



Center for Social Science Research

Suite B100, 4260 Chain Bridge Road, MS 1H5, Fairfax, Virginia 22030
Phone: 703-993-2983; Web: cssr.gmu.edu

Postal Regulatory Commission
Submitted 2/18/2011 4:16:32 PM
Filing ID: 72055
Accepted 2/18/2011

SLS Consulting Business Mail Survey

SLS provided the questionnaire for the business mail survey, to be administered to a national sample of businesses. The questionnaire was programmed into the OnQ CATI program for administration by telephone interviewers.

The Sample

A random sample of business telephone numbers was purchased from Marketing Systems Group. The sample was pulled from the Dunn & Bradstreet database and included 50 states and the District of Columbia. Businesses were chosen based on SIC codes (all SIC Codes 01-99 EXCLUDING 91-97 and 43) and number of employees (15-500). A total of 6,000 records were purchased and 4,933 were called.

Respondents

Interviewers requested to speak to "the person in charge of outgoing mail operations."

Eligibility Screening

Companies were asked to participate in the interview if they answered affirmatively to the following screening question:

In a typical month, does your company have at least one mailing of 500 letters or more that you send by First-Class Mail?

- 01 YES
- 02 NO
- 99 DON'T KNOW

Survey Administration

Interviewers called companies during business hours from Dec 1, 2010 to Dec. 21 and January 6.

Call Results

A total of 225 surveys were marked as completed. A total of 4,933 businesses were called and 3,805 businesses were contacted. The calling results for those are shown in Table 1.

Table 1. Business Mail Survey Results	
Contacts	
Complete	225
Partial	10
Refused	1,358
Call back	453
Out of sample (Answered 'No' to screening question)	1,744
No eligible respondent	4
Language	3
Cell phone	8
Total	3,805
Non-contacts	
Wrong number/out of service	387
Telephone answering machine	563
No answer/busy	117
Fax line/telecommunication problem	58
Other	3
Total	1,128
Total	4,933