

1724 Connecticut Avenue, NW
 Washington, DC 20009
 (202) 234-5570

Interviews: 760 respondents
 Dates: May 19-20, 2003

FINAL

Study #7006
 OMB No. 1505-0192
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52 Male 48 Female [109]

Please note: all results are shown as percentages unless otherwise stated.

- I'm going to read you the names of several groups, organizations, and companies, and I'd like you to rate your feelings toward each one as either very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the group, organization, or company, please just say so.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY VERY OR SOMEWHAT POSITIVE

	<u>Very Positive</u>	<u>Somewhat Positive</u>	<u>Neutral</u>	<u>Somewhat Negative</u>	<u>Very Negative</u>	<u>Don't Know Name/ Not Sure</u>	
The United States Postal Service	47	32	12	6	3	-	[138]
Overnight package delivery services, such as UPS.....	47	31	11	2	2	7	[140]
Overnight express delivery services, such as FedEx.....	42	29	12	2	1	14	[139]
Internet e-mail service providers, such as AOL and Earthlink.....	16	18	21	9	7	29	[141]

- When it comes to the quality and reliability of mail services provided by the U.S. Postal Service, would you say that it is generally better, about the same, or generally worse than it was five years ago?

	<u>5/03</u>	<u>6/01</u>	<u>11/94</u>	
Generally better.....	36	28	24	[142]
About the same.....	46	55	53	
Generally worse.....	16	15	22	
Not sure.....	2	2	1	

- When you think about what it would take to make the U.S. Postal Service work extremely well, would that require a total overhaul of the entire Postal Service, some major changes, some minor changes, or does the Postal Service work extremely well as it is now?

	<u>5/03</u>	<u>11/94</u>	
Total overhaul.....	6	12	[143]
Some major changes.....	16	27	
Some minor changes.....	43	36	
Works extremely well as it is now	30	21	
Depends (VOL).....	1	1	
Not sure.....	4	3	

4. Now I'd like you to rate your satisfaction with some specific aspects of the Postal Service. Would you say that you are extremely satisfied, quite satisfied, neutral, quite dissatisfied, or extremely dissatisfied with ...?

THIS TABLE IS RANKED BY THE PERCENTAGE OF RESPONDENTS WHO SAY EXTREMELY OR QUITE SATISFIED

	<u>Extremely Satisfied</u>	<u>Quite Satisfied</u>	<u>Neutral</u>	<u>Quite Dissatisfied</u>	<u>Extremely Dissatisfied</u>	<u>Don't Know/ Not Sure</u>	
Your postal letter carrier							[144]
May 2003.....	43	33	11	5	3	5	
November 1994.....	28	46	14	7	3	2	
The reliability of the mail service							[146]
May 2003.....	28	47	13	9	3	-	
The quality of service at your local post office							[149]
May 2003.....	30	42	13	9	4	2	
November 1994 ¹	18	46	15	11	5	5	
The variety of products and services offered by the Postal Service							[150]
May 2003.....	22	47	21	3	2	5	
The amount of time it takes to deliver the mail you send							[148]
May 2003.....	21	46	15	12	5	1	
The value of the services you get from the Postal Service relative to the price you pay							[151]
May 2003.....	26	38	19	11	4	2	
The ability of the postal service to compete with other commercial delivery services							[147]
May 2003.....	17	40	23	8	2	10	
The thirty-seven-cent cost of mailing a first-class letter							[145]
May 2003.....	14	36	21	18	10	1	

¹In November 1994, item was phrased, "The customer service window at your local post office."

5. Thinking about the Postal Service and the challenges that it faces from other package and letter delivery services such as FedEx and U-P-S, do you feel that the changes the Postal Service has made over the past five years have been more than enough to compete, just about enough to stay competitive, somewhat too few and it has lost ground, or far too few and it has fallen behind?

More than enough to compete	13	[152]
Just about enough to stay competitive	46	
Somewhat too few, lost ground.....	15	
Far too few, fallen behind.....	14	
Don't know /not sure	12	

6. If you could change one or two things about the Postal Service, your letter carrier, or your local post office, what would you change?

(PROBE:) What are the main concerns or complaints you have about the Postal Service?

(PROBE:) What changes could it make that would really increase your satisfaction? **[153-159] ***

More clerks, lines are too long, shorter lines, hire more people	14
Earlier delivery/reliable /at reasonable time/on time delivery	13
Lower price of stamps, lower rates	9
Stay open longer hours, better hours on weekends	7
Make sure letters are put in correct mailboxes/too much mail lost	7
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Don't know; no response	8%

* Asked of one-half the respondents (FORM A).

7. I'm going to mention several changes that have been suggested for the U.S. Postal Service. For each one, please tell me how much of a priority the Postal Service should put on making those kinds of changes, on a scale of zero to ten, on which a number closer to "10" means that change should be a top priority for the Postal Service and a number closer to "0" means that the Postal Service should not spend too much time making changes in that area. Remember, you may use any number from "0" to "10," depending on how strongly you feel that that change should be a top Postal Service priority.

THIS TABLE HAS BEEN RANKED BY THE MEAN

	<u>Mean</u>	Top Priority	<u>8-9</u>	<u>6-7</u>	Low Priority	<u>Cannot Rate</u>	
		10			0-5		
Using technology to enable customers to track mail through the postal system	7.4	32	27	16	23	2	[172-173]
Greater use of modern business practices to improve management and efficiency	7.3	28	25	17	24	6	[160-161]
Focusing on its core mission of accepting and delivering letters, small packages, and parcels	7.3	27	29	16	25	3	[164-165]
Using technology to provide alternative methods of purchasing postage and other postal products	6.4	19	22	18	37	4	[176-177]
Focusing on the most efficient means of mail delivery, such as curbside delivery and cluster boxes	5.9	16	19	17	43	5	[166-167]
Delivering postal services through a wide variety of retail locations, such as drug stores and grocery stores, to make access to these services more convenient.....	5.8	16	21	16	45	2	[168-169]
Changing to a more predictable schedule for postage rate increases, such as once every two years rather than the current system of making changes to rates whenever they are needed.....	5.7	22	16	10	49	3	[162-163]
Requiring greater standardization of package and letter sizes and weights to improve service and control costs	5.7	13	18	16	50	3	[174-175]

Q.7 (cont'd)	<i>Mean</i>	Top Priority			Low Priority		Cannot Rate	
		<u>10</u>	<u>8-9</u>	<u>6-7</u>	<u>0-5</u>			
Allowing the use of private companies in the sorting, processing, and transporting of mail where it will help improve service or control costs	5.3	15	18	15	49	3	[178-179]	
Changing the law to allow private companies to deliver packages and letters into your home mail box.....	3.5	10	8	9	71	2	[170-171]	

8. Now here are some proposals for how the Postal Service could deal with a deficit in its operations. For each one, please tell me whether you strongly favor that approach, mildly favor it, feel neutral about it, mildly oppose it, or strongly oppose that approach.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY STRONGLY FAVOR

	<u>Strongly Favor</u>	<u>Mildly Favor</u>	<u>Feel Neutral</u>	<u>Mildly Oppose</u>	<u>Strongly Oppose</u>	<u>Not Sure</u>	
The Postal Service should not be allowed to run a deficit, even if it means raising postal rates across the board to cover its costs	20	21	21	16	18	4	[208]
The Postal Service should not be allowed to run a deficit and should reduce costs by cutting back services and the number of deliveries and eliminating services that are not profitable.....	16	22	17	17	26	2	[209]
To keep postage rates down, the Postal Service should be allowed to run a deficit even if it means adding to the federal government budget deficit	10	14	16	20	37	3	[180]

9. Would you favor or oppose a proposal to change the Postal Service into a private company, independent of government funding or management with the flexibility to change services and pricing to meet changing market opportunities? (IF "FAVOR/OPPOSE," ASK:) And would you say that you (favor/oppose) this proposal strongly or not so strongly?

Favor—strongly.....	13	[210]
Favor--not strongly.....	11	
Oppose--not strongly.....	14	
Oppose—strongly	53	
Not sure.....	9	

10. And why do you feel that way? Why do you (favor/oppose) the proposal to change the Postal Service into a private company? [211-217] **

Net Favor	24%	Net Oppose	64%
Post office will run more as a business/more efficient, better	10	No changes, leave as is, let government run it	18
Better services, better rates	4	Prices will go up, concerns about cost	10
Competition is good	3	Again privatization, privatization doesn't work	9
The government should work/operate like a private company/like a business	2	Postal Service has done a good job, provides good service, reliable	9
Less politics/less government involvement/in favor of less government	1	Don't trust private companies, just interested in profits, money	7
-----		Don't know; no response	10%

** Asked of one-half the respondents (FORM B).

11. In the past the Postal Service has received taxpayer money to subsidize the mail service and cover any difference between the income from postage sales and the cost of the delivery service. More recently the Postal Service has operated almost entirely on the income it generates in postage sales. Would you favor or oppose a proposal to again use taxpayer money to subsidize the postal service and cover any difference in the cost of the service and the income from postage sales? (IF "FAVOR/OPPOSE," ASK:) And would you say that you (favor/oppose) this proposal strongly or not so strongly?

Favor—strongly.....	18	[218]
Favor--not strongly.....	18	
Oppose--not strongly.....	18	
Oppose—strongly	36	
Not sure.....	10	

12. Which of the following statements comes closer to your view of what the Postal Service should do when the income from postage sales fails to cover the cost of the delivery service?

Statement A: The Postal Service should raise rates when it is necessary to maintain a high level of service

Statement B: The Postal Service should cut back on the services provided if necessary to keep rates low

Statement A/raise rates to keep service level high	55	[219]
Statement B/cut back service level to keep rates low.....	33	
Not sure.....	12	

13a. I am going to read you some specific proposals that have been suggested for reforming the U.S. Postal Service so it can more effectively and efficiently provide mail service for all Americans. For each one, please tell me whether that is something you would strongly favor, somewhat favor, somewhat oppose, or strongly oppose.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY STRONGLY OR SOMEWHAT FAVOR

	<u>Strongly Favor</u>	<u>Somewhat Favor</u>	<u>Somewhat Oppose</u>	<u>Strongly Oppose</u>	<u>Not Sure</u>	
Require the Postal Service to develop standard sizes and designs for letters, small packages, and parcels to help increase efficiency and control costs.....	35	34	14	11	6	[223]

Require the Postal Service to accelerate the use of kiosks and ATMs for the distribution of postage	38	30	11	12	9	[227]
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Q.13a (cont'd)	<u>Strongly Favor</u>	<u>Somewhat Favor</u>	<u>Somewhat Oppose</u>	<u>Strongly Oppose</u>	<u>Not Sure</u>	
Allow the Postal Service greater flexibility to close or consolidate mail processing centers when doing so increases the overall efficiency of Postal Service operations	35	33	11	14	7	[226]
Allow customers to send first-class mail by using personalized stamps, which can include a personal message, photo, or graphic that can be printed from a computer	24	26	13	26	11	[228]
Give the Postal Service the authority to close post offices when similar services can be provided through agreements with grocery stores, shopping malls, and other retailers ...	23	24	16	31	6	[225]
Authorize the Postal Service to expand into non-postal businesses such as electronic bill-paying over the Internet.....	23	23	15	31	8	[222]
Require the Postal Service to reduce its costs by hiring private companies to assist in the sorting, processing, and transporting of mail	20	24	15	35	6	[224]
Require the Postal Service to limit its mission to the delivery of traditional paper mail.....	20	18	24	30	8	[221]
Give the Postal Service some flexibility to change prices to meet changing conditions without prior approval from the postal regulator	9	16	22	47	6	[220]

13b. Advertising mail MAY become an increasingly LARGER proportion of the mail that the Postal Service delivers. Under current law, only the Postal Service is allowed to deliver this mail to your home mailbox. Would you strongly favor, somewhat favor, somewhat oppose, or strongly oppose a proposal to allow private companies to compete with the Postal Service for the opportunity to deliver advertising mail to your home mailbox?

Strongly favor.....	13	Skip to Q.14	[229]
Somewhat favor.....	11		
Somewhat oppose	10	CONTINUE	
Strongly oppose	61		
Not sure	5	Skip to Q.14	

(ASK ONLY OF RESPONDENTS WHO SAY THEY WOULD OPPOSE IN Q.13b.)

13c. And which one of the following would you say comes closest to your reason for opposing the proposal to allow private companies to compete for the opportunity to deliver advertising mail to your home mailbox? Is it a concern that it will make your home less secure, the fear that it could lead to personal-identity theft, a concern that it would lead to more "junk mail", or is it some other reason?

Make home less secure	17	[230]
Could lead to identity theft.....	19	
Would lead to more "junk mail"	47	
Other reason	15	
Not sure.....	2	

14. Getting near the end of the survey, please tell me how much you see yourself using the Internet to receive and pay bills over the next five years. Five years from now do you hope to be receiving and paying nearly all your bills over the Internet, the majority of them, just some of them, very few of them, or do you think you will be receiving and paying none of your bills over the Internet?

Nearly all of them.....	10	[231]
The majority of them	14	
Just some of them	17	
Very few of them.....	13	
None of them.....	42	
Already pay most or all bills over the Internet (VOL)	2	
Depends (VOL).....	1	
Not sure.....	1	

FACTUALS: Now I am going to ask you a few questions for statistical purposes only.

F1. How old are you? **(IF "REFUSED," ASK:)** Well, would you tell me which age group you belong to?

18-24.....	9	[232-233]
25-29.....	6	
30-34.....	8	
35-39.....	9	
40-44.....	9	
45-49.....	11	
50-54.....	10	
55-59.....	9	
60-64.....	7	
65 -69.....	5	
70-74.....	6	
75 and over.....	7	
Refused.....	4	

F2. Are you currently employed?

(IF CURRENTLY EMPLOYED:) What type of work do you do?

(IF NOT CURRENTLY EMPLOYED:) Are you a student, a homemaker, retired, or unemployed and looking for work?

<u>Currently Employed</u>			
Professional/ manager	23		[234]
White-collar worker	22	CONTINUE	
Blue-collar worker	15		
Farmer, rancher.....	-		
<u>Not Currently Employed</u>			
Student.....	2		
Homemaker	7		
Retired	24	Skip to Q.F4	
Unemployed, looking for work	3		
Other	-	CONTINUE	
Not sure.....	4	Skip to Q.F4	

(ASK ONLY OF RESPONDENTS WHO SAY THEY ARE EMPLOYED IN Q.F2.)

F3. Are you employed full time or part time?

Full time.....	83	[242]
Part time.....	16	
Not sure.....	1	

F4. What is the last grade that you completed in school?

Grade school.....	1	[243-244]
Some high school.....	6	
High school graduate.....	26	
Some college, no degree.....	16	
Vocational training, 2-year college.....	12	
4-year college/bachelor's degree.....	20	
Some postgraduate work, no degree.....	3	
2-3 years' postgraduate work/master's degree.....	10	
Doctoral/law degree.....	2	
Not sure/refused.....	4	

F5. Are you or is any member of your family employed by the United States Postal Service?

Yes.....	6	[245]
No.....	90	
Not sure.....	4	

F6. Not counting work-related trips to the post office, how many times in an average month do you go to the post office for your personal postal transactions--nearly every day, a few times a week, about once a week, every other week or so, about once a month, or less than once a month?

Nearly every day.....	5	[246]
A few times a week.....	13	
About once a week.....	16	
Every other week or so.....	20	
About once a month.....	21	
Less than once a month.....	16	
Never (VOL).....	5	
Not sure.....	4	

F7. And how often do you personally go to the post office each month on work-related business--nearly every day, a few times a week, about once a week, every other week or so, about once a month, or less than once a month?

Nearly every day.....	5	[247]
A few times a week.....	6	
About once a week.....	4	
Every other week or so.....	6	
About once a month.....	7	
Less than once a month.....	14	
Never (VOL).....	54	
Not sure.....	4	

F8. And thinking about the past thirty days, if you had to guess, how many first-class letters or packages would you say you have sent through the U.S. mail?

None	13	[248]
1 to 4	16	
5 to 9	12	
10 to 14.....	15	
15 to 19.....	8	
20 to 24.....	10	
25 or more	21	
Not sure/refused.....	5	

F9. Compared to other people you know, how much do you use the post office for services other than sending first-class letters--for example, for overnight mail, package delivery, postal money orders, or other services--a great deal, quite a bit, only some, or very little?

A great deal.....	5	[249]
Quite a bit.....	10	
Only some.....	27	
Very little	51	
Not sure/refused.....	7	

F10a. How do you receive your non-business-related mail--home delivery, rural route delivery, a box at your local post office, a box in a commercial mail service, or does your personal mail go to your place of work?

Home delivery	75	[250]
Rural Route	9	
P.O. Box.....	10	
Commercial mail service.....	-	
Delivered to place of work.....	1	
Other (VOL).....	1	
Not sure/refused.....	4	

F10b. And how do you receive the mail that is sent to your home? Do you have a your mail delivered through a slot in your door, a mailbox near a door, a group of boxes near the entrance of an apartment building, a curbside mailbox, a group of mailboxes by the road, or a through some other system?

Slot in door.....	5	[251]
Mailbox near door.....	30	
Group of mailboxes for apartment....	15	
Curbside mailbox.....	30	
Group of mailboxes by the road.....	10	
Other (VOL).....	6	
Not sure/refused.....	4	

F11. For statistical purposes only, would you please tell me whether your total household income for last year was less than \$25,000, between \$25,000 and \$50,000, between \$50,000 and \$75,000, between \$75,000 and \$100,000, between \$100,000 and \$150,000, or more than \$150,000?

Less than \$25,000	17	[252]
\$25,000-\$50,000	25	
\$50,000-\$75,000	17	
\$75,000-\$100,000.....	9	
\$100,000-\$150,000	6	
More than \$150,000	3	

Not sure/refused..... 23

F12. How would you describe the area in which you live--a large city, a medium-to-small city, a suburb near a city, a small town that is not near a city, or a rural or country area?

Large city.....	19	[253]
Medium-to-small city.....	25	
Suburb near a city.....	17	
Small town not near a city.....	17	
Rural or country area	17	
Not sure.....	5	

F13. Finally, are you from a Hispanic or Spanish-speaking background? **(IF "NO," ASK:)** What is your race--white, black, Asian, or something else?

Hispanic.....	7	[254]
White	74	
Black	9	
Asian.....	1	
Other	4	
Not sure/refused.....	5	