

# **The Household Diary Study**

## **Mail Use & Attitudes in FY 2012**



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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) 2012. 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 2012 report covers Government Fiscal Year 2012, with comparisons to 2010, 2011, and other years, as appropriate.

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

## Overview

In 2012, U.S. households received 121.4 billion pieces of mail, and sent 14.8 billion, as seen in Table E.1. Mail sent or received by households constituted 83 percent of total mail in FY 2012. Fifty-seven percent of the mail households received was sent Standard Mail. Only three percent of household mail was sent between households; the rest was sent between households and non-households.

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

Mail Classification	Received	Sent
First-Class Mail	45.5	14.4
Standard Regular Mail	55.8	—
Standard Nonprofit Mail	12.8	—
Periodicals	5.1	—
Package & Shipping Services *	2.3	0.4
<b>Total</b>	<b>121.4</b>	<b>14.8</b>
Household to Household	4.5	
Total Mail Received and Sent by Households	131.7	
FY 2012 RPW Total *	159.6	
Non-household to Non-household Residual	27.9	
Unaddressed	1.0	—

Source: HDS Diary Sample, FY 2012.

Note: Totals may not sum due to rounding.

\* Includes First-Class and Standard Mail packages.

## Mail Markets

The Household Diary Study examines mail by the markets it serves. This design cuts across classes, but provides a foundation for understanding mail flows and the marketplace changes that affect them. Table E.2 shows the volume of household mail by market for 2010 through 2012.

Thirty five percent of household mail contains correspondence and transactions, a share that is unchanged from 2011. In terms of volume, total correspondence fell 6.3 percent compared to 2011. Since 2002, correspondence fell 38 percent. In part, the decline in correspondence is a continuation of long-term trends, but it is also strongly related to changing demographics and new technologies. Younger households send and receive fewer pieces of correspondence mail because they tend to be early adopters of new and faster communication media such as e-mails, social networking, and smart phones.

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

Market	2010	2011	2012
Correspondence	12.9	12.6	11.8
Transactions	37.6	35.6	34.3
Advertising	83.5	85.0	79.6
Periodicals	5.5	5.4	5.1
Packages	3.6	4.0	3.3
Unclassified	4.7	3.9	3.6
<b>Total</b>	<b>141.2</b>	<b>139.1</b>	<b>131.7</b>

Source: HDS Diary Sample, FY 2010, 2011, and 2012.

Notes:

Correspondence and Transactions include 6.1 billion pieces of First-Class advertising-enclosed mail (excluded from totals).

Package volumes include ground packages and expedited, as well as 0.8 billion pieces of CD/DVD rentals.

**In 2012, only 40 percent of all bills were paid by mail.**

Electronic alternatives also affect transactions mail volume. Over time, automatic deduction and online bill pay account for a growing share of household bill payments. Compared to 2002, the percentage of bills paid by electronic methods increased from 17 percent to 56 percent in 2012. In contrast, bills paid by mail decreased from 75 percent to 40 percent of total payments over the same period of time. In-person payments decreased from 8 percent in 2002 to 4 percent in 2012. Similarly, the Internet has contributed to some decline in the share of bills and statements households received through the mail. Bills and statements received online continue to grow at a fast pace, albeit from a relatively small base (in 2012 households received an average of 1.7 pieces of bills and statements online, compared to 13.5 pieces in the mail).

Advertising mail represented well over half (60 percent) of all mail received by households in 2012. As shown in Table E.3, 86 percent of all advertising mail received by households is Standard Mail (68.6 billion pieces). The remainder consists of First-Class Mail; either stand-alone advertising (4.9 billion pieces), or advertising-enclosed pieces that are sent along with other matter (6.1 billion pieces).

Over time, the data show a steady decline in the share of First-Class advertising mail, from 21 percent in 2002 to only 14 percent in 2012.

**Table E.3:**  
Advertising by Mail Class

Mail Classification	Volume (Billions)	Percent of Total Advertising
First-Class Advertising	11.0	14%
Standard Regular Mail	55.8	70%
Standard Nonprofit Mail	12.8	16%
<b>Total Advertising Mail</b>	<b>79.6</b>	<b>100%</b>

Source: HDS Diary Sample, FY 2012.

As shown in Table E.4, households received 5.1 billion Periodicals via mail in 2012, less than in both 2010 and 2011. More than three-quarters of these were magazines. Newspapers are only 15 percent of total Periodicals, down from 35 percent in 1987. Contributors to the decline in newspaper volumes were lower circulation and readership levels, as well as a strong growth of the Internet as an alternative delivery method over the past decade.

**Table E.4:**  
Periodical Type Received

Mail Classification	Volume (Billions)	Percent of Total Periodicals
Newspapers	0.8	15%
Magazines	3.9	77%
Unclassified	0.4	8%
<b>Total Periodicals</b>	<b>5.1</b>	<b>100%</b>

Source: Household Diary Study, FY 2012.

In 2012, households received 2.9 billion and sent 0.5 billion packages. Compared to 2011, total packages sent and received decreased 17 percent, with most of the decline coming from CD/DVD rentals included in First-Class packages for this report. Excluding 0.8 billion pieces of CD/DVD rentals, total packages sent and received increased 6.7 percent. In general, delivery from mail order and Internet retailers is an important driver of package volume. While the HDS data is not designed to quantify this, there are indications that online auction sites (like eBay) are responsible for some of the recent increase in packages sent by households.



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

Mail Classification	2012			
	Received		Sent	
	Number	Percent	Number	Percent
First-Class Mail	1,077	38%	402	75%
Expedited	360	13%	70	13%
Standard Mail	513	18%	—	—
Package & Shipping Services	791	28%	65	12%
Unclassified	106	4%	0	0%
<b>Total Packages</b>	<b>2,847</b>	<b>100%</b>	<b>537</b>	<b>100%</b>

Source: HDS Diary Sample, FY 2012.

Notes:

Totals may not sum due to rounding.

Expedited includes Priority Mail and Express Mail.

First-Class packages include 0.8 billion pieces of CD/DVD rentals sent to and received from Netflix, Blockbuster, etc., reported in First-Class Mail letters in Tables E.1, 1.5, and 1.6.

# Chapter 1: Introduction – Volumes & Trends

The United States Postal Service Household Diary Study (HDS) Report documents the findings of the Fiscal Year (FY) 2012 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:

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

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

### The Survey Consists of Two Parts:

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

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

The HDS FY 2012 report covers the period from September 25, 2011, through September 28, 2012, roughly equivalent to the Government Fiscal Year (GFY) used by the Postal Service. Data from FY 2010 and FY 2011 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 over 40 percent of the world's mail. The Postal Service delivered 159.9 billion pieces of mail in FY 2012—a decrease of 8.4 billion pieces, or 5.0 percent, from 2011.

In 2012, mail volumes were negatively impacted by the continuing migration of transaction and correspondence mail to the Internet and other electronic alternatives. Additionally, the sluggish economic recovery provided little or no boost to mail volumes.

Standard Mail volume, consisting mostly of advertising material, declined 5.8 percent (about 5.0 billion pieces) from 2011 to 2012, driven by a weak market for traditional advertising and a fragile economy.

In 2012, First-Class Mail volume fell 5.6 percent (about 4 billion pieces), continuing a long downward trend that began 2001. Ongoing diversion of correspondence and transaction mail to electronic alternatives and the weak economy were key contributors to the decline. First-Class Single-Piece letters and cards, impacted mostly by the growing use of online bill payments and emails, fell 8.1 percent from 2011 to 2012. Presort letters and cards (which include most of the advertising material that is sent First-Class) fell 3.7 percent from the combined impact of electronic diversion and a sluggish economy.

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

Table 1.1 presents the RPW volumes for FY 2012, along with data for FY 2011 and FY 2010.

Table 1.2 reports revenue, pieces, and weight data by class and shape for FY 2012.

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

- **Parcels** are pieces that are larger than 12 by 15 inches, or thicker than .75 inches.

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

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

**Table 1.1:**  
Total Mail Volume: FY 2010, 2011, and 2012  
(Billions of Pieces)

Mail Classification	2010	2011	2012
<b><u>Mailing Services:</u></b>			
<b>First-Class Mail:</b>			
Single-Piece Letters & Cards	28.9	26.0	23.9
Presort Letters & Cards	46.2	44.3	42.5
Flats	2.5	2.2	2.1
Parcels	0.6	0.5	0.3
Other *	0.3	0.7	0.8
<b>Total First-Class Mail</b>	<b>78.2</b>	<b>73.7</b>	<b>69.6</b>
<b>Standard Mail:</b>			
High Density & Saturation Letters	5.4	5.7	5.6
High Density & Saturation Flats & Parcels	11.4	11.4	11.8
Carrier Route	9.4	9.3	9.1
Letters	48.3	50.6	46.2
Flats	7.0	6.8	5.9
Not Flat-Machinables & Parcels	0.7	0.7	0.3
Other *	0.3	0.2	0.9
<b>Total Standard Mail</b>	<b>82.5</b>	<b>84.7</b>	<b>79.8</b>
<b>Periodicals</b>	<b>7.3</b>	<b>7.1</b>	<b>6.7</b>
<b>Package Services</b>	<b>0.7</b>	<b>0.7</b>	<b>0.6</b>
<b>USPS and Free Mail</b>	<b>0.5</b>	<b>0.5</b>	<b>0.5</b>
<b><u>Total Mailing Services</u></b>	<b>169.2</b>	<b>166.7</b>	<b>157.3</b>
<b><u>Shipping Services</u></b>	<b>1.5</b>	<b>1.6</b>	<b>2.5</b>
<b><u>Total All Mail</u></b>	<b>170.9</b>	<b>168.3</b>	<b>159.9</b>

Source: RPW Reports.

Note: Totals may not sum due to rounding.

\* Other includes: Negotiated Service Agreements (NSAs), International Mail, Express Mail, and Fees (not reported by shape).

**Table 1.2:**  
Total Mail: Revenue, Pieces, and Weight by Shape, FY 2012

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
<b>Mailing Services:</b>												
<b>First-Class Mail:</b>												
Single-Piece Letters & Cards	10,902	0	0	10,902	23,914	0	0	23,914	718	0	0	718
Presort Letters & Cards	15,084	0	0	15,084	42,524	0	0	42,524	2,146	0	0	2,146
Flats	25	2,644	0	2,668	19	2,030	0	2,049	6	412	0	419
Parcels	0	103	546	649	0	56	237	293	0	15	77	91
<b>Total First-Class By Shape</b>	<b>26,010</b>	<b>2,747</b>	<b>546</b>	<b>29,303</b>	<b>66,457</b>	<b>2,087</b>	<b>237</b>	<b>68,780</b>	<b>2,870</b>	<b>427</b>	<b>77</b>	<b>3,374</b>
Other*				1,131				859				155
<b>Total First-Class Mail</b>				<b>30,433</b>				<b>69,640</b>				<b>3,529</b>
<b>Standard Mail:</b>												
High Density & Saturation Letters	767	0	0	767	5,564	0	0	5,564	234	0	0	234
High Density & Saturation Flats & Parcels	76	1,874	0	1,951	532	11,237	1	11,770	25	2,122	0	2,148
Carrier Route	21	2,223	0	2,244	102	9,018	0	9,120	4	1,998	0	2,003
Letters	8,979	0	0	8,979	46,150	0	0	46,150	2,378	0	0	2,378
Flats	2	2,226	1	2,230	4	5,933	3	5,940	1	1,495	0	1,496
Not Flat-Machinables & Parcels	0	0	285	285	0	0	304	304	0	0	126	126
<b>Total Standard By Shape</b>	<b>9,845</b>	<b>6,324</b>	<b>287</b>	<b>16,456</b>	<b>52,351</b>	<b>26,188</b>	<b>308</b>	<b>78,847</b>	<b>2,642</b>	<b>5,615</b>	<b>127</b>	<b>8,384</b>
Other*				257				954				42
<b>Total Standard Mail</b>				<b>16,713</b>				<b>79,801</b>				<b>8,427</b>
<b>Periodicals:</b>												
<b>Total Periodicals By Shape</b>	<b>12</b>	<b>1,707</b>	<b>4</b>	<b>1,723</b>	<b>67</b>	<b>6,668</b>	<b>6</b>	<b>6,741</b>	<b>5</b>	<b>2,521</b>	<b>10</b>	<b>2,535</b>
Other *				8				0				0
<b>Total Periodicals</b>				<b>1,731</b>				<b>6,741</b>				<b>2,535</b>
<b>Package Services</b>												
<b>Total Package Services By Shape</b>	<b>0</b>	<b>213</b>	<b>1,373</b>	<b>1,586</b>	<b>0</b>	<b>240</b>	<b>405</b>	<b>645</b>	<b>0</b>	<b>351</b>	<b>1,407</b>	<b>1,757</b>
Other*				24				1				19
<b>Total Package Services</b>				<b>1,610</b>				<b>646</b>				<b>1,777</b>
<b>USPS and Free Mail</b>				<b>0</b>				<b>497</b>				<b>170</b>

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
<b><u>Total Mailing Services By Shape</u></b>	<b>35,867</b>	<b>10,992</b>	<b>2,209</b>	<b>49,068</b>	<b>118,874</b>	<b>35,183</b>	<b>956</b>	<b>155,014</b>	<b>5,518</b>	<b>8,914</b>	<b>1,620</b>	<b>16,051</b>
Total Other*				1,421				2,312				386
<b><u>Total Mailing Services</u></b>				<b>50,488</b>				<b>157,326</b>				<b>16,438</b>
<b><u>Shipping Services:</u></b>												
<b><u>Total Shipping Services By Shape</u></b>	<b>23</b>	<b>881</b>	<b>7,367</b>	<b>8,271</b>	<b>5</b>	<b>186</b>	<b>2,029</b>	<b>2,220</b>	<b>0</b>	<b>126</b>	<b>3,588</b>	<b>3,715</b>
Total Other*				2,640				313				342
<b><u>Total Shipping Services</u></b>				<b>10,910</b>				<b>2,533</b>				<b>4,057</b>
<b><u>Total All Mail</u></b>				<b>61,399</b>				<b>159,859</b>				<b>20,495</b>
<b><u>Total All Services**</u></b>				<b>3,848</b>				<b>2,625</b>				
<b><u>Total All Mail &amp; Services</u></b>				<b>65,247</b>								

Source: RPW Reports.

Note: Totals may not sum due to rounding.

\* Other includes: NSAs, International Mail, Express Mail and Fees (not reported by shape).

\*\* All Services include Ancillary and Special Services.

**Table 1.3:**  
Total Mail: Revenue and Weight per Piece by Shape, FY 2012

Mail Classification	Revenue per Piece (Dollars)				Weight per Piece (Ounces)			
	Letters	Flats	Parcels	Total	Letters	Flats	Parcels	Total
<b><u>Mailing Services:</u></b>								
<b>First-Class Mail:</b>								
Single-Piece Letters & Cards	0.456			0.456	0.480			0.480
Presort Letters & Cards	0.355			0.355	0.808			0.808
Flats	1.293	1.302		1.302	5.156	3.251		3.268
Parcels		1.827	2.303	2.211		4.172	5.167	4.976
<b>Total First-Class By Shape</b>	<b>0.391</b>	<b>1.316</b>	<b>2.303</b>	<b>0.426</b>	<b>0.691</b>	<b>3.276</b>	<b>5.167</b>	<b>0.785</b>
Other*				1.316				2.889
<b>Total First-Class Mail</b>				<b>0.437</b>				<b>0.811</b>
<b>Standard Mail:</b>								
High Density & Saturation Letters	0.138			0.138	0.672			0.672
High Density & Saturation Flats & Parcels	0.143	0.167	0.503	0.166	0.755	3.021		2.919
Carrier Route	0.204	0.247	0.684	0.246	0.671	3.545	6.739	3.514
Letters	0.195			0.195	0.825			0.825
Flats	0.472	0.375	0.456	0.375	4.264	4.031	0.627	4.029
Not Flat-Machinables & Parcels			0.938	0.938			6.656	6.656
<b>Total Standard By Shape</b>	<b>0.188</b>	<b>0.241</b>	<b>0.932</b>	<b>0.209</b>	<b>0.808</b>	<b>3.431</b>	<b>6.597</b>	<b>1.701</b>
Other*				0.270				0.710
<b>Total Standard Mail</b>				<b>0.209</b>				<b>1.690</b>
<b>Periodicals</b>								
<b>Total Periodicals By Shape</b>	<b>0.177</b>	<b>0.256</b>	<b>0.701</b>	<b>0.256</b>	<b>1.185</b>	<b>6.049</b>	<b>24.517</b>	<b>6.018</b>
Other*								
<b>Total Periodicals</b>				<b>0.257</b>				<b>6.018</b>
<b>Package Services</b>								
<b>Total Package Services By Shape</b>	<b>0.000</b>	<b>0.888</b>	<b>3.390</b>	<b>2.458</b>	<b>0.000</b>	<b>23.339</b>	<b>55.586</b>	<b>43.575</b>
Other*								
<b>Total Package Services</b>				<b>2.491</b>				<b>43.977</b>
<b>USPS and Free Mail</b>				<b>0.000</b>				<b>4.841</b>
<b><u>Total Mailing Services By Shape</u></b>	<b>0.302</b>	<b>0.312</b>	<b>2.311</b>	<b>0.317</b>	<b>0.743</b>	<b>4.054</b>	<b>27.107</b>	<b>1.657</b>
Total Other*				0.614				2.674
<b><u>Total Mailing Services</u></b>				<b>0.321</b>				<b>1.672</b>
<b><u>Shipping Services:</u></b>								
<b>Total Shipping Services By Shape</b>	<b>4.545</b>	<b>4.742</b>	<b>3.631</b>	<b>3.726</b>	<b>1.010</b>	<b>10.872</b>	<b>28.296</b>	<b>26.776</b>
Total Other*				8.424				17.475
<b>Total Shipping Services</b>				<b>4.307</b>				<b>25.625</b>
<b><u>Total All Mail</u></b>				<b>0.384</b>				<b>2.051</b>

Source: RPW Reports.

Note: Totals may not sum due to rounding.

\* Other includes: NSAs, International Mail, Express Mail, and Fees (not reported by shape).

## Mail Flows

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

- 1) Household to household,
- 2) Household to non-household,
- 3) Non-household to household, and
- 4) Non-household to non-household.

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

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

Sent By:	Received By:		
	Household	Non-household	Total Originating
Household	4.5	10.3	14.8
Non-household	116.9	28.2	145.1
<b>Total Destinating</b>	<b>121.4</b>	<b>38.5</b>	<b>159.9</b>

Source: HDS Diary Sample, FY 2012.

Note: Totals may not sum due to rounding.

**Table 1.4b:**  
Total Domestic Mail Flows

Mail Flows	Billions of Pieces	Percent of Total Mail
Sent by Household	14.8	9%
Non-Household to Household	116.9	73%
<b>Total Household Mail</b>	<b>131.7</b>	<b>82%</b>
Non-Household to Non-Household	28.2	18%
<b>Total Mail</b>	<b>159.9</b>	<b>100%</b>

**Table 1.4c:**  
Domestic Mail Flows per Household per Week

Sent By:	Received By:	
	Household	Non-household
Household	0.7	1.6
Non-household	18.6	N/A

Source: Household Diary Study, FY 2012.

## Household Mail

As shown in Tables 1.4a-c, domestic mail to and from households constituted 82 percent of total mail volume in 2012, which equates to 20.9 pieces per week sent and received by U.S. households. Table 1.5 presents the volumes of mail sent and received by households as estimated from the HDS. The table shows the categories in which the households record their mail. Households received 121.4 billion pieces of mail and sent 14.8 billion. Both of these totals include the 4.5 billion pieces of mail that households sent to each other. The total mail received or sent by households in FY 2012 was 131.7 billion pieces.

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

Mail Classification	Received	Sent
First-Class Mail	45.5	14.4
Standard Regular Mail	55.8	—
Standard Nonprofit Mail	12.8	—
Periodicals	5.1	—
Packages & Shipping Services*	2.3	0.4
<b>Total</b>	<b>121.4</b>	<b>14.8</b>
Household to Household	4.5	
Total Mail Received and Sent by Households	131.7	
FY 2012 RPW Total	159.9	
Non-household to Non-household (Residual)	28.2	
Unaddressed	1.0	—

Source: HDS Diary Sample, FY 2012.

Note: Totals may not sum due to rounding.

\* Includes First-Class and Standard Mail packages.

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

**Table 1.6:**  
Pieces Received and Sent per Household

Classification	Annual Pieces per Household	Pieces per Household per Week
<b>Mail Received</b>		
First-Class Mail	376	7.2
Standard Regular Mail	461	8.9
Standard Nonprofit Mail	106	2.0
Periodicals	42	0.8
Packages & Shipping Services*	18	0.4
<b>Total Mail Received</b>	<b>1,003</b>	<b>19.3</b>
<b>Mail Sent</b>		
First-Class Mail:	119	2.3
Packages & Shipping Services*	3	0.0
<b>Total Mail Sent</b>	<b>122</b>	<b>2.3</b>
Unaddressed	8	0.2

Source: HDS Diary Sample, FY 2012.

Note: Totals may not sum due to rounding.

\* Includes First-Class and Standard Mail packages.

## Classes and Markets

- **First-Class Mail** is used to send transactional mail, correspondence, and advertising. Because it is limited to pieces weighing thirteen ounces or less, it primarily includes letters and cards.
- **Standard Mail** is advertising mail. For the most part, Standard Mail comprises letters and flats, although it contains a few postcards and packages as well.
- **Periodicals** are magazines and newspapers, and are predominantly flat-shaped.
- **Package and Shipping 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	11.8	34.3	11.0	—	1.5	52.5
Standard Mail	—	—	68.5	—	0.5	69.1
Periodicals	—	—	—	5.1	—	5.1
Packages & Shipping Services	—	—	—	—	1.3	1.3
<b>Total</b>	<b>11.8</b>	<b>34.3</b>	<b>79.6</b>	<b>5.1</b>	<b>3.3</b>	<b>128.1</b>
<b>Unclassified</b>						<b>3.6</b>
<b>Total Mail Received and Sent by Households</b>						<b>131.7</b>

Source: HDS Diary Sample FY 2012.

Notes: Correspondence and Transactions include 6.1 billion pieces of secondary advertising mail also reported in Advertising Mail.

The "Total" column for each class does not include pieces that could not be identified according to markets (Unclassified).

First-Class Packages include 0.8 billion pieces of CD/DVD rentals sent to and received from Netflix, Blockbuster, etc., reported in First-Class Mail letters in Tables E.1, 1.5, and 1.6.



## Report Organization

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

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

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

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

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

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

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

In addition, there are three appendices to the report:

**Appendix A** contains a set of comparative tables for FY 1987, FY 2011, and FY 2012, 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 changes. 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 160 billion in 2012, an increase of 45 percent. This growth outpaced the rate of population growth and was close to household formation. Over the same period, according to the U.S. Census Bureau, the adult population grew 34 percent and households grew about 47 percent. The number of places to which the Postal Service delivers increased still faster, growing by 55 percent (see the USPS annual reports). As Table 2.1 shows, however, volume decreased by an average of 2.4 percent per year over the last eleven years (due to large declines from 2007 onward), while U.S. population growth, household formation, and delivery points increased by an average of about one percent per year. With falling revenues and rising costs, the Postal Service suffered significant financial losses towards the end of the decade.

**Total U.S. mail volume decreased by an average of 2.4 percent per year between 2001 and 2012, while population and household formation increased by an average of about one percent per year.**

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

percent. During this period, technology facilitated this growth. Construction of computerized databases and techniques for sorting large amounts of data created a fertile climate for direct mail marketing. Computerization of financial systems encouraged billing by mail and payments through the mail. These innovations in business processes were further encouraged by the expansion of postal rate discounts.

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

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

**Table 2.1:**  
Mail Volume and Demographics  
Average Annual Growth, 1981-2012

	1981-1990	1991-2000	2001-2012
Total Mail Volume	4.6%	2.3%	-2.4%
Delivery Points	1.7%	1.5%	0.9%
Adult Population	1.5%	1.3%	1.2%
Households	1.4%	0.9%	1.0%

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

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

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

The economic recession that began in December 2007 and ended in June 2009 had a severe impact on the mail. Total mail volume plunged 12.7 percent in 2009—the largest decline since the Great Depression. In July 2009, the recession was officially over but was followed by a slow recovery that continued through the end of 2012. As a result, total mail volume declined an additional ten percent between 2009 and 2012. Both Standard Mail and First-Class Mail contributed to the overall decline in mail volume, falling 3.8 and 18.0 percent respectively.

Between 2001 and 2012, total mail volume fell 23 percent. During the same time period, the adult population increased 14 percent, households increased 12 percent, and the Postal Service added ten percent more delivery points to its network.

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

The Postal Service depends on mail volume growth to fund universal service. The number of addresses the delivery network serves increases as the number of American businesses and households increases. When mail volume falls, as was the case between 2001 and 2012 the Postal Service's ability to fund delivery service is hampered because the Postal Service charges its customers for piece volume but does not assess connect charges, access fees, or system fees, like many other network enterprises.

## ***Characteristics of Higher- and Lower-Volume Households***

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

These high-volume households are taking advantage of the opportunity to move away from the mail. Households that receive 30 or more pieces of mail each week pay an average of 37 percent of their bills online, up from 33 percent in 2010 and 35 percent in 2011. Households that receive less than 30 pieces of mail each week are quickly catching up, however, as they paid an average of 35 percent of their bills online. The percentage of online bill payments among these lower-volume households has increased from 28 percent in 2010 and 30 percent in 2011.

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

Mail Received (Pieces per Household per week)	Households (Millions)	Median Annual Household Income	Households w/ Internet Access (Percent)	Total Paid (Pieces per Household per week)	Bills Paid by Internet (Pieces per Household per week)	Mail Sent (Pieces per Household per week)
45 or more	7.3	\$101,193	92%	3.6	1.2	5.3
36-44	9.9	\$89,536	91%	3.4	1.4	3.5
30-35	12.2	\$79,756	93%	3.4	1.3	3.2
24-29	17.9	\$71,508	89%	3.1	1.2	2.8
18-23	21.7	\$58,618	87%	2.8	1.0	2.3
12-17	24.0	\$44,778	80%	2.6	0.9	1.7
Less than 12	28.1	\$25,640	74%	1.9	0.6	1.2
<b>Total</b>	<b>121.1</b>	<b>\$55,913</b>	<b>84%</b>	<b>2.8</b>	<b>1.0</b>	<b>2.4</b>

Source: HDS Diary Sample, FY 2012.

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

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

Mail Received (Pieces per Household per week)	Households (Millions)	Educational Attainment of Head of Household			
		Less than High School	High School Graduate	Some College or Technical School	College Graduate
45 or more	7.3	8%	12%	15%	65%
36-44	9.9	6%	23%	19%	52%
30-35	12.2	9%	22%	22%	47%
24-29	17.9	7%	30%	22%	40%
18-23	21.7	9%	35%	23%	32%
12-17	24.0	16%	32%	23%	29%
Less than 12	28.1	18%	29%	25%	27%
<b>Total</b>	<b>121.1</b>	<b>12%</b>	<b>29%</b>	<b>22%</b>	<b>37%</b>

Source: HDS Diary Sample, FY 2012.

Note: Percentages may not total 100 percent due to heads of households who did not answer the educational attainment question.

Percentages in this table are row percentages.

Excludes households not receiving any mail delivery at their home address (using mailbox only).

## Demographic Characteristics of U.S. Households

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

### Income, Education, and Age

Traditionally, mail use was largely determined by household income, education, and age. As Table 2.4

shows, income and education are strongly correlated with each other, as expected.

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

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

Household Income (Thousands)	Educational Attainment of Head of Household				Total
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	25%	36%	24%	15%	100%
\$35 to \$65	11%	34%	26%	29%	100%
\$65 to \$100	4%	26%	22%	48%	100%
Over \$100	1%	14%	18%	67%	100%
Don't know/ Refused	9%	26%	20%	42%	100%
<b>Total</b>	<b>12%</b>	<b>29%</b>	<b>22%</b>	<b>37%</b>	<b>100%</b>

Source: HDS Diary Sample, FY 2012.

Note: Totals may not sum due to rounding.

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

Household Income (Thousands)	Age of Head of Household				Total
	Under 35	35 to 54	Over 55	Don't Know/ Refused	
Under \$35	22%	28%	50%	0%	100%
\$35 to \$65	24%	34%	41%	0%	100%
\$65 to \$100	21%	45%	34%	0%	100%
Over \$100	15%	53%	32%	0%	100%
Don't know/ Refused	24%	29%	42%	5%	100%
<b>Total</b>	<b>21%</b>	<b>37%</b>	<b>41%</b>	<b>1%</b>	<b>100%</b>

Source: HDS Diary Sample, FY 2012.

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

**Table 2.6:**  
Households by Number of Adults  
(Millions of Households)

Number of Adults	
One	28.2
Two	70.0
Three or more	22.9
<b>Total Households</b>	<b>121.1</b>

Source: HDS Diary Sample, FY 2012.

Note: Totals may not sum due to rounding.

**Table 2.7:**  
Households by Size  
(Millions of Households)

Household Size	
One person	24.7
Two	45.0
Three	20.1
Four	17.5
Five or more	13.8
<b>Total Households</b>	<b>121.1</b>

Source: HDS Diary Sample, FY 2012.

Note: Total may not sum due to rounding.

## Internet Access

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

Table 2.8 shows that 84 percent of households have Internet access and 79 percent have Broadband access. The highest levels of Internet and Broadband access are within households with incomes over \$100,000 (98 and 95 percent, respectively), as seen in Figure 2.1a. In comparison, households with incomes below \$35,000 are less likely to have access to the Internet and Broadband (61 and 54 percent, respectively). As shown in

Figure 2.1b, age is also an important determinant of households having Internet access. Younger households (heads of households younger than 35 years old) are more likely to have access to both the Internet and Broadband (93 and 90 percent, respectively). Older households (heads of households older than 55 years of age), on the other hand, are less likely to have access to the Internet and Broadband (67 and 60 percent, respectively).

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

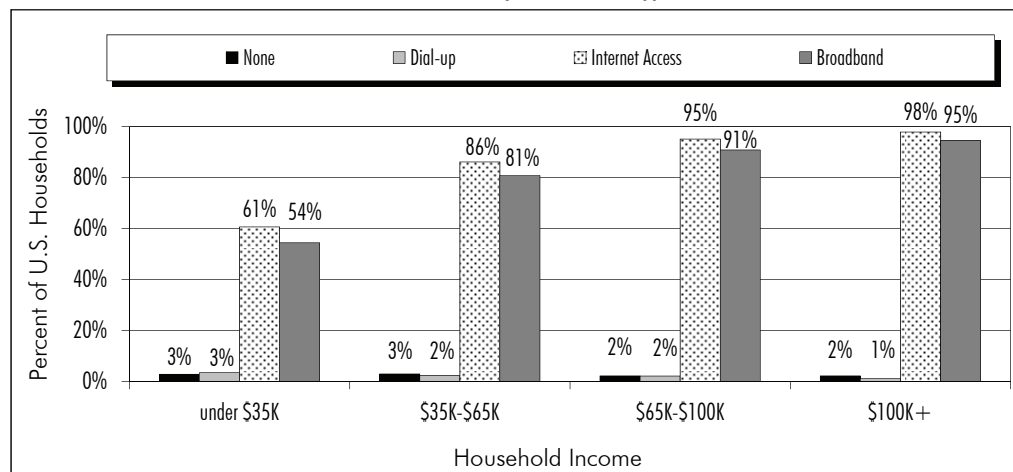
Type of Internet Access	
Broadband	95.5
Dial-up	6.5
None	19.0
<b>Total Households</b>	<b>121.1</b>

Source: HDS Diary Sample, FY 2012.

Note: Totals may not sum due to rounding.

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

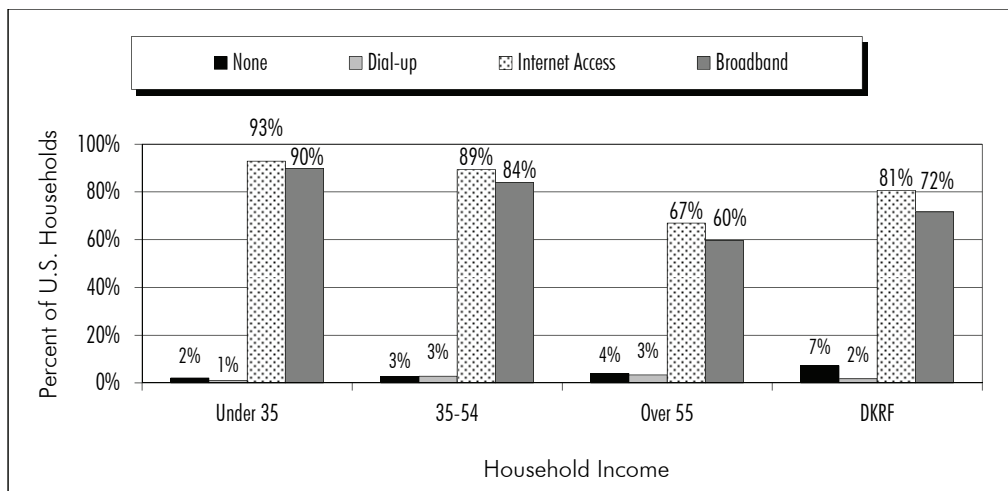
**Figure 2.1a:**  
Internet Access by Income and Type



Source: HDS Recruitment Data, FY 2012.

Note: Sum of Internet Access and None does not equal 100 percent due to missing responses and access outside the home only. Sum of Broadband and Dial-up does not equal the 100 percent due to missing responses.

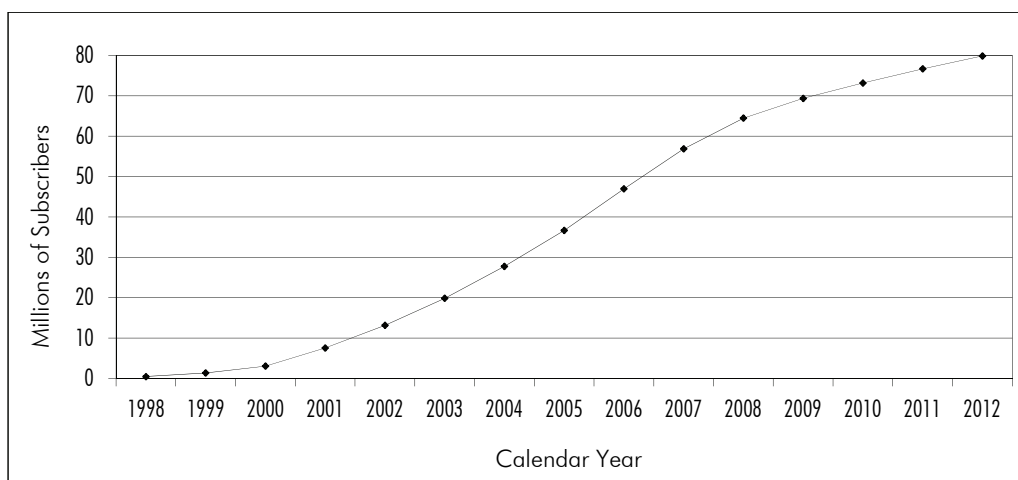
**Figure 2.1b:**  
Internet Access by Age and Type



Source: HDS Recruitment Data, FY 2012.

Note: Sum of Internet Access and None does not equal 100 percent due to missing responses and access outside the home only. Sum of Broadband and Dial-up does not equal the 100 percent due to missing responses.

**Figure 2.2:**  
Broadband Subscribers



Source: Leichtman Research Group.

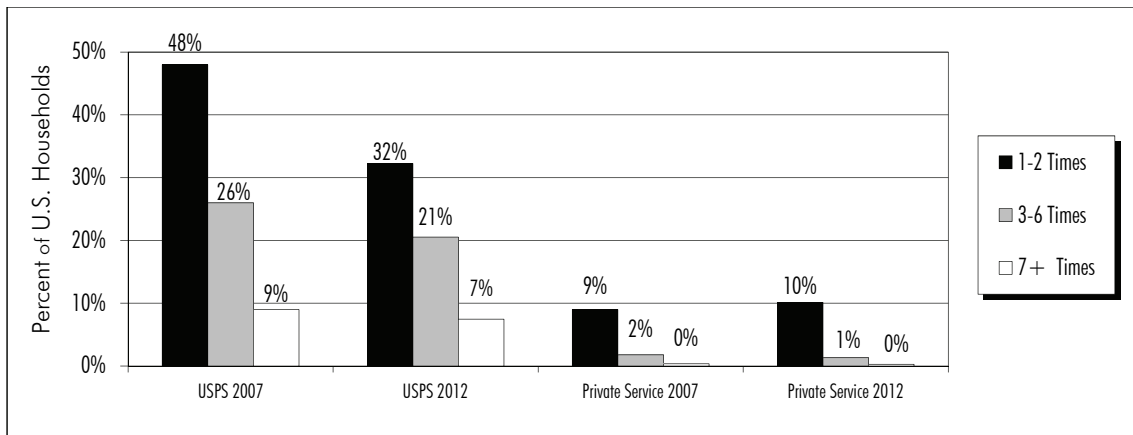
## Use of the Post Office

The Postal Service currently owns and operates 31,272 post office locations throughout the U.S. As shown in Figure 2.3, in spite of a declining frequency of visits over the past five years, the use of post offices for mailing services continues to dominate the mail service industry. Sixty percent of all U.S. households patronize a post office at least once a month, while just 11 percent visit a private mailing company. Over 28 percent of all households in the U.S. visit the post office three or more times a

month. Even with the continued availability of mail-related products and services through alternative modes (such as Internet orders), in-person visits to postal facilities remain strong.

A rented mailbox is one alternative that households use to manage their mail. In 2012, 3 percent of all households in the U.S. rented mailboxes from the Postal Service, and 1 percent rented a box from a private company. Post office box use, however, declined in the past ten years, with 3 percent of U.S. households renting a post office box from the Postal Service in 2012, compared to 10 percent in 2001.

**Figure 2.3:**  
Household Visits to Post Office in Past Month



Source: HDS Recruitment Data, FY 2007 and 2012.



# Chapter 3: Correspondence

## Introduction

This chapter examines correspondence mail among households and between households and businesses, including letters, greeting cards, invitations, and announcements. In several cases, this chapter, and several following it, examines comparisons in data between 2010 and 2012, providing an illustration of mail trends over time.

## Correspondence Mail Volume

Total correspondence sent and received represents about nine percent of all household mail volumes, as shown in Table E.2. Table 3.1 provides a recent history of total correspondence volumes, showing an 8.4 percent decline from 2010 to 2012. Personal correspondence, which is essentially household to household mail, fell 13.2 percent from 2010 to 2012, continuing a long-term decline that started 25 years ago. In 1987, households reported receiving 1.6 pieces of personal correspondence each week. By 2012, personal correspondence received declined 56 percent, to just 0.7 pieces per household per week.

In large part, this decline stemmed from competition from an ever-changing landscape of communication technologies, such as affordable long-distance telephone service and, more recently,

e-mail, social networking, and cellular communications—all of which provide an alternative to personal letters and business inquiries. Such advances in technological communications completely transformed the marketplace, and continue to have an impact on personal correspondence.

## Correspondence Mail and Household Characteristics

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

### Income, Education, and Age

Tables 3.2 and 3.3 on the following page show that both household income and educational attainment have a strong effect on correspondence sent and received by households. In many 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, 2010-2012
	2010	2011	2012	
Household to household	4,959	4,387	4,302	-13.2%
Non-household to household	6,082	6,464	6,079	0.0%
Household to non-household	1,882	1,762	1,453	-22.8%
<b>Total</b>	<b>12,922</b>	<b>12,613</b>	<b>11,833</b>	<b>-8.4%</b>
Sector	Pieces per Household per Week			Share of 2012 Total
	2010	2011	2012	
Household to household	0.8	0.7	0.7	36.4%
Non-household to household	1.0	1.0	1.0	51.4%
Household to non-household	0.3	0.3	0.2	12.3%
<b>Total</b>	<b>2.1</b>	<b>2.0</b>	<b>1.9</b>	<b>100%</b>

Source: HDS Diary Sample, FY 2010, 2011, and 2012.  
Notes: Totals may not sum due to rounding.

**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	0.7	1.1	1.1	1.2	<b>1.0</b>
\$35 to \$65	1.8	1.7	1.6	1.8	<b>1.7</b>
\$65 to \$100	1.7	2.0	2.0	1.9	<b>1.9</b>
Over \$100	0.4	1.7	2.0	2.5	<b>2.3</b>
<b>Average</b>	<b>1.1</b>	<b>1.5</b>	<b>1.6</b>	<b>2.0</b>	<b>1.6</b>

Source: HDS Diary Sample, FY 2012.

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	.4	.6	.6	.6	<b>.5</b>
\$35 to \$65	1.2	.9	.8	1.1	<b>1.0</b>
\$65 to \$100	1.0	1.3	1.0	1.2	<b>1.2</b>
Over \$100	.0	.9	1.0	1.3	<b>1.2</b>
<b>Average</b>	<b>.6</b>	<b>.9</b>	<b>.8</b>	<b>1.1</b>	<b>.9</b>

Source: HDS Diary Sample, FY 2012.

Note: Excludes Don't Know/Refused.

Tables 3.4 and 3.5 show that age also has a significant effect on correspondence mail sent and received by households. Regardless of their income, in most cases, younger households both send and

receive fewer pieces of correspondence mail. Young adults have traditionally sent and received less mail than older adults, but the advent of the Internet age widened the gap between these two age groups.

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

Household Income (Thousands)	Age of Head of Household			Average
	Under 34	35 to 54	Over 55	
Under \$35	.8	1.0	1.1	<b>1.0</b>
\$35 to \$65	1.6	1.8	1.7	<b>1.7</b>
\$65 to \$100	1.7	1.7	2.3	<b>1.9</b>
Over \$100	2.0	2.3	2.3	<b>2.3</b>
<b>Average</b>	<b>1.4</b>	<b>1.8</b>	<b>1.7</b>	<b>1.6</b>

Source: HDS Diary Sample, FY 2012.

**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	.4	.4	.6	<b>.5</b>
\$35 to \$65	.9	1.0	1.0	<b>1.0</b>
\$65 to \$100	1.2	.9	1.5	<b>1.2</b>
Over \$100	1.1	1.2	1.2	<b>1.2</b>
<b>Average</b>	<b>.8</b>	<b>.9</b>	<b>1.0</b>	<b>.9</b>

Source: HDS Diary Sample, FY 2012.

## Household Size

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

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

Household Size	Received	Sent
One person	1.2	.7
Two	1.7	1.0
Three	1.6	.9
Four	1.9	1.0
Five or more	2.0	1.0
<b>Total</b>	<b>1.6</b>	<b>.9</b>

Source: HDS Diary Sample, FY 2012.

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

Number of Adults	Received	Sent
One	1.1	.6
Two	1.8	1.0
Three or more	1.9	.9
<b>Average</b>	<b>1.6</b>	<b>.9</b>

Source: HDS Diary Sample, FY 2012.

## Internet Access

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

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

Type of Internet Access	Received	Sent
Broadband	1.8	1.0
Dial-up	1.4	.7
None	1.0	.6
<b>Average</b>	<b>1.6</b>	<b>.9</b>

Source: HDS Diary Sample, FY 2012.

**Table 3.9:**  
Income and Education by Type of Internet Access

Type of Internet Access	Median Income (\$)	% w/ College Degree
Broadband	62,964	42%
Dial-up	41,761	26%
None	21,529	11%

Source: HDS Diary Sample, FY 2012.

## Personal Correspondence

In FY 2012, personal correspondence accounted for an average of 0.7 pieces of mail per week, which is about the same as in 2011 and lower than in 2010. Table 3.10 shows the total volumes and average number of pieces by personal correspondence type.

The volume of personal letters continued to decline in 2012—a trend primarily driven by the adoption of the Internet as a preferred method of communication. Similarly, all other types of personal correspondence also fell because of the

increasing availability of new electronic alternatives (such as e-cards, e-vites, smart phones, and social networks).

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

**Table 3.10:**  
Personal Correspondence Sent and Received

Correspondence Type	Volume (Millions of Pieces)			Change, 2010-2012
	2010	2011	2012	
Personal Letters	850	644	650	-23.5%
Holiday Greeting Cards	2,073	1,945	1,944	-6.2%
Non-Holiday Greeting Cards	1,295	1,173	1,086	-16.2%
Invitations/Announcements	522	492	460	-11.8%
Other Personal	219	133	162	-25.9%
<b>Total</b>	<b>4,959</b>	<b>4,387</b>	<b>4,302</b>	<b>-13.2%</b>
Correspondence Type	Pieces per Household per Week			Share of 2012 Total
	2010	2011	2012	
Personal Letters	.1	.1	.1	15.1%
Holiday Greeting Cards	.3	.3	.3	45.2%
Non-Holiday Greeting Cards	.2	.2	.2	25.2%
Invitations / Announcements	.1	.1	.1	10.7%
Other Personal	.0	.0	.0	3.8%
<b>Total</b>	<b>.8</b>	<b>.7</b>	<b>.7</b>	<b>100.0%</b>

Source: HDS Diary Sample, FY 2010, 2011, and 2012.

Note: Totals may not sum due to rounding.

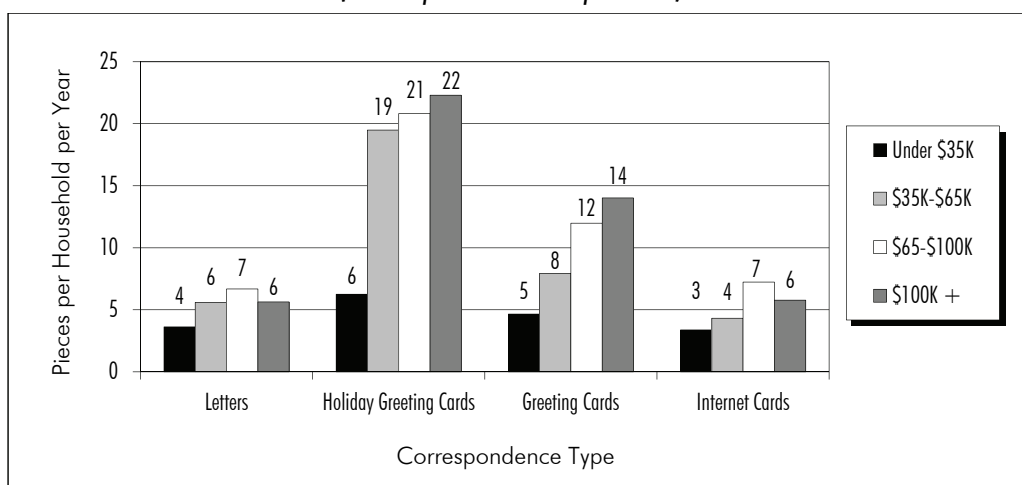
Figure 3.1 shows the major personal correspondence types by income. Personal correspondence sent by households seems to follow a pattern of higher-income households being more likely to send letters, holiday cards, and non-holiday greeting cards than lower-income households.

The largest disparity between high- and low-income households is in the volume of holiday greeting cards sent. Households with incomes greater than \$100,000 sent an average of 22 holiday greeting cards in FY 2012, compared to the 6 cards sent by households with incomes lower than \$35,000.

Internet card use is gradually growing to a level comparable to non-holiday greeting card mail.

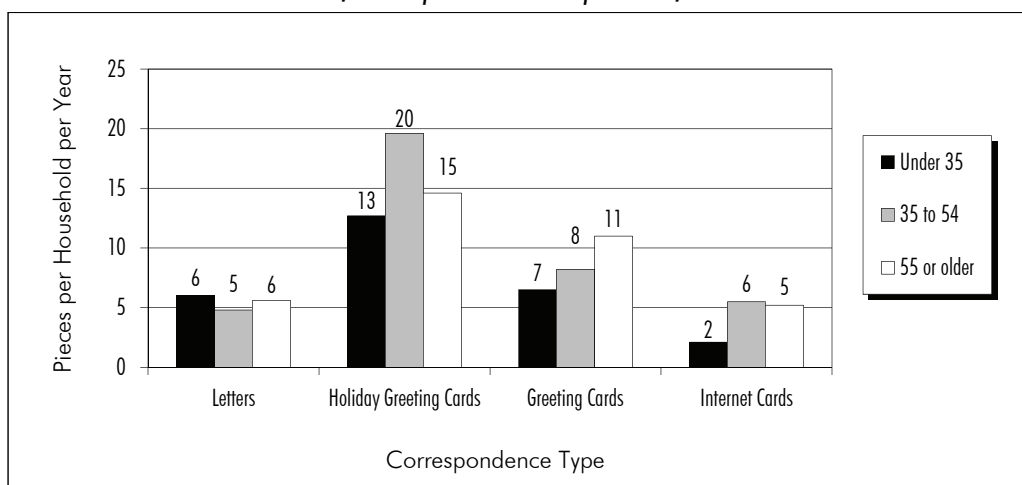
The number of letters and greeting cards sent also seems to follow a pattern where the older the head of household, on average, the more the greeting cards that are sent. Figure 3.2 illustrates this point. Use of social media to send greetings at no cost could explain, in part, the low number of internet cards sent by younger heads of household.

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



Source: HDS Diary Sample, FY 2012.

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

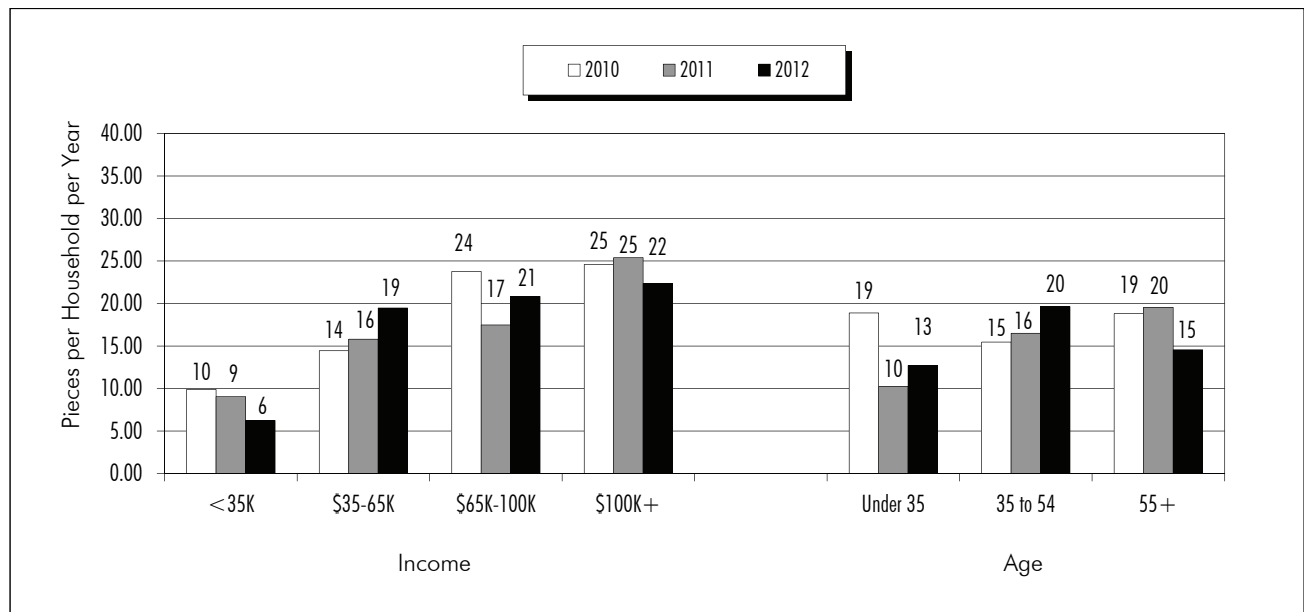


Source: HDS Diary Sample, FY 2012.

The relationship between holiday greeting cards sent and income is shown in more detail in Figure 3.3. In FY 2012, as in prior years, higher-income households sent the most holiday greeting cards. Households with incomes greater than \$100,000 sent 22 holiday greeting cards, while households with incomes lower than \$35,000 sent only six holiday greeting cards in FY 2012.

When examined by age, the number of holiday greeting cards sent is typically much greater for households where the head of household is older. In 2012, households where the head of household is aged 55 or older, on average, sent 15 holiday greeting cards, while households where the head of household is younger (35 or younger) sent thirteen.

**Figure 3.3:**  
Holiday Greetings Sent by Age and Income, FY 2010, 2011, and 2012



Source: HDS Diary data, Diary Sample only, FY 2010, 2011, and 2012.

As shown in Table 3.11, households with Internet access (particularly Broadband) receive more letters, holiday cards, and non-holiday greeting cards, compared to households without Internet access. As discussed earlier, households with

Internet access, on average, have higher income and education levels (see Table 3.9) -- attributes that typically lead to a greater use of written correspondence.

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

Correspondence Type	No Internet Access	Dial-up	Broadband
Personal Letters	.09	.07	.11
Holiday Greeting Cards	.15	.17	.35
Non-Holiday Greeting Cards	.11	.14	.19
<b>Total</b>	<b>.35</b>	<b>.37</b>	<b>.65</b>

Source: HDS Diary Sample FY 2012.

## Business Correspondence

This section of the report provides data on correspondence types between households and businesses. In addition to correspondence mail, households and businesses exchange bill payments, statements, and advertising (discussed in Chapters 4 and 5). Table 3.12 outlines volumes by types of correspondence for 2010 through 2012.

Correspondence received from the non-household sector accounts for about 50 percent of all correspondence sent and received by households (see Table 3.1).

Invitations and announcements represent 44 percent of business and government correspondence received by households. Announcements are also the main type of social correspondence households receive; in 2012 they represented 75 percent of all social mail received.

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

Business Correspondence Type	2010	2011	2012	Change, 2010–2012
<b>Business/Government/Social Received by Households</b>				
Invitation/Announcement	1,781	2,003	2,048	15.0%
Holiday Greeting from Business	323	358	294	-9.0%
Other Business/Government	2,050	2,381	2,295	12.0%
<b>Total Business/Government Received</b>	<b>4,154</b>	<b>4,742</b>	<b>4,637</b>	<b>11.6%</b>
Announcement	1,375	1,241	1,082	-21.3%
Other Social	552	481	359	-34.9%
<b>Total Social Received</b>	<b>1,928</b>	<b>1,722</b>	<b>1,442</b>	<b>-25.2%</b>
<b>Total Received</b>	<b>6,082</b>	<b>6,464</b>	<b>6,079</b>	<b>0.0%</b>
<b>Business/Government/Social Sent from Households</b>				
Inquiry	408	79	45	-89.0%
Other Business/Government	1,101	1,373	1,153	4.7%
<b>Total Business/Government Sent</b>	<b>1,509</b>	<b>1,452</b>	<b>1,198</b>	<b>-20.6%</b>
Letter	86	40	15	-82.6%
Inquiry	52	2	5	-90.4%
Other Social	234	267	235	0.4%
<b>Total Social Sent</b> (Social includes social, political & nonprofit.)	<b>372</b>	<b>309</b>	<b>255</b>	<b>-31.5%</b>
<b>Total Sent</b>	<b>1,881</b>	<b>1,761</b>	<b>1,453</b>	<b>-22.8%</b>

Source: HDS Diary Sample, FY 2010, 2011, and 2012.

Notes: Totals may not sum due to rounding.

Increases in correspondence between households and non-households are due to 2011 survey questionnaire improvements which restated previously unclassified mail.



# Chapter 4: Transactions

## Introduction

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

## Transactions Mail Volume

Transactions sent and received constitute 26 percent of all household mail volumes (as seen in Table E.2) and 62 percent of household First-Class Mail; as such, they are an important part of the mail stream. Although many businesses use electronic funds transfer (EFT) or other electronic technologies to settle transactions, households still receive and pay a majority of their recurring bills through the Postal Service. As the Internet and Broadband become more ubiquitous, however, the movement towards consumer Electronic Bill

Presentment and Payment (EBPP) is expected to continue gaining momentum.

As Table 4.1 shows, the total transactions volume sent and received by households fell 8.8 percent between 2010 and 2012. All major transaction categories contributed to the decline (the increase in insurance related transactions is due to a restatement of previously unclassified mail).

Electronic diversion continues to erode the volume of mail payments in favor of online payments, automatic deductions from bank accounts, and other electronic methods of bill payment. The availability of new payment alternatives, accompanied by an unprecedented economic downturn, resulted in a 16.2 percent decline in bills paid by mail between 2010 and 2012. The growth in non-mail methods of payments is also evident in Table 4.1, which shows that bills paid by mail are far fewer than total bills received (as discussed below, only 40 percent of all household bills were paid by mail in 2012).

**Table 4.1: Transactions Mail Sent and Received**

Transaction Type	Volume (Millions of Pieces)			Change, 2010–2012
	2010	2011	2012	
<b>Business</b>				
Bills	16,132	14,927	14,082	-12.7%
Bill Payments	8,088	6,707	6,776	-16.2%
Statements	6,375	5,618	5,584	-12.4%
Confirmations	1,285	1,275	1,193	-7.2%
Payments (to HH)	2,543	2,343	2,464	-3.1%
Orders	394	270	190	-51.6%
Rebates	161	140	140	-13.0%
Insurance Related	896	2,485	2,257	151.9%
Other Transactions	132	442	397	200.8%
<b>Total Business</b>	<b>36,006</b>	<b>34,207</b>	<b>33,083</b>	<b>-8.1%</b>
<b>Social/Charitable</b>				
Requests for Donation	657	674	608	-7.5%
Donations	484	366	283	-41.5%
Bills	169	124	124	-26.6%
Confirmations	265	207	188	-29.1%
<b>Total Social/Charitable</b>	<b>1,575</b>	<b>1,371</b>	<b>1,203</b>	<b>-23.6%</b>
<b>Total Transactions</b>	<b>37,581</b>	<b>35,578</b>	<b>34,286</b>	<b>-8.8%</b>

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

Transaction Type	Pieces per Household per Week			Share 2012
	2010	2011	2012	
<b>Business</b>				
Bills	2.6	2.4	2.2	41.1%
Bill Payments	1.3	1.1	1.1	19.8%
Statements	1.0	0.9	0.9	16.3%
Confirmations	0.2	0.2	0.2	3.5%
Payments (to HH)	0.4	0.4	0.4	7.2%
Orders	0.1	0.0	0.0	0.6%
Rebates	0.0	0.0	0.0	0.4%
Insurance Related	0.1	0.4	0.4	6.6%
Other Transactions	0.0	0.1	0.1	1.2%
<b>Total Business</b>	<b>5.9</b>	<b>5.5</b>	<b>5.3</b>	<b>96.5%</b>
<b>Social/Charitable</b>				
Requests for Donation	0.1	0.1	0.1	1.8%
Donations	0.1	0.1	0.0	0.8%
Bills	0.0	0.0	0.0	0.4%
Confirmations	0.0	0.0	0.0	0.5%
<b>Total Social/Charitable</b>	<b>0.3</b>	<b>0.2</b>	<b>0.2</b>	<b>3.5%</b>
<b>Total Transactions</b>	<b>6.1</b>	<b>5.8</b>	<b>5.4</b>	<b>100.0%</b>

Source: HDS Diary Sample, FY 2010, 2011, and 2012.

Historical data was restated as a result of improvements to the 2011 survey questionnaires, which restated previously unclassified mail. The increase in the newly created insurance related category is also related to the changes to the questionnaires.

## Transactions Mail and Household Characteristics

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

### Income, Education, and Age

As seen in Tables 4.2 and 4.3, household income and educational attainment influence the amount of

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

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

Household Income (Thousands)	Educational Attainment of Head of Household				Average
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	3.2	3.1	2.7	2.9	<b>3.0</b>
\$35 to \$65	4.8	4.5	4.7	3.7	<b>4.4</b>
\$65 to \$100	5.4	5.4	5.4	4.5	<b>5.0</b>
Over \$100	4.7	5.9	4.9	5.6	<b>5.5</b>
<b>Average</b>	<b>3.7</b>	<b>4.3</b>	<b>4.2</b>	<b>4.6</b>	<b>4.3</b>

Source: HDS Diary Sample, FY 2012.

**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	1.0	.9	.8	1.0	<b>.9</b>
\$35 to \$65	1.5	1.5	1.4	1.1	<b>1.3</b>
\$65 to \$100	1.7	1.5	1.4	1.0	<b>1.3</b>
Over \$100	0.1	1.3	1.3	1.1	<b>1.2</b>
<b>Average</b>	<b>1.1</b>	<b>1.3</b>	<b>1.2</b>	<b>1.1</b>	<b>1.2</b>

Source: HDS Diary Sample, FY 2012.

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

**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	2.2	3.0	3.4	<b>3.0</b>
\$35 to \$65	3.0	4.7	4.9	<b>4.4</b>
\$65 to \$100	3.2	5.1	5.8	<b>5.0</b>
Over \$100	3.5	5.4	6.7	<b>5.5</b>
<b>Average</b>	<b>2.9</b>	<b>4.6</b>	<b>4.8</b>	<b>4.3</b>

Source: HDS Diary Sample, FY 2012.

**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	.7	1.2	<b>.9</b>
\$35 to \$65	.6	1.3	1.7	<b>1.3</b>
\$65 to \$100	.8	1.2	1.6	<b>1.3</b>
Over \$100	.3	1.0	1.8	<b>1.2</b>
<b>Average</b>	<b>.6</b>	<b>1.1</b>	<b>1.5</b>	<b>1.2</b>

Source: HDS Diary Sample, FY 2012.

## Household Size

In terms of household size, Table 4.6 shows that the increase from a one-person household to a two-person household adds 1.6 pieces of transactions mail per week received and 0.3 pieces per week sent, but a larger household size has little effect on volume.

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

Household Size	Received	Sent
One person	2.9	1.1
Two	4.5	1.4
Three	4.7	1.2
Four	4.9	1.0
Five or more	4.8	.7
<b>Average</b>	<b>4.3</b>	<b>1.2</b>

Source: HDS Diary Sample, FY 2012.

For transactions mail received, Table 4.7 shows that one additional adult adds about 1.6 pieces (on average) of mail received per week. However, one additional adult generates only 0.1 pieces of additional mail sent.

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

Number of Adults in Household	Received	Sent
One	2.9	1.1
Two	4.5	1.2
Three or more	5.4	1.1
<b>Average</b>	<b>4.3</b>	<b>1.2</b>

Source: HDS Diary Sample, FY 2012.

## Internet Access

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

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

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

Type of Internet Access	Received	Sent
Broadband	4.5	1.1
Dial-up	4.7	1.3
None	2.9	1.2
<b>Average</b>	<b>4.3</b>	<b>1.2</b>

Source: HDS Diary Sample, FY 2012.

**Table 4.9:**  
Income and Education by Type of Internet Access

Type of Internet Access	Median Income	% w/ College Degree
Broadband	62,964	42%
Dial-up	41,761	26%
None	21,529	11%

Source: HDS Diary Sample, FY 2012.

## Bill Payment

The total number of bills paid per month per household increased from 11.5 in 2010 to 12.1 in 2012. Households use a variety of methods to pay bills. Historically, they have been paid in person, via phone, or by mail. In the past decade, emerging technologies provided additional bill payment options. The most important of these is electronic bill payment, which, for purposes of this chapter, includes payments made via Internet, automatic deductions from bank accounts, and automatic charges to credit cards.

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

Table 4.10 shows the percentage of households that pay bills by each method and the average number of bills paid per month by each method. About 79 percent of households paid at least one bill by mail. Alternatively, this implies that 21 percent of households no longer paid any of their bills by mail. Other popular bill payment methods were online (used by 65.4 percent of households) and automatic deductions from bank accounts (57.1 percent of households). The average number of bills paid by mail per household was 4.8 per month, down 11 percent from 54 in 2010. In 2012, only 40 percent of all household payments were made by mail—the lowest share to date.

In 2012, households reported paying more monthly bills electronically (6.7) than by mail (4.8). Additionally, regarding total electronic payments, more payments were made online (4.3) than by all other electronic methods combined (2.5).

**In 2012, households reported paying more bills electronically than by mail.**

**Table 4.10:**  
Bill Payment by Method, FY 2010, 2011, and 2012

Bill Payment Method	2010	2011	2012		
	Average Number of Bills Paid per Month	Average Number of Bills Paid per Month	Average Number of Bills Paid per Month	Share of Bills Paid	Percent of Households Using Method
Mail	5.4	5.0	4.8	39.9%	79.0%
Automatic Deduction	1.5	1.5	1.7	14.3%	57.1%
Internet	3.3	3.6	4.3	35.1%	65.4%
In-person	.5	.5	.5	4.2%	26.1%
Credit Card	.4	.4	.5	3.9%	21.8%
Telephone	.3	.3	.3	2.6%	14.9%
<b>Total</b>	<b>11.5</b>	<b>11.3</b>	<b>12.1</b>	<b>100.0%</b>	<b>—</b>

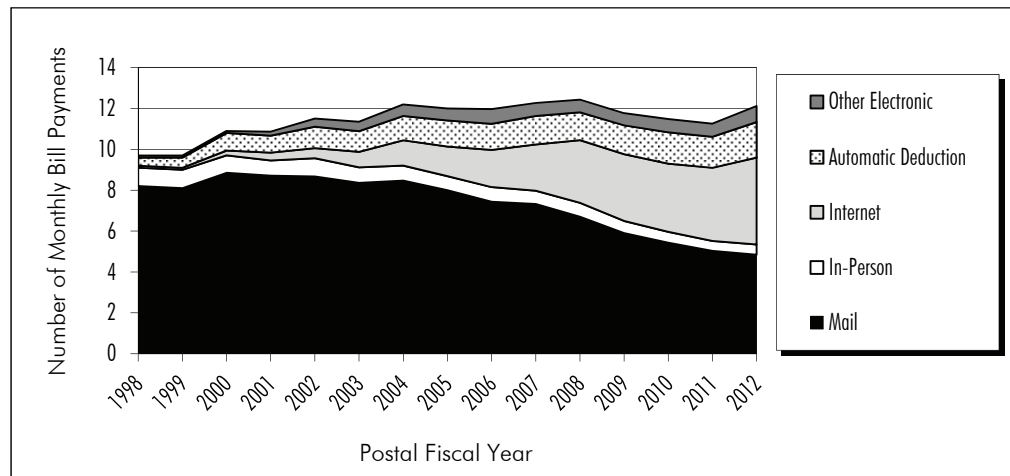
Source: HDS Diary Sample, FY 2010, 2011, and 2012.

Historical data for payments by mail was restated as a result of improved 2011 survey questionnaires which restated previously unclassified mail pieces.

As Figure 4.1 shows, electronic methods account for a growing share of household bill payments over time. In fact, since 2000, the average number of bills

paid by electronic methods more than quadrupled, largely at the expense of the mail, which fell about 45 percent during that time.

**Figure 4.1:**  
Monthly Average Household Bill Payment by Method



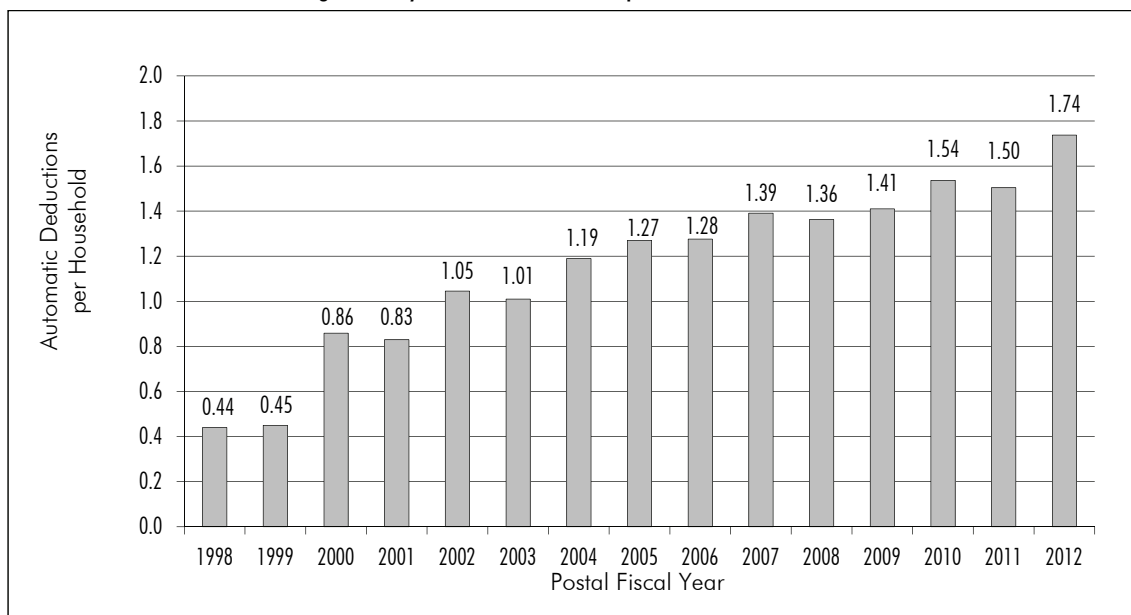
Source: HDS Diary Sample, FY 1998-2012.

Note: Other Electronic includes telephone.

Figure 4.2 shows that automatic deductions more than tripled since 1998. Over time, however, the increasing affordability and popularity of Broadband has provided sufficient motivation for many households to transition from automated

deductions to online bill payments, in a way similar to the electronic diversion of payments by mail. As a result, automatic deductions have leveled off in recent years.

**Figure 4.2:**  
Average Monthly Automatic Deductions per Household



Source: HDS Diary Sample, FY 1998-2012.

The types of bills paid by mail are shown in Table 4.11. 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 2010. The share of electric bills paid by mail was the largest. In 2012, 46 percent of households paid their electric bills by mail, down from 50 percent in 2010. Similarly, the share of telephone bills paid by mail decreased from 48 percent in 2010 to 44 percent in 2012. All remaining bill types experienced similar declines in the shares paid by mail, leaving them with less than a 50 percent share paid by mail.

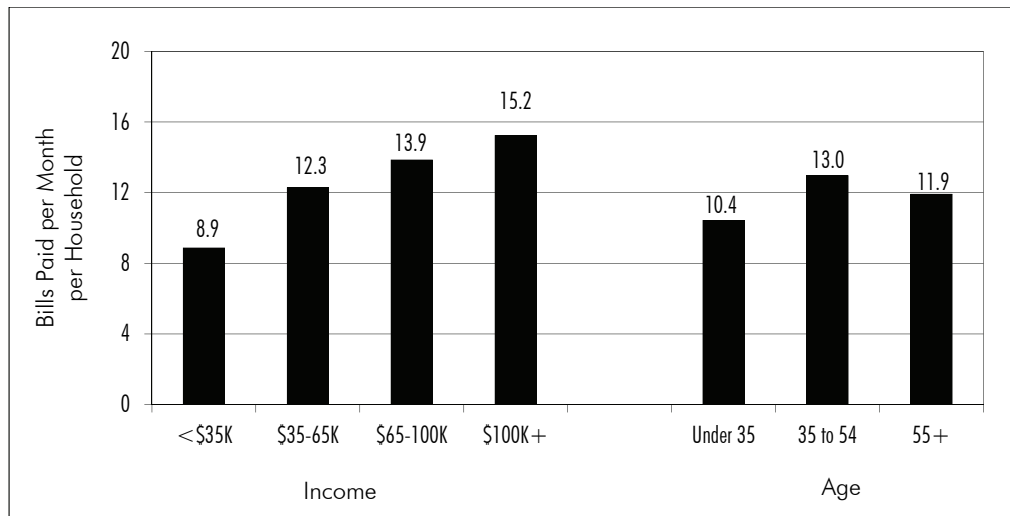
The Household Diary Study finds that the number of total bills paid per month varies by age and income, as does the choice of method used for bill payment. Figure 4.3 shows the total average number of bills paid per month for each income and age group.

**Table 4.11:**  
Types of Bills Paid by Mail

Bill Type	Percent of Household		
	2010	2011	2012
Electric	50%	47%	46%
Telephone	48%	43%	44%
Credit Cards	42%	40%	38%
Insurance	46%	42%	39%
Cable/Satellite TV	40%	37%	35%
Water/Sewer	38%	35%	35%
Natural Gas/Propane, etc.	39%	37%	36%
Medical	45%	40%	39%
Cell Phone	29%	28%	26%
Rent/Mortgage	29%	26%	24%
Internet Service	24%	24%	23%
Taxes	40%	35%	35%
Car Payment	17%	15%	15%
Other Loans	16%	16%	15%
Alimony/Child Support	1%	1%	1%

Source: HDS Recruitment Sample, FY 2010, 2011, and 2012.

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



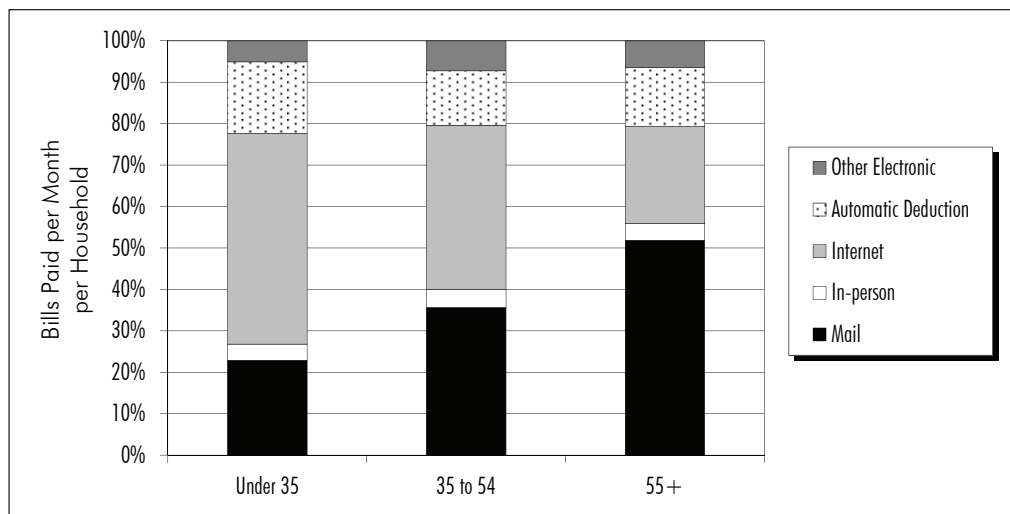
Source: HDS Diary Sample, FY 2012.

Unsurprisingly, the number of bills paid per month is positively related to household income. Households with incomes above \$100,000 paid an average of 15.2 bills per month in FY 2012, compared to 8.9 bills paid by households with incomes below \$35,000.

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

Younger households pay the majority of their bills electronically. Figure 4.4 shows that the younger the head of a household is the more likely the household will pay bills electronically. Even when comparing just the Internet portion of total electronic payments to mail payments, younger households paid a greater share of bills online than by mail. Younger households paid only 23 percent of their bills by mail and 51 percent online, as compared to older households, who paid 52 percent of their bills by mail and only about 23 percent online.

**Figure 4.4:**  
Bill Payment Method by Age



Source: HDS Diary Sample, FY 2012.

Note: Other Electronic includes telephone.

## Bills and Statements Received

Table 4.12 shows the overall volume of bills and statements received. In FY 2012, about 43 percent of First-Class Mail received by households was bills and statements. Households received 14.1 billion bills in FY 2012, a 13 percent decline from 2010 (16.1 billion), partly because of account closures associated with the recession and increasing account consolidations. The largest volumes of bills originated from credit card companies (3.9 billion), utilities (2.2 billion), telephone/cable companies (2.2

billion), medical and professional companies (1.6 billion), and insurance companies (1.4 billion).

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

As with bills, the volume of statements households received fell to 5.6 billion from 6.4 billion pieces in 2010, a decrease of 12 percent. In addition to account closures, statements also declined as financial institutions, in an effort to reduce costs, continued to move from monthly to quarterly statement mailings.

**Table 4.12:**  
Bill and Statement Volumes by Industry

Industry	Volumes	
	Bills (Millions)	Statements (Millions)
<b>Financial</b>		
Bank, S&L, Credit Union	953	2,635
Credit Card	3,867	16
Insurance Company	1,393	251
Real Estate/Mortgage	257	108
Other Financial	129	1,701
<b>Total Financial</b>	<b>6,599</b>	<b>4,711</b>
<b>Merchants</b>		
Department Store	61	3
Publisher	270	3
Mail Order Company	84	2
Other Merchants	151	59
<b>Total Merchants</b>	<b>565</b>	<b>68</b>
<b>Service</b>		
Telephone/Cable Company	2,190	14
Utility Company	2,213	17
Medical and Other Professional	1,682	194
Other Service	385	25
<b>Total Service</b>	<b>6,469</b>	<b>250</b>
<b>Manufacturers</b>	19	8
<b>Government</b>	410	533
<b>Social/Nonprofit</b>	0	0
<b>Other/Don't Know/Refused</b>	19	14
<b>Total – All Industries</b>	<b>14,082</b>	<b>5,584</b>

Source: HDS Diary Sample, FY 2012.

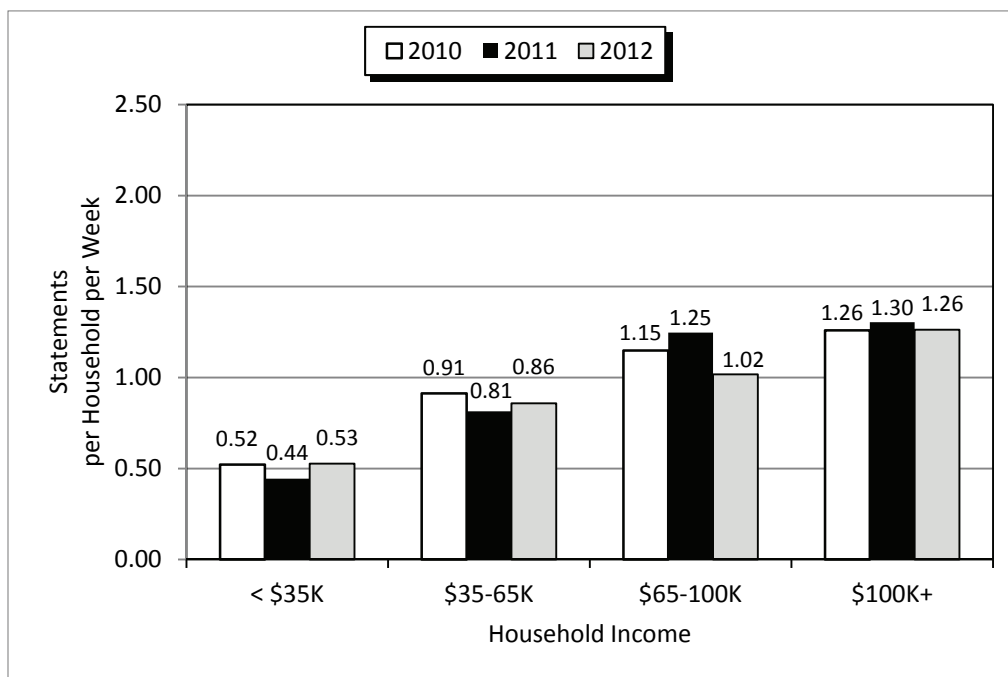


As shown in Figure 4.5, between 2010 and 2012, the total number of statements received by mail decreased mostly in the middle household income categories.

Table 4.13 shows the average volume of bills and statements received by mail and online. For reasons

described earlier, the number of bills and statements households received through the mail decreased 13.5 percent, on a per household basis, compared to 2010. The number of bills and statements received via Internet, on the other hand, increased by 8 percent.

**Figure 4.5:**  
Statements Received by Mail Per Week by Income



Source: HDS Diary Sample, FY 2010, 2011, and 2012. Amounts are rounded.

**Table 4.13:**  
Average Monthly Bills and Statements Received by Method

Method	2010	2011	2012
Mail	15.6	14.4	13.5
Internet	2.4	2.8	2.6
<b>Total</b>	<b>18.0</b>	<b>17.2</b>	<b>16.1</b>
<b>Share Received by Internet</b>	<b>13.3%</b>	<b>16.3%</b>	<b>16.1%</b>

Source: HDS Diary Sample, FY 2010, 2011, and 2012.

Notes: Internet averages use HDS Diary Sample.

Mail includes Bills and Statements.

# Chapter 5: Advertising Mail

## Introduction

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

## The Advertising Market

According to Magna Advertising Group, American businesses spent about \$176 billion in 2012 advertising their products and services, which represents a 2.6 percent increase following a 1.7 percent spending increase in 2011. Of this total advertising spending, 11 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 2012. However, the weak economic recovery led to only a small increase in total advertising spending. A large increase in Internet advertising left fewer funds available for more traditional advertising methods such as direct mail. As shown in Table 5.1, direct mail spending declined 5.9 percent compared to 2011; Internet advertising, on the other hand, increased 14.4 percent, by far the strongest spending growth compared to all other media categories.

**Table 5.1:**  
U.S. Advertising Spending Growth by Medium, 2010-2012  
(Percent Growth from Prior Year)

Medium	2010	2011	2012
Direct Mail	3.8%	-0.9%	-5.9%
Newspapers	-8.2%	-9.2%	-6.5%
Television	12.4%	1.3%	7.2%
Radio	4.8%	-0.5%	0.6%
Magazines	0.1%	-0.5%	-6.8%
Internet	14.9%	21.9%	14.4%
All Other	-12.3%	-8.8%	-8.4%
<b>Total</b>	<b>4.5%</b>	<b>1.7%</b>	<b>2.6%</b>

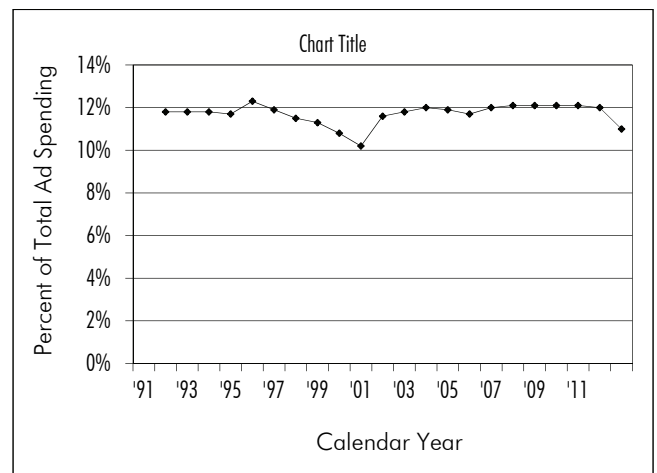
Source: Magna Advertising Group—estimates.  
Note: Totals may not sum due to rounding.

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

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

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

**Figure 5.1:**  
Direct Mail as a Share of Total Advertising, 1991-2012



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

## Advertising Mail Volumes

In 2012, advertising mail represented 60 percent of all household mail. Households received 79.6 billion pieces of advertising mail, 6.5 percent less than in 2011.

As shown in Table 5.2, First-Class advertising mail accounts for 11.0 billion pieces (13.8 percent of all advertising mail received by households). Of this volume, 4.9 billion pieces are advertising-only, while the other 6.1 billion pieces are secondary advertising pieces. These pieces, also referred to as advertising-enclosed mail, are typically included in the volume totals of the primary piece, be it a bill, statement, or correspondence mailing.

In 2012, First-Class advertising-only mail declined almost 13 percent from 2011, continuing a downward trend that began in 2007, just prior to the last recession. Weak economic conditions that followed encouraged mailers to rely more heavily on Standard Mail advertising, a less costly alternative to First-Class Mail.

Advertising mail represented  
60 percent of all mail received  
by households in 2012.

About 86 percent (68.5 billion pieces) of all advertising mail received by households in 2012 was sent via Standard Mail. This represents a 5.4 percent decrease compared to 2011, mostly due to a weak economy.

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

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

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

Mail Classification	Volume (Billions of Pieces)			Growth, 2010-2012
	2010	2011	2012	
<b>First-Class Advertising</b>	<b>12.9</b>	<b>12.6</b>	<b>11.0</b>	<b>-14.7%</b>
Advertising Only	6.2	5.3	4.9	<b>-20.4%</b>
Secondary Advertising	6.7	7.4	6.1	<b>-9.5%</b>
<b>Standard Mail</b>	<b>70.6</b>	<b>72.4</b>	<b>68.5</b>	<b>-2.8%</b>
Regular and ECR	58.5	60.3	55.8	<b>-4.7%</b>
Nonprofit	12.1	12.0	12.8	<b>5.9%</b>
Unsolicited Packages	0.1	0.1	0.1	<b>10.1%</b>
<b>Total Advertising</b>	<b>83.6</b>	<b>85.1</b>	<b>79.6</b>	<b>-4.7%</b>
Unaddressed Mail	1.7	1.1	1.0	<b>-42.5%</b>

Source: HDS Diary Sample, FY 2010, 2011, and 2012.

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
	2010	2011	2012	
<b>First-Class Advertising</b>	<b>2.1</b>	<b>2.0</b>	<b>1.8</b>	<b>13.8%</b>
Advertising Only	1.0	0.9	0.8	6.2%
Secondary Advertising	1.1	1.2	1.0	7.6%
<b>Standard Mail</b>	<b>11.5</b>	<b>11.7</b>	<b>10.9</b>	<b>86.1%</b>
Regular and ECR	9.6	9.8	8.9	70.0%
Nonprofit	2.0	1.9	2.0	16.1%
Unsolicited Periodicals/Packages	0.0	0.0	0.0	0.1%
<b>Total Advertising</b>	<b>13.7</b>	<b>13.8</b>	<b>12.6</b>	<b>100.0%</b>
Unaddressed Mail	0.3	0.2	0.2	1.2%

Source: HDS Diary Sample, FY 2010, 2011, and 2012.

Note: Totals may not sum due to rounding. Unaddressed Mail is not included in totals.

## Advertising Mail and Household Characteristics

### Income, Education, and Age

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

The relationship between advertising mail and household income is quite strong, as seen in Table 5.4. Households with incomes of \$100,000 or more receive more than double the mail pieces received by households with income of less than \$35,000 (19.2 pieces per week compared to 8.1).

Table 5.4 also shows that education plays a key role in the amount of advertising mail households

receive. For example, households headed by someone without a high school degree receive 9.8 pieces per week while households headed by a college graduate receive 15.2 pieces per week (higher income households without a high school diploma likely represent successful entrepreneurs who receive large volumes of business-related ad mail).

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

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

Household Income (Thousands)	Education of Head of Household				Average
	Less than High School	High School graduate	Some College or Technical School	College graduate	
Under \$35	8.0	8.1	8.0	8.8	<b>8.1</b>
\$35 to \$65	11.8	11.5	11.2	11.8	<b>11.5</b>
\$65 to \$100	17.2	13.7	14.0	15.0	<b>14.5</b>
Over \$100	40.2	17.0	16.4	20.1	<b>19.2</b>
<b>Average</b>	<b>9.8</b>	<b>11.3</b>	<b>11.6</b>	<b>15.3</b>	<b>12.6</b>

Source: HDS Diary Sample, FY 2012.

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

Moreover, the older a person is, the longer his or her buying history and the more businesses with which

the person has a relationship that advertising mail can help maintain. Those households with incomes greater than \$100,000 and with a head of household aged 55 and older received the greatest number of advertising mail pieces at 22.9 pieces per week.

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

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

Household Income (Thousands)	Age of Head of Household			Average
	Under 34	35 to 54	Over 55	
Under \$35	5.4	6.8	10.1	<b>8.2</b>
\$35 to \$65	7.7	10.5	14.7	<b>11.5</b>
\$65 to \$100	11.8	13.6	17.5	<b>14.5</b>
Over \$100	13.9	18.3	22.9	<b>19.1</b>
<b>Average</b>	<b>8.5</b>	<b>12.7</b>	<b>14.8</b>	<b>12.6</b>

Source: HDS Diary Sample, FY 2012.

## Household Size

Tables 5.6 and 5.7 show advertising mail received increases as the household size and number of adults in the household increase. While this is evident in looking at changes in household sizes from one to two household members (with a 40 percent increase in mail pieces) 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	9.7
Two	13.5
Three	13.2
Four	13.6
Five or more	13.2
<b>Average</b>	<b>12.6</b>

Source: HDS Diary Sample, FY 2012.

As shown in Table 5.7, households with three or more adults receive 52 percent more advertising mail than a household with only one adult. This represents an increase from an average of 9.4 pieces per week to 14.3 pieces per week. Note, however, that most of this increase occurs when the number of adults increases from one to two, indicating a strong impact stemming from the likelihood of it being a two-income household.

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

Number of Adults	
One	9.4
Two	13.4
Three or more	14.3
<b>Average</b>	<b>12.6</b>

Source: HDS Diary Sample, FY 2012.

## Internet Access

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

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

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

Type of Internet Access	
Broadband	13.2
Dial-up	13.5
None	9.8
<b>Average</b>	<b>12.6</b>

Source: HDS Diary Sample, FY 2012.

**Table 5.9:**  
Income and Education by Type of Internet Access

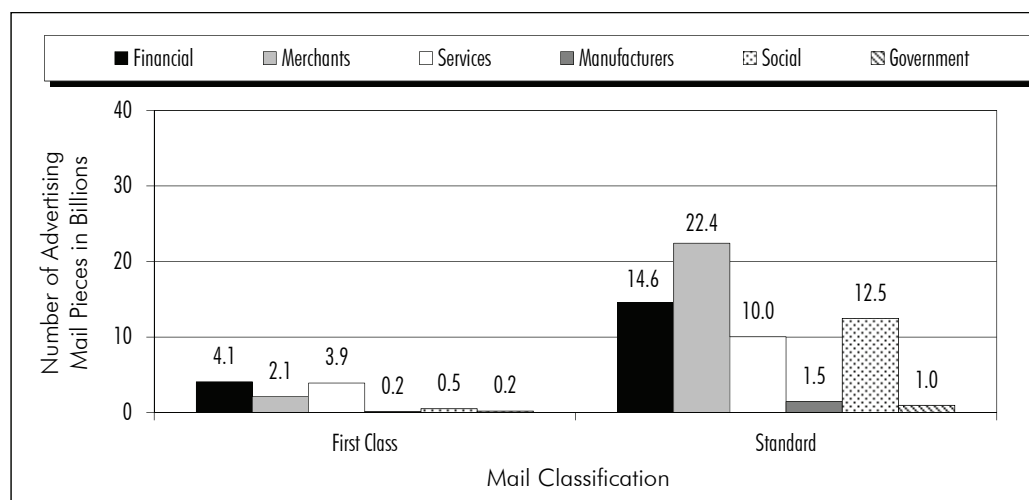
Type of Internet Access	Median Income	% w/ College Degree
Broadband	62,964	42%
Dial-up	41,761	26%
None	21,529	11%

Source: HDS Diary Sample, FY 2012.

## 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 2012, they sent 36 percent of Standard advertising mail and 19 percent of First-Class advertising mail. Financial firms are the second largest sender of Standard Mail advertising (24 percent) and (along with the service sector) the largest sender of First-Class advertising (37 percent).

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



Source: HDS Diary Sample, FY 2012.

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

## Attitudes toward Advertising

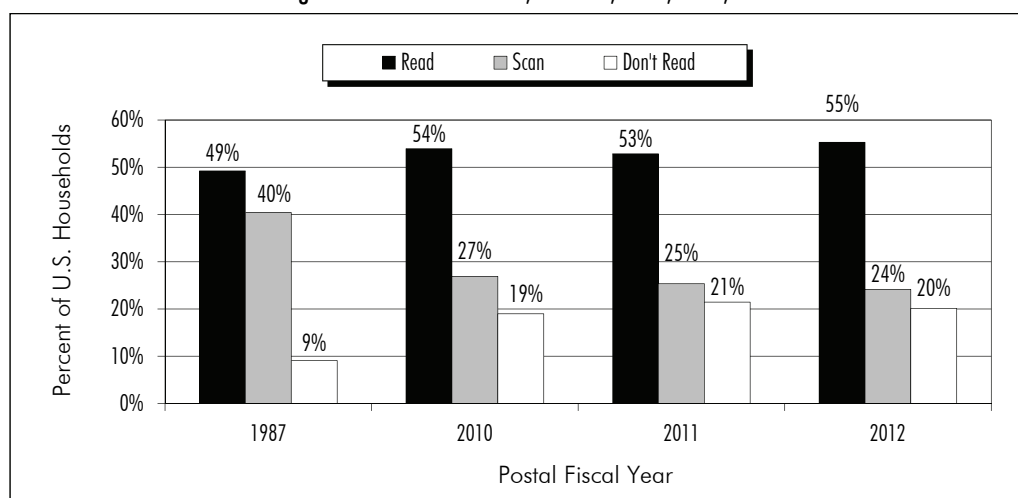
With \$176 billion spent in the United States on advertising, few households would probably wish they received more.

Whether they wish to receive more or not, most households either read or at least scan their advertising mail. Figure 5.3 shows 55 percent of households usually read their advertising mail, while an additional 24 percent scan their mail. Only 20 percent of households report they do not usually

read their advertising mail, 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, FY 1987, 2010, 2011, and 2012



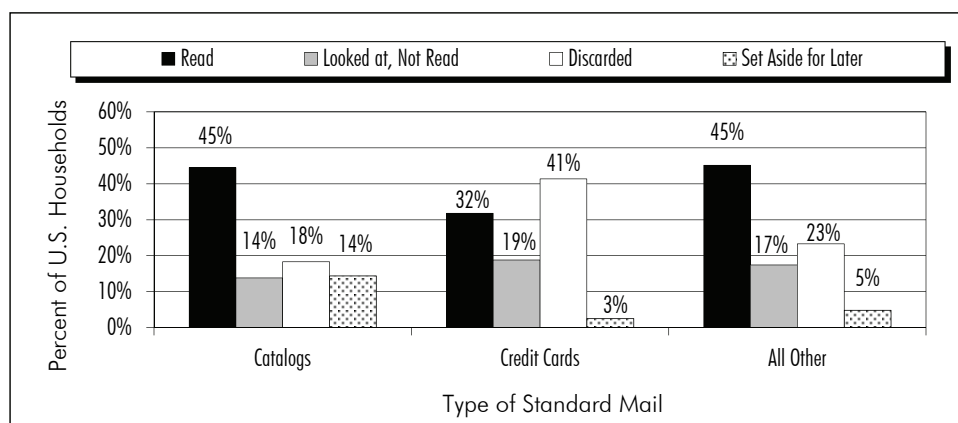
Source: HDS Recruitment Sample, FY 1987, 2010, 2011, and 2012.

Note: Percentages do not include those who did not provide a response.

Interestingly, the survey shows that not all advertising is treated equally. Figure 5.4 shows that catalogs attract more attention than credit card advertising, as they are usually more interesting to read. Forty-five percent of households read catalogs,

and only 18 percent discard them without reading them. In contrast, 32 percent of households read credit card advertising, but 41 percent discard them without reading them.

**Figure 5.4:**  
Treatment of Standard Mail by Type



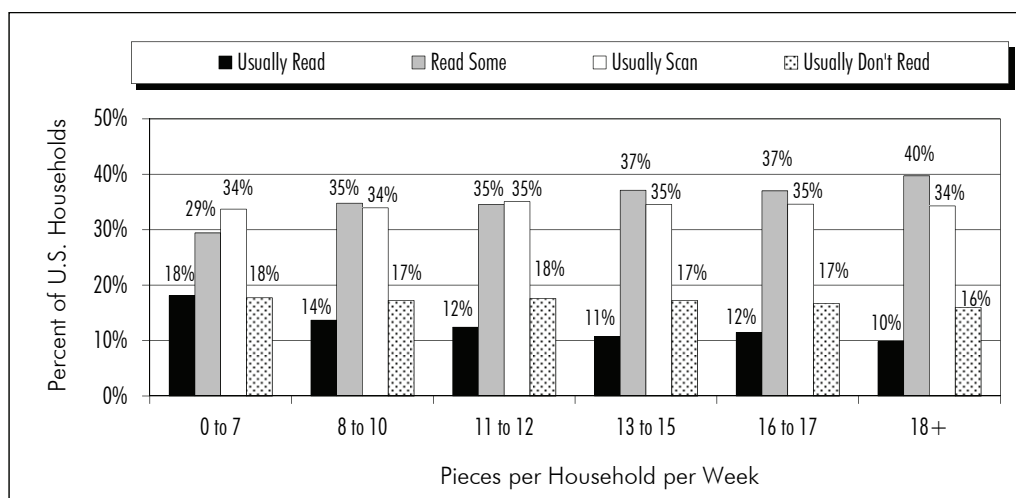
Source: HDS Diary Sample, FY 2012.

Note: Percentages do not include those who did not provide a response.

Another interesting result is found in Figure 5.5. Household behavior toward advertising mail is largely independent of how much advertising mail the household receives. For example, among households that receive zero to seven pieces of advertising mail per week, 47 percent usually read all or some of the mail, and 18 percent usually do not read any. Among households that receive eighteen or more pieces per week, 50 percent usually read all or some, and 16 percent usually do not read any.

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

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



Source: HDS Diary Sample, FY 2012.



## Effectiveness of Advertising Mail

Ultimately, advertisers send direct mail because it works—household members read and respond to it. Table 5.10 presents the intended response of households to advertising mail. Households report they intend to respond to about one in ten pieces of advertising mail, with the intended response to First-Class and Standard Mail advertising being 12 and 13 percent respectively. The table also shows that households say they may respond to another 19 percent of Standard advertising and 13 percent of First-Class advertising. This is not to say that a similar mail piece would receive a higher response rate if mailed via Standard Mail; it is more likely the result of a different mix of advertising in Standard Mail. For example, catalogs, which typically enjoy a high response rate, are routinely mailed Standard Mail but are infrequently mailed First-Class. Credit card advertising pieces, on the other hand, have the lowest response rate and are often mailed First-Class.

Figure 5.6 presents the total number of intended responses to advertising mail by income. As illustrated earlier in Tables 5.4 and 5.5, higher-income households received more advertising mail. Figure 5.6 combines the data on the amount of advertising mail received by household income with the household's intended response to the mail. The result is the average number of intended responses per week for each income level. For example, households with incomes greater than \$150,000

report they intend to respond to 2.2 pieces of advertising mail per week, and they may respond to another 3.9 pieces per week. Other high-income households also indicated they will respond to more than one piece of advertising mail per week, as do some of the lower-income households.

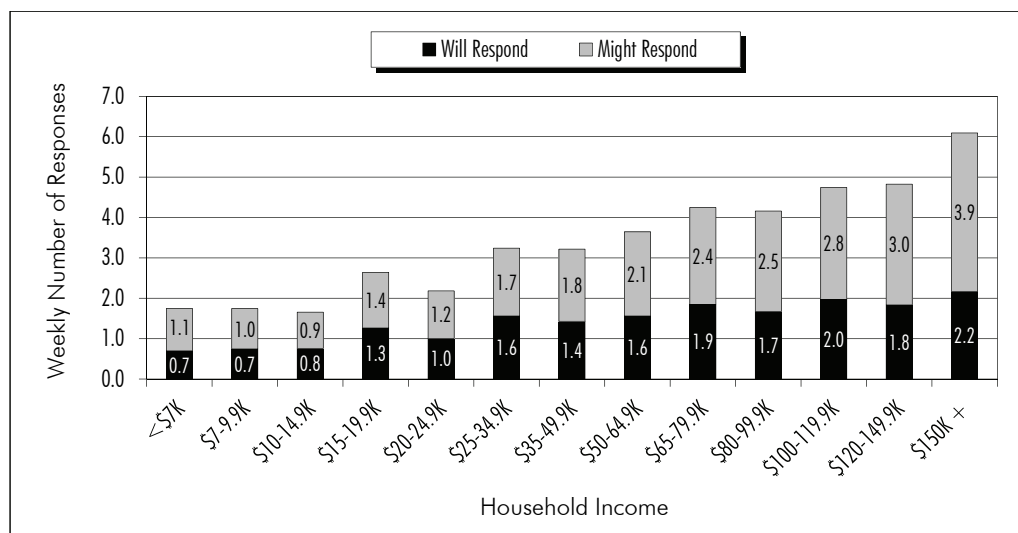
While intended responses do not always lead to actual responses, the data presented in Table 5.10 and Figure 5.6 help explain why direct mail is such a popular choice of advertisers in America. Although there is no completely equivalent measure for intended response to Internet ads, the click-through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

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

Response	First-Class	Standard
Yes	12%	13%
Maybe	13%	19%
No	61%	66%
No Answer	15%	2%

Source: HDS Diary Sample, FY 2012.

**Figure 5.6:**  
Weekly Number of Intended Responses by Income



Source: HDS Diary Sample, FY 2012.

# Chapter 6: Periodicals

## Introduction

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

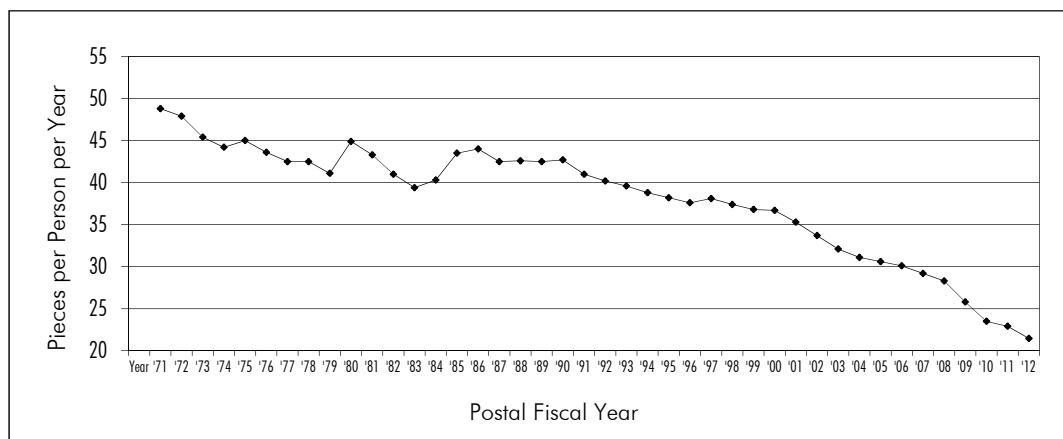
**The Internet has become a strong substitute for hard-copy publications.**

## The Periodicals Market

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

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

**Figure 6.1:**  
Periodicals Mail Volume per Person, 1971-2012  
(Annual Pieces per Person)



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

# Advertising's Impact on Periodicals

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

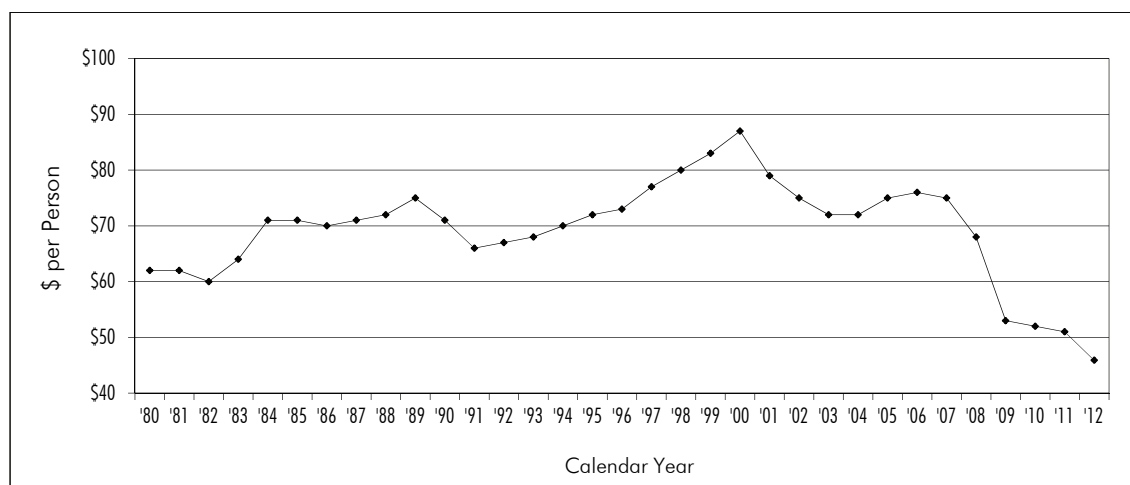
Advertising is a form of business investment. As with other investments, when the economy takes a turn for the worse, advertising tends to slow. By 2000, total advertising as a percent of Gross Domestic Product (GDP) rose to a historically high level; when the high-tech bubble burst, advertising crashed. In 2002, albeit at a slower pace, total advertising spending resumed its growth, and, after six years of economic expansion, reached a new record high. After 2006, however, advertising spending suffered its largest decline in history and, by 2009, fell more than 20 percent. Since 2009, advertising spending increased 9.1 percent, aided by a slow economic recovery.

Magna Advertising Group projects that advertising spending will continue to grow. As the economy continues to recover, it typically would encourage

advertising spending, which, in turn, should bode well for magazines. More magazines in circulation would translate into higher volume for the Postal Service, since, for most titles, the mail remains the primary distribution channel. The Internet, however, has become a strong competitor of hard-copy publications. The Internet provides an alternative channel for news, information, and entertainment. As a consequence, periodical volumes may be headed toward long-term decline, regardless of the state of the economy.

Figure 6.2 shows the sharp decline in real per capita advertising spending for magazines that started in 2001 due to the recession. Annual spending growth resumed in 2004 but only lasted two years. The recession, which started in 2007, sent magazine advertising plummeting to the lowest level in a decade, drastically shrinking the revenues and profitability of the magazine industry. Since 2009 spending decreased an additional 13.4 percent.

**Figure 6.2:**  
Real Per-Capita Magazine Advertising Spending, 1980-2012



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

# Household Periodicals Volume

As shown in Table E.2 of the Executive Summary, periodicals represent 3.9 percent of all household mail volumes. Table E.2 also shows that the volume of periodicals continued to decline over the past three years. In FY 2012, households received 5.1 billion periodicals, compared to 5.4 billion in FY 2011 and 5.5 in FY 2010.

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

In 2012, households received an average of 0.6 magazines per week. The most common type of magazine is monthly, accounting for 67 percent of total magazines.

Newspapers make up 13 percent of total periodicals volume, down from a 35 percent share in 1987. The number of newspapers received per household each week declined from 0.6 in 1987 to only 0.1 in 2012, while magazines declined from 1.0 to 0.6 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.

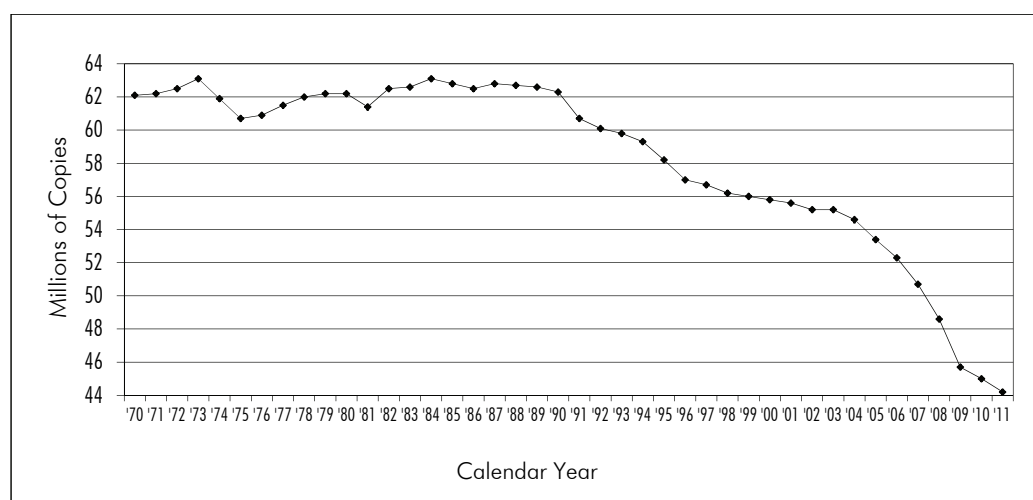
**Table 6.1:**  
Periodical Type by Year  
(Pieces per Household per Week)

Periodical Type	1987	2011	2012
<b>Newspapers</b>	<b>.6</b>	<b>.1</b>	<b>.1</b>
Daily	.2	.0	.0
Weekly	.3	.1	.1
Other	.1	.0	.0
<b>Magazines</b>	<b>1.0</b>	<b>.7</b>	<b>.6</b>
Weekly	.3	.1	.1
Monthly	.6	.4	.4
Other	.1	.1	.1
<b>Unclassified</b>	<b>.1</b>	<b>.1</b>	<b>.1</b>
<b>Total Periodicals</b>	<b>1.7</b>	<b>.9</b>	<b>.8</b>

Source: HDS Diary Sample, FY 1987, 2011, and 2012.

Note: Totals may not sum due to rounding.

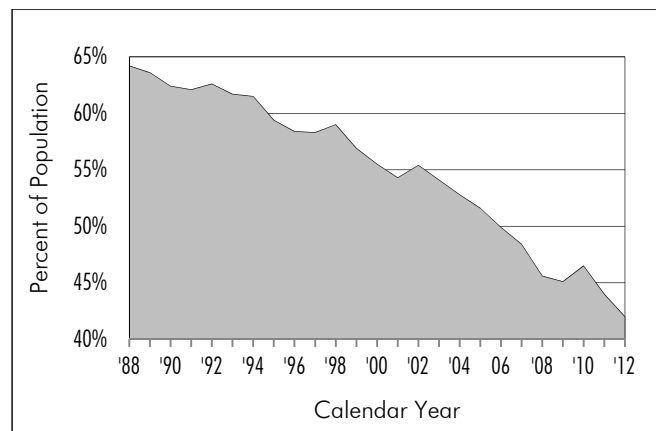
**Figure 6.3:**  
Newspaper Circulation, 1970-2011\*



Source: Newspaper Association of America.

\* Information is only available with a one year lag.

**Figure 6.4:**  
Daily Newspaper Readership, 1987-2012



Source: Newspaper Association of America.

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 42 percent in 2012, after a slight increase in 2010.

**Daily newspaper readership overall has declined significantly since 1987.**

Declining newspaper readership and circulation are not the only contributors to the falling volume of newspapers received via mail by households. With current technology and alternate delivery systems, national newspapers, such as the *Wall Street Journal* and *The New York Times*, deliver their

papers to prime urban and suburban household customers before breakfast. Local printing/distribution and morning delivery mean these copies of these publications no longer move through the mail.

## Periodicals Mail and Household Characteristics

### Income, Education, and Age

Table 6.2 shows that as income and education increase, periodicals volume tends to increase. Households in which the head of the household has a college education receive the most periodicals, averaging 1.0 per week. Similarly, households with an income above \$100,000 receive an average of 1.2 periodicals per week, almost three times what households earning less than \$35,000 receive.

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

Table 6.3 shows periodicals volume by age and income. The higher the income and age of the household, the higher the volume of periodicals received. For households whose heads are under 34 years old and with incomes less than \$35,000, the average is only 0.3 pieces per week. Households with income above \$100,000 and whose heads are over 55 receive the most periodicals, with 1.4 pieces per week.

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

Household Income (Thousands)	Educational Attainment of Head of Household				Average
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	.4	.5	.5	.5	.5
\$35 to \$65	.9	.9	.7	.6	.8
\$65 to \$100	.9	.9	.8	1.0	.9
Over \$100	.0	.8	1.0	1.4	1.2
<b>Average</b>	<b>.6</b>	<b>.7</b>	<b>.7</b>	<b>1.0</b>	<b>.8</b>

Source: HDS Diary Sample, FY 2012.

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

Household Income (Thousands)	Age of Head of Household			Average
	Under 34	35 to 54	Over 55	
Under \$35	.3	.3	.7	.5
\$35 to \$65	.3	.6	1.1	.8
\$65 to \$100	.7	.8	1.3	.9
Over \$100	.7	1.2	1.4	1.2
<b>Average</b>	<b>.5</b>	<b>.8</b>	<b>1.0</b>	<b>.8</b>

Source: HDS Diary Sample, FY 2012.

## Household Size

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

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

Household Size	
One person	.6
Two	1.0
Three	.8
Four	.7
Five or more	.9
<b>Average</b>	<b>.8</b>

Source: HDS Diary Sample, FY 2012.

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

Number of Adults	
One	.5
Two	.9
Three or more	.9
<b>Average</b>	<b>.8</b>

Source: HDS Diary Sample, FY 2012.

## Internet Access

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

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

Type of Internet Access	
Broadband	.8
Dial-up	.8
None	.7
<b>Average</b>	<b>.8</b>

Source: HDS Diary Sample, FY 2012.

**Table 6.7:**  
Income and Education by Type of Internet Access

Type of Internet Access	Median Income	% w/ College Degree
Broadband	62,964	42%
Dial-up	41,761	26%
None	21,529	11%

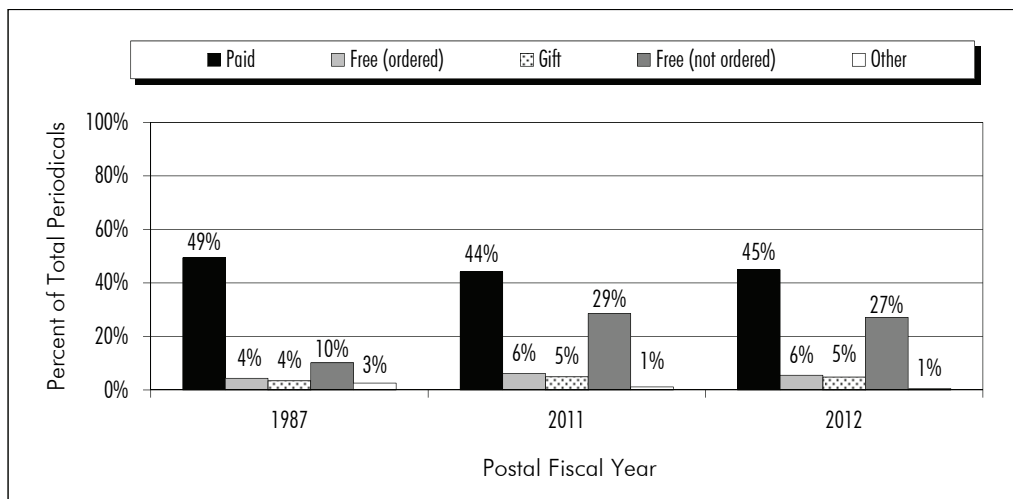
Source: HDS Diary Sample, FY 2012.

## Subscription Type

Figure 6.5 provides an overview of subscription type for FY 1987, FY 2011, and FY 2012. As shown, the distribution of subscription type has remained relatively stable over the last two years and similar to the 1987 distribution. In 2012, a household

member ordered and paid for 45 percent of total periodicals sent to households. An additional 33 percent were free—either ordered by a household member or delivered to the household without a freestanding order, for example, as a prerogative of membership in a professional, fraternal, or religious organization.

**Figure 6.5:**  
Subscription Type by Year



Source: HDS Diary Sample, FY 1987, 2011, and 2012.

Base: Total Periodicals Mail volume – RPW.

Note: Percentages do not add to 100 due to the exclusion of periodicals sent to non-households and those to which no response was given as to subscription type.

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

As shown in Table 6.8, member organizations, when combined, account for 17 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	.67	83%
Professional Organization	.07	8%
Religious Organization	.02	3%
Educational Organization	.03	3%
Union	.01	1%
Charitable Organization	.00	1%
Veterans' Organization	.01	1%
Unclassified	.01	1%
<b>Total</b>	<b>.81</b>	<b>100%</b>

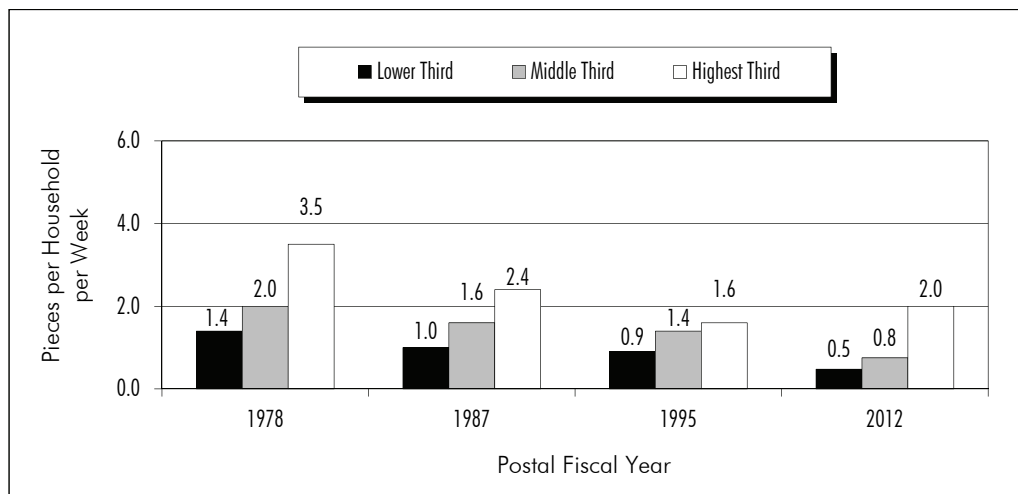
Source: HDS Diary Sample, FY 2012.

## 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 2012, 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 Household by Income Group



Source: HDS Diary Sample, FY 1978, 1987, 1995, and 2012.



# Chapter 7: Packages

## Introduction

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

## The Package Market

The package delivery market is an important segment of the economy. As Table 7.1 shows, after falling 6.8 percent from 2007 to 2009, total volume increased 7.3 percent from 2009 to 2012. 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.

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

The 2001 recession led to declines in all segments of the package market, with the largest effect in the two- and three-day air segment as customers shifted to time-guaranteed ground service in the face of hard economic times. The slow recovery in 2002 continued to adversely affect all segments of the package market, except for ground. Ground began to pick up in 2002 at the expense of the other segments. This pattern continued through 2004, further increasing the ground segment's share of the total package market. (see Figure 7.1 on the next page for recent shares by segment)). In 2005 and 2006, the recovering economy and the emergence of e-commerce boosted all segments of the package market.

As shown in Table 7.1, between 2007 and 2010, the instability of fuel prices and the recession that followed contributed to decreases in all markets. The overnight market was hit particularly hard during the recession. From 2007 to 2010 overnight volume declined 21 percent and remained relatively unchanged through 2012. The two/three-day and ground market segments, however, improved significantly since 2010, growing 8.1 and 8.4 percent respectively.

**In 2012, package volume increased 2.8 percent to 11.1 billion pieces.**

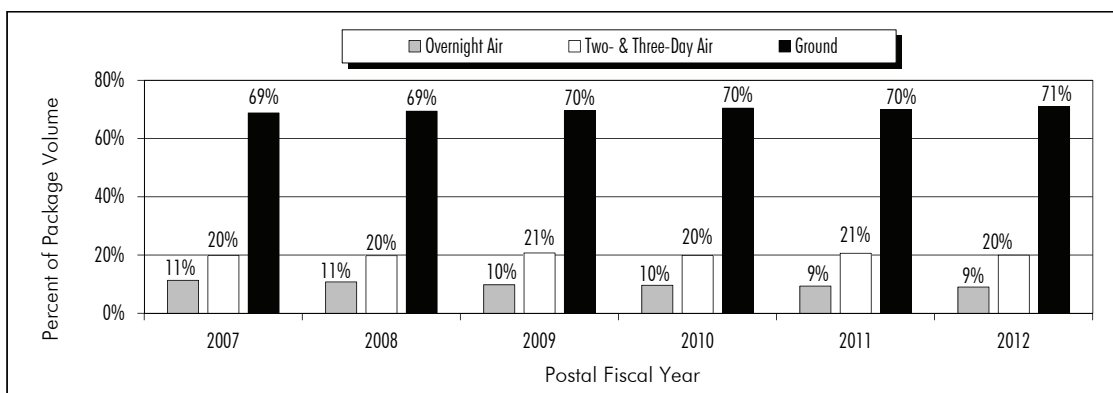
While many carriers serve the package delivery market, FedEx, UPS, and the U.S. Postal Service are the largest players.

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

Fiscal Year	Overnight Air		Two- & Three-Day Air		Ground		Total	
	Volume	Percent Growth	Volume	Percent Growth	Volume	Percent Growth	Volume	Percent Growth
2007	1,258		2,207		7,643		11,107	
2008	1,196	-4.9%	2,198	-0.4%	7,706	0.8%	11,100	-0.1%
2009	1,012	-15.3%	2,143	-2.5%	7,191	-6.7%	10,347	-6.8%
2010	997	-1.5%	2,049	-4.4%	7,270	1.1%	10,315	-0.3%
2011	1,008	1.1%	2,226	8.7%	7,558	4.0%	10,792	4.6%
2012	1,000	-0.8%	2,216	-0.5%	7,884	4.3%	11,100	2.8%

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 decreased seventeen percent from FY 2011 and 2012, driven by a fifty two percent decline in CD/DVD rentals. Excluding the rentals, packages increased seven percent.

Households received 2.8 billion packages in FY 2012 and sent 0.5 billion, as seen in Table 7.2. When First-Class Packages, excluding CD/DVD rentals, are compared to FY 2010, total sent and received by households increased 32 in FY 2012. CD/DVD rentals decreased 46 percent compared to 2010, as many rental customers converted to online streaming of movies. Standard Mail packages fell 17 percent compared to 2010 due to reclassifications of certain types of packages to Package and Shipping Services.

**Table 7.2:**  
Postal Service Sent and Received Packages, FY 2010, 2011, and 2012  
(Units in Millions)

Mail Classification	Volume (Millions of Pieces)					
	2010		2011		2012	
	Sent	Received	Sent	Received	Sent	Received
First-Class	804	1,245	969	1,424	402	1,077
> Excluding CD/DVD Rentals	97	387	208	443	80	557
> CD/DVD Rentals	707	858	761	981	322	520
Standard Mail	—	620	—	667	—	513
Package & Shipping Services	171	808	143	920	135	1,151
Unclassified	0	0	0	0	0	106
<b>Total Packages</b>	<b>975</b>	<b>2,673</b>	<b>1,112</b>	<b>3,011</b>	<b>537</b>	<b>2,847</b>
> Excluding CD/DVD Rentals	268	1,815	351	2,030	215	2,327
> CD/DVD Rentals	707	858	761	981	322	520
Mail Classification	Percent of Pieces					
	2010		2011		2012	
	Sent	Received	Sent	Received	Sent	Received
First-Class	82%	47%	87%	47%	75%	38%
> Excluding CD/DVD Rentals	10%	14%	19%	15%	15%	20%
> CD/DVD Rentals	73%	32%	68%	33%	60%	18%
Standard Mail	—	23%	—	22%	—	18%
Package & Shipping Services	18%	30%	13%	31%	25%	40%
Unclassified	0%	0%	0%	0%	0%	4%
<b>Total Packages</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Source: HDS Diary Sample, FY 2010, 2011, and 2012.

Notes: First-Class Packages include 0.8 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.

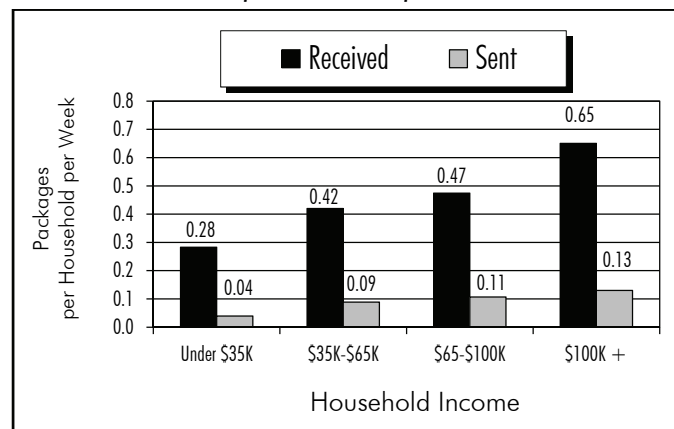
## Packages and Household Characteristics

### Income, Education, and Age

According to the HDS, high-income households sent and received more packages than their less affluent counterparts in FY 2012, as shown in Figure 7.2.

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

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



Source: HDS Diary Sample, FY 2012.

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	.27	.30	.28	<b>.28</b>
\$35 to \$65	.39	.44	.42	<b>.42</b>
\$65 to \$100	.57	.44	.46	<b>.47</b>
Over \$100	.74	.65	.61	<b>.65</b>
<b>Average</b>	<b>.44</b>	<b>.46</b>	<b>.40</b>	<b>.43</b>

Source: HDS Diary Sample, FY 2012.

**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	.04	.05	.03	<b>.04</b>
\$35 to \$65	.10	.08	.09	<b>.09</b>
\$65 to \$100	.17	.10	.07	<b>.11</b>
Over \$100	.18	.12	.12	<b>.13</b>
<b>Average</b>	<b>.11</b>	<b>.09</b>	<b>.07</b>	<b>.09</b>

Source: HDS Diary Sample, FY 2012.

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	.18	.32	.32	.31	<b>.28</b>
\$35 to \$65	.49	.35	.36	.53	<b>.42</b>
\$65 to \$100	.40	.31	.44	.58	<b>.47</b>
Over \$100	.00	.38	.59	.73	<b>.65</b>
<b>Average</b>	<b>.26</b>	<b>.34</b>	<b>.40</b>	<b>.58</b>	<b>.43</b>

Source: HDS Diary Sample, FY 2012.

**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	.01	.05	.05	.06	<b>.04</b>
\$35 to \$65	.13	.08	.07	.10	<b>.09</b>
\$65 to \$100	.13	.04	.08	.15	<b>.11</b>
Over \$100	.00	.05	.09	.16	<b>.13</b>
<b>Average</b>	<b>.05</b>	<b>.06</b>	<b>.07</b>	<b>.12</b>	<b>.09</b>

Source: HDS Diary Sample, FY 2012.

## Household Size

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

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

Household Size	Received	Sent
One person	.31	.06
Two	.46	.09
Three	.40	.10
Four	.50	.08
Five or more	.53	.10
<b>Average</b>	<b>.43</b>	<b>.09</b>

Source: HDS Diary Sample, FY 2012.

**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	.07
Two	.46	.10
Three or more	.52	.07
<b>Average</b>	<b>.43</b>	<b>.09</b>

Source: HDS Diary Sample, FY 2012.

## Internet Access

Access to the Internet seems to play an important part in determining the number of packages sent and received by households. Table 7.9 shows the packages sent and received by households with and without Internet access. In FY 2012, households with Broadband sent five times and received over two times as many packages as households without Internet access. These relationships probably reflect the correlation between income, education, and Internet access, as shown in Table 7.10.

**In FY 2012, 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	.49	.10
Dial-up	.38	.07
None	.19	.02
<b>Average</b>	<b>.43</b>	<b>.09</b>

Source: HDS Diary Sample, FY 2012.

**Table 7.10:**  
Income and Education by Type of Internet Access

Type of Internet Access	Median Income	% w/ College Degree
Broadband	62,964	42%
Dial-up	41,761	26%
None	21,529	11%

## Household Package Contents

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

In fact, online purchases contributed to a significant growth in music/video contents received. Although lower than in 2011, the share of this type of content remained strong in 2012, at 24 percent of all contents, primarily because of volumes generated by video rental outfits like Netflix.

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

**Table 7.11:**  
Contents of Postal Service Sent and Received Packages

Contents	Volume (Millions of Pieces)					
	2010		2011		2012	
	Sent	Received	Sent	Received	Sent	Received
Music/Video	734	983	781	1,154	349	682
Pharmaceuticals/Contacts	6	245	2	306	2	344
Books	31	233	29	290	35	259
Clothing	59	231	45	278	60	371
Household/Kitchen/Lawn and garden products	16	111	33	188	26	162
Electronic equipment	21	72	16	90	13	97
Toys	13	45	31	71	2	75
Cosmetics/Beauty products/Toiletries	15	85	5	67	1	60
Checkbooks	0	60	0	59	0	42
Food Products	3	49	0	54	1	44
Computer hardware, software, or accessories	10	38	13	53	14	75
Photos/Film	1	38	0	34	3	39
Travel products and information	3	33	4	24	0	18
Other Contents	74	519	36	564	44	470
<b>Total Packages</b>	<b>975</b>	<b>2,673</b>	<b>1,112</b>	<b>3,011</b>	<b>537</b>	<b>2,847</b>



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

Contents	Percent of Pieces					
	2010		2011		2012	
	Sent	Received	Sent	Received	Sent	Received
Music/Video	75%	37%	79%	38%	65%	24%
Pharmaceuticals/Contacts	1%	9%	0%	10%	0%	12%
Books	3%	9%	3%	10%	7%	9%
Clothing	6%	9%	5%	9%	11%	13%
Household/Kitchen/Lawn and garden products	2%	4%	3%	6%	5%	6%
Electronic equipment	2%	3%	2%	3%	3%	3%
Toys	1%	2%	3%	2%	0%	3%
Cosmetics/Beauty products/Toiletries	1%	3%	0%	2%	0%	2%
Checkbooks	0%	2%	0%	2%	0%	1%
Food Products	0%	2%	0%	2%	0%	2%
Computer hardware, software, or accessories	1%	1%	1%	2%	3%	3%
Photos/Film	0%	1%	0%	1%	1%	1%
Travel products and information	0%	1%	0%	1%	0%	1%
Other Contents	8%	19%	4%	19%	8%	16%
<b>Total Packages</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Source: HDS Diary Sample, FY 2010, 2011, and 2012.

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 0.8 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, 2011 & 2012



# 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 years after 2009 data should be done with caution. Data after 2009 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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## Appendix A1: Total Mail Overview

**Table A1-1**  
**Total Domestic Mail Originating in Households and Nonhouseholds Postal Fiscal Years 1987, 2011 and 2012 (Diary Data)**

Sector	Percentage of Total Domestic Mail			Pieces Per Household Per Week		
	1987	2011	2012	1987	2011	2012
Household-to-household	4.8	2.7	2.8	1.6	0.7	0.7
Household-to-nonhousehold	6.4	6.0	5.8	2.1	1.6	1.5
Nonhousehold-to-household	55.5	71.8	71.7	18.5	19.5	18.1
Unknown incoming	0.3	0.8	0.6	0.1	0.2	0.1
Unknown outgoing	1.0	1.5	1.7	0.3	0.4	0.4
Total Household Mail	69.1	82.8	82.5	23.0	22.5	20.9
Nonhousehold-to-nonhousehold	30.9	17.2	17.5	-	-	-
Total	100.0	100.0	100.0	-	-	-

**Table A1-2**  
**Mail Received by Households by Class Postal Fiscal Years 1987, 2011, and 2012 (Diary Data)**

Class	Percent of Total Pieces Per Week			Pieces Per Household Per Week		
	1987	2011	2012	1987	2011	2012
First-Class	42.1	35.6	35.7	8.64	7.36	6.89
Periodicals	8.2	4.2	4.2	1.69	0.87	0.81
Standard Mail	47.6	56.6	56.1	9.77	11.69	10.82
Package Services	0.3	0.4	0.6	0.06	0.09	0.12
Government <sup>1</sup>	1.8	3.1	3.3	0.36	0.65	0.64
Total	100.0	100.0	100.0	20.52	20.67	19.28

<sup>1</sup> Includes Government Mail from First-Class Letters, Standard Mail, USPS-Delivered Packages and Unaddressed Material

**Table A1-3**  
**Total Mail<sup>1</sup> Overview: Content of Mail Received by Households (Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012 (Diary Data)**

Content	1987	2011	2012
NON-ADVERTISING			
Personal	7.5	3.5	3.6
Bills <sup>5</sup>	12.5	11.8	11.8
Financial Statements	4.2	4.3	4.5
ADVERTISING			
First-Class advertising only	4.7	4.1	4.1
First-Class advertising enclosed	5.5	9.9	9.1
First-Class business invitations announcements	1.2	1.5	1.7
First-Class requests for donations	0.4	0.5	0.5
Standard Mail advertising	30.7	40.2	38.7
Standard Mail requests	0.5	0.2	0.3
Standard Mail nonprofit advertising	2.4	1.6	1.8
Standard Mail nonprofit requests	3.2	4.5	5.4
Total Advertising With Request For Donations (not including Periodicals)	48.6	62.5	61.6
Total Advertising Without Request For Donations (not including Periodicals)	44.5	57.3	55.4
Newspapers	2.9	0.6	0.7
Magazines	4.7	3.3	3.3
Total Advertising (including Periodicals)	56.2	66.4	65.5
OTHER:			
Other Standard Mail <sup>6</sup>	6.7	7.4	7.5
Other Standard Mail nonprofit <sup>6</sup>	3.7	3.5	3.5
Federal Government	1.7	1.2	1.2
International	0.5	0.1	0.1
Other <sup>2</sup>	12.5	9.9	10.2
Total <sup>3</sup>	105.5	108.2	107.9
Pieces per household per week <sup>4</sup>	20.5	20.3	18.9

<sup>1</sup> Does not include packages or expedited mail.

<sup>2</sup> Mostly other First-Class.

<sup>3</sup> Equals more than 100% because it includes First-Class advertising enclosed.

<sup>4</sup> Excludes First-Class advertising enclosed.

<sup>5</sup> Includes credit card statement/bill.

<sup>6</sup> Request for donations is a separate category under advertising.



## Appendix A2: First-Class Mail

**Table A2-1**  
**First-Class Mail Contents of Mail Received by Households**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Content	Percent of Total Mail Received by Households			Pieces Per Household Per Week		
	1987	2011	2012	1987	2011	2012
Personal:						
Holiday card	3.2	1.5	1.6	0.6	0.3	0.3
Other greeting cards	1.7	0.9	0.9	0.3	0.2	0.2
Invitations	0.7	0.4	0.4	0.1	0.1	0.1
Letter	2.7	0.5	0.5	0.5	0.1	0.1
Announcements	0.2	0.0	0.0	0.0	0.0	0.0
Package	0.1	0.1	0.1	0.0	0.0	0.0
Other personal	0.5	0.1	0.1	0.1	0.0	0.0
Total Personal	9.1	3.5	3.6	1.6	0.7	0.7
Business or Nonfederal Government:						
Advertising Only	5.2	4.1	4.1	0.9	0.9	0.8
Notice of order	1.4	1.8	2.0	0.2	0.4	0.4
Bill/invoice/premium <sup>1</sup>	14.7	11.7	11.6	2.5	2.4	2.2
Financial statement	5.0	4.4	4.6	0.9	0.9	0.9
Payment	1.9	1.0	1.0	0.3	0.2	0.2
Rebate	0.1	0.1	0.1	0.0	0.0	0.0
Greeting card	0.3	0.3	0.2	0.1	0.1	0.0
Invitation or announcement	1.5	1.6	1.7	0.3	0.3	0.3
CD/DVD/Video game	N/A	0.8	0.4	N/A	0.2	0.1
Direct Deposit Receipts	0.0	0.0	0.0	0.0	0.0	0.0
Sweepstakes	0.1	0.0	0.1	0.0	0.0	0.0
Insurance policy <sup>2</sup>	0.2	0.0	0.0	0.0	0.0	0.0
Tax forms	0.0	0.0	0.0	0.0	0.0	0.0
Other business or government	6.7	4.1	3.9	1.1	0.8	0.8
Packages	0.1	0.9	0.9	0.0	0.2	0.2
Total Business or Government	37.2	30.9	30.8	6.4	6.4	5.9
Social/Charitable/Political/Nonprofit:						
Announcement/meeting	1.3	1.0	0.9	0.2	0.2	0.2
Request for donation	0.4	0.5	0.5	0.1	0.1	0.1
Confirmation of donation	0.2	0.2	0.2	0.0	0.0	0.0
Bill/invoice/premium	0.3	0.1	0.1	0.0	0.0	0.0
Educational acceptances	0.1	0.0	0.0	0.0	0.0	0.0
Other Social/Charitable/Political/Nonprofit	1.2	0.4	0.3	0.2	0.1	0.1
Total Social/Charitable/Political/Nonprofit	3.5	2.1	1.9	0.6	0.4	0.4
Don't know/No answer	0.6	1.9	2.2	0.1	0.4	0.4
Total Mail Received by Households	50.4	38.5	38.5	8.6	7.9	7.4

<sup>1</sup> Includes credit card statement/bill.

<sup>2</sup> Estimates for 2011 and 2012 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, 2011 and 2012**  
**(Diary Data)**

Quarter	Total Personal			Total Business or Nonfederal Government <sup>1</sup>		
	1987	2011	2012	1987	2011	2012
Quarter One	2.42	1.40	1.39	6.49	6.68	6.10
Quarter Two	1.56	0.52	0.52	6.38	6.85	6.37
Quarter Three	1.16	0.49	0.46	6.56	6.24	5.85
Quarter Four	1.04	0.41	0.37	6.00	6.03	5.58

<sup>1</sup> Includes credit card statement/bill.

**Table A2-3**  
**Use of First-Class Advertising-Only Mail -- by Industry**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Industry	Percent of First-Class "Advertising Only"			Percent of Total First Class Mail			Pieces Per Household Per Week		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Financial:	7.0	9.1	6.9	0.4	1.0	0.8	0.1		
Credit Card	7.0	4.4	4.9	0.4	0.5	0.5	0.1	0.0	0.0
Bank	7.8	5.8	6.7	0.4	0.7	0.7	0.1	0.1	0.1
Insurance	3.7	5.4	6.8	0.2	0.6	0.7	0.0	0.0	0.1
Mortgage	N/A	1.2	1.1	N/A	0.1	0.1	N/A	0.0	0.0
Investments	1.1	1.8	1.6	0.1	0.2	0.2	0.0	0.0	0.0
Other Financial	32.2	27.7	28.1	1.7	3.2	3.1	0.3	0.2	0.2
Total Financial									
Merchants:	0.0	1.6	1.6	0.0	0.2	0.2	0.0		
Supermarkets	7.0	3.1	3.0	0.4	0.4	0.3	0.1	0.0	0.0
Department Store	9.3	13.1	12.8	0.5	1.5	1.4	0.1	0.1	0.1
Other Store	8.5	3.3	3.1	0.4	0.4	0.3	0.1	0.0	0.0
Mail Order	0.2	1.2	0.8	0.0	0.1	0.1	0.0	0.0	0.0
Restaurant	10.8	2.4	2.3	0.6	0.3	0.3	0.1	0.0	0.0
Publisher	2.2	5.4	6.6	0.1	0.6	0.7	0.0	0.0	0.1
Auto dealers	N/A	0.7	0.5	N/A	0.1	0.1	N/A	0.0	0.0
Online Auction	3.2	2.2	2.8	0.2	0.3	0.3	0.0	0.0	0.0
Other Merchants	46.1	33.1	33.6	2.4	3.8	3.6	0.4	0.3	0.3
Total Merchants									
Services:	1.9	4.1	4.6	0.1	0.5	0.5	0.0		
Telephone	0.7	0.8	1.0	0.0	0.1	0.1	0.0	0.0	0.0
Other utility	1.7	6.1	7.2	0.1	0.7	0.8	0.0	0.1	0.1
Medical	1.7	1.2	2.4	0.1	0.1	0.3	0.0	0.0	0.0
Other professional	N/A	0.1	0.0	N/A	0.0	0.0	N/A	0.0	0.0
DVD/Blu-ray/Video Game Rental Company	0.1	2.9	2.1	0.0	0.3	0.2	0.0	0.0	0.0
Craftsman	7.7	6.1	6.5	0.4	0.7	0.7	0.1	0.1	0.1
Leisure service	N/A	3.5	3.1	N/A	0.4	0.3	N/A	0.0	0.0
Auto Maintenance	7.7	0.1	0.2	0.4	0.0	0.0	0.1	0.0	0.0
Roadside Assistance	2.9	4.4	3.3	0.1	0.5	0.4	0.0	0.0	0.0
Other Services	17.5	29.3	30.5	0.9	3.4	3.3	0.2	0.3	0.2
Total Services	1.0	3.3	2.7	0.1	0.4	0.3	0.0	0.0	0.0
All Manufacturers	N/A	2.2	1.0	N/A	0.3	0.1	N/A	0.0	0.0
Federal government	1.0	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Nonfederal government	0.0	3.8	3.7	0.0	0.4	0.4	0.0	0.0	0.0
Social/Charitable/Political/Nonprofit	3.2	0.3	0.3	0.2	0.0	0.0	0.0	0.0	0.0
Don't Know/No Answer	100.0	96.6	97.3	5.2	11.1	10.6	0.9	0.9	0.8
Total Advertising-Only Mail Received by Households	7.0	9.1	6.9	0.4	1.0	0.8	0.1	0.1	0.1

Note: Totals may not sum due to rounding.



**Table A2-4**  
**Percentage of First-Class Mail Containing Advertising<sup>1</sup> by Household Income**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Recruitment and Diary Data)**

Income	First-Class Mail		
	1987	2011	2012
< \$7K	18.6	25.6	20.0
\$7K - \$9.9K	21.1	21.1	25.8
\$10K - \$14.9K	25.5	22.2	20.1
\$15K - \$19.9K	23.4	25.8	23.3
\$20K - \$24.9K	24.3	26.2	23.0
\$25K - \$29.9K	25.5	25.3	27.1
\$30K - \$34.9K	27.0		
\$35K - \$49.9K	29.5	24.9	23.1
\$50K - \$64.9K	29.4	24.5	24.3
\$65K - \$79.9K	29.9	23.7	23.8
\$80K - \$99.9K	33.3	28.5	23.7
\$100K+	31.6	28.6	25.2

<sup>1</sup> 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, 2011 and 2012**  
**(Diary Data)**

Industry	BRM			CRM			Total Reply Mail		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Financial:									
Credit Card	12.2	9.6	12.9	14.0	24.3	24.9	13.7	21.0	22.5
Bank	10.5	6.4	6.1	5.5	7.6	6.8	6.8	7.4	6.7
Insurance	13.0	8.9	11.3	9.5	8.8	9.4	10.3	8.8	9.8
Mortgage	1.6	0.7	1.2	0.4	2.2	1.9	0.6	1.8	1.7
Investments	N/A	5.9	4.7	N/A	1.2	1.2	N/A	2.3	1.9
Other Financial	1.4	0.6	0.3	0.4	0.4	0.9	0.6	0.4	0.8
Total Financial	49.3	32.0	36.5	31.4	44.6	45.1	35.0	41.7	43.4
Merchants:									
Supermarkets	0.0	0.2	0.2	0.0	0.1	0.0	0.0	0.1	0.1
Department Store	3.7	0.2	0.5	9.4	0.3	0.5	8.1	0.3	0.5
Other Store	1.2	0.5	0.6	1.8	0.5	0.3	1.6	0.5	0.4
Mail Order	4.6	1.6	1.3	2.3	0.7	0.8	2.6	0.9	0.9
Restaurant	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Publisher	8.2	2.6	3.3	6.8	2.4	2.1	7.0	2.4	2.4
Auto dealers	0.3	0.6	0.2	0.0	0.1	0.2	0.1	0.2	0.2
Online Auction	N/A	0.0	0.1	N/A	0.0	0.0	N/A	0.0	0.0
Other Merchants	0.8	0.3	0.3	0.7	0.2	0.4	0.7	0.2	0.4
Total Merchants	21.1	6.0	6.6	21.2	4.3	4.3	21.2	4.7	4.8
Services:									
Telephone	3.6	5.2	5.3	11.8	14.6	14.4	10.3	12.4	12.5
Other utility	3.1	4.3	4.1	14.4	14.1	13.6	12.1	11.9	11.7
Medical	3.8	4.7	6.7	8.6	10.9	10.4	7.6	9.5	9.6
Other professional	1.0	1.2	1.0	0.4	0.3	0.5	0.6	0.5	0.6
DVD/Blu-ray/Video Game Rental Company	N/A	25.7	16.4	N/A	0.0	0.1	N/A	5.9	3.4
Craftsman	0.1	0.3	0.1	0.1	0.1	0.2	0.1	0.2	0.2
Leisure service	1.6	0.4	0.4	0.7	0.3	0.3	0.9	0.3	0.3
Auto Maintenance	N/A	0.1	0.2	N/A	0.1	0.1	N/A	0.1	0.1
Roadside Assistance	N/A	0.2	0.3	N/A	0.4	0.3	N/A	0.3	0.3
Other Services	1.8	2.0	2.4	1.0	1.2	1.3	1.2	1.3	1.5
Total Services	15.6	44.0	37.1	40.5	41.9	41.0	35.5	42.4	40.2
All Manufacturers	0.7	1.6	1.0	0.1	0.2	0.1	0.2	0.5	0.3
Federal government	N/A	3.7	3.7	N/A	0.7	0.9	N/A	1.4	1.5
Nonfederal government	10.0	2.6	2.5	2.1	3.3	3.6	2.2	3.2	3.4
Social/Charitable/Political/Nonprofit	2.6	8.5	10.2	3.6	4.4	4.2	5.0	5.4	5.4
Don't know/No answer	1.4	0.3	0.2	1.2	0.2	0.2	1.2	0.2	0.2
Total Nonhousehold Mail Received by Households	100.0	98.6	97.8	100.0	99.7	99.6	100.0	99.4	99.2
Pieces per household per week	0.5	1.3	1.2	2.1	3.3	3.1	2.7	1.6	1.4

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, 2011 and 2012**  
**(Diary Data)**

Industry	BRM			CRM			Total Reply Mail		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Business or Nonfederal Government:									
Advertising Only	33.7	12.4	12.8	5.2	1.4	1.8	11.0	3.9	4.0
Notice of Order	3.0	3.6	4.9	1.6	1.0	0.9	2.0	1.6	1.7
Bill/invoice/premium <sup>1</sup>	19.0	24.3	29.4	75.3	85.2	85.2	63.2	71.7	74.3
Financial Statement	6.4	5.5	4.9	3.2	3.9	3.7	4.0	4.3	3.9
Payment	1.54	0.9	0.6	0.4	0.5	0.4	0.8	0.6	0.5
Rebate	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Greeting Card	0.6	1.2	0.6	0.1	0.1	0.1	0.2	0.4	0.2
Invitation	4.7	3.3	3.9	0.6	0.6	0.9	1.5	1.2	1.5
CD/DVD/Video Game	N/A	27.0	17.2	N/A	0.0	0.0	N/A	6.0	3.4
Other business or nonfederal government	20.9	12.8	15.8	10.0	2.9	2.8	12.2	5.1	5.4
Total Business or Nonfederal Government	89.9	91.2	90.2	96.4	95.6	95.9	95.1	94.6	94.8
Social/Charitable/Political/Nonprofit									
Announcement/meeting	1.8	1.7	1.8	0.5	0.9	0.6	0.9	1.1	0.8
Request for donation	4.4	5.6	6.2	1.2	2.6	2.6	1.8	3.2	3.3
Confirmation of donation	0.5	0.3	0.6	0.2	0.2	0.3	0.3	0.3	0.3
Bill/invoice/premium	0.4	0.2	0.4	0.9	0.4	0.5	0.8	0.4	0.5
Other Social/Charitable/Political/Nonprofit	3.2	1.1	0.9	0.8	0.2	0.2	1.3	0.4	0.3
Total Social/Charitable/Political/Nonprofit	10.2	8.8	9.8	3.6	4.4	4.1	4.9	5.4	5.2
Total Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.5	0.6	0.5	2.1	2.0	1.9	2.7	2.6	2.3

<sup>1</sup> 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, 2011 and 2012**  
**(Diary Data)**

Industry	Business Reply			Courtesy Reply			No Reply Mail			Don't Know/ No Answer		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Financial:												
Credit Card	13.0	6.6	7.5	59.2	56.5	57.1	20.9	31.8	30.9	7.0	5.2	4.4
Bank	5.3	4.4	3.6	11.1	17.7	15.9	75.3	73.2	74.2	8.3	4.7	6.3
Insurance	10.2	6.0	6.5	29.6	20.2	21.0	50.6	68.1	67.1	9.5	5.6	5.4
Mortgage	8.9	2.5	3.9	9.0	28.2	24.3	72.6	67.8	69.6	9.6	1.5	2.3
Investments	N/A	8.4	5.4	N/A	5.8	5.4	N/A	82.1	83.7	N/A	3.7	5.5
Total Financial	9.7	0.0	0.0	24.4	1.1	1.5	57.6	19.1	18.6	8.2	42.7	45.2
Merchants:												
Supermarkets	N/A	4.9	5.2	N/A	5.7	2.3	N/A	88.2	87.8	N/A	1.2	4.7
Department Store	5.4	2.3	5.4	54.4	13.7	18.5	33.4	79.5	72.0	6.9	4.5	4.1
Other Store	3.0	2.0	2.1	18.4	6.2	4.1	73.1	90.2	91.6	5.5	1.6	2.1
Mail Order	15.1	14.1	11.1	30.4	22.3	25.7	46.8	55.7	58.9	7.7	7.9	4.3
Restaurant	12.3	2.9	0.0	0.0	1.7	3.6	74.8	95.0	95.7	12.9	0.4	0.7
Publisher	15.1	15.9	17.9	44.4	49.8	44.6	32.2	28.4	32.4	8.2	5.9	5.1
Auto dealers	3.5	5.1	1.3	2.6	2.1	4.5	86.9	88.9	91.3	7.0	3.9	2.9
Online Auction	N/A	2.5	3.1	N/A	0.7	3.0	N/A	95.0	90.6	N/A	1.8	3.3
Total Merchants	8.8	5.9	5.7	35.2	0.0	0.0	47.8	0.8	1.2	8.1	66.0	66.4
Services:												
Telephone	5.1	6.5	5.9	67.7	62.1	62.5	17.1	25.8	25.1	10.0	5.5	6.6
Other utility	3.3	5.8	4.9	60.0	64.2	63.0	28.7	23.4	26.4	8.0	6.7	5.7
Medical	4.3	4.7	5.6	38.2	36.7	34.5	49.6	54.1	55.5	8.0	4.5	4.4
Other professional	6.0	8.3	4.7	10.9	7.6	8.4	72.3	78.4	82.3	10.8	5.7	4.6
DVD/Blu-ray/Video Game Rental Company	N/A	94.4	90.8	N/A	0.2	1.9	N/A	5.4	7.3	N/A	0.0	0.0
Craftsman	2.7	3.7	1.9	14.2	5.3	9.2	66.4	88.3	87.8	16.7	2.8	1.1
Leisure service	5.8	2.4	2.4	9.7	6.8	6.1	75.0	87.7	87.4	9.5	3.0	4.1
Auto Maintenance	N/A	0.8	3.1	N/A	3.5	3.7	N/A	93.8	92.0	N/A	1.9	1.2
Roadside Assistance	N/A	8.0	15.7	N/A	65.9	53.1	N/A	22.4	30.2	N/A	3.7	1.1
Total Services	4.4	6.4	5.9	45.9	27.7	27.5	40.5	0.0	0.0	9.2	93.4	92.3
All Manufacturers	8.8	11.1	7.8	5.0	4.9	4.3	67.0	80.1	82.3	19.3	3.8	5.5
Federal government	N/A	10.8	10.0	N/A	7.5	9.6	N/A	74.1	74.4	N/A	7.5	6.0
Nonfederal government	4.2	5.1	4.0	13.3	22.2	22.5	74.9	66.7	66.8	7.6	6.0	6.8
Social/Charitable/Political/Nonprofit	9.1	10.8	11.4	13.0	19.1	18.6	64.3	66.0	66.4	13.7	4.0	3.7
Total Nonhousehold Mail Received	7.7	7.6	6.6	30.5	25.9	25.7	52.3	60.8	61.7	9.6	5.7	6.0
Pieces per household per week	0.5	0.6	0.5	2.1	2.0	1.9	3.6	4.7	4.5	0.7	0.4	0.4

Note: Percents are row percentages within each Industry classification.

**Table A2-8**  
**First-Class Mail -- Industry Mail to Households**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Industry	Percent of Non-Household Mail Received by Households			Pieces Per Household Per Week		
	1987	2011	2012	1987	2011	2012
Financial:						
Credit Card	2.9	4.5	4.5	0.50	0.81	0.81
Bank	6.2	4.4	4.4	1.06	0.87	0.80
Insurance	3.9	4.5	4.6	0.68	0.87	0.83
Mortgage	0.6	0.8	0.8	0.10	0.15	0.14
investments	N/A	2.1	2.2	N/A	0.41	0.41
Other financial	0.5	0.3	0.3	0.08	0.05	0.05
Total Financial	15.8	16.5	16.8	2.72	3.2	3.1
Merchants:						
Supermarkets	0.0	0.1	0.1	0.00	0.02	0.02
Department Store	2.1	0.2	0.3	0.37	0.05	0.05
Other Store	1.2	0.8	0.7	0.21	0.16	0.14
Mail Order	0.9	0.3	0.3	0.16	0.07	0.06
Restaurant	0.0	0.1	0.1	0.00	0.02	0.01
Publisher	1.9	0.5	0.5	0.33	0.09	0.09
Auto dealers	0.2	0.3	0.4	0.04	0.06	0.07
Online Auction	N/A	0.1	0.1	N/A	0.01	0.01
Other Merchants	0.5	0.4	0.5	0.08	0.07	0.09
Total Merchants	7.4	2.8	2.9	1.28	0.55	0.53
Services:						
Telephone	2.2	2.4	2.4	0.37	0.47	0.43
Other utility	3.0	2.3	2.2	0.51	0.44	0.40
Medical	2.8	3.0	3.1	0.47	0.59	0.56
Other professional	0.5	0.4	0.6	0.09	0.08	0.10
DVD/Blu-ray/Video Game Rental Company	N/A	0.8	0.5	N/A	0.16	0.09
Craftsman	0.1	0.3	0.2	0.01	0.05	0.04
Leisure service	0.9	0.5	0.5	0.15	0.09	0.08
Auto Maintenance	N/A	0.2	0.2	N/A	0.04	0.04
Roadside Assistance	N/A	0.1	0.1	N/A	0.01	0.01
Other Services	0.8	0.8	0.7	0.14	0.15	0.13
Total Services	11.1	10.7	10.3	1.87	2.09	1.87
All Manufacturers	0.3	0.4	0.3	0.04	0.08	0.06
Federal government	N/A	1.0	1.0	N/A	0.20	0.18
Nonfederal government	2.0	1.5	1.7	0.34	0.30	0.30
Social/Charitable/Political/Nonprofit	3.4	2.4	2.3	0.59	0.46	0.42
Don't Know/No Answer	0.9	0.5	0.5	0.14	0.10	0.10
Total Industry Mail to Households	40.6	35.5	35.6	6.94	6.87	6.46

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

Note: Totals may not sum due to rounding.

**Table A2-9**  
**First-Class Mail -- Bills and Statements**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Industry	Percent of Total First-Class			Pieces Per Household per Week			Percent of Total First-Class			Pieces Per Household per Week		
	Bills <sup>1</sup>						Statements					
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Financial:												
Credit Card	1.8	8.2	8.5	0.3	0.6	0.6	0.1	N/A	N/A	0.0	N/A	N/A
Bank	1.0	2.3	2.1	0.2	0.2	0.2	3.2	5.8	5.8	0.6	0.5	0.4
Insurance	1.6	3.0	3.1	0.3	0.2	0.2	0.3	0.5	0.6	0.1	0.0	0.0
Mortgage	0.1	0.6	0.6	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.0	0.0
investments	N/A	0.1	0.1	N/A	0.0	0.0	N/A	3.4	3.6	N/A	0.3	0.3
Other Financial	0.1	0.1	0.2	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0
Total Financial	4.7	14.3	14.5	0.8	1.1	1.0	3.6	10.0	10.3	0.8	0.8	0.7
Merchants:												
Supermarkets	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Department Store	1.3	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Store	0.4	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail Order	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Restaurant	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Publisher	0.9	0.7	0.6	0.2	0.1	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
Online Auction	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Other Merchants	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
Total Merchants	2.9	1.2	1.2	0.5	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
Services:												
Telephone	1.6	4.9	4.8	0.3	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Other utility	2.4	5.0	4.9	0.4	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Medical	1.7	3.8	3.5	0.3	0.3	0.3	0.1	0.1	0.3	0.0	0.0	0.0
Other professional	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
DVD/Blu-ray/Video Game Rental Company	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Craftsman	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leisure service	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Auto Maintenance	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Roadside Assistance	N/A	0.1	0.1	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Other Services	0.2	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Services	6.7	14.8	14.2	1.2	1.1	1.0	0.2	0.4	0.5	0.0	0.0	0.0
All Manufacturers	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Federal government	N/A	0.2	0.1	N/A	0.0	0.0	N/A	0.4	0.4	N/A	0.0	0.0
Nonfederal government	0.3	0.7	0.8	0.1	0.1	0.1	0.1	0.7	0.8	0.0	0.1	0.1
Social/Charitable/Political/Nonprofit	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Don't Know/No Answer	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Total Bills or Statements Received by Households	14.9	31.1	30.9	2.6	2.4	2.2	5.0	11.7	12.2	0.9	0.9	0.9

<sup>1</sup> 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, 2011 and 2012**  
**(Diary Data)**

Industry	Percent of First-Class Business Invitations and Announcements			Percent of Total First Class Mail			Pieces Per Household Per Week		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Financial:									
Credit Card	3.6	9.1	7.3	0.1	0.4	0.3	0.0	0.0	0.0
Bank	8.9	9.9	11.4	0.1	0.4	0.5	0.0	0.0	0.0
Insurance	7.4	9.4	11.4	0.1	0.4	0.5	0.0	0.0	0.0
Mortgage	2.5	2.8	2.6	0.0	0.1	0.1	0.0	0.0	0.0
investments	N/A	6.7	6.9	N/A	0.3	0.3	N/A	0.0	0.0
Other financial	1.7	0.7	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Total Financial	29.5	38.5	40.3	0.5	1.6	1.8	0.1	0.1	0.1
Merchants:									
Supermarkets	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Department Store	2.8	0.5	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Store	4.6	1.6	1.5	0.1	0.1	0.1	0.0	0.0	0.0
Mail Order	1.0	1.3	0.8	0.0	0.1	0.0	0.0	0.0	0.0
Restaurant	0.2	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Publisher	3.6	1.5	1.7	0.1	0.1	0.1	0.0	0.0	0.0
Auto dealers	0.6	1.1	1.7	0.0	0.0	0.1	0.0	0.0	0.0
Online Auction	N/A	0.2	0.1	N/A	0.0	0.0	N/A	0.0	0.0
Other Merchants	4.1	0.7	0.7	0.1	0.0	0.0	0.0	0.0	0.0
Total Merchants	20.4	7.4	8.0	0.3	0.3	0.4	0.1	0.0	0.0
Services:									
Telephone	2.6	4.2	3.1	0.0	0.2	0.1	0.0	0.0	0.0
Other utility	1.6	3.6	4.1	0.0	0.2	0.2	0.0	0.0	0.0
Medical	11.0	18.0	18.5	0.2	0.8	0.8	0.0	0.1	0.1
Other professional	5.2	4.9	4.5	0.1	0.2	0.2	0.0	0.0	0.0
DVD/Blu-ray/Video Game Rental Company	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Craftsman	0.5	1.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Leisure service	9.9	1.8	1.6	0.2	0.1	0.1	0.0	0.0	0.0
Auto Maintenance	N/A	0.2	0.7	N/A	0.0	0.0	N/A	0.0	0.0
Roadside Assistance	N/A	0.2	0.2	N/A	0.0	0.0	N/A	0.0	0.0
Other Services	4.9	4.1	3.4	0.1	0.2	0.2	0.0	0.0	0.0
Total Services	36.9	38.2	36.4	0.6	1.6	1.6	0.1	0.1	0.1
All Manufacturers	2.3	2.3	1.5	0.0	0.1	0.1	0.0	0.0	0.0
Federal government	N/A	3.9	3.9	N/A	0.2	0.2	N/A	0.0	0.0
Nonfederal government	9.7	9.4	9.9	0.2	0.4	0.4	0.0	0.0	0.0
Social/Charitable/Political/Nonprofit	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Don't Know/No Answer	3.5	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Total Business Invitations/Announcements Mail Received by Households	100.0	97.7	98.4	1.5	3.9	4.3	0.3	0.3	0.3

Note: Totals may not sum due to rounding.

**Table A2-11**  
**Use of First-Class Advertising-Enclosed Mail<sup>1</sup>-- by Industry**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(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	2011	2012	1987	2011	2012	1987	2011	2012
Financial:									
Credit Card	18.3	25.8	26.2	1.3	2.6	2.3	0.2	0.3	0.3
Bank	11.7	9.0	9.1	0.8	0.9	0.8	0.1	0.1	0.1
Insurance	4.2	4.6	4.6	0.3	0.5	0.4	0.1	0.1	0.0
Mortgage	0.8	1.7	1.1	0.0	0.2	0.1	0.0	0.0	0.0
Investments	N/A	1.8	2.9	N/A	0.2	0.3	N/A	0.0	0.0
Other Financial	5.8	0.1	0.2	0.0	0.0	0.0	0.1	0.0	0.0
Total Financial	40.0	43.1	44.1	2.8	4.3	3.9	0.5	0.5	0.4
Merchants:									
Supermarkets	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Department Store	14.2	0.5	0.7	1.0	0.1	0.1	0.2	0.0	0.0
Other Store	2.5	0.7	0.9	0.2	0.1	0.1	0.0	0.0	0.0
Mail Order	2.5	1.0	1.0	0.2	0.1	0.1	0.0	0.0	0.0
Restaurant	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Publisher	5.0	1.5	1.8	0.4	0.2	0.2	0.1	0.0	0.0
Auto dealers	0.0	0.4	0.9	0.02	0.0	0.1	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
Other Merchants	0.8	0.5	1.5	0.1	0.0	0.1	0.0	0.0	0.0
Total Merchants	25.8	5.1	7.5	1.8	0.5	0.7	0.3	0.1	0.1
Services:									
Telephone	8.3	19.4	20.3	0.6	1.9	1.8	0.1	0.2	0.2
Other utility	8.3	9.3	9.2	0.6	0.9	0.8	0.1	0.1	0.1
Medical	1.7	1.6	2.1	0.1	0.2	0.2	0.0	0.0	0.0
Other professional	1.7	0.4	0.5	0.0	0.0	0.0	0.0	0.0	0.0
DVD/Blu-ray/Video Game Rental Company	N/A	7.9	4.2	N/A	0.8	0.4	N/A	0.1	0.0
Craftsman	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Leisure service	0.0	0.7	0.8	0.1	0.1	0.1	0.0	0.0	0.0
Auto Maintenance	N/A	0.3	0.6	N/A	0.0	0.1	N/A	0.0	0.0
Roadside Assistance	N/A	0.4	0.3	N/A	0.0	0.0	N/A	0.0	0.0
Other Services	0.8	1.2	1.3	0.1	0.1	0.1	0.0	0.0	0.0
Total Services	25.0	41.6	39.6	1.7	4.2	3.5	0.3	0.5	0.4
All Manufacturers	0.0	0.4	0.6	0.0	0.0	0.0	0.00	0.00	0.01
Federal government	N/A	0.6	1.3	N/A	0.1	0.1	N/A	0.0	0.0
Nonfederal government	0.8	1.2	1.2	0.1	0.1	0.1	0.0	0.0	0.0
Social/Charitable/Political/Nonprofit	7.5	7.8	5.7	0.5	0.8	0.5	0.1	0.1	0.1
Don't Know/No Answer	0.8	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Total Advertising Enclosed Mail Received by Households	100.0	99.6	99.4	7.0	9.9	8.6	1.20	1.2	0.9

<sup>1</sup> 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, 2011 and 2012**  
**(Recruitment and Diary Data)**

Number of Accounts and Policies	None			Low (1-5)			Medium (6-9)			High (10+)		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Pieces per Household per Week	3.2	3.0	2.4	5.6	5.1	4.8	8.5	7.2	6.8	12.4	9.6	8.9

**Table A2-13**  
**First-Class Mail Received -- by Number of Credit Cards**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Recruitment and Diary Data)**

Number of Credit Cards	None			Low (1-3)			Medium (4-7)			High (8+)		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Pieces per Household per Week	4.8	4.9	5.2	7.3	6.5	5.8	9.9	8.6	7.7	13.2	9.9	9.7

**Table A2-14**  
**First-Class Mail Receipt -- Content by Age of Head of Household**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Recruitment and Diary Data)**

Contents	18 - 21			22 - 24			25 - 34			35 - 44		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Personal	1.6	0.1	0.4	0.8	0.3	0.3	1.2	0.6	0.7	1.5	0.7	0.7
Business or Nonfederal Government:												
Advertising	0.4	0.5	0.8	0.3	0.3	0.3	0.7	0.7	0.6	1.0	0.8	0.8
Invitation/Announcement	0.1	0.1	0.1	0.1	0.2	0.4	0.2	0.3	0.3	0.3	0.3	0.4
Bill <sup>2</sup>	1.5	2.1	1.4	1.8	1.3	1.1	2.6	2.0	1.6	3.0	2.6	2.4
Financial Statement	0.6	0.4	0.3	0.4	0.3	0.2	0.6	0.5	0.6	1.0	0.8	0.8
Other <sup>1</sup>	0.7	1.2	1.4	1.0	1.1	1.0	1.5	1.6	1.4	1.9	1.9	1.7
Total Business or Nonfederal Government	3.3	4.2	4.1	3.6	3.3	3.1	5.6	5.1	4.6	7.2	6.5	6.0
Social/Charitable/Political/Nonprofit	0.3	0.3	0.3	0.3	0.3	0.1	0.5	0.4	0.2	0.8	0.4	0.4
Total	5.3	4.7	4.8	4.7	3.8	3.5	7.3	6.1	5.5	9.6	7.6	7.2

Contents	45 - 54			55 - 64			65 - 69			70+	70 - 74		75+	
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012	2011	2012
Personal	1.8	0.7	0.7	1.8	0.8	0.7	1.7	0.7	0.7	1.9	1.0	1.0	0.8	0.6
Business or Nonfederal Government:														
Advertising	1.1	1.0	0.9	1.1	1.0	0.9	1.0	0.9	0.9	0.7	0.9	0.8	0.7	0.7
Invitation/Announcement	0.4	0.4	0.3	0.3	0.3	0.4	0.4	0.4	0.3	0.2	0.3	0.3	0.3	0.2
Bill <sup>2</sup>	3.1	2.8	2.6	2.7	2.7	2.6	2.0	2.4	2.4	1.6	2.2	2.1	2.0	2.0
Financial Statement	1.1	1.1	1.1	1.1	1.2	1.1	0.9	1.0	1.0	0.8	1.0	1.1	0.9	0.9
Other <sup>1</sup>	2.1	2.2	1.9	2.0	2.3	2.1	1.8	2.5	2.7	1.9	2.7	2.3	2.5	2.4
Total Business or Nonfederal Government	7.8	7.4	6.8	7.2	7.6	7.1	6.1	7.2	7.3	5.2	7.1	6.5	6.4	6.3
Social/Charitable/Political/Nonprofit	0.7	0.5	0.5	0.7	0.5	0.4	0.5	0.5	0.4	0.5	0.5	0.4	0.5	0.4
Total	10.4	8.7	8.0	9.9	8.8	8.2	8.5	8.5	8.4	7.6	8.6	8.0	7.7	7.3

<sup>1</sup> Includes pieces for which no response was given for Mail Type.

<sup>2</sup> 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, 2011 and 2012**  
**(Recruitment and Diary Data)**

Contents	< 8th Grade			Some High School			High School			Some College		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Personal	1.1	0.2	0.4	1.1	0.4	0.5	1.3	0.5	0.6	1.5	0.7	0.5
Business or Nonfederal Government:												
Advertising	0.5	0.4	0.8	0.6	0.4	0.6	0.7	0.8	0.7	0.9	0.9	0.7
Invitation/Announcement	0.1	0.2	0.0	0.1	0.3	0.2	0.2	0.3	0.3	0.3	0.3	0.3
Bill <sup>2</sup>	1.7	1.7	1.9	2.0	2.5	2.3	2.4	2.5	2.4	2.6	2.6	2.2
Financial Statement	0.4	0.2	0.6	0.6	0.5	0.7	0.7	0.8	0.9	0.9	1.0	0.8
Other <sup>1</sup>	1.2	2.1	2.7	1.6	1.8	1.9	1.6	2.0	1.9	1.7	2.1	1.8
Total Business or Nonfederal Government	3.9	4.5	6.1	4.9	5.4	5.7	5.6	6.4	6.2	6.4	6.8	5.9
Social/Charitable/Political/Nonprofit	0.2	0.1	0.2	0.3	0.3	0.2	0.4	0.3	0.3	0.6	0.4	0.3
Total	5.4	4.8	6.7	6.5	6.1	6.4	7.4	7.3	7.1	8.5	7.8	6.7

Contents	Technical School			College Graduate			Post Graduate		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Personal	1.3	0.5	0.7	1.9	1.1	0.9	2.7	0.9	0.9
Business or Nonfederal Government									
Advertising	0.9	0.7	0.8	1.2	1.0	0.9	1.5	1.1	1.0
Invitation/Announcement	0.3	0.3	0.4	0.4	0.4	0.4	0.6	0.4	0.4
Bill <sup>2</sup>	2.5	2.5	2.2	3.1	2.4	2.2	3.4	2.3	2.1
Financial Statement	0.9	1.0	0.9	1.2	1.1	1.0	1.7	1.2	1.1
Other <sup>1</sup>	1.8	1.8	1.8	2.2	2.2	2.0	2.9	2.3	1.9
Total Business or Nonfederal Government	6.4	6.3	6.1	8.1	7.0	6.4	10.1	7.4	6.6
Social/Charitable/Political/Nonprofit	0.4	0.4	0.3	0.9	0.6	0.5	1.7	0.8	0.7
Total	8.2	7.2	7.1	11.0	8.7	7.7	14.6	9.1	8.2

<sup>1</sup> Includes pieces for which no response was given for Mail Type.

<sup>2</sup> 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, 2011 and 2012**  
**(Recruitment and Diary Data)**

Contents	<Under \$7K			\$7K - \$9.9K			\$10K - \$14.9			\$15K - \$19.9K		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Personal	0.9	0.1	0.1	1.3	0.2	0.3	1.1	0.3	0.3	1.5	0.4	0.4
Business or Nonfederal Government:												
Advertising	0.3	0.3	0.2	0.5	0.2	0.4	0.6	0.3	0.4	0.7	0.5	0.5
Invitation/Announcement	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.3	0.2	0.2	0.2
Bill <sup>2</sup>	1.2	1.1	1.1	1.5	0.9	1.3	1.9	1.5	1.8	2.3	1.6	1.7
Financial Statement	0.2	0.2	0.3	0.4	0.2	0.1	0.6	0.3	0.3	0.7	0.5	0.7
Other <sup>1</sup>	1.4	0.9	1.3	1.3	1.7	1.6	1.5	1.9	1.6	1.3	1.6	1.7
Total Business or Nonfederal Government	3.2	2.7	3.1	3.8	3.1	3.6	4.7	4.3	4.3	5.2	4.4	4.8
Social/Charitable/Political/Nonprofit	0.2	0.1	0.1	0.3	0.2	0.1	0.3	0.2	0.2	0.5	0.3	0.2
Total	4.3	2.9	3.3	5.5	3.5	3.9	6.2	4.8	4.8	7.3	5.1	5.4

Contents	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Personal	1.3	0.4	0.4	1.5	0.7	0.4	1.8	0.7	0.4	1.7	0.5	0.7
Business or Nonfederal Government:												
Advertising	0.6	0.5	0.4	0.8	0.6	0.7	1.0	0.6	0.7	1.1	0.6	0.6
Invitation/Announcement	0.2	0.2	0.2	0.2	0.2	0.3	0.4	0.2	0.3	0.4	0.3	0.3
Bill <sup>2</sup>	2.6	2.0	1.5	2.5	2.1	2.3	2.9	2.1	2.3	3.2	2.4	2.1
Financial Statement	0.8	0.5	0.5	0.9	0.6	0.7	0.9	0.6	0.7	1.1	0.8	0.8
Other <sup>1</sup>	1.5	1.6	1.6	1.9	1.9	1.7	1.9	1.9	1.7	2.1	2.0	1.8
Total Business or Nonfederal Government	5.7	4.8	4.3	6.3	5.5	5.7	7.1	5.5	5.7	7.9	6.1	5.6
Social/Charitable/Political/Nonprofit	0.4	0.2	0.3	0.6	0.3	0.2	0.7	0.3	0.2	0.8	0.3	0.3
Total	7.5	5.3	4.9	8.5	6.4	6.3	9.8	6.4	6.3	10.4	6.9	6.6

Contents	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K+		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Personal	2.1	0.9	0.8	2.2	0.8	0.8	2.1	0.8	1.0	2.7	1.1	1.0
Business or Nonfederal Government:												
Advertising	1.5	0.8	0.8	2.1	0.8	0.8	2.4	1.1	0.9	2.4	1.5	1.2
Invitation/Announcement	0.4	0.3	0.4	0.4	0.3	0.4	0.6	0.4	0.4	0.7	0.4	0.4
Bill <sup>2</sup>	3.5	2.8	2.6	3.9	2.8	2.5	4.2	2.8	2.5	4.6	3.0	2.6
Financial Statement	1.5	1.0	0.9	1.8	1.1	1.0	1.8	1.1	1.0	2.0	1.3	1.3
Other <sup>1</sup>	2.5	2.2	1.9	3.3	2.2	1.9	3.1	2.2	2.0	3.2	2.4	2.5
Total Business or Nonfederal Government	9.4	7.1	6.6	11.5	7.3	6.6	12.1	7.5	6.9	12.9	8.6	8.1
Social/Charitable/Political/Nonprofit	1.0	0.4	0.4	1.1	0.5	0.4	1.2	0.4	0.5	1.6	0.7	0.6
Total	12.6	8.4	7.7	14.9	8.6	7.9	15.5	8.7	8.3	17.5	10.4	9.6

<sup>1</sup> Includes pieces for which no response was given for Mail Type.

<sup>2</sup> Includes credit card statement/bill.

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

Note: Totals may not sum due to rounding.

**Table A2-17**  
**First-Class Mail -- Percent of Nonpersonal Mail Received by**  
**Households Which is Sent Presort -- by Content**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Content	Percent		
	1987	2011	2012
Advertising Only	48.8	80.3	79.8
Notice of order	36.1	69.1	70.3
Bill/invoice/premium <sup>1</sup>	68.9	77.9	79.0
Financial Statement	60.8	83.0	83.0
Payment	42.3	51.6	54.6
Rebate	27.3	77.5	78.3
Greeting card	25.3	40.7	34.3
Invitation or announcement	28.5	63.6	65.4
Sweepstakes	77.5	82.5	82.2
Insurance policy <sup>2</sup>	59.5	82.6	80.7
Tax forms	25.3	0.0	0.0
CD/DVD/Video game	N/A	94.6	97.1
Other business or government	49.7	77.7	79.7
Total Business or Nonfederal Government	56.7	76.9	77.5
Announcement/meeting	10.3	35.4	35.3
Request for donation	19.9	50.2	55.3
Confirmation of donation	11.8	25.3	25.6
Bill/invoice/premium	29.9	37.7	47.4
Educational acceptances	37.8	25.0	34.2
Other Social/Charitable/Political/Nonprofit	18.0	39.4	30.3
Total Social/Charitable/Political/Nonprofit	16.5	39.1	39.5
Total Nonpersonal Mail Received by Households	53.9	73.6	74.3
Pieces per Household Per Week	3.74	4.48	4.19

<sup>1</sup> Includes credit card statement/bill.

<sup>2</sup> 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, 2011 and 2012**  
**(Diary Data)**

Industry	Percent Sent Presort		
	1987	2011	2012
Financial:			
Credit Card	76.9	86.5	86.9
Bank	59.1	85.8	86.3
Insurance	62.2	84.8	86.3
Mortgage	19.0	56.7	61.7
Investments	N/A	77.1	79.2
Total Financial	58.9	83.1	84.2
Merchants:			
Supermarkets	N/A	84.7	84.5
Department Store	73.5	82.5	88.2
Other Store	33.1	78.0	78.0
Mail Order	50.0	88.2	87.9
Restaurant	50.0	73.5	52.3
Publisher	58.9	89.3	84.0
Auto dealers	45.5	79.0	84.5
Online Auction	N/A	31.6	30.6
Total Merchants	55.0	77.6	75.6
Services:			
Telephone	84.4	62.1	62.7
Other utility	81.2	85.5	84.5
Medical	35.9	61.7	62.2
Other professional	7.8	37.9	38.5
DVD/Blu-ray/Video Game Rental Company	N/A	95.1	97.2
Craftsman	22.2	39.7	36.3
Leisure service	31.1	66.1	70.4
Auto Maintenance	N/A	84.7	81.9
Roadside Assistance	N/A	90.9	89.6
Total Services	56.7	67.5	66.9
All Manufacturers	30.8	70.1	72.7
Federal government	N/A	76.2	81.6
Nonfederal government	54.0	74.1	73.6
Social/Charitable/Political/Nonprofit	16.5	38.6	41.1
Total Nonhousehold Mail Received by households	53.9	67.1	67.6
Pieces per household per week	3.7	5.1	4.8

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, 2011 and 2012**  
**(Diary Data)**

<b>Sector</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
Household-to-household	9.4	6.3	6.4
Household-to-nonhousehold	12.3	14.6	14.2
Nonhousehold-to-household	39.2	52.0	51.7
Unidentified incoming	0.6	3.4	4.0
Unidentified outgoing	1.4	2.1	1.4
Subtotal	62.9	78.4	77.6
Nonhousehold-to-nonhousehold	37.1	21.6	22.4
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, 2011 and 2012**  
**(Diary Data)**

Content	Percentage of Total Envelopes		
	1987	2011	2012
Personal:			
Holiday card	3.3	2.9	3.1
Other greeting cards	1.7	1.7	1.7
Invitations	1.2	0.7	0.6
Letter	2.6	0.9	0.9
Announcements	0.1	0.0	0.0
Other personal	0.5	0.2	0.2
Total Personal	9.4	6.4	6.6
Business or Nonfederal Government:			
Advertising only	4.5	3.2	3.2
Notice of order	1.2	2.8	3.1
Bill/invoice/premium <sup>1</sup>	15.1	22.3	22.2
Financial statement	5.3	8.3	8.8
Payment	2.0	1.9	1.8
Rebate	0.0	0.2	0.2
Greeting card	0.2	0.4	0.4
Invitation or announcement	1.3	2.3	2.5
Sweepstakes	0.0	0.1	0.1
Direct Deposit Receipts	N/A	0.0	0.0
Insurance policy	0.2	0.1	0.1
Tax Forms	0.0	0.0	0.0
CD/DVD/Video game	N/A	1.5	0.8
Other business or government	6.7	7.5	7.2
Total Business or Nonfederal Government	36.4	50.4	50.4
Social/Charitable/Political/Nonprofit:			
Announcement/meeting	1.2	1.3	1.2
Request for donation	0.4	0.9	0.9
Confirmation of donation	0.2	0.3	0.3
Bill/invoice/premium	0.2	0.2	0.2
Educational acceptances	0.1	0.0	0.0
Other Social/Charitable/Political/Nonprofit	0.7	0.5	0.4
Total Social/Charitable/Political/Nonprofit	2.8	3.3	3.0
Don't Know/No answer	0.6	3.5	4.1
Total Envelopes Received by Households	49.2	63.6	64.0
Pieces Per Household Per Week	8.11	6.82	6.37

<sup>1</sup> 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, 2011 and 2012**  
**(Diary Data)**

Industry	1987	2011	2012
Financial:			
Credit Card	2.7	7.8	8.0
Bank	5.7	7.7	7.8
Insurance	3.6	7.7	7.9
Mortgage	0.5	1.1	1.1
Investments	N/A	3.7	3.9
Other financial	0.4	0.3	0.4
Total Financial	14.5	28.4	29.2
Merchants:			
Supermarkets	N/A	0.1	0.1
Department Store	1.8	0.2	0.3
Other Store	0.9	0.6	0.4
Mail Order	0.7	0.4	0.3
Restaurant	0.0	0.0	0.1
Publisher	1.6	0.7	0.7
Auto dealers	0.2	0.4	0.4
Online Auction	N/A	0.1	0.1
Other merchants	0.3	0.5	0.6
Total Merchants	5.9	2.9	2.8
Services:			
Telephone	2.0	4.1	4.1
Other utility	2.4	3.9	3.8
Medical	2.4	4.6	4.7
Other professional	0.4	0.6	0.8
DVD/Blu-ray/Video Game Rental Company	N/A	1.5	0.9
Craftsman	0.1	0.3	0.2
Leisure service	0.7	0.4	0.4
Auto Maintenance	N/A	0.1	0.1
Roadside Assistance	N/A	0.1	0.1
Other Services	0.6	0.9	1.0
Total Services	9.2	16.6	16.0
All Manufacturers	0.2	0.5	0.4
Federal government	N/A	1.6	1.6
Nonfederal government	1.7	2.5	2.7
Social/Charitable/Political/Nonprofit	2.9	3.5	3.3
Don't know/No answer	0.5	0.9	0.9
Total Envelopes Received by Households from Non-Households	34.6	56.4	56.8
Pieces Per Household Per Week	6.4	6.0	5.6

Base: RPW Total, First-Class Envelopes.

**Table A2-22**  
**First-Class Mail -- Nonpresort Envelopes by Sector**  
**(Percentage of Total Envelopes)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Sector	1987	2011	2012
Household-to-household	12.5	17.5	18.5
Household-to-nonhousehold	17.3	39.0	39.1
Nonhousehold-to-household	25.2	44.3	44.3
Unidentified incoming	0.5	3.4	4.1
Unidentified outgoing	2.5	5.5	3.8
Subtotal	58.0	109.7	109.8
Nonhousehold-to-nonhousehold	42.0	-9.7	-9.8
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, 2011 and 2012**  
**(Diary Data)**

Sector	1987	2011	2012
Household-to-household	9.2	2.3	3.0
Household-to-nonhousehold	8.5	1.9	1.8
Nonhousehold-to-household	56.8	50.3	48.9
Unidentified incoming	0.6	0.5	0.6
Unidentified outgoing	0.0	0.6	0.6
Subtotal	75.1	55.6	54.9
Nonhousehold-to-nonhousehold	24.9	44.4	45.1
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, 2011 and 2012**  
**(Diary Data)**

Industry	1987	2011	2012
Financial:			
Credit Card	0.2	0.9	0.1
Bank	0.2	1.5	1.0
Insurance	1.1	2.0	2.2
Mortgage	1.3	2.2	2.2
Investments	N/A	0.8	0.7
Total Financial	3.2	7.5	6.3
Merchants:			
Supermarkets	0.0	0.2	0.3
Department Store	4.2	1.2	1.0
Other Store	6.4	7.2	7.6
Mail Order	5.0	1.2	0.9
Restaurant	0.2	0.9	0.7
Publisher	4.0	0.7	0.8
Auto dealers	0.6	0.6	0.7
Online Auction	N/A	0.3	0.2
Other merchants	2.2	1.3	2.2
Total Merchants	24.4	13.3	14.4
Services:			
Telephone	0.3	1.5	0.4
Other utility	7.9	1.6	1.5
Medical	4.7	7.4	7.8
Other professional	1.0	1.1	1.9
DVD/Blu-ray/Video Game Rental Company	N/A	0.0	0.0
Craftsman	0.0	1.8	1.3
Leisure service	4.0	2.1	2.4
Auto Maintenance	N/A	2.1	1.8
Roadside Assistance	N/A	0.0	0.0
Other Services	2.7	2.9	2.4
Total Services	21.7	20.5	19.5
All Manufacturers	0.3	1.1	0.8
Federal government	N/A	1.3	0.7
Nonfederal government	1.4	1.9	1.9
Social/Charitable/Political/Nonprofit	5.9	3.9	4.6
Don't know/No answer	N/A	0.2	0.4
Total Mail Received by Households	56.7	48.7	47.8
Pieces Per Household Per Week	0.4	0.3	0.3

Base: RPW Total, First-Class Cards.

Note: Totals may not sum due to rounding.

**Table A2-25**  
**First-Class Mail -- Total Cards by Content**  
**(Percentage of Total Cards)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Content	Percentage of Total Envelopes		
	1987	2011	2012
Personal:			
Holiday card	0.9	0.2	0.3
Other greeting cards	1.1	0.5	0.4
Invitations	1.7	0.8	0.8
Letter	3.9	0.8	0.9
Announcements	0.2	0.0	0.0
Other personal	1.4	0.0	0.6
Total Personal	9.2	2.3	3.0
Business or Nonfederal Government:			
Advertising only	22.2	29.4	27.6
Notice of order	5.1	5.2	5.0
Bill/invoice/premium <sup>1</sup>	10.6	2.1	1.7
Financial statement	0.1	0.8	0.7
Payment	0.1	0.1	0.3
Rebate	0.1	0.4	0.6
Greeting card	0.8	1.3	0.9
Invitation or announcement	7.3	5.7	6.2
Sweepstakes	0.4	0.2	0.7
Direct Deposit Receipts	0.2	0.0	0.0
Insurance policy	0.1	0.0	0.0
Tax Forms	0.0	0.0	0.0
CD/DVD/Video game	N/A	0.0	0.0
Other business or government	3.9	1.2	1.5
Total Business or Nonfederal Government	50.9	46.4	45.2
Social/Charitable/Political/Nonprofit:			
Announcement/meeting	4.0	2.6	2.8
Request for donation	0.3	0.3	0.2
Confirmation of donation	0.3	0.1	0.2
Bill/invoice/premium	0.1	0.0	0.0
Educational acceptances	0.0	0.0	0.0
Other Social/Charitable/Political/Nonprofit	1.2	0.8	0.5
Total Social/Charitable/Political/Nonprofit	5.9	3.9	3.7
Don't Know/No answer	0.6	0.5	0.6
Total	66.6	53.1	52.5
Pieces Per Household Per Week	0.5	0.35	0.31

Base: RPW Total, First-Class Cards.

<sup>1</sup> 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, 2011 and 2012**  
**(Diary Data)**

Content	Total Nonpresort Cards			Total Presort Cards		
	1987	2011	2012	1987	2011	2012
Personal:						
Holiday card	1.3	0.2	0.3	0.0	0.0	0.0
Other greeting cards	1.5	0.4	0.4	0.0	0.0	0.0
Invitations	2.3	0.8	0.8	0.0	0.0	0.0
<b>Letter</b>	5.3	0.7	0.8	0.0	0.0	0.0
Announcements	0.3	0.0	0.0	0.0	0.0	0.0
Other personal	1.7	0.0	0.6	0.0	0.0	0.0
Total Personal	12.4	2.1	2.9	0.0	0.0	0.0
Business or Nonfederal Government:						
Advertising only	16.8	6.6	6.9	38.0	22.6	20.6
Notice of order	6.1	1.9	2.0	2.2	3.2	3.0
Bill/invoice/premium <sup>1</sup>	5.7	0.6	0.4	25.0	1.5	1.3
Financial statement	0.2	0.1	0.2	0.2	0.6	0.5
Payment	0.1	0.0	0.0	0.1	0.1	0.2
Rebate	0.1	0.1	0.1	0.4	0.3	0.5
Greeting card	1.0	0.6	0.5	0.1	0.7	0.3
Invitation or announcement	8.2	2.5	2.5	4.2	3.2	3.6
Other business or government	4.2	0.4	0.5	5.2	1.0	1.6
Total Business or Nonfederal Government	42.4	12.8	13.2	75.4	33.2	31.7
Social/Charitable/Political/Nonprofit:						
Announcement/meeting	4.9	1.4	1.5	1.1	1.2	1.2
Request for donation	0.3	0.2	0.1	0.1	0.0	0.1
Confirmation of donation	0.4	0.1	0.2	0.0	0.0	0.1
Bill/invoice/premium	0.1	0.0	0.0	0.0	0.0	0.0
Other Social/Charitable/Political/Nonprofit	1.4	0.5	0.3	0.0	0.3	0.2
Total Social/Charitable/Political/Nonprofit	7.1	2.3	2.0	1.3	1.5	1.6
Don't Know/No answer	0.7	0.2	0.2	1.7	0.2	0.3
Total Mail Received by Household	62.6	17.5	18.3	78.4	35.0	33.6
Pieces Per Household Per Week	0.3	0.1	0.1	0.1	0.1	0.1

Base: RPW Total, First-Class Cards.

<sup>1</sup> 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, 2011 and 2012**  
**(Diary Data)**

Industry	Percent of Total Nonpresort			Percent of Total Presort		
	1987	2011	2012	1987	2011	2012
Financial:						
Credit Card	0.0	0.1	0.0	0.4	0.9	0.1
Bank	0.2	0.3	0.2	0.2	1.2	0.8
Insurance	0.2	0.4	0.3	0.3	1.6	1.9
Mortgage	0.0	0.9	1.1	0.0	1.3	1.1
Investments	N/A	0.1	0.1	N/A	0.7	0.6
Other financial	0.3	0.0	0.1	0.2	0.9	0.8
Total Financial	3.3	1.8	1.8	2.4	6.6	5.3
Merchants:						
Supermarkets	N/A	0.0	0.0	6.1	0.1	0.2
Department Store	3.5	0.1	0.1	6.1	1.1	0.9
Other Store	3.7	0.9	0.9	8.6	6.2	6.7
Mail Order	6.1	0.2	0.2	6.9	1.0	0.7
Restaurant	3.1	0.1	0.2	6.6	0.8	0.4
Publisher	0.9	0.1	0.1	1.6	0.6	0.7
Auto dealers	0.1	0.2	0.1	0.3	0.4	0.5
Online Auction	0.1	0.1	0.1	0.6	0.1	0.1
Other merchants	1.9	0.3	0.6	2.7	1.0	1.7
Total Merchants	20.3	2.1	2.3	34.6	11.2	11.7
Services:						
Telephone	0.1	0.1	0.0	0.7	1.4	0.4
Other utility	3.1	0.4	0.3	21.5	1.2	1.2
Medical	5.9	4.7	5.3	0.5	2.6	2.4
Other professional	1.0	0.4	0.6	0.8	0.7	1.3
DVD/Blu-ray/Video Game Rental Company	3.0	0.0	0.0	6.9	0.0	0.0
Craftsman	0.5	0.7	0.6	1.9	1.2	0.8
Leisure service	0.1	0.3	0.5	0.2	1.9	1.8
Auto Maintenance	0.1	0.2	0.2	0.0	1.9	1.5
Roadside Assistance	N/A	0.0	0.0	N/A	0.0	0.0
Other Services	2.9	1.5	0.8	2.2	1.5	1.6
Total Services	16.6	8.1	8.3	34.8	12.2	11.1
All Manufacturers	0.1	0.1	0.0	0.6	0.9	0.7
Federal government	N/A	0.3	0.1	N/A	1.0	0.6
Nonfederal government	1.0	0.5	0.5	3.0	1.4	1.5
Social/Charitable/Political/Nonprofit	7.1	2.3	2.2	2.1	1.5	2.3
Don't know/No answer	1.0	0.2	0.1	1.5	0.1	0.2
Total Mail From Nonhouseholds Received by Households	49.4	14.9	15.2	78.4	33.0	32.1
Pieces Per Household Per Week	0.3	0.1	0.1	0.1	0.2	0.2

Base: RPW Total, First-Class Cards.



**Table A2-28**  
**First-Class Mail Sent by Households to Nonhouseholds**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Mail Sent	Percentage of Total First-Class Mail			Pieces Per Household Per Week		
	1987	2011	2012	1987	2011	2012
Business Transactions -- In Response to Advertising:						
Total Response to Advertising	3.6	1.0	0.9	0.6	0.1	0.1
Business Transactions -- Not in Response to Advertising:						
Transaction to phone/utility company	2.0	3.0	3.3	0.4	0.4	0.4
Transaction to credit card company	1.5	1.9	2.1	0.3	0.2	0.2
All other business mail	5.1	7.3	6.5	0.9	0.9	0.7
Total Business Not In Response to Advertising	8.6	12.2	12.0	1.5	1.5	1.3
Don't know / No answer	0.1	0.2	0.1	0.0	0.0	0.0
Total Mail Sent by Households to Nonhouseholds	12.2	13.4	13.0	2.1	1.6	1.4

Note: Totals may not sum due to rounding.

**Table A2-29**  
**First-Class Mail Originating in Households and Nonhouseholds**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Sector	Percentage of First-Class Mail			Pieces Per Household Per Week		
	1987	2011	2012	1987	2011	2012
Household-to-household	9.1	5.9	6.2	1.6	0.7	0.7
Household-to-nonhousehold	12.2	13.4	13.0	2.1	1.6	1.4
Nonhousehold-to-household	40.6	55.5	55.4	7.0	6.6	6.1
Unknown outgoing	1.9	1.9	1.3	0.3	0.2	0.1
Unknown incoming	0.6	3.3	3.8	0.1	0.4	0.4
Subtotal	64.4	80.1	79.6	11.1	9.6	8.8
Nonhousehold-to-nonhousehold	35.6	19.9	20.4	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, 2011 and 2012**  
**(Recruitment Data)**

<b>Media</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
Phone	31.0	22.1	13.4
Mail	67.2	19.6	50.9
Other	1.7	58.3	35.7
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

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

**Table A2-31**  
**First-Class Mail -- Method of Bill Payment**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Recruitment Data)**

Method of Payment	1987	2011	2012
By mail	95.7	77.8	77.0
In person <sup>1</sup>	N/A	26.5	29.5
By automatic deduction from bank account	21.8	49.0	54.7
By personal computer <sup>1</sup>	N/A	53.4	63.1
By telephone	0.8	14.8	16.9
By automatic charge to credit card <sup>1</sup>	N/A	17.7	20.5

Number of Payments	1987	2011	2012
Total payments per household per month	9.14	10.88	9.67

<sup>1</sup> Due to the way questions were worded in the 1987 version of the Recruitment interview, information regarding percentages is unavailable from the data.

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

**Table A2-38**  
**First-Class Mail -- Use of Automatic Deductions**  
**(Percent of Households)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Recruitment Data)**

Deductions	1987	2011	2012
0	78.1	48.5	42.7
1	13.1	16.4	17.4
2	4.4	12.9	14.5
3	1.6	7.2	8.2
>3	1.3	12.5	14.6
Don't know/No answer	0.5	2.5	2.6
Total	100.0	100.0	100.0

**Table A2-39**  
**First-Class Mail -- Use of Automatic Deductions -- by Income**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Recruitment Data)**

Number of Monthly Deductions	<Under \$7K <sup>1</sup>			\$7K - \$9.9K <sup>1</sup>			\$10K - \$14.9			\$15K - \$19.9K		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
0	89.1	66.4	68.8	87.0	67.2	67.8	87.3	63.1	65.6	84.3	61.9	57.7
1	6.4	14.3	14.7	7.5	12.6	10.6	7.9	15.2	14.9	9.5	11.8	16.8
2	1.6	9.3	8.8	2.3	5.3	10.5	2.2	7.7	8.5	1.3	9.8	10.4
3	0.3	2.7	1.6	1.3	7.3	5.5	0.8	6.4	4.7	1.1	5.6	4.7
4 +	0.7	4.8	6.1	0.9	3.7	5.6	0.6	6.5	6.3	1.0	7.8	10.4
Don't know/No answer	1.9	2.6	0.0	1.0	3.9	0.0	1.2	1.1	0.0	2.8	3.1	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.1	0.8	0.7	0.2	0.8	0.8	0.2	1.1	1.0	0.2	1.2	1.2

Number of Monthly Deductions	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
0	78.3	57.6	54.1	71.1	49.2	50.1	75.8	49.2	50.1	66.1	49.7	40.6
1	15.8	12.3	16.4	16.8	20.0	20.9	14.8	20.0	20.9	20.0	17.9	21.1
2	2.4	10.8	11.6	8.0	13.7	13.3	6.0	13.7	13.3	8.6	12.3	16.6
3	1.0	7.3	6.0	1.1	6.7	6.5	1.4	6.7	6.5	2.6	6.3	11.0
4 +	1.1	10.1	11.9	1.1	10.2	9.2	1.6	10.2	9.2	2.2	12.6	10.7
Don't know/No answer	1.4	1.8	0.0	1.9	0.3	0.0	0.4	0.3	0.0	0.5	1.2	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.3	1.3	1.3	0.3	1.4	1.4	0.4	1.4	1.4	0.6	1.5	1.6

Number of Monthly Deductions	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K+		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
0	68.5	44.7	40.7	68.7	44.0	32.4	76.3	38.8	35.0	68.2	36.8	31.4
1	18.6	17.7	19.3	18.6	18.2	21.7	17.6	18.8	17.4	18.2	17.0	15.8
2	5.7	14.6	15.5	8.8	13.0	18.6	2.2	19.1	18.9	5.7	15.4	17.9
3	4.0	8.2	8.2	2.4	7.6	10.8	3.4	7.5	10.7	2.8	8.7	9.6
4 +	1.9	13.5	16.3	1.1	15.2	16.5	0.5	14.2	18.0	3.7	20.4	25.3
Don't know/No answer	1.3	1.2	0.0	0.4	2.0	0.0	0.0	1.4	0.0	1.4	1.7	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.5	1.6	1.8	0.5	1.7	2.0	0.3	1.8	2.1	0.5	2.1	2.4

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

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

Note: Totals may not sum due to rounding.

<sup>1</sup> 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, 2011 and 2012**  
**(Recruitment Data)**

Number of Monthly Deductions	18-21			22-24			25-34			35-44		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
0	89.3	53.3	58.8	92.0	59.7	43.3	75.3	47.4	42.6	73.5	49.3	42.4
1	7.7	16.6	11.8	5.1	19.6	29.2	15.5	19.0	20.0	16.0	13.8	17.2
2	2.1	4.5	20.3	1.2	8.8	7.6	5.8	16.6	16.9	5.4	14.1	16.1
3	0.0	5.8	4.5	0.2	2.9	7.6	1.5	5.4	7.3	1.9	7.6	8.3
4 +	0.5	10.4	4.7	0.2	5.1	12.4	1.1	9.2	13.1	1.4	12.6	16.0
Don't know/No answer	0.4	9.4	0.0	1.3	3.9	0.0	0.8	2.4	0.0	1.8	2.6	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.2	1.0	1.0	0.1	0.9	1.6	0.4	1.4	1.7	0.4	1.6	1.8

Number of Monthly Deductions	45-54			55-64			65-69			70+	70-74		75+	
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012	2011	2012
0	70.9	48.0	45.5	79.7	46.7	46.0	81.6	48.2	43.0	88.1	43.7	47.4	51.3	51.1
1	18.5	18.5	18.5	11.2	17.0	17.4	10.7	15.7	14.2	5.7	14.8	13.9	11.9	13.1
2	4.1	11.6	13.8	5.1	13.0	14.5	2.7	10.9	15.9	2.7	15.1	13.0	10.0	10.3
3	2.8	7.2	8.8	0.8	7.6	8.3	2.0	9.6	10.4	1.6	9.6	9.0	8.0	7.2
4 +	1.0	12.1	13.4	1.6	13.8	13.8	2.1	14.5	16.5	1.1	15.8	16.8	16.8	18.3
Don't know/No answer	2.7	2.7	0.0	1.6	1.9	0.0	0.9	1.1	0.0	0.8	1.0	0.0	2.0	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.4	1.5	1.7	0.3	1.6	1.7	0.4	1.7	1.8	0.2	1.8	1.7	1.6	1.7

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



## Appendix A3: Standard Mail



**Table A3-1**  
**Standard Mail Content of Mail Piece**  
**(Percentage of Standard Mail Received by Households)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

<b>Content</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
Advertisement	80.9	83.7	82.9
Fund request	1.2	0.5	0.7
Political Materials	--	1.3	1.5
Newsletter/information/other	10.9	12.6	12.7
Don't know/No answer	7.0	1.9	2.2

**Table A3-2**  
**Standard Mail by Major Industry by Quarter**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Industry	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Credit Card	0.2	1.4	1.2	0.2	1.3	0.9	0.3	1.3	0.9	0.2	1.4	0.8
Bank	0.2	0.3	0.3	0.1	0.3	0.3	0.3	0.3	0.3	0.2	0.3	0.3
Total Financial	0.9	2.9	2.6	0.8	2.8	2.2	1.2	2.9	2.3	0.8	2.7	2.1
Supermarkets	0.3	0.2	0.1	0.3	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1
Department store	1.4	1.0	0.9	0.8	0.5	0.5	1.3	0.6	0.5	1.1	0.6	0.5
Mail order company	1.1	1.5	1.2	1.4	1.1	1.1	1.3	1.1	1.0	1.3	1.1	0.9
Specialty store	0.8	1.3	1.2	0.7	0.9	0.8	0.8	1.0	1.0	0.7	0.8	0.9
Publisher	0.9	0.4	0.4	1.4	0.4	0.4	0.9	0.5	0.5	1.2	0.4	0.4
Total Merchants	4.9	4.8	4.3	4.8	3.3	3.2	5.0	3.7	3.6	4.8	3.3	3.0
Total Services	0.5	1.4	1.3	0.4	1.6	1.4	0.7	1.7	1.5	0.5	1.4	1.4
Total Social/Charitable/Political/Nonprofit	0.5	0.5	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3
Detached label card	0.6	0.1	0.1	0.5	0.1	0.1	0.7	0.1	0.1	0.6	0.1	0.1
Not from one organization	0.6	1.0	0.9	0.4	1.0	1.0	0.4	1.0	0.9	0.4	0.9	1.0
Total Pieces Per Household Per Week	8.2	11.3	9.9	7.3	9.3	8.5	8.4	9.8	8.9	7.4	8.7	8.2

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

**Table A3-3**  
**Standard Mail Addressee**  
**(Percentage of Total Standard Mail including Nonprofit Mail)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Addressee	Percent of Total Standard Mail			Pieces Per Household Per Week		
	1987	2011	2012	1987	2011	2012
Addressed to specific person	50.1	68.0	67.2	5.3	9.3	8.5
Addressed to occupant	22.7	15.5	16.8	2.4	2.1	2.1
Don't know/No answer	0.9	1.9	1.9	0.1	0.3	0.2
Total Pieces Received by Household	73.7	85.5	85.9	7.8	11.7	10.9

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

**Table A3-4**  
**Standard Mail Addressee by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Industry	Addressed to Specific Household Members			Addressed To Occupant/ Resident			Total		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Financial:									
Credit card	97.1	95.2	96.8	2.0	0.8	0.8	100.0	96.0	97.5
Bank	89.8	87.0	84.3	8.7	9.9	14.0	100.0	96.9	98.3
Insurance Company	93.2	92.4	90.9	5.5	4.6	5.9	100.0	97.0	96.8
Real Estate/Mortgage	72.8	71.9	80.9	26.7	22.2	17.5	100.0	94.0	98.5
Investments	N/A	95.0	96.0	N/A	3.6	3.2	N/A	98.6	99.1
Total Financial	92.1	92.8	92.5	6.8	3.8	5.1	100.0	96.6	97.6
Merchants:									
Supermarkets	11.1	57.1	61.2	87.7	42.4	38.1	100.0	99.6	99.3
Department store	68.3	91.6	90.9	30.9	7.8	8.4	100.0	99.5	99.3
Specialty store	56.4	85.3	84.7	43.0	14.3	14.5	100.0	99.6	99.3
Mail order company	95.8	97.1	96.4	3.3	1.5	1.8	100.0	98.6	98.2
Restaurant	21.3	16.2	15.5	77.6	83.3	84.3	100.0	99.5	99.8
Publisher	72.0	78.8	79.6	25.8	18.5	16.9	100.0	97.3	96.6
Auto Dealers	88.7	85.8	81.6	8.6	13.9	18.2	100.0	99.7	99.8
Online Auction	N/A	80.0	85.1	N/A	20.0	14.9	N/A	100.0	100.0
Total Merchants	72.1	86.3	85.3	26.7	12.7	13.4	100.0	99.0	98.6
Services:									
Telephone	94.6	76.8	69.2	4.7	21.0	27.9	100.0	97.8	97.1
Other Utilities	90.4	84.9	90.1	2.4	11.7	7.8	100.0	96.6	97.9
Medical	77.2	76.3	73.5	22.7	22.1	24.7	100.0	98.4	98.2
Other professional	91.0	86.3	89.7	6.5	12.1	9.4	100.0	98.4	99.1
DVD/Blu-ray/Video Game Rental Company	N/A	92.6	47.0	N/A	6.7	53.0	N/A	99.2	100.0
Craftsman	41.9	72.8	71.2	57.2	26.2	26.6	100.0	99.0	97.8
Leisure service	85.2	96.4	94.5	14.5	3.0	3.8	100.0	99.5	98.2
Auto Maintenance	N/A	83.8	81.6	N/A	16.1	17.8	N/A	99.9	99.4
Roadside Assistance	N/A	92.4	93.3	N/A	1.3	1.5	N/A	93.8	94.8
Total Services	81.5	79.2	76.0	17.5	19.1	21.7	100.0	98.3	97.7
All Manufacturers	86.1	95.7	95.2	13.5	1.8	2.1	100.0	97.6	97.3
Federal Government	N/A	59.7	57.9	N/A	39.5	40.1	N/A	99.2	98.0
Nonfederal Government	73.3	51.2	54.5	26.3	47.9	43.3	100.0	99.1	97.9
Social/Charitable/Political/Nonprofit:									
Union or Professional Organization	89.6	93.8	95.2	10.4	3.8	3.0	100.0	97.6	98.2
Church	79.4	88.6	90.6	15.9	11.4	9.4	100.0	100.0	100.0
Veterans	N/A	83.7	63.6	N/A	14.1	26.8	N/A	97.8	90.4
Educational	87.9	88.6	91.5	11.4	10.4	6.4	100.0	98.9	97.9
Charities	98.1	80.9	69.3	1.9	7.7	30.7	100.0	88.5	100.0
Political	87.3	88.0	90.4	12.1	12.0	9.3	100.0	100.0	99.8
AARP	100.0	86.6	95.1	0.0	2.4	1.6	100.0	89.1	96.6
Total Social/Charitable/Political/Nonprofit	88.3	88.4	90.0	10.7	10.1	8.9	100.0	98.5	98.9

Note: Percents are row percentages within each Industry classification.

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

**Table A3-5**  
**Standard Mail by Shape**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Shape	Percent of Total Standard Mail			Pieces Per Household Per Week		
	1987	2011	2012	1987	2011	2012
Letter Size Envelope	17.3	33.6	32.6	1.8	3.9	3.5
Larger Envelope	12.0	1.9	2.1	1.3	0.2	0.2
Total Envelope	29.3	35.6	34.7	3.1	4.1	3.7
Detached Label Card	5.8	0.7	0.6	0.6	0.1	0.1
Postcard	1.8	1.4	1.6	0.2	0.2	0.2
Catalog (not in envelope)	14.2	13.4	12.8	1.5	1.5	1.4
Flyers/Circulars	20.1	30.3	30.3	2.1	3.5	3.2
Magazines/Newsletters	1.7	2.4	2.6	0.2	0.3	0.3
Other/Don't Know/No answer	1.0	0.8	1.0	0.1	0.1	0.1
Total Pieces Received by Households	73.8	84.6	83.6	7.8	9.8	8.9

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

Note: Totals may not sum due to rounding.

**Table A3-6**  
**Standard Mail Industry by Shape**  
**(Percentage of Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Industry	Letter Size Envelope			Larger Envelope			Postcard			Catalog (not in envelope)		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Financial:												
Credit card	59.5	90.9	90.5	28.1	1.5	2.1	0.4	0.2	0.4	3.1	0.2	0.2
Bank	65.0	71.8	72.3	14.6	2.5	2.7	3.4	0.8	0.7	1.8	0.2	0.4
Insurance Company	66.8	75.5	75.1	19.9	5.4	6.2	0.7	0.6	0.9	1.4	0.3	0.3
Real Estate/Mortgage	32.1	47.3	42.0	7.3	1.7	1.2	10.7	4.3	4.1	3.2	0.1	0.9
Investments	N/A	49.1	52.1	N/A	22.0	16.2	N/A	0.1	0.3	N/A	1.1	2.0
Total Financial	60.1	79.4	77.2	19.4	4.3	4.6	2.0	0.5	0.8	2.6	0.3	0.4
Merchants:												
Supermarkets	4.0	6.5	7.6	2.7	3.0	1.1	0.7	2.2	1.4	5.2	3.5	4.3
Department store	8.8	12.5	14.6	3.6	1.7	1.9	3.3	3.5	2.8	40.8	14.3	14.5
Specialty store	10.5	6.8	7.7	6.5	0.5	0.6	5.1	2.9	3.4	26.8	31.3	28.1
Mail order company	20.8	13.7	11.1	22.0	1.1	1.2	0.8	0.4	0.3	48.5	79.5	81.0
Restaurant	4.5	4.0	5.1	1.6	0.5	0.2	21.8	7.4	7.2	2.1	0.7	0.8
Publisher	26.5	61.5	61.9	34.1	2.0	2.9	1.2	0.6	0.3	4.4	4.6	4.4
Auto Dealers	28.1	27.1	28.0	13.6	3.9	2.8	6.5	4.0	4.7	7.1	1.8	2.3
Online Auction	N/A	32.2	44.8	N/A	3.7	1.7	N/A	1.5	5.7	N/A	13.7	14.7
Total Merchants	18.0	17.0	18.2	16.3	1.3	1.4	2.5	2.1	2.1	28.1	37.9	35.5
Services:												
Telephone	28.9	62.9	67.5	42.9	1.4	1.5	5.2	0.8	1.0	6.2	0.6	0.3
Other Utilities	33.1	70.0	66.7	9.5	1.9	2.3	2.2	1.4	2.8	6.0	0.4	0.2
Medical	27.1	37.1	35.9	8.1	1.7	2.3	6.9	4.7	3.5	2.6	1.1	0.5
Other professional	48.6	27.4	40.7	14.0	4.9	3.2	1.8	6.1	6.6	1.9	1.5	2.3
DVD/Blu-ray/Video Game Rental Company	N/A	35.6	31.7	N/A	3.0	17.6	N/A	0.0	6.3	N/A	0.0	5.1
Craftsman	13.2	33.3	34.7	9.9	1.6	0.9	5.9	8.8	7.0	0.0	0.6	1.1
Leisure service	41.5	22.4	24.4	15.9	2.3	3.1	4.2	3.5	5.1	4.1	8.4	9.6
Auto Maintenance	N/A	13.6	14.4	N/A	0.3	0.6	N/A	6.6	5.6	N/A	0.2	2.0
Roadside Assistance	N/A	86.6	82.0	N/A	5.8	9.2	N/A	0.3	0.7	N/A	0.6	0.3
Total Services	32.8	43.9	46.4	17.5	1.8	2.4	6.0	3.2	3.1	6.1	1.6	1.8
All Manufacturers	35.1	25.7	31.6	16.1	2.2	1.8	2.2	0.9	2.8	5.6	30.5	27.4
Government:												
Federal Government	N/A	24.9	26.5	N/A	4.3	1.8	N/A	12.5	19.8	N/A	0.6	1.6
Nonfederal Government	17.5	16.1	30.1	9.1	2.9	2.7	4.0	5.3	3.1	10.0	1.9	2.1
Social/Charitable/Political/Nonprofit:												
Union or Professional Organization	38.3	45.7	42.8	17.7	6.3	7.5	2.2	1.4	3.3	3.4	2.1	0.6
Church	36.3	36.0	34.5	10.1	1.9	3.5	3.5	4.4	2.1	4.3	2.9	0.0
Veterans	N/A	65.3	68.6	N/A	8.8	10.7	N/A	0.0	0.8	N/A	3.8	0.0
Educational	40.0	48.1	43.5	14.2	3.0	4.0	3.0	5.7	5.3	7.1	4.7	4.6
Charities	N/A	45.5	45.3	N/A	11.1	9.1	N/A	3.1	25.3	N/A	18.2	3.4
Political	33.1	8.9	24.2	2.7	0.7	1.0	8.4	6.1	5.0	0.4	0.3	0.2
AARP	20.9	68.1	59.3	57.2	6.0	11.5	0.0	0.0	3.3	8.1	0.9	0.4
Total Social/Charitable/Political/Nonprofit	37.0	29.7	35.1	12.4	3.0	3.7	4.5	4.7	5.0	3.3	2.4	1.3
Total	23.5	39.8	39.0	16.2	2.3	2.5	2.5	1.7	1.9	19.2	15.8	15.3

Note: Percentages are row percentages within each Industry.

**Table A3-7a**  
**Standard Mail Shape by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Industry	Letter Size Envelope			Larger Envelope			Postcards		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Financial:									
Credit card	7.5	32.1	24.3	5.1	9.4	9.0	0.5	1.3	2.1
Bank	6.9	5.6	6.1	2.3	3.4	3.7	3.4	1.4	1.3
Insurance Company	2.7	15.7	15.8	1.3	19.6	20.6	0.2	2.8	3.9
Real Estate/Mortgage	0.4	1.2	1.4	0.1	0.7	0.6	0.0	2.5	2.8
Investments	N/A	2.7	3.0	N/A	21.0	15.0	N/A	0.1	0.3
Other Financial	0.6	0.7	1.1	0.3	0.0	0.2	0.0	0.3	0.0
Total Financial	30.3	57.9	51.8	14.3	54.2	49.1	8.5	8.4	10.5
Merchants:									
Supermarkets	0.5	0.2	0.3	0.5	1.7	0.6	0.9	1.6	1.0
Department store	5.6	2.2	2.6	3.3	5.2	5.4	19.7	14.1	10.2
Specialty store	4.1	1.8	2.2	3.7	2.5	2.5	19.0	17.6	19.4
Mail order company	14.4	4.3	3.4	22.1	6.1	5.7	5.2	2.7	2.0
Restaurant	0.1	0.1	0.2	0.1	0.3	0.1	6.1	5.6	5.8
Publisher	15.5	6.8	7.3	28.9	3.8	5.4	6.4	1.4	0.6
Auto Dealers	0.7	0.5	0.8	0.5	1.4	1.2	1.4	1.9	2.6
Online Auction	N/A	0.1	0.1	N/A	0.2	0.1	N/A	0.1	0.2
Other merchants	2.7	0.3	1.6	2.2	0.6	1.4	1.9	1.3	1.5
Total Merchants	48.0	16.4	18.4	63.1	21.7	22.3	62.7	46.3	43.4
Services:									
Telephone	1.0	8.1	9.0	2.1	3.2	3.1	1.7	2.3	2.7
Other Utilities	0.3	1.6	2.1	0.1	0.7	1.1	0.2	0.7	1.8
Medical	1.1	1.9	2.0	0.5	1.5	2.1	2.5	5.6	4.0
Other professional	0.8	0.3	0.6	0.3	0.9	0.7	0.3	1.5	1.9
DVD/Blu-ray/Video Game Rental Company	N/A	0.1	0.0	N/A	0.2	0.3	N/A	0.0	0.1
Craftsman	0.1	1.0	0.9	0.1	0.9	0.4	0.4	6.1	3.8
Leisure service	2.9	1.0	1.1	1.6	1.9	2.3	2.7	3.8	4.9
Auto Maintenance	N/A	0.4	0.4	N/A	0.1	0.2	N/A	4.0	3.1
Roadside Assistance	N/A	0.9	1.1	N/A	1.1	2.0	N/A	0.1	0.2
Other services	2.3	1.8	1.5	1.4	1.6	3.5	5.4	5.1	3.5
Total Services	9.4	17.2	18.8	7.3	12.0	15.7	16.1	29.2	25.9
All Manufacturers	2.4	1.6	2.1	1.6	2.4	2.0	1.4	1.3	3.8
Federal Government	N/A	0.3	0.3	N/A	1.0	0.4	N/A	3.8	5.3
Nonfederal Government	0.7	0.2	0.5	0.6	0.7	0.7	1.6	1.8	1.1
Social/Charitable/Political/Nonprofit:									
Union Or Professional Organization	0.6	0.3	0.3	0.4	0.8	0.9	0.3	0.2	0.5
Church	0.3	0.1	0.1	0.1	0.1	0.1	0.3	0.2	0.1
Veterans	N/A	0.2	0.1	N/A	0.4	0.3	N/A	0.0	0.0
Educational	1.2	0.7	0.7	0.6	0.7	1.0	0.8	1.9	1.7
Charities	N/A	0.1	0.1	N/A	0.5	0.3	N/A	0.2	1.2
Political	1.6	0.3	1.0	0.2	0.4	0.6	3.7	4.7	4.1
AARP	0.1	0.2	0.2	0.5	0.3	0.7	0.0	0.0	0.2
Other Social/Charitable/Political/Nonprofit	1.1	0.2	0.3	0.6	0.5	0.7	0.5	0.4	0.2
Total Social/Charitable/Political/Nonprofit	4.9	2.1	2.8	2.4	3.6	4.6	5.6	7.5	8.1
Not from one organization	4.3	3.7	4.3	10.9	4.2	3.9	2.9	1.0	0.9
Don't know/No answer	2.4	0.5	0.9	1.4	0.2	1.2	1.6	0.6	1.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

**Table A3-7b**  
**Standard Mail Shape by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Industry	Catalog (not in envelope)			Flyers/ Circulars			Magazines/ Newsletters		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Financial:									
Credit card	0.5	0.2	0.1	0.9	2.8	1.9	0.0	0.1	0.3
Bank	0.2	0.0	0.1	1.3	2.0	2.0	0.1	0.9	0.6
Insurance Company	0.3	0.1	0.1	1.4	3.3	3.2	0.8	9.5	7.6
Real Estate/Mortgage	0.2	0.0	0.1	1.7	1.2	1.7	0.6	0.8	1.1
Investments	N/A	0.2	0.3	N/A	0.7	0.7	N/A	11.4	12.3
Other Financial	0.0	0.0	0.0	0.3	0.4	0.5	0.2	0.0	0.0
Total Financial	1.6	0.5	0.7	6.4	10.4	10.0	2.5	22.7	22.1
Merchants:									
Supermarkets	0.9	0.3	0.4	10.0	2.9	3.3	1.1	0.8	1.0
Department store	31.9	6.3	6.5	23.4	12.6	11.8	2.1	3.7	4.7
Specialty store	12.9	20.8	20.2	17.0	16.8	17.6	1.4	1.5	4.1
Mail order company	41.0	63.1	62.5	4.2	1.3	1.1	1.4	1.7	2.2
Restaurant	0.1	0.1	0.1	1.8	3.1	3.6	0.0	0.1	0.0
Publisher	3.2	1.3	1.3	10.3	0.8	0.7	71.9	36.1	34.2
Auto Dealers	0.2	0.1	0.2	0.9	1.4	1.8	0.4	0.1	0.2
Online Auction	N/A	0.1	0.1	N/A	0.1	0.1	N/A	0.2	0.1
Other merchants	0.9	0.3	0.2	1.4	0.8	0.8	0.0	0.2	0.2
Total Merchants	91.9	92.3	91.4	72.3	39.9	40.8	79.7	44.4	46.7
Services:									
Telephone	0.3	0.2	0.1	0.4	4.8	4.1	0.4	0.8	1.3
Other Utilities	0.1	0.0	0.0	0.2	0.5	0.8	0.4	1.8	0.9
Medical	0.1	0.1	0.1	1.7	2.9	3.3	1.7	3.1	1.9
Other professional	0.0	0.0	0.1	0.5	0.7	0.7	0.4	0.3	0.5
DVD/Blu-ray/Video Game Rental Company	N/A	0.0	0.0	N/A	0.3	0.0	N/A	0.0	0.0
Craftsman	0.0	0.0	0.1	0.5	1.8	1.6	0.0	0.2	0.1
Leisure service	0.3	1.0	1.1	2.0	3.1	2.7	0.6	1.1	0.6
Auto Maintenance	N/A	0.0	0.1	N/A	2.2	2.2	N/A	0.0	0.1
Roadside Assistance	N/A	0.0	0.0	N/A	0.0	0.1	N/A	0.5	0.6
Other services	0.2	0.1	0.2	1.8	4.2	3.7	0.8	1.4	1.0
Total Services	2.2	1.6	1.8	8.5	20.5	19.2	6.0	9.3	7.0
All Manufacturers	0.5	4.8	4.7	2.2	2.6	2.4	1.3	1.6	1.7
Federal Government	N/A	0.0	0.1	N/A	0.7	0.5	N/A	1.2	2.3
Nonfederal Government	0.5	0.1	0.1	2.0	0.7	0.6	1.0	6.5	5.9
Social/Charitable/Political/Nonprofit:									
Union or Professional Organization	0.1	0.0	0.0	0.4	0.1	0.1	0.4	2.9	2.8
Church	0.0	0.0	0.0	0.3	0.0	0.1	0.7	0.5	0.8
Veterans	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.6	0.3
Educational	0.3	0.2	0.2	0.9	0.4	0.6	0.4	1.6	1.4
Charities	N/A	0.1	0.0	N/A	0.0	0.0	N/A	0.2	0.0
Political	0.0	0.0	0.0	2.2	3.1	3.0	0.6	0.2	0.2
AARP	0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.7
Other Social/Charitable/Political/Nonprofit	0.0	0.0	0.0	0.7	0.1	0.1	0.8	2.3	0.9
Total Social/Charitable/Political/Nonprofit	0.5	0.4	0.3	4.5	3.9	4.0	3.3	8.7	7.1
Not from one organization	1.9	0.2	0.5	4.9	21.3	22.3	6.0	3.2	6.1
Don't know/No answer	1.4	0.2	0.5	1.4	0.1	0.2	1.5	2.4	1.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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



**Table A3-8**  
**Standard Mail Shape by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Shape	Specific Household Member			Occupant/Resident			No Answer			Total		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Letter size envelope	89.5	89.1	87.4	8.6	6.9	9.1	1.9	4.0	3.5	100.0	100.0	100.0
Larger envelope	87.2	92.5	91.4	11.1	6.2	6.8	1.7	1.2	1.8	100.0	100.0	100.0
Detached label card	5.5	2.5	18.4	94.4	97.5	81.6	0.1	0.0	0.1	100.0	100.0	100.0
Postcard	65.4	73.8	72.4	34.4	26.0	27.4	0.2	0.2	0.3	100.0	100.0	100.0
Catalog (not in envelope)	84.0	96.9	96.4	15.6	2.5	3.1	0.4	0.7	0.5	100.0	100.0	100.0
Flyers/Circulars	47.8	61.3	59.3	51.5	38.3	40.4	0.7	0.3	0.3	100.0	100.0	100.0
Magazines/Newsletters	37.6	61.4	61.4	58.5	38.0	38.1	3.9	0.6	0.5	100.0	100.0	100.0

Note: Percents are row percentages within each Shape category.

**Table A3-9**  
**Standard Mail Demographics -- Pieces Received Per Household Per Week**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

<b>Income</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
< \$7K	3.8	3.2	3.7
\$ 7K - \$9.9K	5.2	4.8	3.4
\$ 10K - \$14.9K	5.8	5.3	4.6
\$ 15K - \$19.9K	6.5	5.4	5.9
\$ 20K - \$24.9K	6.6	6.5	5.6
\$ 25K - \$29.9K	7.9	7.3	7.3
\$ 30K - \$34.9K	8.7		
\$ 35K - \$49.9K	9.5	8.1	7.4
\$ 50K - \$64.9K	10.9	9.8	8.5
\$ 65K - Over	14.8	12.8	11.9
<b>Age of Head of Household</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
18 - 24	3.3	5.4	4.2
25 - 34	6.6	7.9	7.0
35 - 44	8.3	9.8	8.9
45 - 54	8.9	11.2	9.3
55 - 64	9.8	10.9	10.3
65 - 69	8.2	11.1	11.3
70-74	7.6	10.4	9.5
75+		8.9	8.6
<b>Education of Head of Household</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
< 8th grade	5.0	6.9	6.1
Some High School	5.6	7.1	7.2
High School	7.0	8.9	7.9
Some College	7.9	9.2	8.1
Technical School	7.8	9.4	8.3
College	9.9	11.3	10.2
Post graduate	11.8	12.8	11.9
<b>Type of Household</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
One-person household	5.5	6.9	6.4
Male	4.7	5.5	5.6
Female	5.8	7.7	6.8
More than one adult without children	8.9	10.7	9.8
One-earner	9.0	10.5	9.5
Two-earner	8.9	10.8	9.7
More than one adult with children	8.2	10.5	9.4
One-earner	7.9	9.3	8.6
Two-earner	8.6	11.9	10.2

<b>Employment of Head of Household</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
White collar professional	8.2	11.5	0.0
White collar sales/clerical	6.8	9.3	0.0
Blue collar craftsmen/mechanic	5.4	9.8	0.0
Service Worker	5.2	8.6	0.0
Other employed	4.6	8.3	0.0
Homemaker	7.3	7.7	7.1
Student	8.0	8.3	5.2
Retired	6.8	9.8	9.3
Other not employed	2.5	15.5	8.1
<b>Type of Dwelling</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
Single-family house	9.0	11.2	10.1
Multi-family unit	4.5	6.6	6.1
Mobile home	5.5	5.0	4.8
<b>Number of Adults</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
1	5.2	6.9	6.3
2	8.3	10.3	9.5
3	9.0	11.5	10.2
4+	9.0	12.8	10.3

Note: 2011/2012 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: Employment Industry is not asked in 2012

**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, 2011 and 2012**  
**(Recruitment and Diary Data)**

Mail Order Purchases	First-Class			Standard Mail (Including Nonprofit Mail)		
	1987	2011	2012	1987	2011	2012
0	7.0	7.4	7.4	7.5	11.1	10.5
1	8.7	7.9	7.7	9.5	12.5	11.3
2	8.2	9.0	7.9	9.5	14.6	13.2
3 - 5	9.5	8.7	8.3	10.8	14.9	12.7
6 - 10	11.3	9.7	9.3	13.8	16.0	15.8
11 +	12.3	10.4	9.6	15.2	18.3	15.7

**Table A3-11**  
**Standard Mail by Familiarity With Institution**  
**(Percentage of Mail Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Familiarity	1987	2011	2012
Previous customer	47.5	56.1	54.5
Organization known	17.4	22.2	21.6
Organization unknown	18.1	10.8	11.8
Don't know/No answer	17.1	11.0	12.1
Total Received	100.0	100.0	100.0

**Table A3-12**  
**Standard Mail by Industry and Familiarity**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Industry	Previous Customer			Organization Known			Organization Unknown			Don't Know/ No Answer			Total		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Financial:															
Credit card	52.4	50.3	49.0	19.9	35.6	36.7	17.7	4.9	6.0	10.0	9.2	8.3	100.0	100.0	100.0
Bank	43.6	56.4	49.6	17.3	21.2	23.6	23.1	13.2	17.2	16.0	9.2	9.6	100.0	100.0	100.0
Insurance Company	33.6	35.0	34.1	21.8	39.6	38.3	32.3	13.6	13.9	12.3	11.9	13.8	100.0	100.0	100.0
Real Estate/Mortgage	13.3	23.3	23.9	41.1	22.9	24.8	32.6	43.1	43.4	13.0	10.7	7.9	100.0	100.0	100.0
Investments	N/A	79.3	76.6	N/A	3.8	4.9	N/A	8.4	10.5	N/A	8.5	8.0	N/A	100.0	100.0
Total Financial	40.5	47.4	45.1	21.3	32.1	31.6	25.7	10.6	13.0	12.5	10.0	10.2	100.0	100.0	100.0
Merchants:															
Supermarkets	60.1	80.9	79.4	15.2	11.6	8.3	5.4	1.4	3.5	19.3	6.1	8.8	100.0	100.0	100.0
Department store	75.2	86.9	87.0	9.1	4.3	5.1	4.3	1.3	0.7	11.4	7.6	7.2	100.0	100.0	100.0
Specialty store	50.5	77.7	77.8	20.0	10.9	10.2	17.2	3.7	4.4	12.4	7.7	7.6	100.0	100.0	100.0
Mail order company	50.8	60.1	58.1	17.3	14.4	14.3	22.4	11.0	11.4	9.4	14.5	16.2	100.0	100.0	100.0
Restaurant	50.2	48.4	48.2	20.2	24.2	26.3	13.4	18.8	17.3	16.2	8.5	8.3	100.0	100.0	100.0
Publisher	40.9	51.0	50.3	18.6	20.7	20.3	14.3	8.1	10.3	26.2	20.2	19.0	100.0	100.0	100.0
Auto Dealers	48.2	48.5	39.0	27.1	26.1	38.7	12.5	18.2	16.8	12.2	7.2	5.5	N/A	100.0	100.0
Online Auction	N/A	51.1	46.2	N/A	22.1	24.2	N/A	19.9	27.1	N/A	6.9	2.5	100.0	100.0	100.0
Total Merchants	54.0	68.6	67.3	16.1	13.0	13.3	14.7	7.1	7.6	15.2	11.4	11.8	100.0	100.0	100.0
Services:															
Telephone	65.1	51.4	48.9	17.1	32.1	33.3	5.9	4.8	5.6	11.9	11.7	12.2	100.0	100.0	100.0
Other Utilities	70.9	69.7	63.9	5.8	7.7	16.4	7.9	11.0	12.3	15.4	11.6	7.3	100.0	100.0	100.0
Medical	35.0	32.5	29.6	19.5	20.5	16.3	34.4	36.4	38.7	11.2	10.5	15.4	100.0	100.0	100.0
Other professional	43.9	28.5	33.2	13.9	31.3	17.6	31.2	32.6	43.2	11.0	7.6	6.0	100.0	100.0	100.0
DVD/Blu-ray/Video Game Rental Company	N/A	43.9	54.8	N/A	47.9	26.1	N/A	0.6	19.1	N/A	7.6	0.0	100.0	100.0	100.0
Craftsman	7.7	20.2	16.8	32.1	28.0	28.9	47.7	43.8	41.6	12.5	8.0	12.8	100.0	100.0	100.0
Leisure service	33.7	59.6	60.6	21.2	20.2	16.5	31.0	11.5	13.2	14.1	8.7	9.7	100.0	100.0	100.0
Auto Maintenance	N/A	64.0	61.2	N/A	19.3	16.7	N/A	10.0	12.0	N/A	6.7	10.1	100.0	100.0	100.0
Roadside Assistance	N/A	64.2	53.9	N/A	23.1	30.3	N/A	0.7	3.2	N/A	11.9	12.6	100.0	100.0	100.0
Total Services	41.6	44.4	43.5	20.0	26.1	25.6	24.9	19.2	19.1	13.5	10.3	11.7	100.0	100.0	100.0
Nonfederal Government	47.8	65.4	55.2	26.5	18.0	18.2	8.9	4.8	8.5	16.9	11.7	18.1	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, 2011 and 2012**  
**(Diary Data)**

[illegible][illegible]

**Table A3-14**  
**Standard Mail -- Mail Order Industry Shape**  
**by Familiarity With Organization**  
**(Percentage of Mail Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

[illegible]

**Table A3-15**  
**Standard Mail Receipt**  
**by Number of Financial Accounts and Insurance Policies**  
**Pieces per Household per Week**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(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
2011	3.2	5.9	9.5	12.1
2012	3.7	5.5	8.2	11.1



**Table A3-16**  
**Standard Mail Receipt**  
**by Number of Credit Card Accounts**  
**Pieces per Household per Week**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(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
2011	5.4	8.0	10.8	13.3
2012	4.8	7.0	10.0	11.9

**Table A3-17**  
**Standard Mail Treatment of Mail Piece by Familiarity With Organization**  
**(Percentage of Mail Received by Household)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Treatment of Advertising	Previous Customer			Organization Known			Organization Not Known			Total <sup>1</sup>		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Read	58.4	59.1	60.5	31.2	23.5	26.2	26.2	22.2	25.3	41.5	42.1	43.0
Looked at	23.3	16.7	15.2	38.2	23.4	23.2	35.2	21.9	22.6	26.4	17.6	16.6
Discarded	7.0	17.1	16.5	23.5	49.3	46.8	31.1	52.3	48.1	14.0	27.0	25.6
Set Aside	10.2	7.0	7.7	6.3	3.7	3.8	6.4	3.6	3.9	8.1	5.4	6.0
Don't know/No answer	1.1	0.1	0.1	0.8	0.1	0.1	1.2	0.1	0.0	10.0	7.9	8.8
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

<sup>1</sup> 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, 2011 and 2012**  
**(Diary Data)**

Reaction to Advertising	Previous Customer			Organization Known			Organization Not Known			Total <sup>1</sup>		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Useful	62.5	59.0	60.5	25.9	14.4	16.8	14.8	9.6	10.9	40.2	39.1	39.9
Interesting	21.7	13.7	14.4	31.7	16.1	17.0	24.4	12.9	14.7	22.0	12.9	13.6
Not interesting	10.6	26.7	24.5	32.9	68.2	65.2	46.7	75.0	72.1	21.3	39.1	36.9
Objectionable	2.2	0.4	0.3	6.7	1.1	0.8	10.7	2.0	2.2	4.6	0.7	0.6
Don't know/No answer	3.1	0.3	0.2	2.8	0.2	0.2	3.4	0.5	0.1	12.0	8.1	8.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

<sup>1</sup> 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, 2011 and 2012**  
**(Diary Data)**

Response to Advertising	Previous Customer			Organization Known			Organization Not Known			Total <sup>1</sup>		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Yes	21.6	18.9	18.9	5.7	1.9	2.3	4.6	1.3	1.8	14.6	11.9	12.9
No	47.7	56.6	57.3	78.6	89.9	88.5	83.0	91.7	90.3	58.6	62.8	68.4
Maybe	27.4	24.0	23.8	12.1	8.0	9.2	9.0	6.6	7.9	19.9	17.0	18.7
No answer	3.3	0.4	0.0	3.6	0.3	0.0	3.4	0.4	0.0	7.0	8.4	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	3.0	4.9	4.3	1.5	1.9	1.7	1.2	0.9	0.9	6.1	9.8	8.9

<sup>1</sup> 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, 2011 and 2012**  
**(Diary Data)**

Treatment	Usefulness								
	Useful			Interesting			Not Interesting		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Read	68.0	73.4	72.2	20.2	14.1	15.8	7.0	12.1	11.6
Looked at	24.4	20.0	20.8	36.5	22.4	23.3	21.5	56.7	55.0
Discarded	4.5	3.7	4.1	12.9	7.1	7.6	66.0	87.0	86.6
Set aside	58.2	68.0	71.5	25.6	20.0	17.4	8.4	10.9	10.5

Treatment	Usefulness								
	Objectionable			Don't Know/No Answer			Total		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Read	2.2	0.2	0.2	2.6	0.2	0.1	100.0	100.0	100.0
Looked at	5.2	0.6	0.8	12.4	0.3	0.1	100.0	100.0	100.0
Discarded	12.9	1.9	1.5	3.7	0.4	0.2	100.0	100.0	100.0
Set aside	4.6	0.4	0.2	3.2	0.6	0.4	100.0	100.0	100.0

Note: Percents are row percentages within each Treatment category.

**Table A3-21**  
**Standard Mail Usefulness by Treatment**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

[illegible]

**Table A3-22**  
**Standard Mail Treatment by Intended Response**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Treatment	Intended Response														
	Yes			No			Maybe			No Answer			Total		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Read by member of household	27.1	23.9	23.0	42.6	48.5	50.6	26.8	27.1	26.4	3.6	0.5	0.0	100.0	100.0	100.0
Read by more than one member of household	N/A	31.6	33.3	N/A	31.4	34.5	N/A	35.7	32.2	N/A	1.3	0.0	N/A	100.0	100.0
Looked at	4.9	2.3	1.9	77.9	85.8	86.7	14.1	11.2	11.3	3.1	0.7	0.0	100.0	100.0	100.0
Discarded	0.9	0.4	0.4	92.5	97.6	98.4	2.4	1.4	1.2	4.3	0.7	0.0	100.0	100.0	100.0
Set aside	15.4	12.1	11.0	35.3	39.7	38.0	46.2	47.3	50.9	3.0	0.9	0.0	100.0	100.0	100.0

Note: Percents are row percentages within each Treatment category.

**Table A3-23**  
**Standard Mail Intended Response by Treatment**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

[illegible]



**Table A3-24**  
**Standard Mail Usefulness by Intended Response**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Usefulness	Intended Response								
	Yes			No			Maybe		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Useful	29.4	28.8	28.0	33.8	34.9	37.1	33.7	35.5	34.9
Interesting	6.2	2.4	2.7	72.6	80.8	80.6	17.9	16.3	16.7
Not interesting	1.3	0.7	0.5	92.2	96.5	97.2	3.0	2.3	2.3
Objectionable	3.7	1.9	2.7	83.6	93.3	95.8	9.0	2.5	1.5

Usefulness	Intended Response					
	Don't Know/No Answer			Total		
	1987	2011	2012	1987	2011	2012
Useful	3.2	0.7	0.0	100.0	100.0	100.0
Interesting	3.3	0.4	0.0	100.0	100.0	100.0
Not interesting	3.5	0.5	0.0	100.0	100.0	100.0
Objectionable	3.8	2.3	0.0	100.0	100.0	100.0

Note: Percents are row percentages within each Usefulness category.

**Table A3-25**  
**Standard Mail Intended Response by Usefulness**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Usefulness	Intended Response								
	Yes			No			Maybe		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Useful	83.3	94.9	94.9	23.9	21.8	23.7	69.8	81.9	81.5
Interesting	10.2	2.7	3.2	30.0	16.6	17.6	21.8	12.4	13.3
Not interesting	2.0	2.2	1.6	36.1	60.2	57.5	3.4	5.3	4.9
Objectionable	1.2	0.1	0.1	6.7	1.1	1.0	2.1	0.1	0.1
Don't know/No answer	3.2	0.1	0.2	3.3	0.3	0.2	2.9	0.2	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

**Table A3-26**  
**Standard Mail Pieces from Credit Card Industry**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Previous customer	51.4	39.6	40.8	7.2	2.2	2.3	40.0	28.2	29.7	9.3	6.1	5.9
Organization known	28.4	12.9	14.5	7.9	1.2	1.3	17.7	4.3	5.1	5.6	0.5	0.3
Organization unknown	30.2	13.6	17.2	4.2	2.3	0.9	21.3	5.5	4.0	7.8	0.7	1.2

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 A3-27**  
**Standard Mail Pieces from Insurance Companies**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Previous customer	56.7	52.9	57.8	5.6	6.3	5.9	48.2	47.0	51.1	12.9	10.8	12.3
Organization known	31.1	20.2	20.5	6.7	2.2	1.9	20.8	11.2	10.9	5.4	1.5	1.7
Organization unknown	20.2	20.7	26.2	1.9	2.5	2.4	8.5	7.7	5.8	1.9	0.9	0.3

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, 2011 and 2012**  
**(Diary Data)**

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Previous customer	52.4	73.6	76.2	11.2	7.2	7.0	64.4	81.0	79.1	17.6	32.8	31.8
Organization known	25.5	37.4	45.5	6.4	5.6	2.9	23.4	33.7	37.6	6.0	9.5	7.3
Organization unknown	24.4	47.3	59.6	4.5	0.0	0.0	17.5	39.6	36.7	7.1	3.6	2.5

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, 2011 and 2012**  
**(Diary Data)**

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Previous customer	58.4	57.9	55.4	14.0	13.4	17.6	63.0	65.5	67.4	24.0	15.9	16.0
Organization known	32.3	31.3	32.0	10.3	12.6	13.3	26.8	24.7	26.3	6.5	2.8	3.0
Organization unknown	22.2	30.8	20.7	11.3	9.7	11.2	13.9	14.1	12.6	4.6	0.8	1.5

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, 2011 and 2012**  
**(Diary Data)**

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Previous customer	65.1	59.4	64.1	8.7	5.6	5.6	54.5	50.0	57.6	27.9	20.9	19.8
Organization known	30.7	37.9	37.6	5.9	6.4	7.2	20.9	26.9	23.6	6.5	2.1	2.5
Organization unknown	27.2	22.8	39.0	9.4	5.1	4.1	16.0	13.6	16.8	6.5	2.0	4.4

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, 2011 and 2012**  
**(Diary Data)**

Treatment	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Read by member of household	44.5	31.3	33.2	44.0	44.2	39.9	30.8	27.0	30.8	50.1	52.5	55.9
Read by more than one member of household	N/A	3.9	4.2	N/A	8.9	8.2	N/A	4.8	3.0	N/A	8.9	10.3
Looked at	26.1	20.3	18.7	26.0	14.1	17.7	33.8	26.7	22.8	24.7	9.9	12.3
Discarded	15.3	34.1	31.8	13.8	21.7	23.4	19.6	31.0	36.5	15.7	21.9	17.1
Set aside	4.8	2.8	3.6	8.8	6.7	6.5	3.9	1.2	1.7	2.2	3.1	2.3
Don't know/No answer	9.3	7.6	8.5	7.4	4.4	4.4	11.9	9.4	5.3	7.4	3.7	2.1
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	Catalog Not in Envelope			Flyers			Newspapers/ Magazines			Total <sup>1</sup>		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Read by member of household	42.9	35.0	33.0	40.8	36.0	37.5	30.1	34.3	35.8	41.5	34.3	35.3
Read by more than one member of household	N/A	12.2	11.0	N/A	9.5	9.3	N/A	16.7	13.7	N/A	7.8	7.6
Looked at	25.9	14.2	13.7	27.0	17.6	16.3	17.6	9.0	12.5	26.4	17.6	16.6
Discarded	9.7	17.3	18.2	15.1	25.3	23.7	9.4	13.2	15.9	14.0	27.0	25.6
Set aside	15.9	12.9	14.7	6.7	4.3	4.8	8.1	13.8	10.3	8.1	5.4	6.0
Don't know/No answer	5.6	8.5	9.4	10.5	7.3	8.3	34.9	13.0	11.9	10.0	7.9	8.8
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

<sup>1</sup> 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, 2011 and 2012**  
**(Diary Data)**

Usefulness	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Useful	32.6	25.4	28.1	36.4	47.9	43.3	26.8	21.9	24.0	38.4	53.7	50.7
Interesting	21.3	11.4	12.3	27.4	11.5	13.7	16.3	11.8	11.8	20.1	9.9	13.2
Not interesting	29.0	54.2	50.1	21.1	35.8	37.7	34.7	56.6	58.8	27.7	32.2	33.0
Objectionable	5.7	1.2	0.9	5.8	0.5	0.7	7.5	0.4	0.1	4.9	0.4	0.9
Don't Know/No answer	11.5	7.9	8.7	9.2	4.3	4.5	14.7	9.4	5.3	8.9	3.8	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	Catalog Not in Envelope			Flyers			Newspapers/ Magazines			Total <sup>1</sup>		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Useful	53.8	53.1	51.4	44.7	45.7	46.2	33.3	58.7	53.0	40.2	39.1	39.9
Interesting	26.1	21.3	22.0	19.4	11.2	11.7	16.7	12.5	15.7	22.0	12.9	13.6
Not interesting	10.8	16.6	16.9	19.5	35.0	33.3	9.0	15.5	18.9	21.3	39.1	36.9
Objectionable	2.3	0.2	0.2	3.8	0.6	0.5	2.5	0.3	0.6	4.6	0.7	0.6
Don't Know/No answer	7.0	8.7	9.5	12.5	7.5	8.4	38.5	13.1	11.9	12.0	8.1	8.9
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

<sup>1</sup> 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, 2011 and 2012**  
**(Diary Data)**

Response	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Yes	12.8	7.9	8.8	16.5	16.6	15.4	8.6	6.9	8.6	15.4	23.4	21.8
No	69.6	75.4	79.9	62.1	65.9	71.4	69.5	73.1	80.7	63.6	55.9	58.1
Maybe	13.1	8.9	11.3	16.7	13.1	13.1	10.5	9.9	10.7	13.6	16.3	20.1
No answer	4.5	7.8	0.0	4.8	4.5	0.0	11.4	10.1	0.0	7.4	4.5	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Response	Catalog Not in Envelope			Flyers			Newspapers/ Magazines			Total <sup>1</sup>		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Yes	16.1	12.0	12.6	15.6	15.6	17.0	10.2	8.7	8.4	14.6	11.9	12.9
No	46.6	44.3	51.9	54.2	57.5	63.2	44.3	62.6	73.7	58.6	62.8	68.4
Maybe	32.5	34.9	35.6	21.2	18.7	19.8	16.9	14.7	17.9	19.9	17.0	18.7
No answer	4.8	8.8	0.0	9.1	8.2	0.0	28.6	14.1	0.0	7.0	8.4	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

<sup>1</sup> 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, 2011 and 2012**  
**(Diary Data)**

Familiarity	Shape																	
	Letter Size Envelope						Larger Than Letter Size Envelope						Postcard					
	Read			Set Aside			Read			Set Aside			Read			Set Aside		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Previous customer	64.7	51.5	55.4	5.3	3.5	4.4	60.1	63.6	60.4	10.4	8.1	7.0	67.9	80.3	79.2	2.6	3.7	2.6
Organization known	34.6	19.0	21.1	5.8	1.9	2.3	30.3	37.5	27.5	6.2	3.6	3.4	38.3	44.5	50.7	2.1	3.9	3.0
Organization unknown	29.0	23.3	26.1	4.6	2.5	2.8	27.6	27.0	40.2	7.0	3.9	3.5	32.8	23.3	48.3	1.9	1.8	0.7

Familiarity	Shape																	
	Catalog Not in Envelope						Flyers						Newspapers/Magazines					
	Read			Set Aside			Read			Set Aside			Read			Set Aside		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Previous customer	53.1	59.0	55.8	17.6	14.5	17.0	57.0	65.8	67.6	8.0	5.1	5.5	56.3	61.1	58.6	15.7	17.1	13.4
Organization known	29.6	29.2	32.3	12.6	13.5	14.3	27.8	26.0	30.7	4.8	2.6	2.2	45.4	54.5	47.5	8.5	14.2	8.8
Organization unknown	20.8	28.7	20.3	15.1	11.4	11.7	24.5	18.5	22.2	5.9	1.9	2.7	21.9	24.0	47.0	5.6	9.8	5.3

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, 2011 and 2012**  
**(Diary Data)**

Familiarity	Shape								
	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Previous customer	20.3	27.5	27.3	22.7	3.0	3.1	20.3	3.9	4.0
Organization known	5.9	34.2	40.3	7.1	10.1	5.3	8.8	3.0	4.4
Organization unknown	5.0	47.1	30.7	5.2	10.5	8.3	3.6	5.6	6.2

Familiarity	Shape								
	Catalog Not In Envelope			Flyers			Newspapers/Magazines		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Previous customer	21.5	18.5	17.8	22.3	44.1	44.3	21.8	1.8	1.8
Organization known	6.4	14.5	13.5	4.6	34.2	34.6	0.0	3.8	1.9
Organization unknown	5.0	11.1	11.5	4.8	22.9	39.0	4.5	0.0	2.0

Note: Percents are row percentages within each familiarity classification.

**Table A3-36**  
**Standard Mail Percentage of Pieces Found**  
**Useful by Shape and Familiarity With Organization**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Familiarity	Shape								
	Letter Size Envelope			Larger Than Letter Envelope			Postcard		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Previous customer	53.4	83.1	81.6	53.6	86.2	84.4	58.4	86.2	82.9
Organization known	22.8	10.5	12.1	19.8	7.8	8.5	28.3	7.1	11.7
Organization unknown	12.7	3.1	3.0	13.6	2.3	3.5	10.6	3.5	3.9

Familiarity	Shape								
	Catalog Not In Envelope			Flyers			Newspapers/Magazines		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Previous customer	70.5	88.6	87.2	66.6	87.2	85.3	67.4	70.9	74.7
Organization known	30.2	6.7	7.7	28.7	7.2	7.8	46.0	13.9	12.1
Organization unknown	18.9	2.4	2.5	16.3	2.7	4.1	25.9	1.2	2.5

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, 2011 and 2012**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Letter size envelope	53.3	72.5	75.8	2.5	3.9	3.1	37.4	73.0	74.5
Larger envelope	45.8	75.8	71.2	10.2	4.1	0.7	40.8	66.6	67.7
Postcard	56.9	74.7	73.8	1.3	3.8	3.2	48.5	69.5	70.0
Catalog (not in envelope)	45.9	69.0	69.4	15.8	11.4	10.8	62.5	80.1	72.0
Flyers/Circulars	42.4	66.6	70.2	6.1	5.8	6.3	51.2	73.3	73.0

Shape	Will Respond			Percentage of Pieces Received		
	1987	2011	2012	1987	2011	2012
Letter size envelope	12.3	33.6	35.2	8.8	12.5	14.6
Larger envelope	10.9	32.1	25.8	3.6	1.7	1.9
Postcard	12.3	39.8	37.7	3.3	3.5	2.8
Catalog (not in envelope)	17.1	25.2	21.9	40.8	14.3	14.5
Flyers/Circulars	15.4	29.3	31.8	42.5	64.5	62.1

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, 2011 and 2012**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Previous customer:									
Catalog (not in envelope)	68.0	83.5	84.6	70.7	84.1	76.9	18.4	26.5	24.3
Flyers/Circulars	59.0	79.2	82.8	64.2	81.3	79.5	18.2	32.9	32.7
Organization known:									
Catalog (not in envelope)	38.1	40.0	56.5	26.9	25.3	44.3	7.2	2.2	4.2
Flyers/Circulars	24.0	44.6	47.1	22.9	34.9	38.3	4.7	10.2	12.0
Organization unknown:									
Catalog (not in envelope)	23.5	48.1	55.0	20.6	48.1	46.1	13.7	48.1	0.0
Flyers/Circulars	31.2	22.8	49.2	17.8	21.8	31.5	5.3	0.0	5.7

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, 2011 and 2012**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Letter size envelope	42.7	50.0	50.6	4.1	3.1	5.2	29.9	31.6	36.7
Larger envelope	48.2	70.3	51.9	10.4	6.0	4.4	41.1	56.4	35.1
Postcard	60.4	56.2	68.3	4.2	5.1	7.4	51.8	27.0	51.4
Catalog (not in envelope)	40.9	42.9	39.3	17.1	13.3	15.7	48.9	48.7	47.8
Flyers/Circulars	39.8	49.0	45.2	7.8	4.6	6.3	32.9	37.2	34.7
Magazines/Newsletters	57.0	61.3	52.7	0.0	18.0	18.5	62.3	66.6	46.6

Shape	Will Respond			Percentage of Pieces Received		
	1987	2011	2012	1987	2011	2012
Letter size envelope	12.3	14.8	9.2	20.8	13.7	11.1
Larger envelope	18.0	32.2	10.9	22.0	1.1	1.2
Postcard	18.6	15.2	6.0	0.8	0.4	0.3
Catalog (not in envelope)	15.8	9.5	11.9	48.5	79.5	81.0
Flyers/Circulars	10.0	12.9	8.6	7.0	3.6	3.4
Magazines/Newsletters	19.8	4.9	10.9	0.2	0.4	0.6

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 A3-40**  
**Standard Mail from Mail Order Companies**  
**Reaction to Mail Piece by Familiarity and Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Previous customer:									
Letter size envelope	65.0	66.1	77.0	52.2	45.6	58.0	18.8	21.9	11.7
Larger envelope	74.3	86.2	67.0	58.7	65.4	47.5	27.1	42.4	14.9
Catalog	74.9	71.7	72.5	70.3	68.7	69.3	25.1	14.3	16.7
Organization known:									
Letter size envelope	34.2	43.4	41.0	13.3	9.7	16.1	5.6	5.0	2.1
Larger envelope	44.5	57.7	22.3	27.0	62.8	17.7	9.7	0.0	6.7
Catalog	44.6	43.5	46.6	31.5	26.7	27.9	6.7	2.5	2.9
Organization unknown:									
Letter size envelope	29.4	38.3	34.7	7.0	9.6	4.0	6.7	3.1	1.9
Larger envelope	32.9	67.3	51.1	14.2	25.5	5.3	4.7	12.1	0.0
Catalog	36.8	40.4	30.6	17.7	15.3	15.0	3.5	0.3	1.7

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, 2011 and 2012**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Letter size envelope	51.1	44.6	48.7	6.0	2.9	4.1	37.9	31.2	36.9
Larger envelope	41.4	51.2	58.5	6.8	6.4	1.1	27.4	34.9	39.7
Postcard	45.2	51.7	90.7	5.9	0.0	0.0	30.4	52.5	77.6
Catalog (not in envelope)	40.8	42.3	34.6	16.3	13.8	11.6	48.2	46.3	39.0
Flyers/Circulars	45.8	36.9	42.2	8.4	4.0	5.7	46.6	27.2	30.7
Magazines/Newsletters	27.2	47.5	52.6	7.6	11.0	7.3	28.8	51.9	48.8

Shape	Will Respond			Percentage of Pieces Received		
	1987	2011	2012	1987	2011	2012
Letter size envelope	21.0	15.4	15.7	26.5	61.5	61.9
Larger envelope	16.6	13.6	14.6	34.1	2.0	2.9
Postcard	26.1	21.6	14.4	1.2	0.6	0.3
Catalog (not in envelope)	13.5	9.0	7.0	4.4	4.6	4.4
Flyers/Circulars	16.3	6.4	4.6	20.4	6.7	5.8
Magazines/Newsletters	9.1	5.5	9.1	12.1	23.0	22.7

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 A3-42**  
**Standard Mail from Publishers**  
**Reaction to Mail Piece by Familiarity and Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Previous customer:									
Letter size envelope	77.2	60.4	66.3	54.1	43.7	52.5	31.9	22.9	21.4
Larger envelope	68.8	87.5	71.2	44.8	64.1	52.6	25.8	27.9	12.4
Catalog	78.7	73.7	75.1	72.7	74.1	75.8	22.1	16.6	12.5
Organization known:									
Letter size envelope	34.2	33.6	37.4	20.8	12.6	13.0	5.7	2.8	2.5
Larger envelope	31.3	35.3	32.3	13.3	7.3	0.0	7.7	0.0	0.0
Catalog	48.3	43.7	30.4	31.1	28.3	11.6	5.4	0.0	0.0
Organization unknown:									
Letter size envelope	31.3	16.7	35.2	13.5	7.8	13.2	3.7	3.5	5.0
Larger envelope	35.8	22.7	74.0	13.9	19.3	60.3	7.4	4.6	54.1
Catalog	46.0	48.9	30.7	16.7	14.1	15.2	6.9	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 A3-43**  
**Standard Mail from Credit Card Companies**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Letter size envelope	43.4	24.0	25.3	4.2	1.5	1.7	28.0	14.6	15.5
Larger envelope	32.7	39.9	31.8	8.4	2.1	0.4	28.9	21.1	11.8
Postcard	25.1	49.1	64.3	0.0	0.0	0.0	9.9	43.8	36.1
Catalog (not in envelope)	43.8	50.8	61.9	21.3	14.7	1.2	45.9	62.6	29.5
Flyers/Circulars	33.3	48.2	50.7	6.3	2.8	1.3	35.6	36.8	38.7

Shape	Will Respond			Percentage of Pieces Received		
	1987	2011	2012	1987	2011	2012
Letter size envelope	10.4	3.1	2.8	59.5	90.9	90.5
Larger envelope	3.1	4.1	7.1	28.1	1.5	2.1
Postcard	0.0	11.5	8.9	0.4	0.2	0.4
Catalog (not in envelope)	3.2	19.8	0.0	3.1	0.2	0.2
Flyers/Circulars	12.1	7.3	11.1	8.1	7.1	6.5

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

**Table A3-44**  
**Standard Mail from Credit Card Companies**  
**Reaction to Mail Pieces by Familiarity and Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Previous customer:									
Letter size envelope	63.7	38.6	40.4	39.6	25.4	27.4	14.9	5.6	4.8
Larger envelope	53.0	62.2	50.2	38.6	45.0	24.2	2.3	9.8	16.7
Organization known:									
Letter size envelope	37.9	13.7	15.5	18.7	4.3	5.3	7.0	0.5	0.3
Larger envelope	32.8	29.5	18.4	12.9	3.8	2.5	3.0	0.0	0.0
Organization unknown:									
Letter size envelope	36.7	16.5	17.1	19.8	5.8	3.3	3.2	0.7	1.3
Larger envelope	21.3	8.9	25.7	19.1	0.0	5.8	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, 2011 and 2012**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Letter size envelope	33.5	27.9	30.0	3.7	3.4	2.9	23.4	18.8	19.7
Larger envelope	35.8	42.6	35.1	7.2	5.2	3.9	28.3	36.2	29.7
Postcard	64.3	77.1	59.9	0.0	0.0	0.0	38.0	59.6	33.1
Catalog (not in envelope)	41.6	79.2	37.0	14.6	2.9	8.3	34.1	41.3	41.8
Flyers/Circulars	27.2	33.4	39.9	1.4	2.0	3.9	19.6	26.8	29.7
Magazines/Newsletters	49.1	52.6	50.0	14.1	13.5	12.0	14.1	60.1	59.5

Shape	Will Respond			Percentage of Pieces Received		
	1987	2011	2012	1987	2011	2012
Letter size envelope	6.1	3.8	4.4	66.8	75.5	75.1
Larger envelope	7.2	13.4	6.8	19.9	5.4	6.2
Postcard	41.7	17.3	11.1	0.7	0.6	0.9
Catalog (not in envelope)	0.0	17.8	12.8	1.4	0.3	0.3
Flyers/Circulars	5.2	5.0	9.5	10.2	14.2	14.0
Magazines/Newsletters	0.0	4.0	2.8	0.5	3.2	2.8

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, 2011 and 2012**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Previous customer:									
Letter size envelope	59.7	55.7	62.6	46.3	41.3	46.2	12.2	9.9	11.0
Larger envelope	69.6	72.7	58.1	49.5	65.9	55.1	11.3	17.0	14.0
Organization known:									
Letter size envelope	37.4	20.9	22.2	19.1	10.2	11.1	4.3	0.8	1.6
Larger envelope	39.4	38.6	22.3	29.5	19.0	11.6	10.1	15.1	1.4
Organization unknown:									
Letter size envelope	22.2	21.7	24.8	8.6	5.8	5.5	2.0	0.8	0.2
Larger envelope	25.3	12.0	44.1	11.9	4.0	13.2	3.2	4.3	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 A3-47a**  
**Standard Mail Reaction by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Industry	Read Immediately			Set Aside			Found Useful			Will Respond <sup>1</sup>		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Financial:												
Credit card	39.5	26.0	27.3	6.1	1.7	1.7	29.3	16.4	17.1	8.3	3.5	3.4
Bank	38.8	41.6	41.9	4.0	3.0	1.7	31.1	31.1	28.1	8.1	7.0	7.3
Insurance Company	33.9	30.8	32.6	4.3	3.6	3.4	24.6	22.6	23.2	6.4	4.6	5.5
Real Estate/Mortgage	29.3	29.9	30.5	3.1	2.4	6.8	21.3	17.3	20.8	2.7	2.1	1.7
Investments	N/A	42.6	38.2	N/A	9.1	10.4	N/A	50.8	47.2	N/A	6.8	9.6
Total Financial	37.2	30.6	32.2	5.3	2.9	3.2	29.5	22.4	23.4	7.3	4.4	5.0
Merchants:												
Supermarkets	40.3	67.4	70.1	5.8	6.0	6.2	52.2	70.9	74.5	26.8	40.0	42.9
Department store	45.3	68.0	70.7	9.7	6.6	6.3	53.9	74.0	72.5	15.6	29.6	30.4
Specialty store	40.1	59.5	57.4	8.6	7.0	7.2	43.4	61.9	60.8	14.4	21.2	19.8
Mail order company	42.9	44.6	41.1	12.0	11.4	13.9	41.9	46.1	45.9	15.3	10.7	11.5
Restaurant	49.9	46.5	50.9	3.4	7.4	4.2	51.9	48.9	53.4	19.5	22.3	25.6
Publisher	43.1	44.2	48.7	7.5	5.4	5.2	35.3	36.2	39.5	17.1	12.0	13.2
Auto Dealers	37.3	38.2	40.6	3.2	1.5	2.3	32.6	24.5	18.8	8.7	4.7	7.2
Online Auction	N/A	56.9	49.9	N/A	2.2	2.9	N/A	50.5	44.0	N/A	12.0	10.4
Total Merchants	43.5	53.7	53.2	9.1	8.0	8.5	44.1	54.8	54.2	16.3	18.4	19.2

<sup>1</sup> Of pieces containing an advertisement or request for funds.



**Table A3-47b**  
**Standard Mail Reaction by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Industry	Read Immediately			Set Aside			Found Useful			Will Respond <sup>1</sup>		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Services:												
Telephone	49.9	28.7	25.9	5.7	1.4	3.1	46.6	17.8	16.5	14.4	4.1	4.2
Other Utilities	49.9	57.5	56.4	7.2	3.4	4.9	56.4	49.7	46.7	11.6	17.0	11.4
Medical	44.3	39.0	38.1	5.2	2.7	2.2	41.0	27.9	27.7	6.8	8.4	10.7
Other professional	53.2	34.0	40.7	6.4	2.7	5.2	42.4	23.4	30.5	12.2	8.7	13.0
DVD/Blu-ray/Video Game Rental Company	N/A	42.2	57.3	N/A	3.9	2.5	N/A	19.7	28.0	N/A	10.0	22.8
Craftsman	N/A	25.0	26.4	N/A	1.8	1.9	N/A	17.2	18.5	N/A	2.8	2.8
Leisure service	41.6	50.9	54.1	8.1	5.2	3.3	36.9	45.7	45.4	7.8	11.7	11.3
Auto Maintenance	N/A	53.2	53.0	N/A	1.9	1.8	N/A	45.4	46.2	N/A	18.0	15.2
Roadside Assistance	N/A	35.8	40.5	N/A	4.4	4.5	N/A	31.4	32.3	N/A	9.7	11.6
Total Services	44.1	36.3	36.5	6.5	2.5	2.9	38.0	27.2	27.5	9.6	7.8	7.9
Federal Government	N/A	55.6	57.4	N/A	6.4	6.6	N/A	61.8	54.2	N/A	13.1	22.8
Nonfederal Government	48.7	62.4	61.7	15.6	13.5	5.3	57.6	69.9	57.1	18.6	25.2	24.3
Social/Charitable/Political:												
Union or professional Organization	49.5	45.6	49.9	7.6	12.7	7.8	55.9	46.4	43.5	11.3	11.9	7.1
Church	51.8	57.4	45.8	3.6	9.9	14.9	39.7	59.1	54.6	6.6	24.2	23.7
Veterans	N/A	55.1	58.7	N/A	7.2	4.8	N/A	45.7	51.3	N/A	17.3	17.2
Educational	46.4	36.0	44.0	5.4	5.9	6.2	40.0	29.7	39.4	6.3	9.0	10.8
Charities	53.1	45.3	59.1	0.6	4.4	2.8	29.7	29.2	59.6	8.6	7.8	29.3
Political	37.5	27.9	41.8	8.1	4.2	2.2	27.6	22.4	32.2	13.0	5.0	8.9
AARP	59.4	58.4	42.8	7.0	3.9	8.1	57.1	44.9	47.6	37.9	13.7	7.7
Total Social/Charitable/Political/Nonprofit	45.2	37.5	45.6	6.4	6.1	4.5	37.8	31.6	38.8	9.2	9.3	10.8

<sup>1</sup> Of pieces containing an advertisement or request for funds.

**Table A3-48**  
**Standard Mail Reaction to Mail Pieces by Income**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Recruitment and Diary Data)**

Income	Read Immediately						Set Aside					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Under \$7K	43.0	39.4	42.4	1.6	1.2	1.6	18.8	3.6	6.6	0.3	0.1	0.2
\$7K - \$9.9K	41.0	47.7	56.6	2.1	2.3	1.9	18.8	8.3	4.7	0.3	0.4	0.2
\$10K - \$14.9K	45.0	38.3	41.0	2.6	2.0	1.9	11.9	6.3	6.4	0.5	0.3	0.3
\$15K - \$19.9K	45.0	46.8	50.0	2.9	2.5	2.9	9.4	4.6	4.4	0.6	0.2	0.3
\$20K - \$24.9K	42.5	45.7	42.6	2.8	3.0	2.4	8.5	5.6	4.8	0.6	0.4	0.3
\$25K - \$29.9K	44.2	43.0	47.2	3.5	3.1	3.4	8.0	6.5	6.0	0.6	0.5	0.4
\$30K - \$34.9K	41.4			3.6			8.3			0.7		
\$35K - \$49.9K	41.4	43.4	45.1	3.9	3.5	3.4	7.5	4.7	7.2	0.8	0.4	0.5
\$50K - \$64.9K	41.1	43.4	47.0	4.4	4.2	4.0	7.0	5.4	6.1	0.8	0.5	0.5
\$65K - \$79.9K	40.4	42.2	45.0	6.1	4.5	4.5	6.7	4.5	6.1	1.5	0.5	0.6
\$80K - \$99.9K	31.4	41.0	41.2	4.4	4.7	4.4	8.9	6.5	5.6	1.3	0.7	0.6
\$100K +	34.5	40.3	38.4	5.3	6.0	5.3	6.0	5.1	6.0	1.2	0.8	0.8

Income	Found Useful						Will Respond <sup>1</sup>					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Under \$7K	36.0	28.9	33.5	1.4	0.9	1.2	17.5	10.9	14.4	0.5	0.3	0.4
\$7K - \$9.9K	37.1	34.7	37.1	1.9	1.7	1.3	12.6	9.1	16.0	0.5	0.4	0.4
\$10K - \$14.9K	39.6	30.6	33.0	2.3	1.6	1.5	17.7	10.9	14.1	0.8	0.6	0.5
\$15K - \$19.9K	41.9	34.4	38.2	2.7	1.8	2.2	15.3	11.3	18.1	0.8	0.6	0.8
\$20K - \$24.9K	42.8	40.0	34.0	2.8	2.6	1.9	15.6	13.9	14.2	0.9	0.9	0.6
\$25K - \$29.9K	40.4	38.3	40.8	3.2	2.8	3.0	14.8	13.7	17.0	1.0	1.0	1.1
\$30K - \$34.9K	40.4			3.5			14.8			1.1		
\$35K - \$49.9K	41.9	37.5	41.4	4.0	3.1	3.1	14.8	11.3	15.3	1.1	0.9	1.0
\$50K - \$64.9K	42.2	40.5	43.6	4.6	4.0	3.7	14.8	12.4	13.2	1.3	1.2	1.0
\$65K - \$79.9K	40.5	39.7	42.6	6.1	4.2	4.3	11.1	12.0	13.6	1.4	1.3	1.3
\$80K - \$99.9K	34.7	39.5	40.1	4.9	4.5	4.3	10.9	12.9	11.3	1.3	1.5	1.1
\$100K +	32.0	39.9	38.4	4.9	6.0	5.3	10.1	11.6	10.9	1.3	1.7	1.4

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.

Note: 2011/2012 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.

<sup>1</sup> 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, 2011 and 2012**  
**(Recruitment and Diary Data)**

Age of Head of Household	Read Immediately						Set Aside					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
18-21	46.9	38.9	62.8	1.8	2.5	1.7	10.3	1.2	7.1	0.4	0.1	0.2
22-24	35.6	45.2	45.0	1.1	2.2	2.2	6.9	2.8	4.3	0.2	0.1	0.2
25-34	40.4	39.2	38.4	2.7	3.1	2.7	8.4	4.3	4.1	0.6	0.3	0.3
35-44	39.9	40.6	42.2	3.3	4.0	3.8	7.8	5.1	6.0	0.6	0.5	0.5
45-54	39.6	41.7	43.9	3.5	4.7	4.1	7.8	6.3	6.0	0.7	0.7	0.6
55-64	45.0	43.8	43.3	4.4	4.8	4.5	9.2	6.1	7.9	0.9	0.7	0.8
65-69	42.5	48.3	44.5	3.5	5.3	5.0	7.4	4.7	4.6	0.6	0.5	0.5
70-74	43.8	48.7	43.1	3.4	5.1	4.1	7.3	4.7	6.3	0.6	0.5	0.6
75+		38.2	45.0		3.4	3.9		5.3	5.9		0.5	0.5

Age of Head of Household	Found Useful						Will Respond <sup>1</sup>					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
18-21	53.5	40.2	31.0	2.1	2.6	0.8	16.5	14.8	4.1	0.5	0.9	0.1
22-24	35.7	37.4	43.1	1.1	1.8	2.2	17.5	13.4	9.5	0.5	0.7	0.4
25-34	42.7	37.8	36.8	2.8	3.0	2.6	15.9	11.1	9.6	0.9	0.9	0.6
35-44	40.8	40.2	42.0	3.4	3.9	3.7	16.1	12.0	13.5	1.1	1.2	1.1
45-54	38.8	39.9	41.2	3.4	4.5	3.8	13.0	12.4	13.8	0.9	1.4	1.2
55-64	41.2	39.9	42.2	4.0	4.3	4.3	12.7	12.7	13.3	1.0	1.4	1.3
65-69	38.1	40.8	37.3	3.1	4.5	4.2	13.2	11.9	13.2	0.9	1.3	1.3
70-74	37.6	41.5	36.7	2.9	4.3	3.5	14.8	11.6	12.1	0.9	1.2	0.9
75+		33.0	36.4		2.9	3.1		9.3	14.8		0.8	1.0

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.

<sup>1</sup> 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, 2011 and 2012**  
**(Recruitment and Diary Data)**

Education of Head of Household	Read Immediately						Set Aside					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
8th grade or less	43.7	42.7	43.2	2.2	3.0	2.6	7.8	4.6	1.4	0.4	0.3	0.1
Some high school	46.4	46.4	48.0	2.6	3.3	3.5	6.9	3.0	6.4	0.4	0.2	0.5
High school graduate	44.4	45.9	47.0	3.1	4.1	3.7	7.3	4.8	6.0	0.5	0.4	0.5
Some college	41.6	42.5	44.3	3.3	3.9	3.6	7.9	5.8	7.0	0.6	0.5	0.6
Technical school graduate	41.2	41.4	49.2	3.2	3.9	4.1	9.5	7.9	5.6	0.7	0.7	0.5
College graduate	37.7	40.5	40.3	3.7	4.6	4.1	9.3	5.8	5.8	0.9	0.7	0.6
Post-graduate work	37.3	36.2	36.3	4.4	4.6	4.3	8.9	5.4	6.3	1.0	0.7	0.8

Education of Head of Household	Found Useful						Will Respond <sup>1</sup>					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
8th grade or less	35.5	39.3	26.0	1.8	2.7	1.6	14.6	7.9	11.0	0.6	0.6	0.4
Some high school	40.5	33.8	42.7	2.3	2.4	3.1	13.4	12.1	18.5	0.6	0.9	1.1
High school graduate	40.0	40.0	42.4	2.8	3.5	3.4	15.1	13.4	13.9	0.9	1.2	1.0
Some college	41.1	39.7	41.2	3.3	3.7	3.3	15.6	11.7	14.4	1.0	1.1	1.1
Technical school graduate	40.0	41.4	44.8	3.1	3.9	3.7	15.7	12.3	17.8	1.0	1.2	1.4
College graduate	40.5	39.7	38.7	4.0	4.5	3.9	13.4	11.8	11.2	1.1	1.3	1.1
Post-graduate work	40.6	36.8	37.0	4.8	4.7	4.4	14.1	9.9	9.9	1.4	1.3	1.1

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.

<sup>1</sup> 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, 2011 and 2012**  
**(Diary Data)**

Industry	BRM			CRM			Combined BRM/CRM		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Financial:									
Credit card	9.1	49.7	41.5	2.8	13.8	10.6	6.1	40.3	32.1
Bank	4.8	3.2	3.2	1.6	2.8	2.4	3.2	3.1	3.0
Insurance Company	12.7	14.8	16.1	2.3	8.9	7.1	7.8	13.3	13.4
Real Estate/Mortgage	1.1	0.4	0.6	0.3	0.2	0.2	0.7	0.3	0.5
Investments	N/A	0.8	1.2	N/A	1.0	1.0	N/A	0.9	1.1
Other financial	0.5	0.2	0.4	0.3	0.4	0.7	0.5	0.3	0.5
Total Financial	30.9	69.3	63.0	8.1	27.1	22.0	20.1	58.2	50.6
Merchants:									
Supermarkets	0.2	0.1	0.1	0.2	0.2	0.4	0.3	0.1	0.2
Department store	5.6	0.3	0.4	4.0	1.8	2.7	5.1	0.7	1.1
Specialty store	3.4	0.5	0.6	6.8	3.0	2.4	5.0	1.2	1.1
Mail order company	19.0	5.5	5.0	46.8	36.5	32.8	31.6	13.7	13.5
Restaurant	0.1	0.1	0.0	0.0	0.3	0.1	0.1	0.1	0.0
Publisher	22.1	11.7	13.7	21.1	11.5	12.1	21.4	11.6	13.2
Auto Dealers	0.3	0.1	0.1	0.1	0.1	0.4	0.2	0.1	0.2
Online Auction	N/A	0.0	0.0	N/A	0.0	0.1	N/A	0.0	0.0
Other merchants	1.1	0.1	0.8	2.1	0.7	5.5	1.4	0.3	2.3
Total Merchants	53.1	18.5	20.8	81.7	54.0	56.6	66.2	27.8	31.6
Services:									
Telephone	2.3	0.7	1.3	0.4	2.8	1.7	1.4	1.3	1.4
Other Utilities	0.2	1.9	3.0	0.1	1.5	1.4	0.2	1.8	2.5
Medical	0.6	0.9	1.0	0.2	2.3	1.2	0.4	1.2	1.1
Other professional	0.6	0.1	0.3	0.3	0.1	0.1	0.4	0.1	0.3
DVD/Blu-ray/Video Game Rental Company	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Craftsman	0.6	0.5	0.3	0.1	0.4	0.5	0.3	0.5	0.4
Leisure service	1.9	0.7	0.8	1.0	1.0	1.6	1.4	0.8	1.0
Auto Maintenance	N/A	0.0	0.1	N/A	0.1	0.2	N/A	0.0	0.1
Roadside Assistance	N/A	1.7	2.0	N/A	0.9	1.5	N/A	1.5	1.8
Other services	2.4	1.8	1.7	1.0	1.4	1.5	1.8	1.7	1.7
Total Services	9.7	8.3	10.6	3.8	10.5	9.7	6.9	8.9	10.3
All Manufacturers	0.9	1.1	1.5	0.5	3.4	3.4	0.8	1.7	2.1
Federal Government	N/A	0.4	0.3	N/A	0.5	0.3	N/A	0.4	0.3
Nonfederal Government	0.3	0.1	0.2	0.9	0.6	1.6	0.6	0.2	0.6
Total Social/Charitable/Political/Nonprofit	2.9	2.2	3.3	1.9	3.6	5.1	2.5	2.5	3.9
Don't know/No answer	0.3	0.1	0.3	0.6	0.3	1.4	0.4	0.2	0.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	1.5	1.7	1.4	1.3	0.6	0.6	2.7	2.4	2.0

**Table A3-52a**  
**Standard Mail Industry Usage of Reply Mail**  
**(Percentage of Pieces from Each Industry That Contain Reply Mail)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Industry	Business Reply			Courtesy Reply		
	1987	2011	2012	1987	2011	2012
Financial:						
Credit card	57.8	61.8	60.0	15.4	6.1	6.7
Bank	36.1	18.2	14.6	10.4	5.5	4.8
Insurance Company	62.7	31.2	29.7	10.1	6.7	5.7
Real Estate/Mortgage	19.1	6.6	7.5	4.1	1.1	1.0
Investments	N/A	6.7	7.8	N/A	2.9	2.9
Total Financial	48.7	41.6	36.4	11.1	5.8	5.5
Merchants:						
Supermarkets	1.1	1.0	1.0	0.8	0.9	1.7
Department store	7.0	0.8	1.0	4.4	1.6	2.6
Specialty store	6.9	0.9	0.8	12.1	1.7	1.4
Mail order company	21.9	7.7	6.4	47.2	18.1	18.3
Restaurant	2.1	1.2	0.1	0.6	1.3	0.4
Publisher	30.2	46.0	44.7	25.2	16.1	17.3
Auto Dealers	8.9	1.2	1.7	2.5	0.7	2.5
Online Auction	N/A	4.0	5.0	N/A	1.7	8.2
Total Merchants	15.8	8.4	8.0	21.3	8.7	9.4
Services:						
Telephone	53.1	2.4	3.8	9.0	3.4	2.2
Other Utilities	24.7	37.3	38.1	9.4	10.6	7.4
Medical	13.2	7.3	7.1	4.0	6.9	3.6
Other professional	26.2	5.9	9.1	12.6	2.1	0.9
DVD/Blu-ray/Video Game Rental Company	N/A	2.7	3.6	N/A	0.7	6.6
Craftsman	60.7	7.7	4.8	6.4	2.1	3.1
Leisure service	21.2	6.8	6.3	10.2	3.3	5.7
Auto Maintenance	N/A	0.4	1.3	N/A	0.6	1.2
Roadside Assistance	N/A	66.8	56.8	N/A	12.8	17.9
Total Services	26.8	9.3	10.1	9.3	4.2	4.0
All Manufacturers	10.4	7.9	8.6	5.3	8.6	8.5
Federal Government	N/A	14.2	9.3	N/A	5.9	3.5
Nonfederal Government	5.7	3.2	4.2	14.4	6.8	15.4
Total Social/Charitable/Political/Nonprofit	18.0	13.7	16.2	10.4	8.2	10.9
Total Nonhousehold Mail Received by Households	18.7	17.8	15.5	16.4	6.3	6.7
Total Pieces Per Household Per Week	1.5	1.7	1.4	1.3	0.6	0.6

Note: Percents are row percentages within each Industry classification.

**Table A3-52b**  
**Standard Mail Industry Usage of Reply Mail**  
**(Percentage of Pieces From Each Industry That Contain Reply Mail)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Industry	No Reply Mail			Don't Know/ No Answer			Total		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Financial:									
Credit card	20.7	27.1	29.7	6.1	5.0	3.6	100.0	100.0	100.0
Bank	45.8	72.3	77.0	7.7	4.0	3.6	100.0	100.0	100.0
Insurance Company	20.6	56.8	58.8	6.7	5.2	5.8	100.0	100.0	100.0
Real Estate/Mortgage	71.2	85.8	89.3	5.6	6.5	2.2	100.0	100.0	100.0
Investments	N/A	86.4	85.0	N/A	4.0	4.2	N/A	100.0	100.0
Total Financial	33.4	47.7	53.7	6.8	4.9	4.3	100.0	100.0	100.0
Merchants:									
Supermarkets	87.6	94.9	93.3	10.5	3.2	4.0	100.0	100.0	100.0
Department store	82.5	94.6	92.8	6.1	3.0	3.6	100.0	100.0	100.0
Specialty store	25.1	94.1	94.8	5.9	3.2	3.0	100.0	100.0	100.0
Mail order company	74.8	64.3	64.5	6.2	9.9	10.8	100.0	100.0	100.0
Restaurant	33.7	95.2	96.7	10.9	2.2	2.8	100.0	100.0	100.0
Publisher	79.8	29.5	28.5	5.9	8.4	9.5	100.0	100.0	100.0
Auto Dealers	N/A	96.7	94.3	N/A	1.4	1.6	N/A	100.0	100.0
Online Auction	90.1	93.8	86.8	7.2	0.4	0.0	100.0	100.0	100.0
Total Merchants	55.3	77.0	76.3	7.6	5.9	6.3	100.0	100.0	100.0
Services:									
Telephone	31.8	89.6	89.3	6.2	4.6	4.7	100.0	100.0	100.0
Other Utilities	52.6	48.0	51.5	13.4	4.1	2.9	100.0	100.0	100.0
Medical	78.6	82.4	83.8	4.2	3.4	5.4	100.0	100.0	100.0
Other professional	55.7	89.5	87.9	5.5	2.5	2.1	100.0	100.0	100.0
DVD/Blu-ray/Video Game Rental Company	62.5	95.4	75.8	6.1	1.2	14.1	100.0	100.0	100.0
Craftsman	72.8	87.6	87.7	6.7	2.6	4.4	100.0	100.0	100.0
Leisure service	36.6	86.8	84.1	5.9	3.1	3.9	100.0	100.0	100.0
Auto Maintenance	30.5	98.0	95.9	2.4	1.0	1.6	100.0	100.0	100.0
Roadside Assistance	30.5	14.3	19.8	2.4	6.2	5.5	100.0	100.0	100.0
Total Services	57.3	83.0	81.7	6.5	3.5	4.2	100.0	100.0	100.0
All Manufacturers	78.5	77.2	72.4	5.7	6.4	10.4	100.0	100.0	100.0
Federal Government	N/A	77.6	84.6	N/A	2.4	2.6	N/A	100.0	100.0
Nonfederal Government	74.7	88.0	75.5	5.2	2.0	4.9	100.0	100.0	100.0
Total Social/Charitable/Political/Nonprofit	62.7	73.1	70.2	9.0	5.0	2.8	100.0	100.0	100.0
Total Nonhousehold Mail Received by Households	56.5	70.1	71.6	8.4	5.7	6.2	100.0	100.0	100.0
Total Pieces Per Household Per Week	4.4	6.9	6.3	0.7	0.6	0.5	5.1	9.8	8.9

**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, 2011 and 2012**  
**(Diary Data)**

Industry	Response Rate for Pieces with Business Reply Enclosures			Response Rate for Pieces with Courtesy Reply Enclosures		
	1987	2011	2012	1987	2011	2012
Standard Mail:						
Credit card	8.9	1.4	1.2	7.0	9.7	13.6
Department store	11.6	3.2	19.2	24.9	27.1	24.1
Mail order	10.3	8.8	6.5	17.4	17.7	13.6
Publisher	14.3	11.0	12.7	23.4	24.4	24.3
First Class Mail:						
Credit card	N/A	12.9	12.6	N/A	8.3	10.2
Department store	N/A	22.6	34.6	N/A	17.8	38.8
Mail order	N/A	44.7	25.9	N/A	25.7	17.7
Publisher	N/A	11.2	13.6	N/A	13.8	17.2



**Table A3-54**  
**Standard Mail Reaction to Mail Piece by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Type of Address	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Addressed to specific household members	44.9	44.2	45.2	8.7	5.5	6.3	40.1	39.9	40.9	14.4	12.1	12.6
Addressed to occupant/resident	35.7	37.8	38.4	7.1	5.4	5.5	40.3	40.0	39.4	14.9	11.9	13.9

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

**Table A3-55**  
**Standard Mail Reaction to Pieces from Department Stores by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Type of Address	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Addressed to specific household members	48.1	70.1	71.6	9.8	6.9	6.7	56.9	76.2	73.8	15.4	30.7	30.1
Addressed to occupant/resident	39.4	47.6	65.7	9.9	3.6	3.0	48.1	52.6	62.8	16.3	18.3	34.3

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

**Table A3-56**  
**Standard Mail Reaction to Pieces from Publishers by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Type of Address	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Addressed to specific household members	46.2	45.3	50.5	7.3	4.9	5.0	35.1	34.7	39.9	18.1	13.5	13.8
Addressed to occupant/resident	37.7	45.9	49.6	8.8	8.4	7.0	38.5	47.8	45.2	14.0	7.0	9.7

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, 2011 and 2012**  
**(Recruitment Data)**

Number of Purchases	Under \$7K			\$7K - \$9.9K			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
0	64.7	75.1	81.8	55.7	72.3	71.4	48.4	72.2	69.9	43.0	66.0	63.1
1 - 2	16.5	9.7	6.1	18.0	5.1	7.1	15.9	8.6	9.0	22.3	11.0	10.5
3 - 5	11.4	6.7	4.8	18.9	16.1	7.0	20.4	9.1	8.8	21.2	7.4	8.7
6 - 10	3.3	6.6	2.6	5.1	4.4	6.4	7.4	6.9	4.2	9.4	7.9	5.1
11 - 15	1.6	0.0	1.1	1.6	1.3	3.9	4.4	0.7	3.4	2.5	2.1	4.1
16 - 30	1.8	0.4	2.8	0.5	0.2	2.9	1.2	1.4	2.1	0.9	3.8	6.1
31 +	0.2	1.4	0.7	0.3	0.5	1.3	0.5	1.0	2.7	0.3	1.8	2.2
Don't know/No answer	0.5	0.0	0.0	0.0	0.0	0.0	1.8	0.1	0.0	0.5	0.0	0.2
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	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
0	41.8	55.3	63.5	39.0	61.4	48.0	34.4	61.4	48.0	28.7	54.8	51.5
1 - 2	21.3	12.5	9.2	19.4	9.6	14.5	21.9	9.6	14.5	22.5	14.4	13.9
3 - 5	20.6	12.9	6.5	21.9	12.0	14.2	19.2	12.0	14.2	25.4	11.4	12.1
6 - 10	8.0	10.2	8.2	11.6	6.5	9.2	13.8	6.5	9.2	11.7	8.5	9.3
11 - 15	2.4	3.8	5.0	4.1	5.0	4.3	4.6	5.0	4.3	5.3	3.3	3.5
16 - 30	2.9	4.3	3.7	3.1	2.5	3.5	3.9	2.5	3.5	3.5	4.4	4.0
31 +	0.5	0.9	2.9	0.6	2.7	6.1	0.7	2.7	6.1	0.8	2.8	4.9
Don't know/No answer	2.5	0.0	0.9	0.3	0.2	0.3	1.5	0.2	0.3	1.9	0.4	0.7
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 <sup>1</sup>		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
0	29.4	47.2	45.8	33.5	41.3	37.2	42.2	53.6	50.6
1 - 2	19.7	12.2	12.3	11.6	11.7	11.2	19.6	11.0	11.1
3 - 5	19.6	14.8	11.3	21.3	13.2	12.7	19.5	11.9	10.8
6 - 10	13.4	11.9	12.0	18.8	13.4	14.0	10.0	10.2	10.2
11 - 15	8.8	4.5	6.8	7.9	6.3	7.8	3.9	4.3	5.5
16 - 30	4.8	4.2	7.7	5.0	8.2	8.2	2.5	4.9	5.8
31 +	3.3	5.0	3.9	0.3	5.7	8.0	0.7	3.7	5.1
Don't know/No answer	1.1	0.2	0.1	1.5	0.2	0.9	1.4	0.3	0.9
Total Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

<sup>1</sup> Includes pieces for which no response was given for household income.

Note: 2011/2012 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 A3-58**  
**Number of Mail Order Purchases Within the Last Year by Education of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Recruitment Data)**

Number of Purchases	< 8th Grade			Some High School			High School			Some College		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
0	65.5	73.0	74.0	53.9	65.1	61.3	41.7	58.5	55.0	38.0	51.4	50.4
1 - 2	14.8	7.0	7.4	16.8	8.6	7.7	22.5	10.8	10.9	20.7	13.1	11.8
3 - 5	10.7	7.2	5.3	17.2	13.6	11.6	19.0	11.6	10.7	22.0	11.8	9.9
6 - 10	4.7	8.3	4.3	6.1	6.2	6.8	9.1	9.7	8.7	11.1	10.4	10.7
11 - 15	2.9	2.2	4.2	2.4	1.5	1.9	4.1	3.5	5.7	2.7	5.0	5.2
16 - 30	0.5	0.5	1.8	1.1	2.3	4.3	2.4	3.7	4.8	2.8	4.3	5.5
31 +	0.2	1.9	3.1	0.5	2.7	4.2	0.6	2.2	3.9	0.5	3.8	5.7
Don't know/No answer	0.7	0.0	0.0	2.1	0.0	2.1	0.8	0.0	0.3	2.1	0.2	0.8
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

Number of Purchases	Technical School			College			Post Graduate			Total <sup>1</sup>		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
0	37.2	53.8	47.9	38.0	47.5	44.1	27.0	42.9	38.0	42.2	53.6	50.6
1 - 2	16.3	12.7	11.4	18.5	10.8	12.4	19.5	11.2	10.9	19.6	11.0	11.1
3 - 5	20.2	10.6	11.4	21.8	12.2	11.6	22.7	13.5	13.0	19.5	11.9	10.8
6 - 10	12.8	11.0	14.1	11.9	11.5	12.0	16.4	11.7	12.6	10.0	10.2	10.2
11 - 15	6.2	3.1	4.3	4.1	5.5	6.2	7.2	6.2	7.3	3.9	4.3	5.5
16 - 30	3.7	4.4	5.6	2.6	7.2	6.8	5.2	8.1	9.0	2.5	4.9	5.8
31 +	2.6	4.0	4.9	0.9	4.9	5.6	1.1	5.6	7.9	0.7	3.7	5.1
Don't know/No answer	1.2	0.5	0.3	2.1	0.4	1.3	1.3	0.8	1.2	1.4	0.3	0.9
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

<sup>1</sup> Includes pieces for which no response was given for educational attainment.

**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, 2011 and 2012**  
**(Recruitment Data)**

Number of Purchases	18 - 24			25 - 34			35 - 44			45 - 54			55 - 64		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
0	51.8	74.2	77.3	36.1	59.2	55.9	39.2	53.6	45.8	41.0	48.6	45.6	40.2	48.1	46.4
1 - 2	21.7	8.5	5.7	22.2	14.6	14.5	19.0	10.0	12.4	21.4	11.9	9.7	15.7	9.6	10.0
3 - 5	17.6	8.2	5.8	23.3	11.5	9.8	19.8	11.0	11.2	17.8	12.2	13.2	19.8	13.3	10.5
6 - 10	2.8	5.3	3.0	10.4	7.4	8.0	11.4	10.3	11.4	9.1	11.2	10.8	13.1	11.4	12.2
11 - 15	1.7	2.4	2.0	2.9	2.2	3.1	5.0	5.8	5.0	5.5	4.0	6.4	4.9	5.4	7.3
16 - 30	2.3	0.4	2.5	2.3	2.9	3.7	3.3	5.1	6.6	3.2	6.6	6.8	3.5	7.0	6.9
31 +	0.7	0.7	2.2	0.9	2.0	3.4	1.1	4.0	6.2	0.8	5.1	6.9	0.9	4.8	6.1
Don't know/No answer	1.1	0.4	1.5	1.9	0.3	1.5	1.4	0.2	1.4	1.2	0.3	0.6	2.0	0.4	0.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Number of Purchases	65 - 69			70 +	70-74		75+		Total <sup>1</sup>		
	1987	2011	2012	1987	2011	2012	2011	2012	1987	2011	2012
0	47.5	50.5	45.3	53.8	50.5	52.8	57.3	57.0	42.2	53.6	50.6
1 - 2	19.7	9.5	10.1	17.5	11.5	9.3	10.0	11.7	19.6	11.0	11.1
3 - 5	17.3	12.2	11.5	15.8	13.9	10.9	11.7	9.9	19.5	11.9	10.8
6 - 10	10.2	11.6	11.5	8.3	12.9	11.0	11.1	9.4	10.0	10.2	10.2
11 - 15	3.5	5.6	8.1	2.8	4.8	5.7	3.6	4.6	3.9	4.3	5.5
16 - 30	0.7	6.1	7.6	1.2	2.8	5.9	3.7	4.1	2.5	4.9	5.8
31 +	0.3	4.4	5.2	0.0	3.4	3.7	2.2	3.1	0.7	3.7	5.1
Don't know/No answer	1.1	0.2	0.9	2.3	0.2	0.7	0.3	0.2	1.4	0.3	0.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

<sup>1</sup> Includes pieces for which no response was given for age.

**Table A3-60**  
**Number of Mail Order Purchases Within the Last Year by Number of Adults**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Recruitment Data)**

[illegible]

**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, 2011 and 2012**  
**(Recruitment and Diary Data)**

Mail Order Purchases	Pieces Per Household Per Week		
	1987	2011	2012
0	0.6	0.8	0.8
1	1.1	0.7	0.7
2	1.2	1.4	1.2
3 - 5	1.6	1.9	1.3
6 - 10	2.3	1.9	1.8
11 +	3.1	2.9	1.9



**Table A3-62**  
**Standard Mail Reaction to Pieces from Mail Order Industry**  
**by Number of Mail Order Purchases Made Within the Last Year**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Recruitment and Diary Data)**

Mail Order Purchases	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
0	40.4	42.3	34.8	8.4	11.0	13.2	34.2	40.2	38.5	12.5	8.1	8.8
1 - 2	40.8	37.5	39.3	11.4	10.9	12.5	36.6	36.8	43.1	15.1	9.1	7.0
3 - 5	45.7	55.3	44.0	13.5	8.2	12.7	45.8	53.1	45.7	15.8	13.9	17.3
6 - 10	44.6	41.2	41.2	14.9	12.2	16.3	46.2	46.0	47.2	15.8	9.1	8.6
11 +	42.0	44.2	48.1	11.8	13.3	13.6	45.5	49.9	53.8	16.9	12.7	15.0

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

**Table A3-64**  
**Unaddressed Mail Received**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Industry	Percent of Unaddressed Mail Received by Households		
	1987	2011	2012
Financial:			
Credit card	0.2	2.6	0.4
Bank	0.2	0.0	0.0
Insurance company	0.9	5.3	1.9
Real estate/Mortgage	0.6	1.7	0.7
Investments	N/A	0.1	0.4
Other financial	0.0	0.1	0.4
Total Financial	2.1	9.9	3.8
Merchants:			
Supermarkets	22.1	27.7	26.7
Department store	20.9	9.6	13.4
Mail order company	1.5	1.4	0.8
Other store	25.1	17.4	10.4
Publisher	4.6	0.8	4.8
Restaurant	6.7	9.7	15.5
Auto dealers	0.9	1.2	0.3
Online Auction	N/A	0.0	0.0
Other merchants	2.1	0.2	0.0
Total Merchants	90.0	67.9	71.8
Services:			
Telephone	0.0	8.6	6.7
Other utilities	0.1	0.5	0.0
Medical	1.6	1.1	0.6
Other professional	0.7	0.0	0.1
DVD/Blu-ray/Video Game Rental Company	N/A	0.0	0.1
Craftsman	0.5	1.6	1.9
Leisure service	0.5	0.3	0.5
Auto Maintenance	N/A	0.7	0.7
Roadside Assistance	N/A	0.1	0.0
Other services	2.1	2.4	0.9
Total Services	5.6	15.4	11.5
All Manufacturers	0.6	0.6	1.4
Federal Government	N/A	0.0	0.3
Nonfederal Government	0.2	0.8	0.9
Total Social/Charitable/Political/Nonprofit	1.3	3.3	6.6
Don't know/No answer	0.8	2.1	3.7
Total	100.0	100.0	100.0

**Table A3-65**  
**Unaddressed Mail Received Reaction**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Treatment	Percent of Mail Pieces		
	1987	2011	2012
Read by member of household	29.3	29.2	29.8
Read by more than one member of household 1	N/A	14.0	16.5
Looked at	24.0	18.3	19.4
Discarded	20.0	20.1	16.0
Set aside	3.9	5.7	6.0
Don't know/No answer	22.7	12.8	12.1
Total	100.0	100.0	100.0

Usefulness	Percent of Mail Pieces		
	1987	2011	2012
Useful	33.9	46.6	53.0
Interesting	16.9	12.0	7.2
Not interesting	21.6	27.9	26.6
Objectionable	4.4	0.4	0.6
Don't know/No answer	23.2	13.2	12.6
Total	100.0	100.0	100.0

**Table A3-66**  
**Unaddressed Mail Received Response to Bundled Flyers by Industry**  
**(Percentage of Mail Received by Households)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Industry	Read Immediately <sup>1</sup>			Found Useful		
	1987	2011	2012	1987	2011	2012
Financial:						
Bank	18.9	0.0	0.0	11.2	0.0	0.0
Insurance company	12.5	13.1	10.6	7.7	33.5	44.2
Real estate/Mortgage	13.3	0.0	16.2	9.0	0.0	16.2
Total Financial	16.1	8.9	8.5	10.1	19.9	36.9
Merchants:						
Supermarkets	37.7	32.5	40.6	46.8	61.2	71.0
Department store	33.9	28.1	24.2	39.8	54.7	63.2
Mail order company	18.5	56.7	12.1	19.0	41.9	12.1
Specialty store	24.6	38.4	37.7	28.4	34.7	43.9
Publisher	33.6	9.7	2.9	39.9	9.7	2.9
Restaurant	31.6	30.3	26.5	33.3	39.1	70.1
Auto dealers	0.8	0.0	61.3	2.8	36.9	61.3
Total Merchants	27.1	32.8	31.3	35.7	48.9	60.2
Services:						
Medical	12.6	14.9	0.0	10.6	14.9	0.0
Other professional	17.3	0.0	0.0	17.0	0.0	0.0
Leisure service	26.0	76.0	0.0	30.9	100.0	0.0
Craftsman	22.9	1.7	46.7	10.4	0.0	9.0
Total Services	17.1	18.0	24.5	15.9	21.6	19.1
Total Social/Charitable/Social/Nonprofit	29.0	46.2	50.9	25.9	8.6	44.8

Note: Percentages are row percentages within each Industry classification.

<sup>1</sup> Defined as "Read by One Member of the Household".

**Table A3-67**  
**Nonprofit Standard Mail Received by Households by Shape**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Shape	Percentage of Nonprofit Standard Mail Received by Households			Pieces Per Household Per Week		
	1987	2011	2012	1987	2011	2012
Envelopes:						
Letter size envelope	37.2	49.5	55.4	0.9	1.1	1.2
Larger envelope	9.5	4.4	4.9	0.2	0.1	0.1
Total Envelope	46.6	53.8	60.2	1.1	1.2	1.3
Postcard	2.1	2.9	2.9	0.1	0.1	0.1
Catalog (not in envelope)	4.4	3.0	3.2	0.1	0.1	0.1
Flyers/Circulars	20.4	20.5	21.8	0.5	0.4	0.5
Magazines/Newsletters	3.9	9.0	8.6	0.1	0.2	0.2
Other	0.3	0.3	0.4	0.0	0.0	0.0
Don't know/No answer	1.4	0.4	0.6	0.0	0.0	0.0
Total Pieces Received by Households	79.6	89.9	97.6	1.9	2.0	2.0

Base: RPW Total, Nonprofit Rate Bulk: Work-Share and Enhanced Carrier Route.

**Table A3-68**  
**Nonprofit Standard Mail Industry by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Industry	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog Not In Envelope		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Medical	29.1	25.1	26.5	10.0	2.6	4.4	7.4	3.9	2.6	10.0	2.1	2.1
Union or professional	37.9	34.7	39.1	12.1	1.9	5.4	3.2	1.2	2.6	4.8	1.0	3.6
Church	43.4	62.5	65.0	8.6	3.2	3.8	2.3	2.8	2.9	3.0	1.0	1.6
Veterans	48.9	53.8	56.7	11.3	12.0	9.4	6.5	4.3	3.5	6.7	0.0	0.1
Educational	27.3	23.7	27.6	9.0	3.2	4.6	1.8	6.0	4.8	12.2	10.0	8.3
Charities	80.1	73.7	75.4	9.3	5.5	5.3	1.5	2.6	2.0	1.2	2.6	1.9
Political	28.9	36.3	50.7	13.6	5.7	5.5	3.0	3.0	1.9	0.6	0.0	0.2
AARP	79.3	93.5	88.8	11.0	1.8	2.2	4.2	0.3	0.0	0.9	0.4	0.3
Museum	49.0	47.3	46.9	14.9	2.5	3.2	5.9	2.3	3.6	19.7	9.0	12.9
Nonprofit publication	30.6	56.4	58.8	28.6	5.0	5.3	1.9	3.1	2.6	5.1	3.2	3.1

Industry	Flyers			Newspapers/Magazines			Total		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Medical	35.2	28.0	26.1	4.9	37.3	37.1	100.0	100.0	100.0
Union or professional	33.6	32.7	25.9	6.5	27.6	23.5	100.0	100.0	100.0
Church	35.9	14.1	12.9	5.6	15.6	13.2	100.0	100.0	100.0
Veterans	18.1	23.4	26.5	5.6	5.4	3.2	100.0	100.0	100.0
Educational	44.8	38.8	38.3	3.9	17.5	15.4	100.0	100.0	100.0
Charities	6.9	12.2	12.8	0.5	3.0	2.0	100.0	100.0	100.0
Political	52.6	53.2	40.4	0.7	1.2	0.9	100.0	100.0	100.0
AARP	2.7	1.8	6.6	2.0	1.9	1.4	100.0	100.0	100.0
Museum	8.9	25.6	27.7	0.5	12.6	5.4	100.0	100.0	100.0
Nonprofit publication	11.4	21.5	20.6	19.7	10.1	8.7	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, 2011 and 2012**  
**(Diary Data)**

Industry	Advertising			Fund Request			Other			Don't Know/ No Answer			Total		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Medical	27.5	20.0	16.0	18.0	19.1	18.5	43.0	57.7	62.0	11.4	3.1	3.5	100.0	100.0	100.0
Union or professional	28.5	23.6	27.2	21.3	10.9	17.9	40.8	64.8	53.7	9.4	0.7	1.2	100.0	100.0	100.0
Church	14.7	7.3	9.0	30.5	47.4	54.4	44.8	38.5	32.6	10.0	6.7	3.9	100.0	100.0	100.0
Veterans	18.4	3.9	2.9	42.7	78.7	86.4	31.4	10.6	5.3	7.6	6.7	5.3	100.0	100.0	100.0
Educational	35.6	26.0	30.9	14.7	17.3	18.0	41.6	55.8	49.5	8.0	0.9	1.5	100.0	100.0	100.0
Charities	7.7	3.5	2.1	79.3	85.6	88.9	6.8	6.2	5.1	6.2	4.7	3.9	100.0	100.0	100.0
Political	4.3	0.0	0.0	28.1	25.1	36.6	56.2	71.1	60.7	11.4	3.9	2.7	100.0	100.0	100.0
AARP	65.8	56.1	50.8	7.6	15.4	15.4	13.9	22.4	21.3	12.7	6.1	12.5	100.0	100.0	100.0
Museum	60.5	43.1	37.7	16.9	23.2	28.2	15.7	31.3	31.9	6.9	2.4	2.3	100.0	100.0	100.0
Nonprofit publication	62.4	13.3	13.2	3.7	50.9	55.2	19.0	31.4	27.8	14.9	4.4	3.8	100.0	100.0	100.0
Total Mail Received by Households	26.3	16.9	16.8	34.0	46.6	50.1	29.4	32.0	29.0	10.3	4.5	4.0	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, 2011 and 2012**  
**(Recruitment and Diary Data)**

<b>Income</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
< \$7K	0.8	0.9	0.8
\$ 7K - \$9.9K	1.3	0.7	1.0
\$ 10K - \$14.9K	1.4	1.2	0.9
\$ 15K - \$19.9K	1.7	1.2	1.3
\$ 20K - \$24.9K	1.6	1.4	1.6
\$ 25K - \$29.9K	1.8	1.4	1.4
\$ 30K - \$34.9K	2.2		
\$ 35K - \$49.9K	2.3	1.6	1.8
\$ 50K - \$64.9K	2.6	2.1	1.8
\$ 65K - Over	3.8	2.4	2.6
<b>Age of Head of Household</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
18 - 24	0.5	0.7	0.6
25 - 34	1.1	1.1	1.0
35 - 44	1.8	1.3	1.6
45 - 54	2.3	2.0	2.0
55 - 64	2.5	2.3	2.2
65 - 69	2.8	2.6	3.2
70 - 74	2.6	3.1	3.0
75 +		3.5	3.6
<b>Education of Head of Household</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
< 8th grade	1.1	0.9	1.0
Some High School	1.3	1.1	1.7
High School	1.5	1.6	1.6
Some College	1.8	1.8	1.9
Technical School	1.8	1.9	1.8
College	2.3	2.4	2.4
Post graduate	4.3	3.2	3.1
<b>Type of Household</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
One-person household	1.6	1.9	2.0
Male	1.2	1.4	1.5
Female	1.8	2.2	2.2
One adult + minors	1.0	1.0	0.8
Male	1.0	0.8	1.1
Female	1.0	1.1	0.7
More than one adult without children	2.3	2.2	2.3
One-earner	2.3	2.2	2.3
Two-earner	1.9	2.0	2.0
More than one adult with children	1.8	1.6	1.8
One-earner	1.6	1.5	1.8
Two-earner	2.0	1.8	1.9

<b>Employment of Head of Household</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
White collar professional	2.5	2.1	0.0
White collar sales/clerical	1.3	1.6	0.0
White collar craftsmen/mechanic	1.0	1.5	0.0
Service Worker	1.1	1.3	0.0
Other employed	1.2	1.2	0.0
Homemaker	1.8	1.2	1.6
Student	1.2	1.4	0.7
Retired	2.3	2.9	3.0
Other not employed	0.5	2.4	1.3
<b>Type of Dwelling</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
Single-family house	2.3	2.2	2.3
Multi-family unit	1.0	1.3	1.4
Mobile house	1.2	0.9	0.5
<b>Number of Adults</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
1	1.5	1.8	1.8
2	2.0	2.0	2.1
3	2.2	2.0	2.0
4+	2.4	2.3	1.9

Note: 2011/2012 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: Employment Industry is not asked in 2012



**Table A3-71**  
**Percent of Nonprofit Standard Mail Containing a Request for**  
**Donations by Age of Head of Household**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Recruitment and Diary Data)**

Age Cohort	Percent			Pieces Per Household Per Week		
	1987	2011	2012	1987	2011	2012
18 - 24	41.6	38.1	47.5	0.2	0.3	0.3
25 - 34	28.6	37.3	44.5	0.3	0.4	0.5
35 - 44	27.5	38.7	41.1	0.5	0.5	0.6
45 - 54	33.7	40.4	42.5	0.8	0.8	0.8
55 - 64	34.4	50.0	50.6	0.9	1.1	1.1
65 - 69	39.3	51.8	56.5	1.1	1.3	1.8
70 - 74	40.7	54.9	59.1	1.1	1.7	1.8
75+		54.5	59.8		1.9	2.2

**Table A3-72**  
**Nonprofit Standard Mail Treatment of Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Treatment	Previous Customer			Organization Known			Organization Not Known			Total <sup>1</sup>		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Read by member of household	68.0	55.0	54.5	36.4	28.4	29.8	24.7	22.9	23.5	49.5	40.6	40.2
Read by more than one member of household	N/A	9.3	8.6	N/A	4.2	4.6	N/A	2.6	3.1	N/A	6.6	6.3
Looked at	17.0	16.7	17.2	24.6	29.3	27.7	35.7	24.8	25.5	21.3	19.1	19.2
Discarded	4.5	12.8	12.6	20.3	33.1	33.4	29.9	46.6	44.0	10.5	20.1	20.1
Set Aside	9.0	6.1	7.1	7.6	4.8	4.3	8.5	3.1	3.8	7.6	5.0	5.4
Don't know/No answer	1.5	0.1	0.1	1.2	0.1	0.2	1.3	0.0	0.1	11.0	8.6	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

<sup>1</sup> 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 Organization<sup>1</sup>**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Response	Previous Customer			Organization Known			Organization Not Known			Total <sup>2</sup>		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Yes	28.0	22.9	23.4	6.8	3.8	4.1	5.2	3.0	2.9	18.0	14.2	14.2
No	43.3	52.6	52.0	74.0	84.8	81.4	76.8	89.0	86.2	55.2	59.7	58.5
Maybe	20.9	24.1	24.4	10.6	11.1	14.2	9.4	7.6	10.7	16.5	17.2	18.3
No Answer	7.8	0.4	0.2	8.7	0.2	0.3	8.5	0.4	0.2	10.4	8.9	9.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.6	1.1	1.1	0.3	0.4	0.5	0.2	0.2	0.2	1.1	1.7	1.8

<sup>1</sup> Restricted to Advertisements or Request for Donation from One Organization Only

<sup>2</sup> 1987 Estimates Include pieces for which no response was given for familiarity with institution.

**Table A3-74**  
**Nonprofit Standard Mail Treatment of Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

[illegible][illegible]

**Table A3-75**  
**Nonprofit Standard Mail Usefulness of Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

[illegible][illegible]

**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, 2011 and 2012**  
**(Diary Data)**

Response	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog Not In Envelope		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Yes	19.7	16.3	16.7	17.6	21.5	19.0	14.6	18.2	17.0	18.2	12.2	10.9
No	52.0	55.1	54.5	60.0	53.8	52.4	59.3	59.6	55.1	52.0	51.8	58.7
Maybe	16.8	17.7	19.0	15.1	18.9	22.3	19.9	20.9	25.7	24.1	31.7	26.3
No Answer	11.5	10.9	9.8	7.4	5.9	6.3	6.3	1.2	2.2	5.9	4.3	4.1
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.7	1.1	1.2	0.2	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1

Response	Flyers			Newspapers/ Magazines			Total <sup>1</sup>		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Yes	12.6	9.2	9.7	9.8	10.4	7.5	18.0	14.2	14.2
No	64.5	70.8	67.2	54.3	66.9	70.8	55.2	59.7	58.5
Maybe	13.6	14.6	16.3	13.6	14.3	12.0	16.5	17.2	18.3
No Answer	9.3	5.4	6.8	22.3	8.4	9.7	10.4	8.9	9.0
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.2	0.4	0.5	0.0	0.2	0.2	1.2	2.0	2.0

<sup>1</sup> Total includes pieces for which no response was given as to shape.

**Table A3-77**  
**Nonprofit Standard Mail Reaction by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Industry	Percent											
	Read Immediately			Set Aside			Found Useful			Will Respond <sup>1</sup>		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Medical	46.3	49.1	43.2	8.1	4.6	5.8	46.1	43.5	41.1	13.4	8.0	5.7
Union or Professional	50.1	55.9	53.6	8.5	5.7	10.6	51.6	55.2	59.0	18.4	10.5	14.2
Church	64.0	53.4	52.4	6.9	6.1	7.9	59.2	54.3	51.7	25.2	23.0	22.3
Veterans	56.0	52.0	44.9	9.5	4.6	3.3	44.3	45.1	39.5	22.6	18.6	17.0
Educational	48.0	50.2	47.5	7.0	5.1	6.1	49.1	42.7	41.7	13.2	9.7	8.8
Charities	44.6	41.8	41.7	7.2	3.7	4.9	28.3	32.6	33.9	17.7	13.8	13.9
Political	40.6	32.9	40.3	6.1	5.1	3.5	31.8	29.2	32.4	20.0	9.8	11.8
AARP	46.1	48.1	38.4	10.7	5.8	5.4	40.9	38.4	35.9	13.6	12.7	14.7
Museum	53.6	56.7	53.5	8.4	8.9	6.3	44.3	53.6	52.1	12.5	18.0	12.3
Nonprofit Publications	39.8	46.5	45.7	8.8	4.9	5.4	39.3	40.5	40.5	12.8	14.1	13.9
Total Mail Received by Households	49.5	47.1	46.5	7.6	5.0	5.4	43.8	41.2	41.4	18.0	14.2	14.2

<sup>1</sup> 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 Mail<sup>1</sup> Received Per Week By Income**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Type of Ad Mail	Under \$7K			\$7K - \$9.9K			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
First-Class:												
Advertising alone	0.3	0.3	0.2	0.5	0.2	0.4	0.7	0.3	0.4	0.7	0.5	0.5
Business invitation/announcements	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.3	0.2	0.2	0.2
Stuffers (Advertising Enclosed)	0.4	0.7	0.7	0.6	0.7	1.0	0.8	1.1	1.0	0.9	1.3	1.3
Total First-Class <sup>2</sup>	0.8	1.3	1.0	1.2	1.2	1.5	1.6	1.6	1.6	1.8	2.0	1.9
Standard Mail:												
Commercial	3.8	3.2	3.7	5.2	4.8	3.4	5.8	5.3	4.6	6.4	5.4	5.9
Nonprofit	0.9	0.9	0.8	1.5	0.7	1.0	1.5	1.2	0.9	1.9	1.2	1.3
Total Standard Mail	4.7	4.0	4.5	6.7	5.5	4.5	7.3	6.6	5.5	8.3	6.6	7.2
Total Advertising <sup>2</sup>	5.5	5.3	5.4	7.9	6.7	6.0	8.9	8.2	7.1	10.1	8.6	9.1

Type of Ad Mail	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
First-Class:												
Advertising alone	0.6	0.5	0.4	0.8	0.6	0.7	1.0	0.6	0.7	1.1	0.6	0.6
Business invitation/announcements	0.2	0.2	0.2	0.2	0.2	0.3	0.4	0.2	0.3	0.4	0.3	0.3
Stuffers (Advertising Enclosed)	1.1	1.4	1.1	1.2	1.6	1.7	1.4	1.6	1.7	1.7	1.7	1.5
Total First-Class <sup>2</sup>	1.9	2.1	1.8	2.2	2.5	2.8	2.8	2.5	2.8	3.2	2.6	2.5
Standard Mail:												
Commercial	6.6	6.5	5.6	7.9	7.3	7.3	8.7	7.3	7.3	9.5	8.1	7.4
Nonprofit	1.7	1.4	1.6	1.9	1.4	1.4	2.3	1.4	1.4	2.5	1.6	1.8
Total Standard Mail	8.3	7.9	7.2	9.8	8.6	8.7	11.0	8.6	8.7	12.0	9.7	9.2
Total Advertising <sup>2</sup>	10.2	10.0	9.0	12.0	11.1	11.5	13.8	11.1	11.5	15.2	12.4	11.7

Type of Ad Mail	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K - Over		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
First-Class:												
Advertising alone	1.5	0.8	0.8	2.1	0.8	0.8	2.4	1.1	0.9	2.4	1.5	1.2
Business invitation/announcements	0.4	0.3	0.4	0.4	0.3	0.4	0.6	0.4	0.4	0.7	0.4	0.4
Stuffers (Advertising Enclosed)	1.9	2.1	1.9	2.0	2.1	1.9	2.3	2.5	2.0	2.6	3.0	2.4
Total First-Class <sup>2</sup>	3.8	3.2	3.1	4.5	3.2	3.1	5.3	3.9	3.2	5.7	4.9	4.1
Standard Mail (A):												
Commercial	10.9	9.8	8.5	14.8	10.7	10.1	14.7	11.4	10.6	15.3	15.0	13.7
Nonprofit	2.7	2.1	1.8	3.5	2.0	2.2	4.2	1.9	2.4	4.8	3.0	3.0
Total Standard Mail	13.6	11.9	10.3	18.3	12.7	12.3	18.9	13.3	13.0	20.1	18.0	16.7
Total Advertising <sup>2</sup>	17.4	15.1	13.4	22.8	15.9	15.3	24.2	17.2	16.3	25.8	22.8	20.8

<sup>1</sup> Includes First-Class advertising only, First-Class advertising enclosed, business invitations/announcements, and Standard Mail non-package mail.

<sup>2</sup> Total First-Class and total advertising are over-reported because some stuffers are counted twice.

Note: 2011/2012 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 Mail<sup>1</sup> Received Per Week by Age of Head of Household**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Type of Ad Mail	18 - 21			22 - 24			25 - 34		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
First-Class:									
Advertising alone	0.4	0.5	0.8	0.3	0.3	0.3	0.7	0.7	0.6
Business invitations/announcements	0.1	0.1	0.1	0.1	0.2	0.4	0.2	0.3	0.3
Stuffers (Advertising Enclosed)	0.8	0.9	1.4	0.7	0.8	0.6	1.1	1.6	1.2
Total First-Class <sup>2</sup>	1.3	1.5	2.4	1.1	1.3	1.3	2.0	2.7	2.2
Standard Mail:									
Commercial	3.7	6.4	2.7	3.2	4.9	5.0	6.6	7.9	7.0
Nonprofit	0.6	0.9	0.1	0.5	0.6	0.8	1.2	1.1	1.0
Total Standard Mail	4.3	7.3	2.8	3.7	5.4	5.8	7.8	9.0	8.1
Total Advertising <sup>2</sup>	5.6	8.8	5.2	4.8	6.7	7.2	9.8	11.6	10.3

Type of Ad Mail	35 - 44			45 - 54			55 - 64		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
First-Class:									
Advertising alone	1.0	0.8	0.8	1.2	1.0	0.9	1.1	1.0	0.9
Business invitations/announcements	0.3	0.3	0.4	0.4	0.4	0.3	0.3	0.3	0.4
Stuffers (Advertising Enclosed)	1.3	2.0	1.6	1.3	2.4	2.0	1.4	2.4	2.2
Total First-Class <sup>2</sup>	2.6	3.1	2.7	2.9	3.7	3.2	2.8	3.8	3.4
Standard Mail:									
Commercial	8.3	9.8	8.9	8.9	11.2	9.3	9.8	10.9	10.3
Nonprofit	1.9	1.3	1.6	2.4	2.0	2.0	2.7	2.3	2.2
Total Standard Mail	10.2	11.2	10.5	11.3	13.2	11.2	12.5	13.2	12.5
Total Advertising <sup>2</sup>	12.8	14.3	13.2	14.2	16.9	14.5	15.3	16.9	16.0

Type of Ad Mail	65 - 69			70+	70 - 74		75+	
	1987	2011	2012	1987	2011	2012	2011	2012
First-Class:								
Advertising alone	1.0	0.9	0.9	0.7	0.9	0.8	0.7	0.7
Business invitations/announcements	0.4	0.4	0.3	0.2	0.3	0.3	0.3	0.2
Stuffers (Advertising Enclosed)	1.2	2.4	2.1	0.9	2.2	1.9	1.9	1.7
Total First-Class <sup>2</sup>	2.6	3.7	3.3	1.8	3.4	3.0	2.8	2.6
Standard Mail:								
Commercial	8.2	11.1	11.3	7.6	10.4	9.5	8.9	8.6
Nonprofit	2.9	2.6	3.2	2.8	3.1	3.0	3.5	3.6
Total Standard Mail	11.1	13.7	14.4	10.4	13.5	12.5	12.4	12.2
Total Advertising <sup>2</sup>	13.7	17.3	17.7	12.2	16.9	15.5	15.3	14.8

<sup>1</sup> Includes First-Class advertising only, First-Class advertising enclosed, business invitations/announcements, and Standard Mail non-package mail.

<sup>2</sup> 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 Mail<sup>1</sup> Received Per Week by Education of Head of Household**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Type of Ad Mail	< 8th Grade			Some High School			High School			Some College		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
First-Class:												
Advertising alone	0.5	0.4	0.8	0.7	0.4	0.6	0.7	0.8	0.7	0.9	0.9	0.7
Business invitation/ announcements	0.1	0.2	0.0	0.1	0.3	0.2	0.2	0.3	0.3	0.3	0.3	0.3
Stuffers (Advertising Enclosed)	0.5	1.1	1.5	0.7	1.4	1.6	1.0	1.9	1.7	1.3	2.2	1.6
Total First-Class <sup>2</sup>	1.1	1.7	2.3	1.5	2.1	2.4	1.9	3.0	2.7	2.5	3.4	2.6
Standard Mail:												
Commercial	5.0	6.9	6.1	5.6	7.1	7.2	7.0	8.9	7.9	7.9	9.2	8.1
Nonprofit	1.2	0.9	1.0	1.5	1.1	1.7	1.6	1.6	1.6	2.2	1.8	1.9
Total Standard Mail	6.2	7.8	7.1	7.1	8.2	8.9	8.6	10.5	9.6	9.9	11.0	10.0
Total Advertising <sup>2</sup>	7.3	9.5	9.5	8.6	10.3	11.2	10.5	13.4	12.2	12.4	14.4	12.6

Type of Ad Mail	Tech School			College			Post Graduate		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
First-Class:									
Advertising alone	0.9	0.7	0.8	1.2	1.0	0.9	1.5	1.1	1.0
Business invitation/announcements	0.3	0.3	0.4	0.4	0.4	0.4	0.6	0.4	0.4
Stuffers (Advertising Enclosed)	1.1	1.8	1.8	1.6	2.3	1.9	2.1	2.6	2.1
Total First-Class <sup>2</sup>	2.3	2.8	2.9	3.2	3.7	3.1	4.2	4.1	3.5
Standard Mail:									
Commercial	7.8	9.4	8.3	9.9	11.3	10.2	11.8	12.8	11.9
Nonprofit	1.9	1.9	1.8	2.6	2.4	2.4	2.1	3.2	3.1
Total Standard Mail	9.7	11.3	10.1	12.6	13.7	12.6	16.3	16.0	15.1
Total Advertising <sup>2</sup>	12.0	14.1	13.0	15.8	17.4	15.7	20.5	20.1	18.6

<sup>1</sup> Includes First-Class advertising only, First-Class advertising enclosed, business invitations/announcements, and Standard Mail non-package mail.

<sup>2</sup> 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, 2011 and 2012**  
**(Diary and Recruitment Data)**

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**Table A4-5**  
**Total Mail Overview:**  
**Intended Response to Advertising Mail by Class**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Intended Response	First-Class <sup>1</sup>			Standard Mail <sup>2</sup>			Standard Mail Nonprofit <sup>2</sup>		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Will respond	11.1	12.4	9.9	14.6	11.5	12.3	17.9	14.5	14.8
May respond	10.3	13.7	15.4	20.0	63.2	68.2	16.4	19.7	20.7
Won't respond	58.4	57.3	58.7	58.6	18.2	19.5	55.1	60.8	59.1
Don't know/No answer	19.8	16.6	15.9	6.9	7.1	0.0	10.4	4.9	5.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

<sup>1</sup> Estimates for 1987 include both advertising only and advertising enclosed mail. Estimates for 2010/2011 include advertising only.

<sup>2</sup> Standard Mail and Nonprofit Standard Mail include request for donations.

**Table A4-6**  
**Response Rates To Advertising: First-Class**  
**Ad Only vs. Standard Mail Envelopes and Cards<sup>1</sup>**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Industry	1987		2011		2012	
	First	Standard Mail	First	Standard Mail	First	Standard Mail
Financial:						
Credit card	5.8	8.0	5.3	3.5	5.9	3.4
Bank	8.0	8.9	5.0	7.0	2.9	7.3
Insurance Company	8.9	6.6	1.9	4.6	5.3	5.5
Real Estate/Mortgage	4.7	3.5	0.7	2.1	1.3	1.7
Merchants:						
Supermarkets	N/A	N/A	38.8	40.0	29.6	42.9
Department store	9.5	12.0	27.4	29.6	15.2	30.4
Mail order company	13.5	15.4	23.8	10.7	9.4	11.5
Specialty store	13.1	12.8	15.5	21.2	17.6	19.8
Publisher	19.6	18.7	11.1	12.0	16.8	13.2
Online auction	N/A	N/A	11.3	12.0	10.2	10.4
Restaurant	2.2	15.9	64.2	22.3	51.3	25.6
Auto dealers	4.1	7.2	3.9	4.7	4.4	7.2
Services:						
Telephone	6.7	15.1	11.2	4.1	8.6	4.2
Other Utility	8.0	12.7	10.0	17.0	14.4	11.4
Medical	21.2	10.2	8.8	8.4	8.3	10.7
Other professional	20.7	14.3	12.0	8.7	3.7	13.0
Leisure service	16.8	8.7	23.6	11.7	20.4	11.3
Craftsman	7.8	13.4	5.2	2.8	6.2	2.8
Social/Charitable/Political/Nonprofit <sup>2</sup>	20.4	18.5	0.0	59.9	0.0	58.7
Total Percentage of "Will Respond" to Advertising Pieces <sup>3</sup>	13.4	15.1	12.4	12.3	9.9	13.1

<sup>1</sup> All Standard Mail percentages are based on Standard Mail except social/charitable/political

/nonprofit which is based on Standard Mail nonprofit

<sup>2</sup> Includes medical nonprofit mail after 1992.

<sup>3</sup> Total Percentage for Standard Mail includes Nonprofit.

**Table A4-7**  
**Treatment of Advertising Mail by Household Income**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Recruitment Data)**

Treatment	Under \$7K			\$7K - \$9.9K			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Usually read	31.1	34.4	30.6	26.7	41.6	40.9	26.4	32.3	33.9	22.9	35.2	31.1
Usually scan	32.9	20.3	18.2	37.5	19.2	18.8	37.1	21.5	20.7	38.1	20.7	32.9
Read some	22.7	17.7	26.6	25.3	22.1	18.1	28.7	28.3	26.7	30.4	24.5	22.7
Usually don't read	8.7	26.7	24.5	9.7	17.0	21.3	7.2	16.7	18.7	7.3	19.7	8.7
Don't know/No answer	0.7	0.8	0.1	0.1	0.1	0.9	0.0	1.2	0.0	0.5	0.0	0.7
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	3.9
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

Treatment	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Usually read	16.8	27.3	26.0	19.7	24.3	23.4	16.9	24.3	23.4	16.2	21.2	16.8
Usually scan	44.8	28.5	22.3	44.4	27.4	26.6	46.1	27.4	26.6	42.8	24.1	44.8
Read some	27.3	27.7	30.3	27.5	29.5	32.4	26.9	29.5	32.4	34.4	32.2	27.3
Usually don't read	10.6	16.4	21.4	8.6	18.5	17.2	9.4	18.5	17.2	6.0	22.4	10.6
Don't know/No answer	0.0	0.0	0.0	0.1	0.3	0.4	0.0	0.3	0.4	0.2	0.2	0.0
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	0.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K - Over		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Usually read	14.2	18.9	19.3	8.9	17.4	15.9	8.2	14.9	11.8	10.2	9.9	14.2
Usually scan	41.1	26.1	25.1	38.3	26.2	28.8	55.4	31.3	31.3	34.1	26.9	41.1
Read some	33.9	31.4	37.5	29.3	35.7	38.1	32.4	35.2	39.0	42.6	39.1	33.9
Usually don't read	0.0	23.2	17.9	23.5	20.6	16.9	4.0	18.6	17.9	13.1	24.0	0.0
Don't know/No answer	0.4	0.4	0.2	0.0	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.4
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	10.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: 2011/2012 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 A4-8**  
**Treatment of Advertising Mail**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Recruitment Data)**

<b>Treatment</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
Usually read	19.6	20.6	20.8
Usually scan	40.4	25.3	24.2
Read some	29.6	32.3	34.5
Usually don't read	9.1	21.5	20.1
Don't know/No answer	0.2	0.4	0.4
Received no advertising	1.1	N/A	N/A
Total	100.0	100.0	100.0

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




**Table A4-9**  
**Treatment of Mail Advertising by Age of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Recruitment Data)**

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**Table A4-10**  
**Treatment of Advertising Mail by Education of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Recruitment Data)**

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## Appendix A5: Periodicals

**Table A5-1**  
**Periodicals Received**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Periodicals	1987	2011	2012
Percent of Periodicals which are sent to Households	75.3	75.4	75.3
Pieces per household per week	1.69	0.54	0.67

Base: RPW Total Periodicals

**Table A5-2**  
**Periodicals -- Type of Publication**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Type of Publication	Percentage Received			Pieces Per Household Per Week		
	1987	2011	2012	1987	2011	2012
Newspapers:						
Daily Newspaper	8.5	2.7	3.3	0.19	0.03	0.04
Weekly Newspaper	13.4	7.1	6.5	0.30	0.08	0.07
Other Newspaper	4.9	1.0	1.8	0.11	0.01	0.02
Total Newspapers	26.8	10.7	11.6	0.60	0.12	0.12
Magazines:						
Weekly Magazine	11.1	12.7	11.5	0.25	0.15	0.12
Monthly Magazine	27.2	36.8	38.8	0.61	0.42	0.42
Other Magazine	4.4	8.7	7.9	0.10	0.10	0.08
Total Magazines	42.7	58.2	58.2	0.96	0.67	0.62
Other Periodical	3.1	1.8	1.4	0.07	0.02	0.01
Newsletter	3.1	4.7	4.2	0.07	0.05	0.04
Don't Know/No Answer	2.7	0.5	0.7	0.06	0.01	0.01
Total Periodicals Received by Households	75.3	71.2	71.8	1.69	0.82	0.77
Total Periodicals Received by Non-Households	26.7	28.8	28.2	-	-	-

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, 2011 and 2012**  
**(Diary Data)**

<b>Income</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
< \$7K	0.6	0.5	0.1
\$ 7K - \$9.9K	1.1	0.3	0.3
\$ 10K - \$14.9K	1.2	0.4	0.4
\$ 15K - \$19.9K	1.3	0.5	0.6
\$ 20K - \$24.9K	1.4	0.5	0.4
\$ 25K - \$29.9K	1.8	0.6	0.6
\$ 30K - \$34.9K	1.9		
\$ 35K - \$49.9K	2.1	0.6	0.7
\$ 50K - \$64.9K	2.1	0.8	0.8
\$ 65K - Over	3.6	1.2	1.1
<b>Age of Head of Household</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
18 - 24	0.6	0.3	0.2
25 - 34	1.2	0.6	0.6
35 - 44	1.8	0.8	0.8
45 - 54	2.0	0.9	0.8
55 - 64	2.3	1.1	0.9
65 - 69	1.9	1.1	1.2
70 - 74	1.9	1.3	1.1
75+		1.0	1.0
<b>Education of Head of Household</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
< 8th grade	1.2	0.5	0.6
Some High School	1.2	0.5	0.6
High School	1.4	0.8	0.7
Some College	1.6	0.8	0.7
Technical School	1.6	0.8	0.7
College	2.2	1.0	0.9
Post graduate	3.4	1.4	1.3
<b>Type of Household</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
One-person household	1.1	0.6	0.6
Male	1.0	0.6	0.5
Female	1.2	0.7	0.6
One adult + minors	0.9	0.3	0.3
Male	0.6	0.4	0.5
Female	0.9	0.3	0.2
<b>More Than One Adult</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
Without Children	2.1	1.0	1.0
One-earner	2.0	1.1	1.0
Two-earner	2.1	1.0	0.8
With Children	1.7	0.8	0.8
One-earner	1.6	0.8	0.8
Two-earner	1.9	0.8	0.8

<b>Employment of Head of Household <sup>1</sup></b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
White collar professional	2.2	1.0	0.0
White collar sales/clerical	1.5	0.8	0.0
Blue collar craftsmen/mechanic	1.2	0.7	0.0
Service Worker	1.2	0.7	0.0
Other employed	1.1	0.7	0.0
Homemaker	1.7	0.7	0.4
Student	1.4	0.4	0.4
Retired	1.9	1.0	1.1
Other not employed	0.4	0.7	1.3
<b>Type of Dwelling</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
Single-family house	2.0	1.0	1.0
Multi-family	1.0	0.6	0.5
Mobile house	1.1	0.4	0.5
<b>Number of Adults</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
1	1.1	0.6	0.5
2	1.8	0.9	0.9
3	2.1	1.0	0.8
4+	2.1	1.2	0.9

Note: 2011 and 2012 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.

<sup>1</sup> Revised from Employment of Respondent to Employment of Head of Household.

Note: Specific Employment Industries of Head of Household are no longer asked in 2012

**Table A5-4**  
**Periodical Mail -- Type of Subscription**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Type of Subscription	Percentage of Total Periodicals		
	1987	2011	2012
Paid (ordered)	49.4	44.2	44.9
Free (ordered)	4.4	6.2	5.6
Gift (from friend or relative)	3.5	5.0	4.9
Free - Came w/ membership	10.2	12.6	12.4
Other	2.6	1.2	0.5
Don't know/No answer	5.3	6.8	7.8
Total Mail Received by Households	75.3	76.0	76.0

Base: RPW Total Periodicals

**Table A5-5**  
**Periodicals -- Source of Publications**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Source of Publication	Percent of Total Periodicals			Pieces Per Household Per Week		
	1987	2011	2012	1987	2011	2012
Religious/Educational	9.1	5.1	4.3	0.21	0.06	0.05
Veterans	0.9	0.6	0.6	0.02	0.01	0.01
Charitable	0.9	0.5	0.4	0.02	0.01	0.00
Union/Professional	7.8	6.7	7.0	0.18	0.08	0.07
Total "Nonprofit"	18.7	12.9	12.3	0.43	0.15	0.13
Other (Commercial, Professional Org)	53.5	61.9	62.7	1.20	0.71	0.67
Don't know/No answer	3.2	1.2	1.0	0.07	0.01	0.01
Percent of All Periodicals Received by Households	75.3	76.0	76.0	1.69	0.87	0.81

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, 2011 and 2012**  
**(Diary Data)**

Subscription Type	Union/ Professional			Religious/ Educational			Veterans		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Paid (ordered)	8.3	4.3	4.5	7.9	5.9	4.6	0.5	0.2	0.4
Free (ordered)	21.7	16.3	15.2	25.6	10.0	6.7	4.4	0.3	0.4
Gift (from friend or relative)	4.0	1.7	3.0	18.1	7.9	6.6	0.5	0.4	0.3
Other	19.1	12.2	5.7	22.7	3.7	5.5	2.3	0.0	0.0
Free - Came w/ membership	21.1	26.2	28.8	16.0	7.9	8.6	1.9	2.8	2.8

Subscription Type	Charitable			Other			Don't Know/ No Answer		
	1987	2011	2012	1987	2011	2012	1987	2011	2012
Paid (ordered)	0.5	0.3	0.4	81.1	88.8	89.7	1.7	0.5	0.4
Free (ordered)	2.8	1.9	0.7	44.1	70.3	76.7	1.4	1.3	0.4
Gift (from friend or relative)	1.4	0.0	0.4	73.4	90.1	89.6	2.6	0.0	0.1
Other	2.6	0.0	0.0	50.7	83.6	88.8	2.7	0.4	0.0
Free - Came w/ membership	6.2	1.8	1.3	54.8	61.3	58.3	0.0	0.0	0.0

Note: Percentages are row percentages within each subscription type.

**Table A5-7**  
**Periodicals -- Satisfaction With Delivery**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Time of Arrival	Percentage of Pieces		
	1987	2011	2012
Arrived earlier than expected	5.0	3.8	5.2
Arrived on day expected	40.9	30.9	29.0
Was not expected to arrive on any special day	43.9	52.9	53.0
Arrived later than expected	3.8	3.2	2.4
Don't Know/No answer	6.5	9.3	10.3
Total	100.0	100.0	100.0

**Table A5-8**  
**Periodicals -- Need for Delivery**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

<b>Delivery</b>	<b>1987</b>	<b>2011</b>	<b>2012</b>
Could arrive a day later	40.2	28.6	30.4
Comes on proper day	19.5	14.8	15.2
No regular day	9.0	18.5	18.7
Regular day is too late	0.9	0.6	0.8
Day doesn't matter	22.7	28.0	24.4
Other need	0.4	0.1	0.3
Don't know/No answer	7.2	9.3	10.2
Total	100.0	100.0	100.0

**Table A5-9**  
**Periodicals -- Satisfaction With Delivery by Postal Region**  
**(Percent of Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

[illegible]

**Table A5-10**  
**Periodicals -- Households' Need for Delivery by Postal Region**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2011 and 2012**  
**(Diary Data)**

Satisfaction with Delivery	Northeast			Eastern			Southern			Central			Western		
	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012	1987	2011	2012
Could arrive a day later	42.6	29.7	31.7	40.9	28.7	30.4	42.6	21.6	0.0	37.1	27.4	24.9	39.3	26.8	34.5
Comes on proper day	18.5	17.6	15.8	21.4	15.0	16.1	15.1	20.7	0.0	25.6	11.5	12.5	15.1	10.9	11.4
No regular day	10.1	15.9	19.9	7.0	19.2	18.3	9.2	32.4	0.0	8.0	19.5	20.7	11.2	17.8	16.7
Regular day is too late	0.2	0.8	0.9	2.2	0.6	0.8	0.9	0.0	0.0	0.5	0.5	0.9	0.9	0.2	1.0
Day doesn't matter	20.7	26.8	21.6	21.8	27.1	23.9	22.0	0.0	0.0	23.7	31.6	29.5	24.7	32.2	26.6
Other Need/Don't know/No answer	7.9	9.1	10.1	6.7	9.3	10.5	10.2	25.4	0.0	5.1	9.6	11.5	8.8	12.0	9.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0



## Appendix A6: Packages & Expedited

This section has been redacted.



## Appendix A7: Electronic Communications

**Table A7-1**  
**Household Electronic Mail Capability by Income**  
**(Percentage of Households)**  
**Postal Fiscal Years 2011 and 2012**  
**(Recruitment Data)**

Capability	Under \$7K		\$7K - \$9.9K		\$10K - \$14.9K		\$15K - \$19.9K	
	2011	2012	2011	2012	2011	2012	2011	2012
Have personal computer	56.6	48.6	44.7	46.1	45.6	48.6	52.4	62.2
Have Internet access	3.2	3.2	3.8	1.3	3.3	4.2	4.7	3.6
Have Broadband access	41.6	30.6	30.3	38.9	33.9	36.9	42.5	49.3

Capability	\$20K - \$24.9K		\$25K - \$34.9K		\$35K - \$49.9K		\$50K - \$64.9K	
	2011	2012	2011	2012	2011	2012	2011	2012
Have personal computer	69.4	69.5	75.8	77.3	81.1	84.4	86.8	88.5
Have Internet access	4.7	3.2	3.7	4.2	3.1	2.6	4.4	2.2
Have Broadband access	55.3	56.7	65.2	64.0	71.0	74.1	75.4	79.4

Capability	\$65K - \$79.9K		\$80K - \$99.9K		\$100K - Over	
	2011	2012	2011	2012	2011	2012
Have personal computer	92.6	94.3	95.9	96.4	97.4	98.0
Have Internet access	3.0	2.7	3.1	1.5	1.2	1.1
Have Broadband access	84.5	84.6	86.7	88.8	91.3	91.9

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 2011 and 2012**  
**(Recruitment Data)**

Capability	< 8th Grade		Some High School		High School		Some College	
	2011	2012	2011	2012	2011	2012	2011	2012
Have personal computer	40.6	48.0	56.8	56.4	69.3	73.0	87.8	86.7
Have Internet access	3.9	5.5	1.9	3.3	4.4	3.2	3.4	3.0
Have Broadband access	31.8	36.2	43.4	44.2	57.6	61.0	76.1	75.9

Capability	Tech School		College		Post Graduate	
	2011	2012	2011	2012	2011	2012
Have personal computer	84.1	84.2	93.3	93.4	94.8	96.7
Have Internet access	4.8	3.3	2.5	1.5	1.4	1.6
Have Broadband access	71.4	70.7	85.0	85.1	88.5	89.7

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 2011 and 2012**  
**(Recruitment Data)**

Capability	18 - 21		22 - 24		25 - 34		35 - 44		45 - 54	
	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012
Have personal computer	84.3	86.7	87.1	93.0	94.4	94.3	89.4	92.9	85.8	87.0
Have Internet access	0.0	0.0	1.0	0.0	1.4	1.2	2.5	2.1	4.0	3.5
Have Broadband access	63.2	67.9	63.1	80.3	83.2	82.5	81.1	82.8	76.0	76.6

Capability	55 - 64		65 - 69		70-74		75+	
	2011	2012	2011	2012	2011	2012	2011	2012
Have personal computer	79.1	79.5	68.1	72.8	60.4	62.8	44.0	44.2
Have Internet access	3.9	3.3	4.0	3.5	5.3	4.2	4.2	2.8
Have Broadband access	70.1	70.5	58.3	63.3	52.3	52.8	32.7	35.5

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 - 2012 (Diary Data)**

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Correspondence													
Personal	7,211	7,456	7,154	6,457	6,561	5,870	6,079	5,610	5,646	5,225	4,959	4,387	4,302
Greeting Cards	4,052	4,472	4,456	3,816	4,014	3,586	3,935	3,571	3,652	3,368	3,368	3,118	3,030
Letter from Friend or Relative	1,769	1,839	1,629	1,467	1,385	1,227	1,138	1,116	1,046	956	850	644	650
Other Personal	1,391	1,145	1,070	1,174	1,161	1,057	1,006	923	948	901	740	625	622
Business/Government	6,433	6,859	6,881	6,584	6,974	6,343	5,039	4,478	4,239	3,992	4,147	4,740	4,635
Social	2,660	2,470	2,613	2,918	2,333	2,329	2,203	2,546	2,337	2,066	1,935	1,723	1,444
Total	16,304	16,785	16,649	15,960	15,867	14,541	13,322	12,635	12,222	11,282	11,041	10,851	10,381
Transactions													
Bills	12,618	13,669	14,315	14,237	14,555	14,345	14,111	13,808	13,825	13,085	11,955	11,027	10,215
Financial Statements	6,117	7,598	6,874	6,429	6,452	6,953	7,322	7,651	7,147	7,279	6,375	5,618	5,584
Credit Card Statement/Bill	2,958	4,423	4,280	4,305	3,926	4,311	4,969	4,980	4,830	4,687	4,177	3,899	3,867
Notice or Confirmation of Order	2,007	2,502	2,860	2,429	2,252	2,518	2,738	3,242	2,824	2,559	2,543	2,343	2,464
Payment/Check/Credit	1,481	1,679	1,635	1,618	1,552	1,495	1,456	1,604	1,460	1,461	1,285	1,275	1,193
Insurance	0	0	0	0	0	514	800	1,323	1,331	1,222	896	2,485	2,257
Other	2,500	1,629	1,679	1,698	1,329	1,350	1,447	1,492	1,576	1,394	1,384	1,586	1,457
Total	27,680	31,501	31,643	30,716	30,065	31,487	32,842	34,100	32,993	31,688	28,615	28,234	27,035
Advertising (Ads Only)	7,930	10,743	10,624	9,659	8,840	10,546	10,344	9,034	8,257	6,648	6,212	5,256	4,944
CD/DVD/Video Games <sup>1</sup>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	640	806	937	945	993	524
DK/RF	4,890	1,483	1,613	2,534	2,498	2,208	2,915	2,449	2,971	2,568	3,591	2,423	2,623
Total First-Class Received	56,805	60,512	60,529	58,869	57,270	58,783	59,423	58,856	57,250	53,123	50,405	47,757	45,507

Note: Totals may not sum due to rounding.

Note: Transaction and Correspondence definitions redefined to match calculation in HDS main report.

<sup>1</sup> 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 - 2012 (Diary Data)**

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Correspondence													
Personal	13%	12%	12%	11%	11%	10%	10%	10%	10%	10%	10%	9%	9%
Greeting Cards	7%	8%	8%	7%	7%	6%	7%	6%	6%	6%	6%	7%	6%
Letter from Friend or Relative	3%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%
Other Personal	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%
Business/Government	11%	11%	11%	11%	12%	11%	8%	8%	7%	8%	12%	10%	10%
Social	5%	4%	4%	5%	4%	4%	4%	4%	4%	4%	4%	4%	3%
Total	29%	28%	28%	27%	28%	25%	22%	21%	21%	21%	21%	23%	22%
Transactions													
Bills	22%	23%	24%	24%	25%	24%	24%	23%	24%	25%	23%	23%	22%
Financial Statements	11%	13%	11%	11%	11%	12%	12%	13%	12%	14%	12%	12%	12%
Credit Card Statement/Bill	5%	7%	7%	7%	7%	7%	8%	8%	8%	9%	8%	8%	8%
Notice or Confirmation of Order	4%	4%	5%	4%	4%	4%	5%	6%	5%	5%	5%	5%	5%
Payment/Check/Credit	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%
Other <sup>1</sup>	4%	3%	3%	3%	2%	2%	2%	3%	3%	3%	3%	3%	3%
Total	49%	52%	52%	52%	52%	54%	55%	58%	58%	60%	57%	59%	59%
Advertising (Ads Only)	14%	19%	19%	17%	16%	19%	18%	16%	15%	12%	11%	9%	9%
CD/DVD/Video Games <sup>1</sup>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1%	1%	2%	2%	2%	1%
DK/RF	9%	3%	3%	4%	4%	4%	5%	4%	5%	5%	6%	4%	5%
Total First-Class Received	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note: Totals may not sum due to rounding.

Note: Transaction and Correspondence definitions redefined to match calculation in HDS main report.

<sup>1</sup> 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 - 2012 (Diary Data)**

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Correspondence													
Personal	6,680	7,134	7,154	6,457	6,560	5,870	6,233	5,812	5,647	5,225	4,959	4,352	4,440
Greeting Cards	3,818	4,561	4,223	3,958	4,332	4,010	4,294	3,887	3,648	3,496	3,321	3,074	3,278
Letter to Friend or Relative	1,915	1,740	1,974	1,561	1,513	1,071	1,240	1,250	1,021	1,120	950	715	734
Other Personal	947	833	957	938	715	789	699	675	978	609	688	563	428
Business/Government	2,057	2,049	2,142	1,610	1,720	1,702	1,662	1,678	1,600	1,550	1,509	1,452	1,197
Social	775	419	444	440	447	417	372	454	483	361	373	310	255
Total	9,512	9,602	9,740	8,507	8,727	7,989	8,267	7,944	7,730	7,136	6,841	6,114	5,892
Transactions													
Bill Payment	11,327	11,212	11,996	10,707	11,152	10,809	9,949	10,202	9,704	8,580	8,088	6,707	6,776
Orders	853	734	774	739	734	769	612	560	537	454	394	270	190
Donations	578	572	574	536	598	560	524	550	657	521	484	366	283
Total	12,758	12,518	13,344	11,982	12,484	12,138	11,085	11,312	10,898	9,555	8,966	7,343	7,249
CD/DVD/Video Games <sup>1</sup>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	540	774	932	964	766	322
DK/RF	361	1,701	1,982	1,176	1,185	1,013	824	966	1,353	667	785	1,418	908
Total First-Class Sent	22,631	23,822	25,067	21,665	22,396	21,141	20,174	20,761	20,755	18,290	17,555	15,641	14,372

Note: Totals may not sum due to rounding.

<sup>1</sup> 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 - 2012 (Diary Data)**

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Correspondence													
Personal	30%	30%	29%	30%	29%	28%	31%	28%	27%	29%	28%	28%	31%
Greeting Cards	17%	19%	17%	18%	19%	19%	21%	19%	18%	19%	19%	20%	23%
Letter to Friend or Relative	8%	7%	8%	7%	7%	5%	6%	6%	5%	6%	5%	5%	5%
Other Personal	4%	3%	4%	4%	3%	4%	3%	3%	5%	3%	4%	4%	3%
Business/Government	9%	9%	9%	7%	8%	8%	8%	8%	8%	8%	9%	9%	8%
Social	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Total	42%	40%	39%	39%	39%	38%	41%	38%	37%	39%	39%	39%	41%
Transactions													
Bill Payment	50%	47%	48%	49%	50%	51%	49%	49%	47%	47%	46%	43%	47%
Orders	4%	3%	3%	3%	3%	4%	3%	3%	3%	2%	2%	2%	1%
Donations	3%	2%	2%	2%	3%	3%	3%	3%	3%	3%	3%	2%	2%
Total	56%	53%	53%	55%	56%	57%	55%	54%	53%	52%	51%	47%	50%
CD/DVD/Video Games <sup>1</sup>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	3%	4%	5%	5%	5%	2%
DK/RF	2%	7%	8%	5%	5%	5%	4%	5%	7%	4%	4%	9%	6%
Total First-Class Sent	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note: Totals may not sum due to rounding.

<sup>1</sup> 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 - 2012 (Diary Data)**

Method	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Mail	8.9	8.7	8.7	8.4	8.5	8.0	7.4	7.3	6.7	5.9	5.4	5.0	4.8
Internet	.2	.4	.5	.8	1.2	1.5	1.8	2.3	3.1	3.3	3.3	3.6	4.3
Auto Deduction from Bank	.9	.8	1.0	1.0	1.2	1.3	1.3	1.4	1.4	1.4	1.5	1.5	1.7
In Person	.9	.7	.9	.8	.7	.7	.7	.7	.7	.6	.5	.5	.5
Credit Card	N/A	N/A	.2	.3	.3	.3	.4	.4	.4	.3	.4	.4	.5
Telephone	.1	.2	.2	.2	.2	.3	.3	.2	.3	.3	.3	.3	.3
Total	10.9	10.8	11.5	11.4	12.2	12.0	12.0	12.3	12.4	11.8	11.5	11.3	12.1
Total Electronic <sup>1</sup>	1.2	1.4	1.9	2.2	3.0	3.3	3.8	4.3	5.0	5.3	5.5	5.7	6.8

Note: Totals may not sum due to rounding.

<sup>1</sup> 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 - 2012 (Diary Data)**

Method	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Mail	81%	80%	75%	73%	69%	67%	62%	60%	54%	54%	47%	45%	40%
Internet	2%	4%	4%	7%	10%	12%	15%	18%	25%	24%	29%	32%	35%
Auto Deduction from Bank	8%	8%	9%	9%	10%	11%	11%	11%	11%	12%	13%	13%	14%
In Person	8%	7%	8%	7%	6%	6%	6%	5%	6%	5%	5%	4%	4%
Credit Card	N/A	N/A	2%	2%	3%	3%	3%	3%	3%	3%	3%	3%	4%
Telephone	1%	2%	1%	2%	2%	2%	3%	2%	2%	3%	2%	2%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Total Electronic <sup>1</sup>	11%	13%	17%	20%	25%	28%	32%	35%	41%	41%	48%	51%	56%

Note: Totals may not sum due to rounding.

<sup>1</sup> 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 - 2012 (Diary Data)**

<b>Method</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Mail	94%	93%	94%	94%	94%	93%	92%	92%	89%	87%	83%	79%	80%
Auto Deduction from Bank Account	34%	35%	43%	44%	51%	54%	53%	56%	49%	46%	52%	51%	58%
Internet	4%	8%	12%	16%	23%	28%	33%	37%	43%	41%	51%	55%	65%
In Person	33%	29%	33%	34%	31%	31%	35%	31%	30%	27%	27%	24%	27%
Credit Card	N/A	N/A	15%	17%	19%	22%	24%	23%	18%	15%	19%	19%	22%
Telephone	4%	7%	8%	10%	11%	14%	15%	13%	12%	12%	12%	13%	15%

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 - 2012 (Diary Data)**

<b>Payee</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
<b>Financial</b>													
Credit Card	2,553	2,414	2,564	2,355	2,380	2,302	2,039	2,019	2,064	1,726	1,720	1,396	1,485
Bank, S&L, Credit Union	752	780	889	761	770	834	659	759	719	582	591	486	455
Insurance Company	858	750	908	756	867	805	781	785	766	726	716	606	547
Real Estate/Mortgage	368	332	353	310	380	398	356	369	303	295	318	275	214
Other Financial	168	130	100	99	57	78	90	96	99	57	52	32	33
Total Financial	4,699	4,407	4,814	4,282	4,454	4,418	3,924	4,028	3,951	3,386	3,397	2,796	2,735
<b>Merchants</b>													
Department Store	481	381	488	364	356	433	329	329	385	156	154	84	89
Publisher	499	408	471	374	373	321	326	289	334	269	211	200	205
Mail Order Company	298	278	254	194	193	180	203	151	131	113	101	52	57
Other Merchants	239	212	187	177	176	164	209	214	214	173	131	109	149
Total Merchants	1,518	1,280	1,401	1,109	1,098	1,097	1,067	983	1,065	710	597	446	501
<b>Services</b>													
Telephone Company	1,972	2,116	2,200	2,143	2,097	1,968	1,904	1,828	1,453	1,369	1,243	1,083	1,043
Utility Company	1,437	1,669	1,678	1,540	1,810	1,642	1,509	1,606	1,461	1,510	1,380	1,129	1,249
Medical and Other Professional	561	561	623	604	658	679	621	733	795	720	655	618	647
Cable TV	589	529	538	468	485	447	460	474	446	424	400	348	349
Other Service	24	47	31	54	41	34	24	30	43	16	10	11	12
Total Service	4,585	4,922	5,070	4,810	5,091	4,770	4,518	4,671	4,197	4,040	3,688	3,188	3,300
Manufacturers	302	364	409	318	374	388	299	406	381	345	341	167	182
Government	139	68	144	64	4	35	27	0	0	0	0	0	0
Social	0	0	0	0	0	0	0	0	0	0	0	0	0
Other/Don't Know/Refused	84	166	160	123	131	101	113	114	111	100	65	111	58
Total – All Industries	11,327	11,207	11,996	10,707	11,152	10,809	9,949	10,202	9,704	8,580	8,088	6,707	6,776

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 - 2012 (Diary Data)**

<b>Payee</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Financial													
Credit Card	23%	22%	21%	22%	21%	21%	20%	20%	21%	20%	21%	21%	22%
Bank, S&L, Credit Union	7%	7%	7%	7%	7%	8%	7%	7%	7%	7%	7%	7%	7%
Insurance Company	8%	7%	8%	7%	8%	7%	8%	8%	8%	8%	9%	9%	8%
Real Estate/Mortgage	3%	3%	3%	3%	3%	4%	4%	4%	3%	3%	4%	4%	3%
Other Financial	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%
Total Financial	41%	39%	40%	40%	40%	41%	39%	39%	41%	39%	42%	42%	40%
Merchants													
Department Store	4%	3%	4%	3%	3%	4%	3%	3%	4%	2%	2%	1%	1%
Publisher	4%	4%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Mail Order Company	3%	2%	2%	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%
Other Merchants	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Total Merchants	13%	11%	12%	10%	10%	10%	11%	10%	11%	8%	7%	7%	7%
Services													
Telephone Company	17%	19%	18%	20%	19%	18%	19%	18%	15%	10%	15%	16%	15%
Utility Company	13%	15%	14%	14%	16%	15%	15%	16%	15%	18%	17%	17%	18%
Medical and Other Professional	5%	5%	5%	6%	6%	6%	6%	7%	8%	10%	8%	9%	10%
Cable TV	5%	5%	4%	4%	4%	4%	5%	5%	5%	5%	5%	5%	5%
Other Service	0%	0%	0%	1%	0%	0%	0%	0%	0%	4%	0%	0%	0%
Total Service	40%	44%	42%	45%	46%	44%	45%	46%	43%	47%	46%	48%	49%
Manufacturers	3%	3%	3%	3%	3%	4%	3%	4%	4%	0%	4%	2%	3%
Government	1%	1%	1%	1%	0%	0%	0%	0%	0%	4%	0%	0%	0%
Social	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other/Don't Know/Refused	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
Total – All Industries	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note: Totals may not sum due to rounding.

**Table A8-10**  
**Share of Households by Internet Access type**  
**Years 2000 - 2012 (Diary Sample)**

<b>Type of Access</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
None	N/A	N/A	N/A	N/A	29%	28%	28%	23%	22%	21%	20%	18%	16%
Total Internet Access	N/A	N/A	N/A	N/A	71%	72%	72%	77%	78%	79%	80%	82%	84%
Dial-up	N/A	N/A	N/A	N/A	38%	35%	28%	20%	13%	8%	6%	4%	3%
Cable Modem					14%	16%	20%	25%	27%	30%	34%	38%	41%
Other Broadband					6%	6%	6%	4%	6%	6%	12%	15%	15%
DSL					10%	13%	18%	26%	30%	31%	25%	24%	23%
Other/DK/RF					3%	2%	1%	2%	2%	3%	2%	2%	2%
Total	N/A	N/A	N/A	N/A	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 - 2012 (Recruitment Data)**

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
All Households													
None	86%	89%	78%	75%	71%	70%	60%	57%	56%	53%	52%	48%	47%
1	6%	4%	8%	9%	10%	11%	9%	9%	8%	8%	8%	8%	8%
2	3%	3%	5%	6%	8%	8%	10%	10%	10%	10%	10%	11%	10%
3-5	3%	4%	7%	7%	9%	9%	15%	16%	16%	17%	17%	19%	20%
6-10	1%	1%	2%	2%	2%	3%	5%	7%	6%	7%	8%	9%	10%
More than 10	0%	0%	1%	1%	1%	1%	2%	3%	3%	4%	5%	5%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Households that Made 1+ purchases													
1	42%	36%	37%	38%	36%	35%	23%	20%	19%	18%	16%	15%	16%
2	23%	26%	25%	23%	26%	25%	24%	23%	23%	22%	21%	22%	18%
3-5	24%	28%	26%	26%	28%	27%	35%	35%	36%	37%	36%	37%	36%
6-10	7%	7%	8%	9%	8%	8%	13%	15%	15%	15%	16%	16%	18%
More than 10	3%	3%	3%	4%	3%	4%	5%	7%	8%	9%	10%	10%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note: Totals may not sum due to rounding.

**Table A8-12**  
**Advertising Volume**  
**Pieces in Millions**  
**Years 2000 - 2012 (Diary Data)**

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
First-Class Ads	15,335	19,146	18,376	17,450	16,329	18,395	17,997	16,888	16,445	14,482	12,933	12,615	11,028
Advertising Only	7,930	10,743	10,624	9,659	8,840	10,546	10,343	9,034	8,257	6,648	6,212	5,256	4,944
Secondary Advertising	7,404	8,402	7,752	7,791	7,489	7,849	7,653	7,854	8,187	7,834	6,721	7,358	6,084
Standard Ads <sup>1</sup>	60,496	72,174	71,088	74,205	78,119	83,498	86,874	83,411	82,994	70,631	70,559	72,382	68,549
Total Ads	75,830	91,319	89,464	91,655	94,448	101,893	104,871	100,299	99,438	85,113	83,492	84,996	79,577
First-Class Ads Share of Total Ads	20%	21%	21%	19%	17%	18%	17%	17%	17%	17%	15%	15%	14%

Note: Totals may not sum due to rounding.

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

**Table A8-13A**  
**Advertising Mail By Sender Type**  
**Pieces in Millions**  
**Years 2000 - 2012 (Diary Data)**

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
First-Class Ads <sup>1</sup>													
Financial	6,111	7,876	8,057	7,375	7,036	8,578	7,948	6,696	6,003	5,418	4,747	4,681	4,073
Merchants	4,241	5,063	4,263	4,092	3,811	4,033	3,955	3,681	3,621	2,438	2,427	2,185	2,115
Services	3,517	4,564	4,608	4,545	4,222	4,328	4,541	4,904	5,134	5,285	4,503	4,666	3,916
Manufacturers	286	406	376	388	388	401	373	469	476	329	272	210	169
Government	230	286	275	277	272	405	427	349	334	307	288	270	207
Social	836	891	718	680	564	595	675	704	695	659	613	572	530
Other	114	60	78	93	36	55	78	84	181	46	84	30	18
Total	15,335	19,146	18,376	17,450	16,329	18,395	17,997	16,888	16,445	14,482	12,933	12,615	11,028
Standard Ads <sup>2</sup>													
Financial	8,156	12,641	13,397	13,961	16,306	19,367	19,909	17,921	17,502	12,786	14,508	17,501	14,572
Merchants	23,645	29,709	28,707	27,623	27,904	28,896	30,243	29,750	28,690	25,319	24,292	23,650	22,404
Services	6,194	9,099	8,213	8,932	9,082	9,953	9,622	10,944	11,626	10,359	10,485	10,556	10,037
Manufacturers	846	1,220	1,102	1,401	1,399	1,643	1,537	1,529	1,488	1,474	1,471	1,491	1,461
Government	1,053	1,089	1,192	973	1,166	1,283	1,626	1,408	1,575	1,043	982	863	970
Social	11,911	10,632	10,759	12,722	13,135	13,695	14,198	13,791	13,936	12,347	12,054	11,833	12,473
From Multiple Organizations	4,500	6,149	6,211	7,143	7,365	7,363	8,222	7,067	7,345	6,690	6,157	6,071	6,092
Other	4,190	1,634	1,508	1,450	1,763	1,299	1,516	1,002	832	613	611	416	540
Total	60,496	72,174	71,088	74,205	78,119	83,498	86,874	83,411	82,994	70,631	70,559	72,382	68,549
Total Ads													
Financial	14,267	20,517	21,453	21,337	23,342	27,945	27,857	24,617	23,505	18,204	19,255	22,182	18,645
Merchants	27,886	34,772	32,970	31,715	31,716	32,929	34,198	33,431	32,311	27,757	26,719	25,835	24,519
Services	9,711	13,663	12,821	13,477	13,304	14,281	14,164	15,848	16,761	15,644	14,988	15,222	13,953
Manufacturers	1,131	1,626	1,478	1,789	1,787	2,044	1,909	1,998	1,963	1,803	1,742	1,701	1,630
Government	1,283	1,375	1,467	1,249	1,439	1,688	2,053	1,757	1,909	1,351	1,269	1,133	1,176
Social	12,747	11,523	11,477	13,402	13,698	14,290	14,873	14,495	14,631	13,006	12,667	12,405	13,003
From Multiple Organizations	4,500	6,149	6,211	7,143	7,365	7,363	8,222	7,067	7,345	6,690	6,157	6,071	6,092
Other	4,304	1,695	1,586	1,542	1,799	1,354	1,594	1,086	1,013	659	696	447	559
Total	75,830	91,319	89,464	91,655	94,448	101,893	104,871	100,299	99,438	85,113	83,492	84,996	79,577

Note: Totals may not sum due to rounding.

<sup>1</sup> Includes Secondary Advertising

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



**Table A8-13A2**  
**Advertising ONLY (no secondary) Mail By Sender Type**  
**Pieces in Millions**  
**Years 2000 - 2012 (Diary Data)**

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
First-Class Ads <sup>1</sup>													
Financial	2,928	4,061	4,546	3,948	3,617	4,792	4,468	3,410	2,857	1,902	1,708	1,512	1,389
Merchants	3,096	3,854	3,269	3,086	2,863	3,052	3,057	2,735	2,572	2,056	2,049	1,808	1,660
Services	1,411	2,214	2,240	2,042	1,823	1,958	2,047	2,222	2,090	2,217	1,987	1,604	1,507
Manufacturers	244	345	337	342	357	375	334	382	353	290	255	182	135
Government	81	112	129	117	135	288	323	205	190	156	165	136	57
Social	107	115	51	39	18	38	44	18	19	0	0	0	181
Other	62	42	53	86	27	43	69	63	176	28	48	15	13
Total	7,930	10,743	10,624	9,659	8,840	10,546	10,343	9,034	8,257	6,648	6,212	5,256	4,944
Standard Ads <sup>2</sup>													
Financial	8,156	12,641	13,397	13,961	16,306	19,367	19,909	17,921	17,502	12,786	14,508	17,501	14,572
Merchants	23,645	29,709	28,707	27,623	27,904	28,896	30,243	29,750	28,690	25,319	24,292	23,650	22,404
Services	6,194	9,099	8,213	8,932	9,082	9,953	9,622	10,944	11,626	10,359	10,485	10,556	10,037
Manufacturers	846	1,220	1,102	1,401	1,399	1,643	1,537	1,529	1,488	1,474	1,471	1,491	1,461
Government	1,053	1,089	1,192	973	1,166	1,283	1,626	1,408	1,575	1,043	982	863	970
Social	11,911	10,632	10,759	12,722	13,135	13,695	14,198	13,791	13,936	12,347	12,054	11,833	12,473
From Multiple Organizations	4,500	6,149	6,211	7,143	7,365	7,363	8,222	7,067	7,345	6,690	6,157	6,071	6,092
Other	4,190	1,634	1,508	1,450	1,763	1,299	1,516	1,002	832	613	611	416	540
Total	60,496	72,174	71,088	74,205	78,119	83,498	86,874	83,411	82,994	70,631	70,559	72,382	68,549
Total Ads													
Financial	11,084	16,702	17,942	17,909	19,923	24,160	24,377	21,331	20,359	14,688	16,216	19,013	15,961
Merchants	26,741	33,563	31,975	30,709	30,768	31,948	33,301	32,484	31,262	27,375	26,341	25,457	24,065
Services	7,605	11,313	10,453	10,974	10,905	11,911	11,669	13,166	13,716	12,576	12,472	12,160	11,544
Manufacturers	1,090	1,565	1,438	1,743	1,756	2,017	1,871	1,911	1,841	1,764	1,726	1,673	1,596
Government	1,134	1,201	1,321	1,089	1,301	1,572	1,949	1,613	1,765	1,199	1,146	999	1,027
Social	12,019	10,747	10,811	12,761	13,153	13,733	14,243	13,809	13,955	12,347	12,054	11,833	12,654
From Multiple Organizations	4,500	6,149	6,211	7,143	7,365	7,363	8,222	7,067	7,345	6,690	6,157	6,071	6,092
Other	4,252	1,677	1,561	1,535	1,790	1,342	1,585	1,064	1,008	641	659	431	554
Total	68,426	82,917	81,712	83,864	86,959	94,044	97,217	92,445	91,251	77,279	76,772	77,638	73,493

Note: Totals may not sum due to rounding.

<sup>1</sup> Includes Secondary Advertising

<sup>2</sup> 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 - 2012 (Diary Data)**

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
First-Class Ads <sup>1</sup>													
Financial	40%	41%	44%	42%	43%	47%	44%	40%	37%	37%	37%	37%	37%
Merchants	28%	26%	23%	23%	23%	22%	22%	22%	22%	17%	19%	17%	19%
Services	23%	24%	25%	26%	26%	24%	25%	29%	31%	36%	35%	37%	36%
Manufacturers	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%
Government	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Social	5%	5%	4%	4%	3%	3%	4%	4%	4%	5%	5%	5%	5%
Other	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard Ads <sup>2</sup>													
Financial	13%	18%	19%	19%	21%	23%	23%	21%	21%	18%	21%	24%	21%
Merchants	39%	41%	40%	37%	36%	35%	35%	36%	35%	36%	34%	33%	33%
Services	10%	13%	12%	12%	12%	12%	11%	13%	14%	15%	15%	15%	15%
Manufacturers	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Government	2%	2%	2%	1%	1%	2%	2%	2%	2%	1%	1%	1%	1%
Social	20%	15%	15%	17%	17%	16%	16%	17%	17%	17%	17%	16%	18%
From Multiple Organizations	7%	9%	9%	10%	9%	9%	9%	8%	9%	9%	9%	8%	9%
Other	7%	2%	2%	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Total Ads													
Financial	19%	22%	24%	23%	25%	27%	27%	25%	24%	21%	23%	26%	23%
Merchants	37%	38%	37%	35%	34%	32%	33%	33%	32%	33%	32%	30%	31%
Services	13%	15%	14%	15%	14%	14%	14%	16%	17%	18%	18%	18%	18%
Manufacturers	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Government	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	1%
Social	17%	13%	13%	15%	15%	14%	14%	14%	15%	15%	15%	15%	16%
From Multiple Organizations	6%	7%	7%	8%	8%	7%	8%	7%	7%	8%	7%	7%	8%
Other	6%	2%	2%	2%	2%	1%	2%	1%	1%	1%	1%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note: Totals may not sum  
due to rounding.

<sup>1</sup> Includes Secondary

Advertising

<sup>2</sup> 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 - 2012 (Recruitment Data)**

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Usually Read - Total	15%	13%	13%	13%	15%	15%	15%	17%	17%	17%	19%	21%	21%
Under \$25K	51%	41%	36%	41%	34%	33%	33%	34%	31%	39%	40%	41%	39%
\$25 - \$ 49.9	28%	28%	26%	27%	30%	29%	29%	29%	27%	25%	26%	23%	23%
\$50 - \$64.9	10%	13%	13%	12%	14%	14%	13%	13%	16%	12%	13%	11%	12%
\$65 +	10%	19%	25%	21%	22%	24%	25%	24%	26%	24%	21%	26%	26%
Usually Scan - Total	40%	38%	37%	38%	38%	38%	36%	33%	30%	29%	27%	26%	25%
Under 25K	36%	27%	22%	25%	23%	21%	21%	19%	18%	20%	22%	22%	20%
\$25 - \$ 49.9	33%	30%	26%	27%	28%	26%	26%	26%	25%	25%	25%	21%	20%
\$50 - \$64.9	14%	14%	17%	17%	16%	17%	15%	16%	14%	14%	15%	12%	13%
\$65 +	17%	30%	35%	31%	33%	35%	37%	40%	43%	41%	38%	45%	46%
Read Some - Total	27%	29%	30%	31%	32%	32%	32%	31%	32%	34%	35%	32%	34%
Under 25K	32%	24%	18%	19%	18%	18%	17%	17%	16%	19%	20%	20%	21%
\$25 - \$ 49.9	35%	28%	26%	26%	24%	23%	26%	23%	23%	22%	22%	21%	22%
\$50 - \$64.9	14%	12%	16%	17%	17%	17%	16%	15%	15%	14%	15%	12%	14%
\$65 +	18%	36%	40%	38%	41%	42%	41%	45%	45%	45%	43%	48%	43%
Usually Don't Read - Total	17%	20%	19%	18%	16%	15%	17%	19%	20%	20%	18%	21%	19%
Under 25K	39%	30%	25%	25%	22%	22%	18%	20%	19%	20%	26%	23%	27%
\$25 - \$ 49.9	31%	25%	23%	25%	22%	22%	25%	22%	21%	21%	19%	21%	18%
\$50 - \$64.9	13%	12%	15%	15%	14%	16%	16%	14%	14%	14%	13%	13%	12%
\$65 +	17%	33%	37%	35%	42%	40%	41%	44%	45%	45%	42%	43%	42%

Note: Totals may not sum due to rounding.

# Appendix B: Methodology

## Study Design and Methodology

The U.S. Postal Service Household Diary Study (HDS), conducted by NuStats on behalf of the Volume and Revenue Forecasting division of the Postal Service's Finance Department, is a continuously fielded study that measures household mail volumes, mail usage, and attitudes about the mail and advertising.

The HDS uses a two-stage survey design: Stage 1 is an interviewer-mediated household recruitment interview. Stage 2 is a self-completion mail diary [Appendix C contains the survey instruments]. The HDS uses a multi-mode approach to minimize response bias, to improve data accuracy through efficient data checking and household re-contacts, and to provide immediate telephone assistance to participants during their diary week.

### Household Recruitment Interview

The **household recruitment interview** collects information on household and individual demographics, recall of mail sent and received, adoption and use of communications technologies, bill payment behavior, and attitudes towards advertising.

### Mail Diary

The **mail diary** covers a seven-day period (Monday to Sunday) and collects information on the number of mail pieces received and sent, industry source, mail characteristics, and attitudes regarding mail received.

## Sample Design

This section describes the household selection process for participation in the HDS. A sample is the representative subset of the survey population used to gain information about the entire population. The population of inference for the HDS is all U.S. households. The probability design ensures each household has an equal chance of selection.

The sample design allows projections of results to all U.S. households. The Postal Service provided an address sample that NuStats matched for known telephone listings. Generally, the study was conducted using telephone sampling for household selection and screening, followed by diaries mailed

to eligible households and completed by each household unit. Households without telephones were contacted via U.S. Mail. The sample design involves a systematic sample stratified by strata (or urban/rural location) and Census regions, ensuring even coverage across the United States.

A master national sample was specified and drawn by in-house sampling statisticians. The Postal Service drew the household probability sample from the national address database following NuStats specifications. The master list, sorted by ZIP code, was used to draw a systematic stratified sample, which was then tagged with variables indicating each housing unit's geographic location in terms of Census region and stratum.

Sample was drawn for each of the four quarters based on known proportions of households within a Census region and urban or rural location. Census regions are defined by state. Urban and rural location is defined by county and metropolitan status as defined by the U.S. Census Bureau. The strata are defined by county as follows:

- **Stratum 1:** Counties that are part of the 30 largest metropolitan areas in the United States, as defined by population, according to 100 percent counts of the Census 2010.
- **Stratum 2:** Counties that are part of metropolitan areas but are not in Stratum 1.
- **Stratum 3:** Counties that are not part of a metropolitan area.

Quarterly sample frames were then derived based on the amount of sample needed for each quarter, and sample was allocated to region and strata cells based on known proportions as indicated by Census 2010 counts of households.

The sample was continuously "fielded" throughout all 52 weeks of the year. Sample was released in a manner designed to recruit equal sample sizes for each diary week, resulting in a sample file of at least 5,200 households. Table B.1 below shows the distribution of recruited and completed households.

**Table B.1:**  
Sample by Postal Quarter

Quarter	Required Sample	Recruited Households	Completed Households
Quarter 1	1,300	2,015	1,290
Quarter 2	1,300	2,036	1,264
Quarter 3	1,300	1,946	1,161
Quarter 4	1,300	2,258	1,416
<b>Total</b>	<b>5,200</b>	<b>8,255</b>	<b>5,131</b>

## 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 2012 household interview consisted of 8,255 completed interviews with an adult member (age 18 or older) in the household. These respondents represented a cross-section of U.S. households by geography. The household interview contained 130 data items and took an average of 25 minutes to administer. The flow of the interview included the following elements:

- **Introduction.** Each interview began with an introduction and purpose of the interview. The interviewer also verified the respondent's address.
- **Technology adoption and use.** Questions were asked about ownership and use of personal computers, Internet, and other electronic communication.
- **Mail volume recall.** The respondent was asked to summarize how many personal letters, greeting cards, electronic greeting cards, and packages all members of the household have sent in a particular time period.

- **Use of postal services.** The use of post offices, post office boxes, and private mailing services was explored.
- **Bill payments.** Bill payment volumes, methods, and timing were explored in depth.
- **Periodicals.** A summary of magazine and newspaper volumes received by the household were collected.
- **Advertising.** Descriptions of advertising received by the household as well as attitudes about the advertising, and orders placed because of it, were elicited.
- **Online shopping.** Respondents were asked about their online shopping habits, including questions about shipping methods.
- **Financial accounts and credit cards.** Respondents were asked to summarize the total accounts and credit cards held by the household.
- **Household and person demographics.** Demographic items included gender, age, marital status, employment status, educational attainment, race/ethnicity, household income, household wage earners, home ownership, residence tenure, and dwelling type.

The completion rate for the FY 2012 study (defined as the proportion of respondents who completed the diary portion relative to all recruited respondents) was 62.2 percent. This represents a decrease of 2.6 percent from 2011. Most recruitment refusals took place prior to hearing who NuStats was and why the firm was calling. Refusal households that were later re-contacted cited time constraints and privacy concerns as reasons for not participating.

### Stage 2: Mail Diary Package

Recruited households were sent mail diaries, instructions, and a toll-free "help" telephone number. The night before the beginning of an assigned diary week, NuStats made reminder calls to households to confirm receipt of the diary package and to answer any questions. If the diary package was not received by this time, NuStats re-confirmed the address, assigned a new diary week, and re-sent the diary package.

The diary package contains a Certificate of Appreciation, Instruction Booklet, and a photo-based "Quick Start" sheet. The Instruction Booklet provided information about the study, answers to frequently asked questions, instructions for filling out the diary, guidelines for sorting mail, and examples of mail markings.

The diary instrument was composed of two parts:

- **The Question sheets.** The Question sheets are color-coded by mail classification (First-Class Mail received, First-Class Mail sent, Standard, Nonprofit, etc.). Information collected about each mail classification included: type of mail piece (i.e., envelope, postcard, catalog, etc.), receiver ZIP code, sender ZIP code, mail classification, mail type, sender type, information about advertising enclosed, and receiver reaction or responses to the mail piece.
- **Seven answer booklets, each specific to a day of the week.** Each booklet was arranged by mail classification and color-coded to correspond to the question sheets.

Households were instructed to enclose pertinent information from each mail piece received to enable NuStats editors to verify or clarify quantity and classes of mail recorded in the diaries. NuStats used a three-stage editing process to check the accuracy of the diary information recorded by each household. First, returned diary packages were culled for those that represented a reasonable attempt to complete the diary. Second, the diary information recorded for each day were checked to ensure sufficient and logical answers, as well as to verify recorded information against the mail markings returned in the package. The diaries were then scanned using Optical Character Recognition (OCR) software. In stage three, a verifier re-checked the diary information recorded in the OCR software for each day. This second edit functions as a quality control check to ensure data accuracy.

During the editing process, a small number of correction callbacks were made to households to clarify information or to fill-in missing information. Overall, about three percent of returned diaries did not pass the edit checking process.

Of the 8,255 households recruited to receive a diary package, 5,131 actually returned acceptable completed diaries (defined as containing data suitable for analysis) to NuStats, for a completion rate of 62.2 percent.

## **Data Processing**

### **Data Management**

Data management entails processing the information resulting from the Household Interview and Mail Diaries, making it available for analysis, storing it, and documenting it. Household interviews were conducted using CATI technology, where the questionnaire and relevant data checks

were programmed into a master questionnaire that was used by all interviewers to administer the survey. Recorded data was extracted from the CATI software into a database management file.

Returned diary information was recorded (entered) through optical scanning technology. The diary data, once scanned using Teleform software, was captured in a database management file.

After completion of data collection, editing and entry tasks, the survey data were contained in 9 data files. One data file contained the Household Interview data. The Mail Diary data were in 8 files—one for each mail classification (First-Class Mail received, First-Class Mail sent, etc.). These files were all developed in SAS-PC.

The file variables were identified by variable name. For each file variable, the File Information contains:

- Label, which is a brief description of the variable;
- Measurement level, which specifies the level of measurement as scale (numeric data on an interval or ratio scale), ordinal, or nominal. Nominal and ordinal data can be either string (alphanumeric) or numeric;
- Value formats, which identify the response codes; and
- Column width and alignment.

Several SAS programming operations were necessary to put the Mail Diary data in the desired form for analysis. The structure for these programs was contained in a separate File Information document that accompanied the data delivery.

Various edit routines were used to check the consistency of the reported data and to identify reporting or entry errors. Routine edit checks were conducted to examine questionnaire responses for reasonableness and consistency across items. Routine checks included such items as:

- Response code range checks;
- Checks for proper data skips and patterns of answering questions consistent with prior answers;
- Checks for realistic responses (e.g., number of online purchases possible in one month); and
- Checks for high frequency of item non-response (missing data from question refusals).

When conducting these checks, data were compared against the actual survey forms. NuStats identified extreme values that were impossible or unlikely, and corrected inconsistent data when possible. For

example, extremely high numbers of computers owned by a household were examined to determine whether or not they were legitimate.

Some extreme/inconsistent data values unable to be corrected or verified were edited to missing values.

In addition, NuStats performed in-depth customized data checks to ensure data within each record of the Household Interview were logically consistent. For example, a respondent should have reported paying bills online only if he/she also reported having Internet access. Customized checks were also used to ensure consistency between the Household Interview and Mail Diary data. For example, an

addressee was identified as a child (under 18) in the diary only if the household also reported having a child in the Household Interview.

Raw variables, derived variables, and analytical programs were documented in a data documentation binder that accompanied the data delivery. Any information that could be directly or indirectly used to identify individual respondents, such as respondent names, addresses, or telephone numbers, were removed to protect respondent confidentiality and privacy. Such information is stored in a locked archival file.

## ***Sample Demographic Profile (All Counts Unweighted), Government Fiscal Year 2012***

**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	141	257	398	3.2%	7.6%
\$10,000 - \$14,999	179	203	382	4.1%	5.9%
\$15,000 - \$19,999	218	194	412	4.9%	5.7%
\$20,000 - \$24,999	256	162	418	5.8%	5.9%
\$25,000 - \$34,999	394	220	614	8.9%	11.0%
\$35,000 - \$49,999	567	298	865	12.9%	13.9%
\$50,000 - \$64,999	616	336	952	14.0%	11.4%
\$65,000 - \$79,999	553	249	802	12.5%	9.0%
\$80,000 - \$99,999	458	227	685	10.4%	8.6%
\$100,000 or more	1,026	482	1,508	23.3%	21.0%
Don't Know	156	175	331	N/A	N/A
Refused	567	321	888	N/A	N/A
<b>Total</b>	<b>5,131</b>	<b>3,124</b>	<b>8,255</b>	<b>100.0%</b>	<b>100.0%</b>

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 2012).

**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	1,239	894	2,133	24.1%	27.4%
Two	2,254	1,124	3,378	43.9%	33.8%
Three	694	451	1,145	13.5%	15.9%
Four	560	378	938	10.9%	13.3%
Five or More	384	277	661	7.5%	9.6%
<b>Total</b>	<b>5,131</b>	<b>3,124</b>	<b>8,255</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:

Sample Percent based only on retrieved households.

Population percent based on U.S. Census Bureau, Current Population Survey Annual Demographic File (March 2012).

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

Geographic Region	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
Northeast	935	596	1,531	18.2%	16.0%
Midwest	1,197	693	1,890	23.3%	23.2%
South	1,850	1,222	3,072	36.1%	38.1%
West	1,149	613	1,762	22.4%	22.6%
<b>Total</b>	<b>5,131</b>	<b>3,124</b>	<b>8,255</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:

Sample Percent based only on retrieved households.

Population percent based on U.S. Census Bureau, Census 2010, Summary File 3, Table H6 (Occupied Housing Units).

**Table B.5:**  
Urban/Rural Location by Recruitment/Retrieval Status

Urban/Rural Location	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
30 Largest Metro Areas	2,540	1,559	4,099	49.5%	46.6%
Other Metro Areas	1,549	911	2,460	30.2%	42.4%
Non-Metropolitan Areas	1,042	654	1,696	20.3%	11.0%
<b>Total</b>	<b>5,131</b>	<b>3,124</b>	<b>8,255</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:

Sample Percent based only on retrieved households.

Population percent based on U.S. Census Bureau, Census 2010; Strata based on Metro Area Classification by County.



**Table B.6:**  
Age of Head of Household by Recruitment/Retrieval Status

Age of Head of Household	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
18 - 24	68	70	138	1.3%	5.0%
25 - 44	943	674	1,617	18.6%	34.0%
45 - 64	2,214	1,232	3,446	43.6%	38.9%
65 +	1,853	1,112	2,965	36.5%	22.2%
Refused	53	36	89	N/A	N/A
<b>Total</b>	<b>5,131</b>	<b>3,124</b>	<b>8,255</b>	<b>100.0%</b>	<b>100.0%</b>

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 2012).

**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	48	84	132	0.9%	4.3%
Some high school	143	227	370	2.8%	7.5%
High school graduate	1,102	913	2,015	21.6%	28.6%
Some college	979	591	1,570	19.2%	18.5%
Technical school graduate	254	158	412	5.0%	4.4%
College graduate	1,539	685	2,224	30.2%	25.4%
Postgraduate work	1,030	423	1,453	20.2%	11.3%
Refused	36	43	79	N/A	N/A
<b>Total</b>	<b>5,131</b>	<b>3,124</b>	<b>8,255</b>	<b>100.0%</b>	<b>100.0%</b>

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 2012).

## Data Weighting and Expansion

This section explains the methodology used for creating sampling and expansion weights for the FY 2012 Household Diary Study.

The FY 2012 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 2012 Recruitment Data

Sampling weights were produced separately for the households that participated in the recruitment phase of the FY 2012 HDS, and those that completed and returned a diary. There were two main weighting variables: Geography and Education. FY 2012 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.<sup>1</sup> Table B.8 provides unweighted sample counts from FY 2012 recruitment data for strata:

**Table B.8:**  
HDS 2012 Recruitment Data: Urban/Rural Location

Urban/ Rural Location	Household	Percent	Cumulative Percent
30 Largest Metro Areas	4,099	49.7%	49.7%
Other Metro Areas	2,460	29.8%	79.5%
Non-Metro Counties	1,696	20.5%	100.0%
<b>Total</b>	<b>8,255</b>	<b>100.0%</b>	

<sup>1</sup> 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 2012 Recruitment Data: Geographic Region

Geographic Region	Households	Percent	Cumulative Percent
Northeast	1,531	18.5%	18.5%
Midwest	1,890	22.9%	41.4%
South	3,072	37.2%	78.7%
West	1,762	21.3%	100.0%
<b>Total</b>	<b>8,255</b>	<b>100.0%</b>	

**Strata/Regions:** Table B.10 indicates the distribution of households from the FY 2012 recruitment sample within strata and regions.

Population parameters for the intersection of the three strata and four regions were based on 2010 Census counts of households by county. As Table B.10 shows, each county was grouped according to its location within these 12 mutually exclusive and collectively exhaustive geographic categories.

To calculate the weight for each strata/region interval, the population percentage was divided by the sample percentage. Geography weights appear in the last column to the right in Table B.11.

**Table B.10:**  
Distribution of Households within Strata and Region

Geographic Region	Stratum (Urban/Rural Location)			Total
	30 Largest Metro Areas	Other Metro Areas	Non-Metro Areas	
Northeast	1,096	275	160	<b>1,531</b>
Midwest	951	508	431	<b>1,890</b>
South	1,005	1,250	817	<b>3,072</b>
West	1,047	427	288	<b>1,762</b>
<b>Total</b>	<b>4,099</b>	<b>2,460</b>	<b>1,696</b>	<b>8,255</b>

**Table B.11:**  
HDS 2012 Recruitment Data: Construction of Geographic Weight

Stratum	Geographic Region	Households (Population)	Percent	Households (Sample)	Percent	Weight
<b>30 Largest Metro Areas</b>	Northeast	8,679,534	7.96%	1,096	13.3%	.60
	Midwest	11,759,871	10.79%	951	11.5%	.94
	South	16,492,511	15.13%	1,005	12.2%	1.24
	West	13,800,893	12.66%	1,047	12.7%	1.00
<b>Other Metro Areas</b>	Northeast	7,316,645	6.71%	275	3.3%	2.02
	Midwest	9,982,770	9.16%	508	6.2%	1.49
	South	19,849,344	18.21%	1,250	15.1%	1.20
	West	9,074,069	8.33%	427	5.2%	1.61
<b>Non-Metro Areas</b>	Northeast	1,485,685	1.36%	160	1.9%	.70
	Midwest	3,551,875	3.26%	431	5.2%	.62
	South	5,200,840	4.77%	817	9.9%	.48
	West	1,796,099	1.65%	288	3.5%	.47
<b>Totals</b>		<b>108,990,136</b>	<b>100.0%</b>	<b>8,255</b>	<b>100.0%</b>	<b>1.00</b>

Source: Household Population Estimates based on U.S. Census Bureau, 2010 Census.

**Education:** In addition to weighting for differences in geography between the sample and the population, an additional weight was created based on differences in the educational attainment of the head of household. For those households in which either more than one person was identified as the head of household or no individual was identified as the head of household, one was chosen based on the following sequence of criteria: 1) oldest male or 2) oldest female (if no male exists). For cases in which two candidates for the head of the household were of the same age, the respondent on the phone was chosen.

Known population parameters were based on weighted proportions derived from the U.S. Census Bureau's Current Population Survey annual demographic file for March 2012. For cases in which the head of household refused to provide his/her education level, an educational level was imputed based on the average educational level of like cases. There were 23 such cases in 2012; 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 2012 Recruitment Data: Construction of Educational Attainment Weight

<b>Educational Attainment</b>	<b>Households (Population)</b>	<b>Percent</b>	<b>Households (Sample)</b>	<b>Percent</b>	<b>Weight</b>
8 <sup>th</sup> Grade or Less	5,211,870	4.3%	132	1.6%	2.69
Some high school	9,064,100	7.5%	370	4.5%	1.67
High school graduate	34,674,651	28.6%	2,015	24.4%	1.17
Some college	22,419,286	18.5%	1,591	19.3%	0.96
Technical school graduate	5,282,518	4.4%	468	5.7%	0.77
College graduate	30,787,154	25.4%	2,226	27.0%	0.94
Postgraduate work	13,634,627	11.3%	1,453	17.6%	0.64
<b>Totals</b>	<b>121,074,207</b>	<b>100.0%</b>	<b>8,255</b>	<b>100.0%</b>	<b>1.00</b>

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

## Weighting Procedures, FY 2012 Diary Data

As mentioned above, 8,255 households participated in the recruitment phase of the FY 2012 HDS, and 5,131 households completed usable diaries. Balancing weights for the FY 2012 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 121.07 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

$$121,074,207 / 5,131 = 23,596.6$$

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

$S_t$  = 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 based on an average of historical ratios of volumes derived from FY 2012 HDS sample data and mailing volumes reported in the Postal Service's RPW report. These destination adjustment factors were applied to First-Class Mail, Standard and Nonprofit Mail, Package and Shipping Services, and Periodicals.

Household-to-household adjustment factors were applied based on the logic that mail originating and destinating in households form a "closed loop." In other words, mail sent by households to households

should equal mail received by households from households. (This situation does not necessarily exist within the confines of a finite sample since households may receive mail from households outside the sampling frame.) Therefore, household mail sent is adjusted to equal household mail received. This factor (1.19) 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 (1.41) 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 2012 Adjustment Factors Utilized by Postal Classification

Postal Classification	Destination Adjustment Factor	Household-to-Household	Household-to-Non-household
First-Class	0.92	1.19	1.41
Standard Regular	0.88	N/A	N/A
Standard Nonprofit	0.88	N/A	N/A
Package & Shipping Services	0.75	N/A	N/A
Expedited	0.79	N/A	N/A
Periodicals	0.83	N/A	N/A



## Appendix C: Survey Instruments



## Appendix C1: Recruitment Questionnaire

## Recruitment Questionnaire – FY 2012

### Acronym Dictionary

DK = Don't Know

RF = Refusal

NA = Not applicable

### 1. [INT01]

Hello, my name is \_\_\_\_\_, and I'm calling on behalf of the U.S. Postal Service. Are you the head of the household? IF NOT May I speak with him or her, please?

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

OK.....Continue =>GO TO END  
NA.....No Answer =>GO TO END  
BZ.....Busy =>GO TO END  
AM.....Answering Machine =>GO TO  
END  
ID .....Disconnect =>GO TO END  
IM.....Computer/Fax Machine  
=>GO TO END  
IG .....Business/Government =>GO  
TO END  
IL .....Deaf/Language Barrier =>GO  
TO END  
R1 .....1st Refusal =>GO TO REFU1  
KB.....Call Back, Specific =>GO TO  
CB  
KH.....Call Back, General =>GO TO  
CB  
KR.....Spanish Callback, General  
=>GO TO CB

KS.....Spanish Callback, Specific  
=>GO TO CB  
RH.....Hang Up =>GO TO END  
PM .....Caller ID =>GO TO END  
RF .....Strong Refusal =>GO TO  
REFUS  
QA.....No ASSN Dates Available (only  
to be used at end of FY)  
=>GO TO END  
QD.....Non-qualified, Special  
(Permission only) =>GO TO  
END  
WC .....WILL COMPLETE ON  
WEB=>GO TO END  
KN .....NEW NUMBER=>GO TO  
Tel01  
IH.....LANGUAGE BARRIER,  
DEAF/TTY=>GO TO END

### 2. [LETTR]

The U.S. Postal Service is conducting a study to better understand the type and amount of mail households like yours receive and send. The information will be used to make better decisions about postage rates and staffing needs to ensure an efficient national mail system and keep costs at a minimum. We recently sent a letter explaining the study and to let you know we would contact you. Did you receive our letter?

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



- 3. [INT05]** For this study, your household will use diaries to answer questions about the mail you receive and send for one week, and you will receive a gift for completing the diaries. Before I can get your diaries out to you, I need to get some information about your household.

**IF NEEDED – TYPICALLY ONLY NEED THIS KIND OF TERMINATION AT END OF A QUARTER;  
SEE CURRENT PROGRAM AND MODEL THIS TO MATCH:**  
Your household was selected to participate in the diary study the week of \_\_\_\_\_. I'm sorry your household is not eligible for another week, but thank you for your time and interest.

OK.....Continue  
KB.....Call Back – specific =>GO TO CB  
KH.....Call Back – general =>GO TO CB  
KS.....Spanish Call Back – specific =>GO TO CB  
KR.....Spanish Call Back – general =>GO TO CB  
QA.....No available assignment dates (only to be used at end of FY) =>GO TO END  
R1.....1<sup>st</sup> Refusal =>GO TO REFU1  
RH.....Hang Up =>GO TO END

- 4. [VADD]** I'd like to verify your mailing address. Is it . . .  
ADDR<MADDR> APT<MSUIT> CITY<MCITY> STATE<MSTAT> ZIP<MZIP1>  
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 \$40, I'll need to verify your mailing address.

**AFTER VERIFYING ADDRESS IF LETTR=2, READ INT05 BUT THEN SKIP TO VPHON.**

- 5. [VPHON]** The phone number we have for you is <PHONE>. Is that correct?
- 6. [POBOX]** Does your household rent a PO Box at either the Post Office or a private mailing service, like Post Office Plus, or Parcel Place? PROBE IF THEY JUST SAY YES: Is that at the Postal Service or private mailing firm?
- 1.....PO BOX AT USPS  
2.....BOX AT PRIVATE MAILING SERVICE  
3.....NEITHER – DOES NOT HAVE A PO BOX OR PRIVATE COMPANY  
4.....BOTH  
7.....OTHER, SPECIFY  
8.....DK  
9.....RF

**7. [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**

**8. [Q1]** RESPONDENT GENDER, DON'T ASK

- 1 ..... Male
- 2 ..... Female

**9. [Q9R]** Which of the following methods of mailing personal packages—not letter mail—have household members used in the last six months? [MARK ALL THAT APPLY]

- 1 ..... Took package to the Post Office
- 4 ..... Gave the package to our mail carrier
- 6 ..... Used an Automated Postal Center
- 3 ..... Used a private package shipping company, like UPS, FedEx, etc.
- 2 ..... Took it to a private mailing service, like Post Office Plus or Parcel Place, etc.
- 7 ..... OTHER, SPECIFY
- 5 ..... NONE (HAVE NOT MAILED PACKAGES IN THE LAST SIX MONTHS)
- 8 ..... DK
- 9 ..... NA/RF

**10. [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

**11. [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

- 12. [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

- 13. [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                                | 13 ..... SHORTER WAIT TIME/LINES, LESS CROWDED                                            |
| 02 .....LOCATION                                          | 14 ..... 'SHIP TO' REQUESTED IT                                                           |
| 03 .....OFFERS PICK UP SERVICE                            | 16 ..... ACCEPTS ODD-SHAPED/OVERSIDED PACKAGES                                            |
| 04 .....CHEAPER                                           | 18 ..... ON-LINE TRACKING SERVICE                                                         |
| 05 .....FASTER/OVERNIGHT DELIVERY                         | 20 ..... USES ONLY FOR JOB/WORK-RELATED PACKAGES                                          |
| 06 .....OFFERS DROP OFF SERVICE                           | 21 ..... TO USE UPS OR FEDEX                                                              |
| 07 .....PACKAGES IT UP                                    | 22 ..... RETURNING AN ORDER (SENDING BACK USING THE SERVICE THAT COMPANY USED TO SHIP IT) |
| 08 .....SERVICE-BETTER/MORE EFFICIENT/FRIENDLY            | 97 ..... OTHER, SPECIFY                                                                   |
| 09 .....MORE RELIABLE/SEEMS SAFER                         | 98.....DK                                                                                 |
| 11 .....USES ONLY IN SPECIAL CIRCUMSTANCES                | 99 ..... RF                                                                               |
| 12 .....EXTRA SERVICES (COPYING, FAXES, MAIL BOXES, ETC.) |                                                                                           |

- 14. [Q22]** Many people are now using the Internet to communicate, pay bills and conduct other household activities that were traditionally done by mail. In this next set of questions, we'll be asking about your household's access to and use of the Internet, including accessing the web through a mobile device. How many adults age 18 or older in your household connect to the Internet from home?  
 RANGE: 0-9

- 98 .....DK  
 99 .....RF

**IF Q22 = 0, 98 or 99, SKIP TO Q24**

- 15. [Q23]** What is the primary type of Internet connection used in your home?

- |                                                    |                         |
|----------------------------------------------------|-------------------------|
| 01 .....Dial-up (modem)                            | 06 ..... [BLANK]        |
| 05 .....DSL                                        | 07 ..... OTHER, SPECIFY |
| 03 .....Cable modem                                | 99 ..... DK/RF          |
| 04 .....Other Broadband (for example, fiber optic) |                         |
| 02 .....Mobile Broadband (such as a Smart Phone)   |                         |

- 16. [Q24]** Do any of the adults in your household access the Internet from any other location, such as work or a library?
- 1 .....Yes  
 2 .....No  
 8 .....DK  
 9 .....NA/RF

**ASK EVERYONE Q55A**

**17. [Q55A]** [IF ((Q22=0, 98, 99 or Missing) AND (Q24= 2,8,9, or Missing))] How many of each of these devices do adult members of your household use to access the Internet? [Range 0-30]

[Q55A1] Desktop Computer

98.....DK

99.....RF

[Q55A2] Laptop

98.....DK

99.....RF

[Q55A3] Tablet (e.g. iPad)

98.....DK

99.....RF

[Q55A4] Mobile Phone

98.....DK

99.....RF

[Q55A5] Gaming Device

98.....DK

99.....RF

[Q55A6] eReader

98.....DK

99.....RF

[Q55A7] Other

98.....DK

99.....RF

**18. [Q55A7O]** [If Q55A7 > 0] What are the other internet devices?

0.....No Other Devices

1.....Please Specify

8.....DK

9.....RF

**SKIP TO Q29 IF ((Q22=0, 98, 99 or Missing) AND (Q24= 2,8,9, or Missing))**

**19. [Q57A1]** How long have adults in your household been using the Internet for non work-related purposes at any location?

1.....Less than 1 year

2.....1 to 3 years

3.....4 to 5 years

4.....More than 5 years

0.....Don't use the Internet for non-business purposes => GO TO Q29

8.....DK

9.....RF

**20. [Q57B1]** During the last month, how often did adults in your household use the Internet for non work-related purposes at any location? Would you say...

1.....Several times a day

2.....Almost every day

3.....Several times a week

4.....Once a week

5.....Once a month

6.....Less than once a month

8.....DK

9.....RF

**21. [Q57C1]** Which of the following Internet activities do members of your household use? [MULT RESP]

- |                                                                                                      |                                                                        |
|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|
| 01 .....E-mailing, instant messaging                                                                 | 03 ..... Getting news, weather or sports information                   |
| 11 .....Social networking sites such as Facebook and MySpace                                         | 02 ..... Online games                                                  |
| 09 .....Pay bills online                                                                             | 12 ..... Download Videos/Movies                                        |
| 10 .....Receive / view bills online                                                                  | 04 ..... School work (take classes, homework, school-related research) |
| 05 .....Online banking not including bill payment (view statement, transfer funds, apply for a loan) | 07 ..... BLANK                                                         |
| 06 .....Searching for information about products and services                                        | 97 ..... OTHER, SPECIFY                                                |
| 08 .....Purchasing products or services                                                              | 98 ..... DK                                                            |
|                                                                                                      | 99 ..... RF                                                            |

**22. [Q7]** About how many electronic greeting cards—not e-mail messages—did your household send through the Internet last month?

PROBE FOR SPECIFIC NUMBER, RANGE: 0-80

- 98 .....DK  
99 .....NA/RF

SKIP TO Q29 IF ((Q22=0, 98, 99 or Missing) AND (Q24= 2,8,9, or Missing))

**23. [SCR3P3]** Many banks and other companies now offer to send bills and statements, as well as to receive bill payments, over the Internet and by other methods. First, we will ask you about your bills and then we'll ask you about your statements.

**24. [Q28]** How many bills does your household receive on-line at a website or through e-mail each month? (IF NEEDED: For credit cards, remind respondents to count them as bills only) RANGE: 0-80

- 00 .....None => GO TO Q28A  
99 .....DK/RF

**24a. [Q28B]** How many of these <Q28> bills that you receive online at a website or through email do you also receive paper bills for? RANGE: 0-80

- 00 .....None  
98 .....DK  
99 .....RF

**24b. [Q28C]** Did you receive any bills online this time last year?

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

**24c. [Q28D]** [If Q28 >0] What are the main reasons you receive bills online? MULTIPLE RESPONSE,- UP TO 5 RESPONSES

IF THE RESPONDENT ANSWERS "CONVENIENT" THEN ASK: In what way is it convenient?  
PLEASE DO NOT READ THE LIST

- 01 .....NO CHOICE
- 02 .....RECEIVED A FINANCIAL INCENTIVE
- 06 .....AVOIDED A FINANCIAL PENALTY
- 07 .....ENVIRONMENTAL
- 08 .....SECURITY
- 12 .....PRIVACY
- 14 .....RECORD KEEPING
- 21 .....REDUCE CLUTTER
- 19 .....CONVENIENCE (EASE OF USE/SAVES TIME)
- 20..... I HAVE ALWAYS DONE IT THIS WAY
- 97 .....OTHER, SPECIFY [O\_Q33A]
- 98 .....DK
- 99 .....RF

**25. [Q28A]** How many statements does your household receive on-line at a website or through e-mail each month? (IF NEEDED: for credit cards, remind respondents to count them as bills only - no double-counts) RANGE: 0-80

- 00 .....None GO TO Q29
- 98 .....DK
- 99 .....RF

**25A. [Q28E]** For how many of these <Q28A> statements that you receive online at a website or through email, do you also receive paper statements for?  
RANGE: 0-80

- 00 .....None
- 98 .....DK
- 99 .....RF

**25B. [Q28F]** Did you receive any Statements online this time last year?

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

**25C. [Q28G]** [If Q28A >0] What are the **main reasons** you receive Statements online? MULTIPLE RESPONSE,- UP TO 5 RESPONSES

**IF THE RESPONDENT ANSWERS “CONVENIENT” THEN ASK: In what way is it convenient?**

PLEASE DO NOT READ THE LIST

01 .....NO CHOICE  
02 .....RECEIVED A FINANCIAL INCENTIVE  
06 .....AVOIDED A FINANCIAL PENALTY  
07 .....ENVIRONMENTAL  
08 .....SECURITY  
12 .....PRIVACY  
14 .....RECORD KEEPING  
21 .....REDUCE CLUTTER  
19 .....CONVENIENCE (EASE OF USE/SAVES TIME)  
20..... I HAVE ALWAYS DONE IT THIS WAY  
97 .....OTHER, SPECIFY [O\_Q33A]  
98 .....DK  
99 .....RF

**26. [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

**27. [Q31]** Of these <Q29> household bills, about how many are paid...

SKIP ALL THE INTERNET QUESTIONS IF (Q22=0, 98, 99 or Missing) AND (Q24 = 2, 8, 9, or Missing)

**[Q31A]** By mail RANGE: 0-80

[Q31A1] Did you use this method this time last year?

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

**[Q31D]** By Internet using a computer? RANGE: 0-40

[Q31D1] Did you use this method this time last year?

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

**[Q31H]** By Internet using a mobile phone? RANGE: 0-40

[Q31H1] Did you use this method this time last year?

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

**[Q31I]** By Internet using other device? RANGE: 0-40

[Q31I1] Did you use this method this time last year?

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

**[Q31B]** In Person RANGE: 0-80

[Q31B1] Did you use this method this time last year?

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

**[Q31C]** By telephone call RANGE: 0-20

[Q31C1] Did you use this method this time last year?

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

**[Q31F]** By automatic deduction from bank account, or charge to debit card RANGE: 0-21

[Q31F1] Did you use this method this time last year?

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

**[Q31G]** By automatic charge to credit card RANGE: 0-10

[Q31G1] Did you use this method this time last year?

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



**ONLY ASK Q32A AND Q33A IF RESPONDENT SAID THEY PAY THAT WAY In Q31A**

**28. [Q32A]** What types of bills does your household pay by mail?

**PLEASE READ THE LIST**

- |                                           |                                           |
|-------------------------------------------|-------------------------------------------|
| 01 .....Natural Gas/Propane/Fuel Oil/Etc. | 10 ..... Cell Phone                       |
| 02 .....Electric                          | 12 ..... Medical or dental Bills          |
| 03 .....Telephone (landline)              | 13 ..... Internet Services                |
| 04 .....Water/Sewer                       | 14 ..... Alimony/child support            |
| 05 .....Credit Cards                      | 15 ..... Taxes (e.g., property or income) |
| 06 .....Rent/Mortgage                     | 16 ..... Garbage/Solid Waste Services     |
| 11 .....Car Payment                       | 17 ..... Newspapers & Magazines           |
| 09 .....Other loan(s) or line of credit   | 18 ..... Homeowners Assoc                 |
| 07 .....Cable TV/Satellite TV             | Fees/Condo Assoc Fees                     |
| 08 .....Insurance                         | 97 ..... OTHER SPECIFY                    |

**29. [Q33A]** What is the main reason that you pay these bills by mail?

**IF THE RESPONDENT ANSWERS "CONVENIENT" THEN ASK: In what way is it convenient?  
PLEASE DO NOT READ THE LIST**

- |                              |                                   |
|------------------------------|-----------------------------------|
| 01 .....NO CHOICE            | 19 ..... CONVENIENCE (EASE OF     |
| 02 .....RECEIVED A FINANCIAL | USE/SAVES TIME                    |
| INCENTIVE                    | 20.....I HAVE ALWAYS DONE IT THIS |
| 06 .....AVOIDED A FINANCIAL  | WAY                               |
| PENALTY                      | 97 ..... OTHER, SPECIFY [O_Q33A]  |
| 07 .....ENVIRONMENTAL        | 98 ..... DK                       |
| 08 .....SECURITY             | 99 ..... RF                       |
| 12 .....PRIVACY              |                                   |
| 14 .....RECORD KEEPING       |                                   |
| 21 .....REDUCE CLUTTER       |                                   |

**ONLY ASK Q34 IF RESPONDENT SAID THEY PAY THAT WAY In Q31B-Q31G**

**30. [Q34]** What types of bills does your household pay by methods other than the mail? By other methods, we mean by telephone, in person, through the Internet, by automatic bank deduction or by credit card.

**PLEASE READ THE LIST**

- |                                           |                                           |
|-------------------------------------------|-------------------------------------------|
| 01 .....Natural Gas/Propane/Fuel Oil/Etc. | 10 ..... Cell Phone                       |
| 02 .....Electric                          | 12 ..... Medical or dental Bills          |
| 03 .....Telephone (landline)              | 13 ..... Internet Services                |
| 04 .....Water/Sewer                       | 14 ..... Alimony/child support            |
| 05 .....Credit Cards                      | 15 ..... Taxes (e.g., property or income) |
| 06 .....Rent/Mortgage                     | 16 ..... Garbage/Solid Waste Services     |
| 11 .....Car Payment                       | 17 ..... Newspapers & Magazines           |
| 09 .....Other loan(s) or line of credit   | 18 ..... Homeowners Assoc                 |
| 07 .....Cable TV/Satellite TV             | Fees/Condo Assoc Fees                     |
| 08 .....Insurance                         | 97 ..... OTHER SPECIFY                    |

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

98.....DK

99.....RF

PROBE FOR SPECIFIC NUMBER, RANGE: 0-50

**32. [Q38]** How many different magazine subscriptions do members of your household purchase or receive free by any other method such as Internet, door hanger or other?

PROBE FOR SPECIFIC NUMBER, RANGE: 0-15 VERIFY IF > 10

98.....DK

99.....RF

**33. [Q40]** How many different newspaper subscriptions do members of your household receive through the mail?

PROBE FOR SPECIFIC NUMBER, RANGE: 0-15

98.....DK

99.....RF

**34. [Q42]** How many different newspaper subscriptions do members of your household purchase or receive free by any other method?

PROBE FOR SPECIFIC NUMBER, RANGE: 0-32

98.....DK

99.....RF

SKIP Q153A IF (Q22=0, 98, 99 or Missing) AND (Q24 = 2, 8, 9, or Missing)

**35. [Q153A]** How many electronic newsletters do members of your household receive in a typical week? RANGE: 0-97

98.....DK

99.....RF

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

1 ..... Usually read it

2 ..... Usually scan it

3 ..... Read some, don't read others

4 ..... Usually don't read it

8 ..... DK

9 ..... NA/RF

**37. [Q53]** In the last month, did anyone in your household order an article or product as a result of receiving advertising, a catalog or other promotional material in the mail, including credit card solicitations?

- 1 .....YES CONTINUE  
2 .....NO => GO TO Q51  
8 .....DK => GO TO Q51  
9 .....NA/RF => GO TO Q51

**37. [Q54]** How many of those orders were placed by . .

- [Q54A]** By mail RANGE: 0-80-Phone  
**[Q54D]** By Internet using a computer? RANGE: 0-40-Some other method  
**[Q54H]** By Internet using a mobile phone? RANGE: 0-40-New  
**[Q54I]** By Internet using other device? RANGE: 0-40-New  
**[Q54B]** In Person RANGE: 0-80 -Mail  
**[Q54C]** By telephone call RANGE: RANGE: 0-40-Internet  
**[Q54F]** Some Other Method RANGE: 0-40  
98 .....DK  
99 .....RF

**39. [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 Q55R  
8 .....DK => GO TO Q55R  
9 .....RF => GO TO Q55R

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

**40. [Q52]** Of those orders placed in the past 12 months, how many were made by...

IF NEEDED: Again, this is as a result of receiving advertising, a catalog or other promotional material in the mail, including credit card offers.

- [Q52A]** By mail RANGE: 0-80, 98, 99  
**[Q52D]** By Internet using a computer? RANGE: 0-40 , 98, 99  
**[Q52H]** By Internet using a mobile phone? RANGE: 0-40, 98, 99  
**[Q52I]** By Internet using other device? RANGE: 0-40, 98, 99  
**[Q52B]** In Person RANGE: 0-80, 98, 99  
**[Q52C]** By telephone call RANGE: 0-20, 98, 99  
**[Q52F]** Some Other Method RANGE: 0-40, 98, 99

IF 52A, 52B, 52C, 52D or 52E = DK/NOT SURE: Just give me your best estimate.

SKIP Q55R IF (Q22=0, 98, 99 or Missing) AND (Q24 = 2, 8, 9, or Missing)

- 41. [Q55R]** In the last month, about how many personal purchases did your household make over the Internet? VERIFY IF OVER 100, RANGE: 0-200
- 998.....DK  
999.....RF

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

- 42. [Q177A]** How many of these Internet purchases were shipped and delivered to you, as opposed to being delivered to you electronically (such as e-tickets, software, or a gift certificate for an online retailer)?

VERIFY IF OVER 100, RANGE: 0-200

000.....NONE  
998.....DK  
999.....RF

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

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

1 ..... Home address  
2 ..... Work address  
3 ..... School address  
4 ..... Another person's address  
7 ..... OTHER, SPECIFY  
8 ..... DK  
9 ..... NA/RF

- 44. [Q177D]** Which company delivered your most recent internet purchase?

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

**45. [Q177C]** Was your purchase delivered using...  
CHOICE CODES SHOULD BE SPECIFIC TO RETAILER CHOSEN

IF 177D WAS USPS, CHOICES SHOULD BE:

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

IF 177D WAS FedEx, CHOICES SHOULD BE:

- 05 .....Overnight (IF NEEDED: TAKES 1 DAY TO MOST US LOCATIONS, MOST EXPENSIVE, GUARANTEED ARRIVAL)
- 06 .....2-day (IF NEEDED: TAKES 2 DAYS, COSTS LESS THAN OVERNIGHT, GUARANTEED ARRIVAL)
- 10 .....3-day (IF NEEDED: TAKES 3 DAYS, COSTS LESS THAN 2-DAY, GUARANTEED ARRIVAL)
- 11 .....Ground (IF NEEDED: LESS EXPENSIVE THAN OTHER METHODS, CAN TAKE SEVERAL DAYS, NO GUARANTEE)
- 97 .....OTHER, SPECIFY
- 98 .....DK
- 99 .....NA/RF

IF 177D WAS UPS, CHOICES SHOULD BE:

- 12 .....Next-day Air (IF NEEDED: 1 DAY TO MOST US CITIES, MOST EXPENSIVE, GUARANTEED ARRIVAL)
- 13 .....2<sup>nd</sup> 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

**46. [Q177F]** Do you feel more secure providing and/or receiving personal information through the Internet or through the U.S. Mail, or is it about the same? **[IF NEEDED: an example of a situation when personal information is sent is when ordering products. Examples of personal information is received are bills, statements or solicitations.]**

- 1 .....Internet
- 2 .....US Mail
- 3 .....About the same
- 8 .....DK
- 9 .....RF

**INTERVIEWER NOTE:**

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

**47. [Q178].** Do you typically use coupons when you shop?

- 1 .....Yes => GO TO Q179
- 2 .....No      SKIP TO Q50
- 98 .....DK
- 99 .....RF

48. [Q179] During the past month, how many coupons did you and/or members of your household use that were received through the mail?  
[ENTER NUMBER, RANGE 0-50]  
98.....DK  
99.....RF
49. [Q180] SKIP IF (Q22=0, 98, 99 or Missing) AND (Q24 = 2,8,9, or Missing))  
During the past month, how many coupons did you and/or members of your household use that were received online on your computer, cell phone, or other internet device?  
[ENTER NUMBER RANGE 0-50]  
98.....DK  
99.....RF
50. [Q181] During the past month, how many coupons did you and/or members of your household use that were received by another method – such as newspaper, magazine, door-hanger, or in-store promotion?  
[ENTER NUMBER RANGE 0-50]  
98.....DK  
99.....RF
- 51. [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 ..... RF
- 52. [SCR5P5]** 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 nothing about the accounts themselves. As with everything in this survey, your answers are completely confidential.  
1 ..... Continue
- 53. [Q57]** How many of your accounts are?

<b>READ ITEMS</b>
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- [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, 401K, or other retirement accounts (RANGE: 0-20)  
 98.....DK  
 99.....RF

<p><b>IF NEEDED: Please be assured we are not collecting any specific financial information and your answers will remain completely confidential.</b></p>
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**54. [Q58]** How many of the following insurance policies do people in your household have? Please exclude any policies held through their jobs.

**[Q58A]** Property (RANGE: 0-20)

**[Q58B]** Life (RANGE: 0-16)

**[Q58C]** Health (RANGE: 0-40)

**[Q58D]** Automobile (RANGE: 0-50)

98 .....DK

99 .....RF

**55. [Q59]** In total, how many credit cards do people in your household have from . . .

<b>READ ITEMS</b>
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**[Q59A]** Retail stores – Sears, JC Penny, Macy's (RANGE: 0-70)

**[Q59B]** Gasoline and oil companies (RANGE: 0-12)

**[Q59C]** Bank credit cards, like Master Card and Visa; Sponsor credit cards such as Target Visa or American Airlines Master Card (RANGE: 0-30)

**[Q59D]** Credit card companies like American Express and Diners Club (RANGE: 0-10)

98 .....DK

99 .....RF

**56. [Q60]** The next set of questions are for classification purposes only. The answers allow us to compare your household to other households with similar characteristics. Including yourself, how many people live in your household? RANGE 1-16

01 .....ONE => GO TO AGE

99 .....RF

**57. [Q65]** How many are 18 years of age or older? RANGE 1-10

99 .....RF

<b>IF Q65 = Q60 BUT NOT 99, SKIP TO SCRP6</b>
-----------------------------------------------

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

99 .....RF

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

99 .....RF

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

99 .....RF

Only ask SCRP6 if more than 1 adult in HH (Q65>1)

**61. [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

**62. [AGE]** What is your age?

- |              |              |
|--------------|--------------|
| 01.....18-21 | 07.....65-69 |
| 02.....22-24 | 08.....70-74 |
| 03.....25-34 | 09.....75+   |
| 04.....35-44 | 98.....DK    |
| 05.....45-54 | 99.....RF    |
| 06.....55-64 |              |

**63. [RESTG]** And how about the next person 18 years of age or older. What is their gender?

- 1.....Male
- 2.....Female
- 8.....DK
- 9.....RF

**64. [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

**65. [Q69]** Are you currently . . .

- 1.....Employed full-time      => GO TO Q79
- 2.....Employed part-time      => GO TO Q79
- 3.....Retired, or
- 4.....Not employed
- 5.....Self Employed
- 9.....NA/RF

**66. [Q70]** Have you been employed within the last 12-months?

- 1.....Yes      => GO TO Q79
- 2.....No      IF Q69=3 AND Q70=2 SKIP TO Q79
- 9.....NA/RF

**67. [Q71]** Are you currently . . .

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



**68. [Q79]** What is the highest level of education <YOU/THEY> have obtained?

- 1 .....8<sup>th</sup> grade or less
- 2 .....Some high school
- 3 .....High school graduate
- 4 .....Some college
- 5 .....Technical school graduate
- 6 .....College graduate
- 7 .....Post graduate work
- 8 .....DK
- 9 .....RF

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

- 1 .....YES
- 2 .....NO
- 9 .....NA/RF

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

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

**71. [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

**72. [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!**

- 73. [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!**

- 74. [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.**

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

- 76. [Q87]** Do you own or rent your home?
- |               |
|---------------|
| 1 ..... Own   |
| 2 ..... Rent  |
| 9 ..... NA/RF |

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

**IF LESS THEN ONE YEAR, ENTER ZERO**

98 ..... DK
99 ..... RF

- 78. [Q89]** Which of the following best describes your home?
- |                                     |
|-------------------------------------|
| 1 ..... Single family detached home |
| 2 ..... Apartment or condominium    |
| 3 ..... Mobile home                 |
| 6 ..... Duplex or townhouse         |
| 8 ..... DK                          |
| 9 ..... RF                          |

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

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

**80. [Q92]** Do you or any member of your household have a business that is operated from home?

1 .....YES  
2 .....NO      => GO TO Q97  
8 .....DK      => GO TO Q97  
9 .....RF      => GO TO Q97

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

VERIFY RESPONSE IF ZERO
-------------------------

98 .....DK  
99 .....RF

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

VERIFY RESPONSE IF ZERO
-------------------------

98 .....DK  
99 .....RF

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

1 .....YES  
2 .....NO  
9 .....NA/RF

**84. [SCRPT]** 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.

**85. [Q97]** We just have a few more questions. 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 \$40 check. You can expect your gift to arrive roughly 10 to 12 weeks after we receive your completed diaries.

<p><b>IF NEEDED:</b> 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.</p>
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<p><b>IF ASKED:</b> That toll free number is 888-441-8777.</p>
----------------------------------------------------------------

1 .....Continue  
9 .....RF      => GO TO OLIST

**86. [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 .....Forty dollars

**87. [ASSNC]** We'd like for you to answer questions about your household's mail for the week of READ DATE. Is that a good week for you? IF NOT, THEN OFFER NEXT ASSN WEEK. So let me confirm that you understand we'll be mailing you a set of household diaries that you'll complete during your assignment week, which is READ DATE. In appreciation for completing those diaries, we will send you the gift you requested which takes about 10-12 weeks once we receive your completed diaries. Do you have any questions for me about the diaries? ANSWER QUESTIONS AS NEEDED AND CONTINUE

1 .....CONTINUE

IF NEEDED: TYPICALLY ONLY NEED THIS KIND OF TERMINATION AT END OF A QUARTER.  
IF NOT OKAY, SAY: I'm sorry, but your household was selected to participate the week of \_\_\_\_\_. I'm sorry your household is not eligible, but thank you very much for your time and participation.

**88. [RFNAM/RLNAM]** Can you please provide me with your first and last name so the materials can be addressed and mailed correctly??

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.

**89. [MATRL]** Would you prefer your diary materials in English or Spanish?

ASK ONLY IF ANY PORTION OF SURVEY WAS CONDUCTED IN SPANISH.  
(IF ALL OF SURVEY WAS CONDUCTED IN ENGLISH, PICK "ENGLISH.")

1 .....ENGLISH

2 .....SPANISH

**90. [DIFHP]** A few days after we mail your diaries, we want to call to make sure you've received them and also to remind you of the dates we need you to track your mail. When we do this, should we call you at this number or is there a different number where you would prefer to be called? READ THE NUMBER TO RESPONDENT

1 .....YES, THE NUMBER IS OK

2 .....NO, CALL DIFFERENT NUMBER => [NEED TO COLLECT DIFFERENT NUMBER]

Next question => go to [THANK]

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

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

**93. [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.

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

RF .....Refused to do diaries => GO TO END

**95. [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

**96. [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 => INT03 code as RF

Thank you very much. Goodbye and have a nice evening/day.

**97. [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

**98. [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

**99. [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

**100. [INT99]** SURVEY COMPLETE

CM.....COMPLETE

**101. [REFU1]** ENTER THE REASON THIS RESPONDENT IS REFUSING

1 .....TIME ISSUES

2 .....NOT INTERESTED IN TOPIC

3 .....INTERVIEW TOO LONG

4 .....SUSPICIOUS OF NUSTATS OR SURVEY

5 .....DON'T FEEL THEIR INFO IS VALUABLE

7 .....OTHER, SPECIFY

8 .....DK

**102. [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***

May 16, 2013

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

«SAMPN»-«REPLICATE»

The U.S. Postal Service is guided by one principle: we exist to serve our customers. This vision is our commitment to ensuring a vital Postal Service for future generations.

To assist us in meeting that commitment, we are conducting our 25<sup>th</sup> annual Household Diary Study. That's why your household, along with others in your area, were selected to answer questions about your household's mail and to record information about the mail your household sends and receives for a one-week period.

We will provide your household with postal diaries in which to record this information, along with easy-to-read instructions on how to complete them. This information will help us better understand current trends in the volume and types of mail households handle on a daily basis. Ultimately, your response will help us make important decisions about performance improvements and investments in new equipment, facilities, programs, and technologies to better serve you.

**As thanks for your time and participation in this study, you will have a choice of ONE of the following:**

- **Forty dollars**
- **100 First-Class stamps**

We will make your participation as convenient as possible. You have two options for being part of the Household Diary Study:



**Online** – This is the simplest and most convenient; you can complete the initial questionnaire about your household and the mail you send and receive any time you want by going to:  
**<http://surveys.nustats.com/USPSWEB.htm>** and enter **PIN #:** «**SAMPN**».



**Phone** – Within the next few days, we will call you to answer any questions you might have and conduct the initial interview or make an appointment to do the interview when convenient to you.

*All information collected is strictly confidential in order to protect your privacy.*

For any questions about the project or to give us the best phone number and time for reaching you, please visit **[www.nustats.com/uspsstudy.htm](http://www.nustats.com/uspsstudy.htm)** anytime, or call our hotline at **1-888-441-8777** between 11am and 9pm Central time Monday to Wednesday or 12pm to 5pm Thursday to Sunday.

Thank you for joining us in the Household Diary Study!

Sincerely,



John F. Mazzone  
Managing Editor, USPS Household Diary Study

**Voltee para Español →**

16 de mayo de 2013

Residente Postal

«ADDRESS»

«CITY», «STATE» «ZIP»

«SAMPN»-«REPLICATE»

El Servicio Postal de los Estados Unidos se conduce bajo un principio: existimos para servir a nuestros clientes. Esta visión es nuestro compromiso para asegurar un Servicio Postal vital para las futuras generaciones.

Para ayudarnos a alcanzar este compromiso, estamos realizando nuestro 25vo Estudio Domiciliario en Diarios anual. Esta es la razón por la cual su hogar, junto con otros en su área, fue seleccionado para responder preguntas acerca del correo de su hogar y registrar la información acerca de la correspondencia enviada y recibida por su hogar en un período de una semana.

Le proporcionaremos a su hogar unos diarios postales en los cuales podrá registrar esta información, junto con instrucciones de fácil lectura acerca de cómo completarlos. Esta información nos ayudará a entender mejor tendencias actuales en el volumen y tipos de correo que los hogares manejan de forma diaria. Por último, su respuesta nos ayudará a tomar decisiones importantes acerca de mejoras en nuestro desempeño e inversiones en nuevos equipos, instalaciones, programas y tecnologías para servirle mejor.

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

- **Cuarenta dólares**
- **100 Estampillas de primera clase (First-Class)**

Haremos todo lo posible para que su participación se realice de la manera más conveniente para usted. Tiene usted dos opciones para ser parte del Estudio Domiciliario en Diarios:



**Internet** – Participar por Internet es la opción más fácil y conveniente. En cualquier momento, usted puede completar la primera parte del estudio en la que se le hacen preguntas sobre su hogar y el correo que envía y recibe. Sólo visite <http://surveys.nustats.com/USPSWEBSP.htm> e ingrese el **número de PIN: «SAMPN»**.



**Teléfono** – Dentro de los próximos días, le llamaremos para contestar cualquier pregunta que tenga e iniciar la primera parte del estudio o programar una hora que sea conveniente para usted.

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

Si tiene cualquier pregunta sobre el estudio o desea proporcionarnos un número telefónico y la hora más conveniente para comunicarnos con usted, por favor visite [www.nustats.com/uspsstudy.htm](http://www.nustats.com/uspsstudy.htm) en cualquier momento, o llame gratis a nuestra línea de asistencia del proyecto al **1-888-441-8777** de lunes a miércoles de 11am a 9pm hora central o jueves a domingo de 12pm a 5pm.

¡Agradecemos su participación en el Estudio Domiciliario en Diarios!

Atentamente,

John F. Mazzone

Director Editorial, Estudio Domiciliario en Diarios de USPS





## Appendix C2: Diary Package

### *Diary Package Cover Letter*

USPS

# Household Diary Study

## What is the Household Diary Study?

The Household Diary Study is a national research effort sponsored by the U.S. Postal Service. The information collected from households like yours will be used to help us design systems to use our resources most effectively, develop strategies for making wise decisions, and monitor the effects of electronic technology on regular mail service. Ultimately, the data will be used to find ways of keeping the cost of service at a minimum.

The study is conducted on our behalf by NuStats, a professional research firm in Austin, Texas. NuStats ensures all information collected is strictly confidential and is used for our research purposes only. The information from your household will be used only in combination with data from other participating households.

## What are we asking of you?

Answer questions about all the mail and packages your household receives and sends for seven days. We are only interested in the mail you send and receive for the dates that are on your Answer Booklets.

## Here's how:

- **Read Steps 1-7 in the Instruction Booklet first** – this is important because it explains how to correctly fill out the Answer Booklets and provides visual examples.
- **Review the Photo Quick Start.**
- **Answer questions from the Question Booklet by recording the codes in the Answer Booklets.** Do this for all the mail and packages your household receives and sends each day.
- **Select your choice of gift on the Gift Selection Form** (*please allow 10-12 weeks for processing*).
- **Return all completed Answer Booklets, Mail Pieces, and the Gift Selection Form in the postage-paid Priority Mail envelope** – drop in any public U.S. Postal Service mailbox or post office.

## Your package includes: *(each item is numbered in the top right-hand corner)*

- |                        |                |                                  |                              |
|------------------------|----------------|----------------------------------|------------------------------|
| 1. Instruction Booklet | <b>4a.-4g.</b> | Answer Booklets – 1 for each day | 7. "I'm done . . ." postcard |
| 2. Photo Quick Start   | <b>5a.-5g.</b> | Daily Envelopes – 1 for each day | 8. Priority Mail envelope    |
| 3. Question Booklet    | <b>6.</b>      | Gift Selection Form              |                              |

If you have any questions about how to complete the survey, call the USPS Hotline at **1-888-441-USPS (8777)** available 11am-9pm CST (Mon-Wed), 11am-5pm CST (Thu & Fri), or 12pm-5pm CST (Sat & Sun).

I would like to thank you again for your participation and willingness to do the research that will help us improve our performance at your local post office.

Sincerely,



John F. Mazzone  
Managing Editor, USPS Household Diary Study





# 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 Type** is the category of mail that we ask you to sort your mail into. *(See the list of 6 mail types on page 1 of this booklet.)*
- **Postage** is how the piece of mail was paid for when it was sent. There are three different types of postage: Stamps, Meter, or Permit. *(See the visual examples under the color-coded tabs for each mail type.)*
- **Mail Markings** are markings that are printed on a mail piece either by the U.S. Postal Service or the mailing house. These markings indicate the postage paid and the type of mail. The Postage and Mail Markings are typically located in:
  - a) the top right-hand corner of the mail piece,
  - b) above or below the address, or
  - c) inside the window of an envelope.

## What is the difference between First-Class Mail and Presorted Standard Mail?

These are the two most common mail types. Here are some ways to help distinguish between them:

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

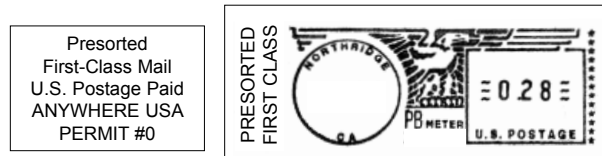
**Hint:** Most letter size envelopes will have postage of 45¢ or more, either in First-Class stamps, a metered strip, or a “Forever Stamp.”

If it is **Presorted First-Class**, it may have less postage but it will say “Presorted First-Class.”

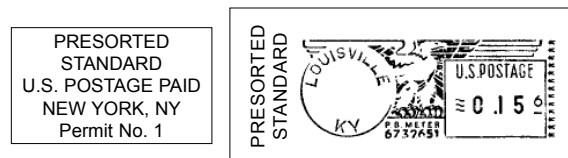
*(See pages 5-9 in this booklet for descriptions & more visual examples.)*

- **Presorted Standard** Mail pieces are always marked “Presorted Standard,” or “PRSRT STD,” or “Standard,” or “STD” usually in the upper-right corner of the mail pieces close to the stamp or meter strip. *(See pages 10-14 in this booklet for descriptions & more visual examples.)*

### Examples of Presorted First-Class Mail Markings



### Examples of Presorted Standard Mail Markings



# How to fill out the Answer Booklets.

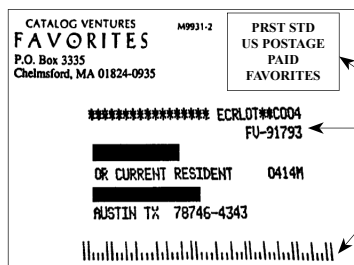
## 1

### Sort your daily mail into groups by mail type.

The first step is to sort your mail each day into groups of mail types by looking at the postage and other markings on your mail (we call these “mail markings”). All the mail you receive can be classified as one of the following 6 types\*:

1. **First-Class / Presorted First-Class Mail** (Purple pages)
2. **Presorted Standard Mail (PRSRT STD)** (Blue pages)
3. **Nonprofit Organization Mail** (Gray pages)
4. **Packages & Expedited Materials** (Green pages)
5. **Magazines, Newspapers, or Other Periodicals** (Yellow pages)
6. **Unaddressed Mail** – Delivered by US Postal Service only (Pink pages)

#### To Sort: Look at the Postage & Mail Markings



Postage & Mail Markings can be located:

- in the top right-hand corner,
- above 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 PO Box.

### Special Circumstances

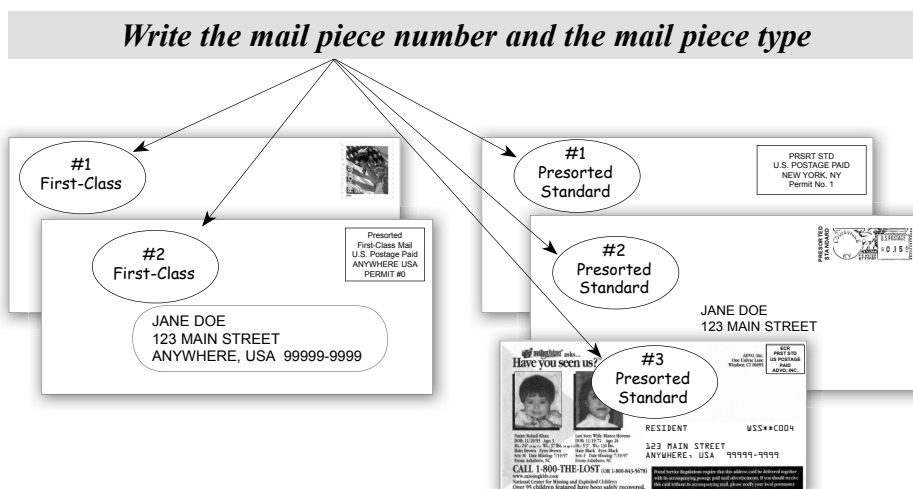
- If you did not receive or send any mail or packages, or if there was no mail service one day during your assigned week, put an “X” in the box labeled “Did Not Receive or Send any Mail/Packages Today” on page 1 of the Answer Booklet for that day.
- If household members will be away from home on any day(s) during the diary week, record all mail received in the daily answer booklet for the day on which you return.
- If you forget to pick up your mail for a day, record all mail received on the next day.
- Sunday is included in your diary week. You may not receive mail on Sunday, but you may receive packages and/or send mail out.

2

## Number and label the mail pieces within each mail type.

Once your mail is sorted for that day, write the mail type on each piece of mail and then number the mail pieces within each mail type. For example, the top First-Class mail piece is #1, the next is #2, and so on until you have numbered all First-Class Mail for that day.

Next, number all the other types of mail (Presorted Standard, Nonprofit, Packages, etc.) beginning again with #1, and then #2, and so on for each different mail type.



3

## Complete the Summary Page (page 1) in the Answer Booklet for each day.

On this page, record the total number of mail pieces of each type that all members of your household received and sent that day. (See Summary Page example below.)

### Summary Page

Please print clearly as in the example below:

OR

Use a pen in black or blue ink  
**DO NOT USE PENCIL**

**Did not Receive or Send any Mail/Packages Today:** → ☐

*(If no mail received or sent, mark the box above with an "X." You are done for today.)*

**Mail RECEIVED Monday:**  **Total # Received**

*Record the total number of mail received above and then record for each mail type below.*

1. <b>First-Class:</b>	<input type="text" value="4"/>	<b>Total # Received</b>	→ GO TO PAGE 3 (PURPLE)
First-Class errors:	<input type="text" value="0"/>	# Wrong address, right person	→ GO TO PAGE 3 (PURPLE)
	<input type="text" value="0"/>	# Right address, wrong person	} DO NOT ANSWER QUESTIONS ABOUT THESE MAIL PIECES
	<input type="text" value="0"/>	# Wrong address, wrong person	
2. <b>Presorted Standard:</b>	<input type="text" value="6"/>	<b>Total # Received</b>	→ GO TO PAGE 7 (BLUE)
3. <b>Nonprofit Organization:</b>	<input type="text" value="0"/>	<b>Total # Received</b>	→ GO TO PAGE 9 (GRAY)
4. <b>Packages &amp; Expedited:</b>	<input type="text" value="1"/>	<b>Total # Received</b>	→ GO TO PAGE 11 (GREEN)
5. <b>Magazines, Newspapers, or Other Periodicals:</b>	<input type="text" value="0"/>	<b>Total # Received</b>	→ GO TO PAGE 15 (YELLOW)
6. <b>Unaddressed Mail:</b>	<input type="text" value="0"/>	<b>Total # Received</b>	→ GO TO PAGE 17 (PINK)

**Mail SENT Monday:**  **Total # Sent**

Envelopes (First-Class):	<input type="text" value="3"/>	<b>Total # Sent</b>	} GO TO PAGE 5 (PURPLE)
Postcards (First-Class):	<input type="text" value="0"/>	<b>Total # Sent</b>	} GO TO PAGE 13 (GREEN)
Packages & Expedited:	<input type="text" value="0"/>	<b>Total # Sent</b>	

**Monday**
999642
**Page 1**

*If you did not receive or send any mail or packages, or if there was no mail service one day during your assigned week:*

Put an "X" in the box labeled "Did not Receive or Send any Mail/Packages Today" on the summary page for that day.

4

## Open both the Question Booklet and the Answer Booklet for that day to the colored pages for the type of mail piece you have.

You will use a different Answer Booklet for each day of the week, but you use the same Question Booklet each day. Read the questions from the Question sheet (in the Question Booklet) and find the correct answers (number codes), then write them on the Answer sheet in the Answer Booklet. There are colored pages for each mail type: First-Class Mail is purple, Presorted Standard Mail is blue, etc. You can record up to 12 mail pieces for each mail type. **Remember, the postage on the mail piece determines which colored Question and Answer sheets to use.**

- 1 In the Answer Booklet for that day, write in the answer on the Answer Sheet using the correct number code found in the Question Booklet.
- 2 Starting with mail piece #1, Question A, write the codes under column #1. Using the Question Booklet, continue down the page to Question B.
- 3 After you are finished answering questions for mail piece #1, continue on to the questions for mail piece #2 in column #2. Continue in this way for each mail piece within each type.

### Question Sheet (in Question Booklet)

**Question Sheet** Purple <sup>3</sup>

**First-Class / Presorted First-Class Mail Received**

**STOP For Presorted Standard Mail: Go to Blue page 7**

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

**A. FORM: Was the mail piece...** (Refer to the mail piece size template on page 2)

**IF THIS IS A PACKAGE: GO TO GREEN PAGE 11**

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

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

1. Male head of household	6. Whole family
2. Female head of household	7. Current Resident, Occupant, Postal Patron, etc. (with or without street address)
3. Male & Female head of household (Mr. & Mrs.)	8. Other addressee (Specify on Answer Booklet page 4)
4. Other adult living in household (18 and over)	
5. Child (under 18)	

**C. 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	

**D. SENDER TYPE: What type of industry did the mail piece come from?**

**Financial (including all types of credit cards):**

- Credit Card (from any bank, store, or company)
- Bank / Savings / loan / Credit union / Loan company
- Insurance company (medical, dental, life, auto, etc.)
- Real estate / Mortgage
- Investments (stock, mutual fund, retirement plan, etc.)
- Other financial (Specify on Answer Booklet page 4)

**Merchants:**

- Supermarket / Grocery store
- Department / Discount store
- Other store (electronics, shoes, clothes, hardware, etc.)
- Mail order company
- Restaurant (incl. fast food, pizza delivery, etc.)
- Publisher (newspapers, books, magazines)
- Auto dealership (not manufacturer or service department)
- Individual seller (on eBay, Craigslist, or other online sales site)
- Other merchants (Specify on Answer Booklet page 4)

**Services:**

- Telephone / Cell / Cable / Satellite / Internet
- Electric / Gas / Water / Utility company

**Services continued:**

- Medical (doctor, dentist, hospital, not insurance company)
- Other professional (lawyer, accountant, etc.)
- DVD / Blu-ray / Video game rental company (Netflix, etc.)
- Craftsman (plumber, carpenter, electrician, etc.)
- Travel / Entertainment service (theater, hotel, airline, etc.)
- Auto maintenance (oil change, mechanic, etc.)
- Roadside assistance (AAA, etc.)
- Other services (Specify on Answer Booklet page 4)

**Manufacturers:**

- All manufacturers (makers of automobiles, computers, etc.)

**Government:**

- Federal (Social Security, VA, IRS, Medicare, etc.)
- State and Local (not a utility company)

**Nonprofit / Charitable / Social / Political:**

- Educational (public & private schools, universities, etc.)
- Political (campaign, political action committee, political party, etc.)
- All other nonprofit organizations

**Friend or Relative:**

- Friend or Relative (not to a business)

**E. PURPOSE: What was the MAIN purpose of the mail piece? (Write in one number only)**

- Holiday / Seasons greeting card
- Other greeting cards (birthday, sympathy, thank you)
- Invitation or announcement from friend or relative → **SKIP TO J**
- Letter from friend or relative → **SKIP TO J**
- Bill / Invoice / Premium (not for a credit card)
- Financial statement (not for a credit card)
- Credit card bill / Credit card statement
- Notice / Announcement / Business invitation (no bills)
- Advertising / Promotional / Sales only (no bills) → **SKIP TO G**
- Insurance explanation of benefits
- Tax related (information, forms, etc.)
- DVD / Blu-ray / Video game rental
- Request for donation (money, time, blood drive, goods, etc.)
- Confirmation or thank you for donation
- Rebate received in response to coupon submitted
- Direct deposit receipts or check stub (not a payment)
- New or replacement credit or debit card
- Payment or other check / Money order / Credit (no rebate)
- Survey / Questionnaire
- Sweepstakes / Contest promotion
- Newsletter
- Prospectus
- Social Security related (information, statement, etc.)
- Other (Specify on Answer Booklet page 4)

**More questions on back of page →**

### Answer Sheet (in Answer Booklet)

**Answer Sheet** Purple

**First-Class / Presorted First-Class Mail Received**

Answer questions about each mail piece down the columns. There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
<b>A. FORM</b>	2	1	2	1	1							
<b>B. ADDRESSEE</b>	1	2	1	3	3							
<b>C. RETURN ENVELOPE</b>	3	3	3	2	3							
<b>D. SENDER TYPE</b>	10	32	16	1	27							
<b>E. PURPOSE</b>	9	4	9	7	6							
<b>F. ADVERTISING</b>				1	2							
<b>G. READING</b>	2		1	3								
<b>H. REACTION</b>	3		1	1								
<b>I. RESPONSE</b>	2		1	3								
<b>J. CLASS</b> OK to choose up to 4 codes. (See example on pg. 2)	1 4	3	2	1	1 15							

**Monday** 877714 **Page 3**

For questions where it is  
"OK to choose more than one,"  
you can record up to four codes.



## Mail Markings are important.

Tell us which mail markings are on the mail piece by answering the “Class” question at the end of each Question sheet (e.g., Question J for First-Class Mail). ↘

To accurately answer this question, you need to record all the mail markings that are on each mail piece – these markings are placed on the mail piece either by the U.S. Postal Service or by a mailing house.

### *Question J - Class (First-Class Question sheet)*

J. CLASS: Tell us what markings are on the mail piece. (OK to choose more than one) For examples of First-Class Mail, see pages 5 - 9 of the Instruction Booklet. Look at markings in top right-hand corner, above or below the address, & inside the window.	
1. Presorted First-Class, or PRSRT, or FP	10. Certificate of Mailing
2. First-Class Postage	11. Restricted Delivery
3. Forever Stamp	12. Insured
4. AUTO	13. Mail from outside the U.S.
5. AB, or AF, or MB, 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	

5

## Please send us your mail pieces.

*We only need the envelope your mail came in, not the contents (unless it's something you don't need).*

*Please DO NOT CUT OUT the individual mail markings.*

- Remember to label each mail piece with the number and mail type you assigned it in the Answer Booklet so we are able to match it to your responses.
- If the mail piece is a catalog, magazine, flyer, or newspaper, just send the page with the mailing label and the postage. We don't need the entire catalog or newspaper, etc.

### Why do we need your mail pieces?

If we have your mail markings for each piece, we can double check that everything is correct. Each packet goes through an editing process that verifies that the mail pieces were recorded under the correct mail type (First-Class, Presorted Standard, etc.) and that all the questions were answered. The entire mail piece (i.e., the envelope) provides us with additional survey information, such as sender type.

*All information collected is strictly confidential and is used for research purposes only.*

6

## Place your completed Answer Booklets and mail pieces in the envelopes marked Monday through Sunday.

Your completed Answer Booklets and mail pieces labeled with the mail type and mail piece number should be placed in the corresponding daily envelope.

7

## Place the daily envelopes in the postage-paid Priority Mail envelope.

The daily envelopes with your completed Answer Booklets and mail pieces should be sent to PTV NuStats in the postage-paid Priority Mail envelope.

# First-Class / Presorted

## First-Class Mail

### Received and Sent

### (Purple)

**All First-Class Mail may not say “First-Class” on the envelope or postcard.** It is important to look at the postage and mail markings on each mail piece to determine if it is First-Class or not. Use the following to help you determine if your mail piece should be recorded under this type:

- Include letter size envelopes marked **“First-Class”** or **“Presorted First-Class.”**
- Include large envelopes marked **“First-Class.”** Check the mail markings carefully; some large envelopes may be marked Presorted Standard or Expedited.
- Most First-Class Mail from businesses are marked **“First-Class”** or **“Presorted First-Class,”** especially when they have a metered strip and NOT a stamp.
- If the mail piece just has a stamp without being marked **“First-Class”** or **“Presorted First-Class,”** (or Presorted Standard or Nonprofit, etc.) it is probably First-Class Mail.
- Most letter size envelopes will have postage of 45¢ or more, either in stamps or on a metered strip (the postage may also be in the form of a “Forever Stamp”). If it is **“Presorted First-Class,”** it may have less postage but it will be marked as “Presorted First-Class.”
- Postcards *usually* have 32¢ postage for First-Class. Some postcards are larger in size than a typical picture postcard. However, if it is larger than the postcard dimensions (see page 2 of the Question Booklet), then it is considered a flyer.
- The most common First-Class Mail pieces are letters, bills, postcards, greeting cards, checks, and money orders.
- Include mail (*that is not a package*) sent with special services, such as Certified, Registered, or Insured.
- Include magazines, catalogs, newsletters, or other periodicals that are marked **“First-Class.”**

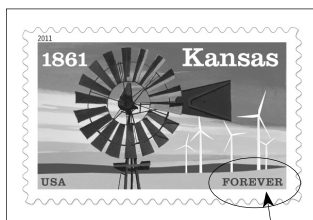
**Examples of First-Class Mail postage and markings begin on the next page.**

# First-Class Mail Examples

## First-Class Postage

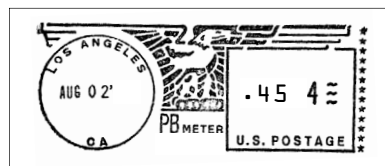


Regular First-Class  
Stamp



Forever Stamp

**Look for "Forever"  
somewhere on  
the stamp.**



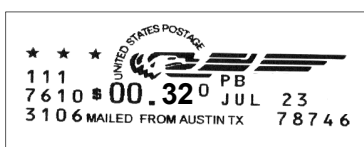
Metered Strip

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

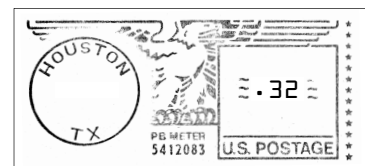
Permit



First-Class Postcard Stamp

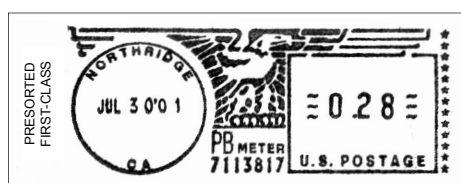


Metered Postcard



Metered Postcard

## Presorted First-Class, PRSRT, or FP



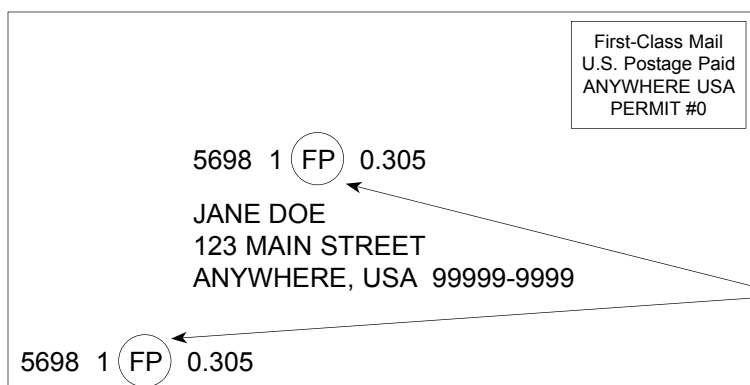
"Presorted First-Class"  
on Metered Strip

Presorted  
First-Class Mail  
U.S. Postage Paid  
Mailed from Zip Code 27101  
PERMIT #000

"Presorted First-Class"  
on Permit



"Presorted First-Class"  
on Stamp



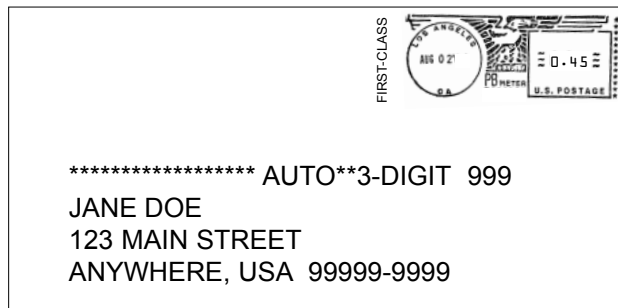
**Look for "FP"  
above the address  
or in the  
lower left corner**

"First-Class" on Permit  
"FP" above address or in lower left corner

**Hint: Find closest match**

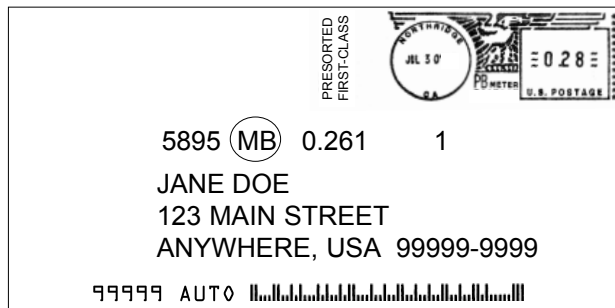
# First-Class Mail Examples

## AUTO



“AUTO” above or below the address

## AB, or AF, or MB, or AV

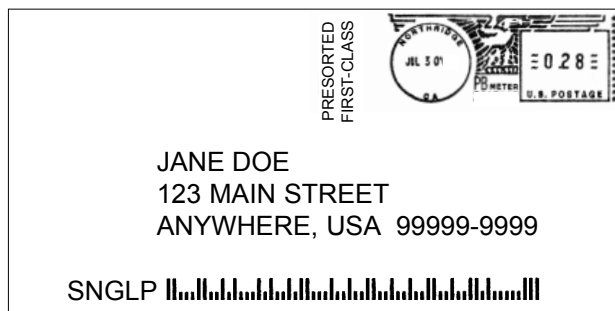


“AB, or AF, or MB, or AV”  
 above address

## Single Piece, or SNGLP, or SP



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



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

## Certified



## Registered



**Hint: Find closest match**

# First-Class Mail Examples

## Return Receipt Requested & Restricted Delivery

SENDER: COMPLETE THIS SECTION	COMPLETE THIS SECTION ON DELIVERY
<ul style="list-style-type: none"> <li>Complete items 1, 2, and 3. Also complete item 4 if Restricted Delivery is desired.</li> <li>Print your name and address on the reverse so that we can return the card to you.</li> <li>Attach this card to the back of the mailpiece, or on the front if space permits.</li> </ul>	<p>A. Received by (Please Print Clearly) B. Date of Delivery</p> <p>C. Signature  <b>X</b> <input type="checkbox"/> Agent  <input type="checkbox"/> Addressee</p> <p>D. Is delivery address different from item 1? <input type="checkbox"/> Yes          If YES, enter delivery address below: <input type="checkbox"/> No</p>
1. Article Addressed to:	
	<p>3. Service Type</p> <p><input type="checkbox"/> Certified Mail <input type="checkbox"/> Express Mail  <input type="checkbox"/> Registered <input type="checkbox"/> Return Receipt for Merchandise  <input type="checkbox"/> Insured Mail <input type="checkbox"/> C.O.D.</p>
	<p>4. Restricted Delivery? (Extra Fee) <input type="checkbox"/> Yes</p>
2. Article Number (Copy from service label)	
PS Form 3811, July 1999	Domestic Return Receipt 102595-00-M-0952

Restricted Delivery

## Certificate of Mailing

U.S. POSTAL SERVICE	CERTIFICATE OF MAILING
<p>MAY BE USED FOR DOMESTIC AND INTERNATIONAL MAIL, DOES NOT PROVIDE FOR INSURANCE—POSTMASTER</p>	
<p>Received From:</p> <p>_____</p> <p>_____</p> <p>_____</p>	
<p>One piece of ordinary mail addressed to:</p> <p>_____</p> <p>_____</p> <p>_____</p>	
<p>PS Form 3817, January 2001</p>	

## COD

DELIVERY EMPLOYEE - Remove Copies 1 & 2 at Time of Delivery	
<p>Collect the amount shown below in customer cash or CASH (includes MDI fee).</p> <p>Check Amount \$ _____</p> <p><input type="checkbox"/> Registered <input type="checkbox"/> Express Mail <input type="checkbox"/> Force Majeure</p> <p>Date of Mailing _____</p> <p><input type="checkbox"/> Return COD <input type="checkbox"/> Charge to Sender via Express Mail</p>	<p>Collect the amount shown below in customer cash or CASH (includes MDI fee).</p> <p>Check Amount \$ _____</p> <p><input type="checkbox"/> Registered <input type="checkbox"/> Express Mail <input type="checkbox"/> Force Majeure</p> <p>Date of Mailing _____</p> <p><input type="checkbox"/> Return COD <input type="checkbox"/> Charge to Sender via Express Mail</p>
<p>FROM: _____ TO: _____</p>	
<p>Delivered By: _____ Date Delivered: _____ Received By: (Print Name and Sign)</p>	
<p>Check Number: _____ MDI Number: _____ Date Payment Sent to Mailer: _____ Date Form 3840-D Sent: _____</p>	
<p>PS Form 3816, December 1996</p>	

## Insured

U S Insured Mail
V-808 805 339
<p>NOTE: You must present the article, container, and packaging when filing a claim for damage.</p>

United States Postal Service
INSURED MAIL
DOMESTIC - INTERNATIONAL
VV 924 859 266 US

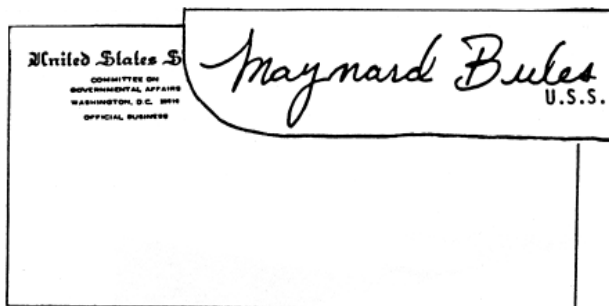
Hint: Find closest match

# First-Class Mail Examples

## Mail from outside the U.S.

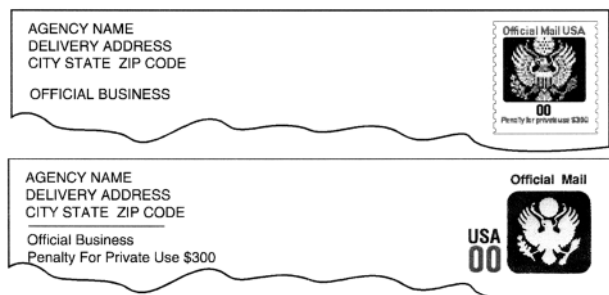


## Federal Government Mail (Franked)



“Official Government Signature” (Franked)

## Other Federal Government Mail



FIRST-CLASS MAIL  
POSTAGE AND FEES PAID  
AGENCY NAME  
PERMIT NO.G-999

PRESORTED  
FIRST-CLASS MAIL  
POSTAGE AND FEES PAID  
AGENCY NAME  
PERMIT NO.G-999

“Official Mail or Government Permit Number”

**Hint: Find closest match**

# Presorted Standard Mail (Blue)

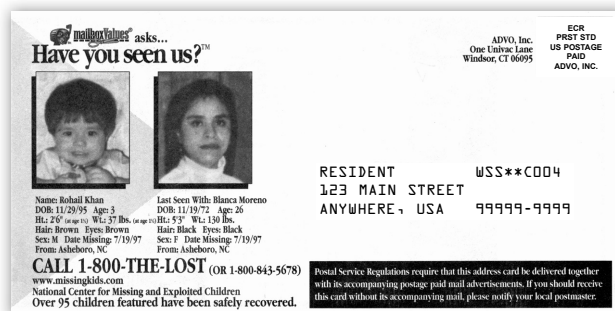
Use the following to help you determine if your mail piece should be recorded under this type:

- Include mail (*that is not a package*) that is marked “**Presorted Standard**,” or “**PRSRT STD**,” or “**Standard**,” or “**STD**” whether it is a letter, postcard, large envelope, magazine, catalog, circular, or flyer, etc.
- Most **catalogs** are sent Presorted Standard. However, check to make sure it is marked “Presorted Standard,” or “PRSRT STD,” or “Standard,” or “STD.” Catalogs that are in envelopes marked “Bound Printed Matter” or items marked “Media Mail” or “Library Mail” should be recorded under “Packages & Expedited Materials” (Green pages).

Advertising often comes as a group of flyers, circulars, coupons, or other pieces that are not in an envelope.\* These types of advertisements can be delivered in two different ways:

- 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.



- Your address may be printed directly on the group of advertising pieces.

Please record the whole group as **ONE** mail piece under “**Presorted Standard Mail**.” Record code #7 for Question B and code #2 for Question C.

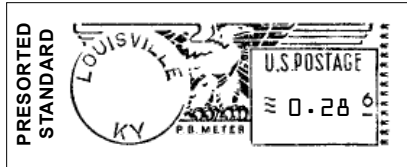
*\*Usually from more than one company or advertiser*



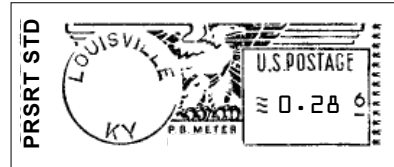
Examples of Presorted Standard postage & mail markings begin on the next page.

# Presorted Standard Mail Examples

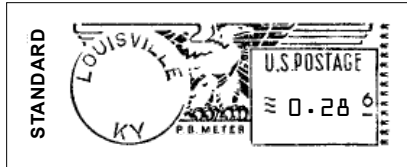
## Presorted Standard, or PRSRT STD, or Standard, or STD



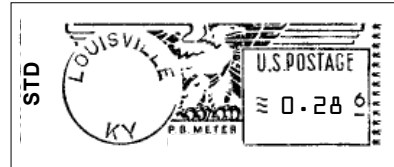
“Presorted Standard”  
on Metered Strip



“PRSRT STD”  
on Metered Strip



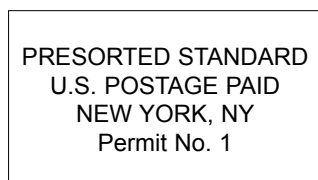
“Standard”  
on Metered Strip



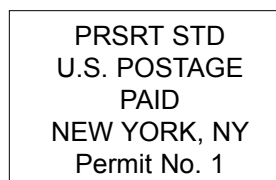
“STD”  
on Metered Strip



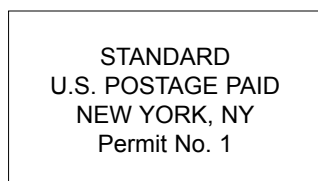
“Presorted Std”  
on Stamp



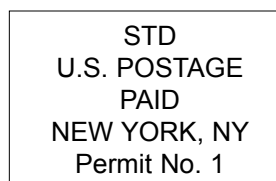
“Presorted Standard”  
on Permit



“PRSRT STD”  
on Permit



“Standard”  
on Permit



“STD”  
on Permit

**Hint: Find closest match**



# Presorted Standard Mail Examples

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**Note:** Many of the markings may appear with any of the permit types (i.e., AUTO may appear with a Presorted Standard, or PRSRT STD, or Standard, or STD permit or meter strip).

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

## AUTO

---

<div>PRSRT STD U.S. Postage Paid ANYWHERE USA PERMIT #0</div> <div>*****AUTO 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, or Standard, or 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>

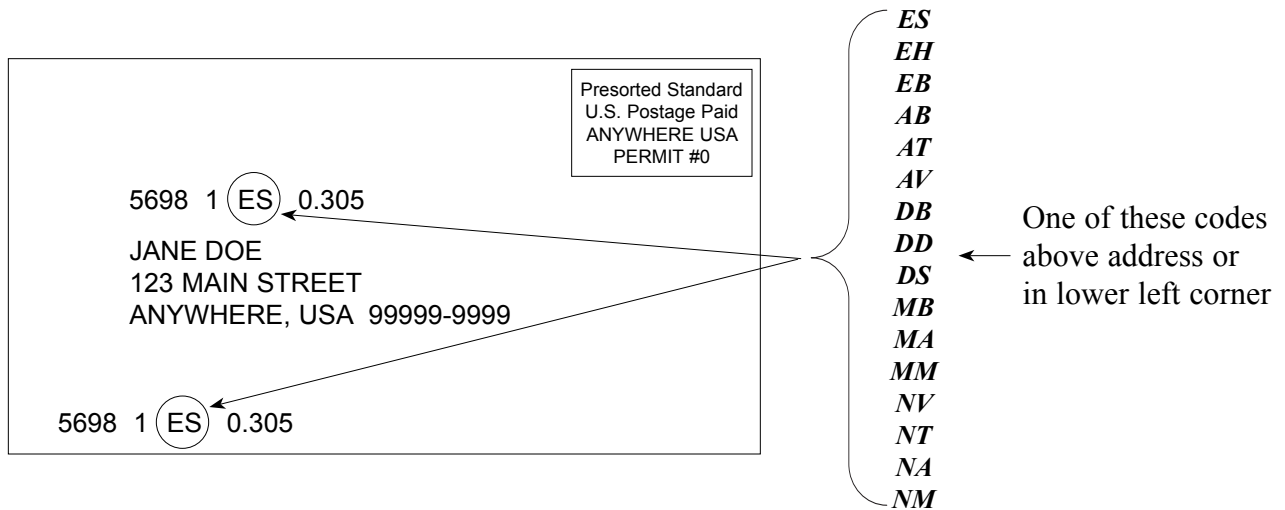
“ECR” on Permit *and* “WSH” above address

**Hint: Find closest match**

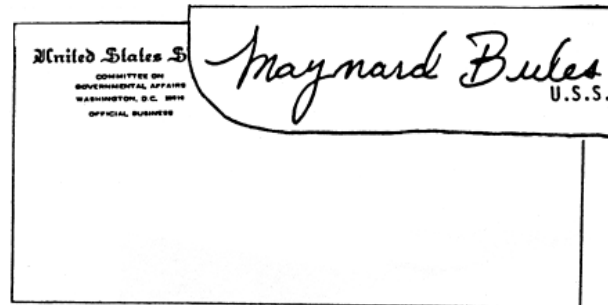
# Presorted Standard Mail Examples

**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, or Standard, or STD permit or meter strip).

**ES, EH, EB, AB, AT, AV, DB, DD, DS,  
MB, MA, MM, NV, NT, NA, NM**

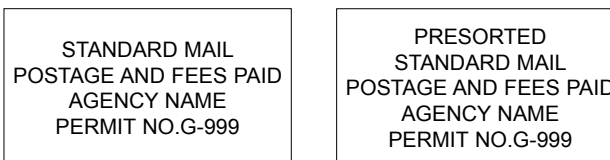


## Federal Government Mail (Franked)



"Official Government Signature" (Franked)

## Other Federal Government Mail



"Official Mail or Government Permit Number"

**Hint: Find closest match**

# Nonprofit Organization Mail (Gray)

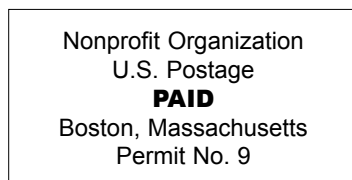
Use the following to help you determine if your mail piece should be recorded under this type:

- All Nonprofit Mail (that is not a package) must be marked “**Nonprofit Organization,**” “**Nonprofit Org.,**” or “**Nonprofit.**”
- A few examples of Nonprofit Organizations are charities, schools, hospitals, churches, etc.
- Nonprofit Organization Mail may include requests for donations of money, your time, or other items, or they may be asking you to purchase an item or service.
- **Do not include** packages that are marked Nonprofit Organization. These should be recorded under “**Packages & Expedited Materials**” (Green pages).

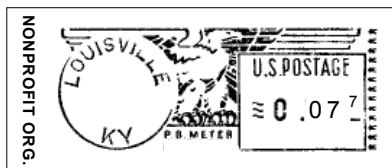
**Examples of Nonprofit postage & mail markings begin on the next page.**

# Nonprofit Organization Mail Examples

## Nonprofit Organization, Nonprofit Org., or Nonprofit



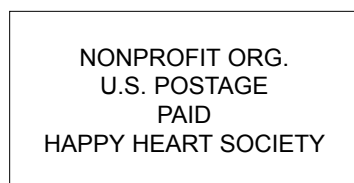
"Nonprofit Organization"  
on Permit



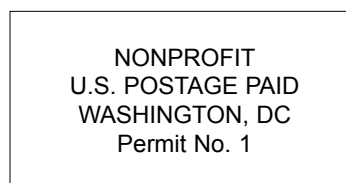
"Nonprofit Org."  
on Metered Strip



"Nonprofit Org."  
on Stamp



"Nonprofit Org."  
on Permit

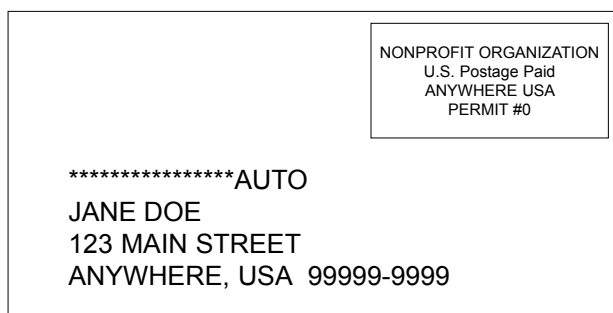


"Nonprofit"  
on Permit

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

## Carrier Route Presort or CAR-RT SORT

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, EB, AB, AT, AV, DB, DD, DS, MB, MA, MM, NV, NT, NA, NM

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  
EB  
AB  
AT  
AV  
DB  
DD  
DS  
MB  
MA  
MM  
NV  
NT  
NA  
NM

One of these codes  
above address or  
in lower left corner

**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 & Expedited Materials Received & Sent (Green)**

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

## **Packages (even if marked First-Class, Presorted Standard, etc.):**

- Include ALL packages or boxes received or sent via the U.S. Postal Service (USPS) as well as packages delivered by any other organization, such as the United Parcel Service (UPS), FedEx, etc.
- Be careful to distinguish between packages delivered by the U.S. Postal Service (USPS) and those delivered by the United Parcel Service (UPS). The U.S. Postal Service (USPS) markings include an Eagle, while the United Parcel Service (UPS) markings have a shield.

## **Product Samples:**

- Include product samples that were delivered by any organization, except those included in the newspaper.

## **Expedited Letters, Packages, and Boxes:**

- Include letters, packages, and boxes that were delivered via the U.S. Postal Service (USPS), United Parcel Service (UPS), FedEx, or any other expedited mail carrier (see examples on the next page).
- You may see terms such as Express Mail, Priority Mail, Overnight, 2-day, 3-day, Next Day Air, 2nd Day Air, etc.

**Examples of expedited mail carriers are included on the next page.**



# Expedited Mail Examples

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## Express Mail

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## Priority Mail

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## UPS

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## FedEx

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# Magazines, Newspapers, or Other Periodicals (Yellow)

Use the following to help you determine if a Magazine, Newspaper, or other Periodical should be recorded under this type:

- Examples include daily, weekly, and monthly magazines; alumni or fraternal magazines; and newspapers.
- **Only** include magazines, newspapers, or other periodicals that are delivered by the U.S. Postal Service (USPS) and that are NOT marked First-Class, Presorted Standard, or Nonprofit Organization. If they are marked with any of these other postage types, record them under the section for that mail type.

**Do not include** the following items under this section:

- Newspapers delivered by your local news carrier. (Do not include these in the diary study.)
- Magazines and newspapers you bought at the store or a newsstand. (Do not include these in the diary study.)
- Catalogs, which are typically sent “Presorted Standard (PRSRT STD).” (Check the postage type; these will likely be recorded in the Presorted Standard section.)

# Unaddressed Mail (Pink)

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

- Only include mail delivered by the U.S. Postal Service (USPS). **Do not include** advertising material that has been left at your door, or material hung on your doorknob or left on your car.
- Include mail pieces that don't have an address label (if mail piece is labeled "Occupant" or "Resident," do not include in this section). Typically, this will only be weekly advertising flyers/circulars that are folded or grouped together and do not have an address label or postage on each piece. Simply record the whole group as ONE mail piece.

*(Please refer to page 10 in this booklet for additional information on recording unaddressed mail that comes along with a detached label card.)*

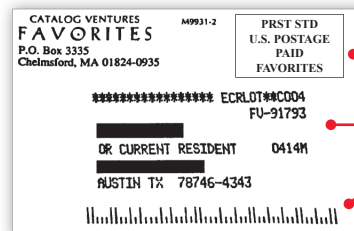


## Appendix C2: Diary Package

### *Photo Quick Start*

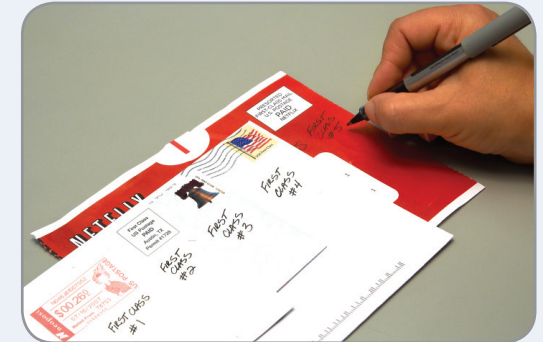
# PHOTO QUICK START

2



Postage & Mail Markings can be:

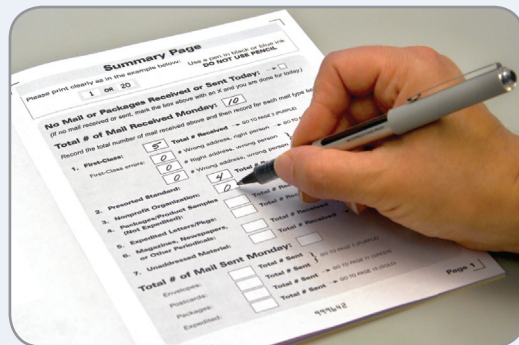
- in the top right-hand corner,
- above or below the address, or
- inside the window of an envelope.



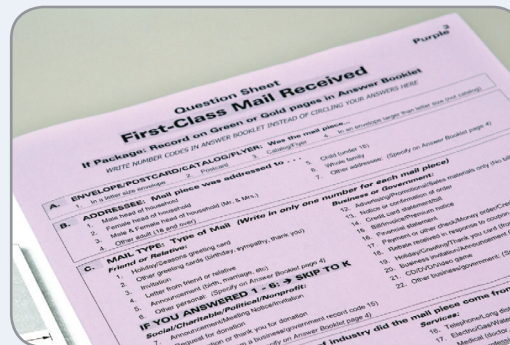
- 1** Sort your mail each day into the 6 types of mail listed on page 1 of the **Instruction Booklet**.

**Use the Postage & Mail Markings on your mail to help you sort!**

- 2** Label and number each mail piece within the 6 types of mail. (Photo shows First-Class only).



- 3** Open the **Answer Booklet** for Monday (or first mail day) to page 1 - Summary Page.  
Record the total number of mail pieces you received that day for each mail type.



- 4** Open the **Question Booklet** to page 3 - First-Class Mail Received.  
If you didn't receive any First-Class Mail that day, skip to page 5: First-Class Mail Sent, or page 7: Presorted Standard Mail, or other pages for mail types you did receive.



- 5** Write your answers to the questions from the Question Booklet in the **Answer Booklet**.  
Be sure to record mail for each mail type you receive (Monday-Sunday) on the color-coded pages for that mail type.

**Questions?** Visit the project web page: [www.nustats.com/uspssstudy.htm](http://www.nustats.com/uspssstudy.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 hotline at:

**1-888-441-USPS (8777)**

*Available 11am - 9pm Central Standard Time (Mon - Wed)*

*11am - 5pm Central Standard Time (Thu & Fri)*

*12pm - 5pm Central Standard Time (Sat & Sun)*

**OR**

e-mail your question to:

**USPS@nustats.com**

**OR**

visit the project web page at:

**[www.nustats.com/uspsstudy.htm](http://www.nustats.com/uspsstudy.htm)**

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# Example

Once you've sorted and numbered your mail pieces, you are ready to begin recording information. Remember to use the postage and the mail markings on the mail piece to help you determine the mail type (*see page 1 of the Instruction Booklet for how to sort and number your mail*).

You need both this Question Booklet and the Answer Booklet. Open both this Question Booklet and the Answer Booklet to the color-coded pages for the type of mail you have (e.g., purple pages are First-Class Mail, blue pages are Standard Mail, etc.).

Each question sheet contains both questions (letters A, B, C, etc.) and answer codes (numbers 1, 2, 3, etc.). **Don't record your answers in this Question Booklet; instead, use the corresponding daily Answer Booklet.** Record the number that best matches your response.

Answer the questions about each mail piece down the answer sheet. For example, if you receive four (4) First-Class mail pieces on Monday, you will record answers to all questions about mail piece #1 in the first column, and about mail piece #2 in the second column, mail piece #3 in the third column, and #4 in the fourth column.

## Question Sheet (in Question Booklet)

Purple<sup>3</sup>

**Question Sheet**  
**First-Class / Presorted First-Class**  
**Mail Received**

**STOP** For Presorted Standard Mail: Go to Blue page 7

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

**A. FORM: Was the mail piece...** (Refer to the mail piece size template on page 2)  
**IF THIS IS A PACKAGE: GO TO GREEN PAGE 11**

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

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

1. Male head of household	6. Whole family
2. Female head of household	7. Current Resident, Occupant, Postal Patron, etc. (with or without street address)
3. Male & Female head of household (Mr. & Mrs.)	8. Other addressee (Specify on Answer Booklet page 4)
4. Other adult living in household (18 and over)	
5. Child (under 18)	

**C. 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	

**D. SENDER TYPE: What type of industry did the mail piece come from?**

<b>Financial (including all types of credit cards):</b>	<b>Services continued:</b>
1. Credit Card (from any bank, store, or company)	18. Medical (doctor, dentist, hospital, not insurance company)
2. Bank / Savings / loan / Credit union / Loan company	19. Other professional (lawyer, accountant, etc.)
3. Insurance company (medical, dental, life, auto, etc.)	20. DVD / Blu-ray / Video game rental company (Netflix, etc.)
4. Real estate / Mortgage	21. Craftsman (plumber, carpenter, electrician, etc.)
5. Investments (stock, mutual fund, retirement plan, etc.)	22. Travel / Entertainment service (theater, hotel, airline, etc.)
6. Other financial (Specify on Answer Booklet page 4)	23. Auto maintenance (oil change, mechanic, etc.)
	24. Roadside assistance (AAA, etc.)

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

Purple

**Answer Sheet**  
**First-Class / Presorted First-Class**  
**Mail Received**

Answer questions about each mail piece down the columns.  
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
<b>A. FORM</b>	2	1	2	1	1							
<b>B. ADDRESSEE</b>	1	2	1	3	3							
<b>C. RETURN ENVELOPE</b>	3	3	3	2	3							
<b>D. SENDER TYPE</b>	10	32	16	1	27							

# Mail Piece Size Template

Use the guide below to help you determine the size of your mail piece. This will help answer the FORM question.

## LETTER SIZE ENVELOPE - Maximum Length 11 1/2"

If the envelope fits within these margins, it is letter size.

If the envelope extends more than 1/2" off the edge of this page, OR is taller than 6 1/8," it is larger than letter size.

LETTER SIZE ENVELOPE - Maximum Height 6 1/8"

## POSTCARD - Maximum Length 6"

A postcard is a single, unfolded piece that is NOT in an envelope, AND fits within these margins.



POSTCARD - Maximum Height 4 1/4"

## FLYER

A flyer is a folded or unfolded piece that is larger than a postcard AND is NOT in an envelope.

# Question Sheet

## First-Class / Presorted First-Class Mail Received



**For Presorted Standard Mail: Go to Blue page 7**

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

<b>A. FORM: Was the mail piece... (Refer to the mail piece size template on page 2)</b> <b>IF THIS IS A PACKAGE: GO TO GREEN PAGE 11</b>	
1. In a letter size envelope 2. Postcard	3. Flyer or Catalog 4. In an envelope larger than letter size (not catalog)
<b>B. ADDRESSEE: Mail piece was addressed to...</b>	
1. Male head of household 2. Female head of household 3. Male & Female head of household (Mr. & Mrs.) 4. Other adult living in household (18 and over) 5. Child (under 18)	6. Whole family 7. Current Resident, Occupant, Postal Patron, etc. (with or without street address) 8. Other addressee (Specify on Answer Booklet page 4)
<b>C. RETURN ENVELOPE: Was a return envelope or card included?</b>	
1. Yes – pre-stamped or postage paid 2. Yes – needs a stamp	3. No return envelope or card included
<b>D. SENDER TYPE: What type of industry did the mail piece come from?</b>	
<b>Financial (including all types of credit cards):</b> 1. Credit Card (from any bank, store, or company) 2. Bank / Savings & loan / Credit union / Loan company 3. Insurance company (medical, dental, life, auto, etc.) 4. Real estate / Mortgage 5. Investments (stock, mutual fund, retirement plan, etc.) 6. Other financial (Specify on Answer Booklet page 4)	<b>Services continued:</b> 18. Medical (doctor, dentist, hospital, not insurance company) 19. Other professional (lawyer, accountant, etc.) 20. DVD / Blu-ray / Video game rental company (Netflix, etc.) 21. Craftsman (plumber, carpenter, electrician, etc.) 22. Travel / Entertainment service (theater, hotel, airline, etc.) 23. Auto maintenance (oil change, mechanic, etc.) 24. Roadside assistance (AAA, etc.) 25. Other services (Specify on Answer Booklet page 4)
<b>Merchants:</b> 7. Supermarket / Grocery store 8. Department / Discount store 9. Other store (electronics, shoes, clothes, hardware, etc.) 10. Mail order company 11. Restaurant (incl. fast food, pizza delivery, etc.) 12. Publisher (newspapers, books, magazines) 13. Auto dealership (not manufacturer or service department) 14. Individual seller (on eBay, craigslist, or other online sales site) 15. Other merchants (Specify on Answer Booklet page 4)	<b>Manufacturers:</b> 26. All manufacturers (makers of automobiles, computers, etc.)
<b>Services:</b> 16. Telephone / Cell / Cable / Satellite / Internet 17. Electric / Gas / Water / Utility company	<b>Government:</b> 27. Federal (Social Security, VA, IRS, Medicare, etc.) 28. State and Local (not a utility company)
	<b>Nonprofit / Charitable / Social / Political:</b> 29. Educational (public & private schools, universities, etc.) 30. Political (campaign, political action committee, political party, etc.) 31. All other nonprofit organizations
	<b>Friend or Relative:</b> 32. Friend or Relative (not from a business)
<b>E. PURPOSE: What was the MAIN purpose of the mail piece? (Write in one number only)</b>	
1. Holiday / Seasons greeting card 2. Other greeting cards (birthday, sympathy, thank you) 3. Invitation or announcement from friend or relative → <b>SKIP TO J</b> 4. Letter from friend or relative → <b>SKIP TO J</b> 5. Bill / Invoice / Premium (not for a credit card) 6. Financial statement (not for a credit card) 7. Credit card bill / Credit card statement 8. Notice / Announcement / Business invitation (no bills) 9. Advertising / Promotional / Sales only (no bills) → <b>SKIP TO G</b> 10. Insurance explanation of benefits 11. Tax related (information, forms, etc.) 12. DVD / Blu-ray / Video game rental	13. Request for donation (money, time, blood drive, goods, etc.) 14. Confirmation or thank you for donation 15. Rebate received in response to coupon submitted 16. Direct deposit receipts or check stub (not a payment) 17. New or replacement credit or debit card 18. Payment or other check / Money order / Credit (no rebate) 19. Survey / Questionnaire 20. Sweepstakes / Contest promotion 21. Newsletter 22. Prospectus 23. Social Security related (information, statement, etc.) 24. Other (Specify on Answer Booklet page 4)

More questions on back of page →



**IF THIS MAIL PIECE WAS FROM A FRIEND OR RELATIVE, SKIP TO J**

**F. ADVERTISING: Did this mail piece contain any advertising or promotional material?**

1. Yes
2. No → **SKIP TO J**

**G. READING: Was the advertising... (Write in one number only)**

- |                                                          |                                 |
|----------------------------------------------------------|---------------------------------|
| 1. Read by a member of the household                     | 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 the 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  |          |

**J. CLASS: Tell us what markings are on the mail piece. (OK to choose more than one)**

***For examples of First-Class Mail, see pages 5 – 9 of the Instruction Booklet.***

***Look at markings in top right-hand corner, above or below the address, & inside the window.***

- |                                           |                                                                                                                  |
|-------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| 1. Presorted First-Class, or PRSRT, or FP | 10. Certificate of Mailing                                                                                       |
| 2. First-Class Postage                    | 11. Restricted Delivery                                                                                          |
| 3. Forever Stamp                          | 12. Insured                                                                                                      |
| 4. AUTO                                   | 13. Mail from outside the U.S.                                                                                   |
| 5. AB, or AF, or MB, 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 ( <i>Please mark &amp; place in envelope along with other mail pieces for this day</i> ) |
| 9. Return Receipt Requested               |                                                                                                                  |

# Question Sheet

## First-Class Mail Sent

5  
Purple

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

**A. FORM: Was the mail piece... (Refer to the mail piece size template on page 2)**

**IF THIS IS A PACKAGE: GO TO GREEN PAGE 13**

1. In a letter size envelope
2. Postcard
3. In an envelope larger than letter size
4. Other (Specify on Answer Booklet page 6)

**B. ADDRESSEE TYPE: What type of industry did you send the mail piece to?**

**Financial (including all types of credit cards):**

1. Credit Card (from any bank, store, or company)
2. Bank / Savings & loan / Credit union / Loan company
3. Insurance company (medical, dental, life, auto, etc.)
4. Real estate / Mortgage
5. Investments (stock, mutual fund, retirement plan, etc.)
6. Other financial (Specify on Answer Booklet page 6)

**Merchants:**

7. Supermarket / Grocery store
8. Department / Discount store
9. Other store (electronics, shoes, clothes, hardware, etc.)
10. Mail order company
11. Restaurant (incl. fast food, pizza delivery, etc.)
12. Publisher (newspapers, books, magazines)
13. Auto dealership (not manufacturer or service department)
14. Individual seller (on eBay, Craigslist, or other online sales site)
15. Other merchants (Specify on Answer Booklet page 6)

**Services:**

16. Telephone / Cell / Cable / Satellite / Internet
17. Electric / Gas / Water / Utility company

**Services continued:**

18. Medical (doctor, dentist, hospital, not insurance company)
19. Other professional (lawyer, accountant, etc.)
20. DVD / Blu-ray / Video game rental company (Netflix, etc.)
21. Craftsman (plumber, carpenter, electrician, etc.)
22. Travel / Entertainment service (theater, hotel, airline, etc.)
23. Auto maintenance (oil change, mechanic, etc.)
24. Roadside assistance (AAA, etc.)
25. Other services (Specify on Answer Booklet page 6)

**Manufacturers:**

26. All manufacturers (makers of automobiles, computers, etc.)

**Government:**

27. Federal (Social Security, VA, IRS, Medicare, etc.)
28. State and Local (not a utility company)

**Nonprofit / Charitable / Social / Political:**

29. Educational (public & private schools, universities, etc.)
30. Political (campaign, political action committee, political party, etc.)
31. All other nonprofit organizations

**Friend or Relative:**

32. Friend or Relative (not to a business)

**C. PURPOSE: What was the MAIN purpose of the mail piece? (Write in one number only)**

1. Holiday / Seasons greeting card
2. Other greeting cards (birthday, sympathy, thank you)
3. Invitation / Announcement (birth, marriage, etc.)
4. Letter / Correspondence (written by you – not a form)
5. Order
6. Inquiry
7. Payment (bill payment, dues, membership fees, etc.)
8. Donation
9. Survey / Questionnaire response
10. Sweepstakes / Contest entry
11. DVD / Blu-ray / Video game return
12. Proxy vote response
13. Election materials (absentee ballot, registration, etc.)
14. Rebate request
15. Tax related
16. Completed form / Application / Paperwork (not a tax form)
17. Other (Specify on Answer Booklet page 6)



**IF THIS MAIL PIECE WAS TO A FRIEND OR RELATIVE, SKIP TO G**

**D. AD RESPONSE: Was the mail piece sent in response to advertising or solicitation for funds?**

1. Yes
2. No → **SKIP TO F**

**E. AD MATERIAL: Was the advertising / promotional / solicitation material...**

1. Received in mail (not in magazine)
2. Seen in magazine
3. Seen in newspaper
4. Seen on television
5. Heard on radio
6. Received over telephone
7. Seen on the Internet
8. Other advertising (Specify on Answer Booklet page 6)

**More questions on back of page →**

**F. RETURN ENVELOPE: Did you use your own envelope or card?**

- |                                                                    |                                                                       |
|--------------------------------------------------------------------|-----------------------------------------------------------------------|
| 1. Yes                                                             | 3. No – a return envelope or card <b>without postage</b> was provided |
| 2. No – a return envelope or card <b>with postage</b> was provided |                                                                       |

**G. SPECIAL SVCS: Did the mail piece have any of the following special services?**  
***(OK to choose more than one)***

- |                             |                                                    |
|-----------------------------|----------------------------------------------------|
| 1. Certified                | 6. Restricted Delivery                             |
| 2. Registered               | 7. COD                                             |
| 3. Insured                  | 8. No special services                             |
| 4. Return Receipt Requested | 9. Other <i>(Specify on Answer Booklet page 6)</i> |
| 5. Certificate of Mailing   |                                                    |

**H. PO BOX: Was this mail piece sent to a PO Box?**

- |        |
|--------|
| 1. Yes |
| 2. No  |

**I. POSTAGE TYPE: What type of postage was used? *(Either postage that you put on yourself or postage that was already on the envelope or card)***

- |                                               |                                                    |
|-----------------------------------------------|----------------------------------------------------|
| 1. Business Reply Mail (no postage necessary) | 4. Regular postage stamp                           |
| 2. Permit Reply Mail (no postage necessary)   | 5. Meter stamp                                     |
| 3. Forever Stamp                              | 6. Other <i>(Specify on Answer Booklet page 6)</i> |

# Presorted Standard Mail Received



**For Presorted First-Class Mail: Go to Purple page 3**

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

**A. ADDRESSEE: Mail piece was addressed to...**

1. Specific member(s) of the household
2. Current Resident, Occupant, Postal Patron, etc. (with or without street address)
3. Someone not living at this address

**B. FORM: Was the mail piece... (Refer to the mail piece size template on page 2)**

**IF THIS IS A PACKAGE: GO TO GREEN PAGE 11**

1. In a letter size envelope
2. In an envelope larger than letter size (not catalog)
3. Catalog in envelope
4. Catalog not in envelope
5. Detached label card
6. Postcard
7. Addressed flyers / Circulars / Folded piece (no envelope)
8. Newspapers / Magazines / Newsletters
9. Can't classify type (Please describe on Answer Booklet pg. 8)

**C. MULTIPLE: Did the mail piece contain...**

1. Material from one organization only
2. Material from several organizations → **SKIP TO F**

**D. SENDER TYPE: What type of industry did the mail piece come from?**

**Financial (including all types of credit cards):**

1. Credit Card (from any bank, store, or company)
2. Bank / Savings & loan / Credit union / Loan company
3. Insurance company (medical, dental, life, auto, etc.)
4. Real estate / Mortgage
5. Investments (stock, mutual fund, retirement plan, etc.)
6. Other financial (Specify on Answer Booklet page 8)

**Merchants:**

7. Supermarket / Grocery store
8. Department / Discount store
9. Other store (electronics, shoes, clothes, hardware, etc.)
10. Mail order company
11. Restaurant (incl. fast food, pizza delivery, etc.)
12. Publisher (newspapers, books, magazines)
13. Auto dealership (not manufacturer or service department)
14. Individual seller (on eBay, Craigslist, or other online sales site)
15. Other merchants (Specify on Answer Booklet page 8)

**Services:**

16. Telephone / Cell / Cable / Satellite / Internet
17. Electric / Gas / Water / Utility company
18. Medical (doctor, dentist, hospital, not insurance company)
19. Other professional (lawyer, accountant, etc.)

**Services continued:**

20. DVD / Blu-ray / Video game rental company (Netflix, etc.)
21. Craftsman (plumber, carpenter, electrician, etc.)
22. Travel / Entertainment service (theater, hotel, airline, etc.)
23. Auto maintenance (oil change, mechanic, etc.)
24. Roadside assistance (AAA, etc.)
25. Other services (Specify on Answer Booklet page 8)

**Manufacturers:**

26. All manufacturers (makers of automobiles, computers, etc.)

**Government:**

27. Federal (Social Security, VA, IRS, Medicare, etc.)
28. State and Local (not a utility company)

**Nonprofit / Charitable / Social / Political:**

29. Educational (public & private schools, universities, etc.)
30. Political (campaign, political action committee, political party, etc.)
31. Union or professional organization
32. Church / Religious organization
33. Veterans (VFW, American Legion, DAV, etc.)
34. Charity
35. AARP (for AARP insurance plans, record code 3)
36. Other nonprofit, etc. (Specify on Answer Booklet page 8)

**E. FAMILIARITY: Was this mail piece from an organization someone in household...**

1. Does or has done business with
2. Knows, but no one does business with
3. Organization no one in household knows

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

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

More questions on back of page →

**G. 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 the household |                                 |

**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: Did this mail piece contain coupons?**

1. Yes
2. No

**J. PURPOSE: What was the MAIN purpose of the mail piece? (Write in one number only)**

- |                                                                                       |                                                                                                                                    |
|---------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| 1. Advertisement for item(s) or service(s) to be purchased (credit card offers, etc.) | 6. Financial materials (report, proxy vote, prospectus, privacy or terms notice, etc.) NOTE: for credit card offers, record code 1 |
| 2. Request for donation (money, time, blood drive, goods, etc.)                       | 7. Invitation / Announcement / Schedule                                                                                            |
| 3. Political materials                                                                | 8. General information                                                                                                             |
| 4. Newsletter / Newspaper / Magazine                                                  | 9. Other (Specify on Answer Booklet page 8)                                                                                        |
| 5. Subscription renewal notice (for a publication)                                    |                                                                                                                                    |

**K. RESPONSE: Is anyone in your household considering responding to the mail piece?**

- |        |          |
|--------|----------|
| 1. Yes | 3. Maybe |
| 2. No  |          |

**L. CLASS: Tell us what markings are on the mail piece. (OK to choose more than one)**

**For examples of Presorted Standard Mail, see pages 10 – 14 of the Instruction Booklet. Look at markings in top right-hand corner, above or below the address, & inside the window.**

- |                                                                                                                |                                                                                                     |
|----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| 1. Presorted Standard, or PRSRT STD, or Standard, or STD                                                       | 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. Federal Government Mail with Official Signature (FRANKED)                                        |
| 4. ECR with LOT, or WSS, or WSH                                                                                | 9. Other Federal Government Mail                                                                    |
| 5. ES, or EH, or EB, or AB, or AT, or AV, or DB, or DD, or DS, or MB, or MA, or MM, or NV, or NT, or NA, or NM | 10. Can't classify type (Please mark & place in envelope along with other mail pieces for this day) |



# 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. Current Resident, Occupant, Postal Patron, etc. (with or without street address)
3. Someone not living at this address

## B. FORM: Was the mail piece... (Refer to the mail piece size template on page 2)

**IF THIS IS A PACKAGE: GO TO GREEN PAGE 11**

1. In a letter size envelope
2. In an envelope larger than letter size (not catalog)
3. Catalog in envelope
4. Catalog not in envelope
5. Detached label card
6. Postcard
7. Addressed flyers / Circulars / Folded piece (no envelope)
8. Newspapers / Magazines / Newsletters
9. Can't classify type (Please describe on Answer Booklet pg. 10)

## C. MULTIPLE: Did the mail piece contain...

1. Material from one organization only
2. Material from several organizations → **SKIP TO F**

## D. SENDER TYPE: What type of industry did the mail piece come from?

**Nonprofit / Charitable / Social / Political:**

1. Educational (public & private schools, universities, etc.)
2. Political (campaign, political action committee, political party, etc.)
3. Union or professional organization
4. Church / Religious organization
5. Veterans (VFW, American Legion, DAV, etc.)
6. Charity
7. AARP
8. Animal welfare organization (ASPCA, Humane Society, etc.)
9. Environmental / Wildlife organization (WWF, Sierra Club, etc.)
10. Public broadcasting
11. YMCA / YWCA
12. Museum
13. Other nonprofit, etc. (Specify on Answer Booklet page 10)

**Merchants:**

14. Publisher (newspapers, books, magazines)
15. Other merchants (Specify on Answer Booklet page 10)

**Services:**

16. Medical (doctor, dentist, hospital, not insurance company)
17. Travel / Entertainment service (theater, hotel, airline, etc.)
18. Roadside assistance (AAA, etc.)
19. Other services (Specify on Answer Booklet page 10)

**Government:**

20. Federal (Social Security, VA, IRS, Medicare, etc.)
21. State and Local

## E. FAMILIARITY: Was this mail piece from an organization someone in household...

1. Does or has done business with
2. Knows, but no one does business with
3. Organization no one in household knows

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

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

## G. READING: Was the mail piece... (Write in one number only)

1. Read by a member of the household
2. Read by more than one member of the household
3. Looked at but not read by any member of the household
4. Discarded without being read
5. Set aside for reading later

## H. REACTION: Would this mail piece be described as...

1. Useful information we like to receive
2. Interesting or enjoyable, but not useful
3. Neither interesting, enjoyable, nor useful
4. Objectionable or offensive

## I. COUPONS: Did this mail piece contain coupons?

1. Yes
2. No

**J. PURPOSE: What was the MAIN purpose of the mail piece? (Write in one number only)**

- |                                                                 |                                                       |
|-----------------------------------------------------------------|-------------------------------------------------------|
| 1. Advertisement for item(s) or service(s) to be purchased      | 6. Course catalog (college classes, etc.)             |
| 2. Request for donation (money, time, blood drive, goods, etc.) | 7. Invitation / Announcement / Schedule               |
| 3. Political materials                                          | 8. General information                                |
| 4. Newsletter / Newspaper / Magazine                            | 9. Other ( <i>Specify on Answer Booklet page 10</i> ) |
| 5. Subscription renewal notice (for a publication)              |                                                       |

**K. RESPONSE: Is anyone in your household considering responding to the mail piece?**

- |        |          |
|--------|----------|
| 1. Yes | 3. Maybe |
| 2. No  |          |

**L. CLASS: Tell us what markings are on the mail piece. (OK to choose more than one)**

***For examples of Nonprofit Mail see pages 15 - 18 of the Instruction Booklet.  
Look at markings in top right-hand corner, above or below the address, & inside the window.***

- |                                                                                                                   |                                                                                                                      |
|-------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| 1. Nonprofit Organization, or Nonprofit Org., or Nonprofit                                                        | 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. Federal Government Mail with Official Signature (FRANKED)                                                         |
| 4. ECR with LOT, or WSS, or WSH                                                                                   | 9. Other Federal Government Mail                                                                                     |
| 5. ES, or EH, or EB, or AB, or AT, or AV, or DB, or DD, or DS,<br>or MB, or MA, or MM, or NV, or NT, or NA, or NM | 10. Can't classify type ( <i>Please mark &amp; place in envelope along<br/>with other mail pieces for this day</i> ) |

# Packages & Expedited Materials Received

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

## A. FORM: Was the mail piece... (Refer to the mail piece size template on page 2)

- |                                                                   |                                              |
|-------------------------------------------------------------------|----------------------------------------------|
| 1. SMALL envelope or padded mailer (11 1/2" X 6 1/8" or smaller)  | 3. Box or other 3 dimensional packaging      |
| 2. LARGE envelope or padded mailer (larger than 11 1/2" X 6 1/8") | 4. Other (Specify on Answer Booklet page 12) |

## B. ADDRESSEE: Package / 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 12) |
| 4. Other adult living in household (18 and over) |                                                        |

## C. CONTENTS: Did this package / mail piece contain... (OK to choose more than one)

- |                                                        |                                                            |
|--------------------------------------------------------|------------------------------------------------------------|
| 1. Clothing / Footwear / Shoes / Jewelry / Accessories | 10. Checkbooks                                             |
| 2. Travel products or information                      | 11. Health / Medical / Dental / Vision products            |
| 3. Computer hardware, software, or accessories         | 12. Cosmetics / Beauty products / Toiletries               |
| 4. Electronic equipment                                | 13. Photos / Film                                          |
| 5. Household / Kitchen / Lawn and garden products      | 14. Credit card (new, replacement, or return of lost card) |
| 6. Book(s) (include telephone books)                   | 15. Notice / Announcement / Business invitation            |
| 7. CD / DVD / Blu-ray / Video game                     | 16. Letter                                                 |
| 8. Toys                                                | 17. Advertising / Promotional materials                    |
| 9. Food products                                       | 18. Other contents (Specify on Answer Booklet page 12)     |

## D. SENDER TYPE: What type of industry did the package / mail piece come from?

1. Friend or Relative (not from a business) → SKIP TO L
2. Financial (credit card, bank, stockbroker, insurance, mortgage, etc.)
3. Merchant (all stores, publisher, mail order company, auto dealer, eBay seller, etc.)
4. Service (telephone, cable TV, Internet, medical, travel, Netflix, etc.)
5. Manufacturer (makers of automobiles, computers, etc.)
6. Government (local or federal government, including Medicare, IRS, USPS, Social Security, VA, etc.)
7. Nonprofit / Charitable / Social / Political (all schools, charities, political candidates, religious and social organizations, etc.)
8. Can't classify type (Specify on Answer Booklet page 12)

## E. FROM: Was the package / mail piece from...

1. Business – ordered by household member
2. Business – ordered by a friend or relative for you → SKIP TO G
3. Unsolicited sample → SKIP TO G
4. Individual seller (on eBay, craigslist, or other online sales site)
5. Business – for other reasons (Specify on Answer Booklet page 12) → SKIP TO G

## F. REASON ORDERED: I ordered this item because... (OK to choose more than one)

- |                                                    |                                                       |
|----------------------------------------------------|-------------------------------------------------------|
| 1. I saw it in a print catalog                     | 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. I need it for medical reasons                      |
| 4. I saw it on a direct mail piece (not a catalog) | 8. Some other way (Specify on Answer Booklet page 12) |

## 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               |                                        |

More questions on back of page →

**H. ADVERTISING: Was any advertising or promotional material enclosed?**

1. Yes
2. No → **SKIP TO L**

**I. READING: Was the advertising... (Write in one number only)**

- |                                                      |                                 |
|------------------------------------------------------|---------------------------------|
| 1. Read by a member of the household                 | 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 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                 |

**K. RESPONSE: Is anyone in your household considering responding to the advertisement?**

- |        |          |
|--------|----------|
| 1. Yes | 3. Maybe |
| 2. No  |          |

**L. SPECIAL SVCS: Did the package / mail piece have any of the following special services? (OK to choose more than one)**

- |                             |                                               |
|-----------------------------|-----------------------------------------------|
| 1. Return Receipt Requested | 6. Stamped "Special Handling"                 |
| 2. Delivery Confirmation    | 7. Certificate of Mailing                     |
| 3. Signature Confirmation   | 8. Restricted Delivery                        |
| 4. Insured                  | 9. No special services                        |
| 5. COD                      | 10. Other (Specify on Answer Booklet page 12) |

**M. CLASS: Package / Mail Classification (OK to choose more than one)****USPS Ground Packages:**

1. First-Class (up to 13 oz.)
2. Standard Rate or Presorted Standard Rate
3. Standard Rate with Enhanced Carrier Route (ECR)
4. Standard with Not Flat-Machinable (NFM)
5. Parcel Post
6. Parcel Select
7. Nonprofit
8. Nonprofit ECR
9. Nonprofit Not Flat-Machinable (NFM)
10. Bound Printed Matter or BPM
11. Media Mail
12. Library Mail
13. Package received from outside the U.S.

**Non-USPS Ground Packages:**

14. UPS (Ground, 3 Day Select)
15. FedEx (Ground, Express Saver, SmartPost)

**Expedited Mail & Packages:**

16. Express Mail (delivered by USPS)
17. Priority Mail (delivered by USPS)
18. UPS Next Day Air
19. UPS 2nd Day Air
20. FedEx Overnight
21. FedEx 2Day

**Other:**

22. Other classification (Specify on Answer Booklet page 12)

# Packages & Expedited Materials Sent

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

## A. FORM: Was the mail piece... (Refer to the mail piece size template on page 2)

- |                                                                   |                                              |
|-------------------------------------------------------------------|----------------------------------------------|
| 1. SMALL envelope or padded mailer (11 1/2" X 6 1/8" or smaller)  | 3. Box or other 3 dimensional packaging      |
| 2. LARGE envelope or padded mailer (larger than 11 1/2" X 6 1/8") | 4. Other (Specify on Answer Booklet page 14) |

## B. CONTENTS: Did this package / mail piece contain... (OK to choose more than one)

- |                                                        |                                                         |
|--------------------------------------------------------|---------------------------------------------------------|
| 1. Clothing / Footwear / Shoes / Jewelry / Accessories | 10. Checkbooks                                          |
| 2. Travel products or information                      | 11. Health / Medical / Dental / Vision products         |
| 3. Computer hardware, software, or accessories         | 12. Cosmetics / Beauty products / Toiletries            |
| 4. Electronic equipment                                | 13. Photos / Film                                       |
| 5. Household / Kitchen / Lawn and garden products      | 14. Greeting card (holiday, birthday, thank you, etc.)  |
| 6. Book(s) (include telephone books)                   | 15. Invitation                                          |
| 7. CD / DVD / Blu-ray / Video game                     | 16. Letter                                              |
| 8. Toys                                                | 17. Completed forms (insurance forms, proxy vote, etc.) |
| 9. Food products                                       | 18. Other contents (Specify on Answer Booklet page 14)  |

## C. ADDRESSEE TYPE: What type of industry did you send the package / mail piece to?

1. Friend or Relative (not to a business) → **SKIP TO F**
2. Financial (credit card, bank, stockbroker, insurance, mortgage, etc.)
3. Merchant (all stores, publisher, mail order company, auto dealer, eBay buyer or seller, etc.)
4. Service (telephone, cable TV, Internet, medical, travel, Netflix, etc.)
5. Manufacturer (makers of automobiles, computers, etc.)
6. Government (local or federal government, including Medicare, IRS, USPS, Social Security, VA, etc.)
7. Nonprofit / Charitable / Social / Political (all schools, charities, political candidates, religious and social organizations, etc.)
8. Can't classify type (Specify on Answer Booklet page 14)

## D. AD RESPONSE: Was the package / mail piece sent in response to advertising or solicitation for funds?

1. Yes
2. No → **SKIP TO F**

## E. AD MATERIAL: Was the advertising / promotional / solicitation material...

- |                                       |                                                          |
|---------------------------------------|----------------------------------------------------------|
| 1. Received in mail (not in magazine) | 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 14) |

## F. DISTANCE: How far away did you send this package / mail piece?

### Local:

1. Local

### Out of town:

2. 50 miles or less
3. 51 to 150 miles
4. 151 to 300 miles

5. 301 to 600 miles
6. 601 to 1,000 miles
7. 1,001 to 1,400 miles
8. 1,401 to 1,800 miles
9. More than 1,800 miles
10. Out of the United States

## G. REASON: Why did you send this package / mail piece?

- |                                                  |                                                                      |
|--------------------------------------------------|----------------------------------------------------------------------|
| 1. Gift or other item sent to friend or relative | 4. Sending item sold on eBay, craigslist, or other online sales site |
| 2. Returning merchandise ordered                 | 5. Other reason (Specify on Answer Booklet page 14)                  |
| 3. Returning unsolicited merchandise             |                                                                      |

More questions on back of page →

**H. SPECIAL SVCS: Did you send this package / mail piece with any of the following special services? (OK to choose more than one)**

- |                             |                                               |
|-----------------------------|-----------------------------------------------|
| 1. Return Receipt Requested | 6. Stamped "Special Handling"                 |
| 2. Delivery Confirmation    | 7. Certificate of Mailing                     |
| 3. Signature Confirmation   | 8. Restricted Delivery                        |
| 4. Insured                  | 9. No special services                        |
| 5. COD                      | 10. Other (Specify on Answer Booklet page 14) |

**I. CLASS: Package / Mail Classification (OK to choose more than one)****USPS Ground Packages:**

1. First-Class (up to 13 oz.)
2. Bound Printed Matter or BPM
3. Media Mail
4. Parcel Post
5. Mail sent outside the U.S.

**Non-USPS Ground Packages:**

6. UPS (Ground, 3 Day Select)
7. FedEx (Ground, Express Saver, SmartPost)

**Expedited Mail and Packages:**

8. Express Mail (sent by USPS)
9. Priority Mail (sent by USPS)
10. UPS Next Day Air
11. UPS 2nd Day Air
12. FedEx Overnight
13. FedEx 2Day

**Other:**

14. Other classification (Specify on Answer Booklet page 14)

# Magazines, Newspapers, or Other Periodicals Received



**Periodicals cannot have First-Class, Presorted Standard, or Nonprofit postage markings.**

**Record only if delivered by the U.S. Postal Service.**

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

**A. TYPE: This periodical is...**

- |                     |                                                                  |
|---------------------|------------------------------------------------------------------|
| 1. Daily newspaper  | 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 16</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 16</i> ) |

**D. ARRIVAL TIME: This periodical...**

- |                                  |                                                  |
|----------------------------------|--------------------------------------------------|
| 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 16</i> ) |

## Question Sheet

## Unaddressed Mail Received



**Unaddressed mail has no postage markings and no address information.**

**Packets of advertisements that are folded together are considered a single mail piece.**

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

**A. CONTENTS: Did the mail piece contain...**

1. Coupons from a single organization
2. Coupons from multiple organizations → **SKIP TO D**
3. Advertising from a single organization
4. Advertising from multiple organizations → **SKIP TO D**
5. Both coupons and advertising from a single organization
6. Both coupons and advertising from multiple organizations → **SKIP TO D**
7. Political materials
8. Product samples (with or without coupons)

**B. SENDER TYPE: What type of industry did the mail piece come from?**

**Financial (including all types of credit cards):**

1. Credit Card (from any bank, store, or company)
2. Bank / Savings & loan / Credit union / Loan company
3. Insurance company (medical, dental, life, auto, etc.)
4. Real estate / Mortgage
5. Investments (stock, mutual fund, retirement plan, etc.)
6. Other financial (*Specify on Answer Booklet page 18*)

**Merchants:**

7. Supermarket / Grocery store
8. Department / Discount store
9. Other store (electronics, shoes, clothes, hardware, etc.)
10. Mail order company
11. Restaurant (incl. fast food, pizza delivery, etc.)
12. Publisher (newspapers, books, magazines)
13. Auto dealership (not manufacturer or service department)
14. Individual seller (on eBay, craigslist, or other online sales site)
15. Other merchants (*Specify on Answer Booklet page 18*)

**Services:**

16. Telephone / Cell / Cable / Satellite / Internet
17. Electric / Gas / Water / Utility company
18. Medical (doctor, dentist, hospital, not insurance company)
19. Other professional (lawyer, accountant, etc.)

**Services continued:**

20. DVD / Blu-ray / Video game rental company (Netflix, etc.)
21. Craftsman (plumber, carpenter, electrician, etc.)
22. Travel / Entertainment service (theater, hotel, airline, etc.)
23. Auto maintenance (oil change, mechanic, etc.)
24. Roadside assistance (AAA, etc.)
25. Other services (*Specify on Answer Booklet page 18*)

**Manufacturers:**

26. All manufacturers (makers of automobiles, computers, etc.)

**Government:**

27. Federal (Social Security, VA, IRS, Medicare, etc.)
28. State and Local (not a utility company)

**Nonprofit / Charitable / Social / Political:**

29. Educational (public & private schools, universities, etc.)
30. Political (campaign, political action committee, political party, etc.)
31. Union or professional organization
32. Church / Religious Organization
33. Veterans (VFW, American Legion, DAV, etc.)
34. Charity
35. AARP (for AARP insurance plans, record code 3)
36. Other nonprofit, etc. (*Specify on Answer Booklet page 18*)

**C. FAMILIARITY: Was this mail piece from an organization someone in household...**

1. Does or has done business with
2. Knows, but no one does business with
3. Organization no one in household knows

**D. READING: Was the mail piece... (Write in one number only)**

1. Read by a household member
2. Read by more than one household member
3. Looked at but not read by any household member
4. Discarded without being read
5. Set aside for reading later

**E. REACTION: Would this mail piece be described as...**

1. Useful information we like to receive
2. Interesting or enjoyable, but not useful
3. Neither interesting, enjoyable, nor useful
4. Objectionable or offensive





## Appendix C2: Diary Package

***Answer Booklet***

# **Answer Booklet for: MONDAY**

*Use with the Question Booklet*

**Please send us your mail pieces  
with your completed Answer Booklets.**

(keep the contents of the mail piece  
if it's something you need)

**Thanks for your Help!**

# Summary Page

Please print clearly as in the example below:

1 OR 20

Use a pen in black or blue ink  
**DO NOT USE PENCIL**

**Did not Receive or Send any Mail/Packages Today:** → ☐

*(If no mail received or sent, mark the box above with an "X." You are done for today.)*

**Mail RECEIVED Monday:**  **Total # Received**

*Record the total number of mail received above and then record for each mail type below.*

**1. First-Class:**  **Total # Received** → GO TO PAGE 3 (PURPLE)

First-Class errors:  # Wrong address, right person → GO TO PAGE 3 (PURPLE)

# Right address, wrong person } DO NOT ANSWER  
 # Wrong address, wrong person } QUESTIONS ABOUT  
THESE MAIL PIECES

**2. Presorted Standard:**  **Total # Received** → GO TO PAGE 7 (BLUE)

**3. Nonprofit Organization:**  **Total # Received** → GO TO PAGE 9 (GRAY)

**4. Packages & Expedited:**  **Total # Received** → GO TO PAGE 11 (GREEN)

**5. Magazines, Newspapers,  
or Other Periodicals:**  **Total # Received** → GO TO PAGE 15 (YELLOW)

**6. Unaddressed Mail:**  **Total # Received** → GO TO PAGE 17 (PINK)

**Mail SENT Monday:**  **Total # Sent**

Envelopes (First-Class):  **Total # Sent** } GO TO PAGE 5 (PURPLE)

Postcards (First-Class):  **Total # Sent** }

Packages & Expedited:  **Total # Sent** → GO TO PAGE 13 (GREEN)

# Answer Sheet Example

Please print clearly as in the example:

1 OR 20

Use a pen in black or blue ink  
**DO NOT USE PENCIL**

As an example, let's say you received four First-Class mail pieces on Monday. Mail Piece #1 is a First-Class postcard from a mail order company, and Mail Piece #2 is a personal letter.

1. Open the **Question Booklet** to purple page 3, **First-Class / Presorted First-Class Mail Received**.
2. For question A, your number code is either: 1 (envelope), 2 (postcard), 3 (flyer or catalog), or 4 (envelope larger than letter size) as shown on the question sheet.
3. Write a "2" for a postcard in the first column under Mail Piece #1 (see below).
4. Finish answering the remaining questions (B-J) about the postcard.
5. Answer the same questions about Mail Piece #2, the letter from a friend, on the same page in the column under Mail Piece #2, then continue to record Mail Pieces #3 and #4.

**Mail Piece #1 Postcard**      **Mail Piece #2 Personal Letter**

**Answer Sheet**      **Purple**

**First-Class / Presorted First-Class Mail Received**

Answer questions about each mail piece down the columns. There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. FORM	2	1	2	1	1							
B. ADDRESSEE	1	2	1	3	3							
C. RETURN ENVELOPE	3	3	3	2	3							
D. SENDER TYPE	10	32	16	1	27							
E. PURPOSE	9	4	9	7	6							
F. ADVERTISING				1	2							
G. READING	2		1	3								
H. REACTION	3		1	1								
I. RESPONSE	2		1	3								
J. CLASS OK to choose up to 4 codes. (See example on pg. 2)	1 3 4	2	1	1 15								

**Monday**      877714      **Page 3**

Match to question on the First-Class / Presorted First-Class Mail Received "Question Sheet."

See the "Question Sheet" for the list of codes for each question.

For questions where it is "OK to choose more than one," you can record up to four codes.

# First-Class / Presorted First-Class Mail Received

Answer questions about each mail piece down the columns.  
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. FORM												
B. ADDRESSEE												
C. RETURN ENVELOPE												
D. SENDER TYPE												
E. PURPOSE												
F. ADVERTISING												
G. READING												
H. REACTION												
I. RESPONSE												
J. CLASS OK to choose up to 4 codes. (See example on pg. 2)												

**First-Class /Presorted First-Class  
Mail Received**

**Specify other answers and/or provide comments here**

Mail Piece #	Question Letter	Specify Other Answers or Comments

# First-Class Mail Sent

Answer questions about each mail piece down the columns.  
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. FORM												
B. ADDRESSEE TYPE												
C. PURPOSE												
D. AD RESPONSE												
E. AD MATERIAL												
F. RETURN ENVELOPE												
G. SPECIAL SVCS OK to choose up to 2 codes.												
H. PO BOX												
I. POSTAGE TYPE												

First-Class Mail Sent

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments



# Presorted Standard Mail Received

Answer questions about each mail piece down the columns.  
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. ADDRESSEE												
B. FORM												
C. MULTIPLE												
D. SENDER TYPE												
E. FAMILIARITY												
F. RETURN ENVELOPE												
G. READING												
H. REACTION												
I. COUPONS												
J. PURPOSE												
K. RESPONSE												
L. CLASS OK to choose up to 4 codes. (See example on pg. 2)												

Presorted Standard Mail Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments

# Nonprofit Organization Mail Received

Answer questions about each mail piece down the columns.  
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. ADDRESSEE												
B. FORM												
C. MULTIPLE												
D. SENDER TYPE												
E. FAMILIARITY												
F. RETURN ENVELOPE												
G. READING												
H. REACTION												
I. COUPONS												
J. PURPOSE												
K. RESPONSE												
L. CLASS OK to choose up to 4 codes. (See example on pg. 2)												

Nonprofit Organization Mail Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments

# Packages & Expedited Materials Received

Answer questions about each mail piece down the columns.  
There are columns for up to 12 pieces of mail.

**Questions are in the Question Booklet.**

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
<b>A. FORM</b>												
<b>B. ADDRESSEE</b>												
<b>C. CONTENTS</b> <b>OK to choose up to 4 codes.</b> (See example on pg. 2)												
<b>D. SENDER TYPE</b>												
<b>E. FROM</b>												
<b>F. REASON ORDERED</b> <b>OK to choose up to 4 codes.</b> (See example on pg. 2)												
<b>G. RETURN ENVELOPE</b>												
<b>H. ADVERTISING</b>												
<b>I. READING</b>												
<b>J. REACTION</b>												
<b>K. RESPONSE</b>												
<b>L. SPECIAL SVCS</b> <b>OK to choose up to 2 codes.</b>												
<b>M. CLASS</b> <b>OK to choose up to 4 codes.</b> (See example on pg. 2)												

**Packages & Expedited Materials Received**  
**Specify other answers and/or provide comments here**

Mail Piece #	Question Letter	Specify Other Answers or Comments

# Packages & Expedited Materials Sent

Answer questions about each mail piece down the columns.  
There are columns for up to 12 pieces of mail.

Questions are  
in the Question  
Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
<b>A. FORM</b>												
<b>B. CONTENTS</b> OK to choose up to 4 codes. (See example on pg. 2)												
<b>C. ADDRESSEE TYPE</b>												
<b>D. AD RESPONSE</b>												
<b>E. AD MATERIAL</b>												
<b>F. DISTANCE</b>												
<b>G. REASON</b>												
<b>H. SPECIAL SVCS</b> OK to choose up to 2 codes.												
<b>I. CLASS</b> OK to choose up to 4 codes. (See example on pg. 2)												

**Packages & Expedited Materials Sent**  
**Specify other answers and/or provide comments here**

Mail Piece #	Question Letter	Specify Other Answers or Comments



# Magazines, Newspapers, or Other Periodicals Received

Answer questions about each mail piece down the columns.  
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. TYPE												
B. SENDER TYPE												
C. SUBSCRIPTION												
D. ARRIVAL TIME												
E. DELIVERY												

# Magazines, Newspapers, or Other Periodicals Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments

# Unaddressed Mail Received

Answer questions about each mail piece down the columns.  
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. CONTENTS												
B. SENDER TYPE												
C. FAMILIARITY												
D. READING												
E. REACTION												

# Unaddressed Mail Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments



## Appendix C2: Diary Package

***Daily Envelope***



**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\*:

- ☐ **Forty 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 this form back with your Mail Pieces and completed Answer Booklets!





## Appendix C2: Diary Package

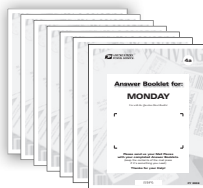
***"I'm Done . . ." Card***

## 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.

