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The Household Diary Study

Mail Use & Attitudes in FY 2011

UNITED STATES POSTAL SERVICE®

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Table of Contents

E **Executive Summary** **1**

Background 1
Overview1
Mail Markets 1

1 **Chapter 1: Introduction – Volumes & Trends** **5**

The Survey 5
U.S. Postal Service Volumes 5
Mail Flows 10
Household Mail 10
Classes and Markets 11
Report Organization 12

2 **Chapter 2: Profile of Mail Usage** **13**

Introduction 13
Mail Volume and Demographics 13
Characteristics of Higher- and Lower-Volume Households 14
Demographic Characteristics of U.S. Households 15
Use of the Post Office 18

3 **Chapter 3: Correspondence** **21**

Introduction 21
Correspondence Mail Volume 21
Correspondence Mail and Household Characteristics 21
Personal Correspondence 24
Business Correspondence 27

4 **Chapter 4: Transactions** **29**

Introduction 29
Transactions Mail Volume 29
Transactions Mail and Household Characteristics 30
Bill Payment 32
Bills and Statements Received 36

5 **Chapter 5: Advertising Mail** **39**

Introduction 39
The Advertising Market 39
Advertising Mail Volumes 40
Advertising Mail and Household Characteristics 41
Senders of Advertising Mail 43
Attitudes toward Advertising 44
Effectiveness of Advertising Mail 46

6 **Chapter 6: Periodicals** **47**

Introduction 47
The Periodicals Market 47
Advertising's Impact on Periodicals 48
Household Periodicals Volume 48
Periodicals Mail and Household Characteristics 50
Subscription Type 52
Volume Drivers 53

7 **Chapter 7: Packages** **55**

Introduction 55
The Package Market 55
Postal Service Package Volume 57
Packages and Household Characteristics 58
Household Package Contents 61

A **Appendix A: Comparative Tables 1987, 2010, and 2011**

Concordance
A1. Total Mail Overview
A2. First-Class Mail
A3. Standard Mail (A)
A4. Direct Mail Advertising
A5. Periodicals
A6. Packages & Expedited (This section has been redacted)
A7. Electronic Communications
A8. Annual Trends

B **Appendix B: Methodology**

Study Design and Methodology
Sample Design
Data Collection Method
Data Processing
Sample Demographic Profile
Data Weighting and Expansion

C **Appendix C: Survey Instruments**

C1. Recruitment Questionnaire
C2. Diary Package
Advance Letter
Diary Package Cover Letter
Instruction Booklet
Photo Quick Start
Question Booklet
Answer Booklet
Daily Envelope
Gift Selection Form
"I'm Done. . . ." Card

List of Tables and Figures

E **Executive Summary** **1**

Table E.1: Mail Received and Sent by Households 1
Table E.2: Household Mail Volume Received and Sent by Market Served 2
Table E.3: Advertising by Mail Class 2
Table E.4: Periodical Type Received 2
Table E.5: Packages Received and Sent via the U.S. Postal Service 3

1 **Chapter 1: Introduction – Volumes & Trends** **5**

Table 1.1: Total Mail Volume: FY 2009, 2010, and 2011 6
Table 1.2: Total Mail: Revenue, Pieces, and Weight by Shape, FY 2011 7
Table 1.3: Total Mail: Revenue and Weight per Piece by Shape, FY 2011 9
Table 1.4a: Total Domestic Mail Flows 10
Table 1.4b: Total Domestic Mail Flows 10
Table 1.4c: Domestic Mail Flows per Household per Week 10
Table 1.5: Mail Received and Sent by Households 10
Table 1.6: Pieces Received and Sent per Household 11
Table 1.7: Mail Received and Sent by Households 11

2 **Chapter 2: Profile of Mail Usage** **13**

Table 2.1: Mail Volume and Demographics Average Annual Growth, 1981-2011 13
Table 2.2: Characteristics of Higher- and Lower-Mail-Volume Households 15
Table 2.3: Education of Higher- and Lower-Mail-Volume Households 15
Table 2.4: Households by Income and Education 16
Table 2.5: Households by Income and Age 16
Table 2.6: Households by Size 16
Table 2.7: Households by Number of Adults 17
Table 2.8: Households by Type of Internet Access 17
Figure 2.1a: Internet Access by Income and Type 17
Figure 2.1b: Internet Access by Age and Type 18
Figure 2.2: Broadband Subscribers 18
Figure 2.3: Household Visits to Post Office in Past Month 19

3 **Chapter 3: Correspondence** **21**

Table 3.1: First-Class Correspondence Mail Sent and Received by Sector 21
Table 3.2: Correspondence Mail Received by Income and Education 22
Table 3.3: Correspondence Mail Sent by Income and Education 22
Table 3.4: Correspondence Mail Received by Income and Age 22
Table 3.5: Correspondence Mail Sent by Income and Age 23
Table 3.6: Correspondence Mail Received and Sent by Household Size 23
Table 3.7: Correspondence Mail Received and Sent by Number of Adults in Household 23
Table 3.8: Correspondence Mail Received and Sent by Type of Internet Access 23
Table 3.9: Income and Education by Type of Internet Access 23
Table 3.10: Personal Correspondence Sent and Received 24

Figure 3.1: Personal Correspondence Sent by Income Group 25
Figure 3.2: Personal Correspondence Sent by Age Cohort 25
Figure 3.3: Holiday Greetings Received by Age and Income, FY 2009, 2010, and 2011 26
Table 3.11: Personal Correspondence by Type of Internet Access 26
Table 3.12: Business Correspondence Type (Sent and Received) by Sector (Millions of Pieces) 27

4 **Chapter 4: Transactions** **29**

Table 4.1: Transactions Mail Sent and Received 29
Table 4.1: Transactions Mail Sent and Received (cont.) 30
Table 4.2: Transactions Mail Received by Income and Education 30
Table 4.3: Transactions Mail Sent by Income and Education 31
Table 4.4: Transactions Mail Received by Income and Age 31
Table 4.5: Transactions Mail Sent by Income and Age 31
Table 4.6: Transactions Mail Received and Sent by Household Size 31
Table 4.7: Transactions Mail Received and Sent by Number of Adults in Household 32
Table 4.8: Transactions Mail Received and Sent by Internet Access 32
Table 4.9: Income and Education by Type of Internet Access 32
Table 4.10: Bill Payment by Method, FY 2009, 2010, and 2011 33
Figure 4.1: Monthly Average Household Bill Payment by Method 33
Figure 4.2: Average Monthly Automatic Deductions per Household 34
Table 4.11: Types of Bills Paid by Mail 34
Figure 4.3: Average Bills Paid per Month by Income and Age 35
Figure 4.4: Bill Payment Method by Age 35
Table 4.12: Bill and Statement Volumes by Industry 36
Table 4.13: Average Monthly Bills and Statements Received by Method 37

5 **Chapter 5: Advertising Mail** **39**

Table 5.1: U.S. Advertising Spending Growth by Medium, 2009-2011 39
Figure 5.1: Direct Mail as a Share of Total Advertising, 1990-2011 39
Table 5.2: Advertising Mail by Mail Classification 40
Table 5.3: Advertising Mail by Mail Classification 41
Table 5.4: Advertising Mail Received by Income and Education 41
Table 5.5: Advertising Mail Received by Income and Age 42
Table 5.6: Advertising Mail Received by Size of Household 42
Table 5.7: Advertising Mail Received by Number of Adults 42
Table 5.8: Advertising Mail Received by Internet Access 43
Table 5.9: Income and Education by Type of Internet Access 43
Figure 5.2: Advertising Volumes for First-Class and Standard Mail Advertising by Sender Type 43
Figure 5.3: Advertising Mail Behavioral Trends, FY 1987, 2009, 2010, and 2011 44
Figure 5.4: Treatment of Standard Mail by Type 44
Figure 5.5: Treatment of Standard Advertising Mail by Number of Standard Mail Pieces Received per Week 45
Table 5.10: Intended Response to Advertising Mail by Class 46
Figure 5.6: Weekly Number of Intended Responses by Income 46

6 **Chapter 6: Periodicals** **47**

Figure 6.1: Periodicals Mail Volume per Person, 1971-2011 47
Figure 6.2: Real Per-Capita Magazine Advertising Spending, 1980-2011 48
Table 6.1: Periodical Type by Year 49
Figure 6.3: Newspaper Circulation, 1970-2009* 49
Figure 6.4: Daily Newspaper Readership, 1987-2011 50
Table 6.2: Periodicals by Income and Education 50
Table 6.3: Periodicals by Income and Age 51
Table 6.4: Periodicals by Size of Household 51
Table 6.5: Periodicals by Number of Adults in Household 51
Table 6.6: Periodicals by Type of Internet Access 51
Table 6.7: Income and Education by Type of Internet Access 51
Figure 6.5: Subscription Type by Year 52
Table 6.8: Periodicals by Sender Type 52
Figure 6.6: Number of Periodicals Received per Week by Households by Income Group 53

7 **Chapter 7: Packages** **55**

Table 7.1: Total Package Market Volume Growth 56
Figure 7.1: Package Delivery Market Segment Share 56
Table 7.2: Postal Service Sent and Received Packages, FY 2009, 2010, and 2011 57
Figure 7.2: Postal Service Sent and Received Packages by Household Income 58
Table 7.3: Postal Service Received Packages by Income and Age 58
Table 7.4: Postal Service Sent Packages by Income and Age 58
Table 7.5: Postal Service Received Packages by Income and Education 59
Table 7.6: Postal Service Sent Packages by Income and Education 59
Table 7.7: Postal Service Received and Sent Packages by Size of Household 60
Table 7.8: Postal Service Received and Sent Packages by Number of Adults in Household 60
Table 7.9: Received and Sent Packages by Household Internet Access 60
Table 7.10: Income and Education by Type of Internet Access 60
Table 7.11: Contents of Postal Service Sent and Received Packages 61

Executive Summary

This report documents the findings of the United States Postal Service's Household Diary Study (HDS) for Fiscal Year (FY) 2011. The three main study purposes are to:

- Measure the mail sent and received by U.S. households,
- Provide a means to track household mail trends over time, and
- Make comparisons of mail use between different types of households.

The report examines these trends in the context of changes and developments in the wider markets for communications and package delivery.

Background

The Household Diary Study survey, fielded continuously since 1987, aims to collect information on household use of the mail and how that use changes over time. The survey collects household information on demographics, lifestyle, attitudes toward mail and advertising, bill payment behavior, and use of the Internet and other information technologies.

The FY 2011 report covers Government Fiscal Year 2011, with comparisons to 2009, 2010, and other years, as appropriate.

The Household Diary Study collects information on household mail use and provides a look at how that use changes over time.

Overview

In 2011, U.S. households received 127.5 billion pieces of mail, and sent 16.1 billion, as seen in Table E.1. Mail sent or received by households constituted 83 percent of total mail in FY 2011. Fifty-seven percent of the mail households received was sent Standard Mail. Only three percent of household mail was sent between households; the rest was sent between households and non-households.

Table E.1:
Mail Received and Sent by Households
(Billions of Pieces)

Mail Classification	Received	Sent
First-Class Mail	47.8	15.6
Standard Regular Mail	60.3	—
Standard Nonprofit Mail	12.0	—
Periodicals	5.4	—
Package & Shipping Services	2.1	0.5
Total	**127.5**	**16.1**
Household to Household	4.6	
Total Mail Received and Sent by Households	139.1	
FY 2010 RPW Total *	167.9	
Non-household to Non-household Residual	28.8	
Unaddressed	1.1	—

Source: HDS Diary Sample, FY 2011.
Note: Totals may not sum due to rounding.
** Includes First-Class and Standard Mail packages.*

Mail Markets

The Household Diary Study examines mail by the markets it serves. This design cuts across classes, but provides a foundation for understanding mail flows and the marketplace changes that affect them. Table E.2 shows the volume of household mail by market for 2009 through 2011.

Thirty-five percent of household mail contains correspondence and transactions, down from 36 percent in 2010. In terms of volume, total correspondence fell 3.3 percent compared to 2010. However, longer-term trends show that, over the past several years, correspondence fell more significantly. For example, since 2002, correspondence fell 33 percent. In part, the decline in correspondence is a continuation of long-term trends, but it is also strongly related to changing demographics and new technologies. Younger households send and receive fewer pieces of correspondence mail because they tend to be early adaptors of new and faster communication media such as e-mails, social networking, and smart phones.

Table E.2:
Household Mail Volume Received and Sent by Market Served
(Billions of Pieces)

Market	2009	2010	2011
Correspondence	13.2	12.9	12.6
Transactions	41.2	37.6	35.6
Advertising	85.1	83.5	85.0
Periodicals	6.0	5.5	5.4
Packages	3.7	3.6	4.0
Unclassified	3.6	4.7	3.9
Total	**145.0**	**141.2**	**139.1**

Source: HDS Diary Sample, FY 2008, 2009, and 2011.
Notes:
Correspondence and Transactions include 7.4 billion pieces of First-Class advertising-enclosed mail (excluded from totals).
Package volumes include ground packages and expedited, as well as 1.7 billion pieces of CD/DVD rentals.

For the first time, in 2011, more than 50 percent of all bills were paid electronically.

Electronic alternatives also affect transactions mail volume. Over time, automatic deduction and online bill pay account for a growing share of household bill payments. In fact, over the previous eight years, the percentage of bills paid by electronic methods increased from 17 percent in 2002 to 51 percent in 2011. In contrast, bills paid by mail decreased from 75 percent to 45 percent of total payments over the same period of time. This was the first time that more than half of bills were paid electronically.. In-person payments decreased from 8 percent in 2002 to 4 percent in 2011. Similarly, the Internet has contributed to some decline in the share of bills and statements households received through the mail. Bills and statements received online continue to grow at a fast pace, albeit from a relatively small base (in 2011 households received an average of 2.8 pieces of bills and statements online, compared to 14.4 pieces in the mail) .

Advertising mail represented well over half (61 percent) of all mail received by households in 2011. As shown in Table E.3, 85 percent of all advertising mail received by households is Standard Mail (72.3 billion pieces). The remainder consists of First-Class Mail; either stand-alone advertising (5.3 billion pieces), or secondary advertising that is sent along with other matter (7.4 billion pieces).

Over time, the data show a steady decline in the share of First-Class advertising mail, from 21 percent in 2002 to only 15 percent in 2011.

Table E.3:
Advertising by Mail Class

Mail Classification	Volume *(Billions)*	Percent of Total Advertising
First-Class Advertising	12.6	15%
Standard Regular Mail	60.3	71%
Standard Nonprofit Mail	12.0	14%
Total Advertising Mail	**85.0**	**100%**

Source: HDS Diary Sample, FY 2011.

As shown in Table E.4, households received 5.4 billion Periodicals via mail in 2011, less than in both 2009 and 2010. More than three-quarters of these were magazines. Newspapers are only 15 percent of total Periodicals, down from 35 percent in 1987. Contributors to the decline in newspaper volumes were lower circulation and readership levels, as well as a strong growth of the Internet as an alternative delivery method over the past decade.

Table E.4:
Periodical Type Received

Mail Classification	Volume *(Billions)*	Percent of Total Periodicals
Newspapers	0.8	14%
Magazines	4.1	77%
Unclassified	0.5	9%
Total Periodicals	**5.4**	**100%**

Source: Household Diary Study, FY 2011.

In 2011, households received 3.0 billion and sent 1.1 billion packages. Compared to 2010, total packages sent and received increased 13 percent, with most of the growth coming from First-Class packages. In general, delivery from mail order and Internet retailers is an important driver of package volume. While the HDS data is not designed to quantify this, there are indications that online auction sites (like eBay) are responsible for some of the recent increase in packages sent by households.

Table E.5:
Packages Received and Sent via the U.S. Postal Service
(Millions of Pieces)

Mail Classification	2011			
	Received		Sent	
	Number	Percent	Number	Percent
First-Class Mail	1,424	47%	969	87%
Expedited	374	12%	75	7%
Standard Mail	667	22%	—	—
Package & Shipping Services	546	18%	68	6%
Unclassified	2	0%	0	0%
Total Packages	**3,013**	**100%**	**1,112**	**100%**

Source: HDS Diary Sample, FY 2011.
Notes:
Totals may not sum due to rounding.
Expedited includes Priority Mail and Express Mail.
First-Class packages include 17 billion pieces of CD/DVD rentals sent to and received from Netflix, Blockbuster, etc., reported in First-Class Mail letters in Tables E.1, 1.5, and 1.6.

Chapter 1: Introduction – Volumes & Trends

The United States Postal Service Household Diary Study (HDS) Report documents the findings of the Fiscal Year (FY) 2011 study. The HDS measures the mail sent and received by U.S. households, tracks household mail trends, and compares mail use between different types of households.

> The Household Diary Study provides a means to track household mail trends over time.

The Survey

The Household Diary Study survey, fielded continuously since 1987, aims to collect information on household use of the mail and how that use changes over time. The survey collects household information on:

- Demographics,
- Attitudes toward mail and advertising,
- Bill payment behavior, and
- Use of the Internet and other information technologies.

These data are used for market research, forecasting, and strategic planning within the Postal Service.

The Survey Consists of Two Parts:
1) An **entry, or recruitment interview**, conducted by phone or Web, collects demographic and attitudinal information from about 8,500 households.
2) These households then receive a **mail diary**, which collects information on the mail the household sends and receives in a one-week period. Annually, about 5,200 households successfully complete the diary.

The data generated by these two instruments are the basis of the analysis in this report.

The HDS FY 2011 report covers the period from September 27, 2010, through September 25, 2011, roughly equivalent to the Government Fiscal Year (GFY) used by the Postal Service. Data from FY 2009 and FY 2010 are also reported on a GFY basis.

U.S. Postal Service Volumes

Serving a nation containing five percent of the world's population, according to the Universal Postal Union, the Postal Service delivers approximately 40 percent of the world's mail. The Postal Service delivered 167.9 billion pieces of mail in FY 2011—a decrease of 3.0 billion pieces, or 1.7 percent, from 2010.

Although the economic recession ended in June 2009, the sluggishness of the recovery that followed adversely affected mail volumes well into FY 2011. Additionally, the continuing migration of transaction and correspondence mail to the Internet and other electronic alternatives further exacerbated the decline in volumes.

Standard Mail volume, consisting mostly of advertising material, is strongly correlated to the health of the economy. Accordingly, in 2011, the slow recovery led to modest growth, as volumes rose only 2.6 percent over 2010 (about 2.2 billion pieces). Even so, the growth represented the first increase since 2007, and was an improvement over flat volumes in 2010 compared to 2009

In 2011, First-Class Mail volume fell 6.4 percent (about 5 billion pieces), continuing a long-term negative trend that began 2001. Ongoing diversion of correspondence and transaction mail to electronic alternatives and the weak economy were key contributors to the decline. First-Class Single-Piece letters and cards, impacted mostly by the growing use of online bill payments and emails, fell 10.7 percent from 2010 to 2011. Presort letters and cards (which include most of the advertising material that is sent First-Class) fell 3.7 percent from the combined impact of electronic diversion and a sluggish economy.

The Postal Service estimates the revenues, volumes, and weight of mail pieces going through the postal network by using a combination of statistical sampling systems, mailing statements, and accounting data. These data are published in the Revenue, Pieces, and Weight (RPW) Reports.

Table 1.1 presents the RPW volumes for FY 2011, along with data for FY 2010 and FY 2009.

Table 1.2 reports revenue, pieces, and weight data by class and shape for FY 2011.

- **The letters** column heading includes postcards and refers to pieces that are less than 11.5 inches wide by 6.125 inches tall and less than .25 inches thick.
- **Flats** consist of pieces that are greater than 11.5 inches wide, 6.125 inches tall, or .25 inches thick, but less than 12 by 15 by .75 inches.
- **Parcels** are pieces that are larger than 12 by 15 inches, or thicker than .75 inches.

Because of the difficulty involved in recording mail-piece characteristics in the Household Diary, these categories do not correspond precisely to the shape categories used by HDS respondents.

Table 1.3 is derived from Table 1.2 and shows the revenue per piece and weight per piece for each subclass of mail by shape.

Table 1.1:
Total Mail Volume: FY 2009, 2010, and 2011
(Billions of Pieces)

Mail Classification	2009	2010	2011
Mailing Services:			
First-Class Mail:			
Single-Piece Letters & Cards	31.6	28.9	25.8
Presort Letters & Cards	47.9	46.2	44.5
Flats	2.9	2.5	2.2
Parcels	0.6	0.6	0.6
Other*	0.8	0.3	0.3
Total First-Class Mail	**83.8**	**78.2**	**73.5**
Standard Mail:			
High Density & Saturation Letters	5.0	5.4	5.7
High Density & Saturation Flats & Parcels	11.8	11.4	11.4
Carrier Route	10.0	9.4	9.3
Letters	46.8	48.3	50.6
Flats	7.8	7.0	6.8
Not Flat-Machinables & Parcels	0.7	0.7	0.7
Other*	0.4	0.3	0.2
Total Standard Mail	**82.4**	**82.5**	**84.7**
Periodicals	**8.0**	**7.3**	**7.1**
Package Services	**0.7**	**0.7**	**0.7**
USPS and Free Mail	**0.5**	**0.5**	**0.5**
Total Mailing Services	**175.4**	**169.2**	**166.5**
Shipping Services	**1.4**	**1.5**	**1.5**
Total All Mail	**176.8**	**170.9**	**167.9**

Source: RPW Reports.
Note: Totals may not sum due to rounding.
** Other includes: Negotiated Service Agreements (NSAs), International Mail, Express Mail, and Fees (not reported by shape).*

Table 1.2:
Total Mail: Revenue, Pieces, and Weight by Shape, FY 2011

Mail Classification	Revenue (Millions of Dollars)				Pieces (Millions of Pieces)				Weight (Millions of Pounds)			
	Letters	Flats	Parcels	Total	Letters	Flats	Parcels	Total	Letters	Flats	Parcels	Total
Mailing Services:												
First-Class Mail:												
Single-Piece Letters & Cards	11,581	0	0	11,581	25,847	0	0	25,847	778	0	0	778
Presort Letters & Cards	15,488	0	0	15,488	44,494	0	0	44,494	2,233	0	0	2,233
Flats	27	2,787	0	2,814	20	2,211	0	2,231	6	449	0	455
Parcels	2	136	1,147	1,284	1	80	557	638	0	21	188	209
Total First-Class By Shape	**27,098**	**2,923**	**1,147**	**31,168**	**70,363**	**2,290**	**557**	**73,210**	**3,018**	**470**	**188**	**3,675**
Other*				1,011				310				51
Total First-Class Mail				**32,178**				**73,521**				**3,726**
Standard Mail:												
High Density & Saturation Letters	768	0	0	768	5,654	0	0	5,654	238	0	0	238
High Density & Saturation Flats & Parcels	73	1,808	0	1,881	506	10,918	1	11,425	23	2,121	0	2,144
Carrier Route	26	2,196	0	2,222	125	9,211	0	9,336	5	1,988	0	1,993
Letters	9,707	0	0	9,708	50,584	0	0	50,584	2,667	0	0	2,667
Flats	1	2,488	1	2,491	3	6,777	3	6,783	1	1,709	0	1,710
Not Flat-Machinables & Parcels	0	0	651	651	0	0	734	734	0	0	322	322
Total Standard By Shape	**10,575**	**6,492**	**652**	**17,720**	**56,872**	**26,906**	**738**	**84,516**	**2,933**	**5,818**	**322**	**9,074**
Other*				106				176				19
Total Standard Mail				**17,826**				**84,692**				**9,092**
Periodicals:												
Total Periodicals By Shape	**13**	**1,795**	**4**	**1,813**	**75**	**6,995**	**6**	**7,077**	**5**	**2,712**	**8**	**2,725**
Other*				8				0				0
Total Periodicals				**1,821**				**7,077**				**2,725**
Package Services												
Total Package Services By Shape	**0**	**236**	**1,342**	**1,578**	**0**	**263**	**412**	**675**	**0**	**381**	**1,403**	**1,784**
Other*				27				0				0
Total Package Services				**1,606**				**675**				**1,784**
USPS and Free Mail				**0**				**496**				**180**

Mail Classification	Revenue (Millions of Dollars)				Pieces (Millions of Pieces)				Weight (Millions of Pounds)			
	Letters	Flats	Parcels	Total	Letters	Flats	Parcels	Total	Letters	Flats	Parcels	Total
Total Mailing Services By Shape	**37,687**	**11,447**	**3,145**	**52,279**	**127,310**	**36,455**	**1,712**	**165,478**	**5,956**	**9,380**	**1,922**	**17,258**
Total Other*				1,153				983				249
Total Mailing Services				**53,432**				**166,461**				**17,507**
Shipping Services:												
Total Shipping Services By Shape	**72**	**881**	**5,249**	**6,203**	**15**	**175**	**905**	**1,095**	**1**	**141**	**2,591**	**2,733**
Total Other*				2,629				379				621
Total Shipping Services				**8,832**				**1,473**				**3,354**
Total All Mail				**62,263**				**167,934**				**20,860**
Total All Services**				**3,476**				**1,362**				**870**
Total All Mail & Services				**65,739**								

Source: RPW Reports.
Note: Totals may not sum due to rounding.
** Other includes: NSAs, International Mail, Express Mail and Fees (not reported by shape).*
*** All Services include Ancillary and Special Services.*

Table 1.3:
Total Mail: Revenue and Weight per Piece by Shape, FY 2011

Mail Classification	Revenue per Piece (Dollars)				Weight per Piece (Ounces)			
	Letters	Flats	Parcels	Total	Letters	Flats	Parcels	Total
Mailing Services:								
First-Class Mail:								
Single-Piece Letters & Cards	0.448			0.448	0.482			0.482
Presort Letters & Cards	0.348			0.348	0.803			0.803
Flats	1.346	1.261		1.261	4.991	3.250		3.266
Parcels		1.703	2.060	2.013		4.153	5.402	5.236
Total First-Class By Shape	**0.385**	**1.276**	**2.060**	**0.426**	**0.686**	**3.281**	**5.402**	**0.803**
Other*				3.256				2.607
Total First-Class Mail				**0.438**				**0.811**
Standard Mail:								
High Density & Saturation Letters	0.136			0.136	0.673			0.673
High Density & Saturation Flats & Parcels	0.144	0.166	0.485	0.165	0.718	3.108		3.003
Carrier Route	0.205	0.238	0.702	0.238	0.678	3.453	7.318	3.416
Letters	0.192			0.192	0.844			0.844
Flats	0.462	0.367	0.443	0.367	5.046	4.035	0.709	4.034
Not Flat-Machinables & Parcels			0.887	0.887			7.012	7.012
Total Standard By Shape	**0.186**	**0.241**	**0.885**	**0.210**	**0.825**	**3.460**	**6.990**	**1.718**
Other*				0.604				1.680
Total Standard Mail				**0.210**				**1.718**
Periodicals								
Total Periodicals By Shape	**0.176**	**0.257**	**0.653**	**0.256**	**1.112**	**6.203**	**20.795**	**6.162**
Other*								
Total Periodicals				**0.257**				**6.162**
Package Services								
Total Package Services By Shape	**0.000**	**0.897**	**3.259**	**2.338**	**0.000**	**23.112**	**54.535**	**42.275**
Other*								
Total Package Services				**2.378**				**42.275**
USPS and Free Mail				**0.000**				**4.841**
Total Mailing Services By Shape	**0.296**	**0.314**	**1.837**	**0.316**	**0.749**	**4.117**	**17.957**	**1.669**
Total Other*				1.172				4.047
Total Mailing Services				**0.321**				**1.683**
Shipping Services:								
Total Shipping Services By Shape	**4.913**	**5.045**	**5.797**	**5.666**	**1.193**	**12.887**	**45.782**	**39.934**
Total Other*				6.942				26.240
Total Shipping Services				**5.994**				**36.415**
Total All Mail				**0.371**				**1.987**

Source: RPW Reports.
Note: Totals may not sum due to rounding.
** Other includes: NSAs, International Mail, Express Mail, and Fees (not reported by shape).*

Mail Flows

Mail volume can be broken into four basic flows, based on origin and destination. These flows are:

1) Household to household,

2) Household to non-household,

3) Non-household to household, and

4) Non-household to non-household.

Table 1.4a shows the total mail in each flow, and Table 1.4b shows pieces per household per week.

Table 1.4a:
Total Domestic Mail Flows
(Billions of Pieces)

Sent By:	Received By:		
	Household	Non-household	Total Originating
Household	4.6	11.5	16.1
Non-household	123.0	28.8	151.8
Total Destinating	**127.5**	**40.4**	**167.9**

Source: HDS Diary Sample, FY 2011.
Note: Totals may not sum due to rounding.

Table 1.4b:
Total Domestic Mail Flows

Mail Flows	Billions of Pieces	Percent of Total Mail
Sent by Household	16.1	10%
Non-Household to Household	123.0	73%
Total Household Mail	**139.1**	**83%**
Non-Household to Non-Household	28.8	17%
Total Mail	**167.9**	**100%**

Table 1.4c:
Domestic Mail Flows per Household per Week

Sent By:	Received By:	
	Household	Non-household
Household	0.7	1.6
Non-household	19.9	N/A

Source: Household Diary Study, FY 2011.

Household Mail

As shown in Tables 1.4a and 1.4b, domestic mail to and from households constituted 83 percent of total mail volume in 2011, which equates to 22.5 pieces per week sent and received by U.S. households. Table 1.5 presents the volumes of mail sent and received by households as estimated from the HDS. The table shows the categories in which the households record their mail. Households received 127.5 billion pieces of mail and sent 15.6 billion. Both of these totals include the 4.76 billion pieces of mail that households sent to each other. The total mail received or sent by households in FY 2011 was 139.1 billion pieces.

Table 1.5:
Mail Received and Sent by Households
(Billions of Pieces)

Mail Classification	Received	Sent
First-Class Mail	47.8	15.6
Standard Regular Mail	60.3	-
Standard Nonprofit Mail	12.0	-
Periodicals	5.4	-
Packages & Shipping Services*	2.1	0.5
Total	**127.5**	**16.1**
Household to Household	4.6	
Total Mail Received and Sent by Households	139.1	
FY 2011 RPW Total	167.9	
Non-household to Non-household (Residual)	28.8	
Unaddressed	0.5	-

Source: HDS Diary Sample, FY 2011.
Note: Totals may not sum due to rounding.
** Includes First-Class and Standard Mail packages.*

Table 1.6 presents these data in two other forms, annual volumes per household and pieces per household per week. Many of the subsequent results in this report are presented in terms of pieces per household per week.

Table 1.6:
Pieces Received and Sent per Household

Classification	Annual Pieces per Household	Pieces per Household per Week
Mail Received		
First-Class Mail	402	7.7
Standard Regular Mail	508	9.8
Standard Nonprofit Mail	101	2.0
Periodicals	45	0.9
Packages*	14	0.3
Expedited	3	0.1
Total Mail Received	**1075**	**20.7**
Mail Sent		
First-Class Mail:	1	2.5
Packages*	2	0.0
Expedited	2	0.0
Total Mail Sent	**136**	**2.6**
Unaddressed	9	0.2

Source: HDS Diary Sample, FY 2011.
Note: Totals may not sum due to rounding.
** Includes First-Class and Standard Mail packages.*

Classes and Markets

- **First-Class Mail** is used to send transactional mail, correspondence, and advertising. Because it is limited to pieces weighing thirteen ounces or less, it primarily includes letters and cards.
- **Standard Mail** is advertising mail. For the most part, Standard Mail comprises letters and flats, although it contains a few postcards and packages as well.
- **Periodicals** are magazines and newspapers, and are predominantly flat-shaped.
- **Priority Mail** and **Express Mail** are expedited services for delivering correspondence, transactional mail, and merchandise. Priority and Express pieces can be of any shape except postcards.
- **Package Services** is used to deliver merchandise, books, catalogs, and media such as CDs and DVDs. Most of this mail is parcel-shaped.

Table 1.7 crosswalks between classes of mail and the markets they serve.

Table 1.7:
Mail Received and Sent by Households

Class	Market *(Billions of Pieces)*					
	Correspondence	Transactions	Advertising	Periodicals	Packages	Total
First-Class Mail	12.6	35.6	12.6	-	2.3	55.7
Standard Mail	-	-	72.4	-	0.7	73.0
Periodicals	-	-	-	5.4	-	5.4
Packages & Shipping Services	-	-	-	-	1.0	1.0
Total	**12.6**	**35.6**	**85.0**	**5.4**	**4.0**	**135.2**
Unclassified	**-**	**-**	**-**	**-**	**-**	**3.9**
Total Mail Received and Sent by Households	**-**	**-**	**-**	**-**	**-**	**139.1**

Source: HDS Diary Sample FY 2011.
Notes: Correspondence and Transactions include 7.4 billion pieces of secondary advertising mail also reported in Advertising Mail.
The "Total" column for each class does not include pieces that could not be identified according to markets (Unclassified).
First-Class Packages include 1.7 billion pieces of CD/DVD rentals sent to and received from Netflix, Blockbuster, etc., reported in First-Class Mail letters in Tables E.1, 1.5, and 1.6.

Report Organization

The rest of the Household Diary Study report is organized around the markets the mail serves. Each chapter contains an analysis of the trends in the HDS data, as well as a discussion of how those trends affect and are affected by changes in the broader market. The following provides an overview of each chapter.

Chapter 2: Profile of Mail Usage gives an analysis of household demographics. This chapter examines demographic trends over time and their impact on the mail, and discusses attributing factors, such as access to technology and changing attitudes.

Chapter 3: Correspondence examines mail that is used solely or primarily to deliver (non-sales-related) communications, such as letters and greeting cards. This chapter includes analysis of both personal and business correspondence.

Chapter 4: Transactions reviews financial transactions in the mail and the impact of new technologies on that market. It analyzes household bill payment trends with a focus on technological and demographic change.

Chapter 5: Advertising Mail presents the trends in mail used to deliver sales-related messages. It contains information on household attitudes towards advertising by various media, treatment of advertising mail, and demographic determinants of advertising mail receipt.

Chapter 6: Periodicals examines magazines and newspapers delivered in the mail. It looks at how changing demographics are affecting the market for periodicals, and what the implications are for future volume.

Chapter 7: Packages analyzes household use of various types of packages, and it discusses the household market for merchandise delivery.

In addition, there are three appendices to the report:

Appendix A contains a set of comparative tables for FY 1987, FY 2010, and FY 2011, organized by class of mail. A concordance is presented for comparison with pre-2000 reports.

Appendix B documents the study methodology and discusses how the data were collected, weighted, and adjusted, and compares demographic data in the sample to that of the population as a whole.

Appendix C contains the instruments used to administer the survey.

Chapter 2: Profile of Mail Usage

Introduction

This chapter provides information on demographic trends and other factors affecting mail volume, providing a basis for assessing mail volume growth. The breakouts introduced provide the basis for much of the analyses in subsequent chapters.

The first section looks at growth in mail volume, population, households, and delivery points over recent decades. The next section examines the demographic characteristics of mail users, contrasting higher-mail-volume households with lower-volume households. The third section details the emerging demographic and technological trends that will affect the future of mail. The last section examines some of the factors affecting the use of post offices and mailboxes.

Mail Volume and Demographics

Total U.S. mail volume grew from 110 billion pieces in 1981 to 168 billion in 2011, an increase of 52 percent. This growth outpaced the rate of population growth and household formation. Over the same period, according to the U.S. Census Bureau, the adult population grew 33 percent and households grew about 44 percent. The number of places to which the Postal Service delivers increased still faster, growing by 55 percent (see the USPS annual reports). As Table 2.1 shows, however, volume decreased by an average of two percent per year over the last ten years (due to large declines from 2007 onward), while U.S. population growth, household formation, and delivery points increased by an average of one percent per year. With falling revenues and rising costs, the Postal Service suffered significant financial losses towards the end of the decade.

Total U.S. mail volume decreased by an average of two percent per year between 2001 and 2011, while population and household formation increased by an average of one percent per year.

The 1980s was a time of extraordinary mail volume growth that began in 1978 and continued through 1988. In 1984, mail volume grew more than ten percent. During this period, technology facilitated this growth. Construction of computerized databases and techniques for sorting large amounts of data created a fertile climate for direct mail marketing. Computerization of financial systems encouraged billing by mail and payments through the mail. These innovations in business processes were further encouraged by the expansion of postal rate discounts.

The Postal Service introduced work-sharing discounts, encouraging mailers to prepare the mail in ways that reduce the total system cost of creating and delivering the mail. Mailers could take advantage of these discounts by sorting the mail in advance. The Postal Service would receive the mail presorted to the individual ZIP codes and/or to the carrier routes associated with those ZIP codes.

In the late 1980s and early 1990s, mail volume growth barely kept pace with household growth. The demand for mail was hurt by a recession and two very large rate increases. This was also a period in which the Postal Service absorbed substantial costs that were reapportioned from the Federal government's retirement programs.

Table 2.1:
Mail Volume and Demographics
Average Annual Growth, 1981-2011

	1981-1990	1991-2000	2001-2011
Total Mail Volume	4.6%	2.3%	-2.1%
Delivery Points	1.7%	1.5%	1.0%
Adult Population	1.5%	1.3%	1.2%
Households	1.4%	0.9%	0.9%

Source: U.S. Postal Service, U.S. Census Bureau.

The latter half of the 1990s saw rapid growth in mail volume, spurred by a strong economy and rates that increased by less than inflation. The Postal Service also realigned the incentives built into its price structure. It reduced the incentives mailers had for presorting mail and encouraged them to prebarcode their mail. By 2002, the majority of letters the Postal Service received had qualifying barcodes on them. This restructuring of the rates took advantage of the extensive automation of mail preparation and sorting that occurred in the previous decade.

During the 1990s, the U.S. economy rapidly embraced information technology and integrated the Internet into its business processes. An economic recession followed that began in March 2001. The 2001 terrorist attacks on the World Trade Center and the Pentagon led to large-scale disruptions of those mail services dependent on air transport, such as First-Class, Priority, and Express Mail. When air service was restored, Priority Mail was no longer allowed on commercial passenger flights. Soon afterwards, lethal anthrax was sent through the mail, which resulted in five deaths and a number of serious injuries. These terrorist attacks, combined with the economic recession, caused mail volume to decline 2.2 percent in 2002, which was, at the time, the largest annual decline since World War II. In 2003, Standard Mail volume recovered to a new high, but total First-Class volume continued to decline. Work-shared First-Class Mail fell for the first time ever. Since 2003, Standard Mail volume grew along with the economy, reaching new highs and exceeding First-Class Mail for the first time in 2005. Total First-Class volume, on the other hand, continued to decline, in part due to the diversion of bills and statements to electronic alternatives and the lower-cost Standard Mail option as an alternative to First-Class advertising.

The economic recession that began in December 2007 and ended in June 2009 had a severe impact on the mail. Total mail volume plunged 12.7 percent in 2009—the largest decline since the Great Depression. In July 2009, the recession was officially over but was followed by a slow recovery that continued through the end of 2011, resulting in a five percent cumulative decline in total mail volume since 2009. Though slow, the recovery did stimulate a three percent increase in Standard Mail between 2009 and 2011—a marked improvement from a 20 percent decline during the recessionary period. Continuing electronic diversion and a weak economy, however, brought about significant losses in First-Class Mail. Between 2009 and 2011, volume fell 12 percent—a rate of decline similar to the severe decline experienced during the recession (13 percent).

Between 2001 and 2011, total mail volume fell 19 percent, and First-Class volume fell 29 percent. During the same time period, both the adult population and households increased nine percent and the Postal Service added ten percent more delivery points to its network.

Continued growth in delivery points has become an ongoing source of pressure on postal costs.

The Postal Service depends on mail volume growth to fund universal service. The number of addresses the delivery network serves increases as the number of American businesses and households increases. When mail volume falls, as was the case between 2001 and 2011 the Postal Service's ability to fund delivery service is hampered because the Postal Service charges its customers for piece volume but does not assess connect charges, access fees, or system fees, like many other network enterprises.

Characteristics of Higher- and Lower-Volume Households

Tables 2.2 and 2.3 show the demographic characteristics of households by the amount of mail received. It is apparent that household mail use is strongly correlated with both income and education. Note, however, the similar correlation between mail receipt and Internet access, which is also related to income and education. Therefore, households that make the most use of the mail are the households with the greatest opportunity to use alternatives to the mail.

These high-volume households are taking advantage of the opportunity to move away from the mail. Households that receive 30 or more pieces of mail each week pay an average of 35 percent of their bills online, up from 30 percent in 2009 and 33 percent in 2010. In comparison, households that receive less than 30 pieces of mail each week paid an average of 30 percent of their bills online. However, the percentage of online bill payments has also increased among these lower-volume households over time—up from 27 percent in 2009 and 28 percent in 2010.

Table 2.2:
Characteristics of Higher- and Lower-Mail-Volume Households

Mail Received *(Pieces per Household per week)*	Households *(Millions)*	Median Annual Household Income	Households w/ Internet Access *(Percent)*	Annual Bills Paid *(Pieces per Household per week)*	Annual Bills Paid by Internet *(Percent)*	Mail Sent *(Pieces per Household per week)*
45 or more	8.6	$111,854	95%	177	36%	4.7
36-44	11.6	$84,035	92%	160	35%	3.5
30-35	11.5	$79,817	92%	155	35%	3.0
24-29	18.4	$72,695	87%	150	32%	2.7
18-23	23.3	$56,475	81%	135	31%	2.2
12-17	20.6	$42,932	78%	116	30%	1.7
Less than 12	24.6	$22,111	70%	92	29%	0.9
Total	**118.7**	**$57,722**	**82%**	**132**	**32%**	**2.3**

Source: HDS Diary Sample, FY 2011.
Note: Mail received includes USPS and Non-USPS mail.

Table 2.3:
Education of Higher- and Lower-Mail-Volume Households

Mail Received *(Pieces per Household per week)*	Households *(Millions)*	Educational Attainment of Head of Household			
		Less than High School	High School Graduate	Some College or Technical School	College Graduate
45 or more	8.6	2%	17%	15%	66%
36-44	11.6	8%	23%	20%	48%
30-35	11.5	5%	25%	24%	46%
24-29	18.4	7%	26%	29%	38%
18-23	23.3	14%	31%	22%	33%
12-17	20.6	11%	35%	23%	30%
Less than 12	24.6	23%	33%	22%	21%
Total	**118.7**	**12%**	**29%**	**23%**	**36%**

Source: HDS Diary Sample, FY 2011.
Note: Percentages may not total 100 percent due to heads of households who did not answer the educational attainment question.
Mail received includes USPS and Non-USPS mail. Percentages in this table are row percentages.
Excludes households not receiving any mail delivery at their home address (using mailbox only).

Demographic Characteristics of U.S. Households

This section develops breakouts of households by demographic categories that influence the volume of mail sent and received. It looks at both traditional and newly emerging factors. The following chapters will show how mail volume varies with these household characteristics.

Income, Education, and Age

Traditionally, mail use was largely determined by household income, education, and age. As Table 2.4 shows, income and education are strongly correlated with each other, as expected.

The relationship between income and age, shown in Table 2.5, is somewhat more complicated. Up to retirement, household income and age are fairly closely related. After retirement, households earn substantially less; although by that point, mail behavior is pretty well set, and older households continue to receive similar amounts of advertising and periodicals, and pay similar amounts of bills, even though their income declines.

Table 2.4:
Households by Income and Education
(Percent of Households)

Household Income *(Thousands)*	Educational Attainment of Head of Household				Total
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under $35	25%	40%	21%	13%	100%
$35 to $65	11%	31%	29%	29%	100%
$65 to $100	7%	27%	22%	44%	100%
Over $100	1%	13%	18%	67%	100%
Don't know/ Refused	8%	26%	21%	43%	100%
Total	**12%**	**29%**	**23%**	**36%**	**100%**

Source: HDS Diary Sample, FY 2011.
Note: Totals may not sum due to rounding.

Table 2.5:
Households by Income and Age
(Percent of Households)

Household Income *(Thousands)*	Age of Head of Household				Total
	Under 35	35 to 54	Over 55	Don't Know/ Refused	
Under $35	22%	29%	49%	0%	100%
$35 to $65	24%	33%	43%	0%	100%
$65 to $100	24%	44%	32%	0%	100%
Over $100	14%	57%	28%	0%	100%
Don't know/ Refused	21%	34%	41%	4%	100%
Total	**22%**	**38%**	**39%**	**1%**	**100%**

Source: HDS Diary Sample, FY 2011.
Note: Totals may not sum due to rounding.

Household Size

The majority of U.S. households include either one or two adults, but households with three or more adults make up 18 percent of the total. Once considered the norm, nuclear families—two adults and at least one child—now account for only 20 percent of households (per the U.S. Census Bureau). The changing composition of households impacted the amount and kinds of mail sent and received by households over the past 20 years, generating more and different kinds of advertising mail, as well as affecting transaction mail trends (bills tend to be tied to households as much as to individuals).

Table 2.6:
Households by Size
(Millions of Households)

Household Size	
One person	24.8
Two	43.6
Three	21.1
Four	18.1
Five or more	11.1
Total	**118.7**

Source: HDS Diary Sample, FY 2011.
Note: Total may not sum due to rounding.

Table 2.7:
Households by Number of Adults
(Millions of Households)

Number of Adults	
One	27.5
Two	70.4
Three or more	20.9
Total	**118.7**

Source: HDS Diary Sample, FY 2011.
Note: Totals may not sum due to rounding.

Internet Access

Access to the Internet and use of new technologies, such as Broadband, have a large and growing impact on mail use. Bills, statements, and bill payments still represent a significant number of pieces sent and received by households. However, electronic activity in this area is diverting mail once used for these purposes. On the other hand, online shopping potentially adds packages and catalog delivery to the Postal Service mail stream.

Table 2.8 shows that 82 percent of households have Internet access and 76 percent have Broadband access. The highest levels of Internet and Broadband access are within households with incomes over $100,000 (97 and 94 percent, respectively), as seen in Figure 2.1a. In comparison, households with incomes below $35,000 are less likely to have access to the Internet and Broadband (59 and 57 percent, respectively). As shown in Figure 2.1b, age is also an important determinant of households having Internet access. Younger households (heads of households younger than 35 years old) are more likely to have access to both the Internet and Broadband (91 and 87 percent, respectively). Older households (heads of households older than 55 years of age), on the other hand, are less likely to have access to the Internet and Broadband (65 and 58 percent, respectively).

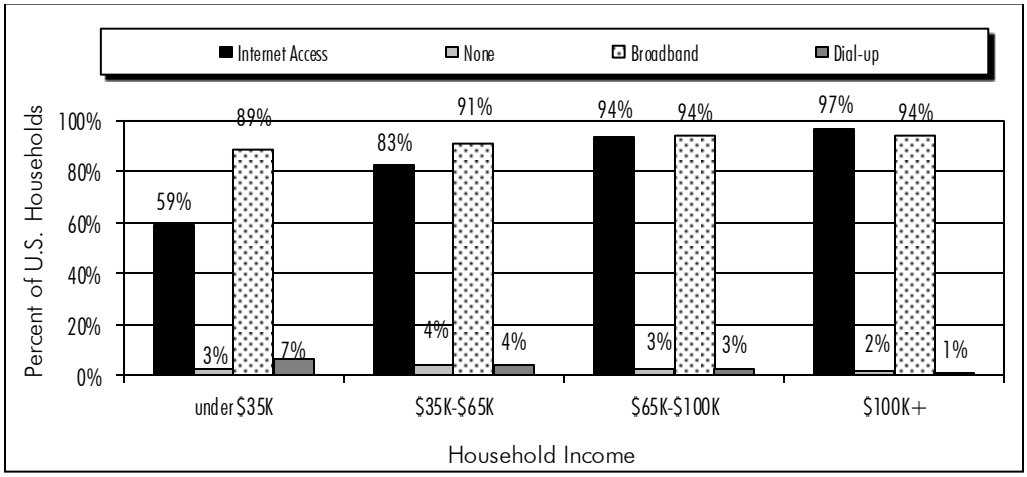
Table 2.8:
Households by Type of Internet Access
(Millions of Households)

Type of Internet Access	
Broadband	90.1
Dial-up	7.4
None	21.2
Total	**118.7**

Source: HDS Diary Sample, FY 2011.
Note: Totals may not sum due to rounding.

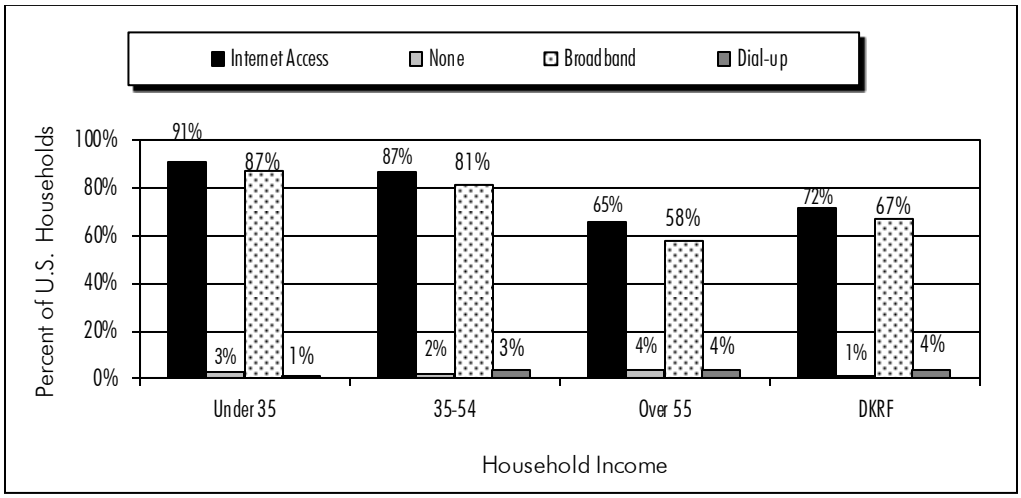
Figure 2.2 shows the trend in Broadband connections. The rapid growth of Broadband expands the potential scope of electronic diversion of the mail. The Internet's fast, always-on connection makes it a stronger alternative medium for the delivery of entertainment, information, and communication. As more households begin using Broadband, the more that bill payments, bill and statement presentment, periodicals, and even advertising mail, will be affected.

Figure 2.1a:
Internet Access by Income and Type



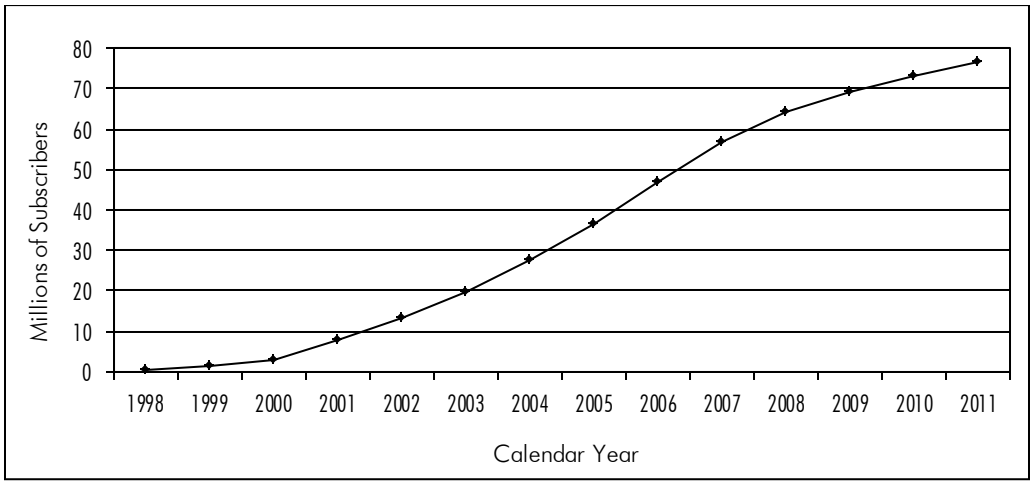
Source: HDS Recruitment Data, FY 2011.
Note: Sum of Internet Access and None does not equal 100 percent due to missing responses and access outside the home only. Sum of Broadband and Dial-up does not equal the 100 percent due to missing responses.

Figure 2.1b:
Internet Access by Age and Type



Source: HDS Recruitment Data, FY 2011.
Note: Sum of Internet Access and None does not equal 100 percent due to missing responses and access outside the home only. Sum of Broadband and Dial-up does not equal the 100 percent due to missing responses.

Figure 2.2:
Broadband Subscribers



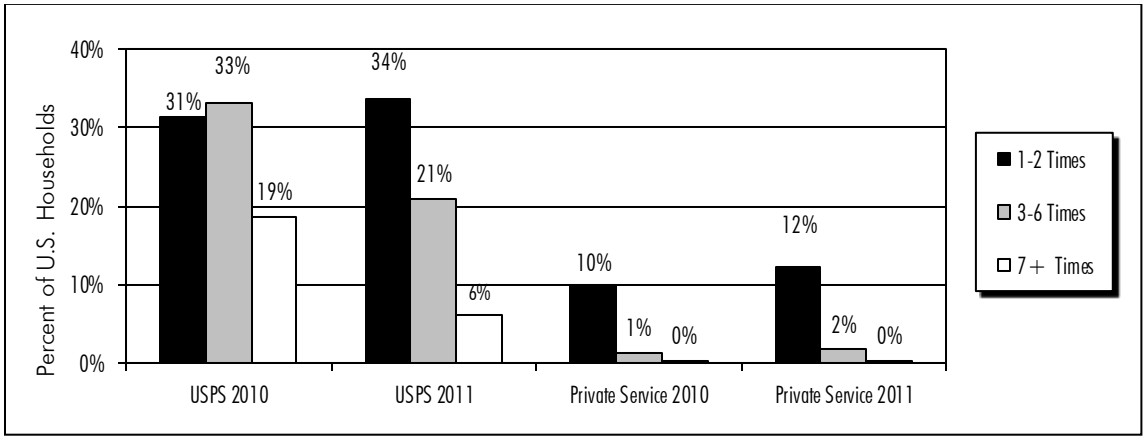
Source: Leichtman Research Group.

Use of the Post Office

The Postal Service currently owns and operates 35,756 post office locations throughout the U.S. As shown in Figure 2.3, in spite of a declining frequency of visits from the prior year, the use of post offices for mailing services continues to dominate the mail service industry. Over 60 percent of all U.S. households patronize a post office at least once a month, while just 14 percent visit a private mailing company. Over 27 percent of all households in the U.S. visit the post office three or more times a month. Even with the continued availability of mail-related products and services through alternative modes (such as Internet orders), in-person visits to postal facilities remain strong.

A rented mailbox is one alternative that households use to manage their mail. In 2011, 2.8 percent of all households in the U.S. rented mailboxes from the Postal Service, and 0.8 percent rented a box from a private company. Post office box use, however, declined in the past ten years, with 2.8 percent of U.S. households renting a post office box from the Postal Service in 2011, compared to 10 percent in 2001.

Figure 2.3:
Household Visits to Post Office in Past Month



Source: HDS Recruitment Data, FY 2010 and 2011.

Chapter 3: Correspondence

Introduction

This chapter examines correspondence mail among households and between households and businesses, including letters, greeting cards, invitations, and announcements. In several cases, this chapter, and several following it, examines comparisons in data between 2009 and 2011, providing an illustration of mail trends over time.

Correspondence Mail Volume

Total correspondence sent and received represents about ten percent of all household mail volumes, as shown in Table E.2. Table 3.1 provides a recent history of total correspondence volumes, showing a 4.4 percent decline from 2009 to 2011. Personal correspondence, which is essentially household to household mail, fell 16 percent from 2009 to 2011, continuing a declining long-term trend that started almost 25 years ago. In 1987, households reported receiving 1.6 pieces of personal correspondence each week. By 2011, personal correspondence received declined 56 percent, to just 0.7 pieces per household per week.

In large part, this decline stemmed from competition from an ever-changing landscape of communication technologies, such as affordable long-distance telephone service and, more recently, e-mail, social networking, and cellular communications—all of which provide an alternative to personal letters and business inquiries. Such advances in technological communications completely transformed the marketplace, and continue to have an impact on personal correspondence. It should be noted that the increases in household correspondence to and from non-households shown in Table 3.1 resulted from questionnaire improvements implemented in the 2011 survey. As a result, previously unclassified volumes were restated to more specific mail categories.

Correspondence Mail and Household Characteristics

The following tables break down correspondence mail sent and received by households using the demographic categories developed in Chapter 2.

Income, Education, and Age

Tables 3.2 and 3.3 on the following page show that both household income and educational attainment have a strong effect on correspondence sent and received by households. In most cases, the volume of correspondence sent and received by households with the highest income or the highest education is more than double the volume that is sent and received by households with the lowest income or the lowest education.

Table 3.1:
First-Class Correspondence Mail Sent and Received by Sector

Sector	Volume *(Millions of Pieces)*			Change, 2009-2011
	2009	2010	2011	
Household to household	5,225	4,959	4,387	-16.0%
Non-household to household	6,057	6,082	6,464	6.7%
Household to non-household	1,911	1,882	1,762	-7.8%
Total	**13,192**	**12,922**	**12,613**	**-4.4%**
Sector	**Pieces per Household per Week**			**Share of 2011 Total**
	2009	**2010**	**2011**	
Household to household	0.9	0.8	0.7	34.8%
Non-household to household	1.0	1.0	1.0	51.2%
Household to non-household	0.3	0.3	0.3	14.0%
Total	**2.2**	**2.1**	**2.0**	**100%**

Source: HDS Diary Sample, FY 2009, 2010, and 2011.
Notes: Totals may not sum due to rounding.
Increases in correspondence between households and non-households are due to 2011 questionnaires changes restating previously unclassified mail pieces.

Table 3.2:
Correspondence Mail Received by Income and Education
(Pieces per Household per Week)

Household Income *(Thousands)*	Educational Attainment of Head of Household				Average
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under $35	.8	1.3	1.3	1.4	**1.2**
$35 to $65	1.4	1.7	1.5	1.8	**1.6**
$65 to $100	1.1	1.5	1.6	2.3	**1.9**
Over $100	4.7	2.3	2.1	2.7	**2.5**
Average	**1.1**	**1.5**	**1.6**	**2.3**	**1.8**

Source: HDS Diary Sample, FY 2011.
Note: Excludes Don't Know/Refused.
**The large number is due to a very small sample size for this category.*

Table 3.3:
Correspondence Mail Sent by Income and Education
(Pieces per Household per Week)

Household Income *(Thousands)*	Educational Attainment of Head of Household				Average
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under $35	.2	.8	.7	.8	**.7**
$35 to $65	.6	.9	.9	1.1	**.9**
$65 to $100	1.3	.8	.9	1.4	**1.1**
Over $100	1.7	.9	1.1	1.6	**1.4**
Average	**.5**	**.8**	**.9**	**1.4**	**1.0**

Source: HDS Diary Sample, FY 2011.
Note: Excludes Don't Know/Refused.

Tables 3.4 and 3.5 show that age also has a significant effect on correspondence mail sent and received by households. Regardless of their income, in most cases, younger households both send and receive fewer pieces of correspondence mail. Young adults have traditionally sent and received less mail than older adults, but the advent of the Internet age widened the gap between these two age groups.

Table 3.4:
Correspondence Mail Received by Income and Age
(Pieces per Household per Week)

Household Income *(Thousands)*	Age of Head of Household			Average
	Under 34	35 to 54	Over 55	
Under $35	1.0	1.1	1.3	**1.2**
$35 to $65	1.4	1.3	2.0	**1.6**
$65 to $100	1.6	1.8	2.2	**1.9**
Over $100	2.3	2.6	2.5	**2.5**
Average	**1.4**	**1.8**	**1.9**	**1.8**

Source: HDS Diary Sample, FY 2011.

Table 3.5:
Correspondence Mail Sent by Income and Age
(Pieces per Household per Week)

Household Income *(Thousands)*	Age of Head of Household			Average
	Under 34	35 to 54	Over 55	
Under $35	.3	.6	.9	**.7**
$35 to $65	.8	.6	1.3	**.9**
$65 to $100	1.0	1.0	1.4	**1.1**
Over $100	.9	1.5	1.5	**1.4**
Average	**.7**	**1.0**	**1.2**	**1.0**

Source: HDS Diary Sample, FY 2011.

Household Size

As would be expected, household size has a positive effect on correspondence mail. Tables 3.6 and 3.7 show that the jump from one person to two is associated with a considerable increase in correspondence mail. Further increases in size can have varying effects. As shown in Table 3.7, these increases are generally because of the presence of an additional adult in the household.

Table 3.6:
Correspondence Mail Received and Sent by Household Size
(Pieces per Household per Week)

Household Size	Received	Sent
One person	1.1	.8
Two	1.8	1.1
Three	1.8	.9
Four	2.3	1.2
Five or more	2.0	1.0
Total	**1.8**	**1.0**

Source: HDS Diary Sample, FY 2011.

Table 3.7:
Correspondence Mail Received and Sent by Number of Adults in Household
(Pieces per Household per Week)

Number of Adults	Received	Sent
One	1.1	.7
Two	1.9	1.1
Three or more	2.0	1.1
Average	**1.8**	**1.0**

Source: HDS Diary Sample, FY 2011.

Internet Access

Table 3.8 shows that households with Internet access (Broadband and Dial-up) tend to send and receive more correspondence mail than households without such service. The explanation for this somewhat counterintuitive result is the high correlation among income, educational attainment, and the presence of an Internet connection in the home. As Table 3.9 shows, households with Internet access have a greater average income than households without a connection. Similarly, on average, households with Internet access have a higher level of education than those without access. In fact, these correlations could be a warning sign for mail, since more volume goes to households that are vulnerable to diversion.

Table 3.8:
Correspondence Mail Received and Sent by Type of Internet Access
(Pieces per Household per Week)

Type of Internet Access	Received	Sent
Broadband	1.8	1.0
Dial-up	1.7	1.1
None	1.3	.8
Average	**1.8**	**1.0**

Source: HDS Diary Sample, FY 2011.

Table 3.9:
Income and Education by Type of Internet Access

Type of Internet Access	Median Income	% w/ College Degree
Broadband	67,538	43%
Dial-up	51,080	27%
None	23,139	12%

Source: HDS Diary Sample, FY 2011.

Personal Correspondence

In FY 2011, personal correspondence accounted for an average of 0.7 pieces of mail per week, which is lower than in both 2009 and 2010. Table 3.10 shows the total volumes and average number of pieces by personal correspondence type.

The volume of personal letters continued to decline in 2011—a trend primarily driven by the adoption of the Internet as a preferred method of communication. Similarly, all other types of personal correspondence also fell because of the increasing availability of new electronic alternatives (such as e-cards, e-vites, smart phones, and social networks).

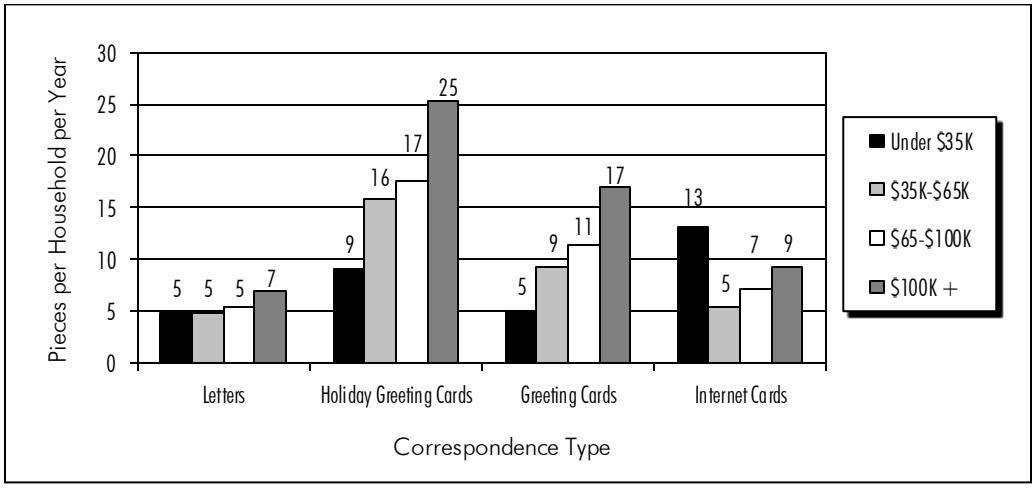
Each year, the rise of these new virtual technologies continues to change the way friends and family stay in touch. The weak economic recovery also contributed to the decline, as spending on cards and other correspondence-related products also decreased.

Table 3.10:
Personal Correspondence Sent and Received

Correspondence Type	Volume *(Millions of Pieces)*			Change, 2009-2011
	2009	2010	2011	
Personal Letters	956	850	644	-32.6%
Holiday Greeting Cards	1,959	2,073	1,945	-0.7%
Non-Holiday Greeting Cards	1,409	1,295	1,173	-16.7%
Invitations/Announcements	686	522	492	-28.2%
Other Personal	215	219	133	-38.0%
Total	**5,225**	**4,959**	**4,387**	**-16.0%**
Correspondence Type	**Pieces per Household per Week**			**Share of 2011 Total**
	2009	**2010**	**2011**	
Personal Letters	.2	.1	.1	14.7%
Holiday Greeting Cards	.3	.3	.3	44.3%
Non-Holiday Greeting Cards	.2	.2	.2	26.7%
Invitations / Announcements	.1	.1	.1	11.2%
Other Personal	.0	.0	.0	3.0%
Total	**.9**	**.8**	**.7**	**100.0%**

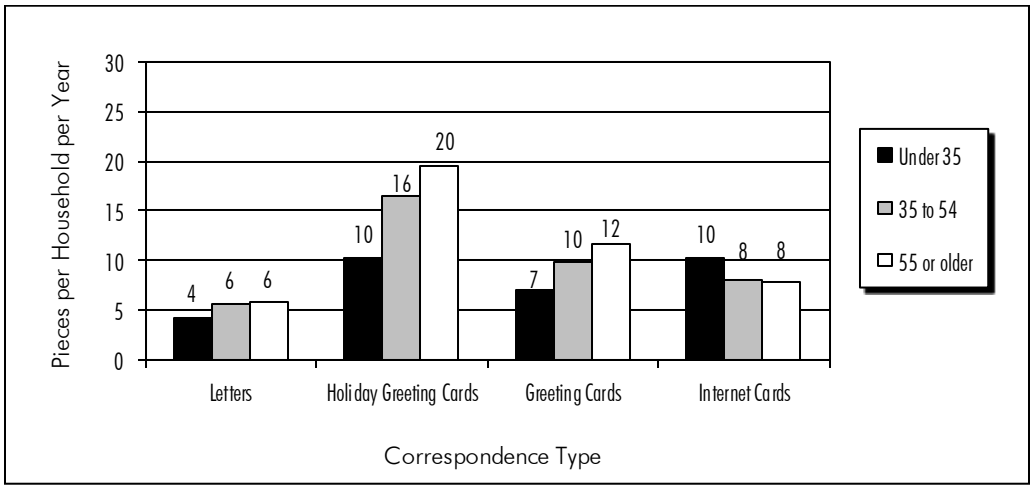
Source: HDS Diary Sample, FY 2009, 2010, and 2011.
Note: Totals may not sum due to rounding.

Figure 3.1:
Personal Correspondence Sent by Income Group
(Pieces per Household per Year)



Source: HDS Diary Sample, FY 2011.

Figure 3.2:
Personal Correspondence Sent by Age Cohort
(Pieces per Household per Year)



Source: HDS Diary Sample, FY 2011.

Figure 3.1 above shows the major personal correspondence types by income. Personal correspondence sent by households seems to follow a pattern of higher-income households being more likely to send letters, holiday cards, and non-holiday greeting cards than lower-income households.

The largest disparity between high- and low-income households is in the volume of holiday greeting cards sent. Households with incomes greater than 100,000 sent an average of 25 holiday greeting cards in FY 2011, compared to the nine cards sent by households with incomes lower than $35,000.

Internet card use is quickly growing to a level comparable to non-holiday greeting card mail. For household with incomes lower than $35,000, the high volume of internet cards sent (13 per household per year) is probably due to a greater adoption rate by the younger heads of households, who typically have lower incomes.

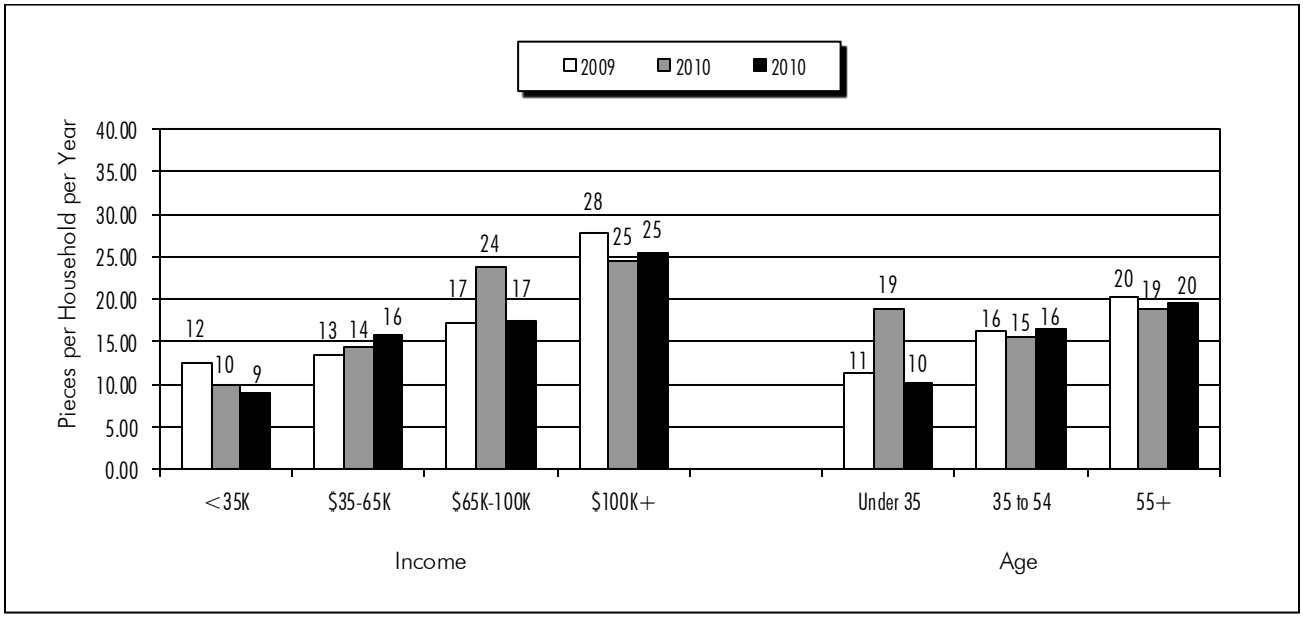
The number of letters and greeting cards sent also seems to follow a pattern where households in which the head of household is aged 55 or older, on average, send more greeting cards than younger heads of household sent—an average of six letters and 20 holiday greeting cards in 2011. Figure 3.2 illustrates this point. These households also sent an average of 12 non-holiday greeting cards.

In comparison, younger households (in which the head of household is aged 35 or younger) sent an average of four letters, ten holiday greeting cards, and seven non-holiday cards in FY 2011.

The relationship between holiday greeting cards received and income is shown in more detail in Figure 3.3. In FY 2011, as in prior years, higher-income households received the most holiday greeting cards. Households with incomes greater than $100,000 received 25 holiday greeting cards, while households with incomes lower than $35,000 received only nine holiday greeting cards in FY 2011.

When examined by age, the number of holiday greeting cards received is typically much greater for households where the head of household is older. In 2011, households where the head of household is aged 55 or older, on average, received 20 holiday greeting cards, while households where the head of household is younger (35 or younger) received only ten.

Figure 3.3:
Holiday Greetings Received by Age and Income, FY 2009, 2010, and 2011



Source: HDS Diary data, Diary Sample only, FY 2009, 2010, and 2011.

As shown in Table 3.11, households with Internet access (including both Broadband and Dial-up) receive more letters, holiday cards, and non-holiday greeting cards, compared to households without Internet access. As discussed earlier, households with Internet access, on average, have higher income and education levels (see Table 3.9) attributes that typically lead to a greater use of written correspondence.

Table 3.11:
Personal Correspondence by Type of Internet Access
(Pieces per Household per Week)

Correspondence Type	No Internet Access	Dial-up	Broadband
Personal Letters	.08	.07	.11
Holiday Greeting Cards	.29	.33	.32
Non-Holiday Greeting Cards	.16	.18	.19
Total	**.53**	**.59**	**.62**

Source: HDS Diary Sample FY 2011.

Business Correspondence

This section of the report provides data on correspondence types between households and businesses. In addition to correspondence mail, households and businesses exchange bill payments, statements, and advertising (discussed in Chapters 4 and 5). Table 3.12 outlines volumes by types of correspondence for 2009 through 2011. Correspondence received from the non-household sector accounts for about 50 percent of all correspondence sent and received by households (see Table 3.1).

Invitations and announcements represent 42 percent of business and government correspondence received by households. Announcements are also the main type of social correspondence households receive; in 2011 they represented almost 85 percent of all social mail received.

As noted earlier, the increases in correspondence over prior years (shown in Table 3.12) are due to questionnaire improvements implemented in 2011. As a result, previously unclassified mail pieces were placed in more specific categories, creating distortion in growth rates from prior years.

Table 3.12: Business Correspondence Type (Sent and Received) by Sector (Millions of Pieces)

Business Correspondence Type	2009	2010	2011	Change, 2009–2011
Business/Government/Social Received by Households				
Invitation/Announcement	1,934	1,781	2,003	3.6%
Holiday Greeting from Business	396	323	358	-9.6%
Other Business/Government	1,671	2,050	2,381	42.5%
Total Business/Government Received	**4,000**	**4,154**	**4,742**	**18.5%**
Announcement	1,382	1,375	1,241	-10.2%
Other Social	675	552	481	-28.8%
Total Social Received	**2,057**	**1,928**	**1,722**	**-16.3%**
Total Received	**6,057**	**6,082**	**6,464**	**6.7%**
Business/Government/Social Sent from Households				
Inquiry	404	408	79	-80.4%
Other Business/Government	1,146	1,101	1,373	19.8%
Total Business/Government Sent	**1,550**	**1,509**	**1,452**	**-6.3%**
Letter	61	86	40	-33.7%
Inquiry	58	52	2	-95.8%
Other Social	242	234	267	10.7%
Total Social Sent (Social includes social, political & nonprofit.)	**361**	**373**	**310**	**-14.0%**
Total Sent	**1,911**	**1,882**	**1,762**	**-7.8%**

Source: HDS Diary Sample, FY 2009, 2010, and 2011.
Notes: Totals may not sum due to rounding.
Increases in correspondence between households and non-households are due to 2011 survey questionnaire improvements which restated previously unclassified mail.

Chapter 4: Transactions

Introduction

This chapter examines the volumes and trends in transactions mail: the bills, statements, payments, donations, rebates, and orders sent and received by households. Information is presented on household bill payment trends, which is of particular interest, as the availability of electronic alternatives affects traditional transactions mail.

Transactions Mail Volume

Transactions sent and received constitute slightly more than 25 percent of all household mail volumes (as seen in Table E.2) and 62 percent of household First-Class Mail; as such, they are an important part of the mail stream. Although many businesses use electronic funds transfer (EFT) or other electronic technologies to settle transactions, households still receive and pay a majority of their recurring bills through the Postal Service. As the Internet and Broadband become more ubiquitous, however, the movement towards consumer Electronic Bill Presentment and Payment (EBPP) is expected to continue gaining momentum.

As Table 4.1 shows, the total transactions volume sent and received by households fell 13.7 percent between 2009 and 2011. All major transaction categories contributed to the decline (the increase in insurance related transactions is due to a restatement of previously unclassified mail). Electronic diversion continues to erode the volume of mail payments in favor of online payments, automatic deductions from bank accounts, and other electronic methods of bill payment. The availability of new payment alternatives, accompanied by an unprecedented economic downturn, resulted in a 22 percent decline in bills paid by mail between 2009 and 2011. The growth in non-mail methods of payments is also evident in Table 4.1, which shows that bills paid by mail are far fewer than total bills received (as discussed below, only 45 percent of all household bills were paid by mail in 2011).

Table 4.1: Transactions Mail Sent and Received

Transaction Type	Volume *(Millions of Pieces)*			Change, 2009–2011
	2009	2010	2011	
Business				
Bills	17,773	16,132	14,927	-16.0%
Bill Payments	8,580	8,088	6,707	-21.8%
Statements	7,279	6,375	5,618	-22.8%
Confirmations	1,461	1,285	1,275	-12.7%
Payments (to HH)	2,559	2,543	2,343	-8.4%
Orders	454	394	270	-40.5%
Rebates	175	161	140	-20.4%
Insurance Related	1,222	896	2,485	103.3%
Other Transactions	144	132	442	207.2%
Total Business	**39,648**	**36,006**	**34,207**	**-13.7%**
Social/Charitable				
Requests for Donation	617	657	674	9.3%
Donations	521	484	366	-29.8%
Bills	184	169	124	-32.6%
Confirmations	274	265	207	-24.7%
Total Social/Charitable	**1,596**	**1,575**	**1,370**	**-14.1%**
Total Transactions	**41,244**	**37,581**	**35,577**	**-13.7%**

Table 4.1: Transactions Mail Sent and Received (cont.)

Transaction Type	Pieces per Household per Week			Share 2011
	2009	2010	2011	
Business				
Bills	2.9	2.6	2.4	42.0%
Bill Payments	1.4	1.3	1.1	18.9%
Statements	1.2	1.0	0.9	15.8%
Confirmations	0.2	0.2	0.2	3.6%
Payments (to HH)	0.4	0.4	0.4	6.6%
Orders	0.1	0.1	0.0	0.8%
Rebates	0.0	0.0	0.0	0.4%
Insurance Related	0.2	0.1	0.4	7.0%
Other Transactions	0.0	0.0	0.1	1.2%
Total Business	**6.5**	**5.9**	**5.5**	**96.1%**
Social/Charitable				
Requests for Donation	0.1	0.1	0.1	1.9%
Donations	0.1	0.1	0.1	1.0%
Bills	0.0	0.0	0.0	0.3%
Confirmations	0.0	0.0	0.0	0.6%
Total Social/Charitable	**0.3**	**0.3**	**0.2**	**3.9%**
Total Transactions	**6.8**	**6.1**	**5.8**	**100.0%**

Source: HDS Diary Sample, FY 2009, 2010, and 2011.
Historical data was restated as a result of improvements to the 2011 survey questionnaires, which restated previously unclassified mail. The increase in the newly created insurance related category is also related to the changes to the questionnaires.

Transactions Mail and Household Characteristics

The following tables break down transactions mail sent and received by households based on the demographic categories introduced in Chapter 2.

Income, Education, and Age

As seen in Tables 4.2 and 4.3, household income and educational attainment influence the amount of transactions mail sent and received. In most cases, income has a much greater impact on transactions mail received than sent. The basis for this relationship is that higher-income households are more likely to be broadband households and more likely to pay bills through non-mail means. The tables also show that income has a greater impact on transactions mail than education. Better-educated households, on average, have more financial accounts, insurance policies, and credit cards—all generators of transactions mail volume.

Table 4.2:
Transactions Mail Received by Income and Education
(Pieces per Household per Week)

Household Income *(Thousands)*	Educational Attainment of Head of Household				Average
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under $35	2.4	3.1	2.9	3.1	2.9
$35 to $65	4.9	5.0	4.9	4.3	4.8
$65 to $100	5.3	5.5	5.7	5.2	5.4
Over $100	4.5	6.8	6.2	5.8	6.0
Average	**3.4**	**4.4**	**4.7**	**5.0**	**4.6**

Source: HDS Diary Sample, FY 2011.

Table 4.3:
Transactions Mail Sent by Income and Education
(Pieces per Household per Week)

Household Income *(Thousands)*	Educational Attainment of Head of Household				Average
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under $35	.7	.9	1.0	1.1	**.9**
$35 to $65	1.7	1.5	1.2	1.1	**1.3**
$65 to $100	3.0	1.6	1.0	1.1	**1.3**
Over $100	2.5	1.4	1.5	1.2	**1.3**
Average	**1.3**	**1.3**	**1.2**	**1.1**	**1.2**

Source: HDS Diary Sample, FY 2011.

Tables 4.4 and 4.5 show that age has a strong effect on transactions mail, independent of income. Across all income categories, younger households send and receive less transactions mail. In part, this is because such households are less likely to own their home and have fewer insurance policies, investments, and the like. However, it is also the case that these households are more active users of electronic alternatives to traditionally mail-based transactions. This is particularly evident for transactions mail sent (primarily bill payments) where households in which the head of household is aged 35 years or younger sent only about one-half and one-third as much mail as households where the head of household is 35 to 54 and over 55 years old, respectively.

> Across all income categories, younger households send and receive less transactions mail.

Table 4.4:
Transactions Mail Received by Income and Age
(Pieces per Household per Week)

Household Income *(Thousands)*	Age of Head of Household			Average
	Under 35	35 to 54	Over 55	
Under $35	2.0	2.8	3.3	**2.9**
$35 to $65	3.7	4.9	5.3	**4.8**
$65 to $100	4.2	5.5	6.2	**5.4**
Over $100	4.8	5.8	7.0	**6.0**
Average	**3.3**	**4.9**	**5.0**	**4.6**

Source: HDS Diary Sample, FY 2011.

Table 4.5:
Transactions Mail Sent by Income and Age
(Pieces per Household per Week)

Household Income *(Thousands)*	Age of Head of Household			Average
	Under 35	35 to 54	Over 55	
Under $35	.4	.6	1.2	**.9**
$35 to $65	.7	1.2	1.7	**1.3**
$65 to $100	.9	1.0	2.1	**1.3**
Over $100	.6	1.2	1.9	**1.3**
Average	**.6**	**1.0**	**1.6**	**1.2**

Source: HDS Diary Sample, FY 2011.

Household Size

In terms of household size, Table 4.6 shows that the increase from a one-person household to a two-person household adds 1.8 pieces of transactions mail per week received and 0.4 pieces per week sent, but a larger household size has little effect on volume.

Table 4.6:
Transactions Mail Received and Sent by Household Size
(Pieces per Household per Week)

Household Size	Received	Sent
One person	3.0	1.0
Two	4.8	1.4
Three	5.1	1.4
Four	5.4	.9
Five or more	4.9	.9
Average	**4.6**	**1.2**

Source: HDS Diary Sample, FY 2011.

For transactions mail received, Table 4.7 shows that one additional adult adds about 1.8 pieces (on

average) of mail received per week. However, one additional adult generates only 0.3 pieces of additional mail sent.

Table 4.7:
Transactions Mail Received and Sent
by Number of Adults in Household
(Pieces per Household per Week)

Number of Adults in Household	Received	Sent
One	3.0	.9
Two	4.8	1.2
Three or more	5.9	1.5
Average	**4.6**	**1.2**

Source: HDS Diary Sample, FY 2011.

Internet Access

Table 4.8 shows that households with Internet access (Broadband or Dial-up) receive more transactions mail than households without Internet service, even though having an Internet connection at home should make transactions more susceptible to electronic diversion. As shown in Table 4.9, this apparent contradiction is explained in large measure by the fact that household Internet access is strongly correlated with income and education.

Table 4.8 also shows that the number of transactions sent by households with Broadband is lower than both Dial-up users and households without any Internet access. Broadband's higher processing speeds provide a strong motivation for households to move financial transactions online or pay more for faster speeds, particularly when it relates to bill payments.

Table 4.8:
Transactions Mail Received and Sent by Internet Access
(Pieces per Household per Week)

Type of Internet Access	Received	Sent
Broadband	4.7	1.1
Dial-up	4.6	1.7
None	3.2	1.3
Average	**4.5**	**1.2**

Source: HDS Diary Sample, FY 2011.

Table 4.9:
Income and Education by Type of Internet Access

Type of Internet Access	Median Income	% w/ College Degree
Broadband	67,538	43%
Dial-up	51,080	27%
None	23,139	12%

Source: HDS Diary Sample, FY 2011.

Bill Payment

The total number of bills paid per month per household fell from 11.8 in 2009 to 11.3 in 2011, reflecting, at least in part, an increased amount of account consolidations and account closures resulting from 2011's weak economic conditions. Households use a variety of methods to pay bills. Historically, they have been paid in person, via phone, or by mail. In the past decade, emerging technologies provided additional bill payment options. The most important of these is electronic bill payment, which, for purposes of this chapter, includes payments made via Internet, automatic deductions from bank accounts, and automatic charges to credit cards.

The Household Diary Study measures bill payment by all of these methods.

Table 4.10 shows the percentage of households that pay bills by each method and the average number of bills paid per month by each method. About 79 percent of households paid at least one bill by mail. Alternatively, this implies that 21 percent of households no longer paid any of their bills by mail—the highest level reported so far. Other popular bill payment methods were online (used by 53 percent of households) and automatic deductions from bank accounts (55 percent of households). The average number of bills paid by mail per household was 5.0 per month, down 15 percent from 5.9 in 2009. In 2011, only 45 percent of all household payments were made by mail—the lowest share to date.

In 2011, households reported paying more monthly bills electronically (5.7) than by mail (5.0). Additionally, regarding total electronic payments, more payments were made online (3.6) than by all other electronic methods combined (2.2).

> In 2011, households reported paying more bills electronically than by mail.

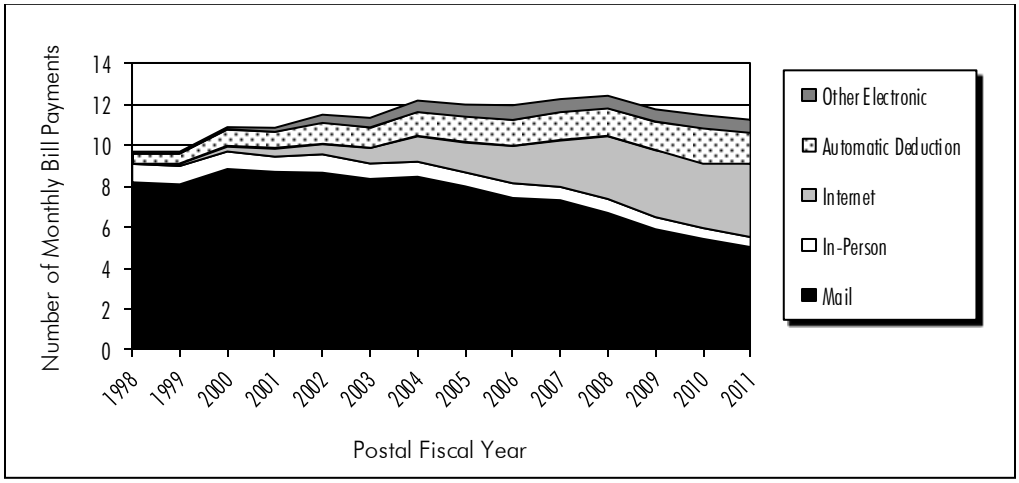
Table 4.10:
Bill Payment by Method, FY 2009, 2010, and 2011

Bill Payment Method	2009	2010	2011		
	Average Number of Bills Paid per Month	Average Number of Bills Paid per Month	Average Number of Bills Paid per Month	Share of Bills Paid	Percent of Households Using Method
Mail	5.9	5.4	5.0	44.7%	79.1%
Automatic Deduction	1.4	1.5	1.5	13.4%	51.2%
Internet	3.3	3.3	3.6	31.9%	55.2%
In-person	.6	.5	.5	4.4%	24.1%
Credit Card	.3	.4	.4	3.4%	18.7%
Telephone	.3	.3	.3	2.3%	12.7%
Total	**11.8**	**11.5**	**11.3**	**100.0%**	**—**

Source: HDS Diary Sample, FY 2009, 2010, and 2011.
Historical data for payments by mail was restated as a result of improved 2011 survey questionnaires which restated previously unclassified mail pieces.

As Figure 4.1 shows, electronic methods account for a growing share of household bill payments over time. In fact, since 2000, the average number of bills paid by electronic methods more than quintupled, largely at the expense of the mail, which fell about 45 percent during that time. Table 4.1 also shows the decline in total bill payments over the past few years.

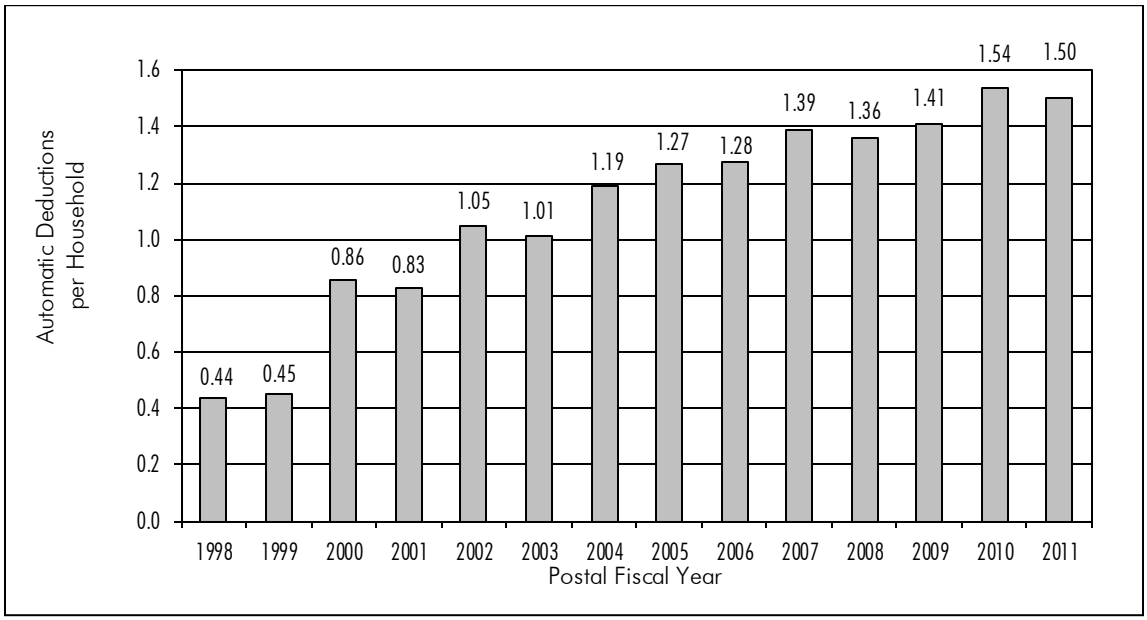
Figure 4.1:
Monthly Average Household Bill Payment by Method



Source: HDS Diary Sample, FY 1998-2011.
Note: Other Electronic includes telephone.

Figure 4.2 shows that automatic deductions more than tripled since 1998. Over time, however, the increasing affordability and popularity of Broadband has provided sufficient motivation for some households to transition from automated deductions to online bill payments, in a way similar to the electronic diversion of the mail. As a result, automatic deductions have leveled off in the past few years.

Figure 4.2:
Average Monthly Automatic Deductions per Household



Source: HDS Diary Sample, FY 1998-2011.

The types of bills paid by mail are shown in Table 4.11. As mentioned, all types of bills that are paid by mail have been affected by electronic diversion. For each bill type, the share that is paid by mail decreased substantially from 2009. The share of electric bills paid by mail was the largest. In 2011, 47 percent of households paid their electric bills by mail, down from 54 percent in 2009. Similarly, the share of telephone bills paid by mail decreased from 45 percent in 2009 to 43 percent in 2011. All remaining bill types experienced similar declines in the shares paid by mail, leaving them with less than a 50 percent share paid by mail.

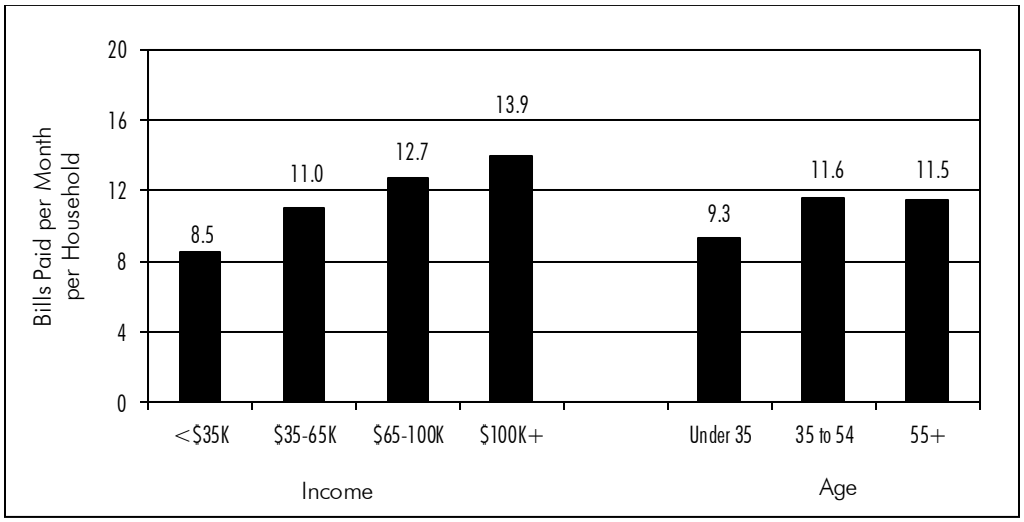
The Household Diary Study finds that the number of total bills paid per month varies by age and income, as does the choice of method used for bill payment. Figure 4.3 shows the total average number of bills paid per month for each income and age group.

Table 4.11:
Types of Bills Paid by Mail

Bill Type	Percent of Household		
	2009	2010	2011
Electric	54%	50%	47%
Telephone	45%	48%	43%
Credit Cards	48%	46%	42%
Insurance	46%	45%	40%
Cable/Satellite TV	47%	42%	40%
Natural Gas/ Propane, etc.	42%	40%	37%
Water/Sewer	40%	39%	37%
Medical	40%	38%	35%
Cell Phone	33%	40%	35%
Rent/Mortgage	32%	29%	28%
Internet Service	33%	29%	26%
Taxes	27%	24%	24%
Car Payment	14%	17%	21%
Other Loans	18%	17%	15%
Alimony/ Child Support	16%	16%	16%

Source: HDS Recruitment Sample, FY 2009, 2010, and 2011.

Figure 4.3:
Average Bills Paid per Month by Income and Age



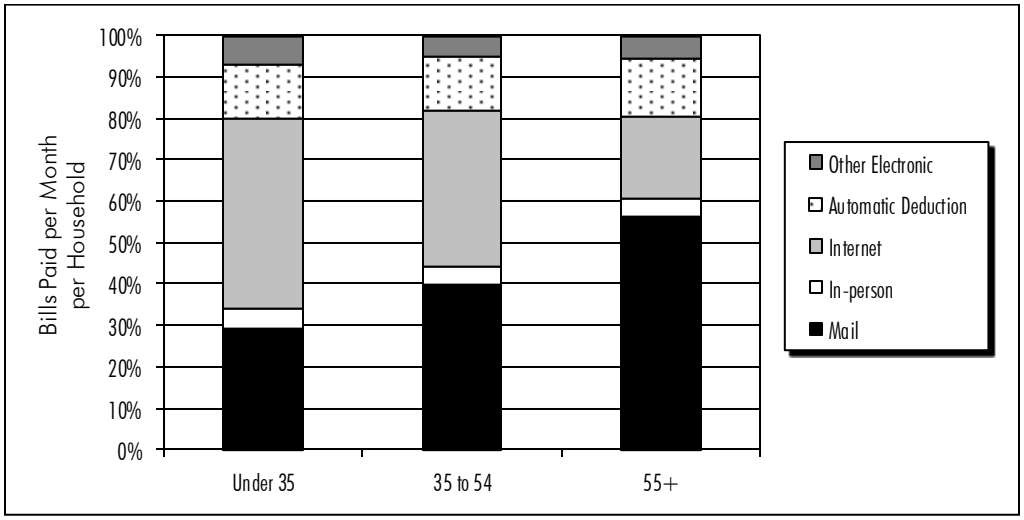
Source: HDS Diary Sample, FY 2011.

Unsurprisingly, the number of bills paid per month is positively related to household income. Households with incomes above $100,000 paid an average of 13.9 bills per month in FY 2011, compared to 8.5 bills paid by households with incomes below $35,000.

Age has a slightly different relationship with bill payment levels; younger households (in which the head of household is aged 34 or younger) and older households (in which the head of household is aged 55 or older) pay fewer bills than households in which the head of household is between the ages of 35 and 54.

Younger households pay the majority of their bills electronically. Figure 4.4 shows that the younger the head of a household is the more likely the household will pay bills electronically. Even when comparing just the Internet portion of total electronic payments to mail payments, younger households paid a greater share of bills online than by mail. Younger households paid only 29 percent of their bills by mail and 46 percent online, as compared to older households, who paid 56 percent of their bills by mail and only about 20 percent online.

Figure 4.4:
Bill Payment Method by Age



Source: HDS Diary Sample, FY 2011.
Note: Other Electronic includes telephone.

Bills and Statements Received

Table 4.12 shows the overall volume of bills and statements received. In FY 2011, about 43 percent of First-Class Mail received by households was bills and statements. Households received 14.9 billion bills in FY 2011, a 16 percent decline from 2009 (17.8 billion), partly because of account closures associated with the recession and increasing account consolidations. The largest volumes of bills originated from credit card companies (3.9 billion), utilities (2.4 billion), telephone/cable companies (2.4 billion), medical and professional companies (1.9 billion), and insurance companies (1.5 billion).

Statements received were predominantly sent by the financial sector, including banks, insurance companies, and other financial institutions.

As with bills, the volume of statements households received fell to 5.6 billion from 7.3 billion pieces in 2009, a decrease of 23 percent. In addition to account closures, statements also declined as financial institutions, in an effort to reduce costs, continued to move from monthly to quarterly statement mailings.

Table 4.12:
Bill and Statement Volumes by Industry

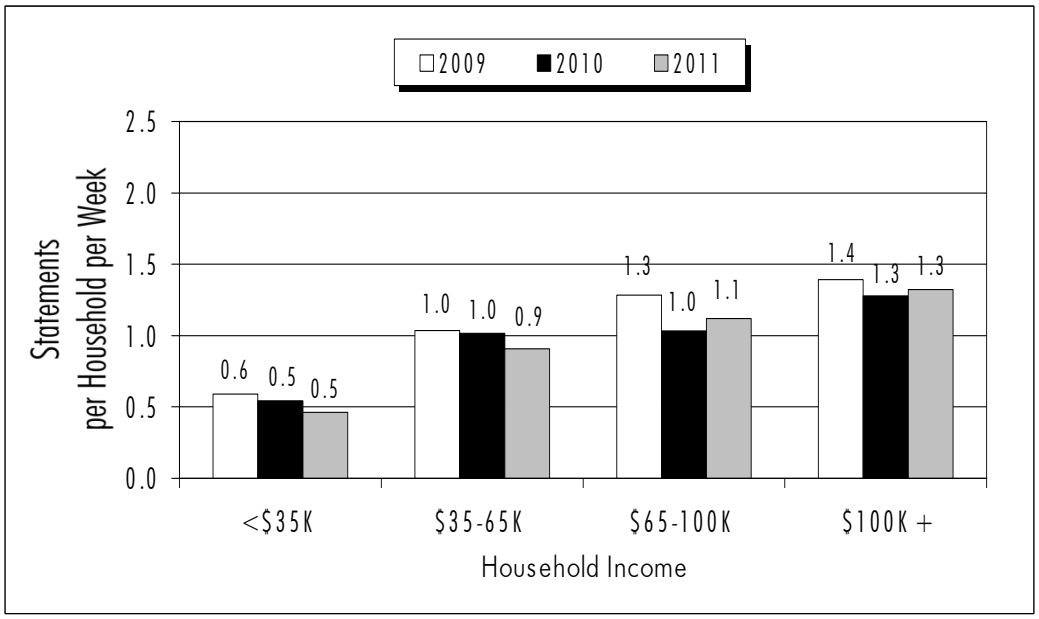
Industry	Volumes	
	Bills *(Millions)*	**Statements** *(Millions)*
Financial		
Bank, S&L, Credit Union	1,099	2,782
Credit Card	3,899	4
Insurance Company	1,448	261
Real Estate/Mortgage	290	91
Other Financial	109	1,645
Total Financial	**6,845**	**4,783**
Merchants		
Department Store	31	3
Publisher	319	1
Mail Order Company	78	2
Other Merchants	143	65
Total Merchants	**571**	**71**
Service		
Telephone/Cable Company	2,355	20
Utility Company	2,396	18
Medical and Other Professional	1,896	124
Other Service	413	22
Total Service	**7,059**	**183**
Manufacturers	32	21
Government	398	533
Social/Nonprofit	0	0
Other/Don't Know/Refused	20	26
Total – All Industries	**14,927**	**5,618**

Source: HDS Diary Sample, FY 2011.

As shown in Figure 4.5, between 2009 and 2011, the total number of statements received by mail decreased for all household income categories.

Table 4.13 shows the average volume of bills and statements received by mail and online. For reasons described earlier, the number of bills and statements households received through the mail decreased almost 17 percent, on a per household basis, compared to 2009. The number of bills and statements received via Internet, on the other hand, increased by 17 percent, albeit from a small base.

Figure 4.5:
Statements Received by Mail by Income



Source: HDS Diary Sample, FY 2009, 2010, and 2011. Amounts are rounded.

Table 4.13:
Average Monthly Bills and Statements Received by Method

Method	2009	2010	2011
Mail	17.4	15.6	14.4
Internet	2.4	2.4	2.8
Total	**19.75**	**18.12**	**17.25**

Source: HDS Diary Sample, FY 2009, 2010, and 2011.
Notes: Internet averages use HDS Diary Sample.
Mail includes Bills and Statements.

Chapter 5: Advertising Mail

Introduction

This chapter examines advertising mail, which is any advertising, promotional, or sales material sent through the Postal Service. Advertising mail can be sent as First-Class or Standard Mail.

The Advertising Market

According to Magna Advertising Group, American businesses spent about $174 billion in 2011 advertising their products and services, which represents a 1.6 percent increase following a 4.5 percent spending increase in 2010. Of this total advertising spending, 12 percent was spent on direct mail (note that Magna's spending estimates for direct mail include only postage costs).

As in prior years, direct mail was one of the leading media choices of advertisers in 2011. However, the weak economic recovery stimulated only a 1.0 percent increase in direct mail advertising spending over 2010. As shown in Table 5.1, Internet advertising had, by far, the strongest spending growth compared to all other media categories.

Table 5.1:
U.S. Advertising Spending Growth by Medium, 2009-2011
(Percent Growth from Prior Year)

Medium	2009	2010	2011
Direct Mail	-15.4	3.8%	1.0%
Newspapers	-28.6%	-8.2%	-9.9%
Television	-10.5%	12.4%	1.2%
Radio	-19.4%	4.8%	0.7%
Magazines	-20.4%	0.1%	-1.2%
Internet	-3.4%	14.9%	21.4%
All Other	-18.3%	-12.3%	-9.6%
Total	**-16.0%**	**4.5%**	**1.6%**

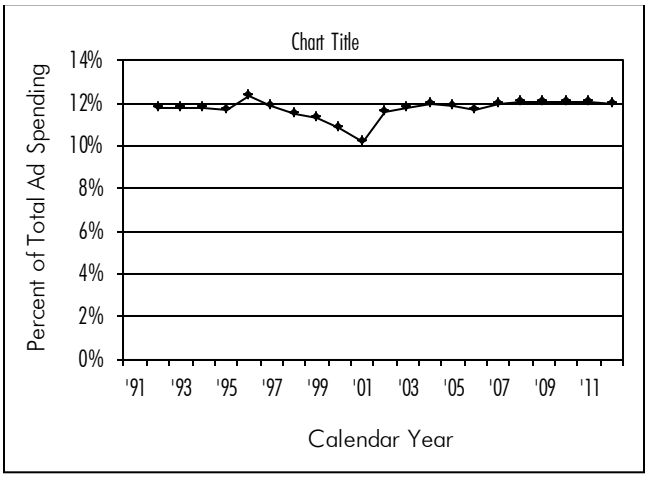
Source: Magna Advertising Group—estimates.
Note: Totals may not sum due to rounding.

Direct mail continues to be one of the most popular advertising choices. It is a highly efficient and versatile method for communicating with consumers. Direct mail can be targeted to the interests of individual customers, and used both to locate new customers and maintain relationships with existing customers. Direct mail allows for a variety of different types of advertising: letters, postcards, catalogs, and free samples. It can be sent as First-Class or Standard Mail, allowing advertisers to trade off expeditious, personalized First-Class mailings against cost-savings from Standard Mail.

Importantly, the effectiveness of direct mail is readily measurable, more so than for most other media. Businesses can track the response rate to a mailing far more precisely than for a television commercial or magazine advertisement. This feature alone gives advertising mail a key advantage over other media.

Figure 5.1 shows that, according to Magna's estimate of postage costs, direct mail's share of total advertising spending has remained relatively constant at 12 percent for most of the past 20 years. Direct mail has maintained its strong ad share, even with the introduction of new and fast-growing ad markets such as the Internet.

Figure 5.1:
Direct Mail as a Share of Total Advertising, 1990-2011



Source: U.S. Postal Service calculations based on Magna Advertising Group data.

Advertising Mail Volumes

In 2011, advertising mail represented 61 percent of all household mail. Households received 85.1 billion pieces of advertising mail, 1.8 percent more than in 2010 but still slightly less than in 2009. The growth over 2010 was driven almost entirely by a rebound in credit card advertising; mailing by most other industries continued a decline which began with the last recession.

As shown in Table 5.2, First-Class advertising mail accounts for 12.6 billion pieces (14.8 percent of all advertising mail received by households). Of this volume, 5.3 billion pieces are advertising-only, while the other 7.4 billion pieces are secondary advertising pieces. These pieces, also referred to as advertising-enclosed mail, are typically included in the volume totals of the primary piece, be it a bill, statement, or correspondence mailing.

In 2011, First-Class advertising-only mail declined almost 15 percent from 2010, continuing a downward trend that began in 2007, just prior to the last recession. Weak economic conditions that followed encouraged mailers to rely more heavily on Standard Mail advertising, a less costly alternative to First-Class Mail.

Advertising mail represented 61 percent of all mail received by households in 2011.

About 85 percent (72.4 billion pieces) of all advertising mail received by households in 2011 was sent via Standard Mail. This represents a 2.5 percent increase compared to both 2010 and 2009, and was primarily driven by strong growth in credit card solicitations.

Prior to the last recession, direct mail advertising experienced a trend of strong, continuous growth, as there had been only one postal rate increase in over five years and spending was growing along with a stronger overall economy.

Standard Mail accounts for 85 percent of total household advertising mail.

Table 5.2: Advertising Mail by Mail Classification
(Volume in Billions of Pieces)

Mail Classification	Volume *(Billions of Pieces)*			Growth, 2009-2011
	2009	2010	2011	
First-Class Advertising	**14.5**	**12.9**	**12.6**	**-12.9%**
Advertising Only	6.6	6.2	5.3	**-20.9%**
Secondary Advertising	7.8	6.7	7.4	**-6.1%**
Standard Mail	**70.6**	**70.6**	**72.4**	**2.5%**
Regular and ECR	58.2	58.5	60.3	**3.7%**
Nonprofit	12.5	12.1	12.0	**-3.4%**
Unsolicited Packages	0.1	0.1	0.1	**1.8%**
Total Advertising	**85.2**	**83.6**	**85.1**	**-0.1%**
Unaddressed Mail	1.6	1.7	1.1	**-33.8%**

Source: HDS Diary Sample, FY 2009, 2010, and 2011.
Notes: Totals may not sum due to rounding. Unaddressed Mail is not included in totals.

Table 5.3: Advertising Mail by Mail Classification
(Pieces per Household per Week)

Mail Classification	Pieces per HH per Week			Share of Total
	2009	2010	2011	
First-Class Advertising	**2.4**	**2.1**	**2.0**	**14.8%**
Advertising Only	1.1	1.0	0.9	6.2%
Secondary Advertising	1.3	1.1	1.2	8.6%
Standard Mail	**11.6**	**11.5**	**11.7**	**85.1%**
Regular and ECR	9.5	9.6	9.8	70.9%
Nonprofit	2.0	2.0	2.0	14.1%
Unsolicited Periodicals/Packages	0.0	0.0	0.0	0.1%
Total Advertising	**14.0**	**13.7**	**13.8**	**100.0%**
Unaddressed Mail	0.3	0.3	0.2	1.3%

Source: HDS Diary Sample, FY 2009, 2010, and 2011.
Note: Totals may not sum due to rounding. Unaddressed Mail is not included in totals.

Advertising Mail and Household Characteristics

Income, Education, and Age

As advertising mail is used to sell goods and services, it is not surprising that the amount of ad mail received by a household is closely tied to income and education.

The relationship between advertising mail and household income is quite strong, as seen in Table 5.4. Households with incomes of $100,000 or more receive almost three times as much mail as households with income of less than $35,000 (22.8 pieces per week compared to 8.5). Table 5.4 also shows that education plays a key role in the amount of advertising mail households receive, even after accounting for the effect education has on income.

For example, among households earning less than $35,000, ad mail received per week increases as the educational status of the head of the household increases, rising from 6.9 pieces per week for households headed by someone without a high school degree to 9.8 pieces per week for households headed by a college graduate. With exception of higher income households without a high school diploma (likely to represent successful entrepreneurs who receive large volumes of business-related ad mail), the pattern is repeated across all income groups, with more ad mail received as education increases.

The role that education plays in advertising mail is two-fold. First, direct mail is a written type of communication, and education may play some role in its relative effectiveness compared to television or radio advertising. Second, education is not only tied to current household income, but also to future household income. A college graduate who currently has a relatively low income may, in a few years, earn a much higher income.

Table 5.4: Advertising Mail Received by Income and Education
(Pieces per Household per Week)

Household Income *(Thousands)*	Education of Head of Household				Average
	Less than High School	High School graduate	Some College or Technical School	College graduate	
Under $35	6.9	8.8	9.1	9.8	**8.5**
$35 to $65	7.7	11.4	13.8	11.1	**11.4**
$65 to $100	32.6	16.8	13.2	18.8	**17.2**
Over $100	24.9	19.0	21.7	23.8	**22.8**
Average	**9.2**	**12.3**	**13.4**	**17.3**	**13.9**

Source: HDS Diary Sample, FY 2011.

Table 5.5 shows that households headed by older people receive more advertising mail than those headed by younger people. For every income group, advertising mail received increases as the age of the head of the household increases. In part, this is because age is correlated with other characteristics such as marriage, home ownership, and the presence of children in the household.

Moreover, the older a person is, the longer his or her buying history and the more businesses with which the person has a relationship that advertising mail can help maintain. Those households with incomes greater than $100,000 and with a head of household aged 55 and older received the greatest number of advertising mail pieces at 23.4 pieces per week.

The amount of advertising mail received increases as income, education, and household size increases.

Table 5.5:
Advertising Mail Received by Income and Age
(Pieces per Household per Week)

Household Income *(Thousands)*	Age of Head of Household			Average
	Under 34	35 to 54	Over 55	
Under $35	5.1	7.5	10.5	**8.4**
$35 to $65	8.8	11.8	15.4	**12.7**
$65 to $100	12.2	14.9	18.0	**15.2**
Over $100	18.8	20.3	23.4	**21.0**
Average	**9.8**	**14.4**	**15.3**	**13.8**

Source: HDS Diary Sample, FY 2011.

Household Size

Tables 5.6 and 5.7 show advertising mail received increases as the household size and number of adults in the household increase. While this is evident in looking at changes in household size (except when there are five or more household members), the greatest change in the number of pieces of advertising mail received is seen in the number of adults in the households.

As shown in Table 5.7, households with three or more adults receive 60 percent more advertising mail than a household with only one adult. This represents an increase from an average of 10.3 pieces per week to 16.3 pieces per week. Note, however, that most of this increase occurs when the number of adults increases from one to two, indicating a strong impact stemming from the likelihood of it being a two-income household.

Table 5.6:
Advertising Mail Received by Size of Household
(Pieces per Household per Week)

Household Size	
One person	10.3
Two	14.6
Three	14.5
Four	15.4
Five or more	14.0
Average	**13.8**

Source: HDS Diary Sample, FY 2011.

Table 5.7:
Advertising Mail Received by Number of Adults
(Pieces per Household per Week)

Number of Adults	
One	10.3
Two	14.4
Three or more	16.3
Average	**13.8**

Source: HDS Diary Sample, FY 2011.

Internet Access

Finally, Table 5.8 shows the relationship between advertising mail received and Internet access. Despite all the attention paid to online and e-mail advertising, households with Internet access receive more advertising mail than those without access.

To a large degree, this reflects other household characteristics; as shown in Table 5.9, Internet access is closely tied to income and education. However, advertising mail is sent even when new advertising media are available. In addition, Table 5.8 may demonstrate the use of Internet information to target potential customers through direct mail advertising. Conversely, direct mail is often used as a complement to the Internet by directing potential customers to specific company websites.

Table 5.8:
Advertising Mail Received by Internet Access
(Pieces per Household per Week)

Type of Internet Access	
Broadband	14.2
Dial-up	13.7
None	10.1
Average	**13.8**

Source: HDS Diary Sample, FY 2011.

Table 5.9:
Income and Education by Type of Internet Access

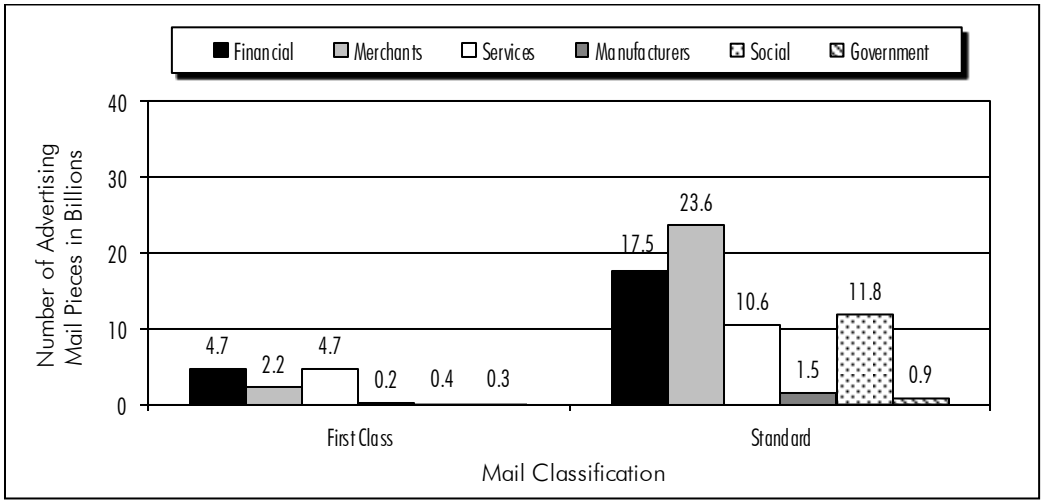
Type of Internet Access	Median Income	% w/ College Degree
Broadband	67,538	43%
Dial-up	51,080	27%
None	23,139	12%

Source: HDS Diary Sample, FY 2010.

Senders of Advertising Mail

Figure 5.2 provides data on the senders of advertising mail to households. Merchants continue to be the largest senders; in 2011, they sent 36 percent of Standard advertising mail and 18 percent of First-Class advertising mail. Financial firms are the second largest sender of Standard Mail advertising (27 percent) and (along with the service sector) the largest sender of First-Class advertising (38 percent).

Figure 5.2:
Advertising Volumes for First-Class and Standard Mail Advertising by Sender Type



Source: HDS Diary Sample, FY 2011.
Base: First-Class and Standard Advertising Mail Pieces excluding Unsolicited Samples, Multiple Organizations, and Don't Know/No Industry given.

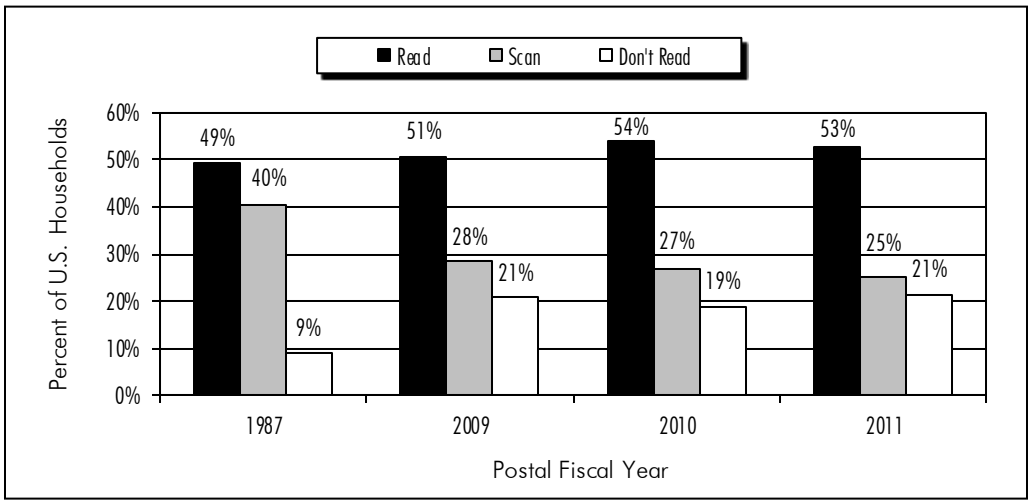
Attitudes toward Advertising

With $174 billion spent in the United States on advertising, few households would probably wish they received more.

Whether they wish to receive more or not, most households either read or at least scan their advertising mail. Figure 5.3 shows 53 percent of households usually read their advertising mail, while an additional 25 percent scan their mail. Only 21 percent of households report they do not usually read their advertising mail. This represents an increase from the nine percent who did not usually read advertising mail in 1987. Given the large increase in advertising mail volumes since then, it is clear that U.S. households read more advertising mail now than in the past.

> Seventy eight percent of households either read or scan advertising mail sent to their household.

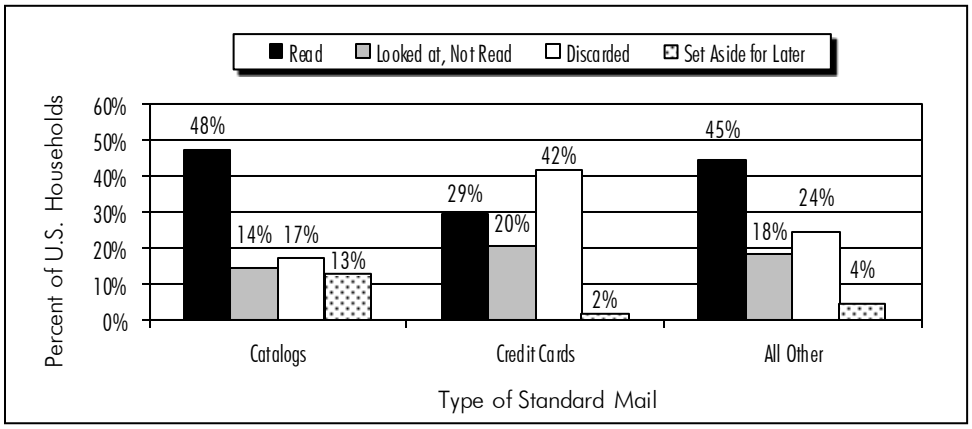
Figure 5.3:
Advertising Mail Behavioral Trends, FY 1987, 2009, 2010, and 2011



Source: HDS Recruitment Sample, FY 1987, 2009, 2010, and 2011.
Note: Percentages do not include those who did not provide a response.

Interestingly, the survey shows that not all advertising is treated equally. Figure 5.4 shows that catalogs attract more attention than credit card advertising, as they are usually more interesting to read. Forty-eight percent of households read catalogs, and only 24 percent discard them without reading them. In contrast, 48 percent of households read credit card advertising, but 42 percent discard them without reading them.

Figure 5.4:
Treatment of Standard Mail by Type

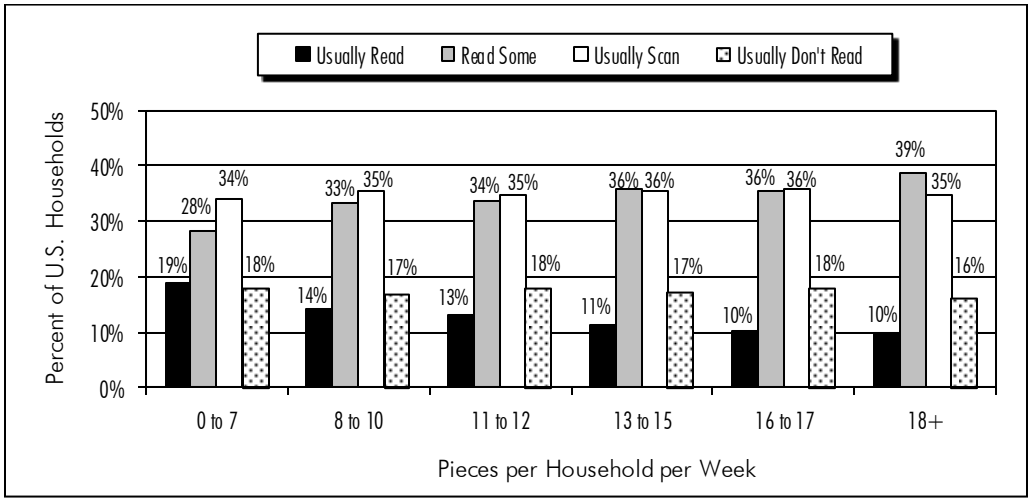


Source: HDS Diary Sample, FY 2011.
Note: Percentages do not include those who did not provide a response.

Another interesting result is found in Figure 5.5. Household behavior toward advertising mail is largely independent of how much advertising mail the household receives. For example, among households that receive zero to seven pieces of advertising mail per week, 47 percent usually read all or some of the mail, and 18 percent usually do not read any. Among households that receive eighteen or more pieces per week, 49 percent usually read all or some, and 16 percent usually do not read any.

Thus, households that receive more advertising mail than others do not appear to be particularly "turned off" by the high volume. However, Figure 5.5 also shows that, when looked at separately, the percentage of households that usually read all advertising does decrease as the number of pieces increases. When only seven or fewer pieces are received, 19 percent of households usually read all the advertising mail they receive. When 18 or more pieces are received, only 10 percent of households usually read all the advertising mail.

Figure 5.5:
Treatment of Standard Advertising Mail by Number of Standard Mail Pieces Received per Week



Source: HDS Diary Sample, FY 2011.

Effectiveness of Advertising Mail

Ultimately, advertisers send direct mail because it works—household members read and respond to it. Table 5.10 presents the intended response of households to advertising mail. Households report they intend to respond to about one in ten pieces of advertising mail, with the intended response to both First-Class and Standard Mail advertising being 12 percent. The table also shows that households say they may respond to another 17 percent of Standard advertising and 11 percent of First-Class advertising. This is not to say that a similar mail piece would receive a higher response rate if mailed via Standard Mail; it is more likely the result of a different mix of advertising in Standard Mail. For example, catalogs, which typically enjoy a high response rate, are routinely mailed Standard Mail but are infrequently mailed First-Class. Credit card advertising pieces, on the other hand, have the lowest response rate and are often mailed First-Class.

Figure 5.6 presents the total number of intended responses to advertising mail by income. As illustrated in Tables 5.4 and 5.5, higher-income households received more advertising mail. Figure 5.6 combines the data on the amount of advertising mail received by household income with the household's intended response to the mail. The result is the average number of intended responses per week for each income level. For example, households with incomes greater than $150,000 report they intend to respond to 2.3 pieces of advertising mail per week, and they may respond to another 4.1 pieces per week. Other high-income households also indicated they will respond to more than one piece of advertising mail per week, as do some of the lower-income households.

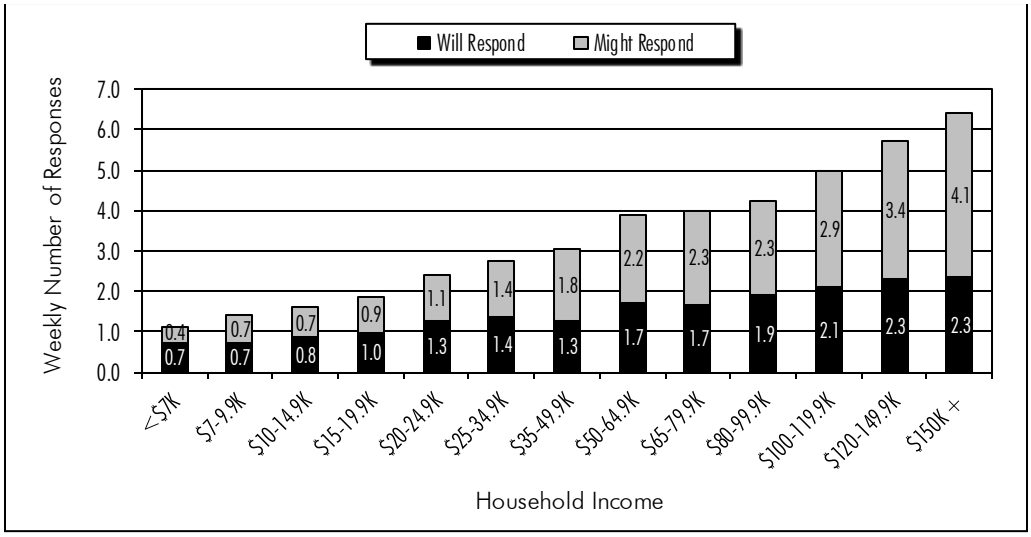
While intended responses do not always lead to actual responses, the data presented in Table 5.10 and Figure 5.6 help explain why direct mail is such a popular choice of advertisers in America. Although there is no completely equivalent measure for intended response to Internet ads, the click-through rate (the percentage of online visitors who viewed an ad and also clicked on it) is widely used as an indicator of consumers' interest in online ads. As such, it is somewhat comparable to mail ads' read rates. Based on published reports, the average click-through rate for Internet advertising is about 5 percent. Overall read rates for mail ads, on the other hand, have averaged about 50 percent.

Table 5.10: Intended Response to Advertising Mail by Class
(Percentage of Pieces)

Response	First-Class	Standard
Yes	12%	12%
Maybe	11%	17%
No	58%	62%
No Answer	18%	8%

Source: HDS Diary Sample, FY 2011.

Figure 5.6:
Weekly Number of Intended Responses by Income



Source: HDS Diary Sample, FY 2011.

Chapter 6: Periodicals

Introduction

This chapter examines periodicals sent to households. Periodical Mail consists of newspapers or magazines regularly sent to households, usually as part of a subscription. This chapter analyzes only periodicals delivered by the Postal Service to households. Newspapers or magazines delivered by a local carrier or purchased at a newsstand or store are not included in Household Diary Study data. The volumes examined here are only a portion of the total periodicals volume, since some of periodicals are received by non-households, such as doctors' offices or other businesses.

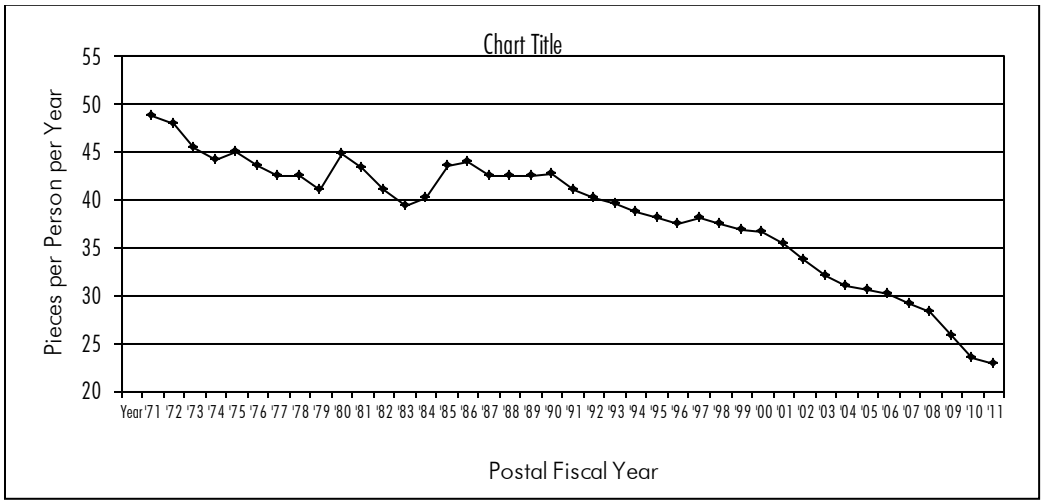
The Internet has become an increasingly accepted substitute for hard-copy publications.

The Periodicals Market

Historically, Periodical Mail volume has not kept pace with population growth, as seen in Figure 6.1. Since the 1990s, as demographics changed, people began to read less than they did a few decades ago. Periodical volumes reached a peak in 1990 at 10.7 billion pieces, but have declined each year since then, with the exception of FY 2000. In that year, periodical volumes were temporarily buoyed by an influx of advertising revenue during the dot-com boom.

After the recession that began in 2001, periodicals volumes slipped not only because of reduced subscriptions, but also because of the number of publications that ceased operation as their sources of advertising revenue dried up. Since then, in addition to a general demographic shift away from reading, periodicals' volume continued to decline as the Internet became an increasingly accepted substitute for hard-copy publications. Since 2008, the decline was further aggravated by the impact of the severe recession and a weak recovery.

Figure 6.1:
Periodicals Mail Volume per Person, 1971-2011
(Annual Pieces per Person)



Source: U.S. Postal Service RPW Reports, U.S. Census Bureau.

Advertising's Impact on Periodicals

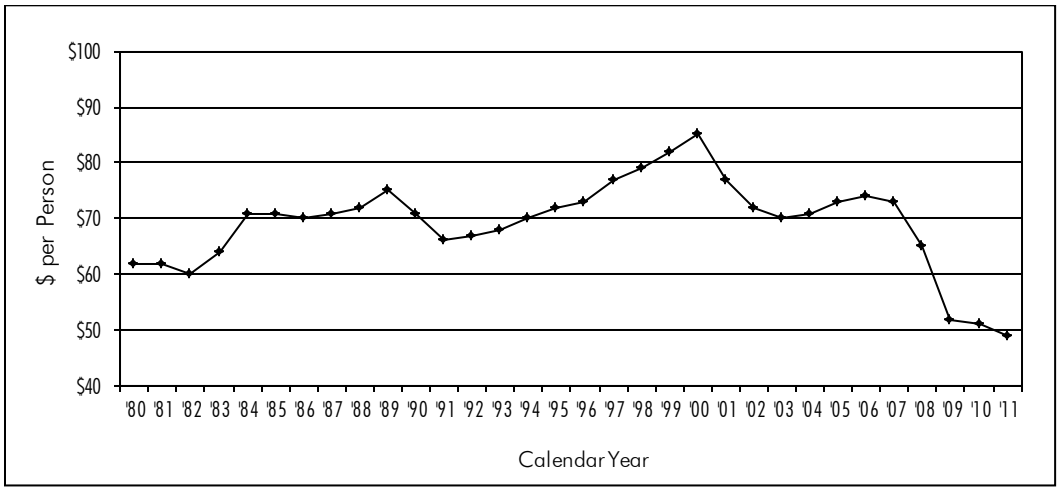
Advertising spending translates into advertising revenue, and the key determinant of periodicals profitability is advertising revenue.

Advertising is a form of business investment. As with other investments, when the economy takes a turn for the worse, advertising tends to slow. By 2000, total advertising as a percent of Gross Domestic Product (GDP) rose to a historically high level; when the high-tech bubble burst, advertising crashed. In 2002, albeit at a slower pace, total advertising spending resumed its growth, and, after six years of economic expansion, reached a new record high. After 2006, however, advertising spending suffered its largest decline in history and, by 2009, fell more than 20 percent. Since 2010,,advertising spending increased 6.3 percent, aided by a slow economic recovery.

Magna Advertising Group projects that advertising spending will continue to grow, starting with a 2.4 percent increase in 2012. As the economy continues to recover, it typically would encourage advertising spending, which, in turn, should bode well for magazines. More magazines in circulation would translate into higher volume for the Postal Service, since, for most titles, the mail remains the primary distribution channel. The Internet, however, has become a strong competitor of hard-copy publications. The Internet provides an alternative channel for news, information, and entertainment. As a consequence, periodical volumes may be headed toward long-term decline, regardless of the state of the economy.

Figure 6.2 shows the sharp decline in real per capita advertising spending for magazines that started in 2001 due to the recession. Annual spending growth resumed in 2004 but only lasted two years. The recession, which started in 2007, sent magazine advertising plummeting to the lowest level in a decade, drastically shrinking the revenues and profitability of the magazine industry. In 2010 spending remained constant but in 2011 it resumed the decline.

Figure 6.2:
Real Per-Capita Magazine Advertising Spending, 1980-2011



Source: Magna Advertising group, U.S. Census Bureau.

Household Periodicals Volume

As shown in Table E.2 of the Executive Summary, periodicals represent 3.9 percent of all household mail volumes. Table E.2 also shows that the volume of periodicals continued to decline over the past three years. In FY 2011, households received 5.4 billion periodicals, compared to 5.5 billion in FY 2010 and 6.0 in FY 2009.

Table 6.1 shows the breakdown of periodicals received by households. Seventy-eight percent of all periodicals received by households were magazines. In contrast, in 1987, the share of magazines was 59 percent.

In 2011, households received an average of 0.7 magazines per week. The most common type of magazine is monthly, accounting for 57 percent of total magazines.

Newspapers make up 11 percent of total periodicals volume, down from a 35 percent share in 1987. The number of newspapers received per household each week declined from 0.6 in 1987 to only 0.1 in 2011, while magazines only declined from 1.0 to 0.7 pieces per week.

The decline in newspapers captured in the Household Diary Study mirrors the behavior seen in overall newspaper circulation.

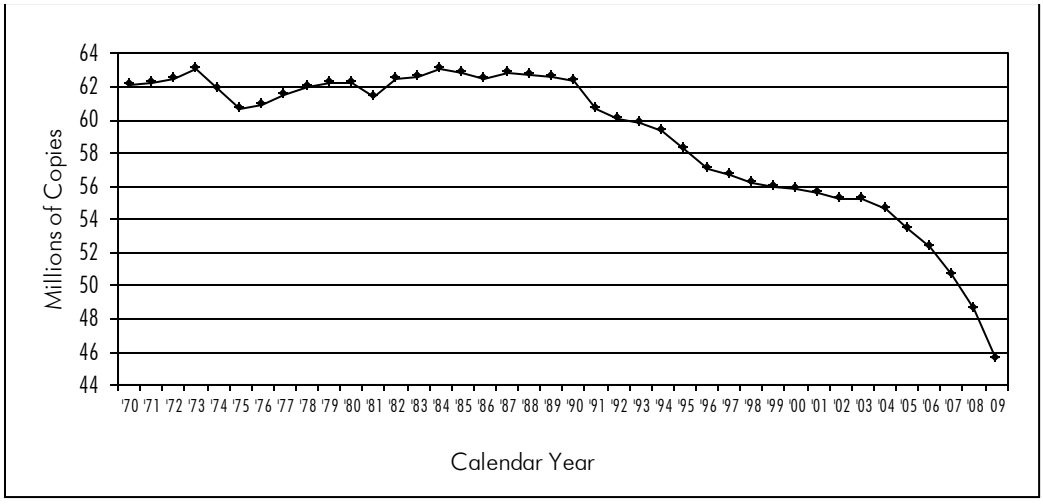
As shown in Figure 6.3, newspaper circulation in general has declined significantly since 1990. Of course, on a per capita basis, the decline is even more pronounced.

Table 6.1:
Periodical Type by Year
(Pieces per Household per Week)

Periodical Type	1987	2010	2011
Newspapers	**.6**	**.2**	**.1**
Daily	.2	.0	.0
Weekly	.3	.1	.1
Other	.1	.0	.0
Magazines	**1.0**	**.7**	**.7**
Weekly	.3	.1	.1
Monthly	.6	.4	.4
Other	.1	.1	.1
Unclassified	**.1**	**.1**	**.1**
Total Periodicals	**1.7**	**.9**	**.9**

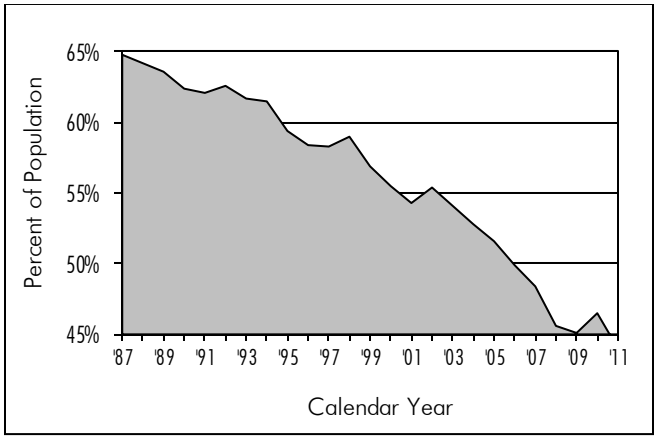
Source: HDS Diary Sample, FY 1987, 2010, and 2011.
Note: Totals may not sum due to rounding.

Figure 6.3:
Newspaper Circulation, 1970-2009*



Source: Newspaper Association of America.
** Informationils only available through 2009.*

Figure 6.4:
Daily Newspaper Readership, 1987-2011



Source: Newspaper Association of America.
Note: There was a change in methodology in 1998.

Directly contributing to newspaper volume declines are changes in daily readership levels. As shown above in Figure 6.4, the percentage of the U.S. population reading newspapers on any given day decreased from 65 percent in 1987 to only 44 percent in 2011, after a slight increase in 2010.

Daily newspaper readership overall has declined significantly since 1987.

Declining newspaper readership and circulation are not the only contributors to the falling volume of newspapers received via mail by households. With current technology and alternate delivery systems, national newspapers, such as the *Wall Street Journal* and *The New York Times,* deliver their papers to prime urban and suburban household customers before breakfast. Local printing/ distribution and morning delivery mean these copies of these publications no longer move through the mail.

Periodicals Mail and Household Characteristics

Income, Education, and Age

Table 6.2 shows that as income and education increase, periodicals volume tends to increase. Households in which the head of the household has a college education receive the most periodicals, averaging 1.1 per week. Similarly, households with an income above $100,000 receive an average of 1.4 periodicals per week, almost three times what households earning less than $35,000 receive.

Households with incomes above $100,000 receive almost three times as many periodicals as households earning less than $35,000.

Table 6.3 shows periodicals volume by age and income. The higher the income and age of the household, the higher the volume of periodicals received. For households whose heads are under 34 years old and with incomes less than $35,000, the average is only 0.3 pieces per week. Households with income above $100,000 and whose heads are over 55 receive the most periodicals, with almost two pieces per week.

Table 6.2:
Periodicals by Income and Education
(Pieces per Household per Week)

Household Income *(Thousands)*	Educational Attainment of Head of Household				Average
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under $35	.4	.5	.6	.6	**.5**
$35 to $65	.5	.8	.6	.9	**.7**
$65 to $100	.7	.9	1.0	1.0	**1.0**
Over $100	1.7	1.3	1.1	1.5	**1.4**
Average	**.5**	**.8**	**.8**	**1.1**	**.9**

Source: HDS Diary Sample, FY 2011.

Table 6.3:
Periodicals by Income and Age
(Pieces per Household per Week)

Household Income *(Thousands)*	Age of Head of Household			Average
	Under 34	35 to 54	Over 55	
Under $35	.3	.3	.7	**.5**
$35 to $65	.4	.6	1.0	**.7**
$65 to $100	.6	.9	1.3	**1.0**
Over $100	1.0	1.3	1.9	**1.4**
Average	**.5**	**.8**	**1.1**	**.9**

Source: HDS Diary Sample, FY 2011.

Household Size

Table 6.4 and Table 6.5 show that as households increase in size from one to two persons, periodicals volume increases. Households with more than two persons receive slightly fewer periodicals than two-person households. In households with two adults, periodicals volume is higher than in one-person households, but the presence of additional adults beyond two has no significant effect on receiving periodicals.

Table 6.4:
Periodicals by Size of Household
(Pieces per Household per Week)

Household Size	
One person	.6
Two	1.0
Three	.8
Four	.9
Five or more	.9
Average	**.9**

Source: HDS Diary Sample, FY 2011.

Table 6.5:
Periodicals by Number of Adults in Household
(Pieces per Household per Week)

Number of Adults	
One	.6
Two	.9
Three or more	1.0
Average	**.9**

Source: HDS Diary Sample, FY 2011.

Internet Access

As with many other types of mail, wired households receive more periodicals through the mail, as shown in Table 6.6. And, as with those other types of mail, this is largely the result of the correlation between income, education, and Internet access (see Table 6.7). As households' access to the Internet and Broadband becomes more widespread, even more periodical content will be delivered electronically, rather than by mail. More recently, the emergence of portable electronic devices (such as e-readers) designed primarily for reading digital books and periodicals may have contributed to the reduction in the number of periodicals moving through the mail.

Table 6.6:
Periodicals by Type of Internet Access
(Pieces per Household per Week)

Type of Internet Access	
Broadband	.9
Dial-up	.9
None	.7
Average	**.9**

Source: HDS Diary Sample, FY 2011.

Table 6.7:
Income and Education by Type of Internet Access

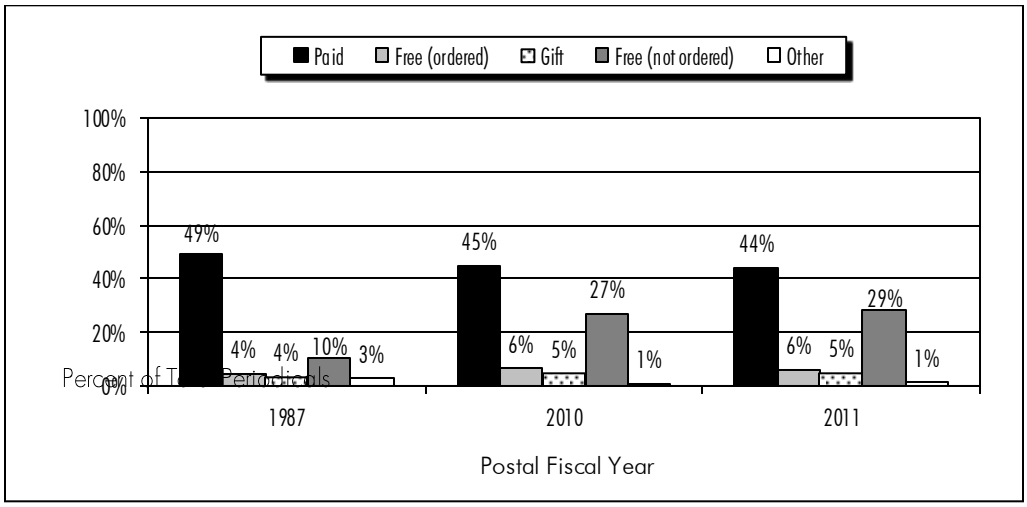
Type of Internet Access	Median Income	% w/ College Degree
Broadband	67,538	43%
Dial-up	51,080	27%
None	23,139	12%

Source: HDS Diary Sample, FY 2011.

Subscription Type

Figure 6.5 provides an overview of subscription type for FY 1987, FY 2010, and FY 2011. As shown, the distribution of subscription type has remained relatively stable over the last two years and similar to the 1987 distribution. In 2011, a household member ordered and paid for 44 percent of total periodicals sent to households. An additional 35 percent were free—either ordered by a household member or delivered to the household without a freestanding order, for example, as a prerogative of membership in a professional, fraternal, or religious organization.

Figure 6.5:
Subscription Type by Year



Source: HDS Diary Sample, FY 1987, 2010, and 2011.
Base: Total Periodicals Mail volume – RPW.
Note: Percentages do not add to 100 due to the exclusion of periodicals sent to non-households and those to which no response was given as to subscription type.

Examining these volumes by sender type shows that commercial organizations sent much more than any individual member organization. Member organizations are professional affiliations; charitable, religious, and veterans' organizations; educational groups; and unions.

As shown in Table 6.8, member organizations, when combined, account for 18 percent of total periodicals received by households.

Table 6.8:
Periodicals by Sender Type

Sender Type	Pieces per Household per Week	Percent of Periodicals Received by HH
Commercial Organization	.71	82%
Professional Organization	.06	7%
Religious Organization	.03	3%
Educational Organization	.03	3%
Union	.01	2%
Charitable Organization	.01	1%
Veterans' Organization	.01	1%
Unclassified	.01	2%
Total	**.87**	**100%**

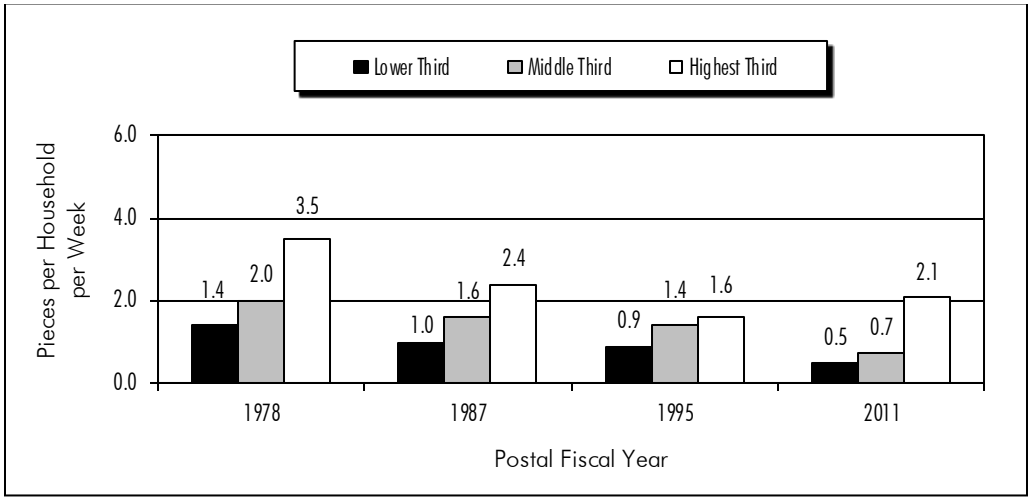
Source: HDS Diary Sample, FY 2011.

Volume Drivers

A number of factors influence a household's receipt of periodicals. Several of these variables are demographic, while others are more behavioral in nature. In the past, income seemed to influence volume strongly, since periodicals are usually received through a paid subscription.

Typically, higher-income households subscribe to more magazines and newspapers. In 2011, the number of periodicals per household continued a long-term decline for the lower- and middle-income groups, but, more recently, it increased for the higher-income group, as shown in Figure 6.6

Figure 6.6:
Number of Periodicals Received per Week by Households by Income Group



Source: HDS Diary Sample, FY 1978, 1987, 1995, and 2011.

Chapter 7: Packages

Introduction

This chapter discusses packages sent and received by households. Packages can be mailed via the U.S. Postal Service at a variety of rates; for example, documents are usually sent as First-Class Mail, Priority Mail, or Express Mail, while product samples are generally sent as Standard Mail.

The Package Market

The package delivery market is an important segment of the economy. Between 2001 and 2007, the total volume increased 8 percent. However, starting with 2008, packages declined with the economy and the severe recession. After falling 11 percent by the end of 2009, total package volume recovered and increased almost 7 percent from 2009 to 2011. Over that time, however, the segments of the market performed differently.

There are three major segments of the package market:

- Overnight air,
- Two- and three-day air, and
- Ground.

The U.S. Postal Service is a major player in the two- and three-day air segment but provides services in all: Express Mail in the overnight segment, Priority and First-Class Mail in the two- and three-day segment, and Standard Mail and Package Services in the ground segment.

Table 7.1 on the next page shows the volume and growth rates of the three segments of the package delivery market. Between the early 1980s and 2000, the overall market grew, driven by growth in the overnight and in the two-day and three-day air segments. This growth was largely because of the expansion of services offered by United Parcel Service (UPS) and Federal Express (FedEx). UPS began to push strongly into the overnight market, and both UPS and FedEx developed new two- and three-day offerings to compete with Priority Mail.

The 2001 recession led to declines in all segments of the package market, with the largest effect in the two- and three-day air segment as customers shifted to time-guaranteed ground service in the face of hard economic times. The slow recovery in 2002 continued to adversely affect all segments of the package market, except for ground. Ground began to pick up in 2002 at the expense of the other segments. This pattern continued through 2004. As a result, the ground segment accounts for more of the package market by volume than it has at any point over the last 10 years (see Figure 7.1 on the next page). In 2005 and 2006, the recovering economy and the emergence of e-commerce boosted all segments of the package market. Starting in 2007, however, the instability of fuel prices and the recession that followed contributed to decreases in all markets. The overnight market was hit particularly hard in this recession. Since 2007, overnight volume has declined 23 percent. In 2011, all market segments improved sufficiently to end the year with positive growth.

In 2011, package volume increased 4.5 percent to 8.1 billion pieces.

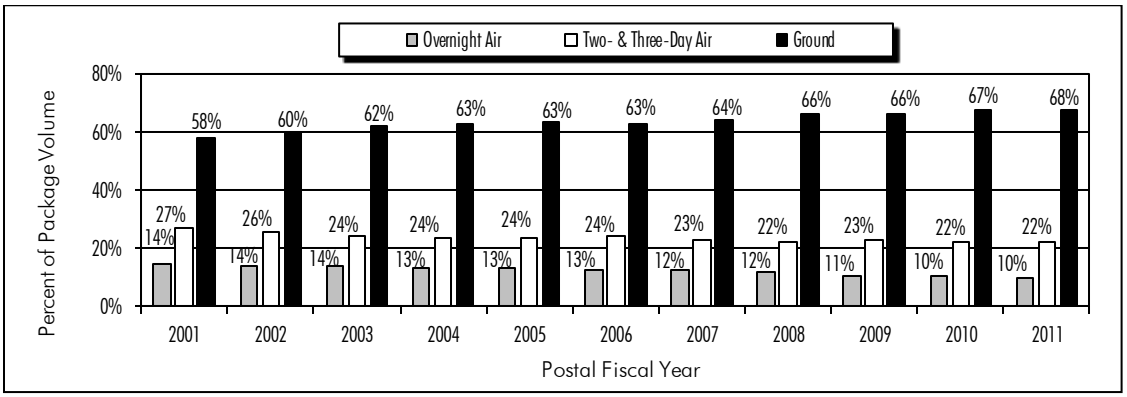
While many carriers serve the package delivery market, FedEx, UPS, and the U.S. Postal Service are the largest players.

Table 7.1:
Total Package Market Volume Growth
(Units in Millions)

Fiscal Year	Overnight Air		Two- & Three-Day Air		Ground		Total	
	Volume	Percent Growth	Volume	Percent Growth	Volume	Percent Growth	Volume	Percent Growth
2001	1,126	-2.90%	2,135	-4.10%	4,555	-0.40%	7,815	-1.80%
2002	1,063	-5.60%	1,980	-7.30%	4,578	0.50%	7,621	-2.50%
2003	1,062	-0.10%	1,842	-7.00%	4,737	3.50%	7,642	0.30%
2004	1,044	-1.70%	1,873	1.70%	4,931	4.10%	7,848	2.70%
2005	1,055	1.10%	1,931	3.10%	5,107	3.60%	8,094	3.10%
2006	1,071	1.50%	2,010	4.00%	5,253	2.90%	8,333	3.00%
2007	1,051	-1.80%	1,966	-2.20%	5,438	3.50%	8,455	1.50%
2008	997	-5.20%	1,869	-4.90%	5,527	1.60%	8,393	-0.70%
2009	828	-17.00%	1,734	-7.20%	5,052	-8.60%	7,613	-9.30%
2010	810	-2.20%	1,721	-0.70%	5,225	3.40%	7,756	1.90%
2011	816	0.80%	1,810	5.10%	5,481	4.90%	8,107	4.50%

Source: UPS, FedEx, and U.S. Postal Service data, Colography Group.

Figure 7.1:
Package Delivery Market Segment Share



Source: UPS, FedEx, and U.S. Postal Service data, Colography Group.

Postal Service Package Volume

Compared to other mail, like letters and flats, the number of packages captured in the Household Diary Study is small, as most people do not receive packages on a regular basis. The interpretation of the results should be conducted with this in mind.

Postal Service package volume sent and received by households increased thirteen percent in FY 2011 over 2010, after remaining virtually unchanged between 2009 and 2010.

Households received 3.0 billion packages in FY 2011 and sent 1.1 billion, as seen in Table 7.2. When the combined volumes, excluding Standard, are compared to FY 2009, packages (shipped via First-Class or Package and Shipping Services) sent and received by households increased 16 and 12 percent respectively in FY 2011. First-Class packages sent and received increased by 13 percent compared to 2009, driven by growing CD/DVD rentals. Standard Mail packages increased almost 15 percent compared to 2009.

Table 7.2:
Postal Service Sent and Received Packages, FY 2009, 2010, and 2011
(Units in Millions)

Mail Classification	Volume *(Millions of Pieces)*					
	2009		2010		2011	
	Sent	Received	Sent	Received	Sent	Received
First-Class	814	1,300	803	1,245	969	1,424
Standard Mail	—	583	—	620	—	667
Package & Shipping Services	144	802	172	808	143	920
Unclassified	0	0	0	0	0	2
Total Packages	**958**	**2,685**	**975**	**2,673**	**1,112**	**3,013**
Mail Classification	**Percent of Pieces**					
	2009		2010		2011	
	Sent	Received	Sent	Received	Sent	Received
First-Class	85%	48%	82%	47%	87%	47%
Standard Mail	—	22%	—	23%	—	22%
Package & Shipping Services	15%	30%	17%	30%	13%	30%
Unclassified	0%	0%	0%	0%	0%	0%
Total Packages	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Source: HDS Diary Sample, FY 2009, 2010, and 2011.
Notes: First-Class Packages include 1.6 billion pieces of CD/DVD rentals sent and received reported in First-Class Mai letters in Tables E.1, 1.5,and 1.6.
Percentages may not sum to 100 due to rounding.
Totals include approximately 300 million pieces of household-to-household packages that are counted in both sent and received.

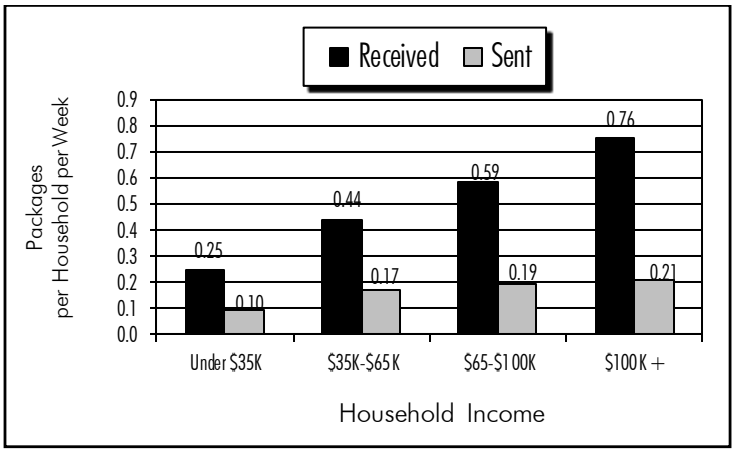
Packages and Household Characteristics

Income, Education, and Age

According to the HDS, high-income households sent and received more packages than their less affluent counterparts in FY 2011, as shown in Figure 7.2.

In fact, households in the highest income bracket received more than three times the number of packages received by households with incomes below $35,000. The highest income households also sent over two times as many packages as the lowest income households. For the two higher income categories, households headed by younger people on average received more packages than those with heads of household over 55 years old, as shown in Table 7.3. This may be the case because young heads of households make more online purchases than those who are older. When it comes to sending packages, Table 7.4 shows younger households, in all cases, again sent significantly more packages than the older household group.

Figure 7.2:
Postal Service Sent and Received Packages by Household Income
(Pieces per Household per Week)



Source: HDS Diary Sample, FY 2011.
Base: Packages Sent and Received by Households and Delivered by U.S. Postal Service.

Table 7.3:
Postal Service Received Packages by Income and Age
(Pieces per Household per Week)

Household Income *(Thousands)*	Age of Head of Household			Average
	Under 35	35 to 54	Over 55	
Under $35	.20	.26	.24	**.25**
$35 to $65	.34	.43	.52	**.44**
$65 to $100	.64	.55	.59	**.59**
Over $100	.91	.75	.69	**.76**
Average	**.49**	**.52**	**.45**	**.49**

Source: HDS Diary Sample, FY 2011.

Table 7.4:
Postal Service Sent Packages by Income and Age
(Pieces per Household per Week)

Household Income *(Thousands)*	Age of head of Household			Average
	Under 35	35 to 54	Over 55	
Under $35	.08	.17	.06	**.10**
$35 to $65	.15	.28	.10	**.17**
$65 to $100	.19	.22	.16	**.19**
Over $100	.21	.24	.17	**.21**
Average	**.15**	**.22**	**.11**	**.16**

Source: HDS Diary Sample, FY 2011.

The Household Diary Study indicates that households whose heads have college degrees tend to receive and send more packages on average than households with lower educational attainment. These results are shown in Tables 7.5 and 7.6.

Table 7.5:
Postal Service Received Packages by Income and Education
(Pieces per Household per Week)

Household Income *(Thousands)*	Education of Head of Household				Average
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under $35	.10	.22	.32	.49	**.25**
$35 to $65	.22	.38	.50	.54	**.44**
$65 to $100	.56	.52	.55	.65	**.59**
Over $100	.48	.85	.67	.77	**.76**
Average	**.22**	**.39**	**.49**	**.66**	**.49**

Source: HDS Diary Sample, FY 2011.

Table 7.6:
Postal Service Sent Packages by Income and Education
(Pieces per Household per Week)

Household Income *(Thousands)*	Education of Head of Household				Average
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under $35	.05	.09	.15	.12	**.10**
$35 to $65	.00	.12	.23	.24	**.17**
$65 to $100	.01	.23	.16	.22	**.19**
Over $100	.00	.12	.12	.26	**.21**
Average	**.04**	**.13**	**.16**	**.23**	**.16**

Source: HDS Diary Sample, FY 2011.

Household Size

The Household Diary Study shows that larger households tend to receive and send more packages than smaller households, as shown in Table 7.7.

Table 7.7:
Postal Service Received and Sent Packages
by Size of Household
(Pieces per Household per Week)

Household Size	Received	Sent
One person	.36	.12
Two	.50	.18
Three	.51	.13
Four	.61	.20
Five or more	.48	.17
Average	**.49**	**.16**

Source: HDS Diary Sample, FY 2011.

Table 7.8:
Postal Service Received and Sent Packages
by Number of Adults in Household
(Pieces per Household per Week)

Number of Adults	Received	Sent
One	.35	.12
Two	.52	.19
Three or more	.58	.11
Average	**.49**	**.16**

Source: HDS Diary Sample, FY 2011.

Internet Access

Access to the Internet seems to play an important part in determining the number of packages sent and received by households. Table 7.9 shows the packages sent and received by households with and without Internet access. In FY 2011, households with Broadband sent more than six times and received almost two times as many packages as households without Internet access. These relationships probably reflect the correlation between income, education, and Internet access, as shown in Table 7.10.

In FY 2011, households with Internet access sent and received more packages than households without Internet access.

Table 7.9:
Received and Sent Packages
by Household Internet Access
(Pieces per Household per Week)

Type of Internet Access	Received	Sent
Broadband	.55	.19
Dial-up	.51	.13
None	.21	.03
Average	**.49**	**.16**

Source: HDS Diary Sample, FY 2011.

Table 7.10:
Income and Education by Type of Internet Access

Type of Internet Access	Median Income	% w/ College Degree
Broadband	67,538	43%
Dial-up	51,080	27%
None	23,139	12%

Household Package Contents

As shown in Table 7.11, packages received by households most often contain music/videos, pharmaceuticals, books, and clothes—a sign that *online purchases and mail-order retail are the* primary drivers of household package volume.

In fact, online purchases contributed to a significant growth in music/video contents received. The share of this type of content remained very strong in 2011, at almost 40 percent of all contents, primarily because of volumes generated by video rental outfits like Netflix.

Households most often send music and videos, clothes, books, and toys. Primarily, this is due to the higher volume of household packages sent during the holiday season, but it may also be evidence of the growing use of online sales and auction portals, such as eBay.

Table 7.11:
Contents of Postal Service Sent and Received Packages

Contents	Volume (Millions of Pieces)					
	2009		2010		2011	
	Sent	Received	Sent	Received	Sent	Received
Music/Video	750	1,040	734	983	906	1,154
Pharmaceuticals/Contacts	6	254	6	245	2	306
Books	34	295	31	233	29	290
Clothing	32	173	59	231	45	278
Household/Kitchen/Lawn and garden products	24	93	16	111	33	188
Electronic equipment	26	61	21	72	16	90
Toys	16	57	13	45	31	71
Cosmetics/Beauty products/Toiletries	3	94	15	85	5	67
Checkbooks	0	49	0	60	0	59
Food Products	2	67	3	49	0	54
Computer hardware, software, or accessories	8	35	10	38	13	53
Photos/Film	3	40	1	38	0	34
Travel products and information	3	21	3	33	4	24
Other Contents	54	481	74	519	36	564
Total Packages	**958**	**2,685**	**975**	**2,673**	**1,112**	**3,013**

Table 7.11:
Contents of Postal Service Sent and Received Packages (cont.)

Contents	Percent of Pieces					
	2009		2010		2011	
	Sent	Received	Sent	Received	Sent	Received
Music/Video	78%	39%	75%	37%	81%	38%
Pharmaceuticals/Contacts	1%	9%	1%	9%	0%	10%
Books	4%	11%	3%	9%	3%	10%
Clothing	3%	6%	6%	9%	4%	9%
Household/Kitchen/Lawn and garden products	3%	3%	2%	4%	3%	6%
Electronic equipment	3%	2%	2%	3%	1%	3%
Toys	2%	2%	1%	2%	3%	2%
Cosmetics/Beauty products/Toiletries	0%	4%	1%	3%	0%	2%
Checkbooks	0%	2%	0%	2%	0%	2%
Food Products	0%	3%	0%	2%	0%	2%
Computer hardware, software, or accessories	1%	1%	1%	1%	1%	2%
Photos/Film	0%	1%	0%	1%	0%	1%
Travel products and information	0%	1%	0%	1%	0%	1%
Other Contents	6%	18%	8%	19%	3%	19%
Total Packages	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Source: HDS Diary Sample, FY 2009, 2010, and 2011.
Notes:
Contents questions are multiple response; total packages does not include multiple contents and, as such, does not equal the sum for each column.
Does not include contents for which no answer was given (DK/RF).
Music/Video packages include 1.7 billion pieces of CD/DVD rentals sent and received, reported in First-Class Mail letters in Tables E.1, 1.5, and 1.6

Appendix A: Comparative Tables 1987, 2010 & 2011

Concordance of Tables

This Concordance of Tables that follows provides detailed estimates concerning mail piece attributes, household mailing behavior and mean pieces per household per week for a variety of demographic characteristics.

The reporting of data in these tables was done using prior year definitions of key measures to maintain consistency. For this reason, these data may differ from that reported in tables in the report text. Where possible, we have provided information about the calculations (such as the "base") or other supplemental notes so that readers can interpret the findings appropriately.

Comparisons between 1987 and 2010/2011 data should be done with caution. The 2010/2011 data represent refinements in survey methodology from previous years, as well as modifications in the procedures for weighting and adjustment for mail flow underreports. These data may also reflect changes in the definitions of mail classifications.

Concordance of Appendix Tables

PFY 1999 Tables	DESCRIPTION	GFY 2011 Tables
3 - 1	Total Domestic Mail Originating in Households and Nonhouseholds	A1-1
3 - 2	Mail Received by Households by Class	A1-2
3 - 3	Total Mail Overview: Content of Mail Received by Households	A1-3
4 - 10	First-Class Mail Contents of Mail Received by Households	A2-1
4 - 2	First-Class Mail Received -- Content by Quarter (Pieces Per Household Per Week)	A2-2
4 - 20	Use of First-Class Advertising-Only Mail -- by Industry	A2-3
4 - 5	Percentage of First-Class Mail Containing Advertising by Household Income (Percentage of Pieces)	A2-4
4 - 24	First-Class Mail Usage of Reply Envelopes -- by Industry (Percentage of Pieces)	A2-5
4 - 23	First-Class Mail -- Enclosure of Reply Envelopes -- by Content (Percentage of Pieces)	A2-6
4 - 25	First-Class Mail -- Industry Usage of Reply Envelopes (Percentage of Pieces From Each Industry That Contain Reply Mail)	A2-7
4 - 18	First-Class Mail -- Industry Mail to Households	A2-8
4 - 19	First-Class Mail -- Bills and Statements	A2-9
4 - 22	Use of First-Class Business Invitations/Announcements Mail -- by Industry	A2-10
4 - 21	Use of First-Class Advertising-Enclosed Mail -- by Industry	A2-11
4 - 9	First-Class Mail Received -- by Number of Financial Accounts and Insurance Policies	A2-12
4 - 8	First-Class Mail Received -- by Number of Credit Cards	A2-13
4 - 7	First-Class Mail Receipt -- Content by Age of Head of Household (Pieces Per Household Per Week)	A2-14
4 - 6	First-Class Mail Receipt -- Content by Education of Head of Household (Pieces Per Household Per Week)	A2-15
4 - 4	First-Class Receipt -- Content by Income (Pieces Per household Per Week)	A2-16
4 - 27	First-Class Mail -- Percent of Nonpersonal Mail Received by Households Which is Sent Presort -- by Content	A2-17
4 - 26	Total Percentage of Industry's First-Class Mail Received by Households Which is Sent Presort	A2-18
4 - 32	First-Class Mail -- Total Envelopes by Sector (Percentage of Pieces)	A2-19
4 - 33	First-Class Mail -- Total Envelopes by Content (Percentage of Total Envelopes)	A2-20
4 - 34	First-Class Mail -- Total Envelopes by Industry (Percentage of Total Envelopes)	A2-21
4 - 35	First-Class Mail -- Nonpresort Envelopes by Sector (Percentage of Pieces)	A2-22
4 - 38	First-Class Mail -- Total Cards by Sector (Percentage of Pieces)	A2-23
4 - 39	First-Class Mail -- Total Cards by Industry (Percentage of Total Cards)	A2-24
4 - 40	First-Class Mail -- Total Cards by Content (Percentage of Total Cards)	A2-25
4 - 41	First-Class Mail -- Cards Received by Households -- Household's Percentage of Total Mail Sent at Each Card Rate Category	A2-26
4 - 42	First-Class Mail -- Cards Received by Households -- Household's Percentage of Total Mail Sent at Each Card Rate Category -- by Industry	A2-27
4 - 48	First-Class Mail Sent by Households to Nonhouseholds	A2-28
4 - 01	First-Class Mail Originating in Households and Nonhouseholds	A2-29
4 - 60	First-Class Mail Media by Which Mail Order Purchases Made in Past Month Were Ordered (Percentage of Orders)	A2-30

PFY 1999 Tables	DESCRIPTION	GFY 2011 Tables
4 - 49	First-Class Mail -- Method of Payment (From Entry Interview)	A2-31
4 - 51	First-Class Mail -- Use of Automatic Deductions (Percent of Households)	A2-38
4 - 52	First-Class Mail -- Use of Automatic Deductions -- by Income (Percentage of Households)	A2-39
4 - 53	First-Class Mail -- Use of Automatic Deductions -- by Age (Percentage of Households)	A2-40
6 - 2	Standard Mail Content of Mailpiece (Percentage of Standard Mail Received by Households)	A3-1
6 - 6	Standard Mail by Major Industry by Quarter (Mean Pieces Per Household Per Week)	A3-2
6 - 4	Standard Mail Addressee (Percentage of Total Standard Mail)	A3-3
6 - 5	Standard Mail Addressee by Industry (Percentage of Pieces)	A3-4
6 - 7	Standard Mail by Shape	A3-5
6 - 8	Standard Mail Industry by Shape (Percentage of Pieces Received by Households)	A3-6a/b
6 - 9	Standard Mail Shape by Industry (Percentage of Pieces)	A3-7a/b
6 - 11	Standard Mail Shape by Addressee (Percentage of Pieces)	A3-8
6 - 13	Standard Mail Demographics -- Pieces Received Per Household Per Week	A3-9
6 - 14	Receipt of First-Class and Total Standard Mail (Including NonProfit Mail) by Number of Mail Order Purchases Made in the Past Year (Pieces Per Household Per Week)	A3-10
6 - 15	Standard Mail by Familiarity With Institution (Percentage of Mail Pieces Received by Households)	A3-11
6 - 16	Standard Mail by Industry and Familiarity (Percentage of Pieces)	A3-12
6 - 17	Standard Mail -- Shape by Familiarity With Organization (Percentage of Pieces)	A3-13
6 - 18	Standard Mail -- Mail Order Industry Shape by Familiarity With Organization (Percentage of Mail Pieces Received by Households)	A3-14
6 - 20	Standard Mail Receipt by Number of Financial Accounts and Insurance Policies	A3-15
6 - 19	Standard Mail Receipt by Number of Credit Card Accounts	A3-16
6 - 22	Standard Mail Treatment of Mail Piece by Familiarity With Organization (Percentage of Mail Received by Households)	A3-17
6 - 23	Standard Mail Usefulness of Mail Pieces by Familiarity With Organization (Percentage of Mail Received by Households)	A3-18
6 - 24	Standard Mail Response to Advertising by Familiarity With Organization (If Pieces Contained an Advertisement or Request for Donation and Was from One Organization Only)	A3-19
6 - 25	Standard Mail Treatment by Usefulness (Percentage of Pieces)	A3-20
6 - 26	Standard Mail Usefulness by Treatment (Percentage of Pieces)	A3-21
6 - 27	Standard Mail Treatment by Intended Response (Percentage of Pieces)	A3-22
6 - 28	Standard Mail Intended Response by Treatment (Percentage of Pieces)	A3-23
6 - 29	Standard Mail Usefulness by Intended Response (Percentage of Pieces)	A3-24
6 - 30	Standard Mail Intended Response by Usefulness (Percentage of Pieces)	A3-25
6 - 31	Standard Mail Pieces From Credit Card Industry Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)	A3-26
6 - 32	Standard Mail Pieces From Insurance Companies Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)	A3-27
6 - 33	Standard Mail Pieces From Department Stores Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)	A3-28

PFY 1999 Tables	DESCRIPTION	GFY 2011 Tables
6 - 34	Standard Mail Pieces From Mail Order Companies Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)	A3-29
6 - 35	Standard Mail Pieces From Publishers Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)	A3-30
6 - 36	Standard Mail Treatment of Mail Piece by Shape (Percentage of Mail Pieces Received by Households)	A3-31
6 - 37	Standard Mail Usefulness of Mail Piece by Shape (Percentage of Mail Pieces Received by Households)	A3-32
6 - 38	Standard Mail Response to Advertising by Shape (If Mail Pieces Contained Advertising or Request Donation)	A3-33
6 - 39	Standard Mail Percentage of Pieces Read Immediately and Set Aside by Shape and Familiarity With Organization	A3-34
6 - 40	Standard Mail Percentage of Pieces Eliciting Intended Response by Shape and Familiarity With Organization	A3-35
6 - 41	Standard Mail Percentage of Pieces Found Useful by Shape and Familiarity With Organization	A3-36
6 - 42	Standard Mail From Department Stores Reaction to Mail Piece by Shape (Percentage of Pieces)	A3-37
6 - 43	Standard Mail From Department Stores Reaction to Mail Piece by Familiarity and Shape (Percentage of Pieces)	A3-38
6 - 44	Standard Mail From Mail Order Companies Reaction to Mail Piece by Shape (Percentage of Pieces)	A3-39
6 - 45	Standard Mail From Mail Order Companies Reaction to Mail Piece by Familiarity and Shape (Percentage of Pieces)	A3-40
6 - 46	Standard Mail from Publishers Reaction to Mail Piece by Shape (Percentage of Pieces)	A3-41
6 - 47	Standard Mail from Publishers Reaction to Mail Piece by Familiarity and Shape (Percentage of Pieces)	A3-42
6 - 48	Standard Mail from Credit Card Companies Reaction to Mail Piece by Shape (Percentage of Pieces)	A3-43
6 - 49	Standard Mail from Credit Card Companies Reaction to Mail Pieces by Familiarity and Shape (Percentage of Pieces)	A3-44
6 - 50	Standard Mail from Insurance Companies Reaction to Mail Pieces by Shape (Percentage of Pieces)	A3-45
6 - 51	Standard Mail from Insurance Companies Reaction to Mail Pieces by Familiarity and Shape (Percentage of Pieces)	A3-46
6 - 52	Standard Mail Reaction by Industry (Percentage of Mail Received by Households)	A3-47a/b
6 - 53	Standard Mail Reaction to Mail Piece by Income	A3-48
6 - 54	Standard Mail Reaction to Mail Piece by Age of Head of Household	A3-49
6 - 55	Standard Mail Reaction to Mail Piece by Education of Head of Household	A3-50
6 - 56	Standard Mail Users of Reply Envelopes by Industry (Percentage of Pieces)	A3-51
6 - 57	Standard Mail Industry Usage of Reply Mail (Percentage of Pieces From Each Industry That Contain Reply Mail)	A3-52a/b
6 - 58	Standard Mail Intended Response Rates for Major Industries by Enclosure of Reply Envelopes/Cards (Percentage of Pieces to Which Recipients Intend to Respond)	A3-53
6 - 59	Standard Mail Reaction to Mail Piece by Addressee (Percentage of Pieces)	A3-54
6 - 60	Standard Mail Reaction to Pieces From Department Stores by Addressee (Percentage of Pieces)	A3-55

PFY 1999 Tables	DESCRIPTION	GFY 2011 Tables
6 - 61	Standard Mail Reaction to Pieces From Publishers by Addressee (Percentage of Pieces)	A3-56
6 - 68	Number of Mail Order Purchases Within the Last Year by Income (Percentage of Households)	A3-57
6 - 69	Number of Mail Order Purchases Within the Last Year by Education of Head of Household (Percentage of Households)	A3-58
6 - 70	Number of Mail Order Purchases Within the Last Year by Age of Head of Household (Percentage of Households)	A3-59
6 - 71	Number of Mail Order Purchases Within the Last Year by Number of Adults (Percentage of Households)	A3-60
6 - 72	Standard Mail Order Pieces Received by Number of Mail Order Purchases Made Within Last Year	A3-61
6 - 73	Standard Mail Reaction to Pieces From Mail Order Industry by Number of Mail Order Purchases Made Within the Last Year (Percentage of Pieces)	A3-62
6 - 77	Unaddressed Mail Received (Percentage of Pieces)	A3-64
6 - 78	Unaddressed Mail Received Reaction	A3-65
6 - 79	Unaddressed Mail Received Response to Bundled Flyers by Industry (Percentage of Mail Received by Households)	A3-66
6 - 80	Nonprofit Standard Mail Received by Households By Shape	A3-67
6 - 82	Nonprofit Standard Mail by Industry by Shape (Percentage of Pieces)	A3-68
6 - 84	Nonprofit Standard Mail Content by Industry (Percentage of Pieces)	A3-69
6 - 85	Nonprofit Standard Mail Pieces Received Per Household Per Week	A3-70
6 - 86	Percent of Non-Profit Standard Mail Containing a Request for Donations by Age Of Head of Household	A3-71
6 - 87	Nonprofit Standard Mail Treatment of Mail Piece by Familiarity With Organization (Percentage of Pieces)	A3-72
6 - 88	Nonprofit Standard Mail Response to Advertising by Familiarity With Organization (If Piece Contained an Advertisement or Request for Donation and Was From One Organization Only)	A3-73
6 - 89	Nonprofit Standard Mail Treatment of Mail Piece by Shape (Percentage of Mail Received by Households)	A3-74
6 - 90	Nonprofit Standard Mail Usefulness of Mail Piece by Shape (Percentage of Mail Received by Households)	A3-75
6 - 91	Nonprofit Standard Mail Response to Advertising by Shape (If Piece Contained Advertising or Request for Donation)	A3-76
6 - 92	Nonprofit Standard Mail Reaction by Industry (Percentage of Mail Pieces Received by Households)	A3-77
3 - 7	Total Pieces of Advertising Mail Received Per Week by Income	A4-1
3 - 8	Total Pieces of Advertising Mail Received Per Week by Age of Household Head	A4-2
3 - 9	Total Pieces of Advertising Mail Received Per Week by Education of Head of Household	A4-3
3 - 15	Total Mail Overview: Treatment of Advertising Mail by Actual Weekly Standard Mail Receipt (Percentage of Households - From Entry Interview)	A4-4
3 - 4	Total Mail Overview: Intended Response to Advertising Mail by Class (Percentage of Pieces)	A4-5
3 - 5	Response Rates to Advertising: First-Class Advertising Only vs. Standard Mail Envelopes and Cards (Percentage of Pieces)	A4-6

PFY 1999 Tables	DESCRIPTION	GFY 2011 Tables
3 - 17	Entry Interview Treatment of Advertising Mail by Household Income (Percentage of Households)	A4-7
3 - 10	Entry Interview Treatment of Advertising Mail (Percentage of Households)	A4-8
3 - 19	Entry Interview Attitude Towards Mail Advertising by Age of Head of Household (Percentage of Households)	A4-9
3 - 21	Entry Interview Treatment of Advertising Mail by Education of Head of Household (Percentage of Households)	A4-10
5 - 1	Periodicals Received	A5-1
5 - 2	Periodicals -- Type of Publication	A5-2
5 - 9	Newspapers Received by Mail And Not by Mail --Number of Different Newspapers Per Household (From Entry Interview)	A5-3
5 - 10	Periodical Mail -- Type of Subscription	A5-4
5 - 11	Periodical Mail -- Source of Publications	A5-5
5 - 12	Periodical Mail -- Type and Source of Mail Received by Households (Percentage of Subscription Type by Source)	A5-6
5 - 13	Periodicals -- Satisfaction With Delivery (Percentage of Pieces)	A5-7
5 - 14	Periodicals -- Need For Delivery (Percentage Of Pieces)	A5-8
5 - 16	Periodicals -- Satisfaction With Delivery by Postal Region (Percent of Pieces Received by Households)	A5-9
5 - 17	Periodicals -- Households' Need for Delivery by Postal Region (Percentage of Pieces)	A5-10
*3 - 22	Household Electronic Mail Capability by Household Income (Percentage of Households)	A7-1
3 - 23	Household Electronic Mail Capability by Education of Head of Household (Percentage of Households)	A7-2
3 - 24	Household Electronic Mail Capability by Age of Head of Household (Percentage of Households)	A7-3

Appendix A1: Total Mail Overview

Table A1-1
Total Domestic Mail Originating in Households and Nonhouseholds Postal Fiscal Years 1987, 2010 and 2011 (Diary Data)

Sector	Percentage of Total Domestic Mail			Pieces Per Household Per Week		
	1987	2010	2011	1987	2010	2011
Household-to-household	4.8	3.0	2.7	1.6	0.8	0.7
Household-to-nonhousehold[1]	6.4	7.0	6.1	2.1	2.0	1.7
Nonhousehold-to-household	55.5	71.9	73.3	18.5	20.1	19.9
Unknown incoming	0.3	0.5	0.8	0.1	0.1	0.2
Unknown outgoing	1.0	2.3	1.5	0.3	0.6	0.4
Total Household Mail	69.1	84.7	84.4	23.0	23.6	22.9
Nonhousehold-to-nonhousehold	30.9	15.3	15.6	-	-	-
Total	100.0	100.0	100.0	-	-	-

[1] Includes first class mail sent to outside US because mail sent to outside is not an option in mail classification for 2011

Table A1-2
Mail Received by Households by Class Postal Fiscal Years 1987, 2010, and 2011 (Diary Data)

Class	Percent of Total Pieces Per Week			Pieces Per Household Per Week		
	1987	2010	2011	1987	2010	2011
First-Class [1]	42.1	37.1	35.6	8.64	7.78	7.36
Periodicals	8.2	4.3	4.2	1.69	0.90	0.87
Standard Mail [2]	47.6	54.7	56.6	9.77	11.48	11.69
Package Services [3]	0.3	0.3	0.4	0.06	0.07	0.09
Government [4]	1.8	3.6	3.1	0.36	0.75	0.65
Total	100.0	100.0	100.0	20.52	20.99	20.67

[1] Includes Non-Governmental Priority mail and First-Class/Priority Packages

[2] Includes Non-Governmental Presorted Standard, Nonprofit, Unsolicited Periodicals and Standard Packages

[3] Includes Non-Governmental Parcel Post, Parcel Select, Bound Printed Matter, Special Standard Mail and Library Rate

[4] Includes Government Mail from First-Class Letters, Standard Mail, USPS-Delivered Packages and Unaddressed Material

Table A1-3
Total Mail[1] Overview: Content of Mail Received by Households (Percentage of Pieces) Postal Fiscal Years 1987, 2010 and 2011(Diary Data)

Content	1987	2010	2011
NON-ADVERTISING			
Personal	7.5	3.9	2.9
Bills [5]	12.5	12.6	10.0
Financial Statements	4.2	4.5	3.7
ADVERTISING			
First-Class advertising only	4.7	4.8	3.5
First-Class advertising enclosed	5.5	10.0	8.4
First-Class business invitations announcements	1.2	1.3	1.3
First-Class requests for donations	0.4	0.5	0.5
Standard Mail (A) advertising	30.7	39.5	34.0
Standard Mail (A) requests	0.5	0.5	0.2
Standard Mail (A) nonprofit advertising	2.4	2.2	1.4
Standard Mail (A) nonprofit requests	3.2	4.8	3.8
Total Advertising With Request For Donations (not including Periodicals)	48.6	63.6	53.0
Total Advertising Without Request For Donations (not including Periodicals)	44.5	57.8	48.6
Newspapers	2.9	0.8	0.5
Magazines	4.7	3.2	2.8
Total Advertising (including Periodicals)	56.2	67.6	56.3
OTHER:			
Other Standard Mail (A) [6]	6.7	5.6	6.3
Other Standard Mail (A) nonprofit [6]	3.7	2.4	3.0
Federal Government	1.7	1.4	1.0
International	0.5	0.1	0.1
Other [2]	12.5	9.8	8.4
Total [3]	105.5	107.9	91.7
Pieces per household per week [4]	20.5	20.7	20.3

[1] Does not include packages or expedited mail.

[2] Mostly other First-Class.

[3] Equals more than 100% because First-Class advertising enclosed may be counted twice.

[4] First-Class advertising enclosed is only counted once.

[5] Includes credit card statement/bill.

[6] Request for donations is now a separate category under advertising.

Appendix A2: First-Class Mail

Table A2-1
First-Class Mail Contents of Mail Received by Households
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Content	Percent of Total Mail Received by Households			Pieces Per Household Per Week		
	1987	2010	2011	1987	2010	2011
Personal:						
Holiday card	3.2	1.6	1.5	0.6	0.3	0.3
Other greeting cards	1.7	1.0	0.9	0.3	0.2	0.2
Invitations	0.7	0.3	0.4	0.1	0.1	0.1
Letter	2.7	0.6	0.5	0.5	0.1	0.1
Announcements	0.2	0.1	0.0	0.0	0.0	0.0
Package	0.1	0.1	0.1	0.0	0.0	0.0
Other personal	0.5	0.2	0.1	0.1	0.0	0.0
Total Personal	9.1	3.9	3.5	1.6	0.8	0.7
Business or Nonfederal Government:						
Advertising Only	5.2	4.7	4.0	0.9	1.0	0.9
Notice of order	1.4	1.9	1.8	0.2	0.4	0.4
Bill/invoice/premium [1]	14.7	12.2	11.5	2.5	2.6	2.4
Financial statement	5.0	4.4	4.3	0.9	1.0	0.9
Payment	1.9	0.9	1.0	0.3	0.2	0.2
Rebate	0.1	0.1	0.1	0.0	0.0	0.0
Greeting card	0.3	0.2	0.3	0.1	0.1	0.1
Invitation or announcement	1.5	1.4	1.5	0.3	0.3	0.3
CD/DVD/Video game	N/A	0.7	0.8	N/A	0.2	0.2
Direct Deposit Receipts	0.0	0.1	0.0	0.0	0.0	0.0
Sweepstakes	0.1	0.0	0.0	0.0	0.0	0.0
Insurance policy [2]	0.2	0.4	0.0	0.0	0.1	0.0
Tax forms	0.0	0.4	0.0	0.0	0.1	0.0
Other business or government	6.7	1.9	4.0	1.1	0.4	0.8
Packages	0.1	0.8	0.9	0.0	0.2	0.2
Total Business or Government	37.2	30.2	30.3	6.4	6.5	6.4
Social/Charitable/Political/Nonprofit:						
Announcement/meeting	1.3	1.0	1.0	0.2	0.2	0.2
Request for donation	0.4	0.5	0.5	0.1	0.1	0.1
Confirmation of donation	0.2	0.2	0.2	0.0	0.0	0.0
Bill/invoice/premium	0.3	0.1	0.1	0.0	0.0	0.0
Educational acceptances	0.1	0.0	0.0	0.0	0.0	0.0
Other Social/Charitable/Political/Nonprofit	1.2	0.4	0.4	0.2	0.1	0.1
Total Social/Charitable/Political/Nonprofit	3.5	2.3	2.1	0.6	0.5	0.4
Don't know/No answer	0.6	2.7	1.9	0.1	0.6	0.4
Total Mail Received by Households	50.4	39.1	37.8	8.6	8.4	7.9

[1] Includes credit card statement/bill.

[2] Estimates for 2010 and 2011 include Insurance Related Mail.

Note: Totals may not sum due to rounding.

Table A2-2
First-Class Mail Received -- Content by Quarter
(Pieces Per Household Per Week)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Quarter	Total Personal			Total Business or Nonfederal Government [1]		
	1987	2010	2011	1987	2010	2011
Quarter One	2.42	0.51	1.40	6.49	6.22	6.68
Quarter Two	1.56	0.56	0.52	6.38	6.30	6.85
Quarter Three	1.16	0.61	0.49	6.56	6.74	6.24
Quarter Four	1.04	1.56	0.41	6.00	7.17	6.03

[1] Includes credit card statement/bill.

Table A2-3
Use of First-Class Advertising-Only Mail -- by Industry
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	Percent of First-Class "Advertising Only"			Percent of Total First Class Mail			Pieces Per Household Per Week		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Financial:									
Credit Card	7.0	7.5	9.1	0.4	0.9	1.0	0.1	0.1	0.1
Bank	7.0	5.9	4.4	0.4	0.7	0.5	0.1	0.1	0.0
Insurance	7.8	6.9	5.8	0.4	0.8	0.7	0.1	0.1	0.1
Mortgage	3.7	4.7	5.4	0.2	0.6	0.6	0.0	0.0	0.0
Investments	N/A	1.4	1.2	N/A	0.2	0.1	N/A	0.0	0.0
Other Financial	1.1	1.1	1.8	0.1	0.1	0.2	0.0	0.0	0.0
Total Financial	32.2	27.5	27.7	1.7	3.4	3.2	0.3	0.3	0.2
Merchants:									
Supermarkets	0.0	1.6	1.6	0.0	0.2	0.2	0.0	0.0	0.0
Department Store	7.0	4.1	3.1	0.4	0.5	0.4	0.1	0.0	0.0
Other Store	9.3	12.2	13.1	0.5	1.5	1.5	0.1	0.1	0.1
Mail Order	8.5	4.5	3.3	0.4	0.6	0.4	0.1	0.0	0.0
Restaurant	0.2	0.7	1.2	0.0	0.1	0.1	0.0	0.0	0.0
Publisher	10.8	2.9	2.4	0.6	0.4	0.3	0.1	0.0	0.0
Auto dealers	2.2	3.8	5.4	0.1	0.5	0.6	0.0	0.0	0.0
Online Auction	N/A	0.8	0.7	N/A	0.1	0.1	N/A	0.0	0.0
Other Merchants	3.2	2.4	2.2	0.2	0.3	0.3	0.0	0.0	0.0
Total Merchants	46.1	33.0	33.1	2.4	4.1	3.8	0.4	0.3	0.3
Services:									
Telephone	1.9	2.3	4.1	0.1	0.3	0.5	0.0	0.0	0.0
Other utility	0.7	1.6	0.8	0.0	0.2	0.1	0.0	0.0	0.0
Medical	1.7	5.9	6.1	0.1	0.7	0.7	0.0	0.1	0.1
Other professional	1.7	2.1	1.2	0.1	0.3	0.1	0.0	0.0	0.0
DVD/Blu-ray/Video Game Rental Company	N/A	0.0	0.1	N/A	0.0	0.0	N/A	0.0	0.0
Craftsman	0.1	1.8	2.9	0.0	0.2	0.3	0.0	0.0	0.0
Leisure service	7.7	7.7	6.1	0.4	1.0	0.7	0.1	0.1	0.1
Auto Maintenance	N/A	2.6	3.5	N/A	0.3	0.4	N/A	0.0	0.0
Roadside Assistance	7.7	0.2	0.1	0.4	0.0	0.0	0.1	0.0	0.0
Other Services	2.9	7.7	4.4	0.1	1.0	0.5	0.0	0.1	0.0
Total Services	17.5	32.0	29.3	0.9	3.9	3.4	0.2	0.3	0.3
All Manufacturers	1.0	4.1	3.3	0.1	0.5	0.4	0.0	0.0	0.0
Federal government	N/A	2.2	2.2	N/A	0.3	0.3	N/A	0.0	0.0
Nonfederal government	1.0	0.4	0.3	0.0	0.1	0.0	0.0	0.0	0.0
Social/Charitable/Political/Nonprofit	0.0	0.0	3.8	0.0	0.0	0.4	0.0	0.0	0.0
Don't Know/No Answer	3.2	0.8	0.3	0.2	0.1	0.0	0.0	0.0	0.0
Total Advertising-Only Mail Received by Households	100.0	95.9	96.6	5.2	11.8	11.1	0.9	1.0	0.9

Note: Totals may not sum due to rounding.

Table A2-4
Percentage of First-Class Mail Containing Advertising1 by Household Income
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment and Diary Data)

Income	First-Class Mail		
	1987	2010	2011
< $7K	18.6	17.6	25.6
$7K - $9.9K	21.1	19.2	21.1
$10K - $14.9K	25.5	23.3	22.2
$15K - $19.9K	23.4	27.3	25.8
$20K - $24.9K	24.3	22.8	26.2
$25K - $29.9K	25.5	25.5	25.3
$30K - $34.9K	27.0		
$35K - $49.9K	29.5	25.0	24.9
$50K - $64.9K	29.4	25.8	24.5
$65K - $79.9K	29.9	26.2	23.7
$80K - $99.9K	33.3	27.4	28.5
$100K+	31.6	26.4	28.6

[1] Includes advertising only, advertising enclosed, and business invitations/announcements.

Table A2-5
First-Class Mail Usage of Reply Envelopes -- by Industry
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	BRM			CRM			Total Reply Mail		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Financial:									
Credit Card	12.2	24.2	24.3	14.0	5.9	5.8	13.7	21.0	21.0
Bank	10.5	6.7	7.6	5.5	17.4	13.5	6.8	6.7	7.4
Insurance	13.0	8.4	8.8	9.5	12.8	12.6	10.3	8.4	8.8
Mortgage	1.6	2.0	2.2	0.4	2.3	2.2	0.6	1.8	1.8
Investments	N/A	4.4	5.9	N/A	6.5	7.2	N/A	2.1	2.3
Other Financial	1.4	0.8	0.6	0.4	1.3	0.8	0.6	0.7	0.4
Total Financial	49.3	46.5	49.4	31.4	46.2	42.1	35.0	40.8	41.7
Merchants:									
Supermarkets	0.0	0.2	0.2	0.0	0.4	0.4	0.0	0.1	0.1
Department Store	3.7	0.4	0.2	9.4	0.9	0.3	8.1	0.8	0.3
Other Store	1.2	0.4	0.5	1.8	0.6	0.5	1.6	0.6	0.5
Mail Order	4.6	1.7	1.6	2.3	1.3	0.7	2.6	1.4	0.9
Restaurant	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Publisher	8.2	2.3	2.6	6.8	2.2	2.4	7.0	2.2	2.4
Auto dealers	0.3	0.1	0.6	0.0	0.0	0.1	0.1	0.1	0.2
Online Auction	N/A	0.1	0.0	N/A	0.1	0.0	N/A	0.1	0.0
Other Merchants	0.8	0.4	0.3	0.7	0.5	0.2	0.7	0.4	0.2
Total Merchants	21.1	5.6	6.0	21.2	6.0	4.6	21.2	5.6	4.7
Services:									
Telephone	3.6	2.1	5.2	11.8	9.1	14.6	10.3	7.6	12.4
Other utility	3.1	3.9	4.3	14.4	13.6	14.1	12.1	11.6	11.9
Medical	3.8	5.9	4.7	8.6	11.3	10.9	7.6	10.1	9.5
Other professional	1.0	1.5	1.2	0.4	0.6	0.3	0.6	0.8	0.5
DVD/Blu-ray/Video Game Rental Company	N/A	23.6	25.7	N/A	0.0	0.0	N/A	5.0	5.9
Craftsman	0.1	0.2	0.3	0.1	0.1	0.1	0.1	0.1	0.2
Leisure service	1.6	0.6	0.4	0.7	0.4	0.3	0.9	0.4	0.3
Auto Maintenance	N/A	0.1	0.1	N/A	0.1	0.1	N/A	0.1	0.1
Roadside Assistance	N/A	0.3	0.2	N/A	0.2	0.4	N/A	0.2	0.3
Other Services	1.8	4.8	2.0	1.0	6.0	1.2	1.2	5.7	1.3
Total Services	15.6	43.2	44.0	40.5	41.3	41.9	35.5	41.7	42.4
All Manufacturers	0.7	0.7	1.6	0.1	0.2	0.2	0.2	0.3	0.5
Federal government	N/A	5.7	3.7	N/A	0.9	0.7	N/A	1.9	1.4
Nonfederal government	10.0	3.5	2.6	2.1	3.5	3.3	2.2	3.5	3.2
Social/Charitable/Political/Nonprofit	2.6	10.1	8.5	3.6	4.5	4.4	5.0	5.7	5.4
Don't know/No answer	1.4	0.4	0.3	1.2	0.4	0.2	1.2	0.4	0.2
Total Nonhousehold Mail Received by Households	100.0	115.0	114.4	100.0	102.9	97.3	100.0	99.7	98.9
Pieces per household per week	0.5	1.3	1.3	2.1	3.3	3.3	2.7	1.7	1.6

Note: Totals may not sum to 100 due to rounding.

Table A2-6
First-Class Mail -- Enclosure of Reply Envelopes -- by Content
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	BRM			CRM			Total Reply Mail		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Business or Nonfederal Government:									
Advertising Only	33.7	14.6	12.4	5.2	2.7	1.4	11.0	5.2	3.9
Notice of Order	3.0	2.8	3.6	1.6	1.2	1.0	2.0	1.5	1.6
Bill/invoice/premium [1]	19.0	24.1	24.3	75.3	83.9	85.2	63.2	71.5	71.7
Financial Statement	6.4	5.9	5.5	3.2	3.5	3.9	4.0	4.0	4.3
Payment	1.54	0.2	0.9	0.4	0.2	0.5	0.8	0.2	0.6
Rebate	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0
Greeting Card	0.6	0.3	1.2	0.1	0.1	0.1	0.2	0.1	0.4
Invitation	4.7	3.1	3.3	0.6	0.7	0.6	1.5	1.2	1.2
CD/DVD/Video Game	N/A	26.1	27.0	N/A	0.1	0.0	N/A	5.4	6.0
Other business or nonfederal government	20.9	12.6	12.8	10.0	3.2	2.9	12.2	5.1	5.1
Total Business or Nonfederal Government	89.9	89.7	91.2	96.4	95.5	95.6	95.1	94.3	94.6
Social/Charitable/Political/Nonprofit									
Announcement/meeting	1.8	2.6	1.7	0.5	0.7	0.9	0.9	1.1	1.1
Request for donation	4.4	6.0	5.6	1.2	2.5	2.6	1.8	3.2	3.2
Confirmation of donation	0.5	0.5	0.3	0.2	0.4	0.2	0.3	0.4	0.3
Bill/invoice/premium	0.4	0.2	0.2	0.9	0.5	0.4	0.8	0.4	0.4
Other Social/Charitable/Political/Nonprofit	3.2	1.0	1.1	0.8	0.4	0.2	1.3	0.5	0.4
Total Social/Charitable/Political/Nonprofit	10.2	10.3	8.8	3.6	4.5	4.4	4.9	5.7	5.4
Total Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.5	0.6	0.6	2.1	2.1	2.0	2.7	2.7	2.6

[1] Includes credit card statement/bill.

Note: Totals may not sum due to rounding.

Table A2-7
First-Class Mail -- Industry Usage of Reply Envelopes
(Percentage of Pieces From Each Industry That Contain Reply Mail)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	Business Reply			Courtesy Reply			No Reply Mail			Don't Know/ No Answer		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Financial:												
Credit Card	13.0	60.2	56.5	59.2	28.6	31.8	20.9	5.2	5.2	7.0	5.2	5.2
Bank	5.3	14.8	17.7	11.1	74.4	73.2	75.3	6.8	4.7	8.3	6.8	4.7
Insurance	10.2	21.6	20.2	29.6	63.7	68.1	50.6	8.8	5.6	9.5	8.8	5.6
Mortgage	8.9	3.7	2.5	9.0	64.2	67.8	72.6	3.1	1.5	9.6	3.1	1.5
Investments	N/A	7.3	8.4	N/A	78.6	82.1	N/A	4.5	3.7	N/A	4.5	3.7
Total Financial	9.7	0.0	0.0	24.4	0.0	1.1	57.6	18.1	19.1	8.2	42.8	42.7
Merchants:												
Supermarkets	N/A	4.7	4.9	N/A	3.5	5.7	N/A	3.1	1.2	N/A	3.1	1.2
Department Store	5.4	2.9	2.3	54.4	23.6	13.7	33.4	7.2	4.5	6.9	7.2	4.5
Other Store	3.0	1.3	2.0	18.4	7.5	6.2	73.1	4.0	1.6	5.5	4.0	1.6
Mail Order	15.1	11.0	14.1	30.4	31.8	22.3	46.8	53.5	55.7	7.7	3.7	7.9
Restaurant	12.3	0.0	2.9	0.0	0.0	1.7	74.8	97.9	95.0	12.9	2.1	0.4
Publisher	15.1	13.3	15.9	44.4	47.0	49.8	32.2	32.7	28.4	8.2	7.0	5.9
Auto dealers	3.5	1.3	5.1	2.6	2.1	2.1	86.9	93.3	88.9	7.0	3.2	3.9
Online Auction	N/A	3.2	2.5	N/A	9.0	0.7	N/A	87.0	95.0	N/A	0.8	1.8
Total Merchants	8.8	5.4	5.9	35.2	0.0	0.0	47.8	0.0	0.8	8.1	62.7	66.0
Services:												
Telephone	5.1	3.9	6.5	67.7	63.6	62.1	17.1	24.4	25.8	10.0	8.1	5.5
Other utility	3.3	4.9	5.8	60.0	64.1	64.2	28.7	25.9	23.4	8.0	5.0	6.7
Medical	4.3	5.5	4.7	38.2	39.5	36.7	49.6	50.4	54.1	8.0	4.7	4.5
Other professional	6.0	7.2	8.3	10.9	10.6	7.6	72.3	78.6	78.4	10.8	3.7	5.7
DVD/Blu-ray/Video Game Rental Company	N/A	94.5	94.4	N/A	0.6	0.2	N/A	3.7	5.4	N/A	1.2	0.0
Craftsman	2.7	4.8	3.7	14.2	4.1	5.3	66.4	88.3	88.3	16.7	2.9	2.8
Leisure service	5.8	3.0	2.4	9.7	6.6	6.8	75.0	87.2	87.7	9.5	3.2	3.0
Auto Maintenance	N/A	1.6	0.8	N/A	4.6	3.5	N/A	90.0	93.8	N/A	3.8	1.9
Roadside Assistance	N/A	18.3	8.0	N/A	37.1	65.9	N/A	36.5	22.4	N/A	8.0	3.7
Total Services	4.4	4.9	6.4	45.9	28.8	27.7	40.5	0.0	0.0	9.2	0.0	93.4
All Manufacturers	8.8	4.8	11.1	5.0	5.2	4.9	67.0	85.5	80.1	19.3	4.5	3.8
Federal government	N/A	12.9	10.8	N/A	7.6	7.5	N/A	71.1	74.1	N/A	8.4	7.5
Nonfederal government	4.2	6.0	5.1	13.3	22.3	22.2	74.9	66.6	66.7	7.6	5.1	6.0
Social/Charitable/Political/Nonprofit	9.1	10.7	10.8	13.0	18.1	19.1	64.3	62.7	66.0	13.7	8.6	4.0
Total Nonhousehold Mail Received	7.7	7.6	7.6	30.5	28.7	25.9	52.3	55.5	60.8	9.6	8.2	5.7
Pieces per household per week	0.5	0.6	0.6	2.1	2.1	2.0	3.6	4.1	4.7	0.7	0.6	0.4

Note: Percents are row percentages within each Industry classification.

Table A2-8
First-Class Mail -- Industry Mail to Households
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	Percent of Non-Household Mail Received by Households			Pieces Per Household Per Week		
	1987	2010	2011	1987	2010	2011
Financial:						
Credit Card	2.9	4.3	4.3	0.50	0.86	0.86
Bank	6.2	4.8	4.3	1.06	0.97	0.87
Insurance	3.9	4.1	4.4	0.68	0.83	0.87
Mortgage	0.6	0.7	0.8	0.10	0.15	0.15
investments	N/A	1.7	2.1	N/A	0.34	0.41
Other financial	0.5	0.4	0.2	0.08	0.07	0.05
Total Financial	15.8	16.1	16.1	2.72	3.2	3.2
Merchants:						
Supermarkets	0.0	0.1	0.1	0.00	0.02	0.02
Department Store	2.1	0.4	0.2	0.37	0.08	0.05
Other Store	1.2	0.8	0.8	0.21	0.17	0.16
Mail Order	0.9	0.4	0.3	0.16	0.09	0.07
Restaurant	0.0	0.1	0.1	0.00	0.01	0.02
Publisher	1.9	0.5	0.5	0.33	0.10	0.09
Auto dealers	0.2	0.2	0.3	0.04	0.05	0.06
Online Auction	N/A	0.1	0.1	N/A	0.02	0.01
Other Merchants	0.5	0.6	0.4	0.08	0.12	0.07
Total Merchants	7.4	3.3	2.8	1.28	0.65	0.55
Services:						
Telephone	2.2	1.5	2.4	0.37	0.30	0.47
Other utility	3.0	2.3	2.2	0.51	0.45	0.44
Medical	2.8	3.0	3.0	0.47	0.61	0.59
Other professional	0.5	0.6	0.4	0.09	0.12	0.08
DVD/Blu-ray/Video Game Rental Company	N/A	0.7	0.8	N/A	0.14	0.16
Craftsman	0.1	0.1	0.3	0.01	0.03	0.05
Leisure service	0.9	0.6	0.5	0.15	0.12	0.09
Auto Maintenance	N/A	0.2	0.2	N/A	0.03	0.04
Roadside Assistance	N/A	0.1	0.1	N/A	0.01	0.01
Other Services	0.8	1.7	0.8	0.14	0.35	0.15
Total Services	11.1	10.8	10.5	1.87	2.17	2.09
All Manufacturers	0.3	0.4	0.4	0.04	0.08	0.08
Federal government	N/A	1.3	1.0	N/A	0.25	0.20
Nonfederal government	2.0	1.7	1.5	0.34	0.33	0.30
Social/Charitable/Political/Nonprofit	3.4	2.7	2.3	0.59	0.53	0.46
Don't Know/No Answer	0.9	1.0	0.5	0.14	0.20	0.10
Total Industry Mail to Households	40.6	36.7	34.8	6.94	7.36	6.92

Note: Pieces per Household per Week totals do not match those in Table A2-1 due to the exclusion of Personal Mail, Packages, and Mail Pieces for which no response was given to Mail Type.

Note: Totals may not sum due to rounding.

Table A2-9
First-Class Mail -- Bills and Statements
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	Percent of Total First-Class			Pieces Per Household per Week			Percent of Total First-Class			Pieces Per Household per Week		
	Bills [1]						Statements					
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Financial:												
Credit Card	1.8	8.3	8.2	0.3	0.7	0.6	0.1	N/A	N/A	0.0	N/A	N/A
Bank	1.0	2.1	2.3	0.2	0.2	0.2	3.2	6.5	5.8	0.6	0.5	0.5
Insurance	1.6	4.0	3.0	0.3	0.3	0.2	0.3	0.9	0.5	0.1	0.1	0.0
Mortgage	0.1	0.6	0.6	0.0	0.1	0.0	0.0	0.2	0.2	0.2	0.0	0.0
investments	N/A	0.1	0.1	N/A	0.0	0.0	N/A	2.7	3.4	N/A	0.2	0.3
Other Financial	0.1	0.2	0.1	0.0	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0
Total Financial	4.7	15.3	14.3	0.8	1.3	1.1	4.5	10.5	10.0	0.8	0.9	0.8
Merchants:												
Supermarkets	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Department Store	1.3	0.3	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Store	0.4	0.2	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail Order	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Restaurant	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Publisher	0.9	0.6	0.7	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Auto dealers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Online Auction	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Other Merchants	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
Total Merchants	2.9	1.4	1.2	0.5	0.1	0.1	0.1	0.2	0.1	0.0	0.0	0.0
Services:												
Telephone	1.6	2.9	4.9	0.3	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Other utility	2.4	4.9	5.0	0.4	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Medical	1.7	4.0	3.8	0.3	0.3	0.3	0.1	0.2	0.1	0.0	0.0	0.0
Other professional	0.1	0.3	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
DVD/Blu-ray/Video Game Rental Company	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Craftsman	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leisure service	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Auto Maintenance	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Roadside Assistance	N/A	0.0	0.1	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Other Services	0.2	2.0	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Services	6.7	14.3	14.8	1.2	1.2	1.1	0.2	0.4	0.4	0.0	0.0	0.0
All Manufacturers	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Federal government	N/A	0.2	0.2	N/A	0.0	0.0	N/A	0.3	0.4	N/A	0.0	0.0
Nonfederal government	0.3	0.7	0.7	0.1	0.1	0.1	0.1	0.2	0.7	0.0	0.0	0.1
Social/Charitable/Political/Nonprofit	0.2	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/No Answer	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
Total Bills or Statements Received by Households	14.9	31.9	31.2	2.6	2.6	2.4	5.0	11.5	11.7	0.9	0.9	0.9

[1] Includes credit card statement/bill.

Note: Totals may not sum due to rounding.

Table A2-10
Use of First-Class Business Invitations/Announcements Mail -- by Industry
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	Percent of First-Class Business Invitations and Announcements			Percent of Total First Class Mail			Pieces Per Household Per Week		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Financial:									
Credit Card	3.6	5.1	9.1	0.1	0.2	0.4	0.0	0.0	0.0
Bank	8.9	9.4	9.9	0.1	0.3	0.4	0.0	0.0	0.0
Insurance	7.4	10.3	9.4	0.1	0.4	0.4	0.0	0.0	0.0
Mortgage	2.5	2.8	2.8	0.0	0.1	0.1	0.0	0.0	0.0
investments	N/A	5.6	6.7	N/A	0.2	0.3	N/A	0.0	0.0
Other financial	1.7	1.2	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Total Financial	29.5	34.4	38.5	0.5	1.2	1.6	0.1	0.1	0.1
Merchants:									
Supermarkets	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Department Store	2.8	0.7	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Other Store	4.6	1.0	1.6	0.1	0.0	0.1	0.0	0.0	0.0
Mail Order	1.0	0.7	1.3	0.0	0.0	0.1	0.0	0.0	0.0
Restaurant	0.2	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Publisher	3.6	1.0	1.5	0.1	0.0	0.1	0.0	0.0	0.0
Auto dealers	0.6	0.5	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Online Auction	N/A	0.2	0.2	N/A	0.0	0.0	N/A	0.0	0.0
Other Merchants	4.1	4.4	0.7	0.1	0.2	0.0	0.0	0.0	0.0
Total Merchants	20.4	9.1	7.4	0.3	0.3	0.3	0.1	0.0	0.0
Services:									
Telephone	2.6	1.2	4.2	0.0	0.0	0.2	0.0	0.0	0.0
Other utility	1.6	1.7	3.6	0.0	0.1	0.2	0.0	0.0	0.0
Medical	11.0	15.9	18.0	0.2	0.6	0.8	0.0	0.0	0.1
Other professional	5.2	9.0	4.9	0.1	0.3	0.2	0.0	0.0	0.0
DVD/Blu-ray/Video Game Rental Company	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Craftsman	0.5	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Leisure service	9.9	3.8	1.8	0.2	0.1	0.1	0.0	0.0	0.0
Auto Maintenance	N/A	0.2	0.2	N/A	0.0	0.0	N/A	0.0	0.0
Roadside Assistance	N/A	0.0	0.2	N/A	0.0	0.0	N/A	0.0	0.0
Other Services	4.9	8.5	4.1	0.1	0.3	0.2	0.0	0.0	0.0
Total Services	36.9	40.6	38.2	0.6	1.4	1.6	0.1	0.1	0.1
All Manufacturers	2.3	2.3	2.3	0.0	0.1	0.1	0.0	0.0	0.0
Federal government	N/A	4.1	3.9	N/A	0.1	0.2	N/A	0.0	0.0
Nonfederal government	9.7	9.1	9.4	0.2	0.3	0.4	0.0	0.0	0.0
Social/Charitable/Political/Nonprofit	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Don't Know/No Answer	3.5	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Total Business Invitations/Announcements Mail Received by Households	100.0	97.7	97.7	1.5	3.3	3.9	0.3	0.3	0.3

Note: Totals may not sum due to rounding.

Table A2-11
Use of First-Class Advertising-Enclosed Mail1-- by Industry
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	Industry Breakdown of First-Class Household Mail That is "Advertising Enclosed"			Percent of Total First Class Mail			Pieces Per Household Per Week		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Financial:									
Credit Card	18.3	26.6	25.8	1.3	2.3	2.6	0.2	0.3	0.3
Bank	11.7	10.5	9.0	0.8	0.9	0.9	0.1	0.1	0.1
Insurance	4.2	4.4	4.6	0.3	0.4	0.5	0.1	0.0	0.1
Mortgage	0.8	1.3	1.7	0.0	0.1	0.2	0.0	0.0	0.0
Investments	N/A	2.1	1.8	N/A	0.2	0.2	N/A	0.0	0.0
Other Financial	5.8	0.3	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Total Financial	40.0	45.2	43.1	2.8	3.9	4.3	0.5	0.5	0.5
Merchants:									
Supermarkets	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Department Store	14.2	1.6	0.5	1.0	0.1	0.1	0.2	0.0	0.0
Other Store	2.5	0.6	0.7	0.2	0.1	0.1	0.0	0.0	0.0
Mail Order	2.5	1.3	1.0	0.2	0.1	0.1	0.0	0.0	0.0
Restaurant	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Publisher	5.0	1.4	1.5	0.4	0.1	0.2	0.1	0.0	0.0
Auto dealers	0.0	0.1	0.4	0.02	0.0	0.0	0.0	0.0	0.0
Online Auction	N/A	0.0	0.1	N/A	0.0	0.0	N/A	0.0	0.0
Other Merchants	0.8	0.4	0.5	0.1	0.0	0.0	0.0	0.0	0.0
Total Merchants	25.8	5.6	5.1	1.8	0.5	0.5	0.3	0.1	0.1
Services:									
Telephone	8.3	11.6	19.4	0.6	1.0	1.9	0.1	0.1	0.2
Other utility	8.3	9.7	9.3	0.6	0.8	0.9	0.1	0.1	0.1
Medical	1.7	1.3	1.6	0.1	0.1	0.2	0.0	0.0	0.0
Other professional	1.7	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0
DVD/Blu-ray/Video Game Rental Company	N/A	6.1	7.9	N/A	0.5	0.8	N/A	0.1	0.1
Craftsman	0.0	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Leisure service	0.0	0.7	0.7	0.1	0.1	0.1	0.0	0.0	0.0
Auto Maintenance	N/A	0.0	0.3	N/A	0.0	0.0	N/A	0.0	0.0
Roadside Assistance	N/A	0.2	0.4	N/A	0.0	0.0	N/A	0.0	0.0
Other Services	0.8	7.5	1.2	0.1	0.6	0.1	0.0	0.1	0.0
Total Services	25.0	37.4	41.6	1.7	3.2	4.2	0.3	0.4	0.5
All Manufacturers	0.0	0.2	0.4	0.0	0.0	0.0	0.00	0.00	0.00
Federal government	N/A	0.8	0.6	N/A	0.1	0.1	N/A	0.0	0.0
Nonfederal government	0.8	1.0	1.2	0.1	0.1	0.1	0.0	0.0	0.0
Social/Charitable/Political/Nonprofit	7.5	9.1	7.8	0.5	0.8	0.8	0.1	0.1	0.1
Don't Know/No Answer	0.8	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0
Total Advertising Enclosed Mail Received by Households	100.0	99.8	99.6	7.0	8.5	9.9	1.20	1.1	1.2

[1] Does not include "Advertising Only" mail.
Note: Totals may not sum due to rounding.

Table A2-12
First-Class Mail Received -- by Number of Financial Accounts and Insurance Policies
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment and Diary Data)

Number of Accounts and Policies	None			Low (1-5)			Medium (6-9)			High (10+)		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Pieces per Household per Week	3.2	3.6	3.0	5.6	5.3	5.1	8.5	7.7	7.2	12.4	10.1	9.6

Table A2-13
First-Class Mail Received -- by Number of Credit Cards
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment and Diary Data)

Number of Credit Cards	None			Low (1-3)			Medium (4-7)			High (8+)		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Pieces per Household per Week	4.8	5.4	4.9	7.3	6.9	6.5	9.9	8.8	8.6	13.2	11.0	9.9

Table A2-14
First-Class Mail Receipt -- Content by Age of Head of Household
(Pieces Per Household Per Week)
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment and Diary Data)

Contents	18 - 21			22 - 24			25 - 34			35 - 44		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Personal	1.6	0.0	0.2	0.8	0.0	0.3	1.2	0.0	0.9	1.5	0.0	0.7
Business or Nonfederal Government:												
Advertising	0.4	0.0	0.7	0.3	0.0	0.3	0.7	0.0	0.8	1.0	0.0	1.0
Invitation/Announcement	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.3	0.3	0.0	0.3
Bill [2]	1.5	0.0	2.3	1.8	0.0	1.3	2.6	0.0	2.4	3.0	0.0	2.9
Financial Statement	0.6	0.0	0.6	0.4	0.0	0.4	0.6	0.0	0.6	1.0	0.0	0.9
Other [1]	0.7	0.0	2.5	1.0	0.0	1.0	1.5	0.0	1.6	1.9	0.0	1.9
Total Business or Nonfederal Government	3.3	0.0	6.2	3.6	0.0	3.2	5.6	0.0	5.6	7.2	0.0	7.0
Social/Charitable/Political/Nonprofit	0.3	0.0	0.6	0.3	0.0	0.2	0.5	0.0	0.4	0.8	0.0	0.5
Total	5.3	0.0	7.1	4.7	0.0	3.7	7.3	0.0	6.9	9.6	0.0	8.2

Contents	45 - 54			55 - 64			65 - 69			70+	70 - 74		75+	
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011	2010	2011
Personal	1.8	0.0	0.8	1.8	0.0	0.8	1.7	0.0	1.0	1.9	0.0	1.0	0.0	0.8
Business or Nonfederal Government:														
Advertising	1.1	0.0	1.2	1.1	0.0	1.2	1.0	0.0	1.2	0.7	0.0	1.1	0.0	0.9
Invitation/Announcement	0.4	0.0	0.3	0.3	0.0	0.4	0.4	0.0	0.3	0.2	0.0	0.3	0.0	0.2
Bill [2]	3.1	0.0	3.1	2.7	0.0	2.8	2.0	0.0	2.8	1.6	0.0	2.2	0.0	2.0
Financial Statement	1.1	0.0	1.1	1.1	0.0	1.2	0.9	0.0	1.1	0.8	0.0	1.0	0.0	0.9
Other [1]	2.1	0.0	2.2	2.0	0.0	2.1	1.8	0.0	2.3	1.9	0.0	2.6	0.0	2.6
Total Business or Nonfederal Government	7.8	0.0	7.9	7.2	0.0	7.7	6.1	0.0	7.7	5.2	0.0	7.1	0.0	6.5
Social/Charitable/Political/Nonprofit	0.7	0.0	0.6	0.7	0.0	0.5	0.5	0.0	0.5	0.5	0.0	0.5	0.0	0.5
Total	10.4	0.0	9.3	9.9	0.0	9.0	8.5	0.0	9.2	7.6	0.0	8.6	0.0	7.9

[1] Includes pieces for which no response was given for Mail Type.

[2] Includes credit card statement/bill.

Note: Totals may not sum due to rounding.

Table A2-15
First-Class Mail Receipt -- Content by Education of Head of Household
(Pieces Per Household Per Week)
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment and Diary Data)

Contents	< 8th Grade			Some High School			High School			Some College		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Personal	1.1	0.0	0.5	1.1	0.0	0.4	1.3	0.0	0.6	1.5	0.0	0.8
Business or Nonfederal Government:												
Advertising	0.5	0.0	0.6	0.6	0.0	0.7	0.7	0.0	1.0	0.9	0.0	1.0
Invitation/Announcement	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.3	0.0	0.3
Bill [2]	1.7	0.0	1.6	2.0	0.0	2.5	2.4	0.0	2.6	2.6	0.0	2.8
Financial Statement	0.4	0.0	0.4	0.6	0.0	0.6	0.7	0.0	0.9	0.9	0.0	0.9
Other [1]	1.2	0.0	3.2	1.6	0.0	1.9	1.6	0.0	1.9	1.7	0.0	1.8
Total Business or Nonfederal Government	3.9	0.0	5.8	4.9	0.0	6.0	5.6	0.0	6.7	6.4	0.0	6.9
Social/Charitable/Political/Nonprofit	0.2	0.0	0.3	0.3	0.0	0.2	0.4	0.0	0.4	0.6	0.0	0.4
Total	5.4	0.0	6.7	6.5	0.0	6.6	7.4	0.0	7.7	8.5	0.0	8.1

Contents	Technical School			College Graduate			Post Graduate		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Personal	1.3	0.0	0.8	1.9	0.0	1.1	2.7	0.0	1.2
Business or Nonfederal Government									
Advertising	0.9	0.0	1.0	1.2	0.0	1.2	1.5	0.0	1.3
Invitation/Announcement	0.3	0.0	0.4	0.4	0.0	0.3	0.6	0.0	0.4
Bill [2]	2.5	0.0	2.5	3.1	0.0	2.7	3.4	0.0	2.7
Financial Statement	0.9	0.0	0.9	1.2	0.0	1.1	1.7	0.0	1.3
Other [1]	1.8	0.0	1.8	2.2	0.0	2.1	2.9	0.0	2.2
Total Business or Nonfederal Government	6.4	0.0	6.5	8.1	0.0	7.4	10.1	0.0	8.1
Social/Charitable/Political/Nonprofit	0.4	0.0	0.4	0.9	0.0	0.6	1.7	0.0	0.9
Total	8.2	0.0	7.7	11.0	0.0	9.1	14.6	0.0	10.1

[1] Includes pieces for which no response was given for Mail Type.
[2] Includes credit card statement/bill.
Note: Totals may not sum due to rounding.

Table A2-16
First-Class Receipt -- Content by Income
(Pieces Per Household Per Week)
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment and Diary Data)

Contents	<Under $7K			$7K - $9.9K			$10K - $14.9			$15K - $19.9K		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Personal	0.9	0.0	0.2	1.3	0.0	0.2	1.1	0.0	0.4	1.5	0.0	0.3
Business or Nonfederal Government:												
Advertising	0.3	0.0	0.2	0.5	0.0	0.3	0.6	0.0	0.5	0.7	0.0	0.6
Invitation/Announcement	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.2
Bill [2]	1.2	0.0	1.0	1.5	0.0	1.2	1.9	0.0	1.9	2.3	0.0	1.6
Financial Statement	0.2	0.0	0.2	0.4	0.0	0.3	0.6	0.0	0.4	0.7	0.0	0.5
Other [1]	1.4	0.0	1.4	1.3	0.0	2.2	1.5	0.0	1.8	1.3	0.0	1.8
Total Business or Nonfederal Government	3.2	0.0	3.0	3.8	0.0	4.0	4.7	0.0	4.7	5.2	0.0	4.6
Social/Charitable/Political/Nonprofit	0.2	0.0	0.4	0.3	0.0	0.1	0.3	0.0	0.2	0.5	0.0	0.3
Total	4.3	0.0	3.6	5.5	0.0	4.4	6.2	0.0	5.3	7.3	0.0	5.2

Contents	$20K - $24.9K			$25K - $29.9K			$30K - $34.9K			$35K - $49.9K		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Personal	1.3	0.0	0.7	1.5	0.0	0.7	1.8	0.0	0.7	1.7	0.0	0.7
Business or Nonfederal Government:												
Advertising	0.6	0.0	0.6	0.8	0.0	0.7	1.0	0.0	0.7	1.1	0.0	0.8
Invitation/Announcement	0.2	0.0	0.2	0.2	0.0	0.2	0.4	0.0	0.2	0.4	0.0	0.3
Bill [2]	2.6	0.0	1.8	2.5	0.0	2.4	2.9	0.0	2.4	3.2	0.0	2.5
Financial Statement	0.8	0.0	0.8	0.9	0.0	0.7	0.9	0.0	0.7	1.1	0.0	0.8
Other [1]	1.5	0.0	1.9	1.9	0.0	1.8	1.9	0.0	1.8	2.1	0.0	1.8
Total Business or Nonfederal Government	5.7	0.0	5.3	6.3	0.0	5.9	7.1	0.0	5.9	7.9	0.0	6.2
Social/Charitable/Political/Nonprofit	0.4	0.0	0.3	0.6	0.0	0.3	0.7	0.0	0.3	0.8	0.0	0.4
Total	7.5	0.0	6.3	8.5	0.0	6.9	9.8	0.0	6.9	10.4	0.0	7.4

Contents	$50K - $64.9K			$65K - $79.9K			$80K - $99.9K			$100K+		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Personal	2.1	0.0	0.7	2.2	0.0	1.0	2.1	0.0	1.0	2.7	0.0	1.2
Business or Nonfederal Government:												
Advertising	1.5	0.0	1.2	2.1	0.0	1.1	2.4	0.0	1.4	2.4	0.0	1.5
Invitation/Announcement	0.4	0.0	0.3	0.4	0.0	0.3	0.6	0.0	0.4	0.7	0.0	0.5
Bill [2]	3.5	0.0	3.0	3.9	0.0	2.9	4.2	0.0	3.5	4.6	0.0	3.2
Financial Statement	1.5	0.0	1.0	1.8	0.0	1.0	1.8	0.0	1.3	2.0	0.0	1.4
Other [1]	2.5	0.0	2.1	3.3	0.0	2.1	3.1	0.0	2.0	3.2	0.0	2.4
Total Business or Nonfederal Government	9.4	0.0	7.6	11.5	0.0	7.5	12.1	0.0	8.5	12.9	0.0	9.0
Social/Charitable/Political/Nonprofit	1.0	0.0	0.5	1.1	0.0	0.4	1.2	0.0	0.6	1.6	0.0	0.8
Total	12.6	0.0	8.8	14.9	0.0	9.0	15.5	0.0	10.1	17.5	0.0	11.1

[1] Includes pieces for which no response was given for Mail Type.

[2] Includes credit card statement/bill.

Note: 2010/2011 Estimates for Income Levels $25K-$29.9K are identical to those in $30K-$34.9K since categories used to collect data only included $25K-$34.9K.

Note: Totals may not sum due to rounding.

Table A2-17
First-Class Mail -- Percent of Nonpersonal Mail Received by Households Which is Sent Presort -- by Content
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Content	Percent		
	1987	2010	2011
Advertising Only	48.8	76.7	80.3
Notice of order	36.1	68.0	69.1
Bill/invoice/premium [1]	68.9	78.1	77.9
Financial Statement	60.8	83.4	83.0
Payment	42.3	57.3	51.6
Rebate	27.3	76.5	77.5
Greeting card	25.3	36.7	40.7
Invitation or announcement	28.5	59.0	63.6
Sweepstakes	77.5	100.0	82.5
Insurance policy [2]	59.5	82.0	82.6
Tax forms	25.3	76.3	0.0
CD/DVD/Video game	N/A	95.2	94.6
Other business or government	49.7	74.1	77.7
Total Business or Nonfederal Government	56.7	76.3	76.9
Announcement/meeting	10.3	35.3	35.4
Request for donation	19.9	46.9	50.2
Confirmation of donation	11.8	30.0	25.3
Bill/invoice/premium	29.9	46.9	37.7
Educational acceptances	37.8	17.1	25.0
Other Social/Charitable/Political/Nonprofit	18.0	34.8	39.4
Total Social/Charitable/Political/Nonprofit	16.5	37.8	39.1
Total Nonpersonal Mail Received by Households	53.9	73.3	73.6
Pieces per Household Per Week	3.74	4.87	4.48

[1] Includes credit card statement/bill.

[2] Fluctuation may be due to small sample sizes.

Note: Percents are row percentages within each Mail Type.
Note: Totals may not sum due to rounding.

Table A2-18
Total Percentage of Industry's First-Class Mail Received by Households Which is Sent Presort
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	Percent Sent Presort		
	1987	2010	2011
Financial:			
Credit Card	76.9	88.6	86.5
Bank	59.1	84.0	85.8
Insurance	62.2	83.3	84.8
Mortgage	19.0	61.4	56.7
Investments	N/A	78.2	77.1
Total Financial	58.9	83.3	83.1
Merchants:			
Supermarkets	N/A	72.9	84.7
Department Store	73.5	87.4	82.5
Other Store	33.1	73.4	78.0
Mail Order	50.0	81.8	88.2
Restaurant	50.0	64.1	73.5
Publisher	58.9	83.6	89.3
Auto dealers	45.5	67.4	79.0
Online Auction	N/A	33.7	31.6
Total Merchants	55.0	71.6	77.6
Services:			
Telephone	84.4	52.0	62.1
Other utility	81.2	82.4	85.5
Medical	35.9	63.1	61.7
Other professional	7.8	46.6	37.9
DVD/Blu-ray/Video Game Rental Company	N/A	97.1	95.1
Craftsman	22.2	46.3	39.7
Leisure service	31.1	69.9	66.1
Auto Maintenance	N/A	80.9	84.7
Roadside Assistance	N/A	87.1	90.9
Total Services	56.7	67.7	67.5
All Manufacturers	30.8	73.6	70.1
Federal government	N/A	82.9	76.2
Nonfederal government	54.0	68.5	74.1
Social/Charitable/Political/Nonprofit	16.5	37.5	38.6
Total Nonhousehold Mail Received by households	53.9	65.9	67.1
Pieces per household per week	3.7	5.3	5.1

Note: Percents are row percentages within each Industry classification.

Table A2-19
First-Class Mail -- Total Envelopes by Sector
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Sector	1987	2010	2011
Household-to-household	9.4	6.4	6.3
Household-to-nonhousehold	12.3	16.4	14.5
Nonhousehold-to-household	39.2	49.5	52.0
Unidentified incoming	0.6	4.7	3.4
Unidentified outgoing	1.4	1.0	2.1
Subtotal	62.9	78.0	78.3
Nonhousehold-to-nonhousehold	37.1	22.0	21.7
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.
Base: RPW Total, First-Class Envelopes.

Table A2-20
First-Class Mail -- Total Envelopes by Content
(Percentage of Total Envelopes)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Content	Percentage of Total Envelopes		
	1987	2010	2011
Personal:			
Holiday card	3.3	2.9	2.9
Other greeting cards	1.7	1.7	1.7
Invitations	1.2	0.5	0.7
Letter	2.6	1.1	0.9
Announcements	0.1	0.1	0.0
Other personal	0.5	0.3	0.2
Total Personal	9.4	6.7	6.4
Business or Nonfederal Government:			
Advertising only	4.5	4.1	3.2
Notice of order	1.2	3.0	2.8
Bill/invoice/premium [1]	15.1	22.5	22.3
Financial statement	5.3	8.1	8.3
Payment	2.0	1.7	1.9
Rebate	0.0	0.2	0.2
Greeting card	0.2	0.3	0.4
Invitation or announcement	1.3	1.9	2.3
Sweepstakes	0.0	0.0	0.1
Direct Deposit Receipts	N/A	0.1	0.0
Insurance policy	0.2	0.8	0.1
Tax Forms	0.0	0.7	0.0
CD/DVD/Video game	N/A	1.3	1.5
Other business or government	6.7	3.2	7.4
Total Business or Nonfederal Government	36.4	48.0	50.4
Social/Charitable/Political/Nonprofit:			
Announcement/meeting	1.2	1.3	1.3
Request for donation	0.4	0.9	0.9
Confirmation of donation	0.2	0.3	0.3
Bill/invoice/premium	0.2	0.2	0.2
Educational acceptances	0.1	0.0	0.0
Other Social/Charitable/Political/Nonprofit	0.7	0.6	0.5
Total Social/Charitable/Political/Nonprofit	2.8	3.3	3.3
Don't Know/No answer	0.6	4.8	3.5
Total Envelopes Received by Households	49.2	62.8	63.5
Pieces Per Household Per Week	8.11	7.27	6.82

[1] Includes credit card statement/bill.

Base: RPW Total, First-Class Envelopes.

Note: Totals may not sum due to rounding.

Table A2-21
First-Class Mail -- Total Envelopes by Industry
(Percentage of Total Envelopes)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	1987	2010	2011
Financial:			
Credit Card	2.7	7.3	7.8
Bank	5.7	8.0	7.7
Insurance	3.6	6.8	7.7
Mortgage	0.5	1.0	1.1
Investments	N/A	2.9	3.7
Other financial	0.4	0.6	0.3
Total Financial	14.5	26.6	28.4
Merchants:			
Supermarkets	N/A	0.1	0.1
Department Store	1.8	0.5	0.2
Other Store	0.9	0.6	0.6
Mail Order	0.7	0.5	0.4
Restaurant	0.0	0.0	0.0
Publisher	1.6	0.7	0.7
Auto dealers	0.2	0.2	0.4
Online Auction	N/A	0.1	0.1
Other merchants	0.3	0.8	0.5
Total Merchants	5.9	3.4	2.9
Services:			
Telephone	2.0	2.5	4.1
Other utility	2.4	3.7	3.9
Medical	2.4	4.5	4.6
Other professional	0.4	0.9	0.6
DVD/Blu-ray/Video Game Rental Company	N/A	1.2	1.5
Craftsman	0.1	0.1	0.3
Leisure service	0.7	0.5	0.4
Auto Maintenance	N/A	0.1	0.1
Roadside Assistance	N/A	0.1	0.1
Other Services	0.6	2.4	0.9
Total Services	9.2	15.9	16.6
All Manufacturers	0.2	0.5	0.5
Federal government	N/A	1.9	1.6
Nonfederal government	1.7	2.6	2.5
Social/Charitable/Political/Nonprofit	2.9	3.6	3.5
Don't know/No answer	0.5	1.5	0.9
Total Envelopes Received by Households from Non-Households	34.6	55.6	56.4
Pieces Per Household Per Week	6.4	6.4	6.0

Base: RPW Total, First-Class Envelopes.

Table A2-22
First-Class Mail -- Nonpresort Envelopes by Sector
(Percentage of Total Envelopes)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Sector	1987	2010	2011
Household-to-household	12.5	17.4	17.6
Household-to-nonhousehold	17.3	42.2	39.3
Nonhousehold-to-household	25.2	41.8	44.6
Unidentified incoming	0.5	4.2	3.4
Unidentified outgoing	2.5	2.7	5.6
Subtotal	58.0	108.4	110.5
Nonhousehold-to-nonhousehold	42.0	-8.4	-10.5
Total	100.0	100.0	100.0

Base: RPW Total, First-Class Envelopes.
Note: Totals may not sum due to rounding.

Table A2-23
First-Class Mail -- Total Cards by Sector
(Percentage of Total Cards)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Sector	1987	2010	2011
Household-to-household	9.2	2.7	2.3
Household-to-nonhousehold	8.5	2.8	1.9
Nonhousehold-to-household	56.8	49.6	50.5
Unidentified incoming	0.6	1.2	0.5
Unidentified outgoing	0.0	0.3	0.6
Subtotal	75.1	56.6	55.8
Nonhousehold-to-nonhousehold	24.9	43.4	44.2
Total	100.0	100.0	100.0

Base: RPW Total, First-Class Cards.
Note: Totals may not sum due to rounding.

Table A2-24
First-Class Mail -- Total Cards by Industry
(Percentage of Total Cards)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	1987	2010	2011
Financial:			
Credit Card	0.2	0.4	1.0
Bank	0.2	1.6	1.5
Insurance	1.1	2.2	2.0
Mortgage	1.3	1.8	2.2
Investments	N/A	0.2	0.8
Total Financial	3.2	6.3	7.5
Merchants:			
Supermarkets	0.0	0.2	0.2
Department Store	4.2	1.4	1.2
Other Store	6.4	6.9	7.2
Mail Order	5.0	1.2	1.2
Restaurant	0.2	0.6	0.9
Publisher	4.0	0.8	0.7
Auto dealers	0.6	0.6	0.6
Online Auction	N/A	0.3	0.3
Other merchants	2.2	1.2	1.4
Total Merchants	24.4	12.9	13.5
Services:			
Telephone	0.3	0.7	1.5
Other utility	7.9	2.0	1.6
Medical	4.7	6.2	7.5
Other professional	1.0	1.3	1.1
DVD/Blu-ray/Video Game Rental Company	N/A	0.0	0.0
Craftsman	0.0	1.2	1.8
Leisure service	4.0	2.3	2.2
Auto Maintenance	N/A	1.4	2.1
Roadside Assistance	N/A	0.1	0.0
Other Services	2.7	4.4	2.9
Total Services	21.7	19.5	20.6
All Manufacturers	0.3	1.0	1.1
Federal government	N/A	2.1	1.3
Nonfederal government	1.4	1.6	1.9
Social/Charitable/Political/Nonprofit	5.9	5.8	3.9
Don't know/No answer	N/A	0.8	0.2
Total Mail Recieved by Households	56.7	49.3	48.9
Pieces Per Household Per Week	0.4	0.4	0.3

Base: RPW Total, First-Class Cards.

Note: Totals may not sum due to rounding.

Table A2-25
First-Class Mail -- Total Cards by Content
(Percentage of Total Cards)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Content	Percentage of Total Envelopes		
	1987	2010	2011
Personal:			
Holiday card	0.9	0.2	0.2
Other greeting cards	1.1	0.8	0.5
Invitations	1.7	0.6	0.8
Letter	3.9	0.5	0.8
Announcements	0.2	0.2	0.0
Other personal	1.4	0.3	0.0
Total Personal	9.2	2.7	2.3
Business or Nonfederal Government:			
Advertising only	22.2	28.8	29.5
Notice of order	5.1	4.5	5.2
Bill/invoice/premium [1]	10.6	2.2	2.1
Financial statement	0.1	0.4	0.8
Payment	0.1	0.1	0.1
Rebate	0.1	0.4	0.4
Greeting card	0.8	1.0	1.3
Invitation or announcement	7.3	3.9	5.7
Sweepstakes	0.4	0.0	0.2
Direct Deposit Receipts	0.2	0.0	0.0
Insurance policy	0.1	0.0	0.0
Tax Forms	0.0	0.2	0.0
CD/DVD/Video game	N/A	0.0	0.0
Other business or government	3.9	2.2	1.3
Total Business or Nonfederal Government	50.9	43.8	46.6
Social/Charitable/Political/Nonprofit:			
Announcement/meeting	4.0	4.2	2.6
Request for donation	0.3	0.3	0.3
Confirmation of donation	0.3	0.2	0.1
Bill/invoice/premium	0.1	0.1	0.0
Educational acceptances	0.0	0.0	0.0
Other Social/Charitable/Political/Nonprofit	1.2	0.9	0.8
Total Social/Charitable/Political/Nonprofit	5.9	5.7	3.9
Don't Know/No answer	0.6	1.2	0.5
Total	66.6	53.5	53.3
Pieces Per Household Per Week	0.5	0.38	0.35

Base: RPW Total, First-Class Cards.

[1] Includes credit card statement/bill.

Table A2-26
First-Class Mail -- Cards Received by Households -- Household's Percentage of Total Mail Received at Each Category
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Content	Total Nonpresort Cards			Total Presort Cards		
	1987	2010	2011	1987	2010	2011
Personal:						
Holiday card	1.3	0.2	0.2	0.0	0.0	0.0
Other greeting cards	1.5	0.7	0.5	0.0	0.0	0.0
Invitations	2.3	0.6	0.8	0.0	0.0	0.0
Letter	5.3	0.5	0.7	0.0	0.0	0.0
Announcements	0.3	0.2	0.0	0.0	0.0	0.0
Other personal	1.7	0.3	0.0	0.0	0.0	0.0
Total Personal	12.4	2.4	2.2	0.0	0.0	0.0
Business or Nonfederal Government:						
Advertising only	16.8	6.9	6.6	38.0	21.4	22.7
Notice of order	6.1	2.5	1.9	2.2	1.9	3.2
Bill/invoice/premium [1]	5.7	0.4	0.6	25.0	1.8	1.5
Financial statement	0.2	0.1	0.1	0.2	0.3	0.7
Payment	0.1	0.0	0.0	0.1	0.0	0.1
Rebate	0.1	0.1	0.1	0.4	0.4	0.3
Greeting card	1.0	0.6	0.6	0.1	0.4	0.7
Invitation or announcement	8.2	1.5	2.5	4.2	2.4	3.2
Other business or government	4.2	0.4	0.4	5.2	1.9	1.0
Total Business or Nonfederal Government	42.4	12.5	12.8	75.4	30.5	33.4
Social/Charitable/Political/Nonprofit:						
Announcement/meeting	4.9	2.3	1.4	1.1	1.8	1.2
Request for donation	0.3	0.2	0.2	0.1	0.0	0.0
Confirmation of donation	0.4	0.2	0.1	0.0	0.0	0.0
Bill/invoice/premium	0.1	0.0	0.0	0.0	0.1	0.0
Other Social/Charitable/Political/Nonprofit	1.4	0.5	0.5	0.0	0.5	0.3
Total Social/Charitable/Political/Nonprofit	7.1	3.2	2.3	1.3	2.4	1.5
Don't Know/No answer	0.7	0.3	0.2	1.7	0.6	0.2
Total Mail Recieved by Household	62.6	18.4	17.5	78.4	33.5	35.2
Pieces Per Household Per Week	0.3	0.1	0.1	0.1	0.1	0.1

Base: RPW Total, First-Class Cards.

[1] Includes credit card statement/bill.

Table A2-27
First-Class Mail -- Cards Received bv Households -- Household's Percentage of Total Mail Received at Each Card Rate Category -- by Industry
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	Percent of Total Nonpresort			Percent of Total Presort		
	1987	2010	2011	1987	2010	2011
Financial:						
Credit Card	0.0	0.0	0.1	0.4	0.4	0.9
Bank	0.2	0.2	0.3	0.2	1.4	1.2
Insurance	0.2	0.4	0.4	0.3	1.8	1.6
Mortgage	0.0	0.7	0.9	0.0	1.1	1.3
Investments	N/A	0.0	0.1	N/A	0.2	0.7
Other financial	0.3	0.0	0.0	0.2	0.5	0.9
Total Financial	3.3	1.4	1.8	2.4	5.3	6.6
Merchants:						
Supermarkets	N/A	0.1	0.0	6.1	0.1	0.1
Department Store	3.5	0.1	0.1	6.1	1.2	1.1
Other Store	3.7	1.2	1.0	8.6	5.6	6.2
Mail Order	6.1	0.2	0.2	6.9	0.8	1.0
Restaurant	3.1	0.0	0.1	6.6	0.5	0.8
Publisher	0.9	0.1	0.1	1.6	0.7	0.6
Auto dealers	0.1	0.2	0.2	0.3	0.4	0.4
Online Auction	0.1	0.1	0.1	0.6	0.2	0.1
Other merchants	1.9	0.5	0.3	2.7	0.7	1.0
Total Merchants	20.3	2.4	2.1	34.6	10.0	11.2
Services:						
Telephone	0.1	0.1	0.1	0.7	0.6	1.4
Other utility	3.1	0.4	0.4	21.5	1.6	1.2
Medical	5.9	4.5	4.8	0.5	1.7	2.6
Other professional	1.0	0.4	0.4	0.8	0.9	0.7
DVD/Blu-ray/Video Game Rental Company	3.0	0.0	0.0	6.9	0.0	0.0
Craftsman	0.5	0.4	0.7	1.9	0.8	1.2
Leisure service	0.1	0.6	0.3	0.2	1.6	1.9
Auto Maintenance	0.1	0.2	0.2	0.0	1.2	1.9
Roadside Assistance	N/A	0.0	0.0	N/A	0.1	0.0
Other Services	2.9	1.3	1.5	2.2	2.9	1.5
Total Services	16.6	7.7	8.1	34.8	11.5	12.2
All Manufacturers	0.1	0.2	0.1	0.6	0.8	0.9
Federal government	N/A	0.2	0.3	N/A	2.0	1.0
Nonfederal government	1.0	0.6	0.5	3.0	1.0	1.4
Social/Charitable/Political/Nonprofit	7.1	3.2	2.3	2.1	2.4	1.5
Don't know/No answer	1.0	0.1	0.2	1.5	0.4	0.1
Total Mail From Nonhouseholds Received by Households	49.4	15.4	15.0	78.4	30.7	33.1
Pieces Per Household Per Week	0.3	0.1	0.1	0.1	0.2	0.2

Base: RPW Total, First-Class Cards.

Table A2-28
First-Class Mail Sent by Households to Nonhouseholds
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Mail Sent	Percentage of Total First-Class Mail			Pieces Per Household Per Week		
	1987	2010	2011	1987	2010	2011
Business Transactions -- In Response to Advertising:						
Total Response to Advertising	3.6	1.2	1.0	0.6	0.1	0.1
Business Transactions -- Not in Response to Advertising:						
Transaction to phone/utility company	2.0	2.8	3.0	0.4	0.4	0.4
Transaction to credit card company	1.5	2.2	1.9	0.3	0.3	0.2
All other business mail	5.1	8.8	7.3	0.9	1.1	0.9
Total Business Not In Response to Advertising	8.6	13.7	12.2	1.5	1.8	1.5
Don't know / No answer	0.1	0.2	0.2	0.0	0.0	0.0
Total Mail Sent by Households to Nonhouseholds	12.2	15.0	13.4	2.1	1.9	1.6

Note: Totals may not sum due to rounding.

Table A2-29
First-Class Mail Originating in Households and Nonhouseholds
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Sector	Percentage of First-Class Mail			Pieces Per Household Per Week		
	1987	2010	2011	1987	2010	2011
Household-to-household	9.1	6.3	6.0	1.6	0.8	0.7
Household-to-nonhousehold	12.2	15.0	13.4	2.1	1.9	1.6
Nonhousehold-to-household	40.6	53.3	55.7	7.0	6.8	6.6
Unknown outgoing	1.9	1.0	1.9	0.3	0.1	0.2
Unknown incoming	0.6	4.6	3.3	0.1	0.6	0.4
Subtotal	64.4	80.2	80.3	11.1	10.3	9.6
Nonhousehold-to-nonhousehold	35.6	19.8	19.7	N/A	N/A	N/A
Total	100.0	100.0	100.0	N/A	N/A	N/A

Base: RPW Total, First-Class Letters & Cards.
Note: Totals may not sum due to rounding.

Table A2-30
First-Class Mail Media by Which Mail Order Purchases Made in the Past Month Were Ordered
(Percentage of Orders)
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment Data)

Media	1987	2010	2011
Phone	31.0	21.1	17.2
Mail	67.2	23.8	22.1
Other	1.7	55.2	60.6
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

Note: Instead of each respondent getting a 1 for each type, summed the actual number of orders given.

Table A2-31
First-Class Mail -- Method of Bill Payment
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment Data)

Method of Payment	1987	2010	2011
By mail	95.7	85.0	77.8
In person [1]	N/A	27.8	26.5
By automatic deduction from bank account	21.8	52.0	49.0
By personal computer [1]	N/A	42.8	53.4
By telephone	0.8	12.7	14.8
By automatic charge to credit card [1]	N/A	18.8	17.7

Number of Payments	1987	2010	2011
Total payments per household per month	9.14	11.43	10.88

[1] Due to the way questions were worded in the 1987 version of the Recruitment interview, information regarding percentages is unavailable from the data.

Note: Sum of Percentages exceed 100% due to households using more than one method of bill payment.

Table A2-38
First-Class Mail -- Use of Automatic Deductions
(Percent of Households)
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment Data)

Deductions	1987	2010	2011
0	78.1	46.4	48.5
1	13.1	16.9	16.4
2	4.4	13.3	12.9
3	1.6	8.1	7.2
>3	1.3	13.8	12.5
Don't know/No answer	0.5	1.6	2.5
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

Table A2-39
First-Class Mail -- Use of Automatic Deductions -- by Income
(Percentage of Households)
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment Data)

Number of Monthly Deductions	<Under $7K [1]			$7K - $9.9K [1]			$10K - $14.9			$15K - $19.9K		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
0	89.1	64.2	66.4	87.0	70.4	67.2	87.3	56.4	63.1	84.3	54.3	61.9
1	6.4	10.1	14.3	7.5	9.7	12.6	7.9	16.6	15.2	9.5	15.5	11.8
2	1.6	7.8	9.3	2.3	11.5	5.3	2.2	12.1	7.7	1.3	11.0	9.8
3	0.3	4.8	2.7	1.3	5.7	7.3	0.8	4.4	6.4	1.1	6.9	5.6
4 +	0.7	10.2	4.8	0.9	2.7	3.7	0.6	10.3	6.5	1.0	11.4	7.8
Don't know/No answer	1.9	2.9	2.6	1.0	0.0	3.9	1.2	0.2	1.1	2.8	0.9	3.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.1	1.0	0.8	0.2	0.6	0.8	0.2	1.1	1.1	0.2	1.2	1.2

Number of Monthly Deductions	$20K - $24.9K			$25K - $29.9K			$30K - $34.9K			$35K - $49.9K		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
0	78.3	57.3	57.6	71.1	45.7	49.2	75.8	45.7	49.2	66.1	46.8	49.7
1	15.8	16.4	12.3	16.8	18.9	20.0	14.8	18.9	20.0	20.0	18.8	17.9
2	2.4	11.2	10.8	8.0	13.1	13.7	6.0	13.1	13.7	8.6	13.5	12.3
3	1.0	6.9	7.3	1.1	8.6	6.7	1.4	8.6	6.7	2.6	8.2	6.3
4 +	1.1	7.8	10.1	1.1	13.2	10.2	1.6	13.2	10.2	2.2	12.3	12.6
Don't know/No answer	1.4	0.4	1.8	1.9	0.5	0.3	0.4	0.5	0.3	0.5	0.4	1.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.3	1.1	1.3	0.3	1.5	1.4	0.4	1.5	1.4	0.6	1.5	1.5

Number of Monthly Deductions	$50K - $64.9K			$65K - $79.9K			$80K - $99.9K			$100K+		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
0	68.5	38.9	44.7	68.7	42.0	44.0	76.3	41.5	38.8	68.2	34.9	36.8
1	18.6	18.2	17.7	18.6	18.7	18.2	17.6	20.8	18.8	18.2	16.9	17.0
2	5.7	16.0	14.6	8.8	13.3	13.0	2.2	14.4	19.1	5.7	15.7	15.4
3	4.0	8.4	8.2	2.4	10.3	7.6	3.4	7.8	7.5	2.8	10.7	8.7
4 +	1.9	17.3	13.5	1.1	14.7	15.2	0.5	14.9	14.2	3.7	19.9	20.4
Don't know/No answer	1.3	1.1	1.2	0.4	1.0	2.0	0.0	0.6	1.4	1.4	1.8	1.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.5	1.8	1.6	0.5	1.7	1.7	0.3	1.7	1.8	0.5	2.1	2.1

Note: 1987 figures reflect the response to "How many payments each month are automatically deducted on a prearranged basis from savings or checking accounts?"

Note: 2010/2011 Estimates for Income Levels $25K-$29.9K are identical to those in $30K-$34.9K since categories used to collect data only included $25K-$34.9K.

Note: Totals may not sum due to rounding.

[1] Fluctuations may be due to small sample sizes.

Table A2-40
First-Class Mail -- Use of Automatic Deductions -- by Age
(Percentage of Households)
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment Data)

Number of Monthly Deductions	18-21			22-24			25-34			35-44		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
0	89.3	62.5	53.3	92.0	56.6	59.7	75.3	43.7	47.4	73.5	41.4	49.3
1	7.7	14.5	16.6	5.1	20.5	19.6	15.5	20.9	19.0	16.0	20.3	13.8
2	2.1	0.0	4.5	1.2	6.1	8.8	5.8	13.2	16.6	5.4	16.0	14.1
3	0.0	11.8	5.8	0.2	3.7	2.9	1.5	6.4	5.4	1.9	7.1	7.6
4 +	0.5	7.4	10.4	0.2	7.6	5.1	1.1	13.3	9.2	1.4	13.1	12.6
Don't know/No answer	0.4	3.8	9.4	1.3	5.5	3.9	0.8	2.5	2.4	1.8	2.1	2.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.2	1.3	1.0	0.1	0.9	0.9	0.4	1.6	1.4	0.4	1.7	1.6

Number of Monthly Deductions	45-54			55-64			65-69			70+	70-74		75+	
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011	2010	2011
0	70.9	47.8	48.0	79.7	45.9	46.7	81.6	45.5	48.2	88.1	46.7	43.7	50.0	51.3
1	18.5	18.5	18.5	11.2	18.4	17.0	10.7	14.4	15.7	5.7	11.1	14.8	12.2	11.9
2	4.1	12.0	11.6	5.1	13.8	13.0	2.7	16.1	10.9	2.7	15.1	15.1	10.8	10.0
3	2.8	7.6	7.2	0.8	8.1	7.6	2.0	9.7	9.6	1.6	7.9	9.6	9.8	8.0
4 +	1.0	12.4	12.1	1.6	12.7	13.8	2.1	13.3	14.5	1.1	18.8	15.8	16.5	16.8
Don't know/No answer	2.7	1.8	2.7	1.6	1.1	1.9	0.9	1.0	1.1	0.8	0.3	1.0	0.7	2.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.4	1.5	1.5	0.3	1.5	1.6	0.4	1.5	1.7	0.2	1.8	1.7	1.7	1.6

Note: 1987 figures reflect the response to "How many payments each month are automatically deducted on a prearranged basis from savings or checking accounts?"

Totals may not sum due to rounding.

Appendix A3: Standard Mail

Table A3-1
Standard Mail1 Content of Mailpiece
(Percentage of Standard Mail Received by Households)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Content	1987	2010	2011
Advertisement	80.9	86.4	83.7
Fund request	1.2	1.1	0.5
Newsletter/information/other	10.9	2.0	1.3
Don't know/No answer	7.0	7.9	12.6
Total	100.0	97.3	98.1

[1] Prior to 2007 Standard mail volumes were inflated by about 3 billion pieces due to a double count of Detached Address Labels in the Carrier Cost System (CCS).

Also, volumes through 2007 were understated by about 2 to 3 billion pieces in the CCS. These CCS volumes are used as a control for survey results.

Table A3-2
Standard Mail1 by Major Industry by Quarter
(Pieces Per Household Per Week)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Credit Card	0.2	0.0	1.1	0.2	0.0	0.9	0.3	0.0	0.8	0.2	0.0	0.8
Bank	0.2	0.0	0.4	0.1	0.0	0.4	0.3	0.0	0.4	0.2	0.0	0.4
Total Financial	0.9	0.0	2.5	0.8	0.0	2.3	1.2	0.0	2.3	0.8	0.0	2.3
Supermarkets	0.3	0.0	0.1	0.3	0.0	0.1	0.2	0.0	0.1	0.2	0.0	0.1
Department store	1.4	0.0	0.6	0.8	0.0	0.7	1.3	0.0	0.5	1.1	0.0	1.0
Mail order company	1.1	0.0	1.0	1.4	0.0	1.1	1.3	0.0	1.2	1.3	0.0	1.5
Specialty store	0.8	0.0	1.0	0.7	0.0	1.1	0.8	0.0	0.9	0.7	0.0	1.5
Publisher	0.9	0.0	0.5	1.4	0.0	0.4	0.9	0.0	0.4	1.2	0.0	0.5
Total Merchants	4.9	0.0	3.5	4.8	0.0	3.7	5.0	0.0	3.4	4.8	0.0	4.9
Total Services	0.5	0.0	1.5	0.4	0.0	1.6	0.7	0.0	1.5	0.5	0.0	1.5
Total Social/Charitable/Political/Nonprofit	0.5	0.0	0.4	0.2	0.0	0.4	0.2	0.0	0.2	0.2	0.0	0.4
Detached label card	0.6	0.0	0.1	0.5	0.0	0.1	0.7	0.0	0.1	0.6	0.0	0.1
Not from one organization	0.6	1.1	1.0	0.4	1.0	1.0	0.4	1.0	1.0	0.4	0.9	0.9
Total Pieces Per Household Per Week	8.2	9.5	11.3	7.3	9.4	9.3	8.4	8.9	9.8	7.4	10.5	8.7

Note: Totals are independent from summation of row stubs since row stubs are not exhaustive of all mail pieces.

[1] Prior to 2007 Standard mail volumes were inflated by about 3 billion pieces due to a double count of Detached Address Labels in the Carrier Cost System (CCS). Also, volumes through 2007 were understated by about 2 to 3 billion pieces in the CCS. These CCS volumes are used as a control for survey results.

Table A3-3
Standard Mail1 Addressee
(Percentage of Total Standard Mail including Nonprofit Mail)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Addressee	Percent of Total Standard Mail			Pieces Per Household Per Week		
	1987	2010	2011	1987	2010	2011
Addressed to specific person	50.1	68.0	68.0	5.3	9.2	9.3
Addressed to occupant	22.7	15.4	15.5	2.4	2.1	2.1
Don't know/No answer	0.9	2.1	1.9	0.1	0.3	0.3
Total Pieces Received by Household	73.7	85.5	85.5	7.8	11.5	11.7

Base: RPW Total, Regular Rate Bulk and Nonprofit Rate Bulk.

Note: Totals may not sum due to rounding.

[1] Prior to 2007 Standard mail volumes were inflated by about 3 billion pieces due to a double count of Detached Address Labels in the Carrier Cost System (CCS). Also, volumes through 2007 were understated by about 2 to 3 billion pieces in the CCS. These CCS volumes are used as a control for survey results.

Table A3-4
Standard Mail1 Addressee by Industry
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	Addressed to Specific Household Members			Addressed To Occupant/ Resident			Total		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Financial:									
Credit card	97.1	95.7	95.2	2.0	1.5	0.8	100.0	100.0	100.0
Bank	89.8	86.9	87.0	8.7	8.9	9.9	100.0	100.0	100.0
Insurance Company	93.2	90.1	92.4	5.5	5.8	4.6	100.0	100.0	100.0
Real Estate/Mortgage	72.8	78.8	71.9	26.7	19.8	22.2	100.0	100.0	100.0
Investments	N/A	95.1	95.0	N/A	4.1	3.6	N/A	100.0	100.0
Total Financial	92.1	91.8	92.8	6.8	5.0	3.8	100.0	100.0	100.0
Merchants:									
Supermarkets	11.1	58.6	57.1	87.7	40.5	42.4	100.0	100.0	100.0
Department store	68.3	89.9	91.6	30.9	9.2	7.8	100.0	100.0	100.0
Specialty store	56.4	87.1	85.3	43.0	12.1	14.3	100.0	100.0	100.0
Mail order company	95.8	96.4	97.1	3.3	1.4	1.5	100.0	100.0	100.0
Restaurant	21.3	20.6	16.2	77.6	77.6	83.3	100.0	100.0	100.0
Publisher	72.0	81.1	78.8	25.8	15.6	18.5	100.0	100.0	100.0
Auto Dealers	88.7	85.5	85.8	8.6	14.4	13.9	100.0	100.0	100.0
Online Auction	N/A	93.8	80.0	N/A	6.2	20.0	N/A	100.0	100.0
Total Merchants	72.1	86.9	86.3	26.7	11.5	12.7	100.0	100.0	100.0
Services:									
Telephone	94.6	90.7	76.8	4.7	6.9	21.0	100.0	100.0	100.0
Other Utilities	90.4	86.0	84.9	2.4	12.9	11.7	100.0	100.0	100.0
Medical	77.2	78.9	76.3	22.7	19.5	22.1	100.0	100.0	100.0
Other professional	91.0	86.6	86.3	6.5	11.0	12.1	100.0	100.0	100.0
Dvd/Bluray/Video Game Rental Company	N/A	93.5	92.6	N/A	6.5	6.7	N/A	100.0	100.0
Craftsman	41.9	66.7	72.8	57.2	33.2	26.2	100.0	100.0	100.0
Leisure service	85.2	94.4	96.4	14.5	4.9	3.0	100.0	100.0	100.0
Auto Maintenance	N/A	81.0	83.8	N/A	19.0	16.1	N/A	100.0	100.0
Roadside Assistance	N/A	91.7	92.4	N/A	2.2	1.3	N/A	100.0	100.0
Total Services	81.5	78.5	79.2	17.5	19.8	19.1	100.0	100.0	100.0
All Manufacturers	86.1	94.1	95.7	13.5	3.9	1.8	100.0	100.0	100.0
Federal Government	N/A	69.3	59.7	N/A	24.3	39.5	N/A	100.0	100.0
Nonfederal Government	73.3	61.7	51.2	26.3	37.4	47.9	100.0	100.0	100.0
Social/Charitable/Political/Nonprofit:									
Union or Professional Organization	89.6	92.7	93.8	10.4	5.2	3.8	100.0	100.0	100.0
Church	79.4	83.2	88.6	15.9	12.8	11.4	100.0	100.0	100.0
Veterans	N/A	47.0	83.7	N/A	50.5	14.1	N/A	100.0	100.0
Educational	87.9	82.1	88.6	11.4	17.4	10.4	100.0	100.0	100.0
Charities	98.1	70.6	80.9	1.9	23.4	7.7	100.0	100.0	100.0
Political	87.3	86.2	88.0	12.1	12.9	12.0	100.0	100.0	100.0
AARP	100.0	91.3	86.6	0.0	1.3	2.4	100.0	100.0	100.0
Total Social/Charitable/Political/Nonprofit	88.3	84.2	88.4	10.7	14.2	10.1	100.0	100.0	100.0

Note: Percents are row percentages within each Industry classification.

Totals may not equal exactly 100% due to unreported categories.

[1] Prior to 2007 Standard mail volumes were inflated by about 3 billion pieces due to a double count of Detached Address Labels in the Carrier Cost System (CCS). Also, volumes through 2007 were understated by about 2 to 3 billion pieces in the CCS. These CCS volumes are used as a control for survey results.

Table A3-5
Standard Mail1 by Shape
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Shape	Percent of Total Standard Mail			Pieces Per Household Per Week		
	1987	2010	2011	1987	2010	2011
Letter Size Envelope	17.3	30.0	33.6	1.8	3.4	3.9
Larger Envelope	12.0	2.7	1.9	1.3	0.3	0.2
Total Envelope	29.3	32.7	35.6	3.1	3.7	4.1
Detached Label Card	5.8	0.7	0.7	0.6	0.1	0.1
Postcard	1.8	2.2	1.4	0.2	0.3	0.2
Catalog (not in envelope)	14.2	13.9	13.4	1.5	1.6	1.5
Flyers/Circulars	20.1	31.1	30.3	2.1	3.5	3.5
Magazines/Newsletters	1.7	2.5	2.4	0.2	0.3	0.3
Other/Don't Know/No answer	1.0	1.2	0.8	0.1	0.1	0.1
Total Pieces Received by Households	73.8	84.3	84.6	7.8	9.6	9.8

Base: RPW Total, Regular Rate Bulk: Regular and Enhanced Carrier Route.

Note: Totals may not sum due to rounding.

[1] Prior to 2007 Standard mail volumes were inflated by about 3 billion pieces due to a double count of Detached Address Labels in the Carrier Cost System (CCS). Also, volumes through 2007 were understated by about 2 to 3 billion pieces in the CCS. These CCS volumes are used as a control for survey results.

Table A3-6a
Standard Mail1 Industry by Shape
(Percentage of Pieces Received by Households)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	Letter Size Envelope			Larger Envelope			Postcard			Catalog (not in envelope)		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Financial:												
Credit card	59.5	84.9	90.9	28.1	3.3	1.5	0.4	0.5	0.2	3.1	0.5	0.2
Bank	65.0	67.8	71.8	14.6	4.4	2.5	3.4	2.4	0.8	1.8	0.5	0.2
Insurance Company	66.8	76.1	75.5	19.9	6.2	5.4	0.7	0.9	0.6	1.4	0.4	0.3
Real Estate/Mortgage	32.1	44.3	47.3	7.3	1.9	1.7	10.7	8.0	4.3	3.2	1.6	0.1
Investments	N/A	44.9	49.1	N/A	23.2	22.0	N/A	0.7	0.1	N/A	4.6	1.1
Total Financial	60.1	73.9	79.4	19.4	6.1	4.3	2.0	1.3	0.5	2.6	0.9	0.3
Merchants:												
Supermarkets	4.0	5.9	6.5	2.7	3.0	3.0	0.7	4.6	2.2	5.2	4.4	3.5
Department store	8.8	10.4	12.5	3.6	2.0	1.7	3.3	6.8	3.5	40.8	6.8	3.5
Specialty store	10.5	7.0	6.8	6.5	0.7	0.5	5.1	3.5	2.9	26.8	35.3	31.3
Mail order company	20.8	13.9	13.7	22.0	2.0	1.1	0.8	0.5	0.4	48.5	73.6	79.5
Restaurant	4.5	4.1	4.0	1.6	0.4	0.5	21.8	7.4	7.4	2.1	0.5	0.7
Publisher	26.5	63.2	61.5	34.1	3.6	2.0	1.2	0.5	0.6	4.4	3.2	4.6
Auto Dealers	28.1	21.6	27.1	13.6	1.9	3.9	6.5	1.6	4.0	7.1	0.6	1.8
Online Auction	N/A	27.4	32.2	N/A	19.0	3.7	N/A	6.5	1.5	N/A	6.4	13.7
Total Merchants	18.0	16.9	17.0	16.3	1.9	1.3	2.5	3.0	2.1	28.1	37.8	37.9
Services:												
Telephone	28.9	49.7	62.9	42.9	4.5	1.4	5.2	1.4	0.8	6.2	1.2	0.6
Other Utilities	33.1	59.8	70.0	9.5	2.3	1.9	2.2	4.4	1.4	6.0	0.9	0.4
Medical	27.1	39.7	37.1	8.1	3.6	1.7	6.9	4.4	4.7	2.6	1.4	1.1
Other professional	48.6	56.1	27.4	14.0	2.1	4.9	1.8	4.6	6.1	1.9	1.3	1.5
Dvd/Bluray/Video Game Rental Company	N/A	75.7	35.6	N/A	3.1	3.0	N/A	1.6	0.0	N/A	0.0	0.0
Craftsman	13.2	29.0	33.3	9.9	0.6	1.6	5.9	7.5	8.8	0.0	0.2	0.6
Leisure service	41.5	27.5	22.4	15.9	4.1	2.3	4.2	4.9	3.5	4.1	6.7	8.4
Auto Maintenance	N/A	8.9	13.6	N/A	0.3	0.3	N/A	9.3	6.6	N/A	0.2	0.2
Roadside Assistance	N/A	85.5	86.6	N/A	1.3	5.8	N/A	0.4	0.3	N/A	0.3	0.6
Total Services	32.8	41.3	43.94	17.5	2.994	1.762	6.0	3.909	3.207	6.1	1.676	1.578
All Manufacturers	35.1	27.29	25.7	16.1	2.275	2.197	2.2	2.333	0.87	5.6	14.21	30.45
Government:												
Federal Government	N/A	19.1	24.9	N/A	9.8	4.3	N/A	11.1	12.5	N/A	4.6	0.6
Nonfederal Government	17.5	21.0	16.1	9.1	4.7	2.9	4.0	5.1	5.3	10.0	6.1	1.9
Social/Charitable/Political/Nonprofit:												
Union or Professional Organization	38.3	35.7	45.7	17.7	6.9	6.3	2.2	3.1	1.4	3.4	2.7	2.1
Church	36.3	25.1	36.0	10.1	4.5	1.9	3.5	7.4	4.4	4.3	4.1	2.9
Veterans	N/A	63.8	65.3	N/A	11.3	8.8	N/A	7.2	0.0	N/A	0.0	3.8
Educational	40.0	41.2	48.1	14.2	4.7	3.0	3.0	4.5	5.7	7.1	5.9	4.7
Charities	N/A	45.0	45.5	N/A	6.5	11.1	N/A	10.8	3.1	N/A	5.9	18.2
Political	33.1	14.5	8.9	2.7	1.2	0.7	8.4	7.3	6.1	0.4	0.3	0.3
AARP	20.9	70.7	68.1	57.2	5.5	6.0	0.0	0.0	0.0	8.1	1.5	0.9
Total Social/Charitable/Political/Nonprofit	37.0	30.3	29.7	12.4	3.6	3.0	4.5	5.7	4.7	3.3	2.5	2.4
Total	23.5	35.6	39.8	16.2	3.2	2.3	2.5	2.6	1.7	19.2	16.5	15.8

Note: Percentages are row percentages within each Industry.

[1] Prior to 2007 Standard mail volumes were inflated by about 3 billion pieces due to a double count of Detached Address Labels in the Carrier Cost System (CCS). Also, volumes through 2007 were understated by about 2 to 3 billion pieces in the CCS. These CCS volumes are used as a control for survey results.

Table A3-6a
Standard Mail1 Industry by Shape
(Percentage of Pieces Received by Households)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	Flyers/ Circulars			Magazines/ Newsletters			Other/ Don't Know			Total		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Financial:												
Credit card	8.1	10.2	7.1	0.0	0.0	0.0	0.6	0.6	0.1	100.0	100.0	100.0
Bank	14.3	23.5	23.4	0.1	0.7	0.8	0.7	0.8	0.5	100.0	100.0	100.0
Insurance Company	10.2	13.0	14.2	0.5	2.4	3.2	0.5	0.9	0.8	100.0	100.0	100.0
Real Estate/Mortgage	44.9	40.5	43.9	1.4	3.0	2.2	0.5	0.7	0.4	100.0	100.0	100.0
Investments	N/A	14.3	11.2	N/A	7.8	14.8	N/A	4.5	1.7	N/A	100.0	100.0
Total Financial	14.7	15.0	12.8	0.5	1.8	2.2	0.8	1.1	0.5	100.0	100.0	100.0
Merchants:												
Supermarkets	85.7	77.6	82.2	0.8	3.4	1.7	0.7	1.2	0.9	100.0	100.0	100.0
Department store	42.5	52.5	64.5	0.3	2.5	1.5	0.6	3.7	2.2	100.0	84.7	89.2
Specialty store	49.8	51.5	57.2	0.3	0.8	0.4	0.7	1.2	0.8	100.0	100.0	100.0
Mail order company	7.0	6.6	3.6	0.2	0.9	0.4	0.8	2.4	1.4	100.0	100.0	100.0
Restaurant	70.0	87.3	86.4	0.0	0.0	0.2	0.0	0.3	0.9	100.0	100.0	100.0
Publisher	20.4	7.9	6.7	12.1	20.3	23.0	1.2	1.3	1.7	100.0	100.0	100.0
Auto Dealers	42.7	73.2	62.4	1.8	0.5	0.4	0.2	0.5	0.3	100.0	100.0	100.0
Online Auction	N/A	32.7	40.6	N/A	4.1	4.6	N/A	4.0	3.7	N/A	100.0	100.0
Total Merchants	31.3	34.8	37.1	2.9	3.5	3.3	0.9	2.1	1.4	100.0	100.0	100.0
Services:												
Telephone	14.3	42.3	33.5	1.3	0.3	0.5	1.3	0.5	0.4	100.0	100.0	100.0
Other Utilities	29.3	29.1	20.0	5.0	2.2	5.8	14.7	1.2	0.6	100.0	100.0	100.0
Medical	50.5	46.2	50.9	4.4	4.1	4.3	0.5	0.6	0.4	100.0	100.0	100.0
Other professional	31.5	31.0	57.1	2.2	3.1	1.9	0.0	1.9	1.2	100.0	100.0	100.0
Dvd/Bluray/Video Game Rental Company	N/A	19.7	59.7	N/A	0.0	0.0	N/A	0.0	1.7	N/A	100.0	100.0
Craftsman	70.4	62.6	54.6	0.6	0.0	0.5	0.0	0.1	0.6	100.0	100.0	100.0
Leisure service	33.1	53.3	60.1	0.8	2.3	1.7	0.4	1.2	1.6	100.0	100.0	100.0
Auto Maintenance	N/A	80.9	78.7	N/A	0.0	0.0	N/A	0.4	0.5	N/A	100.0	100.0
Roadside Assistance	N/A	6.9	2.8	N/A	5.6	3.4	N/A	0.0	0.7	N/A	100.0	100.0
Total Services	34.3	47.9	47.2	2.0	1.4	1.7	1.3	0.8	0.6	100.0	100.0	100.0
All Manufacturers	38.0	49.8	37.4	1.8	2.3	1.8	1.2	1.8	1.6	100.0	100.0	100.0
Government:												
Federal Government	N/A	44.8	47.5	N/A	7.6	6.6	N/A	3.0	3.6	N/A	100.0	100.0
Nonfederal Government	55.8	40.8	40.8	2.2	20.6	32.1	1.3	1.7	0.9	100.0	100.0	100.0
Social/Charitable/Political/Nonprofit:												
Union or Professional Organization	35.6	23.2	14.7	2.8	26.6	29.2	0.0	1.7	0.6	100.0	100.0	100.0
Church	38.5	26.8	25.4	1.0	31.5	23.6	0.3	0.5	5.8	100.0	100.0	100.0
Veterans	N/A	8.1	2.0	N/A	7.5	18.1	N/A	2.1	2.0	N/A	100.0	100.0
Educational	33.7	36.7	28.6	1.4	5.8	8.3	0.6	1.2	1.5	100.0	100.0	100.0
Charities	N/A	25.7	11.2	N/A	5.7	5.4	N/A	0.4	5.6	N/A	100.0	100.0
Political	54.0	76.1	83.7	1.3	0.5	0.3	0.2	0.1	0.0	100.0	100.0	100.0
AARP	6.7	15.7	11.9	7.0	6.7	10.8	0.0	0.0	2.4	100.0	100.0	100.0
Total Social/Charitable/Political/Nonprofit	39.8	49.8	50.3	2.4	7.3	8.9	0.4	0.8	0.9	100.0	100.0	100.0
Total	27.2	36.9	35.8	2.3	2.9	2.8	1.3	2.2	1.8	100.0	100.0	100.0

Note: Percentages are row percentages within each Industry.

[1] Prior to 2007 Standard mail volumes were inflated by about 3 billion pieces due to a double count of Detached Address Labels in the Carrier Cost System (CCS). Also, volumes through 2007 were understated by about 2 to 3 billion pieces in the CCS. These CCS volumes are used as a control for survey results.

Table A3-7a
Standard Mail1 Shape by Industry
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	Letter Size Envelope			Larger Envelope			Postcards		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Financial:									
Credit card	7.5	22.3	32.1	5.1	9.7	9.4	0.5	1.9	1.3
Bank	6.9	7.6	5.6	2.3	5.5	3.4	3.4	3.6	1.4
Insurance Company	2.7	16.5	15.7	1.3	15.0	19.6	0.2	2.7	2.8
Real Estate/Mortgage	0.4	1.2	1.2	0.1	0.6	0.7	0.0	3.0	2.5
Investments	N/A	2.7	2.7	N/A	15.6	21.0	N/A	0.6	0.1
Other Financial	0.6	0.6	0.7	0.3	0.8	0.0	0.0	0.0	0.3
Total Financial	30.3	50.8	57.9	14.3	47.1	54.2	8.5	11.7	8.4
Merchants:									
Supermarkets	0.5	0.2	0.2	0.5	1.2	1.7	0.9	2.2	1.6
Department store	5.6	2.2	2.2	3.3	4.7	5.2	19.7	19.3	14.1
Specialty store	4.1	2.3	1.8	3.7	2.5	2.5	19.0	15.8	17.6
Mail order company	14.4	4.9	4.3	22.1	7.9	6.1	5.2	2.3	2.7
Restaurant	0.1	0.1	0.1	0.1	0.1	0.3	6.1	3.2	5.6
Publisher	15.5	8.4	6.8	28.9	5.3	3.8	6.4	1.0	1.4
Auto Dealers	0.7	0.5	0.5	0.5	0.5	1.4	1.4	0.5	1.9
Online Auction	N/A	0.1	0.1	N/A	0.6	0.2	N/A	0.2	0.1
Other merchants	2.7	0.5	0.3	2.2	1.1	0.6	1.9	2.6	1.3
Total Merchants	48.0	19.2	16.4	63.1	24.0	21.7	62.7	47.0	46.3
Services:									
Telephone	1.0	2.8	8.1	2.1	2.8	3.2	1.7	1.1	2.3
Other Utilities	0.3	1.5	1.6	0.1	0.6	0.7	0.2	1.4	0.7
Medical	1.1	2.4	1.9	0.5	2.5	1.5	2.5	3.6	5.6
Other professional	0.8	0.5	0.3	0.3	0.2	0.9	0.3	0.6	1.5
Dvd/Bluray/Video Game Rental Company	N/A	0.4	0.1	N/A	0.2	0.2	N/A	0.1	0.0
Craftsman	0.1	0.8	1.0	0.1	0.2	0.9	0.4	2.6	6.1
Leisure service	2.9	1.7	1.0	1.6	2.9	1.9	2.7	4.2	3.8
Auto Maintenance	N/A	0.2	0.4	N/A	0.1	0.1	N/A	2.2	4.0
Roadside Assistance	N/A	1.1	0.9	N/A	0.2	1.1	N/A	0.1	0.1
Other services	2.3	7.4	1.8	1.4	5.5	1.6	5.4	8.1	5.1
Total Services	9.4	18.7	17.2	7.3	15.1	12.0	16.1	24.1	29.2
All Manufacturers	2.4	1.9	1.6	1.6	1.8	2.4	1.4	2.2	1.3
Federal Government	N/A	0.3	0.3	N/A	1.4	1.0	N/A	2.0	3.8
Nonfederal Government	0.7	0.5	0.2	0.6	1.2	0.7	1.6	1.5	1.8
Social/Charitable/Political/Nonprofit:									
Union Or Professional Organization	0.6	0.3	0.3	0.4	0.7	0.8	0.3	0.4	0.2
Church	0.3	0.1	0.1	0.1	0.2	0.1	0.3	0.4	0.2
Veterans	N/A	0.2	0.2	N/A	0.4	0.4	N/A	0.3	0.0
Educational	1.2	1.1	0.7	0.6	1.3	0.7	0.8	1.6	1.9
Charities	N/A	0.3	0.1	N/A	0.4	0.5	N/A	0.9	0.2
Political	1.6	0.6	0.3	0.2	0.5	0.4	3.7	4.1	4.7
AARP	0.1	0.2	0.2	0.5	0.2	0.3	0.0	0.0	0.0
Other Social/Charitable/Political/Nonprofit	1.1	0.5	0.2	0.6	0.5	0.5	0.5	0.7	0.4
Total Social/Charitable/Political/Nonprofit	4.9	3.3	2.1	2.4	4.3	3.6	5.6	8.4	7.5
Not from one organization	4.3	4.8	3.7	10.9	3.8	4.2	2.9	1.1	1.0
Don't know/No answer	2.4	0.6	0.5	1.4	1.2	0.2	1.6	1.9	0.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Sub-totals and Totals may not sum due to rounding.

[1] Prior to 2007 Standard mail volumes were inflated by about 3 billion pieces due to a double count of Detached Address Labels in the Carrier Cost System (CCS). Also, volumes through 2007 were understated by about 2 to 3 billion pieces in the CCS. These CCS volumes are used as a control for survey results.

Table A3-7b
Standard Mail1 Shape by Industry
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	Catalog (not in envelope)			Flyers/ Circulars			Magazines/ Newsletters		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Financial:									
Credit card	0.5	0.3	0.2	0.9	2.6	2.8	0.0	0.1	0.1
Bank	0.2	0.1	0.0	1.3	2.5	2.0	0.1	0.9	0.9
Insurance Company	0.3	0.2	0.1	1.4	2.7	3.3	0.8	6.4	9.5
Real Estate/Mortgage	0.2	0.1	0.0	1.7	1.1	1.2	0.6	1.0	0.8
Investments	N/A	0.6	0.2	N/A	0.8	0.7	N/A	5.7	11.4
Other Financial	0.0	0.0	0.0	0.3	0.2	0.4	0.2	0.8	0.0
Total Financial	1.6	1.3	0.5	6.4	9.9	10.4	2.5	14.9	22.7
Merchants:									
Supermarkets	0.9	0.3	0.3	10.0	2.7	2.9	1.1	1.5	0.8
Department store	31.9	9.9	6.3	23.4	10.5	12.6	2.1	6.3	3.7
Specialty store	12.9	25.3	20.8	17.0	16.5	16.8	1.4	3.1	1.5
Mail order company	41.0	56.0	63.1	4.2	2.3	1.3	1.4	3.9	1.7
Restaurant	0.1	0.0	0.1	1.8	2.7	3.1	0.0	0.0	0.1
Publisher	3.2	0.9	1.3	10.3	1.0	0.8	71.9	32.7	36.1
Auto Dealers	0.2	0.0	0.1	0.9	1.5	1.4	0.4	0.1	0.1
Online Auction	N/A	0.0	0.1	N/A	0.1	0.1	N/A	0.1	0.2
Other merchants	0.9	0.3	0.3	1.4	0.9	0.8	0.0	0.7	0.2
Total Merchants	91.9	92.9	92.3	72.3	38.1	39.9	79.7	48.4	44.4
Services:									
Telephone	0.3	0.2	0.2	0.4	2.3	4.8	0.4	0.2	0.8
Other Utilities	0.1	0.0	0.0	0.2	0.7	0.5	0.4	0.7	1.8
Medical	0.1	0.2	0.1	1.7	2.7	2.9	1.7	3.1	3.1
Other professional	0.0	0.0	0.0	0.5	0.3	0.7	0.4	0.4	0.3
Dvd/Bluray/Video Game Rental Company	N/A	0.0	0.0	N/A	0.1	0.3	N/A	0.0	0.0
Craftsman	0.0	0.0	0.0	0.5	1.6	1.8	0.0	0.0	0.2
Leisure service	0.3	0.9	1.0	2.0	3.2	3.1	0.6	1.8	1.1
Auto Maintenance	N/A	0.0	0.0	N/A	1.4	2.2	N/A	0.0	0.0
Roadside Assistance	N/A	0.0	0.0	N/A	0.1	0.0	N/A	0.9	0.5
Other services	0.2	0.3	0.1	1.8	8.6	4.2	0.8	1.0	1.4
Total Services	2.2	1.6	1.6	8.5	20.9	20.5	6.0	7.9	9.3
All Manufacturers	0.5	2.2	4.8	2.2	3.4	2.6	1.3	2.0	1.6
Federal Government	N/A	0.1	0.0	N/A	0.6	0.7	N/A	1.2	1.2
Nonfederal Government	0.5	0.3	0.1	2.0	0.9	0.7	1.0	5.5	6.5
Social/Charitable/Political/Nonprofit:									
Union or Professional Organization	0.1	0.1	0.0	0.4	0.2	0.1	0.4	3.1	2.9
Church	0.0	0.0	0.0	0.3	0.1	0.0	0.7	1.7	0.5
Veterans	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.3	0.6
Educational	0.3	0.3	0.2	0.9	0.9	0.4	0.4	1.8	1.6
Charities	N/A	0.1	0.1	N/A	0.2	0.0	N/A	0.4	0.2
Political	0.0	0.0	0.0	2.2	3.0	3.1	0.6	0.2	0.2
AARP	0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.4
Other Social/Charitable/Political/Nonprofit	0.0	0.1	0.0	0.7	0.7	0.1	0.8	1.7	2.3
Total Social/Charitable/Political/Nonprofit	0.5	0.6	0.4	4.5	5.2	3.9	3.3	9.5	8.7
Not from one organization	1.9	0.6	0.2	4.9	20.8	21.3	6.0	9.5	3.2
Don't know/No answer	1.4	0.4	0.2	1.4	0.2	0.1	1.5	1.2	2.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Sub-totals and Totals may not sum due to rounding.

[1] Prior to 2007 Standard mail volumes were inflated by about 3 billion pieces due to a double count of Detached Address Labels in the Carrier Cost System (CCS). Also, volumes through 2007 were understated by about 2 to 3 billion pieces in the CCS. These CCS volumes are used as a control for survey results.

Table A3-8
Standard Mail1 Shape by Addressee
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Shape	Specific Household Member			Occupant/Resident			No Answer			Total		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Letter size envelope	89.5	88.4	89.1	8.6	7.4	6.9	1.9	4.3	4.0	100.0	100.0	100.0
Larger envelope	87.2	90.6	92.5	11.1	7.7	6.2	1.7	1.7	1.2	100.0	100.0	100.0
Detached label card	5.5	10.7	2.5	94.4	89.3	97.5	0.1	0.0	0.0	100.0	100.0	100.0
Postcard	65.4	74.5	73.8	34.4	25.3	26.0	0.2	0.3	0.2	100.0	100.0	100.0
Catalog (not in envelope)	84.0	95.9	96.9	15.6	3.4	2.5	0.4	0.7	0.7	100.0	100.0	100.0
Flyers/Circulars	47.8	62.4	61.3	51.5	37.2	38.3	0.7	0.4	0.3	100.0	100.0	100.0
Magazines/Newsletters	37.6	60.6	61.4	58.5	38.8	38.0	3.9	0.6	0.6	100.0	100.0	100.0

Note: Percents are row percentages within each Shape category.

[1] Prior to 2007 Standard mail volumes were inflated by about 3 billion pieces due to a double count of Detached Address Labels in the Carrier Cost System (CCS). Also, volumes through 2007 were understated by about 2 to 3 billion pieces in the CCS. These CCS volumes are used as a control for survey results.

Table A3-9
Standard Mail Demographics -- Pieces Received Per Household Per Week
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Income	1987	2010	2011
< $7K	3.8	3.5	3.2
$ 7K - $9.9K	5.2	4.2	4.8
$ 10K - $14.9K	5.8	5.4	5.3
$ 15K - $19.9K	6.5	5.4	5.4
$ 20K - $24.9K	6.6	6.6	6.5
$ 25K - $29.9K	7.9	7.2	7.3
$ 30K - $34.9K	8.7		
$ 35K - $49.9K	9.5	8.1	8.1
$ 50K - $64.9K	10.9	9.7	9.8
$ 65K - Over	14.8	12.7	12.8
Age of Head of Household	**1987**	**2010**	**2011**
18 - 24	3.3	4.9	5.4
25 - 34	6.6	7.7	7.9
35 - 44	8.3	9.9	9.8
45 - 54	8.9	10.3	11.2
55 - 64	9.8	10.9	10.9
65 - 69	8.2	11.2	11.1
70-74	7.6	10.8	10.4
75+		8.9	8.9
Education of Head of Household	**1987**	**2010**	**2011**
< 8th grade	5.0	6.5	6.9
Some High School	5.6	6.3	7.1
High School	7.0	8.6	8.9
Some College	7.9	9.2	9.2
Technical School	7.8	9.5	9.4
College	9.9	11.3	11.3
Post graduate	11.8	12.6	12.8
Type of Household	**1987**	**2010**	**2011**
One-person household	5.5	6.7	6.9
Male	4.7	5.6	5.5
Female	5.8	7.2	7.7
More than one adult without children	8.9	10.4	10.7
One-earner	9.0	9.6	10.5
Two-earner	8.9	10.8	10.8
More than one adult with children	8.2	10.7	10.5
One-earner	7.9	10.1	9.3
Two-earner	8.6	11.3	11.9

Employment of Head of Household	1987	2010	2011
White collar professional	8.2	11.2	11.4
White collar sales/clerical	6.8	8.8	9.3
Blue collar craftsmen/mechanic	5.4	9.2	9.5
Service Worker	5.2	6.9	6.5
Other employed	4.6	8.3	8.3
Homemaker	7.3	6.9	7.7
Student	8.0	5.0	9.3
Retired	6.8	10.2	9.8
Other not employed	2.5	7.1	8.1
Type of Dwelling	**1987**	**2010**	**2011**
Single-family house	9.0	10.6	10.8
Multi-family unit	4.5	6.6	6.6
Mobile home	5.5	6.5	5.7
Number of Adults	**1987**	**2010**	**2011**
1	5.2	7.1	6.6
2	8.3	10.3	10.3
3	9.0	10.3	11.0
4+	9.0	10.7	12.6

Note: 2010/2011 Estimates for Income Levels $25K-$29.9K are identical to those in $30K-$34.9K since categories used to collect data only included $25K-$34.9K.

Table A3-10
Receipt of First-Class and Total Standard Mail (Including Non-Profit Mail)
by Mail Order Purchases Made in Last Year
(Pieces Per Household Per Week)
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment and Diary Data)

Mail Order Purchases	First-Class			Standard Mail (Including Nonprofit Mail)		
	1987	2010	2011	1987	2010	2011
0	7.0	7.7	7.4	7.5	10.6	11.1
1	8.7	8.1	7.9	9.5	11.1	12.5
2	8.2	8.5	9.0	9.5	11.7	14.6
3 - 5	9.5	9.1	8.7	10.8	13.3	14.9
6 - 10	11.3	9.5	9.7	13.8	15.3	16.0
11 +	12.3	10.8	10.4	15.2	17.3	18.3

Table A3-11
Standard Mail by Familiarity With Institution
(Percentage of Mail Pieces Received by Households)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Familiarity	1987	2010	2011
Previous customer	47.5	57.8	56.1
Organization known	17.4	20.7	22.2
Organization unknown	18.1	10.9	10.8
Don't know/No answer	17.1	10.6	11.0
Total Received	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

Table A3-12
Standard Mail by Industry and Familiarity
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	Previous Customer			Organization Known			Organization Unknown			Don't Know/ No Answer			Total		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Financial:															
Credit card	52.4	53.4	50.3	19.9	33.1	35.6	17.7	5.5	4.9	10.0	7.9	9.2	100.0	100.0	100.0
Bank	43.6	59.4	56.4	17.3	19.1	21.2	23.1	11.0	13.2	16.0	10.5	9.2	100.0	100.0	100.0
Insurance Company	33.6	35.4	35.0	21.8	38.7	39.6	32.3	13.0	13.6	12.3	12.9	11.9	100.0	100.0	100.0
Real Estate/Mortgage	13.3	31.8	23.3	41.1	26.9	22.9	32.6	31.4	43.1	13.0	9.9	10.7	100.0	100.0	100.0
Investments	N/A	84.1	79.3	N/A	5.1	3.8	N/A	5.1	8.4	N/A	5.7	8.5	N/A	100.0	100.0
Total Financial	40.5	50.3	47.4	21.3	29.6	32.1	25.7	10.3	10.6	12.5	9.8	10.0	100.0	100.0	100.0
Merchants:															
Supermarkets	60.1	78.1	80.9	15.2	10.8	11.6	5.4	2.0	1.4	19.3	9.1	6.1	100.0	100.0	100.0
Department store	75.2	87.9	86.9	9.1	4.6	4.3	4.3	0.8	1.3	11.4	6.7	7.6	100.0	100.0	100.0
Specialty store	50.5	77.2	77.7	20.0	10.2	10.9	17.2	4.5	3.7	12.4	8.1	7.7	100.0	100.0	100.0
Mail order company	50.8	61.6	60.1	17.3	15.6	14.4	22.4	10.9	11.0	9.4	11.9	14.5	100.0	100.0	100.0
Restaurant	50.2	52.8	48.4	20.2	17.9	24.2	13.4	18.4	18.8	16.2	11.0	8.5	100.0	100.0	100.0
Publisher	40.9	53.6	51.0	18.6	20.6	20.7	14.3	8.9	8.1	26.2	16.9	20.2	100.0	100.0	100.0
Auto Dealers	48.2	46.8	48.5	27.1	34.5	26.1	12.5	12.4	18.2	12.2	6.4	7.2	N/A	100.0	100.0
Online Auction	N/A	41.8	51.1	N/A	27.7	22.1	N/A	23.7	19.9	N/A	6.9	6.9	100.0	100.0	100.0
Total Merchants	54.0	69.7	68.6	16.1	13.0	13.0	14.7	7.1	7.1	15.2	10.2	11.4	100.0	100.0	100.0
Services:															
Telephone	65.1	64.2	51.4	17.1	20.6	32.1	5.9	3.4	4.8	11.9	11.8	11.7	100.0	100.0	100.0
Other Utilities	70.9	69.4	69.7	5.8	12.1	7.7	7.9	10.4	11.0	15.4	8.1	11.6	100.0	100.0	100.0
Medical	35.0	34.6	32.5	19.5	20.3	20.5	34.4	34.1	36.4	11.2	11.0	10.5	100.0	100.0	100.0
Other professional	43.9	31.6	28.5	13.9	17.7	31.3	31.2	38.9	32.6	11.0	11.9	7.6	100.0	100.0	100.0
Dvd/Bluray/Video Game Rental Company	N/A	49.6	43.9	N/A	44.2	47.9	N/A	1.7	0.6	N/A	4.5	7.6	100.0	100.0	100.0
Craftsman	7.7	15.2	20.2	32.1	27.8	28.0	47.7	47.3	43.8	12.5	9.7	8.0	100.0	100.0	100.0
Leisure service	33.7	61.9	59.6	21.2	17.1	20.2	31.0	12.3	11.5	14.1	8.7	8.7	100.0	100.0	100.0
Auto Maintenance	N/A	61.9	64.0	N/A	23.3	19.3	N/A	7.4	10.0	N/A	7.4	6.7	100.0	100.0	100.0
Roadside Assistance	N/A	65.2	64.2	N/A	19.6	23.1	N/A	2.2	0.7	N/A	13.0	11.9	100.0	100.0	100.0
Total Services	41.6	45.9	44.4	20.0	25.2	26.1	24.9	18.3	19.2	13.5	10.5	10.3	100.0	100.0	100.0
Nonfederal Government	47.8	62.0	65.4	26.5	21.6	18.0	8.9	7.0	4.8	16.9	9.4	11.7	100.0	100.0	100.0

Note: Percents are row percentages within each Industry classification.

Table A3-13
Standard Mail -- Shape by Familiarity With Organization
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Familiarity	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Previous customer	44.5	48.5	47.6	48.6	62.9	61.1	17.9	5.2	1.1	48.7	61.2	59.7
Organization known	19.8	25.4	28.4	18.8	19.1	19.6	16.4	1.8	0.2	17.6	19.8	15.1
Organization unknown	23.9	10.3	9.4	19.8	8.5	8.5	30.0	0.8	0.2	20.9	13.9	18.0
More than one company/ Don't Know/ No Answer	11.9	15.8	14.6	12.8	9.5	10.8	35.7	92.1	98.4	12.8	5.1	7.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Familiarity	Catalog Not In Envelope			Flyers			Newspapers/Magazines		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Previous customer	63.1	69.8	67.0	49.4	45.6	45.7	24.4	54.0	54.0
Organization known	14.5	13.5	13.5	17.7	14.9	14.7	10.6	15.5	14.7
Organization unknown	13.0	7.8	8.3	13.5	10.5	11.0	6.3	4.3	3.9
More than one company/ Don't Know/ No Answer	9.5	9.0	11.2	19.5	28.9	28.6	58.8	26.3	27.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

Table A3-14
Standard Mail -- Mail Order Industry Shape
by Familiarity With Organization
(Percentage of Mail Pieces Received by Households)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Familiarity	Letter Size Envelope			Larger Than Letter Size Envelope			Catalog Not In Envelope			Flyers		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Previous customer	46.6	56.1	57.4	52.9	70.1	71.2	53.0	63.8	60.9	42.0	48.9	49.9
Organization known	17.1	12.4	10.9	15.4	15.0	10.0	18.8	16.1	15.0	15.5	15.6	18.3
Organization unknown	27.3	11.8	11.5	19.8	7.8	11.7	20.7	10.3	10.6	29.7	16.2	21.2
Don't know/No answer	9.0	19.7	20.3	11.9	7.1	7.1	7.5	9.8	13.5	12.8	19.3	10.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

Table A3-15
Standard Mail Receipt
by Number of Financial Accounts and Insurance Policies
Pieces per Household per Week
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment and Diary Data)

Postal Fiscal Year	Number of Accounts and Policies			
	None	Low	Medium	High
	(0)	(1 - 5)	(6 - 9)	(10 +)
1987	2.7	4.9	8.0	11.0
2010	4.2	5.9	8.9	11.8
2011	3.2	5.9	9.5	12.1

Table A3-16
Standard Mail Receipt
by Number of Credit Card Accounts
Pieces per Household per Week
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment and Diary Data)

Postal Fiscal Year	Number of Credit Cards			
	None	Low	Medium	High
	(0)	(1 - 3)	(4 - 7)	(8 +)
1987	4.0	6.4	9.3	12.5
2010	5.1	7.8	10.4	13.2
2011	5.4	8.0	10.8	13.3

Table A3-17
Standard Mail Treatment of Mail Piece by Familiarity With Organization
(Percentage of Mail Received by Household)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Treatment of Advertising	Previous Customer			Organization Known			Organization Not Known			Total [1]		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Read	58.4	63.2	59.1	31.2	27.6	23.5	26.2	25.2	22.2	41.5	46.0	42.1
Looked at	23.3	14.5	16.7	38.2	24.8	23.4	35.2	20.5	21.9	26.4	16.3	17.6
Discarded	7.0	15.1	17.1	23.5	44.2	49.3	31.1	50.4	52.3	14.0	24.1	27.0
Set Aside	10.2	7.0	7.0	6.3	3.3	3.7	6.4	3.4	3.6	8.1	5.6	5.4
Don't know/No answer	1.1	0.2	0.1	0.8	0.1	0.1	1.2	0.6	0.1	10.0	8.0	7.9
Total Mail Received by Household	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

[1] Total includes pieces for which no response was given as to familiarity.

Table A3-18
Standard Mail Usefulness of Mail Pieces by Familiarity With Organization
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Reaction to Advertising	Previous Customer			Organization Known			Organization Not Known			Total [1]		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Useful	62.5	62.5	59.0	25.9	16.8	14.4	14.8	11.7	9.6	40.2	42.5	39.1
Interesting	21.7	13.6	13.7	31.7	18.3	16.1	24.4	14.0	12.9	22.0	13.3	12.9
Not interesting	10.6	23.2	26.7	32.9	62.8	68.2	46.7	70.4	75.0	21.3	34.9	39.1
Objectionable	2.2	0.3	0.4	6.7	1.8	1.1	10.7	3.1	2.0	4.6	0.9	0.7
Don't know/No answer	3.1	0.4	0.3	2.8	0.3	0.2	3.4	0.7	0.5	12.0	8.2	8.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

[1] Total includes pieces for which no response was given as to familiarity.

Table A3-19
Standard Mail Response to Advertising by Familiarity With Organization
(If Pieces Contained an Advertisement of Request for Donation and was from One Organization Only)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Response to Advertising	Previous Customer			Organization Known			Organization Not Known			Total [1]		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Yes	21.6	21.0	18.9	5.7	2.2	1.9	4.6	1.6	1.3	14.6	13.5	11.9
No	47.7	49.0	56.6	78.6	87.0	89.9	83.0	87.6	91.7	58.6	58.0	62.8
Maybe	27.4	28.5	24.0	12.1	9.5	8.0	9.0	8.8	6.6	19.9	20.9	17.0
No answer	3.3	1.5	0.4	3.6	1.2	0.3	3.4	2.0	0.4	7.0	7.6	8.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	3.0	4.9	4.9	1.5	1.8	1.9	1.2	0.9	0.9	6.1	8.6	9.8

Note: Totals may not sum to 100 due to rounding.

[1] Total includes pieces for which no response was given as to familiarity.

Table A3-20
Standard Mail Treatment by Usefulness
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Treatment	Usefulness								
	Useful			Interesting			Not Interesting		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Read	68.0	73.6	73.4	20.2	14.7	14.1	7.0	11.0	12.1
Looked at	24.4	21.9	20.0	36.5	22.9	22.4	21.5	54.0	56.7
Discarded	4.5	4.5	3.7	12.9	8.0	7.1	66.0	84.8	87.0
Set aside	58.2	72.1	68.0	25.6	16.6	20.0	8.4	10.5	10.9

Treatment	Usefulness								
	Objectionable			Don't Know/No Answer			Total		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Read	2.2	0.4	0.2	2.6	0.4	0.2	100.0	100.0	100.0
Looked at	5.2	0.9	0.6	12.4	0.3	0.3	100.0	100.0	100.0
Discarded	12.9	2.5	1.9	3.7	0.2	0.4	100.0	100.0	100.0
Set aside	4.6	0.4	0.4	3.2	0.4	0.6	100.0	100.0	100.0

Note: Percents are row percentages within each Treatment category.

Note: Totals may not sum to 100 due to rounding.

Table A3-21
Standard Mail Usefulness by Treatment
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Treatment	Usefulness											
	Useful			Interesting			Not Interesting			Objectionable		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Read	70.2	79.5	79.0	38.0	50.6	46.1	13.6	14.5	13.0	20.0	17.0	13.5
Looked at	15.9	8.4	9.0	43.8	28.1	30.6	39.0	25.2	25.5	30.1	15.2	14.5
Discarded	1.6	2.6	2.5	8.2	14.4	14.9	43.7	58.5	59.9	39.6	64.7	68.7
Set aside	11.7	9.4	9.3	9.4	6.9	8.3	3.2	1.7	1.5	8.2	2.2	3.3
Don't know/No answer	0.6	0.1	0.1	0.6	0.1	0.1	0.5	0.1	0.1	2.1	0.9	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

Table A3-22
Standard Mail Treatment by Intended Response
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Treatment	Intended Response														
	Yes			No			Maybe			No Answer			Total		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Read by member of household	27.1	25.5	23.9	42.6	41.8	48.5	26.8	30.8	27.1	3.6	1.9	0.5	100.0	100.0	100.0
Read by more than one member of household	N/A	33.0	31.6	N/A	24.4	31.4	N/A	40.4	35.7	N/A	2.2	1.3	N/A	100.0	100.0
Looked at	4.9	2.7	2.3	77.9	81.8	85.8	14.1	13.6	11.2	3.1	1.8	0.7	100.0	100.0	100.0
Discarded	0.9	0.6	0.4	92.5	95.4	97.6	2.4	2.3	1.4	4.3	1.7	0.7	100.0	100.0	100.0
Set aside	15.4	13.0	12.1	35.3	26.6	39.7	46.2	58.7	47.3	3.0	1.7	0.9	100.0	100.0	100.0

Note: Percents are row percentages within each Treatment category.

Note: Totals may not sum to 100 due to rounding.

Table A3-23
Standard Mail Intended Response by Treatment
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Treatment	Intended Response								
	Yes			No			Maybe		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Read by member of household	18.8	70.7	69.0	30.8	27.0	26.5	57.0	55.3	54.7
Read by more than one member of household	N/A	19.2	20.9	N/A	3.3	3.9	N/A	15.2	16.5
Looked at	9.8	3.5	3.4	38.9	24.3	24.1	20.7	11.2	11.6
Discarded	0.9	1.2	0.9	23.7	42.8	42.0	1.8	2.8	2.1
Set aside	9.0	5.3	5.5	5.1	2.5	3.4	19.7	15.4	14.9
Don't know/No answer	1.5	0.2	0.3	1.5	0.2	0.1	0.9	0.1	0.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

Table A3-24
Standard Mail Usefulness by Intended Response
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Usefulness	Intended Response								
	Yes			No			Maybe		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Useful	29.4	30.9	28.8	33.8	26.5	34.9	33.7	40.6	35.5
Interesting	6.2	2.5	2.4	72.6	76.7	80.8	17.9	19.3	16.3
Not interesting	1.3	0.7	0.7	92.2	94.2	96.5	3.0	3.3	2.3
Objectionable	3.7	0.7	1.9	83.6	94.5	93.3	9.0	2.2	2.5

Usefulness	Intended Response					
	Don't Know/No Answer			Total		
	1987	2010	2011	1987	2010	2011
Useful	3.2	1.9	0.7	100.0	100.0	100.0
Interesting	3.3	1.5	0.4	100.0	100.0	100.0
Not interesting	3.5	1.8	0.5	100.0	100.0	100.0
Objectionable	3.8	2.6	2.3	100.0	100.0	100.0

Note: Percents are row percentages within each Usefulness category.

Note: Totals may not sum to 100 due to rounding.

Table A3-25
Standard Mail Intended Response by Usefulness
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Usefulness	Intended Response								
	Yes			No			Maybe		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Useful	83.3	95.1	94.9	23.9	18.9	21.8	69.8	80.6	81.9
Interesting	10.2	2.6	2.7	30.0	18.7	16.6	21.8	13.1	12.4
Not interesting	2.0	2.0	2.2	36.1	60.5	60.2	3.4	5.9	5.3
Objectionable	1.2	0.1	0.1	6.7	1.7	1.1	2.1	0.1	0.1
Don't know/No answer	3.2	0.3	0.1	3.3	0.2	0.3	2.9	0.3	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

Table A3-26
Standard Mail Pieces from Credit Card Industry
Response to Mail Piece by Familiarity With Organization
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Previous customer	51.4	47.6	39.6	7.2	3.0	2.2	40.0	36.5	28.2	9.3	7.1	6.1
Organization known	28.4	11.7	12.9	7.9	0.9	1.2	17.7	4.6	4.3	5.6	0.5	0.5
Organization unknown	30.2	16.5	13.6	4.2	1.0	2.3	21.3	5.9	5.5	7.8	0.6	0.7

Note: Percentages represent row percentages within each familiarity category;
these do not sum to 100 due to the inclusion of multiple questions in this table.

Table A3-27
Standard Mail Pieces from Insurance Companies
Response to Mail Piece by Familiarity With Organization
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Familiarity		Read Immediately		Set Aside				Found Useful			Will Respond	
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Previous customer	56.7	57.5	52.9	5.6	4.8	6.3	48.2	50.1	47.0	12.9	9.9	10.8
Organization known	31.1	20.7	20.2	6.7	1.4	2.2	20.8	12.8	11.2	5.4	1.3	1.5
Organization unknown	20.2	19.9	20.7	1.9	1.2	2.5	8.5	5.7	7.7	1.9	1.0	0.9

Note: Percentages represent row percentages within each familiarity category;
these do not sum to 100 due to the inclusion of multiple questions in this table.

Table A3-28
Standard Mail Pieces from Department Stores
Response to Mail Piece by Familiarity With Organization
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Previous customer	52.4	74.3	73.6	11.2	6.8	7.2	64.4	79.2	81.0	17.6	33.3	32.8
Organization known	25.5	40.0	37.4	6.4	9.9	5.6	23.4	26.6	33.7	6.0	5.6	9.5
Organization unknown	24.4	27.6	47.3	4.5	14.8	0.0	17.5	25.0	39.6	7.1	7.1	3.6

Note: Percentages represent row percentages within each familiarity category;
these do not sum to 100 due to the inclusion of multiple questions in this table.

Table A3-29
Standard Mail Pieces from Mail Order Companies
Response to Mail Piece by Familiarity With Organization
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Previous customer	58.4	61.3	57.9	14.0	12.9	13.4	63.0	68.1	65.5	24.0	17.0	15.9
Organization known	32.3	37.1	31.3	10.3	10.2	12.6	26.8	25.9	24.7	6.5	2.8	2.8
Organization unknown	22.2	26.6	30.8	11.3	8.3	9.7	13.9	17.6	14.1	4.6	2.3	0.8

Note: Percentages represent row percentages within each familiarity category;
these do not sum to 100 due to the inclusion of multiple questions in this table.

Table A3-30
Standard Mail Pieces from Publishers
Response to Mail Piece by Familiarity With Organization
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Previous customer	65.1	65.5	59.4	8.7	6.0	5.6	54.5	55.8	50.0	27.9	18.5	20.9
Organization known	30.7	38.6	37.9	5.9	4.5	6.4	20.9	23.3	26.9	6.5	2.6	2.1
Organization unknown	27.2	26.6	22.8	9.4	8.9	5.1	16.0	14.3	13.6	6.5	1.6	2.0

Note: Percentages represent row percentages within each familiarity category;
these do not sum to 100 due to the inclusion of multiple questions in this table.

Table A3-31
Standard Mail Treatment of Mail Piece by Shape
(Percentage of Mail Pieces Received by Households)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Treatment	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Read by member of household	44.5	35.9	31.3	44.0	43.5	44.2	30.8	29.7	27.0	50.1	53.9	52.5
Read by more than one member of household	N/A	4.3	3.9	N/A	7.7	8.9	N/A	8.6	4.8	N/A	11.4	8.9
Looked at	26.1	18.9	20.3	26.0	17.3	14.1	33.8	17.6	26.7	24.7	11.0	9.9
Discarded	15.3	29.4	34.1	13.8	22.0	21.7	19.6	33.9	31.0	15.7	20.2	21.9
Set aside	4.8	2.9	2.8	8.8	5.5	6.7	3.9	1.8	1.2	2.2	2.2	3.1
Don't know/No answer	9.3	8.6	7.6	7.4	4.0	4.4	11.9	8.4	9.4	7.4	1.3	3.7
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	Catalog Not in Envelope			Flyers			Newspapers/ Magazines			Total [1]		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Read by member of household	42.9	39.2	35.0	40.8	38.1	36.0	30.1	40.8	34.3	41.5	38.0	34.3
Read by more than one member of household	N/A	11.1	12.2	N/A	9.1	9.5	N/A	15.5	16.7	N/A	7.9	7.8
Looked at	25.9	13.1	14.2	27.0	16.4	17.6	17.6	9.8	9.0	26.4	16.3	17.6
Discarded	9.7	17.1	17.3	15.1	23.6	25.3	9.4	14.4	13.2	14.0	24.1	27.0
Set aside	15.9	13.5	12.9	6.7	4.5	4.3	8.1	10.8	13.8	8.1	5.6	5.4
Don't know/No answer	5.6	6.1	8.5	10.5	8.3	7.3	34.9	8.6	13.0	10.0	8.0	7.9
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

[1] Total includes pieces for which no response was given as to shape.

Table A3-32
Standard Mail Usefulness of Mail Piece by Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Usefulness	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Useful	32.6	29.8	25.4	36.4	45.2	47.9	26.8	27.0	21.9	38.4	53.4	53.7
Interesting	21.3	11.8	11.4	27.4	13.0	11.5	16.3	12.2	11.8	20.1	13.1	9.9
Not interesting	29.0	48.1	54.2	21.1	36.3	35.8	34.7	52.0	56.6	27.7	31.4	32.2
Objectionable	5.7	1.5	1.2	5.8	0.9	0.5	7.5	0.4	0.4	4.9	0.6	0.4
Don't Know/No answer	11.5	8.8	7.9	9.2	4.6	4.3	14.7	8.4	9.4	8.9	1.5	3.8
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Usefulness	Catalog Not in Envelope			Flyers			Newspapers/ Magazines			Total [1]		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Useful	53.8	57.5	53.1	44.7	46.3	45.7	33.3	59.4	58.7	40.2	42.5	39.1
Interesting	26.1	19.8	21.3	19.4	11.8	11.2	16.7	14.7	12.5	22.0	13.3	12.9
Not interesting	10.8	16.0	16.6	19.5	32.7	35.0	9.0	16.6	15.5	21.3	34.9	39.1
Objectionable	2.3	0.4	0.2	3.8	0.8	0.6	2.5	0.3	0.3	4.6	0.9	0.7
Don't Know/No answer	7.0	6.3	8.7	12.5	8.5	7.5	38.5	9.0	13.1	12.0	8.2	8.1
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

[1] Total includes pieces for which no response was given as to shape.

Table A3-33
Standard Mail Response to Advertising by Shape
(If Mail Piece Contained Advertising or Request for Donation)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Response	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Yes	12.8	8.5	7.9	16.5	13.3	16.6	8.6	9.8	6.9	15.4	21.6	23.4
No	69.6	74.5	75.4	62.1	66.4	65.9	69.5	65.8	73.1	63.6	55.7	55.9
Maybe	13.1	11.3	8.9	16.7	17.5	13.1	10.5	11.9	9.9	13.6	20.4	16.3
No answer	4.5	5.8	7.8	4.8	2.8	4.5	11.4	12.5	10.1	7.4	2.3	4.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Response	Catalog Not in Envelope			Flyers			Newspapers/ Magazines			Total [1]		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Yes	16.1	14.2	12.0	15.6	16.8	15.6	10.2	13.5	8.7	14.6	13.5	11.9
No	46.6	41.6	44.3	54.2	51.8	57.5	44.3	48.4	62.6	58.6	58.0	62.8
Maybe	32.5	37.6	34.9	21.2	21.4	18.7	16.9	31.8	14.7	19.9	20.9	17.0
No answer	4.8	6.6	8.8	9.1	10.0	8.2	28.6	6.3	14.1	7.0	7.6	8.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

[1] Total includes pieces for which no response was given as to shape.

Table A3-34
Standard Mail Percentage of Pieces Read Immediately and Set Aside by Shape and Familiarity With Organization
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Familiarity	Shape																	
	Letter Size Envelope						Larger Than Letter Size Envelope						Postcard					
	Read			Set Aside			Read			Set Aside			Read			Set Aside		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Previous customer	64.7	58.8	51.5	5.3	3.7	3.5	60.1	64.0	63.6	10.4	7.0	8.1	67.9	82.5	80.3	2.6	2.1	3.7
Organization known	34.6	21.3	19.0	5.8	1.6	1.9	30.3	28.0	37.5	6.2	2.2	3.6	38.3	41.1	44.5	2.1	3.4	3.9
Organization unknown	29.0	24.8	23.3	4.6	2.0	2.5	27.6	28.3	27.0	7.0	1.4	3.9	32.8	31.6	23.3	1.9	0.7	1.8

Familiarity	Shape																	
	Catalog Not in Envelope						Flyers						Newspapers/Magazines					
	Read			Set Aside			Read			Set Aside			Read			Set Aside		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Previous customer	53.1	60.4	59.0	17.6	15.1	14.5	57.0	66.8	65.8	8.0	4.8	5.1	56.3	69.8	61.1	15.7	12.8	17.1
Organization known	29.6	36.4	29.2	12.6	12.1	13.5	27.8	30.9	26.0	4.8	2.3	2.6	45.4	50.9	54.5	8.5	9.3	14.2
Organization unknown	20.8	22.8	28.7	15.1	10.9	11.4	24.5	25.3	18.5	5.9	1.9	1.9	21.9	28.4	24.0	5.6	19.8	9.8

Note: Percentages represent row percentages within each industry classification; these do not sum to 100 due to the inclusion of multiple questions in this table.

Table A3-35
Standard Mail Percentage of Pieces Eliciting
Intended Response by Shape and Familiarity With Organization
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Familiarity	Shape								
	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Previous customer	20.3	21.6	27.5	22.7	2.7	3.0	20.3	5.0	3.9
Organization known	5.9	32.4	34.2	7.1	1.8	10.1	8.8	2.9	3.0
Organization unknown	5.0	29.0	47.1	5.2	3.6	10.5	3.6	5.0	5.6

Familiarity	Shape								
	Catalog Not In Envelope			Flyers			Newspapers/Magazines		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Previous customer	21.5	22.7	18.5	22.3	44.8	44.1	21.8	1.3	1.8
Organization known	6.4	17.0	14.5	4.6	42.1	34.2	0.0	2.0	3.8
Organization unknown	5.0	12.0	11.1	4.8	45.4	22.9	4.5	0.9	0.0

Note: Percents are row percentages within each familiarity classification.

Note: Totals may not equal exactly 100% due to unreported categories.

Table A3-36
Standard Mail Percentage of Pieces Found
Useful by Shape and Familiarity With Organization
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Familiarity	Shape								
	Letter Size Envelope			Larger Than Letter Envelope			Postcard		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Previous customer	53.4	83.8	83.1	53.6	88.1	86.2	58.4	85.7	86.2
Organization known	22.8	9.8	10.5	19.8	7.0	7.8	28.3	9.0	7.1
Organization unknown	12.7	2.8	3.1	13.6	2.1	2.3	10.6	3.5	3.5

Familiarity	Shape								
	Catalog Not In Envelope			Flyers			Newspapers/Magazines		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Previous customer	70.5	88.6	88.6	66.6	85.2	87.2	67.4	75.3	70.9
Organization known	30.2	6.7	6.7	28.7	7.9	7.2	46.0	12.6	13.9
Organization unknown	18.9	2.6	2.4	16.3	3.7	2.7	25.9	2.0	1.2

Note: Totals may not equal exactly 100% due to unreported categories.

Table A3-37
Standard Mail from Department Stores
Reaction to Mail Piece by Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Letter size envelope	53.3	68.9	72.5	2.5	2.6	3.9	37.4	63.7	73.0
Larger envelope	45.8	80.8	75.8	10.2	3.7	4.1	40.8	65.2	66.6
Postcard	56.9	76.2	74.7	1.3	3.1	3.8	48.5	71.2	69.5
Catalog (not in envelope)	45.9	64.1	69.0	15.8	12.5	11.4	62.5	73.4	80.1
Flyers/Circulars	42.4	68.4	66.6	6.1	5.5	5.8	51.2	74.0	73.3

Shape	Will Respond			Percentage of Pieces Received		
	1987	2010	2011	1987	2010	2011
Letter size envelope	12.3	34.2	33.6	8.8	10.4	12.5
Larger envelope	10.9	27.6	32.1	3.6	2.0	1.7
Postcard	12.3	31.0	39.8	3.3	6.8	3.5
Catalog (not in envelope)	17.1	24.7	25.2	40.8	22.1	14.3
Flyers/Circulars	15.4	32.2	29.3	42.5	52.5	64.5

Note: Percentages represent row percentages within each shape category;
these do not sum to 100 due to the inclusion of multiple questions in this table.

Table A3-38
Standard Mail from Department Stores
Reaction to Mail Piece by Familiarity and Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Previous customer:									
Catalog (not in envelope)	68.0	82.2	83.5	70.7	80.4	84.1	18.4	27.4	26.5
Flyers/Circulars	59.0	79.6	79.2	64.2	80.9	81.3	18.2	35.4	32.9
Organization known:									
Catalog (not in envelope)	38.1	52.8	40.0	26.9	29.9	25.3	7.2	3.5	2.2
Flyers/Circulars	24.0	49.3	44.6	22.9	21.1	34.9	4.7	6.1	10.2
Organization unknown:									
Catalog (not in envelope)	23.5	82.5	48.1	20.6	12.2	48.1	13.7	0.0	48.1
Flyers/Circulars	31.2	42.7	22.8	17.8	37.0	21.8	5.3	18.1	0.0

Note: Percentages represent row percentages within each familiarity and shape category;
these do not sum to 100 due to the inclusion of multiple questions in this table.

Table A3-39
Standard Mail from Mail Order Companies
Reaction to Mail Piece by Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Letter size envelope	42.7	49.6	50.0	4.1	3.8	3.1	29.9	33.5	31.6
Larger envelope	48.2	57.1	70.3	10.4	3.3	6.0	41.1	39.2	56.4
Postcard	60.4	62.6	56.2	4.2	1.7	5.1	51.8	40.1	27.0
Catalog (not in envelope)	40.9	47.4	42.9	17.1	13.2	13.3	48.9	53.9	48.7
Flyers/Circulars	39.8	43.6	49.0	7.8	4.1	4.6	32.9	35.3	37.2
Magazines/Newsletters	57.0	59.8	61.3	0.0	13.9	18.0	62.3	53.7	66.6

Shape	Will Respond			Percentage of Pieces Received		
	1987	2010	2011	1987	2010	2011
Letter size envelope	12.3	12.3	14.8	20.8	13.9	13.7
Larger envelope	18.0	16.5	32.2	22.0	2.0	1.1
Postcard	18.6	13.1	15.2	0.8	0.5	0.4
Catalog (not in envelope)	15.8	11.4	9.5	48.5	73.6	79.5
Flyers/Circulars	10.0	7.7	12.9	7.0	6.6	3.6
Magazines/Newsletters	19.8	10.6	4.9	0.2	0.9	0.4

Note: Percentages represent row percentages within each shape category;
these do not sum to 100 due to the inclusion of multiple questions in this table.

Table A3-40
Standard Mail from Mail Order Companies
Reaction to Mail Piece by Familiarity and Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Previous customer:									
Letter size envelope	65.0	71.2	66.1	52.2	50.6	45.6	18.8	18.8	21.9
Larger envelope	74.3	74.6	86.2	58.7	49.0	65.4	27.1	19.9	42.4
Catalog	74.9	74.7	71.7	70.3	72.0	68.7	25.1	16.9	14.3
Organization known:									
Letter size envelope	34.2	42.2	43.4	13.3	16.4	9.7	5.6	1.9	5.0
Larger envelope	44.5	33.4	57.7	27.0	17.9	62.8	9.7	9.8	0.0
Catalog	44.6	50.0	43.5	31.5	28.9	26.7	6.7	2.7	2.5
Organization unknown:									
Letter size envelope	29.4	41.7	38.3	7.0	10.6	9.6	6.7	3.1	3.1
Larger envelope	32.9	5.9	67.3	14.2	8.2	25.5	4.7	0.0	12.1
Catalog	36.8	34.1	40.4	17.7	20.7	15.3	3.5	2.2	0.3

Note: Percentages represent row percentages within each familiarity and shape category;
these do not sum to 100 due to the inclusion of multiple questions in this table.

Table A3-41
Standard Mail from Publishers
Reaction to Mail Piece by Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Letter size envelope	51.1	48.4	44.6	6.0	3.9	2.9	37.9	34.3	31.2
Larger envelope	41.4	43.6	51.2	6.8	2.3	6.4	27.4	27.9	34.9
Postcard	45.2	44.6	51.7	5.9	0.0	0.0	30.4	20.9	52.5
Catalog (not in envelope)	40.8	43.3	42.3	16.3	9.5	13.8	48.2	47.9	46.3
Flyers/Circulars	45.8	44.4	36.9	8.4	9.7	4.0	46.6	46.7	27.2
Magazines/Newsletters	27.2	53.1	47.5	7.6	9.8	11.0	28.8	55.8	51.9

Shape	Will Respond			Percentage of Pieces Received		
	1987	2010	2011	1987	2010	2011
Letter size envelope	21.0	12.8	15.4	26.5	63.2	61.5
Larger envelope	16.6	13.0	13.6	34.1	3.6	2.0
Postcard	26.1	6.0	21.6	1.2	0.5	0.6
Catalog (not in envelope)	13.5	4.0	9.0	4.4	3.2	4.6
Flyers/Circulars	16.3	11.2	6.4	20.4	7.9	6.7
Magazines/Newsletters	9.1	12.5	5.5	12.1	20.3	23.0

Note: Percentages represent row percentages within each shape category;
these do not sum to 100 due to the inclusion of multiple questions in this table.

Table A3-42
Standard Mail from Publishers
Reaction to Mail Piece by Familiarity and Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Previous customer:									
Letter size envelope	77.2	67.3	60.4	54.1	49.7	43.7	31.9	18.6	22.9
Larger envelope	68.8	69.8	87.5	44.8	45.8	64.1	25.8	22.7	27.9
Catalog	78.7	72.0	73.7	72.7	66.4	74.1	22.1	12.3	16.6
Organization known:									
Letter size envelope	34.2	36.6	33.6	20.8	11.9	12.6	5.7	2.1	2.8
Larger envelope	31.3	12.4	35.3	13.3	12.1	7.3	7.7	0.0	0.0
Catalog	48.3	46.2	43.7	31.1	36.3	28.3	5.4	2.1	0.0
Organization unknown:									
Letter size envelope	31.3	27.5	16.7	13.5	4.9	7.8	3.7	0.3	3.5
Larger envelope	35.8	36.4	22.7	13.9	0.0	19.3	7.4	4.4	4.6
Catalog	46.0	36.1	48.9	16.7	29.4	14.1	6.9	2.0	0.0

Note: Percentages represent row percentages within each familiarity and shape category;
these do not sum to 100 due to the inclusion of multiple questions in this table.

Table A3-43
Standard Mail from Credit Card Companies
Reaction to Mail Piece by Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Letter size envelope	43.4	29.5	24.0	4.2	1.9	1.5	28.0	19.8	14.6
Larger envelope	32.7	29.8	39.9	8.4	1.9	2.1	28.9	18.5	21.1
Postcard	25.1	55.7	49.1	0.0	0.0	0.0	9.9	58.1	43.8
Catalog (not in envelope)	43.8	55.1	50.8	21.3	10.9	14.7	45.9	52.1	62.6
Flyers/Circulars	33.3	44.0	48.2	6.3	3.0	2.8	35.6	38.3	36.8

Shape	Will Respond			Percentage of Pieces Received		
	1987	2010	2011	1987	2010	2011
Letter size envelope	10.4	3.3	3.1	59.5	84.9	90.9
Larger envelope	3.1	5.1	4.1	28.1	3.3	1.5
Postcard	0.0	26.2	11.5	0.4	0.5	0.2
Catalog (not in envelope)	3.2	9.1	19.8	3.1	0.5	0.2
Flyers/Circulars	12.1	7.4	7.3	8.1	10.2	7.1

Note: Percentages represent row percentages within each shape category;
these do not sum to 100 due to the inclusion of multiple questions in this table.

Table A3-44
Standard Mail from Credit Card Companies
Reaction to Mail Pieces by Familiarity and Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Previous customer:									
Letter size envelope	63.7	48.8	38.6	39.6	33.5	25.4	14.9	6.1	5.6
Larger envelope	53.0	49.6	62.2	38.6	37.6	45.0	2.3	12.6	9.8
Organization known:									
Letter size envelope	37.9	12.4	13.7	18.7	5.0	4.3	7.0	0.5	0.5
Larger envelope	32.8	13.6	29.5	12.9	0.0	3.8	3.0	0.0	0.0
Organization unknown:									
Letter size envelope	36.7	16.9	16.5	19.8	6.1	5.8	3.2	0.7	0.7
Larger envelope	21.3	19.2	8.9	19.1	0.0	0.0	2.7	0.0	0.0

Note: Percentages represent row percentages within each familiarity and shape category; these do not sum to 100 due to the inclusion of multiple questions in this table.

Table A3-45
Standard Mail from Insurance Companies
Reaction to Mail Piece by Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Letter size envelope	33.5	29.0	27.9	3.7	1.7	3.4	23.4	20.5	18.8
Larger envelope	35.8	46.3	42.6	7.2	3.7	5.2	28.3	38.2	36.2
Postcard	64.3	64.4	77.1	0.0	0.0	0.0	38.0	40.9	59.6
Catalog (not in envelope)	41.6	22.7	79.2	14.6	41.2	2.9	34.1	58.3	41.3
Flyers/Circulars	27.2	43.5	33.4	1.4	2.2	2.0	19.6	31.8	26.8
Magazines/Newsletters	49.1	51.6	52.6	14.1	21.3	13.5	14.1	63.6	60.1

Shape	Will Respond			Percentage of Pieces Received		
	1987	2010	2011	1987	2010	2011
Letter size envelope	6.1	3.5	3.8	66.8	76.1	75.5
Larger envelope	7.2	4.2	13.4	19.9	6.2	5.4
Postcard	41.7	2.7	17.3	0.7	0.9	0.6
Catalog (not in envelope)	0.0	0.0	17.8	1.4	0.4	0.3
Flyers/Circulars	5.2	5.0	5.0	10.2	13.0	14.2
Magazines/Newsletters	0.0	10.0	4.0	0.5	2.4	3.2

Note: Percentages represent row percentages within each shape category;
these do not sum to 100 due to the inclusion of multiple questions in this table.

Table A3-46
Standard Mail from Insurance Companies
Reaction to Mail Pieces by Familiarity and Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Previous customer:									
Letter size envelope	59.7	59.1	55.7	46.3	45.5	41.3	12.2	9.6	9.9
Larger envelope	69.6	71.4	72.7	49.5	63.7	65.9	11.3	11.1	17.0
Organization known:									
Letter size envelope	37.4	20.1	20.9	19.1	12.3	10.2	4.3	1.3	0.8
Larger envelope	39.4	31.2	38.6	29.5	16.3	19.0	10.1	0.0	15.1
Organization unknown:									
Letter size envelope	22.2	18.2	21.7	8.6	4.3	5.8	2.0	1.1	0.8
Larger envelope	25.3	27.5	12.0	11.9	8.5	4.0	3.2	0.0	4.3

Note: Percentages represent row percentages within each familiarity and shape category;
these do not sum to 100 due to the inclusion of multiple questions in this table.

Table A3-47a
Standard Mail Reaction by Industry
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	Read Immediately			Set Aside			Found Useful			Will Respond [1]		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Financial:												
Credit card	39.5	31.3	26.0	6.1	2.0	1.7	29.3	22.0	16.4	8.3	4.0	3.5
Bank	38.8	47.2	41.6	4.0	3.4	3.0	31.1	34.7	31.1	8.1	5.7	7.0
Insurance Company	33.9	32.8	30.8	4.3	2.5	3.6	24.6	24.5	22.6	6.4	3.9	4.6
Real Estate/Mortgage	29.3	43.7	29.9	3.1	2.0	2.4	21.3	22.8	17.3	2.7	1.7	2.1
Investments	N/A	44.6	42.6	N/A	10.4	9.1	N/A	55.2	50.8	N/A	7.3	6.8
Total Financial	37.2	36.2	30.6	5.3	3.2	2.9	29.5	28.0	22.4	7.3	4.3	4.4
Merchants:												
Supermarkets	40.3	68.4	67.4	5.8	3.6	6.0	52.2	71.4	70.9	26.8	44.4	40.0
Department store	45.3	68.3	68.0	9.7	6.6	6.6	53.9	72.0	74.0	15.6	30.3	29.6
Specialty store	40.1	57.7	59.5	8.6	7.7	7.0	43.4	60.8	61.9	14.4	21.6	21.2
Mail order company	42.9	47.7	44.6	12.0	11.1	11.4	41.9	49.1	46.1	15.3	11.5	10.7
Restaurant	49.9	51.5	46.5	3.4	6.6	7.4	51.9	54.8	48.9	19.5	25.5	22.3
Publisher	43.1	48.6	44.2	7.5	5.7	5.4	35.3	39.7	36.2	17.1	12.4	12.0
Auto Dealers	37.3	41.7	38.2	3.2	1.2	1.5	32.6	26.2	24.5	8.7	7.5	4.7
Online Auction	N/A	54.3	56.9	N/A	5.1	2.2	N/A	42.6	50.5	N/A	11.6	12.0
Total Merchants	43.5	55.3	53.7	9.1	8.0	8.0	44.1	55.9	54.8	16.3	19.6	18.4

[1] Of pieces containing an advertisement or request for funds.

Table A3-47b
Standard Mail Reaction by Industry
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	Read Immediately			Set Aside			Found Useful			Will Respond [1]		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Services:												
Telephone	49.9	37.3	28.7	5.7	2.4	1.4	46.6	25.4	17.8	14.4	6.6	4.1
Other Utilities	49.9	61.7	57.5	7.2	4.7	3.4	56.4	50.6	49.7	11.6	13.0	17.0
Medical	44.3	43.6	39.0	5.2	2.7	2.7	41.0	33.6	27.9	6.8	7.7	8.4
Other professional	53.2	40.9	34.0	6.4	1.1	2.7	42.4	26.3	23.4	12.2	10.2	8.7
Dvd/Bluray/Video Game Rental Company	N/A	53.6	42.2	N/A	4.5	3.9	N/A	38.1	19.7	N/A	8.3	10.0
Craftsman	N/A	24.3	25.0	N/A	1.0	1.8	N/A	14.7	17.2	N/A	1.5	2.8
Leisure service	41.6	53.2	50.9	8.1	4.5	5.2	36.9	45.7	45.7	7.8	12.2	11.7
Auto Maintenance	N/A	48.4	53.2	N/A	2.1	1.9	N/A	45.8	45.4	N/A	13.4	18.0
Roadside Assistance	N/A	47.9	35.8	N/A	3.2	4.4	N/A	42.9	31.4	N/A	13.1	9.7
Total Services	44.1	39.7	36.3	6.5	2.6	2.5	38.0	29.4	27.2	9.6	7.1	7.8
Federal Government	N/A	61.6	55.6	N/A	4.6	6.4	N/A	53.5	61.8	N/A	20.5	13.1
Nonfederal Government	48.7	65.8	62.4	15.6	6.0	13.5	57.6	62.4	69.9	18.6	25.0	25.2
Social/Charitable/Political:												
Union or professional Organization	49.5	50.1	45.6	7.6	8.9	12.7	55.9	52.7	46.4	11.3	7.8	11.9
Church	51.8	64.4	57.4	3.6	7.9	9.9	39.7	43.0	59.1	6.6	20.8	24.2
Veterans	N/A	51.1	55.1	N/A	3.8	7.2	N/A	37.5	45.7	N/A	11.2	17.3
Educational	46.4	38.3	36.0	5.4	4.2	5.9	40.0	35.3	29.7	6.3	5.7	9.0
Charities	531	54.1	45.3	0.6	3.4	4.4	29.7	36.6	29.2	8.6	22.4	7.8
Political	37.5	41.8	27.9	8.1	2.3	4.2	27.6	31.1	22.4	13.0	7.8	5.0
AARP	59.4	52.8	58.4	7.0	6.7	3.9	57.1	51.9	44.9	37.9	23.9	13.7
Total Social/Charitable/Political/Nonprofit	45.2	45.8	37.5	6.4	4.0	6.1	37.8	37.3	31.6	9.2	10.4	9.3

[1] Of pieces containing an advertisement or request for funds.

Table A3-48
Standard Mail Reaction to Mail Pieces by Income
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment and Diary Data)

Income	Read Immediately						Set Aside					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Under $7K	43.0	37.2	39.4	1.6	1.3	1.2	18.8	4.7	3.6	0.3	0.2	0.1
$7K - $9.9K	41.0	43.1	47.7	2.1	1.8	2.3	18.8	4.2	8.3	0.3	0.2	0.4
$10K - $14.9K	45.0	47.7	38.3	2.6	2.6	2.0	11.9	3.3	6.3	0.5	0.2	0.3
$15K - $19.9K	45.0	49.9	46.8	2.9	2.7	2.5	9.4	3.6	4.6	0.6	0.2	0.2
$20K - $24.9K	42.5	47.5	45.7	2.8	3.1	3.0	8.5	6.4	5.6	0.6	0.4	0.4
$25K - $29.9K	44.2	46.1	43.0	3.5	3.3	3.1	8.0	5.4	6.5	0.6	0.4	0.5
$30K - $34.9K	41.4			3.6			8.3			0.7		
$35K - $49.9K	41.4	46.7	43.4	3.9	3.8	3.5	7.5	5.2	4.7	0.8	0.4	0.4
$50K - $64.9K	41.1	48.1	43.4	4.4	4.7	4.2	7.0	5.7	5.4	0.8	0.6	0.5
$65K - $79.9K	40.4	46.5	42.2	6.1	5.1	4.5	6.7	7.1	4.5	1.5	0.8	0.5
$80K - $99.9K	31.4	49.8	41.0	4.4	5.9	4.7	8.9	5.1	6.5	1.3	0.6	0.7
$100K +	34.5	42.9	40.3	5.3	14.3	15.9	6.0	5.6	5.1	1.2	1.9	2.0

Income	Found Useful						Will Respond [1]					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Under $7K	36.0	35.3	28.9	1.4	1.2	0.9	17.5	10.5	10.9	0.5	0.3	0.3
$7K - $9.9K	37.1	33.1	34.7	1.9	1.4	1.7	12.6	9.9	9.1	0.5	0.3	0.4
$10K - $14.9K	39.6	36.6	30.6	2.3	2.0	1.6	17.7	14.9	10.9	0.8	0.7	0.6
$15K - $19.9K	41.9	35.9	34.4	2.7	1.9	1.8	15.3	15.6	11.3	0.8	0.7	0.6
$20K - $24.9K	42.8	40.9	40.0	2.8	2.7	2.6	15.6	12.8	13.9	0.9	0.7	0.9
$25K - $29.9K	40.4	41.0	38.3	3.2	2.9	2.8	14.8	12.9	13.7	1.0	0.8	1.0
$30K - $34.9K	40.4			3.5			14.8			1.1		
$35K - $49.9K	41.9	43.1	37.5	4.0	3.5	3.1	14.8	13.5	11.3	1.1	1.0	0.9
$50K - $64.9K	42.2	43.3	40.5	4.6	4.2	4.0	14.8	15.2	12.4	1.3	1.3	1.2
$65K - $79.9K	40.5	44.6	39.7	6.1	4.9	4.2	11.1	13.3	12.0	1.4	1.3	1.3
$80K - $99.9K	34.7	46.1	39.5	4.9	5.5	4.5	10.9	15.9	12.9	1.3	1.7	1.5
$100K +	32.0	42.5	39.9	4.9	14.2	15.8	10.1	12.8	11.6	1.3	3.9	4.6

Note: Percentages represent row percentages within each income classification;
these do not sum to 100 due to the inclusion of multiple questions in this table.
2010/2011 Estimates for Income Levels $25K-$29.9K are identical to those in $30K-$34.9K since categories used to collect data only included $25K-$34.9K.
[1] Of pieces containing an advertisement or request for funds.

Table A3-49
Standard Mail Reaction to Mail Piece by Age of Head of Household
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment and Diary Data)

Age of Head of Household	Read Immediately						Set Aside					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
18-21	46.9	55.0	38.9	1.8	3.4	2.5	10.3	2.0	1.2	0.4	0.1	0.1
22-24	35.6	35.1	45.2	1.1	1.5	2.2	6.9	2.9	2.8	0.2	0.1	0.1
25-34	40.4	42.9	39.2	2.7	3.3	3.1	8.4	6.2	4.3	0.6	0.5	0.3
35-44	39.9	43.0	40.6	3.3	4.3	4.0	7.8	6.3	5.1	0.6	0.6	0.5
45-54	39.6	47.8	41.7	3.5	4.9	4.7	7.8	5.2	6.3	0.7	0.5	0.7
55-64	45.0	48.9	43.8	4.4	5.3	4.8	9.2	6.2	6.1	0.9	0.7	0.7
65-69	42.5	47.5	48.3	3.5	5.3	5.3	7.4	6.3	4.7	0.6	0.7	0.5
70-74	43.8	46.1	48.7	3.4	5.0	5.1	7.3	4.1	4.7	0.6	0.4	0.5
75+		45.2	38.2		4.0	3.4		4.1	5.3		0.4	0.5

Age of Head of Household	Found Useful						Will Respond [1]					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
18-21	53.5	31.8	40.2	2.1	2.0	2.6	16.5	6.7	14.8	0.5	0.3	0.9
22-24	35.7	29.7	37.4	1.1	1.2	1.8	17.5	16.0	13.4	0.5	0.6	0.7
25-34	42.7	41.1	37.8	2.8	3.2	3.0	15.9	13.3	11.1	0.9	0.9	0.9
35-44	40.8	43.4	40.2	3.4	4.3	3.9	16.1	13.5	12.0	1.1	1.2	1.2
45-54	38.8	44.7	39.9	3.4	4.6	4.5	13.0	14.0	12.4	0.9	1.3	1.4
55-64	41.2	45.9	39.9	4.0	5.0	4.3	12.7	14.2	12.7	1.0	1.4	1.4
65-69	38.1	42.7	40.8	3.1	4.8	4.5	13.2	13.2	11.9	0.9	1.3	1.3
70-74	37.6	39.1	41.5	2.9	4.2	4.3	14.8	12.7	11.6	0.9	1.2	1.2
75+		36.3	33.0		3.2	2.9		12.0	9.3		0.9	0.8

Note: Percentages represent row percentages within each age cohort classification; these do not sum to 100 due to the inclusion of multiple questions in this table.

[1] Of pieces containing an advertisement or request for funds.

Table A3-50
Standard Mail (A) Reaction to Mail Piece by Education of Head of Household
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment and Diary Data)

Education of Head of Household	Read Immediately						Set Aside					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
8th grade or less	43.7	39.1	42.7	2.2	2.6	3.0	7.8	3.1	4.6	0.4	0.2	0.3
Some high school	46.4	45.3	46.4	2.6	2.8	3.3	6.9	3.3	3.0	0.4	0.2	0.2
High school graduate	44.4	49.1	45.9	3.1	4.2	4.1	7.3	5.5	4.8	0.5	0.5	0.4
Some college	41.6	49.7	42.5	3.3	4.5	3.9	7.9	5.5	5.8	0.6	0.5	0.5
Technical school graduate	41.2	48.0	41.4	3.2	4.6	3.9	9.5	5.8	7.9	0.7	0.6	0.7
College graduate	37.7	44.6	40.5	3.7	5.0	4.6	9.3	6.1	5.8	0.9	0.7	0.7
Post-graduate work	37.3	39.6	36.2	4.4	5.0	4.6	8.9	5.9	5.4	1.0	0.8	0.7

Education of Head of Household	Found Useful						Will Respond [1]					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
8th grade or less	35.5	32.9	39.3	1.8	2.1	2.7	14.6	9.4	7.9	0.6	0.5	0.6
Some high school	40.5	39.3	33.8	2.3	2.5	2.4	13.4	11.0	12.1	0.6	0.6	0.9
High school graduate	40.0	42.8	40.0	2.8	3.7	3.5	15.1	14.1	13.4	0.9	1.1	1.2
Some college	41.1	44.7	39.7	3.3	4.1	3.7	15.6	15.7	11.7	1.0	1.3	1.1
Technical school graduate	40.0	45.2	41.4	3.1	4.3	3.9	15.7	16.4	12.3	1.0	1.4	1.2
College graduate	40.5	43.3	39.7	4.0	4.9	4.5	13.4	13.0	11.8	1.1	1.3	1.3
Post-graduate work	40.6	40.6	36.8	4.8	5.1	4.7	14.1	11.6	9.9	1.4	1.3	1.3

Note: Percentages represent row percentages within each educational attainment classification; these do not sum to 100 due to the inclusion of multiple questions in this table.
[1] Of pieces containing an advertisement or request for funds.

Table A3-51
Standard Mail Users of Reply Envelopes by Industry
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	BRM			CRM			Combined BRM/CRM		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Financial:									
Credit card	9.1	34.6	49.7	2.8	10.1	13.8	6.1	26.8	40.3
Bank	4.8	5.3	3.2	1.6	3.8	2.8	3.2	4.8	3.1
Insurance Company	12.7	17.3	14.8	2.3	6.7	8.9	7.8	14.0	13.3
Real Estate/Mortgage	1.1	0.8	0.4	0.3	0.6	0.2	0.7	0.7	0.3
Investments	N/A	1.4	0.8	N/A	0.7	1.0	N/A	1.2	0.9
Other financial	0.5	0.3	0.2	0.3	0.4	0.4	0.5	0.3	0.3
Total Financial	30.9	59.7	69.3	8.1	22.4	27.1	20.1	47.8	58.2
Merchants:									
Supermarkets	0.2	0.1	0.1	0.2	0.5	0.2	0.3	0.2	0.1
Department store	5.6	0.7	0.3	4.0	2.4	1.8	5.1	1.2	0.7
Specialty store	3.4	1.0	0.5	6.8	4.7	3.0	5.0	2.2	1.2
Mail order company	19.0	6.4	5.5	46.8	36.6	36.5	31.6	16.0	13.7
Restaurant	0.1	0.0	0.1	0.0	0.2	0.3	0.1	0.1	0.1
Publisher	22.1	14.9	11.7	21.1	11.6	11.5	21.4	13.8	11.6
Auto Dealers	0.3	0.0	0.1	0.1	0.2	0.1	0.2	0.1	0.1
Online Auction	N/A	0.0	0.0	N/A	0.2	0.0	N/A	0.1	0.0
Other merchants	1.1	0.3	0.1	2.1	0.8	0.7	1.4	0.4	0.3
Total Merchants	53.1	23.5	18.5	81.7	57.1	54.0	66.2	34.1	27.8
Services:									
Telephone	2.3	0.3	0.7	0.4	1.5	2.8	1.4	0.7	1.3
Other Utilities	0.2	1.9	1.9	0.1	1.5	1.5	0.2	1.8	1.8
Medical	0.6	1.3	0.9	0.2	1.8	2.3	0.4	1.5	1.2
Other professional	0.6	0.2	0.1	0.3	0.1	0.1	0.4	0.2	0.1
Dvd/Bluray/Video Game Rental Company	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Craftsman	0.6	0.4	0.5	0.1	0.2	0.4	0.3	0.3	0.5
Leisure service	1.9	1.5	0.7	1.0	1.4	1.0	1.4	1.5	0.8
Auto Maintenance	N/A	0.0	0.0	N/A	0.2	0.1	N/A	0.1	0.0
Roadside Assistance	N/A	1.8	1.7	N/A	0.9	0.9	N/A	1.5	1.5
Other services	2.4	3.1	1.8	1.0	3.0	1.4	1.8	3.0	1.7
Total Services	9.7	10.5	8.3	3.8	10.6	10.5	6.9	10.6	8.9
All Manufacturers	0.9	1.3	1.1	0.5	2.5	3.4	0.8	1.7	1.7
Federal Government	N/A	0.6	0.4	N/A	0.5	0.5	N/A	0.5	0.4
Nonfederal Government	0.3	0.5	0.1	0.9	1.2	0.6	0.6	0.7	0.2
Total Social/Charitable/Political/Nonprofit	2.9	3.8	2.2	1.9	5.2	3.6	2.5	4.2	2.5
Don't know/No answer	0.3	0.2	0.1	0.6	0.6	0.3	0.4	0.3	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	1.5	1.5	1.7	1.3	0.7	0.6	2.7	2.1	2.4

Note: Totals may not sum to 100 due to rounding.

Table A3-52a
Standard Mail Industry Usage of Reply Mail
(Percentage of Pieces from Each Industry That Contain Reply Mail)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	Business Reply			Courtesy Reply		
	1987	2010	2011	1987	2010	2011
Financial:						
Credit card	57.8	55.1	61.8	15.4	7.5	6.1
Bank	36.1	19.8	18.2	10.4	6.6	5.5
Insurance Company	62.7	33.5	31.2	10.1	6.1	6.7
Real Estate/Mortgage	19.1	12.1	6.6	4.1	4.6	1.1
Investments	N/A	9.7	6.7	N/A	2.3	2.9
Total Financial	48.7	36.2	41.6	11.1	6.3	5.8
Merchants:						
Supermarkets	1.1	1.6	1.0	0.8	2.6	0.9
Department store	7.0	1.4	0.8	4.4	2.2	1.6
Specialty store	6.9	1.2	0.9	12.1	2.8	1.7
Mail order company	21.9	7.6	7.7	47.2	20.2	18.1
Restaurant	2.1	0.6	1.2	0.6	1.5	1.3
Publisher	30.2	46.6	46.0	25.2	16.9	16.1
Auto Dealers	8.9	1.0	1.2	2.5	1.4	0.7
Online Auction	N/A	6.4	4.0	N/A	10.9	1.7
Total Merchants	15.8	8.6	8.4	21.3	9.8	8.7
Services:						
Telephone	53.1	2.5	2.4	9.0	5.2	3.4
Other Utilities	24.7	32.3	37.3	9.4	11.7	10.6
Medical	13.2	9.1	7.3	4.0	5.6	6.9
Other professional	26.2	10.2	5.9	12.6	1.8	2.1
Dvd/Bluray/Video Game Rental Company	N/A	3.2	2.7	N/A	1.4	0.7
Craftsman	60.7	6.0	7.7	6.4	1.8	2.1
Leisure service	21.2	10.0	6.8	10.2	4.5	3.3
Auto Maintenance	N/A	0.4	0.4	N/A	1.9	0.6
Roadside Assistance	N/A	58.6	66.8	N/A	14.2	12.8
Total Services	26.8	9.7	9.3	9.3	4.6	4.2
All Manufacturers	10.4	7.7	7.9	5.3	6.8	8.6
Federal Government	N/A	17.9	14.2	N/A	7.7	5.9
Nonfederal Government	5.7	10.2	3.2	14.4	10.6	6.8
Total Social/Charitable/Political/Nonprofit	18.0	14.6	13.7	10.4	9.3	8.2
Total Nonhousehold Mail Received by Households	18.7	15.2	17.8	16.4	7.1	6.3
Total Pieces Per Household Per Week	1.5	1.5	1.7	1.3	0.7	0.6

Note: Percents are row percentages within each Industry classification.

Table A3-52b
Standard Mail Industry Usage of Reply Mail
(Percentage of Pieces From Each Industry That Contain Reply Mail)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	No Reply Mail			Don't Know/ No Answer			Total		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Financial:									
Credit card	20.7	33.7	27.1	6.1	3.7	5.0	100.0	100.0	100.0
Bank	45.8	67.2	72.3	7.7	6.4	4.0	100.0	100.0	100.0
Insurance Company	20.6	54.4	56.8	6.7	6.0	5.2	100.0	100.0	100.0
Real Estate/Mortgage	71.2	80.7	85.8	5.6	2.6	6.5	100.0	100.0	100.0
Investments	N/A	85.3	86.4	N/A	2.7	4.0	N/A	100.0	100.0
Total Financial	33.4	52.7	47.7	6.8	4.8	4.9	100.0	100.0	100.0
Merchants:									
Supermarkets	87.6	92.2	94.9	10.5	3.6	3.2	100.0	100.0	100.0
Department store	82.5	92.4	94.6	6.1	4.0	3.0	100.0	100.0	100.0
Specialty store	25.1	92.6	94.1	5.9	3.4	3.2	100.0	100.0	100.0
Mail order company	74.8	64.4	64.3	6.2	7.8	9.9	100.0	100.0	100.0
Restaurant	33.7	95.0	95.2	10.9	2.9	2.2	100.0	100.0	100.0
Publisher	79.8	28.5	29.5	5.9	7.9	8.4	100.0	100.0	100.0
Auto Dealers	N/A	96.3	96.7	N/A	1.3	1.4	N/A	100.0	100.0
Online Auction	90.1	78.1	93.8	7.2	4.6	0.4	100.0	100.0	100.0
Total Merchants	55.3	76.2	77.0	7.6	5.4	5.9	100.0	100.0	100.0
Services:									
Telephone	31.8	87.4	89.6	6.2	4.9	4.6	100.0	100.0	100.0
Other Utilities	52.6	52.6	48.0	13.4	3.4	4.1	100.0	100.0	100.0
Medical	78.6	81.1	82.4	4.2	4.2	3.4	100.0	100.0	100.0
Other professional	55.7	84.3	89.5	5.5	3.6	2.5	100.0	100.0	100.0
Dvd/Bluray/Video Game Rental Company	62.5	89.4	95.4	6.1	6.0	1.2	100.0	100.0	100.0
Craftsman	72.8	90.4	87.6	6.7	1.7	2.6	100.0	100.0	100.0
Leisure service	36.6	82.1	86.8	5.9	3.4	3.1	100.0	100.0	100.0
Auto Maintenance	30.5	97.1	98.0	2.4	0.5	1.0	100.0	100.0	100.0
Roadside Assistance	30.5	20.3	14.3	2.4	6.9	6.2	100.0	100.0	100.0
Total Services	57.3	81.8	83.0	6.5	3.9	3.5	100.0	100.0	100.0
All Manufacturers	78.5	80.6	77.2	5.7	4.9	6.4	100.0	100.0	100.0
Federal Government	N/A	65.4	77.6	N/A	9.0	2.4	N/A	100.0	100.0
Nonfederal Government	74.7	76.8	88.0	5.2	2.4	2.0	100.0	100.0	100.0
Total Social/Charitable/Political/Nonprofit	62.7	71.5	73.1	9.0	4.5	5.0	100.0	100.0	100.0
Total Nonhousehold Mail Received by Households	56.5	72.1	70.1	8.4	5.6	5.7	100.0	100.0	100.0
Total Pieces Per Household Per Week	4.4	6.9	6.9	0.7	0.5	0.6	5.1	9.6	9.8

Table A3-53
Intended Response Rates for
Major Industries by Enclosure of Reply Envelopes/Cards
(Percentage of Pieces to Which Recipients Intend to Respond)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	Response Rate for Pieces with Business Reply Enclosures			Response Rate for Pieces with Courtesy Reply Enclosures		
	1987	2010	2011	1987	2010	2011
Standard Mail:						
Credit card	8.9	1.5	1.4	7.0	11.3	9.7
Department store	11.6	28.8	3.2	24.9	18.0	27.1
Mail order	10.3	6.8	8.8	17.4	17.4	17.7
Publisher	14.3	10.6	11.0	23.4	21.4	24.4
First Class Mail:						
Credit card	N/A	11.1	12.9	N/A	7.7	8.3
Department store	N/A	20.1	22.6	N/A	13.3	17.8
Mail order	N/A	17.2	44.7	N/A	14.5	25.7
Publisher	N/A	8.2	11.2	N/A	14.9	13.8

Table A3-54
Standard Mail Reaction to Mail Piece by Addressee
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Type of Address	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Addressed to specific household members	44.9	48.7	44.2	8.7	5.7	5.5	40.1	44.2	39.9	14.4	13.3	12.1
Addressed to occupant/resident	35.7	39.6	37.8	7.1	5.6	5.4	40.3	40.2	40.0	14.9	14.5	11.9

NOTE: Percentages represent row percentages within each shape category;
these do not sum to 100 due to the inclusion of multiple questions in this table.

Table A3-55
Standard Mail Reaction to Pieces from Department Stores by Addressee
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Type of Address	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Addressed to specific household members	48.1	69.6	70.1	9.8	6.9	6.9	56.9	73.9	76.2	15.4	30.2	30.7
Addressed to occupant/resident	39.4	62.4	47.6	9.9	5.0	3.6	48.1	59.7	52.6	16.3	31.6	18.3

NOTE: Percentages represent row percentages within each address category;
these do not sum to 100 due to the inclusion of multiple questions in this table.

Table A3-56
Standard Mail Reaction to Pieces from Publishers by Addressee
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Type of Address	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Addressed to specific household members	46.2	51.3	45.3	7.3	5.4	4.9	35.1	39.7	34.7	18.1	12.5	13.5
Addressed to occupant/resident	37.7	44.0	45.9	8.8	8.5	8.4	38.5	47.6	47.8	14.0	11.8	7.0

NOTE: Percentages represent row percentages within each address category;
these do not sum to 100 due to the inclusion of multiple questions in this table.

Table A3-57
Number of Mail Order Purchases Within the Last Year by Income
(Percentage of Households)
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment Data)

Number of Purchases	Under $7K			$7K - $9.9K			$10K - $14.9K			$15K - $19.9K		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
0	64.7	71.4	75.1	55.7	73.1	72.3	48.4	59.8	72.2	43.0	57.7	66.0
1 - 2	16.5	71.4	75.1	18.0	73.1	72.3	15.9	59.8	72.2	22.3	57.7	66.0
3 - 5	11.4	71.4	75.1	18.9	73.1	72.3	20.4	59.8	72.2	21.2	57.7	66.0
6 - 10	3.3	71.4	75.1	5.1	73.1	72.3	7.4	59.8	72.2	9.4	57.7	66.0
11 - 15	1.6	71.4	75.1	1.6	73.1	72.3	4.4	59.8	72.2	2.5	57.7	66.0
16 - 30	1.8	71.4	75.1	0.5	73.1	72.3	1.2	59.8	72.2	0.9	57.7	66.0
31 +	0.2	71.4	75.1	0.3	73.1	72.3	0.5	59.8	72.2	0.3	57.7	66.0
Don't know/No answer	0.5	71.4	75.1	0.0	73.1	72.3	1.8	59.8	72.2	0.5	57.7	66.0
Total Households	100.0	570.8	601.2	100.0	585.1	578.5	100.0	478.4	577.7	100.0	461.9	528.0

Number of Purchases	$20K - $24.9K			$25K - $29.9K			$30K - $34.9K			$35K - $49.9K		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
0	41.8	50.0	55.3	39.0	48.7	61.4	34.4	48.7	61.4	28.7	50.9	54.8
1 - 2	21.3	50.0	55.3	19.4	48.7	61.4	21.9	48.7	61.4	22.5	50.9	54.8
3 - 5	20.6	50.0	55.3	21.9	48.7	61.4	19.2	48.7	61.4	25.4	50.9	54.8
6 - 10	8.0	50.0	55.3	11.6	48.7	61.4	13.8	48.7	61.4	11.7	50.9	54.8
11 - 15	2.4	50.0	55.3	4.1	48.7	61.4	4.6	48.7	61.4	5.3	50.9	54.8
16 - 30	2.9	50.0	55.3	3.1	48.7	61.4	3.9	48.7	61.4	3.5	50.9	54.8
31 +	0.5	50.0	55.3	0.6	48.7	61.4	0.7	48.7	61.4	0.8	50.9	54.8
Don't know/No answer	2.5	50.0	55.3	0.3	48.7	61.4	1.5	48.7	61.4	1.9	50.9	54.8
Total Households	100.0	399.8	442.4	100.0	389.7	491.2	100.0	389.7	491.2	100.0	407.1	438.5

Number of Purchases	$50K - $64.9K			$65K - Over			Total [1]		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
0	29.4	41.9	47.2	33.5	35.6	41.3	42.2	47.3	53.6
1 - 2	19.7	41.9	47.2	11.6	35.6	41.3	19.6	47.3	53.6
3 - 5	19.6	41.9	47.2	21.3	35.6	41.3	19.5	47.3	53.6
6 - 10	13.4	41.9	47.2	18.8	35.6	41.3	10.0	47.3	53.6
11 - 15	8.8	41.9	47.2	7.9	35.6	41.3	3.9	47.3	53.6
16 - 30	4.8	41.9	47.2	5.0	35.6	41.3	2.5	47.3	53.6
31 +	3.3	41.9	47.2	0.3	35.6	41.3	0.7	47.3	53.6
Don't know/No answer	1.1	41.9	47.2	1.5	35.6	41.3	1.4	47.3	53.6
Total Households	100.0	334.9	377.6	100.0	284.4	330.2	100.0	378.4	429.2

[1] Includes pieces for which no response was given for household income.

Note: 2010/2011 Estimates for Income Levels $25K-$29.9K are identical to those in $30K-$34.9K since categories used to collect data only included $25K-$34.9K.

Note: Totals may not sum to 100 due to rounding.

Table A3-58
Number of Mail Order Purchases Within the Last Year by Education of Head of Household
(Percentage of Households)
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment Data)

Number of Purchases	< 8th Grade			Some High School			High School			Some College		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
0	65.5	69.1	73.0	53.9	62.9	65.1	41.7	49.1	58.5	38.0	44.1	51.4
1 - 2	14.8	10.2	7.0	16.8	15.3	8.6	22.5	13.4	10.8	20.7	11.6	13.1
3 - 5	10.7	6.9	7.2	17.2	9.1	13.6	19.0	13.5	11.6	22.0	14.4	11.8
6 - 10	4.7	6.9	8.3	6.1	5.0	6.2	9.1	10.5	9.7	11.1	13.5	10.4
11 - 15	2.9	2.0	2.2	2.4	3.3	1.5	4.1	4.7	3.5	2.7	6.4	5.0
16 - 30	0.5	4.3	0.5	1.1	2.6	2.3	2.4	5.3	3.7	2.8	6.1	4.3
31 +	0.2	0.6	1.9	0.5	1.7	2.7	0.6	3.2	2.2	0.5	3.6	3.8
Don't know/No answer	0.7	0.0	0.0	2.1	0.0	0.0	0.8	0.3	0.0	2.1	0.4	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Number of Purchases	Technical School			College			Post Graduate			Total [1]		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
0	37.2	47.0	53.8	38.0	42.2	47.5	27.0	37.8	42.9	42.2	47.3	53.6
1 - 2	16.3	13.7	12.7	18.5	10.6	10.8	19.5	10.6	11.2	19.6	12.1	11.0
3 - 5	20.2	14.9	10.6	21.8	13.1	12.2	22.7	12.8	13.5	19.5	12.9	11.9
6 - 10	12.8	11.2	11.0	11.9	12.6	11.5	16.4	13.0	11.7	10.0	11.3	10.2
11 - 15	6.2	3.3	3.1	4.1	7.1	5.5	7.2	6.6	6.2	3.9	5.5	4.3
16 - 30	3.7	5.7	4.4	2.6	8.5	7.2	5.2	11.0	8.1	2.5	6.6	4.9
31 +	2.6	4.0	4.0	0.9	5.5	4.9	1.1	7.5	5.6	0.7	4.1	3.7
Don't know/No answer	1.2	0.3	0.5	2.1	0.4	0.4	1.3	0.6	0.8	1.4	0.3	0.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

[1] Includes pieces for which no response was given for educational attainment.

Note: Totals may not sum to 100 due to rounding.

Table A3-59
Number of Mail Order Purchases Within the Last Year by Age of Head of Household
(Percentage of Households)
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment Data)

Number of Purchases	18 - 24			25 - 34			35 - 44			45 - 54			55 - 64		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
0	51.8	71.4	74.2	36.1	60.9	59.2	39.2	48.9	53.6	41.0	45.9	48.6	40.2	39.8	48.1
1 - 2	21.7	9.8	8.5	22.2	11.2	14.6	19.0	12.7	10.0	21.4	11.0	11.9	15.7	10.1	9.6
3 - 5	17.6	5.5	8.2	23.3	10.3	11.5	19.8	11.7	11.0	17.8	13.5	12.2	19.8	14.2	13.3
6 - 10	2.8	4.3	5.3	10.4	6.9	7.4	11.4	12.0	10.3	9.1	11.3	11.2	13.1	13.8	11.4
11 - 15	1.7	2.0	2.4	2.9	3.2	2.2	5.0	4.3	5.8	5.5	6.1	4.0	4.9	7.4	5.4
16 - 30	2.3	3.6	0.4	2.3	4.2	2.9	3.3	6.4	5.1	3.2	7.6	6.6	3.5	8.1	7.0
31 +	0.7	3.4	0.7	0.9	3.0	2.0	1.1	3.7	4.0	0.8	4.2	5.1	0.9	5.9	4.8
Don't know/No answer	1.1	0.0	0.4	1.9	0.2	0.3	1.4	0.3	0.2	1.2	0.4	0.3	2.0	0.6	0.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Number of Purchases	65 - 69			70 +	70-74		75+		Total [1]		
	1987	2010	2011	1987	2010	2011	2010	2011	1987	2010	2011
0	47.5	44.4	50.5	53.8	43.3	50.5	49.0	57.3	42.2	47.3	53.6
1 - 2	19.7	12.2	9.5	17.5	14.9	11.5	14.9	10.0	19.6	12.1	11.0
3 - 5	17.3	12.2	12.2	15.8	12.9	13.9	14.0	11.7	19.5	12.9	11.9
6 - 10	10.2	12.1	11.6	8.3	13.5	12.9	9.7	11.1	10.0	11.3	10.2
11 - 15	3.5	6.1	5.6	2.8	5.6	4.8	5.0	3.6	3.9	5.5	4.3
16 - 30	0.7	8.2	6.1	1.2	5.7	2.8	5.0	3.7	2.5	6.6	4.9
31 +	0.3	4.5	4.4	0.0	3.8	3.4	2.3	2.2	0.7	4.1	3.7
Don't know/No answer	1.1	0.4	0.2	2.3	0.3	0.2	0.1	0.3	1.4	0.3	0.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

[1] Includes pieces for which no response was given for age.
Note: Totals may not sum to 100 due to rounding.

Table A3-60
Number of Mail Order Purchases Within the Last Year by Number of Adults
(Percentage of Households)
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment Data)

Number of Purchases	1			2			3			4+		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
0	55.0	55.0	63.3	38.5	45.2	51.4	42.3	40.7	47.3	31.4	40.6	41.5
1 - 2	18.1	12.9	10.5	20.0	11.8	11.9	20.2	12.1	9.4	20.6	10.4	7.5
3 - 5	16.7	11.9	9.9	20.4	12.9	12.2	17.5	14.9	12.8	24.9	13.3	17.3
6 - 10	6.5	8.8	7.7	11.5	12.1	10.4	9.9	13.9	13.9	9.4	11.3	13.5
11 - 15	2.3	4.3	3.2	4.1	5.9	4.6	4.7	6.6	5.5	6.8	6.0	4.4
16 - 30	1.0	4.3	3.3	2.9	7.3	5.2	3.2	7.4	5.1	2.9	10.3	10.1
31 +	0.1	2.8	1.9	1.0	4.4	4.0	0.5	4.1	5.7	1.3	8.0	5.0
Don't know/No answer	0.4	0.1	0.2	1.7	0.5	0.3	1.6	0.3	0.3	2.7	0.3	0.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

Table A3-61
Standard Mail Reaction to Pieces from Mail Order Companies
by Number of Mail Order Purchases Made Within the Last Year
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment and Diary Data)

Mail Order Purchases	Pieces Per Household Per Week		
	1987	2010	2011
0	0.6	0.7	0.8
1	1.1	0.8	0.7
2	1.2	1.2	1.4
3 - 5	1.6	1.4	1.9
6 - 10	2.3	1.7	1.9
11 +	3.1	2.7	2.9

Table A3-62
Standard Mail Reaction to Pieces from Mail Order Industry
by Number of Mail Order Purchases Made Within the Last Year
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment and Diary Data)

Mail Order Purchases	Read Immediately			Set Aside			Found Useful				Will Respond	
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
0	40.4	43.8	42.3	8.4	11.2	11.0	34.2	43.8	40.2	12.5	9.6	8.1
1 - 2	40.8	43.3	37.5	11.4	7.1	10.9	36.6	42.9	36.8	15.1	12.3	9.1
3 - 5	45.7	45.4	55.3	13.5	11.0	8.2	45.8	45.5	53.1	15.8	11.5	13.9
6 - 10	44.6	47.9	41.2	14.9	13.4	12.2	46.2	49.3	46.0	15.8	12.9	9.1
11 +	42.0	52.9	44.2	11.8	10.4	13.3	45.5	56.0	49.9	16.9	11.9	12.7

Note: Percentages represent row percentages within each shape category;
these do not sum to 100 due to the inclusion of multiple questions in this table.

Table A3-64
Unaddressed Mail Received
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	Percent of Unaddressed Mail Received by Households		
	1987	2010	2011
Financial:			
Credit card	0.2	0.4	2.6
Bank	0.2	1.0	0.0
Insurance company	0.9	2.2	5.3
Real estate/Mortgage	0.6	0.0	1.7
Investments	N/A	0.3	0.1
Other financial	0.0	0.0	0.1
Total Financial	2.1	3.9	9.9
Merchants:			
Supermarkets	22.1	37.9	27.7
Department store	20.9	12.8	9.6
Mail order company	1.5	0.7	1.4
Other store	25.1	15.8	17.4
Publisher	4.6	0.6	0.8
Restaurant	6.7	5.5	9.7
Auto dealers	0.9	0.6	1.2
Online Auction	N/A	0.1	0.0
Other merchants	2.1	1.7	0.2
Total Merchants	90.0	75.6	67.9
Services:			
Telephone	0.0	1.2	8.6
Other utilities	0.1	0.1	0.5
Medical	1.6	1.8	1.1
Other professional	0.7	0.2	0.0
Dvd/Bluray/Video Game Rental Company	N/A	0.2	0.0
Craftsman	0.5	0.2	1.6
Leisure service	0.5	0.6	0.3
Auto Maintenance	N/A	0.4	0.7
Roadside Assistance	N/A	0.0	0.1
Other services	2.1	8.1	2.4
Total Services	5.6	12.7	15.4
All Manufacturers	0.6	1.7	0.6
Federal Government	N/A	0.4	0.0
Nonfederal Government	0.2	0.4	0.8
Total Social/Charitable/Political/Nonprofit	1.3	3.1	3.3
Don't know/No answer	0.8	2.2	2.1
Total	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

Table A3-65
Unaddressed Mail Received Reaction
Postal Fiscal Years 1987, 2010 and 20010
(Diary Data)

Treatment	Percent of Mail Pieces		
	1987	2010	2011
Read by member of household	29.3	29.9	29.2
Read by more than one member of household 1	N/A	18.3	14.0
Looked at	24.0	15.3	18.3
Discarded	20.0	20.2	20.1
Set aside	3.9	6.3	5.7
Don't know/No answer	22.7	10.0	12.8
Total	100.0	100.0	100.0

Usefulness	Percent of Mail Pieces		
	1987	2010	2011
Useful	33.9	50.1	46.6
Interesting	16.9	10.8	12.0
Not interesting	21.6	27.4	27.9
Objectionable	4.4	0.8	0.4
Don't know/No answer	23.2	11.0	13.2
Total	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

Table A3-66
Unaddressed Mail Received Response to Bundled Flyers by Industry
(Percentage of Mail Received by Households)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	Read Immediately [1]			Found Useful		
	1987	2010	2011	1987	2010	2011
Financial:						
Bank	18.9	21.9	0.0	11.2	24.2	0.0
Insurance company	12.5	28.0	13.1	7.7	10.3	33.5
Real estate/Mortgage	13.3	0.0	0.0	9.0	0.0	0.0
Total Financial	16.1	21.4	8.9	10.1	12.0	19.9
Merchants:						
Supermarkets	37.7	31.5	32.5	46.8	69.5	61.2
Department store	33.9	43.5	28.1	39.8	51.1	54.7
Mail order company	18.5	29.8	56.7	19.0	28.5	41.9
Specialty store	24.6	31.5	38.4	28.4	36.9	34.7
Publisher	33.6	62.5	9.7	39.9	11.2	9.7
Restaurant	31.6	44.5	30.3	33.3	45.7	39.1
Auto dealers	0.8	30.8	0.0	2.8	10.5	36.9
Total Merchants	27.1	34.8	32.8	35.7	55.3	48.9
Services:						
Medical	12.6	21.7	14.9	10.6	33.9	14.9
Other professional	17.3	0.0	0.0	17.0	0.0	0.0
Leisure service	26.0	0.0	76.0	30.9	0.0	100.0
Craftsman	22.9	0.0	1.7	10.4	0.0	0.0
Total Services	17.1	18.8	18.0	15.9	21.3	21.6
Total Social/Charitable/Social/Nonprofit	29.0	37.9	46.2	25.9	35.9	8.6

Note: Percentages are row percentages within each Industry classification.

[1] Defined as "Read by One Member of the Household".

Table A3-67
Nonprofit Standard Mail Received by Households by Shape
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Shape	Percentage of Nonprofit Standard Mail Received by Households			Pieces Per Household Per Week		
	1987	2010	2011	1987	2010	2011
Envelopes:						
Letter size envelope	37.2	52.8	49.5	0.9	1.1	1.1
Larger envelope	9.5	5.6	4.4	0.2	0.1	0.1
Total Envelope	46.6	58.4	53.8	1.1	1.3	1.2
Postcard	2.1	2.7	2.9	0.1	0.1	0.1
Catalog (not in envelope)	4.4	2.8	3.0	0.1	0.1	0.1
Flyers/Circulars	20.4	19.7	20.5	0.5	0.4	0.4
Magazines/Newsletters	3.9	7.6	9.0	0.1	0.2	0.2
Other	0.3	0.5	0.3	0.0	0.0	0.0
Don't know/No answer	1.4	0.4	0.4	0.0	0.0	0.0
Total Pieces Received by Households	79.6	92.1	89.9	1.9	2.0	2.0

Base: RPW Total, Nonprofit Rate Bulk: Work-Share and Enhanced Carrier Route.

Table A3-68
Nonprofit Standard Mail Industry by Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog Not In Envelope		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Medical	29.1	22.9	25.1	10.0	5.3	2.6	7.4	3.5	3.9	10.0	3.3	2.1
Union or professional	37.9	39.2	34.7	12.1	8.0	1.9	3.2	2.3	1.2	4.8	1.1	1.0
Church	43.4	65.1	62.5	8.6	4.1	3.2	2.3	1.8	2.8	3.0	1.8	1.0
Veterans	48.9	61.1	53.8	11.3	12.8	12.0	6.5	3.1	4.3	6.7	0.1	0.0
Educational	27.3	26.9	23.7	9.0	4.0	3.2	1.8	7.4	6.0	12.2	6.9	10.0
Charities	80.1	74.8	73.7	9.3	7.4	5.5	1.5	2.0	2.6	1.2	1.7	2.6
Political	28.9	43.8	36.3	13.6	5.1	5.7	3.0	1.5	3.0	0.6	0.4	0.0
AARP	79.3	92.1	93.5	11.0	4.1	1.8	4.2	0.0	0.3	0.9	0.0	0.4
Museum	49.0	51.9	47.3	14.9	3.0	2.5	5.9	3.3	2.3	19.7	3.9	9.0
Nonprofit publication	30.6	59.2	56.4	28.6	6.3	5.0	1.9	2.7	3.1	5.1	2.5	3.2

Industry	Flyers			Newspapers/Magazines			Total		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Medical	35.2	37.7	28.0	4.9	25.7	37.3	100.0	100.0	100.0
Union or professional	33.6	27.5	32.7	6.5	21.4	27.6	100.0	100.0	100.0
Church	35.9	14.1	14.1	5.6	12.7	15.6	100.0	100.0	100.0
Veterans	18.1	16.9	23.4	5.6	4.9	5.4	100.0	100.0	100.0
Educational	44.8	39.3	38.8	3.9	14.5	17.5	100.0	100.0	100.0
Charities	6.9	11.3	12.2	0.5	2.0	3.0	100.0	100.0	100.0
Political	52.6	47.2	53.2	0.7	1.6	1.2	100.0	100.0	100.0
AARP	2.7	2.9	1.8	2.0	0.4	1.9	100.0	100.0	100.0
Museum	8.9	25.8	25.6	0.5	11.8	12.6	100.0	100.0	100.0
Nonprofit publication	11.4	20.0	21.5	19.7	8.5	10.1	100.0	100.0	100.0

Note: Totals may not equal exactly 100% due to unreported categories; Percentages are row percentages within Industry classification.

Table A3-69
Nonprofit Standard Mail by Content by Industry
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	Advertising			Fund Request			Other			Don't Know/ No Answer			Total		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Medical	27.5	40.4	20.0	18.0	21.8	19.1	43.0	33.7	2.9	11.4	4.1	3.1	100.0	100.0	45.2
Union or professional	28.5	22.0	23.6	21.3	27.1	10.9	40.8	45.6	22.4	9.4	5.2	0.7	100.0	100.0	57.6
Church	14.7	10.7	7.3	30.5	58.6	47.4	44.8	25.3	7.1	10.0	5.3	6.7	100.0	100.0	68.6
Veterans	18.4	4.3	3.9	42.7	78.1	78.7	31.4	7.5	5.7	7.6	10.0	6.7	100.0	100.0	95.1
Educational	35.6	46.0	26.0	14.7	20.7	17.3	41.6	30.9	3.5	8.0	2.4	0.9	100.0	100.0	47.7
Charities	7.7	4.0	3.5	79.3	88.0	85.6	6.8	3.2	5.1	6.2	4.9	4.7	100.0	100.0	98.9
Political	4.3	0.0	0.0	28.1	23.3	25.1	56.2	75.4	80.6	11.4	1.3	3.9	100.0	100.0	109.5
AARP	65.8	63.3	56.1	7.6	14.2	15.4	13.9	9.5	12.6	12.7	13.1	6.1	100.0	100.0	90.2
Museum	60.5	45.3	43.1	16.9	29.0	23.2	15.7	23.7	2.3	6.9	2.1	2.4	100.0	100.0	71.0
Nonprofit publication	62.4	17.6	13.3	3.7	57.4	50.9	19.0	20.1	23.4	14.9	4.9	4.4	100.0	100.0	92.0
Total Mail Received by Households	26.3	23.5	16.9	34.0	50.9	46.6	29.4	20.1	21.6	10.3	5.5	4.5	100.0	100.0	89.6

Note: Percentages are row percentages within Industry classification.

Table A3-70
Nonprofit Standard Mail Pieces Received Per Household Per Week
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment and Diary Data)

Income	1987	2010	2011
< $7K	0.8	0.7	0.9
$ 7K - $9.9K	1.3	0.9	0.7
$ 10K - $14.9K	1.4	1.3	1.2
$ 15K - $19.9K	1.7	1.4	1.2
$ 20K - $24.9K	1.6	1.7	1.4
$ 25K - $29.9K	1.8	1.6	1.4
$ 30K - $34.9K	2.2		
$ 35K - $49.9K	2.3	1.6	1.6
$ 50K - $64.9K	2.6	1.9	2.1
$ 65K - Over	3.8	2.5	2.4
Age of Head of Household	**1987**	**2010**	**2011**
18 - 24	0.5	0.8	0.7
25 - 34	1.1	0.9	1.1
35 - 44	1.8	1.5	1.3
45 - 54	2.3	2.0	2.0
55 - 64	2.5	2.3	2.3
65 - 69	2.8	2.6	2.6
70 - 74	2.6	3.1	3.1
75 +		3.7	3.5
Education of Head of Household	**1987**	**2010**	**2011**
< 8th grade	1.1	1.3	0.9
Some High School	1.3	1.0	1.1
High School	1.5	1.7	1.6
Some College	1.8	1.9	1.8
Technical School	1.8	1.6	1.9
College	2.3	2.3	2.4
Post graduate	4.3	3.2	3.2
Type of Household	**1987**	**2010**	**2011**
One-person household	1.6	1.8	1.9
Male	1.2	1.4	1.4
Female	1.8	2.1	2.2
One adult + minors	1.0	0.7	1.0
Male	1.0	1.1	0.8
Female	1.0	0.5	1.1
More than one adult without children	2.3	2.3	2.2
One-earner	2.3	2.2	2.2
Two-earner	1.9	2.0	2.0
More than one adult with children	1.8	1.7	1.6
One-earner	1.6	1.6	1.5
Two-earner	2.0	1.9	1.8

Employment of Head of Household	1987	2010	2011
White collar professional	2.5	2.1	2.1
White collar sales/clerical	1.3	1.6	1.6
White collar craftsmen/mechanic	1.0	1.4	1.5
Service Worker	1.1	1.2	1.3
Other employed	1.2	1.2	1.2
Homemaker	1.8	2.1	1.2
Student	1.2	1.9	1.4
Retired	2.3	2.9	2.9
Other not employed	0.5	1.7	2.4
Type of Dwelling	**1987**	**2010**	**2011**
Single-family house	2.3	2.3	2.2
Multi-family unit	1.0	1.3	1.3
Mobile house	1.2	1.0	0.9
Number of Adults	**1987**	**2010**	**2011**
1	1.5	2.0	1.7
2	2.0	2.0	2.0
3	2.2	2.1	2.2
4+	2.4	2.2	2.3

Note: 2010/2011 Estimates for Income Levels $25K-$29.9K are identical to those in $30K-$34.9K since categories used to collect data only included $25K-$34.9K.

Table A3-71
Percent of Nonprofit Standard Mail Containing a Request for Donations by Age of Head of Household
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment and Diary Data)

Age Cohort	Percent			Pieces Per Household Per Week		
	1987	2010	2011	1987	2010	2011
18 - 24	41.6	64.1	38.1	0.2	0.5	0.3
25 - 34	28.6	48.3	37.3	0.3	0.4	0.4
35 - 44	27.5	43.1	38.7	0.5	0.6	0.5
45 - 54	33.7	43.9	40.4	0.8	0.9	0.8
55 - 64	34.4	54.7	50.0	0.9	1.3	1.1
65 - 69	39.3	55.7	51.8	1.1	1.4	1.3
70 - 74	40.7	57.8	54.9	1.1	1.8	1.7
75+		54.8	54.5		2.0	1.9

Table A3-72
Nonprofit Standard Mail Treatment of Mail Piece by Familiarity With Organization
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Treatment	Previous Customer			Organization Known			Organization Not Known			Total [1]		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Read by member of household	68.0	56.6	55.0	36.4	32.2	28.4	24.7	25.2	22.9	49.5	42.5	40.6
Read by more than one member of household	N/A	9.2	9.3	N/A	5.4	4.2	N/A	3.0	2.6	N/A	6.9	6.6
Looked at	17.0	14.7	16.7	24.6	28.7	29.3	35.7	26.0	24.8	21.3	17.8	19.1
Discarded	4.5	12.4	12.8	20.3	28.7	33.1	29.9	41.1	46.6	10.5	18.3	20.1
Set Aside	9.0	6.8	6.1	7.6	4.9	4.8	8.5	4.3	3.1	7.6	5.4	5.0
Don't know/No answer	1.5	0.2	0.1	1.2	0.1	0.1	1.3	0.5	0.0	11.0	9.1	8.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

[1] 1987 Estimates Include pieces for which no response was given for familiarity with institution.

Note: Totals may not sum to 100 due to rounding.

Table A3-73
Nonprofit Standard Mail Response to Advertising by Familiarity With Organization1
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Response	Previous Customer			Organization Known			Organization Not Known			Total [2]		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Yes	28.0	22.8	22.9	6.8	4.5	3.8	5.2	3.1	3.0	18.0	14.7	14.2
No	43.3	46.2	52.6	74.0	79.0	84.8	76.8	83.3	89.0	55.2	57.7	59.7
Maybe	20.9	30.0	24.1	10.6	15.9	11.1	9.4	12.3	7.6	16.5	22.8	17.2
No Answer	7.8	1.1	0.4	8.7	0.6	0.2	8.5	1.3	0.4	10.4	4.8	8.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.6	1.1	1.1	0.3	0.5	0.4	0.2	0.2	0.2	1.1	1.8	1.7

[1] Restricted to Advertisements or Request for Donation from One Organization Only

[2] 1987 Estimates Include pieces for which no response was given for familiarity with institution.

Note: Totals may not sum to 100 due to rounding.

Table A3-74
Nonprofit Standard Mail Treatment of Mail Piece by Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Treatment	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog Not in Envelope		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Read by member of household	48.9	42.3	41.4	49.1	44.6	47.7	61.1	58.9	48.2	43.2	35.6	33.2
Read by more than one member of household	N/A	4.6	4.9	N/A	7.0	7.8	N/A	9.6	9.9	N/A	11.8	9.5
Looked at	22.8	19.3	19.9	23.1	20.5	20.2	12.7	8.8	12.1	24.9	13.5	16.0
Discarded	11.2	18.0	18.7	9.6	16.5	13.2	13.2	14.6	27.2	10.9	25.3	25.2
Set Aside	6.6	5.0	4.6	9.0	6.4	5.3	2.1	5.3	1.5	14.4	10.6	11.7
Don't know/No answer	10.5	10.8	10.5	9.3	5.1	5.8	10.9	2.9	1.1	6.5	3.2	4.4
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	Flyers			Newspapers/ Magazines			Total		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Read by member of household	54.2	42.4	36.4	38.5	40.7	43.1	49.5	42.5	40.6
Read by more than one member of household	N/A	8.5	6.3	N/A	15.0	14.2	N/A	6.9	6.6
Looked at	21.1	17.6	21.4	11.1	12.2	12.7	21.3	17.8	19.1
Discarded	11.2	20.9	27.6	5.9	14.5	11.6	10.5	18.3	20.1
Set Aside	6.8	3.8	3.2	13.4	10.3	10.2	7.6	5.4	5.0
Don't know/No answer	6.7	6.7	5.3	31.2	7.3	8.3	11.0	9.1	8.6
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

Table A3-75
Nonprofit Standard Mail Usefulness of Mail Piece by Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010and 2011
(Diary Data)

Usefulness	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog Not In Envelope		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Useful	35.9	38.6	38.2	41.6	41.5	44.6	44.5	59.7	48.2	56.6	52.4	50.5
Interesting	24.7	18.6	18.3	27.7	22.6	23.8	22.1	14.8	12.6	21.2	19.8	19.4
Not Interesting	20.8	30.4	31.6	15.0	29.6	24.0	15.9	22.0	35.9	10.7	24.1	25.2
Objectionable	4.9	1.0	1.0	3.6	1.0	1.3	5.1	0.0	2.0	3.4	0.5	0.6
Don't know/No answer	13.8	11.4	11.0	12.1	5.3	6.3	12.4	3.4	1.2	8.0	3.2	4.2
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Usefulness	Flyers			Newspapers/ Magazines			Total		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Useful	56.6	46.1	37.5	45.9	62.0	60.1	43.8	43.3	41.2
Interesting	18.7	16.9	16.4	14.1	15.5	17.0	22.4	18.1	17.8
Not Interesting	13.7	29.5	39.4	5.5	14.8	14.5	16.4	28.2	31.1
Objectionable	2.7	0.6	1.4	2.1	0.1	0.1	3.8	0.8	1.0
Don't know/No answer	8.3	7.0	5.3	32.4	7.6	8.3	13.5	9.6	8.9
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

Table A3-76
Nonprofit Standard Mail Response to Advertising by Shape
(If Mail Piece Contained Advertising or Request for Donation)
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Response	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog Not In Envelope		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Yes	19.7	16.1	16.3	17.6	16.3	21.5	14.6	18.9	18.2	18.2	8.8	12.2
No	52.0	56.3	55.1	60.0	55.1	53.8	59.3	52.7	59.6	52.0	56.9	51.8
Maybe	16.8	23.2	17.7	15.1	26.4	18.9	19.9	26.0	20.9	24.1	30.7	31.7
No Answer	11.5	4.5	10.9	7.4	2.2	5.9	6.3	2.5	1.2	5.9	3.6	4.3
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.7	1.1	1.1	0.2	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1

Response	Flyers			Newspapers/ Magazines			Total [1]		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Yes	12.6	11.1	9.2	9.8	10.9	10.4	18.0	14.7	14.2
No	64.5	62.8	70.8	54.3	62.3	66.9	55.2	57.7	59.7
Maybe	13.6	19.0	14.6	13.6	22.3	14.3	16.5	22.8	17.2
No Answer	9.3	7.0	5.4	22.3	4.5	8.4	10.4	4.8	8.9
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.2	0.4	0.4	0.0	0.2	0.2	1.2	2.0	2.0

[1] Total includes pieces for which no response was given as to shape.

Note: Totals may not sum to 100 due to rounding.

Table A3-77
Nonprofit Standard Mail Reaction by Industry
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	Percent											
	Read Immediately			Set Aside			Found Useful			Will Respond [1]		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Medical	46.3	50.2	49.1	8.1	5.4	4.6	46.1	46.7	43.5	13.4	8.0	8.0
Union or Professional	50.1	57.2	55.9	8.5	6.0	5.7	51.6	52.5	55.2	18.4	15.4	10.5
Church	64.0	57.7	53.4	6.9	6.8	6.1	59.2	54.5	54.3	25.2	23.4	23.0
Veterans	56.0	51.7	52.0	9.5	5.8	4.6	44.3	44.5	45.1	22.6	23.6	18.6
Educational	48.0	51.2	50.2	7.0	6.3	5.1	49.1	45.5	42.7	13.2	8.5	9.7
Charities	44.6	44.1	41.8	7.2	3.9	3.7	28.3	35.0	32.6	17.7	14.5	13.8
Political	40.6	45.3	32.9	6.1	4.9	5.1	31.8	33.9	29.2	20.0	12.6	9.8
AARP	46.1	39.5	48.1	10.7	5.4	5.8	40.9	32.3	38.4	13.6	12.0	12.7
Museum	53.6	66.9	56.7	8.4	7.2	8.9	44.3	66.4	53.6	12.5	17.4	18.0
Nonprofit Publications	39.8	48.9	46.5	8.8	5.4	4.9	39.3	42.5	40.5	12.8	14.8	14.1
Total Mail Received by Households	49.5	49.4	47.1	7.6	5.4	5.0	43.8	43.3	41.2	18.0	14.7	14.2

[1] Percent of pieces containing an advertisement or fundraising request.

Note: Percentages represent row percentages within each industry classification; these do not sum to 100 due to the inclusion of multiple questions in this table.

Appendix A4: Direct Mail Advertising

Table A4-1
Total Pieces of Advertising Mail1 Received Per Week By Income
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Type of Ad Mail	Under $7K			$7K - $9.9K			$10K - $14.9K			$15K - $19.9K		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
First-Class:												
Advertising alone	0.3	0.2	0.3	0.5	0.3	0.2	0.7	0.5	0.3	0.7	0.6	0.5
Business invitation/announcements	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.2	0.2	0.2	0.2	0.2
Stuffers (Advertising Enclosed)	0.4	0.6	0.7	0.6	0.8	0.7	0.8	1.2	1.1	0.9	1.4	1.3
Total First-Class [2]	0.8	0.9	1.3	1.2	1.2	1.2	1.6	1.9	1.6	1.8	2.2	2.0
Standard Mail:												
Commercial	3.8	3.5	3.2	5.2	4.2	4.8	5.8	5.4	5.3	6.4	5.4	5.4
Nonprofit	0.9	0.7	0.9	1.5	0.9	0.7	1.5	1.3	1.2	1.9	1.4	1.2
Total Standard Mail	4.7	4.3	4.0	6.7	5.1	5.5	7.3	6.7	6.6	8.3	6.7	6.6
Total Advertising [2]	5.5	5.2	5.3	7.9	6.3	6.7	8.9	8.6	8.2	10.1	8.9	8.6

Type of Ad Mail	$20K - $24.9K			$25K - $29.9K			$30K - $34.9K			$35K - $49.9K		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
First-Class:												
Advertising alone	0.6	0.6	0.5	0.8	0.7	0.6	1.0	0.7	0.6	1.1	0.8	0.6
Business invitation/announcements	0.2	0.2	0.2	0.2	0.2	0.2	0.4	0.2	0.2	0.4	0.3	0.3
Stuffers (Advertising Enclosed)	1.1	1.4	1.4	1.2	1.8	1.6	1.4	1.8	1.6	1.7	1.8	1.7
Total First-Class [2]	1.9	2.2	2.1	2.2	2.7	2.5	2.8	2.7	2.5	3.2	3.0	2.6
Standard Mail:												
Commercial	6.6	6.6	6.5	7.9	7.2	7.3	8.7	7.2	7.3	9.5	8.1	8.1
Nonprofit	1.7	1.7	1.4	1.9	1.6	1.4	2.3	1.6	1.4	2.5	1.6	1.6
Total Standard Mail	8.3	8.2	7.9	9.8	8.7	8.6	11.0	8.7	8.6	12.0	9.7	9.7
Total Advertising [2]	10.2	10.5	10.0	12.0	11.4	11.1	13.8	11.4	11.1	15.2	12.7	12.4

Type of Ad Mail	$50K - $64.9K			$65K - $79.9K			$80K - $99.9K			$100K - Over		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
First-Class:												
Advertising alone	1.5	1.2	0.8	2.1	1.1	0.8	2.4	1.4	1.1	2.4	1.5	1.5
Business invitation/announcements	0.4	0.3	0.3	0.4	0.3	0.3	0.6	0.4	0.4	0.7	0.5	0.4
Stuffers (Advertising Enclosed)	1.9	2.3	2.1	2.0	2.4	2.1	2.3	2.8	2.5	2.6	2.9	3.0
Total First-Class [2]	3.8	3.7	3.2	4.5	3.8	3.2	5.3	4.5	3.9	5.7	4.9	4.9
Standard Mail (A):												
Commercial	10.9	9.7	9.8	14.8	10.9	10.7	14.7	11.9	11.4	15.3	14.4	15.0
Nonprofit	2.7	1.9	2.1	3.5	2.2	2.0	4.2	2.3	1.9	4.8	2.9	3.0
Total Standard Mail	13.6	11.6	11.9	18.3	13.2	12.7	18.9	14.1	13.3	20.1	17.3	18.0
Total Advertising [2]	17.4	15.4	15.1	22.8	16.9	15.9	24.2	18.7	17.2	25.8	22.2	22.8

[1] Includes First-Class advertising only, First-Class advertising enclosed, business invitations/announcements, and Standard Mail non-package mail.

[2] Total First-Class and total advertising are over-reported because some stuffers are counted twice.

Note: 2010/2011 Estimates for Income Levels $25K-$29.9K are identical to those in $30K-$34.9K since categories used to collect data only included $25K-$34.9K.

Note: Totals may not sum to 100 due to rounding.

Table A4-2
Total Pieces of Advertising Mail1 Received Per Week by Age of Head of Household
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Type of Ad Mail	18 - 21			22 - 24			25 - 34		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
First-Class:									
Advertising alone	0.4	0.7	0.5	0.3	0.3	0.3	0.7	0.8	0.7
Business invitations/announcements	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.3	0.3
Stuffers (Advertising Enclosed)	0.8	1.9	0.9	0.7	0.9	0.8	1.1	1.7	1.6
Total First-Class [2]	1.3	2.7	1.5	1.1	1.4	1.3	2.0	2.8	2.7
Standard Mail:									
Commercial	3.7	6.2	6.4	3.2	4.2	4.9	6.6	7.7	7.9
Nonprofit	0.6	1.6	0.9	0.5	0.4	0.6	1.2	0.9	1.1
Total Standard Mail	4.3	7.7	7.3	3.7	4.6	5.4	7.8	8.6	9.0
Total Advertising [2]	5.6	10.4	8.8	4.8	6.0	6.7	9.8	11.3	11.6

Type of Ad Mail	35 -44			45 - 54			55 - 64		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
First-Class:									
Advertising alone	1.0	1.0	0.8	1.2	1.2	1.0	1.1	1.2	1.0
Business invitations/announcements	0.3	0.3	0.3	0.4	0.3	0.4	0.3	0.4	0.3
Stuffers (Advertising Enclosed)	1.3	2.1	2.0	1.3	2.5	2.4	1.4	2.4	2.4
Total First-Class [2]	2.6	3.4	3.1	2.9	4.0	3.7	2.8	3.9	3.8
Standard Mail:									
Commercial	8.3	9.9	9.8	8.9	10.3	11.2	9.8	10.9	10.9
Nonprofit	1.9	1.5	1.3	2.4	2.0	2.0	2.7	2.3	2.3
Total Standard Mail	10.2	11.4	11.2	11.3	12.3	13.2	12.5	13.2	13.2
Total Advertising [2]	12.8	14.8	14.3	14.2	16.3	16.9	15.3	17.1	16.9

Type of Ad Mail	65 - 69			70+	70 - 74		75+	
	1987	2010	2011	1987	2010	2011	2010	2011
First-Class:								
Advertising alone	1.0	1.2	0.9	0.7	1.1	0.9	0.9	0.7
Business invitations/announcements	0.4	0.3	0.4	0.2	0.3	0.3	0.2	0.3
Stuffers (Advertising Enclosed)	1.2	2.5	2.4	0.9	2.1	2.2	1.8	1.9
Total First-Class [2]	2.6	4.1	3.7	1.8	3.5	3.4	2.9	2.8
Standard Mail:								
Commercial	8.2	11.2	11.1	7.6	10.8	10.4	8.9	8.9
Nonprofit	2.9	2.6	2.6	2.8	3.1	3.1	3.7	3.5
Total Standard Mail	11.1	13.8	13.7	10.4	13.9	13.5	12.6	12.4
Total Advertising [2]	13.7	17.9	17.3	12.2	17.4	16.9	15.5	15.3

[1] Includes First-Class advertising only, First-Class advertising enclosed, business invitations/announcements, and Standard Mail non-package mail.

[2] Total First-Class and total advertising are over-reported because some stuffers are counted twice.

Note: Totals may not sum to 100 due to rounding.

Table A4-3
Total Pieces of Advertising Mail1 Received Per Week by Education of Head of Household
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Type of Ad Mail	< 8th Grade			Some High School			High School			Some College		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
First-Class:												
Advertising alone	0.5	0.6	0.4	0.7	0.7	0.4	0.7	1.0	0.8	0.9	1.0	0.9
Business invitation/ announcements	0.1	0.1	0.2	0.1	0.2	0.3	0.2	0.2	0.3	0.3	0.3	0.3
Stuffers (Advertising Enclosed)	0.5	1.3	1.1	0.7	1.5	1.4	1.0	2.0	1.9	1.3	2.2	2.2
Total First-Class [2]	1.1	1.9	1.7	1.5	2.4	2.1	1.9	3.2	3.0	2.5	3.5	3.4
Standard Mail:												
Commercial	5.0	6.5	6.9	5.6	6.3	7.1	7.0	8.6	8.9	7.9	9.2	9.2
Nonprofit	1.2	1.3	0.9	1.5	1.0	1.1	1.6	1.7	1.6	2.2	1.9	1.8
Total Standard Mail	6.2	7.8	7.8	7.1	7.2	8.2	8.6	10.4	10.5	9.9	11.0	11.0
Total Advertising [2]	7.3	9.7	9.5	8.6	9.6	10.3	10.5	13.5	13.4	12.4	14.5	14.4

Type of Ad Mail	Tech School			College			Post Graduate		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
First-Class:									
Advertising alone	0.9	1.0	0.7	1.2	1.2	1.0	1.5	1.3	1.1
Business invitation/announcements	0.3	0.4	0.3	0.4	0.3	0.4	0.6	0.4	0.4
Stuffers (Advertising Enclosed)	1.1	1.9	1.8	1.6	2.4	2.3	2.1	2.7	2.6
Total First-Class [2]	2.3	3.2	2.8	3.2	3.9	3.7	4.2	4.5	4.1
Standard Mail:									
Commercial	7.8	9.5	9.4	9.9	11.3	11.3	11.8	12.6	12.8
Nonprofit	1.9	1.6	1.9	2.6	2.3	2.4	2.1	3.2	3.2
Total Standard Mail	9.7	11.1	11.3	12.6	13.6	13.7	16.3	15.9	16.0
Total Advertising [2]	12.0	14.3	14.1	15.8	17.4	17.4	20.5	20.3	20.1

[1] Includes First-Class advertising only, First-Class advertising enclosed, business invitations/announcements, and Standard Mail non-package mail.

[2] Total First-Class and total advertising are over-reported because some stuffers are counted twice.

Note: Totals may not sum to 100 due to rounding.

Table A4-4
Total Mail Overview: Treatment of Advertising Mail by
Actual Weekly Standard Mail Receipt
(Percentage of Households)
Postal Fiscal Years 1987, 2010 and 2011
(Diary and Recruitment Data)

Treatment	Actual Standard Mail Pieces								
	0 - 7			8 - 10			11 - 12		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Usually read	23.9	22.0	22.4	19.4	15.7	20.1	20.0	14.8	20.5
Usually scan	39.6	24.3	26.7	40.4	29.7	25.7	42.6	27.0	29.7
Read some	26.4	35.0	30.9	30.4	38.2	33.2	30.0	38.1	33.4
Usually don't read	9.8	18.4	19.9	9.6	16.4	21.0	7.4	20.0	16.3
Don't Know/No Answer	0.3	0.4	0.1	0.2	0.0	0.1	0.0	0.2	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	Actual Standard Mail Pieces								
	13 - 15			16 - 17			18+		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Usually read	16.0	13.8	13.6	12.9	10.9	12.4	11.5	12.6	14.3
Usually scan	46.3	29.1	27.3	42.6	33.2	32.2	41.3	29.1	24.8
Read Some	28.5	41.2	33.9	34.8	39.5	33.8	39.1	40.9	41.2
Usually don't read	9.2	15.9	24.5	9.2	16.4	21.5	7.9	17.4	19.7
Don't Know/No Answer	0.0	0.0	0.6	0.5	0.0	0.2	0.2	0.1	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

Table A4-5
Total Mail Overview:
Intended Response to Advertising Mail by Class
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Intended Response	First-Class [1]			Standard Mail [2]			Standard Mail Nonprofit [2]		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Will respond	11.1	10.4	12.4	14.6	13.6	11.5	17.9	14.3	14.5
May respond	10.3	46.7	57.3	20.0	57.8	63.2	16.4	57.4	60.8
Won't respond	58.4	14.4	13.7	58.6	21.0	18.2	55.1	23.6	19.7
Don't know/No answer	19.8	28.6	16.6	6.9	7.6	7.1	10.4	4.7	4.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

[1] Estimates for 1987 include both advertising only and advertising enclosed mail. Estimates for 2010/2011 include advertising only.

[2] Standard Mail and Nonprofit Standard Mail include request for donations.

Note: Totals may not sum to 100 due to rounding.

Table A4-6
Response Rates To Advertising: First-Class
Ad Only vs. Standard Mail Envelopes and Cards1
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Industry	1987		2010		2011	
	First	Standard Mail	First	Standard Mail	First	Standard Mail
Financial:						
Credit card	5.8	8.0	6.7	82.8	5.3	83.7
Bank	8.0	8.9	4.4	78.9	5.0	77.5
Insurance Company	8.9	6.6	8.0	3.9	1.9	4.6
Real Estate/Mortgage	4.7	3.5	1.7	1.7	0.7	2.1
Merchants:						
Supermarkets	N/A	N/A	39.8	44.4	38.8	40.0
Department store	9.5	12.0	16.5	30.3	27.4	29.6
Mail order company	13.5	15.4	12.9	11.5	23.8	10.7
Specialty store	13.1	12.8	16.4	21.6	15.5	21.2
Publisher	19.6	18.7	12.4	12.4	11.1	12.0
Online auction	N/A	N/A	14.7	11.6	11.3	12.0
Restaurant	2.2	15.9	16.5	25.5	64.2	22.3
Auto dealers	4.1	7.2	7.9	7.5	3.9	4.7
Services:						
Telephone	6.7	15.1	4.9	6.6	11.2	4.1
Other Utility	8.0	12.7	19.5	13.0	10.0	17.0
Medical	21.2	10.2	13.4	7.7	8.8	8.4
Other professional	20.7	14.3	1.8	10.2	12.0	8.7
Leisure service	16.8	8.7	12.0	12.2	23.6	11.7
Craftsman	7.8	13.4	4.0	1.5	5.2	2.8
Social/Charitable/Political/Nonprofit [2]	20.4	18.5	0.0	15.3	0.0	14.5
Total Percentage of "Will Respond" to Advertising Pieces [3]	13.4	15.1	10.4	13.7	12.4	12.3

[1] All Standard Mail percentages are based on Standard Mail except social/charitable/political /nonprofit which is based on Standard Mail nonprofit

[2] Includes medical nonprofit mail after 1992.

[3] Total Percentage for Standard Mail includes Nonprofit.

Table A4-7
Treatment of Advertising Mail by Household Income
(Percentage of Households)
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment Data)

Treatment	Under $7K			$7K - $9.9K			$10K - $14.9K			$15K - $19.9K		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Usually read	31.1	32.8	34.4	26.7	38.4	41.6	26.4	31.0	32.3	22.9	23.5	35.2
Usually scan	32.9	20.0	20.3	37.5	18.5	19.2	37.1	23.6	21.5	38.1	27.6	20.7
Read some	22.7	28.3	17.7	25.3	27.2	22.1	28.7	25.1	28.3	30.4	31.1	24.5
Usually don't read	8.7	18.1	26.7	9.7	15.9	17.0	7.2	20.3	16.7	7.3	17.8	19.7
Don't know/No answer	0.7	0.9	0.8	0.1	0.0	0.1	0.0	0.0	1.2	0.5	0.0	0.0
Received no advertising	3.9	N/A	N/A	0.7	N/A	N/A	0.6	N/A	N/A	0.8	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	$20K - $24.9K			$25K - $29.9K			$30K - $34.9K			$35K - $49.9K		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Usually read	16.8	28.2	27.3	19.7	26.4	24.3	16.9	26.4	24.3	16.2	18.6	21.2
Usually scan	44.8	23.3	28.5	44.4	26.8	27.4	46.1	26.8	27.4	42.8	31.1	24.1
Read some	27.3	28.6	27.7	27.5	32.0	29.5	26.9	32.0	29.5	34.4	35.1	32.2
Usually don't read	10.6	19.4	16.4	8.6	14.4	18.5	9.4	14.4	18.5	6.0	15.2	22.4
Don't know/No answer	0.0	0.4	0.0	0.1	0.5	0.3	0.0	0.5	0.3	0.2	0.0	0.2
Received no advertising	0.5	N/A	N/A	0.0	N/A	N/A	0.7	N/A	N/A	0.4	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	$50K - $64.9K			$65K - $79.9K			$80K - $99.9K			$100K - Over		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Usually read	14.2	17.4	18.9	8.9	13.4	17.4	8.2	10.9	14.9	10.2	9.5	9.9
Usually scan	41.1	28.5	26.1	38.3	29.2	26.2	55.4	28.8	31.3	34.1	26.0	26.9
Read some	33.9	37.4	31.4	29.3	41.4	35.7	32.4	43.3	35.2	42.6	38.5	39.1
Usually don't read	0.0	16.6	23.2	23.5	16.0	20.6	4.0	17.0	18.6	13.1	26.0	24.0
Don't know/No answer	0.4	0.1	0.4	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0
Received no advertising	10.4	N/A	N/A	0.0	N/A	N/A	0.0	N/A	N/A	0.0	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: 2010/2011 Estimates for Income Levels $25K-$29.9K are identical to those in $30K-$34.9K since categories used to collect data only included $25K-$34.9K.
Note: Totals may not sum to 100 due to rounding.

Table A4-8
Treatment of Advertising Mail
(Percentage of Households)
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment Data)

Treatment	1987	2010	2011
Usually read	19.6	18.7	20.6
Usually scan	40.4	26.9	25.3
Read some	29.6	35.2	32.3
Usually don't read	9.1	19.0	21.5
Don't know/No answer	0.2	0.2	0.4
Received no advertising	1.1	N/A	N/A
Total	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

Table A4-9
Treatment of Mail Advertising by Age of Head of Household
(Percentage of Households)
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment Data)

Treatment	18 - 21			22 - 24			25 - 34			35 - 44		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Usually read	39.4	30.7	35.9	21.1	10.7	19.2	20.3	15.2	15.2	17.7	15.5	20.4
Usually scan	38.8	18.4	20.3	46.7	31.4	32.3	41.4	27.9	26.8	40.8	27.2	25.0
Read some	12.6	26.7	18.1	24.8	33.0	29.8	30.7	36.1	31.8	30.8	36.0	33.2
Usually don't read	3.2	22.6	21.2	6.7	22.5	18.6	6.3	20.3	26.0	9.8	21.1	21.1
Don't know/No answer	0.2	1.7	4.5	0.0	2.4	0.0	0.3	0.4	0.2	0.0	0.2	0.2
Received no advertising	5.8	N/A	N/A	0.7	N/A	N/A	1.0	N/A	N/A	0.9	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	45 - 54			55 - 64			65 - 69			70+	70 - 74		75+	
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011	2010	2011
Usually read	17.0	18.1	21.2	19.7	18.6	21.7	23.6	17.6	22.2	19.5	25.1	20.1	22.6	23.7
Usually scan	41.3	26.7	24.4	39.4	25.7	23.5	37.9	28.9	27.2	38.2	22.5	27.5	28.5	24.8
Read some	31.9	36.6	35.0	28.2	38.6	33.9	26.4	34.0	31.8	30.0	34.1	31.2	30.6	27.5
Usually don't read	9.2	18.3	19.0	11.6	17.1	20.7	9.4	19.5	18.7	11.8	18.2	21.1	18.2	23.6
Don't know/No answer	0.3	0.1	0.4	0.0	0.1	0.3	0.7	0.1	0.2	0.0	0.2	0.0	0.1	0.4
Received no advertising	0.3	N/A	N/A	1.1	N/A	N/A	2.0	N/A	N/A	0.5	N/A	N/A	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

Table A4-10
Treatment of Advertising Mail by Education of Head of Household
(Percentage of Households)
Postal Fiscal Years 1987, 2010 and 2011
(Recruitment Data)

Treatment	< 8th Grade			Some High School			High School			Some College		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Usually read	29.2	43.3	33.3	24.6	29.5	31.7	23.5	25.4	27.3	17.6	16.0	19.9
Usually scan	37.0	16.9	22.0	33.0	20.7	19.9	42.4	26.5	24.5	39.9	28.2	26.7
Read some	22.0	23.2	24.8	27.8	31.8	29.6	26.2	31.8	28.9	30.8	39.0	33.2
Usually don't read	9.0	16.6	19.9	11.8	17.8	17.4	7.0	16.2	19.0	10.8	16.5	19.9
Don't know/No answer	0.7	0.0	0.0	0.0	0.2	1.5	0.1	0.1	0.2	0.3	0.3	0.3
Received no advertising	2.1	N/A	N/A	2.8	N/A	N/A	0.8	N/A	N/A	0.6	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	Tech School			College			Post Graduate		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Usually read	18.5	15.1	22.3	12.2	10.6	12.7	8.9	7.9	8.1
Usually scan	39.9	30.6	22.2	43.5	28.9	27.7	41.9	28.4	26.0
Read some	31.6	37.0	35.6	34.6	38.8	35.6	28.3	37.2	36.0
Usually don't read	8.9	17.2	20.0	9.1	21.4	23.6	10.5	26.5	29.8
Don't know/No answer	0.1	0.0	0.0	0.3	0.3	0.4	0.0	0.0	0.1
Received no advertising	1.0	N/A	N/A	0.3	N/A	N/A	10.4	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

Appendix A5: Periodicals

Table A5-1
Periodicals Received
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Periodicals	1987	2010	2011
Percent of Periodicals which are sent to Households	75.3	75.4	75.4
Pieces per household per week	1.69	0.65	0.54

Base: RPW Total Periodicals

Table A5-2
Periodicals -- Type of Publication
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Type of Publication	Percentage Received			Pieces Per Household Per Week		
	1987	2010	2011	1987	2010	2011
Newspapers:						
Daily Newspaper	8.5	3.4	2.7	0.19	0.04	0.03
Weekly Newspaper	13.4	7.8	7.1	0.30	0.09	0.08
Other Newspaper	4.9	2.4	1.0	0.11	0.03	0.01
Total Newspapers	26.8	13.6	10.7	0.60	0.16	0.12
Magazines:						
Weekly Magazine	11.1	11.4	12.7	0.25	0.14	0.15
Monthly Magazine	27.2	36.9	36.8	0.61	0.44	0.42
Other Magazine	4.4	8.4	8.7	0.10	0.10	0.10
Total Magazines	42.7	56.7	58.2	0.96	0.67	0.67
Other Periodical	3.1	1.4	1.8	0.07	0.02	0.02
Newsletter	3.1	3.7	4.7	0.07	0.04	0.05
Don't Know/No Answer	2.7	0.7	0.5	0.06	0.01	0.01
Total Periodicals Received by Households	75.3	72.3	71.2	1.69	0.86	0.82
Total Periodicals Received by Non-Households	26.7	27.7	28.8	-	-	-

Base: RPW Total Periodicals

Note: Totals may not sum to 100 due to rounding.

Table A5-3
Periodical Demographics -- Pieces Received Per Household Per Week
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Income	1987	2010	2011
< $7K	0.6	0.3	0.5
$ 7K - $9.9K	1.1	0.4	0.3
$ 10K - $14.9K	1.2	0.5	0.4
$ 15K - $19.9K	1.3	0.4	0.5
$ 20K - $24.9K	1.4	0.8	0.5
$ 25K - $29.9K	1.8	0.7	0.6
$ 30K - $34.9K	1.9		
$ 35K - $49.9K	2.1	0.8	0.6
$ 50K - $64.9K	2.1	0.9	0.8
$ 65K - Over	3.6	1.2	1.2
Age of Head of Household	**1987**	**2010**	**2011**
18 - 24	0.6	0.4	0.3
25 - 34	1.2	0.6	0.6
35 - 44	1.8	0.8	0.8
45 - 54	2.0	0.9	0.9
55 - 64	2.3	1.1	1.1
65 - 69	1.9	1.3	1.1
70 - 74	1.9	1.2	1.3
75+		1.1	1.0
Education of Head of Household	**1987**	**2010**	**2011**
< 8th grade	1.2	0.6	0.5
Some High School	1.2	0.6	0.5
High School	1.4	0.7	0.8
Some College	1.6	0.9	0.8
Technical School	1.6	1.0	0.8
College	2.2	1.1	1.0
Post graduate	3.4	1.4	1.4
Type of Household	**1987**	**2010**	**2011**
One-person household	1.1	0.6	0.6
Male	1.0	0.5	0.6
Female	1.2	0.7	0.7
One adult + minors	0.9	0.3	0.3
Male	0.6	0.5	0.4
Female	0.9	0.3	0.3
More Than One Adult	**1987**	**2010**	**2011**
Without Children	2.1	1.1	1.0
One-earner	2.0	1.1	1.1
Two-earner	2.1	1.0	1.0
With Children	1.7	0.9	0.8
One-earner	1.6	1.0	0.8
Two-earner	1.9	1.0	0.8

Employment of Head of Household [1]	1987	2010	2011
White collar professional	2.2	1.0	1.0
White collar sales/clerical	1.5	0.7	0.8
Blue collar craftsmen/mechanic	1.2	0.8	0.7
Service Worker	1.2	0.5	0.7
Other employed	1.1	0.8	0.7
Homemaker	1.7	0.9	0.7
Student	1.4	0.6	0.4
Retired	1.9	1.1	1.0
Other not employed	0.4	0.9	0.7
Type of Dwelling	**1987**	**2010**	**2011**
Single-family house	2.0	1.1	1.0
Multi-family	1.0	0.6	0.6
Mobile house	1.1	0.4	0.4
Number of Adults	**1987**	**2010**	**2011**
1	1.1	0.6	0.6
2	1.8	1.0	0.9
3	2.1	0.9	1.0
4+	2.1	1.2	1.2

Note: 2010 and 2011 Estimates for Income Levels $25K-$29.9K are identical to those in $30K-$34.9K since categories used to collect data only included $25K-$34.9K.

[1] Revised from Employment of Respondent to Employment of Head of Household.

Table A5-4
Periodical Mail -- Type of Subscription
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Type of Subscription	Percentage of Total Periodicals		
	1987	2010	2011
Paid (ordered)	49.4	44.8	44.2
Free (ordered)	4.4	6.4	6.2
Gift (from friend or relative)	3.5	4.7	5.0
Free - Came w/ membership	10.2	12.1	12.6
Other	2.6	0.7	1.2
Don't know/No answer	5.3	7.2	6.8
Total Mail Received by Households	75.3	76.0	76.0

Base: RPW Total Periodicals

Table A5-5
Periodicals -- Source of Publications
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Source of Publication	Percent of Total Periodicals			Pieces Per Household Per Week		
	1987	2010	2011	1987	2010	2011
Religious/Educational	9.1	6.1	5.1	0.21	0.07	0.06
Veterans	0.9	0.5	0.6	0.02	0.01	0.01
Charitable	0.9	0.6	0.5	0.02	0.01	0.01
Union/Professional	7.8	8.5	6.7	0.18	0.10	0.08
Total "Nonprofit"	18.7	15.7	12.9	0.43	0.19	0.15
Other (Commercial, Professional Org)	53.5	59.2	61.9	1.20	0.70	0.71
Don't know/No answer	3.2	1.1	1.2	0.07	0.01	0.01
Percent of All Periodicals Received by Households	75.3	76.0	76.0	1.69	0.90	0.87

Base: RPW Total Periodicals

Table A5-6
Periodicals -- Type and Source of Mail Received by Households,
(Percentage of Subscription Type by Source)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Subscription Type	Union/ Professional			Religious/ Educational			Veterans		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Paid (ordered)	8.3	5.6	4.3	7.9	6.8	5.9	0.5	0.3	0.2
Free (ordered)	21.7	12.2	16.3	25.6	10.1	10.0	4.4	0.6	0.3
Gift (from friend or relative)	4.0	3.0	1.7	18.1	14.2	7.9	0.5	0.0	0.4
Other	19.1	7.8	12.2	22.7	7.5	3.7	2.3	0.0	0.0
Free - Came w/ membership	21.1	38.9	26.2	16.0	9.1	7.9	1.9	2.6	2.8

Subscription Type	Charitable			Other			Don't Know/ No Answer		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Paid (ordered)	0.5	0.4	0.3	81.1	86.2	88.8	1.7	0.8	0.5
Free (ordered)	2.8	1.5	1.9	44.1	75.0	70.3	1.4	0.7	1.3
Gift (from friend or relative)	1.4	0.7	0.0	73.4	81.4	90.1	2.6	0.7	0.0
Other	2.6	1.3	0.0	50.7	83.4	83.6	2.7	0.0	0.4
Free - Came w/ membership	6.2	2.2	1.8	54.8	47.0	61.3	0.0	0.1	0.0

Note: Percentages are row percentages within each subscription type.

Table A5-7
Periodicals -- Satisfaction With Delivery
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Time of Arrival	Percentage of Pieces		
	1987	2010	2011
Arrived earlier than expected	5.0	5.0	3.8
Arrived on day expected	40.9	31.4	30.9
Was not expected to arrive on any special day	43.9	51.1	52.9
Arrived later than expected	3.8	2.7	3.2
Don't Know/No answer	6.5	9.8	9.3
Total	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

Table A5-8
Periodicals -- Need for Delivery
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Delivery	1987	2010	2011
Could arrive a day later	40.2	29.0	28.6
Comes on proper day	19.5	17.0	14.8
No regular day	9.0	17.7	18.5
Regular day is too late	0.9	0.7	0.6
Day doesn't matter	22.7	25.9	28.0
Other need	0.4	0.1	0.1
Don't know/No answer	7.2	9.7	9.3
Total	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

Table A5-9
Periodicals -- Satisfaction With Delivery by Postal Region
(Percent of Pieces Received by Households)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Satisfaction with Delivery	Northeast			Eastern			Southern			Central			Western		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
On time/earlier	50.2	35.2	35.3	45.6	0.0	31.5	41.4	35.1	27.4	50.7	40.8	39.1	40.5	34.4	29.2
Not expected on any special day	40.1	52.1	52.4	43.2	0.0	43.2	45.0	50.6	57.3	42.7	47.0	48.1	48.2	54.7	59.5
Arrived later than expected	3.4	3.0	3.2	5.5	0.0	0.0	3.6	2.9	3.3	2.2	2.1	3.7	4.7	2.5	2.4
Don't know/No answer	6.4	9.7	9.1	5.7	0.0	25.4	9.9	11.4	12.0	4.3	10.1	9.1	6.7	8.4	8.9
Total	100.0	100.0	100.0	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

Table A5-10
Periodicals -- Households' Need for Delivery by Postal Region
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Satisfaction with Delivery		Northeast			Eastern			Southern			Central		Western		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Could arrive a day later	42.6	28.2	28.7	40.9	0.0	21.6	42.6	29.6	26.8	37.1	30.6	29.7	39.3	29.2	27.4
Comes on proper day	18.5	17.0	15.0	21.4	0.0	20.7	15.1	12.2	10.9	25.6	18.5	17.6	15.1	17.0	11.5
No regular day	10.1	19.3	19.2	7.0	0.0	32.4	9.2	16.6	17.8	8.0	14.8	15.9	11.2	16.7	19.5
Regular day is too late	0.2	0.9	0.6	2.2	0.0	0.0	0.9	0.5	0.2	0.5	0.2	0.8	0.9	0.7	0.5
Day doesn't matter	20.7	25.0	27.1	21.8	0.0	0.0	22.0	28.7	32.2	23.7	25.7	26.8	24.7	28.2	31.6
Other Need/Don't know/No answer	7.9	9.6	9.3	6.7	0.0	25.4	10.2	12.4	12.0	5.1	10.1	9.1	8.8	8.2	9.6
Total	100.0	100.0	100.0	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

Appendix A6: Packages & Expedited

Table A6-1
Packages and Expedited Received - by Delivery Company
(Percentage of Pieces Received by Households)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Carrier	Percent		
	1987	2010	2011
United States Postal Service:			
First-Class and Priority	15.4	30.9	28.8
Express Mail	0.7	1.9	0.5
Third-Class Single Piece	2.3	N/A	N/A
Standard Mail Total	25.1	26.3	22.9
Standard Mail Regular	25.1	24.3	21.0
Standard Mail Regular Enhanced Carrier Route	N/A	0.1	0.1
Standard Mail Regular Not Flat-Machinable	N/A	1.2	0.8
Standard Mail Nonprofit	N/A	0.7	0.9
Standard Mail Nonprofit Enhanced Carrier Route	N/A	0.0	0.0
Standard Mail Nonprofit Not Flat-Machinable	N/A	0.0	0.1
Parcel Post	4.9	1.5	2.8
Parcel Select	N/A	6.8	8.5
Bound Printed Matter	8.9	7.4	7.0
Special Standard Mail [1]	9.7	2.4	2.3
Library Mail	0.1	0.0	0.0
No answer	3.4	N/A	N/A
Total USPS	71.7	77.1	72.7
Other Carriers:			
United Parcel Service Total	23.6	3.0	16.3
United Parcel Service -- Next Day Air	1.6	0.9	1.2
United Parcel Service -- Second Day Air	0.9	2.1	1.0
United Parcel Service -- 3 Day Select/Ground	21.1	0.0	14.0
Federal Express	0.3	1.2	6.8
Federal Express -- Overnight	N/A	0.5	1.1
Federal Express -- 2Day	N/A	0.6	1.0
Federal Express -- Express Saver, Home Delievery/Ground	N/A	0.0	4.7
Emery	0.0	N/A	N/A
Roadway	0.1	N/A	N/A
Total Other Carriers	27.8	4.2	23.1
International	N/A	1.3	2.2
Other	N/A	1.2	0.5
Don't know/no answer	3.6	16.2	1.6
Total	100.0	100.0	100.0
Total Packages Per Household	0.3	0.5	0.4

[1] Special Standard Mail includes Media Mail.

Table A6-2
Packages and Expedited Received - Packages Delivered by the Postal Service by Class and Sender
(Percentage of Pieces by Class)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Mail Class	Business			Friend/Relative			Other/Unknown		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
First-Class and Priority	43.6	63.4	72.5	53.6	18.1	18.8	2.8	18.5	8.7
Express Mail	10.8	0.0	68.0	52.0	100.0	32.0	27.2	0.0	0.0
Standard Mail - Total	94.8	72.1	71.7	2.2	0.0	1.5	3.1	27.9	26.8
Standard Mail Regular	94.8	72.2	70.5	2.2	72.2	70.5	3.1	27.8	27.9
Standard Mail Regular Enhanced Carrier Route	N/A	100.0	51.2	N/A	100.0	51.2	N/A	0.0	0.0
Standard Mail Regular Not Flat-Machinable	N/A	80.7	76.7	N/A	80.7	76.7	N/A	0.0	1.0
Standard Mail Nonprofit	N/A	49.4	66.5	N/A	49.4	66.5	N/A	0.0	0.0
Standard Mail Nonprofit Enhanced Carrier Route	N/A	54.4	0.0	N/A	54.4	0.0	N/A	0.0	0.0
Standard Mail Nonprofit Not Flat-Machinable	N/A	100.0	76.4	N/A	100.0	76.4	N/A	0.0	0.0
Parcel Post	63.1	87.5	61.2	36.9	12.5	0.3	0.0	12.5	0.3
Parcel Select	N/A	0.0	0.0	N/A	93.3	95.9	N/A	0.0	0.4
Bound Printed Matter	98.6	55.5	71.3	0.0	0.0	0.0	1.4	44.5	0.0
Special Standard Mail [1]	98.5	92.2	80.7	0.0	0.0	12.2	5.0	7.8	12.2
Library Mail	100.0	100.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0

[1] Special Standard Mail includes Media Mail.

Table A6-3
Packages and Expedited Received - Sender/Content by Carrier
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Content [1]	Percent of Total			Percent Sent Via Postal Service			Percent Sent Via UPS			Percent Sent Via FedEx		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Book	15.9	11.4	7.0	89.6	87.0	90.2	10.0	1.2	5.7	10.0	0.0	0.0
Record, tape or CD	6.7	6.2	8.6	87.3	88.3	84.4	8.0	2.7	10.3	8.0	0.0	0.0
Item from a friend or relative	16.7	9.2	8.2	69.0	87.6	69.6	23.2	4.9	20.8	23.2	0.0	0.0
Order from catalog	19.1	9.7	40.6	47.1	69.2	67.2	56.9	3.8	22.3	56.9	0.0	0.0
Order from store	5.1	35.6	2.1	43.5	72.6	64.4	55.0	1.3	23.5	55.0	0.0	0.0
Other mail order	11.5	2.6	88.1	67.5	1.7	6.7	30.4	11.9	0.0	30.4	0.0	0.0

[1] Packages can contain more than one type of content.

Table A6-4
Packages Received - by Special Services
(Percentage of Packages Delivered by the Postal Service)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Special Services [2]	Percent		
	1987	2010	2011
Special Handling	3.0	0.9	1.2
Special Delivery [1]	1.3	24.8	32.6
Certified	0.1	0.2	0.1
Registered	0.1	0.9	1.8
Insurance	3.2	0.5	1.0
C.O.D.	1.6	0.0	0.0
Other	2.5	0.4	0.3
Total	8.7	27.8	37.0

[1] Changed to Delivery Confirmation in PFY 2001.

[2] Does Not Include Expedited Mail.

Table A6-5
Packages and Expedited Received - Carrier by Income
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary and Recruitment Data)

Carrier	Under $7K			$7K - $9.9K			$10K - $14.9K			$15K - $19.9K		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Postal Service	68.9	69.4	45.4	71.1	86.0	94.1	74.8	91.8	70.9	79.9	82.9	52.3
UPS	20.8	30.6	54.6	23.8	0.0	0.0	21.1	5.0	14.4	18.3	1.1	40.8
Other	0.0	0.0	0.0	2.2	14.0	0.0	0.0	3.2	9.1	0.0	16.0	6.4
Don't know/No answer	10.2	0.0	0.0	2.8	0.0	5.9	4.0	0.0	5.5	1.8	0.0	0.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total Packages Per Household Per Week	0.20	0.11	0.11	0.14	0.12	0.15	0.12	0.17	0.17	0.15	0.20	0.21

Carrier	$20K - $24.9K			$25K - $29.9K			$30K - $34.9K			$35K - $49.9K		
	1987	2010	2008	1987	2010	2011	1987	2010	2011	1987	2010	2011
Postal Service	75.4	84.4	78.3	63.3	82.8	76.8	82.1	82.8	76.8	73.0	85.5	84.4
UPS	17.8	6.0	11.4	31.2	5.9	15.5	15.3	5.9	15.5	24.4	11.5	9.4
Other	3.3	9.5	9.9	0.7	8.5	5.5	0.5	8.5	5.5	0.2	3.0	5.8
Don't know/No answer	3.6	0.0	0.4	4.9	2.8	2.2	2.1	2.8	2.2	2.4	0.0	0.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total Packages Per Household Per Week	0.24	0.21	0.23	0.34	0.34	0.29	0.31	0.34	0.29	0.39	0.37	0.35

Carrier	$50K - $64.9K			Over $65K		
	1987	2010	2011	1987	2010	2011
Postal Service	66.7	82.1	76.4	62.3	75.0	71.6
UPS	28.4	10.7	14.7	31.1	18.2	18.7
Other	0.0	5.6	6.5	5.3	6.1	8.5
Don't know/No answer	5.0	1.5	2.3	0.9	0.8	1.2
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Packages Per Household Per Week	0.42	0.39	0.45	0.45	0.50	0.66

Note: 2010 and 2011 Estimates for Income Levels $25K-$29.9K are identical to those in $30K-$34.9K since categories used to collect data only included $25K-$34.9K.

Table A6-6
Packages and Expedited Received - Carrier by Postal Region
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010and 2011
(Diary Data)

Carrier	Northeast			East			South			Central			West		
	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011	1987	2010	2011
Postal Service	62.3	71.3	69.5	70.1	79.6	76.6	75.7	0.0	78.3	75.1	81.3	75.2	72.7	82.7	72.8
UPS	26.9	4.5	21.1	25.6	2.1	15.5	20.8	0.0	0.0	22.6	5.4	14.5	22.9	2.1	14.6
Other	3.0	4.8	7.0	1.6	2.0	6.6	0.7	0.0	0.0	0.4	1.1	10.0	0.2	1.6	9.2
Don't know/No answer	7.8	19.5	2.5	2.8	16.4	1.3	2.7	0.0	21.7	0.6	12.2	0.4	0.2	13.6	3.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

Table A6-7
Packages and Expedited Sent by Delivery Company
(Percentage of Pieces by Class and Carrier)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Carrier	Percent		
	1987	2010	2011
United States Postal Service:			
First-Class and Priority	39.0	61.0	65.2
Express	0.0	2.5	2.0
Bound Printed Matter	N/A	0.5	1.7
Parcel Post	13.5	17.2	14.3
Special Standard Mail [1]	3.5	8.0	5.7
International	6.0	1.5	2.9
Total USPS	81.7	90.6	91.9
Other Carriers:			
United Parcel Service Total	16.3	1.6	4.1
United Parcel Service -- Next Day Air	0.6	0.5	0.1
United Parcel Service -- Second Day Air	0.9	0.7	0.9
United Parcel Service -- 3 Day Select/Ground	14.8	0.4	3.0
Federal Express	0.2	1.2	1.3
Federal Express -- Overnight	N/A	0.3	0.0
Federal Express -- 2Day	N/A	0.9	0.4
Federal Express -- Express Saver, Home Delievery/Ground	N/A	0.0	0.9
Total Other Carriers	16.5	2.8	5.3
Other/Don't know	3.4	5.1	1.0
Don't know/no answer	1.8	1.5	1.7
Total	100.0	100.0	100.0

[1] Special Standard Mail includes Media Mail in 2010 and 2011.

Table A6-8
Packges and Expedited Sent Via the Postal Service by Class and Recipient
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Mail Class	Business			Friend/Relative		
	1987	2010	2011	1987	2010	2011
First Class/Priority	18.3	67.5	48.1	81.7	32.5	51.9
Bulk Rate [1]	26.5	29.9	97.4	73.5	70.1	2.6
Special Standard	18.7	78.5	47.2	81.3	21.5	52.8
Parcel Post	56.9	62.2	59.0	43.1	37.8	41.0

[1] Collected in 2010 and 2011 as "Bound Printed Matter".

Table A6-9
Packages and Expedited Sent -- Choice of Carrier by Income
(Percentage of Pieces)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Carrier	Under $25K			$25K - $49.9			$50K+		
	1987	2010	2011	1987	2010	2011	1987	2010	2011
Postal Service	90.9	84.4	94.7	78.6	91.6	93.3	80.0	91.0	92.0
UPS	9.1	3.0	0.0	17.8	1.3	3.9	20.0	1.4	5.0
Other	0.0	8.2	5.3	0.0	7.1	1.4	0.0	6.0	2.1
Don't know/No answer	0.0	4.4	0.0	3.6	0.0	1.3	0.0	1.6	0.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total Packages Per Household Per Week	0.04	0.03	0.03	0.08	0.07	0.08	0.14	0.12	0.11

Note: Totals may not sum to 100 due to rounding.

Table A6-10
Packages Sent by Distance
(Percentage of Packages Sent by Households)
Postal Fiscal Years 1987, 2010 and 2011
(Diary Data)

Distance [1]	Percent		
	1987	2010	2011
Local	1.6	1.9	5.5
Less than 51 miles	2.3	3.5	6.6
51 - 150 Miles	9.8	9.2	8.6
151 - 300 Miles	15.4	11.7	8.3
301 - 600 Miles	16.8	14.7	15.6
601 - 1000 Miles	18.2	13.0	18.3
1001 - 1400 Miles	13.5	13.5	6.5
1400 - 1800 Miles	5.3	11.2	5.7
Greater than 1800 miles	7.6	5.8	7.4
Out of United States	5.8	3.4	7.1
Other/ Unknown	3.8	12.2	10.3
Total	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

[1] Does Not Include Expedited Mail.

Appendix A7: Electronic Communications

Table A7-1
Household Electronic Mail Capability by Income
(Percentage of Households)
Postal Fiscal Years 2010 and 2011
(Recruitment Data)

Capability	Under $7K		$7K - $9.9K		$10K - $14.9K		$15K - $19.9K	
	2010	2011	2010	2011	2010	2011	2010	2011
Have personal computer	34.2	56.6	28.0	44.7	34.5	45.6	43.1	52.4
Have Internet access	7.8	3.2	3.6	3.8	6.0	3.3	7.8	4.7
Have Broadband access	24.7	41.6	23.0	30.3	27.9	45.6	33.7	42.5

Capability	$20K - $24.9K		$25K - $34.9K		$35K - $49.9K		$50K - $64.9K	
	2010	2011	2010	2011	2010	2011	2010	2011
Have personal computer	56.8	69.4	64.6	75.8	79.1	81.1	84.4	86.8
Have Internet access	8.8	4.7	5.9	3.7	8.9	3.1	7.4	4.4
Have Broadband access	44.9	55.3	56.3	65.2	65.7	71.0	74.2	75.4

Capability	$65K - $79.9K		$80K - $99.9K		$100K - Over	
	2010	2011	2010	2011	2010	2011
Have personal computer	90.8	92.6	93.2	95.9	96.7	97.4
Have Internet access	7.4	3.0	4.3	3.1	2.2	1.2
Have Broadband access	80.9	84.5	87.2	86.7	93.2	91.3

Note: Broadband access includes any form of Internet Access other than Dial-up

Table A7-2
Household Electronic Mail Capability by Education of Head of Household
(Percentage of Households)
Postal Fiscal Years 2010 and 2011
(Recruitment Data)

Capability	< 8th Grade		Some High School		High School		Some College	
	2010	2011	2010	2011	2010	2011	2010	2011
Have personal computer	36.9	40.6	42.6	56.8	63.3	69.3	81.2	87.8
Have Internet access	8.9	3.9	5.3	1.9	7.4	4.4	5.9	3.4
Have Broadband access	23.8	31.8	35.4	43.4	52.4	57.6	73.0	76.1

Capability	Tech School		College		Post Graduate	
	2010	2011	2010	2011	2010	2011
Have personal computer	80.6	84.1	89.9	93.3	93.8	94.8
Have Internet access	7.4	4.8	4.5	2.5	3.9	1.4
Have Broadband access	72.1	71.4	82.3	85.0	87.3	88.5

Note: Broadband access includes any form of Internet Access other than Dial-up

Table A7-3
Household Electronic Mail Capability by Age of Head of Household
(Percentage of Households)
Postal Fiscal Years 2010 and 2011
(Recruitment Data)

Capability	18 - 21		22 - 24		25 - 34		35 - 44		45 - 54	
	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011
Have personal computer	81.6	84.3	81.1	87.1	89.9	94.4	89.7	89.4	83.9	85.8
Have Internet access	2.0	0.0	2.0	1.0	3.8	1.4	4.8	2.5	5.7	4.0
Have Broadband access	70.7	63.2	78.3	63.1	84.4	83.2	82.8	81.1	75.9	76.0

Capability	55 - 64		65 - 69		70-74		75+	
	2010	2011	2010	2011	2010	2011	2010	2011
Have personal computer	79.4	79.1	71.0	68.1	60.2	60.4	42.3	44.0
Have Internet access	7.0	3.9	7.7	4.0	7.1	5.3	6.2	4.2
Have Broadband access	70.0	70.1	60.2	58.3	49.9	52.3	31.2	32.7

Note: Broadband access includes any form of Internet Access other than Dial-up

Appendix A8: Annual Trends

Table A8-1
First Class Mail Received by Type
Pieces in Millions
Years 2000 - 2011 (Diary Data)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Correspondence												
Personal	7,211	7,456	7,154	6,457	6,561	5,870	6,079	5,610	5,646	5,225	4,959	4,387
Greeting Cards	4,052	4,472	4,456	3,816	4,014	3,586	3,935	3,571	3,652	3,368	3,368	3,118
Letter from Friend or Relative	1,769	1,839	1,629	1,467	1,385	1,227	1,138	1,116	1,046	956	850	644
Other Personal	1,391	1,145	1,070	1,174	1,161	1,057	1,006	923	948	901	740	625
Business/Government	6,433	6,859	6,881	6,584	6,974	6,353	5,044	4,484	4,242	4,000	4,154	4,742
Social	2,660	2,470	2,613	2,918	2,333	2,318	2,198	2,541	2,334	2,057	1,928	1,722
Total	16,304	16,785	16,649	15,960	15,867	14,541	13,322	12,635	12,222	11,282	11,041	10,851
Transactions												
Bills	12,618	13,669	14,315	14,237	14,555	14,345	14,111	13,808	13,825	13,085	11,955	11,027
Financial Statements	6,117	7,598	6,874	6,429	6,452	6,953	7,322	7,651	7,147	7,279	6,375	5,618
Credit Card Statement/Bill	2,958	4,423	4,280	4,305	3,926	4,311	4,969	4,980	4,830	4,687	4,177	3,899
Notice or Confirmation of Order	2,007	2,502	2,860	2,429	2,252	2,518	2,738	3,242	2,824	2,559	2,543	2,343
Payment/Check/Credit	1,481	1,679	1,635	1,618	1,552	1,495	1,456	1,604	1,460	1,461	1,285	1,275
Insurance	0	0	0	0	0	514	800	1,323	1,331	1,222	896	2,485
Other	2,500	1,629	1,679	1,698	1,329	1,350	1,447	1,492	1,576	1,394	1,384	1,586
Total	27,680	31,501	31,643	30,716	30,065	31,487	32,842	34,100	32,993	31,688	28,615	28,234
Advertising (Ads Only)	7,930	10,743	10,624	9,659	8,840	10,546	10,344	9,034	8,257	6,648	6,212	5,256
CD/DVD/Video Games [1]	N/A	N/A	N/A	N/A	N/A	N/A	N/A	640	806	937	945	993
DK/RF	4,890	1,483	1,613	2,534	2,498	2,208	2,915	2,449	2,971	2,568	3,591	2,423
Total First-Class Received	56,805	60,512	60,529	58,869	57,270	58,783	59,423	58,856	57,250	53,123	50,405	47,757

Note: Totals may not sum due to rounding.

Note: Transaction and Correspondence definitions redefined to match calculation in HDS main report.

[1] CD/DVD/Video Games not collected as a separate category prior to 2007.

Table A8-2
Shares of First Class Mail Received by Type
Years 2000 - 2011 (Diary Data)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Correspondence												
Personal	13%	12%	12%	11%	11%	10%	10%	10%	10%	10%	10%	9%
Greeting Cards	7%	8%	8%	7%	7%	6%	7%	6%	6%	6%	6%	7%
Letter from Friend or Relative	3%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	1%
Other Personal	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%
Business/Government	11%	11%	11%	11%	12%	11%	8%	8%	7%	8%	12%	10%
Social	5%	4%	4%	5%	4%	4%	4%	4%	4%	4%	4%	4%
Total	29%	28%	28%	27%	28%	25%	22%	21%	21%	21%	21%	23%
Transactions												
Bills	22%	23%	24%	24%	25%	24%	24%	23%	24%	25%	23%	23%
Financial Statements	11%	13%	11%	11%	11%	12%	12%	13%	12%	14%	12%	12%
Credit Card Statement/Bill	5%	7%	7%	7%	7%	7%	8%	8%	8%	9%	8%	8%
Notice or Confirmation of Order	4%	4%	5%	4%	4%	4%	5%	6%	5%	5%	5%	5%
Payment/Check/Credit	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%
Other [1]	4%	3%	3%	3%	2%	2%	2%	3%	3%	3%	3%	3%
Total	49%	52%	52%	52%	52%	54%	55%	58%	58%	60%	57%	59%
Advertising (Ads Only)	14%	19%	19%	17%	16%	19%	18%	16%	15%	12%	11%	9%
CD/DVD/Video Games [1]	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1%	1%	2%	2%	2%
DK/RF	9%	3%	3%	4%	4%	4%	5%	4%	5%	5%	6%	4%
Total First-Class Received	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note: Totals may not sum due to rounding.

Note: Transaction and Correspondence definitions redefined to match calculation in HDS main report.

[1] CD/DVD/Video Games not collected as a separate category prior to 2007.

Table A8-3
First Class Mail Sent by type
Pieces in Millions
Years 2000 - 2011 (Diary Data)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Correspondence												
Personal	6,680	7,135	7,154	6,457	6,561	5,870	6,232	5,811	5,646	5,225	4,959	4,352
Greeting Cards	3,818	4,561	4,223	3,958	4,332	4,010	4,294	3,887	3,648	3,496	3,321	3,074
Letter to Friend or Relative	1,915	1,740	1,974	1,561	1,513	1,071	1,240	1,250	1,021	1,120	950	715
Other Personal	947	833	957	938	715	789	699	675	978	609	688	563
Business/Government	2,057	2,049	2,142	1,610	1,720	1,702	1,662	1,678	1,600	1,550	1,509	1,452
Social	775	419	444	440	447	417	372	454	483	361	373	310
Total	9,512	9,603	9,740	8,508	8,728	7,989	8,266	7,944	7,729	7,136	6,841	6,114
Transactions												
Bill Payment	11,327	11,212	11,996	10,707	11,152	10,809	9,949	10,202	9,704	8,580	8,088	6,707
Orders	853	734	774	739	734	769	612	560	537	454	394	270
Donations	578	572	574	536	598	560	524	550	657	521	484	366
Total	12,758	12,518	13,345	11,981	12,484	12,139	11,085	11,311	10,898	9,556	8,966	7,343
CD/DVD/Video Games [1]	N/A	N/A	N/A	N/A	N/A	N/A	N/A	540	774	932	964	766
DK/RF	361	1,701	1,982	1,176	1,185	1,013	824	966	1,353	667	785	1,418
Total First-Class Sent	22,631	23,822	25,067	21,665	22,396	21,141	20,174	20,761	20,755	18,290	17,555	15,641

Note: Totals may not sum due to rounding.

[1] CD/DVD/Video Games not collected as a separate category prior to 2007.

Table A8-4
Shares of First Class Mail Sent by type
Years 2000 - 2011 (Diary Data)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Correspondence												
Personal	30%	30%	29%	30%	29%	28%	31%	28%	27%	29%	28%	28%
Greeting Cards	17%	19%	17%	18%	19%	19%	21%	19%	18%	19%	19%	20%
Letter to Friend or Relative	8%	7%	8%	7%	7%	5%	6%	6%	5%	6%	5%	5%
Other Personal	4%	3%	4%	4%	3%	4%	3%	3%	5%	3%	4%	4%
Business/Government	9%	9%	9%	7%	8%	8%	8%	8%	8%	8%	9%	9%
Social	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Total	42%	40%	39%	39%	39%	38%	41%	38%	37%	39%	39%	39%
Transactions												
Bill Payment	50%	47%	48%	49%	50%	51%	49%	49%	47%	47%	46%	43%
Orders	4%	3%	3%	3%	3%	4%	3%	3%	3%	2%	2%	2%
Donations	3%	2%	2%	2%	3%	3%	3%	3%	3%	3%	3%	2%
Total	56%	53%	53%	55%	56%	57%	55%	54%	53%	52%	51%	47%
CD/DVD/Video Games [1]	N/A	N/A	N/A	N/A	N/A	N/A	N/A	3%	4%	5%	5%	5%
DK/RF	2%	7%	8%	5%	5%	5%	4%	5%	7%	4%	4%	9%
Total First-Class Sent	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note: Totals may not sum due to rounding.

[1] CD/DVD/Video Games not collected as a separate category prior to 2007.

Table A8-5
Bills Paid by Method
Average Pieces per Household per Month
Years 2000 - 2011 (Diary Data)

Method	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Mail	8.9	8.7	8.7	8.4	8.5	8.0	7.4	7.3	6.7	5.9	5.4	5.0
Internet	.2	.4	.5	.8	1.2	1.5	1.8	2.3	3.1	3.3	3.3	3.6
Auto Deduction from Bank	.9	.8	1.0	1.0	1.2	1.3	1.3	1.4	1.4	1.4	1.5	1.5
In Person	.9	.7	.9	.8	.7	.7	.7	.7	.7	.6	.5	.5
Credit Card	N/A	N/A	.2	.3	.3	.3	.4	.4	.4	.3	.4	.4
Telephone	.1	.2	.2	.2	.2	.3	.3	.2	.3	.3	.3	.3
Total	10.9	10.8	11.5	11.4	12.2	12.0	12.0	12.3	12.4	11.8	11.5	11.3
Total Electronic [1]	1.2	1.4	1.9	2.2	3.0	3.3	3.8	4.3	5.0	5.3	5.5	5.7

Note: Totals may not sum due to rounding.

[1] Includes bills paid by Internet, Auto Deduction from Bank Account, Credit Card, Telephone and ATM

Table A8-6
Shares of Bills Paid by Method
Years 2000 - 2011 (Diary Data)

Method	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Mail	81%	80%	75%	73%	69%	67%	62%	60%	54%	54%	47%	45%
Internet	2%	4%	4%	7%	10%	12%	15%	18%	25%	24%	29%	32%
Auto Deduction from Bank	8%	8%	9%	9%	10%	11%	11%	11%	11%	12%	13%	13%
In Person	8%	7%	8%	7%	6%	6%	6%	5%	6%	5%	5%	4%
Credit Card	N/A	N/A	2%	2%	3%	3%	3%	3%	3%	3%	3%	3%
Telephone	1%	2%	1%	2%	2%	2%	3%	2%	2%	3%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Total Electronic [1]	11%	13%	17%	20%	25%	28%	32%	35%	41%	41%	48%	51%

Note: Totals may not sum due to rounding.

[1] Includes bills paid by Internet, Auto Deduction from Bank Account, Credit Card, Telephone and ATM

Table A8-7
Shares of Households using Method of Paying Bills
Years 2000 - 2011 (Diary Data)

Method	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Mail	94%	93%	94%	94%	94%	93%	92%	92%	89%	87%	83%	79%
Auto Deduction from Bank Account	34%	35%	43%	44%	51%	54%	53%	56%	49%	46%	52%	51%
Internet	4%	8%	12%	16%	23%	28%	33%	37%	43%	41%	51%	55%
In Person	33%	29%	33%	34%	31%	31%	35%	31%	30%	27%	27%	24%
Credit Card	N/A	N/A	15%	17%	19%	22%	24%	23%	18%	15%	19%	19%
Telephone	4%	7%	8%	10%	11%	14%	15%	13%	12%	12%	12%	13%

Note: Totals may not sum due to rounding.

Table A8-8
Type of Payments made by Mail
Pieces in Millions by Payee Type
Years 2000 - 2011 (Diary Data)

Payee	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Financial												
Credit Card	2,553	2,414	2,564	2,355	2,380	2,302	2,039	2,019	2,064	1,726	1,720	1,396
Bank, S&L, Credit Union	752	780	889	761	770	834	659	759	719	582	591	486
Insurance Company	858	750	908	756	867	805	781	785	766	726	716	606
Real Estate/Mortgage	368	332	353	310	380	398	356	369	303	295	318	275
Other Financial	168	130	100	99	57	78	90	96	99	57	52	32
Total Financial	4,699	4,407	4,814	4,282	4,454	4,418	3,924	4,028	3,951	3,386	3,397	2,796
Merchants												
Department Store	481	381	488	364	356	433	329	329	385	156	154	84
Publisher	499	408	471	374	373	321	326	289	334	269	211	200
Mail Order Company	298	278	254	194	193	180	203	151	131	113	101	52
Other Merchants	239	212	187	177	176	164	209	214	214	173	131	109
Total Merchants	1,518	1,280	1,401	1,109	1,098	1,097	1,067	983	1,065	710	597	446
Services												
Telephone Company	1,972	2,116	2,200	2,143	2,097	1,968	1,904	1,828	1,453	1,369	1,243	1,083
Utility Company	1,437	1,669	1,678	1,540	1,810	1,642	1,509	1,606	1,461	1,510	1,380	1,129
Medical and Other Professional	561	561	623	604	658	679	621	733	795	720	655	618
Cable TV	589	529	538	468	485	447	460	474	446	424	400	348
Other Service	24	47	31	54	41	34	24	30	43	16	10	11
Total Service	4,585	4,922	5,070	4,810	5,091	4,770	4,518	4,671	4,197	4,040	3,688	3,188
Manufacturers	302	364	409	318	374	388	299	406	381	345	341	167
Government	139	68	144	64	4	35	27	0	0	0	0	0
Social	0	0	0	0	0	0	0	0	0	0	0	0
Other/Don't Know/Refused	84	166	160	123	131	101	113	114	111	100	65	111
Total – All Industries	11,327	11,207	11,996	10,707	11,152	10,809	9,949	10,202	9,704	8,580	8,088	6,707

Note: Totals may not sum due to rounding.

Table A8-9
Type of Payments made by Mail
Percent of Bill Payments by Payee Type
Years 2000 - 2011 (Diary Data)

Payee	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Financial												
Credit Card	23%	22%	21%	22%	21%	21%	20%	20%	21%	20%	21%	21%
Bank, S&L, Credit Union	7%	7%	7%	7%	7%	8%	7%	7%	7%	7%	7%	7%
Insurance Company	8%	7%	8%	7%	8%	7%	8%	8%	8%	8%	9%	9%
Real Estate/Mortgage	3%	3%	3%	3%	3%	4%	4%	4%	3%	3%	4%	4%
Other Financial	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%
Total Financial	41%	39%	40%	40%	40%	41%	39%	39%	41%	39%	42%	42%
Merchants												
Department Store	4%	3%	4%	3%	3%	4%	3%	3%	4%	2%	2%	1%
Publisher	4%	4%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Mail Order Company	3%	2%	2%	2%	2%	2%	2%	1%	1%	1%	1%	1%
Other Merchants	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Total Merchants	13%	11%	12%	10%	10%	10%	11%	10%	11%	8%	7%	7%
Services												
Telephone Company	17%	19%	18%	20%	19%	18%	19%	18%	15%	10%	15%	16%
Utility Company	13%	15%	14%	14%	16%	15%	15%	16%	15%	18%	17%	17%
Medical and Other Professional	5%	5%	5%	6%	6%	6%	6%	7%	8%	10%	8%	9%
Cable TV	5%	5%	4%	4%	4%	4%	5%	5%	5%	5%	5%	5%
Other Service	0%	0%	0%	1%	0%	0%	0%	0%	0%	4%	0%	0%
Total Service	40%	44%	42%	45%	46%	44%	45%	46%	43%	47%	46%	48%
Manufacturers	3%	3%	3%	3%	3%	4%	3%	4%	4%	0%	4%	2%
Government	1%	1%	1%	1%	0%	0%	0%	0%	0%	4%	0%	0%
Social	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other/Don't Know/Refused	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
Total – All Industries	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note: Totals may not sum due to rounding.

Table A8-10
Share of Households by Internet Access type
Years 2000 - 2011 (Diary Sample)

Type of Access	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
None	N/A	N/A	N/A	N/A	29%	28%	28%	23%	22%	21%	20%	18%
Total Internet Access	N/A	N/A	N/A	N/A	71%	72%	72%	77%	78%	79%	80%	82%
Dial-up	N/A	N/A	N/A	N/A	38%	35%	28%	20%	13%	8%	6%	4%
Cable Modem					14%	16%	20%	25%	27%	30%	34%	38%
Other Broadband					6%	6%	6%	4%	6%	6%	12%	15%
DSL					10%	13%	18%	26%	30%	31%	25%	24%
Other/DK/RF					3%	2%	1%	2%	2%	3%	2%	2%
Total	N/A	N/A	N/A	N/A	100%	100%	100%	100%	100%	100%	100%	100%

Note: Totals may not sum due to rounding.

Note: Type of Internet Access not collected prior to 2004.

Table A8-11
Number of Purchases Made over the Internet over the past month
Percent of Households
Years 2000 - 2011 (Recruitment Data)

	2000	**2001**	**2002**	**2003**	**2004**	**2005**	**2006**	**2007**	**2008**	2009	2010	2011
All Households												
None	86%	89%	78%	75%	71%	70%	60%	57%	56%	53%	53%	48%
1	6%	4%	8%	9%	10%	11%	9%	9%	8%	8%	8%	8%
2	3%	3%	5%	6%	8%	8%	10%	10%	10%	10%	10%	11%
3-5	3%	3%	6%	7%	8%	8%	14%	15%	16%	17%	17%	19%
6-10	1%	1%	2%	2%	2%	3%	5%	6%	6%	7%	8%	9%
More than 10	0%	0%	1%	1%	1%	1%	2%	3%	3%	4%	5%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Households that Made 1+ purchases												
1	42%	36%	37%	38%	36%	35%	23%	20%	19%	18%	16%	15%
2	23%	26%	25%	23%	26%	25%	24%	23%	23%	22%	21%	22%
3-5	24%	28%	26%	26%	28%	27%	35%	35%	36%	37%	36%	37%
6-10	7%	7%	8%	9%	8%	8%	13%	15%	15%	15%	16%	16%
More than 10	3%	3%	3%	4%	3%	4%	5%	7%	8%	9%	10%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note: Totals may not sum due to rounding.

Table A8-12
Advertising Volume
Pieces in Millions
Years 2000 - 2011 (Diary Data)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
First-Class Ads	15,335	19,146	18,376	17,450	16,329	18,395	17,997	16,888	16,445	14,482	12,933	12,615
Advertising Only	7,930	10,743	10,624	9,659	8,840	10,546	10,343	9,034	8,257	6,648	6,212	5,256
Secondary Advertising	7,404	8,402	7,752	7,791	7,489	7,849	7,653	7,854	8,187	7,834	6,721	7,358
Standard Ads [1]	60,496	72,174	71,088	74,205	78,119	83,498	86,874	83,411	82,994	70,631	70,559	72,382
Total Ads	75,830	91,319	89,464	91,655	94,448	101,893	104,871	100,299	99,438	85,113	83,492	84,996
First-Class Ads Share of Total Ads	20%	21%	21%	19%	17%	18%	17%	17%	17%	17%	15%	15%

Note: Totals may not sum due to rounding.

[1] Prior to 2007 Standard mail volumes were inflated by about 3 billion pieces due to a double count of Detached Address Labels in the Carrier Cost System (CCS). Also, volumes through 2007 were understated by about 2 to 3 billion pieces in the CCS. These CCS volumes are used as a control for survey results.

Table A8-13A
Advertising Mail By Sender Type
Pieces in Millions
Years 2000 - 2011 (Diary Data)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
First-Class Ads [1]												
Financial	6,111	7,876	8,057	7,375	7,036	8,578	7,948	6,696	6,003	5,418	4,747	4,681
Merchants	4,241	5,063	4,263	4,092	3,811	4,033	3,955	3,681	3,621	2,438	2,427	2,185
Services	3,517	4,564	4,608	4,545	4,222	4,328	4,541	4,904	5,134	5,285	4,503	4,666
Manufacturers	286	406	376	388	388	401	373	469	476	329	272	210
Government	230	286	275	277	272	405	427	349	334	307	288	270
Social	836	891	718	680	564	595	675	704	695	659	613	572
Other	114	60	78	93	36	55	78	84	181	46	84	30
Total	15,335	19,146	18,376	17,450	16,329	18,395	17,997	16,888	16,445	14,482	12,933	12,615
Standard Ads [2]												
Financial	8,156	12,641	13,397	13,961	16,306	19,367	19,909	17,921	17,502	12,786	14,508	17,501
Merchants	23,645	29,709	28,707	27,623	27,904	28,896	30,243	29,750	28,690	25,319	24,292	23,650
Services	6,194	9,099	8,213	8,932	9,082	9,953	9,622	10,944	11,626	10,359	10,485	10,556
Manufacturers	846	1,220	1,102	1,401	1,399	1,643	1,537	1,529	1,488	1,474	1,471	1,491
Government	1,053	1,089	1,192	973	1,166	1,283	1,626	1,408	1,575	1,043	982	863
Social	11,911	10,632	10,759	12,722	13,135	13,695	14,198	13,791	13,936	11,988	11,660	11,390
From Multiple Organizations	5,309	6,346	6,452	7,296	7,567	7,475	8,367	7,162	7,457	6,747	6,206	6,093
Other	3,381	1,437	1,267	1,297	1,560	1,186	1,371	907	720	915	956	839
Total	60,496	72,174	71,088	74,205	78,119	83,498	86,874	83,411	82,994	70,631	70,559	72,382
Total Ads												
Financial	14,267	20,517	21,453	21,337	23,342	27,945	27,857	24,617	23,505	18,204	19,255	22,182
Merchants	27,886	34,772	32,970	31,715	31,716	32,929	34,198	33,431	32,311	27,757	26,719	25,835
Services	9,711	13,663	12,821	13,477	13,304	14,281	14,164	15,848	16,761	15,644	14,988	15,222
Manufacturers	1,131	1,626	1,478	1,789	1,787	2,044	1,909	1,998	1,963	1,803	1,742	1,701
Government	1,283	1,375	1,467	1,249	1,439	1,688	2,053	1,757	1,909	1,351	1,269	1,133
Social	12,747	11,523	11,477	13,402	13,698	14,290	14,873	14,495	14,631	12,647	12,273	11,961
From Multiple Organizations	5,309	6,346	6,452	7,296	7,567	7,475	8,367	7,162	7,457	6,747	6,206	6,093
Other	3,495	1,497	1,345	1,390	1,597	1,242	1,450	991	901	961	1,041	869
Total	75,830	91,319	89,464	91,655	94,448	101,893	104,871	100,299	99,438	85,113	83,492	84,996

Note: Totals may not sum due to rounding.

[1] Includes Secondary Advertising

[2] Prior to 2007 Standard mail volumes were inflated by about 3 billion pieces due to a double count of Detached Address Labels in the Carrier Cost System (CCS). Also, volumes through 2007 were understated by about 2 to 3 billion pieces in the CCS. These CCS volumes are used as a control for survey results.

Table A8-13A2
Advertising ONLY (no secondary) Mail By Sender Type
Pieces in Millions
Years 2000 - 2011 (Diary Data)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
First-Class Ads [1]												
Financial	2,928	4,061	4,546	3,948	3,617	4,792	4,468	3,410	2,857	1,902	1,708	1,512
Merchants	3,096	3,854	3,269	3,086	2,863	3,052	3,057	2,735	2,572	2,056	2,049	1,808
Services	1,411	2,214	2,240	2,042	1,823	1,958	2,047	2,222	2,090	2,217	1,987	1,604
Manufacturers	244	345	337	342	357	375	334	382	353	290	255	182
Government	81	112	129	117	135	288	323	205	190	156	165	136
Social	107	115	51	39	18	38	44	18	19	0	0	0
Other	62	42	53	86	27	43	69	63	176	28	48	15
Total	7,930	10,743	10,624	9,659	8,840	10,546	10,343	9,034	8,257	6,648	6,212	5,256
Standard Ads [2]												
Financial	8,156	12,641	13,397	13,961	16,306	19,367	19,909	17,921	17,502	12,786	14,508	17,501
Merchants	23,645	29,709	28,707	27,623	27,904	28,896	30,243	29,750	28,690	25,319	24,292	23,650
Services	6,194	9,099	8,213	8,932	9,082	9,953	9,622	10,944	11,626	10,359	10,485	10,556
Manufacturers	846	1,220	1,102	1,401	1,399	1,643	1,537	1,529	1,488	1,474	1,471	1,491
Government	1,053	1,089	1,192	973	1,166	1,283	1,626	1,408	1,575	1,043	982	863
Social	11,911	10,632	10,759	12,722	13,135	13,695	14,198	13,791	13,936	11,988	11,660	11,390
From Multiple Organizations	5,309	6,346	6,452	7,296	7,567	7,475	8,367	7,162	7,457	6,747	6,206	6,093
Other	3,381	1,437	1,267	1,297	1,560	1,186	1,371	907	720	915	956	839
Total	60,496	72,174	71,088	74,205	78,119	83,498	86,874	83,411	82,994	70,631	70,559	72,382
Total Ads												
Financial	11,084	16,702	17,942	17,909	19,923	24,160	24,377	21,331	20,359	14,688	16,216	19,013
Merchants	26,741	33,563	31,975	30,709	30,768	31,948	33,301	32,484	31,262	27,375	26,341	25,457
Services	7,605	11,313	10,453	10,974	10,905	11,911	11,669	13,166	13,716	12,576	12,472	12,160
Manufacturers	1,090	1,565	1,438	1,743	1,756	2,017	1,871	1,911	1,841	1,764	1,726	1,673
Government	1,134	1,201	1,321	1,089	1,301	1,572	1,949	1,613	1,765	1,199	1,146	999
Social	12,019	10,747	10,811	12,761	13,153	13,733	14,243	13,809	13,955	11,988	11,660	11,390
From Multiple Organizations	5,309	6,346	6,452	7,296	7,567	7,475	8,367	7,162	7,457	6,747	6,206	6,093
Other	3,443	1,480	1,320	1,383	1,588	1,229	1,440	969	896	942	1,004	853
Total	68,426	82,917	81,712	83,864	86,959	94,044	97,217	92,445	91,251	77,279	76,772	77,638

Note: Totals may not sum due to rounding.

[1] Includes Secondary Advertising

[2] Prior to 2007 Standard mail volumes were inflated by about 3 billion pieces due to a double count of Detached Address Labels in the Carrier Cost System (CCS). Also, volumes through 2007 were understated by about 2 to 3 billion pieces in the CCS. These CCS volumes are used as a control for survey results.

Table A8-14
Advertising Mail By Sender Type
Percent of Pieces
Years 2000 - 2011 (Diary Data)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
First-Class Ads [1]												
Financial	40%	41%	44%	42%	43%	47%	44%	40%	37%	37%	37%	37%
Merchants	28%	26%	23%	23%	23%	22%	22%	22%	22%	17%	19%	17%
Services	23%	24%	25%	26%	26%	24%	25%	29%	31%	36%	35%	37%
Manufacturers	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%	2%	2%
Government	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Social	5%	5%	4%	4%	3%	3%	4%	4%	4%	5%	5%	5%
Other	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard Ads [2]												
Financial	13%	18%	19%	19%	21%	23%	23%	21%	21%	18%	21%	24%
Merchants	39%	41%	40%	37%	36%	35%	35%	36%	35%	36%	34%	33%
Services	10%	13%	12%	12%	12%	12%	11%	13%	14%	15%	15%	15%
Manufacturers	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Government	2%	2%	2%	1%	1%	2%	2%	2%	2%	1%	1%	1%
Social	20%	15%	15%	17%	17%	16%	16%	17%	17%	17%	17%	16%
From Multiple Organizations	9%	9%	9%	10%	10%	9%	10%	9%	9%	10%	9%	8%
Other	6%	2%	2%	2%	2%	1%	2%	1%	1%	1%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Total Ads												
Financial	19%	22%	24%	23%	25%	27%	27%	25%	24%	21%	23%	26%
Merchants	37%	38%	37%	35%	34%	32%	33%	33%	32%	33%	32%	30%
Services	13%	15%	14%	15%	14%	14%	14%	16%	17%	18%	18%	18%
Manufacturers	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Government	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%
Social	17%	13%	13%	15%	15%	14%	14%	14%	15%	15%	15%	14%
From Multiple Organizations	7%	7%	7%	8%	8%	7%	8%	7%	7%	8%	7%	7%
Other	5%	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note: Totals may not sum due to rounding.

[1] Includes Secondary Advertising

[2] Prior to 2007 Standard mail volumes were inflated by about 3 billion pieces due to a double count of Detached Address Labels in the Carrier Cost System (CCS). Also, volumes through 2007 were understated by about 2 to 3 billion pieces in the CCS. These CCS volumes are used as a control for survey results.

Table A8-15
Treatment Of Advertising Material By Household Income
Percent of Households
Years 2000 - 2011 (Recruitment Data)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Usually Read - Total	15%	13%	13%	13%	15%	15%	15%	17%	17%	17%	19%	21%
Under $25K	51%	41%	36%	41%	34%	33%	33%	34%	31%	39%	40%	41%
$25 - $ 49.9	28%	28%	26%	27%	30%	29%	29%	29%	27%	25%	26%	23%
$50 - $64.9	10%	13%	13%	12%	14%	14%	13%	13%	16%	12%	13%	11%
$65 +	10%	19%	25%	21%	22%	24%	25%	24%	26%	24%	21%	26%
Usually Scan - Total	40%	38%	37%	38%	38%	38%	36%	33%	30%	29%	27%	26%
Under 25K	36%	27%	22%	25%	23%	21%	21%	19%	18%	20%	22%	22%
$25 - $ 49.9	33%	30%	26%	27%	28%	26%	26%	26%	25%	25%	25%	21%
$50 - $64.9	14%	14%	17%	17%	16%	17%	15%	16%	14%	14%	15%	12%
$65 +	17%	30%	35%	31%	33%	35%	37%	40%	43%	41%	38%	45%
Read Some - Total	27%	29%	30%	31%	32%	32%	32%	31%	32%	34%	35%	32%
Under 25K	32%	24%	18%	19%	18%	18%	17%	17%	16%	19%	20%	20%
$25 - $ 49.9	35%	28%	26%	26%	24%	23%	26%	23%	23%	22%	22%	21%
$50 - $64.9	14%	12%	16%	17%	17%	17%	16%	15%	15%	14%	15%	12%
$65 +	18%	36%	40%	38%	41%	42%	41%	45%	45%	45%	43%	48%
Usually Don't Read - Total	17%	20%	19%	18%	16%	15%	17%	19%	20%	20%	18%	21%
Under 25K	39%	30%	25%	25%	22%	22%	18%	20%	19%	20%	26%	23%
$25 - $ 49.9	31%	25%	23%	25%	22%	22%	25%	22%	21%	21%	19%	21%
$50 - $64.9	13%	12%	15%	15%	14%	16%	16%	14%	14%	14%	13%	13%
$65 +	17%	33%	37%	35%	42%	40%	41%	44%	45%	45%	42%	43%

Note: Totals may not sum due to rounding.

Appendix B: Methodology

Study Design and Methodology

The U.S. Postal Service Household Diary Study (HDS), conducted by NuStats on behalf of the Volume and Revenue Forecasting division of the Postal Service's Finance Department, is a continuously fielded study that measures household mail volumes, mail usage, and attitudes about the mail and advertising.

The HDS uses a two-stage survey design: Stage 1 is an interviewer-mediated household recruitment interview. Stage 2 is a self-completion mail diary [Appendix C contains the survey instruments]. The HDS uses a multi-mode approach to minimize response bias, to improve data accuracy through efficient data checking and household re-contacts, and to provide immediate telephone assistance to participants during their diary week.

Household Recruitment Interview
The **household recruitment interview** collects information on household and individual demographics, recall of mail sent and received, adoption and use of communications technologies, bill payment behavior, and attitudes towards advertising.

Mail Diary
The **mail diary** covers a seven-day period (Monday to Sunday) and collects information on the number of mail pieces received and sent, industry source, mail characteristics, and attitudes regarding mail received.

Sample Design

This section describes the household selection process for participation in the HDS. A sample is the representative subset of the survey population used to gain information about the entire population. The population of inference for the HDS is all U.S. households. The probability design ensures each household has an equal chance of selection.

The sample design allows projections of results to all U.S. households. The Postal Service provided an address sample that NuStats matched for known telephone listings. Generally, the study was conducted using telephone sampling for household selection and screening, followed by diaries mailed to eligible households and completed by each household unit. Households without telephones were contacted via U.S. Mail. The sample design involves a systematic sample stratified by strata (or urban/rural location) and Census regions, ensuring even coverage across the United States.

A master national sample was specified and drawn by in-house sampling statisticians. The Postal Service drew the household probability sample from the national address database following NuStats specifications. The master list, sorted by ZIP code, was used to draw a systematic stratified sample, which was then tagged with variables indicating each housing unit's geographic location in terms of Census region and stratum.

Sample was drawn for each of the four quarters based on known proportions of households within a Census region and urban or rural location. Census regions are defined by state. Urban and rural location is defined by county and metropolitan status as defined by the U.S. Census Bureau. The strata are defined by county as follows:

- **Stratum 1:** Counties that are part of the 30 largest metropolitan areas in the United States, as defined by population, according to 100 percent counts of the Census 2010.
- **Stratum 2:** Counties that are part of metropolitan areas but are not in Stratum 1.
- **Stratum 3:** Counties that are not part of a metropolitan area.

Quarterly sample frames were then derived based on the amount of sample needed for each quarter, and sample was allocated to region and strata cells based on known proportions as indicated by Census 2010 counts of households.

The sample was continuously "fielded" throughout all 52 weeks of the year. Sample was released in a manner designed to recruit equal sample sizes for each diary week, resulting in a sample file of at least 5,200 households. Table B.1 below shows the distribution of recruited and completed households.

Table B.1:
Sample by Postal Quarter

Quarter	Required Sample	Recruited Households	Completed Households
Quarter 1	1,300	2,005	1,320
Quarter 2	1,300	1,999	1,281
Quarter 3	1,300	2,038	1,308
Quarter 4	1,300	1,979	1,291
Total	**5,200**	**8,021**	**5,200**

Data Collection Method

The study uses a two-stage design in which households are recruited to participate in the diary study in a household interview (Stage 1) and recruited households complete a seven-day diary of mail received and sent (Stage 2).

Stage 1: Household Recruitment Interview

The main function of the household recruitment interview is to recruit households to participate in the diary study. In addition, the interview collects information on household and person demographics, recall of mail sent and received, adoption and use of communication technologies, bill payment behavior, and attitudes towards advertising.

Households completed the recruitment interview via computer-assisted telephone interviewing (CATI) technology. The FY 2011 household interview consisted of 8,021 completed interviews with an adult member (age 18 or older) in the household. These respondents represented a cross-section of U.S. households by geography. The household interview contained 130 data items and took an average of 25 minutes to administer. The flow of the interview included the following elements:

- **Introduction.** Each interview began with an introduction and purpose of the interview. The interviewer also verified the respondent's address.
- **Technology adoption and use.** Questions were asked about ownership and use of personal computers, Internet, and other electronic communication.
- **Mail volume recall.** The respondent was asked to summarize how many personal letters, greeting cards, electronic greeting cards, and packages all members of the household have sent in a particular time period.
- **Use of postal services.** The use of post offices, post office boxes, and private mailing services was explored.
- **Bill payments.** Bill payment volumes, methods, and timing were explored in depth.
- **Periodicals.** A summary of magazine and newspaper volumes received by the household were collected.
- **Advertising.** Descriptions of advertising received by the household as well as attitudes about the advertising, and orders placed because of it, were elicited.
- **Online shopping.** Respondents were asked about their online shopping habits, including questions about shipping methods.
- **Financial accounts and credit cards.** Respondents were asked to summarize the total accounts and credit cards held by the household.
- **Household and person demographics.** Demographic items included gender, age, marital status, employment status, educational attainment, race/ethnicity, household income, household wage earners, home ownership, residence tenure, and dwelling type.

The completion rate for the FY 2011 study (defined as the proportion of respondents who completed the diary portion relative to all recruited respondents) was 64.8 percent. This represents a decrease of 2.4 percent from 2010. Most recruitment refusals took place prior to hearing who NuStats was and why the firm was calling. Refusal households that were later re-contacted cited time constraints and privacy concerns as reasons for not participating.

Stage 2: Mail Diary Package

Recruited households were sent mail diaries, instructions, and a toll-free "help" telephone number. The night before the beginning of an assigned diary week, NuStats made reminder calls to households to confirm receipt of the diary package and to answer any questions. If the diary package was not received by this time, NuStats re-confirmed the address, assigned a new diary week, and re-sent the diary package.

The diary package contains a Certificate of Appreciation, Instruction Booklet, and a photo-based "Quick Start" sheet. The Instruction Booklet provided information about the study, answers to frequently asked questions, instructions for filling out the diary, guidelines for sorting mail, and examples of mail markings.

The diary instrument was composed of two parts:

- **The Question sheets.** The Question sheets are color-coded by mail classification (First-Class Mail received, First-Class Mail sent, Standard, Nonprofit, etc.). Information collected about each mail classification included: type of mail piece (i.e., envelope, postcard, catalog), receiver ZIP code, sender ZIP code, mail classification, mail type, sender type, information about advertising enclosed, and receiver reaction or responses to the mail piece.
- **Seven answer booklets, each specific to a day of the week.** Each booklet was arranged by mail classification and color-coded to correspond to the question sheets.

Households were instructed to enclose pertinent information from each mail piece received to enable NuStats editors to verify or clarify quantity and classes of mail recorded in the diaries. NuStats used a three-stage editing process to check the accuracy of the diary information recorded by each household. First, returned diary packages were culled for those that represented a reasonable attempt to complete the diary. Second, the diary information recorded for each day were checked to ensure sufficient and logical answers, as well as to verify recorded information against the mail markings returned in the package. The diaries were then scanned using Optical Character Recognition (OCR) software. In stage three, a verifier re-checked the diary information recorded in the OCR software for each day. This second edit functions as a quality control check to ensure data accuracy.

During the editing process, a small number of correction callbacks were made to households to clarify information or to fill-in missing information. Overall, about three percent of returned diaries did not pass the edit checking process.

Of the 8,021 households recruited to receive a diary package, 5,200 actually returned acceptable completed diaries (defined as containing data suitable for analysis) to NuStats, for a completion rate of 64.8 percent.

Data Processing

Data Management

Data management entails processing the information resulting from the Household Interview and Mail Diaries, making it available for analysis, storing it, and documenting it. Household interviews were conducted using CATI technology, where the questionnaire and relevant data checks were programmed into a master questionnaire that was used by all interviewers to administer the survey. Recorded data was extracted from the CATI software into a database management file.

Returned diary information was recorded (entered) through optical scanning technology. The diary data, once scanned using Teleform software, was captured in a database management file.

After completion of data collection, editing and entry tasks, the survey data were contained in 9 data files. One data file contained the Household Interview data. The Mail Diary data were in 8 files—one for each mail classification (First-Class Mail received, First-Class Mail sent, etc.). These files were all developed in SAS-PC.

The file variables were identified by variable name. For each file variable, the File Information contains:

- Label, which is a brief description of the variable;
- Measurement level, which specifies the level of measurement as scale (numeric data on an interval or ratio scale), ordinal, or nominal. Nominal and ordinal data can be either string (alphanumeric) or numeric;
- Value formats, which identify the response codes; and
- Column width and alignment.

Several SAS programming operations were necessary to put the Mail Diary data in the desired form for analysis. The structure for these programs was contained in a separate File Information document that accompanied the data delivery.

Various edit routines were used to check the consistency of the reported data and to identify reporting or entry errors. Routine edit checks were conducted to examine questionnaire responses for reasonableness and consistency across items. Routine checks included such items as:

- Response code range checks;
- Checks for proper data skips and patterns of answering questions consistent with prior answers;
- Checks for realistic responses (e.g., number of online purchases possible in one month); and
- Checks for high frequency of item non-response (missing data from question refusals).

When conducting these checks, data were compared against the actual survey forms. NuStats identified extreme values that were impossible or unlikely, and corrected inconsistent data when possible. For

example, extremely high numbers of computers owned by a household were examined to determine whether or not they were legitimate.

Some extreme/inconsistent data values unable to be corrected or verified were edited to missing values.

In addition, NuStats performed in-depth customized data checks to ensure data within each record of the Household Interview were logically consistent. For example, a respondent should have reported paying bills online only if he/she also reported having Internet access. Customized checks were also used to ensure consistency between the Household Interview and Mail Diary data. For example, an addressee was identified as a child (under 18) in the diary only if the household also reported having a child in the Household Interview.

Raw variables, derived variables, and analytical programs were documented in a data documentation binder that accompanied the data delivery. Any information that could be directly or indirectly used to identify individual respondents, such as respondent names, addresses, or telephone numbers, were removed to protect respondent confidentiality and privacy. Such information is stored in a locked archival file.

Sample Demographic Profile (All Counts Unweighted), Government Fiscal Year 2011

Table B.2:
Annual Household Income by Recruitment/Retrieval Status

Annual Household Income	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
Under $10,000	146	233	379	3.3%	7.8%
$10,000 - $14,999	183	187	370	4.1%	5.9%
$15,000 - $19,999	189	150	339	4.2%	6.1%
$20,000 - $24,999	280	157	437	6.2%	5.8%
$25,000 - $34,999	388	218	606	8.7%	10.9%
$35,000 - $49,999	543	277	820	12.1%	13.9%
$50,000 - $64,999	617	282	899	13.8%	11.5%
$65,000 - $79,999	579	233	812	12.9%	8.8%
$80,000 - $99,999	543	221	764	12.1%	8.8%
$100,000 or more	1,014	420	1,434	22.6%	20.4%
Don't Know	135	135	270	N/A	N/A
Refused	583	308	891	N/A	N/A
Total	**5,200**	**2,821**	**8,021**	**100.0%**	**100.0%**

Notes:
Sample Percent based only on retrieved households that provided a response to the Household Income question.
Population percent based on U.S. Census Bureau, Current Population Survey Annual Demographic File (March 2011).

Table B.3:
Number of Adults in Household by Recruitment/Retrieval Status

Number of Adults in Household	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
One	1,262	817	2,079	24.3%	27.6%
Two	2,215	1,020	3,235	42.6%	33.5%
Three	788	402	1,190	15.2%	15.6%
Four	587	327	914	11.3%	13.4%
Five or More	348	255	603	6.7%	9.9%
Total	**5,200**	**2,821**	**8,021**	**100.0%**	**100.0%**

Notes:
Sample Percent based only on retrieved households.
Population percent based on U.S. Census Bureau, Current Population Survey Annual Demographic File (March 2011).

Table B.4:
Geographic Region by Recruitment/Retrieval Status

Geographic Region	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
Northeast	897	552	1,449	17.3%	19.2%
Midwest	1,181	630	1,811	22.7%	23.4%
South	1,858	1,073	2,931	35.7%	36.0%
West	1,264	566	1,830	24.3%	21.3%
Total	**5,200**	**2,821**	**8,021**	**100.0%**	**100.0%**

Notes:
Sample Percent based only on retrieved households.
Population percent based on U.S. Census Bureau, Census 2010, Summary File 3, Table H6 (Occupied Housing Units).

Table B.5:
Urban/Rural Location by Recruitment/Retrieval Status

Urban/Rural Location	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
30 Largest Metro Areas	2,597	1,416	4,013	49.9%	48.7%
Other Metro Areas	1,572	829	2,401	30.2%	29.9%
Non-Metropolitan Areas	1,031	576	1,607	19.8%	21.4%
Total	**5,200**	**2,821**	**8,021**	**100.0%**	**100.0%**

Notes:
Sample Percent based only on retrieved households.
Population percent based on U.S. Census Bureau, Census 2010; Strata based on Metro Area Classification by County.

Table B.6:
Age of Head of Household by Recruitment/Retrieval Status

Age of Head of Household	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
18 - 24	68	67	135	1.3%	5.1%
25 - 44	1,049	667	1,716	20.4%	34.8%
45 - 64	2,296	1,135	3,431	44.6%	38.6%
65+	1,737	921	2,658	33.7%	21.5%
Refused	50	31	81	N/A	N/A
Total	**5,200**	**2,821**	**8,021**	**100.0%**	**100.0%**

Notes:
Sample Percent based only on retrieved households that provided a valid response.
Population percent based on U.S. Census Bureau, Current Population Survey Annual Demographic File (March 2011).

Table B.7:
Educational Attainment of Head of Household by Recruitment/Retrieval Status

Educational Attainment of Head of Household	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
8th grade or less	56	82	138	1.1%	4.4%
Some high school	133	171	304	2.6%	7.7%
High school graduate	1,127	844	1,971	21.8%	29.6%
Some college	954	533	1,487	18.5%	18.6%
Technical school graduate	257	167	424	5.0%	4.4%
College graduate	1,541	625	2,166	29.8%	24.5%
Postgraduate work	1,097	377	1,474	21.2%	10.7%
Refused	35	22	57	N/A	N/A
Total	**5,200**	**2,821**	**8,021**	**100.0%**	**100.0%**

Notes:
Sample Percent based only on retrieved households that provided a valid response.
Population percent based on U.S. Census Bureau, Current Population Survey Annual Demographic File (March 2011).

Data Weighting and Expansion

This section explains the methodology used for creating sampling and expansion weights for the FY 2011 Household Diary Study.

The FY 2011 HDS uses both weighting and expansion factors to 1) adjust the sample data to match population parameters and 2) expand mail volumes exhibited in the diary sample to all U.S. households.

Weighting Procedures, FY 2011 Recruitment Data

Sampling weights were produced separately for the households that participated in the recruitment phase of the FY 2011 HDS, and those that completed and returned a diary. There were two main weighting variables: Geography and Education. FY 2011 recruitment geographic weights were derived from sample households' strata and region:

Strata: As mentioned previously, there are three strata. A household was classified within strata as residing in the top 30 metropolitan areas nationwide, any other metropolitan area, or a non-metropolitan area.[1] Table B.8 provides unweighted sample counts from FY 2011 recruitment data for strata:

Table B.8:
HDS 2011 Recruitment Data: Urban/Rural Location

Urban/ Rural Location	Household	Percent	Cumulative Percent
30 Largest Metro Areas	4,013	49.9%	49.9%
Other Metro Areas	2,401	30.2%	80.1%
Non-Metro Counties	1,607	19.8%	100.0%
Total	**8,021**	**100.0%**	

[1] Metropolitan area is defined within the sample according to the official definition used by the U.S. Census Bureau, commonly referred to as Metropolitan Statistical Areas (MSAs). Metropolitan areas are defined as single- or multi-county areas. Non-metropolitan areas are counties that do not belong to a metropolitan area. Each sample county was assigned to a stratum according to its metropolitan status.

Regions: Households were classified by state. There are four mutually exclusive regions as defined by the U.S. Census Bureau (along with respective states):

Four Census Regions:

Northeast: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

Midwest: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

South: Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

West: Arizona, Alaska, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming.

Table B.9:
HDS 2011 Recruitment Data: Geographic Region

Geographic Region	Households	Percent	Cumulative Percent
Northeast	1,449	17.3%	17.3%
Midwest	1,811	22.7%	40.0%
South	2,931	35.7%	75.7%
West	1,830	24.3%	100.0%
Total	**8,021**	**100.0%**	

Strata/Regions: Table B.10 indicates the distribution of households from the FY 2011 recruitment sample within strata and regions.

Population parameters for the intersection of the three strata and four regions were based on 2010 Census counts of households by county. As Table B.10 shows, each county was grouped according to its location within these 12 mutually exclusive and collectively exhaustive geographic categories.

To calculate the weight for each strata/region interval, the population percentage was divided by the sample percentage. Geography weights appear in the last column to the right in Table B.11.

Table B.10:
Distribution of Households within Strata and Region

Geographic Region	Stratum *(Urban/Rural Location)*			Total
	30 Largest Metro Areas	Other Metro Areas	Non-Metro Areas	
Northeast	1,036	257	156	**1,449**
Midwest	960	438	413	**1,811**
South	876	1,292	763	**2,931**
West	1,141	414	275	**1,830**
Total	**4,013**	**2,401**	**1,607**	**8,021**

Table B.11:
HDS 2011 Recruitment Data: Construction of Geographic Weight

Stratum	Geographic Region	Households *(Population)*	Percent	Households *(Sample)*	Percent	Weight
30 Largest Metro Areas	Northeast	8,679,534	7.96%	1,036	12.9%	.62
	Midwest	11,759,871	10.79%	960	12.0%	.90
	South	16,492,511	15.13%	876	10.9%	1.39
	West	13,800,893	12.66%	1,141	14.2%	.89
Other Metro Areas	Northeast	7,316,645	6.71%	257	3.2%	2.10
	Midwest	9,982,770	9.16%	438	5.5%	1.68
	South	19,849,344	18.21%	1,292	16.1%	1.13
	West	9,074,069	8.33%	414	5.2%	1.61
Non-Metro Areas	Northeast	1,485,685	1.36%	156	1.9%	.70
	Midwest	3,551,875	3.26%	413	5.1%	.63
	South	5,200,840	4.77%	763	9.5%	.50
	West	1,796,099	1.65%	275	3.4%	.48
Totals		**108,990,136**	**100.0%**	**8,021**	**100.0%**	**1.00**

Source: Household Population Estimates based on U.S. Census Bureau, 2010 Census.

Education: In addition to weighting for differences in geography between the sample and the population, an additional weight was created based on differences in the educational attainment of the head of household. For those households in which either more than one person was identified as the head of household or no individual was identified as the head of household, one was chosen based on the following sequence of criteria: 1) oldest male or 2) oldest female (if no male exists). For cases in which two candidates for the head of the household were of the same age, the respondent on the phone was chosen.

Known population parameters were based on weighted proportions derived from the U.S. Census Bureau's Current Population Survey annual demographic file for March 2011. For cases in which the head of household refused to provide his/her education level, an educational level was imputed based on the average educational level of like cases. There were 57 such cases in 2011; mean levels of educational attainment were based on geography (strata and regions), as well as age and income level, if provided.

Table B.12:
HDS 2011 Recruitment Data: Construction of Educational Attainment Weight

Educational Attainment	Households *(Population)*	Percent	Households *(Sample)*	Percent	Weight
8th Grade or Less	5,248,559	4.4%	138	1.7%	2.57
Some high school	9,146,246	7.7%	305	3.8%	2.03
High school graduate	35,116,160	29.6%	1,979	24.7%	1.20
Some college	22,131,142	18.6%	1,506	18.8%	0.99
Technical school graduate	5,196,947	4.4%	448	5.6%	0.78
College graduate	29,126,828	24.5%	2,171	27.1%	0.91
Postgraduate work	12,716,382	10.7%	1,474	18.4%	0.58
Totals	**118,682,265**	**100.0%**	**8021**	**100.0%**	**1.00**

Note: Education responses include imputed Don't Know/Refused answers.

Weighting Procedures, FY 2011 Diary Data

As mentioned above, 8,021 households participated in the recruitment phase of the FY 2011 HDS, and 5,200 households completed usable diaries. Balancing weights for the FY 2011 HDS diary data were developed in the same way as for the recruitment data. An additional age weight was derived based on the age of the head of household using the following categories: 18–21, 22–24, 25–34, 35–44, 45–54, 55–64, 65–69, 70–74, and over 75 years old.

Other adjustments to weights used in the diary data included a quarterly adjustment, which accounted for variances in sampling across postal quarters. All component weights were multiplied together and normalized to ensure that the number of weighted cases equals the number of unweighted cases.

A final adjustment in the form of expansion factors was made to expand the sample to the level of total households in the United States at the time of data collection, which was 118.68 million. The number of households in the United States was divided into the number of households that participated in the diary portion of the survey. The resultant factor was applied to each household in the survey. The expansion factor was multiplied by the sampling weight and then multiplied by 52 (the number of calendar weeks in one year) to derive nationwide annual volume estimates from the sample data.

Expansion Factor

118,682,265 / 5,200 = 22,823.5

Component Weight:

$$\omega = \frac{Ps / Pt}{Ss / St},$$

Where Ps = population count in cohort and
Pt = total population count
Ss = sample count in cohort
St = total sample count

Adjustment Factors

In order to account for variations in the reporting of household mail volumes, three types of adjustment factors were used:

1) Destination adjustment factors;

2) Household-to-Household adjustment factors; and

3) Household-to-Non-household adjustment factors.

Destination adjustment factors were based on an average of historical ratios of volumes derived from FY 2011 HDS sample data and mailing volumes reported in the Postal Service's RPW report. These destination adjustment factors were applied to First-Class Mail, Standard and Nonprofit Mail, Package and Shipping Services, and Periodicals.

Household-to-household adjustment factors were applied based on the logic that mail originating and destinating in households form a "closed loop." In other words, mail sent by households to households should equal mail received by households from households. (This situation does not necessarily exist within the confines of a finite sample since households may receive mail from households outside the sampling frame.) Therefore, household mail sent is adjusted to equal household mail received. This factor (1.14) was applied to personal First-Class Mail.

Household-to-non-household adjustment factors were applied to account for under-reporting of mail sent by households to non-households. The use of this adjustment factor is based on a comparison between the reported bills paid by households from the recruitment phase of the survey and amounts derived from actual diary data. This factor (1.19) was applied to business First-Class Mail sent by households to non-households.

The following table indicates adjustment factors applied by postal classification.

Table B.13:
HDS 2011 Adjustment Factors Utilized by Postal Classification

Postal Classification	Destination Adjustment Factor	Household-to-Household	Household-to-Non-household
First-Class	0.95	1.14	1.19
Standard Regular	0.89	N/A	N/A
Standard Nonprofit	0.89	N/A	N/A
Package & Shipping Services	0.86	N/A	N/A
Expedited	0.89	N/A	N/A
Periodicals	0.86	N/A	N/A

Appendix C: Survey Instruments

Appendix C1: Recruitment Questionnaire

Recruitment Questionnaire – FY 2011

Acronym Dictionary

DK = Don't Know

RF = Refusal

NA = Not applicable

1. [INT01] Hello, my name is _____, and I'm calling on behalf of the U.S. Postal Service. Are you the head of the household? IF NOT May I speak with him or her, please?

THE HOUSEHOLD NAME IS <HHNAM> THE CALLBACK NAME WE HAVE IS <NAME>
IF NAME IS BLANK, IT IS UNLISTED SAMPLE.

OK.....Continue =>GO TO END
NA.....No Answer =>GO TO END
BZ.....Busy =>GO TO END
AM.....Answering Machine =>GO TO END
ID .....Disconnect =>GO TO END
IM.....Computer/Fax Machine =>GO TO END
IG.....Business/Government =>GO TO END
IL .....Deaf/Language Barrier =>GO TO END
R1 .....1st Refusal =>GO TO REFU1
KB.....Call Back, Specific =>GO TO CB
KH.....Call Back, General =>GO TO CB
KR.....Spanish Callback, General =>GO TO CB
KS.....Spanish Callback, Specific =>GO TO CB
RH.....Hang Up =>GO TO END
PM .....Caller ID =>GO TO END
RF .....Strong Refusal =>GO TO REFUS
QA.....No ASSN Dates Available (only to be used at end of FY) =>GO TO END
QD.....Non-qualified, Special (Permission only) =>GO TO END
WC .....WILL COMPLETE ON WEB=>GO TO END
KN .....NEW NUMBER=>GO TO Tel01
IH.....LANGUAGE BARRIER, DEAF/TTY=>GO TO END

2. [LETTR] The U.S. Postal Service is conducting a study to better understand the type and amount of mail households like yours receive and send. The information will be used to make better decisions about postage rates and staffing needs to ensure an efficient national mail system and keep costs at a minimum. We recently sent a letter explaining the study and to let you know we would contact you. Did you receive our letter?

1.....Yes => CONTINUE WITH INT05
2.....No => VERIFY ADDRESS [SKIP TO VADD]

[INT05] For this study, your household will use diaries to answer questions about the mail you receive and send for one week, and you will receive a gift for completing the diaries. Before I can get your diaries out to you, I need to get some information about your household.

IF NEEDED – TYPICALLY ONLY NEED THIS KIND OF TERMINATION AT END OF A QUARTER;
SEE CURRENT PROGRAM AND MODEL THIS TO MATCH:
Your household was selected to participate in the diary study the week of _____. I'm sorry your household is not eligible for another week, but thank you for your time and interest.

OK.....Continue
KB .....Call Back – specific =>GO TO CB
KH.....Call Back – general =>GO TO CB
KS .....Spanish Call Back – specific =>GO TO CB
KR .....Spanish Call Back – general =>GO TO CB
QA.....No available assignment dates (only to be used at end of FY) =>GO TO END
R1 .....1st Refusal =>GO TO REFU1
RH.....Hang Up =>GO TO END

3a. [VADD] I'd like to verify your mailing address. Is it . . .
ADDR<MADDR> APT<MSUIT> CITY<MCITY> STATE<MSTAT>
ZIP<MZIP1><MZIP2><APTML>

1 .....Yes
2 .....No
9 .....RF

IF REFUSED VADD, CODE AS RA (REFUSED ADDRESS), THANK AND TERMINATE.
I understand not wanting to give out your address, but to participate in the survey and be eligible to receive 100 First Class stamps or $30, I'll need to verify your mailing address.

AFTER VERIFYING ADDRESS IF LETTR=2, READ INT05 BUT THEN SKIP VADD AND GO TO POBOX.

3b.[VPHON] The phone number we have for you is <PHONE>. Is that correct?

4. [POBOX] Does your household rent a PO Box at either the Post Office or a private mailing service, like Post Office Plus, or Parcel Place? PROBE IF THEY JUST SAY YES: Is that at the Postal Service or private mailing firm?

1 .....PO BOX AT USPS
2 .....BOX AT PRIVATE MAILING SERVICE
3 .....NEITHER – DOES NOT HAVE A PO BOX OR PRIVATE COMPANY
4 .....BOTH
8 .....DK
9 .....RF

5. [RECV] Do you receive mail in your home mailbox?

WE WANT TO KNOW IF THEY RECEIVE MAIL AT THEIR PHYSICAL HOME ADDRESS

1 .....Yes
2 .....No
8 .....DK
9 .....RF

IF RECV = 1, CONTINUE

IF RECV = 2, 8 OR 9, THANK AND TERMINATE, AND MARK IT QN or QM

QN=wrong address if street address different from sample file but continue if street address is same but apartment is different from sample file; APTML no longer valid
QM=doesn't receive mail in their home mailbox

6. [Q1] RESPONDENT GENDER, DON'T ASK

1 .....Male
2 .....Female

7. [Q9R] Which of the following methods of mailing personal packages—not letter mail—have household members used in the last six months? [MARK ALL THAT APPLY]

1.....Took package to the Post Office
4.....Gave the package to our mail carrier
6.....Put the package in a Postal Service collection box
3.....Took it to a private package shipping company, like UPS or FedEx, or DHL
2.....Took it to a private mailing service, like Post Office Plus or Parcel Place
7.....OTHER, SPECIFY
5.....NONE (HAVE NOT MAILED PACKAGES IN THE LAST SIX MONTHS)
8.....DK
9.....NA/RF

15. [Q12] How many times in an average month do household members go to a U.S. Postal Office but not to the service counter? IF NEEDED: We mean an outside drop off box, going to your PO Box, or using an automated machine.

VERIFY RESPONSE IF MORE THAN 30, RANGE: 0-60

98.....DK
99.....NA/RF

16. [Q14B] How many times in an average month do household members go inside a U.S. Postal Office to the service counter?

VERIFY RESPONSE IF MORE THAN 30, RANGE: 0-60

00.....NONE
98.....DK
99.....NA/RF

17. [Q13] How many times in an average month do household members go to a private mailing service? RANGE: 0-30

00.....None => GO TO Q22
98.....DK => GO TO Q22
99.....NA/RF => GO TO Q22

18. [Q14] Why does your household use a mailing service rather than the post office?

IF THEY SAY "CONVENIENT" OR "EASIER" OR OTHER VAGUE RESPONSE, ASK "Why is it convenient or easier?" SELECT BEST FIT.

01.....HOURS-LONGER/LATER
02.....LOCATION
03.....OFFERS PICK UP SERVICE
04.....CHEAPER
05.....FASTER/OVERNIGHT DELIVERY
06.....OFFERS DROP OFF SERVICE
07.....PACKAGES IT UP
08.....SERVICE-BETTER/MORE EFFICIENT/FRIENDLY
09.....MORE RELIABLE/SEEMS SAFER
11.....USES ONLY IN SPECIAL CIRCUMSTANCES
12.....FOR EXTRA SERVICES (COPYING, FAXES, MAIL BOXES, ETC.)
13.....SHORTER WAIT TIME/LINES, LESS CROWDED
14.....'SHIP TO' REQUESTED IT
16.....ACCEPTS ODD-SHAPED/OVERSIZED PACKAGES
18.....ON-LINE TRACKING SERVICE
20.....USES ONLY FOR JOB/WORK-RELATED PACKAGES
21.....TO USE UPS
97.....OTHER, SPECIFY
99.....DK/RF

19. [Q22] Many people are now using the Internet to communicate, pay bills and conduct other household activities that were traditionally done by mail. In this next set of questions, we'll be asking about your household's access to and use of the Internet. How many adults age 18 or older in your household connect to the Internet from home? RANGE: 0-9

98 .....DK
99 .....NA/RF

IF Q22 = 0, 98 or 99, SKIP TO **Q24**

20. [Q23] What is the primary type of Internet connection used in your home?

01 .....Dial-up (modem)
05 .....DSL
03 .....Cable modem
04 .....Other Broadband (for example, fiber optic)
02 ..... [BLANK]
06 ..... [BLANK]
7 ..... OTHER, SPECIFY
9 ..... DK/RF

21. [Q24] Do any of the adults in your household access the Internet from any other location, such as work or a library?

1 .....Yes
2 .....No
8 .....DK
9 .....NA/RF

ASK EVERYONE Q55A

26. [Q55A] [IF ((**Q22**=0, 98, 99 or Missing) AND (**Q24**= 2,8,9, or Missing))] IF NO INTERNET CONNECTION AT HOME OR ELSEHWERE: Even if you don't have Internet access at home or another location, some people have devices that allow them to use the Internet. Which of the following devices do adults in your household use to connect to the Internet?

[ALL OTHERS] IF HAVE INTERNET CONNECTION(S): With which of the following devices do adults in your household connect to the Internet? READ IN THIS ORDER

08 .....Desktop computer
09 .....Laptop or netbook
01 .....Cellular phone with Internet access
10 .....Handheld devices such as I-phone Blackberry, or Smart Phone
04 .....Other dedicated email devices
07.....Other Internet access devices [SPECIFY]
11.....BLANK
00.....NONE
02.....BLANK
98.....DK
99.....RF

SKIP TO Q29 IF ((Q22=0, 98, 99 or Missing) AND (Q24= 2,8,9, or Missing))

28. [Q57A1] How long have adults in your household been using the Internet for non work-related purposes at any location?

1 .....Less than 1 year
2 .....1 to 3 years
3 .....4 to 5 years
4 .....More than 5 years
0 .....Don't use the Internet for non-business purposes => GO TO Q29
8 .....DK
9 .....RF

29. [Q57B1] During the last month, how often did adults in your household use the Internet for non work-related purposes at any location? Would you say…

1.....Several times a day
2.....Almost every day
3.....Several times a week
4.....Once a week
5.....Once a month
6.....Less than once a month
8.....DK
9.....RF

30. [Q57C1] Which of the following Internet activities do members of your household use? [MULT RESP]

01.....E-mailing, instant messaging
11.....Social networking sites such as Facebook and MySpace
09.....Pay bills online
10.....Receive / view bills online
05.....Online banking not including bill payment (view statement, transfer funds, apply for a loan)
06.....Searching for information about products and services
08.....Purchasing products or services
03.....Getting news, weather or sports information
02.....BLANK
04.....BLANK
07.....BLANK
97.....OTHER, SPECIFY
98.....DK
99.....RF

31. [Q57E] How many e-mails not related to your job do you send in a typical day?

0.....NONE
1.....1 to 3
2.....4 to 6
3.....7 to 10
4.....11 or more
8.....DK
9.....RF

32. [Q57F] How many e-mails not related to your job do you receive in a typical day?

IF NEEDED – This includes any advertising related emails.

0.....NONE
1.....1 to 3
2.....4 to 6
3.....7 to 10
4.....11 or more
8.....DK
9.....RF

33. [Q7] About how many electronic greeting cards—not e-mail messages—did your household send through the Internet last month?

PROBE FOR SPECIFIC NUMBER, RANGE: 0-80

98.....DK
99.....NA/RF

SKIP TO Q29 IF ((Q22=0, 98, 99 or Missing) AND (Q24= 2,8,9, or Missing))

34. [SCRP3] Many banks and other companies now offer bill payments by telephone and over the Internet.

35. [Q28] How many bills or other types of account statements does your household receive electronically, either on-line at a website or through e-mail, each month? RANGE: 0-80

00 .....None => GO TO Q29
99 .....DK/RF

36. [Q28A] Approximately how long has your household been receiving bills or account statements electronically?

1 .....Less than 6 months
2 .....6 months to 1 year
3 .....1 to 2 years
4 .....2 or more years
9 .....DK/RF

37. [Q28B] For how many of these <Q28> bills and accounts do you also receive paper statements? RANGE: 1-80

00 .....None
99 .....DK/RF

40. [Q29] About how many total bills does your household pay, by any method, in an average month? RANGE: 0-80

98 .....DK
99 .....NA/RF

41. [Q31] Of these <Q29> household bills, about how many are paid…

SKIP ALL THE INTERNET QUESTIONS IF (Q22=0, 98, 99 or Missing) AND (Q24 = 2, 8, 9, or Missing)

[Q31A] By mail
[Q31D] By Internet
[Q31B] In Person
[Q31C] By telephone
[Q31F] By automatic deduction from bank account, or charge to debit card
[Q31G] By automatic charge to credit card

If Q31D = 0, 98, 99, SKIP Q105A

42. [Q105A] What service do you use most often to pay bills over the Internet?

1 .....Bank or credit union
2 .....Check free Web service
3 .....Website of company requesting payment
97 .....OTHER, SPECIFY
98 .....DK
99 .....RF

ONLY ASK Q32A AND Q33A IF RESPONDENT SAID THEY PAY THAT WAY In Q31A

43. [Q32A] What types of bills does your household pay by mail?

PLEASE READ THE LIST

01.....Natural Gas/Propane/Fuel Oil/Etc.
02.....Electric
03.....Telephone (landline)
04.....Water/Sewer
05.....Credit Cards
06.....Rent/Mortgage
11.....Car Payment
09.....Other loan(s)or line of credit
07.....Cable TV/Satellite TV
08.....Insurance
10.....Cell Phone
12.....Medical or dental Bills
13.....Internet Services
14.....Alimony/child support
15.....Taxes (e.g., property or income)
97.....OTHER SPECIFY

44. [Q33A] What is the main reason that you pay these bills by mail?

IF THE RESPONDENT ANSWERS "CONVENIENT" THEN ASK: In what way is it convenient?
PLEASE DO NOT READ THE LIST

01.....EASY TO USE
02.....SAVES TIME
06.....HABIT/LIKE TRADITIONAL WAY
07.....NO OTHER OPTION
08.....OUT OF STATE/NOT LOCAL
12.....MOST TRUSTED METHOD
14.....WANT WRITTEN RECORD/TO TRACK/ MORE CONTROL
19.....CHEAPEST METHOD
97.....OTHER, SPECIFY
99.....DK/RF

ONLY ASK Q34 IF RESPONDENT SAID THEY PAY THAT WAY In Q31B-Q31G

45. [Q34] What types of bills does your household pay by methods other than the mail? By other methods, we mean by telephone, in person, through the Internet, by automatic bank deduction or by credit card.

PLEASE READ THE LIST

01.....Natural Gas/Propane/Fuel Oil/Etc.
02.....Electric
03.....Telephone (landline)
04.....Water/Sewer
05.....Credit Cards
06.....Rent/Mortgage
11.....Car Payment
09.....Other loan(s) or line of credit
07.....Cable TV/Satellite TV
08.....Insurance
10.....Cell Phone
12.....Medical or dental Bills
13.....Internet Services
14.....Alimony/child support
15.....Taxes (e.g., property or income)
97.....OTHER SPECIFY

50. [Q36] How many different magazine subscriptions do the members of your household receive through the mail? RANGE: 0-50

98.....DK
99.....RF

PROBE FOR SPECIFIC NUMBER, RANGE: 0-50

51. [Q38] How many different magazine subscriptions do members of your household purchase or receive free by any other method such as Internet, door hanger or other?

PROBE FOR SPECIFIC NUMBER, RANGE: 0-15 VERIFY IF > 10

98 .....DK
99 .....RF

52. [Q40] How many different newspaper subscriptions do members of your household receive through the mail?

PROBE FOR SPECIFIC NUMBER, RANGE: 0-15

98 .....DK
99 .....RF

53. [Q42] How many different newspaper subscriptions do members of your household purchase or receive free by any other method?

PROBE FOR SPECIFIC NUMBER, RANGE: 0-32

98 .....DK
99 .....RF

SKIP CANML AND CANHC IF (Q22=0, 98, 99 or Missing) AND (Q24 = 2, 8, 9, or Missing).

54. [CANML] Have you canceled any mailed newspaper subscriptions in the past year because the material is available online?

1 .....Yes
2 .....No
9 .....RF

55. [CANHC] Have you canceled any hard copy subscriptions in the past year because the material is available online? SUCH AS: magazines, newsletters, alumni publications, etc.

1 .....Yes
2 .....No
9 .....RF

SKIP Q153A IF (Q22=0, 98, 99 or Missing) AND (Q24 = 2, 8, 9, or Missing)

56. [Q153A] How many electronic newsletters do members of your household receive in a typical week? RANGE: 0-97

98 .....DK
99 .....RF

57. [Q47] Now I'm going to ask some questions about advertising. When members of your household receive advertising material through the mail, do they . . .

1 .....Usually read it
2 .....Usually scan it
3 .....Read some, don't read others
4 .....Usually don't read it
8 .....DK
9 .....NA/RF

58. [Q53] In the last month, did anyone in your household order an article or product as a result of receiving advertising, a catalog or other promotional material in the mail, including credit card solicitations?

1.....YES CONTINUE
2.....NO => GO TO Q51
8.....DK => GO TO Q51
9.....NA/RF => GO TO Q51

59. [Q54] How many of those orders were placed by . .

[Q54B] Mail (VERIFY IF OVER 15, RANGE: 0-20)

[Q54C] Internet (VERIFY IF OVER 15, RANGE: 0-20) IF (Q22=0, 98, 99 or Missing) AND (Q24 = 2,8,9, or Missing)), DO NOT ASK ABOUT INTERNET

[Q54A] Phone (VERIFY IF OVER 20, RANGE: 0-30)

[Q54E] In person (VERIFY IF OVER 15, RANGE 0-20)

[Q54D] Some other method (VERIFY IF OVER 15, RANGE: 0-20)

98.....DK
RF

60. [Q51] How about within the past 12 months, did anyone in your household order an article or product as a result of receiving catalogs or other promotional material in the mail, including credit card offers?

1.....YES CONTINUE
2.....NO => GO TO Q50
8.....DK => GO TO Q50
9.....RF => GO TO Q50

IF DK/NOT SURE: Just give me your best estimate.

61. [Q52] Of those orders placed in the past 12 months, how many were made by…

[Q52A] Mail? RANGE 0 TO 80; VERIFY IF MORE THAN 60

IF NEEDED: Again, this is as a result of receiving advertising, a catalog or other promotional material in the mail, including credit card offers.

[Q52B] Internet? RANGE 0 TO 80; VERIFY IF MORE THAN 60 IF (Q22=0, 98, 99 or Missing) AND (Q24 = 2,8,9, or Missing)), DO NOT ASK ABOUT INTERNET

[Q52C] Phone? RANGE 0 TO 80; VERIFY IF MORE THAN 60

[Q52D] In person RANGE 0 TO 80; VERIFY IF MORE THAN 60

[Q52E] By some other method? RANGE 0 TO 80; VERIFY IF MORE THAN 60

IF 52A, 52B, 52C, 52D or 52E = DK/NOT SURE: Just give me your best estimate.

62. [Q50] Currently, the law does not allow anyone other than a U.S. Postal employee to place material in your mailbox or slot. How would you feel about changing the law to allow anyone to place material in your mailbox or slot? Do you…

1.....Prefer it
2.....Oppose it
3.....Not care one way or the other
8.....DK
9.....NA/RF

SKIP Q55R IF (Q22=0, 98, 99 or Missing) AND (Q24 = 2, 8, 9, or Missing)

63. [Q55R] In the last month, about how many personal purchases did your household make over the Internet? VERIFY IF OVER 100, RANGE: 0-200

998 .....DK
999 .....RF

IF Q55R = 0, 998, OR 999, SKIP TO Q177F

64. [Q177A] How many of these Internet purchases were shipped and delivered to you, as opposed to being delivered to you electronically (such as e-tickets, software, or a gift certificate for an online retailer)?

VERIFY IF OVER 100, RANGE: 0-200

000 .....NONE
998 .....DK
999 .....RF

If Q177A=0, 998, or 999 SKIP to 177E

65. [Q177B] Think about your most recent Internet purchase that was shipped and delivered to you. Was this purchase delivered to your…

1 .....Home address
2 .....Work address
3 .....School address
7 .....OTHER, SPECIFY
8 .....DK
9 .....NA/RF

66. [Q177D] Which company delivered the merchandise?

1 .....United States Postal Service (USPS)
2 .....United Parcel Service (UPS)
3 .....Fed-Ex
7 ..... OTHER, SPECIFY SKIP TO 177E
8 ..... DK SKIP TO 177E
9 ..... NA/RF SKIP TO 177E

67. [Q177C] Was your purchase delivered using…
CHOICE CODES SHOULD BE SPECIFIC TO RETAILER CHOSEN

IF 177D WAS USPS, CHOICES SHOULD BE:
01 .....Express Mail (IF NEEDED: OVERNIGHT SERVICE, MOST LOCATIONS ARRIVE In 1 DAY, MOST EXPENSIVE)
02 .....Priority Mail (IF NEEDED: 2 TO 3 DAYS, COSTS LESS THAN EXPRESS)
03 .....First Class Mail (IF NEEDED: REGULAR MAIL, CAN TAKE SEVERAL DAYS TO ARRIVE AT LOCATION)
04 .....Parcel Post (IF NEEDED: SLOWER AND LESS EXPENSIVE THAN 1ST CLASS)
97 .....OTHER, SPECIFY
98 .....DK
99 .....NA/RF

IF 177D WAS FedEx, CHOICES SHOULD BE:
05 .....Overnight (IF NEEDED: TAKES 1 DAY TO MOST US LOCATIONS, MOST EXPENSIVE, GUARANTEED ARRIVAL)
06 .....2-day (IF NEEDED: TAKES 2 DAYS, COSTS LESS THAN OVERNIGHT, GUARANTEED ARRIVAL)
10 .....3-day (IF NEEDED: TAKES 3 DAYS, COSTS LESS THAN 2-DAY, GUARANTEED ARRIVAL)

11.....Ground (IF NEEDED: LESS EXPENSIVE THAN OTHER METHODS, CAN TAKE SEVERAL DAYS, NO GUARANTEE)
97.....OTHER, SPECIFY
98.....DK
99.....NA/RF

IF 177D WAS UPS, CHOICES SHOULD BE:
12.....Next-day Air (IF NEEDED: 1 DAY TO MOST US CITIES, MOST EXPENSIVE, GUARANTEED ARRIVAL)
13.....2nd Day Air (IF NEEDED: TAKES 2 DAYS, COSTS LESS THAN OVERNIGHT, GUARANTEED ARRIVAL)
14.....Ground (IF NEEDED: LESS EXPENSIVE THAN OTHER METHODS, CAN TAKE SEVERAL DAYS, NO GUARANTEE)
97.....OTHER, SPECIFY
98.....DK
99.....NA/RF

68. [Q177E] Earlier you stated your household made <Q55R> personal purchases over the Internet in the last month. Of these Internet purchases you stated <Q177A> were shipped and delivered to you. In the last month, how many personal purchases did you make over the Internet that were delivered electronically? IF NEEDED: Such as electronic tickets, software, services, etc.

PROBE FOR SPECIFIC NUMBER, RANGE: 0-97

98.....DK
99.....RF

69 A. [Q177F] When you make purchases, do you feel more secure providing personal information through the Internet or through the U.S. Mail, or is it about the same?

1.....Internet
2.....US Mail
3.....About the same
8.....DK
9.....RF

INTERVIEWER NOTE:
Choice is between the Internet and the mail. An answer of 'more secure', or 'less secure', etc., is not acceptable. You must clarify.

69 B. [Q177G] When you make purchases, do you feel more secure providing personal information through the Internet or making the transaction in person, or is it about the same?

1.....Internet
2.....In-person
3.....About the same
8.....DK
9.....RF

Interviewer Note:
Choice is between the Internet and in person. An answer of 'more secure', or 'less secure', etc., is not acceptable. You must clarify.

70. [SCRP5] The Postal Service is interested in learning more about what makes up its mail volume. Account statements from banks and other financial companies represent a large portion of the mail. I'll ask some questions about the types of financial statements you receive, but please be assured we are not collecting any specific financial information. As with everything in this survey, your answers are completely confidential.

1 .....Continue

71. [Q57] How many of your accounts are?

READ ITEMS

[Q57B] Bank, Savings & Loan, or credit union accounts (RANGE: 0-30)

[Q57C] Stock brokerage, commodity, mutual fund, or Money market accounts (RANGE: 0-30)

[Q57A] IRA or other retirement accounts (RANGE: 0-20)

98 .....DK
99 .....RF

IF NEEDED: We simply want to get a sense of the volume and types of mail you receive from financial companies such as banks, credit cards, investment firms and similar organizations. We do not ask any details about your personal financial information.

72. [Q58] How many of the following insurance policies do people in your household have? Please exclude any policies held through their jobs.

[Q58A] Property (RANGE: 0-20)

[Q58B] Life (RANGE: 0-16)

[Q58C] Health (RANGE: 0-40)

[Q58D] Automobile (RANGE: 0-50)

98 .....DK
99 .....RF

73. [Q59] In total, how many credit cards do people in your household have from . . .

READ ITEMS

[Q59A] Retail stores – Sears, JC Penny, Macy's (RANGE: 0-70)

[Q59B] Gasoline and oil companies (RANGE: 0-12)

[Q59C] Bank credit cards, like Master Card and Visa; Sponsor credit cards such as Target Visa or American Airlines Master Card (RANGE: 0-30)

[Q59D] Credit card companies like American Express and Diners Club (RANGE: 0-10)

98 .....DK
99 .....RF

74. [Q60] The next set of questions are for classification purposes only. The answers allow us to compare your household to other households with similar characteristics. Including yourself, how many people live in your household? RANGE 1-16

01 .....ONE => GO TO AGE
99 .....RF

75. [Q65] How many adults, 18 years of age or older are in your household? RANGE 1-10

99 .....RF

IF Q65 = Q60 BUT NOT 99, SKIP TO SCRP6

76. [Q61] How many of them are under age 6? RANGE 0-9

99.....RF

77. [Q62] How many are between the ages of 6 and 12? RANGE 0-6

99.....RF

78. [Q63] How many are between the ages of 13 and 17? RANGE 0-5

99.....RF

79. [SCRP6] The next questions concern the <Q65> person/people, that are 18 years and older that is/are in your household. Let's begin with you.

1.....CONTINUE

80. [AGE] What is your age?

01.....18-21
02.....22-24
03.....25-34
04.....35-44
05.....45-54
06.....55-64
07.....65-69
08.....70-74
09.....75+
99.....NA/RF

81. [Q68] What is your marital status?

1.....Married
2.....Living as married
3.....Single, never been married
4.....Divorced
5.....Separated
6.....Widowed
9.....NA/RF

82. [Q69] Are you currently . . .

1.....Employed full-time => GO TO Q72
2.....Employed part-time => GO TO Q72
3.....Retired, or
4.....Not employed
9.....NA/RF

83. [Q70] Have you been employed within the last 12-months?

1.....Yes => GO TO Q72
2.....No IF Q69=3 AND Q70=2 SKIP TO Q79
9.....NA/RF

84. [Q71] Are you currently . . .

1.....A student => GO TO Q79
2.....A homemaker => GO TO Q79
3.....Disabled => GO TO Q79
4.....Temporarily laid off => GO TO Q79
5.....Retired => GO TO Q79
6.....Other, specify => GO TO Q79
9.....NA/RF => GO TO Q79

85. [Q72] Which category best describes your occupation or the last job you held?

01 .....Professional or managerial
02 .....Sales, office, administrative including clerical, technical
03 .....Craftsman/foreman, mechanic
04 .....Service worker – food, health, cleaner, yard
06 .....Construction, extraction or maintenance
07 .....Production, transportation or material moving
05 .....Farming, fishing or forestry
97 .....Other, SPECIFY
99 .....NA/RF

86. [Q79] What was the last grade you completed in school?

1 .....8th grade or less
2 .....Some high school
3 .....High school graduate
4 .....Some college
5 .....Technical school graduate
6 .....College graduate
7 .....Post graduate work
9 .....NA/RF

87. [Q81A] Are you of Spanish/Hispanic/Latino Origin?

1 .....YES
2 .....NO
9 .....NA/RF

88. [Q81B] Which of the following do you consider yourself/this household member to be?

1 .....White/Caucasian
2 .....Black/African American
3 .....Asian
4 .....American Indian and Alaska Native
5 .....Native Hawaiian and Other Pacific Islander
7 .....OTHER
8 .....DK
9 .....NA/RF

89. [Q82] Would you say you are one of the heads of the household?

1 .....Yes
2 .....No
9 .....NA/RF

[PREND] END OF THE PERSON ROSTER YOU HAVE FINISHED <Q65>
IN A <Q65> PERSON HOUSEHOLD (18 OR OLDER)
YOU MUST COLLECT INFO FOR ALL <Q65> PERSONS.

1 .....GO TO NEXT PERSON
2 .....DONE WITH HH MEMBERS

90. [Q84] For statistical purposes, was your total household income last year, before taxes and including all household members, above or below $50,000?

1 .....Under $50,000 a year
2 .....Over $50,000 a year
8 .....DK
9 .....RF

IF NEEDED or IF Q84 = 9: I understand if you feel uncomfortable answering this question.
However, we only ask about income to ensure all households are equally represented in our survey.
Your answer is completely confidential and only used as part of this research study in combination with other households across the country. Was your household income last year above or below $50,000?

IF RF A 2ND TIME, CONTINUE WITH THE SURVEY
IF THEY PROVIDE AN ANSWER, BE SURE TO SAY THANK YOU!

91. [Q85] IF UNDER $50K: Stop me when I say an income category that best matches your household income…

01.....Under $7,000 a year
02.....$7,000 - $9,999 a year
03.....$10,000 - $14,999 a year
04.....$15,000 - $19,999 a year
05.....$20,000 - $24,999 a year
06.....$25,000 - $34,999 a year
07.....$35,000 - $49,999 a year
98.....DK
99.....RF

IF Q85 = 99: IF NEEDED: This more specific detail is used to analyze the data and will not be used for any purpose outside this study.
IF RF A 2ND TIME, CONTINUE WITH THE SURVEY
IF THEY PROVIDE AN ANSWER, BE SURE TO SAY THANK YOU!

92. [Q86] IF OVER $50K Stop me when I say an income category that best matches your household income…

08.....$50,000 - $64,999 a year
09.....$65,000 - $79,999 a year
10.....$80,000 - $99,999 a year
11.....$100,000 - $119,999 a year
12.....$120,000 - $149,999 a year
13.....$150,000 and over
98.....DK
RF

IF Q86 = 99: IF NEEDED: This more specific detail is used to analyze the data and will not be used for any purpose outside this study.

93. [Q66] How many workers earning at least $5,000 per year are there in you household? RANGE 0-11

98.....DK
99.....RF

94. [Q87] Do you own or rent your home?

1.....Own
2.....Rent
9.....NA/RF

95. [Q88] How long have you lived in your present home? RANGE 0-80

IF LESS THEN ONE YEAR, ENTER ZERO

98.....DK
99.....RF

96. [Q89] Which of the following best describes your home?

1 .....Single family detached home
2 .....Apartment or condominium
3 .....Mobile home
6 .....Duplex or townhouse
9 .....RF

97. [Q91] **ASK IF Q89 = 2, 6** About how many units are connected to the property?

1 1
2 2
3 3-4
4 5-9
5 ..... 10+
9 ..... RF

98a. [PHLNS] How many traditional telephone lines [MEANING LANDLINE] does your household have? RANGE 0-20

00 .....NONE CONTINUE
01 .....ONE CONTINUE
98 .....DK CONTINUE
99 .....RF CONTINUE

98b. [CLPHL] How many cellular telephones does your household have? RANGE 0-20

00 .....NONE
01 .....ONE
98 .....DK
99 .....RF

99. DO NOT ASK IF PHLNS = 00 [DEDIC] How many of your <PHLNS> traditional telephone lines are used exclusively for business, fax, or computer modems? RANGE 1-20

IF NEEDED: We're only talking about landlines, not cell phones.

00 .....NONE
98 .....DK
99 .....RF

100. [Q92] Do you or any member of your household have a business that is operated from home?

1 .....YES
2 .....NO => GO TO Q96
8 .....DK => GO TO Q96
9 .....RF => GO TO Q96

101. [Q93] About how many pieces of mail does the business receive each week? RANGE 0-75

VERIFY RESPONSE IF ZERO

98 .....DK
99 .....RF

102. [Q94] About how many pieces of mail does the business send each week? RANGE 0-75

VERIFY RESPONSE IF ZERO

98 .....DK
99 .....RF

103. [Q95] Do you do a lot of business work from your home?

1.....YES
2.....NO
9.....NA/RF

104. [SCRP7] Remember, when you do your household diary, we are interested only in household mail, so please do not include this business mail in your diary.

105. [Q96] Do you plan to send out a large number of items like party invitations, wedding invitations, club news, etc, during the next three weeks?

1.....YES
2.....NO
9.....NA/RF

106. [Q97] We just have a few more questions. Next I'll ask you about the diary portion of the study and then some questions about recycling household items including mail. As I mentioned earlier in our conversation, the second part of this study involves daily diaries. In them, you answer detailed questions about the mail your household sends and receives for 7 days. Once you complete the diaries, you will receive your choice of either 100 First-Class stamps or a $30 check. You can expect your gift to arrive roughly 10 to 12 weeks after we receive your completed diaries.

IF NEEDED: How long it takes depends on how much mail you receive. The first day of your diary-recording week will take the longest as you become more familiar with the survey. After that, on average, it should take about 3-5 minutes for each piece of mail. However, we have a USPS hotline available to provide you with step-by-step instructions if needed, and to answer any questions you may have.
IF ASKED: That toll free number is 888-441-8777.

1.....Continue
9.....RF => GO TO INT03

107. [GIFT] Which gift would you like to receive for completing the diaries?

2.....100 First-Class stamps [IF ASKED, YES, WE SEND FOREVER STAMPS]
3.....Thirty dollars

108. [ASSNC] We'd like for you to answer questions about your household's mail for the week of READ DATE. Is that a good week for you? IF NOT, THEN OFFER NEXT ASSN WEEK. So let me confirm that you understand we'll be mailing you a set of household diaries that you'll complete during your assignment week, which is READ DATE. In appreciation for completing those diaries, we will send you the gift you requested which takes about 10-12 weeks once we receive your completed diaries. Do you have any questions for me about the diaries? ANSWER QUESTIONS AS NEEDED AND CONTINUE

1.....CONTINUE

IF NEEDED: TYPICALLY ONLY NEED THIS KIND OF TERMINATION AT END OF A QUARTER.
IF NOT OKAY, SAY: I'm sorry, but your household was selected to participate the week of _____. I'm sorry your household is not eligible, but thank you very much for your time and participation.

[RFNAM/RLNAM] So that we may mail the survey materials to you, please tell us what is your full name?

RESPONDENT NAME

PLEASE ENTER ONLY THE FIRST AND LAST NAME OF THE RESPONDENT. PLEASE DO NOT ENTER MIDDLE INITIAL, MR. OR MRS.

FOR PROCESSING PURPOSES, IT IS IMPORTANT THAT WE HAVE ONLY ONE FIRST AND ONE LAST NAME PER HOUSEHOLD. ANY ADDITIONAL INFORMATION WILL DELAY PROCESSING.

109. [MATRL] Would you prefer your diary materials in English or Spanish?

ASK ONLY IF ANY PORTION OF SURVEY WAS CONDUCTED IN SPANISH.
(IF ALL OF SURVEY WAS CONDUCTED IN ENGLISH, PICK "ENGLISH.")

1 .....ENGLISH
2 .....SPANISH

110. [DIFHP] A few days after we mail your diaries, we want to call to make sure you've received them and also to remind you of the dates we need you to track your mail. When we do this, should we call you at this number or is there a different number where you would prefer to be called? READ THE NUMBER TO RESPONDENT

1 .....YES, THE NUMBER IS OK
2 .....NO, CALL DIFFERENT NUMBER => [NEED TO COLLECT DIFFEENT NUMBER]

111. [CB] What would be a good day and time to call you back? => GO TO NAME

112. [NAME] Who should I ask for when I call back? => GO TO END

113A. [RECYA] In this last section, I'm going to ask a few questions about recycling at your home. We know that people have a range of recycling habits, and the Postal Service would like to better understand household recycling behavior. For each item I mention, I'd like to know if you recycle it always, usually, sometimes or never. Let's begin with paper products:

Do you recycle…

[RECYA] Newspapers

[RECYB] Cardboard and paper bags

[RECYC] Catalogs

[RECYD] Magazines

[RECYE] Bills and Statements

[RECYF] Advertising and marketing letters, flyers and postcards

[RECYG] Packaging materials from product deliveries

[RECYH] Telephone Directories

1 .....NEVER
2 .....SOMETIMES
3 .....USUALLY
4 .....ALWAYS
8 .....DON'T KNOW
9 .....REFUSED

113B. [RECYI] And how about other items, do you recycle…

[RECYI] Glass bottles

[RECYJ] Plastic bottles

[RECYK] Metal cans

1 .....NEVER
2 .....SOMETIMES
3 .....USUALLY
4 .....ALWAYS
8 .....DON'T KNOW
9 .....REFUSED

114. [Q112] Do you recycle any other materials at home I haven't mentioned?

1.....YES, PLEASE SPECIFY BELOW**: [O_Q112]**
2.....NO [SKIP TO Q113A]

115A. [Q112A] and is that always, usually or sometimes?

1.....ALWAYS
2.....USUALLY
3.....SOMETIMES

116. [Q112C] Are there any other materials at home I haven't mentioned?

1.....YES, PLEASE SPECIFY BELOW: **[O_Q112C]**
2.....NO [SKIP TO Q113A]

117A. [Q112D] and is that always, usually or sometimes?

1.....ALWAYS
2.....USUALLY
3.....SOMETIMES

IF RECYA = 2-4 OR RECYC = 2-4 OR RECYD = 2-4 OR RECYE = 2-4 OR RECYF = 2-4 ASK Q113. ELSE SKIP TO INSTRUCTIONS BEFORE Q115.

118. [Q113A] You mentioned you recycle some items that you probably receive in your mailbox. I'm going to read a few reasons why people recycle their mail. For each, please let me know if it is a reason why you recycle. YES OR NO FOR EACH

NOTE TO INTERVIEWERS: THIS QUESTION IS ABOUT RECYCLING MAIL, INCLUDING DIRECT MAIL, CATALOGS, ETC. WE SHOULD NOT CAPTURE WHY PEOPLE RECYCLE THINGS LIKE CANS, BOTTLES, ALUMINUM, GLASS OR NEWSPAPERS.

[Q113A] It's easy

[Q113B] It's good for the environment

[Q113C] My community requires me to do so

[Q113D] It saves money for my community

[Q113E] It's the right thing to do

[Q113F] I've seen "please recycle" on my mail

1.....YES
2.....NO
8.....DON'T KNOW
9.....REFUSED

119. [Q114] Are there any other reasons you recycle your mail that I didn't mention?

1.....YES, PLEASE SPECIFY BELOW: **[O_Q114]**
2.....NO

IF RECYA = 1 OR RECYC = 1 OR RECYD = 1 OR RECYE = 1 OR RECYF = 1 ASK Q115. ELSE THANK AND TERMINATE.

120. [Q115A] Now I'm going to read a few reasons why people do not recycle their mail. For each, please let me know if it is a reason why you do not recycle. YES OR NO FOR EACH

[Q115A] I don't have access to recycling

[Q115B] It takes too much time

[Q115C] I don't know what can and what can't be recycled

[Q115D] It takes too much effort

[Q115E] I don't think it is important

[Q115F] I worry about identity theft

1 .....YES
2 .....NO
8 .....DON'T KNOW
9 .....REFUSED

121. [Q116] **A**re there any other reasons you do not recycle your mail that I didn't mention? (OPEN Specify)

1 .....YES, PLEASE SPECIFY BELOW: [O_Q116]
2 .....NO

122. [THANK] Thank you very much for helping us. I have a toll free phone number where you can reach us– would you like to write it down? IF RESPONDENT WANTS NUMBER, READ SLOW ENOUGH FOR THEM TO WRITE That number is 1-888-441-8777. Goodbye and have a nice evening/day.

123. [INT03] Although you do not wish to continue with our survey, we appreciate the time you have given us today. Thank you and goodbye.

RF .....Refused to do diaries => GO TO END

124. [INT10] Thank you very much for your time. I'm sorry if we inconvenienced you, but we need to attempt to contact the household currently using the other mailing address. Have a nice evening/day. Goodbye. IF NEEDED: For this survey, the USPS has randomly selected households based on their mailing address. If you have any questions, please call 1-888-441-8777.

QN……Not qualified due to address change => GO TO END

125. [OLIST] IF REFUSES TO PARTICIPATE In DIARY STUDY: Would you please tell me why you do not want to participate in our survey? OPEN END

Thank you very much. Goodbye and have a nice evening/day.

126. [INTRO] Hello, this is _____, calling on behalf of the U.S. Postal Service. May I please speak with<NAME>? We began an interview concerning your household's mail and I would like to complete that interview now.

IF THERE IS NO NAME HERE, THEN THIS IS NOT A PARTIAL SO RESTART

2 .....CONTINUE WHERE I LEFT OFF
1 .....RESTART AT THE BEGINNING

127. [INT] ENTER FINAL DISPOSITION.

CP…….PARITAL COMPLETE => GO TO CB
RP…….PARTIAL REFUSAL => GO TO REFUS
RL…….REMOVE MY NAME DO NOT CALL AGAIN => GO TO OLIST
RF…….STRONG REFUSAL => GO TO REFUS
KP…….PARTIAL COMPLETE, CALLBACK NEXT QUARTER (only appears close to the end of each quarter) => GO TO END

128. [INT04] Thank you very much for your time. I'm sorry if we inconvenienced you, but we need households that receive their mail at their home address. Have a nice evening/day. Goodbye.

QM……. DOES NOT RECEIVE MAIL AT HOME ADDRESS => GO TO END

129. [INT99] SURVEY COMPLETE

CM…….COMPLETE

130. [REFU1] ENTER THE REASON THIS RESPONDENT IS REFUSING

1.....TIME ISSUES
2.....NOT INTERESTED IN TOPIC
3.....INTERVIEW TOO LONG
4.....SUSPICIOUS OF DATASOURCE OR SURVEY
5.....DON'T FEEL THEIR INFO IS VALUABLE
7.....OTHER, SPECIFY
8.....DK

131. [REFUS] ENTER THE REASON THIS RESPONDENT IS REFUSING

1.....RESPONDENT YELLING
2.....RESPONDENT USING PROFANITY
3.....RESPONDENT THREATENING
4.....INBOUND REFUSAL
5.....RESPONDENT ASKED TO BE TAKEN OF LIST
7.....OTHER, SPECIFY
8.....DK

Appendix C2: Diary Package

Advance Letter

UNITED STATES POSTAL SERVICE

Date

Postal Resident
«ADDRESS»
«CITY», «STATE» «ZIP»

«SAMPN»-«REPLICATE»

The U.S. Postal Service is guided by one principle: we exist to serve our customers. This vision is our commitment to ensuring a vital Postal Service for future generations.

To assist us in meeting that commitment, we are conducting our 24th annual Household Diary Study. That's why your household, along with others in your area, were selected to answer questions about your household's mail and to record information about the mail your household sends and receives for a one-week period.

We will provide your household with postal diaries in which to record this information, along with easy-to-read instructions on how to complete them. This information will help us better understand current trends in the volume and types of mail households handle on a daily basis. Ultimately, your response will help us make important decisions about performance improvements and investments in new equipment, facilities, programs, and technologies to better serve you.

As thanks for your time and participation in this study, you will have a choice of ONE of the following:

- **Thirty dollars**
- **100 First-Class stamps**

A survey specialist from NuStats, an independent firm conducting this research on our behalf, will contact you shortly to begin the survey. If you prefer, you may complete the initial survey on the web. Please visit **http://surveys.nustats.com/USPSWEB.htm** and enter **PIN #: «SAMPN»**.

All information collected is strictly confidential in order to protect your privacy.

To provide a correct phone number and/or a good time for us to reach you, please call our project hotline at 1-888-441-8777. The hotline hours are 11am-9pm CST (Mon-Wed), 11am-5pm CST (Thurs & Fri), and 12pm-5pm CST (Sat & Sun). You may also visit the project web page: **www.nustats.com/uspsstudy.htm** for more information.

Thank you for joining us in the Household Diary Study!

Sincerely,

John F. Mazzone
Managing Editor, USPS Household Diary Study

Voltee para Español →

475 L'Enfant Plaza SW
Washington DC 20260-0010

Date

Residente Postal
«ADDRESS»
«CITY», «STATE» «ZIP» «SAMPN»-«REPLICATE»

El Servicio Postal de los Estados Unidos se conduce bajo un principio: existimos para servir a nuestros clientes. Esta visión es nuestro compromiso para asegurar un Servicio Postal vital para las futuras generaciones.

Para ayudarnos a alcanzar este compromiso, estamos realizando nuestro 24vo Estudio Domiciliario en Diarios anual. Esta es la razón por la cual su hogar, junto con otros en su área, fue seleccionado para responder preguntas acerca del correo de su hogar y registrar la información acerca de la correspondencia enviada y recibida por su hogar en un período de una semana.

Le proporcionaremos a su hogar unos diarios postales en los cuales podrá registrar esta información, junto con instrucciones de fácil lectura acerca de cómo completarlos. Esta información nos ayudará a entender mejor tendencias actuales en el volumen y tipos de correo que los hogares manejan de forma diaria. Por último, su respuesta nos ayudará a tomar decisiones importantes acerca de mejoras en nuestro desempeño e inversiones en nuevos equipos, instalaciones, programas y tecnologías para servirle mejor.

Como muestra de agradecimiento por su tiempo y participación en este estudio, usted tendrá la opción de recibir UNO de los siguientes:

- **Treinta dólares**
- **100 Estampillas de Primera Clase**

Un especialista en encuestas de NuStats, una empresa independiente que está llevando a cabo este estudio en representación nuestra, lo contactará próximamente para comenzar la encuesta. Si usted prefiere, puede completar la encuesta inicial a través del Internet. Por favor visite **http://surveys.nustats.com/USPSWEBSP.htm** e ingrese el **número de PIN: «SAMPN»**.

Toda la información recopilada es estrictamente confidencial para proteger su privacidad.

Para proporcionarnos un número de teléfono válido y/o decirnos cuál es el mejor momento para poder hablar con usted, por favor llame a nuestra línea de asistencia del proyecto al 1-888-441-8777. El horario de atención es de 11am-9pm CST (de lunes a miércoles), 11am-5pm CST (jueves y viernes), y 12pm-5pm CST (sábados y domingos). También puede visitar la página de Internet del proyecto: **www.nustats.com/uspsstudy.htm** para obtener más información.

¡Agradecemos su participación en el Estudio Domiciliario en Diarios!

Atentamente,

John F. Mazzone
Director Editorial, Estudio Domiciliario en Diarios de USPS

Appendix C2: Diary Package

Diary Package Cover Letter

USPS Household Diary Study

What is the Household Diary Study?

The Household Diary Study is a national research effort sponsored by the U.S. Postal Service. The information collected from households like yours will be used to help us design systems to use our resources most effectively, develop strategies for making wise decisions, and monitor the effects of electronic technology on regular mail service. Ultimately, the data will be used to find ways of keeping the cost of service at a minimum.

The study is conducted on our behalf by NuStats, a professional research firm in Austin, Texas. NuStats ensures all information collected is strictly confidential and is used for our research purposes only. The information from your household will be used only in combination with data from other participating households.

What are we asking of you?

Answer questions about all the mail and packages your household receives and sends for seven days.
We are only interested in the mail you send and receive for the dates that are on your Answer Booklets.

Here's how:

- **Read Steps 1-7 in the Instruction Booklet first** – this is important because it explains how to correctly fill out the Answer Booklets and provides visual examples.
- **Review the Photo Quick Start**.
- **Answer questions from the Question Booklet by recording the codes in the Answer Booklets**. Do this for all the mail and packages your household receives and sends each day.
- **Select your choice of gift on the Gift Selection Form** *(please allow 10-12 weeks for processing)*.
- **Return all completed Answer Booklets, Mail Pieces, and the Gift Selection Form in the postage-paid Priority Mail envelope** – drop in any public U.S. Postal Service mailbox or post office.

Your package includes: *(each item is numbered in the top right-hand corner)*

1.	Instruction Booklet	**4a.-4g.**	Answer Booklets – 1 for each day	**7.**	"I'm done . . ." postcard
2.	Photo Quick Start	**5a.-5g.**	Daily Envelopes – 1 for each day	**8.**	Priority Mail envelope
3.	Question Booklet	**6.**	Gift Selection Form		

If you have any questions about how to complete the survey, call the USPS Hotline at **1-888-441-USPS (8777)** available 11am-9pm CST (Mon-Wed), 11am-5pm CST (Thu & Fri), or 12pm-5pm CST (Sat & Sun).

I would like to thank you again for your participation and willingness to do the research that will help us improve our performance at your local post office.

Sincerely,

John F. Mazzone
Managing Editor, USPS Household Diary Study

UNITED STATES POSTAL SERVICE®

Appendix C2: Diary Package

Instruction Booklet

UNITED STATES POSTAL SERVICE

Instruction Booklet

PLEASE READ THIS FIRST!

Includes instructions for completing the Answer Booklets and examples of postage and mail markings for each type of mail, behind the color-coded tabs

Common Terms & Questions

Here are definitions of some of the terms that we use
throughout the Household Diary materials and the most frequently asked question.

Common Terms

- **Mail Pieces** are the different pieces of mail that you receive and send – letters, bills, postcards, magazines, advertisements, packages, etc.
- **Mail Type** is the category of mail that we ask you to sort your mail into. *(See the list of 6 mail types on page 1 of this booklet.)*
- **Postage** is how the piece of mail was paid for when it was sent. There are three different types of postage: Stamps, Meter, or Permit. *(See the visual examples under the color-coded tabs for each mail type*.)
- **Mail Markings** are markings that are printed on a mail piece either by the U.S. Postal Service or the mailing house. These markings indicate the postage paid and the type of mail. The Postage and Mail Markings are typically located in:
  a) the top right-hand corner of the mail piece,
  b) above <u>or</u> below the address, or
  c) inside the window of an envelope.

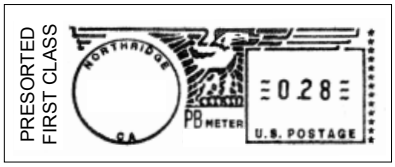
What is the difference between First-Class Mail and Presorted Standard Mail?

These are the two most common mail types. Here are some ways to help distinguish between them:

- **First-Class Mail** from businesses are often marked "First-Class" or "Presorted First-Class," especially when they don't have stamps. If the mail piece just has a stamp or metered strip without any of these markings, it is likely First-Class Mail.
  Hint: Most letter size envelopes will have postage of 44¢ or more, either in First-Class stamps, a metered strip, or a "Forever Stamp."
  If it is **Presorted First-Class**, it may have less postage but it will say "Presorted First-Class." *(See pages 5-9 in this booklet for descriptions & more visual examples.)*

Examples of Presorted First-Class Mail Markings

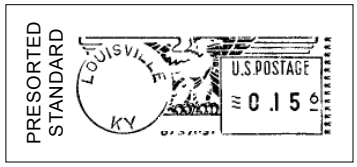
Presorted
First-Class Mail
U.S. Postage Paid
ANYWHERE USA
PERMIT #0



- **Presorted Standard** Mail pieces are always marked "Presorted Standard," or "PRSRT STD," or "Standard," or "STD" usually in the upper-right corner of the mail pieces close to the stamp or meter strip. *(See pages 10-14 in this booklet for descriptions & more visual examples.)*

Examples of Presorted Standard Mail Markings

PRESORTED
STANDARD
U.S. POSTAGE PAID
NEW YORK, NY
Permit No. 1



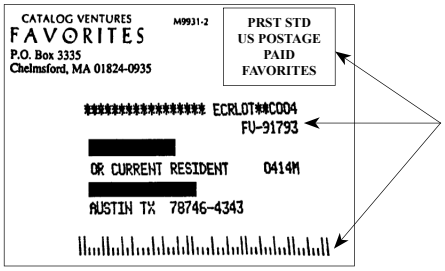
How to fill out the Answer Booklets.

1 Sort your daily mail into groups by mail type.

The first step is to sort your mail each day into groups of mail types by looking at the postage and other markings on your mail (we call these “mail markings”). All the mail you receive can be classified as one of the following 6 types*:

1. **First-Class / Presorted First-Class Mail** (Purple pages)
2. **Presorted Standard Mail (PRSRT STD)** (Blue pages)
3. **Nonprofit Organization Mail** (Gray pages)
4. **Packages & Expedited Materials** (Green pages)
5. **Magazines, Newspapers, or Other Periodicals** (Yellow pages)
6. **Unaddressed Mail** – Delivered by US Postal Service only (Pink pages)

To Sort: Look at the Postage & Mail Markings



Postage & Mail Markings can be located:

- in the top right-hand corner,
- above <u>or</u> below the address, or
- inside the window of an envelope.

***To help you sort your mail, see the examples of postage and mail markings under the colored tab associated with each mail type.**

We are only interested in your household mail:

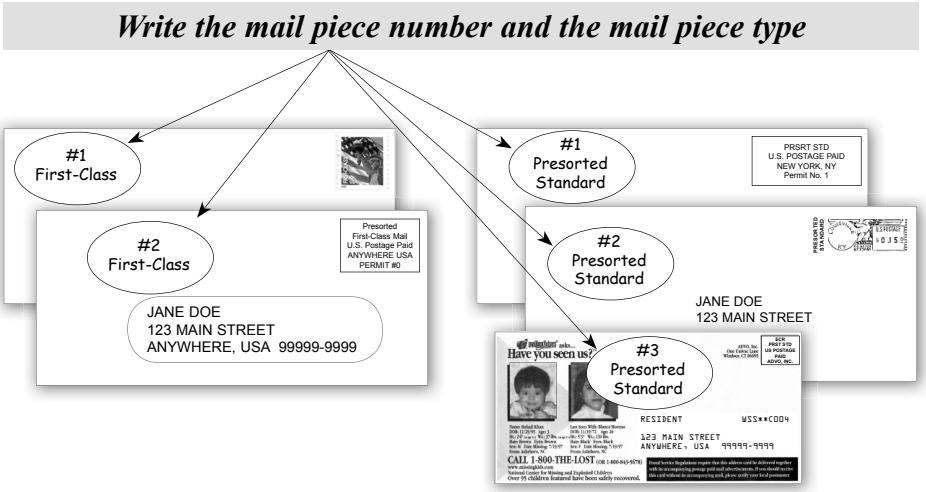
- Please DO NOT include any mail received or sent for a business, club, or association operated from your home.
- Only record mail sent to your home; DO NOT include any mail sent to your PO Box.

Special Circumstances

- If you did not receive or send any mail or packages, or if there was no mail service one day during your assigned week, put an “X” in the box labeled “Did Not Receive or Send any Mail/Packages Today” on page 1 of the Answer Booklet for that day.
- If household members will be away from home on any day(s) during the diary week, record all mail received in the daily answer booklet for the day on which you return.
- If you forget to pick up your mail for a day, record all mail received on the next day.
- Sunday is included in your diary week. You may not receive mail on Sunday, but you may receive packages and/or send mail out.

2 Number and label the mail pieces within each mail type.

Once your mail is sorted for that day, write the mail type on each piece of mail and then number the mail pieces within each mail type. For example, the top First-Class mail piece is #1, the next is #2, and so on until you have numbered all First-Class Mail for that day. Next, number all the other types of mail (Presorted Standard, Nonprofit, Packages, etc.) beginning again with #1, and then #2, and so on for each different mail type.



3 Complete the Summary Page (page 1) in the Answer Booklet for each day.

On this page, record the total number of mail pieces of each type that all members of your household received and sent that day. *(See Summary Page example below.)*

Summary Page

Please print clearly as in the example below: 1 OR 20

Use a pen in black or blue ink
DO NOT USE PENCIL

Did not Receive or Send any Mail/Packages Today: → ☐
(If no mail received or sent, mark the box above with an "X." You are done for today.)

Mail RECEIVED Monday: 11 **Total # Received**

Record the total number of mail received above and then record for each mail type below.

1. **First-Class:** 4 **Total # Received** → *GO TO PAGE 3 (PURPLE)*
   First-Class errors: 0 # Wrong address, right person → *GO TO PAGE 3 (PURPLE)*
   0 # Right address, wrong person
   0 # Wrong address, wrong person
   } *DO NOT ANSWER QUESTIONS ABOUT THESE MAIL PIECES*
2. **Presorted Standard:** 6 **Total # Received** → *GO TO PAGE 7 (BLUE)*
3. **Nonprofit Organization:** 0 **Total # Received** → *GO TO PAGE 9 (GRAY)*
4. **Packages & Expedited:** 1 **Total # Received** → *GO TO PAGE 11 (GREEN)*
5. **Magazines, Newspapers, or Other Periodicals:** 0 **Total # Received** → *GO TO PAGE 15 (YELLOW)*
6. **Unaddressed Mail:** 0 **Total # Received** → *GO TO PAGE 17 (PINK)*

Mail SENT Monday: 3 **Total # Sent**

Envelopes (First-Class): 3 **Total # Sent**
Postcards (First-Class): 0 **Total # Sent**
} *GO TO PAGE 5 (PURPLE)*
Packages & Expedited: 0 **Total # Sent** → *GO TO PAGE 13 (GREEN)*

Monday 999642 **Page 1**

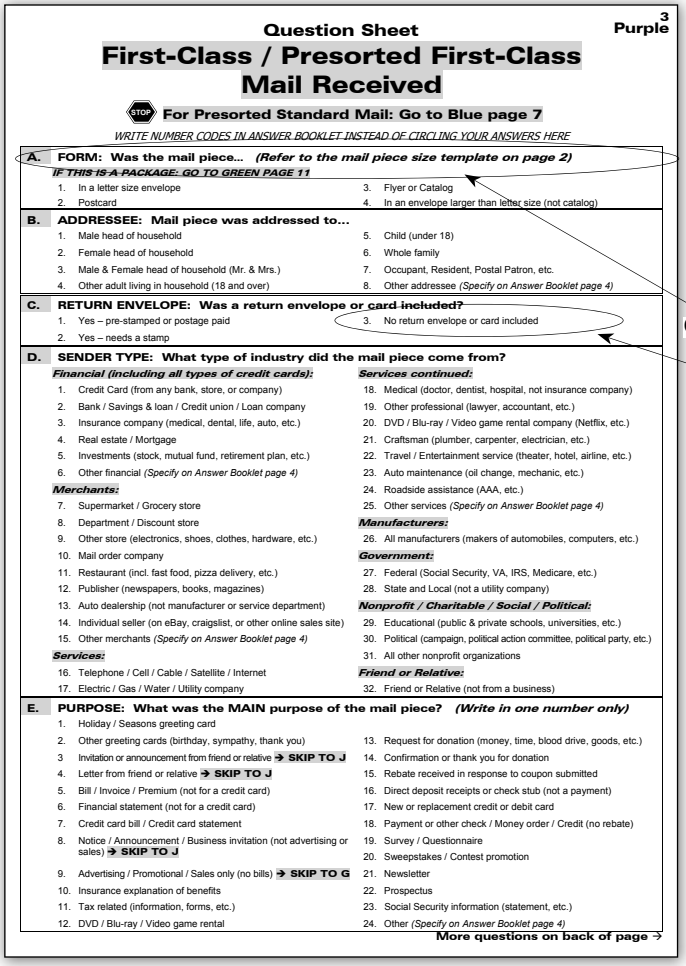
If you did not receive or send any mail or packages, or if there was no mail service one day during your assigned week:
Put an "X" in the box labeled "Did not Receive or Send any Mail/Packages Today" on the summary page for that day.

4 Open both the Question Booklet and the Answer Booklet for that day to the colored pages for the type of mail piece you have.

You will use a different Answer Booklet for each day of the week, but you use the same Question Booklet each day. Read the questions from the Question sheet (in the Question Booklet) and find the correct answers (number codes), then write them on the Answer sheet in the Answer Booklet. There are colored pages for each mail type: First-Class Mail is purple, Presorted Standard Mail is blue, etc. You can record up to 12 mail pieces for each mail type. **Remember, the postage on the mail piece determines which colored Question and Answer sheets to use.**

1. In the Answer Booklet for that day, write in the answer on the Answer Sheet using the correct number code found in the Question Booklet.
2. Starting with mail piece #1, Question A, write the codes under column #1. Using the Question Booklet, continue down the page to Question B.
3. After you are finished answering questions for mail piece #1, continue on to the questions for mail piece #2 in column #2. Continue in this way for each mail piece within each type.

Question Sheet (in Question Booklet)



Question Sheet — Purple 3

First-Class / Presorted First-Class Mail Received

STOP For Presorted Standard Mail: Go to Blue page 7

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. FORM: Was the mail piece... *(Refer to the mail piece size template on page 2)*

IF THIS IS A PACKAGE: GO TO GREEN PAGE 11

1. In a letter size envelope
2. Postcard
3. Flyer or Catalog
4. In an envelope larger than letter size (not catalog)

B. ADDRESSEE: Mail piece was addressed to...

1. Male head of household
2. Female head of household
3. Male & Female head of household (Mr. & Mrs.)
4. Other adult living in household (18 and over)
5. Child (under 18)
6. Whole family
7. Occupant, Resident, Postal Patron, etc.
8. Other addressee *(Specify on Answer Booklet page 4)*

C. RETURN ENVELOPE: Was a return envelope or card included?

1. Yes – pre-stamped or postage paid
2. Yes – needs a stamp
3. No return envelope or card included

D. SENDER TYPE: What type of industry did the mail piece come from?

Financial (including all types of credit cards):

1. Credit Card (from any bank, store, or company)
2. Bank / Savings & loan / Credit union / Loan company
3. Insurance company (medical, dental, life, auto, etc.)
4. Real estate / Mortgage
5. Investments (stock, mutual fund, retirement plan, etc.)
6. Other financial *(Specify on Answer Booklet page 4)*

Merchants:

7. Supermarket / Grocery store
8. Department / Discount store
9. Other store (electronics, shoes, clothes, hardware, etc.)
10. Mail order company
11. Restaurant (incl. fast food, pizza delivery, etc.)
12. Publisher (newspapers, books, magazines)
13. Auto dealership (not manufacturer or service department)
14. Individual seller (on eBay, craigslist, or other online sales site)
15. Other merchants *(Specify on Answer Booklet page 4)*

Services:

16. Telephone / Cell / Cable / Satellite / Internet
17. Electric / Gas / Water / Utility company

Services continued:

18. Medical (doctor, dentist, hospital, not insurance company)
19. Other professional (lawyer, accountant, etc.)
20. DVD / Blu-ray / Video game rental company (Netflix, etc.)
21. Craftsman (plumber, carpenter, electrician, etc.)
22. Travel / Entertainment service (theater, hotel, airline, etc.)
23. Auto maintenance (oil change, mechanic, etc.)
24. Roadside assistance (AAA, etc.)
25. Other services *(Specify on Answer Booklet page 4)*

Manufacturers:

26. All manufacturers (makers of automobiles, computers, etc.)

Government:

27. Federal (Social Security, VA, IRS, Medicare, etc.)
28. State and Local (not a utility company)

Nonprofit / Charitable / Social / Political:

29. Educational (public & private schools, universities, etc.)
30. Political (campaign, political action committee, political party, etc.)
31. All other nonprofit organizations

Friend or Relative:

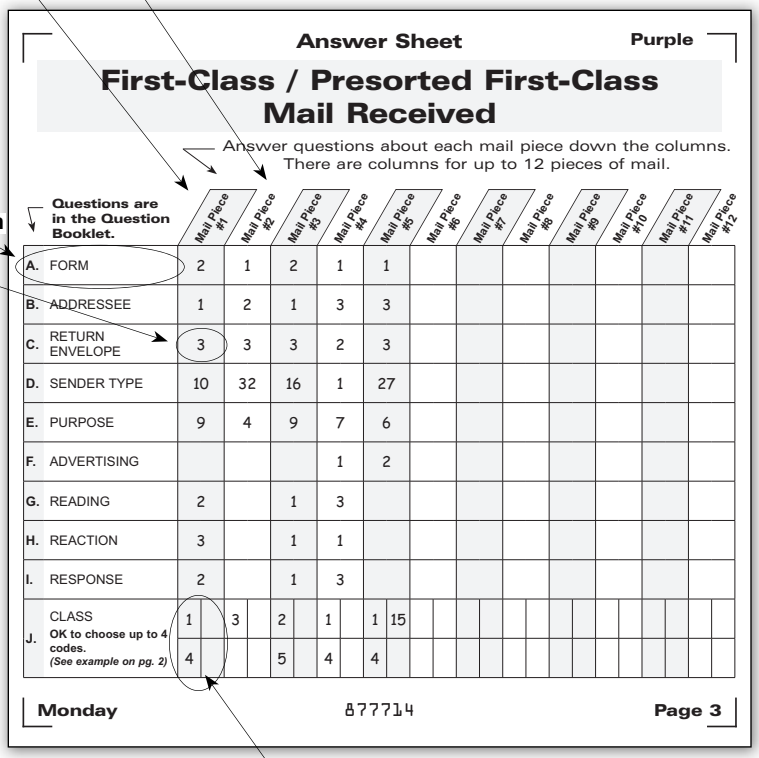
32. Friend or Relative (not from a business)

E. PURPOSE: What was the MAIN purpose of the mail piece? *(Write in one number only)*

1. Holiday / Seasons greeting card
2. Other greeting cards (birthday, sympathy, thank you)
3. Invitation or announcement from friend or relative → SKIP TO J
4. Letter from friend or relative → SKIP TO J
5. Bill / Invoice / Premium (not for a credit card)
6. Financial statement (not for a credit card)
7. Credit card bill / Credit card statement
8. Notice / Announcement / Business invitation (not advertising or sales) → SKIP TO J
9. Advertising / Promotional / Sales only (no bills) → SKIP TO G
10. Insurance explanation of benefits
11. Tax related (information, forms, etc.)
12. DVD / Blu-ray / Video game rental
13. Request for donation (money, time, blood drive, goods, etc.)
14. Confirmation or thank you for donation
15. Rebate received in response to coupon submitted
16. Direct deposit receipts or check stub (not a payment)
17. New or replacement credit or debit card
18. Payment or other check / Money order / Credit (no rebate)
19. Survey / Questionnaire
20. Sweepstakes / Contest promotion
21. Newsletter
22. Prospectus
23. Social Security information (statement, etc.)
24. Other *(Specify on Answer Booklet page 4)*

More questions on back of page →

Answer Sheet (in Answer Booklet)



Mail Piece #1

Mail Piece #2

Answer Sheet — Purple

First-Class / Presorted First-Class Mail Received

Answer questions about each mail piece down the columns. There are columns for up to 12 pieces of mail.

Question

Code

Questions are in the Question Booklet.	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. FORM	2	1	2	1	1							
B. ADDRESSEE	1	2	1	3	3							
C. RETURN ENVELOPE	3	3	3	2	3							
D. SENDER TYPE	10	32	16	1	27							
E. PURPOSE	9	4	9	7	6							
F. ADVERTISING				1	2							
G. READING	2		1	3								
H. REACTION	3		1	1								
I. RESPONSE	2		1	3								
J. CLASS OK to choose up to 4 codes. (See example on pg. 2)	1	3	2	1	1	15						
	4		5	4	4							

Monday 877714 Page 3

For questions where it is "OK to choose more than one," you can record up to four codes.

Mail Markings are important.

Tell us which mail markings are on the mail piece by answering the "Class" question at the end of each Question sheet (e.g., Question J for First-Class Mail).

To accurately answer this question, you need to record all the mail markings that are on each mail piece – these markings are placed on the mail piece either by the U.S. Postal Service or by a mailing house.

Question J - Class (First-Class Question sheet)

J. CLASS: Tell us what markings are on the mail piece. ***(OK to choose more than one)***
For examples of First-Class Mail, see pages 5 - 9 of the Instruction Booklet.
Look at markings in top right-hand corner, above or below the address, & inside the window.

1. Presorted First-Class, **or** PRSRT, **or** FP
2. First-Class Postage
3. Forever Stamp
4. AUTO
5. AB, **or** AF, **or** MB, **or** AV
6. Single Piece, **or** SNGLP, **or** SP
7. Certified
8. Registered
9. Return Receipt Requested
10. Certificate of Mailing
11. Restricted Delivery
12. Insured
13. Mail from outside the U.S.
14. Federal Government Mail with Official Signature (FRANKED)
15. Other Federal Government Mail
16. COD
17. Can't classify type *(Please mark & place in envelope along with other mail pieces for this day)*

5 Please send us your mail pieces.

We only need the envelope your mail came in, not the contents (unless it's something you don't need).
Please DO NOT CUT OUT the individual mail markings.

- **Remember to label each mail piece with the number and mail type you assigned it in the Answer Booklet** so we are able to match it to your responses.
- **If the mail piece is a catalog, magazine, flyer, or newspaper, just send the page with the mailing label and the postage.** We don't need the entire catalog or newspaper, etc.

Why do we need your mail pieces?

If we have your mail markings for each piece, we can double check that everything is correct. Each packet goes through an editing process that verifies that the mail pieces were recorded under the correct mail type (First-Class, Presorted Standard, etc.) and that all the questions were answered. The entire mail piece (i.e., the envelope) provides us with additional survey information, such as sender type.

All information collected is strictly confidential and is used for research purposes only.

6 Place your completed Answer Booklets and mail pieces in the envelopes marked Monday through Sunday.

Your completed Answer Booklets and mail pieces labeled with the mail type and mail piece number should be placed in the corresponding daily envelope.

7 Place the daily envelopes in the postage-paid Priority Mail envelope.

The daily envelopes with your completed Answer Booklets and mail pieces should be sent to NuStats in the postage-paid Priority Mail envelope.

First-Class / Presorted First-Class Mail Received and Sent (Purple)

All First-Class Mail may not say "First-Class" on the envelope or postcard. It is important to look at the postage and mail markings on each mail piece to determine if it is First-Class or not. Use the following to help you determine if your mail piece should be recorded under this type:

- Include letter size envelopes marked "**First-Class**" or "**Presorted First-Class**."
- Include large envelopes marked "**First-Class**." Check the mail markings carefully; some large envelopes may be marked Presorted Standard or Expedited.
- Most First-Class Mail from businesses are marked "**First-Class**" or "**Presorted First-Class,**" especially when they have a metered strip and NOT a stamp.
- If the mail piece just has a stamp without being marked "**First-Class**" or "**Presorted First-Class**," (or Presorted Standard or Nonprofit, etc.) it is probably First-Class Mail.
- Most letter size envelopes will have postage of 44¢ or more, either in stamps or on a metered strip (the postage may also be in the form of a "Forever Stamp"). If it is "**Presorted First-Class,**" it may have less postage but it will be marked as "Presorted First-Class."
- Postcards *usually* have 28¢ postage for First-Class. Some postcards are larger in size than a typical picture postcard. However, if it is larger than the postcard dimensions (see page 2 of the Question Booklet), then it is considered a flyer.
- The most common First-Class Mail pieces are letters, bills, postcards, greeting cards, checks, and money orders.
- Include mail ***(that is not a package)*** sent with special services, such as Certified, Registered, or Insured.
- Include magazines, catalogs, newsletters, or other periodicals that are marked "**First-Class**."

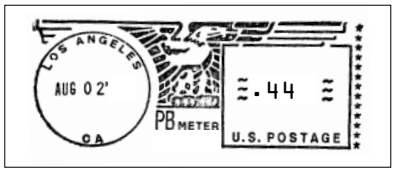
Examples of First-Class Mail postage and markings begin on the next page.

First-Class Mail Examples

First-Class Postage

Regular First-Class Stamp

Forever Stamp

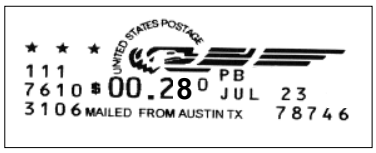


Metered Strip

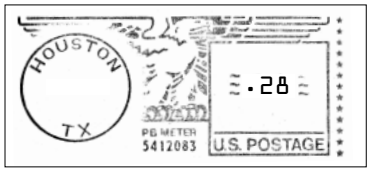
FIRST-CLASS MAIL
U.S. POSTAGE PAID
COMPANY NAME
PERMIT #000

Permit

First-Class Postcard Stamp

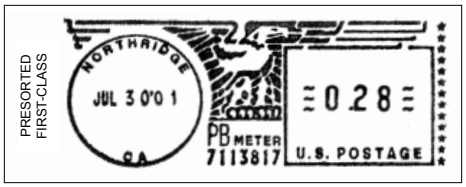


Metered Postcard



Metered Postcard

Presorted First-Class, PRSRT, or FP

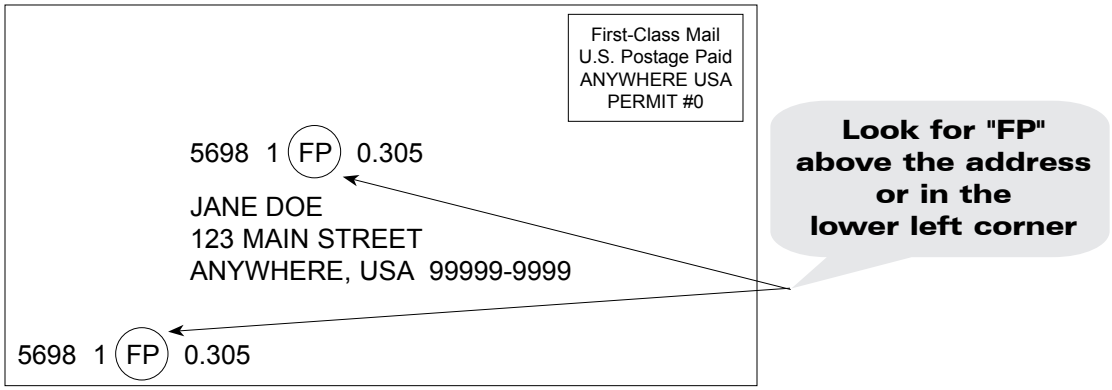


"Presorted First-Class"
on Metered Strip

Presorted
First-Class Mail
U.S. Postage Paid
Mailed from Zip Code 27101
PERMIT #000

"Presorted First-Class"
on Permit

"Presorted First-Class"
on Stamp

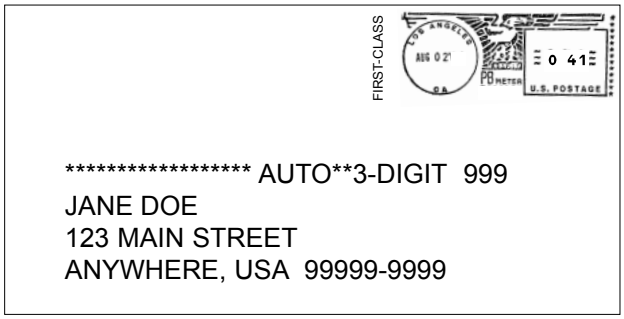


"First-Class" on Permit
"FP" above address or in lower left corner

Hint: Find closest match

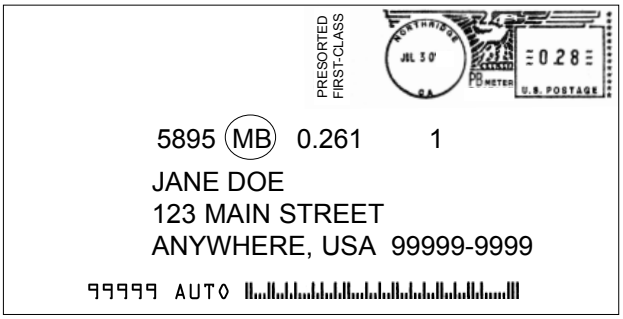
First-Class Mail Examples

AUTO



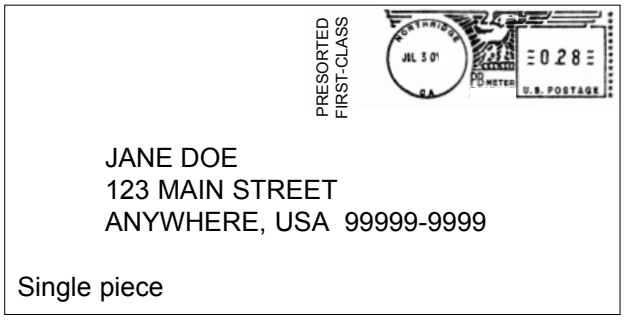
"AUTO" above or below the address

AB, or AF, or MB, or AV

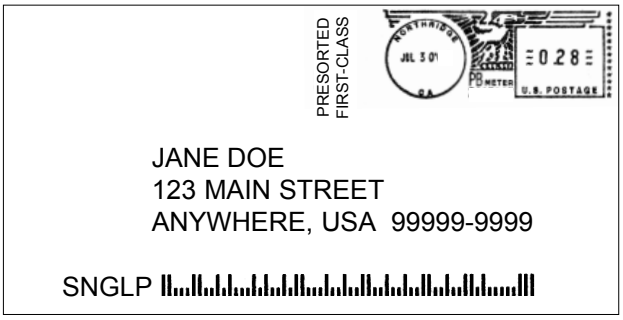


"AB, or AF, or MB, or AV"
above address

Single Piece, or SNGLP, or SP



"Presorted First-Class" left of Metered Strip
"Single piece" in lower left corner



"Presorted First-Class" left of Metered Strip
"SNGLP" left of Barcode

Certified

Registered

Hint: Find closest match

First-Class Mail Examples

Return Receipt Requested & Restricted Delivery

SENDER: *COMPLETE THIS SECTION*

- Complete items 1, 2, and 3. Also complete item 4 if Restricted Delivery is desired.
- Print your name and address on the reverse so that we can return the card to you.
- Attach this card to the back of the mailpiece, or on the front if space permits.

1. Article Addressed to:

COMPLETE THIS SECTION ON DELIVERY

A. Received by *(Please Print Clearly)* B. Date of Delivery

C. Signature
X ☐ Agent ☐ Addressee

D. Is delivery address different from item 1? ☐ Yes
If YES, enter delivery address below: ☐ No

3. Service Type
☐ Certified Mail ☐ Express Mail
☐ Registered ☐ Return Receipt for Merchandise
☐ Insured Mail ☐ C.O.D.

4. Restricted Delivery? *(Extra Fee)* ☐ Yes

2. Article Number *(Copy from service label)*

PS Form 3811, July 1999 Domestic Return Receipt 102595-00-M-0952

Restricted Delivery

Certificate of Mailing

U.S. POSTAL SERVICE **CERTIFICATE OF MAILING**

MAY BE USED FOR DOMESTIC AND INTERNATIONAL MAIL. DOES NOT PROVIDE FOR INSURANCE–POSTMASTER

Received From:

One piece of ordinary mail addressed to:

Affix fee here in stamps or meter postage and post mark. Inquire of Postmaster for current fee.

PS Form **3817**, January 2001

COD

DELIVERY EMPLOYEE - Remove Copies 1 & 2 at Time of Delivery

Collect the amount shown below if customer pays by CHECK made payable to the mailer. Collect the amount shown below if customer pays in CASH (includes MO fee).

Check Amount $ Cash Amount $

Registered Mail Express Mail Form 3849-D Requested

Date of Mailing Permit COD Charges to Sender via Express Mail EMCA No.

COD

FROM: TO:

Delivered By Date Delivered Received By: *(Print Name and Sign)*

Check Number MO Number Date Payment Sent to Mailer Date Form 3849-D Sent

PS Form **3816**, December 1994 Copy 1 - Delivery Unit

1. DO NOT allow the recipient (addressee or agent) to examine the contents before payment.
2. DO NOT deliver this article until payment is collected.
3. If payment is by check, enter check number above.

Date Returned 2nd Notice 1st Notice UNITED STATES POSTAL SERVICE Pull for Mailer's Copy

Insured

U S Insured Mail

V-808 805 339

NOTE: You must present the article, container, and packaging when filing a claim for damage.

United States Postal Service
INSURED MAIL
DOMESTIC – INTERNATIONAL

VV 924 859 266 US

Hint: Find closest match

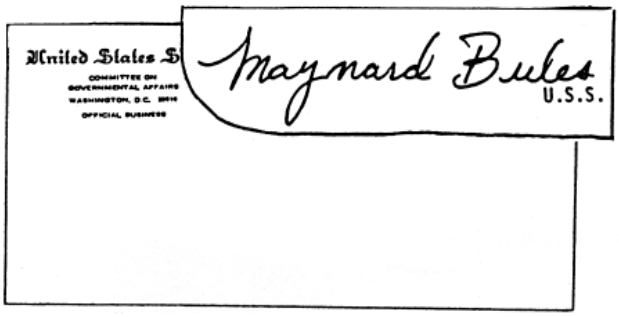
First-Class Mail Examples

Mail from outside the U.S.

AIR MAIL

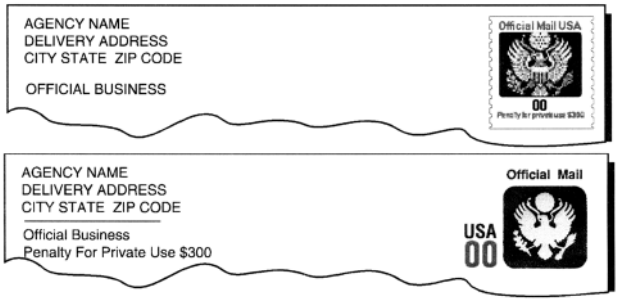
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

Federal Government Mail (Franked)



"Official Government Signature" (Franked)

Other Federal Government Mail



FIRST-CLASS MAIL
POSTAGE AND FEES PAID
AGENCY NAME
PERMIT NO.G-999

PRESORTED
FIRST-CLASS MAIL
POSTAGE AND FEES PAID
AGENCY NAME
PERMIT NO.G-999

"Official Mail or Government Permit Number"

Hint: Find closest match

Presorted Standard Mail
(Blue)

Use the following to help you determine if your mail piece should be recorded under this type:

- Include mail ***(that is not a package)*** that is marked "**Presorted Standard**," or "**PRSRT STD**," or "**Standard**," or "**STD**" whether it is a letter, postcard, large envelope, magazine, catalog, circular, or flyer, etc.

- Most **catalogs** are sent Presorted Standard. However, check to make sure it is marked "Presorted Standard," or "PRSRT STD," or "Standard," or "STD."
  Catalogs that are in envelopes marked "Bound Printed Matter" or items marked "Media Mail" or "Library Mail" should be recorded under "Packages & Expedited Materials" (Green pages).

Advertising often comes as a group of flyers, circulars, coupons, or other pieces that are not in an envelope.* These types of advertisements can be delivered in two different ways:

1. Your address may be printed on a **detached label card** that is delivered with separate advertising pieces that are grouped or folded together.

   If you get a detached label card, please record it under "**Presorted Standard Mail**," and then record the group of advertising pieces as **ONE** mail piece (regardless of how many flyers or circulars, etc.) under "**Unaddressed Mail**" on the Pink pages.

2. Your address may be printed directly on the group of advertising pieces.

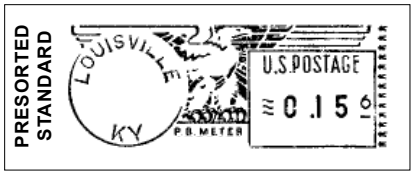
   Please record the whole group as **ONE** mail piece under "**Presorted Standard Mail**." Record code #7 for Question B and code #2 for Question C.

**Usually from more than one company or advertiser*

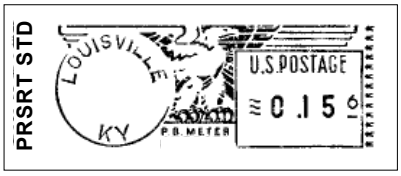
Examples of Presorted Standard postage & mail markings begin on the next page.

Presorted Standard Mail Examples

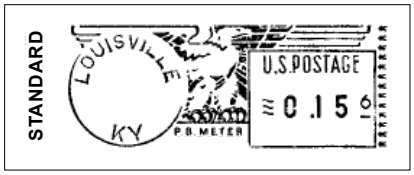
Presorted Standard, or PRSRT STD, or Standard, or STD



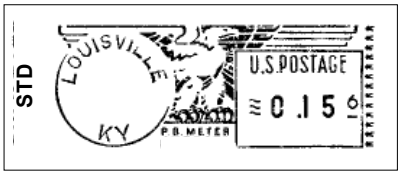
"Presorted Standard"
on Metered Strip



"PRSRT STD"
on Metered Strip



"Standard"
on Metered Strip



"STD"
on Metered Strip

"Presorted Std"
on Stamp

PRESORTED STANDARD
U.S. POSTAGE PAID
NEW YORK, NY
Permit No. 1

"Presorted Standard"
on Permit

PRSRT STD
U.S. POSTAGE
PAID
NEW YORK, NY
Permit No. 1

"PRSRT STD"
on Permit

STANDARD
U.S. POSTAGE PAID
NEW YORK, NY
Permit No. 1

"Standard"
on Permit

STD
U.S. POSTAGE
PAID
NEW YORK, NY
Permit No. 1

"STD"
on Permit

Hint: Find closest match

Presorted Standard Mail Examples

Note: Many of the markings may appear with any of the permit types (i.e., AUTO may appear with a Presorted Standard, or PRSRT STD, or Standard, or STD permit or meter strip).

Also, AUTO, Carrier Route Presort, or CAR-RT SORT may appear in the permit area in the top right-hand corner of the mail piece.

AUTO

PRSRT STD
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

**********AUTO
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"AUTO" above address

Carrier Route Presort, or CAR-RT SORT

Presorted Standard
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

**********Carrier Route Presort ** C-004
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"Carrier Route Presort"

PRSRT STD
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

**********CAR-RT SORT** C-004
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"CAR-RT SORT"

Hint: Find closest match

Presorted Standard Mail Examples

Note: Many of the markings may appear with any of the permit types (i.e., ECR may appear with a Presorted Standard, or PRSRT STD, or Standard, or STD permit or meter strip).

ECR with LOT, WSS, or WSH

Presorted Standard
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

**********ECRLOT**C-013
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"ECRLOT" above address

PRSRT STD
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

**********ECRWSS**C-013
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"ECRWSS" above address

PRSRT STD
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

**********ECRWSH**C-013
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"ECRWSH" above address

ECR
Presorted Standard
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

**********LOT**C-013
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"ECR" on Permit *and* "LOT" above address

ECR
PRSRT STD
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

**********WSS**C-013
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"ECR" on Permit *and* "WSS" above address

ECR
PRSRT STD
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

**********WSH**C-013
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

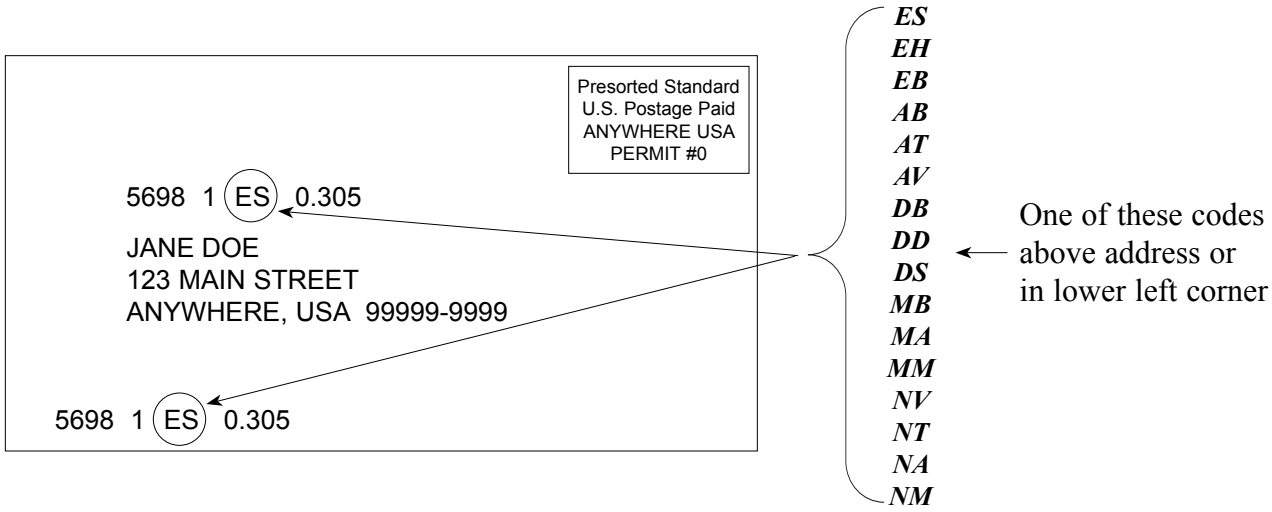
"ECR" on Permit *and* "WSH" above address

Hint: Find closest match

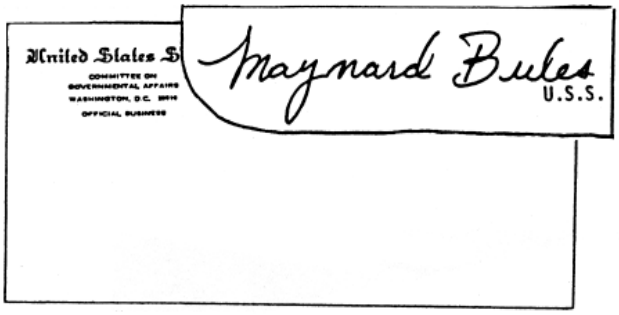
Presorted Standard Mail Examples

Note: Many of the markings may appear with any of the permit types (i.e., ES may appear with a Presorted Standard, or PRSRT STD, or Standard, or STD permit or meter strip).

ES, EH, EB, AB, AT, AV, DB, DD, DS, MB, MA, MM, NV, NT, NA, NM



Federal Government Mail (Franked)



"Official Government Signature" (Franked)

Other Federal Government Mail

STANDARD MAIL POSTAGE AND FEES PAID AGENCY NAME PERMIT NO.G-999	PRESORTED STANDARD MAIL POSTAGE AND FEES PAID AGENCY NAME PERMIT NO.G-999

"Official Mail or Government Permit Number"

Hint: Find closest match

Nonprofit Organization Mail
(Gray)

Use the following to help you determine if your mail piece should be recorded under this type:

- All Nonprofit Mail (that is not a package) must be marked "**Nonprofit Organization**," "**Nonprofit Org.**," **or** "**Nonprofit**."

- A few examples of Nonprofit Organizations are charities, schools, hospitals, churches, etc.

- Nonprofit Organization Mail may include requests for donations of money, your time, or other items, or they may be asking you to purchase an item or service.

- **Do not include** packages that are marked Nonprofit Organization. These should be recorded under "**Packages & Expedited Materials**" (Green pages).

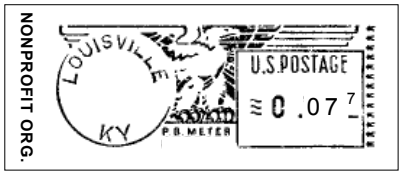
Examples of Nonprofit postage & mail markings begin on the next page.

Nonprofit Organization Mail Examples

Nonprofit Organization, Nonprofit Org., or Nonprofit

Nonprofit Organization
U.S. Postage
PAID
Boston, Massachusetts
Permit No. 9

"Nonprofit Organization"
on Permit



"Nonprofit Org."
on Metered Strip

"Nonprofit Org."
on Stamp

NONPROFIT ORG.
U.S. POSTAGE
PAID
HAPPY HEART SOCIETY

"Nonprofit Org."
on Permit

NONPROFIT
U.S. POSTAGE PAID
WASHINGTON, DC
Permit No. 1

"Nonprofit"
on Permit

Note: Many of the markings may appear with any of the permit types (i.e., AUTO may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip.)

Also, AUTO may appear in the permit area in the top right-hand corner of the mail piece.

AUTO

NONPROFIT ORGANIZATION
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

**********AUTO
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"AUTO" above address

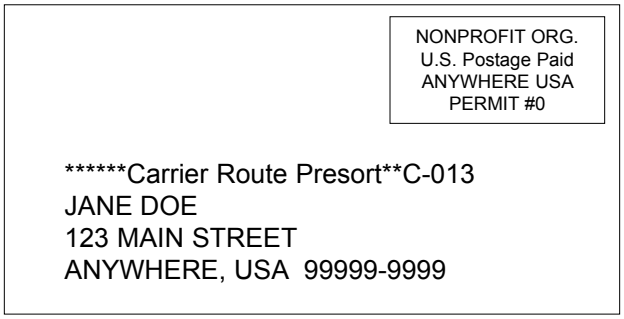
Hint: Find closest match

Nonprofit Organization Mail Examples

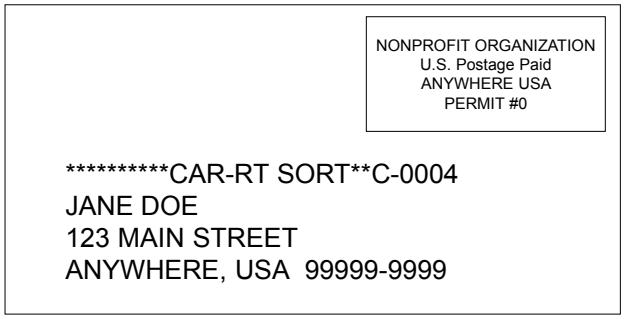
Note: Many of the markings may appear with any of the permit types (i.e., CAR-RT SORT may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip).

Also, Carrier Route Presort or CAR-RT SORT may appear in the permit area in the top right-hand corner of the mail piece.

Carrier Route Presort or CAR-RT SORT



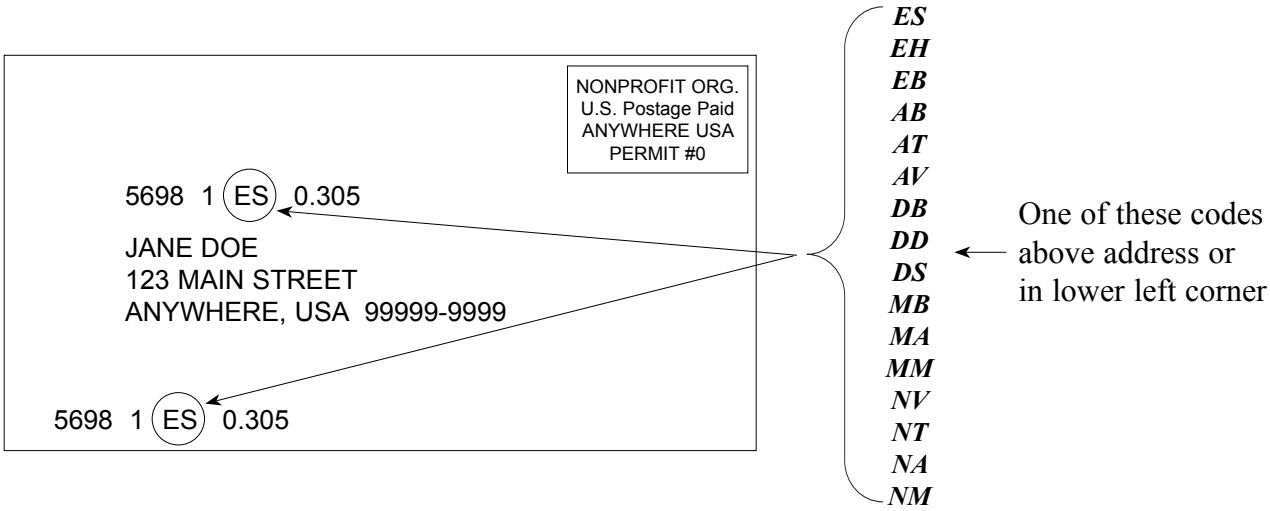
"Carrier Route Presort" above address



"CAR-RT SORT" above address

Note: Many of the markings may appear with any of the permit types (i.e., ES may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip).

ES, EH, EB, AB, AT, AV, DB, DD, DS, MB, MA, MM, NV, NT, NA, NM



Hint: Find closest match

Nonprofit Organization Mail Examples

Note: Many of the markings may appear with any of the permit types (i.e., ECR may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip).

ECR with LOT, WSS, or WSH

NONPROFIT ORG.
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

**********ECRLOT**C-013
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"ECRLOT" above address

NONPROFIT
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

**********ECRWSS**C-013
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"ECRWSS" above address

NONPROFIT ORGANIZATION
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

**********ECRWSH**C-013
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"ECRWSH" above address

ECR
NONPROFIT
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

**********LOT**C-013
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"ECR" on Permit *and* "LOT" above address

ECR
NONPROFIT ORG.
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

**********WSS**C-013
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"ECR" on Permit *and* "WSS" above address

ECR
NONPROFIT ORGANIZATION
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

**********WSH**C-013
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"ECR" on Permit *and* "WSH" above address

Hint: Find closest match

Packages & Expedited Materials Received & Sent (Green)

Use the following to help you determine if your mail piece should be recorded under this type:

Packages (even if marked First-Class, Presorted Standard, etc.):

- Include ALL packages or boxes received or sent via the U.S. Postal Service (USPS) as well as packages delivered by any other organization, such as the United Parcel Service (UPS), FedEx, etc.

- Be careful to distinguish between packages delivered by the U.S. Postal Service (USPS) and those delivered by the United Parcel Service (UPS). The U.S. Postal Service (USPS) markings include an Eagle, while the United Parcel Service (UPS) markings have a shield.

Product Samples:

- Include product samples that were delivered by any organization, except those included in the newspaper.

Expedited Letters, Packages, and Boxes:

- Include letters, packages, and boxes that were delivered via the U.S. Postal Service (USPS), United Parcel Service (UPS), FedEx, or any other expedited mail carrier (see examples on the next page).

- You may see terms such as Express Mail, Priority Mail, Overnight, 2-day, 3-day, Next Day Air, 2nd Day Air, etc.

Examples of expedited mail carriers are included on the next page.

Expedited Mail Examples

Express Mail

Priority Mail

UPS

FedEx

Magazines, Newspapers, or Other Periodicals (Yellow)

Use the following to help you determine if a Magazine, Newspaper, or other Periodical should be recorded under this type:

- Examples include daily, weekly, and monthly magazines; alumni or fraternal magazines; and newspapers.

- **Only** include magazines, newspapers, or other periodicals that are delivered by the U.S. Postal Service (USPS) and that are NOT marked First-Class, Presorted Standard, or Nonprofit Organization. If they are marked with any of these other postage types, record them under the section for that mail type.

Do not include the following items under this section:

- Newspapers delivered by your local news carrier. (Do not include these in the diary study.)

- Magazines and newspapers you bought at the store or a newsstand. (Do not include these in the diary study.)

- Catalogs, which are typically sent “Presorted Standard (PRSRT STD).” (Check the postage type; these will likely be recorded in the Presorted Standard section.)

Unaddressed Mail
(Pink)

Use the following to help you determine if your mail piece should be recorded under this type:

- Only include mail delivered by the U.S. Postal Service (USPS). **Do not include** advertising material that has been left at your door, or material hung on your doorknob or left on your car.

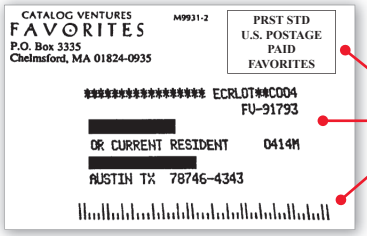
- Include mail pieces that don't have an address label (if mail piece is labeled "Occupant" or "Resident," do not include in this section). Typically, this will only be weekly advertising flyers/circulars that are folded or grouped together and do not have an address label or postage on each piece. Simply record the whole group as ONE mail piece.

  (Please refer to page 10 in this booklet for additional information on recording unaddressed mail that comes along with a detached label card.)

Appendix C2: Diary Package

Photo Quick Start

PHOTO QUICK START



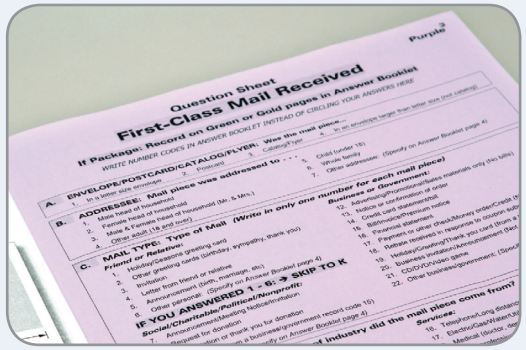
Postage & Mail Markings can be:

- in the top right-hand corner,
- above <u>or</u> below the address, or
- inside the window of an envelope.

Use the Postage & Mail Markings on your mail to help you sort!

1 Sort your mail each day into the 6 types of mail listed on page 1 of the **Instruction Booklet.**

2 Label and number each mail piece within the 6 types of mail. (Photo shows First-Class only).



3 Open the **Answer Booklet** for Monday (or first mail day) to page 1 - Summary Page.

Record the total number of mail pieces you received that day for each mail type.

4 Open the **Question Booklet** to page 3 - First-Class Mail Received.

If you didn't receive any First-Class Mail that day, skip to page 5: First-Class Mail Sent, or page 7: Presorted Standard Mail, or other pages for mail types you did receive.

5 Write your answers to the questions from the Question Booklet in the **Answer Booklet**.

Be sure to record mail for each mail type you receive (Monday-Sunday) on the color-coded pages for that mail type.

Questions? **Visit the project web page: www.nustats.com/uspsstudy.htm, call our USPS Hotline at: 1-888-441-USPS (8777), or e-mail your question to USPS@nustats.com**

Appendix C2: Diary Package

Question Booklet

UNITED STATES POSTAL SERVICE

3

Question Booklet

Use with Answer Booklets (Monday-Sunday)

Questions? Call our toll-free hotline at:

1-888-441-USPS (8777)

Available 11am - 9pm Central Standard Time (Mon - Wed)
11am - 5pm Central Standard Time (Thu & Fri)
12pm - 5pm Central Standard Time (Sat & Sun)

OR

e-mail your question to:

USPS@nustats.com

OR

visit the project web page at:

www.nustats.com/uspsstudy.htm

Table of Contents

	Color	Page
Example	White	1
Mail Piece Size Template	White	2
Question Sheets:		
First-Class / Presorted First-Class Mail Received	Purple	3
First-Class Mail Sent	Purple	5
Presorted Standard Mail Received	Blue	7
Nonprofit Organization Mail Received	Gray	9
Packages & Expedited Materials Received	Green	11
Packages & Expedited Materials Sent	Green	13
Magazines, Newspapers, or Other Periodicals	Yellow	15
Unaddressed Mail Received	Pink	17

Example

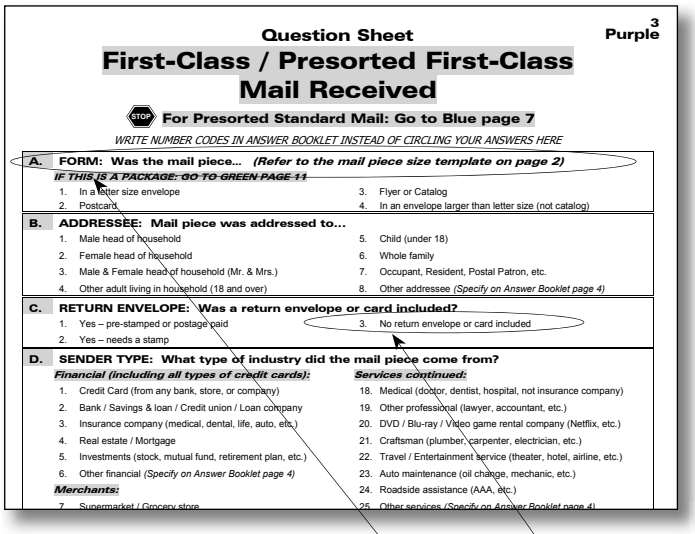
Once you've sorted and numbered your mail pieces, you are ready to begin recording information. Remember to use the postage and the mail markings on the mail piece to help you determine the mail type ***(see page 1 of the Instruction Booklet for how to sort and number your mail)***.

You need both this Question Booklet and the Answer Booklet. Open both this Question Booklet and the Answer Booklet to the color-coded pages for the type of mail you have (e.g., purple pages are First-Class Mail, blue pages are Standard Mail, etc.).

Each question sheet contains both questions (letters A, B, C, etc.) and answer codes (numbers 1, 2, 3, etc.). **Don't record your answers in this Question Booklet; instead, use the corresponding daily Answer Booklet.** Record the number that best matches your response.

Answer the questions about each mail piece down the answer sheet. For example, if you receive four (4) First-Class mail pieces on Monday, you will record answers to all questions about mail piece #1 in the first column, and about mail piece #2 in the second column, mail piece #3 in the third column, and #4 in the fourth column.

Question Sheet (in Question Booklet)



Question Sheet — Purple 3

First-Class / Presorted First-Class Mail Received

STOP For Presorted Standard Mail: Go to Blue page 7

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. FORM: Was the mail piece... ***(Refer to the mail piece size template on page 2)***

IF THIS IS A PACKAGE: GO TO GREEN PAGE 11

1. In a letter size envelope
2. Postcard
3. Flyer or Catalog
4. In an envelope larger than letter size (not catalog)

B. ADDRESSEE: Mail piece was addressed to...

1. Male head of household
2. Female head of household
3. Male & Female head of household (Mr. & Mrs.)
4. Other adult living in household (18 and over)
5. Child (under 18)
6. Whole family
7. Occupant, Resident, Postal Patron, etc.
8. Other addressee *(Specify on Answer Booklet page 4)*

C. RETURN ENVELOPE: Was a return envelope or card included?

1. Yes – pre-stamped or postage paid
2. Yes – needs a stamp
3. No return envelope or card included

D. SENDER TYPE: What type of industry did the mail piece come from?

Financial (including all types of credit cards):

1. Credit Card (from any bank, store, or company)
2. Bank / Savings & loan / Credit union / Loan company
3. Insurance company (medical, dental, life, auto, etc.)
4. Real estate / Mortgage
5. Investments (stock, mutual fund, retirement plan, etc.)
6. Other financial *(Specify on Answer Booklet page 4)*

Merchants:

7. Supermarket / Grocery store

Services continued:

18. Medical (doctor, dentist, hospital, not insurance company)
19. Other professional (lawyer, accountant, etc.)
20. DVD / Blu-ray / Video game rental company (Netflix, etc.)
21. Craftsman (plumber, carpenter, electrician, etc.)
22. Travel / Entertainment service (theater, hotel, airline, etc.)
23. Auto maintenance (oil change, mechanic, etc.)
24. Roadside assistance (AAA, etc.)
25. Other services *(Specify on Answer Booklet page 4)*

When completing your Answer Booklet, please print clearly as in the example:

1 **OR** 20

Use a pen in black or blue ink
DO NOT USE PENCIL

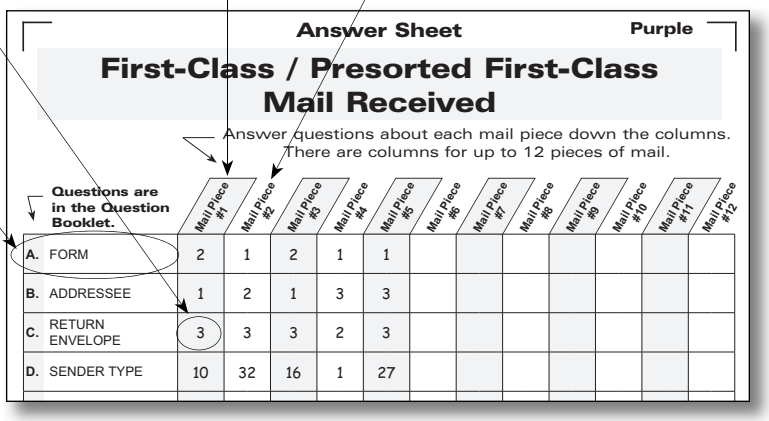
Question

Code

Mail Piece #1

Mail Piece #2

Answer Sheet (in Answer Booklet)



Answer Sheet — Purple

First-Class / Presorted First-Class Mail Received

Answer questions about each mail piece down the columns. There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. FORM	2	1	2	1	1							
B. ADDRESSEE	1	2	1	3	3							
C. RETURN ENVELOPE	3	3	3	2	3							
D. SENDER TYPE	10	32	16	1	27							

Mail Piece Size Template

Use the guide below to help you determine the size of your mail piece. This will help answer the FORM question.

LETTER SIZE ENVELOPE - Maximum Length 11 1/2"

If the envelope fits within these margins, it is letter size.

If the envelope extends more than 1/2" off the edge of this page, OR is taller than 6 1/8," it is larger than letter size.

LETTER SIZE ENVELOPE - Maximum Height 6 1/8"

POSTCARD - Maximum Length 6"

A postcard is a single, unfolded piece that is NOT in an envelope, AND fits within these margins.

POSTCARD - Maximum Height 4 1/4"

FLYER

A flyer is a folded or unfolded piece that is larger than a postcard AND is NOT in an envelope.

Question Sheet

First-Class / Presorted First-Class Mail Received

STOP **For Presorted Standard Mail: Go to Blue page 7**

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. FORM: Was the mail piece... ***(Refer to the mail piece size template on page 2)***

IF THIS IS A PACKAGE: GO TO GREEN PAGE 11

1. In a letter size envelope
2. Postcard
3. Flyer or Catalog
4. In an envelope larger than letter size (not catalog)

B. ADDRESSEE: Mail piece was addressed to...

1. Male head of household
2. Female head of household
3. Male & Female head of household (Mr. & Mrs.)
4. Other adult living in household (18 and over)
5. Child (under 18)
6. Whole family
7. Occupant, Resident, Postal Patron, etc.
8. Other addressee *(Specify on Answer Booklet page 4)*

C. RETURN ENVELOPE: Was a return envelope or card included?

1. Yes – pre-stamped or postage paid
2. Yes – needs a stamp
3. No return envelope or card included

D. SENDER TYPE: What type of industry did the mail piece come from?

Financial (including all types of credit cards):

1. Credit Card (from any bank, store, or company)
2. Bank / Savings & loan / Credit union / Loan company
3. Insurance company (medical, dental, life, auto, etc.)
4. Real estate / Mortgage
5. Investments (stock, mutual fund, retirement plan, etc.)
6. Other financial *(Specify on Answer Booklet page 4)*

Merchants:

7. Supermarket / Grocery store
8. Department / Discount store
9. Other store (electronics, shoes, clothes, hardware, etc.)
10. Mail order company
11. Restaurant (incl. fast food, pizza delivery, etc.)
12. Publisher (newspapers, books, magazines)
13. Auto dealership (not manufacturer or service department)
14. Individual seller (on eBay, craigslist, or other online sales site)
15. Other merchants *(Specify on Answer Booklet page 4)*

Services:

16. Telephone / Cell / Cable / Satellite / Internet
17. Electric / Gas / Water / Utility company

Services continued:

18. Medical (doctor, dentist, hospital, not insurance company)
19. Other professional (lawyer, accountant, etc.)
20. DVD / Blu-ray / Video game rental company (Netflix, etc.)
21. Craftsman (plumber, carpenter, electrician, etc.)
22. Travel / Entertainment service (theater, hotel, airline, etc.)
23. Auto maintenance (oil change, mechanic, etc.)
24. Roadside assistance (AAA, etc.)
25. Other services *(Specify on Answer Booklet page 4)*

Manufacturers:

26. All manufacturers (makers of automobiles, computers, etc.)

Government:

27. Federal (Social Security, VA, IRS, Medicare, etc.)
28. State and Local (not a utility company)

Nonprofit / Charitable / Social / Political:

29. Educational (public & private schools, universities, etc.)
30. Political (campaign, political action committee, political party, etc.)
31. All other nonprofit organizations

Friend or Relative:

32. Friend or Relative (not from a business)

E. PURPOSE: What was the MAIN purpose of the mail piece? ***(Write in one number only)***

1. Holiday / Seasons greeting card
2. Other greeting cards (birthday, sympathy, thank you)
3. Invitation or announcement from friend or relative ➔ **SKIP TO J**
4. Letter from friend or relative ➔ **SKIP TO J**
5. Bill / Invoice / Premium (not for a credit card)
6. Financial statement (not for a credit card)
7. Credit card bill / Credit card statement
8. Notice / Announcement / Business invitation (not advertising or sales) ➔ **SKIP TO J**
9. Advertising / Promotional / Sales only (no bills) ➔ **SKIP TO G**
10. Insurance explanation of benefits
11. Tax related (information, forms, etc.)
12. DVD / Blu-ray / Video game rental
13. Request for donation (money, time, blood drive, goods, etc.)
14. Confirmation or thank you for donation
15. Rebate received in response to coupon submitted
16. Direct deposit receipts or check stub (not a payment)
17. New or replacement credit or debit card
18. Payment or other check / Money order / Credit (no rebate)
19. Survey / Questionnaire
20. Sweepstakes / Contest promotion
21. Newsletter
22. Prospectus
23. Social Security information (statement, etc.)
24. Other *(Specify on Answer Booklet page 4)*

More questions on back of page →

First-Class Mail Received *cont.* Purple

STOP IF THIS MAIL PIECE WAS FROM A FRIEND OR RELATIVE, SKIP TO J

F. ADVERTISING: Was any advertising or promotional material enclosed?

1. Yes
2. No ➔ **SKIP TO J**

G. READING: Was the advertising... ***(Write in one number only)***

1. Read by a member of the household
2. Read by more than one member of the household
3. Looked at but not read by any member of the household
4. Discarded without being read
5. Set aside for reading later

H. REACTION: Would this advertising be described as...

1. Useful information we like to receive
2. Interesting or enjoyable, but not useful
3. Neither interesting, enjoyable, nor useful
4. Objectionable or offensive

I. RESPONSE: Is anyone in your household considering responding to the advertisement?

1. Yes
2. No
3. Maybe

J. CLASS: Tell us what markings are on the mail piece. ***(OK to choose more than one)***

For examples of First-Class Mail, see pages 5 – 9 of the Instruction Booklet.
Look at markings in top right-hand corner, above or below the address, & inside the window.

1. Presorted First-Class, **or** PRSRT, **or** FP
2. First-Class Postage
3. Forever Stamp
4. AUTO
5. AB, **or** AF, **or** MB, **or** AV
6. Single Piece, **or** SNGLP, **or** SP
7. Certified
8. Registered
9. Return Receipt Requested
10. Certificate of Mailing
11. Restricted Delivery
12. Insured
13. Mail from outside the U.S.
14. Federal Government Mail with Official Signature (FRANKED)
15. Other Federal Government Mail
16. COD
17. Can't classify type *(Please mark & place in envelope along with other mail pieces for this day)*

Question Sheet
First-Class Mail Sent

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. FORM: Was the mail piece... ***(Refer to the mail piece size template on page 2)***

IF THIS IS A PACKAGE: GO TO GREEN PAGE 13

1. In a letter size envelope
2. Postcard
3. In an envelope larger than letter size
4. Other *(Specify on Answer Booklet page 6)*

B. ADDRESSEE TYPE: What type of industry did you send the mail piece to?

Financial (including all types of credit cards):

1. Credit Card (from any bank, store, or company)
2. Bank / Savings & loan / Credit union / Loan company
3. Insurance company (medical, dental, life, auto, etc.)
4. Real estate / Mortgage
5. Investments (stock, mutual fund, retirement plan, etc.)
6. Other financial *(Specify on Answer Booklet page 6)*

Merchants:

7. Supermarket / Grocery store
8. Department / Discount store
9. Other store (electronics, shoes, clothes, hardware, etc.)
10. Mail order company
11. Restaurant (incl. fast food, pizza delivery, etc.)
12. Publisher (newspapers, books, magazines)
13. Auto dealership (not manufacturer or service department)
14. Individual seller (on eBay, craigslist, or other online sales site)
15. Other merchants *(Specify on Answer Booklet page 6)*

Services:

16. Telephone / Cell / Cable / Satellite / Internet
17. Electric / Gas / Water / Utility company

Services continued:

18. Medical (doctor, dentist, hospital, not insurance company)
19. Other professional (lawyer, accountant, etc.)
20. DVD / Blu-ray / Video game rental company (Netflix, etc.)
21. Craftsman (plumber, carpenter, electrician, etc.)
22. Travel / Entertainment service (theater, hotel, airline, etc.)
23. Auto maintenance (oil change, mechanic, etc.)
24. Roadside assistance (AAA, etc.)
25. Other services *(Specify on Answer Booklet page 6)*

Manufacturers:

26. All manufacturers (makers of automobiles, computers, etc.)

Government:

27. Federal (Social Security, VA, IRS, Medicare, etc.)
28. State and Local (not a utility company)

Nonprofit / Charitable / Social / Political:

29. Educational (public & private schools, universities, etc.)
30. Political (campaign, political action committee, political party, etc.)
31. All other nonprofit organizations

Friend or Relative:

32. Friend or Relative (not from a business)

C. PURPOSE: What was the MAIN purpose of the mail piece? ***(Write in one number only)***

1. Holiday / Seasons greeting card
2. Other greeting cards (birthday, sympathy, thank you)
3 Invitation / Announcement (birth, marriage, etc.)
4. Letter / Correspondence (written by you – not a form)
5. Order
6. Inquiry
7. Payment (bill payment, dues, membership fees, etc.)
8. Donation
9. Survey / Questionnaire response
10. Sweepstakes / Contest entry
11. DVD / Blu-ray / Video game return
12. Proxy vote response
13. Election materials (absentee ballot, registration, etc.)
14. Rebate request
15. Tax related
16. Completed form / Application / Paperwork (not a tax form)
17. Other *(Specify on Answer Booklet page 6)*

IF THIS MAIL PIECE WAS TO A FRIEND OR RELATIVE, SKIP TO G

D. AD RESPONSE: Was the mail piece sent in response to advertising or solicitation for funds?

1. Yes
2. No ➔ **SKIP TO F**

E. AD MATERIAL: Was the advertising / promotional / solicitation material...

1. Received in mail (not in magazine)
2. Seen in magazine
3. Seen in newspaper
4. Seen on television
5. Heard on radio
6. Received over telephone
7. Seen on the Internet
8. Other advertising *(Specify on Answer Booklet page 6)*

More questions on back of page →

First-Class Mail Sent *cont.* Purple

F. RETURN ENVELOPE: Did you use your own envelope or card?

1. Yes
2. No – a return envelope or card **with postage** was provided
3. No – a return envelope or card **without postage** was provided

G. SPECIAL SVCS: Did the mail piece have any of the following special services? ***(OK to choose more than one)***

1. Certified
2. Registered
3. Insured
4. Return Receipt Requested
5. Certificate of Mailing
6. Restricted Delivery
7. COD
8. No special services
9. Other *(Specify on Answer Booklet page 6)*

H. PO BOX: Was this mail piece sent to a PO Box?

1. Yes
2. No

I. POSTAGE TYPE: What type of postage was used? ***(Either postage that you put on yourself or postage that was already on the envelope or card)***

1. Business Reply Mail (no postage necessary)
2. Permit Reply Mail (no postage necessary)
3. Forever Stamp
4. Regular postage stamp
5. Meter stamp
6. Other *(Specify on Answer Booklet page 6)*

Question Sheet

Presorted Standard Mail Received

For Presorted First-Class Mail: Go to Purple page 3

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. ADDRESSEE: Mail piece was addressed to…

1. Specific member(s) of the household
2. Occupant, Resident, Postal Patron, etc. (with or without street address)
3. Someone not living at this address

B. FORM: Was the mail piece… *(Refer to the mail piece size template on page 2)*

IF THIS IS A PACKAGE: GO TO GREEN PAGE 11

1. In a letter size envelope
2. In an envelope larger than letter size (not catalog)
3. Catalog in envelope
4. Catalog not in envelope
5. Detached label card
6. Postcard
7. Addressed flyers / Circulars / Folded piece (no envelope)
8. Newspapers / Magazines / Newsletters
9. Can't classify type *(Please describe on Answer Booklet pg. 8)*

C. MULTIPLE: Did the mail piece contain…

1. Material from one organization only
2. Material from several organizations → **SKIP TO F**

D. SENDER TYPE: What type of industry did the mail piece come from?

Financial (including all types of credit cards):

1. Credit Card (from any bank, store, or company)
2. Bank / Savings & loan / Credit union / Loan company
3. Insurance company (medical, dental, life, auto, etc.)
4. Real estate / Mortgage
5. Investments (stock, mutual fund, retirement plan, etc.)
6. Other financial *(Specify on Answer Booklet page 8)*

Merchants:

7. Supermarket / Grocery store
8. Department / Discount store
9. Other store (electronics, shoes, clothes, hardware, etc.)
10. Mail order company
11. Restaurant (incl. fast food, pizza delivery, etc.)
12. Publisher (newspapers, books, magazines)
13. Auto dealership (not manufacturer or service department)
14. Individual seller (on eBay, craigslist, or other online sales site)
15. Other merchants *(Specify on Answer Booklet page 8)*

Services:

16. Telephone / Cell / Cable / Satellite / Internet
17. Electric / Gas / Water / Utility company
18. Medical (doctor, dentist, hospital, not insurance company)
19. Other professional (lawyer, accountant, etc.)

Services continued:

20. DVD / Blu-ray / Video game rental company (Netflix, etc.)
21. Craftsman (plumber, carpenter, electrician, etc.)
22. Travel / Entertainment service (theater, hotel, airline, etc.)
23. Auto maintenance (oil change, mechanic, etc.)
24. Roadside assistance (AAA, etc.)
25. Other services *(Specify on Answer Booklet page 8)*

Manufacturers:

26. All manufacturers (makers of automobiles, computers, etc.)

Government:

27. Federal (Social Security, VA, IRS, Medicare, etc.)
28. State and Local (not a utility company)

Nonprofit / Charitable / Social / Political:

29. Educational (public & private schools, universities, etc.)
30. Political (campaign, political action committee, political party, etc.)
31. Union or professional organization
32. Church / Religious organization
33. Veterans (VFW, American Legion, DAV, etc.)
34. Charity
35. AARP (for AARP insurance plans, record code 3)
36. Other nonprofit, etc. *(Specify on Answer Booklet page 8)*

E. FAMILIARITY: Was this mail piece from an organization someone in household…

1. Does or has done business with
2. Knows, but no one does business with
3. Organization no one in household knows

F. RETURN ENVELOPE: Was a return envelope or card included?

1. Yes – pre-stamped or postage paid
2. Yes – needs a stamp
3. No return envelope or card included

More questions on back of page →

Presorted Standard Mail Received *cont.* Blue

G. READING: Was the mail piece... ***(Write in one number only)***

1. Read by a member of the household
2. Read by more than one member of the household
3. Looked at but not read by any member of the household
4. Discarded without being read
5. Set aside for reading later

H. REACTION: Would this mail piece be described as...

1. Useful information we like to receive
2. Interesting or enjoyable, but not useful
3. Neither interesting, enjoyable, nor useful
4. Objectionable or offensive

I. COUPONS: Did this mail piece contain coupons?

1. Yes
2. No

J. PURPOSE: What was the MAIN purpose of the mail piece? ***(Write in one number only)***

1. Advertisement for item(s) or service(s) to be purchased
2. Request for donation (money, time, blood drive, goods, etc.)
3. Political materials
4. Newsletter / Newspaper / Magazine
5. Subscription renewal notice
6. Financial materials (report, proxy, prospectus, privacy or terms notice, etc.)
7. Invitation / Announcement / Schedule
8. General information
9. Other *(Specify on Answer Booklet page 8)*

K. RESPONSE: Is anyone in your household considering responding to the mail piece?

1. Yes
2. No
3. Maybe

L. CLASS: Tell us what markings are on the mail piece. ***(OK to choose more than one)***

For examples of Presorted Standard Mail, see pages 10 – 14 of the Instruction Booklet.
Look at markings in top right-hand corner, above or below the address, & inside the window.

1. Presorted Standard, **or** PRSRT STD, **or** Standard, **or** STD
2. AUTO
3. Carrier Route Presort, **or** CAR–RT SORT
4. ECR **with** LOT, **or** WSS, **or** WSH
5. ES, **or** EH, **or** EB, **or** AB, **or** AT, **or** AV, **or** DB, **or** DD, **or** DS, **or** MB, **or** MA, **or** MM, **or** NV, **or** NT, **or** NA, **or** NM
6. CUSTOMIZED MARKETMAIL, **or** CUST MKTMAIL, **or** CMM
7. Not Flat-Machinable, **or** NFM
8. Federal Government Mail with Official Signature (FRANKED)
9. Other Federal Government Mail
10. Can't classify type *(Please mark & place in envelope along with other mail pieces for this day)*

Question Sheet

Nonprofit Organization Mail Received

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. ADDRESSEE: Mail piece was addressed to…

1. Specific member(s) of the household
2. Occupant, Resident, Postal Patron, etc. (with or without street address)
3. Someone not living at this address

B. FORM: Was the mail piece… *(Refer to the mail piece size template on page 2)*

IF THIS IS A PACKAGE: GO TO GREEN PAGE 11

1. In a letter size envelope
2. In an envelope larger than letter size (not catalog)
3. Catalog in envelope
4. Catalog not in envelope
5. Detached label card
6. Postcard
7. Addressed flyers / Circulars / Folded piece (no envelope)
8. Newspapers / Magazines / Newsletters
9. Can't classify type *(Please describe on Answer Booklet pg. 10)*

C. MULTIPLE: Did the mail piece contain…

1. Material from one organization only
2. Material from several organizations ➔ **SKIP TO F**

D. SENDER TYPE: What type of industry did the mail piece come from?

Nonprofit / Charitable / Social / Political:

1. Educational (public & private schools, universities, etc.)
2. Political (campaign, political action committee, political party, etc.)
3. Union or professional organization
4. Church / Religious organization
5. Veterans (VFW, American Legion, DAV, etc.)
6. Charity
7. AARP
8. Animal welfare organization (ASPCA, Humane Society, etc.)
9. Environmental / Wildlife organization (WWF, Sierra Club, etc.)
10. Public broadcasting
11. YMCA / YWCA
12. Museum
13. Other nonprofit, etc. *(Specify on Answer Booklet page 10)*

Merchants:

14. Publisher (newspapers, books, magazines)
15. Other merchants *(Specify on Answer Booklet page 10)*

Services:

16. Medical (doctor, dentist, hospital, not insurance company)
17. Travel / Entertainment service (theater, hotel, airline, etc.)
18. Roadside assistance (AAA, etc.)
19. Other services *(Specify on Answer Booklet page 10)*

Government:

20. Federal (Social Security, VA, IRS, Medicare, etc.)
21. State and Local

E. FAMILIARITY: Was this mail piece from an organization someone in household…

1. Does or has done business with
2. Knows, but no one does business with
3. Organization no one in household knows

F. RETURN ENVELOPE: Was a return envelope or card included?

1. Yes – pre-stamped or postage paid
2. Yes – needs a stamp
3. No return envelope or card included

G. READING: Was the mail piece… *(Write in one number only)*

1. Read by a member of the household
2. Read by more than one member of the household
3. Looked at but not read by any member of the household
4. Discarded without being read
5. Set aside for reading later

H. REACTION: Would this mail piece be described as…

1. Useful information we like to receive
2. Interesting or enjoyable, but not useful
3. Neither interesting, enjoyable, nor useful
4. Objectionable or offensive

I. COUPONS: Did this mail piece contain coupons?

1. Yes
2. No

More questions on back of page →

Nonprofit Organization Mail Received *cont.* Gray

J. PURPOSE: What was the MAIN purpose of the mail piece? ***(Write in one number only)***

1. Advertisement for item(s) or service(s) to be purchased
2. Request for donation (money, time, blood drive, goods, etc.)
3. Political materials
4. Newsletter / Newspaper / Magazine
5. Subscription renewal notice
6. Course catalog (college classes, etc.)
7. Invitation / Announcement / Schedule
8. General information
9. Other *(Specify on Answer Booklet page 10)*

K. RESPONSE: Is anyone in your household considering responding to the mail piece?

1. Yes
2. No
3. Maybe

L. CLASS: Tell us what markings are on the mail piece. ***(OK to choose more than one)***

For examples of Nonprofit Mail see pages 15 – 18 of the Instruction Booklet.
Look at markings in top right-hand corner, above or below the address, & inside the window.

1. Nonprofit Organization, **or** Nonprofit Org., **or** Nonprofit
2. AUTO
3. Carrier Route Presort, **or** CAR–RT SORT
4. ECR **with** LOT, **or** WSS, **or** WSH
5. ES, **or** EH, **or** EB, **or** AB, **or** AT, **or** AV, **or** DB, **or** DD, **or** DS, **or** MB, **or** MA, **or** MM, **or** NV, **or** NT, **or** NA, **or** NM
6. CUSTOMIZED MARKETMAIL, **or** CUST MKTMAIL, **or** CMM
7. Not Flat-Machinable, **or** NFM
8. Federal Government Mail with Official Signature (FRANKED)
9. Other Federal Government Mail
10. Can't classify type *(Please mark & place in envelope along with other mail pieces for this day)*

Question Sheet

Packages & Expedited Materials Received

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. FORM: Was the mail piece… ***(Refer to the mail piece size template on page 2)***

1. In a letter size envelope
2. In an envelope larger than letter size (not a catalog)
3. Package (box or other 3-dimensional packaging)
4. Other *(Specify on Answer Booklet page 12)*

B. ADDRESSEE: Package / mail piece was addressed to…

1. Male head of household
2. Female head of household
3. Male & Female head of household (Mr. & Mrs.)
4. Other adult living in household (18 and over)
5. Child (under 18)
6. Whole family
7. Other addressee *(Specify on Answer Booklet page 12)*

C. CONTENTS: Did this package / mail piece contain… ***(OK to choose more than one)***

1. Clothing / Footwear / Shoes
2. Travel products or information
3. Computer hardware, software, or accessories
4. Electronic equipment
5. Household / Kitchen / Lawn and garden products
6. Book(s) (include telephone books)
7. CD / DVD / Blu-ray / Video game
8. Toys
9. Food products
10. Checkbooks
11. Health / Medical / Dental / Vision products
12. Cosmetics / Beauty products / Toiletries
13. Photos / Film
14. Credit card (new, replacement, or return of lost card)
15. Notice / Announcement / Business invitation
16. Letter
17. Advertising / Promotional materials
18. Other contents *(Specify on Answer Booklet page 12)*

D. SENDER TYPE: What type of industry did the package / mail piece come from?

1. Friend or Relative (not from a business) **➔ SKIP TO L**
2. Financial (credit card, bank, stockbroker, insurance, mortgage, etc.)
3. Merchant (all stores, publisher, mail order company, auto dealer, eBay seller, etc.)
4. Service (telephone, cable TV, Internet, medical, travel, Netflix, etc.)
5. Manufacturer (makers of automobiles, computers, etc.)
6. Government (local or federal government, including Medicare, IRS, USPS, Social Security, VA, etc.)
7. Nonprofit / Charitable / Social / Political (all schools, charities, political candidates, religious and social organizations, etc.)
8. Can't classify type *(Specify on Answer Booklet page 12)*

E. FROM: Was the package / mail piece from…

1. Business – ordered by household member
2. Business – ordered by a friend or relative for you **➔ SKIP TO G**
3. Unsolicited sample **➔ SKIP TO G**
4. Individual seller (on eBay, craigslist, or other online sales site)
5. Business – for other reasons *(Specify on Answer Booklet page 12)* **➔ SKIP TO G**

F. REASON ORDERED: I ordered this item because… ***(OK to choose more than one)***

1. I saw it in a print catalog
2. I saw it online
3. I saw it in a local store
4. I saw it on a direct mail piece (not a catalog)
5. I saw it on television
6. I heard about it on the radio
7. Some other way *(Specify on Answer Booklet page 12)*
8. Don't know

G. RETURN ENVELOPE: Was a return envelope or card included?

1. Yes – pre-stamped or postage paid
2. Yes – needs a stamp
3. No return envelope or card included

More questions on back of page →

Packages & Expedited Materials Received *cont.* Green

H. ADVERTISING: Was any advertising or promotional material enclosed?

1. Yes
2. No ➔ **SKIP TO L**

I. READING: Was the advertising... ***(Write in one number only)***

1. Read by a member of the household
2. Read by more than one member of the household
3. Looked at but not read by any member of household
4. Discarded without being read
5. Set aside for reading later

J. REACTION: Would this advertising be described as...

1. Useful information we like to receive
2. Interesting or enjoyable, but not useful
3. Neither interesting, enjoyable, nor useful
4. Objectionable or offensive

K. RESPONSE: Is anyone in your household considering responding to the advertisement?

1. Yes
2. No
3. Maybe

L. SPECIAL SVCS: Did the package / mail piece have any of the following special services? ***(OK to choose more than one)***

1. Return Receipt Requested
2. Delivery Confirmation
3. Signature Confirmation
4. Insured
5. COD
6. Stamped "Special Handling"
7. Certificate of Mailing
8. Restricted Delivery
9. No special services
10. Other *(Specify on Answer Booklet page 12)*

M. CLASS: Package / Mail Classification ***(OK to choose more than one)***

USPS Ground Packages:

1. First-Class (up to 13 oz.)
2. Standard Rate or Presorted Standard Rate
3. Standard Rate with Enhanced Carrier Route (ECR)
4. Standard with Not Flat-Machinable (NFM)
5. Parcel Post
6. Parcel Select
7. Nonprofit
8. Nonprofit ECR
9. Nonprofit Not Flat-Machinable (NFM)
10. Bound Printed Matter
11. Media Mail
12. Library Mail
13. Package received from outside the U.S.

Non-USPS Ground Packages:

14. UPS (Ground, 3 Day Select)
15. FedEx (Ground, Express Saver, Home Delivery)

Expedited Mail & Packages:

16. Express Mail (delivered by USPS)
17. Priority Mail (delivered by USPS)
18. UPS Next Day Air
19. UPS 2nd Day Air
20. FedEx Overnight
21. FedEx 2Day

Other:

22. Other classification *(Specify on Answer Booklet page 12)*

Question Sheet

Packages & Expedited Materials Sent

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. FORM: Was the mail piece… ***(Refer to the mail piece size template on page 2)***

1. In a letter size envelope
2. In an envelope larger than letter size (not catalog)
3. Package (box or other 3-dimensional packaging)
4. Other *(Specify on Answer Booklet page 14)*

B. CONTENTS: Did this package / mail piece contain… ***(OK to choose more than one)***

1. Clothing / Footwear / Shoes
2. Travel products or information
3. Computer hardware, software, or accessories
4. Electronic equipment
5. Household / Kitchen / Lawn and garden products
6. Book(s) (include telephone books)
7. CD / DVD / Blu-ray / Video game
8. Toys
9. Food products
10. Checkbooks
11. Health / Medical / Dental / Vision products
12. Cosmetics / Beauty products / Toiletries
13. Photos / Film
14. Greeting card (holiday, birthday, thank you, etc.)
15. Invitation
16. Letter
17. Completed forms (insurance forms, proxy vote, etc.)
18. Other contents *(Specify on Answer Booklet page 14)*

C. ADDRESSEE TYPE: What type of industry did you send the package / mail piece to?

1. Friend or Relative (not to a business) **➔ SKIP TO F**
2. Financial (credit card, bank, stockbroker, insurance, mortgage, etc.)
3. Merchant (all stores, publisher, mail order company, auto dealer, eBay buyer or seller, etc.)
4. Service (telephone, cable TV, Internet, medical, travel, Netflix, etc.)
5. Manufacturer (makers of automobiles, computers, etc.)
6. Government (local or federal government, including Medicare, IRS, USPS, Social Security, VA, etc.)
7. Nonprofit / Charitable / Social / Political (all schools, charities, political candidates, religious and social organizations, etc.)
8. Can't classify type *(Specify on Answer Booklet page 14)*

D. AD RESPONSE: Was the package / mail piece sent in response to advertising or solicitation for funds?

1. Yes
2. No **➔ SKIP TO F**

E. AD MATERIAL: Was the advertising / promotional / solicitation material…

1. Received in mail (not in magazine)
2. Seen in magazine
3. Seen in newspaper
4. Seen on television
5. Heard on radio
6. Received over telephone
7. Seen on the Internet
8. Other advertising *(Specify on Answer Booklet page 14)*

F. DISTANCE: How far away did you send this package / mail piece?

Local:

1. Local

Out of town:

2. 50 miles or less
3. 51 to 150 miles
4. 151 to 300 miles
5. 301 to 600 miles
6. 601 to 1,000 miles
7. 1,001 to 1,400 miles
8. 1,401 to 1,800 miles
9. More than 1,800 miles
10. Out of the United States

G. REASON: Why did you send this package / mail piece?

1. Gift or other item sent to friend or relative
2. Returning merchandise ordered
3. Returning unsolicited merchandise
4. Sending item sold on eBay, craigslist, or other online sales site
5. Other reason *(Specify on Answer Booklet page 14)*

More questions on back of page →

Packages & Expedited Materials Sent *cont.* Green

H. SPECIAL SVCS: Did you send this package / mail piece with any of the following special services? ***(OK to choose more than one)***

1. Return Receipt Requested
2. Delivery Confirmation
3. Signature Confirmation
4. Insured
5. COD
6. Stamped "Special Handling"
7. Certificate of Mailing
8. Restricted Delivery
9. No special services
10. Other *(Specify on Answer Booklet page 14)*

I. CLASS: Package / Mail Classification ***(OK to choose more than one)***

USPS Ground Packages:

1. First-Class (up to 13 oz.)
2. Bound Printed Matter
3. Media Mail
4. Parcel Post
5. Mail sent outside the U.S.

Non-USPS Ground Packages:

6. UPS (Ground, 3 Day Select)
7. FedEx (Ground, Express Saver, Home Delivery)

Expedited Mail and Packages:

8. Express Mail (sent by USPS)
9. Priority Mail (sent by USPS)
10. UPS Next Day Air
11. UPS 2nd Day Air
12. FedEx Overnight
13. FedEx 2Day

Other:

14. Other classification *(Specify on Answer Booklet page 14)*

Magazines, Newspapers, or Other Periodicals Received

STOP **Periodicals cannot have First-Class, Presorted Standard, or Nonprofit postage markings.**

Record only if delivered by the U.S. Postal Service.

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. TYPE: This periodical is...

1. Daily newspaper
2. Weekly newspaper
3. Other newspaper
4. Weekly magazine
5. Monthly magazine
6. Other magazine
7. Newsletter
8. Other periodical *(Specify on Answer Booklet page 16)*

B. SENDER TYPE: Was the periodical from...

1. Union
2. Religious organization
3. Veterans' organization
4. Charitable organization
5. Educational organization
6. Professional organization – someone in household is member
7. Any other organization
8. Any other publisher

C. SUBSCRIPTION: Type of subscription?

1. Paid - ordered by household member
2. Free - ordered by household member
3. Free - not ordered by household member
4. Free - came with membership
5. Gift subscription from a friend or relative
6. Other subscription *(Specify on Answer Booklet page 16)*

D. ARRIVAL TIME: This periodical...

1. Arrived earlier than expected
2. Arrived on day expected
3. Arrived later than expected
4. Was not expected to arrive on any special day

E. DELIVERY: This periodical...

1. Could arrive later and not cause difficulty/inconvenience
2. Comes on the proper day and shouldn't come any later
3. Doesn't have a regular delivery day
4. Arrives so late that it causes difficulty/inconvenience
5. Delivery date is not important
6. Other delivery need *(Specify on Answer Booklet page 16)*

Question Sheet

Unaddressed Mail Received

STOP **Unaddressed mail has no postage markings and no address information.**

Packets of advertisements that are folded together are considered a single mail piece.

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. CONTENTS: Did the mail piece contain...

1. Coupons from a single organization
2. Coupons from multiple organizations ➔ **SKIP TO D**
3. Advertising from a single organization
4. Advertising from multiple organizations ➔ **SKIP TO D**
5. Both coupons and advertising from a single organization
6. Both coupons and advertising from multiple organizations ➔ **SKIP TO D**
7. Political materials
8. Product samples (with or without coupons)

B. SENDER TYPE: What type of industry did the mail piece come from?

Financial (including all types of credit cards):

1. Credit Card (from any bank, store, or company)
2. Bank / Savings & loan / Credit union / Loan company
3. Insurance company (medical, dental, life, auto, etc.)
4. Real estate / Mortgage
5. Investments (stock, mutual fund, retirement plan, etc.)
6. Other financial *(Specify on Answer Booklet page 18)*

Merchants:

7. Supermarket / Grocery store
8. Department / Discount store
9. Other store (electronics, shoes, clothes, hardware, etc.)
10. Mail order company
11. Restaurant (incl. fast food, pizza delivery, etc.)
12. Publisher (newspapers, books, magazines)
13. Auto dealership (not manufacturer or service department)
14. Individual seller (on eBay, craigslist, or other online sales site)
15. Other merchants *(Specify on Answer Booklet page 18)*

Services:

16. Telephone / Cell / Cable / Satellite / Internet
17. Electric / Gas / Water / Utility company
18. Medical (doctor, dentist, hospital, not insurance company)
19. Other professional (lawyer, accountant, etc.)

Services continued:

20. DVD / Blu-ray / Video game rental company (Netflix, etc.)
21. Craftsman (plumber, carpenter, electrician, etc.)
22. Travel / Entertainment service (theater, hotel, airline, etc.)
23. Auto maintenance (oil change, mechanic, etc.)
24. Roadside assistance (AAA, etc.)
25. Other services *(Specify on Answer Booklet page 18)*

Manufacturers:

26. All manufacturers (makers of automobiles, computers, etc.)

Government:

27. Federal (Social Security, VA, IRS, Medicare, etc.)
28. State and Local (not a utility company)

Nonprofit / Charitable / Social / Political:

29. Educational (public & private schools, universities, etc.)
30. Political (campaign, political action committee, political party, etc.)
31. Union or professional organization
32. Church / Religious Organization
33. Veterans (VFW, American Legion, DAV, etc.)
34. Charity
35. AARP (for AARP insurance plans, record code 3)
36. Other nonprofit, etc. *(Specify on Answer Booklet page 18)*

C. FAMILIARITY: Was this mail piece from an organization someone in household...

1. Does or has done business with
2. Knows, but no one does business with
3. Organization no one in household knows

D. READING: Was the mail piece... *(Write in one number only)*

1. Read by a household member
2. Read by more than one household member
3. Looked at but not read by any household member
4. Discarded without being read
5. Set aside for reading later

E. REACTION: Would this mail piece be described as...

1. Useful information we like to receive
2. Interesting or enjoyable, but not useful
3. Neither interesting, enjoyable, nor useful
4. Objectionable or offensive

Appendix C2: Diary Package

Answer Booklet

UNITED STATES POSTAL SERVICE

4a

Answer Booklet for:

MONDAY

Use with the Question Booklet

Please send us your mail pieces with your completed Answer Booklets.
(keep the contents of the mail piece if it's something you need)

Thanks for your Help!

Summary Page

Please print clearly as in the example below:

1 OR 20

Use a pen in black or blue ink
DO NOT USE PENCIL

Did not Receive or Send any Mail/Packages Today: → ☐

(If no mail received or sent, mark the box above with an "X." You are done for today.)

Mail RECEIVED Monday: ☐ Total # Received

Record the total number of mail received above and then record for each mail type below.

1. **First-Class:** ☐ **Total # Received** → *GO TO PAGE 3 (PURPLE)*

   First-Class errors: ☐ # Wrong address, right person → *GO TO PAGE 3 (PURPLE)*

   ☐ # Right address, wrong person
   ☐ # Wrong address, wrong person
   } *DO NOT ANSWER QUESTIONS ABOUT THESE MAIL PIECES*

2. **Presorted Standard:** ☐ **Total # Received** → *GO TO PAGE 7 (BLUE)*
3. **Nonprofit Organization:** ☐ **Total # Received** → *GO TO PAGE 9 (GRAY)*
4. **Packages & Expedited:** ☐ **Total # Received** → *GO TO PAGE 11 (GREEN)*
5. **Magazines, Newspapers, or Other Periodicals:** ☐ **Total # Received** → *GO TO PAGE 15 (YELLOW)*
6. **Unaddressed Mail:** ☐ **Total # Received** → *GO TO PAGE 17 (PINK)*

Mail SENT Monday: ☐ Total # Sent

Envelopes (First-Class): ☐ **Total # Sent**
Postcards (First-Class): ☐ **Total # Sent**
} *GO TO PAGE 5 (PURPLE)*

Packages & Expedited: ☐ **Total # Sent** → *GO TO PAGE 13 (GREEN)*

Answer Sheet Example

Please print clearly as in the example: 1 OR 20

Use a pen in black or blue ink
DO NOT USE PENCIL

As an example, let's say you received four First-Class mail pieces on Monday. Mail Piece #1 is a First-Class postcard from a mail order company, and Mail Piece #2 is a personal letter.

1. Open the **Question Booklet** to purple page 3, **First-Class / Presorted First-Class Mail Received**.
2. For question A, your number code is either: 1 (envelope), 2 (postcard), 3 (flyer or catalog), or 4 (envelope larger than letter size) as shown on the question sheet.
3. Write a "2" for a postcard in the first column under Mail Piece #1 (see below).
4. Finish answering the remaining questions (B-J) about the postcard.
5. Answer the same questions about Mail Piece #2, the letter from a friend, on the same page in the column under Mail Piece #2, then continue to record Mail Pieces #3 and #4.

Mail Piece #1 Postcard

Mail Piece #2 Personal Letter

Answer Sheet **Purple**

First-Class / Presorted First-Class Mail Received

Answer questions about each mail piece down the columns. There are columns for up to 12 pieces of mail.

Match to question on the First-Class / Presorted First-Class Mail Received "Question Sheet."

See the "Question Sheet" for the list of codes for each question.

For questions where it is "OK to choose more than one," you can record up to four codes.

Questions are in the Question Booklet.	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. FORM	2	1	2	1	1							
B. ADDRESSEE	1	2	1	3	3							
C. RETURN ENVELOPE	3	3	3	2	3							
D. SENDER TYPE	10	32	16	1	27							
E. PURPOSE	9	4	9	7	6							
F. ADVERTISING				1	2							
G. READING	2		1	3								
H. REACTION	3		1	1								
I. RESPONSE	2		1	3								
J. CLASS	1	3	2	1	1	15						
J. OK to choose up to 4 codes. *(See example on pg. 2)*	4		5	4	4							

Monday 877714 **Page 3**

First-Class / Presorted First-Class Mail Received

Answer questions about each mail piece down the columns. There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. FORM												
B. ADDRESSEE												
C. RETURN ENVELOPE												
D. SENDER TYPE												
E. PURPOSE												
F. ADVERTISING												
G. READING												
H. REACTION												
I. RESPONSE												
J. CLASS **OK to choose up to 4 codes.** ***(See example on pg. 2)***												

First-Class /Presorted First-Class Mail Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments

First-Class Mail Sent

Answer questions about each mail piece down the columns.
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. FORM												
B. ADDRESSEE TYPE												
C. PURPOSE												
D. AD RESPONSE												
E. AD MATERIAL												
F. RETURN ENVELOPE												
G. SPECIAL SVCS **OK to choose up to 2 codes.**												
H. PO BOX												
I. POSTAGE TYPE												

First-Class Mail Sent

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments

Presorted Standard Mail Received

Answer questions about each mail piece down the columns.
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. ADDRESSEE												
B. FORM												
C. MULTIPLE												
D. SENDER TYPE												
E. FAMILIARITY												
F. RETURN ENVELOPE												
G. READING												
H. REACTION												
I. COUPONS												
J. PURPOSE												
K. RESPONSE												
L. CLASS **OK to choose up to 4 codes.** ***(See example on pg. 2)***												

Presorted Standard Mail Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments

Nonprofit Organization Mail Received

Answer questions about each mail piece down the columns. There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. ADDRESSEE												
B. FORM												
C. MULTIPLE												
D. SENDER TYPE												
E. FAMILIARITY												
F. RETURN ENVELOPE												
G. READING												
H. REACTION												
I. COUPONS												
J. PURPOSE												
K. RESPONSE												
L. CLASS **OK to choose up to 4 codes.** ***(See example on pg. 2)***												

Nonprofit Organization Mail Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments

Packages & Expedited Materials Received

Answer questions about each mail piece down the columns. There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. FORM												
B. ADDRESSEE												
C. CONTENTS **OK to choose up to 4 codes.** ***(See example on pg. 2)***												
D. SENDER TYPE												
E. FROM												
F. REASON ORDERED **OK to choose up to 4 codes.** ***(See example on pg. 2)***												
G. RETURN ENVELOPE												
H. ADVERTISING												
I. READING												
J. REACTION												
K. RESPONSE												
L. SPECIAL SVCS **OK to choose up to 2 codes.**												
M. CLASS **OK to choose up to 4 codes.** ***(See example on pg. 2)***												

Packages & Expedited Materials Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments

Packages & Expedited Materials Sent

Answer questions about each mail piece down the columns. There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. FORM												
B. CONTENTS **OK to choose up to 4 codes.** *(See example on pg. 2)*												
C. ADDRESSEE TYPE												
D. AD RESPONSE												
E. AD MATERIAL												
F. DISTANCE												
G. REASON												
H. SPECIAL SVCS **OK to choose up to 2 codes.**												
I. CLASS **OK to choose up to 4 codes.** *(See example on pg. 2)*												

Packages & Expedited Materials Sent

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments

Magazines, Newspapers, or Other Periodicals Received

Answer questions about each mail piece down the columns. There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. TYPE												
B. SENDER TYPE												
C. SUBSCRIPTION												
D. ARRIVAL TIME												
E. DELIVERY												

Magazines, Newspapers, or Other Periodicals Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments

Unaddressed Mail Received

Answer questions about each mail piece down the columns.
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. CONTENTS												
B. SENDER TYPE												
C. FAMILIARITY												
D. READING												
E. REACTION												

Unaddressed Mail Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments

Appendix C2: Diary Package

Daily Envelope

UNITED STATES POSTAL SERVICE®

5a

MONDAY

Insert your Mail Pieces and completed Answer Booklet for Monday in this envelope.
At the end of your recording week, please send all your Daily envelopes *(with the completed Answer Booklets and Mail Pieces in each)*, in the postage-paid Priority Mail envelope provided.
Thanks for your Help!

Appendix C2: Diary Package

Gift Selection Form

UNITED STATES POSTAL SERVICE

Gift Selection Form

6

In appreciation for your participation, choose ONE of the following gifts*:

- ◯ **Thirty dollars**
- ◯ **100 First-Class stamps**

*** Please allow 10-12 weeks for processing**

Make any changes to your name and address below: (please print clearly)

_____
Name

_____ _____
Street number **Street name** (include apt. or unit #)

_____
City, State and Zip

(_____) _____ - _____
Telephone number

Mail back with your Mail Pieces and completed Answer Booklets!

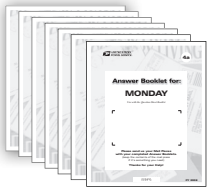
Appendix C2: Diary Package

"I'm Done . . ." Card

I'm done, what do I send back? 7

1. Completed **Answer Booklets** & **Mail Pieces** for each day in the corresponding Daily envelope.

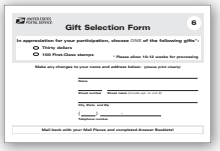
Mail Pieces



Answer Booklets

Daily Envelopes

2. **Gift Selection form** with your choice of gift selected.



3. Place Daily envelopes and Gift Form in the **postage-paid Priority Mail envelope.** Drop in any public U.S. Postal Service mail box or at your local post office.