

DOCKET SECTION

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BEFORE THE
POSTAL RATE COMMISSION
WASHINGTON, D.C. 20268-0001

POSTAL RATE AND FEE CHANGES, 1997

Docket No. R97-1

REBUTTAL TESTIMONY
OF
TIMOTHY D. ELLARD
ON BEHALF OF
UNITED STATES POSTAL SERVICE

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AUTOBIOGRAPHICAL SKETCH

1
2 My name is Timothy D. Ellard. I am Executive Vice President of
3 Opinion Research Corporation International (ORC). I joined ORC at its
4 Princeton, New Jersey headquarters in 1964, was named Vice President in
5 1968 and Senior Vice President in 1970. In 1982, I became Manager of
6 ORC's West Coast operations, based in San Francisco. In 1991, I returned
7 to Princeton, assuming the role of Chief Methodologist. My title was changed
8 to Executive Vice President in 1993. At various times, I have also been
9 responsible for ORC's marketing research and government research
10 practices.

11 In addition to my broad management responsibilities, I have been
12 directly responsible for the design, management and reporting of a wide
13 range of large-scale survey research projects. Since 1972, I have been in
14 charge of ORC's work with the Postal Service. In that period, we have
15 conducted surveys on a variety of subjects, covering both household and
16 nonhousehold populations.

17 I have testified on behalf of the Postal Service in Docket No. R83-1 on
18 the subject of market potential for the proposed E-Com service and have
19 appeared as a witness in three other cases, No. R90-1, No. MC91-1 and No.
20 MC96-3. In the 1990 and 1991 cases, ORC provided estimates of the
21 nonhousehold market's reaction to proposed rate changes. In the 1996 case,

1 ORC provided data on post office box holder reactions to proposed fee
2 changes.

3 From 1961 to 1964, I worked in brand management for The Procter &
4 Gamble Company in Cincinnati, Ohio. From 1958 to 1961, I was on active
5 duty as an officer in the Finance Corps, United States Army Reserve.

6 I hold an MBA from the Wharton School of the University of
7 Pennsylvania, with a major in statistics and industrial management, and an
8 AB from Harvard College.

9 Opinion Research Corporation International, founded in 1938, is one of
10 the country's larger survey research organizations. Since 1991, it has been
11 an independent corporation and has been publicly traded since 1993.

1 **I. PURPOSE AND SCOPE OF TESTIMONY**

2 The purpose of my testimony is to sponsor and explain research,
3 conducted on behalf of the Postal Service, that determines household
4 customers' reactions to a proposed two-stamp system for First-Class letter
5 mail. The proposed two-stamp system is set forth in the testimony of the
6 Office of the Consumer Advocate witness Willette (OCA-T-400). Under this
7 proposal, the basic rate for a First-Class letter would remain, but a lower rate
8 would be available for payments mailed in return envelopes that meet certain
9 addressing standards. The research results are intended to provide a current
10 reading of public opinion on this subject.

11 I will describe both the design and execution of the research and then
12 present and characterize the research results.

13

14 **II. THE RESEARCH DESIGN**

15 **A. OVERVIEW**

16 ORC conducted telephone interviews with a representative sample of
17 members of the general public to determine their attitudes toward and
18 reactions to a proposed two-stamp system for First-Class Mail. In the
19 Overview, I address the research vehicle, the population studied, the sample
20 design and the telephone survey. Following the Overview, I will address the
21 questionnaire, weighting, and data processing.

1 **1. The Research Vehicle**

2 The research vehicle was ORC's CARAVAN® survey. This is a
3 shared-cost research vehicle that provides state-of-the-art sampling and
4 interviewing of representative samples of households in the 48 contiguous
5 states on a weekly basis. Because the fixed costs of each survey are shared
6 by a number of clients, the cost of conducting brief surveys can be kept low,
7 with no decrease in sampling, interviewing, or data processing quality. The
8 process is also rapid. Question series are finalized on Thursday and reports
9 delivered the following Tuesday morning.

10 Since the Postal Service questions were intended for submission in
11 the regulatory process, they were placed first in order on the CARAVAN
12 survey of January 29, 1998. This first placement avoids any possible effect
13 from other questions in that survey.

14 While the sampling, interviewing, and data processing were conducted
15 by CARAVAN, I acted as the project director and participated at all stages of
16 the process.

17 **2. The Population Studied**

18 The population studied included 502 men and 503 women,
19 representatives of households in the 48 contiguous states. Screening
20 questions were asked to determine if respondents had primary or shared
21 responsibility for paying household bills, if they mailed bill payments in an

1 average month, and if any of those mailed bill payments utilized a reply
2 envelope enclosed with the statement.

3 About 80 percent of the respondents, (401 men and 401 women)
4 passed the screening questions and were then asked questions about the
5 two-stamp system.

6 **3. The Sample Design**

7 ORC has an annual license for GENESYS, a custom random digit
8 dialing sample generation system developed by Marketing Systems Group.
9 CARAVAN uses this sampling system. The sample generation process is
10 described in the CARAVAN report included in the Appendix.

11 **4. The Telephone Survey**

12 The CARAVAN sample is fully replicated and stratified by region. The
13 replication process creates subsets of the full sample. The use of such
14 replicates is intended to eliminate any systematic bias in approaching the
15 sample. An analogy would be drawing samples from a telephone book. If we
16 started with the letter A and interviewed until we were finished, we would
17 probably be done before we got to Z, thereby introducing a bias. Using small
18 replicates that represent the entire sample greatly reduces such bias because
19 all letters have an equal probability of being represented in each replicate.

20 The administration of the telephone interviews is greatly enhanced by
21 the use of ORC's Computer Assisted Telephone Interviewing (CATI) system.
22 The CATI system provides control over many aspects of the interviewing
23 process. In the background, it maintains records of how the sample is

1 released and used, ensures that calls to different time zones are made at the
2 appropriate local time, and sets times to call back numbers that are busy or
3 not answered as well as for callbacks that respondents schedule for specific,
4 more convenient times.

5 The CATI system also controls the questionnaire logic that is
6 programmed into it. No matter how complex an interview structure may be,
7 the complexity is invisible to the interviewer and to the respondent. The
8 system simply displays the appropriate next question for the interviewer to
9 ask.

10 The CATI system also identifies illogical responses and displays a
11 message to the interviewer to repeat a question when appropriate.

12 **B. THE TELEPHONE QUESTIONNAIRE**

13 The questionnaires are included in the CARAVAN report in the
14 Appendix. It should be noted that there were two forms of the questionnaire,
15 differing only in the rates cited for First-Class Mail. In designing the
16 questionnaire, we were faced with the choice of using the current rate, 32
17 cents, with a reply mail rate of 29 cents, or the requested rate of 33 cents,
18 with a reply mail rate of 30 cents. Neither of these represents the only correct
19 approach. Indeed, it appeared that to select one would leave us open to
20 questions concerned with why we did not select the other. Therefore, we
21 used both. Each respondent was exposed to one set of rates. No one was
22 exposed to both. A process employed by the CATI system determined which
23 questionnaire was used for each respondent.

1 The decision to use two different rate structures in the questionnaires
2 led to some differing answers to some of the questions we asked. These
3 differences will be discussed in the Findings section of my testimony.
4 However, in reporting I have generally presented the survey results as if they
5 are for one survey. In other words, the results represent the average of the
6 reactions to the two sets of rates. The results for the two sets of rates are
7 reported separately in the detailed tabulations in the CARAVAN report in the
8 Appendix.

9 The questionnaire draft was pretested with 26 respondents before a
10 final version was prepared. At all points in the questionnaire preparation and
11 testing process, representatives of the Postal Service were involved.

12 In brief, the questionnaire included questions on bill payments mailed,
13 bill payments mailed in reply envelopes, perceived convenience of using and
14 acquiring two stamps as compared to the current system, likelihood of using
15 the two stamps, likelihood of using in light of annual savings, places where
16 stamps are purchased, likelihood of using if stamps of the second value were
17 available only through post offices, overall preferences for a one-stamp or
18 two-stamp system, and overall preference if the two-stamp system
19 contributed to the need for a higher rate.

20 The study's findings are summarized following the discussion of data
21 processing and weighting.

1 **C. DATA PROCESSING AND WEIGHTING**

2 Following procedures followed for CARAVAN surveys and other
3 general public surveys, completed interviews are weighted by four variables:
4 age, sex, geographic region, and race, to ensure reliable and accurate
5 representation of the total population, 18 years of age or older. The raw data
6 are weighted by a proprietary program which assigns a sample weight to
7 each respondent based on the relationship between the actual proportion of
8 the population with its specific combination of age, sex, geographic
9 characteristics, and race and the proportion in the specific CARAVAN sample
10 for that week.

11 Tabulation results show both weighted and unweighted bases.
12 Percentages are calculated using weighted data.

13 The standard CARAVAN output provides two pages of demographic
14 cross tabulations for each question asked. For this study, an additional page
15 of cross tabulations shows which rate was presented to each respondent, the
16 number of reply bills mailed each month, likelihood of using the two-stamp
17 system, system preference, system preference if a higher basic rate resulted,
18 and places where stamps are purchased.

1 **III. FINDINGS**

2 Tables 1-7 provide summary information from the questions asked in
3 the CARAVAN survey^{*}. Each table includes a paraphrase of the question or
4 questions asked, a description of the population asked the question and
5 tabular results for the question. The results include descriptions of the
6 unweighted and weighted bases and the question responses in the form of
7 percentages of the weighted bases. All tables read from top to bottom.

8 Some of the tables are only in terms of total population, others also
9 include selected cross tabulations. The selection of the cross tabulations to
10 be presented was intended to focus on findings of interest for each question.

11 Table 1 summarizes the questions that were used to qualify
12 respondents for the balance of the question series.

13 First, respondents were asked if they had primary responsibility,
14 shared responsibility, or little or no responsibility for paying household bills.
15 By saying they had primary or shared responsibility, they became qualified to
16 proceed to the next question. Approximately 13 percent of the respondents
17 did not qualify on this question. Eight hundred and seventy-one of the
18 original weighted base of one thousand respondents went on.

19 The next question asked the number of bill payments mailed from the
20 household in a average month. At least one mailed bill payment was

^{*} A full data set, with map, in electronic format has been provided in USPS LR-H-349.

1 required for the respondent to proceed. Here, we lost about two percent of
2 those who were asked the question who said there were no mailed payments
3 and about three percent who did not know if there were mailed payments. Of
4 the 871 asked the question, 828 went on.

5 The final qualifying question asked how many of the payments mailed
6 used a return envelope that was enclosed with the statement. Four percent
7 of those asked this question said that none of the payments used such return
8 envelopes and a fractional percentage said that they did not know.

9 The 802 weighted respondents who remained, 80% of the original
10 population, were then asked the questions reported in Table 2. All
11 respondents to these and subsequent questions had some responsibility for
12 paying household bills in households from which at least one bill payment per
13 month was mailed in a reply envelope provided with the bill statement. The
14 respondent population is qualified to discuss reactions to the two-stamp
15 program.

16 The two questions reported in Table 2 concern perceptions of the
17 convenience of, first, using and, next, buying, two different stamp
18 denominations. The service was described in this way:

19 The Postal Service has been asked to consider a two-stamp system
20 where there would be a three cent difference between the postage
21 charged for reply envelopes that meet Postal Service requirements
22 and the postage charged for all other First-Class letters.

1 VERSION A

2 For example, you pay 32 cents for First-Class letters and would pay 29
3 cents for reply envelopes

4 VERSION B

5 For example, last year the Postal Service requested a 33 cent rate for
6 First-Class letters. If the 33 cent rate is approved, the rate for reply
7 envelopes would be 30 cents.

8 Here, it is clear that the choice of present or proposed rates in our
9 question wording affects public response. The lower pair of rates, i.e. the
10 current rate of 32 cents and a discounted rate of 29 cents, were seen as
11 more convenient to use than were the higher rates, i.e., the requested rate of
12 33 cents and a discounted rate of 30 cents.

13 As discussed earlier, a respondent saw only one pair of rates.
14 There is no implied comparison here, but there is an indication that mention
15 of an increased price and an accompanying discount affects respondent
16 perceptions of convenience of use more negatively than mentioning a
17 discount without an increase in price.

18 The different responses provide a good reason to use the average
19 response to each question. Therefore, while I will continue to show the
20 populations for the two price sub-groups where it might be of interest, my
21 focus will be on the total population.

1 Twenty-three percent of the population say that a two-stamp system
2 would be more convenient to use than the present system. Thirty-six percent
3 of them see it as less convenient.

4 The next question was in a similar format and asked about the
5 perceived convenience of buying two denominations of stamps. Few (8%)
6 saw buying two stamps as more convenient than the current system and
7 almost half (47%) saw it as less convenient.

8 The difference between the two populations who were presented
9 different price levels is less evident as we get further removed from the
10 description of the rates involved. There is no significant difference between
11 the proportions saying that two denominations would be more convenient to
12 buy, but those hearing the proposed rates were significantly more likely to
13 see two stamps as less convenient to buy than were those hearing the
14 current rate and discount.

15 In all, these findings illustrate the subjective nature of measures of
16 convenience. The fact that higher prices can contribute to making things less
17 convenient in the eyes of potential customers indicates that the concept of
18 convenience is not necessarily the same for everyone.

19 Table 3 presents two questions that are concerned with reported intent
20 to use both stamp denominations.

21 The first question is an unqualified question of intent. Once again, an
22 effect of asking some respondents about rates based on the current rate and
23 some questions based on the requested rate can be seen. Those asked

1 about the higher rates were less likely to say that they would use the two
2 denominations. Overall, about three-fifths (61%) of the population say they
3 are very likely (38%) or somewhat likely (23%) to use the two denominations.
4 Over a third (37%) say that they are unlikely to use the two denominations;
5 15% somewhat unlikely and 22% very unlikely.

6 This question was repeated, but with the addition of a calculation
7 performed by the CATI system that provided the expected monthly and
8 annual saving for each responding household that might be expected from
9 the two-stamp system. For example, our data, as reported in Table 1, show
10 that the average number of reply envelopes mailed by a household that mails
11 any such envelopes in an average month is reported to be 7.3. The monthly
12 saving with a three-cent discount would be 22 cents and the annual saving
13 would be \$2.64. That average does hide the fact that savings are correlated
14 with household income and that similar calculations show potential annual
15 savings ranging from \$1.80 for households with annual incomes under
16 \$15,000 to \$3.60 for those with annual incomes over \$50,000. Even these
17 numbers somewhat overstate the benefits for low-income households since
18 they are for households that mail payments in reply envelopes and members
19 of the lowest income households are significantly less likely to mail any
20 payments and, therefore, to get any benefit.

21 While there is reason to believe that some respondents had already
22 made this calculation before answering the previous question, the inclusion
23 of actual savings in the question wording still resulted in a small reduction in

1 enthusiasm. Although the total saying that they would be likely to use two
2 denominations remained about the same (60%), the proportion who said they
3 would be very likely to use the two-stamps fell from 38% to 35% and the
4 those very unlikely to use two stamps increased from 22% to 27%.

5 We may conclude that while many people can be positive about saving
6 money, the amount they stand to save with the two-stamp system is, at best,
7 unlikely to enhance these positive feelings, and may even detract from them.

8 Looking at Table 4, we can see that those in households with higher
9 incomes are slightly more likely to say they will buy and use both stamp
10 denominations than are those with lower incomes. Of course, this may also
11 reflect the fact that the saving for consumers are regressive since those with
12 higher incomes are likely to be mailing more bill payments in an average
13 month and, proportionately, even more reply envelopes.

14 Table 5 explores the subject of where people buy stamps and the
15 effect on purchase intent if the second stamp denomination were available
16 only through the Postal Service.

17 Nine out of ten (90%) of respondents report buying stamps at post
18 offices in the past year while four out of ten (40%) report purchasing stamps
19 at other outlets, including Automated Teller Machines (ATMs). The total adds
20 to more than one hundred percent because the question was designed to
21 permit multiple responses.

22 Those who had purchased stamps at outlets other than post offices in
23 the past year were asked how likely they would be to use the two-stamp

1 system if the second stamp denomination could be purchased only through
2 the Postal Service. The results show a substantial reduction in intent to use.
3 This table presents data only for the sub-population that was asked this
4 question, those who had purchased stamps at non-postal outlets in the past
5 year. For comparison purposes, the response to the earlier intent question by
6 those who were asked this question is also included in the Table.

7 Table 6 looks at the two-stamp system from another point of view, one
8 that is often overlooked in product and service research. Rather than
9 convenience and expectation to use, the subject turns to user preference.

10 A substantial majority (60%) of representatives of reply envelope
11 mailing households would prefer the one-stamp system. In fact almost half
12 (45%) of those who say they would be likely to use the two-stamp system if it
13 is implemented would prefer a one-stamp system.

14 These data imply that the two-stamp system is more likely to be seen
15 as an imposition than it is a benefit to household mailers.

16 Finally, we took the preference question one step further, asking those
17 who expressed a preference for the two-stamp system or did not know which
18 they preferred, which system they would prefer if the presence of the two-
19 stamp system contributed, to at least some degree, to an increase to the
20 regular rate for First-Class letters. This is, of course, a very complex question
21 to pursue, but early indications are that any resulting rate increase, like all
22 rate increases, would not be well received by the household public.

1 The proportion of this group preferring the two-stamp system dropped
2 from one hundred percent to 30%. Indeed, if we perform the calculation that
3 combines those who originally said they preferred the one-stamp system (Q.
4 P9) with those who said they preferred the one-stamp system after hearing of
5 a potential impact on basic First-Class letter rates (Q.P10), we can see that
6 about 86% of the public prefer the one-stamp system under these conditions.
7 An explanation of this calculation is presented in Table 7.

8

9 **IV. CONCLUSIONS**

10 The public does not find the two-stamp system attractive. While well
11 over half (61%) of the public say they would use the two-stamp system if it
12 existed, what is more telling is that 60% of the public say that they would
13 prefer to stay with the one-stamp system. This 60% includes almost half of
14 those who say they would use the two-stamp system.

15 When the possibility of the two-stamp system contributing to a future
16 increase in the basic rate for First-Class letters is raised, 86% of the public
17 say that they would prefer to stay with the one-stamp system

Table 1

Respondent has primary/shared responsibility/little or no responsibility for paying household bills. (Q.P1)

	Total	Male	Female
Unweighted total	1,005	502	503
Weighted total	1,000	480	520
Primary responsibility	53%	51%	55%
Shared responsibility	34	38	32
Little or no responsibility	13	12	14
Don't know	*	0	*

*Less than 0.5%.

Number of bill payments mailed from household in an average month. (Q.P1A)

Number of bill payments mailed from household in an average month using envelopes enclosed with statement. (Q.P2)

Base = Have primary/shared responsibility for paying household bills.

Base = Those having primary/shared responsibility for paying bills who mail at least one bill payment in an average month.

	Total	Total
Unweighted total	881	839
Weighted total	871	828
1- 5	27%	42%
6-10	43	38
11-15	16	12
16 or more	8	4
None	2	4
Don't know	3	*
Mean (Excluding None)	9.1	7.3

Table 2

Compared with the current system, level of convenience to use different stamp denominations/value if the reduced rate approved. (Q.P3)

Base = Those having primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month.

	<u>Total</u>	<u>Rate Seen by Respondent</u>	
		<u>32 cents/ 29 cents</u>	<u>33 cents/ 30 cents</u>
Unweighted total	802	405	397
Weighted total	790	398	392
More convenient	23%	27%	18%
About as convenient	40	43	37
Less convenient	36	29	43
Don't Know	2	1	2

Level of convenience of buying stamps of two denominations/values compared with the current system. (Q.P4)

	<u>Total</u>	<u>Rate Seen by Respondent</u>	
		<u>32 cents/ 29 cents</u>	<u>33 cents/ 30 cents</u>
More convenient	8%	9%	7%
About as convenient	44	47	40
Less convenient	47	43	52
Don't Know	1	1	1

Table 3

Likelihood of buying and using both stamp denominations/values (Q.P5)

Base = Those having primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month.

	Total	Rate Seen by Respondent	
		32 cents/ 29 cents	33 cents/ 30 cents
Unweighted total	802	405	397
Weighted total	790	398	392
Very likely	38%	44%	32%
Somewhat likely	23	24	22
Somewhat unlikely	15	13	17
Very unlikely	22	18	27
Don't Know	1	1	2

Knowing the amount they could save, likelihood of buying and using both stamp denominations/values. (Q.P6)

	Total	Rate Seen by Respondent	
		32 cents/ 29 cents	33 cents/ 30 cents
Unweighted total	802	405	397
Weighted total	790	398	392
Very likely	35%	42%	28%
Somewhat likely	25	22	28
Somewhat unlikely	12	13	11
Very unlikely	27	22	31
Don't Know	1	1	1

Table 4

Knowing amount they could save, likelihood of buying and using both stamp denominations. (Q.P6)

Base = Those having primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month.

	Total	Household Income				
		Less Than \$15,000	\$15,000 Less Than \$25,000	\$25,000 Less Than \$35,000	\$37,000 Less Than \$50,000	\$50,000 Or More
Unweighted total	802	67	91	138	155	258
Weighted total	790	77	90	144	147	237
Very likely	35%	33%	25%	36%	38%	34%
Somewhat likely	25	23	27	27	26	26
Somewhat unlikely	12	4	16	11	17	11
Very unlikely	27	40	31	27	18	28
Don't know	1	0	0	1	1	1

	Total	Number of Bills Mailed in Reply Envelopes Each Month		
		1-5	6-10	11 or More
Unweighted total	802	342	317	143
Weighted total	790	344	313	133
Very likely	35%	26%	39%	48%
Somewhat likely	25	26	26	20
Somewhat unlikely	12	13	14	6
Very unlikely	27	33	20	26
Don't know	1	1	1	1

Table 5

Places have purchased stamps in past year – Aided (Q.P7)

Base = Those having primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month.

	<u>Total</u>
Unweighted total	802
Weighted total	790
At a post office	90%
At a grocery or other retail store/At an ATM (Net)	40
At grocery or other retail stores	35
At an automatic teller machine (ATM)	10
Don't Know	2

Likelihood of buying and using both stamp denominations if could only obtain the discounted stamps through the Postal Service and they were not available through grocery stores or other retail outlets, including ATMs. (Q.P8)

Base = Those having primary or shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month and purchase stamps at grocery or other retail stores/ATMs in the past year.

	Response to earlier question of those qualifying for this question (Q.P6)	Response to this Question
Unweighted total	323	323
Weighted total	317	317
Very likely	36%	24%
Somewhat likely	27	18
Somewhat unlikely	10	17
Very unlikely	25	39
Don't Know	1	1

Table 6

Preference between a one-stamp pricing system as it is now or a two-stamp pricing system as proposed. (Q.P9)

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month.

	Total	Rate Seen by Respondent		Likelihood of Using Two-Stamp System	
		32 cents/ 29 cents	33 cents/ 30 cents	Likely	Unlikely
Unweighted total	802	405	397	495	298
Weighted total	790	398	392	485	296
A one-stamp system	60%	53%	68%	45%	85%
A two-stamp system	38	45	30	53	13
Don't know	2	3	2	2	2

Preference between one-stamp pricing system and two-stamp pricing system if two-stamp pricing contributed, to some degree, to an increase in rates for regular First-Class letters. (Q.P10)

Base = Those having primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month and prefer the two-stamp system (Q.P9) or don't know.

	Total	Rate Seen by Respondent		Likelihood of Using Two-Stamp System	
		32 cents/ 29 cents	33 cents/ 30 cents	Likely	Unlikely
Unweighted total	324	191	133	281	42
Weighted total	314	189	126	269	44
A one-stamp system	66%	70%	61%	69%	46%
A two-stamp system	30	26	35	27	46
Don't know	4	4	5	4	8

Table 7

Calculation of combined preference with consideration of potential effect on basic rates.

In Q.P9, we asked a weighted total of 790 respondents their preference for a one-stamp or two-stamp system.

476 (60%) said they preferred the one-stamp system
297 (38%) preferred the two-stamp system, and
17 (2%) said they did not know

In Q.P10 we then asked those who said they preferred the two-stamp system (297) or did not know which they preferred (14) –

“If the two-stamp pricing system contributed, to some degree, to an increase in the rates for regular First-Class letters, would you still prefer the Postal Service to offer the two-stamp system or would you prefer the one-stamp system?”

Of the 324 respondents, 207 (66%) said a one-stamp system, 94 (30%) a two-stamp system and 14 (4%) don't know.

If we assume that all those who said they would prefer a one-stamp system in response to Q.P9 (476) would continue to prefer the one-stamp system under the conditions of P10, we can add those respondents to the 207 respondents who had said they would prefer the two-stamp system in response to Q.P9, but would prefer the one-stamp system in response to Q.P10.

The total ($476 + 207 = 683$) represents an approximation of the way the total population would have responded to Q.P10 if all had been asked.

683 divided by the weighted total of 790 is 86%.

APPENDIX

Caravan® Report: Interest in Two-Stamp System of Postage

CARAVAN

INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Prepared For:

UNITED STATES POSTAL SERVICE

JANUARY 29, 1998

OPINION RESEARCH CORPORATION INTERNATIONAL

DETAILED TABULATIONS OF
CARAVAN

INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Prepared for:

UNITED STATES POSTAL SERVICE

JANUARY 29, 1998

Prepared by:

OPINION RESEARCH CORPORATION INTERNATIONAL
Princeton, New Jersey

ORC Study #70705

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INTRODUCTION

This report presents the findings of a telephone survey conducted among a national probability sample of 1005 adults comprising 502 men and 503 women 18 years of age and older, living in private households in the continental United States.

Interviewing for this CARAVAN® Survey was completed during the period January 29 - February 1, 1998. All data collection efforts took place at Opinion Research Corporation's Central Telephone Facility in Tucson, Arizona. The core of our telephone center is the interviewers. All Opinion Research Corporation's interviewers complete an intensive training and test period. Additionally, they attend follow-up training classes that cover advanced screening techniques, in-depth probing and the art of refusal avoidance. Interviewers are continuously supervised, monitored and reviewed in order to maintain the highest quality interviewing standards.

All CARAVAN interviews are conducted using Opinion Research Corporation's computer assisted telephone interviewing (CATI) system. The system is state-of-the-art and offers several distinct advantages such as: full-screen control which allows multi-question screens, fully-programmable help and objection screens to aid interviewing, an extremely flexible telephone number management system and powerful data checking facilities. CATI ensures that interviews are conducted in the most efficient manner and allows interviewers easy response recording. This interviewing method also allows for the most accurate form of data entry by guiding the interviewer through the programmed question flow and by providing on-screen interviewer instructions.

The most advanced probability sampling techniques are employed in the selection of households for telephone interviewing. Opinion Research Corporation utilizes an unrestricted random sampling procedure that controls the amount of serial bias found in systematic sampling to generate its random-digit-dial sample. The sample is fully replicated and stratified by region. Only one interview is conducted per household. All sample numbers selected are subject to up to four attempts to complete an interview.

Completed interviews are weighted by four variables: age, sex, geographic region, and race, to ensure reliable and accurate representation of the total population, 18 years of age and older. The raw data are weighted by a custom designed program which automatically develops a weighting factor for each respondent. Each respondent is assigned a single weight derived from the relationship between the actual proportion of the population with its specific combination of age, sex, geographic characteristics and race and the proportion in our CARAVAN sample that week. Tabular results show both weighted and unweighted bases.

The use of replicable sampling, standardized interviewing procedures and representative weighting provides that all CARAVAN studies are parallel to one another. Thus, CARAVAN usage is appropriate both for point-in-time analysis as well as tracking and trend comparisons.

Included in the Technical Information which follows are tables of sampling tolerances of survey results, and a copy of the question series as it appeared in the survey questionnaire.

As required by the Code of Standards of the Council of American Survey Research Organizations, we will maintain the anonymity of our respondents. No information will be released that in any way will reveal the identity of a respondent. Our authorization is required for any publication of the research findings or their implications.

Opinion Research Corporation's CARAVAN is a syndicated, shared-cost data collection vehicle. Opinion Research Corporation has exercised its best efforts in the preparation of this information. In any event, Opinion Research Corporation assumes no responsibility for any use which is made of this information or any decisions based upon it.

CARAVAN Telephone Sampling Methodology

Opinion Research Corporation's national probability telephone sample is an efficient form of random-digit-dialing. The sample is designed to be a simple random sample of telephone households. Unlike published directories, Opinion Research Corporation's national probability telephone sample includes both unlisted numbers and numbers issued after publication of the directories. The following procedure was used to create the sample:

- Opinion Research Corporation has an annual license for GENESYS, a custom RDD sample generation system developed by Marketing Systems Groups.
- The methodology for generating random digit dialing (RDD) telephone samples in the GENESYS system provides for a single stage, EPSEM (Equal Probability of Selection Method) sample of residential telephone numbers. It is updated twice a year.
- When a national probability sample is needed, a random selection is made from approximately 40,000 exchanges in two million working banks.
- Each telephone number is transferred to a separate call record. The record shows the computer-generated telephone number to be called, as well as the county, state, MSA (if applicable), band and time zone into which the telephone number falls. Our computerized interviewing system (CATI) uses this information to keep track of regional quotas. The CATI interviewing program also keeps track of the disposition categories for each call attempt.

Reliability Of Survey Percentages

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

The table below shows the possible sample variation that applies to percentage results reported from Opinion Research Corporation's CARAVAN sample. The chances are 95 in 100 that a CARAVAN survey result does not vary, plus or minus, by more than the indicated number of percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

Size of Sample on Which Survey Results Is Based	Approximate Sampling Tolerances Applicable to Percentages At or Near These Levels				
	<u>10% or 90%</u>	<u>20% or 80%</u>	<u>30% or 70%</u>	<u>40% or 60%</u>	<u>50%</u>
1,000 interviews	2%	2%	3%	3%	3%
500 interviews	3%	4%	4%	4%	4%
250 interviews	4%	5%	6%	6%	6%
100 interviews	6%	8%	9%	10%	10%

Additional Sampling Tolerances for Samples of 1,000 Interviews

<u>9% or 91%</u> 2%	<u>8% or 92%</u> 2%	<u>7% or 93%</u> 2%	<u>6% or 94%</u> 1%	<u>5% or 95%</u> 1%
<u>4% or 96%</u> 1%	<u>3% or 97%</u> 1%	<u>2% or 98%</u> 1%	<u>1% or 99%</u> .2%	

Sampling Tolerances When Comparing Two Samples

Tolerances are also involved in the comparison of results from independent parts of any one Opinion Research Corporation's CARAVAN sample and in the comparison of results between two independent CARAVAN samples. A difference, in other words, must be of at least a certain number of percentage points to be considered statistically significant. The table below is a guide to the sampling tolerances in percentage points applicable to such comparisons, based on a 95% confidence level.

Size of Samples Compared	Differences Required for Significance At or Near These Percentage Levels				
	<u>10% or 90%</u>	<u>20% or 80%</u>	<u>30% or 70%</u>	<u>40% or 60%</u>	<u>50%</u>
1,000 and 1,000	3%	4%	4%	4%	4%
1,000 and 500	3%	4%	5%	5%	5%
1,000 and 250	4%	6%	6%	7%	7%
1,000 and 100	6%	8%	9%	10%	10%
500 and 500	4%	5%	6%	6%	6%
500 and 250	5%	6%	7%	7%	8%
500 and 100	6%	9%	10%	11%	11%
250 and 250	5%	7%	8%	9%	9%
250 and 100	7%	9%	11%	11%	12%
100 and 100	8%	11%	13%	14%	14%

How To Read The Tables

The following pages present the detailed tabulations of survey results. The data are percentaged vertically and, therefore, should be read from top-to-bottom. The total number of interviews, both weighted and unweighted, appears at the top of each column. Percentages are calculated on the weighted bases. Percentages may not add to 100% due to weighting factors or multiple responses. Where an asterisk (*) appears, it signifies any value of less than one-half percent.

Definition Of Classification Terms

The following definitions are provided for some of the standard demographics by which the results are tabulated. Other demographics are self-explanatory.

Income

The income groupings refer to the total household income for 1997 before taxes.

Metro Size

Metro -- In Center City of Metropolitan Area
 Outside Center City, Inside Center City County
 Inside Suburban County of Metropolitan Area
 In Metropolitan Area with No Center City

Non-Metro -- In Non-Metropolitan Area

Children in Household

None -- No children under 18 years of age living in household
Total -- Have children under 18 years of age living in household
Under 12 -- Have children under 12 years of age living in household
12 - 17 -- Have children ages 12 to 17 living in household

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Geographic Region

The continental states are contained in four geographic regions as follows:

North East

New England: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut

Middle Atlantic: New York, New Jersey, Pennsylvania

North Central

East North Central: Ohio, Indiana, Illinois, Michigan, Wisconsin

West North Central: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas

South

South Atlantic: Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida

East South Central: Kentucky, Tennessee, Alabama, Mississippi

West South Central: Arkansas, Louisiana, Oklahoma, Texas

West

Mountain: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada

Pacific: Washington, Oregon, California

Occupation (Optional)

The occupation classification refers to the occupation of the respondent. The types of positions included in each category are:

Professional/Manager/Owner	-	Executives, Professionals, Technical and Kindred Workers, Managers, Officials, and Proprietors
White Collar - Sales/Clerical	-	Clerical, Office and Secretarial Workers, and Sales Agents and Workers
Blue Collar - Craftsmen/Foremen	-	Craftsmen, Foremen, Kindred Workers, Carpenters, Plumbers, Electricians, Mechanics, and Bakers
Blue Collar - Semi-Skilled/Unskilled	-	Apprentices, Laborers, Assembly Line Workers, Motormen and Fishermen
Service Workers	-	Housekeepers in Private Households, Police, Beauticians, Barbers, Security Guards, Waitresses and Waiters

Significance Testing

When results from sub-groups of a CARAVAN sample appear in the detailed tabulations, an indicator of statistically significant differences is added to the tables run on our standard demographic banners. The test is performed on percentages as well as mean values. Each sub-sample is assigned a letter. When the percentage of one sub-sample is significantly different from the percentage of another sub-sample, the letter representing one of the two samples appears next to the percentage (or mean) of the other sample.

For instance the percentage of males answering yes to a particular question may be compared to the percentage of females answering yes to the same question. In the example on the next page, the male sample is assigned the letter A, and the female sample is assigned the letter B. Here, respondents were asked whether a certain business practice is acceptable. 67% of women said that it was -- a proportion significantly greater than the 57% of males who believe that the practice is acceptable. To indicate that women are significantly more likely to find the practice acceptable than are men, the letter A -- the letter assigned to the male sub-sample -- appears next to the "67%" in the female column. Similarly, the 37% of men that find the practice unacceptable is significantly greater than the 29% of women who do so and, therefore, the letter "B" -- the letter assigned to the female sub-sample -- appears next to the "37%" in the male column.

Significance Testing (continued)

Acceptability of [practice]

	Total	Sex	
		Male (A)	Female (B)
Unweighted Total	977	488	489
Weighted Total	967	464	503
Acceptable	611 63%	274 59%	337 67%A
Not Acceptable	319 33%	171 37%B	148 29%
Don't Know	37 4%	18 4%	19 4%

Significance testing is done to the 95% confidence level. The columns compared are listed at the bottom of each table.

A number of factors need to be considered when determining which type of t-test should be applied, such as whether the samples being compared overlap, whether they are means or percentages, etc. Opinion Research Corporation's software has the capability to perform the appropriate test.

Note that any statistical test becomes less reliable when the sample sizes are small. Even though the test mathematically can be performed on samples as low as thirty, sixty respondents is the reasonable lower bound on the size of the sample.

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DETAILED TABULATIONS

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P1

Respondent has primary responsibility/shared responsibility/little or no responsibility for paying household bills

	Sex			Age						Region					Race			Hispanic (R)
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	North-east (J)	North-Central (K)	South (L)	West (M)	Metro (N)	Non-Metro (O)	White (P)	Black (Q)	
Unweighted Total	1005	502	503	113	228	255	167	113	121	210	250	343	202	738	267	838	68	88
Weighted Total	1000	480	520	131	216	215	160	108	163	201	234	354	211	733	267	833	116*	63
Primary responsibility/ Shared responsibility (Net)	871 87%	423 88%	448 86%	78 60%	189 88%D	198 92%D	146 91%D	100 92%D	155 95%DE	172 85%	203 86%	313 89%	184 87%	635 87%	236 89%	733 88%	95 82%	50 80%
Primary responsibility	526 53%	243 51%	284 55%	24 18%	98 46%D	121 56%DE	91 57%DE	70 64%DE	118 72%DE	92 46%	127 54%	186 53%	121 57%J	390 53%	136 51%	443 53%	59 50%	29 47%
Shared responsibility	345 34%	180 38%	165 32%	54 41%HI	91 42%HI	77 36%I	55 34%I	30 28%	36 22%	79 39%	75 32%	127 36%	63 30%	245 33%	100 37%	290 35%	37 32%	21 34%
Little or no responsibility	127 13%	57 12%	70 14%	52 40%EF	27 12%I	17 8%	14 9%	8 8%	9 5%	28 14%	32 14%	41 11%	27 13%	97 13%	31 11%	98 12%	21 18%	12 20%
Don't know	1 *	0 0	1 *	1 1%	0 0	0 0	0 0	0 0	0 0	1 1%	0 0	0 0	0 0	1 *	0 0	1 *	0 0	0 0

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
 * small base

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ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P1

Respondent has primary responsibility/shared responsibility/little or no responsibility for paying household bills

	Household Income						Dual Income H.H. (G)	H.H. Size			Children In H.H.				Education			
	Total (A)	LT \$15K (B)	LT \$25K (C)	LT \$35K (D)	LT \$50K (E)	Or More (F)		1 (H)	2 (I)	3 Or More (J)	None (K)	Total (L)	Under 12 (M)	12- 17 (N)	HS Incom- plete (O)	HS Grad (P)	Incom- plete (Q)	Coll Grad (R)
Unweighted Total	1005	90	108	173	195	306	461	148	328	525	558	442	323	195	102	308	237	324
Weighted Total	1000	102*	110*	178	186	283	442	157	340	500	581	415	304	183	113*	310	237	305
Primary responsibility/ Shared responsibility (Net)	871 87%	93 91%	102 93%E	155 87%	157 84%	250 88%	402 91%	154 98%I	311 91%J	403 81%	518 89%L	349 84%	257 84%	152 83%	90 80%	264 85%	210 88%	280 92%O
Primary responsibility	526 53%	65 64%E	73 67%DE F	96 54%	84 45%	146 52%	183 41%	151 96%I	171 50%J	203 41%	333 57%L	191 46%	133 44%	89 49%	53 47%	162 52%	131 55%	168 55%
Shared responsibility	345 34%	28 27%	29 27%	58 33%	73 39%C	104 37%	220 50%	3 2%	140 41%H	200 40%H	185 32%	158 38%	124 41%	63 34%	37 33%	102 33%	79 33%	112 37%
Little or no responsibility	127 13%	9 9%	7 7%	23 13%	29 16%C	33 12%	40 9%	3 2%	29 9%H	96 19%H	61 11%	66 16%K	47 16%	31 17%	23 20%QR	46 15%R	27 11%	25 8%
Don't know	1 *	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 *	1 *	0 0	0 0	0 0	0 0	0 0	1 1%	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R
 * small base

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ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P1A

Number of bill payments mailed from household in an average month

Base = Have primary/shared responsibility for paying household bills

	Sex			Age					Region					Race			His-panic (R)	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	North-east (J)	North-Central (K)	South (L)	West (M)	Metro (N)	Non-Metro (O)	White (P)		Black (Q)
Unweighted Total	881	442	439	68	199	236	152	104	115	181	217	308	175	645	236	741	57	73
Weighted Total	871	423	448	78*	189	198	146	100*	155	172	203	313	184	635	236	733	95*	50
Any (Net)	828 95%	402 95%	426 95%	76 98%I	177 94%	194 98%EI	142 97%I	95 95%	138 89%	159 93%	192 95%	298 95%	179 98%J	610 96%O	218 92%	695 95%	91 96%	48 96%
1 - 5 (Sub-net)	236 27%	124 29%	112 25%	41 52%EF GHI	48 26%G	45 23%G	19 13%	32 32%G	48 31%G	39 23%	66 32%J	79 25%	52 28%	169 27%	67 28%	186 25%	35 37%	12 24%
1	9 1%	7 2%	2 *	2 3%	1 *	2 1%	1 1%	0 0	2 2%	1 1%	2 1%	5 2%	1 1%	6 1%	2 1%	8 1%	0 0	1 2%
2	23 3%	12 3%	11 2%	7 9%EF G	0 0	5 3%E	1 1%	4 4%E	5 3%E	5 3%	7 4%	7 2%	4 2%	19 3%	4 1%	18 2%	4 4%	1 1%
3	46 5%	25 6%	21 5%	10 12%G	9 5%	10 5%	2 2%	5 5%	9 6%	11 6%	8 4%	15 5%	13 7%	36 6%	10 4%	34 5%	11 11%P	2 3%
4	51 6%	27 6%	24 5%	3 4%	15 8%	9 5%	5 3%	7 7%	12 8%	9 5%	19 9%	15 5%	8 4%	39 6%	13 5%	40 5%	8 8%	2 4%
5	106 12%	53 13%	53 12%	18 24%EF G	23 12%	19 9%	10 7%	16 16%G	19 12%	13 8%	30 15%J	37 12%	26 14%	69 11%	38 16%N	86 12%	13 14%	7 14%
6 - 10 (Sub-net)	376 43%	166 39%	210 47%B	26 33%	84 44%	91 46%	69 47%	38 38%	68 44%	78 45%	85 42%	129 41%	84 46%	269 42%	107 45%	308 42%	48 50%	23 46%
6	116 13%	50 12%	66 15%	13 16%	25 13%	26 13%	21 15%	9 9%	22 14%	28 16%	21 10%	46 15%	22 12%	81 13%	36 15%	97 13%	13 14%	7 14%
7	43 5%	21 5%	22 5%	6 7%	10 6%	9 5%	7 5%	4 4%	7 4%	4 2%	16 8%J	15 5%	8 4%	32 5%	11 5%	35 5%	5 5%	2 3%
8	75 9%	34 8%	41 9%	3 3%	18 10%	19 10%	10 7%	9 9%	17 11%	19 11%	15 8%	22 7%	18 10%	55 9%	21 9%	59 8%	12 12%	6 12%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

* small base

ALL

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P1A

Number of bill payments mailed from household in an average month

Base = Have primary/shared responsibility for paying household bills

	Sex			Age						Region					Race			
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South West (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)	His- panic (R)
Weighted Total	871	423	448	78*	189	198	146	100*	155	172	203	313	184	635	236	733	95*	50
9	12 1%	5 1%	7 2%	0 0	4 2%	2 1%	1 1%	1 1%	4 2%	1 *	8 4%JLM	3 1%	0 0	9 1%	3 1%	7 1%	5 5%P	2 5%
10	130 15%	56 13%	73 16%	5 7%	26 14%	35 18%D	29 20%D	15 15%	19 12%	27 15%	25 12%	42 13%	36 19%	93 15%	37 16%	111 15%	13 13%	6 13%
11 - 15	143 16%	76 18%	67 15%	7 9%	34 18%I	42 21%D	27 19%I	17 17%	13 8%	22 13%	28 14%	62 20%	30 16%	115 18%O	28 12%	132 18%Q	7 7%	7 14%
16 or more	73 8%	37 9%	37 8%	2 3%	11 6%	16 8%	27 19%DEF	8 8%	9 6%	20 12%	12 6%	27 9%	14 7%	56 9%	17 7%	69 9%Q	2 2%	6 12%
None	19 2%	12 3%	6 1%	1 1%	7 4%	2 1%	2 1%	2 2%	5 3%	6 3%	4 2%	7 2%	1 1%	9 1%	9 4%N	18 2%	0 0	1 3%
Don't Know	25 3%	9 2%	16 4%	* 1%	5 3%	2 1%	2 1%	4 4%	12 8%FG	7 4%	7 3%	8 3%	3 2%	16 3%	9 4%	20 3%	4 4%	* 1%
Mean (Including None)	8.9	8.8	9.0	6.2	8.6D	9.4D I	11.7DE FHI	8.8D	7.6	9.3K	8.1	9.2K	9.0	9.1	8.4	9.2Q	6.9	9.2
Standard Deviation (Including None)	6.0	6.0	6.0	4.1	5.2	5.8	7.8	6.0	4.7	6.7	4.9	6.2	5.8	6.1	5.6	6.2	3.3	5.7
Standard Error (Including None)	0.2	0.3	0.3	0.5	0.4	0.4	0.6	0.6	0.5	0.5	0.3	0.4	0.4	0.2	0.4	0.2	0.4	0.7
Median (Including None)	8	7	8	5	8	8	10	8	6	8	7	8	8	8	7	8	6P	8
Mean (Excluding None)	9.1	9.1	9.2	6.3	8.9D	9.5D I	11.8DE FHI	9.0D	7.8D	9.7K	8.3	9.4K	9.1	9.3	8.7	9.5Q	6.9	9.4
Standard Deviation (Excluding None)	5.9	5.8	5.9	4.1	5.0	5.7	7.7	5.9	4.6	6.6	4.8	6.1	5.7	6.0	5.4	6.1	3.3	5.6
Standard Error (Excluding None)	0.2	0.3	0.3	0.5	0.4	0.4	0.6	0.6	0.4	0.5	0.3	0.4	0.4	0.2	0.4	0.2	0.4	0.7

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
 * small base

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ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P1A

Number of bill payments mailed from household in an average month

Base = Have primary/shared responsibility for paying household bills

	Sex		Age						Region					Race				
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South West (L)	West Metro (M)	Non- Metro (N)	Non- Metro (O)	White (P)	Black (Q)	His- panic (R)
Weighted Total	871	423	448	78*	189	198	146	100*	155	172	203	313	184	635	236	733	95*	50
Median (Excluding None)	8	8	8	5	8	8	10	8	6	8	7	8	8	8	7	8	6P	8

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
 * small base

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ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P1A

Number of bill payments mailed from household in an average month

Base = Have primary/shared responsibility for paying household bills

	Household Income						Dual Income H.H. (G)	H.H. Size			Children In H.H.			Education				
	Total (A)	\$15K- LT		\$25K- LT		\$35K- LT		\$50K Or (F)	1 (H)	2 (I)	3 Or More (J)	None (K)	Under 12- 12 17 (M) (N)		HS Incom- plete (O)	HS Grad (P)	Coll Incom- plete (Q)	Coll Grad (R)
		\$15K (B)	\$25K (C)	\$35K (D)	\$50K (E)	More (F)		More (J)			12 (M)		17 (N)	plete (O)	Grad (P)	plete (Q)	Grad (R)	
Unweighted Total	881	83	101	149	165	273	420	145	299	433	497	379	279	165	83	263	208	299
Weighted Total	871	93*	102*	155	157	250	402	154	311	403	518	349	257	152	90*	264	210	280
Any (Net)	828 95%	84 90%	94 92%	150 97%B	154 98%BC	247 99%BC	385 96%	149 97%	289 93%	386 96%	492 95%	332 95%	244 95%	147 96%	85 94%	245 93%	199 95%	274 98%P
1 - 5 (Sub-net)	236 27%	50 54%DE F	40 39%EF	46 30%EF	29 19%	44 18%	87 22%	65 42%I J	70 23%	100 25%	151 29%	83 24%	67 26%	33 22%	41 46%PQ R	71 27%	58 28%	56 20%
1	9 1%	1 1%	1 1%	2 2%	1 1%	2 1%	3 1%	3 2%	2 1%	4 1%	7 1%	2 *	2 1%	1 1%	0 0	5 2%	1 *	2 1%
2	23 3%	8 9%DEF	4 4%	3 2%	1 1%	3 1%	5 1%	5 3%	8 3%	9 2%	15 3%	8 2%	7 3%	3 2%	6 7%R	7 3%	7 3%	3 1%
3	46 5%	19 21%CDE F	6 6%D	2 1%	5 3%	9 4%	15 4%	13 8%I	10 3%	24 6%	28 5%	19 5%	18 7%	5 3%	8 9%	18 7%	9 4%	11 4%
4	51 6%	7 8%	11 11%EF	14 9%	6 4%	11 4%	19 5%	13 9%	21 7%	17 4%	34 7%	16 5%	10 4%	8 5%	6 7%	12 5%	18 9%R	12 4%
5	106 12%	15 16%F	18 17%F	25 16%F	16 10%	19 8%	45 11%	30 20%IJ	29 9%	46 11%	67 13%	39 11%	31 12%	17 11%	21 23%PQ R	29 11%	24 11%	28 10%
6 - 10 (Sub-net)	376 43%	26 28%	38 37%	80 52%BC F	80 51%BC	104 41%B	165 41%	70 45%	139 45%	167 41%	228 44%	147 42%	101 39%	68 45%	33 37%	111 42%	91 43%	133 47%
6	116 13%	14 15%	16 16%	24 15%	21 14%	23 9%	41 10%	29 19%I	35 11%	51 13%	71 14%	44 13%	34 13%	17 11%	14 16%	42 16%	22 11%	33 12%
7	43 5%	2 2%	3 2%	17 11%BCF	9 6%	8 3%	16 4%	9 6%	15 5%	20 5%	25 5%	18 5%	10 4%	9 6%	1 1%	12 5%	15 7%	15 5%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R
 * small base

A19

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question F1A

Number of bill payments mailed from household in an average month

Base = Have primary/shared responsibility for paying household bills

	Household Income							H.H. Size			Children In H.H.			Education				
	Total (A)	LT \$15K (B)	LT \$25K (C)	LT \$35K (D)	LT \$50K (E)	Or More (F)	Dual Income (G)	1 H.H. (H)	2 (I)	3 Or More (J)	None (K)	Total (L)	Under 12- 12 (M)	17- 17 (N)	HS Incom- plete (O)	HS Grad (P)	Coll Incom- plete (Q)	Coll Grad (R)
Weighted Total	871	93*	102*	155	157	250	402	154	311	403	518	349	257	152	90*	264	210	280
8	75 9%	6 6%	8 7%	13 8%	16 10%	22 9%	30 7%	10 7%	34 11%	31 8%	47 9%	28 8%	20 8%	13 9%	8 9%	25 10%	17 8%	24 9%
9	12 1%	0 0%	4 4%	3 2%	1 1%	4 2%	5 1%	4 2%	5 2%	3 1%	6 1%	5 2%	3 1%	3 2%	1 1%	2 1%	6 3%	2 1%
10	130 15%	5 5%	8 8%	23 15%B	34 22%BC	46 18%BC	73 18%	18 12%	50 16%	62 15%	77 15%	53 15%	34 13%	25 16%	9 10%	30 11%	30 14%	58 21%OP
11 - 15	143 16%	6 7%	15 15%	19 12%	31 20%B	57 23%BD	88 22%	9 6%	57 18%H	75 19%H	75 14%	67 19%	50 19%	24 16%	5 5%	49 16%O	34 16%O	52 18%O
16 or more	73 8%	1 1%	1 1%	5 3%	13 8%BC D	43 17%BC DE	46 11%	6 4%	23 8%	44 11%H	39 7%	35 10%	25 10%	21 14%	6 6%	15 6%	16 8%	33 12%P
None	19 2%	7 8%EF	2 2%	4 3%	* *	2 1%	5 1%	2 1%	8 3%	9 2%	9 2%	10 3%	8 3%	3 2%	5 6%R	6 2%	5 2%	3 1%
Don't Know	25 3%	2 2%	6 6%DF	* *	3 2%	2 1%	11 3%	3 2%	13 4%	8 2%	17 3%	8 2%	6 2%	3 2%	0 0%	13 5%R	6 3%	4 1%
Mean (Including None)	8.9	5.2	7.0B	7.6B	10.0B CD	11.4B CDE	10.2	6.8	9.1H	9.6H	8.6	9.4	9.2	10.0	6.8	8.50	8.90	10.0OP
Standard Deviation (Including None)	6.0	3.7	3.8	4.1	6.0	7.1	6.4	4.3	5.8	6.5	5.9	6.1	5.9	6.6	5.0	5.9	6.2	6.0
Standard Error (Including None)	0.2	0.4	0.4	0.3	0.5	0.4	0.3	0.4	0.3	0.3	0.3	0.3	0.4	0.5	0.5	0.4	0.4	0.3
Median (Including None)	8	5	6	7	10	10	10	6	8	8	7	8	8	8	5	7	8	10
Mean (Excluding None)	9.1	5.6	7.1B	7.8B	10.0B CD	11.5B CDE	10.3	6.9	9.4H	9.8H	8.8	9.7K	9.5	10.2	7.2	8.70	9.10	10.1OP
Standard Deviation (Excluding None)	5.9	3.5	3.7	3.9	6.0	7.1	6.3	4.2	5.7	6.4	5.8	5.9	5.7	6.5	4.8	5.8	6.1	5.9

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R
 * small base

A20

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P1A

Number of bill payments mailed from household in an average month

Base = Have primary/shared responsibility for paying household bills

	Household Income						Dual Income	H.H. Size			Children In H.H.			Education				
	\$15K-		\$25K-		\$35K-			\$50K		Or More	3 Or More	None	Total	Under 12-		HS	Coll	
	LT	LT	LT	LT	Or	1		2	12					17	Incom- plete	HS Grad	Incom- plete	Coll Grad
Total (A)	\$15K (B)	\$25K (C)	\$35K (D)	\$50K (E)	More (F)	H.H. (G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Weighted Total	871	93*	102*	155	157	250	402	154	311	403	518	349	257	152	90*	264	210	280
Standard Error (Excluding None)	0.2	0.4	0.4	0.3	0.5	0.4	0.3	0.4	0.3	0.3	0.3	0.3	0.4	0.5	0.5	0.4	0.4	0.3
Median (Excluding None)	8	5	6	7	10	10	10	6	8	8	7	8	8	8	6	7	8	10

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R
 * small base

A21

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P2

Number of bill payments mailed from household in an average month that use a reply envelope enclosed with statement

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment in an average month

	Sex			Age						Region					Race				Hispanic (R)
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	North-east (J)	North-Central (K)	South (L)	West (M)	Metro (N)	Non-Metro (O)	White (P)	Black (Q)		
Unweighted Total	839	420	419	66	187	231	148	98	103	168	204	295	172	620	219	704	55	70	
Weighted Total	828	402	426	76*	177	194	142	95*	138	159	192	298	179	610	218	695	91*	48	
Any (Net)	790	385	406	70	167	185	140	90	133	155	182	280	174	581	210	669	83	46	
	95%	96%	95%	92%	94%	95%	98%D	95%	96%	97%	95%	94%	97%	95%	96%	96%	91%	96%	
1 - 5 (Sub-net)	344	173	171	50	72	71	43	39	66	56	93	119	76	230	114	286	39	17	
	42%	43%	40%	65%EF	41%	36%	30%	41%	48%G	35%	49%J	40%	42%	38%	52%N	41%	43%	34%	
				GHI															
1	21	11	10	1	5	3	5	2	5	2	6	12	1	15	6	18	3	3	
	3%	3%	2%	2%	3%	2%	3%	2%	4%	1%	3%	4%	1%	3%	3%	3%	4%	6%	
2	54	31	23	12	6	10	5	10	12	12	17	16	9	38	16	46	7	1	
	7%	8%	5%	16%EFG	3%	5%	3%	10%EG	8%	8%	9%	5%	5%	6%	7%	7%	8%	2%	
3	81	47	34	14	16	19	10	11	11	13	16	31	22	55	26	64	12	5	
	10%	12%	8%	18%G	9%	10%	7%	12%	8%	8%	8%	10%	12%	9%	12%	9%	13%	11%	
4	76	35	41	8	20	15	11	6	16	11	27	22	15	52	24	64	7	2	
	9%	9%	10%	10%	11%	8%	8%	6%	11%	7%	14%JL	8%	8%	9%	11%	9%	7%	4%	
5	112	49	63	15	25	24	12	11	23	18	27	38	29	70	42	94	10	6	
	13%	12%	15%	20%G	14%	12%	9%	12%	17%	11%	14%	13%	16%	12%	19%N	14%	11%	12%	
6 - 10 (Sub-net)	313	144	169	15	69	76	60	34	56	72	66	111	64	242	71	257	41	21	
	38%	36%	40%	20%	39%D	39%D	42%D	36%D	41%D	45%	35%	37%	36%	40%	32%	37%	45%	44%	
6	91	43	48	8	24	17	16	8	18	21	14	42	14	68	23	74	10	5	
	11%	11%	11%	11%	14%	9%	11%	8%	13%	13%	7%	14%K	8%	11%	10%	11%	11%	10%	
7	42	19	23	5	5	13	7	5	7	8	9	13	12	34	9	34	6	2	
	5%	5%	5%	6%	3%	7%	5%	5%	5%	5%	5%	4%	7%	5%	4%	5%	7%	4%	
8	80	35	44	2	13	23	15	9	19	17	16	29	18	64	16	66	11	10	
	10%	9%	10%	2%	7%	12%D	11%D	9%	14%D	11%	8%	10%	10%	11%	7%	9%	12%	21%	

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
 * small base

A22

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P2

Number of bill payments mailed from household in an average month that use a reply envelope enclosed with statement

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment in an average month

	Sex			Age						Region					Race			Hispanic (R)
	Total (A)	Male (B)	Fe-male (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	North-east (J)	North-Central (K)	South (L)	West (M)	Metro (N)	Non-Metro (O)	White (P)	Black (Q)	
Weighted Total	828	402	426	76*	177	194	142	95*	138	159	192	298	179	610	218	695	91*	48
9	29 3%	15 4%	14 3%	1 1%	11 6%	6 3%	5 3%	3 3%	4 3%	6 4%	11 6%L	6 2%	7 4%	23 4%	6 3%	20 3%	8 9%P	1 1%
10	72 9%	31 8%	40 10%	* 1%	16 9%D	18 9%D	18 13%D	10 10%D	8 6%	20 12%	17 9%	22 7%	13 7%	54 9%	18 8%	63 9%	6 7%	4 8%
11 - 15	96 12%	52 13%	44 10%	4 5%	22 12%	31 16%DI	22 16%DI	9 10%	8 6%	16 10%	18 9%	37 13%	25 14%	78 13%	19 9%	89 13%Q	3 3%	6 12%
16 or more	37 4%	16 4%	21 5%	1 1%	4 2%	8 4%	15 10%DEF I	6 7%	3 2%	11 7%K	4 2%	13 4%	8 5%	30 5%	7 3%	37 5%	0 0	3 5%
None	34 4%	15 4%	19 4%	6 8%G	8 4%	7 4%	3 2%	5 5%	5 4%	3 2%	10 5%	17 6%	5 3%	26 4%	8 4%	23 3%	8 9%P	2 4%
Don't Know	4 *	3 1%	1 *	0 0	2 1%	2 1%	0 0	0 0	0 0	2 1%	0 0	1 *	1 1%	3 *	1 *	4 1%	0 0	0 0
Mean (Including None)	7.0	7.0	7.1	4.6	6.8D	7.4DI	9.0DE FHI	7.2D	5.9D	7.9K	6.3	6.8	7.4K	7.3O	6.3	7.3Q	5.4	7.1
Standard Deviation (Including None)	5.2	5.3	5.1	3.6	4.5	5.0	6.8	5.9	3.6	5.7	4.4	5.1	5.5	5.4	4.5	5.4	3.2	4.5
Standard Error (Including None)	0.2	0.3	0.2	0.4	0.3	0.3	0.6	0.6	0.4	0.4	0.3	0.3	0.4	0.2	0.3	0.2	0.4	0.5
Median (Including None)	6	6	6	4	6	7	8	6	5	6	5	6	6	6	5	6	5P	7
Mean (Excluding None)	7.3	7.2	7.4	5.0	7.1D	7.7DI	9.2DE FI	7.6DI	6.1	8.0K	6.6	7.2	7.6	7.6O	6.6	7.6Q	5.9	7.4
Standard Deviation (Excluding None)	5.1	5.2	4.9	3.5	4.3	4.8	6.7	5.8	3.5	5.7	4.2	5.0	5.4	5.2	4.4	5.3	2.8	4.3
Standard Error (Excluding None)	0.2	0.3	0.2	0.4	0.3	0.3	0.6	0.6	0.4	0.4	0.3	0.3	0.4	0.2	0.3	0.2	0.4	0.5

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
 * small base

A23

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P2

Number of bill payments mailed from household in an average month that use a reply envelope enclosed with statement

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment in an average month

	Sex		Age						Region					Race			Hispanic (R)	
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South West (L)	West Metro (M)	Non- Metro (N)	Metro (O)	White (P)		Black (Q)
Weighted Total	828	402	426	76*	177	194	142	95*	138	159	192	298	179	610	218	695	91*	48
Median (Excluding None)	6	6	6	5	6	7	8	6	6	7	5	6	6	6	5	6	6P	7

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

* small base

A24

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P2

Number of bill payments mailed from household in an average month that use a reply envelope enclosed with statement

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment in an average month

	Household Income						Dual Income	H.H. Size			Children In H.H.			Education				
	Total (A)	LT \$15K	LT \$25K	LT \$35K	LT \$50K	Or More		1 (H)	2 (I)	3 Or More (J)	None (K)	Total (L)	Under 12 (M)	12-17 (N)	HS Incom- plete	Coll HS Grad	Coll Incom- plete	Coll Grad
		(B)	(C)	(D)	(E)	(F)									(O)	(P)	(Q)	(R)
Unweighted Total	839	74	95	144	161	269	403	141	280	414	473	361	264	160	78	245	198	292
Weighted Total	828	84*	94*	150	154	247	385	149	289	386	492	332	244	147	85*	245	199	274
Any (Net)	790 95%	77 92%	90 95%	144 96%	147 96%	237 96%	367 95%	145 97%	281 97%	361 94%	474 96%	311 94%	227 93%	140 96%	76 90%	234 95%	192 96%	263 96%
1 - 5 (Sub-net)	344 42%	60 71% EF	52 55% EF	70 47% F	54 35%	75 31%	139 36%	83 56% I	112 39% J	146 38%	214 44%	127 38%	100 41%	50 34%	47 56% R	106 43% R	89 45% R	88 32%
1	21 3%	5 6% EF	2 2%	5 4%	2 1%	4 2%	7 2%	6 4%	8 3%	7 2%	15 3%	7 2%	6 2%	1 1%	2 2%	6 3%	6 3%	5 2%
2	54 7%	12 14% EF	12 13% EF	12 8% F	7 4%	7 3%	18 5%	14 9%	17 6%	23 6%	36 7%	19 6%	17 7%	7 5%	9 11% R	25 10% R	12 6% R	5 2%
3	81 10%	17 20% DEF	9 9%	15 10%	15 10%	19 8%	33 9%	20 14%	22 7%	38 10%	48 10%	33 10%	28 11%	12 8%	14 17%	23 9%	18 9%	24 9%
4	76 9%	11 13%	13 13%	15 10%	11 7%	20 8%	29 7%	18 12%	30 10%	27 7%	50 10%	24 7%	16 6%	11 7%	8 9%	20 8%	22 11%	22 8%
5	112 13%	14 17%	16 17%	23 16%	19 12%	25 10%	52 14%	25 17%	36 12%	50 13%	66 13%	45 13%	34 14%	19 13%	14 17%	32 13%	31 16%	32 12%
6 - 10 (Sub-net)	313 38%	15 18%	28 30%	61 40% B	67 44% BC	96 39% B	139 36%	53 36%	127 44% J	133 34%	197 40%	117 35%	74 30%	62 42%	22 26%	95 39%	64 32%	123 45% OQ
6	91 11%	6 7%	10 11%	18 12%	18 12%	20 8%	37 10%	16 11%	37 13%	38 10%	59 12%	32 10%	27 11%	11 8%	9 11%	38 15% Q	12 6%	30 11%
7	42 5%	1 2%	3 3%	14 9% B	10 7%	10 4%	14 4%	6 4%	20 7%	16 4%	28 6%	14 4%	5 2%	11 7%	1 1%	10 4%	13 6%	17 6%
8	80 10%	5 6%	7 7%	17 12%	17 11%	24 10%	39 10%	18 12%	27 9%	34 9%	50 10%	30 9%	18 7%	16 11%	8 10%	23 10%	21 10%	26 10%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R
 * small base

A25

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P2

Number of bill payments mailed from household in an average month that use a reply envelope enclosed with statement

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment in an average month

	Household Income							H.H. Size					Children In H.H.					Education			
	Total (A)	\$15K- \$25K		\$25K- \$35K		\$35K- \$50K		Dual Income H.H. (G)	3 Or More			Under 12- 12 17		HS Incom- plete (O)	HS Grad (P)		Coll Incom- plete (Q)		Coll Grad (R)		
		LT \$15K (B)	LT \$25K (C)	LT \$35K (D)	LT \$50K (E)	Or More (F)	1 (H)		2 (I)	More (J)	None (K)	Total (L)	12 (M)		17 (N)	HS Grad (P)	HS Grad (P)	Incom- plete (Q)		Coll Grad (R)	
Weighted Total	828	84*	94*	150	154	247	385	149	289	386	492	332	244	147	85*	245	199	274			
9	29 3%	1 1%	4 5%	6 4%	5 3%	8 3%	12 3%	7 5%	12 4%	10 3%	21 4%	8 2%	5 2%	4 3%	1 1%	3 1%	7 4%	16 6%P			
10	72 9%	3 3%	4 4%	6 4%	16 11%D	33 13%BC	37 10%	6 4%	31 11%H	35 9%	39 8%	33 10%	19 8%	19 13%	3 3%	20 8%	11 6%	34 12%OQ			
11 - 15	96 12%	2 3%	10 10%	11 7%	20 13%B	42 17%BD	66 17%	3 2%	30 10%H	61 16%HI	43 9%	51 15%K	40 16%	20 14%	3 3%	25 10%	29 15%O	37 13%O			
16 or more	37 4%	0 0%	0 0%	2 2%	6 4%	24 10%BCD	23 6%	5 3%	12 4%	20 5%	20 4%	17 5%	13 5%	9 6%	4 4%	8 3%	10 5%	15 6%			
None	34 4%	6 7%	5 5%	6 4%	5 3%	8 3%	15 4%	5 3%	8 3%	21 6%	17 3%	17 5%	14 6%	6 4%	9 10%PQR	10 4%	6 3%	10 4%			
Don't Know	4 *	1 1%	0 0%	0 0%	1 1%	2 1%	3 1%	0 0%	0 0%	4 1%	1 *	3 1%	3 1%	0 0%	0 0%	2 1%	1 1%	1 *			
Mean (Including None)	7.0	4.1	5.5B	5.9B	7.6BC D	8.8BC DE	7.9	5.6	7.2H	7.5H	6.8	7.4	7.2	7.8	5.3	6.60	7.30	7.90P			
Standard Deviation (Including None)	5.2	2.7	3.5	3.6	5.7	6.1	5.7	3.7	5.3	5.5	5.2	5.1	5.3	5.1	4.4	4.9	5.7	5.2			
Standard Error (Including None)	0.2	0.3	0.4	0.3	0.5	0.4	0.3	0.3	0.3	0.3	0.2	0.3	0.3	0.4	0.5	0.3	0.4	0.3			
Median (Including None)	6	4	5	5	6	8	6	5	6	6	6	6	6	7	5	6	6	7			
Mean (Excluding None)	7.3	4.4	5.8B	6.2B	7.9BC D	9.1BC DE	8.3	5.7	7.4H	7.9H	7.0	7.8K	7.7	8.2	5.9	6.8	7.50	8.20P			
Standard Deviation (Excluding None)	5.1	2.5	3.3	3.5	5.6	6.0	5.6	3.7	5.2	5.3	5.1	4.9	5.1	4.9	4.2	4.8	5.6	5.0			

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R
 * small base

A26

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P2

Number of bill payments mailed from household in an average month that use a reply envelope enclosed with statement

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment in an average month

	Household Income						Dual Income	H.H. Size			Children In H.H.			Education					
	Total	\$15K- \$25K		\$25K- \$35K		\$35K- \$50K		1	2	3 Or More	None	Total	Under 12-		HS Incom- plete	HS Grad	Incom- plete	Coll Grad	
		\$15K (B)	\$25K (C)	\$35K (D)	\$50K (E)	Or (F)							12	17					(O)
Weighted Total	828	84*	94*	150	154	247	385	149	289	386	492	332	244	147	85*	245	199	274	
Standard Error (Excluding None)	0.2	0.3	0.3	0.3	0.5	0.4	0.3	0.3	0.3	0.3	0.2	0.3	0.3	0.4	0.5	0.3	0.4	0.3	
Median (Excluding None)	6	4	5	6	7	8	7	5	6	6	6	6	6	7	5	6	6	7	

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

* small base

A27

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P3

Compared with the current system, level of convenience to use two different stamp denominations/values if the Postal Service approved the reduced rate for reply envelope postage

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month

	Sex			Age						Region					Race			Hispanic (R)
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	North-east (J)	North-Central (K)	South (L)	West (M)	Metro (N)	Non-Metro (O)	White (P)	Black (Q)	
Unweighted Total	802	401	401	61	178	220	145	93	99	163	195	278	166	591	211	677	50	67
Weighted Total	790	385	406	70*	167	185	140	90*	133*	155	182	280	174	581	210	669	83*	46
More convenient	179 23%	79 20%	101 25%	25 36% I	35 21% EG	46 25%	25 18%	22 24%	25 19%	45 29% KN	33 18%	71 26%	31 18%	138 24%	42 20%	139 21%	28 33% P	15 32%
About as convenient	318 40%	152 39%	166 41%	29 41%	70 42%	71 39%	67 48% I	34 37%	44 33%	61 39%	68 37%	122 44%	66 38%	231 40%	86 41%	278 42%	29 35%	16 35%
Less convenient	281 36%	149 39%	133 33%	15 21%	62 37% D	68 37% D	45 32%	34 37% D	56 42% D	45 29%	78 43% JL	82 29%	76 44% JL	204 35%	78 37%	242 36%	26 31%	15 33%
Don't know	12 2%	5 1%	7 2%	1 2%	0 0%	0 0%	3 2% F	1 1%	7 5% EF	5 3%	2 1%	4 1%	1 1%	8 1%	4 2%	11 2%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
 * small base

A28

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P3

Compared with the current system, level of convenience to use two different stamp denominations/values if the Postal Service approved the reduced rate for reply envelope postage

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month

	Household Income						Dual Income	H.H. Size				Children in H.H.			Education			
	LT	\$15K- LT	\$25K- LT	\$35K- LT	\$50K Or	H.H.		3 Or			Total	Under 12-		HS plete	Coll		Coll	
	(A)	(B)	(C)	(D)	(E)			(F)	1	2		More	None		12	17		(O)
Unweighted Total	802	67	91	138	155	258	384	137	271	390	456	341	248	153	70	233	192	281
Weighted Total	790	77*	90*	144	147	237	367	145	281	361	474	311	227	140	76*	234	192	263
More convenient	179	19	17	37	42	43	88	32	63	84	107	72	52	35	18	52	41	64
	23%	25%	19%	25%	28% ^F	18%	24%	22%	22%	23%	23%	23%	23%	25%	24%	22%	21%	24%
About as convenient	318	30	39	60	63	90	149	51	108	157	175	141	104	64	27	95	72	112
	40%	39%	44%	42%	42%	38%	41%	35%	38%	43%	37%	45% ^K	46%	46%	36%	40%	38%	43%
Less convenient	281	27	30	46	41	103	126	58	105	119	184	97	71	40	27	86	76	85
	36%	35%	34%	32%	28%	44% ^{DE}	34%	40%	37%	33%	39% ^L	31%	31%	29%	36%	37%	40%	32%
Don't know	12	1	3	1	2	1	4	4	5	2	9	2	1	1	4	2	2	2
	2%	2%	4% ^F	1%	1%	*	1%	3% ^J	2%	1%	2%	1%	*	1%	5% ^{PR}	1%	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R
 * small base

A29

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P4

Level of convenience of buying stamps of two denominations/values compared with the current system

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month

	Sex			Age						Region					Race			Hispanic (R)
	Total (A)	Male (B)	Female (C)	18- (D)	25- (E)	35- (F)	45- (G)	55- (H)	65+ (I)	North-east (J)	North-Central (K)	South (L)	West (M)	Metro (N)	Non-Metro (O)	White (P)	Black (Q)	
Unweighted Total	802	401	401	61	178	220	145	93	99	163	195	278	166	591	211	677	50	67
Weighted Total	790	385	406	70*	167	185	140	90*	133*	155	182	280	174	581	210	669	83*	46
More convenient	63 8%	33 9%	30 7%	7 10%	18 11%	13 7%	11 8%	6 7%	8 6%	14 9%	12 7%	24 9%	13 7%	50 9%	13 6%	48 7%	12 15%	5 10%
About as convenient	345 44%	146 38%	199 49%B	28 40%	70 42%	87 47%	63 45%	45 50%	50 38%	74 48%	72 40%	123 44%	75 43%	253 44%	92 44%	289 43%	39 47%	19 41%
Less convenient	375 47%	200 52%C	175 43%	35 49%	80 48%	86 46%	64 45%	37 42%	71 54%	63 41%	97 53%J	129 46%	86 49%	271 47%	104 49%	326 49%	31 37%	22 48%
Don't know	7 1%	5 1%	2 1%	0 0	0 0	0 0	2 1%	2 2%	4 3%EF	3 2%	0 0	4 1%	0 0	6 1%	1 *	5 1%	2 2%	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

* small base

A30

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P4

Level of convenience of buying stamps of two denominations/values compared with the current system

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month

	Household Income						Dual Income H.H. (G)	H.H. Size			Children In H.H.			Education				
	Total (A)	LT \$15K (B)	LT \$25K (C)	LT \$35K (D)	LT \$50K (E)	Or More (F)		1 (H)	2 (I)	3 Or More (J)	None (K)	Total (L)	Under 12 (M)	12-17 (N)	HS Incom- plete (O)	HS Grad (P)	Coll Incom- plete (Q)	Coll Grad (R)
Unweighted Total	802	67	91	138	155	258	384	137	271	390	456	341	248	153	70	233	192	281
Weighted Total	790	77*	90*	144	147	237	367	145	281	361	474	311	227	140	76*	234	192	263
More convenient	63 8%	8 11%	7 8%	15 11% ^F	16 11% ^F	12 5%	30 8%	12 9%	16 6%	35 10%	30 6%	33 11% ^K	25 11%	12 8%	7 9%	29 12% ^{QR}	11 6%	15 6%
About as convenient	345 44%	36 47%	35 40%	54 38%	66 45%	104 44%	154 42%	65 45%	122 43%	156 43%	210 44%	133 43%	95 42%	66 47%	36 47%	91 39%	78 41%	130 49% ^P
Less convenient	375 47%	32 42%	46 51%	70 49%	65 44%	120 51%	180 49%	66 46%	140 50%	167 46%	229 48%	143 46%	106 47%	62 44%	32 42%	111 48%	101 53%	118 45%
Don't know	7 1%	0 0%	1 1%	4 3% ^{EF}	0 0%	1 *	4 1%	1 1%	3 1%	3 1%	5 1%	2 1%	1 *	1 1%	2 2%	4 2%	1 1%	1 *

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

* small base

A31

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P5

Likelihood of buying and using both stamp denominations/values

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month

	Sex		Age							Region					Race			Hispanic (R)
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	North-east (J)	North-Central (K)	South (L)	West (M)	Metro (N)	Non-Metro (O)	White (P)	Black (Q)	
Unweighted Total	802	401	401	61	178	220	145	93	99	163	195	278	166	591	211	677	50	67
Weighted Total	790	385	406	70*	167	185	140	90*	133*	155	182	280	174	581	210	669	83*	46
Very likely/Somewhat likely (Net)	485	208	278	42	109	119	89	52	71	101	109	173	103	362	123	419	46	30
	61%	54%	68%B	60%	65%	64%	64%	58%	53%	65%	60%	62%	59%	62%	59%	63%	55%	64%
Very likely	303	121	182	17	61	71	62	37	53	68	54	110	71	227	76	268	19	20
	38%	31%	45%B	24%	36%	39%D	45%D	42%D	40%	44%K	30%	39%K	41%K	39%	36%	40%Q	23%	44%
Somewhat likely	182	87	96	25	48	47	27	15	18	34	54	63	31	135	47	151	26	9
	23%	23%	24%	36%GH	29%HI	26%I	19%	17%	14%	22%	30%M	22%	18%	23%	22%	23%	32%	20%
Somewhat unlikely/Very unlikely (Net)	296	172	124	28	59	66	48	34	61	53	71	102	71	211	85	242	36	16
	37%	45%C	31%	40%	35%	35%	34%	38%	46%	34%	39%	36%	41%	36%	41%	36%	43%	34%
Somewhat unlikely	120	65	54	19	24	23	18	13	21	22	30	38	30	86	34	96	15	5
	15%	17%	13%	27%EF	15%	13%	13%	15%	16%	14%	17%	13%	17%	15%	16%	14%	18%	11%
Very unlikely	176	106	70	9	34	42	29	21	40	31	41	64	41	125	51	146	21	11
	22%	28%C	17%	13%	21%	23%	21%	23%	30%D	20%	22%	23%	24%	22%	24%	22%	26%	23%
Don't know	9	5	4	0	0	1	3	3	1	1	2	6	0	7	2	8	1	1
	1%	1%	1%	0	0	*	2%	4%EF	1%	1%	1%	2%	0	1%	1%	1%	2%	2%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

* small base

A32

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P5

Likelihood of buying and using both stamp denominations/values

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month

	Household Income						Dual Income H.H.	H.H. Size			Children In H.H.			Education				
	Total (A)	LT \$15K (B)	LT \$25K (C)	LT \$35K (D)	LT \$50K (E)	Or More (F)		1 (H)	2 (I)	3 Or More (J)	None (K)	Total (L)	Under 12- 12 17 (M) (N)		HS Incom- plete (O)	HS Grad (P)	Coll Incom- plete (Q)	Coll Grad (R)
Unweighted Total	802	67	91	138	155	258	384	137	271	390	456	341	248	153	70	233	192	281
Weighted Total	790	77*	90*	144	147	237	367	145	281	361	474	311	227	140	76*	234	192	263
Very likely/Somewhat likely (Net)	485 61%	36 47%	48 53%	94 65%B	98 67%BC	150 63%B	236 64%	77 53%	168 60%	237 66%K	273 58%	210 67%K	155 68%	93 67%	44 57%	126 54%	115 60%	185 70%PQ
Very likely	303 38%	18 23%	26 29%	58 41%B	58 39%B	97 41%B	147 40%	54 37%	109 39%	138 38%	184 39%	118 38%	84 37%	53 38%	22 29%	68 29%	73 38%	131 50%OPQ
Somewhat likely	182 23%	18 24%	21 24%	36 25%	41 28%	53 22%	89 24%	23 16%	59 21%	99 27%H	89 19%	92 30%K	72 32%	41 29%	21 28%	58 25%	42 22%	53 20%
Somewhat unlikely/Very unlikely (Net)	296 37%	40 52%DE F	40 44%	48 33%	48 33%	86 36%	127 34%	68 47%J	105 37%	123 34%	193 41%L	101 32%	71 31%	47 33%	33 43%R	106 45%R	72 38%	76 29%
Somewhat unlikely	120 15%	16 21%	18 21%	18 12%	24 16%	29 12%	47 13%	21 14%	47 17%	51 14%	77 16%	41 13%	25 11%	19 14%	10 14%	43 18%R	30 16%	29 11%
Very unlikely	176 22%	24 31%E	21 24%	30 21%	24 16%	57 24%	79 22%	47 32%I	58 20%	72 20%	116 24%	60 19%	45 20%	28 20%	22 29%R	63 27%R	42 22%	47 18%
Den't know	9 1%	1 1%	2 3%	2 2%	1 1%	2 1%	5 1%	0 0%	8 3%J	1 *	8 2%	1 *	1 *	0 0%	0 0%	2 1%	5 2%	2 1%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

* small base

A33

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P6

Knowing the amount could save, likelihood of buying and using both stamp denominations/values

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month

	Sex			Age					Region					Race			Hispanic (R)	
	Total (A)	Male (B)	Female (C)	18- (D)	25- (E)	35- (F)	45- (G)	55- (H)	65+ (I)	North-east (J)	North Central (K)	South West (L)	Metro (M)	Non-Metro (N)	White (O)	Black (P)		
Unweighted Total	802	401	401	61	178	220	145	93	99	163	195	278	166	591	211	677	50	67
Weighted Total	790	385	406	70*	167	185	140	90*	133*	155	182	280	174	581	210	669	83*	46
Very likely/Somewhat likely (Net)	475 60%	202 53%	272 67%B	43 61%	102 61%	116 63%	87 62%	53 59%	72 54%	109 70%KL	97 53%	163 58%	106 61%	354 61%	120 57%	399 60%	54 65%	28 61%
Very likely	276 35%	114 30%	162 40%B	19 28%	51 31%	67 36%	51 36%	36 40%	50 37%	69 44%KL	50 28%	92 33%	66 38%K	206 36%	70 33%	241 36%	21 25%	18 38%
Somewhat likely	198 25%	89 23%	110 27%	24 33%I	50 30%I	48 26%	36 26%	17 19%	22 17%	40 26%	47 26%	71 25%	40 23%	148 26%	50 24%	158 24%	33 40%P	11 23%
Somewhat unlikely/Very unlikely (Net)	309 39%	180 47%C	129 32%	27 39%	66 39%	67 36%	52 37%	36 40%	59 44%	46 30%	83 45%J	113 40%J	68 39%	221 38%	88 42%	263 39%	29 35%	17 37%
Somewhat unlikely	97 12%	52 13%	45 11%	11 15%	23 14%	23 12%	13 9%	11 13%	15 11%	18 11%	26 14%	33 12%	20 12%	76 13%	21 10%	79 12%	11 13%	3 6%
Very unlikely	212 27%	129 33%C	84 21%	17 24%	42 25%	44 24%	39 28%	25 28%	44 33%	28 18%	57 31%J	80 29%J	47 27%	145 25%	67 32%	185 28%	18 22%	14 31%
Don't know	6 1%	2 1%	4 1%	0 0	0 0	2 1%	1 1%	1 1%	3 2%	0 0	2 1%	4 1%	0 0	5 1%	1 1%	6 1%	0 0	1 2%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
 * small base

A34

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P6

Knowing the amount could save, likelihood of buying and using both stamp denominations/values

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month

	Household Income						H.H. Size						Children In H.H.						Education				
	Total (A)	LT \$15K	LT \$25K	LT \$35K	LT \$50K	Or More	Dual Income H.H.	1			2			3 Or			None Total	Under 12-		HS Incom- plete (O)	Coll Incom- plete (Q)		Coll Grad (R)
		(B)	(C)	(D)	(E)	(F)		(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(P)		(R)					
Unweighted Total	802	67	91	138	155	258	384	137	271	390	456	341	248	153	70	233	192	281					
Weighted Total	790	77*	90*	144	147	237	367	145	281	361	474	311	227	140	76*	234	192	263					
Very likely/Somewhat likely (Net)	475 60%	43 56%	47 52%	91 63%	93 63%	143 60%	228 62%	80 55%	170 61%	223 62%	275 58%	198 64%	143 63%	98 70%	47 62%	128 54%	115 60%	173 66%P					
Very likely	276 35%	26 33%	23 25%	52 36%	56 38%	81 34%	130 35%	57 39%	98 35%	121 34%	173 36%	103 33%	72 32%	55 39%	26 33%	70 30%	64 33%	110 42%P					
Somewhat likely	198 25%	17 23%	24 27%	39 27%	38 26%	62 26%	98 27%	23 16%	73 26% ^H	102 28% ^H	102 22%	96 31% ^K	71 31%	42 30%	22 29%	57 25%	50 26%	63 24%					
Somewhat unlikely/Very unlikely (Net)	309 39%	34 44%	43 48%	51 36%	52 36%	92 39%	137 37%	62 43%	108 38%	137 38%	195 41%	112 36%	83 36%	42 30%	28 36%	104 45% ^R	76 40%	89 34%					
Somewhat unlikely	97 12%	3 4%	15 16% ^B	16 11%	25 17% ^B	26 11%	47 13%	12 8%	37 13%	47 13%	53 11%	43 14%	29 13%	16 12%	8 10%	39 17% ^Q	17 9%	28 11%					
Very unlikely	212 27%	31 40% ^{DE}	28 31% ^E	35 24%	27 18%	67 28% ^E	90 25%	51 35% ^I	70 25%	91 25%	141 30% ^L	69 22%	53 23%	26 18%	20 26%	66 28%	59 31%	61 23%					
Don't know	6 1%	0 0	0 0	1 1%	2 1%	2 1%	2 1%	2 2%	3 1%	1 *	5 1%	1 *	1 1%	1 1%	1 2%	2 1%	1 1%	2 1%					

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

* small base

A35

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P7

Places have purchased stamps in the past year - Aided

Base - Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month

	Sex			Age						Region					Race			Hispanic (R)
	Total (A)	Male (B)	Female (C)	18- (D)	25- (E)	35- (F)	45- (G)	55- (H)	65+ (I)	North- east (J)	North Central (K)	South West (L)	Metro (M)	Non- Metro (N)	White (O)	Black (P)	Hispanic (Q)	
Unweighted Total	802	401	401	61	178	220	145	93	99	163	195	278	166	591	211	677	50	67
Weighted Total	790	385	406	70*	167	185	140	90*	133*	155	182	280	174	581	210	669	83*	46
At a post office	715 90%	354 92%	361 89%	58 83%	148 88%	171 92% ^D	133 95% ^{DE}	86 96% ^{DI}	115 87%	145 94%	165 91%	253 90%	152 88%	516 89%	199 95% ^N	605 90%	74 90%	41 89%
At grocery or other retail stores/At an automated teller machine (ATM) (Net)	317 40%	133 35%	184 45% ^B	35 49% ^{HI}	83 49% ^{HI}	73 40%	55 39%	28 31%	42 32%	59 38%	74 41%	104 37%	79 46%	262 45% ^O	55 26%	259 39%	39 46%	22 48%
At grocery or other retail stores	280 35%	113 29%	167 41% ^B	30 43%	70 42% ^H	67 36%	47 33%	24 27%	40 30%	49 32%	71 39%	86 31%	73 42% ^L	232 40% ^O	48 23%	228 34%	36 43%	17 37%
At an automated teller machine (ATM)	77 10%	39 10%	39 9%	8 12% ^I	31 19% ^{PHI}	13 7%	16 11% ^I	6 7%	3 2%	13 8%	15 8%	27 9%	23 14%	67 12% ^O	10 5%	64 10%	7 8%	9 19%
Don't know	13 2%	6 2%	6 2%	0 0%	1 1%	3 1%	1 1%	3 3%	6 4% ^E	2 1%	3 2%	2 1%	5 3%	7 1%	6 3%	13 2%	0 0%	0 0%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
 * small base

A36

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P7

Places have purchased stamps in the past year - Aided

Base - Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month

	Household Income						Dual Income	H.H. Size			Children In H.H.			Education						
	\$15K-		\$25K-		\$35K-			\$50K		Or	H.H. Size			Children In H.H.			HS		Coll	
	LT	LT	LT	LT	Or	Or		1	2		3 Or	None	Total	Under 12-	12	17	Incom- plete	HS Grad	Incom- plete	Coll Grad
Total (A)	\$15K (B)	\$25K (C)	\$35K (D)	\$50K (E)	More (F)	H.H. (G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			
Unweighted Total	802	67	91	138	155	258	384	137	271	390	456	341	248	153	70	233	192	281		
Weighted Total	790	77*	90*	144	147	237	367	145	281	361	474	311	227	140	76*	234	192	263		
At a post office	715 90%	66 86%	78 87%	126 87%	135 92%	221 93%	335 91%	130 90%	254 90%	328 91%	429 90%	282 90%	206 91%	128 91%	64 84%	205 87%	177 92%	246 94%		
At grocery or other retail stores/At an automated teller machine (ATM) (Net)	317 40%	37 48%	39 44%	57 39%	54 37%	96 41%	146 40%	54 37%	104 37%	159 44%	177 37%	138 44%	99 44%	57 41%	27 35%	100 43%	84 44%	98 37%		
At grocery or other retail stores	280 35%	36 47%E	32 36%	51 35%	45 31%	87 37%	128 35%	49 34%	93 33%	137 38%	155 33%	123 39%	87 39%	54 38%	26 34%	89 38%	75 39%	82 31%		
At an automated teller machine (ATM)	77 10%	1 1%	10 11%B	10 7%	15 10%B	29 12%B	35 10%	11 7%	25 9%	41 11%	45 9%	33 10%	23 10%	12 9%	2 3%	17 7%	20 11%O	36 14%OP		
Don't know	13 2%	1 2%	2 2%	3 2%	2 2%	3 1%	4 1%	4 3%J	7 2%J	2 1%	11 2%	2 1%	0 0	2 1%	1 2%	8 4%QR	0 0	2 1%		

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R
 * small base

A37

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P8

Likelihood of buying and using both stamp denominations if could only obtain the discounted stamps through the Postal Service and were not available through grocery stores or other retail outlets, including ATMs

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month and purchased stamps at grocery/other retail stores/ATMs in the past year

	Sex		Age							Region					Race			
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South West (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)	His- panic (R)
Unweighted Total	323	140	183	30	89	84	58	29	31	61	82	104	76	265	58	262	23	33
Weighted Total	317	133	184	35**	83*	73*	55*	28**	42*	59*	74*	104*	79*	262	55*	259	39**	22
Very likely/Somewhat likely (Net)	135 43%	53 40%	82 44%	14 41%	34 41%	33 45%	19 35%	16 56%	19 44%	33 55%LM	33 44%	40 38%	29 37%	108 41%	27 49%	115 44%	13 35%	7 30%
Very likely	77 24%	23 18%	54 29%B	4 12%	19 23%	18 24%	9 17%	12 42%	15 35%	22 37%LM	18 24%	23 22%	14 18%	59 23%	18 32%	66 26%	5 12%	4 19%
Somewhat likely	58 18%	30 23%	28 15%	10 28%	15 18%	15 21%	10 18%	4 14%	4 9%	11 18%	15 21%	17 16%	15 19%	49 19%	9 16%	48 19%	9 23%	2 10%
Somewhat unlikely/Very unlikely (Net)	179 57%	78 59%	101 55%	21 59%	49 59%	40 54%	36 65%	12 41%	22 53%	26 43%	41 56%	63 60%	50 63%J	152 58%	28 50%	142 55%	25 65%	16 70%
Somewhat unlikely	54 17%	23 17%	31 17%	12 36%	11 13%	15 20%	10 17%	3 10%	4 10%	13 22%	9 12%	16 16%	16 20%	46 18%	9 16%	40 16%	11 28%	4 18%
Very unlikely	125 39%	55 42%	69 38%	8 23%	38 46%	25 34%	26 48%	9 32%	18 43%	12 21%	32 44%J	46 44%J	34 43%J	106 40%	19 34%	102 39%	15 38%	12 53%
Don't know	3 1%	1 1%	1 1%	0 0	0 0	* 1%	0 0	1 3%	1 3%	1 2%	0 0	2 2%	0 0	2 1%	1 2%	2 1%	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
* small base; ** very small base (under 30) ineligible for sig testing

A38

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question #8

Likelihood of buying and using both stamp denominations if could only obtain the discounted stamps through the Postal Service and were not available through grocery stores or other retail outlets, including ATMs

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month and purchased stamps at grocery/other retail stores/ATMs in the past year

	Household Income						Dual Income	H.H. Size			Children In H.H.			Education				
	Total	\$15K- \$25K		\$25K- \$35K		\$35K- \$50K		1	2	3 Or More	None	Total	Under 12-		HS Incom-plete	HS Grad	Coll Incom-plete	Coll Grad
		LT	LT	LT	LT	Or More							12	17				
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Total	323	31	41	53	59	107	155	51	102	169	172	149	106	64	25	98	84	107
Weighted Total	317	37**	39*	57*	54*	96	146	54*	104*	159	177	138	99	57	27**	100*	84*	98*
Very likely/Somewhat likely (Net)	135 43%	17 46%	18 46%	21 37%	17 32%	44 46%	67 46%	20 38%	49 47%	66 42%	76 43%	59 43%	44 44%	24 43%	15 54%	41 41%	34 41%	40 41%
Very likely	77 24%	10 26%	7 18%	14 24%	10 19%	27 28%	37 26%	15 27%	29 28%	34 21%	46 26%	31 23%	22 23%	16 28%	10 38%	22 22%	20 24%	20 21%
Somewhat likely	58 18%	7 20%	11 28%	7 13%	7 13%	17 18%	30 20%	5 10%	20 19%	32 20%	30 17%	28 20%	22 22%	8 14%	5 17%	19 19%	14 17%	20 20%
Somewhat unlikely/Very unlikely (Net)	179 57%	20 54%	20 52%	34 61%	37 68%	52 54%	77 53%	33 62%	54 52%	91 58%	99 56%	78 57%	55 55%	33 57%	12 46%	59 58%	47 56%	57 59%
Somewhat unlikely	54 17%	9 26%	3 7%	9 15%	15 29% ^C	16 16%	17 12%	9 16%	19 19%	26 16%	30 17%	24 17%	18 18%	10 18%	6 21%	16 16%	16 19%	15 16%
Very unlikely	125 39%	11 29%	18 45%	26 45%	22 40%	36 38%	60 41%	25 46%	34 33%	66 41%	69 39%	54 39%	37 37%	23 40%	7 25%	43 43%	31 37%	42 43%
Don't know	3 1%	0 0%	1 2%	1 2%	0 0%	* *	2 1%	0 0%	1 1%	1 1%	2 1%	* *	* 0	0 0	0 0	* *	2 3%	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

A39

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P9

Preference between a one-stamp pricing system as it is now or a two-stamp pricing system as proposed

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month

	Sex			Age						Region					Race			
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South West (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)	His- panic (R)
Unweighted Total	802	401	401	61	178	220	145	93	99	163	195	278	166	591	211	677	50	67
Weighted Total	790	385	406	70*	167	185	140	90*	133*	155	182	280	174	581	210	669	83*	46
A one-stamp system	476 60%	246 64%C	230 57%	43 61%	96 57%	101 54%	88 63%	56 62%	90 68%F	73 47%	116 64%J	180 64%J	107 62%J	336 58%	140 67%N	400 60%	53 63%	32 69%
A two-stamp system/Don't know (Net)	314 40%	138 36%	176 43%B	28 39%	71 43%	84 46%I	52 37%	34 38%	43 32%	82 53%KLM	66 36%	100 36%	67 38%	244 42%O	70 33%	269 40%	30 37%	14 31%
A two-stamp system	297 38%	128 33%	169 42%B	27 38%	65 39%	82 44%I	50 36%	32 35%	40 30%	81 52%KLM	60 33%	94 34%	62 36%	232 40%O	65 31%	253 38%	29 35%	14 31%
Don't know	17 2%	11 3%	7 2%	1 2%	6 4%	3 1%	2 1%	2 2%	2 2%	1 1%	6 3%	6 2%	4 2%	13 2%	5 2%	16 2%	2 2%	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

* small base

A40

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P9

Preference between a one-stamp pricing system as it is now or a two-stamp pricing system as proposed

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month

	Household Income						Dual Income	H.H. Size			Children In H.H.			Education				
	Total (A)	\$15K- \$25K		\$25K- \$35K		\$35K- \$50K Or More (F)		H.H. Size			Children In H.H.			HS		Coll		
		LT (B)	LT (C)	LT (D)	LT (E)	Or (F)		1 (H)	2 (I)	3 Or More (J)	None (K)	Total (L)	Under 12- 12 (M)	17 (N)	Incom- plete (O)	HS Grad (P)	Incom- plete (Q)	Coll Grad (R)
Unweighted Total	802	67	91	138	155	258	384	137	271	390	456	341	248	153	70	233	192	281
Weighted Total	790	77*	90*	144	147	237	367	145	281	361	474	311	227	140	76*	234	192	263
A one-stamp system	476 60%	55 72%E	57 63%	87 60%	81 55%	141 60%	217 59%	89 62%	173 61%	212 59%	292 61%	181 58%	129 57%	83 59%	54 70%R	152 65%R	114 59%	137 52%
A two-stamp system/Don't know (Net)	314 40%	22 28%	33 37%	57 40%	66 45%B	96 40%	151 41%	56 38%	108 39%	150 41%	183 39%	131 42%	98 43%	58 41%	23 30%	82 35%	78 41%	126 48%OP
A two-stamp system	297 38%	20 26%	29 32%	53 37%	63 43%B	92 39%	149 41%	49 34%	104 37%	143 40%	172 36%	124 40%	91 40%	57 40%	23 30%	76 33%	71 37%	122 46%OPQ
Don't know	17 2%	2 2%	4 4%	4 3%	3 2%	4 2%	1 *	7 5%	4 1%	7 2%	11 2%	7 2%	7 3%	1 1%	0 0	6 2%	7 4%	4 1%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R
 * small base

441

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P10

Preference between one-stamp pricing system and two-stamp pricing system if the two-stamp pricing system contributed, to some degree, to an increase in rates for regular First-Class letters

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month and prefer two-stamp system/don't know

	Sex			Age						Region					Race			
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South West (L)	West Metro (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)	His- panic (R)
Unweighted Total	324	143	181	24	76	98	53	37	33	86	71	103	64	251	73	275	19	23
Weighted Total	314	138	176	28**	71*	84*	52*	34*	43*	82*	66*	100*	67*	244	70*	269	30**	14
A one-stamp system	207 66%	80 58%	127 72%B	14 52%	48 68%	54 64%	37 72%	20 60%	31 73%	45 55%	48 73%J	66 66%	48 73%J	160 65%	47 68%	183 68%	16 53%	8 57%
A two-stamp system	94 30%	50 36%C	43 25%	13 48%	19 27%	26 31%	14 27%	11 32%	10 24%	31 38%K	15 23%	32 32%	15 23%	75 31%	19 27%	74 28%	13 42%	6 43%
Don't know	14 4%	8 6%	6 3%	0 0	4 5%	4 5%	1 2%	3 8%	1 3%	6 7%	3 4%	2 2%	3 5%	10 4%	4 6%	12 5%	1 5%	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
 * small base; ** very small base (under 30) ineligible for sig testing

A42

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P10

Preference between one-stamp pricing system and two-stamp pricing system if the two-stamp pricing system contributed, to some degree, to an increase in rates for regular First-Class letters

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month and prefer two-stamp system/don't know

	Household Income						Dual Income H.H.	H.H. Size			Children In H.H.			Education				
	Total (A)	LT \$15K (B)	LT \$25K (C)	LT \$35K (D)	LT \$50K (E)	Or More (F)		1 (H)	2 (I)	3 Or More (J)	None (K)	Total (L)	Under 12- 12 17 (M) (N)		HS Incom- plete (O)	HS Grad (P)	Incom- plete (Q)	Coll Grad (R)
		15K- 25K (C)	25K- 35K (D)	35K- 50K (E)	50K- More (F)	3 Or More (J)				12 (M)			17 (N)	HS Incom- plete (O)	HS Grad (P)	Incom- plete (Q)	Coll Grad (R)	
Unweighted Total	324	18	35	56	70	104	161	54	105	164	180	143	107	64	20	81	81	135
Weighted Total	314	22**	33*	57*	66*	96*	151	56*	108*	150	183	131	98	58	23**	82*	78*	126
A one-stamp system	207 66%	16 75%	22 67%	33 59%	48 72%	63 66%	93 62%	40 72%	67 62%	99 66%	118 65%	88 67%	63 65%	37 64%	16 72%	46 56%	59 76%P	81 64%
A two-stamp system	94 30%	5 25%	9 26%	24 41%	17 25%	27 28%	50 33%	12 22%	36 33%	46 30%	54 29%	40 31%	32 32%	20 34%	6 28%	33 40%Q	18 23%	36 28%
Don't know	14 4%	0 0	2 7%	0 0	2 3%	6 6%	8 5%	3 6%	6 5%	5 3%	11 6%	3 2%	3 3%	1 1%	0 0	3 4%	1 1%	10 8%Q

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R
 * small base; ** very small base (under 30) ineligible for sig testing

A43

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question F1

Respondent has primary responsibility/shared responsibility/little or no responsibility for paying household bills

	Rates		Number of Bills Mailed In Reply Env. per month				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur- (32- 29)	Pro- (33- 30)	1-5	6-10	11 or more	Likely	Un- likely	One Stamp	Two Stamp	One Stamp	Two Stamp	Total Retl/ ATM	Retl/ ATM only	Both Retl/ ATM & P.S.	
Total	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted Total	1005	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	1000	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Primary responsibility/ Shared responsibility (Net)	871 87%	398 100%	392 100%	344 100%	313 100%	133 100%	485 100%	296 100%	476 100%	297 100%	207 100%	94 100%	317 100%	62 100%	255 100%
Primary responsibility	526 53%	246 62%	229 59%	214 62%	180 57%	82 62%	286 59%	185 62%	282 59%	179 60%	138 67%L	47 51%	185 59%	38 61%	147 58%
Shared responsibility	345 34%	152 38%	163 41%	130 38%	133 43%	51 38%	199 41%	111 38%	194 41%	118 40%	69 33%	46 49%K	132 41%	24 39%	107 42%
Little or no responsibility	127 13%	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	1 *	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
 * small base

A44

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P1A

Number of bill payments mailed from household in an average month

Base = Have primary/shared responsibility for paying household bills

	Rates		Number of Bills Mailed In Reply				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur- rent (A)	Pro- posed (B)	1-5 (D)	6-10 (E)	11 or more (F)	Likely (G)	Un- likely (H)	One Stamp (I)	Two Stamp (J)	One Stamp (K)	Two Stamp (L)	Total Retl/ ATM (M)	Retl/ ATM only (N)	Both Retl/ ATM & P.S. (O)	
Unweighted Total	881	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	871	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Any (Net)	828 95%	398 100%	392 100%	344 100%	313 100%	133 100%	485 100%	296 100%	476 100%	297 100%	207 100%	94 100%	317 100%	62 100%	255 100%
1 - 5 (Sub-net)	236 27%	108 27%	104 27%	213 62%	0 EF	0 0	114 24%	95 32%G	143 30%J	62 21%	45 22%	22 23%	84 27%	29 46%	55 22%
1	9 1%	0 0	5 1%B	5 2%E	0 0	0 0	3 1%	2 1%	4 1%	1 *	0 0	1 1%	1 *	1 1%	0 0
2	23 3%	7 2%	11 3%	18 5%E	0 EF	0 0	13 3%	5 2%	10 2%	5 2%	6 3%	1 1%	8 2%	3 5%	5 2%
3	46 5%	19 5%	22 6%	41 12%E	0 EF	0 0	18 4%	23 8%G	26 5%	13 4%	8 4%	7 7%	21 7%	6 10%	15 6%
4	51 6%	29 7%	18 5%	46 13%E	0 EF	0 0	24 5%	21 7%	30 6%	16 5%	11 5%	5 6%	16 5%	6 9%	11 4%
5	106 12%	54 14%	48 12%	102 30%E	0 EF	0 0	57 12%	44 15%	73 15%J	28 9%	20 10%	8 9%	38 12%	13 21%	25 10%
6 - 10 (Sub-net)	376 43%	179 45%	184 47%	119 35%F	244 78%DF	0 0	229 47%	131 44%	219 46%	138 46%	99 48%	40 42%	144 46%	20 32%	124 49%
6	116 13%	57 14%	56 14%	57 17%F	56 18%F	0 0	64 13%	49 17%	72 15%	38 13%	23 11%	17 18%	44 14%	7 11%	37 15%
7	43 5%	21 5%	20 5%	13 4%F	29 9%DF	0 0	28 6%	13 4%	18 4%	23 8%I	19 9%	5 5%	18 6%	4 6%	14 6%
8	75 9%	29 7%	43 11%	19 6%F	53 17%DF	0 0	43 9%	29 10%	47 10%	25 9%	20 10%	4 5%	27 9%	3 5%	24 9%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
 * small base

A45

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P1A

Number of bill payments mailed from household in an average month

Base = Have primary/shared responsibility for paying household bills

	Rates		Number of Bills Mailed In Reply				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur- posed (32-29)	Pro- posed (33-30)	1-5	6-10	11 or more	Likely	Un- likely	One Stamp	Two Stamp	One Stamp	Two Stamp	Total Retl/ ATM	Retl/ ATM only	Both Retl/ ATM & P.S.	
Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
Weighted Total	871	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
9	12 1%	5 1%	6 2%	0 0	11 4% ^{DF}	0 0	8 2%	2 1%	7 1%	3 1%	3 1%	1 1%	4 1%	0 0	4 2%
10	130 15%	66 17%	59 15%	29 9% ^F	95 30% ^{DF}	0 0	86 18%	38 13%	75 16%	49 16%	34 17%	13 13%	50 16%	6 10%	44 17%
11 - 15	143 16%	70 17%	72 18%	7 2%	59 19% ^D	75 56% ^{DE}	93 19%	46 16%	76 16%	64 22%	40 19%	22 24%	60 19%	8 13%	52 20%
16 or more	73 8%	42 10%	32 8%	5 1%	10 3%	58 44% ^{DE}	49 10%	24 8%	38 8%	33 11%	23 11%	10 10%	28 9%	5 8%	23 9%
None	19 2%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Don't Know	25 3%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Mean (Including None)	8.9	9.4	9.2	5.7	9.6	18.1 ^{DE}	9.8 ^H	8.6	8.8	10.2 ^I	10.0	10.0	9.2	7.9	9.5
Standard Deviation (Including None)	6.0	5.6	6.2	3.1	3.2	6.9	6.2	5.4	5.2	6.8	6.6	7.1	5.3	5.5	5.3
Standard Error (Including None)	0.2	0.3	0.3	0.2	0.2	0.6	0.3	0.3	0.2	0.4	0.5	0.7	0.3	0.7	0.3
Median (Including None)	8	8	8	5	10	15 ^{DE}	8	7	8	9	8	8	8	6	8
Mean (Excluding None)	9.1	9.4	9.2	5.7	9.6	18.1 ^{DE}	9.8 ^H	8.6	8.8	10.2 ^I	10.0	10.0	9.2	7.9	9.5
Standard Deviation (Excluding None)	5.9	5.6	6.2	3.1	3.2	6.9	6.2	5.4	5.2	6.8	6.6	7.1	5.3	5.5	5.3

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
 * small base

A46

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P1A

Number of bill payments mailed from household in an average month

Base = Have primary/shared responsibility for paying household bills

	Rates		Number of Bills Mailed In Reply Env. per month				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur-	Pro-	-----		-----		-----		-----		-----		Total	Retl/	Both
	rent	posed	1-5	6-10	or	more	Likely	Un-	One	Two	One	Two	Retl/	ATM	Retl/
Total	(32-29)	(33-30)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
Weighted Total	871	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Standard Error (Excluding None)	0.2	0.3	0.3	0.2	0.2	0.6	0.3	0.3	0.2	0.4	0.5	0.7	0.3	0.7	0.3
Median (Excluding None)	8	8	8	5	10	15DE	8	7	8	9	8	8	8	6	8

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
 * small base

A47

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P2

Number of bill payments mailed from household in an average month that use a reply envelope enclosed with statement

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment in an average month

	Rates		Number of Bills Mailed In Reply				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur-	Pro-	Env. per month		11 or more		Likely	Un-	One Stamp	Two Stamp	One Stamp	Two Stamp	Total Retl/ ATM	Retl/ ATM only	Both Retl/ ATM & P.S.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted Total	839	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Any (Net)	790 95%	398 100%	392 100%	344 100%	313 100%	133 100%	485 100%	296 100%	476 100%	297 100%	207 100%	94 100%	317 100%	62 100%	255 100%
1 - 5 (Sub-net)	344 42%	170 43%	174 44%	344 100%	0 EF	0 0	192 40%	148 50%G	232 49%J	102 34%	77 37%	32 34%	130 41%	39 62%	91 36%
1	21 3%	5 1%	16 4%B	21 6%EF	0 0	0 0	7 1%	12 4%G	17 3%J	3 1%	4 2%	1 1%	8 2%	4 6%	4 2%
2	54 7%	27 7%	27 7%	54 16%EF	0 0	0 0	31 6%	23 8%	34 7%	18 6%	10 5%	10 10%	21 6%	4 6%	17 7%
3	81 10%	38 10%	43 11%	81 24%EF	0 0	0 0	40 8%	41 14%G	59 12%J	21 7%	15 7%	7 7%	40 12%	12 19%	28 11%
4	76 9%	43 11%	32 8%	76 22%EF	0 0	0 0	45 9%	28 9%	55 12%J	18 6%	15 7%	5 6%	30 9%	9 14%	21 8%
5	112 13%	57 14%	55 14%	112 33%EF	0 0	0 0	69 14%	43 15%	68 14%	41 14%	33 16%	9 10%	33 10%	11 17%	22 9%
6 - 10 (Sub-net)	313 38%	156 39%	157 40%	0 0	313 100%	0 DF	201 41%	108 37%	180 38%	128 43%	86 42%	41 44%	132 42%	16 26%	116 46%
6	91 11%	48 12%	43 11%	0 0	91 29%	0 DF	57 12%	33 11%	53 11%	36 12%	23 11%	14 15%	37 12%	3 5%	34 13%
7	42 5%	20 5%	22 6%	0 0	42 13%	0 DF	26 5%	17 6%	16 3%	26 9%I	15 7%	9 10%	15 5%	3 5%	12 5%
8	80 10%	39 10%	40 10%	0 0	80 25%	0 DF	47 10%	31 11%	55 11%	23 8%	17 8%	8 8%	39 12%	5 8%	33 13%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
 * small base

848

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P2

Number of bill payments mailed from household in an average month that use a reply envelope enclosed with statement

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment in an average month

	Rates		Number of Bills Mailed In Reply Env. per month				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur- rent (32- 29)	Pro- posed (33- 30)	1-5 (D)	6-10 (E)	11 or more (F)	Likely (G)	Un- likely (H)	One Stamp (I)	Two Stamp (J)	One Stamp (K)	Two Stamp (L)	Total Retl/ ATM (M)	Retl/ ATM only (N)	Both Retl/ ATM & P.S. (O)	
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
9	29 3%	13 3%	15 4%	0	29 9%	0 DF	21 4%	7 2%	15 3%	12 4%	11 5%	3 3%	15 5%	0	15 6%
10	72 9%	35 9%	37 9%	0	72 23%	0 DF	51 10%	20 7%	42 9%	30 10%	20 10%	7 8%	27 9%	5 8%	22 9%
11 - 15	96 12%	48 12%	48 12%	0	0	96 72%	62 13%	33 11%	48 10%	47 16%	30 15%	15 16%	42 13%	5 8%	37 15%
16 or more	37 4%	23 6%	14 3%	0	0	37 28%	30 6%	7 2%	16 3%	20 7%	14 7%	6 6%	12 4%	2 3%	10 4%
None	34 4%	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't Know	4 *	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean (Including None)	7.0	7.5	7.2	3.6	7.8	15.8	7.9	6.5	6.7	8.4	8.2	8.3	7.3	6.0	7.6
Standard Deviation (Including None)	5.2	4.8	5.3	1.3	1.5	5.8	5.5	4.2	4.3	5.9	5.4	6.8	4.5	4.4	4.5
Standard Error (Including None)	0.2	0.2	0.3	0.1	0.1	0.5	0.2	0.2	0.2	0.3	0.4	0.7	0.3	0.6	0.3
Median (Including None)	6	6	6	4	8	14	6	6	6	7	7	7	6	5	7
Mean (Excluding None)	7.3	7.5	7.2	3.6	7.8	15.8	7.9	6.5	6.7	8.4	8.2	8.3	7.3	6.0	7.6
Standard Deviation (Excluding None)	5.1	4.8	5.3	1.3	1.5	5.8	5.5	4.2	4.3	5.9	5.4	6.8	4.5	4.4	4.5

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
 * small base

444

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P2

Number of bill payments mailed from household in an average month that use a reply envelope enclosed with statement

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment in an average month

	Rates		Number of Bills Mailed In Reply Env. per month				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur- (32- 29)	Pro- (33- 30)	1-5 (D)	6-10 (E)	11 or (F)	more (G)	Likely (H)	Un- likely (I)	One Stamp (J)	Two Stamp (K)	One Stamp (L)	Two Stamp (M)	Total Ret1/ ATM (N)	Ret1/ ATM only (O)	Both Ret1/ ATM & P.S. (P)
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Standard Error (Excluding None)	0.2	0.2	0.3	0.1	0.1	0.5	0.2	0.2	0.2	0.3	0.4	0.7	0.3	0.6	0.3
Median (Excluding None)	6	6	6	4	8	14DE	6	6	6	7	7	7	6	5	7

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L

* small base

ASO

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P3

Compared with the current system, level of convenience to use two different stamp denominations/values if the Postal Service approved the reduced rate for reply envelope postage

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month

	Rates		Number of Bills Mailed In Reply				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur- (32-29)	Pro- (33-30)	1-5	6-10	11 or more	Likely	Un-likely	One Stamp	Two Stamp	One Stamp	Two Stamp	Total Retl/ATM	Retl/ATM only	Both Retl/ATM & P.S.	
Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
Unweighted Total	802	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	790	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
More convenient	179 23%	108 27%C	72 18%	73 21%	74 24%	33 25%	156 32%H	23 8%	59 12%	120 40%I	70 34%	44 47%K	83 26%	12 20%	71 28%
About as convenient	318 40%	173 43%	145 37%	135 39%	127 41%	55 41%	230 47%H	86 29%	163 34%	143 48%I	113 54%L	38 40%	124 39%	25 40%	99 39%
Less convenient	281 36%	114 29%	167 43%B	128 37%	109 35%	44 33%	97 20%	179 61%G	244 51%J	33 11%	25 12%	12 13%	107 34%	22 35%	85 33%
Don't know	12 2%	4 1%	8 2%	8 2%	3 1%	1 1%	2 *	8 3%G	11 2%	1 *	0 0	0 0	4 1%	4 6%	0 0

Proportions/Mean: Columns Tested (5% risk level) ~ B/C - D/E/F - G/H - I/J - K/L

* small base

AS1

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P4

Level of convenience of buying stamps of two denominations/values compared with the current system

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month

	Rates		Number of Bills Mailed In Reply				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur- (32- 29)	Pro- (33- 30)	1-5	6-10	11 or more	Likely	Un- likely	One Stamp	Two Stamp	One Stamp	Two Stamp	Total ATM	Retl/ ATM only	Both Retl/ ATM & P.S.	
Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
Unweighted Total	802	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	790	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
More convenient	63 8%	35 9%	29 7%	21 6%	27 9%	15 11%	53 11% ^H	11 4%	19 4%	43 14% ^I	24 11%	17 18%	36 11%	4 7%	32 12%
About as convenient	345 44%	187 47%	157 40%	143 42%	140 45%	62 46%	282 58% ^H	60 20%	139 29%	195 66% ^I	139 67%	58 62%	139 44%	23 36%	116 46%
Less convenient	375 47%	172 43%	203 52% ^B	173 50%	146 47%	56 42%	148 31%	223 75% ^G	310 65% ^J	59 20%	45 22%	19 20%	137 43%	32 51%	105 41%
Don't know	7 1%	4 1%	3 1%	6 2% ^E	0 0	1 1%	3 1%	2 1%	7 2% ^J	0 0	0 0	0 0	5 2%	4 6%	2 1%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L

* small base

AS2

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P5

Likelihood of buying and using both stamp denominations/values

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month

	Rates		Number of Bills Mailed In Reply Env. per month				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur- rent (32- 29) (A)	Pro- posed (33- 30) (B) (C)	1-5 (D)	6-10 (E)	11 or more (F)	Likely (G)	Un- likely (H)	One Stamp (I)	Two Stamp (J)	One Stamp (K)	Two Stamp (L)	Total Retl/ ATM (M)	Retl/ ATM only (N)	Both Retl/ ATM & P.S. (O)	
Unweighted Total	802	405 397	342	317	143	495	298	478	307	213	97	323	60	263	
Weighted Total	790	398 392	344	313	133	485	296	476	297	207	94*	317	62	255	
Very likely/Somewhat likely (Net)	485 61%	272 213 68% ^C 54%	192 201 56% 64% ^D	92 69% ^D	485 100% ^H	0	216 45%	258 87% ^I	186 90% ^L	73 78%	197 62%	32 50%	166 65%		
Very likely	303 38%	177 126 44% ^C 32%	96 142 28% 45% ^D	65 49% ^D	303 62% ^H	0	101 21%	198 67% ^I	133 64%	60 64%	123 39%	17 27%	106 42%		
Somewhat likely	182 23%	95 87 24% 22%	95 59 28% ^E 19%	27 21%	182 38% ^H	0	115 24%	60 20%	52 25% ^L	13 14%	74 23%	14 23%	60 23%		
Somewhat unlikely/Very unlikely (Net)	296 37%	124 172 31% 44% ^B	148 108 43% ^E 35%	40 30%	0 0	296 100% ^G	252 53% ^J	38 13%	21 10%	20 22% ^K	117 37%	29 46%	88 35%		
Somewhat unlikely	120 15%	52 68 13% 17%	65 44 19% ^F 14%	11 8%	0 0	120 40% ^G	100 21% ^J	19 6%	6 3%	14 14% ^K	51 16%	11 18%	40 16%		
Very unlikely	176 22%	72 104 18% 27% ^B	83 64 24% 20%	29 22%	0 0	176 60% ^G	152 32% ^J	19 6%	14 7%	7 7%	66 21%	17 28%	48 19%		
Don't know	9 1%	2 7 1% 2%	4 4 1% 1%	1 1%	0 0	0 0	8 2%	1 *	1 *	0 0	3 1%	2 4%	1 *		

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
* small base

A53

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P6

Knowing the amount could save, likelihood of buying and using both stamp denominations/values

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month

	Total (A)	Rates		Number of Bills Mailed In Reply Env. per month			Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
		Cur- rent (32- 29)	Pro- posed (33- 30)	1-5 (D)	6-10 (E)	11 or (F)	Likely (G)	Un- likely (H)	One Stamp (I)	Two Stamp (J)	One Stamp (K)	Two Stamp (L)	Total Retl/ ATM (M)	Retl/ ATM only (N)	Both Retl/ ATM & P.S. (O)
Unweighted Total	802	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	790	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Very likely/Somewhat likely (Net)	475 60%	254 64%C	220 56%	181 53%	203 65%D	91 68%D	410 85%H	63 21%	192 40%	270 91%I	190 92%	81 86%	201 63%	31 50%	170 67%
Very likely	276 35%	166 42%C	110 28%	90 26%	121 39%D	64 48%D	254 52%H	21 7%	71 15%	202 68%I	133 64%	63 67%	114 36%	16 26%	98 38%
Somewhat likely	198 25%	88 22%	110 28%	91 26%	81 26%	26 20%	156 32%H	42 14%	121 25%	68 23%	57 28%	18 19%	87 27%	15 24%	72 28%
Somewhat unlikely/Very unlikely (Net)	309 39%	141 35%	168 43%B	159 46%E	109 35%	42 31%	75 15%	229 77%G	278 58%J	27 9%	17 8%	13 14%	113 36%	29 46%	84 33%
Somewhat unlikely	97 12%	52 13%	45 11%	44 13%F	45 14%F	8 6%	40 8%	56 19%G	79 17%J	17 6%	8 4%	10 11%K	33 10%	10 15%	23 9%
Very unlikely	212 27%	89 22%	123 31%B	114 33%E	64 20%	34 26%	34 7%	173 59%G	199 42%J	9 3%	9 4%	3 3%	80 25%	19 31%	60 24%
Don't know	6 1%	3 1%	3 1%	4 1%	2 1%	1 1%	0 0%	3 1%G	6 1%	0 0%	0 0%	0 0%	3 1%	2 3%	1 1%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
 * small base

AS4

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P7

Places have purchased stamps in the past year - Aided

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month

	Rates		Number of Bills Mailed In Reply				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur- rent (32- 29)	Pro- posed (33- 30)	1-5	6-10	11 or more	Likely	Un- likely	One Stamp (I)	Two Stamp (J)	One Stamp (K)	Two Stamp (L)	Total Retl/ ATM (M)	Retl/ ATM only (N)	Both Retl/ ATM & P.S. (O)	
Unweighted Total	802	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	790	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
At a post office	715 90%	362 91%	353 90%	298 87%	291 93%	126 95%	447 92%	262 89%	423 89%	274 92%	190 92%	88 94%	255 80%	0 0	255 100%
At grocery or other retail stores/At an automated teller machine (ATM) (Net)	317 40%	159 40%	158 40%	130 38%	132 42%	54 41%	197 41%	117 39%	186 39%	125 42%	91 44%	36 39%	317 100%	62 100%	255 100%
At grocery or other retail stores	280 35%	141 35%	139 35%	120 35%	111 35%	48 36%	176 36%	101 34%	162 34%	112 38%	84 40%	32 34%	280 88%	59 95%	221 87%
At an automated teller machine (ATM)	77 10%	36 9%	41 10%	22 6%	40 13%	16 12%	50 10%	28 9%	43 9%	32 11%	24 12%	8 9%	77 24%	8 12%	70 27%
Don't know	13 2%	8 2%	5 1%	7 2%	6 2%	0 0	7 1%	5 2%	9 2%	4 1%	4 2%	0 0	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L

* small base

ASS

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P8

Likelihood of buying and using both stamp denominations if could only obtain the discounted stamps through the Postal Service and were not available through grocery stores or other retail outlets, including ATMs

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month and purchased stamps at grocery/other retail stores/ATMs in the past year

	Total (A)	Rates		Number of Bills Mailed In Reply Env. per month			Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
		Cur- (32- 29)	Pro- (33- 30)	1-5 (D)	6-10 (E)	11 or more (F)	Likely (G)	Un- likely (H)	One Stamp (I)	Two Stamp (J)	One Stamp (K)	Two Stamp (L)	Total Retl/ ATM (M)	Retl/ ATM only (N)	Both Retl/ ATM & P.S. (O)
Unweighted Total	323	162	161	130	134	59	204	116	187	130	94	38	323	60	263
Weighted Total	317	159	158	130	132	54*	197	117	186	125	91*	36*	317	62	255
Very likely/Somewhat likely (Net)	135 43%	73 46%	62 40%	48 37%	64 48%	23 42%	109 55% ^H	25 21%	53 28%	80 64% ^I	58 64%	21 57%	135 43%	14 22%	121 48%
Very likely	77 24%	39 25%	38 24%	25 19%	36 27%	17 31%	63 32% ^H	14 12%	26 14%	50 40% ^I	34 38%	14 40%	77 24%	4 6%	73 29%
Somewhat likely	58 18%	33 21%	25 16%	24 18%	28 21%	6 12%	47 24% ^H	10 9%	27 14%	30 24% ^I	24 26%	6 17%	58 18%	10 16%	48 19%
Somewhat unlikely/Very unlikely (Net)	179 57%	84 53%	95 60%	80 62%	68 51%	31 58%	88 45%	91 78% ^G	131 70% ^J	45 36%	33 36%	16 43%	179 57%	47 76%	132 52%
Somewhat unlikely	54 17%	28 18%	26 17%	30 23% ^F	19 14%	5 10%	37 19%	18 15%	25 14%	25 20%	22 24%	8 21%	54 17%	8 14%	46 18%
Very unlikely	125 39%	56 35%	69 44%	50 39%	49 37%	26 48%	51 26%	73 62% ^G	105 57% ^J	20 16%	12 13%	8 22%	125 39%	39 62%	86 34%
Don't know	3 1%	2 1%	* *	2 1%	1 1%	0 0	0 0	1 1%	3 1%	0 0	0 0	0 0	3 1%	1 2%	1 1%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
 * small base

ASL

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P9

Preference between a one-stamp pricing system as it is now or a two-stamp pricing system as proposed

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month

	Rates		Number of Bills Mailed In Reply				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur-	Pro-	Env. per month		or		Un-		One	Two	One	Two	Total	Retl/	Retl/
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	only	& P.S.
Unweighted Total	802	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	790	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
A one-stamp system	476 60%	210 53%	266 68%B	232 68%	180 57%	64 48%	216 45%	252 85%G	476 100%J	0 0	0 0	0 0	186 59%	44 70%	142 56%
A two-stamp system/Don't know (Net)	314 40%	189 47%C	126 32%	112 32%	133 43%D	70 52%D	269 55%H	44 15%	0 0	297 100%I	207 100%	94 100%	131 41%	19 30%	112 44%
A two-stamp system	297 38%	178 45%C	119 30%	102 30%	128 41%D	67 50%D	258 53%H	38 13%	0 0	297 100%I	191 92%	94 100%K	125 39%	19 30%	106 42%
Don't know	17 2%	11 3%	7 2%	9 3%	5 2%	3 2%	11 2%	6 2%	0 0	0 0	16 8%L	0 0	6 2%	0 0	6 2%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
 * small base

A57

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Question P10

Preference between one-stamp pricing system and two-stamp pricing system if the two-stamp pricing system contributed, to some degree, to an increase in rates for regular First-Class letters

Base = Have primary/shared responsibility for paying household bills and mail at least one bill payment with a reply envelope in an average month and prefer two-stamp system/don't know

	Rates		Number of Bills Mailed In Reply				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur- (32- (A)	Pro- (33- (B)	1-5 (D)	6-10 (E)	11 or more (F)	Likely (G)	Un-likely (H)	One Stamp (I)	Two Stamp (J)	One Stamp (K)	Two Stamp (L)	Total Retl/ ATM (M)	Retl/ ATM only (N)	Retl/ ATM & P.S. (O)	
Unweighted Total	324	191 133	110	137	77	281	42	0	307	213	97	136	18	118	
Weighted Total	314	189 126	112	133	70*	269	44*	0**	297	207	94*	131	19	112	
A one-stamp system	207 66%	131 76 70% 61%	77 86 69% 65%	44 63%	186 69%H	21 46%	0 0	191 64%	207 100%L	0 0	91 70%	13 69%	78 70%		
A two-stamp system	94 30%	50 44 26% 35%	32 41 29% 31%	21 30%	73 27%	20 46%G	0 0	94 31%	0 0	94 100%K	36 28%	6 31%	31 27%		
Don't know	14 4%	8 6 4% 5%	3 6 2% 4%	5 7%	10 4%	4 8%	0 0	13 4%	0 0	0 0	4 3%	0 0	4 3%		

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
 * small base; ** very small base (under 30) ineligible for sig testing

ASR

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH

Question S1

Are you the male/female head of this household

	Rates			Number of Bills Mailed In Reply Env. per month			Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur- (32- 29)	Pro- (33- 30)		1-5	6-10	11 or more	Likely	Un- likely	One Stamp	Two Stamp	One Stamp	Two Stamp	Total Retl/ ATM	Retl/ ATM only	Both Retl/ ATM & P.S.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted Total	839	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Yes	792 96%	381 96%	377 96%	324 94%	305 97%	130 97%	469 97%	280 95%	459 96%	282 95%	199 96%	87 93%	299 94%	57 91%	242 95%
No	35 4%	16 4%	15 4%	20 6%	8 3%	3 2%	15 3%	16 5%	17 4%	14 5%	7 3%	7 7%	17 5%	5 9%	12 5%
Refused/No response	1 *	1 *	0	0	0	1 1%	1 *	0	0	1 *	1 *	0	1 *	0	1 *

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
 * small base

A59

ORC STUDY #70705 CARAVAN JANUARY 29, 1998

INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH

Question S1a

Employment status

	Rates		Number of Bills Mailed In Reply				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur- (32-29)	Pro- (33-30)	1-5	6-10	11 or more	Un- Likely	Likely	One Stamp	Two Stamp	One Stamp	Two Stamp	Total Retl/ ATM	Retl/ ATM only	Both Retl/ ATM & P.S.	
Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
Unweighted Total	839	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Employed full time	516 62%	254 64%	239 61%	195 57%	197 63%	101 76%DE	301 62%	188 64%	298 63%	181 61%	129 62%	57 61%	206 65%	38 61%	168 66%
Employed part time	82 10%	48 12%	31 8%	35 10%	35 11%	9 7%	58 12%H	20 7%	38 8%	41 14%I	30 14%	9 10%	31 10%	10 17%	21 8%
Retired	157 19%	70 18%	80 21%	72 21%F	62 20%	17 13%	84 17%	64 21%	97 20%	50 17%	36 17%	16 17%	49 15%	8 13%	41 16%
Not employed	71 9%	26 6%	39 10%	40 12%EF	19 6%	6 5%	41 8%	22 7%	41 9%	24 8%	13 6%	10 10%	29 9%	6 10%	23 9%
Not reported	3 *	1 *	2 *	2 1%	1 *	0 0	1 *	2 1%	2 *	1 *	0 0	1 1%	2 1%	0 0	2 1%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
 * small base

AGD

ORC STUDY #70705 CARAVAN JANUARY 29, 1998

INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH

Question S2

Occupation

(Asked only of those who are employed)

	Rates		Number of Bills Mailed In Reply Env. per month				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur- (32- 29)	Pro- rent (33- 30)	1-5 (D)	6-10 (E)	11 or (F)	more (G)	Likely (H)	Un- likely (I)	One Stamp (J)	Two Stamp (K)	One Stamp (L)	Two Stamp (M)	Total Retl/ ATM (N)	Retl/ ATM only (O)	Both Retl/ ATM & P.S. (P)
Unweighted Total	839	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Percent asked	598 72%	302 76%	270 69%	230 67%	232 74%	110 83%D	359 74%	209 70%	336 71%	222 75%	158 76%	67 71%	237 75%	49 78%	188 74%
White collar - Prof/Mngrl/ Ownr	309 37%	151 38%	150 38%	105 30%	126 40%D	71 53%DE	195 40%	103 35%	166 35%	125 42%I	91 44%	37 40%	110 35%	21 34%	89 35%
White collar - Sales/Clrcl	92 11%	52 13%	35 9%	34 10%	38 12%	16 12%	58 12%	27 9%	46 10%	41 14%	33 16%	8 9%	53 17%	10 16%	43 17%
Blue collar - Craftsmen/ Foreman	77 9%	39 10%	30 8%	34 10%	25 8%	10 8%	36 7%	34 11%	44 9%	25 8%	18 9%	6 7%	25 8%	2 3%	23 9%
Blue collar - Semi/ Unskilled	68 8%	35 9%	32 8%	39 11%F	25 8%	4 3%	44 9%	24 8%	50 10%J	16 5%	10 5%	7 8%	30 9%	10 16%	20 8%
Service worker	48 6%	24 6%	20 5%	17 5%	17 5%	10 7%	24 5%	20 7%	30 6%	14 5%	6 3%	7 7%	18 6%	6 10%	12 5%
Other	1 *	0 0	1 *	1 *	0 0	0 0	1 *	0 0	1 *	0 0	0 0	0 0	1 *	0 0	1 *
Not reported	2 *	0 0	2 *	1 *	1 *	0 0	1 *	1 *	1 *	1 *	0 0	1 1%	1 *	0 0	1 *

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
* small base

AG1

INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH

Question S3

Marital status

	Rates		Number of Bills Mailed in Reply				Likelihood of Using Two Stamp System		Prefer Which System		If Increase in Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur- (29)	Pro- (30)	1-5	6-10	11 or more	Likely	Un-likely	One Stamp	Two Stamp	One Stamp	Two Stamp	Total Retl/ATM	Retl/ATM only	Both Retl/ATM & P.S.	
Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
Unweighted Total	839	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Married	481 58%	237 60%	223 57%	180 52%	177 56%	103 77% ^{DE}	303 62% ^H	150 51%	271 57%	183 62%	116 56%	61 66%	177 56%	31 50%	146 57%
Living as married	28 3%	12 3%	16 4%	11 3%	15 5%	2 2%	20 4%	8 3%	18 4%	11 4%	7 3%	4 4%	12 4%	1 2%	10 4%
Single and never been married	133 16%	64 16%	59 15%	71 21% ^E	41 13%	11 8%	66 14%	57 19% ^G	75 16%	43 15%	33 16%	15 16%	51 16%	18 28%	34 13%
Divorced	107 13%	51 13%	51 13%	41 12%	47 15%	14 11%	51 10%	50 17% ^G	65 14%	33 11%	25 12%	9 9%	39 12%	6 10%	32 13%
Separated	17 2%	4 1%	11 3%	7 2%	7 2%	1 1%	10 2%	6 2%	7 1%	9 3%	7 3%	2 2%	9 3%	1 1%	8 3%
Widowed	61 7%	29 7%	31 8%	31 9% ^F	27 9% ^F	1 1%	33 7%	25 8%	39 8%	18 6%	17 8%	2 2%	29 9%	5 9%	24 9%
No response	2 *	1 *	1 *	2 *	0 0	0 0	2 *	0 0	2 *	0 0	0 0	0 0	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L

* small base

ACC

INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH

Question S3a

Dual-income household

(Asked only of those who are married or living as married)

	Rates		Number of Bills Mailed In Reply				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur- (32-29)	Pro- (33-30)	1-5	6-10	11 or more	Likely	Un-likely	One Stamp	Two Stamp	One Stamp	Two Stamp	Total Retl/ATM	Retl/ATM only	Both Retl/ATM & P.S.	
Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
Unweighted Total	839	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Percent asked	509 61%	250 63%	239 61%	192 56%	191 61%	105 79%DE	323 67%H	158 54%	289 61%	194 65%	124 60%	65 70%	189 60%	32 52%	156 61%
Yes	385 47%	192 48%	175 45%	139 40%	139 45%	89 67%DE	236 49%	127 43%	217 46%	149 50%	93 45%	50 53%	146 46%	29 46%	117 46%
No	121 15%	55 14%	63 16%	51 15%	51 16%	16 12%	86 18%H	30 10%	69 15%	45 15%	31 15%	15 16%	41 13%	3 6%	37 15%
Refused/No response	3 *	2 *	1 *	2 1%	1 *	0 0	1 *	2 1%	3 1%	0 0	0 0	0 0	2 1%	0 0	2 1%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
 * small base

AL3

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH

Question #3b

Own/rent dwelling in which you live

	Rates		Number of Bills Mailed In Reply				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur-	Pro-	Env. per month		or		Likely	Un-	One	Two	One	Two	Total	Retl/	Retl/
	rent	posed	1-5	6-10	more			likely	Stamp	Stamp	Stamp	Stamp	ATM	ATM	ATM
Total	(29)	(30)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
Unweighted Total	839	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Own	556 67%	273 68%	261 67%	199 58%	227 73%D	108 81%D	336 69%	191 64%	325 68%	199 67%	138 66%	62 66%	196 62%	35 55%	162 64%
Rent	266 32%	124 31%	127 32%	142 41%E	84 27%	25 19%	147 30%	103 35%	151 32%	93 31%	69 33%	28 30%	117 37%	27 44%	90 35%
Not reported	5 1%	2 *	4 1%	3 1%	2 1%	1 1%	3 1%	3 1%	1 *	5 2%I	1 *	3 3%K	4 1%	1 1%	3 1%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
 * small base

AL4

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH

Question S4

Household size

	Rates			Number of Bills Mailed In Reply Env. per month			Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Total (A)	Cur- rent posed (32- 29) (B)	Pro- posed (33- 30) (C)	1-5 (D)	6-10 (E)	11 or more (F)	Likely (G)	Un- likely (H)	One Stamp (I)	Two Stamp (J)	One Stamp (K)	Two Stamp (L)	Total Retl/ ATM (M)	Retl/ ATM only (N)	Both Retl/ ATM & P.S. (O)
Unweighted Total	839	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
One	149 18%	74 19%	70 18%	83 24% F	53 17% F	8 6%	77 16%	68 23% G	89 19%	49 16%	40 19%	12 13%	54 17%	11 17%	43 17%
Two	289 35%	131 33%	149 38%	112 33%	127 41% D	42 31%	168 35%	105 35%	173 36%	104 35%	67 32%	36 38%	104 33%	20 32%	84 33%
Three	169 20%	80 20%	73 19%	71 21%	51 16%	31 23%	96 20%	57 19%	91 19%	58 20%	43 21%	16 18%	75 24%	16 25%	59 23%
Four	136 16%	73 18%	59 15%	50 15%	54 17%	29 21%	84 17%	47 16%	76 16%	56 19%	38 18%	16 17%	59 19%	12 19%	47 19%
Five	57 7%	26 6%	28 7%	19 6%	18 6%	16 12% DE	41 8% H	12 4%	30 6%	22 7%	16 7%	7 7%	18 6%	4 7%	13 5%
Six	15 2%	8 2%	5 1%	4 1%	7 2%	2 2%	10 2%	4 1%	7 1%	6 2%	2 1%	5 5% K	3 1%	0 0	3 1%
Seven	4 *	2 *	2 1%	* *	2 1%	2 1%	2 *	2 1%	3 1%	1 *	1 *	0 0	2 1%	0 0	2 1%
Eight	2 *	0 0	2 1%	0 0	1 *	1 1%	2 *	0 0	1 *	1 *	0 0	1 1%	0 0	0 0	0 0
Nine	1 *	* *	1 *	1 *	* *	0 0	* *	1 *	1 *	0 0	0 0	0 0	1 *	0 0	1 *
Ten or more (10)	2 *	2 *	0 0	0 0	0 0	2 1% D	2 *	0 0	2 *	0 0	0 0	0 0	2 *	0 0	2 1%
No response	4 *	2 *	2 *	2 1%	0 0	2 1% E	3 1%	1 *	3 1%	1 *	1 *	0 0	1 *	0 0	1 *

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
 * small base

AGS

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH

Question 84

Household size

	Rates		Number of Bills Mailed In Reply			Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations			
	Cur- rent (32- 29)	Pro- posed (33- 30)	1-5 (D)	6-10 (E)	11 or more (F)	Likely (G)	Un- likely (H)	One Stamp (I)	Two Stamp (J)	One Stamp (K)	Two Stamp (L)	Total Retl/ ATM (M)	Retl/ ATM only (N)	Both Retl/ ATM & P.S. (O)	
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Mean	2.7	2.7	2.7	2.5	2.7	3.2DE	2.8H	2.5	2.7	2.7	2.7	2.9	2.7	2.7	2.7
Standard Deviation	1.4	1.4	1.4	1.3	1.3	1.5	1.4	1.3	1.4	1.3	1.3	1.5	1.4	1.2	1.4
Standard Error	*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
 * small base

ACG

INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH

Question 85a

Children under 6 years of age

(Asked only of those with two or more household members)

	Rates		Number of Bills Mailed In Reply Env. per month			Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations			
	Cur- rent (32- 29)	Pro- posed (33- 30)	1-5	6-10	11 or more	Likely	Un- likely	One Stamp	Two Stamp	One Stamp	Two Stamp	Total Retl/ ATM	Retl/ ATM only	Both Retl/ ATM & P.S.	
Total	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted Total	839	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Percent asked	675 82%	322 81%	320 82%	259 75%	260 83%D	123 93%DE	406 84%H	227 77%	384 81%	247 83%	166 80%	81 87%	263 83%	52 83%	211 83%
Yes	156 19%	76 19%	68 17%	58 17%	53 17%	33 25%	106 22%H	38 13%	81 17%	59 20%	41 20%	20 21%	66 21%	13 21%	53 21%
No	519 63%	245 61%	252 64%	200 58%	206 66%D	91 68%D	299 62%	188 64%	302 64%	188 63%	125 60%	62 66%	196 62%	38 62%	157 62%
Don't know/No response	1 *	1 *	0 0	1 *	0 0	0 0	0 0	1 *	1 *	0 0	0 0	0 0	1 *	0 0	1 *

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
* small base

AC7

ORC STUDY #70705 CARAVAN JANUARY 29, 1998

INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH

Question S5b

Children aged 6 through 11

(Asked only of those with two or more household members)

	Rates		Number of Bills Mailed In Reply Env. per month			Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations			
	Cur- (32- 29)	Pro- posed (33- 30)	1-5 (D)	6-10 (E)	11 or more (F)	Likely (G)	Un- likely (H)	One Stamp (I)	Two Stamp (J)	One Stamp (K)	Two Stamp (L)	Total Retl/ ATM (M)	Retl/ ATM only (N)	Both Retl/ ATM & P.S. (O)	
Unweighted Total	839	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Percent asked	675 82%	322 81%	320 82%	259 75%	260 83%D	123 93%DE	406 84%H	227 77%	384 81%	247 83%	166 80%	81 87%	263 83%	52 83%	211 83%
Yes	150 18%	76 19%	64 16%	61 18%	43 14%	37 28%DE	92 19%	47 16%	88 19%	50 17%	32 15%	20 21%	55 17%	12 19%	43 17%
No	524 63%	245 62%	255 65%	197 57%	217 69%D	86 64%	313 65%	179 61%	295 62%	197 66%	134 65%	61 66%	207 65%	40 64%	167 66%
Don't know/No response	1 *	1 *	0 0	1 *	0 0	0 0	0 0	1 *	1 *	0 0	0 0	0 0	1 *	0 0	1 *

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
* small base

468

ORC STUDY #70705 CARAVAN JANUARY 29, 1998

INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH
Question S5a/S5b

Children under 12 years

(Asked only of those with two or more household members)

	Rates		Number of Bills Mailed In Reply Env. per month			Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations			
	Cur- (32- 29)	Pro- (33- 30)	1-5 (D)	6-10 (E)	11 or more (F)	Likely (G)	Un- likely (H)	One Stamp (I)	Two Stamp (J)	One Stamp (K)	Two Stamp (L)	Total Retl/ ATM (M)	Retl/ ATM only (N)	Both Retl/ ATM & P.S. (O)	
Unweighted Total	839	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Percent asked	675 82%	322 81%	320 82%	259 75%	260 83%D	123 93%DE	406 84%H	227 77%	384 81%	247 83%	166 80%	81 87%	263 83%	52 83%	211 83%
Yes	244 29%	121 30%	106 27%	100 29%	74 24%	53 40%DE	155 32%H	71 24%	129 27%	91 31%	63 31%	32 34%	99 31%	21 34%	78 31%
No	431 52%	201 50%	214 54%	158 46%	186 59%D	70 53%	250 52%	156 53%	254 53%	156 52%	103 50%	50 53%	163 51%	30 49%	132 52%
Don't know/No response	1 *	1 *	0 0	1 *	0 0	0 0	0 0	1 *	1 *	0 0	0 0	0 0	1 *	0 0	1 *

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L

* small base

A69

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH

Question S6

Children aged 12 through 17

(Asked only of those with two or more household members)

	Rates		Number of Bills Mailed In Reply Env. per month			Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations			
	Cur- (32-29)	Pro- (33-30)	1-5 (D)	6-10 (E)	11 or more (F)	Likely (G)	Un-likely (H)	One Stamp (I)	Two Stamp (J)	One Stamp (K)	Two Stamp (L)	Total Retl/ ATM (M)	Retl/ ATM only (N)	Both Retl/ ATM & P.S. (O)	
Unweighted Total	839	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Percent asked	675 82%	322 81%	320 82%	259 75%	260 83%D	123 93%DE	406 84%H	227 77%	384 81%	247 83%	166 80%	81 87%	263 83%	52 83%	211 83%
Yes	147 18%	74 19%	67 17%	50 14%	62 20%	29 22%	93 19%	47 16%	83 17%	57 19%	37 18%	20 21%	57 18%	10 17%	47 18%
No	528 64%	248 62%	253 65%	208 61%	198 63%	95 71%D	312 64%	180 61%	301 63%	191 64%	129 62%	61 66%	204 64%	41 66%	163 64%
Don't know/No response	1 *	1 *	0 0	1 *	0 0	0 0	0 0	1 *	1 *	0 0	0 0	0 0	1 *	0 0	1 *

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
 * small base

A70

INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH

Question S5b/S6

Children aged 6 through 17

(Asked only of those with two or more household members)

	Rates		Number of Bills Mailed In Reply Env. per month			Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations			
	Cur- (32- 29)	Pro- (33- 30)	1-5 (D)	6-10 (E)	11 or more (F)	Likely (G)	Un- likely (H)	One Stamp (I)	Two Stamp (J)	One Stamp (K)	Two Stamp (L)	Total Retl/ ATM (M)	Retl/ ATM only (N)	Both Retl/ ATM & P.S. (O)	
Unweighted Total	839	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Percent asked	675	322	320	259	260	123	406	227	384	247	166	81	263	52	211
	82%	81%	82%	75%	83%D	93%DE	84%H	77%	81%	83%	80%	87%	83%	83%	83%
Yes	246	121	111	87	91	54	151	80	142	89	59	31	97	18	78
	30%	30%	28%	25%	29%	40%DE	31%	27%	30%	30%	28%	33%	31%	30%	31%
No	428	200	209	171	169	69	254	147	242	159	107	51	165	33	132
	52%	50%	53%	50%	54%	52%	52%	50%	51%	53%	52%	54%	52%	53%	52%
Don't know/No response	1	1	0	1	0	0	0	1	1	0	0	0	1	0	1
	*	*	0	*	0	0	0	*	*	0	0	0	*	0	*

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L

* small base

A71

ORC STUDY #70705 CARAVAN JANUARY 29, 1998

INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH
 Question S5a/S5b/S6

Children under 18 years

(Asked only of those with two or more household members)

	Rates		Number of Bills Mailed In Reply Env. per month				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur-posed (32-29)	Pro-posed (33-30)	1-5	6-10	11 or more	Likely	Un-likely	One Stamp	Two Stamp	One Stamp	Two Stamp	Total Retl/ATM	Retl/ATM only	Both Retl/ATM & P.S.	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted Total	839	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Percent asked	675 82%	322 81%	320 82%	259 75%	260 83%D	123 93%DE	406 84%H	227 77%	384 81%	247 83%	166 80%	81 87%	263 83%	52 83%	211 83%
Yes	332 40%	161 40%	150 38%	127 37%	117 37%	68 51%DE	210 43%H	101 34%	181 38%	124 42%	88 42%	40 43%	138 44%	28 45%	110 43%
No	343 41%	160 40%	170 43%	131 38%	143 46%	55 42%	196 40%	126 43%	202 43%	123 41%	78 38%	41 44%	124 39%	24 38%	100 39%
Don't know/No response	1 *	1 *	0 0	1 *	0 0	0 0	0 0	1 *	1 *	0 0	0 0	0 0	1 *	0 0	1 *

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
 * small base

A72

ORC STUDY #70705 CARAVAN JANUARY 29, 1998

INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH

Question S7

Education

	Rates		Number of Bills Mailed In Reply				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur- rent (32- 29) (A)	Pro- posed (33- 30) (B)	1-5 (D)	6-10 (E)	11 or more (F)	Likely (G)	Un- likely (H)	One Stamp (I)	Two Stamp (J)	One Stamp (K)	Two Stamp (L)	Total Retl/ ATM (M)	Retl/ ATM only (N)	Both Retl/ ATM & P.S. (O)	
Unweighted Total	839	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
8th grade or less (8)	15 2%	3 1%	11 3%B	11 3%E	2 1%	1 1%	5 1%	9 3%	11 2%	3 1%	1 1%	1 2%	8 3%	3 5%	5 2%
High school incomplete (10)	70 8%	27 7%	35 9%	37 11%F	20 6%	6 4%	38 8%	24 8%	42 9%	20 7%	15 7%	5 5%	19 6%	8 13%	11 4%
High school complete (12)	245 30%	119 30%	116 29%	106 31%	95 30%	33 25%	126 26%	106 36%G	152 32%	76 26%	46 22%	33 35%K	100 32%	21 34%	79 31%
Some college (14)	199 24%	106 27%	85 22%	89 26%	64 20%	39 29%E	115 24%	72 24%	114 24%	71 24%	59 28%	18 19%	84 26%	15 23%	69 27%
College graduate (16)	166 20%	85 21%	74 19%	54 16%	75 24%D	30 23%	113 23%H	46 15%	83 17%	73 25%I	50 24%	20 22%	56 18%	9 14%	48 19%
Postgraduate work (18)	108 13%	47 12%	57 15%	34 10%	48 15%D	22 17%D	72 15%	30 10%	54 11%	49 16%	31 15%	15 16%	41 13%	7 11%	35 14%
Professional/Technical school	22 3%	11 3%	12 3%	12 3%	9 3%	2 1%	14 3%	8 3%	16 3%	5 2%	5 3%	1 1%	8 3%	1 1%	8 3%
Refused/No response	3 *	1 *	2 *	2 1%	0 0	1 1%	2 *	1 *	3 1%	0 0	0 0	0 0	0 0	0 0	0 0
Mean	13.9	14.0	13.8	13.5	14.2	14.4D	14.2H	13.5	13.7	14.3I	14.3	14.1	13.8	13.2	14.0
Standard Deviation	2.5	2.3	2.6	2.5	2.5	2.3	2.5	2.4	2.5	2.5	2.4	2.5	2.5	2.6	2.4
Standard Error	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.2	0.3	0.1	0.3	0.2

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L

* small base

A73

ORC STUDY #70705 CARAVAN JANUARY 29, 1998

INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH

Question 58

Age

	Rates			Number of Bills Mailed In Reply Env. per month			Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur- (29) (A)	Pro- (30) (B)	posed (33- (C)	1-5 (D)	6-10 (E)	11 or more (F)	Likely (G)	Un-likely (H)	One Stamp (I)	Two Stamp (J)	One Stamp (K)	Two Stamp (L)	Total Retl/ ATM (M)	Retl/ ATM only (N)	Both Retl/ ATM & P.S. (O)
Unweighted Total	839	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
18 - 20 (19)	24 3%	12 3%	10 2%	18 5%EF	1 *	2 1%	12 2%	9 3%	13 3%	9 3%	4 2%	4 4%	12 4%	8 12%	4 2%
21 - 24 (22.5)	53 6%	24 6%	25 7%	32 9%EF	14 5%	3 3%	30 6%	19 6%	30 6%	18 6%	10 5%	9 10%	23 7%	5 7%	18 7%
25 - 29 (27)	95 11%	43 11%	45 12%	41 12%	33 11%	14 10%	63 13%	25 9%	50 11%	35 12%	26 12%	9 10%	45 14%	10 16%	35 14%
30 - 34 (32)	82 10%	44 11%	35 9%	31 9%	36 11%	12 9%	45 9%	33 11%	46 10%	30 10%	22 11%	10 10%	38 12%	9 14%	29 12%
35 - 39 (37)	91 11%	49 12%	38 10%	38 11%	32 10%	17 13%	53 11%	34 11%	47 10%	38 13%	22 11%	17 18%	37 12%	8 12%	29 11%
40 - 44 (42)	103 12%	50 12%	48 12%	33 10%	44 14%	21 16%D	66 14%	32 11%	54 11%	43 15%	32 16%	9 10%	36 11%	4 7%	32 13%
45 - 49 (47)	83 10%	36 9%	45 12%	25 7%	35 11%	21 16%D	52 11%	28 9%	51 11%	29 10%	21 10%	9 10%	24 8%	1 1%	23 9%
50 - 54 (52)	59 7%	34 9%	24 6%	18 5%	25 8%	16 12%D	37 8%	20 7%	36 8%	21 7%	16 8%	5 5%	30 10%	5 9%	25 10%
55 - 59 (57)	51 6%	22 5%	28 7%	22 6%	20 6%	8 6%	28 6%	21 7%	32 7%	16 5%	10 5%	5 6%	15 5%	0 0	15 6%
60 - 64 (62)	44 5%	18 5%	21 5%	18 5%	14 5%	8 6%	24 5%	14 5%	24 5%	16 5%	10 5%	6 6%	13 4%	1 2%	12 5%
65 or older (65)	138 17%	64 16%	69 17%	66 19%F	56 18%F	11 8%	71 15%	61 21%G	90 19%	40 14%	31 15%	10 11%	42 13%	12 19%	30 12%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
 * small base

ATY

INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH

Question S8

Age

	Rates		Number of Bills Mailed In Reply Env. per month				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur- (32- 29)	Pro- (33- 30)	1-5	6-10	11 or more	Un- likely	Un- likely	One Stamp	Two Stamp	One Stamp	Two Stamp	Total Retl/ ATM	Retl/ ATM only	Retl/ ATM & P.S.	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Refused/No response	5 1%	2 *	3 1%	3 1%	2 1%	0 0	3 1%	1 *	3 1%	2 1%	2 1%	0 0	2 1%	1 1%	1 *
Mean	43.9	43.6	44.5	43.0	45.2	44.0	43.3	44.9	44.8	42.9	43.6	41.2	41.8	39.1	42.5
Standard Deviation	14.5	14.2	14.5	15.7	13.7	12.0	14.1	14.8	14.6	13.9	13.9	14.2	14.3	16.2	13.8
Standard Error	0.5	0.7	0.7	0.9	0.8	1.0	0.6	0.9	0.7	0.8	1.0	1.4	0.8	2.1	0.9

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L

* small base

A75

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH

Question 99

Race

	Rates		Number of Bills Mailed In Reply Env. per month				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur- (32- 29)	Pro- (33- 30)	1-5 (D)	6-10 (E)	11 or more (F)	Likely (G)	Un- likely (H)	One Stamp (I)	Two Stamp (J)	One Stamp (K)	Two Stamp (L)	Total Retl/ ATM (M)	Retl/ ATM only (N)	Both Retl/ ATM & P.S. (O)	
Unweighted Total	839	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
White	695 84%	348 87% ^C	320 82%	286 83%	257 82%	126 94% ^{DE}	419 86%	242 82%	400 84%	253 85%	183 88% ^L	74 79%	259 82%	51 82%	208 82%
Black	91 11%	33 8%	50 13% ^B	39 11% ^F	41 13% ^F	3 2%	46 9%	36 12%	53 11%	29 10%	16 8%	13 14%	39 12%	9 14%	30 12%
Asian	4 *	1 *	2 1%	2 *	1 *	* *	2 *	2 1%	2 *	2 1%	1 *	1 1%	1 *	0 0	1 1%
Other	27 3%	11 3%	14 4%	12 3%	11 4%	3 2%	14 3%	12 4%	16 3%	10 3%	6 3%	4 4%	14 4%	3 4%	11 4%
Refused/No response	11 1%	5 1%	5 1%	6 2%	3 1%	1 1%	5 1%	4 1%	7 1%	3 1%	1 1%	2 2%	4 1%	0 0	4 2%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
 * small base

A76

ORC STUDY #70705 CARAVAN JANUARY 29, 1998

INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH

Question S9a

Respondent or anyone else in your household Hispanic

	Rates		Number of Bills Mailed In Reply Env. per month				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur-	Pro-	-----				Likely	Un-	One	Two	One	Two	Total	Retl/	Retl/
	(32-	(33-	1-5	6-10	or	more	Likely	likely	Stamp	Stamp	Stamp	Stamp	ATM	ATM	ATM
Total	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	only	& P.S.
Unweighted Total	839	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Yes	48 6%	22 6%	24 6%	17 5%	21 7%	9 6%	30 6%	16 5%	32 7%	14 5%	8 4%	6 7%	22 7%	5 8%	17 7%
No	776 94%	375 94%	366 93%	325 95%	292 93%	124 93%	454 94%	279 94%	442 93%	281 95%	199 96%	86 92%	295 93%	57 92%	237 93%
Refused/No response	3 *	1 *	2 *	2 1%	0 0	1 1%	2 *	1 *	2 *	1 *	* *	1 1%	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L

* small base

A77

ORC STUDY #70705 CARAVAN JANUARY 29, 1998

INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH

Question S10

Total household income for 1997

	Rates		Number of Bills Mailed In Reply Env. per month				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur- rent (32- 29)	Propo- sed (33- 30)	1-5 (D)	6-10 (E)	11 or more (F)	Un- likely (G)	Likely (H)	One Stamp (I)	Two Stamp (J)	One Stamp (K)	Two Stamp (L)	Total Retl/ ATM (M)	Retl/ ATM only (N)	Both Retl/ ATM & P.S. (O)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted Total	839	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Less than \$25,000	190 23%	79 20%	100 25%	118 34% E F	47 15%	13 10%	90 18%	85 29% G	120 25% J	53 18%	41 20%	15 16%	78 24%	21 33%	57 22%
Under \$10,000 (10.0)	43 5%	12 3%	25 6% B	36 10% E F	* *	1 1%	15 3%	21 7% G	26 5%	11 4%	7 3%	5 5%	16 5%	6 9%	10 4%
\$10,000 - \$14,999 (12.5)	41 5%	18 5%	22 6%	24 7% F	15 5%	1 1%	21 4%	19 6%	29 6%	9 3%	10 5%	1 1%	21 7%	4 6%	18 7%
\$15,000 - \$19,999 (17.5)	50 6%	23 6%	23 6%	30 9% E F	11 4%	4 3%	26 5%	18 6%	30 6%	14 5%	11 5%	3 3%	16 5%	5 8%	11 4%
\$20,000 - \$24,999 (22.5)	45 5%	17 4%	27 7%	21 6%	17 5%	5 4%	21 4%	22 7%	26 6%	16 5%	11 5%	5 6%	23 7%	5 8%	18 7%
Less than \$25,000 (Unspecified)/No response	12 1%	9 2% C	2 1%	7 2%	3 1%	1 1%	6 1%	6 2%	8 2%	4 1%	2 1%	1 1%	1 *	1 2%	0 0
\$25,000 or more	590 71%	299 75%	270 69%	210 61%	248 79% D	111 83% D	370 76% H	194 65%	337 71%	221 74%	153 74%	70 75%	223 70%	38 61%	185 73%
\$25,000 - \$29,999 (27.5)	77 9%	42 10%	33 8%	40 12% F	32 10% F	3 2%	49 10%	25 9%	42 9%	28 9%	18 9%	14 15%	28 9%	5 9%	22 9%
\$30,000 - \$34,999 (32.5)	73 9%	34 9%	35 9%	30 9%	29 9%	11 8%	45 9%	22 8%	45 9%	25 8%	15 7%	10 10%	29 9%	9 15%	20 8%
\$35,000 - \$39,999 (37.5)	55 7%	34 8%	20 5%	21 6%	30 10% F	4 3%	36 7%	18 6%	33 7%	21 7%	20 9% L	2 2%	22 7%	3 6%	18 7%
\$40,000 - \$49,999 (45.0)	99 12%	48 12%	45 11%	33 10%	37 12%	23 17% D	62 13%	30 10%	48 10%	43 14%	28 14%	14 15%	32 10%	6 10%	26 10%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L

* small base

A78

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH

Question S10

Total household income for 1997

	Total (A)	Rates		Number of Bills Mailed In Reply Env. per month			Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
		Cur- (32- 29)	Pro- posed (33- 30)	1-5 (D)	6-10 (E)	11 or more (F)	Un- likely (G)	Likely (H)	One Stamp (I)	Two Stamp (J)	One Stamp (K)	Two Stamp (L)	Total Retl/ ATM (M)	Retl/ ATM only (N)	Both Retl/ ATM & P.S. (O)
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
\$50,000 - \$74,999 (62.5)	146 18%	80 20%	61 16%	51 15%	58 19%	31 23%D	92 19%	49 17%	84 18%	55 18%	37 18%	17 18%	60 19%	10 16%	50 20%
\$75,000 - \$99,999 (87.5)	57 7%	28 7%	26 7%	13 4%	21 7%	20 15%DE	36 7%	18 6%	30 6%	23 8%	17 8%	6 6%	22 7%	3 4%	19 7%
\$100,000 or more (100.0)	44 5%	14 4%	27 7%B	11 3%	16 5%	15 11%DE	22 4%	18 6%	28 6%	14 5%	9 5%	4 4%	15 5%	1 2%	13 5%
\$25,000 or more (Unspecified)/No response	40 5%	18 5%	22 6%	10 3%	24 8%D	6 4%	28 6%	12 4%	27 6%	13 4%	9 4%	3 4%	16 5%	0 0	16 6%
Don't know/Refused/No response	48 6%	21 5%	23 6%	16 5%	19 6%	9 7%	25 5%	17 6%	19 4%	23 8%I	13 6%	8 9%	17 5%	3 5%	13 5%
Mean	44.3	45.0	44.1	36.9	46.9	59.3DE	45.5	43.0	43.7	46.4	45.6	44.8	43.4	37.3	45.0
Standard Deviation	25.5	23.8	27.0	23.6	24.0	25.7	24.5	26.7	26.0	24.6	24.8	23.6	25.3	22.8	25.7
Standard Error	0.9	1.3	1.4	1.3	1.5	2.3	1.2	1.6	1.3	1.5	1.8	2.6	1.5	3.0	1.7

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L

* small base

A79

ORC STUDY #70705 CARAVAN JANUARY 29, 1998

INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH
Cable subscriber/Satellite dish

	Rates		Number of Bills Mailed In Reply			Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations			
	Cur- rent (29)	Pro- posed (33- 30)	1-5 (D)	6-10 (E)	11 or more (F)	Likely (G)	Un- likely (H)	One Stamp (I)	Two Stamp (J)	One Stamp (K)	Two Stamp (L)	Total Retl/ ATM (M)	Retl/ ATM only (N)	Retl/ ATM & P.S. (O)	
Unweighted Total	839	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Yes	643 78%	313 78%	302 77%	251 73%	245 78%	118 88% ^{DE}	378 78%	230 78%	374 79%	229 77%	161 78%	72 77%	252 79%	46 74%	205 81%
No	183 22%	86 22%	89 23%	91 27% ^F	68 22% ^F	16 12%	106 22%	66 22%	101 21%	69 23%	46 22%	21 23%	65 21%	16 26%	49 19%
Don't know	2 *	0	1 *	1 *	0	0	1 *	0	1 *	0	0	0	0	0	0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L

* small base

ASD

INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH

Sex

	Rates		Number of Bills Mailed In Reply				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur- rent (32- 29)	Pro- posed (33- 30)	1-5	6-10	or more	Likely	Un- likely	One Stamp	Two Stamp	One Stamp	Two Stamp	Total Retl/ ATM	Retl/ ATM only	Both Retl/ ATM & P.S.	
Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
Unweighted Total	839	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Male	402 49%	178 45%	206 53%B	173 50%	144 46%	68 51%	208 43%	172 58%G	246 52%J	128 43%	80 39%	50 54%K	133 42%	25 39%	108 43%
Female	426 51%	220 55%C	186 47%	171 50%	169 54%	66 49%	278 57%H	124 42%	230 48%	169 57%I	127 61%L	43 46%	184 58%	38 61%	146 57%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L

* small base

481

ORC STUDY #70705 CARAVAN JANUARY 29, 1998
 INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH
 Metro/Non-Metro

	Rates		Number of Bills Mailed In Reply Env. per month			Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations			
	Cur- (32- 29)	Pro- (33- 30)	1-5 (D)	6-10 (E)	11 or more (F)	Likely (G)	Un-likely (H)	One Stamp (I)	Two Stamp (J)	One Stamp (K)	Two Stamp (L)	Total Retl/ATM (M)	Retl/ATM only (N)	Both Retl/ATM & P.S. (O)	
Unweighted Total	839	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
Metro (Net)	610 74%	303 76%	277 71%	230 67%	242 77%D	108 81%D	362 75%	211 71%	336 71%	232 78%I	160 77%	75 80%	262 83%	58 93%	204 80%
In Center City of Metropolitan Area	271 33%	123 31%	128 33%	123 36%	89 28%	38 29%	151 31%	96 33%	142 30%	101 34%	69 33%	35 37%	119 38%	35 55%	85 33%
Outside Center City, Inside Center City County	150 18%	88 22%C	57 15%	46 13%	73 23%D	26 19%	91 19%	53 18%	88 19%	54 18%	39 19%	16 17%	58 18%	10 16%	48 19%
Inside Suburban County of Metropolitan Area	157 19%	79 20%	75 19%	54 16%	66 21%	35 26%D	101 21%	51 17%	91 19%	62 21%	39 19%	21 22%	71 22%	14 22%	57 22%
In Metropolitan Area with No Center City	31 4%	14 3%	17 4%	7 2%	14 5%	9 7%D	20 4%	10 3%	15 3%	14 5%	12 6%	3 3%	14 4%	0 0	14 5%
In Non-Metropolitan Area	218 26%	95 24%	115 29%	114 33%E	71 23%	25 19%	123 25%	85 29%	140 29%J	65 22%	47 23%	19 20%	55 17%	4 7%	51 20%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
 * small base

A82

INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH

Region

Region	Rates		Number of Bills Mailed In Reply Env. per month				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur- (29)	Pro- (30)	1-5 (D)	6-10 (E)	11 or more (F)	Likely (G)	Un-likely (H)	One Stamp (I)	Two Stamp (J)	One Stamp (K)	Two Stamp (L)	Total Retl/ATM (M)	Retl/ATM only (N)	Both Retl/ATM & P.S. (O)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted Total	839	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
New England	42 5%	21 5%	19 5%	17 5%	14 5%	9 7%	29 6%	11 4%	18 4%	22 7%I	12 6%	9 10%	14 5%	3 5%	12 5%
Middle Atlantic	118 14%	54 14%	61 15%	39 11%	57 18% D	18 14%	73 15%	41 14%	55 12%	59 20%I	33 16%	22 24%	45 14%	5 8%	40 16%
East North Central	136 16%	69 17%	61 15%	67 20% F	49 16%	13 10%	79 16%	48 16%	79 17%	47 16%	33 16%	15 16%	53 17%	11 17%	42 17%
West North Central	56 7%	23 6%	29 7%	26 7%	17 5%	9 7%	30 6%	23 8%	36 8%	13 4%	15 7% L	0 0	21 7%	3 5%	18 7%
South Atlantic	167 20%	77 19%	82 21%	64 19%	66 21%	30 22%	100 21%	57 19%	104 22%	54 18%	36 17%	19 20%	66 21%	19 31%	47 18%
East South Central	49 6%	25 6%	20 5%	28 8% E	13 4%	4 3%	28 6%	15 5%	30 6%	13 4%	11 6%	4 4%	12 4%	1 2%	11 4%
West South Central	81 10%	43 11%	33 8%	27 8%	33 10%	16 12%	45 9%	30 10%	46 10%	27 9%	19 9%	10 10%	26 8%	4 6%	22 9%
Mountain	82 10%	42 10%	39 10%	41 12%	29 9%	10 7%	55 11%	25 8%	45 9%	33 11%	24 12%	9 9%	36 11%	5 8%	31 12%
Pacific	98 12%	45 11%	49 12%	35 10%	35 11%	23 17% D	47 10%	46 16% G	62 13%	30 10%	24 12%	7 7%	43 14%	11 18%	32 12%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L
 * small base

183

ORC STUDY #70705 CARAVAN JANUARY 29, 1998

INTEREST IN TWO-STAMP SYSTEM OF POSTAGE

Base = HAVE PRIMARY/SHARED RESPONSIBILITY FOR PAYING HOUSEHOLD BILLS AND MAIL AT LEAST ONE BILL PAYMENT IN AN AVERAGE MONTH

Question S11

Number of telephone numbers in household

	Rates		Number of Bills Mailed In Reply				Likelihood of Using Two Stamp System		Prefer Which System		If Increase In Reg. Rates Prefer Which System		Past Year Stamp Purchasing Locations		
	Cur-	Pro-	Env. per month		11 or more		Likely	Un-	One	Two	One	Two	Total	Retl/	Both
	rent posed	posed	1-5	6-10	or	more	likely	likely	Stamp	Stamp	Stamp	Stamp	Retl/	ATM only	Retl/
Total	(32-29)	(33-30)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P.S.)
Unweighted Total	839	405	397	342	317	143	495	298	478	307	213	97	323	60	263
Weighted Total	828	398	392	344	313	133	485	296	476	297	207	94*	317	62	255
1	656 79%	323 81%	300 77%	294 86%E	242 77%F	87 66%	379 78%	238 80%	376 79%	234 79%	166 80%	72 77%	263 83%	53 85%	210 83%
2	134 16%	60 15%	69 18%	36 10%	61 20%D	32 24%D	85 18%	43 15%	75 16%	51 17%	35 17%	17 18%	37 12%	7 11%	30 12%
3	25 3%	12 3%	13 3%	11 3%	6 2%	7 5%	14 3%	8 3%	17 4%	8 3%	3 2%	3 3%	10 3%	0 0	10 4%
4	6 1%	2 1%	4 1%	0 0	* *	6 4%DE	5 1%	1 *	3 1%	3 1%	3 1%	* *	3 1%	0 0	3 1%
5 or more	4 *	1 *	3 1%	0 0	3 1%	1 1%	0 0	4 1%G	3 1%	1 *	0 0	1 1%	3 1%	2 3%	1 *
Don't know/Refused/No response	3 *	0 0	3 1%	3 1%	0 0	0 0	2 *	1 *	2 *	1 *	0 0	1 1%	1 *	1 1%	0 0
Mean	1.3	1.2	1.3	1.2	1.3D	1.5DE	1.3	1.3	1.3	1.3	1.2	1.3	1.2	1.2	1.2
Standard Deviation	0.60	0.56	0.66	0.46	0.61	0.84	0.57	0.67	0.62	0.60	0.54	0.67	0.65	0.78	0.62
Standard Error	0.02	0.03	0.03	0.02	0.03	0.07	0.03	0.04	0.03	0.03	0.04	0.07	0.04	0.10	0.04

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F - G/H - I/J - K/L

* small base

AS4

P1 Are you the person who has primary responsibility for paying household bills, do you share the responsibility with someone else, or do you have little or no responsibility for paying household bills?

- 1 PRIMARY RESPONSIBILITY -- >CONTINUE
- 2 SHARED RESPONSIBILITY
- 3 LITTLE OR NO RESPONSIBILITY
- 4 DON'T KNOW -- >SKIP TO NEXT SECTION

P1A How many BILL PAYMENTS are MAILED from this household in an average month? (PROBE: Your best guess will do.) (RECORD NUMBER 0-98)

IF P1A IS "0" OR "DON'T KNOW," SKIP TO NEXT SECTION.
OTHERWISE CONTINUE.

Some companies that send you bills include a reply envelope for sending the payment back to the company. For example, utilities and credit card companies often enclose a reply envelope with your monthly statement. These reply envelopes REQUIRE YOU TO PUT A STAMP ON THEM before you deposit them in the mail.

P2 How many of the (NUMBER FROM P1A) bill payments mailed from this household in an average month use a reply envelope that was enclosed with your statement? (PROBE: Your best guess will do.) (RECORD NUMBER 0-98)

IF P2 IS "0" OR "DON'T KNOW," SKIP TO NEXT SECTION.
OTHERWISE CONTINUE.

The Postal Service has been asked to consider a TWO-STAMP SYSTEM where there would be a three-percent difference between the postage charged for reply envelopes that meet Postal Service requirements and the postage charged for all other First-Class letters.

VERSION A

For example, you pay 32 cents for First-Class letters and would pay 29 cents for reply envelopes.

VERSION B

For example, last year the Postal Service requested a 33 cent rate for First-Class letters. If the 33 cent rate is approved, the rate for reply envelopes would be 30 cents.

A85

- P3 If the Postal Service approved the reduced rate for reply envelope postage, how convenient do you think it would be for you, compared with the current system, to USE two different stamp denominations or values? Would it be more convenient, about as convenient, or less convenient?
- 1 MORE CONVENIENT
 - 2 ABOUT AS CONVENIENT
 - 3 LESS CONVENIENT
 - 4 DON'T KNOW
- P4 Now, think about BUYING stamps of two denominations or values. How convenient would that be compared with the current system -- would it be more convenient, about as convenient, or less convenient?
- 1 MORE CONVENIENT
 - 2 ABOUT AS CONVENIENT
 - 3 LESS CONVENIENT
 - 4 DON'T KNOW
- P5 How LIKELY is it that you would buy and use both stamp denominations or values? Would it be very likely, somewhat likely, somewhat unlikely or very unlikely?
- 1 VERY LIKELY
 - 2 SOMEWHAT LIKELY
 - 3 SOMEWHAT UNLIKELY
 - 4 VERY UNLIKELY
 - 5 DON'T KNOW
- P6 Based on the (NUMBER FROM P2) reply envelopes that you indicated that you mail each month, your monthly savings could be [(NUMBER FROM P2) X (3)] (dollars/cents). This could translate into an annual savings of [((NUMBER FROM P2 X (3)) X 12)/100] (dollars/cents). Now, I'd like to ask the question you just answered, again. Knowing the amount you could save, how likely is it that you would buy and use both stamp denominations or values? Would it be very likely, somewhat likely, somewhat unlikely, or very unlikely?
- 1 VERY LIKELY
 - 2 SOMEWHAT LIKELY
 - 3 SOMEWHAT UNLIKELY
 - 4 VERY UNLIKELY
 - 5 DON'T KNOW
- P7 In the past year, at which of these places have you purchased stamps? (READ LIST. RECORD AS MANY AS APPLY)
- 1 At a post office
 - 2 At grocery or other retail stores
 - 3 At an Automated Teller Machine (ATM)
 - 4 DON'T KNOW

(IF 2 OR 3 ON P7, ASK:)

P8 How likely is it that you would buy and use both stamp denominations if you could ONLY obtain the discounted stamps through the Postal Service and they were not available through grocery stores or other retail outlets, including Automated Teller Machines (ATMs)? Would it be very likely, somewhat likely, somewhat unlikely, or very unlikely?

- 1 VERY LIKELY
- 2 SOMEWHAT LIKELY
- 3 SOMEWHAT UNLIKELY
- 4 VERY UNLIKELY
- 5 DON'T KNOW

P9 All things considered, which would you prefer the Postal Service to offer, a one stamp pricing system as it is now or a two stamp pricing system as proposed?

- 1 A ONE-STAMP SYSTEM -- > SKIP TO NEXT SECTION
- 2 A TWO-STAMP SYSTEM
- 3 DON'T KNOW -- >CONTINUE

P10 If the two-stamp pricing system contributed, to some degree, to an increase in rates for regular First-Class letters, would you still prefer the Postal Service to offer the two-stamp system or would you prefer the one-stamp pricing system?

- 1 A ONE-STAMP SYSTEM
- 2 A TWO-STAMP SYSTEM
- 3 DON'T KNOW