USC Student Postal Survey

Presented By
Jenny Allen & Stephanie Cheng
Preview

- Introduction
- Literature Review
- USC Survey
- Recommendations
Literature Review

Concerns

- Postal Rate Increases
  - Consumer
  - Small Business

- Monopoly Protection
  - Perceived Inefficiencies
  - Threats to Private Business
Literature Review

Recommendations

- “Business-like” Changes
  - Discontinue Saturday Mail Service

- Move Toward Privatization
  - Provide Employee Stock Option Plan
  - Sell USPS Stock
  - End First-Class Mail Monopoly
USC Survey

Background

- Overview
  - Group Survey
  - Class Survey

- Survey Questions
  - Group Survey
  - Class Survey
Group Survey Overview

- Demographics
- USPS Services
- Post Office Clerks
- Internet Stamps
- Vending Machine Purchasing
- Postal Rate Increases
Demographics

- Sample Size
  - 49 Males
  - 51 Females

- Fairly Balanced Age Groups

- 82% with Incomes Over $50,000

- 78% Caucasians

- 45% Visit U.S. Post Office Once a Month
Lack of Perceived Improvement

Services Compared to 5 Years Ago

Not Improved (1 or 2)  Neutral (3)  Improved (4 or 5)

Percentage

0 5 10 15 20 25 30 35

Percentage
Overall Ratings

Percentage

<table>
<thead>
<tr>
<th>Services Overall Ratings</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not Good (1 or 2)</td>
<td></td>
</tr>
<tr>
<td>Neutral (3)</td>
<td>40</td>
</tr>
<tr>
<td>Good (4 or 5)</td>
<td>40</td>
</tr>
</tbody>
</table>

Not Good (1 or 2) Neutral (3) Good (4 or 5)
More Post Office Clerks Needed

- Fewer than Adequate: 70%
- Adequate: 30%
- More than Adequate: 2%
- Not Applicable: 0%
## More Post Office Clerks Needed

<table>
<thead>
<tr>
<th>Frequency of Visits</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Often</td>
<td>80%</td>
</tr>
<tr>
<td>Not Often</td>
<td>70%</td>
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</table>

- **Very Often** – Daily, Several times a week, Once a week
- **Not Often** – Once a month, Several times a year, Once a year, Never
Youth Will Use Internet for Stamps

Age Group

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Under 20</th>
<th>20-34</th>
<th>35-49</th>
<th>50-65</th>
<th>Over 65</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 20</td>
<td>70%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20-34</td>
<td></td>
<td>60%</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>35-49</td>
<td></td>
<td></td>
<td>50%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50-65</td>
<td></td>
<td></td>
<td></td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Over 65</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>20%</td>
</tr>
</tbody>
</table>
Credit Card Payment Preferred

- Good
- Unfavorable
- Neutral
- 0
Views on Postal Rate Increases

- $0.37 as reasonable
- $0.03 increase would decrease USPS usage
- Past increase did not change USPS usage
Class Survey Overview

- Demographics
- Postal Services
- Rate Increases
Demographics

- Sample Size
  - 225 Males
  - 235 Females
- Fairly Balanced Age Groups
- 53% with Incomes Over $50,000
- 58% Caucasians
- 32% Visit U.S. Post Office Once a Month
Overall Favorable Rating
37 Cents: Reasonable?

<table>
<thead>
<tr>
<th>Ratings</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Not Reasonable (1 or 2)</td>
<td>45%</td>
</tr>
<tr>
<td>Neutral (3)</td>
<td>20%</td>
</tr>
<tr>
<td>Reasonable (4 or 5)</td>
<td>35%</td>
</tr>
</tbody>
</table>
Overall Findings

- General Satisfaction with USPS
- Lack of Awareness
- Need for Post Office Improvements
- Opposition to Rate Increases
Advertise or Discontinue Services

▪ Review Profitability of Services

▪ Create Comprehensive and Cohesive Services

▪ Combine Similar Services
Make Consumers Feel Welcome

- Advertise “Hassle-free” Post Office Environment
- Add Comfort Services
Improve Post Office Staffing

- Analyze Post Office Congestion
- Arrange Work Schedules
- Act Local
Focus on Technology Sales

- Promote Vending Machine Sales
- Improve Credit Card Access
- Develop Internet Sales
Adjust Postage Rate When Necessary

- Understand Affect on Usage
- Communicate with Consumers
- Consider Larger, Less Frequent Postage Rate Increases
- Provide Competitive Postal Rates
- Offer Stamps Denominated in Services
Conclusion:
Questions & Answers