

Postal Service Options – Rural respondents
ORC # 3688085

This study was designed to be a population survey among U.S. adults residing in rural areas. The sample was stratified to ensure broad representation of the rural adult population. Quota targets were imposed for the following groups: gender, age, region, education and race. Self-administered interviews were collected online during the period February 15-22, 2012.

Respondents for the survey were adult (18 and older) members of the online survey panel used for Online CARAVAN who have been identified as living in rural areas. To ensure accurate reflection of postal customer preferences, all respondents were screened on whether they have responsibility for either collecting and sorting the household mail or buying stamps and mailing. To facilitate analysis, data was collected for respondent usage of postal services, including frequency of Post Office visits, purpose of visits, ownership of post office boxes, time of typical post office visits, etc.

The consumer panel utilized for this study is maintained by Research Now, a primary online sampling partner of ORC International. The panel, with an active U.S. membership in excess of 3,000,000 as of March 1, 2012, is used solely for market research purposes. It utilizes “closed” or “by-invitation-only” online panel recruitment methodology, a method of exclusively inviting pre-validated individuals or individuals who share known characteristics to enroll into our market research panels.

The panel employs a double opt-in process. After receiving a personalized e-mail invitation to join the program, individuals must opt-in and agree to provide truthful and well-considered answers to online market research surveys. After the first opt-in during the enrollment process, the individual is sent a follow-up e-mail confirmation that requests him/her to click on a link to validate opt-in. After a member has double opted-in, he/she is sent a follow-up e-mail that provides them access to their member account. Once a member has completed the double opt-in process, they are then eligible to begin receiving survey invitations.

New panelists complete a panel registration form, providing their personal information (such as name, e-mail address, etc.), and then complete a registration survey. Research Now requires a valid and unique e-mail address in order for panelists to receive surveys. Also, physical addresses provided by panelists in the U.S. are verified against government postal information and uses third party ID Validation to confirm profiles to ensure members do not give incongruous answers in enrollment (e.g., an 18-year-old physician.)