

Whiteman, Greg - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Wednesday, October 07, 2009 1:35 PM
To: Smith, Bob - Washington, DC; Neil Wolch; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick; Becky Yalch
Subject: RE: 5-Day Delivery: Pretest Results/Recommendations
Attachments: USPS 5-Day Delivery Product and Applications - 10-7-2009 -v2.xls; USPS 5-Day Delivery Product and Applications - 10-7-2009.xlsx

Sorry about that. Not sure what happened. Please try one of these two versions. They are the same file, just one saved in 2007 and one saved in a lower version. Thanks.

Lisa M. Brunning
 Senior Project Manager

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 Lisa.Brunning@OpinionResearch.com

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Wednesday, October 07, 2009 1:25 PM
To: Neil Wolch; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Cc: Lisa Brunning; Jeff Resnick; Becky Yalch
Subject: RE: 5-Day Delivery: Pretest Results/Recommendations

I am not able to open the excel document. It says it is in an unrecognizable format.

Bob Smith
 Market Research
 Room 1106
 202 268 3579

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Wednesday, October 07, 2009 1:00 PM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Lisa Brunning; Jeff Resnick; Becky Yalch
Subject: 5-Day Delivery: Pretest Results/Recommendations
Importance: High

Hi Greg and Bobs,

As you know, we conducted a pretest of the telephone interviews for the National, Premier, and Preferred segments yesterday. The attached memo describes what we experienced and includes some recommendations on how to improve the interviews. Please take a look and let us know what you think. There are some pretty critical issues here, so it might be worth a call to discuss. Lisa and I are pretty free, so just let us know if/when you would like to talk.

I've also attached a file that relates applications to the products that might be used; this is explained in the memo.

Finally, the latest version of the questionnaire is attached. This covers all segments except consumers. We have highlighted the

5/21/2010

adjustments made since the last version you saw (which was dated Sept. 23 and covered all segments). The changes are largely "technical," to facilitate programming/interviewing.

We are updating the timeline and will send that later today.

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

Application	Products Displayed		
	National Accounts, Premier Accounts and Preferred Accounts	Small Business	Consumer
A. Bills, invoices or statements	2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 17 Online billing, invoicing or statement presentation 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 17 Online billing, invoicing or statement presentation 91 Some other way 92 Some other way	NA
B. Payments	2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 15 Online bill payment 16 Automated payment from checking account or credit card 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 15 Online bill payment 16 Automated payment from checking account or credit card 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 15 Online bill payment 16 Automated payment from checking account or credit card 91 Some other way 92 Some other way
C. Advertising or marketing materials including flyers, circulars, catalogs, etc.	4 USPS Full Rate Standard Mail 5 USPS Non-Profit Standard Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	NA
D. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.	2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	NA
E. Periodicals or newspapers	10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	NA
F. Packages	6 USPS Priority Mail 7 USPS Express Mail 8 USPS Parcel Select 9 USPS Parcel Post 12 UPS 13 FedEx 91 Some other way 92 Some other way	6 USPS Priority Mail 7 USPS Express Mail 8 USPS Parcel Select 9 USPS Parcel Post 12 UPS 13 FedEx 91 Some other way 92 Some other way	6 USPS Priority Mail 7 USPS Express Mail 9 USPS Parcel Post 12 UPS 13 FedEx 91 Some other way 92 Some other way
G. Correspondence such as letters or cards	NA	NA	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way
H. Documents	NA	NA	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way
I. Other	2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 4 USPS Full Rate Standard Mail 5 USPS Non-Profit Standard Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 9 Parcel Post 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way
J. Other	2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 4 USPS Full Rate Standard Mail 5 USPS Non-Profit Standard Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 9 Parcel Post 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way

Application	Products Displayed		
	National Accounts, Premier Accounts and Preferred Accounts	Small Business	Consumer
A. Bills, invoices or statements	2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 17 Online billing, invoicing or statement presentation 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 17 Online billing, invoicing or statement presentation 91 Some other way 92 Some other way	NA
B. Payments	2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 15 Online bill payment 16 Automated payment from checking account or credit card 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 15 Online bill payment 16 Automated payment from checking account or credit card 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 15 Online bill payment 16 Automated payment from checking account or credit card 91 Some other way 92 Some other way
C. Advertising or marketing materials including flyers, circulars, catalogs, etc.	4 USPS Full Rate Standard Mail 5 USPS Non-Profit Standard Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	NA
D. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.	2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	NA
E. Periodicals or newspapers	10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	NA
F. Packages	6 USPS Priority Mail 7 USPS Express Mail 8 USPS Parcel Select 9 USPS Parcel Post 12 UPS 13 FedEx 91 Some other way 92 Some other way	6 USPS Priority Mail 7 USPS Express Mail 8 USPS Parcel Select 9 USPS Parcel Post 12 UPS 13 FedEx 91 Some other way 92 Some other way	6 USPS Priority Mail 7 USPS Express Mail 9 USPS Parcel Post 12 UPS 13 FedEx 91 Some other way 92 Some other way
G. Correspondence such as letters or cards	NA	NA	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way
H. Documents	NA	NA	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way
I. Other	2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 4 USPS Full Rate Standard Mail 5 USPS Non-Profit Standard Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 9 Parcel Post 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way
J. Other	2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 4 USPS Full Rate Standard Mail 5 USPS Non-Profit Standard Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 9 Parcel Post 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way



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MEMORANDUM

To: Greg Whiteman, Bob Smith and Bob Michelson
From: Neil Wolch and Lisa Brunning
cc: Jeff Resnick and Becky Yalch
Date: Wednesday, October 7, 2009
Re: USPS 5-Day Delivery Quantitative Research – Pretest Findings

Yesterday, we completed a pretest among National, Premier and Preferred Accounts. A total of 19 interviews were completed. The average duration of those interviews was a bit over 28 minutes; as you know, the interview length was estimated to be 10 minutes. The table below details the number of completes by account type, the number of applications they answered questions about, the average number of applications, and the average interview length for the pretest:

	Total	National	Premier	Supplemental Preferred	Representative Preferred
Number of Applications					
One	5	0	3	0	2
Two	2	1	0	1	0
Three	1	0	1	0	0
Four	4	0	2	0	2
Five	5	0	0	0	5
Six	2	0	0	0	2
Average Number of Applications	3.4	2.0	2.3	2.0	4.3
Average Interview Length	28.3	33.6	23.2	21.8	31.2
Total Number of Completed Interviews	19	1	6	1	11

The long interview duration raises some major concerns. It impacts data quality, as respondents stop giving well thought out answers after a while; this is made worse by the fact that the questions appear to be redundant. This also leads a relatively high proportion of respondents to quit before completing the interview. A survey that annoys respondents could impact their impressions of USPS, since they know the study is being conducted on your behalf. Finally, the long duration would have a substantial impact on study costs.

The length of the interview is driven largely by number of applications that respondents are asked about (the number for which they have responsibility).

- Our expectation was that National and Premier Accounts would only be responsible for one application; clearly, this is not the case. We only completed one interview with a National Account, but they were responsible for 2 applications (bills/invoices/statements and payments); we completed 6 interviews with Premier Accounts, and they were responsible for an average of 2.3 applications.
- We expected Representative Preferred Accounts to be responsible for multiple applications, but the average (4.3) is fairly high.

A secondary driver of the long duration (and respondents' frustration) is the set of firmographic questions at the end regarding they days mail and packages are sent and received (total of eight questions).

Detailed below are some recommended changes we would like to discuss with you at your earliest convenience:

- Limit the number of applications asked about:
 - Preferred Accounts, Small Business and Consumers – ask about all of the applications they send in aggregate (as opposed to one application at a time).
 - National, Premier and Supplemental Preferred Accounts – limit the number of applications asked about to one. To determine which application to ask about, we could ask which application is their primary application, which application is most important to their business, or something similar in order. Alternatively, we could follow the same approach recommended for Preferred Accounts and Small Businesses.
Note: these changes would not limit the study analyses, which will be conducted at the product level.
- Limit the number of products asked about to only those that are applicable to the application. We had already incorporated some restrictions (e.g., not including pre-sort FCM for small businesses) in the previous version of the questionnaire, but we think we can limit the list further.
 - In a separate document we have detailed, for your review the products that we feel are applicable to each application by respondent type for your review. For some applications the list is still long, but most likely necessary.
- In the firmographic section of the survey, we ask respondents a total of 8 questions about days of the week they send mail, receive mail, send packages and receive packages; for each topic, we ask which days apply and which day of the week is the heaviest. Please note that a given respondent might not know about both mail and packages, and they might not be in the best position to speak to what they receive. Also, it could be hard for respondents to give a single answer as to which day is heaviest.
 - Could we just ask about what they send, and limit it to mail and/or packages, based on what we know (from previous questions) they are responsible?
 - Perhaps we can combine the all days and heaviest day questions into one, by asking which days are critical days for their organization to send mail/packages (and receive, if we keep those questions); we would allow for multiple responses.

Following are some additional findings from the pretest:

- At S7 (applications) we had some “other” responses that we would prefer to categorize into one of the existing applications if possible:
 - There were some mentions of letters and correspondence. Should each of these be classified as general communications?
 - We also had a few people mention newsletters. Should that go in general communications, advertising or marketing materials, or newspapers/periodicals?
 - Once we make these decisions, we will update the application descriptions accordingly.
- At Q2 (products used), we had responses of certified mail, wire, online checking, postal permit and electronic. All were single mentions; at this point, we will just keep an eye on it.

Please let us know when you are able to talk through these issues.

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

NOTE: DIRECTIONS IN BOLD UPPER CASE ARE PROGRAMMER INSTRUCTIONS; THESE INSTRUCTIONS WILL NOT BE SHOWN TO INTERVIEWERS OR RESPONDENTS. THE PROGRAMMER WILL ENSURE THAT ONLY THE APPLICABLE QUESTIONS/RESPONSES WILL BE SHOWN TO EACH RESPONDENT, BASED ON THEIR SEGMENT AND THEIR PRIOR RESPONSES.

INTRODUCTION

IF WEB SURVEY (SMALL BUSINESS), THEN DISPLAY:

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

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

IF NON SUPPLEMENTAL PREFERRED ACCOUNTS, READ:

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

IF NATIONAL, PREMIER ACCOUNT OR SUPPLEMENTAL PREFERRED, READ:

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

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

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

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

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

IF PHONE SURVEY: ONCE CONNECTED WITH RESPONDENT, READ:

Hello, my name is _____ calling from Opinion Research Corporation. We have been commissioned by the United States Postal Service to contact organizations nationwide to obtain feedback on how organizations may react to potential changes in USPS services. Your feedback will help ensure that your voice is heard on this very important subject.

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

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

7 REQUESTS INFORMATIONAL FAX TO BE SENT (SCHEDULE CALLBACK)
INSERT TIMER INTRO

SCREENER: NATIONAL, PREMIER AND PREFERRED ACCOUNTS AND SMALL BUSINESS

IF SMALL BUSINESS, THEN ASK S1

S1 First, are you currently employed?

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

IF SMALL BUSINESS OR PREFERRED, THEN ASK S2A

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

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

IF SUPPLEMENTAL PREFERRED, PREMIER OR NATIONAL, THEN ASK S2B

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

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

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

Parcel Post (PP)	6. Packages
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- 1 Yes (**CONTINUE**)
- 2 No (**ASK TO SPEAK WITH PERSON WHO IS RESPONSIBLE AND START OVER**)

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

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

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

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

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

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

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

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

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

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

IF SMALL BUSINESS SAMPLE, THEN ASK S6

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

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

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

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

IF PREMIER OR NATIONAL, THEN READ:

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

IF SMALL BUSINESS OR PREFERRED ACCOUNT, USE THIS TEXT:

S7 Which of the following, if any, has your organization sent in the past 12 months? [IF WEB SURVEY DISPLAY: *Please select all that apply.* (RANDOMIZE CODES 1 – 6)]

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

S7 For which of the following mail or package applications do you have responsibility? (READ LIST 1 - 91) (RANDOMIZE CODES 1 – 6)

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

SCREENER: CONSUMER

S8 NOT ASKED

S9 NOT ASKED

S10 NOT ASKED

S11 NOT ASKED

INSERT TIMER SCREENER

MAIN QUESTIONNAIRE

IF WEB SURVEY (SMALL BUSINESS), THEN DISPLAY:

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

Instructions:

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

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

We appreciate your willingness to help us. The focus of this research is to understand how organizations may react to potential changes in USPS services. Your feedback will help ensure that your voice is heard on this very important subject.

ONLY DISPLAY APPLICATIONS SELECTED IN S7

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

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

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

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

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

PROGRAMMING NOTE: THANK AND CONCLUDE INTERVIEW IF DON'T KNOW OR ZERO PIECES SENT FOR ALL APPLICATIONS ASKED ABOUT.

IF DON'T KNOW OR ZERO PIECES SENT FOR AN APPLICATION IN Q1, DO NOT ASK ABOUT THAT APPLICATION FOR THE REMAINDER OF THE SURVEY

ASK Q2 FOR EACH APPLICATION SELECTED IN S7 AND Q1 > 0

Q2 Again thinking just about the **(INSERT APPLICATION A - J)** your organization has sent during the past 12 months, how have you sent them? Have you sent them via ... **(IF PHONE SURVEY: READ LIST 1 - 91. IF WEB SURVEY: DISPLAY LIST)** [IF WEB SURVEY DISPLAY: *Please select all that apply.*] **(RANDOMIZE A - J IN THE SAME ORDER AS S7)**

- A. Bills, invoices or statements
- B. Payments
- C. Advertising or marketing materials including flyers, circulars, catalogs, etc.
- D. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.
- E. Periodicals or newspapers
- F. Packages
- I. **INSERT CODE 91 FROM S7**
- J. **INSERT CODE 92 FROM S7**

- 1 [DO NOT SHOW FOR PREFERRED, PREMIER OR NATIONAL SEGMENT] USPS First-Class Mail
- 2 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Full Rate First-Class Mail
- 3 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Pre-Sort First-Class Mail
- 4 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Full Rate Standard Mail
- 5 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Non-Profit Standard Mail
- 6 USPS Priority Mail
- 7 USPS Express Mail
- 8 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Parcel Select
- 9 USPS Parcel Post
- 10 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Full Rate Periodical Mail
- 11 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Non-Profit Periodical Mail
- 12 UPS
- 13 FedEx
- 14 [DO NOT SHOW FOR PACKAGING APPLICATION] Email
- 15 [ONLY SHOW FOR PAYMENTS APPLICATION] Online bill payment
- 16 [ONLY SHOW FOR PAYMENTS APPLICATION] Automated payment from checking account or credit card
- 17 [ONLY SHOW FOR BILLS, INVOICES OR STATEMENTS APPLICATION] Online billing, invoicing or statement presentation
- 91 Some other way _____ **(SPECIFY)**
- 92 Some other way _____ **(SPECIFY)**

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

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

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

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

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

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

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

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

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

Q3 Again thinking just about the **(INSERT APPLICATION A - J)** your organization has sent in the past 12 months, what percent was sent via ... [IF WEB SURVEY DISPLAY: *Please have the total equal 100%.*] **(RANDOMIZE A - J IN THE SAME ORDER AS S7)**

INTERVIEWER NOTE: THE TOTALS SHOULD EQUAL 100%

- A. Bills, invoices or statements
- B. Payments
- C. Advertising or marketing materials including flyers, circulars, catalogs, etc.
- D. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.
- E. Periodicals or newspapers
- F. Packages
- I. **INSERT CODE 91 FROM S7**
- J. **INSERT CODE 92 FROM S7**

a. USPS First-Class Mail	_____	(RECORD PERCENT 1 - 100)
b. USPS Full Rate First-Class Mail	_____	(RECORD PERCENT 1 - 100)
c. USPS Pre-Sort First-Class Mail	_____	(RECORD PERCENT 1 - 100)
d. USPS Full Rate Standard Mail	_____	(RECORD PERCENT 1 - 100)
e. USPS Non-Profit Standard Mail	_____	(RECORD PERCENT 1 - 100)
f. USPS Priority Mail	_____	(RECORD PERCENT 1 - 100)
g. USPS Express Mail	_____	(RECORD PERCENT 1 - 100)
h. USPS Parcel Select	_____	(RECORD PERCENT 1 - 100)
i. USPS Parcel Post	_____	(RECORD PERCENT 1 - 100)
j. USPS Full Rate Periodical Mail	_____	(RECORD PERCENT 1 - 100)
k. USPS Non-Profit Periodical Mail	_____	(RECORD PERCENT 1 - 100)
l. UPS	_____	(RECORD PERCENT 1 - 100)
m. FedEx	_____	(RECORD PERCENT 1 - 100)
n. Email	_____	(RECORD PERCENT 1 - 100)
o. Online bill payment	_____	(RECORD PERCENT 1 - 100)
p. Automated payment	_____	(RECORD PERCENT 1 - 100)
q. Online billing, invoicing or statement presentation	_____	(RECORD PERCENT 1 - 100)
r. INSERT CODE 91 FROM Q2	_____	(RECORD PERCENT 1 - 100)
s. INSERT CODE 92 FROM Q2	_____	(RECORD PERCENT 1 - 100)
TOTAL = 100%		

INSERT TIMER PAST 12 MONTHS

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

**ONLY DISPLAY APPLICATIONS SELECTED IN S7 AND Q1 > 0
IF WEB SURVEY (SMALL BUSINESS), USE THIS QUESTION TEXT**

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

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

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

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

Q4 I am going to read to you the number of pieces you indicated your organization has sent during the past 12 months and I would like for you to tell me in the next 12 months, how many unique pieces of each of the following you anticipate your organization will send? **(RANDOMIZE A – J IN THE SAME ORDER AS S7)**

During the past 12 months, you indicated you had sent **(INSERT RESPONSE FROM Q1 FOR APPLICATION)**.

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

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

	Number of Pieces Sent in Past 12 Months	Number of Pieces in Next 12 Months (Denomination)	Number of Pieces in Next 12 Months (Digits)
A. Bills, invoices or statements	INSERT RESPONSE FROM Q1	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
B. Payments	INSERT RESPONSE FROM Q1	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
C. Advertising or marketing materials including flyers, circulars, catalogs, etc.	INSERT RESPONSE FROM Q1	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
D. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.	INSERT RESPONSE FROM Q1	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
E. Periodicals or newspapers	INSERT RESPONSE FROM Q1	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
F. Packages	INSERT RESPONSE FROM Q1	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
I. INSERT CODE 91 FROM S7	INSERT RESPONSE FROM Q1	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
J. INSERT CODE 92 FROM S7	INSERT RESPONSE FROM Q1	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)

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

ASK Q5 FOR EACH APPLICATION SELECTED IN S7 AND Q1 AND Q4 > 0

Q5 Again thinking just about the (INSERT APPLICATION A - J) you anticipate your organization will send in the next 12 months, how do you plan to send them? Do you plan to send them via ... **[IF PHONE SURVEY: READ LIST 1 - 91. IF WEB SURVEY: DISPLAY LIST) [IF WEB SURVEY DISPLAY: Please select all that apply.] (RANDOMIZE A - J IN THE SAME ORDER AS S7)**

- A. Bills, invoices or statements
- B. Payments
- C. Advertising or marketing materials including flyers, circulars, catalogs, etc.
- D. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.
- E. Periodicals or newspapers
- F. Packages
- I. **INSERT CODE 91 FROM S7**
- J. **INSERT CODE 92 FROM S7**

- 1 [DO NOT SHOW FOR PREFERRED, PREMIER OR NATIONAL SEGMENT] USPS First-Class Mail
- 2 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Full Rate First-Class Mail
- 3 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Pre-Sort First-Class Mail
- 4 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Full Rate Standard Mail
- 5 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Non-Profit Standard Mail
- 6 USPS Priority Mail
- 7 USPS Express Mail
- 8 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Parcel Select
- 9 USPS Parcel Post
- 10 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Full Rate Periodical Mail
- 11 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Non-Profit Periodical Mail
- 12 UPS
- 13 FedEx
- 14 [DO NOT SHOW FOR PACKAGING APPLICATION] Email
- 15 [ONLY SHOW FOR PAYMENTS APPLICATION] Online bill payment
- 16 [ONLY SHOW FOR PAYMENTS APPLICATION] Automated payment from checking account or credit card
- 17 [ONLY SHOW FOR BILLS, INVOICES OR STATEMENTS APPLICATION] Online billing, invoicing or statement presentation
- 91 Some other way _____ (SPECIFY)
- 92 Some other way _____ (SPECIFY)

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

Q6 Again thinking just about the **(INSERT APPLICATION A - J)** you anticipate your organization will send in the next 12 months, what percent will you send via ... [IF WEB SURVEY DISPLAY: *Please have the total equal 100%.*] **(RANDOMIZE A - J IN THE SAME ORDER AS S7)**

INTERVIEWER NOTE: THE TOTALS SHOULD EQUAL 100%

- A. Bills, invoices or statements
- B. Payments
- C. Advertising or marketing materials including flyers, circulars, catalogs, etc.
- D. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.
- E. Periodicals or newspapers
- F. Packages
- I. **INSERT CODE 91 FROM S7**
- J. **INSERT CODE 92 FROM S7**

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

TOTAL = 100%

INSERT TIMER NEXT 12 MONTHS

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

Despite very aggressive cost cutting, the Postal Service is projecting financial losses for this and the next several years. This is due to a significant decline in mail volume and a major requirement to prefund its retiree's health benefits. The Postal Service is committed to fulfilling its fundamental role as a deliverer of mail and packages to all Americans. To accomplish this, the Postal Service is developing a plan to transition from six- to five-day delivery on a national basis. This will remove delivery costs and help bring the financial picture into better balance.

The key components to the 5-Day plan are as follows:

- No Saturday delivery of mail to homes and businesses. Delivery of mail will be Monday – Friday only.
- Mail will continue to be delivered to PO Box addresses [ADD THE FOLLOWING FOR ALL NATIONAL ACCOUNTS, ALL PREMIER ACCOUNTS, AND PREFERRED ACCOUNTS THAT Q2 = 3, 4, 5, 10 OR 11; (including PO Boxes, Caller Service and National Firm Holdouts)] Monday - Saturday.
- [INCLUDE FOR ALL NATIONAL ACCOUNTS, ALL PREMIER ACCOUNTS, AND PREFERRED ACCOUNTS THAT Q2 = 3, 4, 5, 10 OR 11; DO NOT INCLUDE FOR ANY CONSUMERS OR SMALL BUSINESSES] Remittance mail that is picked up at a plant on Saturday and/or Sunday will continue to be picked up on those days.
- Post Offices will remain open on Saturday.
- No mail collected from street addresses, businesses, collection boxes, or Post Offices on Saturday. Mail dropped off at a Post Office or in a collection box after the last Friday scheduled pickup time will be collected and processed on Monday.
- [INCLUDE FOR ALL NATIONAL ACCOUNTS, PREMIER ACCOUNTS AND PREFERRED ACCOUNTS THAT Q2 = 3, 4, 5, 10 OR 11; DO NOT INCLUDE FOR ANY CONSUMERS OR SMALL BUSINESSES] Bulk mail entry units will be closed on Saturday. However, Detached Mail Units currently open on Saturday and/or Sunday will remain open. Mail will continue to be accepted and verified at DMUs on Saturday and/or Sunday.
- [INCLUDE FOR ALL NATIONAL ACCOUNTS, PREMIER ACCOUNTS AND PREFERRED ACCOUNTS THAT Q2 = 3, 4, 5, 10 OR 11; DO NOT INCLUDE FOR ANY CONSUMERS OR SMALL BUSINESSES] Destinating entry bulk mail can continue to be drop shipped at plants on Saturday and Sunday and at delivery units on Saturday. However, time slots for dropping the mail will be shortened. Mail dropped shipped at a plant on Saturday or Sunday will be processed on Monday. Standard Mail dropped shipped at a delivery unit on Saturday will be delivered by Tuesday.
- Elimination of Saturday collection, processing and delivery will generally add a day to the delivery of mail that is currently collected and processed or scheduled to be delivered on Saturday.

- Express Mail will continue to be delivered 7 days a week. Express Mail will continue to be accepted and processed on Saturday at Post Offices. However, there will be no carrier pickup of Express or Priority Mail on Saturday.

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

INSERT TIMER DESCRIPTION

ONLY DISPLAY APPLICATIONS SELECTED IN S7 AND Q1 AND Q4 > 0

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

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

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

For example, if you sent 2.5 million pieces of that particular mail, you would select “million” and then enter 2:5. If you sent 200,000, you would select “thousand” and enter 200. If you only sent 50, you would select “999 or less” and enter 50. If you only sent 375, you would also select “999 or less” and enter 375. Please insert a number for each area shown and only include in this figure mail for which you have some decision making authority. Your best estimate is fine.

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

- Q7 Now I am going to read to you the number of pieces you said your organization will send in the next 12 months and I would like for you to tell me in the first 12 months after the change in service is implemented, how many unique pieces of each of the following do you anticipate your organization would send? **(RANDOMIZE A – J IN THE SAME ORDER AS S7)**

In the next 12 months you indicated your organization will send **(INSERT APPLICATION A – J IN THE SAME ORDER AS S7)**.

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

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

	Number of Pieces Anticipating Sending in Next 12 Months	Number of Pieces in Next 12 Months (Denomination)	Number of Pieces in Next 12 Months (Digits)
A. Bills, invoices or statements	INSERT RESPONSE FROM Q4	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
B. Payments	INSERT RESPONSE FROM Q4	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
C. Advertising or marketing materials including flyers, circulars, catalogs, etc.	INSERT RESPONSE FROM Q4	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
D. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.	INSERT RESPONSE FROM Q4	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
E. Periodicals or newspapers	INSERT RESPONSE FROM Q4	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
F. Packages	INSERT RESPONSE FROM Q4	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
I. INSERT CODE 91 FROM S7	INSERT RESPONSE FROM Q4	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
J. INSERT CODE 92 FROM S7	INSERT RESPONSE FROM Q4	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)

IF DON'T KNOW OR ZERO PIECES SENT FOR AN APPLICATION IN Q7, DO NOT ASK ABOUT THAT APPLICATION FOR THE REMAINDER OF THE SURVEY**ASK Q8 FOR EACH APPLICATION SELECTED IN S7 AND Q1 AND Q4 AND Q7 > 0**

Q8 Thinking about the **(INSERT APPLICATION A - J)** you anticipate your organization would send after the change is implemented, how do you think you would send them? Would you send them via ... **(IF PHONE SURVEY: READ LIST 1 - 91. IF WEB SURVEY: DISPLAY LIST) (IF WEB SURVEY DISPLAY: Please select all that apply.) (RANDOMIZE A - J IN THE SAME ORDER AS S7)**

- A. Bills, invoices or statements
- B. Payments
- C. Advertising or marketing materials including flyers, circulars, catalogs, etc.
- D. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.
- E. Periodicals or newspapers
- F. Packages
- I. **INSERT CODE 91 FROM S7**
- J. **INSERT CODE 92 FROM S7**

- 1 [DO NOT SHOW FOR PREFERRED, PREMIER OR NATIONAL SEGMENT] USPS First-Class Mail
- 2 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Full Rate First-Class Mail
- 3 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Pre-Sort First-Class Mail
- 4 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Full Rate Standard Mail
- 5 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Non-Profit Standard Mail
- 6 USPS Priority Mail
- 7 USPS Express Mail
- 8 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Parcel Select
- 9 USPS Parcel Post
- 10 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Full Rate Periodical Mail
- 11 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Non-Profit Periodical Mail
- 12 UPS
- 13 FedEx
- 14 [DO NOT SHOW FOR PACKAGING APPLICATION] Email
- 15 [ONLY SHOW FOR PAYMENTS APPLICATION] Online bill payment
- 16 [ONLY SHOW FOR PAYMENTS APPLICATION] Automated payment from checking account or credit card
- 17 [ONLY SHOW FOR BILLS, INVOICES OR STATEMENTS APPLICATION] Online billing, invoicing or statement presentation
- 91 Some other way _____ **(SPECIFY)**
- 92 Some other way _____ **(SPECIFY)**

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

Q9 Again thinking just about the (INSERT APPLICATION A - J) you anticipate your organization would send after the change in service is implemented, what percent would you send via ... [IF WEB SURVEY DISPLAY: *Please have the total equal 100%.*] [RANDOMIZE A – J IN THE SAME ORDER AS S7)

INTERVIEWER NOTE: THE TOTALS SHOULD EQUAL 100%

- A. Bills, invoices or statements
- B. Payments
- C. Advertising or marketing materials including flyers, circulars, catalogs, etc.
- D. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.
- E. Periodicals or newspapers
- F. Packages
- I. **INSERT CODE 91 FROM S7**
- J. **INSERT CODE 92 FROM S7**

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

TOTAL = 100%

INSERT TIMER AFTER CHANGE

ASK Q10 FOR EACH APPLICATION SELECTED IN S7 AND Q1 > 0

Q10 If the service change described does happen, what is the likelihood that this change would cause your organization to modify the number of **(INSERT APPLICATION A – J)** your organization sends or the way you send it? Please answer using a scale from 0 to 10, where “10” means extremely likely and a “0” means extremely unlikely. **(RANDOMIZE A – J IN THE SAME ORDER AS S7)**

[IF PHONE AND MORE THAN ONE APPLICATION DISPLAY: And the next one is ...]

- A. Bills, invoices or statements
- B. Payments
- C. Advertising or marketing materials including flyers, circulars, catalogs, etc.
- D. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.
- E. Periodicals or newspapers
- F. Packages
- I. **INSERT CODE 91 FROM S7**
- J. **INSERT CODE 92 FROM S7**

- 10 Extremely likely
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1
- 0 Extremely unlikely

Q11 Does your firm currently have a Post Office Box, or do you have plans to get one?

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

IF Q11 = CODE 3, THEN ASK Q12

Q12 If the change in USPS service is implemented, do you anticipate that your firm would get a Post Office Box?

- 1 Yes
- 2 No

INSERT TIMER MISCELLANEOUS

FIRMOGRAPHICS / DEMOGRAPHICS

And these last few questions are for classification purposes only.

Q13 What day(s) of the week does your organization currently send mail? **(MULTIPLE RESPONSE)**

- 1 Mondays
- 2 Tuesdays
- 3 Wednesdays
- 4 Thursdays
- 5 Fridays
- 6 Saturdays
- 7 Sundays
- 98 Don't Know

ONLY DISPLAY CODES SELECTED IN Q13

IF ONLY ONE CODE SELECTED IN Q13, AUTO PUNCH Q14 WITH THAT CODE

Q14 And, which one day of the week is your organization's heaviest day for sending mail? **(SINGLE RESPONSE)**

- 1 Mondays
- 2 Tuesdays
- 3 Wednesdays
- 4 Thursdays
- 5 Fridays
- 6 Saturdays
- 7 Sundays
- 97 None of the above. All days are even
- 98 Don't Know

Q15 What day(s) of the week does your organization currently receive mail? **(MULTIPLE RESPONSE)**

- 1 Mondays
- 2 Tuesdays
- 3 Wednesdays
- 4 Thursdays
- 5 Fridays
- 6 Saturdays
- 7 Sundays
- 98 Don't Know

ONLY DISPLAY CODES SELECTED IN Q15

IF ONLY ONE CODE SELECTED IN Q15, AUTO PUNCH Q16 WITH THAT CODE

Q16 And, which one day of the week is your organization's heaviest day for receiving mail? **(SINGLE RESPONSE)**

- 1 Mondays
- 2 Tuesdays
- 3 Wednesdays
- 4 Thursdays
- 5 Fridays
- 6 Saturdays
- 7 Sundays
- 97 None of the above. All days are even
- 98 Don't Know

Q17 What day(s) of the week does your organization currently send packages? **(MULTIPLE RESPONSE)**

- 1 Mondays
- 2 Tuesdays
- 3 Wednesdays
- 4 Thursdays
- 5 Fridays
- 6 Saturdays
- 7 Sundays
- 98 Don't Know

ONLY DISPLAY CODES SELECTED IN Q17

IF ONLY ONE CODE SELECTED IN Q17, AUTO PUNCH Q18 WITH THAT CODE

Q18 And, which one day of the week is your organization's heaviest day for sending packages?
(SINGLE RESPONSE)

- 1 Mondays
- 2 Tuesdays
- 3 Wednesdays
- 4 Thursdays
- 5 Fridays
- 6 Saturdays
- 7 Sundays
- 97 None of the above. All days are even
- 98 Don't Know

Q19 What day(s) of the week does your organization currently receive packages? (MULTIPLE RESPONSE)

- 1 Mondays
- 2 Tuesdays
- 3 Wednesdays
- 4 Thursdays
- 5 Fridays
- 6 Saturdays
- 7 Sundays
- 98 Don't Know

ONLY DISPLAY CODES SELECTED IN Q19

IF ONLY ONE CODE SELECTED IN Q19, AUTO PUNCH Q20 WITH THAT CODE

Q20 And, which one day of the week is your organization's heaviest day for receiving packages?
(SINGLE RESPONSE)

- 1 Mondays
- 2 Tuesdays
- 3 Wednesdays
- 4 Thursdays
- 5 Fridays
- 6 Saturdays
- 7 Sundays
- 97 None of the above. All days are even
- 98 Don't Know

IF SMALL BUSINESS, THEN ASK Q21

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

_____ (RECORD NAME OF ORGANIZATION)

- 99 REFUSED

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

IF SMALL BUSINESS, THEN ASK Q22

Q22 In what state do you work?

INSERT ALPHABETICAL LIST OF STATES

Q23 NOT ASKED

CLOSING

IF WEB SURVEY (SMALL BUSINESSES), THEN DISPLAY:

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

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

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

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

IF Q24 = CODE 1, THEN ASK Q25A

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

_____ (RECORD E-MAIL ADDRESS)

IF Q24 = CODE 1, THEN ASK Q25B

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

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

IF Q25B = CODE 2, THEN ASK Q25C

Q25c And what is the correct e-mail address?

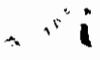
_____ (RECORD E-MAIL ADDRESS)

IF Q24 = 1, THEN DISPLAY:

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

IF Q24 = 2, THEN DISPLAY:

Thank you again for participating in this important research study.



Whiteman, Greg - Washington, DC

Subject: FW: USPS 5-Day Delivery Timeline
Attachments: USPS 5 Day Delivery - Timeline - 10-7-2009.docx

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Wednesday, October 07, 2009 3:06 PM
To: Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch; Becky Yalch; Jeff Resnick
Subject: USPS 5-Day Delivery Timeline

We have updated the timeline for both the qualitative research and the quantitative research. As you will notice we left the original dates in the first two columns and have added two new columns to the right which reflects the current timeline. If you have any questions, please let us know. Thanks.

Lisa M. Brunning
Senior Project Manager

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

**USPS 5-Day Delivery Research
Proposed Timeline**

Qualitative Phase

<i>Task</i>	As of August 24, 2009		As of October 7, 2009	
	<i>Start Date</i>	<i>End Date</i>	<i>Start Date</i>	<i>End Date</i>
Kick-Off Meeting	8/3/2009		8/3/2009	
Develop Final Work Plan	8/3/2009	8/12/2009	8/3/2009	8/12/2009
Client Reviews / Approves Work Plan	8/12/2009	8/14/2009	8/12/2009	8/14/2009
Develop Screeners	8/10/2009	8/12/2009	8/10/2009	8/12/2009
Client Reviews / Approves Screeners	8/12/2009	8/14/2009	8/12/2009	8/14/2009
Develop Moderators' Guides	8/18/2009	8/30/2009	8/18/2009	8/30/2009
Recruiting – Chicago	8/20/2009	9/1/2009	8/20/2009	9/1/2009
Conduct Groups – Chicago (4 groups)*	9/1/2009	9/2/2009	9/1/2009	9/2/2009
Debriefing / Modify Guides as appropriate	9/3/2009	9/4/2009	9/3/2009	9/4/2009
Recruiting – Seattle	9/14/2009	9/29/2009	9/14/2009	9/29/2009
Conduct Groups – Seattle (5 groups)	9/15/2009	9/16/2009	9/15/2009	9/16/2009
Recruiting – New York / Atlanta	9/8/2009	9/21/2009	9/8/2009	9/21/2009
Conduct Groups – New York (5 groups)*	9/21/2009	9/22/2009	9/21/2009	9/22/2009
Conduct Groups – Atlanta (4 groups)*	9/23/2009	9/24/2009	9/23/2009	9/24/2009
Conduct In-Depth Interviews	9/9/2009	9/24/2009	10/1/2009	10/15/2009
Conduct Final Debriefing	10/1/2009		10/16/2009	
Transcribe Focus Groups	9/1/2009	10/5/2009	9/1/2009	10/5/2009
Transcribe In-Depth Interviews	9/1/2009	10/5/2009	10/2/2009	10/16/2009
Draft Report	10/5/2009	10/16/2009	10/5/2009	10/16/2009
Client Reviews / Comments Draft Report	10/19/2009	10/23/2009	10/19/2009	10/23/2009
Final Report / All Final Deliverables	10/26/2009	10/30/2009	10/26/2009	10/30/2009

Quantitative Phase

<i>Task</i>	<i>As of August 24, 2009</i>		<i>As of October 7, 2009</i>	
	<i>Start Date</i>	<i>End Date</i>	<i>Start Date</i>	<i>End Date</i>
Kick-Off Meeting	8/3/2009		8/3/2009	
National, Premier and Preferred Sample from USPS	8/6/2009	8/18/2009	8/6/2009	8/18/2009
Develop Final Work Plan	8/24/2009	8/28/2009	8/24/2009	9/25/2009
Draft Questionnaire	9/3/2009	9/9/2009	9/3/2009	9/9/2009
Initial Questionnaire Review by USPS	9/10/2009	9/14/2009	9/10/2009	9/14/2009
Finalize Questionnaire Based on Seattle Focus Groups	9/15/2009	9/18/2009	9/15/2009	9/25/2009
Questionnaire Programming / Review	9/21/2009	9/25/2009	9/28/2009	10/5/2009
Data Collection Pilot # 1 / Review / Plan Adjustments	9/28/2009	9/30/2009	10/6/2009	10/8/2009
Data Collection Pilot # 2 / Review / Plan Adjustments		NA	10/9/2009	10/12/2009
Data Collection Soft Launch - Small Businesses		NA	10/12/2009	10/13/2009
Draft Forecast Spreadsheets	10/5/2009	10/7/2009	10/12/2009	10/14/2009
Data Collection - Full Launch - Nat / Prem / Pref	10/1/2009	10/26/2009	10/13/2009	10/26/2009
Data Collection - Full Launch - Small Businesses		NA	10/14/2009	10/21/2009
Review of Forecast Spreadsheets by USPS	10/8/2009	10/9/2009	10/15/2009	10/16/2009
Finalize Forecast Spreadsheets	10/12/2009	10/14/2009	10/19/2009	10/21/2009
Data Collection - Consumers		NA	10/23/2009	10/25/2009
Draft Deliverables	10/27/2009	11/2/2009	10/27/2009	11/2/2009
Deliverables Review by USPS	11/3/2009	11/4/2009	11/3/2009	11/4/2009
Final Deliverables Provided to USPS	11/5/2009	11/6/2009	11/5/2009	11/6/2009

Whiteman, Greg - Washington, DC

From: Michelson, Robert - Washington, DC
Sent: Thursday, October 08, 2009 8:55 AM
To: 'Lisa.Brunning@opinionresearch.com'; Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC
Cc: 'neil.wolch@opinionresearch.com'
Subject: Re: USPS 5-Day Delivery Pretest

Hopefully the reduced questionnaire can get the interview length down to no longer than 15 minutes. I think if it takes longer than that we'll have problems.

Bob

From: Lisa Brunning <Lisa.Brunning@opinionresearch.com>
To: Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC
Cc: Neil Wolch <neil.wolch@opinionresearch.com>
Sent: Thu Oct 08 06:12:38 2009
Subject: USPS 5-Day Delivery Pretest

Neil had asked that I send you a quick e-mail to let you know it was three people who refused to continue with the survey or hung up during the middle of the survey because of the length. However, there were also a number of others that were frustrated and complaining that the length was much longer than 10 minutes, but they did continue on and complete the entire survey. If you have any questions, please let me know. Thanks.

Lisa M. Brunning
Senior Project Manager

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

Whiteman, Greg - Washington, DC

From: Whiteman, Greg - Washington, DC
Sent: Thursday, October 08, 2009 9:00 AM
To: Lisa Brunning; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery Pretest

Folks:

Two comments:

- As we know from our research experiences, our customers are more tolerant of our surveys and we always get a much higher participation rate (customers have a different relationship with us as we are their post office and the topic may be more relevant for them).
- To reduce frustrations, provide a more realistic expectation of the length of the time it will take.

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: Thursday, October 08, 2009 7:13 AM
To: Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC
Cc: Neil Wolch
Subject: USPS 5-Day Delivery Pretest

Neil had asked that I send you a quick e-mail to let you know it was three people who refused to continue with the survey or hung up during the middle of the survey because of the length. However, there were also a number of others that were frustrated and complaining that the length was much longer than 10 minutes, but they did continue on and complete the entire survey. If you have any questions, please let me know. Thanks.

Lisa M. Brunning
Senior Project Manager

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

5/21/2010

Whiteman, Greg - Washington, DC

From: Becky Yalch [Becky.Yalch@opinionresearch.com]
Sent: Friday, October 09, 2009 12:59 PM
To: Lisa Brunning; Whiteman, Greg - Washington, DC; Neil Wolch; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick
Subject: Re: 5-Day Delivery: Pretest Results/Recommendations

I would agree with lisa's andOneil's comments below. Business groups clearly showed that small businesses cannot always distinguish between first and standard mail. It is even less likely they will be able to distinguish the nuances of first class. We can use the qualitative research to support this simplification of the questionnaire

If I am reading this correctly on my blackberry for payments I would add pay by phone. A significant number in groups mentioned this for payments. Also ach

From: Lisa Brunning
To: Whiteman, Greg - Washington, DC ; Neil Wolch; Smith, Bob - Washington, DC ; Michelson, Robert - Washington, DC
Cc: Jeff Resnick; Becky Yalch
Sent: Fri Oct 09 12:41:20 2009
Subject: RE: 5-Day Delivery: Pretest Results/Recommendations

Greg,

Neil and I have reviewed your changes below and have a few comments in red below. Please see below. 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, October 09, 2009 11:46 AM
To: Lisa Brunning; Neil Wolch; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick; Becky Yalch
Subject: RE: 5-Day Delivery: Pretest Results/Recommendations

Lisa:

Below are the changes:

- **Bills:** For Small Businesses, it should be Full Rate First-Class Mail. **[Lisa Brunning]** Our understanding was that small businesses would not be able to distinguish between Full Rate First-Class Mail and Pre-Sort First-Class Mail so we only give them the option of First-Class Mail. We will know that they mean full rate.
- **Payments:** It should be Full Rate First-Class Mail for Small Businesses. Add telephone for small Businesses and Consumers. Add cash for Consumers. **[Lisa Brunning]** Again, our understanding was that small businesses would not be able to distinguish between the types of First-Class Mail, so

5/21/2010

we had all decided to just give them the option of First-Class Mail. Adding Telephone for Small Businesses and Consumers and Cash for Consumers we feel can be handled using the other specify option. If someone sends their payments by telephone or cash, they will volunteer the information and they/the interviewer can enter that method in the other specify option. That will help control the length of the survey.

- Advertising: Add Presort First-Class Mail for National, Premier, and Preferred accounts. Add Full rate First-Class Mail for small businesses. **[Lisa Brunning]** We can add Presort First-Class Mail as an option for National, Premier and Preferred Accounts, but feel we should add First-Class Mail for Small Businesses because they will not be able to distinguish between the different types of First-Class Mail.
- Periodical: remove the products from small businesses. **[Lisa Brunning]** Are you suggesting that we do not ask about Periodicals for Small Businesses? That we do not offer that as an option in S7 when we ask them the mail or package applications they are responsible for?
- Documents: All segments can use the products listed under Consumers. **[Lisa Brunning]** Documents is only asked about in the Consumer version of the questionnaire. For all Business Segments we are being more specific and asking about applications in a more specific manner -- general communications, bills/invoices/statements, etc.
- Other: Remove Periodicals (they are covered in the Periodical/Newspaper category. **[Lisa Brunning]** We don't know what type of applications someone might be sending that is entered into the other specify response so to be safe we feel we should leave Periodical Mail as an option.
- Newsletters; We need to add this for all the commercial segments. The products options would be Standard Mail and Presorted First-Class Mail for National, Premier and Preferred Accounts and Fullrate First-Class Mail for small businesses. **[Lisa Brunning]** We are in the process of adding Newsletters to the questionnaire. If they mention Newsletters, we then ask them how they send their Newsletters. If they send them via FCM we display/ask about the same products as General Communications. If they say they send them via Standard Mail, we display/ask about the same products as Advertising or Marketing Materials. If they say they send them via Periodical Mail, we display/ask about the same products as Newspapers/Periodicals.

Greg

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

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

Sent: Friday, October 09, 2009 11:07 AM

To: Neil Wolch; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC

Cc: Jeff Resnick; Becky Yalch

Subject: RE: 5-Day Delivery: Pretest Results/Recommendations

Just following up to see if you have had a chance to review the Excel file that we sent that lists the products that should be asked about for each application. Please let us know. Thanks.

Lisa M. Brunning

5/21/2010

Senior Project Manager

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

From: Neil Wolch
Sent: Wednesday, October 07, 2009 1:00 PM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; 'Michelson, Robert - Washington, DC'
Cc: Lisa Brunning; Jeff Resnick; Becky Yalch
Subject: 5-Day Delivery: Pretest Results/Recommendations
Importance: High

Hi Greg and Bobs,

As you know, we conducted a pretest of the telephone interviews for the National, Premier, and Preferred segments yesterday. The attached memo describes what we experienced and includes some recommendations on how to improve the interviews. Please take a look and let us know what you think. There are some pretty critical issues here, so it might be worth a call to discuss. Lisa and I are pretty free, so just let us know if/when you would like to talk.

I've also attached a file that relates applications to the products that might be used; this is explained in the memo.

Finally, the latest version of the questionnaire is attached. This covers all segments except consumers. We have highlighted the adjustments made since the last version you saw (which was dated Sept. 23 and covered all segments). The changes are largely "technical," to facilitate programming/interviewing.

We are updating the timeline and will send that later today.

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

Whiteman, Greg - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Friday, October 09, 2009 2:02 PM
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Neil Wolch; Smith, Bob - Washington, DC
Subject: Re: 5-Day Delivery: Pretest Results/Recommendations

Great. Thanks.

From: Whiteman, Greg - Washington, DC
To: Lisa Brunning; Michelson, Robert - Washington, DC ; Neil Wolch; Smith, Bob - Washington, DC
Sent: Fri Oct 09 14:01:17 2009
Subject: RE: 5-Day Delivery: Pretest Results/Recommendations

OK if we terminte them.

Greg

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

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Friday, October 09, 2009 1:47 PM
To: Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Neil Wolch; Smith, Bob - Washington, DC
Subject: RE: 5-Day Delivery: Pretest Results/Recommendations

Bob and Greg,

Again Neil and I just spoke and here is what we would like to suggest for the Periodicals and Small Businesses. I would like to offer Periodicals/Newsletters as an application they can say their organization sends (\$7). We will then ask them how they send their Periodicals/Newsletters (Q2) and give them the option of USPS Full Rate Periodical Mail and USPS Non-Profit Periodical Mail. If they select one of those products, we will terminate them because that would mean they are a Preferred Account because they have to have a permit to send mail using one of those two products. Do you agree with our recommendation? Please let us know. Thanks.

Lisa M. Brunning
Senior Project Manager

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

5/21/2010

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
Sent: Friday, October 09, 2009 1:06 PM
To: Whiteman, Greg - Washington, DC; Lisa Brunning; Neil Wolch; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Becky Yalch
Subject: RE: 5-Day Delivery: Pretest Results/Recommendations

To mail Periodicals you have use permit. There small periodical mailers that are small businesses. If one of them is interviewed, we will have to ask about periodicals. So, I am agreeing with Greg.

I am okay with Lisa and Becky's comments.

Bob

From: Whiteman, Greg - Washington, DC
Sent: Friday, October 09, 2009 1:02 PM
To: Lisa Brunning; Neil Wolch; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick; Becky Yalch
Subject: RE: 5-Day Delivery: Pretest Results/Recommendations

Lisa:

The reason to limit Periodicals to the larger, managed accounts is that we want this to refer only to those who send periodical mail which requires a permit. This allows us them to apply any percent change in volume to our official "Periodical Mail" volumes.

There should be no periodical applications in Other as all such applications should arise when we cover Periodical Mail. But, if it helps to include it in Other, OK.

OK to the rest of your comments.

Greg

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

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Friday, October 09, 2009 12:41 PM
To: Whiteman, Greg - Washington, DC; Neil Wolch; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick; Becky Yalch
Subject: RE: 5-Day Delivery: Pretest Results/Recommendations

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Neil and I have reviewed your changes below and have a few comments in red below. Please see below. Thanks.

5/21/2010

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Lisa.Brunning@OpinionResearch.com

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Greg

5/21/2010

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Subject: 5-Day Delivery: Pretest Results/Recommendations
Importance: High

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Best regards,

Neil Wolch
5/21/2010

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

Whiteman, Greg - Washington, DC

From: Michelson, Robert - Washington, DC
Sent: Wednesday, October 14, 2009 11:36 AM
To: Lisa Brunning; Smith, Bob - Washington, DC; Neil Wolch; Whiteman, Greg - Washington, DC
Cc: Jeff Resnick; Becky Yalch
Subject: RE: 5-Day Delivery: Pretest Results/Recommendations
Attachments: USPS 5-Day Delivery Product and Applications - 10-7-2009.xlsx

Lisa,

Thanks for the reminder. I forgot you resent it with a format we could open and read.

I made some changes/edits in the attached. The changes in summary are:

- I added "USPS" to all of our products for consistency.
- I changed full rate Standard and Periodicals to "regular" to be consistent with we officially call these products.
- I similarly changed the full rate First-Class to single piece for businesses.
- I added Standard Mail and First-Class Mail to advertisements

Bob

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Wednesday, October 07, 2009 1:35 PM
To: Smith, Bob - Washington, DC; Neil Wolch; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick; Becky Yalch
Subject: RE: 5-Day Delivery: Pretest Results/Recommendations

Sorry about that. Not sure what happened. Please try one of these two versions. They are the same file, just one saved in 2007 and one saved in a lower version. Thanks.

Lisa M. Brunning
Senior Project Manager

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

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Wednesday, October 07, 2009 1:25 PM
To: Neil Wolch; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Cc: Lisa Brunning; Jeff Resnick; Becky Yalch
Subject: RE: 5-Day Delivery: Pretest Results/Recommendations

I am not able to open the excel document. It says it is in an unrecognizable format.

5/21/2010

Bob Smith
Market Research
Room 1106
202 268 3579

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Wednesday, October 07, 2009 1:00 PM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Lisa Brunning; Jeff Resnick; Becky Yalch
Subject: 5-Day Delivery: Pretest Results/Recommendations
Importance: High

Hi Greg and Bobs,

As you know, we conducted a pretest of the telephone interviews for the National, Premier, and Preferred segments yesterday. The attached memo describes what we experienced and includes some recommendations on how to improve the interviews. Please take a look and let us know what you think. There are some pretty critical issues here, so it might be worth a call to discuss. Lisa and I are pretty free, so just let us know if/when you would like to talk.

I've also attached a file that relates applications to the products that might be used; this is explained in the memo.

Finally, the latest version of the questionnaire is attached. This covers all segments except consumers. We have highlighted the adjustments made since the last version you saw (which was dated Sept. 23 and covered all segments). The changes are largely "technical," to facilitate programming/interviewing.

We are updating the timeline and will send that later today.

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

Application	Products Displayed		
	National Accounts, Premier Accounts and Preferred Accounts	Small Business	Consumer
A. Bills, invoices or statements	2 USPS Single Piece First-Class Mail 3 USPS Pre-Sort First-Class Mail 6 USPS Priority Mail 7 USPS Express Mail 12 UPS 13 FedEx 14 Email 17 Online billing, invoicing or statement presentation 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 USPS Express Mail 12 UPS 13 FedEx 14 Email 17 Online billing, invoicing or statement presentation 91 Some other way 92 Some other way	NA
B. Payments	2 USPS Single Piece First-Class Mail 3 USPS Pre-Sort First-Class Mail 6 USPS Priority Mail 7 USPS Express Mail 12 UPS 13 FedEx 15 Online bill payment 16 Automated payment from checking account or credit card 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 USPS Express Mail 12 UPS 13 FedEx 15 Online bill payment 16 Automated payment from checking account or credit card 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 USPS Express Mail 12 UPS 13 FedEx 15 Online bill payment 16 Automated payment from checking account or credit card 91 Some other way 92 Some other way
C. Advertising or marketing materials including flyers, circulars, catalogs, etc.	2 USPS Single Piece First-Class Mail 3 USPS Pre-Sort First-Class Mail 4 USPS Regular Standard Mail 5 USPS Non-Profit Standard Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	1 USPS First-Class Mail 4 USPS Regular Standard Mail 5 USPS Non-Profit Standard Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	NA
D. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.	2 USPS Single Piece First-Class Mail 3 USPS Pre-Sort First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	NA
E. Periodicals or newspapers	10 USPS Regular Periodical Mail 11 USPS Non-Profit Periodical Mail 14 Email 91 Some other way 92 Some other way	10 USPS Regular Periodical Mail 11 USPS Non-Profit Periodical Mail 14 Email 91 Some other way 92 Some other way	NA
F. Packages	6 USPS Priority Mail 7 USPS Express Mail 8 USPS Parcel Select 9 USPS Parcel Post 12 UPS 13 FedEx 91 Some other way 92 Some other way	6 USPS Priority Mail 7 USPS Express Mail 8 USPS Parcel Select 9 USPS Parcel Post 12 UPS 13 FedEx 91 Some other way 92 Some other way	6 USPS Priority Mail 7 USPS Express Mail 9 USPS Parcel Post 12 UPS 13 FedEx 91 Some other way 92 Some other way
G. Correspondence such as letters or cards	NA	NA	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way
H. Documents	NA	NA	1 USPS First-Class Mail 6 USPS Priority Mail 7 USPS Express Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way
I. Other	2 USPS Single Piece First-Class Mail 3 USPS Pre-Sort First-Class Mail 4 USPS Regular Standard Mail 5 USPS Non-Profit Standard Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Regular Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 USPS Express Mail 8 USPS Parcel Select 9 USPS Parcel Post 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 USPS Express Mail 9 USPS Parcel Post 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way
J. Other	2 USPS Single Piece First-Class Mail 3 USPS Pre-Sort First-Class Mail 4 USPS Regular Standard Mail 5 USPS Non-Profit Standard Mail 6 USPS Priority Mail 7 USPS Express Mail 8 USPS Parcel Select 9 USPS Parcel Post 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	1 USPS First-Class Mail 4 USPS Regular Standard Mail 5 USPS Non-Profit Standard Mail 6 USPS Priority Mail 7 USPS Express Mail 8 USPS Parcel Select 9 USPS Parcel Post 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 9 Parcel Post 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way

Whiteman, Greg - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Wednesday, October 14, 2009 1:24 PM
To: Michelson, Robert - Washington, DC; Neil Wolch; Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Bob,

Thanks we will begin asking Q10 only once for the rest of the interviews. As for combining UPS and FedEx, we would like to keep them separate. We think it would be easier for the interviewers and the respondents and we can always collapse the two into one on the backend for analysis. Please let me know if this would be okay. Thanks.

Lisa M. Brunning
Senior Project Manager

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

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
Sent: Wednesday, October 14, 2009 12:14 PM
To: Neil Wolch; Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC; Lisa Brunning
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Neil and Lisa,

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

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

Bob

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

Hi Bob,

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

Neil

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

5/21/2010

Subject: RE: USPS 5-Day Delivery Questionnaire Update

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

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

Bob Smith
Market Research
Room 1106
202 268 3579

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

Sent: Tuesday, October 13, 2009 6:33 PM

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

Subject: RE: USPS 5-Day Delivery Questionnaire Update

Hi Bob,

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

Please let us know if this makes sense.

Thanks,

Neil

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

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

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

Cc: Neil Wolch

Subject: RE: USPS 5-Day Delivery Questionnaire Update

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

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

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

So, I think no other changes should be made.

5/21/2010

Bob

From: Whiteman, Greg - Washington, DC
Sent: Tuesday, October 13, 2009 3:57 PM
To: Lisa Brunning; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Folks:

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

Greg

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

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

Greg, Bob and Bob,

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

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

5/21/2010

- 17% of the respondents have provided a rating of "1-4"
- 15% of the respondents have provided a rating of "5-10"
- We also recommend asking Q10 only once and asking the respondent to think about all of the applications they send and to provide a rating.

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

Lisa M. Brunning
Senior Project Manager

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: Tuesday, October 13, 2009 6:33 PM
To: Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Lisa Brunning; Smith, Bob - Washington, DC
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Hi Bob,

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

Please let us know if this makes sense.

Thanks,

Neil

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
Sent: Tuesday, October 13, 2009 4:35 PM
To: Whiteman, Greg - Washington, DC; Lisa Brunning; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery Questionnaire Update

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

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So, I think no other changes should be made.

Bob

From: Whiteman, Greg - Washington, DC
Sent: Tuesday, October 13, 2009 3:57 PM
To: Lisa Brunning; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Folks:

5/21/2010

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

Greg

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

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

Greg, Bob and Bob,

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

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

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

Lisa M. Brunning
Senior Project Manager

5/21/2010

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: Tuesday, October 13, 2009 5:09 PM
To: Lisa Brunning; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery Questionnaire Update

This one is easy - it's okay by me.

Bob

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Tuesday, October 13, 2009 4:15 PM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Sorry, one other point that I forgot to add in my last e-mail. We have had some respondents who do not understand what we meant by "unique pieces of mail" and we would like to suggest changing it to "individual pieces of mail" throughout the questionnaire. Please let us know if that would be okay. Thanks.

Lisa M. Brunning
Senior Project Manager

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

From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Tuesday, October 13, 2009 3:57 PM
To: Lisa Brunning; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Folks:

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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: Tuesday, October 13, 2009 3:54 PM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: USPS 5-Day Delivery Questionnaire Update
Importance: High

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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

Whiteman, Greg - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Wednesday, October 14, 2009 8:09 AM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery Questionnaire Update

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: Wednesday, October 14, 2009 8:08 AM
To: Lisa Brunning; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery Questionnaire Update

No problem with this.

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]
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5/21/2010

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- 15% of the respondents have provided a rating of "5-10"
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If you have any questions or would like to discuss, please let us know. The sooner you could provide your feedback, the better so that we can get the changes implemented and get this project into full swing. Thanks.

Lisa M. Brunning
Senior Project Manager

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

Whiteman, Greg - Washington, DC

From: Whiteman, Greg - Washington, DC
Sent: Wednesday, October 14, 2009 8:49 AM
To: Lisa Brunning; Neil Wolch; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Thanks. I understand this now.

Greg

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

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Wednesday, October 14, 2009 8:44 AM
To: Whiteman, Greg - Washington, DC; Neil Wolch; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Greg,

Unfortunately Neil is not feeling well and will most likely be delayed to respond to messages. What he meant by all applications in total is that for Preferred Accounts and Small Businesses, if they are responsible for more than one application, let's use payments and packages as an example. We ask them for their volume for payments and then we ask them for their volume for packages. We then ask how they send their payments and packages all in one question. That is where we capture the products - Full Rate First-Class Mail, Pre-Sort First Class Mail, Priority Mail, etc. So we are getting the detail about the products but what we are not getting is how they send their payments individually and how they send their packages individually. Does that help? Please let us know. Thanks.

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From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Wednesday, October 14, 2009 8:22 AM
To: Neil Wolch; Michelson, Robert - Washington, DC; Lisa Brunning; Smith, Bob - Washington, DC
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Neil:

5/21/2010

I need clarification. When you say we will ask for volume "for their applications in total (other segments)," what do you mean? Does this mean we will ask a Preferred account for their volume for advertising without getting the detail if they use Full Rate First-Class Mail, Presorted First-Class Mail, and/or Standard Mail. This will be a problem, if this is what we are doing, as we need to know all changes by the specific products.

Can you send us the revised questionnaire? Thanks.

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

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Tuesday, October 13, 2009 6:33 PM
To: Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Lisa Brunning; Smith, Bob - Washington, DC
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Hi Bob,

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

Please let us know if this makes sense.

Thanks,

Neil

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
Sent: Tuesday, October 13, 2009 4:35 PM
To: Whiteman, Greg - Washington, DC; Lisa Brunning; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery Questionnaire Update

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

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

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

5/21/2010

and volume will be lost.

So, I think no other changes should be made.

Bob

From: Whiteman, Greg - Washington, DC
Sent: Tuesday, October 13, 2009 3:57 PM
To: Lisa Brunning; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Folks:

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

Greg

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

Greg, Bob and Bob,

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

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- If the respondent provides a response of 0 (extremely unlikely) to Q10, then our recommendation would be to skip questions 7, 8 and 9 which ask them how many pieces they will send and how they will send it after the change is implemented. We have looked at the data collected so far and among those that have provided a rating of "0" to Q10 for all applications, and we are seeing minimal change in their responses from the questions asked prior to

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Whiteman, Greg - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Wednesday, October 14, 2009 11:03 AM
To: Whiteman, Greg - Washington, DC; Neil Wolch; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Subject: RE: USPS 5-Day Delivery Questionnaire Update

We were hoping to finalize the business segments before modifying the Consumer questionnaire. As of right now, the Consumer questionnaire does not incorporate any of the changes we have made since the first pretest.

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Sent: Wednesday, October 14, 2009 11:00 AM
To: Lisa Brunning; Neil Wolch; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Lisa/Neil:

What about the consumer questionnaire?

Greg

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From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Wednesday, October 14, 2009 8:56 AM
To: Whiteman, Greg - Washington, DC; Neil Wolch; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Here is the latest questionnaire.

Lisa M. Brunning
5/21/2010

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

NOTE: DIRECTIONS IN BOLD UPPER CASE ARE PROGRAMMER INSTRUCTIONS; THESE INSTRUCTIONS WILL NOT BE SHOWN TO INTERVIEWERS OR RESPONDENTS. THE PROGRAMMER WILL ENSURE THAT ONLY THE APPLICABLE QUESTIONS/RESPONSES WILL BE SHOWN TO EACH RESPONDENT, BASED ON THEIR SEGMENT AND THEIR PRIOR RESPONSES.

INTRODUCTION

IF WEB SURVEY (SMALL BUSINESS), THEN DISPLAY:

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

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

IF NON SUPPLEMENTAL PREFERRED ACCOUNTS, READ:

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

IF NATIONAL, PREMIER ACCOUNT OR SUPPLEMENTAL PREFERRED, READ:

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

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

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

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

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

IF PHONE SURVEY: ONCE CONNECTED WITH RESPONDENT, READ:

Hello, my name is _____ calling from Opinion Research Corporation. We have been commissioned by the United States Postal Service to contact organizations nationwide to obtain feedback on how organizations may react to potential changes in USPS services. Your feedback will help ensure that your voice is heard on this very important subject.

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

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

7 REQUESTS INFORMATIONAL FAX TO BE SENT (SCHEDULE CALLBACK)
INSERT TIMER INTRO

SCREENER: NATIONAL, PREMIER AND PREFERRED ACCOUNTS AND SMALL BUSINESS

IF SMALL BUSINESS, THEN ASK S1

S1 First, are you currently employed?

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

IF SMALL BUSINESS OR RANDOM PREFERRED, THEN ASK S2A

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

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

IF SUPPLEMENTAL PREFERRED, PREMIER OR NATIONAL, THEN ASK S2B

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

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

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

Parcel Post (PP)	6. Packages
1	Yes (CONTINUE)
2	No (ASK TO SPEAK WITH PERSON WHO IS RESPONSIBLE AND START OVER)

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

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

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

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

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

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

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

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

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

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

IF SMALL BUSINESS SAMPLE, THEN ASK S6S6 How does your organization currently pay for postage? *Please select all that apply.*

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

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

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

IF PREMIER OR NATIONAL, THEN READ:

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

IF SMALL BUSINESS OR RANDOM PREFERRED ACCOUNT, USE THIS TEXT:S7 Which of the following, if any, has your organization sent in the past 12 months? [IF WEB SURVEY DISPLAY: *Please select all that apply.* IF PHONE SURVEY: DISPLAY (READ LIST. WAIT FOR YES OR NO FOR EACH. ENTER ALL MENTIONS) (RANDOMIZE CODES 1 – 7)**IF NATIONAL, PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT ONLY SHOW APPLICATIONS THAT APPLY FOR PRODUCT BEING ASKED ABOUT, AS INDICATED IN THE LIST BELOW, AND USE THIS TEXT:**

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

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

98 Don't know (THANK AND CONCLUDE)

IF S7 = CODE 7, THEN ASK S7A

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

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

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

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

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

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

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

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

SCREENER: CONSUMER

S8 NOT ASKED

S9 NOT ASKED

S10 NOT ASKED

S11 NOT ASKED

INSERT TIMER SCREENER

MAIN QUESTIONNAIRE

IF WEB SURVEY (SMALL BUSINESS), THEN DISPLAY:

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

Instructions:

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

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

We appreciate your willingness to help us. The focus of this research is to understand how organizations may react to potential changes in USPS services. Your feedback will help ensure that your voice is heard on this very important subject.

WHEN DISPLAY APPLICATIONS THROUGHOUT THE REMAINDER OF THE QUESTIONNAIRE, USE THE FOLLOWING TEXT:

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

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

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

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

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

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

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

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

PROGRAMMING NOTE: THANK AND CONCLUDE INTERVIEW IF DON'T KNOW OR ZERO PIECES SENT FOR ALL APPLICATIONS ASKED ABOUT.

IF DON'T KNOW OR ZERO PIECES SENT FOR AN APPLICATION IN Q1, DO NOT ASK ABOUT THAT APPLICATION FOR THE REMAINDER OF THE SURVEY

PRODUCTS TO BE DISPLAYED BY APPLICATION

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

INTERVIEWER NOTE: THE TOTALS SHOULD EQUAL 100%

a. USPS First-Class Mail	_____	(RECORD PERCENT 1 – 100)
b. USPS Full Rate First-Class Mail	_____	(RECORD PERCENT 1 – 100)
c. USPS Pre-Sort First-Class Mail	_____	(RECORD PERCENT 1 – 100)
d. USPS Full Rate Standard Mail	_____	(RECORD PERCENT 1 – 100)
e. USPS Non-Profit Standard Mail	_____	(RECORD PERCENT 1 – 100)
f. USPS Priority Mail	_____	(RECORD PERCENT 1 – 100)
g. USPS Express Mail	_____	(RECORD PERCENT 1 – 100)
h. USPS Parcel Select	_____	(RECORD PERCENT 1 – 100)
i. USPS Parcel Post	_____	(RECORD PERCENT 1 – 100)
j. USPS Full Rate Periodical Mail	_____	(RECORD PERCENT 1 – 100)
k. USPS Non-Profit Periodical Mail	_____	(RECORD PERCENT 1 – 100)
l. UPS	_____	(RECORD PERCENT 1 – 100)
m. FedEx	_____	(RECORD PERCENT 1 – 100)
n. Email	_____	(RECORD PERCENT 1 – 100)
o. Online bill payment	_____	(RECORD PERCENT 1 – 100)
p. Automated payment	_____	(RECORD PERCENT 1 – 100)
q. Online billing, invoicing or statement presentation	_____	(RECORD PERCENT 1 – 100)
r. INSERT CODE 91 FROM Q2	_____	(RECORD PERCENT 1 – 100)
s. INSERT CODE 92 FROM Q2	_____	(RECORD PERCENT 1 – 100)
TOTAL = 100%		

INSERT TIMER PAST 12 MONTHS

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

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

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

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

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

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

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

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

Q4 I am going to read to you the number of pieces you indicated your organization has sent during the past 12 months and I would like for you to tell me in the **NEXT** 12 months, how many individual pieces of each of the following you anticipate your organization will send? **(RANDOMIZE A – J IN THE SAME ORDER AS S7)**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

INTERVIEWER NOTE: THE TOTALS SHOULD EQUAL 100%

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

TOTAL = 100%

INSERT TIMER NEXT 12 MONTHS

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

Despite very aggressive cost cutting, the Postal Service is projecting financial losses for this and the next several years. This is due to a significant decline in mail volume and a major requirement to prefund its retiree's health benefits. The Postal Service is committed to fulfilling its fundamental role as a deliverer of mail and packages to all Americans. To accomplish this, the Postal Service is developing a plan to transition from six- to five-day delivery on a national basis. This will remove delivery costs and help bring the financial picture into better balance.

The key components to the 5-Day plan are as follows:

- No Saturday delivery of mail to homes and businesses. Delivery of mail will be Monday – Friday only.
- Mail will continue to be delivered to PO Box addresses [ADD THE FOLLOWING FOR ALL NATIONAL ACCOUNTS, ALL PREMIER ACCOUNTS, AND PREFERRED ACCOUNTS THAT Q2 = 3, 4, 5, 10 OR 11: (including PO Boxes, Caller Service and National Firm Holdouts)] Monday - Saturday.
- [INCLUDE FOR ALL NATIONAL ACCOUNTS, ALL PREMIER ACCOUNTS, AND PREFERRED ACCOUNTS THAT Q2 = 3, 4, 5, 10 OR 11; DO NOT INCLUDE FOR ANY CONSUMERS OR SMALL BUSINESSES] Remittance mail that is picked up at a plant on Saturday and/or Sunday will continue to be picked up on those days.
- Post Offices will remain open on Saturday.
- No mail collected from street addresses, businesses, collection boxes, or Post Offices on Saturday. Mail dropped off at a Post Office or in a collection box after the last Friday scheduled pickup time will be collected and processed on Monday.
- [INCLUDE FOR ALL NATIONAL ACCOUNTS, PREMIER ACCOUNTS AND PREFERRED ACCOUNTS THAT Q2 = 3, 4, 5, 10 OR 11; DO NOT INCLUDE FOR ANY CONSUMERS OR SMALL BUSINESSES] Bulk mail entry units will be closed on Saturday. However, Detached Mail Units currently open on Saturday and/or Sunday will remain open. Mail will continue to be accepted and verified at DMUs on Saturday and/or Sunday.
- [INCLUDE FOR ALL NATIONAL ACCOUNTS, PREMIER ACCOUNTS AND PREFERRED ACCOUNTS THAT Q2 = 3, 4, 5, 10 OR 11; DO NOT INCLUDE FOR ANY CONSUMERS OR SMALL BUSINESSES] Destinating entry bulk mail can continue to be drop shipped at plants on Saturday and Sunday and at delivery units on Saturday. However, time slots for dropping the mail will be shortened. Mail dropped shipped at a plant on Saturday or Sunday will be processed on Monday. Standard Mail dropped shipped at a delivery unit on Saturday will be delivered by Tuesday.
- Elimination of Saturday collection, processing and delivery will generally add a day to the delivery of mail that is currently collected and processed or scheduled to be delivered on Saturday.
- Express Mail will continue to be delivered 7 days a week. Express Mail will continue to be accepted and processed on Saturday at Post Offices. However, there will be no carrier pickup of Express or Priority Mail on Saturday.

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

Q10 If the service change described does happen, what is the likelihood that this change would cause your organization to modify the number of **(INSERT APPLICATION)** your organization sends or the way you send it? Please answer using a scale from 0 to 10, where "10" means extremely likely and a "0" means extremely unlikely.

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

Q10 If the service change described does happen, what is the likelihood that this change would cause your organization to modify the number of **(INSERT APPLICATIONS SELECTED IN S7 AND Q1 > 0. RANDOMIZE APPLICATIONS IN THE SAME ORDER AS S7)** your organization sends or the way you send it? Please answer using a scale from 0 to 10, where "10" means extremely likely and a "0" means extremely unlikely.

- 10 Extremely likely
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1
- 0 Extremely unlikely

IF Q10 = 0, THEN SKIP TO Q11

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

INSERT TIMER DESCRIPTION

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

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

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

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

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

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

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

Q7 Now I am going to read to you the number of pieces you said your organization will send in the next 12 months and I would like for you to tell me in the first 12 months after the change in service is implemented, how many individual pieces of each of the following do you anticipate your organization would send? **(RANDOMIZE A – J IN THE SAME ORDER AS S7)**

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

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

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

	Number of Pieces Sent in Past 12 Months (Denomination)	Number of Pieces in Sent in Past 12 Months (Digits)
A. Bills, invoices or statements	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
B. Payments	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
C. Advertising or marketing materials including flyers, circulars, catalogs, etc.	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
D. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
E. Periodicals or newspapers	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
F. Packages	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
I. INSERT CODE 91 FROM 57	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
J. INSERT CODE 92 FROM 57	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
K. Newsletters	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)

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

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

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

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

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

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

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

H. Documents	NA	NA	<ul style="list-style-type: none"> 1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way
I. Other (s7=91)	<ul style="list-style-type: none"> 2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 4 USPS Full Rate Standard Mail 5 USPS Non-Profit Standard Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way 	<ul style="list-style-type: none"> 1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way 	<ul style="list-style-type: none"> 1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 9 Parcel Post 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way
J. Other (S7=92)	<ul style="list-style-type: none"> 2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 4 USPS Full Rate Standard Mail 5 USPS Non-Profit Standard Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way 	<ul style="list-style-type: none"> 1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way 	<ul style="list-style-type: none"> 1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 9 Parcel Post 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way

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

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

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

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

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

INTERVIEWER NOTE: THE TOTALS SHOULD EQUAL 100%

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

TOTAL = 100%

INSERT TIMER AFTER CHANGE

Q11 Does your firm currently have a Post Office Box, or do you have plans to get one?

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

IF Q11 = CODE 3, THEN ASK Q12

Q12 If the change in USPS service is implemented, do you anticipate that your firm would get a Post Office Box?

- 1 Yes
- 2 No

INSERT TIMER MISCELLANEOUS

FIRMOGRAPHICS / DEMOGRAPHICS

IF SMALL BUSINESS, THEN READ:

And these last few questions are for classification purposes only.

Q13 DELETED

Q14 DELETED

Q15 DELETED

Q16 DELETED

Q17 DELETED

Q18 DELETED

Q19 DELETED

Q20 DELETED

IF SMALL BUSINESS, THEN ASK Q21

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

_____ (RECORD NAME OF ORGANIZATION)

99 REFUSED

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

IF SMALL BUSINESS, THEN ASK Q22

Q22 In what state do you work?

INSERT ALPHABETICAL LIST OF STATES

Q23 NOT ASKED

CLOSING

IF WEB SURVEY (SMALL BUSINESSES), THEN DISPLAY:

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

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

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

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

IF Q24 = CODE 1, THEN ASK Q25A

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

_____ (RECORD E-MAIL ADDRESS)

IF Q24 = CODE 1, THEN ASK Q25B

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

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

IF Q25B = CODE 2, THEN ASK Q25C

Q25c And what is the correct e-mail address?

_____ (RECORD E-MAIL ADDRESS)

IF Q24 = 1, THEN DISPLAY:

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

IF Q24 = 2, THEN DISPLAY:

Thank you again for participating in this important research study.

Whiteman, Greg - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Wednesday, October 14, 2009 8:50 AM
To: Whiteman, Greg - Washington, DC; Neil Wolch; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Greg,

Are you okay with only asking Q10 once then for all applications they are being asked about? Please let us know so we can move forward with the change quickly. 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: Wednesday, October 14, 2009 8:49 AM
To: Lisa Brunning; Neil Wolch; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Thanks. I understand this now.

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: Wednesday, October 14, 2009 8:44 AM
To: Whiteman, Greg - Washington, DC; Neil Wolch; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Greg,

Unfortunately Neil is not feeling well and will most likely be delayed to respond to messages. What he meant by all applications in total is that for Preferred Accounts and Small Businesses, if they are responsible for more than one application, let's use payments and packages as an example. We ask them for their volume for payments and then we ask them for their volume for packages. We then ask how they send their payments and packages all in one question. That is where we capture the products - Full Rate First-Class Mail, Pre-Sort First Class Mail, Priority Mail, etc. So we are

5/21/2010

getting the detail about the products but what we are not getting is how they send their payments individually and how they send their packages individually. Does that help? 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: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Wednesday, October 14, 2009 8:22 AM
To: Neil Wolch; Michelson, Robert - Washington, DC; Lisa Brunning; Smith, Bob - Washington, DC
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Neil:

I need clarification. When you say we will ask for volume "for their applications in total (other segments)," what do you mean? Does this mean we will ask a Preferred account for their volume for advertising without getting the detail if they use Full Rate First-Class Mail, Presorted First-Class Mail, and/or Standard Mail. This will be a problem, if this is what we are doing, as we need to know all changes by the specific products.

Can you send us the revised questionnaire? Thanks.

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, October 13, 2009 6:33 PM
To: Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Lisa Brunning; Smith, Bob - Washington, DC
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Hi Bob,

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

Please let us know if this makes sense.

Thanks,

5/21/2010

Neil

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
Sent: Tuesday, October 13, 2009 4:35 PM
To: Whiteman, Greg - Washington, DC; Lisa Brunning; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery Questionnaire Update

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

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

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

So, I think no other changes should be made.

Bob

From: Whiteman, Greg - Washington, DC
Sent: Tuesday, October 13, 2009 3:57 PM
To: Lisa Brunning; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Folks:

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

Greg

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

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

5/21/2010

Greg, Bob and Bob,

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

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

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

Lisa M. Brunning
Senior Project Manager

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5/21/2010

Whiteman, Greg - Washington, DC

From: Smith, Bob - Washington, DC
Sent: Wednesday, October 14, 2009 3:59 PM
To: Whiteman, Greg - Washington, DC
Subject: FW: USPS 5-Day Delivery Research - Weekly Update

Bob Smith
Market Research
Room 1106
202 268 3579

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

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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

5/21/2010

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.

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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

- 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.

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- 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.

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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

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

5/21/2010

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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.

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Senior Project Manager

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From: Lisa Brunning
Sent: Wednesday, September 09, 2009 1:39 PM
To: 'Smith, Bob - Washington, DC'
Cc: Jeff Resnick; Neil Wolch; Becky Yalch

5/21/2010

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

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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
- 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

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Senior Project Manager

5/21/2010

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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

Whiteman, Greg - Washington, DC

From: Michelson, Robert - Washington, DC
Sent: Thursday, October 15, 2009 1:57 PM
To: Lisa Brunning; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery

Nope - that would fine.

Bob

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Thursday, October 15, 2009 1:53 PM
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery

If everyone is okay with the change, I would like to suggest we make the change (see below) so that the interviewers are clear on how to classify the different products. Please let me know if you have concerns. Thanks.

- USPS Regular Standard/Bulk Mail
- USPS Non-Profit Standard/Bulk Mail

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Senior Project Manager

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Lisa.Brunning@OpinionResearch.com

From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Thursday, October 15, 2009 1:47 PM
To: Lisa Brunning; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery

That would not cause problems.

Greg

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

5/21/2010

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Thursday, October 15, 2009 11:43 AM
To: Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery

Should we change it to USPS Regular Standard/Bulk Mail and USPS Non-Profit Standard/Bulk Mail then?

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Senior Project Manager

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

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
Sent: Thursday, October 15, 2009 11:15 AM
To: Whiteman, Greg - Washington, DC; Lisa Brunning; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery

Agreed.

From: Whiteman, Greg - Washington, DC
Sent: Thursday, October 15, 2009 11:11 AM
To: Lisa Brunning; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery

If they are using the term "bulk mail," this should be recorded as Regular or Non-Profit Standard Mail as bulk mail is an often used term for Standard Mail (at one time it was called Bulk Business Mail).

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: Thursday, October 15, 2009 10:17 AM
To: Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC
Cc: Neil Wolch

5/21/2010

Subject: USPS 5-Day Delivery

In reviewing some of the data we have collected so far, we have received several responses of bulk mail to the question when we ask respondents how respondents send their newsletters. Should bulk mail be included in one of the pre-coded responses (see list below) we offer or would you prefer that the response is entered as a other specify and we capture these responses separately? Please let me know. Thanks.

- USPS First-Class Mail (*Small Business Only*)
- USPS Single Piece First-Class Mail (*National, Premier and Preferred Accounts Only*)
- USPS Pre-Sort First-Class Mail (*National, Premier and Preferred Accounts Only*)
- USPS Regular Standard Mail (*National, Premier and Preferred Accounts Only*)
- USPS Non-Profit Standard Mail (*National, Premier and Preferred Accounts Only*)
- USPS Regular Periodical Mail (*National, Premier and Preferred Accounts Only*)
- USPS Non-Profit Periodical Mail (*National, Premier and Preferred Accounts Only*)

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Lisa.Brunning@OpinionResearch.com

Whiteman, Greg - Washington, DC

From: Michelson, Robert - Washington, DC
Sent: Thursday, October 15, 2009 11:44 AM
To: Lisa Brunning; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery

No need to. Just understand if they say bulk mail it means Standard Mail.

Bob

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Thursday, October 15, 2009 11:43 AM
To: Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery

Should we change it to USPS Regular Standard/Bulk Mail and USPS Non-Profit Standard/Bulk Mail then?

Lisa M. Brunning
Senior Project Manager

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Lisa.Brunning@OpinionResearch.com

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
Sent: Thursday, October 15, 2009 11:15 AM
To: Whiteman, Greg - Washington, DC; Lisa Brunning; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery

Agreed.

From: Whiteman, Greg - Washington, DC
Sent: Thursday, October 15, 2009 11:11 AM
To: Lisa Brunning; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery

If they are using the term "bulk mail," this should be recorded as Regular or Non-Profit Standard Mail as bulk mail is an often used term for Standard Mail (at one time it was called Bulk Business Mail).

Greg

Greg Whiteman
Manager, Market Research

5/21/2010

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Greg.White@usps.gov

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Thursday, October 15, 2009 10:17 AM
To: Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC
Cc: Neil Wolch
Subject: USPS 5-Day Delivery

In reviewing some of the data we have collected so far, we have received several responses of bulk mail to the question when we ask respondents how respondents send their newsletters. Should bulk mail be included in one of the pre-coded responses (see list below) we offer or would you prefer that the response is entered as a other specify and we capture these responses separately? Please let me know. Thanks.

- USPS First-Class Mail (*Small Business Only*)
- USPS Single Piece First-Class Mail (*National, Premier and Preferred Accounts Only*)
- USPS Pre-Sort First-Class Mail (*National, Premier and Preferred Accounts Only*)
- USPS Regular Standard Mail (*National, Premier and Preferred Accounts Only*)
- USPS Non-Profit Standard Mail (*National, Premier and Preferred Accounts Only*)
- USPS Regular Periodical Mail (*National, Premier and Preferred Accounts Only*)
- USPS Non-Profit Periodical Mail (*National, Premier and Preferred Accounts Only*)

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Lisa.Brunning@OpinionResearch.com

Whiteman, Greg - Washington, DC

From: Michelson, Robert - Washington, DC
Sent: Thursday, October 15, 2009 2:02 PM
To: Whiteman, Greg - Washington, DC; Lisa Brunning; Neil Wolch; Smith, Bob - Washington, DC
Subject: RE: USPS 5-Day Delivery Questionnaire Update

I agree - the way Greg suggested.

Bob

From: Whiteman, Greg - Washington, DC
Sent: Thursday, October 15, 2009 2:01 PM
To: Michelson, Robert - Washington, DC; Lisa Brunning; Neil Wolch; Smith, Bob - Washington, DC
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Let's combine them.

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

From: Michelson, Robert - Washington, DC
Sent: Thursday, October 15, 2009 1:59 PM
To: Lisa Brunning; Neil Wolch; Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC
Subject: RE: USPS 5-Day Delivery Questionnaire Update

I do not think so because one would get data for the 400 interviews and not be to do anything with it because it would not be a representative sample.

Bob

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Thursday, October 15, 2009 12:43 PM
To: Michelson, Robert - Washington, DC; Neil Wolch; Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC
Subject: RE: USPS 5-Day Delivery Questionnaire Update

So far, we have already completed 409 interviews where we ask about UPS and FedEx separately. If we change it now, it will still be known that at one point we asked about the competitors separately. Is that going to be a problem? Please let us know. Thanks.

Lisa M. Brunning
Senior Project Manager

5/21/2010

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Lisa.Brunning@OpinionResearch.com

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
Sent: Thursday, October 15, 2009 11:18 AM
To: Lisa Brunning; Neil Wolch; Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Lisa,

I am concerned about collecting competitive data and having to disclose it publicly. While we could report in the aggregate, the questionnaire will clearly show we collected the data individually for each carrier.

We may want to discuss this on the phone.

Bob

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Wednesday, October 14, 2009 1:24 PM
To: Michelson, Robert - Washington, DC; Neil Wolch; Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Bob,

Thanks we will begin asking Q10 only once for the rest of the interviews. As for combining UPS and FedEx, we would like to keep them separate. We think it would be easier for the interviewers and the respondents and we can always collapse the two into one on the backend for analysis. Please let me know if this would be okay. Thanks.

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Lisa.Brunning@OpinionResearch.com

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
Sent: Wednesday, October 14, 2009 12:14 PM
To: Neil Wolch; Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC; Lisa Brunning
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Neil and Lisa,

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

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

Bob

5/21/2010

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

Sent: Wednesday, October 14, 2009 10:54 AM

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

Subject: RE: USPS 5-Day Delivery Questionnaire Update

Hi Bob,

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

Neil

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

Sent: Wednesday, October 14, 2009 9:20 AM

To: Neil Wolch; Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Lisa Brunning

Subject: RE: USPS 5-Day Delivery Questionnaire Update

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

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

Bob Smith
Market Research
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202 268 3579

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

Sent: Tuesday, October 13, 2009 6:33 PM

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

Subject: RE: USPS 5-Day Delivery Questionnaire Update

Hi Bob,

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

Please let us know if this makes sense.

Thanks,

Neil

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

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

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

Cc: Neil Wolch

5/21/2010

Subject: RE: USPS 5-Day Delivery Questionnaire Update

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

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

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

So, I think no other changes should be made.

Bob

From: Whiteman, Greg - Washington, DC
Sent: Tuesday, October 13, 2009 3:57 PM
To: Lisa Brunning; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Folks:

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

Greg

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

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

Greg, Bob and Bob,

We have made the changes to the questionnaire that we discussed last week and started interviewing again yesterday. So far, we have completed 23 interviews between today and yesterday and the average interview length is still running long at 18 minutes (estimated to be 10 minutes). Also, based on the interviews that we have completed so far, we are hearing a

5/21/2010

lot of people say that the change in service will not impact them and that they will still send the same amount of mail and send their mail the same way they have always have sent it. We know that this change will have an impact on some and would like to make the following recommendations to bring the questionnaire closer to the estimated 10 minutes and reduce irritation of the respondents:

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

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

Lisa M. Brunning
Senior Project Manager

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

Whiteman, Greg - Washington, DC

From: Whiteman, Greg - Washington, DC
Sent: Thursday, October 15, 2009 1:40 PM
To: Michelson, Robert - Washington, DC; Lisa Brunning; Neil Wolch; Smith, Bob - Washington, DC
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Folks:

We could set it up be "do you use either UPS and/or FedEx?" I am not sure that would be confusing to the respondent.

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: Thursday, October 15, 2009 11:18 AM
To: Lisa Brunning; Neil Wolch; Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Lisa,

I am concerned about collecting competitive data and having to disclose it publicly. While we could report in the aggregate, the questionnaire will clearly show we collected the data individually for each carrier.

We may want to discuss this on the phone.

Bob

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Wednesday, October 14, 2009 1:24 PM
To: Michelson, Robert - Washington, DC; Neil Wolch; Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Bob,

Thanks we will begin asking Q10 only once for the rest of the interviews. As for combining UPS and FedEx, we would like to keep them separate. We think it would be easier for the interviewers and the respondents and we can always collapse the two into one on the backend for analysis. Please let me know if this would be okay. Thanks.

Lisa M. Brunning
Senior Project Manager

5/21/2010

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

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
Sent: Wednesday, October 14, 2009 12:14 PM
To: Neil Wolch; Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC; Lisa Brunning
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Neil and Lisa,

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

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

Bob

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

Hi Bob,

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

Neil

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

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

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

Bob Smith
Market Research
Room 1106
202 268 3579

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

5/21/2010

Subject: RE: USPS 5-Day Delivery Questionnaire Update

Hi Bob,

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

Please let us know if this makes sense.

Thanks,

Neil

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
Sent: Tuesday, October 13, 2009 4:35 PM
To: Whiteman, Greg - Washington, DC; Lisa Brunning; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery Questionnaire Update

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

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

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

So, I think no other changes should be made.

Bob

From: Whiteman, Greg - Washington, DC
Sent: Tuesday, October 13, 2009 3:57 PM
To: Lisa Brunning; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Folks:

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

Greg

Greg Whiteman

5/21/2010

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

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

Greg, Bob and Bob,

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

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- We also recommend asking Q10 only once and asking the respondent to think about all of the applications they send and to provide a rating.

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

Lisa M. Brunning
Senior Project Manager

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

5/21/2010

Whiteman, Greg - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Thursday, October 15, 2009 2:01 PM
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery

Great. We will make that change.

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: Thursday, October 15, 2009 2:00 PM
To: Lisa Brunning; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery

OK

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: Thursday, October 15, 2009 1:53 PM
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery

If everyone is okay with the change, I would like to suggest we make the change (see below) so that the interviewers are clear on how to classify the different products. Please let me know if you have concerns. Thanks.

- USPS Regular Standard/Bulk Mail
- USPS Non-Profit Standard/Bulk Mail

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: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Thursday, October 15, 2009 1:47 PM
To: Lisa Brunning; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery

That would not cause problems.

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: Thursday, October 15, 2009 11:43 AM
To: Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery

Should we change it to USPS Regular Standard/Bulk Mail and USPS Non-Profit Standard/Bulk Mail then?

Lisa M. Brunning
Senior Project Manager

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

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
Sent: Thursday, October 15, 2009 11:15 AM
To: Whiteman, Greg - Washington, DC; Lisa Brunning; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery

5/21/2010

Agreed.

From: Whiteman, Greg - Washington, DC
Sent: Thursday, October 15, 2009 11:11 AM
To: Lisa Brunning; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery

If they are using the term "bulk mail," this should be recorded as Regular or Non-Profit Standard Mail as bulk mail is an often used term for Standard Mail (at one time it was called Bulk Business Mail).

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: Thursday, October 15, 2009 10:17 AM
To: Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC
Cc: Neil Wolch
Subject: USPS 5-Day Delivery

In reviewing some of the data we have collected so far, we have received several responses of bulk mail to the question when we ask respondents how respondents send their newsletters. Should bulk mail be included in one of the pre-coded responses (see list below) we offer or would you prefer that the response is entered as a other specify and we capture these responses separately? Please let me know. Thanks.

- USPS First-Class Mail (*Small Business Only*)
- USPS Single Piece First-Class Mail (*National, Premier and Preferred Accounts Only*)
- USPS Pre-Sort First-Class Mail (*National, Premier and Preferred Accounts Only*)
- USPS Regular Standard Mail (*National, Premier and Preferred Accounts Only*)
- USPS Non-Profit Standard Mail (*National, Premier and Preferred Accounts Only*)
- USPS Regular Periodical Mail (*National, Premier and Preferred Accounts Only*)
- USPS Non-Profit Periodical Mail (*National, Premier and Preferred Accounts Only*)

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 Senior Project Manager

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

5/21/2010

Whiteman, Greg - Washington, DC

From: Michelson, Robert - Washington, DC
Sent: Monday, October 19, 2009 9:23 AM
To: Lisa Brunning; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery - Consumer Questionnaire

Lisa,

Lisa,

Greg caught all the changes I have.

I think that the volumes for consumers should be:

- 1 less than hundred
- 2 Hundred
- 3 Thousand
- 98 Don't know

Bob

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Monday, October 19, 2009 8:53 AM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery - Consumer Questionnaire

Greg,

Thanks for the quick feedback. Regarding Q1, Q4 and Q7, we made the change over the weekend to no longer accept responses in the millions and billions so that has been taken care of. Also, thanks for catching Q11, we will make that change and yes, the standard CARAVAN demographics will be asked. If you have any other questions or concerns, please let me know. Thanks.

Lisa M. Brunning
Senior Project Manager

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

From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Monday, October 19, 2009 8:49 AM
To: Lisa Brunning; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery - Consumer Questionnaire

Lisa:

5/21/2010

I just have a few comments/suggestions.

- Starting with Q1, we don't need to include million/billions. Almost all consumers will be in the hundred category; a few may be in the thousands, i.e., an eBay seller may provide us volumes for both their personal and eBay activities.
- In Q11, "neither have one nor plan to get one" should be coded as 3.
- We will get all the key demographics, correct?

Bobs, any comments?

Greg

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

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

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

Lisa M. Brunning
Senior Project Manager

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

5/21/2010

**USPS 5-Day Delivery Research
- Questionnaire: Consumer Segment -**

NOTE: DIRECTIONS IN BOLD UPPER CASE ARE PROGRAMMER INSTRUCTIONS; THESE INSTRUCTIONS WILL NOT BE SHOWN TO INTERVIEWERS OR RESPONDENTS. THE PROGRAMMER WILL ENSURE THAT ONLY THE APPLICABLE QUESTIONS/RESPONSES WILL BE SHOWN TO EACH RESPONDENT, BASED ON THEIR SEGMENT AND THEIR PRIOR RESPONSES.

INTRODUCTION

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

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

ONCE CONNECTED WITH RESPONDENT, READ:

Hello, my name is _____ calling from Opinion Research Corporation. We have been commissioned by the United States Postal Service to contact organizations nationwide to obtain feedback on how households may react to potential changes in USPS services. Your feedback will help ensure that your voice is heard on this very important subject.

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

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

S1 Are you the person in your household that is primarily responsible for handling the receipt, sorting and other tasks related to your household's mail?

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

- S2 Do you or any close family members work in ...
- 1 Advertising or Public Relations **(THANK AND CONCLUDE)**
 - 2 Market Research **(THANK AND CONCLUDE)**
 - 3 Mail or Small Package Delivery **(THANK AND CONCLUDE)**
 - 4 None of the above **(CONTINUE)**
- S3 Which of the following categories best fits your age?
- 1 Under 18 **(THANK AND CONCLUDE)**
 - 2 18 – 24 **(CONTINUE)**
 - 3 25 – 34 **(CONTINUE)**
 - 4 35 – 44 **(CONTINUE)**
 - 5 45 – 54 **(CONTINUE)**
 - 6 55 – 64 **(CONTINUE)**
 - 7 65 and over **(CONTINUE)**
- S4 Which of the following types of mail and/or packages have you sent for personal purposes in the past 12 months? *Please select all that apply.*
- 1 Payments **(CONTINUE)**
 - 2 Correspondence, such as letter or cards **(CONTINUE)**
 - 3 Documents **(CONTINUE)**
 - 4 Packages **(CONTINUE)**
 - 5 Some other type of mail **(CONTINUE)**
 - 7 None of the above **(THANK AND CONCLUDE)**

MAIN QUESTIONNAIRE

Congratulations, you qualify for the survey. We appreciate your willingness to help us. The focus of this research is to understand how households may react to potential changes in USPS services. Your feedback will help ensure that your voice is heard on this very important subject.

WHEN DISPLAY APPLICATIONS THROUGHOUT THE REMAINDER OF THE QUESTIONNAIRE, USE THE FOLLOWING TEXT:

- Payments
- Correspondence
- Documents
- Packages
- Other types of mail

ONLY DISPLAY APPLICATIONS SELECTED IN S4

Q1 First, during the **PAST 12 Months**, how many individual pieces of the following did your household send? **(RANDOMIZE A – D IN THE SAME ORDER AS S4)**

As I read each area please provide the number of individual pieces your household has sent during the **Past 12 Months**. **INTERVIEWER NOTE: SELECT THE DENOMINATION FIRST AND THEN INSERT THE VALUE UP TO 3 DIGITS – ONE OF THE DIGITS CAN BE A DECIMAL – EXAMPLE – 1.5 MILLION – SELECT CODE 4 AND THEN INSERT 1.5 AS THE VALUE.**

	Number of Pieces Sent in Past 12 Months (Denomination)	Number of Pieces In Sent in Past 12 Months (Digits)
A. Payments	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	<u> </u> (RECORD NUMBER UP TO 3 DIGITS)
B. Correspondence such as letters or cards	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	<u> </u> (RECORD NUMBER UP TO 3 DIGITS)
C. Documents	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	<u> </u> (RECORD NUMBER UP TO 3 DIGITS)
D. Packages	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	<u> </u> (RECORD NUMBER UP TO 3 DIGITS)
E. Other types of mail	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	<u> </u> (RECORD NUMBER UP TO 3 DIGITS)

PROGRAMMING NOTE: THANK AND CONCLUDE INTERVIEW IF DON'T KNOW OR ZERO PIECES SENT FOR ALL APPLICATIONS ASKED ABOUT.

IF DON'T KNOW OR ZERO PIECES SENT FOR AN APPLICATION IN Q1, THEN DO NOT ASK ABOUT THAT APPLICATION FOR THE REMAINDER OF THE SURVEY.

Q2 Thinking just about the (INSERT APPLICATIONS SELECTED IN S4 AND Q1 > 0. RANDOMIZE APPLICATIONS IN THE SAME ORDER AS S4) your household has sent during the Past 12 Months, how have you sent them? Have you sent them via ... (READ LIST. WAIT FOR YES OR NO FOR EACH. ENTER ALL MENTIONS)

Application	Products Displayed
A. Payments	1 USPS First-Class Mail 2 USPS Priority Mail 3 USPS Express Mail 5 UPS and/or FedEx 6 Online bill payment 7 Automated payment from checking account or credit card 8 Telephone 91 Some other way 92 Some other way
B. Correspondence such as letters or cards	1 USPS First-Class Mail 2 USPS Priority Mail 3 USPS Express Mail 5 UPS and/or FedEx 9 Email 91 Some other way 92 Some other way
C. Documents	1 USPS First-Class Mail 2 USPS Priority Mail 3 USPS Express Mail 5 UPS and/or FedEx 9 Email 91 Some other way 92 Some other way
D. Packages	2 USPS Priority Mail 3 USPS Express Mail 4 USPS Parcel Post 5 UPS and/or FedEx 91 Some other way 92 Some other way
E. Other types of mail	1 USPS First-Class Mail 2 USPS Priority Mail 3 USPS Express Mail 4 USPS Parcel Post 5 UPS and/or FedEx 9 Email 91 Some other way 92 Some other way

MUST SELECT CODE 1 – 4 IN Q2 OTHERWISE THANK AND CONCLUDE.

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

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

Q3 Again thinking just about the **(INSERT APPLICATIONS SELECTED IN S4 AND Q1 > 0. RANDOMIZE APPLICATIONS IN THE SAME ORDER AS S4)** your household has sent in the **Past 12 Months**, what percent was sent via ... **(READ LIST. TOTALS SHOULD EQUAL 100%)**

- | | | |
|----------------------------------|-------|--------------------------|
| a. USPS First-Class Mail | _____ | (RECORD PERCENT 1 – 100) |
| b. USPS Priority Mail | _____ | (RECORD PERCENT 1 – 100) |
| c. USPS Express Mail | _____ | (RECORD PERCENT 1 – 100) |
| d. USPS Parcel Post | _____ | (RECORD PERCENT 1 – 100) |
| e. UPS and/or FedEx | _____ | (RECORD PERCENT 1 – 100) |
| f. Online bill payment | _____ | (RECORD PERCENT 1 – 100) |
| g. Automated payment | _____ | (RECORD PERCENT 1 – 100) |
| h. Telephone | _____ | (RECORD PERCENT 1 – 100) |
| i. Email | _____ | (RECORD PERCENT 1 – 100) |
| j. INSERT CODE 91 FROM Q2 | _____ | (RECORD PERCENT 1 – 100) |
| k. INSERT CODE 92 FROM Q2 | _____ | (RECORD PERCENT 1 – 100) |
| | | TOTAL = 100% |

Now we would like you to focus on the **Next 12 Months**.

ONLY DISPLAY APPLICATIONS SELECTED IN S4 AND Q1 > 0

Q4 Now I am going to read to you the number of pieces you indicated your household has sent during the **Past 12 Months** and I would like for you to tell me in the **Next 12 Months**, how many individual pieces of each of the following you anticipate your household will send.

During the **Past 12 Months**, you indicated your household has sent **(INSERT NUMBER OF INDIVIDUAL PIECES AND TYPE OF MAIL/PACKAGE APPLICATIONS)**.

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

INTERVIEWER NOTE: SELECT THE DENOMINATION FIRST AND THEN INSERT THE VALUE UP TO 3 DIGITS – ONE OF THE DIGITS CAN BE A DECIMAL – EXAMPLE – 1.5 MILLION – SELECT CODE 4 AND THEN INSERT 1.5 AS THE VALUE.

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

	Number of Pieces Sent in Past 12 Months	Number of Pieces Anticipate Sending in Next 12 Months (Denomination)	Number of Pieces Anticipate Sending in Next 12 Months (Digits)
A. Payments	INSERT RESPONSE FROM Q1	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	_____ (RECORD NUMBER UP TO 3 DIGITS)
B. Correspondence such as letters or cards	INSERT RESPONSE FROM Q1	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	_____ (RECORD NUMBER UP TO 3 DIGITS)
C. Documents	INSERT RESPONSE FROM Q1	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	_____ (RECORD NUMBER UP TO 3 DIGITS)
D. Packages	INSERT RESPONSE FROM Q1	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	_____ (RECORD NUMBER UP TO 3 DIGITS)
E. Other types of mail	INSERT RESPONSE FROM Q1	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	_____ (RECORD NUMBER UP TO 3 DIGITS)

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

Q5 Thinking just about the (INSERT APPLICATIONS SELECTED IN S4 AND Q4 > 0. RANDOMIZE APPLICATIONS IN THE SAME ORDER AS S4) you anticipate your household will send in the Next 12 Months, how do you plan to send them? Do you plan to send them via ... (READ LIST. WAIT FOR YES OR NO FOR EACH. ENTER ALL MENTIONS)

Application	Products Displayed
A. Payments	1 USPS First-Class Mail 2 USPS Priority Mail 3 USPS Express Mail 5 UPS and/or FedEx 6 Online bill payment 7 Automated payment from checking account or credit card 8 Telephone 91 Some other way 92 Some other way
B. Correspondence such as letters or cards	1 USPS First-Class Mail 2 USPS Priority Mail 3 USPS Express Mail 5 UPS and/or FedEx 9 Email 91 Some other way 92 Some other way
C. Documents	1 USPS First-Class Mail 2 USPS Priority Mail 3 USPS Express Mail 5 UPS and/or FedEx 9 Email 91 Some other way 92 Some other way
D. Packages	2 USPS Priority Mail 3 USPS Express Mail 4 USPS Parcel Post 5 UPS and/or FedEx 91 Some other way 92 Some other way
E. Other types of mail	1 USPS First-Class Mail 2 USPS Priority Mail 3 USPS Express Mail 4 USPS Parcel Post 5 UPS and/or FedEx 9 Email 91 Some other way 92 Some other way

IF MULTIPLE PRODUCTS/SERVICES SELECTED IN Q5, THEN ASK Q6. ONLY SHOW PRODUCTS/SERVICES MENTIONED IN Q5.

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

Q6 Again thinking just about the **(INSERT APPLICATIONS SELECTED IN S4 AND Q4 > 0. RANDOMIZE APPLICATIONS IN THE SAME ORDER AS S4)** you anticipate your household will send in the Next **12 Months**, what percent will you send via ... **(READ LIST. TOTALS SHOULD EQUAL 100%)**

- | | | |
|----------------------------------|-------|---------------------------------|
| a. USPS First-Class Mail | _____ | (RECORD PERCENT 1 – 100) |
| b. USPS Priority Mail | _____ | (RECORD PERCENT 1 – 100) |
| c. USPS Express Mail | _____ | (RECORD PERCENT 1 – 100) |
| d. USPS Parcel Post | _____ | (RECORD PERCENT 1 – 100) |
| e. UPS and/or FedEx | _____ | (RECORD PERCENT 1 – 100) |
| f. Online bill payment | _____ | (RECORD PERCENT 1 – 100) |
| g. Automated payment | _____ | (RECORD PERCENT 1 – 100) |
| h. Telephone | _____ | (RECORD PERCENT 1 – 100) |
| i. Email | _____ | (RECORD PERCENT 1 – 100) |
| j. INSERT CODE 91 FROM Q5 | _____ | (RECORD PERCENT 1 – 100) |
| k. INSERT CODE 92 FROM Q5 | _____ | (RECORD PERCENT 1 – 100) |
| | | TOTAL = 100% |

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

Despite very aggressive cost cutting, the Postal Service is projecting financial losses for this and the next several years. This is due to a significant decline in mail volume and a major requirement to prefund its retiree's health benefits. The Postal Service is committed to fulfilling its fundamental role as a deliverer of mail and packages to all Americans. To accomplish this, the Postal Service is developing a plan to transition from six- to five-day delivery on a national basis. This will remove delivery costs and help bring the financial picture into better balance.

The key components to the 5-Day plan are as follows:

- No Saturday delivery of mail to homes and businesses. Delivery of mail will be Monday – Friday only.
- Mail will continue to be delivered to PO Box addresses Monday - Saturday.
- Post Offices will remain open on Saturday.
- No mail collected from street addresses, businesses, collection boxes, or Post Offices on Saturday. Mail dropped off at a Post Office or in a collection box after the last Friday scheduled pickup time will be collected and processed on Monday.
- Elimination of Saturday collection, processing and delivery will generally add a day to the delivery of mail that is currently collected and processed or scheduled to be delivered on Saturday.
- Express Mail will continue to be delivered 7 days a week. Express Mail will continue to be accepted and processed on Saturday at Post Offices. However, there will be no carrier pickup of Express or Priority Mail on Saturday.

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

Q10 If the service change described does happen, what is the likelihood that this change would cause your household to modify the number of individual pieces of mail and/or packages your household sends or the way you send it? Please answer using a scale from 0 to 10, where "10" means extremely likely and a "0" means extremely unlikely.

- | | |
|----|--------------------|
| 10 | Extremely likely |
| 9 | |
| 8 | |
| 7 | |
| 6 | |
| 5 | |
| 4 | |
| 3 | |
| 2 | |
| 1 | |
| 0 | Extremely unlikely |

IF Q10 = 0, THEN SKIP TO Q11

ONLY DISPLAY APPLICATIONS SELECTED IN S4 AND Q4 > 0

Q7 Now I am going to read to you the number of pieces you indicated your household will send in the **Next 12 Months** and I would like for you to tell me in the **First 12 Months After the Change in Service is Implemented**, how many individual pieces of each of the following you anticipate your household will send.

In the **Next 12 Months** you indicated your household will send **(INSERT NUMBER OF INDIVIDUAL PIECES AND TYPE OF MAIL/PACKAGE APPLICATION)**.

In the **First 12 Months After the Change in Service is Implemented**, how many individual pieces do you anticipate your household will send? **INTERVIEWER NOTE: SELECT THE DENOMINATION FIRST AND THEN INSERT THE VALUE UP TO 3 DIGITS – ONE OF THE DIGITS CAN BE A DECIMAL – EXAMPLE – 1.5 MILLION – SELECT CODE 4 AND THEN INSERT 1.5 AS THE VALUE.**

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

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

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

Q8 Thinking just about the (INSERT APPLICATIONS SELECTED IN S4 AND Q7 > 0. RANDOMIZE APPLICATIONS IN THE SAME ORDER AS S4) you anticipate your household will send **After the Change is Implemented**, how do you think you will send them? Do you think you would send them via ... (READ LIST. WAIT FOR YES OR NO FOR EACH. ENTER ALL MENTIONS)

Application	Products Displayed
A. Payments	1 USPS First-Class Mail 2 USPS Priority Mail 3 USPS Express Mail 5 UPS and/or FedEx 6 Online bill payment 7 Automated payment from checking account or credit card 8 Telephone 91 Some other way 92 Some other way
B. Correspondence such as letters or cards	1 USPS First-Class Mail 2 USPS Priority Mail 3 USPS Express Mail 5 UPS and/or FedEx 9 Email 91 Some other way 92 Some other way
C. Documents	1 USPS First-Class Mail 2 USPS Priority Mail 3 USPS Express Mail 5 UPS and/or FedEx 9 Email 91 Some other way 92 Some other way
D. Packages	2 USPS Priority Mail 3 USPS Express Mail 4 USPS Parcel Post 5 UPS and/or FedEx 91 Some other way 92 Some other way
E. Other types of mail	1 USPS First-Class Mail 2 USPS Priority Mail 3 USPS Express Mail 4 USPS Parcel Post 5 UPS and/or FedEx 9 Email 91 Some other way 92 Some other way

IF MULTIPLE PRODUCTS/SERVICES SELECTED IN Q8, THEN ASK Q9. ONLY SHOW PRODUCTS/SERVICES MENTIONED IN Q8.

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

Q9 Again thinking just about the (INSERT APPLICATIONS SELECTED IN S4 AND Q7 > 0. RANDOMIZE APPLICATIONS IN THE SAME ORDER AS S4) you anticipate your household will send After the Change in Service is Implemented, what percent will you send via ... (READ LIST. TOTALS SHOULD EQUAL 100%)

- | | | |
|---------------------------|-------|--------------------------|
| a. USPS First-Class Mail | _____ | (RECORD PERCENT 1 – 100) |
| b. USPS Priority Mail | _____ | (RECORD PERCENT 1 – 100) |
| c. USPS Express Mail | _____ | (RECORD PERCENT 1 – 100) |
| d. USPS Parcel Post | _____ | (RECORD PERCENT 1 – 100) |
| e. UPS and/or FedEx | _____ | (RECORD PERCENT 1 – 100) |
| f. Online bill payment | _____ | (RECORD PERCENT 1 – 100) |
| g. Automated payment | _____ | (RECORD PERCENT 1 – 100) |
| h. Telephone | _____ | (RECORD PERCENT 1 – 100) |
| i. Email | _____ | (RECORD PERCENT 1 – 100) |
| j. INSERT CODE 91 FROM Q8 | _____ | (RECORD PERCENT 1 – 100) |
| k. INSERT CODE 92 FROM Q8 | _____ | (RECORD PERCENT 1 – 100) |
| | | TOTAL = 100% |

Q11 Do you currently have a Post Office Box, or do you have plans to get one?

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

IF Q11 = CODE 3, THEN ASK Q12

Q12 If the change in USPS service is implemented, do you anticipate that you would get a Post Office Box?

- 1 Yes
- 2 No

Q13 Record your gender

- 1 Male
- 2 Female

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

Whiteman, Greg - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Monday, October 19, 2009 9:04 PM
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: USPS 5-Day Delivery
Importance: High

We tested the consumer version tonight as you had suggested and would like to discuss the outcome with you tomorrow morning if possible. Please let me know when would be a good time. We are available anytime except for noon Eastern. 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: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Monday, October 19, 2009 12:01 PM
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: USPS 5-Day Delivery - Preferred Accounts

As of this morning, we have completed just over half of the "random" interviews with Preferred Accounts and wanted to share our experience so far and would like to discuss this with you along with the consumer questionnaire at 1:00 p.m. Eastern. Thanks.

	Expected # of Users Among Random Sample of 600		Current # of Users Among Random Sample of 324		Projected # of Users Among Random Sample of 600	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
First-Class Mail	554	92%	280	86%	518	86%
Priority Mail	357	60%	103	32%	191	32%
Express Mail	36	6%	58	18%	107	18%
Periodicals	4	1%	24	7%	44	7%
Standard Mail	115	19%	119	37%	220	37%
Parcel Select	0	0%	16	5%	30	5%
Parcel Post	0	0%	59	18%	109	18%

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: Whiteman, Greg - Washington, DC
Sent: Wednesday, October 21, 2009 1:00 PM
To: Michelson, Robert - Washington, DC; 'Lisa.Brunning@opinionresearch.com'; Smith, Bob - Washington, DC
Cc: 'neil.wolch@opinionresearch.com'
Subject: RE: USPS 5-Day Delivery - Consumer Questionnaire

Bob:

Where the volume moves will not affect the revenue impact for us. While it might be interesting information, it does not seem critical to the revenue assessment.

By providing a general category makes it easier for the consumer so is it not best to leave it at that level?

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, October 21, 2009 12:57 PM
To: 'Lisa.Brunning@opinionresearch.com'; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: 'neil.wolch@opinionresearch.com'
Subject: Re: USPS 5-Day Delivery - Consumer Questionnaire

Lisa,

I did not copy you on my earlier messages because I did not have ready and easy access to your email address.

I talked to Greg after your telecom and I think I am okay for now. Where the volume diverts is an issue for us and the PRC. I'll think about what we can do and let you know.

Bob

From: Lisa Brunning <Lisa.Brunning@opinionresearch.com>
To: Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch <neil.wolch@opinionresearch.com>
Sent: Wed Oct 21 10:13:06 2009
Subject: RE: USPS 5-Day Delivery - Consumer Questionnaire

Bob,

We all talked and were in agreement that the way the questionnaire is set up is how we are going to move forward into CARAVAN this weekend. For the allocation, we are capturing number of pieces instead of percentages. We felt that with consumers this would be easier. Also, we felt the goal of the research is to capture how much the Postal Service would

5/21/2010

lose if the changes are implemented and are less concerned about who you lose the volume to. If you have any questions or concerns, please let us know. Thanks.

Lisa M. Brunning
Senior Project Manager

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Lisa.Brunning@OpinionResearch.com

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
Sent: Tuesday, October 20, 2009 10:39 PM
To: Lisa Brunning; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: Re: USPS 5-Day Delivery - Consumer Questionnaire

I hope this version works and the interview time is cut to 10 minutes or less tonight.

I have two questions. Is the distribution of each application by alternative by volume or %? Is other going to work, instead of specifically saying _UPS/FedEx or other?

Talk to you tomorrow.

Bob

From: Lisa Brunning <Lisa.Brunning@opinionresearch.com>
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch <neil.wolch@opinionresearch.com>
Sent: Tue Oct 20 14:07:32 2009
Subject: USPS 5-Day Delivery - Consumer Questionnaire

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

Lisa M. Brunning
Senior Project Manager

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

Whiteman, Greg - Washington, DC

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

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

Lisa M. Brunning
Senior Project Manager

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

USPS 5-Day Delivery Research
- Questionnaire: Consumer Segment -

NOTE: DIRECTIONS IN BOLD UPPER CASE ARE PROGRAMMER INSTRUCTIONS; THESE INSTRUCTIONS WILL NOT BE SHOWN TO INTERVIEWERS OR RESPONDENTS. THE PROGRAMMER WILL ENSURE THAT ONLY THE APPLICABLE QUESTIONS/RESPONSES WILL BE SHOWN TO EACH RESPONDENT, BASED ON THEIR SEGMENT AND THEIR PRIOR RESPONSES.

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

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

ONCE CONNECTED WITH RESPONDENT, READ:

Hello, my name is _____ calling from Opinion Research Corporation. We have been commissioned by the United States Postal Service to contact individuals nationwide to obtain feedback on how households may react to potential changes in USPS services. Your feedback will help ensure that your voice is heard on this very important subject.

S1 Are you the person in your household that is primarily responsible for handling the receipt, sorting and other tasks related to your household's mail?

- 1 Yes (**CONTINUE**)
- 2 No (**SKIP TO NEXT SECTION**)

S2 Do you or any close family members work in ...

- 1 Advertising or Public Relations (**SKIP TO NEXT SECTION**)
- 2 Market Research (**SKIP TO NEXT SECTION**)
- 3 Mail or Small Package Delivery (**SKIP TO NEXT SECTION**)
- 4 None of the above (**CONTINUE**)

S3 Which of the following categories best fits your age?

- 1 Under 18 (**SKIP TO NEXT SECTION**)
- 2 18 – 24 (**CONTINUE**)
- 3 25 – 34 (**CONTINUE**)
- 4 35 – 44 (**CONTINUE**)
- 5 45 – 54 (**CONTINUE**)
- 6 55 – 64 (**CONTINUE**)
- 7 65 and over (**CONTINUE**)

S4 Which of the following types of mail and/or packages have you sent for personal purposes in the Past 12 Months?

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

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

IF S4 = 1 (PAYMENTS), THEN ASK Q1A AND Q1B

Q1a Now thinking just about the payments your household has sent during the PAST 12 Months. How many individual payments have you sent?

_____ (RECORD NUMBER UP TO 5 DIGITS)

-1 Don't know

IF Q1A = DON'T KNOW, THEN SKIP TO INSTRUCTIONS BEFORE Q2A

Q1b And now I would like to understand how your household has sent those (INSERT RESPONSE FROM Q1A) payments. How many have you have sent via USPS First-Class Mail, USPS Priority Mail, USPS Express Mail and some other way. Your total should equal the (INSERT RESPONSE FROM Q1A) payments your household has sent during the past 12 months.

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

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

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

_____ (RECORD NUMBER UP TO 5 DIGITS)

-1 Don't know

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

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

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

TOTAL = RESPONSE FROM Q2A

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

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

_____ (RECORD NUMBER UP TO 5 DIGITS)

-1 Don't know

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

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

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

TOTAL = RESPONSE FROM Q3A

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

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

_____ (RECORD NUMBER UP TO 5 DIGITS)

-1 Don't know

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

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

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

TOTAL = RESPONSE FROM Q4A

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

Despite very aggressive cost cutting, the Postal Service is projecting financial losses for this and the next several years. This is due to a significant decline in mail volume and a major requirement to prefund its retiree's health benefits. The Postal Service is committed to fulfilling its fundamental role as a deliverer of mail and packages to all Americans. To accomplish this, the Postal Service is developing a plan to transition from six- to five-day delivery on a national basis. This will remove delivery costs and help bring the financial picture into better balance.

The key components to the 5-Day plan are as follows:

- No Saturday delivery of mail to homes and businesses. Delivery of mail will be Monday – Friday only.
- Mail will continue to be delivered to PO Box addresses Monday - Saturday.
- Post Offices will remain open on Saturday.
- No mail collected from street addresses, businesses, collection boxes, or Post Offices on Saturday. Mail dropped off at a Post Office or in a collection box after the last Friday scheduled pickup time will be collected and processed on Monday.
- Elimination of Saturday collection, processing and delivery will generally add a day to the delivery of mail that is currently collected and processed or scheduled to be delivered on Saturday.
- Express Mail will continue to be delivered 7 days a week. Express Mail will continue to be accepted and processed on Saturday at Post Offices. However, there will be no carrier pickup of Express or Priority Mail on Saturday.

For the next several questions, please answer based on the assumption that the changes described have already happened.

IF S4 = 1 (PAYMENTS), THEN ASK Q5A

Q5a If the service change described had been in place a year ago, what is the likelihood that there would have been any differences in how you sent your payments? Please answer using a scale from 0 to 10, where "10" means extremely likely and a "0" means extremely unlikely.

10	Extremely likely
9	
8	
7	
6	
5	
4	
3	
2	
1	
0	Extremely unlikely

IF S4 = 2 (CORRESPONDENCE), THEN ASK Q5B

Q5b If the service change described had been in place a year ago, what is the likelihood that there would have been any differences in how you sent your correspondence? **(READ SCALE IF NECESSARY)** Please answer using a scale from 0 to 10, where "10" means extremely likely and a "0" means extremely unlikely.

10	Extremely likely
9	
8	
7	
6	
5	
4	
3	
2	
1	
0	Extremely unlikely

IF S4 = 3 (DOCUMENTS), THEN ASK Q5C

Q5c If the service change described had been in place a year ago, what is the likelihood that there would have been any differences in how you sent your documents? **(READ SCALE IF NECESSARY)** Please answer using a scale from 0 to 10, where "10" means extremely likely and a "0" means extremely unlikely.

10 Extremely likely
9
8
7
6
5
4
3
2
1
0 Extremely unlikely

IF S4 = 4 (PACKAGES), THEN ASK Q5D

Q5d If the service change described had been in place a year ago, what is the likelihood that there would have been any differences in how you sent your packages? **(READ SCALE IF NECESSARY)** Please answer using a scale from 0 to 10, where "10" means extremely likely and a "0" means extremely unlikely.

10 Extremely likely
9
8
7
6
5
4
3
2
1
0 Extremely unlikely

IF Q5A = 0, THEN SKIP Q6A

IF Q5B = 0, THEN SKIP Q6B

IF Q5C = 0, THEN SKIP Q6C

IF Q5D = 0, THEN SKIP Q6D

IF S4 = 1 (PAYMENTS), THEN ASK Q6A

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

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

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

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

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

IF S4 = 2 (CORRESPONDENCE), THEN ASK Q6B

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

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

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

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

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

IF S4 = 3 (DOCUMENTS), THEN ASK Q6C

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

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

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

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

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

IF S4 = 4 (PACKAGES), THEN ASK Q6D

Q6d Earlier you had mentioned that you have sent **(INSERT RESPONSE FROM Q4A)** packages during the past 12 months.

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

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

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

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

Q7 Do you currently have a Post Office Box, or do you have plans to get one?

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

IF Q7 = CODE 3, THEN ASK Q8

Q8 If the change in USPS service is implemented, do you anticipate that you would get a Post Office Box?

- 1 Yes
- 2 No

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

Whiteman, Greg - Washington, DC

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

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

	National Accounts		Premier Accounts*		Preferred Accounts	
	Estimated	Actual	Estimated	Actual	Estimated	Actual
First-Class Mail	23	32	150	150	554	510
Priority Mail	18	34	100	100	357	204
Express Mail	19	18	100	100	100	131
Parcel Post	8	12	75	53	30	126
Parcel Select	5	9	75	18	10	41
Standard Mail	24	12	150	153	150	303
Periodicals	7	8	100	100	100	136
Total Number of Completed Interviews	104	56	750	674	825	797

* Respondents were only asked about one application.

Lisa M. Brunning
Senior Project Manager

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

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

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

Bob Smith
Market Research
Room 1106
202 268 3579

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Thursday, October 29, 2009 3:29 PM

5/21/2010

To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: USPS 5-Day Delivery
Importance: High

Greg, Bob and Bob,

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

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

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

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

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

	National Accounts		Premier Accounts*		Preferred Accounts	
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5/21/2010

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** Respondents were only asked about one application.*

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

Lisa M. Brunning
Senior Project Manager

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

Whiteman, Greg - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Friday, October 30, 2009 11:44 AM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch; Michelson, Robert - Washington, DC
Subject: RE: USPS 5-Day Delivery

Thanks Greg, Neil and I agree.

Lisa M. Brunning
Senior Project Manager

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

From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Friday, October 30, 2009 11:43 AM
To: Lisa Brunning; Smith, Bob - Washington, DC
Cc: Neil Wolch; Michelson, Robert - Washington, DC
Subject: RE: USPS 5-Day Delivery

Folks:

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

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

Greg

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

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Friday, October 30, 2009 11:34 AM
To: Smith, Bob - Washington, DC

5/21/2010

Cc: Neil Wolch; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: USPS 5-Day Delivery

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

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5/21/2010

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Whiteman, Greg - Washington, DC

From: Smith, Bob - Washington, DC
Sent: Friday, October 30, 2009 10:43 AM
To: Lisa Brunning
Cc: Neil Wolch; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: USPS 5-Day Delivery - Max Values

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

Bob Smith
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Room 1106
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From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Friday, October 30, 2009 10:39 AM
To: Smith, Bob - Washington, DC
Cc: Neil Wolch; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: Re: USPS 5-Day Delivery - Max Values

No one must have gave a response for that product.

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

Bob Smith
Market Research
Room 1106
202 268 3579

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

Greg, Bob and Bob,

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

5/21/2010

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Cc: Neil Wolch; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: USPS 5-Day Delivery - Max Values
Attachments: USPS 5-Day Delivery - Max Values - v2.xls

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

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	Q3kb. # of Pieces - USPS Single Piece First-Class Mail	Q3kc. # of Pieces - USPS Pre-Sort First-Class Mail	Q3kd. # of Pieces - USPS Regular Standard/Bulk Mail	Q3ke. # of Pieces - USPS Non-Profit Standard/Bulk Mail
National	8,484,000	660,000,000	13,877,160	0
Premier	32,000,000	360,000,000	36,000,000	17,220,000
Preferred	2,018,074	4,036,149	2,018,074	440,000

	Q3ka. # of Pieces - USPS First-Class Mail	Q3kd. # of Pieces - USPS Regular Standard/Bulk Mail	Q3ke. # of Pieces - USPS Non-Profit Standard/Bulk Mail	Q3kf. # of Pieces - USPS Priority Mail
Small Businesses	880,005	99,550	1,515	529,522

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

Q3kf. # of Pieces - USPS Priority Mail	Q3kg. # of Pieces - USPS Express Mail	Q3kh. # of Pieces - USPS Parcel Select	Q3ki. # of Pieces - USPS Parcel Post	Q3kj. # of Pieces - USPS Regular Periodical Mail
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	5,000,000	1,250,000	500,000	52,000,000
1,009,037	504,519	27,000	201,807	1,700,000

Q3kg. # of Pieces - USPS Express Mail	Q3kh. # of Pieces - USPS Parcel Select	Q3ki. # of Pieces - USPS Parcel Post	Q3kj. # of Pieces - USPS Regular Periodical Mail	Q3kk. # of Pieces - USPS Non-Profit Periodical Mail
[REDACTED]	0	104,253	3,031	0

U2bb. Total Correspondence Sent by Priority Mail	U2bc. Total Correspondence Sent by Express	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

Q3kk. # of Pieces - USPS Non-Profit Periodical Mail	Q6kb. # of Pieces - USPS Single Piece First-Class Mail	Q6kc. # of Pieces - USPS Pre-Sort First-Class Mail	Q6kd. # of Pieces - USPS Regular Standard/Bulk Mail	Q6ke. # of Pieces - USPS Non-Profit Standard/Bulk Mail
0	9,696,000	650,000,000	6,255,600	3,800,000
4,000,000	24,000,000	270,000,000	33,300,000	3,700,000
470,000	2,402,013,874	541,500	2,402,013,874	440,000

Q6ka. # of Pieces - USPS First-Class Mail	Q6kd. # of Pieces - USPS Regular Standard/Bulk Mail	Q6ke. # of Pieces - USPS Non-Profit Standard/Bulk Mail	Q6kf. # of Pieces - USPS Priority Mail	Q6kg. # of Pieces - USPS Express Mail

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

Q6kf. # of Pieces - USPS Priority Mail	Q6kg. # of Pieces - USPS Express Mail	Q6kh. # of Pieces - USPS Parcel Select	Q6ki. # of Pieces - USPS Parcel Post	Q6kj. # of Pieces - USPS Regular Periodical Mail
	3,000,000	1,485,000	1,250,000	52,000,000
600,503,469	600,503,469	18,750	77,992	1,600,000

Q6kh. # of Pieces - USPS Parcel Select	Q6ki. # of Pieces - USPS Parcel Post	Q6kj. # of Pieces - USPS Regular Periodical Mail	Q6kk. # of Pieces - USPS Non-Profit Periodical Mail	Q9ka. # of Pieces - USPS First-Class Mail
4,626	87,754	37,609	0	880,000

Q6kk. # of Pieces - USPS Non-Profit Periodical Mail	Q9kb. # of Pieces - USPS Single Piece First- Class Mail	Q9kc. # of Pieces - USPS Pre-Sort First- Class Mail	Q9kd. # of Pieces - USPS Regular Standard/ Bulk Mail	Q9ke. # of Pieces - USPS Non-Profit Standard/ Bulk Mail
0	9,695,200	650,000,000	6,255,600	0
4,100,000	24,000,000	270,000,000	33,300,000	5,280,000
250,000	2,402,013,874	2,008,460	2,402,013,874	1,004,230

Q9kd. # of Pieces - USPS Regular Standard/Bulk Mail	Q9ke. # of Pieces - USPS Non-Profit Standard/Bulk Mail	Q9kf. # of Pieces - USPS Priority Mail	Q9kg. # of Pieces - USPS Express Mail	Q9kh. # of Pieces - USPS Parcel Select
122,040	11,275	191,820	65,775	2,004

Q9kf. # of Pieces - USPS Priority Mail	Q9kg. # of Pieces - USPS Express Mail	Q9kh. # of Pieces - USPS Parcel Select	Q9ki. # of Pieces - USPS Parcel Post	Q9kj. # of Pieces - USPS Regular Periodical Mail
1,500,000	620,000	450,000	12,000	721,500,000
3,000,000	3,000,000	990,000	1,250,000	32,000,000
600,503,469	600,503,469	18,750	42,005,607	1,600,000

Q9ki. # of Pieces - USPS Parcel Post	Q9kj. # of Pieces - USPS Regular Periodical Mail	Q9kk. # of Pieces - USPS Non-Profit Periodical Mail
39,465	26,310	0

**Q9kk: # of Pieces -
USPS Non-Profit
Periodical Mail**

0

4,100,000

1,004,230