

Docket No. N2012-2

LIBRARY REFERENCE USPS-LR-N2012-2/4

Market Research Materials
RELATING TO THE TESTIMONY OF WITNESS DAY (USPS-T-1)

PREFACE

PURPOSE: USPS-LR-N2012-2/4 provides information relating to the results of the market research conducted by Opinion Research Corporation, International (ORC) to assess consumers' preferences for alternative Post Office options. This Category 2 library reference is associated with the testimony of, and sponsored by, witness Day (USPS-T-1).

PREDECESSOR DOCUMENT: None.

CONTENT: This library reference contains the questionnaire that was used to poll rural customers in a word document and the results of the questionnaire in two different forms contained in Excel spreadsheets.

- *Questionnaire-Final.doc* Questionnaire
- *Results_standard banners.xls* Results according to ORC standard demographics
- *Results_custom banner.xls* Results based on two attributes (using a cross-tabbing analysis of the questions): customer frequency of visiting a Post Office and preference for the five options tested