

# The Household Diary Study

## Mail Use & Attitudes in FY 2007



John Mazzone - Economist  
John Pickett - Manager, Demand Forecasting and Analysis  
Finance Department

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

March 2008, Contract #102592-02-B-1502

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

# Table of Contents

<b>E</b>	<b>Executive Summary</b>	<b>1</b>
	Background	1
	Overview	1
	Mail Markets	1
<b>1</b>	<b>Chapter 1: Introduction – Volumes &amp; Trends</b>	<b>5</b>
	The Survey	5
	U.S. Postal Service Volumes	5
	Mail Flows	9
	Household Mail	9
	Classes and Markets	10
	Report Organization	10
<b>2</b>	<b>Chapter 2: Profile of Mail Usage</b>	<b>13</b>
	Introduction	13
	Mail Volume and Demographics	13
	Characteristics of Higher- and Lower-Volume Households	14
	Demographic Characteristics of U.S. Households	15
	Use of the Post Office	18
<b>3</b>	<b>Chapter 3: Correspondence</b>	<b>19</b>
	Introduction	19
	Correspondence Mail Volume	19
	Correspondence Mail and Household Characteristics	19
	Personal Correspondence	22
	Business Correspondence	25
<b>4</b>	<b>Chapter 4: Transactions</b>	<b>27</b>
	Introduction	27
	Transactions Mail Volume	27
	Transactions Mail and Household Characteristics	28
	Bill Payment	30
	Bills and Statements Received	34
<b>5</b>	<b>Chapter 5: Advertising Mail</b>	<b>37</b>
	Introduction	37
	The Advertising Market	37
	Advertising Mail Volumes	38
	Advertising Mail and Household Characteristics	39
	Senders of Advertising Mail	41
	Attitudes Toward Advertising	41
	Effectiveness of Advertising Mail	43

<b>6</b>	<b>Chapter 6: Periodicals</b>	<b>45</b>
	Introduction	45
	The Periodical Market	45
	Advertising's Impact on Periodicals	46
	Household Periodicals Volume	46
	Periodicals Mail and Household Characteristics	48
	Subscription Type	49
	Trends in Readership	51
<b>7</b>	<b>Chapter 7: Packages</b>	<b>53</b>
	Introduction	53
	The Package Market	53
	Postal Service Package Volume	55
	Packages and Household Characteristics	56
	Household Package Contents	59
<b>A</b>	<b>Appendix A: Comparative Tables 1987, 2006 and 2007</b>	
	Concordance	
	A1. Total Mail Overview	
	A2. First-Class Mail	
	A3. Standard Mail (A)	
	A4. Direct Mail Advertising	
	A5. Periodicals	
	A6. Packages & Expedited	
	A7. Electronic Communications	
	A8. Annual Trends	
<b>B</b>	<b>Appendix B: Methodology</b>	
	Study Design and Methodology	
	Sample Design	
	Data Collection Method	
	Data Processing	
	Sample Demographic Profile (all counts unweighted), Government Fiscal Year 2007	
	Data Weighting and Expansion	
	Weighting Procedures - FY 2007 Diary Data	
	Adjustment Factors	
<b>C</b>	<b>Appendix C: Survey Instruments</b>	
	C1. Recruitment Questionnaire	
	C2. Diary Package	
	Advance Letter	
	Certificate of Appreciation	
	Photo Quick Start	
	Instruction Booklet	
	Question Booklet	
	Answer Booklet	
	Frequently Asked Questions	
	"I'm Finished. . . ." Card	
	Gift Selection Form	

# List of Tables and Figures

<b>E</b>	<b>Executive Summary</b>	<b>1</b>
	<b>Table E.1:</b> Mail Received and Sent by Households	1
	<b>Table E.2:</b> Household Mail Volume Received and Sent by Market Served	2
	<b>Table E.3:</b> Advertising by Mail Class	2
	<b>Table E.4:</b> Periodical Type Received	2
	<b>Table E.5:</b> Packages Received and Sent via the U.S. Postal Service	3
<b>1</b>	<b>Chapter 1: Introduction – Volumes &amp; Trends</b>	<b>5</b>
	<b>Table 1.1:</b> Total Mail Volume: FY 1987, 2005, 2006 and 2007	6
	<b>Table 1.2:</b> Total Mail: Revenue, Pieces, and Weight by Shape, FY 2007	7
	<b>Table 1.3:</b> Total Mail: Revenue and Weight per Piece by Shape, FY 2007	8
	<b>Table 1.4a:</b> Total Domestic Mail Flows	9
	<b>Table 1.4b:</b> Domestic Mail Flows per Household per Week	9
	<b>Table 1.5:</b> Mail Received and Sent by Households	9
	<b>Table 1.6:</b> Pieces Received and Sent per Household	9
	<b>Table 1.7:</b> Mail Received and Sent by Households	10
<b>2</b>	<b>Chapter 2: Profile of Mail Usage</b>	<b>13</b>
	<b>Table 2.1:</b> Mail Volume and Demographics Average Annual Growth 1981-2007	13
	<b>Table 2.2:</b> Characteristics of Higher- and Lower-Mail-Volume Households	14
	<b>Table 2.3:</b> Education of Higher- and Lower-Mail-Volume Households	15
	<b>Table 2.4:</b> Households by Income and Education	15
	<b>Table 2.5:</b> Households by Income and Age	16
	<b>Table 2.6:</b> Households by Size	16
	<b>Table 2.7:</b> Households by Number of Adults	16
	<b>Table 2.8:</b> Households by Type of Internet Access	17
	<b>Figure 2.1:</b> PC Ownership and Internet Access	17
	<b>Figure 2.2:</b> Broadband Subscribers	17
	<b>Figure 2.3:</b> Household Use of Rented Mailboxes	18
	<b>Figure 2.4:</b> Household Visits to Post Office in Past Month	18
<b>3</b>	<b>Chapter 3: Correspondence</b>	<b>19</b>
	<b>Table 3.1:</b> First Class Correspondence Mail Sent and Received by Sector	19
	<b>Table 3.2:</b> Correspondence Mail Received by Income and Education	20
	<b>Table 3.3:</b> Correspondence Mail Sent by Income and Education	20
	<b>Table 3.4:</b> Correspondence Mail Received by Income and Age	20
	<b>Table 3.5:</b> Correspondence Mail Sent by Income and Age	21
	<b>Table 3.6:</b> Correspondence Mail Received and Sent by Household Size	21
	<b>Table 3.7:</b> Correspondence Mail Received and Sent by Number of Adults in Household	21
	<b>Table 3.8:</b> Correspondence Mail Received and Sent by Type of Internet Access	21
	<b>Table 3.9:</b> Income and Education by Type of Internet Access	21
	<b>Table 3.10:</b> Personal Correspondence Sent and Received	22
	<b>Figure 3.1:</b> Personal Correspondence Sent by Income Group	23

	<b>Figure 3.2:</b> Personal Correspondence Sent by Age Cohort	23
	<b>Figure 3.3:</b> Holiday Greetings Received by Age and Income, FY 2005, 2006 and 2007	24
	<b>Table 3.11:</b> Personal Correspondence by Type of Internet Access	24
	<b>Figure 3.4:</b> Daily Personal E-mails Sent and Received	25
	<b>Table 3.12:</b> Business Correspondence Type (Sent and Received) by Sector (Millions of Pieces)	25
<b>4</b>	<b>Chapter 4: Transactions</b>	<b>27</b>
	<b>Table 4.1:</b> Transactions Mail Sent and Received	27
	<b>Table 4.2:</b> Transactions Mail Received by Income and Education	28
	<b>Table 4.3:</b> Transactions Mail Sent by Income and Education	29
	<b>Table 4.4:</b> Transactions Mail Received by Income and Age	29
	<b>Table 4.5:</b> Transactions Mail Sent by Income and Age	29
	<b>Table 4.6:</b> Transactions Mail Received and Sent by Household Size	29
	<b>Table 4.7:</b> Transactions Mail Received and Sent by Number of Adults in Household	30
	<b>Table 4.8:</b> Transactions Mail Received and Sent by Internet Access	30
	<b>Table 4.9:</b> Income and Education by Type of Internet Access	30
	<b>Table 4.10:</b> Bill Payment by Method, FY 2005 2006 and 2007	31
	<b>Figure 4.1:</b> Monthly Average Household Bill Payment by Method	31
	<b>Figure 4.2:</b> Average Monthly Automatic Deductions per Household	32
	<b>Table 4.11:</b> Types of Bills Paid by Mail	32
	<b>Figure 4.3:</b> Average Bills Paid per Month by Income and Age	33
	<b>Figure 4.4:</b> Bill Payment Method by Age	33
	<b>Table 4.12:</b> Bill and Statement Volumes by Industry	34
	<b>Figure 4.5:</b> Statements Received by Mail by Income	35
	<b>Table 4.13:</b> Average Monthly Bills Received by Method	35
<b>5</b>	<b>Chapter 5: Advertising Mail</b>	<b>37</b>
	<b>Table 5.1:</b> U.S. Advertising Spending by Medium, 2005-2007	37
	<b>Figure 5.1:</b> Direct Mail as a Share of Total Advertising, 1990-2007	37
	<b>Table 5.2:</b> Advertising Mail by Mail Classification	38
	<b>Table 5.3:</b> Advertising Mail by Mail Classification	39
	<b>Table 5.4:</b> Ad Mail Received by Income and Education	39
	<b>Table 5.5:</b> Ad Mail Received by Income and Age	40
	<b>Table 5.6:</b> Ad Mail Received by Size of Household	40
	<b>Table 5.7:</b> Ad Mail Received by Number of Adults	40
	<b>Table 5.8:</b> Ad Mail Received by Internet Access	41
	<b>Figure 5.2:</b> Advertising Volumes for First-Class and Standard Mail Advertising by Sender Type	41
	<b>Figure 5.3:</b> Advertising Mail Behavioral Trends — 1987, 2005, 2006 and 2007	42
	<b>Figure 5.4:</b> Treatment of Standard Mail by Type	42
	<b>Figure 5.5:</b> Treatment of Standard Advertising Mail by Number of Standard Mail Pieces Received per Week	43
	<b>Table 5.9:</b> Intended Response to Advertising Mail by Class	43
	<b>Figure 5.6:</b> Weekly Number of Responses by Income	44

<b>6</b>	<b>Chapter 6: Periodicals</b>	<b>45</b>
	<b>Figure 6.1:</b> Periodicals Mail Volume per Person – 1971 to 2007	45
	<b>Figure 6.2:</b> Real Per-Capita Consumer Magazine Advertising Spending	46
	<b>Table 6.1:</b> Periodical Type by Year	47
	<b>Figure 6.3:</b> Newspaper Circulation	47
	<b>Figure 6.4:</b> Daily Newspaper Readership – 1987 to 2007	48
	<b>Table 6.2:</b> Periodicals by Income and Education	48
	<b>Table 6.3:</b> Periodicals by Income and Age	49
	<b>Table 6.4:</b> Periodicals by Size of Household	49
	<b>Table 6.5:</b> Periodicals by Number of Adults in Household	49
	<b>Table 6.6:</b> Periodicals by Type of Internet Access	49
	<b>Figure 6.5:</b> Subscription Type by Year	50
	<b>Table 6.7:</b> Periodicals by Sender Type	50
	<b>Figure 6.6:</b> Number of Periodicals Received Per Week by Households by Income Group	51
 <b>7</b>	 <b>Chapter 7: Packages</b>	 <b>53</b>
	<b>Table 7.1:</b> Total Package Market Volume Growth	54
	<b>Figure 7.1:</b> Package Delivery Market Segment Share	54
	<b>Table 7.2:</b> Postal Service's Volume Market Share	55
	<b>Table 7.3:</b> FY 2007 Overnight Air Segment Statistics	55
	<b>Table 7.4:</b> FY 2007 Two- and Three-Day Air Segment Statistics	55
	<b>Table 7.5:</b> FY 2007 Ground Segment Statistics	55
	<b>Table 7.6:</b> Postal Service Sent and Received Packages, FY 2005, 2006 and FY 2007	56
	<b>Figure 7.2:</b> Postal Service Sent and Received Packages by Household Income	56
	<b>Table 7.7:</b> Postal Service Received Packages by Income and Age	57
	<b>Table 7.8:</b> Postal Service Sent Packages by Income and Age	57
	<b>Table 7.9:</b> Postal Service Received Packages by Income and Education	57
	<b>Table 7.10:</b> Postal Service Sent Packages by Income and Education	58
	<b>Table 7.11:</b> Postal Service Received and Sent Packages by Size of Household	58
	<b>Table 7.12:</b> Postal Service Received and Sent Packages by Number of Adults in Household	58
	<b>Table 7.13:</b> Received and Sent Packages by Household Internet Access	58
	<b>Table 7.14:</b> Contents of Postal Service Sent and Received Packages	59



# Executive Summary

This report documents the findings of the United States Postal Service's Household Diary Study (HDS) for Fiscal Year (FY) 2007. 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 2007 report covers Government Fiscal Year 2007, with comparisons to 2005 and 2006.

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

## Overview

In 2007, U.S. households received 150.9 billion pieces of mail, and sent 21.2 billion, as seen in Table E.1. Mail sent or received by households constituted 79 percent of total domestic mail in FY 2007. Fifty-five percent of the mail households received was sent Standard Mail. Only four percent of household mail (and about three percent of total mail) was sent between households; the rest was sent between households and nonhouseholds.

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

Mail Classification	Received	Sent
First-Class Mail	58.9	20.8
Standard Regular Mail*	69.9	—
Standard Nonprofit Mail	13.5	—
Periodicals	6.6	—
Package Services**	1.7	.3
Expedited	.3	.2
<b>Total</b>	<b>150.9</b>	<b>21.2</b>
Household to Household	5.9	
Total Mail Sent and Received by Households	166.2	
FY 2007 RPW Total***	211.4	
Nonhousehold to Nonhousehold (Residual)	45.2	
Unaddressed	12.6	—

Source: HDS Diary Sample, FY 2007.

Notes: Expedited includes Priority Mail and Express Mail.

\*Prior to 2007, Detached Address Labels (3 billion pieces in 2006) were counted as separate pieces.

\*\*Includes First-Class and Standard Mail packages.

\*\*\*Does not include international mail.

## Mail Markets

The Household Diary Study examines mail by the markets it serves. This design cuts across classes, but provides a foundation for understanding mail flows and the marketplace changes that affect them. Table E.2 shows the volume of household mail by market for 2005 through 2007.

Thirty-five percent of household mail contains correspondence and transactions, down slightly from 36 percent in 2005. In part, the decline in the percentage of correspondence is a continuation of long-term trends, but it is also related to changing demographics. Younger households both send and receive fewer pieces of correspondence mail, a result of younger households' comfort with and use of the Internet, and their lower average income level.



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

Market	2005	2006	2007
Correspondence	16.6	15.3	14.6
Transactions	42.7	42.7	43.3
Advertising*	101.9	104.9	100.3
Periodicals	6.7	6.7	6.6
Packages	3.1	3.2	3.1
Unclassified	3.8	5.0	6.2
<b>Total</b>	<b>167.0</b>	<b>170.2</b>	<b>166.2</b>

Source: HDS Diary Sample, FY 2005, 2006 and 2007.

Notes:

Correspondence and Transactions includes 7.9 billion pieces of First-Class advertising-enclosed mail (excluded from totals).

Advertising excludes unsolicited samples of periodicals and packages (0.2 billion pieces).

Package Volumes include ground packages and expedited.

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

\*Prior to 2007, Detached Address Labels (3 billion pieces in 2006) were counted as separate pieces.

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

Electronic alternatives also affect transactions mail volume. Automatic deduction and Internet bill payment account for a growing share of household bill payments over time. In fact, over the past five years, the percentage of bills paid by electronic methods increased from 19 percent in 2003 to 32 percent in 2007. In contrast, bills paid by mail decreased from 74 percent to 62 percent of total payments during the same time. In-person payments have remained unchanged from 2003, with 7 percent of all bills paid in person in 2007. The number of bills and statements households received through the mail decreased on a per household basis, while the number of bills received over the Internet continues to grow rapidly.

Advertising mail represented more than half of all mail received by households in 2007. As shown in Table E.3, 83 percent of all advertising mail received by households is Standard Mail (83.4 billion pieces). The remainder consists of First-Class Mail; either stand-alone advertising (9.0 billion pieces), or secondary advertising that is sent along with other matter (7.9 billion pieces).

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

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

Mail Classification	Volume (Billions)	Percent of Total Advertising
First-Class Advertising	16.9	17%
Standard Regular Mail	69.9	70%
Standard Nonprofit Mail	13.5	13%
<b>Total Advertising Mail</b>	<b>100.5</b>	<b>100%</b>

Source: HDS Diary Sample, FY 2007.

Note: Total includes unsolicited samples of packages and periodicals.

As shown in Table E.4, households received 6.6 billion pieces of Periodicals mail in 2007, slightly less than in 2006 and 2005. Nearly three-quarters of these were magazines. Newspapers are only 19% of total Periodicals, down from 35% in 1987. Contributors to the decline in newspaper volumes are lower circulation and readership levels as well as the growth of the Internet as an alternative delivery method.

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

Mail Classification	Volume (Billions)	Percent of Total Periodicals
Newspapers	1.3	19%
Magazines	4.9	73%
Unclassified	0.5	8%
<b>Total Periodicals</b>	<b>6.6</b>	<b>100%</b>

Source: Household Diary Study, FY 2007.

In 2007, households received 2.5 billion and sent 742 million packages. Packages sent increased 11 percent over 2006. Delivery from mail order and Internet retailers is an important driver of package volume, and while the HDS data is not designed to quantify it, there are indications that online auction sites (like eBay) are responsible for some of the recent increase in packages sent by households.

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

Mail Classification	2007			
	Received		Sent	
	Number	Percent	Number	Percent
First-Class Mail	974	39%	445	60%
Expedited	302	12%	150	20%
Standard Mail	653	26%	—	—
Package Services	527	21%	108	15%
Unclassified	71	3%	39	5%
<b>Total Packages</b>	<b>2,528</b>	<b>100%</b>	<b>742</b>	<b>100%</b>

Source: HDS Diary Sample, FY 2007.

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's rentals sent to and received from Netflix, Blockbuster, etc., reported in First-Class Mail letters in Tables E.1, 1.5 and 1.6.



# Chapter 1: Introduction – Volumes & Trends

The U.S. Postal Service Household Diary Study (HDS) Report documents the findings of the Fiscal Year (FY) 2007 study. The HDS measures the mail sent and received by U.S. households, tracks household mail trends and compares mail use between different types of households.

**The Household Diary Study provides a means to track household mail trends over time.**

## The Survey

The Household Diary Study survey, fielded continuously since 1987, aims to collect information on household use of the mail and how that use changes over time. The survey collects household information on:

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

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

### The Survey Consists of Two Parts:

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

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

The HDS FY 2007 report covers the period from October 2, 2006, through September 30, 2007, equivalent to the Government Fiscal Year (GFY) used by the Postal Service. Data from FY 2005 and FY 2006 are also reported on a GFY basis. Data from earlier years are presented on a Postal Fiscal Year basis, consisting of 52-week periods that shifted slightly in relation to calendar dates.

## 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 45 percent of the world's mail. The Postal Service delivered 212 billion pieces of mail in FY 2007 – a decrease of almost 1 billion pieces from 2006. Standard Mail volume again exceeded First-Class Mail in 2007, a trend seen for the first time in 2005 and repeated in 2006. The 1.8 billion decrease in First-Class Single-Piece letters was a major contributor to the change in mix, as it has been for the past several years. In fact, since 1998, First-Class Single-Piece letters have decreased by 14.2 billion, or 26 percent, fueled, in part, by the gradual adoption of the Internet and the general increase in electronic diversion of the mail.

The Postal Service estimates the revenues, volumes, and weight of mail pieces going through the postal network 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 2007, along with data for FY 1987, 2005, and 2006. This report makes frequent comparisons to those years.

Table 1.2 reports revenue, pieces, and weight data by class and shape for FY 2007.

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

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

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

**Table 1.1:**  
Total Mail Volume: FY 1987, 2005, 2006 and 2007  
(Billions of Pieces)

<b>Mail Classification</b>	<b>1987</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
<b>First-Class Mail:</b>	<b>78.6</b>	<b>98.1</b>	<b>97.4</b>	<b>95.9</b>
First-Class Letters:	75.3	92.4	91.8	90.1
Single-Piece	53.9	43.4	41.9	40.1
Workshare	21.4	49.1	49.9	50.0
First-Class Cards:	3.2	5.6	5.7	5.8
Single-Piece	2.5	2.5	2.3	2.2
Workshare	.8	3.1	3.4	3.6
<b>Priority Mail</b>	<b>.4</b>	<b>.9</b>	<b>.9</b>	<b>.9</b>
<b>Express Mail</b>	<b>0</b>	<b>.1</b>	<b>.1</b>	<b>.1</b>
<b>Periodicals</b>	<b>10.3</b>	<b>9.1</b>	<b>9.0</b>	<b>8.8</b>
<b>Standard Mail:</b>	<b>59.4</b>	<b>100.9</b>	<b>102.5</b>	<b>103.5</b>
Regular and ECR:	48.3	85.9	87.9	88.7
Regular	21.7	53.9	54.9	56.5
Enhanced Carrier Route	26.6	32.0	33.0	32.2
Nonprofit and NP ECR:	10.9	15.0	14.6	14.8
Nonprofit	8.6	12.0	12.0	12.1
NP Enhanced Carrier Route	2.3	3.1	2.6	2.7
<b>Package Services:</b>	<b>.6</b>	<b>1.2</b>	<b>1.2</b>	<b>1.2</b>
Parcel Post	.1	.4	.4	.4
<b>Other Domestic Mail</b>	<b>.5</b>	<b>.7</b>	<b>1.1</b>	<b>1.1</b>
<b>International Mail</b>	<b>.8</b>	<b>.9</b>	<b>.8</b>	<b>.8</b>
<b>Total</b>	<b>153.2</b>	<b>211.7</b>	<b>213.0</b>	<b>212.2</b>

Source: RPW Reports.

Note: Totals may not sum due to rounding.

**Table 1.2:**  
Total Mail: Revenue, Pieces, and Weight by Shape, FY 2007

Mail Classification	Revenue (Millions of Dollars)				Pieces (Millions of Pieces)				Weight (Millions of Pounds)			
	Letters	Flats	Parcels	Total	Letters	Flats	Parcels	Total	Letters	Flats	Parcels	Total
<b>First-Class Mail:</b>	<b>32,078</b>	<b>4,394</b>	<b>859</b>	<b>37,331</b>	<b>91,288</b>	<b>4,080</b>	<b>530</b>	<b>95,898</b>	<b>3,337</b>	<b>824</b>	<b>172</b>	<b>4,333</b>
First-Class Letters:	30,809	4,394	859	36,063	85,490	4,080	530	90,100	3,280	824	172	4,276
Single-Piece	15,062	3,694	852	19,609	36,441	3,157	524	40,122	1,096	680	171	1,947
Workshare	15,747	700	7	16,454	49,049	923	6	49,978	2,185	143	1	2,329
First-Class Cards:	1,268	—	—	1,268	5,798	—	—	5,798	57	—	—	57
Single-Piece	547	—	—	547	2,142	—	—	2,142	14	—	—	14
Workshare	721	—	—	721	3,656	—	—	3,656	43	—	—	43
<b>Priority Mail</b>	<b>99</b>	<b>1,219</b>	<b>3,910</b>	<b>5,227</b>	<b>23</b>	<b>277</b>	<b>597</b>	<b>897</b>	<b>2</b>	<b>239</b>	<b>1,555</b>	<b>1,796</b>
<b>Periodicals</b>	<b>22</b>	<b>2,144</b>	<b>2</b>	<b>2,168</b>	<b>129</b>	<b>8,664</b>	<b>3</b>	<b>8,796</b>	<b>9</b>	<b>3,880</b>	<b>7</b>	<b>3,896</b>
<b>Standard Mail:</b>	<b>11,256</b>	<b>8,876</b>	<b>541</b>	<b>20,673</b>	<b>63,807</b>	<b>39,042</b>	<b>667</b>	<b>103,516</b>	<b>3,058</b>	<b>8,424</b>	<b>334</b>	<b>11,815</b>
Regular and ECR:	9,931	8,289	518	18,738	52,587	35,513	632	88,732	2,506	7,902	317	10,726
Regular	8,791	3,669	516	12,977	44,996	10,930	629	56,555	2,150	2,730	316	5,197
Enhanced Carrier Route	1,139	4,620	2	5,761	7,591	24,583	4	32,177	356	5,172	1	5,530
Nonprofit and NP ECR:	1,325	587	23	1,936	11,220	3,529	35	14,784	551	522	16	1,089
Nonprofit	1,233	399	23	1,655	10,150	1,929	35	12,114	509	343	16	868
NP Enhanced Carrier Route	92	188	0	281	1,070	1,600	0	2,670	42	179	0	221
<b>Package Services:</b>	<b>—</b>	<b>342</b>	<b>1,960</b>	<b>2,302</b>	<b>—</b>	<b>347</b>	<b>816</b>	<b>1,163</b>	<b>—</b>	<b>464</b>	<b>2,844</b>	<b>3,309</b>
Parcel Post	—	12	1,194	1,206	—	3	346	349	—	4	1,526	1,529
<b>Total</b>	<b>43,455</b>	<b>16,974</b>	<b>7,273</b>	<b>67,702</b>	<b>155,246</b>	<b>52,410</b>	<b>2,614</b>	<b>210,270</b>	<b>6,405</b>	<b>13,830</b>	<b>4,913</b>	<b>25,148</b>
<b>Other:</b>												
Express Mail				951				55				53
Other Domestic Mail				0				1,077				174
International Mail				1,763				833				268
<b>Total</b>				<b>70,415</b>				<b>212,234</b>				<b>25,643</b>

Source: RPW Reports.

Note: Revenue data do not include fees. Totals may not sum due to rounding.

**Table 1.3:**  
Total Mail: Revenue and Weight per Piece by Shape, FY 2007

Mail Classification	Revenue per Piece (Dollars)				Weight per Piece (Ounces)			
	Letters	Flats	Parcels	Total	Letters	Flats	Parcels	Total
<b>First-Class Mail:</b>	<b>.351</b>	<b>1.077</b>	<b>1.621</b>	<b>.389</b>	<b>.585</b>	<b>3.229</b>	<b>5.192</b>	<b>.723</b>
First-Class Letters:	.360	1.077	1.621	.400	.614	3.229	5.192	.759
Single-Piece	.413	1.170	1.626	.489	.481	3.448	5.208	.776
Workshare	.321	.758	1.156	.329	.713	2.483	3.824	.746
First-Class Cards:	.219	—	—	.219	.158	—	—	.158
Single-Piece	.256	—	—	.256	.108	—	—	.108
Workshare	.197	—	—	.197	.186	—	—	.186
<b>Priority Mail</b>	<b>4.324</b>	<b>4.406</b>	<b>6.545</b>	<b>5.829</b>	<b>1.455</b>	<b>13.793</b>	<b>41.664</b>	<b>32.041</b>
<b>Periodicals</b>	<b>.173</b>	<b>.247</b>	<b>.787</b>	<b>.247</b>	<b>1.058</b>	<b>7.165</b>	<b>37.661</b>	<b>7.086</b>
<b>Standard Mail:</b>	<b>.176</b>	<b>.227</b>	<b>.811</b>	<b>.200</b>	<b>.767</b>	<b>3.452</b>	<b>8.003</b>	<b>1.826</b>
Regular and ECR:	.189	.233	.820	.211	.763	3.560	8.032	1.934
Regular	.195	.336	.821	.229	.765	3.997	8.050	1.470
Enhanced Carrier Route	.150	.188	.490	.179	.751	3.366	4.952	2.750
Nonprofit and NP ECR:	.118	.166	.665	.131	.786	2.365	7.468	1.179
Nonprofit	.121	.207	.667	.137	.802	2.841	7.497	1.146
NP Enhanced Carrier Route	.086	.118	.363	.105	.632	1.790	2.895	1.326
<b>Package Services:</b>	<b>—</b>	<b>.984</b>	<b>2.403</b>	<b>1.980</b>	<b>—</b>	<b>21.400</b>	<b>55.785</b>	<b>45.523</b>
Parcel Post	—	3.944	3.456	3.460	—	19.285	70.624	70.181
<b>Total</b>	<b>.280</b>	<b>.324</b>	<b>2.783</b>	<b>.322</b>	<b>.660</b>	<b>4.222</b>	<b>30.074</b>	<b>1.914</b>
<b>Other:</b>								
Express Mail				17.358				15.350
Other Domestic Mail				.000				2.583
International Mail				2.117				5.160
<b>Total</b>				<b>.332</b>				<b>1.933</b>

Source: RPW Reports.

## 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 nonhousehold,
- 3) Nonhousehold to household, and
- 4) Nonhousehold to nonhousehold.

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

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

Originating In:	Destinating In:		
	Household	Nonhousehold	Total Originating
Household	5.9	15.3	21.2
Nonhousehold	145.0	45.2	190.2
<b>Total Destinating</b>	<b>150.9</b>	<b>60.5</b>	<b>211.4</b>

Source: HDS Diary Sample, FY 2007.

Note: Totals may not sum due to rounding.

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

Originating In:	Destinating In:	
	Household	Nonhousehold
Household	1.0	2.5
Nonhousehold	24.0	N/A

Source: Household Diary Study, FY 2007.

## Household Mail

As shown in Table 1.4a, domestic mail to and from households constituted almost 80 percent of total mail volume in 2007. This equates to 27.5 pieces per week sent and received by U.S. households. Table 1.5 presents the volumes of mail sent and received by households as estimated from the Household Diary Study. The table shows the categories in which the households record their mail. Households received 150.9 billion pieces of mail and sent 21.2 billion. Both of these totals include the 5.9 billion pieces of mail that households sent to each other. The total mail received or sent by households in FY 2007 was 166.2 billion pieces.

In FY 2007, households received 12.6 billion pieces of unaddressed mail. These pieces were predominately the flyers and inserts associated with Standard Mail pieces.

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

Mail Classification	Received	Sent
First-Class Mail	58.9	20.8
Standard Regular Mail*	69.9	—
Standard Nonprofit Mail	13.5	—
Periodicals	6.6	—
Packages**	1.7	.3
Expedited	.3	.2
<b>Total</b>	<b>150.9</b>	<b>21.2</b>
Household to Household	5.9	
Total Mail Received and Sent by Households	166.2	
FY 2007 RPW Total***	211.4	
Nonhousehold to Nonhousehold (Residual)	45.2	
Unaddressed	12.6	—

Source: HDS Diary Sample, FY 2007.

Notes: Expedited includes Priority Mail and Express Mail.

\*Prior to 2007, Detached Address Labels (3 billion pieces in 2006) were counted as separate pieces.

\*\*Includes First-Class and Standard Mail packages.

\*\*\*Does not include international mail.

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

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

Classification	Annual Pieces per HH	Pieces per HH per Week
<b>Mail Received</b>		
First-Class Mail	507	9.8
Standard Regular Mail*	602	11.6
Standard Nonprofit Mail	117	2.2
Periodicals	57	1.1
Packages**	15	.3
Expedited	3	0
<b>Total Mail Received</b>	<b>1,301</b>	<b>25.0</b>
<b>Mail Sent</b>		
First-Class Mail:	179	3.4
Packages**	2	0
Expedited	1	0
<b>Total Mail Sent</b>	<b>183</b>	<b>3.5</b>
Unaddressed	108	2.1

Source: HDS Diary Sample, FY 2007.

Notes: Totals may not sum due to rounding.

\* Prior to 2007, Detached Address Labels (3 billion pieces in 2006) were counted as separate pieces.

\*\* Includes First-Class and Standard Mail packages.



## Classes and Markets

- **First-Class Mail** is used to send transactional mail, correspondence and advertising. Because it is limited to pieces weighing thirteen ounces or less, it is primarily composed of letters and cards.
- **Standard Mail** is advertising mail. For the most part, Standard Mail is composed of letters and flats, although it contains a few postcards and packages as well.
- **Periodicals** are magazines and newspapers, and are predominantly flat shaped.
- **Priority Mail** and **Express Mail** are expedited services for delivering correspondence, transactional mail, and merchandise. Priority and Express pieces can be of any shape except postcards.
- **Package Services** is used to deliver merchandise, books, catalogs, and media such as CDs and DVDs. Most of this mail is parcel shaped.

Table 1.7 crosswalks between classes of mail and the markets they serve.

**Table 1.7:**  
Mail Received and Sent by Households

Class	Market (Billions of Pieces)					
	Correspondence	Transactions	Advertising	Periodicals	Packages	Total
First Class Mail	14.6	43.3	16.9	—	1.3	68.3
Standard Mail	—	—	83.4*	—	.6	84.0
Periodicals	—	—	—	6.6	—	6.6
Priority Mail	—	—	—	—	.3	.3
Express Mail	—	—	—	—	.1	.1
Package Services	—	—	—	—	.7	.7
<b>Total</b>	<b>14.6</b>	<b>43.3</b>	<b>100.3</b>	<b>6.6</b>	<b>3.1</b>	<b>160.0</b>

Source: HDS Diary Sample FY 2007.

Notes:

Correspondence and Transactions include 7.9 billion pieces of secondary advertising mail also reported in Advertising Mail.

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

Package Volumes include ground packages and expedited.

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

\* Prior to 2007, Detached Address Labels (3 billion pieces in 2006) were counted as separate pieces.

## Report Organization

The rest of the Household Diary Study report is organized around the markets the mail serves. Each chapter contains an analysis of the trends in the Household Diary Study data, as well as a discussion of how those trends impact and are impacted 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 parcels and express packages. It discusses the household market for merchandise delivery and looks at the market shares of the various parcel delivery companies.

In addition, there are three appendices to the report:

**Appendix A** contains a set of comparative tables for FY 1987, 2006, and 2007, organized by class of mail. A concordance is presented for comparison with pre-2000 reports.

**New:** Appendix A also includes several trend reports for 2000-2007.

**Appendix B** documents the study methodology and discusses how the data were collected, weighted and adjusted, and compares demographic data in the sample to that of the population as a whole.

**Appendix C** contains the instruments used to administer the survey.



# Chapter 2: Profile of Mail Usage

## Introduction

This chapter provides information on demographic trends and other factors affecting mail volume, providing a basis for assessing mail volume growth. The breakouts introduced provide the basis for much of the analyses in subsequent chapters.

The first section looks at growth in mail volume, population, households, and delivery points over recent decades. The next section examines the demographic characteristics of mail users, contrasting higher mail volume households with lower volume households. The third section details the emerging demographic trends that will affect the future of mail. The last section examines some of the technological, behavioral, and attitudinal factors affecting mail.

## Mail Volume and Demographics

Total U.S. mail volume grew from 110 billion pieces in 1981 to 212 billion in 2007, an increase of 93 percent. This growth outpaced the rate of population growth and household formation. Over the same period, according to the U.S. Census Bureau, adult population grew 36 percent and households grew by 41 percent. The number of places to which the Postal Service delivers increased still faster, growing by 51 percent (see the USPS annual report). As Table 2.1 shows, however, volume growth slowed dramatically over the last six years, while growth in population and households was much steadier.

**Total U.S. mail volume increased 93% between 1981 and 2007, outpacing population growth and household formation.**

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

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 1981-2007

	1981-1990	1991-2000	2001-2007
Total Mail Volume	4.6%	2.3%	.4%
Delivery Points	1.7%	1.5%	1.2%
Adult Population	1.5%	1.3%	1.0%
Households	1.4%	.9%	1.2%

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

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

The 1990s ended in a speculative bubble as the U.S. economy rapidly embraced information technology and integrated the Internet into its business processes. An economic recession followed that, according to the National Bureau of Economic Research, began in March 2001. The 2001 Government Fiscal Year ended with the terrorist attacks on the World Trade Center and the Pentagon. This led to large-scale disruptions of those mail services dependent on air transport such as First-Class, Priority, and Express Mail. When air

service was restored, Priority Mail was no longer allowed on commercial passenger flights. GFY 2002 began with bio-terrorism. Lethal anthrax sent through the mail resulted in five deaths and a number of serious injuries. The 2.2 percent mail volume decline in 2002 was the worst since World War II. In 2003, Standard Mail volume recovered to a new high but total First-Class volume continued to decline. Workshared 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, has continued to decline in part due to the diversion of bills and statements to electronic alternatives and to lower cost Standard Mail options.

Between 2001-2007, total mail volume grew a modest 2.3 percent while First-Class volume fell 7.5 percent. Nevertheless, the U.S. population grew about 6 percent and households grew 7 percent during the same period. The Postal Service added 7.5 percent more delivery points to its network.

**Continued growth in delivery points will be 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 grow. When mail volume grows faster than the number of delivery points, the system benefits from significant economies of scale. When mail volume grows slower, 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.

Over the next three years, according to the U.S. Census Bureau, both the total U.S. population and the adult population are projected to grow by approximately one percent a year. This is in line with the recent past. Households are expected to grow by about 1.2 percent a year. This should result in continued growth in the number of addresses the Postal Service serves, and in the resulting costs. Given recent mail volume trends, this presents a challenge. Continued growth in delivery points that exceeds volume growth could be an ongoing source of pressure on postal costs.

## Characteristics of Higher- and Lower-Volume Households

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

These high-volume households are beginning to take advantage of the opportunity to move away from the mail. Households that receive 30 or more pieces of mail each week pay 21.1 percent of their bills by Internet, up from 14.6 percent in 2005 and 16.5 percent in 2006. In comparison, households that receive less than 30 pieces of mail each week paid 15.6 percent of their bills online, up from 9.5 percent in 2005 and 13.9 percent in 2006.

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

Mail Received (Pieces per HH per week)	Households (Millions)	Median Annual HH Income	HHs w/ Internet Access (Percent)	Annual Bills Paid (Millions)	Annual Bills Paid by Internet (Millions)	Mail Sent (Pieces per HH per week)
45 or more	20.5	\$88,058	90%	3,704	855	5.5
36-44	16.1	\$73,736	86%	2,637	540	4.3
30-35	15.4	\$66,695	82%	2,371	442	3.8
24-29	18.2	\$56,522	78%	2,587	477	3.1
18-23	18.2	\$48,145	73%	2,453	429	3.1
12-17	15.2	\$36,424	68%	1,957	259	2.3
Less than 12	12.4	\$26,465	54%	1,341	136	1.9
<b>Total</b>	<b>116.0</b>	<b>\$57,477</b>	<b>77%</b>	<b>17,049</b>	<b>3,137</b>	<b>3.4</b>

Source: HDS Diary Sample, FY 2007.

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

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

Mail Received (Pieces per HH per week)	Households (Millions)	Educational Attainment of Head of Household			
		Less than High School	High School Graduate	Some College or Technical School	College Graduate
45 or more	20.5	7%	22%	19%	52%
36-44	16.1	8%	28%	24%	40%
30-35	15.4	11%	28%	24%	37%
24-29	18.2	11%	31%	25%	33%
18-23	18.2	18%	35%	21%	25%
12-17	15.2	19%	35%	27%	19%
Less than 12	12.4	27%	34%	23%	16%
<b>Total</b>	<b>116.0</b>	<b>14%</b>	<b>30%</b>	<b>23%</b>	<b>33%</b>

Source: HDS Diary Sample, FY 2007.

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

Mail received includes USPS and Non-USPS mail. Percentages in this table are row percentages.

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

## Demographic Characteristics of U.S. Households

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

### Income, Education, and Age

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

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

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

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

Household Income (Thousands)	Educational Attainment of Head of Household				Total
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	9.2	10.2	6.9	3.3	29.6
\$35 to \$65	4.0	11.2	7.9	8.3	31.3
\$65 to \$100	1.3	8.1	6.4	10.8	26.6
Over \$100	0.5	2.9	3.2	11.9	18.5
Don't know / Refused	0.9	2.6	2.4	4.0	9.9
<b>Total</b>	<b>16.0</b>	<b>35.0</b>	<b>26.7</b>	<b>38.3</b>	<b>116.0</b>

Source: HDS Diary Sample, FY 2007.

Note: Totals may not sum due to rounding.

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

Household Income (Thousands)	Age of Head of Household				Total
	Under 35	35 to 54	Over 55	Don't Know/ Refused	
Under \$35	7.7	7.3	14.6	—	29.6
\$35 to \$65	8.5	11.9	10.9	—	31.3
\$65 to \$100	5.5	13.5	7.6	—	26.6
Over \$100	2.9	10.6	5.0	—	18.5
Don't know / Refused	1.3	3.5	4.8	0.4	9.9
<b>Total</b>	<b>25.9</b>	<b>46.8</b>	<b>42.8</b>	<b>0.5</b>	<b>116.0</b>

Source: HDS Diary Sample, FY 2007.  
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 16 percent of the total. Once considered the norm, nuclear families - two adults and at least one child - now account for only 23 percent of households (per the U.S. Census Bureau). The changing composition of households impacted the amount and kinds of mail sent and received by households over the past 20 years, generating more and different kinds of advertising mail, as well as affecting transaction mail trends (bills tend to be tied to households as much as to individuals).

**Table 2.6:**  
Households by Size  
(Millions of Households)

Household Size	
One person	18.1
Two	45.3
Three	19.8
Four	20.1
Five or more	12.5
Don't know / Refused	.1
<b>Total</b>	<b>116.0</b>

Source: HDS Diary Sample, FY 2007.  
Note: Total may not sum due to rounding.

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

Number of Adults	
One	21.8
Two	76.5
Three or more	17.8
<b>Total</b>	<b>116.0</b>

Source: HDS Diary Sample, FY 2007.  
Note: Totals may not sum due to rounding.

## Internet Access

Access to and use of new technologies such as personal computers and the Internet have a large and growing impact on mail use. Although a significant number of pieces both sent and received by households are still related to bills and statements, electronic activity in this area is diverting mail once used for these purposes. On the other hand, on-line shopping potentially adds packages and catalog delivery to the Postal Service mailstream.

Table 2.8 shows that 77 percent of households have Internet access. The highest levels of access are within households with incomes over \$100,000; 95 percent of such households have Internet access, as seen in Figure 2.1. In comparison, 42 percent of households with incomes under \$35,000 have Internet access. For households without Internet

access, 66 percent indicated they planned to purchase the service within the next year.

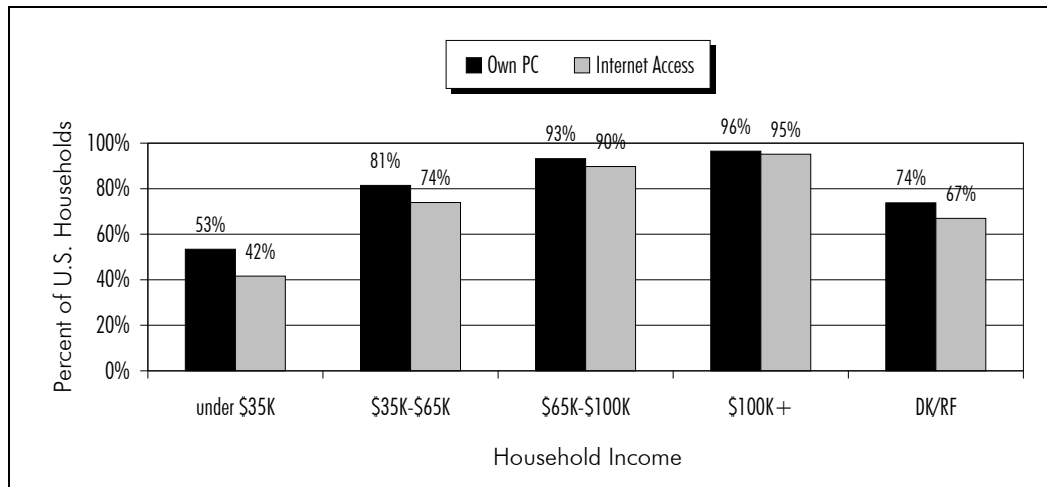
**Table 2.8:**  
Households by Type of Internet Access  
(Millions of Households)

Type of Internet Access	Millions of Households
Broadband	63.6
Dial-up	25.8
None	26.6
<b>Total</b>	<b>116.0</b>

Source: HDS Diary Sample, FY 2007.  
Note: Totals may not sum due to rounding.

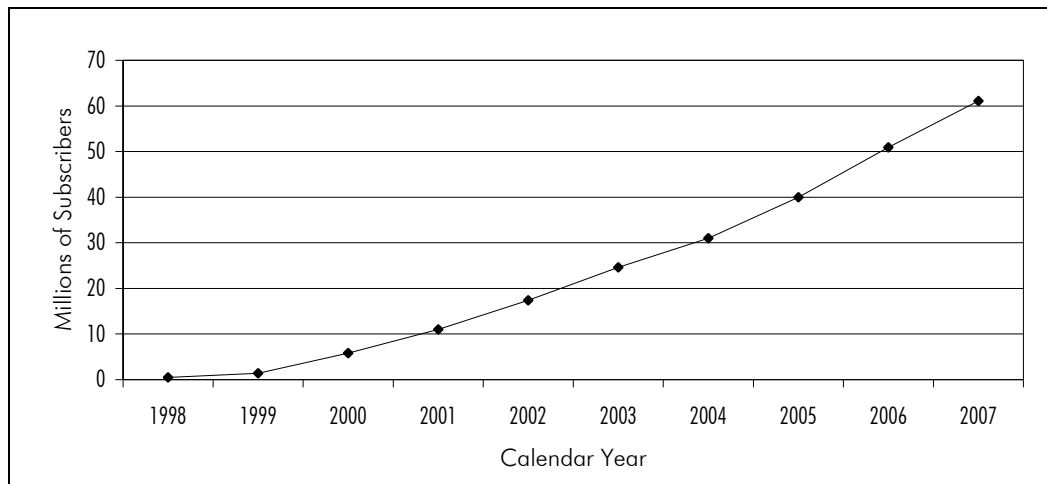
Seventy-three percent of wired households, or 54 percent of the total, have broadband access (DSL, cable, or T1). Figure 2.2 shows the trend in broadband connections. The rapid growth of broadband expands the potential scope of electronic diversion of the mail. A fast, always-on connection to the Internet becomes a stronger alternative channel for the delivery of entertainment, information, and communication. As more households begin using broadband, we expect to see effects not only on bill payments, but also bill and statement presentment, periodicals, and perhaps even advertising mail.

**Figure 2.1:**  
PC Ownership and Internet Access



Source: HDS Recruitment Data, FY 2007.

**Figure 2.2:**  
Broadband Subscribers



Source: Leichtman Research Group.

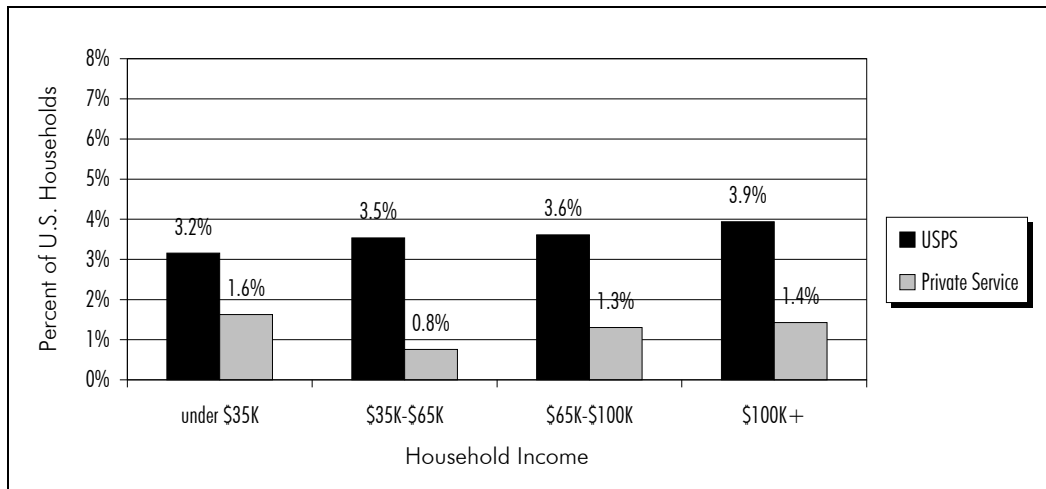


## Use of the Post Office

A rented mailbox is one alternative that households use to manage their mail. Households that rent mailboxes overwhelmingly use the Postal Service for this service, with less than one percent of all households in the U.S. renting a box from a private company. As seen in Figure 2.3, in most cases, higher income households are slightly more likely to use a post office box than lower income households, a pattern similar to prior years. Post office box use, however, declined over the past six years, after 2001, largely as a result of price increases, with less than 3.7 percent of U.S. households renting a box from the Postal Service in 2007, compared to ten percent in 2001.

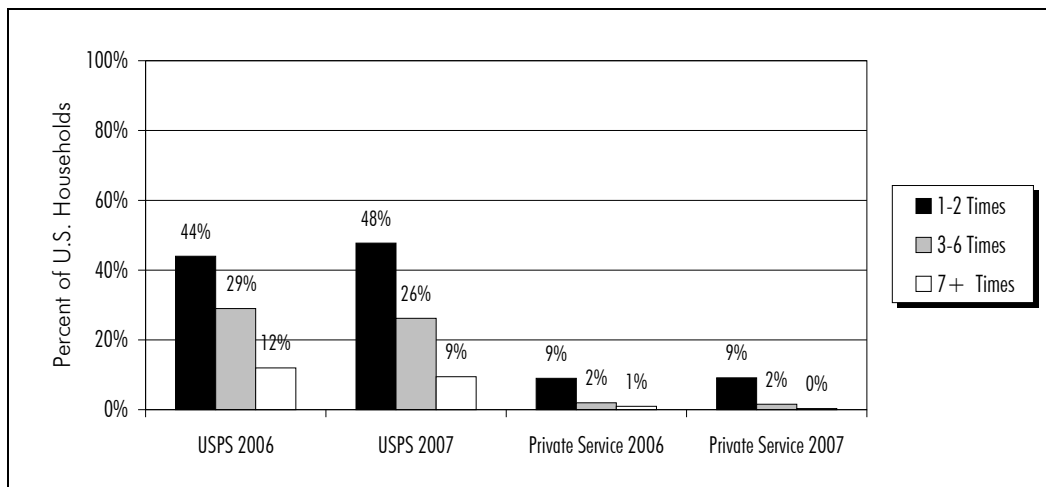
The Postal Service currently owns and operates almost 37 thousand post office locations throughout the United States. As shown in Figure 2.4, the use of post offices for mailing services continues to dominate the mail service industry. Over 83 percent of all U.S. households patronize a post office at least once a month, while just eleven percent visit a private mailing company. Over 35 percent of all households in the U.S. visit the post office three or more times in a month. Even with the continued availability of mail-related products and services through alternative modes (such as Internet orders), in-person visits to postal facilities remain stable. Only a little more than 10% of households visited private mailing companies in both 2006 and 2007.

**Figure 2.3:**  
Household Use of Rented Mailboxes



Source: HDS Recruitment Data, FY 2007.

**Figure 2.4:**  
Household Visits to Post Office in Past Month



Source: HDS Recruitment Data, FY 2006 and 2007.

# Chapter 3: Correspondence

## Introduction

This chapter examines correspondence mail among households and between households and businesses including letters, greeting cards, invitations, and announcements. In several cases, this chapter and several following it examine comparisons in data between 2005 and 2007, providing a better illustration of mail trends over time

## Correspondence Mail Volume

Total correspondence sent and received represents about 9 percent of all household mail volumes, as shown in Table E.2. Below, Table 3.1 provides a recent history of total correspondence volumes, showing a 12 percent decline from 2005 to 2007. Personal correspondence, which is essentially household to household mail, continues to decline as it has for more than 15 years. In 1987, households reported receiving 1.6 pieces of personal correspondence each week. By 2007, personal correspondence received declined to 0.9 pieces per household per week.

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

## Correspondence Mail and Household Characteristics

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

### Income, Education and Age

Table 3.2 on the following page shows that both household income and educational attainment have a strong effect on correspondence received. However, as Table 3.3 shows, within a given educational category, income has much less of an effect on the amount of correspondence mail a household sends.

**Table 3.1:**  
First Class Correspondence Mail Sent and Received by Sector

Sector	Volume (Millions of Pieces)			Change, 2005-2007
	2005	2006	2007	
HH to HH	5,870	6,079	5,610	-4.4%
NHH to HH	8,647	7,227	6,896	-20.2%
HH to NHH	2,119	2,034	2,132	.6%
<b>Total</b>	<b>16,636</b>	<b>15,340</b>	<b>14,638</b>	<b>-12.0%</b>
Sector	Pieces per Household per Week			Share of 2007 Total
	2005	2006	2007	
HH to HH	1.0	1.0	.9	38.3%
NHH to HH	1.5	1.2	1.1	47.1%
HH to NHH	.4	.3	.4	14.6%
<b>Total</b>	<b>2.8</b>	<b>2.6</b>	<b>2.4</b>	

Source: HDS Diary Sample, FY 2005, 2006 and 2007.

Notes:

2006 Sent volumes were revised due to an understated adjustment factor.

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	1.5	1.3	1.6	1.4	<b>1.5</b>
\$35 to \$65	1.8	1.7	2.2	2.0	<b>1.9</b>
\$65 to \$100	3.7	2.2	2.1	2.6	<b>2.4</b>
Over \$100	2.2	2.2	2.4	3.0	<b>2.7</b>
<b>Average</b>	<b>1.8</b>	<b>1.8</b>	<b>2.0</b>	<b>2.5</b>	<b>2.1</b>

Source: HDS Diary Sample, FY 2007.  
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	1.0	1.1	1.1	1.0	<b>1.0</b>
\$35 to \$65	.8	1.0	1.4	1.4	<b>1.2</b>
\$65 to \$100	1.4	1.3	1.2	1.6	<b>1.4</b>
Over \$100	.5	1.1	1.4	1.7	<b>1.6</b>
<b>Average</b>	<b>1.0</b>	<b>1.1</b>	<b>1.3</b>	<b>1.5</b>	<b>1.3</b>

Source: HDS Diary Sample, FY 2007.  
Note: Excludes Don't Know/Refused.

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

week) is up from 2006 for the first two income categories among those under age 34. Young adults traditionally send and receive less mail than older adults, but the advent of the Internet age widened the gap between these two age groups.

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

Household Income (Thousands)	Age of Head of Household			Average
	Under 34	35 to 54	Over 55	
Under \$35	1.3	1.4	1.6	<b>1.5</b>
\$35 to \$65	1.7	1.8	2.2	<b>1.9</b>
\$65 to \$100	1.8	2.7	2.4	<b>2.4</b>
Over \$100	1.8	2.8	3.1	<b>2.7</b>
<b>Average</b>	<b>1.6</b>	<b>2.2</b>	<b>2.2</b>	<b>2.1</b>

Source: HDS Diary Sample, FY 2007.

**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	.8	.9	1.2	<b>1.0</b>
\$35 to \$65	.9	1.0	1.5	<b>1.2</b>
\$65 to \$100	1.1	1.5	1.6	<b>1.4</b>
Over \$100	1.3	1.6	1.7	<b>1.6</b>
<b>Average</b>	<b>1.0</b>	<b>1.3</b>	<b>1.4</b>	<b>1.3</b>

Source: HDS Diary Sample, FY 2007.

## Household Size

As expected, household size has a positive impact on correspondence mail. Tables 3.6 and 3.7 show that the jump from one person to two is associated with considerable jumps in correspondence mail volume, although further increases in size do not have nearly the same effect. As shown in Table 3.7, these increases are generally due to the presence of an additional adult in the household.

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

Household Size	Received	Sent
One person	1.3	.9
Two	2.1	1.4
Three	2.1	1.2
Four	2.4	1.4
Five or more	2.6	1.6
<b>Total</b>	<b>2.1</b>	<b>1.3</b>

Source: HDS Diary Sample, FY 2007.

**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	1.3	.8
Two	2.2	1.4
Three or more	2.5	1.4
<b>Average</b>	<b>2.1</b>	<b>1.3</b>

Source: HDS Diary Sample, FY 2007.

## Internet Access

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

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

Type of Internet Access	Received	Sent
Broadband	2.3	1.3
Dial-up	2.2	1.4
None	1.5	1.1
<b>Average</b>	<b>2.1</b>	<b>1.3</b>

Source: HDS Diary Sample, FY 2007.

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

Type of Internet Access	Median Income	% w/ College Degree
Broadband	77,880	39%
Dial-up	56,671	24%
None	36,033	11%

Source: HDS Diary Sample, FY 2007.

## Personal Correspondence

In FY 2007, personal correspondence accounted for an average 0.9 pieces per week, .1 less than in 2005 and 2006. Table 3.10 shows the total volumes and average number of pieces by personal correspondence type.

The drop in “other” accounts for most of the per-household decrease in personal correspondence mail between 2005 and 2007. The number of Internet greeting cards declined by a much greater percentage than mailed correspondence.

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

Correspondence Type	Volume (Millions of Pieces)			Change, 2005-2007
	2005	2006	2007	
Personal Letters	1,227	1,138	1,116	-9.1%
Holiday Greeting Cards	2,169	2,612	2,117	-2.4%
Non-Holiday Greeting Cards	1,418	1,323	1,454	2.5%
Invitations	657	566	597	-9.2%
Announcements	124	141	130	4.9%
Other Personal	275	299	196	-28.7%
<b>Total</b>	<b>5,870</b>	<b>6,079</b>	<b>5,610</b>	-4.4%
Internet Cards	1,399	999	942	-32.6%
Correspondence Type	Pieces per Household per Week			Share of 2007 Total
	2005	2006	2007	
Personal Letters	.2	.2	.2	17.0%
Holiday Greeting Cards	.4	.4	.4	32.3%
Non-Holiday Greeting Cards	.2	.2	.2	22.2%
Invitations	.1	.1	.1	9.1%
Announcements	0	0	0	2.0%
Other Personal	0	.1	0	3.0%
<b>Total</b>	<b>1.0</b>	<b>1.0</b>	<b>.9</b>	85.6%
Internet Cards	.2	.2	.2	14.4%

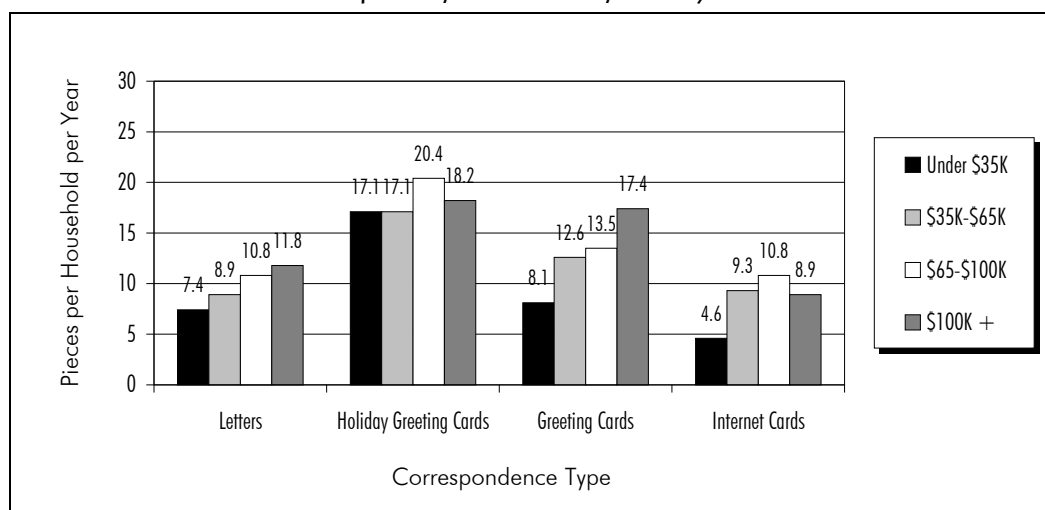
Source: HDS Diary Sample, FY 2005, 2006 and 2007.

Notes:

Totals may not sum due to rounding.

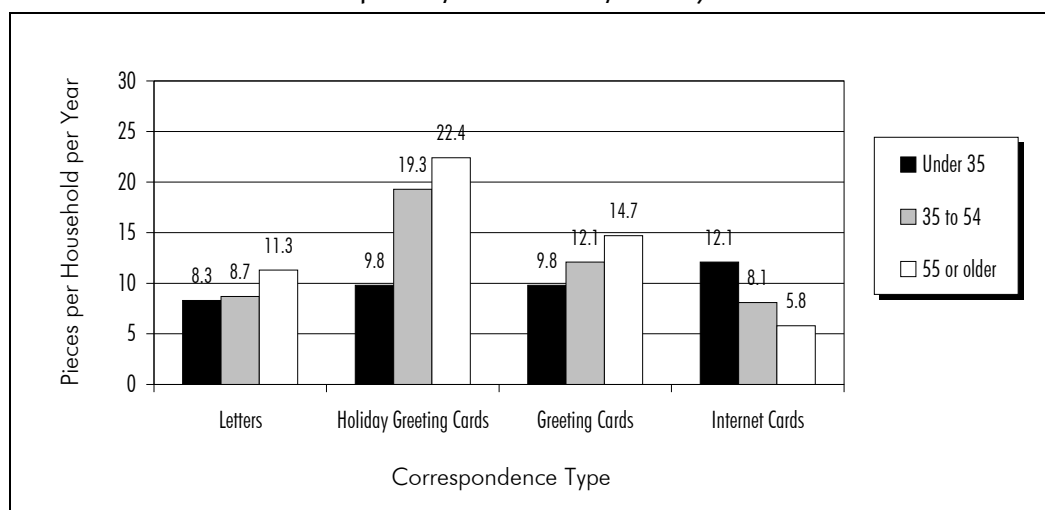
2006 Sent volumes were revised due to an understated adjustment factor.

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



Source: HDS Diary Sample, FY 2007.

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



Source: HDS Diary Sample, FY 2007.

Figure 3.1 above shows the major personal correspondence types by income. Personal correspondence sent by households varies with household income; for example, in 2007, households with higher incomes (above \$65,000 annually) were more likely to send letters, holiday cards, and non-holiday greeting cards than were lower-income households.

The largest disparity between high- and low-income households is in the volume of non-holiday greeting cards sent. Households with incomes over \$100,000 sent an average of 17 non-holiday greeting cards in

FY 2007, compared to the 8 sent by households with incomes under \$35,000.

There seems to be a direct relationship between household income and use of Internet greeting cards, which makes sense in light of the number of higher-income households with Internet service compared to lower-income households.

The number of letters and greeting cards sent varies across age groups (Fig. 3.2). Households where the head is 55 years or older sent more letters and holiday greeting cards through the mail (an average of 11 letters and 22 holiday greeting cards in 2007). They also sent an average of 15 non-holiday cards.

In comparison, households under the age of 35 sent an average of 8 letters and 10 holiday greeting cards in FY 2007, along with 10 non-holiday cards. Younger households (under 35 years old) sent about 23 percent more (12) Internet cards than traditional, mailed non-holiday greeting cards, while households whose heads are 55 or over sent less than half as many Internet cards (6) as they sent traditional cards (15) through the mail.

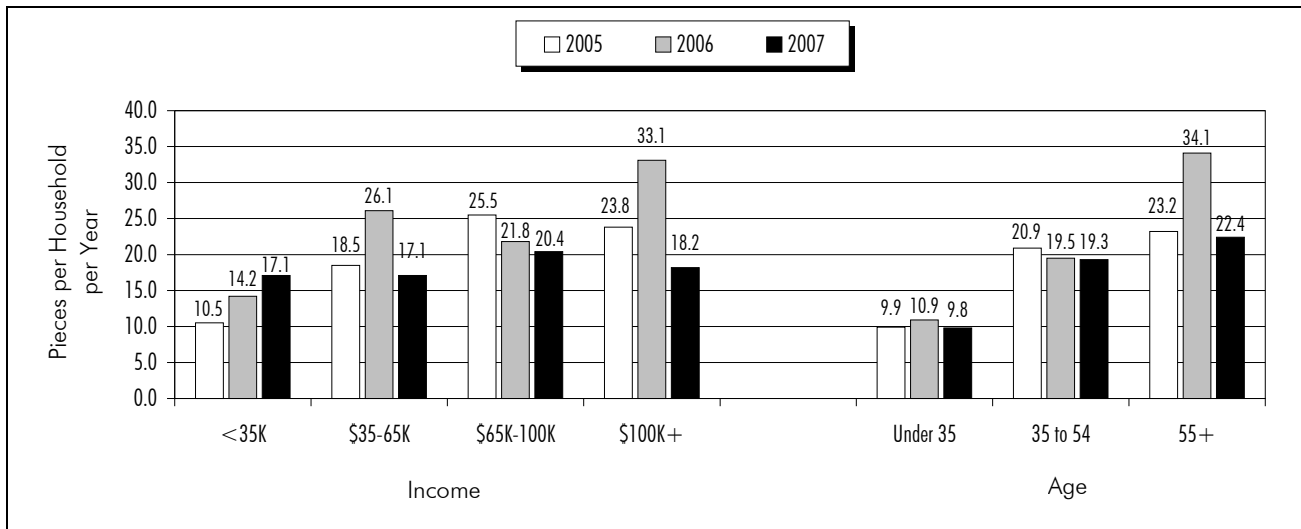
The relationship between holiday greeting cards received and income is shown in Figure 3.3. Households with incomes between \$65,000 and \$100,000 received the greatest number of holiday greeting cards during FY 2007 (20.4) compared to

FY 2006 when the highest income households received the most holiday cards (33.1). Households with incomes less than \$35,000 received more holiday cards in 2007 than in 2005 or 2006, while all other income levels received fewer holiday cards.

When examined by age, the number of holiday greeting cards received decreased since 2005 for all age categories, although the numbers spiked a bit in FY 2006 for the top and bottom income groups.

Households where the head of household is age 55 or older received the largest average number of holiday greeting cards – an average of 22.4 pieces in 2007 – yet that number decreased 34 percent from 2006 (34.1 pieces).

**Figure 3.3:**  
Holiday Greetings Received by Age and Income, FY 2005, 2006 and 2007



Source: HDS Diary data, Diary Sample only, FY 2005, 2006 and 2007.  
Note: 2006 Sent volumes were revised due to an understated adjustment factor.

As shown in Table 3.11, households with Internet access (including both broadband and dial-up) receive more letters and non-holiday greeting cards, compared to households without Internet access.

In examining household Internet use, we find that 75 percent of all persons who have Internet access

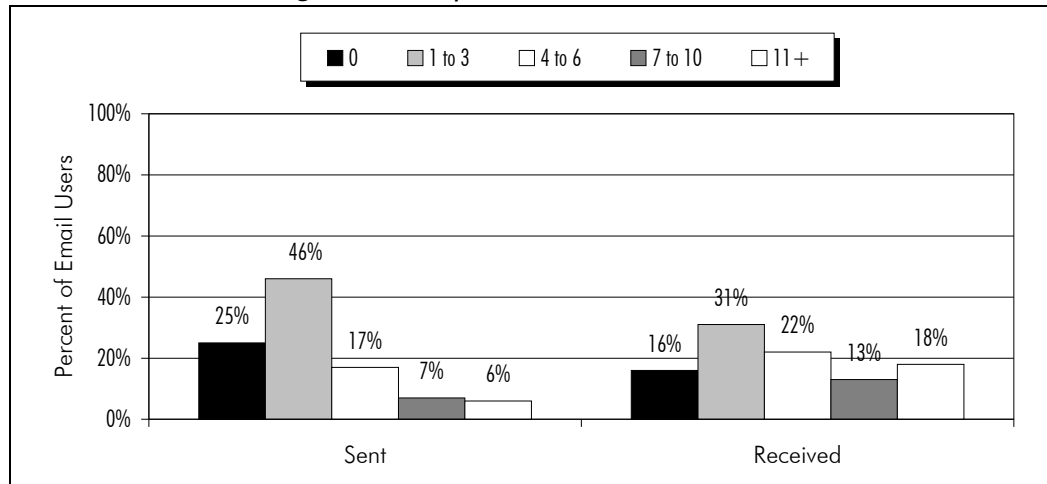
send at least one personal e-mail during a typical day and 84 percent receive at least one e-mail. Figure 3.4 shows the number of personal e-mails sent and received in a typical day by those that have used e-mail in the past 12 months.

**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	.16	.17	.20
Holiday Greeting Cards	.33	.44	.33
Non-Holiday Greeting Cards	.20	.23	.26
<b>Total</b>	<b>.69</b>	<b>.85</b>	<b>.79</b>

Source: HDS Diary Sample FY 2007.

**Figure 3.4: Daily Personal E-mails Sent and Received**



Source: HDS Recruitment Sample, FY 2007.

## Business Correspondence

Households and businesses exchange many types of mail, including bill payment, statements and advertising—which are discussed in Chapters 4 and 5. This section of the report provides data on correspondence types between households and businesses.

Table 3.12 outlines volumes by correspondence type for 2005 through 2007. Correspondence received from the non-household sector accounts for 47 percent of total correspondence volumes. Invitations and announcements comprise the largest correspondence volumes from nonhouseholds (3.1 billion).

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

Business Correspondence Type	2005	2006	2007	Change, 2005-2007
<b>Business/Government/Social Received by Households</b>				
Invitation/Announcement	4,161	3,264	3,121	-25.0%
Holiday Greeting from Business	500	421	382	-23.7%
Other Business/Government	1,667	1,343	852	-48.9%
<b>Total Business Received</b>	<b>6,328</b>	<b>5,029</b>	<b>4,355</b>	<b>-31.2%</b>
Announcement	1,827	1,761	2,208	20.9%
Other Social	491	437	333	-32.2%
<b>Total Social Received</b>	<b>2,318</b>	<b>2,198</b>	<b>2,541</b>	<b>9.6%</b>
<b>Total Received</b>	<b>8,647</b>	<b>7,227</b>	<b>6,896</b>	<b>-20.2%</b>
<b>Business/Government/Social Sent by Households</b>				
Inquiry	549	583	560	1.9%
Other Business/Government	1,153	1,078	1,118	-3.0%
<b>Total Business Sent</b>	<b>1,702</b>	<b>1,662</b>	<b>1,678</b>	<b>-1.4%</b>
Letter	178	124	138	-22.4%
Inquiry	60	44	81	35.5%
Other Social	179	205	235	31.3%
<b>Total Social Sent (Social includes social, political &amp; nonprofit.)</b>	<b>417</b>	<b>372</b>	<b>454</b>	<b>9.0%</b>
<b>Total Sent</b>	<b>2,119</b>	<b>2,034</b>	<b>2,132</b>	<b>0.6%</b>

Source: HDS Diary Sample, FY 2005, 2006 and 2007.

Notes: 2006 Sent volumes were revised due to an understated adjustment factor. Totals may not sum due to rounding.





# Chapter 4: Transactions

## Introduction

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

## Transactions Mail Volume

Transactions sent and received comprise about 26 percent of all household mail volumes (as seen in Table E-2) and 54 percent of household First-Class Mail; as such, they are an important part of the mailstream. Although many businesses now use electronic funds transfer (EFT) or other electronic technologies to settle transactions, households still pay a majority of their recurring bills through the Postal Service. As the Internet becomes more ubiquitous, however, the movement towards

consumer electronic bill presentment and payment (EBPP) continues to gain momentum.

**Transactions comprise 54 percent of Household First-Class Mail.**

As Table 4.1 shows, the total transactions volume increased 1.3 percent between 2005 and 2007. Increases in confirmations, statement presentments and bills contributed to the growth, partly offset by a 5.6 percent decrease in bill payments. Electronic diversion continues to erode the volume of mail payments in favor of online payments, automatic deductions from bank accounts and other electronic methods of bill payment. As a result, the share of bills paid by mail dropped from 25.3 percent of total mail transactions in 2005 to 23.6 percent in 2007. The growth in non-mail methods of payments is also evident from Table 4.1, which shows that bills paid by mail are much lower than total bills received.

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

Transaction Type	Volume (Millions of Pieces)			Change, 2005-2007
	2005	2006	2007	
<b>Business</b>				
Bills	18,656	19,080	18,788	.7%
Bill Payments	10,809	9,949	10,202	-5.6%
Statements	6,594	6,920	7,133	8.2%
Confirmations	2,518	2,738	3,242	28.7%
Payments (to HH)	1,437	1,439	1,418	-1.3%
Orders	769	612	560	-27.2%
Rebates	206	173	169	-17.9%
<b>Total Business</b>	<b>40,990</b>	<b>40,911</b>	<b>41,512</b>	<b>1.3%</b>
<b>Social/Charitable</b>				
Requests for Donation	636	708	733	15.2%
Donations	560	524	550	-1.9%
Bill	184	212	194	5.6%
Confirmations	324	355	273	-15.7%
<b>Total Social/Charitable</b>	<b>1,704</b>	<b>1,798</b>	<b>1,749</b>	<b>2.7%</b>
<b>Total Transactions</b>	<b>42,694</b>	<b>42,709</b>	<b>43,261</b>	<b>1.3%</b>

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

Transaction Type	Pieces per Household per Week			Share of 2007 Total
	2005	2006	2007	
<b>Business</b>				
Bills	3.2	3.2	3.1	43.4%
Bill Payments	1.8	1.7	1.7	23.6%
Statements	1.1	1.2	1.2	16.5%
Confirmations	.4	.5	.5	7.5%
Payments (to HH)	.2	.2	.2	3.3%
Orders	.1	.1	.1	1.3%
Rebates	0	0	0	.4%
<b>Total Business</b>	<b>7.0</b>	<b>6.9</b>	<b>6.9</b>	<b>96.0%</b>
<b>Social/Charitable</b>				
Requests for Donation	.1	.1	.1	1.7%
Donations	.1	.1	.1	1.3%
Bill	0	0	0	.4%
Confirmations	.1	.1	0	.6%
<b>Total Social/Charitable</b>	<b>.3</b>	<b>.3</b>	<b>.3</b>	<b>4.0%</b>
<b>Total Transactions</b>	<b>7.3</b>	<b>7.2</b>	<b>7.2</b>	<b>100%</b>

Source: HDS Diary Sample, FY 2005, 2006 and 2007.

Note: 2006 Sent volumes were revised due to an understated adjustment factor in the 2006 HDS.

## Transactions Mail and Household Characteristics

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

## Income, Education, and Age

As seen in Tables 4.2 and 4.3, household income and educational attainment influence the amount of transaction mail sent and received – to some extent, income has an even greater impact on transaction mail sent and received than education. The basis for this relationship is fairly clear; higher income and better-educated households, on average, have more financial accounts, insurance policies, and credit cards – all generators of transactions mail volume.

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

Household Income (Thousands)	Educational Attainment of Head of Household				Average
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	3.2	3.8	3.5	3.7	<b>3.6</b>
\$35 to \$65	4.6	5.2	5.2	5.3	<b>5.2</b>
\$65 to \$100	6.1	6.2	6.0	6.0	<b>6.1</b>
Over \$100	6.2	7.3	6.8	7.1	<b>7.0</b>
<b>Average</b>	<b>4.0</b>	<b>5.2</b>	<b>5.1</b>	<b>6.0</b>	<b>5.3</b>

Source: HDS Diary Sample, FY 2007.

**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	1.3	1.6	1.2	1.6	<b>1.4</b>
\$35 to \$65	2.0	2.0	1.7	1.9	<b>1.9</b>
\$65 to \$100	2.5	2.4	2.2	2.0	<b>2.2</b>
Over \$100	1.3	2.3	2.0	2.0	<b>2.0</b>
<b>Average</b>	<b>1.6</b>	<b>2.0</b>	<b>1.8</b>	<b>1.9</b>	<b>1.9</b>

Source: HDS Diary Sample, FY 2007.

Tables 4.4 and 4.5 also show that age has a strong effect on transactions mail, independent of income. Across all income categories, younger households send and receive less transactions mail. In part, this is due to the fact that such households are less likely to own their home and have fewer insurance policies, investments, and the like. However, it is also the case that these households are more active users of electronic alternatives to traditionally mail-based transactions. This is especially evident for transactions mail sent (primarily bill payments) where households under 35 years old sent only about 48 percent as much mail as older households.

**Across all income categories, younger households send and receive less transactions mail.**

**Table 4.4:**  
Transactions Mail Received by Income and Age  
(Pieces per Household per Week)

Household Income (Thousands)	Age of Head of Household			Average
	Under 35	35 to 54	Over 55	
Under \$35	2.8	3.7	3.9	<b>3.6</b>
\$35 to \$65	4.5	5.5	5.4	<b>5.2</b>
\$65 to \$100	5.3	6.1	6.6	<b>6.1</b>
Over \$100	6.4	6.9	7.8	<b>7.0</b>
<b>Average</b>	<b>4.3</b>	<b>5.7</b>	<b>5.4</b>	<b>5.3</b>

Source: HDS Diary Sample, FY 2007.

**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	.9	1.3	1.8	<b>1.4</b>
\$35 to \$65	1.4	1.9	2.3	<b>1.9</b>
\$65 to \$100	1.5	2.2	2.7	<b>2.2</b>
Over \$100	1.0	1.9	2.9	<b>2.0</b>
<b>Average</b>	<b>1.2</b>	<b>1.9</b>	<b>2.3</b>	<b>1.9</b>

Source: HDS Diary Sample, FY 2007.

## Household Size

In terms of household size, Table 4.6 shows that going from a one-person household to a two-person household adds 1.8 pieces of transaction mail per week received and .4 pieces per week sent, but larger household size has little effect on volume.

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

Household Size	Received	Sent
One person	3.4	1.6
Two	5.2	2.0
Three	5.9	2.0
Four	6.0	1.9
Five or more	6.2	1.7
<b>Average</b>	<b>5.3</b>	<b>1.9</b>

Source: HDS Diary Sample, FY 2007.

For transactions mail received, Table 4.7 shows that each additional adult adds about 1.5 pieces (on average) of mail received per week. However, one additional adult generates only .4 pieces of extra mail sent and further changes have little effect on volume.

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

Number of Adults in HH	Received	Sent
One	3.6	1.5
Two	5.5	1.9
Three or more	6.6	2.1
<b>Average</b>	<b>5.3</b>	<b>1.9</b>

Source: HDS Diary Sample, FY 2007.

## 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 through the fact that household Internet access is strongly correlated to income and education.

In Table 4.8, we also see that while the number of transactions sent by households with Broadband is higher than for households without access (mainly due to the higher income of households with Internet access), it is also lower than the number for Dial-up users. This is an indication that diversion of bill payments and other transactions is likely to increase as more households upgrade to Broadband, as a higher connection speed may lead to easier and faster online transactions.

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

Type of Internet Access	Received	Sent
Broadband	5.7	1.8
Dial-up	5.5	2.2
None	4.1	1.7
<b>Average</b>	<b>5.3</b>	<b>1.9</b>

Source: HDS Diary Sample, FY 2007.

**Table 4.9:**  
Income and Education by Type of Internet Access  
(Pieces per Household per Week)

Type of Internet Access	Median Income	% w/ College Degree
Broadband	77,880	39%
Dial-up	56,671	24%
None	36,033	11%

Source: HDS Diary Sample, FY 2007.

## Bill Payment

The average number of bills paid per month per household in 2007 was 12.1 – slightly higher than in 2005 and 2006 (11.9 and 11.8, respectively). Households use a variety of methods to pay bills. Historically, they have been paid in person, via phone, or by mail. In the past decade, emerging technologies provided additional bill receipt and payment options. The most important of these are automatic deduction and on-line bill payment.

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

Table 4.10 shows the percentage of households who pay bills by each method and the average number of bills paid per month by each method. About 92 percent of households pay at least one bill by mail, and the average number paid by mail per household is 7.5 per month, down 6 percent from 2005 when the average number of bills paid per month by mail was 8.0. Other popular bill payment methods are automatic deduction from bank account (53 percent of households), in-person (31 percent) and, more recently, using the Internet (30%).

However, the number of actual bills paid by these methods is relatively small (an average of 1.4, 0.7 and 1.9 pieces per month, respectively).

Notably, households reported paying more monthly bills by electronic methods only in 2007 than in 2005. In particular, online payments increased rather quickly, growing 46 percent since 2005 and 19 percent since 2006. As a result, in 2007, almost as many payments are made using the Internet as by all other electronic methods combined (1.9 compared to 2.1).

Since 2005, the average number of bills paid by Internet increased by 46 percent.

**Table 4.10:**  
Bill Payment by Method, FY 2005 2006 and 2007

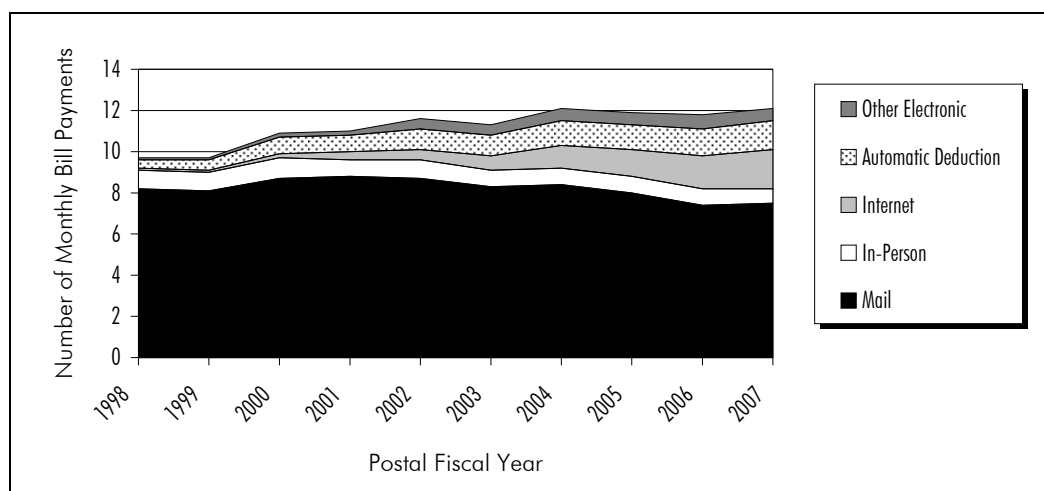
Bill Payment Method	2005	2006	2007		
	Average Number of Bills Paid per Month	Average Number of Bills Paid per Month	Average Number of Bills Paid per Month	Share of Bills Paid	Percent of Households Using Method
Mail	8.0	7.4	7.5	61.9%	92.4%
Automatic Deduction	1.2	1.3	1.4	11.4%	53.0%
Internet	1.3	1.6	1.9	15.5%	30.1%
In-person	.8	.8	.7	5.8%	31.3%
Credit Card	.3	.4	.4	3.0%	20.7%
Telephone	.3	.3	.3	2.3%	12.6%
ATM	0	0	0	.1%	.7%
<b>Total</b>	<b>11.9</b>	<b>11.8</b>	<b>12.1</b>	<b>100.0%</b>	<b>—</b>

Source: HDS Recruitment Sample, FY 2005 through 2007.  
Note: 2006 Sent volumes were revised due to an understated adjustment factor.

As Figure 4.1 shows, electronic methods account for a growing share of household bill payments over time. In fact, since 2005, the average number of bills

paid by electronic methods increased by 23 percent, largely at the expense of the mail, which dropped a little more than 6 percent during that time period.

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

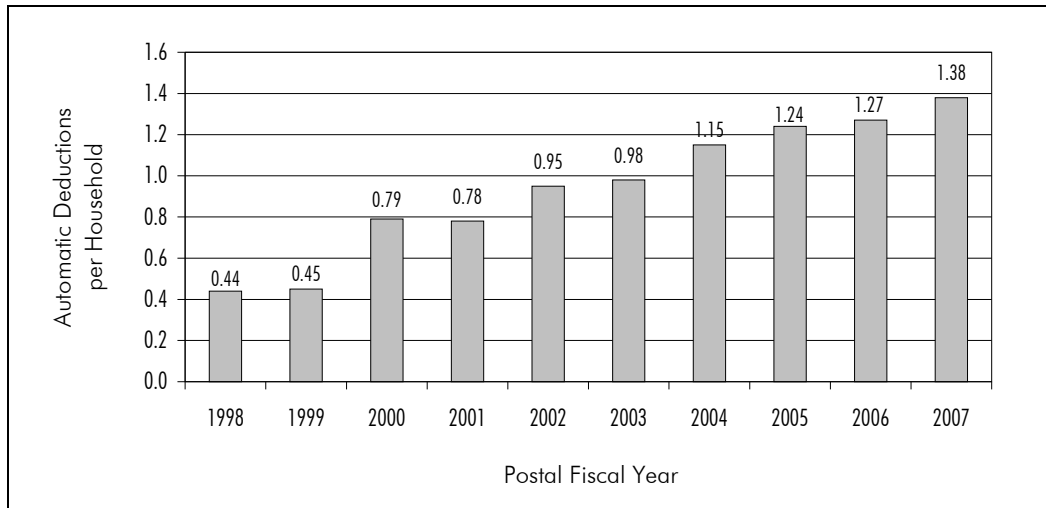


Source: HDS Recruitment Sample, FY 1998-2007.  
Notes:  
2006 Sent volumes were revised due to an understated adjustment factor.  
Other Electronic includes telephone.

Figure 4.2 shows that automatic deductions more than tripled since 1998. Given the continuing penetration of the Internet into everyday life, and

the increasing affordability and popularity of broadband connections, we expect the trend away from traditional mail to continue in the future.

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



Source: HDS Recruitment Sample, FY 1998-2007.

The types of bills paid by mail are shown in Table 4.11. There has been little change in the type of bills and the percentages paid by mail since 2005. Sixty-six percent of households pay their telephone bills by mail, equaled by electric bills (66 percent), followed by credit card bills (62 percent), insurance (60 percent), cable/satellite TV (55 percent), natural gas/propane (54 percent) and water/sewer and medical (both at 50 percent).

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

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

Bill Type	Percent of Household		
	2005	2006	2007
Telephone	73%	69%	66%
Electric	68%	66%	66%
Credit Cards	65%	62%	62%
Insurance	61%	60%	60%
Cable / Satellite TV	55%	53%	55%
Natural Gas / Propane, etc	54%	54%	54%
Water / Sewer	49%	50%	50%
Medical	N/A	44%	50%
Taxes	N/A	N/A	43%
Cell Phone	N/A	41%	40%
Rent/Mortgage	38%	36%	35%
Internet Service	N/A	26%	29%
Car Payment	N/A	25%	25%
Other Loans	32%	23%	22%
Alimony / Child Support	N/A	N/A	1%

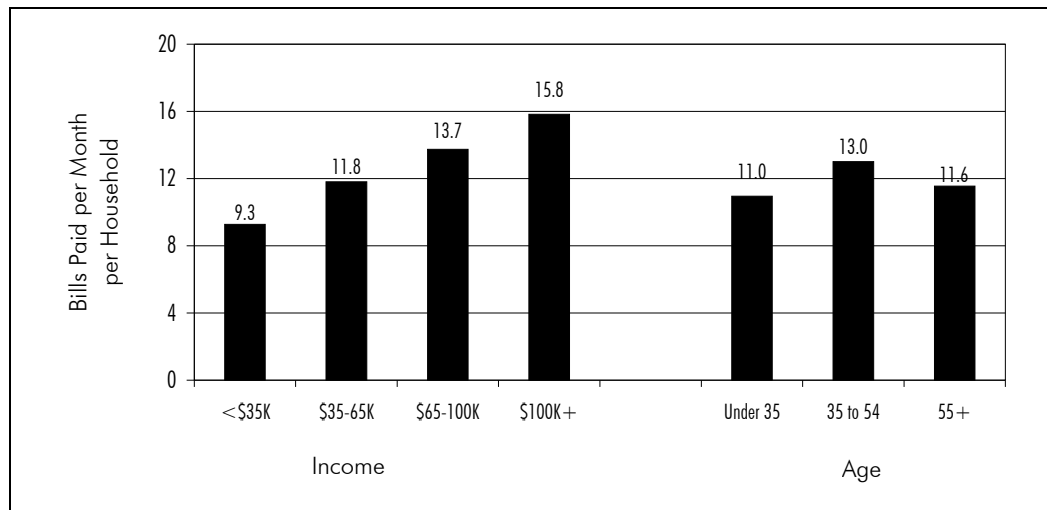
Source: HDS Recruitment Sample, FY 2005 through 2007.

Notes:

2006 Sent volumes were revised due to an understated adjustment factor.

N/A: not asked in survey year.

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



Source: HDS Recruitment Sample, FY 2007.

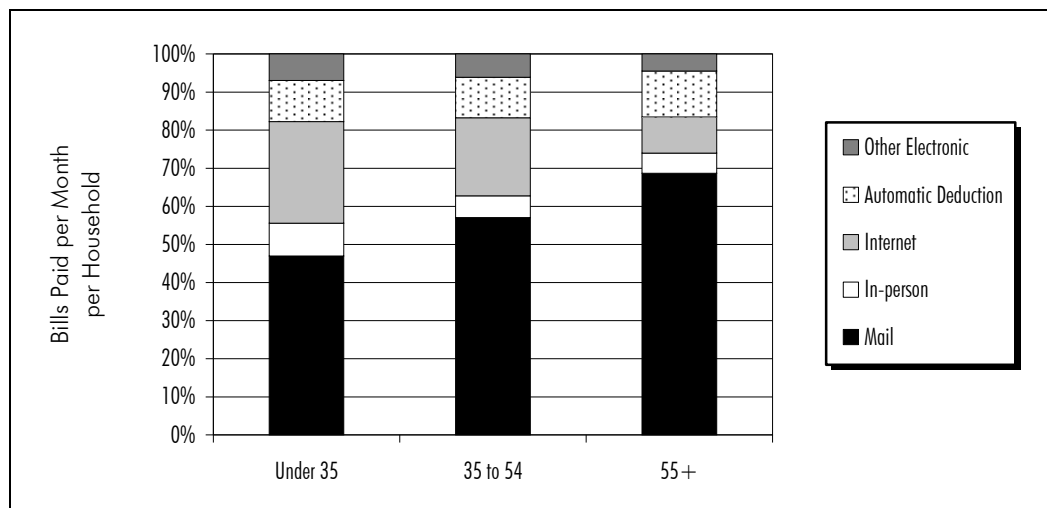
Unsurprisingly, the number of bills paid per month is positively related to household income. Households with incomes over \$100,000 paid an average of almost sixteen bills per month in FY 2007, compared to the nine bills paid by households with incomes under \$35,000.

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

More of the bills that younger households pay are paid electronically, which for purposes of this

chapter combines payments made via Internet, automatic deduction from bank and other (e.g., automatic charge to credit card and payment by ATM). Figure 4.4 shows that the younger the head of a household is, the more likely it is that that household will pay bills electronically. Younger households pay a little less than 50 percent of their bills by mail, and about 45 percent electronically. Compare that to older households who pay almost 70 percent of bills by mail, and only about 26 percent electronically. The greatest divergence is in Internet bill paying, where younger households pay 27 percent of bills using the Internet, while older households pay 10 percent using this method.

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



Source: HDS Recruitment Sample, FY 2007.  
Note: Other Electronic includes telephone.



## Bills and Statements Received

Table 4.12 shows the overall volume of bills and statements received. The largest volumes of bills originate from credit card companies (3.6 billion), utility companies (2.6 billion), insurance companies (2.3 billion) and telephone companies (2.1 billion). Statements received are predominantly sent by the financial sector, including banks, insurance companies, and other financial institutions. Overall, the volume of statements received by households from the financial sector increased just over 8 percent since 2005. This year, U.S. households received 6.5 billion statements from financial institutions. In 2005, that figure was 5.9 billion.

About 44 percent of First Class Mail received by households is bills and statements. In FY 2007, households received 18.8 billion bills, up from 18.7

billion in 2005, but since the number of households increased, the average number of bills per household has remained about constant. The number of statements received through the mail in FY 2007 (7.1 billion) increased 8 percent since 2005. As shown in Figure 4.5, between 2005 and 2007, the number of statements received by mail increased in households with an income of \$100,000 or more. Households with incomes between \$65,000 and \$100,000 received .1 less statements per week, and households in the other income levels received about the same number of statements as in 2005.

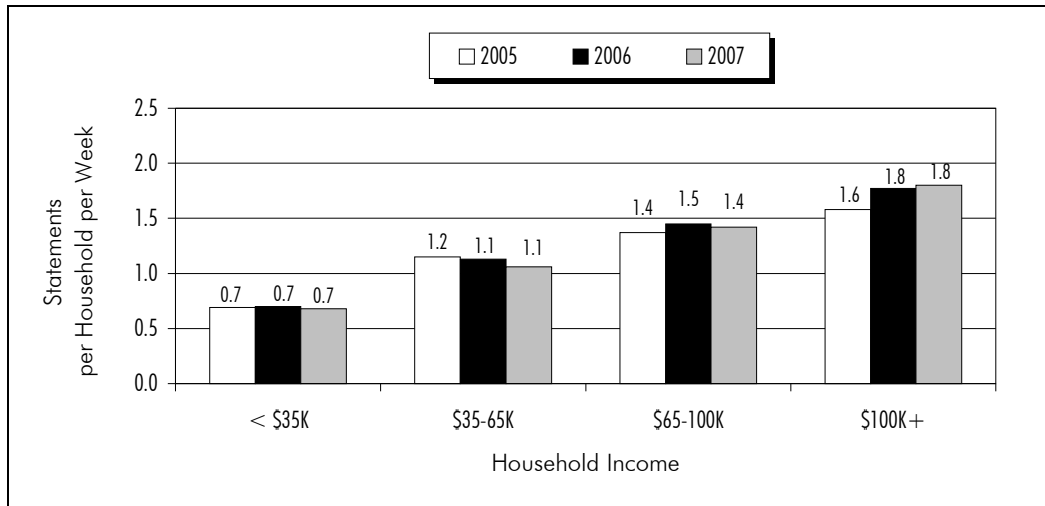
Although the number of bills households receive through the mail is about constant on a per household basis, the number of bills received over the Internet is growing rapidly, albeit from a small base. Table 4.13 shows the average volume of bills received by mail and over the Internet.

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

Industry	Volumes	
	Bills (Millions)	Statements (Millions)
<b>Financial</b>		
Bank, S&L, Credit Union	1,498	3,964
Credit Card	3,601	—
Insurance Company	2,264	543
Real Estate/Mortgage	389	106
Other Financial	129	1,840
<b>Total Financial</b>	<b>7,880</b>	<b>6,452</b>
<b>Merchants</b>		
Department Store	779	13
Publisher	481	8
Mail Order Company	213	3
Other Merchants	519	71
<b>Total Merchants</b>	<b>1,992</b>	<b>94</b>
<b>Service</b>		
Telephone Company	2,112	14
Utility Company	2,638	19
Medical and Other Professional	2,072	152
Cable TV	885	5
Other Service	445	34
<b>Total Service</b>	<b>8,152</b>	<b>223</b>
<b>Manufacturers</b>	137	19
<b>Government</b>	532	312
<b>Social/Nonprofit</b>	7	—
<b>Other/Don't Know/Refused</b>	87	33
<b>Total – All Industries</b>	<b>18,788</b>	<b>7,133</b>

Source: HDS Diary Sample, FY 2007.

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



Source: HDS Diary Sample, FY 2005 through 2007.

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

Method	2005	2006	2007
Mail	13.76	13.93	13.50
Internet	.91	1.18	1.31
<b>Total</b>	<b>14.67</b>	<b>15.10</b>	<b>14.81</b>

Source: HDS Diary Sample, FY 2005 through 2007.  
Note: Internet averages use HDS Recruitment Sample.



# 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 McCann-Erickson, American businesses spent about \$284 billion in 2007 advertising their products and services, a decrease of 0.4 percent from 2006. Of this total advertising spending, 21.5 percent was spent on direct mail.

**In 2007, one fifth of total advertising dollars was spent on direct mail advertising.**

Direct mail was the second leading media choice of advertisers in 2007, after television. Direct mail advertising spending increased 1.8 percent from 2006, outpacing the growth in all media categories, except for Internet and magazine spending, as shown in Table 5.1.

**Table 5.1:**  
U.S. Advertising Spending by Medium, 2005-2007  
(Billions of Dollars)

Medium	2005	2006	2007	Percent Change 2006-2007
Direct Mail	\$56.6	\$59.9	\$61.0	1.8%
Newspapers	\$47.9	\$47.7	\$42.9	-10.0%
Television	\$64.1	\$66.2	\$66.2	0.0%
Radio	\$20.0	\$19.6	\$18.6	-5.2%
Magazines*	\$12.9	\$13.4	\$13.7	2.0%
Internet	\$7.9	\$9.3	\$10.9	17.2%
All Other	\$66.6	\$68.9	\$70.5	2.3%
<b>Total</b>	<b>\$276.0</b>	<b>\$285.1</b>	<b>\$283.9</b>	<b>-0.4%</b>

Source: McCann-Erickson – estimates.

Note: Totals may not sum due to rounding.

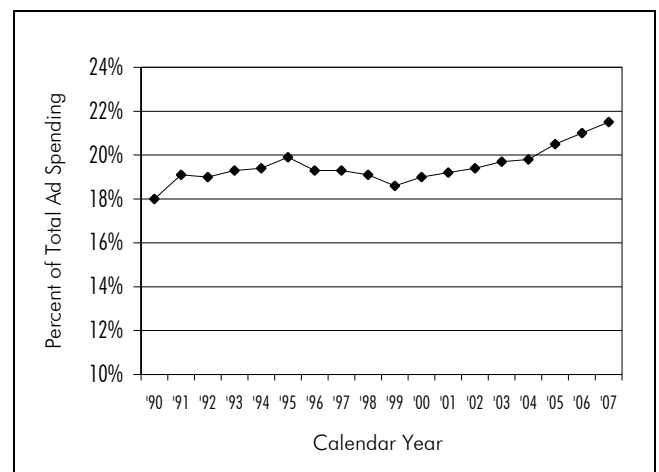
\* Consumer magazines advertising only (business is in All Other)

Despite many changes to the U.S. economy over the past few years, direct mail continues to be one of the most popular advertising choices. It is a highly efficient and versatile method for communicating with consumers. Direct mail can be targeted to the interests of individual customers. It can be used both to locate new customers and maintain relationships with existing customers. Direct mail allows for a variety of different types of advertising: letters, postcards, catalogs, and free samples. It can be sent as First-Class or Standard Mail, allowing advertisers to trade off their interest in more timely, personalized First-Class mailings against cost savings from Standard Mail.

Importantly, the effectiveness of direct mail is readily measurable, more so than for any other media shown in Table 5.1. Businesses can track the response rate to a mailing far more precisely than for a television commercial or magazine advertisement. This feature alone gives advertising mail a key advantage over its competitors.

Figure 5.1 shows that direct mail's share of total advertising spending has been on a strong upward trend for most of the past 16 years. Since 1999, the direct mail share has risen steadily reaching 21.5 percent in 2007. Direct mail has maintained its large ad share even with the introduction of new, fast growing ad markets such as the Internet.

**Figure 5.1:**  
Direct Mail as a Share of Total Advertising, 1990-2007



Source: U.S. Postal Service calculations based on McCann-Erickson WorldGroup data.

## Advertising Mail Volumes

Households received 100 billion pieces of advertising mail in 2007. Tables 5.2 and 5.3 show lower levels of Standard Mail in 2007 compared to the previous two years due to overstated volumes in 2005 and 2006. Prior to 2007, detached address labels (approximately 3 billion pieces in 2006) were counted as separate pieces, resulting in double counting errors. As seen in Table 1.1, however, the trend for total Standard Mail (household and businesses) shows a continuous increase over the past few years. In 2007, advertising mail represented about 60 percent of all mail received by households.

**Advertising mail represented 60 percent of all mail received by households in 2007.**

Table 5.2 shows that First-Class advertising mail accounts for 16.9 billion pieces (17 percent) of all advertising mail received by households. Of this, 9.0 billion pieces are advertising only, while the other 7.9 billion pieces are secondary advertising, such as an advertisement enclosed with a bill. First-Class advertising mail volumes were adversely affected prior to 2005, primarily from diversion to Standard Mail advertising. However, in 2005 and 2006 it increased almost back to 2002 levels. In 2007 it resumed its fall, resulting in an 8 percent decrease from 2005.

On average, U.S. households each receive 16.7 pieces of advertising mail per week, 17 percent of which is First-Class advertising.

About 83 percent of all advertising mail received by households in 2007 was sent as Standard Mail, which equates to a total of 83.4 billion pieces.

As noted above, the trends in Tables 5.2 and 5.3 are distorted by errors in the volumes reported prior to 2007. However, data from RPW reports (which do not include these errors) indicate that overall advertising mail has grown steadily for the past three years. Most of the increase in Standard Mail advertising volumes is found in Regular and ECR mail. In 2007, households received an average of 11.6 Presorted Standard or Bulk Rate mail pieces per week. The strong growth in this class of Standard Mail advertising results from implementing only one postal rate increase in over five years, diversion from First Class Mail advertising, strong growth in Direct Mail advertising spending and a strong overall economy.

**Standard Mail accounts for 83 percent of total advertising mail.**

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

Mail Classification	Volume (Billions of Pieces)			Growth, 2005-2007
	2005	2006	2007	
<b>First-Class Advertising</b>	<b>18.4</b>	<b>18.0</b>	<b>16.9</b>	<b>-8.2%</b>
Advertising Only	10.5	10.3	9.0	-14.3%
Secondary Advertising	7.8	7.7	7.9	.1%
<b>Standard Mail</b>	<b>83.5</b>	<b>86.9</b>	<b>83.4</b>	<b>-.1%</b>
Regular and ECR *	70.1	73.1	69.9	-.3%
Nonprofit	13.4	13.8	13.5	1.0%
Unsolicited Periodicals/Packages	.3	.2	.2	-26.8%
<b>Total Advertising</b>	<b>102.2</b>	<b>105.1</b>	<b>100.5</b>	<b>-1.6%</b>
Unaddressed Mail	15.6	17.8	12.6	-19.2%

Source: HDS Diary Sample, FY 2005, 2006 and 2007.

Notes:

Totals may not sum due to rounding.

Unaddressed Mail is not included in totals.

\* Prior to 2007, Detached Address Labels (approx. 3 billion in 2006) were counted as separate pieces, resulting in double counting errors.

**Table 5.3: Advertising Mail by Mail Classification**  
(Pieces per Household per Week)

Mail Classification	Pieces per HH per Week			Share of Total
	2005	2006	2007	
<b>First-Class Advertising</b>	<b>3.1</b>	<b>3.0</b>	<b>2.8</b>	<b>17%</b>
Advertising Only	1.8	1.7	1.5	9%
Secondary Advertising	1.3	1.3	1.3	8%
<b>Standard Mail</b>	<b>14.2</b>	<b>14.6</b>	<b>13.8</b>	<b>83%</b>
Regular and ECR*	11.9	12.3	11.6	70%
Nonprofit	2.3	2.3	2.2	13%
Unsolicited Periodicals/Packages	0	0	0	0%
<b>Total Advertising</b>	<b>17.4</b>	<b>17.7</b>	<b>16.7</b>	<b>100%</b>
Unaddressed Mail	2.6	3.0	2.1	N/A

Source: HDS Diary Sample, FY 2005, 2006 and 2007.

Notes:

Totals may not sum due to rounding.

Unaddressed Mail is not included in totals.

\* Prior to 2007, Detached Address Labels (approx. 3 billion in 2006) were counted as separate pieces, resulting in double counting errors.

## Advertising Mail and Household Characteristics

### Income, Education, and Age

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

The relationship between advertising mail and household income is quite strong, as seen in Table 5.4. Households with less than \$35,000 income receive less than half as much advertising mail as households with \$100,000 or more income (10.9 pieces per week compared to 24.0). Table 5.4 also shows that education plays a key role in the amount of advertising mail households receive, even after accounting for the impact education has on income.

For example, among households earning under \$35,000, ad mail received per week increases as the educational status of the household head increases, rising from 9.9 pieces per week for households headed by someone without a high school degree to 11.9 pieces per week for households headed by a college graduate. The pattern is repeated across all income groups, with more ad mail received as education increases.

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

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

Household Income (Thousands)	Education of Head of Household				Average
	Less than High School	High School graduate	Some College or Technical School	College graduate	
Under \$35	9.9	11.8	10.5	11.9	<b>10.9</b>
\$35 to \$65	12.7	14.6	14.9	17.0	<b>15.1</b>
\$65 to \$100	18.5	17.8	18.6	20.0	<b>18.9</b>
Over \$100	14.3	22.4	22.2	25.2	<b>24.0</b>
<b>Average</b>	<b>11.5</b>	<b>15.2</b>	<b>15.6</b>	<b>20.3</b>	<b>16.7</b>

Source: HDS Diary Sample, FY 2007.

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 like 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. Households with incomes over \$100,000 and with a head of household age 55 and older received the greatest number of advertising mail pieces at 26.6 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	7.9	9.7	13.1	<b>10.9</b>
\$35 to \$65	11.0	15.4	17.9	<b>15.1</b>
\$65 to \$100	15.7	18.6	21.8	<b>18.9</b>
Over \$100	18.9	24.1	26.6	<b>24.0</b>
<b>Average</b>	<b>12.0</b>	<b>17.6</b>	<b>18.0</b>	<b>16.7</b>

Source: HDS Diary Sample, FY 2007.

## Household Size

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

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 12.5 pieces per week to 19.0 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 5.6:**  
Advertising Mail Received by Size of Household  
(Pieces per Household per Week)

Household Size	
One person	12.7
Two	17.4
Three	17.2
Four	17.3
Five or more	17.8
<b>Average</b>	<b>16.7</b>

Source: HDS Diary Sample, FY 2007.

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

Number of Adults	
One	12.5
Two	17.3
Three or more	19.0
<b>Average</b>	<b>16.7</b>

Source: HDS Diary Sample, FY 2007.

## 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; Internet access is closely tied to income and education. However, advertising mail is sent even when new advertising media are available. In addition, Table 5.8 may demonstrate the use of Internet information to target potential customers through direct mail advertising.

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

Type of Internet Access	
Broadband	18.6
Dial-up	16.5
None	12.6
<b>Average</b>	<b>16.7</b>

Source: HDS Diary Sample, FY 2007.

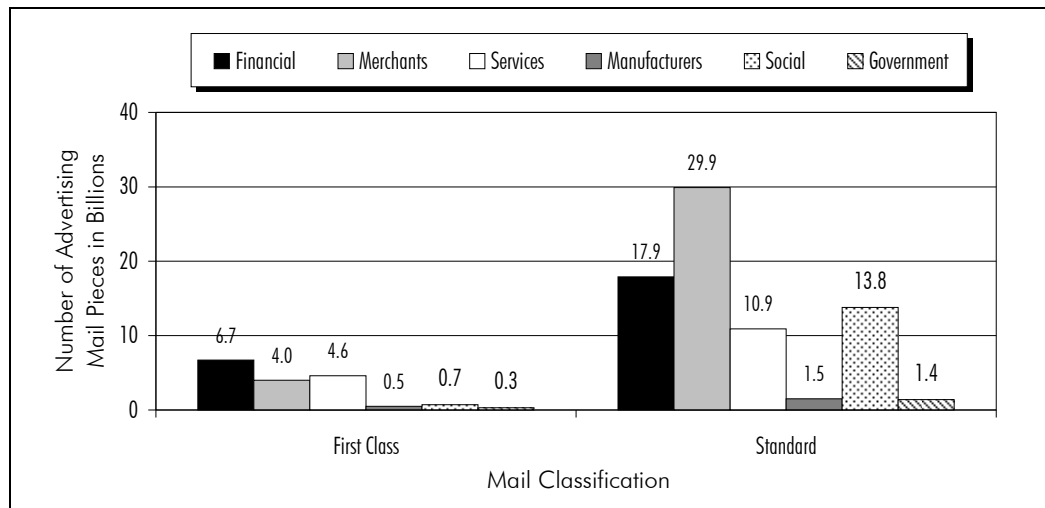
## Senders of Advertising Mail

Figure 5.2 provides data on the senders of advertising mail to households. Merchants continue to be the largest senders; in 2007, they sent 36 percent of Standard advertising mail and 24 percent of First-Class advertising mail. Financial firms are the second largest sender of Standard Mail advertising and the largest sender of First-Class advertising (41 percent). Many bills and statements, especially for credit cards, include advertising.

## Attitudes Toward Advertising

With \$284 billion spent in the United States on advertising, it is not surprising that few households wish they received more.

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



Source: HDS Diary Sample, FY 2007.

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

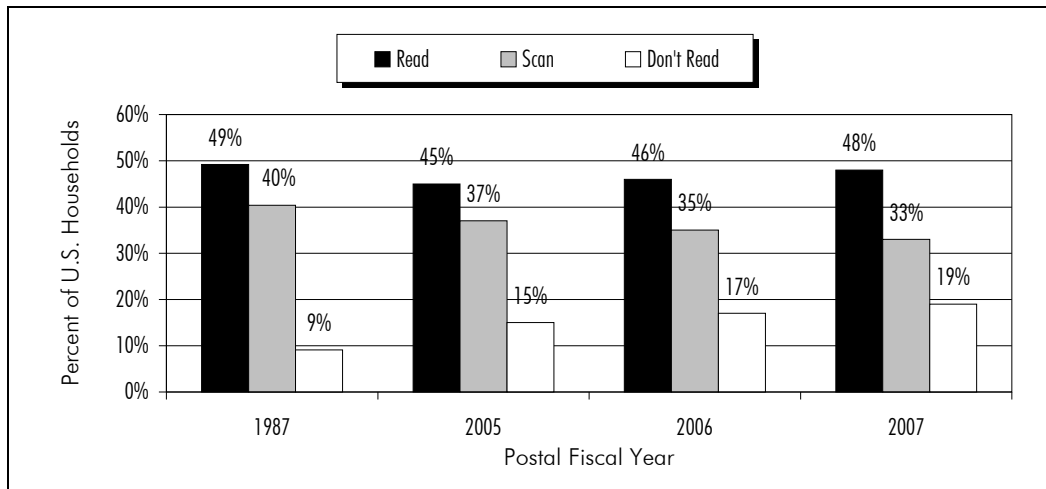


Whether they wish to receive more or not, most households either read or at least scan their advertising mail. Figure 5.3 shows 48 percent of households usually read their advertising mail, while an additional 33 percent scan the mail. Only 19 percent of households report they do not usually read their advertising mail. This represents an increase from the nine percent who did not usually read advertising mail in 1987, but 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.

**Eighty-one percent of households either read or scan advertising mail sent to their household.**

**Figure 5.3:**  
Advertising Mail Behavioral Trends — 1987, 2005, 2006 and 2007

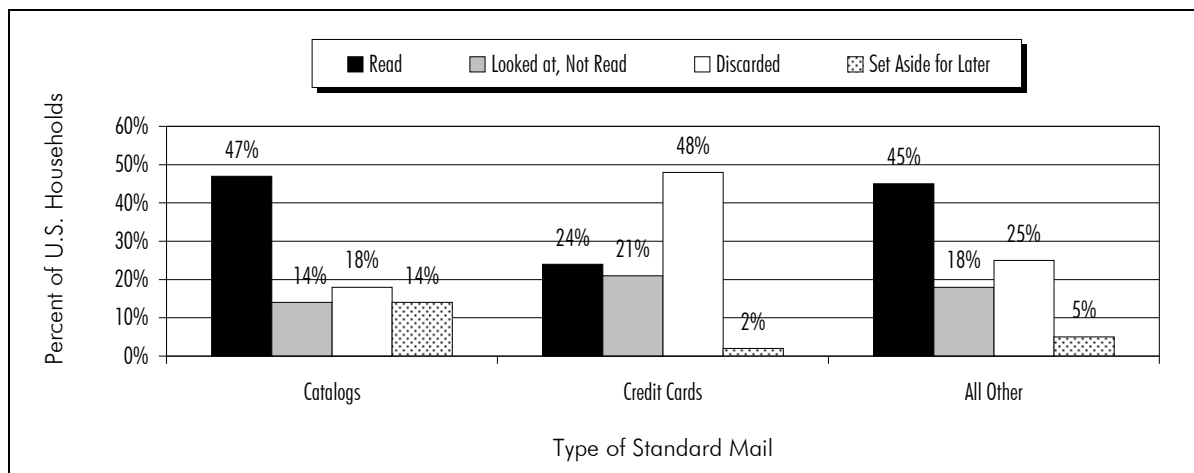


Source: HDS Recruitment Sample, FY 1987, 2005, 2006 and 2007.  
Note: Percentages do not include those who did not provide a response.

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

households read catalogs and only 14 percent discard them without reading them. On the other hand, only 24 percent of households read credit card advertising and 48 percent discard them without reading them.

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

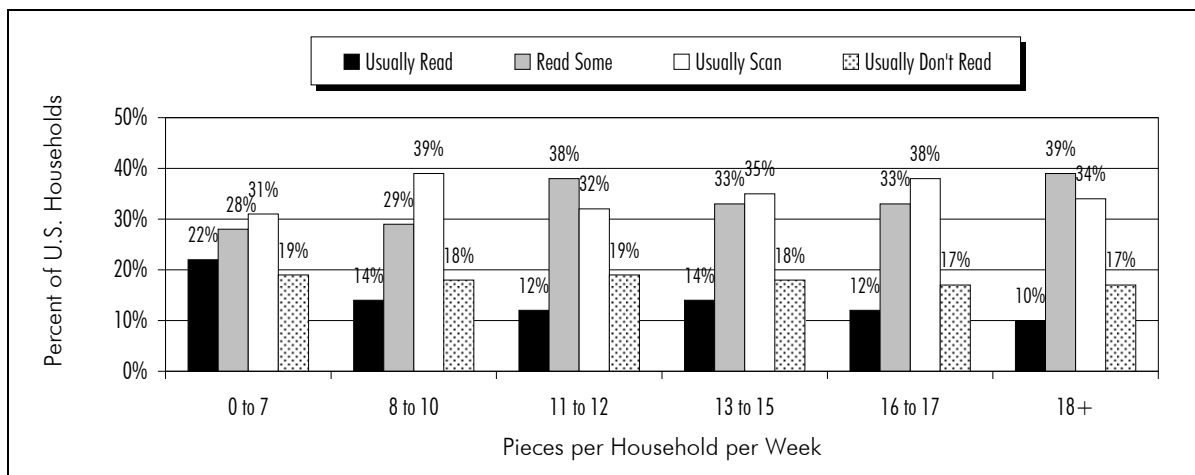


Source: HDS Diary Sample, FY 2007.  
Note: Percentages do not include those who did not provide a response.

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, 50 percent usually read all or some of the mail and 19 percent usually do not read any. Among households that receive eighteen or more pieces per week, 49 percent usually read all or some and 17 percent usually do not read any.

Thus, households that receive a lot of advertising mail don't appear to be particularly "turned off" by the high volume. However, Figure 5.5 also shows that, the percent of households that usually read all advertising does decrease as the number of pieces increases. When only seven or less pieces are received, 22 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 2007.

## Effectiveness of Advertising Mail

Ultimately, advertisers send direct mail because it works – household members read and respond to it. Table 5.9 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 Standard mail being greater than for First-Class advertising (11 percent and 9 percent of pieces, respectively). The table also shows that households say they may respond to another 17 percent of Standard advertising and 10 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 are routinely mailed Standard Mail, but infrequently mailed First-Class.

Figure 5.6 presents the total number of responses to advertising mail by income. As illustrated in Tables 5.4 and 5.5, higher income households received more advertising mail. Figure 5.6 combines the data on the amount of advertising mail received by household income with the household's intended

response to the mail. The result is the average number of responses per week for each income level. For example, households with incomes above \$100,000 report they intend to respond to 2.2 pieces of advertising mail per week, and they may respond to another 3.6 pieces per week. Other high-income households also indicate they will respond to more than one piece of advertising mail per week, as do the lower income households.

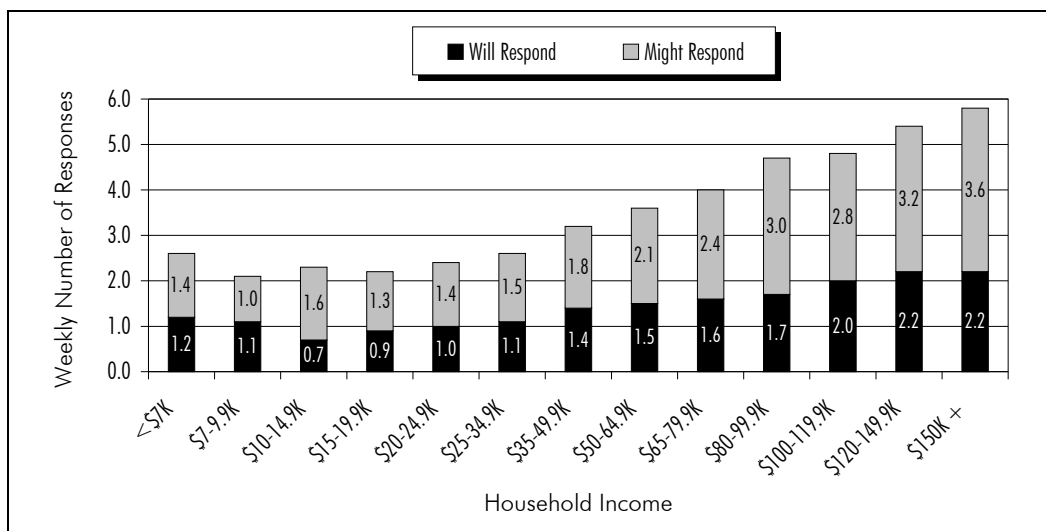
While intended responses do not always lead to actual responses, the data presented in Table 5.9 and Figure 5.6 help explain why direct mail is the number one choice of advertisers in America.

**Table 5.9: Intended Response to Advertising Mail by Class**  
(Percentage of Pieces)

Response	First-Class	Standard
Yes	9%	11%
Maybe	10%	17%
No	65%	61%
No Answer	17%	12%

Source: HDS Diary Sample, FY 2007.

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



Source: HDS Diary Sample, FY 2007.

# Chapter 6: Periodicals

## Introduction

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

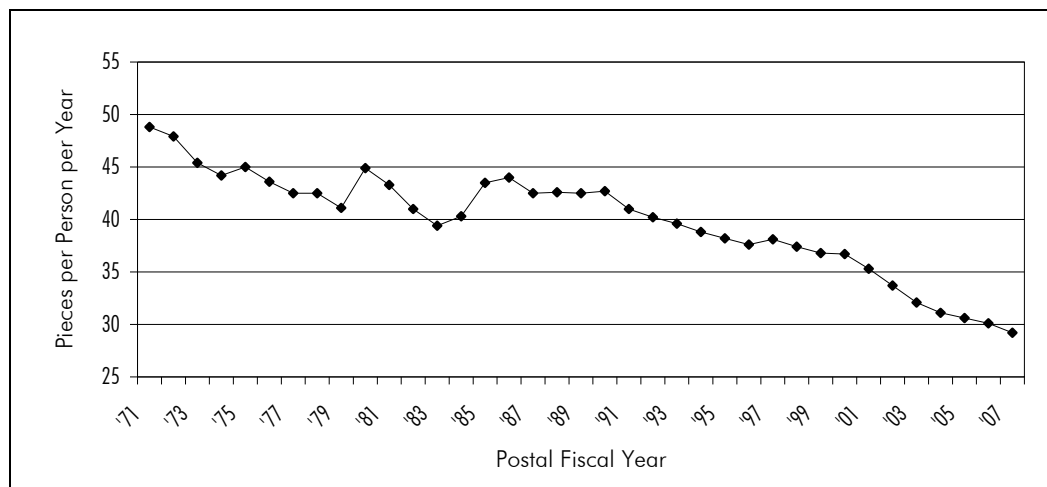
**Historically, changes in total Periodicals Mail volumes have not kept pace with population growth.**

## The Periodical Market

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

Historically, troughs in periodicals volumes have lagged economic slumps more so than with other types of mail, largely because it takes time for some subscription contracts to cycle out. After the most recent recession, periodicals volumes slipped not only because of reduced subscriptions, but also due to the number of publications that ceased operation as sources of advertising revenue dried up. Since then, in addition to the ongoing demographic shift away from reading, volumes continued to fall as the Internet became an increasingly accepted substitute for hard-copy publications.

**Figure 6.1:**  
Periodicals Mail Volume per Person – 1971 to 2007  
(Annual Pieces per Person)



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

## Advertising's Impact on Periodicals

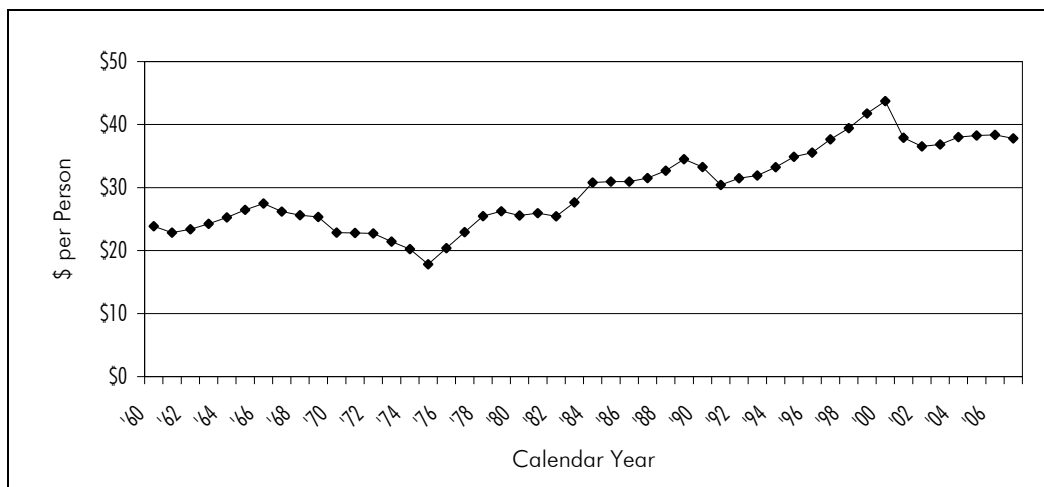
Advertising spending translates into advertising revenue, and the key determinant of magazine profitability is advertising revenue. The trend in advertising spending on magazines shifted to a lower level after its peak in 2000. This suggests that changes in available advertising revenues have altered the profitability of the magazine industry.

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, advertising as a percent of Gross Domestic Product (GDP) rose to a historically high level; when the high-tech bubble burst, advertising crashed. In 2001, advertising spending suffered its largest year-over-year decline in history. After six years of economic expansion, overall spending increased; magazine advertising spending also resumed its growth but at a slower pace than the years prior to 2001. On a per capita basis, 2007 spending actually experienced a slight decline.

McCann Erickson projects that advertising spending will continue to grow modestly in 2008, reflecting the widespread uncertainty in the performance of the overall economy. In prior times, advertising spending growth would bode well for new magazine launches as opportunities surface to capture new segments. More magazines in circulation generally translates into higher volume for the Postal Service, since, for most titles, the mail remains the primary distribution channel. More recently, however, the Internet has become a strong competitor of hard-copy publications. The Internet provides an alternative channel for news, information and entertainment. As a consequence, Periodicals volumes may be headed toward long-term decline.

Figure 6.2 shows the sharp decline in real per capita advertising spending for consumer magazines in 2001 and 2002 and the subsequent resumption in annual growth.

**Figure 6.2:**  
Real Per-Capita Consumer Magazine Advertising Spending



Source: McCann Erickson, U.S. Census Bureau.

## Household Periodicals Volume

Periodicals represent about 4 percent of all household mail volumes (see Table E.2). Table 6.1 shows the breakdown of periodicals received by households. In FY 2007, households received 6.6 billion periodicals, compared to 6.7 billion in FY 2005 and 2006. Seventy-three percent of all periodicals received by households were magazines, a strong increase since 1987, when the share was 59 percent.

In 2007, households received an average of 0.8 magazines per week. The most common type of magazine is monthly, accounting for two-thirds of the total magazines.

Newspapers make up 18 percent of total Periodicals volumes, down from the 35 percent share in 1987. The number of newspapers received per household each week declined from 0.6 to 0.2 during that same time period, while magazines only declined from 1.0 to 0.8 pieces per week.

The decline in newspapers captured in the Household Diary study mirrors the behavior seen in overall newspaper circulation.

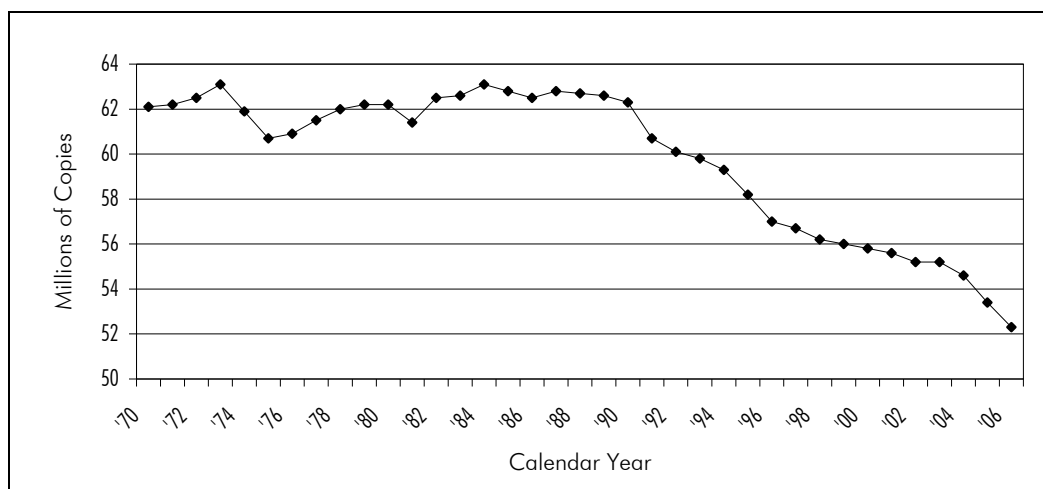
As shown in Figure 6.3, newspaper circulation in general has declined since 1990. Of course, on a per capita basis, the decline is even more pronounced.

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

Periodical Type	1987	2006	2007
<b>Newspapers</b>	<b>.6</b>	<b>.2</b>	<b>.2</b>
Daily	.2	.1	.1
Weekly	.3	.1	.1
Other	.1	0	0
<b>Magazines</b>	<b>1.0</b>	<b>.8</b>	<b>.8</b>
Weekly	.3	.2	.2
Monthly	.6	.6	.5
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>1.1</b>	<b>1.1</b>

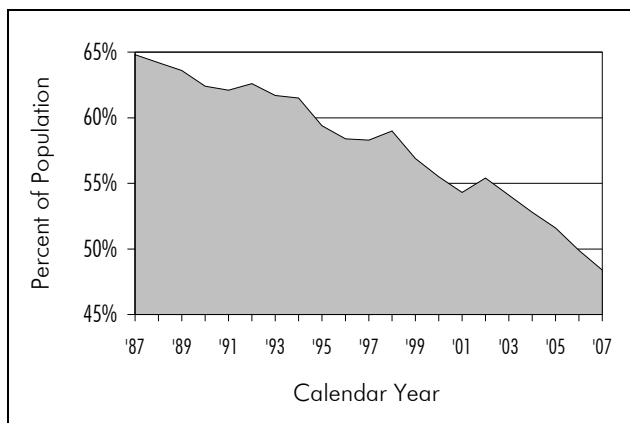
Source: HDS Diary Sample, FY 1987, 2006 and 2007.  
Note: Totals may not sum due to rounding.

**Figure 6.3:**  
Newspaper Circulation – 1970 to 2006



Source: Newspaper Association of America.

**Figure 6.4:**  
Daily Newspaper Readership – 1987 to 2007



Source: Newspaper Association of America.  
Note: There was a change in methodology in 1998.

Directly contributing to newspaper volume declines are changes in daily readership levels. As shown above in Figure 6.4, the percentage of the U.S. population reading newspapers on any given day decreased from 65 percent in 1987 to only 48 percent in 2007.

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

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

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

## Periodicals Mail and Household Characteristics

### Income, Education, and Age

Table 6.2 shows that as income and education increase, periodicals volume tends to increase. Households where the head householder has a college education receive the most periodicals, averaging 1.4 per week. Similarly, households with incomes over \$100,000 get an average of almost two periodicals per week, double what households earning less than \$35,000 receive.

**Households with incomes over \$100,000 receive twice as many periodicals as households earning less than \$35,000.**

Table 6.3 shows periodicals volume by age and income. The higher the income and age of the household, the higher the volume of periodicals received. For households whose heads are under 34 and with incomes less than \$35,000, the average is only 0.4 pieces per week. Households with income over \$100,000 and whose heads are over 55 receive the most periodicals.

**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	.7	.9	.8	.8	.8
\$35 to \$65	.7	1.0	.9	1.1	1.0
\$65 to \$100	.9	1.0	1.1	1.4	1.2
Over \$100	1.6	1.0	1.5	1.8	1.6
<b>Average</b>	<b>.7</b>	<b>1.0</b>	<b>1.0</b>	<b>1.4</b>	<b>1.1</b>

Source: HDS Diary Sample, FY 2007.

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

Household Income (Thousands)	Age of Head of Household			Average
	Under 34	35 to 54	Over 55	
Under \$35	.4	.5	1.2	<b>.8</b>
\$35 to \$65	.5	1.0	1.3	<b>1.0</b>
\$65 to \$100	.9	1.0	1.7	<b>1.2</b>
Over \$100	1.0	1.6	2.0	<b>1.6</b>
<b>Average</b>	<b>.6</b>	<b>1.0</b>	<b>1.4</b>	<b>1.1</b>

Source: HDS Diary Sample, FY 2007.

## Household Size

Table 6.4 and Table 6.5 show that as households increase in size, periodicals volume increases. 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	.9
Two	1.2
Three	1.1
Four	1.0
Five or more	1.0
<b>Average</b>	<b>1.1</b>

Source: HDS Diary Sample, FY 2007.

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

Number of Adults	
One	.8
Two	1.2
Three or more	1.1
<b>Average</b>	<b>1.1</b>

Source: HDS Diary Sample, FY 2007.

## 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. As household broadband access to the Internet becomes more common, it is likely that more periodical content will be delivered over the Internet, rather than by mail.

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

Type of Internet Access	
Broadband	1.2
Dial-up	1.1
None	.9
<b>Average</b>	<b>1.1</b>

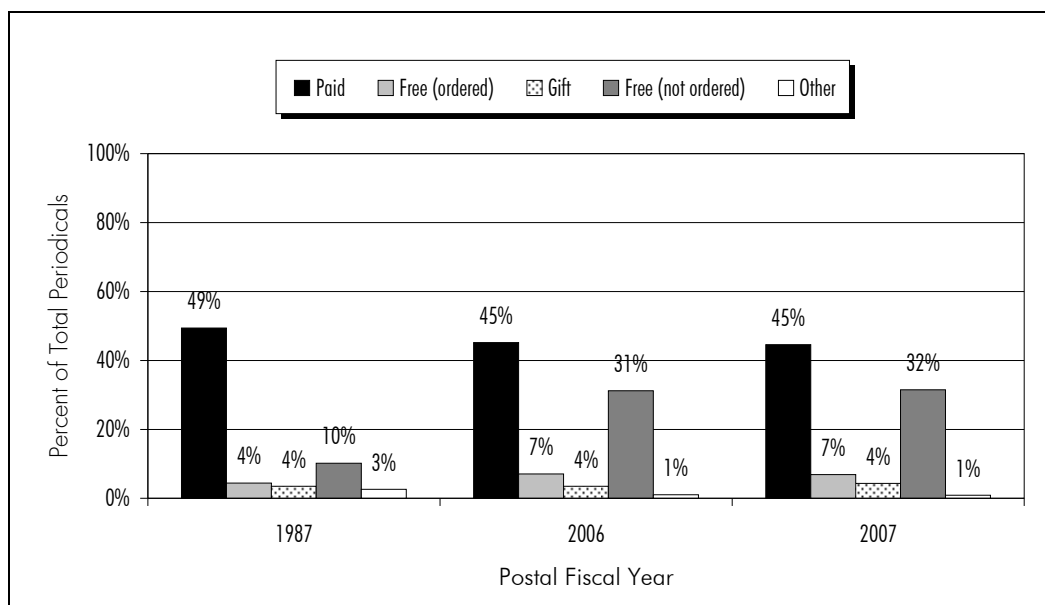
Source: HDS Diary Sample, FY 2007.

## Subscription Type

Figure 6.5 provides an overview of subscription type for FY 1987, 2006 and 2007. As shown, the distribution of subscription type has remained relatively stable over the last two years and similar to the distribution in the 1987 period. In 2007, a household member ordered and paid for 45 percent of total periodicals sent to households. An additional 39 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, 2006 and 2007.

Base: Total Periodicals Mail volume - RPW.

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

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

As shown in Table 6.7, professional organizations combined account for 10 percent of total periodicals received by households. Charitable organizations account for only one percent of periodicals received by households.

**Table 6.7:**  
Periodicals by Sender Type

Sender Type	Pieces per Household per Week	Percent of Periodicals Received by HH
Commercial Organization	.81	74%
Professional Organization	.12	10%
Religious Organization	.05	5%
Educational Organization	.06	5%
Union	.02	1%
Charitable Organization	.01	1%
Veterans' Organization	.01	1%
Unclassified	.03	2%
<b>Total</b>	<b>1.10</b>	<b>100%</b>

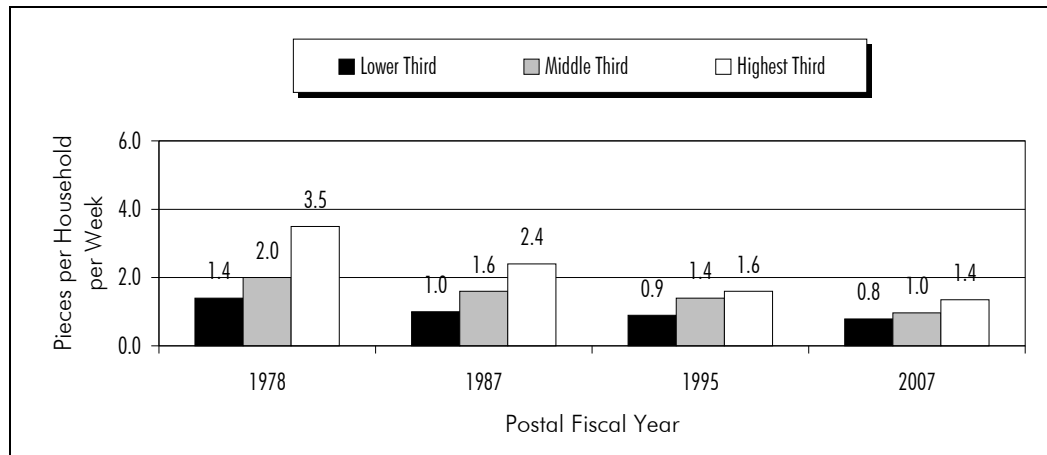
Source: HDS Diary Sample, FY 2007.

## Trends in Readership

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. The number of periodicals per household declined for all income groups, but a new trend emerged where the decline in pieces per week is more rapid for high-income households, as shown in Figure 6.6.

**Figure 6.6:**  
Number of Periodicals Received Per Week by Households by Income Group



Source: HDS Diary Sample, FY 1978, 1987, 1995, and 2007.



# Chapter 7: Packages

## Introduction

This chapter discusses packages sent and received by households, regardless of the carrier. 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 Standard Mail. Merchandise and goods can be any of these classes, or any of the Package Services subclasses, including Parcel Post, Bound Printed Matter and Media Mail.

## The Package Market

The package delivery market is an important and growing segment of the economy. From 1998 to 2007, package volume grew from 7.5 billion pieces to 8.5 billion pieces, averaging 1.4 percent growth per year. Package revenues increased from \$43.3 billion to \$62.1 billion over the same period, an average of four percent per year. Over that time, however, segments of the market performed differently.

There are three major segments of the package market:

- Overnight air,
- Two- and three-day air, and
- Ground.

The U.S. Postal Service is a major player in the two- and three-day air segment but provides services in all: Express Mail in the overnight segment, Priority and First-Class Mail in the two- and three-day segment, and Standard Mail and Package Services in the ground segment.

Table 7.1 shows the volume and growth rates of the three segments of the package delivery market. Between 1998 and 2000, the overall market grew consistently, driven by growth in the overnight and two-day and three-day air segments. This growth was largely due to expansion of the services offered by United Parcel Service (UPS) and Federal Express (FedEx). UPS began to push strongly into the overnight market, and both UPS and FedEx developed new two- and three-day offerings to compete with Priority Mail.

The 2001 recession led to declines in all segments of the package market, with the largest effect in the two-day and three-day air segment as customers shifted to time-guaranteed ground service in the face of hard economic times. The slow recovery in 2002 continued to adversely affect all segments of the package market, except for ground. Ground began to pick up in 2002 at the expense of the other segments. This pattern continued through 2004. As a result, the ground segment accounts for more of the package market by volume than it has at any point over the last ten years (see Figure 7.1). In 2005 and 2006, the recovering economy boosted all segments of the package market. In 2007, however, the instability of fuel prices contributed to decreases in both overnight and two- and three-day service volumes, while improved service resulted in continued growth for ground volumes.

**From 1997 to 2007, package volume grew from 7.5 billion to 8.5 billion pieces.**

While many carriers serve the package delivery market; FedEx, UPS, the United States Postal Service, and DHL are the larger players. DHL's recent push in all market segments intensified competition in an already aggressive market. As seen in Table 7.2, the Postal Service lost market share in every segment over the last ten years. In part, this is a result of service enhancements made by competitors, such as the introduction of day-certain ground delivery. Competitors also include insurance and tracking services for all packages as part of the base shipping price, while the Postal Service charges extra fees for some of these services.

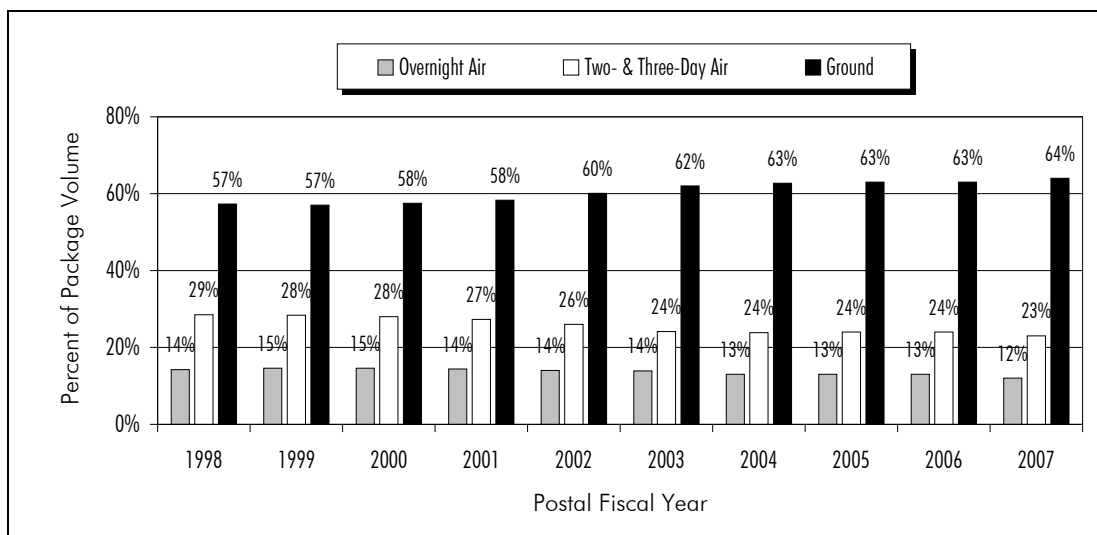
The Postal Service also serves a different niche in the package market than its competitors. Much more of the Postal Service's volume consists of relatively lightweight, low-revenue parcels delivered to households (see Tables 7.3 through 7.5). This is true even in the two- and three-day air segment, where the Postal Service carries the lion's share of the parcels.

**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
1998	1,058	7.4%	2,123	8.2%	4,266	3.8%	7,447	5.5%
1999	1,115	5.4%	2,161	1.8%	4,335	1.6%	7,611	2.2%
2000	1,160	4.0%	2,225	3.0%	4,571	5.4%	7,956	4.5%
2001	1,126	-2.9%	2,135	-4.1%	4,555	-.4%	7,815	-1.8%
2002	1,063	-5.6%	1,980	-7.3%	4,578	.5%	7,621	-2.5%
2003	1,062	-.1%	1,842	-7.0%	4,737	3.5%	7,642	.3%
2004	1,044	-1.7%	1,873	1.7%	4,931	4.1%	7,848	2.7%
2005	1,057	1.2%	1,931	3.1%	5,105	3.5%	8,093	3.1%
2006	1,075	1.7%	2,009	4.0%	5,254	2.9%	8,338	3.0%
2007	1,051	-1.8%	1,966	-2.2%	5,438	3.5%	8,455	1.5%

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.

**Table 7.2:**  
Postal Service's Volume Market Share

Fiscal Year	Overnight Air	Two- & Three-Day Air	Ground
1998	6%	76%	31%
1999	6%	76%	31%
2000	6%	75%	31%
2001	6%	75%	31%
2002	6%	74%	31%
2003	5%	71%	31%
2004	5%	71%	29%
2005	5%	72%	29%
2006	5%	73%	27%
2007	5%	73%	27%

Source: UPS, FedEx and U.S. Postal Service data, Colography Group.

**Table 7.3:**  
FY 2007 Overnight Air Segment Statistics

	Market Share (Volume)	Average Revenue per Piece	Weight per Piece (Pounds)
FedEx	45%	\$17.68	6.6
UPS	30%	\$21.00	7.9
DHL	18%	\$11.11	3.9
Express Mail	5%	\$17.36	1.0
Other	19%	\$31.55	10.0

Source: UPS, FedEx and U.S. Postal Service data, Colography Group.

**Table 7.4:**  
FY 2007 Two- and Three-Day Air Segment Statistics

	Market Share (Volume)	Average Revenue per Piece	Weight per Piece (Pounds)
FedEx	12%	\$12.59	9.5
UPS	13%	\$13.58	9.9
DHL	3%	\$8.60	5.5
First-Class & Priority Mail	73%	\$4.27	1.4
Other	0%	\$21.60	20.6

Source: UPS, FedEx and U.S. Postal Service data, Colography Group.

**Table 7.5:**  
FY 2007 Ground Segment Statistics

	Market Share (Volume)	Average Revenue per Piece	Weight per Piece (Pounds)
FedEx	15%	\$7.29	14.8
UPS	54%	\$7.08	11.9
DHL	2%	\$5.88	10.6
Package Services & Standard Mail	27%	\$1.69	2.1
Other	2%	\$7.43	5.0

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 fell 2% in FY 2007 after increasing 8% in FY 2006. However, when sent volumes are isolated, households sent 10 percent more packages in 2007 than in 2006, increasing their use of both First-Class and Priority Mail Package Services.

Households received 2.5 billion packages in FY 2007 and sent 742 million, as seen in Table 7.6. When the combined volumes are compared to FY 2005, First-Class, Expedited (Priority and Express) and Package Services sent by households increased by 46 percent in FY 2007. First-Class, Expedited and Package Services received by households, when combined, were relatively flat compared to FY 2005. Expedited volume increased up through 2005 due to an improving economy, constant rates and ease of use. In FY 2007, Expedited fell mainly as a result of back-to-back rate increases in January 2006 and May 2007.

**Table 7.6:**  
Postal Service Sent and Received Packages, FY 2005, 2006 and FY 2007  
(Units in Millions)

Mail Classification	Volume (Millions of Pieces)					
	2005		2006		2007	
	Sent	Received	Sent	Received	Sent	Received
First-Class	195	626	352	869	445	974
Expedited Mail	172	477	183	489	150	302
Standard Mail	—	802	—	674	—	653
Package Services	121	601	116	513	108	527
Unclassified	23	71	23	115	39	71
<b>Total Packages</b>	<b>510</b>	<b>2,577</b>	<b>674</b>	<b>2,661</b>	<b>742</b>	<b>2,528</b>
Mail Classification	Percent of Pieces					
	2005		2006		2007	
	Sent	Received	Sent	Received	Sent	Received
First-Class	38%	24%	52%	33%	60%	39%
Expedited Mail	34%	18%	27%	18%	20%	12%
Standard Mail	—	31%	—	25%	—	26%
Package Services	24%	23%	17%	19%	15%	21%
Unclassified	4%	3%	3%	4%	5%	3%
<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 2005, 2006 and 2007.

Notes:

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

Percentages may not sum to 100 due to rounding.

Expedited includes Priority Mail and Express Mail.

Totals include .2 billion pieces of household-to-household packages that are counted in both sent and received.

## Packages and Household Characteristics

### Income, Education, and Age

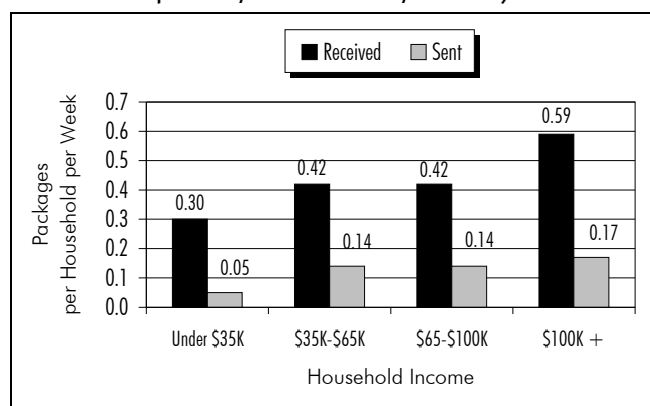
According to the HDS, high-income households sent and received more packages than their less affluent counterparts in FY 2007, as shown in Figure 7.2.

In fact, households in the highest income bracket received almost double the volume of packages than households with incomes under \$35,000.

Households headed by younger people on average received about the same number of packages as those with older heads of household, as shown in Table 7.7. Higher income younger households, however, seemed to receive many more packages. This may be the case because young heads of households make more purchases online than older ones. When it comes to sending packages, older

households sent about the same number of packages as younger households, as shown in Table 7.8.

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



Source: HDS Diary Sample, FY 2007.

Base: Packages Sent and Received by Households and Delivered by U.S. Postal Service.

**Table 7.7:**  
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	.25	.25	.35	<b>.30</b>
\$35 to \$65	.42	.38	.45	<b>.42</b>
\$65 to \$100	.44	.38	.46	<b>.42</b>
Over \$100	.65	.56	.60	<b>.59</b>
<b>Average</b>	<b>.40</b>	<b>.40</b>	<b>.43</b>	<b>.42</b>

Source: HDS Diary Sample, FY 2007.

**Table 7.8:**  
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	.02	.08	.06	<b>.05</b>
\$35 to \$65	.12	.13	.17	<b>.14</b>
\$65 to \$100	.18	.12	.14	<b>.14</b>
Over \$100	.29	.15	.16	<b>.17</b>
<b>Average</b>	<b>.12</b>	<b>.12</b>	<b>.12</b>	<b>.12</b>

Source: HDS Diary Sample, FY 2007.

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 7.9 and 7.10.

**Table 7.9:**  
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	.27	.30	.35	.27	<b>.30</b>
\$35 to \$65	.40	.37	.39	.50	<b>.42</b>
\$65 to \$100	.29	.33	.49	.46	<b>.42</b>
Over \$100	.09	.54	.56	.63	<b>.59</b>
<b>Average</b>	<b>.30</b>	<b>.35</b>	<b>.43</b>	<b>.51</b>	<b>.42</b>

Source: HDS Diary Sample, FY 2007.



**Table 7.10:**  
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	0	.04	.09	.16	<b>.05</b>
\$35 to \$65	.11	.10	.15	.20	<b>.14</b>
\$65 to \$100	.04	.09	.15	.18	<b>.14</b>
Over \$100	.06	.12	.18	.19	<b>.17</b>
<b>Average</b>	<b>.04</b>	<b>.08</b>	<b>.14</b>	<b>.19</b>	<b>.12</b>

Source: HDS Diary Sample, FY 2007.

## Household Size

The Household Diary Study shows that larger households tend to receive and send more packages than smaller households, as shown in Table 7.11. This, however, does not hold true for households with four or more members and is probably due to the likelihood that more children are present in very large households.

**Table 7.11:**  
Postal Service Received and Sent Packages  
by Size of Household  
(Pieces per Household per Week)

Household Size	Received	Sent
One person	.32	.09
Two	.44	.14
Three	.50	.16
Four	.38	.09
Five or more	.42	.10
<b>Average</b>	<b>.42</b>	<b>.12</b>

Source: HDS Diary Sample, FY 2007.

**Table 7.12:**  
Postal Service Received and Sent Packages  
by Number of Adults in Household  
(Pieces per Household per Week)

Number of Adults	Received	Sent
One	.32	.09
Two	.44	.13
Three or more	.47	.14
<b>Average</b>	<b>.42</b>	<b>.12</b>

Source: HDS Diary Sample, FY 2007.

## Internet Access

Access to the Internet seems to play an important part in determining the number of packages sent and received by households. Table 7.13 shows the packages sent and received by households with Internet access and households without. In FY 2007, households with broadband Internet access sent over five times as many and received almost double the number of packages sent by households without Internet access. These relationships probably reflect the correlation between income, education and Internet access.

**In FY 2007, households with Internet access sent and received more packages than households without Internet access.**

**Table 7.13:**  
Received and Sent Packages  
by Household Internet Access  
(Pieces per Household per Week)

Type of Internet Access	Received	Sent
Broadband	.49	.16
Dial-up	.41	.12
None	.28	.03
<b>Average</b>	<b>.42</b>	<b>.12</b>

Source: HDS Diary Sample, FY 2007.

## Household Package Contents

As shown in Table 7.14, packages received by households most often contain music and videos, books, clothes and pharmaceuticals – a sign that online purchases and mail order retail are primary drivers of household package volume. In fact, online purchases have contributed to a significant growth in music/video contents received.

This type of content increased by more than any other type, growing from 14 percent of all content types in 2005 to 24 percent in 2007, mostly due to volumes generated by video rental outfits like Netflix and Blockbuster.

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

**Table 7.14:**  
Contents of Postal Service Sent and Received Packages

Contents	Volume (Millions of Pieces)					
	2005		2006		2007	
	Sent	Received	Sent	Received	Sent	Received
Music/Video	100	365	237	586	359	595
Clothing	75	183	71	173	119	203
Computer Hard- and Software	10	207	12	129	16	30
Books	41	379	38	290	49	343
Pharmaceuticals/Contacts	4	222	1	245	7	293
Checkbooks	1	135	2	90	2	80
Food Products	14	39	16	51	30	68
Toys	23	59	28	53	62	57
Electronic Equipment	14	45	15	42	17	53
Travel Products and Information	8	29	8	42	12	50
Sporting Goods	2	31	7	16	4	28
Telecommunications	5	20	4	5	6	11
Footwear/Shoes	3	21	4	21	6	21
Other Contents	247	531	271	533	131	564
<b>Total Packages</b>	<b>510</b>	<b>2,577</b>	<b>674</b>	<b>2,661</b>	<b>742</b>	<b>2,528</b>

**Table 7.14:**  
**Contents of Postal Service Sent and Received Packages (cont.)**

Contents	Percent of Pieces					
	2005		2006		2007	
	Sent	Received	Sent	Received	Sent	Received
Music/Video	20%	14%	35%	22%	48%	24%
Clothing	15%	7%	11%	6%	16%	8%
Computer Hard- and Software	2%	8%	2%	5%	2%	1%
Books	8%	15%	6%	11%	7%	14%
Pharmaceuticals/Contacts	1%	9%	0%	9%	1%	12%
Checkbooks	0%	5%	0%	3%	0%	3%
Food Products	3%	2%	2%	2%	4%	3%
Toys	5%	2%	4%	2%	8%	2%
Electronic Equipment	3%	2%	2%	2%	2%	2%
Travel Products and Information	2%	1%	1%	2%	2%	2%
Sporting Goods	0%	1%	1%	1%	1%	1%
Telecommunications	1%	1%	1%	0%	1%	0%
Footwear/Shoes	1%	1%	1%	1%	1%	1%
Other Contents	48%	21%	40%	20%	18%	22%
<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 2005, 2006 and 2007.

Notes:

FY 2005 and 2006 did not include "Contents" for Expedited Sent; Total Expedited Sent was added to "Other Contents" in Sent totals.

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's rentals sent to and received from Netflix, Blockbuster, etc., reported in First-Class Mail letters in Tables E.1, 1.5 and 1.6.



# Appendix A: Comparative Tables 1987, 2006 & 2007





# 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 2006/2007 data should be done with caution. The 2006/2007 data represent refinements in survey methodology from previous years, as well as modifications in the procedures for weighting and adjustment for mail flow underreports. These data may also reflect changes in the definitions of mail classifications.

---



## Concordance of Appendix Tables

PFY 1999 Tables	Description	GFY 2007 Tables
3 - 1	Total Domestic Mail Originating in Households and Nonhouseholds	A1-1
3 - 2	Mail Received by Households by Class	A1-2
3 - 3	Total Mail Overview: Content of Mail Received by Households	A1-3
4 - 10	First-Class Mail Contents of Mail Received by Households	A2-1
4 - 2	First-Class Mail Received -- Content by Quarter (Pieces Per Household Per Week)	A2-2
4 - 20	Use of First-Class Advertising-Only Mail -- by Industry	A2-3
4 - 5	Percentage of First-Class Mail Containing Advertising by Household Income (Percentage of Pieces)	A2-4
4 - 24	First-Class Mail Usage of Reply Envelopes -- by Industry (Percentage of Pieces)	A2-5
4 - 23	First-Class Mail -- Enclosure of Reply Envelopes -- by Content (Percentage of Pieces)	A2-6
4 - 25	First-Class Mail -- Industry Usage of Reply Envelopes (Percentage of Pieces From Each Industry That Contain Reply Mail)	A2-7
4 - 18	First-Class Mail -- Industry Mail to Households	A2-8
4 - 19	First-Class Mail -- Bills and Statements	A2-9
4 - 22	Use of First-Class Business Invitations/Announcements Mail -- by Industry	A2-10
4 - 21	Use of First-Class Advertising-Enclosed Mail -- by Industry	A2-11
No A2-12 and A2-13		
4 - 9	First-Class Mail Received -- by Number of Financial Accounts and Insurance Policies	A2-14
4 - 8	First-Class Mail Received -- by Number of Credit Cards	A2-15
4 - 7	First-Class Mail Receipt -- Content by Age of Head of Household (Pieces Per Household Per Week)	A2-16
4 - 6	First-Class Mail Receipt -- Content by Education of Head of Household (Pieces Per Household Per Week)	A2-17
4 - 4	First-Class Receipt -- Content by Income (Pieces Per household Per Week)	A2-18
4 - 27	First-Class Mail -- Percent of Nonpersonal Mail Received by Households Which is Sent Presort -- by Content	A2-19
4 - 26	Total Percentage of Industry's First-Class Mail Received by Households Which is Sent Presort	A2-20
4 - 32	First-Class Mail -- Total Envelopes by Sector (Percentage of Pieces)	A2-21
4 - 33	First-Class Mail -- Total Envelopes by Content (Percentage of Total Envelopes)	A2-22
4 - 34	First-Class Mail -- Total Envelopes by Industry (Percentage of Total Envelopes)	A2-23
4 - 35	First-Class Mail -- Nonpresort Envelopes by Sector (Percentage of Pieces)	A2-24
4 - 38	First-Class Mail -- Total Cards by Sector (Percentage of Pieces)	A2-25
4 - 39	First-Class Mail -- Total Cards by Industry (Percentage of Total Cards)	A2-26
4 - 40	First-Class Mail -- Total Cards by Content (Percentage of Total Cards)	A2-27
4 - 41	First-Class Mail -- Cards Received by Households -- Household's Percentage of Total Mail Sent at Each Card Rate Category	A2-28
4 - 42	First-Class Mail -- Cards Received by Households -- Household's Percentage of Total Mail Sent at Each Card Rate Category -- by Industry	A2-29
4 - 43	First-Class Mail -- Timeliness of Arrival	A2-30
4 - 44	First-Class Mail -- Reason for Lateness (Percentage of Pieces That Arrived Late)	A2-31
4 - 45	First-Class Mail Received -- Timeliness of Arrival -- by Quarter	A2-32
4 - 46	First-Class Mail Received -- Timeliness of Arrival -- by Postal Region	A2-33



<b>PFY 1999 Tables</b>	<b>Description</b>	<b>GFY 2007 Tables</b>
	<i>* Table numbering is not consecutive.</i>	
4 - 48	First-Class Mail Sent by Households to Nonhouseholds	A2-34
4 - 01	First-Class Mail Originating in Households and Nonhouseholds	A2-35
4 - 60	First-Class Mail Media by Which Mail Order Purchases Made in Past Month Were Ordered (Percentage of Orders)	A2-36
4 - 49	First-Class Mail -- Method of Payment (From Entry Interview)	A2-37
4 - 13	First-Class Mail -- Personal Letters and Cards (not greeting cards) Sent by Households in an Average Month -- by Age of Head of Household	A2-38
4 - 15	First-Class Mail -- Holiday/Season's Greeting Cards Sent by Households -- by Education of Head of Household (From Entry Interview)	A2-39
4 - 12	First-Class Mail -- Personal Letters and Cards (not greeting cards) Sent by Households in an average Month -- by Education of Head of Household	A2-40
4 - 11	Personal Letters, Cards (not greeting cards) Sent by Households in an Average Month - - by Income	A2-41
4 - 16	First-Class Mail -- Holiday/Season's Greeting Cards Sent by Households --by Age of Head of Household (From Entry Interview)	A2-42
4 - 14	First-Class Mail -- Holiday/Season's Greeting Cards Sent by Households -- by Income (From Entry Interview)	A2-43
4 - 51	First-Class Mail -- Use of Automatic Deductions (Percent of Households)	A2-44
4 - 52	First-Class Mail -- Use of Automatic Deductions -- by Income (Percentage of Households)	A2-45
4 - 53	First-Class Mail -- Use of Automatic Deductions -- by Age (Percentage of Households)	A2-46
6 - 2	Standard Mail Content of Mailpiece (Percentage of Standard Mail Received by Households)	A3-1
6 - 6	Standard Mail by Major Industry by Quarter (Mean Pieces Per Household Per Week)	A3-2
6 - 4	Standard Mail Addressee (Percentage of Total Standard Mail)	A3-3
6 - 5	Standard Mail Addressee by Industry (Percentage of Pieces)	A3-4
6 - 7	Standard Mail by Shape	A3-5
6 - 8	Standard Mail Industry by Shape (Percentage of Pieces Received by Households)	A3-6a
6 - 8 cont.	Standard Mail Industry by Shape (Percentage of Pieces Received by Households)	A3-6b
6 - 9	Standard Mail Shape by Industry (Percentage of Pieces)	A3-7a
6 - 9 cont.	Standard Mail Shape by Industry (Percentage of Pieces)	A3-7b
6 - 11	Standard Mail Shape by Addressee (Percentage of Pieces)	A3-8
6 - 12	Standard Mail Zip Code Usage by Shape (Percentage of Mail Received by Households)	A3-9
6 - 13	Standard Mail Demographics -- Pieces Received Per Household Per Week	A3-10
6 - 14	Receipt of First-Class and Total Standard Mail (Including NonProfit Mail) by Number of Mail Order Purchases Made in the Past Year (Pieces Per Household Per Week)	A3-11
6 - 15	Standard Mail by Familiarity With Institution (Percentage of Mail Pieces Received by Households)	A3-12
6 - 16	Standard Mail by Industry and Familiarity (Percentage of Pieces)	A3-13
6 - 17	Standard Mail -- Shape by Familiarity With Organization (Percentage of Pieces)	A3-14
6 - 18	Standard Mail -- Mail Order Industry Shape by Familiarity With Organization (Percentage of Mail Pieces Received by Households)	A3-15
6 - 20	Standard Mail Receipt by Number of Financial Accounts and Insurance Policies	A3-16
6 - 19	Standard Mail Receipt by Number of Credit Card Accounts	A3-17

<b>PFY 1999 Tables</b>	<b>Description</b>	<b>GFY 2007 Tables</b>
6 - 22	Standard Mail Treatment of Mail Piece by Familiarity With Organization (Percentage of Mail Received by Households)	A3-18
6 - 23	Standard Mail Usefulness of Mail Pieces by Familiarity With Organization (Percentage of Mail Received by Households)	A3-19
6 - 24	Standard Mail Response to Advertising by Familiarity With Organization (If Pieces Contained an Advertisement or Request for Donation and Was from One Organization Only)	A3-20
6 - 25	Standard Mail Treatment by Usefulness (Percentage of Pieces)	A3-21
6 - 26	Standard Mail Usefulness by Treatment (Percentage of Pieces)	A3-22
6 - 27	Standard Mail Treatment by Intended Response (Percentage of Pieces)	A3-23
6 - 28	Standard Mail Intended Response by Treatment (Percentage of Pieces)	A3-24
6 - 29	Standard Mail Usefulness by Intended Response (Percentage of Pieces)	A3-25
6 - 30	Standard Mail Intended Response by Usefulness (Percentage of Pieces)	A3-26
6 - 31	Standard Mail Pieces From Credit Card Industry Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)	A3-27
6 - 32	Standard Mail Pieces From Insurance Companies Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)	A3-28
6 - 33	Standard Mail Pieces From Department Stores Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)	A3-29
6 - 34	Standard Mail Pieces From Mail Order Companies Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)	A3-30
6 - 35	Standard Mail Pieces From Publishers Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)	A3-31
6 - 36	Standard Mail Treatment of Mail Piece by Shape (Percentage of Mail Pieces Received by Households)	A3-32
6 - 37	Standard Mail Usefulness of Mail Piece by Shape (Percentage of Mail Pieces Received by Households)	A3-33
6 - 38	Standard Mail Response to Advertising by Shape (If Mail Pieces Contained Advertising or Request Donation)	A3-34
6 - 39	Standard Mail Percentage of Pieces Read Immediately and Set Aside by Shape and Familiarity With Organization	A3-35
6 - 40	Standard Mail Percentage of Pieces Eliciting Intended Response by Shape and Familiarity With Organization	A3-36
6 - 41	Standard Mail Percentage of Pieces Found Useful by Shape and Familiarity With Organization	A3-37
6 - 42	Standard Mail From Department Stores Reaction to Mail Piece by Shape (Percentage of Pieces)	A3-38
6 - 43	Standard Mail From Department Stores Reaction to Mail Piece by Familiarity and Shape (Percentage of Pieces)	A3-39
6 - 44	Standard Mail From Mail Order Companies Reaction to Mail Piece by Shape (Percentage of Pieces)	A3-40
6 - 45	Standard Mail From Mail Order Companies Reaction to Mail Piece by Familiarity and Shape (Percentage of Pieces)	A3-41
6 - 46	Standard Mail from Publishers Reaction to Mail Piece by Shape (Percentage of Pieces)	A3-42
6 - 47	Standard Mail from Publishers Reaction to Mail Piece by Familiarity and Shape (Percentage of Pieces)	A3-43
6 - 48	Standard Mail from Credit Card Companies Reaction to Mail Piece by Shape (Percentage of Pieces)	A3-44
6 - 49	Standard Mail from Credit Card Companies Reaction to Mail Pieces by Familiarity and Shape (Percentage of Pieces)	A3-45

<b>PFY 1999 Tables</b>	<b>Description</b>	<b>GFY 2007 Tables</b>
6 - 50	Standard Mail from Insurance Companies Reaction to Mail Pieces by Shape (Percentage of Pieces)	A3-46
6 - 51	Standard Mail from Insurance Companies Reaction to Mail Pieces by Familiarity and Shape (Percentage of Pieces)	A3-47
6 - 52	Standard Mail Reaction by Industry (Percentage of Mail Received by Households)	A3-48a
6 - 52	Standard Mail Reaction by Industry (Percentage of Mail Received by Households) (continued)	A3-48b
6 - 53	Standard Mail Reaction to Mail Piece by Income	A3-49
6 - 54	Standard Mail Reaction to Mail Piece by Age of Head of Household	A3-50
6 - 55	Standard Mail Reaction to Mail Piece by Education of Head of Household	A3-51
6 - 56	Standard Mail Users of Reply Envelopes by Industry (Percentage of Pieces)	A3-52
6 - 57	Standard Mail Industry Usage of Reply Mail (Percentage of Pieces From Each Industry That Contain Reply Mail)	A3-53a
6 - 57	Standard Mail Industry Usage of Reply Mail (Percentage of Pieces From Each Industry That Contain Reply Mail) (continued)	A3-53b
6 - 58	Standard Mail Intended Response Rates for Major Industries by Enclosure of Reply Envelopes/Cards (Percentage of Pieces to Which Recipients Intend to Respond)	A3-54
6 - 59	Standard Mail Reaction to Mail Piece by Addressee (Percentage of Pieces)	A3-55
6 - 60	Standard Mail Reaction to Pieces From Department Stores by Addressee (Percentage of Pieces)	A3-56
6 - 61	Standard Mail Reaction to Pieces From Publishers by Addressee (Percentage of Pieces)	A3-57
6 - 68	Number of Mail Order Purchases Within the Last Year by Income (Percentage of Households)	A3-58
6 - 69	Number of Mail Order Purchases Within the Last Year by Education of Head of Household (Percentage of Households)	A3-59
6 - 70	Number of Mail Order Purchases Within the Last Year by Age of Head of Household (Percentage of Households)	A3-60
6 - 71	Number of Mail Order Purchases Within the Last Year by Number of Adults (Percentage of Households)	A3-61
6 - 72	Standard Mail Order Pieces Received by Number of Mail Order Purchases Made Within Last Year	A3-62
6 - 73	Standard Mail Reaction to Pieces From Mail Order Industry by Number of Mail Order Purchases Made Within the Last Year (Percentage of Pieces)	A3-63
6 - 74	Standard Mail Available Response Media (For Mail Piece Containing Advertising or Request for Donations)	A3-64
6 - 75	Standard Mail Available Response Media from Major Industries (Percentage of Pieces)	A3-65
6 - 76	Standard Mail Intended Response Medium to Pieces From the Mail Order Industry (Percentage of Pieces)	A3-66
6 - 77	Unaddressed Mail Received Bundled Flyers Usage by Industry (Percentage of Mail Received by Households)	A3-67
6 - 78	Unaddressed Mail Received Reaction to Bundled Flyers	A3-68
6 - 79	Unaddressed Mail Received Response to Bundled Flyers by Industry (Percentage of Mail Received by Households)	A3-69
6 - 80	Nonprofit Standard Mail Received by Households By Shape	A3-70
6 - 82	Nonprofit Standard Mail by Industry by Shape (Percentage of Pieces)	A3-71
6 - 84	Nonprofit Standard Mail Content by Industry (Percentage of Mail Received by Households)	A3-72
6 - 85	Nonprofit Standard Mail Pieces Received Per Household Per Week	A3-73
6 - 86	Percent of Non-Profit Standard Mail Containing a Request for Donations by Age Of Head of Household	A3-74

<b>PFY 1999 Tables</b>	<b>Description</b>	<b>GFY 2007 Tables</b>
6 - 87	Nonprofit Standard Mail Treatment of Mail Piece by Familiarity With Organization (Percentage of Pieces Received by Households)	A3-75
6 - 88	Nonprofit Standard Mail Response to Advertising by Familiarity With Organization (If Piece Contained an Advertisement or Request for Donation and Was From One Organization Only)	A3-76
6 - 89	Nonprofit Standard Mail Treatment of Mail Piece by Shape (Percentage of Mail Received by Households)	A3-77
6 - 90	Nonprofit Standard Mail Usefulness of Mail Piece by Shape (Percentage of Mail Received by Households)	A3-78
6 - 91	Nonprofit Standard Mail Response to Advertising by Shape (If Piece Contained Advertising or Request for Donation)	A3-79
6 - 92	Nonprofit Standard Mail Reaction by Industry (Percentage of Mail Pieces Received by Households)	A3-80
3 - 7	Total Pieces of Advertising Mail Received Per Week by Income	A4-1
3 - 8	Total Pieces of Advertising Mail Received Per Week by Age of Household Head	A4-2
3 - 9	Total Pieces of Advertising Mail Received Per Week by Education of Head of Household	A4-3
3 - 15	Total Mail Overview: Treatment of Advertising Mail by Actual Weekly Standard Mail Receipt (Percentage of Households - From Entry Interview)	A4-4
3 - 4	Total Mail Overview: Intended Response to Advertising Mail by Class (Percentage of Pieces)	A4-5
3 - 5	Response Rates to Advertising: First-Class Advertising Only vs. Standard Mail Envelopes and Cards (Percentage of Pieces)	A4-6
3 - 17	Entry Interview Treatment of Advertising Mail by Household Income (Percentage of Households)	A4-7
3 - 10	Entry Interview Treatment of Advertising Mail (Percentage of Households)	A4-8
3 - 19	Entry Interview Attitude Towards Mail Advertising by Age of Head of Household (Percentage of Households)	A4-9
3 - 21	Entry Interview Treatment of Advertising Mail by Education of Head of Household (Percentage of Households)	A4-10
5 - 1	Periodicals Received	A5-1
5 - 2	Periodicals -- Type of Publication	A5-2
5 - 3	Newspapers Received by Mail And Not by Mail --Number of Different Newspapers Per Household (From Entry Interview)	A5-3
5 - 10	Periodical Mail -- Type of Subscription	A5-4
5 - 11	Periodical Mail -- Source of Publications	A5-5
5 - 12	Periodical Mail -- Type and Source of Mail Received by Households (Percentage of Subscription Type by Source)	A5-6
5 - 13	Periodicals -- Satisfaction With Delivery (Percentage of Pieces)	A5-7
5 - 14	Periodicals -- Need For Delivery (Percentage Of Pieces)	A5-8
5 - 16	Periodicals -- Satisfaction With Delivery by Postal Region (Percent of Pieces Received by Households)	A5-9
5 - 17	Periodicals -- Households' Need for Delivery by Postal Region (Percentage of Pieces)	A5-10
7 - 1	Packages and Expedited Received -- By Delivery Company (Percentage of Packages Received by Households)	A6-1
7 - 2	Packages and Expedited Received -- Packages Delivered by the Postal Service by Class and Sender (Percentage of Packages by Class)	A6-2
7 - 3	Packages and Expedited Received -- Sender/Content by Carrier	A6-3
7 - 4	Packages Received -- by Special Services (Percentage of Packages Delivered by the Postal Service)	A6-4

<b>PFY 1999 Tables</b>	<b>Description</b>	<b>GFY 2007 Tables</b>
7 - 5	Packages and Expedited Received -- Carrier by Income (Percentage of Pieces)	A6-5
7 - 6	Packages and Expedited Received -- Carrier by Postal Region (Percentage of Pieces)	A6-6
7 - 8	Packages and Expedited Sent by Delivery Company (Percentage of Packages by Class and Carrier)	A6-7
7 - 9	Packages and Expedited Sent Via the Postal Service by Class and Recipient (Percentage of Pieces)	A6-8
7 - 11	Packages and Expedited Sent -- Choice of Carrier by Income (Percentage of Pieces)	A6-9
7 - 13	Packages Sent by Distance (Percentage of Packages Sent by Households)	A6-10
3 - 22	Household Electronic Mail Capability by Household Income (Percentage of Households)	A7-1
3 - 23	Household Electronic Mail Capability by Education of Head of Household (Percentage of Households)	A7-2
3 - 24	Household Electronic Mail Capability by Age of Head of Household (Percentage of Households)	A7-3



# Appendix A1: Total Mail Overview



**Table A1-1**  
**Total Domestic Mail Originating in Households and Nonhouseholds Postal Fiscal Years 1987, 2006 and 2007 (Diary Data)**

Sector	Percentage of Total Domestic Mail			Pieces Per Household Per Week		
	1987	2006	2007	1987	2006	2007
Household-to-household	4.8	3.0	2.7	1.6	1.1	1.0
Household-to-nonhousehold	6.4	6.4	6.7	2.1	2.3	2.3
Nonhousehold-to-household	55.5	70.4	68.8	18.5	24.9	23.9
Unknown incoming	0.3	1.5	1.3	0.1	0.5	0.4
Unknown outgoing	1.0	0.4	0.5	0.3	0.1	0.2
Total Household Mail	69.1	81.7	80.0	23.0	28.9	27.8
Nonhousehold-to-nonhousehold	30.9	18.3	20.0	-	-	-
Total	100.0	100.0	100.0	-	-	-



**Table A1-2**  
**Mail Received by Households by Class Postal Fiscal Years 1987, 2006, and 2007 (Diary Data)**

Class	Percent of Total Pieces Per Week			Pieces Per Household Per Week		
	1987	2006	2007	1987	2006	2007
First-Class ①	42.1	36.3	37.0	8.64	9.62	9.35
Periodicals	8.2	4.3	4.3	1.69	1.13	1.10
Standard Mail ②	47.6	55.7	55.3	9.77	14.78	13.98
Package Services ③	0.3	0.3	0.3	0.06	0.09	0.09
Government ④	1.8	3.4	3.0	0.36	0.90	0.77
Total	100.0	100.0	100.0	20.52	26.52	25.29

①Includes Non-Governmental Priority mail and First-Class/Priority Packages

②Includes Non-Governmental Presorted Standard, Nonprofit, Unsolicited Periodicals and Standard Packages

③Includes Non-Governmental Parcel Post, Parcel Select, Bound Printed Matter, Special Standard Mail and Library Rate

④Includes Government Mail from First-Class Letters, Standard Mail, USPS-Delivered Packages and Unaddressed Material

**Table A1-3**  
**Total Mail<sup>®</sup> Overview: Content of Mail Received by Households (Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007(Diary Data)**

<b>Content</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
<b>NON-ADVERTISING</b>			
Personal	7.5	3.9	3.7
Bills ⑤	12.5	12.2	12.4
Financial Statements	4.2	4.3	4.6
<b>ADVERTISING</b>			
First-Class advertising only	4.7	6.5	5.9
First-Class advertising enclosed	5.5	11.4	11.1
First-Class business invitations announcements	1.2	1.9	1.9
First-Class requests for donations	0.4	0.5	0.5
Standard Mail (A) advertising	30.7	40.8	40.2
Standard Mail (A) requests	0.5	0.4	0.4
Standard Mail (A) nonprofit advertising	2.4	2.3	2.3
Standard Mail (A) nonprofit requests	3.2	4.0	3.8
Total Advertising With Request For Donations (not including Periodicals)	48.6	67.9	66.3
Total Advertising Without Request For Donations (not including Periodicals)	44.5	63.0	61.5
Newspapers	2.9	1.3	1.2
Magazines	4.7	3.8	3.8
Total Advertising (including Periodicals)	56.2	72.9	71.3
<b>OTHER:</b>			
Other Standard Mail (A) ⑥	6.7	5.5	5.2
Other Standard Mail (A) nonprofit ⑥	3.7	2.5	2.8
Federal Government	1.7	1.5	1.3
International	0.5	0.1	0.1
Other ②	12.5	7.9	8.7
Total ③	105.5	110.8	110.1
Pieces per household per week ④	20.5	26.1	25.0

① Does not include packages or expedited mail.

② Mostly other First-Class.

③ Equals more than 100% because First-Class advertising enclosed may be counted twice.

④ First-Class advertising enclosed is only counted once.

⑤ Includes credit card statement/bill.

⑥ Request for donations is now a separate category under advertising.





## Appendix A2: First-Class Mail



**Table A2-1**  
**First-Class Mail Contents of Mail Received by Households**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Content	Percent of Total Mail Received by Households			Pieces Per Household Per Week		
	1987	2006	2007	1987	2006	2007
Personal:						
Holiday card	3.2	1.7	1.4	0.55	0.44	0.35
Other greeting cards	1.7	0.9	1.0	0.29	0.22	0.24
Letter	2.7	0.7	0.7	0.46	0.19	0.18
Package	0.1	0.1	0.1	0.01	0.01	0.01
Invitations	0.7	0.4	0.4	0.12	0.10	0.10
Announcements	0.2	0.1	0.1	0.03	0.02	0.02
Other personal	0.5	0.2	0.1	0.09	0.05	0.03
Total Personal	9.1	4.0	3.8	1.55	1.04	0.94
Business or Nonfederal Government:						
Advertising Only	5.2	6.6	6.0	0.89	1.74	1.50
Notice of order	1.4	1.8	2.1	0.23	0.46	0.54
Bill/invoice/premium ①	14.7	12.3	12.5	2.52	3.21	3.11
Financial statement	5.0	4.4	4.7	0.87	1.17	1.18
Payment	1.9	0.9	0.9	0.32	0.24	0.24
Rebate	0.1	0.1	0.1	0.01	0.03	0.03
Greeting card	0.3	0.3	0.3	0.05	0.07	0.06
Invitation or announcement	1.5	2.1	2.1	0.26	0.55	0.52
Sweepstakes	0.1	0.0	0.1	0.01	0.00	0.02
Receipts for direct deposit	0.0	0.0	0.0	0.01	0.13	0.22
Insurance policy ②	0.2	0.5	0.9	0.03	0.13	0.22
Tax forms	0.0	0.3	0.3	0.01	0.07	0.09
CD/DVD/Video game	N/A	N/A	0.4	N/A	0.00	0.11
Other business or government	6.7	0.9	0.8	1.14	0.23	0.19
Packages	0.1	0.4	0.2	0.02	0.11	0.05
Total Business or Government	37.2	30.6	31.4	6.37	8.16	8.07
Social/Charitable/Political/Nonprofit:						
Announcement/meeting	1.3	1.1	1.5	0.22	0.30	0.37
Request for donation	0.4	0.5	0.5	0.07	0.12	0.12
Confirmation of donation	0.2	0.2	0.2	0.03	0.06	0.05
Bill/invoice/premium	0.3	0.1	0.1	0.04	0.04	0.03
Educational acceptances	0.1	0.0	0.0	0.02	0.00	0.00
Other social/charitable/political/nonprofit	1.2	0.3	0.2	0.20	0.07	0.06
Total Social/Charitable/Political/Nonprofit	3.5	2.2	2.5	0.58	0.59	0.62
Don't know/No answer	0.6	1.9	1.6	0.11	0.49	0.41
Total Mail Received by Households	50.4	38.7	39.3	8.61	10.27	10.04

①Includes credit card statement/bill.

②Estimates for 2006 and 2007 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, 2006 and 2007**  
**(Diary Data)**

Quarter	Total Personal			Total Business or Nonfederal Government*		
	1987	2006	2007	1987	2006	2007
Quarter One	2.42	1.77	1.61	6.49	7.80	6.50
Quarter Two	1.56	0.73	0.59	6.38	7.83	7.15
Quarter Three	1.16	0.71	0.69	6.56	7.30	6.95
Quarter Four	1.04	0.64	0.54	6.00	7.48	6.80

\* Includes credit card statement/bill.

**Table A2-3**  
**Use of First-Class Advertising-Only Mail -- by Industry**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Percent of First-Class "Advertising Only"			Percent of Total First Class Mail			Pieces Per Household Per Week		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:									
Credit Card	7.0	20.5	13.8	0.4	3.6	2.1	0.1	0.4	0.2
Bank	7.0	8.0	8.3	0.4	1.4	1.3	0.1	0.1	0.1
Securities	5.4	1.7	1.5	0.3	0.3	0.2	0.0	0.0	0.0
Money Market	0.2	0.3	0.3	0.0	0.1	0.0	0.0	0.0	0.0
Insurance	7.8	5.4	6.2	0.4	0.9	1.0	0.1	0.1	0.1
Mortgage	3.7	6.6	6.9	0.2	1.1	1.1	0.0	0.1	0.1
Other Financial	1.1	0.6	0.7	0.1	0.1	0.1	0.0	0.0	0.0
Total Financial	32.2	43.2	37.7	1.7	7.5	5.8	0.3	0.8	0.6
Merchants:									
Supermarkets	0.0	1.1	0.8	0.0	0.2	0.1	0.0	0.0	0.0
Deptment Store	7.0	5.2	4.0	0.4	0.9	0.6	0.1	0.1	0.1
Mail Order	8.5	4.8	3.6	0.4	0.8	0.6	0.1	0.1	0.1
Specialty Store	9.3	8.3	10.6	0.5	1.4	1.6	0.1	0.1	0.2
Publisher	10.8	4.2	3.8	0.6	0.7	0.6	0.1	0.1	0.1
Land Promotion	3.8	0.9	1.1	0.2	0.2	0.2	0.0	0.0	0.0
Online Auction	N/A	N/A	0.1	N/A	N/A	0.0	N/A	N/A	0.0
Restaurant	0.2	0.3	0.4	0.0	0.1	0.1	0.0	0.0	0.0
Consumer packaged goods	1.0	3.2	4.2	0.1	0.6	0.6	0.0	0.1	0.1
Auto dealers	2.2	3.2	4.5	0.1	0.6	0.7	0.0	0.1	0.1
Service stations	0.1	1.0	1.7	0.0	0.2	0.3	0.0	0.0	0.0
Other Merchants	3.2	1.6	1.6	0.2	0.3	0.2	0.0	0.0	0.0
Total Merchants	46.1	33.8	36.2	2.4	5.9	5.6	0.4	0.6	0.5
Services:									
Telephone	1.9	2.2	2.3	0.1	0.4	0.4	0.0	0.0	0.0
Other utility	0.7	0.6	0.7	0.0	0.1	0.1	0.0	0.0	0.0
Medical	1.7	3.0	2.9	0.1	0.5	0.4	0.0	0.1	0.0
Other professional	1.7	1.8	1.2	0.1	0.3	0.2	0.0	0.0	0.0
Leisure service	7.7	6.4	7.8	0.4	1.1	1.2	0.1	0.1	0.1
Cable TV	0.8	1.0	1.3	0.0	0.2	0.2	0.0	0.0	0.0
Computer	0.6	0.8	0.9	0.0	0.1	0.1	0.0	0.0	0.0
Craftsman	0.1	0.1	0.5	0.0	0.0	0.1	0.0	0.0	0.0
Other Services	2.9	2.9	5.1	0.1	0.5	0.8	0.0	0.1	0.1
Total Services	17.5	18.8	22.9	0.9	3.3	3.5	0.2	0.3	0.3
Federal government	N/A	2.3	1.6	N/A	0.4	0.3	N/A	0.0	0.0
Nonfederal government	1.0	0.8	0.6	0.0	0.1	0.1	0.0	0.0	0.0
Social/Charitable/Political/Nonprofit	0.0	0.4	0.2	0.0	0.1	0.0	0.0	0.0	0.0
Don't Know/No Answer	3.2	0.7	0.7	0.2	0.1	0.1	0.0	0.0	0.0
Total Advertising-Only Mail Received by Households	100.0	100.0	100.0	5.2	17.4	15.3	0.9	1.7	1.5

Note: Totals may not sum due to rounding.



**Table A2-4**  
**Percentage of First-Class Mail Containing Advertising by Household Income**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

Income	First-Class Mail		
	1987	2006	2007
< \$7K	18.6	15.6	24.9
\$7K - \$9.9K	21.1	22.6	24.7
\$10K - \$14.9K	25.5	21.9	21.8
\$15K - \$19.9K	23.4	26.1	28.5
\$20K - \$24.9K	24.3	30.0	28.8
\$25K - \$29.9K	25.5	29.4	27.0
\$30K - \$34.9K	27.0		
\$35K - \$49.9K	29.5	30.1	28.7
\$50K - \$64.9K	29.4	31.0	27.4
\$65K - \$79.9K	29.9	32.0	29.8
\$80K - \$99.9K	33.3	31.2	29.8
\$100K+	31.6	32.2	30.3

① Includes advertising only, advertising enclosed, and business invitations/announcements.

**Table A2-5**  
**First-Class Mail Usage of Reply Envelopes -- by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	BRM			CRM			Total Reply Mail		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:									
Credit Card	12.2	34.1	22.8	14.0	20.2	19.0	13.7	23.1	19.8
Bank	10.5	9.0	8.9	5.5	7.4	8.4	6.8	7.7	8.5
Securities	9.5	5.7	4.0	1.4	1.0	1.2	3.1	2.0	1.8
Money Market	1.1	0.7	0.4	0.2	0.2	0.2	0.4	0.3	0.2
Insurance	13.0	7.6	8.2	9.5	8.2	7.7	10.3	8.1	7.8
Mortgage	1.6	1.5	1.4	0.4	1.9	2.1	0.6	1.9	2.0
Other Financial	1.4	0.7	0.4	0.4	0.4	0.4	0.6	0.5	0.4
Total Financial	49.3	59.4	46.2	31.4	39.3	39.1	35.0	43.5	40.6
Merchants:									
Supermarkets	0.0	0.0	0.2	0.0	0.1	0.1	0.0	0.1	0.1
Department Store	3.7	1.4	1.7	9.4	4.2	4.2	8.1	3.6	3.7
Mail Order	4.6	2.4	2.1	2.3	1.6	1.7	2.6	1.8	1.8
Other Store	1.2	1.0	1.1	1.8	1.8	1.9	1.6	1.6	1.8
Publisher	8.2	5.2	5.6	6.8	3.1	3.3	7.0	3.6	3.8
Land Promotion	0.5	0.1	0.1	0.1	0.0	0.0	0.2	0.0	0.0
Online auction	N/A	N/A	0.1	N/A	N/A	0.1	N/A	N/A	0.1
Restaurant	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Consumer packaged goods/manufacturers	0.7	1.1	1.2	0.1	0.4	0.6	0.2	0.6	0.7
Auto dealers	0.3	0.5	0.4	0.0	0.1	0.1	0.1	0.2	0.2
Service stations	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.1
Other Merchants	0.8	0.7	11.8	0.7	0.2	0.3	0.7	0.3	2.7
Total Merchants	21.1	12.5	24.4	21.2	11.8	12.4	21.2	11.9	14.9
Services:									
Telephone	3.6	2.3	1.9	11.8	12.6	11.3	10.3	10.5	9.3
Other utility	3.1	2.6	3.0	14.4	12.4	12.6	12.1	10.3	10.6
Medical	3.8	4.1	4.0	8.6	8.1	8.9	7.6	7.3	7.9
Other professional	1.0	0.9	0.8	0.4	0.5	0.4	0.6	0.6	0.5
Leisure service	1.6	1.6	3.2	0.7	0.6	0.6	0.9	0.8	1.1
Cable TV	0.5	1.0	0.9	3.5	5.4	5.0	2.9	4.5	4.1
Computer	0.1	0.3	0.1	0.0	0.4	0.4	0.0	0.4	0.3
Craftsman	0.1	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.1
Other services	1.8	1.2	2.2	1.0	1.3	1.5	1.2	1.2	1.7
Total Services	15.6	14.0	16.2	40.5	41.2	40.7	35.5	35.6	35.6
Federal government	N/A	2.6	2.3	N/A	0.7	0.7	N/A	1.1	1.0
Nonfederal government	10.0	2.2	1.8	2.1	2.5	2.6	2.2	2.4	2.4
Social/Charitable/Political/Nonprofit	2.6	9.2	8.6	3.6	4.3	4.3	5.0	5.4	5.2
Don't know/No answer	1.4	0.2	0.5	1.2	0.1	0.2	1.2	0.1	0.3
Total Nonhousehold Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces per household per week	0.5	0.7	0.7	2.1	2.6	2.5	2.7	3.3	3.2

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, 2006 and 2007**  
**(Diary Data)**

Industry	BRM			CRM			Total Reply Mail		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Business or Nonfederal Government:									
Advertising Only	33.7	47.1	31.5	5.2	4.1	3.1	11.0	13.0	9.0
Notice of Order	3.0	3.6	3.6	1.6	1.0	1.2	2.0	1.6	1.7
Bill/invoice/premium*	19.0	19.9	22.3	75.3	84.7	84.9	63.2	71.3	71.9
Financial Statement	6.4	6.9	6.2	3.2	3.1	3.4	4.0	3.9	3.9
Payment	1.54	0.4	0.4	0.4	0.2	0.3	0.8	0.3	0.3
Rebate	0.1	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.1
Greeting Card	0.6	0.6	0.5	0.1	0.2	0.2	0.2	0.2	0.2
Invitation	4.7	6.6	6.6	0.6	1.1	1.0	1.5	2.3	2.2
CD/DVD/Video Game	N/A	N/A	14.4	N/A	N/A	0.0	N/A	N/A	3.0
Other business or nonfederal government	20.9	6.0	5.9	10.0	1.2	1.6	12.2	2.2	2.5
Total Business or Nonfederal Government	89.9	91.1	91.4	96.4	95.7	95.8	95.1	94.7	94.9
Social/Charitable/Political/Nonprofit									
Announcement/meeting	1.8	2.0	2.2	0.5	0.9	1.0	0.9	1.1	1.3
Request for donation	4.4	5.2	5.0	1.2	2.1	2.1	1.8	2.8	2.7
Confirmation of donation	0.5	0.6	0.5	0.2	0.6	0.4	0.3	0.6	0.4
Bill/invoice/premium	0.4	0.3	0.3	0.9	0.6	0.5	0.8	0.5	0.5
Other social/charitable/political/nonprofit	3.2	0.8	0.6	0.8	0.2	0.2	1.3	0.3	0.3
Total Social/Charitable/Political/Nonprofit	10.2	8.9	8.6	3.6	4.3	4.2	4.9	0.0	0.0
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	0.7	0.7	2.1	2.6	2.5	2.7	3.3	3.2

\*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, 2006 and 2007**  
**(Diary Data)**

Industry	Business Reply			Courtesy Reply			No Reply Mail			Don't Know/ No Answer		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:												
Credit Card	13.0	21.3	17.1	59.2	48.6	54.2	20.9	26.7	25.8	7.0	3.4	2.9
Bank	5.3	5.2	5.0	11.1	16.2	18.1	75.3	76.0	74.4	8.3	2.6	2.5
Securities	18.2	10.5	7.0	10.4	7.4	8.0	64.8	78.1	82.4	6.7	4.0	2.6
Money Market	24.2	9.7	6.8	15.2	12.5	11.3	54.4	76.0	79.1	6.2	1.9	2.9
Insurance	10.2	6.1	5.9	29.6	25.0	21.0	50.6	65.0	68.2	9.5	3.9	4.9
Mortgage	8.9	4.7	4.2	9.0	22.4	23.8	72.6	71.9	70.8	9.6	1.0	1.2
Total Financial	9.7	10.5	8.3	24.4	26.8	26.7	57.6	59.5	61.8	8.2	3.2	3.2
Merchants:												
Supermarkets	N/A	1.0	6.7	N/A	12.2	10.4	N/A	85.0	79.1	N/A	1.9	3.8
Deptment Store	5.4	3.9	5.1	54.4	44.8	48.7	33.4	47.7	40.7	6.9	3.7	5.4
Mail Order	15.1	11.0	11.5	30.4	28.5	35.5	46.8	57.8	48.7	7.7	2.8	4.2
Other Store	3.0	2.6	2.7	18.4	18.9	18.2	73.1	76.2	76.8	5.5	2.3	2.3
Publisher	15.1	19.6	22.0	44.4	45.1	48.4	32.2	30.0	27.8	8.2	5.3	1.7
Land Promotion	6.2	3.2	3.1	5.7	2.9	2.6	78.0	91.2	90.7	10.2	2.8	3.6
Online auction	N/A	N/A	8.3	N/A	N/A	20.6	N/A	N/A	69.5	N/A	N/A	1.5
Restaurant	12.3	0.0	1.2	0.0	0.0	0.0	74.8	93.7	98.8	12.9	6.3	0.0
Consumer packaged goods/manufacturers	8.8	6.0	6.1	5.0	8.9	11.8	67.0	82.7	79.5	19.3	2.4	2.6
Auto dealers	3.5	4.4	3.2	2.6	2.2	3.3	86.9	90.9	91.0	7.0	2.6	2.5
Service stations	0.7	0.8	0.9	11.6	9.9	4.5	84.2	88.3	94.3	3.6	1.0	0.3
Total Merchants	8.8	7.2	13.5	35.2	27.2	25.9	47.8	62.2	57.4	8.1	3.4	3.2
Services:												
Telephone	5.1	3.4	3.1	67.7	70.3	68.3	17.1	21.3	24.9	10.0	5.0	3.7
Other utility	3.3	3.7	4.2	60.0	68.6	67.1	28.7	24.5	25.6	8.0	3.2	3.1
Medical	4.3	4.7	4.5	38.2	36.1	38.4	49.6	56.3	54.6	8.0	2.9	2.5
Other professional	6.0	4.7	5.2	10.9	10.6	11.3	72.3	82.9	80.7	10.8	1.7	2.7
Leisure service	5.8	6.1	11.4	9.7	8.6	7.5	75.0	84.1	79.0	9.5	1.1	2.2
Cable TV	2.2	3.5	3.2	63.3	72.6	72.1	24.8	20.4	22.5	9.7	3.5	2.2
Computer	4.0	5.0	2.0	6.6	26.7	25.8	80.1	64.9	68.2	9.3	3.5	4.0
Craftsman	2.7	8.2	6.6	14.2	4.5	8.7	66.4	87.3	82.7	16.7	0.0	2.0
Total Services	4.4	4.2	4.8	45.9	47.9	46.2	40.5	44.6	46.0	9.2	3.3	2.9
Federal government	N/A	6.6	7.6	N/A	7.3	8.2	N/A	82.6	82.1	N/A	3.4	2.0
Nonfederal government	4.2	4.2	3.6	13.3	18.3	20.1	74.9	74.9	73.7	7.6	2.5	2.6
Social/Charitable/Political/Nonprofit	9.1	10.2	9.1	13.0	18.5	17.2	64.3	66.2	67.9	13.7	5.1	5.8
Total Nonhousehold Mail Received	7.7	7.9	7.9	30.5	30.5	30.0	52.3	58.0	58.5	9.6	3.6	3.6
Pieces per household per week	0.5	0.7	0.7	2.1	2.6	2.5	3.6	4.9	4.9	0.7	0.3	0.3

Note: Percents are row percentages within each Industry classification.

**Table A2-8**  
**First-Class Mail -- Industry Mail to Households**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Percent of Non-Household Mail Received by Households			Pieces Per Household Per Week		
	1987	2006	2007	1987	2006	2007
Financial:						
Credit Card	2.9	4.3	3.7	0.50	1.08	0.89
Bank	6.2	4.7	4.9	1.06	1.18	1.18
Securities	1.6	1.5	1.6	0.28	0.37	0.39
Money Market	0.1	0.2	0.2	0.02	0.05	0.04
Insurance	3.9	3.4	3.8	0.68	0.85	0.93
Mortgage	0.6	0.9	0.9	0.10	0.22	0.23
Other financial	0.5	0.3	0.2	0.08	0.07	0.05
Total Financial	15.8	15.1	15.4	2.72	3.80	3.70
Merchants:						
Supermarkets	0.0	0.1	0.1	0.00	0.03	0.02
Deptment Store	2.1	1.0	0.9	0.37	0.24	0.22
Mail Order	0.9	0.6	0.5	0.16	0.15	0.12
Other Store	1.2	1.0	1.1	0.21	0.25	0.27
Publisher	1.9	0.7	0.7	0.33	0.18	0.17
Land Promotion	0.3	0.1	0.1	0.05	0.02	0.02
Online auction	N/A	N/A	0.0	N/A	N/A	0.01
Restaurant	0.0	0.0	0.0	0.00	0.01	0.01
Consumer packaged goods/manufacturers	0.3	0.5	0.5	0.04	0.13	0.13
Auto dealers	0.2	0.3	0.4	0.04	0.08	0.09
Service stations	0.0	0.1	0.1	0.00	0.02	0.03
Other Merchants	0.5	0.5	0.9	0.08	0.12	0.22
Total Merchants	7.4	4.9	5.4	1.28	1.22	1.31
Services:						
Telephone	2.2	1.8	1.7	0.37	0.46	0.42
Other utility	3.0	1.9	2.0	0.51	0.47	0.47
Medical	2.8	2.3	2.4	0.47	0.58	0.59
Other professional	0.5	0.5	0.4	0.09	0.12	0.10
Leisure service	0.9	0.7	0.8	0.15	0.18	0.19
Cable TV	0.7	0.8	0.7	0.12	0.19	0.17
Computer	0.1	0.2	0.1	0.01	0.04	0.04
Craftsman	0.1	0.0	0.1	0.01	0.00	0.01
Other Services	0.8	0.6	0.9	0.14	0.16	0.21
Total Services	11.1	8.8	9.1	1.87	2.21	2.20
Federal government	N/A	1.0	0.8	N/A	0.26	0.20
Nonfederal government	2.0	1.4	1.4	0.34	0.35	0.33
Social/Charitable/Political/Nonprofit	3.4	2.4	2.6	0.59	0.61	0.63
Don't Know/No Answer	0.9	0.2	0.2	0.14	0.04	0.06
Total Industry Mail to Households	40.6	33.8	35.0	6.94	8.49	8.42

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

Totals may not sum due to rounding.

**Table A2-9**  
**First-Class Mail -- Bills and Statements**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Percent of Total First-Class			Pieces Per Household per Week			Percent of Total First-Class			Pieces Per Household per Week		
	Bills*						Statements					
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:												
Credit Card	1.8	6.5	6.1	0.3	0.6	0.6	0.1	N/A	N/A	0.0	N/A	N/A
Bank	1.0	2.5	2.5	0.2	0.2	0.2	3.2	6.6	6.7	0.6	0.7	0.7
Securities	0.1	0.1	0.1	0.0	0.0	0.0	0.7	2.4	2.7	0.1	0.2	0.3
Money Market	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.3	0.0	0.0	0.0
Insurance	1.6	3.8	3.8	0.3	0.4	0.4	0.3	0.8	0.9	0.1	0.1	0.1
Mortgage	0.1	0.5	0.7	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.0	0.0
Other Financial	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.2	0.2	0.0	0.0	0.0
Total Financial	4.7	13.5	13.4	0.8	1.3	1.3	4.5	10.5	11.0	0.8	1.0	1.1
Merchants:												
Supermarkets	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Department Store	1.3	1.3	1.3	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Mail Order	0.2	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Store	0.4	0.7	0.7	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Publisher	0.9	0.8	0.8	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Land Promotion	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Online Auction	N/A	N/A	0.0	N/A	N/A	0.0	N/A	N/A	0.0	N/A	N/A	0.0
Restaurant	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Consumer packaged goods	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Auto dealers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Service stations	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Merchants	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
Total Merchants	2.9	3.4	3.7	0.5	0.3	0.4	0.1	0.2	0.2	0.0	0.0	0.0
Services:												
Telephone	1.6	3.9	3.6	0.3	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Other utility	2.4	4.3	4.5	0.4	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Medical	1.7	3.3	3.3	0.3	0.3	0.3	0.1	0.1	0.2	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
Leisure service	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cable TV	0.5	1.7	1.5	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Computer	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Craftsman	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Services	0.2	0.5	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Services	6.7	14.1	13.8	1.2	1.4	1.3	0.2	0.4	0.4	0.0	0.0	0.0
Federal government	N/A	0.2	0.2	N/A	0.0	0.0	N/A	0.3	0.4	N/A	0.0	0.0
Nonfederal government	0.3	0.8	0.7	0.1	0.1	0.1	0.1	0.2	0.2	0.0	0.0	0.0
Social/Charitable/Political/Nonprofit	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Don't Know/No Answer	0.2	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
Total Bills or Statements Received by Households	14.9	32.1	31.9	2.6	3.2	3.1	5.0	11.6	12.1	0.9	1.1	1.1

\* Includes credit card statement/bill.

Note: Totals may not sum due to rounding.

**Table A2-10**  
**Use of First-Class Business Invitations/Announcements Mail -- by Industry**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Percent of First-Class Business Invitations and Announcements			Percent of Total First Class Mail			Pieces Per Household Per Week		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:									
Credit Card	3.6	5.4	6.7	0.1	0.3	0.4	0.0	0.0	0.0
Bank	8.9	7.8	10.0	0.1	0.4	0.5	0.0	0.0	0.1
Securities	5.3	4.1	4.6	0.1	0.2	0.2	0.0	0.0	0.0
Money Market	0.1	1.1	0.5	0.0	0.1	0.0	0.0	0.0	0.0
Insurance	7.4	9.0	6.4	0.1	0.5	0.3	0.0	0.0	0.0
Mortgage	2.5	3.2	3.0	0.0	0.2	0.2	0.0	0.0	0.0
Other financial	1.7	1.5	0.9	0.0	0.1	0.0	0.0	0.0	0.0
Total Financial	29.5	32.0	32.3	0.5	1.8	1.7	0.1	0.2	0.2
Merchants:									
Supermarkets	0.0	0.4	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Deptment Store	2.8	1.2	2.0	0.0	0.1	0.1	0.0	0.0	0.0
Mail Order	1.0	1.1	1.8	0.0	0.1	0.1	0.0	0.0	0.0
Other Store	4.6	1.7	2.8	0.1	0.1	0.2	0.0	0.0	0.0
Publisher	3.6	1.5	3.2	0.1	0.1	0.2	0.0	0.0	0.0
Land Promotion	0.9	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Online auction	N/A	N/A	0.1	N/A	N/A	0.0	N/A	N/A	0.0
Restaurant	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Consumer packaged goods/manufacturers	2.3	2.6	2.2	0.0	0.1	0.1	0.0	0.0	0.0
Auto dealers	0.6	0.7	1.3	0.0	0.0	0.1	0.0	0.0	0.0
Service stations	0.3	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Other Merchants	4.1	3.6	3.2	0.1	0.2	0.2	0.0	0.0	0.0
Total Merchants	20.4	13.7	17.9	0.3	0.8	1.0	0.1	0.1	0.1
Services:									
Telephone	2.6	1.6	1.6	0.0	0.1	0.1	0.0	0.0	0.0
Other utility	1.6	1.7	1.3	0.0	0.1	0.1	0.0	0.0	0.0
Medical	11.0	14.3	14.3	0.2	0.8	0.8	0.0	0.1	0.1
Other professional	5.2	4.7	4.1	0.1	0.3	0.2	0.0	0.0	0.0
Leisure service	9.9	3.4	3.2	0.2	0.2	0.2	0.0	0.0	0.0
Cable TV	0.3	1.0	0.7	0.0	0.1	0.0	0.0	0.0	0.0
Computer	0.9	0.4	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Craftsman	0.5	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Other Services	4.9	3.1	5.2	0.1	0.2	0.3	0.0	0.0	0.0
Total Services	36.9	30.4	31.3	0.6	1.7	1.7	0.1	0.2	0.2
Federal government	N/A	10.1	5.9	N/A	0.6	0.3	N/A	0.1	0.0
Nonfederal government	9.7	12.3	10.3	0.2	0.7	0.5	0.0	0.1	0.1
Social/Charitable/Political/Nonprofit	0.0	0.7	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Don't Know/No Answer	3.5	0.7	1.8	0.1	0.0	0.1	0.0	0.0	0.0
Total Business Invitations/Announcements Mail Received by Households	100.0	100.0	100.0	1.5	4.9	5.0	0.3	0.5	0.5

Note: Totals may not sum due to rounding.

**Table A2-11**  
**Use of First-Class Advertising-Enclosed Mail ①-- by Industry**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(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	2006	2007	1987	2006	2007	1987	2006	2007
Financial:									
Credit Card	18.3	25.1	20.3	1.3	2.0	1.7	0.22	0.32	0.26
Bank	11.7	13.9	13.6	0.8	1.1	1.1	0.14	0.18	0.18
Securities	4.2	2.1	2.2	0.3	0.2	0.2	0.05	0.03	0.03
Money Market	0.8	0.2	0.1	0.0	0.0	0.0	0.01	0.00	0.00
Insurance	4.2	2.7	4.1	0.3	0.2	0.3	0.05	0.03	0.05
Mortgage	0.8	1.2	1.3	0.0	0.1	0.1	0.01	0.02	0.02
Other Financial	5.8	0.2	0.2	0.0	0.0	0.0	0.07	0.00	0.00
Total Financial	40.0	45.5	41.8	2.8	3.6	3.4	0.48	0.59	0.54
Merchants:									
Supermarkets	0.0	0.1	0.1	0.0	0.0	0.0	0.00	0.00	0.00
Deptment Store	14.2	6.2	5.7	1.0	0.5	0.5	0.17	0.08	0.07
Mail Order	2.5	1.1	1.3	0.2	0.1	0.1	0.03	0.01	0.02
Other Store	2.5	2.0	2.4	0.2	0.2	0.2	0.03	0.03	0.03
Publisher	5.0	1.7	1.7	0.4	0.1	0.1	0.06	0.02	0.02
Land Promotion	0.0	0.0	0.1	0.0	0.0	0.0	0.00	0.00	0.00
Online auction	N/A	N/A	0.1	N/A	N/A	0.0	N/A	N/A	0.00
Restaurant	0.0	0.0	0.1	0.0	0.0	0.0	0.00	0.00	0.00
Consumer packaged goods	0.0	0.5	1.1	0.0	0.0	0.1	0.00	0.01	0.01
Auto dealers	0.0	0.2	0.2	0.0	0.0	0.0	0.00	0.00	0.00
Service stations	0.0	0.1	0.1	0.0	0.0	0.0	0.00	0.00	0.00
Other Merchants	0.8	0.3	3.9	0.1	0.0	0.3	0.01	0.00	0.05
Total Merchants	25.8	12.4	16.7	1.8	1.0	1.4	0.31	0.16	0.22
Services:									
Telephone	8.3	13.6	12.7	0.6	1.1	1.0	0.10	0.18	0.17
Other utility	8.3	8.4	8.3	0.6	0.7	0.7	0.10	0.11	0.11
Medical	1.7	1.2	1.4	0.1	0.1	0.1	0.02	0.02	0.02
Other professional	1.7	0.2	0.2	0.0	0.0	0.0	0.02	0.00	0.00
Leisure service	0.0	0.8	1.2	0.1	0.1	0.1	0.00	0.01	0.02
Cable TV	4.2	6.8	5.0	0.3	0.5	0.4	0.05	0.09	0.07
Computer	0.0	0.4	0.4	0.0	0.0	0.0	0.00	0.00	0.01
Craftsman	0.0	0.0	0.0	0.0	0.0	0.0	0.00	0.00	0.00
Other Services	0.8	0.9	1.4	0.1	0.1	0.1	0.01	0.01	0.02
Total Services	25.0	32.4	30.6	1.7	2.5	2.5	0.30	0.42	0.40
Federal government	N/A	0.5	0.8	N/A	0.0	0.1	N/A	0.01	0.01
Nonfederal government	0.8	0.9	1.1	0.1	0.1	0.1	0.01	0.01	0.01
Social/Charitable/Political/Nonprofit	7.5	8.2	8.7	0.5	0.6	0.7	0.09	0.11	0.11
Don't Know/No Answer	0.8	0.1	0.3	0.1	0.0	0.0	0.01	0.00	0.00
Total Advertising Enclosed Mail Received by Households	100.0	100.0	100.0	7.0	7.9	8.2	1.20	1.29	1.30

① Does not include "Advertising Only" mail.

Note: Totals may not sum due to rounding.



**Table A2-14**  
**First-Class Mail Received -- by Number of Financial Accounts and Insurance Policies**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

<b>Number of Accounts and Policies</b>	<b>None</b>			<b>Low (1-5)</b>			<b>Medium (6-9)</b>			<b>High (10+)</b>		
	<b>1987</b>	<b>2006</b>	<b>2007</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Pieces per household per week	3.2	2.5	5.5	5.6	7.0	6.7	8.5	9.4	9.3	12.4	12.6	11.8

**Table A2-15**  
**First-Class Mail Received -- by Number of Credit Cards**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

<b>Number of Credit Cards</b>	<b>None</b>			<b>Low (1-3)</b>			<b>Medium (4-7)</b>			<b>High (8+)</b>		
	<b>1987</b>	<b>2006</b>	<b>2007</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Pieces per Household per Week	4.8	5.8	6.2	7.3	8.3	8.3	9.9	10.8	10.1	13.2	12.8	12.3

**Table A2-16**  
**First-Class Mail Receipt -- Content by Age of Head of Household**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

Contents	18 - 21			22 - 24			25 - 34			35 - 44		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Personal	1.6	0.5	0.6	0.8	0.6	0.6	1.2	0.6	0.7	1.5	0.9	0.9
Business or Nonfederal Government:												
Advertising	0.4	1.0	0.8	0.3	0.9	0.8	0.7	1.4	1.3	1.0	1.8	1.6
Invitation/Announcement	0.1	0.1	0.1	0.1	0.2	0.3	0.2	0.5	0.4	0.3	0.5	0.5
Bill*	1.5	2.6	1.1	1.8	2.5	2.5	2.6	3.1	3.0	3.0	3.4	3.4
Financial Statement	0.6	1.0	0.6	0.4	0.8	0.6	0.6	0.8	1.0	1.0	1.1	1.2
Other ①	0.7	1.0	0.8	1.0	1.3	1.5	1.5	1.2	1.6	1.9	1.6	1.9
Total Business or Nonfederal Government	3.3	5.8	3.4	3.6	5.7	5.8	5.6	7.0	7.4	7.2	8.4	8.5
Social/Charitable/Political/Nonprofit	0.3	0.6	1.2	0.3	0.4	0.2	0.5	0.4	0.4	0.8	0.8	1.0
Total	5.3	6.8	5.2	4.7	6.7	6.6	7.3	8.0	8.5	9.6	10.2	10.5

Contents	45 - 54			55 - 64			65 - 69			70+	70 - 74	75+	
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	
Personal	1.8	1.1	0.9	1.8	1.1	1.1	1.7	1.5	1.1	1.9	1.4	1.0	1.1
Business or Nonfederal Government:													
Advertising	1.1	2.1	1.7	1.1	2.0	1.7	1.0	2.0	1.8	0.7	1.5	1.3	1.2
Invitation/Announcement	0.4	0.6	0.6	0.3	0.6	0.6	0.4	0.6	0.6	0.2	0.6	0.4	0.5
Bill*	3.1	3.6	3.5	2.7	3.6	3.4	2.0	2.9	3.2	1.6	2.5	2.6	2.4
Financial Statement	1.1	1.3	1.3	1.1	1.3	1.3	0.9	1.3	1.5	0.8	1.2	1.2	1.1
Other ①	2.1	1.8	1.9	2.0	2.1	1.9	1.8	2.2	2.2	1.9	2.2	2.0	2.3
Total Business or Nonfederal Government	7.8	9.4	9.1	7.2	9.6	8.9	6.1	9.0	9.3	5.2	8.1	7.6	7.5
Social/Charitable/Political/Nonprofit	0.7	0.7	0.7	0.7	0.7	0.6	0.5	0.7	0.7	0.5	0.6	0.7	0.0
Total	10.4	11.2	10.8	9.9	11.4	10.6	8.5	11.2	11.1	7.6	10.1	9.3	8.5

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

\*Includes credit card statement/bill.

Note: Totals may not sum due to rounding.

**Table A2-17**  
**First-Class Mail Receipt -- Content by Education of Head of Household**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

Contents	< 8th Grade			Some High School			High School			Some College		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Personal	1.1	1.1	1.0	1.1	0.4	0.5	1.3	0.9	0.8	1.5	1.0	1.0
Business or Nonfederal Government:												
Advertising	0.5	1.3	1.2	0.6	1.0	0.9	0.7	1.6	1.4	0.9	1.8	1.4
Invitation/Announcement	0.1	0.4	0.7	0.1	0.3	0.5	0.2	0.5	0.5	0.3	0.5	0.5
Bill*	1.7	2.5	2.4	2.0	2.7	2.7	2.4	3.3	3.2	2.6	3.3	3.1
Financial Statement	0.4	0.7	0.8	0.6	0.6	0.7	0.7	1.1	1.1	0.9	1.2	1.1
Other ①	1.2	1.4	1.5	1.6	1.6	1.9	1.6	1.7	1.7	1.7	1.7	1.9
Total Business or Nonfederal Government	3.9	6.3	6.6	4.9	6.2	6.7	5.6	8.2	7.9	6.4	8.6	8.0
Social/Charitable/Political/Nonprofit	0.2	0.4	0.4	0.3	0.3	0.4	0.4	0.4	0.5	0.6	0.6	0.5
Total	5.4	7.9	8.0	6.5	7.0	7.6	7.4	9.5	9.2	8.5	10.1	9.4

Contents	Technical School			College Graduate			Post Graduate		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Personal	1.3	1.3	0.9	1.9	1.3	1.1	2.7	1.5	1.3
Business or Nonfederal Government									
Advertising	0.9	1.9	1.7	1.2	2.1	1.7	1.5	2.3	1.9
Invitation/Announcement	0.3	0.7	0.5	0.4	0.7	0.5	0.6	0.7	0.6
Bill*	2.5	3.1	3.2	3.1	3.4	3.3	3.4	3.5	3.2
Financial Statement	0.9	1.4	1.2	1.2	1.4	1.5	1.7	1.6	1.6
Other ①	1.8	1.8	1.9	2.2	1.8	2.0	2.9	2.1	2.2
Total Business or Nonfederal Government	6.4	8.8	8.5	8.1	9.3	9.0	10.1	10.3	9.4
Social/Charitable/Political/Nonprofit	0.4	0.4	0.8	0.9	0.8	0.8	1.7	1.2	1.1
Total	8.2	10.5	10.2	11.0	11.4	10.9	14.6	12.9	11.9

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

\* Includes credit card statement/bill.

Note: Totals may not sum due to rounding.

**Table A2-18**  
**First-Class Receipt -- Content by Income**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

Contents	<Under \$7K			\$7K - \$9.9K			\$10K - \$14.9			\$15K - \$19.9K		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Personal	0.9	0.4	0.2	1.3	0.5	0.4	1.1	0.4	0.6	1.5	0.6	0.6
Business or Nonfederal Government:												
Advertising	0.3	0.4	0.4	0.5	0.6	0.8	0.6	0.6	0.7	0.7	0.9	0.9
Invitation/Announcement	0.1	0.3	0.2	0.1	0.2	0.2	0.1	0.3	0.2	0.2	0.4	0.4
Bill*	1.2	1.5	1.4	1.5	2.0	1.9	1.9	1.7	1.7	2.3	2.1	2.2
Financial Statement	0.2	0.3	0.3	0.4	0.7	0.8	0.6	0.5	0.9	0.7	0.6	0.5
Other ①	1.4	1.4	1.5	1.3	1.7	1.3	1.5	1.0	1.4	1.3	1.5	1.4
Total Business or Nonfederal Government	3.2	3.9	3.8	3.8	5.0	5.0	4.7	4.1	4.9	5.2	5.4	5.4
Social/Charitable/Political/Nonprofit	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.2	0.3	0.5	0.3	0.7
Total	4.3	4.5	4.2	5.5	5.7	5.7	6.2	4.8	5.8	7.3	6.4	6.7

Contents	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Personal	1.3	0.8	0.5	1.5	0.8	1.1	1.8	0.8	1.1	1.7	1.0	0.8
Business or Nonfederal Government:												
Advertising	0.6	1.2	1.0	0.8	1.5	1.2	1.0	1.5	1.2	1.1	1.6	1.3
Invitation/Announcement	0.2	0.4	0.3	0.2	0.5	0.4	0.4	0.5	0.4	0.4	0.5	0.5
Bill*	2.6	2.3	2.3	2.5	2.9	2.5	2.9	2.9	2.5	3.2	3.2	3.1
Financial Statement	0.8	0.7	0.6	0.9	0.9	0.8	0.9	0.9	0.8	1.1	1.0	1.0
Other ①	1.5	1.3	1.4	1.9	1.7	1.6	1.9	1.7	1.6	2.1	1.8	1.7
Total Business or Nonfederal Government	5.7	5.8	5.6	6.3	7.5	6.4	7.1	7.5	6.4	7.9	8.1	7.5
Social/Charitable/Political/Nonprofit	0.4	0.4	0.4	0.6	0.4	0.5	0.7	0.4	0.5	0.8	0.4	0.5
Total	7.5	7.1	6.5	8.5	8.7	8.0	9.8	8.7	8.0	10.4	9.5	8.9

Contents	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K+		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Personal	2.1	1.1	0.9	2.2	1.1	1.0	2.1	1.3	1.1	2.7	1.4	1.1
Business or Nonfederal Government:												
Advertising	1.5	1.7	1.4	2.1	2.0	1.7	2.4	2.3	1.9	2.4	2.8	2.2
Invitation/Announcement	0.4	0.6	0.5	0.4	0.6	0.7	0.6	0.7	0.6	0.7	0.8	0.7
Bill*	3.5	3.5	3.3	3.9	3.6	3.6	4.2	3.9	3.5	4.6	4.1	3.8
Financial Statement	1.5	1.2	1.2	1.8	1.3	1.3	1.8	1.6	1.5	2.0	1.8	1.8
Other ①	2.5	1.7	2.0	3.3	1.5	1.8	3.1	2.1	2.0	3.2	2.0	2.4
Total Business or Nonfederal Government	9.4	8.6	8.4	11.5	9.1	9.2	12.1	10.6	9.5	12.9	11.5	10.8
Social/Charitable/Political/Nonprofit	1.0	0.5	0.5	1.1	0.7	0.7	1.2	0.9	0.7	1.6	1.1	1.0
Total	12.6	10.2	9.8	14.9	10.9	10.9	15.5	12.8	11.4	17.5	14.0	13.0

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

\* Includes credit card statement/bill

Note: 2006/2007 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.

Totals may not sum due to rounding.

**Table A2-19**  
**First-Class Mail -- Percent of Nonpersonal Mail Received by**  
**Households Which is Sent Presort -- by Content**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Content	Percent		
	1987	2006	2007
Business or nonfederal government advertising only	48.8	81.8	81.1
Notice of order	36.1	69.8	67.3
Bill/invoice/premium*	68.9	83.7	84.2
Financial Statement	60.8	85.0	86.7
Payment	42.3	62.6	62.8
Rebate ①	27.3	79.8	77.8
Greeting card	25.3	38.6	31.7
Invitation/announcement	28.5	65.3	66.6
Sweepstakes ①	77.5	71.2	95.7
Insurance policy ①	59.5	83.2	83.3
Tax forms ①	25.3	69.7	69.2
CD/DVD/Video game	N/A	N/A	92.8
Other business or government	49.7	65.1	65.5
Total Business or Nonfederal Government	56.7	79.7	80.1
Social/Charitable/Political/Nonprofit announcement/meeting	10.3	34.5	35.8
Request for donation	19.9	52.3	53.5
Confirmation of donation ①	11.8	39.7	35.1
Bill ①	29.9	49.3	47.0
Education ①	37.8	54.3	72.6
Other social/charitable/political/nonprofit	18.0	32.5	29.0
Total Social/Charitable/Political/Nonprofit	16.5	39.3	39.2
Total Nonpersonal Mail Received by Households	53.9	76.9	77.1
Pieces per Household Per Week	3.74	6.44	6.41

① Fluctuation may be due to small sample sizes.

\* Includes credit card statement/bill.

Note: Percents are row percentages within each Mail Type.

Totals may not sum due to rounding.

**Table A2-20**  
**Total Percentage of Industry's First-Class Mail Received by**  
**Households Which is Sent Presort**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Percent Sent Presort		
	1987	2006	2007
Financial:			
Credit Card	76.9	97.3	96.4
Bank	59.1	86.0	87.3
Securities	37.6	79.7	80.9
Money Market ①	52.4	80.1	85.9
Insurance	62.2	86.0	86.4
Mortgage	19.0	60.0	64.7
Total Financial	58.9	86.8	87.1
Merchants:			
Supermarkets	N/A	73.0	83.9
Department Store	73.5	93.7	92.8
Mail Order	50.0	84.3	82.9
Other Store	33.1	75.6	77.9
Publisher	58.9	85.9	85.6
Land Promotion ①	61.9	84.5	78.1
Online auction	N/A	0.0	49.7
Restaurant ①	50.0	43.2	52.0
Consumer packaged goods	30.8	72.5	80.1
Auto dealers ①	45.5	72.6	77.2
Service stations ①	14.3	78.8	81.8
Total Merchants	55.0	79.6	80.0
Services:			
Telephone	84.4	66.3	70.2
Other utility	81.2	86.6	83.4
Medical	35.9	62.8	65.2
Other professional	7.8	42.6	44.9
Leisure service	31.1	70.9	74.6
Cable TV	57.3	80.6	79.7
Computer ①	15.4	82.3	80.0
Craftsman ①	22.2	27.1	28.1
Total Services	56.7	69.3	70.7
Federal government	N/A	83.4	78.0
Nonfederal government	54.0	69.6	68.9
Social/Charitable/Political/Nonprofit	16.5	40.2	39.7
Total Nonhousehold Mail Received by households	53.9	73.5	74.9
Pieces per household per week	3.7	6.8	6.8

① Fluctuation may be due to small sample sizes.

Note: Percents are row percentages within each Industry classification.

**Table A2-21**  
**First-Class Mail -- Total Envelopes by Sector**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Sector	1987	2006	2007
Household-to-household	9.4	6.4	4.6
Household-to-nonhousehold	12.3	13.9	15.1
Nonhousehold-to-household	39.2	46.9	41.2
Unidentified incoming	0.6	2.9	2.2
Unidentified outgoing	1.4	0.8	1.0
Subtotal	62.9	71.0	64.1
Nonhousehold-to-nonhousehold	37.1	29.0	35.9
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

Base: RPW Total, First-Class Envelopes.



**Table A2-22**  
**First-Class Mail -- Total Envelopes by Content**  
**(Percentage of Total Envelopes)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Content	Percentage of Total Envelopes		
	1987	2006	2007
Personal:			
Holiday/seasons' greeting cards	3.3	2.8	2.3
Other greeting cards	1.7	1.4	1.5
Invitation	1.2	0.5	0.6
Letter from a friend or relative	2.6	1.2	1.2
Announcement	0.1	0.1	0.1
Other personal	0.5	0.3	0.2
Total Personal	9.4	6.4	5.9
Business or Nonfederal Government:			
Advertising only	4.5	6.4	5.1
Notice or confirmation of order	1.2	2.5	2.9
Bill*	15.1	20.4	20.4
Financial statement	5.3	7.4	7.8
Payment	2.0	1.5	1.5
Rebate	0.0	0.1	0.1
Holiday/greeting card	0.2	0.4	0.3
Invitation/announcement	1.3	2.6	2.5
Sweepstakes	0.0	0.0	0.1
Other insurance related	0.2	0.8	1.4
Tax	0.0	0.4	0.5
CD/DVD/Video game	N/A	0.0	0.7
Other business or nonfederal government	6.7	1.3	1.2
Total Business or Nonfederal Government	36.4	43.9	44.7
Social/Charitable/Political/Nonprofit:			
Announcement	1.2	1.3	1.6
Request for donation	0.4	0.7	0.7
Thank you for donation	0.2	0.4	0.3
Bill	0.2	0.2	0.2
Education acceptances	0.1	0.0	0.0
Other social/charitable/political/nonprofit	0.7	0.4	0.3
Total Social/Charitable/Political/Nonprofit	2.8	3.0	3.2
Don't Know/No answer	0.6	2.9	2.5
Total Envelopes Received by Households	49.2	56.2	56.3
Pieces Per Household Per Week	8.11	8.69	8.40

\* Includes credit card statement/bill.

Base: RPW Total, First-Class Envelopes.

Note: Totals may not sum due to rounding.

**Table A2-23**  
**First-Class Mail -- Total Envelopes by Industry**  
**(Percentage of Total Envelopes )**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	1987	2006	2007
Financial:			
Credit card	2.7	6.8	5.8
Bank	5.7	7.3	7.5
Securities	1.5	2.3	2.5
Money Market	0.1	0.3	0.3
Insurance	3.6	5.1	5.7
Mortgage	0.5	1.0	1.0
Other financial	0.4	0.4	0.3
Total Financial	14.5	23.1	23.1
Merchants:			
Supermarkets	N/A	0.1	0.1
Department store	1.8	1.1	1.1
Mail order	0.7	0.6	0.5
Other store	0.9	0.8	0.9
Publisher	1.6	0.9	0.9
Land Promotion	0.2	0.0	0.1
Online auction	N/A	N/A	0.1
Restaurant	0.0	0.0	0.0
Consumer packaged goods	0.2	0.6	0.6
Auto dealers	0.2	0.3	0.4
Service stations	0.0	0.0	0.1
Other merchants	0.3	0.6	1.3
Total Merchants	5.9	5.0	5.8
Services:			
Telephones	2.0	2.9	2.7
Other Utility	2.4	2.8	2.9
Medical	2.4	3.2	3.3
Other professional	0.4	0.7	0.6
Leisure service	0.7	0.6	0.6
Cable TV	0.6	1.2	1.1
Computer	0.1	0.2	0.2
Craftsman	0.1	0.0	0.1
Other Services	0.6	0.7	0.8
Total Services	9.2	12.2	12.3
Federal government	N/A	1.3	1.1
Nonfederal government	1.7	1.9	1.9
Social/charitable/political/nonprofit	2.9	3.1	3.2
Don't know/No answer	0.5	0.2	0.3
Total Envelopes Received by Households from Non-Households	34.6	46.9	47.9
Pieces Per Household Per Week	6.4	7.3	7.1

Base: RPW Total, First-Class Envelopes.

**Table A2-24**  
**First-Class Mail -- Nonpresort Envelopes by Sector**  
**(Percentage of Total Envelopes)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Sector	1987	2006	2007
Household-to-household	12.5	12.7	12.2
Household-to-nonhousehold	17.3	30.5	34.0
Nonhousehold-to-household	25.2	30.5	31.3
Unidentified incoming	0.5	2.5	2.1
Unidentified outgoing	2.5	1.9	2.3
Subtotal	58.0	78.1	81.8
Nonhousehold-to-nonhousehold	42.0	21.9	18.2
Total	100.0	100.0	100.0

Base: RPW Total, First-Class Envelopes.

Note: Totals may not sum due to rounding.

**Table A2-25**  
**First-Class Mail -- Total Cards by Sector**  
**(Percentage of Total Cards)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Sector	1987	2006	2007
Household-to-household	9.2	2.1	2.6
Household-to-nonhousehold	8.5	3.7	3.5
Nonhousehold-to-household	56.8	54.0	59.2
Unidentified incoming	0.6	1.1	1.0
Unidentified outgoing	0.0	0.5	0.6
Subtotal	75.1	61.4	66.9
Nonhousehold-to-nonhousehold	24.9	38.6	33.1
Total	100.0	100.0	100.0

Base: RPW Total, First-Class Cards.

Note: Totals may not sum due to rounding.

**Table A2-26**  
**First-Class Mail -- Total Cards by Industry**  
**(Percentage of Total Cards)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

<b>Industry</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
<b>Financial:</b>			
Credit card	0.2	0.7	0.6
Bank	0.2	2.0	2.5
Securities	0.2	0.5	0.6
Money Market	0.0	0.1	0.1
Insurance	1.1	3.1	4.1
Mortgage	1.3	3.9	3.9
Other financial	0.3	0.3	0.4
Total Financial	3.2	10.5	12.3
<b>Merchants:</b>			
Supermarkets	0.0	0.3	0.2
Department store	4.2	2.8	2.1
Mail order	5.0	1.9	1.3
Other store	6.4	6.2	6.6
Publisher	4.0	2.1	1.4
Land Promotion	1.1	0.5	0.4
Online auction	N/A	N/A	0.0
Restaurant	0.2	0.2	0.3
Consumer packaged goods	0.3	1.4	2.2
Auto dealers	0.6	0.9	1.4
Service stations	0.3	1.0	1.2
Other merchants	2.2	1.1	1.1
Total Merchants	24.4	18.5	18.3
<b>Services:</b>			
Telephone	0.3	0.7	0.9
Other Utility	7.9	2.1	2.5
Medical	4.7	5.0	5.1
Other professional	1.0	0.8	0.6
Leisure service	4.0	3.5	4.1
Cable TV	1.0	0.4	0.7
Computer	0.2	0.4	0.5
Craftsman	0.0	0.1	0.3
Other Services	2.7	2.3	4.4
Total Services	21.7	15.4	19.0
Federal government	N/A	2.2	1.4
Nonfederal government	1.4	2.2	1.8
Social/charitable/political/nonprofit	5.9	5.0	6.2
Don't know/No answer	N/A	0.2	0.3
Total Mail Recieved by Households	56.7	54.0	59.2
Pieces Per Household Per Week	0.4	0.5	0.6

Base: RPW Total, First-Class Cards.

Note: Totals may not sum due to rounding.

**Table A2-27**  
**First-Class Mail -- Total Cards by Content**  
**(Percentage of Total Cards)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Content	1987	2006	2007
Personal:			
Holiday/seasons' greeting cards	0.9	0.3	0.3
Other greeting cards	1.1	0.3	0.6
Invitation	1.7	0.8	0.6
Letter from a friend or relative	3.9	0.5	0.7
Announcement	0.2	0.1	0.2
Other personal	1.4	0.1	0.1
Total Personal	9.2	2.1	2.6
Business or Nonfederal Government:			
Advertising only	22.2	31.6	34.1
Notice or confirmation of order	5.1	4.3	5.9
Bill*	10.6	3.3	3.4
Financial statement	0.1	0.4	0.8
Payment	0.1	0.2	0.2
Rebate	0.1	0.5	0.4
Holiday/greeting card	0.8	0.9	0.7
Invitation/announcement	7.3	6.6	6.4
Sweepstakes	0.4	0.1	0.2
Receipts for direct deposit	0.2	0.0	0.0
Other insurance related	0.1	0.2	0.3
Tax	0.0	0.2	0.2
CD/DVD/Video game	N/A	0.0	0.0
Other business or nonfederal government	3.9	0.9	0.6
Total Business or Nonfederal Government	50.9	49.3	53.2
Social/Charitable/Political/Nonprofit:			
Announcement	4.0	3.6	5.1
Request for donation	0.3	0.4	0.3
Thank you for donation	0.3	0.2	0.1
Bill	0.1	0.1	0.0
Education acceptances	0.0	0.4	0.4
Other social/charitable/political/nonprofit	1.2	1.1	1.0
Total Social/Charitable/Political/Nonprofit	5.9	5.8	6.9
Don't Know/No answer	0.6	1.1	1.0
Total	66.6	58.4	63.8
Pieces Per Household Per Week	0.5	0.5	0.6

Base: RPW Total, First-Class Cards.

\* Includes credit card statement/bill.

**Table A2-28**  
**First-Class Mail -- Cards Received by Households -- Household's**  
**Percentage of Total Mail Sent at Each Category**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Content	Total Nonpresort Cards			Total Presort Cards		
	1987	2006	2007	1987	2006	2007
Personal:						
Holiday card	1.3	0.2	0.3	0.0	0.0	0.0
Other greeting card	1.5	0.2	0.5	0.0	0.0	0.0
Invitation	2.3	0.6	0.5	0.0	0.0	0.0
Letter	5.3	0.3	0.4	0.0	0.0	0.0
Announcement	0.3	0.1	0.1	0.0	0.0	0.0
Other personal	1.7	0.1	0.0	0.0	0.0	0.0
Total Personal	12.4	1.4	1.8	0.0	0.0	0.0
Business or Nonfederal Government:						
Advertising only	16.8	7.0	6.8	38.0	24.3	27.1
Notice of order	6.1	1.6	2.4	2.2	2.6	3.3
Bill/invoice/premium*	5.7	0.7	0.7	25.0	2.5	2.6
Financial statement	0.2	0.0	0.1	0.2	0.4	0.7
Payment	0.1	0.1	0.0	0.1	0.1	0.2
Rebate	0.1	0.0	0.0	0.4	0.4	0.4
Greeting card	1.0	0.5	0.4	0.1	0.4	0.3
Invitation/announcement	8.2	2.6	2.3	4.2	3.7	4.1
Other business or nonfederal government	4.2	0.4	0.4	5.2	1.0	0.8
Total Business or Nonfederal Government	42.4	13.0	13.2	75.4	35.3	39.4
Social/Charitable/Political/Nonprofit:						
Announcement/meeting	4.9	2.0	2.8	1.1	1.4	2.2
Request for donation	0.3	0.2	0.1	0.1	0.2	0.2
Confirmation of donation	0.4	0.1	0.1	0.0	0.1	0.0
Bill	0.1	0.0	0.0	0.0	0.0	0.0
Other social/charitable/political/nonprofit	1.4	0.1	0.2	0.0	0.3	0.2
Total Social/Charitable/Political/Nonprofit	7.1	2.5	3.2	1.3	2.1	2.7
Don't Know/No answer	0.7	0.4	0.1	1.7	0.7	0.7
Total Mail Recieved by Household	62.6	17.3	18.3	78.4	38.0	42.8
Pieces Per Household Per Week	0.3	0.2	0.2	0.1	0.4	0.4

Base: RPW Total, First-Class Cards.

\* Includes credit card statement/bill.

**Table A2-29**  
**First-Class Mail -- Cards Received by Households -- Household's Percentage of**  
**Total Mail Sent at Each Card Rate Category -- by Industry**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Percent of Total Nonpresort			Percent of Total Presort		
	1987	2006	2007	1987	2006	2007
Financial:						
Credit cards	0.0	0.1	0.1	0.4	0.6	0.5
Bank	0.2	0.3	0.5	0.2	1.6	1.9
Securities	0.2	0.1	0.1	0.3	0.3	0.5
Money Market	0.0	0.0	0.0	0.0	0.1	0.1
Insurance	12.0	0.5	0.3	0.8	2.5	3.8
Mortgage	1.4	2.0	1.6	0.6	1.9	2.3
Other financial	0.3	0.0	0.0	0.2	0.2	0.4
Total Financial	3.3	3.0	2.6	2.4	7.4	9.5
Merchants:						
Supermarkets	N/A	0.0	0.0	6.1	0.3	0.2
Department store	3.5	0.2	0.2	6.1	2.6	1.9
Mail order	3.7	0.2	0.2	8.6	1.6	1.1
Other store	6.1	1.4	1.4	6.9	4.8	5.2
Publisher	3.1	0.2	0.2	6.6	1.8	1.2
Land Promotion	0.9	0.1	0.1	1.6	0.4	0.4
Restaurant	0.1	0.1	0.1	0.3	0.1	0.2
Consumer packaged goods	0.1	0.3	0.2	0.6	1.1	2.0
Auto dealers	0.5	0.2	0.2	1.1	0.7	1.1
Service stations	0.4	0.2	0.1	0.1	0.9	1.1
Other merchants	1.9	0.4	0.5	2.7	0.7	0.7
Total Merchants	20.3	3.3	3.2	34.6	14.6	14.8
Services:						
Telephone	0.1	0.1	0.1	0.7	0.6	0.8
Other Utility	3.1	0.6	0.7	21.5	1.5	1.7
Medical	5.9	3.1	3.1	0.5	1.8	1.9
Other professional	1.0	0.4	0.2	0.8	0.4	0.3
Leisure service	3.0	0.6	0.5	6.9	2.8	3.5
Cable TV	0.5	0.0	0.0	1.9	0.4	0.7
Computer	0.1	0.0	0.1	0.2	0.3	0.4
Craftsman	0.1	0.1	0.2	0.0	0.1	0.1
Other Services	2.9	1.0	1.6	2.2	1.3	2.8
Total Services	16.6	5.8	6.5	34.8	9.3	12.3
Federal government	N/A	0.3	0.3	N/A	1.6	1.1
Nonfederal government	1.0	0.5	0.5	3.0	1.6	1.2
Social/charitable/political/nonprofit	7.1	2.6	3.3	2.1	2.3	2.8
Don't know/No answer	1.0	0.0	0.1	1.5	0.2	0.2
Total Mail From Nonhouseholds Received by Households	49.4	15.2	16.1	78.4	35.4	40.8
Pieces Per Household Per Week	0.3	0.1	0.2	0.1	0.4	0.4

Base: RPW Total, First-Class Cards.



**Table A2-30**  
**First-Class Mail -- Timeliness of Arrival**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

<b>Time of Arrival</b>	<b>Percent</b>		
	<b>1987</b>	<b>2006</b>	<b>2007</b>
Arrived on time or sooner			
Arrived on the day needed	12.7	32.5	34.1
Arrived earlier than needed	6.4	17.2	16.5
Total Arrived on time or sooner	19.0	49.7	50.6
Was not expected to arrive on any special day	66.0	38.2	37.9
Arrived late	1.4	0.9	0.9
Don't know/No answer	13.6	11.3	10.5
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

**Table A2-31**  
**First-Class Mail -- Reason for Lateness**  
**(Percentage of Pieces that Arrived Late)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Reason for Lateness	Percent		
	1987	2006	2007
Mailed Late	36.1	26.0	26.9
Not mailed late	22.1	27.8	21.8
Don't know when mailed	22.7	38.4	40.4
Don't know/No answer	19.0	7.8	10.9
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

**Table A2-32**  
**First-Class Mail Received -- Timeliness of Arrival -- by Quarter**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Time of Arrival	Quarter 1			Quarter 2		
	1987	2006	2007	1987	2006	2007
Arrived on time or sooner	17.7	45.8	48.2	19.3	52.5	52.5
Was not expected to arrive on any special day	65.5	40.8	39.9	66.7	35.7	36.4
Arrived Late	1.5	0.7	1.0	1.3	1.2	0.8
Don't Know/No answer	15.4	12.7	10.9	12.8	10.7	10.3
Total	100.0	100.0	100.0	100.0	100.0	100.0

Time of Arrival	Quarter 3			Quarter 4		
	1987	2006	2007	1987	2006	2007
Arrived on time or sooner	17.7	49.8	49.0	22.0	52.1	53.2
Was not expected to arrive on any special day	66.8	39.0	40.5	65.0	36.6	35.6
Arrived Late	1.3	0.7	0.9	1.5	0.7	0.8
Don't Know/No answer	14.2	10.4	9.7	11.6	10.5	10.4
Total	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

**Table A2-33**  
**First-Class Mail Received -- Timeliness of Arrival -- by Postal Region**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

Time of Arrival	Northeast			East			South			Central			West		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Arrived on time or sooner	16.4	49.8	48.6	17.8	49.6	51.7	23.7	47.7	53.1	18.9	50.9	49.6	18.1	50.5	49.3
Was not expected on any special day	66.0	39.0	39.0	67.5	38.1	36.7	62.1	37.5	33.6	66.7	38.0	40.6	67.6	38.5	40.1
Total Arrived Late	1.6	0.6	0.8	0.9	0.8	0.7	1.4	0.9	0.8	1.6	0.8	1.1	1.2	1.1	1.2
Don't know/No answer	16.1	10.6	11.6	11.0	11.5	10.9	12.8	13.9	12.4	12.9	10.3	8.6	13.1	9.8	9.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

**Table A2-34**  
**First-Class Mail Sent by Households to Nonhouseholds**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Mail Sent	Percentage of Total First-Class Mail			Pieces Per Household Per Week		
	1987	2006	2007	1987	2006	2007
Business Transactions -- In Response to Advertising:						
Total Response to Advertising	3.6	1.1	1.3	0.6	0.2	0.2
Business Transactions -- Not in Response to Advertising:						
Transaction to phone/utility company	2.0	2.9	2.9	0.4	0.5	0.5
Transaction to credit card company	1.5	2.1	2.1	0.3	0.3	0.3
All other business mail	5.1	7.2	8.1	0.9	1.2	1.3
Total Business Not In Response to Advertising	8.6	12.2	13.1	1.5	2.0	2.1
Don't know / No answer	0.1	0.2	0.2	0.0	0.0	0.0
Total Mail Sent by Households to Nonhouseholds	12.2	13.5	14.6	2.1	2.2	2.3

Note: Totals may not sum due to rounding.

**Table A2-35**  
**First-Class Mail Originating in Households and Nonhouseholds**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Sector	Percentage of First-Class Mail			Pieces Per Household Per Week		
	1987	2006	2007	1987	2006	2007
Household-to-household	9.1	6.2	5.8	1.6	1.0	0.9
Household-to-nonhousehold	12.2	13.5	14.6	2.1	2.2	2.3
Nonhousehold-to-household	40.6	51.7	53.0	7.0	8.5	8.4
Unknown outgoing	1.9	0.8	1.0	0.3	0.1	0.2
Unknown incoming	0.6	3.0	2.6	0.1	0.5	0.4
Subtotal	64.4	75.3	77.0	11.1	12.4	12.2
Nonhousehold-to-nonhousehold	35.6	24.7	23.0	N/A	N/A	N/A
Total	100.0	100.0	100.0	N/A	N/A	N/A

Base: RPW Total, First-Class Letters & Cards.

Note: Totals may not sum due to rounding.

**Table A2-36**  
**First-Class Mail Media by Which Mail Order Purchases**  
**Made in the**  
**Past Month Were Ordered**  
**(Percentage of Orders)**

<b>Media</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Phone	31.0	45.4	43.6
Mail	67.2	31.7	32.7
Other	1.7	22.9	23.7
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

**Table A2-37**  
**First-Class Mail -- Method of Bill Payment**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment Data)**

<b>Method of Payment</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
By mail	95.7	92.6	92.9
In person *	N/A	37.0	32.7
By automatic deduction	21.8	52.5	54.2
By personal computer *	N/A	28.5	30.9
By telephone	0.8	16.2	13.9
By ATM *	N/A	1.1	0.9

<b>Number of Payments</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Total payments per household per month	9.14	11.98	12.23

\* Due to the way questions were worded in the 1987 version of the Recruitment interview, information regarding percentages is unavailable from the data.

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



**Table A2-38**  
**First-Class Mail -- Personal Letters and Cards (not greeting cards) Sent by**  
**Households in an Average Month -- by Age of Head of Household**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

Age	Pieces Per Household Per Month					
	Recruitment Interview ① (Perceived volume)			Diary Data (Actual Volume)		
	1987	2006	2007	1987	2006	2007
18 - 21	6.6	3.6	2.5	2.4	0.6	0.4
21 - 24	3.5	4.2	3.0	2.2	0.9	1.1
25 - 34	4.2	3.2	3.9	2.8	0.7	0.7
35 - 44	4.3	3.6	4.1	2.6	0.7	0.7
45 - 54	5.0	3.7	4.2	3.0	0.9	0.6
55 - 64	5.4	3.9	5.0	3.7	0.8	1.1
65 - 69	5.1	4.4	4.7	2.8	1.1	1.0
70 - 74	6.0	5.0	4.8	3.5	1.5	1.7
75+			5.7			1.5

① Includes thank you notes.

**Table A2-39**  
**First-Class Mail -- Holiday/Season's Greeting Cards Sent by**  
**Households -- by Education of Head of Household**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment Data)**

Education	Christmas/Hanukah/New Year's Cards Per Household (Season)		
	1987	2006	2007
< 8th grade	25.7	22.2	23.8
Some high school	29.1	25.6	27.1
High school	34.9	33.1	36.9
Some college	37.4	35.0	38.9
Professional or technical school	39.1	34.5	31.6
College	47.4	41.0	45.2
Post graduate	56.5	47.1	50.4

**Table A2-40**  
**First-Class Mail -- Personal Letters and Cards (not greeting cards) Sent by**  
**Households in an Average Month -- by Education of Head of Household**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

Education	Pieces Per Household Per Month					
	Recruitment Interview ① (Perceived volume)			Diary Data (Actual Volume)		
	1987	2006	2007	1987	2006	2007
< 8th grade	3.8	4.3	4.6	1.2	0.9	1.3
Some high school	4.4	4.1	4.4	2.2	0.4	0.7
High school	4.2	3.8	4.4	2.2	0.7	0.8
Some college	5.1	4.0	4.7	2.4	0.9	0.8
Professional or technical school	5.4	4.4	4.6	2.3	1.5	0.8
College	5.5	4.0	4.8	5.1	1.2	1.0
Post graduate	6.4	4.4	5.3	5.9	1.4	1.4

① Includes thank you notes.

**Table A2-41**  
**Personal Letters and Cards (not greeting cards) Sent by**  
**Households in an Average Month -- by Income**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

Income	Pieces Per Household Per Month					
	Recruitment Interview ① (Perceived volume)			Diary Data (Actual Volume)		
	1987	2006	2007	1987	2006	2007
< \$7K ②	3.9	3.6	4.6	1.7	0.2	0.1
\$7K - \$9.9K ②	5.2	5.0	4.9	3.7	0.4	0.2
\$10K - \$14.9K	5.0	4.5	4.1	2.2	1.3	1.8
\$15K - \$19.9K	5.0	3.6	4.6	2.5	1.0	1.2
\$20K - \$24.9K	4.2	4.8	4.6	4.4	0.5	0.9
\$25K - \$29.9K	5.1	3.8	4.4	2.5	0.7	1.0
\$30K - \$34.9K	4.6			2.9		
\$35K - \$49.9K	4.5	4.0	4.6	3.1	1.1	0.8
\$50K - \$64.9K	5.8	3.9	5.0	3.8	1.1	0.7
\$65K - \$79.9K	5.9	3.9	4.7	3.8	0.8	0.8
\$80K - \$99.9K	5.8	3.9	4.7	3.6	0.8	1.0
\$100K+	4.2	4.0	4.4	6.0	0.8	0.9
Total	4.8	4.0	4.7	3.1	0.9	0.9

①Includes thank you notes.

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

②Fluctuations may be due to small sample sizes.

**Table A2-42**  
**First-Class Mail -- Holiday/Season's Greeting Cards Sent by**  
**Households -- by Age of Head of Household**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment Data)**

Age	Christmas/Hanukah/New Year's Cards Per Household (Season)		
	1987	2006	2007
18 - 21	17.6	13.7	15.2
22 - 24	19.7	18.3	19.7
25 - 34	31.9	23.8	30.6
35 - 44	35.2	31.5	36.7
45 - 54	42.0	34.5	34.4
55 - 64	45.4	36.0	40.0
65 - 69	45.9	41.0	40.9
70 - 74	44.9	41.5	44.5
75+			43.4

**Table A2-43**  
**First-Class Mail -- Holiday/Season's Greeting Cards Sent by**  
**Households -- by Income**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment Data)**

Income	Christmas/Hanukah/New Year's Cards Per Household (Season)		
	1987	2006	2007
< \$7K	20.6	17.2	18.7
\$7K - \$9.9K	26.7	21.3	18.5
\$10K - \$14.9K	31.6	22.1	22.2
\$15K - \$19.9K	32.4	24.8	30.2
\$20K - \$24.9K	32.5	26.8	28.2
\$25K - \$29.9K	37.7	28.4	32.6
\$30K - \$34.9K	38.9		
\$35K - \$49.9K	44.6	30.9	34.0
\$50K - \$64.9K	50.7	35.6	37.1
\$65K - \$79.9K	61.4	40.4	41.1
\$80K - \$99.9K		40.5	46.2
\$100K or More		49.3	51.7
Total	38.1	34.7	37.9

**Table A2-44**  
**First-Class Mail -- Use of Automatic Deductions**  
**(Percent of Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment Data)**

Deductions	1987	2006	2007
0	78.1	47.9	46.9
1	13.1	20.6	19.5
2	4.4	14.1	14.3
3	1.6	6.9	7.8
>3	1.3	9.9	11.2
Don't know/No answer	0.5	0.5	0.3
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

**Table A2-45**  
**First-Class Mail -- Use of Automatic Deductions -- by Income**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment Data)**

Number of Monthly Deductions	<Under \$7K ①			\$7K - \$9.9K ①			\$10K - \$14.9			\$15K - \$19.9K		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	89.1	81.4	82.3	87.0	65.6	66.5	87.3	59.7	65.3	84.3	61.2	65.9
1	6.4	10.8	11.8	7.5	13.9	13.6	7.9	18.4	15.1	9.5	16.7	15.1
2	1.6	4.3	1.9	2.3	7.1	13.4	2.2	10.2	9.4	1.3	9.2	9.9
3	0.3	1.3	0.8	1.3	6.5	1.6	0.8	4.1	4.8	1.1	6.1	3.7
4 +	0.7	2.2	3.2	0.9	6.9	4.3	0.6	7.6	5.1	1.0	6.9	5.4
Don't know/No answer	1.9	0.0	0.0	1.0	0.0	0.5	1.2	0.0	0.3	2.8	0.0	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
Mean	0.1	0.4	0.5	0.2	0.8	0.8	0.2	0.9	0.9	0.2	0.9	0.8

Number of Monthly Deductions	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	78.3	56.5	54.9	71.1	50.7	50.2	75.8	50.7	50.2	66.1	50.5	45.4
1	15.8	19.6	18.8	16.8	22.4	18.4	14.8	22.4	18.4	20.0	18.9	24.0
2	2.4	9.4	9.9	8.0	13.0	13.1	6.0	13.0	13.1	8.6	14.8	13.3
3	1.0	4.3	7.4	1.1	5.7	8.4	1.4	5.7	8.4	2.6	7.6	6.6
4 +	1.1	9.5	8.7	1.1	7.8	9.6	1.6	7.8	9.6	2.2	8.0	10.4
Don't know/No answer	1.4	0.7	0.3	1.9	0.4	0.2	0.4	0.4	0.2	0.5	0.2	0.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.3	1.1	1.1	0.3	1.2	1.3	0.4	1.2	1.3	0.6	1.2	1.4

Number of Monthly Deductions	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K+		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	68.5	44.6	42.2	68.7	38.4	38.1	76.3	38.4	38.5	68.2	36.3	33.5
1	18.6	23.6	20.9	18.6	22.8	23.9	17.6	24.2	20.6	18.2	21.7	19.2
2	5.7	14.4	16.0	8.8	17.2	15.0	2.2	17.7	18.5	5.7	17.7	18.5
3	4.0	6.4	8.7	2.4	9.8	11.1	3.4	7.5	9.0	2.8	10.0	10.3
4 +	1.9	10.6	12.0	1.1	11.3	11.5	0.5	11.9	13.0	3.7	14.0	18.4
Don't know/No answer	1.3	0.3	0.4	0.4	0.6	0.5	0.0	0.3	0.4	1.4	0.4	0.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.5	1.4	1.5	0.5	1.6	1.6	0.3	1.6	1.8	0.5	1.8	2.1

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: 2006/2007 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.

Totals may not sum due to rounding.

①Fluctuations may be due to small sample sizes.



**Table A2-46**  
**First-Class Mail -- Use of Automatic Deductions -- by Age**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment Data)**

Number of Monthly Deductions	18 - 21 ①			22 - 24 ①			25 - 34			35 - 44		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	89.3	66.0	70.2	92.0	59.6	55.4	75.3	51.7	46.3	73.5	48.2	41.9
1	7.7	15.2	13.4	5.1	23.5	18.2	15.5	22.8	22.8	16.0	22.6	23.4
2	2.1	8.5	9.6	1.2	8.9	13.1	5.8	13.4	14.2	5.4	15.3	15.9
3	0.0	2.4	0.0	0.2	1.5	5.8	1.5	6.2	7.9	1.9	6.0	8.0
4 +	0.5	5.1	3.6	0.2	5.0	5.9	1.1	5.7	8.2	1.4	7.1	10.6
Don't know/No answer	0.4	2.8	3.2	1.3	1.5	1.6	0.8	0.1	0.6	1.8	0.7	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.2	0.8	0.5	0.1	0.8	1.1	0.4	1.1	1.4	0.4	1.2	1.6

Number of Monthly Deductions	45 - 54			55 - 64			65 - 69			70+	70-74	75+
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	70.9	45.4	43.6	79.7	48.1	47.4	81.6	45.0	48.5	88.1	48.1	48.3
1	18.5	23.5	23.2	11.2	21.0	20.0	10.7	16.8	15.1	5.7	15.7	14.2
2	4.1	14.1	15.9	5.1	13.7	14.3	2.7	16.1	14.2	2.7	13.5	13.3
3	2.8	6.7	6.8	0.8	7.2	7.5	2.0	7.3	10.1	1.6	8.3	9.6
4 +	1.0	9.5	10.2	1.6	9.4	10.6	2.1	13.9	11.7	1.1	14.3	14.2
Don't know/No answer	2.7	0.7	0.3	1.6	0.6	0.2	0.9	0.9	0.4	0.8	0.1	0.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.4	1.3	1.5	0.3	1.3	1.4	0.4	1.6	1.5	0.2	1.6	1.7

①Fluctuations may be due to small sample sizes.

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

Totals may not sum due to rounding.



## Appendix A3: Standard Mail



**Table A3-1**  
**Standard Mail Content of Mailpiece**  
**(Percentage of Standard Mail Received by Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

<b>Content</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Advertisement	80.9	87.1	87.4
Fund request	1.2	0.9	1.0
Newsletter/information/other	10.9	9.7	9.9
Don't know/No answer	7.0	2.3	1.7
Total	100.0	100.0	100.0

**Table A3-2**  
**Standard Mail by Major Industry by Quarter**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Credit Card	0.2	1.5	1.1	0.2	1.4	1.2	0.3	1.4	1.1	0.2	1.5	0.9
Bank	0.2	0.6	0.5	0.1	0.6	0.5	0.3	0.6	0.6	0.2	0.6	0.7
Total Financial	0.9	3.3	2.5	0.8	3.3	2.7	1.2	3.4	2.8	0.8	3.3	2.6
Supermarkets	0.3	0.1	0.1	0.3	0.2	0.1	0.2	0.1	0.2	0.2	0.2	0.1
Department store	1.4	1.3	0.9	0.8	0.8	0.6	1.3	1.1	0.8	1.1	1.0	0.8
Mail order company	1.1	2.2	1.7	1.4	1.7	1.5	1.3	1.5	1.4	1.3	1.5	1.5
Specialty store	0.8	1.2	1.2	0.7	0.8	1.0	0.8	1.0	1.3	0.7	1.0	1.2
Publisher	0.9	0.7	0.6	1.4	0.8	0.6	0.9	0.6	0.7	1.2	0.8	0.7
Total Merchants	4.9	5.8	4.8	4.8	4.6	4.1	5.0	4.6	4.6	4.8	4.7	4.6
Total Services	0.5	1.4	1.2	0.4	1.4	1.4	0.7	1.5	1.7	0.5	1.5	1.6
Total Social/Charitable/Political/Nonprofit	0.5	0.5	0.7	0.2	0.4	0.3	0.2	0.6	0.4	0.2	0.5	0.3
Detached label	0.6	0.6	0.5	0.5	0.6	0.5	0.7	0.7	0.2	0.6	0.7	0.1
Not from one organization	0.6	1.3	1.1	0.4	1.4	1.0	0.4	1.3	1.1	0.4	1.4	1.0
Total Pieces Per Household Per Week	8.2	13.1	10.9	7.3	11.8	10.1	8.4	12.1	11.2	7.4	12.1	10.6

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, 2006 and 2007**  
**(Diary Data)**

<b>Addressee</b>	<b>Percent of Total Standard Mail</b>			<b>Pieces Per Household Per Week</b>		
	<b>1987</b>	<b>2006</b>	<b>2007</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Addressed to specific person	50.1	67.1	64.8	5.3	11.6	11.1
Addressed to occupant	22.7	15.9	14.5	2.4	2.8	2.5
Don't know/No answer	0.9	1.8	1.3	0.1	0.3	0.2
Total Pieces Received by Household	73.7	84.8	80.6	7.8	14.6	13.8

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

Note: Totals may not sum due to rounding.

**Table A3-4**  
**Standard Mail Addressee by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Addressed to Specific Household Members			Addressed To Occupant/ Resident			Total		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:									
Credit card	97.1	95.7	96.6	2.0	1.4	1.4	100.0	100.0	100.0
Bank	89.8	89.2	90.3	8.7	8.2	7.3	100.0	100.0	100.0
Securities broker	96.8	94.8	94.6	2.9	4.1	4.1	100.0	100.0	100.0
Money Market ①	93.7	97.0	91.2	0.0	2.5	7.7	100.0	100.0	100.0
Insurance Company	93.2	85.0	88.5	5.5	11.3	9.3	100.0	100.0	100.0
Real Estate/Mortgage	72.8	85.4	84.4	26.7	13.6	14.4	100.0	100.0	100.0
Total Financial	92.1	91.3	92.4	6.8	5.9	5.6	100.0	100.0	100.0
Merchants:									
Supermarkets	11.1	41.5	52.1	87.7	58.4	46.9	100.0	100.0	100.0
Department store	68.3	86.3	88.5	30.9	13.1	10.9	100.0	100.0	100.0
Mail order company	95.8	96.9	97.1	3.3	2.2	2.0	100.0	100.0	100.0
Specialty store	56.4	78.5	82.7	43.0	20.8	16.7	100.0	100.0	100.0
Publisher	72.0	83.8	81.2	25.8	13.3	16.7	100.0	100.0	100.0
Land promotion company ①	92.0	83.8	77.2	8.0	16.2	22.0	100.0	100.0	100.0
Online Auction	N/A	N/A	98.0	N/A	N/A	2.0	N/A	N/A	100.0
Restaurant	21.3	24.6	22.0	77.6	75.4	77.4	100.0	100.0	100.0
Consumer packaged goods	86.1	91.3	92.9	13.5	7.0	5.0	100.0	100.0	100.0
Auto dealers	88.7	82.1	76.8	8.6	16.7	22.8	100.0	100.0	100.0
Service stations ①	56.4	80.4	77.8	43.6	19.6	19.3	100.0	100.0	100.0
Mall ①	19.3	100.0	35.4	80.7	0.0	64.6	100.0	100.0	100.0
Other merchants	19.4	78.4	81.0	83.3	21.1	17.6	100.0	100.0	100.0
Total Merchants	72.1	85.6	85.8	26.7	13.3	13.3	100.0	100.0	100.0
Services:									
Telephone	94.6	92.0	90.9	4.7	6.7	7.3	100.0	100.0	100.0
Other Utilities ①	90.4	83.4	83.9	2.4	13.5	15.6	100.0	100.0	100.0
Medical	77.2	80.5	84.0	22.7	18.0	15.4	100.0	100.0	100.0
Other professional ①	91.0	86.5	87.2	6.5	12.6	11.9	100.0	100.0	100.0
Leisure service	85.2	91.9	92.8	14.5	7.2	6.1	100.0	100.0	100.0
Cable TV	80.1	51.1	63.1	19.9	48.5	36.4	100.0	100.0	100.0
Computer	98.3	90.4	93.5	1.1	9.1	6.1	100.0	100.0	100.0
Craftsman ①	41.9	73.6	64.8	57.2	26.4	35.2	100.0	100.0	100.0
Total Services	81.5	80.2	80.8	17.5	18.8	18.1	100.0	100.0	100.0
Federal Government	N/A	41.9	34.8	N/A	57.7	65.1	N/A	100.0	100.0
Nonfederal Government	73.3	64.7	57.6	26.3	35.0	42.0	100.0	100.0	100.0
Social/Charitable/Political/Nonprofit:									
Union or Professional Organization ①	89.6	86.7	92.4	10.4	11.6	5.3	100.0	100.0	100.0
Church ①	79.4	82.6	87.0	15.9	17.4	11.9	100.0	100.0	100.0
Veterans	N/A	80.6	66.2	N/A	18.3	33.8	N/A	100.0	100.0
Educational	87.9	90.7	90.5	11.4	7.5	9.2	100.0	100.0	100.0
Charities ①	98.1	69.9	74.3	1.9	29.5	25.0	100.0	100.0	100.0
Political Campaign	87.3	89.5	91.7	12.1	10.2	8.1	100.0	100.0	100.0
AARP ①	100.0	93.8	93.2	0.0	0.5	2.1	100.0	100.0	100.0
Total Social/Charitable/Political/Nonprofit	88.3	87.6	89.9	10.7	11.0	9.0	100.0	100.0	100.0

① Fluctuations may be due to small sample size.

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, 2006 and 2007**  
**(Diary Data)**

Shape	Percent of Total Standard Mail			Pieces Per Household Per Week		
	1987	2006	2007	1987	2006	2007
Letter Size Envelope	17.3	23.9	23.1	1.8	3.5	3.4
Larger Envelope	12.0	9.8	8.6	1.3	1.4	1.3
Total Envelope	29.3	33.7	31.7	3.1	5.0	4.7
Detached Label Card	5.8	4.4	2.6	0.6	0.7	0.4
Postcard	1.8	7.5	7.1	0.2	1.1	1.0
Catalog (not in envelope)	14.2	15.2	14.5	1.5	2.2	2.1
Flyers/Circulars	20.1	16.6	17.3	2.1	2.4	2.5
Magazines/Newsletters	1.7	4.1	4.3	0.2	0.6	0.6
Other/Don't Know/No answer	1.0	1.8	1.3	0.1	0.3	0.2
Total Pieces Received by Households	73.8	83.2	78.7	7.8	12.3	11.6

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

Note: Totals may not sum due to rounding.



**Table A3-6a**  
**Standard Mail Industry by Shape**  
**(Percentage of Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog (not in envelope)		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:												
Credit card	59.5	77.1	78.9	28.1	18.2	15.7	0.4	1.1	0.7	3.1	0.4	0.5
Bank	65.0	66.1	70.1	14.6	12.6	11.4	3.4	7.1	5.4	1.8	0.8	0.6
Securities broker	56.3	21.7	22.3	18.7	37.6	39.4	0.5	3.1	2.5	5.2	5.2	6.3
Money Market ①	66.1	30.7	25.1	8.3	24.2	36.3	0.7	5.7	2.7	8.5	7.2	9.1
Insurance Company	66.8	55.2	58.8	19.9	24.5	20.0	0.7	5.1	4.7	1.4	0.6	0.8
Real Estate/Mortgage	32.1	49.3	44.6	7.3	6.4	8.7	10.7	25.8	24.6	3.2	0.8	0.9
Total Financial	60.1	63.8	65.0	19.4	18.8	17.1	2.0	5.5	4.6	2.6	1.0	1.2
Merchants:												
Supermarkets	4.0	4.4	5.7	2.7	5.2	5.8	0.7	15.5	13.6	5.2	8.0	6.1
Department store	8.8	7.6	8.2	3.6	7.2	8.6	3.3	12.8	12.4	40.8	30.8	29.3
Mail order company	20.8	6.1	7.3	22.0	8.8	9.6	0.8	1.3	0.9	48.5	74.2	72.8
Specialty store	10.5	8.2	6.6	6.5	3.4	2.8	5.1	15.1	14.6	26.8	32.9	37.6
Publisher	26.5	44.3	42.9	34.1	19.0	15.7	1.2	2.6	1.8	4.4	5.8	5.3
Land promotion ①	78.1	22.6	19.7	4.4	10.9	7.2	1.3	26.6	35.0	3.4	2.7	2.8
Online Auction	N/A	N/A	10.9	N/A	N/A	0.0	N/A	N/A	18.7	N/A	N/A	38.5
Restaurant	4.5	3.1	3.6	1.6	0.0	1.0	21.8	38.1	30.9	2.1	1.2	0.7
Consumer packaged goods	35.1	17.8	25.7	16.1	19.7	19.9	2.2	8.4	8.5	5.6	11.2	12.1
Auto dealers	28.1	17.3	15.2	13.6	6.5	4.5	6.5	11.3	7.9	7.1	2.6	1.4
Service stations ①	14.2	15.5	9.4	0.0	0.0	2.1	5.9	25.9	43.4	0.0	0.0	0.0
Mall ①	0.7	0.0	0.0	0.0	0.0	0.0	0.9	33.7	39.9	21.6	0.0	8.8
Total Merchants	18.0	12.9	12.8	16.3	8.7	8.2	2.5	8.3	8.1	28.1	40.6	39.7
Services:												
Telephone	28.9	35.1	43.2	42.9	19.0	11.1	5.2	13.4	12.5	6.2	2.9	2.2
Other Utilities ①	33.1	43.1	46.2	9.5	8.8	10.1	2.2	12.3	10.9	6.0	1.9	0.9
Medical	27.1	24.9	27.7	8.1	9.4	11.0	6.9	19.4	20.7	2.6	5.2	2.8
Other professional ①	48.6	34.0	33.2	14.0	10.2	9.9	1.8	17.3	13.5	1.9	4.8	6.3
Leisure service	41.5	24.7	28.7	15.9	11.9	11.5	4.2	18.4	14.2	4.1	7.2	7.6
Cable TV	15.4	24.3	28.9	14.4	4.5	4.8	7.8	24.7	19.9	20.6	1.0	1.2
Computer	30.7	18.4	12.7	27.6	9.9	7.6	0.0	10.1	9.2	16.2	24.5	33.0
Craftsman ①	13.2	29.5	22.6	9.9	2.1	1.8	5.9	35.7	37.8	0.0	2.1	1.3
Total Services	32.8	27.3	29.8	17.5	10.4	9.4	6.0	19.3	18.6	6.1	5.2	4.7
Government:												
Federal Government	N/A	9.7	8.2	N/A	8.7	5.5	N/A	57.1	56.4	N/A	2.6	2.3
Nonfederal Government	17.5	21.6	19.9	9.1	3.7	5.7	4.0	17.9	13.1	10.0	3.1	4.2
Social/Charitable/Political/Nonprofit:												
Union/professional ①	38.3	36.0	41.3	17.7	11.9	11.5	2.2	9.7	8.7	3.4	2.7	2.8
Church ①	36.3	23.6	29.3	10.1	4.5	4.8	3.5	16.6	18.6	4.3	9.3	7.0
Veterans	N/A	30.0	32.8	N/A	9.9	7.6	N/A	10.8	10.4	N/A	4.4	0.0
Educational	40.0	34.7	40.8	14.2	2.1	1.8	3.0	10.8	14.6	7.1	4.9	4.9
Charities	N/A	34.5	43.6	N/A	9.9	12.1	N/A	23.6	14.8	N/A	4.2	4.8
Political Campaign	33.1	12.9	10.8	2.7	8.7	5.5	8.4	23.1	29.8	0.4	0.8	0.9
AARP ①	20.9	32.8	53.2	57.2	3.7	5.7	0.0	6.3	4.4	8.1	1.0	0.2
Total Social/Charitable/Political/Nonprofit	37.0	24.9	28.3	12.4	10.8	11.0	4.5	16.3	19.0	3.3	2.6	2.9
Total	23.5	28.7	29.3	16.2	11.8	11.0	2.5	9.0	9.0	19.2	18.2	18.4

① Fluctuations may be due to small sample size.

Note: Percentages are row percentages within each Industry.

**Table A3-6b**  
**Standard Mail Industry by Shape**  
**(Percentage of Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Flyers			Newspapers/ Magazines			Other/ Don't Know			Total		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:												
Credit card	8.1	2.6	3.6	0.0	0.1	0.1	0.6	0.5	0.5	100.0	100.0	100.0
Bank	14.3	11.8	10.6	0.1	0.9	1.0	0.7	0.8	0.9	100.0	100.0	100.0
Securities broker	16.6	13.6	10.9	1.6	12.2	13.1	1.1	6.5	5.5	100.0	100.0	100.0
Money Market ①	14.6	15.3	13.6	0.0	10.1	10.4	1.8	6.8	2.8	100.0	100.0	100.0
Insurance Company	10.2	11.0	11.6	0.5	2.8	3.5	0.5	0.8	0.7	100.0	100.0	100.0
Real Estate/Mortgage	44.9	14.8	18.1	1.4	2.2	2.4	0.5	0.8	0.6	100.0	100.0	100.0
Total Financial	14.7	8.0	8.7	0.5	1.9	2.3	0.8	1.1	1.1	100.0	100.0	100.0
Merchants:												
Supermarkets	85.7	54.4	59.8	0.8	10.3	7.5	0.7	2.2	1.6	100.0	100.0	100.0
Department store	42.5	36.0	36.1	0.3	3.0	2.8	0.6	2.6	2.6	100.0	100.0	100.0
Mail order company	7.0	4.0	3.9	0.2	2.2	2.0	0.8	3.4	3.5	100.0	100.0	100.0
Specialty store	49.8	35.5	34.7	0.3	3.1	2.4	0.7	1.8	1.3	100.0	100.0	100.0
Publisher	20.4	8.4	8.3	12.1	17.1	23.4	1.2	2.9	2.6	100.0	100.0	100.0
Land promotion ①	12.7	25.7	27.0	0.0	2.5	6.0	0.0	9.0	2.1	100.0	100.0	100.0
Online Auction	N/A	N/A	26.4	N/A	N/A	2.5	N/A	N/A	2.9	N/A	N/A	100.0
Restaurant	70.0	56.8	61.8	0.0	0.2	0.7	0.0	0.6	1.2	100.0	100.0	100.0
Consumer packaged goods	38.0	35.4	26.3	1.8	4.6	4.8	1.2	2.9	2.6	100.0	100.0	100.0
Auto dealers	42.7	59.5	65.1	1.8	1.5	5.2	0.2	1.3	0.7	100.0	100.0	100.0
Service stations ①	79.9	58.3	43.2	0.0	0.0	0.8	0.0	0.3	1.0	100.0	100.0	100.0
Mall ①	75.9	55.0	51.3	1.0	0.0	0.0	0.0	11.3	0.0	100.0	100.0	100.0
Total Merchants	31.3	21.8	23.2	2.9	5.0	5.5	0.9	2.7	2.4	100.0	100.0	100.0
Services:												
Telephone	14.3	27.8	28.8	1.3	1.1	0.7	1.3	1.3	0.7	100.0	100.0	100.0
Other Utilities ①	29.3	27.2	24.6	5.0	7.1	5.4	14.7	1.1	2.7	100.0	100.0	100.0
Medical	50.5	33.3	30.2	4.4	3.1	2.5	0.5	1.2	2.9	100.0	100.0	100.0
Other professional ①	31.5	25.5	30.2	2.2	5.7	2.7	0.0	2.8	2.5	100.0	100.0	100.0
Leisure service	33.1	31.3	31.7	0.8	5.1	4.7	0.4	2.1	2.5	100.0	100.0	100.0
Cable TV	36.0	43.6	44.1	3.9	25.8	24.6	1.9	0.7	0.6	100.0	100.0	100.0
Computer	24.9	26.7	31.1	0.7	9.8	6.7	0.0	6.9	2.3	100.0	100.0	100.0
Craftsman ①	70.4	30.6	34.4	0.6	15.5	13.6	0.0	0.0	0.2	100.0	100.0	100.0
Total Services	34.3	32.9	33.3	2.0	3.1	2.7	1.3	1.8	1.5	100.0	100.0	100.0
Government:												
Federal Government	N/A	17.7	23.1	N/A	0.0	0.0	N/A	2.3	1.9	N/A	100.0	100.0
Nonfederal Government	55.8	37.3	36.6	2.2	0.0	0.0	1.3	2.7	3.4	100.0	100.0	100.0
Social/Charitable/Political/Nonprofit:												
Union/professional ①	35.6	17.4	14.7	2.8	15.8	13.7	0.0	2.7	1.5	100.0	100.0	100.0
Church ①	38.5	17.2	21.5	1.0	20.3	13.2	0.3	2.7	1.0	100.0	100.0	100.0
Veterans	N/A	19.9	13.8	N/A	14.1	10.2	N/A	3.7	0.0	N/A	100.0	100.0
Educational	33.7	31.1	24.0	1.4	7.4	5.4	0.6	1.8	1.0	100.0	100.0	100.0
Charities	N/A	15.6	7.7	N/A	5.4	4.7	N/A	0.1	3.1	N/A	100.0	100.0
Political Campaign	54.0	58.4	55.4	1.3	2.0	0.7	0.2	0.7	0.4	100.0	100.0	100.0
AARP ①	6.7	12.3	10.5	7.0	5.3	2.9	0.0	3.3	0.0	100.0	100.0	100.0
Total Social/Charitable/Political/ Nonprofit	39.8	36.7	32.7	2.4	7.3	5.1	0.4	1.4	0.9	100.0	100.0	100.0
Total	27.2	19.9	22.0	2.3	4.9	5.4	1.3	7.5	4.9	100.0	100.0	100.0

① Fluctuations may be due to small sample size.

**Table A3-7a**  
**Standard Mail Shape by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Letter Size Envelopes			Larger Than Letter Size Envelopes			Postcards		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:									
Credit card	7.5	32.0	27.6	5.1	18.5	14.7	0.5	1.4	0.8
Bank	6.9	11.5	13.6	2.3	5.4	5.9	3.4	3.9	3.4
Securities broker	2.7	1.3	1.5	1.3	5.6	7.2	0.2	0.6	0.6
Money Market	0.4	0.3	0.2	0.1	0.6	0.7	0.0	0.2	0.1
Insurance Company	10.8	10.2	10.2	4.7	11.1	9.3	1.0	3.0	2.6
Real Estate/Mortgage	1.4	4.1	3.0	0.5	1.3	1.6	4.4	6.9	5.4
Other Financial	0.6	0.4	0.3	0.3	0.7	0.3	0.0	0.3	0.2
Total Financial	30.3	59.9	56.4	14.3	43.1	39.7	8.5	16.3	12.9
Merchants:									
Supermarkets	0.5	0.2	0.2	0.5	0.5	0.7	0.9	2.0	1.9
Department store	5.6	2.3	2.0	3.3	5.3	5.5	19.7	12.3	9.7
Mail order company	14.4	3.1	3.4	22.1	10.8	12.0	5.2	2.0	1.4
Specialty store	4.1	2.3	2.4	3.7	2.4	2.8	19.0	13.4	17.6
Publisher	15.5	9.3	8.7	28.9	9.8	8.5	6.4	1.7	1.2
Land promotion company	1.9	0.1	0.1	0.2	0.2	0.1	0.3	0.5	0.8
Online Auction	N/A	N/A	0.0	N/A	N/A	0.0	N/A	N/A	0.1
Restaurant	0.1	0.1	0.1	0.1	0.0	0.1	6.1	2.8	2.9
Consumer packaged goods	2.4	1.3	1.9	1.6	3.5	4.0	1.4	1.9	2.1
Auto dealers	0.7	0.6	0.7	0.5	0.5	0.5	1.4	1.2	1.1
Service stations	0.1	0.1	0.1	0.0	0.0	0.1	0.3	0.8	1.6
Mall	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Other merchants	2.7	0.3	0.6	2.2	0.5	0.7	1.9	1.2	0.8
Total Merchants	48.0	19.7	20.3	63.1	33.4	35.0	62.7	39.9	41.2
Services:									
Telephone	1.0	2.2	2.6	2.1	2.9	1.8	1.7	2.7	2.5
Other Utilities	0.3	0.8	0.8	0.1	0.4	0.5	0.2	0.7	0.6
Medical	1.1	1.4	1.8	0.5	1.3	1.9	2.5	3.5	4.3
Other professional	0.8	0.6	0.5	0.3	0.4	0.4	0.3	0.9	0.7
Leisure service	2.9	2.3	2.3	1.6	2.7	2.4	2.7	5.4	3.6
Cable TV	0.6	1.7	2.4	0.8	0.8	1.1	2.9	5.6	5.4
Computer	0.3	0.5	0.4	0.4	0.6	0.6	0.0	0.8	0.8
Craftsman	0.1	0.1	0.3	0.1	0.0	0.1	0.4	0.4	1.6
Other services	2.3	1.3	2.7	1.4	1.1	3.0	5.4	4.0	7.1
Total Services	9.4	10.9	13.8	7.3	10.3	11.7	16.1	24.1	26.7
Federal Government	N/A	0.3	0.3	N/A	0.8	0.5	N/A	6.4	6.6
Nonfederal Government	0.7	0.6	0.5	0.6	0.3	0.3	1.6	1.7	1.0
Social/Charitable/Political/Nonprofit:									
Union/professional	0.6	0.5	0.6	0.4	0.6	0.6	0.3	0.4	0.4
Church	0.3	0.2	0.2	0.1	0.2	0.2	0.3	0.4	0.4
Veterans	N/A	0.1	0.1	N/A	0.1	0.3	N/A	0.1	0.1
Educational	1.2	1.1	1.3	0.6	0.7	0.8	0.8	1.1	1.5
Charities	N/A	0.3	0.3	N/A	0.3	0.4	N/A	0.6	0.3
Political	1.6	0.7	0.6	0.2	0.3	0.3	3.7	4.1	5.3
AARP	0.1	0.4	0.7	0.5	1.1	1.0	0.0	0.2	0.2
Other Social/Charitable/Political/Nonprofit	1.1	0.3	0.2	0.6	0.5	0.6	0.5	0.4	0.4
Total Social/Charitable/Political/Nonprofit	4.9	3.5	3.9	2.4	3.7	4.1	5.6	7.3	8.6
Not from one organization	4.3	4.3	4.1	10.9	7.7	8.0	2.9	3.5	2.8
Don't know/No answer	2.4	0.7	0.7	1.4	0.7	0.7	1.6	0.7	0.3
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, 2006 and 2007**  
**(Diary Data)**

Industry	Catalog (not in envelope)			Flyers			Newspapers/ Magazines		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:									
Credit card	0.5	0.3	0.3	0.9	1.5	1.7	0.0	0.1	0.2
Bank	0.2	0.2	0.2	1.3	3.0	2.7	0.1	0.9	1.0
Securities broker	0.3	0.5	0.7	0.7	1.2	1.0	0.8	4.3	4.9
Money Market	0.1	0.1	0.1	0.1	0.2	0.1	0.0	0.5	0.4
Insurance Company	0.3	0.2	0.2	1.4	2.9	2.7	0.8	3.0	3.3
Real Estate/Mortgage	0.2	0.1	0.1	1.7	1.8	1.6	0.6	1.1	0.9
Other Financial	0.0	0.1	0.0	0.3	0.2	0.2	0.2	0.3	0.2
Total Financial	1.6	1.4	1.6	6.4	10.9	10.1	2.5	10.2	10.8
Merchants:									
Supermarkets	0.9	0.5	0.4	10.0	3.2	3.4	1.1	2.4	1.7
Department store	31.9	14.6	11.3	23.4	15.6	11.6	2.1	5.3	3.7
Mail order company	41.0	58.5	54.2	4.2	2.9	2.5	1.4	6.5	5.1
Specialty store	12.9	14.5	22.1	17.0	14.3	17.1	1.4	5.1	4.8
Publisher	3.2	1.9	1.7	10.3	2.5	2.2	71.9	21.0	25.8
Land promotion company	0.1	0.0	0.0	0.3	0.2	0.2	0.0	0.1	0.2
Online Auction	N/A	N/A	0.1	N/A	N/A	0.1	N/A	0.0	0.0
Restaurant	0.1	0.0	0.0	1.8	1.9	2.4	0.0	0.0	0.1
Consumer packaged goods	0.5	1.3	1.4	2.2	3.7	2.6	1.3	1.9	1.9
Auto dealers	0.2	0.1	0.1	0.9	3.0	3.9	0.4	0.3	1.2
Service stations	0.0	0.0	0.0	0.4	0.8	0.7	0.0	0.0	0.0
Mall	0.2	0.0	0.0	0.4	0.0	0.0	0.1	0.0	0.0
Other merchants	0.9	0.2	0.1	1.4	0.7	0.7	0.0	0.3	0.2
Total Merchants	91.9	91.7	91.6	72.3	48.9	47.4	79.7	42.8	44.9
Services:									
Telephone	0.3	0.3	0.2	0.4	2.5	2.3	0.4	0.1	0.5
Other Utilities	0.1	0.1	0.0	0.2	0.7	0.6	0.4	0.6	0.4
Medical	0.1	0.5	0.3	1.7	2.7	2.6	1.7	2.2	1.6
Other professional	0.0	0.1	0.2	0.5	0.6	0.6	0.4	0.5	0.4
Leisure service	0.3	1.1	1.0	2.0	4.2	3.3	0.6	2.3	1.6
Cable TV	1.0	0.1	0.2	1.2	4.5	4.9	1.6	0.5	0.3
Computer	0.2	1.0	1.5	0.2	1.0	1.1	0.1	0.5	0.6
Craftsman	0.0	0.0	0.0	0.5	0.2	0.6	0.0	0.0	0.1
Other services	0.2	0.2	0.2	1.8	1.9	3.9	0.8	0.5	1.2
Total Services	2.2	3.3	3.5	8.5	18.4	20.1	6.0	7.3	6.8
Federal Government	N/A	0.1	0.1	N/A	0.9	1.1	N/A	0.4	0.5
Nonfederal Government	0.5	0.1	0.2	2.0	1.6	1.1	1.0	2.4	2.1
Social/Charitable/Political/Nonprofit:									
Union/professional	0.1	0.1	0.1	0.4	0.4	0.3	0.4	1.3	1.0
Church	0.0	0.1	0.1	0.3	0.2	0.2	0.7	0.8	0.5
Veterans	N/A	0.0	0.0	N/A	0.1	0.1	N/A	0.1	0.2
Educational	0.3	0.2	0.3	0.9	1.4	1.0	0.4	1.4	1.0
Charities	N/A	0.1	0.0	N/A	0.2	0.1	N/A	0.2	0.2
Political	0.0	0.1	0.1	2.2	4.7	4.0	0.6	0.7	0.2
AARP	0.1	0.0	0.0	0.0	0.2	0.2	0.4	0.4	0.2
Other Social/Charitable/ Political/Nonprofit	0.0	0.0	0.1	0.7	0.4	0.3	0.8	1.1	0.6
Total Social/Charitable/Political/Nonprofit	0.5	0.6	0.6	4.5	7.5	6.1	3.3	6.1	3.9
Not from one organization	1.9	2.0	2.2	4.9	11.3	13.9	6.0	30.1	30.2
Don't know/No answer	1.4	0.6	0.2	1.4	0.5	0.2	1.5	0.7	0.9
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, 2006 and 2007**  
**(Diary Data)**

Shape	Specific Household Member			Occupant/Resident			No Answer			Total		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Letter size envelope	89.5	89.7	90.8	8.6	6.3	6.4	1.9	3.9	2.9	100.0	100.0	100.0
Larger than Letter size envelope	87.2	88.9	89.3	11.1	7.8	8.5	1.7	3.3	2.2	100.0	100.0	100.0
Detached label card	5.5	3.0	5.4	94.4	96.9	94.5	0.1	0.1	0.1	100.0	100.0	100.0
Postcard	65.4	64.4	66.5	34.4	35.4	33.4	0.2	0.2	0.2	100.0	100.0	100.0
Catalog (not in envelope)	84.0	94.3	95.0	15.6	5.2	4.4	0.4	0.5	0.5	100.0	100.0	100.0
Flyers	47.8	68.3	66.1	51.5	31.4	33.5	0.7	0.3	0.4	100.0	100.0	100.0
Newspapers	37.6	56.2	52.9	58.5	42.9	46.3	3.9	1.0	0.8	100.0	100.0	100.0

Note: Percents are row percentages within each Shape category.

**Table A3-9**  
**Standard Mail ZIP Code Usage by Shape**  
**(Percentage of Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Zip Code Mailing Address	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label			Postcard		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
5-digits	95.4	6.7	7.2	94.9	4.9	6.0	98.7	72.6	70.5	96.0	10.5	8.7
Zip+4	2.3	89.2	89.6	2.6	91.6	91.7	0.6	23.7	26.1	2.0	87.7	89.2
ZIP not included	0.2	0.3	0.3	0.5	0.2	0.4	0.5	3.5	3.3	1.5	1.5	1.9
Don't know/No answer	2.0	3.9	2.9	1.9	3.3	2.0	0.2	0.3	0.1	0.5	0.3	0.1
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

Zip Code Mailing Address	Catalog Not in Envelope			Flyers			Newspapers/Magazines			Total		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
5-digits	95.2	2.1	1.7	86.8	11.3	14.3	80.6	12.8	10.8	92.5	10.7	10.0
Zip+4	2.9	97.2	97.6	2.0	85.6	83.1	1.3	74.7	75.5	2.2	85.7	87.0
ZIP not included	1.4	0.4	0.2	9.7	2.8	2.3	12.1	11.6	12.9	3.5	1.7	1.7
Don't know/No answer	0.5	0.3	0.4	1.5	0.3	0.4	6.0	0.9	0.7	1.7	1.8	1.4
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

**Table A3-10**  
**Standard Mail Demographics -- Pieces Received Per Household Per Week**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

<b>Income</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
< \$7K	3.8	4.1	8.0
\$ 7K - \$9.9K	5.2	6.1	5.9
\$ 10K - \$14.9K	5.8	6.1	6.5
\$ 15K - \$19.9K	6.5	8.0	6.7
\$ 20K - \$24.9K	6.6	8.6	7.1
\$ 25K - \$29.9K	7.9	9.6	8.3
\$ 30K - \$34.9K	8.7		
\$ 35K - \$49.9K	9.5	10.6	9.7
\$ 50K - \$64.9K	10.9	12.1	11.3
\$ 65K - Over	14.8	16.3	14.8
<b>Age of Head of Household</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
18 - 24	3.3	7.4	5.7
25 - 34	6.6	10.4	9.8
35 - 44	8.3	12.5	12.0
45 - 54	8.9	13.5	13.2
55 - 64	9.8	14.1	13.0
65 - 69	8.2	14.4	13.1
70-74	7.6	11.9	11.9
75+			10.4
<b>Education of Head of Household</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
< 8th grade	5.0	9.2	8.2
Some High School	5.6	8.1	7.9
High School	7.0	11.3	10.8
Some College	7.9	12.6	11.0
Technical School	7.8	11.7	11.0
College	9.9	14.6	13.8
Post graduate	11.8	17.2	15.3
<b>Type of Household</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
One-person household	5.5	9.5	8.6
Male	4.7	8.1	6.9
Female	5.8	10.1	9.4
More than one adult without children	8.9	15.1	15.4
One-earner	9.0	22.0	0.0
Two-earner	8.9	29.9	12.7
More than one adult with children	8.2	12.8	12.3
One-earner	7.9	12.1	11.6
Two-earner	8.6	13.5	12.5

<b>Employment of Head of Household</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
White collar professional	8.2	14.8	14.0
White collar sales/clerical	6.8	12.1	11.9
Blue collar craftsmen/mechanic	5.4	12.5	11.5
Service Worker	5.2	11.2	8.6
Other employed ①	4.6	10.6	9.7
Homemaker	7.3	10.8	9.0
Student ①	8.0	8.9	4.4
Retired	6.8	12.6	11.5
Other not employed ①	2.5	9.1	6.4
<b>Type of Dwelling</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Single-family house	9.0	13.5	12.5
Multi-family unit	4.5	9.0	8.4
Mobile house	5.5	7.1	7.4
<b>Number of Adults</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
1	5.2	9.2	8.5
2	8.3	13.0	12.1
3	9.0	13.2	13.3
4+	9.0	13.6	12.5

① Fluctuations may be due to small sample sizes.

Note: 2006/2007 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 A3-11**  
**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, 2006 and 2007**  
**(Recruitment and Diary Data)**

Mail Order Purchases	First-Class			Standard Mail (Including Nonprofit Mail)		
	1987	2006	2007	1987	2006	2007
0	7.0	9.3	9.8	7.5	11.8	13.7
1	8.7	9.1	10.5	9.5	11.8	14.2
2	8.2	11.1	10.1	9.5	14.8	14.7
3 - 5	9.5	11.2	11.4	10.8	16.2	17.7
6 - 10	11.3	12.3	11.3	13.8	18.7	18.7
11 +	12.3	13.3	13.4	15.2	21.8	22.4



**Table A3-12**  
**Standard Mail by Familiarity With Institution**  
**(Percentage of Mail Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

<b>Familiarity</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Previous customer	47.5	51.2	54.4
Organization known	17.4	22.0	22.2
Organization unknown	18.1	14.4	14.1
Don't know/No answer	17.1	12.4	9.3
Total Received	100.0	100.0	100.0

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

**Table A3-13**  
**Standard Mail by Industry and Familiarity**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Previous Customer			Organization Known			Organization Unknown			Don't Know/No Answer			Total		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:															
Credit card	52.4	41.6	47.1	19.9	37.3	36.7	17.7	10.1	10.3	10.0	10.9	6.0	100.0	100.0	100.0
Bank	43.6	42.6	48.9	17.3	24.0	25.6	23.1	21.1	17.9	16.0	12.2	7.6	100.0	100.0	100.0
Securities broker	49.5	70.6	76.1	13.5	8.5	6.6	25.7	10.0	9.6	11.3	10.8	7.7	100.0	100.0	100.0
Money Market ①	55.3	59.8	66.0	13.3	12.0	8.9	15.9	19.6	11.4	15.5	8.5	13.7	100.0	100.0	100.0
Insurance Company	33.6	32.1	35.5	21.8	32.2	36.2	32.3	20.8	19.2	12.3	14.9	9.1	100.0	100.0	100.0
Real Estate/Mortgage	13.3	15.3	22.1	41.1	26.5	27.2	32.6	48.2	41.8	13.0	9.9	8.9	100.0	100.0	100.0
Total Financial	40.5	39.6	45.6	21.3	30.5	30.5	25.7	18.1	16.4	12.5	11.8	7.4	100.0	100.0	100.0
Merchants:															
Supermarkets	60.1	71.3	77.1	15.2	11.6	10.2	5.4	5.7	2.6	19.3	11.4	10.1	100.0	100.0	100.0
Department store	75.2	81.9	86.3	9.1	6.9	5.4	4.3	2.3	1.9	11.4	8.9	6.5	100.0	100.0	100.0
Mail order company	50.8	56.9	57.4	17.3	16.7	17.8	22.4	13.6	14.1	9.4	12.7	10.6	100.0	100.0	100.0
Specialty store	50.5	68.0	71.5	20.0	13.4	12.5	17.2	8.0	6.6	12.4	10.7	9.3	100.0	100.0	100.0
Publisher	40.9	48.8	50.1	18.6	22.0	21.5	14.3	11.6	12.5	26.2	17.5	15.9	100.0	100.0	100.0
Land promotion company ①	3.0	10.3	16.4	15.4	23.1	31.2	70.4	60.2	46.2	11.2	6.5	6.2	100.0	100.0	100.0
Online Auction	N/A	N/A	75.1	N/A	N/A	11.8	N/A	N/A	10.1	N/A	N/A	3.0	N/A	N/A	100.0
Restaurant	50.2	52.9	55.6	20.2	19.2	20.0	13.4	14.6	16.0	16.2	13.3	8.3	100.0	100.0	100.0
Consumer packaged goods	55.7	48.9	51.0	20.5	26.1	24.4	11.7	13.5	14.1	12.1	11.5	10.4	100.0	100.0	100.0
Auto dealers	48.2	34.4	32.0	27.1	33.4	37.1	12.5	19.3	23.3	12.2	12.9	7.5	100.0	100.0	100.0
Service stations ①	23.6	60.5	57.5	34.1	20.9	19.1	24.7	8.0	11.2	17.6	10.6	12.2	100.0	100.0	100.0
Mall ①	39.8	19.9	45.5	2.5	11.3	7.8	0.4	0.0	0.0	57.3	68.8	46.7	100.0	100.0	100.0
Total Merchants	54.0	62.6	64.2	16.1	15.1	15.6	14.7	10.1	10.1	15.2	12.1	10.1	100.0	100.0	100.0
Services:															
Telephone	65.1	54.5	63.5	17.1	26.4	23.8	5.9	5.6	4.9	11.9	13.4	7.8	100.0	100.0	100.0
Other Utilities ①	70.9	63.6	67.5	5.8	17.5	15.0	7.9	10.3	11.1	15.4	8.7	6.4	100.0	100.0	100.0
Medical	35.0	34.4	36.6	19.5	18.0	22.0	34.4	35.0	33.5	11.2	12.5	7.9	100.0	100.0	100.0
Other professional ①	43.9	32.0	31.4	13.9	24.3	22.7	31.2	37.1	35.9	11.0	6.7	10.0	100.0	100.0	100.0
Leisure service	33.7	56.7	58.9	21.2	20.0	20.8	31.0	12.6	12.8	14.1	10.7	7.5	100.0	100.0	100.0
Cable TV	65.4	42.2	51.4	17.7	38.5	34.6	6.1	8.4	6.4	10.8	10.9	7.6	100.0	100.0	100.0
Computer	42.7	50.7	54.0	26.7	27.3	26.0	22.7	10.3	10.6	8.0	11.8	9.4	100.0	100.0	100.0
Craftsman ①	7.7	9.5	8.6	32.1	17.5	24.4	47.7	58.9	61.6	12.5	14.2	5.5	100.0	100.0	100.0
Total Services	41.6	45.4	46.7	20.0	24.4	25.3	24.9	18.4	19.6	13.5	11.9	8.4	100.0	100.0	100.0
Nonfederal Government	47.8	55.3	58.6	26.5	24.8	22.3	8.9	11.3	9.7	16.9	8.5	9.4	100.0	100.0	100.0

Note: Percents are row percentages within each Industry classification.

① Fluctuations may be due to small sample sizes.

**Table A3-14**  
**Standard Mail -- Shape by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Familiarity	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	44.5	39.9	45.1	48.6	44.8	48.6	17.9	0.0	1.9	48.7	47.0	49.9
Organization known	19.8	27.2	26.9	18.8	21.7	22.8	16.4	0.0	1.8	17.6	21.5	21.3
Organization unknown	23.9	16.4	15.5	19.8	13.5	12.6	30.0	0.0	1.1	20.9	18.3	18.7
More than one company/ Don't Know / No Answer	11.9	16.5	12.5	12.8	20.1	16.0	35.7	99.9	95.2	12.8	13.2	10.0
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

Familiarity	Catalog Not In Envelope			Flyers			Newspapers/Magazines		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	63.1	62.4	64.3	49.4	47.5	48.2	24.4	41.5	39.7
Organization known	14.5	14.9	14.2	17.7	17.4	17.7	10.6	12.3	13.0
Organization unknown	13.0	9.5	10.3	13.5	12.5	12.0	6.3	5.8	5.5
More than one company/ Don't Know / No Answer	9.5	13.2	11.3	19.5	22.5	22.1	58.8	40.4	41.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

**Table A3-15**  
**Standard Mail -- Mail Order Industry Shape**  
**by Familiarity With Organization**  
**(Percentage of Mail Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Familiarity	Letter Size Envelope			Larger Than Letter Size Envelope			Catalog Not In Envelope			Flyers ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	46.6	47.8	50.8	52.9	56.8	52.4	53.0	58.0	58.7	42.0	46.8	53.9
Organization known	17.1	21.1	22.5	15.4	12.8	19.6	18.8	16.8	17.1	15.5	13.9	16.6
Organization unknown	27.3	20.8	15.3	19.8	15.8	15.1	20.7	12.4	13.6	29.7	20.6	19.0
Don't know/No answer	9.0	10.4	11.4	11.9	14.6	12.9	7.5	12.8	10.6	12.8	18.6	10.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

① Fluctuations may be due to small sample size.

**Table A3-16**  
**Standard Mail Receipt**  
**by Number of Financial Accounts and Insurance Policies**  
**Pieces per Household per Week**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(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
2006	3.1	8.5	11.9	15.3
2007	5.1	8.1	11.1	13.9

**Table A3-17**  
**Standard Mail Receipt**  
**by Number of Credit Card Accounts**  
**Pieces per Household per Week**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(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
2006	5.9	10.1	13.3	16.2
2007	7.0	9.3	12.1	15.1

**Table A3-18**  
**Standard Mail Treatment of Mail Piece by Familiarity With Organization**  
**(Percentage of Mail Received by Household)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Treatment of Advertising	Previous Customer			Organization Known			Organization Not Known			Total ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Read	58.4	59.9	58.7	31.2	27.4	26.2	26.2	25.2	23.9	41.5	41.3	41.9
Looked at	23.3	15.0	15.8	38.2	24.2	22.7	35.2	22.4	22.2	26.4	17.4	17.3
Discarded	7.0	16.0	17.3	23.5	43.0	46.5	31.1	48.3	49.7	14.0	26.2	27.6
Set Aside	10.2	8.6	7.9	6.3	4.9	4.2	6.4	3.5	3.8	8.1	6.0	6.0
Don't know/No answer	1.1	0.5	0.4	0.8	0.5	0.4	1.2	0.6	0.4	10.0	9.1	7.2
Total Mail Received by Household	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

①Total includes pieces for which no response was given as to familiarity.

**Table A3-19**  
**Standard Mail Usefulness of Mail Pieces by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Reaction to Advertising	Previous Customer			Organization Known			Organization Not Known			Total ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Useful	62.5	59.6	58.6	25.9	17.8	17.1	14.8	12.5	10.3	40.2	36.9	37.9
Interesting	21.7	13.6	12.5	31.7	16.9	15.9	24.4	12.5	11.7	22.0	12.8	12.3
Not interesting	10.6	22.9	25.1	32.9	56.3	58.9	46.7	63.9	66.7	21.3	35.6	37.2
Objectionable	2.2	3.2	3.3	6.7	8.3	7.7	10.7	10.6	10.2	4.6	5.4	5.2
Don't know/No answer	3.1	0.7	0.5	2.8	0.7	0.5	3.4	0.5	1.0	12.0	9.3	7.4
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: Totals may not sum to 100 due to rounding.

① Includes pieces for which no response was given for familiarity with institution.



**Table A3-20**  
**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, 2006 and 2007**  
**(Diary Data)**

Response to Advertising	Previous Customer			Organization Known			Organization Not Known			Total ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Yes	21.6	17.3	17.1	5.7	2.6	2.7	4.6	2.4	1.8	14.6	10.0	10.4
No	47.7	50.4	52.6	78.6	80.7	82.2	83.0	83.5	85.7	58.6	59.6	61.1
Maybe	27.4	26.1	24.5	12.1	9.7	8.1	9.0	7.5	6.0	19.9	16.9	16.5
No answer	3.3	6.2	5.8	3.6	7.0	7.0	3.4	6.5	6.4	7.0	13.5	12.0
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	5.5	5.6	1.5	2.4	2.3	1.2	1.6	1.5	6.1	10.8	10.2

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

① Includes pieces for which no response was given for familiarity with institution.

**Table A3-21**  
**Standard Mail Treatment by Usefulness**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Treatment	Usefulness								
	Useful			Interesting			Not Interesting		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Read	68.0	68.3	69.2	20.2	15.8	14.1	7.0	12.3	13.1
Looked at	24.4	19.1	19.0	36.5	20.2	20.9	21.5	53.8	54.5
Discarded	4.5	3.9	4.6	12.9	6.6	6.9	66.0	78.2	78.4
Set aside	58.2	70.5	72.2	25.6	16.3	14.3	8.4	8.4	8.7

Treatment	Usefulness								
	Objectionable			Don't Know/No Answer			Total		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Read	2.2	2.9	3.2	2.6	0.6	0.3	100.0	100.0	100.0
Looked at	5.2	6.6	4.9	12.4	0.3	0.6	100.0	100.0	100.0
Discarded	12.9	10.5	9.8	3.7	0.7	0.4	100.0	100.0	100.0
Set aside	4.6	4.4	4.1	3.2	0.4	0.7	100.0	100.0	100.0

Note: Percents are row percentages within each Treatment category.

Totals may not sum to 100 due to rounding.

**Table A3-22**  
**Standard Mail Usefulness by Treatment**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Treatment	Usefulness											
	Useful			Interesting			Not Interesting			Objectionable		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Read	70.2	76.5	76.5	38.0	51.1	47.9	13.6	14.3	14.8	20.0	22.3	26.2
Looked at	15.9	9.0	8.7	43.8	27.4	29.4	39.0	26.3	25.4	30.1	21.3	16.5
Discarded	1.6	2.8	3.3	8.2	13.6	15.4	43.7	57.6	58.1	39.6	50.8	52.0
Set aside	11.7	11.5	11.4	9.4	7.7	6.9	3.2	1.4	1.4	8.2	4.9	4.7
Don't know/No answer	0.6	0.2	0.2	0.6	0.2	0.3	0.5	0.4	0.3	2.1	0.6	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

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

**Table A3-23**  
**Standard Mail Treatment by Intended Response**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Treatment	Intended Response														
	Yes			No			Maybe			No Answer			Total		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Read by member of household	27.1	19.6	21.0	42.6	46.9	46.4	26.8	26.8	26.0	3.6	6.8	6.6	100.0	100.0	100.0
Read by more than one member of household ①	N/A	28.2	27.0	N/A	30.8	30.2	N/A	34.9	36.0	N/A	6.1	6.8	N/A	100.0	100.0
Looked at	4.9	2.4	2.2	77.9	82.0	83.2	14.1	8.7	8.4	3.1	6.9	6.2	100.0	100.0	100.0
Discarded	0.9	0.5	0.5	92.5	89.9	90.8	2.4	1.7	1.8	4.3	7.9	7.0	100.0	100.0	100.0
Set aside	15.4	11.6	11.7	35.3	31.2	33.5	46.2	52.7	48.8	3.0	4.5	6.0	100.0	100.0	100.0

① This code was not presented in household diaries prior to 1992.

Note: Percents are row percentages within each Treatment category.

Totals may not sum to 100 due to rounding.

**Table A3-24**  
**Standard Mail Intended Response by Treatment**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Treatment	Intended Response								
	Yes			No			Maybe		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Read by member of household	18.8	65.7	68.2	30.8	26.3	25.7	57.0	53.1	53.4
Read by more than one member of household ①	N/A	21.1	19.6	N/A	3.9	3.7	N/A	15.4	16.5
Looked at	9.8	4.3	3.8	38.9	24.8	24.4	20.7	9.3	9.2
Discarded	0.9	1.3	1.3	23.7	41.5	42.6	1.8	2.8	3.1
Set aside	9.0	7.1	6.6	5.1	3.2	3.2	19.7	19.0	17.4
Don't know/No answer	1.5	0.5	0.5	1.5	0.4	0.4	0.9	0.5	0.5
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.

① This code was not presented in household diaries prior to 1992.

**Table A3-25**  
**Standard Mail Usefulness by Intended Response**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Usefulness	Intended Response								
	Yes			No			Maybe		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Useful	29.4	25.3	25.7	33.8	32.2	32.8	33.7	36.4	35.6
Interesting	6.2	3.3	2.9	72.6	75.2	77.5	17.9	15.6	13.8
Not interesting	1.3	0.7	0.6	92.2	89.2	89.9	3.0	2.6	2.3
Objectionable	3.7	1.4	1.4	83.6	80.2	81.6	9.0	8.5	7.7

Usefulness	Intended Response					
	Don't Know/No Answer			Total		
	1987	2006	2007	1987	2006	2007
Useful	3.2	6.1	5.9	100.0	100.0	100.0
Interesting	3.3	5.8	5.8	100.0	100.0	100.0
Not interesting	3.5	7.4	7.1	100.0	100.0	100.0
Objectionable	3.8	9.9	9.3	100.0	100.0	100.0

Note: Percents are row percentages within each Usefulness category.

Totals may not sum to 100 due to rounding.

**Table A3-26**  
**Standard Mail Intended Response by Usefulness**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Usefulness	Intended Response								
	Yes			No			Maybe		
	1987	2006	2007	2006	2007	2006	1987	2006	2007
Useful	83.3	91.7	92.8	23.9	19.6	20.1	69.8	78.3	81.1
Interesting	10.2	4.5	3.6	30.0	17.2	16.2	21.8	12.6	10.7
Not interesting	2.0	2.7	2.4	36.1	55.5	56.3	3.4	5.8	5.4
Objectionable	1.2	0.7	0.7	6.7	7.3	6.9	2.1	2.8	2.4
Don't know/No answer	3.2	0.4	0.6	3.3	0.4	0.5	2.9	0.6	0.3
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 A3-27**  
**Standard Mail Pieces from Credit Card Industry**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	51.4	38.2	36.5	7.2	3.4	3.0	40.0	26.2	26.1	9.3	4.5	4.9
Organization known	28.4	14.6	12.8	7.9	1.6	1.7	17.7	5.2	5.4	5.6	1.3	1.3
Organization unknown	30.2	14.6	14.8	4.2	0.4	1.4	21.3	4.2	5.3	7.8	0.5	1.8

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 Insurance Companies**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

<b>Familiarity</b>	<b>Read Immediately</b>			<b>Set Aside</b>			<b>Found Useful</b>			<b>Will Respond</b>		
	<b>1987</b>	<b>2006</b>	<b>2007</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Previous customer	56.7	57.5	56.2	5.6	5.7	6.4	48.2	53.7	52.0	12.9	10.6	7.3
Organization known	31.1	24.3	20.8	6.7	1.2	2.7	20.8	13.5	10.4	5.4	1.4	1.6
Organization unknown	20.2	19.1	20.7	1.9	1.8	1.6	8.5	6.7	5.7	1.9	1.2	0.9

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 Department Stores**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	52.4	69.2	69.7	11.2	7.3	7.3	64.4	71.6	74.0	17.6	23.9	24.5
Organization known	25.5	39.7	36.9	6.4	3.8	3.4	23.4	25.2	21.3	6.0	5.2	4.1
Organization unknown ①	24.4	35.5	27.3	4.5	2.8	4.9	17.5	20.5	15.8	7.1	6.2	6.0

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

① Fluctuations may be due to small sample size.

**Table A3-30**  
**Standard Mail Pieces from Mail Order Companies**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	58.4	56.9	57.7	14.0	18.7	16.2	63.0	69.3	69.8	24.0	16.9	17.6
Organization known	32.3	34.3	34.2	10.3	15.2	11.8	26.8	30.8	28.8	6.5	3.1	5.9
Organization unknown	22.2	28.8	20.9	11.3	9.9	11.5	13.9	21.6	14.5	4.6	2.5	2.4

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

**Table A3-31**  
**Standard Mail Pieces from Publishers**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	65.1	63.3	65.1	8.7	6.4	6.0	54.5	52.7	57.0	27.9	17.7	21.5
Organization known	30.7	29.5	37.6	5.9	7.2	5.5	20.9	21.6	24.8	6.5	2.7	2.9
Organization unknown	27.2	28.5	28.1	9.4	4.7	4.2	16.0	11.3	11.9	6.5	3.0	2.8

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 A3-32**  
**Standard Mail Treatment of Mail Piece by Shape**  
**(Percentage of Mail Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Treatment	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Read by member of household	44.5	30.5	31.6	44.0	33.3	35.2	30.8	22.9	25.3	50.1	41.7	41.5
Read by more than one member of household ①	N/A	4.4	4.2	N/A	5.3	6.5	N/A	5.2	5.9	N/A	7.3	7.0
Looked at	26.1	20.0	19.5	26.0	18.7	17.9	33.8	23.4	24.6	24.7	17.8	18.1
Discarded	15.3	34.2	35.8	13.8	29.4	29.2	19.6	34.6	33.1	15.7	24.7	26.3
Set aside	4.8	2.5	2.6	8.8	4.4	5.1	3.9	1.8	1.9	2.2	2.0	1.9
Don't know/No answer	9.3	8.5	6.3	7.4	8.9	6.2	11.9	12.2	9.1	7.4	6.5	5.2
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

Treatment	Catalog Not in Envelope			Flyers			Newspapers/Magazines			Total ②		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Read by member of household	42.9	36.2	35.2	40.8	36.5	35.7	30.1	31.4	32.1	41.5	33.8	34.3
Read by more than one member of household ①	N/A	10.8	11.2	N/A	9.3	8.2	N/A	14.6	14.8	N/A	7.6	7.6
Looked at	25.9	12.8	13.8	27.0	16.7	17.3	17.6	13.5	12.2	26.4	17.4	17.3
Discarded	9.7	16.2	18.1	15.1	23.8	26.2	9.4	16.4	19.1	14.0	26.2	27.6
Set aside	15.9	15.2	14.1	6.7	4.8	4.6	8.1	12.5	11.4	8.1	6.0	6.0
Don't know/No answer	5.6	8.8	7.7	10.5	8.9	7.9	34.9	11.6	10.5	10.0	9.1	7.2
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

① This code was not presented in household diaries prior to 1992.

② Total includes pieces for which no response was given as to shape.

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

**Table A3-33**  
**Standard Mail Usefulness of Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Usefulness	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Useful	32.6	22.5	24.2	36.4	31.3	34.0	26.8	23.0	23.7	38.4	38.0	37.3
Interesting	21.3	10.6	9.6	27.4	13.0	13.0	16.3	8.7	9.8	20.1	11.8	12.1
Not interesting	29.0	50.0	52.2	21.1	39.8	40.1	34.7	48.3	50.6	27.7	39.0	40.0
Objectionable	5.7	8.2	7.7	5.8	7.0	6.5	7.5	7.6	6.3	4.9	4.1	5.0
Don't Know/No answer	11.5	8.7	6.3	9.2	9.0	6.5	14.7	12.4	9.7	8.9	7.0	5.5
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Usefulness	Catalog Not in Envelope			Flyers			Newspapers/Magazines			Total ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Useful	53.8	54.4	55.2	44.7	43.5	41.6	33.3	53.7	53.3	40.2	36.9	37.9
Interesting	26.1	19.2	17.6	19.4	11.6	11.0	16.7	12.1	14.0	22.0	12.8	12.3
Not interesting	10.8	15.4	17.0	19.5	31.7	34.8	9.0	18.6	19.6	21.3	35.6	37.2
Objectionable	2.3	2.0	1.9	3.8	4.0	4.6	2.5	4.0	2.6	4.6	5.4	5.2
Don't Know/No answer	7.0	9.0	8.2	12.5	9.2	7.9	38.5	11.6	10.4	12.0	9.3	7.4
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

① Total includes pieces for which no response was given as to shape.

**Table A3-34**  
**Standard Mail Response to Advertising by Shape**  
**(If Mail Piece Contained Advertising or Request for Donation)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Response	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Yes	12.8	5.9	6.5	16.5	9.2	11.0	8.6	3.6	3.5	15.4	11.9	10.9
No	69.6	73.2	75.9	62.1	67.3	65.9	69.5	66.3	69.2	63.6	60.0	62.3
Maybe	13.1	8.8	7.7	16.7	11.6	13.2	10.5	6.3	6.6	13.6	14.4	13.2
No answer	4.5	12.1	9.9	4.8	11.9	9.8	11.4	23.8	20.7	7.4	13.7	13.5
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

Response	Catalog Not in Envelope			Flyers			Newspapers/ Magazines			Total ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Yes	16.1	12.3	12.9	15.6	14.0	13.4	10.2	10.7	10.2	14.6	10.0	10.4
No	46.6	44.4	45.8	54.2	53.3	56.2	44.3	48.4	48.5	58.6	59.6	61.1
Maybe	32.5	31.9	30.5	21.2	18.5	17.2	16.9	23.6	22.8	19.9	16.9	16.5
No answer	4.8	11.5	10.8	9.1	14.2	13.3	28.6	17.3	18.5	7.0	13.5	12.0
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

①Total includes pieces for which no response was given as to shape.

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

**Table A3-35**  
**Standard Mail Percentage of Pieces Read Immediately**  
**and Set Aside by Shape and Familiarity With Organization**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Familiarity	Shape																	
	Letter Size Envelope						Larger Than Letter Size Envelope						Postcard					
	Read			Set Aside			Read			Set Aside			Read			Set Aside		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	64.7	54.2	52.3	5.3	3.4	3.1	60.1	56.2	57.1	10.4	6.0	6.4	67.9	70.1	67.5	2.6	2.8	2.4
Organization known	34.6	21.4	20.9	5.8	2.5	1.9	30.3	23.5	26.2	6.2	2.4	3.1	38.3	35.9	32.9	2.1	1.0	1.7
Organization unknown	29.0	22.6	23.3	4.6	1.5	2.0	27.6	22.8	26.5	7.0	3.5	1.7	32.8	26.6	27.8	1.9	1.7	0.7

Familiarity	Shape																	
	Catalog Not in Envelope						Flyers						Newspapers/Magazines					
	Read			Set Aside			Read			Set Aside			Read			Set Aside		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	53.1	58.3	58.3	17.6	17.8	16.3	57.0	65.4	63.1	8.0	6.2	5.7	56.3	62.1	62.5	15.7	15.2	13.9
Organization known	29.6	35.2	33.6	12.6	16.8	13.6	27.8	30.0	25.9	4.8	3.4	3.0	45.4	42.1	40.6	8.5	12.8	11.3
Organization unknown	20.8	28.8	21.0	15.1	11.1	12.1	24.5	26.7	23.4	5.9	2.8	2.1	21.9	37.0	21.9	5.6	7.6	18.2

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 A3-36**  
**Standard Mail Percentage of Pieces Eliciting**  
**Intended Response by Shape and Familiarity With Organization**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Familiarity	Shape								
	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	20.3	15.1	16.8	22.7	9.7	10.0	20.3	12.1	10.5
Organization known	5.9	31.3	31.0	7.1	13.5	16.1	8.8	10.0	10.7
Organization unknown ①	5.0	27.8	25.6	5.2	5.5	17.6	3.6	9.4	9.1

Familiarity	Shape								
	Catalog Not In Envelope			Flyers			Newspapers/Magazines		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	21.5	28.2	28.2	22.3	28.4	28.8	21.8	3.3	3.0
Organization known	6.4	24.5	24.5	4.6	15.4	14.0	0.0	3.7	1.8
Organization unknown ①	5.0	18.7	30.3	4.8	33.7	14.7	4.5	2.6	1.6

Note: Percents are row percentages within each familiarity classification.

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

① Fluctuations may be due to small sample sizes.

**Table A3-37**  
**Standard Mail Percentage of Pieces Found**  
**Useful by Shape and Familiarity With Organization**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Familiarity	Shape								
	Letter Size Envelope			Larger Than Letter Envelope			Postcard		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	53.4	75.5	78.7	53.6	81.1	83.5	58.4	79.8	81.7
Organization known	22.8	13.3	12.8	19.8	9.7	9.7	28.3	10.7	10.9
Organization unknown	12.7	5.8	4.7	13.6	4.2	3.8	10.6	6.1	5.1

Familiarity	Shape								
	Catalog Not In Envelope			Flyers			Newspapers/Magazines		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	70.5	83.8	86.4	66.6	82.0	85.6	67.4	77.4	76.4
Organization known	30.2	9.2	8.2	28.7	9.0	8.4	46.0	14.2	14.0
Organization unknown	18.9	4.2	3.6	16.3	4.8	3.0	25.9	3.6	2.9

NOTE: Percentages do not add up to 100% due to the exclusion of "missing".

**Table A3-38**  
**Standard Mail from Department Stores**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Letter size envelope	53.3	64.2	62.2	2.5	1.7	1.9	37.4	52.1	54.0
Larger than Letter size envelope	45.8	63.3	64.3	10.2	2.3	2.5	40.8	56.6	64.8
Postcard	56.9	69.8	64.1	1.3	2.8	3.8	48.5	61.8	61.2
Catalog not in envelope	45.9	60.2	61.7	15.8	11.0	12.2	62.5	64.5	71.3
Flyers	42.4	62.6	66.0	6.1	5.5	5.7	51.2	64.8	68.0

Shape	Will Respond			Percentage of Pieces Received		
	1987	2006	2007	1987	2006	2007
Letter size envelope	12.3	22.4	22.5	8.8	7.6	8.2
Larger than Letter size envelope	10.9	25.4	22.5	3.6	7.2	8.6
Postcard	12.3	20.5	21.4	3.3	12.8	12.4
Catalog not in envelope	17.1	18.0	19.6	40.8	30.8	29.3
Flyers	15.4	21.7	23.9	42.5	36.0	36.1

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 A3-39**  
**Standard Mail from Department Stores**  
**Reaction to Mail Piece by Familiarity and Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer:									
Catalogs Not In Envelope	68.0	78.2	78.3	70.7	73.3	77.1	18.4	21.1	21.4
Flyers	59.0	76.9	78.2	64.2	75.0	75.6	18.2	25.5	27.0
Organization known:									
Catalogs Not In Envelope	38.1	54.5	49.5	26.9	28.4	33.6	7.2	3.4	4.8
Flyers	24.0	34.0	41.4	22.9	18.9	22.6	4.7	5.5	4.1
Organization unknown: ①									
Catalogs Not In Envelope	23.5	40.8	49.6	20.6	21.9	22.2	13.7	4.4	3.4
Flyers	31.2	40.3	17.9	17.8	16.2	4.3	5.3	0.0	7.2

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.

① Fluctuations may be due to small sample sizes.

**Table A3-40**  
**Standard Mail from Mail Order Companies**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Letter size envelope	42.7	38.2	43.9	4.1	3.6	3.2	29.9	26.0	35.9
Larger than Letter size envelope	48.2	45.7	44.4	10.4	5.1	4.5	41.1	35.7	32.2
Postcard ①	60.4	47.4	53.2	4.2	2.1	2.1	51.8	34.8	35.9
Catalog not in envelope	40.9	44.0	43.1	17.1	17.4	15.9	48.9	52.5	52.3
Flyers	39.8	38.5	45.3	7.8	12.8	4.5	32.9	45.3	42.4
Newspapers/Magazines ①	57.0	51.6	47.7	0.0	14.1	21.3	62.3	56.5	50.0

Shape	Will Respond			Percentage of Pieces Received		
	1987	2006	2007	1987	2006	2007
Letter size envelope	12.3	8.8	10.7	20.8	6.1	7.3
Larger than Letter size envelope	18.0	13.0	13.5	22.0	8.8	9.6
Postcard ①	18.6	13.3	10.6	0.8	1.3	0.9
Catalog not in envelope	15.8	10.6	11.9	48.5	74.2	72.8
Flyers	10.0	11.2	8.2	7.0	4.0	3.9
Newspapers/Magazines ①	19.8	7.0	11.8	0.2	2.2	2.0

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.

① Fluctuations may be due to small sample size.

**Table A3-41**  
**Standard Mail from Mail Order Companies**  
**Reaction to Mail Piece by Familiarity and Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer:									
Letter size envelope	65.0	57.7	59.5	52.2	41.3	54.1	18.8	14.2	14.4
Larger than Letter Size Envelope	74.3	66.1	66.5	58.7	53.2	51.1	27.1	19.5	19.7
Catalog	74.9	77.8	75.9	70.3	72.5	73.4	25.1	16.6	17.8
Organization known:									
Letter size envelope	34.2	26.8	41.0	13.3	11.7	25.3	5.6	2.8	12.0
Larger than Letter Size Envelope	44.5	32.2	38.4	27.0	13.8	13.6	9.7	3.1	4.6
Catalog	44.6	53.8	48.9	31.5	34.6	32.5	6.7	3.3	5.7
Organization unknown:									
Letter size envelope ①	29.4	34.4	29.4	7.0	13.6	5.5	6.7	5.6	2.6
Larger than Letter Size Envelope	32.9	29.5	24.4	14.2	10.9	6.6	4.7	0.8	4.0
Catalog	36.8	40.7	33.5	17.7	24.9	17.4	3.5	2.7	2.5

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.

① Fluctuations may be due to small sample sizes.

**Table A3-42**  
**Standard Mail from Publishers**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Letter size envelope	51.1	48.6	50.7	6.0	3.1	2.4	37.9	32.7	34.2
Larger than Letter size envelope	41.4	41.7	48.8	6.8	5.3	5.3	27.4	28.0	34.1
Postcard ①	45.2	37.4	59.7	5.9	0.7	2.1	30.4	17.4	41.4
Catalog not in envelope ①	40.8	37.4	40.8	16.3	11.8	8.8	48.2	37.8	40.9
Flyers	45.8	28.9	38.2	8.4	5.0	4.9	46.6	27.4	28.2
Newspapers/Magazines	27.2	46.1	44.9	7.6	12.5	10.3	28.8	50.0	49.9

Shape	Will Respond			Percentage of Pieces Received		
	1987	2006	2007	1987	2006	2007
Letter size envelope	21.0	12.5	15.8	26.5	44.3	42.9
Larger than Letter size envelope	16.6	13.0	15.5	34.1	19.0	15.7
Postcard ①	26.1	5.3	13.9	1.2	2.6	1.8
Catalog not in envelope ①	13.5	7.1	8.5	4.4	5.8	5.3
Flyers	16.3	2.5	8.6	20.4	8.4	8.3
Newspapers/Magazines	9.1	8.1	6.3	12.1	17.1	23.4

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.

① Fluctuations may be due to small sample size.

**Table A3-43**  
**Standard Mail from Publishers**  
**Reaction to Mail Piece by Familiarity and Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer:									
Letter size envelope	77.2	68.5	67.3	54.1	48.1	49.3	31.9	18.9	23.4
Larger envelope	68.8	65.5	70.8	44.8	45.9	53.7	25.8	22.1	25.3
Catalog ①	78.7	73.0	73.2	72.7	57.9	64.7	22.1	16.9	22.9
Organization known:									
Letter size envelope	34.2	31.2	34.9	20.8	13.4	11.9	5.7	2.8	2.5
Larger envelope	31.3	32.6	42.1	13.3	14.6	17.4	7.7	0.8	4.8
Catalog ①	48.3	37.4	37.4	31.1	26.8	22.8	5.4	7.4	0.0
Organization unknown:									
Letter size envelope	31.3	31.1	37.7	13.5	11.0	11.8	3.7	4.5	2.0
Larger envelope	35.8	32.6	32.2	13.9	6.4	9.6	7.4	1.5	4.6
Catalog ①	46.0	31.8	15.9	16.7	8.0	12.9	6.9	3.9	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.

① Fluctuations may be due to small sample sizes.



**Table A3-44**  
**Standard Mail from Credit Card Companies**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Letter size envelope	43.4	23.6	23.1	4.2	2.0	2.0	28.0	12.6	13.9
Larger than Letter size envelope	32.7	22.5	23.3	8.4	2.4	2.1	28.9	13.0	14.1
Postcard ①	25.1	51.6	38.0	0.0	2.8	7.0	9.9	37.8	42.4
Catalog not in envelope ①	43.8	45.7	65.9	21.3	6.9	11.5	45.9	44.7	68.0
Flyers ①	33.3	50.0	42.0	6.3	4.4	4.6	35.6	39.8	32.1

Shape	Will Respond			Percentage of Pieces Received		
	1987	2006	2007	1987	2006	2007
Letter size envelope	10.4	2.2	2.5	59.5	77.1	78.9
Larger than Letter size envelope	3.1	2.5	2.9	28.1	18.2	15.7
Postcard ①	0.0	10.5	2.9	0.4	1.1	0.7
Catalog not in envelope ①	3.2	10.2	21.3	3.1	0.4	0.5
Flyers ①	12.1	10.0	11.5	8.1	2.6	3.6

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.

① Fluctuations may be due to small sample size.

**Table A3-45**  
**Standard Mail from Credit Card Companies**  
**Reaction to Mail Pieces by Familiarity and Shape<sup>①</sup>**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer:									
Letter size envelope	63.7	40.4	38.1	39.6	24.0	24.1	14.9	3.9	3.9
Larger than Letter size envelope	53.0	38.4	37.6	38.6	25.3	25.6	2.3	3.5	5.6
Organization known:									
Letter size envelope	37.9	15.5	14.4	18.7	5.0	5.7	7.0	1.3	1.4
Larger than Letter size envelope	32.8	16.6	13.5	12.9	5.2	4.4	3.0	1.5	0.4
Organization unknown:									
Letter size envelope	36.7	15.9	13.8	19.8	4.4	4.0	3.2	0.5	1.4
Larger than Letter size envelope	21.3	8.4	29.0	19.1	1.8	8.7	2.7	0.4	4.1

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.

① Fluctuations may be due to small sample sizes.

**Table A3-46**  
**Standard Mail from Insurance Companies**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Letter size envelope	33.5	29.7	30.1	3.7	1.9	2.6	23.4	19.5	20.8
Larger than Letter size envelope	35.8	30.3	32.1	7.2	1.7	4.9	28.3	22.6	20.6
Postcard ①	64.3	41.7	31.8	0.0	1.3	1.0	38.0	27.5	18.8
Catalog not in envelope ①	41.6	42.1	42.0	14.6	25.1	7.8	34.1	68.8	46.7
Flyers ①	27.2	41.1	39.1	1.4	5.8	4.1	19.6	37.3	32.6
Newspapers/Magazines ①	49.1	46.5	45.4	14.1	14.6	13.2	14.1	60.1	60.6

Shape	Will Respond			Percentage of Pieces Received		
	1987	2006	2007	1987	2006	2007
Letter size envelope	6.1	3.3	3.0	66.8	55.2	58.8
Larger than Letter size envelope	7.2	4.2	3.0	19.9	24.5	20.0
Postcard ①	41.7	5.6	2.0	0.7	5.1	4.7
Catalog not in envelope ①	0.0	15.1	3.7	1.4	0.6	0.8
Flyers ①	5.2	4.0	3.9	10.2	11.0	11.6
Newspapers/Magazines ①	0.0	8.8	3.1	0.5	2.8	3.5

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.

① Fluctuations may be due to small sample size.

**Table A3-47**  
**Standard Mail from Insurance Companies**  
**Reaction to Mail Pieces by Familiarity and Shape<sup>①</sup>**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer:									
Letter size envelope	59.7	62.2	62.3	46.3	47.8	48.6	12.2	10.9	7.3
Larger than Letter size envelope	69.6	59.1	62.8	49.5	55.0	47.4	11.3	9.7	5.8
Organization known:									
Letter size envelope	37.4	24.5	21.3	19.1	11.9	11.2	4.3	0.9	1.5
Larger than Letter size envelope	39.4	20.5	27.3	29.5	13.0	7.3	10.1	3.2	2.0
Organization unknown:									
Letter size envelope	22.2	19.5	21.1	8.6	6.7	5.5	2.0	1.2	0.9
Larger than Letter size envelope	25.3	23.0	21.4	11.9	4.5	6.1	3.2	0.4	1.6

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.

① Fluctuations may be due to small sample sizes.

**Table A3-48a**  
**Standard Mail Reaction by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Read Immediately			Set Aside			Found Useful			Will Respond ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:												
Credit card	39.5	24.4	24.2	6.1	2.1	2.2	29.3	13.8	15.2	8.3	2.6	3.0
Bank	38.8	35.0	33.6	4.0	3.3	1.9	31.1	22.3	21.4	8.1	2.5	2.8
Securities broker	40.4	37.4	37.8	11.7	10.5	12.9	42.5	50.0	50.8	8.4	6.8	6.5
Money Market ②	45.6	38.3	40.3	5.4	12.4	9.0	53.7	43.0	42.4	1.9	7.5	8.3
Insurance Company	33.9	32.4	32.3	4.3	2.8	3.7	24.6	24.1	23.8	6.4	3.8	3.1
Real Estate/Mortgage	29.3	28.9	29.1	3.1	1.6	2.0	21.3	14.3	14.4	2.7	1.5	1.5
Total Financial	37.2	29.5	29.7	5.3	3.1	3.4	29.5	20.3	21.5	7.3	2.8	3.0
Merchants:												
Supermarkets	40.3	60.2	61.1	5.8	4.1	4.5	52.2	60.3	63.1	26.8	31.2	34.7
Department store	45.3	62.7	63.8	9.7	6.5	6.9	53.9	62.7	66.4	15.6	20.6	21.7
Mail order company	42.9	44.0	43.7	12.0	14.8	13.3	41.9	49.0	48.5	15.3	11.0	11.9
Specialty store	40.1	52.5	53.9	8.6	7.4	7.5	43.4	53.9	56.6	14.4	17.5	16.9
Publisher	43.1	44.2	47.5	7.5	5.9	5.3	35.3	34.4	38.1	17.1	10.8	12.8
Land promotion ②	26.3	28.0	39.9	4.1	1.7	4.1	7.7	9.5	10.1	4.1	0.9	1.5
Online Auction	N/A	N/A	49.9	N/A	N/A	6.2	N/A	N/A	27.6	N/A	N/A	6.4
Restaurant	49.9	49.3	48.8	3.4	6.3	3.8	51.9	52.7	51.9	19.5	24.1	24.4
Consumer packaged goods	63.4	50.1	45.9	5.6	3.8	4.0	59.1	42.0	38.5	32.1	15.0	14.3
Auto dealers	37.3	33.1	27.8	3.2	2.0	2.7	32.6	20.0	18.7	8.7	4.4	5.2
Mall ②	22.4	21.7	59.5	14.2	0.0	23.6	45.3	55.4	55.6	9.4	21.7	0.0
Total Merchants	43.5	50.0	50.4	9.1	9.3	8.6	44.1	50.1	51.3	16.3	14.9	15.6

① Of pieces containing an advertisement or request for funds.

② Fluctuations may be due to small sample sizes.

**Table A3-48b**  
**Standard Mail Reaction by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Read Immediately			Set Aside			Found Useful			Will Respond ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Services:												
Telephone	49.9	39.4	40.4	5.7	2.5	1.6	46.6	25.7	22.3	14.4	4.0	3.0
Other Utilities ②	49.9	55.6	58.0	7.2	5.9	3.0	56.4	45.5	42.9	11.6	12.1	11.9
Medical	44.3	41.6	43.2	5.2	3.4	5.5	41.0	35.3	33.5	6.8	7.6	7.5
Other professional ②	53.2	41.9	43.5	6.4	3.7	5.3	42.4	31.1	34.3	12.2	8.5	6.7
Leisure service	41.6	55.7	51.4	8.1	5.6	5.1	36.9	47.2	44.4	7.8	11.0	10.6
Cable TV	51.5	28.2	28.7	9.2	2.0	1.1	43.7	16.2	18.1	8.4	3.1	2.9
Computer	40.5	41.8	31.3	7.2	4.4	6.3	39.8	28.9	33.4	12.5	3.7	3.1
Total Services	44.1	42.0	39.2	6.5	3.6	3.3	38.0	31.7	28.6	9.6	6.9	5.9
Federal Government	N/A	63.6	61.5	N/A	5.1	4.9	N/A	53.0	56.1	N/A	10.7	9.7
Nonfederal Government	48.7	62.5	56.8	15.6	7.9	10.6	57.6	64.0	62.0	18.6	25.5	13.2
Social/Charitable/Political:												
Union/professional ②	49.5	48.7	52.4	7.6	7.3	8.7	55.9	44.0	46.2	11.3	10.8	9.3
Church	51.8	60.6	66.2	3.6	7.2	8.4	39.7	53.1	54.7	6.6	19.9	15.7
Veterans	N/A	60.4	48.9	N/A	4.6	8.3	N/A	44.1	37.0	N/A	8.0	13.6
Educational	46.4	44.4	42.3	5.4	6.4	4.8	40.0	36.6	34.5	6.3	5.8	7.8
Charities	53.1	42.6	52.6	0.6	4.0	7.4	29.7	36.9	42.8	8.6	16.8	20.2
Political	37.5	39.9	44.9	8.1	3.8	3.3	27.6	33.3	25.4	13.0	21.8	6.9
AARP ②	59.4	43.1	41.8	7.0	5.0	4.9	57.1	37.1	39.2	37.9	6.8	8.3
Total Social/Charitable/Political	45.2	44.8	47.4	6.4	5.4	4.8	37.8	37.8	34.7	9.2	10.6	9.7

① Of pieces containing an advertisement or request for funds.

② Fluctuations may be due to small sample sizes.

**Table A3-49**  
**Standard Mail Reaction to Mail Pieces by Income**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

Income	Read Immediately						Set Aside					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Under \$7K	43.0	40.5	24.1	1.6	1.7	1.9	18.8	4.8	11.6	0.3	0.2	0.9
\$7K - \$9.9K	41.0	39.2	31.3	2.1	2.4	1.8	18.8	4.2	8.4	0.3	0.3	0.5
\$10K - \$14.9K	45.0	42.8	47.3	2.6	2.6	3.1	11.9	5.1	4.8	0.5	0.3	0.3
\$15K - \$19.9K	45.0	41.2	48.2	2.9	3.3	3.2	9.4	6.1	5.5	0.6	0.5	0.4
\$20K - \$24.9K	42.5	43.7	48.9	2.8	3.8	3.5	8.5	4.8	5.4	0.6	0.4	0.4
\$25K - \$29.9K	44.2	41.3	44.3	3.5	4.0	3.7	8.0	6.5	6.7	0.6	0.6	0.5
\$30K - \$34.9K	41.4			3.6			8.3			0.7		
\$35K - \$49.9K	41.4	42.4	43.9	3.9	4.5	4.3	7.5	6.1	5.9	0.8	0.6	0.6
\$50K - \$64.9K	41.1	42.1	42.1	4.4	5.1	4.8	7.0	5.9	5.9	0.8	0.7	0.7
\$65K - \$79.9K	40.4	41.0	42.1	6.1	5.4	5.3	6.7	6.4	5.5	1.5	0.8	0.7
\$80K - \$99.9K	31.4	41.9	41.9	4.4	7.0	5.9	8.9	5.5	6.4	1.3	0.9	0.9
\$100K +	34.5	39.4	38.6	5.3	15.6	14.8	6.0	6.6	5.5	1.2	2.6	2.1

Income	Found Useful						Will Respond <sup>⓪</sup>					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Under \$7K	36.0	25.2	29.1	1.4	1.0	2.3	17.5	9.4	12.4	0.5	0.3	0.9
\$7K - \$9.9K	37.1	23.8	35.6	1.9	1.4	2.1	12.6	10.4	14.9	0.5	0.5	0.8
\$10K - \$14.9K	39.6	28.9	33.0	2.3	1.8	2.2	17.7	10.2	9.2	0.8	0.5	0.5
\$15K - \$19.9K	41.9	33.7	32.2	2.7	2.7	2.2	15.3	10.6	11.9	0.8	0.7	0.6
\$20K - \$24.9K	42.8	33.1	38.6	2.8	2.8	2.8	15.6	7.7	9.8	0.9	0.6	0.6
\$25K - \$29.9K	40.4	36.1	34.6	3.2	3.5	2.9	14.8	9.8	9.6	1.0	0.8	0.7
\$30K - \$34.9K	40.4			3.5			14.8			1.1		
\$35K - \$49.9K	41.9	37.0	38.3	4.0	3.9	3.7	14.8	10.3	11.8	1.1	1.0	1.0
\$50K - \$64.9K	42.2	37.1	37.8	4.6	4.5	4.3	14.8	11.6	11.0	1.3	1.3	1.1
\$65K - \$79.9K	40.5	37.3	38.5	6.1	4.9	4.9	11.1	10.0	10.1	1.4	1.2	1.1
\$80K - \$99.9K	34.7	38.2	39.6	4.9	6.4	5.6	10.9	10.7	9.8	1.3	1.6	1.2
\$100K +	32.0	38.9	38.1	4.9	15.4	14.7	10.1	8.7	9.9	1.3	3.0	3.4

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.

2006/2007 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>⓪</sup> Of pieces identified by respondent as containing an advertisement or request for funds.

**Table A3-50**  
**Standard Mail Reaction to Mail Piece by Age of Head of Household**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

Age of Head of Household	Read Immediately						Set Aside					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
18 - 21 ②	46.9	37.4	42.2	1.8	3.0	2.2	10.3	3.5	5.3	0.4	0.3	0.3
22 - 24 ②	35.6	37.3	46.9	1.1	2.6	2.8	6.9	3.7	6.5	0.2	0.3	0.4
25 - 34	40.4	36.2	37.8	2.7	3.8	3.7	8.4	5.1	4.8	0.6	0.5	0.5
35 - 44	39.9	39.9	38.8	3.3	5.0	4.7	7.8	6.4	5.8	0.6	0.8	0.7
45 - 54	39.6	42.5	40.3	3.5	5.7	5.3	7.8	6.8	6.9	0.7	0.9	0.9
55 - 64	45.0	43.4	44.5	4.4	6.1	5.8	9.2	6.4	6.3	0.9	0.9	0.8
65 - 69	42.5	43.4	47.2	3.5	6.2	6.2	7.4	6.7	5.8	0.6	1.0	0.8
70 -74	43.8	43.4	47.2	3.4	5.2	5.6	7.3	6.7	5.8	0.6	0.6	0.8
75+			46.5			4.9			6.4			0.5

Age of Head of Household	Found Useful						Will Respond ①					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
18 - 21 ②	53.5	27.8	15.3	2.1	2.2	0.8	16.5	5.9	5.6	0.5	0.4	0.2
22 - 24 ②	35.7	27.8	38.9	1.1	2.0	2.3	17.5	8.7	10.4	0.5	0.5	0.6
25 - 34	42.7	32.0	34.7	2.8	3.3	3.4	15.9	8.5	9.4	0.9	0.8	0.8
35 - 44	40.8	36.9	36.4	3.4	4.6	4.4	16.1	9.5	9.5	1.1	1.1	1.0
45 - 54	38.8	39.8	39.2	3.4	5.4	5.2	13.0	11.5	11.4	0.9	1.4	1.3
55 - 64	41.2	39.3	40.4	4.0	5.5	5.3	12.7	11.0	11.2	1.0	1.4	1.3
65 - 69	38.1	38.6	40.7	3.1	5.5	5.3	13.2	10.0	11.7	0.9	1.2	1.4
70 -74	37.6	38.6	40.7	2.9	4.3	4.8	14.8	10.0	11.7	0.9	0.9	1.0
75+			40.5			3.8			9.9			0.9

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

① Of pieces containing an advertisement or request for funds.

② Fluctuations may be due to small sample sizes.



**Table A3-51**  
**Standard Mail (A) Reaction to Mail Piece by Education of Head of Household**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

Education of Head of Household	Read Immediately						Set Aside					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Less than 8th grade ①	43.7	42.1	41.0	2.2	3.9	3.3	7.8	5.5	6.0	0.4	0.5	0.5
Some High School	46.4	46.9	54.1	2.6	3.8	4.3	6.9	3.3	2.7	0.4	0.3	0.2
High School	44.4	43.4	44.2	3.1	4.9	4.8	7.3	6.4	5.8	0.5	0.7	0.6
Some college	41.6	40.9	44.1	3.3	5.2	4.8	7.9	6.0	6.7	0.6	0.8	0.7
Professional or Technical school	41.2	46.7	39.2	3.2	5.5	4.3	9.5	7.2	7.1	0.7	0.8	0.8
College Graduate	37.7	39.4	39.2	3.7	5.8	5.4	9.3	6.0	5.8	0.9	0.9	0.8
Post graduate	37.3	36.3	35.5	4.4	6.3	5.4	8.9	6.6	6.8	1.0	1.1	1.0

Education of Head of Household	Found Useful						Will Respond ②					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Less than 8th grade ①	35.5	32.8	35.4	1.8	3.0	2.9	14.6	10.1	9.6	0.6	0.8	0.7
Some High School	40.5	31.2	37.3	2.3	2.5	3.0	13.4	10.5	11.2	0.6	0.7	0.8
High School	40.0	37.6	37.4	2.8	4.2	4.0	15.1	10.6	10.9	0.9	1.1	1.0
Some college	41.1	37.1	40.7	3.3	4.7	4.5	15.6	10.5	12.5	1.0	1.2	1.2
Professional or Technical school	40.0	41.5	35.8	3.1	4.9	4.0	15.7	12.1	8.6	1.0	1.2	0.8
College Graduate	40.5	37.5	38.3	4.0	5.5	5.3	13.4	9.0	9.7	1.1	1.2	1.2
Post graduate	40.6	37.1	36.6	4.8	6.4	5.6	14.1	8.4	8.6	1.4	1.3	1.2

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.

①Fluctuations may be due to small sample sizes.

②Of pieces containing an advertisement or request for funds.

**Table A3-52**  
**Standard Mail Users of Reply Envelopes by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	BRM			CRM			Combined BRM/CRM		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:									
Credit cards	9.1	41.8	35.7	2.8	9.9	9.6	6.1	32.4	28.4
Bank	4.8	6.3	9.9	1.6	3.8	3.8	3.2	5.6	8.2
Securities	2.4	1.7	1.7	0.7	0.7	0.8	1.6	1.4	1.5
Money market	0.3	0.2	0.2	0.1	0.2	0.1	0.2	0.2	0.2
Insurance company	12.7	9.9	9.6	2.3	3.3	4.2	7.8	7.9	8.1
Real Estate/Mortgage	1.1	1.7	1.2	0.3	0.9	0.5	0.7	1.4	1.0
Other financial	0.5	0.3	0.2	0.3	0.3	0.2	0.5	0.3	0.2
Total Financial	30.9	61.8	58.5	8.1	0.2	0.1	20.1	49.3	47.5
Merchants:									
Supermarkets	0.2	0.1	0.2	0.2	0.2	0.1	0.3	0.1	0.2
Department store	5.6	1.2	1.0	4.0	2.9	1.8	5.1	1.7	1.2
Mail order	19.0	8.0	9.3	46.8	45.7	42.8	31.6	19.1	18.6
Specialty store	3.4	1.3	1.2	6.8	3.3	4.4	5.0	1.9	2.1
Publisher	22.1	15.0	14.1	21.1	14.2	14.0	21.4	14.8	14.1
Land promotion	0.4	0.1	0.1	0.1	0.1	0.1	0.3	0.1	0.1
Online Auction	N/A	N/A	0.0	N/A	N/A	0.0	N/A	N/A	0.0
Restaurant	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0
Consumer packaged goods	0.9	1.6	1.5	0.5	1.5	2.2	0.8	1.6	1.7
Auto dealers	0.3	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1
Service stations	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Mall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other merchants	1.1	0.2	0.2	2.1	0.4	0.5	1.4	0.3	0.3
Total Merchants	53.1	27.6	27.8	81.7	68.5	66.2	66.2	39.6	38.5
Services:									
Telephone	2.3	0.3	0.3	0.4	0.6	0.6	1.4	0.4	0.4
Other utilities	0.2	0.7	0.8	0.1	0.8	0.6	0.2	0.7	0.8
Medical	0.6	0.8	1.1	0.2	1.4	1.5	0.4	1.0	1.2
Other professional	0.6	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.3
Leisure service	1.9	2.1	2.2	1.0	1.2	1.5	1.4	1.9	2.0
Cable TV	0.6	0.2	0.2	0.5	0.3	0.5	0.6	0.2	0.3
Computer	0.5	0.2	0.1	0.2	0.3	0.1	0.4	0.2	0.1
Craftsman	0.6	0.1	0.3	0.1	0.0	0.1	0.3	0.1	0.2
Other services	2.4	1.1	3.6	1.0	0.8	1.9	1.8	1.0	3.1
Total Services	9.7	5.7	9.0	3.8	5.7	7.1	6.9	5.7	8.5
Federal Government	N/A	0.5	0.4	N/A	0.7	0.6	N/A	0.5	0.4
Nonfederal Government	0.3	0.3	0.2	0.9	0.9	0.8	0.6	0.5	0.3
Total Social/Charitable/ Political/Nonprofit:	2.9	3.8	3.9	1.9	4.7	5.7	2.5	4.0	4.4
Don't know/No answer	0.3	0.4	0.3	0.6	0.4	0.5	0.4	0.4	0.3
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	2.4	2.2	1.3	1.0	0.9	2.7	3.4	3.0

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

**Table A3-53a**  
**Standard Mail Industry Usage of Reply Mail**  
**(Percentage of Pieces from Each Industry That Contain Reply Mail)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Business Reply			Courtesy Reply		
	1987	2006	2007	1987	2006	2007
Financial:						
Credit card	57.8	65.9	64.3	15.4	6.5	6.7
Bank	36.1	23.7	32.2	10.4	6.0	4.8
Securities Broker	40.6	18.0	15.9	11.0	3.3	2.8
Money market ①	42.9	12.6	16.8	13.3	4.6	4.6
Insurance	62.7	34.9	34.5	10.1	4.9	5.9
Real Estate/Mortgage	19.1	13.2	10.8	4.1	2.8	1.9
Total Financial	48.7	43.1	42.3	11.1	5.5	5.4
Merchants:						
Supermarkets	1.1	1.2	2.7	0.8	1.0	0.8
Department store	7.0	2.7	2.7	4.4	2.6	1.8
Mail order	21.9	10.5	12.4	47.2	24.8	22.3
Specialty store	6.9	3.0	2.1	12.1	3.3	2.9
Publisher	30.2	46.6	43.6	25.2	18.4	16.8
Land promotion ①	11.5	7.2	7.3	2.7	4.1	2.9
Online auction	N/A	N/A	1.8	N/A	N/A	3.3
Restaurant	2.1	0.4	0.2	0.6	0.5	0.6
Consumer packaged goods	10.4	14.5	12.9	5.3	5.6	7.3
Auto Dealers	8.9	1.2	1.4	2.5	0.9	0.8
Service stations ①	1.7	5.6	2.5	0.5	0.3	0.8
Mall ①	0.0	0.0	0.0	0.0	0.0	0.0
Total Merchants	15.8	12.0	11.6	21.3	12.9	10.9
Services:						
Telephone	53.1	2.6	2.7	9.0	2.8	2.4
Other utilities ①	24.7	24.2	30.0	9.4	11.0	9.0
Medical	13.2	9.3	10.3	4.0	6.5	5.8
Other professional ①	26.2	10.4	14.3	12.6	4.9	5.4
Leisure service	21.2	14.9	17.8	10.2	3.5	4.5
Cable TV	11.5	1.7	1.3	8.9	1.2	1.4
Computer	41.9	4.0	3.4	15.5	2.6	1.0
Craftsman ①	60.7	13.0	13.9	6.4	2.1	1.2
Total Services	26.8	9.3	12.1	9.3	3.8	3.7
Federal Government	N/A	8.5	6.5	N/A	5.1	3.7
Nonfederal Government	5.7	6.8	4.4	14.4	8.4	8.8
Social/Charitable/Social/Nonprofit	18.0	17.3	17.7	10.4	9.0	9.9
Total Nonhousehold Mail Received by Households	18.7	19.2	18.7	16.4	8.1	7.4
Total Pieces Per Household Per Week	1.5	2.4	2.2	1.3	1.0	0.9

① Fluctuations may be due to small sample sizes.

Note: Percents are row percentages within each Industry classification.

**Table A3-53b**  
**Standard Mail Industry Usage of Reply Mail**  
**(Percentage of Pieces From Each Industry That Contain Reply Mail)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	No Reply Mail			Don't Know/ No Answer			Total		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:									
Credit card	20.7	23.5	26.2	6.1	4.1	2.9	100.0	100.0	100.0
Bank	45.8	66.1	59.4	7.7	4.3	3.7	100.0	100.0	100.0
Securities Broker	40.8	73.9	76.8	7.7	4.8	4.4	100.0	100.0	100.0
Money market ①	36.0	79.4	73.0	7.8	3.4	5.6	100.0	100.0	100.0
Insurance	20.6	54.0	55.1	6.7	6.3	4.5	100.0	100.0	100.0
Real Estate/Mortgage	71.2	81.8	85.3	5.6	2.2	2.0	100.0	100.0	100.0
Total Financial	33.4	47.0	48.8	6.8	4.4	3.5	100.0	100.0	100.0
Merchants:									
Supermarkets	87.6	94.5	93.8	10.5	3.3	2.8	100.0	100.0	100.0
Department store	82.5	91.1	93.0	6.1	3.6	2.5	100.0	100.0	100.0
Mail order	25.1	56.6	57.9	5.9	8.1	7.4	100.0	100.0	100.0
Specialty store	74.8	89.5	91.3	6.2	4.3	3.7	100.0	100.0	100.0
Publisher	33.7	27.4	34.0	10.9	7.6	5.6	100.0	100.0	100.0
Land promotion ①	79.8	86.1	87.6	5.9	2.5	2.1	100.0	100.0	100.0
Online Auction	N/A	N/A	94.9	N/A	N/A	0.0	N/A	N/A	100.0
Restaurant	90.1	98.0	98.2	7.2	1.1	1.0	100.0	100.0	100.0
Consumer packaged goods	78.5	75.1	75.3	5.7	4.9	4.5	100.0	100.0	100.0
Auto Dealers	76.9	95.2	96.6	11.7	2.7	1.2	100.0	100.0	100.0
Service stations ①	90.9	91.2	94.4	6.9	2.9	2.3	100.0	100.0	100.0
Mall ①	91.3	100.0	100.0	8.7	0.0	0.0	100.0	100.0	100.0
Total Merchants	55.3	69.2	72.7	7.6	5.9	4.8	100.0	100.0	100.0
Services:									
Telephone	31.8	91.0	92.0	6.2	3.7	2.9	100.0	100.0	100.0
Other utilities ①	52.6	60.8	57.4	13.4	3.9	3.7	100.0	100.0	100.0
Medical	78.6	80.8	80.8	4.2	3.5	3.1	100.0	100.0	100.0
Other professional ①	55.7	81.5	75.1	5.5	3.2	5.2	100.0	100.0	100.0
Leisure service	62.5	78.3	74.7	6.1	3.2	3.0	100.0	100.0	100.0
Cable TV	72.8	95.0	95.3	6.7	2.0	2.0	100.0	100.0	100.0
Computer	36.6	86.7	93.3	5.9	6.7	2.3	100.0	100.0	100.0
Craftsman ①	30.5	83.9	84.1	2.4	1.0	0.8	100.0	100.0	100.0
Total Services	57.3	83.3	81.3	6.5	3.6	2.9	100.0	100.0	100.0
Federal Government	N/A	84.6	88.9	N/A	1.8	0.9	N/A	100.0	100.0
Nonfederal Government	74.7	81.6	84.7	5.2	3.2	2.1	100.0	100.0	100.0
Social/Charitable/Social/Nonprofit	62.7	70.4	69.6	9.0	3.4	2.8	100.0	100.0	100.0
Total Nonhousehold Mail Received by Households	56.5	67.4	69.7	8.4	5.4	4.2	100.0	100.0	100.0
Total Pieces Per Household Per Week	4.4	8.3	8.1	0.7	0.7	0.5	5.1	12.3	11.6

① Fluctuations may be due to small sample sizes.

**Table A3-54**  
**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, 2006 and 2007**  
**(Diary Data)**

Industry	Response Rate for Pieces with Business Reply Enclosures			Response Rate for Pieces with Courtesy Reply Enclosures		
	1987	2006	2007	1987	2006	2007
Standard Mail:						
Credit card	8.9	1.9	1.7	7.0	7.5	8.2
Department store	11.6	9.0	4.2	24.9	23.2	19.1
Mail order	10.3	8.5	10.8	17.4	15.1	15.4
Publisher	14.3	8.4	10.4	23.4	24.2	28.6
First Class Mail:						
Credit card	N/A	2.7	3.9	N/A	4.2	5.9
Department store	N/A	2.7	36.5	N/A	6.6	7.8
Mail order	N/A	12.1	23.9	N/A	17.3	12.7
Publisher	N/A	15.2	15.5	N/A	16.0	20.5

**Table A3-55**  
**Standard Mail Reaction to Mail Piece by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

<b>Type of Address</b>	<b>Read Immediately</b>			<b>Set Aside</b>			<b>Found Useful</b>			<b>Will Respond</b>		
	<b>1987</b>	<b>2006</b>	<b>2007</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Addressed to specific household members	44.9	43.7	43.8	8.7	6.7	6.4	40.1	38.8	39.1	14.4	10.3	10.8
Addressed to occupant/resident	35.7	35.8	37.0	7.1	4.2	4.8	40.3	33.1	35.8	14.9	9.3	9.2

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 A3-56**  
**Standard Mail Reaction to Pieces from Department Stores by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Type of Address	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Addressed to specific household members	48.1	64.6	64.6	9.8	6.5	6.9	56.9	64.2	67.3	15.4	21.0	21.5
Addressed to occupant/resident	39.4	51.8	60.4	9.9	6.3	7.1	48.1	55.5	62.7	16.3	18.3	23.8

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**  
**Standard Mail Reaction to Pieces from Publishers by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

<b>Type of Address</b>	<b>Read Immediately</b>			<b>Set Aside</b>			<b>Found Useful</b>			<b>Will Respond</b>		
	<b>1987</b>	<b>2006</b>	<b>2007</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Addressed to specific household members	46.2	47.3	50.2	7.3	5.5	5.1	35.1	35.5	38.5	18.1	11.7	14.3
Addressed to occupant/resident	37.7	34.0	40.2	8.8	9.2	6.8	38.5	34.7	40.5	14.0	5.8	6.0

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 A3-58**  
**Number of Mail Order Purchases Within the Last Year by Income**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment Data)**

Number of Purchases	Under \$7K ②			\$7K - \$9.9K ②			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	64.7	75.1	80.1	55.7	64.0	74.7	48.4	65.2	73.7	43.0	63.0	62.4
1 - 2	16.5	8.2	12.4	18.0	14.7	10.8	15.9	11.0	9.7	22.3	15.2	14.4
3 - 5	11.4	8.5	5.0	18.9	13.8	9.5	20.4	14.4	7.5	21.2	13.1	13.9
6 - 10	3.3	7.5	0.5	5.1	3.6	2.3	7.4	6.0	2.7	9.4	5.1	3.9
11 - 15	1.6	0.0	0.0	1.6	0.8	0.0	4.4	2.0	2.3	2.5	1.2	2.6
16 - 30	1.8	0.7	1.2	0.5	1.0	1.3	1.2	1.2	2.0	0.9	1.3	0.8
31 +	0.2	0.0	0.8	0.3	0.8	0.3	0.5	0.0	1.1	0.3	0.6	0.6
Don't know/No answer	0.5	0.0	0.0	0.0	1.3	1.1	1.8	0.2	0.9	0.5	0.5	1.4
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	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	41.8	62.4	64.9	39.0	53.2	59.3	34.4	53.2	59.3	28.7	55.0	55.5
1 - 2	21.3	11.2	15.8	19.4	16.8	18.7	21.9	16.8	18.7	22.5	14.1	15.8
3 - 5	20.6	13.6	10.3	21.9	15.6	11.8	19.2	15.6	11.8	25.4	15.7	14.2
6 - 10	8.0	5.2	4.2	11.6	7.4	7.1	13.8	7.4	7.1	11.7	8.1	6.7
11 - 15	2.4	2.0	1.6	4.1	3.5	1.8	4.6	3.5	1.8	5.3	2.8	2.5
16 - 30	2.9	3.2	0.9	3.1	1.9	0.4	3.9	1.9	0.4	3.5	1.7	2.5
31 +	0.5	0.8	0.3	0.6	1.2	0.5	0.7	1.2	0.5	0.8	1.2	1.5
Don't know/No answer	2.5	1.6	2.0	0.3	0.4	0.4	1.5	0.4	0.4	1.9	1.4	1.3
Total Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Number of Purchases	\$50K - \$64.9K			\$65K - Over			Total ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	29.4	51.6	51.6	33.5	44.1	50.9	42.2	53.1	56.8
1 - 2	19.7	14.3	17.1	11.6	13.4	15.1	19.6	13.6	14.9
3 - 5	19.6	16.4	15.2	21.3	16.9	15.8	19.5	15.3	13.7
6 - 10	13.4	7.9	9.0	18.8	12.4	8.9	10.0	8.8	7.1
11 - 15	8.8	3.1	2.5	7.9	5.6	3.9	3.9	3.6	2.8
16 - 30	4.8	3.3	2.1	5.0	4.1	3.3	2.5	2.8	2.2
31 +	3.3	2.4	1.1	0.3	2.1	1.4	0.7	1.5	1.1
Don't know/No answer	1.1	1.1	1.3	1.5	1.5	0.9	1.4	1.3	1.3
Total Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

①Includes pieces for which no response was given for household income.

②Fluctuations may be due to small sample sizes.

Note: 2006/2007 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.

Totals may not sum to 100 due to rounding.

**Table A3-59**  
**Number of Mail Order Purchases Within the Last Year by Education of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment Data)**

Number of Purchases	< 8th Grade ②			Some High School ②			High School			Some College		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	65.5	65.3	71.8	53.9	61.1	64.6	41.7	56.7	57.5	38.0	50.1	53.5
1 - 2	14.8	13.5	11.1	16.8	13.7	16.2	22.5	13.0	15.1	20.7	14.3	15.7
3 - 5	10.7	13.7	8.4	17.2	12.2	8.6	19.0	14.6	14.3	22.0	16.5	14.9
6 - 10	4.7	3.5	3.2	6.1	7.7	4.6	9.1	8.3	7.0	11.1	8.7	8.1
11 - 15	2.9	2.2	1.8	2.4	1.4	2.6	4.1	3.0	2.5	2.7	4.2	2.6
16 - 30	0.5	0.5	1.8	1.1	2.3	0.9	2.4	2.5	1.6	2.8	2.4	2.2
31 +	0.2	0.5	0.0	0.5	0.3	0.6	0.6	1.2	1.0	0.5	2.1	1.4
Don't know/No answer	0.7	0.8	2.0	2.1	1.4	2.1	0.8	0.8	1.0	2.1	1.7	1.6
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

Number of Purchases	Technical School			College			Post Graduate			Total ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	37.2	46.3	55.2	38.0	48.9	54.8	27.0	43.0	47.6	42.2	53.1	56.8
1 - 2	16.3	14.1	17.9	18.5	13.6	13.7	19.5	13.6	15.1	19.6	13.6	14.9
3 - 5	20.2	20.4	15.0	21.8	15.7	14.9	22.7	16.9	15.4	19.5	15.3	13.7
6 - 10	12.8	7.2	3.8	11.9	10.3	7.9	16.4	13.0	10.4	10.0	8.8	7.1
11 - 15	6.2	3.9	2.8	4.1	5.1	3.2	7.2	4.5	5.0	3.9	3.6	2.8
16 - 30	3.7	4.0	2.8	2.6	3.2	3.3	5.2	5.6	4.0	2.5	2.8	2.2
31 +	2.6	2.1	1.6	0.9	1.8	1.2	1.1	2.0	1.7	0.7	1.5	1.1
Don't know/No answer	1.2	2.1	0.9	2.1	1.5	1.0	1.3	1.4	0.9	1.4	1.3	1.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

①Includes pieces for which no response was given for educational attainment.

②Fluctuations may be due to small sample sizes.

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

**Table A3-60**  
**Number of Mail Order Purchases Within the Last Year by Age of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment Data)**

Number of Purchases	18 - 24			25 - 34			35 - 44			45 - 54		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	51.8	67.6	70.9	36.1	61.5	63.1	39.2	56.2	59.4	41.0	51.2	55.7
1 - 2	21.7	14.8	21.5	22.2	16.6	16.5	19.0	14.4	16.9	21.4	13.3	15.4
3 - 5	17.6	12.3	5.0	23.3	12.3	11.6	19.8	14.5	12.8	17.8	14.5	13.8
6 - 10	2.8	3.0	2.1	10.4	4.9	4.4	11.4	6.5	5.2	9.1	9.9	7.3
11 - 15	1.7	0.0	0.0	2.9	2.0	1.3	5.0	3.1	1.6	5.5	4.2	2.6
16 - 30	2.3	0.8	0.6	2.3	1.7	1.0	3.3	2.2	1.6	3.2	3.4	2.4
31 +	0.7	0.6	0.0	0.9	0.4	0.9	1.1	1.5	0.8	0.8	1.9	1.4
Don't know/No answer	1.1	0.9	0.0	1.9	0.5	1.2	1.4	1.6	1.7	1.2	1.6	1.4
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

Number of Purchases	55 - 64			65 - 69			70 +		70-74	75+	Total ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	2007	1987	2006	2007
0	40.2	48.4	52.2	47.5	49.3	52.1	53.8	53.0	58.0	58.7	42.2	53.1	56.8
1 - 2	15.7	11.6	13.1	19.7	12.4	15.3	17.5	14.0	13.1	14.1	19.6	13.6	14.9
3 - 5	19.8	17.8	15.9	17.3	16.9	14.4	15.8	15.9	13.2	13.4	19.5	15.3	13.7
6 - 10	13.1	11.0	9.5	10.2	10.6	9.2	8.3	9.1	8.5	5.6	10.0	8.8	7.1
11 - 15	4.9	4.4	4.3	3.5	4.7	4.0	2.8	3.2	2.1	3.3	3.9	3.6	2.8
16 - 30	3.5	3.8	2.6	0.7	3.1	3.4	1.2	2.3	3.1	2.1	2.5	2.8	2.2
31 +	0.9	1.7	1.0	0.3	2.3	1.0	0.0	1.1	1.7	1.2	0.7	1.5	1.1
Don't know/No answer	2.0	1.2	1.5	1.1	0.8	0.6	2.3	1.4	0.4	1.6	1.4	1.3	1.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

①Includes pieces for which no response was given for age.

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

**Table A3-61**  
**Number of Mail Order Purchases Within the Last Year by Number of Adults**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment Data)**

Number of Purchases	1			2			3			4+		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	55.0	58.0	63.4	38.5	51.7	55.2	42.3	50.4	53.1	31.4	53.8	54.7
1 - 2	18.1	12.9	13.3	20.0	14.3	15.7	20.2	11.9	14.6	20.6	12.6	13.8
3 - 5	16.7	14.7	11.6	20.4	15.7	14.0	17.5	15.7	15.2	24.9	13.2	15.3
6 - 10	6.5	7.1	5.9	11.5	9.1	7.5	9.9	10.3	7.1	9.4	9.0	8.5
11 - 15	2.3	3.0	2.1	4.1	3.5	3.1	4.7	5.2	3.4	6.8	4.2	2.1
16 - 30	1.0	2.2	1.8	2.9	2.9	2.2	3.2	3.1	3.3	2.9	4.1	2.9
31 +	0.1	1.3	1.0	1.0	1.6	1.0	0.5	1.7	1.8	1.3	1.4	0.7
Don't know/No answer	0.4	0.9	1.0	1.7	1.3	1.3	1.6	1.6	1.5	2.7	1.7	2.0
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

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

**Table A3-62**  
**Standard Mail Reaction to Pieces from Mail Order Companies**  
**by Number of Mail Order Purchases Made Within the Last Year**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

<b>Mail Order Purchases</b>	<b>Pieces Per Household Per Week</b>		
	<b>1987</b>	<b>2006</b>	<b>2007</b>
0	0.6	1.0	1.3
1	1.1	1.0	1.5
2	1.2	1.6	1.5
3 - 5	1.6	2.3	2.3
6 - 10	2.3	3.2	2.7
11 +	3.1	4.6	4.2

**Table A3-63**  
**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, 2006 and 2007**  
**(Recruitment and Diary Data)**

Mail Order Purchases	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	40.4	45.0	42.2	8.4	12.0	14.1	34.2	46.1	46.7	12.5	11.6	10.5
1 - 2	40.8	43.4	39.3	11.4	11.6	13.2	36.6	46.1	43.5	15.1	9.5	13.7
3 - 5	45.7	40.3	48.4	13.5	15.7	11.3	45.8	47.1	49.6	15.8	10.0	12.2
6 - 10	44.6	44.4	48.7	14.9	17.5	12.0	46.2	49.5	55.7	15.8	10.6	12.4
11 +	42.0	46.3	42.6	11.8	17.7	15.1	45.5	56.9	52.0	16.9	12.0	13.1

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

**Table A3-64**  
**Standard Mail Available Response Media**  
**(For Mail Piece Containing Advertising or Request for Donations)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Response Media	Percentage of Pieces		
	1987	2006	2007
Mail			
Mail only	37.5	11.6	11.0
Mail + phone	11.2	8.1	6.9
Mail + in-person	2.0	0.6	0.7
Mail + fax machine	N/A	0.1	0.1
Mail + internet	N/A	1.7	1.7
Mail + phone + in-person	9.0	1.6	1.5
Mail + phone + fax machine	N/A	0.7	0.5
Mail + phone + internet	N/A	12.9	13.2
Mail + in-person + internet	N/A	0.4	0.5
Mail + fax machine + internet	N/A	0.1	0.1
Mail + phone + in-person + fax machine	N/A	0.6	0.4
Mail + in-person + fax machine	N/A	0.0	0.0
Mail + phone + in-person + internet	N/A	4.1	5.1
Mail + phone + fax machine + internet	N/A	5.4	4.8
Mail + in-person + fax machine + internet	N/A	0.1	0.0
Mail + phone + in-person + fax machine + internet	N/A	0.4	0.5
Total Possible Mail Response	59.7	48.3	46.9
Phone:			
Phone only	5.1	8.8	7.7
Phone + in-person	4.0	5.3	4.8
Phone + fax machine	N/A	0.2	0.1
Phone + internet	N/A	9.2	9.9
Phone + in-person + fax machine	N/A	0.1	0.1
Phone + in-person + internet	N/A	7.2	9.7
Store:			
At a store only	29.7	13.4	12.9
At a store + fax machine	N/A	0.0	0.0
At a store + internet	N/A	2.7	3.4
At a store + fax machine + internet	N/A	0.0	0.0
Fax machine only	N/A	0.0	0.0
Fax machine + internet	N/A	0.0	0.0
Internet only	N/A	1.3	1.4
Don't know/No response	N/A	3.5	3.1
Total	100.0	100.0	100.0
Total Pieces Per Household Per Week	6.3	10.7	10.1

Note: Estimates for 2006/2007 based on Advertising Pieces only.  
Totals may not sum to 100 due to rounding.

**Table A3-65**  
**Standard Mail Available Response Media from Major Industries**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Response Media	Department Store			Mail Order			Publisher		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Mail only	9.3	2.5	1.5	59.6	8.6	10.3	68.0	51.0	46.8
Mail + phone	4.4	2.8	2.2	31.8	9.2	8.1	5.6	10.1	7.4
Mail + in-person	2.3	1.0	1.2	0.6	0.2	0.1	0.8	0.1	0.5
Mail + fax machine	N/A	0.0	0.0	N/A	0.1	0.1	N/A	0.2	0.1
Mail + internet	N/A	0.5	0.6	N/A	2.6	2.8	N/A	5.2	5.4
Mail + phone + in-person	19.9	2.8	2.4	4.0	0.8	0.5	8.5	0.9	1.1
Mail + phone + fax machine	N/A	0.1	0.0	N/A	2.0	1.7	N/A	0.8	0.5
Mail + phone + internet	N/A	3.9	3.2	N/A	28.2	28.8	N/A	8.5	10.1
Mail + in-person + internet	N/A	0.9	1.3	N/A	0.2	0.3	N/A	0.1	0.1
Mail + fax machine + internet	N/A	0.0	0.0	N/A	0.2	0.2	N/A	0.2	0.1
Mail + phone + in-person + fax machine	N/A	1.0	0.5	N/A	0.7	0.3	N/A	0.4	0.4
Mail + in-person + fax machine	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Mail + phone + in-person + internet	N/A	8.7	9.7	N/A	3.3	2.3	N/A	2.0	3.8
Mail + phone + fax machine + internet	N/A	2.2	1.5	N/A	22.2	21.1	N/A	2.7	2.8
Mail + in-person + fax machine + internet	N/A	0.1	0.0	N/A	0.3	0.1	N/A	0.0	0.0
Mail + phone + in-person + fax machine + internet	N/A	0.6	0.3	N/A	0.7	0.4	N/A	0.2	0.1
Total Possible Mail Response	35.9	27.3	24.5	96.0	79.4	77.1	82.9	82.3	79.3
Phone only	2.9	1.6	1.5	2.1	2.4	2.9	2.0	2.9	3.2
Phone + in-person	7.0	5.1	4.5	0.6	0.3	0.2	2.9	1.7	2.0
Phone + fax machine	N/A	0.1	0.0	N/A	0.2	0.2	N/A	0.1	0.0
Phone + internet	N/A	3.7	3.0	N/A	11.4	13.7	N/A	1.7	2.3
Phone + in-person + fax machine	N/A	0.0	0.1	N/A	1.4	1.0	N/A	0.1	0.0
Phone + in-person + internet	N/A	15.3	17.0	N/A	0.5	0.6	N/A	2.8	5.5
At a store only	54.2	33.6	33.3	1.3	0.2	0.3	12.3	2.6	2.3
At a store + fax machine	N/A	0.0	0.1	N/A	0.0	0.0	N/A	0.0	0.0
At a store + internet	N/A	11.0	14.3	N/A	0.0	0.0	N/A	0.3	0.6
At a store + fax machine + internet	N/A	0.0	0.0	N/A	0.0	0.1	N/A	0.0	0.0
Fax machine only	N/A	0.6	0.3	N/A	0.0	0.0	N/A	0.0	0.0
Fax machine + internet	N/A	1.6	1.5	N/A	1.5	1.7	N/A	0.0	0.0
Internet only	N/A	0.0	0.0	N/A	2.6	2.2	N/A	0.7	0.7
Don't know/No response	N/A	0.0	0.0	N/A	0.0	0.0	N/A	4.7	4.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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



**Table A3-66**  
**Standard Mail Intended Response Medium**  
**to Pieces from the Mail Order Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	1987	2006	2007
Mail	82.4	28.7	31.9
Phone	13.3	39.4	33.2
In-Person	2.9	3.1	2.2
Other	0.2	25.7	29.4
Don't know/No answer	1.2	3.0	3.3
Total	100.0	100.0	100.0

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

**Table A3-67**  
**Unaddressed Mail Received**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Percent of Unaddressed Mail Received by Households		
	1987	2006	2007
Financial:			
Credit card	0.2	0.6	1.2
Bank	0.2	0.3	0.4
Securities broker	0.1	0.3	0.1
Money market	0.0	0.1	0.0
Insurance company	0.9	4.1	4.1
Real estate/Mortgage	0.6	0.7	0.5
Other financial	0.0	0.0	0.0
Total Financial	2.1	6.0	6.3
Merchants:			
Supermarkets	22.1	24.8	22.5
Department store	20.9	9.6	9.1
Mail order company	1.5	3.4	4.6
Other store	25.1	18.8	21.0
Publisher	4.6	7.3	7.1
Land promotion company	0.2	0.1	0.0
Restaurant	6.7	11.1	10.5
Consumer packaged goods	0.6	1.8	1.6
Auto dealers	0.9	1.6	1.1
Service stations	0.9	1.5	1.8
Mall	0.2	0.0	0.0
Other merchants	2.1	0.9	1.4
Total Merchants	90.0	80.9	80.7
Services:			
Telephone	0.0	1.2	2.0
Other utilities	0.1	0.1	0.1
Medical	1.6	1.8	1.8
Other professional	0.7	0.2	0.1
Leisure service	0.5	0.6	0.8
Cable TV	0.1	4.2	4.0
Computer	0.0	0.3	0.3
Craftsman	0.5	0.3	0.4
Other services	2.1	2.1	1.7
Total Services	5.6	10.6	11.1
Federal Government	N/A	0.2	0.1
Nonfederal Government	0.2	0.1	0.1
Total Social/Charitable/Political/Nonprofit	1.3	1.3	1.4
Don't know/No answer	0.8	0.9	0.3
Total	100.0	100.0	100.0

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

**Table A3-68**  
**Unaddressed Mail Received Reaction**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

<b>Treatment</b>	<b>Percent of Mail Pieces</b>		
	<b>1987</b>	<b>2006</b>	<b>2007</b>
Read by member of household	29.3	23.4	22.5
Read by more than one member of household ①	N/A	7.8	6.8
Looked at	24.0	15.2	15.8
Discarded	20.0	31.6	30.1
Set aside	3.9	2.4	3.0
Don't know/No answer	22.7	19.5	21.9
Total	100.0	100.0	100.0

<b>Usefulness</b>	<b>Percent of Mail Pieces</b>		
	<b>1987</b>	<b>2006</b>	<b>2007</b>
Useful	33.9	32.6	32.3
Interesting	16.9	7.9	6.9
Not interesting	21.6	34.5	34.1
Objectionable	4.4	5.4	4.6
Don't know/No answer	23.2	19.5	22.2
Total	100.0	100.0	100.0

① This code was not presented in household diaries prior to 1992.

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

**Table A3-69**  
**Unaddressed Mail Received Response to Bundled Flyers by Industry**  
**(Percentage of Mail Received by Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Read Immediately ②			Found Useful		
	1987	2006	2007	1987	2006	2007
Financial:						
Bank ①	18.9	15.9	13.4	11.2	17.9	9.5
Insurance company	12.5	12.7	5.8	7.7	8.4	6.2
Real estate/Mortgage ①	13.3	24.2	8.1	9.0	9.3	8.9
Total Financial	16.1	14.4	6.6	10.1	9.1	6.7
Merchants:						
Supermarkets	37.7	32.2	33.2	46.8	51.5	53.5
Department store	33.9	29.1	31.9	39.8	41.5	44.0
Mail order company	18.5	9.0	13.8	19.0	7.3	12.4
Specialty store	24.6	19.9	18.7	28.4	26.4	26.6
Publisher	33.6	24.5	25.3	39.9	34.4	36.3
Restaurant	31.6	25.0	24.4	33.3	34.6	35.9
Consumer packaged goods ①	17.4	15.8	13.3	15.0	17.1	21.5
Auto dealers ①	0.8	13.0	8.6	2.8	11.6	10.0
Service stations	17.9	8.7	10.0	20.4	14.6	10.5
Total Merchants	27.1	25.1	25.0	35.7	36.3	36.8
Services:						
Medical ①	12.6	28.2	22.2	10.6	28.5	31.3
Other professional ①	17.3	31.1	4.3	17.0	25.4	10.2
Leisure service ①	26.0	29.8	11.3	30.9	26.0	29.0
Craftsman ①	22.9	4.1	3.0	10.4	11.3	9.9
Total Services	17.1	26.4	16.2	15.9	26.2	27.0
Total Social/Charitable/Social/Nonprofit	29.0	17.7	26.2	25.9	19.4	24.4

Note: Percentages are row percentages within each Industry classification.

① Fluctuations may be due to small sample sizes.

② Defined as "Read by One Member of the Household".

**Table A3-70**  
**Nonprofit Standard Mail Received by Households by Shape**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Shape	Percentage of Nonprofit Standard Mail Received by Households			Pieces Per Household Per Week		
	1987	2006	2007	1987	2006	2007
Envelopes:						
Letter size envelope	37.2	43.1	40.9	0.9	1.1	1.0
Larger envelope	9.5	15.3	12.7	0.2	0.4	0.3
Total Envelope	46.6	58.4	53.6	1.1	1.4	1.3
Postcard	2.1	7.6	8.5	0.1	0.2	0.2
Catalog (not in envelope)	4.4	3.5	3.2	0.1	0.1	0.1
Flyers/Circulars	20.4	15.2	16.4	0.5	0.4	0.4
Magazines/Newsletters	3.9	8.0	8.7	0.1	0.2	0.2
Other	0.3	1.0	0.7	0.0	0.0	0.0
Don't know/No answer	1.4	0.6	0.4	0.0	0.0	0.0
Total Pieces Received by Households	79.6	94.3	91.6	1.9	2.3	2.2

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

**Table A3-71**  
**Nonprofit Standard Mail Industry by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog Not In Envelope		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Medical	29.1	25.6	25.6	10.0	9.1	6.6	7.4	11.8	11.5	10.0	3.2	4.1
Union or professional ①	37.9	44.7	50.5	12.1	16.5	16.2	3.2	3.1	3.8	4.8	2.1	1.1
Church	43.4	48.8	49.2	8.6	14.0	13.0	2.3	6.9	7.4	3.0	1.8	1.8
Veterans ①	48.9	44.8	47.8	11.3	37.0	29.0	6.5	8.7	10.8	6.7	0.2	0.3
Educational	27.3	22.1	23.4	9.0	8.4	8.6	1.8	14.2	13.2	12.2	8.5	8.6
Charities	80.1	64.2	64.9	9.3	20.2	17.4	1.5	4.5	6.2	1.2	1.5	1.1
Political ①	28.9	46.7	23.4	13.6	17.8	8.9	3.0	5.0	19.4	0.6	1.2	0.7
AARP ①	79.3	51.5	55.4	11.0	40.7	31.4	4.2	1.0	2.1	0.9	0.0	0.0
Museum ①	49.0	43.8	44.6	14.9	10.6	9.2	5.9	10.9	13.0	19.7	8.4	10.6
Nonprofit publication	30.6	47.3	46.3	28.6	16.7	14.0	1.9	7.5	9.1	5.1	3.0	2.9

Industry	Flyers			Newspapers/Magazines			Total		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Medical	35.2	26.6	26.5	4.9	23.4	25.1	100.0	100.0	100.0
Union or professional ①	33.6	19.4	17.6	6.5	12.3	10.2	100.0	100.0	100.0
Church	35.9	17.6	16.2	5.6	9.4	11.2	100.0	100.0	100.0
Veterans ①	18.1	3.7	5.9	5.6	2.9	4.7	100.0	100.0	100.0
Educational	44.8	29.5	29.2	3.9	16.2	15.9	100.0	100.0	100.0
Charities	6.9	5.8	6.7	0.5	2.6	2.9	100.0	100.0	100.0
Political ①	52.6	25.8	45.0	0.7	2.8	1.9	100.0	100.0	100.0
AARP ①	2.7	6.1	7.5	2.0	0.7	3.3	100.0	100.0	100.0
Museum ①	8.9	22.0	16.6	0.5	1.9	4.8	100.0	100.0	100.0
Nonprofit publication	11.4	15.8	17.5	19.7	8.4	9.2	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 A3-72**  
**Nonprofit Standard Mail by Content by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Advertising			Fund Request			Other			Don't Know/ No Answer			Total		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Medical professional	27.5	32.2	33.2	18.0	17.7	22.0	43.0	45.2	41.4	11.4	4.8	3.3	100.0	100.0	100.0
Union or professional ①	28.5	23.6	24.1	21.3	35.4	39.3	40.8	30.4	28.2	9.4	10.5	8.3	100.0	100.0	100.0
Church	14.7	18.3	18.2	30.5	47.4	44.5	44.8	30.2	33.8	10.0	4.1	3.5	100.0	100.0	100.0
Veterans ①	18.4	9.9	7.2	42.7	70.1	65.0	31.4	13.7	23.1	7.6	6.2	4.7	100.0	100.0	100.0
Educational	35.6	44.9	45.7	14.7	17.4	16.1	41.6	34.2	37.0	8.0	3.6	1.3	100.0	100.0	100.0
Charities	7.7	7.0	6.4	79.3	79.6	78.6	6.8	8.3	11.7	6.2	5.1	3.3	100.0	100.0	100.0
Political ①	4.3	3.1	1.8	28.1	54.2	25.5	56.2	40.7	69.7	11.4	2.0	3.1	100.0	100.0	100.0
AARP ①	65.8	62.3	57.7	7.6	12.6	17.8	13.9	14.6	19.0	12.7	10.5	5.4	100.0	100.0	100.0
Museum ①	60.5	48.4	46.5	16.9	36.8	28.3	15.7	11.3	22.6	6.9	3.6	2.5	100.0	100.0	100.0
Nonprofit publication	62.4	20.6	20.6	3.7	51.0	47.4	19.0	23.5	28.5	14.9	5.0	3.5	100.0	100.0	100.0
Total Mail Received by Households	26.3	26.0	26.2	34.0	45.4	42.7	29.4	23.0	27.2	10.3	5.6	4.0	100.0	100.0	100.0

Note: Percentages are row percentages within Industry classification.

① Fluctuations may be due to small sample sizes.

**Table A3-73**  
**Nonprofit Standard Mail Pieces Received Per Household Per Week**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

<b>Income</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
< \$7K	0.8	1.1	0.9
\$ 7K - \$9.9K	1.3	1.4	1.3
\$ 10K - \$14.9K	1.4	1.9	2.1
\$ 15K - \$19.9K	1.7	1.9	1.7
\$ 20K - \$24.9K	1.6	1.9	2.2
\$ 25K - \$29.9K	1.8	1.8	1.7
\$ 30K - \$34.9K	2.2		
\$ 35K - \$49.9K	2.3	2.1	2.1
\$ 50K - \$64.9K	2.6	3.0	2.6
\$ 65K - Over	3.8	2.9	3.1
<b>Age of Head of Household</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
18 - 24	0.5	1.2	0.9
25 - 34	1.1	1.2	1.1
35 - 44	1.8	1.8	1.8
45 - 54	2.3	2.4	2.3
55 - 64	2.5	2.7	2.5
65 - 69	2.8	3.6	3.1
70 - 74			3.3
75 +	2.6	3.8	4.2
<b>Education of Head of Household</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
< 8th grade	1.1	1.6	1.9
Some High School	1.3	1.3	1.9
High School	1.5	1.8	1.9
Some College	1.8	2.4	2.0
Technical School	1.8	2.6	2.2
College	2.3	2.8	2.5
Post graduate	4.3	4.1	3.5
<b>Type of Household</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
One-person household	1.6	2.5	2.1
Male	1.2	2.1	1.5
Female	1.8	2.7	2.4
One adult + minors ①	1.0	1.3	1.1
Male ①	1.0	1.1	1.6
Female ①	1.0	1.3	1.0
More than one adult without children	2.3	3.2	0.2
One-earner	2.3	10.4	0.0
Two-earner	1.9	1.0	0.9
More than one adult with children	1.8	1.9	1.9
One-earner	1.6	1.7	1.9
Two-earner	2.0	2.1	1.8

① Fluctuations may be due to small sample sizes.

<b>Employment of Head of Household</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
White collar professional	2.5	2.7	2.4
White collar sales/clerical	1.3	2.1	2.0
White collar craftsmen/mechanic	1.0	1.7	1.7
Service Worker	1.1	1.8	1.3
Other employed	1.2	1.3	1.3
Homemaker	1.8	2.3	2.0
Student	1.2	3.2	3.1
Retired	2.3	3.3	3.4
Other not employed	0.5	3.5	1.7
<b>Type of Dwelling</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Single-family house	2.3	2.5	2.4
Multi-family unit	1.0	1.8	1.6
Mobile house	1.2	1.1	1.4
<b>Number of Adults</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
1	1.5	2.3	2.0
2	2.0	2.3	2.3
3	2.2	2.5	2.5
4+	2.4	2.1	2.2



**Table A3-74**  
**Percent of Nonprofit Standard Mail Containing a Request for**  
**Donations by Age of Head of Household**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

Age Cohort	Percent			Pieces Per Household Per Week		
	1987	2006	2007	1987	2006	2007
18 - 24 ①	41.6	31.0	14.2	0.2	0.4	0.1
25 - 34	28.6	40.0	29.1	0.3	0.5	0.3
35 - 44	27.5	39.1	32.8	0.5	0.7	0.6
45 - 54	33.7	40.5	36.4	0.8	1.0	0.9
55 - 64	34.4	47.3	47.8	0.9	1.3	1.2
65 - 69	39.3	50.6	49.9	1.1	1.8	1.5
70 - 74	40.7	53.6	53.6	1.1	2.0	1.8
75+			55.8			2.4

① Fluctuations may be due to small sample sizes.

**Table A3-75**  
**Nonprofit Standard Mail Treatment of Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Treatment	Previous Customer			Organization Known			Organization Not Known			Total ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Read by member of household	68.0	56.6	55.2	36.4	29.6	31.0	24.7	26.0	23.5	49.5	41.7	41.7
Read by more than one member of household ②	N/A	11.0	11.7	N/A	6.3	5.1	N/A	4.7	4.5	N/A	8.4	8.5
Looked at	17.0	13.3	14.7	24.6	28.5	26.2	35.7	23.8	23.8	21.3	16.5	17.6
Discarded	4.5	10.4	10.9	20.3	30.0	32.0	29.9	40.4	43.8	10.5	17.4	19.1
Set Aside	9.0	8.5	7.0	7.6	5.4	5.4	8.5	4.1	4.2	7.6	6.5	5.8
Don't know/No answer	1.5	0.3	0.5	1.2	0.2	0.3	1.3	0.9	0.2	11.0	9.5	7.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① 1987 Estimates Include pieces for which no response was given for familiarity with institution.

② This code was not presented in household diaries prior to 1992.

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

**Table A3-76**  
**Nonprofit Standard Mail Response to Advertising by Familiarity With Organization<sup>①</sup>**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Response	Previous Customer			Organization Known			Organization Not Known			Total <sup>②</sup>		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Yes	28.0	21.3	21.1	6.8	4.6	3.1	5.2	2.9	3.4	18.0	13.9	13.6
No	43.3	47.2	50.1	74.0	76.5	76.5	76.8	79.7	80.9	55.2	56.6	59.0
Maybe	20.9	25.8	22.5	10.6	13.1	13.0	9.4	9.4	9.5	16.5	19.3	17.5
No Answer	7.8	5.7	6.3	8.7	5.8	7.5	8.5	8.0	6.3	10.4	10.3	9.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.6	1.3	1.2	0.3	0.5	0.5	0.2	0.3	0.3	1.1	2.0	2.0

①Restricted to Advertisements or Request for Donation from One Organization Only

②1987 Estimates Include pieces for which no response was given for familiarity with institution.

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

**Table A3-77**  
**Nonprofit Standard Mail Treatment of Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Treatment	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog Not in Envelope		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Read by member of household	48.9	41.2	43.1	49.1	43.2	41.3	61.1	46.4	47.2	43.2	40.4	38.1
Read by more than one member of household ①	N/A	5.8	5.5	N/A	5.5	6.3	N/A	12.0	11.5	N/A	12.3	11.0
Looked at	22.8	18.3	19.1	23.1	19.1	20.4	12.7	16.2	16.5	24.9	12.5	14.1
Discarded	11.2	18.3	19.1	9.6	17.2	19.8	13.2	18.0	18.4	10.9	17.7	20.3
Set Aside	6.6	5.6	5.1	9.0	6.1	5.7	2.1	1.4	1.7	14.4	13.0	11.7
Don't know/No answer	10.5	10.8	8.0	9.3	8.8	6.5	10.9	6.0	4.8	6.5	4.1	4.8
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

Treatment	Flyers			Newspapers/ Magazines			Total		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Read by member of household	54.2	41.2	38.9	38.5	41.0	39.8	49.5	41.7	41.7
Read by more than one member of household ①	N/A	12.3	11.1	N/A	15.5	17.1	N/A	8.4	8.5
Looked at	21.1	14.0	16.3	11.1	10.2	11.3	21.3	16.5	17.6
Discarded	11.2	19.2	22.3	5.9	9.8	13.5	10.5	17.4	19.1
Set Aside	6.8	5.3	5.0	13.4	16.3	12.6	7.6	6.5	5.8
Don't know/No answer	6.7	7.9	6.4	31.2	7.3	5.7	11.0	9.5	7.2
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① This code was not represented in household diaries prior to 1992.

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

**Table A3-78**  
**Nonprofit Standard Mail Usefulness of Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Usefulness	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog Not In Envelope		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Useful	35.9	38.2	38.6	41.6	38.8	39.1	44.5	49.5	43.9	56.6	55.9	57.4
Interesting	24.7	16.9	17.2	27.7	20.0	19.4	22.1	13.9	16.4	21.2	17.6	15.7
Not Interesting	20.8	27.0	29.4	15.0	25.4	29.4	15.9	27.6	32.4	10.7	18.5	19.6
Objectionable	4.9	6.3	6.2	3.6	6.3	5.0	5.1	2.0	2.3	3.4	3.3	2.4
Don't know/No answer	13.8	11.6	8.6	12.1	9.5	7.0	12.4	7.0	5.0	8.0	4.8	4.9
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

Usefulness	Flyers			Newspapers/ Magazines			Total		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Useful	56.6	51.0	45.0	45.9	68.0	60.5	43.8	44.4	43.0
Interesting	18.7	15.1	15.8	14.1	11.2	16.6	22.4	16.4	17.0
Not Interesting	13.7	23.0	24.4	5.5	11.3	14.9	16.4	24.3	26.9
Objectionable	2.7	2.9	8.0	2.1	2.2	2.1	3.8	4.9	5.4
Don't know/No answer	8.3	8.0	6.9	32.4	7.2	5.9	13.5	10.0	7.7
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

**Table A3-79**  
**Nonprofit Standard Mail Response to Advertising by Shape**  
**(If Mail Piece Contained Advertising or Request for Donation)**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Response	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard ②			Catalog Not In Envelope ②		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Yes	19.7	15.8	15.7	17.6	15.3	13.8	14.6	8.1	9.4	18.2	12.2	14.5
No	52.0	57.4	59.5	60.0	58.6	58.5	59.3	55.3	56.7	52.0	47.1	55.3
Maybe	16.8	18.8	18.0	15.1	19.7	19.6	19.9	17.3	15.6	24.1	27.7	21.8
No Answer	11.5	8.0	6.9	7.4	6.4	8.1	6.3	19.3	18.3	5.9	13.0	8.4
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.7	1.1	1.0	0.2	0.4	0.3	0.0	0.2	0.2	0.1	0.1	0.1

Response	Flyers			Newspapers/ Magazines ②			Total ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Yes	12.6	9.1	7.3	9.8	9.2	10.5	18.0	13.9	13.6
No	64.5	56.9	61.9	54.3	50.4	55.9	55.2	56.6	59.0
Maybe	13.6	16.0	13.0	13.6	25.5	15.6	16.5	19.3	17.5
No Answer	9.3	17.9	17.8	22.3	15.0	18.0	10.4	10.3	9.9
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.2	0.4	0.4	0.0	0.2	0.2	1.2	2.3	2.2

① Total includes pieces for which no response was given as to shape.

② Fluctuations may be due to small sample sizes.

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

**Table A3-80**  
**Nonprofit Standard Mail Reaction by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Percent											
	Read Immediately			Set Aside			Found Useful			Will Respond ①②		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Medical	46.3	54.3	50.2	8.1	9.8	8.0	46.1	52.7	45.6	13.4	12.5	9.1
Union/Professional	50.1	54.2	53.5	8.5	5.7	4.7	51.6	45.4	42.9	18.4	12.1	17.5
Church	64.0	56.3	56.2	6.9	7.9	7.1	59.2	54.7	54.1	25.2	20.0	18.2
Veterans	56.0	53.5	53.4	9.5	4.2	5.4	44.3	44.1	43.8	22.6	20.8	18.5
Educational	48.0	50.1	52.8	7.0	6.4	5.8	49.1	48.2	47.7	13.2	8.0	7.7
Charities	44.6	44.8	46.3	7.2	5.9	5.0	28.3	34.7	35.6	17.7	13.0	14.0
Political	40.6	44.7	41.2	6.1	7.1	3.6	31.8	36.9	27.4	20.0	10.7	11.1
AARP ②	46.1	53.1	44.5	10.7	3.2	6.3	40.9	44.8	42.6	13.6	25.4	16.1
Museum ②	53.6	59.7	62.4	8.4	5.6	5.5	44.3	51.2	51.7	12.5	14.9	9.9
Nonprofit Publications	39.8	50.2	50.5	8.8	6.6	5.8	39.3	44.7	43.2	12.8	14.1	13.9
Total Mail Received by Households	49.5	50.1	50.3	7.6	6.5	5.8	43.8	44.4	43.0	18.0	13.9	13.6

① Percent of pieces containing an advertisement or a fundraising request.

② Fluctuations may be due to small sample sizes.

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, 2006 and 2007**  
**(Diary Data)**

Type of Ad Mail	Under \$7K <sup>②</sup>			\$7K - \$9.9K <sup>②</sup>			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
First-Class:												
Advertising alone	0.3	0.4	0.4	0.5	0.6	0.8	0.7	0.6	0.7	0.7	0.9	0.9
Business invitation/announcements	0.1	0.3	0.2	0.1	0.2	0.2	0.1	0.3	0.2	0.2	0.4	0.4
Stuffers (Advertising Enclosed)	0.4	0.7	1.0	0.6	1.3	1.4	0.8	1.0	1.3	0.9	1.7	1.9
Total First-Class <sup>③</sup>	0.8	1.4	1.7	1.2	2.0	2.3	1.6	2.0	2.2	1.8	2.9	3.2
Standard Mail:												
Commercial	3.8	4.1	8.0	5.2	6.1	5.9	5.8	6.1	6.5	6.4	8.0	6.7
Nonprofit	0.9	0.9	1.1	1.5	1.1	0.9	1.5	1.4	1.3	1.9	1.9	2.1
Total Standard Mail	4.7	4.9	9.1	6.7	7.1	6.7	7.3	7.5	7.9	8.3	9.9	8.8
Total Advertising <sup>③</sup>	5.5	6.4	10.8	7.9	9.1	9.1	8.9	9.5	10.0	10.1	12.9	12.0

Type of Ad Mail	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
First-Class:												
Advertising alone	0.6	1.2	1.0	0.8	1.5	1.2	1.0	1.5	1.2	1.1	1.6	1.3
Business invitation/announcements	0.2	0.4	0.3	0.2	0.5	0.4	0.4	0.5	0.4	0.4	0.5	0.5
Stuffers (Advertising Enclosed)	1.1	2.1	1.9	1.2	2.6	2.2	1.4	2.6	2.2	1.7	2.9	2.5
Total First-Class <sup>③</sup>	1.9	3.7	3.2	2.2	4.5	3.7	2.8	4.5	3.7	3.2	4.9	4.3
Standard Mail:												
Commercial	6.6	8.6	7.1	7.9	9.6	8.3	8.7	9.6	8.3	9.5	10.6	9.7
Nonprofit	1.7	1.9	1.7	1.9	1.9	2.2	2.3	1.9	2.2	2.5	1.8	1.7
Total Standard Mail	8.3	10.6	8.9	9.8	11.5	10.4	11.0	11.5	10.4	12.0	12.4	11.5
Total Advertising <sup>③</sup>	10.2	14.3	12.1	12.0	16.0	14.1	13.8	16.0	14.1	15.2	17.3	15.8

Type of Ad Mail	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K - Over		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
First-Class:												
Advertising alone	1.5	1.7	1.4	2.1	2.0	1.7	2.4	2.3	1.9	2.4	2.8	2.2
Business invitation/announcements	0.4	0.6	0.5	0.4	0.6	0.7	0.6	0.7	0.6	0.7	0.8	0.7
Stuffers (Advertising Enclosed)	1.9	3.1	2.7	2.0	3.5	3.2	2.3	4.0	3.4	2.6	4.5	3.9
Total First-Class <sup>③</sup>	3.8	5.4	4.6	4.5	6.1	5.7	5.3	7.0	5.9	5.7	8.1	6.8
Standard Mail (A):												
Commercial	10.9	12.1	11.3	14.8	13.2	12.6	14.7	16.7	14.1	15.3	18.9	17.0
Nonprofit	2.7	2.1	2.1	3.5	2.5	2.1	4.2	2.9	2.6	4.8	3.5	3.0
Total Standard Mail	13.6	14.2	13.4	18.3	15.6	14.7	18.9	19.7	16.6	20.1	22.4	20.0
Total Advertising <sup>③</sup>	17.4	19.6	18.0	22.8	21.7	20.4	24.2	26.6	22.5	25.8	30.5	26.8

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

② Fluctuations may be due to small sample sizes.

③ Total First-Class and total advertising are over-reported because some stuffers are counted twice.

Note: 2006/2007 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.

Totals may not sum 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, 2006 and 2007**  
**(Diary Data)**

Type of Ad Mail	18 - 21 <sup>②</sup>			22 - 24 <sup>②</sup>			25 - 34		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
First-Class:									
Advertising alone	0.4	1.0	0.8	0.3	0.9	0.8	0.7	1.4	1.3
Business invitations/announcements	0.1	0.1	0.1	0.1	0.2	0.3	0.2	0.5	0.4
Stuffers (Advertising Enclosed)	0.8	1.9	1.9	0.7	1.8	1.6	1.1	2.5	2.4
Total First-Class <sup>③</sup>	1.3	2.9	2.8	1.1	2.9	2.7	2.0	4.4	4.2
Standard Mail:									
Commercial	3.7	7.9	5.1	3.2	7.1	6.0	6.6	10.4	9.8
Nonprofit	0.6	1.8	1.4	0.5	0.8	0.7	1.2	1.2	1.1
Total Standard Mail	4.3	9.8	6.5	3.7	7.9	6.7	7.8	3.1	2.9
Total Advertising <sup>③</sup>	5.6	12.7	9.2	4.8	8.7	7.4	9.8	7.5	7.1

Type of Ad Mail	35 -44			45 - 54			55 - 64		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
First-Class:									
Advertising alone	1.0	1.8	1.6	1.2	2.1	1.7	1.1	2.0	1.7
Business invitations/announcements	0.3	0.5	0.5	0.4	0.6	0.6	0.3	0.6	0.6
Stuffers (Advertising Enclosed)	1.3	3.1	2.9	1.3	3.5	3.2	1.4	3.6	3.2
Total First-Class <sup>③</sup>	2.6	5.4	5.0	2.9	6.2	5.5	2.8	6.3	5.4
Standard Mail:									
Commercial	8.3	12.5	12.0	8.9	13.5	13.2	9.8	14.1	13.0
Nonprofit	1.9	1.8	1.8	2.4	2.4	2.3	2.7	2.7	2.5
Total Standard Mail	10.2	14.3	13.8	11.3	16.0	15.5	12.5	16.8	15.5
Total Advertising <sup>③</sup>	12.8	19.7	18.8	14.2	22.2	21.0	15.3	23.0	21.0

Type of Ad Mail	65 - 69			70+		70 - 74	75+
	1987	2006	2007	1987	2006	2007	2007
First-Class:							
Advertising alone	1.0	2.0	1.8	0.7	1.5	1.3	1.2
Business invitations/announcements	0.4	0.6	0.6	0.2	0.6	0.4	0.5
Stuffers (Advertising Enclosed)	1.2	3.5	3.2	0.9	2.6	2.7	2.4
Total First-Class <sup>③</sup>	2.6	6.1	5.6	1.8	4.7	4.4	4.1
Standard Mail:							
Commercial	8.2	14.4	13.1	7.6	11.9	11.9	10.4
Nonprofit	2.9	3.6	3.1	2.8	3.8	3.3	4.2
Total Standard Mail	11.1	17.9	16.1	10.4	15.7	15.3	14.6
Total Advertising <sup>③</sup>	13.7	24.0	21.8	12.2	20.4	19.7	18.6

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

② Fluctuations may be due to small sample sizes.

③ Total First-Class and total advertising are over-reported because some stuffers are counted twice.

Note: Totals may not sum 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, 2006 and 2007**  
**(Diary Data)**

Type of Ad Mail	< 8th Grade <sup>②</sup>			Some High School			High School			Some College		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
First-Class:												
Advertising alone	0.5	1.3	1.2	0.7	1.0	0.9	0.7	1.6	1.4	0.9	1.8	1.4
Business invitation/ announcements	0.1	0.4	0.7	0.1	0.3	0.5	0.2	0.5	0.5	0.3	0.5	0.5
Stuffers (Advertising Enclosed)	0.5	2.1	2.1	0.7	2.0	1.9	1.0	2.8	2.6	1.3	3.2	2.7
Total First-Class <sup>③</sup>	1.1	3.8	4.1	1.5	3.3	3.3	1.9	4.9	4.5	2.5	5.5	4.7
Standard Mail:												
Commercial	5.0	9.2	1.3	5.6	8.1	2.0	7.0	11.3	2.3	7.9	12.6	2.9
Nonprofit	1.2	1.6	1.9	1.5	1.3	1.9	1.6	1.8	1.9	2.2	2.4	2.0
Total Standard Mail	6.2	10.8	3.2	7.1	9.4	3.8	8.6	13.1	4.3	9.9	15.1	4.9
Total Advertising <sup>③</sup>	7.3	14.6	7.3	8.6	12.7	7.2	10.5	18.0	8.8	12.4	20.6	9.6

Type of Ad Mail	Tech School			College			Post Graduate		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
First-Class:									
Advertising alone	0.9	1.9	1.7	1.2	2.1	1.7	1.5	2.3	1.9
Business invitation/announcements	0.3	0.7	0.5	0.4	0.7	0.5	0.6	0.7	0.6
Stuffers (Advertising Enclosed)	1.1	3.3	3.1	1.6	3.5	3.2	2.1	4.1	3.4
Total First-Class <sup>③</sup>	2.3	5.8	5.3	3.2	6.3	5.5	4.2	7.2	5.9
Standard Mail:									
Commercial	7.8	11.7	2.5	9.9	14.6	4.6	11.8	17.2	3.7
Nonprofit	1.9	2.6	2.2	2.6	2.8	2.5	2.1	4.1	3.5
Total Standard Mail	9.7	14.3	4.7	12.6	17.4	7.1	16.3	21.4	7.2
Total Advertising <sup>③</sup>	12.0	20.1	9.9	15.8	23.7	12.6	20.5	28.5	13.1

① Includes First-Class advertising only, First-Class advertising enclosed, business invitations/announcements, and Standard Mail (A) non-package mail.

② Fluctuations may be due to small sample sizes.

③ Total First-Class and total advertising are over-reported because some stuffers are counted twice.

Note: Totals may not sum 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, 2006 and 2007**  
**(Diary and Recruitment Data)**

Treatment	Actual Standard Mail Pieces								
	0 - 7			8 - 10			11 - 12		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Usually read	23.9	19.8	21.8	19.4	12.5	14.2	20.0	12.3	11.6
Usually scan	39.6	33.9	30.5	40.4	34.2	38.5	42.6	34.7	31.7
Read Some	26.4	27.9	28.2	30.4	30.9	28.5	30.0	32.8	37.7
Usually don't read	9.8	15.1	19.3	9.6	21.2	18.4	7.4	18.4	18.8
Don't Know/No Answer	0.3	3.4	0.1	0.2	1.2	0.3	0.0	1.8	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	Actual Standard Mail Pieces								
	13 - 15			16 - 17			18+		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Usually read	16.0	13.2	14.2	12.9	11.1	11.8	11.5	10.5	9.5
Usually scan	46.3	36.5	34.7	42.6	36.5	38.0	41.3	37.2	33.8
Read Some	28.5	34.4	32.9	34.8	30.6	32.9	39.1	38.2	39.3
Usually don't read	9.2	15.3	18.0	9.2	21.2	17.3	7.9	13.7	17.4
Don't Know/No Answer	0.0	0.7	0.2	0.5	0.5	0.0	0.2	0.4	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

**Table A4-5**  
**Total Mail Overview:**  
**Intended Response to Advertising Mail by Class**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Intended Response	First-Class ①			Standard Mail ②			Standard Mail Nonprofit ②		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Will respond	11.1	8.2	8.5	14.6	10.0	10.4	17.9	13.9	13.6
May respond	10.3	12.4	11.2	20.0	16.9	16.5	16.4	19.3	17.5
Won't respond	58.4	54.7	57.5	58.6	59.6	61.1	55.1	56.6	59.0
Don't know/No answer	19.8	24.7	22.8	6.9	13.5	12.0	10.4	10.3	9.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① Estimates for 1987 include both advertising only and advertising enclosed mail. Estimates for 2006/2007 include advertising only.

② Standard Mail and Nonprofit Standard Mail include request for donations.

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

**Table A4-6**  
**Response Rates To Advertising: First-Class**  
**Ad Only vs. Standard Mail Envelopes and Cards<sup>①</sup>**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	1987		2006		2007	
	First	Standard Mail	First	Standard Mail	First	Standard Mail
Financial:						
Credit card	5.8	8.0	3.1	2.6	5.7	3.0
Bank	8.0	8.9	4.1	2.5	4.9	2.8
Securities broker	14.3	9.0	10.3	6.8	2.4	6.5
Money Market*	9.8	5.3	9.9	7.5	1.0	8.3
Insurance Company	8.9	6.6	6.7	3.8	5.7	3.1
Mortgage*	4.7	3.5	2.0	1.5	2.6	1.5
Merchants:						
Department store	9.5	12.0	16.4	20.6	19.1	21.7
Mail order	13.5	15.4	12.3	11.0	11.1	11.9
Other store	13.1	12.8	10.4	17.5	14.0	16.9
Publisher	19.6	18.7	10.1	10.8	11.5	12.8
Land promotion*	10.6	2.9	0.9	0.9	0.0	1.5
Online auction	N/A	N/A	N/A	N/A	36.4	6.6
Restaurant*	2.2	15.9	32.8	24.1	16.4	24.4
Consumer packaged goods*	16.1	28.7	9.3	15.0	6.8	14.3
Auto dealers*	4.1	7.2	2.6	4.4	2.6	5.2
Services:						
Telephone	6.7	15.1	7.5	4.0	4.0	3.0
Other Utility*	8.0	12.7	13.0	12.1	16.9	11.9
Medical	21.2	10.2	8.0	7.6	9.3	7.5
Other professional*	20.7	14.3	8.3	8.5	10.5	6.7
Leisure service	16.8	8.7	11.2	11.0	13.1	10.6
Cable TV	7.8	13.4	14.1	3.1	4.6	2.9
Computer	8.1	15.8	9.6	3.7	4.7	3.1
Social/Charitable/Political/Nonprofit <sup>②</sup>	20.4	18.5	8.3	14.0	10.5	14.1
Total Percentage of "Will Respond" to Advertising Pieces <sup>③</sup>	13.4	15.1	8.2	10.5	8.5	10.8

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

/nonprofit which is based on Standard Mail nonprofit

②Includes medical nonprofit mail after 1992.

③Total Percentage for Standard Mail includes Nonprofit.

\* Fluctuations may be due to small sample sizes

**Table A4-7**  
**Treatment of Advertising Mail by Household Income**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment Data)**

Treatment	Under \$7K ①			\$7K - \$9.9K ①			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Usually read	31.1	26.9	44.8	26.7	28.4	23.8	26.4	27.0	23.1	22.9	20.1	25.6
Usually scan	32.9	23.5	13.5	37.5	32.5	27.9	37.1	29.1	28.3	38.1	34.0	35.3
Read some	22.7	29.5	17.3	25.3	17.2	22.6	28.7	24.0	28.5	30.4	27.9	24.4
Usually don't read	8.7	10.6	23.0	9.7	14.0	24.6	7.2	15.0	20.1	7.3	11.7	13.9
Don't know/No answer	0.7	9.5	1.5	0.1	7.9	1.1	0.0	4.9	0.0	0.5	6.3	0.8
Received no advertising	3.9	N/A	N/A	0.7	N/A	N/A	0.6	N/A	N/A	0.8	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Usually read	16.8	17.9	26.2	19.7	16.8	23.4	16.9	16.8	23.4	16.2	16.4	17.0
Usually scan	44.8	38.1	30.0	44.4	35.3	34.4	46.1	35.3	34.4	42.8	35.2	34.2
Read some	27.3	23.4	28.2	27.5	31.4	25.6	26.9	31.4	25.6	34.4	29.8	31.0
Usually don't read	10.6	15.2	15.6	8.6	13.8	16.6	9.4	13.8	16.6	6.0	16.4	17.6
Don't know/No answer	0.0	5.3	0.0	0.1	2.6	0.0	0.0	2.6	0.0	0.2	2.2	0.1
Received no advertising	0.5	N/A	N/A	0.0	N/A	N/A	0.7	N/A	N/A	0.4	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K - Over		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Usually read	14.2	13.0	14.3	8.9	10.4	12.5	8.2	10.6	10.2	10.2	9.4	8.4
Usually scan	41.1	35.4	35.6	38.3	37.5	34.3	55.4	39.2	36.4	34.1	31.3	30.2
Read some	33.9	32.9	31.9	29.3	34.0	35.6	32.4	32.6	32.7	42.6	37.4	37.3
Usually don't read	0.0	16.7	18.1	23.5	16.7	17.4	4.0	16.3	20.4	13.1	21.1	24.1
Don't know/No answer	0.4	1.9	0.1	0.0	1.4	0.1	0.0	1.2	0.2	0.0	0.7	0.0
Received no advertising	10.4	N/A	N/A	0.0	N/A	N/A	0.0	N/A	N/A	0.0	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① Fluctuations may be due to small sample sizes.

Note: 2006/2007 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.

Totals may not sum to 100 due to rounding.



**Table A4-8**  
**Treatment of Advertising Mail**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment Data)**

<b>Treatment</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Usually read	19.6	14.8	16.4
Usually scan	40.4	34.6	32.6
Read some	29.6	31.3	31.5
Usually don't read	9.1	16.6	19.2
Don't know/No answer	0.2	2.8	0.2
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, 2006 and 2007**  
**(Recruitment Data)**

Treatment	18 - 21 <sup>①</sup>			22 - 24 <sup>①</sup>			25 - 34			35 - 44		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Usually read	39.4	14.1	9.6	21.1	21.2	21.3	20.3	13.2	14.8	17.7	12.6	12.3
Usually scan	38.8	28.7	35.6	46.7	29.0	27.8	41.4	33.5	33.8	40.8	32.4	35.3
Read some	12.6	25.0	21.1	24.8	23.3	32.0	30.7	33.7	28.9	30.8	34.5	32.6
Usually don't read	3.2	19.3	33.7	6.7	22.6	18.8	6.3	15.9	21.9	9.8	17.6	19.6
Don't know/No answer	0.2	13.0	0.0	0.0	4.0	0.0	0.3	3.7	0.6	0.0	2.8	0.2
Received no advertising	5.8	N/A	N/A	0.7	N/A	N/A	1.0	N/A	N/A	0.9	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	45 - 54			55 - 64			65 - 69			70+		70 - 74	75+
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	2007
Usually read	17.0	14.4	15.8	19.7	14.5	16.3	23.6	15.3	16.5	19.5	17.4	18.4	21.6
Usually scan	41.3	35.3	30.2	39.4	34.0	32.1	37.9	36.8	32.1	38.2	36.7	36.5	32.1
Read some	31.9	31.8	34.0	28.2	32.2	33.0	26.4	31.5	31.0	30.0	26.7	29.5	27.9
Usually don't read	9.2	16.2	19.8	11.6	17.2	18.6	9.4	14.4	20.3	11.8	16.1	15.6	18.0
Don't know/No answer	0.3	2.4	0.2	0.0	2.2	0.0	0.7	2.0	0.0	0.0	3.1	0.0	0.4
Received no advertising	0.3	N/A	N/A	1.1	N/A	N/A	2.0	N/A	N/A	0.5	N/A	N/A	N/A
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

① Fluctuations may be due to small sample sizes.

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


**Table A4-10**  
**Treatment of Advertising Mail by Education of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment Data)**

Treatment	< 8th Grade ①			Some High School			High School			Some College		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Usually read	29.2	27.8	27.0	24.6	22.0	27.2	23.5	18.1	18.8	17.6	12.8	15.8
Usually scan	37.0	29.8	26.2	33.0	27.6	29.3	42.4	34.6	33.7	39.9	38.0	33.0
Read some	22.0	24.8	25.4	27.8	32.2	26.0	26.2	28.1	30.0	30.8	30.6	33.7
Usually don't read	9.0	13.1	20.8	11.8	11.9	17.2	7.0	15.9	17.3	10.8	16.6	17.5
Don't know/No answer	0.7	4.4	0.6	0.0	6.4	0.3	0.1	3.3	0.2	0.3	1.9	0.1
Received no advertising	2.1	N/A	N/A	2.8	N/A	N/A	0.8	N/A	N/A	0.6	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	Tech School			College			Post Graduate		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Usually read	18.5	10.7	13.8	12.2	9.4	10.2	8.9	5.3	6.0
Usually scan	39.9	41.2	32.0	43.5	35.1	33.8	41.9	32.9	34.2
Read some	31.6	30.8	33.6	34.6	35.7	34.2	28.3	38.5	34.8
Usually don't read	8.9	14.8	19.9	9.1	18.5	21.7	10.5	22.4	24.9
Don't know/No answer	0.1	2.4	0.6	0.3	1.3	0.1	0.0	0.9	0.1
Received no advertising	1.0	N/A	N/A	0.3	N/A	N/A	10.4	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① Fluctuations may be due to small sample sizes.

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



## Appendix A5: Periodicals



**Table A5-1**  
**Periodicals Received**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

<b>Periodicals</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Percent of Periodicals which are sent to Households	75.3	74.6	75.4
Pieces per household per week	1.69	1.13	1.10

Base: RPW Total Periodicals

**Table A5-2**  
**Periodicals -- Type of Publication**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Type of Publication	Percentage Received			Pieces Per Household Per Week		
	1987	2006	2007	1987	2006	2007
Newspapers:						
Daily Newspaper	8.5	4.1	3.5	0.19	0.06	0.05
Weekly Newspaper	13.4	7.7	8.1	0.30	0.12	0.12
Other Newspaper	4.9	2.8	2.9	0.11	0.04	0.04
Total Newspapers	26.8	14.6	14.5	0.60	0.22	0.21
Magazines:						
Weekly Magazine	11.1	10.2	10.6	0.25	0.16	0.15
Monthly Magazine	27.2	36.2	37.1	0.61	0.55	0.54
Other Magazine	4.4	7.2	7.6	0.10	0.11	0.11
Total Magazines	42.7	53.6	55.2	0.96	0.82	0.80
Other	3.1	3.0	2.5	0.07	0.05	0.04
Don't Know/No Answer	2.7	3.4	3.2	0.06	0.05	0.05
Total Periodicals Received by Households	75.3	74.6	75.4	1.69	1.13	1.10
Total Periodicals Received by Non-Households	26.7	25.4	24.6	-	-	-

Base: RPW Total Periodicals

Note: Totals may not sum due to rounding.

**Table A5-3**  
**Periodical Demographics -- Pieces Received Per Household Per Week**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

<b>Income</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
< \$7K	0.6	0.7	0.4
\$ 7K - \$9.9K	1.1	0.6	0.3
\$ 10K - \$14.9K	1.2	0.6	0.7
\$ 15K - \$19.9K	1.3	0.7	0.8
\$ 20K - \$24.9K	1.4	0.8	0.8
\$ 25K - \$29.9K	1.8	0.8	1.0
\$ 30K - \$34.9K	1.9		
\$ 35K - \$49.9K	2.1	1.0	0.9
\$ 50K - \$64.9K	2.1	1.1	1.1
\$ 65K - Over	3.6	1.5	1.3
<b>Age of Head of Household</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
18 - 24	0.6	0.9	0.6
25 - 34	1.2	0.8	0.6
35 - 44	1.8	1.0	1.0
45 - 54	2.0	1.2	1.1
55 - 64	2.3	1.4	1.4
65 - 69	1.9	1.5	1.5
70 - 74			1.5
75+	1.9	1.3	1.4
<b>Education of Head of Household</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
< 8th grade	1.2	0.9	0.9
Some High School	1.2	0.7	0.7
High School	1.4	1.0	1.0
Some College	1.6	1.1	1.0
Technical School	1.6	1.3	1.2
College	2.2	1.4	1.3
Post graduate	3.4	1.7	1.7
<b>Type of Household</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
One-person household	1.1	0.8	0.9
Male	1.0	0.7	0.8
Female	1.2	0.8	0.9
One adult + minors	0.9	0.6	0.5
Male	0.6	0.8	0.9
Female	0.9	0.6	0.4
<b>More Than One Adult</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Without Children	2.1	2.2	2.5
One-earner	2.0	5.5	0.0
Two-earner	2.1	1.8	2.5
With Children	1.7	1.1	1.0
One-earner	1.6	1.1	0.9
Two-earner	1.9	1.2	1.1

<b>Employment of Head of Household ①</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
White collar professional	2.2	1.3	1.2
White collar sales/clerical	1.5	0.9	1.0
Blue collar craftsmen/mechanic	1.2	1.2	0.8
Service Worker	1.2	0.9	0.8
Other employed	1.1	1.1	0.9
Homemaker	1.7	0.9	1.0
Student	1.4	1.7	0.1
Retired	1.9	1.4	1.4
Other not employed	0.4	0.6	0.2
<b>Type of Dwelling</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Single-family house	2.0	1.2	1.2
Multi-family unit	1.0	0.8	0.7
Mobile house	1.1	0.8	0.9
<b>Number of Adults</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
1	1.1	0.8	0.8
2	1.8	1.2	1.2
3	2.1	1.3	1.2
4+	2.1	1.0	1.1

Note: 2006 and 2007 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

① Revised from Employment of Respondent to Employment of Head of Household



**Table A5-4**  
**Periodical Mail -- Type of Subscription**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Type of Subscription	Percentage of Total Periodicals		
	1987	2006	2007
Paid (ordered)	49.4	45.2	44.6
Free (ordered)	4.4	7.1	6.9
Gift (from friend or relative)	3.5	3.5	4.3
Free (not ordered or with membership)	10.2	10.7	12.5
Other	2.6	1.0	0.9
Don't know/No answer	5.3	7.3	6.2
Total Mail Received by Households	75.3	74.6	75.4

Base: RPW Total Periodicals

**Table A5-5**  
**Periodicals -- Source of Publications**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

<b>Source of Publication</b>	<b>Percent of Total Periodicals</b>			<b>Pieces Per Household Per Week</b>		
	<b>1987</b>	<b>2006</b>	<b>2007</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Religious/Educational	9.1	7.7	7.5	0.21	0.12	0.11
Veterans	0.9	0.7	0.6	0.02	0.01	0.01
Charitable	0.9	0.6	0.7	0.02	0.01	0.01
Union/Professional	7.8	8.5	9.0	0.18	0.13	0.13
Total "Nonprofit"	18.7	17.5	17.8	0.43	0.27	0.26
Other (Commercial, Professional Organization)	53.5	54.5	55.8	1.20	0.83	0.81
Don't know/No answer	3.2	2.6	1.8	0.07	0.04	0.03
Percent of All Periodicals Received by Households	75.3	74.6	75.4	1.69	1.13	1.10

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, 2006 and 2007**  
**(Diary Data)**

Subscription Type	Union/ Professional			Religious/ Educational			Veterans		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Paid (ordered by household)	8.3	6.1	6.8	7.9	8.7	8.3	0.5	0.5	0.5
Free (ordered by household) ①	21.7	18.8	18.0	25.6	12.8	12.2	4.4	1.2	0.5
Gift Subscription	4.0	0.7	2.5	18.1	13.9	16.7	0.5	0.0	0.0
Other Type	19.1	13.3	6.6	22.7	14.2	15.2	2.3	0.0	0.0
Free (came with membership)	21.1	37.4	34.8	16.0	15.2	12.2	1.9	3.6	2.5

Subscription Type	Charitable			Other			Don't Know/ No Answer		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Paid (ordered by household)	0.5	0.4	0.4	81.1	83.1	83.8	1.7	1.1	0.2
Free (ordered by household) ①	2.8	0.4	0.3	44.1	66.6	68.2	1.4	0.3	0.8
Gift Subscription	1.4	0.3	1.1	73.4	85.1	79.4	2.6	0.0	0.4
Other Type	2.6	0.0	0.0	50.7	71.2	78.2	2.7	1.3	0.0
Free (came with membership)	6.2	3.3	3.3	54.8	40.3	46.7	0.0	0.2	0.5

①Fluctuations may be due to small sample sizes.

②Percentages are row percentages within each subscription type.

**Table A5-7**  
**Periodicals -- Satisfaction With Delivery**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

<b>Time of Arrival</b>	<b>Percentage of Pieces</b>		
	<b>1987</b>	<b>2006</b>	<b>2007</b>
Arrived earlier than expected	5.0	8.3	7.1
Arrived on the day expected	40.9	37.3	36.3
Was not expected to arrive on any special day	43.9	41.0	45.2
Arrived later than expected	3.8	2.9	2.7
Don't Know/No answer	6.5	10.4	8.7
Total	100.0	100.0	100.0

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

**Table A5-8**  
**Periodicals -- Need for Delivery**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

<b>Delivery</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Could arrive a day later	40.2	33.2	32.8
Comes on proper day	19.5	19.4	18.4
No regular day	9.0	16.3	16.9
Regular day is too late	0.9	1.0	0.6
Day doesn't matter	22.7	19.1	22.3
Other need	0.4	0.3	0.2
Don't know/No answer	7.2	10.7	8.8
Total	100.0	100.0	100.0

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

**Table A5-9**  
**Periodicals -- Satisfaction With Delivery by Postal Region**  
**(Percent of Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Satisfaction with Delivery	Northeast			Eastern			Southern			Central			Western		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
On time/earlier	50.2	50.6	42.9	45.6	43.7	43.9	41.4	47.5	46.0	50.7	46.1	44.8	40.5	40.7	37.6
Not expected on any special day	40.1	37.8	46.0	43.2	42.1	44.8	45.0	37.9	39.7	42.7	41.5	44.3	48.2	45.6	51.0
Arrived later than expected	3.4	2.8	2.0	5.5	2.5	2.8	3.6	2.6	2.1	2.2	2.9	2.7	4.7	4.0	3.8
Don't know/No answer	6.4	8.9	9.0	5.7	11.7	8.5	9.9	12.1	12.2	4.3	9.6	8.2	6.7	9.7	7.6
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

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

**Table A5-10**  
**Periodicals -- Households' Need for Delivery by Postal Region**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Satisfaction with Delivery	Northeast			Eastern			Southern			Central			Western		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Could arrive a day later with no inconvenience	42.6	33.5	36.7	40.9	30.8	31.2	42.6	38.5	33.0	37.1	31.1	33.0	39.3	33.1	32.5
Comes on proper day now	18.5	19.0	17.6	21.4	17.1	19.1	15.1	18.7	18.2	25.6	21.5	20.1	15.1	20.7	14.0
No regular delivery day	10.1	15.8	15.7	7.0	19.6	16.9	9.2	15.0	17.9	8.0	14.6	16.1	11.2	16.6	19.0
Regular delivery day is so late as to cause inconvenience	0.2	0.9	0.5	2.2	1.1	0.6	0.9	1.1	0.4	0.5	0.8	0.5	0.9	0.9	1.0
Exact delivery date of little importance	20.7	19.8	20.1	21.8	18.3	23.2	22.0	14.3	18.4	23.7	22.1	21.8	24.7	20.5	26.0
Other Need/Don't know/No answer	7.9	10.9	9.3	6.7	13.1	9.0	10.2	12.5	12.1	5.1	10.0	8.5	8.8	8.3	7.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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



## Appendix A6: Packages & Expedited





**Table A6-1**  
**Packages and Expedited Received - by Delivery Company**  
**(Percentage of Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Carrier	Percent		
	1987	2006	2007
United States Postal Service:			
First-Class and Priority	15.4	40.7	29.6
Express Mail	0.7	0.7	1.0
Third-Class Single Piece	2.3	N/A	N/A
Standard Mail Total	25.1	20.6	24.6
Standard Mail Regular	25.1	18.5	21.2
Standard Mail Regular Enhanced Carrier Route	①	0.6	0.7
Standard Mail Regular Not Flat-Machinable	N/A	N/A	0.6
Standard Mail Nonprofit	①	1.2	2.0
Standard Mail Nonprofit Enhanced Carrier Route	①	0.3	0.1
Standard Mail Nonprofit Not Flat-Machinable	N/A	N/A	0.2
Parcel Post - Total	4.9	6.1	7.2
Non-DBMC Parcel Post	4.9	1.5	2.2
DBMC Parcel Post	①	4.6	5.0
Bound Printed Matter - Total	8.9	5.9	8.9
Single Piece Bound Printed Matter	2.9	N/A	N/A
Bulk Rate Bound Printed Matter	6.0	N/A	N/A
Special Standard Mail ②	9.7	3.5	3.6
Library Rate	0.1	0.2	0.3
Other/Can't classify	1.1	1.5	2.0
No answer	3.4	2.0	0.7
Total USPS	71.7	81.1	77.9
Other Carriers:			
United Parcel Service Total	23.6	12.0	14.6
United Parcel Service -- Next Day Air	1.6	0.5	0.6
United Parcel Service -- Second Day Air	0.9	0.8	1.8
United Parcel Service -- 3 Day Select/Ground	21.1	10.7	12.2
Federal Express	0.3	4.0	4.0
Emery	0.0	N/A	N/A
Roadway	0.1	③	③
DHL/Airborne	N/A	0.9	1.3
Other	0.5	0.8	0.5
Total Other Carriers	27.8	17.6	20.4
Don't know/no answer	3.6	1.2	1.5
Total	100.0	100.0	100.0
Total Packages Per Household	0.3	0.6	0.6

①Data was not collected prior to 1997.

②Special Standard Mail includes Media Mail.

③Not collected after 2001.

**Table A6-2**  
**Packages and Expedited Received - Packages Delivered by the Postal Service by Class and Sender**  
**(Percentage of Pieces by Class)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Mail Class	Business			Friend/Relative			Other/Unknown ②		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
First-Class and Priority	43.6	71.0	68.7	53.6	16.3	19.1	2.8	12.7	12.2
Express Mail ②	10.8	43.1	79.7	52.0	56.9	18.6	27.2	0.0	1.7
Standard Mail - Total	94.8	85.8	82.5	2.2	4.2	5.2	3.1	10.0	12.3
Standard Mail - Regular	94.8	86.4	83.0	2.2	3.1	3.6	3.1	10.5	13.4
Standard Mail - Enhanced	①	88.2	86.7	①	5.7	0.0	①	6.1	13.3
Standard Mail - Not Flat-Machinable	N/A	N/A	100.0	N/A	N/A	0.0	N/A	N/A	0.0
Standard Mail - Nonprofit	①	74.6	81.9	①	0.0	0.0	①	25.4	18.1
Standard Mail - Nonprofit Enhanced	①	100.0	100.0	①	0.0	0.0	①	0.0	0.0
Standard Mail - Not Flat-Machinable	N/A	N/A	100.0	N/A	N/A	0.0	N/A	N/A	0.0
Parcel Post - Total	63.1	74.6	85.9	36.9	0.0	0.0	0.0	25.4	14.1
Non-DBMC Parcel Post ②	63.1	75.2	73.3	36.9	17.6	23.4	0.0	7.2	3.3
DBMC Parcel Post	①	93.8	92.4	①	1.5	3.0	①	4.7	4.7
Bound Printed Matter - Total	98.6	76.2	75.4	0.0	0.4	0.2	1.4	23.4	24.4
Special Standard Mail	98.5	86.3	83.0	0.0	9.7	10.3	5.0	4.1	6.7
Library Rate ②	100.0	87.8	100.0	0.0	0.0	0.0	0.0	12.2	0.0

① Data was not collected prior to 1997.

② Fluctuations may be due to small sample sizes.

**Table A6-3**  
**Packages and Expedited Received - Sender/Content by Carrier**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Content ①	Percent of Total			Percent Sent Via Postal Service②			Percent Sent Via UPS②		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Book	15.9	9.5	13.0	89.6	87.1	92.6	10.0	10.3	5.9
Record, tape or CD	6.7	18.7	5.4	87.3	94.7	80.2	8.0	2.6	8.6
Item from a friend or relative	16.7	10.4	10.4	69.0	83.2	80.0	23.2	9.3	10.7
Order from catalog	19.1	9.9	8.6	47.1	72.2	64.7	56.9	19.7	28.0
Order from store ②	5.1	1.3	2.0	43.5	70.1	70.7	55.0	21.8	15.4
Other mail order	11.5	49.3	46.4	67.5	76.0	71.0	30.4	16.3	21.0

①Packages can contain more than one type of content.

②Fluctuations may be due to small sample sizes.

**Table A6-4**  
**Packages Received - by Special Services**  
**(Percentage of Packages Delivered by the Postal Service)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

<b>Special Services ②</b>	<b>Percent</b>		
	<b>1987</b>	<b>2006</b>	<b>2007</b>
Special Handling	3.0	1.6	1.1
Special Delivery ①	1.3	10.3	14.4
Certified	0.1	0.2	0.1
Registered	0.1	1.1	1.5
Insurance	3.2	0.7	0.7
C.O.D.	1.6	0.0	0.0
Other	2.5	1.5	1.5
Total	8.7	15.5	19.3

①Changed to Delivery Confirmation in PFY 2001.

②Does Not Include Expedited Mail.

**Table A6-5**  
**Packages and Expedited Received - Carrier by Income**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary and Recruitment Data)**

Carrier	Under \$7K ①			\$7K - \$9.9K ①			\$10K - \$14.9K ①			\$15K - \$19.9K ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Postal Service	68.9	92.1	84.3	71.1	71.9	42.7	74.8	90.1	91.1	79.9	84.5	89.9
UPS	20.8	2.1	8.5	23.8	3.1	57.3	21.1	2.8	2.8	18.3	2.5	6.9
Other	0.0	0.8	7.2	2.2	10.6	0.0	0.0	3.6	3.5	0.0	11.2	2.3
Don't know/No answer	10.2	5.0	0.0	2.8	14.4	0.0	4.0	3.5	2.7	1.8	1.9	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
Total Packages Per Household Per Week	0.20	0.90	0.67	0.14	0.25	0.32	0.12	0.35	0.28	0.15	0.34	0.26

Carrier	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Postal Service	75.4	81.0	84.5	63.3	83.9	87.0	82.1	83.9	87.0	73.0	80.2	83.7
UPS	17.8	12.5	10.4	31.2	9.6	6.9	15.3	9.6	6.9	24.4	11.9	13.3
Other	3.3	4.5	1.8	0.7	4.6	5.4	0.5	4.6	5.4	0.2	6.3	2.9
Don't know/No answer	3.6	2.0	3.3	4.9	2.0	0.6	2.1	2.0	0.6	2.4	1.6	0.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total Packages Per Household Per Week	0.24	0.42	0.29	0.34	0.46	0.33	0.31	0.46	0.33	0.39	0.45	0.38

Carrier	\$50K - \$64.9K			Over \$65K		
	1987	2006	2007	1987	2006	2007
Postal Service	66.7	81.3	77.7	62.3	78.1	76.1
UPS	28.4	10.7	12.9	31.1	14.5	15.7
Other	0.0	7.0	8.7	5.3	6.3	7.7
Don't know/No answer	5.0	1.0	0.7	0.9	1.1	0.4
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Packages Per Household Per Week	0.42	0.55	0.44	0.45	0.73	0.50

① Fluctuations may be due to small sample sizes.

Note: 2006 and 2007 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 A6-6**  
**Packages and Expedited Received - Carrier by Postal Region**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Carrier	Northeast			East			South			Central			West		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Postal Service	62.3	79.5	77.6	70.1	79.4	80.4	75.7	78.7	81.5	75.1	80.4	77.9	72.7	82.3	67.5
UPS	26.9	12.7	15.8	25.6	11.1	13.6	20.8	10.4	12.1	22.6	14.1	12.0	22.9	11.4	21.5
Other	3.0	6.0	6.0	1.6	7.7	5.7	0.7	7.3	5.7	0.4	4.5	8.9	0.2	5.2	7.4
Don't know/No answer	7.8	1.8	0.6	2.8	1.8	0.3	2.7	3.6	0.7	0.6	1.1	1.2	0.2	1.1	3.6
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

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

**Table A6-7**  
**Packages and Expedited Sent by Delivery Company**  
**(Percentage of Pieces by Class and Carrier)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Carrier	Percent		
	1987	2006	2007
United States Postal Service:			
First-Class and Priority	39.0	68.2	49.9
Express	0.0	2.5	3.1
Parcel Post	13.5	11.7	14.8
Special Standard ①	3.5	3.1	4.7
International	6.0	1.4	5.2
Other	0.0	2.0	1.9
Don't know	3.4	0.7	0.0
Total USPS	81.7	89.6	79.5
Other Carriers:			
United Parcel Service Total	16.3	5.9	5.0
United Parcel Service -- Next Day Air	0.6	0.1	0.5
United Parcel Service -- Second Day Air	0.9	0.5	0.2
United Parcel Service -- 3 Day Select/Ground	14.8	5.3	4.3
Federal Express	0.2	1.0	2.3
DHL/Airborne	-	0.7	1.2
Other	0.0	1.5	1.4
Total Other Carriers	16.5	9.1	9.8
Don't know/no answer	1.8	1.3	10.7
Total	100.0	100.0	100.0

①Special Standard includes Media Mail in 2006 and 2007.



**Table A6-8**  
**Packages and Expedited Sent Via the Postal Service by Class and Recipient**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Mail Class	Business			Friend/Relative		
	1987	2006	2007	1987	2006	2007
First Class/Priority	18.3	60.6	32.4	81.7	39.4	67.6
Bulk Rate ①②	26.5	11.4	46.3	73.5	88.6	53.7
Special Standard ①	18.7	32.0	44.8	81.3	68.0	55.2
Parcel Post ①	56.9	46.4	35.2	43.1	53.6	64.8

①Fluctuations may be due to small sample sizes.

②Collected in 2006 and 2007 as "Bound Printed Matter".

**Table A6-9**  
**Packages and Expedited Sent -- Choice of Carrier by Income**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Carrier	Under \$25K ①			\$25K - \$49.9 ①			\$50K+ ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Postal Service	90.9	93.5	87.8	78.6	91.0	87.5	80.0	88.4	76.7
UPS	9.1	4.2	0.5	17.8	4.8	3.6	20.0	6.3	6.5
Other	0.0	1.2	2.5	0.0	4.2	1.1	0.0	3.7	6.2
Don't know/No answer	0.0	1.1	9.2	3.6	0.0	7.8	0.0	1.6	10.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total Packages Per Household Per Week	0.04	0.07	0.04	0.08	0.09	0.07	0.14	0.17	0.11

① Fluctuations may be due to small sample sizes.

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

**Table A6-10**  
**Packages Sent by Distance**  
**(Percentage of Packages Sent by Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Distance ①	Percent		
	1987	2006	2007
Local	1.6	2.2	3.0
Less than 51 miles	2.3	3.1	2.6
51 - 150 Miles	9.8	5.2	7.1
151 - 300 Miles	15.4	3.9	13.4
301 - 600 Miles	16.8	10.4	10.8
601 - 1000 Miles	18.2	7.2	10.3
1001 - 1400 Miles	13.5	8.6	8.9
1400 - 1800 Miles	5.3	2.7	5.2
Greater than 1800 miles	7.6	9.1	13.2
Out of United States	5.8	3.5	10.8
Other/ Unknown	3.8	44.2	14.8
Total	100.0	100.0	100.0

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

①Does Not Include Expedited Mail.



## Appendix A7: Electronic Communications



**Table A7-1**  
**Household Electronic Mail Capability by Income**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment Data)**

Capability	Under \$7K ①			\$7K - \$9.9K ①			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Have personal computer	N/A	28.2	29.8	N/A	34.3	37.3	N/A	41.4	45.4	N/A	44.7	48.5
Have Internet access	N/A	20.0	20.1	N/A	25.9	21.3	N/A	27.1	30.1	N/A	33.9	36.0
Have Broadband access	N/A	9.6	12.3	N/A	9.1	10.7	N/A	8.6	12.3	N/A	10.6	16.3

Capability	\$20K - \$24.9K			\$25K - \$34.9K			\$35K - \$49.9K			\$50K - \$64.9K		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Have personal computer	N/A	52.7	56.5	N/A	65.6	67.0	N/A	74.4	76.7	N/A	83.7	86.0
Have Internet access	N/A	43.0	46.4	N/A	56.5	57.2	N/A	63.7	69.4	N/A	77.0	78.7
Have Broadband access	N/A	17.2	24.0	N/A	22.6	30.3	N/A	28.5	42.8	N/A	38.8	49.9

Capability	\$65K - \$79.9K			\$80K - \$99.9K			\$100K - Over		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Have personal computer	N/A	90.3	91.1	N/A	93.3	95.7	N/A	95.6	96.5
Have Internet access	N/A	84.3	87.3	N/A	88.6	92.7	N/A	93.2	95.1
Have Broadband access	N/A	46.3	58.8	N/A	55.6	73.9	N/A	66.6	79.5

①Fluctuations may be due to small sample sizes.

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 1987, 2006 and 2007**  
**(Recruitment Data)**

Capability	< 8th Grade ①			Some High School			High School			Some College		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Have personal computer	N/A	41.3	35.7	N/A	46.6	54.8	N/A	68.3	72.7	N/A	81.7	84.5
Have Internet access	N/A	31.9	27.7	N/A	35.2	41.2	N/A	59.5	64.9	N/A	74.8	77.5
Have Broadband access	N/A	11.7	14.1	N/A	15.2	20.7	N/A	26.7	40.0	N/A	40.3	52.6

Capability	Tech School			College			Post Graduate		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Have personal computer	N/A	80.3	83.9	N/A	89.5	91.9	N/A	93.0	94.9
Have Internet access	N/A	71.7	79.2	N/A	84.7	88.5	N/A	90.0	91.9
Have Broadband access	N/A	32.2	52.2	N/A	53.6	68.5	N/A	58.7	72.2

①Fluctuations may be due to small sample sizes.

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 1987, 2006 and 2007**  
**(Recruitment Data)**

Capability	18 - 21			22 - 24			25 - 34			35 - 44		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Have personal computer	N/A	66.1	85.8	N/A	80.8	78.2	N/A	79.6	85.6	N/A	87.5	89.0
Have Internet access	N/A	56.5	75.7	N/A	72.5	66.1	N/A	70.2	78.6	N/A	79.6	83.3
Have Broadband access	N/A	27.0	62.1	N/A	44.7	53.7	N/A	44.4	62.5	N/A	46.6	62.2

Capability	45 - 54			55 - 64			65 - 69			70+		70-74	75+
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	2007
Have personal computer	N/A	86.0	88.2	N/A	77.3	81.9	N/A	67.1	71.2	N/A	47.8	64.4	48.9
Have Internet access	N/A	79.7	82.6	N/A	70.6	75.2	N/A	59.8	63.9	N/A	40.4	54.2	41.5
Have Broadband access	N/A	44.8	57.6	N/A	37.4	51.3	N/A	28.1	40.0	N/A	14.2	31.3	18.6

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 - 2007 (Diary Data)**

	2000	2001	2002	2003	2004	2005	2006	2007
Correspondence								
Personal	7,211	7,456	7,154	6,457	6,561	5,870	6,079	5,610
Greeting Cards	4,052	4,472	4,456	3,816	4,014	3,586	3,935	3,571
Letter from Friend or Relative	1,769	1,839	1,629	1,467	1,385	1,227	1,138	1,116
Other Personal	1,391	1,145	1,070	1,174	1,161	1,057	1,006	923
Business/Government	6,433	6,859	6,881	6,584	6,974	6,328	5,029	4,355
Social	2,660	2,470	2,613	2,918	2,333	2,318	2,198	2,541
Total	16,304	16,785	16,649	15,960	15,867	14,517	13,306	12,506
Transactions								
Bills	12,618	13,669	14,315	14,237	14,555	14,345	14,111	13,808
Financial Statements	6,117	7,598	6,874	6,429	6,452	6,594	6,920	7,133
Credit Card Statement/Bill	2,958	4,423	4,280	4,305	3,926	4,311	4,969	4,980
Notice or Confirmation of Order	2,007	2,502	2,860	2,429	2,252	2,518	2,738	3,242
Payment/Check/Credit	1,481	1,679	1,635	1,618	1,552	1,437	1,439	1,418
Other ①	2,500	1,629	1,679	1,698	1,329	2,306	2,680	3,647
Total	27,680	31,501	31,643	30,716	30,065	31,512	32,857	34,228
Advertising (Ads Only)								
	7,930	10,743	10,624	9,659	8,840	10,546	10,343	9,034
CD/DVD/Video Games ②								
	N/A	N/A	N/A	N/A	N/A	N/A	N/A	640
DK/RF								
	4,890	1,483	1,613	2,534	2,498	2,208	2,916	2,449
Total First-Class Received								
	56,805	60,512	60,529	58,869	57,270	58,783	59,423	58,856

① Other Transactions include Rebates, Request for Donation, Confirmation of Donation, Social Bills, Direct Deposit Receipts, Sweepstakes, Educational Acceptances, Insurance Related, Replacement Credit Cards and Tax Related

② 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 - 2007 (Diary Data)**

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

① Other Transactions include Rebates, Request for Donation, Confirmation of Donation, Social Bills, Direct Deposit Receipts, Sweepstakes, Educational Acceptances, Insurance Related, Replacement Credit Cards and Tax Related

② 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 - 2007 (Diary Data)**

	2000	2001	2002	2003	2004	2005	2006	2007
Correspondence								
Personal	6,680	7,135	7,154	6,457	6,561	5,870	6,277	5,811
Greeting Cards	3,818	4,561	4,223	3,958	4,332	4,010	4,294	3,887
Letter to Friend or Relative	1,915	1,740	1,974	1,561	1,513	1,071	1,240	1,250
Other Personal	947	833	957	938	715	789	744	675
Business/Government	2,057	2,049	2,142	1,610	1,720	1,702	1,662	1,678
Social	775	419	444	440	447	417	372	454
Total	9,512	9,603	9,740	8,508	8,728	7,989	8,311	7,944
Transactions								
Bill Payment	11,327	11,212	11,996	10,707	11,152	10,809	9,949	10,202
Orders	853	734	774	739	734	769	612	560
Donations	578	572	574	536	598	560	524	550
Total	12,758	12,518	13,345	11,981	12,484	12,139	11,085	11,311
CD/DVD/Video Games ①								
	N/A	N/A	N/A	N/A	N/A	N/A	N/A	540
DK/RF								
	361	1,701	1,982	1,176	1,185	1,013	824	966
Total First-Class Sent								
	22,631	23,822	25,067	21,665	22,396	21,141	20,219	20,761

① CD/DVD/Video Games not collected as a separate category prior to 2007.

**Table A8-4**  
**Shares of First Class Mail Sent by type ①**  
**Years 2000 - 2007 (Diary Data)**

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

① CD/DVD/Video Games not collected as a separate category prior to 2007.

**Table A8-5**  
**Bills Paid by Method**  
**Average Pieces per Household per Month**  
**Years 2000 - 2007 (Recruitment 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>
Mail	8.7	8.8	8.7	8.3	8.4	8.0	7.4	7.5
Internet	.2	.4	.5	.7	1.1	1.3	1.6	1.9
Auto Deduction from Bank	.8	.8	1.0	1.0	1.2	1.2	1.3	1.4
In Person	1.0	.8	.9	.8	.8	.8	.8	.7
Credit Card	N/A	N/A	.2	.2	.3	.3	.4	.4
Telephone	.1	.2	.2	.2	.3	.3	.3	.3
ATM	0	0	0	0	0	0	0	0
Total	11.0	11.0	11.5	11.3	12.1	11.9	11.8	12.1
Total Electronic ①	1.2	1.4	1.9	2.1	2.9	3.2	3.6	3.9

①Includes 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 - 2007 (Recruitment 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>
Mail	80%	80%	75%	74%	70%	67%	63%	62%
Internet	2%	4%	4%	6%	9%	11%	14%	16%
Auto Deduction from Bank	7%	7%	8%	9%	10%	10%	11%	11%
In Person	9%	8%	8%	7%	6%	6%	7%	6%
Credit Card	N/A	N/A	2%	2%	3%	3%	3%	3%
Telephone	1%	2%	2%	2%	2%	2%	3%	2%
ATM	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Total Electronic ①	11%	13%	17%	19%	24%	27%	30%	32%

①Includes 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 - 2007 (Recruitment 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>
Mail	92%	91%	93%	92%	93%	93%	92%	92%
Auto Deduction from Bank Account	31%	32%	41%	41%	49%	52%	52%	53%
Internet	4%	8%	11%	14%	20%	24%	28%	30%
In Person	35%	30%	33%	33%	32%	33%	36%	31%
Credit Card	N/A	N/A	15%	15%	19%	19%	21%	21%
Telephone	5%	8%	9%	10%	12%	14%	15%	13%
ATM	2%	2%	2%	1%	1%	1%	1%	1%

**Table A8-8**  
**Type of Payments made by Mail**  
**Pieces in Millions by Payee Type**  
**Years 2000 - 2007 (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>Financial</b>								
Credit Card	2,553	2,414	2,564	2,355	2,380	2,302	2,039	2,019
Bank, S&L, Credit Union	752	780	889	761	770	834	659	759
Insurance Company	858	750	908	756	867	805	781	785
Real Estate/Mortgage	368	332	353	310	380	398	356	369
Other Financial	168	130	100	99	57	78	90	96
Total Financial	4,699	4,407	4,814	4,282	4,454	4,418	3,924	4,028
<b>Merchants</b>								
Department Store	481	381	488	364	356	433	329	329
Publisher	499	408	471	374	373	321	326	289
Mail Order Company	298	278	254	194	193	180	203	151
Other Merchants	239	212	187	177	176	164	209	214
Total Merchants	1,518	1,280	1,401	1,109	1,098	1,097	1,067	983
<b>Services</b>								
Telephone Company	1,378	1,602	1,597	1,542	1,510	1,323	1,292	1,232
Utility Company	1,437	1,669	1,678	1,540	1,810	1,642	1,509	1,606
Medical and Other Professional	612	645	698	672	751	729	698	822
Cable TV	594	515	603	602	587	646	612	596
Other Service	538	445	462	400	392	396	383	384
Total Service	4,560	4,875	5,039	4,756	5,051	4,736	4,494	4,640
<b>Manufacturers</b>								
Manufacturers	24	47	31	54	41	34	24	30
<b>Government</b>								
Government	302	364	409	318	374	388	299	406
<b>Social</b>								
Social	139	68	144	64	4	35	27	0
<b>Other/Don't Know/Refused</b>								
Other/Don't Know/Refused	84	171	160	123	131	101	113	114
<b>Total - All Industries</b>								
Total - All Industries	11,327	11,212	11,996	10,707	11,152	10,809	9,949	10,202



**Table A8-10**  
**Share of Households by Internet Access type**  
**Years 2000 - 2007 (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>
None	52%	39%	36%	30%	29%	28%	28%	23%
Total Internet Access	48%	61%	64%	70%	71%	72%	72%	77%
Dial-up	48%	61%	64%	70%	38%	35%	28%	20%
Cable Modem					14%	16%	20%	25%
Other Broadband					6%	6%	6%	4%
DSL					10%	13%	18%	26%
Other/DK/RF					3%	2%	1%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%

NOTE: Type of Internet Access not collected prior to 2004.



**Table A8-12**  
**Advertising Volume**  
**Pieces in Millions**  
**Years 2000 - 2007 (Diary Data)**

	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
First-Class Ads	15,335	19,146	18,376	17,450	16,329	18,395	17,997	16,888
Advertising Only	7,930	10,743	10,624	9,659	8,840	10,546	10,343	9,034
Secondary Advertising	7,404	8,402	7,752	7,791	7,489	7,849	7,653	7,854
Standard Ads ①	60,496	72,174	71,088	74,205	78,119	83,498	86,874	83,411
Total Ads	75,830	91,319	89,464	91,655	94,448	101,893	104,871	100,299
First-Class Ads Share of Total Ads	20%	21%	21%	19%	17%	18%	17%	17%

① Prior to 2007, Detached Address Labels (approx. 3 billion in 2006) were counted as separate pieces, resulting in double counting errors.

**Table A8-13**  
**Advertising Mail By Sender Type**  
**Pieces in Millions**  
**Years 2000 - 2007 (Diary Data)**

	2000	2001	2002	2003	2004	2005	2006	2007
First-Class Ads ①								
Financial	6,111	7,876	8,057	7,375	7,036	8,578	7,948	6,696
Merchants	4,241	5,063	4,263	4,092	3,811	4,033	3,955	3,957
Services	3,517	4,564	4,608	4,545	4,222	4,328	4,541	4,629
Manufacturers	286	406	376	388	388	401	373	469
Government	230	286	275	277	272	405	427	349
Social	836	891	718	680	564	595	675	704
Other	114	60	78	93	36	55	78	84
Total	15,335	19,146	18,376	17,450	16,329	18,395	17,997	16,888
Standard Ads ②								
Financial	8,156	12,641	13,397	13,961	16,306	19,367	19,909	17,921
Merchants	23,645	29,709	28,707	27,623	27,904	28,965	30,363	29,876
Services	6,194	9,099	8,213	8,932	9,082	9,948	9,619	10,853
Manufacturers	846	1,220	1,102	1,401	1,399	1,643	1,537	1,529
Government	1,053	1,089	1,192	973	1,166	1,283	1,626	1,408
Social	11,911	10,632	10,759	12,722	13,135	13,630	14,082	13,756
From Multiple Organizations	7,865	7,262	7,236	8,055	8,600	8,081	9,169	7,673
Other	825	521	483	538	527	580	569	396
Total	60,496	72,174	71,088	74,205	78,119	83,498	86,874	83,411
Total Ads								
Financial	14,267	20,517	21,453	21,337	23,342	27,945	27,857	24,617
Merchants	27,886	34,772	32,970	31,715	31,716	32,998	34,318	33,832
Services	9,711	13,663	12,821	13,477	13,304	14,276	14,160	15,482
Manufacturers	1,131	1,626	1,478	1,789	1,787	2,044	1,909	1,998
Government	1,283	1,375	1,467	1,249	1,439	1,688	2,053	1,757
Social	12,747	11,523	11,477	13,402	13,698	14,225	14,757	14,460
From Multiple Organizations	7,865	7,262	7,236	8,055	8,600	8,081	9,169	7,673
Other	939	582	561	631	564	636	648	480
Total	75,830	91,319	89,464	91,655	94,448	101,893	104,871	100,299

① Includes Secondary Advertising

② Prior to 2007, Detached Address Labels (approx. 3 billion in 2006) were counted as separate pieces, resulting in double counting errors.



**Table A8-14**  
**Advertising Mail By Sender Type**  
**Percent of Pieces**  
**Years 2000 - 2007 (Diary Data)**

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

① Includes Secondary Advertising

② Prior to 2007, Detached Address Labels (approx. 3 billion in 2006) were counted as separate pieces, resulting in double counting errors.

**Table A8-15**  
**Treatment Of Advertising Material By Household Income**  
**Percent of Households**  
**Years 2000 - 2007 (Recruitment Data)**

	2000	2001	2002	2003	2004	2005	2006	2007
Usually Read - Total	14%	13%	13%	13%	15%	15%	15%	16%
Under \$25K	49%	41%	36%	41%	34%	33%	33%	34%
\$25 - \$ 49.9	27%	28%	26%	27%	30%	29%	29%	29%
\$50 - \$64.9	10%	13%	13%	12%	14%	14%	13%	13%
\$65 +	14%	19%	25%	21%	22%	24%	25%	24%
Usually Scan - Total	40%	38%	37%	38%	37%	38%	36%	33%
Under 25K	33%	27%	22%	25%	23%	21%	21%	19%
\$25 - \$ 49.9	31%	30%	26%	27%	28%	26%	26%	26%
\$50 - \$64.9	13%	14%	17%	17%	16%	17%	15%	16%
\$65 +	24%	30%	35%	31%	33%	35%	37%	40%
Read Some - Total	28%	29%	30%	30%	32%	32%	32%	32%
Under 25K	29%	24%	18%	19%	18%	18%	17%	17%
\$25 - \$ 49.9	32%	28%	26%	26%	24%	23%	26%	23%
\$50 - \$64.9	13%	12%	16%	17%	17%	17%	16%	15%
\$65 +	27%	36%	40%	38%	41%	42%	41%	45%
Usually Don't Read - Total	18%	20%	20%	19%	16%	16%	17%	19%
Under 25K	35%	30%	25%	25%	22%	22%	18%	20%
\$25 - \$ 49.9	28%	25%	23%	25%	22%	22%	25%	22%
\$50 - \$64.9	12%	12%	15%	15%	14%	16%	16%	14%
\$65 +	26%	33%	37%	35%	42%	40%	41%	44%

**Table A8-16**  
**Purchases Resulting from Ad Mail In Previous Month**  
**Percent of Households**  
**Years 2000 - 2007 (Recruitment Data)**

	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
None	76%	79%	75%	74%	75%	77%	75%	78%
1	11%	9%	11%	12%	12%	11%	11%	12%
2	6%	5%	6%	6%	6%	6%	7%	5%
3-5	5%	4%	5%	5%	4%	4%	5%	4%
6 or More	1%	1%	2%	2%	2%	1%	2%	1%

# Appendix B: Methodology

## Study Design and Methodology

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

The HDS uses a two-stage survey design: Stage 1 is an interviewer-mediated household recruitment interview. Stage 2 is a self-completion mail diary [Appendix C contains the survey instruments]. The HDS uses a multi-mode approach to minimize response bias, improve data accuracy through efficient data checking and householder 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 personal demographics, recall of mail sent and received, adoption and use of communications technologies, bill payment behavior, and attitudes towards advertising.

### Mail Diary

The **mail diary** covers a seven-day period (Monday to Sunday) and collects information on the number of mail pieces received and sent, industry source, mail characteristics, and attitudes regarding mail received.

## Sample Design

This section describes the household selection process for participation in the HDS. A sample is the representative subset of the survey population used to gain information about the entire population. The population of inference for the HDS is all U.S. households. The probability design ensures each household has an equal chance of selection.

The sample design allows projections of results to all U.S. households. The Postal Service provided an address sample that NuStats matched for known telephone listings. Generally, the study was conducted using telephone sampling for household selection and screening, followed by diaries mailed

to eligible households and completed by each household unit. Households without telephones were contacted via the U.S. Mail. The sample design involves a systematic sample stratified by 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. This sample was then tagged with variables indicating each housing unit's geographic location in terms of Census region and stratum.

Sample was drawn for each of the four quarters based on known proportions of households within a Census region and urban or rural location. Census regions are defined by state. Urban and rural location is defined by county and metropolitan status as defined by the U.S. Census Bureau. The strata are defined by county as follows:

- **Stratum 1:** Counties that are part of the thirty largest metropolitan areas in the United States, defined by population, according to Census 2000 100 percent counts.
- **Stratum 2:** Counties that are part of metropolitan areas but are not in Stratum 1.
- **Stratum 3:** Counties that are not part of a metropolitan area.

Quarterly sample frames were then derived based on the amount of sample needed for each quarter, and sample was allocated to region and strata cells based on known proportions as indicated by Census 2000 counts of households.

The sample was continuously "fielded" throughout all 52 weeks of the year. Sample was released in a manner designed to recruit equal sample sizes for each diary week, resulting in a sample file of at least 5,200 households. Table B.1 below shows the distribution of recruited and completed households.

**Table B.1:**  
Sample by Postal Quarter

Quarter	Required Sample	Recruited Households	Completed Households
Quarter 1	1,300	2,067	1,302
Quarter 2	1,300	2,097	1,383
Quarter 3	1,300	2,021	1,370
Quarter 4	1,300	2,028	1,407
<b>Total</b>	<b>5,200</b>	<b>8,213</b>	<b>5,462</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 2007 household interview consisted of 8,213 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 125 data items and took an average of 24 minutes to administer. The flow of the interview included the following elements:

- **Introduction.** Each interview began with an introduction and purpose of the interview. The interviewer also verified the respondent's address.
- **Technology adoption and use.** Questions were asked about ownership and use of personal computers, fax machines, Internet, and other electronic communication. One battery of questions came from the Technology Augment survey, which was discontinued following the FY 2005 study.
- **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.
- **Communication with non-US friends and relatives.** If members of the households had any friends or relatives living overseas, they were asked about cards, letters, e-mails, telephone calls, and wire transfers sent.
- **Bill payments.** Bill payment volumes, methods, and timing were explored in depth.
- **Periodicals.** Summary volumes of magazines and newspapers received by the household were collected.
- **Advertising.** Descriptions of advertising received by the household as well as attitudes about the advertising, and orders placed because of it, were elicited.
- **Online shopping.** Respondents were asked about their online shopping habits, including questions about shipping methods.
- **Financial accounts and credit cards.** Respondents were asked to summarize the total accounts and credit cards held by the household.
- **Household and person demographics.** Demographic items included gender, age, marital status, employment status, educational attainment, race/ethnicity, household income, household wage earners, home ownership, residence tenure, and dwelling type.

The completion rate for the FY 2007 study (defined as the proportion of respondents who completed the diary portion relative to all recruited respondents) was 66.5 percent. This represents an increase from 63.2 percent in 2006. Most recruitment refusals took place prior to hearing who NuStats was and why the firm was calling. Refusal households that were later re-contacted cited time constraints and privacy concerns as reasons for not participating.

### Stage 2: Mail Diary Package

Recruited households were sent mail diaries, instructions, and a toll-free "help" telephone number. The night before an assigned diary week began, NuStats made reminder calls to households to confirm receipt of the packet and answer any questions. If the packet was not received by this time, NuStats re-confirmed the address, assigned a new diary week, and re-sent the packet.

The diary package contained a Certificate of Appreciation, Instruction Booklet, and a photo-based “Quick Start” sheet. The Instruction Booklet provided information about the study, answers to frequently asked questions, instructions for filling out the diary, guidelines for sorting mail, and examples of mail markings.

The diary instrument was composed of two parts:

- **The Question sheets.** The Question sheets were color-coded by mail classification (e.g. First-Class Mail received, First-Class Mail sent, Standard, Bulk Rate, Nonprofit, etc.). Information collected about each mail classification included: type of mail piece (i.e. envelope, postcard, catalog), receiver zip code, sender zip code, mail classification, mail type, sender type, information about advertising enclosed and receiver reaction or responses to it, and timeliness of the mail piece arrival.
- **Seven answer booklets, each specific to a day of the week.** Each booklet was arranged by mail classification and color-coded to correspond to the question sheets.

Households were instructed to enclose pertinent information from each mail piece received to enable NuStats editors to verify or clarify quantity and classes of mail recorded in the diaries. NuStats uses a three-stage editing process to check the accuracy of the diary information recorded by each household. First, returned diary packets are culled for those that represented a reasonable attempt to complete the diary. Second, the diary information recorded for each day is checked to assure sufficient and logical answers as well as to verify recorded information against the mail markings returned in the package. In stage three, a second editor re-checks the diary information recorded for each day. This second edit functions as a quality control check to assure data accuracy. Completed diaries then receive a rating of 1 (little follow-up needed), 2 (follow-up call needed), or 3 (unusable).

During the editing process, correction callbacks were made to households to clarify information or to fill-in missing information. About three percent of returned diaries did not pass the edit checking process, and over half required some form of respondent re-contact to clarify or correct diary information.

Of the 8,213 households recruited to receive a diary package, 5,462 actually returned acceptable completed diaries (defined as containing data suitable for analysis) to NuStats for a completion rate of 66.5 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) in one of two methods, either traditional manual data entry or through optical scanning technology. A data entry program, pre-programmed with data check routines, captured approximately 50 percent of the diary data in a database management file. The remaining 50 percent were scanned using Teleform software. Once scanned, the data were translated into a database file that was easily appended to include the manually entered data.

After completion of data collection, editing and entry tasks, the survey data were contained in eleven data files. One data file contained the Household Interview data. The Mail Diary data were in ten files – one for each mail classification (First-Class Mail received, First-Class Mail sent, etc.). These files were all developed in SAS-PC.

The file variables are identified by variable name. For each file variable, the File Information contains:

- Label, which is a brief description of the variable;
- Measurement level, which specifies the level of measurement as scale (numeric data on an interval or ratio scale), ordinal, or nominal. Nominal and ordinal data can be either string (alphanumeric) or numeric;
- Value formats, which identify the response codes; and
- Column width and alignment.

Several SAS programming operations were necessary to put the Mail Diary data in the desired form for analysis. The structure for these programs was contained in a separate File Information document that accompanied the data delivery.

Various edit routines were used to check the consistency of the reported data and to identify reporting or entry errors. Routine edit checks were conducted to examine questionnaire responses for reasonableness and consistency across items. Routine checks included such items as:

- Response code range checks;
- Checks for proper data skips and patterns of answering questions consistent with prior answers;
- Checks for realistic responses (e.g., number of 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 or respondents were re-contacted. NuStats identified extreme values that were impossible or unlikely, and corrected inconsistent data when possible. For example, extremely high numbers of computers owned by a household were examined to determine whether they were legitimate or probable entry errors.

Some extreme/inconsistent data values unable to be corrected or verified were edited to missing values.

In addition, NuStats performed in-depth customized data checks to ensure data within each record of the Household Interview were logically consistent. For example, a respondent should report paying bills by Internet only if he/she also reports having Internet access. Customized checks were also used to ensure consistency between the Household Interview and Mail Diary data. For example, an addressee was identified as a child (under 18) in the diary only if the household also reported having a child in the Household Interview.

Raw variables, derived variables, and analytical programs were documented in a data documentation binder that accompanied the data delivery. Any information that could be directly or indirectly used to identify individual respondents, such as respondent names, addresses, or telephone numbers, were removed to protect respondent confidentiality and privacy. Such information is stored in a locked archival file.

## **Sample Demographic Profile (all counts unweighted), Government Fiscal Year 2007**

**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	114	136	250	2.3	7.5
\$10,000 - \$14,999	124	104	228	2.5	5.9
\$15,000 - \$19,999	176	104	280	3.6	5.9
\$20,000 - \$24,999	233	133	366	4.8	5.9
\$25,000 - \$34,999	436	201	637	8.9	11.5
\$35,000 - \$49,999	640	311	951	13.1	14.5
\$50,000 - \$64,999	763	332	1095	15.6	11.9
\$65,000 - \$79,999	713	278	991	14.6	8.9
\$80,000 - \$99,999	610	264	874	12.5	8.6
\$100,000 or more	1086	506	1592	22.2	19.2
Don't Know	64	69	133	N/A	N/A
Refused	503	313	816	N/A	N/A
<b>Total</b>	<b>5,462</b>	<b>2,751</b>	<b>8,213</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 US Census Bureau, Current Population Survey Annual Demographic File (March 2007).

**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	1,130	685	1,815	20.7	32.8
Two	3,520	1,542	5,062	64.4	52.7
Three	609	376	985	11.1	10.4
Four	164	106	270	3.0	3.2
Five or More	39	42	81	.7	.9
<b>Total</b>	<b>5,462</b>	<b>2,751</b>	<b>8,213</b>	<b>100.0</b>	<b>100.0</b>

Notes:

Sample Percent based only on retrieved households.

Population percent based on US Census Bureau, Current Population Survey Annual Demographic File (March 2007).

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

Geographic Region	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
Northeast	1,077	587	1,664	19.7	19.2
Midwest	1,370	594	1,964	25.1	23.4
South	1,820	1,047	2,867	33.3	36.0
West	1,195	523	1,718	21.9	21.3
<b>Total</b>	<b>5,462</b>	<b>2,751</b>	<b>8,213</b>	<b>100.0</b>	<b>100.0</b>

Notes:

Sample Percent based only on retrieved households.

Population percent based on US Census Bureau, Census 2000, Summary File 3, Table H6 (Occupied Housing Units).

**Table B.5:**  
Urban / Rural Location by Recruitment / Retrieval Status

Urban / Rural Location	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
30 Largest Metro Areas	2,733	1,484	4,217	50.0	48.7
Other Metro Areas	1,632	814	2,446	29.9	29.9
Non-Metropolitan Areas	1,097	453	1,550	20.1	21.4
<b>Total</b>	<b>5,462</b>	<b>2,751</b>	<b>8,213</b>	<b>100.0</b>	<b>100.0</b>

Notes:

Sample Percent based only on retrieved households.

Population percent based on US Census Bureau, Census 2000; Strata based on Metro Area Classification by County.



**Table B.6:**  
Age of Head of Household by Recruitment / Retrieval Status

Age of Head of Household	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
18 - 24	49	48	97	.9	5.6
25 - 44	1,354	781	2,135	24.9	36.5
45 - 64	2,480	1,143	3,623	45.7	37.5
65+	1,547	756	2,303	28.5	20.5
Refused	32	23	55	N/A	N/A
<b>Total</b>	<b>5,462</b>	<b>2,751</b>	<b>8,213</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 US Census Bureau, Current Population Survey Annual Demographic File (March 2007).

**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	75	88	163	1.4	5.1
Some high school	164	182	346	3.0	8.7
High school graduate	1,384	787	2,171	25.5	30.2
Some college	1,006	504	1,510	18.5	18.3
Technical school graduate	211	108	319	3.9	4.7
College graduate	1,439	654	2,093	26.5	23.0
Postgraduate work	1,152	403	1,555	21.2	10.0
Refused	31	25	56	N/A	N/A
<b>Total</b>	<b>5,462</b>	<b>2,751</b>	<b>8,213</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 US Census Bureau, Current Population Survey Annual Demographic File (March 2007).

## Data Weighting and Expansion

This section explains the methodology used for creating sampling and expansion weights for the FY 2007 Household Diary Study.

The FY 2007 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 2007 Recruitment

Sampling weights were produced separately for the households that participated in the recruitment phase of the FY 2007 HDS, and those that completed and returned a diary. There were two main weighting variables: Geography and Education. FY 2007 recruitment geographic weights were derived from sample households' strata and region:

**Strata:** As mentioned previously, there are 3 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 2007 recruitment data for strata:

**Table B.8:**  
HDS 2007 Recruitment Data: Urban/Rural Location

Urban / Rural Location	Household	Percent	Cumulative Percent
30 Largest Metro Areas	4,217	51.3	51.3
Other Metro Areas	2,446	29.8	81.1
Non-Metro Counties	1,550	18.9	100.0
<b>Total</b>	<b>8,213</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:	
<b>Northeast:</b>	Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.
<b>Midwest:</b>	Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.
<b>South:</b>	Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.
<b>West:</b>	Arizona, Alaska, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming.

**Table B.9:**  
HDS 2007 Recruitment Data: Geographic Region

Geographic Region	Households	Percent	Cumulative Percent
Northeast	1,664	20.3	20.3
Midwest	1,964	23.9	44.2
South	2,867	34.9	79.1
West	1,718	20.9	100.0
<b>Total</b>	<b>8,213</b>	<b>100.0</b>	

**Strata/Regions:** Table B.10 indicates the distribution of households from the FY 2007 recruitment sample within strata and regions.

Population parameters for the intersection of the three strata and four regions were based on 2000 Census counts of households by county. As Table B.10 shows, each county was grouped according to its location within these 12 mutually exclusive and collectively exhaustive geographic categories.

To calculate the weight for each strata/region interval, the population percentage was divided by the sample percentage. Geography weights appear in the last column to the right in Table B.11.

**Table B.10:**  
Distribution of Households within Strata and Region

Geographic Region	Stratum (Urban/Rural Location)			Total
	30 Largest Metro Areas	Other Metro Areas	Non-Metro Areas	
Northeast	1,175	328	161	<b>1,664</b>
Midwest	940	547	477	<b>1,964</b>
South	1,021	1180	666	<b>2,867</b>
West	1,081	391	246	<b>1,718</b>
<b>Total</b>	<b>4,217</b>	<b>2,446</b>	<b>1,550</b>	<b>8,213</b>

**Table B.11:**  
HDS 2007 Recruitment Data: Construction of Geographic Weight

Stratum	Geographic Region	Households (Population)	Percent	Households (Sample)	Percent	Weight
<b>30 Largest Metro Areas</b>	Northeast	13,512,686	13	1,175	14.3	.90
	Midwest	11,317,737	11	940	11.4	.94
	South	12,488,134	12	1,021	12.4	.95
	West	14,020,576	13	1,081	13.2	1.01
<b>Other Metro Areas</b>	Northeast	4,134,396	4	328	4.0	.98
	Midwest	6,617,353	6	547	6.7	.94
	South	15,769,481	15	1,180	14.4	1.04
	West	5,061,183	5	391	4.8	1.01
<b>Non-Metro Areas</b>	Northeast	2,638,540	3	161	2.0	1.28
	Midwest	6,799,442	6	477	5.8	1.11
	South	9,757,599	9	666	8.1	1.14
	West	3,362,974	3	246	3.0	1.06
<b>Totals</b>		<b>105,480,101</b>	<b>100</b>	<b>8,213</b>	<b>100.0</b>	<b>1.00</b>

Source: Household Population Estimates based on U.S. Census Bureau, 2000 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, 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 2007. In cases where the head of household refused to provide his/her education level, an educational level was imputed based on the average educational level of like cases. There were 56 such cases in 2007; 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 2007 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	5,879,531	5	163	2.0	2.55
Some high school	10,127,996	9	346	4.2	2.07
High school graduate	35,006,983	30	2,171	26.4	1.14
Some college	21,287,851	18	1,555	18.9	.97
Technical school graduate	5,424,318	5	330	4.0	1.16
College graduate	26,660,091	23	2,093	25.5	.90
Post graduate work	11,624,665	10	1,555	18.9	.53
<b>Totals</b>	<b>116,011,435</b>	<b>100</b>	<b>8,213</b>	<b>100.0</b>	<b>1.00</b>

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

## Weighting Procedures – FY 2007 Diary Data

As mentioned above, 8,213 households participated in the recruitment phase of the FY 2007 HDS and 5,462 households completed usable diaries. Balancing weights for the FY 2007 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 116.01 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

$$116,011,435 / 5,462 = 21,239.7$$

Component Weight:

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

Where  $P_s$  = population count in cohort and  
 $P_t$  = total population count;  
 $S_s$  = sample count in cohort and  
 $S_t$  = total sample count.

## Adjustment Factors

In order to account for variations in the reporting of household mail volumes, three types of adjustment factors were used:

- 1) Destination adjustment factors;
- 2) Household-to-Household adjustment factors; and
- 3) Household-to-Nonhousehold adjustment factors.

Destination adjustment factors were calculated from differences between weighted volumes derived from FY 2007 HDS sample data and mailing volumes calculated using the Postal Service's City Carrier Cost System (CCCS) and Rural Carrier Cost System (RCCS). These destination adjustment factors were applied to First-Class Letters & Flats, Standard Regular and Non-Profit Letters & Flats, Postal Service Packages, 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 (1.10) was applied to personal First-Class Letters & Flats.

Household-to-nonhousehold adjustment factors were applied to account for under-reporting of mail sent by households to nonhouseholds. 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 (1.24) 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 2007 Adjustment Factors Utilized by Postal Classification

Postal Classification	Destination Adjustment Factor	Household-to-Household	Household-to-Nonhousehold
First-Class Letters & Flats	.93	1.10	1.24
Standard Regular Letters & Flats	.91	N/A	N/A
Standard Non-Profit Letters & Flats	.91	N/A	N/A
Package Services	.83	N/A	N/A
Expedited	.71	N/A	N/A
Periodicals	.83	N/A	N/A



## Appendix C: Survey Instruments





# Appendix C1: Recruitment Questionnaire





## Recruitment Questionnaire – FY2007 (Final)

### Acronym Dictionary

DK = Don't Know

RF = Refusal

NA = Not applicable

**1. [INT01]** Hello, my name is \_\_\_\_\_, and I'm calling on behalf of the U.S. Postal Service. We're not selling anything. May I speak with an adult in the household, 18 or older?

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

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

RL..... Remove my name. Don't call  
again.=> GO TO OLIST

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

**2. [INT02]** The U.S. Postal Service is conducting a study to better understand the type and amount of mail households like yours receive and send. With the information you and 5,000 other households provide, the Postal Service can make wise decisions about postage rates and staffing needs to ensure an efficient national mail system. The study is purely a research effort and any information you provide will be held strictly confidential. For this study, your household will use diaries to answer questions about the mail you receive and send for one week, and we'll give you a gift for completing the diaries. Before I can get your diaries out to you, I need to get some information about your household, which includes you, members of your family and other people living in your home who are not related to you.

**3. [VADD]** First, I'd like to verify your mailing address. Is it . . .  
ADDR<MADDR> APT<MSUIT> CITY<MCITY> STATE<MSTAT> ZIP<MZIP1><MZIP2><APTML>

1 .....Yes

2 .....No

**3a. [POBOX]** Does your household have a PO Box?

1 .....Yes

2 .....No

**3b. [Q11]** Do any members of your household rent a box from a private mailing service, like Post Office Plus, or Parcel Place?

1 .....Yes

2 .....No

8 .....DK

9 .....NA/RF

**3c. [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 aptml=0; QM=doesn't receive mail in their home mailbox

**4. [Q1]** RESPONDENT GENDER, DON'T ASK

- 1 ..... Male
- 2 ..... Female

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

PROBE FOR SPECIFIC NUMBER, RANGE: 0-90

- 98 ..... DK
- 99 ..... NA/RF

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

PROBE FOR SPECIFIC NUMBER, RANGE: 0-997

- 998 ..... DK
- 999 ..... NA/RF

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

PROBE FOR SPECIFIC NUMBER, RANGE: 0-997

- 998 ..... DK
- 999 ..... NA/RF

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

PROBE FOR SPECIFIC NUMBER, RANGE: 0-997

- 998 ..... DK
- 999 ..... NA/RF

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

PROBE FOR SPECIFIC NUMBER, RANGE: 0-997

98 .....DK  
99 .....NA/RF

**10. [SCRIP8]/[Q8]** Not counting the Christmas and Hanukkah packages your household sends, about how many packages did your household mail in the last month?

PROBE FOR SPECIFIC NUMBER, RANGE: 0-75

98 .....DK  
99 .....NA/RF

**11. [Q9R\_01-05]** Which of the following methods of mailing personal packages—not letter mail—have household members used in the last six months? [MARK ALL THAT APPLY]

- 1 .....Took package to the Post Office
- 4 .....Gave the package to our mail carrier
- 6 .....Put the package in a Postal Service collection box
- 3 .....Took it to a private package shipping company, like UPS or FedEx, or DHL
- 2 .....Took it to a private mailing service, like Post Office Plus or Parcel Place
- 7 .....OTHER, SPECIFY
- 5 .....NONE (HAVE NOT MAILED PACKAGES IN THE LAST SIX MONTHS)
- 8 .....DK
- 9 .....NA/RF

**14. [Q12]** How many times in an average month do household members go to a U.S. Postal Office?

VERIFY RESPONSE IF MORE THAN 30, RANGE: 0-60

98 .....DK  
99 .....NA/RF

**15. [Q13]** How many times in an average month do household members go to a private mailing service?  
RANGE: 0-30

- 0 .....None => GO TO Q22
- 98 .....DK => GO TO Q22
- 99 .....NA/RF => GO TO Q22

**16. [Q14]** Why does your household use a mailing service rather than the post office?

**IF THEY SAY "CONVENIENT" OR "EASIER" OR OTHER VAGUE RESPONSE,  
ASK "Why is it convenient or easier?" SELECT BEST FIT.**

- |  |   |
|--|---|
| 01 ..... HOURS-LONGER/LATER                        | 12 ..... FOR EXTRA SERVICES (COPYING,<br>FAXES, MAIL BOXES, ETC.) |
| 02 ..... LOCATION                                  | 13 ..... SHORTER WAIT TIME/LINES, LESS<br>CROWDED                 |
| 03 ..... OFFERS PICK UP SERVICE                    | 14 ..... 'SHIP TO' REQUESTED IT                                   |
| 04 ..... CHEAPER                                   | 16 ..... ACCEPTS ODD-<br>SHAPED/OVERSIZED PACKAGES                |
| 05 ..... FASTER/OVERNIGHT DELIVERY                 | 18 ..... ON-LINE TRACKING SERVICE                                 |
| 06 ..... OFFERS DROP OFF SERVICE                   | 20 ..... USES ONLY FOR JOB/WORK-<br>RELATED PACKAGES              |
| 07 ..... PACKAGES IT UP                            | 21 ..... TO USE UPS   |
| 08 ..... SERVICE-BETTER/MORE<br>EFFICIENT/FRIENDLY | 97 ..... OTHER, SPECIFY   |
| 09 ..... MORE RELIABLE/SEEMS SAFER                 | 99 ..... DK/RF  |
| 11 ..... USES ONLY IN SPECIAL<br>CIRCUMSTANCES     |   |

**17. [Q22]** Many people are now using the Internet to communicate, pay bills and conduct other household activities that were traditionally done by mail. In this next set of questions, we'll be asking about your household's access to and use of personal computers and the Internet. How many personal computers, including desktops and laptops, does your household own? RANGE: 0-9

- 98 ..... DK  
99 ..... NA/RF

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

**18. [Q23]** How many of these computers have Internet access?

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

- 98 ..... DK  
99 ..... NA/RF

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**ASK EVERYONE Q55A**

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

- 1 ..... Cellular phone with Internet access, including Smart Phones
- 2 ..... Handheld computers such as Palm Pilot or Blackberry
- 4 ..... Emailing devices such as Mailbug, Mailstation, or e-Mail Post Box Companion
- 7 ..... Other Internet access devices, specify
- 0 ..... None
- 8 ..... DK
- 9 ..... RF

**ASK EVERYONE Q25R**

**25. [Q25R]** Do any members of your household, including yourself, use the Internet from any other location?

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

IF ((Q25R = 2,8,9, or Missing) AND (Q23=0, 98, 99 or Missing)), SKIP TO Q28C  
IF Q25R = 8 OR 9, SKIP TO Q57E

**26. [Q57A1]** How long have members of your household been using the Internet for non-business purposes at any location?

- 1 ..... Less than 1 year
- 2 ..... 1 to 3 years
- 3 ..... 4 to 5 years
- 4 ..... More than 5 years
- 0 ..... Don't use the Internet for non-business purposes          => GO TO Q28C
- 8 ..... DK
- 9 ..... RF

**27. [Q57B1]** During the last month, how often did the members of your household use the Internet for non-business purposes at any location? Would you say...

- 1 ..... Several times a day
- 2 ..... Almost every day
- 3 ..... Several times a week
- 4 ..... Once a week
- 5 ..... Once a month
- 6 ..... Less than once a month
- 8 ..... DK
- 9 ..... RF

**28. [Q57C1]** Which of the following Internet activities do members of your household use? [MULTIPLE RESPONSE]

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

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

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

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

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

**32. [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

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

**33. [SCR3P3]** Traditionally, people pay bills in person or by mail. Now, many banks and other companies offer bill payments by telephone and over the Internet.

**34. [Q28]** How many bills or other types of account statements does your household receive electronically, either on-line at a website or through e-mail, each month? RANGE: 1-80

- 00.....None      GO TO Q28C
- 99.....DK/RF

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

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

**36. [Q28B]** For how many of these <Q28> bills and accounts do you also receive paper statements? RANGE: 1-80

- 00.....None
- 99.....DK/RF

**37. [Q28C]** How many bills or other types of account statements does your household receive each month by mail?

RANGE 1-80

- 00.....None
- 99.....DK/RF



**38. [Q30]** In which of the following ways does your household pay bills? (RANGE: 0-10)

**[Q30A]** By mail

**[Q30B]** In Person

**[Q30C]** By telephone

**[Q30D]** (IF ((Q23=0, 98, 99 or Missing) AND (Q25R = 2,8,9, or Missing )) By Internet

**[Q30F]** By automatic deduction from bank account, or charge to debit card

**[Q30G]** By automatic charge to credit card

**[Q30E]** By ATM (Automated Teller Machine)

1 ..... Yes

2 ..... No

8 ..... DK

9 ..... NA/RF

**39. [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

**40. [Q31]** Of these <Q29> household bills, about how many are paid...

IF THE SUM OF BILLS IS MORE THAN <Q29> THE TOTAL,  
YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

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

**[Q31A]** By mail SKIP IF Q30A>1

**[Q31B]** In Person SKIP IF Q30B>1

**[Q31C]** By telephone SKIP IF Q30C>1

**[Q31D]** By Internet SKIP IF Q30D>1

**[Q31F]** By automatic deduction from bank account, or charge to debit card SKIP IF Q30F>1

**[Q31G]** By automatic charge to credit card SKIP IF Q30G>1

**[Q31E]** By ATM (Automated Teller Machine) SKIP IF Q30E>1

98 ..... DK

99 ..... RF

**41. [Q105A]** If Q30D=1 What service do you use most often to pay bills over the Internet?

1 ..... Bank or credit union

2 ..... Check free Web service

3 ..... Website of company requesting payment

97 ..... OTHER, SPECIFY

98 ..... DK

99 ..... RF

**42. [Q32A\_01-16]** What types of bills does your household pay by mail?

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

**PLEASE READ THE LIST**

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

**43. [Q33A]** What is the main reason that you pay these bills by mail?

**PLEASE DO NOT READ THE LIST**

- |                                    |   |
|------------------------------------|---|
| 01 .....EASY TO USE                | 14 ..... WANT WRITTEN RECORD/TO TRACK/ MORE CONTROL |
| 02 .....SAVES TIME                 | 19 ..... CHEAPEST METHOD                            |
| 06 .....HABIT/LIKE TRADITIONAL WAY | 97 ..... OTHER, SPECIFY                             |
| 07 .....NO OTHER OPTION            | 99 ..... DK/RF                                      |
| 08 .....OUT OF STATE/NOT LOCAL     |   |
| 12 .....MOST TRUSTED METHOD        |   |

**44. [Q32B\_01-16]** What types of bills do you pay In Person?

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

**PLEASE READ THE LIST**

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

**45. [Q32C\_01-16]** What type of bills do you pay by telephone?

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

**PLEASE READ THE LIST**

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

**46. [Q32D\_01-16]** If Q30D=1 What type of bills do you pay over the Internet?

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

**PLEASE READ THE LIST**

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

**47. [Q32E\_01-16]** What type of bills do you pay by ATM (IF NEEDED: Automated Teller Machine)?

**PLEASE READ THE LIST**

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

**48. [Q32F\_01-16]** What type of bills do you pay by automatic deduction from a bank account, or charge to a debit card?

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

**PLEASE READ THE LIST**

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

**49. [Q32G\_01-16]** What type of bills do you pay by automatic charge to a credit card?

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

**PLEASE READ THE LIST**

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

**51. [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**

**52. [Q38]** How many different magazine subscriptions do members of your household purchase which do not come through the mail?

**PROBE FOR SPECIFIC NUMBER, RANGE: 0-15 VERIFY IF > 10**  
**NOTE: IF (Q23=0, 98, 99 or Missing) AND (Q25R = 2,8,9, or Missing)), SKIP INTERNET QUESTIONS**

- 98 .....DK
- 99 .....RF

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

PROBE FOR SPECIFIC NUMBER, RANGE: 0-15

98 ..... DK  
99 ..... RF

**55. [Q42]** How many different newspaper subscriptions do members of your household purchase or receive free, which do not come through the mail?

PROBE FOR SPECIFIC NUMBER, RANGE: 0-32

98 ..... DK  
99 ..... RF

**57. [Q153A]** IF not ((Q23=0, 98, 99 or Missing) AND (Q25R = 2,8,9,or Missing)) How many electronic newsletters do members of your household receive in a typical week? RANGE: 0-97

98 ..... DK  
99 ..... RF

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

**59. [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

**60. [Q51]** Within the past 12 months, has anyone in this household ordered an article or product after having received advertising or promotional materials in the mail?

1 ..... Yes  
2 ..... No => GO TO Q50  
8 ..... DK => GO TO Q50  
9 ..... NA/RF => GO TO Q50

**61. [Q52]** Within the past twelve months, about how many orders did members of this household make as a result of getting sales, advertising, or promotional material in the mail? RANGE: 0-80

98 ..... DK => GO TO Q50  
99 ..... RF => GO TO Q50

**62. [Q53]** What about in the last month? RANGE: 0-30

98 ..... DK => GO TO Q50  
99 ..... RF => GO TO Q50

**63. [Q54]** Of the <Q53> orders in the last month, how many were placed by . . .

**[Q54A]** Phone (VERIFY IF OVER 20, RANGE: 0-30)

**[Q54B]** Mail (VERIFY IF OVER 15, RANGE: 0-20)

**[Q54C]** Internet (VERIFY IF OVER 15, RANGE: 0-20)

**[Q54D]** Some other method (VERIFY IF OVER 15, RANGE: 0-20)

98 .....DK

99 .....RF

**64. [Q50]** Currently, the law does not allow anyone other than a U.S. Postal employee to place material in your mailbox or slot. How would you feel about changing the law to allow anyone to place material in your mailbox or slot? Do you...

1 .....Prefer it

2 .....Oppose it

3 .....Not care one way or the other

8 .....DK

9 .....NA/RF

**65. [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

**66. [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

998 .....DK

999 .....RF

**67. [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

7 .....OTHER, SPECIFY

8 .....DK

9 .....NA/RF

**68. [Q177D]** Which company delivered the merchandise?

1 .....United States Postal Service (USPS)

2 .....United Parcel Service (UPS)

3 .....Fed-Ex

4 .....DHL

7 ..... OTHER, SPECIFY

8 ..... DK

9 ..... NA/RF

**69. [Q177C]** Was your purchase delivered using...al Service, UPS, FedEx, DHL or some other carrier?  
CHOICE CODES SHOULD BE SPECIFIC TO RETAILER CHOSEN In Q177D; NEED TO ALL BE DIFFERENT CODE NUMBERS

IF 177D WAS USPS, CHOICES SHOULD BE:

- 01 ..... Express Mail
- 02 ..... Priority Mail
- 03 ..... First Class Mail
- 04 ..... Parcel Post
- 97 ..... OTHER, SPECIFY
- 98 ..... DK
- 99 ..... NA/RF

IF 177D WAS FedEx, CHOICES SHOULD BE:

- 05 ..... Overnight
- 06 ..... 2-day
- 10 ..... 3-day
- 11 ..... Ground
- 97 ..... OTHER, SPECIFY
- 98 ..... DK
- 99 ..... NA/RF

IF 177D WAS UPS, CHOICES SHOULD BE:

- 12 ..... Next-day Air
- 13 ..... 2<sup>nd</sup> Day Air
- 14 ..... Ground
- 97 ..... OTHER, SPECIFY
- 98 ..... DK
- 99 ..... NA/RF

IF 177D WAS DHL, CHOICES SHOULD BE:

- 15 ..... Next Day
- 16 ..... 2<sup>nd</sup> Day
- 17 ..... Ground
- 97 ..... OTHER, SPECIFY
- 98 ..... DK
- 99 ..... NA/RF

**70. [Q177E]** Earlier you stated your household made <Q55R> personal purchases over the Internet in the last month. Of these Internet purchases you stated <Q177A> were shipped and delivered to you. In the last month, how many personal purchases did you make over the Internet that were delivered electronically? IF NEEDED: Such as electronic tickets, software, services, etc.

PROBE FOR SPECIFIC NUMBER, RANGE: 0-97

- 98 ..... DK
- 99 ..... RF

**71. [Q177F]** Do you feel that personal information provided during Internet transactions (such as banking or shopping) is more secure, as secure, or less secure as...

**[Q177F1]** Using the U.S. Mail?

**[Q177F2]** Making the transaction in person?

1 .....Less secure

2 .....As secure

3 .....More secure

8 ..... DK

9 ..... RF

**72. [SCR5P5]** As we mentioned earlier, 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 sent and received.

1 .....Continue

**73. [Q57]** How many of your accounts are?

READ ITEMS

**[Q57A]** IRA or Keogh accounts (RANGE: 0-20)

**[Q57B]** Bank, Savings & Loan, or credit union accounts (RANGE: 0-30)

**[Q57C]** Stock brokerage, commodity, mutual fund, or Money market accounts (RANGE: 0-30)

98 .....DK

99 .....RF

IF NEEDED: We are not collecting any specific financial information, we simply want to get a sense of the volume and types of mail you receive. Please be assured that your answers are completely confidential.

**74. [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

**75. [Q59]** In total, how many credit cards do people in your household have from . . .

READ ITEMS

**[Q59A]** Retail stores – Sears, JC Penny, Macy's (RANGE: 0-70)

**[Q59B]** Gasoline and oil companies (RANGE: 0-12)

**[Q59C]** Bank credit cards, like Master Card and Visa; Sponsor credit cards such as Target Visa or American Airlines Master Card (RANGE: 0-30)

**[Q59D]** Credit card companies like American Express and Diners Club (RANGE: 0-10)

98 .....DK

99 .....RF



**76. [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 0-16

01 ..... ONE => GO TO AGE

99 ..... RF

**77. [Q65]** How many adults, 18 years of age or older are in your household? RANGE 1-10

99 ..... RF

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

99 ..... RF

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

99 ..... RF

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

99 ..... RF

**81. [SCR6]** 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

**82. [AGE]** What is your age?

01 ..... 18-21

02 ..... 22-24

03 ..... 25-34

04 ..... 35-44

05 ..... 45-54

06 ..... 55-64

07 ..... 65-69

08 ..... 70-74

09 ..... 75+

99 ..... NA/RF

**83. [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

**84. [Q69]** Are you currently . . .

1 ..... Employed full-time => GO TO Q72

2 ..... Employed part-time => GO TO Q72

3 ..... Retired, or

4 ..... Not employed

9 ..... NA/RF

**85. [Q70]** Have you been employed within the last 12-months?

- 1 .....Yes      => GO TO Q72
- 2 .....No IF Q69=3 AND Q70=2 SKIP TO Q72
- 9 .....NA/RF

**86. [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
- 9 .....NA/RF                          => GO TO Q79

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

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

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

- 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
- 9 .....NA/RF

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

- 1 .....YES
- 2 .....NO
- 9 .....NA/RF

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

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

**91. [Q82]** Would you say that you are a head of household?

- 1 ..... Yes
- 2 ..... No
- 9 ..... NA/RF

**[PREND] END OF THE PERSON ROSTER YOU HAVE FINISHED <Q65>  
IN A <Q63> PERSON HOUSEHOLD (13 OR OLDER)  
YOU MUST COLLECT INFO FOR ALL <Q63> PERSONS.**

- 1 ..... GO TO NEXT PERSON
- 2 ..... DONE WITH HH MEMBERS

**92. [Q84]** For statistical purposes, was your total household income before taxes - including all household members - above or below \$50,000?

- 1 ..... Under \$50,000 a year
- 2 ..... Over \$50,000 a year
- 9 ..... DK/RF

**93. [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 |                                     |

**94. [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   | 12 ..... \$120,000 - \$149,999 a year |
| 09 ..... \$65,000 - \$79,999 a year   | 13 ..... \$150,000 and over           |
| 10 ..... \$80,000 - \$99,999 a year   | 98 ..... DK                           |
| 11 ..... \$100,000 - \$119,999 a year | 99 ..... RF                           |

**95. [Q66]** How many workers earning at least \$5,000 per year are there in you household? RANGE 0-11

- 98 ..... DK
- 99 ..... RF

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

- 1 ..... Own
- 2 ..... Rent
- 9 ..... NA/RF

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

**IF LESS THEN ONE YEAR, ENTER ZERO**

- 98 ..... DK
- 99 ..... RF

**98. [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
- 9 .....RF

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

- |            |             |
|------------|-------------|
| 1 .....1   | 4 ..... 5-9 |
| 2 .....2   | 5 ..... 10+ |
| 3 .....3-4 | 9 ..... RF  |

**100. [PHLNS]** How many telephone lines does your household have? RANGE 1-20

- 00 .....NONE, CELL PHONE ONLY => GO TO Q92
- 01 .....ONE
- 98 .....DK CONTINUE
- 99 .....RF CONTINUE

**101. [DEDIC]** How many of these <PHLNS> telephone lines are used exclusively for business, fax, or computer modems? RANGE 1-20

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

- 00 .....NONE
- 98 .....DK
- 99 .....RF

**102. [Q92]** Do you or any member of your household have a business that is operated from home?

- 1 .....YES
- 2 .....NO => GO TO Q96
- 8 .....DK => GO TO Q96
- 9 .....RF => GO TO Q96

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

VERIFY RESPONSE IF ZERO

- 98 .....DK
- 99 .....RF

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

VERIFY RESPONSE IF ZERO

- 98 .....DK
- 99 .....RF

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

- 1 .....YES
- 2 .....NO
- 9 .....NA/RF

**106. [SCR7]** 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.

**107. [Q96]** Do you plan to send out a large number of items like party invitations, wedding invitations, club news, etc, during the next three weeks?

- 1 ..... YES
- 2 ..... NO
- 9 ..... NA/RF

**108. [Q97]** As I mentioned earlier in our conversation, the second part of this study involves daily diaries. In them, you answer detailed questions about the mail your household sends and receives for 7 days. You will also receive your choice of either 100 First-Class stamps or a \$30 check for completing the diaries. [IF NEEDED] How long it takes depends on how much mail you receive. The first day of your diary-recording week will take the longest as you become more familiar with the survey. After that, on average, it should take about 3-5 minutes for each piece of mail. However, we have a USPS hotline available to provide you with step-by-step instructions if needed, and to answer any questions you may have. IF ASKED: That toll free number is 888-441-8777.

- 1 ..... Continue
- 9 ..... RF => GO TO INT03

**109. [GIFT]** Which gift would you like to receive for completing the diaries?

- 2 ..... 100 First-Class stamps
- 3 ..... Thirty dollars

**110. [ASSN]** Okay, we're almost finished. We'd like for you to answer questions about your household's mail for the week of READ DATE. Is that a good week for you? IF NOT, THEN OFFER NEXT ASSN WEEK. So let me confirm that you understand we'll be mailing you a set of household diaries that you'll complete during your assignment week, which is READ DATE. In appreciation for completing those diaries, we will send you the gift you requested in 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
- 9 ..... RF > SKIP TO OLIST [COULD TRY TO CONVERT BACK TO A CM IF THINK RESPONDENT MIGHT CHANGE HIS/HER MIND]

IF NEEDED – TYPICALLY ONLY NEED THIS KIND OF TERMINATION AT END OF A QUARTER; SEE CURRENT PROGRAM AND MODEL THIS TO MATCH--IF NOT OKAY, SAY: I'm sorry, but your household was selected to participate the week of \_\_\_\_\_. I'm sorry your household is not eligible, but thank you very much for your time and participation.

**111. [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

**112. [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 for. 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]

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

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

115. [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.

116. [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

117. [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

118. [OLIST] IF REFUSES TO PARTICIPATE In DIARY STUDY: Would you please tell me why you do not want to participate in our survey? OPEN END

Thank you very much. Goodbye and have a nice evening/day.

FOLLOWING END OF INTERVIEW, INCLUDE THE FOLLOWING QUESTIONS FOR REPS:

119. [FLWUP] Based on the interview you just completed, would you say that this respondent's successful completion of the diary portion of the study is:

- |                       |                 |
|-----------------------|-----------------|
| 4 = Very likely       | END             |
| 3 = Somewhat likely   | END             |
| 2 = Somewhat unlikely | CONTINUE TO WHY |
| 1 = Very unlikely     | CONTINUE TO WHY |

120. [WHY] Please indicate why you think this respondent is very or somewhat unlikely to successfully complete the diary portion of the study.

OPEN END

121. [INTRO] Hello, this is \_\_\_\_\_, calling on behalf of the U.S. Postal Service. May I please speak with<NAME>? We began an interview concerning your household's mail and I would like to complete that interview now.

**IF THERE IS NO NAME HERE, THEN THIS IS NOT A PARTIAL SO RESTART**

2=CONTINUE WHERE I LEFT OFF

1=RESTART AT THE BEGINNING

122. [INT] ENTER FINAL DISPOSITION.

CP.....PARITAL COMPLETE => GO TO CB

RP.....PARTIAL REFUSAL => GO TO REFUS

RL.....REMOVE MY NAME DO NOT CALL AGAIN => GO TO OLIST

RF.....STRONG REFUSAL => GO TO REFUS

KP.....PARTIAL COMPLETE, CALLBACK NEXT QUARTER (only appears close to the end of each quarter) => GO TO END

123. [INT04] Thank you very much for your time. I'm sorry if we inconvenienced you, but we need households that receive their mail at their home address. Have a nice evening/day. Goodbye.

QM..... DOES NOT RECEIVE MAIL AT HOME ADDRESS => GO TO END

124. [INT99] SURVEY COMPLETE

CM.....COMPLETE

125. [REFU1] **ENTER THE REASON THIS RESPONDENT IS REFUSING**

1=TIME ISSUES

2=NOT INTERESTED IN TOPIC

3=INTERVIEW TOO LONG

4=SUSPICIOUS OF DATASOURCE OR SURVEY

5=DON'T FEEL THEIR INFO IS VALUABLE

7=OTHER, SPECIFY

8=DK

126. [REFUS] **ENTER THE REASON THIS RESPONDENT IS REFUSING**

1=RESPONDENT YELLING

2=RESPONDENT USING PROFANITY

3=RESPONDENT THREATENING

4=INBOUND REFUSAL

5=RESPONDENT ASKED TO BE TAKEN OF LIST

7=OTHER, SPECIFY

8=DK



## Appendix C2: Diary Package

*Advance Letter*







Date

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

Like most Americans, you depend on an uninterrupted flow of mail to and from your home. The U.S. Postal Service aims to provide exceptional delivery performance and now boasts a 94 percent on-time service record nationwide for First-Class Mail. To help ensure this superior level of service in the 21<sup>st</sup> century, the U.S. Postal Service is conducting its **Household Diary Study**.

You, together with a few other families in the «ZIP» ZIP Code, have been selected to answer questions about the mail received and sent by your household for one week. Your household will be provided with postal diaries in which to record this information for 7 days, along with instructions on how to complete the diaries. The information you provide will help us make important decisions about performance improvements and investments in new equipment; facilities, programs and technologies to better serve you.

**In appreciation of your participation, choose ONE of the following gifts:**

- **Thirty dollars**
- **100 First-Class stamps**

We would like to talk to you about this important national study. A survey specialist from NuStats, our partner in this study, will be contacting you to explain the study and answer any questions. If you have any questions, please call NuStats at **1-888-441-USPS (8777)** between the hours of 11am - 9pm CST (Mon - Fri) and 12pm - 5pm CST (Sat & Sun) or email your questions to **[usps@nustats.com](mailto:usps@nustats.com)**.

To learn more about this important survey, you can also visit our project web page at **[www.nustats.com/uspsstudy.htm](http://www.nustats.com/uspsstudy.htm)** or telephone the postmaster at your local post office. Thank you for joining us in the **Household Diary Study!**

Sincerely,

A handwritten signature in black ink that reads "John E. Potter".

John E. Potter  
Postmaster General, CEO





# Appendix C2: Diary Package

## *Certificate of Appreciation*



USPS

«SAMPN»

# Certificate of Appreciation

## Dear «LASTNAME» Family:

Thank you for participating in the **Household Diary Study**. This information will be used to achieve our main goal, which is to improve local mail service. The information will also help us design systems to use our resources most effectively, develop strategies for making wise program advances, and monitor the effects of electronic technology on regular mail service. Ultimately, these data will be used to analyze 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 **sends** and **receives** during a seven-day period.

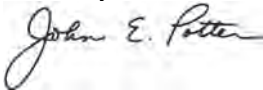
### Here's how:

- 1 **Read the Instruction Booklet first** – this step is **important** because it explains how to correctly fill out the Answer Booklets and provides visual examples.
- 2 **Review the Photo Quick Start and Frequently Asked Questions.**
- 3 **Answer the questions in the Question Booklet about all the mail and packages your household receives and sends each day by recording the answer codes in the Answer Booklets** – place each completed Answer Booklet and Mail Pieces in the corresponding Daily envelope (mail them all back in the pre-paid Priority Mail envelope at the end of your week).
- 4 **Select your choice of gift on the Gift Selection Form (please allow 10-12 weeks for processing).**
- 5 **Return all completed Answer Booklets, Mail Pieces, and the Gift Selection Form in the pre-paid Priority Mail envelope** – drop in any public U.S. Postal Service mail box or your local post office.

If you have any questions, do not hesitate to call NuStats at **1-888-441-USPS (8777)** between 11 am and 9 pm, Monday - Friday, or 12 and 5 pm, Saturday or Sunday, Central Standard Time.

I would like to thank you again for your participation and willingness to do the research that will help us improve our performance at your local post office.

Sincerely,



John E. Potter  
Postmaster General, CEO

### Enclosures

- |                               |   |                               |
|-------------------------------|---|-------------------------------|
| 1. Instruction Booklet        | 4. Question Booklet   | 6. Gift Selection Form        |
| 2. Photo Quick Start          | 5. Answer Booklets and Daily envelopes-(7) one for each day | 7. "I'm finished..." postcard |
| 3. Frequently Asked Questions |   | 8. Priority Mail envelope     |







# Appendix C2: Diary Package

## *Photo Quick Start*

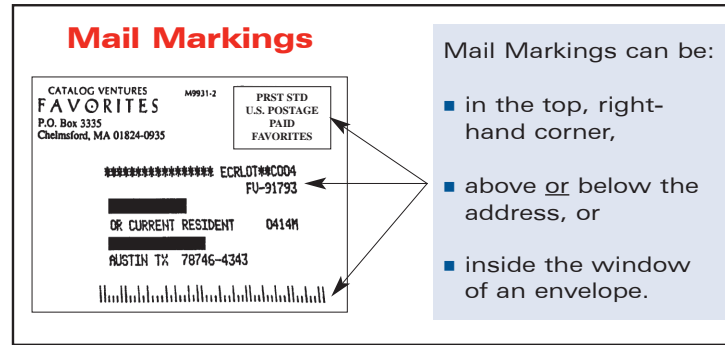




# PHOTO QUICK START



**1** Sort your mail each day into the 7 types of mail listed on page 1 of the **Instruction Booklet**.

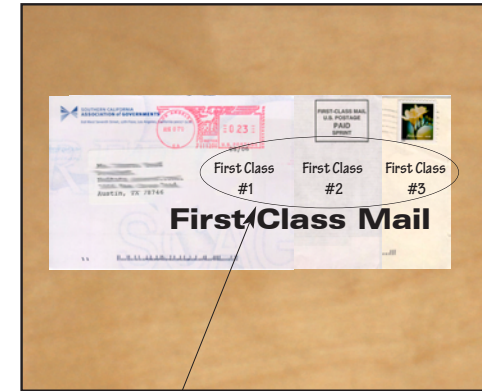


Mail Markings can be:

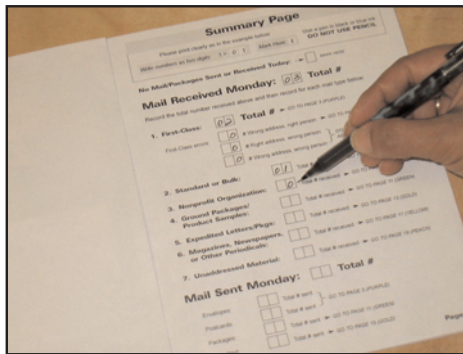
- in the top, right-hand corner,
- above or below the address, or
- inside the window of an envelope.

Use the mail markings to help you sort your mail.

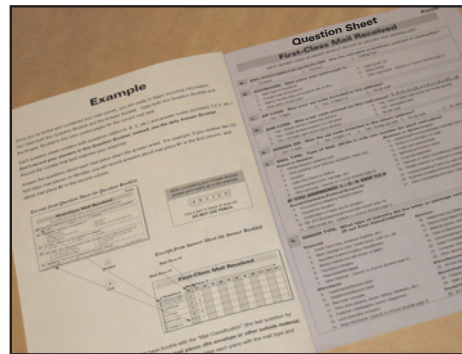
**Don't forget to include any packages your household received or sent!**



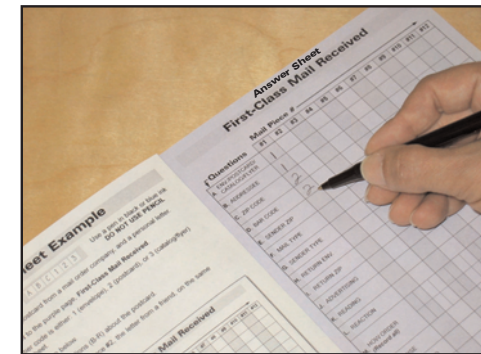
**2** Label and number each mail piece within the 7 types of mail.



**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 1 - First-Class Mail Received. If you didn't receive any First-Class Mail that day, skip to page 3, First-Class Mail Sent, or page 5, 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/uspsstudy.htm](http://www.nustats.com/uspsstudy.htm),  
Call our USPS Hotline at: **1-888-441-USPS (8777)**, or e-mail your question to **USPS@nustats.com**





# Appendix C2: Diary Package

*Instruction Booklet*



# Instruction Booklet

*This guide contains instructions for completing the Answer Booklets and specific information and examples of mail markings for each type of mail, behind each color-coded tab.*

If you have any questions as you complete your answer booklet call our toll-free help line at:

**1-888-441-USPS (8777)**

*Available 11am - 9pm Central Standard Time (Mon - Fri)  
12pm - 5pm Central Standard Time (Sat & Sun)*

OR

e-mail your question to:

***USPS@nustats.com***

OR

visit the project web page at:

***www.nustats.com/uspsstudy.htm***



# How do I fill out the Answer Booklets?

**1**

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

The first step is to sort your mail each day into groups of mail types by looking at the mail markings on each piece of mail. All mail you receive can be classified under one of the following types\*:

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

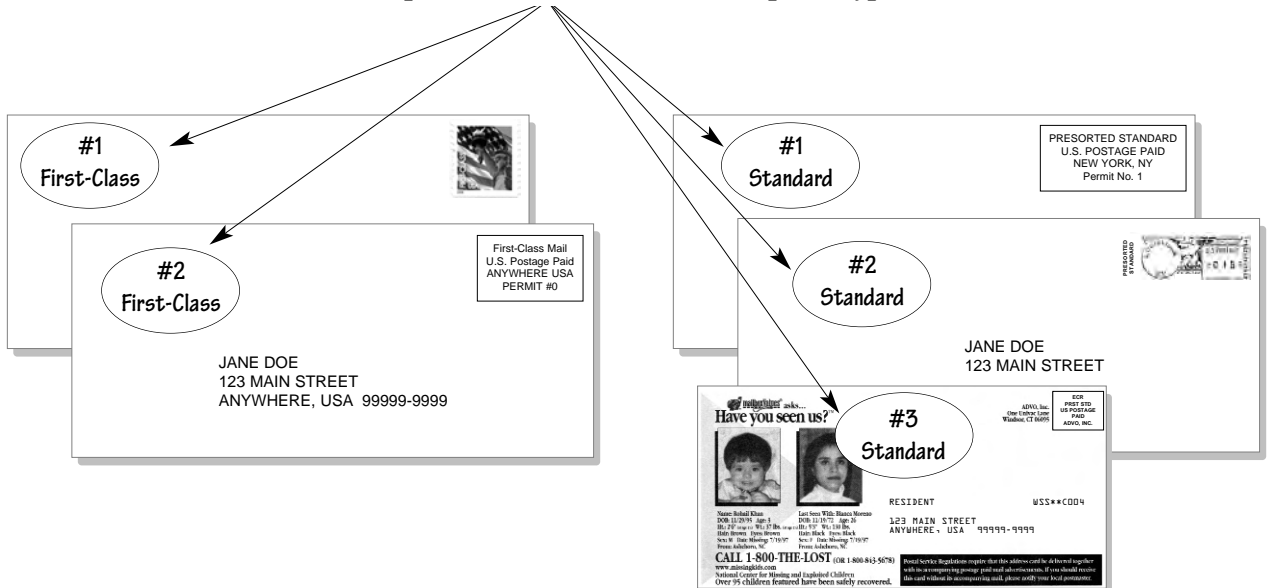
**\*Explanations of each type and examples of mail markings are included in this book under the colored tab associated with each mail type.**

**2**

## Number the mail pieces within each type of mail.

Once your mail is grouped for that day, write the mail type on each piece of mail and then number the mail pieces within each type. For example, the top First-Class mail piece is #1, the next is #2, and so on until you have numbered all First-Class Mail for that day. Next, number the other types of mail (Standard, Nonprofit, Packages, etc.) beginning again with #1, and then #2, and so on for each different mail type. **See the example below for how to sort and number your mail pieces.**

*Write the mail piece number and the mail piece 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.

## Example Summary Page (in Answer Booklet)

### Summary Page

Please print clearly as in the example below: Use a pen in black or blue ink  
**DO NOT USE PENCIL**

OR

**No Mail/Packages Sent or Received Today:** (Mark here with an X) →

**Mail Received Monday:**  **Total #**

Record the total number received above and then record for each mail type below.

**1. First-Class:**  **Total #** → GO TO PAGE 3 (PURPLE)

First-Class errors:  # Wrong address, right person → GO TO PAGE 3 (PURPLE)

# Right address, wrong person } DO NOT ANSWER QUESTIONS ABOUT THESE

# Wrong address, wrong person }

**2. Standard:**  Total # received → GO TO PAGE 7 (BLUE)

**3. Nonprofit Organization:**  Total # received → GO TO PAGE 9 (GRAY)

**4. Packages/Product Samples (Not Expedited):**  Total # received → GO TO PAGE 11 (GREEN)

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

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

**7. Unaddressed Material:**  Total # received → GO TO PAGE 19 (PEACH)

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

Envelopes:  Total # sent } GO TO PAGE 5 (PURPLE)

Postcards:  Total # sent }

Packages:  Total # sent → GO TO PAGE 11 (GREEN)

Expedited:  Total # sent → GO TO PAGE 15 (GOLD)

**Monday**999642**Page 1**



# 4

## Open both the Question Booklet (bound by staples) and the Answer Booklet to the colored pages for the type of mail piece you have.

Read the questions from the Question sheet (in the Question Booklet) and find the correct answers (number codes), then write them on the Answer sheet in the Answer Booklet.

There are colored pages for each type of mail: First-Class Mail is purple, Standard Mail is blue, etc. **Note:** You use a different Answer Booklet for each day of the week but you use the same Question Booklet each day. You can record up to 12 mail pieces for each mail type. Remember, the postage on the mail piece determines which colored Question and Answer sheets to use.

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

### Question Sheet (in Question Booklet)

Purple

### Question Sheet

## First-Class Mail Received

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

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

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

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

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

1. Male head of household    2. Female head of household    3. Male & Female head of household (Mr. & Mrs.)    4. Other adult (18 and over)

5. Child (under-18)    6. Whole family    7. Other addressee (Specify on Answer Booklet page 4)

**C. ZIP CODE: Was your zip code included in the address?**

1. Yes - 5 digits    2. Yes - 5 digits + 4    3. No zip code

**D. BAR CODE: Was a bar code printed on this mail piece?**

1. Yes - directly above or below the address    2. Yes - inside window anyplace on mail piece    3. Yes - on lower right corner (not in window)

4. Yes - both in lower right corner and inside window    5. Yes - someplace else    6. No bar code

**E. SENDER ZIP: Was the zip code included in the return address?**

1. Yes - 5 digits    2. Yes - 5 digits + 4    3. Yes - foreign zip code    4. No zip code    5. No return address

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

**Friend or Relative:**

1. Holiday/Seasons greeting card    2. Other greeting cards (birthday, sympathy, thank you)    3. Invitation    4. Letter from friend or relative    5. Announcement (birth, marriage, etc.)    6. Other personal: (Specify on Answer Booklet page 4)

**Business or Government:**

12. Advertising/Promotional/Sales materials only (No bills)    13. Notice or confirmation of order    14. Credit card statement/bill    15. Bill/Invoice/Premium notice    16. Financial statement    17. Payment or other check/Money order/Credit (No rebate)    18. Rebate received in response to coupon submitted    19. Holiday/Greeting/Thank you card (from a business)    20. Business invitation/Announcement (Not advertising or sales)    21. CD/DVD/Video game    22. Other business/government: (Specify on Answer Booklet pg. 4)

**Social/Charitable/Political/Nonprofit:**

7. Announcement/Meeting Notice/Invitation    8. Request for donation    9. Confirmation or thank you for donation    10. Bill (For Business/Government bills record code 15)    11. Other social, etc.: (Specify on Answer Booklet page 4)

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

**Financial:**

1. Credit Card (Visa, American Express, etc.)    2. Bank, Savings & Loan, Credit Union, Loan Co., etc.    3. Securities broker/Company (Stockbroker)    4. Money market (not with broker or bank)    5. Insurance company    6. Real estate/Mortgage    7. Other financial: (Specify on Answer Booklet page 4)

**Merchants:**

8. Supermarket/Grocery store    9. Department/discount store    10. Mail order company    11. Other store (jewelry, shoes, clothes, hardware, etc.)    12. Publisher (newspapers, books, magazines)    13. Land promotion company    14. Online auction (Ebay, etc.)    15. Other merchants: (Specify on Answer Booklet page 4)

**Services:**

16. Telephone/Long distance company    17. Electric/Gas/Water/Utility company    18. Medical (doctor, dentist, hospital, not insurance co.)    19. Other professional (lawyer, accountant, engineer, etc.)    20. Leisure/entertainment service (travel agent, hotel, etc.)    21. Cable TV/Satellite related    22. Computer related    23. Other services: (Specify on Answer Booklet page 4)

**Manufacturers:**

24. All manufacturers

**Government:**

25. Federal (social security, veterans administration, IRS)    26. State and local (not a utility company)

**Social/Charitable/Political/Nonprofit:**

27. All Social/Charitable/Political/Nonprofit organizations

More questions on back of page →

### Answer Sheet (in Answer Booklet)

Purple

### Answer Sheet

## First-Class Mail Received

Mail Piece #

Use questions in Question Booklet	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. ENV./POSTCARD/CATALOG/FLYER	2	1	2	1								
B. ADDRESSEE	1	2	1	3								
C. ZIP CODE	2	1	1	1								
D. BAR CODE	1	6	3	2								
E. SENDER ZIP	5	1	1	2								
F. MAIL TYPE	12	4	12	14								
G. SENDER TYPE	10		21	1								
H. RETURN ENV.	3		3	2								
I. RETURN ZIP												
J. ADVERTISING	1		1	1								
K. READING	2		1	3								
L. REACTION	3		1	1								
M. HOW ORDER (Record all)	3		1	2	1	2						
N. RESPONSE	2		1	3								
O. HOW RESPOND			5	5								
P. ARRIVAL TIME	3	3	3	4								
Q. ARRIVED LATE				3								
R. CLASS (Record all)	2	18	1	18								
	18			2								

Monday 8 7 7 7 1 4 Page 3

For questions that allow more than one response, each column allows for up to four codes.



## Important:

Tell us which mail markings are on the mail piece by answering the “Mail Classification” question at the end of each Question sheet (e.g. Question R for First-Class Mail).

To accurately answer this question, you need to record all the mail markings that are on each mail piece - these markings are placed on the mail piece either by the US Postal Service or by a mailing house. *(See the Frequently Asked Questions Sheet for more information.)*

### Question R - Class (First-Class Question sheet)

<b>R. CLASS: Mail Classification (your mail pieces may show one or more markings - record all)</b> <i>To classify mail: (see pages 5 - 9 of the Instruction Booklet for examples of First-Class Mail)</i> <i>Look at markings in top right-hand corner, above or below address &amp; inside window</i>	
1. Presorted First-Class, or PRSRT, or FP	12. Certificate of Mailing
2. AUTO	13. Restricted Delivery
3. AB	14. Insured
4. AF	15. Mail from outside the US
5. AT	16. Federal Government Mail with Official Signature (FRANKED)
6. AV	17. Other Federal Government Mail
7. AUTOCR, or AC	18. First-Class Postage
8. Single Piece, or SINGLP, or SP	19. Forever Stamp
9. Certified	20. COD
10. Registered	21. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day)
11. Return Receipt Requested	

Please send us all of your mail pieces. We just need the envelope your mail came in, not the contents unless it's something you don't need. **DO NOT CUT OUT** the individual mail markings. If we have your mail markings for each piece, we can double check that everything is correct. Be sure to mark each piece with the mail type and mail piece number you have assigned and place them in the correct daily envelope.

**5**

### Place completed Answer Booklets and mail pieces in the envelopes marked Monday through Sunday.

The completed answer booklets should be placed in the corresponding daily envelope.

Please include the mail pieces with the mail type and mail piece number you have assigned, even if you completed the mail classification question at the end of each question sheet.

**6**

### Place daily envelopes in pre-paid Priority Mail envelope.

The daily envelopes with your completed answer booklets and mail pieces should be sent to NuStats in the pre-paid Priority Mail envelope.

## Special Circumstances

- 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 on the day you return.
- If you forget to pick up your mail for a day, record all mail received under the next day.
- Sunday is included in your diary week. You may not receive mail on Sunday, but you may receive packages and/or send mail out.

## Remember . . .

- Record all mail received and sent by all members of your household - but 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 address, DO NOT include any mail sent to your P.O. Box.



# **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 mail markings and postage 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:

- Letter-size envelopes marked “**First-Class**” or “**Presorted First-Class.**”
- Large envelopes marked “**First-Class.**” Check the mail markings carefully, some large envelopes may be marked Standard or Expedited.
- Most First-Class Mail from businesses are marked “**First-Class**” or “**Presorted First-Class,**” especially when they have a metered strip, not a stamp.
- If the mail piece just has a stamp without being marked “**First-Class**” or “**Presorted First-Class,**” (or Standard or Nonprofit, etc.) it is probably First-Class Mail.
- Most letter-size envelopes will have postage of 41¢ 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 26¢ postage for First-Class. Some postcards are larger in size than a typical picture postcard. No matter how large a postcard is, it should be classified as a postcard - not a flyer.
- The most common First-Class Mail pieces are letters, bills, postcards, greeting cards, checks and money orders, etc.
- Mail (***that is not a package***) sent with special services, such as Certified, Registered, or Insured.
- Magazines, catalogs, newsletters or other periodicals that are marked “**First-Class.**”

**Examples of First-Class Mail markings begin on the following page.**



# First-Class Mail Examples

## First-Class Postage



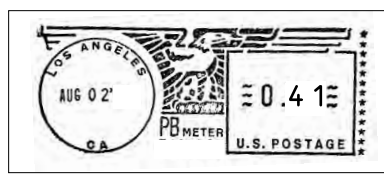
39¢ + 2¢ - Stamp



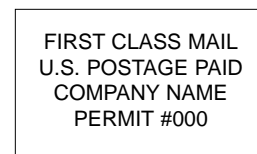
41¢ - Stamp



Forever Stamp



Metered Strip



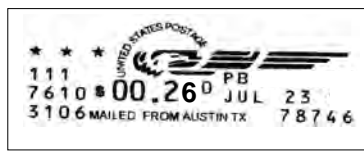
Permit



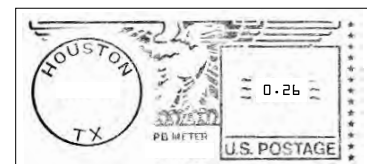
24¢ + 2¢ - Postcard Stamp



26¢ - Postcard Stamp

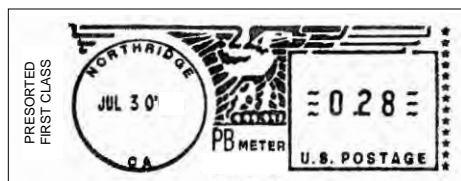


Metered Postcard

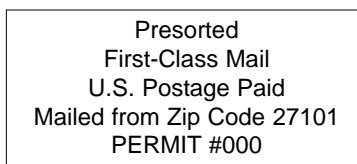


Metered Postcard

## Presorted First-Class, PRSRT, or FP



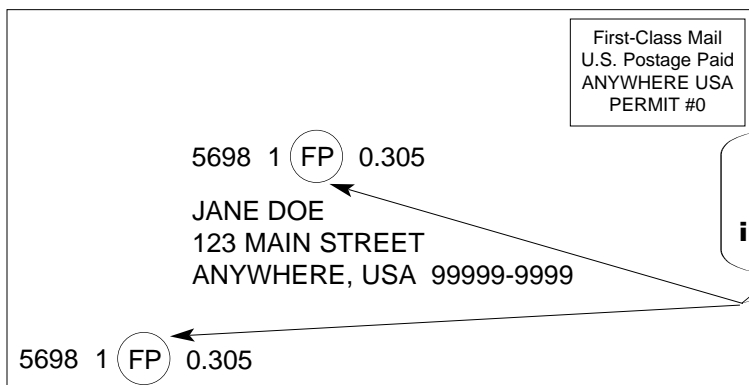
“Presorted First Class”  
on Metered Strip



“Presorted First Class”  
on Permit



“Presorted First Class”  
on Stamp

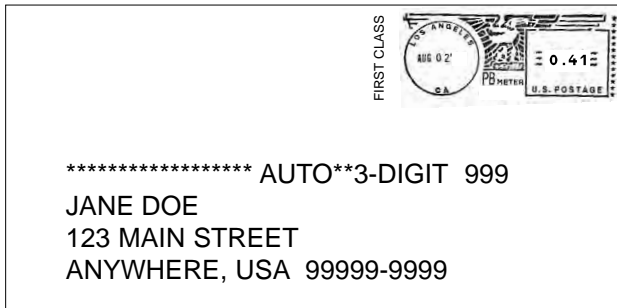


“First Class” on Permit  
“FP” above address or lower left

**Hint: Find closest match**

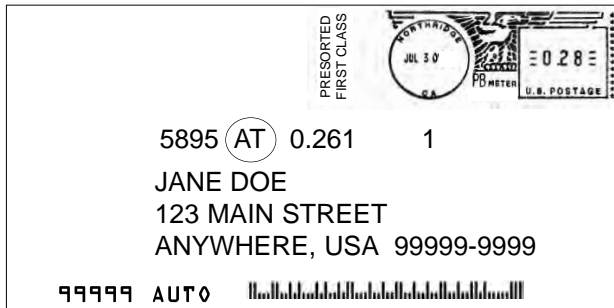
# First-Class Mail Examples

## AUTO



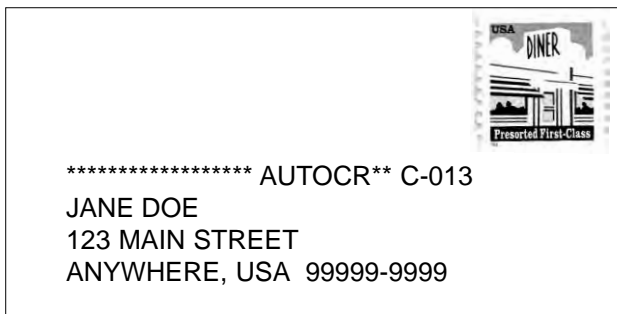
“AUTO” above or below the address

## AB, or AF, or AT, or AV

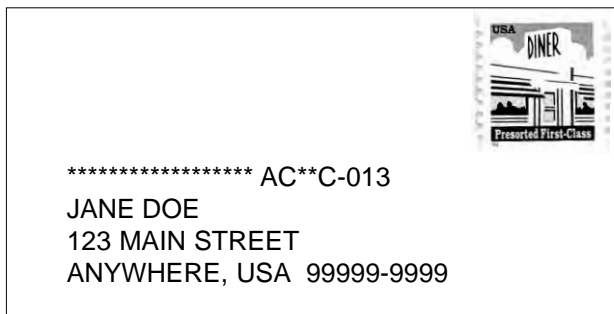


“AB, or AF, or AT, or AV” above address

## AUTOCR, or AC



“AUTOCR” above address

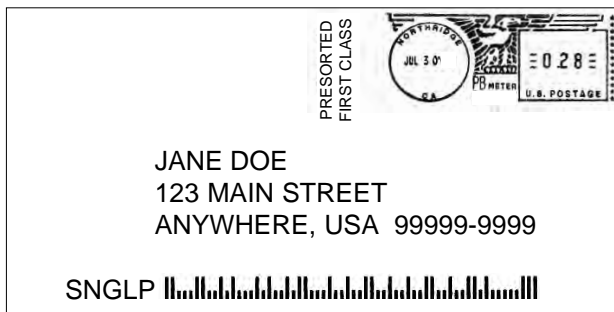


“AC” above address

## Single Piece, or SNGLP, or SP



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



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

**Hint: Find closest match**

# First-Class Mail Examples

## Certified



## Registered



## 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>	<table border="1"> <tr> <td>A. Received by (Please Print Clearly)</td> <td>B. Date of Delivery</td> </tr> <tr> <td colspan="2">C. Signature</td> </tr> <tr> <td><input checked="" type="checkbox"/> X</td> <td><input type="checkbox"/> Agent</td> </tr> <tr> <td></td> <td><input type="checkbox"/> Addressee</td> </tr> <tr> <td colspan="2">D. Is delivery address different from item 1? <input type="checkbox"/> Yes</td> </tr> <tr> <td colspan="2">If YES, enter delivery address below: <input type="checkbox"/> No</td> </tr> </table>	A. Received by (Please Print Clearly)	B. Date of Delivery	C. Signature		<input checked="" type="checkbox"/> X	<input type="checkbox"/> Agent		<input type="checkbox"/> Addressee	D. Is delivery address different from item 1? <input type="checkbox"/> Yes		If YES, enter delivery address below: <input type="checkbox"/> No	
A. Received by (Please Print Clearly)	B. Date of Delivery												
C. Signature													
<input checked="" type="checkbox"/> X	<input type="checkbox"/> Agent												
	<input type="checkbox"/> Addressee												
D. Is delivery address different from item 1? <input type="checkbox"/> Yes													
If YES, enter delivery address below: <input type="checkbox"/> No													
1. Article Addressed to:	3. Service Type												
	<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.												
2. Article Number (Copy from service label)	4. Restricted Delivery? (Extra Fee) <input type="checkbox"/> Yes												

PS Form 3811, July 1999      Domestic Return Receipt      102595-00-M-0952

Restricted Delivery

## Certificate of Mailing

U.S. POSTAL SERVICE    **CERTIFICATE OF MAILING**

MAY BE USED FOR DOMESTIC AND INTERNATIONAL MAIL. DOES NOT PROVIDE FOR INSURANCE-POSTMASTER!

Received From:

One piece of ordinary mail addressed to:

PS Form 3817, January 2001

## COD

**DELIVERY EMPLOYEE - Remove Copies 1 & 2 at Time of Delivery**

Collect the amount shown below if customer pays by CHECK (includes MD fee).

Check Amount \$    Cash Amount \$

Registered Mail     Express Mail     First-Class® Parcel

Date of Mailing     Return COD    EMCA No.

Charge to Sender via Express Mail

**COD**

Delivered By    Date Delivered    Received By (Print Name and Sign)

Check Number    MO Number    Date Payment Sent to Mailer (Date Form 3840 Sent)

PS Form 3816, December 1994    Copy 1 - Delivery Unit

## Insured



**Hint: Find closest match**

# First-Class Mail Examples

---

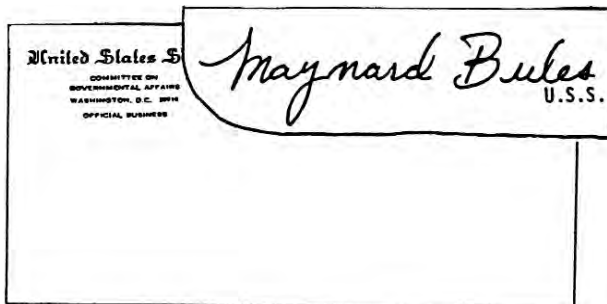
## Mail from outside the US

---



## Federal Government Mail (Franked)

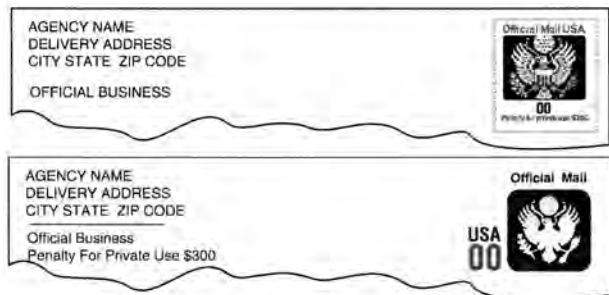
---



“Official Government Signature”(Franked)

## Other Federal Government Mail

---



FIRST-CLASS MAIL  
POSTAGE AND FEES PAID  
AGENCY NAME  
PERMIT NO.G-999

PRESORTED  
FIRST-CLASS MAIL  
POSTAGE AND FEES PAID  
AGENCY NAME  
PERMIT NO.G-999

“Official Mail or Government Permit Number”

**Hint: Find closest match**



# Standard Mail (Blue)

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

- Mail (*that is not a package*) marked “**Presorted Standard,**” whether it is a letter, postcard, magazine, catalog, circular, or flyer, etc.
- **Detached label card** with the following message and a marking for automated mail. These cards are usually accompanied by mail not in an envelope, such as advertising flyers, circulars, samples, coupons, or mail order offers. The detached label card should be recorded under “**Standard Mail**” but the separate advertising pieces should be recorded under “**Unaddressed Mail.**” (Peach pages)



Postal Service Regulations require that this address card be delivered together with its accompanying postage paid mail advertisements. If you should receive this card without its accompanying mail, please notify your local postmaster.

- For separate advertising pieces folded together, record each piece separately in the diary under “**Unaddressed Mail.**” (Peach pages)

**Special Note . . .** Catalogs in envelopes marked “Bound Printed Matter” or items marked “Media Mail,” or “Library Mail” should be recorded under “Packages or Product Samples Received (Not Expedited)” (Green pages).

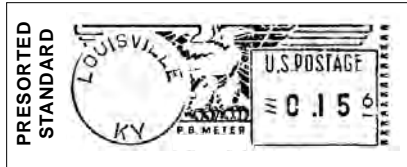
**Examples of Standard mail markings begin on the following page.**

# Standard Mail Examples

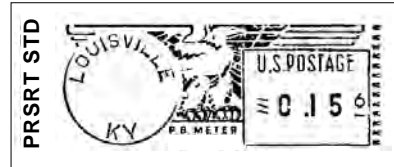
---

## Presorted Standard, or PRST STD

---



“Presorted Standard”  
on Metered Strip



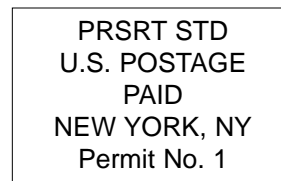
“PRST STD”  
on Metered Strip



“Presorted Std”  
on Stamp



“Presorted Standard”  
on Permit



“PRST STD”  
on Permit

**Hint: Find closest match**

# Standard Mail Examples

---

**Note:** Many of the markings may appear with any of the permit types (i.e., AUTOOCR may appear with a Presort Standard or PRSRT STD permit or meter strip).

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

## AUTOOCR

---

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

“AUTOOCR” above address

## AUTO

---

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

“AUTO” above address

## Carrier Route Presort, or CAR-RT SORT

---

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

“Carrier Route Presort”

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

“CAR-RT SORT”

**Hint: Find closest match**



# Standard Mail Examples

**Note:** Many of the markings may appear with any of the permit types (i.e., ECR may appear with a Presort Standard or PRSRT STD permit or meter strip).

## ECR with LOT, WSS, or WSH

Presort Standard U.S. Postage Paid ANYWHERE USA PERMIT #0
*****ECRLOT**C-013 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

“ECRLOT” above address

Presort Standard U.S. Postage Paid ANYWHERE USA PERMIT #0
*****ECRWSS**C-013 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

“ECRWSS” above address

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

“ECRWSH” above address

ECR Presort Standard U.S. Postage Paid ANYWHERE USA PERMIT #0
*****LOT**C-013 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

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

ECR Presort Standard U.S. Postage Paid ANYWHERE USA PERMIT #0
*****WSS**C-013 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

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

ECR Presort Standard U.S. Postage Paid ANYWHERE USA PERMIT #0
*****WSH**C-013 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

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

**Hint: Find closest match**

# Standard Mail Examples

---

**Note:** Many of the markings may appear with any of the permit types (i.e., ES may appear with a Presort Standard or PRSRT STD permit or meter strip).

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

---

The diagram illustrates a mail address with two permit codes circled in red. The address is: 5698 1 (ES) 0.305, JANE DOE, 123 MAIN STREET, ANYWHERE, USA 99999-9999. Below the address is another permit code: 5698 1 (ES) 0.305. To the right of the address is a list of possible codes: ES, EH, EA, EB, AB, AF, AT, AV, RA, RB, DB, DD, DS. An arrow points from the text 'One of these codes above address or in lower left' to the list of codes.

Presorted Standard  
U.S. Postage Paid  
ANYWHERE USA  
PERMIT #0

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

5698 1 (ES) 0.305

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

← One of these codes above address or in lower left

**Hint: Find closest match**



# **Nonprofit Organization Mail (Gray)**

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

- All Nonprofit Mail must be marked **“Nonprofit Organization,” “Nonprofit Org.,”** or **“Nonprofit.”**
- A few examples of Nonprofit Organizations are charities, schools, hospitals, churches, etc.
- May include requests for donations of money, your time, or other items, or they may be asking you to purchase an item or service.
- Packages should be recorded under **“Packages or Product Samples (Not Expedited),”** or **“Expedited Letters & Packages.”**

**Examples of Nonprofit mail markings begin on the following page.**

# Nonprofit Organization Mail Examples

## Nonprofit Organization, Nonprofit Org., or Nonprofit

Nonprofit Organization  
U.S. Postage  
PAID  
Boston, Massachusetts  
Permit No. 9

“Nonprofit Organization”  
on Permit



“Nonprofit Org.”  
on Metered Strip



“Nonprofit Org.”  
on Stamp

NONPROFIT ORG.  
U.S. POSTAGE  
PAID  
HAPPY HEART SOCIETY

“Nonprofit Org.”  
on Permit

NONPROFIT  
U.S. POSTAGE PAID  
WASHINGTON, DC  
Permit No. 1

“Nonprofit”  
on Permit

**Note:** Many of the markings may appear with any of the permit types (i.e. AUTOOCR may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip.)

Also, AUTOOCR or AUTO may appear in the permit area in the top, right-hand corner of the mail piece.

### AUTOOCR

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

\*\*\*\*\*AUTOOCR\*\*C-013  
JANE DOE  
123 MAIN STREET  
ANYWHERE, USA 99999-9999

“AUTOOCR” above address

### AUTO

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

\*\*\*\*\*AUTO\*\*C-013  
JANE DOE  
123 MAIN STREET  
ANYWHERE, USA 99999-9999

“AUTO” above address

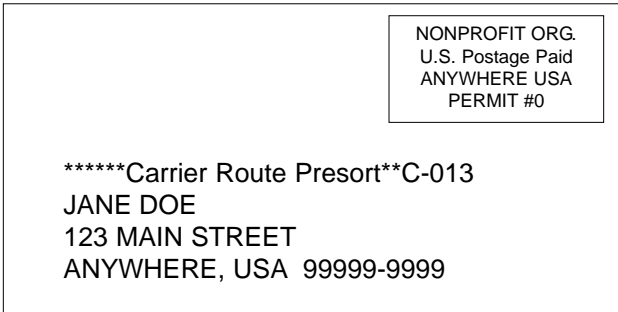
**Hint: Find closest match**

# Nonprofit Organization Mail Examples

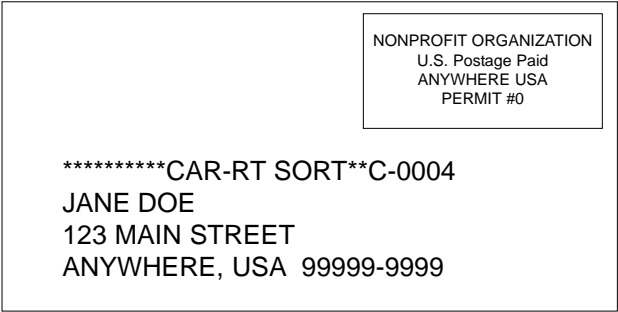
**Note:** Many of the markings may appear with any of the permit types (i.e., CAR-RT SORT may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip).

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

## Carrier Route Presort, or CAR-RT SORT



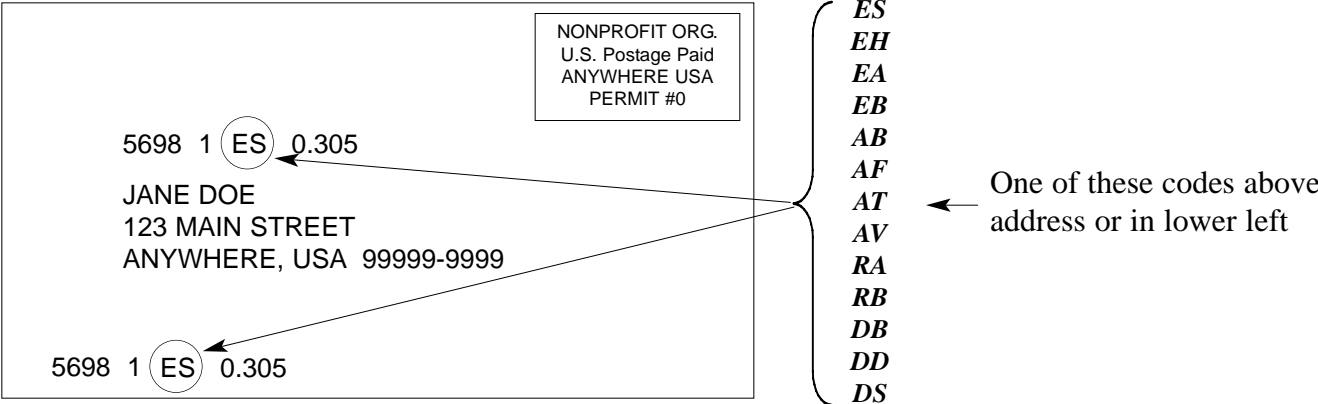
“Carrier Route Presort” above address



“CAR-RT SORT” above address

**Note:** Many of the markings may appear with any of the permit types (i.e., ES may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip).

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



**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

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

\*\*\*\*\*ECRLOT\*\*C-013

JANE DOE  
 123 MAIN STREET  
 ANYWHERE, USA 99999-9999

“ECRLOT” above address

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

\*\*\*\*\*ECRWSS\*\*C-013

JANE DOE  
 123 MAIN STREET  
 ANYWHERE, USA 99999-9999

“ECRWSS” above address

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

\*\*\*\*\*ECRWSH\*\*C-013

JANE DOE  
 123 MAIN STREET  
 ANYWHERE, USA 99999-9999

“ECRWSH” above address

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

\*\*\*\*\*LOT\*\*C-013

JANE DOE  
 123 MAIN STREET  
 ANYWHERE, USA 99999-9999

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

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

\*\*\*\*\*WSS\*\*C-013

JANE DOE  
 123 MAIN STREET  
 ANYWHERE, USA 99999-9999

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

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

\*\*\*\*\*WSH\*\*C-013

JANE DOE  
 123 MAIN STREET  
 ANYWHERE, USA 99999-9999

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

**Hint: Find closest match**

# **Packages or Product Samples (Not Expedited) *Received & Sent* (Green)**

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

- Include all packages or boxes - large or small that were **not** sent Expedited (1 or 2 day service). Packages that were sent Expedited should be recorded under “**Expedited Letters & Packages**” (Gold pages).
- All packages received or sent via the United States Postal Service (USPS) as well as packages delivered by any other organization, such as the United Parcel Service (UPS), Federal Express, DHL, etc. that were **not** sent Expedited (1 or 2 day service).
- Be careful to distinguish between packages delivered by the United States Postal Service (USPS) and those delivered by the United Parcel Service (UPS). The United States Postal Service (USPS) markings include an Eagle while the United Parcel Service (UPS) markings have a shield.
- **Priority Mail** packages should be recorded under “**Expedited Letters & Packages**” (Gold pages).
- Product samples delivered by any organization except those included in the newspaper.





# **Expedited Letters & Packages *Received & Sent* (Gold)**

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

- Letters, packages and boxes that you sent USPS Express Mail or USPS Priority Mail. If sent by another Expedited Mail Carrier (see examples on the next page), you may see terms such as Overnight, 2-day, 3-day, Next Day Air, 2nd Day Air, etc.
- Delivered via the United States Postal Service (USPS), United Parcel Service (UPS), Federal Express, DHL or any other Expedited mail carrier.

**Examples of Expedited Mail carriers are included on the following page.**

# Expedited Mail Examples

---

**Express Mail**



**Priority Mail**



**UPS**



**FedEx**



**DHL**



***Hint: Find closest match***

# Magazines, Newspapers, or Other Periodicals (Yellow)

Use the following to help you determine if the Magazine, Newspaper, or other Periodical should be recorded under this type:

- Delivered by the United States Postal Service (USPS) **only**.
- **Not marked** First-Class, or Standard.
- Examples include daily, weekly and monthly magazines, alumni or fraternal magazines and newspapers.
- **Do not include** newspapers delivered by your local news carrier or magazines and newspapers that you bought at the store or a newsstand.
- **Do not include** catalogs. Catalogs are typically sent “**Standard**,” or “**First-Class**.”



# Unaddressed Mail (Peach)

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

- Include materials delivered by the United States Postal Service (USPS) only.  
**Do not include** advertising material that has been left at your door, material hung on your doorknob, or on left on your car.
- Mail that doesn't have an address label (not even "Occupant" or "Resident").
- Mail not in an envelope, such as advertising flyers, circulars, samples, coupons, or mail order offers.
- For separate advertising pieces folded together, record each piece separately in the diary.





# Appendix C2: Diary Package

*Question Booklet*





# Question Booklet

*Use with Answer Booklets (Monday - Sunday)*

If you have any questions as you complete your answer booklet  
call our toll-free help line at:

**1-888-441-USPS (8777)**

*Available 11am - 9pm Central Standard Time (Mon - Fri)*

*12pm - 5pm Central Standard Time (Sat & Sun)*

OR

e-mail your question to:

***USPS@nustats.com***

OR

visit the project web page at:

***www.nustats.com/uspsstudy.htm***



# Question Sheet

# First-Class Mail Received

Purple

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

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

<b>A.</b>	<b>ENVELOPE/POSTCARD/CATALOG/FLYER: Was the mail piece...</b>	
	1. In a letter size envelope	2. Postcard
	3. Catalog/Flyer	4. In an envelope larger than letter size (not catalog)
<b>B.</b>	<b>ADDRESSEE: Mail piece was addressed to . . .</b>	
	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: <i>(Specify on Answer Booklet page 4)</i>
	4. Other adult (18 and over)	
<b>C.</b>	<b>ZIP CODE: Was your zip code included in the address?</b>	
	1. Yes – 5 digits	2. Yes – 5 digits + 4
	3. No zip code	
<b>D.</b>	<b>BAR CODE: Was a bar code printed on this mail piece?</b>	
	1. Yes – directly above or below the address	4. Yes – both in lower right corner and inside window
	2. Yes – inside window anyplace on mail piece	5. Yes – someplace else
	3. Yes – on lower right corner (not in window)	6. No bar code
<b>E.</b>	<b>SENDER ZIP: Was the zip code included in the return address?</b>	
	1. Yes – 5 digits	2. Yes – 5 digits + 4
	3. Yes – foreign zip code	4. No zip code
	5. No return address	
<b>F.</b>	<b>MAIL TYPE: Type of Mail <i>(Write in only one number for each mail piece)</i></b>	
	<b>Friend or Relative:</b>	<b>Business or Government:</b>
	1. Holiday/Seasons greeting card	12. Advertising/Promotional/Sales materials only (No bills)
	2. Other greeting cards (birthday, sympathy, thank you)	13. Notice or confirmation of order
	3. Invitation	14. Credit card statement/bill
	4. Letter from friend or relative	15. Bill/Invoice/Premium notice
	5. Announcement (birth, marriage, etc)	16. Financial statement
	6. Other personal: <i>(Specify on Answer Booklet page 4)</i>	17. Payment or other check/Money order/Credit (No rebate)
		18. Rebate received in response to coupon submitted
		19. Holiday/Greeting/Thank you card (from a business)
		20. Business invitation/Announcement (Not advertising or sales)
		21. CD/DVD/Video game
		22. Other business/government: <i>(Specify on Answer Booklet pg. 4)</i>
	<b>IF YOU ANSWERED 1 - 6: → SKIP TO P</b>	
	<b>Social/Charitable/Political/Nonprofit:</b>	
	7. Announcement/Meeting Notice/Invitation	
	8. Request for donation	
	9. Confirmation or thank you for donation	
	10. Bill (For Business/Government bills record code 15)	
	11. Other social, etc.: <i>(Specify on Answer Booklet page 4)</i>	
<b>G.</b>	<b>SENDER TYPE: What type of industry did the mail piece come from? <i>(If not from friend/relative)</i></b>	
	<b>Financial:</b>	<b>Services:</b>
	1. Credit Card (Visa, American Express, etc.)	16. Telephone/Long distance company
	2. Bank, Savings & Loan, Credit Union, Loan Co., etc.	17. Electric/Gas/Water/Utility company
	3. Securities broker/Company (Stockbroker)	18. Medical (doctor, dentist, hospital, <u>not</u> insurance co.)
	4. Money market (not with broker or bank)	19. Other professional (lawyer, accountant, engineer, etc.)
	5. Insurance company	20. Leisure/entertainment service (travel agent, hotel, etc.)
	6. Real estate/Mortgage	21. Cable TV/Satellite related
	7. Other financial: <i>(Specify on Answer Booklet page 4)</i>	22. Computer related
	<b>Merchants:</b>	23. Other services: <i>(Specify on Answer Booklet page 4)</i>
	8. Supermarket/Grocery store	<b>Manufacturers:</b>
	9. Department/discount store	24. All manufacturers
	10. Mail order company	<b>Government:</b>
	11. Other store (jewelry, shoes, clothes, hardware, etc.)	25. Federal (social security, veterans administration, IRS)
	12. Publisher (newspapers, books, magazines)	26. State and Local (not a utility company)
	13. Land promotion company	<b>Social/Charitable/Political/Nonprofit:</b>
	14. Online auction (Ebay, etc.)	27. All Social/Charitable/Political/Nonprofit organizations
	15. Other merchants: <i>(Specify on Answer Booklet page 4)</i>	

**More questions on back of page →**

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

- |                                      |   |
|--------------------------------------|---|
| 1. Yes – pre-stamped or postage paid | 3. No return envelope or card included → <b>SKIP TO J</b> |
| 2. Yes – needs a stamp               |   |

**I. RETURN ZIP: Did the address on the return envelope or card include a zip code?**

- |                       |                           |
|-----------------------|---------------------------|
| 1. Yes – 5 digits     | 3. Yes – foreign zip code |
| 2. Yes – 5 digits + 4 | 4. No zip code            |

**J. ADVERTISING: Was any advertising or promotional material enclosed?**

1. Yes
2. No → **SKIP TO P**

**K. 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 |                                 |

**L. 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                              |

**M. HOW ORDER: How could the item(s) or service(s) be ordered? (Write in all that apply)**

- |              |  |
|--------------|--|
| 1. Mail      | 4. Fax                                       |
| 2. Phone     | 5. Internet                                  |
| 3. In-person | 6. Other: (Specify on Answer Booklet page 4) |

**N. RESPONSE: Is anyone in your household considering responding to the advertisement?**

- |                          |          |
|--------------------------|----------|
| 1. Yes                   | 3. Maybe |
| 2. No → <b>SKIP TO P</b> |          |

**O. HOW RESPOND: How would the response most likely be made? (Write in one number only)**

- |              |  |
|--------------|--|
| 1. Mail      | 4. Fax                                       |
| 2. Phone     | 5. Internet                                  |
| 3. In-person | 6. Other: (Specify on Answer Booklet page 4) |

**P. ARRIVAL TIME: The mail piece . . .**

- |   |  |
|---|--|
| 1. Arrived on day needed → <b>SKIP TO R</b>       | 3. Not expected to arrive → <b>SKIP TO R</b> |
| 2. Arrived earlier than needed → <b>SKIP TO R</b> | 4. Arrived late                              |

**Q. ARRIVED LATE: If the mail piece arrived late, was it . . .**

- |                    |                           |
|--------------------|---------------------------|
| 1. Mailed late     | 3. Don't know when mailed |
| 2. Not mailed late |                           |

**R. CLASS: Mail Classification (your mail pieces may show one or more markings - record all)**

*To classify mail: (see pages 5 - 9 of the Instruction Booklet for examples of First-Class Mail)  
Look at markings in top right-hand corner, above or below address & inside window*

- |  |  |
|--|--|
| 1. <b>Presorted</b> First-Class, or PRSRT, or FP | 12. Certificate of Mailing   |
| 2. AUTO  | 13. Restricted Delivery  |
| 3. AB  | 14. Insured  |
| 4. AF  | 15. Mail from outside the US   |
| 5. AT  | 16. Federal Government Mail with Official Signature (FRANKED)  |
| 6. AV  | 17. Other Federal Government Mail  |
| 7. AUTOOCR, or AC                                | 18. First-Class Postage  |
| 8. Single Piece, or SNGLP, or SP                 | 19. Forever Stamp  |
| 9. Certified                                     | 20. COD  |
| 10. Registered                                   | 21. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day) |
| 11. Return Receipt Requested                     |  |

**Note: Please record packages under Expedited (Gold Pages) or Packages Not Expedited (Green Pages).**

# Question Sheet

## First-Class Mail Sent

Purple

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

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

**A. ENVELOPE OR POSTCARD: Was the mail piece...**

1. In a letter size envelope
2. Postcard
3. In an envelope larger than letter size

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

**Friend or Relative:**

1. Holiday/Seasons greeting card
2. Other greeting cards (birthday, sympathy, thank you)
3. Invitation
4. Letter to friend or relative
5. Announcement (birth, marriage, etc.)
6. Other personal: (Specify on Answer Booklet page 6)

**Business or Government:**

7. Order
8. Inquiry
9. Payment
10. CD/DVD/Video game return
11. Other business/government: (Specify on Answer Booklet pg. 6)

**Social/Charitable/Political/Nonprofit:**

12. Donation
13. Inquiry
14. Letter
15. Other social, etc.: (Specify on Answer Booklet page 6)

**IF YOU ANSWERED 1 - 6: → SKIP TO I**

**C. ADDRESSEE TYPE: What type of industry did you send the mail piece to?  
(If not to friend/relative)**

**Financial:**

1. Credit Card (Visa, American Express, etc.)
2. Bank, Savings & Loan, Credit Union, Loan Co., etc.
3. Securities broker/Company (Stockbroker)
4. Money market (not with broker or bank)
5. Insurance company
6. Real estate/Mortgage
7. Other financial: (Specify on Answer Booklet page 6)

**Services:**

16. Telephone/Long distance company
17. Electric/Gas/Water/Utility company
18. Medical (doctor, dentist, hospital, not insurance co.)
19. Other professional (lawyer, accountant, engineer, etc.)
20. Leisure/entertainment service (travel agent, hotel, etc.)
21. Cable TV/Satellite related
22. Computer related
23. Other services: (Specify on Answer Booklet page 6)

**Merchants:**

8. Supermarket/Grocery store
9. Department/discount store
10. Mail order company
11. Other store (jewelry, shoes, clothes, hardware, etc.)
12. Publisher (newspapers, books, magazines)
13. Land promotion company
14. Online auction (Ebay, etc.)
15. Other merchants: (Specify on Answer Booklet page 6)

**Manufacturers:**

24. All manufacturers

**Government:**

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

**Social/Charitable/Political/Nonprofit:**

27. All Social/Charitable/Political/Nonprofit organizations

**D. AD RESPONSE: Was the mail piece sent in response to advertising or solicitation for funds?**

1. Yes
2. No → **SKIP TO F**

**E. AD MATERIAL: Was the advertising/promotional/solicitation material . . .**

1. Received in mail (not in magazine)
2. Seen in magazine
3. Seen in newspaper
4. Seen on Television
5. Heard on radio
6. Received over telephone
7. Other advertising: (Specify on Answer Booklet page 6)

**F. RETURN ENVELOPE: Did you use your own envelope or card?**

1. Yes
2. No – a mailing envelope or card was provided

**G. POSTAGE TYPE: What type of postage was on the envelope or card?**

1. Business reply mail (no postage necessary) → **SKIP TO J**
2. Regular postage stamp
3. Forever Stamp
4. Meter stamp
5. Other: (Specify on Answer Booklet page 6)
6. No postage at all

More questions on back of page →

**H. BAR CODE: Was a bar code printed on the envelope or card?**

- 1. Yes
- 2. No



**I. POSTAGE \$: How much postage did you pay?**

- 1. 26 cents
- 2. 41 cents
- 3. More than 41 cents
- 4. Between 26 cents and 41 cents
- 5. Forever Stamp

**J. ZIP CODE: Was the zip code included in the address?**

- 1. Yes – five digits
- 2. Yes – five digits + four
- 3. Yes – foreign zip code
- 4. No – zip code not included

**K. PO BOX: Was the mail piece sent to a PO Box?**

- 1. Yes
- 2. No

**L. RETURN ZIP: Was your zip code included in the return address?**

- 1. Yes – five digits
- 2. Yes – five digits + four
- 3. No – zip code not included
- 4. No return address included

**M. CLASS: Mail Classification *(record all that apply)***

- 1. Regular First-Class
- 2. Mail to outside the US
- 3. Certified
- 4. Registered
- 5. Insured
- 6. Return Receipt Requested
- 7. Certificate of Mailing
- 8. Restricted Delivery
- 9. COD
- 10. Other classification: *(Specify on Answer Booklet page 6)*

# Standard Mail Received


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

**A. ADDRESSEE: Mail piece was addressed to . . .**

1. Specific member(s) of the household	3. Someone not living at this address
2. "Occupant," "resident," "postal patron," with or without street address	

**B. ZIP CODE: Was your zip code included in the address?**

1. Yes – five digits	3. No – zip code not included
2. Yes – five digits + four	

**C. BAR CODE: Was a bar code printed on this mail piece?** 

1. Yes – directly above or below the address	4. Yes – both in lower right corner and inside window
2. Yes – inside window anyplace on mail piece	5. Yes – someplace else
3. Yes – on lower right corner (not in window)	6. No bar code

**D. SENDER ZIP: Was the zip code included in the return address?**

1. Yes – five digits	3. No – zip code not included
2. Yes – five digits + four	4. No return address

**E. MAIL TYPE: Was mail piece . . . (Write in only one number for each mail piece)**

1. In a letter size envelope	6. Postcard
2. In an envelope larger than letter size (not catalog)	7. Addressed Flyers/Circulars/Folded piece (no envelope)
3. Catalog in envelope	8. Newspapers/Magazines/Newsletters
4. Catalog not in envelope	9. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day)
5. Detached label card	

**IF PACKAGE: RECORD ON ANSWER BOOKLET PG. 11**

**F. CONTENTS: Did the mail piece contain . . .**

1. Coupons	3. No coupons or political campaign materials
2. Political campaign materials	4. CD/DVD/Video game

**G. MULTIPLE: Did the mail piece contain . . .**

1. Material from one organization only	2. Material from several organizations → <b>SKIP TO J</b>
--	---

**H. SENDER TYPE: What type of industry did the mail piece come from? (If not personal)**

<b>Financial:</b>	<b>Services cont.:</b>
1. Credit Card (Visa, American Express, etc.)	18. Medical (doctor, dentist, hospital, not insurance company)
2. Bank, Savings & Loan, Credit Union, Loan Co., etc.	19. Other professional (lawyer, accountant, engineer, etc.)
3. Securities broker/Company (Stockbroker)	20. Leisure/entertainment service (travel agent, hotel, etc.)
4. Money market (not with broker or bank)	21. Cable TV/Satellite related
5. Insurance company	22. Computer related
6. Real estate/Mortgage	23. Other services: (Specify on Answer Booklet page 8)
7. Other financial: (Specify on Answer Booklet page 8)	<b>Manufacturers:</b>
<b>Merchants:</b>	24. All manufacturers
8. Supermarket/Grocery store	<b>Government:</b>
9. Department/discount store	25. Federal (social security, veterans administration, IRS)
10. Mail order company	26. State and Local (not a utility company)
11. Other store (jewelry, shoes, clothes, hardware, etc.)	<b>Social/Charitable/Political/Nonprofit:</b>
12. Publisher (newspapers, books, magazines)	27. Union or professional organization
13. Land promotion company	28. Church/Religious Organization
14. Online auction (Ebay, etc.)	29. Veterans (VFW)
15. Other merchants: (Specify on Answer Booklet page 8)	30. Educational
<b>Services:</b>	31. Charities
16. Telephone/Long distance company	32. Political campaign
17. Electric/Gas/Water/Utility company	33. Other Social: (Specify on Answer Booklet page 8)



**I. FAMILIARITY: Was this mail piece from an organization someone in household . . .**

- |   |   |
|---|---|
| 1. Does or has done business with       | 3. Organization no one in household knows |
| 2. Knows, but no one does business with |   |

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

- |                                      |   |
|--------------------------------------|---|
| 1. Yes – pre-stamped or postage paid | 3. No return envelope or card included → <b>SKIP TO L</b> |
| 2. Yes – needs a stamp               |   |

**K. RETURN ZIP: Did the address on the return envelope or card include a zip code?**

- |                             |                               |
|-----------------------------|-------------------------------|
| 1. Yes – five digits        | 3. No – zip code not included |
| 2. Yes – five digits + four |                               |

**L. READING: Was the mail piece . . . (Write in one number only)**

- |  |                                 |
|--|---------------------------------|
| 1. Read by a member of the household                 | 4. Discarded without being read |
| 2. Read by more than one member of the household     | 5. Set aside for reading later  |
| 3. Looked at but not read by any member of household |                                 |

**M. 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                              |

**N. ADVERTISING: Did this mail piece contain . . .**

- |  |   |
|--|---|
| 1. Advertisement for item(s) or service(s) to be purchased | 3. Other: (Specify on Answer Booklet page 8) → <b>SKIP TO R</b> |
| 2. Solicitation for funds → <b>SKIP TO P</b>               | 4. Did not contain anything → <b>SKIP TO R</b>                  |

**O. HOW ORDER: How could the item(s) or service(s) be ordered? (Write in all that apply)**

- |              |  |
|--------------|--|
| 1. Mail      | 4. Fax                                       |
| 2. Phone     | 5. Internet                                  |
| 3. In-person | 6. Other: (Specify on Answer Booklet page 8) |

**P. RESPONSE: Is anyone in your household considering responding to the advertisement/solicitation?**

- |                          |          |
|--------------------------|----------|
| 1. Yes                   | 3. Maybe |
| 2. No → <b>SKIP TO R</b> |          |

**Q. HOW RESPOND: How would the response most likely be made? (Write in one number only)**

- |              |  |
|--------------|--|
| 1. Mail      | 4. Fax                                       |
| 2. Phone     | 5. Internet                                  |
| 3. In-person | 6. Other: (Specify on Answer Booklet page 8) |

**R. CLASS: Mail Classification (your mail pieces may show one or more markings - record all)****To classify mail:****Look at markings in top right-hand corner, above or below address & inside window**

- |  |  |
|--|--|
| 1. Presorted Standard, or PRSRT STD      | 13. AB   |
| 2. AUTOOCR                               | 14. AF   |
| 3. AUTO                                  | 15. AT   |
| 4. Carrier Route Presort, or CAR-RT SORT | 16. AV   |
| 5. ECR                                   | 17. RA   |
| 6. LOT                                   | 18. RB   |
| 7. WSS                                   | 19. DB   |
| 8. WSH                                   | 20. DD   |
| 9. ES                                    | 21. DS   |
| 10. EH                                   | 22. Not Flat-Machinable, or NFM  |
| 11. EA                                   | 23. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day) |
| 12. EB                                   |  |

# Nonprofit Organization Mail Received

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

## A. ADDRESSEE: Mail piece was addressed to . . .

- Specific member(s) of the household
- "Occupant," "resident," "postal patron," with or without street address
- Someone not living at this address

## B. ZIP CODE: Was your zip code included in the address?

- Yes – five digits
- Yes – five digits + four
- No – zip code not included

## C. BAR CODE: Was a bar code printed on this mail piece?



- Yes – directly above or below the address
- Yes – inside window anyplace on mail piece
- Yes – on lower right corner (not in window)
- Yes – both in lower right corner and inside window
- Yes – someplace else
- No bar code

## D. SENDER ZIP: Was the zip code included in the return address?

- Yes – five digits
- Yes – five digits + four
- No – zip code not included
- No return address

## E. MAIL TYPE: Was mail piece . . . (Write in only one number for each mail piece)

- In a letter size envelope
- In an envelope larger than letter size (not catalog)
- Catalog in envelope
- Catalog not in envelope
- Detached label card
- Postcard
- Addressed Flyers/Circulars/Folded piece (no envelope)
- Newspapers/Magazines/Newsletters
- Can't classify type: (Please mark & place in envelope along with other mail pieces for this day)

**IF PACKAGE: RECORD ON ANSWER BOOKLET PG. 11**

## F. CONTENTS: Did the mail piece contain . . .

- Coupons
- Political campaign materials
- No coupons or political campaign materials
- CD/DVD/Video game

## G. MULTIPLE: Did the mail piece contain . . .

- Material from one organization only
- Material from several organizations → **SKIP TO J**

## H. SENDER TYPE: What type of industry did the mail piece come from? (If not personal)

### Financial:

- Credit Card (Visa, American Express, etc.)
- Bank, Savings & Loan, Credit Union, Loan Co., etc.
- Securities broker/Company (Stockbroker)
- Money market (not with broker or bank)
- Insurance company
- Real estate/Mortgage
- Other financial: (Specify on Answer Booklet page 10)

### Merchants:

- Supermarket/Grocery store
- Department/discount store
- Mail order company
- Other store (jewelry, shoes, clothes, hardware, etc.)
- Publisher (newspapers, books, magazines)
- Land promotion company
- Online auction (Ebay, etc.)
- Other merchants: (Specify on Answer Booklet page 10)

### Services:

- Telephone/Long distance company
- Electric/Gas/Water/Utility company

### Services cont.:

- Medical (doctor, dentist, hospital, not insurance company)
- Other professional (lawyer, accountant, engineer, etc.)
- Leisure/entertainment service (travel agent, hotel, etc.)
- Cable TV/Satellite related
- Computer related
- Other services: (Specify on Answer Booklet page 10)

### Manufacturers:

- All manufacturers

### Government:

- Federal (social security, veterans administration, IRS)
- State and Local

### Social/Charitable/Political/Nonprofit:

- Union or professional organization
- Church/Religious Organization
- Veterans (VFW)
- Educational
- Charities
- Political campaign
- Other Social: (Specify on Answer Booklet page 10)

**I. FAMILIARITY: Was this mail piece from an organization someone in household . . .**

- |   |   |
|---|---|
| 1. Does or has done business with       | 3. Organization no one in household knows |
| 2. Knows, but no one does business with |   |

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

- |                                      |   |
|--------------------------------------|---|
| 1. Yes – pre-stamped or postage paid | 3. No return envelope or card included → <b>SKIP TO L</b> |
| 2. Yes – needs a stamp               |   |

**K. RETURN ZIP: Did the address on the return envelope or card include a zip code?**

- |                             |                               |
|-----------------------------|-------------------------------|
| 1. Yes – five digits        | 3. No – zip code not included |
| 2. Yes – five digits + four |                               |

**L. READING: Was the mail piece . . . (Write in one number only)**

- |  |                                 |
|--|---------------------------------|
| 1. Read by a member of the household                 | 4. Discarded without being read |
| 2. Read by more than one member of the household     | 5. Set aside for reading later  |
| 3. Looked at but not read by any member of household |                                 |

**M. 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                              |

**N. ADVERTISING: Did this mail piece contain . . .**

- |  |  |
|--|--|
| 1. Advertisement for item(s) or service(s) to be purchased | 3. Other: (Specify on Answer Booklet page 10) → <b>SKIP TO R</b> |
| 2. Solicitation for funds → <b>SKIP TO P</b>               | 4. Did not contain anything → <b>SKIP TO R</b>                   |

**O. HOW ORDER: How could the item(s) or service(s) be ordered? (Write in all that apply)**

- |              |   |
|--------------|---|
| 1. Mail      | 4. Fax  |
| 2. Phone     | 5. Internet                                   |
| 3. In-person | 6. Other: (Specify on Answer Booklet page 10) |

**P. RESPONSE: Is anyone in your household considering responding to the advertisement/solicitation?**

- |                          |          |
|--------------------------|----------|
| 1. Yes                   | 3. Maybe |
| 2. No → <b>SKIP TO R</b> |          |

**Q. HOW RESPOND: How would the response most likely be made? (Write in one number only)**

- |              |   |
|--------------|---|
| 1. Mail      | 4. Fax  |
| 2. Phone     | 5. Internet                                   |
| 3. In-person | 6. Other: (Specify on Answer Booklet page 10) |

**R. CLASS: Mail Classification (your mail pieces may show one or more markings - record all)**

**To classify mail:**  
**Look at markings in top right-hand corner, above or below address & inside window**

- |  |  |
|--|--|
| 1. Nonprofit Organization, or Nonprofit Org., or Nonprofit | 13. AB   |
| 2. AUTOOCR   | 14. AF   |
| 3. AUTO  | 15. AT   |
| 4. Carrier Route Presort, or CAR-RT SORT                   | 16. AV   |
| 5. ECR   | 17. RA   |
| 6. LOT   | 18. RB   |
| 7. WSS   | 19. DB   |
| 8. WSH   | 20. DD   |
| 9. ES  | 21. DS   |
| 10. EH   | 22. Not Flat-Machinable, or NFM  |
| 11. EA   | 23. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day) |
| 12. EB   |  |

# Packages or Product Samples Received (Not Expedited)

Record Priority Mail packages on Gold pages in Answer Booklet

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

## A. FROM: Was the package from . . .

- |   |                                 |
|---|---------------------------------|
| 1. Friend or relative                       | 4. Business – for other reasons |
| 2. Business – ordered by household member   | 5. Unsolicited sample           |
| 3. Business – ordered by friend or relative |                                 |

## B. ADDRESS: Was the address on the package . . .

- Correct
- Incorrect

## C. ZIP CODE: Did the address include a zip code?

- |                             |                               |
|-----------------------------|-------------------------------|
| 1. Yes – five digits        | 3. No – zip code not included |
| 2. Yes – five digits + four |                               |

## D. BAR CODE: Was a bar code printed on the package?

- Yes
- No



## E. RETURN ZIP: Did the return address include a zip code?

- |                             |                               |
|-----------------------------|-------------------------------|
| 1. Yes – five digits        | 3. No – zip code not included |
| 2. Yes – five digits + four | 4. No return address included |

## F. DELIVERY: Package was delivered/handled by . . .

- |   |   |
|---|---|
| 1. United States Postal Service (USPS)          | 4. DHL (Ground, @Home)                                      |
| 2. UPS (Ground, 3 Day Select)                   | 5. Other delivery type: (Specify on Answer Booklet page 12) |
| 3. FedEx (Ground, Express Saver, Home Delivery) |   |

**IF YOU ANSWERED 2 - 5: → SKIP TO H**

## G. SPECIAL SVCS: If the package or product sample was delivered by USPS, did it have any of the following special services? (Write in all that apply)

- |  |   |
|--|---|
| 1. Return Receipt Requested                          | 6. Stamped "Special Handling" (First Class, Parcel Post)  |
| 2. Delivery Confirmation                             | 7. Certificate of Mailing (Not available for Periodicals) |
| 3. Signature Confirmation (First Class, Parcel Post) | 8. Restricted Delivery (First-Class, Parcel Post)         |
| 4. Insured (Not available for Periodicals)           | 9. No special services                                    |
| 5. COD (Not available for Standard)                  | 10. Other: (Specify on Answer Booklet page 12)            |

## H. SENDER TYPE: What type of industry did the package come from? (If not from friend/relative)

### Financial:

- Bank, Savings & Loan, Credit Union, Loan Co., etc.
- Securities broker/Company
- Other financial: (Specify on Answer Booklet page 12)

### Merchants:

- Supermarket/Grocery store
- Department/Discount store
- Publisher (newspapers, books, magazines)
- Mail order company
- Online auction (Ebay, etc.)
- Other merchants: (Specify on Answer Booklet page 12)

### Services:

- Telephone/Long distance company
- Computer company/ISP
- Medical (doctor, dentist, hospital, pharmacist)
- Health insurance company
- Other services: (Specify on Answer Booklet page 12)

### Manufacturers:

- All manufacturers

### Government:

- All government

### Social/Charitable/Political/Nonprofit:

- Educational
- Other Social: (Specify on Answer Booklet page 12)

More questions on back of page →

**I. CONTENTS: Did this package contain . . . (Write in all that apply)**

- |  |  |
|--|--|
| 1. Clothing                              | 8. Toys  |
| 2. Travel products or information        | 9. Food products   |
| 3. Computer hardware/software            | 10. Checkbooks   |
| 4. Electronic equipment                  | 11. Pharmaceuticals/Contacts                                   |
| 5. Telecommunications (e.g. cell phones) | 12. Sporting goods   |
| 6. Book(s) (include telephone books)     | 13. Footwear/Shoes   |
| 7. Music/Video/Video game                | 14. Other contents: <i>(Specify on Answer Booklet page 12)</i> |

**J. ITEM ORDER: How was the item ordered? (Write in all that apply)**

- |   |   |
|---|---|
| 1. Ordered from a print catalog                     | 6. Not ordered – a personal package from family/friend        |
| 2. Ordered from an on-line store                    | 7. Not ordered – a promotional item/gift from organization    |
| 3. Ordered from a local store                       | 8. Not ordered – unsolicited product sample                   |
| 4. Ordered from a direct mail piece (not a catalog) | 9. Some other way: <i>(Specify on Answer Booklet page 12)</i> |
| 5. Ordered from the television                      | 10. Don't know  |

**K. PKG CONDITION: Did the package . . .**

1. Look all right before opening
2. Look damaged before opening

**L. CONDITION: The contents were . . .**

1. Not damaged
2. Damaged *(Please describe on Answer Booklet page 12)*

**M. CLASS: Package Classification (If delivered by the United States Postal Service only)**

- |   |  |
|---|--|
| 1. First-Class (up to 13oz)                   | 10. Bound Printed Matter   |
| 2. Standard Rate                              | 11. Media Mail   |
| 3. Standard Rate Enhanced Carrier Route (ECR) | 12. Library Mail   |
| 4. Standard Not Flat-Machinable (NFM)         | 13. Package received from outside the U.S  |
| 5. Parcel Post                                | 14. Can't classify: <i>(Please mark &amp; place in envelope along with other mail pieces for this day)</i> |
| 6. Parcel Select                              |  |
| 7. Nonprofit                                  |  |
| 8. Nonprofit ECR                              |  |
| 9. Nonprofit Not Flat-Machinable (NFM)        |  |

**Note: Please record Priority Mail packages under Expedited (Gold Pages).**

# Packages Sent (Not Expedited)

Record Priority Mail packages on Gold pages in Answer Booklet

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

**A. ADDRESSEE: Was the package addressed to . . .**

1. Friend or relative
2. Business

**B. ZIP CODE: Was their zip code included in the address?**

1. Yes – five digits
2. Yes – five digits + four
3. No – zip code not included

**C. RETURN ZIP: Was your zip code included in the return address?**

1. Yes – five digits
2. Yes – five digits + four
3. No – zip code not included
4. No return address included

**D. DELIVERY: Package was delivered/handled by . . .**

1. United States Postal Service (USPS)
2. UPS (Ground, 3 Day Select)
3. FedEx (Ground, Express Saver, Home Delivery)
4. DHL (Ground, @Home)
5. Other delivery type: (Specify on Answer Booklet page 12)

**IF YOU ANSWERED 2 - 5: → SKIP TO F**

**E. SPECIAL SVCS: If you sent the package by USPS, did it have any of the following special services? (Write in all that apply)**

1. Return Receipt Requested
2. Delivery Confirmation
3. Signature Confirmation (First Class, Parcel Post)
4. Insured (Not available for Periodicals)
5. COD (Not available for Standard)
6. Stamped "Special Handling" (First Class, Parcel Post)
7. Certificate of Mailing (Not available for Periodicals)
8. Restricted Delivery (First-Class, Parcel Post)
9. No special services
10. Other: (Specify on Answer Booklet page 12)

**F. DISTANCE: How far away did you send your package?**

**Inside the United States:**

1. Local

**Out of town:**

2. 50 miles or less
3. 51 to 150 miles
4. 151 to 300 miles

5. 301 to 600 miles
6. 601 to 1,000 miles
7. 1,001 to 1,400 miles
8. 1,401 to 1,800 miles
9. More than 1,800 miles
10. Out of the United States

**G. CONTENTS: Did this package contain . . . (Write in all that apply)**

1. Clothing
2. Travel products or information
3. Computer hardware/software
4. Electronic equipment
5. Telecommunications (e.g. cell phones)
6. Book(s) (include telephone books)
7. Music/Video/Video game
8. Toys
9. Food products
10. Checkbooks
11. Pharmaceuticals/Contacts
12. Sporting goods
13. Footwear/Shoes
14. Other contents: (Specify on Answer Booklet page 12)

**H. REASON: Why did you send this package . . .**

1. Gift or other item sent to friend or relative
2. Returning merchandise ordered
3. Returning unsolicited merchandise
4. Other reason: (Specify on Answer Booklet page 12)

**I. CLASS: Package Classification - Only if delivered by the United States Postal Service (Write in all that apply)**

1. First-Class (up to 13oz)
2. Bound Printed Matter
3. Media Mail
4. Parcel Post
5. Mail sent outside the US
6. Other: (Specify on Answer Booklet page 12)

**Note: Please record Priority Mail packages under Expedited (Gold Pages).**



# Expedited Letters & Packages Received

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

## A. FORM: Was the mail piece . . .

- |   |            |
|---|------------|
| 1. In a letter size envelope                              | 3. Package |
| 2. In an envelope larger than letter size (not a catalog) |            |

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

- |   |   |
|---|---|
| 1. Male head of household                       | 5. Child (under 18)                                     |
| 2. Female head of household                     | 6. Whole family   |
| 3. Male & Female head of household (Mr. & Mrs.) | 7. Other addressee: (Specify on Answer Booklet page 14) |
| 4. Other adult (18 and over)                    |   |

## C. CONTENTS: Did this package contain . . . (Write in all that apply)

- |  |   |
|--|---|
| 1. Clothing                              | 8. Toys   |
| 2. Travel products or information        | 9. Food products  |
| 3. Computer hardware/software            | 10. Checkbooks  |
| 4. Electronic equipment                  | 11. Pharmaceuticals/Contacts                            |
| 5. Telecommunications (e.g. cell phones) | 12. Sporting goods                                      |
| 6. Book(s) (include telephone books)     | 13. Footwear/Shoes                                      |
| 7. Music/Video/Video game                | 14. Other contents: (Specify on Answer Booklet page 14) |

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

### Friend or Relative:

- Holiday/Seasons greeting card
- Other greeting cards (birthday, sympathy, thank you)
- Invitation
- Letter from friend or relative
- Announcement (birth, marriage, etc)
- Other personal: (Specify on Answer Booklet page 14)

### Business or Government:

- Advertising/Promotional/Sales materials only (No bills)
- Notice or confirmation of order
- Credit card statement/bill
- Bill/Invoice/Premium notice
- Financial statement
- Payment or other check/Money order/Credit (No rebate)
- Rebate received in response to coupon submitted
- Holiday/Greeting/Thank you card (from a business)
- Business invitation/Announcement (Not advertising or sales)
- CD/DVD/Video game
- Other business/government: (Specify on Answer Booklet p. 14)

### IF YOU ANSWERED 1 - 6: → SKIP TO O

### Social/Charitable/Political/Nonprofit:

- Announcement/Meeting Notice/Invitation
- Request for donation
- Confirmation or thank you for donation
- Bill (For Business/Government bills record code 15)
- Other social, etc.: (Specify on Answer Booklet page 14)

## E. SENDER TYPE: What type of industry did the letter or package come from? (If not from friend/relative)

### Financial:

- Bank, Savings & Loan, Credit Union, Loan Co., etc.
- Securities broker/Company
- Other financial (Specify on Answer Booklet page 14)

### Merchants:

- Supermarket/Grocery store
- Department/Discount store
- Publisher (newspapers, books, magazines)
- Mail order company
- Online auction (Ebay, etc.)
- Other merchants: (Specify on Answer Booklet page 14)

### Services:

- Telephone/Long distance company
- Computer company/ISP
- Medical (doctor, dentist, hospital, pharmacist)
- Health insurance company
- Other services: (Specify on Answer Booklet page 14)

### Manufacturers:

- All manufacturers

### Government:

- All government

### Social/Charitable/Political/Nonprofit:

- Educational
- Other Social: (Specify on Answer Booklet page 14)

More questions on back of page →



**F. ITEM ORDER: How was the item ordered? (Write in all that apply)**

- |   |  |
|---|--|
| 1. Ordered from a print catalog                     | 6. Not ordered – a personal package from family/friend     |
| 2. Ordered from an on-line store                    | 7. Not ordered – a promotional item/gift from organization |
| 3. Ordered from a local store                       | 8. Not ordered – unsolicited product sample                |
| 4. Ordered from a direct mail piece (not a catalog) | 9. Some other way: (Specify on Answer Booklet page 14)     |
| 5. Ordered from the television                      | 10. Don't know   |

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

- |                                      |   |
|--------------------------------------|---|
| 1. Yes – pre-stamped or postage paid | 3. No return envelope or card included → <b>SKIP TO I</b> |
| 2. Yes – needs a stamp               |   |

**H. RETURN ZIP: Did the address on the return envelope or card include a zip code?**

- |                       |                           |
|-----------------------|---------------------------|
| 1. Yes – 5 digits     | 3. Yes – foreign zip code |
| 2. Yes – 5 digits + 4 | 4. No zip code            |

**I. ADVERTISING: Was any advertising or promotional material enclosed?**

- |                          |
|--------------------------|
| 1. Yes                   |
| 2. No → <b>SKIP TO O</b> |

**J. READING: Was the mail piece . . . (Write in one number only)**

- |  |                                 |
|--|---------------------------------|
| 1. Read by a member of the household                 | 4. Discarded without being read |
| 2. Read by more than one member of the household     | 5. Set aside for reading later  |
| 3. Looked at but not read by any member of household |                                 |

**K. 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                              |

**L. HOW ORDER: How could the item(s) or service(s) be ordered? (Write in all that apply)**

- |              |   |
|--------------|---|
| 1. Mail      | 4. Fax  |
| 2. Phone     | 5. Internet                                   |
| 3. In-person | 6. Other: (Specify on Answer Booklet page 14) |

**M. RESPONSE: Is anyone in your household considering responding to the advertisement?**

- |                          |          |
|--------------------------|----------|
| 1. Yes                   | 3. Maybe |
| 2. No → <b>SKIP TO O</b> |          |

**N. HOW RESPOND: How would the response most likely be made? (Write in one number only)**

- |              |   |
|--------------|---|
| 1. Mail      | 4. Fax  |
| 2. Phone     | 5. Internet                                   |
| 3. In-person | 6. Other: (Specify on Answer Booklet page 14) |

**O. ARRIVAL TIME: The mail piece . . .**

- |   |  |
|---|--|
| 1. Arrived on day needed → <b>SKIP TO Q</b>       | 3. Not expected to arrive → <b>SKIP TO Q</b> |
| 2. Arrived earlier than needed → <b>SKIP TO Q</b> | 4. Arrived late                              |

**P. ARRIVED LATE: If the mail piece arrived late, was it . . .**

- |                    |                           |
|--------------------|---------------------------|
| 1. Mailed late     | 3. Don't know when mailed |
| 2. Not mailed late |                           |

**Q. CLASS: Mail Classification**

- |                     |  |
|---------------------|--|
| 1. Express Mail     | 7. DHL Next Day  |
| 2. Priority Mail    | 8. DHL 2nd Day   |
| 3. UPS Next Day Air | 9. Other delivery type: (Specify on Answer Booklet page 14)  |
| 4. UPS 2nd Day Air  | 10. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day) |
| 5. FedEx Overnight  |  |
| 6. FedEx 2Day       |  |

# Expedited Letters & Packages Sent

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

## A. FORM: Was the mail piece . . .

1. In a letter size envelope
2. In an envelope larger than letter size (not catalog)
3. Package

## B. CONTENTS: Did this package contain . . . (Write in all that apply)

1. Clothing
2. Travel products or information
3. Computer hardware/software
4. Electronic equipment
5. Telecommunications (e.g., cell phones)
6. Book(s) (include telephone books)
7. Music/Video/Video game
8. Toys
9. Food products
10. Checkbooks
11. Pharmaceuticals/Contacts
12. Sporting goods
13. Footwear/Shoes
14. Other contents: (Specify on Answer Booklet page 16)

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

### Friend or Relative:

1. Holiday/Seasons greeting card
2. Other greeting cards (birthday, sympathy, thank you)
3. Invitation
4. Letter to friend or relative
5. Announcement (birth, marriage, etc)
6. Other personal: (Specify on Answer Booklet page 16)

### Business or Government:

7. Order
8. Inquiry
9. Payment
10. Other business/government: (Specify on Answer Booklet p. 16)

### Social/Charitable/Political/Nonprofit:

11. Donation
12. Inquiry
13. Letter
14. Other social: (Specify on Answer Booklet page 16)

**IF YOU ANSWERED 1 - 6: → SKIP TO G**

## D. ADDRESSEE TYPE: What type of industry did you send the mail piece to? (If not to friend/relative)

### Financial:

1. Bank, Savings & Loan, Credit Union, Loan Co., etc.
2. Securities broker/Company
3. Other financial (Specify on Answer Booklet page 16)

### Merchants:

4. Supermarket/Grocery store
5. Department/Discount store
6. Publisher (newspapers, books, magazines)
7. Mail order company
8. Online auction (Ebay, etc.)
9. Other merchants: (Specify on Answer Booklet page 16)

### Services:

10. Telephone/Long distance company
11. Computer company/ISP
12. Medical (doctor, dentist, hospital, pharmacist)
13. Health insurance company
14. Other services: (Specify on Answer Booklet page 16)

### Manufacturers:

15. All manufacturers

### Government:

16. All government

### Social/Charitable/Political/Nonprofit:

17. Educational
18. Other Social: (Specify on Answer Booklet page 16)

## E. AD RESPONSE: Was the mail piece sent in response to advertising or solicitation for funds?

1. Yes
2. No → **SKIP TO G**

## F. 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. Other advertising: (Specify on Answer Booklet page 16)

## G. CLASS: Mail Classification

1. Express Mail
2. Priority Mail
3. UPS Next Day Air
4. UPS 2nd Day Air
5. FedEx Overnight
6. FedEx 2Day
7. DHL Next Day
8. DHL 2nd Day
9. Other delivery type: (Specify on Answer Booklet page 16)
10. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day)



# Magazines, Newspapers, or Other Periodicals Received

**(Record only if delivered by the United States Postal Service)**

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

**A. TYPE: This periodical is . . .**

- |                     |   |
|---------------------|---|
| 1. Daily newspaper  | 5. Monthly magazine   |
| 2. Weekly newspaper | 6. Other magazine   |
| 3. Other newspaper  | 7. Other periodical: <i>(Specify on Answer Booklet page 18)</i> |
| 4. Weekly magazine  |   |

**B. SENDER TYPE: Was the periodical from . . .**

- |                            |   |
|----------------------------|---|
| 1. Union                   | 5. Educational organization                                   |
| 2. Religious organization  | 6. Professional organization – someone in household is member |
| 3. Veterans' organization  | 7. Any other organization                                     |
| 4. Charitable organization | 8. Any other publisher  |

**C. SUBSCRIPTION: Type of subscription?**

- |   |   |
|---|---|
| 1. Paid - ordered by household member     | 4. Free - came with membership                                    |
| 2. Free - ordered by household member     | 5. Gift subscription from a friend or relative                    |
| 3. Free – not ordered by household member | 6. Other subscription: <i>(Specify on Answer Booklet page 18)</i> |

**D. ZIP CODE: Was your zip code included in the address?**

1. Yes – five digits
2. Yes – five digits + four
3. No – zip code not included

**E. BAR CODE: Was a bar code printed on this mail piece?**

1. Yes
2. No



**F. ARRIVAL TIME: The mail piece . . .**

- |                                  |  |
|----------------------------------|--|
| 1. Arrived earlier than expected | 3. Arrived later than expected                   |
| 2. Arrived on day expected       | 4. Was not expected to arrive on any special day |

**G. DELIVERY: This periodical . . .**

- |  |  |
|--|--|
| 1. Could arrive later and not cause difficulty/inconvenience | 4. Arrives so late that it causes difficulty/inconvenience         |
| 2. Comes on the proper day and shouldn't come any later      | 5. Delivery date is not important                                  |
| 3. Doesn't have a regular delivery day                       | 6. Other delivery need: <i>(Specify on Answer Booklet page 18)</i> |



# Unaddressed Material Received

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

**A. CONTENTS: Did the mail piece contain . . .**

- |                                 |   |
|---------------------------------|---|
| 1. Coupons                      | 3. No coupons or political campaign materials |
| 2. Political campaign materials | 4. CD/DVD/Video game                          |

**B. SAMPLES: Did the mail piece contain a product sample?**

- Yes
- No

**C. SENDER TYPE: What type of industry did the mail piece come from?**
**Financial**

- Credit Card (Visa, American Express, etc.)
- Bank, Savings & Loan, Credit Union, Loan Co., etc.
- Securities broker/Company (Stockbroker)
- Money market (not with broker or bank)
- Insurance company
- Real estate/Mortgage
- Other financial: (Specify on Answer Booklet page 20)

**Merchants:**

- Supermarket/Grocery store
- Department/discount store
- Mail order company
- Other store (jewelry, shoes, hardware, etc.)
- Publisher (newspapers, books, magazines)
- Land promotion company
- Online auction (*Ebay, etc.*)
- Other merchants: (Specify on Answer Booklet page 20)

**Services:**

- Telephone/Long distance company
- Electric/Gas/Water/Utility company

**Services cont.:**

- Medical (doctor, dentist, hospital, not insurance co.)
- Other professional (lawyer, accountant, engineer, etc.)
- Leisure/entertainment service (travel agent, hotel, etc.)
- Cable TV/Satellite related
- Computer related
- Other services: (Specify on Answer Booklet page 20)

**Manufacturers:**

- All manufacturers

**Government:**

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

**Social/Charitable/Political/Nonprofit:**

- Union or professional organization
- Church/Religious Organization
- Veterans
- Educational
- Charities
- Political campaign
- Other Social: (Specify on Answer Booklet page 20)

**D. FAMILIARITY: Was this mail piece from an organization someone in household . . .**

- Does or has done business with
- Knows, but no one does business with
- Organization no one in household knows

**E. READING: Was the mail piece . . . (Write one number only on Answer Sheet)**

- |   |                                 |
|---|---------------------------------|
| 1. Read by a household member                     | 4. Discarded without being read |
| 2. Read by more than one household member         | 5. Set aside for reading later  |
| 3. Looked at but not read by any household member |                                 |

**F. 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                              |





# Appendix C2: Diary Package

*Answer Booklet*







# Answer Booklet for: **MONDAY**

*Use with Question Sheet Booklet*

**Please send us your Mail Pieces  
with your completed Answer Booklets.**

**Thanks for your Help!**

222891

FY 2007



# 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**

**No Mail/Packages Sent or Received Today:** (Mark here with an X) →

**Mail Received Monday:**  **Total #**

Record the total number received above and then record for each mail type below.

- 1. First-Class:**  **Total #** → GO TO PAGE 3 (PURPLE)
- First-Class errors:  # Wrong address, right person → GO TO PAGE 3 (PURPLE)
- # Right address, wrong person } DO NOT ANSWER QUESTIONS ABOUT THESE
- # Wrong address, wrong person }
- 2. Standard:**  Total # received → GO TO PAGE 7 (BLUE)
- 3. Nonprofit Organization:**  Total # received → GO TO PAGE 9 (GRAY)
- 4. Packages/Product Samples (Not Expedited):**  Total # received → GO TO PAGE 11 (GREEN)
- 5. Expedited Letters/Pkgs:**  Total # received → GO TO PAGE 13 (GOLD)
- 6. Magazines, Newspapers, or Other Periodicals:**  Total # received → GO TO PAGE 17 (YELLOW)
- 7. Unaddressed Material:**  Total # received → GO TO PAGE 19 (PEACH)

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

- Envelopes:  Total # sent } GO TO PAGE 5 (PURPLE)
- Postcards:  Total # sent }
- Packages:  Total # sent → GO TO PAGE 11 (GREEN)
- Expedited:  Total # sent → GO TO PAGE 15 (GOLD)

# Answer Sheet Example

Please print clearly as in the example:

**1** OR **20**

Use a pen in black or blue ink  
**DO NOT USE PENCIL**

Today you received a First-Class postcard from a mail order company, and a personal letter.

1. Open the **Question Booklet** to the purple page, **First-Class Mail Received**.
2. For question A, your number code is either: 1 (envelope), 2 (postcard), 3 (catalog/flyer), or 4 (envelope larger than letter size) as shown on the question sheet.
3. Write a "2" for postcard as shown below.
4. Finish answering the remaining questions (B-R) 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 #2.

*Personal Letter*

*Postcard*

**Answer Sheet** **Purple**

**First-Class Mail Received**

Mail Piece # →

Use questions from Question Booklet	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. ENV./POSTCARD/ CATALOG/FLYER	2	1	2	1								
B. ADDRESSEE	1	2	1	3								
C. ZIP CODE	2	1	1	1								
D. BAR CODE	1	6	3	2								
E. SENDER ZIP	5	1	1	2								
F. MAIL TYPE	12	4	12	14								
G. SENDER TYPE	10		21	1								
H. RETURN ENV.	3		3	2								
I. RETURN ZIP				2								
J. ADVERTISING	1		1	1								
K. READING	2		1	3								
L. REACTION	3		1	1								
M. HOW ORDER (Record all)	3 5		1 3	2 5	1 5	2						
N. RESPONSE	2		1	3								
O. HOW RESPOND			5	5								
P. ARRIVAL TIME	3	3	3	4								
Q. ARRIVED LATE				3								
R. CLASS (Record all)	2 18	18	1	18								

*See Question Sheet for entire question*

*See Question Sheet for the list of codes for each question*

*For questions that allow more than one response, each column allows for up to four codes.*

**Monday**

♠77714

**Page 3**

**Monday**

777483

**Page 2**

# First-Class Mail Received

Mail Piece #  →

Use questions in Question Booklet	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. ENV./POSTCARD/ CATALOG/FLYER												
B. ADDRESSEE												
C. ZIP CODE												
D. BAR CODE												
E. SENDER ZIP												
F. MAIL TYPE												
G. SENDER TYPE												
H. RETURN ENV.												
I. RETURN ZIP												
J. ADVERTISING												
K. READING												
L. REACTION												
M. HOW ORDER <i>(Record all)</i>												
N. RESPONSE												
O. HOW RESPOND												
P. ARRIVAL TIME												
Q. ARRIVED LATE												
R. CLASS <i>(Record all)</i>												

# First-Class Mail Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other/Comments

# First-Class Mail Sent

Mail Piece # \_\_\_\_\_ →

Use questions in Question Booklet	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. ENVELOPE OR POSTCARD												
B. MAIL TYPE												
C. ADDRESSEE TYPE												
D. AD RESPONSE												
E. AD MATERIAL												
F. RETURN ENV.												
G. POSTAGE TYPE												
H. BAR CODE												
I. POSTAGE \$												
J. ZIP CODE												
K. PO BOX												
L. RETURN ZIP												
M. CLASS (Record all)												



## First-Class Mail Sent

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other/Comments

# Standard Mail Received

Mail Piece # \_\_\_\_\_ →

Use questions in Question Booklet	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. ADDRESSEE												
B. ZIP CODE												
C. BAR CODE												
D. SENDER ZIP												
E. MAIL TYPE												
F. CONTENTS												
G. MULTIPLE												
H. SENDER TYPE												
I. FAMILIARITY												
J. RETURN ENV.												
K. RETURN ZIP												
L. READING												
M. REACTION												
N. ADVERTISING												
O. HOW ORDER <i>(Record all)</i>												
P. RESPONSE												
Q. HOW RESPOND												
R. CLASS <i>(Record all)</i>												

## Standard Mail Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other/Comments

# Nonprofit Organization Mail Received

Mail Piece # \_\_\_\_\_ →

Use questions in Question Booklet	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. ADDRESSEE												
B. ZIP CODE												
C. BAR CODE												
D. SENDER ZIP												
E. MAIL TYPE												
F. CONTENTS												
G. MULTIPLE												
H. SENDER TYPE												
I. FAMILIARITY												
J. RETURN ENV.												
K. RETURN ZIP												
L. READING												
M. REACTION												
N. ADVERTISING												
O. HOW ORDER <i>(Record all)</i>												
P. RESPONSE												
Q. HOW RESPOND												
R. CLASS <i>(Record all)</i>												

# Nonprofit Organization Mail Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other/Comments

## Answer Sheet

Green

### Packages or Product Samples (Not Expedited) Received

Use questions in Question Booklet	Mail Piece # <span style="float: right;">→</span>											
	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. FROM												
B. ADDRESS												
C. ZIP CODE												
D. BAR CODE												
E. RETURN ZIP												
F. DELIVERY												
G. SPECIAL SVCS <i>(Record all)</i>												
H. SENDER TYPE												
I. CONTENTS <i>(Record all)</i>												
J. ITEM ORDER <i>(Record all)</i>												
K. PKG CONDITION												
L. CONDITION												
M. CLASS												

### Packages (Not Expedited) Sent

Use questions in Question Booklet	Mail Piece # <span style="float: right;">→</span>											
	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. ADDRESSEE												
B. ZIP CODE												
C. RETURN ZIP												
D. DELIVERY												
E. SPECIAL SVCS <i>(Record all)</i>												
F. DISTANCE												
G. CONTENTS <i>(Record all)</i>												
H. REASON												
I. CLASS <i>(Record all)</i>												

**Packages or Product Samples (Not Expedited)  
Received & Sent**

Specify other answers and/or provide comments here

**Mail**      **Question**  
**Piece #**    **Letter**    **Specify Other/Comments**

Mail Piece #	Question Letter	Specify Other/Comments

# Expedited Letters & Packages Received

Mail Piece #  →

Use questions in Question Booklet	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. FORM												
B. ADDRESSEE												
C. CONTENTS <i>(Record all)</i>												
D. MAIL TYPE												
E. SENDER TYPE												
F. ITEM ORDER <i>(Record all)</i>												
G. RETURN ENV.												
H. RETURN ZIP												
I. ADVERTISING												
J. READING												
K. REACTION												
L. HOW ORDER <i>(Record all)</i>												
M. RESPONSE												
N. HOW RESPOND												
O. ARRIVAL TIME												
P. ARRIVED LATE												
Q. CLASS												



# Expedited Letters & Packages Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other/Comments

# Expedited Letters & Packages Sent

Mail Piece # →

Use questions in Question Booklet	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. FORM												
B. CONTENTS <i>(Record all)</i>												
C. MAIL TYPE												
D. ADDRESSEE TYPE												
E. AD RESPONSE												
F. AD MATERIAL												
G. CLASS												

# Expedited Letters & Packages Sent

Specify other answers and/or provide comments here

**Mail Piece #**      **Question Letter**      **Specify Other/Comments**

Mail Piece #	Question Letter	Specify Other/Comments

# Magazines, Newspapers, or Other Periodicals Received

Mail Piece #  →

Use questions in Question Booklet	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. TYPE												
B. SENDER TYPE												
C. SUBSCRIPTION												
D. ZIP CODE												
E. BAR CODE												
F. ARRIVAL TIME												
G. DELIVERY												

# Magazines, Newspapers, or Other Periodicals Received

Specify other answers and/or provide comments here

**Mail Piece #      Question Letter      Specify Other/Comments**

Mail Piece #	Question Letter	Specify Other/Comments

# Unaddressed Material Received

Mail Piece #  →

Use questions in Question Booklet	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. CONTENTS												
B. SAMPLES												
C. SENDER TYPE												
D. FAMILIARITY												
E. READING												
F. REACTION												

# Unaddressed Material Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other/Comments



# Appendix C2: Diary Package

**“Frequently Asked Questions”**





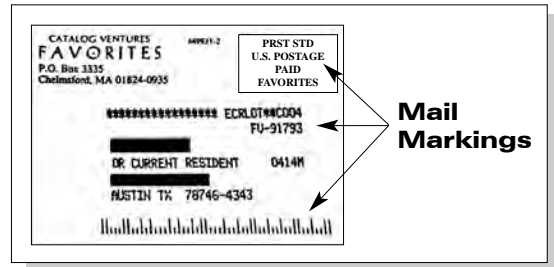
# Frequently Asked Questions



## **What are Mail Markings?**

They are markings on the mail piece that identify its postage type and other mailing characteristics, such as zip code and bar code.

**Mail markings** are typically in the top right corner, above or below your address, or inside the window of an envelope.



**Please Send us your Mail Pieces!**



## **Do I send the entire Mail Piece?**

Yes. Each packet goes through an editing process that verifies that the mail pieces were recorded under the correct mail type (First-Class, Standard, etc.) and that all the questions were answered. The entire mail piece (e.g., the envelope) provides us with additional survey information, such as sender type. So it's important 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. (See page 1 in Instruction Booklet.)
- **Send us the entire mail piece**, such as the envelope your mail came in. We don't need the contents unless it's something you don't need. **DO NOT CUT OUT THE INDIVIDUAL MAIL MARKINGS.**
- If the mail piece is a catalog, magazine, flyer, or newspaper, just send the page with the mailing label and the postage. Fold the piece and place it in the daily envelope the best you can. We do not need the entire catalog or newspaper, etc. *All information collected is strictly confidential and is used for research purposes only.*



## **What is the difference between First-Class and Standard?**

Standard Mail pieces are marked "Presorted Standard" or "PRST STD," in the upper-right corner of the mail piece (close to the stamp or meter strip). (See pages 10-14 in the Instruction Booklet for descriptions & visual examples of Standard mail.)

Most First-Class Mail pieces from businesses are marked "First-Class" or "Presorted First-Class" especially when they don't have stamps. If the mail piece just has a stamp without any of these marks, it is probably First-Class Mail. Most letter-size envelopes will have postage of 41¢ or more, either in stamps or 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. (See pages 5-9 in the Instruction Booklet for descriptions & visual examples of First-Class Mail.)



## **Are catalogs from mail order companies classified under Magazines, Newspapers, or Other Periodicals?**

Most catalogs are sent either Standard or First-Class, but the type of postage determines the mail type. Please check the mail markings to determine the correct mail type.

### **More Questions?**

Visit the project webpage: [www.nustats.com/uspstudy.htm](http://www.nustats.com/uspstudy.htm),  
call our USPS Hotline at: 1-888-441-USPS (8777), or e-mail [USPS@nustats.com](mailto:USPS@nustats.com)





## Appendix C2: Diary Package

*"I'm Finished . . ." Card*

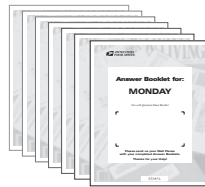


## I'm finished, what do I send back?

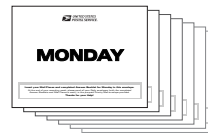
- 1 Completed **Answer Booklets** & **Mail Pieces** for each day in the corresponding Daily envelope.



Mail Pieces



Answer Booklets



Daily Envelopes

- 2 **Gift Selection form** with your choice of gift selected.



Illustration of a Gift Selection Form with checkboxes and a grid for selecting gifts.

- 3 Place Daily envelopes and Gift Form in the **pre-paid Priority Mail envelope**. Drop in any public U.S. Postal Service mail box or at your local post office.







# Appendix C2: Diary Package

## *Gift Selection Form*







# Gift Selection Form

In appreciation for your participation, choose **ONE** of the following gifts\*:

- Thirty dollars**
- 100 First-Class stamps**

*\* Please allow 10-12 weeks for processing*

Make any changes to your name and address below:

Name:

Street number:

Street name:

City:

State:

Zip:

Telephone

-

**Mail back with your Mail Pieces and completed Answer Booklets!**

