

USPS Network Optimization and First Class Mail Large Commercial Accounts Questionnaire – Final – August 22, 2011

Project #J6609838

NOTE: DIRECTIONS IN BOLD UPPER CASE ARE PROGRAMMER INSTRUCTIONS; THESE INSTRUCTIONS WILL NOT BE SHOWN TO INTERVIEWERS OR RESPONDENTS.

Introduction

INTRO1A **[ASKIF NATIONAL OR NON-SUPPLEMENTAL PREFERRED ACCOUNTS]**

Hello, my name is _____ calling from ORC International on behalf of the United States Postal Service. May I please speak with the person in your organization who makes decisions and/or recommendations on how to send your organization's mail?

INTRO1B **[ASKIF SUPPLEMENTAL PREFERRED OR PREMIER ACCOUNTS]**

Hello, my name is _____ calling from ORC International on behalf of the United States Postal Service. May I please speak with the person in your organization who makes decisions and/or recommendations on how on how your organization sends First Class Mail for: **(INSERT APPLICATIONS FOR PRODUCT FROM SAMPLE. FOR FCM, PM, AND EM LIST THE APPLICATIONS IN BULLET POINT FORM. RANDOMIZE THE ORDER THE APPLICATIONS ARE DISPLAYED)?**

INTERVIEWER NOTE: IF MULTIPLE APPLICATIONS LISTED, THEN ASK FOR THE PERSON RESPONSIBLE FOR THE FIRST APPLICATION LISTED. IF THAT PERSON IS NOT AVAILABLE OR IF GATEKEEPER IS UNSURE WHO THAT PERSON IS, THEN ASK FOR THE NEXT APPLICATION UNTIL YOU FIND THE CORRECT PERSON.

RECORD ON PAPER / IN COMMENTS WHAT APPLICATION RESPONDENT IS RESPONSIBLE FOR.

- 01 CONNECTING (CONTINUE)
- 02 RESPONDENT NOT AVAILABLE (SCHEDULE CALLBACK)
- 03 DOES NOT SEND MAIL (THANK AND CONCLUDE)
- 04 REFUSED (THANK AND CONCLUDE)
- 05 REQUESTS INFORMATIONAL E-MAIL TO BE SENT (SCHEDULE CALLBACK)
- 06 REQUESTS INFORMATIONAL FAX TO BE SENT (SCHEDULE CALLBACK)

ONCE CONNECTED WITH RESPONDENT, READ:

INTRO2 Hello, my name is _____ calling from ORC International. We have been commissioned by the United States Postal Service to contact organizations

nationwide to obtain feedback on how organizations may react to potential changes in USPS services. Your feedback will help ensure that your voice is heard on this very important subject.

First, I have a few questions to ask you to see if you qualify. If you do, we are offering a \$40 gift card as a token of our appreciation for completing the survey.

[AS NEEDED: The survey will take an average of 10 minutes to complete.]

- 01 ALLOWS YOU TO CONTINUE (CONTINUE)
- 02 RESPONDENT NOT AVAILABLE AT THIS TIME (SCHEDULE CALLBACK)
- 03 REFERRAL PROVIDED (OBTAIN NAME AND PHONE NUMBER, ASK TO BE TRANSFERRED AND START OVER)
- 04 DOES NOT SEND MAIL (THANK AND CONCLUDE)
- 05 REFUSED (THANK AND CONCLUDE)
- 06 REQUESTS INFORMATIONAL E-MAIL TO BE SENT (SCHEDULE CALLBACK)
- 07 REQUESTS INFORMATIONAL FAX TO BE SENT (SCHEDULE CALLBACK)

SCREENING

S2A **[ASKIF NATIONAL OR RANDOM PREFERRED ACCOUNTS]** Are you the person in your business that is primarily responsible for deciding or recommending how to send your business' mail?

- 01 YES (CONTINUE)
- 02 NO (ASK TO SPEAK WITH PERSON WHO IS RESPONSIBLE AND START OVER)

S2B **[ASKIF SUPPLEMENTAL PREFERRED OR PREMIER ACCOUNTS]** Are you the person in your business that is primarily responsible for how your organization sends First Class Mail for: (INSERT APPLICATIONS FOR PRODUCT FROM SAMPLE. FOR FCM, PM, AND EM LIST THE APPLICATIONS IN BULLET POINT FORM. RANDOMIZE THE ORDER THE APPLICATIONS ARE DISPLAYED)?

[INTERVIEWER NOTE: IF MULTIPLE APPLICATIONS LISTED, THEN ASK ABOUT APPLICATION THEY ARE RESPONSIBLE FOR FROM INTRO.]

Product	Application
First-Class Mail (FCM)	<ul style="list-style-type: none"> 1. Bills, invoices or statements 2. Payments 3. General communications such as customer notifications, holiday cards, investor or shareholder mailings, etc. 4. Documents such as reports, contracts, policies, legal papers, etc. 5. Advertising or marketing materials including flyers, circulars, catalogs, etc. 6. Response to advertising forms
Priority Mail (PM)	<ul style="list-style-type: none"> 1. Bills, invoices or statements 2. Payments 3. General communications such as customer notifications, holiday cards, investor or shareholder mailings, etc.

Product	Application
	4. Documents such as reports, contracts, policies, legal papers, etc. 6. Response to advertising forms
Express Mail (EM)	1. Bills, invoices or statements 2. Payments 3. General communications such as customer notifications, holiday cards, investor or shareholder mailings, etc. 4. Documents such as reports, contracts, policies, legal papers etc. 6. Response to advertising forms
Periodicals (PE)	4. Magazines or newspapers
Standard Mail (SM)	5. Advertising or marketing materials including flyers, circulars, catalogs, etc.

- 01 YES (CONTINUE)
- 02 NO (ASK TO SPEAK WITH PERSON WHO IS RESPONSIBLE AND START OVER)

S3 Do you or any close family members work in ...

- 01 Advertising or Public Relations (**CONTINUE**)
- 02 Market Research (**THANK AND CONCLUDE**)
- 03 Mail or Small Package Delivery (**THANK AND CONCLUDE**)
- 04 NONE OF THE ABOVE (**CONTINUE**)

S4 Which of the following **best** describes your organization's primary industry? [READ LIST / ACCEPT SINGLE RESPONSE ONLY]

- 01 Agriculture, Forestry, and Fishing
- 02 Mining
- 03 Construction
- 04 Manufacturing
- 05 Transportation
- 06 Telecommunications
- 07 Utilities
- 08 Wholesale Trade
- 09 Retail Trade or Mail Order
- 10 Finance, Insurance, or Real Estate
- 11 Newspaper Publishing
- 12 Periodical or Book Publishing
- 13 Services
- 14 Not-for-profit or membership organization
- 15 Government or Public Administration
- 16 Some other industry _____ (SPECIFY)
- 98 DON'T KNOW
- 99 REFUSED

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S5 Including yourself, how many people are employed by your company at your location?

_____ (RECORD NUMBER OF EMPLOYEES 1 – 9999)

10000 10,000 OR MORE

99998 DON'T KNOW

99999 REFUSED

IF PREMIER OR NATIONAL, THEN READ: For the remainder of the survey, please think only about the mail applications you are responsible for.

S7 **[IF RANDOM PREFERRED ACCOUNT:]** Which of the following, if any, has your organization sent in the past 12 months? **[(READ LIST. WAIT FOR YES OR NO FOR EACH. ENTER ALL MENTIONS) (RANDOMIZE CODES 1 – 9)**

IF NATIONAL, PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT ONLY SHOW APPLICATIONS THAT APPLY FOR PRODUCT BEING ASKED ABOUT, AS INDICATED IN THE LIST BELOW: For which of the following mail applications do you have responsibility? (READ LIST. WAIT FOR YES OR NO FOR EACH. ENTER ALL MENTIONS.) (RANDOMIZE CODES 1 – 9)

- 1 Bills, invoices or statements [DO NOT SHOW IF, ~~PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT AND PE, SM~~]
- 2 Payments [**DO NOT SHOW IF, ~~PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT AND PE, SM~~**]
- 3 Advertising or marketing materials including flyers, circulars, catalogs, etc. [**DO NOT SHOW IF, ~~PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT AND FCM, PM, EM, PE~~**]
- 4 General communications including customer notifications, holiday cards, investor/shareholder mailings, etc. [**DO NOT SHOW IF, ~~PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT AND PE, SM~~**]
- 5 Documents such as reports, contracts, policies, legal papers, etc. etc. [**DO NOT SHOW IF, ~~PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT AND PE, SM~~**]
- 6 Magazines [**DO NOT SHOW IF PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT AND FCM, PM, EM, SM**]
- 7 Newspapers [**DO NOT SHOW IF PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT AND FCM, PM, EM, SM**]
- 8 Newsletters [**DO NOT SHOW IF PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT AND PM, EM**]
- 9 Response to direct mail advertising offers such as applications or order forms [**DO NOT SHOW IF PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT AND PM, EM**]
- 91 Some other type _____ (SPECIFY) (IF ONLY RESPONSE, THANK AND CONCLUDE)
- 92 Some other type _____ (SPECIFY) (IF ONLY RESPONSE, THANK AND CONCLUDE)
- 97 NONE OF THE ABOVE (THANK AND CONCLUDE)
- 98 DON'T KNOW (THANK AND CONCLUDE)

IF PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT AND MULTIPLE APPLICATIONS SELECTED (CODES 1 – 9) IN S7, THEN ASK S7B. ONLY DISPLAY APPLICATIONS SELECTED OR PUNCHED IN S7.

S7b Which of the following mail applications is most important to your job? Would you say ...
(READ LIST. RANDOMIZE IN THE SAME ORDER AS S7)

- 1 Bills, invoices or statements
- 2 Payments
- 3 Advertising or marketing materials including flyers, circulars, catalogs, etc.
- 4 General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.
- 5 Documents such as such as reports, contracts, policies, legal papers, etc. etc.
- 6 Magazines
- 7 Newspapers
- 8 Newsletters
- 9 Response to direct mail advertising offers such as applications or order forms
- 91 **INSERT CODE 91 FROM S7**
- 92 **INSERT CODE 92 FROM S7**

Main Questionnaire

Q1 During the **past** 12 months, how many individual pieces of the following did your organization send? **(RANDOMIZE A – J IN THE SAME ORDER AS S7, ONLY DISPLAY APPLICATIONS SELECTED IN S7)**

	Number of Pieces Sent in Past 12 Months (Digits)	Number of Pieces Sent in Past 12 Months (Denomination)
A. Bills, invoices or statements	_____ (RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
B. Payments	_____ (RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
C. Advertising or marketing materials including flyers, circulars, catalogs, etc.	_____ (RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
D. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.	_____ (RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
DD. Documents such as reports, contracts, policies, legal papers, etc.	_____ (RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
E. Magazines	_____ (RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW

F. Newspapers	_____ (RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
G. Newsletters	_____ (RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
GG. Response to direct mail advertising offers such as applications or order forms	_____ (RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
I. INSERT CODE 91 FROM S7	_____ (RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW
J. INSERT CODE 92 FROM S7	_____ (RECORD NUMBER UP TO 3 DIGITS)	01 99 or Less 02 Hundred 03 Thousand 04 Million 05 Billion 98 DON'T KNOW

Q2A [ASKIF Q1A > 0] What percent of your **bills, invoices or statements** did you send via. . .

[INTERVIEWER: IF NONE or "0". PLEASE LEAVE BLANK]

- ___ % USPS Single Piece First-Class Mail
- ___ % USPS Pre-Sort First-Class Mail
- ___ % USPS Priority Mail
- ___ % USPS Express Mail
- ___ % Email
- ___ % Online billing, invoicing or statement presentation
- ___ % UPS and/or FedEx
- ___ % Some other way _____ **(SPECIFY)**
- ___ % Some other way _____ **(SPECIFY)**

Q2B [ASKIF Q1B > 0] What percent of your **payments** did you send via. . .

[INTERVIEWER: IF NONE or "0". PLEASE LEAVE BLANK]

- ___ % USPS Single Piece First-Class Mail
- ___ % USPS Pre-Sort First-Class Mail
- ___ % USPS Priority Mail
- ___ % USPS Express Mail
- ___ % Online bill payment
- ___ % PayPal
- ___ % Automated payment from checking account or credit card
- ___ % UPS and/or FedEx
- ___ % Some other way_____ **(SPECIFY)**
- ___ % Some other way_____ **(SPECIFY)**

Q2C [ASKIF Q1C > 0] What percent of your **advertising or marketing materials** did you send via. . .

[INTERVIEWER: IF NONE or "0". PLEASE LEAVE BLANK]

- ___ % USPS Single Piece First-Class Mail
- ___ % USPS Pre-Sort First-Class Mail
- ___ % USPS Regular Standard/Bulk Mail
- ___ % USPS Non-Profit Standard/Bulk Mail
- ___ % UPS and/or FedEx
- ___ % Some other way_____ **(SPECIFY)**
- ___ % Some other way_____ **(SPECIFY)**

Q2D [ASKIF Q1D > 0] What percent of your **general communications** including customer notifications, holiday cards, investor/shareholder mailings, etc. did you send via. . .

[INTERVIEWER: IF NONE or "0". PLEASE LEAVE BLANK]

- ___ % USPS Single Piece First-Class Mail
- ___ % USPS Pre-Sort First-Class Mail
- ___ % USPS Priority Mail
- ___ % USPS Express Mail
- ___ % Email
- ___ % UPS and/or FedEx
- ___ % Some other way_____ **(SPECIFY)**
- ___ % Some other way_____ **(SPECIFY)**

Q2DD [ASKIF Q1DD > 0] What percent of your **documents** such as reports, contracts, policies, legal papers, etc. did you send via. . .

[INTERVIEWER: IF NONE or "0". PLEASE LEAVE BLANK]

- ___ % USPS Single Piece First-Class Mail
- ___ % USPS Pre-Sort First-Class Mail
- ___ % USPS Priority Mail
- ___ % USPS Express Mail
- ___ % Email
- ___ % UPS and/or FedEx
- ___ % Some other way_____ **(SPECIFY)**

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___ % Some other way_____ **(SPECIFY)**

Q2E [ASKIF Q1E > 0] What percent of your **magazines** did you send via. . .

[INTERVIEWER: IF NONE or "0". PLEASE LEAVE BLANK]

- ___ % USPS Regular Periodical Mail
- ___ % USPS Non-Profit Periodical Mail
- ___ % USPS Regular Standard/Bulk Mail
- ___ % USPS Non-Profit Standard/Bulk Mail
- ___ % Some other way_____ **(SPECIFY)**
- ___ % Some other way_____ **(SPECIFY)**

Q2F [ASKIF Q1F > 0] What percent of your **newspapers** did you send via. . .

[INTERVIEWER: IF NONE or "0". PLEASE LEAVE BLANK]

- ___ % USPS Regular Periodical Mail
- ___ % USPS Non-Profit Periodical Mail
- ___ % USPS Regular Standard/Bulk Mail
- ___ % USPS Non-Profit Standard/Bulk Mail
- ___ % Some other way_____ **(SPECIFY)**
- ___ % Some other way_____ **(SPECIFY)**

Q2G [ASKIF Q1G > 0] What percent of your **newsletters** did you send via. . .

[INTERVIEWER: IF NONE or "0". PLEASE LEAVE BLANK]

- ___ % USPS Single Piece First-Class Mail
- ___ % USPS Pre-Sort First-Class Mail
- ___ % USPS Regular Standard/Bulk Mail
- ___ % USPS Non-Profit Standard/Bulk Mail
- ___ % USPS Regular Periodical Mail
- ___ % USPS Non-Profit Periodical Mail
- ___ % Some other way _____ **(SPECIFY)**
- ___ % Some other way _____ **(SPECIFY)**

Q2GG [ASKIF Q1GG > 0] What percent of your **responses to direct mail advertising offers** such as applications or order forms did you send via. . .

[INTERVIEWER: IF NONE or "0". PLEASE LEAVE BLANK]

- ___ % USPS Single Piece First-Class Mail
- ___ % USPS Priority Mail
- ___ % USPS Express Mail
- ___ % Email
- ___ % Fax
- ___ % UPS and/or FedEx
- ___ % Some other way_____ **(SPECIFY)**
- ___ % Some other way_____ **(SPECIFY)**

Q2I [ASKIF Q1I > 0] What percent of your [INSERT CODE 91 FROM S7] did you send via. . .

[INTERVIEWER: IF NONE or "0". PLEASE LEAVE BLANK]

- ___ % USPS Single Piece First-Class Mail
- ___ % USPS Pre-Sort First-Class Mail
- ___ % USPS Regular Standard/Bulk Mail
- ___ % USPS Non-Profit Standard/Bulk Mail
- ___ % USPS Priority Mail
- ___ % USPS Express Mail
- ___ % USPS Regular Periodical Mail
- ___ % USPS Non-Profit Periodical Mail
- ___ % Email
- ___ % UPS and/or FedEx
- ___ % Some other way_____ **(SPECIFY)**
- ___ % Some other way_____ **(SPECIFY)**

Q2J [ASKIF Q1J > 0] What percent of your [INSERT CODE 92 FROM S7] did you send via. . .

[INTERVIEWER: IF NONE or "0". PLEASE LEAVE BLANK]

- ___ % USPS Single Piece First-Class Mail
- ___ % USPS Pre-Sort First-Class Mail
- ___ % USPS Regular Standard/Bulk Mail
- ___ % USPS Non-Profit Standard/Bulk Mail
- ___ % USPS Priority Mail
- ___ % USPS Express Mail
- ___ % USPS Regular Periodical Mail
- ___ % USPS Non-Profit Periodical Mail
- ___ % Email
- ___ % UPS and/or FedEx
- ___ % Some other way_____ **(SPECIFY)**
- ___ % Some other way_____ **(SPECIFY)**

Q2K [ASK IF AT LEAST ONE RESPONSE TO Q2A TO Q2J >0% FOR SINGLE PIECE FIRST CLASS MAIL OR PRE-SORT FIRST-CLASS MAIL]

What percent of the First-Class Mail that you send has as its destination. . .

- ___ % within the Local Area
- ___ % Within 200 miles of your local area
- ___ % From 200 miles to 1,000 miles of your local area
- ___ % More than 1,000 miles from your local area

First Class Mail Change Statement

Now I am going to provide a description of a proposed change in First Class Mail service from the Postal Service.

Service for First-Class Mail reflects a specific standard for mail originating in one location and destinating in another location. In the continental U.S., the service standard for First-Class Mail delivery is 1 to 3 days. Currently,

- Delivery in the local area is next delivery day.
- Delivery to destinations outside the local area up to 1,000 miles is 2 days.
- Delivery to destinations over 1,000 miles within the continental U.S. is 3 days.

For those living in Alaska and Hawaii, delivery to anywhere in the continental U.S. is 4 days.

As a result of declining mail volume, the cost to continue providing this level of service is becoming unsustainable, contributing to major budget deficits for the Postal Service. In the past two years, the Postal Service has had budget deficits of over \$8 billion and expects to have a similar budget deficit this next year. To address the budget deficits, the Postal Service is exploring several changes, including

- Legislative reform to change government requirements to pre-pay health and pension benefits
- Eliminating Saturday mail delivery to homes and businesses
- Closing many small post offices while shifting retail access to alternative locations and channels

The Postal Service is also considering revising the service standards for First-Class Mail within the continental U.S.

- Delivery in your local area now delivered the next delivery day will be delivered on the second day
- Delivery outside the local area up to 200 miles which now takes 2 days will continue to be delivered on the second day.
- Delivery to destinations 200 to 1,000 miles which now takes 2 days will take 3 days
- Delivery to destinations over 1,000 miles which now takes 3 days will continue to take 3 days

For those living in Alaska and Hawaii, delivery to anywhere in the continental U.S. will continue to take 4 days.

In addition, local Periodical Mail, primarily newspapers, is currently transported along with First-Class Mail. The proposed change will mean that local delivery of this mail now delivered on the next day will be delivered on the second day. All other Periodical Mail delivery schedules will not be affected. **[READ IF Q2A-Q2J = FCM, SM, PE]** Businesses using bulk First Class, Standard, or Periodical Mail may have access to fewer locations accepting this mail and potentially result in a need to transport this mail to a location different from the one they are currently using.

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[READ IF Q2A-Q2J = SM] Businesses using Standard Mail may have to transport their bulk mail to another location to take advantage of the available discounts.

VERIFY RESPONDENT HEARD / UNDERSTANDS DESCRIPTION AND WHETHER ANY SECTIONS SHOULD BE RE-READ.

MUST READ / RE-READ VERBATIM. DO NOT PARAPHRASE.

For these next questions, please answer based on the assumption that the changes to First Class Mail described have already happened and were in place during the last 12 months.

Q3 Assuming that the changes to First Class Mail had been in place during the past 12 months, what is the likelihood that this change would have caused your organization to **modify the number of individual pieces of mail your organization sent by any means?** Please answer using a scale from 0 to 10, where “10” means extremely likely and a “0” means extremely unlikely.

- 10 Extremely likely
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1
- 0 Extremely unlikely
- 99 DON'T KNOW / REFUSED

Q4 Assuming that the changes to First Class Mail had been in place during the past 12 months, what is the likelihood that this change would have caused your organization to **modify the way your organization sent different items?** Please answer using a scale from 0 to 10, where “10” means extremely likely and a “0” means extremely unlikely.

- 10 Extremely likely
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1
- 0 Extremely unlikely
- 99 DON'T KNOW / REFUSED

PROGRAMMING NOTE: IF RESPONSES TO Q3 AND Q4 ARE BOTH 0 or DK, SKIP TO CLOSING

Q5A [ASKIF Q1A > 0 AND Q3 > 0] You indicated that you sent [INSERT AMOUNT FROM Q1A] **bills, invoices or statements** in the past 12 months.

Assuming that the changes to First Class Mail had been in place during the past 12 months, how many **bills, invoices, or statements** would you have sent by any means? [AS NECESSARY: This also includes any way other than by mail.]

[IF "0" OR "NONE" CONFIRM: You mean you would no longer send any **bills, invoices, or statements** by any means at all?]

<p>_____</p> <p>(RECORD NUMBER UP TO 3 DIGITS)</p> <p>[IF 0, SKIP TO INSTRUCTION BEFORE Q6A]</p>	<p>01 99 or Less</p> <p>02 Hundred</p> <p>03 Thousand</p> <p>04 Million</p> <p>05 Billion</p> <p>98 DON'T KNOW</p>
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Q5B [ASKIF Q1A > 0 AND Q4 > 0] You indicated that in the past 12 months you sent your **bills, invoices or statements** as follows:

RESTORE PERCENT DISTRIBUTION FROM Q2A

Assuming that the changes to First Class Mail had been in place during the past 12 months. What percent of your **bills, invoices or statements** would you have sent via. . .

- ___ % USPS Single Piece First-Class Mail
- ___ % USPS Pre-Sort First-Class Mail
- ___ % USPS Priority Mail
- ___ % USPS Express Mail
- ___ % Email
- ___ % Online billing, invoicing or statement presentation
- ___ % UPS and/or FedEx
- ___ % Some other way_____ **(SPECIFY)**
- ___ % Some other way_____ **(SPECIFY)**

Q6A [ASKIF Q1B > 0 AND Q3 > 0] You indicated that you sent [INSERT AMOUNT FROM Q1B] **payments** in the past 12 months.

Assuming that the changes to First Class Mail had been in place during the past 12 months, how many **payments** would you have sent by any means? [AS NECESSARY: This also includes any way other than by mail.]

[IF "0" OR "NONE" CONFIRM: You mean you would no longer send any **payments** by any means at all?]

<p>_____</p> <p>(RECORD NUMBER UP TO 3 DIGITS)</p> <p>[IF 0, SKIP TO INSTRUCTION BEFORE Q7A]</p>	<p>01 99 or Less</p> <p>02 Hundred</p> <p>03 Thousand</p> <p>04 Million</p> <p>05 Billion</p> <p>98 DON'T KNOW</p>
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Q6B [ASKIF Q1B > 0 AND Q4 > 0] You indicated that in the past 12 months you sent **payments** as follows:

RESTORE PERCENT DISTRIBUTION FROM Q2B

Assuming that the changes to First Class Mail had been in place during the past 12 months. What percent of your **payments** would you have sent via. . .

- ___ % USPS Single Piece First-Class Mail
- ___ % USPS Pre-Sort First-Class Mail
- ___ % USPS Priority Mail
- ___ % USPS Express Mail
- ___ % Online billing, invoicing or statement presentation
- ___ % PayPal
- ___ % Automated payment from checking account or credit card
- ___ % UPS and/or FedEx
- ___ % Some other way _____ **(SPECIFY)**
- ___ % Some other way _____ **(SPECIFY)**

Q7A [ASKIF Q1C > 0 AND Q3 > 0] You indicated that you sent [INSERT AMOUNT FROM Q1C] **advertising and marketing materials** in the past 12 months.

Assuming that the changes to First Class Mail had been in place during the past 12 months, how **many advertising and marketing materials** would you have sent by any means? [AS NECESSARY: This also includes any way other than by mail.]

[IF "0" OR "NONE" CONFIRM: You mean you would no longer send any **advertising and marketing materials** by any means at all?]

<p>_____</p> <p>(RECORD NUMBER UP TO 3 DIGITS)</p> <p>[IF 0, SKIP TO INSTRUCTION BEFORE Q8A]</p>	<p>01 99 or Less</p> <p>02 Hundred</p> <p>03 Thousand</p> <p>04 Million</p> <p>05 Billion</p> <p>98 DON'T KNOW</p>
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Q7B [ASKIF Q1C > 0 AND Q4 > 0] You indicated that in the past 12 months you sent your **advertising and marketing materials** as follows:

RESTORE PERCENT DISTRIBUTION FROM Q2C

Assuming that the changes to First Class Mail had been in place during the past 12 months. What percent of your **advertising and marketing materials** would you have sent via. . .

- ___ % USPS Single Piece First-Class Mail
- ___ % USPS Pre-Sort First-Class Mail
- ___ % USPS Regular Standard/Bulk Mail
- ___ % USPS Non-Profit Standard/Bulk Mail
- ___ % Email
- ___ % UPS and/or FedEx
- ___ % Some other way_____ **(SPECIFY)**
- ___ % Some other way_____ **(SPECIFY)**

Q8A [ASKIF Q1D > 0 AND Q3 > 0] You indicated that you sent [INSERT AMOUNT FROM Q1D] pieces of **general communications** in the past 12 months.

Assuming that the changes to First Class Mail had been in place during the past 12 months, how many pieces of **general communications** would you have sent by any means? [AS NECESSARY: This also includes any way other than by mail.]

[IF "0" OR "NONE" CONFIRM: You mean you would no longer send any **general communications** by any means at all?]

<p>_____</p> <p>(RECORD NUMBER UP TO 3 DIGITS)</p> <p>[IF 0, SKIP TO INSTRUCTION BEFORE Q8C]</p>	<p>01 99 or Less</p> <p>02 Hundred</p> <p>03 Thousand</p> <p>04 Million</p> <p>05 Billion</p> <p>98 DON'T KNOW</p>
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Q8B [ASKIF Q1D > 0 AND Q4 > 0] You indicated that in the past 12 months you sent your **general communications** as follows:

RESTORE PERCENT DISTRIBUTION FROM Q2D

Assuming that the changes to First Class Mail had been in place during the past 12 months. What percent of your **general communications** would you have sent via. .

- ___ % USPS Single Piece First-Class Mail
- ___ % USPS Pre-Sort First-Class Mail
- ___ % USPS Priority Mail
- ___ % USPS Express Mail
- ___ % Email
- ___ % UPS and/or FedEx
- ___ % Some other way_____ **(SPECIFY)**
- ___ % Some other way_____ **(SPECIFY)**

Q8C [ASKIF Q1DD > 0 AND Q3 > 0] You indicated that you sent [INSERT AMOUNT FROM Q1DD] **documents** in the past 12 months.

Assuming that the changes to First Class Mail had been in place during the past 12 months, how many **documents** would you have sent by any means? [AS NECESSARY: This also includes any way other than by mail.]

[IF "0" OR "NONE" CONFIRM: You mean you would no longer send any **documents** by any means at all?]

<p>_____</p> <p>(RECORD NUMBER UP TO 3 DIGITS)</p> <p>[IF 0, SKIP TO INSTRUCTION BEFORE Q9A]</p>	<p>01 99 or Less</p> <p>02 Hundred</p> <p>03 Thousand</p> <p>04 Million</p> <p>05 Billion</p> <p>98 DON'T KNOW</p>
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Q8D [ASKIF Q1DD > 0 AND Q4 > 0] You indicated that in the past 12 months you sent your **documents** as follows:

RESTORE PERCENT DISTRIBUTION FROM Q2DD

Assuming that the changes to First Class Mail had been in place during the past 12 months. What percent of your **documents** would you have sent via. . .

- ___ % USPS Single Piece First-Class Mail
- ___ % USPS Pre-Sort First-Class Mail
- ___ % USPS Priority Mail
- ___ % USPS Express Mail
- ___ % Email
- ___ % UPS and/or FedEx
- ___ % Some other way _____ **(SPECIFY)**
- ___ % Some other way _____ **(SPECIFY)**

Q9A [ASKIF Q1E > 0 AND Q3 > 0] You indicated that you sent [INSERT AMOUNT FROM Q1E] **magazines** in the past 12 months.

Assuming that the changes to First Class Mail had been in place during the past 12 months, how many **magazines** would you have sent by any means? [AS NECESSARY: This also includes any way other than by mail.]

[IF "0" OR "NONE" CONFIRM: You mean you would no longer send any **magazines** by any means at all?]

<p>_____</p> <p>(RECORD NUMBER UP TO 3 DIGITS)</p> <p>[IF 0, SKIP TO INSTRUCTION BEFORE Q10A]</p>	<p>01 99 or Less</p> <p>02 Hundred</p> <p>03 Thousand</p> <p>04 Million</p> <p>05 Billion</p> <p>98 DON'T KNOW</p>
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Q9B [ASKIF Q1E > 0 AND Q4 > 0] You indicated that in the past 12 months you sent your **magazines** as follows:

RESTORE PERCENT DISTRIBUTION FROM Q2E

Assuming that the changes to First Class Mail had been in place during the past 12 months. What percent of your **magazines** would you have sent via. . .

- ___ % USPS Regular Periodical Mail
- ___ % USPS Non-Profit Periodical Mail
- ___ % USPS Regular Standard/Bulk Mail
- ___ % USPS Non-Profit Standard/Bulk Mail
- ___ % Some other way_____ **(SPECIFY)**
- ___ % Some other way_____ **(SPECIFY)**

Q10A [ASKIF Q1F > 0 AND Q3 > 0] You indicated that you sent [INSERT AMOUNT FROM Q1F] **newspapers** in the past 12 months.

Assuming that the changes to First Class Mail had been in place during the past 12 months, how many **newspapers** would you have sent by any means? [AS NECESSARY: This also includes any way other than by mail.]

[IF "0" OR "NONE" CONFIRM: You mean you would no longer send any **newspapers** by any means at all?]

<p>_____</p> <p>(RECORD NUMBER UP TO 3 DIGITS)</p> <p>[IF 0, SKIP TO INSTRUCTION BEFORE Q11A]</p>	<p>01 99 or Less</p> <p>02 Hundred</p> <p>03 Thousand</p> <p>04 Million</p> <p>05 Billion</p> <p>98 DON'T KNOW</p>
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Q10B [ASKIF Q1F > 0 AND Q4 > 0] You indicated that in the past 12 months you sent your **newspapers** as follows:

RESTORE PERCENT DISTRIBUTION FROM Q2F

Assuming that the changes to First Class Mail had been in place during the past 12 months. What percent of your **newspapers** would you have sent via. . .

- ___ % USPS Regular Periodical Mail
- ___ % USPS Non-Profit Periodical Mail
- ___ % USPS Regular Standard/Bulk Mail
- ___ % USPS Non-Profit Standard/Bulk Mail
- ___ % Some other way _____ **(SPECIFY)**
- ___ % Some other way _____ **(SPECIFY)**

Q11A [ASKIF Q1G > 0 AND Q3 > 0] You indicated that you sent [INSERT AMOUNT FROM Q1G] **newsletters** in the past 12 months.

Assuming that the changes to First Class Mail had been in place during the past 12 months, how many **newsletters** would you have sent by any means? [AS NECESSARY: This also includes any way other than by mail.]

[IF "0" OR "NONE" CONFIRM: You mean you would no longer send any **newsletters** by any means at all?]

<p>_____</p> <p>(RECORD NUMBER UP TO 3 DIGITS)</p> <p>[IF 0, SKIP TO INSTRUCTION BEFORE Q11C]</p>	<p>01 99 or Less</p> <p>02 Hundred</p> <p>03 Thousand</p> <p>04 Million</p> <p>05 Billion</p> <p>98 DON'T KNOW</p>
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Q11B [ASKIF Q1G > 0 AND Q4 > 0] You indicated that in the past 12 months you sent your **newsletters** as follows:

RESTORE PERCENT DISTRIBUTION FROM Q2G

Assuming that the changes to First Class Mail had been in place during the past 12 months. What percent of your **newsletters** would you have sent via. . .

- ___ % USPS Single Piece First-Class Mail
- ___ % USPS Pre-Sort First-Class Mail
- ___ % USPS Regular Standard/Bulk Mail
- ___ % USPS Non-Profit Standard/Bulk Mail
- ___ % USPS Regular Periodical Mail
- ___ % USPS Non-Profit Periodical Mail
- ___ % Some other way _____ **(SPECIFY)**
- ___ % Some other way _____ **(SPECIFY)**

Q11C [ASKIF Q1GG > 0 AND Q3 > 0] You indicated that you sent [INSERT AMOUNT FROM Q1GG] pieces of **responses to direct mail advertising offers** in the past 12 months.

Assuming that the changes to First Class Mail had been in place during the past 12 months, how many pieces of **responses to direct mail advertising offers** would you have sent by any means? [AS NECESSARY: This also includes any way other than by mail.]

[IF "0" OR "NONE" CONFIRM: You mean you would no longer send any **direct mail advertising offers** by any means at all?]

<p>_____</p> <p>(RECORD NUMBER UP TO 3 DIGITS)</p> <p>[IF 0, SKIP TO INSTRUCTION BEFORE Q12A]</p>	<p>01 99 or Less</p> <p>02 Hundred</p> <p>03 Thousand</p> <p>04 Million</p> <p>05 Billion</p> <p>98 DON'T KNOW</p>
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Q11D [ASKIF Q1GG > 0 AND Q4 > 0] You indicated that in the past 12 months you sent your **responses to direct mail advertising offers** as follows:

RESTORE PERCENT DISTRIBUTION FROM Q2GG

Assuming that the changes to First Class Mail had been in place during the past 12 months. What percent of your **responses to direct mail advertising offers** would you have sent via. . .

- ___ % USPS Single Piece First-Class Mail
- ___ % USPS Priority Mail
- ___ % USPS Express Mail
- ___ % Email
- ___ % Fax
- ___ % UPS and/or FedEx
- ___ % Some other way _____ **(SPECIFY)**
- ___ % Some other way _____ **(SPECIFY)**

Q12A [ASKIF Q1I > 0 AND Q3 > 0] You indicated that you sent [INSERT AMOUNT FROM Q1I] [INSERT CODE 91 FROM S7] in the past 12 months.

Assuming that the changes to First Class Mail had been in place during the past 12 months, how many [INSERT CODE 91 FROM S7] would you have sent by any means? [AS NECESSARY: This also includes any way other than by mail.]

[IF "0" OR "NONE" CONFIRM: You mean you would no longer send any [INSERT CODE 91 FROM S7] by any means at all?]

<p>_____</p> <p>(RECORD NUMBER UP TO 3 DIGITS)</p> <p>[IF 0, SKIP TO INSTRUCTION BEFORE Q13A]</p>	<p>01 99 or Less</p> <p>02 Hundred</p> <p>03 Thousand</p> <p>04 Million</p> <p>05 Billion</p> <p>98 DON'T KNOW</p>
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Q12B [ASKIF Q1I > 0 AND Q4 > 0] You indicated that in the past 12 months you sent your [INSERT CODE 91 FROM S7] as follows:

RESTORE PERCENT DISTRIBUTION FROM Q2I

Assuming that the changes to First Class Mail had been in place during the past 12 months. What percent of your [INSERT CODE 91 FROM S7] would you have sent via. . .

- ___ % USPS Single Piece First-Class Mail
- ___ % USPS Pre-Sort First-Class Mail
- ___ % USPS Regular Standard/Bulk Mail
- ___ % USPS Non-Profit Standard/Bulk Mail
- ___ % USPS Priority Mail
- ___ % USPS Express Mail
- ___ % USPS Regular Periodical Mail
- ___ % USPS Non-Profit Periodical Mail
- ___ % Email
- ___ % UPS and/or FedEx
- ___ % Some other way_____ **(SPECIFY)**
- ___ % Some other way_____ **(SPECIFY)**

Q13A [ASKIF Q1J > 0 AND Q3 > 0] You indicated that you sent [INSERT AMOUNT FROM Q1J] [INSERT CODE 92 FROM S7] in the past 12 months.

Assuming that the changes to First Class Mail had been in place during the past 12 months, how many [INSERT CODE 92 FROM S7] would you have sent by any means? [AS NECESSARY: This also includes any way other than by mail.]

[IF "0" OR "NONE" CONFIRM: You mean you would no longer send any [INSERT CODE 92 FROM S7] by any means at all?]

<p>_____</p> <p>(RECORD NUMBER UP TO 3 DIGITS)</p> <p>[IF 0, SKIP TO INSTRUCTION BEFORE Q21]</p>	<p>01 99 or Less</p> <p>02 Hundred</p> <p>03 Thousand</p> <p>04 Million</p> <p>05 Billion</p> <p>98 DON'T KNOW</p>
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Q13B [ASKIF Q1J > 0 AND Q4 > 0] You indicated that in the past 12 months you sent your [INSERT CODE 92 FROM S7] as follows:

RESTORE PERCENT DISTRIBUTION FROM Q2J

Assuming that the changes to First Class Mail had been in place during the past 12 months. What percent of your [INSERT CODE 92 FROM S7] would you have sent via. . .

- ___ % USPS Single Piece First-Class Mail
- ___ % USPS Pre-Sort First-Class Mail
- ___ % USPS Regular Standard/Bulk Mail
- ___ % USPS Non-Profit Standard/Bulk Mail
- ___ % USPS Priority Mail
- ___ % USPS Express Mail
- ___ % USPS Regular Periodical Mail
- ___ % USPS Non-Profit Periodical Mail
- ___ % Email
- ___ % UPS and/or FedEx
- ___ % Some other way_____ **(SPECIFY)**
- ___ % Some other way_____ **(SPECIFY)**

CLOSING**FIRMOGRAPHICS / DEMOGRAPHICS**

And these last few questions are for classification purposes only.

Q21 To verify, what is the name of the organization in which you work?

_____ (RECORD NAME OF ORGANIZATION)

99 REFUSED

Q22 In which state is your company headquarters located? PLEASE SELECT ONE. DO NOT READ LIST.

- 01 Alabama
- 02 Arizona
- 03 Arkansas
- 04 California
- 05 Colorado
- 06 Connecticut
- 07 Delaware
- 08 District of Columbia
- 09 Florida
- 10 Georgia
- 11 Idaho
- 12 Illinois
- 13 Indiana
- 14 Iowa
- 15 Kansas
- 16 Kentucky
- 17 Louisiana
- 18 Maine
- 19 Maryland
- 20 Massachusetts
- 21 Michigan
- 22 Minnesota
- 23 Mississippi
- 24 Missouri
- 25 Montana
- 26 Nebraska
- 27 Nevada
- 28 New Hampshire
- 29 New Jersey
- 30 New Mexico
- 31 New York
- 32 North Carolina
- 33 North Dakota
- 34 Ohio
- 35 Oklahoma
- 36 Oregon
- 37 Pennsylvania
- 38 Rhode Island
- 39 South Carolina

- 40 South Dakota
- 41 Tennessee
- 42 Texas
- 43 Utah
- 44 Vermont
- 45 Virginia
- 46 Washington
- 47 West Virginia
- 48 Wisconsin
- 49 Wyoming
- 50 Alaska
- 51 Hawaii

Q23 Which of the following best describes your headquarters' business location?.

- 01 Large Metro Area
- 02 Small Metro Area
- 03 Rural Area
- 99 DON'T KNOW / REFUSED

Q24 Those are all the research questions we have for you today. As a token of our appreciation for participating, we will be sending you a \$40 gift card for Amazon.com.

- 01 I accept the Amazon.com gift card
- 02 I decline or cannot accept the Amazon.com gift card.

IF Q24 = CODE 1, THEN ASK Q25A

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Q25a What e-mail address would you like to have the gift card sent?

_____ (RECORD E-MAIL ADDRESS)

Q25b And I would just like to confirm that I entered your e-mail address correctly. Is it
(INSERT E-MAIL ADDRESS FROM Q25A)?

- 1 Yes, that is correct
- 2 No, that is not correct

Thank you again for participating in this important research study. The gift card will be emailed early in September when the study is completed.

IF Q24 = 2, THEN DISPLAY:

Thank you again for participating in this important research study.