

GCA/USPS-T9-3

**Whiteman, Greg - Washington, DC**

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**From:** Smith, Bob - Washington, DC  
**Sent:** Monday, August 24, 2009 2:32 PM  
**To:** Becky Yalch; Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC  
**Cc:** Neil Wolch; Lisa Brunning; Graham Hueber  
**Subject:** RE: USPS 5-Day Delivery Draft Moderator's Guide -- Consumers-1.docx

Here are my thoughts.

Purposes of focus group/IDI—What are you going to tell them about how the results will be used? What does "discussion of health" refer to?

Current Situation—You mention recession and transportation costs and should also mention declining mail volume due to impact of the Internet. I think it is important they understand that eliminating the Saturday delivery will take a lot of costs out of the system. You should make it clear when discussing the proposed plan that post offices will stay open on Saturday. When discussing what they would do differently for each type of mail in the 5-day delivery situation, we need to be sure to understand why they would make each change that way and not some other way.

Mitigation—There seems to be no discussion of reaction to the proposed strategies to minimize the impact. How do they react to these strategies? Also, I wonder whether knowing these strategies might change their behavior, which makes me think they should be introduced earlier in the discussion. Or at least we need a discussion of how their behavior might change from what they said earlier now that they know these strategies.

Wrap up—What are you expecting to get here?

Bob Smith  
Market Research  
Room 1106  
202 268 3579

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**From:** Becky Yalch [mailto:Becky.Yalch@opinionresearch.com]  
**Sent:** Friday, August 21, 2009 5:11 PM  
**To:** Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC  
**Cc:** Neil Wolch; Lisa Brunning; Graham Hueber  
**Subject:** USPS 5-Day Delivery Draft Moderator's Guide -- Consumers-1.docx

Here is the draft consumer guide. Still working through the business guide and studying some of the materials in more detail to make sure I really understand this thing and how it might influence how we ask some of these questions.

Let me know if I am on the right track here or totally headed in the wrong direction.

5/21/2010



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*Moderator's Guide  
USPS 5-Day Week Delivery  
Consumer Groups  
Draft Guide – August 21, 2009*

**Objectives**

- Develop a deep understanding of the various ways of the impact of the proposed 5-day / week delivery schedule would have on consumers and businesses and the ways in which they are likely to respond to a switch to five day a week delivery (e.g., adjust their mailing programs, switch to competitors, move to online bill payment, etc.)
- Understand why businesses and consumers would respond that way
- Assess perceptions of USPS's reasons for the change
- Identify / test strategies by which USPS could mitigate the impact of this change in service

**Introductions & Instructions**

**10 minutes**

**Purpose of focus group/IDI**

- Opinions / how feel and why.
- No right or wrong answers.
- Expect agreement / disagreement
- Encourage synergism / talk one at a time
- Recruiting process / source of list / you represent audience
- How results will be used
- Tape / others watching
- Particular emphasis on privacy protection / discussion of health / our obligations

**Personal Introduction(s)** – Name, occupation, etc.

**Current Behaviors**

**20 minutes**

Let's start by how you use USPS services.

- What do you use USPS services for?
- Think about a typical month in your life and describe how you use USPS for...
  - Your household's financial transactions
  - General correspondence
  - Advertising
  - Receiving packages



Describe in detail – What **financial transactions** do you do using USPS (e.g., receiving bills / bank statements / etc. sending payments / etc.)? What is your typical routine? How much of your financial transactions do you do using USPS versus other methods (e.g., on-line, in-person)? How has this changed over the years – i.e., do you do more or less using USPS? When and how?

What types of **general correspondence** do you send / receive at your home? How much, how often? When? What is your typical routine in handling the general correspondence you send / receive? When you send how much do you send from your home mailbox versus drop at a post office or other mail collection sites? How has this changed over the years – i.e., do you do more or less using USPS? When and how?

What types of **advertising** do you typically receive at your home – e.g., catalogs, coupons, etc.? How much do you receive? When do you generally receive it? What is your typical routine in handling the advertising you receive by mail? How has this changed over the years – i.e., do you do more or less using USPS? When and how?

What types of **packages** do you typically receive at your home? How many and how often? What proportion of them is delivered by USPS versus another delivery service? When do you prefer to receive packages at your home? How has this changed over the years – i.e., do you do more or less using USPS? When and how?

What about **Express Mail**? How often does your household receive something by Express Mail? What is the nature of these items? How often do you send things by Express or Priority Mail? How has this changed over the years – i.e., do you do more or less using USPS? When and how?

### **Attitudes toward USPS**

**15 minutes**

- What do you currently think about / feel about the level and quality of services you currently receive from USPS? What works particularly well for your household – notably in terms of the types of “mail moments” we just finished talking about?
- What key aspects of USPS services do you really value – i.e., what is really important to you?
- What aspects of USPS services do you feel should be held sacred – i.e., you would not be able to live without them?

### **Current Situation**

**30 minutes**

The situation today: As a result of the current recession, rising costs of transportation, and other factors, USPS is facing a massive deficit in the range of \$xxx.

- If you were the CEO of USPS what do you think would be the best ways for USPS to address this deficit?
  - What changes in services would you suggest?
- Now put your consumer hat back on. What are you willing as a consumer to give up to help the USPS address this deficit?

Let’s consider one scenario that is being considered. Federal law has required that mail be picked up and delivered six days a week since 1983. USPS has asked Congress earlier this year to approve a reduction in service to five days a week.

- What is your immediate reaction to this proposal?
- What are its advantages / disadvantages?
- What are your immediate questions / concerns regarding this proposal?



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Looking at some specific aspects of the proposed plan, what are your reactions to

- No Saturday delivery to street addresses of all mail, except Express Mail. Priority Mail and all other mail for street addresses will be delivered Monday through Friday.
  - What is your immediate reaction to this proposal?
  - What are its advantages / disadvantages?
  - What are your immediate questions / concerns regarding this part of the proposal?
- No mail collected from collection boxes or retail offices on Saturday. No pickup of Express or Priority Mail on Saturday. Mail that is accepted across a retail counter will be combined with Monday's collection mail and processed on Monday?
  - What is your immediate reaction to this proposal?
  - What are its advantages / disadvantages?
  - What are your immediate questions / concerns regarding this part of the proposal?

Now let's go back to the earlier discussion where you told me about the things you do via USPS. For each, talk to me about what you would do differently and what impact it would have on your daily lives for:

- Financial transactions
- Advertising
- General correspondence
- Receipt of packages / other items

### **Mitigation**

**30 minutes**

Are there specific times of the year / month or are there specific situations where 5 day a week delivery would have a greater / more negative impact on your lives?

- Describe specifically.
- How could these impacts be minimized? What could you do differently? What could the USPS do to minimize these impacts?

Here are some things the Post Office is considering to help minimize these impacts.

- PROVIDE LIST OF CONSUMER STRATEGIES

### **Wrap-Up**

**5 minutes**

I'd like to have you do one more thing for me. Think about everything we have talked about here and take a minute to write down an answer to this question.

- If you were to write a letter to your Congressperson in response to this proposal what would you write?

Additional questions from back room.

**Whiteman, Greg - Washington, DC**

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**From:** Michelson, Robert - Washington, DC  
**Sent:** Tuesday, August 25, 2009 10:58 AM  
**To:** Whiteman, Greg - Washington, DC; Becky Yalch; Smith, Bob - Washington, DC  
**Cc:** Neil Wolch; Lisa Brunning; Graham Hueber  
**Subject:** RE: USPS 5-Day Delivery Draft Moderator's Guide -- Consumers-1.docx  
**Attachments:** 5-Day Delivery Draft Moderator's Guide -- Consumers.doc

Attached are my suggested changes in addition to Greg's' also in bold. I will bring hard copies for Greg and Bob Smith.

Talk to you all in a few minutes.

Bob Michelson

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**From:** Whiteman, Greg - Washington, DC  
**Sent:** Tuesday, August 25, 2009 8:27 AM  
**To:** Becky Yalch; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC  
**Cc:** Neil Wolch; Lisa Brunning; Graham Hueber  
**Subject:** RE: USPS 5-Day Delivery Draft Moderator's Guide -- Consumers-1.docx

Becky:

I have made suggested changes, marked in bold. One key change was to add a closing question to allow us to revisit the "perception of the Postal Service." I also added probes when we introduce the situation and 5 day delivery on what they think they would do and how difficult it would be. We also need to probe on how they think the "mitigation" strategies will affect them in adjusting to 5 day delivery.

Hopefully the Bobs can get you their comments so we can review our comments on the 11 am call.

Greg

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

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**From:** Becky Yalch [mailto:Becky.Yalch@opinionresearch.com]  
**Sent:** Friday, August 21, 2009 5:11 PM  
**To:** Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC  
**Cc:** Neil Wolch; Lisa Brunning; Graham Hueber  
**Subject:** USPS 5-Day Delivery Draft Moderator's Guide -- Consumers-1.docx

Here is the draft consumer guide. Still working through the business guide and studying some of the materials in more detail to  
 5/21/2010

make sure I really understand this thing and how it might influence how we ask some of these questions.

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*Moderator's Guide  
USPS 5-Day Week Delivery  
Consumer Groups  
Draft Guide - August 21, 2009*

**Objectives**

- Develop a deep understanding of the various ways of the impact of the proposed 5-day / week delivery schedule would have on consumers and businesses and the ways in which they are likely to respond to a switch to five day a week delivery (e.g., adjust their mailing programs, switch to competitors, move to online bill payment, etc.)
- Understand why businesses and consumers would respond that way. **Assess how difficult it will be to adjust and why. Discuss what issues/problems they will have.**
- Assess perceptions of USPS's reasons for the change
- Identify / test strategies by which USPS could mitigate the impact of this change in service

**Introductions & Instructions**

**10 minutes**

**Purpose of focus group/IDI**

- Opinions / how feel and why.
- No right or wrong answers.
- Expect agreement / disagreement
- Encourage synergism / talk one at a time
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- How results will be used
- Tape / others watching
- Particular emphasis on privacy protection / discussion of health / our obligations

**Personal Introduction(s)** – Name, occupation, etc.

**Current Behaviors**

**20 minutes**

Let's start by how you use USPS services.

- What do you use USPS services for?
- Think about a typical month in your life and describe **the mail you send and receive:**
  - Your household's financial transactions
  - General correspondence
  - Advertising



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- packages
- magazines
- **Catalogs**

Describe in detail – What **financial transactions** do you do using USPS (e.g., receiving bills / bank statements / etc. sending payments / etc.)? What is your typical routine? **When do you sit down and pay your bills? When do you mail the payments?** How much of your financial transactions do you do using USPS versus other methods (e.g., on-line, in-person)? How has this changed **during the past five years** – i.e., do you do more or less using USPS? When and how?

What types of **general correspondence** do you send / receive at your home? How much, how often? When? What is your typical routine in handling the general correspondence you send / receive? When you send how much do you send from your home mailbox versus drop at a post office or other mail collection sites? How has this changed **during the past five years**– i.e., do you do more or less using USPS? When and how? **When do you mail general correspondence – greeting cards, invitations, etc.**

What types of **advertising** do you typically receive at your home – e.g., catalogs, flyers, coupons, etc.? How much do you receive? When do you generally receive it? What is your typical routine in handling the advertising you receive by mail? How has this changed **during the past five years** – i.e., do you do more or less using USPS? When and how?

What types of **packages** do you typically receive at your home? How many and how often? What proportion of them is delivered by USPS versus another delivery service? When do you prefer to receive packages at your home? **Why?** How has this changed **during the past five years** – i.e., do you do more or less using USPS? When and how?

How often does your household receive something by **Express Mail and Priority Mail**? What is the nature of these items? How often and when do you send things by Express or Priority Mail? **What is your expectation of when they will be delivered?** How has this changed **during the past five years** – i.e., do you do more or less using USPS? When and how?

**How many magazines do you typically receive at your home? When do you generally receive them? When do you generally read your magazines? Do you get as many magazines now than you did five years ago? Do you subscribe to online magazines?**

### **Attitudes toward USPS**

**15 minutes**

- What do you currently think about / feel about the level and quality of services you currently receive from USPS? What works particularly well for your household – notably in terms of the types of “mail moments” we just finished talking about?
- What key aspects of USPS services do you really value – i.e., what is really important to you?
- What aspects of USPS services do you feel are **very important** – i.e., you would have **major problems** without them?

### **Current Situation**

**30 minutes**



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The situation today: As a result of the current recession, **huge volume and revenue declines, and a legal requirement to annually prepay over \$2 billion in retiree health benefits, USPS is facing a massive deficit of \$7 billion this year. And, it will face a similar deficit next year.**

- If you were the CEO of USPS what do you think would be the best ways for USPS to address this deficit?
  - What changes in services would you suggest?
- Now put your **consumer** hat back on. What **changes** are you willing as a consumer to **accept** to help the USPS address this deficit? **Would you rather the Postal Service make service changes or raise prices significantly to eliminate this deficit?**

Let's consider one scenario that is being considered. Federal law has required that mail be picked up and delivered six days a week since 1983. USPS has asked Congress earlier this year to approve a reduction in service to five days a week.

- What is your immediate reaction to this proposal?
- What are its advantages / disadvantages?
- What are your immediate questions / concerns regarding this proposal?
- **How do you think you would adjust? What changes would you make in use of postal services?**
- **How difficult would it be for you to make these changes?**

Looking at some specific aspects of the proposed plan, what are your reactions to

- No Saturday delivery to street addresses of all mail, except Express Mail. Priority Mail and all other mail for street addresses will be delivered Monday through Friday. **Mail would continue to be delivered to PO Boxes on Saturday.**
  - What is your immediate reaction to this proposal?
  - What are its advantages / disadvantages?
  - What are your immediate questions / concerns regarding this part of the proposal?
  - **How would you make changes in your use of postal services?**
- No mail collected from collection boxes or retail offices on Saturday. No pickup of Express or Priority Mail on Saturday. Mail that is accepted across a retail counter will be combined with Monday's collection mail and processed on Monday?
  - What is your immediate reaction to this proposal?
  - What are its advantages / disadvantages?
  - What are your immediate questions / concerns regarding this part of the proposal?
  - **How would you make changes to your use of postal services?**

Now let's go back to the earlier discussion where you told me about the things you do via USPS. For each, talk to me about what you would do differently and what impact it would have on your daily lives for:

- Financial transactions
- Advertising and catalogs
- General correspondence



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- packages
- magazines

### **Mitigation**

**30 minutes**

Are there specific times of the year / month or are there specific situations where 5 day a week delivery would have a greater / more negative impact on your lives?

- Describe specifically.
- How could these impacts be minimized? What could you do differently? What could the USPS do to minimize these impacts?

Here are some things the Post Office is considering to help minimize these impacts. **How will these affect you and will they make it easier for you to adapt to 5 day delivery?**

- **PROVIDE LIST OF CONSUMER STRATEGIES – Mitigation strategies need to be vetted internally before we ask about them next week**
  - **Collection of mail on Saturday**  
What would be your expectation of delivery of such mail?
  - **Delivery of Priority Mail and other parcels on Saturday? With a surcharge?**
  - **Delivery of packages the 2 or 3 Saturdays before Christmas**
  - **Delivery and collection of mail on Saturday over a three day holiday**
  - **Businesses – have to pay for a PO Box to get Saturday delivery**

### **Attitudes toward USPS**

**5 minutes**

- **If the Postal Service implements 5 day delivery, how will this affect your thoughts about the level and quality of services you currently receive from USPS?**

### **Wrap-Up**

**5 minutes**

I'd like to have you do one more thing for me. Think about everything we have talked about here and take a minute to write down an answer to this question.

- If you were to write a letter to your Congressperson in response to this proposal what would you write?

Additional questions from back room.

**Whiteman, Greg - Washington, DC**

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**From:** Becky Yalch [Becky.Yalch@opinionresearch.com]  
**Sent:** Tuesday, August 25, 2009 10:49 PM  
**To:** Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Jeff Resnick; Lisa Brunning; Neil Wolch  
**Subject:** RE: Further revisions to the Discussion Guide

Thanks – I will go through in detail tomorrow and get anything additional back to you tomorrow

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**From:** Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]  
**Sent:** Tuesday, August 25, 2009 2:28 PM  
**To:** Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Becky Yalch; Jeff Resnick; Lisa Brunning; Neil Wolch  
**Subject:** Further revisions to the Discussion Guide

Becky,

At follow-up meetings today, I realized I left out a few things about the mitigation strategies and expected day of delivery in the discussion guide. I made the changes in the attached in bold.

If you have any questions let me know.

Bob

**Whiteman, Greg - Washington, DC**

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**From:** Becky Yalch [Becky.Yalch@opinionresearch.com]  
**Sent:** Thursday, August 27, 2009 3:45 PM  
**To:** Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC  
**Cc:** Neil Wolch  
**Subject:** 5-Day Delivery Draft Moderator's Guide -- Consumers-03 -- new wrapup.doc  
**Attachments:** 5-Day Delivery Draft Moderator's Guide -- Consumers-03 -- new wrapup.doc

Also for the meeting today. This guide incorporates comments sent to date. Anticipate that we are going to work further on the mitigation strategy discussion that I can then update. Finally I modified the wrap up per discussion earlier this week. Will look for feedback on the question / scale idea.

Talk to you soon.



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*Moderator's Guide  
USPS 5-Day Week Delivery  
Consumer Groups  
Draft Guide – August 27, 2009*

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**20 minutes**

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**Mitigation**

**30 minutes**

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Here are some things the Post Office is considering to help minimize these impacts. **How will these affect you and will they make it easier for you to adapt to 5 day delivery?**

- PROVIDE LIST OF CONSUMER STRATEGIES – Mitigation strategies need to be vetted internally before we ask about them next week
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What would be your expectation of delivery of such mail?
  - Delivery of Priority Mail and other parcels on Saturday? With a surcharge?
  - Delivery of packages the 2 or 3 Saturdays before Christmas
  - Delivery and collection of mail on Saturday over a three day holiday
  - *Businesses – have to pay for a PO Box to get Saturday delivery will they get rid of street address delivery cost versus time implications*

**Wrap-Up Attitudes toward USPS**

**10 minutes**

- After all of this discussion – If the Postal Service implements 5 day delivery, how will this affect your thoughts about the level and quality of services you currently receive from USPS?
- For a minute put your CEO hat back on and answer the following question (written / discuss)?

|   |                       |                       |                       |                       |                       |                       |                       |                       |   |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---|
| If these were the only two options to reduce the deficit the USPS is facing which would you choose? |                       |                       |                       |                       |                       |                       |                       |                       |   |
| Strongly Choose 5-day week service delivery   |                       |                       |                       |                       |                       |                       |                       |                       | Strongly Choose 10 percent across-the-board rate increase |
| <input type="radio"/>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>                                     |

- Now with your consumer hat on, answer the following question (written / discuss)?



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| If these were the only two options to reduce the deficit the USPS is facing which would you choose? |                       |                       |                       |                       |                       |                       |                       |                       |                       |   |                       |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---|-----------------------|
| Strongly Choose 5-day week service delivery   |                       |                       |                       |                       |                       |                       |                       |                       |                       | Strongly Choose 10 percent across-the-board rate increase |                       |
| <input type="radio"/>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>                                     | <input type="radio"/> |

I'd like to have you do one more thing for me. Think about everything we have talked about here and take a minute to write down an answer to this question.

- If you were to write a letter to your Congressperson in response to this proposal what would you write?

Additional questions from back room.

**Whiteman, Greg - Washington, DC**

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**From:** Smith, Bob - Washington, DC  
**Sent:** Friday, August 28, 2009 5:15 PM  
**To:** Whiteman, Greg - Washington, DC  
**Subject:** ORC cost

Just got a call from Becky and Neil. They are going to send thru new costs. We have added 10 interviews and changing around the FG schedule has added some travel cost. She will get us the info on Mon. I asked for item breakouts. Neil has come up with a couple of different sampling plans. He may not have the cost implications until Tues. I told him to discuss them with you when you are in Chicago if they are not ready on Monday.

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Sent from my BlackBerry Wireless Handheld

**Whiteman, Greg - Washington, DC**

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**From:** Becky Yalch [Becky.Yalch@opinionresearch.com]  
**Sent:** Monday, August 31, 2009 2:52 PM  
**To:** Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC  
**Cc:** Neil Wolch; Graham Hueber; Lisa Brunning; Lisa Gaines McDonald  
**Subject:** RE: Updated Discussion Guides  
**Attachments:** 5-Day Delivery Draft Moderator's Guide -- Businesses02.doc; 5-Day Delivery Draft Moderator's Guide -- Consumers-final for chicago.doc

See updated guides with your suggestions incorporated. I also added a bit more to the business for advertising that they do by mail.

In regards to the written / discuss note – we will have each person complete the scale independently then have folks say what they wrote and why. We probably won't have time for everyone to indicate what they wrote but will get enough to do so to get a flavor of things.

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**From:** Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]  
**Sent:** Monday, August 31, 2009 7:11 AM  
**To:** Becky Yalch; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC  
**Cc:** Neil Wolch; Graham Hueber; Lisa Brunning; Lisa Gaines McDonald  
**Subject:** RE: Updated Discussion Guides

Becky:

Two things for the Consumer Guide:

- On page 2, in the advertising receiving section, in the last sentence, it should read "do you receive more or less delivered by the Postal Service?"
- On page 4, in the Mitigating Strategies, revise the second point to read "Delivery of Priority Mail on Saturday." Remove "and other parcels."
- On page 4, in the last paragraph, what does "(written/discuss)" mean? Do you plan to ask them to write the answer?

Several comments on the Small Business Guide:

- On page 2, in the advertising section, in the last sentence, it should read "do you receive more or less delivered by the Postal Service?"
- On page 2, in the advertising sending section, change "generally" to "general."
- On page 2, in the receiving package section, in the section on changes in the last five years, it should read "i.e., do you receive more or less by the Postal service?"
- On page 2, in the sending package section, add "2-3 day" in the list of services used. You also may want to change the question to read "What type of delivery service do you use-same day, etc.?"
- On page 4, in the Mitigating Strategies, revise the second point to read "Delivery of Priority Mail on Saturday." Remove "and other parcels." On page 4, in the last paragraph, what does "(written/discuss)" mean? Do you plan to ask them to write the answer?

Greg

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

5/21/2010

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

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**From:** Becky Yalch [mailto:Becky.Yalch@opinionresearch.com]  
**Sent:** Sunday, August 30, 2009 7:46 PM  
**To:** Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC  
**Cc:** Neil Wolch; Graham Hueber; Lisa Brunning; Lisa Gaines McDonald  
**Subject:** Updated Discussion Guides

Attached please find the updated discussion guides. I believe I have captured most comments and captured most of the types of things small businesses are likely to consider / potentially be impacted by in this regard.

I am flying to Chicago tomorrow. My flight out of Boise is at 10:45 – so if you have comments in the morning and send my way I am likely to receive. I have about an hour layover in Seattle (11:15 to noonish) and can pick up additional e-mail / comments at that time. Or if you want to talk briefly I can give you all a call.

I will keep watching e-mail and will have any comments incorporated by Tuesday morning.

I am planning on arriving at the facility around 10:30. I have told the facility that we will just order lunch from their menus; same with dinner or we could do something after the last group if we want to debrief.

Good news – my schedule for Wednesday has changed. I still have to go to Cedar Rapids but I can fly out in the afternoon and get back for the consumer groups. I am very relieved this worked out because I really wanted to be there for every group – I just had this prior commitment that I really couldn't change – but they changed it so it works out. I might be a little late for the first group – I get around 4:00. Will have to check into the hotel really quick and grab the EL to get downtown but will be there not too much after the group starts and for sure will be there for the second one.

See you all Tuesday – exciting to see this come together.

Rebecca Elmore-Yalch  
Senior Vice President  
Opinion Research Corporation  
[www.opinionresearch.com/northwest](http://www.opinionresearch.com/northwest)  
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[becky.yalch@opinionresearch.com](mailto:becky.yalch@opinionresearch.com)



*Please Consider the Environment Before Printing*



Opinion Research Corporation

*Moderator's Guide  
USPS 5-Day Week Delivery  
Business Groups  
Draft Guide – August 30, 2009*

**Objectives**

- Develop a deep understanding of the various ways of the impact of the proposed 5-day / week delivery schedule would have on consumers and businesses and the ways in which they are likely to respond to a switch to five day a week delivery (e.g., adjust their mailing programs, switch to competitors, move to online bill payment, etc.).
- Understand why businesses and consumers would respond that way.
- Assess how difficult it will be for businesses and consumers to adjust and why. Discuss what issues/problems they will have.
- Assess perceptions of USPS's reasons for the change.
- Identify / test strategies by which USPS could mitigate the impact of this change in service on consumers and businesses.

**Introductions & Instructions**

**10 minutes**

**Purpose of focus group/IDI**

- Opinions / how feel and why.
- No right or wrong answers.
- Expect agreement / disagreement
- Encourage synergism / talk one at a time
- Recruiting process / source of list / you represent audience
- How results will be used
- Tape / others watching
- Privacy protection / our obligations

**Business Introductions(s)** – Name, company, position in company, industry type, hours of operation

**Current Behaviors**

**20 minutes**

Let's start by how you / your business uses USPS services.

- What do you / your business use USPS services for?
- Think about a typical week at work and describe the mail you / your business sends and receives:
  - Your business' financial transactions – i.e., sending bills, receiving bills / statements
  - General correspondence



- Advertising
- Packages
- Magazines
- Catalogs

Describe in detail – What **financial transactions** does your business do using USPS (e.g., sending invoices / bills, receiving bills / bank statements / etc. sending payments / etc.)? What is your typical routine? When / how often do you do invoicing? How flexible is your billing cycle – i.e., do you have specific days of the week / month when bills must be sent and then received at the other end? When / how often do you sit down and pay your bills? When / how often do you mail the payments? How much of your financial transactions do you do using USPS versus other methods (e.g., on-line, in-person)? How has this changed during the past five years – i.e., do you do more or less using USPS? When, how, and why?

What types of **general correspondence** does your business send / receive? How much, how often? When? What is your typical routine in handling the general correspondence you send / receive? When you send how much do you send from your workplace (i.e., have the mailperson pick it up when they drop off the mail) versus drop at a post office or other mail collection sites? When / how often / for do you mail general correspondence – letters, greeting cards, invitations, etc. How has this changed during the past five years– i.e., do you do more or less using USPS? When, how, and why?

What types of **advertising** do you typically receive at your business – e.g., catalogs, flyers, coupons, etc.? How much do you receive? When do you generally receive it? What is your typical routine in handling the advertising you receive by mail? How has this changed during the past five years – i.e., do you receive more or less using USPS? When, how, and why?

Does your business do any **advertising by mail**? How much and when? What is its general purpose? How is it handled? What is a typical schedule for your direct mail advertising – e.g., when is it sent / delivered / etc.? How flexible / inflexible is your advertising schedule – e.g., do you have specific days of the week / month when it needs to be sent or delivered? How has your advertising by mail changed during the past five years – i.e., do you do more or less? Are you doing more online? What are reasons for change – if economy, how do you see it changing as times improve?

What types of **packages** does your business typically receive? How many and how often? What proportion of them is delivered by USPS versus another delivery service? When do you prefer to receive packages at your business? Why? How has this changed during the past five years – i.e., do you do more or less using USPS? When, how, and why? How flexible / inflexible is your business in terms of when it can / needs to receive packages? Do you need to be able to receive packages every day of the week?

What types of **packages** does your business typically send? How many and how often? Do you generally send same day, overnight, ground, 2 or 3 day, or what? What types of delivery services do you use for each – e.g., overnight, ground, 2 or 3 day, etc.? What proportion of the packages that you send are sent by USPS versus another delivery service? What factors determine which service you use – e.g., amount of time it takes to get delivered, delivery days, etc.? How has this changed during the past five years – i.e., do you do more or less using USPS? When, how, and why? Do you send packages that need to be delivered on specific days of the week – which ones and why?

How often does your business receive something by **Express Mail and Priority Mail**? What is the nature of these items? How often and when do you send things by Express or Priority Mail? **What is your expectation of when**



they will be delivered? How has this changed during the past five years – i.e., do you do more or less using USPS? When, how, and why?

How many **magazines** does your business subscribe to and typically receive? When do you generally receive them? When do you generally read your magazines? How has this changed during the past five years – e.g., do you get more or less, do you subscribe to online magazines, etc.?

### **Attitudes toward USPS**

**10 minutes**

- What do you currently think about / feel about the level and quality of services you currently receive from USPS? What works particularly well for your business – notably in terms of the types of “mail moments” we just finished talking about?
- What key aspects of USPS services do you really value – i.e., what is really important to you?
- What aspects of USPS services do you feel are very important – i.e., you would have major problems without them?

### **Current Situation**

**30 minutes**

The situation today: As a result of the current recession, huge volume and revenue declines, and a legal requirement to annually prepay over \$2 billion in retiree health benefits, USPS is facing a massive deficit of \$7 billion this year. And, it will face a similar deficit next year.

- If you were the CEO of USPS what do you think would be the best ways for USPS to address this deficit?
  - What changes in services would you suggest? What other changes do you think you would recommend?
- Now put your business hat back on. What changes are you willing as a business to accept to help the USPS address this deficit? Would you rather the Postal Service makes service changes or raise prices significantly – 10 percent across the board – to eliminate this deficit?

Let’s consider one scenario that is being considered. Federal law has required that mail be picked up and delivered six days a week since 1983. USPS has asked Congress earlier this year to approve a reduction in service to five days a week.

- What is your immediate reaction to this proposal?
- What are its advantages / disadvantages?
- What are your immediate questions / concerns regarding this proposal?
- What would be the impacts of this change on your business – financial, logistical, operations, etc.
- Thinking back to the routines you described earlier, what changes to these routines would you have to make? How difficult would it be for your business to make those changes and why?
- How do you think your business would adjust? What changes would you make in use of postal services?

Looking at some specific aspects of the proposed plan, what are your reactions to the following:

- No Saturday delivery to street addresses of all mail, except Express Mail. Priority Mail and all other mail for street addresses will be delivered Monday through Friday. Mail would continue to be delivered to PO Boxes on Saturday.



- What is your immediate reaction to this proposal?
- What are its advantages / disadvantages?
- What are your immediate questions / concerns regarding this part of the proposal?
- How would this specifically impact you personally? How would you make changes in your use of postal services?
- No mail collected from collection boxes or retail offices on Saturday. No pickup of Express or Priority Mail on Saturday. Mail that is accepted across a retail counter will be combined with Monday's collection mail and processed on Monday?
  - What is your immediate reaction to this proposal?
  - What are its advantages / disadvantages?
  - What are your immediate questions / concerns regarding this part of the proposal?
  - How would this specifically impact you personally? How would you make changes to your use of postal services?

Now let's go back to the earlier discussion where you told me about the things you do via USPS. For each, talk to me about what your business would do differently and what impact it would have on your daily business for:

- Financial transactions
- Advertising and catalogs – receiving / sending
- General correspondence
- Packages – receiving / sending
- Magazines

Now given what we have been discussing, what do you feel USPS should do (written / discuss)?

| If these were the only two options to reduce the deficit the USPS is facing which would you choose? |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|
| Strongly Choose 5-day week service delivery   |   |   |   |   |   |   |   |   | Strongly Choose 10 percent across-the-board rate increase |
| ○   | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○   |

**Mitigation**

**30 minutes**

Are there specific times of the year / month or are there specific situations where 5 day a week delivery would have a greater / more negative impact on your lives?

- Describe specifically.
- How could these impacts be minimized? What could you do differently? What could the USPS do to minimize



these impacts?

Here are some things the Post Office is considering to help minimize these impacts. How will these affect you and would they make it easier for you to adapt to 5 day delivery?

- Collection of mail on Saturday  
What would be your expectation of delivery of such mail?
- Delivery of Priority Mail on Saturday? With a surcharge?
- Delivery of packages the 2 or 3 Saturdays before Christmas
- Delivery and collection of mail on Saturday when there is a three day holiday – i.e., Monday or Friday is a holiday
- How likely would you be / what do you think about the idea of obtaining / paying for a PO Box to get Saturday delivery?

If they did some of the things we just discussed, what do you feel USPS should do (written / discuss)? Of these strategies we just discussed, what would you really want to have the USPS do to make it easier for you to accept five day a week mail delivery?

| If these were the only two options to reduce the deficit the USPS is facing which would you choose? |                       |                       |                       |                       |                       |                       |                       |                       |                       |   |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---|
| Strongly Choose 5-day week service delivery   |                       |                       |                       |                       |                       |                       |                       |                       |                       | Strongly Choose 10 percent across-the-board rate increase |
| <input type="radio"/>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>                                     |

**Wrap-Up Attitudes toward USPS**

**10 minutes**

- After all of this discussion – If the Postal Service implements 5 day delivery, how will this affect your thoughts about the level and quality of services you currently receive from USPS?

I'd like to have you do one more thing for me. Think about everything we have talked about here and take a minute to write down an answer to this question.

- If you were to write a letter about your feelings regarding this proposed change, who would you write it to and what would you say?

Additional questions from back room.



Opinion Research Corporation

*Moderator's Guide  
USPS 5-Day Week Delivery  
Consumer Groups  
Draft Guide – August 30, 2009*

**Objectives**

- Develop a deep understanding of the various ways of the impact of the proposed 5-day / week delivery schedule would have on consumers and businesses and the ways in which they are likely to respond to a switch to five day a week delivery (e.g., adjust their mailing programs, switch to competitors, move to online bill payment, etc.).
- Understand why businesses and consumers would respond that way.
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**Introductions & Instructions**

**10 minutes**

**Purpose of focus group/IDI**

- Opinions / how feel and why.
- No right or wrong answers.
- Expect agreement / disagreement
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- Recruiting process / source of list / you represent audience
- How results will be used
- Tape / others watching
- Particular emphasis on privacy protection / our obligations

**Personal Introduction(s)** – Name, occupation, etc.

**Current Behaviors**

**20 minutes**

Let's start by how you use USPS services.

- What do you use USPS services for?
- Think about a typical month in your life and describe the mail you send and receive from your home:
  - Your household's financial transactions
  - General correspondence



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- Advertising
- Packages
- Magazines
- Catalogs

Describe in detail – What **financial transactions** do you do using USPS (e.g., receiving bills / bank statements / etc. sending payments / etc.)? What is your typical routine? When do you sit down and pay your bills? When do you mail the payments? How much of your financial transactions do you do using USPS versus other methods (e.g., on-line, in-person)? How has this changed during the past five years – i.e., do you do more or less using USPS? When, how, and why?

What types of **general correspondence** do you send / receive at your home? How much, how often? When? What is your typical routine in handling the general correspondence you send / receive? When you send how much do you send from your home mailbox versus drop at a post office or other mail collection sites? When do you mail general correspondence – greeting cards, invitations, etc. How has this changed during the past five years– i.e., do you do more or less using USPS? When, how, and why?

What types of **advertising** do you typically receive at your home – e.g., catalogs, **flyers**, coupons, etc.? How much do you receive? When do you generally receive it? What is your typical routine in handling the advertising you receive by mail? How has this changed during the past five years – i.e., do you receive more or less using USPS? When, how, and why?

What types of **packages** do you typically receive at your home? How many and how often? What proportion of them is delivered by USPS versus another delivery service? When do you prefer to receive packages at your home? Why? How has this changed during the past five years – i.e., do you do more or less using USPS? When, how, and why?

How often does your household receive something by Express Mail and **Priority Mail**? What is the nature of these items? How often and when do you send things by Express or Priority Mail? **What is your expectation** of when they will be delivered? How has this changed during the past five years – i.e., do you do more or less using USPS? When, how, and why?

How many **magazines** do you subscribe to and typically receive at your home? When do you generally receive them? When do you generally read your magazines? How has this changed during the past five years – e.g., do you get more or less, do you subscribe to online magazines, etc.?

Finally, thinking about your regular routine in sending / receiving mail at your home are there days of the week when you do more mail tasks / other days when you do less? When and why?

## **Attitudes toward USPS**

**10 minutes**

- What do you currently think about / feel about the level and quality of services you currently receive from USPS? What works particularly well for your household – notably in terms of the types of “mail moments” we just finished talking about?
- What key aspects of USPS services do you really value – i.e., what is really important to you?
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## **Current Situation**

**30 minutes**

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- What are its advantages / disadvantages?
- What are your immediate questions / concerns regarding this proposal?
- Thinking back to the routines you described earlier, what changes to these routines would you have to make? How difficult would it be for you to make those changes and why?
- How do you think you would adjust? What changes would you make in use of postal services?

Looking at some specific aspects of the proposed plan, what are your reactions to the following:

- No Saturday delivery to street addresses of all mail, except Express Mail. Priority Mail and all other mail for street addresses will be delivered Monday through Friday. Mail would continue to be delivered to PO Boxes on Saturday.
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|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---|-----------------------|
| Strongly Choose 5-day week service delivery   |                       |                       |                       |                       |                       |                       |                       |                       |                       | Strongly Choose 10 percent across-the-board rate increase |                       |
| <input type="radio"/>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>                                     | <input type="radio"/> |

**Mitigation**

**30 minutes**

Are there specific times of the year / month or are there specific situations where 5 day a week delivery would have a greater / more negative impact on your lives?

- Describe specifically.
- How could these impacts be minimized? What could you do differently? What could the USPS do to minimize these impacts?

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- Delivery of Priority Mail on Saturday? With a surcharge?
- Delivery of packages the 2 or 3 Saturdays before Christmas
- Delivery and collection of mail on Saturday when there is a three day holiday – i.e., Monday or Friday is a holiday

If they did some of the things we just discussed, what do you feel USPS should do (written / discuss)? Of these strategies we just discussed, what would you really want to have the USPS do to make it easier for you to accept five day a week mail delivery?



| If these were the only two options to reduce the deficit the USPS is facing which would you choose? |                       |                       |                       |                       |                       |                       |                       |                       |   |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---|
| Strongly Choose 5-day week service delivery   |                       |                       |                       |                       |                       |                       |                       |                       | Strongly Choose 10 percent across-the-board rate increase |
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**Wrap-Up Attitudes toward USPS**

**10 minutes**

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I'd like to have you do one more thing for me. Think about everything we have talked about here and take a minute to write down an answer to this question.

- If you were to write a letter about your feelings regarding this proposed change, who would you write it to and what would you say?

Additional questions from back room.

## Whiteman, Greg - Washington, DC

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**From:** Smith, Bob - Washington, DC  
**Sent:** Tuesday, September 01, 2009 1:34 PM  
**To:** Whiteman, Greg - Washington, DC  
**Subject:** FW: USPS 5-Day Delivery Research - Weekly Update

FYI

Bob Smith  
Market Research  
Room 1106  
202 268 3579

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

Bob,

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

### Qualitative

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

### Quantitative

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

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**

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**From:** Becky Yalch [Becky.Yalch@opinionresearch.com]  
**Sent:** Wednesday, September 02, 2009 5:33 PM  
**To:** Crystal Martinez; Lisa Gaines McDonald; Neil Wolch  
**Cc:** Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC  
**Subject:** 5-Day Delivery Draft Moderator's Guide -- Consumers-updated for Chicago.doc  
**Attachments:** 5-Day Delivery Draft Moderator's Guide -- Consumers-updated for Chicago.doc

First time connected – new and radically improved guide for tonight. Running to CTA.



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*Moderator's Guide  
USPS 5-Day Week Delivery  
Consumer Groups  
Draft Guide - September 2, 2009*

**Objectives**

- Develop a deep understanding of the various ways of the impact of the proposed 5-day / week delivery schedule would have on consumers and businesses and the ways in which they are likely to respond to a switch to five day a week delivery (e.g., adjust their mailing programs, switch to competitors, move to online bill payment, etc.).
- Understand why businesses and consumers would respond that way.
- Assess how difficult it will be for businesses and consumers to adjust and why. Discuss what issues/problems they will have.
- Assess perceptions of USPS's reasons for the change.
- Identify / test strategies by which USPS could mitigate the impact of this change in service on consumers and businesses.

**Introductions & Instructions**

**10 minutes**

**Purpose of focus group/IDI**

- Opinions / how feel and why.
- No right or wrong answers.
- Expect agreement / disagreement
- Encourage synergism / talk one at a time
- Recruiting process / source of list / you represent audience
- How results will be used
- Tape / others watching
- Privacy protection

**Personal Introduction(s)** – Name, occupation, where live in Chicago, how long, etc.

**Current Behaviors**

**20 minutes**

Let's start by how you use USPS services.

- What do you use USPS services for?
  - How much mail does your household send and receive in a typical week? What days of the week do you receive more or less mail?
  - How important are mail and delivery services to you in your daily lives? What times of the year, days of the week are mail delivery and collection services more or less important to you?



- What does you do by mail or rely on the mail to do?
- How has how you use the mail to send and receive changed over recent (past 5) years?
- Think about a typical week in your life and let's talk about the things that you do and how you use mail, package, and shipping services to do these things. We are going to talk about six general areas:
  - Your household's financial transactions
  - Your general correspondence – e.g., sending / receiving cards, letters, etc.
  - Express or Priority Mail
  - Your use of advertising / catalogs / direct mail / coupon
  - Packages you send and/or receive
  - Magazines you receive

Describe in detail – What **financial transactions** do you do using USPS (e.g., receiving bills / bank statements / etc. sending payments / etc.)? What is your typical routine? When do you sit down and pay your bills – e.g., do you do it on a specific day (which one), at specific times, of the month, etc.? What factors into the timing of when you sit down and pay bills? When do you mail the payments? How much of your financial transactions do you do using USPS versus other methods (e.g., on-line, in-person, auto withdrawal)? How has this changed during the past five years – i.e., do you do more or less using USPS? When, how, and why? What factors into your decisions on how whether to use USPS versus other methods when paying bills?

Do you receive any checks in the mail at homes? How many and what are they for? When do you typically receive these checks? What do you do after you receive them? Do these checks come specific days of the week / month / year? How important is it that these checks arrive on these specific days of the week / month / year? What is impact if arrival dates change / vary?

What types of **general correspondence** do you send / receive at your home? How much, how often? When? What is your typical routine in handling the general correspondence you send / receive? When you send how much do you send from your home mailbox versus drop at a post office or other mail collection sites? When do you mail general correspondence – greeting cards, invitations, etc. Do you do more at certain times of the year – which times? How has this changed during the past five years– i.e., do you do more or less using USPS? When, how, and why? What factors into your decisions on how whether to use USPS versus other methods to correspond with friends / family?

How often does your household receive something by **Express Mail and Priority Mail**? What is the nature of these items? How often and when do you send things by Express Mail? What types of things do you send by Express Mail and why? How often and when do you send things by Express Mail? What types of things do you send by Priority mail and why? **What is your expectation of** when they will be delivered? How has this changed during the past five years – i.e., do you do more or less using USPS? When, how, and why?

What types of **advertising** do you typically receive at your home – e.g., catalogs, **flyers**, coupons, etc.? How much do you receive? When do you generally receive it? Which of the advertising that you receive at home do you use? When do you like to receive the advertising that you get? Are certain items time sensitive for you – describe? How has your use of the advertising you receive changed during the past five years – i.e., do you receive more or less using USPS? When, how, and why?



What types of **packages** do you typically receive at your home? How many and how often? How does this vary by time of year? What proportion of them is delivered by USPS versus another delivery service? When do you prefer to receive packages at your home? Why? How has this changed during the past five years – i.e., do you do more or less using USPS? When, how, and why? How about sending packages? How often do you send packages? What do you do when you want to send packages – what service do you use and why? Where do you go to send packages and why? How does your behavior vary by time of year?

How many **magazines** do you subscribe to and typically receive at your home? When do you generally receive them? When do you generally read your magazines? Do you have a strong preference when you receive your magazines and why? What magazines that you receive are time sensitive? How has this changed during the past five years – e.g., do you get more or less, do you subscribe to online magazines, etc.?

Finally, thinking about your regular routine in sending / receiving mail at your home are there days of the week when you do more mail tasks / other days when you do less? When and why?

### **Attitudes toward USPS**

**10 minutes**

- What do you currently think about / feel about the level and quality of services you currently receive from USPS? What works particularly well for your household – notably in terms of the types of “mail moments” we just finished talking about?
- What key aspects of USPS services do you really value – i.e., what is really important to you?
- What aspects of USPS services do you feel are very important – i.e., you would have major problems without them?

### **Current Situation**

**30 minutes**

The situation today: As a result of the current recession, huge volume and revenue declines, and a legal requirement to annually prepay over \$2 billion in retiree health benefits, USPS is facing a massive deficit of \$7 billion this year. And, it will face a similar deficit next year.

- If you were the CEO of USPS what do you think would be the best ways for USPS to address this deficit?
  - What changes in services would you suggest? What other changes do you think you would recommend?
- Now put your consumer hat back on. What changes are you willing as a consumer to accept to help the USPS address this deficit? Would you rather the Postal Service makes service changes or raise prices significantly – 10 percent across the board – to eliminate this deficit?

Let’s consider one scenario that is being considered. Federal law has required that mail be picked up and delivered six days a week since 1983. USPS has asked Congress earlier this year to approve a reduction in service to five days a week.

- What is your immediate reaction to this proposal?
- What are its advantages / disadvantages?
- What are your immediate questions / concerns regarding this proposal?
- Which of these changes would have the **most significant impact** on how you currently do any of the things we talked about above? What would be the impact and why?
- Thinking back to the routines you described earlier, what changes to these routines would you have to make?



How difficult would it be for you to make those changes and why?

- Your household’s financial transactions
- Your general correspondence – e.g., sending / receiving cards, letters, etc.
- Express or Priority Mail
- Your use of advertising / catalogs / direct mail / coupons
- Packages you send and/or receive
- Magazines you receive
- How do you think you would adjust? What changes would you make in use of postal services?

Hand out concept statement and have them discuss:

- What are your immediate reactions – overall.
  - What is your immediate reaction to this proposal?
  - What are your immediate questions / concerns regarding this proposal?
  - How would this impact how you use USPS services?
  - How would this impact how you use postal services?
- Each bullet point – focus specifically on collection from boxes / at Post offices; no processing over weekend – i.e., if into system on Friday will continue to be processed; if not in system Friday no processing until Monday.
  - What is your immediate reaction to this proposal?
  - What are your immediate questions / concerns regarding this proposal?
  - How would this impact you use USPS?
  - How would this impact how you use postal services?
- How would these changes impact what you think about the level and value of services offered by USPS?

Now given what we have been discussing, what do you feel USPS should do (written / discuss)?

| If these were the only two options to reduce the deficit the USPS is facing which would you choose? |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|
| Strongly Choose 5-day week service delivery   |   |   |   |   |   |   |   |   | Strongly Choose 10 percent across-the-board rate increase |
| ○   | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○   |

**Mitigation**

**30 minutes**

Are there specific times of the year / month or are there specific situations where 5 day a week delivery would have a greater / more negative impact on your lives?



- Describe specifically.
- How could these impacts be minimized? What could you do differently? What could the USPS do to minimize these impacts?

Here are some things the Post Office is considering to help minimize these impacts. How will these affect you and would they make it easier for you to adapt to 5 day delivery?

- Collection of mail on Saturday  
What would be your expectation of delivery of such mail?
- Delivery of Priority Mail on Saturday? With a surcharge?
- Delivery of packages the 2 or 3 Saturdays before Christmas
- Delivery and collection of mail on Saturday when there is a three day holiday – i.e., Monday or Friday is a holiday

If they did some of the things we just discussed, what do you feel USPS should do (written / discuss)? Of these strategies we just discussed, what would you really want to have the USPS do to make it easier for you to accept five day a week mail delivery?

| If these were the only two options to reduce the deficit the USPS is facing which would you choose? |                       |                       |                       |                       |                       |                       |                       |                       |   |                       |
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- If they did some of these things, how would these changes impact what you think about the level and value of services offered by USPS?

**Wrap-Up Attitudes toward USPS**

**10 minutes**

- After all of this discussion – If the Postal Service implements 5 day delivery, how will this affect your thoughts about the level and quality of services you currently receive from USPS?

I'd like to have you do one more thing for me. Think about everything we have talked about here and take a minute to write down an answer to this question.

- If you were to write a letter about your feelings regarding this proposed change, who would you write it to and what would you say?

Additional questions from back room.

Final WRAP-UP – Thinking about everything we said if USPS goes to 5-day a week service, would you use USPS services more, the same as now, or less? For less – specifically what would you do less via USPS.

**Whiteman, Greg - Washington, DC**

---

**From:** Becky Yalch [Becky.Yalch@opinionresearch.com]  
**Sent:** Wednesday, September 02, 2009 5:34 PM  
**To:** Lisa Gaines McDonald; Neil Wolch; Crystal Martinez  
**Cc:** Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC  
**Subject:** 5-Day Delivery Draft Moderator's Guide – Consumers-updated for Chicago.doc  
**Attachments:** 5-Day Delivery Draft Moderator's Guide – Consumers-updated for Chicago.doc

Attached is consumer guide for tonight – much updated and much better. I am running for the train.



Opinion Research Corporation

*Moderator's Guide  
USPS 5-Day Week Delivery  
Consumer Groups  
Draft Guide – September 2, 2009*

**Objectives**

- Develop a deep understanding of the various ways of the impact of the proposed 5-day / week delivery schedule would have on consumers and businesses and the ways in which they are likely to respond to a switch to five day a week delivery (e.g., adjust their mailing programs, switch to competitors, move to online bill payment, etc.).
- Understand why businesses and consumers would respond that way.
- Assess how difficult it will be for businesses and consumers to adjust and why. Discuss what issues/problems they will have.
- Assess perceptions of USPS's reasons for the change.
- Identify / test strategies by which USPS could mitigate the impact of this change in service on consumers and businesses.

**Introductions & Instructions**

**10 minutes**

**Purpose of focus group/IDI**

- Opinions / how feel and why.
- No right or wrong answers.
- Expect agreement / disagreement
- Encourage synergism / talk one at a time
- Recruiting process / source of list / you represent audience
- How results will be used
- Tape / others watching
- Privacy protection

**Personal Introduction(s)** – Name, occupation, where live in Chicago, how long, etc.

**Current Behaviors**

**20 minutes**

Let's start by how you use USPS services.

- What do you use USPS services for?
  - How much mail does your household send and receive in a typical week? What days of the week do you receive more or less mail?
  - How important are mail and delivery services to you in your daily lives? What times of the year, days of the week are mail delivery and collection services more or less important to you?



- What does you do by mail or rely on the mail to do?
- How has how you use the mail to send and receive changed over recent (past 5) years?
- Think about a typical **week** in your life and let's talk about the things that you do and how you use mail, package, and shipping services to do these things. We are going to talk about six general areas:
  - Your household's financial transactions
  - Your general correspondence – e.g., sending / receiving cards, letters, etc.
  - Express or Priority Mail
  - Your use of advertising / catalogs / direct mail / coupon
  - Packages you send and/or receive
  - Magazines you receive

Describe in detail – What **financial transactions** do you do using USPS (e.g., receiving bills / bank statements / etc. sending payments / etc.)? What is your typical routine? When do you sit down and pay your bills – e.g., do you do it on a specific day (which one), at specific times, of the month, etc.? What factors into the timing of when you sit down and pay bills? When do you mail the payments? How much of your financial transactions do you do using USPS versus other methods (e.g., on-line, in-person, auto withdrawal)? How has this changed during the past five years – i.e., do you do more or less using USPS? When, how, and why? What factors into your decisions on how whether to use USPS versus other methods when paying bills?

Do you receive any checks in the mail at homes? How many and what are they for? When do you typically receive these checks? What do you do after you receive them? Do these checks come specific days of the week / month / year? How important is it that these checks arrive on these specific days of the week / month / year? What is impact if arrival dates change / vary?

What types of **general correspondence** do you send / receive at your home? How much, how often? When? What is your typical routine in handling the general correspondence you send / receive? When you send how much do you send from your home mailbox versus drop at a post office or other mail collection sites? When do you mail general correspondence – greeting cards, invitations, etc. Do you do more at certain times of the year – which times? How has this changed during the past five years– i.e., do you do more or less using USPS? When, how, and why? What factors into your decisions on how whether to use USPS versus other methods to correspond with friends / family?

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What types of **advertising** do you typically receive at your home – e.g., catalogs, flyers, coupons, etc.? How much do you receive? When do you generally receive it? Which of the advertising that you receive at home do you use? When do you like to receive the advertising that you get? Are certain items time sensitive for you – describe? How has your use of the advertising you receive changed during the past five years – i.e., do you receive more or less using USPS? When, how, and why?



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How many **magazines** do you subscribe to and typically receive at your home? When do you generally receive them? When do you generally read your magazines? Do you have a strong preference when you receive your magazines and why? What magazines that you receive are time sensitive? How has this changed during the past five years – e.g., do you get more or less, do you subscribe to online magazines, etc.?

Finally, thinking about your regular routine in sending / receiving mail at your home are there days of the week when you do more mail tasks / other days when you do less? When and why?

### **Attitudes toward USPS**

**10 minutes**

- What do you currently think about / feel about the level and quality of services you currently receive from USPS? What works particularly well for your household – notably in terms of the types of “mail moments” we just finished talking about?
- What key aspects of USPS services do you really value – i.e., what is really important to you?
- What aspects of USPS services do you feel are very important – i.e., you would have major problems without them?

### **Current Situation**

**30 minutes**

The situation today: As a result of the current recession, huge volume and revenue declines, and a legal requirement to annually prepay over \$2 billion in retiree health benefits, USPS is facing a massive deficit of \$7 billion this year. And, it will face a similar deficit next year.

- If you were the CEO of USPS what do you think would be the best ways for USPS to address this deficit?
  - What changes in services would you suggest? What other changes do you think you would recommend?
- Now put your consumer hat back on. What changes are you willing as a consumer to accept to help the USPS address this deficit? Would you rather the Postal Service makes service changes or raise prices significantly – 10 percent across the board – to eliminate this deficit?

Let’s consider one scenario that is being considered. Federal law has required that mail be picked up and delivered six days a week since 1983. USPS has asked Congress earlier this year to approve a reduction in service to five days a week.

- What is your immediate reaction to this proposal?
- What are its advantages / disadvantages?
- What are your immediate questions / concerns regarding this proposal?
- Which of these changes would have the **most significant impact** on how you currently do any of the things we talked about above? What would be the impact and why?
- Thinking back to the routines you described earlier, what changes to these routines would you have to make?



How difficult would it be for you to make those changes and why?

- Your household's financial transactions
- Your general correspondence – e.g., sending / receiving cards, letters, etc.
- Express or Priority Mail
- Your use of advertising / catalogs / direct mail / coupons
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- How do you think you would adjust? What changes would you make in use of postal services?

Hand out concept statement and have them discuss:

- What are your immediate reactions – overall.
  - What is your immediate reaction to this proposal?
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  - How would this impact how you use USPS services?
  - How would this impact how you use postal services?
- Each bullet point – focus specifically on collection from boxes / at Post offices; no processing over weekend – i.e., if into system on Friday will continue to be processed; if not in system Friday no processing until Monday.
  - What is your immediate reaction to this proposal?
  - What are your immediate questions / concerns regarding this proposal?
  - How would this impact you use USPS?
  - How would this impact how you use postal services?
- How would these changes impact what you think about the level and value of services offered by USPS?

Now given what we have been discussing, what do you feel USPS should do (written / discuss)?

| If these were the only two options to reduce the deficit the USPS is facing which would you choose? |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|
| Strongly Choose 5-day week service delivery   |   |   |   |   |   |   |   |   | Strongly Choose 10 percent across-the-board rate increase |   |
| ○   | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○   | ○ |

**Mitigation**

**30 minutes**

Are there specific times of the year / month or are there specific situations where 5 day a week delivery would have a greater / more negative impact on your lives?



- Describe specifically.
- How could these impacts be minimized? What could you do differently? What could the USPS do to minimize these impacts?

Here are some things the Post Office is considering to help minimize these impacts. How will these affect you and would they make it easier for you to adapt to 5 day delivery?

- Collection of mail on Saturday  
What would be your expectation of delivery of such mail?
- Delivery of Priority Mail on Saturday? With a surcharge?
- Delivery of packages the 2 or 3 Saturdays before Christmas
- Delivery and collection of mail on Saturday when there is a three day holiday – i.e., Monday or Friday is a holiday

If they did some of the things we just discussed, what do you feel USPS should do (written / discuss)? Of these strategies we just discussed, what would you really want to have the USPS do to make it easier for you to accept five day a week mail delivery?

| If these were the only two options to reduce the deficit the USPS is facing which would you choose? |                       |                       |                       |                       |                       |                       |                       |                       |   |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---|
| Strongly Choose 5-day week service delivery   |                       |                       |                       |                       |                       |                       |                       |                       | Strongly Choose 10 percent across-the-board rate increase |
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- If they did some of these things, how would these changes impact what you think about the level and value of services offered by USPS?

**Wrap-Up Attitudes toward USPS**

**10 minutes**

- After all of this discussion – If the Postal Service implements 5 day delivery, how will this affect your thoughts about the level and quality of services you currently receive from USPS?

I'd like to have you do one more thing for me. Think about everything we have talked about here and take a minute to write down an answer to this question.

- If you were to write a letter about your feelings regarding this proposed change, who would you write it to and what would you say?

Additional questions from back room.

Final WRAP-UP – Thinking about everything we said if USPS goes to 5-day a week service, would you use USPS services more, the same as now, or less? For less – specifically what would you do less via USPS.

**Whiteman, Greg - Washington, DC**

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**From:** Becky Yalch [Becky.Yalch@opinionresearch.com]  
**Sent:** Wednesday, September 09, 2009 4:11 PM  
**To:** Lisa Brunning; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC  
**Cc:** Jeff Resnick; Neil Wolch  
**Subject:** RE: USPS 5-Day Delivery Research - Weekly Update  
**Attachments:** Seattle Profiles 9-9.xls

Wanted to also follow-up and provide some additional insights into how the recruiting is going for Seattle. In a nutshell it is going well. Following is what the recruiting looks like so far.

Consumer City Center – 7 of 12 respondents recruited  
 Consumer Suburban - 12 of 12 respondents recruited – FULLY RECRUITED  
 Consumer Rural - 12 of 12 respondents recruited – FULLY RECRUITED  
 Business Group 1 – 5 of 12 respondents recruited  
 Business Group 2 – 1 of 12 respondents recruited

I have attached the profile sheets. I did let them know we are heavy up on the female side on the consumer suburban groups and have asked them to recruit some alternates who are guys – hopefully to replace any cancellations. Otherwise I will have them make appropriate adjustments.

The Business Group #2 is the group who uses standard mail for advertising. This is the one where we tightened up the screening requirements – remember in Chicago we had folks thinking standard and first class mail were one and the same. They are going to start widening the net a bit – let's see how this goes today and tomorrow but we might need to revisit a bit. Any other ideas?

I'm off and back to the wedding planning and packing – but will watch e-mails.

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**From:** Lisa Brunning  
**Sent:** Wednesday, September 09, 2009 11:39 AM  
**To:** 'Smith, Bob - Washington, DC'  
**Cc:** Jeff Resnick; Neil Wolch; Becky Yalch  
**Subject:** RE: USPS 5-Day Delivery Research - Weekly Update

Bob,

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

**Qualitative**

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

**Quantitative**

- Revised sampling plan sent last week on September 4<sup>th</sup>

5/21/2010

- Revised pricing sent today, September 9<sup>th</sup>
- Drafting the questionnaire based on feedback obtained during Chicago focus groups

Lisa M. Brunning  
Senior Project Manager

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

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

Bob,

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

**Qualitative**

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

**Quantitative**

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

Lisa M. Brunning  
Senior Project Manager

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

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

Bob,

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

5/21/2010

Qualitative

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

Quantitative

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

Lisa M. Brunning  
Senior Project Manager

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



## Whiteman, Greg - Washington, DC

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**From:** Smith, Bob - Washington, DC  
**Sent:** Tuesday, September 15, 2009 9:24 AM  
**To:** Whiteman, Greg - Washington, DC  
**Subject:** FW: USPS 5-Day Delivery Research - Weekly Update

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

Bob,

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

### Qualitative

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

### Quantitative

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

Lisa M. Brunning  
Senior Project Manager

Opinion Research Corporation  
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Lisa.Brunning@OpinionResearch.com

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**Sent:** Wednesday, September 09, 2009 1:39 PM  
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5/21/2010

**Cc:** Jeff Resnick; Neil Wolch; Becky Yalch  
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Qualitative

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Lisa M. Brunning

5/21/2010

**Senior Project Manager**

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

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

Bob,

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

**Qualitative**

- Screeners and schedule finalized and recruiting for the Chicago has begun. Consumer groups are fully recruited and business groups will be the focus for the balance of the week. Recruiting for other groups to start this week or early next week.
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**Whiteman, Greg - Washington, DC**

---

**From:** Becky Yalch [Becky.Yalch@opinionresearch.com]  
**Sent:** Tuesday, September 15, 2009 9:37 PM  
**To:** Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC  
**Cc:** Neil Wolch; Martin Pacino; Graham Hueber  
**Subject:** 5 Day Delivery-IDs Discussion Guide.doc  
**Attachments:** 5 Day Delivery-IDs Discussion Guide.doc

IDI's Discussion Guide – to start. I have modified the objectives. Before I do the whole guide let's confirm that these are the key objectives / topic issues to cover. I am thinking we will keep these folks on the phone for 45 minutes max – 30 minutes more likely – so need to be on target.

Then I have outlined the suggested breakdown of interviews.

Perhaps we can discuss these a bit at dinner tonight.



Opinion Research Corporation

*Moderator's Guide  
USPS 5-Day Week Delivery  
IDI's  
Guide Developed - September 15, 2009*

**Objectives**

- Develop a deep understanding of current operations and the specific impacts (financial, organization, operations, etc.) the proposed 5-day / week delivery schedule would have on large companies / high volume users businesses / business practices
- Assess how these large companies / high volume mail processors could / would be willing to adjust their operations to accommodate a 5-day / week delivery schedule
- Assess how difficult it will be for large companies / high volume mail processors to adjust and why. Discuss what issues/problems they will have.
- Assess large companies / high volume mail processors' perceptions of USPS's reasons for the change.
- Identify / test strategies by which USPS could mitigate the impact of this change on service large companies / high volume mail processors' organization / operations.

**Overview**

30 IDIs will be completed with National and Premier Accounts as follows:

| <i>Segment</i>           | <i>National</i> | <i>Premier</i> |
|--------------------------|-----------------|----------------|
| Direct marketing         | 3               | 2              |
| Billing                  | 3               | 2              |
| Payment                  | 3               | 2              |
| Shipping / distribution  | 3               | 2              |
| Publishing – Periodicals | 2               | 1              |
| Publishing – Catalogs    | 2               | 1              |
| Publishing – Newspapers  | 1               | 1              |
| Non-Profits              | 1               | 1              |
| <b>Total</b>             | <b>18</b>       | <b>12</b>      |

**Whiteman, Greg - Washington, DC**

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**From:** Smith, Bob - Washington, DC  
**Sent:** Tuesday, September 22, 2009 11:14 AM  
**To:** Whiteman, Greg - Washington, DC  
**Subject:** FW: USPS 5-Day Delivery Research - Weekly Update

FYI

Bob Smith  
 Market Research  
 Room 1106  
 202 268 3579

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**Whiteman, Greg - Washington, DC**

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**From:** Smith, Bob - Washington, DC  
**Sent:** Thursday, September 24, 2009 3:34 PM  
**To:** Whiteman, Greg - Washington, DC  
**Subject:** FW: USPS 5-Day Delivery Research - Panel Costs

Panel costs below.

Bob Smith  
Market Research  
Room 1106  
202 268 3579

---

**From:** Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]  
**Sent:** Thursday, September 24, 2009 3:33 PM  
**To:** Smith, Bob - Washington, DC  
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Bob,

For the Consumer Panel the charge would be \$6,000 and for Small Business the charge would be \$15,000 so we could add those two cost onto what we can bill through September 30<sup>th</sup> if you would like. Just let us know. Thanks.

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I see no reason to switch this from online to the phone. We did this for consumers as we were concerned that we would under survey those in rural areas and those downscale. By switching to phone we can better get coverage and to shore a weakness in phone surveys we added a cell phone only component. I have less concerns about an online survey for small businesses.

Bob Smith, please let Neil know this.

Greg

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

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---

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

Bob,

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

### Qualitative

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

### Quantitative

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

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**

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**From:** Michelson, Robert - Washington, DC  
**Sent:** Wednesday, September 30, 2009 4:06 PM  
**To:** Whiteman, Greg - Washington, DC; Neil Wolch; Smith, Bob - Washington, DC; Becky Yalch  
**Cc:** Lisa Brunning  
**Subject:** RE: IDIs Concept Statement

Neil,

They way I have been referring to it is bulk or presorted mail, non- single piece. If they are mailing bulk mail (First-Class, Standard or Periodicals) they have to have a bulk mail permit, even if they have a postage meter. If you mail bulk mail, it must be entered/deposited at a BMEUs or DMU. We should know that in the quantitative based on the type of mail they send - single piece or not.

Bullet 3 - Remittance mailers include bill processors, banks, utilities and telecommunications companies. They are in all business segments - National, Premier and Preferred.

For bullets 3, 6 and 7, I can say for sure that DMUs are not be for a Preferred customer. For delivery to PO Box addresses, caller service is for large recipients of mail. Out of an abundance of caution, we should read the entire list to all National, Premier and Preferred accounts so we do not miss anyone.

Bob

---

**From:** Whiteman, Greg - Washington, DC  
**Sent:** Wednesday, September 30, 2009 3:44 PM  
**To:** Neil Wolch; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC; Becky Yalch  
**Cc:** Lisa Brunning  
**Subject:** RE: IDIs Concept Statement

Neil:

The way to identify whether they have a permit account is to check to see if they have volume for First-Class Mail, Standard Mail or Periodical Mail. To mail these products, the customer must apply and pay for a permit.

Regarding points 3, 6, and 7, all business customers in the three segments could have a firm hold out (item 3) at the plant though it much less likely for Preferred customers. It is doubtful that Preferred customers would have a DMU (item 6) but more possible some Preferred customers could drop ship mail (item 7).

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:** Wednesday, September 30, 2009 2:08 PM

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

**Cc:** Lisa Brunning

**Subject:** RE: IDIs Concept Statement

I don't think we'll know if Preferred has bulk mail permit to pay for postage. Would it be okay to read it to all Preferred?

Also, I know some of these emails might be crossing, but do you have any input on my previous question: to be sure we are completely clear, should we include non-single piece bullets (now numbers 3, 6 and 7) for *all* quantitative phase respondents in the Preferred, Premier and National segments? Or, are there any applications or products for which these would not apply?

Thanks,

Neil

---

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

**Sent:** Wednesday, September 30, 2009 1:00 PM

**To:** Smith, Bob - Washington, DC; Neil Wolch; Becky Yalch; Whiteman, Greg - Washington, DC

**Cc:** Lisa Brunning

**Subject:** RE: IDIs Concept Statement

I agree with Bob Smith. Let's read to National and Premiere accounts and preferred if they have a bulk mail permit to pay for postage.

Bob

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**From:** Smith, Bob - Washington, DC

**Sent:** Wednesday, September 30, 2009 1:50 PM

**To:** Neil Wolch; Michelson, Robert - Washington, DC; Becky Yalch; Whiteman, Greg - Washington, DC

**Cc:** Lisa Brunning

**Subject:** RE: IDIs Concept Statement

My opinion is we include it for National and Premier. Probably not for Preferred. Definitely not for small business. Bob do you agree? Which bucket do you put Preferred in, read or not?

Bob Smith  
Market Research  
Room 1106  
202 268 3579

---

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

**Sent:** Wednesday, September 30, 2009 1:46 PM

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

**Cc:** Lisa Brunning

**Subject:** RE: IDIs Concept Statement

Should we only include the part in ( ) for Preferred, Premier and National?

Neil

---

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

**Sent:** Wednesday, September 30, 2009 12:34 PM

**To:** Neil Wolch; Michelson, Robert - Washington, DC; Becky Yalch; Whiteman, Greg - Washington, DC

**Cc:** Lisa Brunning

5/21/2010

**Subject:** RE: IDIs Concept Statement

"Continued" should be "continue". What happens to the words in the ( )? Are they read, and to whom?

Bob Smith  
Market Research  
Room 1106  
202 268 3579

---

**From:** Neil Wolch [mailto:neil.wolch@opinionresearch.com]  
**Sent:** Wednesday, September 30, 2009 1:10 PM  
**To:** Michelson, Robert - Washington, DC; Becky Yalch; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC  
**Cc:** Lisa Brunning  
**Subject:** RE: IDIs Concept Statement

Hi Bob,

That helps a lot.

I've suggested a couple of VERY minor edits in the attachment. Please let us know if those are okay.

Also, to be sure we are completely clear, should we include non-single piece bullets (now numbers 3, 6 and 7) for *all* quantitative phase respondents in the Preferred, Premier and National segments? Or, are there any applications or products for which these would not apply?

Thanks,

Neil

---

**From:** Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]  
**Sent:** Wednesday, September 30, 2009 11:34 AM  
**To:** Neil Wolch; Becky Yalch; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC  
**Cc:** Lisa Brunning  
**Subject:** RE: IDIs Concept Statement

Neil,

You make a great point. Everyone should get the first sentence. Only large mailers are going to know what is caller service or national firm hold outs. Rather than totally confuse people, what do you think of rewriting the first sentence to be read to everyone. :

- Mail will be continued to be delivered to PO Box addresses (PO Boxes, Caller Service and National Firm Holdouts) Monday - Saturday.

I would make the second sentence a separate bullet to be read to all large mailers that mail bulk, presorted mail.

- Remittance mail that is picked up at a plant on Saturday and/or Sunday will continue to be picked up on those days. I made these changes in the attached. Does this work?

Bob

---

**From:** Neil Wolch [mailto:neil.wolch@opinionresearch.com]  
**Sent:** Wednesday, September 30, 2009 12:12 PM  
**To:** Michelson, Robert - Washington, DC; Becky Yalch; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC

5/21/2010

**Cc:** Lisa Brunning  
**Subject:** RE: IDIs Concept Statement

Hi Bob and Greg,

Can you please clarify who should get bullet #2? Are you saying that the only Consumers and Small Businesses who should get it are those that use a PO Box? We will not know until the end if they use a PO Box and, even if they don't currently, the change may impact whether they decide to get one. So, I'd recommend including at least the first sentence of that bullet for all. I'm less clear about who should get the second sentence of that bullet.

Thanks,

Neil

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**From:** Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]  
**Sent:** Wednesday, September 30, 2009 10:44 AM  
**To:** Neil Wolch; Becky Yalch; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC  
**Cc:** Lisa Brunning  
**Subject:** RE: IDIs Concept Statement

Hi Neil,

Yes you are right. Bullet points 5 and 6 do not apply to consumers or businesses that mail single piece (non-bulk or presorted mail).

I just came out of meeting with Sam Pulcrano and several folks from Operations. They want a few changes in the concept statement, which are incorporated in the attached. I put in brackets those bullet points that should not be given to single piece mailers who are consumers and small businesses. Please use this version. There will not be any further changes, at least that I am aware of.

Bob

---

**From:** Neil Wolch [mailto:neil.wolch@opinionresearch.com]  
**Sent:** Wednesday, September 30, 2009 9:41 AM  
**To:** Michelson, Robert - Washington, DC; Becky Yalch; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC  
**Cc:** Lisa Brunning  
**Subject:** RE: IDIs Concept Statement

Hi Bob,

This is labeled for the IDIs, but just to confirm, this is also what we should use for the quant phase (except that points 5 and 6 do not apply for consumers). Is that right?

Thanks,

Neil

---

**From:** Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]  
**Sent:** Wednesday, September 30, 2009 7:58 AM  
**To:** Becky Yalch; Neil Wolch; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC  
**Subject:** IDIs Concept Statement

Folks,

I know that over the past two weeks we discussed revising the IDIs concept statement and that I provided a change to the statement. I am sending the attached to close the loop so you have all the changes in one document that I sent you.

5/21/2010

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

## Whiteman, Greg - Washington, DC

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**From:** Michelson, Robert - Washington, DC  
**Sent:** Wednesday, September 30, 2009 4:23 PM  
**To:** Becky Yalch; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC  
**Cc:** Martin Pacino; Neil Wolch; Lisa Brunning  
**Subject:** RE: 5-Day Delivery IDI Guide draft 9-30-2009.doc

Issue 12 is there - in home dates for Standard Mail.

I'll get back to you with my comments to the guide.

Bob

---

**From:** Becky Yalch [mailto:Becky.Yalch@opinionresearch.com]  
**Sent:** Wednesday, September 30, 2009 2:04 PM  
**To:** Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC  
**Cc:** Martin Pacino; Neil Wolch; Lisa Brunning  
**Subject:** 5-Day Delivery IDI Guide draft 9-30-2009.doc

Well we all seem to be on the same wave length this morning. Attached is the draft IDI guide. We are getting these scheduled and want to get started so any feedback would be greatly appreciated.

I have also attached the List of Issues that Bob M. provided. Do you think with the current guide we will get to these issues or do we need to add some of them in specifically there at the end that we might not capture in the discussion. Also Bob in this list I don't see Issue #12.

## **Mailers' Issues with 5 Day Delivery**

### **Acceptance Issues**

- Collection of single piece First-Class Mail on Saturday – Issues 20, 1, 4, and 15
  - Election mail (ballots - not collecting or processing mail on Saturday) - Issue 1
  - Remittance mail (not collecting or processing mail on Saturday) – Issue 4
  - Effect of three day holiday on collections over the weekend – Issue 15
- BMEUs closed on Saturday; DMUs open on Saturday – Issue 9
- Drop Ship accepted on Saturday – Issue 10
- Meeting in-home delivery dates for Standard Mail – Issues 12 and 11
  - Saturation mail accepted to meet in-home or other targeted dates – Issue 11
- Acceptance of Express Mail on Saturday – Issue 17

### **Delivery Issues**

- Election mail (receiving ballots by election day) – Issue 1
- Live animals, perishables – Issues 2, 3 and 13
  - Perishables – Issue 2
  - Live animals (baby chickens, bees and crickets) – Issue 13
  - Medicines and Haz Mat laboratory specimens – Issue 3
- Remittance mail (receipt of payments) – Issue 4
- Newspapers – Issue 5
- Magazines – Issue 6
- Priority Mail delivery on Saturday - Issue 7
- Meeting in-home delivery dates for Standard Mail – Issues 12, 11 and 16
  - Saturation mail delivered by the in-home or other targeted date – Issue 11
  - Standard Mail committed delivery on Monday - Issue 16
- Delivery on Saturday on the two weeks before Christmas – Issue 14
- Delivery of government checks from government agencies (i.e. SSA, unemployment, welfare) – Issue 18
- Postal Service transportation of mail from and to BMCs, SCFs and DDU's – Issue 19
- Customers with time sensitive mail need Saturday to remain "Day Zero" for destination entered mail (they want it counted as being deposited on that day) – Issue 21
- Drop Ship accepted on Saturday – Issue 10



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***Moderator's Guide  
USPS 5-Day Week Delivery  
In Depth Interviews  
National and Premier Accounts***

***Objectives***

- Develop a deep understanding of current operations and the specific impacts (financial, organization, operations, etc.) the proposed 5-day / week delivery schedule would have on large companies / high volume users businesses / business practices
- Assess how these large companies / high volume mail processers could / would be willing to adjust their operations to accommodate a 5-day / week delivery schedule
- Assess how difficult it will be for large companies / high volume mail processers to adjust and why. Discuss what issues/problems they will have.
- Assess large companies / high volume mail processers' perceptions of USPS's reasons for the change.
- Identify / test strategies by which USPS could mitigate the impact of this change on service large companies / high volume mail processers' organization / operations.

***Overview***

30 IDs will be completed with National and Premier Accounts as follows:

| <i>Segment</i>           | <i>National</i> | <i>Premier</i> |
|--------------------------|-----------------|----------------|
| Direct marketing         | 3               | 2              |
| Billing                  | 3               | 2              |
| Remittance / Payments    | 3               | 2              |
| Shipping / distribution  | 3               | 2              |
| Publishing – Periodicals | 2               | 1              |
| Publishing – Catalogs    | 2               | 1              |
| Publishing – Newspapers  | 1               | 1              |
| Non-Profits              | 1               | 1              |
| <b>Total</b>             | <b>18</b>       | <b>12</b>      |



## **Introductions & Instructions**

**3 minutes**

### **Purpose of focus group/IDI**

- Opinions / how feel and why.
- No right or wrong answers.
- How results will be used
- Tape
- Confidentiality
- Emphasis on elaborate but succinct responses (not a complaining session)

### **Personal Introduction(s)** – Name, job title, your specific role / duties

Describe your staff (if applicable) and their responsibilities as they pertain to USPS.

### **Current Situation**

**5 minutes**

Let's start by how your company and specifically how your division / department uses USPS services for [SPECIFIC APPLICATION FOR WHICH RECRUITED].

- Please describe your regular process for the management of \_\_\_\_\_. In particular tell me about key timing / scheduling considerations for the management of \_\_\_\_\_.
- What are the key financial considerations when using USPS services for \_\_\_\_\_? What would be the financial impacts of any changes to your current systems / processes?
- What are the key operational considerations when using USPS for \_\_\_\_\_? What would be the operational impacts of any changes to your current systems / processes?
  - What could be changed / what could not?
- What are the key organizational considerations when using USPS for \_\_\_\_\_? What would be the organizational impacts of any changes to your current systems / processes?
  - What could be changed / what could not?
- What are the key customer service considerations when using USPS for \_\_\_\_\_? What would be the customer service impacts of any changes to your current systems / processes?
  - What could be changed / what could not?

### **Attitudes toward USPS**

**5 minutes**

- What do you currently think about / feel about the level and quality of services you currently receive from USPS? What works particularly well for your business?
- What key aspects of USPS services do you really value – i.e., what is really important to you?



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- What aspects of USPS services do you feel are **very important** – i.e., you would have major problems without them?

### **Current Situation**

**10 minutes**

As you are aware, the USPS is facing an unprecedented situation. As a result of the current recession, **huge volume and revenue declines, and a legal requirement to annually prepay over \$2 billion in retiree health benefits, USPS is facing a massive deficit of \$7 billion this year. And, it will face a similar deficit next year.**

Let's consider one scenario that is being considered. Federal law has required that mail be picked up and delivered six days a week since 1983. USPS has asked Congress earlier this year to approve a reduction in service to five days a week. Specifically, USPS is proposing [READ CONCEPT STATEMENT].

- What is your immediate reaction to this proposal?
- What are your immediate questions / concerns regarding this proposal?
- What do you foresee as the financial impacts of this proposal on your business?
  - What will you need to change / do differently if this proposal is enacted?
  - How difficult will it be for your company to make these changes?
  - What can't you change?
- What do you foresee as the management impacts of this proposal on your business?
  - What will you need to change / do differently if this proposal is enacted?
  - How difficult will it be for your company to make these changes?
  - What can't you change?
- What do you foresee as the operational impacts of this proposal on your business?
  - What will you need to change / do differently if this proposal is enacted?
  - How difficult will it be for your company to make these changes?
  - What can't you change?
- What do you foresee as the customer service impacts of this proposal on your business?
  - What will you need to change / do differently if this proposal is enacted?
  - How difficult will it be for your company to make these changes?
  - What can't you change?

Let's look at some specific aspects of the proposed plan, and tell me more specifically what the potential impacts on your business are.

- No Saturday delivery of mail to homes and businesses. Delivery of mail will be Monday – Friday **only**. Mail will continue to be delivered to PO Box addresses (PO Boxes, Caller Service and National Firm Holdouts) Monday - Saturday.
  - How does this impact your business?
  - What will you need to change / do differently if this proposal is enacted?
  - How difficult will it be for your company to make these changes?



- What can't you change?
- Remittance mail that is picked up at a plant on Saturday and/or Sunday will continue to be picked up on those days. [Do not include for single piece mailers].
  - How does this impact your business?
  - What will you need to change / do differently if this proposal is enacted?
  - How difficult will it be for your company to make these changes?
  - What can't you change?
- Post Offices will remain open on Saturday.
  - How does this impact your business?
  - What will you need to change / do differently if this proposal is enacted?
  - How difficult will it be for your company to make these changes?
  - What can't you change?
- No mail will be collected from street addresses, businesses, collection boxes, or Post Offices on Saturday. Mail dropped off at a Post Office or in a collection box after the last Friday scheduled pickup time will be collected and processed on Monday.
  - How does this impact your business?
  - What will you need to change / do differently if this proposal is enacted?
  - How difficult will it be for your company to make these changes?
  - What can't you change?
- Bulk mail entry units will be closed on Saturday. However, Detached Mail Units currently open on Saturday and/or Sunday will remain open. Mail will continue to be accepted and verified at DMUs on Saturday and/or Sunday. [Do not include for single piece mailers.]
  - How does this impact your business?
  - What will you need to change / do differently if this proposal is enacted?
  - How difficult will it be for your company to make these changes?
  - What can't you change?
- Destinating entry bulk mail can continue to be drop shipped at plants on Saturday and Sunday and at delivery units on Saturday. However, time slots for dropping the mail will be shortened. Mail dropped shipped at a plant on Saturday or Sunday will be processed on Monday. Standard Mail dropped shipped at a delivery unit on Saturday will be delivered by Tuesday. [Do not include for single piece mailers.]
  - How does this impact your business?
  - What will you need to change / do differently if this proposal is enacted?
  - How difficult will it be for your company to make these changes?
  - What can't you change?



- Elimination of Saturday collection, processing and delivery will generally add a day to the delivery of mail that is currently collected and processed or scheduled to be delivered on Saturday.
  - How does this impact your business?
  - What will you need to change / do differently if this proposal is enacted?
  - How difficult will it be for your company to make these changes?
  - What can't you change?
- Express Mail will continue to be delivered 7 days a week. Express Mail will continue to be accepted and processed on Saturday at Post Offices. However, there will be no carrier pickup of Express or Priority Mail on Saturday.
  - How does this impact your business?
  - What will you need to change / do differently if this proposal is enacted?
  - How difficult will it be for your company to make these changes?
  - What can't you change?

### **Wrap-Up**

**7 minutes**

Are there specific times of the year / month or are there specific situations where the proposed 5 day a week delivery would have a greater / more negative impact on your business?

- Describe specifically.
  - What about the Thanksgiving to XMAS holiday period?
  - What about 3 day holiday weekends (e.g., Labor Day, Memorial Day)?
- How could these impacts be minimized? What could you do differently? What could the USPS do to minimize these impacts?
- USPS has identified some potential issues that businesses might face because of this proposal. I would like to run through this list with you. For each one tell me whether it is an issue for your business

***Is there anything else you'd like to say with regard to the potential changes we've been discussing?***

**Whiteman, Greg - Washington, DC**

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**From:** Becky Yalch [Becky.Yalch@opinionresearch.com]  
**Sent:** Wednesday, September 30, 2009 5:09 PM  
**To:** Martin Pacino; Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC  
**Cc:** Neil Wolch; Lisa Brunning  
**Subject:** RE: 5-Day Delivery IDI Guide draft 9-30-2009.doc

Good suggestions Greg – thanks. We'll wait to get Bob's and then we should be good to go.

---

**From:** Martin Pacino  
**Sent:** Wednesday, September 30, 2009 1:47 PM  
**To:** Michelson, Robert - Washington, DC; Becky Yalch; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC  
**Cc:** Neil Wolch; Lisa Brunning  
**Subject:** RE: 5-Day Delivery IDI Guide draft 9-30-2009.doc

That's strange. Your last two emails came in the opposite order they were sent.

I'll incorporate these changes and shoot it back over. In the event that I don't hear anything though, I'll proceed with the interview that I have scheduled for 7am tomorrow.

---

**From:** Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]  
**Sent:** Wednesday, September 30, 2009 1:39 PM  
**To:** Becky Yalch; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC  
**Cc:** Martin Pacino; Neil Wolch; Lisa Brunning  
**Subject:** RE: 5-Day Delivery IDI Guide draft 9-30-2009.doc

Overall the guide looks good. I have a few comments about the guide:

- There is no need to say do not read for single piece mailers. National and Premier accounts do not mail single piece to any extent and you should not be talking to such folks.
- The upfront part separates finance, operations and customer service. If this takes 5 minutes, great, but if takes more, we should look at shortening it.
- I would like to probe on the Saturday drop ship with shorter hours by asking if they currently drop ship to a plant or DDU, is it dropped shipped by noon? In general or is it by DDU or plant? I would like to follow this up with a question that asks, if the shorter hours meant that you had to drop ship by 12 noon, would that impact your business and if so how.
- I would like to know if 5 Day Delivery as described would force them to use alternatives for their application and if so what application and why?

Bob

---

**From:** Becky Yalch [mailto:Becky.Yalch@opinionresearch.com]  
**Sent:** Wednesday, September 30, 2009 2:04 PM  
**To:** Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC  
**Cc:** Martin Pacino; Neil Wolch; Lisa Brunning  
**Subject:** 5-Day Delivery IDI Guide draft 9-30-2009.doc

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and want to get started so any feedback would be greatly appreciated.

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## Whiteman, Greg - Washington, DC

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**From:** Martin Pacino [Martin.Pacino@opinionresearch.com]  
**Sent:** Wednesday, September 30, 2009 8:11 PM  
**To:** Michelson, Robert - Washington, DC; Becky Yalch; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC  
**Cc:** Neil Wolch; Lisa Brunning  
**Subject:** RE: 5-Day Delivery IDI Guide draft 9-30-2009.doc

Hi Bob,

Can you explain to me the difference between a DDU and a plant?

Thanks,

Marty

---

**From:** Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]  
**Sent:** Wednesday, September 30, 2009 2:20 PM  
**To:** Becky Yalch; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC  
**Cc:** Martin Pacino; Neil Wolch; Lisa Brunning  
**Subject:** RE: 5-Day Delivery IDI Guide draft 9-30-2009.doc

I think I confused everyone. Even me. Let's go with these comments.

Bob

---

**From:** Becky Yalch [mailto:Becky.Yalch@opinionresearch.com]  
**Sent:** Wednesday, September 30, 2009 5:15 PM  
**To:** Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC  
**Cc:** Martin Pacino; Neil Wolch; Lisa Brunning  
**Subject:** RE: 5-Day Delivery IDI Guide draft 9-30-2009.doc

Well okay – so Bob those were your great comments – and then you confused me by saying you were sending comments. Anyway we are good to go – unless Greg has comments.

---

**From:** Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]  
**Sent:** Wednesday, September 30, 2009 1:39 PM  
**To:** Becky Yalch; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC  
**Cc:** Martin Pacino; Neil Wolch; Lisa Brunning  
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5/21/2010

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Bob

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**From:** Becky Yalch [mailto:Becky.Yalch@opinionresearch.com]  
**Sent:** Wednesday, September 30, 2009 2:04 PM  
**To:** Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC  
**Cc:** Martin Pacino; Neil Wolch; Lisa Brunning  
**Subject:** 5-Day Delivery IDI Guide draft 9-30-2009.doc

Well we all seem to be on the same wave length this morning. Attached is the draft IDI guide. We are getting these scheduled and want to get started so any feedback would be greatly appreciated.

I have also attached the List of Issues that Bob M. provided. Do you think with the current guide we will get to these issues or do we need to add some of them in specifically there at the end that we might not capture in the discussion. Also Bob in this list I don't see Issue #12.

**Whiteman, Greg - Washington, DC**

---

**From:** Whiteman, Greg - Washington, DC  
**Sent:** Friday, October 02, 2009 8:13 AM  
**To:** Neil Wolch; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC; Becky Yalch  
**Cc:** Lisa Brunning  
**Subject:** RE: IDIs Concept Statement

Folks:

Looks good to me. Bob, OK with you?

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, October 01, 2009 4:36 PM  
**To:** Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Becky Yalch  
**Cc:** Lisa Brunning  
**Subject:** RE: IDIs Concept Statement

Hi Greg and Bob,

Just checking if you have had a chance to review what I hope is the final concept (attached), which has been slightly reformatted to facilitate programming as described below.

Thanks,

Neil

---

**From:** Neil Wolch  
**Sent:** Wednesday, September 30, 2009 3:39 PM  
**To:** 'Michelson, Robert - Washington, DC'; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Becky Yalch  
**Cc:** Lisa Brunning  
**Subject:** RE: IDIs Concept Statement

Hi Bob and Greg,

Thanks for helping me work through this. I've attempted to capture the latest plan in the attached concept. I phrased the instructions about who gets what in terms that relate to how we refer to segments and products in the questionnaire, to make this clear for our programmers. Those instructions are highlighted and in all caps.

Can you please confirm that this is what you have in mind?

Thanks,

5/21/2010

Neil

---

**From:** Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]  
**Sent:** Wednesday, September 30, 2009 3:06 PM  
**To:** Whiteman, Greg - Washington, DC; Neil Wolch; Smith, Bob - Washington, DC; Becky Yalch  
**Cc:** Lisa Brunning  
**Subject:** RE: IDIs Concept Statement

Neil,

They way I have been referring to it is bulk or presorted mail, non- single piece. If they are mailing bulk mail (First-Class, Standard or Periodicals) they have to have a bulk mail permit, even if they have a postage meter. If you mail bulk mail, it must be entered/deposited at a BMEUs or DMU. We should know that in the quantitative based on the type of mail they send - single piece or not.

Bullet 3 - Remittance mailers include bill processors, banks, utilities and telecommunications companies. They are in all business segments - National, Premier and Preferred.

For bullets 3, 6 and 7, I can say for sure that DMUs are not be for a Preferred customer. For delivery to PO Box addresses, caller service is for large recipients of mail. Out of an abundance of caution, we should read the entire list to all National, Premier and Preferred accounts so we do not miss anyone.

Bob

---

**From:** Whiteman, Greg - Washington, DC  
**Sent:** Wednesday, September 30, 2009 3:44 PM  
**To:** Neil Wolch; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC; Becky Yalch  
**Cc:** Lisa Brunning  
**Subject:** RE: IDIs Concept Statement

Neil:

The way to identify whether they have a permit account is to check to see if they have volume for First-Class Mail, Standard Mail or Periodical Mail. To mail these products, the customer must apply and pay for a permit.

Regarding points 3, 6, and 7, all business customers in the three segments could have a firm hold out (item 3) at the plant though it much less likely for Preferred customers. It is doubtful that Preferred customers would have a DMU (item 6) but more possible some Preferred customers could drop ship mail (item 7).

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 30, 2009 2:08 PM

5/21/2010

**To:** Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC; Becky Yalch; Whiteman, Greg - Washington, DC  
**Cc:** Lisa Brunning  
**Subject:** RE: IDIs Concept Statement

I don't think we'll know if Preferred has bulk mail permit to pay for postage. Would it be okay to read it to all Preferred?

Also, I know some of these emails might be crossing, but do you have any input on my previous question: to be sure we are completely clear, should we include non-single piece bullets (now numbers 3, 6 and 7) for *all* quantitative phase respondents in the Preferred, Premier and National segments? Or, are there any applications or products for which these would not apply?

Thanks,

Neil

**From:** Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]  
**Sent:** Wednesday, September 30, 2009 1:00 PM  
**To:** Smith, Bob - Washington, DC; Neil Wolch; Becky Yalch; Whiteman, Greg - Washington, DC  
**Cc:** Lisa Brunning  
**Subject:** RE: IDIs Concept Statement

I agree with Bob Smith. Let's read to National and Premiere accounts and preferred if they have a bulk mail permit to pay for postage.

Bob

**From:** Smith, Bob - Washington, DC  
**Sent:** Wednesday, September 30, 2009 1:50 PM  
**To:** Neil Wolch; Michelson, Robert - Washington, DC; Becky Yalch; Whiteman, Greg - Washington, DC  
**Cc:** Lisa Brunning  
**Subject:** RE: IDIs Concept Statement

My opinion is we include it for National and Premier. Probably not for Preferred. Definitely not for small business. Bob do you agree? Which bucket do you put Preferred in, read or not?

Bob Smith  
 Market Research  
 Room 1106  
 202 268 3579

**From:** Neil Wolch [mailto:neil.wolch@opinionresearch.com]  
**Sent:** Wednesday, September 30, 2009 1:46 PM  
**To:** Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC; Becky Yalch; Whiteman, Greg - Washington, DC  
**Cc:** Lisa Brunning  
**Subject:** RE: IDIs Concept Statement

Should we only include the part in ( ) for Preferred, Premier and National?

Neil

**From:** Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]  
**Sent:** Wednesday, September 30, 2009 12:34 PM  
**To:** Neil Wolch; Michelson, Robert - Washington, DC; Becky Yalch; Whiteman, Greg - Washington, DC  
**Cc:** Lisa Brunning  
**Subject:** RE: IDIs Concept Statement

5/21/2010

“Continued” should be “continue”. What happens to the words in the ( )? Are they read, and to whom?

Bob Smith  
Market Research  
Room 1106  
202 268 3579

---

**From:** Neil Wolch [mailto:neil.wolch@opinionresearch.com]  
**Sent:** Wednesday, September 30, 2009 1:10 PM  
**To:** Michelson, Robert - Washington, DC; Becky Yalch; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC  
**Cc:** Lisa Brunning  
**Subject:** RE: IDIs Concept Statement

Hi Bob,

That helps a lot.

I've suggested a couple of VERY minor edits in the attachment. Please let us know if those are okay.

Also, to be sure we are completely clear, should we include non-single piece bullets (now numbers 3, 6 and 7) for *all* quantitative phase respondents in the Preferred, Premier and National segments? Or, are there any applications or products for which these would not apply?

Thanks,

Neil

---

**From:** Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]  
**Sent:** Wednesday, September 30, 2009 11:34 AM  
**To:** Neil Wolch; Becky Yalch; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC  
**Cc:** Lisa Brunning  
**Subject:** RE: IDIs Concept Statement

Neil,

You make a great point. Everyone should get the first sentence. Only large mailers are going to know what is caller service or national firm hold outs. Rather than totally confuse people, what do you think of rewriting the first sentence to be read to everyone. :

- Mail will be continued to be delivered to PO Box addresses (PO Boxes, Caller Service and National Firm Holdouts) Monday - Saturday.

I would make the second sentence a separate bullet to be read to all large mailers that mail bulk, presorted mail.

- Remittance mail that is picked up at a plant on Saturday and/or Sunday will continue to be picked up on those days.

I made these changes in the attached. Does this work?

Bob

---

**From:** Neil Wolch [mailto:neil.wolch@opinionresearch.com]  
**Sent:** Wednesday, September 30, 2009 12:12 PM  
**To:** Michelson, Robert - Washington, DC; Becky Yalch; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC  
**Cc:** Lisa Brunning  
**Subject:** RE: IDIs Concept Statement

5/21/2010

Hi Bob and Greg,

Can you please clarify who should get bullet #2? Are you saying that the only Consumers and Small Businesses who should get it are those that use a PO Box? We will not know until the end if they use a PO Box and, even if they don't currently, the change may impact whether they decide to get one. So, I'd recommend including at least the first sentence of that bullet for all. I'm less clear about who should get the second sentence of that bullet.

Thanks,

Neil

---

**From:** Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]  
**Sent:** Wednesday, September 30, 2009 10:44 AM  
**To:** Neil Wolch; Becky Yalch; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC  
**Cc:** Lisa Brunning  
**Subject:** RE: IDIs Concept Statement

Hi Neil,

Yes you are right. Bullet points 5 and 6 do not apply to consumers or businesses that mail single piece (non-bulk or presorted mail).

I just came out of meeting with Sam Pulcrano and several folks from Operations. They want a few changes in the concept statement, which are incorporated in the attached. I put in brackets those bullet points that should not be given to single piece mailers who are consumers and small businesses. Please use this version. There will not be any further changes, at least that I am aware of.

Bob

---

**From:** Neil Wolch [mailto:neil.wolch@opinionresearch.com]  
**Sent:** Wednesday, September 30, 2009 9:41 AM  
**To:** Michelson, Robert - Washington, DC; Becky Yalch; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC  
**Cc:** Lisa Brunning  
**Subject:** RE: IDIs Concept Statement

Hi Bob,

This is labeled for the IDIs, but just to confirm, this is also what we should use for the quant phase (except that points 5 and 6 do not apply for consumers). Is that right?

Thanks,

Neil

---

**From:** Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]  
**Sent:** Wednesday, September 30, 2009 7:58 AM  
**To:** Becky Yalch; Neil Wolch; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC  
**Subject:** IDIs Concept Statement

Folks,

I know that over the past two weeks we discussed revising the IDIs concept statement and that I provided a change to the statement. I am sending the attached to close the loop so you have all the changes in one document that I sent you.

Bob Michelson  
 Manager, Program Management and Support  
 Shipping and Mailing Services

5/21/2010

(202) 268-7708  
Cell (202) 297-2486

**Whiteman, Greg - Washington, DC**

---

**From:** Neil Wolch [neil.wolch@opinionresearch.com]  
**Sent:** Monday, October 19, 2009 10:25 AM  
**To:** Whiteman, Greg - Washington, DC; Lisa Brunning; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC  
**Subject:** RE: USPS 5-Day Delivery - Consumer Questionnaire

I'm sorry, that is the one time I cannot make it. I have another call at that time. Would Noon or early afternoon be a possibility?

Thanks,

Neil

---

**From:** Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]  
**Sent:** Monday, October 19, 2009 9:22 AM  
**To:** Lisa Brunning; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC  
**Cc:** Neil Wolch  
**Subject:** RE: USPS 5-Day Delivery - Consumer Questionnaire

I think we can do it at 11 am. Lisa, can you set up a phone link?

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:** Monday, October 19, 2009 9:46 AM  
**To:** Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC  
**Cc:** Neil Wolch  
**Subject:** USPS 5-Day Delivery - Consumer Questionnaire

Neil and I have been reviewing the questionnaire some more and have a few things we would like to run by you. Please let me know if you would be available for a call today and if so, when. The earlier we could talk today, the better. Thanks.

**Lisa M. Brunning**  
**Senior Project Manager**

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

5/21/2010

**Whiteman, Greg - Washington, DC**

---

**From:** Lisa Brunning [Lisa.Brunning@opinionresearch.com]  
**Sent:** Monday, October 19, 2009 10:30 AM  
**To:** Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Neil Wolch  
**Subject:** RE: FW: Market research survey

Greg,

I am looking into this now.

**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:** Monday, October 19, 2009 10:25 AM  
**To:** Smith, Bob - Washington, DC; Neil Wolch; Lisa Brunning  
**Subject:** FW: FW: Market research survey

Folks:

If we corrected the problem last Friday, how did this occur again?

This is going to create a major problem for us if we don't take care of it.

Greg

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

---

**From:** Owens, Sharon - Washington, DC  
**Sent:** Monday, October 19, 2009 10:18 AM  
**To:** Whiteman, Greg - Washington, DC  
**Subject:** Fw: FW: Market research survey

Sent from Blackberry

---

5/21/2010

**From:** Carol.Kliewer@harlandclarke.com <Carol.Kliewer@harlandclarke.com>  
**To:** Owens, Sharon - Washington, DC  
**Sent:** Mon Oct 19 09:17:14 2009  
**Subject:** Re: FW: Market research survey

Just got my 5th call regarding doing the survey...

---

**Carol Kliewer**  
 Director, Distribution & Logistics, Procurement.  
**Harland Clarke**  
 10931 Laureate Dr., San Antonio TX 78249  
 Office: 210.697.1398 | Cell: 210.412.2901  
 carol.kliewer@harlandclarke.com

Carol M Kliewer/Harland Clarke/Email

To "Owens, Sharon - Washington, DC" <sharon.d.owens@usps.gov>

cc

Subject Re: FW: Market research survey [Link](#)

10/18/2009 09:09 PM

Our business wants me to respond for our business and prefers not to have numerous people on the survey list. I took the survey and I know with the exception of David Cambre and me noone else would have answers. Thanks for forwarding this on. I don't want USPS charged unnecessarily and the responses to be statistically sound.

---

**Carol Kliewer**  
 Director, Distribution & Logistics, Procurement.  
**Harland Clarke**  
 10931 Laureate Dr., San Antonio TX 78249  
 Office: 210.697.1398 | Cell: 210.412.2901  
 carol.kliewer@harlandclarke.com

"Owens, Sharon - Washington, DC"  
 <sharon.d.owens@usps.gov>

To "Carol.Kliewer@harlandclarke.com" <Carol.Kliewer@harlandclarke.com>

cc

Subject FW: Market research survey

10/16/2009 03:46 PM

Thanks for bringing this to our attention :)

---

**From:** Smith, Bob - Washington, DC  
**Sent:** Friday, October 16, 2009 4:37 PM  
**To:** Owens, Sharon - Washington, DC; Adams, Joseph K - Washington, DC; Whiteman, Greg - Washington, DC  
**Subject:** FW: Market research survey

The situation has been corrected.

Bob Smith  
 Market Research  
 Room 1106  
 202 268 3579

---

5/21/2010

**From:** Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]  
**Sent:** Friday, October 16, 2009 4:30 PM  
**To:** Smith, Bob - Washington, DC  
**Subject:** RE: Market research survey

Bob,

We have looked into this and yes, we completed an interview with Carol Kielwer on October 14<sup>th</sup> and then we also left her two voice mails on October 15<sup>th</sup>. For National Accounts, as you know we are trying to get multiple interviews with the same organization since the universe is limited. We have put the National Accounts sample in one interviewer group and we only have three of our premier executive interviewers dialing on these records so that we don't call the same person multiple times. Unfortunately, a couple of our regular executive interviewers dialed on these records by mistake and left the messages for Carol Kielwer. We have met with all interviewers working on this project and have briefed them all on the importance of dialing on the correct interviewer groups and have taken steps to ensure this does not happen again. If you have any questions or would like us to contact Carol to apologize, 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:** Friday, October 16, 2009 9:55 AM  
**To:** Lisa Brunning  
**Subject:** FW: Market research survey

Please check and let me know what the situation is with this person. It sounds like she is saying she has responded but they keep contacting her. Thanks.

Bob Smith  
Market Research  
Room 1106  
202 268 3579

---

**From:** Whiteman, Greg - Washington, DC  
**Sent:** Friday, October 16, 2009 9:44 AM  
**To:** Owens, Sharon - Washington, DC; Adams, Joseph K - Washington, DC; Smith, Bob - Washington, DC  
**Subject:** Re: Market research survey

Sharon:

I am sure it is the 5 Day Delivery research.

Bob, check on the situation and let me know what the situation is.

Greg

5/21/2010

---

**From:** Owens, Sharon - Washington, DC  
**To:** Adams, Joseph K - Washington, DC; Whiteman, Greg - Washington, DC  
**Sent:** Thu Oct 15 17:13:22 2009  
**Subject:** Fw: Market research survey  
What survey? Carol is with harlande clarke.  
Sent from Blackberry

---

**From:** Carol.Kliewer@harlandclarke.com <Carol.Kliewer@harlandclarke.com>  
**To:** Owens, Sharon - Washington, DC  
**Cc:** Carol.Kliewer@harlandclarke.com <Carol.Kliewer@harlandclarke.com>  
**Sent:** Thu Oct 15 17:07:46 2009  
**Subject:** Market research survey

I've received 4 calls to do the market research survey for USPS. I'm wandering why 4 more calls after I've already responded. It concerns me that USPS is getting duplicate responses.

CONFIDENTIALITY NOTICE: The information contained in this message is intended only for the recipient and may contain information that is confidential. If you are not the intended recipient or an employee or agent responsible for delivering this message to the intended recipient; please be aware that any dissemination, forwarding, printing, copying, disclosure or distribution of this communication is strictly prohibited. If you have received this communication in error, please immediately notify the sender by replying to the message and deleting all copies, including attachments, from your system.

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**Whiteman, Greg - Washington, DC**

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**From:** Smith, Bob - Washington, DC  
**Sent:** Tuesday, October 27, 2009 9:56 AM  
**To:** Whiteman, Greg - Washington, DC  
**Subject:** FW: USPS 5-Day Delivery Research - Weekly Update

Bob Smith  
 Market Research  
 Room 1106  
 202 268 3579

---

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

Bob,

Please see below for the update.

**Qualitative**

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

**Quantitative**

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

Lisa M. Brunning

5/21/2010

Senior Project Manager

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

---

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

Bob,

Here is this week's update. Thanks.

Qualitative

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

Quantitative

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

Lisa M. Brunning  
 Senior Project Manager

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

---

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

Bob,

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

Quantitative

5/21/2010

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

Lisa M. Brunning  
Senior Project Manager

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

---

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

Bob,

Here is this week's update. Thanks.

#### Qualitative

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

#### Quantitative

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

Lisa M. Brunning  
Senior Project Manager

Opinion Research Corporation

5/21/2010

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

---

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

Bob,

Please see below for the weekly update. Thanks.

Qualitative

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

Quantitative

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

Lisa M. Brunning  
 Senior Project Manager

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

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

Bob,

Please see below for the weekly update. Thanks.

Qualitative

5/21/2010

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

#### Quantitative

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

Lisa M. Brunning  
Senior Project Manager

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

---

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

Bob,

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

#### Qualitative

- Recruiting Update for Seattle:
  - Consumer City Center - 9 of 12 respondents recruited
  - Consumer Suburban - 12 of 12 respondents recruited - FULLY RECRUITED
  - Consumer Rural - 12 of 12 respondents recruited - FULLY RECRUITED
  - Business Group 1 - 8 of 12 respondents recruited
  - Business Group 2 - 5 of 12 respondents recruited
- Having some trouble with the business groups - notably Business Group #2 - this is the one we tightened the screening on. Becky will talk to Bob M. about it tonight.

5/21/2010

- Meeting to do the last review of guides / concept before groups tomorrow
- Starting on IDI Plan / Guide today and will provide to the USPS tomorrow

#### Quantitative

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

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

Bob,

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

#### Qualitative

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

#### Quantitative

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

Lisa M. Brunning  
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**From:** Lisa Brunning  
**Sent:** Tuesday, September 01, 2009 1:22 PM

5/21/2010

**To:** 'Smith, Bob - Washington, DC'  
**Cc:** Jeff Resnick; Neil Wolch; Becky Yalch  
**Subject:** RE: USPS 5-Day Delivery Research - Weekly Update

Bob,

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

#### Qualitative

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

#### Quantitative

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

Lisa M. Brunning  
Senior Project Manager

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

---

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

Bob,

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

#### Qualitative

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

#### Quantitative

- We are working through the sample files provided by the USPS. We have received the following files:
  - National Accounts - 236 records

5/21/2010

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

**Lisa M. Brunning**  
**Senior Project Manager**

Opinion Research Corporation  
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Lisa.Brunning@OpinionResearch.com

**Whiteman, Greg - Washington, DC**

---

**From:** Smith, Bob - Washington, DC  
**Sent:** Tuesday, November 03, 2009 2:29 PM  
**To:** Whiteman, Greg - Washington, DC  
**Subject:** FW: USPS 5-Day Delivery Research - Weekly Update

Bob Smith  
 Market Research  
 Room 1106  
 202 268 3579

---

**From:** Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]  
**Sent:** Tuesday, November 03, 2009 1:59 PM  
**To:** Smith, Bob - Washington, DC  
**Cc:** Jeff Resnick; Neil Wolch; Becky Yalch  
**Subject:** RE: USPS 5-Day Delivery Research - Weekly Update

Bob,

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

**Quantitative**

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

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**From:** Lisa Brunning  
**Sent:** Monday, October 26, 2009 11:38 PM  
**To:** 'Smith, Bob - Washington, DC'  
**Cc:** Jeff Resnick; Neil Wolch; Becky Yalch

5/21/2010

**Subject:** RE: USPS 5-Day Delivery Research - Weekly Update

Bob,

Please see below for the update.

Qualitative

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

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- Interviewing with National, Premier and Preferred Accounts and Small Businesses is underway. As of today we have 2,488 completed interviews that are averaging closer to 15 minutes. Our goal is to complete interviewing this Friday, October 30<sup>th</sup>.
  - National Accounts - 41 completed interviews
  - Premier Accounts - 653 completed interviews
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**From:** Lisa Brunning  
**Sent:** Tuesday, October 20, 2009 7:21 AM  
**To:** 'Smith, Bob - Washington, DC'  
**Cc:** Jeff Resnick; Neil Wolch; Becky Yalch  
**Subject:** RE: USPS 5-Day Delivery Research - Weekly Update

Bob,

Here is this week's update. Thanks.

Qualitative

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

5/21/2010

Quantitative

- Interviewing with National, Premier and Preferred Accounts is underway. As of this morning we have 946 completed interviews that are averaging closer to 15 minutes.
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  - Premier Accounts - 410 completed interviews
  - Preferred Accounts - 517 completed interviews
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**From:** Lisa Brunning  
**Sent:** Wednesday, October 14, 2009 3:35 PM  
**To:** 'Smith, Bob - Washington, DC'  
**Cc:** Jeff Resnick; Neil Wolch; Becky Yalch  
**Subject:** RE: USPS 5-Day Delivery Research - Weekly Update

Bob,

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

Quantitative

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

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5/21/2010

Lisa.Brunning@OpinionResearch.com

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

Bob,

Here is this week's update. Thanks.

Qualitative

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

Quantitative

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

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

Bob,

Please see below for the weekly update. Thanks.

Qualitative

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

5/21/2010.

presentation.

### Quantitative

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

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---

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

Bob,

Please see below for the weekly update. Thanks.

### Qualitative

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

### Quantitative

- Revised sampling plan sent on September 4<sup>th</sup>. Waiting to finalize.
- Revised pricing sent on September 9<sup>th</sup>. Waiting for approval.

5/21/2010

- Provided the draft questionnaire on Friday, September 18<sup>th</sup>. Waiting to receive feedback. Questionnaire needs to be finalized soon so that we can begin programming so we are ready for the soft launch on or close to September 28<sup>th</sup>.
- As requested, will send an invoice that includes work completed through September 30<sup>th</sup> at the end of this week

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**Sent:** Monday, September 14, 2009 8:54 PM  
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**Cc:** Jeff Resnick; Neil Wolch; Becky Yalch  
**Subject:** RE: USPS 5-Day Delivery Research - Weekly Update

Bob,

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

#### Qualitative

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

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Opinion Research Corporation  
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Lisa.Brunning@OpinionResearch.com

5/21/2010

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

Bob,

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Qualitative

- Chicago focus groups completed
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- Seattle focus groups scheduled for next week on Tuesday and Wednesday

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- Revised sampling plan sent last week on September 4<sup>th</sup>
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- Drafting the questionnaire based on feedback obtained during Chicago focus groups

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

- Revised sampling plan sent yesterday, August 31<sup>st</sup>

5/21/2010

- Revised pricing will be reviewed with Bob M. and Greg this week

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**Sent:** Tuesday, August 25, 2009 12:03 AM  
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**Cc:** Jeff Resnick; Neil Wolch; Becky Yalch  
**Subject:** USPS 5-Day Delivery Research - Weekly Update

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**Whiteman, Greg - Washington, DC**

---

**From:** Smith, Bob - Washington, DC  
**Sent:** Tuesday, November 10, 2009 9:25 AM  
**To:** Whiteman, Greg - Washington, DC  
**Subject:** FW: USPS 5-Day Delivery Research - Weekly Update

Bob Smith  
Market Research  
Room 1106  
202 268 3579

---

**From:** Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]  
**Sent:** Monday, November 09, 2009 9:10 PM  
**To:** Smith, Bob - Washington, DC  
**Cc:** Jeff Resnick; Neil Wolch; Becky Yalch  
**Subject:** RE: USPS 5-Day Delivery Research - Weekly Update

Bob,

Please see below for the weekly quantitative update:

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

Lisa M. Brunning  
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Lisa.Brunning@OpinionResearch.com

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**Sent:** Tuesday, November 03, 2009 1:59 PM  
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**Cc:** Jeff Resnick; Neil Wolch; Becky Yalch  
**Subject:** RE: USPS 5-Day Delivery Research - Weekly Update

Bob,

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

**Quantitative**

- Interviewing has been completed with a total of 3,186 interviews. Detailed below are the final number of completed interviews:

5/21/2010

- National Accounts - 62 completed interviews
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- Small Businesses - 1,001 completed interviews
- Consumers - 646 completed interviews
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- Weighting for Premier and Preferred Accounts have been reviewed and approved.
- We have a discussion today to review and determine outliers so the data can be finalized.
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**To:** 'Smith, Bob - Washington, DC'  
**Cc:** Jeff Resnick; Neil Wolch; Becky Yalch  
**Subject:** RE: USPS 5-Day Delivery Research - Weekly Update

Bob,

Please see below for the update.

#### Qualitative

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

#### Quantitative

- Interviewing with National, Premier and Preferred Accounts and Small Businesses is underway. As of today we have 2,488 completed interviews that are averaging closer to 15 minutes. Our goal is to complete interviewing this Friday, October 30<sup>th</sup>.
  - National Accounts - 41 completed interviews
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Qualitative

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

Quantitative

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  - National Accounts - 19 completed interviews
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5/21/2010

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 Senior Project Manager

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

---

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

Bob,

Please see below for the weekly update. Thanks.

5/21/2010

Qualitative

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  - Consumer City Center - 12 of 12 respondents recruited - FULLY RECRUITED
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5/21/2010

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 Senior Project Manager

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 Lisa.Brunning@OpinionResearch.com

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

Bob,

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5/21/2010

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- Once we have an understanding of all of the contact lists received, we will update the sample plan with our recommendations for your review and approval. If needed, a revised cost estimate will be provided as well.

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## Whiteman, Greg - Washington, DC

---

**From:** Smith, Bob - Washington, DC  
**Sent:** Tuesday, November 17, 2009 10:12 AM  
**To:** Whiteman, Greg - Washington, DC  
**Subject:** FW: USPS 5-Day Delivery Research - Weekly Update

Bob Smith  
Market Research  
Room 1106  
202 268 3579

---

**From:** Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]  
**Sent:** Monday, November 16, 2009 10:12 PM  
**To:** Smith, Bob - Washington, DC  
**Cc:** Jeff Resnick; Neil Wolch; Becky Yalch  
**Subject:** RE: USPS 5-Day Delivery Research - Weekly Update

Bob,

Please see below for the weekly update:

### Qualitative

- The draft report was sent last week on Monday. Waiting to set-up a call to discuss the report so that it can be finalized by the end of November.
- The final outstanding item to be discussed is the format for the remainder of the deliverables - notably all of the transcripts.

### Quantitative

- Initial feedback has been provided by the Postal Service on the forecasts provided on November 6<sup>th</sup>. We have looked into all of the comments and have provided our initial thoughts. Waiting to set up a call to discuss further.
- Waiting for additional information from CBCIS in order to potentially weight Regular Standard/Bulk Mail and Non Profit Standard/Bulk Mail separately and Regular Periodical Mail and Non Profit Periodical Mail separately.
- Methodology report and final questionnaires for each segment provided last week.

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Lisa.Brunning@OpinionResearch.com

---

**From:** Lisa Brunning  
**Sent:** Monday, November 09, 2009 9:10 PM

5/21/2010

**To:** 'Smith, Bob - Washington, DC'  
**Cc:** Jeff Resnick; Neil Wolch; Becky Yalch  
**Subject:** RE: USPS 5-Day Delivery Research - Weekly Update

Bob,

Please see below for the weekly quantitative update:

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

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**Senior Project Manager**

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Lisa.Brunning@OpinionResearch.com

---

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

Bob,

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

**Quantitative**

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

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**Senior Project Manager**

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---

**From:** Lisa Brunning

5/21/2010

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

Bob,

Please see below for the update.

#### Qualitative

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

#### Quantitative

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

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 Lisa.Brunning@OpinionResearch.com

---

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

Bob,

Here is this week's update. Thanks.

#### Qualitative

5/21/2010

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

### Quantitative

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

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---

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

Bob,

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

### Quantitative

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

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5/21/2010

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---

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

Bob,

Here is this week's update. Thanks.

**Qualitative**

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

**Quantitative**

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

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

Bob,

Please see below for the weekly update. Thanks.

**Qualitative**

- All focus groups are finished and the last transcription was delivered today. Notes from the groups (scales and letters) are currently being transcribed and tallied.

5/21/2010

- IDIs are currently being scheduled. Guide will be delivered tomorrow for review/approval.
- In the process of drafting the focus group report and checking to see what can be done in terms of a presentation.

### Quantitative

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

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5/21/2010

**Whiteman, Greg - Washington, DC**

---

**From:** Neil Wolch [neil.wolch@opinionresearch.com]  
**Sent:** Friday, January 22, 2010 6:05 PM  
**To:** Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC  
**Cc:** Jeff Resnick; Becky Yalch; Lisa Brunning  
**Subject:** 5-Day Methodology Report  
**Attachments:** USPS 5-Day Delivery - Methodology Report 1-22-10.ppt

Hi everyone,

Attached is an update of the Methodology Report for the quantitative phase of the 5-Day Delivery Study. Please let me know if you have any questions or comments.

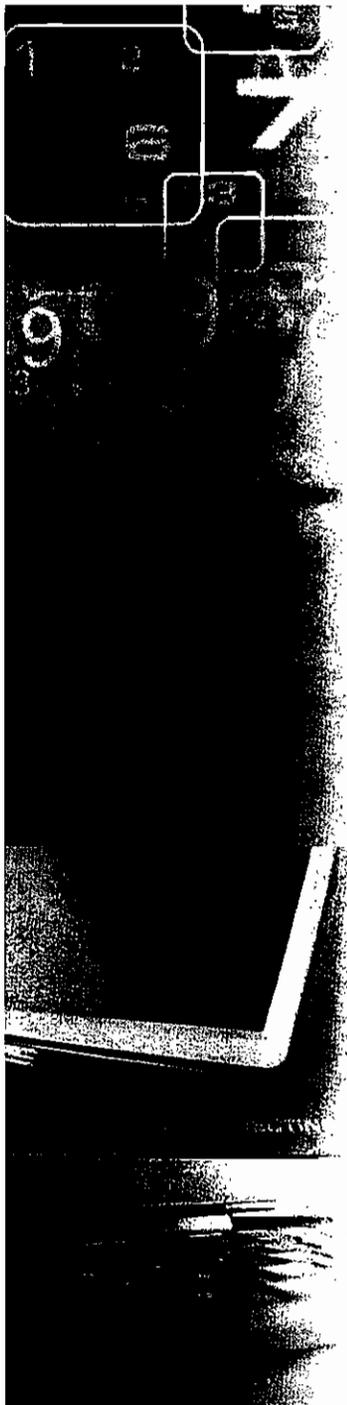
Have a great weekend.

Best regards,

**Neil Wolch**  
Vice President

**Infogroup | ORC**  
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Elk Grove Village, IL 60007-1099  
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847-378-2290 (fax)  
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5/21/2010



the global  
boutique

Prepared for



# USPS 5-Day Delivery Research: Quantitative Phase

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## Methodology Report

January 22, 2010



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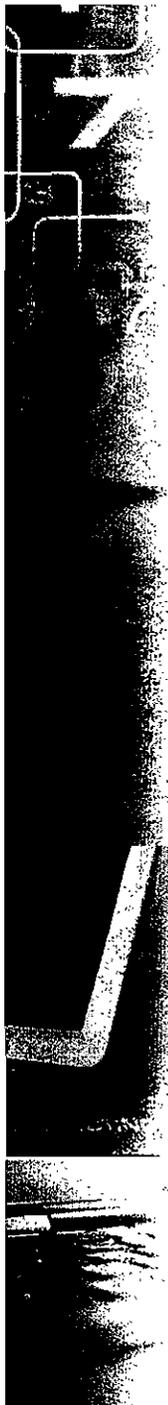
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  - Questionnaire
  - 5-Day Concept Description
  - National Accounts
  - Premier Accounts
  - Preferred Accounts
  - Small Businesses
  - Consumers
- Data Cleaning
- Forecast Calculations



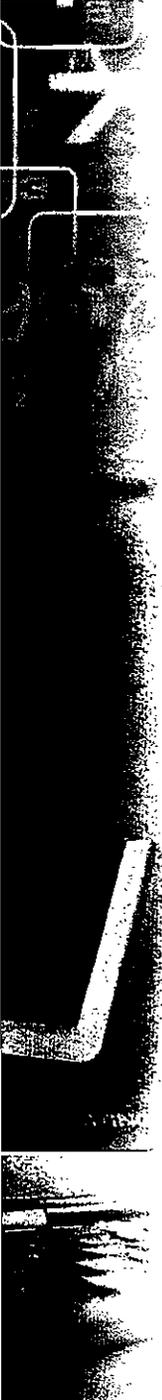
## Background

- The Postal Service currently delivers mail six days per week (Monday through Saturday). To reduce costs and improve its financial outlook, the USPS is considering a change to five day a week delivery (Monday through Friday).
- Specific elements of this plan include:
  - Discontinuation of the following services on Saturdays:
    - Processing and transportation of mail
    - Delivery of mail (other than Express Mail) to street addresses
    - Pickups from collection boxes
    - Acceptance of bulk mail
  - The following service components would not change:
    - Post Offices would remain open on Saturdays
    - Delivery of mail to Post Office Boxes on Saturdays
    - Pickup of mail at Postal Service facilities by large remittance processors with Post Office Boxes on Saturdays
    - Delivery of Express Mail seven days a week



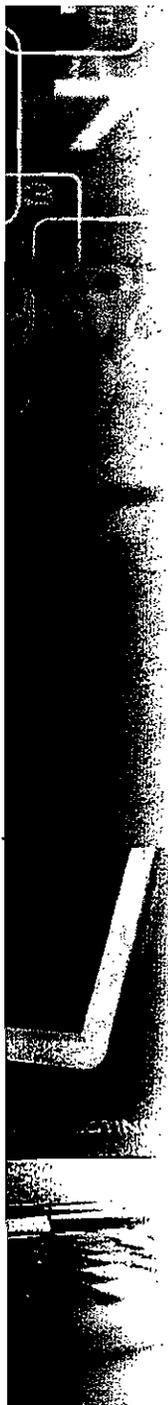
## Objectives

- Market research was conducted to determine how the proposed change would impact consumers and businesses.
- Two simultaneous phases of research were utilized.
  - The qualitative phase is described in a separate report.
- The quantitative phase, the topic of this report, was designed to support forecasts of the impact that the proposed changes would have on the volume of usage of each of the following USPS products: Single Piece First-Class Mail, Pre-Sort First-Class Mail, Regular Standard Mail, Non-Profit Standard Mail, Priority Mail, Express Mail, Regular Periodical Mail, and Non-Profit Periodical Mail.
  - The customer research was designed to estimate, within each segment, the percentage by which each applicable product's volume would increase or decrease if the proposed change was implemented.
  - These percentages will be applied by USPS to the known volume for each product within each segment, to estimate the magnitude of the volume impact.
  - Estimates were not made for the Parcel Select and Parcel Post products, given their small impact on USPS volume and the small number of users of these products that were interviewed.
- The findings from this research will be used by senior USPS staff in the preparation of materials to be provided to the Postal Regulatory Commission (PRC).



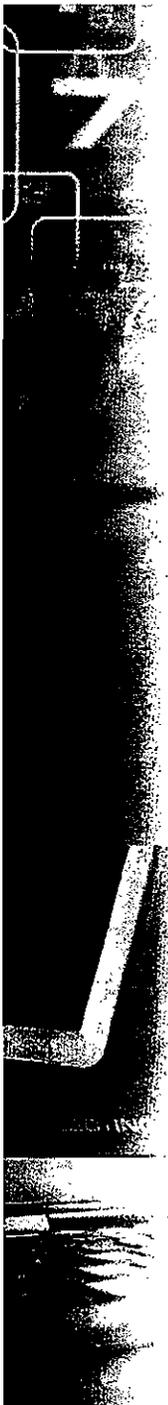
## Methodology: Overview

- To support the necessary forecasts, we separately sampled each of the Postal Service's five customer segments:
  - National Accounts
  - Premier Accounts
  - Preferred Accounts
  - Small Businesses (those not in one of the other business segments)
  - Consumers
- Given the unique nature of each segment, the best approach for obtaining reliable, unbiased estimates differs by segment.
  - Therefore, the data collection approach and sampling plan was customized by segment.
  - The specific methodology used for each segment is described later in this section of the report.



## Methodology: Overview (continued)

- The following aspects of the methodology were consistent across segments:
  - The United States Postal Service was identified as the sponsor of this research.
  - All respondents were past 12 month users of USPS products who ...
    - Business segments: either decide or have substantial influence over how mail/packages are sent.
    - Consumers: are the person in their household who is primarily responsible for handling the receipt, sorting, and other tasks related to their household's mail.
  - Data collection was conducted during October 2009.
  - Incentives were offered to respondents to encourage participation (except for the landline portion of the Consumer sample).



# Methodology: Questionnaire – Business Segments

- The questionnaire flow for business segments is summarized below:
  - Identify the applications for which the respondent has responsibility.
    - Choices: bills/invoices/statements, payments, advertising/marketing materials, general communications, periodicals/newspapers, and packages.
  - Past 12 month volume:
    - Number of pieces by application
    - Allocation of total volume by product
  - Anticipated next 12 month volume:
    - Number of pieces by application
    - Allocation of total volume by product
  - Read description of 5-Day Service Concept
  - Likelihood of this change causing organization to change their mail/package volume or the way they send it (11-point scale: 0=extremely unlikely; 10=extremely likely)
  - Anticipated volume in first 12 months after the change is implemented:
    - Number of pieces by application
    - Allocation of total volume by product

*Note: for reason described later in this report, Premier Accounts and Preferred Accounts in the supplemental sample were only asked about the one application that is most important to their job; all other respondents were asked about all applications for which they have responsibility.*



# Methodology: Questionnaire – Consumer Segments

- The questionnaire flow for consumers is summarized below :
  - Identify the applications used for personal purposes over the past 12 months.
    - Choices: payments, correspondence, documents, and packages
  - The following questions were asked separately for each application used
  - Past 12 month volume:
    - Number of pieces
    - Allocation by product
  - Read description of 5-Day Service Concept
  - Likelihood that there would have been any difference in how they would have sent the application if the service change had been in place a year ago (11-point scale: 0=extremely unlikely; 10=extremely likely)
  - How past 12 month volume would have been sent (allocation by product) if the service change had been in place a year ago



# Methodology: 5-Day Concept Description Provided to Respondents

- Despite very aggressive cost cutting, the Postal Service is projecting financial losses for this and the next several years. This is due to a significant decline in mail volume and a major requirement to prefund its retiree's health benefits. The Postal Service is committed to fulfilling its fundamental role as a deliverer of mail and packages to all Americans. To accomplish this, the Postal Service is developing a plan to transition from six- to five-day delivery on a national basis. This will remove delivery costs and help bring the financial picture into better balance.
- The key components to the 5-Day plan are as follows:
  - No Saturday delivery of mail to homes and businesses. Delivery of mail will be Monday – Friday only.
  - Mail will continue to be delivered to PO Box addresses [ADDED THE FOLLOWING FOR NATIONAL ACCOUNTS, PREMIER ACCOUNTS, AND PREFERRED ACCOUNTS: (including PO Boxes, Caller Service and National Firm Holdouts)] Monday – Saturday].
  - [INCLUDED ONLY FOR ALL NATIONAL ACCOUNTS, PREMIER ACCOUNTS, AND PREFERRED ACCOUNTS:] Remittance mail that is picked up at a plant on Saturday and/or Sunday will continue to be picked up on those days.
  - Post Offices will remain open on Saturday.
  - No mail collected from street addresses, businesses, collection boxes, or Post Offices on Saturday. Mail dropped off at a Post Office or in a collection box after the last Friday scheduled pickup time will be collected and processed on Monday.
  - [INCLUDED ONLY FOR ALL NATIONAL ACCOUNTS, PREMIER ACCOUNTS, AND PREFERRED ACCOUNTS:] Bulk mail entry units will be closed on Saturday. However, Detached Mail Units currently open on Saturday and/or Sunday will remain open. Mail will continue to be accepted and verified at DMUs on Saturday and/or Sunday.
  - [INCLUDED ONLY FOR ALL NATIONAL ACCOUNTS, PREMIER ACCOUNTS, AND PREFERRED ACCOUNTS:] Destinating entry bulk mail can continue to be drop shipped at plants on Saturday and Sunday and at delivery units on Saturday. However, time slots for dropping the mail will be shortened. Mail dropped shipped at a plant on Saturday or Sunday will be processed on Monday. Standard Mail dropped shipped at a delivery unit on Saturday will be delivered by Tuesday.
  - Elimination of Saturday collection, processing and delivery will generally add a day to the delivery of mail that is currently collected and processed or scheduled to be delivered on Saturday.
  - Express Mail will continue to be delivered 7 days a week. Express Mail will continue to be accepted and processed on Saturday at Post Offices. However, there will be no carrier pickup of Express or Priority Mail on Saturday.



# Methodology: National Accounts

- The following sampling procedure was used for National Accounts:
  - Given the small number of National Accounts (236) and their extremely high volumes, we attempted to complete as many interviews as possible with this segment.
  - The sample source was the USPS database (CBCIS).
  - Most respondents were at a high enough level in their organization that they have responsibility for more than one mail/package application.
  - Each respondent was asked to provide data for all applications/products over which they have responsibility.
  - To maximize the amount of data available for analysis, we interviewed more than one decision maker at certain accounts; in all of those cases, the respondents were responsible for different applications.
  - Interviews were completed with 59 respondents from 53 National Accounts.

## Methodology: National Accounts (continued)

- Interviews were conducted via telephone.
- The table below details the completed interviews by USPS product used (in the past 12 months, self-reported):

|                               | Number of Respondents Who Use Product |
|-------------------------------|---------------------------------------|
| Single Piece First-Class Mail | 31                                    |
| Pre-Sort First-Class Mail     | 28                                    |
| Priority Mail                 | 43                                    |
| Express Mail                  | 22                                    |
| Regular Periodicals           | 10                                    |
| Non Profit Periodicals        | 2                                     |
| Regular Standard Mail         | 13                                    |
| Non Profit Standard Mail      | 3                                     |
| Parcel Select                 | 5                                     |
| Parcel Post                   | 15                                    |



## Methodology: Premier Accounts

- The sampling procedure used for Premier Accounts was as follows:
  - We sampled from the universe of 24,754 Premier Accounts in the USPS database (CBCIS).
    - For each account, we randomly selected one of the USPS products used (as indicated by the presence of past 12 month volume in the database).
    - Each account was assigned to a sample cell corresponding to this product. This allowed us to target interviewing enough users of each product, intentionally over-representing low incidence products, which would have had little, if any, representation had we simply drawn a random sample of all Premier Accounts.
  - Since there are so many accounts in this segment:
    - We were able to screen to identify the individual most responsible for a certain application. (Because these are large companies, there is generally a different decision maker with primary responsibility for each applications/products used by the organization.)
    - Respondents were only asked to provide data for the application that is most important to their job.
    - Only one interview was completed per organization.
- Interviews were conducted via telephone.
- The total sample size is 630.

## Methodology: Premier Accounts (continued)

- Since (as noted previously) we intentionally over-represented users of lower incidence products, the data have been weighted to represent the total segment in an unbiased manner.
  - These weights are calculated on a product-by-product basis; each respondent was assigned a weight equal to the sum of the weights corresponding to each of the products that their organization used in the past 12 months.
  - The table on the following page details how the weights were calculated.
    - The “actual” frequencies reflect the number of respondents who used each product in the past 12 months.
    - The “target” percentages reflect the relative proportion of all Premier Accounts that use each product (as indicated by past 12 month usage data in CBCIS). We calculated the proportion with volume for each product, and then re-calibrated these proportions to total 100%.
      - For accounts with residual volume, we assumed that 100% use First-Class Mail and 50% use Priority Mail.
    - The weight for each product equals the target percentage divided by the actual percentage.

## Methodology: Premier Accounts (continued)

| USPS Product             | Respondents |         | Target Percent | Weight |
|--------------------------|-------------|---------|----------------|--------|
|                          | Frequency   | Percent |                |        |
| First-Class Mail*        | 328         | 52.06%  | 34.56%         | 0.664  |
| Priority Mail            | 196         | 31.11%  | 16.32%         | 0.524  |
| Express Mail             | 107         | 16.98%  | 4.36%          | 0.257  |
| Regular Periodicals      | 70          | 11.11%  | 2.75%          | 0.247  |
| Non-Profit Periodicals   | 26          | 4.13%   | 4.34%          | 1.051  |
| Regular Standard Mail    | 86          | 13.65%  | 25.34%         | 1.856  |
| Non-Profit Standard Mail | 53          | 8.41%   | 10.96%         | 1.303  |
| Parcel Select            | 9           | 1.43%   | 0.45%          | 0.315  |
| Parcel Post              | 73          | 11.59%  | 0.93%          | 0.080  |



# Methodology: Preferred Accounts

## ■ Sampling procedure:

- We sampled from the universe of 3,364,503 Preferred Accounts in the USPS database (CBCIS).
- We followed a two-phase approach:
  - We started by interviewing a randomly selected sample of 600 Preferred Accounts.
  - To boost the number of users of the low incidence products (all of those except First-Class Mail and Priority Mail), we interviewed a supplemental sample of Preferred Accounts known to be users of those products (based on past 12 month volume data in CBCIS). Otherwise, those products would have had little representation had we relied exclusively on the random sample.

## ■ Since these are small companies, there is typically one decision maker who can speak for all applications/products used by the company.

- Therefore, each respondent was asked about all applications/products used by their company.

## ■ Interviews were conducted via telephone.

## ■ The total sample size is 738.

## Methodology: Preferred Accounts (continued)

- Since, by including the supplemental samples, we intentionally over-represented users of lower incidence products, the data have been weighted to represent the total segment in an unbiased manner.
  - These weights are calculated on a product-by-product basis; each respondent was assigned a weight equal to the sum of the weights corresponding to each of the products that their organization used in the past 12 months.
  - The table on the following page details how the weights were calculated.
    - The “actual” frequencies reflect the number of Preferred segment respondents in total (random and supplemental sample) who used each product in the past 12 months.
    - The “target” percentages reflect the relative proportion of all Preferred Accounts that use each product (as indicated by past 12 month usage data in CBCIS). We calculated the proportion with volume for each product, and then re-calibrated these proportions to total 100%.
      - For account with residual volume, we assumed that 100% use First-Class Mail and 50% use Priority Mail.
    - The weight for each product equals the target percentage divided by the actual percentage.

## Methodology: Preferred Accounts (continued)

| USPS Product             | Respondents |         | Target Percent | Weight |
|--------------------------|-------------|---------|----------------|--------|
|                          | Frequency   | Percent |                |        |
| First-Class Mail*        | 496         | 67.21%  | 51.71%         | 0.769  |
| Priority Mail            | 220         | 29.81%  | 33.35%         | 1.119  |
| Express Mail             | 130         | 17.62%  | 3.28%          | 0.192  |
| Regular Periodicals      | 61          | 8.27%   | 0.17%          | 0.021  |
| Non-Profit Periodicals   | 75          | 10.16%  | 0.34%          | 0.033  |
| Regular Standard Mail    | 154         | 20.87%  | 6.59%          | 0.316  |
| Non-Profit Standard Mail | 160         | 21.68%  | 4.44%          | 0.205  |
| Parcel Select            | 4           | 0.54%   | 0.00%          | 0.008  |
| Parcel Post              | 121         | 16.40%  | 0.01%          | 0.001  |



## Methodology: Small Businesses

- An Internet survey was conducted among Small Businesses.
- Respondents were recruited from a panel provided by EMI, a web panel provider.
  - We targeted businesses with 100 employees or less.
  - To ensure that the sample for this segment does not include businesses in any of the other segments:
    - We screened out companies that pay for postage via postage meter, permit imprint, pre-cancelled stamps, or an Express Mail corporate account.
    - Any that reported use of Standard Mail, Parcel Select or Periodical Mail were eliminated from the dataset.
    - We also eliminated respondents who reported a company name that matched one in the CBCIS database.
- Since these are small companies, there is typically one decision maker who can speak for all applications/products used by the company.
  - Therefore, each respondent was asked about all applications/products used by their organization.

## Methodology: Small Businesses (continued)

- The total usable sample size is 725.
- The table below details the number of users of USPS products within the sample:

|                  | Number of Respondents Who Use Product |
|------------------|---------------------------------------|
| First-Class Mail | 644                                   |
| Priority Mail    | 327                                   |
| Express Mail     | 107                                   |
| Parcel Post      | 157                                   |

# Methodology: Consumers

- Consumers were interviewed via telephone.
- The total sample size is 636.
- There were two components to the sample:
  - ORC's CARAVAN Omnibus service was used to survey consumers with landlines: n=520
  - This was supplemented by a sample of consumers interviewed on their cell phones: n=126
- Each respondent was asked about all applications/products used by their household.
- The table below details the number of users of USPS products within the sample:

|                  | Number of Respondents |
|------------------|-----------------------|
| First-Class Mail | 576                   |
| Priority Mail    | 201                   |
| Express Mail     | 78                    |
| Parcel Post      | 53                    |

# Data Cleaning

- In accordance with standard marketing research practices, respondents were removed from the dataset if their responses were either incomplete or clearly illogical/inconsistent.
- Specifically, we excluded respondents who met any of the following criteria:
  - All segments:
    - Any respondent who indicated “don’t know” to any of the key volumetric questions (18 respondents)
    - Any respondent for whom the relative magnitude of the total volume they reported across the various time periods clearly does not make sense. (224 respondents)
      - Almost all of these are respondents who indicated a change of greater than 25% in total volume between the next 12 months (before being exposed to the 5-Day Concept) and the first 12 months after the 5-Day Concept would be implemented.
  - National and Premier Accounts:
    - Any for whom the total number of mail/packages sent in past 12 months < 100 (1 National respondent, 10 Premier respondents)
  - Preferred Accounts:
    - Total number of mail/packages sent in past 12 months = 0 (3 respondents)
  - Small Businesses:
    - Total number of mail/packages sent in the past 12 months or plan to send in next 12 months or in the first 12 months after the change is implemented > 100,000 (17 respondents)
  - Consumers:
    - Total number of mail/packages sent in the past 12 months > 500 (2 respondents)



# Forecast Calculations

- The primary deliverables from this research are forecasts of how a switch to five-day delivery would impact USPS product usage.
  - Separate forecasts were created for each applicable product within each of the five segments.
  - For the Premier and Preferred segments, the forecasts were calculated based on weighted data.
- For the business segments, forecasts were calculated as follows:
  - Calculations made at the individual respondent level:
    - Volume for each product at each of three time periods: past 12 months, next 12 months, and first 12 months after the change to 5-day delivery concept.
      - Each calculation involved multiplying the respondent's total volume across applications by the proportion of this volume allocated to each product.
    - Adjusted volume if 5-day concept implemented:
      - The likelihood of change measure (0-10 scale) was converted to a percentage by dividing the response by 10; for example, a score of 10 ("extremely likely" to change) converted to 100% and a score of 0 ("extremely unlikely" to change) converted to 0%.
      - This percentage was multiplied by the difference between the next 12 month volume and the volume in the first 12 months after the change, and the result was added back to next 12 month volume. This effectively adjusted the reported impact of the change to reflect the likelihood of that change.

# Forecast Calculations (continued)

## ■ Business segment forecasts (continued):

- Calculations based on averages (across all respondents in the applicable segment) of the measures described above:
  - *Adjusted % change attributable to switch as percentage of past 12 month volume* = (adjusted volume if concept implemented – next 12 month volume before concept was mentioned) / past 12 month volume
  - *Adjusted % change attributable to switch as percentage of past 12 month volume* = (adjusted volume if concept implemented – next 12 month volume before concept was mentioned) / next 12 month volume before concept was mentioned

## ■ For the consumer segment, forecasts were calculated as follows:

- Calculations made at the individual respondent level:
  - For each of the four applications:
    - Respondents were asked to allocate their volume to each product under two scenarios: actual past 12 month volume and past 12 month volume had the 5-day delivery concept had been in place a year ago. Since they allocated volumes, not percentage, we did not have to calculate the volumes (unlike what we did for the business segments).
    - We calculated adjusted volume if 5-day concept had been implemented, as follows: The likelihood of change measure (0-10 scale) was converted to a percentage by dividing the response by 10. This percentage was multiplied by the difference between the past 12 month volume and the estimate of what past 12 month volume would have been if the 5-day delivery concept had been in place a year ago. This effectively adjusted the reported impact of the change to reflect the likelihood of that impact.
  - We then calculated the total of each volume measure for each product by adding across the applications.
- Using averages of those measures (across all consumers in the sample), we calculated *adjusted % change attributable to switch as percentage of past 12 month volume* = (adjusted volume if concept had been implemented – past 12 month volume) / past 12 month volume.

## Whiteman, Greg - Washington, DC

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**From:** Becky Yalch [Becky.Yalch@opinionresearch.com]  
**Sent:** Monday, January 25, 2010 5:04 PM  
**To:** Whiteman, Greg - Washington, DC  
**Subject:** Schedule

Okay – so firm schedule. I am meeting with Neil on Thursday – have his updated methodology report in hand and am reviewing.

I can work on the bios and qualitative write-up in advance of Thursday. So if I get you the full write-up on Monday 2/1 – does that give you enough time to comment by Wednesday and then we turn around for delivery on Friday 2/5?

I could send in phases – personal qualifications and qualitative write-up first and then the quant if that helps the flow.

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