

**U SC**  
**S tudent**  
**P ostal**  
**S urvey**



**USC**



Jenny Allen  
Stephanie Cheng

# Group Survey

**1. How would you rate the following postal services or products?**

	Not Applicable	Poor			Excellent	
First Class Mail .....	①	②	③	④	⑤	
Priority Mail .....	①	②	③	④	⑤	
Express Mail .....	①	②	③	④	⑤	
Certified Mail .....	①	②	③	④	⑤	
Delivery Confirmation Service .....	①	②	③	④	⑤	

**2. How would you rate the U.S Postal Services on the following?**

	Not Applicable	Poor			Excellent	
Timeliness of Mail Delivery .....	①	②	③	④	⑤	
Responsiveness to Consumer Complaints	①	②	③	④	⑤	
Postal Service Insurance Claim Process .	①	②	③	④	⑤	
Ease of Buying Stamps .....	①	②	③	④	⑤	
Ease of Mailing Packages .....	①	②	③	④	⑤	
Ease of Picking Up Packages .....	①	②	③	④	⑤	

**3. To what extent would you agree or disagree with the following statements?**

	Not Applicable	Strongly Disagree			Strongly Agree	
The level of service at the U.S. Post Office has improved compared to 5 years ago ...	①	②	③	④	⑤	
I view \$0.37 for a one-ounce letter as reasonable .....	①	②	③	④	⑤	
If available, I will be willing to purchase stamps over the Internet .....	①	②	③	④	⑤	
I will be willing to use my credit card to purchase postal products in excess of \$5 from a vending machine .....	①	②	③	④	⑤	
After the last First Class Mail rate increase, my postal service usage did not change. ...	①	②	③	④	⑤	
A \$0.03 increase in the First Class Mail rate would decrease my Postal Services usage.	①	②	③	④	⑤	
Overall, I would rate the level of today's U.S. Postal Services as excellent .....	①	②	③	④	⑤	

**4. On average, how often do you visit a U.S. Post Office?**

- Never
- Daily
- Once a week
- Several times a week
- Once a month
- Once a year
- Several times a year

**5. In general, the number of postal clerks available at the Post Office counter is . . .**

- Fewer than Necessary
- Adequate
- More than Necessary
- Not Applicable

Please Mark Only One Response Per Category:

**GENDER**

- Male
- Female

**AGE GROUP**

- Under 20 years
- 20 – 34 years
- 35 – 49 years
- 50 – 64 years
- Over 65 years

**STATE and ZIP CODE**

State: \_\_\_\_ \_\_\_\_

Zip Code: \_\_\_\_ \_\_\_\_ \_\_\_\_ \_\_\_\_ \_\_\_\_

**ANNUAL HOUSEHOLD INCOME**

- Under \$15,000
- \$15,000 to under \$25,000
- \$25,000 to under \$50,000
- Over \$50,000

**ETHNIC GROUP**

- African-American
- Asian-Pacific Islander
- Caucasian
- Hispanic
- Other

# Group Survey Responses

<b>Question 1</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Total</b>
First Class Mail	1	0	2	16	44	30	<b>93</b>
Priority Mail	23	1	5	10	35	19	<b>93</b>
Express Mail	30	1	5	11	28	18	<b>93</b>
Certified Mail	20	1	3	13	26	30	<b>93</b>
Delivery Confirmation Service	33	3	4	15	20	18	<b>93</b>

<b>Question 2</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Total</b>
Timeliness of Mail Delivery	3	1	8	35	28	18	<b>93</b>
Responsiveness to Consumer Complaints	39	4	13	20	12	5	<b>93</b>
Postal Service Insurance Claim Process	70	3	4	10	4	2	<b>93</b>
Ease of Buying Stamps	0	5	4	13	26	45	<b>93</b>
Ease of Mailing Packages	2	11	12	26	23	19	<b>93</b>
Ease of Picking Up Packages	11	5	13	28	24	12	<b>93</b>

<b>Question 3</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Total</b>
Improved Level of Service	9	12	15	28	22	7	<b>93</b>
\$0.37 as Reasonable	0	37	13	18	17	8	<b>93</b>
Stamps Over Internet	6	29	8	10	17	23	<b>93</b>
\$0.03 Increase	4	33	16	12	14	14	<b>93</b>
Credit Card Purchases	5	28	7	9	17	27	<b>93</b>
Past Rate Increase / Purchases Decrease	2	7	5	13	19	47	<b>93</b>
Overall Rating	0	8	6	39	30	10	<b>93</b>

<b>Question 4</b>	
Never	2
Daily	4
Once a Week	15
Several Times a Week	1
Once a Month	41
Once a Year	6
Several Times a Year	24
<b>Total</b>	<b>93</b>

<b>Question 5</b>	
Fewer than Adequate	64
Adequate	25
More than Adequate	3
Not Applicable	1
<b>Total</b>	<b>93</b>

# Class Survey

**1. How would you rate the following postal services or products?**

	Not Applicable	Poor				Excellent
First Class Mail .....	①	①	②	③	④	⑤
Priority Mail .....	①	①	②	③	④	⑤
Express Mail .....	①	①	②	③	④	⑤
Certified Mail .....	①	①	②	③	④	⑤
Delivery Confirmation Service .....	①	①	②	③	④	⑤

**2. How would you rate the U.S Postal Services on the following?**

	Not Applicable	Poor				Excellent
Timeliness of Mail Delivery .....	①	①	②	③	④	⑤
Responsiveness to Consumer Complaints	①	①	②	③	④	⑤
Postal Service Insurance Claim Process .	①	①	②	③	④	⑤
Ease of Buying Stamps .....	①	①	②	③	④	⑤
Ease of Mailing Packages .....	①	①	②	③	④	⑤
Ease of Picking Up Packages .....	①	①	②	③	④	⑤

**3. To what extent would you agree or disagree with the following statements?**

	Not Applicable	Strongly Disagree				Strongly Agree
The level of service at the U.S. Post Office has improved compared to 5 years ago . .	①	①	②	③	④	⑤
I view \$0.37 for a one-ounce letter as reasonable .....	①	①	②	③	④	⑤
If available, I will be willing to purchase stamps over the Internet .....	①	①	②	③	④	⑤
I will be willing to use my credit card to purchase postal products in excess of \$5 from a vending machine .....	①	①	②	③	④	⑤
Overall, I would rate the level of today's U.S. Postal Services as excellent .....	①	①	②	③	④	⑤

**4. On average, how often do you visit a U.S. Post Office?**

- |  |  |
|--|--|
| <input type="radio"/> Never                | <input type="radio"/> Once a month         |
| <input type="radio"/> Daily                | <input type="radio"/> Once a year          |
| <input type="radio"/> Once a week          | <input type="radio"/> Several times a year |
| <input type="radio"/> Several times a week |  |

Please Mark Only One Response Per Category:

**GENDER**

- Male
- Female

**AGE GROUP**

- Under 20 years
- 20 – 34 years
- 35 – 49 years
- 50 – 64 years
- Over 65 years

**ANNUAL HOUSEHOLD INCOME**

- Under \$15,000
- \$15,000 to under \$25,000
- \$25,000 to under \$50,000
- Over \$50,000

**ETHNIC GROUP**

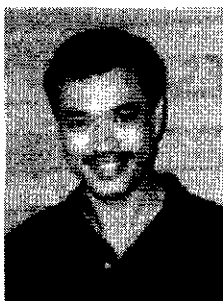
- African-American
- Asian-Pacific Islander
- Caucasian
- Hispanic
- Other

# Class Survey Responses<sup>1</sup>

<b>Question 1</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Total</b>
First Class Mail	27	5	26	114	185	103	<b>460</b>
Priority Mail	81	3	22	102	177	75	<b>460</b>
Express Mail	127	7	25	91	141	69	<b>460</b>
Certified Mail	120	4	19	103	123	91	<b>460</b>
Delivery Confirmation Service	152	15	28	102	90	73	<b>460</b>
<b>Question 2</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Total</b>
Timeliness of Mail Delivery	5	6	55	156	163	75	<b>460</b>
Responsiveness to Consumer Complaints	129	51	95	102	60	23	<b>460</b>
Postal Service Insurance Claim Process	308	18	31	61	24	18	<b>460</b>
Ease of Buying Stamps	7	20	30	90	134	179	<b>460</b>
Ease of Mailing Packages	7	22	61	121	127	81	<b>419</b>
Ease of Picking Up Packages	42	32	84	160	92	50	<b>460</b>
<b>Question 3</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Total</b>
Improved Level of Service	60	24	57	154	132	33	<b>460</b>
\$0.37 as Reasonable	9	122	68	88	95	37	<b>419</b>
Stamps Over Internet	41	96	60	79	89	95	<b>460</b>
Credit Card Purchases	17	76	59	71	79	118	<b>420</b>
Overall Rating	2	28	56	182	136	56	<b>460</b>
<b>Question 4</b>							
Never	5						
Daily	13						
Once a Week	91						
Several Times a Week	28						
Once a Month	147						
Once a Year	28						
Several Times a Year	91						
<b>Total</b>	<b>403</b>						

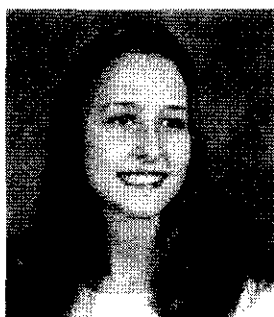
<sup>1</sup> In instances where the total does not equal 460, the individuals surveyed did not respond to the question.

## Biographies



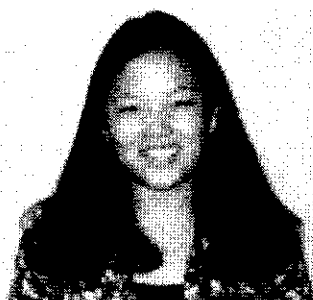
**Dr. Francis Pereira**  
Marshall School of Business  
University of Southern California  
Assistant Professor of Clinical in the Information & Operations Department  
Principal Researcher

Dr. Francis Pereira is a Research Fellow at the Center for Telecommunications Management, Marshall School of Business, University of Southern California. He received his Ph.D. in Political Economy and Public Policy from the University of Southern California, and teaches courses in Economics and Statistics. His areas of research include trade and financial flows in the Association of South-East Asian Nations. For the past 7 years, he has been doing research in the Telecommunications Field, particularly in E-commerce. His research focuses on various aspects of E-commerce, including the real benefits for large corporations to adopt some of these IP-based applications, as well as the socio-cultural considerations, and the challenges for Small and Medium Size enterprises to adopt these applications.



**Jennette "Jenny" Allen**  
Elaine and Kenneth Leventhal School of Accounting  
University of Southern California  
Graduation Date: May 2004  
B.S. Accounting and Master of Business Taxation  
Hometown: Mission Viejo, California

Jenny Allen is a second year accounting major with a passion for tax law. To move her career aspirations from thought to reality, Jenny maintains a level of academic excellence that will permit her to graduate in May 2004 having completed all requirements for a Bachelor of Science in Accounting, a Master of Business Taxation, Marshall Honors Program, and Thematic Options Program. Jenny also seeks to act as a responsible steward of her intellectual and leadership abilities by serving as a research assistant, the Trojans for Integrity President, and as a recently elected Student Senate Residential Senator. This summer she will continue to grow professionally and personally as an intern for Ernst & Young in Orange County.



**Stephanie Cheng**  
Marshall School of Business  
University of Southern California  
Graduation Date: May 2004  
B.S. Business Administration  
Emphasis: International Relations  
Hometown: Anaheim Hills, California

Stephanie Cheng is a sophomore participating in the Marshall Honors Program and International Relations Joint-Emphasis Program. As a USC Freeman Fellow, Stephanie will be interning this summer at the Hang Lung Group (Property Development/Hotel Management) in Hong Kong. At USC, she serves as a Resident Advisor at the newly built Parkside International Residential College, Leadership Coordinator for the LeaderShape Institute, and was a member of the Model United Nations Delegation. Additionally, Stephanie interns for the Arena Football Los Angeles Avengers in the Football Operations Department. She's interested in pursuing a future career path in Leadership Development, Professional Sports Management, or International Business Management.



# JENNETTE LYNN ALLEN

---

## EDUCATION

**UNIVERSITY OF SOUTHERN CALIFORNIA**, Los Angeles, CA

*Leventhal School of Accounting*

Bachelor of Science, Accounting, May 2004

Cumulative GPA: 4.00 (94 units)      Accounting GPA: 4.00 (10 units)

## WORK EXPERIENCE

Leventhal School of Accounting, Research Assistant 2002-Present

- Revise software documentation to improve student use of information technology

USC Department of Management and Organization, Research Assistant Spring 2001

- Interpreted and entered transcript data with a partner
- Interviewed primarily international students to record interview behavior

## LEADERSHIP EXPERIENCE

USC Student Senate, Residential Senator 2002-Present

USC Student Senate, Assistant Director of Community Affairs 2001-2002

- Pioneered Youth Enrichment Partnership: Going for the Goal! Program
  - Researched curriculum to implement eight-week program
  - Obtained over \$1,000 from USC Philanthropy Fund
  - Trained 20 USC volunteers to teach goal building skills to middle school students

Trojans For Integrity, President 2001-Present

- Promote academic integrity through workshops and classroom presentations
- Acquire donations and funding for study-night events and the SCivil War of Ethics

South Residential Student Community, Education And Curriculum Track Member 2001-Present

- Work with resident advisor to design educational and social programs
- Coordinate lodging, funding, and activities for a retreat for 50 student leaders

## ACTIVITIES

Mortar Board National College Senior Honor Society, Treasurer 2002-Present

Beta Alpha Psi National Honors Fraternity, Initiate 2002-Present

Resident Student Leader Honorary, Of-The-Month Awards Committee Member 2001-Present

USC Fisher Galleries Advisory Committee, Student Representative 2001-2002

Deans' Halls Building Government, Representative 2000-2001

Dana Point Turkey Trot, Volunteer 1997-2000

## HONORS

Honor Society of Beta Gamma Sigma 2002-Present

Honor Society of Phi Kappa Phi 2002-Present

Golden Key International Honour Society 2002-Present

Alpha Lambda Delta Honor Society 2001-Present

Marshall Honors Program, USC Marshall School of Business 2001-Present

Thematic Option Program, USC General Education Honors Program 2000-Present

USC Ambassador 2000-Present

USC Presidential Scholar 2000-Present

Ronald J. Kuhn Student Fellowship 2002

Financial Executives International Academic Relations Committee Scholarship 2002

Phi Kappa Phi Freshman Recognition Award 2001

National Merit Scholar 2000

## SKILLS

Proficient in Microsoft Word, PowerPoint, Outlook, Excel, and Internet Explorer  
Familiar with conversational and written Spanish

# Stephanie Cheng

---

**Education:** **University of Southern California, Marshall School of Business, Los Angeles, CA**  
Bachelor of Science, Expected May 2004, Cum. GPA: 3.75, Major GPA: 3.85  
Major: Business Administration with an emphasis in International Relations

**Honors:** Freeman Fellow  
Marshall Honors Program  
Marshall Business Scholar  
Leadership Scholar  
Dean's List (3 semesters)  
International Baccalaureate Diploma

**Experience:**

Feb. 2002 -- **Los Angeles Avengers, Business Development Department; Beverly Hills, CA**  
Present **Intern**

Assisted with research of league statistics, informational materials for players, individual player statistics, and team statistics. Assisted with contract negotiations and salary cap management.

August 2001 -- **University of Southern California, Office of Residential and Greek Life; Los Angeles, CA**  
Present **Parkside International Residential College Residential Advisor (RA)**

Created a community within the residential hall environment. Paraprofessional counseling, planning events and excursions, assisting with the transition to university life, and serving as a role model for 46 international and domestic resident students.

Summer 2001 **Taco Bell Corp., Real Estate Title Department; Irvine, CA**  
**Intern/Administrative Assistant**

Assisted senior paralegals with daily business. Follow up with title companies, property owners, and attorneys regarding pending documents. Performed various administrative duties within the department.

Jan. 1999 -- **i2s (S.A.T./Tutoring Center); Anaheim, CA**  
June 2000 **Tutor, Administrative Assistant, Consultant**

Tutored and assisted other tutors in S.A.T. classes and core subject material. Performed administrative duties and served as a student consultant on the S.A.T. curriculum.

Sept. 1998 -- **Self-Employed**  
August 2000 **Tutor**

Privately tutored elementary and high school students in basic math, Integrated Math (Levels I, II, III), Pre-Calculus, English, Spanish and Social Sciences on a one-on-one basis.

**Activities:** Pakistani Delegate, **Model United Nations**, 2001-2002  
On-Site Student Coordinator, Steering Committee, Participant, **LeaderShape**, 2001, 2002  
Executive Committee, Facilitator, Participant, **Emerging Leaders Program**, 2000-2001  
Speakers Committee, **National Association of College and University Residence Halls**, 2001  
Chairman and Historian, **Flour Tower Building Government**, 2000-2001  
Membership Selection Committee, Member, **Residential Student Leader Honorary**, 2001  
PACURH Delegate, Display Chair, RSLH Delegate, **URSC**, November 2000, November 2001

**Skills:** Computer Software: Microsoft Office Suite, Microsoft Outlook, Windows 95/98, Internet Explorer, Netscape Navigator, FTP/Pine, Adobe Photoshop, Quicken 2000, Avid, Lotus  
Foreign Languages: Working Knowledge of Cantonese and Spanish  
Red Cross Training: Orientation to International Service (ARC 6100), Humanity in the Midst of War (ARC 6310)