

Whiteman, Greg - Washington, DC

Subject: FW: USPS 5-Day Delivery Research - Preferred Accounts

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Wednesday, August 12, 2009 2:08 PM
To: Smith, Bob - Washington, DC; Neil Wolch; Becky Yalch
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Thanks Bob. Yes, we will merge the files and then remove any duplicates. Once you have a sense of timing on the PC Postage, Click N Ship and the Premier Account files, 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: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Wednesday, August 12, 2009 1:59 PM
To: Lisa Brunning; Neil Wolch; Becky Yalch
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Yes, treat them as no volume. We will run the PC Postage and Click N Ship files which should provide quite a few additional Priority Mail users. I don't know when that will be available. Then you ought to run that against the Preferred file to remove duplications.

Bob Smith
Market Research
Room 1106
202 268 3579

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Wednesday, August 12, 2009 1:51 PM
To: Smith, Bob - Washington, DC; Neil Wolch; Becky Yalch
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Bob,

So to confirm, anyone that has a negative volume that we should be treating them as having no volume. Is that correct? If that is the case, if you can provide additional files that we could use to supplement the original file to get more accounts that have sent Priority Mail, that would be helpful.

5/25/2010

Also, I have had a chance to take a quick look at the National Account file and here are the counts that I found:

	Frequency	Percent
First-Class Mail (Volume)	232	98.31%
Priority (Volume)	177	75.00%
Express (Volume)	187	79.24%
Periodicals (Volume)	74	31.36%
Standard Mail (Volume)	235	99.58%
Residual Mail (Revenue)	228	96.61%
Parcel Select (Volume)	54	22.88%
Parcel Post (Volume)	81	34.32%
Total Preferred Accounts	236	100%

** Has negative revenue*

** Has negative volume*

Only Residual Mail and Parcel Post had any negative values so I think this file is okay. I did also take a look at those records that have a contact name included and only about 2/3 have a contact name associated with the account. Is it possible to get contact for all accounts or did you provide all that you have? Please let me know. Thanks.

Lisa M. Brunning
Senior Project Manager

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

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Wednesday, August 12, 2009 1:09 PM
To: Lisa Brunning; Neil Wolch; Becky Yalch
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: FW: USPS 5-Day Delivery Research - Preferred Accounts

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

Bob Smith
Market Research
Room 1106
202 268 3579

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

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

Lisa M. Brunning
Senior Project Manager

5/25/2010

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

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

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

John H. White
(202) 268-2203

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

Bob,

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

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
248 . 628 . 7662 - office
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5/25/2010

Whiteman, Greg - Washington, DC

Subject: FW: USPS 5-Day Delivery Research - Preferred Accounts

From: Whiteman, Greg - Washington, DC
Sent: Thursday, August 13, 2009 8:13 AM
To: Lisa Brunning; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC; Neil Wolch; Becky Yalch
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Lisa:

Bob Smith will work on this. The contact names are added to the file by the account reps so if the particular account rep did not enter the information, we most likely cannot get that information. The contact information is only useful for managed accounts to make the initial call. You will still have to work to get the name of the "owner" of the specific mail application, i.e., billing, advertising, etc.

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, August 12, 2009 4:45 PM
To: Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC; Neil Wolch; Becky Yalch
Cc: Whiteman, Greg - Washington, DC
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Bob,

There are contact names for about 2/3 of the accounts, but we are missing contact names for 1/3 of the accounts. Would it be possible to fill in the blanks? 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: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
Sent: Wednesday, August 12, 2009 4:41 PM

5/25/2010

To: Lisa Brunning; Smith, Bob - Washington, DC; Neil Wolch; Becky Yalch
Cc: Whiteman, Greg - Washington, DC
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

For the frequency issues. the percent of usage by National Account looks reasonable and is what I would expect.

There should be a contact name with the files. If not we can get that.

Bob Michelson

5/25/2010

Whiteman, Greg - Washington, DC

Subject: FW: USPS 5-Day Delivery Research - Preferred Accounts

From: Michelson, Robert - Washington, DC
Sent: Thursday, August 13, 2009 2:37 PM
To: Smith, Bob - Washington, DC; 'Neil Wolch'; 'Lisa Brunning'; 'Becky Yalch'; 'Lisa Brunning'; 'Jeff Resnick'
Cc: Whiteman, Greg - Washington, DC
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Bob Smith - It is hard for me to understand how Residual Meters would include PC Postage users. We know exactly what product is used by PC Postage users and who are the PC Postage users. The same is true of CNS users.

Carol Kerkhoff in Eagan has the PC Postage users file and their usage. You may want to ask her to send it to you. You can have her pull any time period you want.

From: Smith, Bob - Washington, DC
Sent: Thursday, August 13, 2009 1:44 PM
To: Neil Wolch; Lisa Brunning; Becky Yalch; Lisa Brunning; Jeff Resnick
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

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

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

Bob Smith
Market Research
Room 1106
202 268 3579

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

Hi Bob,

5/25/2010

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

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

Please let me know what you think.

Thanks,

Neil

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

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Room 1106
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From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Tuesday, August 11, 2009 2:13 PM
To: White, John H - Washington, DC - Contractor
Cc: Smith, Bob - Washington, DC; Caroncino, Vic M - Washington, DC
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

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

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Senior Project Manager

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248 . 628 . 7662 - office
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From: White, John H - Washington, DC - Contractor [mailto:john.h.white@usps.gov]
Sent: Monday, August 10, 2009 4:32 PM
To: Lisa Brunning
Cc: Smith, Bob - Washington, DC; Caroncino, Vic M - Washington, DC
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

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Lisa,
Can you send me a couple of examples of the negative volumes.
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If you give me a couple of examples I can speak to the specifics.

John H. White
(202) 268-2203

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To: Smith, Bob - Washington, DC
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Bob,

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

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Lisa.Brunning@OpinionResearch.com

Whiteman, Greg - Washington, DC

Subject: FW: USPS 5-Day Delivery Research - Preferred Accounts

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Friday, August 14, 2009 8:36 AM
To: Whiteman, Greg - Washington, DC
Cc: Becky Yalch; Jeff Resnick; Lisa Brunning
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Hi Greg,

It would mean additional interviews. At this point, until we get the Click N Ship database, I can't predict how many; however, it is likely to require approximately 85 supplements to get to a total base size of 100 Express Mail users, 135 supplements to get to a total of 150. At least, we'd be able to target known users, so the incidence for those supplements would be high.

We're already expanding the sample size quite a bit. We still need to work through the cost implications, which we will finish doing once the plan firms up a bit more.

Best regards,

Neil

From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Friday, August 14, 2009 7:25 AM
To: Neil Wolch
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Neil:

What would be the impact of a supplement sample for Express Mail?

Greg

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

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

Hi Bob,

5/25/2010

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

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

I'd like to suggest that we randomly sample from that combined database. A decent size representative sample (perhaps 500) should yield enough FCM and Priority Mail users. Then, we can add a couple of supplemental samples, specifically targeting Standard Mail and Periodical users; we could also supplement for Express Mail users, if you deem this important enough for a reliable sample. That would only leave Parcel Post and Parcel Select with tiny (unreadable) sample sizes. We would end up with unbiased samples of users of the other products.

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

Best regards,

Neil

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Thursday, August 13, 2009 12:44 PM
To: Neil Wolch; Lisa Brunning; Becky Yalch; Lisa Brunning; Jeff Resnick
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
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Bob Smith
 Market Research
 Room 1106
 202 268 3579

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Room 110

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Sent: Monday, August 10, 2009 4:32 PM
To: Lisa Brunning
Cc: Smith, Bob - Washington, DC; Caroncino, Vic M - Washington, DC
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Lisa,
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5/25/2010

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Whiteman, Greg - Washington, DC

From: Michelson, Robert - Washington, DC
Sent: Friday, August 14, 2009 4:25 PM
To: Neil Wolch; Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC; Lisa Brunning; Becky Yalch; Lisa Brunning; Jeff Resnick
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

On the PC Postage users does the file have their usage - the log file? Otherwise all you will be tell is that use PC Postage. With the log file you will know what product they used it on.

Bob Michelson

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Friday, August 14, 2009 1:02 PM
To: Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC; Lisa Brunning; Becky Yalch; Lisa Brunning; Jeff Resnick
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Thanks, Bob.

For preferred, we are getting multiple sets of responses from those who use more than one product. So, I was just trying to figure the how many ratings of FCM and Priority Mail we would get from those with Residual volume, when we take a representative sample of the database. But, I can make some assumptions and go from there. I think we are okay for planning purposes.

Given that and the fact that PC Postage users are already in the database we have, there is no need for you to send that file. However, we will need the database of Click N Ship users.

Best regards,

Neil

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
Sent: Friday, August 14, 2009 11:55 AM
To: Smith, Bob - Washington, DC; Neil Wolch; Whiteman, Greg - Washington, DC; Lisa Brunning; Becky Yalch; Lisa Brunning; Jeff Resnick
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Let me answer two questions here. The percentage of usage of FCM and Priority Mail is volume/revenue not # of customers.

The PC Postage users split of FCM and Priority Mail are not anything like meter users. PC Postage users are heavy users of Priority Mail, FCM flats and packages. A majority use PC Postage for flats and packages and minority use it for letters. Usage can be determined by #s of customers or revenue/volume by customer. A caution on using # of customers is that a majority use multiple products. So I would use the revenue.

Bob Michelson

From: Smith, Bob - Washington, DC
Sent: Friday, August 14, 2009 11:48 AM
To: Neil Wolch; Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Lisa Brunning; Becky Yalch; Lisa Brunning; Jeff Resnick
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Sorry, I don't know. I will see what I can find out.

5/21/2010

Bob Smith
Market Research
Room 1106
202 268 3579

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Friday, August 14, 2009 11:00 AM
To: Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Lisa Brunning; Becky Yalch; Lisa Brunning; Jeff Resnick
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Hi Bob,

Do you think the PC Postage user subset of Residual users is similar to all Residual users in terms of the split between FCM and Priority Mail usage?

Thanks,

Neil

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Friday, August 14, 2009 9:31 AM
To: Neil Wolch; Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Lisa Brunning; Becky Yalch; Lisa Brunning; Jeff Resnick
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

The residual meter file is not broken out by product. When we give you the PC Postage file (Monday), which is included in residual meter, it will show who is using which product so that should help you figure out the distribution.

Bob Smith
Market Research
Room 1106
202 268 3579

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

Hi Bob, Greg and Bob,

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

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

Thanks,

Neil

5/21/2010

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

Sent: Thursday, August 13, 2009 2:00 PM

To: Whiteman, Greg - Washington, DC; Neil Wolch; Smith, Bob - Washington, DC; Lisa Brunning; Becky Yalch; Lisa Brunning; Jeff Resnick

Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

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

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

Bob

From: Whiteman, Greg - Washington, DC

Sent: Thursday, August 13, 2009 2:47 PM

To: Neil Wolch; Smith, Bob - Washington, DC; Lisa Brunning; Becky Yalch; Lisa Brunning; Jeff Resnick

Cc: Michelson, Robert - Washington, DC

Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Folks:

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

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

Greg

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

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

Sent: Thursday, August 13, 2009 2:23 PM

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5/21/2010

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

I'd like to suggest that we randomly sample from that combined database. A decent size representative sample (perhaps 500) should yield enough FCM and Priority Mail users. Then, we can add a couple of supplemental samples, specifically targeting Standard Mail and Periodical users; we could also supplement for Express Mail users, if you deem this important enough for a reliable sample. That would only leave Parcel Post and Parcel Select with tiny (unreadable) sample sizes. We would end up with unbiased samples of users of the other products.

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

Best regards,

Neil

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

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

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

Bob Smith
Market Research
Room 1106
202 268 3579

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

Hi Bob,

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

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

Please let me know what you think.

Thanks,

5/21/2010

Neil

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

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Bob Smith
Market Research
Room 1106
202 268 3579

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

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

Custid 3465703024

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

Custid 0350034000

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

Custid 0438216521

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

John H. White
(202) 268-2203

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

5/21/2010

FYI, Here are the counts ORC came up with.

Bob Smith
Market Research
Room 1106
202 268 3579

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

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

Lisa M. Brunning
Senior Project Manager

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

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

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

5/21/2010

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

Can you answer this question?

Bob Smith
Market Research
Room 1106
202 268 3579

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

Bob,

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

Lisa M. Brunning
Senior Project Manager

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

5/21/2010

Whiteman, Greg - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Tuesday, August 25, 2009 10:47 AM
To: Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Lisa Brunning; Becky Yalch; Lisa Brunning; Jeff Resnick
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Hi All,

Have you been able to get the counts referenced in Bob's note below?

Thanks,

Neil

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
Sent: Friday, August 14, 2009 3:27 PM
To: Whiteman, Greg - Washington, DC; Neil Wolch; Smith, Bob - Washington, DC; Lisa Brunning; Becky Yalch; Lisa Brunning; Jeff Resnick
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

We can get an actual count - there is no point to assume or guess. Mark Gilleo used to this kind of analysis based on the log file. Bob Smith, could you call Mark and ask him who, if anyone is doing this today.

Bob

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

Neil:

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

Greg

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

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

5/21/2010

Sent: Friday, August 14, 2009 12:16 AM

To: Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Lisa Brunning; Becky Yalch; Lisa Brunning; Jeff Resnick

Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Hi Bob, Greg and Bob,

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

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

Thanks,

Neil

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

Sent: Thursday, August 13, 2009 2:00 PM

To: Whiteman, Greg - Washington, DC; Neil Wolch; Smith, Bob - Washington, DC; Lisa Brunning; Becky Yalch; Lisa Brunning; Jeff Resnick

Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

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

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

Bob

From: Whiteman, Greg - Washington, DC

Sent: Thursday, August 13, 2009 2:47 PM

To: Neil Wolch; Smith, Bob - Washington, DC; Lisa Brunning; Becky Yalch; Lisa Brunning; Jeff Resnick

Cc: Michelson, Robert - Washington, DC

Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Folks:

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

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

Greg

Greg Whiteman

Manager, Market Research

202-268-3565 (phone)

202-255-2394 (cell)

202-268-5761 (fax)

5/21/2010

Greg.Whiteman@usps.gov

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Room 1106
202 268 3579

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5/21/2010

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Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC

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Market Research
Room 1106
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Sent: Tuesday, August 11, 2009 5:30 PM

To: Smith, Bob - Washington, DC

Cc: Caroncino, Vic M - Washington, DC

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5/21/2010

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(202) 268-2203

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Cc: Caroncino, Vic M - Washington, DC
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FYI, Here are the counts ORC came up with.

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Market Research
Room 1106
202 268 3579

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Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation

5/21/2010

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

From: White, John H - Washington, DC - Contractor [mailto:john.h.white@usps.gov]
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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: Smith, Bob - Washington, DC
Sent: Thursday, August 27, 2009 1:29 PM
To: Whiteman, Greg - Washington, DC
Subject: FW: USPS 5-Day Delivery Research - Updated Project Schedule
Attachments: USPS 5 Day Delivery - Timeline - 8-24-2009.docx

Here is the complete schedule.

Bob Smith
Market Research
Room 1106
202 268 3579

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Monday, August 24, 2009 1:46 PM
To: Smith, Bob - Washington, DC
Cc: Jeff Resnick; Neil Wolch; Becky Yalch
Subject: USPS 5-Day Delivery Research - Updated Project Schedule

Bob,

Attached please find the updated project schedule for both the qualitative and quantitative phases of research. Please review and let me know if you have any questions or concerns. 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>	<i>Start Date</i>	<i>End Date</i>
Kick-Off Meeting		8/3/2009
Develop Final Work Plan	8/3/2009	8/12/2009
Client Reviews / Approves Work Plan	8/12/2009	8/14/2009
Develop Screeners	8/10/2009	8/12/2009
Client Reviews / Approves Screeners	8/12/2009	8/14/2009
Develop Moderators' Guides	8/18/2009	8/30/2009
Recruiting – Chicago	8/20/2009	9/1/2009
Conduct Groups – Chicago (4 groups)*	9/1/2009	9/2/2009
Debriefing / Modify Guides as appropriate	9/3/2009	9/4/2009
Recruiting – Seattle	9/14/2009	9/29/2009
Conduct Groups – Seattle (5 groups)	9/15/2009	9/16/2009
Recruiting – New York / Atlanta	9/8/2009	9/21/2009
Conduct Groups – New York (5 groups)*	9/21/2009	9/22/2009
Conduct Groups – Atlanta (4 groups)*	9/23/2009	9/24/2009
Conduct In-Depth Interviews	9/9/2009	9/24/2009
Conduct Final Debriefing		10/1/2009
Transcribe Groups / In-Depth Interviews	9/1/2009	10/5/2009
Draft Report	10/5/2009	10/16/2009
Client Reviews / Comments Draft Report	10/19/2009	10/23/2009
Final Report / All Final Deliverables	10/26/2009	10/30/2009

Quantitative Phase*

<i>Task</i>	<i>Start Date</i>	<i>End Date</i>
Kick-Off Meeting		8/3/2009
National, Premier and Preferred Sample from USPS	8/6/2009	8/18/2009
Develop Final Work Plan	8/24/2009	8/28/2009
Draft Questionnaire	9/3/2009	9/9/2009
Initial Questionnaire Review by USPS	9/10/2009	9/14/2009
Finalize Questionnaire Based on Seattle Focus Groups	9/15/2009	9/18/2009
Questionnaire Programming / Review	9/21/2009	9/25/2009
Data Collection Pilot / Review / Plan Adjustments (if necessary)	9/28/2009	9/30/2009
Data Collection	10/1/2009	10/26/2009
Draft Forecast Spreadsheets	10/5/2009	10/7/2009
Review of Forecast Spreadsheets by USPS	10/8/2009	10/9/2009
Finalize Forecast Spreadsheets	10/12/2009	10/14/2009
Draft Deliverables	10/27/2009	11/2/2009
Deliverables Review by USPS	11/3/2009	11/4/2009
Final Deliverables Provided to USPS	11/5/2009	11/6/2009

* Depending upon the sampling plan, the quantitative phase schedule might need to be adjusted.

Whiteman, Greg - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Monday, August 31, 2009 4:38 PM
To: Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick; Becky Yalch; Lisa Brunning
Subject: 5-Day Delivery Quantitative Sampling Plan
Attachments: USPS 5 Day - Sampling Plan Draft 8-31-09.docx

Hi all,

Attached is an updated sampling plan (including assumptions and rationale) for the quantitative phase of the 5-Day Delivery study. This reflects:

- The need to develop unbiased, product-level forecasts by segment (although, as noted, some products are not applicable for some segments)
- Our analysis of the sample files you have provided for National, Premier and Preferred Accounts
- Your helpful input on on some tricky issues, such as what assumptions to make about those with residual volume.

The result is that, as we've touched on previously, the sample size will have to increase over what we assumed when developing the proposal. Our specific sample size recommendations/estimates, including a few options for your consideration, are noted in the attachment. The last page has a summary of sample size options by segment.

Please let me know what you think of this plan and if you have any questions or suggestions.

I'll call Bob S. soon to discuss the price implications of the larger sample size.

Best regards,

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

USPS 5-Day Delivery Research
Quantitative Phase Sampling Plan
Draft (August 31, 2009)

- **Consumers:**
 - All respondents will meet the following criteria:
 - Are the male or female head of their household
 - Have sent, for personal purposes, at least one piece of FCM and/or at least one package via Express Mail, Priority Mail or Parcel Post in the past three months
 - We assume that all virtually qualified consumers use FCM and about 25% use at least one of the three package services to be studied among consumers (Express Mail, Priority Mail and Parcel Post)
 - Everybody will be asked to answer for the products they use for *sending mail for personal, not business, purposes* (among FCM and the 3 package services)
 - *Each interview will represent 1 or more products at 1 household.*
 - We will study a random sample of 1,000 consumers who meet the criteria listed above.
 - This will yield a substantial base size for FCM (close to 1,000).
 - We expect an aggregate base size of approximately 250 for the package services, but we will not control for this or for the base size for each of the individual services. The resulting base sizes will reflect the relatively limited use of these services.

- **Small Businesses:**

- Since these are small companies, we expect that there is typically one decision maker who can speak for any applications/products used by the company.
- All respondents will meet the following criteria:
 - Company pays for postage via stamps and/or online only (to ensure that they are not in the Preferred Account sampling frame)
 - Primary decision maker regarding mail/delivery service providers for their organization, or part of a decision making team
 - Use at least one of the seven products of interest
- Every respondent will be asked to answer for the products their company uses for *sending mail for business purposes* (among all seven products)
- *Each interview will represent 1 or more products at 1 small business.*
- We cannot identify in advance which businesses are likely to use each product, and we do not have estimates of the incidence of usage of the products.
 - In general, we expect their USPS usage to be similar to that of consumers: mostly FCM and some packages, plus Priority Mail
- We will study a random sample of 1,000 small businesses that meet the criteria listed above.
 - This will yield a substantial base size for FCM.
 - The base size for the other products will be lower, reflecting the lower incidence of usage of those products.

- **Preferred Accounts:**

- Our recommendation is based on ...
 - Assuming that, of those with residual volume, 100% use FCM and 50% use Priority Mail
 - Product usage (based on the those with any volume in FY08) distributed as follows:

	Positive FY08 Volume	Estimated % of Those Classified Residual That Have Volume	# in Residual with Positive Volume in Specific Product	Incremental # of Product Users from Residual	TOTAL # of Product Users	Incidence Among All w/ Any Positive Volume
First Class Mail	171,986	100.0%	123,705	1,680,749	1,852,735	92.36%
Priority Express						%
Periodicals	12,094				12,094	0.60%
Standard Mail	385,032				385,032	19.19%
Residual Mail (Revenue)	1,804,454				N/A	N/A
Parcel Select	156				156	0.01%
Parcel Post	388				388	0.02%
Total	3,364,503					
Accounts w/ 0 or - for all products	1,358,557					
Accounts w/ Any Positive Volume	2,005,946					

- Parcel post is primarily a retail (consumer and small business) product, so it need not be studied among the Preferred segment
 - Assuming that, since these are generally small companies, there is typically one decision maker who can speak for any applications/products used by the company.
- We recommend starting with a random (representative) sample of 600 Preferred Accounts, asking each to provide data for all of the products they use.
 - This would maximize the amount of data obtained per respondent.
 - Based on the product usage incidence estimates (above), we expect this representative sample to yield the following numbers of users of each product:

	<u>Expected # of Users Among Representative Sample of 600</u>
First Class Mail	554
Priority Express	
Periodicals	4
Standard Mail	115
Parcel Select	0

- Optionally, we can add supplemental samples to boost the base sizes for products deemed important but with low enough incidences that the representative sample will yield relatively low base sizes.
 - To avoid biasing results from the representative sample, we would only ask those in the supplemental samples to respond for the specific products for which we are supplementing.
 - The potential supplemental samples are:
 - Express Mail users: n=64 (to yield a total of 100 when combined with those from the representative sample) or n=114 (to yield a total of 150)
 - Periodicals: n=96 (to yield a total of 100) or n=146 (to yield a total of 150)
 - Standard Mail users: n=35 (to yield a total of 150)
- *Each interview will represent 1 or more products at 1 account.*
- *We will do telephone number look-ups where necessary, to avoid skewing the sample.*

- **Premier Accounts:**

- Our recommendation is based on ...
 - Assuming that, of those with residual volume, 100% use FCM and 50% use Priority Mail
 - Product usage (based on the those with any volume in FY08) distributed as follows:

	Positive FY08 Volume	Estimated % of Those Classified Residual That Have Volume	# In Residual with Positive Volume In Specific Product	Incremental # of Product Users from Residual	TOTAL # of Product Users	Incidence Among All w/ Any Positive Volume
First Class Mail	19,159	100.0%	17,277	4,905	24,064	97.23%
Priority						
Periodicals	2,934				2,934	11.86%
Standard Mail	19,272				19,272	77.87%
Residual Mail (Revenue)	22,182				N/A	N/A
Parcel Select	313				313	1.26%
Parcel Post	649				649	2.62%
Total	24,754					
Accounts w/ 0 or - for all products	5					
Accounts w/ Any Positive Volume	24,749					

- Our hypothesis that, since these are large companies, there is generally a different decision maker for each applications/products used by the company
 - These accounts being a mix of headquarters and specific locations/business units – based on which have distinct relationships with USPS
 - Parcel post is primarily a retail (consumer and small business) product, so it need not be studied among the Premier segment
- We will randomly select one of the products used by each account, and then assign that account to a sub-cell to be interviewed only about that product.
- *Each interview will represent exactly 1 product at 1 account.*
- We recommend a base size of 150 per product of interest (excluding Parcel Post), although we are also offering an option of 100 given potential cost and timing constraints.
 - In addition, assuming a 25% maximum completion rate, we expect the maximum potential base size for Parcel Select to be about 75.
- The sample size options are summarized below:

	<u>Option 1</u>	<u>Option 2</u>
First Class Mail	150	100
Priority	150	100
Express	150	100
Periodicals	150	100
Standard Mail	150	100
Parcel Select	75	75
Total	825	575

- There was some discussion of reducing the sample size for Express Mail and Priority Mail. Is that desired?

- **National Accounts:**

- Our recommendation is based on:

- There being 236 accounts in this segment, with product usage (based on the those with any volume in FY08) distributed as follows:

	Positive FY08 Volume	Estimated % of Those Classified Residual That Have Volume	# in Residual with positive volume in specific product	Incremental # of Product Users from Residual*	TOTAL # of Product Users	Incidence Among All w/ Any Positive Volume
First Class Mail	232	100.0%	225	0	232	98.31%
Priority						
Periodicals	74				74	31.36%
Standard Mail	235				235	99.58%
Residual Mail (Revenue)	228				N/A	N/A
Parcel Select	54				54	22.88%
Parcel Post	31				81	34.32%
Total	236					

* Assumed to be 0, since almost all National Accounts with residual volume are already known to be Priority Mail users

- Our hypothesis that, since these are large companies, there is generally a different decision maker for each applications/products used by the company
- These accounts being a mix of HQs and specific locations/business units – based on which have distinct relationships with USPS
- Parcel post being primarily a retail (consumer and small business) product, so it need not be studied among the National segment.
 - However, since the data suggest that 23% of National Accounts use Parcel Post, should we reconsider whether to include it for this segment?
- We will need to interview every decision maker we can reach (one per application/product per account), given the small universe.
- We will try to get each gatekeeper to direct us to the key decision maker for each of the applications/products used by the organization (which we'll know in advance). Then, we will try to interview each of those decision makers.
- *Each interview will represent exactly 1 product at 1 account. (But there will be multiple interviews per company.)*
- Estimated achievable sample size per product, assuming a 10% completion rate:

	<u>Without Parcel Post</u>	<u>With Parcel Post</u>
First Class Mail	23	23
Priority	18	18
Express	19	19
Periodicals	7	7
Standard Mail	24	24
Parcel Select	5	5
Parcel Post		8
Total	96	104

Summary of Original vs. Revised Sample Sizes

(August 31, 2009)

	Proposal	New Recommendations	
		Minimum	Maximum
<u>Online Surveys (Total)</u>	<u>1,313</u>	<u>2,000</u>	<u>2,000</u>
Consumer	1,000	1,000	1,000
Small Business	313	1,000	1,000
<u>Phone Surveys (Total)</u>	<u>687</u>	<u>1,271</u>	<u>1,824</u>
Preferred	313	600	895
Premier	313	575	825
National	61	96	104

Whiteman, Greg - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Friday, September 04, 2009 1:17 PM
To: Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick; Becky Yalch; Lisa Brunning
Subject: RE: 5-Day Delivery Quantitative Sampling Plan
Attachments: USPS 5 Day - Sampling Plan Draft 9-4-09.docx

Hi Greg and Bob,

Thanks for taking the time this morning to talk through details of the sampling plan. I've attached an update that, I believe, captures all of the adjustments we discussed.

Please let me know if anything seems off. In the meantime, we will work through the cost implications.

Thanks,

Neil

From: Neil Wolch
Sent: Monday, August 31, 2009 3:38 PM
To: 'Smith, Bob - Washington, DC'; 'Whiteman, Greg - Washington, DC'; 'Michelson, Robert - Washington, DC'
Cc: Jeff Resnick; Becky Yalch; Lisa Brunning
Subject: 5-Day Delivery Quantitative Sampling Plan

Hi all,

Attached is an updated sampling plan (including assumptions and rationale) for the quantitative phase of the 5-Day Delivery study. This reflects:

- The need to develop unbiased, product-level forecasts by segment (although, as noted, some products are not applicable for some segments)
- Our analysis of the sample files you have provided for National, Premier and Preferred Accounts
- Your helpful input on on some tricky issues, such as what assumptions to make about those with residual volume.

The result is that, as we've touched on previously, the sample size will have to increase over what we assumed when developing the proposal. Our specific sample size recommendations/estimates, including a few options for your consideration, are noted in the attachment. The last page has a summary of sample size options by segment.

Please let me know what you think of this plan and if you have any questions or suggestions.

I'll call Bob S. soon to discuss the price implications of the larger sample size.

Best regards,

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

5/21/2010

USPS 5-Day Delivery Research
Quantitative Phase Sampling Plan
Draft (September 4, 2009)

- **Consumers:**

- All respondents will meet the following criteria:
 - Pass a standard security screen (respondent/immediate family members do not work for USPS, a competitor, in advertising/PR, or in marketing research)
 - Are the person in their household who is primarily responsible for handling the receipt, sorting, and other tasks related to their household's mail
 - Have sent, for personal purposes, at least one piece of FCM and/or at least one package via Express Mail, Priority Mail or Parcel Post in the past 12 months
- We assume that all virtually qualified consumers use FCM and about 25% use at least one of the three package services to be studied among consumers (Express Mail, Priority Mail and Parcel Post)
- Everybody will be asked to answer for the products they use for *sending mail for personal, not business, purposes* (among FCM and the 3 package services)
- *Each interview will represent 1 or more products at 1 household.*
- We will study a random sample of 1,000 consumers who meet the criteria listed above.
 - This will yield a substantial base size for FCM (close to 1,000).
 - We expect an aggregate base size of approximately 250 for the package services, but we will not control for this or for the base size for each of the individual services. The resulting base sizes will reflect the relatively limited use of these services.
 - However, if the sample of 1,000 consumers yields substantially fewer than 250 users of the package services, we will increase the total sample size until we obtain 250 package service users.

- **Small Businesses:**
 - Since these are small companies, we expect that there is typically one decision maker who can speak for any applications/products used by the company.
 - All respondents will meet the following criteria:
 - Pass a standard security screen (respondent/immediate family members do not work for USPS, a competitor, in advertising/PR, or in marketing research)
 - Company pays for postage via stamps and/or online only (to ensure that they are not in the Preferred Account sampling frame)
 - Primary decision maker regarding mail/delivery service providers for their organization, or part of a decision making team
 - Use at least one of the seven products of interest
 - We cannot identify in advance which businesses are likely to use each product.
 - Every respondent will be asked to answer for the products their company uses for *sending mail for business purposes* (among all seven products)
 - *Each interview will represent 1 or more products at 1 small business.*
 - We will study a random sample of 1,000 small businesses that meet the criteria listed above.
 - Based on currently available estimates of the incidence of usage of the products, we expect the total sample size to yield substantial base sizes for the following products:
 - FCM (We expect almost all small businesses to use this product.)
 - Standard Mail (We expect that approximately 60% of small businesses use this product.)
 - Packages in aggregate: mostly Priority Mail, but also including some Express Mail and Parcel Post
 - The base size for the other products (Priority Mail, Periodicals, and Parcel Select) will be lower, reflecting the lower incidence of usage of those products.

- Preferred Accounts:

- Our recommendation is based on ...
 - Assuming that, of those with residual volume, 100% use FCM and 50% use Priority Mail
 - Product usage (based on the those with any volume in FY08) distributed as follows:

	Positive FY08 Volume	Estimated % of Those Classified Residual That Have Volume	# in Residual with Positive Volume in Specific Product	Incremental # of Product Users from Residual	TOTAL # of Product Users	Incidence Among All w/ Any Positive Volume
First Class Mail	[REDACTED]	100.0%	123,705	1,680,749	1,852,735	92.36%
Priority	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Residual Mail	1,804,454				N/A	N/A
Parcel Select	156				156	0.01%
Parcel Post	388				388	0.02%
Total	3,364,503					
Accounts w/ 0 or - for all	1,358,557					
Accounts w/ Any Positive	2,005,946					

- Assuming that, since these are generally small companies, there is typically one decision maker who can speak for any applications/products used by the company.
- We recommend asking each Preferred Account to provide data for all of the products they use.
 - This would maximize the amount of data obtained per respondent.
- We will start with a random sample of 600 Preferred Accounts.
 - We will add supplemental samples to boost the base sizes for products with low enough incidences that the random sample will yield relatively low base sizes.
 - To avoid biasing results from the random sample, we would only ask those in the supplemental samples to respond for the specific products for which we are supplementing.
- The planned base sizes are summarized below:

	Expected # of Users Among Random Sample of 600*	Planned Supplemental Samples**	Total Sample Size
First Class Mail	554	0	554
Priority	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Periodicals	4	96	100
Standard Mail	115	35	150
Parcel Select	0	10	10
Parcel Post	0	20	20
Total interviews	600	225	825

* Random sample will be respond for all products used
 ** Supplemental samples will respond for only the targeted product

- Each interview will represent 1 or more products at 1 account.
- We will do telephone number look-ups where necessary, to avoid skewing the sample.

- **Premier Accounts:**

- Our recommendation is based on ...
 - Assuming that, of those with residual volume, 100% use FCM and 50% use Priority Mail
 - Product usage (based on the those with any volume in FY08) distributed as follows:

	Positive FY08 Volume	Estimated % of Those Classified Residual That Have Volume	# In Residual with Positive Volume In Specific Product	Incremental # of Product Users from Residual	TOTAL # of Product Users	Incidence Among All w/ Any Positive Volume
First Class Mail	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Standard Mail	19,272				2,934	11.86%
Residual Mail (Revenue)	22,182				19,272	77.87%
Parcel Select	313				313	1.26%
Parcel Post	649				649	2.62%
Total	24,754					
Accounts w/ 0 or - for all products	5					
Accounts w/ Any Positive Volume	24,749					

- Our hypothesis that, since these are large companies, there is generally a different decision maker for each applications/products used by the company
 - These accounts being a mix of headquarters and specific locations/business units – based on which have distinct relationships with USPS (If an account has multiple locations noted in the sample file, we will start by calling the headquarters.)
- We will randomly select one of the products used by each account, and then assign that account to a sub-cell to be interviewed only about that product.
- *Each interview will represent exactly 1 product at 1 account.*
- We recommend obtaining a readable base size for each product, with higher targets for the most used products. The plan is summarized below:

	<u>Sample Size</u>
First Class Mail	150
Priority	100
Express	100
Periodicals	100
Standard Mail	150
Parcel Select	75
Parcel Post	75
Total	750

- We recognize that due to the limited number of Premier Accounts using Parcel Select and Parcel Post, we might not be able to reach the targeted sample sizes for those products; we will make a solid effort to get as close as possible.

- **National Accounts:**

- Our recommendation is based on:

- There being 236 accounts in this segment, with product usage (based on the those with any volume in FY08) distributed as follows:

	Positive FY08 Volume	Estimated % of Those Classified Residual That Have Volume	# in Residual with positive volume in specific product	Incremental # of Product Users from Residual*	TOTAL # of Product Users	Incidence Am All w/ Any Positive Volt
First Class Mail	232	100.0%	225	0	232	98.31%
Priority						
Periodicals	74				74	31.36%
Standard Mail	235				235	99.58%
Residual Mail	228				N/A	N/A
Parcel Select	54				54	22.88%
Parcel Post	81				81	34.32%
Total	236					

* Assumed to be 0, since almost all National Accounts with residual volume are already known to be Priority Mail users

- Our hypothesis that, since these are large companies, there is generally a different decision maker for each applications/products used by the company
- These accounts being a mix of HQs and specific locations/business units – based on which have distinct relationships with USPS (If an account has multiple locations noted in the sample file, we will start by calling the headquarters.)
- We will need to interview every decision maker we can reach (one per application/product per account), given the small universe.
- We will try to get each gatekeeper to direct us to the key decision maker for each of the applications/products used by the organization (which we'll know in advance). Then, we will try to interview each of those decision makers.
- *Each interview will represent exactly 1 product at 1 account. (But there will be multiple interviews per company.)*
- Estimated achievable sample size per product, assuming a 10% completion rate:

	<u>Sample Size</u>
First Class Mail	23
Priority	18
Express	19
Periodicals	7
Standard Mail	24
Parcel Select	5
Parcel Post	8
Total	104

Summary of Original vs. Revised Sample Sizes

(September 4, 2009)

	Sample Sizes		
	Proposed	Revised	Increase
<u>Online Surveys (Total)</u>	<u>1,313</u>	<u>2,000</u>	<u>687</u>
Consumer	1,000	1,000	0
Small Business	313	1,000	687
<u>Phone Surveys (Total)</u>	<u>687</u>	<u>1,679</u>	<u>992</u>
Preferred	313	825	512
Premier	313	750	437
National	61	104	43
TOTAL	2,000	3,679	1,679

Whiteman, Greg - Washington, DC

From: Smith, Bob - Washington, DC
Sent: Wednesday, September 09, 2009 10:09 AM
To: Neil Wolch
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch; Whiteman, Greg - Washington, DC
Subject: RE: 5 Day Delivery Quantitative Phase

A few comments:

For small businesses you list Priority Mail in the last bullet along with Periodicals and Parcel Select where you talk about products where the base size will be lower reflecting the lower incidence of usage. But previously you included Priority Mail in the group where incidence should yield substantial base sizes.

I was at first concerned at the sample size of 104 for National Accounts because in the Monopoly research you were able to complete only 62 interviews. But since you are basing this on a 10% completion rate and are doing multiple interviews by company on a product basis, it may be achievable. You will need to keep us informed on how these are going.

Am I correct in assuming that if the incidence of usage of Priority Mail is higher than the assumed 50% for Preferred and Premier Accounts the final sample size and billing will be lower? You will need to keep us apprised of whether this incidence is tracking higher or lower.

Bob Smith
Market Research
Room 1106
202 268 3579

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Wednesday, September 09, 2009 8:31 AM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: 5 Day Delivery Quantitative Phase

Hi Greg and Bob,

Attached is a brief memo that documents the change in the cost of the quantitative phase that results from the sample plan changes we have made. I've also attached a copy of the latest sampling plan for your convenience; this is the one I sent last Friday.

Please let me know if you have any questions or comments,

Best regards,

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

5/21/2010

Whiteman, Greg - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Wednesday, September 09, 2009 11:52 AM
To: Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch; Whiteman, Greg - Washington, DC
Subject: RE: 5 Day Delivery Quantitative Phase

Hi Bob,

Thank you for the feedback. Please see **responses** below, and let me know if you have any additional questions or feedback.

Thanks,

Neil

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Wednesday, September 09, 2009 9:09 AM
To: Neil Wolch
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch; Whiteman, Greg - Washington, DC
Subject: RE: 5 Day Delivery Quantitative Phase

A few comments:

For small businesses you list Priority Mail in the last bullet along with Periodicals and Parcel Select where you talk about products where the base size will be lower reflecting the lower incidence of usage. But previously you included Priority Mail in the group where incidence should yield substantial base sizes.

I don't think we've ever been able to estimate the base size per product for the small business sample, since we do not know the incidence of product usage. I included Priority Mail in that last bullet point based on my understanding, from conversations with Greg and Bob M., that the incidence for Priority Mail is lower than FCM or SM. We should still end up with a solid sample, as long as incidence is at least 10%. Ultimately, the base size for this (and all products within the small business segment) will be directly in proportion to the incidence of usage.

I was at first concerned at the sample size of 104 for National Accounts because in the Monopoly research you were able to complete only 62 interviews. But since you are basing this on a 10% completion rate and are doing multiple interviews by company on a product basis, it may be achievable. You will need to keep us informed on how these are going.

As you mention, the fact that we can interview multiple decision makers per company (regarding different applications) helps. Of course, we will closely monitor how this goes. The challenges will be in getting past the gatekeepers and finding the right person to interview for each application/product.

Am I correct in assuming that if the incidence of usage of Priority Mail is higher than the assumed 50% for Preferred and Premier Accounts the final sample size and billing will be lower? You will need to keep us apprised of whether this incidence is tracking higher or lower.

Yes, for preferred. The higher the incidence of product usage for all products that will have supplements (all but FCM and Priority Mail), the fewer supplemental interviews will be required. This will reduce costs. Of course, if the incidences are lower than expected, we will have to either settle for a lower total base size for the impacted products, or increase the number of supplements (and the cost).

Premier is a different story. We will be targeting "known" users of each product and interviewing them only about that product. So, the sample size is fixed.

Bob Smith
 Market Research
 Room 1106
 202 268 3579

5/21/2010

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Wednesday, September 09, 2009 8:31 AM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: 5 Day Delivery Quantitative Phase

Hi Greg and Bob,

Attached is a brief memo that documents the change in the cost of the quantitative phase that results from the sample plan changes we have made. I've also attached a copy of the latest sampling plan for your convenience; this is the one I sent last Friday.

Please let me know if you have any questions or comments,

Best regards,

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

Whiteman, Greg - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Friday, September 11, 2009 10:00 AM
To: Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: RE: 5 Day Delivery Quantitative Phase
Attachments: USPS 5 Day - Sampling Plan Draft 9-11-09.docx

Hi Bob,

Thanks for clarifying.

I have attached a slightly updated sampling plan, which reflects this change. I kept the assumption of a 10% response rate for National Accounts, but again we will get more if possible.

I believe this plan should be final, pending your approval of the associated price increase. If that is okay, can you please send a quick note accepting it? Otherwise, we'd be happy to discuss alternatives.

Best regards,

Neil

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Friday, September 11, 2009 8:30 AM
To: Neil Wolch; Whiteman, Greg - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: RE: 5 Day Delivery Quantitative Phase

My understanding is that businesses using Parcel Select would be considered managed accounts and hence would be Preferred.

Bob Smith
Market Research
Room 1106
202 268 3579

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Thursday, September 10, 2009 10:29 PM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: RE: 5 Day Delivery Quantitative Phase

Hi Greg and Bob,

I was just wondering if you have any feedback or additional comments/questions regarding the issues below. Ideally, we'd like to wrap up the sampling plan and budget before the end of the week, before heading to Seattle.

Thanks,

Neil

From: Neil Wolch
5/21/2010

Sent: Wednesday, September 09, 2009 3:06 PM
To: 'Whiteman, Greg - Washington, DC'; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: RE: 5 Day Delivery Quantitative Phase

Hi Greg,

For Small Businesses, is it also true that if they use Parcel Select, they would be Preferred?

We will certainly try to achieve better than a 10 participation rate for National Accounts, but we are not comfortable promising we can beat it. As I mentioned before, the challenge will be getting past the gatekeepers. Are you okay if we keep the plan as is, reflecting our best estimate, but then try to maximize what we get from this segment?

The original budget (total price of \$146,800) included \$80,499 of data collection costs. That included telephone interviewing, incentives, and web panel costs. Please let me know if you would like to discuss this further.

Thanks,

Neil

From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Wednesday, September 09, 2009 2:12 PM
To: Neil Wolch; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: RE: 5 Day Delivery Quantitative Phase

Neil:

For the Small Businesses, none of them will use Standard Mail; if they did, they would be a Preferred Account. So, we want to cover just First-Class Mail and the package services. They also will not use Periodical Mail as, if they, they would be a Preferred Account.

I also would expect we could get a higher than 10 percent participation rate for the National Accounts as this is critically important to them and in their self-interest to participate.

What was the original cost for the sampling, to which we would be adding \$111,100?

Greg

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

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Wednesday, September 09, 2009 8:31 AM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch

5/21/2010

Subject: 5 Day Delivery Quantitative Phase

Hi Greg and Bob,

Attached is a brief memo that documents the change in the cost of the quantitative phase that results from the sample plan changes we have made. I've also attached a copy of the latest sampling plan for your convenience; this is the one I sent last Friday.

Please let me know if you have any questions or comments,

Best regards,

Neil Wolch

Vice President

Opinion Research Corporation

Please note new information:

25 Northwest Point Blvd., Suite 800

Elk Grove Village, IL 60007

Phone: 847-378-2244

Fax: 847-378-2291

e-mail: Neil.Wolch@opinionresearch.com

USPS 5-Day Delivery Research
Quantitative Phase Sampling Plan
Draft (September 11, 2009)

- **Consumers:**

- All respondents will meet the following criteria:
 - Pass a standard security screen (respondent/immediate family members do not work for USPS, a competitor, in advertising/PR, or in marketing research)
 - Are the person in their household who is primarily responsible for handling the receipt, sorting, and other tasks related to their household's mail
 - Have sent, for personal purposes, at least one piece of FCM and/or at least one package via Express Mail, Priority Mail or Parcel Post in the past 12 months
- We assume that all virtually qualified consumers use FCM and about 25% use at least one of the three package services to be studied among consumers (Express Mail, Priority Mail and Parcel Post)
- Everybody will be asked to answer for the products they use for *sending mail for personal, not business, purposes* (among FCM and the 3 package services)
- *Each interview will represent 1 or more products at 1 household.*
- We will study a random sample of 1,000 consumers who meet the criteria listed above.
 - This will yield a substantial base size for FCM (close to 1,000).
 - We expect an aggregate base size of approximately 250 for the package services, but we will not control for this or for the base size for each of the individual services. The resulting base sizes will reflect the relatively limited use of these services.
 - However, if the sample of 1,000 consumers yields substantially fewer than 250 users of the package services, we will increase the total sample size until we obtain 250 package service users.

- **Small Businesses:**
 - Since these are small companies, we expect that there is typically one decision maker who can speak for any applications/products used by the company.
 - All respondents will meet the following criteria:
 - Pass a standard security screen (respondent/immediate family members do not work for USPS, a competitor, in advertising/PR, or in marketing research)
 - Company pays for postage via stamps and/or online only (to ensure that they are not in the Preferred Account sampling frame)
 - Primary decision maker regarding mail/delivery service providers for their organization, or part of a decision making team
 - Use at FCM and/or USPS package products
 - We cannot identify in advance which businesses are likely to use each product.
 - Every respondent will be asked to answer for the products their company uses for *sending mail for business purposes* (among all seven products).
 - No small business will use Standard Mail, Parcel Select or Periodical Mail (as that would make them a Preferred Account).
 - *Each interview will represent 1 or more products at 1 small business.*
 - We will study a random sample of 1,000 small businesses that meet the criteria listed above.
 - We expect the total sample size to yield substantial base sizes for the following products:
 - FCM (We expect almost all small businesses to use this product.)
 - Packages in aggregate: mostly Priority Mail, but also including some Express Mail and Parcel Post

- Preferred Accounts:

- Our recommendation is based on ...
 - Assuming that, of those with residual volume, 100% use FCM and 50% use Priority Mail
 - Product usage (based on the those with any volume in FY08) distributed as follows:

	Positive FY08 Volume	Estimated % of Those Classified Residual That Have Volume	# in Residual with Positive Volume in Specific Product	Incremental # of Product Users from Residual	TOTAL # of Product Users	Incidence Among All w/ Any Positive Volume
First Class Mail	171,986	100.0%	123,705	1,680,749	1,852,735	92.36%
Priority	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]%
Express	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]%
Periodicals	12,094				12,094	0.60%
Standard Mail	385,032				385,032	19.19%
Residual Mail	1,804,454				N/A	N/A
Parcel Select	156				156	0.01%
Parcel Post	388				388	0.02%
Total	3,364,503					
Accounts w/ 0 or - for all	1,358,557					
Accounts w/ Any Positive	2,005,946					

- Assuming that, since these are generally small companies, there is typically one decision maker who can speak for any applications/products used by the company.
- We recommend asking each Preferred Account to provide data for all of the products they use.
 - This would maximize the amount of data obtained per respondent.
- We will start with a random sample of 600 Preferred Accounts.
 - We will add supplemental samples to boost the base sizes for products with low enough incidences that the random sample will yield relatively low base sizes.
 - To avoid biasing results from the random sample, we would only ask those in the supplemental samples to respond for the specific products for which we are supplementing.
- The planned base sizes are summarized below:

	Expected # of Users Among Random Sample of 600*	Planned Supplemental Samples**	Total Sample Size
First Class Mail	554	0	554
Priority	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Periodicals	4	96	100
Standard Mail	115	35	150
Parcel Select	0	10	10
Parcel Post	0	20	20
Total interviews	600	225	825

* Random sample will be respond for all products used
 ** Supplemental samples will respond for only the targeted product

- Each interview will represent 1 or more products at 1 account.
- We will do telephone number look-ups where necessary, to avoid skewing the sample.

- **Premier Accounts:**

- Our recommendation is based on ...

- Assuming that, of those with residual volume, 100% use FCM and 50% use Priority Mail
- Product usage (based on the those with any volume in FY08) distributed as follows:

	Positive FY08 Volume	Estimated % of Those Classified Residual That Have Volume	# in Residual with Positive Volume in Specific Product	Incremental # of Product Users from Residual	TOTAL # of Product Users	Incidence Among All w/ Any Positive Volume
First Class Mail	19,159	100.0%	17,277	4,905	24,064	97.23%
Priority	2,934				2,934	11.86%
Standard Mail	19,272				19,272	77.87%
Residual Mail (Revenue)	22,182				N/A	N/A
Parcel Select	313				313	1.26%
Parcel Post	649				649	2.62%
Total	24,754					
Accounts w/ 0 or - for all products	5					
Accounts w/ Any Positive Volume	24,749					

- Our hypothesis that, since these are large companies, there is generally a different decision maker for each applications/products used by the company
- These accounts being a mix of headquarters and specific locations/business units – based on which have distinct relationships with USPS (If an account has multiple locations noted in the sample file, we will start by calling the headquarters.)
- We will randomly select one of the products used by each account, and then assign that account to a sub-cell to be interviewed only about that product.
- *Each interview will represent exactly 1 product at 1 account.*
- We recommend obtaining a readable base size for each product, with higher targets for the most used products. The plan is summarized below:

	<u>Sample Size</u>
First Class Mail	150
Priority	100
Express	100
Periodicals	100
Standard Mail	150
Parcel Select	75
Parcel Post	75
Total	750

- We recognize that due to the limited number of Premier Accounts using Parcel Select and Parcel Post, we might not be able to reach the targeted sample sizes for those products; we will make a solid effort to get as close as possible.

- **National Accounts:**

- Our recommendation is based on:

- There being 236 accounts in this segment, with product usage (based on the those with any volume in FY08) distributed as follows:

	Positive FY08 Volume	Estimated % of Those Classified Residual That Have Volume	# In Residual with positive volume in specific product	Incremental # of Product Users from Residual*	TOTAL # of Product Users	Incidence Among All w/ Any Positive Volume
First Class Mail	232	100.0%	225	0	232	98.31%
Priority	██████	██████	██████	██████	██████	██████
Periodicals	74				74	31.36%
Standard Mail	235				235	99.58%
Residual Mail	228				N/A	N/A
Parcel Select	54				54	22.88%
Parcel Post	81				81	34.32%
Total	236					

* Assumed to be 0, since almost all National Accounts with residual volume are already known to be Priority Mail users

- Our hypothesis that, since these are large companies, there is generally a different decision maker for each applications/products used by the company
- These accounts being a mix of HQs and specific locations/business units – based on which have distinct relationships with USPS (If an account has multiple locations noted in the sample file, we will start by calling the headquarters.)
- We will need to interview every decision maker we can reach (one per application/product per account), given the small universe.
- We will try to get each gatekeeper to direct us to the key decision maker for each of the applications/products used by the organization (which we'll know in advance). Then, we will try to interview each of those decision makers.
- *Each interview will represent exactly 1 product at 1 account. (But there will be multiple interviews per company.)*
- Estimated achievable sample size per product, assuming a 10% completion rate:

	<u>Sample Size</u>
First Class Mail	23
Priority	18
Express	19
Periodicals	7
Standard Mail	24
Parcel Select	5
Parcel Post	8
Total	104

Summary of Original vs. Revised Sample Sizes
(September 11, 2009)

	Sample Sizes		
	Proposed	Revised	Increase
<u>Online Surveys (Total)</u>	<u>1,313</u>	<u>2,000</u>	<u>687</u>
Consumer	1,000	1,000	0
Small Business	313	1,000	687
<u>Phone Surveys (Total)</u>	<u>687</u>	<u>1,679</u>	<u>992</u>
Preferred	313	825	512
Premier	313	750	437
National	61	104	43
TOTAL	2,000	3,679	1,679

Whiteman, Greg - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Friday, September 11, 2009 11:43 AM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: RE: 5 Day Delivery Quantitative Phase

Hi Greg,

The web and telephone interviews have very different costs per interview (CPIs), and the mix of these went from 34% telephone in the original plan to 46% telephone now. The CPI for the telephone interviews works out to \$101.61; the CPI for web is about \$15 for business and \$6 for consumer.

I hope this clarifies. If not, should we have a quick call to discuss?

Thanks,

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5/21/2010

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The original budget (total price of \$146,800) included \$80,499 of data collection costs. That included telephone interviewing, incentives, and web panel costs. Please let me know if you would like to discuss this further.

Thanks,

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What was the original cost for the sampling, to which we would be adding \$111,100?

Greg

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5/21/2010

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Please let me know if you have any questions or comments,

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

Whiteman, Greg - Washington, DC

From: Whiteman, Greg - Washington, DC
Sent: Friday, September 11, 2009 3:50 PM
To: Smith, Bob - Washington, DC; Neil Wolch
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: RE: 5 Day Delivery Quantitative Phase

Folks:

As we are sampling at the segment level, I would presume that this represents the needed sample size for each segment.

Greg

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Greg.Whiteman@usps.gov

From: Smith, Bob - Washington, DC
Sent: Friday, September 11, 2009 3:47 PM
To: Neil Wolch
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch; Whiteman, Greg - Washington, DC
Subject: RE: 5 Day Delivery Quantitative Phase

If you add together all of the sample for First-Class Mail users (assuming that 900 of the 1,000 small businesses use it), the total sample is 1,627 for FCM users. Are we oversampling for this mail class?

Bob Smith
Market Research
Room 1106
202 268 3579

From: Whiteman, Greg - Washington, DC
Sent: Friday, September 11, 2009 2:37 PM
To: Neil Wolch; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
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Given such large cost differences, should we not consider using the Internet for all segments?

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Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: RE: 5 Day Delivery Quantitative Phase
Attachments: 5daydeliver SOW -- quantitative research cost increase - 9-11-09.docx

Hi Greg,

I have added detail to the note I sent the other day (see attachment). I believe this addresses your request, but please let me know if you would like anything clarified.

We certainly understand that this is a big increase, and we are open to adjusting the sampling plan if necessary.

Regarding using the internet for Preferred, Premier, and National Accounts, the main challenge would be finding the right decision makers. We would have to start with phone recruiting, and we'd still have to incent them. Given the relatively short interview duration, most of the costs are in those components. In fact, it would cost more if we tried to move respondents recruited via telephone to the web, because we'd have to over-recruit to compensate for those who do not. Also, the total potential sample size might decrease, which is a concern for National Accounts.

Please let me know if you would like to discuss this further.

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Vice President

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e-mail: Neil.Wolch@opinionresearch.com



Opinion Research Corporation

September 11, 2009

Mr. Bob Smith
 Mr. Greg Whiteman
 United States Postal Service
 Market Research
 475 L'Enfant Plaza SW
 Washington, DC 20260

Via e-mail to: bob.smith@usps.gov, greg.whiteman@usps.gov

USPS 5-Day Delivery Research – Updated Quantitative Phase Budget

Bob and Greg,

As you know, the sampling plan for the quantitative phase has evolved quite a bit from what was described in ORC's proposal. The latest plan I sent, dated September 4, calls for a total sample size of 3,679; this is 84% higher than the original plan of 2,000 interviews.

As a result, we are projecting an \$111,100 increase in the cost of the quantitative phase, to a new total of \$257,900. The components of this increase, by segment, are shown below:

	Cost Per Interview	Original Proposal		Revised Plan		
		Sample Size	Cost	Sample Size	Cost	Incremental Cost
Fixed Costs			\$66,301		\$66,301	\$0
<u>Variable Costs (Total)</u>		<u>2,000</u>	<u>\$80,501</u>	<u>3,679</u>	<u>\$191,603</u>	<u>\$111,102</u>
<u>Online Surveys (Total)</u>		<u>1,313</u>	<u>\$10,695</u>	<u>2,000</u>	<u>\$21,000</u>	<u>\$10,305</u>
Consumer	\$6.00	1,000	\$6,000	1,000	\$6,000	\$0
Small Business	\$15.00	313	\$4,695	1,000	\$15,000	\$10,305
<u>Phone Surveys (Total)</u>		<u>687</u>	<u>\$69,806</u>	<u>1,679</u>	<u>\$170,603</u>	<u>\$100,797</u>
Preferred	\$101.61	313	\$31,804	825	\$83,829	\$52,025
Premier	\$101.61	313	\$31,804	750	\$76,207	\$44,403
National	\$101.61	61	\$6,198	104	\$10,567	\$4,369
TOTAL		2,000	\$146,802	3,679	\$257,904	\$111,102



Opinion Research Corporation

Please let me know if you have additional thoughts regarding the sampling plan or any questions about the cost implications.

Best regards,

Neil Wolch

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Sent: Friday, September 11, 2009 3:56 PM
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Subject: RE: 5 Day Delivery Quantitative Phase

Greg and Bob,

We did build up the plan by segment, and the Consumer and Small Business sample sizes are driven primarily by the need to get enough users of the package products. We are going to get more FCM ratings than we need, but there is little if any incremental cost for this. We'd still need to interview the same number of people to end up with something in the area of 250 package users per segment. Also, these are online interviews, which are relatively inexpensive.

Best regards,

Neil

From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Friday, September 11, 2009 2:50 PM
To: Smith, Bob - Washington, DC; Neil Wolch
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: RE: 5 Day Delivery Quantitative Phase

Folks:

As we are sampling at the segment level, I would presume that this represents the needed sample size for each segment.

Greg

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

From: Smith, Bob - Washington, DC
Sent: Friday, September 11, 2009 3:47 PM
To: Neil Wolch
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch; Whiteman, Greg - Washington, DC
Subject: RE: 5 Day Delivery Quantitative Phase

If you add together all of the sample for First-Class Mail users (assuming that 900 of the 1,000 small businesses use it), the total sample is 1,627 for FCM users. Are we oversampling for this mail class?

Bob Smith

5/21/2010

Market Research
Room 1106
202 268 3579

From: Whiteman, Greg - Washington, DC
Sent: Friday, September 11, 2009 2:37 PM
To: Neil Wolch; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: RE: 5 Day Delivery Quantitative Phase

Neil:

Can you give us the breakdown for the original sample frame and revised one by consumers and businesses and phone and Internet so we can see the breakdown for \$80,500 and \$191,600?

Given such large cost differences, should we not consider using the Internet for all segments?

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To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: RE: 5 Day Delivery Quantitative Phase

Hi Greg,

The web and telephone interviews have very different costs per interview (CPIs), and the mix of these went from 34% telephone in the original plan to 46% telephone now. The CPI for the telephone interviews works out to \$101.61; the CPI for web is about \$15 for business and \$6 for consumer.

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To: Neil Wolch; Smith, Bob - Washington, DC
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5/21/2010

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To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
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Sent: Wednesday, September 09, 2009 2:12 PM
To: Neil Wolch; Smith, Bob - Washington, DC

5/21/2010

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What was the original cost for the sampling, to which we would be adding \$111,100?

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Please let me know if you have any questions or comments,

Best regards,

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

5/21/2010

Whiteman, Greg - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Monday, September 14, 2009 8:45 PM
To: Whiteman, Greg - Washington, DC
Cc: Lisa Brunning; Jeff Resnick
Subject: Re: 5 Day Delivery Quantitative Phase

Hi Greg,

Would you be able to send email addresses for managed accounts? They are not in the files we have now.

If so, I still worry about how we can find the right decision makers, and I'd be concerned about the completion rate.

Please call my cel (847-204-4865) if you want to discuss now or we can talk in the morning.

Neil

From: Whiteman, Greg - Washington, DC
To: Neil Wolch
Sent: Mon Sep 14 20:34:54 2009
Subject: Re: 5 Day Delivery Quantitative Phase

Neil:

My question is, should we conduct all the sampling online?

Greg

From: Neil Wolch <neil.wolch@opinionresearch.com>
To: Whiteman, Greg - Washington, DC
Sent: Mon Sep 14 15:15:30 2009
Subject: Fw: 5 Day Delivery Quantitative Phase

Resending ...

From: Neil Wolch
To: 'Whiteman, Greg - Washington, DC' ; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Sent: Fri Sep 11 15:51:43 2009
Subject: RE: 5 Day Delivery Quantitative Phase

Hi Greg,

I have added detail to the note I sent the other day (see attachment). I believe this addresses your request, but please let me know if you would like anything clarified.

We certainly understand that this is a big increase, and we are open to adjusting the sampling plan if necessary.

Regarding using the internet for Preferred, Premier, and National Accounts, the main challenge would be finding the right decision makers. We would have to start with phone recruiting, and we'd still have to incent them. Given the relatively short interview duration, most of the costs are in those components. In fact, it would cost more if we tried to move respondents recruited via telephone to the web, because we'd have to over-recruit to compensate for those who do not. Also, the total potential sample size might decrease, which is a concern for National Accounts.

5/21/2010

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5/21/2010

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5/21/2010

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Please let me know if you have any questions or comments,

Best regards,

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

5/21/2010

Whiteman, Greg - Washington, DC

From: Smith, Bob - Washington, DC
Sent: Wednesday, September 16, 2009 9:50 AM
To: Neil Wolch
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: 5 Day

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 retirees 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 alternative would be large price increases.

Key components of the five-day delivery plan are:

- No Saturday delivery to homes and businesses.
- No mail collection on Saturday.
- Maintain Saturday delivery for Post Office Box mail.
- Post Offices currently open on Saturday will remain open.
- Maintain delivery of Express Mail on Saturday and Sunday.
- Continue to make available remittance mail, caller service mail and national firm hold out mail at plants on Saturday.

The Postal Service plans to work with its business customers on any operational issues that result to seek ways to mitigate or reduce the problem.

The Postal Service would like your opinion, as a business customer, about this plan to transition from six- to five-day delivery. Please answer the following questions about this proposal. The survey will take about five minutes to complete. Your responses will be kept confidential. To begin click on the "next" button.

Bob Smith
Market Research
Room 1106
202 268 3579

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Tuesday, September 15, 2009 5:30 PM
To: Smith, Bob - Washington, DC
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: 5 Day

Hi Bob,

Per Greg, can you please send me the preamble used for the MTAC survey?

Thanks,

Neil

5/21/2010

Whiteman, Greg - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Wednesday, September 16, 2009 8:59 PM
To: Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC
Subject: Emailing: Communications Points for 5 Day Delivery

Attachments: Communications Points for 5 Day Delivery.doc



Communications
Points for 5 Da...

<<Communications Points for 5 Day Delivery.doc>> The message is ready to be sent with the following file or link attachments:

Communications Points for 5 Day Delivery

Note: To protect against computer viruses, e-mail programs may prevent sending or receiving certain types of file attachments. Check your e-mail security settings to determine how attachments are handled.

Communications Points for 5 Day Delivery

- The economic situation and the increased usage of the internet have severely impacted the Postal Service. We expect in 2009 a decrease of over 25 billion pieces of mail annually, which is a 13 percent decline compared to 2008. Revenue has declined by about \$9 billion in 2009 v. 2008.
- We have reduced our workforce 20 percent since 1999. In 2009, we will reduce costs by \$5.9 billion, which is about 8 % of total costs. Over the same time, our costs have increased because the number of addresses served has grown from 134 million to 150 million.
- We have implemented a growth strategy based on pricing and product innovation to offer even more value to customers. This includes pricing incentives for package shippers.
- Nevertheless, the Postal Service faces a deficit of over \$7 billion. The deficit will be reduced in part by eliminating Saturday delivery which will save over \$3.3 billion annually. The rest of the deficit will be eliminated by restructuring payments of about \$5.6 billion for retiree health benefits that are now required by law annually.
- All other current service performance will maintained, if not improved..

Whiteman, Greg - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Friday, September 18, 2009 10:38 AM
To: Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: RE: 5 Day Delivery Quantitative Phase

Hi Bob,

I think your suggested sample size reductions would be fine, and they would yield the \$8,636 saving you noted.

I don't think we'd save by limited the number of Preferred Accounts asked about FCM and Priority Mail. The number of interviews would not change, and the duration of those interviews would only be marginally reduced. Also, at some point, we would hit the targets for those products and come across accounts that only use those two; we'd then have to start terminating, which would impact incidence.

Best regards,

Neil

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Friday, September 18, 2009 8:39 AM
To: Neil Wolch; Whiteman, Greg - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: RE: 5 Day Delivery Quantitative Phase

I wonder if we can reduce the sample in a few cells in Preferred and Premier to reduce the costs a bit. In Preferred consider cutting the 35 supplemental interviews for Standard Mail reducing the end sample to 115. This will be a similar sample size to Express and Periodicals and would save \$3,556 at the \$101.61 cost per interview. Also consider cutting the Premier sample size for Standard Mail from 150 to 100. This would save \$5,080 at the \$101.61 cost per interview. The total of that would be \$8,636. Can we reduce the ending sample sizes for FCM and Priority among the Preferred sample? In other words, one we reach let's say 200 interviews for each, we would no longer interview about those two products. Would there be a cost savings there?

Bob Smith
 Market Research
 Room 1106
 202 268 3579

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Thursday, September 17, 2009 6:47 PM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: RE: 5 Day Delivery Quantitative Phase
Importance: High

Hi Greg,

I hope you had a good flight home.

I have updated the memo about the quant phase price increase, to include a discussion of the advantages and disadvantages of online alternatives. As we have discussed, there does not appear to be a viable option that would actually save costs relative to the straight telephone interviewing approach.

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

5/21/2010

Best regards,

Neil

From: Neil Wolch
Sent: Friday, September 11, 2009 2:52 PM
To: 'Whiteman, Greg - Washington, DC'; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
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Please note new information:
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Elk Grove Village, IL 60007
Phone: 847-378-2244
Fax: 847-378-2291
e-mail: Neil.Wolch@opinionresearch.com

Whiteman, Greg - Washington, DC

From: Becky Yalch [Becky.Yalch@opinionresearch.com]
Sent: Wednesday, September 23, 2009 11:39 PM
To: Neil Wolch; Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC
Cc: Jeff Resnick; Lisa Brunning
Subject: Re: 5 Day Delivery Quantitative Phase

Correct. Not volume questions

From: Neil Wolch
To: Becky Yalch; 'bob.smith@usps.gov' ; 'greg.whiteman@usps.gov'
Cc: Jeff Resnick; Lisa Brunning
Sent: Wed Sep 23 23:36:16 2009
Subject: RE: 5 Day Delivery Quantitative Phase

I assume these would be more along the lines of classification questions, right? They would not factor in the volume impact calculations, because those focus on what is sent, not received.

Any other thoughts on these questions? Should we add them?

Thanks,

Neil

From: Becky Yalch
Sent: Wednesday, September 23, 2009 10:29 PM
To: Neil Wolch; 'bob.smith@usps.gov'; 'greg.whiteman@usps.gov'
Cc: Jeff Resnick; Lisa Brunning
Subject: Re: 5 Day Delivery Quantitative Phase

Neil. Greg and bob have both docs. Bob mentioned a possible consumer question add. How many or how often do you receive checks in mail. Then maybe multiple response or something simple to get at welfare social security food stamps dividends other

From: Neil Wolch
To: 'Smith, Bob - Washington, DC' ; 'Whiteman, Greg - Washington, DC'
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Sent: Wed Sep 23 13:08:02 2009
Subject: RE: 5 Day Delivery Quantitative Phase

Hi Bob and Greg,

I've attached another update of the memo regarding the price of the quantitative phase. This reflects the sample size reduction and corresponding price adjustment Bob recommended last week.

I've also added a more complete explanation of the phone recruit to phone/web (respondent's choice) option for Preferred/Premier/National Accounts. As you can see, we are estimating that this would be substantially more expensive than the current plan, and it would run the risk of increasing the timeline and reducing the potential sample size for National Accounts.

We are working on the CARAVAN option for consumers. I'll send pricing for that later.

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

5/21/2010

Best regards,

Neil

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Hi Bob,

I think your suggested sample size reductions would be fine, and they would yield the \$8,636 saving you noted.

I don't think we'd save by limited the number of Preferred Accounts asked about FCM and Priority Mail. The number of interviews would not change, and the duration of those interviews would only be marginally reduced. Also, at some point, we would hit the targets for those products and come across accounts that only use those two; we'd then have to start terminating, which would impact incidence.

Best regards,

Neil

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

Sent: Friday, September 18, 2009 8:39 AM

To: Neil Wolch; Whiteman, Greg - Washington, DC

Cc: Jeff Resnick; Lisa Brunning; Becky Yalch

Subject: RE: 5 Day Delivery Quantitative Phase

I wonder if we can reduce the sample in a few cells in Preferred and Premier to reduce the costs a bit. In Preferred consider cutting the 35 supplemental interviews for Standard Mail reducing the end sample to 115. This will be a similar sample size to Express and Periodicals and would save \$3,556 at the \$101.61 cost per interview. Also consider cutting the Premier sample size for Standard Mail from 150 to 100. This would save \$5,080 at the \$101.61 cost per interview. The total of that would be \$8,636. Can we reduce the ending sample sizes for FCM and Priority among the Preferred sample? In other words, one we reach let's say 200 interviews for each, we would no longer interview about those two products. Would there be a cost savings there?

Bob Smith

Market Research

Room 1106

202 268 3579

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

Sent: Thursday, September 17, 2009 6:47 PM

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

Cc: Jeff Resnick; Lisa Brunning; Becky Yalch

Subject: RE: 5 Day Delivery Quantitative Phase

Importance: High

Hi Greg,

I hope you had a good flight home.

I have updated the memo about the quant phase price increase, to include a discussion of the advantages and disadvantages of online alternatives. As we have discussed, there does not appear to be a viable option that would actually save costs relative to the straight telephone interviewing approach.

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

5/21/2010

Best regards,

Neil

From: Neil Wolch
Sent: Friday, September 11, 2009 2:52 PM
To: 'Whiteman, Greg - Washington, DC'; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: RE: 5 Day Delivery Quantitative Phase

Hi Greg,

I have added detail to the note I sent the other day (see attachment). I believe this addresses your request, but please let me know if you would like anything clarified.

We certainly understand that this is a big increase, and we are open to adjusting the sampling plan if necessary.

Regarding using the internet for Preferred, Premier, and National Accounts, the main challenge would be finding the right decision makers. We would have to start with phone recruiting, and we'd still have to incent them. Given the relatively short interview duration, most of the costs are in those components. In fact, it would cost more if we tried to move respondents recruited via telephone to the web, because we'd have to over-recruit to compensate for those who do not. Also, the total potential sample size might decrease, which is a concern for National Accounts.

Please let me know if you would like to discuss this further.

Thanks,

Neil

From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Friday, September 11, 2009 1:37 PM
To: Neil Wolch; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: RE: 5 Day Delivery Quantitative Phase

Neil:

Can you give us the breakdown for the original sample frame and revised one by consumers and businesses and phone and Internet so we can see the breakdown for \$80,500 and \$191,600?

Given such large cost differences, should we not consider using the Internet for all segments?

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: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Friday, September 11, 2009 11:43 AM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: RE: 5 Day Delivery Quantitative Phase

Hi Greg,

The web and telephone interviews have very different costs per interview (CPIs), and the mix of these went from 34% telephone in the original plan to 46% telephone now. The CPI for the telephone interviews works out to \$101.61; the CPI for web is about \$15 for business and \$6 for consumer.

I hope this clarifies. If not, should we have a quick call to discuss?

Thanks,

Neil

From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Friday, September 11, 2009 10:20 AM
To: Neil Wolch; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: RE: 5 Day Delivery Quantitative Phase

Neil:

Concerning the incremental costs, the cost per interview of the initially proposed 2,000 interviews was \$40.25. The cost for the additional 1,679 interviews would be \$66.17. Why such a large increase in the per interview cost?

Greg

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

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Thursday, September 10, 2009 10:29 PM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: RE: 5 Day Delivery Quantitative Phase

Hi Greg and Bob,

I was just wondering if you have any feedback or additional comments/questions regarding the issues below. Ideally, we'd like to wrap up the sampling plan and budget before the end of the week, before heading to Seattle.

Thanks,

Neil

5/21/2010

From: Neil Wolch
Sent: Wednesday, September 09, 2009 3:06 PM
To: 'Whiteman, Greg - Washington, DC'; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: RE: 5 Day Delivery Quantitative Phase

Hi Greg,

For Small Businesses, is it also true that if they use Parcel Select, they would be Preferred?

We will certainly try to achieve better than a 10 participation rate for National Accounts, but we are not comfortable promising we can beat it. As I mentioned before, the challenge will be getting past the gatekeepers. Are you okay if we keep the plan as is, reflecting our best estimate, but then try to maximize what we get from this segment?

The original budget (total price of \$146,800) included \$80,499 of data collection costs. That included telephone interviewing, incentives, and web panel costs. Please let me know if you would like to discuss this further.

Thanks,

Neil

From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Wednesday, September 09, 2009 2:12 PM
To: Neil Wolch; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: RE: 5 Day Delivery Quantitative Phase

Neil:

For the Small Businesses, none of them will use Standard Mail; if they did, they would be a Preferred Account. So, we want to cover just First-Class Mail and the package services. They also will not use Periodical Mail as, if they, they would be a Preferred Account.

I also would expect we could get a higher than 10 percent participation rate for the National Accounts as this is critically important to them and in their self-interest to participate.

What was the original cost for the sampling, to which we would be adding \$111,100?

Greg

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

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Wednesday, September 09, 2009 8:31 AM

5/21/2010

To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: 5 Day Delivery Quantitative Phase

Hi Greg and Bob,

Attached is a brief memo that documents the change in the cost of the quantitative phase that results from the sample plan changes we have made. I've also attached a copy of the latest sampling plan for your convenience; this is the one I sent last Friday.

Please let me know if you have any questions or comments,

Best regards,

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

Whiteman, Greg - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Thursday, September 24, 2009 4:26 PM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch; Wayne Russum
Subject: RE: 5-Day Research: Consumer Segment

Hi Greg,

Cell phone interviewing is more expensive in large part because we cannot use a predictive dialer. Also, there is a lower response/cooperation on cell phones. Finally, we have to offer incentives to cell phone respondents. As this methodology is still slightly experimental, we are testing to determine the most effective incentive amount (currently in the range of \$5-\$10).

At present, the cell phone supplement is conducted monthly. The next one is next week, which means we'd have to have the questionnaire completely finalized early Monday. The following opportunity is not until the end of October, which we believe would be too late.

Please let me know if you have any additional questions or thoughts about this.

Thanks,

Neil

From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Thursday, September 24, 2009 3:02 PM
To: Neil Wolch; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch; Wayne Russum
Subject: Re: 5-Day Research: Consumer Segment

Neil:

Two questions:

1. Why is a cell phone interview more expensive than a land line interview?

If the cell phone caravan is weekly, why can't we be in both Caravans per normal participation?

Greg

From: Neil Wolch <neil.wolch@opinionresearch.com>
To: Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick <jeff.resnick@opinionresearch.com>; Lisa Brunning <Lisa.Brunning@opinionresearch.com>; Becky Yalch <Becky.Yalch@opinionresearch.com>; Wayne Russum <wayne.russum@opinionresearch.com>
Sent: Thu Sep 24 12:29:32 2009
Subject: 5-Day Research: Consumer Segment

Hi all,

We have priced out the alternative data collection method for consumers that was discussed earlier this week. The goal is to obtain a more representative and defensible sample of consumers, relative to the current plan of an online survey among members of a web panel.

To achieve this in a relatively cost effective manner, we would utilize ORC's CARAVAN services. Specifically, we would conduct one wave of the traditional (telephone land line) CARAVAN study (n=1,000) and one special wave of the cell phone supplement

5/21/2010

(n=250). Based on the assumption that incidence will be approximately 80%, this plan would yield an effective sample of approximately 1,000 household mail CEOs, the same sample size currently planned under the online methodology. Approximately 20% would come from the cell phone supplement.

As you know, cell phone interviews are relatively expensive relative to traditional, land-line interviews. In addition, due to timeline constraints, the cell phone supplement has been priced as a "custom" single-client study rather than a multi-client/shared-cost omnibus.

The proposed change in methodology for the Consumer segment would result in a net price increase of \$34,900.

Please let me know if you have any questions, comments, or a decision on which method you would like to use.

Thanks,

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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: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Thursday, September 24, 2009 4:29 PM
To: Whiteman, Greg - Washington, DC
Cc: Lisa Brunning
Subject: RE: 5-Day Research: Consumer Segment

Thanks, Greg. We'll wait to hear back from the Bobs and then get started with programming.

Neil

From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Thursday, September 24, 2009 3:22 PM
To: Neil Wolch; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch; Wayne Russum
Subject: Re: 5-Day Research: Consumer Segment

Neil:

I have reviewed the questionnaire; it seems you picked up all the changes. Bobs, anything I missed?

Greg

From: Whiteman, Greg - Washington, DC
To: 'NEIL.WOLCH@OPINIONRESEARCH.COM' <NEIL.WOLCH@OPINIONRESEARCH.COM>; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: 'jeff.resnick@opinionresearch.com' <jeff.resnick@opinionresearch.com>; 'LISA.BRUNNING@OPINIONRESEARCH.COM' <LISA.BRUNNING@OPINIONRESEARCH.COM>; 'BECKY.YALCH@OPINIONRESEARCH.COM' <BECKY.YALCH@OPINIONRESEARCH.COM>; 'wayne.russum@opinionresearch.com' <wayne.russum@opinionresearch.com>
Sent: Thu Sep 24 15:02:27 2009
Subject: Re: 5-Day Research: Consumer Segment

Neil:

Two questions:

1. Why is a cell phone interview more expensive than a land line interview?

If the cell phone caravan is weekly, why can't we be in both Caravans per normal participation?

Greg

From: Neil Wolch <neil.wolch@opinionresearch.com>
To: Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick <jeff.resnick@opinionresearch.com>; Lisa Brunning <Lisa.Brunning@opinionresearch.com>; Becky Yalch <Becky.Yalch@opinionresearch.com>; Wayne Russum <wayne.russum@opinionresearch.com>
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5/21/2010

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As you know, cell phone interviews are relatively expensive relative to traditional, land-line interviews. In addition, due to timeline constraints, the cell phone supplement has been priced as a "custom" single-client study rather than a multi-client/shared-cost omnibus.

The proposed change in methodology for the Consumer segment would result in a net price increase of \$34,900.

Please let me know if you have any questions, comments, or a decision on which method you would like to use.

Thanks,

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

Whiteman, Greg - Washington, DC

From: Whiteman, Greg - Washington, DC
Sent: Thursday, September 24, 2009 5:17 PM
To: Michelson, Robert - Washington, DC
Subject: Fw: 5-Day Research: Consumer Segment

Bob:

Your thoughts? It would give us better coverage of younger consumers and be more representative than a panel. At a cost of \$34,000.

Greg

From: Neil Wolch <neil.wolch@opinionresearch.com>
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick <jeff.resnick@opinionresearch.com>; Lisa Brunning <Lisa.Brunning@opinionresearch.com>; Becky Yalch <Becky.Yalch@opinionresearch.com>; Wayne Russum <wayne.russum@opinionresearch.com>
Sent: Thu Sep 24 15:26:22 2009
Subject: RE: 5-Day Research: Consumer Segment

Hi Greg,

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Thanks,

Neil

From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Thursday, September 24, 2009 3:02 PM
To: Neil Wolch; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch; Wayne Russum
Subject: Re: 5-Day Research: Consumer Segment

Neil:

Two questions:

1. Why is a cell phone interview more expensive than a land line interview?

If the cell phone caravan is weekly, why can't we be in both Caravans per normal participation?

Greg

From: Neil Wolch <neil.wolch@opinionresearch.com>

5/21/2010

To: Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick <jeff.resnick@opinionresearch.com>; Lisa Brunning <Lisa.Brunning@opinionresearch.com>; Becky Yalch <Becky.Yalch@opinionresearch.com>; Wayne Russum <wayne.russum@opinionresearch.com>
Sent: Thu Sep 24 12:29:32 2009
Subject: 5-Day Research: Consumer Segment

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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: Thursday, September 24, 2009 5:21 PM
To: Whiteman, Greg - Washington, DC
Subject: Re: 5-Day Research: Consumer Segment

I read over the emails and word document from Neil. This is the way to go to avoid issues of whether we reached the right people. It makes sense to me.

Bob

From: Whiteman, Greg - Washington, DC
To: Michelson, Robert - Washington, DC
Sent: Thu Sep 24 16:16:43 2009
Subject: Fw: 5-Day Research: Consumer Segment

Bob:

Your thoughts? It would give us better coverage of younger consumers and be more representative than a panel. At a cost of \$34,000.

Greg

From: Neil Wolch <neil.wolch@opinionresearch.com>
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick <jeff.resnick@opinionresearch.com>; Lisa Brunning <Lisa.Brunning@opinionresearch.com>; Becky Yalch <Becky.Yalch@opinionresearch.com>; Wayne Russum <wayne.russum@opinionresearch.com>
Sent: Thu Sep 24 15:26:22 2009
Subject: RE: 5-Day Research: Consumer Segment

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Thanks,

Neil

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Sent: Thursday, September 24, 2009 3:02 PM
To: Neil Wolch; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch; Wayne Russum
Subject: Re: 5-Day Research: Consumer Segment

5/21/2010

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Greg

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

Cc: Jeff Resnick <jeff.resnick@opinionresearch.com>; Lisa Brunning <Lisa.Brunning@opinionresearch.com>; Becky Yalch <Becky.Yalch@opinionresearch.com>; Wayne Russum <wayne.russum@opinionresearch.com>

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Please let me know if you have any questions, comments, or a decision on which method you would like to use.

Thanks,

Neil Wolch

Vice President

Opinion Research Corporation

Please note new information:

25 Northwest Point Blvd., Suite 800

Elk Grove Village, IL 60007-1099

Phone: 847-378-2244

Fax: 847-378-2290

e-mail: Neil.Wolch@opinionresearch.com

Whiteman, Greg - Washington, DC

From: Michelson, Robert - Washington, DC
Sent: Thursday, September 24, 2009 5:18 PM
To: Whiteman, Greg - Washington, DC; 'neil.wolch@opinionresearch.com'; Smith, Bob - Washington, DC
Cc: 'jeff.resnick@opinionresearch.com'; 'LISA.BRUNNING@OPINIONRESEARCH.COM'; 'Becky.Yalch@opinionresearch.com'; 'wayne.russum@opinionresearch.com'
Subject: Re: 5-Day Research: Consumer Segment

Neil.

I have reviewed the questionnaire too. I agree with Greg, but have a couple of questions.

On page 10, Q3, are we going to ask about each alternative for each product. Like, why ask about emails for packages? It is not clear from the questionnaire. Why not do it like page 14, Q5.

On page 17, the description of the concept, I will have a final version to you tomorrow. For now change the last word in 6th bullet from "Sunday" to "Monday".

Everything else looks great.

Bob

From: Whiteman, Greg - Washington, DC
To: 'NEIL.WOLCH@OPINIONRESEARCH.COM' <NEIL.WOLCH@OPINIONRESEARCH.COM>; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: 'jeff.resnick@opinionresearch.com' <jeff.resnick@opinionresearch.com>; 'LISA.BRUNNING@OPINIONRESEARCH.COM' <LISA.BRUNNING@OPINIONRESEARCH.COM>; 'BECKY.YALCH@OPINIONRESEARCH.COM' <BECKY.YALCH@OPINIONRESEARCH.COM>; 'wayne.russum@opinionresearch.com' <wayne.russum@opinionresearch.com>
Sent: Thu Sep 24 15:22:19 2009
Subject: Re: 5-Day Research: Consumer Segment

Neil:

I have reviewed the questionnaire; it seems you picked up all the changes. Bobs, anything I missed?

Greg

From: Whiteman, Greg - Washington, DC
To: 'NEIL.WOLCH@OPINIONRESEARCH.COM' <NEIL.WOLCH@OPINIONRESEARCH.COM>; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: 'jeff.resnick@opinionresearch.com' <jeff.resnick@opinionresearch.com>; 'LISA.BRUNNING@OPINIONRESEARCH.COM' <LISA.BRUNNING@OPINIONRESEARCH.COM>; 'BECKY.YALCH@OPINIONRESEARCH.COM' <BECKY.YALCH@OPINIONRESEARCH.COM>; 'wayne.russum@opinionresearch.com' <wayne.russum@opinionresearch.com>
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Please let me know if you have any questions, comments, or a decision on which method you would like to use.

Thanks,

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

5/21/2010

Whiteman, Greg - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Thursday, September 24, 2009 6:48 PM
To: Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch; Wayne Russum
Subject: RE: 5-Day Research: Consumer Segment

Hi Bob,

Thanks for the feedback. For Q3 (and other questions of this type), there are programmer instructions above the question indicating that we will only show alternatives that were selected in the previous question. In that previous question, we are only showing options that make sense for a given application. So, that takes care of excluding non-applicable choices from Q3 and the other questions that are like it.

Please let me know if you have any other input. I'll be on the road tomorrow; please copy Lisa on all emails so she can keep things moving. I'll be available sporadically by Blackberry/cell phone (847-204-4865) if there are any urgent issues.

Thanks,

Neil

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
Sent: Thursday, September 24, 2009 4:18 PM
To: Whiteman, Greg - Washington, DC; Neil Wolch; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch; Wayne Russum
Subject: Re: 5-Day Research: Consumer Segment

Neil.

I have reviewed the questionnaire too. I agree with Greg, but have a couple of questions.

On page 10, Q3, are we going to ask about each alternative for each product. Like, why ask about emails for packages? It is not clear from the questionnaire. Why not do it like page 14, Q5.

On page 17, the description of the concept, I will have a final version to you tomorrow. For now change the last word in 6th bullet from "Sunday" to "Monday".

Everything else looks great.

Bob

From: Whiteman, Greg - Washington, DC
To: 'NEIL.WOLCH@OPINIONRESEARCH.COM' <NEIL.WOLCH@OPINIONRESEARCH.COM>; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: 'jeff.resnick@opinionresearch.com' <jeff.resnick@opinionresearch.com>; 'LISA.BRUNNING@OPINIONRESEARCH.COM' <LISA.BRUNNING@OPINIONRESEARCH.COM>; 'BECKY.YALCH@OPINIONRESEARCH.COM' <BECKY.YALCH@OPINIONRESEARCH.COM>; 'wayne.russum@opinionresearch.com' <wayne.russum@opinionresearch.com>
Sent: Thu Sep 24 15:22:19 2009
Subject: Re: 5-Day Research: Consumer Segment

Neil:

I have reviewed the questionnaire; it seems you picked up all the changes. Bobs, anything I missed?

5/21/2010

Greg

From: Whiteman, Greg - Washington, DC
To: 'NEIL.WOLCH@OPINIONRESEARCH.COM' <NEIL.WOLCH@OPINIONRESEARCH.COM>; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: 'jeff.resnick@opinionresearch.com' <jeff.resnick@opinionresearch.com>; 'LISA.BRUNNING@OPINIONRESEARCH.COM' <LISA.BRUNNING@OPINIONRESEARCH.COM>; 'BECKY.YALCH@OPINIONRESEARCH.COM' <BECKY.YALCH@OPINIONRESEARCH.COM>; 'wayne.russum@opinionresearch.com' <wayne.russum@opinionresearch.com>
Sent: Thu Sep 24 15:02:27 2009
Subject: Re: 5-Day Research: Consumer Segment

Neil:

Two questions:

1. Why is a cell phone interview more expensive than a land line interview?

If the cell phone caravan is weekly, why can't we be in both Caravans per normal participation?

Greg

From: Neil Wolch <neil.wolch@opinionresearch.com>
To: Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick <jeff.resnick@opinionresearch.com>; Lisa Brunning <Lisa.Brunning@opinionresearch.com>; Becky Yalch <Becky.Yalch@opinionresearch.com>; Wayne Russum <wayne.russum@opinionresearch.com>
Sent: Thu Sep 24 12:29:32 2009
Subject: 5-Day Research: Consumer Segment

Hi all,

We have priced out the alternative data collection method for consumers that was discussed earlier this week. The goal is to obtain a more representative and defensible sample of consumers, relative to the current plan of an online survey among members of a web panel.

To achieve this in a relatively cost effective manner, we would utilize ORC's CARAVAN services. Specifically, we would conduct one wave of the traditional (telephone land line) CARAVAN study (n=1,000) and one special wave of the cell phone supplement (n=250). Based on the assumption that incidence will be approximately 80%, this plan would yield an effective sample of approximately 1,000 household mail CEOs, the same sample size currently planned under the online methodology. Approximately 20% would come from the cell phone supplement.

As you know, cell phone interviews are relatively expensive relative to traditional, land-line interviews. In addition, due to timeline constraints, the cell phone supplement has been priced as a "custom" single-client study rather than a multi-client/shared-cost omnibus.

The proposed change in methodology for the Consumer segment would result in a net price increase of \$34,900.

Please let me know if you have any questions, comments, or a decision on which method you would like to use.

Thanks,

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

5/21/2010

Whiteman, Greg - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Friday, September 25, 2009 4:41 PM
To: Whiteman, Greg - Washington, DC; Neil Wolch; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick; Becky Yalch; Wayne Russum
Subject: RE: 5-Day Research: Consumer Segment

Greg,

Thanks for letting us know about using CARAVAN for the consumer segment. Neil, Jeff and I talked and we were wondering if we should also be doing the small business interviews by phone? We were not sure if you would be questioned as to why all interviews were conducted by phone with the exception of small businesses which will be conducted using a web panel. If you are interested in exploring this option, we can work up a revised cost estimate for your consideration on Monday. As I am sure you can understand it would be a cost increase going from a web panel approach to a phone approach. Please let us know your thoughts. 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, September 25, 2009 10:54 AM
To: Neil Wolch; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch; Wayne Russum
Subject: RE: 5-Day Research: Consumer Segment

Neil:

Bob Michelson and I spoke and we agree that we should use the Caravan approach.

Becky, could you make sure that you coordinate with Bob Smith to complete the invoice to include all expenses for which we pay for FY09 expenses. This is critical so we reduce what we will need to pay in FY10.

Bob Smith, please make sure we get the invoice in time to send onto San Mateo.

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: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Thursday, September 24, 2009 1:30 PM
To: Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch; Wayne Russum
Subject: 5-Day Research: Consumer Segment

Hi all,

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As you know, cell phone interviews are relatively expensive relative to traditional, land-line interviews. In addition, due to timeline constraints, the cell phone supplement has been priced as a "custom" single-client study rather than a multi-client/shared-cost omnibus.

The proposed change in methodology for the Consumer segment would result in a net price increase of \$34,900.

Please let me know if you have any questions, comments, or a decision on which method you would like to use.

Thanks,

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

Whiteman, Greg - Washington, DC

From: Smith, Bob - Washington, DC
Sent: Friday, September 25, 2009 11:00 AM
To: Neil Wolch; Jeff Resnick; Lisa Brunning; Becky Yalch
Cc: Wayne Russum; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: 5-Day Research: Consumer Segment

I discussed with Greg the other issue of whether we want to reduce the sample size for Premier and Preferred users of Standard Mail, and we do not and will go with the originally proposed sample size.

Bob Smith
Market Research
Room 1106
202 268 3579

From: Whiteman, Greg - Washington, DC
Sent: Friday, September 25, 2009 10:54 AM
To: Neil Wolch; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch; Wayne Russum
Subject: RE: 5-Day Research: Consumer Segment

Neil:

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Bob Smith, please make sure we get the invoice in time to send onto San Mateo.

Greg

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

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Thursday, September 24, 2009 1:30 PM
To: Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch; Wayne Russum
Subject: 5-Day Research: Consumer Segment

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5/21/2010

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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: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Monday, September 28, 2009 11:27 PM
To: Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch
Subject: RE: 5-Day Research: Consumer Segment
Follow Up Flag: Follow up
Due By: Monday, September 28, 2009 11:00 AM
Flag Status: Flagged
Attachments: 5daydeliver SOW – quantitative research cost increase - 9-28-09 pending decision on small business method.docx; USPS 5 Day - Sampling Plan Draft 9-28-09 pending decision on small business method.docx

Hi all,

The attached pricing letter has been updated to reflect the current plan, per your direction below.

Of course, this is pending a decision regarding whether we should switch from online to telephone interviews for the Small Business segment. That would make us consistent in our use of telephone for all segments, now that we have changed the plan for Consumers. If we make the change, it would add \$56,700 to the total study costs (of which \$25,000 would be for incentives).

I've also attached the latest version of the sampling plan (with the most recent changes highlighted).

Please let us know what you think about the Small Business methodology, and if you have any questions or comments about either of the attachments.

Thanks,

Neil

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Friday, September 25, 2009 10:00 AM
To: Neil Wolch; Jeff Resnick; Lisa Brunning; Becky Yalch
Cc: Wayne Russum; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: 5-Day Research: Consumer Segment

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Bob Smith
 Market Research
 Room 1106
 202 268 3579

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Sent: Friday, September 25, 2009 10:54 AM
To: Neil Wolch; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
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5/21/2010

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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

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Thursday, September 24, 2009 1:30 PM
To: Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Becky Yalch; Wayne Russum
Subject: 5-Day Research: Consumer Segment

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The proposed change in methodology for the Consumer segment would result in a net price increase of \$34,900.

Please let me know if you have any questions, comments, or a decision on which method you would like to use.

Thanks,

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

5/21/2010



Opinion Research Corporation

September 28, 2009

Mr. Bob Smith
 Mr. Greg Whiteman
 United States Postal Service
 Market Research
 475 L'Enfant Plaza SW
 Washington, DC 20260

Via e-mail to: bob.smith@usps.gov, greg.whiteman@usps.gov

USPS 5-Day Delivery Research – Updated Quantitative Phase Budget

Bob and Greg,

As you know, the sampling plan for the quantitative phase has evolved quite a bit from what was described in ORC's proposal. This note summarizes the cost impact of the current sampling plan. The cost changes are driven by:

- Substantial increases in the sample sizes for the Preferred, Premier and National segments. (Based on your input September 25, we have gone back to the plan the calls for 150 users of this product in each of those segments.)
- The decision to change from online to a telephone interviewing for the Consumer segment. This will include one wave of traditional, land-line CARAVAN and one wave of a cell phone supplement.

These changes result in a \$146,002 increase over the price in our original proposal. The components of this increase, by segment, are shown below:

		Original Proposal		Revised Plan		
	Cost Per Interview	Sample Size	Cost	Sample Size	Cost	Incremental Cost
Fixed Costs			\$66,301		\$66,301	\$0
Variable Costs (Total)		2,000	\$80,501	3,594	\$226,503	\$146,002
Consumer		1,000	\$6,000	1,000	\$40,900	\$34,900
Small Business	\$15.00	313	\$4,695	1,000	\$15,000	\$10,305
Preferred	\$101.61	313	\$31,804	825	\$83,829	\$52,025
Premier	\$101.61	313	\$31,804	750	\$76,207	\$44,403
National	\$101.61	61	\$6,198	104	\$10,567	\$4,369
TOTAL		2,000	\$146,802	3,594	\$292,804	\$146,002



We have, of course, considered online alternatives for the National, Premier and Preferred segments, in the hope of finding a way minimize the cost increase. The advantages and disadvantages of these alternatives are summarized below. We conclude that straight telephone interviewing (no online component) is, in fact, the most cost-effective, viable methodology for these segments.

Methodology	Advantages	Disadvantages	Conclusion
Option 1: Straight Web Survey	<ul style="list-style-type: none"> ▪ Lower cost ▪ Fast turnaround 	<ul style="list-style-type: none"> ▪ Passive screening – would not be able to ensure that we reach the key decision makers for Preferred, Premier, and National Accounts ▪ Databases provided by USPS do not have email addresses 	<i>Not a viable option for this research</i>
Option 2: Phone Recruit to a Web Survey	<ul style="list-style-type: none"> ▪ Save telephone interviewing costs for main interviews (post screener) 	<ul style="list-style-type: none"> ▪ Not all who are recruited via telephone will actually complete the web survey. This creates a need to over-recruit. ▪ A lower completion rate would reduce the potential sample size, a serious consideration for National Accounts. ▪ Given the relatively short interview duration, the bulk of data collection costs are in incentives (which would be required for regardless of recruiting method) and recruiting (which would increase). ▪ Could add to the timeline. 	<i>Not a cost effective option for this research: the cost for additional recruiting would exceed the cost savings due to less phone time on the main portion of the questionnaire</i>
Option 3: Phone Recruit to Phone or Web Survey -- Depending on Respondent's Preference (see details below)	<ul style="list-style-type: none"> ▪ Save some of the telephone interviewing costs for main interviews (post screener) 	<ul style="list-style-type: none"> ▪ Same issue with over-recruiting as described above, although potentially to a lesser extent ▪ Introduces a mixed methodology within segments 	<i>Not a cost effective option for this research: as discussed below, the cost for additional recruiting would exceed the cost savings due to less phone time on the main portion of the questionnaire</i>



Opinion Research Corporation

Our cost estimate for Option 3 is based on the following specifications and assumptions:

- Specifications:
 - Respondents who choose the web survey option would be sent the link to it immediately.
 - To achieve the completion rate noted below, we will send up to two reminder emails and make up to one reminder call as necessary.
- Assumptions:
 - To achieve the total desired sample size across these segments (1,679), we would have to recruit a total of 2,238 decision makers.
 - Half of those recruited via telephone (1,119) will choose to complete the interview via telephone.
 - The other half will ask to be sent the link to the web survey, but only half of them (560) would actually complete the survey online.
 - Effectively, this means that approximately two-thirds of all completed interviews would be via telephone, and we will have to over-recruit by 33% in order to achieve the desired ending sample size.

We estimate that Option 3 would add \$30,700 to the total study cost. For this reason, and the potential impacts on the timeline and the sample size for National Accounts, we recommend staying with the current plan.

Please let me know if you have additional thoughts regarding the sampling plan or any questions about the cost implications.

Best regards,

Neil Wolch

USPS 5-Day Delivery Research
Quantitative Phase Sampling Plan
Draft (September 27, 2009)

- **Consumers:**

- All respondents will meet the following criteria:
 - Pass a standard security screen (respondent/immediate family members do not work for USPS, a competitor, in advertising/PR, or in marketing research)
 - Are the person in their household who is primarily responsible for handling the receipt, sorting, and other tasks related to their household's mail
 - Have sent, for personal purposes, at least one piece of FCM and/or at least one package via Express Mail, Priority Mail or Parcel Post in the past 12 months
- We assume that all virtually qualified consumers use FCM and about 25% use at least one of the three package services to be studied among consumers (Express Mail, Priority Mail and Parcel Post)
- Everybody will be asked to answer for the products they use for *sending mail for personal, not business, purposes* (among FCM and the 3 package services)
- *Each interview will represent 1 or more products at 1 household.*
- We will study a random sample of approximately 1,000 consumers who meet the criteria listed above (screened from a total sample of 1,000 land-line CARAVAN respondents and 250 respondents in a cell phone supplement).
 - This is expected to yield a substantial base size for FCM (close to 1,000).
 - We expect an aggregate base size of approximately 250 for the package services, but we will not control for this or for the base size for each of the individual services. The resulting base sizes will reflect the relatively limited use of these services.
 - ~~However, if the sample of 1,000 consumers yields substantially fewer than 250 users of the package services, we will increase the total sample size until we obtain 250 package service users.~~

- **Small Businesses:**
 - Since these are small companies, we expect that there is typically one decision maker who can speak for any applications/products used by the company.
 - All respondents will meet the following criteria:
 - Pass a standard security screen (respondent/immediate family members do not work for USPS, a competitor, in advertising/PR, or in marketing research)
 - Company pays for postage via stamps and/or online only (to ensure that they are not in the Preferred Account sampling frame)
 - Primary decision maker regarding mail/delivery service providers for their organization, or part of a decision making team
 - Use at FCM and/or USPS package products
 - We cannot identify in advance which businesses are likely to use each product.
 - Every respondent will be asked to answer for the products their company uses for *sending mail for business purposes* (among all seven products).
 - No small business will use Standard Mail, Parcel Select or Periodical Mail (as that would make them a Preferred Account).
 - *Each interview will represent 1 or more products at 1 small business.*
 - We will study a random sample of 1,000 small businesses that meet the criteria listed above.
 - We expect the total sample size to yield substantial base sizes for the following products:
 - FCM (We expect almost all small businesses to use this product.)
 - Packages in aggregate: mostly Priority Mail, but also including some Express Mail and Parcel Post

- Preferred Accounts:

- Our recommendation is based on ...
 - Assuming that, of those with residual volume, 100% use FCM and 50% use Priority Mail
 - Product usage (based on the those with any volume in FY08) distributed as follows:

	Positive FY08 Volume	Estimated % of Those Classified Residual That Have Volume	# in Residual with Positive Volume in Specific Product	Incremental # of Product Users from Residual	TOTAL # of Product Users	Incidence Among All w/ Any Positive Volume
First Class Mail	171,986	100.0%	123,705	1,680,749	1,852,735	92.36%
Priority						
Periodicals	12,094				12,094	0.60%
Standard Mail	385,032				385,032	19.19%
Residual Mail	1,804,454				N/A	N/A
Parcel Select	156				156	0.01%
Parcel Post	388				388	0.02%
Total	3,364,503					
Accounts w/ 0 or - for all	1,358,557					
Accounts w/ Any Positive	2,005,946					

- Assuming that, since these are generally small companies, there is typically one decision maker who can speak for any applications/products used by the company.
- We recommend asking each Preferred Account to provide data for all of the products they use.
 - This would maximize the amount of data obtained per respondent.
- We will start with a random sample of 600 Preferred Accounts.
 - We will add supplemental samples to boost the base sizes for products with low enough incidences that the random sample will yield relatively low base sizes.
 - To avoid biasing results from the random sample, we would only ask those in the supplemental samples to respond for the specific products for which we are supplementing.
- The planned base sizes are summarized below:

	Expected # of Users Among Random Sample of 600*	Planned Supplemental Samples**	Total Sample Size
First Class Mail	554	0	554
Priority			
Periodicals	4	96	100
Standard Mail	115	35	150
Parcel Select	0	10	10
Parcel Post	0	20	20
Total interviews	600	225	825

* Random sample will be respond for all products used
 ** Supplemental samples will respond for only the targeted product

- Each interview will represent 1 or more products at 1 account.
- We will do telephone number look-ups where necessary, to avoid skewing the sample.

- **Premier Accounts:**

- Our recommendation is based on ...

- Assuming that, of those with residual volume, 100% use FCM and 50% use Priority Mail
- Product usage (based on the those with any volume in FY08) distributed as follows:

	Positive FY08 Volume	Estimated % of Those Classified Residual That Have Volume	# in Residual with Positive Volume in Specific Product	Incremental # of Product Users from Residual	TOTAL # of Product Users	Incidence Among All w/ Any Positive Volume
First Class Mail	19,159	100.0%	17,277	4,905	24,064	97.23%
Priority						
Periodicals	2,934				2,934	11.88%
Standard Mail	19,272				19,272	77.87%
Residual Mail (Revenue)	22,182				N/A	N/A
Parcel Select	313				313	1.26%
Parcel Post	649				649	2.62%
Total	24,754					
Accounts w/ 0 or - for all products	5					
Accounts w/ Any Positive Volume	24,749					

- Our hypothesis that, since these are large companies, there is generally a different decision maker for each applications/products used by the company
- These accounts being a mix of headquarters and specific locations/business units – based on which have distinct relationships with USPS (If an account has multiple locations noted in the sample file, we will start by calling the headquarters.)
- We will randomly select one of the products used by each account, and then assign that account to a sub-cell to be interviewed only about that product.
- *Each interview will represent exactly 1 product at 1 account.*
- We recommend obtaining a readable base size for each product, with higher targets for the most used products. The plan is summarized below:

	<u>Sample Size</u>
First Class Mail	150
Priority	100
Express	100
Periodicals	100
Standard Mail	150
Parcel Select	75
Parcel Post	75
Total	750

- We recognize that due to the limited number of Premier Accounts using Parcel Select and Parcel Post, we might not be able to reach the targeted sample sizes for those products; we will make a solid effort to get as close as possible.

- **National Accounts:**

- Our recommendation is based on:

- There being 236 accounts in this segment, with product usage (based on the those with any volume in FY08) distributed as follows:

	Positive FY08 Volume	Estimated % of Those Classified Residual That Have Volume	# in Residual with positive volume in specific product	Incremental # of Product Users from Residual*	TOTAL # of Product Users	Incidence Among All w/ Any Positive Volume
First Class Mail	232					
Periodicals	74				74	31.36%
Standard Mail	235				235	99.58%
Residual Mail	228				N/A	N/A
Parcel Select	54				54	22.88%
Parcel Post	81				81	34.32%
Total	236					

* Assumed to be 0, since almost all National Accounts with residual volume are already known to be Priority Mail users

- Our hypothesis that, since these are large companies, there is generally a different decision maker for each applications/products used by the company
- These accounts being a mix of HQs and specific locations/business units -- based on which have distinct relationships with USPS (If an account has multiple locations noted in the sample file, we will start by calling the headquarters.)
- We will need to interview every decision maker we can reach (one per application/product per account), given the small universe.
- We will try to get each gatekeeper to direct us to the key decision maker for each of the applications/products used by the organization (which we'll know in advance). Then, we will try to interview each of those decision makers.
- *Each interview will represent exactly 1 product at 1 account. (But there will be multiple interviews per company.)*
- Estimated achievable sample size per product, assuming a 10% completion rate:

	<u>Sample Size</u>
First Class Mail	23
Priority	18
Express	19
Periodicals	7
Standard Mail	24
Parcel Select	5
Parcel Post	8
Total	104

Summary of Original vs. Revised Sample Sizes
(September 27, 2009)

	Sample Sizes		
	Proposed	Revised	Increase
<u>Online Surveys (Total)</u>	<u>1,313</u>	<u>2,000</u>	<u>687</u>
Consumer	1,000	1,000	0
Small Business	313	1,000	687
<u>Phone Surveys (Total)</u>	<u>687</u>	<u>1,679</u>	<u>992</u>
Preferred	313	825	512
Premier	313	750	437
National	61	104	43
TOTAL	2,000	3,679	1,679