

## **PREFACE**

### **Postal Service Library Reference USPS-LR-N2012-1/70**

#### **Other Recent Market Research Materials (Public)**

This Category 5 library reference (disassociated materials that no Postal Service witness sponsors) contains public information relating to market research conducted by the Postal Service, but abandoned prior to completion. Library reference USPS-LR-N2012-1/NP14 is the non-public counterpart to this library reference; it contains interim results that, because the research was abandoned, were never finalized. The research in question looked at volume, revenue and contribution changes expected were a wide range of initiatives the Postal Service has considered implemented simultaneously. See response to DFC/USPS-T12-9 (February 24, 2012).

#### **Purpose and Content**

USPS-LR-N2012-1/70 provides information relating to the conduct and results of the quantitative market research in two forms.

The first consists of the questionnaire forms used with various customer segments: Large Commercial Customers, Small and Home-Based Businesses, and Consumers. These consist of three pdf documents; the title of each reflects the customer segments with which it was used.

The second form of information in this library reference consists of a single document, the contract pursuant to which Opinion Research Corporation conducted qualitative and quantitative research to support Network Rationalization by the Postal Service.

Additional documents may be added to this library reference if additional public documents are identified.

#### **Predecessor Document(s)**

No predecessor documents exist for those provided in this library reference.