

The Household Diary Study

Mail Use & Attitudes in FY 2009



**UNITED STATES
POSTAL SERVICE®**

John Mazzone - Economist
John Pickett - Manager, Revenue and Volume Forecasting
Finance and Planning Department

United States Postal Service Headquarters
475 L'Enfant Plaza, SW RM 8600
Washington, D.C. 20260-5323

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NuStats
206 Wild Basin Road, Suite A-300
Austin, Texas 78746

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Executive Summary

This report documents the findings of the United States Postal Service's Household Diary Study (HDS) for Fiscal Year (FY) 2009. 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 2009 report covers Government Fiscal Year 2009, with comparisons to 2007 and 2008.

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

Overview

In 2009, U.S. households received 131.6 billion pieces of mail and sent 18.8 billion, as seen in Table E.1. Mail sent or received by households constituted 82 percent of total domestic mail in FY 2009. Fifty-eight percent of the mail households received was sent Standard Mail. Only 5 percent of household mail (and about three percent of total 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 | 53.1 | 18.3 |
| Standard Regular Mail | 58.2 | — |
| Standard Nonprofit Mail | 12.5 | — |
| Periodicals | 6.0 | — |
| Package & Shipping Services | 1.8 | 0.5 |
| Total | 131.6 | 18.8 |
| Household to Household | 5.4 | |
| Total Mail Received and Sent by Households | 145.0 | |
| FY 2009 RPW Total* | 176.3 | |
| Non-household to Non-household Residual | 31.3 | |
| Unaddressed | 1.6 | — |

Source: HDS Diary Sample, FY 2009.

*Does not include international mail.

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 2007 through 2009.

Thirty-eight percent of household mail contains correspondence and transactions, up from 35 percent in 2008. In terms of volume, total correspondence fell 7.3 percent compared to 2008. However, longer term trends show that, over the past several years, correspondence fell more significantly. For example, since 2002 correspondence fell almost 21 percent. In part, the decline in correspondence is a continuation of long-term trends, but it is also related to changing demographics. Younger households both send and receive fewer pieces of correspondence mail, a result of younger households' comfort with and use of the Internet, and their lower average income level.

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

| Market | 2007 | 2008 | 2009 |
|----------------|--------------|--------------|--------------|
| Correspondence | 16.9 | 16.5 | 15.3 |
| Transactions | 43.3 | 41.7 | 39.2 |
| Advertising | 100.3 | 99.4 | 85.2 |
| Periodicals | 6.6 | 6.4 | 6.0 |
| Packages | 3.1 | 3.4 | 3.6 |
| Unclassified | 3.8 | 4.7 | 3.6 |
| Total | 166.2 | 164.0 | 145.1 |

Source: HDS Diary Sample, FY 2007, 2008, and 2009.

Notes:

Correspondence and Transactions include 7.8 billion pieces of First-Class advertising-enclosed mail (excluded from totals).

Package Volumes include ground packages and expedited, as well as 1.6 billion pieces of CD/DVD rentals.

The increase in e-mail correspondence and the movement towards electronic bill payment have affected mail volumes.

Electronic alternatives also affect transactions mail volume. Automatic deduction and online bill pay account for a growing share of household bill payments over time. In fact, over the past eight years, the percentage of bills paid by electronic methods increased from 17 percent in 2002 to 41 percent in 2009. In contrast, bills paid by mail decreased from 75 percent to 54 percent of total payments during the same time. In-person payments decreased from 8 percent in 2002 to 5 percent in 2009. The number of bills and statements households received through the mail decreased slightly, while the number of bills and statements received over the Internet continues to grow rapidly, but from a small base.

Advertising mail represented more than half of all mail received by households in 2009. As shown in Table E.3, 83 percent of all advertising mail received by households is Standard Mail (71 billion pieces). The remainder consists of First-Class Mail — either stand-alone advertising (6.7 billion pieces), or secondary advertising that is sent along with other matter (7.8 billion pieces).

Over time, the data show a decline in the percentage of First-Class advertising mail.

Table E.3:
Advertising by Mail Class

| Mail Classification | Volume (Billions) | Percent of Total Advertising |
|-------------------------------|-------------------|------------------------------|
| First-Class Advertising | 14.5 | 17% |
| Standard Regular Mail | 58.2 | 68% |
| Standard Nonprofit Mail | 12.5 | 15% |
| Total Advertising Mail | 85.2 | 100% |

Source: HDS Diary Sample, FY 2009.

As shown in Table E.4, households received 6.0 billion pieces of Periodicals mail in 2009, less than in 2008 and 2007. Nearly three-quarters of these were magazines. Newspapers are only 22 percent of total Periodicals, down from 35 percent in 1987. Contributors to the decline in newspaper volumes are lower circulation and readership levels as well as the growth of the Internet as an alternative delivery method.

Table E.4:
Periodical Type Received

| Mail Classification | Volume (Billions) | Percent of Total Periodicals |
|--------------------------|-------------------|------------------------------|
| Newspapers | 1.3 | 22% |
| Magazines | 4.3 | 71% |
| Unclassified | 0.4 | 7% |
| Total Periodicals | 6.0 | 100% |

Source: Household Diary Study, FY 2009.

In 2009, households received 2.7 billion and sent 1.2 billion packages. Compared to 2008, total packages sent and received increased 5.4 percent. Most of the growth was in First-Class, driven by strong growth in CD/DVD rentals. In general, delivery from mail order and Internet retailers is an important driver of package volume, and while the HDS data is not designed to quantify it, 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 | 2009 | | | |
|-----------------------------|--------------|-------------|--------------|-------------|
| | Received | | Sent | |
| | Number | Percent | Number | Percent |
| First-Class Mail | 1,281 | 48% | 894 | 72% |
| Expedited | 378 | 14% | 214 | 17% |
| Standard Mail | 557 | 21% | — | — |
| Package & Shipping Services | 414 | 16% | 108 | 9% |
| Unclassified | 24 | 1% | 20 | 2% |
| Total Packages | 2,655 | 100% | 1,236 | 100% |

Source: HDS Diary Sample, FY 2009.

Notes:

Totals may not sum due to rounding.

Expedited includes Priority Mail and Express Mail.

First-Class Packages include 1.6 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 U.S. Postal Service Household Diary Study (HDS) Report documents the findings of the Fiscal Year (FY) 2009 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,
- Lifestyle,
- 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 via Web, collects demographic, lifestyle, 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 2009 Report covers the period from September 29, 2008, through September 27, 2009, equivalent to the Government Fiscal Year (GFY) used by the Postal Service. Data from FY 2007 and FY 2008 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 to 50 percent of the world's mail. The Postal Service delivered 177 billion pieces of mail in FY 2009—a decrease of more than 25 billion pieces from 2008.

The severe economic recession, which started in December 2007, was the leading cause for the unprecedented decline in 2009 mail volumes. Standard Mail was affected more than any other class of mail, driving volumes down 16.5 percent. Since the vast majority of Standard Mail consists of advertising pieces, its volume is particularly sensitive to the health of the economy. As the recession forced most businesses to cut their advertising spending drastically, Standard Mail fell to a level not seen since 1999.

First-Class Mail declined 8.6 percent in 2009, a trend that started in 2005 and has continued since that time. A 3.5 billion decrease in First-Class Single-Piece letters was a major contributor to the decline, as it has been for the past several years. This decline was fueled, in part, by the adoption of the Internet and the subsequent increase in electronic diversion of the mail. The economy was also a major contributor to lower First-Class volumes, as 8 percent of this volume consisted of advertising mail. Because of the mortgage meltdown and tight credit conditions in 2009, the decline in First-Class advertising was led by the financial industry. First-Class financial advertising fell more than 30 percent in 2009, a drop considerably greater than in any other industry. Similarly, the crisis surrounding financial institutions also forced them to cut Standard Mail advertising 27 percent, a more substantial reduction than in other industries.

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 2009, along with data for FY 2007 and 2008.

Table 1.2 reports revenue, pieces, and weight data by class and shape for FY 2009.

- **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. It shows the revenue per piece and weight per piece for each subclass of mail by shape.

Table 1.1:
Total Mail Volume: FY 2007, 2008, and 2009
(Billions of Pieces)

| Mail Classification | 2007 | 2008 | 2009 |
|---|--------------|--------------|--------------|
| <u>Mailing Services:</u> | | | |
| First-Class Mail: | | | |
| Single-Piece Letters & Cards | 38.6 | 35.4 | 31.6 |
| Presort Letters & Cards | 52.7 | 51.9 | 47.9 |
| Flats | 4.1 | 3.4 | 2.9 |
| Parcels | 0.6 | 0.6 | 0.6 |
| Other * | 0.4 | 0.4 | 0.8 |
| Total First-Class Mail | 96.3 | 91.7 | 83.8 |
| Standard Mail: | | | |
| High Density & Saturation Letters | 5.5 | 5.6 | 5.1 |
| High Density & Saturation Flats & Parcels | 13.7 | 13.6 | 12.4 |
| Carrier Route | 15.7 | 12.1 | 9.9 |
| Letters | 55.1 | 57.1 | 46.6 |
| Flats | 12.9 | 10.0 | 7.8 |
| Not Flat-Machinables & Parcels | 0.7 | 0.7 | 0.7 |
| Other * | 0.0 | 0.0 | 0.4 |
| Total Standard Mail | 103.5 | 99.1 | 82.7 |
| Periodicals | 8.8 | 8.6 | 8.0 |
| Package Services | 0.9 | 0.8 | 0.7 |
| USPS and Free Mail | 1.1 | 0.9 | 0.5 |
| <u>Total Mailing Services</u> | 210.6 | 201.1 | 175.7 |
| <u>Shipping Services</u> | 1.6 | 1.6 | 1.4 |
| <u>Total All Mail</u> | 212.2 | 202.7 | 177.1 |

Source: RPW Reports.

Note: Totals may not sum due to rounding.

* Other includes: NSA's, International Mail, Express Mail and Fees (not reported by shape)

Table 1.2:
Total Mail: Revenue, Pieces, and Weight by Shape, FY 2009

| Mail Classification | Revenue | | | | Pieces | | | | Weight | | | |
|---|-----------------------|--------------|--------------|---------------|----------------------|---------------|------------|---------------|----------------------|--------------|--------------|--------------|
| | (Millions of Dollars) | | | | (Millions of Pieces) | | | | (Millions of Pounds) | | | |
| | Letters | Flats | Parcels | Total | Letters | Flats | Parcels | Total | Letters | Flats | Parcels | Total |
| Mailing Services: | | | | | | | | | | | | |
| First-Class Mail: | | | | | | | | | | | | |
| Single-Piece Letters & Cards | 13,754 | 0 | 0 | 13,754 | 31,633 | 0 | 0 | 31,633 | 923 | 0 | 0 | 923 |
| Presort Letters & Cards | 16,283 | 0 | 0 | 16,283 | 47,934 | 0 | 0 | 47,934 | 1,900 | 0 | 0 | 1,900 |
| Flats | 38 | 3,502 | 0 | 3,540 | 30 | 2,834 | 0 | 2,864 | 9 | 588 | 0 | 597 |
| Parcels | 0 | 166 | 947 | 1,114 | 0 | 102 | 479 | 581 | 0 | 27 | 162 | 190 |
| Total By Shape | 30,074 | 3,668 | 947 | 34,690 | 79,597 | 2,936 | 479 | 83,012 | 2,832 | 615 | 162 | 3,610 |
| Other* | | | | 1,183 | | | | 758 | | | | 68 |
| Total First-Class Mail | | | | 35,873 | | | | 83,770 | | | | 3,678 |
| Standard Mail: | | | | | | | | | | | | |
| High Density & Saturation Letters | 682 | 0 | 0 | 682 | 5,085 | 0 | 0 | 5,085 | 229 | 0 | 0 | 229 |
| High Density & Saturation Flats & Parcels | 68 | 1,904 | 0 | 1,972 | 463 | 11,893 | 0 | 12,357 | 21 | 2,154 | 0 | 2,175 |
| Carrier Route | 145 | 2,126 | 0 | 2,272 | 716 | 9,140 | 0 | 9,857 | 37 | 1,956 | 0 | 1,993 |
| Letters | 8,773 | 0 | 0 | 8,774 | 46,559 | 0 | 0 | 46,559 | 2,586 | 0 | 0 | 2,586 |
| Flats | 0 | 2,864 | 1 | 2,866 | 0 | 7,790 | 3 | 7,793 | 0 | 1,964 | 0 | 1,964 |
| Not Flat-Machinables & Parcels | 0 | 0 | 632 | 632 | 0 | 0 | 679 | 679 | 0 | 0 | 306 | 306 |
| Total By Shape | 9,669 | 6,895 | 633 | 17,197 | 52,824 | 28,823 | 683 | 82,331 | 2,873 | 6,074 | 306 | 9,252 |
| Other* | | | | 167 | | | | 376 | | | | 37 |
| Total Standard Mail | | | | 17,364 | | | | 82,706 | | | | 9,290 |
| Periodicals: | | | | | | | | | | | | |
| Total By Shape | 19 | 1,999 | 4 | 2,023 | 109 | 7,838 | 6 | 7,954 | 8 | 3,015 | 10 | 3,032 |
| Other * | | | | 15 | | | | 0 | | | | 0 |
| Total Periodicals | | | | 2,038 | | | | 7,954 | | | | 3,032 |
| Package Services | | | | | | | | | | | | |
| Total By Shape | 0 | 257 | 1,408 | 1,666 | 0 | 257 | 473 | 730 | 0 | 351 | 1,521 | 1,872 |
| Other* | | | | 17 | | | | 0 | | | | 0 |
| Total Package Services | | | | 1,683 | | | | 730 | | | | 1,872 |
| USPS and Free Mail | | | | 0 | | | | 517 | | | | 156 |

| Mail Classification | Revenue | | | | Pieces | | | | Weight | | | |
|--------------------------------------|-----------------------|---------------|--------------|---------------|----------------------|---------------|--------------|----------------|----------------------|---------------|--------------|---------------|
| | (Millions of Dollars) | | | | (Millions of Pieces) | | | | (Millions of Pounds) | | | |
| | Letters | Flats | Parcels | Total | Letters | Flats | Parcels | Total | Letters | Flats | Parcels | Total |
| Total Mailing By Shape | 39,762 | 12,819 | 2,993 | 55,575 | 132,531 | 39,855 | 1,641 | 174,027 | 5,713 | 10,054 | 1,999 | 17,767 |
| Total Other* | | | | 1,383 | | | | 1,650 | | | | 262 |
| Total Mailing Services | | | | 56,958 | | | | 175,677 | | | | 18,029 |
| | | | | | | | | | | | | |
| Shipping Services: | | | | | | | | | | | | |
| Total By Shape | 115 | 1,023 | 4,520 | 5,658 | 23 | 199 | 701 | 924 | 2 | 181 | 2,008 | 2,190 |
| Total Other* | | | | 2,449 | | | | 457 | | | | 583 |
| Total Shipping Services | | | | 8,107 | | | | 1,381 | | | | 2,773 |
| | | | | | | | | | | | | |
| Total All Mail | | | | 65,064 | | | | 177,058 | | | | 20,802 |
| Total All Services** | | | | 2,838 | | | | 1,756 | | | | 0 |
| Total All Mail & Services | | | | 67,902 | | | | | | | | |

Source: RPW Reports.

Note: Totals may not sum due to rounding.

* Other includes: NSA's, 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 2009

| 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 | 0.435 | | | 0.435 | 0.467 | | | 0.467 |
| Presort Letters & Cards | 0.340 | | | 0.340 | 0.634 | | | 0.634 |
| Flats | 1.268 | 1.235 | | 1.236 | 4.931 | 3.319 | | 3.336 |
| Parcels | | 1.637 | 1.977 | 1.918 | | 4.326 | 5.417 | 5.226 |
| Total By Shape | 0.378 | 1.249 | 1.977 | 0.418 | 0.569 | 3.354 | 5.417 | 0.696 |
| Other* | | | | 1.561 | | | | 1.438 |
| Total First-Class Mail | | | | 0.428 | | | | 0.703 |
| Standard Mail: | | | | | | | | |
| High Density & Saturation Letters | 0.134 | | | 0.134 | 0.719 | | | 0.719 |
| High Density & Saturation Flats & Parcels | 0.146 | 0.160 | 0.363 | 0.160 | 0.719 | 2.898 | 2.686 | 2.816 |
| Carrier Route | 0.203 | 0.233 | 0.657 | 0.230 | 0.833 | 3.424 | 6.767 | 3.236 |
| Letters | 0.188 | | | 0.188 | 0.889 | | | 0.889 |
| Flats | 0.437 | 0.368 | 0.449 | 0.368 | 3.408 | 4.033 | 0.734 | 4.032 |
| Not Flat-Machinables & Parcels | 1.043 | 4.800 | 0.931 | 0.931 | 3.411 | 14.123 | 7.209 | 7.208 |
| Total By Shape | 0.183 | 0.239 | 0.928 | 0.209 | 0.870 | 3.371 | 7.177 | 1.798 |
| Other* | | | | 0.445 | | | | 1.584 |
| Total Standard Mail | | | | 0.210 | | | | 1.797 |
| Periodicals | | | | | | | | |
| Total By Shape | 0.176 | 0.255 | 0.662 | 0.254 | 1.184 | 6.154 | 23.763 | 6.100 |
| Other* | | | | | | | | |
| Total Periodicals | | | | 0.256 | | | | 6.100 |
| Package Services | | | | | | | | |
| Total By Shape | | 1.000 | 2.978 | 2.281 | | 21.802 | 51.468 | 41.015 |
| Other* | | | | 530.608 | | | | 45.708 |
| Total Package Services | | | | 2.304 | | | | 41.015 |
| USPS and Free Mail | | | | 0.000 | | | | 4.841 |
| | | | | | | | | |
| Total Mailing By Shape | 0.300 | 0.322 | 1.824 | 0.319 | 0.690 | 4.036 | 19.491 | 1.633 |
| Total Other* | | | | 0.838 | | | | 0.159 |
| Total Mailing Services | | | | 0.324 | | | | 1.642 |
| | | | | | | | | |
| Shipping Services: | | | | | | | | |
| Total Shipping By Shape | 4.894 | 5.136 | 6.445 | 6.123 | 1.134 | 14.528 | 45.795 | 37.924 |
| Total Other* | | | | 5.364 | | | | 20.442 |
| Total Shipping Services | | | | 5.872 | | | | 32.142 |
| | | | | | | | | |
| Total All Mail | | | | 0.367 | | | | 1.880 |

Source: RPW Reports.

Note: Totals may not sum due to rounding.

* Other includes: NSA's, 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)**

| Originating In: | Destinating In: | | |
|--------------------------|-----------------|---------------|-------------------|
| | Household | Non-household | Total Originating |
| Household | 5.4 | 13.4 | 18.8 |
| Non-household | 126.1 | 31.3 | 157.5 |
| Total Destinating | 131.6 | 44.7 | 176.3 |

Source: HDS Diary Sample, FY 2009.

Note: Totals may not sum due to rounding.

Table 1.4b: Domestic Mail Flows per Household per Week

| Originating In: | Destinating In: | |
|-----------------|-----------------|---------------|
| | Household | Non-household |
| Household | 0.9 | 2.2 |
| Non-household | 20.7 | N/A |

Source: Household Diary Study, FY 2009.

Household Mail

As shown in Table 1.4a, domestic mail to and from households constituted more than 80 percent of total mail volume in 2009. This equates to 23.8 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 Household Diary Study. The table shows the categories in which the households record their mail. Households received 131.6 billion pieces of mail and sent 18.8 billion. Both of these totals include the 5.4 billion pieces of mail that households sent to each other. The total mail received or sent by households in FY 2009 was 145.0 billion pieces.

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

| Mail Classification | Received | Sent |
|--|--------------|-------------|
| First-Class Mail | 53.1 | 18.3 |
| Standard Regular Mail | 58.2 | — |
| Standard Nonprofit Mail | 12.5 | — |
| Periodicals | 6.0 | — |
| Packages* | 1.4 | 0.3 |
| Expedited | 0.4 | 0.2 |
| Total | 131.6 | 18.8 |
| Household to Household | 5.4 | |
| Total Mail Received and Sent by Households | 145.0 | |
| FY 2009 RPW Total** | 176.3 | |
| Non-household to Non-household (Residual) | 31.3 | |
| Unaddressed | 1.6 | — |

Source: HDS Diary Sample, FY 2009.

Notes: Expedited includes Priority Mail and Express Mail.

*Includes First-Class and Standard Mail packages.

**Does not include international mail.

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 HH | Pieces per HH per Week |
|----------------------------|----------------------|------------------------|
| Mail Received | | |
| First-Class Mail | 453 | 8.7 |
| Standard Regular Mail | 496 | 9.5 |
| Standard Nonprofit Mail | 106 | 2.0 |
| Periodicals | 51 | 1.0 |
| Packages* | 12 | 0.2 |
| Expedited | 3 | 0.1 |
| Total Mail Received | 1,123 | 21.6 |
| Mail Sent | | |
| First-Class Mail: | 156 | 3.0 |
| Packages* | 3 | 0.1 |
| Expedited | 2 | 0.0 |
| Total Mail Sent | 161 | 3.1 |
| Unaddressed | 14 | 0.3 |

Source: HDS Diary Sample, FY 2009.

* 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 is primarily composed of letters and cards.
- **Standard Mail** is advertising mail. For the most part, Standard Mail is composed of 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 | 15.3 | 39.2 | 14.5 | — | 2.1 | 63.2 |
| Standard Mail | — | — | 70.7 | — | 0.6 | 71.3 |
| Periodicals | — | — | — | 6.0 | — | 6.0 |
| Priority Mail | — | — | — | — | 0.4 | 0.4 |
| Express Mail | — | — | — | — | 0.0 | 0.0 |
| Package Services | — | — | — | — | 0.5 | 0.5 |
| Total | 15.3 | 39.2 | 85.2 | 6.0 | 3.6 | 141.5 |

Source: HDS Diary Sample FY 2009.

Notes:

Correspondence and Transactions include 7.8 billion pieces of secondary advertising mail also reported in Advertising Mail.

The "Total" column does not include pieces that could not be identified according to markets (Unclassified—see Table E.2).

Package Volumes include ground packages and expedited.

First-Class Packages include 1.6 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 Household Diary Study 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, 2008, and 2009, 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 177 billion in 2009, an increase of 60 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 39 percent and households grew by 42 percent. The number of places to which the Postal Service delivers increased still faster, growing by 53 percent (see the USPS Annual Report). As Table 2.1 shows, however, volume fell by 2 percent over the last nine years, while U.S. population growth and household formation grew by 1 percent.

Total U.S. mail volume fell 2 percent between 2001 and 2009, while population growth and household formation grew 1 percent.

The 1980s was a time of extraordinary mail volume growth that started in 1978 and continued through 1988. In 1984, mail volume grew more than 10 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 postal rates.

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 1981-2009

| | 1981-1990 | 1991-2000 | 2001-2009 |
|-------------------|-----------|-----------|-----------|
| Total Mail Volume | 4.6% | 2.3% | -2.0% |
| Delivery Points | 1.7% | 1.5% | 1.2% |
| Adult Population | 1.5% | 1.3% | 1.0% |
| Households | 1.4% | .9% | 1.0% |

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

The last 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 instead. 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 over the previous decade.

The 1990s ended in a speculative bubble as 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, according to the National Bureau of Economic Research. The 2001 Government Fiscal Year ended with the terrorist attacks on the World Trade Center and the Pentagon. This 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. FY 2002 began with bio-terrorism. Lethal anthrax sent through the mail resulted in five deaths and a number of serious injuries. The 2.2 percent mail volume decline in 2002 was, at the time, the worst 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 to lower-cost Standard Mail options. The severe economic recession which started in December 2007 and carried into 2009 was the main contributor to a 12.7 percent decline in total mail volumes in 2009, the largest volume decline since the Great Depression. The economic crisis forced most businesses—particularly financial institutions—to curtail direct-mail advertising expenses. Standard Mail volume, consisting almost entirely of advertising mail, was severely impacted by the limited advertising budgets and fell 16.5 percent. First-Class Mail advertising (approximately 8 percent of the total First-Class Mail) was also curtailed because of the financial crisis. This further aggravated the long-running negative trend in total First-Class Mail volume. More specifically, lower advertising volumes in 2009, combined with ongoing electronic diversion of the mail, contributed to an 8.6 percent decline in total First-Class Mail.

Between 2001 and 2009, total mail volume fell 15 percent and First-Class volume fell 19 percent. Nevertheless, the U.S. population and households grew by about 8 percent each during the same period. Additionally, the Postal Service added 9 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 grows. When mail volume grows faster than the number of delivery points, the system benefits from significant economies of scale. When mail volume

falls, as was the case between 2001 and 2009, 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.

By 2010, according to the U.S. Census Bureau, the total U.S. population and the adult population are projected to grow by approximately one percent respectively. This is in line with the recent past. Households are expected to grow by about 1.1 percent a year. This should result in continued growth in the number of addresses the Postal Service serves, and in the resulting costs. Given recent mail volume trends, this presents a significant challenge. Continued growth in delivery points that exceeds volume growth has become an ongoing source of pressure on Postal costs.

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 from these tables 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 29.7 percent of their bills by Internet, up from 21.1 percent in 2007 and 27.3 percent in 2008. In comparison, households that receive less than 30 pieces of mail each week paid 26.9 percent of their bills online, up from 15.6 percent in 2007 and 22.7 percent in 2008.

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

| Mail Received (Pieces per HH per week) | Households (Millions) | Median Annual HH Income | HHs w/ Internet Access (Percent) | Annual Bills Paid (Millions) | Annual Bills Paid by Internet (Millions) | Mail Sent (Pieces per HH per week) |
|--|--------------------------|-------------------------------|---|------------------------------------|---|---|
| 45 or more | 8.6 | \$95,580 | 95% | 1,532 | 451 | 6.2 |
| 36-44 | 10.1 | \$85,547 | 92% | 1,681 | 481 | 4.9 |
| 30-35 | 12.2 | \$79,087 | 89% | 1,965 | 606 | 4.1 |
| 24-29 | 17.3 | \$69,845 | 88% | 2,662 | 801 | 3.6 |
| 18-23 | 22.2 | \$58,261 | 82% | 3,057 | 877 | 3.0 |
| 12-17 | 23.9 | \$47,148 | 75% | 3,039 | 833 | 2.2 |
| Less than 12 | 22.9 | \$27,507 | 55% | 2,408 | 488 | 1.4 |
| Total | 117.2 | \$57,328 | 79% | 16,344 | 4,538 | 3.1 |

Source: HDS Diary Sample, FY 2009.

Note: Mail received includes USPS and Non-USPS mail.

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

| Mail Received (Pieces per HH 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% | 18% | 19% | 60% |
| 36-44 | 10.1 | 4% | 24% | 23% | 49% |
| 30-35 | 12.2 | 6% | 28% | 21% | 44% |
| 24-29 | 17.3 | 7% | 29% | 21% | 42% |
| 18-23 | 22.2 | 11% | 31% | 27% | 31% |
| 12-17 | 23.9 | 17% | 33% | 24% | 25% |
| Less than 12 | 22.9 | 25% | 31% | 22% | 21% |
| Total | 117.2 | 13% | 29% | 23% | 35% |

Source: HDS Diary Sample, FY 2009.

Note: Percentages may not total 100% 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
(Millions 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 | 8.7 | 9.7 | 6.6 | 4.5 | 29.5 |
| \$35 to \$65 | 2.4 | 9.9 | 7.1 | 8.2 | 27.7 |
| \$65 to \$100 | 1.1 | 7.6 | 5.6 | 10.2 | 24.6 |
| Over \$100 | 0.5 | 2.7 | 3.4 | 11.6 | 18.3 |
| Don't know / Refused | 2.1 | 4.4 | 4.1 | 6.1 | 17.0 |
| Total | 14.9 | 34.3 | 26.8 | 40.7 | 117.2 |

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

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

| Household Income (Thousands) | Age of Head of Household | | | | Total |
|---------------------------------|--------------------------|-------------|-------------|--------------------|--------------|
| | Under 35 | 35 to 54 | Over 55 | Don't Know/Refused | |
| Under \$35 | 7.7 | 7.3 | 14.5 | 0.0 | 29.5 |
| \$35 to \$65 | 6.3 | 10.6 | 10.7 | 0.0 | 27.7 |
| \$65 to \$100 | 5.4 | 11.9 | 7.3 | 0.0 | 24.6 |
| Over \$100 | 2.5 | 10.7 | 5.0 | 0.0 | 18.3 |
| Don't know / Refused | 3.7 | 6.1 | 6.6 | 0.7 | 17.0 |
| Total | 25.5 | 46.7 | 44.1 | 0.8 | 117.2 |

Source: HDS Diary Sample, FY 2009.
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 15 percent of the total. Once considered the norm, nuclear families—two adults and at least one child—now account for only 21 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 | 23.2 |
| Two | 44.8 |
| Three | 19.9 |
| Four | 18.8 |
| Five or more | 10.5 |
| Total | 117.2 |

Source: HDS Diary Sample, FY 2009.
Note: Total may not sum due to rounding.

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

| Number of Adults | |
|------------------|--------------|
| One | 27.1 |
| Two | 72.3 |
| Three or more | 17.8 |
| Total | 117.2 |

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

Internet Access

Access to and use of new technologies such as the Internet and broadband have a large and growing impact on mail use. Although a significant number of pieces both sent and received by households are still related to bills and statements, 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 mailstream.

Table 2.8 shows that 79 percent of households have Internet access. The highest levels of access are within households with incomes over \$100,000; 96 percent of such households have Internet access, as seen in Figure 2.1. In comparison, 47 percent of households with incomes under \$35,000 have

Internet access. For households without Internet access, 62 percent indicated they planned to purchase the service within the next year.

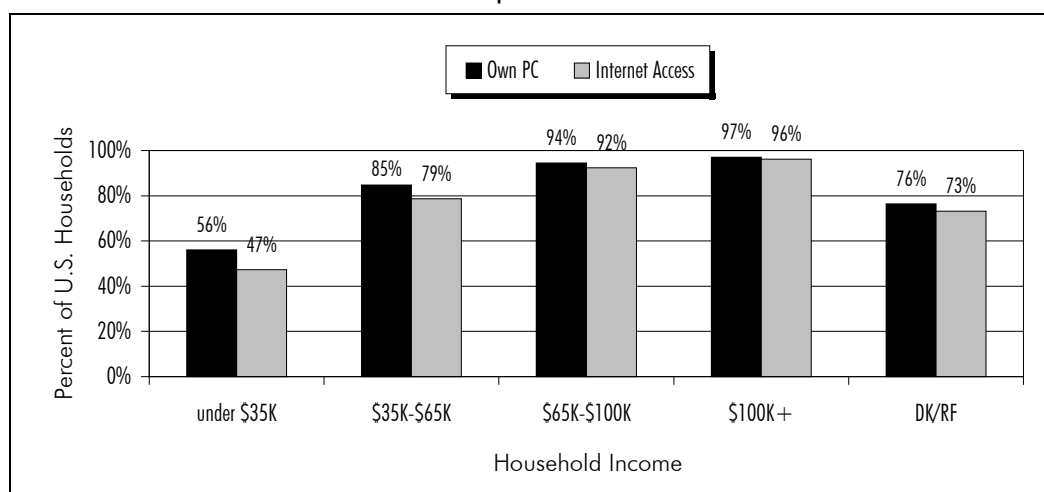
Table 2.8:
Households by Type of Internet Access
(Millions of Households)

| Type of Internet Access | |
|-------------------------|--------------|
| Broadband | 79.7 |
| Dial-up | 12.5 |
| None | 25.0 |
| Total | 117.2 |

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

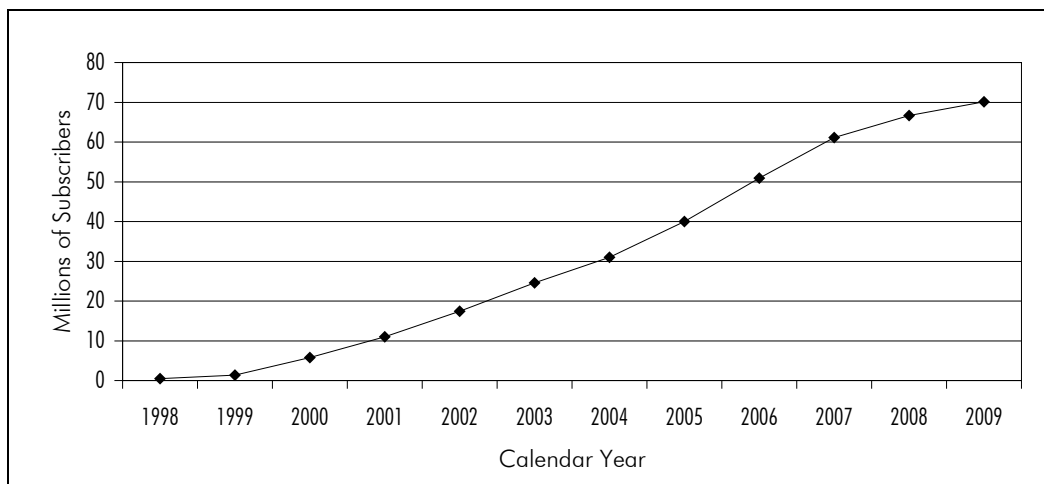
Eighty-one percent of wired households, or 68 percent of the total, have broadband access (DSL, cable, or T1). Figure 2.2 shows the trend in broadband connections. The rapid growth of broadband expands the potential scope of electronic diversion of the mail. A fast, always-on connection to the Internet becomes a stronger alternative channel for the delivery of entertainment, information, and communication. As more households begin using broadband, we expect to see effects not only on bill payments, but also bill and statement presentation, periodicals, and even advertising mail.

Figure 2.1:
PC Ownership and Internet Access



Source: HDS Recruitment Data, FY 2009.

Figure 2.2:
Broadband Subscribers



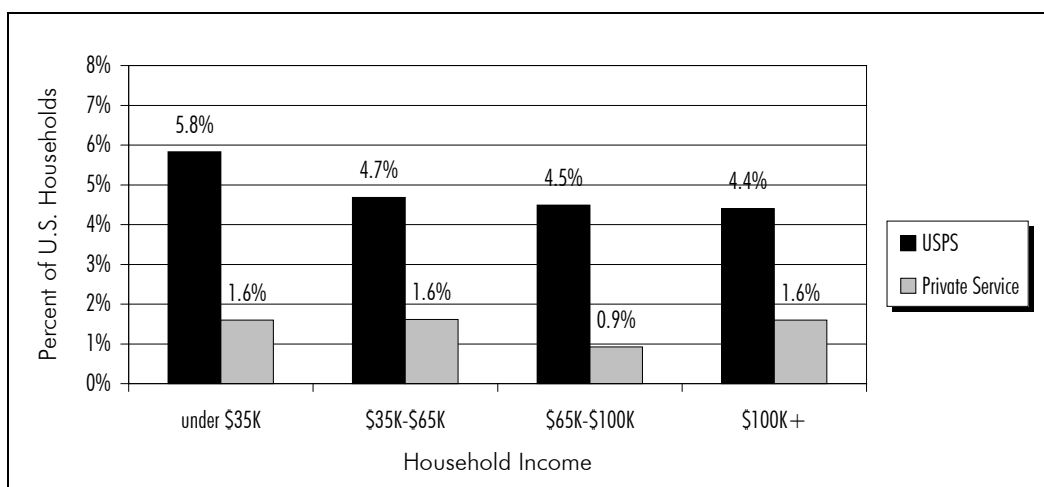
Source: Leichtman Research Group.

Use of the Post Office

A rented mailbox is one alternative that households use to manage their mail. In 2009, 5.1 percent of all households in the U.S. rented mailboxes from the Postal Service, and 1.4 percent rented a box from a private company. As seen in Figure 2.3, in most cases, lower-income households are slightly more likely to use a post office box than higher-income households, while all age groups are equally likely to rent a mailbox from a private company. Post office box use, however, declined over the past seven years, after 2001, largely as a result of price increases, with 5.1 percent of U.S. households renting a box from the Postal Service in 2009, compared to ten percent in 2001.

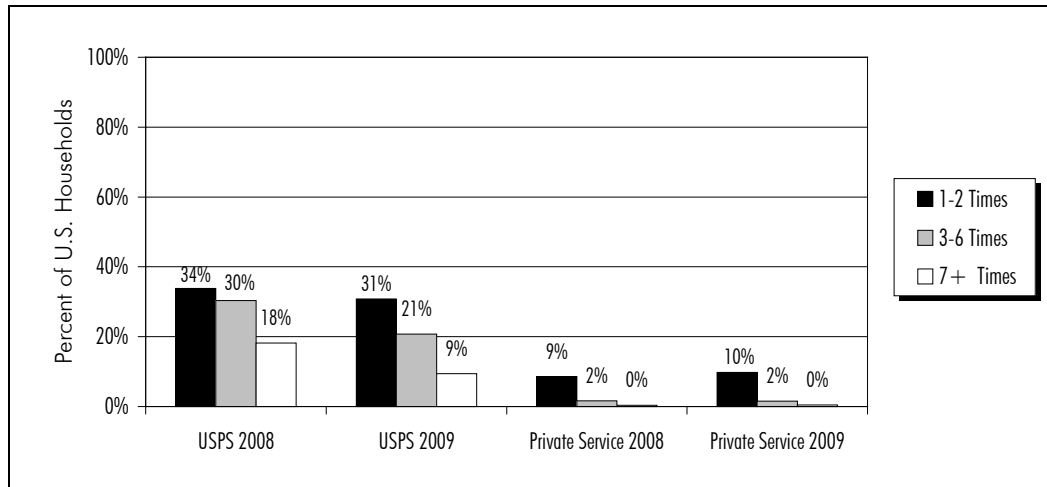
The Postal Service currently owns and operates 36,496 post office locations throughout the United States. As shown in Figure 2.4, the use of post offices for mailing services continues to dominate the mail service industry. About 61 percent of all U.S. households patronize a post office at least once a month, while just 10 percent visit a private mailing company. Over 30 percent of all households in the U.S. visit the post office three or more times in 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 stable. Only about 12 percent of households visited private mailing companies in both 2008 and 2009.

Figure 2.3:
Household Use of Rented Mailboxes



Source: HDS Recruitment Data, FY 2009.

Figure 2.4:
Household Visits to Post Office in Past Month



Source: HDS Recruitment Data, FY 2008 and 2009.

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 examine comparisons in data between 2007 and 2009, providing a better illustration of mail trends over time.

Correspondence Mail Volume

Total correspondence sent and received represents about 11 percent of all household mail volumes, as shown in Table E.2. Table 3.1 below provides a recent history of total correspondence volumes, showing almost a 10 percent decline from 2007 to 2009. Personal correspondence, which is essentially household to household mail, was flat between 2007 and 2008 but fell 6.9 percent in 2009, continuing a declining long-term trend that has lasted for more than 20 years. In 1987, households reported receiving 1.6 pieces of personal correspondence each week. By 2009, personal correspondence received declined to 0.9 pieces per household per week.

To a large extent, this decline stemmed from changes in communication technology, such as affordable long distance telephone service and, more recently, e-mail, the Internet, and cellular communications—all of which provide an alternative to personal letters and business inquiries. Such advances completely transformed the marketplace and continue to have an impact on personal correspondence.

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

Table 3.2 and Table 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, 2007-2009 |
|--------------|-------------------------------|---------------|---------------|------------------------|
| | 2007 | 2008 | 2009 | |
| HH to HH | 5,610 | 5,646 | 5,225 | -6.9% |
| NHH to HH | 9,175 | 8,780 | 8,120 | -11.5% |
| HH to NHH | 2,132 | 2,083 | 1,911 | -10.4% |
| Total | 16,917 | 16,509 | 15,255 | -9.8% |
| Sector | Pieces per Household per Week | | | Share of 2009 Total |
| | 2007 | 2008 | 2009 | |
| HH to HH | 0.9 | 0.9 | 0.9 | 34.2% |
| NHH to HH | 1.5 | 1.4 | 1.3 | 53.2% |
| HH to NHH | 0.4 | 0.3 | 0.3 | 12.5% |
| Total | 2.8 | 2.7 | 2.5 | 100% |

Source: HDS Diary Sample, FY 2007, 2008 and 2009.

Note: Totals may not sum due to rounding.

Definition of correspondence recalculated for FY 2007; numbers do not compare to previously published reports.

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 | 1.3 | 1.6 | 1.5 | 1.8 | 1.5 |
| \$35 to \$65 | 1.3 | 1.9 | 2.0 | 2.3 | 2.0 |
| \$65 to \$100 | 1.7 | 2.4 | 2.5 | 2.6 | 2.5 |
| Over \$100 | 1.5 | 2.3 | 2.9 | 3.4 | 3.1 |
| Average | 1.4 | 2.0 | 2.1 | 2.7 | 2.2 |

Source: HDS Diary Sample, FY 2009.
Note: Excludes Don't Know/Refused.

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 | .7 | .9 | .9 | .9 | .8 |
| \$35 to \$65 | .6 | 1.0 | 1.0 | 1.2 | 1.0 |
| \$65 to \$100 | .9 | 1.0 | 1.3 | 1.5 | 1.3 |
| Over \$100 | 1.3 | 1.2 | 1.7 | 1.8 | 1.7 |
| Average | .7 | 1.1 | 1.1 | 1.5 | 1.2 |

Source: HDS Diary Sample, FY 2009.
Note: Excludes Don't Know/Refused.

Tables 3.4 and 3.5 show that age also has a considerable effect on correspondence mail sent and received by households. Regardless of their income, younger households both send and receive fewer

pieces of correspondence mail. Young adults traditionally send and receive 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 | 1.3 | 1.5 | 1.6 | 1.5 |
| \$35 to \$65 | 1.5 | 1.9 | 2.4 | 2.0 |
| \$65 to \$100 | 2.0 | 2.3 | 3.1 | 2.5 |
| Over \$100 | 2.7 | 3.0 | 3.5 | 3.1 |
| Average | 1.6 | 2.3 | 2.4 | 2.2 |

Source: HDS Diary Sample, FY 2009.

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 | .5 | .8 | 1.0 | .8 |
| \$35 to \$65 | .7 | .8 | 1.4 | 1.0 |
| \$65 to \$100 | 1.1 | 1.2 | 1.6 | 1.3 |
| Over \$100 | 1.4 | 1.6 | 1.9 | 1.7 |
| Average | .8 | 1.2 | 1.4 | 1.2 |

Source: HDS Diary Sample, FY 2009.

Household Size

As 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 considerable increases in correspondence mail, although further increases in size do not have nearly the same effect. As shown in Table 3.7, these increases are generally due to 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 | 1.5 | .8 |
| Two | 2.3 | 1.3 |
| Three | 2.2 | 1.2 |
| Four | 2.4 | 1.1 |
| Five or more | 3.0 | 1.5 |
| Total | 2.2 | 1.2 |

Source: HDS Diary Sample, FY 2009.

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 | 1.5 | .8 |
| Two | 2.4 | 1.3 |
| Three or more | 2.5 | 1.2 |
| Average | 2.2 | 1.2 |

Source: HDS Diary Sample, FY 2009.

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. Similarly, households with Internet access have a higher level of education than households without. 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 | 2.4 | 1.3 |
| Dial-up | 2.1 | 1.2 |
| None | 1.4 | .8 |
| Average | 2.2 | 1.2 |

Source: HDS Diary Sample, FY 2009.

Table 3.9:
Income and Education by Type of Internet Access
(Pieces per Household per Week)

| Type of Internet Access | Median Income | % w/ College Degree |
|-------------------------|---------------|---------------------|
| Broadband | 70,368 | 43% |
| Dial-up | 49,189 | 24% |
| None | 24,526 | 13% |

Source: HDS Diary Sample, FY 2009.

Personal Correspondence

In FY 2009, personal correspondence accounted for an average 0.9 pieces per week, which was constant from both 2007 and 2008. Table 3.10 shows the total volumes and average number of pieces by personal correspondence type.

In 2009, we see a significant and continuing decline in personal letters—a trend mainly driven by the adoption of the Internet as a preferred method of communication. Holiday greeting cards and invitations also fell, due to the impact of the economic recession on households' income and because several more electronic alternatives (such as e-cards and e-vite) are available on the Internet.

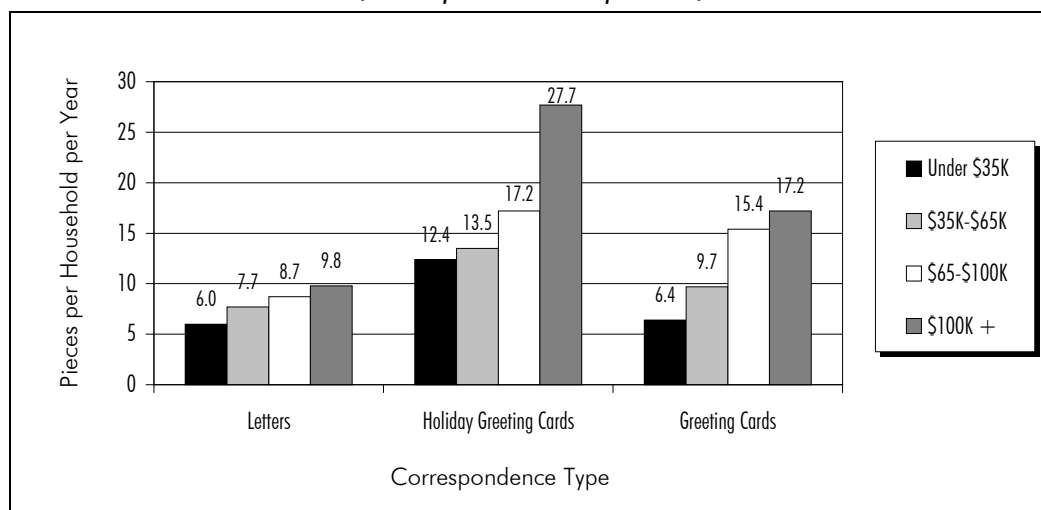
Table 3.10:
Personal Correspondence Sent and Received

| Correspondence Type | Volume (Millions of Pieces) | | | Change, 2007-2009 |
|----------------------------|-------------------------------|--------------|--------------|------------------------|
| | 2007 | 2008 | 2009 | |
| Personal Letters | 1,116 | 1,046 | 956 | -14.3% |
| Holiday Greeting Cards | 2,117 | 2,278 | 1,959 | -7.5% |
| Non-Holiday Greeting Cards | 1,454 | 1,374 | 1,409 | -3.1% |
| Invitations | 597 | 555 | 538 | -9.9% |
| Announcements | 130 | 122 | 147 | 13.3% |
| Other Personal | 196 | 271 | 215 | 9.7% |
| Total | 5,610 | 5,646 | 5,225 | -6.9% |
| Correspondence Type | Pieces per Household per Week | | | Share of 2009 Total |
| | 2007 | 2008 | 2009 | |
| Personal Letters | .2 | .2 | .2 | 18.3% |
| Holiday Greeting Cards | .4 | .4 | .3 | 37.5% |
| Non-Holiday Greeting Cards | .2 | .2 | .2 | 27.0% |
| Invitations | .1 | .1 | .1 | 10.3% |
| Announcements | .0 | .0 | .0 | 2.8% |
| Other Personal | .0 | .0 | .0 | 4.1% |
| Total | .9 | .9 | .9 | 100.0% |

Source: HDS Diary Sample, FY 2007, 2008 and 2009.

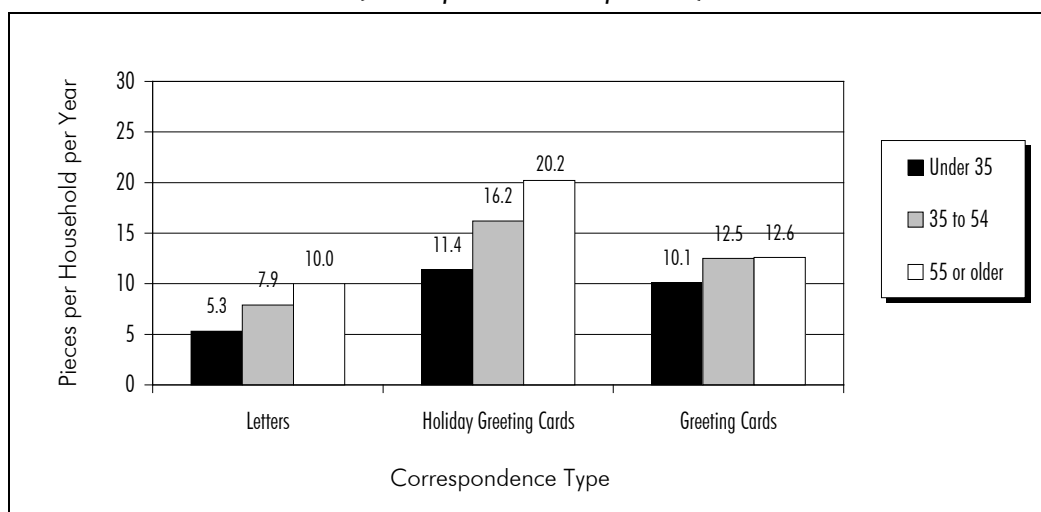
Note: Totals may not sum due to rounding.

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



Source: HDS Diary Sample, FY 2009.

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



Source: HDS Diary Sample, FY 2009.

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 over \$100,000 sent an average of 28 holiday greeting cards in FY 2009, compared to the 12 sent by households with incomes under \$35,000.

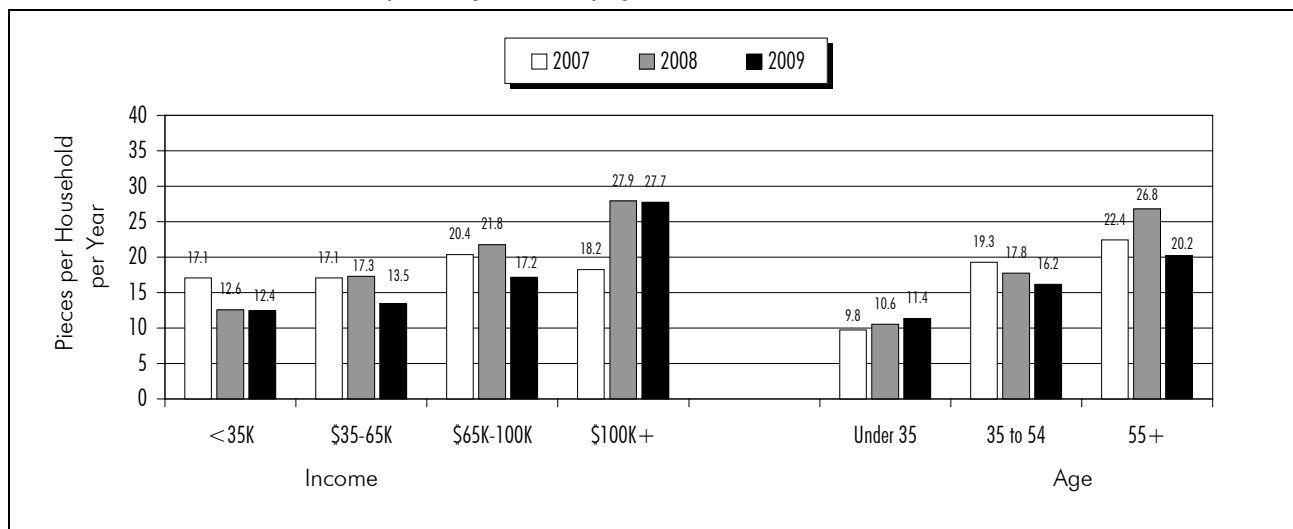
The number of letters and greeting cards sent also seems to follow a pattern where older households send more than younger households. Older households sent an average of 10 letters, 20 holiday greeting cards and 13 non-holiday greeting cards in 2009. In comparison, households under age 35 sent an average of 5 letters and 11 holiday greeting cards in FY 2009, along with 10 non-holiday cards. Figure 3.2 illustrates this point.

The relationship between holiday greeting cards received and income is shown in Figure 3.3. Households with incomes above \$100,000 received the greatest number of holiday greeting cards during FY 2009, 27.7, which was almost the same as in 2008 but significantly higher than 18.2 in 2007. Households in all other income categories received fewer holiday cards in 2009 than in 2007 or 2008.

When examined by age, the number of holiday greeting cards received decreased since 2007 for the top two age categories, but remained relatively flat for households under the age of 35.

Households where the head of household is aged 55 or older received the largest average number of holiday greeting cards—an average of 20.2 pieces in 2009—yet that number decreased 25 percent from 2008 (26.8 pieces).

Figure 3.3:
Holiday Greetings Received by Age and Income, FY 2007, 2008 and 2009



Source: HDS Diary data, Diary Sample only, FY 2007, 2008 and 2009.

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 which typically lead to a greater use of written correspondence.

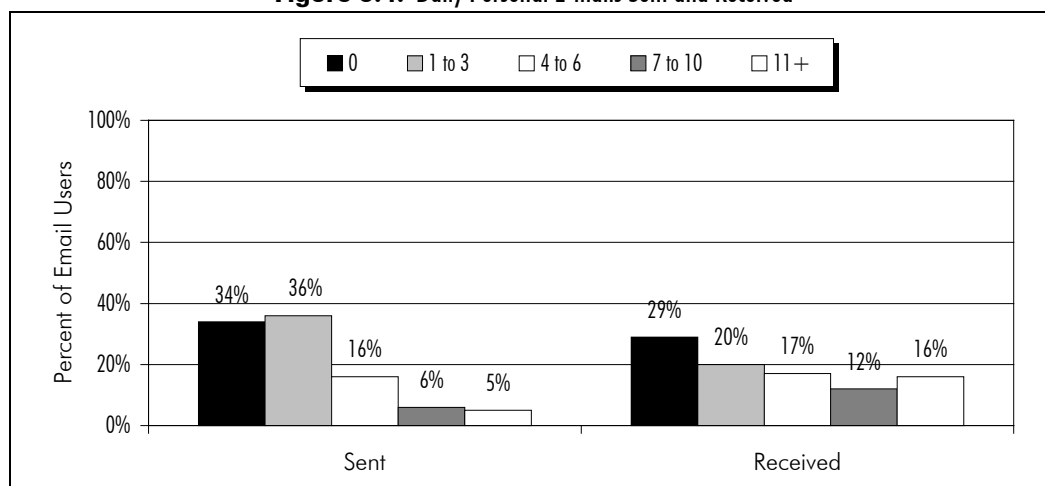
In examining household Internet use, Figure 3.4 shows that 66 percent of all persons who have Internet access send at least one personal e-mail during a typical day, and 71 percent receive at least one e-mail.

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 | .12 | .14 | .17 |
| Holiday Greeting Cards | .22 | .38 | .34 |
| Non-Holiday Greeting Cards | .12 | .26 | .26 |
| Total | .46 | .78 | .78 |

Source: HDS Diary Sample FY 2009.

Figure 3.4: Daily Personal E-mails Sent and Received



Source: HDS Recruitment Sample, FY 2009.

Business Correspondence

Households and businesses exchange many types of mail, including bill payments, statements, and advertising (discussed in Chapters 4 and 5). This section of the report provides data on correspondence types between households and businesses. Table 3.12 outlines volumes by correspondence type for 2007 through 2009. Correspondence received from the non-household sector accounts for almost 50 percent of all

correspondence sent and received by households (see Table 3.1). Business/Government invitations/announcements and Social announcements accounted for most of the correspondence received by households, and both were down significantly compared to 2007 and 2008. Other business/government consists mostly of insurance-related correspondence and remained relatively constant over the three year period.

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

| Business Correspondence Type | 2007 | 2008 | 2009 | Change, 2007-2009 |
|---|--------------|--------------|--------------|-------------------|
| Business/Government/Social Received by Households | | | | |
| Invitation/Announcement | 3,121 | 2,886 | 1,934 | -38.1% |
| Holiday Greeting from Business | 382 | 399 | 396 | 3.6% |
| Other Business/Government | 3,131 | 3,161 | 3,174 | 1.4% |
| Total Business/Government Received | 6,634 | 6,446 | 5,503 | -17.1% |
| Announcement | 2,208 | 1,657 | 1,382 | -37.4% |
| Other Social | 333 | 677 | 657 | 97.4% |
| Total Social Received | 2,541 | 2,334 | 2,040 | -19.7% |
| Total Received | 9,175 | 8,780 | 7,542 | -17.8% |
| Business/Government/Social Sent by Households | | | | |
| Inquiry | 560 | 566 | 404 | -27.9% |
| Other Business/Government | 1,118 | 1,034 | 1,146 | 2.5% |
| Total Business Sent | 1,678 | 1,600 | 1,550 | -7.6% |
| Letter | 138 | 133 | 61 | -55.8% |
| Inquiry | 81 | 63 | 58 | -28.4% |
| Other Social | 235 | 287 | 242 | 2.8% |
| Total Social Sent (Social includes social, political & nonprofit.) | 454 | 483 | 361 | -20.6% |
| Total Sent | 2,132 | 2,083 | 1,911 | -10.4% |

Source: HDS Diary Sample, FY 2007, 2008 and 2009.

Note: Totals may not sum due to rounding.

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 due to the availability of electronic alternatives to traditional mail payments.

Transactions Mail Volume

Transactions sent and received comprise about 27 percent of all household mail volumes (as seen in Table E.2) and 59 percent of household First-Class Mail; as such, they are an important part of the mailstream. Although many businesses use electronic funds transfer (EFT) or other electronic technologies to settle transactions, households still 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.

Transactions comprise 59 percent of Household First-Class Mail.

As Table 4.1 shows, the total transactions volume sent and received by households decreased 9.4 percent between 2007 and 2009. All major transaction categories were contributors to the decline. 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. As a result, bills paid by mail fell by about 16 percent between 2007 and 2009. The growth in non-mail methods of payments is also evident from Table 4.1, which shows that bills paid by mail are much lower than total bills received.

Table 4.1: Transactions Mail Sent and Received

| Transaction Type | Volume (Millions of Pieces) | | | Change, 2007-2009 |
|--------------------------------|-----------------------------|---------------|---------------|-------------------|
| | 2007 | 2008 | 2009 | |
| Business | | | | |
| Bills | 18,788 | 18,655 | 17,773 | -5.4% |
| Bill Payments | 10,202 | 9,704 | 8,580 | -15.9% |
| Statements | 7,133 | 6,560 | 6,666 | -6.5% |
| Confirmations | 3,242 | 2,824 | 2,559 | -21.1% |
| Payments (to HH) | 1,418 | 1,324 | 1,378 | -2.8% |
| Orders | 560 | 537 | 454 | -18.9% |
| Rebates | 169 | 162 | 175 | 3.8% |
| Total Business | 41,512 | 39,766 | 37,586 | -9.5% |
| Social/Charitable | | | | |
| Requests for Donation | 733 | 754 | 617 | -15.8% |
| Donations | 550 | 657 | 521 | -5.2% |
| Bills | 194 | 180 | 184 | -5.5% |
| Confirmations | 273 | 331 | 274 | 0.5% |
| Total Social/Charitable | 1,749 | 1,921 | 1,596 | -8.8% |
| Total Transactions | 43,261 | 41,687 | 39,182 | -9.4% |

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

| Transaction Type | Pieces per Household per Week | | | Share of 2009 Total |
|--------------------------------|-------------------------------|------------|------------|---------------------|
| | 2007 | 2008 | 2009 | |
| Business | | | | |
| Bills | 3.1 | 3.1 | 2.9 | 45.4% |
| Bill Payments | 1.7 | 1.6 | 1.4 | 21.9% |
| Statements | 1.2 | 1.1 | 1.1 | 17.0% |
| Confirmations | .5 | .5 | .4 | 6.5% |
| Payments (to HH) | .2 | .2 | .2 | 3.5% |
| Orders | .1 | .1 | .1 | 1.2% |
| Rebates | .0 | .0 | .0 | 0.4% |
| Total Business | 6.9 | 6.5 | 6.2 | 95.9% |
| Social/Charitable | | | | |
| Requests for Donation | .1 | .1 | .1 | 1.6% |
| Donations | .1 | .1 | .1 | 1.3% |
| Bills | .0 | .0 | .0 | 0.5% |
| Confirmations | .0 | .1 | .0 | 0.7% |
| Total Social/Charitable | .3 | .3 | .3 | 4.1% |
| Total Transactions | 7.2 | 6.9 | 6.4 | 100.0% |

Source: HDS Diary Sample, FY 2007, 2008 and 2009.

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

transaction mail sent and received—to some extent, income has an even greater impact on transaction mail sent and received than education. The basis for this relationship is fairly clear; higher-income and 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 | 3.0 | 3.6 | 3.4 | 3.5 | 3.4 |
| \$35 to \$65 | 4.1 | 5.1 | 4.7 | 4.6 | 4.8 |
| \$65 to \$100 | 4.2 | 6.0 | 6.0 | 5.3 | 5.6 |
| Over \$100 | 5.1 | 6.1 | 6.7 | 6.5 | 6.4 |
| Average | 3.5 | 4.9 | 4.9 | 5.3 | 4.9 |

Source: HDS Diary Sample, FY 2009.

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 | .9 | 1.2 | 1.2 | 1.5 | 1.1 |
| \$35 to \$65 | .7 | 1.6 | 1.7 | 1.6 | 1.6 |
| \$65 to \$100 | 1.2 | 1.8 | 2.1 | 1.7 | 1.8 |
| Over \$100 | 1.1 | 2.6 | 1.7 | 1.9 | 1.9 |
| Average | .9 | 1.6 | 1.7 | 1.7 | 1.6 |

Source: HDS Diary Sample, FY 2009.

Tables 4.4 and 4.5 also 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 due to the fact that 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 especially evident for transactions mail sent (primarily bill payments) where households under 35 years old sent only half as much mail as older households.

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 | 2.8 | 3.6 | 3.5 | 3.4 |
| \$35 to \$65 | 3.7 | 5.2 | 4.9 | 4.8 |
| \$65 to \$100 | 4.7 | 5.7 | 6.1 | 5.6 |
| Over \$100 | 4.6 | 6.4 | 7.4 | 6.4 |
| Average | 3.7 | 5.4 | 5.0 | 4.9 |

Source: HDS Diary Sample, FY 2009.

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 | .6 | .9 | 1.5 | 1.1 |
| \$35 to \$65 | 1.4 | 1.1 | 2.1 | 1.6 |
| \$65 to \$100 | 1.0 | 1.8 | 2.4 | 1.8 |
| Over \$100 | 1.3 | 1.7 | 2.8 | 1.9 |
| Average | 1.0 | 1.4 | 2.0 | 1.6 |

Source: HDS Diary Sample, FY 2009.

Household Size

In terms of household size, Table 4.6 shows that going from a one-person household to a two-person household adds 1.6 pieces of transaction mail per week received and 0.4 pieces per week sent, but any 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 | 3.3 | 1.4 |
| Two | 4.9 | 1.8 |
| Three | 5.3 | 1.4 |
| Four | 5.6 | 1.5 |
| Five or more | 5.9 | 1.5 |
| Average | 4.9 | 1.6 |

Source: HDS Diary Sample, FY 2009.

For transactions mail received, Table 4.7 shows that each additional adult adds about 1.5 pieces (on average) of mail received per week. However, one additional adult generates only an average of 0.2 pieces of extra mail sent, and further changes have little effect on volume.

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

| Number of Adults in HH | Received | Sent |
|------------------------|------------|------------|
| One | 3.3 | 1.3 |
| Two | 5.1 | 1.6 |
| Three or more | 6.2 | 1.7 |
| Average | 4.9 | 1.6 |

Source: HDS Diary Sample, FY 2009.

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.

In Table 4.8, we also see that while the number of transactions sent by households with broadband is higher than for households without any Internet access, it is also lower than the number for dial-up users. Broadband's higher processing speeds provide a strong motivation for households to move financial transactions online, 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 | 5.4 | 1.6 |
| Dial-up | 4.6 | 1.7 |
| None | 3.4 | 1.4 |
| Average | 4.9 | 1.6 |

Source: HDS Diary Sample, FY 2009.

Table 4.9:
Income and Education by Type of Internet Access

| Type of Internet Access | Median Income | % w/ College Degree |
|-------------------------|---------------|---------------------|
| Broadband | 70,368 | 43% |
| Dial-up | 49,189 | 24% |
| None | 24,526 | 13% |

Source: HDS Diary Sample, FY 2009.

Bill Payment

The average number of bills paid per month per household fell from 12.4 in 2008 to 11.7 in 2009, reflecting, at least in part, the impact of tight economic conditions on account closures and consolidations. 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 receipt and payment options. The most important of these is online bill payment.

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

Table 4.10 shows the percentage of households who pay bills by each method and the average number of bills paid per month by each method. About 87 percent of households paid at least one bill by mail. Alternatively, this implies that 13 percent of households no longer paid any of their bills by mail—the highest level reported so far. The average number of bills paid by mail per household was 6.3 per month, down 16 percent from 2007 when the number was 7.5. Other popular bill payment methods are automatic deduction from bank account (46 percent of households), in-person (27 percent) and, most recently, using the Internet (41 percent).

Notably, households reported paying about 22 percent more monthly bills electronically in 2009 than in 2007. Online payments, in 2009, exhibited the most significant growth, increasing 47 percent from 2007. As a result, more payments were made using the Internet (2.8) than by all other electronic methods combined (2.0).

The average number of bills paid by Internet increased by 47 percent since 2007.

Table 4.10:
Bill Payment by Method, FY 2007, 2008 and 2009

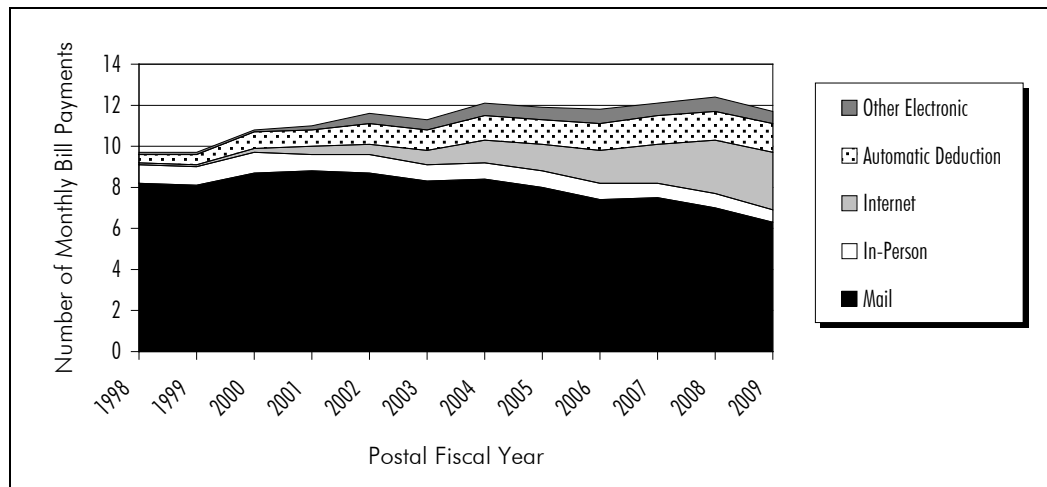
| Bill Payment Method | 2007 | 2008 | 2009 | | |
|---------------------|--|--|--|---------------------|------------------------------------|
| | Average Number of Bills Paid per Month | Average Number of Bills Paid per Month | Average Number of Bills Paid per Month | Share of Bills Paid | Percent of Households Using Method |
| Mail | 7.5 | 7.0 | 6.3 | 53.8% | 86.7% |
| Automatic Deduction | 1.4 | 1.4 | 1.4 | 12.0% | 45.8% |
| Internet | 1.9 | 2.6 | 2.8 | 23.9% | 41.0% |
| In-person | .7 | .7 | .6 | 5.1% | 26.8% |
| Credit Card | .4 | .4 | .3 | 2.6% | 15.3% |
| Telephone | .3 | .3 | .3 | 2.6% | 12.4% |
| Total | 12.1 | 12.4 | 11.7 | 100.0% | — |

Source: HDS Recruitment Sample, FY 2007 through 2009.

As Figure 4.1 shows, electronic methods account for a growing share of household bill payments over time. In fact, since 2007, the average number of bills

paid by electronic methods increased 20 percent, largely at the expense of the mail, which fell 16 percent during that time period.

Figure 4.1:
Monthly Average Household Bill Payment by Method



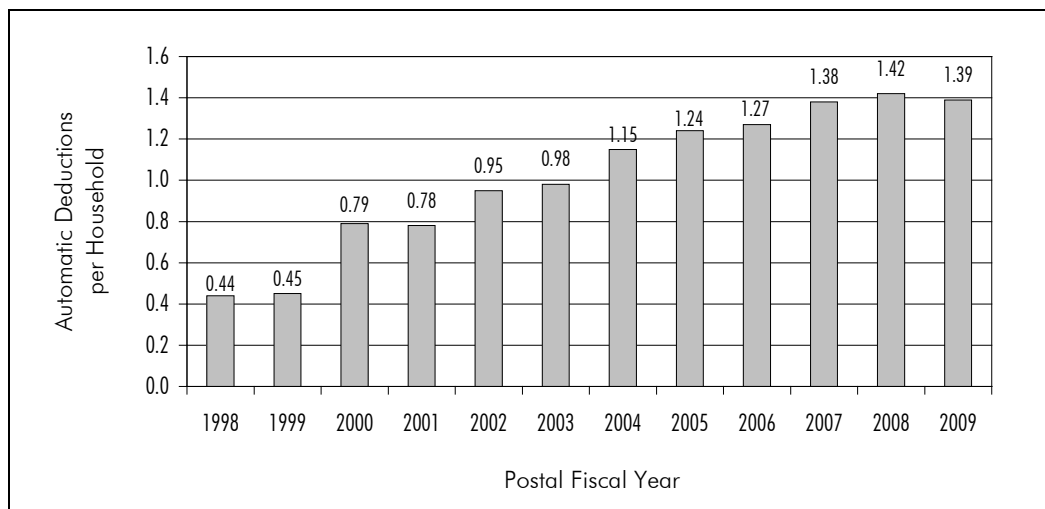
Source: HDS Recruitment Sample, FY 1998-2009.

Note: Other Electronic includes telephone.

Figure 4.2 shows that automatic deductions more than tripled since 1998, but peaked in 2008, and fell slightly in 2009. With time, the increasing affordability and popularity of broadband may

provide sufficient motivation for households to gradually transition from automated deductions to online bill payments, similar to electronic diversion of the mail.

Figure 4.2:
Average Monthly Automatic Deductions per Household



Source: HDS Recruitment Sample, FY 1998-2009.

The types of bills paid by mail are shown in Table 4.11. As reported, 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 2007. The share of electric bills paid by mail was the largest. In 2009, 57 percent of households paid their electric bills by mail, down from 66 percent in 2007. Similarly, the share of telephone bills paid by mail fell from 66 percent in 2007 to 54 percent in 2009. All remaining bill types, except Internet service, experienced similar decreases in the shares paid by mail. Due to all of these declines, the vast majority of bill types were left with less than a 50 percent share that was paid by mail.

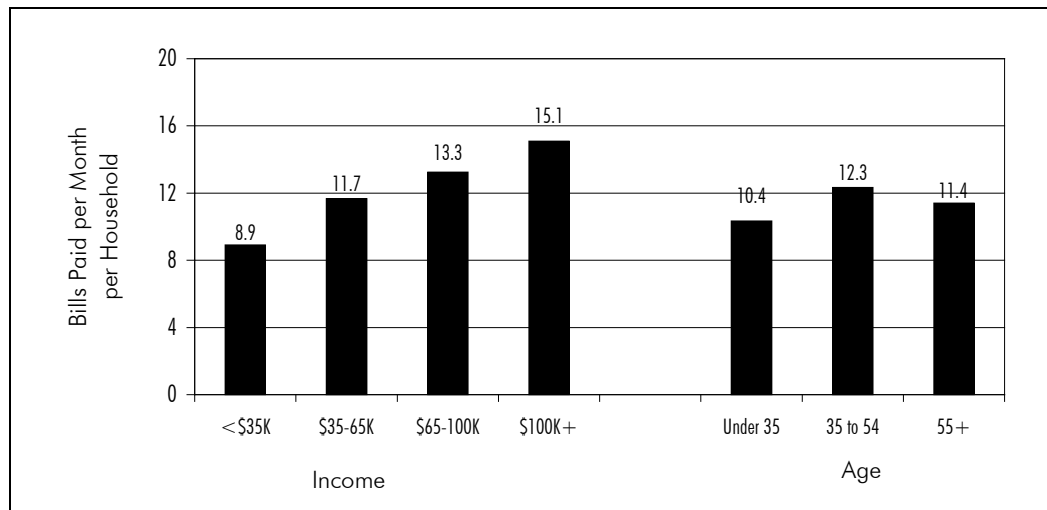
The Household Diary Study finds that the number of total bills paid per month varies by age and income, as does the choice of methods used for bill payment. Figure 4.3 shows the total average number of bills paid per month for each income and age group.

Table 4.11:
Types of Bills Paid by Mail

| Bill Type | Percent of Household | | |
|--------------------------|----------------------|------|------|
| | 2007 | 2008 | 2009 |
| Electric | 66% | 60% | 57% |
| Telephone | 66% | 60% | 54% |
| Credit Cards | 62% | 57% | 50% |
| Insurance | 60% | 55% | 48% |
| Cable/Satellite TV | 55% | 48% | 45% |
| Natural Gas/Propane, etc | 54% | 47% | 43% |
| Water/Sewer | 50% | 47% | 42% |
| Medical | 50% | 48% | 45% |
| Cell Phone | 40% | 37% | 34% |
| Rent/Mortgage | 35% | 32% | 30% |
| Internet Service | 29% | 29% | 35% |
| Taxes | 43% | 41% | 27% |
| Car Payment | 25% | 21% | 18% |
| Other Loans | 22% | 20% | 16% |
| Alimony/Child Support | 1% | 1% | 1% |

Source: HDS Recruitment Sample, FY 2007 through 2009.

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



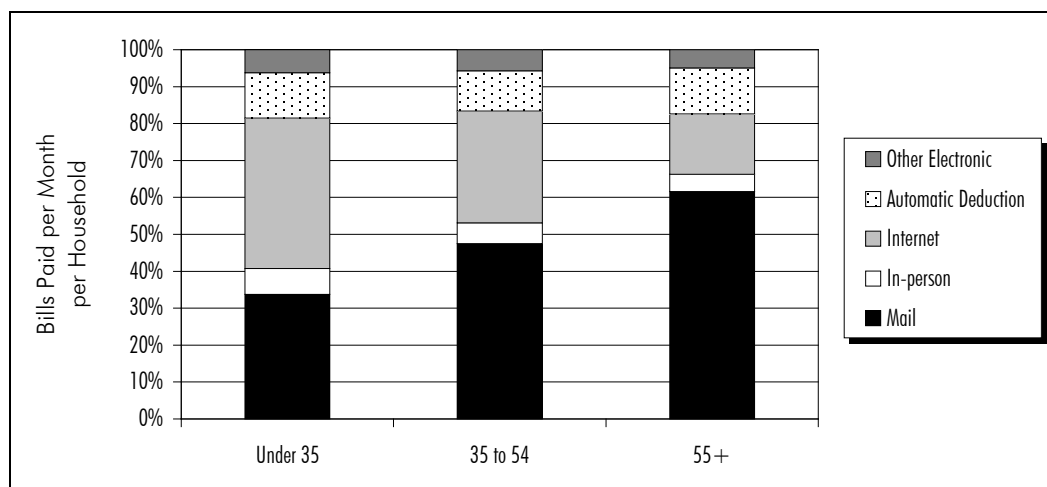
Source: HDS Recruitment Sample, FY 2009.

Unsurprisingly, the number of bills paid per month is positively related to household income. Households with incomes over \$100,000 paid an average of 15.1 bills per month in FY 2009, compared to about nine bills paid by households with incomes under \$35,000.

Age has a slightly different relationship with bill payment levels in that younger households (under age 35) and older households (age 55+) pay fewer bills than households where the head of household is between 35 and 54.

More of the bills that younger households pay are paid electronically, which for purposes of this chapter includes payments made via Internet, automatic deduction from bank, and other (e.g., automatic charge to credit card and payment by ATM). Figure 4.4 below shows that the younger the head of a household the more likely the household will pay bills electronically. In fact, 2009 was the first time that younger households paid more bills online than by mail. Younger households paid only 34 percent of their bills by mail and 41 percent online. Compare that to older households, who paid 62 percent of bills by mail and only about 16 percent online.

Figure 4.4:
Bill Payment Method by Age



Source: HDS Recruitment Sample, FY 2009.

Note: Other Electronic includes telephone.

Bills and Statements Received

Table 4.12 shows the overall volume of bills and statements received. The largest volumes of bills originated from credit card companies (4.7 billion), utilities (2.6 billion), insurance companies (2.2 billion), and telephone companies (1.8 billion). Statements received were predominantly sent by the financial sector, including banks, insurance companies, and other financial institutions.

Overall, the volume of statements households received from the financial sector decreased by more than 6 percent since 2007.

In 2009, U.S. households received 6.1 billion statements from financial institutions; in 2007, that figure was 6.5 billion.

About 46 percent of First-Class Mail received by households was bills and statements. In FY 2009, households received 17.8 billion bills, down 5 percent from 18.8 billion in 2007. The number of statements received through the mail in FY 2009 (6.7 billion) decreased 7 percent since 2007 (7.1 billion).

Table 4.12:
Bill and Statement Volumes by Industry

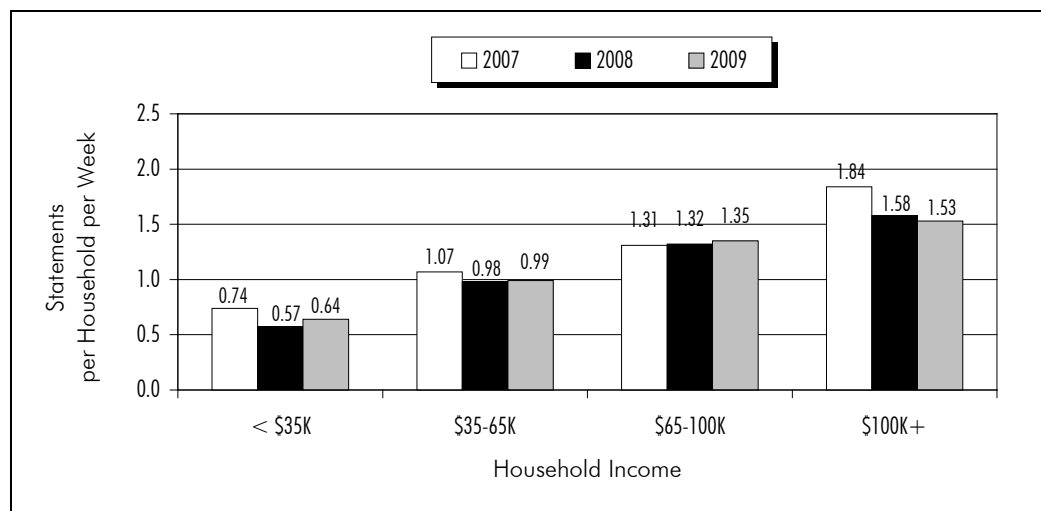
| Industry | Volumes | |
|---------------------------------|---------------------|--------------------------|
| | Bills (Millions) | Statements (Millions) |
| Financial | | |
| Bank, S&L, Credit Union | 1,110 | 3,842 |
| Credit Card | 4,687 | 0 |
| Insurance Company | 2,233 | 487 |
| Real Estate/Mortgage | 351 | 77 |
| Other Financial | 106 | 1,668 |
| Total Financial | 8,487 | 6,074 |
| Merchants | | |
| Department Store | 153 | 9 |
| Publisher | 380 | 7 |
| Mail Order Company | 131 | 6 |
| Other Merchants | 283 | 87 |
| Total Merchants | 946 | 108 |
| Service | | |
| Telephone Company | 1,820 | 12 |
| Utility Company | 2,578 | 13 |
| Medical and Other Professional | 2,153 | 116 |
| Cable TV | 823 | 15 |
| Other Service | 433 | 23 |
| Total Service | 7,808 | 178 |
| Manufacturers | 45 | 19 |
| Government | 455 | 263 |
| Social/Nonprofit | 0 | 0 |
| Other/Don't Know/Refused | 31 | 23 |
| Total – All Industries | 17,773 | 6,666 |

Source: HDS Diary Sample, FY 2009.

As shown in Figure 4.5, between 2007 and 2009, the number of statements received by mail decreased for all household income categories, except for households with incomes between \$65,000 and \$100,000, which increased slightly.

Although the number of bills households receive through the mail has decreased by approximately 7 percent compared to 2007 on a per household basis, the number of bills and statements received over the Internet increased by almost 60 percent, albeit from a small base. Table 4.13 shows the average volume of bills received by mail and over the Internet.

Figure 4.5:
Statements Received by Mail by Income



Source: HDS Diary Sample, FY 2007 through 2009. Amounts are rounded.

Table 4.13:
Average Monthly Bills and Statements Received by Method

| Method | 2007 | 2008 | 2009 |
|--------------|--------------|--------------|--------------|
| Mail | 18.62 | 17.99 | 17.38 |
| Internet | 1.31 | 1.50 | 2.08 |
| Total | 19.93 | 19.50 | 19.46 |

Source: HDS Diary Sample, FY 2007 through 2009.

Notes:

Internet averages use HDS Recruitment 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 \$169 billion in 2009 advertising their products and services, a decrease of 15.5 percent from 2008. 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 2009. However, due to a steep economic downturn, direct mail advertising spending fell 11.6 percent compared to 2008. As shown in Table 5.1, all other spending media categories, except for the Internet, declined significantly more than direct mail.

Table 5.1:
U.S. Advertising Spending Growth by Medium, 2007-2009
(Percent Growth from Prior Year)

| Medium | 2007 | 2008 | 2009 |
|--------------|-------|--------|--------|
| Direct Mail | 2.1% | -4.7% | -11.6% |
| Newspapers | -9.4% | -17.7% | -27.2% |
| Television | 1.1% | -1.8% | -12.6% |
| Radio | -2.5% | -9.6% | -20.2% |
| Magazines | -4.0% | -10.7% | -19.8% |
| Internet | 25.8% | 10.7% | -3.2% |
| All Other | 3.2% | -7.6% | -13.7% |
| Total | 0.1% | -6.4% | -15.5% |

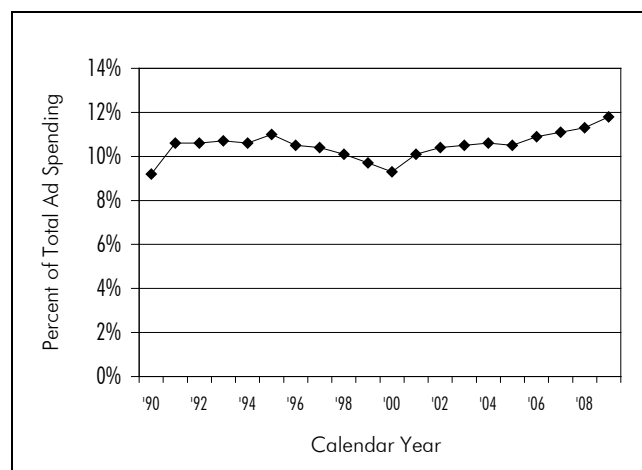
Source: Magna Advertising Group – estimates.
Note: Totals may not sum due to rounding.

Despite many changes to the U.S. economy over the past few years, and particularly in 2009, 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. It can be 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 shown in Table 5.1. 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 its competitors.

Figure 5.1 shows that direct mail's share of total advertising spending has been on a strong upward trend for most of the past 19 years. Since 1999, according to Magna's estimate of postage costs only, the direct mail share has risen steadily, reaching 12 percent in 2009. Direct mail has maintained its large ad share even with the introduction of new, fast-growing ad markets such as the Internet.

Figure 5.1:
Direct Mail as a Share of Total Advertising, 1990-2009



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

Advertising Mail Volumes

Households received 85 billion pieces of advertising mail in 2009, which, as Table 5.2 indicates, was 15 percent less than in 2007 and 2008. In 2009, advertising mail represented 59 percent of all mail received by households.

As shown in Table 5.2, First-Class advertising mail accounts for 14.5 billion pieces (17 percent) of all advertising mail received by households. Of this volume, 6.6 billion pieces are advertising-only, while the other 7.8 billion pieces are secondary advertising pieces, such as an advertisement enclosed with a bill. In 2009, First-Class advertising was adversely affected by the depressed economy, especially with respect to ads-only mailings. Although all industries were impacted by the economic downturn, financial institutions (particularly credit card companies) were further and more directly weakened by the collapse of the housing market and the credit crunch. This forced financial institutions to slash advertising budgets more than in other industries, reducing First-Class ads-only mailings by 26.4 percent from 2007 to 2009 and by 37.4 percent between 2008 and 2009. Credit card companies cut advertising budgets more drastically than other financial institutions, reducing their ads-only mailings by 42.7 percent compared to 2008.

Advertising mail represented 59 percent of all mail received by households in 2009.

About 83 percent (70.6 billion pieces) of all advertising mail received by households in 2009 was sent via Standard Mail, which was down 15 percent from 2008. As was the case for First-Class advertising, financial institutions made more significant cuts in advertising budgets than other industries, reducing financial Standard advertising pieces by 27 percent from 2008. Credit card companies reduced their mailings even more sharply than the industry average, as their volumes fell 42 percent.

Most of the decrease in Standard Mail advertising occurred in Regular and ECR mail. Table 5.3 shows that in 2009, households received an average of 9.5 Presorted Standard Mail pieces per week, compared to 11.6 pieces in 2007. Prior to 2007, this type of advertising experienced continuous growth, as there had been only one postal rate increase in over five years and direct mail spending was growing along with a strong overall economy.

Standard Mail accounts for 83 percent of total advertising mail.

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

| Mail Classification | Volume (Billions of Pieces) | | | Growth, 2007-2009 |
|--------------------------------|-----------------------------|-------------|-------------|-------------------|
| | 2007 | 2008 | 2009 | |
| First-Class Advertising | 16.9 | 16.4 | 14.5 | -14.2% |
| Advertising Only | 9.0 | 8.3 | 6.6 | -26.4% |
| Secondary Advertising | 7.9 | 8.2 | 7.8 | -0.3% |
| Standard Mail | 83.4 | 83.0 | 70.6 | -15.3% |
| Regular and ECR | 69.9 | 69.4 | 58.2 | -16.7% |
| Nonprofit | 13.5 | 13.6 | 12.5 | -8.0% |
| Unsolicited Packages | 0.2 | 0.1 | 0.1 | -65.4% |
| Total Advertising | 100.5 | 99.6 | 85.2 | -15.2% |
| Unaddressed Mail | 12.6 | 3.9 | 1.6 | -87.2% |

Source: HDS Diary Sample, FY 2007, 2008 and 2009.

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 |
|----------------------------------|------------------------|-------------|-------------|----------------|
| | 2007 | 2008 | 2009 | |
| First-Class Advertising | 2.8 | 2.7 | 2.4 | 17.0% |
| Advertising Only | 1.5 | 1.4 | 1.1 | 7.8% |
| Secondary Advertising | 1.3 | 1.3 | 1.3 | 9.2% |
| Standard Mail | 13.8 | 13.7 | 11.6 | 82.9% |
| Regular and ECR | 11.6 | 11.4 | 9.5 | 68.3% |
| Nonprofit | 2.2 | 2.2 | 2.0 | 14.6% |
| Unsolicited Periodicals/Packages | 0.0 | 0.0 | 0.0 | 0.1% |
| Total Advertising | 16.7 | 16.4 | 14.0 | 100.0% |
| Unaddressed Mail | 2.1 | 0.6 | 0.3 | N/A |

Source: HDS Diary Sample, FY 2007, 2008, and 2009.

Notes:

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 less than \$35,000 income receive less than half as much advertising mail as households with \$100,000 or more income (9 pieces per week compared to 20). Table 5.4 also shows that education plays a key role in the amount of advertising mail households receive, even after accounting for the impact education has on income.

For example, among households earning more than \$100,000, ad mail received per week increases as the educational status of the head of the household increases, rising from 10.6 pieces per week for households headed by someone without a high school degree to 21.3 pieces per week for households headed by a college graduate. 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 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 | 7.6 | 9.9 | 9.3 | 9.5 | 9.0 |
| \$35 to \$65 | 10.8 | 12.4 | 12.5 | 14.5 | 12.9 |
| \$65 to \$100 | 12.0 | 14.6 | 16.2 | 16.9 | 15.8 |
| Over \$100 | 10.6 | 17.7 | 18.8 | 21.3 | 20.0 |
| Average | 8.7 | 12.7 | 13.7 | 17.2 | 14.0 |

Source: HDS Diary Sample, FY 2009.

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, as people age, they develop buying histories and more business relationships that

advertising mail can help maintain. Those households with incomes over \$100,000 and with a head of household age 55 and older received the greatest number of advertising mail pieces at 23.3 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 | 6.2 | 7.5 | 11.3 | 9.0 |
| \$35 to \$65 | 9.2 | 11.6 | 16.4 | 12.9 |
| \$65 to \$100 | 12.3 | 15.1 | 19.5 | 15.8 |
| Over \$100 | 15.8 | 19.5 | 23.3 | 20.0 |
| Average | 9.7 | 14.3 | 16.1 | 14.0 |

Source: HDS Diary Sample, FY 2009.

Household Size

Tables 5.6 and 5.7 show advertising mail received increases as the household size (Table 5.6) and number of adults in the household (Table 5.7) increase. While this is evident in looking at changes in household size, the greatest change in the number of pieces of advertising mail received is seen in the number of adults in the households.

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

| Household Size | |
|----------------|-------------|
| One person | 11.1 |
| Two | 14.9 |
| Three | 14.3 |
| Four | 14.7 |
| Five or more | 14.7 |
| Average | 14.0 |

Source: HDS Diary Sample, FY 2009.

As shown in Table 5.7, households with three or more adults receive 49 percent more advertising mail than a household with only one adult. This represents an increase from an average of 10.7 pieces per week to 15.5 pieces per week. Note, however, that most of this increase occurs when the number of adults increases from one to two. The strong impact stems from the likelihood of being a two-income household.

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

| Number of Adults | |
|------------------|-------------|
| One | 10.7 |
| Two | 14.8 |
| Three or more | 15.5 |
| Average | 14.0 |

Source: HDS Diary Sample, FY 2009.

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.

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

| Type of Internet Access | |
|-------------------------|-------------|
| Broadband | 15.7 |
| Dial-up | 12.5 |
| None | 9.3 |
| Average | 14.0 |

Source: HDS Diary Sample, FY 2009.

Table 5.9:
Income and Education by Type of Internet Access
(Pieces per Household per Week)

| Type of Internet Access | Median Income | % w/ College Degree |
|-------------------------|---------------|---------------------|
| Broadband | 70,368 | 43% |
| Dial-up | 49,189 | 24% |
| None | 24,526 | 13% |

Source: HDS Diary Sample, FY 2009.

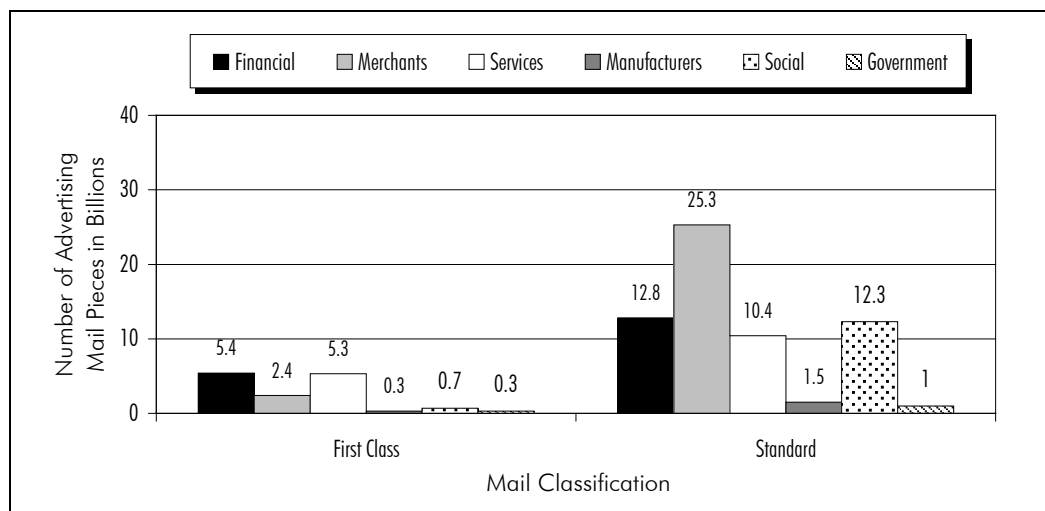
Senders of Advertising Mail

Figure 5.2 provides data on the senders of advertising mail to households. Merchants continue to be the largest senders; in 2009, they sent 40 percent of Standard advertising mail and 17 percent of First-Class advertising mail. Financial firms are the second largest sender of Standard Mail advertising (18 percent) and the largest sender of First-Class advertising (37 percent).

Attitudes Toward Advertising

With \$162 billion spent in the United States on advertising, it is not surprising that few households wish they received more.

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



Source: HDS Diary Sample, FY 2009.

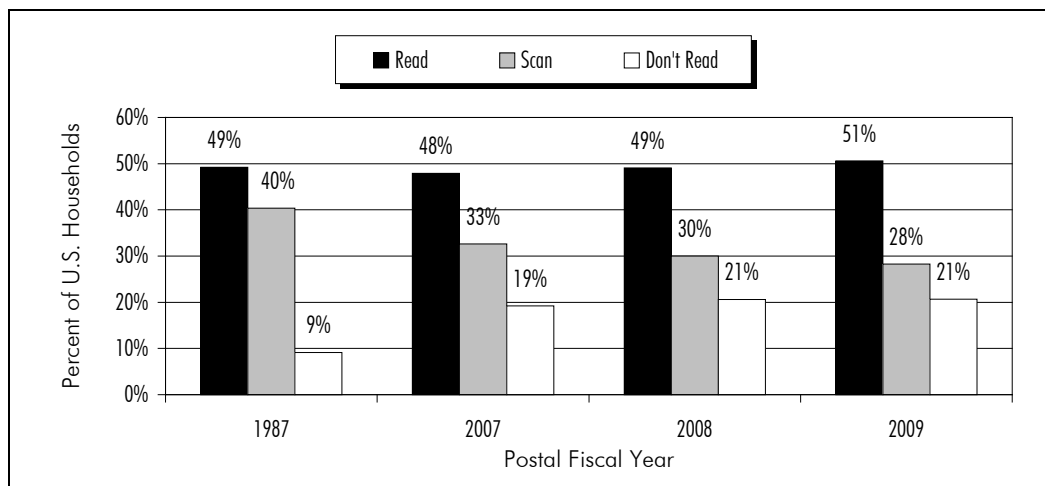
Base: First-Class and Standard Advertising Mail Pieces excluding Unsolicited Samples, Multiple Organizations, and Don't Know/No Industry given.

Whether they wish to receive more or not, most households either read or at least scan their advertising mail. Figure 5.3 shows 51 percent of households usually read their advertising mail, while an additional 28 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; however, 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-nine percent of households either read or scan advertising mail sent to their household.

Figure 5.3:
Advertising Mail Behavioral Trends – 1987, 2007, 2008, and 2009



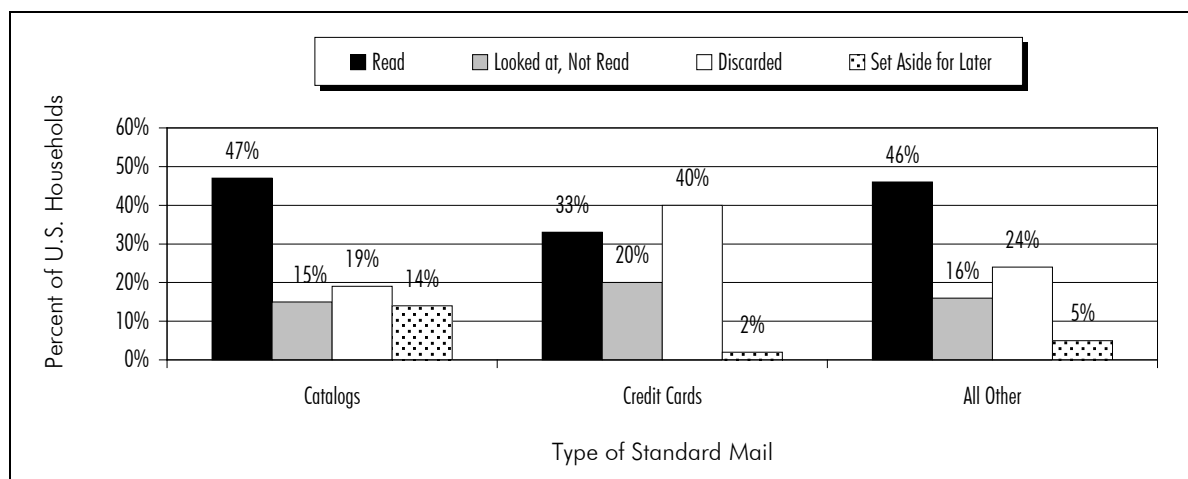
Source: HDS Recruitment Sample, FY 1987, 2007, 2008, and 2009.

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 much more attention than credit card advertising, as they are usually more interesting to read. Forty-seven percent of

households read catalogs, and only 19 percent discard them without reading them. In contrast, only 33 percent of households read credit card advertising, and 40 percent discard them without reading them.

Figure 5.4:
Treatment of Standard Mail by Type



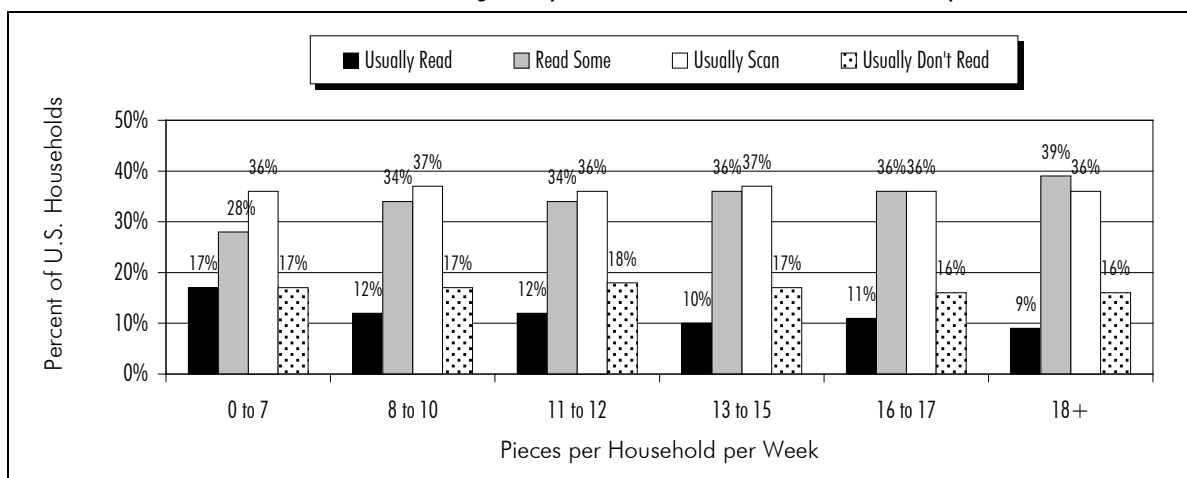
Source: HDS Diary Sample, FY 2009.

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, 45 percent usually read all or some of the mail, and 17 percent usually do not read any. Among households that receive 18 or more pieces per week, 48 percent usually read all or some, and 16 percent usually do not read any.

Thus, households that receive a lot of advertising mail do not appear to be particularly “turned off” by the high volume. However, Figure 5.5 also shows that, when looked at separately, the percent of households that usually read all advertising does decrease as the number of pieces increases. When only seven or less pieces are received, 17 percent of households usually read all of the advertising mail they receive. When 18 or more pieces are received, only 9 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 2009.

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 10 pieces of advertising mail, with the intended response to Standard Mail being greater than for First-Class advertising (12 percent and 10 percent of pieces, respectively). The table also shows that households say they may respond to another 16 percent of Standard advertising and 8 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 most often mailed First-Class.

Figure 5.6 presents the total number of 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 responses per week for each income level. For example, households with incomes above \$150,000 report they intend to respond to 2.3 pieces of advertising mail per week, and they may respond to another 3.1 pieces per week. In addition, a broad range of households with incomes higher than \$20,000 also indicated they will respond to more than one piece of advertising mail per week.

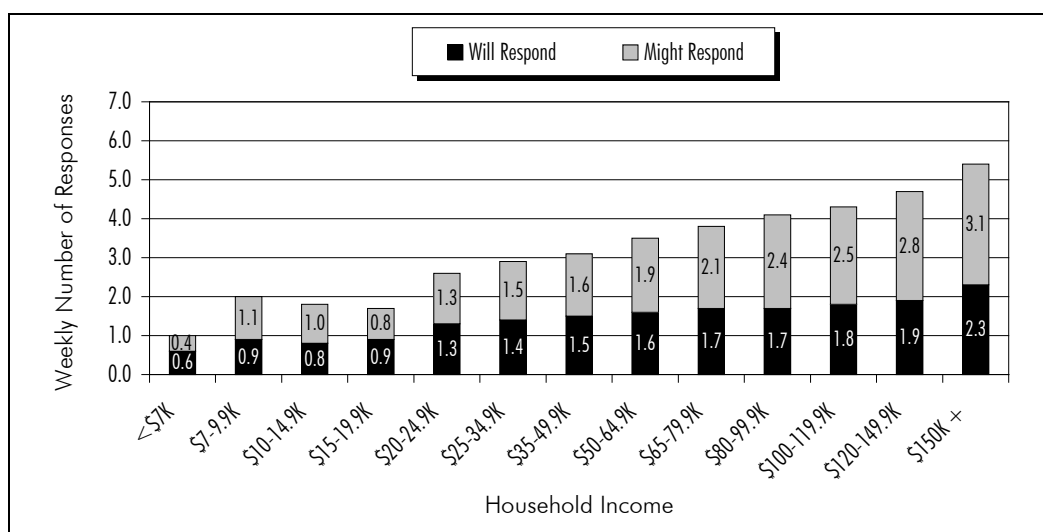
While intended responses do not always lead to actual responses, the data presented in Table 5.10 and Figure 5.6 help explain why direct mail is such a popular choice of advertisers in America.

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

| Response | First-Class | Standard |
|-----------|-------------|----------|
| Yes | 10% | 12% |
| Maybe | 8% | 16% |
| No | 58% | 63% |
| No Answer | 23% | 9% |

Source: HDS Diary Sample, FY 2009.

Figure 5.6:
Weekly Number of Responses by Income



Source: HDS Diary Sample, FY 2009.

Chapter 6: Periodicals

Introduction

This chapter examines periodicals sent to households. Periodicals 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 data. The volumes examined here are only a portion of the total periodicals volume, since more than one-quarter of periodicals are received by non-households, such as doctors' offices or other businesses.

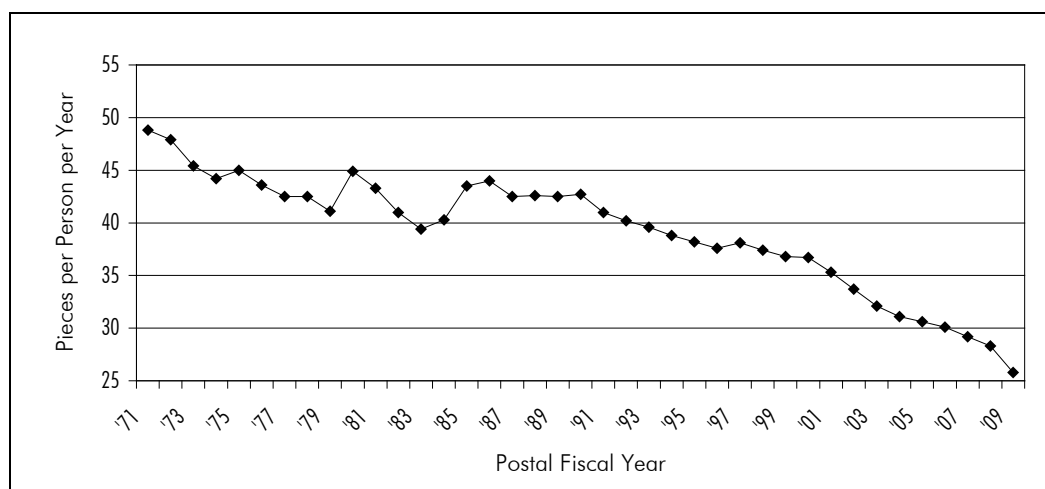
Historically, changes in total Periodicals Mail volumes have not kept pace with population growth.

The Periodicals Market

Total Periodicals Mail volumes have not kept pace with population growth over time, as seen in Figure 6.1. In general, this is the result of a demographic shift due to people reading less today than they did a few decades ago. Periodicals volumes reached a peak in 1990 at 10.7 billion pieces, but have declined each year since 1997, with the exception of FY 2000. In that year, periodicals volumes were temporarily buoyed by an influx of advertising revenue during the dot-com boom.

After the recession that started in 2001, periodicals volumes slipped not only because of reduced subscriptions, but also due to the number of publications that ceased operation as sources of advertising revenue dried up. Since then, in addition to the ongoing demographic shift away from reading, volumes continued to fall as the Internet became an increasingly accepted substitute for hard-copy publications. In 2009 the decline was further aggravated by the impact of the severe recession that started in December 2007.

Figure 6.1:
Periodicals Mail Volume per Person – 1971 to 2009
(Annual Pieces per Person)



Source: U.S. Postal Service, 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.

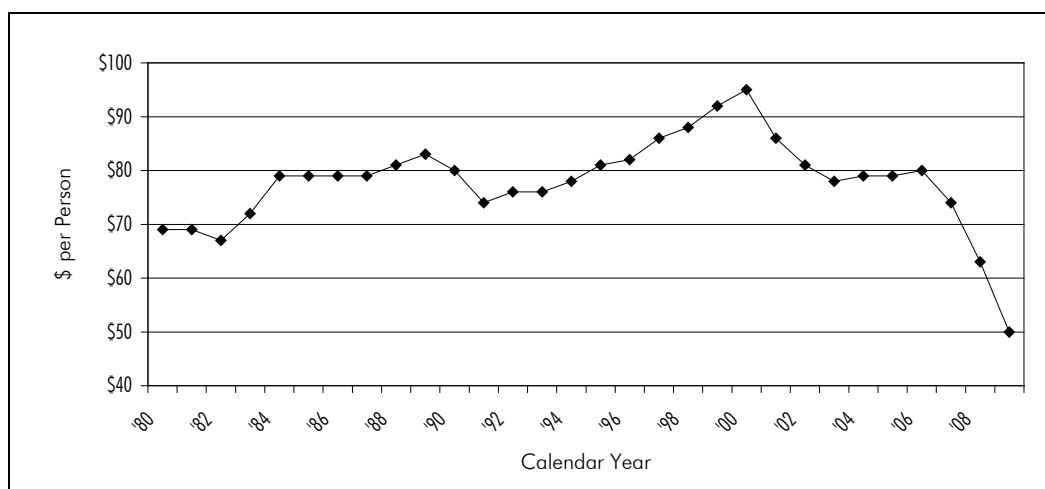
Advertising is a form of business investment. As with other investments, when the economy takes a turn for the worse, advertising tends to slow. By 2000, total advertising as a percent of Gross Domestic Product (GDP) rose to a historically high level; when the high-tech bubble burst, advertising crashed. 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.

Magna Advertising Group projects that advertising spending will again return to gradual growth, starting with a 1.4 percent increase in 2010. As the economy recovers, it should, as it has in prior times, encourage advertising spending, which, in turn,

should bode well for magazines. More magazines in circulation generally translates into higher volume for the Postal Service since, for most titles, the mail remains the primary distribution channel. More recently, however, the Internet has become a strong competitor of hard-copy publications. The Internet provides an alternative channel for news, information, and entertainment. As a consequence, Periodicals volumes may be headed toward long-term decline.

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.

Figure 6.2:
Real Per-Capita Magazine Advertising Spending



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

Household Periodicals Volume

As shown in Table E.2 of the Executive Summary, periodicals represent about 4 percent of all household mail volumes. Table E.2 also shows that the volume of periodicals is declining. In FY 2009, households received 6.0 billion periodicals, compared to 6.4 billion in FY 2008 and 6.6 in FY 2007.

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

In 2009, households received an average of 0.7 magazines per week. The most common type of magazine is monthly, accounting for 71 percent of total magazines.

Newspapers make up 20 percent of total periodicals volume, down from a 35 percent share in 1987. The number of newspapers received by mail per household each week declined from 0.6 in 1987 to only 0.2 in 2009, 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.

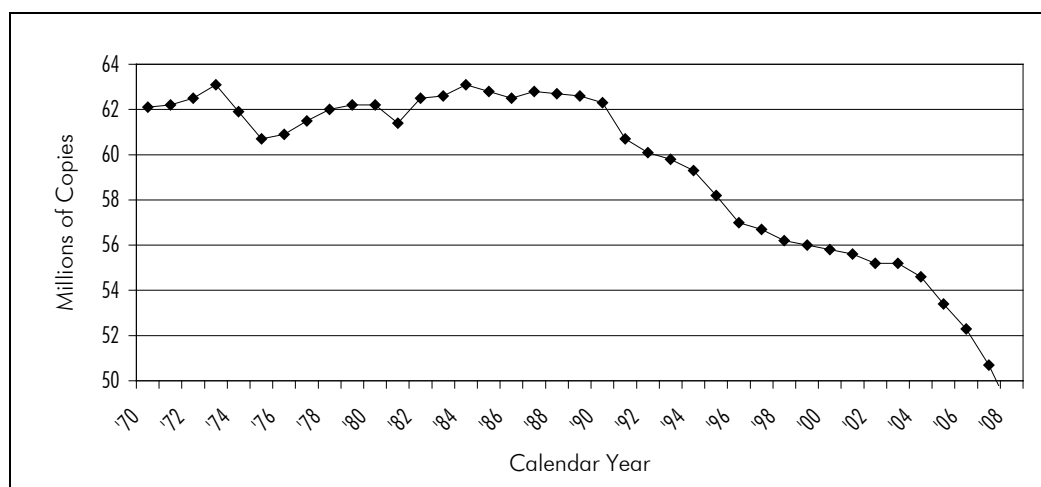
Table 6.1:
Periodical Type by Year
(Pieces per Household per Week)

| Periodical Type | 1987 | 2008 | 2009 |
|--------------------------|------------|------------|------------|
| Newspapers | .6 | .2 | .2 |
| Daily | .2 | .1 | .1 |
| Weekly | .3 | .1 | .1 |
| Other | .1 | .0 | .0 |
| Magazines | 1.0 | .8 | .7 |
| Weekly | .3 | .1 | .1 |
| Monthly | .6 | .5 | .5 |
| Other | .1 | .1 | .1 |
| Unclassified | .1 | .1 | .1 |
| Total Periodicals | 1.7 | 1.1 | 1.0 |

Source: HDS Diary Sample, FY 1987, 2008, and 2009.

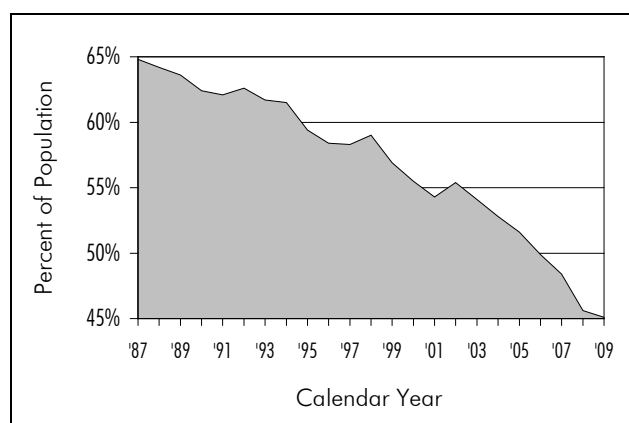
Note: Totals may not sum due to rounding.

Figure 6.3:
Newspaper Circulation – 1970 to 2008



Source: Newspaper Association of America.

Figure 6.4:
Daily Newspaper Readership – 1987 to 2009



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 45 percent in 2009.

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 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 1.3 per week. Similarly, households with an income over \$100,000 receive an average of 1.5 periodicals per week, more than double what households earning less than \$35,000 receive.

Households with incomes over \$100,000 receive more than twice 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 and with incomes less than \$35,000, the average is only 0.4 pieces per week. Households with income over \$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 | .5 | .7 | .6 | .8 | .6 |
| \$35 to \$65 | .7 | .7 | .8 | 1.2 | .9 |
| \$65 to \$100 | .9 | 1.0 | 1.1 | 1.3 | 1.1 |
| Over \$100 | .1 | 1.3 | 1.2 | 1.7 | 1.5 |
| Average | .5 | .9 | .9 | 1.3 | 1.0 |

Source: HDS Diary Sample, FY 2009.

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 | .4 | .3 | .9 | .6 |
| \$35 to \$65 | .6 | .7 | 1.2 | .9 |
| \$65 to \$100 | .8 | 1.1 | 1.5 | 1.1 |
| Over \$100 | 1.0 | 1.4 | 1.8 | 1.5 |
| Average | .6 | .9 | 1.3 | 1.0 |

Source: HDS Diary Sample, FY 2009.

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 approximately the same number of periodicals as two-person households. Similarly, 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 | .7 |
| Two | 1.1 |
| Three | 1.0 |
| Four | 1.0 |
| Five or more | .9 |
| Average | 1.0 |

Source: HDS Diary Sample, FY 2009.

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

| Number of Adults | |
|------------------|------------|
| One | .7 |
| Two | 1.1 |
| Three or more | 1.1 |
| Average | 1.0 |

Source: HDS Diary Sample, FY 2009.

Internet Access

As with many other types of mail, wired households receive more periodicals through the mail, as shown in Table 6.6. 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, it is likely that more periodical content will be delivered electronically, rather than by mail.

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

| Type of Internet Access | |
|-------------------------|------------|
| Broadband | 1.1 |
| Dial-up | 1.1 |
| None | .7 |
| Average | 1.0 |

Source: HDS Diary Sample, FY 2009.

Table 6.7:
Income and Education by Type of Internet Access

| Type of Internet Access | Median Income | % w/ College Degree |
|-------------------------|---------------|---------------------|
| Broadband | 70,368 | 43% |
| Dial-up | 49,189 | 24% |
| None | 24,526 | 13% |

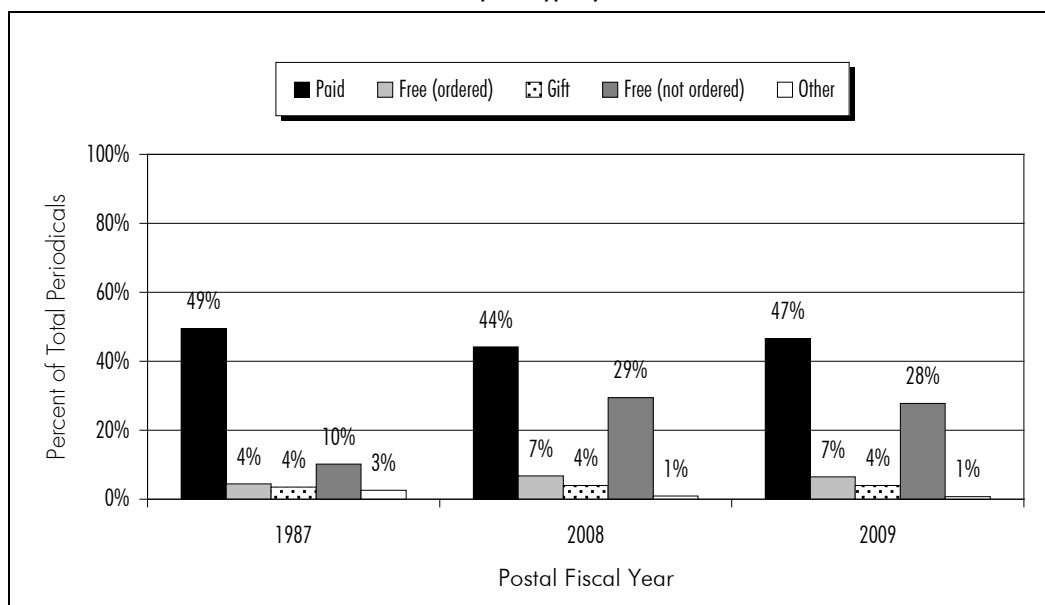
Source: HDS Diary Sample, FY 2009.

Subscription Type

Figure 6.5 provides an overview of subscription type for FY 1987, 2008, and 2009. As shown, the distribution of subscription type has remained relatively stable over the last two years and similar to the 1987 distribution. In 2009, a household

member ordered and paid for 47 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 benefit of membership in a professional, fraternal, or religious organization.

Figure 6.5:
Subscription Type by Year



Source: HDS Diary Sample, FY 1987, 2008, and 2009.

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 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 21 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 | .77 | 78% |
| Professional Organization | .09 | 9% |
| Religious Organization | .05 | 5% |
| Educational Organization | .04 | 4% |
| Union | .01 | 1% |
| Charitable Organization | .01 | 1% |
| Veterans' Organization | .01 | 1% |
| Unclassified | .01 | 1% |
| Total | .99 | 100% |

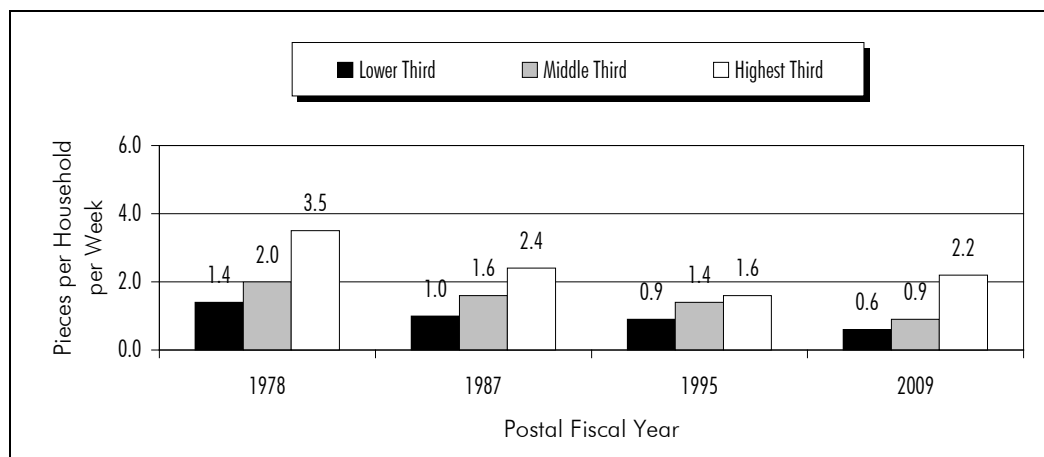
Source: HDS Diary Sample, FY 2009.

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 2009, 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 2009.

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. Merchandise and goods can be sent using any of these classes, or any of the Package Services subclasses, including Parcel Post, Bound Printed Matter, and Media Mail.

The Package Market

The package delivery market is an important segment of the economy. Between 2000 and 2008, the total volume averaged a 0.7 percent increase per year. However, in 2009 the economy was in a severe recession and total package volume fell by 9.3 percent from 2008. Package revenues fell 12.7 percent from 2008 but increased from \$49 billion in 2000 to \$56 billion in 2009, an average of 1.6 percent per year. 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 due to expansion of the 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-day 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. In 2007 and 2008, however, the instability of fuel prices and the recession contributed to decreases in both overnight and two- and three-day service volumes, while improved service resulted in continued growth for ground volumes. Finally, in 2009, as the recession worsened, volumes fell severely in all market segments.

In 2009, package volume fell below the FY 2000 level to 7.6 billion pieces.

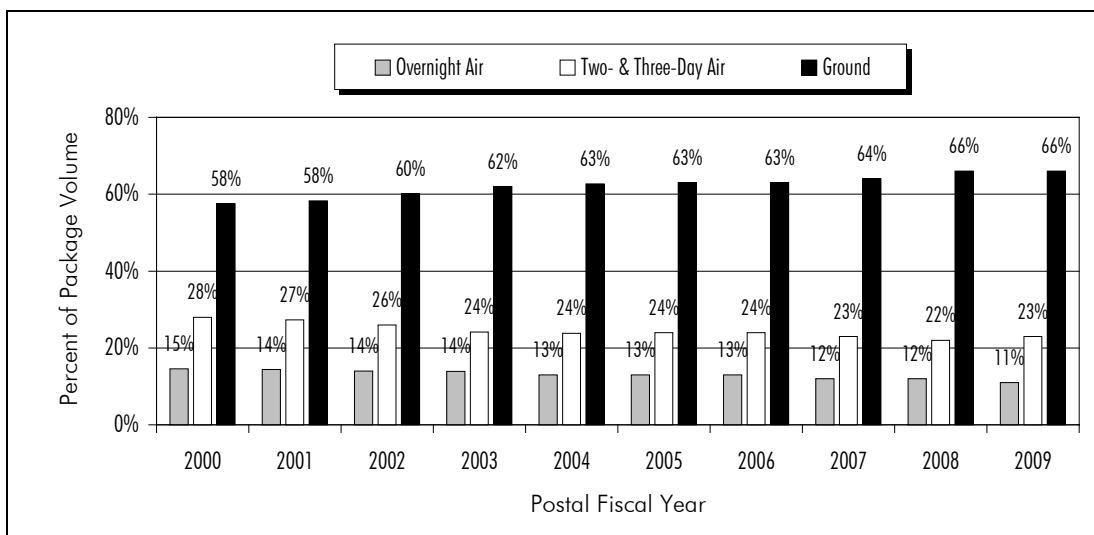
While many carriers serve the package delivery market, FedEx, UPS, and the U.S. Postal Service are the larger players.

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 |
| 2000 | 1,160 | 4.0% | 2,225 | 3.0% | 4,571 | 5.4% | 7,956 | 4.5% |
| 2001 | 1,126 | -2.9% | 2,135 | -4.1% | 4,555 | -.4% | 7,815 | -1.8% |
| 2002 | 1,063 | -5.6% | 1,980 | -7.3% | 4,578 | .5% | 7,621 | -2.5% |
| 2003 | 1,062 | -.1% | 1,842 | -7.0% | 4,737 | 3.5% | 7,642 | .3% |
| 2004 | 1,044 | -1.7% | 1,873 | 1.7% | 4,931 | 4.1% | 7,848 | 2.7% |
| 2005 | 1,057 | 1.2% | 1,931 | 3.1% | 5,105 | 3.5% | 8,093 | 3.1% |
| 2006 | 1,075 | 1.7% | 2,009 | 4.0% | 5,254 | 2.9% | 8,338 | 3.0% |
| 2007 | 1,051 | -1.8% | 1,966 | -2.2% | 5,438 | 3.5% | 8,455 | 1.5% |
| 2008 | 997 | -5.2% | 1,869 | -4.9% | 5,527 | 1.6% | 8,393 | -0.7% |
| 2009 | 828 | -17.0% | 1,734 | -7.2% | 5,052 | -8.6% | 7,613 | -9.3% |

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 5 percent in FY 2009 after growing 12 percent in FY 2008. When sent volumes are isolated, households sent 20 percent more packages in 2009 than in 2008, increasing their use of First-Class Packages.

Households received 2.7 billion packages in FY 2009 and sent 1.2 billion, as seen in Table 7.2 below. When the combined volumes, excluding Standard, are compared to FY 2007, packages (shipped via First-Class or Package & Shipping Services) sent by households increased by 73 percent in FY 2009. First-Class and Shipping & Package Services received by households, when combined, increased by 15 percent compared to FY 2007. First-Class packages sent and received increased by 53 percent, driven by a strong growth in CD/DVD rentals. Standard Mail packages, on the other hand, fell 15 percent compared to 2007.

Table 7.2:
Postal Service Sent and Received Packages, FY 2007, 2008, and 2009
(Units in Millions)

| Mail Classification | Volume (Millions of Pieces) | | | | | |
|-----------------------------|-----------------------------|--------------|--------------|--------------|--------------|--------------|
| | 2007 | | 2008 | | 2009 | |
| | Sent | Received | Sent | Received | Sent | Received |
| First-Class | 445 | 974 | 672 | 1,154 | 894 | 1,281 |
| Standard Mail | — | 653 | — | 594 | — | 557 |
| Package & Shipping Services | 258 | 829 | 330 | 897 | 322 | 792 |
| Unclassified | 39 | 71 | 13 | 58 | 20 | 24 |
| Total Packages | 742 | 2,527 | 1,015 | 2,704 | 1,236 | 2,655 |
| Mail Classification | Percent of Pieces | | | | | |
| | 2007 | | 2008 | | 2009 | |
| | Sent | Received | Sent | Received | Sent | Received |
| First-Class | 60% | 39% | 66% | 43% | 72% | 48% |
| Standard Mail | — | 26% | — | 22% | — | 21% |
| Package & Shipping Services | 35% | 33% | 33% | 33% | 26% | 30% |
| Unclassified | 5% | 3% | 1% | 2% | 2% | 1% |
| Total Packages | 100% | 100% | 100% | 100% | 100% | 100% |

Source: HDS Diary Sample, FY 2007, 2008, and 2009.

Notes:

First-Class Packages include 1.6 billion pieces of CD/DVD rentals sent and received reported in First-Class Mail 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.

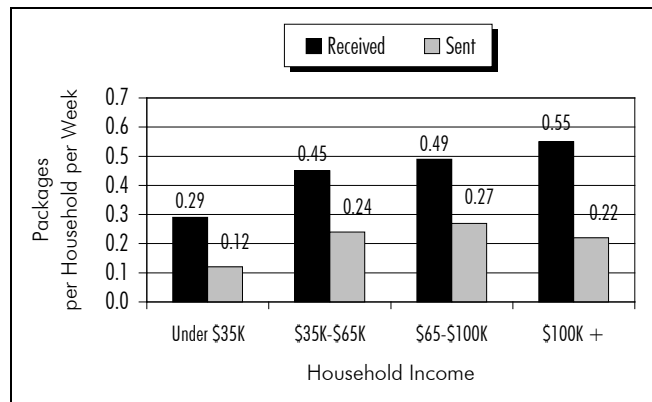
Packages and Household Characteristics

Income, Education, and Age

According to the HDS, high-income households sent and received more packages than their less affluent counterparts in FY 2009, as shown in Figure 7.2.

In fact, households in the highest income bracket received 90 percent more packages than households with incomes under \$35,000. For most income categories, households headed by younger people on average received more packages than those with older heads of household, 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 again sent significantly more packages than older households.

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



Source: HDS Diary Sample, FY 2009.

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 | .40 | .21 | .28 | .29 |
| \$35 to \$65 | .60 | .39 | .43 | .45 |
| \$65 to \$100 | .53 | .45 | .53 | .49 |
| Over \$100 | .74 | .53 | .51 | .55 |
| Average | .52 | .42 | .41 | .44 |

Source: HDS Diary Sample, FY 2009.

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 | .27 | .04 | .08 | .12 |
| \$35 to \$65 | .40 | .22 | .15 | .24 |
| \$65 to \$100 | .46 | .26 | .13 | .27 |
| Over \$100 | .32 | .20 | .20 | .22 |
| Average | .35 | .20 | .12 | .20 |

Source: HDS Diary Sample, FY 2009.

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 | .22 | .26 | .39 | .37 | .29 |
| \$35 to \$65 | .34 | .31 | .61 | .53 | .45 |
| \$65 to \$100 | .38 | .36 | .48 | .61 | .49 |
| Over \$100 | .11 | .35 | .48 | .64 | .55 |
| Average | .26 | .32 | .47 | .58 | .44 |

Source: HDS Diary Sample, FY 2009.

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 | .03 | .09 | .21 | .19 | .12 |
| \$35 to \$65 | .14 | .17 | .26 | .32 | .24 |
| \$65 to \$100 | .39 | .10 | .21 | .41 | .27 |
| Over \$100 | .00 | .21 | .10 | .26 | .22 |
| Average | .07 | .13 | .22 | .30 | .20 |

Source: HDS Diary Sample, FY 2009.

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. This, however, does not hold true for households with three or more adults and is probably due to the likelihood that more children are present in larger households.

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

| Household Size | Received | Sent |
|----------------|------------|------------|
| One person | .31 | .16 |
| Two | .46 | .22 |
| Three | .43 | .24 |
| Four | .50 | .20 |
| Five or more | .47 | .15 |
| Average | .44 | .20 |

Source: HDS Diary Sample, FY 2009.

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 | .31 | .14 |
| Two | .48 | .24 |
| Three or more | .45 | .15 |
| Average | .44 | .20 |

Source: HDS Diary Sample, FY 2009.

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 Internet access and households without. In FY 2009, households with broadband Internet access sent more than five times and received more than three 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 2009, 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 | .53 | .27 |
| Dial-up | .36 | .11 |
| None | .17 | .05 |
| Average | .44 | .20 |

Source: HDS Diary Sample, FY 2009.

Table 7.10:
Income and Education by Type of Internet Access

| Type of Internet Access | Median Income | % w/ College Degree |
|-------------------------|---------------|---------------------|
| Broadband | 70,368 | 43% |
| Dial-up | 49,189 | 24% |
| None | 24,526 | 13% |

Household Package Contents

As shown in Table 7.11, packages received by households most often contain music and videos, books, clothes, and pharmaceuticals—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. This type of content increased more than any other type, growing from 24 percent of all content types in 2007 to 40 percent in 2009, mostly due to volumes generated by video rental outfits like Netflix and Blockbuster.

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) | | | | | |
|---------------------------------|-----------------------------|--------------|--------------|--------------|--------------|--------------|
| | 2007 | | 2008 | | 2009 | |
| | Sent | Received | Sent | Received | Sent | Received |
| Music/Video | 359 | 595 | 543 | 835 | 782 | 1,053 |
| Books | 49 | 343 | 121 | 302 | 87 | 303 |
| Clothing | 119 | 203 | 124 | 171 | 95 | 174 |
| Pharmaceuticals/Contacts | 7 | 293 | 10 | 267 | 22 | 256 |
| Toys | 62 | 57 | 85 | 78 | 49 | 57 |
| Food Products | 30 | 68 | 31 | 64 | 28 | 67 |
| Checkbooks | 2 | 80 | 1 | 74 | 1 | 49 |
| Computer Hard- and Software | 16 | 30 | 26 | 36 | 12 | 35 |
| Electronic Equipment | 17 | 53 | 24 | 37 | 34 | 61 |
| Travel Products and Information | 12 | 50 | 8 | 30 | 10 | 21 |
| Sporting Goods | 4 | 28 | 8 | 30 | 19 | 96 |
| Footwear/Shoes | 6 | 21 | 3 | 24 | 27 | 40 |
| Telecommunications | 6 | 11 | 4 | 10 | 55 | 94 |
| Other Contents | 131 | 564 | 132 | 602 | 110 | 308 |
| Total Packages | 742 | 2,527 | 1,015 | 2,704 | 1,236 | 2,655 |

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

| Contents | Percent of Pieces | | | | | |
|---------------------------------|-------------------|-------------|-------------|-------------|-------------|-------------|
| | 2007 | | 2008 | | 2009 | |
| | Sent | Received | Sent | Received | Sent | Received |
| Music/Video | 48% | 24% | 53% | 31% | 63% | 40% |
| Books | 7% | 14% | 12% | 11% | 7% | 11% |
| Clothing | 16% | 8% | 12% | 6% | 8% | 7% |
| Pharmaceuticals/Contacts | 1% | 12% | 1% | 10% | 2% | 10% |
| Toys | 8% | 2% | 8% | 3% | 4% | 2% |
| Food Products | 4% | 3% | 3% | 2% | 2% | 3% |
| Checkbooks | 0% | 3% | 0% | 3% | 0% | 2% |
| Computer Hard- and Software | 2% | 1% | 3% | 1% | 1% | 1% |
| Electronic Equipment | 2% | 2% | 2% | 1% | 3% | 2% |
| Travel Products and Information | 2% | 2% | 1% | 1% | 1% | 1% |
| Sporting Goods | 1% | 1% | 1% | 1% | 2% | 4% |
| Footwear/Shoes | 1% | 1% | 0% | 1% | 2% | 2% |
| Telecommunications | 1% | 0% | 0% | 0% | 4% | 4% |
| Other Contents | 18% | 22% | 13% | 22% | 9% | 12% |
| Total Packages | 100% | 100% | 100% | 100% | 100% | 100% |

Source: HDS Diary Sample, FY 2007, 2008, and 2009.

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 1.6 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, 2008 & 2009



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 2008/2009 data should be done with caution. The 2008/2009 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.

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| PFY 1999 Tables | Description | GFY 2009 Tables |
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*Tables for Packages and Expedited Received have been redacted.



Appendix A1: Total Mail Overview

Table A1-1
Total Domestic Mail Originating in Households and Nonhouseholds Postal Fiscal Years 1987, 2008 and 2009 (Diary Data)

| Sector | Percentage of Total Domestic Mail | | | Pieces Per Household Per Week | | |
|------------------------------|-----------------------------------|-------|-------|-------------------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Household-to-household | 4.8 | 2.9 | 3.1 | 1.6 | 1.0 | 0.9 |
| Household-to-nonhousehold | 6.4 | 6.9 | 7.1 | 2.1 | 2.3 | 2.1 |
| Nonhousehold-to-household | 55.5 | 69.9 | 70.6 | 18.5 | 23.2 | 20.4 |
| Unknown incoming | 0.3 | 0.7 | 0.4 | 0.1 | 0.2 | 0.1 |
| Unknown outgoing | 1.0 | 1.6 | 1.6 | 0.3 | 0.5 | 0.5 |
| Total Household Mail | 69.1 | 82.0 | 82.7 | 23.0 | 27.2 | 24.0 |
| Nonhousehold-to-nonhousehold | 30.9 | 18.0 | 17.3 | - | - | - |
| Total | 100.0 | 100.0 | 100.0 | - | - | - |

¹ 2008 data varies from the 2008 report due to a change in RPW numbers.

Table A1-2
Mail Received by Households by Class Postal Fiscal Years 1987, 2008 and 2009 (Diary Data)

| Class | Percent of Total Pieces Per Week | | | Pieces Per Household Per Week | | |
|-------------------------------|----------------------------------|-------|-------|-------------------------------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| First-Class ¹ | 42.1 | 36.4 | 38.0 | 8.64 | 9.01 | 8.29 |
| Periodicals | 8.2 | 4.3 | 4.5 | 1.69 | 1.05 | 0.99 |
| Standard Mail ² | 47.6 | 55.7 | 53.8 | 9.77 | 13.75 | 11.73 |
| Package Services ³ | 0.3 | 0.3 | 0.3 | 0.06 | 0.08 | 0.07 |
| Government ⁴ | 1.8 | 3.3 | 3.4 | 0.36 | 0.82 | 0.73 |
| Total | 100.0 | 100.0 | 100.0 | 20.52 | 24.71 | 21.81 |

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 Mail¹ Overview: Content of Mail Received by Households (Percentage of Pieces)
Postal Fiscal Years 1987, 2008 and 2009 (Diary Data)

| Content | 1987 | 2008 | 2009 |
|--|-------|-------|------|
| NON-ADVERTISING | | | |
| Personal | 7.5 | 3.7 | 3.5 |
| Bills ⁵ | 12.5 | 12.3 | 11.9 |
| Financial Statements | 4.2 | 4.2 | 4.4 |
| ADVERTISING | | | |
| First-Class advertising only | 4.7 | 5.4 | 4.4 |
| First-Class advertising enclosed | 5.5 | 10.8 | 9.6 |
| First-Class business invitations announcements | 1.2 | 1.7 | 1.2 |
| First-Class requests for donations | 0.4 | 0.5 | 0.4 |
| Standard Mail (A) advertising | 30.7 | 40.7 | 34.3 |
| Standard Mail (A) requests | 0.5 | 0.6 | 0.3 |
| Standard Mail (A) nonprofit advertising | 2.4 | 2.5 | 2.1 |
| Standard Mail (A) nonprofit requests | 3.2 | 4.3 | 4.1 |
| Total Advertising With Request For Donations (not including Periodicals) | 48.6 | 66.5 | 56.5 |
| Total Advertising Without Request For Donations (not including Periodicals) | 44.5 | 61.1 | 51.7 |
| Newspapers | 2.9 | 1.4 | 1.2 |
| Magazines | 4.7 | 3.6 | 3.3 |
| Total Advertising (including Periodicals) | 56.2 | 71.4 | 61.0 |
| OTHER: | | | |
| Other Standard Mail (A) ⁶ | 6.7 | 4.3 | 4.4 |
| Other Standard Mail (A) nonprofit ⁶ | 3.7 | 2.2 | 2.2 |
| Federal Government | 1.7 | 1.4 | 1.1 |
| International | 0.5 | 0.0 | 0.1 |
| Other ² | 12.5 | 8.5 | 8.0 |
| Total ³ | 105.5 | 108.2 | 96.7 |
| Pieces per household per week ⁴ | 20.5 | 24.4 | 21.5 |

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.

⁷ 2008 data varies from the 2008 report due to a change in RPW numbers.



Appendix A2: First-Class Mail

Table A2-1
First-Class Mail Contents of Mail Received by Households
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Content | Percent of Total Mail Received by Households | | | Pieces Per Household Per Week | | |
|---|--|------|------|-------------------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Personal: | | | | | | |
| Holiday card | 3.2 | 1.5 | 1.5 | 0.55 | 0.38 | 0.32 |
| Other greeting cards | 1.7 | 0.9 | 1.1 | 0.29 | 0.23 | 0.23 |
| Invitations | 0.7 | 0.4 | 0.4 | 0.12 | 0.09 | 0.09 |
| Letter | 2.7 | 0.7 | 0.7 | 0.46 | 0.17 | 0.16 |
| Announcements | 0.2 | 0.1 | 0.1 | 0.03 | 0.02 | 0.02 |
| Package | 0.1 | 0.0 | 0.1 | 0.01 | 0.01 | 0.01 |
| Other personal | 0.5 | 0.2 | 0.2 | 0.09 | 0.04 | 0.04 |
| Total Personal | 9.1 | 3.8 | 4.0 | 1.55 | 0.94 | 0.87 |
| Business or Nonfederal Government: | | | | | | |
| Advertising Only | 5.2 | 5.5 | 5.0 | 0.89 | 1.36 | 1.09 |
| Notice of order | 1.4 | 1.9 | 1.9 | 0.23 | 0.47 | 0.42 |
| Bill/invoice/premium ¹ | 14.7 | 12.4 | 13.4 | 2.52 | 3.07 | 2.92 |
| Financial statement | 5.0 | 4.4 | 5.0 | 0.87 | 1.08 | 1.09 |
| Payment | 1.9 | 0.9 | 1.0 | 0.32 | 0.22 | 0.23 |
| Rebate | 0.1 | 0.1 | 0.1 | 0.01 | 0.03 | 0.03 |
| Greeting card | 0.3 | 0.3 | 0.3 | 0.05 | 0.07 | 0.06 |
| Invitation or announcement | 1.5 | 1.9 | 1.5 | 0.26 | 0.48 | 0.32 |
| CD/DVD/Video game | N/A | 0.5 | 0.7 | N/A | 0.13 | 0.15 |
| Receipts for direct deposit | 0.0 | 0.1 | 0.1 | 0.01 | 0.02 | 0.01 |
| Sweepstakes | 0.1 | 0.0 | 0.0 | 0.01 | 0.00 | 0.00 |
| Insurance policy ² | 0.2 | 0.9 | 0.7 | 0.03 | 0.22 | 0.16 |
| Tax forms | 0.0 | 0.4 | 0.5 | 0.01 | 0.10 | 0.10 |
| Other business or government | 6.7 | 0.7 | 1.1 | 1.14 | 0.18 | 0.25 |
| Packages | 0.1 | 0.2 | 0.1 | 0.02 | 0.05 | 0.03 |
| Total Business or Government | 37.2 | 30.2 | 31.5 | 6.37 | 7.46 | 6.86 |
| Social/Charitable/Political/Nonprofit: | | | | | | |
| Announcement/meeting | 1.3 | 1.1 | 1.0 | 0.22 | 0.27 | 0.23 |
| Request for donation | 0.4 | 0.5 | 0.5 | 0.07 | 0.12 | 0.10 |
| Confirmation of donation | 0.2 | 0.2 | 0.2 | 0.03 | 0.05 | 0.05 |
| Bill/invoice/premium | 0.3 | 0.1 | 0.1 | 0.04 | 0.03 | 0.03 |
| Educational acceptances | 0.1 | 0.0 | 0.0 | 0.02 | 0.00 | 0.00 |
| Other social/charitable/political/nonprofit | 1.2 | 0.5 | 0.5 | 0.20 | 0.11 | 0.11 |
| Total Social/Charitable/Political/Nonprofit | 3.5 | 2.4 | 2.4 | 0.58 | 0.59 | 0.51 |
| Don't know/No answer | 0.6 | 2.0 | 1.9 | 0.11 | 0.49 | 0.42 |
| Total Mail Received by Households | 50.4 | 38.4 | 39.8 | 8.61 | 9.49 | 8.67 |

¹ Includes credit card statement/bill.

² Estimates for 2008 and 2009 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, 2008 and 2009
(Diary Data)

| Quarter | Total Personal | | | Total Business or Nonfederal Government ¹ | | |
|---------------|----------------|------|------|--|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Quarter One | 2.42 | 1.95 | 1.62 | 6.49 | 7.24 | 6.92 |
| Quarter Two | 1.56 | 0.67 | 0.62 | 6.38 | 7.81 | 7.11 |
| Quarter Three | 1.16 | 0.64 | 0.69 | 6.56 | 7.03 | 6.35 |
| Quarter Four | 1.04 | 0.52 | 0.54 | 6.00 | 6.59 | 6.12 |

¹ Includes credit card statement/bill.

Table A2-3
Use of First-Class Advertising-Only Mail -- by Industry
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Industry | Percent of First-Class "Advertising Only" | | | Percent of Total First Class Mail | | | Pieces Per Household Per Week | | |
|--|--|-------|------|--------------------------------------|------|------|----------------------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Financial: | | | | | | | | | |
| Credit Card | 7.0 | 10.0 | 7.1 | 0.4 | 1.4 | 0.9 | 0.1 | 0.1 | 0.1 |
| Bank | 7.0 | 8.6 | 5.7 | 0.4 | 1.2 | 0.7 | 0.1 | 0.1 | 0.1 |
| Securities | 5.4 | 1.5 | 1.4 | 0.3 | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 |
| Money Market | 0.2 | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Insurance | 7.8 | 7.8 | 7.7 | 0.4 | 1.1 | 1.0 | 0.1 | 0.1 | 0.1 |
| Mortgage | 3.7 | 5.0 | 4.6 | 0.2 | 0.7 | 0.6 | 0.0 | 0.1 | 0.1 |
| Other Financial | 1.1 | 1.4 | 0.5 | 0.1 | 0.2 | 0.1 | 0.0 | 0.0 | 0.0 |
| Total Financial | 32.2 | 34.6 | 27.4 | 1.7 | 5.0 | 3.4 | 0.3 | 0.5 | 0.3 |
| Merchants: | | | | | | | | | |
| Supermarkets | 0.0 | 0.9 | 1.3 | 0.0 | 0.1 | 0.2 | 0.0 | 0.0 | 0.0 |
| Department Store | 7.0 | 4.8 | 3.8 | 0.4 | 0.7 | 0.5 | 0.1 | 0.1 | 0.0 |
| Mail Order | 8.5 | 3.6 | 3.3 | 0.4 | 0.5 | 0.4 | 0.1 | 0.0 | 0.0 |
| Other Store | 9.3 | 10.8 | 11.6 | 0.5 | 1.6 | 1.4 | 0.1 | 0.1 | 0.1 |
| Publisher | 10.8 | 3.6 | 3.3 | 0.6 | 0.5 | 0.4 | 0.1 | 0.0 | 0.0 |
| Land Promotion | 3.8 | 0.7 | 0.3 | 0.2 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| Online Auction | N/A | 0.1 | 0.2 | N/A | 0.0 | 0.0 | N/A | 0.0 | 0.0 |
| Restaurant | 0.2 | 0.4 | 0.6 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 |
| Consumer packaged goods/manufacturers | 1.0 | 4.3 | 4.4 | 0.1 | 0.6 | 0.5 | 0.0 | 0.1 | 0.0 |
| Auto dealers | 2.2 | 3.7 | 3.4 | 0.1 | 0.5 | 0.4 | 0.0 | 0.1 | 0.0 |
| Service stations | 0.1 | 1.6 | 2.7 | 0.0 | 0.2 | 0.3 | 0.0 | 0.0 | 0.0 |
| Other Merchants | 3.2 | 2.5 | 3.1 | 0.2 | 0.4 | 0.4 | 0.0 | 0.0 | 0.0 |
| Total Merchants | 46.1 | 37.0 | 38.0 | 2.4 | 5.3 | 4.8 | 0.4 | 0.5 | 0.4 |
| Services: | | | | | | | | | |
| Telephone | 1.9 | 2.3 | 3.1 | 0.1 | 0.3 | 0.4 | 0.0 | 0.0 | 0.0 |
| Other utility | 0.7 | 0.8 | 1.1 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 |
| Medical | 1.7 | 3.9 | 6.1 | 0.1 | 0.6 | 0.8 | 0.0 | 0.1 | 0.1 |
| Other professional | 1.7 | 2.1 | 1.9 | 0.1 | 0.3 | 0.2 | 0.0 | 0.0 | 0.0 |
| Leisure service | 7.7 | 7.9 | 9.0 | 0.4 | 1.1 | 1.1 | 0.1 | 0.1 | 0.1 |
| Cable TV | 0.8 | 0.8 | 1.7 | 0.0 | 0.1 | 0.2 | 0.0 | 0.0 | 0.0 |
| Computer | 0.6 | 0.4 | 0.5 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 |
| Craftsman | 0.1 | 0.8 | 1.9 | 0.0 | 0.1 | 0.2 | 0.0 | 0.0 | 0.0 |
| Netflix and Blockbuster | N/A | 0.0 | 0.1 | N/A | 0.0 | 0.0 | N/A | 0.0 | 0.0 |
| Other Services | 2.9 | 4.6 | 5.4 | 0.1 | 0.7 | 0.7 | 0.0 | 0.1 | 0.1 |
| Total Services | 17.5 | 23.7 | 30.7 | 0.9 | 3.4 | 3.8 | 0.2 | 0.3 | 0.3 |
| Federal government | N/A | 1.8 | 1.7 | N/A | 0.3 | 0.2 | N/A | 0.0 | 0.0 |
| Nonfederal government | 1.0 | 0.5 | 0.7 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 |
| Social/Charitable/Political/Nonprofit | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Don't Know/No Answer | 3.2 | 2.1 | 0.4 | 0.2 | 0.3 | 0.1 | 0.0 | 0.0 | 0.0 |
| Total Advertising-Only Mail Received by Households | 100.0 | 100.0 | 98.8 | 5.2 | 14.4 | 12.4 | 0.9 | 1.4 | 1.1 |

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, 2008 and 2009
(Recruitment and Diary Data)

| Income | First-Class Mail | | |
|-----------------|------------------|------|------|
| | 1987 | 2008 | 2009 |
| < \$7K | 18.6 | 33.5 | 20.1 |
| \$7K - \$9.9K | 21.1 | 27.0 | 20.9 |
| \$10K - \$14.9K | 25.5 | 23.9 | 24.2 |
| \$15K - \$19.9K | 23.4 | 23.1 | 23.9 |
| \$20K - \$24.9K | 24.3 | 28.5 | 23.3 |
| \$25K - \$29.9K | 25.5 | 28.8 | 24.5 |
| \$30K - \$34.9K | 27.0 | | |
| \$35K - \$49.9K | 29.5 | 27.8 | 29.0 |
| \$50K - \$64.9K | 29.4 | 28.3 | 26.1 |
| \$65K - \$79.9K | 29.9 | 28.8 | 28.5 |
| \$80K - \$99.9K | 33.3 | 28.6 | 27.0 |
| \$100K+ | 31.6 | 31.0 | 28.9 |

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, 2008 and 2009
(Diary Data)

| Industry | BRM | | | CRM | | | Total Reply Mail | | |
|--|-------|-------|-------|-------|-------|-------|------------------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Financial: | | | | | | | | | |
| Credit Card | 12.2 | 16.3 | 9.4 | 14.0 | 19.3 | 26.0 | 13.7 | 18.6 | 22.8 |
| Bank | 10.5 | 7.6 | 6.4 | 5.5 | 7.2 | 6.6 | 6.8 | 7.3 | 6.5 |
| Securities | 9.5 | 4.2 | 3.8 | 1.4 | 1.2 | 0.9 | 3.1 | 1.8 | 1.5 |
| Money Market | 1.1 | 0.5 | 0.5 | 0.2 | 0.2 | 0.2 | 0.4 | 0.3 | 0.2 |
| Insurance | 13.0 | 9.7 | 8.5 | 9.5 | 8.6 | 8.7 | 10.3 | 8.8 | 8.6 |
| Mortgage | 1.6 | 0.8 | 1.4 | 0.4 | 1.9 | 2.1 | 0.6 | 1.7 | 2.0 |
| Other Financial | 1.4 | 0.6 | 0.6 | 0.4 | 0.5 | 0.2 | 0.6 | 0.5 | 0.3 |
| Total Financial | 49.3 | 39.8 | 30.6 | 31.4 | 38.8 | 44.7 | 35.0 | 39.0 | 42.0 |
| Merchants: | | | | | | | | | |
| Supermarkets | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 |
| Department Store | 3.7 | 1.4 | 0.7 | 9.4 | 5.6 | 1.1 | 8.1 | 4.7 | 1.0 |
| Mail Order | 4.6 | 1.9 | 1.2 | 2.3 | 1.2 | 1.1 | 2.6 | 1.4 | 1.1 |
| Other Store | 1.2 | 1.2 | 0.4 | 1.8 | 2.2 | 0.7 | 1.6 | 2.0 | 0.7 |
| Publisher | 8.2 | 3.6 | 4.4 | 6.8 | 2.7 | 2.4 | 7.0 | 2.9 | 2.8 |
| Land Promotion | 0.5 | 0.3 | 0.0 | 0.1 | 0.0 | 0.0 | 0.2 | 0.1 | 0.0 |
| Online auction | N/A | 0.2 | 0.0 | N/A | 0.0 | 0.1 | N/A | 0.1 | 0.1 |
| Restaurant | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Consumer packaged goods/manufacturers | 0.7 | 1.5 | 1.4 | 0.1 | 0.9 | 0.2 | 0.2 | 1.0 | 0.5 |
| Auto dealers | 0.3 | 0.4 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Service stations | 0.0 | 0.2 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 |
| Other Merchants | 0.8 | 0.7 | 0.7 | 0.7 | 0.3 | 0.6 | 0.7 | 0.4 | 0.6 |
| Total Merchants | 21.1 | 11.4 | 9.0 | 21.2 | 13.2 | 6.4 | 21.2 | 12.8 | 6.9 |
| Services: | | | | | | | | | |
| Telephone | 3.6 | 2.5 | 2.9 | 11.8 | 11.2 | 10.6 | 10.3 | 9.3 | 9.1 |
| Other utility | 3.1 | 3.8 | 3.6 | 14.4 | 12.8 | 13.2 | 12.1 | 10.9 | 11.4 |
| Medical | 3.8 | 4.4 | 5.8 | 8.6 | 8.5 | 9.8 | 7.6 | 7.6 | 9.1 |
| Other professional | 1.0 | 0.8 | 0.6 | 0.4 | 0.5 | 0.6 | 0.6 | 0.6 | 0.6 |
| Leisure service | 1.6 | 1.0 | 1.2 | 0.7 | 0.4 | 0.4 | 0.9 | 0.5 | 0.5 |
| Cable TV | 0.5 | 1.1 | 0.9 | 3.5 | 4.7 | 4.9 | 2.9 | 4.0 | 4.1 |
| Computer | 0.1 | 0.2 | 0.1 | 0.0 | 0.4 | 0.3 | 0.0 | 0.3 | 0.2 |
| Craftsman | 0.1 | 0.1 | 0.3 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Nefflix and Blockbuster | N/A | 17.0 | 24.9 | N/A | 0.1 | 0.0 | N/A | 3.6 | 4.9 |
| Other services | 1.8 | 3.2 | 2.9 | 1.0 | 1.3 | 1.4 | 1.2 | 1.7 | 1.7 |
| Total Services | 15.6 | 34.2 | 43.2 | 40.5 | 39.8 | 41.2 | 35.5 | 38.6 | 41.6 |
| Federal government | N/A | 2.3 | 3.0 | N/A | 0.7 | 1.0 | N/A | 1.0 | 1.4 |
| Nonfederal government | 10.0 | 2.2 | 3.9 | 2.1 | 2.9 | 2.3 | 2.2 | 2.8 | 2.6 |
| Social/Charitable/Political/Nonprofit | 2.6 | 9.9 | 10.1 | 3.6 | 4.5 | 4.1 | 5.0 | 5.6 | 5.3 |
| Don't know/No answer | 1.4 | 0.2 | 0.3 | 1.2 | 0.1 | 0.1 | 1.2 | 0.1 | 0.2 |
| Total Nonhousehold 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 | 0.5 | 0.6 | 0.5 | 2.1 | 2.4 | 2.3 | 2.7 | 3.1 | 2.8 |

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, 2008 and 2009
(Diary Data)

| Industry | BRM | | | CRM | | | Total Reply Mail | | |
|---|-------|-------|------|-------|-------|------|------------------|-------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Business or Nonfederal Government: | | | | | | | | | |
| Advertising Only | 33.7 | 25.7 | 15.0 | 5.2 | 2.9 | 2.5 | 11.0 | 7.7 | 4.9 |
| Notice of Order | 3.0 | 3.6 | 2.4 | 1.6 | 1.2 | 0.9 | 2.0 | 1.7 | 1.1 |
| Bill/invoice/premium ¹ | 19.0 | 23.4 | 25.5 | 75.3 | 85.1 | 86.0 | 63.2 | 72.1 | 74.5 |
| Financial Statement | 6.4 | 6.3 | 5.8 | 3.2 | 2.9 | 3.0 | 4.0 | 3.6 | 3.5 |
| Payment | 1.54 | 0.2 | 0.3 | 0.4 | 0.3 | 0.3 | 0.8 | 0.3 | 0.3 |
| Rebate | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 |
| Greeting Card | 0.6 | 1.0 | 0.8 | 0.1 | 0.1 | 0.1 | 0.2 | 0.3 | 0.2 |
| Invitation | 4.7 | 6.6 | 3.0 | 0.6 | 1.2 | 0.7 | 1.5 | 2.3 | 1.1 |
| CD/DVD/Video Game | N/A | 18.9 | 27.3 | N/A | 0.1 | 0.0 | N/A | 4.0 | 5.2 |
| Other business or nonfederal government | 20.9 | 4.6 | 6.6 | 10.0 | 1.7 | 1.9 | 12.2 | 2.3 | 2.8 |
| Total Business or Nonfederal Government | 89.9 | 90.3 | 86.6 | 96.4 | 95.6 | 95.5 | 95.1 | 94.5 | 93.8 |
| Social/Charitable/Political/Nonprofit | | | | | | | | | |
| Announcement/meeting | 1.8 | 1.7 | 2.7 | 0.5 | 0.8 | 0.7 | 0.9 | 1.0 | 1.1 |
| Request for donation | 4.4 | 5.7 | 4.9 | 1.2 | 2.4 | 2.1 | 1.8 | 3.1 | 2.6 |
| Confirmation of donation | 0.5 | 0.7 | 1.0 | 0.2 | 0.5 | 0.4 | 0.3 | 0.5 | 0.5 |
| Bill/invoice/premium | 0.4 | 0.3 | 0.1 | 0.9 | 0.5 | 0.5 | 0.8 | 0.4 | 0.5 |
| Other social/charitable/political/nonprofit | 3.2 | 1.4 | 1.4 | 0.8 | 0.2 | 0.4 | 1.3 | 0.5 | 0.5 |
| Total Social/Charitable/Political/Nonprofit | 10.2 | 9.7 | 10.0 | 3.6 | 4.4 | 4.1 | 4.9 | 5.5 | 5.2 |
| Total Received by Households | 100.0 | 100.0 | 96.6 | 100.0 | 100.0 | 99.6 | 100.0 | 100.0 | 99.0 |
| Pieces Per Household Per Week | 0.5 | 0.6 | 0.5 | 2.1 | 2.4 | 2.3 | 2.7 | 3.1 | 2.8 |

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, 2008 and 2009
(Diary Data)

| Industry | Business Reply | | | Courtesy Reply | | | No Reply Mail | | | Don't Know/ No Answer | | |
|---------------------------------------|----------------|------|------|----------------|------|------|---------------|------|------|--------------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Financial: | | | | | | | | | | | | |
| Credit Card | 13.0 | 13.6 | 5.5 | 59.2 | 60.1 | 63.0 | 20.9 | 24.2 | 26.9 | 7.0 | 2.1 | 4.7 |
| Bank | 5.3 | 4.6 | 3.3 | 11.1 | 16.3 | 14.0 | 75.3 | 77.5 | 77.7 | 8.3 | 1.7 | 5.0 |
| Securities | 18.2 | 7.8 | 6.0 | 10.4 | 8.5 | 6.0 | 64.8 | 82.5 | 83.2 | 6.7 | 1.2 | 4.8 |
| Money Market | 24.2 | 9.3 | 6.2 | 15.2 | 11.8 | 10.6 | 54.4 | 77.9 | 78.8 | 6.2 | 1.0 | 4.3 |
| Insurance | 10.2 | 6.9 | 5.3 | 29.6 | 22.8 | 22.4 | 50.6 | 66.1 | 65.6 | 9.5 | 4.2 | 6.8 |
| Mortgage | 8.9 | 3.1 | 4.8 | 9.0 | 28.0 | 30.5 | 72.6 | 67.1 | 62.5 | 9.6 | 1.8 | 2.2 |
| Total Financial | 9.7 | 7.6 | 4.8 | 24.4 | 27.8 | 29.1 | 57.6 | 62.2 | 60.9 | 8.2 | 2.4 | 5.2 |
| Merchants: | | | | | | | | | | | | |
| Supermarkets | N/A | 4.2 | 1.0 | N/A | 16.3 | 6.4 | N/A | 78.3 | 89.9 | N/A | 1.2 | 2.7 |
| Department Store | 5.4 | 3.7 | 4.7 | 54.4 | 55.8 | 30.3 | 33.4 | 36.1 | 59.5 | 6.9 | 4.4 | 5.5 |
| Mail Order | 15.1 | 13.1 | 8.1 | 30.4 | 31.9 | 31.5 | 46.8 | 52.0 | 53.2 | 7.7 | 3.0 | 7.2 |
| Other Store | 3.0 | 3.1 | 1.1 | 18.4 | 21.3 | 9.2 | 73.1 | 73.0 | 87.2 | 5.5 | 2.6 | 2.5 |
| Publisher | 15.1 | 17.2 | 19.7 | 44.4 | 49.3 | 45.0 | 32.2 | 31.5 | 29.4 | 8.2 | 1.9 | 5.9 |
| Land Promotion | 6.2 | 11.5 | 0.0 | 5.7 | 5.3 | 8.5 | 78.0 | 80.6 | 91.5 | 10.2 | 2.6 | 0.0 |
| Online auction | N/A | 19.7 | 0.7 | N/A | 8.5 | 16.3 | N/A | 60.5 | 75.3 | N/A | 11.3 | 7.6 |
| Restaurant | 12.3 | 0.0 | 0.0 | 0.0 | 1.5 | 0.0 | 74.8 | 95.7 | 96.8 | 12.9 | 2.8 | 3.2 |
| Consumer packaged goods/manufacturers | 8.8 | 7.1 | 6.9 | 5.0 | 15.7 | 4.9 | 67.0 | 74.8 | 83.5 | 19.3 | 2.4 | 4.7 |
| Auto dealers | 3.5 | 4.0 | 1.2 | 2.6 | 2.4 | 2.4 | 86.9 | 91.6 | 93.2 | 7.0 | 1.9 | 3.3 |
| Service stations | 0.7 | 3.5 | 1.6 | 11.6 | 9.5 | 2.8 | 84.2 | 86.3 | 93.8 | 3.6 | 0.7 | 1.7 |
| Total Merchants | 8.8 | 6.6 | 5.7 | 35.2 | 30.6 | 19.6 | 47.8 | 59.5 | 70.1 | 8.1 | 3.3 | 4.6 |
| Services: | | | | | | | | | | | | |
| Telephone | 5.1 | 4.0 | 4.3 | 67.7 | 67.2 | 64.6 | 17.1 | 23.9 | 24.9 | 10.0 | 4.9 | 6.2 |
| Other utility | 3.3 | 5.1 | 4.2 | 60.0 | 64.3 | 63.8 | 28.7 | 27.0 | 27.4 | 8.0 | 3.6 | 4.6 |
| Medical | 4.3 | 5.0 | 5.0 | 38.2 | 36.0 | 35.6 | 49.6 | 56.5 | 54.3 | 8.0 | 2.5 | 5.1 |
| Other professional | 6.0 | 4.0 | 2.5 | 10.9 | 10.1 | 10.4 | 72.3 | 81.8 | 80.6 | 10.8 | 4.1 | 6.5 |
| Leisure service | 5.8 | 4.3 | 4.3 | 9.7 | 5.7 | 5.9 | 75.0 | 86.0 | 84.8 | 9.5 | 4.0 | 5.0 |
| Cable TV | 2.2 | 4.4 | 2.9 | 63.3 | 69.0 | 64.0 | 24.8 | 22.8 | 28.9 | 9.7 | 3.8 | 4.2 |
| Computer | 4.0 | 5.4 | 3.0 | 6.6 | 40.8 | 32.1 | 80.1 | 52.8 | 58.7 | 9.3 | 1.0 | 6.2 |
| Craftsman | 2.7 | 3.3 | 5.0 | 14.2 | 7.5 | 5.4 | 66.4 | 87.6 | 85.5 | 16.7 | 1.5 | 4.1 |
| Netflix and Blockbuster | N/A | 94.4 | 94.8 | N/A | 1.1 | 0.5 | N/A | 3.6 | 3.0 | N/A | 0.9 | 1.7 |
| Total Services | 4.4 | 9.8 | 10.2 | 45.9 | 42.7 | 40.3 | 40.5 | 44.2 | 44.5 | 9.2 | 3.2 | 5.0 |
| Federal government | N/A | 6.4 | 7.6 | N/A | 7.4 | 10.6 | N/A | 84.7 | 75.2 | N/A | 1.5 | 6.6 |
| Nonfederal government | 4.2 | 4.5 | 6.3 | 13.3 | 22.6 | 15.7 | 74.9 | 71.3 | 71.4 | 7.6 | 1.7 | 6.6 |
| Social/Charitable/Political/Nonprofit | 9.1 | 10.7 | 10.1 | 13.0 | 18.1 | 17.0 | 64.3 | 65.0 | 64.5 | 13.7 | 6.2 | 8.4 |
| Total Nonhousehold Mail Received | 7.7 | 8.1 | 7.0 | 30.5 | 30.5 | 28.8 | 52.3 | 57.9 | 57.5 | 9.6 | 3.5 | 6.7 |
| Pieces per household per week | 0.5 | 0.6 | 0.5 | 2.1 | 2.4 | 2.3 | 3.6 | 4.6 | 4.5 | 0.7 | 0.3 | 0.5 |

Note: Percents are row percentages within each Industry classification.

Table A2-8
First-Class Mail -- Industry Mail to Households
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Industry | Percent of Non-Household Mail Received by Households | | | Pieces Per Household Per Week | | |
|---------------------------------------|--|------|------|-------------------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Financial: | | | | | | |
| Credit Card | 2.9 | 3.4 | 4.6 | 0.50 | 0.78 | 0.94 |
| Bank | 6.2 | 4.7 | 5.2 | 1.06 | 1.08 | 1.06 |
| Securities | 1.6 | 1.5 | 1.7 | 0.28 | 0.34 | 0.35 |
| Money Market | 0.1 | 0.2 | 0.2 | 0.02 | 0.04 | 0.04 |
| Insurance | 3.9 | 4.0 | 4.3 | 0.68 | 0.92 | 0.88 |
| Mortgage | 0.6 | 0.7 | 0.8 | 0.10 | 0.17 | 0.16 |
| Other financial | 0.5 | 0.3 | 0.3 | 0.08 | 0.08 | 0.05 |
| Total Financial | 15.8 | 14.7 | 17.0 | 2.72 | 3.41 | 3.48 |
| Merchants: | | | | | | |
| Supermarkets | 0.0 | 0.1 | 0.1 | 0.00 | 0.02 | 0.02 |
| Department Store | 2.1 | 1.1 | 0.4 | 0.37 | 0.25 | 0.08 |
| Mail Order | 0.9 | 0.4 | 0.4 | 0.16 | 0.09 | 0.08 |
| Other Store | 1.2 | 1.1 | 0.9 | 0.21 | 0.25 | 0.18 |
| Publisher | 1.9 | 0.6 | 0.6 | 0.33 | 0.13 | 0.12 |
| Land Promotion | 0.3 | 0.1 | 0.0 | 0.05 | 0.02 | 0.01 |
| Online auction | N/A | 0.0 | 0.1 | N/A | 0.01 | 0.01 |
| Restaurant | 0.0 | 0.0 | 0.0 | 0.00 | 0.01 | 0.01 |
| Consumer packaged goods/manufacturers | 0.3 | 0.6 | 0.5 | 0.04 | 0.13 | 0.11 |
| Auto dealers | 0.2 | 0.3 | 0.2 | 0.04 | 0.06 | 0.05 |
| Service stations | 0.0 | 0.1 | 0.2 | 0.00 | 0.03 | 0.03 |
| Other Merchants | 0.5 | 0.6 | 0.7 | 0.08 | 0.14 | 0.15 |
| Total Merchants | 7.4 | 4.9 | 4.2 | 1.28 | 1.14 | 0.86 |
| Services: | | | | | | |
| Telephone | 2.2 | 1.7 | 1.8 | 0.37 | 0.41 | 0.37 |
| Other utility | 3.0 | 2.1 | 2.3 | 0.51 | 0.48 | 0.47 |
| Medical | 2.8 | 2.5 | 3.1 | 0.47 | 0.57 | 0.63 |
| Other professional | 0.5 | 0.5 | 0.6 | 0.09 | 0.12 | 0.12 |
| Leisure service | 0.9 | 0.7 | 0.7 | 0.15 | 0.16 | 0.15 |
| Cable TV | 0.7 | 0.7 | 0.8 | 0.12 | 0.17 | 0.17 |
| Computer | 0.1 | 0.1 | 0.1 | 0.01 | 0.02 | 0.02 |
| Craftsman | 0.1 | 0.1 | 0.1 | 0.01 | 0.02 | 0.03 |
| Neflix and Blockbuster | N/A | 0.5 | 0.7 | N/A | 0.12 | 0.14 |
| Other Services | 0.8 | 0.8 | 0.9 | 0.14 | 0.18 | 0.18 |
| Total Services | 11.1 | 9.7 | 11.2 | 1.87 | 2.25 | 2.28 |
| Federal government | N/A | 1.0 | 1.1 | N/A | 0.23 | 0.22 |
| Nonfederal government | 2.0 | 1.4 | 1.6 | 0.34 | 0.32 | 0.34 |
| Social/Charitable/Political/Nonprofit | 3.4 | 2.6 | 2.7 | 0.59 | 0.61 | 0.55 |
| Don't Know/No Answer | 0.9 | 0.2 | 0.6 | 0.14 | 0.06 | 0.13 |
| Total Industry Mail to Households | 40.6 | 34.5 | 38.4 | 6.94 | 8.01 | 7.85 |

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.

Totals may not sum due to rounding.

Table A2-9
First-Class Mail -- Bills and Statements
Postal Fiscal Years 1987, 2008 and 2009
(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 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Financial: | | | | | | | | | | | | |
| Credit Card | 1.8 | 6.3 | 8.8 | 0.3 | 0.6 | 0.8 | 0.1 | N/A | N/A | 0.0 | N/A | N/A |
| Bank | 1.0 | 2.1 | 2.1 | 0.2 | 0.2 | 0.2 | 3.2 | 6.5 | 7.2 | 0.6 | 0.6 | 0.6 |
| Securities | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.7 | 2.5 | 2.6 | 0.1 | 0.2 | 0.2 |
| Money Market | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.3 | 0.3 | 0.0 | 0.0 | 0.0 |
| Insurance | 1.6 | 4.1 | 4.2 | 0.3 | 0.4 | 0.4 | 0.3 | 0.8 | 0.9 | 0.1 | 0.1 | 0.1 |
| Mortgage | 0.1 | 0.6 | 0.7 | 0.0 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 |
| Other Financial | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 |
| Total Financial | 4.7 | 13.4 | 16.0 | 0.8 | 1.3 | 1.4 | 4.5 | 10.5 | 11.4 | 0.8 | 1.0 | 1.0 |
| 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 | 1.7 | 0.3 | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Mail Order | 0.2 | 0.3 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other Store | 0.4 | 0.8 | 0.3 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Publisher | 0.9 | 0.7 | 0.7 | 0.2 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Land Promotion | 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 |
| 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 |
| Consumer packaged goods/manufacturers | 0.0 | 0.3 | 0.1 | 0.0 | 0.0 | 0.0 | 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 |
| Service stations | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other Merchants | 0.1 | 0.1 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 |
| Total Merchants | 2.9 | 4.0 | 1.9 | 0.5 | 0.4 | 0.2 | 0.1 | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 |
| Services: | | | | | | | | | | | | |
| Telephone | 1.6 | 3.6 | 3.4 | 0.3 | 0.3 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other utility | 2.4 | 4.7 | 4.9 | 0.4 | 0.4 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Medical | 1.7 | 3.2 | 3.7 | 0.3 | 0.3 | 0.3 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 |
| Other professional | 0.1 | 0.3 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 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 |
| Cable TV | 0.5 | 1.5 | 1.6 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Computer | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 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 |
| Netflix and Blockbuster | 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 Services | 0.2 | 0.6 | 0.5 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Services | 6.7 | 14.2 | 14.7 | 1.2 | 1.3 | 1.3 | 0.2 | 0.3 | 0.3 | 0.0 | 0.0 | 0.0 |
| Federal government | N/A | 0.2 | 0.2 | N/A | 0.0 | 0.0 | N/A | 0.3 | 0.3 | N/A | 0.0 | 0.0 |
| Nonfederal government | 0.3 | 0.7 | 0.6 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 |
| 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 | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Bills or Statements Received by Households | 14.9 | 32.4 | 33.5 | 2.6 | 3.1 | 2.9 | 5.0 | 11.4 | 12.5 | 0.9 | 1.1 | 1.1 |

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, 2008 and 2009
(Diary Data)

| Industry | Percent of First-Class Business Invitations and Announcements | | | Percent of Total First Class Mail | | | Pieces Per Household Per Week | | |
|--|---|-------|-------|-----------------------------------|------|------|-------------------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Financial: | | | | | | | | | |
| Credit Card | 3.6 | 3.1 | 4.6 | 0.1 | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 |
| Bank | 8.9 | 7.8 | 10.7 | 0.1 | 0.4 | 0.4 | 0.0 | 0.0 | 0.0 |
| Securities | 5.3 | 5.0 | 6.5 | 0.1 | 0.3 | 0.2 | 0.0 | 0.0 | 0.0 |
| Money Market | 0.1 | 0.6 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Insurance | 7.4 | 7.7 | 8.0 | 0.1 | 0.4 | 0.3 | 0.0 | 0.0 | 0.0 |
| Mortgage | 2.5 | 2.2 | 2.6 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 |
| Other financial | 1.7 | 1.7 | 1.3 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Financial | 29.5 | 28.2 | 33.9 | 0.5 | 1.4 | 1.2 | 0.1 | 0.1 | 0.1 |
| Merchants: | | | | | | | | | |
| Supermarkets | 0.0 | 0.2 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Department Store | 2.8 | 0.8 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Mail Order | 1.0 | 1.2 | 0.6 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other Store | 4.6 | 0.7 | 1.7 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 |
| Publisher | 3.6 | 1.0 | 0.9 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Land Promotion | 0.9 | 0.4 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Online auction | N/A | 0.1 | 0.3 | N/A | 0.0 | 0.0 | N/A | 0.0 | 0.0 |
| Restaurant | 0.2 | 0.1 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Consumer packaged goods/manufacturers | 2.3 | 2.6 | 2.6 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 |
| Auto dealers | 0.6 | 0.8 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Service stations | 0.3 | 0.2 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other Merchants | 4.1 | 3.2 | 5.5 | 0.1 | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 |
| Total Merchants | 20.4 | 11.2 | 14.1 | 0.3 | 0.6 | 0.5 | 0.1 | 0.1 | 0.0 |
| Services: | | | | | | | | | |
| Telephone | 2.6 | 2.2 | 1.5 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 |
| Other utility | 1.6 | 2.2 | 2.1 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 |
| Medical | 11.0 | 15.1 | 16.3 | 0.2 | 0.8 | 0.6 | 0.0 | 0.1 | 0.1 |
| Other professional | 5.2 | 6.3 | 5.2 | 0.1 | 0.3 | 0.2 | 0.0 | 0.0 | 0.0 |
| Leisure service | 9.9 | 2.5 | 3.7 | 0.2 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 |
| Cable TV | 0.3 | 0.5 | 1.7 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 |
| Computer | 0.9 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Craftsman | 0.5 | 0.3 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Netflix and Blockbuster | N/A | 0.0 | 0.0 | N/A | 0.0 | 0.0 | N/A | 0.0 | 0.0 |
| Other Services | 4.9 | 4.5 | 6.1 | 0.1 | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 |
| Total Services | 36.9 | 33.8 | 37.0 | 0.6 | 1.7 | 1.3 | 0.1 | 0.2 | 0.1 |
| Federal government | N/A | 10.7 | 6.6 | N/A | 0.5 | 0.2 | N/A | 0.1 | 0.0 |
| Nonfederal government | 9.7 | 14.7 | 8.1 | 0.2 | 0.7 | 0.3 | 0.0 | 0.1 | 0.0 |
| Social/Charitable/Political/Nonprofit | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Don't Know/No Answer | 3.5 | 0.9 | 0.3 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Business Invitations/Announcements Mail Received by Households | 100.0 | 100.0 | 100.0 | 1.5 | 4.5 | 3.4 | 0.3 | 0.4 | 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, 2008 and 2009
(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 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Financial: | | | | | | | | | |
| Credit Card | 18.3 | 19.3 | 25.1 | 1.3 | 1.7 | 2.3 | 0.22 | 0.26 | 0.32 |
| Bank | 11.7 | 11.2 | 11.0 | 0.8 | 1.0 | 1.0 | 0.14 | 0.15 | 0.14 |
| Securities | 4.2 | 1.9 | 2.2 | 0.3 | 0.2 | 0.2 | 0.05 | 0.03 | 0.03 |
| Money Market | 0.8 | 0.3 | 0.2 | 0.0 | 0.0 | 0.0 | 0.01 | 0.00 | 0.00 |
| Insurance | 4.2 | 4.1 | 4.8 | 0.3 | 0.4 | 0.5 | 0.05 | 0.06 | 0.06 |
| Mortgage | 0.8 | 1.1 | 1.3 | 0.0 | 0.1 | 0.1 | 0.01 | 0.01 | 0.02 |
| Other Financial | 5.8 | 0.5 | 0.2 | 0.0 | 0.0 | 0.0 | 0.07 | 0.01 | 0.00 |
| Total Financial | 40.0 | 38.4 | 44.8 | 2.8 | 3.4 | 4.2 | 0.48 | 0.52 | 0.58 |
| Merchants: | | | | | | | | | |
| Supermarkets | 0.0 | 0.2 | 0.1 | 0.0 | 0.0 | 0.0 | 0.00 | 0.00 | 0.00 |
| Department Store | 14.2 | 7.4 | 1.3 | 1.0 | 0.7 | 0.1 | 0.17 | 0.10 | 0.02 |
| Mail Order | 2.5 | 1.0 | 0.6 | 0.2 | 0.1 | 0.1 | 0.03 | 0.01 | 0.01 |
| Other Store | 2.5 | 2.1 | 1.0 | 0.2 | 0.2 | 0.1 | 0.03 | 0.03 | 0.01 |
| Publisher | 5.0 | 1.5 | 1.3 | 0.4 | 0.1 | 0.1 | 0.06 | 0.02 | 0.02 |
| Land Promotion | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.00 | 0.00 | 0.00 |
| Online auction | N/A | 0.1 | 0.0 | N/A | 0.0 | 0.0 | N/A | 0.00 | 0.00 |
| Restaurant | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.00 | 0.00 | 0.00 |
| Consumer packaged goods/manufacturers | 0.0 | 1.5 | 0.5 | 0.0 | 0.1 | 0.0 | 0.00 | 0.02 | 0.01 |
| Auto dealers | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.00 | 0.00 | 0.00 |
| Service stations | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.00 | 0.00 | 0.00 |
| Other Merchants | 0.8 | 0.5 | 0.3 | 0.1 | 0.0 | 0.0 | 0.01 | 0.01 | 0.00 |
| Total Merchants | 25.8 | 14.4 | 5.5 | 1.8 | 1.3 | 0.5 | 0.31 | 0.19 | 0.07 |
| Services: | | | | | | | | | |
| Telephone | 8.3 | 13.3 | 12.5 | 0.6 | 1.2 | 1.2 | 0.10 | 0.18 | 0.16 |
| Other utility | 8.3 | 9.3 | 8.6 | 0.6 | 0.8 | 0.8 | 0.10 | 0.13 | 0.11 |
| Medical | 1.7 | 1.0 | 1.2 | 0.1 | 0.1 | 0.1 | 0.02 | 0.01 | 0.02 |
| Other professional | 1.7 | 0.4 | 0.3 | 0.0 | 0.0 | 0.0 | 0.02 | 0.01 | 0.00 |
| Leisure service | 0.0 | 0.7 | 0.7 | 0.1 | 0.1 | 0.1 | 0.00 | 0.01 | 0.01 |
| Cable TV | 4.2 | 5.7 | 6.1 | 0.3 | 0.5 | 0.6 | 0.05 | 0.08 | 0.08 |
| Computer | 0.0 | 0.3 | 0.2 | 0.0 | 0.0 | 0.0 | 0.00 | 0.00 | 0.00 |
| Craftsman | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.00 | 0.00 | 0.00 |
| Netflix and Blockbuster | N/A | 5.1 | 8.2 | N/A | 0.5 | 0.8 | N/A | 0.07 | 0.11 |
| Other Services | 0.8 | 1.2 | 1.2 | 0.1 | 0.1 | 0.1 | 0.01 | 0.02 | 0.02 |
| Total Services | 25.0 | 37.1 | 39.0 | 1.7 | 3.3 | 3.6 | 0.30 | 0.50 | 0.50 |
| Federal government | N/A | 0.6 | 0.9 | N/A | 0.1 | 0.1 | N/A | 0.01 | 0.01 |
| Nonfederal government | 0.8 | 1.2 | 1.1 | 0.1 | 0.1 | 0.1 | 0.01 | 0.02 | 0.01 |
| Social/Charitable/Political/Nonprofit | 7.5 | 8.3 | 8.4 | 0.5 | 0.7 | 0.8 | 0.09 | 0.11 | 0.11 |
| Don't Know/No Answer | 0.8 | 0.1 | 0.2 | 0.1 | 0.0 | 0.0 | 0.01 | 0.00 | 0.00 |
| Total Advertising Enclosed Mail Received by Households | 100.0 | 100.0 | 100.0 | 7.0 | 8.9 | 9.3 | 1.20 | 1.34 | 1.27 |

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, 2008 and 2009
(Recruitment and Diary Data)

| Number of Accounts and Policies | None | | | Low (1-5) | | | Medium (6-9) | | | High (10+) | | |
|---------------------------------|------|------|------|-----------|------|------|--------------|------|------|------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Pieces per household per week | 3.2 | 2.9 | 3.8 | 5.6 | 6.4 | 6.0 | 8.5 | 9.0 | 8.1 | 12.4 | 11.3 | 10.7 |

Table A2-13
First-Class Mail Received -- by Number of Credit Cards
Postal Fiscal Years 1987, 2008 and 2009
(Recruitment and Diary Data)

| Number of Credit Cards | None | | | Low (1-3) | | | Medium (4-7) | | | High (8+) | | |
|-------------------------------|------|------|------|-----------|------|------|--------------|------|------|-----------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Pieces per Household per Week | 4.8 | 5.7 | 5.3 | 7.3 | 7.7 | 7.5 | 9.9 | 10.1 | 9.4 | 13.2 | 11.9 | 11.1 |

Table A2-14
First-Class Mail Receipt -- Content by Age of Head of Household
(Pieces Per Household Per Week)
Postal Fiscal Years 1987, 2008 and 2009
(Recruitment and Diary Data)

| Contents | 18 - 21 | | | 22 - 24 | | | 25 - 34 | | | 35 - 44 | | |
|---|---------|------|------|---------|------|------|---------|------|------|---------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Personal | 1.6 | 0.2 | 0.3 | 0.8 | 0.4 | 0.4 | 1.2 | 0.8 | 0.7 | 1.5 | 0.9 | 0.8 |
| Business or Nonfederal Government: | | | | | | | | | | | | |
| Advertising | 0.4 | 0.4 | 0.4 | 0.3 | 0.8 | 0.9 | 0.7 | 1.1 | 0.8 | 1.0 | 1.5 | 1.1 |
| Invitation/Announcement | 0.1 | 0.4 | 0.1 | 0.1 | 0.3 | 0.1 | 0.2 | 0.4 | 0.3 | 0.3 | 0.5 | 0.3 |
| Bill ² | 1.5 | 1.6 | 1.5 | 1.8 | 2.3 | 1.6 | 2.6 | 2.9 | 2.7 | 3.0 | 3.4 | 3.3 |
| Financial Statement | 0.6 | 0.6 | 0.4 | 0.4 | 0.6 | 0.5 | 0.6 | 0.8 | 0.7 | 1.0 | 1.1 | 1.0 |
| Other ¹ | 0.7 | 0.9 | 1.6 | 1.0 | 1.3 | 1.1 | 1.5 | 1.4 | 1.5 | 1.9 | 1.9 | 1.6 |
| Total Business or Nonfederal Government | 3.3 | 3.9 | 4.0 | 3.6 | 5.3 | 4.1 | 5.6 | 6.6 | 6.1 | 7.2 | 8.4 | 7.4 |
| Social/Charitable/Political/Nonprofit | 0.3 | 0.8 | 0.2 | 0.3 | 0.3 | 0.2 | 0.5 | 0.3 | 0.3 | 0.8 | 0.5 | 0.6 |
| Total | 5.3 | 5.0 | 4.6 | 4.7 | 6.0 | 4.7 | 7.3 | 7.7 | 7.1 | 9.6 | 9.9 | 8.8 |

| Contents | 45 - 54 | | | 55 - 64 | | | 65 - 69 | | | 70+ | 70 - 74 | | 75+ | |
|---|---------|------|------|---------|------|------|---------|------|------|------|---------|------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 2008 | 2009 |
| Personal | 1.8 | 0.9 | 0.9 | 1.8 | 1.0 | 0.8 | 1.7 | 1.2 | 1.0 | 1.9 | 1.3 | 1.2 | 1.3 | 1.1 |
| Business or Nonfederal Government: | | | | | | | | | | | | | | |
| Advertising | 1.1 | 1.5 | 1.2 | 1.1 | 1.6 | 1.3 | 1.0 | 1.6 | 1.3 | 0.7 | 1.4 | 1.1 | 1.1 | 0.9 |
| Invitation/Announcement | 0.4 | 0.5 | 0.3 | 0.3 | 0.5 | 0.4 | 0.4 | 0.6 | 0.3 | 0.2 | 0.4 | 0.3 | 0.4 | 0.4 |
| Bill ² | 3.1 | 3.3 | 3.2 | 2.7 | 3.5 | 3.3 | 2.0 | 3.0 | 2.9 | 1.6 | 2.9 | 2.3 | 2.3 | 2.2 |
| Financial Statement | 1.1 | 1.2 | 1.3 | 1.1 | 1.4 | 1.4 | 0.9 | 1.2 | 1.2 | 0.8 | 1.1 | 1.3 | 1.0 | 1.1 |
| Other ¹ | 2.1 | 2.0 | 1.9 | 2.0 | 2.1 | 2.0 | 1.8 | 2.1 | 2.2 | 1.9 | 2.4 | 2.2 | 2.3 | 2.3 |
| Total Business or Nonfederal Government | 7.8 | 8.5 | 8.0 | 7.2 | 9.1 | 8.4 | 6.1 | 8.4 | 7.8 | 5.2 | 8.2 | 7.2 | 7.2 | 6.8 |
| Social/Charitable/Political/Nonprofit | 0.7 | 0.8 | 0.6 | 0.7 | 0.6 | 0.5 | 0.5 | 0.6 | 0.5 | 0.5 | 0.7 | 0.6 | 0.6 | 0.6 |
| Total | 10.4 | 10.1 | 9.5 | 9.9 | 10.7 | 9.8 | 8.5 | 10.3 | 9.4 | 7.6 | 10.3 | 9.0 | 9.1 | 8.4 |

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, 2008 and 2009
(Recruitment and Diary Data)

| Contents | < 8th Grade | | | Some High School | | | High School | | | Some College | | |
|---|-------------|------|------|------------------|------|------|-------------|------|------|--------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Personal | 1.1 | 0.4 | 0.5 | 1.1 | 0.4 | 0.5 | 1.3 | 0.9 | 0.8 | 1.5 | 0.9 | 0.7 |
| Business or Nonfederal Government: | | | | | | | | | | | | |
| Advertising | 0.5 | 0.8 | 0.6 | 0.6 | 1.0 | 0.9 | 0.7 | 1.2 | 1.0 | 0.9 | 1.4 | 1.0 |
| Invitation/Announcement | 0.1 | 0.2 | 0.4 | 0.1 | 0.5 | 0.2 | 0.2 | 0.4 | 0.3 | 0.3 | 0.5 | 0.3 |
| Bill ² | 1.7 | 2.3 | 2.0 | 2.0 | 2.7 | 2.4 | 2.4 | 3.1 | 3.1 | 2.6 | 3.3 | 3.0 |
| Financial Statement | 0.4 | 0.5 | 0.5 | 0.6 | 0.6 | 0.7 | 0.7 | 0.9 | 1.0 | 0.9 | 1.1 | 1.0 |
| Other ¹ | 1.2 | 1.9 | 1.6 | 1.6 | 1.2 | 1.6 | 1.6 | 1.8 | 1.8 | 1.7 | 2.0 | 1.8 |
| Total Business or Nonfederal Government | 3.9 | 5.6 | 5.1 | 4.9 | 5.9 | 5.7 | 5.6 | 7.5 | 7.2 | 6.4 | 8.1 | 7.1 |
| Social/Charitable/Political/Nonprofit | 0.2 | 0.3 | 0.2 | 0.3 | 0.5 | 0.2 | 0.4 | 0.5 | 0.4 | 0.6 | 0.5 | 0.4 |
| Total | 5.4 | 6.3 | 5.8 | 6.5 | 6.8 | 6.4 | 7.4 | 8.8 | 8.4 | 8.5 | 9.5 | 8.3 |

| Contents | Technical School | | | College Graduate | | | Post Graduate | | |
|---|------------------|------|------|------------------|------|------|---------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Personal | 1.3 | 1.1 | 0.8 | 1.9 | 1.1 | 1.0 | 2.7 | 1.4 | 1.3 |
| Business or Nonfederal Government | | | | | | | | | |
| Advertising | 0.9 | 1.3 | 1.1 | 1.2 | 1.6 | 1.3 | 1.5 | 1.8 | 1.4 |
| Invitation/Announcement | 0.3 | 0.5 | 0.4 | 0.4 | 0.5 | 0.3 | 0.6 | 0.6 | 0.5 |
| Bill ² | 2.5 | 3.1 | 3.0 | 3.1 | 3.2 | 3.0 | 3.4 | 3.2 | 2.9 |
| Financial Statement | 0.9 | 1.2 | 1.1 | 1.2 | 1.3 | 1.3 | 1.7 | 1.6 | 1.5 |
| Other ¹ | 1.8 | 2.1 | 1.7 | 2.2 | 2.1 | 2.0 | 2.9 | 2.4 | 1.9 |
| Total Business or Nonfederal Government | 6.4 | 8.1 | 7.4 | 8.1 | 8.7 | 7.9 | 10.1 | 9.6 | 8.2 |
| Social/Charitable/Political/Nonprofit | 0.4 | 0.4 | 0.6 | 0.9 | 0.7 | 0.7 | 1.7 | 1.2 | 1.0 |
| Total | 8.2 | 9.6 | 8.8 | 11.0 | 10.5 | 9.6 | 14.6 | 12.2 | 10.5 |

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, 2008 and 2009
(Recruitment and Diary Data)

| Contents | <Under \$7K | | | \$7K - \$9.9K | | | \$10K - \$14.9 | | | \$15K - \$19.9K | | |
|---|-------------|------|------|---------------|------|------|----------------|------|------|-----------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Personal | 0.9 | 0.2 | 0.2 | 1.3 | 0.4 | 0.4 | 1.1 | 0.6 | 0.6 | 1.5 | 0.6 | 0.4 |
| Business or Nonfederal Government: | | | | | | | | | | | | |
| Advertising | 0.3 | 0.9 | 0.3 | 0.5 | 0.6 | 0.4 | 0.6 | 0.7 | 0.7 | 0.7 | 0.6 | 0.5 |
| Invitation/Announcement | 0.1 | 0.2 | 0.1 | 0.1 | 0.2 | 0.2 | 0.1 | 0.4 | 0.2 | 0.2 | 0.4 | 0.2 |
| Bill ² | 1.2 | 1.6 | 0.9 | 1.5 | 1.9 | 1.6 | 1.9 | 2.3 | 2.1 | 2.3 | 1.8 | 2.2 |
| Financial Statement | 0.2 | 0.2 | 0.4 | 0.4 | 0.3 | 0.4 | 0.6 | 0.4 | 0.4 | 0.7 | 0.5 | 0.6 |
| Other ¹ | 1.4 | 1.5 | 1.4 | 1.3 | 1.6 | 1.2 | 1.5 | 1.8 | 1.8 | 1.3 | 1.3 | 1.6 |
| Total Business or Nonfederal Government | 3.2 | 4.5 | 3.0 | 3.8 | 4.6 | 3.8 | 4.7 | 5.7 | 5.2 | 5.2 | 4.7 | 5.1 |
| Social/Charitable/Political/Nonprofit | 0.2 | 0.2 | 0.2 | 0.3 | 0.3 | 0.2 | 0.3 | 0.4 | 0.2 | 0.5 | 0.3 | 0.2 |
| Total | 4.3 | 4.9 | 3.5 | 5.5 | 5.3 | 4.4 | 6.2 | 6.7 | 5.9 | 7.3 | 5.5 | 5.7 |

| Contents | \$20K - \$24.9K | | | \$25K - \$29.9K | | | \$30K - \$34.9K | | | \$35K - \$49.9K | | |
|---|-----------------|------|------|-----------------|------|------|-----------------|------|------|-----------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Personal | 1.3 | 0.7 | 0.5 | 1.5 | 0.6 | 0.8 | 1.8 | 0.6 | 0.8 | 1.7 | 0.8 | 0.7 |
| Business or Nonfederal Government: | | | | | | | | | | | | |
| Advertising | 0.6 | 1.1 | 0.7 | 0.8 | 0.9 | 0.8 | 1.0 | 0.9 | 0.8 | 1.1 | 1.1 | 1.0 |
| Invitation/Announcement | 0.2 | 0.3 | 0.2 | 0.2 | 0.3 | 0.3 | 0.4 | 0.3 | 0.3 | 0.4 | 0.4 | 0.2 |
| Bill ² | 2.6 | 2.3 | 2.1 | 2.5 | 2.5 | 2.7 | 2.9 | 2.5 | 2.7 | 3.2 | 3.0 | 2.8 |
| Financial Statement | 0.8 | 0.7 | 0.8 | 0.9 | 0.7 | 0.8 | 0.9 | 0.7 | 0.8 | 1.1 | 0.9 | 0.9 |
| Other ¹ | 1.5 | 1.6 | 1.7 | 1.9 | 1.5 | 1.5 | 1.9 | 1.5 | 1.5 | 2.1 | 1.6 | 1.7 |
| Total Business or Nonfederal Government | 5.7 | 6.1 | 5.4 | 6.3 | 5.8 | 6.1 | 7.1 | 5.8 | 6.1 | 7.9 | 7.0 | 6.6 |
| Social/Charitable/Political/Nonprofit | 0.4 | 0.3 | 0.3 | 0.6 | 0.3 | 0.3 | 0.7 | 0.3 | 0.3 | 0.8 | 0.5 | 0.4 |
| Total | 7.5 | 7.1 | 6.2 | 8.5 | 6.8 | 7.2 | 9.8 | 6.8 | 7.2 | 10.4 | 8.3 | 7.7 |

| Contents | \$50K - \$64.9K | | | \$65K - \$79.9K | | | \$80K - \$99.9K | | | \$100K+ | | |
|---|-----------------|------|------|-----------------|------|------|-----------------|------|------|---------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Personal | 2.1 | 0.9 | 0.8 | 2.2 | 1.0 | 0.9 | 2.1 | 1.1 | 1.0 | 2.7 | 1.3 | 1.3 |
| Business or Nonfederal Government: | | | | | | | | | | | | |
| Advertising | 1.5 | 1.2 | 1.0 | 2.1 | 1.4 | 1.2 | 2.4 | 1.6 | 1.3 | 2.4 | 2.2 | 1.7 |
| Invitation/Announcement | 0.4 | 0.5 | 0.3 | 0.4 | 0.5 | 0.3 | 0.6 | 0.5 | 0.4 | 0.7 | 0.7 | 0.5 |
| Bill ² | 3.5 | 3.3 | 3.0 | 3.9 | 3.3 | 3.2 | 4.2 | 3.5 | 3.5 | 4.6 | 3.9 | 3.7 |
| Financial Statement | 1.5 | 1.0 | 1.1 | 1.8 | 1.3 | 1.3 | 1.8 | 1.3 | 1.4 | 2.0 | 1.6 | 1.5 |
| Other ¹ | 2.5 | 1.9 | 2.0 | 3.3 | 2.1 | 1.8 | 3.1 | 2.1 | 1.8 | 3.2 | 2.4 | 2.2 |
| Total Business or Nonfederal Government | 9.4 | 7.9 | 7.5 | 11.5 | 8.7 | 7.8 | 12.1 | 9.0 | 8.5 | 12.9 | 10.9 | 9.5 |
| Social/Charitable/Political/Nonprofit | 1.0 | 0.5 | 0.5 | 1.1 | 0.6 | 0.6 | 1.2 | 0.7 | 0.6 | 1.6 | 1.0 | 0.9 |
| Total | 12.6 | 9.4 | 8.8 | 14.9 | 10.3 | 9.3 | 15.5 | 10.8 | 10.1 | 17.5 | 13.2 | 11.6 |

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

² Includes credit card statement/bill.

Note: 2008/2009 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, 2008 and 2009
(Diary Data)

| Content | Percent | | |
|---|---------|-------|------|
| | 1987 | 2008 | 2009 |
| Advertising Only | 48.8 | 79.7 | 75.3 |
| Notice of order | 36.1 | 67.8 | 71.7 |
| Bill/invoice/premium ¹ | 68.9 | 79.6 | 81.4 |
| Financial Statement | 60.8 | 84.3 | 85.9 |
| Payment | 42.3 | 62.5 | 67.5 |
| Rebate | 27.3 | 81.0 | 77.8 |
| Greeting card | 25.3 | 45.0 | 54.3 |
| Invitation or announcement | 28.5 | 63.0 | 64.6 |
| Sweepstakes | 77.5 | 100.0 | 32.9 |
| Insurance policy ² | 59.5 | 80.8 | 91.3 |
| Tax forms | 25.3 | 78.9 | 75.4 |
| CD/DVD/Video game | N/A | 92.9 | 96.6 |
| Other business or government | 49.7 | 66.4 | 72.4 |
| Total Business or Nonfederal Government | 56.7 | 77.6 | 79.3 |
| Announcement/meeting | 10.3 | 38.0 | 39.0 |
| Request for donation | 19.9 | 53.3 | 63.7 |
| Confirmation of donation | 11.8 | 32.9 | 42.8 |
| Bill/invoice/premium | 29.9 | 47.8 | 50.3 |
| Educational acceptances | 37.8 | 46.2 | 61.1 |
| Other social/charitable/political/nonprofit | 18.0 | 37.4 | 40.9 |
| Total Social/Charitable/Political/Nonprofit | 16.5 | 41.1 | 45.3 |
| Total Nonpersonal Mail Received by Households | 53.9 | 74.9 | 77.2 |
| Pieces per Household Per Week | 3.74 | 5.92 | 5.26 |

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, 2008 and 2009
(Diary Data)

| Industry | Percent Sent Presort | | |
|--|----------------------|------|------|
| | 1987 | 2008 | 2009 |
| Financial: | | | |
| Credit Card | 76.9 | 94.1 | 92.9 |
| Bank | 59.1 | 84.6 | 85.0 |
| Securities | 37.6 | 79.9 | 81.1 |
| Money Market | 52.4 | 77.3 | 80.4 |
| Insurance | 62.2 | 84.5 | 87.9 |
| Mortgage | 19.0 | 60.3 | 63.3 |
| Total Financial | 58.9 | 84.9 | 86.5 |
| Merchants: | | | |
| Supermarkets | N/A | 76.4 | 75.6 |
| Department Store | 73.5 | 86.5 | 82.2 |
| Mail Order | 50.0 | 77.6 | 82.6 |
| Other Store | 33.1 | 80.8 | 70.3 |
| Publisher | 58.9 | 82.7 | 84.6 |
| Land Promotion | 61.9 | 63.3 | 72.8 |
| Online auction | N/A | 57.6 | 51.6 |
| Restaurant | 50.0 | 49.1 | 70.7 |
| Consumer packaged goods/manufacturers | 30.8 | 79.0 | 75.3 |
| Auto dealers | 45.5 | 74.2 | 74.8 |
| Service stations | 14.3 | 83.9 | 73.4 |
| Total Merchants | 55.0 | 76.2 | 72.7 |
| Services: | | | |
| Telephone | 84.4 | 61.0 | 55.6 |
| Other utility | 81.2 | 82.7 | 82.9 |
| Medical | 35.9 | 59.7 | 67.3 |
| Other professional | 7.8 | 42.5 | 41.9 |
| Leisure service | 31.1 | 74.3 | 70.7 |
| Cable TV | 57.3 | 73.7 | 84.1 |
| Computer | 15.4 | 75.4 | 84.0 |
| Craftsman | 22.2 | 35.4 | 40.3 |
| Netflix and Blockbuster | N/A | 96.1 | 97.6 |
| Total Services | 56.7 | 67.9 | 70.3 |
| Federal government | N/A | 82.7 | 83.8 |
| Nonfederal government | 54.0 | 69.5 | 77.4 |
| Social/Charitable/Political/Nonprofit | 16.5 | 41.7 | 45.3 |
| Total Nonhousehold Mail Received by households | 53.9 | 67.3 | 72.7 |
| Pieces per household per week | 3.7 | 6.2 | 5.6 |

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, 2008 and 2009
(Diary Data)

| Sector | 1987 | 2008 | 2009 |
|------------------------------|-------|-------|-------|
| Household-to-household | 9.4 | 6.3 | 6.4 |
| Household-to-nonhousehold | 12.3 | 16.4 | 16.2 |
| Nonhousehold-to-household | 39.2 | 47.7 | 50.4 |
| Unidentified incoming | 0.6 | 3.2 | 3.1 |
| Unidentified outgoing | 1.4 | 1.6 | 0.8 |
| Subtotal | 62.9 | 75.1 | 76.9 |
| Nonhousehold-to-nonhousehold | 37.1 | 24.9 | 23.1 |
| 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, 2008 and 2009
(Diary Data)

| Content | Percentage of Total Envelopes | | |
|---|-------------------------------|------|------|
| | 1987 | 2008 | 2009 |
| Personal: | | | |
| Holiday card | 3.3 | 2.7 | 2.6 |
| Other greeting cards | 1.7 | 1.6 | 1.8 |
| Invitations | 1.2 | 0.6 | 0.6 |
| Letter | 2.6 | 1.2 | 1.2 |
| Announcements | 0.1 | 0.1 | 0.2 |
| Other personal | 0.5 | 0.3 | 0.3 |
| Total Personal | 9.4 | 6.5 | 6.6 |
| Business or Nonfederal Government: | | | |
| Advertising only | 4.5 | 4.8 | 4.0 |
| Notice of order | 1.2 | 2.7 | 2.7 |
| Bill/invoice/premium ¹ | 15.1 | 22.3 | 23.3 |
| Financial statement | 5.3 | 7.9 | 8.8 |
| Payment | 2.0 | 1.6 | 1.8 |
| Rebate | 0.0 | 0.1 | 0.2 |
| Greeting card | 0.2 | 0.3 | 0.4 |
| Invitation or announcement | 1.3 | 2.8 | 2.0 |
| Sweepstakes | 0.0 | 0.0 | 0.0 |
| Receipts for direct deposit | N/A | 0.2 | 0.1 |
| Insurance policy | 0.2 | 1.6 | 1.2 |
| Tax Forms | 0.0 | 0.7 | 0.8 |
| CD/DVD/Video game | N/A | 1.0 | 1.2 |
| Other business or government | 6.7 | 1.2 | 1.9 |
| Total Business or Nonfederal Government | 36.4 | 47.2 | 48.4 |
| Social/Charitable/Political/Nonprofit: | | | |
| Announcement/meeting | 1.2 | 1.3 | 1.2 |
| Request for donation | 0.4 | 0.9 | 0.7 |
| Confirmation of donation | 0.2 | 0.4 | 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 | 0.7 | 0.7 |
| Total Social/Charitable/Political/Nonprofit | 2.8 | 3.4 | 3.2 |
| Don't Know/No answer | 0.6 | 3.3 | 3.2 |
| Total Envelopes Received by Households | 49.2 | 60.5 | 61.5 |
| Pieces Per Household Per Week | 8.11 | 8.15 | 7.55 |

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, 2008 and 2009
(Diary Data)

| Industry | 1987 | 2008 | 2009 |
|--|------|------|------|
| Financial: | | | |
| Credit card | 2.7 | 5.7 | 7.5 |
| Bank | 5.7 | 7.7 | 8.4 |
| Securities | 1.5 | 2.4 | 2.7 |
| Money Market | 0.1 | 0.3 | 0.3 |
| Insurance | 3.6 | 6.3 | 6.7 |
| Mortgage | 0.5 | 0.9 | 1.0 |
| Other financial | 0.4 | 0.4 | 0.4 |
| Total Financial | 14.5 | 23.6 | 27.0 |
| Merchants: | | | |
| Supermarkets | N/A | 0.1 | 0.1 |
| Department store | 1.8 | 1.4 | 0.4 |
| Mail order | 0.7 | 0.5 | 0.4 |
| Other store | 0.9 | 0.9 | 0.6 |
| Publisher | 1.6 | 0.7 | 0.8 |
| Land Promotion | 0.2 | 0.1 | 0.0 |
| Online auction | N/A | 0.0 | 0.1 |
| Restaurant | 0.0 | 0.0 | 0.0 |
| Consumer packaged goods/manufacturers | 0.2 | 0.6 | 0.6 |
| Auto dealers | 0.2 | 0.3 | 0.3 |
| Service stations | 0.0 | 0.1 | 0.1 |
| Other merchants | 0.3 | 0.8 | 1.0 |
| Total Merchants | 5.9 | 5.4 | 4.3 |
| Services: | | | |
| Telephone | 2.0 | 2.9 | 2.9 |
| Other Utility | 2.4 | 3.3 | 3.5 |
| Medical | 2.4 | 3.5 | 4.3 |
| Other professional | 0.4 | 0.8 | 0.8 |
| Leisure service | 0.7 | 0.5 | 0.6 |
| Cable TV | 0.6 | 1.2 | 1.3 |
| Computer | 0.1 | 0.1 | 0.1 |
| Craftsman | 0.1 | 0.1 | 0.1 |
| Netflix and Blockbuster | N/A | 0.9 | 1.2 |
| Other Services | 0.6 | 0.9 | 1.0 |
| Total Services | 9.2 | 14.1 | 15.8 |
| Federal government | N/A | 1.5 | 1.6 |
| Nonfederal government | 1.7 | 2.1 | 2.4 |
| Social/charitable/political/nonprofit | 2.9 | 3.5 | 3.5 |
| Don't know/No answer | 0.5 | 0.3 | 0.9 |
| Total Envelopes Received by Households from Non-Households | 34.6 | 50.6 | 55.6 |
| Pieces Per Household Per Week | 6.4 | 6.8 | 6.8 |

Base: RPW Total, First-Class Envelopes.

Table A2-22
First-Class Mail -- Nonpresort Envelopes by Sector
(Percentage of Total Envelopes)
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Sector | 1987 | 2008 | 2009 |
|------------------------------|-------|-------|-------|
| Household-to-household | 12.5 | 16.4 | 9.1 |
| Household-to-nonhousehold | 17.3 | 40.1 | 40.3 |
| Nonhousehold-to-household | 25.2 | 37.0 | 33.2 |
| Unidentified incoming | 0.5 | 2.6 | 1.9 |
| Unidentified outgoing | 2.5 | 3.8 | 2.1 |
| Subtotal | 58.0 | 99.9 | 86.6 |
| Nonhousehold-to-nonhousehold | 42.0 | 0.1 | 13.4 |
| 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, 2008 and 2009
(Diary Data)

| Sector | 1987 | 2008 | 2009 |
|------------------------------|-------|-------|-------|
| Household-to-household | 9.2 | 2.7 | 3.1 |
| Household-to-nonhousehold | 8.5 | 3.5 | 3.5 |
| Nonhousehold-to-household | 56.8 | 50.6 | 49.5 |
| Unidentified incoming | 0.6 | 1.4 | 0.9 |
| Unidentified outgoing | 0.0 | 0.8 | 0.5 |
| Subtotal | 75.1 | 59.0 | 57.5 |
| Nonhousehold-to-nonhousehold | 24.9 | 41.0 | 42.5 |
| 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, 2008 and 2009
(Diary Data)

| Industry | 1987 | 2008 | 2009 |
|---------------------------------------|------|------|------|
| Financial: | | | |
| Credit card | 0.2 | 0.4 | 0.6 |
| Bank | 0.2 | 1.6 | 1.3 |
| Securities | 0.2 | 0.5 | 0.5 |
| Money Market | 0.0 | 0.1 | 0.0 |
| Insurance | 1.1 | 3.3 | 2.4 |
| Mortgage | 1.3 | 2.5 | 2.1 |
| Other financial | 0.3 | 1.1 | 0.2 |
| Total Financial | 3.2 | 9.5 | 7.2 |
| Merchants: | | | |
| Supermarkets | 0.0 | 0.2 | 0.1 |
| Department store | 4.2 | 2.2 | 1.1 |
| Mail order | 5.0 | 1.0 | 1.0 |
| Other store | 6.4 | 6.4 | 6.6 |
| Publisher | 4.0 | 0.9 | 0.9 |
| Land Promotion | 1.1 | 0.2 | 0.1 |
| Online auction | N/A | 0.0 | 0.1 |
| Restaurant | 0.2 | 0.2 | 0.5 |
| Consumer packaged goods/manufacturers | 0.3 | 2.3 | 1.5 |
| Auto dealers | 0.6 | 0.7 | 0.4 |
| Service stations | 0.3 | 1.0 | 1.7 |
| Other merchants | 2.2 | 1.4 | 1.4 |
| Total Merchants | 24.4 | 16.4 | 15.4 |
| Services: | | | |
| Telephone | 0.3 | 0.5 | 0.7 |
| Other Utility | 7.9 | 2.4 | 2.5 |
| Medical | 4.7 | 5.7 | 6.8 |
| Other professional | 1.0 | 0.8 | 1.3 |
| Leisure service | 4.0 | 2.5 | 2.7 |
| Cable TV | 1.0 | 0.2 | 0.3 |
| Computer | 0.2 | 0.1 | 0.2 |
| Craftsman | 0.0 | 0.5 | 1.1 |
| Nefflix and Blockbuster | N/A | 0.0 | 0.0 |
| Other Services | 2.7 | 2.9 | 3.0 |
| Total Services | 21.7 | 15.5 | 18.6 |
| Federal government | N/A | 1.2 | 1.0 |
| Nonfederal government | 1.4 | 1.7 | 2.0 |
| Social/charitable/political/nonprofit | 5.9 | 5.2 | 5.1 |
| Don't know/No answer | N/A | 0.8 | 0.3 |
| Total Mail Recieved by Households | 56.7 | 50.6 | 49.5 |
| Pieces Per Household Per Week | 0.4 | 0.5 | 0.4 |

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, 2008 and 2009
(Diary Data)

| Content | Percentage of Total Envelopes | | |
|---|-------------------------------|------|------|
| | 1987 | 2008 | 2009 |
| Personal: | | | |
| Holiday card | 0.9 | 0.3 | 0.2 |
| Other greeting cards | 1.1 | 0.5 | 0.5 |
| Invitations | 1.7 | 0.8 | 1.2 |
| Letter | 3.9 | 0.8 | 0.9 |
| Announcements | 0.2 | 0.0 | 0.2 |
| Other personal | 1.4 | 0.3 | 0.1 |
| Total Personal | 9.2 | 2.7 | 3.1 |
| Business or Nonfederal Government: | | | |
| Advertising only | 22.2 | 28.7 | 28.1 |
| Notice of order | 5.1 | 5.8 | 6.0 |
| Bill/invoice/premium ¹ | 10.6 | 3.5 | 3.3 |
| Financial statement | 0.1 | 0.4 | 0.3 |
| Payment | 0.1 | 0.1 | 0.2 |
| Rebate | 0.1 | 0.3 | 0.4 |
| Greeting card | 0.8 | 1.1 | 1.2 |
| Invitation or announcement | 7.3 | 4.5 | 3.8 |
| Sweepstakes | 0.4 | 0.1 | 0.1 |
| Receipts for direct deposit | 0.2 | 0.0 | 0.0 |
| Insurance policy | 0.1 | 0.2 | 0.2 |
| Tax Forms | 0.0 | 0.2 | 0.1 |
| CD/DVD/Video game | N/A | 0.0 | 0.0 |
| Other business or government | 3.9 | 0.5 | 0.6 |
| Total Business or Nonfederal Government | 50.9 | 45.4 | 44.4 |
| Social/Charitable/Political/Nonprofit: | | | |
| Announcement/meeting | 4.0 | 4.1 | 3.8 |
| Request for donation | 0.3 | 0.3 | 0.4 |
| Confirmation of donation | 0.3 | 0.2 | 0.2 |
| Bill/invoice/premium | 0.1 | 0.0 | 0.1 |
| Educational acceptances | 0.0 | 0.0 | 0.0 |
| Other social/charitable/political/nonprofit | 1.2 | 0.6 | 0.6 |
| Total Social/Charitable/Political/Nonprofit | 5.9 | 5.2 | 5.0 |
| Don't Know/No answer | 0.6 | 1.4 | 0.9 |
| Total | 66.6 | 54.7 | 53.4 |
| Pieces Per Household Per Week | 0.5 | 0.49 | 0.42 |

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, 2008 and 2009
(Diary Data)

| Content | Total Nonpresort Cards | | | Total Presort Cards | | |
|---|------------------------|------|------|---------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Personal: | | | | | | |
| Holiday card | 1.3 | 0.3 | 0.2 | 0.0 | 0.0 | 0.0 |
| Other greeting cards | 1.5 | 0.5 | 0.4 | 0.0 | 0.0 | 0.0 |
| Invitations | 2.3 | 0.8 | 1.2 | 0.0 | 0.0 | 0.0 |
| Letter | 5.3 | 0.6 | 0.7 | 0.0 | 0.0 | 0.0 |
| Announcements | 0.3 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 |
| Other personal | 1.7 | 0.3 | 0.1 | 0.0 | 0.0 | 0.0 |
| Total Personal | 12.4 | 2.4 | 2.8 | 0.0 | 0.0 | 0.0 |
| Business or Nonfederal Government: | | | | | | |
| Advertising only | 16.8 | 0.1 | 1.6 | 38.0 | 2.9 | 3.1 |
| Notice of order | 6.1 | 0.1 | 0.6 | 2.2 | 2.6 | 2.1 |
| Bill/invoice/premium ¹ | 5.7 | 0.0 | 0.4 | 25.0 | 0.4 | 0.3 |
| Financial statement | 0.2 | 0.0 | 0.0 | 0.2 | 0.0 | 0.1 |
| Payment | 0.1 | 0.0 | 0.0 | 0.1 | 0.3 | 0.3 |
| Rebate | 0.1 | 0.0 | 0.0 | 0.4 | 0.5 | 0.5 |
| Greeting card | 1.0 | 0.0 | 0.3 | 0.1 | 2.8 | 2.3 |
| Invitation or announcement | 8.2 | 0.1 | 0.5 | 4.2 | 0.7 | 0.7 |
| Other business or government | 4.2 | 0.0 | 0.0 | 5.2 | 0.0 | 0.0 |
| Total Business or Nonfederal Government | 42.4 | 0.3 | 3.3 | 75.4 | 10.3 | 9.4 |
| Social/Charitable/Political/Nonprofit: | | | | | | |
| Announcement/meeting | 4.9 | 0.0 | 0.4 | 1.1 | 2.0 | 1.6 |
| Request for donation | 0.3 | 0.0 | 0.0 | 0.1 | 0.1 | 0.2 |
| Confirmation of donation | 0.4 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 |
| Bill/invoice/premium | 0.1 | 0.0 | 0.0 | 0.0 | 0.3 | 0.2 |
| Other social/charitable/political/nonprofit | 1.4 | 0.0 | 0.2 | 0.0 | 22.3 | 21.3 |
| Total Social/Charitable/Political/Nonprofit | 7.1 | 0.0 | 0.8 | 1.3 | 24.8 | 23.4 |
| Don't Know/No answer | 0.7 | 0.0 | 0.1 | 1.7 | 0.8 | 0.5 |
| Total Mail Recieved by Household | 62.6 | 2.7 | 7.0 | 78.4 | 35.9 | 33.3 |
| Pieces Per Household Per Week | 0.3 | 0.0 | 0.1 | 0.1 | 0.3 | 0.3 |

Base: RPW Total, First-Class Cards.

¹ Includes credit card statement/bill.

Table A2-27
First-Class Mail -- Cards Received by Households -- Household's Percentage of
Total Mail Received at Each Card Rate Category -- by Industry
Postal Fiscal Years 1987, 2007 and 2008
(Diary Data)

| Industry | Percent of Total Nonpresort | | | Percent of Total Presort | | |
|---|-----------------------------|------|------|--------------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Financial: | | | | | | |
| Credit card | 0.0 | 0.0 | 0.0 | 0.4 | 0.3 | 0.5 |
| Bank | 0.2 | 0.0 | 0.0 | 0.2 | 1.3 | 1.0 |
| Securities | 0.2 | 0.0 | 0.0 | 0.3 | 0.4 | 0.4 |
| Money Market | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 |
| Insurance | 12.0 | 0.0 | 0.0 | 0.8 | 3.0 | 2.1 |
| Mortgage | 1.4 | 0.0 | 0.1 | 0.6 | 1.2 | 1.4 |
| Other financial | 0.3 | 0.0 | 0.0 | 0.2 | 1.1 | 0.2 |
| Total Financial | 3.3 | 0.0 | 0.3 | 2.4 | 7.4 | 5.5 |
| Merchants: | | | | | | |
| Supermarkets | N/A | 0.0 | 0.0 | 6.1 | 0.1 | 0.1 |
| Department store | 3.5 | 0.0 | 0.0 | 6.1 | 2.0 | 1.0 |
| Mail order | 3.7 | 0.0 | 0.0 | 8.6 | 0.7 | 0.7 |
| Other store | 6.1 | 0.0 | 0.4 | 6.9 | 5.2 | 5.4 |
| Publisher | 3.1 | 0.0 | 0.1 | 6.6 | 0.8 | 0.7 |
| Land Promotion | 0.9 | 0.0 | 0.0 | 1.6 | 0.1 | 0.1 |
| Restaurant | 0.1 | 0.0 | 0.1 | 0.3 | 0.1 | 0.3 |
| Consumer packaged goods/manufacturers | 0.1 | 0.0 | 0.1 | 0.6 | 2.0 | 1.2 |
| Auto dealers | 0.5 | 0.0 | 0.0 | 1.1 | 0.5 | 0.3 |
| Service stations | 0.4 | 0.0 | 0.1 | 0.1 | 1.0 | 1.4 |
| Other merchants | 1.9 | 0.0 | 0.2 | 2.7 | 0.8 | 0.7 |
| Total Merchants | 20.3 | 0.0 | 0.9 | 34.6 | 13.2 | 12.0 |
| Services: | | | | | | |
| Telephone | 0.1 | 0.0 | 0.0 | 0.7 | 0.4 | 0.6 |
| Other Utility | 3.1 | 0.0 | 0.3 | 21.5 | 1.8 | 1.6 |
| Medical | 5.9 | 0.0 | 1.2 | 0.5 | 2.0 | 2.2 |
| Other professional | 1.0 | 0.0 | 0.1 | 0.8 | 0.5 | 0.8 |
| Leisure service | 3.0 | 0.0 | 0.2 | 6.9 | 2.0 | 2.1 |
| Cable TV | 0.5 | 0.0 | 0.0 | 1.9 | 0.2 | 0.3 |
| Computer | 0.1 | 0.0 | 0.0 | 0.2 | 0.1 | 0.2 |
| Craftsman | 0.1 | 0.0 | 0.1 | 0.0 | 0.3 | 0.8 |
| Netflix and Blockbuster | N/A | 0.0 | 0.0 | N/A | 0.0 | 0.0 |
| Other Services | 2.9 | 0.0 | 0.2 | 2.2 | 1.9 | 1.9 |
| Total Services | 16.6 | 0.0 | 2.1 | 34.8 | 9.3 | 10.5 |
| Federal government | N/A | 0.2 | 0.1 | N/A | 0.8 | 0.8 |
| Nonfederal government | 1.0 | 0.0 | 0.1 | 3.0 | 1.2 | 1.4 |
| Social/charitable/political/nonprofit | 7.1 | 0.0 | 0.8 | 2.1 | 2.5 | 2.1 |
| Don't know/No answer | 1.0 | 0.0 | 0.1 | 1.5 | 0.5 | 0.1 |
| Total Mail From Nonhouseholds Received by Households | 49.4 | 0.0 | 4.1 | 78.4 | 34.1 | 31.6 |
| Pieces Per Household Per Week | 0.3 | 0.0 | 0.1 | 0.1 | 0.3 | 0.3 |

Base: RPW Total, First-Class Cards.

Table A2-28
First-Class Mail Sent by Households to Nonhouseholds
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Mail Sent | Percentage of Total First-Class Mail | | | Pieces Per Household Per Week | | |
|--|---|------|------|----------------------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Business Transactions -- In Response to Advertising: | | | | | | |
| Total Response to Advertising | 3.6 | 1.5 | 1.2 | 0.6 | 0.2 | 0.2 |
| Business Transactions -- Not in Response to Advertising: | | | | | | |
| Transaction to phone/utility company | 2.0 | 2.7 | 2.9 | 0.4 | 0.4 | 0.4 |
| Transaction to credit card company | 1.5 | 2.2 | 2.1 | 0.3 | 0.3 | 0.3 |
| All other business mail | 5.1 | 8.4 | 8.4 | 0.9 | 1.3 | 1.2 |
| Total Business Not In Response to Advertising | 8.6 | 13.3 | 13.4 | 1.5 | 2.0 | 1.8 |
| 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 | 14.8 | 2.1 | 2.3 | 2.0 |

Note: Totals may not sum due to rounding.

Table A2-29
First-Class Mail Originating in Households and Nonhouseholds
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Sector | Percentage of First-Class Mail | | | Pieces Per Household Per Week | | |
|------------------------------|--------------------------------|-------|-------|-------------------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Household-to-household | 9.1 | 6.2 | 6.2 | 1.6 | 0.9 | 0.9 |
| Household-to-nonhousehold | 12.2 | 15.0 | 14.8 | 2.1 | 2.3 | 2.0 |
| Nonhousehold-to-household | 40.6 | 53.0 | 54.1 | 7.0 | 8.0 | 7.4 |
| Unknown outgoing | 1.9 | 1.5 | 0.8 | 0.3 | 0.2 | 0.1 |
| Unknown incoming | 0.6 | 3.2 | 3.1 | 0.1 | 0.5 | 0.4 |
| Subtotal | 64.4 | 78.9 | 79.0 | 11.1 | 11.9 | 10.9 |
| Nonhousehold-to-nonhousehold | 35.6 | 21.1 | 21.0 | 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, 2008 and 2009

| Media | 1987 | 2008 | 2009 |
|-------|-------|-------|-------|
| Phone | 31.0 | 25.3 | 21.0 |
| Mail | 67.2 | 27.2 | 25.2 |
| Other | 1.7 | 47.5 | 53.8 |
| Total | 100.0 | 100.0 | 100.0 |

Note: Totals may not sum due to rounding.

Table A2-31
First-Class Mail -- Method of Bill Payment
Postal Fiscal Years 1987, 2008 and 2009
(Recruitment Data)

| Method of Payment | 1987 | 2008 | 2009 |
|---|------|------|------|
| By mail | 95.7 | 90.1 | 85.7 |
| In person ¹ | N/A | 29.7 | 26.5 |
| By automatic deduction from bank account | 21.8 | 48.4 | 45.2 |
| By personal computer ¹ | N/A | 36.3 | 40.5 |
| By telephone | 0.8 | 12.0 | 12.2 |
| By automatic charge to credit card ¹ | N/A | 17.6 | 15.1 |

| Number of Payments | 1987 | 2008 | 2009 |
|--|------|-------|-------|
| Total payments per household per month | 9.14 | 12.42 | 11.63 |

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 A2-32
First-Class Mail -- Personal Letters and Cards (not greeting cards) Sent by
Households in an Average Month -- by Age of Head of Household
Postal Fiscal Years 1987, 2008 and 2009
(Recruitment and Diary Data)

| Age | Pieces Per Household Per Month | | | | | |
|---------|--|------|------|----------------------------|------|------|
| | Recruitment Interview ¹ (Perceived volume) | | | Diary Data (Actual Volume) | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| 18 - 21 | 6.6 | 6.3 | 7.0 | 2.4 | 0.3 | 0.5 |
| 21 - 24 | 3.5 | 5.3 | 4.2 | 2.2 | 0.0 | 2.2 |
| 25 - 34 | 4.2 | 3.8 | 4.0 | 2.8 | 0.3 | 0.6 |
| 35 - 44 | 4.3 | 4.5 | 4.5 | 2.6 | 0.7 | 0.5 |
| 45 - 54 | 5.0 | 4.9 | 4.7 | 3.0 | 0.7 | 0.7 |
| 55 - 64 | 5.4 | 5.6 | 4.5 | 3.7 | 0.9 | 0.8 |
| 65 - 69 | 5.1 | 5.8 | 5.2 | 2.8 | 1.0 | 1.0 |
| 70 - 74 | 6.0 | 6.8 | 5.1 | 3.5 | 1.4 | 1.7 |
| 75+ | | 7.1 | 5.7 | | 1.2 | 0.9 |

¹ Includes thank you notes.

Table A2-33
First-Class Mail -- Holiday/Season's Greeting Cards Sent by
Households -- by Education of Head of Household
Postal Fiscal Years 1987, 2008 and 2009
(Recruitment Data)

| Education | Christmas/Hanukah/New Year's Cards Per Household (Season) | | |
|---------------------------|---|------|------|
| | 1987 | 2008 | 2009 |
| 8th grade or less | 25.7 | 17.9 | 15.9 |
| Some high school | 29.1 | 23.2 | 23.5 |
| High school graduate | 34.9 | 33.3 | 31.2 |
| Some college | 37.4 | 34.0 | 35.1 |
| Technical school graduate | 39.1 | 34.8 | 33.4 |
| College graduate | 47.4 | 44.0 | 39.2 |
| Post-graduate work | 56.5 | 47.2 | 44.4 |

Table A2-34
First-Class Mail -- Personal Letters and Cards (not greeting cards) Sent by
Households in an Average Month -- by Education of Head of Household
Postal Fiscal Years 1987, 2008 and 2009
(Recruitment and Diary Data)

| Education | Pieces Per Household Per Month | | | | | |
|---------------------------|--|------|------|-------------------------------|------|------|
| | Recruitment Interview ¹ (Perceived volume) | | | Diary Data (Actual Volume) | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| 8th grade or less | 3.8 | 5.2 | 4.6 | 1.2 | 0.0 | 0.8 |
| Some high school | 4.4 | 4.4 | 3.8 | 2.2 | 0.7 | 0.9 |
| High school graduate | 4.2 | 5.6 | 4.9 | 2.2 | 0.6 | 0.7 |
| Some college | 5.1 | 5.0 | 4.9 | 2.4 | 0.6 | 0.7 |
| Technical school graduate | 5.4 | 5.1 | 4.1 | 2.3 | 0.6 | 0.6 |
| College graduate | 5.5 | 5.8 | 4.8 | 5.1 | 0.9 | 0.8 |
| Post-graduate work | 6.4 | 6.5 | 5.1 | 5.9 | 1.4 | 1.3 |

¹ Includes thank you notes.

Table A2-35
Personal Letters and Cards (not greeting cards) Sent by
Households in an Average Month -- by Income
Postal Fiscal Years 1987, 2008 and 2009
(Recruitment and Diary Data)

| Income | Pieces Per Household Per Month | | | | | |
|----------------------------|--|------|------|-------------------------------|------|------|
| | Recruitment Interview ¹ (Perceived volume) | | | Diary Data (Actual Volume) | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| < \$7K ² | 3.9 | 5.6 | 4.6 | 1.7 | 0.1 | 1.0 |
| \$7K - \$9.9K ² | 5.2 | 5.0 | 4.4 | 3.7 | 0.3 | 0.5 |
| \$10K - \$14.9K | 5.0 | 4.9 | 5.0 | 2.2 | 0.6 | 0.7 |
| \$15K - \$19.9K | 5.0 | 5.2 | 5.3 | 2.5 | 0.3 | 0.5 |
| \$20K - \$24.9K | 4.2 | 4.8 | 5.3 | 4.4 | 0.6 | 0.7 |
| \$25K - \$29.9K | 5.1 | 5.8 | 4.5 | 2.5 | 0.6 | 1.0 |
| \$30K - \$34.9K | 4.6 | | | 2.9 | | |
| \$35K - \$49.9K | 4.5 | 5.7 | 4.4 | 3.1 | 0.7 | 1.1 |
| \$50K - \$64.9K | 5.8 | 5.3 | 4.6 | 3.8 | 0.6 | 0.6 |
| \$65K - \$79.9K | 5.9 | 5.6 | 5.0 | 3.8 | 1.0 | 0.7 |
| \$80K - \$99.9K | 5.8 | 5.2 | 4.5 | 3.6 | 0.6 | 0.9 |
| \$100K+ | 4.2 | 5.2 | 4.6 | 6.0 | 0.9 | 0.7 |
| Total | 4.8 | 5.6 | 4.8 | 3.1 | 0.7 | 0.8 |

¹ Includes thank you notes.

² Fluctuations may be due to small sample sizes.

Note: Total includes households which did not respond to the Income question.

Table A2-36
First-Class Mail -- Holiday/Season's Greeting Cards Sent by
Households -- by Age of Head of Household
Postal Fiscal Years 1987, 2008 and 2009
(Recruitment Data)

| Age | Christmas/Hanukah/New Year's Cards Per Household (Season) | | |
|---------|--|------|------|
| | 1987 | 2008 | 2009 |
| 18 - 21 | 17.6 | 26.9 | 14.9 |
| 22 - 24 | 19.7 | 17.1 | 14.8 |
| 25 - 34 | 31.9 | 29.3 | 27.5 |
| 35 - 44 | 35.2 | 36.8 | 33.7 |
| 45 - 54 | 42.0 | 32.9 | 33.7 |
| 55 - 64 | 45.4 | 34.8 | 33.2 |
| 65 - 69 | 45.9 | 39.5 | 37.1 |
| 70 - 74 | 44.9 | 40.6 | 37.2 |
| 75+ | | 40.8 | 39.2 |

Table A2-37
First-Class Mail -- Holiday/Season's Greeting Cards Sent by
Households -- by Income
Postal Fiscal Years 1987, 2008 and 2009
(Recruitment Data)

| Income | Christmas/Hanukah/New Year's Cards Per Household (Season) | | |
|-----------------|--|------|------|
| | 1987 | 2008 | 2009 |
| < \$7K | 20.6 | 16.1 | 16.7 |
| \$7K - \$9.9K | 26.7 | 21.2 | 18.7 |
| \$10K - \$14.9K | 31.6 | 20.7 | 20.4 |
| \$15K - \$19.9K | 32.4 | 23.2 | 25.8 |
| \$20K - \$24.9K | 32.5 | 25.9 | 26.3 |
| \$25K - \$29.9K | 37.7 | 29.1 | 27.0 |
| \$30K - \$34.9K | 38.9 | | |
| \$35K - \$49.9K | 44.6 | 33.2 | 29.4 |
| \$50K - \$64.9K | 50.7 | 36.5 | 32.1 |
| \$65K - \$79.9K | 61.4 | 37.8 | 37.7 |
| \$80K - \$99.9K | | 42.7 | 38.7 |
| \$100K or More | | 49.5 | 49.7 |
| Total | 38.1 | 35.7 | 33.1 |

Table A2-38
First-Class Mail -- Use of Automatic Deductions
(Percent of Households)
Postal Fiscal Years 1987, 2008 and 2009
(Recruitment Data)

| Deductions | 1987 | 2008 | 2009 |
|----------------------|-------------|-------------|-------------|
| 0 | 78.1 | 51.1 | 52.2 |
| 1 | 13.1 | 15.4 | 14.3 |
| 2 | 4.4 | 12.5 | 11.6 |
| 3 | 1.6 | 6.9 | 7.1 |
| >3 | 1.3 | 13.5 | 12.1 |
| Don't know/No answer | 0.5 | 0.5 | 1.4 |
| Total | 100.0 | 100.0 | 98.8 |

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, 2008 and 2009
(Recruitment Data)

| Number of Monthly Deductions | <Under \$7K ¹ | | | \$7K - \$9.9K ¹ | | | \$10K - \$14.9 | | | \$15K - \$19.9K | | |
|------------------------------|--------------------------|-------|-------|----------------------------|-------|-------|----------------|-------|-------|-----------------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| 0 | 89.1 | 70.4 | 74.4 | 87.0 | 72.8 | 69.4 | 87.3 | 68.4 | 64.8 | 84.3 | 60.7 | 63.4 |
| 1 | 6.4 | 10.4 | 8.8 | 7.5 | 12.9 | 13.3 | 7.9 | 13.2 | 15.8 | 9.5 | 14.1 | 14.6 |
| 2 | 1.6 | 9.5 | 7.9 | 2.3 | 5.9 | 5.8 | 2.2 | 6.1 | 7.8 | 1.3 | 11.5 | 8.0 |
| 3 | 0.3 | 5.0 | 5.8 | 1.3 | 2.2 | 8.0 | 0.8 | 3.9 | 4.3 | 1.1 | 4.4 | 6.6 |
| 4 + | 0.7 | 4.1 | 1.1 | 0.9 | 6.2 | 3.1 | 0.6 | 8.1 | 7.3 | 1.0 | 9.4 | 6.3 |
| Don't know/No answer | 1.9 | 0.7 | 2.1 | 1.0 | 0.0 | 0.5 | 1.2 | 0.2 | 0.0 | 2.8 | 0.0 | 1.1 |
| 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 | 0.6 | 1.9 | 0.2 | 0.7 | 2.0 | 0.2 | 0.9 | 2.6 | 0.2 | 1.0 | 2.3 |

| Number of Monthly Deductions | \$20K - \$24.9K | | | \$25K - \$29.9K | | | \$30K - \$34.9K | | | \$35K - \$49.9K | | |
|------------------------------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| 0 | 78.3 | 59.5 | 61.0 | 71.1 | 52.3 | 52.4 | 75.8 | 52.3 | 52.4 | 66.1 | 49.4 | 52.8 |
| 1 | 15.8 | 11.8 | 13.6 | 16.8 | 16.5 | 16.0 | 14.8 | 16.5 | 16.0 | 20.0 | 16.4 | 14.2 |
| 2 | 2.4 | 12.8 | 7.9 | 8.0 | 11.4 | 12.4 | 6.0 | 11.4 | 12.4 | 8.6 | 14.0 | 12.5 |
| 3 | 1.0 | 5.0 | 8.4 | 1.1 | 5.9 | 7.0 | 1.4 | 5.9 | 7.0 | 2.6 | 7.4 | 8.9 |
| 4 + | 1.1 | 10.9 | 8.1 | 1.1 | 13.7 | 11.6 | 1.6 | 13.7 | 11.6 | 2.2 | 12.4 | 11.3 |
| Don't know/No answer | 1.4 | 0.0 | 1.0 | 1.9 | 0.2 | 0.6 | 0.4 | 0.2 | 0.6 | 0.5 | 0.4 | 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 |
| Mean | 0.3 | 1.1 | 2.9 | 0.3 | 1.4 | 2.8 | 0.4 | 1.4 | 2.8 | 0.6 | 1.5 | 2.9 |

| Number of Monthly Deductions | \$50K - \$64.9K | | | \$65K - \$79.9K | | | \$80K - \$99.9K | | | \$100K+ | | |
|------------------------------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|---------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| 0 | 68.5 | 47.8 | 48.9 | 68.7 | 44.0 | 49.9 | 76.3 | 44.6 | 44.6 | 68.2 | 42.2 | 42.4 |
| 1 | 18.6 | 18.3 | 15.0 | 18.6 | 16.4 | 16.8 | 17.6 | 17.0 | 15.8 | 18.2 | 15.3 | 14.9 |
| 2 | 5.7 | 13.2 | 13.2 | 8.8 | 15.6 | 13.6 | 2.2 | 14.0 | 15.0 | 5.7 | 15.0 | 15.0 |
| 3 | 4.0 | 7.8 | 7.6 | 2.4 | 8.3 | 7.2 | 3.4 | 9.4 | 8.3 | 2.8 | 8.0 | 8.1 |
| 4 + | 1.9 | 12.4 | 14.5 | 1.1 | 15.2 | 11.9 | 0.5 | 14.7 | 15.1 | 3.7 | 19.1 | 18.5 |
| Don't know/No answer | 1.3 | 0.5 | 0.9 | 0.4 | 0.6 | 0.6 | 0.0 | 0.3 | 1.1 | 1.4 | 0.4 | 1.1 |
| 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 | 0.5 | 1.4 | 3.1 | 0.5 | 1.6 | 2.9 | 0.3 | 1.7 | 3.1 | 0.5 | 1.9 | 3.5 |

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: 2008/2009 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, 2008 and 2009
(Recruitment Data)

| Number of Monthly Deductions | 18-21 | | | 22-24 | | | 25-34 | | | 35-44 | | |
|------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| 0 | 89.3 | 74.4 | 46.9 | 92.0 | 51.8 | 60.4 | 75.3 | 47.8 | 50.9 | 73.5 | 51.7 | 49.0 |
| 1 | 7.7 | 5.2 | 26.3 | 5.1 | 28.8 | 15.9 | 15.5 | 20.3 | 16.7 | 16.0 | 15.3 | 15.8 |
| 2 | 2.1 | 6.9 | 6.5 | 1.2 | 7.5 | 8.4 | 5.8 | 13.9 | 12.5 | 5.4 | 14.9 | 13.5 |
| 3 | 0.0 | 5.7 | 3.0 | 0.2 | 1.3 | 6.3 | 1.5 | 7.4 | 7.4 | 1.9 | 5.9 | 6.6 |
| 4 + | 0.5 | 5.2 | 7.8 | 0.2 | 7.7 | 6.8 | 1.1 | 10.2 | 10.0 | 1.4 | 12.2 | 12.9 |
| Don't know/No answer | 0.4 | 2.6 | 9.5 | 1.3 | 2.9 | 2.1 | 0.8 | 0.4 | 2.5 | 1.8 | 0.1 | 2.2 |
| 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 | 0.2 | 0.6 | 2.6 | 0.1 | 0.9 | 2.5 | 0.4 | 1.3 | 2.8 | 0.4 | 1.4 | 3.1 |

| Number of Monthly Deductions | 45-54 | | | 55-64 | | | 65-69 | | | 70+ | 70-74 | | 75+ | |
|------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 2008 | 2009 |
| 0 | 70.9 | 51.5 | 52.2 | 79.7 | 49.0 | 54.0 | 81.6 | 52.1 | 52.2 | 88.1 | 49.5 | 52.6 | 53.4 | 55.8 |
| 1 | 18.5 | 16.3 | 16.9 | 11.2 | 16.9 | 15.3 | 10.7 | 14.4 | 11.9 | 5.7 | 14.1 | 10.8 | 11.0 | 10.6 |
| 2 | 4.1 | 13.6 | 13.1 | 5.1 | 12.9 | 11.7 | 2.7 | 13.0 | 11.0 | 2.7 | 10.0 | 12.0 | 9.2 | 9.7 |
| 3 | 2.8 | 6.4 | 6.4 | 0.8 | 8.0 | 6.6 | 2.0 | 5.4 | 9.4 | 1.6 | 9.3 | 8.9 | 7.0 | 7.9 |
| 4 + | 1.0 | 11.4 | 10.1 | 1.6 | 12.7 | 11.2 | 2.1 | 14.4 | 14.8 | 1.1 | 16.6 | 14.9 | 18.8 | 15.8 |
| Don't know/No answer | 2.7 | 0.7 | 1.3 | 1.6 | 0.4 | 1.2 | 0.9 | 0.8 | 0.7 | 0.8 | 0.5 | 0.7 | 0.5 | 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 | 100.0 | 100.0 |
| Mean | 0.4 | 1.4 | 2.7 | 0.3 | 1.5 | 3.0 | 0.4 | 1.4 | 3.3 | 0.2 | 1.7 | 3.3 | 1.7 | 3.5 |

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, 2008 and 2009
(Diary Data)

| Content | 1987 | 2008 | 2009 |
|------------------------------|-------|-------|------|
| Advertisement | 80.9 | 88.8 | 87.6 |
| Fund request | 1.2 | 1.2 | 0.9 |
| Newsletter/information/other | 10.9 | 7.9 | 1.8 |
| Don't know/No answer | 7.0 | 2.0 | 2.1 |
| Total | 100.0 | 100.0 | 92.4 |

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, 2008 and 2009
(Diary Data)

| Industry | Quarter 1 | | | Quarter 2 | | | Quarter 3 | | | Quarter 4 | | |
|---|-----------|------|------|-----------|------|------|-----------|------|------|-----------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Credit Card | 0.2 | 1.3 | 1.0 | 0.2 | 1.2 | 0.7 | 0.3 | 1.0 | 0.5 | 0.2 | 0.9 | 0.4 |
| Bank | 0.2 | 0.7 | 0.4 | 0.1 | 0.6 | 0.4 | 0.3 | 0.6 | 0.3 | 0.2 | 0.5 | 0.3 |
| Total Financial | 0.9 | 3.2 | 2.5 | 0.8 | 3.0 | 2.2 | 1.2 | 2.8 | 1.9 | 0.8 | 2.4 | 1.7 |
| Supermarkets | 0.3 | 0.1 | 0.2 | 0.3 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 |
| Department store | 1.4 | 1.2 | 1.0 | 0.8 | 0.8 | 0.7 | 1.3 | 0.9 | 0.6 | 1.1 | 0.7 | 0.6 |
| Mail order company | 1.1 | 1.9 | 1.6 | 1.4 | 1.5 | 1.1 | 1.3 | 1.3 | 1.1 | 1.3 | 1.2 | 1.1 |
| Specialty store | 0.8 | 1.7 | 1.7 | 0.7 | 1.0 | 1.1 | 0.8 | 1.2 | 1.1 | 0.7 | 1.1 | 1.0 |
| Publisher | 0.9 | 0.6 | 0.5 | 1.4 | 0.6 | 0.6 | 0.9 | 0.5 | 0.5 | 1.2 | 0.5 | 0.5 |
| Total Merchants | 4.9 | 5.8 | 5.3 | 4.8 | 4.3 | 3.9 | 5.0 | 4.3 | 3.5 | 4.8 | 4.0 | 3.4 |
| Total Services | 0.5 | 1.7 | 1.4 | 0.4 | 1.8 | 1.6 | 0.7 | 1.7 | 1.6 | 0.5 | 1.6 | 1.4 |
| Total Social/Charitable/Political/Nonprofit | 0.5 | 0.5 | 0.7 | 0.2 | 0.4 | 0.3 | 0.2 | 0.5 | 0.3 | 0.2 | 0.4 | 0.2 |
| Detached label card | 0.6 | 0.1 | 0.1 | 0.5 | 0.1 | 0.0 | 0.7 | 0.1 | 0.1 | 0.6 | 0.1 | 0.1 |
| Not from one organization | 0.6 | 1.1 | 1.1 | 0.4 | 1.1 | 1.1 | 0.4 | 1.3 | 1.1 | 0.4 | 1.2 | 1.1 |
| Total Pieces Per Household Per Week | 8.2 | 13.1 | 11.6 | 7.3 | 11.3 | 9.6 | 8.4 | 11.2 | 8.7 | 7.4 | 10.1 | 8.4 |

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, 2008 and 2009
(Diary Data)

| Addressee | Percent of Total Standard Mail | | | Pieces Per Household Per Week | | |
|------------------------------------|--------------------------------|------|------|-------------------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Addressed to specific person | 50.1 | 67.1 | 67.4 | 5.3 | 10.9 | 9.1 |
| Addressed to occupant | 22.7 | 14.8 | 16.1 | 2.4 | 2.4 | 2.2 |
| Don't know/No answer | 0.9 | 1.9 | 1.9 | 0.1 | 0.3 | 0.3 |
| Total Pieces Received by Household | 73.7 | 83.8 | 85.4 | 7.8 | 13.7 | 11.6 |

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, 2008 and 2009
(Diary Data)

| Industry | Addressed to Specific Household Members | | | Addressed To Occupant/ Resident | | | Total | | |
|---|---|------|------|---------------------------------|------|------|-------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Financial: | | | | | | | | | |
| Credit card | 97.1 | 97.9 | 96.4 | 2.0 | 1.0 | 1.0 | 100.0 | 100.0 | 100.0 |
| Bank | 89.8 | 86.9 | 83.1 | 8.7 | 7.5 | 14.2 | 100.0 | 100.0 | 100.0 |
| Securities broker | 96.8 | 95.0 | 94.1 | 2.9 | 3.4 | 4.4 | 100.0 | 100.0 | 100.0 |
| Money Market | 93.7 | 92.8 | 95.1 | 0.0 | 5.5 | 4.9 | 100.0 | 100.0 | 100.0 |
| Insurance Company | 93.2 | 88.0 | 90.6 | 5.5 | 8.8 | 5.8 | 100.0 | 100.0 | 100.0 |
| Real Estate/Mortgage | 72.8 | 86.6 | 84.6 | 26.7 | 11.7 | 14.6 | 100.0 | 100.0 | 100.0 |
| Total Financial | 92.1 | 92.3 | 91.2 | 6.8 | 5.1 | 6.1 | 100.0 | 100.0 | 100.0 |
| Merchants: | | | | | | | | | |
| Supermarkets | 11.1 | 53.1 | 49.0 | 87.7 | 46.3 | 49.7 | 100.0 | 100.0 | 100.0 |
| Department store | 68.3 | 90.5 | 90.4 | 30.9 | 9.1 | 8.9 | 100.0 | 100.0 | 100.0 |
| Mail order company | 95.8 | 96.6 | 96.6 | 3.3 | 1.6 | 1.6 | 100.0 | 100.0 | 100.0 |
| Specialty store | 56.4 | 83.2 | 84.1 | 43.0 | 16.2 | 15.3 | 100.0 | 100.0 | 100.0 |
| Publisher | 72.0 | 83.7 | 78.8 | 25.8 | 12.3 | 18.0 | 100.0 | 100.0 | 100.0 |
| Land promotion company | 92.0 | 84.4 | 84.7 | 8.0 | 15.1 | 15.3 | 100.0 | 100.0 | 100.0 |
| Online Auction | N/A | 92.2 | 89.3 | N/A | 7.8 | 10.7 | N/A | 100.0 | 100.0 |
| Restaurant | 21.3 | 21.5 | 25.4 | 77.6 | 78.3 | 74.0 | 100.0 | 100.0 | 100.0 |
| Consumer packaged goods | 86.1 | 90.2 | 94.7 | 13.5 | 7.8 | 3.9 | 100.0 | 100.0 | 100.0 |
| Auto dealers | 88.7 | 81.6 | 85.9 | 8.6 | 18.2 | 13.9 | 100.0 | 100.0 | 100.0 |
| Service stations | 56.4 | 82.1 | 82.4 | 43.6 | 17.9 | 17.1 | 100.0 | 100.0 | 100.0 |
| Mall | 19.3 | 40.6 | 67.3 | 80.7 | 59.4 | 32.7 | 100.0 | 100.0 | 100.0 |
| Other merchants | 19.4 | 82.9 | 78.3 | 83.3 | 16.2 | 18.9 | 100.0 | 100.0 | 100.0 |
| Total Merchants | 72.1 | 86.9 | 85.9 | 26.7 | 11.8 | 12.8 | 100.0 | 100.0 | 100.0 |
| Services: | | | | | | | | | |
| Telephone | 94.6 | 87.5 | 88.4 | 4.7 | 10.0 | 8.9 | 100.0 | 100.0 | 100.0 |
| Other Utilities | 90.4 | 83.5 | 81.6 | 2.4 | 14.0 | 17.2 | 100.0 | 100.0 | 100.0 |
| Medical | 77.2 | 81.2 | 80.3 | 22.7 | 18.0 | 18.8 | 100.0 | 100.0 | 100.0 |
| Other professional | 91.0 | 86.4 | 88.3 | 6.5 | 10.7 | 10.2 | 100.0 | 100.0 | 100.0 |
| Leisure service | 85.2 | 94.4 | 95.1 | 14.5 | 4.7 | 3.6 | 100.0 | 100.0 | 100.0 |
| Cable TV | 80.1 | 69.6 | 68.5 | 19.9 | 29.1 | 30.0 | 100.0 | 100.0 | 100.0 |
| Computer | 98.3 | 89.3 | 80.0 | 1.1 | 9.7 | 19.1 | 100.0 | 100.0 | 100.0 |
| Craftsman | 41.9 | 71.5 | 68.0 | 57.2 | 27.8 | 31.3 | 100.0 | 100.0 | 100.0 |
| Total Services | 81.5 | 81.7 | 80.3 | 17.5 | 16.9 | 18.2 | 100.0 | 100.0 | 100.0 |
| Federal Government | N/A | 44.5 | 75.8 | N/A | 54.8 | 20.5 | N/A | 100.0 | 100.0 |
| Nonfederal Government | 73.3 | 59.3 | 56.1 | 26.3 | 40.3 | 42.7 | 100.0 | 100.0 | 100.0 |
| Social/Charitable/Political/Nonprofit: | | | | | | | | | |
| Union or Professional Organization | 89.6 | 92.7 | 91.1 | 10.4 | 4.4 | 6.1 | 100.0 | 100.0 | 100.0 |
| Church | 79.4 | 84.6 | 82.4 | 15.9 | 15.4 | 15.6 | 100.0 | 100.0 | 100.0 |
| Veterans | N/A | 91.6 | 85.2 | N/A | 8.4 | 11.7 | N/A | 100.0 | 100.0 |
| Educational | 87.9 | 87.7 | 89.6 | 11.4 | 12.2 | 10.3 | 100.0 | 100.0 | 100.0 |
| Charities | 98.1 | 84.4 | 76.8 | 1.9 | 15.2 | 18.4 | 100.0 | 100.0 | 100.0 |
| Political Campaign | 87.3 | 85.1 | 89.7 | 12.1 | 11.7 | 10.0 | 100.0 | 100.0 | 100.0 |
| AARP | 100.0 | 93.5 | 88.5 | 0.0 | 1.0 | 1.1 | 100.0 | 100.0 | 100.0 |
| Total Social/Charitable/Political/Nonprofit | 88.3 | 88.0 | 88.6 | 10.7 | 9.5 | 9.4 | 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, 2008 and 2009
(Diary Data)

| Shape | Percent of Total Standard Mail | | | Pieces Per Household Per Week | | |
|-------------------------------------|-----------------------------------|------|------|----------------------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Letter Size Envelope | 17.3 | 29.5 | 28.3 | 1.8 | 4.1 | 3.2 |
| Larger Envelope | 12.0 | 4.4 | 3.0 | 1.3 | 0.6 | 0.3 |
| Total Envelope | 29.3 | 33.9 | 31.3 | 3.1 | 4.7 | 3.6 |
| Detached Label Card | 5.8 | 0.6 | 0.7 | 0.6 | 0.1 | 0.1 |
| Postcard | 1.8 | 2.6 | 2.2 | 0.2 | 0.4 | 0.3 |
| Catalog (not in envelope) | 14.2 | 14.4 | 14.9 | 1.5 | 2.0 | 1.7 |
| Flyers/Circulars | 20.1 | 24.9 | 29.5 | 2.1 | 3.4 | 3.3 |
| Magazines/Newsletters | 1.7 | 4.4 | 4.3 | 0.2 | 0.6 | 0.5 |
| Other/Don't Know/No answer | 1.0 | 1.4 | 1.3 | 0.1 | 0.2 | 0.1 |
| Total Pieces Received by Households | 73.8 | 82.3 | 84.1 | 7.8 | 11.4 | 9.5 |

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, 2008 and 2009
(Diary Data)

| Industry | Letter Size Envelope | | | Larger Envelope | | | Postcard | | | Catalog (not in envelope) | | |
|---|----------------------|------|------|-----------------|------|------|----------|------|------|---------------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Financial: | | | | | | | | | | | | |
| Credit card | 59.5 | 89.3 | 86.4 | 28.1 | 6.6 | 3.4 | 0.4 | 0.4 | 0.5 | 3.1 | 0.5 | 0.6 |
| Bank | 65.0 | 74.8 | 64.4 | 14.6 | 4.4 | 3.2 | 3.4 | 2.2 | 2.3 | 1.8 | 0.4 | 0.5 |
| Securities broker | 56.3 | 38.8 | 42.5 | 18.7 | 26.8 | 22.5 | 0.5 | 0.5 | 0.2 | 5.2 | 4.4 | 5.9 |
| Money Market | 66.1 | 46.2 | 40.2 | 8.3 | 25.9 | 23.9 | 0.7 | 0.0 | 1.2 | 8.5 | 4.6 | 4.9 |
| Insurance Company | 66.8 | 70.2 | 74.1 | 19.9 | 10.8 | 7.3 | 0.7 | 1.7 | 2.0 | 1.4 | 0.5 | 0.6 |
| Real Estate/Mortgage | 32.1 | 42.8 | 42.7 | 7.3 | 6.4 | 3.5 | 10.7 | 6.9 | 6.2 | 3.2 | 0.9 | 2.0 |
| Total Financial | 60.1 | 74.0 | 71.1 | 19.4 | 9.2 | 6.8 | 2.0 | 1.5 | 1.6 | 2.6 | 0.9 | 1.2 |
| Merchants: | | | | | | | | | | | | |
| Supermarkets | 4.0 | 9.7 | 4.6 | 2.7 | 3.3 | 2.6 | 0.7 | 4.9 | 4.3 | 5.2 | 6.0 | 6.9 |
| Department store | 8.8 | 12.4 | 12.7 | 3.6 | 3.3 | 2.6 | 3.3 | 6.6 | 6.6 | 40.8 | 29.4 | 26.6 |
| Mail order company | 20.8 | 12.8 | 15.7 | 22.0 | 4.2 | 2.3 | 0.8 | 0.5 | 0.9 | 48.5 | 73.2 | 71.3 |
| Specialty store | 10.5 | 7.9 | 6.8 | 6.5 | 1.3 | 1.0 | 5.1 | 4.6 | 3.2 | 26.8 | 33.9 | 36.7 |
| Publisher | 26.5 | 56.8 | 59.9 | 34.1 | 7.4 | 4.5 | 1.2 | 0.9 | 1.2 | 4.4 | 5.6 | 3.0 |
| Land promotion company | 78.1 | 19.1 | 23.6 | 4.4 | 4.5 | 6.1 | 1.3 | 12.0 | 14.4 | 3.4 | 6.8 | 2.7 |
| Online Auction | N/A | 22.0 | 27.7 | N/A | 4.8 | 6.9 | N/A | 5.8 | 5.3 | N/A | 29.9 | 25.0 |
| Restaurant | 4.5 | 3.2 | 5.5 | 1.6 | 0.3 | 0.6 | 21.8 | 8.5 | 6.1 | 2.1 | 0.5 | 0.8 |
| Consumer packaged goods | 35.1 | 34.4 | 31.9 | 16.1 | 7.9 | 3.6 | 2.2 | 3.9 | 2.1 | 5.6 | 9.0 | 14.9 |
| Auto dealers | 28.1 | 21.3 | 26.2 | 13.6 | 4.3 | 4.3 | 6.5 | 4.0 | 2.0 | 7.1 | 0.6 | 1.7 |
| Service stations | 14.2 | 16.0 | 9.3 | 0.0 | 0.7 | 0.6 | 5.9 | 5.9 | 7.7 | 0.0 | 0.3 | 0.8 |
| Mall | 0.7 | 8.5 | 0.0 | 0.0 | 3.9 | 0.0 | 0.9 | 8.6 | 4.4 | 21.6 | 3.9 | 10.0 |
| Total Merchants | 18.0 | 17.2 | 18.1 | 16.3 | 3.6 | 2.4 | 2.5 | 3.4 | 3.0 | 28.1 | 39.1 | 38.1 |
| Services: | | | | | | | | | | | | |
| Telephone | 28.9 | 52.1 | 52.6 | 42.9 | 6.6 | 3.7 | 5.2 | 2.8 | 1.8 | 6.2 | 4.4 | 3.3 |
| Other Utilities | 33.1 | 52.5 | 47.5 | 9.5 | 6.6 | 3.7 | 2.2 | 5.2 | 6.3 | 6.0 | 0.4 | 1.5 |
| Medical | 27.1 | 32.1 | 35.5 | 8.1 | 5.1 | 5.6 | 6.9 | 8.5 | 4.6 | 2.6 | 2.1 | 1.9 |
| Other professional | 48.6 | 43.7 | 50.3 | 14.0 | 6.4 | 10.4 | 1.8 | 5.0 | 5.0 | 1.9 | 2.9 | 1.2 |
| Leisure service | 41.5 | 39.2 | 25.5 | 15.9 | 5.5 | 3.2 | 4.2 | 4.6 | 6.0 | 4.1 | 9.0 | 7.9 |
| Cable TV | 15.4 | 45.1 | 54.9 | 14.4 | 2.9 | 1.5 | 7.8 | 4.8 | 1.7 | 20.6 | 1.6 | 1.1 |
| Computer | 30.7 | 14.2 | 29.2 | 27.6 | 2.8 | 2.8 | 0.0 | 2.8 | 3.3 | 16.2 | 37.9 | 14.1 |
| Craftsman | 13.2 | 22.4 | 27.9 | 9.9 | 1.8 | 0.2 | 5.9 | 9.5 | 6.2 | 0.0 | 1.4 | 0.9 |
| Total Services | 32.8 | 38.8 | 39.7 | 17.5 | 4.8 | 2.9 | 6.0 | 5.5 | 4.0 | 6.1 | 4.9 | 2.8 |
| Government: | | | | | | | | | | | | |
| Federal Government | N/A | 29.9 | 27.7 | N/A | 6.5 | 5.5 | N/A | 24.3 | 7.8 | N/A | 3.8 | 4.1 |
| Nonfederal Government | 17.5 | 23.7 | 26.2 | 9.1 | 3.4 | 2.5 | 4.0 | 3.6 | 5.3 | 10.0 | 2.7 | 3.8 |
| Social/Charitable/Political/Nonprofit: | | | | | | | | | | | | |
| Union or Professional Organization | 38.3 | 45.6 | 36.7 | 17.7 | 5.7 | 6.8 | 2.2 | 2.2 | 2.1 | 3.4 | 4.7 | 2.1 |
| Church | 36.3 | 32.6 | 34.8 | 10.1 | 6.3 | 6.5 | 3.5 | 2.9 | 10.3 | 4.3 | 6.1 | 5.5 |
| Veterans | N/A | 57.2 | 62.4 | N/A | 7.5 | 0.0 | N/A | 0.7 | 0.0 | N/A | 2.8 | 0.0 |
| Educational | 40.0 | 39.7 | 39.0 | 14.2 | 4.2 | 3.4 | 3.0 | 5.7 | 5.2 | 7.1 | 6.4 | 9.0 |
| Charities | N/A | 54.4 | 59.6 | N/A | 11.4 | 11.1 | N/A | 7.3 | 16.1 | N/A | 5.9 | 1.5 |
| Political Campaign | 33.1 | 18.6 | 10.4 | 2.7 | 1.0 | 0.8 | 8.4 | 9.0 | 5.8 | 0.4 | 0.2 | 0.4 |
| AARP | 20.9 | 74.6 | 67.4 | 57.2 | 9.6 | 9.3 | 0.0 | 0.0 | 0.0 | 8.1 | 0.7 | 1.8 |
| Total Social/Charitable/Political/Nonprofit | 37.0 | 38.3 | 31.1 | 12.4 | 4.5 | 4.1 | 4.5 | 5.5 | 4.8 | 3.3 | 2.8 | 3.1 |
| Total | 23.5 | 35.8 | 33.7 | 16.2 | 5.3 | 3.5 | 2.5 | 3.2 | 2.6 | 19.2 | 17.5 | 17.7 |

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 A3-6b
Standard Mail¹ Industry by Shape
(Percentage of Pieces Received by Households)
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Industry | Flyers/ Circulars | | | Magazines/ Newsletters | | | Other/ Don't Know | | | Total | | |
|---|----------------------|------|------|---------------------------|------|------|----------------------|------|------|-------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Financial: | | | | | | | | | | | | |
| Credit card | 8.1 | 2.8 | 8.6 | 0.0 | 0.1 | 0.1 | 0.6 | 0.3 | 0.4 | 100.0 | 100.0 | 100.0 |
| Bank | 14.3 | 16.4 | 28.0 | 0.1 | 1.0 | 1.2 | 0.7 | 0.8 | 0.4 | 100.0 | 100.0 | 100.0 |
| Securities broker | 16.6 | 12.9 | 13.4 | 1.6 | 11.8 | 10.5 | 1.1 | 4.7 | 5.1 | 100.0 | 100.0 | 100.0 |
| Money Market | 14.6 | 10.6 | 14.8 | 0.0 | 10.5 | 11.5 | 1.8 | 2.2 | 3.5 | 100.0 | 100.0 | 100.0 |
| Insurance Company | 10.2 | 12.9 | 13.2 | 0.5 | 2.8 | 2.3 | 0.5 | 1.1 | 0.6 | 100.0 | 100.0 | 100.0 |
| Real Estate/Mortgage | 44.9 | 39.7 | 43.5 | 1.4 | 2.3 | 1.7 | 0.5 | 0.9 | 0.5 | 100.0 | 100.0 | 100.0 |
| Total Financial | 14.7 | 11.0 | 16.0 | 0.5 | 2.3 | 2.4 | 0.8 | 1.1 | 1.0 | 100.0 | 100.0 | 100.0 |
| Merchants: | | | | | | | | | | | | |
| Supermarkets | 85.7 | 66.6 | 72.0 | 0.8 | 8.7 | 8.6 | 0.7 | 0.9 | 1.1 | 100.0 | 100.0 | 100.0 |
| Department store | 42.5 | 42.8 | 45.1 | 0.3 | 3.0 | 2.6 | 0.6 | 2.5 | 3.7 | 100.0 | 100.0 | 100.0 |
| Mail order company | 7.0 | 4.3 | 6.0 | 0.2 | 1.8 | 0.9 | 0.8 | 3.2 | 2.9 | 100.0 | 100.0 | 100.0 |
| Specialty store | 49.8 | 49.2 | 49.5 | 0.3 | 1.7 | 1.5 | 0.7 | 1.4 | 1.4 | 100.0 | 100.0 | 100.0 |
| Publisher | 20.4 | 8.5 | 7.0 | 12.1 | 17.9 | 23.1 | 1.2 | 2.7 | 1.3 | 100.0 | 100.0 | 100.0 |
| Land promotion company | 12.7 | 42.2 | 50.7 | 0.0 | 4.4 | 0.9 | 0.0 | 11.1 | 1.5 | 100.0 | 100.0 | 100.0 |
| Online Auction | N/A | 34.2 | 27.4 | N/A | 3.3 | 5.5 | N/A | 0.0 | 2.1 | N/A | 100.0 | 100.0 |
| Restaurant | 70.0 | 86.0 | 84.9 | 0.0 | 0.9 | 0.6 | 0.0 | 0.4 | 1.4 | 100.0 | 100.0 | 100.0 |
| Consumer packaged goods | 38.0 | 36.5 | 40.2 | 1.8 | 5.7 | 5.0 | 1.2 | 2.5 | 2.4 | 100.0 | 100.0 | 100.0 |
| Auto dealers | 42.7 | 67.7 | 62.8 | 1.8 | 1.6 | 1.4 | 0.2 | 0.5 | 1.6 | 100.0 | 100.0 | 100.0 |
| Service stations | 79.9 | 74.7 | 81.3 | 0.0 | 1.4 | 0.2 | 0.0 | 0.9 | 0.0 | 100.0 | 100.0 | 100.0 |
| Mall | 75.9 | 75.1 | 79.7 | 1.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.9 | 100.0 | 100.0 | 100.0 |
| Total Merchants | 31.3 | 30.2 | 31.7 | 2.9 | 4.2 | 4.6 | 0.9 | 2.3 | 2.3 | 100.0 | 100.0 | 100.0 |
| Services: | | | | | | | | | | | | |
| Telephone | 14.3 | 32.3 | 36.8 | 1.3 | 0.9 | 0.7 | 1.3 | 1.0 | 1.2 | 100.0 | 100.0 | 100.0 |
| Other Utilities | 29.3 | 28.0 | 33.4 | 5.0 | 6.0 | 7.1 | 14.7 | 1.3 | 0.5 | 100.0 | 100.0 | 100.0 |
| Medical | 50.5 | 43.6 | 45.2 | 4.4 | 7.3 | 6.3 | 0.5 | 1.2 | 1.0 | 100.0 | 100.0 | 100.0 |
| Other professional | 31.5 | 32.1 | 28.0 | 2.2 | 8.9 | 4.0 | 0.0 | 1.1 | 1.0 | 100.0 | 100.0 | 100.0 |
| Leisure service | 33.1 | 36.2 | 52.2 | 0.8 | 3.9 | 3.8 | 0.4 | 1.6 | 1.5 | 100.0 | 100.0 | 100.0 |
| Cable TV | 36.0 | 43.6 | 39.6 | 3.9 | 1.3 | 0.7 | 1.9 | 0.7 | 0.5 | 100.0 | 100.0 | 100.0 |
| Computer | 24.9 | 37.6 | 47.9 | 0.7 | 2.9 | 0.6 | 0.0 | 1.8 | 2.2 | 100.0 | 100.0 | 100.0 |
| Craftsman | 70.4 | 63.8 | 64.0 | 0.6 | 0.6 | 0.6 | 0.0 | 0.6 | 0.2 | 100.0 | 100.0 | 100.0 |
| Total Services | 34.3 | 41.9 | 47.3 | 2.0 | 2.9 | 2.3 | 1.3 | 1.1 | 0.8 | 100.0 | 100.0 | 100.0 |
| Government: | | | | | | | | | | | | |
| Federal Government | N/A | 28.9 | 41.5 | N/A | 4.5 | 11.7 | N/A | 2.2 | 1.6 | N/A | 100.0 | 100.0 |
| Nonfederal Government | 55.8 | 41.5 | 35.9 | 2.2 | 22.6 | 23.3 | 1.3 | 2.5 | 3.1 | 100.0 | 100.0 | 100.0 |
| Social/Charitable/Political/Nonprofit: | | | | | | | | | | | | |
| Union or Professional Organization | 35.6 | 21.4 | 24.2 | 2.8 | 19.3 | 27.5 | 0.0 | 1.1 | 0.6 | 100.0 | 100.0 | 100.0 |
| Church | 38.5 | 37.1 | 25.3 | 1.0 | 14.7 | 15.0 | 0.3 | 0.3 | 2.6 | 100.0 | 100.0 | 100.0 |
| Veterans | N/A | 20.9 | 11.8 | N/A | 10.9 | 24.5 | N/A | 0.0 | 1.3 | N/A | 100.0 | 100.0 |
| Educational | 33.7 | 33.7 | 35.8 | 1.4 | 9.1 | 6.4 | 0.6 | 1.2 | 1.1 | 100.0 | 100.0 | 100.0 |
| Charities | N/A | 12.2 | 7.5 | N/A | 6.7 | 1.3 | N/A | 2.1 | 2.9 | N/A | 100.0 | 100.0 |
| Political Campaign | 54.0 | 69.9 | 80.3 | 1.3 | 1.1 | 1.7 | 0.2 | 0.2 | 0.5 | 100.0 | 100.0 | 100.0 |
| AARP | 6.7 | 11.8 | 16.1 | 7.0 | 2.7 | 3.8 | 0.0 | 0.7 | 1.6 | 100.0 | 100.0 | 100.0 |
| Total Social/Charitable/Political/Nonprofit | 39.8 | 41.6 | 48.4 | 2.4 | 6.4 | 7.5 | 0.4 | 0.8 | 1.0 | 100.0 | 100.0 | 100.0 |
| Total | 27.2 | 30.2 | 35.0 | 2.3 | 5.4 | 5.1 | 1.3 | 2.5 | 2.3 | 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, 2008 and 2009
(Diary Data)

| Industry | Letter Size Envelope | | | Larger Envelope | | | Postcards | | |
|---|----------------------|-------|------|-----------------|-------|------|-----------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Financial: | | | | | | | | | |
| Credit card | 7.5 | 24.3 | 17.3 | 5.1 | 12.2 | 6.5 | 0.5 | 1.2 | 1.3 |
| Bank | 6.9 | 11.1 | 7.5 | 2.3 | 4.4 | 3.6 | 3.4 | 3.7 | 3.5 |
| Securities broker | 2.7 | 2.4 | 2.7 | 1.3 | 11.3 | 13.8 | 0.2 | 0.4 | 0.2 |
| Money Market | 0.4 | 0.3 | 0.3 | 0.1 | 1.2 | 1.5 | 0.0 | 0.0 | 0.1 |
| Insurance Company | 10.8 | 11.7 | 16.2 | 4.7 | 12.2 | 15.2 | 1.0 | 3.1 | 5.6 |
| Real Estate/Mortgage | 1.4 | 1.4 | 1.1 | 0.5 | 1.4 | 0.9 | 4.4 | 2.6 | 2.1 |
| Other Financial | 0.6 | 0.5 | 0.4 | 0.3 | 0.9 | 0.4 | 0.0 | 0.4 | 0.2 |
| Total Financial | 30.3 | 51.8 | 45.6 | 14.3 | 43.6 | 41.8 | 8.5 | 11.3 | 13.0 |
| Merchants: | | | | | | | | | |
| Supermarkets | 0.5 | 0.3 | 0.2 | 0.5 | 0.7 | 1.0 | 0.9 | 1.8 | 2.2 |
| Department store | 5.6 | 2.7 | 2.8 | 3.3 | 4.8 | 5.6 | 19.7 | 15.8 | 18.8 |
| Mail order company | 14.4 | 4.6 | 6.0 | 22.1 | 10.1 | 8.2 | 5.2 | 1.8 | 4.4 |
| Specialty store | 4.1 | 2.4 | 2.5 | 3.7 | 2.7 | 3.5 | 19.0 | 15.5 | 15.1 |
| Publisher | 15.5 | 8.0 | 9.8 | 28.9 | 7.0 | 7.0 | 6.4 | 1.5 | 2.6 |
| Land promotion company | 1.9 | 0.1 | 0.1 | 0.2 | 0.1 | 0.2 | 0.3 | 0.5 | 0.5 |
| Online Auction | N/A | 0.0 | 0.1 | N/A | 0.0 | 0.2 | N/A | 0.1 | 0.2 |
| Restaurant | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.2 | 6.1 | 1.9 | 2.1 |
| Consumer packaged goods | 2.4 | 2.1 | 2.4 | 1.6 | 3.2 | 2.6 | 1.4 | 2.6 | 2.0 |
| Auto dealers | 0.7 | 0.7 | 0.6 | 0.5 | 1.0 | 1.0 | 1.4 | 1.5 | 0.6 |
| Service stations | 0.1 | 0.2 | 0.1 | 0.0 | 0.1 | 0.1 | 0.3 | 0.8 | 1.6 |
| Mall | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 |
| Other merchants | 2.7 | 0.5 | 0.5 | 2.2 | 0.9 | 1.7 | 1.9 | 2.1 | 1.7 |
| Total Merchants | 48.0 | 21.6 | 25.2 | 63.1 | 30.7 | 31.0 | 62.7 | 45.9 | 51.9 |
| Services: | | | | | | | | | |
| Telephone | 1.0 | 3.2 | 4.0 | 2.1 | 2.7 | 2.7 | 1.7 | 1.9 | 1.8 |
| Other Utilities | 0.3 | 0.9 | 0.9 | 0.1 | 0.8 | 0.6 | 0.2 | 1.0 | 1.5 |
| Medical | 1.1 | 1.6 | 2.1 | 0.5 | 1.7 | 3.2 | 2.5 | 4.7 | 3.5 |
| Other professional | 0.8 | 0.4 | 0.4 | 0.3 | 0.4 | 0.8 | 0.3 | 0.5 | 0.5 |
| Leisure service | 2.9 | 3.3 | 1.9 | 1.6 | 3.1 | 2.3 | 2.7 | 4.3 | 5.6 |
| Cable TV | 0.6 | 3.4 | 5.2 | 0.8 | 1.5 | 1.4 | 2.9 | 4.0 | 2.0 |
| Computer | 0.3 | 0.2 | 0.3 | 0.4 | 0.3 | 0.3 | 0.0 | 0.5 | 0.4 |
| Craftsman | 0.1 | 0.4 | 0.6 | 0.1 | 0.2 | 0.0 | 0.4 | 1.8 | 1.7 |
| Other services | 2.3 | 2.6 | 3.2 | 1.4 | 2.8 | 1.8 | 5.4 | 5.9 | 5.5 |
| Total Services | 9.4 | 16.0 | 18.5 | 7.3 | 13.6 | 13.0 | 16.1 | 24.8 | 22.5 |
| Federal Government | N/A | 0.8 | 0.5 | N/A | 1.2 | 0.9 | N/A | 7.5 | 1.6 |
| Nonfederal Government | 0.7 | 0.6 | 0.6 | 0.6 | 0.5 | 0.6 | 1.6 | 0.9 | 1.6 |
| Social/Charitable/Political/Nonprofit: | | | | | | | | | |
| Union/professional | 0.6 | 0.5 | 0.4 | 0.4 | 0.4 | 0.7 | 0.3 | 0.3 | 0.3 |
| Church | 0.3 | 0.2 | 0.2 | 0.1 | 0.3 | 0.3 | 0.3 | 0.2 | 0.6 |
| Veterans | N/A | 0.1 | 0.1 | N/A | 0.1 | 0.0 | N/A | 0.0 | 0.0 |
| Educational | 1.2 | 1.0 | 1.1 | 0.6 | 0.7 | 0.9 | 0.8 | 1.6 | 1.8 |
| Charities | N/A | 0.3 | 0.2 | N/A | 0.4 | 0.4 | N/A | 0.4 | 0.8 |
| Political | 1.6 | 0.8 | 0.4 | 0.2 | 0.3 | 0.3 | 3.7 | 4.4 | 3.0 |
| AARP | 0.1 | 1.3 | 0.6 | 0.5 | 1.1 | 0.8 | 0.0 | 0.0 | 0.0 |
| Other Social/Charitable/Political/Nonprofit | 1.1 | 0.4 | 0.6 | 0.6 | 0.4 | 1.1 | 0.5 | 0.4 | 0.5 |
| Total Social/Charitable/Political/Nonprofit | 4.9 | 4.6 | 3.5 | 2.4 | 3.7 | 4.5 | 5.6 | 7.3 | 7.0 |
| Not from one organization | 4.3 | 4.2 | 4.9 | 10.9 | 6.4 | 6.9 | 2.9 | 1.7 | 1.7 |
| Don't know/No answer | 2.4 | 0.5 | 0.7 | 1.4 | 0.3 | 1.2 | 1.6 | 0.5 | 0.6 |
| Total | 100.0 | 100.0 | 99.6 | 100.0 | 100.0 | 99.9 | 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, 2008 and 2009
(Diary Data)

| Industry | Catalog (not in envelope) | | | Flyers/ Circulars | | | Magazines/ Newsletters | | |
|---|------------------------------|-------|-------|----------------------|-------|------|---------------------------|-------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Financial: | | | | | | | | | |
| Credit card | 0.5 | 0.3 | 0.2 | 0.9 | 0.9 | 1.7 | 0.0 | 0.1 | 0.2 |
| Bank | 0.2 | 0.1 | 0.1 | 1.3 | 2.9 | 3.2 | 0.1 | 1.0 | 0.9 |
| Securities broker | 0.3 | 0.6 | 0.7 | 0.7 | 1.0 | 0.8 | 0.8 | 4.9 | 4.5 |
| Money Market | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.5 | 0.5 |
| Insurance Company | 0.3 | 0.2 | 0.2 | 1.4 | 2.5 | 2.8 | 0.8 | 3.1 | 3.3 |
| Real Estate/Mortgage | 0.2 | 0.1 | 0.1 | 1.7 | 1.6 | 1.1 | 0.6 | 0.5 | 0.3 |
| Other Financial | 0.0 | 0.1 | 0.0 | 0.3 | 0.2 | 0.2 | 0.2 | 0.4 | 0.4 |
| Total Financial | 1.6 | 1.3 | 1.5 | 6.4 | 9.2 | 9.9 | 2.5 | 10.5 | 10.2 |
| Merchants: | | | | | | | | | |
| Supermarkets | 0.9 | 0.4 | 0.5 | 10.0 | 2.6 | 2.8 | 1.1 | 1.9 | 2.3 |
| Department store | 31.9 | 12.9 | 11.3 | 23.4 | 10.9 | 9.7 | 2.1 | 4.3 | 3.8 |
| Mail order company | 41.0 | 53.4 | 51.7 | 4.2 | 1.8 | 2.2 | 1.4 | 4.4 | 2.3 |
| Specialty store | 12.9 | 21.0 | 26.2 | 17.0 | 17.7 | 17.8 | 1.4 | 3.3 | 3.7 |
| Publisher | 3.2 | 1.6 | 0.9 | 10.3 | 1.4 | 1.1 | 71.9 | 16.7 | 25.1 |
| Land promotion company | 0.1 | 0.1 | 0.0 | 0.3 | 0.2 | 0.1 | 0.0 | 0.1 | 0.0 |
| Online Auction | N/A | 0.1 | 0.1 | N/A | 0.1 | 0.1 | N/A | 0.0 | 0.1 |
| Restaurant | 0.1 | 0.0 | 0.0 | 1.8 | 2.0 | 2.2 | 0.0 | 0.1 | 0.1 |
| Consumer packaged goods | 0.5 | 1.1 | 2.1 | 2.2 | 2.6 | 2.9 | 1.3 | 2.3 | 2.5 |
| Auto dealers | 0.2 | 0.0 | 0.1 | 0.9 | 2.7 | 1.5 | 0.4 | 0.4 | 0.2 |
| Service stations | 0.0 | 0.0 | 0.0 | 0.4 | 1.1 | 1.3 | 0.0 | 0.1 | 0.0 |
| Mall | 0.2 | 0.0 | 0.0 | 0.4 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 |
| Other merchants | 0.9 | 0.3 | 0.3 | 1.4 | 0.7 | 0.8 | 0.0 | 0.4 | 0.6 |
| Total Merchants | 91.9 | 91.0 | 93.3 | 72.3 | 43.9 | 42.5 | 79.7 | 34.0 | 40.8 |
| Services: | | | | | | | | | |
| Telephone | 0.3 | 0.5 | 0.5 | 0.4 | 2.4 | 2.7 | 0.4 | 0.4 | 0.3 |
| Other Utilities | 0.1 | 0.0 | 0.1 | 0.2 | 0.6 | 0.6 | 0.4 | 0.7 | 0.9 |
| Medical | 0.1 | 0.2 | 0.2 | 1.7 | 2.6 | 2.6 | 1.7 | 2.4 | 2.5 |
| Other professional | 0.0 | 0.1 | 0.0 | 0.5 | 0.4 | 0.2 | 0.4 | 0.5 | 0.2 |
| Leisure service | 0.3 | 1.5 | 1.1 | 2.0 | 3.6 | 3.7 | 0.6 | 2.2 | 1.9 |
| Cable TV | 1.0 | 0.2 | 0.2 | 1.2 | 3.9 | 3.6 | 1.6 | 0.7 | 0.4 |
| Computer | 0.2 | 1.3 | 0.3 | 0.2 | 0.7 | 0.5 | 0.1 | 0.3 | 0.0 |
| Craftsman | 0.0 | 0.0 | 0.0 | 0.5 | 1.3 | 1.3 | 0.0 | 0.1 | 0.1 |
| Other services | 0.2 | 0.3 | 0.1 | 1.8 | 4.4 | 4.9 | 0.8 | 0.8 | 0.9 |
| Total Services | 2.2 | 4.2 | 2.5 | 8.5 | 19.7 | 20.1 | 6.0 | 8.1 | 7.2 |
| Federal Government | N/A | 0.2 | 0.1 | N/A | 1.0 | 0.7 | N/A | 0.8 | 1.3 |
| Nonfederal Government | 0.5 | 0.1 | 0.2 | 2.0 | 1.1 | 0.8 | 1.0 | 3.5 | 3.8 |
| Social/Charitable/Political/Nonprofit: | | | | | | | | | |
| Union/professional | 0.1 | 0.1 | 0.0 | 0.4 | 0.3 | 0.3 | 0.4 | 1.5 | 2.0 |
| Church | 0.0 | 0.1 | 0.0 | 0.3 | 0.3 | 0.1 | 0.7 | 0.6 | 0.4 |
| Veterans | N/A | 0.0 | 0.0 | N/A | 0.0 | 0.0 | N/A | 0.1 | 0.3 |
| Educational | 0.3 | 0.3 | 0.5 | 0.9 | 1.0 | 0.9 | 0.4 | 1.5 | 1.2 |
| Charities | N/A | 0.1 | 0.0 | N/A | 0.1 | 0.0 | N/A | 0.2 | 0.0 |
| Political | 0.0 | 0.0 | 0.0 | 2.2 | 3.7 | 3.1 | 0.6 | 0.3 | 0.4 |
| AARP | 0.1 | 0.0 | 0.0 | 0.0 | 0.2 | 0.1 | 0.4 | 0.3 | 0.2 |
| Other Social/Charitable/Political/Nonprofit | 0.0 | 0.1 | 0.0 | 0.7 | 0.3 | 0.7 | 0.8 | 0.5 | 1.1 |
| Total Social/Charitable/Political/Nonprofit | 0.5 | 0.7 | 0.7 | 4.5 | 5.9 | 5.3 | 3.3 | 5.1 | 5.7 |
| Not from one organization | 1.9 | 2.2 | 1.3 | 4.9 | 19.1 | 20.4 | 6.0 | 37.7 | 30.3 |
| Don't know/No answer | 1.4 | 0.2 | 0.4 | 1.4 | 0.1 | 0.2 | 1.5 | 0.3 | 0.8 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 99.9 | 100.0 | 100.0 | 99.9 |

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, 2008 and 2009
(Diary Data)

| Shape | Specific Household Member | | | Occupant/Resident | | | No Answer | | | Total | | |
|---------------------------|---------------------------|------|------|-------------------|------|------|-----------|------|------|-------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Letter size envelope | 89.5 | 88.8 | 88.2 | 8.6 | 7.1 | 7.8 | 1.9 | 4.1 | 4.0 | 100.0 | 100.0 | 100.0 |
| Larger envelope | 87.2 | 91.7 | 90.2 | 11.1 | 7.5 | 8.7 | 1.7 | 0.8 | 1.1 | 100.0 | 100.0 | 100.0 |
| Detached label card | 5.5 | 10.6 | 14.9 | 94.4 | 89.2 | 84.9 | 0.1 | 0.1 | 0.1 | 100.0 | 100.0 | 100.0 |
| Postcard | 65.4 | 69.1 | 74.2 | 34.4 | 30.8 | 24.8 | 0.2 | 0.1 | 1.0 | 100.0 | 100.0 | 100.0 |
| Catalog (not in envelope) | 84.0 | 94.9 | 95.6 | 15.6 | 4.5 | 4.0 | 0.4 | 0.7 | 0.4 | 100.0 | 100.0 | 100.0 |
| Flyers/Circulars | 47.8 | 62.8 | 61.9 | 51.5 | 36.7 | 37.6 | 0.7 | 0.5 | 0.5 | 100.0 | 100.0 | 100.0 |
| Magazines/Newsletters | 37.6 | 50.7 | 48.0 | 58.5 | 48.6 | 51.2 | 3.9 | 0.7 | 0.8 | 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, 2008 and 2009
(Diary Data)

| Income | 1987 | 2008 | 2009 |
|---------------------------------------|-------------|-------------|-------------|
| < \$7K | 3.8 | 4.5 | 3.1 |
| \$ 7K - \$9.9K | 5.2 | 4.9 | 5.4 |
| \$ 10K - \$14.9K | 5.8 | 7.0 | 5.3 |
| \$ 15K - \$19.9K | 6.5 | 7.0 | 5.6 |
| \$ 20K - \$24.9K | 6.6 | 7.6 | 7.0 |
| \$ 25K - \$29.9K | 7.9 | 7.8 | 7.2 |
| \$ 30K - \$34.9K | 8.7 | | |
| \$ 35K - \$49.9K | 9.5 | 9.6 | 7.9 |
| \$ 50K - \$64.9K | 10.9 | 10.8 | 9.5 |
| \$ 65K - Over | 14.8 | 14.7 | 12.1 |
| Age of Head of Household | 1987 | 2008 | 2009 |
| 18 - 24 | 3.3 | 6.2 | 4.6 |
| 25 - 34 | 6.6 | 9.7 | 7.8 |
| 35 - 44 | 8.3 | 11.8 | 9.6 |
| 45 - 54 | 8.9 | 12.4 | 10.2 |
| 55 - 64 | 9.8 | 12.9 | 11.0 |
| 65 - 69 | 8.2 | 12.9 | 11.5 |
| 70-74 | 7.6 | 11.3 | 10.8 |
| 75+ | | 10.8 | 9.2 |
| Education of Head of Household | 1987 | 2008 | 2009 |
| < 8th grade | 5.0 | 8.3 | 5.2 |
| Some High School | 5.6 | 7.4 | 6.3 |
| High School | 7.0 | 10.1 | 8.7 |
| Some College | 7.9 | 11.1 | 9.4 |
| Technical School | 7.8 | 11.3 | 9.7 |
| College | 9.9 | 13.3 | 11.2 |
| Post graduate | 11.8 | 16.3 | 12.8 |
| Type of Household | 1987 | 2008 | 2009 |
| One-person household | 5.5 | 8.4 | 7.2 |
| Male | 4.7 | 7.4 | 6.5 |
| Female | 5.8 | 8.8 | 7.6 |
| More than one adult without children | 8.9 | 12.3 | 10.4 |
| One-earner | 9.0 | 12.1 | 9.9 |
| Two-earner | 8.9 | 12.1 | 10.8 |
| More than one adult with children | 8.2 | 12.0 | 10.1 |
| One-earner | 7.9 | 10.7 | 9.7 |
| Two-earner | 8.6 | 12.8 | 10.9 |

| Employment of Head of Household | 1987 | 2008 | 2009 |
|--|-------------|-------------|-------------|
| White collar professional | 8.2 | 13.7 | 11.2 |
| White collar sales/clerical | 6.8 | 10.6 | 8.8 |
| Blue collar craftsmen/mechanic | 5.4 | 10.6 | 9.2 |
| Service Worker | 5.2 | 10.9 | 6.9 |
| Other employed | 4.6 | 9.2 | 8.3 |
| Homemaker | 7.3 | 9.0 | 6.9 |
| Student | 8.0 | 6.0 | 5.0 |
| Retired | 6.8 | 11.8 | 10.2 |
| Other not employed | 2.5 | 11.1 | 7.1 |
| Type of Dwelling | 1987 | 2008 | 2009 |
| Single-family house | 9.0 | 12.3 | 10.6 |
| Multi-family unit | 4.5 | 8.6 | 6.6 |
| Mobile home | 5.5 | 7.2 | 6.5 |
| Number of Adults | 1987 | 2008 | 2009 |
| 1 | 5.2 | 8.5 | 7.1 |
| 2 | 8.3 | 12.0 | 10.3 |
| 3 | 9.0 | 12.5 | 10.3 |
| 4+ | 9.0 | 13.7 | 10.7 |

Note: 2008/2009 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, 2008 and 2009
(Recruitment and Diary Data)

| Mail Order Purchases | First-Class | | | Standard Mail (Including Nonprofit Mail) | | |
|----------------------|-------------|------|------|---|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| 0 | 7.0 | 9.0 | 8.5 | 7.5 | 12.5 | 11.0 |
| 1 | 8.7 | 9.7 | 8.4 | 9.5 | 13.3 | 10.6 |
| 2 | 8.2 | 9.7 | 9.0 | 9.5 | 14.7 | 12.3 |
| 3 - 5 | 9.5 | 10.3 | 9.3 | 10.8 | 16.2 | 12.7 |
| 6 - 10 | 11.3 | 11.2 | 10.2 | 13.8 | 17.6 | 14.6 |
| 11 + | 12.3 | 12.1 | 10.5 | 15.2 | 19.6 | 16.6 |

Table A3-11
Standard Mail by Familiarity With Institution
(Percentage of Mail Pieces Received by Households)
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Familiarity | 1987 | 2008 | 2009 |
|----------------------|-------------|-------------|-------------|
| Previous customer | 47.5 | 55.6 | 56.9 |
| Organization known | 17.4 | 22.4 | 20.4 |
| Organization unknown | 18.1 | 12.1 | 11.2 |
| Don't know/No answer | 17.1 | 9.9 | 11.5 |
| 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, 2008 and 2009
(Diary Data)

| Industry | Previous Customer | | | Organization Known | | | Organization Unknown | | | Don't Know/ No Answer | | | Total | | |
|-------------------------|-------------------|------|------|--------------------|------|------|----------------------|------|------|-----------------------|------|------|-------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Financial: | | | | | | | | | | | | | | | |
| Credit card | 52.4 | 50.4 | 57.5 | 19.9 | 40.6 | 28.5 | 17.7 | 5.4 | 5.0 | 10.0 | 3.6 | 9.0 | 100.0 | 100.0 | 100.0 |
| Bank | 43.6 | 51.2 | 55.2 | 17.3 | 19.2 | 20.0 | 23.1 | 15.4 | 12.6 | 16.0 | 14.2 | 12.1 | 100.0 | 100.0 | 100.0 |
| Securities broker | 49.5 | 73.6 | 83.1 | 13.5 | 7.0 | 3.8 | 25.7 | 10.0 | 5.0 | 11.3 | 9.5 | 8.1 | 100.0 | 100.0 | 100.0 |
| Money Market | 55.3 | 72.2 | 76.3 | 13.3 | 9.3 | 6.2 | 15.9 | 10.6 | 12.4 | 15.5 | 7.9 | 5.1 | 100.0 | 100.0 | 100.0 |
| Insurance Company | 33.6 | 33.6 | 33.4 | 21.8 | 38.7 | 37.9 | 32.3 | 17.2 | 15.4 | 12.3 | 10.5 | 13.3 | 100.0 | 100.0 | 100.0 |
| Real Estate/Mortgage | 13.3 | 24.9 | 26.8 | 41.1 | 26.4 | 28.6 | 32.6 | 38.5 | 37.5 | 13.0 | 10.3 | 7.1 | 100.0 | 100.0 | 100.0 |
| Total Financial | 40.5 | 47.5 | 50.2 | 21.3 | 31.3 | 27.3 | 25.7 | 12.8 | 11.7 | 12.5 | 8.4 | 10.8 | 100.0 | 100.0 | 100.0 |
| Merchants: | | | | | | | | | | | | | | | |
| Supermarkets | 60.1 | 74.7 | 80.1 | 15.2 | 13.7 | 9.5 | 5.4 | 4.4 | 2.5 | 19.3 | 7.2 | 8.0 | 100.0 | 100.0 | 100.0 |
| Department store | 75.2 | 85.6 | 86.4 | 9.1 | 4.9 | 4.4 | 4.3 | 1.9 | 1.2 | 11.4 | 7.6 | 8.0 | 100.0 | 100.0 | 100.0 |
| Mail order company | 50.8 | 57.9 | 59.1 | 17.3 | 16.5 | 16.2 | 22.4 | 13.2 | 12.6 | 9.4 | 12.5 | 12.2 | 100.0 | 100.0 | 100.0 |
| Specialty store | 50.5 | 73.4 | 74.0 | 20.0 | 12.3 | 11.9 | 17.2 | 6.1 | 5.2 | 12.4 | 8.2 | 8.9 | 100.0 | 100.0 | 100.0 |
| Publisher | 40.9 | 52.3 | 52.4 | 18.6 | 21.7 | 19.0 | 14.3 | 10.2 | 9.5 | 26.2 | 15.8 | 19.0 | 100.0 | 100.0 | 100.0 |
| Land promotion company | 3.0 | 18.6 | 11.5 | 15.4 | 25.7 | 22.3 | 70.4 | 49.0 | 45.5 | 11.2 | 6.7 | 20.7 | 100.0 | 100.0 | 100.0 |
| Online Auction | N/A | 71.3 | 57.4 | N/A | 11.2 | 20.2 | N/A | 5.9 | 20.1 | N/A | 11.6 | 2.2 | N/A | 100.0 | 100.0 |
| Restaurant | 50.2 | 50.8 | 54.6 | 20.2 | 19.3 | 22.0 | 13.4 | 15.7 | 15.2 | 16.2 | 14.2 | 8.1 | 100.0 | 100.0 | 100.0 |
| Consumer packaged goods | 55.7 | 49.7 | 60.2 | 20.5 | 23.6 | 20.0 | 11.7 | 15.6 | 9.1 | 12.1 | 11.1 | 10.8 | 100.0 | 100.0 | 100.0 |
| Auto dealers | 48.2 | 31.5 | 38.7 | 27.1 | 37.5 | 38.8 | 12.5 | 22.8 | 13.8 | 12.2 | 8.2 | 8.7 | 100.0 | 100.0 | 100.0 |
| Service stations | 23.6 | 59.8 | 62.4 | 34.1 | 17.2 | 20.6 | 24.7 | 11.9 | 9.3 | 17.6 | 11.0 | 7.7 | 100.0 | 100.0 | 100.0 |
| Mall | 39.8 | 37.9 | 66.4 | 2.5 | 4.7 | 18.3 | 0.4 | 3.9 | 0.0 | 57.3 | 53.5 | 15.3 | 100.0 | 100.0 | 100.0 |
| Total Merchants | 54.0 | 65.8 | 67.3 | 16.1 | 14.4 | 13.6 | 14.7 | 9.2 | 8.0 | 15.2 | 10.6 | 11.1 | 100.0 | 100.0 | 100.0 |
| Services: | | | | | | | | | | | | | | | |
| Telephone | 65.1 | 64.6 | 62.7 | 17.1 | 24.4 | 23.7 | 5.9 | 2.3 | 2.5 | 11.9 | 8.7 | 11.0 | 100.0 | 100.0 | 100.0 |
| Other Utilities | 70.9 | 71.4 | 71.9 | 5.8 | 9.4 | 14.0 | 7.9 | 10.5 | 6.6 | 15.4 | 8.6 | 7.5 | 100.0 | 100.0 | 100.0 |
| Medical | 35.0 | 36.4 | 34.8 | 19.5 | 19.2 | 19.4 | 34.4 | 34.5 | 35.5 | 11.2 | 9.9 | 10.3 | 100.0 | 100.0 | 100.0 |
| Other professional | 43.9 | 28.8 | 35.5 | 13.9 | 21.5 | 18.7 | 31.2 | 41.7 | 39.1 | 11.0 | 8.0 | 6.7 | 100.0 | 100.0 | 100.0 |
| Leisure service | 33.7 | 60.7 | 60.9 | 21.2 | 21.4 | 16.0 | 31.0 | 10.9 | 11.6 | 14.1 | 7.0 | 11.5 | 100.0 | 100.0 | 100.0 |
| Cable TV | 65.4 | 49.8 | 45.9 | 17.7 | 38.8 | 40.2 | 6.1 | 3.4 | 4.3 | 10.8 | 8.0 | 9.6 | 100.0 | 100.0 | 100.0 |
| Computer | 42.7 | 60.1 | 53.3 | 26.7 | 27.7 | 25.3 | 22.7 | 5.0 | 12.8 | 8.0 | 7.2 | 8.6 | 100.0 | 100.0 | 100.0 |
| Craftsman | 7.7 | 11.2 | 10.1 | 32.1 | 27.1 | 23.7 | 47.7 | 53.1 | 50.7 | 12.5 | 8.6 | 15.5 | 100.0 | 100.0 | 100.0 |
| Total Services | 41.6 | 48.5 | 46.0 | 20.0 | 26.1 | 26.1 | 24.9 | 16.7 | 16.9 | 13.5 | 8.7 | 10.9 | 100.0 | 100.0 | 100.0 |
| Nonfederal Government | 47.8 | 58.3 | 53.7 | 26.5 | 19.6 | 23.4 | 8.9 | 5.4 | 7.5 | 16.9 | 16.7 | 15.4 | 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, 2008 and 2009
(Diary Data)

| Familiarity | Letter Size Envelope | | | Larger Than Letter Size Envelope | | | Detached Label Postcard | | | Postcard | | |
|---|----------------------|-------|-------|----------------------------------|-------|-------|-------------------------|-------|-------|----------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Previous customer | 44.5 | 46.9 | 48.0 | 48.6 | 53.4 | 60.0 | 17.9 | 5.2 | 6.3 | 48.7 | 58.7 | 59.2 |
| Organization known | 19.8 | 27.5 | 23.9 | 18.8 | 22.9 | 17.3 | 16.4 | 2.8 | 1.1 | 17.6 | 17.5 | 20.9 |
| Organization unknown | 23.9 | 11.5 | 10.9 | 19.8 | 12.8 | 10.4 | 30.0 | 2.1 | 2.1 | 20.9 | 18.9 | 14.2 |
| More than one company/ Don't Know/ No Answer | 11.9 | 14.2 | 17.2 | 12.8 | 10.9 | 12.2 | 35.7 | 89.8 | 90.5 | 12.8 | 4.9 | 5.7 |
| 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 |

| Familiarity | Catalog Not In Envelope | | | Flyers | | | Newspapers/Magazines | | |
|---|-------------------------|-------|-------|--------|-------|-------|----------------------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Previous customer | 63.1 | 64.6 | 67.7 | 49.4 | 45.0 | 44.1 | 24.4 | 37.8 | 40.1 |
| Organization known | 14.5 | 14.4 | 14.2 | 17.7 | 16.5 | 16.0 | 10.6 | 10.3 | 9.5 |
| Organization unknown | 13.0 | 9.1 | 8.3 | 13.5 | 11.3 | 10.7 | 6.3 | 4.0 | 3.6 |
| More than one company/ Don't Know/ No Answer | 9.5 | 11.8 | 9.9 | 19.5 | 27.2 | 29.1 | 58.8 | 47.8 | 46.8 |
| 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, 2008 and 2009
(Diary Data)

| Familiarity | Letter Size Envelope | | | Larger Than Letter Size Envelope | | | Catalog Not In Envelope | | | Flyers | | |
|----------------------|----------------------|-------|-------|----------------------------------|-------|-------|-------------------------|-------|-------|--------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Previous customer | 46.6 | 49.8 | 54.1 | 52.9 | 55.3 | 60.2 | 53.0 | 59.8 | 61.2 | 42.0 | 46.1 | 44.9 |
| Organization known | 17.1 | 16.4 | 13.6 | 15.4 | 18.6 | 18.0 | 18.8 | 16.3 | 16.9 | 15.5 | 17.9 | 13.6 |
| Organization unknown | 27.3 | 13.7 | 12.8 | 19.8 | 20.8 | 16.3 | 20.7 | 12.6 | 12.3 | 29.7 | 17.8 | 16.5 |
| Don't know/No answer | 9.0 | 20.1 | 19.5 | 11.9 | 5.3 | 5.5 | 7.5 | 11.3 | 9.5 | 12.8 | 18.2 | 24.9 |
| 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 |

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, 2008 and 2009
(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 |
| 2008 | 4.0 | 7.5 | 10.9 | 13.8 |
| 2009 | 3.6 | 5.9 | 8.9 | 12.0 |

Table A3-16
Standard Mail Receipt
by Number of Credit Card Accounts
Pieces per Household per Week
Postal Fiscal Years 1987, 2008 and 2009
(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 |
| 2008 | 5.6 | 9.1 | 12.3 | 15.1 |
| 2009 | 4.9 | 7.8 | 10.6 | 12.6 |

Table A3-17
Standard Mail Treatment of Mail Piece by Familiarity With Organization
(Percentage of Mail Received by Household)
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Treatment of Advertising | Previous Customer | | | Organization Known | | | Organization Not Known | | | Total ¹ | | |
|----------------------------------|-------------------|-------|-------|--------------------|-------|-------|------------------------|-------|-------|--------------------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Read | 58.4 | 59.0 | 61.2 | 31.2 | 27.6 | 28.7 | 26.2 | 24.2 | 25.3 | 41.5 | 42.4 | 44.8 |
| Looked at | 23.3 | 14.8 | 14.9 | 38.2 | 22.1 | 23.1 | 35.2 | 21.3 | 21.2 | 26.4 | 16.4 | 16.1 |
| Discarded | 7.0 | 18.1 | 16.0 | 23.5 | 46.4 | 44.1 | 31.1 | 50.3 | 49.5 | 14.0 | 27.0 | 24.6 |
| Set Aside | 10.2 | 7.8 | 7.7 | 6.3 | 3.6 | 3.9 | 6.4 | 4.1 | 3.8 | 8.1 | 6.0 | 6.1 |
| Don't know/No answer | 1.1 | 0.2 | 0.2 | 0.8 | 0.2 | 0.1 | 1.2 | 0.1 | 0.2 | 10.0 | 8.1 | 8.4 |
| 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, 2008 and 2009
(Diary Data)

| Reaction to Advertising | Previous Customer | | | Organization Known | | | Organization Not Known | | | Total ¹ | | |
|-------------------------|-------------------|-------|-------|--------------------|-------|-------|------------------------|-------|-------|--------------------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Useful | 62.5 | 57.0 | 61.4 | 25.9 | 16.0 | 18.7 | 14.8 | 11.1 | 11.8 | 40.2 | 37.7 | 42.2 |
| Interesting | 21.7 | 13.6 | 14.2 | 31.7 | 16.7 | 18.8 | 24.4 | 12.4 | 15.0 | 22.0 | 13.1 | 13.9 |
| Not interesting | 10.6 | 25.7 | 23.6 | 32.9 | 59.5 | 61.0 | 46.7 | 68.0 | 70.6 | 21.3 | 36.1 | 34.6 |
| Objectionable | 2.2 | 3.3 | 0.5 | 6.7 | 7.4 | 1.1 | 10.7 | 8.2 | 2.3 | 4.6 | 4.7 | 0.8 |
| Don't know/No answer | 3.1 | 0.4 | 0.3 | 2.8 | 0.5 | 0.4 | 3.4 | 0.4 | 0.3 | 12.0 | 8.3 | 8.5 |
| 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 |

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, 2008 and 2009
(Diary Data)

| Response to Advertising | Previous Customer | | | Organization Known | | | Organization Not Known | | | Total ¹ | | |
|-------------------------------|-------------------|-------|-------|--------------------|-------|-------|------------------------|-------|-------|--------------------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Yes | 21.6 | 16.8 | 18.4 | 5.7 | 2.4 | 2.9 | 4.6 | 1.9 | 2.4 | 14.6 | 10.6 | 12.2 |
| No | 47.7 | 56.4 | 56.5 | 78.6 | 85.8 | 87.7 | 83.0 | 88.6 | 89.6 | 58.6 | 62.9 | 62.7 |
| Maybe | 27.4 | 23.2 | 23.0 | 12.1 | 7.3 | 7.7 | 9.0 | 6.0 | 6.2 | 19.9 | 16.2 | 16.4 |
| No answer | 3.3 | 3.6 | 2.1 | 3.6 | 4.6 | 1.7 | 3.4 | 3.5 | 1.7 | 7.0 | 10.3 | 8.7 |
| 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 |
| Pieces Per Household Per Week | 3.0 | 5.6 | 4.8 | 1.5 | 2.3 | 1.7 | 1.2 | 1.2 | 0.9 | 6.1 | 10.3 | 8.6 |

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, 2008 and 2009
(Diary Data)

| Treatment | Usefulness | | | | | | | | |
|-----------|------------|------|------|-------------|------|------|-----------------|------|------|
| | Useful | | | Interesting | | | Not Interesting | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Read | 68.0 | 69.3 | 73.4 | 20.2 | 15.0 | 14.6 | 7.0 | 12.8 | 11.4 |
| Looked at | 24.4 | 19.5 | 23.5 | 36.5 | 21.7 | 24.6 | 21.5 | 53.0 | 51.0 |
| Discarded | 4.5 | 4.0 | 4.8 | 12.9 | 7.3 | 8.9 | 66.0 | 79.2 | 83.9 |
| Set aside | 58.2 | 66.9 | 70.2 | 25.6 | 19.5 | 19.3 | 8.4 | 9.3 | 10.3 |

| Treatment | Usefulness | | | | | | | | |
|-----------|---------------|------|------|----------------------|------|------|-------|-------|-------|
| | Objectionable | | | Don't Know/No Answer | | | Total | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Read | 2.2 | 2.6 | 0.3 | 2.6 | 0.3 | 0.3 | 100.0 | 100.0 | 100.0 |
| Looked at | 5.2 | 5.5 | 0.8 | 12.4 | 0.3 | 0.2 | 100.0 | 100.0 | 100.0 |
| Discarded | 12.9 | 9.1 | 2.2 | 3.7 | 0.5 | 0.3 | 100.0 | 100.0 | 100.0 |
| Set aside | 4.6 | 3.8 | 0.1 | 3.2 | 0.4 | 0.2 | 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, 2008 and 2009
(Diary Data)

| Treatment | Usefulness | | | | | | | | | | | |
|----------------------|------------|-------|-------|-------------|-------|-------|-----------------|-------|-------|---------------|-------|-------|
| | Useful | | | Interesting | | | Not Interesting | | | Objectionable | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Read | 70.2 | 77.9 | 78.0 | 38.0 | 48.6 | 47.1 | 13.6 | 15.0 | 14.8 | 20.0 | 23.4 | 17.4 |
| Looked at | 15.9 | 8.5 | 9.0 | 43.8 | 27.3 | 28.5 | 39.0 | 24.1 | 23.8 | 30.1 | 19.2 | 15.2 |
| Discarded | 1.6 | 2.8 | 2.8 | 8.2 | 15.0 | 15.8 | 43.7 | 59.2 | 59.6 | 39.6 | 52.3 | 66.6 |
| Set aside | 11.7 | 10.6 | 10.2 | 9.4 | 8.9 | 8.5 | 3.2 | 1.5 | 1.8 | 8.2 | 4.8 | 0.6 |
| Don't know/No answer | 0.6 | 0.1 | 0.1 | 0.6 | 0.2 | 0.1 | 0.5 | 0.1 | 0.0 | 2.1 | 0.2 | 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 |

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, 2008 and 2009
(Diary Data)

| Treatment | Intended Response | | | | | | | | | | | | | | |
|---|-------------------|------|------|------|------|------|-------|------|------|-----------|------|------|-------|-------|-------|
| | Yes | | | No | | | Maybe | | | No Answer | | | Total | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Read by member of household | 27.1 | 21.1 | 22.8 | 42.6 | 49.5 | 49.8 | 26.8 | 25.6 | 25.0 | 3.6 | 3.8 | 2.4 | 100.0 | 100.0 | 100.0 |
| Read by more than one member of household | N/A | 27.7 | 31.2 | N/A | 33.0 | 34.9 | N/A | 35.2 | 30.9 | N/A | 4.2 | 3.0 | N/A | 100.0 | 100.0 |
| Looked at | 4.9 | 2.5 | 2.9 | 77.9 | 85.0 | 84.9 | 14.1 | 8.6 | 10.1 | 3.1 | 3.9 | 2.1 | 100.0 | 100.0 | 100.0 |
| Discarded | 0.9 | 0.6 | 0.4 | 92.5 | 93.4 | 96.1 | 2.4 | 1.1 | 1.2 | 4.3 | 4.9 | 2.3 | 100.0 | 100.0 | 100.0 |
| Set aside | 15.4 | 12.2 | 13.7 | 35.3 | 35.8 | 36.4 | 46.2 | 49.5 | 47.7 | 3.0 | 2.4 | 2.1 | 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, 2008 and 2009
(Diary Data)

| Treatment | Intended Response | | | | | | | | |
|---|-------------------|-------|-------|-------|-------|-------|-------|-------|-------|
| | Yes | | | No | | | Maybe | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Read by member of household | 18.8 | 69.0 | 69.1 | 30.8 | 27.4 | 29.3 | 57.0 | 55.1 | 56.3 |
| Read by more than one member of household | N/A | 18.6 | 18.9 | N/A | 3.7 | 4.1 | N/A | 15.5 | 13.9 |
| Looked at | 9.8 | 4.0 | 4.1 | 38.9 | 23.2 | 22.9 | 20.7 | 9.1 | 10.4 |
| Discarded | 0.9 | 1.5 | 0.9 | 23.7 | 42.2 | 40.1 | 1.8 | 1.9 | 1.9 |
| Set aside | 9.0 | 6.8 | 6.7 | 5.1 | 3.4 | 3.5 | 19.7 | 18.2 | 17.4 |
| Don't know/No answer | 1.5 | 0.1 | 0.4 | 1.5 | 0.1 | 0.2 | 0.9 | 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 A3-24
Standard Mail Usefulness by Intended Response
(Percentage of Pieces)
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Usefulness | Intended Response | | | | | | | | |
|-----------------|-------------------|------|------|------|------|------|-------|------|------|
| | Yes | | | No | | | Maybe | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Useful | 29.4 | 26.8 | 27.6 | 33.8 | 34.2 | 37.2 | 33.7 | 35.6 | 32.8 |
| Interesting | 6.2 | 2.7 | 3.2 | 72.6 | 79.2 | 80.9 | 17.9 | 14.8 | 13.9 |
| Not interesting | 1.3 | 0.7 | 0.8 | 92.2 | 93.2 | 94.8 | 3.0 | 1.8 | 2.2 |
| Objectionable | 3.7 | 2.1 | 2.1 | 83.6 | 84.0 | 93.1 | 9.0 | 6.4 | 2.2 |

| Usefulness | Intended Response | | | | | |
|-----------------|----------------------|------|------|-------|-------|-------|
| | Don't Know/No Answer | | | Total | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Useful | 3.2 | 3.3 | 2.4 | 100.0 | 100.0 | 100.0 |
| Interesting | 3.3 | 3.3 | 2.0 | 100.0 | 100.0 | 100.0 |
| Not interesting | 3.5 | 4.4 | 2.2 | 100.0 | 100.0 | 100.0 |
| Objectionable | 3.8 | 7.5 | 2.6 | 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, 2008 and 2009
(Diary Data)

| Usefulness | Intended Response | | | | | | | | |
|----------------------|-------------------|-------|-------|-------|-------|-------|-------|-------|-------|
| | Yes | | | No | | | Maybe | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Useful | 83.3 | 93.0 | 93.4 | 23.9 | 20.1 | 24.4 | 69.8 | 81.3 | 82.5 |
| Interesting | 10.2 | 3.5 | 3.8 | 30.0 | 17.3 | 18.9 | 21.8 | 12.5 | 12.4 |
| Not interesting | 2.0 | 2.4 | 2.4 | 36.1 | 56.0 | 55.2 | 3.4 | 4.1 | 4.9 |
| Objectionable | 1.2 | 1.0 | 0.1 | 6.7 | 6.5 | 1.3 | 2.1 | 1.9 | 0.1 |
| Don't know/No answer | 3.2 | 0.1 | 0.2 | 3.3 | 0.2 | 0.2 | 2.9 | 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 A3-26
Standard Mail Pieces from Credit Card Industry
Response to Mail Piece by Familiarity With Organization
(Percentage of Pieces)
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Familiarity | Read Immediately | | | Set Aside | | | Found Useful | | | Will Respond | | |
|----------------------|------------------|------|------|-----------|------|------|--------------|------|------|--------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Previous customer | 51.4 | 37.8 | 46.5 | 7.2 | 3.7 | 3.2 | 40.0 | 22.9 | 35.4 | 9.3 | 5.3 | 5.8 |
| Organization known | 28.4 | 15.6 | 14.2 | 7.9 | 0.9 | 0.4 | 17.7 | 6.0 | 5.6 | 5.6 | 1.3 | 1.5 |
| Organization unknown | 30.2 | 14.6 | 16.1 | 4.2 | 2.1 | 0.9 | 21.3 | 6.6 | 1.4 | 7.8 | 0.2 | 0.0 |

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 A3-27
Standard Mail Pieces from Insurance Companies
Response to Mail Piece by Familiarity With Organization
(Percentage of Pieces)
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Familiarity | Read Immediately | | | Set Aside | | | Found Useful | | | Will Respond | | |
|----------------------|------------------|------|------|-----------|------|------|--------------|------|------|--------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Previous customer | 56.7 | 61.8 | 58.8 | 5.6 | 6.2 | 6.9 | 48.2 | 55.0 | 53.4 | 12.9 | 9.2 | 10.1 |
| Organization known | 31.1 | 23.5 | 21.1 | 6.7 | 2.8 | 2.0 | 20.8 | 11.2 | 12.3 | 5.4 | 0.9 | 1.6 |
| Organization unknown | 20.2 | 21.7 | 21.6 | 1.9 | 4.1 | 2.1 | 8.5 | 6.8 | 7.4 | 1.9 | 2.6 | 2.2 |

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, 2008 and 2009
(Diary Data)

| Familiarity | Read Immediately | | | Set Aside | | | Found Useful | | | Will Respond | | |
|----------------------|------------------|------|------|-----------|------|------|--------------|------|------|--------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Previous customer | 52.4 | 71.2 | 71.7 | 11.2 | 8.0 | 8.4 | 64.4 | 73.5 | 76.9 | 17.6 | 25.8 | 28.1 |
| Organization known | 25.5 | 30.2 | 40.7 | 6.4 | 6.3 | 4.9 | 23.4 | 26.0 | 20.4 | 6.0 | 8.0 | 2.9 |
| Organization unknown | 24.4 | 27.9 | 59.6 | 4.5 | 3.0 | 4.2 | 17.5 | 23.6 | 14.8 | 7.1 | 7.5 | 2.7 |

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 A3-29
Standard Mail Pieces from Mail Order Companies
Response to Mail Piece by Familiarity With Organization
(Percentage of Pieces)
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Familiarity | Read Immediately | | | Set Aside | | | Found Useful | | | Will Respond | | |
|----------------------|------------------|------|------|-----------|------|------|--------------|------|------|--------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Previous customer | 58.4 | 58.4 | 58.1 | 14.0 | 15.2 | 14.5 | 63.0 | 67.0 | 66.6 | 24.0 | 16.9 | 16.9 |
| Organization known | 32.3 | 34.6 | 35.2 | 10.3 | 12.5 | 11.5 | 26.8 | 27.2 | 29.8 | 6.5 | 3.4 | 3.0 |
| Organization unknown | 22.2 | 22.0 | 21.9 | 11.3 | 10.9 | 10.0 | 13.9 | 13.8 | 12.7 | 4.6 | 1.8 | 3.1 |

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, 2008 and 2009
(Diary Data)

| Familiarity | Read Immediately | | | Set Aside | | | Found Useful | | | Will Respond | | |
|----------------------|------------------|------|------|-----------|------|------|--------------|------|------|--------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Previous customer | 65.1 | 63.8 | 65.4 | 8.7 | 6.4 | 4.6 | 54.5 | 52.8 | 55.7 | 27.9 | 18.5 | 20.6 |
| Organization known | 30.7 | 34.9 | 36.7 | 5.9 | 4.6 | 3.9 | 20.9 | 21.4 | 21.3 | 6.5 | 2.6 | 3.4 |
| Organization unknown | 27.2 | 31.3 | 37.6 | 9.4 | 4.2 | 3.6 | 16.0 | 12.0 | 13.1 | 6.5 | 2.9 | 2.4 |

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, 2008 and 2009
(Diary Data)

| Treatment | Letter Size Envelope | | | Larger Than Letter Size Envelope | | | Detached Label Postcard | | | Postcard | | |
|---|----------------------|-------|-------|----------------------------------|-------|-------|-------------------------|-------|-------|----------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Read by member of household | 44.5 | 33.4 | 35.9 | 44.0 | 39.2 | 42.2 | 30.8 | 24.7 | 26.9 | 50.1 | 47.9 | 51.4 |
| Read by more than one member of household | N/A | 3.8 | 4.9 | N/A | 5.4 | 7.8 | N/A | 4.6 | 6.0 | N/A | 8.3 | 10.0 |
| Looked at | 26.1 | 18.6 | 18.0 | 26.0 | 17.3 | 15.6 | 33.8 | 20.4 | 21.0 | 24.7 | 15.2 | 12.7 |
| Discarded | 15.3 | 33.0 | 29.3 | 13.8 | 28.6 | 24.1 | 19.6 | 34.2 | 31.0 | 15.7 | 24.1 | 21.2 |
| Set aside | 4.8 | 3.4 | 3.2 | 8.8 | 6.3 | 7.1 | 3.9 | 3.5 | 4.9 | 2.2 | 2.5 | 2.6 |
| Don't know/No answer | 9.3 | 7.8 | 8.6 | 7.4 | 3.3 | 3.1 | 11.9 | 12.6 | 10.2 | 7.4 | 2.0 | 2.0 |
| 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 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Read by member of household | 42.9 | 36.8 | 37.9 | 40.8 | 35.2 | 37.6 | 30.1 | 33.0 | 33.2 | 41.5 | 35.2 | 37.2 |
| Read by more than one member of household | N/A | 10.3 | 9.0 | N/A | 8.3 | 7.9 | N/A | 14.6 | 15.7 | N/A | 7.2 | 7.6 |
| Looked at | 25.9 | 12.5 | 14.6 | 27.0 | 16.9 | 16.4 | 17.6 | 13.0 | 11.0 | 26.4 | 16.4 | 16.1 |
| Discarded | 9.7 | 19.3 | 18.7 | 15.1 | 26.6 | 25.0 | 9.4 | 17.9 | 16.1 | 14.0 | 27.0 | 24.6 |
| Set aside | 15.9 | 13.4 | 13.9 | 6.7 | 4.2 | 4.4 | 8.1 | 10.7 | 10.5 | 8.1 | 6.0 | 6.1 |
| Don't know/No answer | 5.6 | 7.6 | 6.1 | 10.5 | 8.7 | 8.6 | 34.9 | 10.8 | 13.5 | 10.0 | 8.1 | 8.4 |
| 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 |

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, 2008 and 2009
(Diary Data)

| Usefulness | Letter Size Envelope | | | Larger Than Letter Size Envelope | | | Detached Label Postcard | | | Postcard | | |
|-----------------------------------|----------------------|-------|-------|----------------------------------|-------|-------|-------------------------|-------|-------|----------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Useful | 32.6 | 25.4 | 30.7 | 36.4 | 36.2 | 44.5 | 26.8 | 25.2 | 22.6 | 38.4 | 44.8 | 49.9 |
| Interesting | 21.3 | 10.9 | 12.1 | 27.4 | 13.6 | 14.5 | 16.3 | 8.0 | 14.5 | 20.1 | 11.0 | 13.2 |
| Not interesting | 29.0 | 48.7 | 47.3 | 21.1 | 41.1 | 36.5 | 34.7 | 50.3 | 52.5 | 27.7 | 38.1 | 33.6 |
| Objectionable | 5.7 | 7.0 | 1.1 | 5.8 | 5.2 | 0.8 | 7.5 | 3.9 | 0.2 | 4.9 | 4.1 | 0.9 |
| Don't Know/No answer | 11.5 | 8.0 | 8.8 | 9.2 | 3.9 | 3.7 | 14.7 | 12.7 | 10.2 | 8.9 | 2.1 | 2.6 |
| 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 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Useful | 53.8 | 52.7 | 55.6 | 44.7 | 40.6 | 44.1 | 33.3 | 53.3 | 55.4 | 40.2 | 37.7 | 42.2 |
| Interesting | 26.1 | 19.9 | 21.5 | 19.4 | 12.0 | 12.0 | 16.7 | 13.4 | 12.4 | 22.0 | 13.1 | 13.9 |
| Not interesting | 10.8 | 17.5 | 16.5 | 19.5 | 34.8 | 34.4 | 9.0 | 19.4 | 17.9 | 21.3 | 36.1 | 34.6 |
| Objectionable | 2.3 | 2.1 | 0.3 | 3.8 | 3.9 | 0.8 | 2.5 | 2.9 | 0.4 | 4.6 | 4.7 | 0.8 |
| Don't Know/No answer | 7.0 | 7.8 | 6.1 | 12.5 | 8.8 | 8.8 | 38.5 | 11.0 | 13.8 | 12.0 | 8.3 | 8.5 |
| 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, 2008 and 2009
(Diary Data)

| Response | Letter Size Envelope | | | Larger Than Letter Size Envelope | | | Detached Label Postcard | | | Postcard | | |
|-----------|----------------------|-------|-------|----------------------------------|-------|-------|-------------------------|-------|-------|----------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Yes | 12.8 | 7.3 | 8.9 | 16.5 | 11.0 | 14.9 | 8.6 | 6.0 | 6.1 | 15.4 | 15.2 | 17.2 |
| No | 69.6 | 74.9 | 74.6 | 62.1 | 70.7 | 70.4 | 69.5 | 65.8 | 72.8 | 63.6 | 62.0 | 60.8 |
| Maybe | 13.1 | 8.7 | 9.4 | 16.7 | 12.3 | 11.4 | 10.5 | 8.7 | 9.0 | 13.6 | 18.0 | 18.2 |
| No answer | 4.5 | 9.1 | 7.1 | 4.8 | 6.0 | 3.2 | 11.4 | 19.4 | 12.0 | 7.4 | 4.8 | 3.8 |
| 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 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Yes | 16.1 | 12.6 | 12.9 | 15.6 | 12.6 | 14.0 | 10.2 | 10.5 | 12.8 | 14.6 | 10.6 | 12.2 |
| No | 46.6 | 49.5 | 51.9 | 54.2 | 58.5 | 59.2 | 44.3 | 54.4 | 51.8 | 58.6 | 62.9 | 62.7 |
| Maybe | 32.5 | 28.9 | 28.3 | 21.2 | 16.7 | 16.2 | 16.9 | 19.2 | 19.6 | 19.9 | 16.2 | 16.4 |
| No answer | 4.8 | 9.0 | 6.9 | 9.1 | 12.2 | 10.6 | 28.6 | 15.9 | 15.8 | 7.0 | 10.3 | 8.7 |
| 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.

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, 2008 and 2009
(Diary Data)

| Familiarity | Shape | | | | | | | | | | | | | | | | | |
|----------------------|----------------------|------|------|-----------|------|------|----------------------------------|------|------|-----------|------|------|----------|------|------|-----------|------|------|
| | Letter Size Envelope | | | | | | Larger Than Letter Size Envelope | | | | | | Postcard | | | | | |
| | Read | | | Set Aside | | | Read | | | Set Aside | | | Read | | | Set Aside | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Previous customer | 64.7 | 53.5 | 59.0 | 5.3 | 4.4 | 3.9 | 60.1 | 58.8 | 61.9 | 10.4 | 8.1 | 8.5 | 67.9 | 72.4 | 77.6 | 2.6 | 2.8 | 3.2 |
| Organization known | 34.6 | 23.7 | 23.1 | 5.8 | 2.1 | 2.3 | 30.3 | 26.9 | 30.1 | 6.2 | 2.8 | 3.4 | 38.3 | 40.5 | 43.1 | 2.1 | 0.5 | 2.3 |
| Organization unknown | 29.0 | 23.6 | 27.4 | 4.6 | 2.4 | 2.3 | 27.6 | 25.4 | 26.7 | 7.0 | 4.6 | 8.5 | 32.8 | 27.3 | 28.6 | 1.9 | 3.1 | 1.0 |

| Familiarity | Shape | | | | | | | | | | | | | | | | | |
|----------------------|-------------------------|------|------|-----------|------|------|--------|------|------|-----------|------|------|----------------------|------|------|-----------|------|------|
| | Catalog Not in Envelope | | | | | | Flyers | | | | | | Newspapers/Magazines | | | | | |
| | Read | | | Set Aside | | | Read | | | Set Aside | | | Read | | | Set Aside | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Previous customer | 53.1 | 58.8 | 56.9 | 17.6 | 15.4 | 15.5 | 57.0 | 62.9 | 64.7 | 8.0 | 5.2 | 4.9 | 56.3 | 65.6 | 64.8 | 15.7 | 13.6 | 13.3 |
| Organization known | 29.6 | 32.7 | 32.4 | 12.6 | 12.8 | 12.4 | 27.8 | 29.6 | 31.8 | 4.8 | 1.9 | 2.0 | 45.4 | 42.3 | 49.0 | 8.5 | 9.6 | 10.4 |
| Organization unknown | 20.8 | 22.3 | 20.7 | 15.1 | 12.9 | 12.0 | 24.5 | 24.5 | 24.1 | 5.9 | 1.8 | 1.7 | 21.9 | 29.9 | 28.7 | 5.6 | 7.2 | 4.8 |

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, 2008 and 2009
(Diary Data)

| Familiarity | Shape | | | | | | | | |
|----------------------|----------------------|------|------|----------------------------------|------|------|----------|------|------|
| | Letter Size Envelope | | | Larger Than Letter Size Envelope | | | Postcard | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Previous customer | 20.3 | 23.6 | 24.6 | 22.7 | 4.7 | 3.7 | 20.3 | 5.2 | 4.6 |
| Organization known | 5.9 | 42.7 | 37.0 | 7.1 | 7.6 | 8.3 | 8.8 | 4.3 | 2.7 |
| Organization unknown | 5.0 | 42.3 | 30.0 | 5.2 | 6.7 | 4.6 | 3.6 | 9.5 | 7.6 |

| Familiarity | Shape | | | | | | | | |
|----------------------|-------------------------|------|------|--------|------|------|----------------------|------|------|
| | Catalog Not In Envelope | | | Flyers | | | Newspapers/Magazines | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Previous customer | 21.5 | 26.8 | 24.7 | 22.3 | 34.4 | 37.9 | 21.8 | 2.9 | 2.2 |
| Organization known | 6.4 | 20.5 | 15.4 | 4.6 | 22.0 | 34.2 | 0.0 | 2.3 | 1.3 |
| Organization unknown | 5.0 | 14.1 | 14.3 | 4.8 | 23.8 | 43.4 | 4.5 | 1.8 | 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, 2008 and 2009
(Diary Data)

| Familiarity | Shape | | | | | | | | |
|----------------------|----------------------|------|------|-----------------------------|------|------|----------|------|------|
| | Letter Size Envelope | | | Larger Than Letter Envelope | | | Postcard | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Previous customer | 53.4 | 80.2 | 82.0 | 53.6 | 84.9 | 86.6 | 58.4 | 85.3 | 84.8 |
| Organization known | 22.8 | 12.8 | 10.1 | 19.8 | 10.0 | 8.8 | 28.3 | 7.5 | 9.2 |
| Organization unknown | 12.7 | 3.7 | 3.2 | 13.6 | 3.8 | 2.7 | 10.6 | 6.1 | 3.8 |

| Familiarity | Shape | | | | | | | | |
|----------------------|-------------------------|------|------|--------|------|------|----------------------|------|------|
| | Catalog Not In Envelope | | | Flyers | | | Newspapers/Magazines | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Previous customer | 70.5 | 87.4 | 87.1 | 66.6 | 85.1 | 83.1 | 67.4 | 79.2 | 76.5 |
| Organization known | 30.2 | 7.7 | 7.8 | 28.7 | 8.6 | 9.5 | 46.0 | 10.7 | 10.6 |
| Organization unknown | 18.9 | 2.9 | 2.3 | 16.3 | 3.7 | 4.0 | 25.9 | 3.2 | 2.6 |

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, 2008 and 2009
(Diary Data)

| Shape | Read Immediately | | | Set Aside | | | Found Useful | | |
|---------------------------|------------------|------|------|-----------|------|------|--------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Letter size envelope | 53.3 | 64.8 | 66.8 | 2.5 | 4.4 | 3.3 | 37.4 | 57.6 | 59.1 |
| Larger envelope | 45.8 | 69.7 | 71.9 | 10.2 | 3.8 | 6.4 | 40.8 | 59.6 | 69.0 |
| Postcard | 56.9 | 73.1 | 76.2 | 1.3 | 3.5 | 5.1 | 48.5 | 73.0 | 72.5 |
| Catalog (not in envelope) | 45.9 | 60.1 | 61.1 | 15.8 | 12.2 | 12.6 | 62.5 | 67.2 | 72.6 |
| Flyers/Circulars | 42.4 | 66.1 | 68.8 | 6.1 | 5.4 | 5.6 | 51.2 | 66.7 | 70.7 |

| Shape | Will Respond | | | Percentage of Pieces Received | | |
|---------------------------|--------------|------|------|-------------------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Letter size envelope | 12.3 | 23.2 | 25.6 | 8.8 | 12.4 | 12.7 |
| Larger envelope | 10.9 | 25.1 | 33.8 | 3.6 | 3.3 | 2.6 |
| Postcard | 12.3 | 23.9 | 25.7 | 3.3 | 6.6 | 6.6 |
| Catalog (not in envelope) | 17.1 | 21.8 | 24.0 | 40.8 | 29.4 | 26.6 |
| Flyers/Circulars | 15.4 | 23.4 | 25.7 | 42.5 | 42.8 | 45.1 |

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 A3-38
Standard Mail from Department Stores
Reaction to Mail Piece by Familiarity and Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Shape | Read (Immediately and Set Aside) | | | Found Useful | | | Will Respond | | |
|---------------------------|-------------------------------------|------|------|--------------|------|------|--------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Previous customer: | | | | | | | | | |
| Catalog (not in envelope) | 68.0 | 79.6 | 79.2 | 70.7 | 74.7 | 79.2 | 18.4 | 24.5 | 26.1 |
| Flyers/Circulars | 59.0 | 79.0 | 80.1 | 64.2 | 74.3 | 77.2 | 18.2 | 26.4 | 29.1 |
| Organization known: | | | | | | | | | |
| Catalog (not in envelope) | 38.1 | 36.2 | 54.2 | 26.9 | 32.8 | 33.8 | 7.2 | 12.1 | 9.3 |
| Flyers/Circulars | 24.0 | 42.4 | 36.9 | 22.9 | 27.6 | 23.0 | 4.7 | 8.0 | 0.0 |
| Organization unknown: | | | | | | | | | |
| Catalog (not in envelope) | 23.5 | 38.7 | 79.0 | 20.6 | 18.8 | 37.4 | 13.7 | 0.0 | 7.9 |
| Flyers/Circulars | 31.2 | 23.6 | 28.1 | 17.8 | 13.7 | 10.5 | 5.3 | 2.4 | 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, 2008 and 2009
(Diary Data)

| Shape | Read Immediately | | | Set Aside | | | Found Useful | | |
|---------------------------|------------------|------|------|-----------|------|------|--------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Letter size envelope | 42.7 | 43.2 | 46.8 | 4.1 | 5.2 | 5.7 | 29.9 | 31.0 | 33.6 |
| Larger envelope | 48.2 | 45.6 | 56.3 | 10.4 | 9.1 | 5.5 | 41.1 | 34.5 | 38.5 |
| Postcard | 60.4 | 67.7 | 56.7 | 4.2 | 0.0 | 2.6 | 51.8 | 45.2 | 45.4 |
| Catalog (not in envelope) | 40.9 | 44.1 | 43.6 | 17.1 | 15.0 | 14.7 | 48.9 | 50.4 | 51.9 |
| Flyers/Circulars | 39.8 | 44.5 | 44.4 | 7.8 | 3.2 | 3.2 | 32.9 | 36.8 | 35.0 |
| Magazines/Newsletters | 57.0 | 54.9 | 59.0 | 0.0 | 8.3 | 10.7 | 62.3 | 58.5 | 53.0 |

| Shape | Will Respond | | | Percentage of Pieces Received | | |
|---------------------------|--------------|------|------|-------------------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Letter size envelope | 12.3 | 12.7 | 17.1 | 20.8 | 12.8 | 15.7 |
| Larger envelope | 18.0 | 13.1 | 18.3 | 22.0 | 4.2 | 2.3 |
| Postcard | 18.6 | 12.3 | 12.6 | 0.8 | 0.5 | 0.9 |
| Catalog (not in envelope) | 15.8 | 10.6 | 10.4 | 48.5 | 73.2 | 71.3 |
| Flyers/Circulars | 10.0 | 9.4 | 7.7 | 7.0 | 4.3 | 6.0 |
| Magazines/Newsletters | 19.8 | 16.8 | 12.8 | 0.2 | 1.8 | 0.9 |

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 A3-40
Standard Mail from Mail Order Companies
Reaction to Mail Piece by Familiarity and Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Shape | Read (Immediately and Set Aside) | | | Found Useful | | | Will Respond | | |
|-----------------------|-------------------------------------|------|------|--------------|------|------|--------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Previous customer: | | | | | | | | | |
| Letter size envelope | 65.0 | 68.4 | 70.5 | 52.2 | 49.1 | 54.3 | 18.8 | 20.4 | 25.4 |
| Larger envelope | 74.3 | 70.7 | 78.3 | 58.7 | 49.6 | 51.8 | 27.1 | 19.1 | 27.1 |
| Catalog | 74.9 | 74.6 | 72.6 | 70.3 | 70.3 | 69.9 | 25.1 | 16.4 | 15.2 |
| Organization known: | | | | | | | | | |
| Letter size envelope | 34.2 | 39.9 | 44.9 | 13.3 | 18.0 | 9.3 | 5.6 | 1.7 | 2.6 |
| Larger envelope | 44.5 | 41.0 | 50.7 | 27.0 | 23.4 | 30.5 | 9.7 | 5.3 | 8.8 |
| Catalog | 44.6 | 49.3 | 46.9 | 31.5 | 29.2 | 33.6 | 6.7 | 3.0 | 2.9 |
| Organization unknown: | | | | | | | | | |
| Letter size envelope | 29.4 | 25.0 | 33.3 | 7.0 | 3.9 | 7.3 | 6.7 | 1.4 | 7.8 |
| Larger envelope | 32.9 | 26.7 | 22.5 | 14.2 | 10.1 | 0.0 | 4.7 | 2.5 | 0.0 |
| Catalog | 36.8 | 35.1 | 32.7 | 17.7 | 16.4 | 14.9 | 3.5 | 1.8 | 2.4 |

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, 2008 and 2009
(Diary Data)

| Shape | Read Immediately | | | Set Aside | | | Found Useful | | |
|---------------------------|------------------|------|------|-----------|------|------|--------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Letter size envelope | 51.1 | 48.7 | 50.6 | 6.0 | 4.3 | 2.9 | 37.9 | 32.5 | 34.4 |
| Larger envelope | 41.4 | 41.7 | 46.0 | 6.8 | 6.3 | 4.3 | 27.4 | 38.4 | 35.5 |
| Postcard | 45.2 | 37.9 | 55.2 | 5.9 | 2.9 | 4.7 | 30.4 | 15.6 | 46.1 |
| Catalog (not in envelope) | 40.8 | 45.7 | 48.0 | 16.3 | 6.8 | 11.1 | 48.2 | 31.0 | 45.3 |
| Flyers/Circulars | 45.8 | 36.6 | 37.2 | 8.4 | 5.8 | 2.3 | 46.6 | 26.7 | 29.1 |
| Magazines/Newsletters | 27.2 | 50.7 | 46.7 | 7.6 | 7.8 | 7.4 | 28.8 | 51.5 | 49.0 |

| Shape | Will Respond | | | Percentage of Pieces Received | | |
|---------------------------|--------------|------|------|-------------------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Letter size envelope | 21.0 | 13.9 | 15.6 | 26.5 | 56.8 | 59.9 |
| Larger envelope | 16.6 | 15.8 | 15.0 | 34.1 | 7.4 | 4.5 |
| Postcard | 26.1 | 1.4 | 27.5 | 1.2 | 0.9 | 1.2 |
| Catalog (not in envelope) | 13.5 | 8.0 | 8.4 | 4.4 | 5.6 | 3.0 |
| Flyers/Circulars | 16.3 | 8.4 | 5.5 | 20.4 | 8.5 | 7.0 |
| Magazines/Newsletters | 9.1 | 5.4 | 5.2 | 12.1 | 17.9 | 23.1 |

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 A3-42
Standard Mail from Publishers
Reaction to Mail Piece by Familiarity and Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Shape | Read (Immediately and Set Aside) | | | Found Useful | | | Will Respond | | |
|-----------------------|-------------------------------------|------|------|--------------|------|------|--------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Previous customer: | | | | | | | | | |
| Letter size envelope | 77.2 | 68.9 | 68.3 | 54.1 | 47.8 | 50.4 | 31.9 | 20.0 | 22.6 |
| Larger envelope | 68.8 | 66.1 | 65.1 | 44.8 | 56.8 | 51.2 | 25.8 | 24.6 | 21.8 |
| Catalog | 78.7 | 67.8 | 68.8 | 72.7 | 51.8 | 66.4 | 22.1 | 17.6 | 14.0 |
| Organization known: | | | | | | | | | |
| Letter size envelope | 34.2 | 33.1 | 29.1 | 20.8 | 11.4 | 8.2 | 5.7 | 2.2 | 3.2 |
| Larger envelope | 31.3 | 26.8 | 24.4 | 13.3 | 17.7 | 10.8 | 7.7 | 2.2 | 4.8 |
| Catalog | 48.3 | 37.3 | 37.7 | 31.1 | 16.3 | 24.5 | 5.4 | 2.2 | 7.1 |
| Organization unknown: | | | | | | | | | |
| Letter size envelope | 31.3 | 35.6 | 44.5 | 13.5 | 5.6 | 6.6 | 3.7 | 3.5 | 2.0 |
| Larger envelope | 35.8 | 26.1 | 31.6 | 13.9 | 8.9 | 6.5 | 7.4 | 0.0 | 0.0 |
| Catalog | 46.0 | 33.5 | 56.3 | 16.7 | 14.5 | 10.7 | 6.9 | 3.1 | 12.3 |

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 A3-43
Standard Mail from Credit Card Companies
Reaction to Mail Piece by Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Shape | Read Immediately | | | Set Aside | | | Found Useful | | |
|---------------------------|------------------|------|------|-----------|------|------|--------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Letter size envelope | 43.4 | 25.8 | 30.4 | 4.2 | 2.3 | 1.9 | 28.0 | 13.4 | 21.0 |
| Larger envelope | 32.7 | 27.7 | 37.2 | 8.4 | 1.7 | 2.3 | 28.9 | 14.6 | 23.6 |
| Postcard | 25.1 | 39.7 | 57.8 | 0.0 | 0.0 | 2.2 | 9.9 | 39.9 | 38.8 |
| Catalog (not in envelope) | 43.8 | 39.3 | 47.4 | 21.3 | 6.3 | 8.1 | 45.9 | 43.2 | 55.5 |
| Flyers/Circulars | 33.3 | 47.8 | 50.2 | 6.3 | 5.9 | 3.5 | 35.6 | 40.1 | 35.0 |

| Shape | Will Respond | | | Percentage of Pieces Received | | |
|---------------------------|--------------|------|------|-------------------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Letter size envelope | 10.4 | 3.1 | 3.6 | 59.5 | 89.3 | 86.4 |
| Larger envelope | 3.1 | 2.9 | 1.7 | 28.1 | 6.6 | 3.4 |
| Postcard | 0.0 | 14.8 | 23.1 | 0.4 | 0.4 | 0.5 |
| Catalog (not in envelope) | 3.2 | 10.4 | 6.9 | 3.1 | 0.5 | 0.6 |
| Flyers/Circulars | 12.1 | 7.3 | 3.7 | 8.1 | 2.8 | 8.6 |

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, 2008 and 2009
(Diary Data)

| Shape | Read (Immediately and Set Aside) | | | Found Useful | | | Will Respond | | |
|-----------------------|-------------------------------------|------|------|--------------|------|------|--------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Previous customer: | | | | | | | | | |
| Letter size envelope | 63.7 | 40.1 | 47.0 | 39.6 | 21.0 | 33.2 | 14.9 | 4.8 | 5.6 |
| Larger envelope | 53.0 | 42.7 | 53.0 | 38.6 | 23.9 | 36.1 | 2.3 | 5.6 | 2.5 |
| Organization known: | | | | | | | | | |
| Letter size envelope | 37.9 | 16.6 | 14.0 | 18.7 | 6.0 | 5.7 | 7.0 | 1.4 | 1.5 |
| Larger envelope | 32.8 | 16.1 | 21.5 | 12.9 | 4.8 | 4.3 | 3.0 | 0.4 | 0.9 |
| Organization unknown: | | | | | | | | | |
| Letter size envelope | 36.7 | 15.4 | 14.3 | 19.8 | 6.3 | 1.6 | 3.2 | 0.2 | 0.0 |
| Larger envelope | 21.3 | 15.9 | 0.0 | 19.1 | 7.4 | 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, 2008 and 2009
(Diary Data)

| Shape | Read Immediately | | | Set Aside | | | Found Useful | | |
|---------------------------|------------------|------|------|-----------|------|------|--------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Letter size envelope | 33.5 | 32.3 | 29.6 | 3.7 | 3.1 | 2.4 | 23.4 | 19.8 | 20.7 |
| Larger envelope | 35.8 | 38.7 | 36.5 | 7.2 | 4.9 | 6.6 | 28.3 | 28.6 | 35.8 |
| Postcard | 64.3 | 47.1 | 43.4 | 0.0 | 0.0 | 3.7 | 38.0 | 29.3 | 25.6 |
| Catalog (not in envelope) | 41.6 | 49.1 | 57.2 | 14.6 | 14.4 | 6.9 | 34.1 | 63.7 | 56.4 |
| Flyers/Circulars | 27.2 | 39.7 | 42.5 | 1.4 | 3.4 | 4.6 | 19.6 | 34.1 | 31.9 |
| Magazines/Newsletters | 49.1 | 46.7 | 47.6 | 14.1 | 21.8 | 23.4 | 14.1 | 67.0 | 65.4 |

| Shape | Will Respond | | | Percentage of Pieces Received | | |
|---------------------------|--------------|------|------|-------------------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Letter size envelope | 6.1 | 3.6 | 4.0 | 66.8 | 70.2 | 74.1 |
| Larger envelope | 7.2 | 4.8 | 7.3 | 19.9 | 10.8 | 7.3 |
| Postcard | 41.7 | 2.8 | 7.5 | 0.7 | 1.7 | 2.0 |
| Catalog (not in envelope) | 0.0 | 5.8 | 6.6 | 1.4 | 0.5 | 0.6 |
| Flyers/Circulars | 5.2 | 1.9 | 4.8 | 10.2 | 12.9 | 13.2 |
| Magazines/Newsletters | 0.0 | 4.5 | 1.7 | 0.5 | 2.8 | 2.3 |

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, 2008 and 2009
(Diary Data)

| Shape | Read (Immediately and Set Aside) | | | Found Useful | | | Will Respond | | |
|-----------------------|-------------------------------------|------|------|--------------|------|------|--------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Previous customer: | | | | | | | | | |
| Letter size envelope | 59.7 | 67.6 | 63.4 | 46.3 | 49.4 | 49.0 | 12.2 | 10.6 | 9.4 |
| Larger envelope | 69.6 | 72.8 | 70.7 | 49.5 | 55.2 | 66.8 | 11.3 | 12.4 | 14.4 |
| Organization known: | | | | | | | | | |
| Letter size envelope | 37.4 | 25.6 | 21.8 | 19.1 | 10.3 | 11.8 | 4.3 | 0.8 | 1.9 |
| Larger envelope | 39.4 | 25.3 | 17.1 | 29.5 | 13.7 | 12.0 | 10.1 | 1.3 | 0.5 |
| Organization unknown: | | | | | | | | | |
| Letter size envelope | 22.2 | 24.7 | 21.1 | 8.6 | 6.5 | 6.1 | 2.0 | 3.2 | 1.7 |
| Larger envelope | 25.3 | 28.7 | 30.3 | 11.9 | 10.0 | 6.9 | 3.2 | 1.1 | 10.4 |

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, 2008 and 2009
(Diary Data)

| Industry | Read Immediately | | | Set Aside | | | Found Useful | | | Will Respond ¹ | | |
|-------------------------|------------------|------|------|-----------|------|------|--------------|------|------|---------------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Financial: | | | | | | | | | | | | |
| Credit card | 39.5 | 26.6 | 32.6 | 6.1 | 2.4 | 2.1 | 29.3 | 14.5 | 22.6 | 8.3 | 3.2 | 3.8 |
| Bank | 38.8 | 37.4 | 43.5 | 4.0 | 2.9 | 3.2 | 31.1 | 24.1 | 32.7 | 8.1 | 4.4 | 4.9 |
| Securities broker | 40.4 | 38.3 | 44.4 | 11.7 | 9.6 | 11.0 | 42.5 | 47.7 | 53.9 | 8.4 | 7.6 | 7.1 |
| Money Market | 45.6 | 34.0 | 32.5 | 5.4 | 16.0 | 11.0 | 53.7 | 45.1 | 38.7 | 1.9 | 8.9 | 4.1 |
| Insurance Company | 33.9 | 34.9 | 32.8 | 4.3 | 3.9 | 3.6 | 24.6 | 24.7 | 24.8 | 6.4 | 3.5 | 4.4 |
| Real Estate/Mortgage | 29.3 | 38.4 | 34.4 | 3.1 | 1.2 | 3.0 | 21.3 | 20.1 | 18.7 | 2.7 | 3.0 | 2.9 |
| Total Financial | 37.2 | 32.7 | 36.0 | 5.3 | 3.7 | 3.9 | 29.5 | 22.7 | 28.4 | 7.3 | 3.7 | 4.3 |
| Merchants: | | | | | | | | | | | | |
| Supermarkets | 40.3 | 62.5 | 65.8 | 5.8 | 6.8 | 5.7 | 52.2 | 64.9 | 68.8 | 26.8 | 29.8 | 35.8 |
| Department store | 45.3 | 64.5 | 66.5 | 9.7 | 7.4 | 7.7 | 53.9 | 65.9 | 69.6 | 15.6 | 22.9 | 25.2 |
| Mail order company | 42.9 | 44.4 | 44.6 | 12.0 | 12.6 | 12.0 | 41.9 | 46.5 | 47.2 | 15.3 | 11.2 | 11.7 |
| Specialty store | 40.1 | 53.8 | 53.9 | 8.6 | 7.3 | 7.6 | 43.4 | 54.1 | 57.5 | 14.4 | 17.1 | 17.4 |
| Publisher | 43.1 | 47.1 | 48.3 | 7.5 | 5.2 | 4.2 | 35.3 | 35.7 | 37.9 | 17.1 | 11.6 | 13.2 |
| Land promotion | 26.3 | 37.2 | 34.7 | 4.1 | 4.2 | 3.1 | 7.7 | 24.8 | 26.9 | 4.1 | 14.2 | 1.3 |
| Online Auction | N/A | 26.4 | 60.4 | N/A | 11.2 | 4.7 | N/A | 23.1 | 44.7 | N/A | 3.0 | 10.4 |
| Restaurant | 49.9 | 48.2 | 48.4 | 3.4 | 3.3 | 4.1 | 51.9 | 44.6 | 52.0 | 19.5 | 19.0 | 19.2 |
| Consumer packaged goods | 63.4 | 48.0 | 51.6 | 5.6 | 4.9 | 4.6 | 59.1 | 39.3 | 45.7 | 32.1 | 12.6 | 13.4 |
| Auto dealers | 37.3 | 26.9 | 34.8 | 3.2 | 0.9 | 0.5 | 32.6 | 15.6 | 21.7 | 8.7 | 4.4 | 5.7 |
| Mall | 22.4 | 53.9 | 65.6 | 14.2 | 0.0 | 0.0 | 45.3 | 50.0 | 66.6 | 9.4 | 28.7 | 7.9 |
| Total Merchants | 43.5 | 51.1 | 52.4 | 9.1 | 8.4 | 8.2 | 44.1 | 50.2 | 53.2 | 16.3 | 15.6 | 16.8 |

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, 2008 and 2009
(Diary Data)

| Industry | Read Immediately | | | Set Aside | | | Found Useful | | | Will Respond ¹ | | |
|---|------------------|------|------|-----------|------|------|--------------|------|------|---------------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Services: | | | | | | | | | | | | |
| Telephone | 49.9 | 35.7 | 34.8 | 5.7 | 2.6 | 2.3 | 46.6 | 22.7 | 26.2 | 14.4 | 3.6 | 5.0 |
| Other Utilities | 49.9 | 57.4 | 64.8 | 7.2 | 4.3 | 3.7 | 56.4 | 47.7 | 60.9 | 11.6 | 13.7 | 14.0 |
| Medical | 44.3 | 42.6 | 43.4 | 5.2 | 4.1 | 3.0 | 41.0 | 32.6 | 35.9 | 6.8 | 7.2 | 9.3 |
| Other professional | 53.2 | 41.1 | 37.4 | 6.4 | 4.4 | 4.4 | 42.4 | 28.3 | 32.7 | 12.2 | 3.3 | 8.0 |
| Leisure service | 41.6 | 45.9 | 53.7 | 8.1 | 4.1 | 4.4 | 36.9 | 38.6 | 44.5 | 7.8 | 8.5 | 10.3 |
| Cable TV | 51.5 | 27.2 | 25.6 | 9.2 | 1.9 | 1.5 | 43.7 | 17.8 | 17.5 | 8.4 | 2.5 | 3.0 |
| Computer | 40.5 | 37.0 | 32.4 | 7.2 | 4.1 | 1.9 | 39.8 | 31.1 | 24.3 | 12.5 | 5.4 | 4.4 |
| Total Services | 44.1 | 37.6 | 38.3 | 6.5 | 3.0 | 2.7 | 38.0 | 27.7 | 29.3 | 9.6 | 5.6 | 6.2 |
| Federal Government | N/A | 62.6 | 56.5 | N/A | 4.8 | 9.3 | N/A | 51.2 | 48.4 | N/A | 9.8 | 20.3 |
| Nonfederal Government | 48.7 | 59.5 | 64.3 | 15.6 | 7.7 | 5.1 | 57.6 | 61.2 | 63.2 | 18.6 | 19.0 | 17.9 |
| Social/Charitable/Political: | | | | | | | | | | | | |
| Union/professional | 49.5 | 49.4 | 53.9 | 7.6 | 7.5 | 6.0 | 55.9 | 43.4 | 48.9 | 11.3 | 10.1 | 11.8 |
| Church | 51.8 | 69.2 | 56.2 | 3.6 | 5.7 | 6.9 | 39.7 | 62.1 | 49.5 | 6.6 | 19.7 | 12.1 |
| Veterans | N/A | 59.2 | 54.0 | N/A | 4.4 | 7.5 | N/A | 47.9 | 48.6 | N/A | 25.4 | 13.8 |
| Educational | 46.4 | 41.5 | 40.6 | 5.4 | 5.2 | 7.0 | 40.0 | 35.0 | 36.6 | 6.3 | 6.9 | 4.8 |
| Charities | 53.1 | 56.7 | 68.9 | 0.6 | 4.1 | 1.6 | 29.7 | 41.1 | 31.5 | 8.6 | 24.6 | 21.6 |
| Political | 37.5 | 38.9 | 40.3 | 8.1 | 3.3 | 2.8 | 27.6 | 28.5 | 26.0 | 13.0 | 6.1 | 6.2 |
| AARP | 59.4 | 31.4 | 29.1 | 7.0 | 4.8 | 5.7 | 57.1 | 25.2 | 27.6 | 37.9 | 4.4 | 5.3 |
| Total Social/Charitable/Political/Nonprofit | 45.2 | 42.8 | 43.1 | 6.4 | 4.7 | 4.8 | 37.8 | 34.1 | 34.7 | 9.2 | 8.8 | 8.1 |

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, 2008 and 2009
(Recruitment and Diary Data)

| Income | Read Immediately | | | | | | Set Aside | | | | | |
|-----------------|------------------|------|------|----------------------|------|------|-----------|------|------|----------------------|------|------|
| | Percent | | | Pieces Per Household | | | Percent | | | Pieces Per Household | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Under \$7K | 43.0 | 34.4 | 45.7 | 1.6 | 1.6 | 1.4 | 18.8 | 4.2 | 6.7 | 0.3 | 0.2 | 0.2 |
| \$7K - \$9.9K | 41.0 | 24.8 | 44.0 | 2.1 | 1.2 | 2.4 | 18.8 | 6.8 | 5.5 | 0.3 | 0.3 | 0.3 |
| \$10K - \$14.9K | 45.0 | 47.4 | 46.7 | 2.6 | 3.3 | 2.5 | 11.9 | 5.7 | 5.4 | 0.5 | 0.4 | 0.3 |
| \$15K - \$19.9K | 45.0 | 41.4 | 45.0 | 2.9 | 2.9 | 2.5 | 9.4 | 4.8 | 5.1 | 0.6 | 0.3 | 0.3 |
| \$20K - \$24.9K | 42.5 | 42.1 | 45.2 | 2.8 | 3.2 | 3.2 | 8.5 | 5.5 | 5.4 | 0.6 | 0.4 | 0.4 |
| \$25K - \$29.9K | 44.2 | 48.2 | 48.9 | 3.5 | 3.7 | 3.5 | 8.0 | 6.7 | 5.6 | 0.6 | 0.5 | 0.4 |
| \$30K - \$34.9K | 41.4 | | | 3.6 | | | 8.3 | | | 0.7 | | |
| \$35K - \$49.9K | 41.4 | 44.8 | 47.1 | 3.9 | 4.3 | 3.7 | 7.5 | 6.6 | 6.4 | 0.8 | 0.6 | 0.5 |
| \$50K - \$64.9K | 41.1 | 43.9 | 44.4 | 4.4 | 4.7 | 4.2 | 7.0 | 5.9 | 6.7 | 0.8 | 0.6 | 0.6 |
| \$65K - \$79.9K | 40.4 | 42.3 | 47.3 | 6.1 | 5.3 | 4.9 | 6.7 | 6.3 | 6.0 | 1.5 | 0.8 | 0.6 |
| \$80K - \$99.9K | 31.4 | 42.7 | 44.2 | 4.4 | 5.7 | 5.1 | 8.9 | 5.9 | 7.0 | 1.3 | 0.8 | 0.8 |
| \$100K + | 34.5 | 39.4 | 42.8 | 5.3 | 16.7 | 13.1 | 6.0 | 5.7 | 5.5 | 1.2 | 2.4 | 1.7 |

| Income | Found Useful | | | | | | Will Respond ¹ | | | | | |
|-----------------|--------------|------|------|----------------------|------|------|---------------------------|------|------|----------------------|------|------|
| | Percent | | | Pieces Per Household | | | Percent | | | Pieces Per Household | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Under \$7K | 36.0 | 29.7 | 39.5 | 1.4 | 1.4 | 1.2 | 17.5 | 14.1 | 18.4 | 0.5 | 0.5 | 0.5 |
| \$7K - \$9.9K | 37.1 | 22.5 | 39.8 | 1.9 | 1.1 | 2.2 | 12.6 | 8.2 | 12.7 | 0.5 | 0.3 | 0.6 |
| \$10K - \$14.9K | 39.6 | 34.7 | 36.2 | 2.3 | 2.4 | 1.9 | 17.7 | 15.6 | 12.9 | 0.8 | 1.0 | 0.6 |
| \$15K - \$19.9K | 41.9 | 32.2 | 37.7 | 2.7 | 2.2 | 2.1 | 15.3 | 8.9 | 13.3 | 0.8 | 0.5 | 0.6 |
| \$20K - \$24.9K | 42.8 | 36.0 | 37.1 | 2.8 | 2.7 | 2.6 | 15.6 | 7.8 | 13.1 | 0.9 | 0.5 | 0.8 |
| \$25K - \$29.9K | 40.4 | 38.7 | 43.8 | 3.2 | 3.0 | 3.1 | 14.8 | 12.5 | 14.2 | 1.0 | 0.8 | 0.9 |
| \$30K - \$34.9K | 40.4 | | | 3.5 | | | 14.8 | | | 1.1 | | |
| \$35K - \$49.9K | 41.9 | 38.5 | 43.1 | 4.0 | 3.7 | 3.4 | 14.8 | 11.4 | 13.9 | 1.1 | 1.0 | 1.0 |
| \$50K - \$64.9K | 42.2 | 39.6 | 43.2 | 4.6 | 4.3 | 4.1 | 14.8 | 10.7 | 12.3 | 1.3 | 1.0 | 1.1 |
| \$65K - \$79.9K | 40.5 | 38.1 | 42.8 | 6.1 | 4.8 | 4.4 | 11.1 | 10.6 | 12.1 | 1.4 | 1.2 | 1.1 |
| \$80K - \$99.9K | 34.7 | 39.3 | 43.7 | 4.9 | 5.3 | 5.0 | 10.9 | 11.6 | 11.5 | 1.3 | 1.4 | 1.2 |
| \$100K + | 32.0 | 37.3 | 42.0 | 4.9 | 15.8 | 12.9 | 10.1 | 9.8 | 11.3 | 1.3 | 3.8 | 3.2 |

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.

2008/2009 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, 2008 and 2009
(Recruitment and Diary Data)

| Age of Head of Household | Read Immediately | | | | | | Set Aside | | | | | |
|--------------------------|------------------|------|------|----------------------|------|------|-----------|------|------|----------------------|------|------|
| | Percent | | | Pieces Per Household | | | Percent | | | Pieces Per Household | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| 18-21 | 46.9 | 39.3 | 34.2 | 1.8 | 2.6 | 1.7 | 10.3 | 5.3 | 4.1 | 0.4 | 0.3 | 0.2 |
| 22-24 | 35.6 | 28.6 | 52.2 | 1.1 | 1.7 | 2.2 | 6.9 | 3.1 | 4.6 | 0.2 | 0.2 | 0.2 |
| 25-34 | 40.4 | 39.3 | 43.0 | 2.7 | 3.8 | 3.4 | 8.4 | 6.0 | 5.9 | 0.6 | 0.6 | 0.5 |
| 35-44 | 39.9 | 40.7 | 41.6 | 3.3 | 4.8 | 4.0 | 7.8 | 6.6 | 7.2 | 0.6 | 0.8 | 0.7 |
| 45-54 | 39.6 | 42.9 | 45.8 | 3.5 | 5.3 | 4.7 | 7.8 | 5.9 | 6.2 | 0.7 | 0.7 | 0.6 |
| 55-64 | 45.0 | 45.0 | 46.6 | 4.4 | 5.8 | 5.1 | 9.2 | 6.1 | 6.6 | 0.9 | 0.8 | 0.7 |
| 65-69 | 42.5 | 47.1 | 47.0 | 3.5 | 6.1 | 5.4 | 7.4 | 5.5 | 5.6 | 0.6 | 0.7 | 0.6 |
| 70-74 | 43.8 | 45.3 | 46.6 | 3.4 | 5.1 | 5.0 | 7.3 | 5.4 | 4.4 | 0.6 | 0.6 | 0.5 |
| 75+ | | 43.1 | 44.8 | | 4.6 | 4.1 | | 5.8 | 5.2 | | 0.6 | 0.5 |

| Age of Head of Household | Found Useful | | | | | | Will Respond ¹ | | | | | |
|--------------------------|--------------|------|------|----------------------|------|------|---------------------------|------|------|----------------------|------|------|
| | Percent | | | Pieces Per Household | | | Percent | | | Pieces Per Household | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| 18-21 | 53.5 | 41.5 | 24.0 | 2.1 | 2.7 | 1.2 | 16.5 | 15.5 | 7.4 | 0.5 | 0.8 | 0.3 |
| 22-24 | 35.7 | 22.3 | 46.1 | 1.1 | 1.4 | 2.0 | 17.5 | 5.3 | 18.1 | 0.5 | 0.3 | 0.7 |
| 25-34 | 42.7 | 34.5 | 42.5 | 2.8 | 3.4 | 3.3 | 15.9 | 10.0 | 11.4 | 0.9 | 0.9 | 0.8 |
| 35-44 | 40.8 | 38.3 | 42.4 | 3.4 | 4.5 | 4.1 | 16.1 | 9.9 | 12.8 | 1.1 | 1.1 | 1.1 |
| 45-54 | 38.8 | 38.6 | 42.7 | 3.4 | 4.8 | 4.4 | 13.0 | 11.8 | 12.4 | 0.9 | 1.3 | 1.1 |
| 55-64 | 41.2 | 40.4 | 44.3 | 4.0 | 5.2 | 4.9 | 12.7 | 11.4 | 12.3 | 1.0 | 1.3 | 1.2 |
| 65-69 | 38.1 | 40.5 | 41.7 | 3.1 | 5.2 | 4.8 | 13.2 | 11.5 | 11.7 | 0.9 | 1.3 | 1.2 |
| 70-74 | 37.6 | 37.5 | 39.6 | 2.9 | 4.2 | 4.3 | 14.8 | 9.6 | 11.2 | 0.9 | 0.9 | 1.1 |
| 75+ | | 34.8 | 38.9 | | 3.7 | 3.6 | | 9.3 | 11.7 | | 0.9 | 0.9 |

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, 2008 and 2009
(Recruitment and Diary Data)

| Education of Head of Household | Read Immediately | | | | | | Set Aside | | | | | |
|--------------------------------|------------------|------|------|----------------------|------|------|-----------|------|------|----------------------|------|------|
| | Percent | | | Pieces Per Household | | | Percent | | | Pieces Per Household | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| 8th grade or less | 43.7 | 35.6 | 44.7 | 2.2 | 3.0 | 2.3 | 7.8 | 7.7 | 5.1 | 0.4 | 0.6 | 0.3 |
| Some high school | 46.4 | 50.6 | 50.7 | 2.6 | 3.7 | 3.2 | 6.9 | 5.0 | 5.4 | 0.4 | 0.4 | 0.3 |
| High school graduate | 44.4 | 45.3 | 48.4 | 3.1 | 4.6 | 4.2 | 7.3 | 6.0 | 5.7 | 0.5 | 0.6 | 0.5 |
| Some college | 41.6 | 43.8 | 46.5 | 3.3 | 4.9 | 4.4 | 7.9 | 5.9 | 5.7 | 0.6 | 0.7 | 0.5 |
| Technical school graduate | 41.2 | 43.0 | 46.0 | 3.2 | 4.8 | 4.5 | 9.5 | 6.6 | 4.4 | 0.7 | 0.7 | 0.4 |
| College graduate | 37.7 | 41.2 | 41.1 | 3.7 | 5.5 | 4.6 | 9.3 | 5.7 | 7.0 | 0.9 | 0.8 | 0.8 |
| Post-graduate work | 37.3 | 37.0 | 40.6 | 4.4 | 6.0 | 5.2 | 8.9 | 6.3 | 6.7 | 1.0 | 1.0 | 0.9 |

| Education of Head of Household | Found Useful | | | | | | Will Respond ¹ | | | | | |
|--------------------------------|--------------|------|------|----------------------|------|------|---------------------------|------|------|----------------------|------|------|
| | Percent | | | Pieces Per Household | | | Percent | | | Pieces Per Household | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| 8th grade or less | 35.5 | 29.3 | 41.4 | 1.8 | 2.4 | 2.1 | 14.6 | 5.5 | 14.3 | 0.6 | 0.4 | 0.6 |
| Some high school | 40.5 | 37.0 | 41.6 | 2.3 | 2.7 | 2.6 | 13.4 | 14.0 | 14.7 | 0.6 | 0.9 | 0.8 |
| High school graduate | 40.0 | 38.6 | 42.7 | 2.8 | 3.9 | 3.7 | 15.1 | 10.9 | 12.6 | 0.9 | 1.0 | 1.0 |
| Some college | 41.1 | 38.4 | 42.2 | 3.3 | 4.3 | 4.0 | 15.6 | 11.3 | 12.6 | 1.0 | 1.1 | 1.1 |
| Technical school graduate | 40.0 | 37.8 | 43.0 | 3.1 | 4.3 | 4.2 | 15.7 | 11.5 | 12.1 | 1.0 | 1.2 | 1.1 |
| College graduate | 40.5 | 38.3 | 42.0 | 4.0 | 5.1 | 4.7 | 13.4 | 10.4 | 11.5 | 1.1 | 1.3 | 1.2 |
| Post-graduate work | 40.6 | 37.0 | 41.6 | 4.8 | 6.0 | 5.3 | 14.1 | 9.5 | 11.1 | 1.4 | 1.4 | 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, 2008 and 2009
(Diary Data)

| Industry | BRM | | | CRM | | | Combined BRM/CRM | | |
|---|-------|-------|------|-------|-------|------|------------------|-------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Financial: | | | | | | | | | |
| Credit card | 9.1 | 41.0 | 26.0 | 2.8 | 9.4 | 8.7 | 6.1 | 32.0 | 20.1 |
| Bank | 4.8 | 2.4 | 5.4 | 1.6 | 8.0 | 3.3 | 3.2 | 4.0 | 4.7 |
| Securities | 2.4 | 1.9 | 1.9 | 0.7 | 0.8 | 0.6 | 1.6 | 1.6 | 1.4 |
| Money market | 0.3 | 0.2 | 0.2 | 0.1 | 0.2 | 0.0 | 0.2 | 0.2 | 0.1 |
| Insurance company | 12.7 | 10.8 | 17.3 | 2.3 | 4.8 | 6.5 | 7.8 | 9.1 | 13.7 |
| Real Estate/Mortgage | 1.1 | 0.8 | 0.8 | 0.3 | 0.8 | 0.4 | 0.7 | 0.8 | 0.6 |
| Other financial | 0.5 | 0.2 | 0.3 | 0.3 | 0.5 | 0.2 | 0.5 | 0.3 | 0.3 |
| Total Financial | 30.9 | 57.3 | 51.8 | 8.1 | 24.5 | 19.8 | 20.1 | 48.0 | 40.9 |
| Merchants: | | | | | | | | | |
| Supermarkets | 0.2 | 0.1 | 0.1 | 0.2 | 0.5 | 0.3 | 0.3 | 0.2 | 0.2 |
| Department store | 5.6 | 1.2 | 0.9 | 4.0 | 3.1 | 2.6 | 5.1 | 1.7 | 1.5 |
| Mail order | 19.0 | 7.2 | 9.1 | 46.8 | 35.6 | 39.4 | 31.6 | 15.3 | 19.4 |
| Specialty store | 3.4 | 1.4 | 1.2 | 6.8 | 4.3 | 4.7 | 5.0 | 2.2 | 2.4 |
| Publisher | 22.1 | 13.6 | 18.9 | 21.1 | 12.2 | 14.1 | 21.4 | 13.2 | 17.3 |
| Land promotion | 0.4 | 0.0 | 0.0 | 0.1 | 0.3 | 0.0 | 0.3 | 0.1 | 0.0 |
| Online Auction | N/A | 0.0 | 0.0 | N/A | 0.0 | 0.1 | N/A | 0.0 | 0.0 |
| Restaurant | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.1 | 0.0 | 0.1 |
| Consumer packaged goods | 0.9 | 1.4 | 1.5 | 0.5 | 2.0 | 2.8 | 0.8 | 1.6 | 1.9 |
| Auto dealers | 0.3 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.2 | 0.1 |
| Service stations | 0.0 | 0.1 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 |
| Mall | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other merchants | 1.1 | 0.3 | 0.4 | 2.1 | 0.4 | 0.3 | 1.4 | 0.3 | 0.3 |
| Total Merchants | 53.1 | 25.4 | 32.3 | 81.7 | 58.6 | 64.6 | 66.2 | 34.9 | 43.3 |
| Services: | | | | | | | | | |
| Telephone | 2.3 | 0.2 | 0.5 | 0.4 | 1.3 | 1.2 | 1.4 | 0.5 | 0.7 |
| Other utilities | 0.2 | 0.9 | 0.8 | 0.1 | 1.2 | 1.1 | 0.2 | 1.0 | 0.9 |
| Medical | 0.6 | 1.0 | 1.4 | 0.2 | 1.1 | 1.6 | 0.4 | 1.0 | 1.5 |
| Other professional | 0.6 | 0.2 | 0.2 | 0.3 | 0.3 | 0.3 | 0.4 | 0.2 | 0.3 |
| Leisure service | 1.9 | 4.3 | 1.5 | 1.0 | 2.3 | 1.5 | 1.4 | 3.7 | 1.5 |
| Cable TV | 0.6 | 0.3 | 0.3 | 0.5 | 1.0 | 1.2 | 0.6 | 0.5 | 0.6 |
| Computer | 0.5 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.4 | 0.1 | 0.1 |
| Craftsmen | 0.6 | 0.3 | 0.4 | 0.1 | 0.3 | 0.1 | 0.3 | 0.3 | 0.3 |
| Other services | 2.4 | 3.3 | 4.6 | 1.0 | 1.8 | 1.9 | 1.8 | 2.9 | 3.7 |
| Total Services | 9.7 | 10.7 | 9.7 | 3.8 | 9.3 | 9.0 | 6.9 | 10.3 | 9.5 |
| Federal Government | N/A | 0.6 | 0.6 | N/A | 0.8 | 0.4 | N/A | 0.6 | 0.6 |
| Nonfederal Government | 0.3 | 0.2 | 0.4 | 0.9 | 0.9 | 0.7 | 0.6 | 0.4 | 0.5 |
| Total Social/Charitable/Political/Nonprofit | 2.9 | 5.5 | 4.7 | 1.9 | 5.7 | 5.1 | 2.5 | 5.6 | 4.8 |
| Don't know/No answer | 0.3 | 0.2 | 0.3 | 0.6 | 0.2 | 0.3 | 0.4 | 0.2 | 0.3 |
| Total | 100.0 | 100.0 | 99.9 | 100.0 | 100.0 | 99.9 | 100.0 | 100.0 | 99.9 |
| Pieces Per Household Per Week | 1.5 | 2.1 | 1.3 | 1.3 | 0.8 | 0.7 | 2.7 | 2.9 | 2.0 |

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, 2008 and 2009
(Diary Data)

| Industry | Business Reply | | | Courtesy Reply | | |
|---|----------------|------|------|----------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Financial: | | | | | | |
| Credit card | 57.8 | 73.6 | 50.7 | 15.4 | 6.7 | 8.7 |
| Bank | 36.1 | 8.0 | 18.1 | 10.4 | 10.5 | 5.7 |
| Securities | 40.6 | 15.3 | 11.5 | 11.0 | 2.4 | 1.7 |
| Money market | 42.9 | 12.0 | 8.9 | 13.3 | 7.0 | 1.4 |
| Insurance | 62.7 | 31.6 | 31.0 | 10.1 | 5.6 | 6.0 |
| Real Estate/Mortgage | 19.1 | 11.6 | 11.4 | 4.1 | 4.6 | 2.8 |
| Total Financial | 48.7 | 40.1 | 31.6 | 11.1 | 6.8 | 6.2 |
| Merchants: | | | | | | |
| Supermarkets | 1.1 | 1.8 | 1.1 | 0.8 | 2.7 | 1.5 |
| Department store | 7.0 | 2.7 | 1.7 | 4.4 | 2.8 | 2.3 |
| Mail order | 21.9 | 9.9 | 9.3 | 47.2 | 19.4 | 20.8 |
| Specialty store | 6.9 | 2.2 | 1.2 | 12.1 | 2.8 | 2.5 |
| Publisher | 30.2 | 47.3 | 45.2 | 25.2 | 16.8 | 17.3 |
| Land promotion | 11.5 | 3.4 | 2.8 | 2.7 | 12.9 | 1.3 |
| Online auction | N/A | 0.0 | 3.1 | N/A | 4.8 | 7.9 |
| Restaurant | 2.1 | 0.4 | 0.4 | 0.6 | 0.2 | 1.2 |
| Consumer packaged goods | 10.4 | 11.7 | 7.9 | 5.3 | 6.3 | 7.4 |
| Auto Dealers | 8.9 | 2.3 | 2.1 | 2.5 | 0.7 | 0.9 |
| Service stations | 1.7 | 4.4 | 2.1 | 0.5 | 1.6 | 0.2 |
| Mall | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Merchants | 15.8 | 10.4 | 9.6 | 21.3 | 9.8 | 9.9 |
| Services: | | | | | | |
| Telephone | 53.1 | 1.6 | 2.4 | 9.0 | 4.1 | 3.2 |
| Other utilities | 24.7 | 24.6 | 17.0 | 9.4 | 12.6 | 12.0 |
| Medical | 13.2 | 10.0 | 9.5 | 4.0 | 4.3 | 5.3 |
| Other professional | 26.2 | 11.6 | 12.1 | 12.6 | 5.6 | 8.9 |
| Leisure service | 21.2 | 25.0 | 7.7 | 10.2 | 5.3 | 4.1 |
| Cable TV | 11.5 | 2.1 | 1.3 | 8.9 | 2.6 | 2.6 |
| Computer | 41.9 | 3.6 | 2.9 | 15.5 | 1.3 | 2.8 |
| Craftsmen | 60.7 | 9.2 | 6.8 | 6.4 | 3.1 | 0.7 |
| Total Services | 26.8 | 12.7 | 8.2 | 9.3 | 4.4 | 3.9 |
| Federal Government | N/A | 10.2 | 14.9 | N/A | 5.6 | 5.3 |
| Nonfederal Government | 5.7 | 4.1 | 6.4 | 14.4 | 7.3 | 5.7 |
| Total Social/Charitable/Political/Nonprofit | 18.0 | 22.6 | 16.1 | 10.4 | 9.2 | 8.9 |
| Total Nonhousehold Mail Received by Households | 18.7 | 18.0 | 13.5 | 16.4 | 7.1 | 7.0 |
| Total Pieces Per Household Per Week | 1.5 | 2.1 | 1.3 | 1.3 | 0.8 | 0.7 |

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, 2008 and 2009
(Diary Data)

| Industry | No Reply Mail | | | Don't Know/ No Answer | | | Total | | |
|---|---------------|------|------|--------------------------|------|------|-------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Financial: | | | | | | | | | |
| Credit card | 20.7 | 17.9 | 36.7 | 6.1 | 1.8 | 3.8 | 100.0 | 100.0 | 100.0 |
| Bank | 45.8 | 73.9 | 71.9 | 7.7 | 7.6 | 4.3 | 100.0 | 100.0 | 100.0 |
| Securities | 40.8 | 78.2 | 81.8 | 7.7 | 4.0 | 5.0 | 100.0 | 100.0 | 100.0 |
| Money market | 36.0 | 78.7 | 86.3 | 7.8 | 2.3 | 3.3 | 100.0 | 100.0 | 100.0 |
| Insurance | 20.6 | 57.3 | 57.3 | 6.7 | 5.4 | 5.7 | 100.0 | 100.0 | 100.0 |
| Real Estate/Mortgage | 71.2 | 81.2 | 83.5 | 5.6 | 2.5 | 2.3 | 100.0 | 100.0 | 100.0 |
| Total Financial | 33.4 | 49.0 | 57.6 | 6.8 | 4.2 | 4.6 | 100.0 | 100.0 | 100.0 |
| Merchants: | | | | | | | | | |
| Supermarkets | 87.6 | 93.6 | 93.8 | 10.5 | 2.0 | 3.6 | 100.0 | 100.0 | 100.0 |
| Department store | 82.5 | 91.6 | 92.9 | 6.1 | 2.8 | 3.1 | 100.0 | 100.0 | 100.0 |
| Mail order | 25.1 | 63.2 | 63.2 | 5.9 | 7.6 | 6.6 | 100.0 | 100.0 | 100.0 |
| Specialty store | 74.8 | 92.0 | 92.5 | 6.2 | 3.0 | 3.7 | 100.0 | 100.0 | 100.0 |
| Publisher | 33.7 | 28.8 | 28.4 | 10.9 | 7.0 | 9.1 | 100.0 | 100.0 | 100.0 |
| Land promotion | 79.8 | 82.3 | 93.4 | 5.9 | 1.4 | 2.4 | 100.0 | 100.0 | 100.0 |
| Online auction | N/A | 94.0 | 86.8 | N/A | 1.1 | 2.2 | N/A | 100.0 | 100.0 |
| Restaurant | 90.1 | 98.3 | 95.8 | 7.2 | 1.0 | 2.6 | 100.0 | 100.0 | 100.0 |
| Consumer packaged goods | 78.5 | 77.9 | 80.9 | 5.7 | 4.1 | 3.8 | 100.0 | 100.0 | 100.0 |
| Auto Dealers | 76.9 | 94.4 | 96.0 | 11.7 | 2.6 | 1.0 | 100.0 | 100.0 | 100.0 |
| Service stations | 90.9 | 92.5 | 96.4 | 6.9 | 1.5 | 1.4 | 100.0 | 100.0 | 100.0 |
| Mall | 91.3 | 88.9 | 94.1 | 8.7 | 11.1 | 5.9 | 100.0 | 100.0 | 100.0 |
| Total Merchants | 55.3 | 75.0 | 75.4 | 7.6 | 4.9 | 5.1 | 100.0 | 100.0 | 100.0 |
| Services: | | | | | | | | | |
| Telephone | 31.8 | 89.6 | 90.5 | 6.2 | 4.8 | 3.9 | 100.0 | 100.0 | 100.0 |
| Other utilities | 52.6 | 59.9 | 67.9 | 13.4 | 2.9 | 3.2 | 100.0 | 100.0 | 100.0 |
| Medical | 78.6 | 81.8 | 80.8 | 4.2 | 3.8 | 4.5 | 100.0 | 100.0 | 100.0 |
| Other professional | 55.7 | 79.2 | 75.3 | 5.5 | 3.7 | 3.7 | 100.0 | 100.0 | 100.0 |
| Leisure service | 62.5 | 67.3 | 85.6 | 6.1 | 2.4 | 2.6 | 100.0 | 100.0 | 100.0 |
| Cable TV | 72.8 | 92.4 | 92.0 | 6.7 | 2.9 | 4.1 | 100.0 | 100.0 | 100.0 |
| Computer | 36.6 | 91.6 | 91.9 | 5.9 | 3.5 | 2.4 | 100.0 | 100.0 | 100.0 |
| Craftsmen | 30.5 | 86.4 | 90.2 | 2.4 | 1.3 | 2.3 | 100.0 | 100.0 | 100.0 |
| Total Services | 57.3 | 79.6 | 84.3 | 6.5 | 3.3 | 3.6 | 100.0 | 100.0 | 100.0 |
| Federal Government | N/A | 82.7 | 74.5 | N/A | 1.5 | 5.3 | N/A | 100.0 | 100.0 |
| Nonfederal Government | 74.7 | 80.4 | 82.8 | 5.2 | 8.2 | 5.1 | 100.0 | 100.0 | 100.0 |
| Total Social/Charitable/Political/Nonprofit | 62.7 | 63.2 | 70.3 | 9.0 | 4.9 | 4.7 | 100.0 | 100.0 | 100.0 |
| Total Nonhousehold Mail Received by Households | 56.5 | 70.2 | 74.3 | 8.4 | 4.8 | 5.2 | 100.0 | 100.0 | 100.0 |
| Total Pieces Per Household Per Week | 4.4 | 8.0 | 7.1 | 0.7 | 0.5 | 0.5 | 5.1 | 11.4 | 9.5 |

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, 2008 and 2009
(Diary Data)

| Industry | Response Rate for Pieces with Business Reply Enclosures | | | Response Rate for Pieces with Courtesy Reply Enclosures | | |
|-------------------|---|------|------|---|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Standard Mail: | | | | | | |
| Credit card | 8.9 | 1.8 | 2.0 | 7.0 | 16.3 | 14.2 |
| Department store | 11.6 | 15.3 | 8.4 | 24.9 | 35.3 | 21.3 |
| Mail order | 10.3 | 11.9 | 10.7 | 17.4 | 16.5 | 18.7 |
| Publisher | 14.3 | 11.8 | 12.7 | 23.4 | 22.4 | 24.5 |
| First Class Mail: | | | | | | |
| Credit card | N/A | 4.4 | 16.7 | N/A | 8.1 | 10.2 |
| Department store | N/A | 19.4 | 49.5 | N/A | 11.0 | 16.5 |
| Mail order | N/A | 25.2 | 28.7 | N/A | 25.1 | 41.1 |
| Publisher | N/A | 19.2 | 9.6 | N/A | 20.9 | 25.4 |

Table A3-54
Standard Mail Reaction to Mail Piece by Addressee
(Percentage of Pieces)
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Type of Address | Read Immediately | | | Set Aside | | | Found Useful | | | Will Respond | | |
|---|------------------|------|------|-----------|------|------|--------------|------|------|--------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Addressed to specific household members | 44.9 | 44.7 | 47.2 | 8.7 | 6.3 | 6.2 | 40.1 | 38.8 | 43.4 | 14.4 | 10.8 | 12.0 |
| Addressed to occupant/resident | 35.7 | 37.3 | 39.6 | 7.1 | 5.4 | 6.1 | 40.3 | 37.3 | 41.3 | 14.9 | 10.4 | 13.1 |

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 A3-55
Standard Mail Reaction to Pieces from Department Stores by Addressee
(Percentage of Pieces)
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Type of Address | Read Immediately | | | Set Aside | | | Found Useful | | | Will Respond | | |
|---|------------------|------|------|-----------|------|------|--------------|------|------|--------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Addressed to specific household members | 48.1 | 65.4 | 67.4 | 9.8 | 7.6 | 7.6 | 56.9 | 66.6 | 71.0 | 15.4 | 23.6 | 25.9 |
| Addressed to occupant/resident | 39.4 | 57.5 | 61.3 | 9.9 | 5.2 | 8.8 | 48.1 | 61.4 | 59.7 | 16.3 | 17.2 | 19.7 |

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, 2008 and 2009
(Diary Data)

| Type of Address | Read Immediately | | | Set Aside | | | Found Useful | | | Will Respond | | |
|---|------------------|------|------|-----------|------|------|--------------|------|------|--------------|------|------|
| | 1987 | 2007 | 2008 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Addressed to specific household members | 46.2 | 50.0 | 51.0 | 7.3 | 5.2 | 4.1 | 35.1 | 36.4 | 37.9 | 18.1 | 12.9 | 14.5 |
| Addressed to occupant/resident | 37.7 | 42.2 | 44.4 | 8.8 | 7.1 | 5.4 | 38.5 | 41.1 | 44.3 | 14.0 | 4.6 | 5.7 |

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, 2008 and 2009
(Recruitment Data)

| Number of Purchases | Under \$7K | | | \$7K - \$9.9K | | | \$10K - \$14.9K | | | \$15K - \$19.9K | | |
|----------------------|------------|-------|-------|---------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| 0 | 64.7 | 68.1 | 77.2 | 55.7 | 64.3 | 70.0 | 48.4 | 61.7 | 58.7 | 43.0 | 56.1 | 58.5 |
| 1 - 2 | 16.5 | 12.7 | 7.2 | 18.0 | 12.7 | 8.7 | 15.9 | 14.5 | 15.6 | 22.3 | 14.4 | 13.9 |
| 3 - 5 | 11.4 | 6.7 | 6.7 | 18.9 | 9.7 | 7.9 | 20.4 | 9.2 | 10.9 | 21.2 | 11.1 | 12.5 |
| 6 - 10 | 3.3 | 8.5 | 5.3 | 5.1 | 6.3 | 8.3 | 7.4 | 5.8 | 7.1 | 9.4 | 10.2 | 8.9 |
| 11 - 15 | 1.6 | 0.7 | 0.0 | 1.6 | 2.1 | 1.2 | 4.4 | 3.2 | 2.8 | 2.5 | 2.8 | 2.2 |
| 16 - 30 | 1.8 | 2.6 | 1.3 | 0.5 | 3.1 | 2.7 | 1.2 | 3.6 | 2.8 | 0.9 | 2.3 | 2.7 |
| 31 + | 0.2 | 0.7 | 2.0 | 0.3 | 1.1 | 1.3 | 0.5 | 2.0 | 2.1 | 0.3 | 2.9 | 1.0 |
| Don't know/No answer | 0.5 | 0.0 | 0.4 | 0.0 | 0.6 | 0.0 | 1.8 | 0.0 | 0.0 | 0.5 | 0.3 | 0.3 |
| Total 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 |

| Number of Purchases | \$20K - \$24.9K | | | \$25K - \$29.9K | | | \$30K - \$34.9K | | | \$35K - \$49.9K | | |
|----------------------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| 0 | 41.8 | 56.1 | 53.1 | 39.0 | 54.7 | 51.9 | 34.4 | 54.7 | 51.9 | 28.7 | 48.5 | 51.8 |
| 1 - 2 | 21.3 | 10.7 | 16.0 | 19.4 | 13.3 | 14.3 | 21.9 | 13.3 | 14.3 | 22.5 | 11.7 | 13.9 |
| 3 - 5 | 20.6 | 13.5 | 13.0 | 21.9 | 13.5 | 14.1 | 19.2 | 13.5 | 14.1 | 25.4 | 13.5 | 11.3 |
| 6 - 10 | 8.0 | 9.4 | 8.1 | 11.6 | 8.1 | 10.9 | 13.8 | 8.1 | 10.9 | 11.7 | 12.3 | 10.8 |
| 11 - 15 | 2.4 | 4.1 | 3.2 | 4.1 | 4.8 | 2.3 | 4.6 | 4.8 | 2.3 | 5.3 | 5.3 | 5.0 |
| 16 - 30 | 2.9 | 4.6 | 4.0 | 3.1 | 2.6 | 4.0 | 3.9 | 2.6 | 4.0 | 3.5 | 4.8 | 4.7 |
| 31 + | 0.5 | 1.6 | 1.9 | 0.6 | 2.8 | 2.3 | 0.7 | 2.8 | 2.3 | 0.8 | 3.9 | 2.4 |
| Don't know/No answer | 2.5 | 0.0 | 0.5 | 0.3 | 0.2 | 0.2 | 1.5 | 0.2 | 0.2 | 1.9 | 0.1 | 0.1 |
| Total 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 |

| Number of Purchases | \$50K - \$64.9K | | | \$65K - Over | | | Total ¹ | | |
|----------------------|-----------------|-------|-------|--------------|-------|-------|--------------------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| 0 | 29.4 | 45.1 | 45.3 | 33.5 | 39.4 | 41.4 | 42.2 | 48.6 | 51.1 |
| 1 - 2 | 19.7 | 10.8 | 13.0 | 11.6 | 11.1 | 12.0 | 19.6 | 11.3 | 12.4 |
| 3 - 5 | 19.6 | 13.3 | 14.2 | 21.3 | 13.3 | 14.2 | 19.5 | 12.5 | 12.4 |
| 6 - 10 | 13.4 | 12.9 | 11.4 | 18.8 | 13.3 | 12.5 | 10.0 | 11.2 | 10.3 |
| 11 - 15 | 8.8 | 6.6 | 7.6 | 7.9 | 7.7 | 6.9 | 3.9 | 5.9 | 5.1 |
| 16 - 30 | 4.8 | 7.0 | 5.8 | 5.0 | 9.6 | 7.8 | 2.5 | 6.4 | 5.4 |
| 31 + | 3.3 | 3.9 | 2.3 | 0.3 | 5.3 | 4.6 | 0.7 | 3.8 | 3.0 |
| Don't know/No answer | 1.1 | 0.3 | 0.3 | 1.5 | 0.3 | 0.5 | 1.4 | 0.3 | 0.4 |
| Total Households | 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 household income.

Note: 2008/2009 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, 2008 and 2009
(Recruitment Data)

| Number of Purchases | < 8th Grade | | | Some High School | | | High School | | | Some College | | |
|----------------------|-------------|-------|-------|------------------|-------|-------|-------------|-------|-------|--------------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| 0 | 65.5 | 66.7 | 67.6 | 53.9 | 57.5 | 62.8 | 41.7 | 52.3 | 53.0 | 38.0 | 46.8 | 49.6 |
| 1 - 2 | 14.8 | 11.2 | 10.1 | 16.8 | 11.8 | 12.7 | 22.5 | 10.9 | 14.0 | 20.7 | 12.6 | 12.6 |
| 3 - 5 | 10.7 | 7.6 | 11.1 | 17.2 | 14.5 | 9.9 | 19.0 | 12.7 | 13.0 | 22.0 | 12.7 | 11.9 |
| 6 - 10 | 4.7 | 8.1 | 6.5 | 6.1 | 8.1 | 6.8 | 9.1 | 10.7 | 10.3 | 11.1 | 11.8 | 10.5 |
| 11 - 15 | 2.9 | 2.6 | 2.2 | 2.4 | 2.4 | 2.3 | 4.1 | 5.1 | 4.0 | 2.7 | 6.4 | 5.8 |
| 16 - 30 | 0.5 | 1.6 | 1.5 | 1.1 | 2.7 | 3.3 | 2.4 | 5.2 | 3.5 | 2.8 | 5.4 | 5.9 |
| 31 + | 0.2 | 2.0 | 1.0 | 0.5 | 3.0 | 2.3 | 0.6 | 2.9 | 1.9 | 0.5 | 3.8 | 3.4 |
| Don't know/No answer | 0.7 | 0.0 | 0.0 | 2.1 | 0.0 | 0.0 | 0.8 | 0.3 | 0.4 | 2.1 | 0.6 | 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 |

| Number of Purchases | Technical School | | | College | | | Post Graduate | | | Total ¹ | | |
|----------------------|------------------|-------|-------|---------|-------|-------|---------------|-------|-------|--------------------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| 0 | 37.2 | 46.8 | 49.4 | 38.0 | 43.8 | 47.2 | 27.0 | 37.0 | 40.3 | 42.2 | 48.6 | 51.1 |
| 1 - 2 | 16.3 | 12.0 | 13.3 | 18.5 | 11.0 | 11.3 | 19.5 | 10.3 | 11.1 | 19.6 | 11.3 | 12.4 |
| 3 - 5 | 20.2 | 15.4 | 12.2 | 21.8 | 12.0 | 12.7 | 22.7 | 12.7 | 13.3 | 19.5 | 12.5 | 12.4 |
| 6 - 10 | 12.8 | 9.6 | 11.9 | 11.9 | 12.8 | 10.9 | 16.4 | 13.2 | 12.8 | 10.0 | 11.2 | 10.3 |
| 11 - 15 | 6.2 | 6.9 | 4.2 | 4.1 | 7.2 | 6.7 | 7.2 | 8.0 | 6.8 | 3.9 | 5.9 | 5.1 |
| 16 - 30 | 3.7 | 7.1 | 5.6 | 2.6 | 8.7 | 6.9 | 5.2 | 11.3 | 9.7 | 2.5 | 6.4 | 5.4 |
| 31 + | 2.6 | 2.3 | 3.1 | 0.9 | 4.3 | 3.6 | 1.1 | 7.3 | 5.4 | 0.7 | 3.8 | 3.0 |
| Don't know/No answer | 1.2 | 0.0 | 0.3 | 2.1 | 0.3 | 0.7 | 1.3 | 0.2 | 0.5 | 1.4 | 0.3 | 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 |

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, 2008 and 2009
(Recruitment Data)

| Number of Purchases | 18 - 24 | | | 25 - 34 | | | 35 - 44 | | | 45 - 54 | | | 55 - 64 | | |
|----------------------|---------|-------|-------|---------|-------|-------|---------|-------|-------|---------|-------|-------|---------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| 0 | 51.8 | 55.4 | 61.2 | 36.1 | 54.6 | 60.6 | 39.2 | 48.8 | 54.2 | 41.0 | 47.3 | 48.9 | 40.2 | 44.9 | 45.3 |
| 1 - 2 | 21.7 | 11.2 | 13.5 | 22.2 | 13.0 | 11.3 | 19.0 | 12.5 | 11.4 | 21.4 | 10.9 | 12.1 | 15.7 | 10.5 | 12.0 |
| 3 - 5 | 17.6 | 11.4 | 10.2 | 23.3 | 11.9 | 8.6 | 19.8 | 13.4 | 12.8 | 17.8 | 13.1 | 12.0 | 19.8 | 12.3 | 13.9 |
| 6 - 10 | 2.8 | 6.4 | 4.6 | 10.4 | 8.6 | 8.5 | 11.4 | 9.9 | 10.0 | 9.1 | 10.9 | 10.5 | 13.1 | 12.6 | 10.7 |
| 11 - 15 | 1.7 | 5.1 | 4.9 | 2.9 | 5.5 | 3.9 | 5.0 | 6.1 | 4.0 | 5.5 | 6.1 | 6.3 | 4.9 | 6.7 | 6.2 |
| 16 - 30 | 2.3 | 3.8 | 4.0 | 2.3 | 4.7 | 3.6 | 3.3 | 5.9 | 4.8 | 3.2 | 7.1 | 6.2 | 3.5 | 7.9 | 6.9 |
| 31 + | 0.7 | 4.7 | 1.5 | 0.9 | 1.3 | 2.7 | 1.1 | 3.2 | 2.7 | 0.8 | 4.3 | 3.5 | 0.9 | 4.7 | 4.2 |
| Don't know/No answer | 1.1 | 2.0 | 0.0 | 1.9 | 0.4 | 0.9 | 1.4 | 0.3 | 0.2 | 1.2 | 0.3 | 0.4 | 2.0 | 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 | 100.0 | 100.0 | 100.0 |

| Number of Purchases | 65 - 69 | | | 70 + | 70-74 | | 75+ | | Total ¹ | | |
|----------------------|---------|-------|-------|-------|-------|-------|-------|-------|--------------------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 2008 | 2009 | 1987 | 2008 | 2009 |
| 0 | 47.5 | 47.1 | 48.7 | 53.8 | 51.5 | 45.7 | 50.9 | 54.6 | 42.2 | 48.6 | 51.1 |
| 1 - 2 | 19.7 | 12.1 | 13.3 | 17.5 | 9.1 | 16.9 | 11.6 | 11.9 | 19.6 | 11.3 | 12.4 |
| 3 - 5 | 17.3 | 11.6 | 12.0 | 15.8 | 10.3 | 11.0 | 13.3 | 14.4 | 19.5 | 12.5 | 12.4 |
| 6 - 10 | 10.2 | 10.9 | 11.9 | 8.3 | 12.4 | 12.7 | 12.2 | 9.5 | 10.0 | 11.2 | 10.3 |
| 11 - 15 | 3.5 | 7.1 | 4.4 | 2.8 | 5.4 | 5.2 | 4.1 | 4.5 | 3.9 | 5.9 | 5.1 |
| 16 - 30 | 0.7 | 7.1 | 6.6 | 1.2 | 5.5 | 6.6 | 5.0 | 3.0 | 2.5 | 6.4 | 5.4 |
| 31 + | 0.3 | 4.0 | 2.8 | 0.0 | 5.4 | 1.7 | 2.8 | 2.0 | 0.7 | 3.8 | 3.0 |
| Don't know/No answer | 1.1 | 0.0 | 0.2 | 2.3 | 0.2 | 0.2 | 0.1 | 0.1 | 1.4 | 0.3 | 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 |

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, 2008 and 2009
(Recruitment Data)

| Number of Purchases | 1 | | | 2 | | | 3 | | | 4+ | | |
|----------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| 0 | 55.0 | 57.1 | 57.6 | 38.5 | 46.0 | 48.8 | 42.3 | 46.3 | 49.4 | 31.4 | 42.0 | 47.0 |
| 1 - 2 | 18.1 | 12.0 | 13.1 | 20.0 | 11.3 | 12.3 | 20.2 | 10.5 | 11.8 | 20.6 | 10.9 | 10.5 |
| 3 - 5 | 16.7 | 10.2 | 11.0 | 20.4 | 13.4 | 12.9 | 17.5 | 12.8 | 11.7 | 24.9 | 13.3 | 14.3 |
| 6 - 10 | 6.5 | 9.9 | 8.8 | 11.5 | 11.3 | 10.7 | 9.9 | 12.4 | 11.2 | 9.4 | 13.5 | 11.0 |
| 11 - 15 | 2.3 | 4.6 | 3.6 | 4.1 | 6.5 | 5.5 | 4.7 | 4.8 | 5.4 | 6.8 | 7.7 | 7.7 |
| 16 - 30 | 1.0 | 3.8 | 4.2 | 2.9 | 7.0 | 5.9 | 3.2 | 7.8 | 6.4 | 2.9 | 8.1 | 4.1 |
| 31 + | 0.1 | 2.1 | 1.6 | 1.0 | 4.2 | 3.4 | 0.5 | 5.3 | 3.4 | 1.3 | 4.4 | 4.8 |
| Don't know/No answer | 0.4 | 0.4 | 0.2 | 1.7 | 0.3 | 0.5 | 1.6 | 0.1 | 0.7 | 2.7 | 0.0 | 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, 2008 and 2009
(Recruitment and Diary Data)

| Mail Order Purchases | Pieces Per Household Per Week | | |
|----------------------|-------------------------------|------|------|
| | 1987 | 2008 | 2009 |
| 0 | 0.6 | 0.9 | 0.8 |
| 1 | 1.1 | 1.2 | 1.1 |
| 2 | 1.2 | 1.6 | 1.1 |
| 3 - 5 | 1.6 | 1.8 | 1.3 |
| 6 - 10 | 2.3 | 2.3 | 2.0 |
| 11 + | 3.1 | 2.9 | 2.6 |

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, 2008 and 2009
(Recruitment and Diary Data)

| Mail Order Purchases | Read Immediately | | | Set Aside | | | Found Useful | | | Will Respond | | |
|----------------------|------------------|------|------|-----------|------|------|--------------|------|------|--------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| 0 | 40.4 | 41.7 | 41.0 | 8.4 | 12.4 | 11.0 | 34.2 | 39.8 | 44.3 | 12.5 | 9.5 | 11.1 |
| 1 - 2 | 40.8 | 37.4 | 44.3 | 11.4 | 13.5 | 9.8 | 36.6 | 42.3 | 44.5 | 15.1 | 8.7 | 10.2 |
| 3 - 5 | 45.7 | 46.9 | 49.9 | 13.5 | 12.8 | 12.7 | 45.8 | 51.0 | 52.5 | 15.8 | 11.3 | 12.5 |
| 6 - 10 | 44.6 | 46.9 | 46.3 | 14.9 | 12.2 | 13.7 | 46.2 | 48.4 | 46.7 | 15.8 | 12.9 | 12.9 |
| 11 + | 42.0 | 46.8 | 45.0 | 11.8 | 12.6 | 12.8 | 45.5 | 50.9 | 50.0 | 16.9 | 12.7 | 11.7 |

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 A3-63
Standard Mail Intended Response Medium
to Pieces from the Mail Order Industry
(Percentage of Pieces)
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Industry | 1987 | 2008 | 2009 |
|----------------------|-------|-------|-------|
| Mail | 82.4 | 28.2 | 30.1 |
| Phone | 13.3 | 30.0 | 26.6 |
| In-Person | 2.9 | 3.4 | 2.6 |
| Other | 0.2 | 34.6 | 36.2 |
| Don't know/No answer | 1.2 | 3.7 | 4.5 |
| Total | 100.0 | 100.0 | 100.0 |

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

Table A3-64
Unaddressed Mail Received
(Percentage of Pieces)
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Industry | Percent of Unaddressed Mail Received by Households | | |
|---|--|-------|-------|
| | 1987 | 2008 | 2009 |
| Financial: | | | |
| Credit card | 0.2 | 0.8 | 2.8 |
| Bank | 0.2 | 0.3 | 0.3 |
| Securities broker | 0.1 | 0.0 | 0.0 |
| Money market | 0.0 | 0.2 | 0.0 |
| Insurance company | 0.9 | 2.8 | 3.4 |
| Real estate/Mortgage | 0.6 | 0.3 | 0.4 |
| Other financial | 0.0 | 0.1 | 0.1 |
| Total Financial | 2.1 | 4.5 | 7.0 |
| Merchants: | | | |
| Supermarkets | 22.1 | 22.3 | 33.1 |
| Department store | 20.9 | 8.9 | 15.4 |
| Mail order company | 1.5 | 1.6 | 1.0 |
| Other store | 25.1 | 17.4 | 13.4 |
| Publisher | 4.6 | 2.6 | 2.0 |
| Land promotion company | 0.2 | 0.2 | 0.0 |
| Restaurant | 6.7 | 5.8 | 4.9 |
| Consumer packaged goods | 0.6 | 1.7 | 0.5 |
| Auto dealers | 0.9 | 0.7 | 0.4 |
| Service stations | 0.9 | 1.8 | 0.8 |
| Mall | 0.2 | 0.0 | 0.0 |
| Other merchants | 2.1 | 1.2 | 1.8 |
| Total Merchants | 90.0 | 64.1 | 73.4 |
| Services: | | | |
| Telephone | 0.0 | 1.5 | 1.1 |
| Other utilities | 0.1 | 0.0 | 0.4 |
| Medical | 1.6 | 1.6 | 2.7 |
| Other professional | 0.7 | 0.3 | 0.0 |
| Leisure service | 0.5 | 0.6 | 0.5 |
| Cable TV | 0.1 | 3.6 | 5.6 |
| Computer | 0.0 | 0.3 | 0.7 |
| Craftsman | 0.5 | 1.3 | 0.1 |
| Other services | 2.1 | 1.2 | 0.8 |
| Total Services | 5.6 | 10.4 | 11.9 |
| Federal Government | N/A | 0.2 | 0.6 |
| Nonfederal Government | 0.2 | 0.3 | 0.8 |
| Total Social/Charitable/Political/Nonprofit | 1.3 | 1.2 | 6.4 |
| Don't know/No answer | 0.8 | 19.3 | 0.0 |
| 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, 2008 and 2009
(Diary Data)

| Treatment | Percent of Mail Pieces | | |
|---|------------------------|-------|-------|
| | 1987 | 2008 | 2009 |
| Read by member of household | 29.3 | 22.1 | 33.1 |
| Read by more than one member of household 1 | N/A | 7.2 | 12.5 |
| Looked at | 24.0 | 16.9 | 15.5 |
| Discarded | 20.0 | 27.1 | 19.4 |
| Set aside | 3.9 | 3.1 | 5.8 |
| Don't know/No answer | 22.7 | 23.6 | 13.6 |
| Total | 100.0 | 100.0 | 100.0 |

| Usefulness | Percent of Mail Pieces | | |
|----------------------|------------------------|-------|-------|
| | 1987 | 2008 | 2009 |
| Useful | 33.9 | 32.2 | 46.7 |
| Interesting | 16.9 | 7.4 | 9.2 |
| Not interesting | 21.6 | 32.3 | 29.2 |
| Objectionable | 4.4 | 4.6 | 0.6 |
| Don't know/No answer | 23.2 | 23.4 | 14.3 |
| 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, 2008 and 2009
(Diary Data)

| Industry | Read Immediately ¹ | | | Found Useful | | |
|--|-------------------------------|------|-------|--------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Financial: | | | | | | |
| Bank | 18.9 | 19.6 | 0.0 | 11.2 | 18.5 | 0.0 |
| Insurance company | 12.5 | 10.9 | 10.8 | 7.7 | 10.4 | 8.4 |
| Real estate/Mortgage | 13.3 | 20.5 | 29.2 | 9.0 | 14.6 | 29.2 |
| Total Financial | 16.1 | 12.4 | 11.9 | 10.1 | 11.4 | 10.0 |
| Merchants: | | | | | | |
| Supermarkets | 37.7 | 29.2 | 44.5 | 46.8 | 49.2 | 61.4 |
| Department store | 33.9 | 29.2 | 40.1 | 39.8 | 42.4 | 43.1 |
| Mail order company | 18.5 | 9.0 | 27.8 | 19.0 | 11.8 | 36.5 |
| Specialty store | 24.6 | 15.9 | 28.2 | 28.4 | 23.0 | 32.5 |
| Publisher | 33.6 | 31.0 | 39.3 | 39.9 | 38.1 | 39.0 |
| Restaurant | 31.6 | 16.9 | 18.8 | 33.3 | 22.2 | 24.4 |
| Consumer packaged goods | 17.4 | 20.3 | 48.9 | 15.0 | 11.8 | 48.9 |
| Auto dealers | 0.8 | 1.7 | 0.0 | 2.8 | 3.7 | 0.0 |
| Service stations | 17.9 | 3.3 | 29.3 | 20.4 | 6.3 | 0.0 |
| Total Merchants | 27.1 | 22.7 | 38.0 | 35.7 | 34.3 | 47.3 |
| Services: | | | | | | |
| Medical | 12.6 | 19.0 | 26.0 | 10.6 | 33.5 | 15.5 |
| Other professional | 17.3 | 9.3 | 0.0 | 17.0 | 4.3 | 0.0 |
| Leisure service | 26.0 | 46.2 | 0.0 | 30.9 | 12.3 | 0.0 |
| Craftsman | 22.9 | 10.4 | 100.0 | 10.4 | 1.4 | 0.0 |
| Total Services | 17.1 | 20.0 | 25.3 | 15.9 | 17.2 | 12.7 |
| Total Social/Charitable/Social/Nonprofit | 29.0 | 19.2 | 29.3 | 25.9 | 19.0 | 27.4 |

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, 2008 and 2009
(Diary Data)

| Shape | Percentage of Nonprofit Standard Mail Received by Households | | | Pieces Per Household Per Week | | |
|-------------------------------------|--|------|------|----------------------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Envelopes: | | | | | | |
| Letter size envelope | 37.2 | 49.2 | 49.0 | 0.9 | 1.2 | 1.1 |
| Larger envelope | 9.5 | 8.0 | 5.7 | 0.2 | 0.2 | 0.1 |
| Total Envelope | 46.6 | 57.2 | 54.6 | 1.1 | 1.4 | 1.2 |
| Postcard | 2.1 | 3.3 | 2.8 | 0.1 | 0.1 | 0.1 |
| Catalog (not in envelope) | 4.4 | 3.1 | 3.2 | 0.1 | 0.1 | 0.1 |
| Flyers/Circulars | 20.4 | 18.8 | 21.8 | 0.5 | 0.5 | 0.5 |
| Magazines/Newsletters | 3.9 | 8.2 | 8.7 | 0.1 | 0.2 | 0.2 |
| Other | 0.3 | 0.7 | 0.4 | 0.0 | 0.0 | 0.0 |
| Don't know/No answer | 1.4 | 0.6 | 0.6 | 0.0 | 0.0 | 0.0 |
| Total Pieces Received by Households | 79.6 | 91.9 | 92.1 | 1.9 | 2.2 | 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, 2008 and 2009
(Diary Data)

| Industry | Letter Size Envelope | | | Larger Than Letter Size Envelope | | | Postcard | | | Catalog Not In Envelope | | |
|-----------------------|----------------------|------|------|----------------------------------|------|------|----------|------|------|-------------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Medical | 29.1 | 31.0 | 20.7 | 10.0 | 8.7 | 4.9 | 7.4 | 7.1 | 4.5 | 10.0 | 3.1 | 5.4 |
| Union or professional | 37.9 | 55.7 | 42.7 | 12.1 | 9.8 | 7.4 | 3.2 | 1.8 | 2.2 | 4.8 | 2.0 | 2.7 |
| Church | 43.4 | 56.3 | 57.3 | 8.6 | 7.8 | 4.9 | 2.3 | 2.6 | 1.9 | 3.0 | 1.1 | 1.4 |
| Veterans | 48.9 | 62.0 | 69.3 | 11.3 | 15.2 | 12.7 | 6.5 | 3.9 | 0.7 | 6.7 | 0.2 | 0.0 |
| Educational | 27.3 | 25.8 | 25.3 | 9.0 | 5.5 | 3.4 | 1.8 | 7.2 | 5.6 | 12.2 | 8.4 | 8.9 |
| Charities | 80.1 | 73.3 | 73.1 | 9.3 | 10.0 | 7.0 | 1.5 | 2.3 | 2.0 | 1.2 | 1.1 | 1.2 |
| Political | 28.9 | 67.0 | 36.5 | 13.6 | 9.0 | 4.0 | 3.0 | 1.5 | 4.7 | 0.6 | 0.1 | 1.1 |
| AARP | 79.3 | 75.7 | 86.2 | 11.0 | 16.4 | 5.4 | 4.2 | 0.0 | 0.8 | 0.9 | 0.0 | 0.3 |
| Museum | 49.0 | 51.6 | 39.2 | 14.9 | 5.8 | 10.9 | 5.9 | 6.2 | 4.5 | 19.7 | 4.2 | 10.1 |
| Nonprofit publication | 30.6 | 55.9 | 54.2 | 28.6 | 9.0 | 6.0 | 1.9 | 3.6 | 2.9 | 5.1 | 2.6 | 2.9 |

| Industry | Flyers | | | Newspapers/Magazines | | | Total | | |
|-----------------------|--------|------|------|----------------------|------|------|-------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Medical | 35.2 | 26.1 | 36.8 | 4.9 | 23.5 | 26.7 | 100.0 | 100.0 | 100.0 |
| Union or professional | 33.6 | 17.7 | 23.2 | 6.5 | 11.5 | 21.3 | 100.0 | 100.0 | 100.0 |
| Church | 35.9 | 19.9 | 21.0 | 5.6 | 11.0 | 12.7 | 100.0 | 100.0 | 100.0 |
| Veterans | 18.1 | 13.1 | 10.8 | 5.6 | 4.8 | 5.4 | 100.0 | 100.0 | 100.0 |
| Educational | 44.8 | 36.6 | 39.5 | 3.9 | 15.4 | 15.7 | 100.0 | 100.0 | 100.0 |
| Charities | 6.9 | 9.6 | 13.1 | 0.5 | 2.9 | 3.0 | 100.0 | 100.0 | 100.0 |
| Political | 52.6 | 21.8 | 52.8 | 0.7 | 0.5 | 0.4 | 100.0 | 100.0 | 100.0 |
| AARP | 2.7 | 4.1 | 6.3 | 2.0 | 3.5 | 1.1 | 100.0 | 100.0 | 100.0 |
| Museum | 8.9 | 23.9 | 25.9 | 0.5 | 8.4 | 9.4 | 100.0 | 100.0 | 100.0 |
| Nonprofit publication | 11.4 | 19.2 | 23.4 | 19.7 | 8.8 | 9.8 | 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, 2008 and 2009
(Diary Data)

| Industry | Advertising | | | Fund Request | | | Other | | | Don't Know/ No Answer | | | Total | | |
|-----------------------------------|-------------|------|------|--------------|------|------|-------|------|------|--------------------------|------|------|-------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Medical | 27.5 | 40.0 | 44.5 | 18.0 | 26.6 | 25.5 | 43.0 | 28.4 | 2.9 | 11.4 | 4.9 | 27.1 | 100.0 | 100.0 | 100.0 |
| Union or professional | 28.5 | 26.0 | 24.0 | 21.3 | 42.3 | 26.8 | 40.8 | 23.6 | 22.4 | 9.4 | 8.1 | 26.9 | 100.0 | 100.0 | 100.0 |
| Church | 14.7 | 16.6 | 12.6 | 30.5 | 52.3 | 53.5 | 44.8 | 26.4 | 7.1 | 10.0 | 4.8 | 26.8 | 100.0 | 100.0 | 100.0 |
| Veterans | 18.4 | 9.3 | 4.3 | 42.7 | 67.8 | 82.1 | 31.4 | 19.1 | 5.7 | 7.6 | 3.9 | 7.8 | 100.0 | 100.0 | 100.0 |
| Educational | 35.6 | 47.7 | 49.4 | 14.7 | 17.9 | 19.3 | 41.6 | 31.7 | 3.5 | 8.0 | 2.7 | 27.8 | 100.0 | 100.0 | 100.0 |
| Charities | 7.7 | 6.3 | 4.1 | 79.3 | 82.5 | 85.7 | 6.8 | 7.3 | 5.1 | 6.2 | 3.9 | 5.0 | 100.0 | 100.0 | 100.0 |
| Political | 4.3 | 4.8 | 0.0 | 28.1 | 62.8 | 19.1 | 56.2 | 29.4 | 80.6 | 11.4 | 3.0 | 0.2 | 100.0 | 100.0 | 100.0 |
| AARP | 65.8 | 55.6 | 60.8 | 7.6 | 22.7 | 17.2 | 13.9 | 16.3 | 12.6 | 12.7 | 5.4 | 9.4 | 100.0 | 100.0 | 100.0 |
| Museum | 60.5 | 53.2 | 47.1 | 16.9 | 32.2 | 39.3 | 15.7 | 12.6 | 2.3 | 6.9 | 2.0 | 11.4 | 100.0 | 100.0 | 100.0 |
| Nonprofit publication | 62.4 | 21.9 | 18.9 | 3.7 | 54.0 | 53.1 | 19.0 | 19.8 | 23.4 | 14.9 | 4.3 | 4.7 | 100.0 | 100.0 | 100.0 |
| Total Mail Received by Households | 26.3 | 27.5 | 24.7 | 34.0 | 48.0 | 48.8 | 29.4 | 19.7 | 21.6 | 10.3 | 4.7 | 4.9 | 100.0 | 100.0 | 100.0 |

Note: Percentages are row percentages within Industry classification.

Table A3-70
Nonprofit Standard Mail Pieces Received Per Household Per Week
Postal Fiscal Years 1987, 2008 and 2009
(Recruitment and Diary Data)

| Income | 1987 | 2008 | 2009 |
|---------------------------------------|-------------|-------------|-------------|
| < \$7K | 0.8 | 0.9 | 0.3 |
| \$ 7K - \$9.9K | 1.3 | 1.5 | 1.5 |
| \$ 10K - \$14.9K | 1.4 | 1.3 | 1.1 |
| \$ 15K - \$19.9K | 1.7 | 1.4 | 1.6 |
| \$ 20K - \$24.9K | 1.6 | 1.8 | 2.1 |
| \$ 25K - \$29.9K | 1.8 | 1.6 | 1.5 |
| \$ 30K - \$34.9K | 2.2 | | |
| \$ 35K - \$49.9K | 2.3 | 2.0 | 1.8 |
| \$ 50K - \$64.9K | 2.6 | 1.9 | 2.0 |
| \$ 65K - Over | 3.8 | 2.7 | 2.4 |
| Age of Head of Household | 1987 | 2008 | 2009 |
| 18 - 24 | 0.5 | 0.7 | 0.7 |
| 25 - 34 | 1.1 | 1.2 | 0.9 |
| 35 - 44 | 1.8 | 1.6 | 1.6 |
| 45 - 54 | 2.3 | 2.3 | 2.0 |
| 55 - 64 | 2.5 | 2.6 | 2.4 |
| 65 - 69 | 2.8 | 3.1 | 2.7 |
| 70 - 74 | 2.6 | 3.2 | 3.1 |
| 75+ | | 4.2 | 4.0 |
| Education of Head of Household | 1987 | 2008 | 2009 |
| < 8th grade | 1.1 | 1.7 | 1.3 |
| Some High School | 1.3 | 1.3 | 1.2 |
| High School | 1.5 | 1.9 | 1.8 |
| Some College | 1.8 | 1.9 | 2.0 |
| Technical School | 1.8 | 2.1 | 2.0 |
| College | 2.3 | 2.7 | 2.3 |
| Post graduate | 4.3 | 3.9 | 3.3 |
| Type of Household | 1987 | 2008 | 2009 |
| One-person household | 1.6 | 2.3 | 2.1 |
| Male | 1.2 | 2.1 | 1.7 |
| Female | 1.8 | 2.3 | 2.3 |
| One adult + minors | 1.0 | 1.2 | 1.2 |
| Male | 1.0 | 0.6 | 1.7 |
| Female | 1.0 | 1.3 | 1.0 |
| More than one adult without children | 2.3 | 2.6 | 2.3 |
| One-earner | 2.3 | 2.8 | 2.1 |
| Two-earner | 1.9 | 2.1 | 2.1 |
| More than one adult with children | 1.8 | 1.8 | 1.7 |
| One-earner | 1.6 | 1.7 | 1.6 |
| Two-earner | 2.0 | 1.9 | 1.9 |

| Employment of Head of Household | 1987 | 2008 | 2009 |
|--|-------------|-------------|-------------|
| White collar professional | 2.5 | 2.4 | 2.2 |
| White collar sales/clerical | 1.3 | 1.8 | 1.5 |
| White collar craftsmen/mechanic | 1.0 | 1.4 | 1.5 |
| Service Worker | 1.1 | 1.9 | 1.1 |
| Other employed | 1.2 | 1.4 | 1.4 |
| Homemaker | 1.8 | 2.3 | 1.7 |
| Student | 1.2 | 0.8 | 1.6 |
| Retired | 2.3 | 3.4 | 3.1 |
| Other not employed | 0.5 | 1.2 | 1.0 |
| Type of Dwelling | 1987 | 2008 | 2009 |
| Single-family house | 2.3 | 2.4 | 2.3 |
| Multi-family unit | 1.0 | 1.8 | 1.5 |
| Mobile house | 1.2 | 1.3 | 1.4 |
| Number of Adults | 1987 | 2008 | 2009 |
| 1 | 1.5 | 2.1 | 2.0 |
| 2 | 2.0 | 2.2 | 2.0 |
| 3 | 2.2 | 2.5 | 2.1 |
| 4+ | 2.4 | 2.4 | 2.2 |

Note: 2008/2009 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, 2008 and 2009
(Recruitment and Diary Data)

| Age Cohort | Percent | | | Pieces Per Household Per Week | | |
|------------|---------|------|------|-------------------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| 18 - 24 | 41.6 | 37.2 | 45.5 | 0.2 | 0.3 | 0.3 |
| 25 - 34 | 28.6 | 38.8 | 39.6 | 0.3 | 0.5 | 0.3 |
| 35 - 44 | 27.5 | 39.3 | 39.3 | 0.5 | 0.6 | 0.6 |
| 45 - 54 | 33.7 | 40.1 | 42.6 | 0.8 | 0.9 | 0.9 |
| 55 - 64 | 34.4 | 53.1 | 51.7 | 0.9 | 1.4 | 1.3 |
| 65 - 69 | 39.3 | 54.7 | 57.1 | 1.1 | 1.7 | 1.6 |
| 70 - 74 | 40.7 | 57.0 | 59.4 | 1.1 | 1.8 | 1.8 |
| 75+ | | 57.6 | 55.7 | | 2.4 | 2.2 |

Table A3-72
Nonprofit Standard Mail Treatment of Mail Piece by Familiarity With Organization
(Percentage of Pieces)
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Treatment | Previous Customer | | | Organization Known | | | Organization Not Known | | | Total ¹ | | |
|---|-------------------|-------|-------|--------------------|-------|-------|------------------------|-------|-------|--------------------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Read by member of household | 68.0 | 56.4 | 53.7 | 36.4 | 29.5 | 32.8 | 24.7 | 22.4 | 22.3 | 49.5 | 42.2 | 40.2 |
| Read by more than one member of household | N/A | 10.0 | 9.6 | N/A | 4.8 | 4.1 | N/A | 2.4 | 2.2 | N/A | 7.2 | 6.6 |
| Looked at | 17.0 | 14.3 | 16.0 | 24.6 | 26.9 | 25.5 | 35.7 | 24.1 | 23.9 | 21.3 | 16.8 | 17.6 |
| Discarded | 4.5 | 11.0 | 12.5 | 20.3 | 32.3 | 32.3 | 29.9 | 47.1 | 47.2 | 10.5 | 18.8 | 19.5 |
| Set Aside | 9.0 | 8.0 | 7.9 | 7.6 | 6.2 | 5.3 | 8.5 | 3.9 | 4.2 | 7.6 | 6.5 | 6.1 |
| Don't know/No answer | 1.5 | 0.3 | 0.2 | 1.2 | 0.2 | 0.1 | 1.3 | 0.2 | 0.3 | 11.0 | 8.5 | 9.9 |
| 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 |

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, 2008 and 2009
(Diary Data)

| Response | Previous Customer | | | Organization Known | | | Organization Not Known | | | Total ² | | |
|-------------------------------|-------------------|-------|-------|--------------------|-------|-------|------------------------|-------|-------|--------------------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Yes | 28.0 | 22.4 | 22.6 | 6.8 | 3.3 | 4.3 | 5.2 | 2.9 | 2.0 | 18.0 | 14.6 | 14.1 |
| No | 43.3 | 51.6 | 52.0 | 74.0 | 80.1 | 83.4 | 76.8 | 86.0 | 90.3 | 55.2 | 60.6 | 62.1 |
| Maybe | 20.9 | 22.4 | 22.7 | 10.6 | 11.6 | 9.7 | 9.4 | 5.5 | 5.3 | 16.5 | 16.7 | 15.8 |
| No Answer | 7.8 | 3.5 | 2.7 | 8.7 | 5.0 | 2.6 | 8.5 | 5.6 | 2.4 | 10.4 | 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 |
| Pieces Per Household Per Week | 0.6 | 1.3 | 1.1 | 0.3 | 0.5 | 0.5 | 0.2 | 0.2 | 0.2 | 1.1 | 2.0 | 1.8 |

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, 2008 and 2009
(Diary Data)

| Treatment | Letter Size Envelope | | | Larger Than Letter Size Envelope | | | Postcard | | | Catalog Not in Envelope | | |
|---|----------------------|-------|-------|----------------------------------|-------|-------|----------|-------|-------|-------------------------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Read by member of household | 48.9 | 42.1 | 40.7 | 49.1 | 45.2 | 45.3 | 61.1 | 55.9 | 55.1 | 43.2 | 38.3 | 34.5 |
| Read by more than one member of household | N/A | 4.7 | 4.8 | N/A | 5.5 | 6.2 | N/A | 11.8 | 10.9 | N/A | 13.5 | 6.6 |
| Looked at | 22.8 | 18.6 | 18.2 | 23.1 | 17.5 | 20.4 | 12.7 | 11.2 | 12.3 | 24.9 | 12.4 | 17.4 |
| Discarded | 11.2 | 19.5 | 18.4 | 9.6 | 19.2 | 17.3 | 13.2 | 15.3 | 17.1 | 10.9 | 19.8 | 27.9 |
| Set Aside | 6.6 | 5.0 | 5.6 | 9.0 | 7.8 | 7.8 | 2.1 | 3.1 | 1.1 | 14.4 | 11.7 | 12.0 |
| Don't know/No answer | 10.5 | 10.1 | 12.3 | 9.3 | 4.8 | 3.1 | 10.9 | 2.6 | 3.5 | 6.5 | 4.2 | 1.6 |
| 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 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Read by member of household | 54.2 | 42.2 | 38.5 | 38.5 | 38.6 | 37.4 | 49.5 | 42.2 | 40.2 |
| Read by more than one member of household | N/A | 9.4 | 8.3 | N/A | 14.0 | 12.0 | N/A | 7.2 | 6.6 |
| Looked at | 21.1 | 17.1 | 17.7 | 11.1 | 10.3 | 14.9 | 21.3 | 16.8 | 17.6 |
| Discarded | 11.2 | 20.2 | 24.4 | 5.9 | 12.7 | 13.5 | 10.5 | 18.8 | 19.5 |
| Set Aside | 6.8 | 5.3 | 3.8 | 13.4 | 16.8 | 13.7 | 7.6 | 6.5 | 6.1 |
| Don't know/No answer | 6.7 | 5.9 | 7.3 | 31.2 | 7.7 | 8.4 | 11.0 | 8.5 | 9.9 |
| 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 A3-75
Nonprofit Standard Mail Usefulness of Mail Piece by Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Usefulness | Letter Size Envelope | | | Larger Than Letter Size Envelope | | | Postcard | | | Catalog Not In Envelope | | |
|-----------------------------------|----------------------|-------|-------|----------------------------------|-------|-------|----------|-------|-------|-------------------------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Useful | 35.9 | 35.3 | 38.3 | 41.6 | 39.7 | 42.6 | 44.5 | 51.7 | 50.6 | 56.6 | 54.9 | 49.7 |
| Interesting | 24.7 | 18.7 | 19.2 | 27.7 | 20.1 | 23.5 | 22.1 | 14.5 | 16.0 | 21.2 | 18.9 | 23.0 |
| Not Interesting | 20.8 | 29.9 | 28.7 | 15.0 | 28.7 | 28.3 | 15.9 | 27.7 | 29.5 | 10.7 | 20.1 | 24.0 |
| Objectionable | 4.9 | 5.3 | 1.2 | 3.6 | 6.2 | 2.2 | 5.1 | 3.0 | 0.3 | 3.4 | 1.9 | 1.1 |
| Don't know/No answer | 13.8 | 10.7 | 12.7 | 12.1 | 5.2 | 3.4 | 12.4 | 3.0 | 3.5 | 8.0 | 4.2 | 2.2 |
| 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 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Useful | 56.6 | 46.9 | 42.3 | 45.9 | 62.5 | 58.0 | 43.8 | 41.6 | 42.1 |
| Interesting | 18.7 | 16.4 | 16.6 | 14.1 | 14.0 | 16.6 | 22.4 | 17.7 | 18.5 |
| Not Interesting | 13.7 | 25.9 | 32.9 | 5.5 | 14.1 | 16.6 | 16.4 | 27.0 | 28.2 |
| Objectionable | 2.7 | 4.4 | 0.8 | 2.1 | 1.4 | 0.6 | 3.8 | 4.7 | 1.1 |
| Don't know/No answer | 8.3 | 6.3 | 7.4 | 32.4 | 8.0 | 8.2 | 13.5 | 9.0 | 10.1 |
| 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, 2008 and 2009
(Diary Data)

| Response | Letter Size Envelope | | | Larger Than Letter Size Envelope | | | Postcard | | | Catalog Not In Envelope | | |
|-----------------------------------|----------------------|-------|-------|----------------------------------|-------|-------|----------|-------|-------|-------------------------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Yes | 19.7 | 16.0 | 16.4 | 17.6 | 18.1 | 17.0 | 14.6 | 14.8 | 20.6 | 18.2 | 10.8 | 7.6 |
| No | 52.0 | 60.2 | 59.1 | 60.0 | 57.8 | 62.4 | 59.3 | 58.2 | 60.5 | 52.0 | 52.8 | 66.1 |
| Maybe | 16.8 | 16.6 | 17.2 | 15.1 | 19.6 | 17.7 | 19.9 | 18.0 | 11.5 | 24.1 | 26.7 | 21.8 |
| No Answer | 11.5 | 7.2 | 7.3 | 7.4 | 4.5 | 2.8 | 6.3 | 9.0 | 7.4 | 5.9 | 9.7 | 4.5 |
| 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 | 1.2 | 1.1 | 0.2 | 0.2 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |

| Response | Flyers | | | Newspapers/ Magazines | | | Total ¹ | | |
|-----------------------------------|--------|-------|-------|--------------------------|-------|-------|--------------------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Yes | 12.6 | 8.6 | 8.8 | 9.8 | 11.9 | 6.5 | 18.0 | 14.6 | 14.1 |
| No | 64.5 | 66.4 | 69.1 | 54.3 | 60.5 | 63.8 | 55.2 | 60.6 | 62.1 |
| Maybe | 13.6 | 13.3 | 11.6 | 13.6 | 14.4 | 15.6 | 16.5 | 16.7 | 15.8 |
| No Answer | 9.3 | 11.7 | 10.6 | 22.3 | 13.2 | 14.1 | 10.4 | 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 |
| Pieces Per Household Per Week | 0.2 | 0.5 | 0.5 | 0.0 | 0.2 | 0.2 | 1.2 | 2.2 | 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, 2008 and 2009
(Diary Data)

| Industry | Percent | | | | | | | | | | | |
|-----------------------------------|------------------|------|------|-----------|------|------|--------------|------|------|---------------------------|------|------|
| | Read Immediately | | | Set Aside | | | Found Useful | | | Will Respond ¹ | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Medical | 46.3 | 52.4 | 44.7 | 8.1 | 7.5 | 7.0 | 46.1 | 49.5 | 40.1 | 13.4 | 15.9 | 7.4 |
| Union or Professional | 50.1 | 45.9 | 50.1 | 8.5 | 5.7 | 12.3 | 51.6 | 41.1 | 50.7 | 18.4 | 14.5 | 9.2 |
| Church | 64.0 | 54.0 | 52.6 | 6.9 | 7.1 | 6.8 | 59.2 | 50.7 | 51.9 | 25.2 | 19.9 | 21.2 |
| Veterans | 56.0 | 52.8 | 53.1 | 9.5 | 8.4 | 6.7 | 44.3 | 41.3 | 42.9 | 22.6 | 19.5 | 19.6 |
| Educational | 48.0 | 51.0 | 46.1 | 7.0 | 6.6 | 5.9 | 49.1 | 45.9 | 42.8 | 13.2 | 7.6 | 6.8 |
| Charities | 44.6 | 45.5 | 44.5 | 7.2 | 5.3 | 6.1 | 28.3 | 32.7 | 35.9 | 17.7 | 14.9 | 14.1 |
| Political | 40.6 | 38.8 | 31.9 | 6.1 | 5.8 | 3.5 | 31.8 | 26.4 | 23.8 | 20.0 | 9.4 | 7.5 |
| AARP | 46.1 | 48.3 | 48.1 | 10.7 | 4.5 | 5.4 | 40.9 | 40.3 | 41.0 | 13.6 | 16.9 | 15.1 |
| Museum | 53.6 | 52.3 | 58.9 | 8.4 | 5.3 | 7.3 | 44.3 | 46.5 | 52.6 | 12.5 | 15.8 | 16.4 |
| Nonprofit Publications | 39.8 | 48.9 | 46.4 | 8.8 | 6.5 | 6.2 | 39.3 | 41.3 | 41.0 | 12.8 | 14.9 | 13.4 |
| Total Mail Received by Households | 49.5 | 49.4 | 46.9 | 7.6 | 6.5 | 6.1 | 43.8 | 41.6 | 42.1 | 18.0 | 14.6 | 14.1 |

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, 2008 and 2009
(Diary Data)

| Type of Ad Mail | Under \$7K | | | \$7K - \$9.9K | | | \$10K - \$14.9K | | | \$15K - \$19.9K | | |
|-----------------------------------|------------|------|------|---------------|------|------|-----------------|------|------|-----------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| First-Class: | | | | | | | | | | | | |
| Advertising alone | 0.3 | 0.9 | 0.3 | 0.5 | 0.6 | 0.4 | 0.7 | 0.7 | 0.7 | 0.7 | 0.6 | 0.5 |
| Business invitation/announcements | 0.1 | 0.2 | 0.1 | 0.1 | 0.2 | 0.2 | 0.1 | 0.4 | 0.2 | 0.2 | 0.4 | 0.2 |
| Stuffers (Advertising Enclosed) | 0.4 | 1.6 | 0.7 | 0.6 | 1.4 | 0.9 | 0.8 | 1.6 | 1.5 | 0.9 | 1.3 | 1.4 |
| Total First-Class ² | 0.8 | 2.8 | 1.1 | 1.2 | 2.2 | 1.5 | 1.6 | 2.7 | 2.4 | 1.8 | 2.3 | 2.1 |
| Standard Mail: | | | | | | | | | | | | |
| Commercial | 3.8 | 4.5 | 3.1 | 5.2 | 4.9 | 5.4 | 5.8 | 7.0 | 5.3 | 6.4 | 7.0 | 5.6 |
| Nonprofit | 0.9 | 0.9 | 0.3 | 1.5 | 1.5 | 1.5 | 1.5 | 1.3 | 1.1 | 1.9 | 1.4 | 1.6 |
| Total Standard Mail | 4.7 | 5.4 | 3.4 | 6.7 | 6.4 | 6.9 | 7.3 | 8.3 | 6.3 | 8.3 | 8.4 | 7.2 |
| Total Advertising ² | 5.5 | 8.2 | 4.4 | 7.9 | 8.6 | 8.4 | 8.9 | 11.1 | 8.7 | 10.1 | 10.7 | 9.3 |

| Type of Ad Mail | \$20K - \$24.9K | | | \$25K - \$29.9K | | | \$30K - \$34.9K | | | \$35K - \$49.9K | | |
|-----------------------------------|-----------------|------|------|-----------------|------|------|-----------------|------|------|-----------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| First-Class: | | | | | | | | | | | | |
| Advertising alone | 0.6 | 1.1 | 0.7 | 0.8 | 0.9 | 0.8 | 1.0 | 0.9 | 0.8 | 1.1 | 1.1 | 1.0 |
| Business invitation/announcements | 0.2 | 0.3 | 0.2 | 0.2 | 0.3 | 0.3 | 0.4 | 0.3 | 0.3 | 0.4 | 0.4 | 0.2 |
| Stuffers (Advertising Enclosed) | 1.1 | 2.0 | 1.5 | 1.2 | 1.9 | 1.8 | 1.4 | 1.9 | 1.8 | 1.7 | 2.3 | 2.3 |
| Total First-Class ² | 1.9 | 3.4 | 2.3 | 2.2 | 3.1 | 2.8 | 2.8 | 3.1 | 2.8 | 3.2 | 3.7 | 3.5 |
| Standard Mail: | | | | | | | | | | | | |
| Commercial | 6.6 | 7.6 | 7.0 | 7.9 | 7.8 | 7.2 | 8.7 | 7.8 | 7.2 | 9.5 | 9.6 | 7.9 |
| Nonprofit | 1.7 | 1.8 | 2.1 | 1.9 | 1.6 | 1.5 | 2.3 | 1.6 | 1.5 | 2.5 | 2.0 | 1.8 |
| Total Standard Mail | 8.3 | 9.4 | 9.1 | 9.8 | 9.3 | 8.7 | 11.0 | 9.3 | 8.7 | 12.0 | 11.5 | 9.7 |
| Total Advertising ² | 10.2 | 12.8 | 11.4 | 12.0 | 12.4 | 11.5 | 13.8 | 12.4 | 11.5 | 15.2 | 15.3 | 13.1 |

| Type of Ad Mail | \$50K - \$64.9K | | | \$65K - \$79.9K | | | \$80K - \$99.9K | | | \$100K - Over | | |
|-----------------------------------|-----------------|------|------|-----------------|------|------|-----------------|------|------|---------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| First-Class: | | | | | | | | | | | | |
| Advertising alone | 1.5 | 1.2 | 1.0 | 2.1 | 1.4 | 1.2 | 2.4 | 1.6 | 1.3 | 2.4 | 2.2 | 1.7 |
| Business invitation/announcements | 0.4 | 0.5 | 0.3 | 0.4 | 0.5 | 0.3 | 0.6 | 0.5 | 0.4 | 0.7 | 0.7 | 0.5 |
| Stuffers (Advertising Enclosed) | 1.9 | 2.7 | 2.3 | 2.0 | 3.0 | 2.7 | 2.3 | 3.1 | 2.8 | 2.6 | 4.1 | 3.4 |
| Total First-Class ² | 3.8 | 4.3 | 3.7 | 4.5 | 4.9 | 4.2 | 5.3 | 5.2 | 4.5 | 5.7 | 7.0 | 5.5 |
| Standard Mail (A): | | | | | | | | | | | | |
| Commercial | 10.9 | 10.8 | 9.5 | 14.8 | 12.6 | 10.3 | 14.7 | 13.5 | 11.6 | 15.3 | 17.4 | 13.8 |
| Nonprofit | 2.7 | 1.9 | 2.0 | 3.5 | 2.4 | 2.2 | 4.2 | 2.3 | 2.1 | 4.8 | 3.3 | 2.8 |
| Total Standard Mail | 13.6 | 12.7 | 11.6 | 18.3 | 14.9 | 12.5 | 18.9 | 15.8 | 13.7 | 20.1 | 20.8 | 16.6 |
| Total Advertising ² | 17.4 | 17.1 | 15.2 | 22.8 | 19.9 | 16.6 | 24.2 | 21.0 | 18.2 | 25.8 | 27.7 | 22.1 |

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: 2008/2009 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, 2008 and 2009
(Diary Data)

| Type of Ad Mail | 18 - 21 | | | 22 - 24 | | | 25 - 34 | | |
|------------------------------------|---------|------|------|---------|------|------|---------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| First-Class: | | | | | | | | | |
| Advertising alone | 0.4 | 0.4 | 0.4 | 0.3 | 0.8 | 0.9 | 0.7 | 1.1 | 0.8 |
| Business invitations/announcements | 0.1 | 0.4 | 0.1 | 0.1 | 0.3 | 0.1 | 0.2 | 0.4 | 0.3 |
| Stuffers (Advertising Enclosed) | 0.8 | 0.8 | 1.0 | 0.7 | 1.5 | 1.6 | 1.1 | 2.2 | 1.9 |
| Total First-Class ² | 1.3 | 1.6 | 1.5 | 1.1 | 2.6 | 2.5 | 2.0 | 3.7 | 2.9 |
| Standard Mail: | | | | | | | | | |
| Commercial | 3.7 | 6.5 | 5.1 | 3.2 | 6.1 | 4.3 | 6.6 | 9.7 | 7.8 |
| Nonprofit | 0.6 | 1.2 | 1.2 | 0.5 | 0.4 | 0.5 | 1.2 | 1.2 | 0.9 |
| Total Standard Mail | 4.3 | 7.7 | 6.3 | 3.7 | 6.5 | 4.8 | 7.8 | 10.9 | 8.7 |
| Total Advertising ² | 5.6 | 9.3 | 7.8 | 4.8 | 9.1 | 7.3 | 9.8 | 14.7 | 11.6 |

| Type of Ad Mail | 35 - 44 | | | 45 - 54 | | | 55 - 64 | | |
|------------------------------------|---------|------|------|---------|------|------|---------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| First-Class: | | | | | | | | | |
| Advertising alone | 1.0 | 1.5 | 1.1 | 1.2 | 1.5 | 1.2 | 1.1 | 1.6 | 1.3 |
| Business invitations/announcements | 0.3 | 0.5 | 0.3 | 0.4 | 0.5 | 0.3 | 0.3 | 0.5 | 0.4 |
| Stuffers (Advertising Enclosed) | 1.3 | 3.0 | 2.5 | 1.3 | 2.9 | 2.6 | 1.4 | 3.1 | 2.8 |
| Total First-Class ² | 2.6 | 5.0 | 3.9 | 2.9 | 4.9 | 4.2 | 2.8 | 5.2 | 4.5 |
| Standard Mail: | | | | | | | | | |
| Commercial | 8.3 | 11.8 | 9.6 | 8.9 | 12.4 | 10.2 | 9.8 | 12.9 | 11.0 |
| Nonprofit | 1.9 | 1.6 | 1.6 | 2.4 | 2.3 | 2.0 | 2.7 | 2.6 | 2.4 |
| Total Standard Mail | 10.2 | 13.4 | 11.2 | 11.3 | 14.8 | 12.2 | 12.5 | 15.6 | 13.4 |
| Total Advertising ² | 12.8 | 18.5 | 15.0 | 14.2 | 19.7 | 16.4 | 15.3 | 20.8 | 17.9 |

| Type of Ad Mail | 65 - 69 | | | 70+ | 70 - 74 | | 75+ | |
|------------------------------------|---------|------|------|------|---------|------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 2008 | 2009 |
| First-Class: | | | | | | | | |
| Advertising alone | 1.0 | 1.6 | 1.3 | 0.7 | 1.4 | 1.1 | 1.1 | 0.9 |
| Business invitations/announcements | 0.4 | 0.6 | 0.3 | 0.2 | 0.4 | 0.3 | 0.4 | 0.4 |
| Stuffers (Advertising Enclosed) | 1.2 | 2.9 | 2.7 | 0.9 | 3.0 | 2.4 | 2.3 | 2.1 |
| Total First-Class ² | 2.6 | 5.0 | 4.4 | 1.8 | 4.9 | 3.8 | 3.8 | 3.4 |
| Standard Mail: | | | | | | | | |
| Commercial | 8.2 | 12.9 | 11.5 | 7.6 | 11.3 | 10.8 | 10.8 | 9.2 |
| Nonprofit | 2.9 | 3.1 | 2.7 | 2.8 | 3.2 | 3.1 | 4.2 | 4.0 |
| Total Standard Mail | 11.1 | 16.0 | 14.2 | 10.4 | 14.5 | 13.8 | 15.0 | 13.2 |
| Total Advertising ² | 13.7 | 21.0 | 18.6 | 12.2 | 19.3 | 17.6 | 18.8 | 16.6 |

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, 2008 and 2009
(Diary Data)

| Type of Ad Mail | < 8th Grade | | | Some High School | | | High School | | | Some College | | |
|------------------------------------|-------------|------|------|------------------|------|------|-------------|------|------|--------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| First-Class: | | | | | | | | | | | | |
| Advertising alone | 0.5 | 0.8 | 0.6 | 0.7 | 1.0 | 0.9 | 0.7 | 1.2 | 1.0 | 0.9 | 1.4 | 1.0 |
| Business invitation/ announcements | 0.1 | 0.2 | 0.4 | 0.1 | 0.5 | 0.2 | 0.2 | 0.4 | 0.3 | 0.3 | 0.5 | 0.3 |
| Stuffers (Advertising Enclosed) | 0.5 | 1.8 | 1.4 | 0.7 | 1.9 | 1.7 | 1.0 | 2.5 | 2.2 | 1.3 | 2.8 | 2.3 |
| Total First-Class ² | 1.1 | 2.7 | 2.3 | 1.5 | 3.4 | 2.8 | 1.9 | 4.1 | 3.5 | 2.5 | 4.6 | 3.6 |
| Standard Mail: | | | | | | | | | | | | |
| Commercial | 5.0 | 8.3 | 5.2 | 5.6 | 7.4 | 6.3 | 7.0 | 10.1 | 8.7 | 7.9 | 11.1 | 9.4 |
| Nonprofit | 1.2 | 1.7 | 1.3 | 1.5 | 1.3 | 1.2 | 1.6 | 1.9 | 1.8 | 2.2 | 1.9 | 2.0 |
| Total Standard Mail | 6.2 | 10.0 | 6.5 | 7.1 | 8.7 | 7.5 | 8.6 | 12.0 | 10.4 | 9.9 | 13.1 | 11.3 |
| Total Advertising ² | 7.3 | 12.7 | 8.9 | 8.6 | 12.0 | 10.3 | 10.5 | 16.1 | 14.0 | 12.4 | 17.7 | 14.9 |

| Type of Ad Mail | Tech School | | | College | | | Post Graduate | | |
|-----------------------------------|-------------|------|------|---------|------|------|---------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| First-Class: | | | | | | | | | |
| Advertising alone | 0.9 | 1.3 | 1.1 | 1.2 | 1.6 | 1.3 | 1.5 | 1.8 | 1.4 |
| Business invitation/announcements | 0.3 | 0.5 | 0.4 | 0.4 | 0.5 | 0.3 | 0.6 | 0.6 | 0.5 |
| Stuffers (Advertising Enclosed) | 1.1 | 2.5 | 2.5 | 1.6 | 3.0 | 2.7 | 2.1 | 3.7 | 3.0 |
| Total First-Class ² | 2.3 | 4.3 | 4.0 | 3.2 | 5.1 | 4.4 | 4.2 | 6.1 | 4.9 |
| Standard Mail: | | | | | | | | | |
| Commercial | 7.8 | 11.3 | 9.7 | 9.9 | 13.3 | 11.2 | 11.8 | 16.3 | 12.8 |
| Nonprofit | 1.9 | 2.1 | 2.0 | 2.6 | 2.7 | 2.3 | 2.1 | 3.9 | 3.3 |
| Total Standard Mail | 9.7 | 13.4 | 11.7 | 12.6 | 16.0 | 13.5 | 16.3 | 20.2 | 16.2 |
| Total Advertising ² | 12.0 | 17.7 | 15.7 | 15.8 | 21.2 | 17.9 | 20.5 | 26.3 | 21.0 |

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, 2008 and 2009
(Diary and Recruitment Data)

| Treatment | Actual Standard Mail Pieces | | | | | | | | |
|----------------------|-----------------------------|-------|-------|--------|-------|-------|---------|-------|-------|
| | 0 - 7 | | | 8 - 10 | | | 11 - 12 | | |
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Usually read | 23.9 | 20.0 | 21.2 | 19.4 | 15.8 | 14.1 | 20.0 | 12.6 | 11.8 |
| Usually scan | 39.6 | 29.8 | 29.6 | 40.4 | 29.9 | 32.0 | 42.6 | 34.0 | 33.5 |
| Read some | 26.4 | 30.6 | 30.1 | 30.4 | 32.1 | 36.3 | 30.0 | 33.6 | 37.5 |
| Usually don't read | 9.8 | 19.6 | 19.0 | 9.6 | 21.8 | 17.5 | 7.4 | 19.7 | 17.2 |
| Don't Know/No Answer | 0.3 | 0.0 | 0.0 | 0.2 | 0.4 | 0.1 | 0.0 | 0.1 | 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 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Usually read | 16.0 | 10.7 | 11.8 | 12.9 | 12.3 | 9.0 | 11.5 | 11.5 | 9.1 |
| Usually scan | 46.3 | 33.5 | 31.0 | 42.6 | 34.1 | 28.9 | 41.3 | 31.4 | 27.6 |
| Read Some | 28.5 | 37.4 | 39.7 | 34.8 | 34.3 | 41.2 | 39.1 | 38.6 | 41.4 |
| Usually don't read | 9.2 | 18.5 | 17.4 | 9.2 | 19.3 | 20.9 | 7.9 | 18.5 | 21.9 |
| Don't Know/No Answer | 0.0 | 0.0 | 0.0 | 0.5 | 0.0 | 0.0 | 0.2 | 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 A4-5
Total Mail Overview:
Intended Response to Advertising Mail by Class
(Percentage of Pieces)
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Intended Response | First-Class ¹ | | | Standard Mail ² | | | Standard Mail Nonprofit ² | | |
|----------------------|--------------------------|-------|-------|----------------------------|-------|-------|--------------------------------------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Will respond | 11.1 | 8.0 | 9.1 | 14.6 | 10.6 | 12.3 | 17.9 | 14.6 | 14.0 |
| May respond | 10.3 | 54.9 | 49.0 | 20.0 | 62.9 | 62.4 | 16.4 | 60.6 | 61.6 |
| Won't respond | 58.4 | 11.9 | 11.1 | 58.6 | 16.2 | 16.6 | 55.1 | 16.7 | 16.6 |
| Don't know/No answer | 19.8 | 25.2 | 30.8 | 6.9 | 10.3 | 8.7 | 10.4 | 8.2 | 7.9 |
| 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 2008/2009 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, 2008 and 2009
(Diary Data)

| Industry | 1987 | | 2008 | | 2009 | |
|---|-------|---------------|-------|---------------|-------|---------------|
| | First | Standard Mail | First | Standard Mail | First | Standard Mail |
| Financial: | | | | | | |
| Credit card | 5.8 | 8.0 | 2.4 | 3.2 | 9.0 | 3.8 |
| Bank | 8.0 | 8.9 | 2.2 | 4.4 | 4.2 | 4.9 |
| Securities broker | 14.3 | 9.0 | 12.2 | 7.6 | 4.4 | 7.1 |
| Money Market | 9.8 | 5.3 | 0.0 | 8.9 | 13.8 | 4.1 |
| Insurance Company | 8.9 | 6.6 | 2.9 | 3.5 | 3.1 | 4.4 |
| Real Estate/Mortgage | 4.7 | 3.5 | 1.6 | 3.0 | 3.2 | 2.9 |
| Merchants: | | | | | | |
| Department store | 9.5 | 12.0 | 15.7 | 22.9 | 17.8 | 25.2 |
| Mail order company | 13.5 | 15.4 | 14.8 | 11.2 | 19.6 | 11.7 |
| Specialty store | 13.1 | 12.8 | 11.1 | 17.1 | 11.9 | 17.4 |
| Publisher | 19.6 | 18.7 | 23.5 | 11.6 | 9.2 | 13.2 |
| Land promotion company | 10.6 | 2.9 | 5.1 | 14.2 | 4.0 | 1.3 |
| Online auction | N/A | N/A | 67.6 | 3.0 | 12.3 | 10.4 |
| Restaurant | 2.2 | 15.9 | 27.4 | 19.0 | 30.6 | 19.2 |
| Consumer packaged goods | 16.1 | 28.7 | 8.7 | 12.6 | 5.8 | 13.4 |
| Auto dealers | 4.1 | 7.2 | 4.9 | 4.4 | 6.6 | 5.7 |
| Services: | | | | | | |
| Telephone | 6.7 | 15.1 | 5.5 | 3.6 | 9.0 | 5.0 |
| Other Utility | 8.0 | 12.7 | 10.2 | 13.7 | 11.0 | 14.0 |
| Medical | 21.2 | 10.2 | 6.8 | 7.2 | 7.5 | 9.3 |
| Other professional | 20.7 | 14.3 | 1.2 | 3.3 | 6.3 | 8.0 |
| Leisure service | 16.8 | 8.7 | 11.6 | 8.5 | 14.9 | 10.3 |
| Cable TV | 7.8 | 13.4 | 1.9 | 2.5 | 8.5 | 3.0 |
| Computer | 8.1 | 15.8 | 9.3 | 5.4 | 2.6 | 4.4 |
| Social/Charitable/Political/Nonprofit ² | 20.4 | 18.5 | 15.6 | 14.9 | 0.0 | 13.8 |
| Total Percentage of "Will Respond" to Advertising Pieces ³ | 13.4 | 15.1 | 8.0 | 11.2 | 9.1 | 12.5 |

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, 2008 and 2009
(Recruitment Data)

| Treatment | Under \$7K | | | \$7K - \$9.9K | | | \$10K - \$14.9K | | | \$15K - \$19.9K | | |
|-------------------------|------------|-------|-------|---------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Usually read | 31.1 | 26.0 | 29.3 | 26.7 | 30.4 | 31.9 | 26.4 | 26.6 | 31.3 | 22.9 | 26.3 | 28.8 |
| Usually scan | 32.9 | 22.9 | 18.5 | 37.5 | 25.8 | 19.6 | 37.1 | 25.8 | 26.1 | 38.1 | 27.4 | 25.3 |
| Read some | 22.7 | 22.9 | 31.3 | 25.3 | 24.8 | 28.8 | 28.7 | 25.8 | 25.4 | 30.4 | 29.8 | 26.5 |
| Usually don't read | 8.7 | 28.2 | 19.2 | 9.7 | 17.6 | 19.1 | 7.2 | 20.8 | 16.9 | 7.3 | 16.5 | 19.0 |
| Don't know/No answer | 0.7 | 0.0 | 1.7 | 0.1 | 1.3 | 0.5 | 0.0 | 1.0 | 0.3 | 0.5 | 0.0 | 0.5 |
| 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 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Usually read | 16.8 | 23.7 | 23.0 | 19.7 | 22.2 | 20.6 | 16.9 | 22.2 | 20.6 | 16.2 | 16.9 | 15.8 |
| Usually scan | 44.8 | 31.4 | 29.5 | 44.4 | 31.6 | 28.7 | 46.1 | 31.6 | 28.7 | 42.8 | 32.2 | 32.3 |
| Read some | 27.3 | 25.5 | 31.0 | 27.5 | 29.0 | 32.2 | 26.9 | 29.0 | 32.2 | 34.4 | 32.8 | 32.8 |
| Usually don't read | 10.6 | 18.8 | 16.0 | 8.6 | 17.3 | 18.5 | 9.4 | 17.3 | 18.5 | 6.0 | 18.1 | 18.9 |
| Don't know/No answer | 0.0 | 0.5 | 0.5 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.3 |
| 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 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Usually read | 14.2 | 18.6 | 14.7 | 8.9 | 13.4 | 13.4 | 8.2 | 10.0 | 9.9 | 10.2 | 8.6 | 7.4 |
| Usually scan | 41.1 | 28.5 | 29.2 | 38.3 | 31.1 | 28.8 | 55.4 | 33.2 | 29.8 | 34.1 | 30.3 | 29.2 |
| Read some | 33.9 | 33.5 | 34.8 | 29.3 | 35.1 | 37.7 | 32.4 | 34.2 | 39.3 | 42.6 | 37.2 | 37.9 |
| Usually don't read | 0.0 | 19.4 | 21.1 | 23.5 | 20.4 | 20.0 | 4.0 | 22.4 | 21.0 | 13.1 | 23.8 | 25.2 |
| Don't know/No answer | 0.4 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.3 |
| 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: 2008/2009 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, 2008 and 2009
(Recruitment Data)

| Treatment | 1987 | 2008 | 2009 |
|-------------------------|-------------|-------------|-------------|
| Usually read | 19.6 | 16.9 | 16.1 |
| Usually scan | 40.4 | 30.0 | 28.3 |
| Read some | 29.6 | 32.2 | 34.5 |
| Usually don't read | 9.1 | 20.6 | 20.7 |
| Don't know/No answer | 0.2 | 0.2 | 0.3 |
| 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, 2008 and 2009
(Recruitment Data)

| Treatment | 18 - 21 | | | 22 - 24 | | | 25 - 34 | | | 35 - 44 | | |
|-------------------------|---------|-------|-------|---------|-------|-------|---------|-------|-------|---------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Usually read | 39.4 | 33.3 | 16.1 | 21.1 | 12.7 | 15.0 | 20.3 | 15.1 | 13.2 | 17.7 | 13.6 | 15.3 |
| Usually scan | 38.8 | 20.0 | 21.6 | 46.7 | 30.1 | 33.6 | 41.4 | 29.4 | 31.1 | 40.8 | 30.5 | 28.2 |
| Read some | 12.6 | 28.9 | 35.7 | 24.8 | 32.5 | 25.3 | 30.7 | 31.7 | 32.0 | 30.8 | 33.8 | 34.8 |
| Usually don't read | 3.2 | 17.8 | 24.6 | 6.7 | 24.7 | 26.1 | 6.3 | 23.6 | 22.8 | 9.8 | 22.0 | 21.7 |
| Don't know/No answer | 0.2 | 0.0 | 2.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.2 | 0.9 | 0.0 | 0.1 | 0.1 |
| 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 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 2008 | 2009 |
| Usually read | 17.0 | 15.4 | 14.5 | 19.7 | 17.0 | 14.0 | 23.6 | 17.2 | 18.1 | 19.5 | 19.5 | 19.6 | 20.8 | 21.0 |
| Usually scan | 41.3 | 30.9 | 28.8 | 39.4 | 28.7 | 27.5 | 37.9 | 28.4 | 26.9 | 38.2 | 30.2 | 25.4 | 32.1 | 30.0 |
| Read some | 31.9 | 32.5 | 36.7 | 28.2 | 35.4 | 37.7 | 26.4 | 32.0 | 34.3 | 30.0 | 31.3 | 34.6 | 27.2 | 29.6 |
| Usually don't read | 9.2 | 21.2 | 19.5 | 11.6 | 18.8 | 20.6 | 9.4 | 22.2 | 20.7 | 11.8 | 19.0 | 20.3 | 19.3 | 19.3 |
| Don't know/No answer | 0.3 | 0.1 | 0.4 | 0.0 | 0.2 | 0.2 | 0.7 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 | 0.2 |
| 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, 2008 and 2009
(Recruitment Data)

| Treatment | < 8th Grade | | | Some High School | | | High School | | | Some College | | |
|-------------------------|-------------|-------|-------|------------------|-------|-------|-------------|-------|-------|--------------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Usually read | 29.2 | 29.0 | 34.2 | 24.6 | 28.2 | 28.9 | 23.5 | 20.7 | 20.1 | 17.6 | 15.2 | 14.7 |
| Usually scan | 37.0 | 28.7 | 22.7 | 33.0 | 26.3 | 22.0 | 42.4 | 29.2 | 28.7 | 39.9 | 31.5 | 30.0 |
| Read some | 22.0 | 23.7 | 27.0 | 27.8 | 27.0 | 29.8 | 26.2 | 30.9 | 32.9 | 30.8 | 32.6 | 35.7 |
| Usually don't read | 9.0 | 17.9 | 15.6 | 11.8 | 18.1 | 18.7 | 7.0 | 19.0 | 18.1 | 10.8 | 20.5 | 19.3 |
| Don't know/No answer | 0.7 | 0.6 | 0.5 | 0.0 | 0.3 | 0.5 | 0.1 | 0.2 | 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 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Usually read | 18.5 | 17.7 | 14.7 | 12.2 | 11.5 | 9.6 | 8.9 | 7.6 | 5.4 |
| Usually scan | 39.9 | 33.5 | 28.3 | 43.5 | 31.5 | 29.9 | 41.9 | 29.4 | 29.1 |
| Read some | 31.6 | 31.5 | 37.8 | 34.6 | 34.3 | 36.3 | 28.3 | 38.4 | 38.3 |
| Usually don't read | 8.9 | 17.2 | 18.9 | 9.1 | 22.7 | 23.9 | 10.5 | 24.6 | 27.0 |
| Don't know/No answer | 0.1 | 0.0 | 0.3 | 0.3 | 0.1 | 0.3 | 0.0 | 0.0 | 0.2 |
| 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, 2008 and 2009
(Diary Data)

| Periodicals | 1987 | 2008 | 2009 |
|--|------|------|------|
| Percent of Periodicals which are sent to Households | 75.3 | 74.4 | 74.5 |
| Pieces per household per week | 1.69 | 1.07 | 0.97 |

Base: RPW Total Periodicals

Note: 2008 data varies from the 2008 report due to a change in RPW numbers.

Table A5-2
Periodicals -- Type of Publication
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Type of Publication | Percentage Received | | | Pieces Per Household Per Week | | |
|--|---------------------|------|------|-------------------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Newspapers: | | | | | | |
| Daily Newspaper | 8.5 | 5.7 | 4.9 | 0.19 | 0.08 | 0.06 |
| Weekly Newspaper | 13.4 | 8.1 | 9.5 | 0.30 | 0.11 | 0.12 |
| Other Newspaper | 4.9 | 3.0 | 2.2 | 0.11 | 0.04 | 0.03 |
| Total Newspapers | 26.8 | 16.7 | 16.7 | 0.60 | 0.24 | 0.22 |
| Magazines: | | | | | | |
| Weekly Magazine | 11.1 | 10.6 | 10.8 | 0.25 | 0.15 | 0.14 |
| Monthly Magazine | 27.2 | 35.3 | 35.8 | 0.61 | 0.50 | 0.47 |
| Other Magazine | 4.4 | 7.6 | 7.0 | 0.10 | 0.11 | 0.09 |
| Total Magazines | 42.7 | 53.5 | 53.6 | 0.96 | 0.76 | 0.70 |
| Other Periodical | 3.1 | 2.7 | 3.3 | 0.07 | 0.04 | 0.04 |
| Don't Know/No Answer | 2.7 | 1.4 | 0.9 | 0.06 | 0.02 | 0.01 |
| Total Periodicals Received by Households | 75.3 | 74.4 | 74.5 | 1.69 | 1.05 | 0.97 |
| Total Periodicals Received by Non-Households | 26.7 | 25.6 | 25.5 | - | - | - |

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, 2008 and 2009
(Diary Data)

| Income | 1987 | 2008 | 2009 |
|---------------------------------------|-------------|-------------|-------------|
| < \$7K | 0.6 | 0.4 | 0.2 |
| \$ 7K - \$9.9K | 1.1 | 0.3 | 0.5 |
| \$ 10K - \$14.9K | 1.2 | 0.7 | 0.5 |
| \$ 15K - \$19.9K | 1.3 | 0.5 | 0.6 |
| \$ 20K - \$24.9K | 1.4 | 0.7 | 0.8 |
| \$ 25K - \$29.9K | 1.8 | 0.7 | 0.8 |
| \$ 30K - \$34.9K | 1.9 | | |
| \$ 35K - \$49.9K | 2.1 | 0.9 | 0.7 |
| \$ 50K - \$64.9K | 2.1 | 1.1 | 1.0 |
| \$ 65K - Over | 3.6 | 1.3 | 1.3 |
| Age of Head of Household | 1987 | 2008 | 2009 |
| 18 - 24 | 0.6 | 0.4 | 0.5 |
| 25 - 34 | 1.2 | 0.8 | 0.6 |
| 35 - 44 | 1.8 | 0.9 | 0.8 |
| 45 - 54 | 2.0 | 1.1 | 1.0 |
| 55 - 64 | 2.3 | 1.3 | 1.2 |
| 65 - 69 | 1.9 | 1.3 | 1.3 |
| 70 - 74 | 1.9 | 1.4 | 1.3 |
| 75+ | | 1.4 | 1.4 |
| Education of Head of Household | 1987 | 2008 | 2009 |
| < 8th grade | 1.2 | 0.6 | 0.6 |
| Some High School | 1.2 | 0.7 | 0.5 |
| High School | 1.4 | 0.9 | 0.9 |
| Some College | 1.6 | 1.0 | 0.9 |
| Technical School | 1.6 | 1.1 | 0.9 |
| College | 2.2 | 1.2 | 1.3 |
| Post graduate | 3.4 | 1.7 | 1.5 |
| Type of Household | 1987 | 2008 | 2009 |
| One-person household | 1.1 | 0.8 | 0.7 |
| Male | 1.0 | 0.8 | 0.8 |
| Female | 1.2 | 0.8 | 0.7 |
| One adult + minors | 0.9 | 0.7 | 0.6 |
| Male | 0.6 | 0.5 | 1.1 |
| Female | 0.9 | 0.7 | 0.5 |
| More Than One Adult | 1987 | 2008 | 2009 |
| Without Children | 2.1 | 1.3 | 1.2 |
| One-earner | 2.0 | 1.3 | 1.1 |
| Two-earner | 2.1 | 1.1 | 1.1 |
| With Children | 1.7 | 0.9 | 0.9 |
| One-earner | 1.6 | 0.8 | 0.8 |
| Two-earner | 1.9 | 1.1 | 1.0 |

| Employment of Head of Household ¹ | 1987 | 2008 | 2009 |
|---|-------------|-------------|-------------|
| White collar professional | 2.2 | 1.2 | 1.1 |
| White collar sales/clerical | 1.5 | 0.9 | 0.7 |
| Blue collar craftsmen/mechanic | 1.2 | 0.7 | 0.8 |
| Service Worker | 1.2 | 0.9 | 0.6 |
| Other employed | 1.1 | 0.8 | 0.9 |
| Homemaker | 1.7 | 0.9 | 0.9 |
| Student | 1.4 | 0.2 | 0.4 |
| Retired | 1.9 | 1.4 | 1.3 |
| Other not employed | 0.4 | 0.6 | 0.3 |
| Type of Dwelling | 1987 | 2008 | 2009 |
| Single-family house | 2.0 | 1.1 | 1.1 |
| Multi-family | 1.0 | 0.7 | 0.6 |
| Mobile house | 1.1 | 0.8 | 0.7 |
| Number of Adults | 1987 | 2008 | 2009 |
| 1 | 1.1 | 0.8 | 0.7 |
| 2 | 1.8 | 1.1 | 1.1 |
| 3 | 2.1 | 1.1 | 1.1 |
| 4+ | 2.1 | 1.1 | 1.1 |

Note: 2008 and 2009 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, 2008 and 2009
(Diary Data)

| Type of Subscription | Percentage of Total Periodicals | | |
|-----------------------------------|---------------------------------|------|------|
| | 1987 | 2008 | 2009 |
| Paid (ordered) | 49.4 | 44.2 | 46.6 |
| Free (ordered) | 4.4 | 6.8 | 6.5 |
| Gift (from friend or relative) | 3.5 | 4.0 | 4.0 |
| Free - Came w/ membership | 10.2 | 11.7 | 11.4 |
| Other | 2.6 | 0.9 | 0.7 |
| Don't know/No answer | 5.3 | 6.8 | 6.6 |
| Total Mail Received by Households | 75.3 | 74.4 | 75.8 |

Base: RPW Total Periodicals

Table A5-5
Periodicals -- Source of Publications
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Source of Publication | Percent of Total Periodicals | | | Pieces Per Household Per Week | | |
|--|------------------------------|------|------|-------------------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Religious/Educational | 9.1 | 6.7 | 6.8 | 0.21 | 0.09 | 0.09 |
| Veterans | 0.9 | 0.6 | 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 | 7.7 | 7.9 | 0.18 | 0.11 | 0.10 |
| Total "Nonprofit" | 18.7 | 15.6 | 15.7 | 0.43 | 0.22 | 0.21 |
| Other (Commercial, Professional Org) | 53.5 | 58.0 | 59.1 | 1.20 | 0.82 | 0.77 |
| Don't know/No answer | 3.2 | 0.8 | 0.9 | 0.07 | 0.01 | 0.01 |
| Percent of All Periodicals Received by Households | 75.3 | 74.4 | 75.8 | 1.69 | 1.05 | 0.99 |

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, 2008 and 2009
(Diary Data)

| Subscription Type | Union/ Professional | | | Religious/ Educational | | | Veterans | | |
|--------------------------------|---------------------|------|------|------------------------|------|------|----------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Paid (ordered) | 8.3 | 4.9 | 4.9 | 7.9 | 6.6 | 6.5 | 0.5 | 0.3 | 0.3 |
| Free (ordered) | 21.7 | 12.7 | 16.2 | 25.6 | 11.6 | 11.5 | 4.4 | 0.6 | 0.5 |
| Gift (from friend or relative) | 4.0 | 2.9 | 0.5 | 18.1 | 13.1 | 8.4 | 0.5 | 0.0 | 0.0 |
| Other | 19.1 | 9.8 | 10.1 | 22.7 | 11.5 | 13.6 | 2.3 | 0.0 | 5.0 |
| Free - Came w/ membership | 21.1 | 35.8 | 35.0 | 16.0 | 13.7 | 14.2 | 1.9 | 2.7 | 3.0 |

| Subscription Type | Charitable | | | Other | | | Don't Know/ No Answer | | |
|--------------------------------|------------|------|------|-------|------|------|-----------------------|------|------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Paid (ordered) | 0.5 | 0.3 | 0.3 | 81.1 | 87.0 | 86.8 | 1.7 | 0.8 | 1.1 |
| Free (ordered) | 2.8 | 1.0 | 0.2 | 44.1 | 74.0 | 71.0 | 1.4 | 0.2 | 0.6 |
| Gift (from friend or relative) | 1.4 | 1.3 | 0.0 | 73.4 | 82.2 | 90.6 | 2.6 | 0.5 | 0.5 |
| Other | 2.6 | 0.5 | 1.3 | 50.7 | 75.9 | 69.1 | 2.7 | 2.3 | 1.0 |
| Free - Came w/ membership | 6.2 | 2.9 | 2.3 | 54.8 | 45.0 | 45.5 | 0.0 | 0.0 | 0.1 |

Note: Percentages are row percentages within each subscription type.

Table A5-7
Periodicals -- Satisfaction With Delivery
(Percentage of Pieces)
Postal Fiscal Years 1987, 2008 and 2009
(Diary Data)

| Time of Arrival | Percentage of Pieces | | |
|---|----------------------|-------|-------|
| | 1987 | 2008 | 2009 |
| Arrived earlier than expected | 5.0 | 3.8 | 4.5 |
| Arrived on day expected | 40.9 | 33.1 | 33.7 |
| Was not expected to arrive on any special day | 43.9 | 50.1 | 49.7 |
| Arrived later than expected | 3.8 | 3.1 | 2.6 |
| Don't Know/No answer | 6.5 | 9.9 | 9.6 |
| 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, 2008 and 2009
(Diary Data)

| Delivery | 1987 | 2008 | 2009 |
|--------------------------|-------------|-------------|-------------|
| Could arrive a day later | 40.2 | 26.4 | 27.8 |
| Comes on proper day | 19.5 | 19.6 | 20.6 |
| No regular day | 9.0 | 18.4 | 17.0 |
| Regular day is too late | 0.9 | 1.2 | 0.6 |
| Day doesn't matter | 22.7 | 24.4 | 24.3 |
| Other need | 0.4 | 0.3 | 0.2 |
| Don't know/No answer | 7.2 | 9.8 | 9.6 |
| 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, 2008 and 2009
(Diary Data)

| Satisfaction with Delivery | Northeast | | | Eastern | | | Southern | | | Central | | | Western | | |
|---------------------------------|-----------|-------|-------|---------|-------|-------|----------|-------|-------|---------|-------|-------|---------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| On time/earlier | 50.2 | 39.7 | 39.8 | 45.6 | 33.8 | 39.8 | 41.4 | 35.6 | 34.6 | 50.7 | 40.6 | 44.7 | 40.5 | 33.0 | 31.1 |
| Not expected on any special day | 40.1 | 48.5 | 49.0 | 43.2 | 52.5 | 46.7 | 45.0 | 49.9 | 54.8 | 42.7 | 48.9 | 41.2 | 48.2 | 51.7 | 57.4 |
| Arrived later than expected | 3.4 | 2.8 | 2.0 | 5.5 | 3.1 | 2.8 | 3.6 | 3.2 | 2.7 | 2.2 | 2.6 | 2.3 | 4.7 | 3.8 | 3.2 |
| Don't know/No answer | 6.4 | 9.0 | 9.3 | 5.7 | 10.6 | 10.7 | 9.9 | 11.3 | 8.0 | 4.3 | 7.9 | 11.8 | 6.7 | 11.5 | 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 | 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, 2008 and 2009
(Diary Data)

| Satisfaction with Delivery | Northeast | | | Eastern | | | Southern | | | Central | | | Western | | |
|---------------------------------|-----------|-------|-------|---------|-------|-------|----------|-------|-------|---------|-------|-------|---------|-------|-------|
| | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 | 1987 | 2008 | 2009 |
| Could arrive a day later | 42.6 | 28.3 | 32.0 | 40.9 | 27.7 | 30.7 | 42.6 | 26.0 | 27.0 | 37.1 | 24.2 | 24.8 | 39.3 | 26.6 | 28.5 |
| Comes on proper day | 18.5 | 20.8 | 19.8 | 21.4 | 19.7 | 21.0 | 15.1 | 19.1 | 18.3 | 25.6 | 21.9 | 27.3 | 15.1 | 15.4 | 14.0 |
| No regular day | 10.1 | 18.0 | 16.5 | 7.0 | 15.3 | 13.2 | 9.2 | 18.5 | 17.6 | 8.0 | 18.9 | 14.0 | 11.2 | 20.5 | 22.4 |
| Regular day is too late | 0.2 | 0.5 | 0.4 | 2.2 | 1.5 | 0.2 | 0.9 | 1.8 | 0.7 | 0.5 | 1.0 | 0.5 | 0.9 | 1.2 | 0.8 |
| Day doesn't matter | 20.7 | 23.0 | 22.4 | 21.8 | 25.1 | 24.3 | 22.0 | 23.1 | 28.2 | 23.7 | 26.0 | 21.2 | 24.7 | 24.2 | 25.6 |
| Other Need/Don't know/No answer | 7.9 | 9.3 | 8.9 | 6.7 | 10.7 | 10.7 | 10.2 | 11.5 | 8.2 | 5.1 | 8.0 | 12.0 | 8.8 | 12.2 | 8.8 |
| 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 |

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



Appendix A6: Packages & Expedited

Appendix A6: Packages & Expedited has been redacted.



Appendix A7: Electronic Communications

Table A7-1
Household Electronic Mail Capability by Income
(Percentage of Households)
Postal Fiscal Years 2008 and 2009
(Recruitment Data)

| Capability | Under \$7K | | \$7K - \$9.9K | | \$10K - \$14.9K | | \$15K - \$19.9K | |
|------------------------|------------|------|---------------|------|-----------------|------|-----------------|------|
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Have personal computer | 34.7 | 41.7 | 32.1 | 37.0 | 41.5 | 45.1 | 46.0 | 54.8 |
| Have Internet access | 26.8 | 34.6 | 20.9 | 29.0 | 32.1 | 35.0 | 35.5 | 43.5 |
| Have Broadband access | 20.5 | 26.1 | 13.7 | 22.1 | 19.9 | 45.1 | 25.4 | 33.6 |

| Capability | \$20K - \$24.9K | | \$25K - \$34.9K | | \$35K - \$49.9K | | \$50K - \$64.9K | |
|------------------------|-----------------|------|-----------------|------|-----------------|------|-----------------|------|
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Have personal computer | 56.9 | 55.7 | 66.5 | 73.5 | 79.1 | 80.4 | 84.6 | 88.9 |
| Have Internet access | 45.6 | 49.2 | 57.4 | 64.7 | 73.0 | 74.4 | 80.3 | 83.0 |
| Have Broadband access | 26.9 | 36.4 | 40.9 | 51.0 | 52.2 | 60.3 | 62.0 | 68.4 |

| Capability | \$65K - \$79.9K | | \$80K - \$99.9K | | \$100K - Over | |
|------------------------|-----------------|------|-----------------|------|---------------|------|
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Have personal computer | 92.2 | 92.8 | 95.1 | 96.5 | 96.4 | 97.3 |
| Have Internet access | 89.3 | 90.0 | 93.4 | 95.0 | 95.5 | 96.2 |
| Have Broadband access | 73.8 | 78.1 | 79.5 | 87.1 | 86.8 | 90.8 |

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 2008 and 2009
(Recruitment Data)

| Capability | < 8th Grade | | Some High School | | High School | | Some College | |
|------------------------|-----------------------|-------------|-------------------------|-------------|--------------------|-------------|---------------------|-------------|
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Have personal computer | 39.7 | 44.4 | 49.6 | 54.5 | 71.5 | 71.8 | 82.0 | 85.8 |
| Have Internet access | 30.8 | 38.5 | 42.2 | 42.8 | 65.5 | 66.1 | 76.6 | 80.8 |
| Have Broadband access | 20.9 | 28.7 | 27.8 | 30.9 | 48.1 | 52.3 | 62.1 | 69.6 |

| Capability | Tech School | | College | | Post Graduate | |
|------------------------|--------------------|-------------|----------------|-------------|----------------------|-------------|
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Have personal computer | 78.5 | 84.1 | 91.2 | 91.6 | 94.6 | 95.7 |
| Have Internet access | 71.7 | 80.2 | 88.1 | 88.1 | 92.1 | 93.1 |
| Have Broadband access | 58.0 | 69.5 | 73.5 | 79.4 | 78.6 | 85.9 |

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 2008 and 2009
(Recruitment Data)

| Capability | 18 - 21 | | 22 - 24 | | 25 - 34 | | 35 - 44 | | 45 - 54 | |
|------------------------|---------|------|---------|------|---------|------|---------|------|---------|------|
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Have personal computer | 85.9 | 88.0 | 82.3 | 79.0 | 87.9 | 91.5 | 89.8 | 92.1 | 88.6 | 88.3 |
| Have Internet access | 77.2 | 72.5 | 77.8 | 74.2 | 83.0 | 86.1 | 86.1 | 87.3 | 83.1 | 84.0 |
| Have Broadband access | 63.3 | 67.6 | 71.8 | 69.3 | 71.5 | 78.0 | 73.1 | 77.9 | 69.3 | 73.7 |

| Capability | 55 - 64 | | 65 - 69 | | 70-74 | | 75+ | |
|------------------------|---------|------|---------|------|-------|------|------|------|
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Have personal computer | 82.6 | 82.4 | 73.3 | 78.3 | 68.1 | 66.8 | 47.9 | 51.9 |
| Have Internet access | 77.4 | 77.7 | 68.6 | 72.8 | 61.3 | 61.1 | 42.4 | 45.9 |
| Have Broadband access | 60.8 | 65.5 | 52.0 | 59.5 | 41.8 | 50.0 | 27.3 | 33.0 |

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 - 2009 (Diary Data)

| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|---------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Correspondence | | | | | | | | | | |
| Personal | 7,211 | 7,456 | 7,154 | 6,457 | 6,561 | 5,870 | 6,079 | 5,610 | 5,646 | 5,225 |
| Greeting Cards | 4,052 | 4,472 | 4,456 | 3,816 | 4,014 | 3,586 | 3,935 | 3,571 | 3,652 | 3,368 |
| Letter from Friend or Relative | 1,769 | 1,839 | 1,629 | 1,467 | 1,385 | 1,227 | 1,138 | 1,116 | 1,046 | 956 |
| Other Personal | 1,391 | 1,145 | 1,070 | 1,174 | 1,161 | 1,057 | 1,006 | 923 | 948 | 901 |
| Business/Government | 6,433 | 6,859 | 6,881 | 6,584 | 6,974 | 7,284 | 6,262 | 6,634 | 6,446 | 6,062 |
| Social | 2,660 | 2,470 | 2,613 | 2,918 | 2,333 | 2,318 | 2,198 | 2,541 | 2,334 | 2,057 |
| Total | 16,304 | 16,785 | 16,649 | 15,960 | 15,867 | 15,473 | 14,540 | 14,785 | 14,426 | 13,344 |
| Transactions | | | | | | | | | | |
| Bills | 12,618 | 13,669 | 14,315 | 14,237 | 14,555 | 14,345 | 14,111 | 13,808 | 13,825 | 13,085 |
| Financial Statements | 6,117 | 7,598 | 6,874 | 6,429 | 6,452 | 6,594 | 6,920 | 7,133 | 6,560 | 6,666 |
| Credit Card Statement/Bill | 2,958 | 4,423 | 4,280 | 4,305 | 3,926 | 4,311 | 4,969 | 4,980 | 4,830 | 4,687 |
| 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 |
| Payment/Check/Credit | 1,481 | 1,679 | 1,635 | 1,618 | 1,552 | 1,437 | 1,439 | 1,418 | 1,324 | 1,378 |
| Other | 2,500 | 1,629 | 1,679 | 1,698 | 1,329 | 1,350 | 1,447 | 1,369 | 1,426 | 1,250 |
| Total | 27,680 | 31,501 | 31,643 | 30,716 | 30,065 | 30,556 | 31,624 | 31,949 | 30,789 | 29,626 |
| | | | | | | | | | | |
| Advertising (Ads Only) | 7,930 | 10,743 | 10,624 | 9,659 | 8,840 | 10,546 | 10,344 | 9,034 | 8,257 | 6,648 |
| | | | | | | | | | | |
| CD/DVD/Video Games ¹ | N/A | N/A | N/A | N/A | N/A | N/A | N/A | 640 | 806 | 937 |
| | | | | | | | | | | |
| DK/RF | 4,890 | 1,483 | 1,613 | 2,534 | 2,498 | 2,208 | 2,915 | 2,449 | 2,971 | 2,568 |
| | | | | | | | | | | |
| Total First-Class Received | 56,805 | 60,512 | 60,529 | 58,869 | 57,270 | 58,783 | 59,423 | 58,856 | 57,250 | 53,123 |

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 - 2009 (Diary Data)

| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|---------------------------------|------|------|------|------|------|------|------|------|------|------|
| Correspondence | | | | | | | | | | |
| Personal | 13% | 12% | 12% | 11% | 11% | 10% | 10% | 10% | 10% | 10% |
| Greeting Cards | 7% | 7% | 7% | 6% | 7% | 6% | 7% | 6% | 6% | 6% |
| Letter from Friend or Relative | 3% | 3% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 2% |
| Other Personal | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% |
| Business/Government | 11% | 11% | 11% | 11% | 12% | 12% | 11% | 11% | 11% | 11% |
| Social | 5% | 4% | 4% | 5% | 4% | 4% | 4% | 4% | 4% | 4% |
| Total | 29% | 28% | 28% | 27% | 28% | 26% | 24% | 25% | 25% | 25% |
| Transactions | | | | | | | | | | |
| Bills | 22% | 23% | 24% | 24% | 25% | 24% | 24% | 23% | 24% | 25% |
| Financial Statements | 11% | 13% | 11% | 11% | 11% | 11% | 12% | 12% | 11% | 13% |
| Credit Card Statement/Bill | 5% | 7% | 7% | 7% | 7% | 7% | 8% | 8% | 8% | 9% |
| Notice or Confirmation of Order | 4% | 4% | 5% | 4% | 4% | 4% | 5% | 6% | 5% | 5% |
| Payment/Check/Credit | 3% | 3% | 3% | 3% | 3% | 2% | 2% | 2% | 2% | 3% |
| Other ¹ | 4% | 3% | 3% | 3% | 2% | 2% | 2% | 2% | 2% | 2% |
| Total | 49% | 52% | 52% | 52% | 52% | 52% | 53% | 54% | 54% | 56% |
| | | | | | | | | | | |
| Advertising (Ads Only) | 14% | 18% | 18% | 16% | 15% | 18% | 17% | 15% | 14% | 13% |
| | | | | | | | | | | |
| CD/DVD/Video Games ¹ | N/A | N/A | N/A | N/A | N/A | N/A | N/A | 1% | 1% | 2% |
| | | | | | | | | | | |
| DK/RF | 9% | 2% | 3% | 4% | 4% | 4% | 5% | 4% | 5% | 5% |
| | | | | | | | | | | |
| Total First-Class Received | 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 - 2009 (Diary Data)

| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|---------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Correspondence | | | | | | | | | | |
| Personal | 6,680 | 7,135 | 7,154 | 6,457 | 6,561 | 5,870 | 6,232 | 5,811 | 5,646 | 5,225 |
| Greeting Cards | 3,818 | 4,561 | 4,223 | 3,958 | 4,332 | 4,010 | 4,294 | 3,887 | 3,648 | 3,496 |
| 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 |
| Other Personal | 947 | 833 | 957 | 938 | 715 | 789 | 699 | 675 | 978 | 609 |
| Business/Government | 2,057 | 2,049 | 2,142 | 1,610 | 1,720 | 1,702 | 1,662 | 1,678 | 1,600 | 1,550 |
| Social | 775 | 419 | 444 | 440 | 447 | 417 | 372 | 454 | 483 | 361 |
| Total | 9,512 | 9,603 | 9,740 | 8,508 | 8,728 | 7,989 | 8,266 | 7,944 | 7,729 | 7,136 |
| Transactions | | | | | | | | | | |
| Bill Payment | 11,327 | 11,212 | 11,996 | 10,707 | 11,152 | 10,809 | 9,949 | 10,202 | 9,704 | 8,580 |
| Orders | 853 | 734 | 774 | 739 | 734 | 769 | 612 | 560 | 537 | 454 |
| Donations | 578 | 572 | 574 | 536 | 598 | 560 | 524 | 550 | 657 | 521 |
| Total | 12,758 | 12,518 | 13,345 | 11,981 | 12,484 | 12,139 | 11,085 | 11,311 | 10,898 | 9,555 |
| | | | | | | | | | | |
| CD/DVD/Video Games ¹ | N/A | N/A | N/A | N/A | N/A | N/A | N/A | 540 | 774 | 932 |
| | | | | | | | | | | |
| DK/RF | 361 | 1,701 | 1,982 | 1,176 | 1,185 | 1,013 | 824 | 966 | 1,353 | 667 |
| | | | | | | | | | | |
| Total First-Class Sent | 22,631 | 23,822 | 25,067 | 21,665 | 22,396 | 21,141 | 20,174 | 20,761 | 20,755 | 18,290 |

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 - 2009 (Diary Data)

| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|---------------------------------|------|------|------|------|------|------|------|------|------|------|
| Correspondence | | | | | | | | | | |
| Personal | 30% | 30% | 29% | 30% | 29% | 28% | 31% | 28% | 27% | 29% |
| Greeting Cards | 17% | 19% | 17% | 18% | 19% | 19% | 21% | 19% | 18% | 19% |
| Letter to Friend or Relative | 8% | 7% | 8% | 7% | 7% | 5% | 6% | 6% | 5% | 6% |
| Other Personal | 4% | 3% | 4% | 4% | 3% | 4% | 3% | 3% | 5% | 3% |
| Business/Government | 9% | 9% | 9% | 7% | 8% | 8% | 8% | 8% | 8% | 8% |
| Social | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% |
| Total | 42% | 40% | 39% | 39% | 39% | 38% | 41% | 38% | 37% | 39% |
| Transactions | | | | | | | | | | |
| Bill Payment | 50% | 47% | 48% | 49% | 50% | 51% | 49% | 49% | 47% | 47% |
| Orders | 4% | 3% | 3% | 3% | 3% | 4% | 3% | 3% | 3% | 2% |
| Donations | 3% | 2% | 2% | 2% | 3% | 3% | 3% | 3% | 3% | 3% |
| Total | 56% | 53% | 53% | 55% | 56% | 57% | 55% | 54% | 53% | 52% |
| | | | | | | | | | | |
| CD/DVD/Video Games ¹ | N/A | N/A | N/A | N/A | N/A | N/A | N/A | 3% | 4% | 5% |
| | | | | | | | | | | |
| DK/RF | 2% | 7% | 8% | 5% | 5% | 5% | 4% | 5% | 7% | 4% |
| | | | | | | | | | | |
| Total First-Class Sent | 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 - 2009 (Recruitment Data)

| Method | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|-------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Mail | 8.7 | 8.8 | 8.7 | 8.3 | 8.4 | 8.0 | 7.4 | 7.5 | 7.0 | 6.3 |
| Internet | .2 | .4 | .5 | .7 | 1.1 | 1.3 | 1.6 | 1.9 | 2.6 | 2.8 |
| Auto Deduction from Bank | .8 | .8 | 1.0 | 1.0 | 1.2 | 1.2 | 1.3 | 1.4 | 1.4 | 1.4 |
| In Person | 1.0 | .8 | .9 | .8 | .8 | .8 | .8 | .7 | .7 | 0.6 |
| Credit Card | N/A | N/A | .2 | .2 | .3 | .3 | .4 | .4 | .4 | 0.3 |
| Telephone | .1 | .2 | .2 | .2 | .3 | .3 | .3 | .3 | .3 | 0.3 |
| ATM | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | N/A | N/A |
| Total | 11.0 | 11.0 | 11.5 | 11.3 | 12.1 | 11.9 | 11.8 | 12.1 | 12.4 | 11.7 |
| Total Electronic ¹ | 1.2 | 1.4 | 1.9 | 2.1 | 2.9 | 3.2 | 3.6 | 3.9 | 4.7 | 4.8 |

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 - 2009 (Recruitment Data)

| Method | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|-------------------------------|------|------|------|------|------|------|------|------|------|------|
| Mail | 79% | 80% | 75% | 74% | 69% | 67% | 63% | 62% | 56% | 54% |
| Internet | 2% | 4% | 4% | 6% | 9% | 11% | 14% | 16% | 21% | 24% |
| Auto Deduction from Bank | 7% | 7% | 8% | 9% | 10% | 10% | 11% | 11% | 12% | 12% |
| In Person | 9% | 8% | 8% | 7% | 6% | 6% | 7% | 6% | 6% | 5% |
| Credit Card | N/A | N/A | 2% | 2% | 3% | 3% | 3% | 3% | 3% | 3% |
| Telephone | 1% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 2% | 3% |
| ATM | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | N/A | N/A |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Total Electronic ¹ | 11% | 13% | 17% | 19% | 24% | 27% | 30% | 32% | 38% | 41% |

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 - 2009 (Recruitment Data)

| Method | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|----------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Mail | 92% | 91% | 93% | 92% | 93% | 93% | 92% | 92% | 90% | 87% |
| Auto Deduction from Bank Account | 31% | 32% | 41% | 41% | 49% | 52% | 52% | 53% | 48% | 46% |
| Internet | 4% | 8% | 11% | 14% | 20% | 24% | 28% | 30% | 36% | 41% |
| In Person | 35% | 30% | 33% | 33% | 32% | 33% | 36% | 31% | 30% | 27% |
| Credit Card | N/A | N/A | 15% | 15% | 19% | 19% | 21% | 21% | 18% | 15% |
| Telephone | 5% | 8% | 9% | 10% | 12% | 14% | 15% | 13% | 12% | 12% |
| ATM | 2% | 2% | 2% | 1% | 1% | 1% | 1% | 1% | 0% | 0% |

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 - 2009 (Diary Data)

| Payee | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Financial | | | | | | | | | | |
| Credit Card | 2,553 | 2,414 | 2,564 | 2,355 | 2,380 | 2,302 | 2,039 | 2,019 | 2,064 | 1,726 |
| Bank, S&L, Credit Union | 752 | 780 | 889 | 761 | 770 | 834 | 659 | 759 | 719 | 582 |
| Insurance Company | 858 | 750 | 908 | 756 | 867 | 805 | 781 | 785 | 766 | 726 |
| Real Estate/Mortgage | 368 | 332 | 353 | 310 | 380 | 398 | 356 | 369 | 303 | 295 |
| Other Financial | 168 | 130 | 100 | 99 | 57 | 78 | 90 | 96 | 99 | 57 |
| Total Financial | 4,699 | 4,407 | 4,814 | 4,282 | 4,454 | 4,418 | 3,924 | 4,028 | 3,951 | 3,386 |
| Merchants | | | | | | | | | | |
| Department Store | 481 | 381 | 488 | 364 | 356 | 433 | 329 | 329 | 385 | 156 |
| Publisher | 499 | 408 | 471 | 374 | 373 | 321 | 326 | 289 | 334 | 269 |
| Mail Order Company | 298 | 278 | 254 | 194 | 193 | 180 | 203 | 151 | 131 | 113 |
| Other Merchants | 239 | 212 | 187 | 177 | 176 | 164 | 209 | 214 | 214 | 173 |
| Total Merchants | 1,518 | 1,280 | 1,401 | 1,109 | 1,098 | 1,097 | 1,067 | 983 | 1,065 | 711 |
| Services | | | | | | | | | | |
| Telephone Company | 1,378 | 1,602 | 1,597 | 1,542 | 1,510 | 1,323 | 1,292 | 1,232 | 981 | 898 |
| Utility Company | 1,437 | 1,669 | 1,678 | 1,540 | 1,810 | 1,642 | 1,509 | 1,606 | 1,461 | 1,510 |
| Medical and Other Professional | 612 | 645 | 698 | 672 | 751 | 729 | 698 | 822 | 889 | 842 |
| Cable TV | 594 | 515 | 603 | 602 | 587 | 646 | 612 | 596 | 471 | 472 |
| Other Service | 538 | 445 | 462 | 400 | 392 | 396 | 383 | 384 | 352 | 302 |
| Total Service | 4,560 | 4,875 | 5,039 | 4,756 | 5,051 | 4,736 | 4,494 | 4,640 | 4,155 | 4,024 |
| Other | | | | | | | | | | |
| Manufacturers | 24 | 47 | 31 | 54 | 41 | 34 | 24 | 30 | 43 | 16 |
| Government | 302 | 364 | 409 | 318 | 374 | 388 | 299 | 406 | 381 | 345 |
| Social | 139 | 68 | 144 | 64 | 4 | 35 | 27 | 0 | 0 | 0 |
| Other/Don't Know/Refused | 84 | 166 | 160 | 123 | 131 | 101 | 113 | 114 | 111 | 100 |
| Total - All Industries | | | | | | | | | | |
| Total - All Industries | 11,327 | 11,207 | 11,996 | 10,707 | 11,152 | 10,809 | 9,949 | 10,202 | 9,704 | 8,582 |

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 - 2009 (Diary Data)

| Payee | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Financial | | | | | | | | | | |
| Credit Card | 23% | 22% | 21% | 22% | 21% | 21% | 20% | 20% | 21% | 20% |
| Bank, S&L, Credit Union | 7% | 7% | 7% | 7% | 7% | 8% | 7% | 7% | 7% | 7% |
| Insurance Company | 8% | 7% | 8% | 7% | 8% | 7% | 8% | 8% | 8% | 8% |
| Real Estate/Mortgage | 3% | 3% | 3% | 3% | 3% | 4% | 4% | 4% | 3% | 3% |
| Other Financial | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| Total Financial | 41% | 39% | 40% | 40% | 40% | 41% | 39% | 39% | 41% | 39% |
| Merchants | | | | | | | | | | |
| Department Store | 4% | 3% | 4% | 3% | 3% | 4% | 3% | 3% | 4% | 2% |
| Publisher | 4% | 4% | 4% | 3% | 3% | 3% | 3% | 3% | 3% | 3% |
| Mail Order Company | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 1% | 1% |
| Other Merchants | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% |
| Total Merchants | 13% | 11% | 12% | 10% | 10% | 10% | 11% | 10% | 11% | 8% |
| Services | | | | | | | | | | |
| Telephone Company | 12% | 14% | 13% | 14% | 14% | 12% | 13% | 12% | 10% | 10% |
| Utility Company | 13% | 15% | 14% | 14% | 16% | 15% | 15% | 16% | 15% | 18% |
| Medical and Other Professional | 5% | 6% | 6% | 6% | 7% | 7% | 7% | 8% | 9% | 10% |
| Cable TV | 5% | 5% | 5% | 6% | 5% | 6% | 6% | 6% | 5% | 5% |
| Other Service | 5% | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 4% |
| Total Service | 40% | 43% | 42% | 44% | 45% | 44% | 45% | 45% | 43% | 47% |
| | | | | | | | | | | |
| Manufacturers | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% |
| Government | 3% | 3% | 3% | 3% | 3% | 4% | 3% | 4% | 4% | 4% |
| Social | 1% | 1% | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 0% |
| Other/Don't Know/Refused | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | | | | | | | | | |
| Total – All Industries | 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 - 2009 (Diary Sample)

| Type of Access | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|-----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| None | 52% | 39% | 36% | 30% | 29% | 28% | 28% | 23% | 22% | 21% |
| Total Internet Access | 48% | 61% | 64% | 70% | 71% | 72% | 72% | 77% | 78% | 79% |
| Dial-up | 48% | 61% | 64% | 70% | 38% | 35% | 28% | 20% | 13% | 8% |
| Cable Modem | | | | | 14% | 16% | 20% | 25% | 27% | 30% |
| Other Broadband | | | | | 6% | 6% | 6% | 4% | 6% | 6% |
| DSL | | | | | 10% | 13% | 18% | 26% | 30% | 31% |
| Other/DK/RF | | | | | 3% | 2% | 1% | 2% | 2% | 3% |
| Total | 100% | 100% | 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 - 2009 (Recruitment Data)

| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|------------------------------------|------|------|------|------|------|------|------|------|------|------|
| All Households | | | | | | | | | | |
| None | 86% | 89% | 78% | 75% | 71% | 70% | 60% | 57% | 56% | 53% |
| 1 | 6% | 4% | 8% | 9% | 10% | 11% | 9% | 9% | 8% | 8% |
| 2 | 3% | 3% | 5% | 6% | 8% | 8% | 10% | 10% | 10% | 10% |
| 3-5 | 3% | 3% | 6% | 7% | 8% | 8% | 14% | 15% | 16% | 17% |
| 6-10 | 1% | 1% | 2% | 2% | 2% | 3% | 5% | 6% | 6% | 7% |
| More than 10 | 0% | 0% | 1% | 1% | 1% | 1% | 2% | 3% | 3% | 4% |
| Total | 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% |
| 2 | 23% | 26% | 25% | 23% | 26% | 25% | 24% | 23% | 23% | 22% |
| 3-5 | 24% | 28% | 26% | 26% | 28% | 27% | 35% | 35% | 36% | 37% |
| 6-10 | 7% | 7% | 8% | 9% | 8% | 8% | 13% | 15% | 15% | 15% |
| More than 10 | 3% | 3% | 3% | 4% | 3% | 4% | 5% | 7% | 8% | 9% |
| Total | 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 - 2009 (Diary Data)

| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|------------------------------------|--------|--------|--------|--------|--------|---------|---------|---------|--------|--------|
| First-Class Ads | 15,335 | 19,146 | 18,376 | 17,450 | 16,329 | 18,395 | 17,997 | 16,888 | 16,445 | 14,482 |
| Advertising Only | 7,930 | 10,743 | 10,624 | 9,659 | 8,840 | 10,546 | 10,343 | 9,034 | 8,257 | 6,648 |
| Secondary Advertising | 7,404 | 8,402 | 7,752 | 7,791 | 7,489 | 7,849 | 7,653 | 7,854 | 8,187 | 7,834 |
| | | | | | | | | | | |
| Standard Ads ¹ | 60,496 | 72,174 | 71,088 | 74,205 | 78,119 | 83,498 | 86,874 | 83,411 | 82,994 | 70,631 |
| | | | | | | | | | | |
| Total Ads | 75,830 | 91,319 | 89,464 | 91,655 | 94,448 | 101,893 | 104,871 | 100,299 | 99,438 | 85,113 |
| | | | | | | | | | | |
| First-Class Ads Share of Total Ads | 20% | 21% | 21% | 19% | 17% | 18% | 17% | 17% | 17% | 17% |

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 A8-13
Advertising Mail By Sender Type
Pieces in Millions
Years 2000 - 2009 (Diary Data)

| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|------------------------------|--------|--------|--------|--------|--------|---------|---------|---------|--------|--------|
| 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 |
| Merchants | 4,241 | 5,063 | 4,263 | 4,092 | 3,811 | 4,033 | 3,955 | 3,681 | 3,621 | 2,438 |
| Services | 3,517 | 4,564 | 4,608 | 4,545 | 4,222 | 4,328 | 4,541 | 4,904 | 5,134 | 5,285 |
| Manufacturers | 286 | 406 | 376 | 388 | 388 | 401 | 373 | 469 | 476 | 329 |
| Government | 230 | 286 | 275 | 277 | 272 | 405 | 427 | 349 | 334 | 307 |
| Social | 836 | 891 | 718 | 680 | 564 | 595 | 675 | 704 | 695 | 659 |
| Other | 114 | 60 | 78 | 93 | 36 | 55 | 78 | 84 | 181 | 46 |
| Total | 15,335 | 19,146 | 18,376 | 17,450 | 16,329 | 18,395 | 17,997 | 16,888 | 16,445 | 14,482 |
| Standard Ads ² | | | | | | | | | | |
| Financial | 8,156 | 12,641 | 13,397 | 13,961 | 16,306 | 19,367 | 19,909 | 17,921 | 17,502 | 12,786 |
| Merchants | 23,645 | 29,709 | 28,707 | 27,623 | 27,904 | 28,965 | 30,363 | 29,788 | 28,691 | 25,319 |
| Services | 6,194 | 9,099 | 8,213 | 8,932 | 9,082 | 9,948 | 9,619 | 10,941 | 11,625 | 10,359 |
| Manufacturers | 846 | 1,220 | 1,102 | 1,401 | 1,399 | 1,643 | 1,537 | 1,529 | 1,488 | 1,474 |
| Government | 1,053 | 1,089 | 1,192 | 973 | 1,166 | 1,283 | 1,626 | 1,408 | 1,575 | 1,043 |
| Social | 11,911 | 10,632 | 10,759 | 12,722 | 13,135 | 13,630 | 14,082 | 13,756 | 13,936 | 12,347 |
| From Multiple Organizations | 4,500 | 6,149 | 6,211 | 7,143 | 7,365 | 7,363 | 8,222 | 7,067 | 7,345 | 6,690 |
| Other | 4,190 | 1,634 | 1,508 | 1,450 | 1,763 | 1,299 | 1,516 | 1,002 | 832 | 613 |
| Total | 60,496 | 72,174 | 71,088 | 74,205 | 78,119 | 83,498 | 86,874 | 83,411 | 82,994 | 70,631 |
| Total Ads | | | | | | | | | | |
| Financial | 14,267 | 20,517 | 21,453 | 21,337 | 23,342 | 27,945 | 27,857 | 24,617 | 23,505 | 18,204 |
| Merchants | 27,886 | 34,772 | 32,970 | 31,715 | 31,716 | 32,998 | 34,318 | 33,469 | 32,312 | 27,757 |
| Services | 9,711 | 13,663 | 12,821 | 13,477 | 13,304 | 14,276 | 14,160 | 15,845 | 16,760 | 15,644 |
| Manufacturers | 1,131 | 1,626 | 1,478 | 1,789 | 1,787 | 2,044 | 1,909 | 1,998 | 1,963 | 1,803 |
| Government | 1,283 | 1,375 | 1,467 | 1,249 | 1,439 | 1,688 | 2,053 | 1,757 | 1,909 | 1,350 |
| Social | 12,747 | 11,523 | 11,477 | 13,402 | 13,698 | 14,225 | 14,757 | 14,460 | 14,631 | 13,006 |
| From Multiple Organizations | 4,500 | 6,149 | 6,211 | 7,143 | 7,365 | 7,363 | 8,222 | 7,067 | 7,345 | 6,690 |
| Other | 4,304 | 1,695 | 1,586 | 1,542 | 1,799 | 1,354 | 1,594 | 1,086 | 1,013 | 659 |
| Total | 75,830 | 91,319 | 89,464 | 91,655 | 94,448 | 101,893 | 104,871 | 100,299 | 99,438 | 85,113 |

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 - 2009 (Diary Data)

| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|------------------------------|------|------|------|------|------|------|------|------|------|------|
| First-Class Ads ¹ | | | | | | | | | | |
| Financial | 40% | 41% | 44% | 42% | 43% | 47% | 44% | 40% | 37% | 37% |
| Merchants | 28% | 26% | 23% | 23% | 23% | 22% | 22% | 22% | 22% | 17% |
| Services | 23% | 24% | 25% | 26% | 26% | 24% | 25% | 29% | 31% | 36% |
| Manufacturers | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 3% | 2% |
| Government | 1% | 1% | 1% | 2% | 2% | 2% | 2% | 2% | 2% | 2% |
| Social | 5% | 5% | 4% | 4% | 3% | 3% | 4% | 4% | 4% | 5% |
| Other | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Standard Ads ² | | | | | | | | | | |
| Financial | 13% | 18% | 19% | 19% | 21% | 23% | 23% | 21% | 21% | 18% |
| Merchants | 39% | 41% | 40% | 37% | 36% | 35% | 35% | 36% | 35% | 36% |
| Services | 10% | 13% | 12% | 12% | 12% | 12% | 11% | 13% | 14% | 15% |
| Manufacturers | 1% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% |
| Government | 2% | 2% | 2% | 1% | 1% | 2% | 2% | 2% | 2% | 1% |
| Social | 20% | 15% | 15% | 17% | 17% | 16% | 16% | 16% | 17% | 17% |
| From Multiple Organizations | 7% | 9% | 9% | 10% | 9% | 9% | 9% | 8% | 9% | 9% |
| Other | 7% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 1% | 1% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Total Ads | | | | | | | | | | |
| Financial | 19% | 22% | 24% | 23% | 25% | 27% | 27% | 25% | 24% | 21% |
| Merchants | 37% | 38% | 37% | 35% | 34% | 32% | 33% | 33% | 32% | 33% |
| Services | 13% | 15% | 14% | 15% | 14% | 14% | 14% | 16% | 17% | 18% |
| Manufacturers | 1% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% |
| Government | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 2% | 2% |
| Social | 17% | 13% | 13% | 15% | 15% | 14% | 14% | 14% | 15% | 15% |
| From Multiple Organizations | 6% | 7% | 7% | 8% | 8% | 7% | 8% | 7% | 7% | 8% |
| Other | 6% | 2% | 2% | 2% | 2% | 1% | 2% | 1% | 1% | 1% |
| Total | 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 - 2009 (Recruitment Data)

| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|----------------------------|------|------|------|------|------|------|------|------|------|------|
| Usually Read - Total | 15% | 13% | 13% | 13% | 15% | 15% | 15% | 17% | 17% | 17% |
| Under \$25K | 51% | 41% | 36% | 41% | 34% | 33% | 33% | 34% | 31% | 39% |
| \$25 - \$ 49.9 | 28% | 28% | 26% | 27% | 30% | 29% | 29% | 29% | 27% | 25% |
| \$50 - \$64.9 | 10% | 13% | 13% | 12% | 14% | 14% | 13% | 13% | 16% | 12% |
| \$65 + | 10% | 19% | 25% | 21% | 22% | 24% | 25% | 24% | 26% | 24% |
| | | | | | | | | | | |
| Usually Scan - Total | 40% | 38% | 37% | 38% | 38% | 38% | 36% | 33% | 30% | 29% |
| Under 25K | 36% | 27% | 22% | 25% | 23% | 21% | 21% | 19% | 18% | 20% |
| \$25 - \$ 49.9 | 33% | 30% | 26% | 27% | 28% | 26% | 26% | 26% | 25% | 25% |
| \$50 - \$64.9 | 14% | 14% | 17% | 17% | 16% | 17% | 15% | 16% | 14% | 14% |
| \$65 + | 17% | 30% | 35% | 31% | 33% | 35% | 37% | 40% | 43% | 41% |
| | | | | | | | | | | |
| Read Some - Total | 27% | 29% | 30% | 31% | 32% | 32% | 32% | 31% | 32% | 34% |
| Under 25K | 32% | 24% | 18% | 19% | 18% | 18% | 17% | 17% | 16% | 19% |
| \$25 - \$ 49.9 | 35% | 28% | 26% | 26% | 24% | 23% | 26% | 23% | 23% | 22% |
| \$50 - \$64.9 | 14% | 12% | 16% | 17% | 17% | 17% | 16% | 15% | 15% | 14% |
| \$65 + | 18% | 36% | 40% | 38% | 41% | 42% | 41% | 45% | 45% | 45% |
| | | | | | | | | | | |
| Usually Don't Read - Total | 17% | 20% | 19% | 18% | 16% | 15% | 17% | 19% | 20% | 20% |
| Under 25K | 39% | 30% | 25% | 25% | 22% | 22% | 18% | 20% | 19% | 20% |
| \$25 - \$ 49.9 | 31% | 25% | 23% | 25% | 22% | 22% | 25% | 22% | 21% | 21% |
| \$50 - \$64.9 | 13% | 12% | 15% | 15% | 14% | 16% | 16% | 14% | 14% | 14% |
| \$65 + | 17% | 33% | 37% | 35% | 42% | 40% | 41% | 44% | 45% | 45% |

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 uses, 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 householder 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 personal 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 the U.S. Mail. The sample design involves a systematic sample stratified by 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. This sample 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 Census 2000 100 percent counts.
- **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 2000 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 | 2,025 | 1,346 |
| Quarter 2 | 1,300 | 2,021 | 1,396 |
| Quarter 3 | 1,300 | 2,020 | 1,310 |
| Quarter 4 | 1,300 | 2,025 | 1,310 |
| Total | 5,200 | 8,091 | 5,362 |

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 2009 household interview consisted of 8,091 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 126 data items and took an average of 24 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, fax machines, 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.** Summary volumes of magazines and newspapers 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 2009 study (defined as the proportion of respondents who completed the diary portion relative to all recruited respondents) was 66.3 percent. This represents a 0.2 percent change from 2008. 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 an assigned diary week began, NuStats made reminder calls to households to confirm receipt of the packet and to answer any questions. If the packet was not received by this time, NuStats re-confirmed the address, assigned a new diary week, and re-sent the packet.

The diary package contained 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 were color-coded by mail classification (e.g. 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 it.
- **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 uses a multi-stage editing process to check the accuracy of the diary information recorded by each household. First, returned diary packets are culled for those that represented a reasonable attempt to complete the diary. Second, the diary information recorded for each day is checked to assure sufficient and logical answers as well as to verify recorded information against the mail markings returned in the package. The diaries are then scanned using Optical Character Recognition (OCR) software. In stage three, a verifier re-checks the diary information recorded in the OCR software for each day. This second edit functions as a quality control check to assure 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 8,091 households recruited to receive a diary package, 5,362 actually returned acceptable completed diaries (defined as containing data suitable for analysis) to NuStats for a completion rate of 66.3 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, in which 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, is captured in a database management file.

After completion of data collection, editing and entry tasks, the survey data were contained in 11 data files. One data file contained the Household Interview data. The Mail Diary data were in 10 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 are 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 mail pieces received in one day); 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 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 report paying bills by Internet only if he/she also reports 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 2009

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 | 127 | 159 | 286 | 2.8% | 7.1% |
| \$10,000 - \$14,999 | 162 | 123 | 285 | 3.6% | 5.8% |
| \$15,000 - \$19,999 | 203 | 142 | 345 | 4.5% | 5.7% |
| \$20,000 - \$24,999 | 209 | 159 | 368 | 4.6% | 6.0% |
| \$25,000 - \$34,999 | 399 | 191 | 590 | 8.8% | 10.9% |
| \$35,000 - \$49,999 | 607 | 284 | 891 | 13.4% | 13.9% |
| \$50,000 - \$64,999 | 654 | 294 | 948 | 14.4% | 11.7% |
| \$65,000 - \$79,999 | 597 | 240 | 837 | 13.2% | 9.1% |
| \$80,000 - \$99,999 | 565 | 216 | 781 | 12.5% | 9.1% |
| \$100,000 or more | 1,010 | 420 | 1,430 | 22.3% | 20.6% |
| Don't Know | 141 | 127 | 268 | N/A | N/A |
| Refused | 688 | 374 | 1,062 | N/A | N/A |
| Total | 5,362 | 2,729 | 8,091 | 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 2009).

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 | 1,204 | 660 | 1,864 | 22.5% | 32.7% |
| Two | 2,279 | 937 | 3,216 | 42.5% | 52.1% |
| Three | 797 | 421 | 1,218 | 14.9% | 10.6% |
| Four | 699 | 395 | 1,094 | 13.0% | 3.5% |
| Five or More | 383 | 316 | 699 | 7.1% | 1.0% |
| Total | 5,362 | 2,729 | 8,091 | 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 2009).

Table B.4:
Geographic Region by Recruitment/Retrieval Status

| Geographic Region | Recruited Households | | Total | Sample Percent | Population Percent |
|-------------------|----------------------|---------------|--------------|----------------|--------------------|
| | Retrieved | Not Retrieved | | | |
| Northeast | 1,112 | 535 | 1,647 | 20.7% | 19.2% |
| Midwest | 1,439 | 547 | 1,986 | 26.8% | 23.4% |
| South | 1,709 | 1,113 | 2,822 | 31.9% | 36.0% |
| West | 1,102 | 534 | 1,636 | 20.6% | 21.3% |
| Total | 5,362 | 2,729 | 8,091 | 100.0% | 100.0% |

Notes:

Sample Percent based only on retrieved households.

Population percent based on U.S. Census Bureau, Census 2000, 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 | 2,732 | 1,454 | 4,186 | 51.0% | 48.7% |
| Other Metro Areas | 1,580 | 785 | 2,365 | 29.5% | 29.9% |
| Non-Metropolitan Areas | 1,050 | 490 | 1,540 | 19.6% | 21.4% |
| Total | 5,362 | 2,729 | 8,091 | 100.0% | 100.0% |

Notes:

Sample Percent based only on retrieved households.

Population percent based on U.S. Census Bureau, Census 2000; 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 | 85 | 81 | 166 | 1.6% | 5.3% |
| 25 - 44 | 1,258 | 783 | 2,041 | 23.7% | 35.5% |
| 45 - 64 | 2,344 | 1,035 | 3,379 | 44.1% | 38.0% |
| 65+ | 1,625 | 781 | 2,406 | 30.6% | 21.2% |
| Refused | 50 | 49 | 99 | N/A | N/A |
| Total | 5,362 | 2,729 | 8,091 | 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 2009).

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 | 62 | 123 | 185 | 1.2% | 4.7% |
| Some high school | 198 | 192 | 390 | 3.7% | 8.0% |
| High school graduate | 1234 | 761 | 1995 | 23.1% | 29.3% |
| Some college | 1013 | 501 | 1514 | 19.0% | 19.0% |
| Technical school graduate | 240 | 110 | 350 | 4.5% | 4.2% |
| College graduate | 1581 | 629 | 2210 | 29.6% | 24.0% |
| Postgraduate work | 1008 | 369 | 1377 | 18.9% | 10.8% |
| Refused | 26 | 44 | 70 | N/A | N/A |
| Total | 5,362 | 2,729 | 8,091 | 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 2009).

Data Weighting and Expansion

This section explains the methodology used for creating sampling and expansion weights for the FY 2009 Household Diary Study.

The FY 2009 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 2009 Recruitment

Sampling weights were produced separately for the households that participated in the recruitment phase of the FY 2009 HDS, and those that completed and returned a diary. There were two main weighting variables: Geography and Education. FY 2009 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 2009 recruitment data for strata:

Table B.8:
HDS 2009 Recruitment Data: Urban/Rural Location

| Urban/ Rural Location | Household | Percent | Cumulative Percent |
|---------------------------|--------------|---------------|-----------------------|
| 30 Largest Metro Areas | 4,186 | 51.7% | 51.7% |
| Other Metro Areas | 2,365 | 29.2% | 81.0% |
| Non-Metro Counties | 1,540 | 19.0% | 100.0% |
| Total | 8,091 | 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 2009 Recruitment Data: Geographic Region

| Geographic Region | Households | Percent | Cumulative Percent |
|----------------------|--------------|---------------|-----------------------|
| Northeast | 1,647 | 20.4% | 20.4% |
| Midwest | 1,986 | 24.5% | 44.9% |
| South | 2,822 | 34.9% | 79.8% |
| West | 1,636 | 20.2% | 100.0% |
| Total | 8,091 | 100.0% | |

Strata/Regions: Table B.10 indicates the distribution of households from the FY 2009 recruitment sample within strata and regions.

Population parameters for the intersection of the three strata and four regions were based on 2000 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 | 1,209 | 275 | 163 | 1,647 |
| Midwest | 912 | 564 | 510 | 1,986 |
| South | 988 | 1,172 | 662 | 2,822 |
| West | 1,077 | 354 | 205 | 1,636 |
| Total | 4,186 | 2,365 | 1,540 | 8,091 |

Table B.11:
HDS 2009 Recruitment Data: Construction of Geographic Weight

| Stratum | Geographic Region | Households (Population) | Percent | Households (Sample) | Percent | Weight |
|-------------------------------|-------------------|-------------------------|---------------|---------------------|--------------|---------------|
| 30 Largest Metro Areas | Northeast | 13,512,686 | 12.8% | 1,209 | 14.9% | .86 |
| | Midwest | 11,317,737 | 10.7% | 912 | 11.3% | .95 |
| | South | 12,488,134 | 11.8% | 988 | 12.2% | .97 |
| | West | 14,020,576 | 13.3% | 1,077 | 13.3% | 1.00 |
| Other Metro Areas | Northeast | 4,134,396 | 3.9% | 275 | 3.4% | 1.15 |
| | Midwest | 6,617,353 | 6.3% | 564 | 7.0% | .90 |
| | South | 15,769,481 | 15.0% | 1,172 | 14.5% | 1.03 |
| | West | 5,061,183 | 4.8% | 354 | 4.4% | 1.10 |
| Non-Metro Areas | Northeast | 2,638,540 | 2.5% | 163 | 2.0% | 1.24 |
| | Midwest | 6,799,442 | 6.4% | 510 | 6.3% | 1.02 |
| | South | 9,757,599 | 9.3% | 662 | 8.2% | 1.13 |
| | West | 3,362,974 | 3.2% | 205 | 2.5% | 1.26 |
| Totals | | 105,480,101 | 100.0% | 100.0% | 8,091 | 100.0% |

Source: Household Population Estimates based on U.S. Census Bureau, 2000 Census.

Education: The data was weighted 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, 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 2009. In cases where 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 42 such cases in 2009; 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 2009 Recruitment Data: Construction of Educational Attainment Weight

| Educational Attainment | Households (Population) | Percent | Households (Sample) | Percent | Weight |
|-------------------------------|--------------------------------|----------------|----------------------------|----------------|---------------|
| 8 th Grade or Less | 5,495,900 | 4.7% | 185 | 2.3% | 2.05 |
| Some high school | 9,357,793 | 8.0% | 390 | 4.8% | 1.66 |
| High school graduate | 34,366,575 | 29.3% | 1,997 | 24.7% | 1.19 |
| Some college | 22,299,639 | 19.0% | 1,546 | 19.1% | 1.00 |
| Technical school graduate | 4,911,186 | 4.2% | 380 | 4.7% | 0.89 |
| College graduate | 28,105,818 | 24.0% | 2,216 | 27.4% | 0.88 |
| Post graduate work | 12,643,766 | 10.8% | 1,377 | 17.0% | 0.63 |
| Totals | 117,180,677 | 100.0% | 8,091 | 100.0% | 1.00 |

Note: Education responses include imputed "Don't Know/Refused" answers.

Weighting Procedures – FY 2009 Diary Data

As mentioned above, 8,091 households participated in the recruitment phase of the FY 2009 HDS, and 5,362 households completed usable diaries. Balancing weights for the FY 2009 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 117.18 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

$$117,180,677 / 5,362 = 21,853.9$$

Component Weight:

$$\omega = \frac{P_s / P_t}{S_s / S_t},$$

Where P_s = population count in cohort and
 P_t = total population count;
 S_s = sample count in cohort and
 S_t = 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 calculated from differences between weighted volumes derived from FY 2009 HDS sample data and mailing volumes calculated using the Postal Service's City Carrier Cost System (CCCS) and Rural Carrier Cost System (RCCS). 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 (0.98) 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 (1.37) 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 2009 Adjustment Factors Utilized by Postal Classification

| Postal Classification | Destination Adjustment Factor | Household-to-Household | Household-to-Non-household |
|-----------------------------|-------------------------------|------------------------|----------------------------|
| First-Class | .98 | .98 | 1.37 |
| Standard Regular | .96 | N/A | N/A |
| Standard Nonprofit | .96 | N/A | N/A |
| Package & Shipping Services | .79 | N/A | N/A |
| Expedited | .92 | N/A | N/A |
| Periodicals | .81 | N/A | N/A |



Appendix C: Survey Instruments



Appendix C1: Recruitment Questionnaire

Recruitment Questionnaire – FY2009

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. We're not selling anything. May I please speak with an adult in the household, 18 or older?

**THE HOUSEHOLD NAME IS <HHNAM> THE CALLBACK NAME WE HAVE IS <NAME>
IF NAME IS BLANK, IT IS UNLISTED SAMPLE.**

| | |
|--|--|
| <p>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</p> | <p>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</p> |
|--|--|

- 2. [LETRR]** The U.S. Postal Service is conducting a study to better understand the type and amount of mail households like yours receive and send. We sent a letter recently explaining the study and letting you know we would contact you. Did you receive it?

1.....Yes CONTINUE WITH INT05
 2.....No VERIFY ADDRESS [SKIP TO VADD]

[INT05] With your participation, the Postal Service can make wise decisions about postage rates and staffing needs to ensure an efficient national mail system and keep costs at a minimum. This is purely a research effort and any information you provide will be held strictly confidential. For this study, your household will use diaries to answer questions about the mail you receive and send for one week, and we'll give you a gift for completing the diaries. Before I can get your diaries out to you, I need to get some information about your household, which includes you, members of your family and other people living in your home who are not related to you.

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

3. [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 OBVIOUSLY SKIP VADD AND GO TO POBOX.

4. [POBOX] Does your household have a PO Box?

- 1 Yes
- 2 No

5. [Q11] Do any members of your household rent a box from a private mailing service, like Post Office Plus, or Parcel Place?

- 1 Yes
- 2 No
- 8 DK
- 9 NA/RF

6. [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

7. [Q1] RESPONDENT GENDER, DON'T ASK

- 1 Male
- 2 Female

8. [Q4] OK, thanks. Now, we can begin our questions. In total, how many personal letters, including post cards and thank you notes, would you say members of your household write in the average month? I'm talking about personal letters and notes, not greeting cards, not e-mail, and not letters written for business or in conjunction with a job.

PROBE FOR SPECIFIC NUMBER, RANGE: 0-90

- 98 DK
- 99 NA/RF

- 9. [Q5A]** About how many greeting cards did your household send by mail during the Christmas / Hanukkah / Kwanzaa season last year?

PROBE FOR SPECIFIC NUMBER, RANGE: 0-997

998DK
999NA/RF

- 10. [Q5B]** About how many greeting cards did your household receive by mail during the Christmas / Hanukkah / Kwanzaa season last year?

PROBE FOR SPECIFIC NUMBER, RANGE: 0-997

998DK
999NA/RF

- 11. [Q6A]** Not counting the holiday cards we just talked about, approximately how many greeting cards would you say your household sends to friends or relatives in an average month?

PROBE FOR SPECIFIC NUMBER, RANGE: 0-997

998DK
999NA/RF

- 12. [Q6B]** Again, not counting holiday cards, approximately how many greeting cards would you say your household receives from friends or relatives in an average month?

PROBE FOR SPECIFIC NUMBER, RANGE: 0-997

98DK
99NA/RF

- 13. [SCRIP8]/[Q8]** Not counting the Christmas and Hanukkah packages your household sends, about how many packages did your household send in the last month? IF NEEDED: This is by any courier/method not just the U.S. Postal Service.

PROBE FOR SPECIFIC NUMBER, RANGE: 0-75

98DK
99NA/RF

- 14. [Q9R_01-05]** 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]

1Took package to the Post Office
4Gave the package to our mail carrier
6Put the package in a Postal Service collection box
3Took it to a private package shipping company, like UPS or FedEx, or DHL
2Took it to a private mailing service, like Post Office Plus or Parcel Place
7OTHER, SPECIFY
5NONE (HAVE NOT MAILED PACKAGES IN THE LAST SIX MONTHS)
8DK
9NA/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 | 12 FOR EXTRA SERVICES (COPYING, FAXES, MAIL BOXES, ETC.) |
| 02 LOCATION | 13 SHORTER WAIT TIME/LINES, LESS CROWDED |
| 03 OFFERS PICK UP SERVICE | 14 'SHIP TO' REQUESTED IT |
| 04 CHEAPER | 16 ACCEPTS ODD-SHAPED/OVERSIZED PACKAGES |
| 05 FASTER/OVERNIGHT DELIVERY | 18 ON-LINE TRACKING SERVICE |
| 06 OFFERS DROP OFF SERVICE | 20 USES ONLY FOR JOB/WORK-RELATED PACKAGES |
| 07 PACKAGES IT UP | 21 TO USE UPS |
| 08 SERVICE-BETTER/MORE EFFICIENT/FRIENDLY | 97 OTHER, SPECIFY |
| 09 MORE RELIABLE/SEEMS SAFER | 99 DK/RF |
| 11 USES ONLY IN SPECIAL CIRCUMSTANCES | |

- 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 personal computers and the Internet. How many personal computers, including desktops and laptops, does your household own? RANGE: 0-9

98 DK
99 NA/RF

IF Q22 = 0, 98 or 99, SKIP TO Q26A

- 20. [Q23]** How many of these computers have Internet access? IF Q22 = 1 SAY: Does this computer have Internet access?

DO NOT ACCEPT A NUMBER GREATER THEN <Q22>. IF Q23 = 0,98,98 SKIP TO Q26C

98DK
99NA/RF

- 21. [Q24]** What is the primary type of Internet connection used in your household? Is it . . .

| | |
|--|-------------------------|
| 01Dial-up (modem) | 02 [NOW BLANK] |
| 05DSL | 06 [NOW BLANK] |
| 03Cable modem | 97 OTHER, SPECIFY |
| 04Other Broadband (for example, fiber optic) | 99 DK/RF |

IF Q24 = 01 or 99, SKIP TO Q26E
IF Q24 = 03, 04, 05, or 97, SKIP TO Q55A

- 22. [Q26A]** How likely is it that members of this household will get a personal computer in the near future? Very likely, somewhat likely, somewhat unlikely or not at all likely?

4VERY LIKELY
3SOMEWHAT LIKELY
2SOMEWHAT UNLIKELY
1NOT AT ALL LIKELY
9DK/RF

IF Q26A = 4, 3, or 2, ASK Q26C
IF Q26A = 1, or 9, SKIP TO Q55A

- 23. [Q26C]** How likely is it that members of this household will get Internet access in the near future? Very likely, somewhat likely, somewhat unlikely or not at all likely?

4VERY LIKELY
3SOMEWHAT LIKELY
2SOMEWHAT UNLIKELY
1NOT AT ALL LIKELY
9DK/RF

IF Q26C = 4, 3, or 2, ASK Q26F
IF Q26C = 1 or 9, SKIP TO Q55A

- 24. [Q26F]** How likely is it that members of this household will get a dial up Internet connection in the near future?

4VERY LIKELY
3SOMEWHAT LIKELY
2SOMEWHAT UNLIKELY
1NOT AT ALL LIKELY
9DK/RF

IF Q26F = 4, 3, or 9, SKIP TO Q55A
IF Q26F = 1 or 2, ASK Q26E

25. [Q26E] How likely is it that members of this household will get a broadband Internet connection in the near future?

- 4 VERY LIKELY
- 3 SOMEWHAT LIKELY
- 2 SOMEWHAT UNLIKELY
- 1 NOT AT ALL LIKELY
- 9 DK/RF

ASK EVERYONE Q55A

26. [Q55A] Do you have any of the following Internet access devices in your home?

- 1 Cellular phone with Internet access
- 2 Handheld computers or PDAs such as Palm Pilot
- 4 Other dedicated email devices
- 7 Other Internet access devices [SPECIFY]
- 0 NONE
- 8 DK
- 9 RF

ASK EVERYONE Q25R

27. [Q25R] Do any members of your household - including you - use the Internet from any other location?

- 1 Yes
- 2 No
- 8 DK
- 9 RF

IF (Q25R = 2,8,9, or Missing) AND (Q23=0, 98, 99 or Missing), SKIP TO Q28C

28. [Q57A1] How long have members of your household been using the Internet for non-business 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 Q28C
- 8 DK
- 9 RF

29. [Q57B1] During the last month, how often did the members of your household use the Internet for non-business 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]

- | | |
|--|---|
| 01E-mailing, instant messaging, visiting chat rooms or listservs* | 08.....Purchasing products or services |
| 09Pay bills online | 03..... Getting news, weather or sports information |
| 10Receive / view bills online | 02.....BLANK |
| 05Online banking not including bill payment (view statement, transfer funds, apply for a loan) | 04.....BLANK |
| 06Searching for information about products and services | 07.....BLANK |
| | 97..... OTHER, SPECIFY |
| | 98..... DK |
| | 99..... RF |

*listservs defined as an e-mail discussion group or an online mailing list

31. [Q57E] How many personal e-mails, not related to your job, do you send in a typical day?

- | | |
|-----------------|--------------------|
| 0NONE | 4 11 or more |
| 1 1 to 3 | 8 DK |
| 2 4 to 6 | 9 RF |
| 3 7 to 10 | |

32. [Q57F] How many personal e-mails, not related to your job, do you receive in a typical day?

- 0NONE
 1 1 to 3
 2 4 to 6
 3 7 to 10
 4 11 or more
 8DK
 9RF

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

- 98DK
 99NA/RF

NOTE: SKIP TO Q28C IF ((Q23=0, 98, 99 or Missing) AND (Q25R = 2,8,9, or Missing))

34. [SCR3P3] Traditionally, people pay bills in person or by mail. Now, many banks and other companies 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

- 00None GO TO Q28C
 99DK/RF

36. [Q28A] Approximately how long has your household been receiving bills or account statements electronically?

- 1Less than 1 month
 2 1 to 6 months
 3 6 months to a year
 4More than 1 year
 9DK/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

38. [Q28C] How many bills or other types of account statements does your household receive each month by mail only? IF NEEDED: Meaning, they do not also receive the statement electronically or by any other method.
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...

**NOTE: SKIP ALL THE INTERNET QUESTIONS IF
(Q23=0, 98, 99 or Missing) AND (Q25R = 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

42. [Q105A] If Q31D = 0, 98, 99, SKIP THIS 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

**FOR Q32A_01-16 THRU [Q32G_01-16], ONLY ASK ABOUT THIS METHOD IF RESPONDENT
SAID THEY PAY THAT WAY In Q31A thru G**

43. [Q32A_01-16] What types of bills does your household pay by mail?

NOTE: SKIP ALL THE INTERNET QUESTIONS IF ((Q23=0, 98, 99 or Missing) AND (Q25R = 2,8,9, or Missing))

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

10Cell Phone
12Medical or dental Bills
13Internet 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?

PLEASE DO NOT READ THE LIST

01EASY TO USE
02SAVES TIME
06HABIT/LIKE TRADITIONAL WAY
07NO OTHER OPTION
08OUT OF STATE/NOT LOCAL
12MOST TRUSTED METHOD

14 WANT WRITTEN RECORD/TO
TRACK/ MORE CONTROL
19 CHEAPEST METHOD
97 OTHER, SPECIFY
99 DK/RF

45. [Q32B_01-16] What types of bills do you pay In Person?

NOTE: SKIP ALL THE INTERNET QUESTIONS IF ((Q23=0, 98, 99 or Missing) AND (Q25R = 2,8,9, or Missing))

PLEASE READ THE LIST

01Natural Gas/Propane/Fuel Oil/Etc.
02Electric
03Telephone (landline)
04Water/Sewer
05Credit Cards
06Rent/Mortgage
11Car Payment
09Other 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

46. [Q32C_01-16] What type of bills do you pay by telephone?

NOTE: SKIP ALL THE INTERNET QUESTIONS IF ((Q23=0, 98, 99 or Missing) AND (Q25R = 2,8,9, or Missing))

PLEASE READ THE LIST

01Natural Gas/Propane/Fuel Oil/Etc.
02Electric
03Telephone (landline)
04Water/Sewer
05Credit Cards
06Rent/Mortgage
11Car Payment
09Other 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

47. [Q32D_01-16] If Q31D>1 What type of bills do you pay over the Internet?

NOTE: SKIP ALL THE INTERNET QUESTIONS IF ((Q23=0, 98, 99 or Missing) AND (Q25R = 2,8,9, or Missing))

PLEASE READ THE LIST

- | | |
|--|---|
| 01 Natural Gas/Propane/Fuel Oil/Etc. | 07 Cable TV/Satellite TV |
| 02 Electric | 08 Insurance |
| 03 Telephone (landline) | 10 Cell Phone |
| 04 Water/Sewer | 12 Medical or dental Bills |
| 05 Credit Cards | 13 Internet Services |
| 06 Rent/Mortgage | 14 Alimony/child support |
| 11 Car Payment | 15 Taxes (e.g., property or income) |
| 09 Other loan(s) or line of credit | 97 OTHER SPECIFY |

48. [Q32F_01-16] What type of bills do you pay by automatic deduction from a bank account, or charge to a debit card?

NOTE: SKIP ALL THE INTERNET QUESTIONS IF ((Q23=0, 98, 99 or Missing) AND (Q25R = 2,8,9, or Missing))

PLEASE READ THE LIST

- | | |
|--|---|
| 01 Natural Gas/Propane/Fuel Oil/Etc. | 08 Insurance |
| 02 Electric | 10 Cell Phone |
| 03 Telephone (landline) | 12 Medical or dental Bills |
| 04 Water/Sewer | 13 Internet Services |
| 05 Credit Cards | 14 Alimony/child support |
| 06 Rent/Mortgage | 15 Taxes (e.g., property or income) |
| 11 Car Payment | 97 OTHER SPECIFY |
| 09 Other loan(s) or line of credit | |
| 07 Cable TV/Satellite TV | |

49. [Q32G_01-16] What type of bills do you pay by automatic charge to a credit card?

NOTE: SKIP ALL THE INTERNET QUESTIONS IF ((Q23=0, 98, 99 or Missing) AND (Q25R = 2,8,9, or Missing))

PLEASE READ THE LIST

- | | |
|--|---|
| 01 Natural Gas/Propane/Fuel Oil/Etc. | 07 Cable TV/Satellite TV |
| 02 Electric | 08 Insurance |
| 03 Telephone (landline) | 10 Cell Phone |
| 04 Water/Sewer | 12 Medical or dental Bills |
| 05 Credit Cards | 13 Internet Services |
| 06 Rent/Mortgage | 14 Alimony/child support |
| 11 Car Payment | 15 Taxes (e.g., property or income) |
| 09 Other loan(s) or line of credit | 97 OTHER SPECIFY |

50. [Q36] How many different magazine subscriptions do the members of your household receive through the mail? RANGE: 0-50

98DK

99RF

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

98DK

99RF

52. [Q40] How many different newspaper subscriptions do members of your household receive through the mail in an average week?

PROBE FOR SPECIFIC NUMBER, RANGE: 0-15

98DK

99RF

53. [Q42] How many different newspaper subscriptions do members of your household purchase or receive free by any other method, such as by email or the Internet?

PROBE FOR SPECIFIC NUMBER, RANGE: 0-32

98DK

99RF

54. [Q153A] NOTE: IF (Q23=0, 98, 99 or Missing) AND (Q25R = 2,8,9, or Missing)), How many electronic newsletters do members of your household receive in a typical week? RANGE: 0-97

98DK

99RF

Now I'm going to ask some questions about advertising.

55. [Q47] When members of your household receive advertising material through the mail, do they . . .

1Usually read it

2Usually scan it

3Read some, don't read others

4Usually don't read it

8DK

9NA/RF

56. [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?

1YES CONTINUE

2NO => GO TO Q51

8DK => GO TO Q51

9NA/RF => GO TO Q51

57. [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 (Q23=0, 98, 99 or Missing) AND (Q25R = 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

99 RF

58. [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

98 DK => GO TO Q50

99 RF => GO TO Q50

IF DK/NOT SURE: Just give me your best estimate.

59. [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 (Q23=0, 98, 99 or Missing) AND (Q25R = 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.

60. [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

61. [Q55R] In the last month, about how many personal purchases did your household make over the Internet?

NOTE: IF (Q23=0, 98, 99 or Missing) AND (Q25R = 2,8,9, or Missing)),

VERIFY IF OVER 100, RANGE: 0-200

998 DK

999 RF

IF Q55R = 0, 998, OR 999, SKIP TO Q177F

- 62. [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

000NONE
998DK
999RF

If Q177A=0, 998, or 999 SKIP to 177E

- 63. [Q177B]** Think about your most recent Internet purchase that was shipped and delivered to you. Was this purchase delivered to your...

1Home address
2Work address
3School address
7OTHER, SPECIFY
8DK
9NA/RF

- 64. [Q177D]** Which company delivered the merchandise?

| | |
|--|-------------------------------------|
| 1United States Postal Service (USPS) | 7 OTHER, SPECIFY SKIP TO 177E |
| 2United Parcel Service (UPS) | 8 DK SKIP TO 177E |
| 3Fed-Ex | 9 NA/RF SKIP TO 177E |
| 4DHL | |

- 65. [Q177C]** Was your purchase delivered using... CHOICE CODES SHOULD BE SPECIFIC TO RETAILER CHOSEN In Q177D; NEED TO ALL BE DIFFERENT CODE NUMBERS

IF 177D WAS USPS, CHOICES SHOULD BE:

01Express Mail (IF NEEDED: OVERNIGHT SERVICE, MOST LOCATIONS ARRIVE In 1 DAY, MOST EXPENSIVE)
02Priority Mail (IF NEEDED: 2 TO 3 DAYS, COSTS LESS THAN EXPRESS)
03First Class Mail (IF NEEDED: REGULAR MAIL, CAN TAKE SEVERAL DAYS TO ARRIVE AT LOCATION)
04Parcel Post (IF NEEDED: SLOWER AND LESS EXPENSIVE THAN 1ST CLASS)
97OTHER, SPECIFY
98DK
99NA/RF

IF 177D WAS FedEx, CHOICES SHOULD BE:

05Overnight (IF NEEDED: TAKES 1 DAY TO MOST US LOCATIONS, MOST EXPENSIVE, GUARANTEED ARRIVAL)
062-day (IF NEEDED: TAKES 2 DAYS, COSTS LESS THAN OVERNIGHT, GUARANTEED ARRIVAL)
103-day (IF NEEDED: TAKES 3 DAYS, COSTS LESS THAN 2-DAY, GUARANTEED ARRIVAL)
11Ground (IF NEEDED: LESS EXPENSIVE THAN OTHER METHODS, CAN TAKE SEVERAL DAYS, NO GUARANTEE)
97OTHER, SPECIFY
98DK
99NA/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

IF 177D WAS DHL, CHOICES SHOULD BE:

- 15 Next Day (IF NEEDED: TAKES 1 DAY TO MOST US LOCATIONS, MOST EXPENSIVE, GUARANTEED ARRIVAL)
 16 2nd Day (IF NEEDED: TAKES 2 DAYS, COSTS LESS THAN OVERNIGHT, GUARANTEED ARRIVAL)
 17 Ground (IF NEEDED: LESS EXPENSIVE THAN OTHER METHODS, CAN TAKE SEVERAL DAYS, NO GUARANTEE)
 97 OTHER, SPECIFY
 98 DK
 99 NA/RF

66. [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

67 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: the choice is between the Internet and the mail. An answer of 'more secure', or 'less secure', etc., is not acceptable. You must clarify.

67 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: the choice is between the Internet and in person. An answer of 'more secure', or 'less secure', etc., is not acceptable. You must clarify.

68. [SCR5] 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.

1Continue

69. [Q57] How many of your accounts are?

| |
|-----------------------------|
| READ ITEMS - NOTE NEW ORDER |
|-----------------------------|

[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)

98DK

99RF

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.

70. [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)

98DK

99RF

71. [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)

98DK

99RF

72. [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

01ONE => GO TO AGE

99RF

73. [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 |
|---|

74. [Q61] How many of them are under age 6? RANGE 0-9

99 RF

75. [Q62] How many are between the ages of 6 and 12? RANGE 0-6

99 RF

76. [Q63] How many are between the ages of 13 and 17? RANGE 0-5

99 RF

77. [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

78. [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

79. [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

80. [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

81. [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

82. [Q71] Are you currently . . .

- 1A student => GO TO Q79
- 2A homemaker => GO TO Q79
- 3Disabled => GO TO Q79
- 4Temporarily laid off => GO TO Q79
- 5Retired => GO TO Q79
- 6Other, specify => GO TO Q79
- 9NA/RF => GO TO Q79

83. [Q72] Which category best describes your occupation or the last job you held?

- 01Professional or managerial
- 02Sales, office, administrative including clerical, technical
- 03Craftsman/foreman, mechanic
- 04Service worker – food, health, cleaner, yard
- 06Construction, extraction or maintenance
- 07Production, transportation or material moving
- 05Farming, fishing or forestry
- 97Other, SPECIFY
- 99NA/RF

84. [Q79] What was the last grade you completed in school?

- 18th grade or less
- 2Some high school
- 3High school graduate
- 4Some college
- 5Technical school graduate
- 6College graduate
- 7Post graduate work
- 9NA/RF

85. [Q81A] Are you of Spanish/Hispanic/Latino Origin?

- 1YES
- 2NO
- 9NA/RF

86. [Q81B] Which of the following do you consider yourself/this household member to be?

- 1White/Caucasian
- 2Black/African American
- 3Asian
- 4American Indian and Alaska Native
- 5Native Hawaiian and Other Pacific Islander
- 7OTHER
- 8DK
- 9NA/RF

87. [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

88. [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!

89. [Q85] IF UNDER \$50K Stop me when I say an income category that best matches your household income...

- | | |
|-------------------------------------|-------------------------------------|
| 01 Under \$7,000 a year | 06 \$25,000 - \$34,999 a year |
| 02 \$7,000 - \$9,999 a year | 07 \$35,000 - \$49,999 a year |
| 03 \$10,000 - \$14,999 a year | 98 DK |
| 04 \$15,000 - \$19,999 a year | 99 RF |
| 05 \$20,000 - \$24,999 a year | |

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!

90. [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
- 99 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.

91. [Q66]How many workers earning at least \$5,000 per year are there in you household? RANGE 0-11
98DK
99RF

92. [Q87] Do you own or rent your home?

1Own
2Rent
9NA/RF

93. [Q88] How long have you lived in your present home? RANGE 0-80

IF LESS THEN ONE YEAR, ENTER ZERO

98DK
99RF

94. [Q89] Which of the following best describes your home?

1Single family detached home
2Apartment or condominium
3Mobile home
6Duplex or townhouse
9RF

95. [Q91] ASK IF Q89 = 2, 6 About how many units are connected to the property?

| | |
|------------|-------------|
| 11 | 4 5-9 |
| 22 | 5 10+ |
| 33-4 | 9 RF |

96a. [PHLNS] How many traditional telephone lines [MEANING LANDLINE] does your household have?
RANGE 0-20

00NONE CONTINUE
01ONE CONTINUE
98DK CONTINUE
99RF CONTINUE

96b. [CLPHL] How many cellular telephones does your household have? RANGE 0-20

00NONE
01ONE
98DK
99RF

97. 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 PHLNS WAS 98 OR 99, ASK: "How many of your household's telephone lines are used exclusively for business, fax, or computer modems?" RANGE 1-20

00NONE
98DK
99RF

98. [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

99. [Q93] About how many pieces of mail does the business receive each week? RANGE 0-75

VERIFY RESPONSE IF ZERO

- 98 DK
- 99 RF

100. [Q94] About how many pieces of mail does the business send each week? RANGE 0-75

VERIFY RESPONSE IF ZERO

- 98 DK
- 99 RF

101. [Q95] Do you do a lot of business work from your home?

- 1 YES
- 2 NO
- 9 NA/RF

102. [SCRPT7] 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.

103. [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

104. [Q97] 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

105. [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

106. [ASSNC] Okay, we're almost finished. 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

1CONTINUE

[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.

[VPHON] The phone number we have for you is <PHONE>. Is that correct?

IF NEEDED – TYPICALLY ONLY NEED THIS KIND OF TERMINATION AT END OF A QUARTER; SEE CURRENT PROGRAM AND MODEL THIS TO MATCH--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.

107. [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.")

1ENGLISH

2SPANISH

108. [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

1YES, THE NUMBER IS OK

2NO, CALL DIFFERENT NUMBER [NEED TO COLLECT DIFFEENT NUMBER]

109. [CB] What would be a good day and time to call you back? => GO TO NAME

110. [NAME] Who should I ask for when I call back? => GO TO END

Now 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:

111A. [RECYA] Do you recycle...GET ALWAYS USUALLY SOMETIMES OR NEVER FOR EACH

[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

111B. [RECYI] And how about other items, do you recycle... GET ALWAYS USUALLY SOMETIMES OR NEVER FOR EACH

[RECYI]. Glass bottles

[RECYJ]. Plastic bottles

[RECYK]. Metal cans

- 1 NEVER
- 2 SOMETIMES
- 3 USUALLY
- 4 ALWAYS
- 8 DON'T KNOW
- 9 REFUSED

112. [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]

112A. [Q112A] and is that always, usually or sometimes?

- 1 ALWAYS
- 2 USUALLY
- 3 SOMETIMES

112. [Q112C] Are there any other materials at home I haven't mentioned?

- 1 YES, PLEASE SPECIFY BELOW: **[O_Q112C]**
- 2 NO [SKIP TO Q113A]

112A. [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. |
|--|

113. [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

1YES

2NO

8DON'T KNOW

9REFUSED

114. [Q114] Are there any other reasons you recycle your mail that I didn't mention?

1YES, PLEASE SPECIFY BELOW: **[O_Q114]**

2NO

| |
|--|
| IF RECYA = 1 OR RECYC = 1 OR RECYD = 1 OR RECYE = 1 OR RECYF = 1 ASK Q115. ELSE THANK AND TERMINATE.. |
|--|

115. [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

1YES

2NO

8DON'T KNOW

9REFUSED

116. [Q116] Are there any other reasons you do not recycle your mail that I didn't mention? (OPEN Specify)

1YES, PLEASE SPECIFY BELOW: **[O_Q116]**

2NO

117. [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.

118. [INT03] Although you do not wish to continue with our survey, we appreciate the time you have given us today. Thank you and goodbye.

RFRefused to do diaries => GO TO END

119. [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

120. [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.

121. [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

122. [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

123. [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

124. [INT99] SURVEY COMPLETE

CM.....COMPLETE

125. [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

126. [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



Date

Postal Resident
«ADDRESS»
«CITY», «STATE» «ZIP»

«SAMPN»

If you're wondering why you received a letter from the U.S. Postal Service, allow me to explain. If you are like most Americans, you depend on an uninterrupted flow of mail to and from your home. The U.S. Postal Service aims to provide exceptional delivery performance and is proud of its 94 percent on-time service record for First-Class Mail. To help ensure and continue this superior level of service in the 21st century, the U.S. Postal Service is conducting its 23rd annual **Household Diary Study**.

That's why you, along with others in your area, were selected to answer questions about the mail received and sent by your household for a period of one week. 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 make important decisions** about performance improvements and investments in new equipment, facilities, programs and technologies **to better serve you**. Ultimately, the study results will be used to analyze ways of **keeping the cost of service at a minimum**.

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 - Fri) and 12pm - 5pm CST (Sat & Sun). You may also visit the project web page: www.nustats.com/uspsstudy.htm for more information. If you have any additional questions about this research effort, please call Mr. John Mazzone, Diary Study Project Manager for the U.S. Postal Service at 1-202-268-4169.

Thank you for joining us in the **Household Diary Study**!

Sincerely,

John E. Potter
Postmaster General, CEO

Voltee para Español →

Date

Postal Resident
«ADDRESS»
«CITY», «STATE» «ZIP»

«SAMPN»

Si usted se está preguntando por qué ha recibido una carta del Servicio Postal de los Estados Unidos, permítame explicarle. Si es como la mayoría de los americanos, usted depende de un flujo sin interrupciones de correspondencia que llega y sale de su casa. El Servicio Postal de los EE UU tiene como objetivo proveer un servicio de entrega excepcional y se enorgullece de su desempeño de entregar a tiempo 94 por ciento del Correo de Primera Clase. Para ayudar a que este nivel superior de servicio continúe en el siglo 21, el Servicio Postal de los EE UU está llevando a cabo su 23vo **Estudio Domiciliario en Diarios** realizado anualmente.

Esta es la razón por la cual usted, al igual que otras personas en su área, fue seleccionado para contestar preguntas sobre la correspondencia recibida y enviada por su hogar en un período de una semana. Estaremos enviando a su hogar diarios postales donde anotar esta información junto con instrucciones fáciles de leer sobre como completarlos. **Esta información nos ayudará a tomar decisiones importantes** para mejorar nuestro desempeño y sobre inversiones en equipo nuevo, instalaciones, programas y tecnologías **para servirle mejor**. Por último, los resultados del estudio serán analizados para poder hallar formas de **mantener el costo del servicio a un mínimo**.

Como muestra de agradecimiento por su tiempo y participación en este estudio, usted tendrá la opción de recibir UNO de los siguiente:

- **Treinta dólares**
- **100 estampillas de correo de Primera Clase**

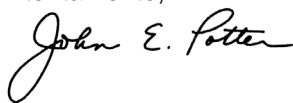
Un especialista en encuestas de NuStats, una compañía independiente que está conduciendo esta investigación en representación nuestra, lo contactará próximamente para comenzar la encuesta. Si usted prefiere, puede completar la encuesta inicial en Internet. Por favor visite <http://surveys.nustats.com/uspwebsp.htm> e inscriba el **número de PIN «SAMPN»**.

Toda la información recopilada es estrictamente confidencial para proteger su privacidad.

Para poder darnos un número de teléfono válido y/o decirnos cual 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 viernes) y de 12pm - 5pm CST (sábados y domingos). También puede visitar la página en Internet del proyecto: www.nustats.com/uspstudy.htm para obtener más información.

¡Agradecemos su participación en el **Estudio Domiciliario en Diarios**!

Atentamente,



John E. Potter
Director General de Correos, CEO



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 corner)

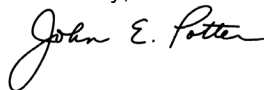
- | | | | |
|------------------------|---------|----------------------------------|------------------------------|
| 1. Instruction Booklet | 4a.-4g. | Answer Booklets – 1 for each day | 7. "I'm done . . ." postcard |
| 2. Photo Quick Start | 5a.-5g. | Daily Envelopes – 1 for each day | 8. Priority Mail 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 (Mon-Fri) or 12pm-5pm (Sat & Sun), CST.

If you would like more information about the Household Diary Study, call John Mazzone at the U.S. Postal service at 202-268-4169.

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 E. Potter
Postmaster General, CEO





Appendix C2: Diary Package

Instruction Booklet

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 Markings** are markings that are printed on a mail piece either by the post office 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 or below the address or
 - c) inside the window of an envelope.
- **Mail Type** is the category of mail that we ask you to sort your mail into. *(See the list of 7 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.)*

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:

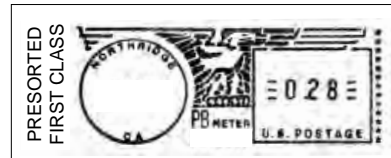
- **First-Class Mail** from businesses are often marked “First-Class” or “Presorted First-Class” especially when they don’t have stamps. If the mail piece just has a stamp or metered strip without any of these markings, it is likely First-Class Mail.

Hint: Most letter-size envelopes will have postage of 42¢ or more (44¢ after May 11, 2009), 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

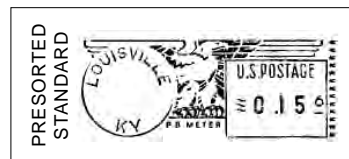


- **Presorted Standard** Mail pieces are always marked “Presorted Standard” or “PRSRT STD,” usually in the upper-right corner of the mail pieces close to the stamp or meter strip.

(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 do I fill out the Answer Booklets?

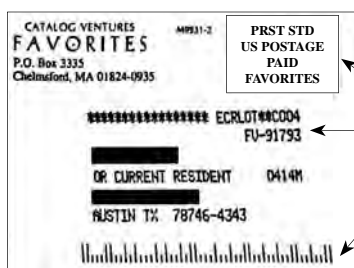
1

Sort your daily mail into groups by the type of mail.

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 under one of the following 7 types*:

1. **First-Class or Presorted First-Class Mail** (Purple pages)
2. **Presorted Standard Mail (PRSRT STD)** (Blue pages)
3. **Nonprofit Organization Mail** (Gray pages)
4. **Packages or Product Samples, Not Expedited** (Green pages)
5. **Expedited Letters & Packages** (Gold pages)
6. **Magazines, Newspapers, or Other Periodicals** (Yellow pages)
7. **Unaddressed Mail** – Delivered by US Postal Service only (Pink pages)

To Sort: Look at the Postage & Mail Markings



Postage & Mail Markings can be:

- in the top, right-hand corner,
- above or 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 P.O. Box.

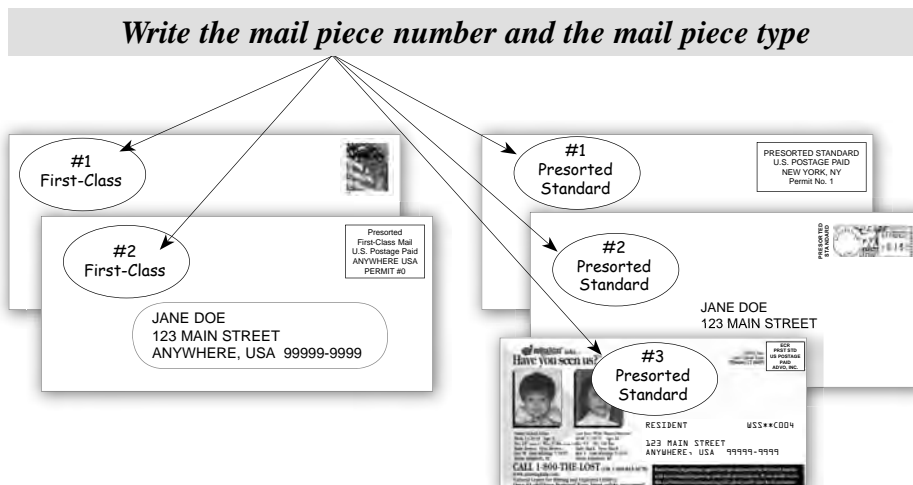
Special Circumstances

- 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 you return.
- If you forget to pick up your mail for a day, record all mail received under 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 the mail pieces within each type of mail.

Once your mail is grouped for that day, write the mail type on each piece of mail and then number the mail pieces within each 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: Use a pen in black or blue ink
DO NOT USE PENCIL

1 or 20

Did not Receive or Send any Mail/Packages Today: ☐
(If no mail received or sent, mark the box above with an X and 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 } DO NOT ANSWER
0 # Wrong address, wrong person } 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/Product Samples (Not Expedited):** 1 **Total # Received** → GO TO PAGE 11 (GREEN)

5. **Expedited Letters/Pkgs:** 0 **Total # Received** → GO TO PAGE 13 (GOLD)

6. **Magazines, Newspapers, or Other Periodicals:** 0 **Total # Received** → GO TO PAGE 17 (YELLOW)

7. **Unaddressed Material:** 0 **Total # Received** → GO TO PAGE 19 (PINK)

Mail Sent Monday: 3 **Total # Sent**

Envelopes (First-Class): 3 **Total # Sent** } GO TO PAGE 5 (PURPLE)
Postcards (First-Class): 0 **Total # Sent** }
Packages (Not Expedited): 0 **Total # Sent** → GO TO PAGE 11 (GREEN)
Expedited Letters/Pkgs: 0 **Total # Sent** → GO TO PAGE 15 (GOLD)

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 (bound by staples) and the Answer Booklet for that day to the colored pages for the type of mail piece you have.

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 type of mail: First-Class Mail is purple, Presorted Standard Mail is blue, etc. **Note: You use a different Answer Booklet for each day of the week but you use the same Question Booklet each day.** 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.

- For each question (identified by A, B, etc.), write in the answer using the correct number code on the Answer sheet in the Answer booklet for that day.
- Starting with mail piece #1, Question A, write the answers under column #1. Using the Question Booklet, continue with Question B, going vertically down the page.
- After you are finished answering questions for mail piece #1, continue to answer questions for mail piece #2 in column #2. Continue in this way for each mail piece within each type.

Question Sheet (in Question Booklet)

Purple ³

Question Sheet

First-Class Mail Received

If Package: Record on Green or Gold pages in Answer Booklet

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. ENVELOPE/POSTCARD/CATALOG/FLYER: Was the mail piece...

1. In a letter-size envelope 2. Postcard 3. Catalog/Flyer 4. In an envelope larger than letter size (not catalog)

B. ADDRESSEE: Mail piece was addressed to . . .

1. Male head of household 5. Child (under 18)
2. Female head of household 6. Whole family
3. Male & Female head of household (Mr. & Mrs.) 7. Other addressee: (Specify on Answer Booklet page 4)
4. Other adult (18 and over)

C. MAIL TYPE: Type of Mail (Write in only one number for each mail piece)

Friend or Relative:

- Holiday/Seasons greeting card
- Other greeting cards (birthday, sympathy, thank you)
- Invitation
- Letter from friend or relative
- Announcement (birth, marriage, etc)
- Other personal: (Specify on Answer Booklet page 4)

Business or Government:

- Advertising/Promotional/Sales materials only (No bills)
- Notice or confirmation of order
- Credit card statement/bill
- Bill/Invoice/Premium notice
- Financial statement
- Payment or other check/Money order/Credit (No rebate)
- Rebate received in response to coupon submitted
- Holiday/Greeting/Thank you card (from a business)
- Business invitation/Announcement (Not advertising or sales)
- CD/DVD/Blu-ray/Video game
- Other business/government: (Specify on Answer Booklet pg. 4)

IF YOU ANSWERED 1 - 6: → SKIP TO L

Social/Charitable/Political/Nonprofit:

- Announcement/Meeting Notice/Invitation
- Request for donation
- Confirmation or thank you for donation
- Bill (For bills from a business/government record code 15)
- Other social, etc.: (Specify on Answer Booklet page 4)

D. SENDER TYPE: What type of industry did the mail piece come from? (If not from friend/relative)

Financial (Including all types of credit cards):

- Credit Card (from any bank, store, or company)
- Bank, Savings & Loan, Credit Union, Loan company, etc.
- Securities broker/Company (stockbroker)
- Money market (not with broker or bank)
- Insurance company
- Real estate/Mortgage
- Other financial: (Specify on Answer Booklet page 4)

Merchants:

- Supermarket/Grocery store
- Department/Discount store
- Mail order company
- Other store (jewelry, shoes, clothes, hardware, etc.)
- Publisher (newspapers, books, magazines)
- Land promotion company
- Individual seller (on eBay, craig's list, or other online sales site)
- Other merchants: (Specify on Answer Booklet page 4)

Services:

- Telephone/Long distance company
- Electric/Gas/Water/Utility company
- Medical (doctor, dentist, hospital, not insurance company)
- Other professional (lawyer, accountant, engineer, etc.)
- Leisure/entertainment service (travel agent, hotel, etc.)
- Cable TV/Satellite related
- Computer related
- Other services, including CD/DVD/Blu-ray/Video game rental company: (Specify on Answer Booklet page 4)

Manufacturers:

- All manufacturers

Government:

- Federal (social security, veterans administration, IRS)
- State and Local (not a utility company)

Social/Charitable/Political/Nonprofit:

- All Social/Charitable/Political/Nonprofit organizations

E. RETURN ENVELOPE: Was a return envelope or card included?

1. Yes - pre-stamped or postage paid 3. No return envelope or card included
2. Yes - needs a stamp

F. ADVERTISING: Was any advertising or promotional material enclosed?

1. Yes
2. No → **SKIP TO K**

More questions on back of page →

Answer Sheet (in Answer Booklet)

Mail Piece #1

Mail Piece #2

Purple

Answer Sheet

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. ENV./POSTCARD/CATALOG/FLYER | 2 | 1 | 2 | 1 | 1 | | | | | | | |
| B. ADDRESSEE | 1 | 2 | 1 | 3 | 3 | | | | | | | |
| C. MAIL TYPE | 12 | 4 | 12 | 14 | 16 | | | | | | | |
| D. SENDER TYPE | 10 | | 21 | 1 | 25 | | | | | | | |
| E. RETURN ENV. | 3 | | 3 | 2 | 3 | | | | | | | |
| F. ADVERTISING | 1 | | 1 | 1 | 2 | | | | | | | |
| G. READING | 2 | | 1 | 3 | | | | | | | | |
| H. REACTION | 3 | | 1 | 1 | | | | | | | | |
| I. RESPONSE | 2 | | 1 | 3 | | | | | | | | |
| J. HOW RESPOND | | | 5 | 5 | | | | | | | | |
| K. CLASS-NOT PERSONAL Record all that apply up to 4 codes (See example on pg. 2) | 1 | | 1 | 1 | 5 | 1 | 15 | | | | | |
| L. CLASS-PERSONAL Record all that apply up to 4 codes (See example on pg. 2) | 4 | | | 4 | 4 | | | | | | | |
| Monday | 877714 | | | | | | | | | | | |
| | Page 3 | | | | | | | | | | | |

For questions that ask you to
"Record all that apply,"
the column allows up to four codes.

Mail Markings are important.

Tell us which mail markings are on the mail piece by answering the “Mail Classification” question at the end of each Question sheet (e.g. Question K or L 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 US Postal Service or by a mailing house.

Question K and L - Class (First-Class Question sheet)

| | |
|--|--|
| K. CLASS-NOT PERSONAL: If this mail piece IS NOT from a friend or relative, tell us what markings are on the mail piece. (Record all) <i>To classify mail: (see pages 5 - 9 of the Instruction Booklet for examples of First-Class Mail) Look at markings in top right-hand corner, above or below address & inside window</i> | |
| 1. Presorted First-Class, or PRSRT, or FP | 10. Certificate of Mailing |
| 2. First-Class Postage | 11. Restricted Delivery |
| 3. Forever Stamp | 12. Insured |
| 4. AUTO | 13. Mail from outside the US |
| 5. AB, or AF, or AT, or AV | 14. Federal Government Mail with Official Signature (FRANKED) |
| 6. Single Piece, or SINGLP, or SP | 15. Other Federal Government Mail |
| 7. Certified | 16. COD |
| 8. Registered | 17. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day) |
| 9. Return Receipt Requested | |
| IF YOU ANSWERED QUESTION K: → GO TO YOUR NEXT MAILPIECE | |
| ANSWER QUESTION L ONLY IF YOU SKIPPED FROM QUESTION K | |
| L. CLASS-PERSONAL: If this mail piece IS from a friend or relative, tell us what markings are on the mail piece. (Record all) <i>To classify mail: (see pages 5 - 9 of the Instruction Booklet for examples of First-Class Mail) Look at markings in top right-hand corner, above or below address & inside window</i> | |
| 1. First-Class Postage | 6. Certificate of Mailing |
| 2. Forever Stamp | 7. Restricted Delivery |
| 3. Certified | 8. Insured |
| 4. Registered | 9. Mail from outside the US |
| 5. Return Receipt Requested | 10. 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 (e.g., 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 completed Answer Booklets and mail pieces in the envelopes marked Monday through Sunday.

Your completed answer booklets and mail pieces should be placed in the corresponding daily envelope. Please include the mail pieces with the mail type and mail piece number you have assigned.

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 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, 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 42¢ or more (*44¢ after May 11, 2009*) 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 27¢ postage for First-Class (*28¢ after May 11, 2009*). Some postcards are larger in size than a typical picture postcard. However, if it is larger than the postcard dimensions on 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, etc.
- 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

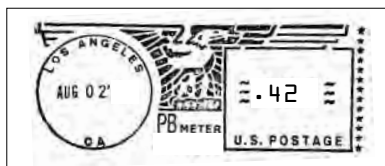
First-Class Postage



Regular First-Class Stamp
(44¢ after May 11, 2009)



Forever Stamp



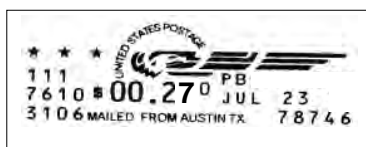
Metered Strip

FIRST CLASS MAIL
U.S. POSTAGE PAID
COMPANY NAME
PERMIT #000

Permit



First-Class Postcard Stamp
(28¢ after May 11, 2009)

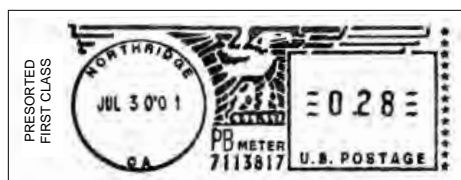


Metered Postcard



Metered Postcard

Presorted First-Class, PRSRT, or FP



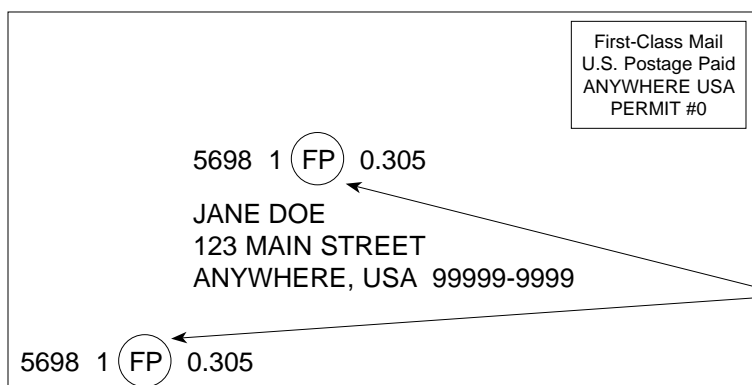
“Presorted First Class”
on Metered Strip

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



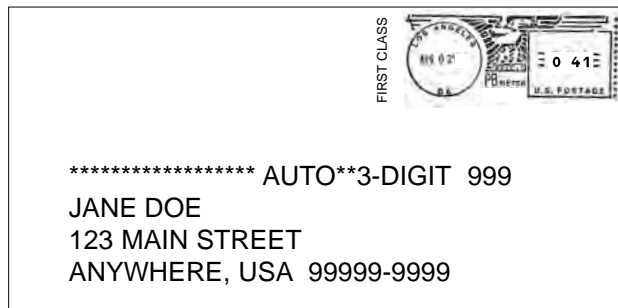
Look for "FP" above
the address or in
lower left corner

“First Class” on Permit
“FP” above address or lower left

Hint: Find closest match

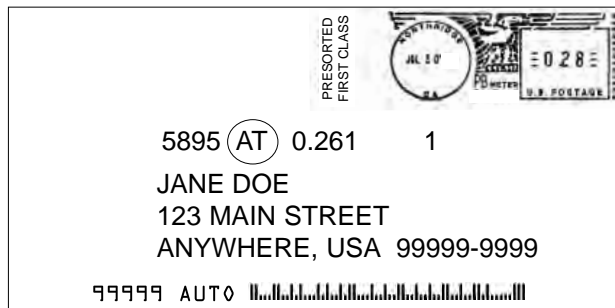
First-Class Mail Examples

AUTO



“AUTO” above or below the address

AB, or AF, or AT, or AV

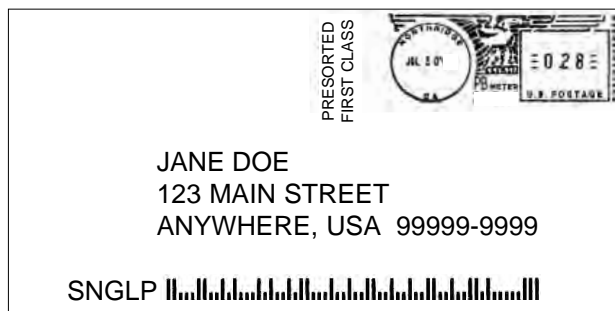


“AB, or AF, or AT, or AV”
 above address

Single Piece, or SNGLP, or SP



“Presorted First-Class” left of Metered Strip
 “Single piece” in lower left



“Presorted First-Class” left of Metered Strip
 “SNGLP” left of Barcode

Certified



Registered



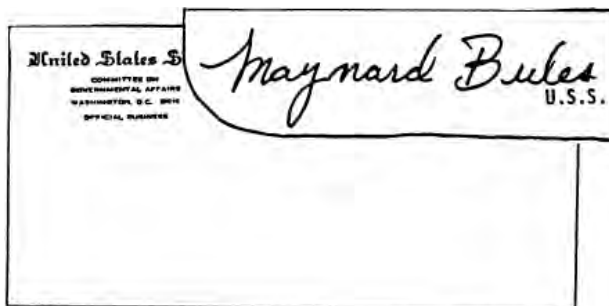
Hint: Find closest match

First-Class Mail Examples

Mail from outside the US

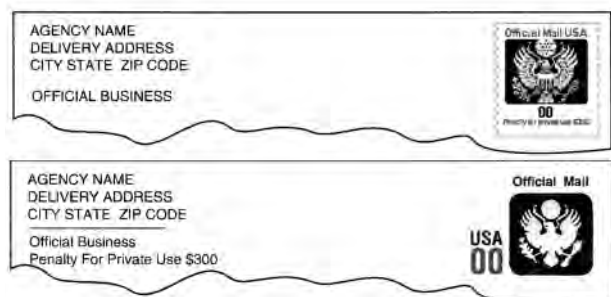


Federal Government Mail (Franked)



“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)

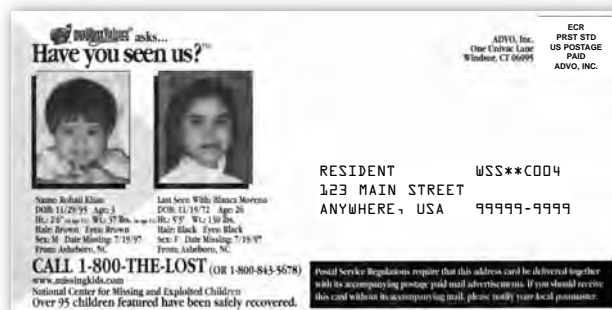
Use the following to help you determine if your mail piece should be recorded under this type:

- Include mail (*that is not a package*) that is marked "**Presorted Standard**" or "**PRST STD**" whether it is a letter, postcard, magazine, catalog, circular, or flyer, etc.
- Most **Catalogs** are sent Presorted Standard. However, check to make sure it is marked "Presorted Standard" or "PRST STD."
Catalogs that are in envelopes marked "Bound Printed Matter" or items marked "Media Mail," or "Library Mail" should be recorded under "Packages or Product Samples Received (Not Expedited)" (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.

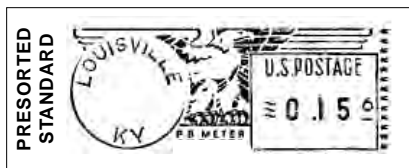
**Usually from more than one company or advertiser.*



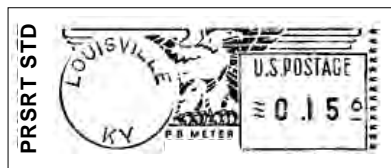
Examples of Presorted Standard postage & mail markings begin on the next page.

Presorted Standard Mail Examples

Presorted Standard, or PRST STD



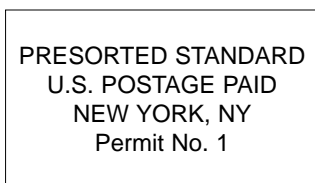
“Presorted Standard”
on Metered Strip



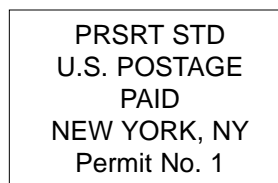
“PRST STD”
on Metered Strip



“Presorted Std”
on Stamp



“Presorted Standard”
on Permit



“PRST 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 permit or meter strip).

Also, AUTO, CAR-RT SORT, or Carrier Route Presort may appear in the permit area in the top, right-hand corner of the mail piece.

AUTO

| |
|---|
| <div>PRSRT STD U.S. Postage Paid ANYWHERE USA PERMIT #0</div> <div>*****AUTO**C-013 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</div> |
|---|

“AUTO” above address

Carrier Route Presort, or CAR-RT SORT

| |
|---|
| <div>Presorted Standard U.S. Postage Paid ANYWHERE USA PERMIT #0</div> <div>*****Carrier Route Presort ** C-004 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</div> |
|---|

“Carrier Route Presort”

| |
|---|
| <div>PRSRT STD U.S. Postage Paid ANYWHERE USA PERMIT #0</div> <div>*****CAR-RT SORT** C-004 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</div> |
|---|

“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 permit or meter strip).

ECR with LOT, WSS, or WSH

| | |
|--|--|
| <p>Presorted Standard U.S. Postage Paid ANYWHERE USA PERMIT #0</p> | <p>*****ECRLOT**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p> |
|--|--|

“ECRLOT” above address

| | |
|---|--|
| <p>PRSRT STD U.S. Postage Paid ANYWHERE USA PERMIT #0</p> | <p>*****ECRWSS**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p> |
|---|--|

“ECRWSS” above address

| | |
|---|--|
| <p>PRSRT STD U.S. Postage Paid ANYWHERE USA PERMIT #0</p> | <p>*****ECRWSH**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p> |
|---|--|

“ECRWSH” above address

| | |
|--|---|
| <p>ECR Presorted Standard U.S. Postage Paid ANYWHERE USA PERMIT #0</p> | <p>*****LOT**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p> |
|--|---|

“ECR” on Permit *and* “LOT” above address

| | |
|---|---|
| <p>ECR PRSRT STD U.S. Postage Paid ANYWHERE USA PERMIT #0</p> | <p>*****WSS**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p> |
|---|---|

“ECR” on Permit *and* “WSS” above address

| | |
|---|---|
| <p>ECR PRSRT STD U.S. Postage Paid ANYWHERE USA PERMIT #0</p> | <p>*****WSH**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p> |
|---|---|

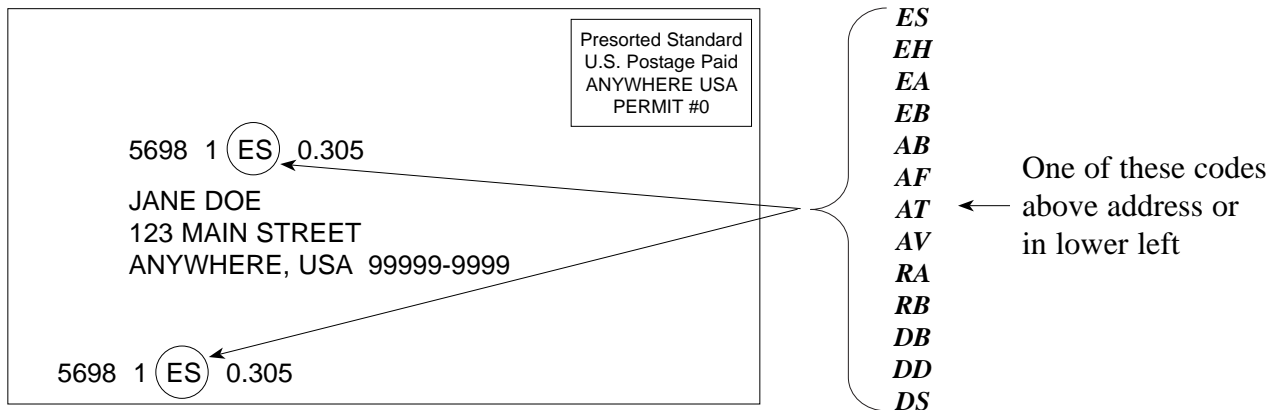
“ECR” on Permit *and* “WSH” above address

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 permit or meter strip).

ES, EH, EA, EB, AB, AF, AT, AV, RA, RB, DB, DD, DS



Hint: Find closest match

Nonprofit Organization Mail (Gray)

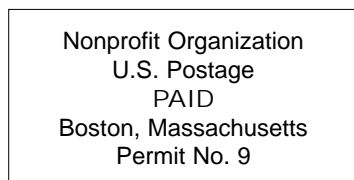
Use the following to help you determine if your mail piece should be recorded under this type:

- 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.
- 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 or Product Samples (Not Expedited),**” or “**Expedited Letters & Packages.**”

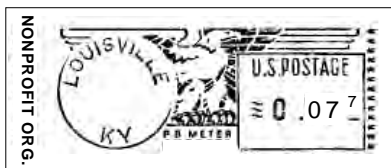
Examples of Nonprofit postage & mail markings begin on the next page.

Nonprofit Organization Mail Examples

Nonprofit Organization, Nonprofit Org., or Nonprofit



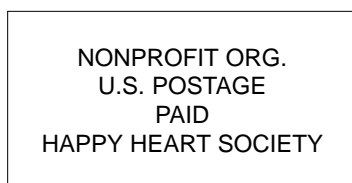
"Nonprofit Organization"
on Permit



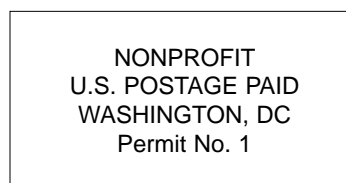
"Nonprofit Org."
on Metered Strip



"Nonprofit Org."
on Stamp



"Nonprofit Org."
on Permit

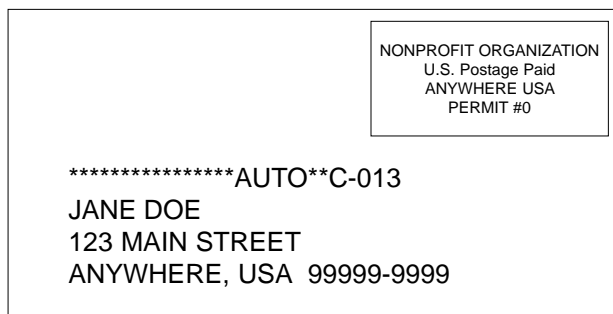


"Nonprofit"
on Permit

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



"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, CAR-RT SORT or Carrier Route Presort may appear in the permit area in the top, right-hand corner of the mail piece.

Carrier Route Presort, or CAR-RT SORT

NONPROFIT ORG.
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

*****Carrier Route Presort**C-013
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

“Carrier Route Presort” above address

NONPROFIT ORGANIZATION
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

*****CAR-RT SORT**C-0004
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

“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, EA, EB, AB, AF, AT, AV, RA, RB, DB, DD, DS

NONPROFIT ORG.
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

5698 1 (ES) 0.305
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

5698 1 (ES) 0.305

ES
EH
EA
EB
AB
AF
AT
AV
RA
RB
DB
DD
DS

One of these codes
above address or
in lower left

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

| | |
|--|--|
| <p>*****ECRLOT**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p> | <p>NONPROFIT ORG. U.S. Postage Paid ANYWHERE USA PERMIT #0</p> |
|--|--|

“ECRLOT” above address

| | |
|--|---|
| <p>*****ECRWSS**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p> | <p>NONPROFIT U.S. Postage Paid ANYWHERE USA PERMIT #0</p> |
|--|---|

“ECRWSS” above address

| | |
|--|--|
| <p>*****ECRWSH**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p> | <p>NONPROFIT ORGANIZATION U.S. Postage Paid ANYWHERE USA PERMIT #0</p> |
|--|--|

“ECRWSH” above address

| | |
|---|---|
| <p>*****LOT**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p> | <p>ECR NONPROFIT U.S. Postage Paid ANYWHERE USA PERMIT #0</p> |
|---|---|

“ECR” on Permit *and* “LOT” above address

| | |
|---|--|
| <p>*****WSS**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p> | <p>ECR NONPROFIT ORG. U.S. Postage Paid ANYWHERE USA PERMIT #0</p> |
|---|--|

“ECR” on Permit *and* “WSS” above address

| | |
|---|--|
| <p>*****WSH**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p> | <p>ECR NONPROFIT ORGANIZATION U.S. Postage Paid ANYWHERE USA PERMIT #0</p> |
|---|--|

“ECR” on Permit *and* “WSH” above address

Hint: Find closest match

Packages or Product Samples (Not Expedited) Received & Sent (Green)

Use the following to help you determine if your mail piece should be recorded under this type:

- Include all packages or boxes - large or small that were **not** sent Expedited (1 or 2 day service). Packages that were sent Expedited should be recorded under “**Expedited Letters & Packages**” (Gold pages).
- Include all packages received or sent via the United States Postal Service (USPS) as well as packages delivered by any other organization, such as the United Parcel Service (UPS), Federal Express, DHL, etc. that were **not** sent Expedited (1 or 2 day service).
- Be careful to distinguish between packages delivered by the United States Postal Service (USPS) and those delivered by the United Parcel Service (UPS). The United States Postal Service (USPS) markings include an Eagle while the United Parcel Service (UPS) markings have a shield.
- **Do not include Priority Mail** packages. These should be recorded under “**Expedited Letters & Packages**” (Gold pages).
- Include product samples that were delivered by any organization except those included in the newspaper.

Expedited Letters & Packages Received & Sent (Gold)

Use the following to help you determine if your mail piece should be recorded under this type:

- Include letters, packages and boxes that you sent USPS Express Mail or USPS Priority Mail. If sent by another Expedited Mail Carrier (see examples on the next page), you may see terms such as Overnight, 2-day, 3-day, Next Day Air, 2nd Day Air, etc.
- Include letters, packages and boxes that were delivered via the United States Postal Service (USPS), United Parcel Service (UPS), Federal Express, DHL or any other Expedited mail carrier.

Examples of Expedited Mail carriers are included on the next page.

Expedited Mail Examples

Express Mail



Priority Mail



UPS



FedEx



DHL



Hint: Find closest match

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:

- **Only** include magazines, newspapers, or other periodicals that are delivered by the United States 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 type of postage.
- Examples include daily, weekly and monthly magazines, alumni or fraternal magazines and newspapers.

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 materials delivered by the United States Postal Service (USPS).
Do not include advertising material that has been left at your door, material hung on your doorknob, or left on your car.
- Include mail that doesn't have an address label (not even "Occupant" or "Resident"). 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.)

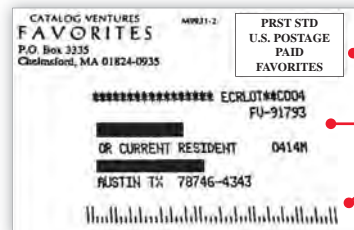


Appendix C2: Diary Package

Photo Quick Start

PHOTO QUICK START

2



Postage & Mail Markings can be:

- in the top, right-hand corner,
- above or below the address, or
- inside the window of an envelope.



- 1 Sort your mail each day into the 7 types of mail listed on page 1 of the **Instruction Booklet**.

Use the Postage & Mail Markings on your mail to help you sort!

- 2 Label and number each mail piece within the 7 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/uspstudy.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

Question Booklet

Use with Answer Booklets (Monday - Sunday)

Questions? Call our toll-free help line at:

1-888-441-USPS (8777)

Available 11am - 9pm Central Standard Time (Mon - 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

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 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

First-Class Mail Received

If Package: Record on Green or Gold pages in Answer Booklet

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. ENVELOPE/POSTCARD/CATALOG/FLYER: Was the mail piece...

1. In a letter size envelope 2. Postcard 3. Catalog/Flyer 4. In an envelope larger than letter size (not catalog)

B. ADDRESSEE: Mail piece was addressed to . . .

1. Male head of household 5. Child (under 18)
2. Female head of household 6. Whole family
3. Male & Female head of household (Mr. & Mrs.) 7. Other addressee: (Specify on Answer Booklet page 4)
4. Other adult (18 and over)

C. MAIL TYPE: Type of Mail (Write in only one number for each mail piece)

Friend or Relative:

1. Holiday/Seasons greeting card
2. Other greeting cards (birthday, sympathy, thank you)
3. Invitation
4. Letter from friend or relative
5. Announcement (birth, marriage, etc.)
6. Other personal: (Specify on Answer Booklet page 4)

Business or Government:

12. Advertising/Promotional/Sales materials only (No bills)
13. Notice or confirmation of order
14. Credit card statement/bill
15. Bill/Invoice/Premium notice
16. Financial statement
17. Payment or other check/Money order/Credit (No rebate)
18. Rebate received in response to coupon submitted
19. Holiday/Greeting/Thank you card (from a business)
20. Business invitation/Announcement (Not advertising or sales)
21. CD/DVD/Blu-ray/Video game
22. Other business/government: (Specify on Answer Booklet pg. 4)

IF YOU ANSWERED 1 - 6: → SKIP TO L

Social/Charitable/Political/Nonprofit:

7. Announcement/Meeting Notice/Invitation
8. Request for donation
9. Confirmation or thank you for donation
10. Bill (For bills from a business/government record code 19)
11. Other social, etc.: (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

Answer Sheet (in Answer Booklet)

Question

Code

Mail Piece #1

Mail Piece #2

Answer Sheet Purple

First-Class Mail Received

Answer questions about each mail piece down the columns. There are columns for up to 12 pieces of mail.

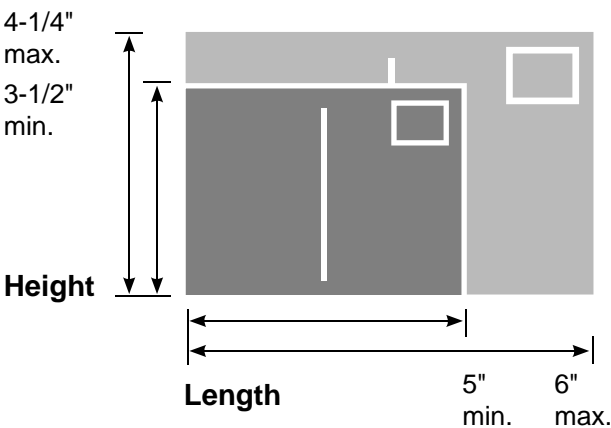
Questions are in the Question Booklet.

| | 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. ENV./POSTCARD/CATALOG/FLYER | 2 | 1 | 2 | 1 | 1 | | | | | | | |
| B. ADDRESSEE | 1 | 2 | 1 | 3 | 3 | | | | | | | |
| C. MAIL TYPE | 12 | 4 | 12 | 14 | 16 | | | | | | | |

Mail Piece Sizes

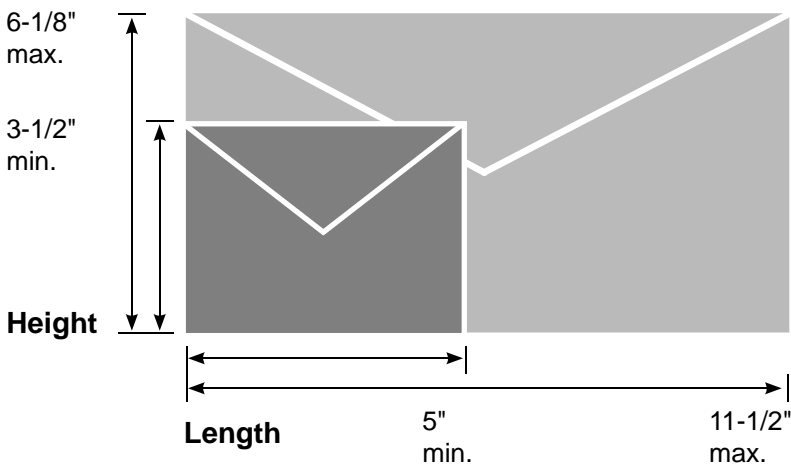
Use the dimensions below to help you determine the size of your mail piece.
This will help answer some of the questions in the Question Booklet.

Postcard Dimensions:



| | Minimum | Maximum |
|-----------|--------------|--------------|
| Length | 5 inches | 6 inches |
| Height | 3-1/2 inches | 4-1/4 inches |
| Thickness | 0.007 inch | 0.016 inch |

Letter Size Dimensions:



| | Minimum | Maximum |
|-----------|--------------|---------------|
| Length | 5 inches | 11-1/2 inches |
| Height | 3-1/2 inches | 6-1/8 inches |
| Thickness | 0.007 inch | 1/4 inch |

Question Sheet

First-Class Mail Received

Purple³

If Package: Record on Green or Gold pages in Answer Booklet

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. ENVELOPE/POSTCARD/CATALOG/FLYER: Was the mail piece...

1. In a letter size envelope 2. Postcard 3. Catalog/Flyer 4. In an envelope larger than letter size (not catalog)

B. ADDRESSEE: Mail piece was addressed to . . .

1. Male head of household 5. Child (under 18)
2. Female head of household 6. Whole family
3. Male & Female head of household (Mr. & Mrs.) 7. Other addressee: (Specify on Answer Booklet page 4)
4. Other adult (18 and over)

C. MAIL TYPE: Type of Mail (Write in only one number for each mail piece)

Friend or Relative:

1. Holiday/Seasons greeting card
2. Other greeting cards (birthday, sympathy, thank you)
3. Invitation
4. Letter from friend or relative
5. Announcement (birth, marriage, etc)
6. Other personal: (Specify on Answer Booklet page 4)

Business or Government:

12. Advertising/Promotional/Sales materials only (No bills)
13. Notice or confirmation of order
14. Credit card statement/bill
15. Bill/Invoice/Premium notice
16. Financial statement
17. Payment or other check/Money order/Credit (No rebate)
18. Rebate received in response to coupon submitted
19. Holiday/Greeting/Thank you card (from a business)
20. Business invitation/Announcement (Not advertising or sales)
21. CD/DVD/Blu-ray/Video game
22. Other business/government: (Specify on Answer Booklet pg. 4)

IF YOU ANSWERED 1 - 6: → SKIP TO L

Social/Charitable/Political/Nonprofit:

7. Announcement/Meeting Notice/Invitation
8. Request for donation
9. Confirmation or thank you for donation
10. Bill (For bills from a business/government record code 15)
11. Other social, etc.: (Specify on Answer Booklet page 4)

D. SENDER TYPE: What type of industry did the mail piece come from? (If not from friend/relative)

Financial (including all types of credit cards):

1. Credit Card (from any bank, store, or company)
2. Bank, Savings & Loan, Credit Union, Loan company, etc.
3. Securities broker/Company (stockbroker)
4. Money market (not with broker or bank)
5. Insurance company
6. Real estate/Mortgage
7. Other financial: (Specify on Answer Booklet page 4)

Services:

16. Telephone/Long distance company
17. Electric/Gas/Water/Utility company
18. Medical (doctor, dentist, hospital, not insurance company)
19. Other professional (lawyer, accountant, engineer, etc.)
20. Leisure/entertainment service (travel agent, hotel, etc.)
21. Cable TV/Satellite related
22. Computer related
23. Other services, including CD/DVD/Blu-ray/Video game rental company: (Specify on Answer Booklet page 4)

Merchants:

8. Supermarket/Grocery store
9. Department/Discount store
10. Mail order company
11. Other store (jewelry, shoes, clothes, hardware, etc.)
12. Publisher (newspapers, books, magazines)
13. Land promotion company
14. Individual seller (on eBay, craig's list, or other online sales site)
15. Other merchants: (Specify on Answer Booklet page 4)

Manufacturers:

24. All manufacturers

Government:

25. Federal (social security, veterans administration, IRS)
26. State and Local (not a utility company)

Social/Charitable/Political/Nonprofit:

27. All Social/Charitable/Political/Nonprofit organizations

E. RETURN ENVELOPE: Was a return envelope or card included?

1. Yes – pre-stamped or postage paid 3. No return envelope or card included
2. Yes – needs a stamp

F. ADVERTISING: Was any advertising or promotional material enclosed?

1. Yes
2. No → **SKIP TO K**

More questions on back of page →

G. READING: Was the advertising . . . (Write in one number only)

- | | |
|--|---------------------------------|
| 1. Read by a member of the household | 4. Discarded without being read |
| 2. Read by more than one member of the household | 5. Set aside for reading later |
| 3. Looked at but not read by any member of household | |

H. REACTION: Would this advertising be described as . . .

- | | |
|---|---|
| 1. Useful information we like to receive | 3. Neither interesting, enjoyable, nor useful |
| 2. Interesting or enjoyable, but not useful | 4. Objectionable or offensive |

I. RESPONSE: Is anyone in your household considering responding to the advertisement?

- | | |
|--------------------------|----------|
| 1. Yes | 3. Maybe |
| 2. No → SKIP TO K | |

J. HOW RESPOND: How would the response most likely be made? (Write in one number only)

- | | |
|--------------|--|
| 1. Mail | 4. Fax |
| 2. Phone | 5. Internet |
| 3. In-person | 6. Other: (Specify on Answer Booklet page 4) |

K. CLASS-NOT PERSONAL: If this mail piece IS NOT from a friend or relative, tell us what markings are on the mail piece. (Record all)

To classify mail: (see pages 5 - 9 of the Instruction Booklet for examples of First-Class Mail)
Look at markings in top right-hand corner, above or below address & inside window

- | | |
|---|--|
| 1. Presorted First-Class, or PRSRT, or FP | 10. Certificate of Mailing |
| 2. First-Class Postage | 11. Restricted Delivery |
| 3. Forever Stamp | 12. Insured |
| 4. AUTO | 13. Mail from outside the US |
| 5. AB, or AF, or AT, or AV | 14. Federal Government Mail with Official Signature (FRANKED) |
| 6. Single Piece, or SNGLP, or SP | 15. Other Federal Government Mail |
| 7. Certified | 16. COD |
| 8. Registered | 17. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day) |
| 9. Return Receipt Requested | |

IF YOU ANSWERED QUESTION K: → GO TO YOUR NEXT MAILPIECE

ANSWER QUESTION L ONLY IF YOU SKIPPED FROM QUESTION C**L. CLASS-PERSONAL: If this mail piece IS from a friend or relative, tell us what markings are on the mail piece. (Record all)**

To classify mail: (see pages 5 - 9 of the Instruction Booklet for examples of First-Class Mail)
Look at markings in top right-hand corner, above or below address & inside window

- | | |
|-----------------------------|--|
| 1. First-Class Postage | 6. Certificate of Mailing |
| 2. Forever Stamp | 7. Restricted Delivery |
| 3. Certified | 8. Insured |
| 4. Registered | 9. Mail from outside the US |
| 5. Return Receipt Requested | 10. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day) |

Note: Please record packages under Expedited (Gold Pages) or Packages Not Expedited (Green Pages).

Question Sheet

First-Class Mail Sent

Purple⁵

If Package: Record on Green or Gold pages in Answer Booklet

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. ENVELOPE OR POSTCARD: Was the mail piece...

1. In a letter size envelope
2. Postcard
3. In an envelope larger than letter size

B. MAIL TYPE: Type of Mail (Write in only one number for each mail piece)

Friend or Relative:

1. Holiday/Seasons greeting card
2. Other greeting cards (birthday, sympathy, thank you)
3. Invitation
4. Letter to friend or relative
5. Announcement (birth, marriage, etc.)
6. Other personal: (Specify on Answer Booklet page 6)

Business or Government:

7. Order
8. Inquiry
9. Payment
10. CD/DVD/Blu-ray/Video game return
11. Other business/government: (Specify on Answer Booklet pg. 6)

Social/Charitable/Political/Nonprofit:

12. Donation
13. Inquiry
14. Letter
15. Other social, etc.: (Specify on Answer Booklet page 6)

IF YOU ANSWERED 1 - 6: → SKIP TO H

C. ADDRESSEE TYPE: What type of industry did you send the mail piece to? (If not to friend/relative)

Financial (including all types of credit cards):

1. Credit Card (from any bank, store, or company)
2. Bank, Savings & Loan, Credit Union, Loan company, etc.
3. Securities broker/company (stockbroker)
4. Money market (not with broker or bank)
5. Insurance company
6. Real estate/Mortgage
7. Other financial: (Specify on Answer Booklet page 6)

Services:

16. Telephone/Long distance company
17. Electric/Gas/Water/Utility company
18. Medical (doctor, dentist, hospital, not insurance company)
19. Other professional (lawyer, accountant, engineer, etc.)
20. Leisure/Entertainment service (travel agent, hotel, etc.)
21. Cable TV/Satellite related
22. Computer related
23. Other services, including CD/DVD/Blu-ray/Video game rental company: (Specify on Answer Booklet page 6)

Merchants:

8. Supermarket/Grocery store
9. Department/Discount store
10. Mail order company
11. Other store (jewelry, shoes, clothes, hardware, etc.)
12. Publisher (newspapers, books, magazines)
13. Land promotion company
14. Individual seller (on eBay, craig's list, or other online sales site)
15. Other merchants: (Specify on Answer Booklet page 6)

Manufacturers:

24. All manufacturers

Government:

25. Federal (social security, veterans administration, IRS)
26. State and Local (not a utility company)

Social/Charitable/Political/Nonprofit:

27. All Social/Charitable/Political/Nonprofit organizations

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)

F. RETURN ENVELOPE: Did you use your own envelope or card?

1. Yes
2. No – a mailing envelope or card was provided

More questions on back of page →

G. POSTAGE TYPE: What type of postage was on the envelope or card?

- | | |
|---|---|
| 1. Business Reply Mail (no postage necessary) | 4. Forever Stamp |
| 2. Permit Reply Mail (no postage necessary) | 5. Meter stamp |
| 3. Regular postage stamp | 6. Other: <i>(Specify on Answer Booklet page 6)</i> |

H. PO BOX: Was the mail piece sent to a PO Box?

1. Yes
2. No

I. CLASS: Mail Classification *(record all that apply)*

- | | |
|---------------------------|---|
| 1. Regular First-Class | 6. Return Receipt Requested |
| 2. Mail to outside the US | 7. Certificate of Mailing |
| 3. Certified | 8. Restricted Delivery |
| 4. Registered | 9. COD |
| 5. Insured | 10. Other classification: <i>(Specify on Answer Booklet page 6)</i> |

Presorted Standard 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," with or without street address
3. Someone not living at this address

B. MAIL TYPE: Was mail piece . . . (Write in only one number for each mail piece)

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)

IF PACKAGE: RECORD ON ANSWER BOOKLET PG. 11

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? (If not personal)
Financial (including all types of credit cards):

1. Credit Card (from any bank, store, or company)
2. Bank, Savings & Loan, Credit Union, Loan company, etc.
3. Securities broker/Company (stockbroker)
4. Money market (not with broker or bank)
5. Insurance company
6. Real estate/Mortgage
7. Other financial: (Specify on Answer Booklet page 8)

Merchants:

8. Supermarket/Grocery store
9. Department/Discount store
10. Mail order company
11. Other store (jewelry, shoes, clothes, hardware, etc.)
12. Publisher (newspapers, books, magazines)
13. Land promotion company
14. Individual seller (on eBay, craig's list, or other online sales site)
15. Other merchants: (Specify on Answer Booklet page 8)

Services:

16. Telephone/Long distance company
17. Electric/Gas/Water/Utility company

Services cont.:

18. Medical (doctor, dentist, hospital, not insurance company)
19. Other professional (lawyer, accountant, engineer, etc.)
20. Leisure/entertainment service (travel agent, hotel, etc.)
21. Cable TV/Satellite related
22. Computer related
23. Other services: (Specify on Answer Booklet page 8)

Manufacturers:

24. All manufacturers

Government:

25. Federal (social security, veterans administration, IRS)
26. State and Local (not a utility company)

Social/Charitable/Political/Nonprofit:

27. Union or professional organization
28. Church/Religious Organization
29. Veterans (VFW)
30. Educational
31. Charities
32. Political campaign
33. Other social: (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

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 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

More questions on back of page →

I. COUPONS: Does this mail piece contain coupons?

1. Yes
2. No

J. CONTENTS: What was the MAIN purpose of this mail piece? (Write in one number only)

- | | |
|--|---|
| 1. Advertisement for item(s) or service(s) to be purchased | 3. Political materials |
| 2. Request for donation (money, goods, time, etc.) | 4. Other: (Specify on Answer Booklet page 8) → SKIP TO M |

K. RESPONSE: Is anyone in your household considering responding to the advertisement/solicitation?

- | | |
|--------------------------|----------|
| 1. Yes | 3. Maybe |
| 2. No → SKIP TO M | |

L. HOW RESPOND: How would the response most likely be made? (Write in one number only)

- | | |
|--------------|--|
| 1. Mail | 4. Fax |
| 2. Phone | 5. Internet |
| 3. In-person | 6. Other: (Specify on Answer Booklet page 8) |

M. CLASS: Mail Classification (your mail pieces may show one or more markings - record all)**To classify mail:****Look at markings in top right-hand corner, above or below address & inside window**

- | | |
|---|---|
| 1. Presorted Standard, or PRSRT STD | 6. CUSTOMIZED MARKETMAIL, or CUST MKTMAIL, or CMM |
| 2. AUTO | 7. Not Flat-Machinable, or NFM |
| 3. Carrier Route Presort, or CAR-RT SORT | 8. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day) |
| 4. ECR with LOT, or WSS, or WSH | |
| 5. ES, or EH, or EA, or EB, or AB, or AF, or AT, or AV, or RA, or RB, or DB, or DD, or DS | |

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," with or without street address
3. Someone not living at this address

B. MAIL TYPE: Was mail piece . . . (Write in only one number for each mail piece)

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 Bklt. pg. 10)

IF PACKAGE: RECORD ON ANSWER BOOKLET PG. 11

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? (If not personal)

Financial (including all types of credit cards):

1. Credit Card (from any bank, store, or company)
2. Bank, Savings & Loan, Credit Union, Loan company, etc.
3. Securities broker/Company (stockbroker)
4. Money market (not with broker or bank)
5. Insurance company
6. Real estate/Mortgage
7. Other financial: (Specify on Answer Booklet page 10)

Merchants:

8. Supermarket/Grocery store
9. Department/Discount store
10. Mail order company
11. Other store (jewelry, shoes, clothes, hardware, etc.)
12. Publisher (newspapers, books, magazines)
13. Land promotion company
14. Individual seller (on eBay, craig's list, or other online sales site)
15. Other merchants: (Specify on Answer Booklet page 10)

Services:

16. Telephone/Long distance company
17. Electric/Gas/Water/Utility company

Services cont.:

18. Medical (doctor, dentist, hospital, not insurance company)
19. Other professional (lawyer, accountant, engineer, etc.)
20. Leisure/entertainment service (travel agent, hotel, etc.)
21. Cable TV/Satellite related
22. Computer related
23. Other services: (Specify on Answer Booklet page 10)

Manufacturers:

24. All manufacturers

Government:

25. Federal (social security, veterans administration, IRS)
26. State and Local

Social/Charitable/Political/Nonprofit:

27. Union or professional organization
28. Church/Religious Organization
29. Veterans (VFW)
30. Educational
31. Charities
32. Political campaign
33. Other social: (Specify on Answer Booklet page 10)

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 household
4. Discarded without being read
5. Set aside for reading later

More questions on back of page →

H. REACTION: Would this mail piece be described as . . .

- | | |
|---|---|
| 1. Useful information we like to receive | 3. Neither interesting, enjoyable, nor useful |
| 2. Interesting or enjoyable, but not useful | 4. Objectionable or offensive |

I. COUPONS: Does this mail piece contain coupons?

1. Yes
2. No

J. CONTENTS: What was the MAIN purpose of this mail piece? (Write in one number only)

- | | |
|--|--|
| 1. Advertisement for item(s) or service(s) to be purchased | 3. Political materials |
| 2. Request for donation (money, goods, time, etc.) | 4. Other: (Specify on Answer Booklet page 10) → SKIP TO M |

K. RESPONSE: Is anyone in your household considering responding to the advertisement/solicitation?

- | | |
|--------------------------|----------|
| 1. Yes | 3. Maybe |
| 2. No → SKIP TO M | |

L. HOW RESPOND: How would the response most likely be made? (Write in one number only)

- | | |
|--------------|---|
| 1. Mail | 4. Fax |
| 2. Phone | 5. Internet |
| 3. In-person | 6. Other: (Specify on Answer Booklet page 10) |

M. CLASS: Mail Classification (your mail pieces may show one or more markings - record all)*To classify mail:**Look at markings in top right-hand corner, above or below address & inside window*

- | | |
|---|---|
| 1. Nonprofit Organization, or Nonprofit Org., or Nonprofit | 6. CUSTOMIZED MARKETMAIL, or CUST MKTMAIL, or CMM |
| 2. AUTO | 7. Not Flat-Machinable, or NFM |
| 3. Carrier Route Presort, or CAR-RT SORT | 8. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day) |
| 4. ECR with LOT, or WSS, or WSH | |
| 5. ES, or EH, or EA, or EB, or AB, or AF, or AT, or AV, or RA, or RB, or DB, or DD, or DS | |

Packages or Product Samples Received (Not Expedited)

Record Priority Mail packages on Gold pages in Answer Booklet

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. FROM: Was the package from . . .

- | | |
|--|---|
| 1. Friend or relative → SKIP TO C | 5. Unsolicited sample → SKIP TO C |
| 2. Business – ordered by household member | 6. Individual seller (on eBay, craig's list or other online sales site) |
| 3. Business – ordered by friend or relative → SKIP TO C | 7. Other: (Specify on Answer Booklet page 12) |
| 4. Business – for other reasons → SKIP TO C | |

B. ITEM ORDER: I ordered this item because . . . (Write in all that apply)

- | | |
|--|--|
| 1. I saw it in a print catalog | 5. I saw it on television |
| 2. I saw it online | 6. I heard about it on the radio |
| 3. I saw it in a local store | 7. Some other way: (Specify on Answer Booklet page 12) |
| 4. I saw it on a direct mail piece (not a catalog) | 8. Don't know |

C. ADDRESS: Was the address on the package . . .

1. Correct
2. Incorrect

D. DELIVERY: Package was delivered/handled by . . .

- | | |
|---|---|
| 1. United States Postal Service (USPS) | 4. DHL (Ground, @Home) |
| 2. UPS (Ground, 3 Day Select) | 5. Other delivery type: (Specify on Answer Booklet page 12) |
| 3. FedEx (Ground, Express Saver, Home Delivery) | |

IF YOU ANSWERED 2 - 5: → SKIP TO F

E. SPECIAL SVCS: If the package or product sample was delivered by USPS, did it have any of the following special services? (Write in all that apply)

- | | |
|--|---|
| 1. Return Receipt Requested | 6. Stamped "Special Handling" (First Class, Parcel Post) |
| 2. Delivery Confirmation | 7. Certificate of Mailing (Not available for Periodicals) |
| 3. Signature Confirmation (First Class, Parcel Post) | 8. Restricted Delivery (First-Class, Parcel Post) |
| 4. Insured (Not available for Periodicals) | 9. No special services |
| 5. COD (Not available for Standard) | 10. Other: (Specify on Answer Booklet page 12) |

**F. SENDER TYPE: What type of industry did the package come from?
(If not from friend/relative)**

Financial:

1. Bank, Savings & Loan, Credit Union, Loan company, etc.
2. Securities broker/Company
3. Other financial: (Specify on Answer Booklet page 12)

Merchants:

4. Supermarket/Grocery store
5. Department/Discount store
6. Publisher (newspapers, books, magazines)
7. Mail order company
8. Individual seller (on eBay, craig's list, or other online sales site)
9. Other merchants: (Specify on Answer Booklet page 12)

Services:

10. Telephone/Long distance company
11. Computer company/ISP
12. Medical (doctor, dentist, hospital, pharmacist)
13. Health insurance company
14. Other services: (Specify on Answer Booklet page 12)

Manufacturers:

15. All manufacturers

Government:

16. All government

Social/Charitable/Political/Nonprofit:

17. Educational
18. Other social: (Specify on Answer Booklet page 12)

More questions on back of page →

G. CONTENTS: Did this package contain . . . (Write in all that apply)

- | | |
|---|--|
| 1. Clothing/Footwear/Shoes | 8. Toys |
| 2. Travel products or information | 9. Food products |
| 3. Computer hardware/software and accessories | 10. Checkbooks |
| 4. Electronic equipment | 11. Health/Medical/Dental/Vision Products |
| 5. Household/Kitchen/Lawn & Garden Products | 12. Cosmetics/Beauty Products/Toiletries |
| 6. Book(s) (include telephone books) | 13. Photos/Film |
| 7. CD/DVD/Blu-ray/Video game | 14. Other contents: <i>(Specify on Answer Booklet page 12)</i> |

H. CLASS: Package Classification (If delivered by the United States Postal Service only)

- | | |
|---|--|
| 1. First-Class (up to 13oz) | 10. Bound Printed Matter |
| 2. Standard Rate | 11. Media Mail |
| 3. Standard Rate Enhanced Carrier Route (ECR) | 12. Library Mail |
| 4. Standard Not Flat-Machinable (NFM) | 13. Package received from outside the U.S |
| 5. Parcel Post | 14. Can't classify: <i>(Please mark & place in envelope along with other mail pieces for this day)</i> |
| 6. Parcel Select | |
| 7. Nonprofit | |
| 8. Nonprofit ECR | |
| 9. Nonprofit Not Flat-Machinable (NFM) | |

Note: Please record Priority Mail packages under Expedited (Gold Pages).

Packages Sent (Not Expedited)

Record Priority Mail packages on Gold pages in Answer Booklet

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. ADDRESSEE: Was the package addressed to . . .

- | | |
|-----------------------|--|
| 1. Friend or relative | 3. Customer (on eBay, craig's list or other online sales site) |
| 2. Business | |

B. DELIVERY: Package was delivered/handled by . . .

- | | |
|---|--|
| 1. United States Postal Service (USPS) | 4. DHL (Ground, @Home) |
| 2. UPS (Ground, 3 Day Select) | 5. Other delivery type: <i>(Specify on Answer Booklet page 12)</i> |
| 3. FedEx (Ground, Express Saver, Home Delivery) | |

IF YOU ANSWERED 2 - 5: → SKIP TO D

C. SPECIAL SVCS: If you sent the package by USPS, did it have any of the following special services? *(Write in all that apply)*

- | | |
|---|--|
| 1. Return Receipt Requested | 6. Stamped "Special Handling" <i>(First Class, Parcel Post)</i> |
| 2. Delivery Confirmation | 7. Certificate of Mailing <i>(Not available for Periodicals)</i> |
| 3. Signature Confirmation <i>(First Class, Parcel Post)</i> | 8. Restricted Delivery <i>(First-Class, Parcel Post)</i> |
| 4. Insured <i>(Not available for Periodicals)</i> | 9. No special services |
| 5. COD <i>(Not available for Standard)</i> | 10. Other: <i>(Specify on Answer Booklet page 12)</i> |

D. DISTANCE: How far away did you send your package?

Inside the United States:

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

E. CONTENTS: Did this package contain . . . *(Write in all that apply)*

- | | |
|---|--|
| 1. Clothing/Footwear/Shoes | 8. Toys |
| 2. Travel products or information | 9. Food products |
| 3. Computer hardware/software and accessories | 10. Checkbooks |
| 4. Electronic equipment | 11. Health/Medical/Dental/Vision Products |
| 5. Household/Kitchen/Lawn & Garden Products | 12. Cosmetics/Beauty Products/Toiletries |
| 6. Book(s) (include telephone books) | 13. Photos/Film |
| 7. CD/DVD/Blu-ray/Video game | 14. Other contents: <i>(Specify on Answer Booklet page 12)</i> |

F. REASON: Why did you send this package . . .

- | | |
|--|---|
| 1. Gift or other item sent to friend or relative | 4. Sending item sold on eBay, craig's list or other online sales site |
| 2. Returning merchandise ordered | 5. Other reason: <i>(Specify on Answer Booklet page 12)</i> |
| 3. Returning unsolicited merchandise | |

G. CLASS: Package Classification - Only if delivered by the United States Postal Service *(Write in all that apply)*

- | | |
|-----------------------------|--|
| 1. First-Class (up to 13oz) | 4. Parcel Post |
| 2. Bound Printed Matter | 5. Mail sent outside the US |
| 3. Media Mail | 6. Other: <i>(Specify on Answer Booklet page 12)</i> |

Note: Please record Priority Mail packages under Expedited (Gold Pages).

Expedited Letters & Packages Received

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. FORM: Was the mail piece . . .

- | | |
|---|------------|
| 1. In a letter size envelope | 3. Package |
| 2. In an envelope larger than letter size (not a catalog) | |

B. ADDRESSEE: Mail piece was addressed to . . .

- | | |
|---|---|
| 1. Male head of household | 5. Child (under 18) |
| 2. Female head of household | 6. Whole family |
| 3. Male & Female head of household (Mr. & Mrs.) | 7. Other addressee: (Specify on Answer Booklet page 14) |
| 4. Other adult (18 and over) | |

C. CONTENTS: Did this package contain . . . (Write in all that apply)

- | | |
|---|---|
| 1. Clothing/Footwear/Shoes | 8. Toys |
| 2. Travel products or information | 9. Food products |
| 3. Computer hardware/software and accessories | 10. Checkbooks |
| 4. Electronic equipment | 11. Health/Medical/Dental/Vision Products |
| 5. Household/Kitchen/Lawn & Garden Products | 12. Cosmetics/Beauty Products/Toiletries |
| 6. Book(s) (include telephone books) | 13. Photos/Film |
| 7. CD/DVD/Blu-ray/Video game | 14. Other contents: (Specify on Answer Booklet page 14) |

D. MAIL TYPE: Type of Mail (Write in only one number for each mail piece)

Friend or Relative:

- Holiday/Seasons greeting card
- Other greeting cards (birthday, sympathy, thank you)
- Invitation
- Letter from friend or relative
- Announcement (birth, marriage, etc)
- Other personal: (Specify on Answer Booklet page 14)

IF YOU ANSWERED 1 - 6: → SKIP TO M

Social/Charitable/Political/Nonprofit:

- Announcement/Meeting Notice/Invitation
- Request for donation
- Confirmation or thank you for donation
- Bill (For bills from a business/government record code 15)
- Other social, etc.: (Specify on Answer Booklet page 14)

Business or Government:

- Advertising/Promotional/Sales materials only (No bills)
- Notice or confirmation of order
- Credit card statement/bill
- Bill/Invoice/Premium notice
- Financial statement
- Payment or other check/Money order/Credit (No rebate)
- Rebate received in response to coupon submitted
- Holiday/Greeting/Thank you card (from a business)
- Business invitation/Announcement (Not advertising or sales)
- CD/DVD/Blu-ray/Video game
- Other business/government: (Specify on Answer Booklet p. 14)

E. SENDER TYPE: What type of industry did the letter or package come from? (If not from friend/relative)

Financial:

- Bank, Savings & Loan, Credit Union, Loan company, etc.
- Securities broker/Company
- Other financial (Specify on Answer Booklet page 14)

Merchants:

- Supermarket/Grocery store
- Department/Discount store
- Publisher (newspapers, books, magazines)
- Mail order company
- Individual seller (on eBay, craig's list, or other online sales site)
- Other merchants: (Specify on Answer Booklet page 14)

Services:

- Telephone/Long distance company
- Computer company/ISP
- Medical (doctor, dentist, hospital, pharmacist)
- Health insurance company
- Other services: (Specify on Answer Booklet page 14)

Manufacturers:

- All manufacturers

Government:

- All government

Social/Charitable/Political/Nonprofit:

- Educational
- Other Social: (Specify on Answer Booklet page 14)

More questions on back of page →

F. ITEM ORDER: I ordered this item because . . . (Write in all that apply)

- | | |
|--|---|
| 1. I saw it in a print catalog | 5. I saw it on television |
| 2. I saw it online | 6. I heard about it on the radio |
| 3. I saw it in a local store | 7. Some other way: <i>(Specify on Answer Booklet page 14)</i> |
| 4. I saw it on a direct mail piece (not a catalog) | 8. Don't know |

G. RETURN ENVELOPE: Was a return envelope or card included?

- | | |
|--------------------------------------|--|
| 1. Yes – pre-stamped or postage paid | 3. No return envelope or card included |
| 2. Yes – needs a stamp | |

H. ADVERTISING: Was any advertising or promotional material enclosed?

1. Yes
2. No → **SKIP TO M**

I. READING: Was the mail piece . . . (Write in one number only)

- | | |
|--|---------------------------------|
| 1. Read by a member of the household | 4. Discarded without being read |
| 2. Read by more than one member of the household | 5. Set aside for reading later |
| 3. Looked at but not read by any member of household | |

J. REACTION: Would this mail piece be described as . . .

- | | |
|---|---|
| 1. Useful information we like to receive | 3. Neither interesting, enjoyable, nor useful |
| 2. Interesting or enjoyable, but not useful | 4. Objectionable or offensive |

K. RESPONSE: Is anyone in your household considering responding to the advertisement?

- | | |
|--------------------------|----------|
| 1. Yes | 3. Maybe |
| 2. No → SKIP TO M | |

L. HOW RESPOND: How would the response most likely be made? (Write in one number only)

- | | |
|--------------|--|
| 1. Mail | 4. Fax |
| 2. Phone | 5. Internet |
| 3. In-person | 6. Other: <i>(Specify on Answer Booklet page 14)</i> |

M. CLASS: Mail Classification

- | | |
|---------------------|---|
| 1. Express Mail | 7. DHL Next Day |
| 2. Priority Mail | 8. DHL 2nd Day |
| 3. UPS Next Day Air | 9. Other delivery type: <i>(Specify on Answer Booklet page 14)</i> |
| 4. UPS 2nd Day Air | 10. Can't classify type: <i>(Please mark & place in envelope along with other mail pieces for this day)</i> |
| 5. FedEx Overnight | |
| 6. FedEx 2Day | |

Expedited Letters & Packages Sent

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. FORM: Was the mail piece . . .

- | | |
|---|------------|
| 1. In a letter size envelope | 3. Package |
| 2. In an envelope larger than letter size (not catalog) | |

B. CONTENTS: Did this package contain . . . (Write in all that apply)

- | | |
|---|---|
| 1. Clothing/Footwear/Shoes | 8. Toys |
| 2. Travel products or information | 9. Food products |
| 3. Computer hardware/software and accessories | 10. Checkbooks |
| 4. Electronic equipment | 11. Health/Medical/Dental/Vision Products |
| 5. Household/Kitchen/Lawn & Garden Products | 12. Cosmetics/Beauty Products/Toiletries |
| 6. Book(s) (include telephone books) | 13. Photos/Film |
| 7. CD/DVD/Blu-ray/Video game | 14. Other contents: (Specify on Answer Booklet page 16) |

C. MAIL TYPE: Type of Mail (Write in only one number for each mail piece)

Friend or Relative:

- Holiday/Seasons greeting card
- Other greeting cards (birthday, sympathy, thank you)
- Invitation
- Letter to friend or relative
- Announcement (birth, marriage, etc)
- Other personal: (Specify on Answer Booklet page 16)

Business or Government:

- Order
- Inquiry
- Payment
- Other business/government: (Specify on Answer Booklet p. 16)

Social/Charitable/Political/Nonprofit:

- Donation
- Inquiry
- Letter
- Other social: (Specify on Answer Booklet page 16)

IF YOU ANSWERED 1 - 6: → SKIP TO G

D. ADDRESSEE TYPE: What type of industry did you send the mail piece to? (If not to friend/relative)

Financial:

- Bank, Savings & Loan, Credit Union, Loan company, etc.
- Securities broker/Company
- Other financial (Specify on Answer Booklet page 16)

Merchants:

- Supermarket/Grocery store
- Department/Discount store
- Publisher (newspapers, books, magazines)
- Mail order company
- Individual seller (on eBay, craig's list, or other online sales site)
- Other merchants: (Specify on Answer Booklet page 16)

Services:

- Telephone/Long distance company
- Computer company/ISP
- Medical (doctor, dentist, hospital, pharmacist)
- Health insurance company
- Other services: (Specify on Answer Booklet page 16)

Manufacturers:

- All manufacturers

Government:

- All government

Social/Charitable/Political/Nonprofit:

- Educational
- Other social: (Specify on Answer Booklet page 16)

E. AD RESPONSE: Was the mail piece sent in response to advertising or solicitation for funds?

- Yes
- No → **SKIP TO G**

F. AD MATERIAL: Was the advertising/promotional/solicitation material . . .

- | | |
|---------------------------------------|---|
| 1. Received in mail (not in magazine) | 5. Heard on radio |
| 2. Seen in magazine | 6. Received over telephone |
| 3. Seen in newspaper | 7. Seen on the Internet |
| 4. Seen on television | 8. Other advertising: (Specify on Answer Booklet page 16) |

G. CLASS: Mail Classification

- | | |
|---------------------|--|
| 1. Express Mail | 7. DHL Next Day |
| 2. Priority Mail | 8. DHL 2nd Day |
| 3. UPS Next Day Air | 9. Other delivery type: (Specify on Answer Booklet page 16) |
| 4. UPS 2nd Day Air | 10. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day) |
| 5. FedEx Overnight | |
| 6. FedEx 2Day | |

Magazines, Newspapers, or Other Periodicals Received

(Record only if delivered by the United States Postal Service)

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. TYPE: This periodical is . . .

- | | |
|---------------------|---|
| 1. Daily newspaper | 5. Monthly magazine |
| 2. Weekly newspaper | 6. Other magazine |
| 3. Other newspaper | 7. Newsletter |
| 4. Weekly magazine | 8. Other periodical: <i>(Specify on Answer Booklet page 18)</i> |

B. SENDER TYPE: Was the periodical from . . .

- | | |
|----------------------------|---|
| 1. Union | 5. Educational organization |
| 2. Religious organization | 6. Professional organization – someone in household is member |
| 3. Veterans' organization | 7. Any other organization |
| 4. Charitable organization | 8. Any other publisher |

C. SUBSCRIPTION: Type of subscription?

- | | |
|---|---|
| 1. Paid - ordered by household member | 4. Free - came with membership |
| 2. Free - ordered by household member | 5. Gift subscription from a friend or relative |
| 3. Free – not ordered by household member | 6. Other subscription: <i>(Specify on Answer Booklet page 18)</i> |

D. ARRIVAL TIME: The mail piece . . .

- | | |
|----------------------------------|--|
| 1. Arrived earlier than expected | 3. Arrived later than expected |
| 2. Arrived on day expected | 4. Was not expected to arrive on any special day |

E. DELIVERY: This periodical . . .

- | | |
|--|--|
| 1. Could arrive later and not cause difficulty/inconvenience | 4. Arrives so late that it causes difficulty/inconvenience |
| 2. Comes on the proper day and shouldn't come any later | 5. Delivery date is not important |
| 3. Doesn't have a regular delivery day | 6. Other delivery need: <i>(Specify on Answer Booklet page 18)</i> |

Unaddressed Material Received

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 | 6. Both coupons and advertising from multiple organizations ↓ |
| 2. Coupons from multiple organizations → SKIP TO D | SKIP TO D |
| 3. Advertising from a single organization | 7. Political materials |
| 4. Advertising from multiple organizations → SKIP TO D | 8. Product Samples (with or without coupons) |
| 5. Both coupons and advertising from a single organization | |

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, etc.
3. Securities broker/Company (stockbroker)
4. Money market (not with broker or bank)
5. Insurance company
6. Real estate/Mortgage
7. Other financial: (Specify on Answer Booklet page 20)

Merchants:

8. Supermarket/Grocery store
9. Department/discount store
10. Mail order company
11. Other store (jewelry, shoes, hardware, etc.)
12. Publisher (newspapers, books, magazines)
13. Land promotion company
14. Individual seller (on eBay, craig's list, or other online sales site)
15. Other merchants: (Specify on Answer Booklet page 20)

Services:

16. Telephone/Long distance company
17. Electric/Gas/Water/Utility company

Services cont.:

18. Medical (doctor, dentist, hospital, not insurance company)
19. Other professional (lawyer, accountant, engineer, etc.)
20. Leisure/entertainment service (travel agent, hotel, etc.)
21. Cable TV/Satellite related
22. Computer related
23. Other services: (Specify on Answer Booklet page 20)

Manufacturers:

24. All manufacturers

Government:

25. Federal (social security, veterans administration, IRS)
26. State and Local (Not utility company)

Social/Charitable/Political/Nonprofit:

27. Union or professional organization
28. Church/Religious Organization
29. Veterans
30. Educational
31. Charities
32. Political campaign
33. Other social: (Specify on Answer Booklet page 20)

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 one number only on Answer Sheet)

- | | |
|---|---------------------------------|
| 1. Read by a household member | 4. Discarded without being read |
| 2. Read by more than one household member | 5. Set aside for reading later |
| 3. Looked at but not read by any household member | |

E. REACTION: Would this mail piece be described as . . .

- | | |
|---|---|
| 1. Useful information we like to receive | 3. Neither interesting, enjoyable, nor useful |
| 2. Interesting or enjoyable, but not useful | 4. Objectionable or offensive |



Appendix C2: Diary Package

Answer Booklet



4a

Answer Booklet for: **MONDAY**

Use with the Question Sheet 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 and 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/Product Samples (Not Expedited):** **Total # Received** → GO TO PAGE 11 (GREEN)
- 5. Expedited Letters/Pkgs:** **Total # Received** → GO TO PAGE 13 (GOLD)
- 6. Magazines, Newspapers, or Other Periodicals:** **Total # Received** → GO TO PAGE 17 (YELLOW)
- 7. Unaddressed Material:** **Total # Received** → GO TO PAGE 19 (PINK)

Mail Sent Monday: **Total # Sent**

- Envelopes (First-Class): **Total # Sent**
- Postcards (First-Class): **Total # Sent** } GO TO PAGE 5 (PURPLE)
- Packages (Not Expedited): **Total # Sent** → GO TO PAGE 11 (GREEN)
- Expedited Letters/Pkgs: **Total # Sent** → GO TO PAGE 15 (GOLD)

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 Mail Received**.
2. For question A, your number code is either: 1 (envelope), 2 (postcard), 3 (catalog/flyer), 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-L) 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 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. ENV./POSTCARD/CATALOG/FLYER | 2 | 1 | 2 | 1 | 1 | | | | | | | |
| B. ADDRESSEE | 1 | 2 | 1 | 3 | 3 | | | | | | | |
| C. MAIL TYPE | 12 | 4 | 12 | 14 | 16 | | | | | | | |
| D. SENDER TYPE | 10 | | 21 | 1 | 25 | | | | | | | |
| E. RETURN ENV. | 3 | | 3 | 2 | 3 | | | | | | | |
| F. ADVERTISING | 1 | | 1 | 1 | 2 | | | | | | | |
| G. READING | 2 | | 1 | 3 | | | | | | | | |
| H. REACTION | 3 | | 1 | 1 | | | | | | | | |
| I. RESPONSE | 2 | | 1 | 3 | | | | | | | | |
| J. HOW RESPOND | | | 5 | 5 | | | | | | | | |
| K. CLASS-NOT PERSONAL Record all that apply - up to 4 codes (See example on pg. 2) | 1 4 | | 1 | 1 | 5 | 1 | 15 | | | | | |
| L. CLASS-PERSONAL Record all that apply - up to 4 codes (See example on pg. 2) | | 1 | | | | | | | | | | |

Monday 877714 **Page 3**

Monday

777483

Page 2

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. ENV./POSTCARD/ CATALOG/FLYER | | | | | | | | | | | | |
| B. ADDRESSEE | | | | | | | | | | | | |
| C. MAIL TYPE | | | | | | | | | | | | |
| D. SENDER TYPE | | | | | | | | | | | | |
| E. RETURN ENV. | | | | | | | | | | | | |
| F. ADVERTISING | | | | | | | | | | | | |
| G. READING | | | | | | | | | | | | |
| H. REACTION | | | | | | | | | | | | |
| I. RESPONSE | | | | | | | | | | | | |
| J. HOW RESPOND | | | | | | | | | | | | |
| K. CLASS-NOT PERSONAL Record all that apply - up to 4 codes (See example on pg. 2) | | | | | | | | | | | | |
| L. CLASS-PERSONAL Record all that apply - up to 4 codes (See example on pg. 2) | | | | | | | | | | | | |

First-Class Mail Received
Specify other answers and/or provide comments here

| Mail Piece # | Question Letter | Specify Other answers or Comments |
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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. ENVELOPE OR POSTCARD | | | | | | | | | | | | |
| B. MAIL TYPE | | | | | | | | | | | | |
| C. ADDRESSEE TYPE | | | | | | | | | | | | |
| D. AD RESPONSE | | | | | | | | | | | | |
| E. AD MATERIAL | | | | | | | | | | | | |
| F. RETURN ENV. | | | | | | | | | | | | |
| G. POSTAGE TYPE | | | | | | | | | | | | |
| H. PO BOX | | | | | | | | | | | | |
| I. CLASS Record all that apply - up to 4 codes (See example on pg. 2) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

First-Class Mail Sent

Specify other answers and/or provide comments here

| Mail Piece # | Question Letter | Specify Other answers or Comments |
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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. MAIL TYPE | | | | | | | | | | | | |
| C. MULTIPLE | | | | | | | | | | | | |
| D. SENDER TYPE | | | | | | | | | | | | |
| E. FAMILIARITY | | | | | | | | | | | | |
| F. RETURN ENV. | | | | | | | | | | | | |
| G. READING | | | | | | | | | | | | |
| H. REACTION | | | | | | | | | | | | |
| I. COUPONS | | | | | | | | | | | | |
| J. CONTENTS | | | | | | | | | | | | |
| K. RESPONSE | | | | | | | | | | | | |
| L. HOW RESPOND | | | | | | | | | | | | |
| M. CLASS Record all that apply - 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 |
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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. MAIL TYPE | | | | | | | | | | | | |
| C. MULTIPLE | | | | | | | | | | | | |
| D. SENDER TYPE | | | | | | | | | | | | |
| E. FAMILIARITY | | | | | | | | | | | | |
| F. RETURN ENV. | | | | | | | | | | | | |
| G. READING | | | | | | | | | | | | |
| H. REACTION | | | | | | | | | | | | |
| I. COUPONS | | | | | | | | | | | | |
| J. CONTENTS | | | | | | | | | | | | |
| K. RESPONSE | | | | | | | | | | | | |
| L. HOW RESPOND | | | | | | | | | | | | |
| M. CLASS Record all that apply - 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 |
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Packages or Product Samples (Not Expedited) 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. FROM | | | | | | | | | | | | |
| B. ITEM ORDER (Record all) | | | | | | | | | | | | |
| C. ADDRESS | | | | | | | | | | | | |
| D. DELIVERY | | | | | | | | | | | | |
| E. SPECIAL SVCS (Record all) | | | | | | | | | | | | |
| F. SENDER TYPE | | | | | | | | | | | | |
| G. CONTENTS | | | | | | | | | | | | |
| H. CLASS | | | | | | | | | | | | |

Packages (Not Expedited) Sent

| 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. DELIVERY | | | | | | | | | | | | |
| C. SPECIAL SVCS (Record all) | | | | | | | | | | | | |
| D. DISTANCE | | | | | | | | | | | | |
| E. CONTENTS (Record all) | | | | | | | | | | | | |
| F. REASON | | | | | | | | | | | | |
| G. CLASS (Record all) | | | | | | | | | | | | |

Packages or Product Samples (Not Expedited) Received
Specify other answers and/or provide comments here

| Mail Piece # | Question Letter | Specify Other answers or Comments |
|-------------------------|----------------------------|--|
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Packages (Not Expedited) Sent
Specify other answers and/or provide comments here

| Mail Piece # | Question Letter | Specify Other answers or Comments |
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Expedited Letters & Packages 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 Record all that apply - up to 4 codes (See example on pg. 2) | | | | | | | | | | | | |
| D. MAIL TYPE | | | | | | | | | | | | |
| E. SENDER TYPE | | | | | | | | | | | | |
| F. ITEM ORDER Record all that apply - up to 4 codes (See example on pg. 2) | | | | | | | | | | | | |
| G. RETURN ENV. | | | | | | | | | | | | |
| H. ADVERTISING | | | | | | | | | | | | |
| I. READING | | | | | | | | | | | | |
| J. REACTION | | | | | | | | | | | | |
| K. RESPONSE | | | | | | | | | | | | |
| L. HOW RESPOND | | | | | | | | | | | | |
| M. CLASS | | | | | | | | | | | | |

Expedited Letters & Packages Received**Specify other answers and/or provide comments here**

| Mail Piece # | Question Letter | Specify Other answers or Comments |
|-------------------------|----------------------------|--|
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Expedited Letters & Packages 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 Record all that apply - up to 4 codes (See example on pg. 2) | | | | | | | | | | | | |
| C. MAIL TYPE | | | | | | | | | | | | |
| D. ADDRESSEE TYPE | | | | | | | | | | | | |
| E. AD RESPONSE | | | | | | | | | | | | |
| F. AD MATERIAL | | | | | | | | | | | | |
| G. CLASS | | | | | | | | | | | | |

Expedited Letters & Packages Sent

Specify other answers and/or provide comments here

| Mail Piece # | Question Letter | Specify Other answers or Comments |
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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.

| | 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 |
|-------------------------|----------------------------|--|
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Unaddressed Material 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 Material Received

Specify other answers and/or provide comments here

| Mail Piece # | Question Letter | Specify Other answers or Comments |
|-----------------|--------------------|-----------------------------------|
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Appendix C2: Diary Package

Daily Envelope



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



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

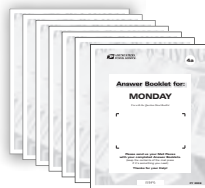
"I'm Done . . ." Card

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.

