

# The Household Diary Study

## Mail Use & Attitudes in FY 2008



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

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

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# Executive Summary

This report documents the findings of the United States Postal Service's Household Diary Study (HDS) for Fiscal Year (FY) 2008. 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 2008 report covers Government Fiscal Year 2008, with comparisons to 2006 and 2007.

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

## Overview

In 2008, U.S. households received 148.6 billion pieces of mail, and sent 21.3 billion, as seen in Table E.1. Mail sent or received by households constituted 81 percent of total domestic mail in FY 2008. Fifty-six 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 non-households.

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

Mail Classification	Received	Sent
First-Class Mail	57.2	20.8
Standard Regular Mail	69.4	—
Standard Nonprofit Mail	13.6	—
Periodicals	6.4	—
Package & Shipping Services	2.0	0.5
<b>Total</b>	<b>148.6</b>	<b>21.3</b>
Household to Household	5.9	
Total Mail Received and Sent by Households	164.0	
FY 2008 RPW Total*	201.9	
Non-household to Non-household Residual)	37.9	
Unaddressed	3.9	—

Source: HDS Diary Sample, FY 2008.  
\*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 2006 through 2008.

Thirty-five percent of household mail contains correspondence and transactions, down slightly from 36 percent in 2007. In terms of volume, total correspondence fell 2.4 percent compared to 2007. However, longer term trends show that, over the past several years, correspondence fell more significantly. For example, since 2002 correspondence fell almost 14 percent. In part, the decline in correspondence is a continuation of long-term trends, but it is also related to changing demographics. Younger households both send and receive fewer pieces of correspondence mail, a result of younger households' comfort with and use of the Internet, and their lower average income level.

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

Market	2006	2007	2008
Correspondence	16.6	16.9	16.5
Transactions	42.7	43.3	41.7
Advertising*	104.9	100.3	99.4
Periodicals	6.7	6.6	6.4
Packages	3.2	3.1	3.4
Unclassified	3.8	3.8	4.7
<b>Total</b>	<b>170.2</b>	<b>166.2</b>	<b>164.0</b>

Source: HDS Diary Sample, FY 2006, 2007, and 2008.

Notes:

Correspondence and Transactions include 8.2 billion pieces of First-Class advertising-enclosed mail (excluded from totals).

Advertising excludes unsolicited samples of periodicals and packages (0.1 billion pieces).

Package volumes include ground packages and expedited.

Packages include 1.2 billion pieces of CD/DVD rentals. \*Prior to 2007, Standard mail volumes were inflated by about 3 billion pieces due to a double count of Detached Address Labels by the carrier cost system. Also, volumes through 2007 were understated by about 2 to 3 billion pieces due to a change in the methodology used by the carrier cost system for estimating deliveries to residential addresses. These volumes are used as a control for survey results.

**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 seven years, the percentage of bills paid by electronic methods increased from 17 percent in 2002 to 38 percent in 2008. In contrast, bills paid by mail decreased from 75 percent to 56 percent of total payments during the same time. In-person payments decreased slightly, from 8 percent in 2002 to 6 percent in 2008. The number of bills and statements households received through the mail decreased slightly, 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 2008. As shown in Table E.3, 84 percent of all advertising mail received by households is Standard Mail (83 billion pieces). The remainder consists of First-Class Mail; either stand-alone advertising (8.3 billion pieces), or secondary advertising that is sent along with other matter (8.2 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	16.4	17%
Standard Regular Mail	69.4	70%
Standard Nonprofit Mail	13.6	14%
<b>Total Advertising Mail</b>	<b>99.6</b>	<b>100%</b>

Source: HDS Diary Sample, FY 2008.

Note: Total includes unsolicited samples of packages and periodicals.

As shown in Table E.4, households received 6.4 billion pieces of Periodicals mail in 2008, slightly less than in 2007 and 2006. Nearly three-quarters of these were magazines. Newspapers are only 23 percent of total Periodicals, down from 35 percent in 1987. Contributors to the decline in newspaper volumes are lower circulation and readership levels as well as the growth of the Internet as an alternative delivery method.

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

Mail Classification	Volume (Billions)	Percent of Total Periodicals
Newspapers	1.4	23%
Magazines	4.6	72%
Unclassified	0.4	6%
<b>Total Periodicals</b>	<b>6.4</b>	<b>100%</b>

Source: Household Diary Study, FY 2008.

In 2008, households received 2.7 billion and sent 1 billion packages. Compared to 2007, total packages sent and received increased 13.7 percent. Most of the growth was in First-Class, where CD/DVD rentals contributed to most of the increase in volume. In general, delivery from mail order and Internet retailers is an important driver of package volume, and while the HDS data is not designed to quantify it, there are indications that online auction sites (like eBay) are responsible for some of the recent increase in packages sent by households.

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

Mail Classification	2008			
	Received		Sent	
	Number	Percent	Number	Percent
First-Class Mail	1,154	43%	672	66%
Standard Mail	594	22%	—	—
Package & Shipping Services	897	33%	330	33%
Unclassified	58	2%	13	1%
<b>Total Packages</b>	<b>2,704</b>	<b>100%</b>	<b>1,015</b>	<b>100%</b>

Source: HDS Diary Sample, FY 2008.

Notes:

Totals may not sum due to rounding.

First-Class Packages include 1.2 billion pieces of CD/DVD rentals (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) 2008 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 2008 report covers the period from October 1, 2007, through September 28, 2008, equivalent to the Government Fiscal Year (GFY) used by the Postal Service. Data from FY 2006 and FY 2007 are also reported on a GFY basis.

## U.S. Postal Service Volumes

Serving a nation containing five percent of the world's population according to the Universal Postal Union, the Postal Service delivers over 45 percent of the world's mail. The Postal Service delivered 203 billion pieces of mail in FY 2008—a decrease of almost 10 billion pieces from 2007, the largest decline since the Great Depression.

In 2008 the economy was driven by a severe recession, the collapse of the housing market and an extended credit crunch. These events were the leading cause for the extraordinary decline in mail volumes. Standard Mail was impacted more significantly than any other class of mail, driving volumes down 4.5 percent. Since the vast majority of Standard Mail consists of advertising pieces, its volume is particularly sensitive to the health of the economy. As poor economic conditions forced most businesses to cut their advertising spending drastically, Standard Mail fell to historical lows.

Standard Mail, however, exceeded First-Class Mail again in 2008, a trend which started in 2005 and has continued since then. A 3.4 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 17.6 billion, or 32 percent, fueled, in part, by the adoption of the Internet and the subsequent increase in electronic diversion of the mail. The economy was also a major contributor to lower First-Class volumes, as 12 percent of this volume consisted of advertising mail. Additionally, because of the mortgage meltdown and tight credit conditions, the decline in First-Class advertising was driven mostly by the financial industry. In 2008, First-Class financial advertising fell more than 10 percent, a drop considerably greater than reductions in any other industry. Similarly, the crisis surrounding financial institutions also forced them to cut Standard Mail advertising more significantly (-2 percent) than other industries, but still to a lesser extent than the cuts made in First-Class advertising.

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

Table 1.1 presents the RPW volumes for FY 2008, along with data for FY 1987, 2006, and 2007. This report makes frequent comparisons to those years.

Table 1.2 reports revenue, pieces, and weight data by class and shape for FY 2008.

- **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, 2006, 2007, and 2008  
(Billions of Pieces)

Mail Classification	1987	2006	2007	2008
<b>First-Class Mail:</b>	<b>78.6</b>	<b>97.4</b>	<b>95.9</b>	<b>91.3</b>
First-Class Letters:	75.3	91.8	90.1	85.9
Single-Piece	53.9	41.9	40.1	36.7
Workshare	21.4	49.9	50.0	49.2
First-Class Cards:	3.2	5.7	5.8	5.4
Single-Piece	2.5	2.3	2.2	1.9
Workshare	.8	3.4	3.6	3.6
<b>Periodicals</b>	<b>10.3</b>	<b>9.0</b>	<b>8.8</b>	<b>8.6</b>
<b>Standard Mail:</b>	<b>59.4</b>	<b>102.5</b>	<b>103.5</b>	<b>99.1</b>
Regular and ECR:	48.3	87.9	88.7	84.3
Regular	21.7	54.9	56.5	55.3
Enhanced Carrier Route	26.6	33.0	32.2	28.9
Nonprofit and NP ECR:	10.9	14.6	14.8	14.8
Nonprofit	8.6	12.0	12.1	12.5
NP Enhanced Carrier Route	2.3	2.6	2.7	2.3
<b>Package &amp; Shipping Services:</b>	<b>1.0</b>	<b>2.2</b>	<b>2.2</b>	<b>2.1</b>
<b>Other Domestic Mail</b>	<b>.5</b>	<b>1.1</b>	<b>1.1</b>	<b>.9</b>
<b>International Mail</b>	<b>.8</b>	<b>.8</b>	<b>.8</b>	<b>.8</b>
<b>Total</b>	<b>153.2</b>	<b>213.0</b>	<b>212.2</b>	<b>202.7</b>

Source: RPW Reports.

Note: Totals may not sum due to rounding.

**Table 1.2:**  
Total Mail: Revenue, Pieces, and Weight by Shape, FY 2008

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>31,953</b>	<b>4,197</b>	<b>942</b>	<b>37,091</b>	<b>87,327</b>	<b>3,463</b>	<b>490</b>	<b>91,280</b>	<b>3,226</b>	<b>714</b>	<b>165</b>	<b>4,105</b>
First-Class Letters:	30,720	4,197	942	35,858	81,925	3,463	490	85,879	3,185	714	165	4,064
Single-Piece	14,392	3,578	926	18,896	33,545	2,690	480	36,716	1,010	597	162	1,769
Workshare	16,328	619	16	16,962	48,380	773	11	49,163	2,175	117	3	2,295
First-Class Cards:	1,233	—	—	1,233	5,402	—	—	5,402	41	0	0	41
Single-Piece	500	—	—	500	1,846	—	—	1,846	12	0	0	12
Workshare	732	—	—	732	3,556	—	—	3,556	29	0	0	29
<b>Periodicals</b>	<b>24</b>	<b>2,248</b>	<b>5</b>	<b>2,277</b>	<b>132</b>	<b>8,466</b>	<b>7</b>	<b>8,605</b>	<b>9</b>	<b>3,655</b>	<b>12</b>	<b>3,677</b>
<b>Standard Mail:</b>	<b>11,564</b>	<b>8,276</b>	<b>650</b>	<b>20,490</b>	<b>64,237</b>	<b>34,107</b>	<b>740</b>	<b>99,084</b>	<b>3,187</b>	<b>7,498</b>	<b>332</b>	<b>11,017</b>
Regular and ECR:	10,178	7,717	618	18,513	52,360	31,200	696	84,256	2,585	7,029	315	9,928
Regular	9,247	3,273	617	13,136	46,198	8,438	693	55,330	2,296	2,243	314	4,853
Enhanced Carrier Route	931	4,444	1	5,376	6,162	22,762	3	28,927	289	4,785	0	5,075
Nonprofit and NP ECR:	1,386	560	32	1,977	11,877	2,907	43	14,828	602	469	18	1,089
Nonprofit	1,308	390	32	1,730	10,889	1,570	43	12,501	564	298	18	880
NP Enhanced Carrier Route	77	170	0	247	989	1,338	0	2,326	38	171	0	209
<b>Package &amp; Shipping Services:</b>	<b>108</b>	<b>1,583</b>	<b>6,169</b>	<b>8,762</b>	<b>23</b>	<b>573</b>	<b>1,362</b>	<b>2,007</b>	<b>2</b>	<b>660</b>	<b>4,269</b>	<b>4,978</b>
<b>Total</b>	<b>43,649</b>	<b>16,304</b>	<b>7,765</b>	<b>67,719</b>	<b>151,719</b>	<b>46,610</b>	<b>2,599</b>	<b>200,929</b>	<b>6,424</b>	<b>12,527</b>	<b>4,779</b>	<b>23,730</b>
<b>Other:</b>	—	—	—	—	—	—	—	—	—	—	—	—
Other Domestic Mail	—	—	—	0	—	—	—	892	—	—	—	182
International Mail	—	—	—	2,348	—	—	—	835	—	—	—	282
<b>Total</b>	—	—	—	<b>70,967</b>	—	—	—	<b>202,704</b>	—	—	—	<b>24,241</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 2008

Mail Classification	Revenue per Piece (Dollars)				Weight per Piece (Ounces)			
	Letters	Flats	Parcels	Total	Letters	Flats	Parcels	Total
<b>First-Class Mail</b>	<b>0.366</b>	<b>1.212</b>	<b>1.920</b>	<b>0.406</b>	<b>0.591</b>	<b>3.299</b>	<b>5.367</b>	<b>0.719</b>
First-Class Letters:	0.375	1.212	1.920	0.418	0.622	3.299	5.367	0.757
Single-Piece	0.429	1.330	1.929	0.515	0.482	3.550	5.387	0.771
Workshare	0.337	0.801	1.511	0.345	0.719	2.427	4.479	0.747
First-Class Cards:	0.228	—	—	0.228	0.121	—	—	0.121
Single-Piece	0.271	—	—	0.271	0.103	—	—	0.103
Workshare	0.206	—	—	0.206	0.130	—	—	0.130
<b>Periodicals</b>	<b>0.181</b>	<b>0.266</b>	<b>0.709</b>	<b>0.265</b>	<b>1.134</b>	<b>6.908</b>	<b>28.584</b>	<b>6.837</b>
<b>Standard Mail</b>	<b>0.180</b>	<b>0.243</b>	<b>0.878</b>	<b>0.207</b>	<b>0.794</b>	<b>3.517</b>	<b>7.189</b>	<b>1.779</b>
Regular and ECR:	0.194	0.247	0.887	0.220	0.790	3.604	7.227	1.885
Regular	0.200	0.388	0.889	0.237	0.795	4.254	7.249	1.403
Enhanced Carrier Route	0.151	0.195	0.407	0.186	0.750	3.364	2.071	2.807
Nonprofit and NP ECR:	0.117	0.193	0.735	0.133	0.811	2.583	6.583	1.175
Nonprofit	0.120	0.248	0.737	0.138	0.829	3.036	6.595	1.126
NP Enhanced Carrier Route	0.078	0.127	0.354	0.106	0.610	2.051	4.778	1.439
<b>Package &amp; Shipping Services</b>	<b>4.696</b>	<b>2.763</b>	<b>4.529</b>	<b>4.366</b>	<b>1.391</b>	<b>18.429</b>	<b>50.150</b>	<b>39.685</b>
<b>Total</b>	0.288	0.350	2.987	0.337	0.677	4.300	29.414	1.890
<b>Other</b>	—	—	—	—	—	—	—	—
Other Domestic Mail	—	—	—	0.000	—	—	—	3.266
International Mail	—	—	—	2.813	—	—	—	5.403
<b>Total</b>	—	—	—	<b>0.350</b>	—	—	—	<b>1.913</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 non-household,
- 3) Non-household to household, and
- 4) Non-household to non-household.

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

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

Originating In:	Destinating In:		
	Household	Non-household	Total Originating
Household	5.9	15.3	21.3
Non-household	142.7	37.9	180.6
<b>Total Destinating</b>	<b>148.6</b>	<b>53.2</b>	<b>201.9</b>

Source: HDS Diary Sample, FY 2008.

Note: Totals may not sum due to rounding.

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

Originating In:	Destinating In:	
	Household	Non-household
Household	1.0	2.5
Non-household	23.5	N/A

Source: Household Diary Study, FY 2008.

## Household Mail

As shown in Table 1.4a, domestic mail to and from households constituted more than 80 percent of total mail volume in 2008. This equates to 27.0 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 148.6 billion pieces of mail and sent 21.3 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 2008 was 164.0 billion pieces.

In FY 2008, households received 39 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	57.2	20.8
Standard Regular Mail	69.4	—
Standard Nonprofit Mail	13.6	—
Periodicals	6.4	—
Package & Shipping Services	2.0	0.5
<b>Total</b>	<b>148.6</b>	<b>21.3</b>
Household to Household	5.9	
Total Mail Received and Sent by Households	164.0	
FY 2008 RPW Total*	201.9	
Non-household to Non-household (Residual)	37.9	
Unaddressed	3.9	—

Source: HDS Diary Sample, FY 2008.

\*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	490	9.4
Standard Regular Mail	594	11.4
Standard Nonprofit Mail	117	2.2
Periodicals	55	1.1
Package & Shipping Services*	17	0.4
<b>Total Mail Received</b>	<b>1,273</b>	<b>24.5</b>
<b>Mail Sent</b>		
First-Class Mail:	178	3.4
Package & Shipping Services*	5	0.1
<b>Total Mail Sent</b>	<b>182</b>	<b>3.5</b>
Unaddressed	33	0.6

Source: HDS Diary Sample, FY 2008.

\* 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.
- **Package & Shipping Services** are Priority Mail, Express Mail and Package Services. 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 are 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	16.5	41.7	16.4	—	1.7	68.1
Standard Mail	—	—	83.0	—	0.6	83.6
Periodicals	—	—	—	6.4	—	6.4
Package & Shipping Services	—	—	—	—	1.0	1.0
<b>Total</b>	<b>16.5</b>	<b>41.7</b>	<b>99.4</b>	<b>6.4</b>	<b>3.4</b>	<b>159.1</b>

Source: HDS Diary Sample FY 2008.

Notes:

Correspondence and Transactions include 8.2 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).

First-Class Packages include 1.2 billion pieces of CD/DVD rentals sent and received, reported in First-Class Mail letters in Tables E.1, 1.5, and 1.6.

## Report Organization

The rest of the Household Diary Study report is organized around the markets the mail serves. Each chapter contains an analysis of the trends in the Household Diary Study data, as well as a discussion of how those trends 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 and it discusses the household market for merchandise delivery

In addition, there are three appendices to the report:

**Appendix A** contains a set of comparative tables for FY 1987, 2007, and 2008, organized by class of mail. A concordance is presented for comparison with pre-2000 reports.

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

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



# Chapter 2: Profile of Mail Usage

## Introduction

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

The first section looks at growth in mail volume, population, households, and delivery points over recent decades. The next section examines the demographic characteristics of mail users, contrasting higher-mail-volume households with lower-volume households. The third section details the emerging demographic 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 almost 203 billion in 2008, an increase of 84 percent. This growth outpaced the rate of population growth and household formation. Over the same period, according to the U.S. Census Bureau, the adult population grew 36 percent, and households grew by 41 percent. The number of places to which the Postal Service delivers increased still faster, growing by 52 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 84 percent 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 work-sharing discounts, encouraging mailers to prepare the mail in ways that reduce the total system cost of creating and delivering the mail. Mailers could take advantage of these discounts by sorting the mail in advance. The Postal Service would receive the mail presorted to the individual ZIP codes and/or to the carrier routes associated with those ZIP codes.

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

**Table 2.1:**  
Mail Volume and Demographics  
Average Annual Growth 1981-2008

	1981-1990	1991-2000	2001-2008
Total Mail Volume	4.6%	2.3%	.3%
Delivery Points	1.7%	1.5%	1.2%
Adult Population	1.5%	1.3%	1.0%
Households	1.4%	.9%	1.1%

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. Work-shared First-Class Mail fell for the first time ever. Since 2003, Standard Mail volume grew along with the economy, reaching new highs and exceeding First-Class Mail for the first time in 2005. Total First-Class volume, on the other hand, has continued to decline in part due to the diversion of bills and statements to electronic alternatives and to lower-cost Standard Mail options. In 2008, a severe economic recession (which, according to the National Bureau of Economic Research, began in December 2007), accompanied by the collapse of the housing market and a persistent credit crunch, contributed to a 4.5 percent decrease in total mail volumes, the largest volume decline since the Great Depression. The economic crisis led to much slower cash flows and forced most businesses—especially financial institutions—to curtail their direct-mail advertising expenses. Standard Mail volume, consisting almost entirely of advertising mail, was severely impacted by the limited advertising budgets and fell 4.3 percent. First-Class Mail advertising (approximately 12 percent of the total First-Class Mail) was also curtailed because of the financial crisis. This further aggravated a long-running negative trend in total First-Class Mail volumes that was driven by electronic diversion. More specifically, in 2008, lower advertising volumes, combined with the ongoing electronic diversion of the mail, contributed to a 5 percent decline in total First-Class Mail.

Between 2001-2008, total mail volume fell 2.3 percent, and First-Class volume fell 11.7 percent. Nevertheless, the U.S. population grew about 7 percent, and households grew 8 percent during the same period. The Postal Service added 8.5 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 or falls, as was the case between 2001-2008, the Postal Service's ability to fund delivery service is hampered because the Postal Service charges its customers for piece volume but does not assess connect charges, access fees, or system fees, like many other network enterprises.

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

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

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

These high-volume households are 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 27.3 percent of their bills by Internet, up from 16.5 percent in 2006 and 21.1 percent in 2007. In comparison, households that receive less than 30 pieces of mail each week paid 22.7 percent of their bills online, up from 13.9 percent in 2006 and 15.6 percent in 2007.

**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	14.2	\$95,868	94%	2,751	761	6.5
36-44	13.0	\$77,928	89%	2,260	637	5.1
30-35	13.9	\$69,542	89%	2,246	583	4.1
24-29	17.9	\$66,751	88%	2,840	815	3.4
18-23	20.0	\$54,966	76%	2,887	672	3.0
12-17	19.5	\$44,730	69%	2,439	490	2.3
Less than 12	18.3	\$30,343	54%	1,912	307	1.6
<b>Total</b>	<b>116.8</b>	<b>\$59,467</b>	<b>78%</b>	<b>17,336</b>	<b>4,265</b>	<b>3.5</b>

Source: HDS Diary Sample, FY 2008.

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	14.2	3%	20%	18%	60%
36-44	13.0	8%	24%	23%	45%
30-35	13.9	8%	24%	28%	40%
24-29	17.9	9%	32%	22%	36%
18-23	20.0	12%	33%	25%	30%
12-17	19.5	17%	32%	26%	24%
Less than 12	18.3	29%	34%	19%	16%
<b>Total</b>	<b>116.8</b>	<b>13%</b>	<b>29%</b>	<b>23%</b>	<b>34%</b>

Source: HDS Diary Sample, FY 2008.

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	9.1	8.9	6.1	3.1	27.2
\$35 to \$65	3.1	10.6	8.2	9.4	31.2
\$65 to \$100	1.2	8.4	6.9	12.2	28.8
Over \$100	0.5	3.0	3.2	11.3	18.1
Don't know / Refused	1.4	3.3	2.6	3.8	11.5
<b>Total</b>	<b>15.1</b>	<b>34.2</b>	<b>26.9</b>	<b>39.9</b>	<b>116.8</b>

Source: HDS Diary Sample, FY 2008.  
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	6.5	7.6	13.1	0.0	27.2
\$35 to \$65	7.9	11.8	11.5	0.0	31.2
\$65 to \$100	7.0	14.0	7.8	0.1	28.8
Over \$100	2.3	10.3	5.5	0.0	18.1
Don't know / Refused	2.0	3.3	5.8	0.3	11.5
<b>Total</b>	<b>25.6</b>	<b>47.0</b>	<b>43.7</b>	<b>0.4</b>	<b>116.8</b>

Source: HDS Diary Sample, FY 2008.  
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 31 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	20.8
Two	43.3
Three	20.9
Four	19.4
Five or more	12.4
<b>Total</b>	<b>116.8</b>

Source: HDS Diary Sample, FY 2008.  
Note: Total may not sum due to rounding.

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

Number of Adults	
One	24.6
Two	73.1
Three or more	19.1
<b>Total</b>	<b>116.8</b>

Source: HDS Diary Sample, FY 2008.  
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, online shopping potentially adds packages and catalog delivery to the Postal Service mailstream.

Table 2.8 shows that 78 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, 69 percent indicated they planned to purchase the service within the next year.

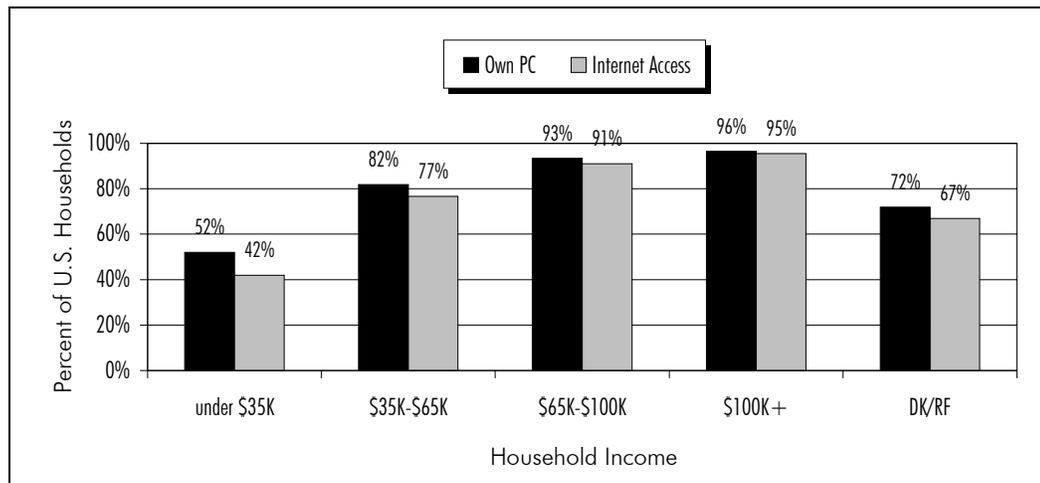
**Table 2.8:**  
Households by Type of Internet Access  
(Millions of Households)

Type of Internet Access	
Broadband	74.1
Dial-up	17.3
None	25.3
<b>Total</b>	<b>116.8</b>

Source: HDS Diary Sample, FY 2008.  
Note: Totals may not sum due to rounding.

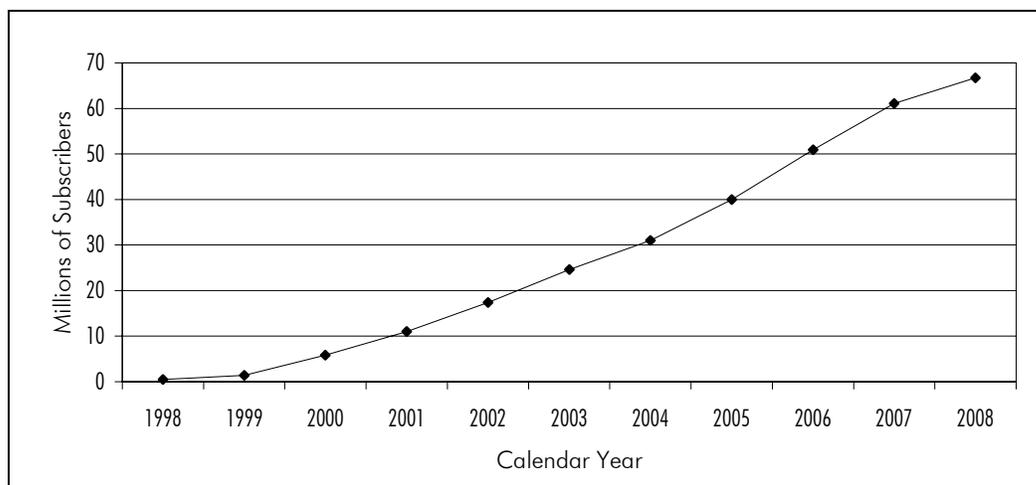
Eighty-one percent of wired households, or 63 percent of the total, have Broadband access (DSL, cable, or T1). Figure 2.2 shows the trend in Broadband connections. The rapid growth of Broadband expands the potential scope of electronic diversion of the mail. A fast, always-on connection to the Internet 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 2008.

**Figure 2.2:**  
Broadband Subscribers



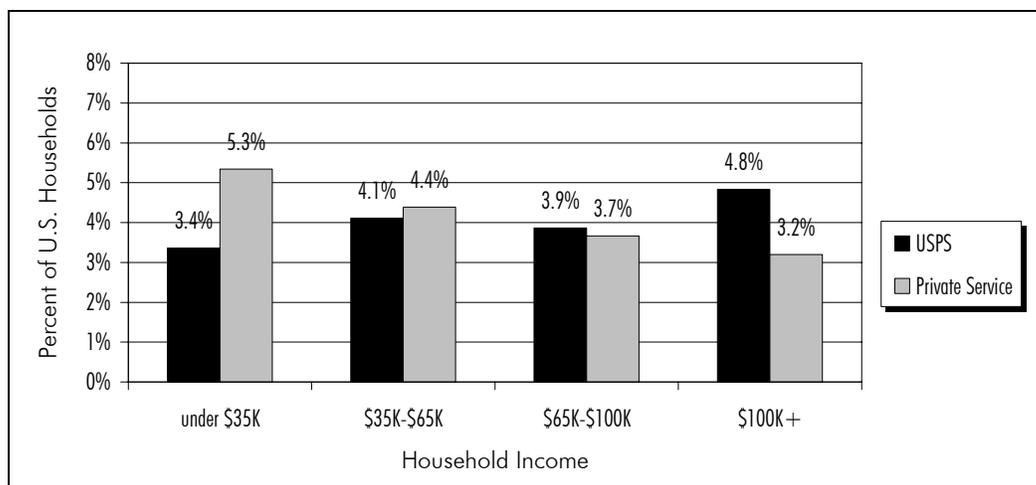
Source: Leichtman Research Group.

## Use of the Post Office

A rented mailbox is one alternative that households use to manage their mail. In 2008, 4.5 percent of all households in the U.S. rented mailboxes from the Postal Service, and 4.1 percent rented 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 seven years, after 2001, largely as a result of price increases, with 4.5 percent of U.S. households renting a box from the Postal Service in 2008, compared to ten percent in 2001.

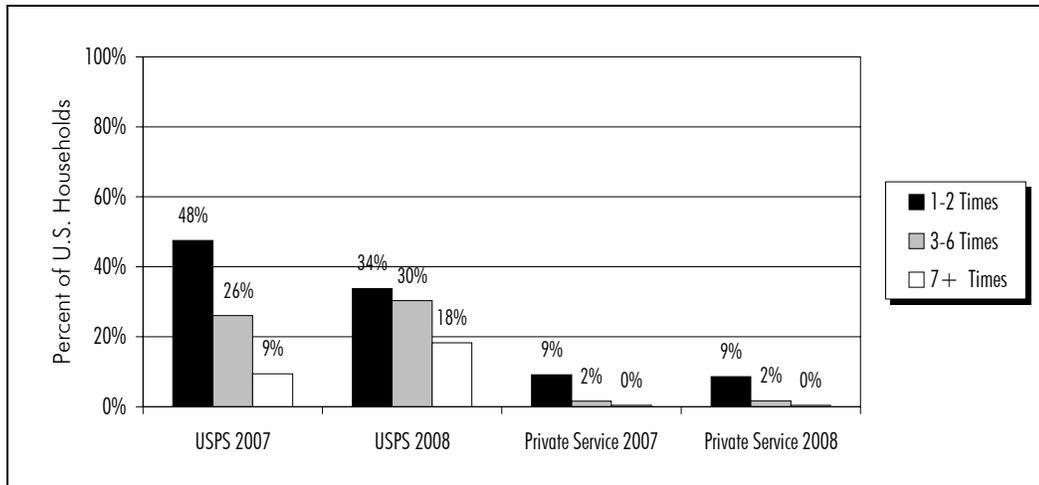
The Postal Service currently owns and operates almost 37,000 post office locations throughout the United States. As shown in Figure 2.4, the use of post offices for mailing services continues to dominate the mail service industry. Over 82 percent of all U.S. households patronize a post office at least once a month, while just 11 percent visit a private mailing company. Over 48 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 11 percent of households visited private mailing companies in both 2007 and 2008.

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



Source: HDS Recruitment Data, FY 2008.

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



Source: HDS Recruitment Data, FY 2007 and 2008.



# 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 2006 and 2008, providing a better illustration of mail trends over time.

## Correspondence Mail Volume

Total correspondence sent and received represents about 10 percent of all household mail volumes, as shown in Table E.2. Table 3.1 below provides a recent history of total correspondence volumes, showing a 0.4 percent decline from 2006 to 2008. However, longer-term trends indicate that, over the past several years, the decline was much steeper. For example, since 2002, total correspondence fell almost 14 percent. Personal correspondence, which is essentially household to household mail, was flat compared to 2007 but fell 7.1 percent from 2006, continuing a declining trend that has lasted for more than 16 years. In 1987, households reported receiving 1.6 pieces of personal correspondence each week. By 2008, 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, 2006-2008
	2006	2007	2008	
HH to HH	6,079	5,610	5,646	-7.1%
NHH to HH	8,461	9,175	8,780	3.8%
HH to NHH	2,034	2,132	2,083	2.4%
<b>Total</b>	<b>16,574</b>	<b>16,917</b>	<b>16,509</b>	<b>-0.4%</b>
Sector	Pieces per Household per Week			Share of 2008 Total
	2006	2007	2008	
HH to HH	1.0	0.9	0.9	34.2%
NHH to HH	1.4	1.5	1.4	53.2%
HH to NHH	0.3	0.4	0.3	12.6%
<b>Total</b>	<b>2.8</b>	<b>2.8</b>	<b>2.7</b>	

Source: HDS Diary Sample, FY 2006, 2007, and 2008.

Note: Totals may not sum due to rounding.

Definition of correspondence recalculated for FY 2006 and 2007; numbers do not compare to previously published reports.

**Table 3.2:**  
Correspondence Mail Received by Income and Education  
(Pieces per Household per Week)

Household Income (Thousands)	Educational Attainment of Head of Household				Average
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	1.1	1.6	1.7	2.0	<b>1.5</b>
\$35 to \$65	2.0	2.1	2.3	2.3	<b>2.2</b>
\$65 to \$100	2.0	2.6	2.5	2.9	<b>2.7</b>
Over \$100	2.8	2.7	2.9	3.7	<b>3.4</b>
<b>Average</b>	<b>1.5</b>	<b>2.2</b>	<b>2.3</b>	<b>3.0</b>	<b>2.4</b>

Source: HDS Diary Sample, FY 2008.  
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	.5	.9	1.0	1.1	<b>.8</b>
\$35 to \$65	.8	1.2	1.3	1.4	<b>1.2</b>
\$65 to \$100	.4	1.2	1.3	1.7	<b>1.4</b>
Over \$100	.6	1.8	1.3	2.0	<b>1.8</b>
<b>Average</b>	<b>.6</b>	<b>1.2</b>	<b>1.2</b>	<b>1.7</b>	<b>1.3</b>

Source: HDS Diary Sample, FY 2008.  
Note: Excludes Don't Know/Refused.

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

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

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

Household Income (Thousands)	Age of Head of Household			Average
	Under 34	35 to 54	Over 55	
Under \$35	1.1	1.2	1.9	<b>1.5</b>
\$35 to \$65	1.7	2.0	2.7	<b>2.2</b>
\$65 to \$100	2.3	2.6	3.2	<b>2.7</b>
Over \$100	2.3	3.6	3.4	<b>3.4</b>
<b>Average</b>	<b>1.7</b>	<b>2.4</b>	<b>2.7</b>	<b>2.4</b>

Source: HDS Diary Sample, FY 2008.

**Table 3.5:**  
Correspondence Mail Sent by Income and Age  
(Pieces per Household per Week)

Household Income (Thousands)	Age of Head of Household			Average
	Under 34	35 to 54	Over 55	
Under \$35	.4	.6	1.1	<b>.8</b>
\$35 to \$65	.8	1.0	1.8	<b>1.2</b>
\$65 to \$100	1.3	1.3	1.8	<b>1.4</b>
Over \$100	1.7	1.8	1.7	<b>1.8</b>
<b>Average</b>	<b>.9</b>	<b>1.2</b>	<b>1.6</b>	<b>1.3</b>

Source: HDS Diary Sample, FY 2008.

### 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 increases in correspondence mail, although further increases in size do not have nearly the same effect. As shown in Table 3.7, these increases are generally due to the presence of an additional adult in the household.

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

Household Size	Received	Sent
One person	1.7	1.0
Two	2.5	1.5
Three	2.2	1.0
Four	2.5	1.2
Five or more	3.0	1.4
<b>Total</b>	<b>2.4</b>	<b>1.3</b>

Source: HDS Diary Sample, FY 2008.

**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	1.7	1.0
Two	2.5	1.4
Three or more	2.7	1.2
<b>Average</b>	<b>2.4</b>	<b>1.3</b>

Source: HDS Diary Sample, FY 2008.

### Internet Access

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

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

Type of Internet Access	Received	Sent
Broadband	2.6	1.4
Dial-up	2.3	1.3
None	1.7	.9
<b>Average</b>	<b>2.4</b>	<b>1.3</b>

Source: HDS Diary Sample, FY 2008.

**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	71,446	43%
Dial-up	52,208	30%
None	28,925	13%

Source: HDS Diary Sample, FY 2008.

## Personal Correspondence

In FY 2008, personal correspondence accounted for an average 0.9 pieces per week, which was constant from 2007 and was .01 pieces less than in 2006. Table 3.10 shows the total volumes and average number of pieces by personal correspondence type.

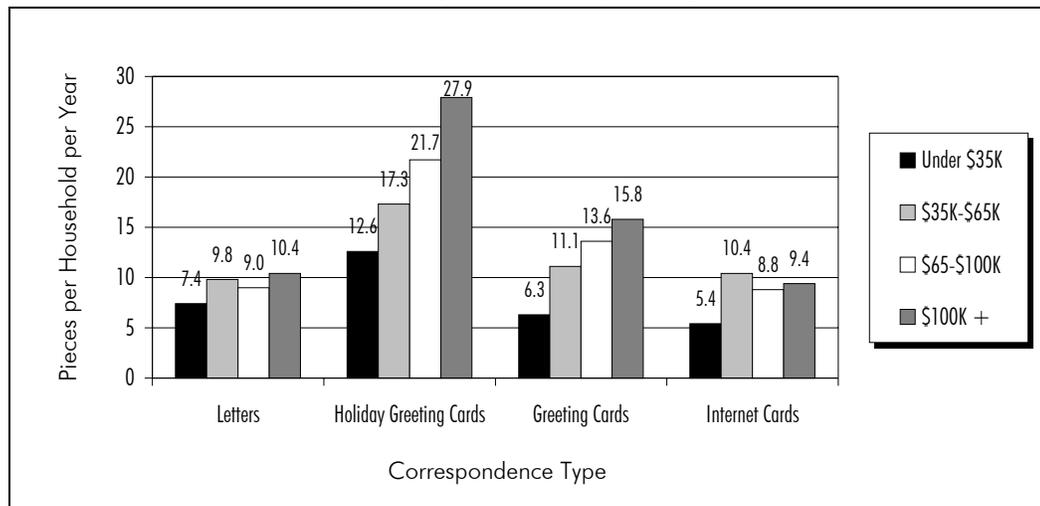
In 2008, we see a continuing decline in personal letters—a trend mainly driven by the adoption of the Internet as a preferred method of communication. Non-holiday greeting cards, invitations, and announcements also fell as more electronic alternatives (such as evites and e-cards) become available. The number of Internet greeting cards decreased 2.7 percent from 2006 but increased 3.5 percent between 2007 and 2008.

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

Correspondence Type	Volume (Millions of Pieces)			Change, 2006-2008
	2006	2007	2008	
Personal Letters	1,138	1,116	1,046	-8.1%
Holiday Greeting Cards	2,612	2,117	2,278	-12.8%
Non-Holiday Greeting Cards	1,323	1,454	1,374	3.9%
Invitations	566	597	555	-1.9%
Announcements	141	130	122	-13.4%
Other Personal	299	196	271	-9.4%
<b>Total</b>	<b>6,079</b>	<b>5,610</b>	<b>5,646</b>	<b>-7.1%</b>
Internet Cards	1,001	942	975	-2.7%
Correspondence Type	Pieces per Household per Week			Share of 2008 Total
	2006	2007	2008	
Personal Letters	.2	.2	.2	18.5%
Holiday Greeting Cards	.4	.4	.4	40.3%
Non-Holiday Greeting Cards	.2	.2	.2	24.3%
Invitations	.1	.1	.1	9.8%
Announcements	.0	.0	.0	2.2%
Other Personal	.1	.0	.0	4.8%
<b>Total</b>	<b>1.0</b>	<b>.9</b>	<b>.9</b>	<b>100.0%</b>
Internet Cards	.2	.2	.2	

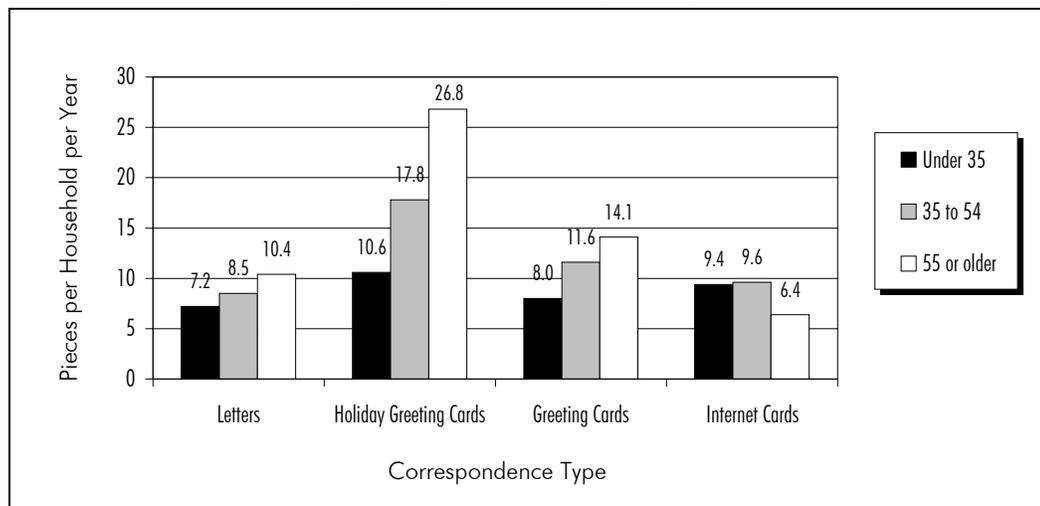
Source: HDS Diary Sample, FY 2006, 2007 and 2008.  
Note: Totals may not sum due to rounding.

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



Source: HDS Diary Sample, FY 2008.

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



Source: HDS Diary Sample, FY 2008.

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

The largest disparity between high- and low-income households is in the volume of holiday greeting cards sent. Households with incomes over \$100,000 sent an average of 14 holiday greeting cards in FY 2008, compared to the six 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 also seems to follow a pattern where older households send more than younger households send—an average of 10 letters and 27 holiday greeting cards in 2008. Figure 3.2 illustrates this point. They also sent an average of 14 non-holiday greeting cards.

In comparison, households under age 35 sent an average of seven letters and 11 holiday greeting cards in FY 2008, along with eight non-holiday cards. Younger households sent more Internet cards (9) than they did traditional, mailed non-holiday greeting cards (8), while households whose heads are 55 or over sent less than half as many Internet cards (6) as they sent traditional cards (14) through the mail.

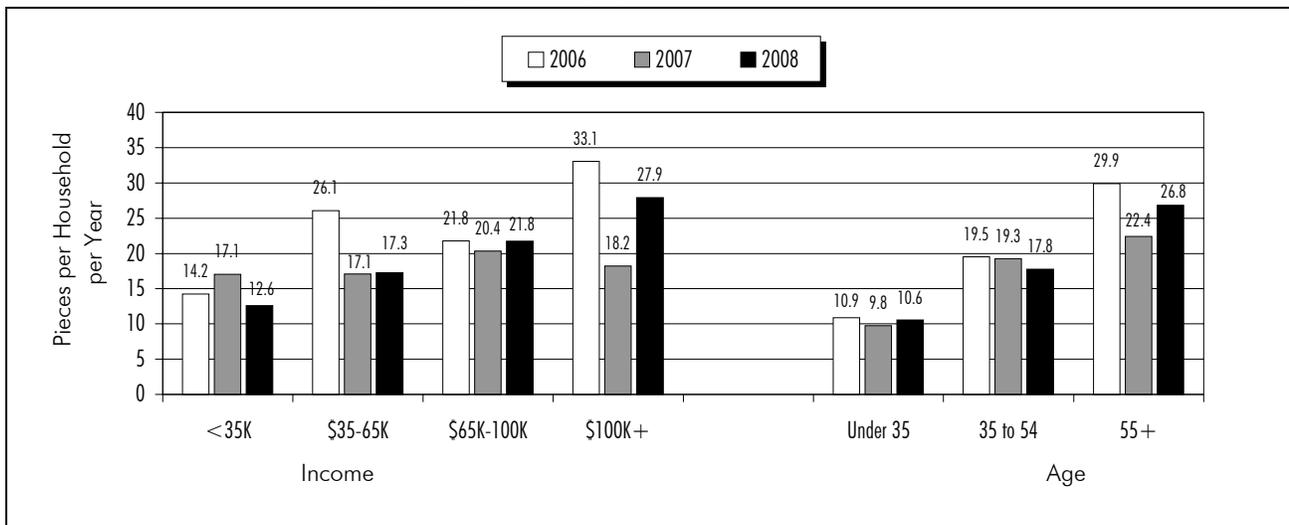
The relationship between holiday greeting cards received and income is shown in Figure 3.3. Households with incomes above \$100,000 received the greatest number of holiday greeting cards during FY 2008 (27.9) compared to 18.2 holiday cards in 2007 for the same income group, yet down from 33.1 in 2006. Households with incomes less

than \$35,000 received fewer holiday cards in 2008 than in 2006 or 2007, while the \$65,000 to \$100,000 category received more holiday cards in 2008 than they did in 2007, and the same as in 2006. In the middle income group (\$35,000 to \$65,000), holiday cards received increased slightly from 2007 but show a substantial decrease from 2006.

When examined by age, the number of holiday greeting cards received decreased since 2006 for all age categories, but went up between 2007 and 2008 for the top and bottom age categories.

Households where the head of household is aged 55 or older received the largest average number of holiday greeting cards—an average of 26.8 pieces in 2008—yet that number decreased 12 percent from 2006 (29.9 pieces).

**Figure 3.3:**  
Holiday Greetings Received by Age and Income, FY 2006, 2007 and 2008



Source: HDS Diary data, Diary Sample only, FY 2006, 2007 and 2008.

As shown in Table 3.11, households with Internet access (including both Broadband and Dial-up) receive more letters, holiday cards, and non-holiday greeting cards, compared to households without Internet access. As discussed earlier, households with Internet access, on average, have higher income and education levels (see Table 3.9),

attributes which, typically, lead to a greater use of written correspondence.

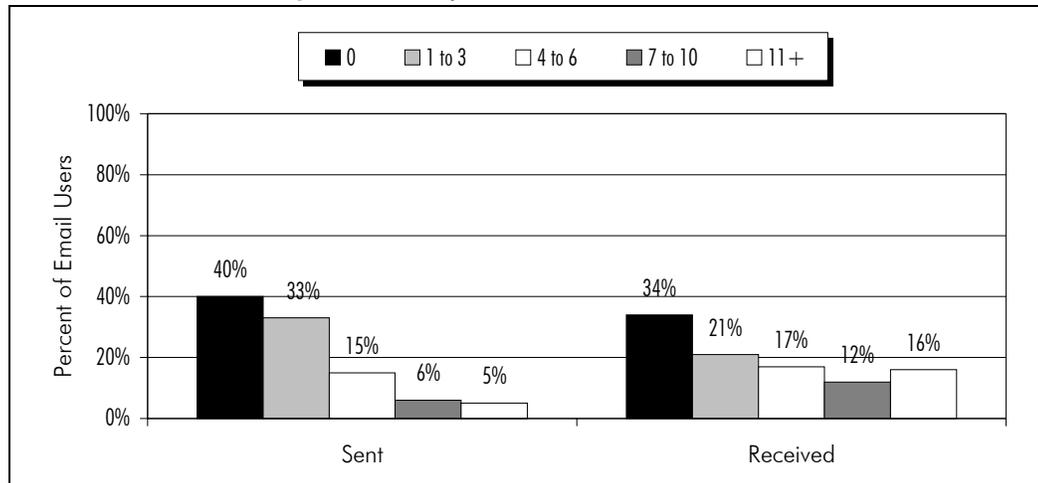
In examining household Internet use, Figure 3.4 shows that 60 percent of all persons who have Internet access send at least one personal e-mail during a typical day, and 66 percent receive at least one e-mail.

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

Correspondence Type	No Internet Access	Dial-up	Broadband
Personal Letters	.12	.17	.19
Holiday Greeting Cards	.34	.40	.38
Non-Holiday Greeting Cards	.14	.21	.26
<b>Total</b>	<b>.61</b>	<b>.78</b>	<b>.83</b>

Source: HDS Diary Sample FY 2008.

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



Source: HDS Recruitment Sample, FY 2008.

## Business Correspondence

Households and businesses exchange many types of mail, including bill payment, statements, and advertising (discussed in Chapters 4 and 5). This section of the report provides data on correspondence types between households and businesses. Table 3.12 outlines volumes by correspondence type for 2006 through 2008.

Correspondence received from the non-household sector accounts for 52 percent of total correspondence volumes. Business/government invitations and announcements and social announcements accounted for most of the correspondence received by households, and all were down compared to 2007. Other business/government consists mostly of insurance-related correspondence.

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

Business Correspondence Type	2006	2007	2008	Change, 2006-2008
<b>Business/Government/Social Received by Households</b>				
Invitation/Announcement	3,264	3,121	2,886	-11.6%
Holiday Greeting from Business	421	382	399	-5.3%
Other Business/Government	2,577	3,131	3,161	22.7%
<b>Total Business/Government Received</b>	<b>6,262</b>	<b>6,634</b>	<b>6,446</b>	<b>2.9%</b>
Announcement	1,761	2,208	1,657	-5.9%
Other Social	437	333	677	54.8%
<b>Total Social Received</b>	<b>2,198</b>	<b>2,541</b>	<b>2,334</b>	<b>6.2%</b>
<b>Total Received</b>	<b>8,461</b>	<b>9,175</b>	<b>8,780</b>	<b>3.8%</b>
<b>Business/Government/Social Sent by Households</b>				
Inquiry	583	560	566	-2.9%
Other Business/Government	1,078	1,118	1,034	-4.2%
<b>Total Business Sent</b>	<b>1,662</b>	<b>1,678</b>	<b>1,600</b>	<b>-3.7%</b>
Letter	124	138	133	7.1%
Inquiry	44	81	63	45.4%
Other Social	205	235	287	40.2%
<b>Total Social Sent (Social includes social, political &amp; nonprofit.)</b>	<b>372</b>	<b>454</b>	<b>483</b>	<b>29.8%</b>
<b>Total Sent</b>	<b>2,034</b>	<b>2,132</b>	<b>2,083</b>	<b>2.4%</b>

Source: HDS Diary Sample, FY 2006, 2007 and 2008.

Note: Totals may not sum due to rounding.

Definition of correspondence recalculated.



# 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 25 percent of all household mail volumes (as seen in Table E.2) and 53 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 53 percent of Household First-Class Mail.**

As Table 4.1 shows, the total transactions volume sent and received by households decreased 2.4 percent between 2006 and 2008. All transaction categories, except for business confirmations and social/charitable transactions, were contributors to the decline. Electronic diversion continues to erode the volume of mail payments in favor of online payments, automatic deductions from bank accounts, and other electronic methods of bill payment. As a result, bills paid by mail fell 2.5 percent from 2006 to 2008. 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, 2006-2008
	2006	2007	2008	
<b>Business</b>				
Bills	19,080	18,788	18,655	-2.2%
Bill Payments	9,949	10,202	9,704	-2.5%
Statements	6,920	7,133	6,560	-5.2%
Confirmations	2,738	3,242	2,824	3.2%
Payments (to HH)	1,439	1,418	1,324	-8.0%
Orders	612	560	537	-12.2%
Rebates	173	169	162	-6.2%
<b>Total Business</b>	<b>40,911</b>	<b>41,512</b>	<b>39,766</b>	<b>-2.8%</b>
<b>Social/Charitable</b>				
Requests for Donation	708	733	754	6.5%
Donations	524	550	657	25.4%
Bill	212	194	180	-14.9%
Confirmations	355	273	331	-6.8%
<b>Total Social/Charitable</b>	<b>1,798</b>	<b>1,749</b>	<b>1,921</b>	<b>6.9%</b>
<b>Total Transactions</b>	<b>42,709</b>	<b>43,261</b>	<b>41,687</b>	<b>-2.4%</b>

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

Transaction Type	Pieces per Household per Week			Share of 2008 Total
	2006	2007	2008	
<b>Business</b>				
Bills	3.2	3.1	3.1	44.8%
Bill Payments	1.7	1.7	1.6	23.3%
Statements	1.2	1.2	1.1	15.7%
Confirmations	.5	.5	.5	6.8%
Payments (to HH)	.2	.2	.2	3.2%
Orders	.1	.1	.1	1.3%
Rebates	.0	.0	.0	0.4%
<b>Total Business</b>	<b>6.9</b>	<b>6.9</b>	<b>6.5</b>	<b>95.4%</b>
<b>Social/Charitable</b>				
Requests for Donation	.1	.1	.1	1.8%
Donations	.1	.1	.1	1.6%
Bill	.0	.0	.0	0.4%
Confirmations	.1	.0	.1	0.8%
<b>Total Social/Charitable</b>	<b>.3</b>	<b>.3</b>	<b>.3</b>	<b>4.6%</b>
<b>Total Transactions</b>	<b>7.2</b>	<b>7.2</b>	<b>6.9</b>	<b>100.0%</b>

Source: HDS Diary Sample, FY 2006, 2007, and 2008.

## 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	3.1	3.4	3.6	3.7	3.4
\$35 to \$65	4.5	5.0	5.2	4.8	4.9
\$65 to \$100	5.4	5.7	5.8	5.7	5.7
Over \$100	6.7	7.1	6.9	7.0	7.0
<b>Average</b>	<b>3.7</b>	<b>4.8</b>	<b>5.2</b>	<b>5.8</b>	<b>5.1</b>

Source: HDS Diary Sample, FY 2008.

**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	1.4	.9	1.5	1.3
\$35 to \$65	2.3	2.1	1.6	1.8	1.9
\$65 to \$100	2.0	2.0	1.9	1.9	1.9
Over \$100	3.3	2.1	2.1	2.2	2.2
<b>Average</b>	<b>1.6</b>	<b>1.9</b>	<b>1.6</b>	<b>1.9</b>	<b>1.8</b>

Source: HDS Diary Sample, FY 2008.

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 43 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	2.7	3.6	3.6	3.4
\$35 to \$65	4.3	5.0	5.3	4.9
\$65 to \$100	4.6	5.9	6.4	5.7
Over \$100	5.4	6.7	8.0	7.0
<b>Average</b>	<b>4.0</b>	<b>5.4</b>	<b>5.3</b>	<b>5.1</b>

Source: HDS Diary Sample, FY 2008.

**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	.5	1.3	1.6	1.3
\$35 to \$65	1.1	1.9	2.5	1.9
\$65 to \$100	1.2	1.9	2.7	1.9
Over \$100	1.1	1.9	3.2	2.2
<b>Average</b>	<b>1.0</b>	<b>1.8</b>	<b>2.3</b>	<b>1.8</b>

Source: HDS Diary Sample, FY 2008.

## 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 .6 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	1.5
Two	5.2	2.1
Three	5.2	1.7
Four	5.7	1.6
Five or more	6.1	1.8
<b>Average</b>	<b>5.1</b>	<b>1.8</b>

Source: HDS Diary Sample, FY 2008.

For transactions mail received, Table 4.7 shows that each additional adult adds about 1.4 pieces (on average) of mail received per week. However, one additional adult generates only .3 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	1.4
Two	5.2	1.8
Three or more	6.3	2.1
<b>Average</b>	<b>5.1</b>	<b>1.8</b>

Source: HDS Diary Sample, FY 2008.

## Internet Access

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

In Table 4.8, we also see that while the number of transactions sent by households with Broadband is higher than for households without 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	5.6	1.8
Dial-up	4.8	2.1
None	3.5	1.6
<b>Average</b>	<b>5.1</b>	<b>1.8</b>

Source: HDS Diary Sample, FY 2008.

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

Type of Internet Access	Median Income	% w/ College Degree
Broadband	71,446	43%
Dial-up	52,208	30%
None	28,925	13%

Source: HDS Diary Sample, FY 2008.

## Bill Payment

The average number of bills paid per month per household in 2008 was 12.4—slightly higher than in 2006 and 2007 (11.8 and 12.1, 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 online bill payment.

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

Table 4.10 shows the percentage of households who pay bills by each method and the average number of bills paid per month by each method. About 90 percent of households paid at least one bill by mail. Alternatively, this implies that 10 percent of households did not pay any of their bills by mail. Historically this is the highest level recorded to-date. The average number of bills paid by mail per household was 7.0 per month, down 5 percent from 2006 when the average number of bills paid per month by mail was 7.4. Other popular bill payment methods are automatic deduction from bank account (48 percent of households), in-person (30 percent) and, more recently, using the Internet (36 percent).

Notably, households reported paying 31 percent more monthly bills by electronic methods in 2008 than in 2006. In particular, online payments increased rather quickly, growing 63 percent since 2006 and 37 percent since 2007. As a result, in 2008, almost as many payments are made using the Internet as by all other electronic methods combined (2.6 compared to 2.1).

**Since 2006, the average number of bills paid by Internet increased by 63 percent.**

**Table 4.10:**  
Bill Payment by Method, FY 2006, 2007, and 2008

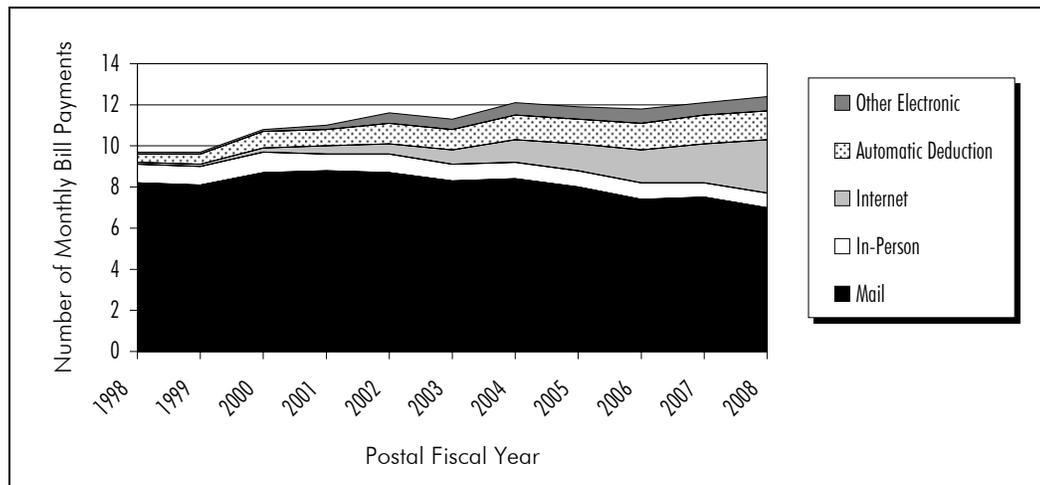
Bill Payment Method	2006	2007	2008		
	Average Number of Bills Paid per Month	Average Number of Bills Paid per Month	Average Number of Bills Paid per Month	Share of Bills Paid	Percent of Households Using Method
Mail	7.4	7.5	7.0	56.3%	90.1%
Automatic Deduction	1.3	1.4	1.4	11.5%	48.4%
Internet	1.6	1.9	2.6	21.2%	36.3%
In-person	.8	.7	.7	5.7%	29.7%
Credit Card	.4	.4	.4	2.9%	17.6%
Telephone	.3	.3	.3	2.3%	12.0%
<b>Total</b>	<b>11.8</b>	<b>12.1</b>	<b>12.4</b>	<b>100.0%</b>	<b>—</b>

Source: HDS Recruitment Sample, FY 2006 through 2008.

As Figure 4.1 shows, electronic methods account for a growing share of household bill payments over time. In fact, since 2006, 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

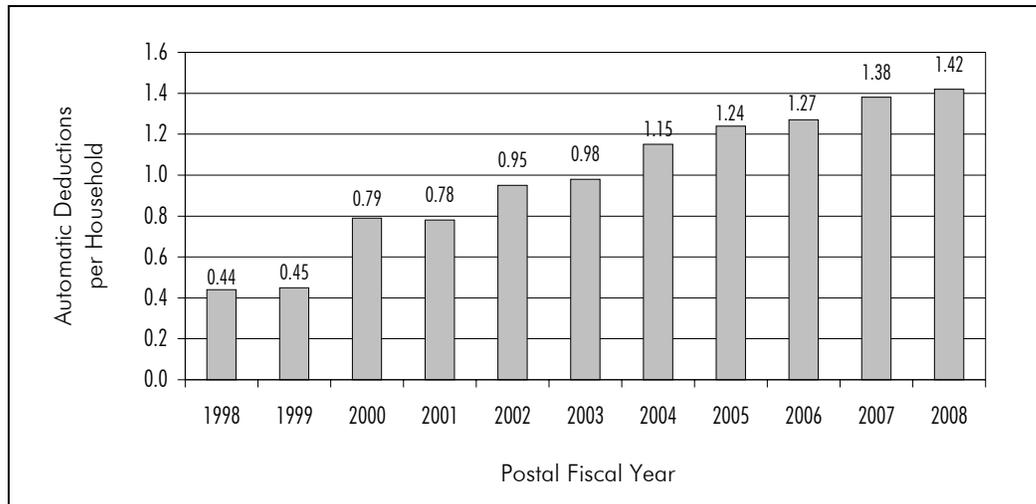


Source: HDS Recruitment Sample, FY 1998-2008.  
Note: Other Electronic includes telephone.

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 1998-2008.

The types of bills paid by mail are shown in Table 4.11. There has been a decrease in almost all types of bills and the percentages paid by mail since 2006. Sixty percent of households paid their telephone bills by mail, equaled by electric bills (60 percent), followed by credit card bills (57 percent), insurance (55 percent), cable/satellite TV (48 percent), natural gas/propane (47 percent), and water/sewer and medical (at 47 and 48 percent respectively).

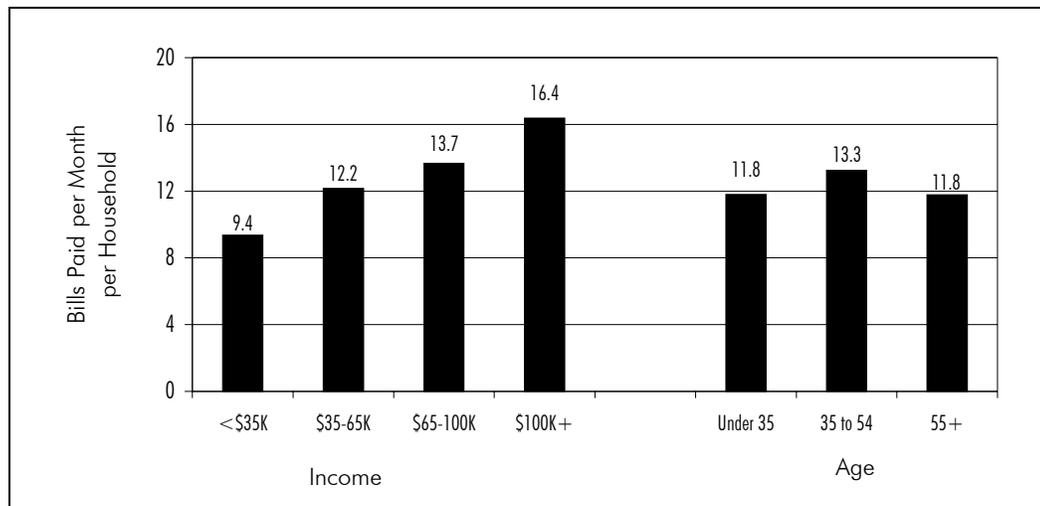
The Household Diary Study finds that the number of total bills paid per month varies by age and income, as does the choice of methods used for bill payment. Figure 4.3 shows the total average number of bills paid per month for each income and age group.

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

Bill Type	Percent of Household		
	2006	2007	2008
Telephone	69%	66%	60%
Electric	66%	66%	60%
Credit Cards	62%	62%	57%
Insurance	60%	60%	55%
Cable/Satellite TV	53%	55%	48%
Natural Gas/Propane, etc	54%	54%	47%
Water/Sewer	50%	50%	47%
Medical	44%	50%	48%
Cell Phone	41%	40%	37%
Rent/Mortgage	36%	35%	32%
Internet Service	26%	29%	29%
Taxes	N/A	43%	41%
Car Payment	25%	25%	21%
Other Loans	23%	22%	20%
Alimony/Child Support	N/A	1%	1%

Source: HDS Recruitment Sample, FY 2006 through 2008.  
Notes: N/A: not asked in survey year.

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



Source: HDS Recruitment Sample, FY 2008.

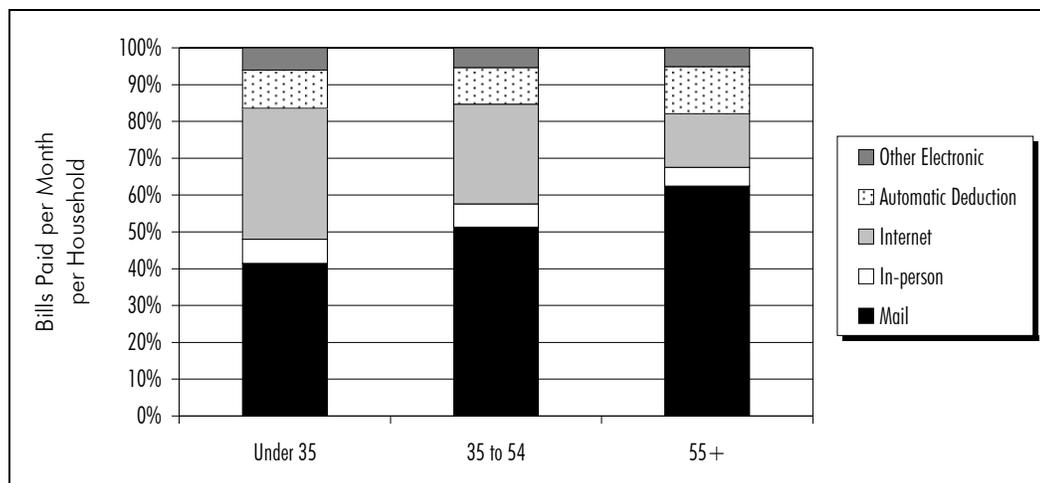
Unsurprisingly, the number of bills paid per month is positively related to household income. Households with incomes over \$100,000 paid an average of over sixteen bills per month in FY 2008, compared to about nine bills paid by households with incomes under \$35,000.

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

More of the bills that younger households pay are paid electronically, which for purposes of this chapter 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 the household will pay bills electronically. In fact, 2008 was the first time that younger households paid more bills electronically than by mail. Younger households paid only 41 percent of their bills by mail, and 52 percent electronically. Compare that to older households, who paid more than 60 percent of bills by mail and only about 35 percent electronically. The divergence in Internet bill-paying is similarly significant, where younger households paid 36 percent of bills using the Internet, while older households paid 15 percent using this method.

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



Source: HDS Recruitment Sample, FY 2008.  
Note: Other Electronic includes telephone

## Bills and Statements Received

Table 4.12 shows the overall volume of bills and statements received. The largest volumes of bills originated from credit card companies (3.6 billion), utility companies (2.6 billion), insurance companies (2.3 billion), and telephone companies (2.1 billion). Statements received were 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 decreased by more than 6 percent since 2006. In 2008, U.S. households received 6.0 billion statements from financial institutions. In 2006, that figure was 6.4 billion.

About 44 percent of First-Class Mail received by households was bills and statements. In FY 2008, households received 18.7 billion bills, down from 19.1 billion in 2006. The number of statements received through the mail in FY 2008 (6.6 billion) decreased 9 percent since 2006.

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

Industry	Volumes	
	Bills (Millions)	Statements (Millions)
<b>Financial</b>		
Bank, S&L, Credit Union	1,207	3,726
Credit Card	3,619	0
Insurance Company	2,339	485
Real Estate/Mortgage	349	84
Other Financial	145	1,698
<b>Total Financial</b>	<b>7,659</b>	<b>5,992</b>
<b>Merchants</b>		
Department Store	973	7
Publisher	403	6
Mail Order Company	154	3
Other Merchants	550	69
<b>Total Merchants</b>	<b>2,081</b>	<b>85</b>
<b>Service</b>		
Telephone Company	2,076	10
Utility Company	2,704	26
Medical and Other Professional	1,979	129
Cable TV	878	3
Other Service	497	15
<b>Total Service</b>	<b>8,134</b>	<b>183</b>
<b>Manufacturers</b>	162	21
<b>Government</b>	527	265
<b>Social/Nonprofit</b>	11	2
<b>Other/Don't Know/Refused</b>	80	11
<b>Total – All Industries</b>	<b>18,655</b>	<b>6,560</b>

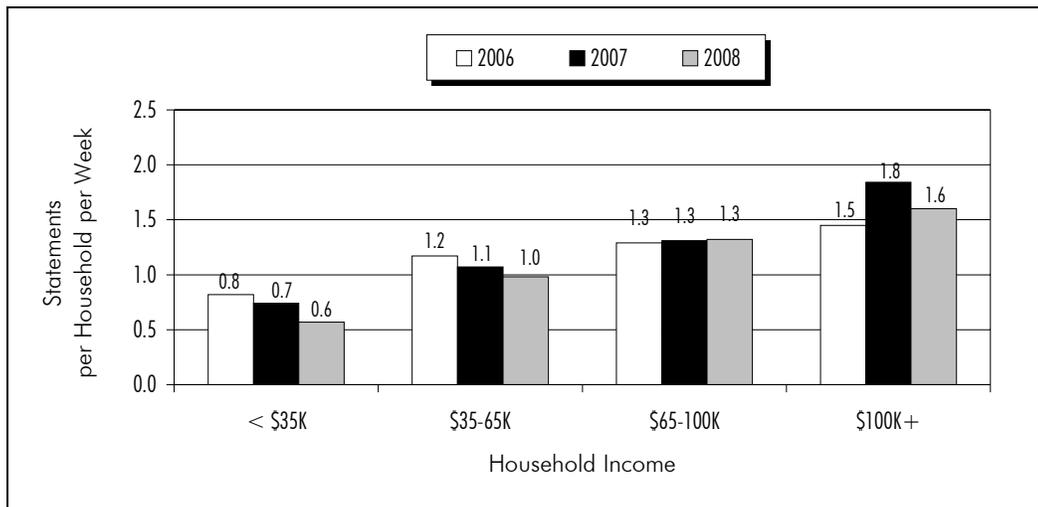
Source: HDS Diary Sample, FY 2008.

As shown in Figure 4.5, between 2006 and 2008, the number of statements received by mail decreased for all household income categories, except for households with incomes between \$65,000 and \$100,000, which remained relatively unchanged.

Although the number of bills households receive through the mail has decreased by approximately 5 percent compared to 2006 on a per household basis, the number of bills and statements received over the Internet increased rapidly (34 percent), albeit

from a small base. Table 4.13 shows the average volume of bills received by mail and over the Internet. Importantly, in 2008 ninety percent of online bills and statements were received by households who also paid bills online. This indicates that the rapid growth in the share of households paying bill online (36 percent in 2008) has been and will continue to be a key driver of the growth in bills and statements that are received online.

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



Source: HDS Diary Sample, FY 2006 through 2008.

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

Method	2006	2007	2008
Mail	18.98	18.62	17.99
Internet	1.17	1.31	1.50
<b>Total</b>	<b>20.14</b>	<b>19.93</b>	<b>19.50</b>

Source: HDS Diary Sample, FY 2006 through 2008.

Notes:  
Internet averages use HDS Recruitment Sample.  
Mail includes Bills and Statements.



# Chapter 5: Advertising Mail

## Introduction

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

## The Advertising Market

According to McCann-Erickson, American businesses spent about \$271 billion in 2008 advertising their products and services, a decrease of 3.2 percent from 2007. Of this total advertising spending, 22 percent was spent on direct mail.

**In 2008, more than one-fifth of total advertising dollars was spent on direct mail advertising.**

Direct mail was the second leading media choice of advertisers in 2008, after television. However, due to a steep economic downturn, direct mail advertising spending fell 1.0 percent compared to 2007. As shown in Table 5.1, except for the Internet and Other, all other spending media categories declined as well.

**Table 5.1:**  
U.S. Advertising Spending by Medium, 2006-2008  
(Billions of Dollars)

Medium	2006	2007	2008	Percent Change 2007-2008
Direct Mail	\$58.6	\$60.2	\$59.6	-1.0%
Newspapers	\$46.6	\$42.1	\$35.8	-15.1%
Television	\$71.9	\$70.8	\$65.2	-7.9%
Radio	\$19.6	\$19.2	\$17.5	-8.4%
Magazines*	\$13.2	\$13.8	\$12.9	-6.0%
Internet	\$16.9	\$21.2	\$23.7	12.0%
All Other	\$54.9	\$52.3	\$55.9	7.0%
<b>Total</b>	<b>\$281.7</b>	<b>\$279.6</b>	<b>\$270.8</b>	<b>-3.2%</b>

Source: McCann-Erickson – estimates.

Note: Totals may not sum due to rounding.

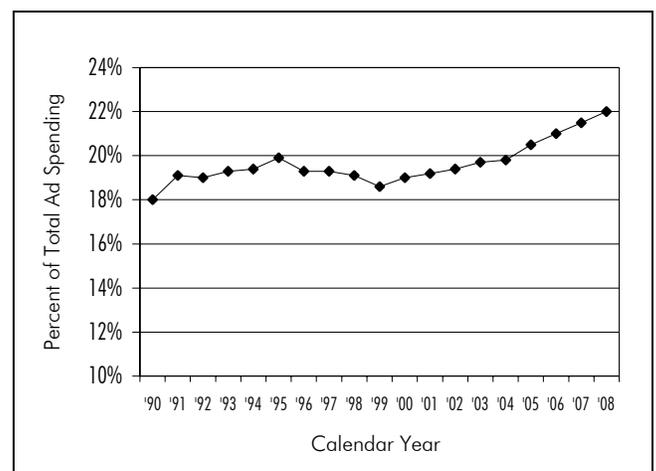
\* Consumer magazines advertising only (business is in All Other)

Despite many changes to the U.S. economy over the past few years, and particularly in 2008, 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 17 years. Since 1999, the direct mail share has risen steadily reaching 22 percent in 2008. 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, 1990-2008



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

## Advertising Mail Volumes

Households received 100 billion pieces of advertising mail in 2008. Tables 5.2 and 5.3 show a 1 percent decrease in Standard Mail in 2008, compared to 2007. However, the economic recession reduced advertising spending by a greater percentage than shown in the tables. In 2008, the methodology used by the Postal Service's carrier cost system for estimating city and rural deliveries (used as a control for survey results) was changed. This resulted in understated volumes for 2007 and, consequently, reduced the magnitude of the decline between 2007 and 2008. Furthermore, as discussed in last year's report, prior to 2007, Standard volumes were overstated by approximately 3 billion pieces due to a double count of Detached Address Labels by the carrier cost system. This was corrected in 2007, resulting in an artificial large drop in volume between 2006 and 2007.

Since Revenue Pieces and Weight (RPW) reports do not include the volume distortions described above, they can be used to provide an estimate of year-over-year changes in total Standard Mail received by households (RPW reports include both household and business volumes). As Table 1.1 shows, RPW reports indicate that total Standard Mail increased by 1 percent in 2007 and then fell 4.3 percent in 2008.

Advertising mail represented about 63 percent of all mail received by households in 2008.

Table 5.2 shows that First-Class advertising mail accounts for 16.4 billion pieces (16.5 percent) of all advertising mail received by households. Of this, 8.3 billion pieces are advertising only, while the other 8.2 billion pieces are secondary advertising, such as an advertisement enclosed with a bill. In 2008, First-Class advertising volumes were adversely affected by the depressed economy. Financial institutions, the largest users of First-Class advertising, were particularly impacted by the

collapse of the housing market and the sustained credit crunch that accompanied the recession. As a result, financial advertising volumes fell 10 percent from 2007.

**Advertising mail represented 63 percent of all mail received by households in 2008.**

About 83 percent of all advertising mail received by households in 2008 were sent by Standard Mail, which equates to a total of 83.0 billion pieces. As noted above, the trends in Tables 5.2 and 5.3 are distorted in both 2006 and 2007. However, data from RPW reports (which do not include the distortions) indicate that Standard advertising mail grew steadily up through 2007. In 2008, poor economic conditions forced businesses cut back on advertising spending, pushing Standard Mail volumes down sharply. As discussed in the case of First-Class advertising, the recession, combined with the collapse of the housing market and tight credit conditions, had a particularly serious impact on financial institutions. As a result, credit card and other financial types of advertising sent via Standard Mail decreased dramatically compared to other industries.

Most of the decrease in Standard Mail advertising volumes is found in Regular and ECR mail. In 2008, households received an average of 11.4 Presorted Standard or Bulk Rate mail pieces per week. Prior to 2007, this type of advertising experienced continuous growth as a result of implementing only one postal rate increase in over five years, some 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, 2006-2008
	2006	2007	2008	
<b>First-Class Advertising</b>	<b>18.0</b>	<b>16.9</b>	<b>16.4</b>	<b>-8.6%</b>
Advertising Only	10.3	9.0	8.3	<b>-20.2%</b>
Secondary Advertising	7.7	7.9	8.2	<b>7.0%</b>
<b>Standard Mail</b>	<b>86.9</b>	<b>83.4</b>	<b>83.0</b>	<b>-4.5%</b>
Regular and ECR*	73.1	69.9	69.4	<b>-5.1%</b>
Nonprofit	13.8	13.5	13.6	<b>-1.1%</b>
Unsolicited Packages	0.2	0.2	0.1	<b>-42.0%</b>
<b>Total Advertising</b>	<b>105.1</b>	<b>100.5</b>	<b>99.6</b>	<b>-5.3%</b>
Unaddressed Mail	17.8	12.6	3.9	<b>-78.3%</b>

Source: HDS Diary Sample, FY 2006, 2007 and 2008.

Notes:

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

\*Prior to 2007 Standard mail volumes were inflated by about 3 billion pieces due to a double count of Detached Address Labels by the carrier cost system. Also, volumes through 2007 were understated by about 2 to 3 billion pieces due to a change in the methodology used by the carrier cost system for estimating deliveries to residential addresses. These volumes are used as a control for survey results.

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

Mail Classification	Pieces per HH per Week			Share of Total
	2006	2007	2008	
<b>First-Class Advertising</b>	<b>3.0</b>	<b>2.8</b>	<b>2.7</b>	<b>16.5%</b>
Advertising Only	1.7	1.5	1.4	8.3%
Secondary Advertising	1.3	1.3	1.3	8.2%
<b>Standard Mail</b>	<b>14.6</b>	<b>13.8</b>	<b>13.7</b>	<b>83.3%</b>
Regular and ECR*	12.3	11.6	11.4	69.7%
Nonprofit	2.3	2.2	2.2	13.7%
Unsolicited Periodicals/Packages	0.0	0.0	0.0	0.1%
<b>Total Advertising</b>	<b>17.7</b>	<b>16.7</b>	<b>16.4</b>	<b>100.0%</b>
Unaddressed Mail	3.0	2.1	0.6	N/A

Source: HDS Diary Sample, FY 2006, 2007, and 2008.

Notes:

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

\*Prior to 2007, Standard mail volumes were inflated by about 3 billion pieces due to a double count of Detached Address Labels by the carrier cost system. Also, volumes through 2007 were understated by about 2 to 3 billion pieces due to a change in the methodology used by the carrier cost system for estimating deliveries to residential addresses. These volumes are used as a control for survey results.

# Advertising Mail and Household Characteristics

## Income, Education, and Age

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

The relationship between advertising mail and household income is quite strong, as seen in Table 5.4. Households with less than \$35,000 income receive less than half as much advertising mail as households with \$100,000 or more income (10.4 pieces per week compared to 24.9). 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 9.5 pieces per week for households headed by someone without a high school degree to 12.0 pieces per week for households headed by a college graduate. The pattern is repeated across all income groups, with more ad mail received as education increases.

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

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

Household Income (Thousands)	Education of Head of Household				Average
	Less than High School	High School graduate	Some College or Technical School	College graduate	
Under \$35	9.5	10.2	11.1	12.0	10.4
\$35 to \$65	13.4	13.3	14.7	16.5	14.6
\$65 to \$100	14.6	17.3	17.7	19.9	18.4
Over \$100	21.0	22.7	22.6	26.3	24.9
<b>Average</b>	<b>11.1</b>	<b>14.5</b>	<b>15.9</b>	<b>20.6</b>	<b>16.4</b>

Source: HDS Diary Sample, FY 2008.

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

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

the person has a relationship that advertising mail can help maintain. 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 27.8 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	7.6	9.5	12.2	10.4
\$35 to \$65	10.7	14.3	17.7	14.6
\$65 to \$100	14.8	18.4	21.5	18.4
Over \$100	19.2	24.5	27.8	24.9
<b>Average</b>	<b>11.9</b>	<b>17.1</b>	<b>18.2</b>	<b>16.4</b>

Source: HDS Diary Sample, FY 2008.

## Household Size

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

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

Household Size	
One person	12.7
Two	17.4
Three	16.7
Four	17.6
Five or more	16.6
<b>Average</b>	<b>16.4</b>

Source: HDS Diary Sample, FY 2008.

As shown in Table 5.7, households with three or more adults receive 48 percent more advertising mail than a household with only one adult. This represents an increase from an average of 12.6 pieces per week to 18.7 pieces per week. Note, however, that most of this increase occurs when the number of adults increases from one to two, indicating a strong impact stemming from the likelihood of it being a two-income household.

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

Number of Adults	
One	12.6
Two	17.1
Three or more	18.7
<b>Average</b>	<b>16.4</b>

Source: HDS Diary Sample, FY 2008.

## Internet Access

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

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

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

Type of Internet Access	
Broadband	18.4
Dial-up	15.8
None	11.1
<b>Average</b>	<b>16.4</b>

Source: HDS Diary Sample, FY 2008.

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

Type of Internet Access	Median Income	% w/ College Degree
Broadband	71,446	43%
Dial-up	52,208	30%
None	28,925	13%

Source: HDS Diary Sample, FY 2008.

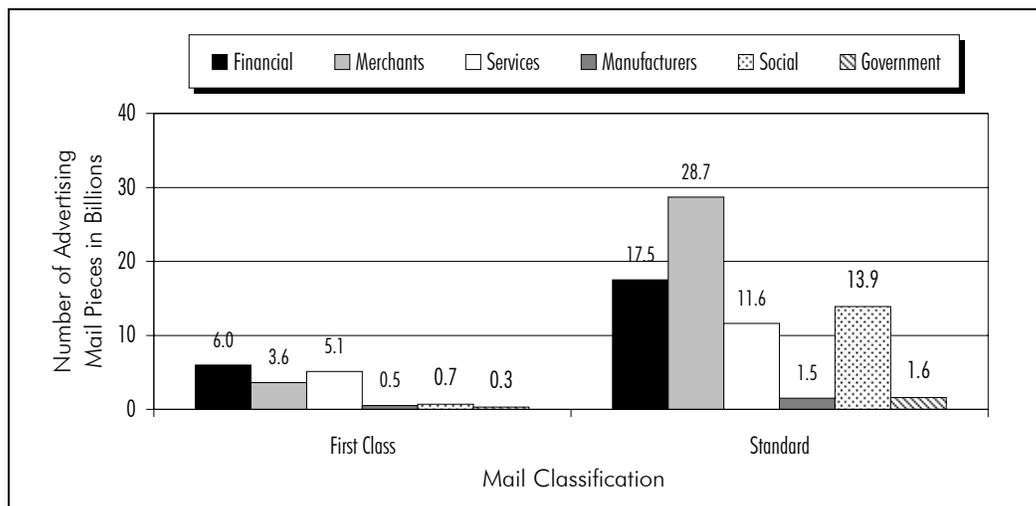
## Senders of Advertising Mail

Figure 5.2 provides data on the senders of advertising mail to households. Merchants continue to be the largest senders; in 2008, they sent 35 percent of Standard advertising mail and 22 percent of First-Class advertising mail. Financial firms are the second largest sender of Standard Mail advertising (21 percent) and the largest sender of First-Class advertising (37 percent). Many bills and statements, especially for credit cards, include advertising. In 2008, the financial crisis forced most financial firms to significantly curtail their advertising campaigns. This, in turn, resulted in a considerable reduction in the volume of both First-Class and Standard Mail advertising received by households from the financial industry.

## Attitudes Toward Advertising

With \$271 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 2008.

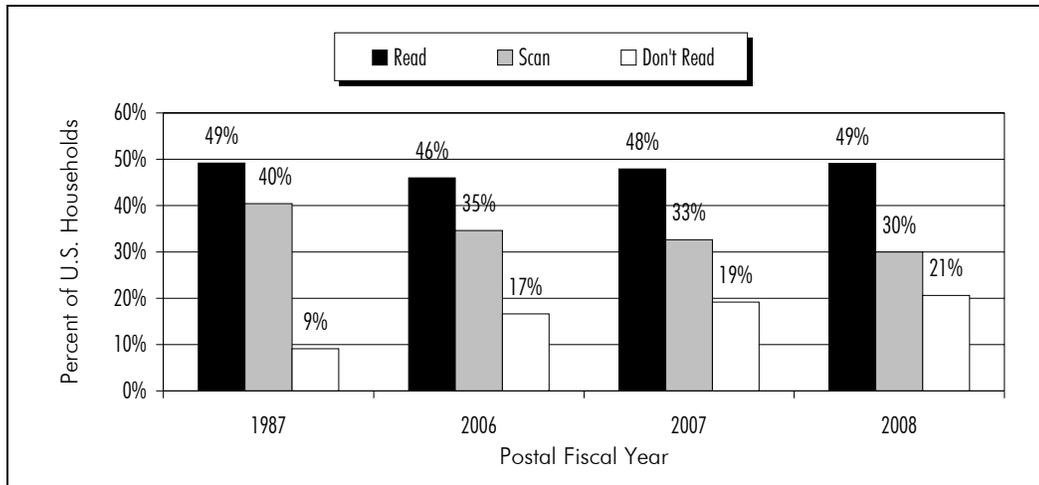
Base: First-Class and Standard Advertising Mail Pieces excluding Unsolicited Samples, Multiple Organizations, and Don't Know/No Industry given.

Whether they wish to receive more or not, most households either read or at least scan their advertising mail. Figure 5.3 shows 49 percent of households usually read their advertising mail, while an additional 30 percent scan the mail. Only 21 percent of households report they do not usually read their advertising mail. This represents an increase from the nine percent who did not usually read advertising mail in 1987, 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.

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

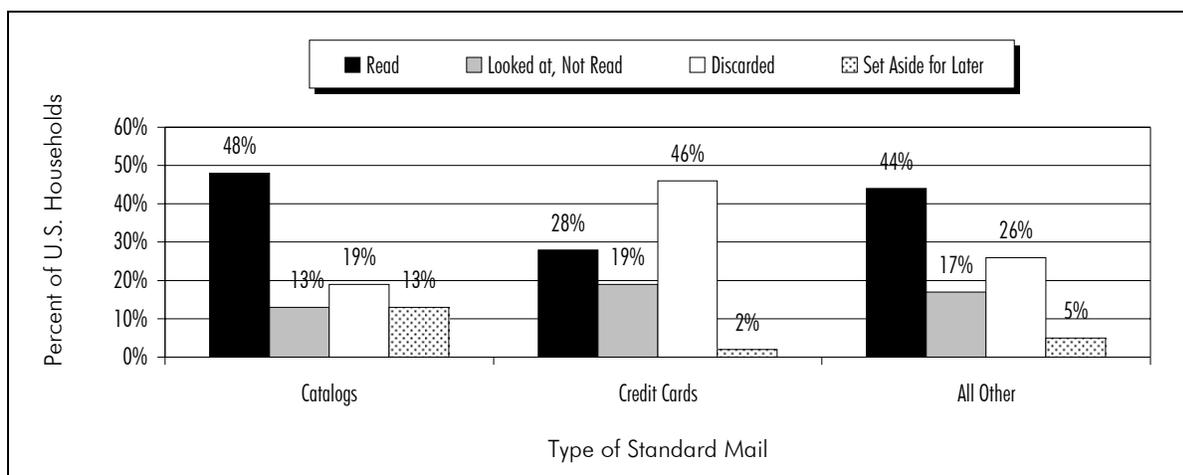
**Figure 5.3:**  
Advertising Mail Behavioral Trends – 1987, 2006, 2007 and 2008



Source: HDS Recruitment Sample, FY 1987, 2006, 2007, and 2008.  
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-eight percent of households read catalogs and only 19 percent discard them without reading them. On the other hand, only 28 percent of households read credit card advertising, and 46 percent discard them without reading them.

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



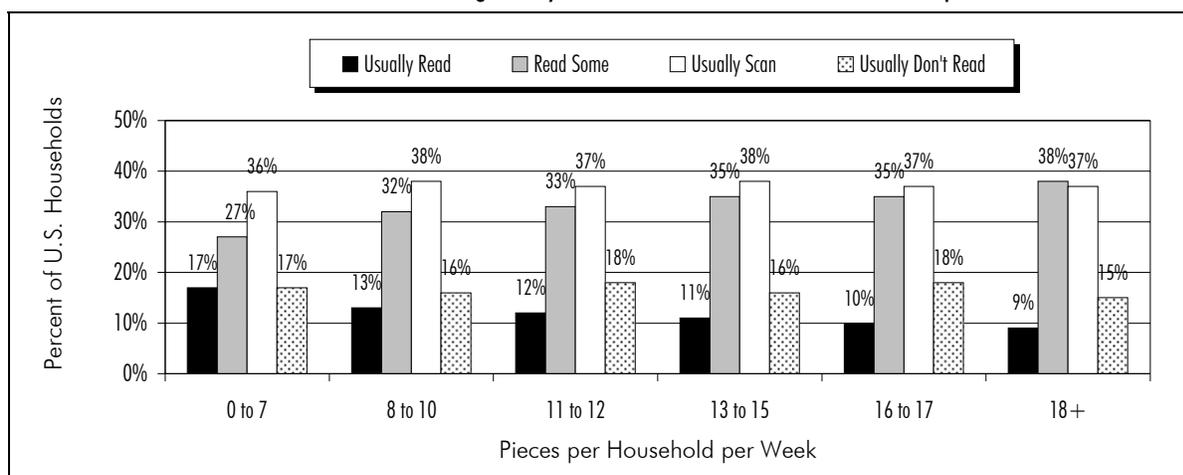
Source: HDS Diary Sample, FY 2008.

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, 44 percent usually read all or some of the mail, and 17 percent usually do not read any. Among households that receive eighteen or more pieces per week, 47 percent usually read all or some, and 15 percent usually do not read any.

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

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



Source: HDS Diary Sample, FY 2008.

## Effectiveness of Advertising Mail

Ultimately, advertisers send direct mail because it works—household members read and respond to it. Table 5.10 presents the intended response of households to advertising mail. Households report they intend to respond to about one in ten pieces of advertising mail, with the intended response to Standard mail being greater than for First-Class advertising (11 percent and 10 percent of pieces, respectively). The table also shows that households say they may respond to another 16 percent of Standard advertising and 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, which typically enjoy a high response rate, are routinely mailed Standard Mail, but infrequently mailed First-Class. Credit card advertising pieces, on the other hand, have the lowest response rate and are most often mailed First-Class.

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

household income with the household's intended response to the mail. The result is the average number of responses per week for each income level. For example, households with incomes above \$150,000 report they intend to respond to 2.7 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 some of the lower income households.

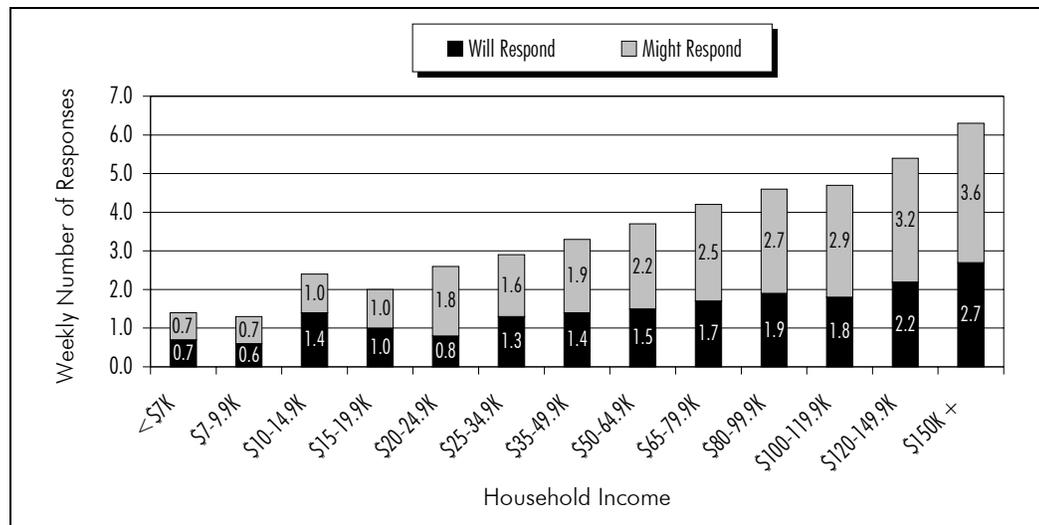
While intended responses do not always lead to actual responses, the data presented in Table 5.10 and Figure 5.6 help explain why direct mail is the number one choice of advertisers in America.

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

Response	First-Class	Standard
Yes	10%	11%
Maybe	10%	16%
No	63%	63%
No Answer	17%	10%

Source: HDS Diary Sample, FY 2008.

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



Source: HDS Diary Sample, FY 2008.



# Chapter 6: Periodicals

## Introduction

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

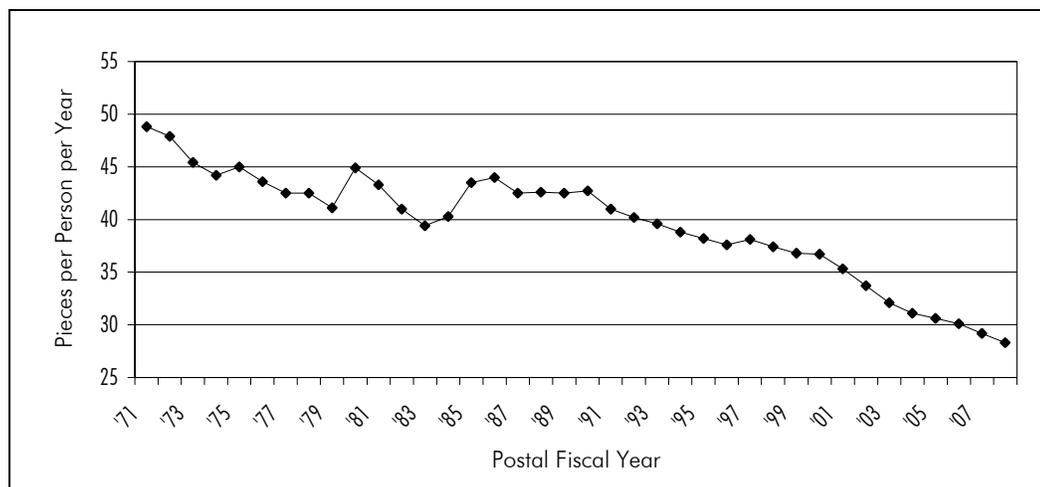
**Historically, changes in total Periodicals Mail volumes have not kept pace with population growth.**

## The 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 recession that started in 2001, periodicals volumes slipped not only because of reduced subscriptions, but also due to the number of publications that ceased operation as sources of advertising revenue dried up. Since then, in addition to the ongoing demographic shift away from reading, volumes continued to fall as the Internet became an increasingly accepted substitute for hard-copy publications.

**Figure 6.1:**  
Periodicals Mail Volume per Person – 1971 to 2008  
(Annual Pieces per Person)



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

## Advertising's Impact on Periodicals

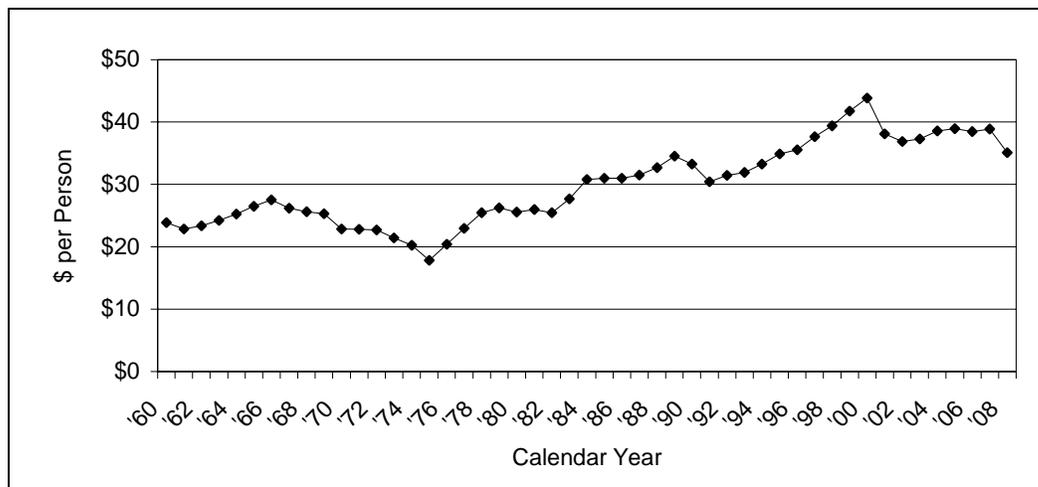
Advertising spending translates into advertising revenue, and the key determinant of magazine profitability is advertising revenue. The trend in advertising spending on magazines shifted to a lower level after its peak in 2000. In 2008, the severe economic recession forced businesses to cut advertising spending considerably. 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. In 2008, however, the recession reduced the spending by 10 percent from 2007, on a per capita basis.

McCann-Erickson projects that advertising spending will continue to fall in 2009 (-4.5 percent), reflecting the uncertainty in the economy and the fact that advertising historically lags behind an economic recovery. In the future, as the economy recovers, it should, as it has in prior times, encourage advertising spending, which, in turn, should 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 up to 2008, at which point it fell by more than 10 percent.

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



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

## Household Periodicals Volume

As shown in Table E.2 of the Executive Summary, periodicals represent about 4 percent of all household mail volumes. It also shows that the volume of periodicals is declining. In FY 2008, households received 6.4 billion periodicals, compared to 6.6 billion in FY 2007 and 6.7 in 2006.

Table 6.1 shows the breakdown of periodicals received by households. Seventy-three percent of all periodicals received by households were magazines, a strong increase since 1987, when the share was 59 percent.

In 2008, 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.

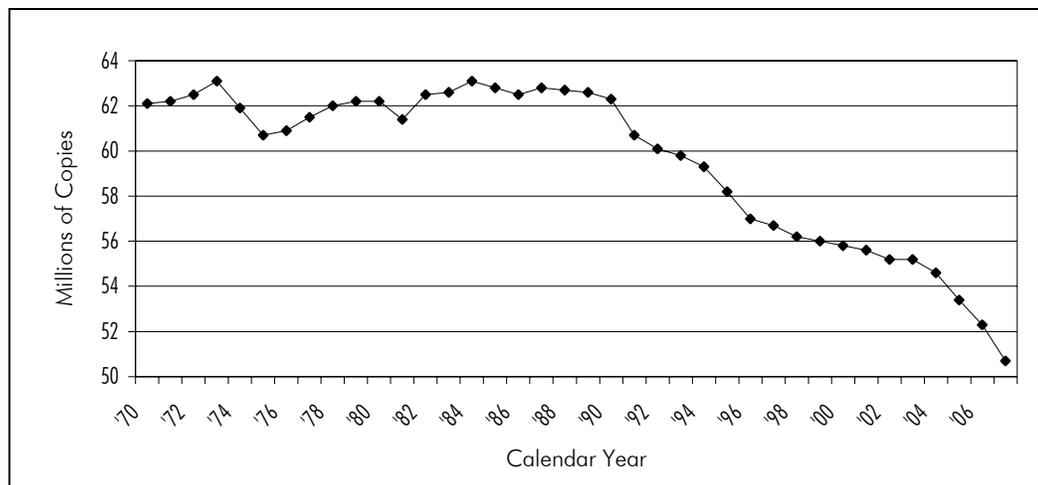
As shown in Figure 6.3, newspaper circulation in general has declined since 1990. Of course, on a per capita basis, the decline is even more pronounced.

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

Periodical Type	1987	2007	2008
<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	.1
Monthly	.6	.5	.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>

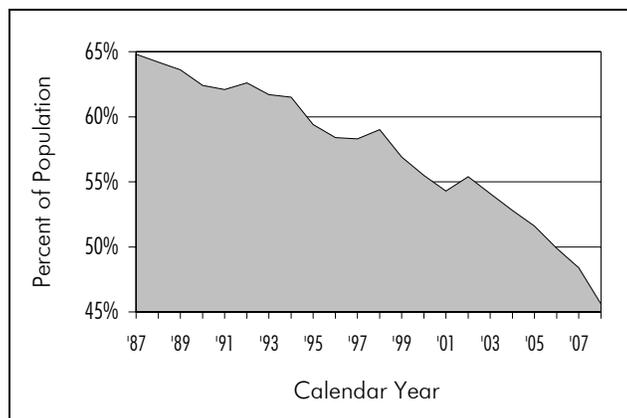
Source: HDS Diary Sample, FY 1987, 2007, and 2008.  
Note: Totals may not sum due to rounding.

**Figure 6.3:**  
Newspaper Circulation – 1970 to 2008



Source: Newspaper Association of America.

**Figure 6.4:**  
Daily Newspaper Readership – 1987 to 2008



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

Directly contributing to newspaper volume declines are changes in daily readership levels. As shown above in Figure 6.4, the percentage of the U.S. population reading newspapers on any given day decreased from 65 percent in 1987 to only 45 percent in 2008.

**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, more than double what households earning less than \$35,000 receive.

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

Table 6.3 shows periodicals volume by age and income. The higher the income and age of the household, the higher the volume of periodicals received. For households whose heads are under 34 and with incomes less than \$35,000, the average is only 0.3 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	.5	.6	.6	.9	.6
\$35 to \$65	.8	.9	1.1	1.2	1.0
\$65 to \$100	.9	1.1	1.0	1.3	1.1
Over \$100	1.9	1.3	1.3	1.6	1.5
<b>Average</b>	<b>.7</b>	<b>.9</b>	<b>1.0</b>	<b>1.4</b>	<b>1.1</b>

Source: HDS Diary Sample, FY 2008.

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

Household Income (Thousands)	Age of Head of Household			Average
	Under 34	35 to 54	Over 55	
Under \$35	.3	.5	.9	.6
\$35 to \$65	.8	.8	1.4	1.0
\$65 to \$100	.8	1.1	1.5	1.1
Over \$100	1.3	1.4	1.9	1.5
<b>Average</b>	<b>.7</b>	<b>1.0</b>	<b>1.3</b>	<b>1.1</b>

Source: HDS Diary Sample, FY 2008.

## 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	.8
Two	1.3
Three	1.0
Four	1.0
Five or more	.8
<b>Average</b>	<b>1.1</b>

Source: HDS Diary Sample, FY 2008.

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

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

Source: HDS Diary Sample, FY 2008.

## 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)

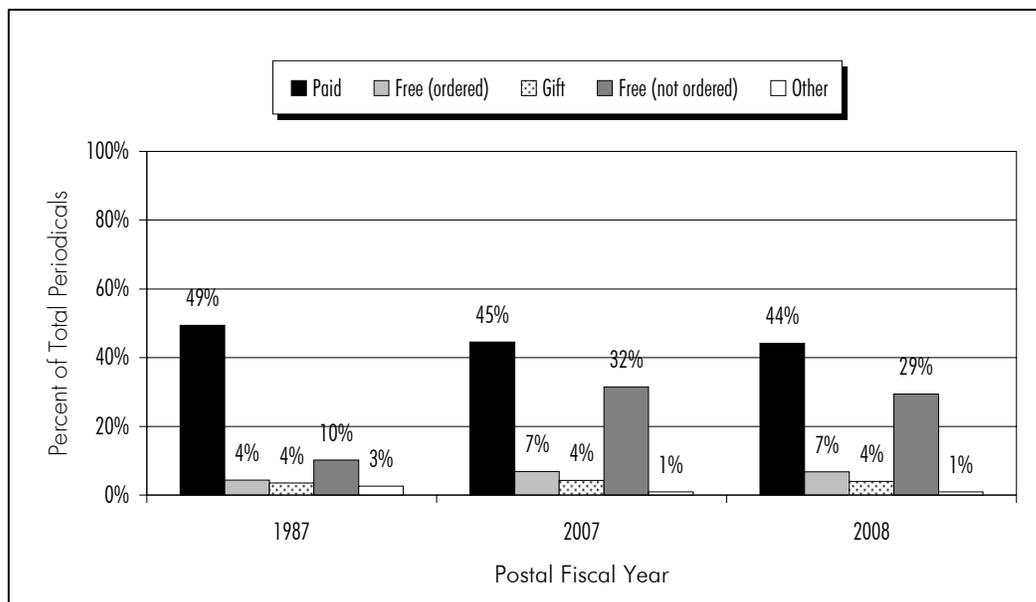
Type of Internet Access	
Broadband	1.1
Dial-up	1.1
None	.8
<b>Average</b>	<b>1.1</b>

Source: HDS Diary Sample, FY 2008.

## Subscription Type

Figure 6.5 provides an overview of subscription type for FY 1987, 2007, and 2008. 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 2008, a household member ordered and paid for 44 percent of total periodicals sent to households. An additional 36 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, 2007, and 2008.

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	.82	78%
Professional Organization	.10	9%
Religious Organization	.05	4%
Educational Organization	.05	5%
Union	.01	1%
Charitable Organization	.01	1%
Veterans' Organization	.01	1%
Unclassified	.01	1%
<b>Total</b>	<b>1.05</b>	<b>100%</b>

Source: HDS Diary Sample, FY 2008.

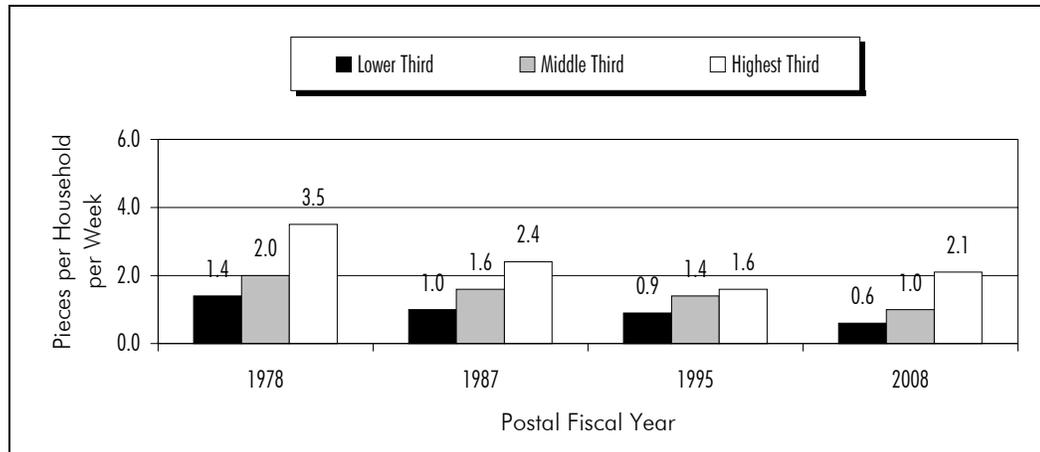
## Volume Drivers

A number of factors influence a household's receipt of periodicals. Several of these variables are demographic, while others are more behavioral in nature. In the past, income seemed to influence volume strongly, since periodicals are usually received through a paid subscription.

Typically, higher income households subscribe to more magazines and newspapers. In 2008, the number of periodicals per household declined for the lower and middle third income groups, as shown in Figure 6.6.

However, over the long run, the number of periodicals per household has declined for all income groups, including higher income households.

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



Source: HDS Diary Sample, FY 1978, 1987, 1995, and 2008.



# Chapter 7: Packages

## Introduction

This chapter discusses packages sent and received by households. Packages can be mailed via the U.S. Postal Service at a variety of rates; for example, documents are usually sent as First-Class Mail, Priority Mail, or Express Mail, while product samples are generally 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 1999 to 2008, package volume grew from 7.6 billion pieces to 8.4 billion pieces, averaging 1.1 percent growth per year. Package revenues increased from \$45.6 billion to \$64.7 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 the early 1980s and 2000, the overall market grew, 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 and 2008, however, the instability of fuel prices and the recession contributed to decreases in both overnight and two- and three-day service volumes, while improved service resulted in continued growth for ground volumes.

**From 1999 to 2008, package volume grew from 7.6 billion to 8.4 billion pieces.**

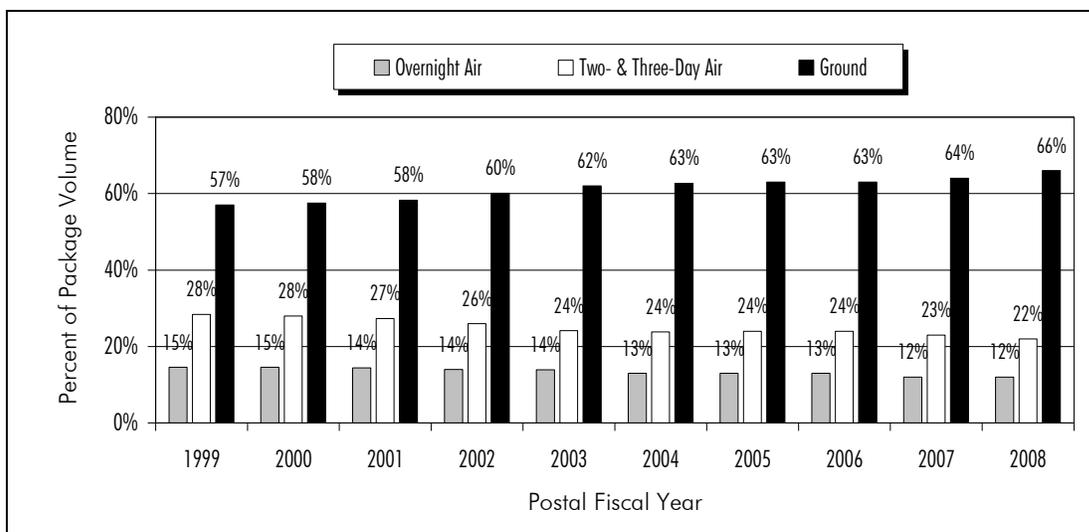
While many carriers serve the package delivery market, FedEx, UPS, the U.S. Postal Service, and DHL are the larger players

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

Fiscal Year	Overnight Air		Two- & Three-Day Air		Ground		Total	
	Volume	Percent Growth	Volume	Percent Growth	Volume	Percent Growth	Volume	Percent Growth
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%
2008	997	-5.2%	1,869	-4.9%	5,527	1.6%	8,393	-0.7%

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.

Tables 7.2-7.5 have been redacted.

## Postal Service Package Volume

Compared to other mail, like letters and flats, the number of packages captured in the Household Diary Study is small, as most people do not receive packages on a regular basis. The interpretation of the results should be conducted with this in mind.

Postal Service package volume sent and received by households increased 16 percent in FY 2008 after remaining unchanged in FY 2007. When sent volumes are isolated, households sent 37 percent more packages in 2008 than in 2007, increasing their use of First-Class Mail Packages.

Households received 2.7 billion packages in FY 2008 and sent 1.0 billion, as seen in Table 7.6. When the combined volumes (excluding Standard) are compared to FY 2006, First-Class and Package & Shipping Services sent by households increased by 54 percent in FY 2008. First-Class and Package & Shipping Services received by households, when combined, increased by 10 percent compared to FY 2006. First-Class packages sent and received increased by 50 percent, driven by a strong growth in CD/DVD rentals. Standard Mail packages, on the other hand, fell 12 percent compared to 2006.

**Table 7.6:**  
Postal Service Sent and Received Packages, FY 2006, 2007, and FY 2008  
(Units in Millions)

Mail Classification	Volume (Millions of Pieces)					
	2006		2007		2008	
	Sent	Received	Sent	Received	Sent	Received
First-Class	352	869	445	974	672	1,154
Standard Mail	—	674	—	653	—	594
Package and Shipping Services	299	1,002	258	829	330	897
Unclassified	23	115	39	71	13	58
<b>Total Packages</b>	<b>674</b>	<b>2,660</b>	<b>742</b>	<b>2,527</b>	<b>1,015</b>	<b>2,704</b>
Mail Classification	Percent of Pieces					
	2006		2007		2008	
	Sent	Received	Sent	Received	Sent	Received
First-Class	52%	33%	60%	39%	66%	43%
Standard Mail	—	25%	—	26%	—	22%
Package and Shipping Services	44%	37%	35%	33%	33%	33%
Unclassified	3%	4%	5%	3%	1%	2%
<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 2006, 2007, and 2008.

Notes:

First-Class Packages include 1.2 billion pieces of CD/DVD rentals sent and received, reported in First-Class Mail letters in Tables E.1, 1.5, and 1.6.

Percentages may not sum to 100 due to rounding.

Totals include 278 million pieces of household-to-household packages that are counted in both sent and received.

## Packages and Household Characteristics

### Income, Education, and Age

According to the HDS, high-income households sent and received more packages than their less affluent counterparts in FY 2008, 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. Younger households with income between \$65,000 and \$100,000, 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, younger households with income between \$65,000 and \$100,000 again sent more packages than older 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 2008.  
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	.23	.31	.35	<b>.31</b>
\$35 to \$65	.39	.43	.41	<b>.41</b>
\$65 to \$100	.69	.47	.51	<b>.53</b>
Over \$100	.47	.58	.68	<b>.60</b>
<b>Average</b>	<b>.45</b>	<b>.45</b>	<b>.44</b>	<b>.45</b>

Source: HDS Diary Sample, FY 2008.

**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	.09	.09	.07	<b>.08</b>
\$35 to \$65	.15	.15	.14	<b>.15</b>
\$65 to \$100	.32	.20	.18	<b>.22</b>
Over \$100	.10	.25	.20	<b>.22</b>
<b>Average</b>	<b>.18</b>	<b>.20</b>	<b>.13</b>	<b>.17</b>

Source: HDS Diary Sample, FY 2008.

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	.25	.26	.42	.41	<b>.31</b>
\$35 to \$65	.31	.41	.40	.47	<b>.41</b>
\$65 to \$100	.39	.47	.55	.56	<b>.53</b>
Over \$100	.58	.72	.52	.59	<b>.60</b>
<b>Average</b>	<b>.27</b>	<b>.41</b>	<b>.46</b>	<b>.53</b>	<b>.45</b>

Source: HDS Diary Sample, FY 2008.

**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	.03	.06	.13	.18	<b>.08</b>
\$35 to \$65	.04	.11	.16	.22	<b>.15</b>
\$65 to \$100	.06	.17	.18	.26	<b>.22</b>
Over \$100	.00	.15	.25	.22	<b>.22</b>
<b>Average</b>	<b>.03</b>	<b>.12</b>	<b>.16</b>	<b>.25</b>	<b>.17</b>

Source: HDS Diary Sample, FY 2008.

## 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 three or more members and is probably due to the likelihood that more children are present in larger 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	.31	.12
Two	.52	.19
Three	.44	.19
Four	.45	.14
Five or more	.43	.16
<b>Average</b>	<b>.45</b>	<b>.17</b>

Source: HDS Diary Sample, FY 2008.

**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	.31	.16
Two	.48	.18
Three or more	.47	.12
<b>Average</b>	<b>.45</b>	<b>.17</b>

Source: HDS Diary Sample, FY 2008.

## 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 2008, households with Broadband Internet access sent almost three times as many and received more than double the number of packages sent and received by households without Internet access. These relationships probably reflect the correlation between income, education, and Internet access.

**In FY 2008, 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	.53	.20
Dial-up	.38	.17
None	.25	.07
<b>Average</b>	<b>.45</b>	<b>.17</b>

Source: HDS Diary Sample, FY 2008.

## 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 25 percent of all content types in 2006 to 38 percent in 2008, 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)					
	2006		2007		2008	
	Sent	Received	Sent	Received	Sent	Received
Music/Video	237	586	359	595	543	835
Books	38	290	49	343	121	302
Clothing	71	173	119	203	124	171
Pharmaceuticals/Contacts	1	245	7	293	10	267
Toys	28	53	62	57	85	78
Food Products	16	51	30	68	31	64
Checkbooks	2	90	2	80	1	74
Computer Hard- and Software	12	129	16	30	26	36
Electronic Equipment	15	42	17	53	24	37
Travel Products and Information	8	42	12	50	8	30
Sporting Goods	7	16	4	28	8	30
Footwear/Shoes	4	21	6	21	3	24
Telecommunications	4	5	6	11	4	10
Other Contents	271	533	131	564	132	602
<b>Total Packages</b>	<b>674</b>	<b>2,660</b>	<b>742</b>	<b>2,527</b>	<b>1,015</b>	<b>2,704</b>

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

Contents	Percent of Pieces					
	2006		2007		2008	
	Sent	Received	Sent	Received	Sent	Received
Music/Video	35%	22%	48%	24%	53%	31%
Books	6%	11%	7%	14%	12%	11%
Clothing	11%	7%	16%	8%	12%	6%
Pharmaceuticals/Contacts	0%	9%	1%	12%	1%	10%
Toys	4%	2%	8%	2%	8%	3%
Food Products	2%	2%	4%	3%	3%	2%
Checkbooks	0%	3%	0%	3%	0%	3%
Computer Hard- and Software	2%	5%	2%	1%	3%	1%
Electronic Equipment	2%	2%	2%	2%	2%	1%
Travel Products and Information	1%	2%	2%	2%	1%	1%
Sporting Goods	1%	1%	1%	1%	1%	1%
Footwear/Shoes	1%	1%	1%	1%	0%	1%
Telecommunications	1%	0%	1%	0%	0%	0%
Other Contents	40%	20%	18%	22%	13%	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 2006, 2007, and 2008.

Notes:

FY 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 1.2 billion pieces of CD/DVD rentals sent and received,, reported in First-Class Mail letters in Tables E.1, 1.5, and 1.6.



# Appendix A: Comparative Tables 1987, 2007 & 2008





# 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 2007/2008 data should be done with caution. The 2007/2008 data represent refinements in survey methodology from previous years, as well as modifications in the procedures for weighting and adjustment for mail flow underreports. These data may also reflect changes in the definitions of mail classifications.

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\*Tables for Packages and Expedited Received have been redacted.





# Appendix A1: Total Mail Overview



**Table A1-1**  
**Total Domestic Mail Originating in Households and Nonhouseholds Postal Fiscal Years 1987, 2007 and 2008 (Diary Data)**

Sector	Percentage of Total Domestic Mail			Pieces Per Household Per Week		
	1987	2007	2008	1987	2007	2008
Household-to-household	4.8	2.8	2.9	1.6	1.0	1.0
Household-to-nonhousehold	6.4	6.7	6.9	2.1	2.3	2.3
Nonhousehold-to-household	55.5	68.5	70.2	18.5	23.9	23.2
Unknown incoming	0.3	0.5	0.7	0.1	0.2	0.2
Unknown outgoing	1.0	1.3	1.6	0.3	0.4	0.5
Total Household Mail	69.1	79.8	82.3	23.0	27.8	27.2
Nonhousehold-to-nonhousehold	30.9	20.2	17.7	-	-	-
Total	100.0	100.0	100.0	-	-	-

**Table A1-2**  
**Mail Received by Households by Class Postal Fiscal Years 1987, 2007, and 2008 (Diary Data)**

Class	Percent of Total Pieces Per Week			Pieces Per Household Per Week		
	1987	2007	2008	1987	2007	2008
First-Class <sup>1</sup>	42.1	37.0	36.4	8.64	9.35	9.01
Periodicals	8.2	4.3	4.3	1.69	1.10	1.05
Standard Mail <sup>2</sup>	47.6	55.3	55.7	9.77	13.98	13.75
Package Services <sup>3</sup>	0.3	0.3	0.3	0.06	0.09	0.08
Government <sup>4</sup>	1.8	3.0	3.3	0.36	0.77	0.82
Total	100.0	100.0	100.0	20.52	25.29	24.71

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

<sup>2</sup> Includes Non-Governmental Presorted Standard, Nonprofit, Unsolicited Periodicals and Standard Packages

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

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

**Table A1-3**  
**Total Mail<sup>1</sup> Overview: Content of Mail Received by Households (Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008(Diary Data)**

<b>Content</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
<b>NON-ADVERTISING</b>			
Personal	7.5	3.7	3.8
Bills <sup>5</sup>	12.5	12.4	12.5
Financial Statements	4.2	4.6	4.3
<b>ADVERTISING</b>			
First-Class advertising only	4.7	5.9	5.5
First-Class advertising enclosed	5.5	11.1	10.9
First-Class business invitations announcements	1.2	1.9	1.3
First-Class requests for donations	0.4	0.5	0.5
Standard Mail (A) advertising	30.7	40.2	41.4
Standard Mail (A) requests	0.5	0.4	0.6
Standard Mail (A) nonprofit advertising	2.4	2.3	2.5
Standard Mail (A) nonprofit requests	3.2	3.8	4.4
Total Advertising With Request For Donations (not including Periodicals)	48.6	66.3	67.0
Total Advertising Without Request For Donations (not including Periodicals)	44.5	61.5	61.6
Newspapers	2.9	1.2	1.4
Magazines	4.7	3.8	3.6
Total Advertising (including Periodicals)	56.2	71.3	72.1
<b>OTHER:</b>			
Other Standard Mail (A) <sup>6</sup>	6.7	5.2	4.4
Other Standard Mail (A) nonprofit <sup>6</sup>	3.7	2.8	2.2
Federal Government	1.7	1.3	1.4
International	0.5	0.1	0.1
Other <sup>2</sup>	12.5	8.7	9.1
Total <sup>3</sup>	105.5	110.1	109.9
Pieces per household per week <sup>4</sup>	20.5	25.0	25.0

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

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

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

<sup>4</sup> First-Class advertising enclosed is only counted once.

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

<sup>6</sup> 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, 2007 and 2008**  
**(Diary Data)**

Content	Percent of Total Mail Received by Households			Pieces Per Household Per Week		
	1987	2007	2008	1987	2007	2008
Personal:						
Holiday card	3.2	1.4	1.5	0.55	0.35	0.38
Other greeting cards	1.7	1.0	0.9	0.29	0.24	0.23
Invitations	0.7	0.4	0.4	0.12	0.10	0.09
Letter	2.7	0.7	0.7	0.46	0.18	0.17
Announcements	0.2	0.1	0.1	0.03	0.02	0.02
Package	0.1	0.1	0.0	0.01	0.01	0.01
Other personal	0.5	0.1	0.2	0.09	0.03	0.04
Total Personal	9.1	3.7	3.8	1.55	0.94	0.94
Business or Nonfederal Government:						
Advertising Only	5.2	5.9	5.5	0.89	1.50	1.36
Notice of order	1.4	2.1	1.9	0.23	0.54	0.47
Bill/invoice/premium <sup>1</sup>	14.7	12.3	12.4	2.52	3.11	3.07
Financial statement	5.0	4.7	4.4	0.87	1.18	1.08
Payment	1.9	0.9	0.9	0.32	0.24	0.22
Rebate	0.1	0.1	0.1	0.01	0.03	0.03
Greeting card	0.3	0.3	0.3	0.05	0.06	0.07
Invitation or announcement	1.5	2.0	1.9	0.26	0.52	0.48
CD/DVD/Video game	N/A	0.4	0.5	N/A	0.11	0.13
Receipts for direct deposit	0.0	0.1	0.1	0.01	0.03	0.02
Sweepstakes	0.1	0.1	0.0	0.01	0.02	0.00
Insurance policy <sup>2</sup>	0.2	0.9	0.9	0.03	0.22	0.22
Tax forms	0.0	0.3	0.4	0.01	0.09	0.10
Other business or government	6.7	0.6	0.7	1.14	0.16	0.18
Packages	0.1	0.2	0.2	0.02	0.05	0.05
Total Business or Government	37.2	31.0	30.2	6.37	7.85	7.46
Social/Charitable/Political/Nonprofit:						
Announcement/meeting	1.3	1.4	1.1	0.22	0.37	0.27
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	0.05	0.05
Bill/invoice/premium	0.3	0.1	0.1	0.04	0.03	0.03
Educational acceptances	0.1	0.0	0.0	0.02	0.00	0.00
Other social/charitable/political/nonprofit	1.2	0.2	0.5	0.20	0.06	0.11
Total Social/Charitable/Political/Nonprofit	3.5	2.5	2.4	0.58	0.62	0.59
Don't know/No answer	0.6	1.6	2.0	0.11	0.41	0.49
Total Mail Received by Households	50.4	38.8	38.4	8.61	9.82	9.49

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

<sup>2</sup> Estimates for 2007 and 2008 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, 2007 and 2008**  
**(Diary Data)**

Quarter	Total Personal			Total Business or Nonfederal Government <sup>1</sup>		
	1987	2007	2008	1987	2007	2008
Quarter One	2.42	1.72	1.95	6.49	7.23	7.24
Quarter Two	1.56	0.65	0.67	6.38	7.92	7.81
Quarter Three	1.16	0.76	0.64	6.56	7.67	7.03
Quarter Four	1.04	0.60	0.52	6.00	7.55	6.59

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

**Table A2-3**  
**Use of First-Class Advertising-Only Mail -- by Industry**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Industry	Percent of First-Class "Advertising Only"			Percent of Total First Class Mail			Pieces Per Household Per Week		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Financial:									
Credit Card	7.0	13.8	10.0	0.4	2.1	1.4	0.1	0.2	0.1
Bank	7.0	8.3	8.6	0.4	1.3	1.2	0.1	0.1	0.1
Securities	5.4	1.5	1.5	0.3	0.2	0.2	0.0	0.0	0.0
Money Market	0.2	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Insurance	7.8	6.2	7.8	0.4	1.0	1.1	0.1	0.1	0.1
Mortgage	3.7	6.9	5.0	0.2	1.1	0.7	0.0	0.1	0.1
Other Financial	1.1	0.7	1.4	0.1	0.1	0.2	0.0	0.0	0.0
Total Financial	32.2	37.7	34.6	1.7	5.8	5.0	0.3	0.6	0.5
Merchants:									
Supermarkets	0.0	0.8	0.9	0.0	0.1	0.1	0.0	0.0	0.0
Department Store	7.0	4.0	4.8	0.4	0.6	0.7	0.1	0.1	0.1
Mail Order	8.5	3.6	3.6	0.4	0.6	0.5	0.1	0.1	0.0
Other Store	9.3	10.6	10.8	0.5	1.6	1.6	0.1	0.2	0.1
Publisher	10.8	3.8	3.6	0.6	0.6	0.5	0.1	0.1	0.0
Land Promotion	3.8	1.1	0.7	0.2	0.2	0.1	0.0	0.0	0.0
Online Auction	N/A	0.1	0.1	N/A	0.0	0.0	N/A	0.0	0.0
Restaurant	0.2	0.4	0.4	0.0	0.1	0.1	0.0	0.0	0.0
Consumer packaged goods/manufacturers	1.0	4.2	4.3	0.1	0.6	0.6	0.0	0.1	0.1
Auto dealers	2.2	4.5	3.7	0.1	0.7	0.5	0.0	0.1	0.1
Service stations	0.1	1.7	1.6	0.0	0.3	0.2	0.0	0.0	0.0
Other Merchants	3.2	1.5	2.5	0.2	0.2	0.4	0.0	0.0	0.0
Total Merchants	46.1	36.2	37.0	2.4	5.6	5.3	0.4	0.5	0.5
Services:									
Telephone	1.9	2.3	2.3	0.1	0.4	0.3	0.0	0.0	0.0
Other utility	0.7	0.7	0.8	0.0	0.1	0.1	0.0	0.0	0.0
Medical	1.7	2.9	3.9	0.1	0.4	0.6	0.0	0.0	0.1
Other professional	1.7	1.2	2.1	0.1	0.2	0.3	0.0	0.0	0.0
Leisure service	7.7	7.8	7.9	0.4	1.2	1.1	0.1	0.1	0.1
Cable TV	0.8	1.3	0.8	0.0	0.2	0.1	0.0	0.0	0.0
Computer	0.6	0.9	0.4	0.0	0.1	0.1	0.0	0.0	0.0
Craftsman	0.1	0.5	0.8	0.0	0.1	0.1	0.0	0.0	0.0
Netflix and Blockbuster	N/A	0.1	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Other Services	2.9	5.1	4.6	0.1	0.8	0.7	0.0	0.1	0.1
Total Services	17.5	22.9	23.7	0.9	3.5	3.4	0.2	0.3	0.3
Federal government	N/A	1.6	1.8	N/A	0.3	0.3	N/A	0.0	0.0
Nonfederal government	1.0	0.6	0.5	0.0	0.1	0.1	0.0	0.0	0.0
Social/Charitable/Political/Nonprofit	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Don't Know/No Answer	3.2	0.7	2.1	0.2	0.1	0.3	0.0	0.0	0.0
Total Advertising-Only Mail Received by Households	100.0	100.0	100.0	5.2	15.3	14.4	0.9	1.5	1.4

Note: Totals may not sum due to rounding.

**Table A2-4**  
**Percentage of First-Class Mail Containing Advertising<sup>1</sup> by Household Income**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment and Diary Data)**

Income	First-Class Mail		
	1987	2007	2008
< \$7K	18.6	24.9	33.5
\$7K - \$9.9K	21.1	24.7	27.0
\$10K - \$14.9K	25.5	21.8	23.9
\$15K - \$19.9K	23.4	28.5	23.1
\$20K - \$24.9K	24.3	28.8	28.5
\$25K - \$29.9K	25.5	27.0	28.8
\$30K - \$34.9K	27.0		
\$35K - \$49.9K	29.5	28.7	27.8
\$50K - \$64.9K	29.4	27.4	28.3
\$65K - \$79.9K	29.9	29.8	28.8
\$80K - \$99.9K	33.3	29.8	28.6
\$100K+	31.6	30.3	31.0

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

**Table A2-5**  
**First-Class Mail Usage of Reply Envelopes -- by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Industry	BRM			CRM			Total Reply Mail		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Financial:									
Credit Card	12.2	22.8	16.3	14.0	19.0	19.3	13.7	19.8	18.6
Bank	10.5	8.9	7.6	5.5	8.4	7.2	6.8	8.5	7.3
Securities	9.5	4.0	4.2	1.4	1.2	1.2	3.1	1.8	1.8
Money Market	1.1	0.4	0.5	0.2	0.2	0.2	0.4	0.2	0.3
Insurance	13.0	8.2	9.7	9.5	7.7	8.6	10.3	7.8	8.8
Mortgage	1.6	1.4	0.8	0.4	2.1	1.9	0.6	2.0	1.7
Other Financial	1.4	0.4	0.6	0.4	0.4	0.5	0.6	0.4	0.5
Total Financial	49.3	46.2	39.8	31.4	39.1	38.8	35.0	40.6	39.0
Merchants:									
Supermarkets	0.0	0.2	0.1	0.0	0.1	0.1	0.0	0.1	0.1
Department Store	3.7	1.7	1.4	9.4	4.2	5.6	8.1	3.7	4.7
Mail Order	4.6	2.1	1.9	2.3	1.7	1.2	2.6	1.8	1.4
Other Store	1.2	1.1	1.2	1.8	1.9	2.2	1.6	1.8	2.0
Publisher	8.2	5.6	3.6	6.8	3.3	2.7	7.0	3.8	2.9
Land Promotion	0.5	0.1	0.3	0.1	0.0	0.0	0.2	0.0	0.1
Online auction	N/A	0.1	0.2	N/A	0.1	0.0	N/A	0.1	0.1
Restaurant	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Consumer packaged goods/manufacturers	0.7	1.2	1.5	0.1	0.6	0.9	0.2	0.7	1.0
Auto dealers	0.3	0.4	0.4	0.0	0.1	0.1	0.1	0.2	0.1
Service stations	0.0	0.0	0.2	0.0	0.1	0.1	0.0	0.1	0.1
Other Merchants	0.8	0.7	0.7	0.7	0.3	0.3	0.7	0.4	0.4
Total Merchants	21.1	13.3	11.4	21.2	12.4	13.2	21.2	12.5	12.8
Services:									
Telephone	3.6	1.9	2.5	11.8	11.3	11.2	10.3	9.3	9.3
Other utility	3.1	3.0	3.8	14.4	12.6	12.8	12.1	10.6	10.9
Medical	3.8	4.0	4.4	8.6	8.9	8.5	7.6	7.9	7.6
Other professional	1.0	0.8	0.8	0.4	0.4	0.5	0.6	0.5	0.6
Leisure service	1.6	3.2	1.0	0.7	0.6	0.4	0.9	1.1	0.5
Cable TV	0.5	0.9	1.1	3.5	5.0	4.7	2.9	4.1	4.0
Computer	0.1	0.1	0.2	0.0	0.4	0.4	0.0	0.3	0.3
Craftsman	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1
Netflix and Blockbuster	N/A	11.1	17.0	N/A	0.0	0.1	N/A	2.3	3.6
Other services	1.8	2.2	3.2	1.0	1.5	1.3	1.2	1.7	1.7
Total Services	15.6	27.3	34.2	40.5	40.8	39.8	35.5	38.0	38.6
Federal government	N/A	2.3	2.3	N/A	0.7	0.7	N/A	1.0	1.0
Nonfederal government	10.0	1.8	2.2	2.1	2.6	2.9	2.2	2.4	2.8
Social/Charitable/Political/Nonprofit	2.6	8.6	9.9	3.6	4.3	4.5	5.0	5.2	5.6
Don't know/No answer	1.4	0.5	0.2	1.2	0.2	0.1	1.2	0.3	0.1
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	0.6	2.1	2.5	2.4	2.7	3.2	3.1

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, 2007 and 2008**  
**(Diary Data)**

Industry	BRM			CRM			Total Reply Mail		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Business or Nonfederal Government:									
Advertising Only	33.7	31.5	25.7	5.2	3.1	2.9	11.0	9.0	7.7
Notice of Order	3.0	3.6	3.6	1.6	1.2	1.2	2.0	1.7	1.7
Bill/invoice/premium <sup>1</sup>	19.0	22.3	23.4	75.3	84.9	85.1	63.2	71.9	72.1
Financial Statement	6.4	6.2	6.3	3.2	3.4	2.9	4.0	3.9	3.6
Payment	1.54	0.4	0.2	0.4	0.3	0.3	0.8	0.3	0.3
Rebate	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1
Greeting Card	0.6	0.5	1.0	0.1	0.2	0.1	0.2	0.2	0.3
Invitation	4.7	6.6	6.6	0.6	1.0	1.2	1.5	2.2	2.3
CD/DVD/Video Game	N/A	14.4	18.9	N/A	0.0	0.1	N/A	3.0	4.0
Other business or nonfederal government	20.9	5.9	4.6	10.0	1.6	1.7	12.2	2.5	2.3
Total Business or Nonfederal Government	89.9	91.4	90.3	96.4	95.8	95.6	95.1	94.9	94.5
Social/Charitable/Political/Nonprofit									
Announcement/meeting	1.8	2.2	1.7	0.5	1.0	0.8	0.9	1.3	1.0
Request for donation	4.4	5.0	5.7	1.2	2.1	2.4	1.8	2.7	3.1
Confirmation of donation	0.5	0.5	0.7	0.2	0.4	0.5	0.3	0.4	0.5
Bill/invoice/premium	0.4	0.3	0.3	0.9	0.5	0.5	0.8	0.5	0.4
Other social/charitable/political/nonprofit	3.2	0.6	1.4	0.8	0.2	0.2	1.3	0.3	0.5
Total Social/Charitable/Political/Nonprofit	10.2	8.6	9.7	3.6	4.2	4.4	4.9	5.1	5.5
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	0.6	2.1	2.5	2.4	2.7	3.2	3.1

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

Note: Totals may not sum due to rounding.

**Table A2-7**  
**First-Class Mail -- Industry Usage of Reply Envelopes**  
**(Percentage of Pieces From Each Industry That Contain Reply Mail)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Industry	Business Reply			Courtesy Reply			No Reply Mail			Don't Know/ No Answer		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Financial:												
Credit Card	13.0	17.1	13.6	59.2	54.2	60.1	20.9	25.8	24.2	7.0	2.9	2.1
Bank	5.3	5.0	4.6	11.1	18.1	16.3	75.3	74.4	77.5	8.3	2.5	1.7
Securities	18.2	7.0	7.8	10.4	8.0	8.5	64.8	82.4	82.5	6.7	2.6	1.2
Money Market	24.2	6.8	9.3	15.2	11.3	11.8	54.4	79.1	77.9	6.2	2.9	1.0
Insurance	10.2	5.9	6.9	29.6	21.0	22.8	50.6	68.2	66.1	9.5	4.9	4.2
Mortgage	8.9	4.2	3.1	9.0	23.8	28.0	72.6	70.8	67.1	9.6	1.2	1.8
Total Financial	9.7	8.3	7.6	24.4	26.7	27.8	57.6	61.8	62.2	8.2	3.2	2.4
Merchants:												
Supermarkets	N/A	6.7	4.2	N/A	10.4	16.3	N/A	79.1	78.3	N/A	3.8	1.2
Department Store	5.4	5.1	3.7	54.4	48.7	55.8	33.4	40.7	36.1	6.9	5.4	4.4
Mail Order	15.1	11.5	13.1	30.4	35.5	31.9	46.8	48.7	52.0	7.7	4.2	3.0
Other Store	3.0	2.7	3.1	18.4	18.2	21.3	73.1	76.8	73.0	5.5	2.3	2.6
Publisher	15.1	22.0	17.2	44.4	48.4	49.3	32.2	27.8	31.5	8.2	1.7	1.9
Land Promotion	6.2	3.1	11.5	5.7	2.6	5.3	78.0	90.7	80.6	10.2	3.6	2.6
Online auction	N/A	8.3	19.7	N/A	20.6	8.5	N/A	69.5	60.5	N/A	1.5	11.3
Restaurant	12.3	1.2	0.0	0.0	0.0	1.5	74.8	98.8	95.7	12.9	0.0	2.8
Consumer packaged goods/manufacturers	8.8	6.1	7.1	5.0	11.8	15.7	67.0	79.5	74.8	19.3	2.6	2.4
Auto dealers	3.5	3.2	4.0	2.6	3.3	2.4	86.9	91.0	91.6	7.0	2.5	1.9
Service stations	0.7	0.9	3.5	11.6	4.5	9.5	84.2	94.3	86.3	3.6	0.3	0.7
Total Merchants	8.8	7.5	6.6	35.2	27.7	30.6	47.8	61.4	59.5	8.1	3.4	3.3
Services:												
Telephone	5.1	3.1	4.0	67.7	68.3	67.2	17.1	24.9	23.9	10.0	3.7	4.9
Other utility	3.3	4.2	5.1	60.0	67.1	64.3	28.7	25.6	27.0	8.0	3.1	3.6
Medical	4.3	4.5	5.0	38.2	38.4	36.0	49.6	54.6	56.5	8.0	2.5	2.5
Other professional	6.0	5.2	4.0	10.9	11.3	10.1	72.3	80.7	81.8	10.8	2.7	4.1
Leisure service	5.8	11.4	4.3	9.7	7.5	5.7	75.0	79.0	86.0	9.5	2.2	4.0
Cable TV	2.2	3.2	4.4	63.3	72.1	69.0	24.8	22.5	22.8	9.7	2.2	3.8
Computer	4.0	2.0	5.4	6.6	25.8	40.8	80.1	68.2	52.8	9.3	4.0	1.0
Craftsman	2.7	6.6	3.3	14.2	8.7	7.5	66.4	82.7	87.6	16.7	2.0	1.5
Netflix and Blockbuster	N/A	94.0	94.4	N/A	0.8	1.1	N/A	3.6	3.6	N/A	1.6	0.9
Total Services	4.4	7.9	9.8	45.9	44.7	42.7	40.5	44.6	44.2	9.2	2.9	3.2
Federal government	N/A	7.6	6.4	N/A	8.2	7.4	N/A	82.1	84.7	N/A	2.0	1.5
Nonfederal government	4.2	3.6	4.5	13.3	20.1	22.6	74.9	73.7	71.3	7.6	2.6	1.7
Social/Charitable/Political/Nonprofit	9.1	9.1	10.7	13.0	17.2	18.1	64.3	67.9	65.0	13.7	5.8	6.2
Total Nonhousehold Mail Received	7.7	7.9	8.1	30.5	30.0	30.5	52.3	58.5	57.9	9.6	3.6	3.5
Pieces per household per week	0.5	0.7	0.6	2.1	2.5	2.4	3.6	4.9	4.6	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, 2007 and 2008**  
**(Diary Data)**

Industry	Percent of Non-Household Mail Received by Households			Pieces Per Household Per Week		
	1987	2007	2008	1987	2007	2008
Financial:						
Credit Card	2.9	3.7	3.4	0.50	0.89	0.78
Bank	6.2	4.9	4.7	1.06	1.18	1.08
Securities	1.6	1.6	1.5	0.28	0.39	0.34
Money Market	0.1	0.2	0.2	0.02	0.04	0.04
Insurance	3.9	3.9	4.0	0.68	0.93	0.92
Mortgage	0.6	0.9	0.7	0.10	0.23	0.17
Other financial	0.5	0.2	0.3	0.08	0.05	0.08
Total Financial	15.8	15.5	14.7	2.72	3.70	3.41
Merchants:						
Supermarkets	0.0	0.1	0.1	0.00	0.02	0.02
Department Store	2.1	0.9	1.1	0.37	0.22	0.25
Mail Order	0.9	0.5	0.4	0.16	0.12	0.09
Other Store	1.2	1.1	1.1	0.21	0.27	0.25
Publisher	1.9	0.7	0.6	0.33	0.17	0.13
Land Promotion	0.3	0.1	0.1	0.05	0.02	0.02
Online auction	N/A	0.0	0.0	N/A	0.01	0.01
Restaurant	0.0	0.0	0.0	0.00	0.01	0.01
Consumer packaged goods/manufacturers	0.3	0.6	0.6	0.04	0.13	0.13
Auto dealers	0.2	0.4	0.3	0.04	0.09	0.06
Service stations	0.0	0.1	0.1	0.00	0.03	0.03
Other Merchants	0.5	0.6	0.6	0.08	0.14	0.14
Total Merchants	7.4	5.2	4.9	1.28	1.23	1.14
Services:						
Telephone	2.2	1.7	1.7	0.37	0.42	0.41
Other utility	3.0	2.0	2.1	0.51	0.47	0.48
Medical	2.8	2.5	2.5	0.47	0.59	0.57
Other professional	0.5	0.4	0.5	0.09	0.10	0.12
Leisure service	0.9	0.8	0.7	0.15	0.19	0.16
Cable TV	0.7	0.7	0.7	0.12	0.17	0.17
Computer	0.1	0.1	0.1	0.01	0.04	0.02
Craftsman	0.1	0.1	0.1	0.01	0.01	0.02
Neflix and Blockbuster	N/A	0.3	0.5	N/A	0.08	0.12
Other Services	0.8	0.9	0.8	0.14	0.21	0.18
Total Services	11.1	9.5	9.7	1.87	2.27	2.25
Federal government	N/A	0.9	1.0	N/A	0.20	0.23
Nonfederal government	2.0	1.4	1.4	0.34	0.33	0.32
Social/Charitable/Political/Nonprofit	3.4	2.6	2.6	0.59	0.63	0.61
Don't Know/No Answer	0.9	0.2	0.2	0.14	0.06	0.06
<b>Total Industry Mail to Households</b>	<b>40.6</b>	<b>35.3</b>	<b>34.5</b>	<b>6.94</b>	<b>8.42</b>	<b>8.01</b>

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, 2007 and 2008**  
**(Diary Data)**

Industry	Percent of Total First-Class			Pieces Per Household per Week			Percent of Total First-Class			Pieces Per Household per Week		
	Bills <sup>1</sup>						Statements					
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Financial:												
Credit Card	1.8	6.1	6.3	0.3	0.6	0.6	0.1	N/A	N/A	0.0	N/A	N/A
Bank	1.0	2.5	2.1	0.2	0.2	0.2	3.2	6.7	6.5	0.6	0.7	0.6
Securities	0.1	0.1	0.1	0.0	0.0	0.0	0.7	2.7	2.5	0.1	0.3	0.2
Money Market	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.3	0.0	0.0	0.0
Insurance	1.6	3.8	4.1	0.3	0.4	0.4	0.3	0.9	0.8	0.1	0.1	0.1
Mortgage	0.1	0.7	0.6	0.0	0.1	0.1	0.0	0.2	0.1	0.0	0.0	0.0
Other Financial	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.2	0.2	0.0	0.0	0.0
Total Financial	4.7	13.4	13.4	0.8	1.3	1.3	4.5	11.0	10.5	0.8	1.1	1.0
Merchants:												
Supermarkets	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Department Store	1.3	1.3	1.7	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Mail Order	0.2	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Store	0.4	0.7	0.8	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Publisher	0.9	0.8	0.7	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Land Promotion	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Online Auction	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Restaurant	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Consumer packaged goods/manufacturers	0.0	0.2	0.3	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	3.7	4.0	0.5	0.4	0.4	0.1	0.2	0.2	0.0	0.0	0.0
Services:												
Telephone	1.6	3.6	3.6	0.3	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Other utility	2.4	4.5	4.7	0.4	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Medical	1.7	3.3	3.2	0.3	0.3	0.3	0.1	0.2	0.1	0.0	0.0	0.0
Other professional	0.1	0.2	0.3	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
Leisure service	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cable TV	0.5	1.5	1.5	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Computer	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Craftsman	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netflix and Blockbuster	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Other Services	0.2	0.4	0.6	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Total Services	6.7	13.8	14.2	1.2	1.3	1.3	0.2	0.4	0.3	0.0	0.0	0.0
Federal government	N/A	0.2	0.2	N/A	0.0	0.0	N/A	0.4	0.3	N/A	0.0	0.0
Nonfederal government	0.3	0.7	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	0.0	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	31.8	32.6	2.6	3.1	3.1	5.0	12.1	11.5	0.9	1.1	1.1

<sup>1</sup> Includes credit card statement/bill.  
Note: Totals may not sum due to rounding.

**Table A2-10**  
**Use of First-Class Business Invitations/Announcements Mail -- by Industry**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Industry	Percent of First-Class Business Invitations and Announcements			Percent of Total First Class Mail			Pieces Per Household Per Week		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Financial:									
Credit Card	3.6	6.7	3.1	0.1	0.4	0.2	0.0	0.0	0.0
Bank	8.9	10.0	7.8	0.1	0.5	0.4	0.0	0.1	0.0
Securities	5.3	4.6	5.0	0.1	0.2	0.3	0.0	0.0	0.0
Money Market	0.1	0.5	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Insurance	7.4	6.4	7.7	0.1	0.3	0.4	0.0	0.0	0.0
Mortgage	2.5	3.0	2.2	0.0	0.2	0.1	0.0	0.0	0.0
Other financial	1.7	0.9	1.7	0.0	0.0	0.1	0.0	0.0	0.0
Total Financial	29.5	32.3	28.2	0.5	1.7	1.4	0.1	0.2	0.1
Merchants:									
Supermarkets	0.0	0.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Department Store	2.8	2.0	0.8	0.0	0.1	0.0	0.0	0.0	0.0
Mail Order	1.0	1.8	1.2	0.0	0.1	0.1	0.0	0.0	0.0
Other Store	4.6	2.8	0.7	0.1	0.2	0.0	0.0	0.0	0.0
Publisher	3.6	3.2	1.0	0.1	0.2	0.0	0.0	0.0	0.0
Land Promotion	0.9	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Online auction	N/A	0.1	0.1	N/A	0.0	0.0	N/A	0.0	0.0
Restaurant	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Consumer packaged goods/manufacturers	2.3	2.2	2.6	0.0	0.1	0.1	0.0	0.0	0.0
Auto dealers	0.6	1.3	0.8	0.0	0.1	0.0	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	3.2	3.2	0.1	0.2	0.2	0.0	0.0	0.0
Total Merchants	20.4	17.9	11.2	0.3	0.9	0.6	0.1	0.1	0.1
Services:									
Telephone	2.6	1.6	2.2	0.0	0.1	0.1	0.0	0.0	0.0
Other utility	1.6	1.3	2.2	0.0	0.1	0.1	0.0	0.0	0.0
Medical	11.0	14.3	15.1	0.2	0.8	0.8	0.0	0.1	0.1
Other professional	5.2	4.1	6.3	0.1	0.2	0.3	0.0	0.0	0.0
Leisure service	9.9	3.2	2.5	0.2	0.2	0.1	0.0	0.0	0.0
Cable TV	0.3	0.7	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Computer	0.9	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Craftsman	0.5	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Netflix and Blockbuster	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Other Services	4.9	5.2	4.5	0.1	0.3	0.2	0.0	0.0	0.0
Total Services	36.9	31.3	33.8	0.6	1.7	1.7	0.1	0.2	0.2
Federal government	N/A	5.9	10.7	N/A	0.3	0.5	N/A	0.0	0.1
Nonfederal government	9.7	10.3	14.7	0.2	0.5	0.7	0.0	0.1	0.1
Social/Charitable/Political/Nonprofit	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Don't Know/No Answer	3.5	1.8	0.9	0.1	0.1	0.0	0.0	0.0	0.0
Total Business Invitations/Announcements Mail Received by Households	100.0	100.0	100.0	1.5	5.0	4.5	0.3	0.5	0.4

Note: Totals may not sum due to rounding.

**Table A2-11**  
**Use of First-Class Advertising-Enclosed Mail<sup>1</sup>-- by Industry**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(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	2007	2008	1987	2007	2008	1987	2007	2008
Financial:									
Credit Card	18.3	20.3	19.3	1.3	1.7	1.7	0.22	0.26	0.26
Bank	11.7	13.6	11.2	0.8	1.1	1.0	0.14	0.18	0.15
Securities	4.2	2.2	1.9	0.3	0.2	0.2	0.05	0.03	0.03
Money Market	0.8	0.1	0.3	0.0	0.0	0.0	0.01	0.00	0.00
Insurance	4.2	4.1	4.1	0.3	0.3	0.4	0.05	0.05	0.06
Mortgage	0.8	1.3	1.1	0.0	0.1	0.1	0.01	0.02	0.01
Other Financial	5.8	0.2	0.5	0.0	0.0	0.0	0.07	0.00	0.01
Total Financial	40.0	41.8	38.4	2.8	3.4	3.4	0.48	0.54	0.52
Merchants:									
Supermarkets	0.0	0.1	0.2	0.0	0.0	0.0	0.00	0.00	0.00
Department Store	14.2	5.7	7.4	1.0	0.5	0.7	0.17	0.07	0.10
Mail Order	2.5	1.3	1.0	0.2	0.1	0.1	0.03	0.02	0.01
Other Store	2.5	2.4	2.1	0.2	0.2	0.2	0.03	0.03	0.03
Publisher	5.0	1.7	1.5	0.4	0.1	0.1	0.06	0.02	0.02
Land Promotion	0.0	0.1	0.1	0.0	0.0	0.0	0.00	0.00	0.00
Online auction	N/A	0.1	0.1	N/A	0.0	0.0	N/A	0.00	0.00
Restaurant	0.0	0.1	0.0	0.0	0.0	0.0	0.00	0.00	0.00
Consumer packaged goods/manufacturers	0.0	1.1	1.5	0.0	0.1	0.1	0.00	0.01	0.02
Auto dealers	0.0	0.2	0.0	0.0	0.0	0.0	0.00	0.00	0.00
Service stations	0.0	0.1	0.1	0.0	0.0	0.0	0.00	0.00	0.00
Other Merchants	0.8	0.5	0.5	0.1	0.0	0.0	0.01	0.01	0.01
Total Merchants	25.8	13.3	14.4	1.8	1.1	1.3	0.31	0.17	0.19
Services:									
Telephone	8.3	12.7	13.3	0.6	1.0	1.2	0.10	0.17	0.18
Other utility	8.3	8.3	9.3	0.6	0.7	0.8	0.10	0.11	0.13
Medical	1.7	1.4	1.0	0.1	0.1	0.1	0.02	0.02	0.01
Other professional	1.7	0.2	0.4	0.0	0.0	0.0	0.02	0.00	0.01
Leisure service	0.0	1.2	0.7	0.1	0.1	0.1	0.00	0.02	0.01
Cable TV	4.2	5.0	5.7	0.3	0.4	0.5	0.05	0.07	0.08
Computer	0.0	0.4	0.3	0.0	0.0	0.0	0.00	0.01	0.00
Craftsman	0.0	0.0	0.1	0.0	0.0	0.0	0.00	0.00	0.00
Netflix and Blockbuster	N/A	3.4	5.1	N/A	0.3	0.5	N/A	0.04	0.07
Other Services	0.8	1.4	1.2	0.1	0.1	0.1	0.01	0.02	0.02
Total Services	25.0	34.1	37.1	1.7	2.8	3.3	0.30	0.44	0.50
Federal government	N/A	0.8	0.6	N/A	0.1	0.1	N/A	0.01	0.01
Nonfederal government	0.8	1.1	1.2	0.1	0.1	0.1	0.01	0.01	0.02
Social/Charitable/Political/Nonprofit	7.5	8.7	8.3	0.5	0.7	0.7	0.09	0.11	0.11
Don't Know/No Answer	0.8	0.3	0.1	0.1	0.0	0.0	0.01	0.00	0.00
Total Advertising Enclosed Mail Received by Households	100.0	100.0	100.0	7.0	8.1	8.9	1.20	1.29	1.34

<sup>1</sup> Does not include "Advertising Only" mail.  
Note: Totals may not sum due to rounding.

**Table A2-12**  
**First-Class Mail Received -- by Number of Financial Accounts and Insurance Policies**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(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>2007</b>	<b>2008</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
Pieces per household per week	3.2	5.5	2.9	5.6	6.7	6.4	8.5	9.3	9.0	12.4	11.8	11.3

**Table A2-13**  
**First-Class Mail Received -- by Number of Credit Cards**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(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>2007</b>	<b>2008</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
Pieces per Household per Week	4.8	6.2	5.7	7.3	8.3	7.7	9.9	10.1	10.1	13.2	12.3	11.9

**Table A2-14**  
**First-Class Mail Receipt -- Content by Age of Head of Household**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment and Diary Data)**

Contents	18 - 21			22 - 24			25 - 34			35 - 44		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Personal	1.6	0.6	0.2	0.8	0.6	0.4	1.2	0.7	0.8	1.5	0.9	0.9
Business or Nonfederal Government:												
Advertising	0.4	0.8	0.4	0.3	0.8	0.8	0.7	1.3	1.1	1.0	1.6	1.5
Invitation/Announcement	0.1	0.1	0.4	0.1	0.3	0.3	0.2	0.4	0.4	0.3	0.5	0.5
Bill <sup>2</sup>	1.5	1.1	1.6	1.8	2.5	2.3	2.6	3.0	2.9	3.0	3.4	3.4
Financial Statement	0.6	0.6	0.6	0.4	0.6	0.6	0.6	1.0	0.8	1.0	1.2	1.1
Other <sup>1</sup>	0.7	0.8	0.9	1.0	1.5	1.3	1.5	1.6	1.4	1.9	1.9	1.9
Total Business or Nonfederal Government	3.3	3.4	3.9	3.6	5.8	5.3	5.6	7.4	6.6	7.2	8.5	8.4
Social/Charitable/Political/Nonprofit	0.3	1.2	0.8	0.3	0.2	0.3	0.5	0.4	0.3	0.8	0.6	0.5
Total	5.3	5.2	5.0	4.7	6.6	6.0	7.3	8.5	7.7	9.6	10.1	9.9

Contents	45 - 54			55 - 64			65 - 69			70+	70 - 74		75+	
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008	2007	2008
Personal	1.8	0.9	0.9	1.8	1.1	1.0	1.7	1.1	1.2	1.9	1.0	1.3	1.1	1.3
Business or Nonfederal Government:														
Advertising	1.1	1.7	1.5	1.1	1.7	1.6	1.0	1.8	1.6	0.7	1.3	1.4	1.2	1.1
Invitation/Announcement	0.4	0.6	0.5	0.3	0.6	0.5	0.4	0.6	0.6	0.2	0.4	0.4	0.5	0.4
Bill <sup>2</sup>	3.1	3.5	3.3	2.7	3.4	3.5	2.0	3.2	3.0	1.6	2.6	2.9	2.4	2.3
Financial Statement	1.1	1.3	1.2	1.1	1.3	1.4	0.9	1.5	1.2	0.8	1.2	1.1	1.1	1.0
Other <sup>1</sup>	2.1	2.0	2.0	2.0	1.9	2.1	1.8	2.3	2.1	1.9	2.1	2.4	2.4	2.3
Total Business or Nonfederal Government	7.8	9.1	8.5	7.2	8.9	9.1	6.1	9.3	8.4	5.2	7.6	8.2	7.5	7.2
Social/Charitable/Political/Nonprofit	0.7	0.7	0.8	0.7	0.6	0.6	0.5	0.7	0.6	0.5	0.7	0.7	0.7	0.6
Total	10.4	10.8	10.1	9.9	10.6	10.7	8.5	11.1	10.3	7.6	9.3	10.3	9.3	9.1

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

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

Note: Totals may not sum due to rounding.

**Table A2-15**  
**First-Class Mail Receipt -- Content by Education of Head of Household**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment and Diary Data)**

Contents	< 8th Grade			Some High School			High School			Some College		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Personal	1.1	1.0	0.4	1.1	0.5	0.4	1.3	0.8	0.9	1.5	1.0	0.9
Business or Nonfederal Government:												
Advertising	0.5	1.2	0.8	0.6	0.9	1.0	0.7	1.4	1.2	0.9	1.4	1.4
Invitation/Announcement	0.1	0.7	0.2	0.1	0.5	0.5	0.2	0.5	0.4	0.3	0.5	0.5
Bill <sup>2</sup>	1.7	2.4	2.3	2.0	2.7	2.7	2.4	3.2	3.1	2.6	3.1	3.3
Financial Statement	0.4	0.8	0.5	0.6	0.7	0.6	0.7	1.1	0.9	0.9	1.1	1.1
Other <sup>1</sup>	1.2	1.5	1.9	1.6	1.9	1.2	1.6	1.7	1.8	1.7	1.9	2.0
Total Business or Nonfederal Government	3.9	6.6	5.6	4.9	6.7	5.9	5.6	7.9	7.5	6.4	8.0	8.1
Social/Charitable/Political/Nonprofit	0.2	0.4	0.3	0.3	0.4	0.5	0.4	0.5	0.5	0.6	0.5	0.5
Total	5.4	8.0	6.3	6.5	7.7	6.8	7.4	9.2	8.8	8.5	9.4	9.5

Contents	Technical School			College Graduate			Post Graduate		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Personal	1.3	0.9	1.1	1.9	1.1	1.1	2.7	1.3	1.4
Business or Nonfederal Government									
Advertising	0.9	1.7	1.3	1.2	1.7	1.6	1.5	1.9	1.8
Invitation/Announcement	0.3	0.5	0.5	0.4	0.5	0.5	0.6	0.6	0.6
Bill <sup>2</sup>	2.5	3.2	3.1	3.1	3.3	3.2	3.4	3.2	3.2
Financial Statement	0.9	1.2	1.2	1.2	1.5	1.3	1.7	1.6	1.6
Other <sup>1</sup>	1.8	2.0	2.1	2.2	2.1	2.1	2.9	2.2	2.4
Total Business or Nonfederal Government	6.4	8.5	8.1	8.1	9.1	8.7	10.1	9.5	9.6
Social/Charitable/Political/Nonprofit	0.4	0.8	0.4	0.9	0.8	0.7	1.7	1.1	1.2
Total	8.2	10.2	9.6	11.0	10.9	10.5	14.6	11.9	12.2

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

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

Note: Totals may not sum due to rounding.

**Table A2-16**  
**First-Class Receipt -- Content by Income**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment and Diary Data)**

Contents	< Under \$7K			\$7K - \$9.9K			\$10K - \$14.9			\$15K - \$19.9K		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Personal	0.9	0.2	0.2	1.3	0.4	0.4	1.1	0.6	0.6	1.5	0.6	0.6
Business or Nonfederal Government:												
Advertising	0.3	0.4	0.9	0.5	0.8	0.6	0.6	0.7	0.7	0.7	0.9	0.6
Invitation/Announcement	0.1	0.2	0.2	0.1	0.2	0.2	0.1	0.2	0.4	0.2	0.4	0.4
Bill <sup>2</sup>	1.2	1.4	0.0	1.5	1.9	1.9	1.9	1.7	2.3	2.3	2.2	1.8
Financial Statement	0.2	0.3	0.2	0.4	0.8	0.3	0.6	0.9	0.4	0.7	0.5	0.5
Other <sup>1</sup>	1.4	1.5	1.5	1.3	1.3	1.6	1.5	1.4	1.8	1.3	1.4	1.3
Total Business or Nonfederal Government	3.2	3.8	2.8	3.8	5.0	4.6	4.7	4.9	5.7	5.2	5.4	4.7
Social/Charitable/Political/Nonprofit	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.4	0.5	0.7	0.3
Total	4.3	4.2	3.3	5.5	5.7	5.3	6.2	5.8	6.7	7.3	6.7	5.5

Contents	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Personal	1.3	0.5	0.7	1.5	1.1	0.6	1.8	1.1	0.6	1.7	0.8	0.8
Business or Nonfederal Government:												
Advertising	0.6	1.0	1.1	0.8	1.2	0.9	1.0	1.2	0.9	1.1	1.3	1.1
Invitation/Announcement	0.2	0.3	0.3	0.2	0.4	0.3	0.4	0.4	0.3	0.4	0.5	0.4
Bill <sup>2</sup>	2.6	2.3	2.3	2.5	2.5	2.5	2.9	2.5	2.5	3.2	3.1	3.0
Financial Statement	0.8	0.6	0.7	0.9	0.8	0.7	0.9	0.8	0.7	1.1	1.0	0.9
Other <sup>1</sup>	1.5	1.5	1.6	1.9	1.6	1.5	1.9	1.6	1.5	2.1	1.7	1.6
Total Business or Nonfederal Government	5.7	5.6	6.1	6.3	6.5	5.8	7.1	6.5	5.8	7.9	7.6	7.0
Social/Charitable/Political/Nonprofit	0.4	0.4	0.3	0.6	0.5	0.3	0.7	0.5	0.3	0.8	0.5	0.5
Total	7.5	6.5	7.1	8.5	8.0	6.8	9.8	8.0	6.8	10.4	8.9	8.3

Contents	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K+		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Personal	2.1	0.9	0.9	2.2	1.0	1.0	2.1	1.1	1.1	2.7	1.1	1.3
Business or Nonfederal Government:												
Advertising	1.5	1.4	1.2	2.1	1.7	1.4	2.4	1.9	1.6	2.4	2.2	2.2
Invitation/Announcement	0.4	0.5	0.5	0.4	0.7	0.5	0.6	0.6	0.5	0.7	0.7	0.7
Bill <sup>2</sup>	3.5	3.3	3.3	3.9	3.6	3.3	4.2	3.5	3.5	4.6	3.8	3.9
Financial Statement	1.5	1.2	1.0	1.8	1.3	1.3	1.8	1.5	1.3	2.0	1.8	1.6
Other <sup>1</sup>	2.5	2.0	1.9	3.3	1.8	2.1	3.1	2.0	2.1	3.2	2.4	2.4
Total Business or Nonfederal Government	9.4	8.4	7.9	11.5	9.2	8.7	12.1	9.5	9.0	12.9	10.9	10.9
Social/Charitable/Political/Nonprofit	1.0	0.5	0.5	1.1	0.7	0.6	1.2	0.7	0.7	1.6	1.0	1.0
Total	12.6	9.9	9.4	14.9	10.9	10.3	15.5	11.4	10.8	17.5	13.0	13.2

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

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

Note: 2007/2008 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Note: Totals may not sum due to rounding.

**Table A2-17**  
**First-Class Mail -- Percent of Nonpersonal Mail Received by**  
**Households Which is Sent Presort -- by Content**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Content	Percent		
	1987	2007	2008
Advertising Only	48.8	80.2	79.7
Notice of order	36.1	66.2	67.8
Bill/invoice/premium <sup>1</sup>	68.9	81.6	79.6
Financial Statement	60.8	85.5	84.3
Payment	42.3	61.4	62.5
Rebate	27.3	77.2	81.0
Greeting card	25.3	31.3	45.0
Invitation or announcement	28.5	65.9	63.0
Sweepstakes	77.5	94.7	100.0
Insurance policy <sup>2</sup>	59.5	81.2	80.8
Tax forms	25.3	68.2	78.9
CD/DVD/Video game	N/A	92.8	92.9
Other business or government	49.7	67.6	66.4
Total Business or Nonfederal Government	56.7	78.4	77.6
Announcement/meeting	10.3	35.2	38.0
Request for donation	19.9	52.7	53.3
Confirmation of donation	11.8	34.5	32.9
Bill/invoice/premium	29.9	45.9	47.8
Educational acceptances	37.8	61.9	46.2
Other social/charitable/political/nonprofit	18.0	28.7	37.4
Total Social/Charitable/Political/Nonprofit	16.5	38.5	41.1
Total Nonpersonal Mail Received by Households	53.9	75.5	74.9
Pieces per Household Per Week	3.74	6.28	5.92

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

<sup>2</sup> Fluctuation may be due to small sample sizes.

Note: Percents are row percentages within each Mail Type.

Note: Totals may not sum due to rounding.

**Table A2-18**  
**Total Percentage of Industry's First-Class Mail Received by**  
**Households Which is Sent Presort**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Industry	Percent Sent Presort		
	1987	2007	2008
Financial:			
Credit Card	76.9	95.1	94.1
Bank	59.1	85.9	84.6
Securities	37.6	79.9	79.9
Money Market	52.4	85.3	77.3
Insurance	62.2	85.0	84.5
Mortgage	19.0	62.9	60.3
Total Financial	58.9	85.7	84.9
Merchants:			
Supermarkets	N/A	83.9	76.4
Department Store	73.5	89.1	86.5
Mail Order	50.0	80.6	77.6
Other Store	33.1	77.1	80.8
Publisher	58.9	84.6	82.7
Land Promotion	61.9	74.7	63.3
Online auction	N/A	47.6	57.6
Restaurant	50.0	52.0	49.1
Consumer packaged goods/manufacturers	30.8	78.8	79.0
Auto dealers	45.5	76.4	74.2
Service stations	14.3	80.3	83.9
Total Merchants	55.0	77.3	76.2
Services:			
Telephone	84.4	64.7	61.0
Other utility	81.2	80.4	82.7
Medical	35.9	64.1	59.7
Other professional	7.8	44.7	42.5
Leisure service	31.1	74.1	74.3
Cable TV	57.3	75.7	73.7
Computer	15.4	79.1	75.4
Craftsman	22.2	28.1	35.4
Netflix and Blockbuster	N/A	95.5	96.1
Total Services	56.7	69.2	67.9
Federal government	N/A	76.9	82.7
Nonfederal government	54.0	67.1	69.5
Social/Charitable/Political/Nonprofit	16.5	39.1	41.7
Total Nonhousehold Mail Received by households	53.9	68.9	67.3
Pieces per household per week	3.7	6.6	6.2

Note: Percents are row percentages within each Industry classification.

**Table A2-19**  
**First-Class Mail -- Total Envelopes by Sector**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Sector	1987	2007	2008
Household-to-household	9.4	4.6	6.0
Household-to-nonhousehold	12.3	15.1	15.6
Nonhousehold-to-household	39.2	41.2	45.4
Unidentified incoming	0.6	2.2	3.0
Unidentified outgoing	1.4	1.0	1.5
Subtotal	62.9	64.1	71.6
Nonhousehold-to-nonhousehold	37.1	35.9	28.4
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

Base: RPW Total, First-Class Envelopes.

**Table A2-20**  
**First-Class Mail -- Total Envelopes by Content**  
**(Percentage of Total Envelopes)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Content	Percentage of Total Envelopes		
	1987	2007	2008
Personal:			
Holiday card	3.3	2.3	2.6
Other greeting cards	1.7	1.5	1.5
Invitations	1.2	0.6	0.5
Letter	2.6	1.2	1.1
Announcements	0.1	0.1	0.1
Other personal	0.5	0.2	0.3
Total Personal	9.4	5.9	6.2
Business or Nonfederal Government:			
Advertising only	4.5	5.1	4.6
Notice of order	1.2	2.9	2.6
Bill/invoice/premium <sup>1</sup>	15.1	20.4	21.2
Financial statement	5.3	7.8	7.5
Payment	2.0	1.5	1.5
Rebate	0.0	0.1	0.1
Greeting card	0.2	0.3	0.3
Invitation or announcement	1.3	2.5	2.6
Sweepstakes	0.0	0.1	0.0
Receipts for direct deposit	N/A	0.2	0.2
Insurance policy	0.2	1.4	1.5
Tax Forms	0.0	0.5	0.7
CD/DVD/Video game	N/A	0.7	0.9
Other business or government	6.7	1.0	1.2
Total Business or Nonfederal Government	36.4	44.7	45.0
Social/Charitable/Political/Nonprofit:			
Announcement/meeting	1.2	1.6	1.3
Request for donation	0.4	0.7	0.8
Confirmation of donation	0.2	0.3	0.4
Bill/invoice/premium	0.2	0.2	0.2
Educational acceptances	0.1	0.0	0.0
Other social/charitable/political/nonprofit	0.7	0.3	0.6
Total Social/Charitable/Political/Nonprofit	2.8	3.2	3.3
Don't Know/No answer	0.6	2.5	3.2
Total Envelopes Received by Households	49.2	56.3	57.7
Pieces Per Household Per Week	8.11	8.40	8.15

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

Base: RPW Total, First-Class Envelopes.

Note: Totals may not sum due to rounding.

**Table A2-21**  
**First-Class Mail -- Total Envelopes by Industry**  
**(Percentage of Total Envelopes )**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

<b>Industry</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
<b>Financial:</b>			
Credit card	2.7	5.8	5.4
Bank	5.7	7.5	7.3
Securities	1.5	2.5	2.3
Money Market	0.1	0.3	0.2
Insurance	3.6	5.7	6.0
Mortgage	0.5	1.0	0.8
Other financial	0.4	0.3	0.4
Total Financial	14.5	23.1	22.5
<b>Merchants:</b>			
Supermarkets	N/A	0.1	0.1
Department store	1.8	1.1	1.4
Mail order	0.7	0.5	0.4
Other store	0.9	0.9	0.9
Publisher	1.6	0.9	0.7
Land Promotion	0.2	0.1	0.1
Online auction	N/A	0.1	0.0
Restaurant	0.0	0.0	0.0
Consumer packaged goods/manufacturers	0.2	0.6	0.6
Auto dealers	0.2	0.4	0.3
Service stations	0.0	0.1	0.1
Other merchants	0.3	0.8	0.7
Total Merchants	5.9	5.3	5.2
<b>Services:</b>			
Telephone	2.0	2.7	2.7
Other Utility	2.4	2.9	3.1
Medical	2.4	3.3	3.4
Other professional	0.4	0.6	0.7
Leisure service	0.7	0.6	0.5
Cable TV	0.6	1.1	1.1
Computer	0.1	0.2	0.1
Craftsman	0.1	0.1	0.1
Netflix and Blockbuster	N/A	0.5	0.8
Other Services	0.6	0.8	0.8
Total Services	9.2	12.8	13.5
Federal government	N/A	1.1	1.4
Nonfederal government	1.7	1.9	2.0
Social/charitable/political/nonprofit	2.9	3.2	3.4
Don't know/No answer	0.5	0.3	0.3
Total Envelopes Received by Households from Non-Households	34.6	47.9	48.3
Pieces Per Household Per Week	6.4	7.1	6.8

Base: RPW Total, First-Class Envelopes.

**Table A2-22**  
**First-Class Mail -- Nonpresort Envelopes by Sector**  
**(Percentage of Total Envelopes)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Sector	1987	2007	2008
Household-to-household	12.5	12.2	15.0
Household-to-nonhousehold	17.3	34.0	36.6
Nonhousehold-to-household	25.2	31.3	33.8
Unidentified incoming	0.5	2.1	2.3
Unidentified outgoing	2.5	2.3	3.5
Subtotal	58.0	81.8	91.2
Nonhousehold-to-nonhousehold	42.0	18.2	8.8
Total	100.0	100.0	100.0

Base: RPW Total, First-Class Envelopes.

Note: Totals may not sum due to rounding.

**Table A2-23**  
**First-Class Mail -- Total Cards by Sector**  
**(Percentage of Total Cards)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

<b>Sector</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
Household-to-household	9.2	2.6	2.8
Household-to-nonhousehold	8.5	3.5	3.6
Nonhousehold-to-household	56.8	59.2	51.7
Unidentified incoming	0.6	1.0	1.5
Unidentified outgoing	0.0	0.6	0.8
Subtotal	75.1	66.9	60.3
Nonhousehold-to-nonhousehold	24.9	33.1	39.7
Total	100.0	100.0	100.0

Base: RPW Total, First-Class Cards.

Note: Totals may not sum due to rounding.

**Table A2-24**  
**First-Class Mail -- Total Cards by Industry**  
**(Percentage of Total Cards)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

<b>Industry</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
<b>Financial:</b>			
Credit card	0.2	0.6	0.4
Bank	0.2	2.5	1.7
Securities	0.2	0.6	0.5
Money Market	0.0	0.1	0.1
Insurance	1.1	4.1	3.4
Mortgage	1.3	3.9	2.5
Other financial	0.3	0.4	1.2
Total Financial	3.2	12.3	9.7
<b>Merchants:</b>			
Supermarkets	0.0	0.2	0.2
Department store	4.2	2.1	2.3
Mail order	5.0	1.3	1.0
Other store	6.4	6.6	6.6
Publisher	4.0	1.4	0.9
Land Promotion	1.1	0.4	0.2
Online auction	N/A	0.0	0.0
Restaurant	0.2	0.3	0.2
Consumer packaged goods/manufacturers	0.3	2.2	2.3
Auto dealers	0.6	1.4	0.7
Service stations	0.3	1.2	1.0
Other merchants	2.2	1.1	1.4
Total Merchants	24.4	18.1	17.0
<b>Services:</b>			
Telephone	0.3	0.9	0.5
Other Utility	7.9	2.5	2.5
Medical	4.7	5.1	5.8
Other professional	1.0	0.6	0.8
Leisure service	4.0	4.1	2.5
Cable TV	1.0	0.7	0.2
Computer	0.2	0.5	0.1
Craftsman	0.0	0.3	0.5
Nefflix and Blockbuster	N/A	0.0	0.0
Other Services	2.7	4.4	3.0
Total Services	21.7	19.0	15.9
Federal government	N/A	1.4	1.2
Nonfederal government	1.4	1.8	1.8
Social/charitable/political/nonprofit	5.9	6.2	5.3
Don't know/No answer	N/A	0.3	0.8
Total Mail Recieved by Households	56.7	59.2	51.7
Pieces Per Household Per Week	0.4	0.6	0.5

Base: RPW Total, First-Class Cards.

Note: Totals may not sum due to rounding.

**Table A2-25**  
**First-Class Mail -- Total Cards by Content**  
**(Percentage of Total Cards)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Content	Percentage of Total Envelopes		
	1987	2007	2008
Personal:			
Holiday card	0.9	0.3	0.3
Other greeting cards	1.1	0.6	0.5
Invitations	1.7	0.6	0.8
Letter	3.9	0.7	0.8
Announcements	0.2	0.2	0.0
Other personal	1.4	0.1	0.3
Total Personal	9.2	2.6	2.8
Business or Nonfederal Government:			
Advertising only	22.2	34.1	29.3
Notice of order	5.1	5.9	6.0
Bill/invoice/premium <sup>1</sup>	10.6	3.4	3.6
Financial statement	0.1	0.8	0.4
Payment	0.1	0.2	0.1
Rebate	0.1	0.4	0.3
Greeting card	0.8	0.7	1.1
Invitation or announcement	7.3	6.4	4.6
Sweepstakes	0.4	0.2	0.1
Receipts for direct deposit	0.2	0.1	0.0
Insurance policy	0.1	0.3	0.2
Tax Forms	0.0	0.2	0.2
CD/DVD/Video game	N/A	0.0	0.0
Other business or government	3.9	0.4	0.5
Total Business or Nonfederal Government	50.9	53.2	46.4
Social/Charitable/Political/Nonprofit:			
Announcement/meeting	4.0	5.1	4.1
Request for donation	0.3	0.3	0.3
Confirmation of donation	0.3	0.1	0.2
Bill/invoice/premium	0.1	0.0	0.0
Educational acceptances	0.0	0.0	0.0
Other social/charitable/political/nonprofit	1.2	0.4	0.6
Total Social/Charitable/Political/Nonprofit	5.9	6.0	5.3
Don't Know/No answer	0.6	1.0	1.5
Total	66.6	62.8	55.9
Pieces Per Household Per Week	0.5	0.60	0.50

Base: RPW Total, First-Class Cards.

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

**Table A2-26**  
**First-Class Mail -- Cards Received by Households -- Household's**  
**Percentage of Total Mail Received at Each Category**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Content	Total Nonpresort Cards			Total Presort Cards		
	1987	2007	2008	1987	2007	2008
Personal:						
Holiday card	1.3	0.3	0.3	0.0	0.0	0.0
Other greeting cards	1.5	0.5	0.5	0.0	0.0	0.0
Invitations	2.3	0.5	0.8	0.0	0.0	0.0
Letter	5.3	0.4	0.7	0.0	0.0	0.0
Announcements	0.3	0.1	0.0	0.0	0.0	0.0
Other personal	1.7	0.0	0.3	0.0	0.0	0.0
Total Personal	12.4	1.8	2.5	0.0	0.0	0.0
Business or Nonfederal Government:						
Advertising only	16.8	6.8	6.2	38.0	27.1	22.7
Notice of order	6.1	2.4	2.9	2.2	3.3	3.0
Bill/invoice/premium <sup>1</sup>	5.7	0.7	0.7	25.0	2.6	2.7
Financial statement	0.2	0.1	0.0	0.2	0.7	0.4
Payment	0.1	0.0	0.0	0.1	0.2	0.0
Rebate	0.1	0.0	0.0	0.4	0.4	0.3
Greeting card	1.0	0.4	0.6	0.1	0.3	0.5
Invitation or announcement	8.2	2.3	1.7	4.2	4.1	2.9
Other business or government	4.2	0.4	0.2	5.2	0.8	0.8
Total Business or Nonfederal Government	42.4	13.2	12.4	75.4	39.4	33.3
Social/Charitable/Political/Nonprofit:						
Announcement/meeting	4.9	2.8	2.0	1.1	2.2	2.1
Request for donation	0.3	0.1	0.1	0.1	0.2	0.1
Confirmation of donation	0.4	0.1	0.2	0.0	0.0	0.1
Bill/invoice/premium	0.1	0.0	0.0	0.0	0.0	0.0
Other social/charitable/political/nonprofit	1.4	0.2	0.3	0.0	0.2	0.3
Total Social/Charitable/Political/Nonprofit	7.1	3.2	2.6	1.3	2.6	2.6
Don't Know/No answer	0.7	0.1	0.4	1.7	0.7	0.8
Total Mail Recieved by Household	62.6	18.3	17.9	78.4	42.8	36.7
Pieces Per Household Per Week	0.3	0.2	0.2	0.1	0.4	0.3

Base: RPW Total, First-Class Cards.

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

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

Industry	Percent of Total Nonpresort			Percent of Total Presort		
	1987	2007	2008	1987	2007	2008
Financial:						
Credit card	0.0	0.1	0.0	0.4	0.5	0.3
Bank	0.2	0.5	0.3	0.2	1.9	1.3
Securities	0.2	0.1	0.1	0.3	0.5	0.4
Money Market	0.0	0.0	0.0	0.0	0.1	0.1
Insurance	12.0	0.3	0.3	0.8	3.8	3.1
Mortgage	1.4	1.6	1.2	0.6	2.3	1.2
Other financial	0.3	0.0	0.0	0.2	0.4	1.2
Total Financial	3.3	2.6	2.0	2.4	9.5	7.6
Merchants:						
Supermarkets	N/A	0.0	0.1	6.1	0.2	0.1
Department store	3.5	0.2	0.2	6.1	1.9	2.0
Mail order	3.7	0.2	0.3	8.6	1.1	0.7
Other store	6.1	1.4	1.1	6.9	5.2	5.3
Publisher	3.1	0.2	0.2	6.6	1.2	0.8
Land Promotion	0.9	0.1	0.1	1.6	0.4	0.1
Restaurant	0.1	0.1	0.1	0.3	0.2	0.1
Consumer packaged goods/manufacturers	0.1	0.2	0.3	0.6	2.0	2.1
Auto dealers	0.5	0.2	0.1	1.1	1.1	0.6
Service stations	0.4	0.1	0.1	0.1	1.1	1.0
Other merchants	1.9	0.5	0.6	2.7	0.6	0.8
Total Merchants	20.3	3.2	3.0	34.6	14.8	13.5
Services:						
Telephone	0.1	0.1	0.0	0.7	0.8	0.4
Other Utility	3.1	0.7	0.5	21.5	1.7	1.9
Medical	5.9	3.1	3.8	0.5	1.9	2.0
Other professional	1.0	0.2	0.3	0.8	0.3	0.5
Leisure service	3.0	0.5	0.4	6.9	3.5	2.1
Cable TV	0.5	0.0	0.0	1.9	0.7	0.2
Computer	0.1	0.1	0.0	0.2	0.4	0.1
Craftsman	0.1	0.2	0.2	0.0	0.1	0.3
Netflix and Blockbuster	N/A	0.0	0.0	N/A	0.0	0.0
Other Services	2.9	1.6	1.1	2.2	2.8	1.9
Total Services	16.6	6.5	6.3	34.8	12.3	9.5
Federal government	N/A	0.3	0.3	N/A	1.1	0.8
Nonfederal government	1.0	0.5	0.5	3.0	1.2	1.2
Social/charitable/political/nonprofit	7.1	3.3	2.6	2.1	2.8	2.6
Don't know/No answer	1.0	0.1	0.3	1.5	0.2	0.5
Total Mail From Nonhouseholds Received by Households	49.4	16.1	14.6	78.4	40.8	34.9
Pieces Per Household Per Week	0.3	0.2	0.2	0.1	0.4	0.3

Base: RPW Total, First-Class Cards.

**Table A2-28**  
**First-Class Mail Sent by Households to Nonhouseholds**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Mail Sent	Percentage of Total First-Class Mail			Pieces Per Household Per Week		
	1987	2007	2008	1987	2007	2008
Business Transactions -- In Response to Advertising:						
Total Response to Advertising	3.6	1.3	1.5	0.6	0.2	0.2
Business Transactions -- Not in Response to Advertising:						
Transaction to phone/utility company	2.0	2.9	2.7	0.4	0.5	0.4
Transaction to credit card company	1.5	2.1	2.2	0.3	0.3	0.3
All other business mail	5.1	8.1	8.5	0.9	1.3	1.3
Total Business Not In Response to Advertising	8.6	13.1	13.4	1.5	2.1	2.0
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	14.6	15.1	2.1	2.3	2.3

Note: Totals may not sum due to rounding.

**Table A2-29**  
**First-Class Mail Originating in Households and Nonhouseholds**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Sector	Percentage of First-Class Mail			Pieces Per Household Per Week		
	1987	2007	2008	1987	2007	2008
Household-to-household	9.1	5.8	6.2	1.6	0.9	0.9
Household-to-nonhousehold	12.2	14.6	15.1	2.1	2.3	2.3
Nonhousehold-to-household	40.6	53.0	53.3	7.0	8.4	8.0
Unknown outgoing	1.9	1.0	1.5	0.3	0.2	0.2
Unknown incoming	0.6	2.6	3.3	0.1	0.4	0.5
Subtotal	64.4	77.0	79.3	11.1	12.2	11.9
Nonhousehold-to-nonhousehold	35.6	23.0	20.7	N/A	N/A	N/A
Total	100.0	100.0	100.0	N/A	N/A	N/A

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

Note: Totals may not sum due to rounding.

**Table A2-30**  
**First-Class Mail Media by Which Mail Order Purchases**  
**Made in the Past Month Were Ordered**  
**(Percentage of Orders)**  
**Postal Fiscal Years 1987, 2007 and 2008**

<b>Media</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
Phone	31.0	38.3	25.3
Mail	67.2	26.9	27.2
Other	1.7	34.8	47.5
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

**Table A2-31**  
**First-Class Mail -- Method of Bill Payment**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment Data)**

<b>Method of Payment</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
By mail	95.7	92.9	90.1
In person <sup>1</sup>	N/A	32.7	29.7
By automatic deduction from bank account	21.8	54.2	48.4
By personal computer <sup>1</sup>	N/A	30.9	36.3
By telephone	0.8	13.9	12.0
By automatic charge to credit card <sup>1</sup>	N/A	21.9	17.6

<b>Number of Payments</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
Total payments per household per month	9.14	12.23	12.42

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

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

**Table A2-32**  
**First-Class Mail -- Personal Letters and Cards (not greeting cards) Sent by**  
**Households in an Average Month -- by Age of Head of Household**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment and Diary Data)**

Age	Pieces Per Household Per Month					
	Recruitment Interview <sup>1</sup> (Perceived volume)			Diary Data (Actual Volume)		
	1987	2007	2008	1987	2007	2008
18 - 21	6.6	2.5	6.3	2.4	0.4	0.3
21 - 24	3.5	3.0	5.3	2.2	1.1	0.0
25 - 34	4.2	3.9	3.8	2.8	0.7	0.3
35 - 44	4.3	4.1	4.5	2.6	0.7	0.7
45 - 54	5.0	4.2	4.9	3.0	0.6	0.7
55 - 64	5.4	5.0	5.6	3.7	1.1	0.9
65 - 69	5.1	4.7	5.8	2.8	1.0	1.0
70 - 74	6.0	4.8	6.8	3.5	1.7	1.4
75+		5.7	7.1		1.5	1.2

<sup>1</sup> Includes thank you notes.

**Table A2-33**  
**First-Class Mail -- Holiday/Season's Greeting Cards Sent by**  
**Households -- by Education of Head of Household**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment Data)**

Education	Christmas/Hanukah/New Year's Cards Per Household (Season)		
	1987	2007	2008
8th grade or less	25.7	23.8	17.9
Some high school	29.1	27.1	23.2
High school graduate	34.9	36.9	33.3
Some college	37.4	38.9	34.0
Technical school graduate	39.1	31.6	34.8
College graduate	47.4	45.2	44.0
Post-graduate work	56.5	50.4	47.2

**Table A2-34**  
**First-Class Mail -- Personal Letters and Cards (not greeting cards) Sent by**  
**Households in an Average Month -- by Education of Head of Household**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment and Diary Data)**

Education	Pieces Per Household Per Month					
	Recruitment Interview <sup>1</sup> (Perceived volume)			Diary Data (Actual Volume)		
	1987	2007	2008	1987	2007	2008
8th grade or less	3.8	4.6	5.2	1.2	1.3	0.0
Some high school	4.4	4.4	4.4	2.2	0.7	0.7
High school graduate	4.2	4.4	5.6	2.2	0.8	0.6
Some college	5.1	4.7	5.0	2.4	0.8	0.6
Technical school graduate	5.4	4.6	5.1	2.3	0.8	0.6
College graduate	5.5	4.8	5.8	5.1	1.0	0.9
Post-graduate work	6.4	5.3	6.5	5.9	1.4	1.4

<sup>1</sup> Includes thank you notes.

**Table A2-35**  
**Personal Letters and Cards (not greeting cards) Sent by**  
**Households in an Average Month -- by Income**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment and Diary Data)**

Income	Pieces Per Household Per Month					
	Recruitment Interview <sup>1</sup> (Perceived volume)			Diary Data (Actual Volume)		
	1987	2007	2008	1987	2007	2008
< \$7K <sup>2</sup>	3.9	4.6	5.6	1.7	0.1	0.1
\$7K - \$9.9K <sup>2</sup>	5.2	4.9	5.0	3.7	0.2	0.3
\$10K - \$14.9K	5.0	4.1	4.9	2.2	1.8	0.6
\$15K - \$19.9K	5.0	4.6	5.2	2.5	1.2	0.3
\$20K - \$24.9K	4.2	4.6	4.8	4.4	0.9	0.6
\$25K - \$29.9K	5.1	4.4	5.8	2.5	1.0	0.6
\$30K - \$34.9K	4.6			2.9		
\$35K - \$49.9K	4.5	4.6	5.7	3.1	0.8	0.7
\$50K - \$64.9K	5.8	5.0	5.3	3.8	0.7	0.6
\$65K - \$79.9K	5.9	4.7	5.6	3.8	0.8	1.0
\$80K - \$99.9K	5.8	4.7	5.2	3.6	1.0	0.6
\$100K+	4.2	4.4	5.2	6.0	0.9	0.9
Total	4.8	4.7	5.6	3.1	0.9	0.7

<sup>1</sup> Includes thank you notes.

<sup>2</sup> Fluctuations may be due to small sample sizes.

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

**Table A2-36**  
**First-Class Mail -- Holiday/Season's Greeting Cards Sent by**  
**Households -- by Age of Head of Household**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment Data)**

Age	Christmas/Hanukah/New Year's Cards Per Household (Season)		
	1987	2007	2008
18 - 21	17.6	15.2	26.9
22 - 24	19.7	19.7	17.1
25 - 34	31.9	30.6	29.3
35 - 44	35.2	36.7	36.8
45 - 54	42.0	34.4	32.9
55 - 64	45.4	40.0	34.8
65 - 69	45.9	40.9	39.5
70 - 74	44.9	44.5	40.6
75+		43.4	40.8

**Table A2-37**  
**First-Class Mail -- Holiday/Season's Greeting Cards Sent by**  
**Households -- by Income**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment Data)**

Income	Christmas/Hanukah/New Year's Cards Per Household (Season)		
	1987	2007	2008
< \$7K	20.6	18.7	16.1
\$7K - \$9.9K	26.7	18.5	21.2
\$10K - \$14.9K	31.6	22.2	20.7
\$15K - \$19.9K	32.4	30.2	23.2
\$20K - \$24.9K	32.5	28.2	25.9
\$25K - \$29.9K	37.7	32.6	29.1
\$30K - \$34.9K	38.9		
\$35K - \$49.9K	44.6	34.0	33.2
\$50K - \$64.9K	50.7	37.1	36.5
\$65K - \$79.9K	61.4	41.1	37.8
\$80K - \$99.9K		46.2	42.7
\$100K or More		51.7	49.5
Total	38.1	37.9	35.7

**Table A2-38**  
**First-Class Mail -- Use of Automatic Deductions**  
**(Percent of Households)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment Data)**

Deductions	1987	2007	2008
0	78.1	46.9	51.1
1	13.1	19.5	15.4
2	4.4	14.3	12.5
3	1.6	7.8	6.9
>3	1.3	11.2	13.5
Don't know/No answer	0.5	0.3	0.5
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

**Table A2-39**  
**First-Class Mail -- Use of Automatic Deductions -- by Income**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment Data)**

Number of Monthly Deductions	<Under \$7K <sup>1</sup>			\$7K - \$9.9K <sup>1</sup>			\$10K - \$14.9			\$15K - \$19.9K		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
0	89.1	82.3	70.4	87.0	66.5	72.8	87.3	65.3	68.4	84.3	65.9	60.7
1	6.4	11.8	10.4	7.5	13.6	12.9	7.9	15.1	13.2	9.5	15.1	14.1
2	1.6	1.9	9.5	2.3	13.4	5.9	2.2	9.4	6.1	1.3	9.9	11.5
3	0.3	0.8	5.0	1.3	1.6	2.2	0.8	4.8	3.9	1.1	3.7	4.4
4 +	0.7	3.2	4.1	0.9	4.3	6.2	0.6	5.1	8.1	1.0	5.4	9.4
Don't know/No answer	1.9	0.0	0.7	1.0	0.5	0.0	1.2	0.3	0.2	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	0.5	0.6	0.2	0.8	0.7	0.2	0.9	0.9	0.2	0.8	1.0

Number of Monthly Deductions	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
0	78.3	54.9	59.5	71.1	50.2	52.3	75.8	50.2	52.3	66.1	45.4	49.4
1	15.8	18.8	11.8	16.8	18.4	16.5	14.8	18.4	16.5	20.0	24.0	16.4
2	2.4	9.9	12.8	8.0	13.1	11.4	6.0	13.1	11.4	8.6	13.3	14.0
3	1.0	7.4	5.0	1.1	8.4	5.9	1.4	8.4	5.9	2.6	6.6	7.4
4 +	1.1	8.7	10.9	1.1	9.6	13.7	1.6	9.6	13.7	2.2	10.4	12.4
Don't know/No answer	1.4	0.3	0.0	1.9	0.2	0.2	0.4	0.2	0.2	0.5	0.4	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	1.3	1.4	0.4	1.3	1.4	0.6	1.4	1.5

Number of Monthly Deductions	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K+		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
0	68.5	42.2	47.8	68.7	38.1	44.0	76.3	38.5	44.6	68.2	33.5	42.2
1	18.6	20.9	18.3	18.6	23.9	16.4	17.6	20.6	17.0	18.2	19.2	15.3
2	5.7	16.0	13.2	8.8	15.0	15.6	2.2	18.5	14.0	5.7	18.5	15.0
3	4.0	8.7	7.8	2.4	11.1	8.3	3.4	9.0	9.4	2.8	10.3	8.0
4 +	1.9	12.0	12.4	1.1	11.5	15.2	0.5	13.0	14.7	3.7	18.4	19.1
Don't know/No answer	1.3	0.4	0.5	0.4	0.5	0.6	0.0	0.4	0.3	1.4	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	0.5	1.5	1.4	0.5	1.6	1.6	0.3	1.8	1.7	0.5	2.1	1.9

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: 2007/2008 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Note: Totals may not sum due to rounding.

<sup>1</sup> Fluctuations may be due to small sample sizes.

**Table A2-40**  
**First-Class Mail -- Use of Automatic Deductions -- by Age**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment Data)**

Number of Monthly Deductions	18-21			22-24			25-34			35-44		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
0	89.3	70.2	74.4	92.0	55.4	51.8	75.3	46.3	47.8	73.5	41.9	51.7
1	7.7	13.4	5.2	5.1	18.2	28.8	15.5	22.8	20.3	16.0	23.4	15.3
2	2.1	9.6	6.9	1.2	13.1	7.5	5.8	14.2	13.9	5.4	15.9	14.9
3	0.0	0.0	5.7	0.2	5.8	1.3	1.5	7.9	7.4	1.9	8.0	5.9
4 +	0.5	3.6	5.2	0.2	5.9	7.7	1.1	8.2	10.2	1.4	10.6	12.2
Don't know/No answer	0.4	3.2	2.6	1.3	1.6	2.9	0.8	0.6	0.4	1.8	0.2	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	0.2	0.5	0.6	0.1	1.1	0.9	0.4	1.4	1.3	0.4	1.6	1.4

Number of Monthly Deductions	45-54			55-64			65-69			70+	70-74		75+	
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008	2007	2008
0	70.9	43.6	51.5	79.7	47.4	49.0	81.6	48.5	52.1	88.1	48.3	49.5	53.3	53.4
1	18.5	23.2	16.3	11.2	20.0	16.9	10.7	15.1	14.4	5.7	14.2	14.1	13.2	11.0
2	4.1	15.9	13.6	5.1	14.3	12.9	2.7	14.2	13.0	2.7	13.3	10.0	11.6	9.2
3	2.8	6.8	6.4	0.8	7.5	8.0	2.0	10.1	5.4	1.6	9.6	9.3	7.4	7.0
4 +	1.0	10.2	11.4	1.6	10.6	12.7	2.1	11.7	14.4	1.1	14.2	16.6	14.3	18.8
Don't know/No answer	2.7	0.3	0.7	1.6	0.2	0.4	0.9	0.4	0.8	0.8	0.4	0.5	0.2	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	100.0	100.0
Mean	0.4	1.5	1.4	0.3	1.4	1.5	0.4	1.5	1.4	0.2	1.7	1.7	1.6	1.7

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

Totals may not sum due to rounding.



## Appendix A3: Standard Mail



**Table A3-1**  
**Standard Mail<sup>1</sup> Content of Mailpiece**  
**(Percentage of Standard Mail Received by Households)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Content	1987	2007	2008
Advertisement	80.9	87.4	88.8
Fund request	1.2	1.0	1.2
Newsletter/information/other	10.9	9.9	7.9
Don't know/No answer	7.0	1.7	2.0
Total	100.0	100.0	100.0

<sup>1</sup> Prior to 2007 Standard mail volumes were inflated by about 3 billion pieces due to a double count of Detached Address Labels in the Carrier Cost System (CCS).

Also, volumes through 2007 were understated by about 2 to 3 billion pieces in the CCS. These CCS volumes are used as a control for survey results.

**Table A3-2**  
**Standard Mail<sup>1</sup> by Major Industry by Quarter**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Industry	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Credit Card	0.2	1.3	1.3	0.2	1.3	1.2	0.3	1.2	1.0	0.2	1.0	0.9
Bank	0.2	0.5	0.7	0.1	0.6	0.6	0.3	0.7	0.6	0.2	0.8	0.5
Total Financial	0.9	2.8	3.2	0.8	3.0	3.0	1.2	3.1	2.8	0.8	2.9	2.4
Supermarkets	0.3	0.1	0.1	0.3	0.1	0.1	0.2	0.2	0.1	0.2	0.1	0.1
Department store	1.4	1.0	1.2	0.8	0.7	0.8	1.3	0.8	0.9	1.1	0.8	0.7
Mail order company	1.1	1.8	1.9	1.4	1.5	1.5	1.3	1.4	1.3	1.3	1.6	1.2
Specialty store	0.8	1.3	1.7	0.7	1.0	1.0	0.8	1.3	1.2	0.7	1.3	1.1
Publisher	0.9	0.6	0.6	1.4	0.7	0.6	0.9	0.7	0.5	1.2	0.7	0.5
Total Merchants	4.9	5.1	5.8	4.8	4.4	4.3	5.0	4.9	4.3	4.8	4.9	4.0
Total Services	0.5	1.3	1.7	0.4	1.6	1.8	0.7	1.8	1.7	0.5	1.7	1.6
Total Social/Charitable/Political/Nonprofit	0.5	0.8	0.5	0.2	0.3	0.4	0.2	0.4	0.5	0.2	0.4	0.4
Detached label card	0.6	0.6	0.1	0.5	0.6	0.1	0.7	0.3	0.1	0.6	0.1	0.1
Not from one organization	0.6	1.2	1.1	0.4	1.1	1.1	0.4	1.2	1.3	0.4	1.1	1.2
Total Pieces Per Household Per Week	8.2	11.8	13.1	7.3	11.0	11.3	8.4	12.1	11.2	7.4	11.5	10.1

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

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

**Table A3-3**  
**Standard Mail<sup>1</sup> Addressee**  
**(Percentage of Total Standard Mail including Nonprofit Mail)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

<b>Addressee</b>	<b>Percent of Total Standard Mail</b>			<b>Pieces Per Household Per Week</b>		
	<b>1987</b>	<b>2007</b>	<b>2008</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
Addressed to specific person	50.1	64.8	67.1	5.3	11.1	10.9
Addressed to occupant	22.7	14.5	14.8	2.4	2.5	2.4
Don't know/No answer	0.9	1.3	1.9	0.1	0.2	0.3
Total Pieces Received by Household	73.7	80.6	83.8	7.8	13.8	13.7

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

Note: Totals may not sum due to rounding.

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

**Table A3-4**  
**Standard Mail<sup>1</sup> Addressee by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Industry	Addressed to Specific Household Members			Addressed To Occupant/ Resident			Total		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Financial:									
Credit card	97.1	96.6	97.9	2.0	1.4	1.0	100.0	100.0	100.0
Bank	89.8	90.3	86.9	8.7	7.3	7.5	100.0	100.0	100.0
Securities broker	96.8	94.6	95.0	2.9	4.1	3.4	100.0	100.0	100.0
Money Market	93.7	91.2	92.8	0.0	7.7	5.5	100.0	100.0	100.0
Insurance Company	93.2	88.5	88.0	5.5	9.3	8.8	100.0	100.0	100.0
Real Estate/Mortgage	72.8	84.4	86.6	26.7	14.4	11.7	100.0	100.0	100.0
Total Financial	92.1	92.4	92.3	6.8	5.6	5.1	100.0	100.0	100.0
Merchants:									
Supermarkets	11.1	52.1	53.1	87.7	46.9	46.3	100.0	100.0	100.0
Department store	68.3	88.5	90.5	30.9	10.9	9.1	100.0	100.0	100.0
Mail order company	95.8	97.1	96.6	3.3	2.0	1.6	100.0	100.0	100.0
Specialty store	56.4	82.7	83.2	43.0	16.7	16.2	100.0	100.0	100.0
Publisher	72.0	81.2	83.7	25.8	16.7	12.3	100.0	100.0	100.0
Land promotion company	92.0	77.2	84.4	8.0	22.0	15.1	100.0	100.0	100.0
Online Auction	N/A	98.0	92.2	N/A	2.0	7.8	N/A	100.0	100.0
Restaurant	21.3	22.0	21.5	77.6	77.4	78.3	100.0	100.0	100.0
Consumer packaged goods	86.1	92.9	90.2	13.5	5.0	7.8	100.0	100.0	100.0
Auto dealers	88.7	76.8	81.6	8.6	22.8	18.2	100.0	100.0	100.0
Service stations	56.4	77.8	82.1	43.6	19.3	17.9	100.0	100.0	100.0
Mall	19.3	35.4	40.6	80.7	64.6	59.4	100.0	100.0	100.0
Other merchants	19.4	78.1	82.9	83.3	20.4	16.2	100.0	100.0	100.0
Total Merchants	72.1	85.8	86.9	26.7	13.3	11.8	100.0	100.0	100.0
Services:									
Telephone	94.6	90.9	87.5	4.7	7.3	10.0	100.0	100.0	100.0
Other Utilities	90.4	83.9	83.5	2.4	15.6	14.0	100.0	100.0	100.0
Medical	77.2	84.0	81.2	22.7	15.4	18.0	100.0	100.0	100.0
Other professional	91.0	87.2	86.4	6.5	11.9	10.7	100.0	100.0	100.0
Leisure service	85.2	92.8	94.4	14.5	6.1	4.7	100.0	100.0	100.0
Cable TV	80.1	63.1	69.6	19.9	36.4	29.1	100.0	100.0	100.0
Computer	98.3	93.5	89.3	1.1	6.1	9.7	100.0	100.0	100.0
Craftsman	41.9	64.8	71.5	57.2	35.2	27.8	100.0	100.0	100.0
Total Services	81.5	80.9	81.7	17.5	18.0	16.9	100.0	100.0	100.0
Federal Government	N/A	34.8	44.5	N/A	65.1	54.8	N/A	100.0	100.0
Nonfederal Government	73.3	57.6	59.3	26.3	42.0	40.3	100.0	100.0	100.0
Social/Charitable/Political/Nonprofit:									
Union or Professional Organization	89.6	92.4	92.7	10.4	5.3	4.4	100.0	100.0	100.0
Church	79.4	87.0	84.6	15.9	11.9	15.4	100.0	100.0	100.0
Veterans	N/A	66.2	91.6	N/A	33.8	8.4	N/A	100.0	100.0
Educational	87.9	90.5	87.7	11.4	9.2	12.2	100.0	100.0	100.0
Charities	98.1	74.3	84.4	1.9	25.0	15.2	100.0	100.0	100.0
Political Campaign	87.3	91.7	85.1	12.1	8.1	11.7	100.0	100.0	100.0
AARP	100.0	93.2	93.5	0.0	2.1	1.0	100.0	100.0	100.0
Total Social/Charitable/Political/Nonprofit	88.3	89.9	88.0	10.7	9.0	9.5	100.0	100.0	100.0

Note: Percents are row percentages within each Industry classification.

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

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

**Table A3-5**  
**Standard Mail<sup>1</sup> by Shape**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Shape	Percent of Total Standard Mail			Pieces Per Household Per Week		
	1987	2007	2008	1987	2007	2008
Letter Size Envelope	17.3	23.1	29.5	1.8	3.4	4.1
Larger Envelope	12.0	8.6	4.4	1.3	1.3	0.6
Total Envelope	29.3	31.7	33.9	3.1	4.7	4.7
Detached Label Card	5.8	2.6	0.6	0.6	0.4	0.1
Postcard	1.8	7.1	2.6	0.2	1.0	0.4
Catalog (not in envelope)	14.2	14.5	14.4	1.5	2.1	2.0
Flyers/Circulars	20.1	17.3	24.9	2.1	2.5	3.4
Magazines/Newsletters	1.7	4.3	4.4	0.2	0.6	0.6
Other/Don't Know/No answer	1.0	1.3	1.4	0.1	0.2	0.2
Total Pieces Received by Households	73.8	78.7	82.3	7.8	11.6	11.4

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

Note: Totals may not sum due to rounding.

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

**Table A3-6a**  
**Standard Mail<sup>1</sup> Industry by Shape**  
**(Percentage of Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Industry	Letter Size Envelope			Larger Envelope			Postcard			Catalog (not in envelope)		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
<b>Financial:</b>												
Credit card	59.5	78.9	89.3	28.1	15.7	6.6	0.4	0.7	0.4	3.1	0.5	0.5
Bank	65.0	70.1	74.8	14.6	11.4	4.4	3.4	5.4	2.2	1.8	0.6	0.4
Securities broker	56.3	22.3	38.8	18.7	39.4	26.8	0.5	2.5	0.5	5.2	6.3	4.4
Money Market	66.1	25.1	46.2	8.3	36.3	25.9	0.7	2.7	0.0	8.5	9.1	4.6
Insurance Company	66.8	58.8	70.2	19.9	20.0	10.8	0.7	4.7	1.7	1.4	0.8	0.5
Real Estate/Mortgage	32.1	44.6	42.8	7.3	8.7	6.4	10.7	24.6	6.9	3.2	0.9	0.9
Total Financial	60.1	65.0	74.0	19.4	17.1	9.2	2.0	4.6	1.5	2.6	1.2	0.9
<b>Merchants:</b>												
Supermarkets	4.0	5.7	9.7	2.7	5.8	3.3	0.7	13.6	4.9	5.2	6.1	6.0
Department store	8.8	8.2	12.4	3.6	8.6	3.3	3.3	12.4	6.6	40.8	29.3	29.4
Mail order company	20.8	7.3	12.8	22.0	9.6	4.2	0.8	0.9	0.5	48.5	72.8	73.2
Specialty store	10.5	6.6	7.9	6.5	2.8	1.3	5.1	14.6	4.6	26.8	37.6	33.9
Publisher	26.5	42.9	56.8	34.1	15.7	7.4	1.2	1.8	0.9	4.4	5.3	5.6
Land promotion company	78.1	19.7	19.1	4.4	7.2	4.5	1.3	35.0	12.0	3.4	2.8	6.8
Online Auction	N/A	10.9	22.0	N/A	0.0	4.8	N/A	18.7	5.8	N/A	38.5	29.9
Restaurant	4.5	3.6	3.2	1.6	1.0	0.3	21.8	30.9	8.5	2.1	0.7	0.5
Consumer packaged goods	35.1	25.7	34.4	16.1	19.9	7.9	2.2	8.5	3.9	5.6	12.1	9.0
Auto dealers	28.1	15.2	21.3	13.6	4.5	4.3	6.5	7.9	4.0	7.1	1.4	0.6
Service stations	14.2	9.4	16.0	0.0	2.1	0.7	5.9	43.4	5.9	0.0	0.0	0.3
Mall	0.7	0.0	8.5	0.0	0.0	3.9	0.9	39.9	8.6	21.6	8.8	3.9
Total Merchants	18.0	12.7	17.2	16.3	8.1	3.6	2.5	8.1	3.4	28.1	39.8	39.1
<b>Services:</b>												
Telephone	28.9	43.2	52.1	42.9	11.1	6.6	5.2	12.5	2.8	6.2	2.2	4.4
Other Utilities	33.1	46.2	52.5	9.5	10.1	6.6	2.2	10.9	5.2	6.0	0.9	0.4
Medical	27.1	27.7	32.1	8.1	11.0	5.1	6.9	20.7	8.5	2.6	2.8	2.1
Other professional	48.6	33.2	43.7	14.0	9.9	6.4	1.8	13.5	5.0	1.9	6.3	2.9
Leisure service	41.5	28.7	39.2	15.9	11.5	5.5	4.2	14.2	4.6	4.1	7.6	9.0
Cable TV	15.4	28.9	45.1	14.4	4.8	2.9	7.8	19.9	4.8	20.6	1.2	1.6
Computer	30.7	12.7	14.2	27.6	7.6	2.8	0.0	9.2	2.8	16.2	33.0	37.9
Craftsman	13.2	22.6	22.4	9.9	1.8	1.8	5.9	37.8	9.5	0.0	1.3	1.4
Total Services	32.8	29.9	38.8	17.5	9.6	4.8	6.0	18.5	5.5	6.1	4.7	4.9
<b>Government:</b>												
Federal Government	N/A	8.2	29.9	N/A	5.5	6.5	N/A	56.4	24.3	N/A	2.3	3.8
Nonfederal Government	17.5	19.9	23.7	9.1	5.7	3.4	4.0	13.1	3.6	10.0	4.2	2.7
<b>Social/Charitable/Political/Nonprofit:</b>												
Union or Professional Organization	38.3	41.3	45.6	17.7	17.2	5.7	2.2	8.7	2.2	3.4	2.8	4.7
Church	36.3	29.3	32.6	10.1	9.4	6.3	3.5	18.6	2.9	4.3	7.0	6.1
Veterans	N/A	32.8	57.2	N/A	32.8	7.5	N/A	10.4	0.7	N/A	0.0	2.8
Educational	40.0	40.8	39.7	14.2	9.1	4.2	3.0	14.6	5.7	7.1	4.9	6.4
Charities	N/A	43.6	54.4	N/A	21.3	11.4	N/A	14.8	7.3	N/A	4.8	5.9
Political Campaign	33.1	10.8	18.6	2.7	2.0	1.0	8.4	29.8	9.0	0.4	0.9	0.2
AARP	20.9	53.2	74.6	57.2	28.8	9.6	0.0	4.4	0.0	8.1	0.2	0.7
Total Social/Charitable/Political/Nonprofit	37.0	28.3	38.3	12.4	11.0	4.5	4.5	19.0	5.5	3.3	2.9	2.8
Total	23.5	29.3	35.8	16.2	11.0	5.3	2.5	9.0	3.2	19.2	18.4	17.5

Note: Percentages are row percentages within each Industry.

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

**Table A3-6a**  
**Standard Mail<sup>1</sup> Industry by Shape**  
**(Percentage of Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Industry	Flyers/ Circulars			Magazines/ Newsletters			Other/ Don't Know			Total		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Financial:												
Credit card	8.1	3.6	2.8	0.0	0.1	0.1	0.6	0.5	0.3	100.0	100.0	100.0
Bank	14.3	10.6	16.4	0.1	1.0	1.0	0.7	0.9	0.8	100.0	100.0	100.0
Securities broker	16.6	10.9	12.9	1.6	13.1	11.8	1.1	5.5	4.7	100.0	100.0	100.0
Money Market	14.6	13.6	10.6	0.0	10.4	10.5	1.8	2.8	2.2	100.0	100.0	100.0
Insurance Company	10.2	11.6	12.9	0.5	3.5	2.8	0.5	0.7	1.1	100.0	100.0	100.0
Real Estate/Mortgage	44.9	18.1	39.7	1.4	2.4	2.3	0.5	0.6	0.9	100.0	100.0	100.0
Total Financial	14.7	8.7	11.0	0.5	2.3	2.3	0.8	1.1	1.1	100.0	100.0	100.0
Merchants:												
Supermarkets	85.7	59.8	66.6	0.8	7.5	8.7	0.7	1.6	0.9	100.0	100.0	100.0
Department store	42.5	36.1	42.8	0.3	2.8	3.0	0.6	2.6	2.5	100.0	100.0	100.0
Mail order company	7.0	3.9	4.3	0.2	2.0	1.8	0.8	3.5	3.2	100.0	100.0	100.0
Specialty store	49.8	34.7	49.2	0.3	2.4	1.7	0.7	1.3	1.4	100.0	100.0	100.0
Publisher	20.4	8.3	8.5	12.1	23.4	17.9	1.2	2.6	2.7	100.0	100.0	100.0
Land promotion company	12.7	27.0	42.2	0.0	6.0	4.4	0.0	2.1	11.1	100.0	100.0	100.0
Online Auction	N/A	26.4	34.2	N/A	2.5	3.3	N/A	2.9	0.0	N/A	100.0	100.0
Restaurant	70.0	61.8	86.0	0.0	0.7	0.9	0.0	1.2	0.4	100.0	100.0	100.0
Consumer packaged goods	38.0	26.3	36.5	1.8	4.8	5.7	1.2	2.6	2.5	100.0	100.0	100.0
Auto dealers	42.7	65.1	67.7	1.8	5.2	1.6	0.2	0.7	0.5	100.0	100.0	100.0
Service stations	79.9	43.2	74.7	0.0	0.8	1.4	0.0	1.0	0.9	100.0	100.0	100.0
Mall	75.9	51.3	75.1	1.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0	100.0
Total Merchants	31.3	23.2	30.2	2.9	5.6	4.2	0.9	2.4	2.3	100.0	100.0	100.0
Services:												
Telephone	14.3	28.8	32.3	1.3	1.5	0.9	1.3	0.7	1.0	100.0	100.0	100.0
Other Utilities	29.3	24.6	28.0	5.0	4.5	6.0	14.7	2.7	1.3	100.0	100.0	100.0
Medical	50.5	30.2	43.6	4.4	4.7	7.3	0.5	2.9	1.2	100.0	100.0	100.0
Other professional	31.5	30.2	32.1	2.2	4.3	8.9	0.0	2.5	1.1	100.0	100.0	100.0
Leisure service	33.1	31.7	36.2	0.8	3.8	3.9	0.4	2.5	1.6	100.0	100.0	100.0
Cable TV	36.0	44.1	43.6	3.9	0.6	1.3	1.9	0.6	0.7	100.0	100.0	100.0
Computer	24.9	31.1	37.6	0.7	4.0	2.9	0.0	2.3	1.8	100.0	100.0	100.0
Craftsman	70.4	34.4	63.8	0.6	1.9	0.6	0.0	0.2	0.6	100.0	100.0	100.0
Total Services	34.3	33.1	41.9	2.0	2.7	2.9	1.3	1.5	1.1	100.0	100.0	100.0
Government:												
Federal Government	N/A	23.1	28.9	N/A	2.6	4.5	N/A	1.9	2.2	N/A	100.0	100.0
Nonfederal Government	55.8	36.6	41.5	2.2	17.2	22.6	1.3	3.4	2.5	100.0	100.0	100.0
Social/Charitable/Political/Nonprofit:												
Union or Professional Organization	35.6	14.7	21.4	2.8	13.7	19.3	0.0	1.5	1.1	100.0	100.0	100.0
Church	38.5	21.5	37.1	1.0	13.2	14.7	0.3	1.0	0.3	100.0	100.0	100.0
Veterans	N/A	13.8	20.9	N/A	10.2	10.9	N/A	0.0	0.0	N/A	100.0	100.0
Educational	33.7	24.0	33.7	1.4	5.4	9.1	0.6	1.0	1.2	100.0	100.0	100.0
Charities	N/A	7.7	12.2	N/A	4.7	6.7	N/A	3.1	2.1	N/A	100.0	100.0
Political Campaign	54.0	55.4	69.9	1.3	0.7	1.1	0.2	0.4	0.2	100.0	100.0	100.0
AARP	6.7	10.5	11.8	7.0	2.9	2.7	0.0	0.0	0.7	100.0	100.0	100.0
Total Social/Charitable/Political/Nonprofit	39.8	32.7	41.6	2.4	5.1	6.4	0.4	0.9	0.8	100.0	100.0	100.0
Total	27.2	22.0	30.2	2.3	5.4	5.4	1.3	4.9	2.5	100.0	100.0	100.0

Note: Percentages are row percentages within each Industry.

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

**Table A3-7a**  
**Standard Mail<sup>1</sup> Shape by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Industry	Letter Size Envelope			Larger Envelope			Postcards		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Financial:									
Credit card	7.5	27.6	24.3	5.1	14.7	12.2	0.5	0.8	1.2
Bank	6.9	13.6	11.1	2.3	5.9	4.4	3.4	3.4	3.7
Securities broker	2.7	1.5	2.4	1.3	7.2	11.3	0.2	0.6	0.4
Money Market	0.4	0.2	0.3	0.1	0.7	1.2	0.0	0.1	0.0
Insurance Company	10.8	10.2	11.7	4.7	9.3	12.2	1.0	2.6	3.1
Real Estate/Mortgage	1.4	3.0	1.4	0.5	1.6	1.4	4.4	5.4	2.6
Other Financial	0.6	0.3	0.5	0.3	0.3	0.9	0.0	0.2	0.4
Total Financial	30.3	56.4	51.8	14.3	39.7	43.6	8.5	12.9	11.3
Merchants:									
Supermarkets	0.5	0.2	0.3	0.5	0.7	0.7	0.9	1.9	1.8
Department store	5.6	2.0	2.7	3.3	5.5	4.8	19.7	9.7	15.8
Mail order company	14.4	3.4	4.6	22.1	12.0	10.1	5.2	1.4	1.8
Specialty store	4.1	2.4	2.4	3.7	2.8	2.7	19.0	17.6	15.5
Publisher	15.5	8.7	8.0	28.9	8.5	7.0	6.4	1.2	1.5
Land promotion company	1.9	0.1	0.1	0.2	0.1	0.1	0.3	0.8	0.5
Online Auction	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.1	0.1
Restaurant	0.1	0.1	0.1	0.1	0.1	0.0	6.1	2.9	1.9
Consumer packaged goods	2.4	1.9	2.1	1.6	4.0	3.2	1.4	2.1	2.6
Auto dealers	0.7	0.7	0.7	0.5	0.5	1.0	1.4	1.1	1.5
Service stations	0.1	0.1	0.2	0.0	0.1	0.1	0.3	1.6	0.8
Mall	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Other merchants	2.7	0.4	0.5	2.2	0.4	0.9	1.9	0.7	2.1
Total Merchants	48.0	20.1	21.6	63.1	34.7	30.7	62.7	41.2	45.9
Services:									
Telephone	1.0	2.6	3.2	2.1	1.8	2.7	1.7	2.5	1.9
Other Utilities	0.3	0.8	0.9	0.1	0.5	0.8	0.2	0.6	1.0
Medical	1.1	1.8	1.6	0.5	1.9	1.7	2.5	4.3	4.7
Other professional	0.8	0.5	0.4	0.3	0.4	0.4	0.3	0.7	0.5
Leisure service	2.9	2.3	3.3	1.6	2.4	3.1	2.7	3.6	4.3
Cable TV	0.6	2.4	3.4	0.8	1.1	1.5	2.9	5.4	4.0
Computer	0.3	0.4	0.2	0.4	0.6	0.3	0.0	0.8	0.5
Craftsman	0.1	0.3	0.4	0.1	0.1	0.2	0.4	1.6	1.8
Other services	2.3	2.9	2.6	1.4	3.4	2.8	5.4	7.1	5.9
Total Services	9.4	14.0	16.0	7.3	12.1	13.6	16.1	26.7	24.8
Federal Government	N/A	0.3	0.8	N/A	0.5	1.2	N/A	6.6	7.5
Nonfederal Government	0.7	0.5	0.6	0.6	0.3	0.5	1.6	1.0	0.9
Social/Charitable/Political/Nonprofit:									
Union/professional	0.6	0.6	0.5	0.4	0.6	0.4	0.3	0.4	0.3
Church	0.3	0.2	0.2	0.1	0.2	0.3	0.3	0.4	0.2
Veterans	N/A	0.1	0.1	N/A	0.3	0.1	N/A	0.1	0.0
Educational	1.2	1.3	1.0	0.6	0.8	0.7	0.8	1.5	1.6
Charities	N/A	0.3	0.3	N/A	0.4	0.4	N/A	0.3	0.4
Political	1.6	0.6	0.8	0.2	0.3	0.3	3.7	5.3	4.4
AARP	0.1	0.7	1.3	0.5	1.0	1.1	0.0	0.2	0.0
Other Social/Charitable/Political/Nonprofit	1.1	0.2	0.4	0.6	0.6	0.4	0.5	0.4	0.4
Total Social/Charitable/Political/Nonprofit	4.9	3.9	4.6	2.4	4.1	3.7	5.6	8.6	7.3
Not from one organization	4.3	4.1	4.2	10.9	8.0	6.4	2.9	2.8	1.7
Don't know/No answer	2.4	0.7	0.5	1.4	0.7	0.3	1.6	0.3	0.5
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.

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

**Table A3-7b**  
**Standard Mail<sup>1</sup> Shape by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Industry	Catalog (not in envelope)			Flyers/ Circulars			Magazines/ Newsletters		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Financial:									
Credit card	0.5	0.3	0.3	0.9	1.7	0.9	0.0	0.2	0.1
Bank	0.2	0.2	0.1	1.3	2.7	2.9	0.1	1.0	1.0
Securities broker	0.3	0.7	0.6	0.7	1.0	1.0	0.8	4.9	4.9
Money Market	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.4	0.5
Insurance Company	0.3	0.2	0.2	1.4	2.7	2.5	0.8	3.3	3.1
Real Estate/Mortgage	0.2	0.1	0.1	1.7	1.6	1.6	0.6	0.9	0.5
Other Financial	0.0	0.0	0.1	0.3	0.2	0.2	0.2	0.2	0.4
Total Financial	1.6	1.6	1.3	6.4	10.1	9.2	2.5	10.8	10.5
Merchants:									
Supermarkets	0.9	0.4	0.4	10.0	3.4	2.6	1.1	1.7	1.9
Department store	31.9	11.3	12.9	23.4	11.6	10.9	2.1	3.7	4.3
Mail order company	41.0	54.2	53.4	4.2	2.5	1.8	1.4	5.1	4.4
Specialty store	12.9	22.1	21.0	17.0	17.1	17.7	1.4	4.8	3.3
Publisher	3.2	1.7	1.6	10.3	2.2	1.4	71.9	25.8	16.7
Land promotion company	0.1	0.0	0.1	0.3	0.2	0.2	0.0	0.2	0.1
Online Auction	N/A	0.1	0.1	N/A	0.1	0.1	N/A	0.0	0.0
Restaurant	0.1	0.0	0.0	1.8	2.4	2.0	0.0	0.1	0.1
Consumer packaged goods	0.5	1.4	1.1	2.2	2.6	2.6	1.3	1.9	2.3
Auto dealers	0.2	0.1	0.0	0.9	3.9	2.7	0.4	1.2	0.4
Service stations	0.0	0.0	0.0	0.4	0.7	1.1	0.0	0.0	0.1
Mall	0.2	0.0	0.0	0.4	0.0	0.1	0.1	0.0	0.0
Other merchants	0.9	0.1	0.3	1.4	0.6	0.7	0.0	0.2	0.4
Total Merchants	91.9	91.5	91.0	72.3	47.3	43.9	79.7	44.9	34.0
Services:									
Telephone	0.3	0.2	0.5	0.4	2.3	2.4	0.4	0.5	0.4
Other Utilities	0.1	0.0	0.0	0.2	0.6	0.6	0.4	0.4	0.7
Medical	0.1	0.3	0.2	1.7	2.6	2.6	1.7	1.6	2.4
Other professional	0.0	0.2	0.1	0.5	0.6	0.4	0.4	0.4	0.5
Leisure service	0.3	1.0	1.5	2.0	3.3	3.6	0.6	1.6	2.2
Cable TV	1.0	0.2	0.2	1.2	4.9	3.9	1.6	0.3	0.7
Computer	0.2	1.5	1.3	0.2	1.1	0.7	0.1	0.6	0.3
Craftsman	0.0	0.0	0.0	0.5	0.6	1.3	0.0	0.1	0.1
Other services	0.2	0.2	0.3	1.8	4.0	4.4	0.8	1.2	0.8
Total Services	2.2	3.5	4.2	8.5	20.2	19.7	6.0	6.8	8.1
Federal Government	N/A	0.1	0.2	N/A	1.1	1.0	N/A	0.5	0.8
Nonfederal Government	0.5	0.2	0.1	2.0	1.1	1.1	1.0	2.1	3.5
Social/Charitable/Political/Nonprofit:									
Union/professional	0.1	0.1	0.1	0.4	0.3	0.3	0.4	1.0	1.5
Church	0.0	0.1	0.1	0.3	0.2	0.3	0.7	0.5	0.6
Veterans	N/A	0.0	0.0	N/A	0.1	0.0	N/A	0.2	0.1
Educational	0.3	0.3	0.3	0.9	1.0	1.0	0.4	1.0	1.5
Charities	N/A	0.0	0.1	N/A	0.1	0.1	N/A	0.2	0.2
Political	0.0	0.1	0.0	2.2	4.0	3.7	0.6	0.2	0.3
AARP	0.1	0.0	0.0	0.0	0.2	0.2	0.4	0.2	0.3
Other Social/Charitable/Political/Nonprofit	0.0	0.1	0.1	0.7	0.3	0.3	0.8	0.6	0.5
Total Social/Charitable/Political/Nonprofit	0.5	0.6	0.7	4.5	6.1	5.9	3.3	3.9	5.1
Not from one organization	1.9	2.2	2.2	4.9	13.9	19.1	6.0	30.2	37.7
Don't know/No answer	1.4	0.2	0.2	1.4	0.2	0.1	1.5	0.9	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.

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

**Table A3-8**  
**Standard Mail<sup>1</sup> Shape by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Shape	Specific Household Member			Occupant/Resident			No Answer			Total		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Letter size envelope	89.5	90.8	88.8	8.6	6.4	7.1	1.9	2.9	4.1	100.0	100.0	100.0
Larger envelope	87.2	89.3	91.7	11.1	8.5	7.5	1.7	2.2	0.8	100.0	100.0	100.0
Detached label card	5.5	5.4	10.6	94.4	94.5	89.2	0.1	0.1	0.1	100.0	100.0	100.0
Postcard	65.4	66.5	69.1	34.4	33.4	30.8	0.2	0.2	0.1	100.0	100.0	100.0
Catalog (not in envelope)	84.0	95.0	94.9	15.6	4.4	4.5	0.4	0.5	0.7	100.0	100.0	100.0
Flyers/Circulars	47.8	66.1	62.8	51.5	33.5	36.7	0.7	0.4	0.5	100.0	100.0	100.0
Magazines/Newsletters	37.6	52.9	50.7	58.5	46.3	48.6	3.9	0.8	0.7	100.0	100.0	100.0

Note: Percents are row percentages within each Shape category.

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

**Table A3-9**  
**Standard Mail Demographics -- Pieces Received Per Household Per Week**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

<b>Income</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
< \$7K	3.8	8.0	4.5
\$ 7K - \$9.9K	5.2	5.9	4.9
\$ 10K - \$14.9K	5.8	6.5	7.0
\$ 15K - \$19.9K	6.5	6.7	7.0
\$ 20K - \$24.9K	6.6	7.1	7.6
\$ 25K - \$29.9K	7.9	8.3	7.8
\$ 30K - \$34.9K	8.7		
\$ 35K - \$49.9K	9.5	9.7	9.6
\$ 50K - \$64.9K	10.9	11.3	10.8
\$ 65K - Over	14.8	14.8	14.7
<b>Age of Head of Household</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
18 - 24	3.3	5.7	6.2
25 - 34	6.6	9.8	9.7
35 - 44	8.3	12.0	11.8
45 - 54	8.9	13.2	12.4
55 - 64	9.8	13.0	12.9
65 - 69	8.2	13.1	12.9
70-74	7.6	11.9	11.3
75+		10.4	10.8
<b>Education of Head of Household</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
< 8th grade	5.0	8.2	8.3
Some High School	5.6	7.9	7.4
High School	7.0	10.8	10.1
Some College	7.9	11.0	11.1
Technical School	7.8	11.0	11.3
College	9.9	13.8	13.3
Post graduate	11.8	15.3	16.3
<b>Type of Household</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
One-person household	5.5	8.6	8.4
Male	4.7	7.0	7.4
Female	5.8	9.3	8.8
More than one adult without children	8.9	12.2	12.3
One-earner	9.0	11.7	12.1
Two-earner	8.9	12.5	12.1
More than one adult with children	8.2	12.3	12.0
One-earner	7.9	11.6	10.7
Two-earner	8.6	12.5	12.8

<b>Employment of Head of Household</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
White collar professional	8.2	14.0	13.7
White collar sales/clerical	6.8	11.9	10.6
Blue collar craftsmen/mechanic	5.4	11.5	10.6
Service Worker	5.2	8.6	10.9
Other employed	4.6	9.7	9.2
Homemaker	7.3	9.0	9.0
Student	8.0	4.4	6.0
Retired	6.8	11.5	11.8
Other not employed	2.5	6.4	11.1
<b>Type of Dwelling</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
Single-family house	9.0	12.5	12.3
Multi-family unit	4.5	8.4	8.6
Mobile home	5.5	7.4	7.2
<b>Number of Adults</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
1	5.2	8.5	8.5
2	8.3	12.1	12.0
3	9.0	13.3	12.5
4+	9.0	12.5	13.7

Note: 2007/2008 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

**Table A3-10**  
**Receipt of First-Class and Total Standard Mail (Including Non-Profit Mail)**  
**by Mail Order Purchases Made in Last Year**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment and Diary Data)**

Mail Order Purchases	First-Class			Standard Mail (Including Nonprofit Mail)		
	1987	2007	2008	1987	2007	2008
0	7.0	9.9	9.0	7.5	13.9	12.5
1	8.7	10.7	9.7	9.5	14.5	13.3
2	8.2	10.2	9.7	9.5	14.9	14.7
3 - 5	9.5	11.4	10.3	10.8	17.7	16.2
6 - 10	11.3	11.3	11.2	13.8	18.8	17.6
11 +	12.3	13.5	12.1	15.2	22.4	19.6

**Table A3-11**  
**Standard Mail by Familiarity With Institution**  
**(Percentage of Mail Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

<b>Familiarity</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
Previous customer	47.5	54.4	55.6
Organization known	17.4	22.2	22.4
Organization unknown	18.1	14.1	12.1
Don't know/No answer	17.1	9.3	9.9
Total Received	100.0	100.0	100.0

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

**Table A3-12**  
**Standard Mail by Industry and Familiarity**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Industry	Previous Customer			Organization Known			Organization Unknown			Don't Know/No Answer			Total		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Financial:															
Credit card	52.4	47.1	50.4	19.9	36.7	40.6	17.7	10.3	5.4	10.0	6.0	3.6	100.0	100.0	100.0
Bank	43.6	48.9	51.2	17.3	25.6	19.2	23.1	17.9	15.4	16.0	7.6	14.2	100.0	100.0	100.0
Securities broker	49.5	76.1	73.6	13.5	6.6	7.0	25.7	9.6	10.0	11.3	7.7	9.5	100.0	100.0	100.0
Money Market	55.3	66.0	72.2	13.3	8.9	9.3	15.9	11.4	10.6	15.5	13.7	7.9	100.0	100.0	100.0
Insurance Company	33.6	35.5	33.6	21.8	36.2	38.7	32.3	19.2	17.2	12.3	9.1	10.5	100.0	100.0	100.0
Real Estate/Mortgage	13.3	22.1	24.9	41.1	27.2	26.4	32.6	41.8	38.5	13.0	8.9	10.3	100.0	100.0	100.0
Total Financial	40.5	45.6	47.5	21.3	30.5	31.3	25.7	16.4	12.8	12.5	7.4	8.4	100.0	100.0	100.0
Merchants:															
Supermarkets	60.1	77.1	74.7	15.2	10.2	13.7	5.4	2.6	4.4	19.3	10.1	7.2	100.0	100.0	100.0
Department store	75.2	86.3	85.6	9.1	5.4	4.9	4.3	1.9	1.9	11.4	6.5	7.6	100.0	100.0	100.0
Mail order company	50.8	57.4	57.9	17.3	17.8	16.5	22.4	14.1	13.2	9.4	10.6	12.5	100.0	100.0	100.0
Specialty store	50.5	71.5	73.4	20.0	12.5	12.3	17.2	6.6	6.1	12.4	9.3	8.2	100.0	100.0	100.0
Publisher	40.9	50.1	52.3	18.6	21.5	21.7	14.3	12.5	10.2	26.2	15.9	15.8	100.0	100.0	100.0
Land promotion company	3.0	16.4	18.6	15.4	31.2	25.7	70.4	46.2	49.0	11.2	6.2	6.7	100.0	100.0	100.0
Online Auction	N/A	75.1	71.3	N/A	11.8	11.2	N/A	10.1	5.9	N/A	3.0	11.6	N/A	100.0	100.0
Restaurant	50.2	55.6	50.8	20.2	20.0	19.3	13.4	16.0	15.7	16.2	8.3	14.2	100.0	100.0	100.0
Consumer packaged goods	55.7	51.0	49.7	20.5	24.4	23.6	11.7	14.1	15.6	12.1	10.4	11.1	100.0	100.0	100.0
Auto dealers	48.2	32.0	31.5	27.1	37.1	37.5	12.5	23.3	22.8	12.2	7.5	8.2	100.0	100.0	100.0
Service stations	23.6	57.5	59.8	34.1	19.1	17.2	24.7	11.2	11.9	17.6	12.2	11.0	100.0	100.0	100.0
Mall	39.8	45.5	37.9	2.5	7.8	4.7	0.4	0.0	3.9	57.3	46.7	53.5	100.0	100.0	100.0
Total Merchants	54.0	64.3	65.8	16.1	15.4	14.4	14.7	10.1	9.2	15.2	10.1	10.6	100.0	100.0	100.0
Services:															
Telephone	65.1	63.5	64.6	17.1	23.8	24.4	5.9	4.9	2.3	11.9	7.8	8.7	100.0	100.0	100.0
Other Utilities	70.9	67.5	71.4	5.8	15.0	9.4	7.9	11.1	10.5	15.4	6.4	8.6	100.0	100.0	100.0
Medical	35.0	36.6	36.4	19.5	22.0	19.2	34.4	33.5	34.5	11.2	7.9	9.9	100.0	100.0	100.0
Other professional	43.9	31.4	28.8	13.9	22.7	21.5	31.2	35.9	41.7	11.0	10.0	8.0	100.0	100.0	100.0
Leisure service	33.7	58.9	60.7	21.2	20.8	21.4	31.0	12.8	10.9	14.1	7.5	7.0	100.0	100.0	100.0
Cable TV	65.4	51.4	49.8	17.7	34.6	38.8	6.1	6.4	3.4	10.8	7.6	8.0	100.0	100.0	100.0
Computer	42.7	54.0	60.1	26.7	26.0	27.7	22.7	10.6	5.0	8.0	9.4	7.2	100.0	100.0	100.0
Craftsman	7.7	8.6	11.2	32.1	24.4	27.1	47.7	61.6	53.1	12.5	5.5	8.6	100.0	100.0	100.0
Total Services	41.6	46.4	48.5	20.0	25.7	26.1	24.9	19.5	16.7	13.5	8.3	8.7	100.0	100.0	100.0
Nonfederal Government	47.8	58.6	58.3	26.5	22.3	19.6	8.9	9.7	5.4	16.9	9.4	16.7	100.0	100.0	100.0

Note: Percents are row percentages within each Industry classification.

**Table A3-13**  
**Standard Mail -- Shape by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Familiarity	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Previous customer	44.5	45.1	46.9	48.6	48.6	53.4	17.9	1.9	5.2	48.7	49.9	58.7
Organization known	19.8	26.9	27.5	18.8	22.8	22.9	16.4	1.8	2.8	17.6	21.3	17.5
Organization unknown	23.9	15.5	11.5	19.8	12.6	12.8	30.0	1.1	2.1	20.9	18.7	18.9
More than one company/ Don't Know/ No Answer	11.9	12.5	14.2	12.8	16.0	10.9	35.7	95.2	89.8	12.8	10.0	4.9
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

Familiarity	Catalog Not In Envelope			Flyers			Newspapers/Magazines		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Previous customer	63.1	64.3	64.6	49.4	48.2	45.0	24.4	39.7	37.8
Organization known	14.5	14.2	14.4	17.7	17.7	16.5	10.6	13.0	10.3
Organization unknown	13.0	10.3	9.1	13.5	12.0	11.3	6.3	5.5	4.0
More than one company/ Don't Know/ No Answer	9.5	11.3	11.8	19.5	22.1	27.2	58.8	41.8	47.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

**Table A3-14**  
**Standard Mail -- Mail Order Industry Shape**  
**by Familiarity With Organization**  
**(Percentage of Mail Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Familiarity	Letter Size Envelope			Larger Than Letter Size Envelope			Catalog Not In Envelope			Flyers		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Previous customer	46.6	50.8	49.8	52.9	52.4	55.3	53.0	58.7	59.8	42.0	53.9	46.1
Organization known	17.1	22.5	16.4	15.4	19.6	18.6	18.8	17.1	16.3	15.5	16.6	17.9
Organization unknown	27.3	15.3	13.7	19.8	15.1	20.8	20.7	13.6	12.6	29.7	19.0	17.8
Don't know/No answer	9.0	11.4	20.1	11.9	12.9	5.3	7.5	10.6	11.3	12.8	10.5	18.2
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

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

**Table A3-15**  
**Standard Mail Receipt**  
**by Number of Financial Accounts and Insurance Policies**  
**Pieces per Household per Week**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(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
2007	5.1	8.1	11.1	13.9
2008	4.0	7.5	10.9	13.8

**Table A3-16**  
**Standard Mail Receipt**  
**by Number of Credit Card Accounts**  
**Pieces per Household per Week**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(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
2007	7.0	9.3	12.1	15.1
2008	5.6	9.1	12.3	15.1

**Table A3-17**  
**Standard Mail Treatment of Mail Piece by Familiarity With Organization**  
**(Percentage of Mail Received by Household)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Treatment of Advertising	Previous Customer			Organization Known			Organization Not Known			Total <sup>1</sup>		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Read	58.4	58.7	59.0	31.2	26.2	27.6	26.2	23.9	24.2	41.5	41.9	42.4
Looked at	23.3	15.8	14.8	38.2	22.7	22.1	35.2	22.2	21.3	26.4	17.3	16.4
Discarded	7.0	17.3	18.1	23.5	46.5	46.4	31.1	49.7	50.3	14.0	27.6	27.0
Set Aside	10.2	7.9	7.8	6.3	4.2	3.6	6.4	3.8	4.1	8.1	6.0	6.0
Don't know/No answer	1.1	0.4	0.2	0.8	0.4	0.2	1.2	0.4	0.1	10.0	7.2	8.1
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.

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

**Table A3-18**  
**Standard Mail Usefulness of Mail Pieces by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Reaction to Advertising	Previous Customer			Organization Known			Organization Not Known			Total <sup>1</sup>		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Useful	62.5	58.6	57.0	25.9	17.1	16.0	14.8	10.3	11.1	40.2	37.9	37.7
Interesting	21.7	12.5	13.6	31.7	15.9	16.7	24.4	11.7	12.4	22.0	12.3	13.1
Not interesting	10.6	25.1	25.7	32.9	58.9	59.5	46.7	66.7	68.0	21.3	37.2	36.1
Objectionable	2.2	3.3	3.3	6.7	7.7	7.4	10.7	10.2	8.2	4.6	5.2	4.7
Don't know/No answer	3.1	0.5	0.4	2.8	0.5	0.5	3.4	1.0	0.4	12.0	7.4	8.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

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

**Table A3-19**  
**Standard Mail Response to Advertising by Familiarity With Organization**  
**(If Pieces Contained an Advertisement of Request for Donation and was from One Organization Only)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Response to Advertising	Previous Customer			Organization Known			Organization Not Known			Total <sup>1</sup>		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Yes	21.6	17.1	16.8	5.7	2.7	2.4	4.6	1.8	1.9	14.6	10.4	10.6
No	47.7	52.6	56.4	78.6	82.2	85.8	83.0	85.7	88.6	58.6	61.1	62.9
Maybe	27.4	24.5	23.2	12.1	8.1	7.3	9.0	6.0	6.0	19.9	16.5	16.2
No answer	3.3	5.8	3.6	3.6	7.0	4.6	3.4	6.4	3.5	7.0	12.0	10.3
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
Pieces Per Household Per Week	3.0	5.6	5.6	1.5	2.3	2.3	1.2	1.5	1.2	6.1	10.2	10.3

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

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

**Table A3-20**  
**Standard Mail Treatment by Usefulness**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Treatment	Usefulness								
	Useful			Interesting			Not Interesting		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Read	68.0	69.2	69.3	20.2	14.1	15.0	7.0	13.1	12.8
Looked at	24.4	19.0	19.5	36.5	20.9	21.7	21.5	54.5	53.0
Discarded	4.5	4.6	4.0	12.9	6.9	7.3	66.0	78.4	79.2
Set aside	58.2	72.2	66.9	25.6	14.3	19.5	8.4	8.7	9.3

Treatment	Usefulness								
	Objectionable			Don't Know/No Answer			Total		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Read	2.2	3.2	2.6	2.6	0.3	0.3	100.0	100.0	100.0
Looked at	5.2	4.9	5.5	12.4	0.6	0.3	100.0	100.0	100.0
Discarded	12.9	9.8	9.1	3.7	0.4	0.5	100.0	100.0	100.0
Set aside	4.6	4.1	3.8	3.2	0.7	0.4	100.0	100.0	100.0

Note: Percents are row percentages within each Treatment category.

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

**Table A3-21**  
**Standard Mail Usefulness by Treatment**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Treatment	Usefulness											
	Useful			Interesting			Not Interesting			Objectionable		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Read	70.2	76.5	77.9	38.0	47.9	48.6	13.6	14.8	15.0	20.0	26.2	23.4
Looked at	15.9	8.7	8.5	43.8	29.4	27.3	39.0	25.4	24.1	30.1	16.5	19.2
Discarded	1.6	3.3	2.8	8.2	15.4	15.0	43.7	58.1	59.2	39.6	52.0	52.3
Set aside	11.7	11.4	10.6	9.4	6.9	8.9	3.2	1.4	1.5	8.2	4.7	4.8
Don't know/No answer	0.6	0.2	0.1	0.6	0.3	0.2	0.5	0.3	0.1	2.1	0.5	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

**Table A3-22**  
**Standard Mail Treatment by Intended Response**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Treatment	Intended Response														
	Yes			No			Maybe			No Answer			Total		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Read by member of household	27.1	21.0	21.1	42.6	46.4	49.5	26.8	26.0	25.6	3.6	6.6	3.8	100.0	100.0	100.0
Read by more than one member of household	N/A	27.0	27.7	N/A	30.2	33.0	N/A	36.0	35.2	N/A	6.8	4.2	N/A	100.0	100.0
Looked at	4.9	2.2	2.5	77.9	83.2	85.0	14.1	8.4	8.6	3.1	6.2	3.9	100.0	100.0	100.0
Discarded	0.9	0.5	0.6	92.5	90.8	93.4	2.4	1.8	1.1	4.3	7.0	4.9	100.0	100.0	100.0
Set aside	15.4	11.7	12.2	35.3	33.5	35.8	46.2	48.8	49.5	3.0	6.0	2.4	100.0	100.0	100.0

Note: Percents are row percentages within each Treatment category.

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

**Table A3-23**  
**Standard Mail Intended Response by Treatment**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Treatment	Intended Response								
	Yes			No			Maybe		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Read by member of household	18.8	68.2	69.0	30.8	25.7	27.4	57.0	53.4	55.1
Read by more than one member of household	N/A	19.6	18.6	N/A	3.7	3.7	N/A	16.5	15.5
Looked at	9.8	3.8	4.0	38.9	24.4	23.2	20.7	9.2	9.1
Discarded	0.9	1.3	1.5	23.7	42.6	42.2	1.8	3.1	1.9
Set aside	9.0	6.6	6.8	5.1	3.2	3.4	19.7	17.4	18.2
Don't know/No answer	1.5	0.5	0.1	1.5	0.4	0.1	0.9	0.5	0.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

**Table A3-24**  
**Standard Mail Usefulness by Intended Response**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Usefulness	Intended Response								
	Yes			No			Maybe		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Useful	29.4	25.7	26.8	33.8	32.8	34.2	33.7	35.6	35.6
Interesting	6.2	2.9	2.7	72.6	77.5	79.2	17.9	13.8	14.8
Not interesting	1.3	0.6	0.7	92.2	89.9	93.2	3.0	2.3	1.8
Objectionable	3.7	1.4	2.1	83.6	81.6	84.0	9.0	7.7	6.4

Usefulness	Intended Response					
	Don't Know/No Answer			Total		
	1987	2007	2008	1987	2007	2008
Useful	3.2	5.9	3.3	100.0	100.0	100.0
Interesting	3.3	5.8	3.3	100.0	100.0	100.0
Not interesting	3.5	7.1	4.4	100.0	100.0	100.0
Objectionable	3.8	9.3	7.5	100.0	100.0	100.0

Note: Percents are row percentages within each Usefulness category.

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

**Table A3-25**  
**Standard Mail Intended Response by Usefulness**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Usefulness	Intended Response								
	Yes			No			Maybe		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Useful	83.3	92.8	93.0	23.9	20.1	20.1	69.8	81.1	81.3
Interesting	10.2	3.6	3.5	30.0	16.2	17.3	21.8	10.7	12.5
Not interesting	2.0	2.4	2.4	36.1	56.3	56.0	3.4	5.4	4.1
Objectionable	1.2	0.7	1.0	6.7	6.9	6.5	2.1	2.4	1.9
Don't know/No answer	3.2	0.6	0.1	3.3	0.5	0.2	2.9	0.3	0.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

**Table A3-26**  
**Standard Mail Pieces from Credit Card Industry**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Previous customer	51.4	36.5	37.8	7.2	3.0	3.7	40.0	26.1	22.9	9.3	4.9	5.3
Organization known	28.4	12.8	15.6	7.9	1.7	0.9	17.7	5.4	6.0	5.6	1.3	1.3
Organization unknown	30.2	14.8	14.6	4.2	1.4	2.1	21.3	5.3	6.6	7.8	1.8	0.2

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

**Table A3-27**  
**Standard Mail Pieces from Insurance Companies**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(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>2007</b>	<b>2008</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
Previous customer	56.7	56.2	61.8	5.6	6.4	6.2	48.2	52.0	55.0	12.9	7.3	9.2
Organization known	31.1	20.8	23.5	6.7	2.7	2.8	20.8	10.4	11.2	5.4	1.6	0.9
Organization unknown	20.2	20.7	21.7	1.9	1.6	4.1	8.5	5.7	6.8	1.9	0.9	2.6

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

**Table A3-28**  
**Standard Mail Pieces from Department Stores**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Previous customer	52.4	69.7	71.2	11.2	7.3	8.0	64.4	74.0	73.5	17.6	24.5	25.8
Organization known	25.5	36.9	30.2	6.4	3.4	6.3	23.4	21.3	26.0	6.0	4.1	8.0
Organization unknown	24.4	27.3	27.9	4.5	4.9	3.0	17.5	15.8	23.6	7.1	6.0	7.5

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

**Table A3-29**  
**Standard Mail Pieces from Mail Order Companies**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Previous customer	58.4	57.7	58.4	14.0	16.2	15.2	63.0	69.8	67.0	24.0	17.6	16.9
Organization known	32.3	34.2	34.6	10.3	11.8	12.5	26.8	28.8	27.2	6.5	5.9	3.4
Organization unknown	22.2	20.9	22.0	11.3	11.5	10.9	13.9	14.5	13.8	4.6	2.4	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 A3-30**  
**Standard Mail Pieces from Publishers**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Previous customer	65.1	65.1	63.8	8.7	6.0	6.4	54.5	57.0	52.8	27.9	21.5	18.5
Organization known	30.7	37.6	34.9	5.9	5.5	4.6	20.9	24.8	21.4	6.5	2.9	2.6
Organization unknown	27.2	28.1	31.3	9.4	4.2	4.2	16.0	11.9	12.0	6.5	2.8	2.9

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 A3-31**  
**Standard Mail Treatment of Mail Piece by Shape**  
**(Percentage of Mail Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Treatment	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Read by member of household	44.5	31.6	33.4	44.0	35.2	39.2	30.8	25.3	24.7	50.1	41.5	47.9
Read by more than one member of household	N/A	4.2	3.8	N/A	6.5	5.4	N/A	5.9	4.6	N/A	7.0	8.3
Looked at	26.1	19.5	18.6	26.0	17.9	17.3	33.8	24.6	20.4	24.7	18.1	15.2
Discarded	15.3	35.8	33.0	13.8	29.2	28.6	19.6	33.1	34.2	15.7	26.3	24.1
Set aside	4.8	2.6	3.4	8.8	5.1	6.3	3.9	1.9	3.5	2.2	1.9	2.5
Don't know/No answer	9.3	6.3	7.8	7.4	6.2	3.3	11.9	9.1	12.6	7.4	5.2	2.0
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	Catalog Not in Envelope			Flyers			Newspapers/Magazines			Total <sup>1</sup>		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Read by member of household	42.9	35.2	36.8	40.8	35.7	35.2	30.1	32.1	33.0	41.5	34.3	35.2
Read by more than one member of household	N/A	11.2	10.3	N/A	8.2	8.3	N/A	14.8	14.6	N/A	7.6	7.2
Looked at	25.9	13.8	12.5	27.0	17.3	16.9	17.6	12.2	13.0	26.4	17.3	16.4
Discarded	9.7	18.1	19.3	15.1	26.2	26.6	9.4	19.1	17.9	14.0	27.6	27.0
Set aside	15.9	14.1	13.4	6.7	4.6	4.2	8.1	11.4	10.7	8.1	6.0	6.0
Don't know/No answer	5.6	7.7	7.6	10.5	7.9	8.7	34.9	10.5	10.8	10.0	7.2	8.1
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

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

**Table A3-32**  
**Standard Mail Usefulness of Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Usefulness	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Useful	32.6	24.2	25.4	36.4	34.0	36.2	26.8	23.7	25.2	38.4	37.3	44.8
Interesting	21.3	9.6	10.9	27.4	13.0	13.6	16.3	9.8	8.0	20.1	12.1	11.0
Not interesting	29.0	52.2	48.7	21.1	40.1	41.1	34.7	50.6	50.3	27.7	40.0	38.1
Objectionable	5.7	7.7	7.0	5.8	6.5	5.2	7.5	6.3	3.9	4.9	5.0	4.1
Don't Know/No answer	11.5	6.3	8.0	9.2	6.5	3.9	14.7	9.7	12.7	8.9	5.5	2.1
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Usefulness	Catalog Not in Envelope			Flyers			Newspapers/Magazines			Total <sup>1</sup>		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Useful	53.8	55.2	52.7	44.7	41.6	40.6	33.3	53.3	53.3	40.2	37.9	37.7
Interesting	26.1	17.6	19.9	19.4	11.0	12.0	16.7	14.0	13.4	22.0	12.3	13.1
Not interesting	10.8	17.0	17.5	19.5	34.8	34.8	9.0	19.6	19.4	21.3	37.2	36.1
Objectionable	2.3	1.9	2.1	3.8	4.6	3.9	2.5	2.6	2.9	4.6	5.2	4.7
Don't Know/No answer	7.0	8.2	7.8	12.5	7.9	8.8	38.5	10.4	11.0	12.0	7.4	8.3
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.

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

**Table A3-33**  
**Standard Mail Response to Advertising by Shape**  
**(If Mail Piece Contained Advertising or Request for Donation)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Response	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Yes	12.8	6.5	7.3	16.5	11.0	11.0	8.6	3.5	6.0	15.4	10.9	15.2
No	69.6	75.9	74.9	62.1	65.9	70.7	69.5	69.2	65.8	63.6	62.3	62.0
Maybe	13.1	7.7	8.7	16.7	13.2	12.3	10.5	6.6	8.7	13.6	13.2	18.0
No answer	4.5	9.9	9.1	4.8	9.8	6.0	11.4	20.7	19.4	7.4	13.5	4.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Response	Catalog Not in Envelope			Flyers			Newspapers/ Magazines			Total <sup>1</sup>		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Yes	16.1	12.9	12.6	15.6	13.4	12.6	10.2	10.2	10.5	14.6	10.4	10.6
No	46.6	45.8	49.5	54.2	56.2	58.5	44.3	48.5	54.4	58.6	61.1	62.9
Maybe	32.5	30.5	28.9	21.2	17.2	16.7	16.9	22.8	19.2	19.9	16.5	16.2
No answer	4.8	10.8	9.0	9.1	13.3	12.2	28.6	18.5	15.9	7.0	12.0	10.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

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

**Table A3-34**  
**Standard Mail Percentage of Pieces Read Immediately**  
**and Set Aside by Shape and Familiarity With Organization**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Familiarity	Shape																	
	Letter Size Envelope						Larger Than Letter Size Envelope						Postcard					
	Read			Set Aside			Read			Set Aside			Read			Set Aside		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Previous customer	64.7	52.3	53.5	5.3	3.1	4.4	60.1	57.1	58.8	10.4	6.4	8.1	67.9	67.5	72.4	2.6	2.4	2.8
Organization known	34.6	20.9	23.7	5.8	1.9	2.1	30.3	26.2	26.9	6.2	3.1	2.8	38.3	32.9	40.5	2.1	1.7	0.5
Organization unknown	29.0	23.3	23.6	4.6	2.0	2.4	27.6	26.5	25.4	7.0	1.7	4.6	32.8	27.8	27.3	1.9	0.7	3.1

Familiarity	Shape																	
	Catalog Not in Envelope						Flyers						Newspapers/Magazines					
	Read			Set Aside			Read			Set Aside			Read			Set Aside		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Previous customer	53.1	58.3	58.8	17.6	16.3	15.4	57.0	63.1	62.9	8.0	5.7	5.2	56.3	62.5	65.6	15.7	13.9	13.6
Organization known	29.6	33.6	32.7	12.6	13.6	12.8	27.8	25.9	29.6	4.8	3.0	1.9	45.4	40.6	42.3	8.5	11.3	9.6
Organization unknown	20.8	21.0	22.3	15.1	12.1	12.9	24.5	23.4	24.5	5.9	2.1	1.8	21.9	21.9	29.9	5.6	18.2	7.2

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 A3-35**  
**Standard Mail Percentage of Pieces Eliciting**  
**Intended Response by Shape and Familiarity With Organization**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Familiarity	Shape								
	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Previous customer	20.3	16.8	23.6	22.7	10.0	4.7	20.3	10.5	5.2
Organization known	5.9	31.0	42.7	7.1	16.1	7.6	8.8	10.7	4.3
Organization unknown	5.0	25.6	42.3	5.2	17.6	6.7	3.6	9.1	9.5

Familiarity	Shape								
	Catalog Not In Envelope			Flyers			Newspapers/Magazines		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Previous customer	21.5	28.2	26.8	22.3	28.8	34.4	21.8	3.0	2.9
Organization known	6.4	24.5	20.5	4.6	14.0	22.0	0.0	1.8	2.3
Organization unknown	5.0	30.3	14.1	4.8	14.7	23.8	4.5	1.6	1.8

Note: Percents are row percentages within each familiarity classification.

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

**Table A3-36**  
**Standard Mail Percentage of Pieces Found**  
**Useful by Shape and Familiarity With Organization**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Familiarity	Shape								
	Letter Size Envelope			Larger Than Letter Envelope			Postcard		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Previous customer	53.4	78.7	80.2	53.6	83.5	84.9	58.4	81.7	85.3
Organization known	22.8	12.8	12.8	19.8	9.7	10.0	28.3	10.9	7.5
Organization unknown	12.7	4.7	3.7	13.6	3.8	3.8	10.6	5.1	6.1

Familiarity	Shape								
	Catalog Not In Envelope			Flyers			Newspapers/Magazines		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Previous customer	70.5	86.4	87.4	66.6	85.6	85.1	67.4	76.4	79.2
Organization known	30.2	8.2	7.7	28.7	8.4	8.6	46.0	14.0	10.7
Organization unknown	18.9	3.6	2.9	16.3	3.0	3.7	25.9	2.9	3.2

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

**Table A3-37**  
**Standard Mail from Department Stores**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Letter size envelope	53.3	62.2	64.8	2.5	1.9	4.4	37.4	54.0	57.6
Larger envelope	45.8	64.3	69.7	10.2	2.5	3.8	40.8	64.8	59.6
Postcard	56.9	64.1	73.1	1.3	3.8	3.5	48.5	61.2	73.0
Catalog (not in envelope)	45.9	61.7	60.1	15.8	12.2	12.2	62.5	71.3	67.2
Flyers/Circulars	42.4	66.0	66.1	6.1	5.7	5.4	51.2	68.0	66.7

Shape	Will Respond			Percentage of Pieces Received		
	1987	2007	2008	1987	2007	2008
Letter size envelope	12.3	22.5	23.2	8.8	8.2	12.4
Larger envelope	10.9	22.5	25.1	3.6	8.6	3.3
Postcard	12.3	21.4	23.9	3.3	12.4	6.6
Catalog (not in envelope)	17.1	19.6	21.8	40.8	29.3	29.4
Flyers/Circulars	15.4	23.9	23.4	42.5	36.1	42.8

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

**Table A3-38**  
**Standard Mail from Department Stores**  
**Reaction to Mail Piece by Familiarity and Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Previous customer:									
Catalog (not in envelope)	68.0	78.3	79.6	70.7	77.1	74.7	18.4	21.4	24.5
Flyers/Circulars	59.0	78.2	79.0	64.2	75.6	74.3	18.2	27.0	26.4
Organization known:									
Catalog (not in envelope)	38.1	49.5	36.2	26.9	33.6	32.8	7.2	4.8	12.1
Flyers/Circulars	24.0	41.4	42.4	22.9	22.6	27.6	4.7	4.1	8.0
Organization unknown:									
Catalog (not in envelope)	23.5	49.6	38.7	20.6	22.2	18.8	13.7	3.4	0.0
Flyers/Circulars	31.2	17.9	23.6	17.8	4.3	13.7	5.3	7.2	2.4

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

**Table A3-39**  
**Standard Mail from Mail Order Companies**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Letter size envelope	42.7	43.9	43.2	4.1	3.2	5.2	29.9	35.9	31.0
Larger envelope	48.2	44.4	45.6	10.4	4.5	9.1	41.1	32.2	34.5
Postcard	60.4	53.2	67.7	4.2	2.1	0.0	51.8	35.9	45.2
Catalog (not in envelope)	40.9	43.1	44.1	17.1	15.9	15.0	48.9	52.3	50.4
Flyers/Circulars	39.8	45.3	44.5	7.8	4.5	3.2	32.9	42.4	36.8
Magazines/Newsletters	57.0	47.7	54.9	0.0	21.3	8.3	62.3	50.0	58.5

Shape	Will Respond			Percentage of Pieces Received		
	1987	2007	2008	1987	2007	2008
Letter size envelope	12.3	10.7	12.7	20.8	7.3	12.8
Larger envelope	18.0	13.5	13.1	22.0	9.6	4.2
Postcard	18.6	10.6	12.3	0.8	0.9	0.5
Catalog (not in envelope)	15.8	11.9	10.6	48.5	72.8	73.2
Flyers/Circulars	10.0	8.2	9.4	7.0	3.9	4.3
Magazines/Newsletters	19.8	11.8	16.8	0.2	2.0	1.8

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

**Table A3-40**  
**Standard Mail from Mail Order Companies**  
**Reaction to Mail Piece by Familiarity and Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Previous customer:									
Letter size envelope	65.0	59.5	68.4	52.2	54.1	49.1	18.8	14.4	20.4
Larger envelope	74.3	66.5	70.7	58.7	51.1	49.6	27.1	19.7	19.1
Catalog	74.9	75.9	74.6	70.3	73.4	70.3	25.1	17.8	16.4
Organization known:									
Letter size envelope	34.2	41.0	39.9	13.3	25.3	18.0	5.6	12.0	1.7
Larger envelope	44.5	38.4	41.0	27.0	13.6	23.4	9.7	4.6	5.3
Catalog	44.6	48.9	49.3	31.5	32.5	29.2	6.7	5.7	3.0
Organization unknown:									
Letter size envelope	29.4	29.4	25.0	7.0	5.5	3.9	6.7	2.6	1.4
Larger envelope	32.9	24.4	26.7	14.2	6.6	10.1	4.7	4.0	2.5
Catalog	36.8	33.5	35.1	17.7	17.4	16.4	3.5	2.5	1.8

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

**Table A3-41**  
**Standard Mail from Publishers**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Letter size envelope	51.1	50.7	48.7	6.0	2.4	4.3	37.9	34.2	32.5
Larger envelope	41.4	48.8	41.7	6.8	5.3	6.3	27.4	34.1	38.4
Postcard	45.2	59.7	37.9	5.9	2.1	2.9	30.4	41.4	15.6
Catalog (not in envelope)	40.8	40.8	45.7	16.3	8.8	6.8	48.2	40.9	31.0
Flyers/Circulars	45.8	38.2	36.6	8.4	4.9	5.8	46.6	28.2	26.7
Magazines/Newsletters	27.2	44.9	50.7	7.6	10.3	7.8	28.8	49.9	51.5

Shape	Will Respond			Percentage of Pieces Received		
	1987	2007	2008	1987	2007	2008
Letter size envelope	21.0	15.8	13.9	26.5	42.9	56.8
Larger envelope	16.6	15.5	15.8	34.1	15.7	7.4
Postcard	26.1	13.9	1.4	1.2	1.8	0.9
Catalog (not in envelope)	13.5	8.5	8.0	4.4	5.3	5.6
Flyers/Circulars	16.3	8.6	8.4	20.4	8.3	8.5
Magazines/Newsletters	9.1	6.3	5.4	12.1	23.4	17.9

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

**Table A3-42**  
**Standard Mail from Publishers**  
**Reaction to Mail Piece by Familiarity and Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Previous customer:									
Letter size envelope	77.2	67.3	68.9	54.1	49.3	47.8	31.9	23.4	20.0
Larger envelope	68.8	70.8	66.1	44.8	53.7	56.8	25.8	25.3	24.6
Catalog	78.7	73.2	67.8	72.7	64.7	51.8	22.1	22.9	17.6
Organization known:									
Letter size envelope	34.2	34.9	33.1	20.8	11.9	11.4	5.7	2.5	2.2
Larger envelope	31.3	42.1	26.8	13.3	17.4	17.7	7.7	4.8	2.2
Catalog	48.3	37.4	37.3	31.1	22.8	16.3	5.4	0.0	2.2
Organization unknown:									
Letter size envelope	31.3	37.7	35.6	13.5	11.8	5.6	3.7	2.0	3.5
Larger envelope	35.8	32.2	26.1	13.9	9.6	8.9	7.4	4.6	0.0
Catalog	46.0	15.9	33.5	16.7	12.9	14.5	6.9	0.0	3.1

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.

**Table A3-43**  
**Standard Mail from Credit Card Companies**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Letter size envelope	43.4	23.1	25.8	4.2	2.0	2.3	28.0	13.9	13.4
Larger envelope	32.7	23.3	27.7	8.4	2.1	1.7	28.9	14.1	14.6
Postcard	25.1	38.0	39.7	0.0	7.0	0.0	9.9	42.4	39.9
Catalog (not in envelope)	43.8	65.9	39.3	21.3	11.5	6.3	45.9	68.0	43.2
Flyers/Circulars	33.3	42.0	47.8	6.3	4.6	5.9	35.6	32.1	40.1

Shape	Will Respond			Percentage of Pieces Received		
	1987	2007	2008	1987	2007	2008
Letter size envelope	10.4	2.5	3.1	59.5	78.9	89.3
Larger envelope	3.1	2.9	2.9	28.1	15.7	6.6
Postcard	0.0	2.9	14.8	0.4	0.7	0.4
Catalog (not in envelope)	3.2	21.3	10.4	3.1	0.5	0.5
Flyers/Circulars	12.1	11.5	7.3	8.1	3.6	2.8

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

**Table A3-44**  
**Standard Mail from Credit Card Companies**  
**Reaction to Mail Pieces by Familiarity and Shape<sup>①</sup>**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Previous customer:									
Letter size envelope	63.7	38.1	40.1	39.6	24.1	21.0	14.9	3.9	4.8
Larger envelope	53.0	37.6	42.7	38.6	25.6	23.9	2.3	5.6	5.6
Organization known:									
Letter size envelope	37.9	14.4	16.6	18.7	5.7	6.0	7.0	1.4	1.4
Larger envelope	32.8	13.5	16.1	12.9	4.4	4.8	3.0	0.4	0.4
Organization unknown:									
Letter size envelope	36.7	13.8	15.4	19.8	4.0	6.3	3.2	1.4	0.2
Larger envelope	21.3	29.0	15.9	19.1	8.7	7.4	2.7	4.1	0.0

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

**Table A3-45**  
**Standard Mail from Insurance Companies**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Letter size envelope	33.5	30.1	32.3	3.7	2.6	3.1	23.4	20.8	19.8
Larger envelope	35.8	32.1	38.7	7.2	4.9	4.9	28.3	20.6	28.6
Postcard	64.3	31.8	47.1	0.0	1.0	0.0	38.0	18.8	29.3
Catalog (not in envelope)	41.6	42.0	49.1	14.6	7.8	14.4	34.1	46.7	63.7
Flyers/Circulars	27.2	39.1	39.7	1.4	4.1	3.4	19.6	32.6	34.1
Magazines/Newsletters	49.1	45.4	46.7	14.1	13.2	21.8	14.1	60.6	67.0

Shape	Will Respond			Percentage of Pieces Received		
	1987	2007	2008	1987	2007	2008
Letter size envelope	6.1	3.0	3.6	66.8	58.8	70.2
Larger envelope	7.2	3.0	4.8	19.9	20.0	10.8
Postcard	41.7	2.0	2.8	0.7	4.7	1.7
Catalog (not in envelope)	0.0	3.7	5.8	1.4	0.8	0.5
Flyers/Circulars	5.2	3.9	1.9	10.2	11.6	12.9
Magazines/Newsletters	0.0	3.1	4.5	0.5	3.5	2.8

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

**Table A3-46**  
**Standard Mail from Insurance Companies**  
**Reaction to Mail Pieces by Familiarity and Shape<sup>①</sup>**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Previous customer:									
Letter size envelope	59.7	62.3	67.6	46.3	48.6	49.4	12.2	7.3	10.6
Larger envelope	69.6	62.8	72.8	49.5	47.4	55.2	11.3	5.8	12.4
Organization known:									
Letter size envelope	37.4	21.3	25.6	19.1	11.2	10.3	4.3	1.5	0.8
Larger envelope	39.4	27.3	25.3	29.5	7.3	13.7	10.1	2.0	1.3
Organization unknown:									
Letter size envelope	22.2	21.1	24.7	8.6	5.5	6.5	2.0	0.9	3.2
Larger envelope	25.3	21.4	28.7	11.9	6.1	10.0	3.2	1.6	1.1

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.

**Table A3-47a**  
**Standard Mail Reaction by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Industry	Read Immediately			Set Aside			Found Useful			Will Respond <sup>1</sup>		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Financial:												
Credit card	39.5	24.2	26.6	6.1	2.2	2.4	29.3	15.2	14.5	8.3	3.0	3.2
Bank	38.8	33.6	37.4	4.0	1.9	2.9	31.1	21.4	24.1	8.1	2.8	4.4
Securities broker	40.4	37.8	38.3	11.7	12.9	9.6	42.5	50.8	47.7	8.4	6.5	7.6
Money Market	45.6	40.3	34.0	5.4	9.0	16.0	53.7	42.4	45.1	1.9	8.3	8.9
Insurance Company	33.9	32.3	34.9	4.3	3.7	3.9	24.6	23.8	24.7	6.4	3.1	3.5
Real Estate/Mortgage	29.3	29.1	38.4	3.1	2.0	1.2	21.3	14.4	20.1	2.7	1.5	3.0
Total Financial	37.2	29.7	32.7	5.3	3.4	3.7	29.5	21.5	22.7	7.3	3.0	3.7
Merchants:												
Supermarkets	40.3	61.1	62.5	5.8	4.5	6.8	52.2	63.1	64.9	26.8	34.7	29.8
Department store	45.3	63.8	64.5	9.7	6.9	7.4	53.9	66.4	65.9	15.6	21.7	22.9
Mail order company	42.9	43.7	44.4	12.0	13.3	12.6	41.9	48.5	46.5	15.3	11.9	11.2
Specialty store	40.1	53.9	53.8	8.6	7.5	7.3	43.4	56.6	54.1	14.4	16.9	17.1
Publisher	43.1	47.5	47.1	7.5	5.3	5.2	35.3	38.1	35.7	17.1	12.8	11.6
Land promotion	26.3	39.9	37.2	4.1	4.1	4.2	7.7	10.1	24.8	4.1	1.5	14.2
Online Auction	N/A	49.9	26.4	N/A	6.2	11.2	N/A	27.6	23.1	N/A	6.4	3.0
Restaurant	49.9	48.8	48.2	3.4	3.8	3.3	51.9	51.9	44.6	19.5	24.4	19.0
Consumer packaged goods	63.4	45.9	48.0	5.6	4.0	4.9	59.1	38.5	39.3	32.1	14.3	12.6
Auto dealers	37.3	27.8	26.9	3.2	2.7	0.9	32.6	18.7	15.6	8.7	5.2	4.4
Mall	22.4	59.5	53.9	14.2	23.6	0.0	45.3	55.6	50.0	9.4	0.0	28.7
Total Merchants	43.5	50.4	51.1	9.1	8.6	8.4	44.1	51.4	50.2	16.3	15.7	15.6

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

**Table A3-47b**  
**Standard Mail Reaction by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Industry	Read Immediately			Set Aside			Found Useful			Will Respond <sup>1</sup>		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Services:												
Telephone	49.9	40.4	35.7	5.7	1.6	2.6	46.6	22.3	22.7	14.4	3.0	3.6
Other Utilities	49.9	58.0	57.4	7.2	3.0	4.3	56.4	42.9	47.7	11.6	11.9	13.7
Medical	44.3	43.2	42.6	5.2	5.5	4.1	41.0	33.5	32.6	6.8	7.5	7.2
Other professional	53.2	43.5	41.1	6.4	5.3	4.4	42.4	34.3	28.3	12.2	6.7	3.3
Leisure service	41.6	51.4	45.9	8.1	5.1	4.1	36.9	44.4	38.6	7.8	10.6	8.5
Cable TV	51.5	28.7	27.2	9.2	1.1	1.9	43.7	18.1	17.8	8.4	2.9	2.5
Computer	40.5	31.3	37.0	7.2	6.3	4.1	39.8	33.4	31.1	12.5	3.1	5.4
Total Services	44.1	39.1	37.6	6.5	3.2	3.0	38.0	28.5	27.7	9.6	5.9	5.6
Federal Government	N/A	61.5	62.6	N/A	4.9	4.8	N/A	56.1	51.2	N/A	9.7	9.8
Nonfederal Government	48.7	56.8	59.5	15.6	10.6	7.7	57.6	62.0	61.2	18.6	13.2	19.0
Social/Charitable/Political:												
Union/professional	49.5	52.4	49.4	7.6	8.7	7.5	55.9	46.2	43.4	11.3	9.3	10.1
Church	51.8	66.2	69.2	3.6	8.4	5.7	39.7	54.7	62.1	6.6	15.7	19.7
Veterans	N/A	48.9	59.2	N/A	8.3	4.4	N/A	37.0	47.9	N/A	13.6	25.4
Educational	46.4	42.3	41.5	5.4	4.8	5.2	40.0	34.5	35.0	6.3	7.8	6.9
Charities	53.1	52.6	56.7	0.6	7.4	4.1	29.7	42.8	41.1	8.6	20.2	24.6
Political	37.5	44.9	38.9	8.1	3.3	3.3	27.6	25.4	28.5	13.0	6.9	6.1
AARP	59.4	41.8	31.4	7.0	4.9	4.8	57.1	39.2	25.2	37.9	8.3	4.4
Total Social/Charitable/Political/Nonprofit	45.2	47.4	42.8	6.4	4.8	4.7	37.8	34.7	34.1	9.2	9.7	8.8

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

**Table A3-48**  
**Standard Mail Reaction to Mail Pieces by Income**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment and Diary Data)**

Income	Read Immediately						Set Aside					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Under \$7K	43.0	24.1	34.4	1.6	1.9	1.6	18.8	11.6	4.2	0.3	0.9	0.2
\$7K - \$9.9K	41.0	31.3	24.8	2.1	1.8	1.2	18.8	8.4	6.8	0.3	0.5	0.3
\$10K - \$14.9K	45.0	47.3	47.4	2.6	3.1	3.3	11.9	4.8	5.7	0.5	0.3	0.4
\$15K - \$19.9K	45.0	48.2	41.4	2.9	3.2	2.9	9.4	5.5	4.8	0.6	0.4	0.3
\$20K - \$24.9K	42.5	48.9	42.1	2.8	3.5	3.2	8.5	5.4	5.5	0.6	0.4	0.4
\$25K - \$29.9K	44.2	44.3	48.2	3.5	3.7	3.7	8.0	6.7	6.7	0.6	0.5	0.5
\$30K - \$34.9K	41.4			3.6			8.3			0.7		
\$35K - \$49.9K	41.4	43.9	44.8	3.9	4.3	4.3	7.5	5.9	6.6	0.8	0.6	0.6
\$50K - \$64.9K	41.1	42.1	43.9	4.4	4.8	4.7	7.0	5.9	5.9	0.8	0.7	0.6
\$65K - \$79.9K	40.4	42.1	42.3	6.1	5.3	5.3	6.7	5.5	6.3	1.5	0.7	0.8
\$80K - \$99.9K	31.4	41.9	42.7	4.4	5.9	5.7	8.9	6.4	5.9	1.3	0.9	0.8
\$100K +	34.5	38.6	39.4	5.3	14.8	16.7	6.0	5.5	5.7	1.2	2.1	2.4

Income	Found Useful						Will Respond <sup>1</sup>					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Under \$7K	36.0	29.1	29.7	1.4	2.3	1.4	17.5	12.4	14.1	0.5	0.9	0.5
\$7K - \$9.9K	37.1	35.6	22.5	1.9	2.1	1.1	12.6	14.9	8.2	0.5	0.8	0.3
\$10K - \$14.9K	39.6	33.0	34.7	2.3	2.2	2.4	17.7	9.2	15.6	0.8	0.5	1.0
\$15K - \$19.9K	41.9	32.2	32.2	2.7	2.2	2.2	15.3	11.9	8.9	0.8	0.6	0.5
\$20K - \$24.9K	42.8	38.6	36.0	2.8	2.8	2.7	15.6	9.8	7.8	0.9	0.6	0.5
\$25K - \$29.9K	40.4	34.6	38.7	3.2	2.9	3.0	14.8	9.6	12.5	1.0	0.7	0.8
\$30K - \$34.9K	40.4			3.5			14.8			1.1		
\$35K - \$49.9K	41.9	38.3	38.5	4.0	3.7	3.7	14.8	11.8	11.4	1.1	1.0	1.0
\$50K - \$64.9K	42.2	37.8	39.6	4.6	4.3	4.3	14.8	11.0	10.7	1.3	1.1	1.0
\$65K - \$79.9K	40.5	38.5	38.1	6.1	4.9	4.8	11.1	10.1	10.6	1.4	1.1	1.2
\$80K - \$99.9K	34.7	39.6	39.3	4.9	5.6	5.3	10.9	9.8	11.6	1.3	1.2	1.4
\$100K +	32.0	38.1	37.3	4.9	14.7	15.8	10.1	9.9	9.8	1.3	3.4	3.8

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.

2007/2008 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

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

**Table A3-49**  
**Standard Mail Reaction to Mail Piece by Age of Head of Household**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment and Diary Data)**

Age of Head of Household	Read Immediately						Set Aside					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
18-21	46.9	42.2	39.3	1.8	2.2	2.6	10.3	5.3	5.3	0.4	0.3	0.3
22-24	35.6	46.9	28.6	1.1	2.8	1.7	6.9	6.5	3.1	0.2	0.4	0.2
25-34	40.4	37.8	39.3	2.7	3.7	3.8	8.4	4.8	6.0	0.6	0.5	0.6
35-44	39.9	38.8	40.7	3.3	4.7	4.8	7.8	5.8	6.6	0.6	0.7	0.8
45-54	39.6	40.3	42.9	3.5	5.3	5.3	7.8	6.9	5.9	0.7	0.9	0.7
55-64	45.0	44.5	45.0	4.4	5.8	5.8	9.2	6.3	6.1	0.9	0.8	0.8
65-69	42.5	47.2	47.1	3.5	6.2	6.1	7.4	5.8	5.5	0.6	0.8	0.7
70-74	43.8	46.5	45.3	3.4	5.6	5.1	7.3	6.4	5.4	0.6	0.8	0.6
75+		46.9	43.1		4.9	4.6		5.0	5.8		0.5	0.6

Age of Head of Household	Found Useful						Will Respond <sup>1</sup>					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
18-21	53.5	15.3	41.5	2.1	0.8	2.7	16.5	5.6	15.5	0.5	0.2	0.8
22-24	35.7	38.9	22.3	1.1	2.3	1.4	17.5	10.4	5.3	0.5	0.6	0.3
25-34	42.7	34.7	34.5	2.8	3.4	3.4	15.9	9.4	10.0	0.9	0.8	0.9
35-44	40.8	36.4	38.3	3.4	4.4	4.5	16.1	9.5	9.9	1.1	1.0	1.1
45-54	38.8	39.2	38.6	3.4	5.2	4.8	13.0	11.4	11.8	0.9	1.3	1.3
55-64	41.2	40.4	40.4	4.0	5.3	5.2	12.7	11.2	11.4	1.0	1.3	1.3
65-69	38.1	40.7	40.5	3.1	5.3	5.2	13.2	11.7	11.5	0.9	1.4	1.3
70-74	37.6	40.5	37.5	2.9	4.8	4.2	14.8	9.9	9.6	0.9	1.0	0.9
75+		37.1	34.8		3.8	3.7		9.6	9.3		0.9	0.9

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

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

**Table A3-50**  
**Standard Mail (A) Reaction to Mail Piece by Education of Head of Household**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment and Diary Data)**

Education of Head of Household	Read Immediately						Set Aside					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
8th grade or less	43.7	41.0	35.6	2.2	3.3	3.0	7.8	6.0	7.7	0.4	0.5	0.6
Some high school	46.4	54.1	50.6	2.6	4.3	3.7	6.9	2.7	5.0	0.4	0.2	0.4
High school graduate	44.4	44.2	45.3	3.1	4.8	4.6	7.3	5.8	6.0	0.5	0.6	0.6
Some college	41.6	44.1	43.8	3.3	4.8	4.9	7.9	6.7	5.9	0.6	0.7	0.7
Technical school graduate	41.2	39.2	43.0	3.2	4.3	4.8	9.5	7.1	6.6	0.7	0.8	0.7
College graduate	37.7	39.2	41.2	3.7	5.4	5.5	9.3	5.8	5.7	0.9	0.8	0.8
Post-graduate work	37.3	35.5	37.0	4.4	5.4	6.0	8.9	6.8	6.3	1.0	1.0	1.0

Education of Head of Household	Found Useful						Will Respond <sup>1</sup>					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
8th grade or less	35.5	35.4	29.3	1.8	2.9	2.4	14.6	9.6	5.5	0.6	0.7	0.4
Some high school	40.5	37.3	37.0	2.3	3.0	2.7	13.4	11.2	14.0	0.6	0.8	0.9
High school graduate	40.0	37.4	38.6	2.8	4.0	3.9	15.1	10.9	10.9	0.9	1.0	1.0
Some college	41.1	40.7	38.4	3.3	4.5	4.3	15.6	12.5	11.3	1.0	1.2	1.1
Technical school graduate	40.0	35.8	37.8	3.1	4.0	4.3	15.7	8.6	11.5	1.0	0.8	1.2
College graduate	40.5	38.3	38.3	4.0	5.3	5.1	13.4	9.7	10.4	1.1	1.2	1.3
Post-graduate work	40.6	36.6	37.0	4.8	5.6	6.0	14.1	8.6	9.5	1.4	1.2	1.4

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

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

**Table A3-51**  
**Standard Mail Users of Reply Envelopes by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Industry	BRM			CRM			Combined BRM/CRM		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Financial:									
Credit card	9.1	35.7	41.0	2.8	9.6	9.4	6.1	28.4	32.0
Bank	4.8	9.9	2.4	1.6	3.8	8.0	3.2	8.2	4.0
Securities	2.4	1.7	1.9	0.7	0.8	0.8	1.6	1.5	1.6
Money market	0.3	0.2	0.2	0.1	0.1	0.2	0.2	0.2	0.2
Insurance company	12.7	9.6	10.8	2.3	4.2	4.8	7.8	8.1	9.1
Real Estate/Mortgage	1.1	1.2	0.8	0.3	0.5	0.8	0.7	1.0	0.8
Other financial	0.5	0.2	0.2	0.3	0.2	0.5	0.5	0.2	0.3
Total Financial	30.9	58.5	57.3	8.1	19.2	24.5	20.1	47.5	48.0
Merchants:									
Supermarkets	0.2	0.2	0.1	0.2	0.1	0.5	0.3	0.2	0.2
Department store	5.6	1.0	1.2	4.0	1.8	3.1	5.1	1.2	1.7
Mail order	19.0	9.3	7.2	46.8	42.8	35.6	31.6	18.6	15.3
Specialty store	3.4	1.2	1.4	6.8	4.4	4.3	5.0	2.1	2.2
Publisher	22.1	14.1	13.6	21.1	14.0	12.2	21.4	14.1	13.2
Land promotion	0.4	0.1	0.0	0.1	0.1	0.3	0.3	0.1	0.1
Online Auction	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Restaurant	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0
Consumer packaged goods	0.9	1.5	1.4	0.5	2.2	2.0	0.8	1.7	1.6
Auto dealers	0.3	0.1	0.2	0.1	0.2	0.1	0.2	0.1	0.2
Service stations	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.1
Mall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other merchants	1.1	0.2	0.3	2.1	0.4	0.4	1.4	0.2	0.3
Total Merchants	53.1	27.8	25.4	81.7	66.1	58.6	66.2	38.5	34.9
Services:									
Telephone	2.3	0.3	0.2	0.4	0.6	1.3	1.4	0.4	0.5
Other utilities	0.2	0.8	0.9	0.1	0.6	1.2	0.2	0.8	1.0
Medical	0.6	1.1	1.0	0.2	1.5	1.1	0.4	1.2	1.0
Other professional	0.6	0.3	0.2	0.3	0.3	0.3	0.4	0.3	0.2
Leisure service	1.9	2.2	4.3	1.0	1.5	2.3	1.4	2.0	3.7
Cable TV	0.6	0.2	0.3	0.5	0.5	1.0	0.6	0.3	0.5
Computer	0.5	0.1	0.1	0.2	0.1	0.1	0.4	0.1	0.1
Craftsmen	0.6	0.3	0.3	0.1	0.1	0.3	0.3	0.2	0.3
Other services	2.4	3.7	3.3	1.0	1.9	1.8	1.8	3.2	2.9
Total Services	9.7	9.0	10.7	3.8	7.2	9.3	6.9	8.5	10.3
Federal Government	N/A	0.4	0.6	N/A	0.6	0.8	N/A	0.4	0.6
Nonfederal Government	0.3	0.2	0.2	0.9	0.8	0.9	0.6	0.3	0.4
Total Social/Charitable/Political/Nonprofit	2.9	3.9	5.5	1.9	5.7	5.7	2.5	4.4	5.6
Don't know/No answer	0.3	0.3	0.2	0.6	0.5	0.2	0.4	0.3	0.2
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	2.2	2.1	1.3	0.9	0.8	2.7	3.0	2.9

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

**Table A3-52a**  
**Standard Mail Industry Usage of Reply Mail**  
**(Percentage of Pieces from Each Industry That Contain Reply Mail)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Industry	Business Reply			Courtesy Reply		
	1987	2007	2008	1987	2007	2008
Financial:						
Credit card	57.8	64.3	73.6	15.4	6.7	6.7
Bank	36.1	32.2	8.0	10.4	4.8	10.5
Securities	40.6	15.9	15.3	11.0	2.8	2.4
Money market	42.9	16.8	12.0	13.3	4.6	7.0
Insurance	62.7	34.5	31.6	10.1	5.9	5.6
Real Estate/Mortgage	19.1	10.8	11.6	4.1	1.9	4.6
Total Financial	48.7	42.3	40.1	11.1	5.4	6.8
Merchants:						
Supermarkets	1.1	2.7	1.8	0.8	0.8	2.7
Department store	7.0	2.7	2.7	4.4	1.8	2.8
Mail order	21.9	12.4	9.9	47.2	22.3	19.4
Specialty store	6.9	2.1	2.2	12.1	2.9	2.8
Publisher	30.2	43.6	47.3	25.2	16.8	16.8
Land promotion	11.5	7.3	3.4	2.7	2.9	12.9
Online auction	N/A	1.8	0.0	N/A	3.3	4.8
Restaurant	2.1	0.2	0.4	0.6	0.6	0.2
Consumer packaged goods	10.4	12.9	11.7	5.3	7.3	6.3
Auto Dealers	8.9	1.4	2.3	2.5	0.8	0.7
Service stations	1.7	2.5	4.4	0.5	0.8	1.6
Mall	0.0	0.0	0.0	0.0	0.0	0.0
Total Merchants	15.8	11.6	10.4	21.3	11.0	9.8
Services:						
Telephone	53.1	2.7	1.6	9.0	2.4	4.1
Other utilities	24.7	30.0	24.6	9.4	9.0	12.6
Medical	13.2	10.3	10.0	4.0	5.8	4.3
Other professional	26.2	14.3	11.6	12.6	5.4	5.6
Leisure service	21.2	17.8	25.0	10.2	4.5	5.3
Cable TV	11.5	1.3	2.1	8.9	1.4	2.6
Computer	41.9	3.4	3.6	15.5	1.0	1.3
Craftsmen	60.7	13.9	9.2	6.4	1.2	3.1
Total Services	26.8	12.1	12.7	9.3	3.7	4.4
Federal Government	N/A	6.5	10.2	N/A	3.7	5.6
Nonfederal Government	5.7	4.4	4.1	14.4	8.8	7.3
Total Social/Charitable/Political/Nonprofit	18.0	17.7	22.6	10.4	9.9	9.2
Total Nonhousehold Mail Received by Households	18.7	18.7	18.0	16.4	7.4	7.1
Total Pieces Per Household Per Week	1.5	2.2	2.1	1.3	0.9	0.8

Note: Percents are row percentages within each Industry classification.

**Table A3-52b**  
**Standard Mail Industry Usage of Reply Mail**  
**(Percentage of Pieces From Each Industry That Contain Reply Mail)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Industry	No Reply Mail			Don't Know/ No Answer			Total		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Financial:									
Credit card	20.7	26.2	17.9	6.1	2.9	1.8	100.0	100.0	100.0
Bank	45.8	59.4	73.9	7.7	3.7	7.6	100.0	100.0	100.0
Securities	40.8	76.8	78.2	7.7	4.4	4.0	100.0	100.0	100.0
Money market	36.0	73.0	78.7	7.8	5.6	2.3	100.0	100.0	100.0
Insurance	20.6	55.1	57.3	6.7	4.5	5.4	100.0	100.0	100.0
Real Estate/Mortgage	71.2	85.3	81.2	5.6	2.0	2.5	100.0	100.0	100.0
Total Financial	33.4	48.8	49.0	6.8	3.5	4.2	100.0	100.0	100.0
Merchants:									
Supermarkets	87.6	93.8	93.6	10.5	2.8	2.0	100.0	100.0	100.0
Department store	82.5	93.0	91.6	6.1	2.5	2.8	100.0	100.0	100.0
Mail order	25.1	57.9	63.2	5.9	7.4	7.6	100.0	100.0	100.0
Specialty store	74.8	91.3	92.0	6.2	3.7	3.0	100.0	100.0	100.0
Publisher	33.7	34.0	28.8	10.9	5.6	7.0	100.0	100.0	100.0
Land promotion	79.8	87.6	82.3	5.9	2.1	1.4	100.0	100.0	100.0
Online auction	N/A	94.9	94.0	N/A	0.0	1.1	N/A	100.0	100.0
Restaurant	90.1	98.2	98.3	7.2	1.0	1.0	100.0	100.0	100.0
Consumer packaged goods	78.5	75.3	77.9	5.7	4.5	4.1	100.0	100.0	100.0
Auto Dealers	76.9	96.6	94.4	11.7	1.2	2.6	100.0	100.0	100.0
Service stations	90.9	94.4	92.5	6.9	2.3	1.5	100.0	100.0	100.0
Mall	91.3	100.0	88.9	8.7	0.0	11.1	100.0	100.0	100.0
Total Merchants	55.3	72.7	75.0	7.6	4.8	4.9	100.0	100.0	100.0
Services:									
Telephone	31.8	92.0	89.6	6.2	2.9	4.8	100.0	100.0	100.0
Other utilities	52.6	57.4	59.9	13.4	3.7	2.9	100.0	100.0	100.0
Medical	78.6	80.8	81.8	4.2	3.1	3.8	100.0	100.0	100.0
Other professional	55.7	75.1	79.2	5.5	5.2	3.7	100.0	100.0	100.0
Leisure service	62.5	74.7	67.3	6.1	3.0	2.4	100.0	100.0	100.0
Cable TV	72.8	95.3	92.4	6.7	2.0	2.9	100.0	100.0	100.0
Computer	36.6	93.3	91.6	5.9	2.3	3.5	100.0	100.0	100.0
Craftsmen	30.5	84.1	86.4	2.4	0.8	1.3	100.0	100.0	100.0
Total Services	57.3	81.4	79.6	6.5	2.8	3.3	100.0	100.0	100.0
Federal Government	N/A	88.9	82.7	N/A	0.9	1.5	N/A	100.0	100.0
Nonfederal Government	74.7	84.7	80.4	5.2	2.1	8.2	100.0	100.0	100.0
Total Social/Charitable/Political/Nonprofit	62.7	69.6	63.2	9.0	2.8	4.9	100.0	100.0	100.0
Total Nonhousehold Mail Received by Households	56.5	69.7	70.2	8.4	4.2	4.8	100.0	100.0	100.0
Total Pieces Per Household Per Week	4.4	8.1	8.0	0.7	0.5	0.5	5.1	11.6	11.4

**Table A3-53**  
**Intended Response Rates for**  
**Major Industries by Enclosure of Reply Envelopes/Cards**  
**(Percentage of Pieces to Which Recipients Intend to Respond)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Industry	Response Rate for Pieces with Business Reply Enclosures			Response Rate for Pieces with Courtesy Reply Enclosures		
	1987	2007	2008	1987	2007	2008
Standard Mail:						
Credit card	8.9	1.7	1.8	7.0	8.2	16.3
Department store	11.6	4.2	15.3	24.9	19.1	35.3
Mail order	10.3	10.8	11.9	17.4	15.4	16.5
Publisher	14.3	10.4	11.8	23.4	28.6	22.4
First Class Mail:						
Credit card	N/A	3.9	4.4	N/A	5.9	8.1
Department store	N/A	36.5	19.4	N/A	7.8	11.0
Mail order	N/A	23.9	25.2	N/A	12.7	25.1
Publisher	N/A	15.5	19.2	N/A	20.5	20.9

**Table A3-54**  
**Standard Mail Reaction to Mail Piece by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Type of Address	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Addressed to specific household members	44.9	43.8	44.7	8.7	6.4	6.3	40.1	39.1	38.8	14.4	10.8	10.8
Addressed to occupant/resident	35.7	37.0	37.3	7.1	4.8	5.4	40.3	35.8	37.3	14.9	9.2	10.4

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.

**Table A3-55**  
**Standard Mail Reaction to Pieces from Department Stores by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(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>2007</b>	<b>2008</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
Addressed to specific household members	48.1	64.6	65.4	9.8	6.9	7.6	56.9	67.3	66.6	15.4	21.5	23.6
Addressed to occupant/resident	39.4	60.4	57.5	9.9	7.1	5.2	48.1	62.7	61.4	16.3	23.8	17.2

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

**Table A3-56**  
**Standard Mail Reaction to Pieces from Publishers by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(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>2007</b>	<b>2008</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
Addressed to specific household members	46.2	50.2	50.0	7.3	5.1	5.2	35.1	38.5	36.4	18.1	14.3	12.9
Addressed to occupant/resident	37.7	40.2	42.2	8.8	6.8	7.1	38.5	40.5	41.1	14.0	6.0	4.6

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

**Table A3-57**  
**Number of Mail Order Purchases Within the Last Year by Income**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment Data)**

Number of Purchases	Under \$7K			\$7K - \$9.9K			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
0	64.7	80.1	68.1	55.7	74.7	64.3	48.4	73.7	61.7	43.0	62.4	56.1
1 - 2	16.5	12.4	12.7	18.0	10.8	12.7	15.9	9.7	14.5	22.3	14.4	14.4
3 - 5	11.4	5.0	6.7	18.9	9.5	9.7	20.4	7.5	9.2	21.2	13.9	11.1
6 - 10	3.3	0.5	8.5	5.1	2.3	6.3	7.4	2.7	5.8	9.4	3.9	10.2
11 - 15	1.6	0.0	0.7	1.6	0.0	2.1	4.4	2.3	3.2	2.5	2.6	2.8
16 - 30	1.8	1.2	2.6	0.5	1.3	3.1	1.2	2.0	3.6	0.9	0.8	2.3
31 +	0.2	0.8	0.7	0.3	0.3	1.1	0.5	1.1	2.0	0.3	0.6	2.9
Don't know/No answer	0.5	0.0	0.0	0.0	1.1	0.6	1.8	0.9	0.0	0.5	1.4	0.3
Total Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Number of Purchases	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
0	41.8	64.9	56.1	39.0	59.3	54.7	34.4	59.3	54.7	28.7	55.5	48.5
1 - 2	21.3	15.8	10.7	19.4	18.7	13.3	21.9	18.7	13.3	22.5	15.8	11.7
3 - 5	20.6	10.3	13.5	21.9	11.8	13.5	19.2	11.8	13.5	25.4	14.2	13.5
6 - 10	8.0	4.2	9.4	11.6	7.1	8.1	13.8	7.1	8.1	11.7	6.7	12.3
11 - 15	2.4	1.6	4.1	4.1	1.8	4.8	4.6	1.8	4.8	5.3	2.5	5.3
16 - 30	2.9	0.9	4.6	3.1	0.4	2.6	3.9	0.4	2.6	3.5	2.5	4.8
31 +	0.5	0.3	1.6	0.6	0.5	2.8	0.7	0.5	2.8	0.8	1.5	3.9
Don't know/No answer	2.5	2.0	0.0	0.3	0.4	0.2	1.5	0.4	0.2	1.9	1.3	0.1
Total Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Number of Purchases	\$50K - \$64.9K			\$65K - Over			Total <sup>1</sup>		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
0	29.4	51.6	45.1	33.5	50.9	39.4	42.2	56.8	48.6
1 - 2	19.7	17.1	10.8	11.6	15.1	11.1	19.6	14.9	11.3
3 - 5	19.6	15.2	13.3	21.3	15.8	13.3	19.5	13.7	12.5
6 - 10	13.4	9.0	12.9	18.8	8.9	13.3	10.0	7.1	11.2
11 - 15	8.8	2.5	6.6	7.9	3.9	7.7	3.9	2.8	5.9
16 - 30	4.8	2.1	7.0	5.0	3.3	9.6	2.5	2.2	6.4
31 +	3.3	1.1	3.9	0.3	1.4	5.3	0.7	1.1	3.8
Don't know/No answer	1.1	1.3	0.3	1.5	0.9	0.3	1.4	1.3	0.3
Total Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

Note: 2007/2008 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

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

**Table A3-58**  
**Number of Mail Order Purchases Within the Last Year by Education of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment Data)**

Number of Purchases	< 8th Grade			Some High School			High School			Some College		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
0	65.5	71.8	66.7	53.9	64.6	57.5	41.7	57.5	52.3	38.0	53.5	46.8
1 - 2	14.8	11.1	11.2	16.8	16.2	11.8	22.5	15.1	10.9	20.7	15.7	12.6
3 - 5	10.7	8.4	7.6	17.2	8.6	14.5	19.0	14.3	12.7	22.0	14.9	12.7
6 - 10	4.7	3.2	8.1	6.1	4.6	8.1	9.1	7.0	10.7	11.1	8.1	11.8
11 - 15	2.9	1.8	2.6	2.4	2.6	2.4	4.1	2.5	5.1	2.7	2.6	6.4
16 - 30	0.5	1.8	1.6	1.1	0.9	2.7	2.4	1.6	5.2	2.8	2.2	5.4
31 +	0.2	0.0	2.0	0.5	0.6	3.0	0.6	1.0	2.9	0.5	1.4	3.8
Don't know/No answer	0.7	2.0	0.0	2.1	2.1	0.0	0.8	1.0	0.3	2.1	1.6	0.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Number of Purchases	Technical School			College			Post Graduate			Total <sup>1</sup>		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
0	37.2	55.2	46.8	38.0	54.8	43.8	27.0	47.6	37.0	42.2	56.8	48.6
1 - 2	16.3	17.9	12.0	18.5	13.7	11.0	19.5	15.1	10.3	19.6	14.9	11.3
3 - 5	20.2	15.0	15.4	21.8	14.9	12.0	22.7	15.4	12.7	19.5	13.7	12.5
6 - 10	12.8	3.8	9.6	11.9	7.9	12.8	16.4	10.4	13.2	10.0	7.1	11.2
11 - 15	6.2	2.8	6.9	4.1	3.2	7.2	7.2	5.0	8.0	3.9	2.8	5.9
16 - 30	3.7	2.8	7.1	2.6	3.3	8.7	5.2	4.0	11.3	2.5	2.2	6.4
31 +	2.6	1.6	2.3	0.9	1.2	4.3	1.1	1.7	7.3	0.7	1.1	3.8
Don't know/No answer	1.2	0.9	0.0	2.1	1.0	0.3	1.3	0.9	0.2	1.4	1.3	0.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

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

**Table A3-59**  
**Number of Mail Order Purchases Within the Last Year by Age of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment Data)**

Number of Purchases	18 - 24			25 - 34			35 - 44			45 - 54			55 - 64		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
0	51.8	70.9	55.4	36.1	63.1	54.6	39.2	59.4	48.8	41.0	55.7	47.3	40.2	52.2	44.9
1 - 2	21.7	21.5	11.2	22.2	16.5	13.0	19.0	16.9	12.5	21.4	15.4	10.9	15.7	13.1	10.5
3 - 5	17.6	5.0	11.4	23.3	11.6	11.9	19.8	12.8	13.4	17.8	13.8	13.1	19.8	15.9	12.3
6 - 10	2.8	2.1	6.4	10.4	4.4	8.6	11.4	5.2	9.9	9.1	7.3	10.9	13.1	9.5	12.6
11 - 15	1.7	0.0	5.1	2.9	1.3	5.5	5.0	1.6	6.1	5.5	2.6	6.1	4.9	4.3	6.7
16 - 30	2.3	0.6	3.8	2.3	1.0	4.7	3.3	1.6	5.9	3.2	2.4	7.1	3.5	2.6	7.9
31 +	0.7	0.0	4.7	0.9	0.9	1.3	1.1	0.8	3.2	0.8	1.4	4.3	0.9	1.0	4.7
Don't know/No answer	1.1	0.0	2.0	1.9	1.2	0.4	1.4	1.7	0.3	1.2	1.4	0.3	2.0	1.5	0.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Number of Purchases	65 - 69			70 +	70-74		75+		Total <sup>1</sup>		
	1987	2007	2008	1987	2007	2008	2007	2008	1987	2007	2008
0	47.5	52.1	47.1	53.8	58.0	51.5	58.7	50.9	42.2	56.8	48.6
1 - 2	19.7	15.3	12.1	17.5	13.1	9.1	14.1	11.6	19.6	14.9	11.3
3 - 5	17.3	14.4	11.6	15.8	13.2	10.3	13.4	13.3	19.5	13.7	12.5
6 - 10	10.2	9.2	10.9	8.3	8.5	12.4	5.6	12.2	10.0	7.1	11.2
11 - 15	3.5	4.0	7.1	2.8	2.1	5.4	3.3	4.1	3.9	2.8	5.9
16 - 30	0.7	3.4	7.1	1.2	3.1	5.5	2.1	5.0	2.5	2.2	6.4
31 +	0.3	1.0	4.0	0.0	1.7	5.4	1.2	2.8	0.7	1.1	3.8
Don't know/No answer	1.1	0.6	0.0	2.3	0.4	0.2	1.6	0.1	1.4	1.3	0.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

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

**Table A3-60**  
**Number of Mail Order Purchases Within the Last Year by Number of Adults**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment Data)**

Number of Purchases	1			2			3			4+		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
0	55.0	63.4	57.1	38.5	55.2	46.0	42.3	53.1	46.3	31.4	54.7	42.0
1 - 2	18.1	13.3	12.0	20.0	15.7	11.3	20.2	14.6	10.5	20.6	13.8	10.9
3 - 5	16.7	11.6	10.2	20.4	14.0	13.4	17.5	15.2	12.8	24.9	15.3	13.3
6 - 10	6.5	5.9	9.9	11.5	7.5	11.3	9.9	7.1	12.4	9.4	8.5	13.5
11 - 15	2.3	2.1	4.6	4.1	3.1	6.5	4.7	3.4	4.8	6.8	2.1	7.7
16 - 30	1.0	1.8	3.8	2.9	2.2	7.0	3.2	3.3	7.8	2.9	2.9	8.1
31 +	0.1	1.0	2.1	1.0	1.0	4.2	0.5	1.8	5.3	1.3	0.7	4.4
Don't know/No answer	0.4	1.0	0.4	1.7	1.3	0.3	1.6	1.5	0.1	2.7	2.0	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

**Table A3-61**  
**Standard Mail Reaction to Pieces from Mail Order Companies**  
**by Number of Mail Order Purchases Made Within the Last Year**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment and Diary Data)**

<b>Mail Order Purchases</b>	<b>Pieces Per Household Per Week</b>		
	<b>1987</b>	<b>2007</b>	<b>2008</b>
0	0.6	1.3	0.9
1	1.1	1.5	1.2
2	1.2	1.5	1.6
3 - 5	1.6	2.3	1.8
6 - 10	2.3	2.7	2.3
11 +	3.1	4.2	2.9

**Table A3-62**  
**Standard Mail Reaction to Pieces from Mail Order Industry**  
**by Number of Mail Order Purchases Made Within the Last Year**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment and Diary Data)**

Mail Order Purchases	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
0	40.4	42.2	41.7	8.4	14.1	12.4	34.2	46.7	39.8	12.5	10.5	9.5
1 - 2	40.8	39.3	37.4	11.4	13.2	13.5	36.6	43.5	42.3	15.1	13.7	8.7
3 - 5	45.7	48.4	46.9	13.5	11.3	12.8	45.8	49.6	51.0	15.8	12.2	11.3
6 - 10	44.6	48.7	46.9	14.9	12.0	12.2	46.2	55.7	48.4	15.8	12.4	12.9
11 +	42.0	42.6	46.8	11.8	15.1	12.6	45.5	52.0	50.9	16.9	13.1	12.7

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

**Table A3-63**  
**Standard Mail Intended Response Medium**  
**to Pieces from the Mail Order Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Industry	1987	2007	2008
Mail	82.4	31.9	28.2
Phone	13.3	33.2	30.0
In-Person	2.9	2.2	3.4
Other	0.2	29.4	34.6
Don't know/No answer	1.2	3.3	3.7
Total	100.0	100.0	100.0

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

**Table A3-64**  
**Unaddressed Mail Received**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Industry	Percent of Unaddressed Mail Received by Households		
	1987	2007	2008
Financial:			
Credit card	0.2	1.2	0.8
Bank	0.2	0.4	0.3
Securities broker	0.1	0.1	0.0
Money market	0.0	0.0	0.2
Insurance company	0.9	4.1	2.8
Real estate/Mortgage	0.6	0.5	0.3
Other financial	0.0	0.0	0.1
Total Financial	2.1	6.3	4.5
Merchants:			
Supermarkets	22.1	22.5	22.3
Department store	20.9	9.1	8.9
Mail order company	1.5	4.6	1.6
Other store	25.1	21.0	17.4
Publisher	4.6	7.1	2.6
Land promotion company	0.2	0.0	0.2
Restaurant	6.7	10.5	5.8
Consumer packaged goods	0.6	1.6	1.7
Auto dealers	0.9	1.1	0.7
Service stations	0.9	1.8	1.8
Mall	0.2	0.0	0.0
Other merchants	2.1	1.1	1.2
Total Merchants	90.0	80.5	64.1
Services:			
Telephone	0.0	2.0	1.5
Other utilities	0.1	0.1	0.0
Medical	1.6	1.8	1.6
Other professional	0.7	0.1	0.3
Leisure service	0.5	0.8	0.6
Cable TV	0.1	4.0	3.6
Computer	0.0	0.3	0.3
Craftsman	0.5	0.4	1.3
Other services	2.1	1.9	1.2
Total Services	5.6	11.4	10.4
Federal Government	N/A	0.1	0.2
Nonfederal Government	0.2	0.1	0.3
Total Social/Charitable/Political/Nonprofit	1.3	1.4	1.2
Don't know/No answer	0.8	0.3	19.3
Total	100.0	100.0	100.0

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

**Table A3-65**  
**Unaddressed Mail Received Reaction**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

<b>Treatment</b>	<b>Percent of Mail Pieces</b>		
	<b>1987</b>	<b>2007</b>	<b>2008</b>
Read by member of household	29.3	22.5	22.1
Read by more than one member of household 1	N/A	6.8	7.2
Looked at	24.0	15.8	16.9
Discarded	20.0	30.1	27.1
Set aside	3.9	3.0	3.1
Don't know/No answer	22.7	21.9	23.6
Total	100.0	100.0	100.0

<b>Usefulness</b>	<b>Percent of Mail Pieces</b>		
	<b>1987</b>	<b>2007</b>	<b>2008</b>
Useful	33.9	32.3	32.2
Interesting	16.9	6.9	7.4
Not interesting	21.6	34.1	32.3
Objectionable	4.4	4.6	4.6
Don't know/No answer	23.2	22.2	23.4
Total	100.0	100.0	100.0

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

**Table A3-66**  
**Unaddressed Mail Received Response to Bundled Flyers by Industry**  
**(Percentage of Mail Received by Households)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Industry	Read Immediately <sup>1</sup>			Found Useful		
	1987	2007	2008	1987	2007	2008
Financial:						
Bank	18.9	13.4	19.6	11.2	9.5	18.5
Insurance company	12.5	5.8	10.9	7.7	6.2	10.4
Real estate/Mortgage	13.3	8.1	20.5	9.0	8.9	14.6
Total Financial	16.1	6.6	12.4	10.1	6.7	11.4
Merchants:						
Supermarkets	37.7	33.2	29.2	46.8	53.5	49.2
Department store	33.9	31.9	29.2	39.8	44.0	42.4
Mail order company	18.5	13.8	9.0	19.0	12.4	11.8
Specialty store	24.6	18.7	15.9	28.4	26.6	23.0
Publisher	33.6	25.3	31.0	39.9	36.3	38.1
Restaurant	31.6	24.4	16.9	33.3	35.9	22.2
Consumer packaged goods	17.4	13.3	20.3	15.0	21.5	11.8
Auto dealers	0.8	8.6	1.7	2.8	10.0	3.7
Service stations	17.9	10.0	3.3	20.4	10.5	6.3
Total Merchants	27.1	24.9	22.7	35.7	36.8	34.3
Services:						
Medical	12.6	22.2	19.0	10.6	31.3	33.5
Other professional	17.3	4.3	9.3	17.0	10.2	4.3
Leisure service	26.0	11.3	46.2	30.9	29.0	12.3
Craftsman	22.9	3.0	10.4	10.4	9.9	1.4
Total Services	17.1	16.2	20.0	15.9	27.0	17.2
Total Social/Charitable/Social/Nonprofit	29.0	26.2	19.2	25.9	24.4	19.0

Note: Percentages are row percentages within each Industry classification.

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

**Table A3-67**  
**Nonprofit Standard Mail Received by Households by Shape**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Shape	Percentage of Nonprofit Standard Mail Received by Households			Pieces Per Household Per Week		
	1987	2007	2008	1987	2007	2008
Envelopes:						
Letter size envelope	37.2	40.9	49.2	0.9	1.0	1.2
Larger envelope	9.5	12.7	8.0	0.2	0.3	0.2
Total Envelope	46.6	53.6	57.2	1.1	1.3	1.4
Postcard	2.1	8.5	3.3	0.1	0.2	0.1
Catalog (not in envelope)	4.4	3.2	3.1	0.1	0.1	0.1
Flyers/Circulars	20.4	16.4	18.8	0.5	0.4	0.5
Magazines/Newsletters	3.9	8.7	8.2	0.1	0.2	0.2
Other	0.3	0.7	0.7	0.0	0.0	0.0
Don't know/No answer	1.4	0.4	0.6	0.0	0.0	0.0
Total Pieces Received by Households	79.6	91.6	91.9	1.9	2.2	2.2

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

**Table A3-68**  
**Nonprofit Standard Mail Industry by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Industry	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog Not In Envelope		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Medical	29.1	25.6	31.0	10.0	6.6	8.7	7.4	11.5	7.1	10.0	4.1	3.1
Union or professional	37.9	50.5	55.7	12.1	16.2	9.8	3.2	3.8	1.8	4.8	1.1	2.0
Church	43.4	49.2	56.3	8.6	13.0	7.8	2.3	7.4	2.6	3.0	1.8	1.1
Veterans	48.9	47.8	62.0	11.3	29.0	15.2	6.5	10.8	3.9	6.7	0.3	0.2
Educational	27.3	23.4	25.8	9.0	8.6	5.5	1.8	13.2	7.2	12.2	8.6	8.4
Charities	80.1	64.9	73.3	9.3	17.4	10.0	1.5	6.2	2.3	1.2	1.1	1.1
Political	28.9	23.4	67.0	13.6	8.9	9.0	3.0	19.4	1.5	0.6	0.7	0.1
AARP	79.3	55.4	75.7	11.0	31.4	16.4	4.2	2.1	0.0	0.9	0.0	0.0
Museum	49.0	44.6	51.6	14.9	9.2	5.8	5.9	13.0	6.2	19.7	10.6	4.2
Nonprofit publication	30.6	46.3	55.9	28.6	14.0	9.0	1.9	9.1	3.6	5.1	2.9	2.6

Industry	Flyers			Newspapers/Magazines			Total		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Medical	35.2	26.5	26.1	4.9	25.1	23.5	100.0	100.0	100.0
Union or professional	33.6	17.6	17.7	6.5	10.2	11.5	100.0	100.0	100.0
Church	35.9	16.2	19.9	5.6	11.2	11.0	100.0	100.0	100.0
Veterans	18.1	5.9	13.1	5.6	4.7	4.8	100.0	100.0	100.0
Educational	44.8	29.2	36.6	3.9	15.9	15.4	100.0	100.0	100.0
Charities	6.9	6.7	9.6	0.5	2.9	2.9	100.0	100.0	100.0
Political	52.6	45.0	21.8	0.7	1.9	0.5	100.0	100.0	100.0
AARP	2.7	7.5	4.1	2.0	3.3	3.5	100.0	100.0	100.0
Museum	8.9	16.6	23.9	0.5	4.8	8.4	100.0	100.0	100.0
Nonprofit publication	11.4	17.5	19.2	19.7	9.2	8.8	100.0	100.0	100.0

NOTE: Totals may not equal exactly 100% due to unreported categories; Percentages are row percentages within Industry classification.

**Table A3-69**  
**Nonprofit Standard Mail by Content by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Industry	Advertising			Fund Request			Other			Don't Know/ No Answer			Total		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Medical	27.5	33.2	40.0	18.0	22.0	26.6	43.0	41.4	28.4	11.4	3.3	4.9	100.0	100.0	100.0
Union or professional	28.5	24.1	26.0	21.3	39.3	42.3	40.8	28.2	23.6	9.4	8.3	8.1	100.0	100.0	100.0
Church	14.7	18.2	16.6	30.5	44.5	52.3	44.8	33.8	26.4	10.0	3.5	4.8	100.0	100.0	100.0
Veterans	18.4	7.2	9.3	42.7	65.0	67.8	31.4	23.1	19.1	7.6	4.7	3.9	100.0	100.0	100.0
Educational	35.6	45.7	47.7	14.7	16.1	17.9	41.6	37.0	31.7	8.0	1.3	2.7	100.0	100.0	100.0
Charities	7.7	6.4	6.3	79.3	78.6	82.5	6.8	11.7	7.3	6.2	3.3	3.9	100.0	100.0	100.0
Political	4.3	1.8	4.8	28.1	25.5	62.8	56.2	69.7	29.4	11.4	3.1	3.0	100.0	100.0	100.0
AARP	65.8	57.7	55.6	7.6	17.8	22.7	13.9	19.0	16.3	12.7	5.4	5.4	100.0	100.0	100.0
Museum	60.5	46.5	53.2	16.9	28.3	32.2	15.7	22.6	12.6	6.9	2.5	2.0	100.0	100.0	100.0
Nonprofit publication	62.4	20.6	21.9	3.7	47.4	54.0	19.0	28.5	19.8	14.9	3.5	4.3	100.0	100.0	100.0
Total Mail Received by Households	26.3	26.2	27.5	34.0	42.7	48.0	29.4	27.2	19.7	10.3	4.0	4.7	100.0	100.0	100.0

Note: Percentages are row percentages within Industry classification.

**Table A3-70**  
**Nonprofit Standard Mail Pieces Received Per Household Per Week**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment and Diary Data)**

<b>Income</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
< \$7K	0.8	1.1	0.9
\$ 7K - \$9.9K	1.3	0.9	1.5
\$ 10K - \$14.9K	1.4	1.3	1.3
\$ 15K - \$19.9K	1.7	2.1	1.4
\$ 20K - \$24.9K	1.6	1.7	1.8
\$ 25K - \$29.9K	1.8	2.2	1.6
\$ 30K - \$34.9K	2.2		
\$ 35K - \$49.9K	2.3	1.7	2.0
\$ 50K - \$64.9K	2.6	2.1	1.9
\$ 65K - Over	3.8	2.6	2.7
<b>Age of Head of Household</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
18 - 24	0.5	0.9	0.7
25 - 34	1.1	1.1	1.2
35 - 44	1.8	1.8	1.6
45 - 54	2.3	2.3	2.3
55 - 64	2.5	2.5	2.6
65 - 69	2.8	3.1	3.1
70 - 74	2.6	3.3	3.2
75 +		4.2	4.2
<b>Education of Head of Household</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
< 8th grade	1.1	1.9	1.7
Some High School	1.3	1.9	1.3
High School	1.5	1.9	1.9
Some College	1.8	2.0	1.9
Technical School	1.8	2.2	2.1
College	2.3	2.5	2.7
Post graduate	4.3	3.5	3.9
<b>Type of Household</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
One-person household	1.6	2.1	2.3
Male	1.2	1.6	2.1
Female	1.8	2.4	2.3
One adult + minors	1.0	1.1	1.2
Male	1.0	1.6	0.6
Female	1.0	0.9	1.3
More than one adult without children	2.3	2.6	2.6
One-earner	2.3	3.0	2.8
Two-earner	1.9	2.2	2.1
More than one adult with children	1.8	1.9	1.8
One-earner	1.6	1.9	1.7
Two-earner	2.0	1.8	1.9

<b>Employment of Head of Household</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
White collar professional	2.5	2.4	2.4
White collar sales/clerical	1.3	2.0	1.8
White collar craftsmen/mechanic	1.0	1.7	1.4
Service Worker	1.1	1.3	1.9
Other employed	1.2	1.3	1.4
Homemaker	1.8	2.0	2.3
Student	1.2	3.1	0.8
Retired	2.3	3.4	3.4
Other not employed	0.5	1.7	1.2
<b>Type of Dwelling</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
Single-family house	2.3	2.4	2.4
Multi-family unit	1.0	1.6	1.8
Mobile house	1.2	1.4	1.3
<b>Number of Adults</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
1	1.5	2.0	2.1
2	2.0	2.3	2.2
3	2.2	2.5	2.5
4+	2.4	2.2	2.4

Note: 2007/2008 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

**Table A3-71**  
**Percent of Nonprofit Standard Mail Containing a Request for**  
**Donations by Age of Head of Household**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment and Diary Data)**

Age Cohort	Percent			Pieces Per Household Per Week		
	1987	2007	2008	1987	2007	2008
18 - 24	41.6	14.2	37.2	0.2	0.1	0.3
25 - 34	28.6	29.1	38.8	0.3	0.3	0.5
35 - 44	27.5	32.8	39.3	0.5	0.6	0.6
45 - 54	33.7	36.4	40.1	0.8	0.9	0.9
55 - 64	34.4	47.8	53.1	0.9	1.2	1.4
65 - 69	39.3	49.9	54.7	1.1	1.5	1.7
70 - 74	40.7	53.6	57.0	1.1	1.8	1.8
75+		55.8	57.6		2.4	2.4

**Table A3-72**  
**Nonprofit Standard Mail Treatment of Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Treatment	Previous Customer			Organization Known			Organization Not Known			Total <sup>1</sup>		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Read by member of household	68.0	55.2	56.4	36.4	31.0	29.5	24.7	23.5	22.4	49.5	41.7	42.2
Read by more than one member of household	N/A	11.7	10.0	N/A	5.1	4.8	N/A	4.5	2.4	N/A	8.5	7.2
Looked at	17.0	14.7	14.3	24.6	26.2	26.9	35.7	23.8	24.1	21.3	17.6	16.8
Discarded	4.5	10.9	11.0	20.3	32.0	32.3	29.9	43.8	47.1	10.5	19.1	18.8
Set Aside	9.0	7.0	8.0	7.6	5.4	6.2	8.5	4.2	3.9	7.6	5.8	6.5
Don't know/No answer	1.5	0.5	0.3	1.2	0.3	0.2	1.3	0.2	0.2	11.0	7.2	8.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

<sup>1</sup> 1987 Estimates Include pieces for which no response was given for familiarity with institution.

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

**Table A3-73**  
**Nonprofit Standard Mail Response to Advertising by Familiarity With Organization<sup>1</sup>**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Response	Previous Customer			Organization Known			Organization Not Known			Total <sup>2</sup>		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Yes	28.0	21.1	22.4	6.8	3.1	3.3	5.2	3.4	2.9	18.0	13.6	14.6
No	43.3	50.1	51.6	74.0	76.5	80.1	76.8	80.9	86.0	55.2	59.0	60.6
Maybe	20.9	22.5	22.4	10.6	13.0	11.6	9.4	9.5	5.5	16.5	17.5	16.7
No Answer	7.8	6.3	3.5	8.7	7.5	5.0	8.5	6.3	5.6	10.4	9.9	8.2
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
Pieces Per Household Per Week	0.6	1.2	1.3	0.3	0.5	0.5	0.2	0.3	0.2	1.1	2.0	2.0

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

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

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

**Table A3-74**  
**Nonprofit Standard Mail Treatment of Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Treatment	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog Not in Envelope		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Read by member of household	48.9	43.1	42.1	49.1	41.3	45.2	61.1	47.2	55.9	43.2	38.1	38.3
Read by more than one member of household	N/A	5.5	4.7	N/A	6.3	5.5	N/A	11.5	11.8	N/A	11.0	13.5
Looked at	22.8	19.1	18.6	23.1	20.4	17.5	12.7	16.5	11.2	24.9	14.1	12.4
Discarded	11.2	19.1	19.5	9.6	19.8	19.2	13.2	18.4	15.3	10.9	20.3	19.8
Set Aside	6.6	5.1	5.0	9.0	5.7	7.8	2.1	1.7	3.1	14.4	11.7	11.7
Don't know/No answer	10.5	8.0	10.1	9.3	6.5	4.8	10.9	4.8	2.6	6.5	4.8	4.2
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	Flyers			Newspapers/ Magazines			Total		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Read by member of household	54.2	38.9	42.2	38.5	39.8	38.6	49.5	41.7	42.2
Read by more than one member of household	N/A	11.1	9.4	N/A	17.1	14.0	N/A	8.5	7.2
Looked at	21.1	16.3	17.1	11.1	11.3	10.3	21.3	17.6	16.8
Discarded	11.2	22.3	20.2	5.9	13.5	12.7	10.5	19.1	18.8
Set Aside	6.8	5.0	5.3	13.4	12.6	16.8	7.6	5.8	6.5
Don't know/No answer	6.7	6.4	5.9	31.2	5.7	7.7	11.0	7.2	8.5
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

**Table A3-75**  
**Nonprofit Standard Mail Usefulness of Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Usefulness	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog Not In Envelope		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Useful	35.9	38.6	35.3	41.6	39.1	39.7	44.5	43.9	51.7	56.6	57.4	54.9
Interesting	24.7	17.2	18.7	27.7	19.4	20.1	22.1	16.4	14.5	21.2	15.7	18.9
Not Interesting	20.8	29.4	29.9	15.0	29.4	28.7	15.9	32.4	27.7	10.7	19.6	20.1
Objectionable	4.9	6.2	5.3	3.6	5.0	6.2	5.1	2.3	3.0	3.4	2.4	1.9
Don't know/No answer	13.8	8.6	10.7	12.1	7.0	5.2	12.4	5.0	3.0	8.0	4.9	4.2
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Usefulness	Flyers			Newspapers/ Magazines			Total		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Useful	56.6	45.0	46.9	45.9	60.5	62.5	43.8	43.0	41.6
Interesting	18.7	15.8	16.4	14.1	16.6	14.0	22.4	17.0	17.7
Not Interesting	13.7	24.4	25.9	5.5	14.9	14.1	16.4	26.9	27.0
Objectionable	2.7	8.0	4.4	2.1	2.1	1.4	3.8	5.4	4.7
Don't know/No answer	8.3	6.9	6.3	32.4	5.9	8.0	13.5	7.7	9.0
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

**Table A3-76**  
**Nonprofit Standard Mail Response to Advertising by Shape**  
**(If Mail Piece Contained Advertising or Request for Donation)**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Response	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog Not In Envelope		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Yes	19.7	15.7	16.0	17.6	13.8	18.1	14.6	9.4	14.8	18.2	14.5	10.8
No	52.0	59.5	60.2	60.0	58.5	57.8	59.3	56.7	58.2	52.0	55.3	52.8
Maybe	16.8	18.0	16.6	15.1	19.6	19.6	19.9	15.6	18.0	24.1	21.8	26.7
No Answer	11.5	6.9	7.2	7.4	8.1	4.5	6.3	18.3	9.0	5.9	8.4	9.7
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	1.0	1.2	0.2	0.3	0.2	0.0	0.2	0.1	0.1	0.1	0.1

Response	Flyers			Newspapers/ Magazines			Total <sup>1</sup>		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Yes	12.6	7.3	8.6	9.8	10.5	11.9	18.0	13.6	14.6
No	64.5	61.9	66.4	54.3	55.9	60.5	55.2	59.0	60.6
Maybe	13.6	13.0	13.3	13.6	15.6	14.4	16.5	17.5	16.7
No Answer	9.3	17.8	11.7	22.3	18.0	13.2	10.4	9.9	8.2
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.2	0.4	0.5	0.0	0.2	0.2	1.2	2.2	2.2

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

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

**Table A3-77**  
**Nonprofit Standard Mail Reaction by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Industry	Percent											
	Read Immediately			Set Aside			Found Useful			Will Respond <sup>1</sup>		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Medical	46.3	50.2	52.4	8.1	8.0	7.5	46.1	45.6	49.5	13.4	9.1	15.9
Union or Professional	50.1	53.5	45.9	8.5	4.7	5.7	51.6	42.9	41.1	18.4	17.5	14.5
Church	64.0	56.2	54.0	6.9	7.1	7.1	59.2	54.1	50.7	25.2	18.2	19.9
Veterans	56.0	53.4	52.8	9.5	5.4	8.4	44.3	43.8	41.3	22.6	18.5	19.5
Educational	48.0	52.8	51.0	7.0	5.8	6.6	49.1	47.7	45.9	13.2	7.7	7.6
Charities	44.6	46.3	45.5	7.2	5.0	5.3	28.3	35.6	32.7	17.7	14.0	14.9
Political	40.6	41.2	38.8	6.1	3.6	5.8	31.8	27.4	26.4	20.0	11.1	9.4
AARP	46.1	44.5	48.3	10.7	6.3	4.5	40.9	42.6	40.3	13.6	16.1	16.9
Museum	53.6	62.4	52.3	8.4	5.5	5.3	44.3	51.7	46.5	12.5	9.9	15.8
Nonprofit Publications	39.8	50.5	48.9	8.8	48.9	6.5	39.3	43.2	41.3	12.8	13.9	14.9
Total Mail Received by Households	49.5	50.3	49.4	7.6	5.8	6.5	43.8	43.0	41.6	18.0	13.6	14.6

<sup>1</sup> Percent of pieces containing an advertisement or fundraising request.

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





## Appendix A4: Direct Mail Advertising



**Table A4-1**  
**Total Pieces of Advertising Mail<sup>1</sup> Received Per Week By Income**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Type of Ad Mail	Under \$7K			\$7K - \$9.9K			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
First-Class:												
Advertising alone	0.3	0.4	0.9	0.5	0.8	0.6	0.7	0.7	0.7	0.7	0.9	0.6
Business invitation/announcements	0.1	0.2	0.2	0.1	0.2	0.2	0.1	0.2	0.4	0.2	0.4	0.4
Stuffers (Advertising Enclosed)	0.4	1.0	1.6	0.6	1.4	1.4	0.8	1.3	1.6	0.9	1.9	1.3
Total First-Class <sup>2</sup>	0.8	1.7	2.8	1.2	2.3	2.2	1.6	2.2	2.7	1.8	3.2	2.3
Standard Mail:												
Commercial	3.8	8.0	4.5	5.2	5.9	4.9	5.8	6.5	7.0	6.4	6.7	7.0
Nonprofit	0.9	1.1	0.9	1.5	0.9	1.5	1.5	1.3	1.3	1.9	2.1	1.4
Total Standard Mail	4.7	9.1	5.4	6.7	6.7	6.4	7.3	7.9	8.3	8.3	8.8	8.4
Total Advertising <sup>2</sup>	5.5	10.8	8.2	7.9	9.1	8.6	8.9	10.0	11.1	10.1	12.0	10.7

Type of Ad Mail	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
First-Class:												
Advertising alone	0.6	1.0	1.1	0.8	1.2	0.9	1.0	1.2	0.9	1.1	1.3	1.1
Business invitation/announcements	0.2	0.3	0.3	0.2	0.4	0.3	0.4	0.4	0.3	0.4	0.5	0.4
Stuffers (Advertising Enclosed)	1.1	1.9	2.0	1.2	2.2	1.9	1.4	2.2	1.9	1.7	2.5	2.3
Total First-Class <sup>2</sup>	1.9	3.2	3.4	2.2	3.7	3.1	2.8	3.7	3.1	3.2	4.3	3.7
Standard Mail:												
Commercial	6.6	7.1	7.6	7.9	8.3	7.8	8.7	8.3	7.8	9.5	9.7	9.6
Nonprofit	1.7	1.7	1.8	1.9	2.2	1.6	2.3	2.2	1.6	2.5	1.7	2.0
Total Standard Mail	8.3	8.9	9.4	9.8	10.4	9.3	11.0	10.4	9.3	12.0	11.5	11.5
Total Advertising <sup>2</sup>	10.2	12.1	12.8	12.0	14.1	12.4	13.8	14.1	12.4	15.2	15.8	15.3

Type of Ad Mail	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K - Over		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
First-Class:												
Advertising alone	1.5	1.4	1.2	2.1	1.7	1.4	2.4	1.9	1.6	2.4	2.2	2.2
Business invitation/announcements	0.4	0.5	0.5	0.4	0.7	0.5	0.6	0.6	0.5	0.7	0.7	0.7
Stuffers (Advertising Enclosed)	1.9	2.7	2.7	2.0	3.2	3.0	2.3	3.4	3.1	2.6	3.9	4.1
Total First-Class <sup>2</sup>	3.8	4.6	4.3	4.5	5.7	4.9	5.3	5.9	5.2	5.7	6.8	7.0
Standard Mail (A):												
Commercial	10.9	11.3	10.8	14.8	12.6	12.6	14.7	14.1	13.5	15.3	17.0	17.4
Nonprofit	2.7	2.1	1.9	3.5	2.1	2.4	4.2	2.6	2.3	4.8	3.0	3.3
Total Standard Mail	13.6	13.4	12.7	18.3	14.7	14.9	18.9	16.6	15.8	20.1	20.0	20.8
Total Advertising <sup>2</sup>	17.4	18.0	17.1	22.8	20.4	19.9	24.2	22.5	21.0	25.8	26.8	27.7

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

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

Note: 2007/2008 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

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

**Table A4-2**  
**Total Pieces of Advertising Mail<sup>1</sup> Received Per Week by Age of Head of Household**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Type of Ad Mail	18 - 21			22 - 24			25 - 34		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
First-Class:									
Advertising alone	0.4	0.8	0.4	0.3	0.8	0.8	0.7	1.3	1.1
Business invitations/announcements	0.1	0.1	0.4	0.1	0.3	0.3	0.2	0.4	0.4
Stuffers (Advertising Enclosed)	0.8	1.9	0.8	0.7	1.6	1.5	1.1	2.4	2.2
Total First-Class <sup>2</sup>	1.3	2.8	1.6	1.1	2.7	2.6	2.0	4.2	3.7
Standard Mail:									
Commercial	3.7	5.1	6.5	3.2	6.0	6.1	6.6	9.8	9.7
Nonprofit	0.6	1.4	1.2	0.5	0.7	0.4	1.2	1.1	1.2
Total Standard Mail	4.3	6.5	7.7	3.7	6.7	6.5	7.8	11.0	10.9
Total Advertising <sup>2</sup>	5.6	9.2	9.3	4.8	9.4	9.1	9.8	15.2	14.7

Type of Ad Mail	35 - 44			45 - 54			55 - 64		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
First-Class:									
Advertising alone	1.0	1.6	1.5	1.2	1.7	1.5	1.1	1.7	1.6
Business invitations/announcements	0.3	0.5	0.5	0.4	0.6	0.5	0.3	0.6	0.5
Stuffers (Advertising Enclosed)	1.3	2.9	3.0	1.3	3.2	2.9	1.4	3.2	3.1
Total First-Class <sup>2</sup>	2.6	5.0	5.0	2.9	5.5	4.9	2.8	5.4	5.2
Standard Mail:									
Commercial	8.3	12.0	11.8	8.9	13.2	12.4	9.8	13.0	12.9
Nonprofit	1.9	1.8	1.6	2.4	2.3	2.3	2.7	2.5	2.6
Total Standard Mail	10.2	13.8	13.4	11.3	15.5	14.8	12.5	15.5	15.6
Total Advertising <sup>2</sup>	12.8	18.8	18.5	14.2	21.0	19.7	15.3	21.0	20.8

Type of Ad Mail	65 - 69			70+	70 - 74		75+	
	1987	2007	2008	1987	2007	2008	2007	2008
First-Class:								
Advertising alone	1.0	1.8	1.6	0.7	1.3	1.4	1.2	1.1
Business invitations/announcements	0.4	0.6	0.6	0.2	0.4	0.4	0.5	0.4
Stuffers (Advertising Enclosed)	1.2	3.2	2.9	0.9	2.7	3.0	2.4	2.3
Total First-Class <sup>2</sup>	2.6	5.6	5.0	1.8	4.4	4.9	4.1	3.8
Standard Mail:								
Commercial	8.2	13.1	12.9	7.6	11.9	11.3	10.4	10.8
Nonprofit	2.9	3.1	3.1	2.8	3.3	3.2	4.2	4.2
Total Standard Mail	11.1	16.1	16.0	10.4	15.3	14.5	14.6	15.0
Total Advertising <sup>2</sup>	13.7	21.8	21.0	12.2	19.7	19.3	18.6	18.8

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

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

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

**Table A4-3**  
**Total Pieces of Advertising Mail<sup>1</sup> Received Per Week by Education of Head of Household**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Type of Ad Mail	< 8th Grade			Some High School			High School			Some College		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
First-Class:												
Advertising alone	0.5	1.2	0.8	0.7	0.9	1.0	0.7	1.4	1.2	0.9	1.4	1.4
Business invitation/ announcements	0.1	0.7	0.2	0.1	0.5	0.5	0.2	0.5	0.4	0.3	0.5	0.5
Stuffers (Advertising Enclosed)	0.5	2.1	1.8	0.7	1.9	1.9	1.0	2.6	2.5	1.3	2.7	2.8
Total First-Class <sup>2</sup>	1.1	4.1	2.7	1.5	3.3	3.4	1.9	4.5	4.1	2.5	4.7	4.6
Standard Mail:												
Commercial	5.0	8.2	8.3	5.6	7.9	7.4	7.0	10.8	10.1	7.9	11.0	11.1
Nonprofit	1.2	1.9	1.7	1.5	1.9	1.3	1.6	1.9	1.9	2.2	2.0	1.9
Total Standard Mail	6.2	10.0	10.0	7.1	9.8	8.7	8.6	12.7	12.0	9.9	13.0	13.1
Total Advertising <sup>2</sup>	7.3	14.1	12.7	8.6	13.1	12.0	10.5	17.2	16.1	12.4	17.6	17.7

Type of Ad Mail	Tech School			College			Post Graduate		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
First-Class:									
Advertising alone	0.9	1.7	1.3	1.2	1.7	1.6	1.5	1.9	1.8
Business invitation/announcements	0.3	0.5	0.5	0.4	0.5	0.5	0.6	0.6	0.6
Stuffers (Advertising Enclosed)	1.1	3.1	2.5	1.6	3.2	3.0	2.1	3.4	3.7
Total First-Class <sup>2</sup>	2.3	5.3	4.3	3.2	5.5	5.1	4.2	5.9	6.1
Standard Mail:									
Commercial	7.8	11.0	11.3	9.9	13.8	13.3	11.8	15.3	16.3
Nonprofit	1.9	2.2	2.1	2.6	2.5	2.7	2.1	3.5	3.9
Total Standard Mail	9.7	13.2	13.4	12.6	16.4	16.0	16.3	18.8	20.2
Total Advertising <sup>2</sup>	12.0	18.4	17.7	15.8	21.9	21.2	20.5	24.7	26.3

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

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

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

**Table A4-4**  
**Total Mail Overview: Treatment of Advertising Mail by**  
**Actual Weekly Standard Mail Receipt**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary and Recruitment Data)**

Treatment	Actual Standard Mail Pieces								
	0 - 7			8 - 10			11 - 12		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Usually read	23.9	21.6	20.0	19.4	14.2	15.8	20.0	11.6	12.6
Usually scan	39.6	29.9	29.8	40.4	38.5	29.9	42.6	31.7	34.0
Read some	26.4	28.6	30.6	30.4	28.5	32.1	30.0	37.7	33.6
Usually don't read	9.8	19.7	19.6	9.6	18.4	21.8	7.4	18.8	19.7
Don't Know/No Answer	0.3	0.1	0.0	0.2	0.3	0.4	0.0	0.2	0.1
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	2007	2008	1987	2007	2008	1987	2007	2008
Usually read	16.0	14.2	10.7	12.9	11.8	12.3	11.5	9.5	11.5
Usually scan	46.3	34.7	33.5	42.6	38.0	34.1	41.3	33.8	31.4
Read Some	28.5	32.9	37.4	34.8	32.9	34.3	39.1	39.3	38.6
Usually don't read	9.2	18.0	18.5	9.2	17.3	19.3	7.9	17.4	18.5
Don't Know/No Answer	0.0	0.2	0.0	0.5	0.0	0.0	0.2	0.0	0.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

**Table A4-5**  
**Total Mail Overview:**  
**Intended Response to Advertising Mail by Class**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Intended Response	First-Class <sup>1</sup>			Standard Mail <sup>2</sup>			Standard Mail Nonprofit <sup>2</sup>		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Will respond	11.1	8.5	8.0	14.6	10.4	10.6	17.9	13.6	14.6
May respond	10.3	57.5	54.9	20.0	61.1	62.9	16.4	59.0	60.6
Won't respond	58.4	11.2	11.9	58.6	16.5	16.2	55.1	17.5	16.7
Don't know/No answer	19.8	22.8	25.2	6.9	12.0	10.3	10.4	9.9	8.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

<sup>1</sup> Estimates for 1987 include both advertising only and advertising enclosed mail. Estimates for 2007/2008 include advertising only.

<sup>2</sup> 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, 2007 and 2008**  
**(Diary Data)**

Industry	1987		2007		2008	
	First	Standard Mail	First	Standard Mail	First	Standard Mail
Financial:						
Credit card	5.8	8.0	5.7	3.0	2.4	3.2
Bank	8.0	8.9	4.9	2.8	2.2	4.4
Securities broker	14.3	9.0	2.4	6.5	12.2	7.6
Money Market	9.8	5.3	1.0	8.3	0.0	8.9
Insurance Company	8.9	6.6	5.7	3.1	2.9	3.5
Real Estate/Mortgage	4.7	3.5	2.6	1.5	1.6	3.0
Merchants:						
Department store	9.5	12.0	19.1	21.7	15.7	22.9
Mail order company	13.5	15.4	11.1	11.9	14.8	11.2
Specialty store	13.1	12.8	14.0	16.9	11.1	17.1
Publisher	19.6	18.7	11.5	12.8	23.5	11.6
Land promotion company	10.6	2.9	0.0	1.5	5.1	14.2
Online auction	N/A	N/A	36.4	6.4	67.6	3.0
Restaurant	2.2	15.9	16.4	24.4	27.4	19.0
Consumer packaged goods	16.1	28.7	6.8	14.3	8.7	12.6
Auto dealers	4.1	7.2	2.6	5.2	4.9	4.4
Services:						
Telephone	6.7	15.1	4.0	3.0	5.5	3.6
Other Utility	8.0	12.7	16.9	11.9	10.2	13.7
Medical	21.2	10.2	9.3	7.5	6.8	7.2
Other professional	20.7	14.3	10.5	6.7	1.2	3.3
Leisure service	16.8	8.7	13.1	10.6	11.6	8.5
Cable TV	7.8	13.4	4.6	2.9	1.9	2.5
Computer	8.1	15.8	4.7	3.1	9.3	5.4
Social/Charitable/Political/Nonprofit <sup>2</sup>	20.4	18.5	7.5	14.1	15.6	14.9
Total Percentage of "Will Respond" to Advertising Pieces <sup>3</sup>	13.4	15.1	8.5	10.8	8.0	11.2

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

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

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

**Table A4-7**  
**Treatment of Advertising Mail by Household Income**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment Data)**

Treatment	Under \$7K			\$7K - \$9.9K			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Usually read	31.1	44.8	26.0	26.7	23.8	30.4	26.4	23.1	26.6	22.9	25.6	26.3
Usually scan	32.9	13.5	22.9	37.5	27.9	25.8	37.1	28.3	25.8	38.1	35.3	27.4
Read some	22.7	17.3	22.9	25.3	22.6	24.8	28.7	28.5	25.8	30.4	24.4	29.8
Usually don't read	8.7	23.0	28.2	9.7	24.6	17.6	7.2	20.1	20.8	7.3	13.9	16.5
Don't know/No answer	0.7	1.5	0.0	0.1	1.1	1.3	0.0	0.0	1.0	0.5	0.8	0.0
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	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Usually read	16.8	26.2	23.7	19.7	23.4	22.2	16.9	23.4	22.2	16.2	17.0	16.9
Usually scan	44.8	30.0	31.4	44.4	34.4	31.6	46.1	34.4	31.6	42.8	34.2	32.2
Read some	27.3	28.2	25.5	27.5	25.6	29.0	26.9	25.6	29.0	34.4	31.0	32.8
Usually don't read	10.6	15.6	18.8	8.6	16.6	17.3	9.4	16.6	17.3	6.0	17.6	18.1
Don't know/No answer	0.0	0.0	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0
Received no advertising	0.5	N/A	N/A	0.0	N/A	N/A	0.7	N/A	N/A	0.4	N/A	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	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Usually read	14.2	14.3	18.6	8.9	12.5	13.4	8.2	10.2	10.0	10.2	8.4	8.6
Usually scan	41.1	35.6	28.5	38.3	34.3	31.1	55.4	36.4	33.2	34.1	30.2	30.3
Read some	33.9	31.9	33.5	29.3	35.6	35.1	32.4	32.7	34.2	42.6	37.3	37.2
Usually don't read	0.0	18.1	19.4	23.5	17.4	20.4	4.0	20.4	22.4	13.1	24.1	23.8
Don't know/No answer	0.4	0.1	0.0	0.0	0.1	0.0	0.0	0.2	0.1	0.0	0.0	0.1
Received no advertising	10.4	N/A	N/A	0.0	N/A	N/A	0.0	N/A	N/A	0.0	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: 2007/2008 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

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

**Table A4-8**  
**Treatment of Advertising Mail**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment Data)**

Treatment	1987	2007	2008
Usually read	19.6	16.4	16.9
Usually scan	40.4	32.6	30.0
Read some	29.6	31.5	32.2
Usually don't read	9.1	19.2	20.6
Don't know/No answer	0.2	0.2	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, 2007 and 2008**  
**(Recruitment Data)**

Treatment	18 - 21			22 - 24			25 - 34			35 - 44		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Usually read	39.4	9.6	33.3	21.1	21.3	12.7	20.3	14.8	15.1	17.7	12.3	13.6
Usually scan	38.8	35.6	20.0	46.7	27.8	30.1	41.4	33.8	29.4	40.8	35.3	30.5
Read some	12.6	21.1	28.9	24.8	32.0	32.5	30.7	28.9	31.7	30.8	32.6	33.8
Usually don't read	3.2	33.7	17.8	6.7	18.8	24.7	6.3	21.9	23.6	9.8	19.6	22.0
Don't know/No answer	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.6	0.2	0.0	0.2	0.1
Received no advertising	5.8	N/A	N/A	0.7	N/A	N/A	1.0	N/A	N/A	0.9	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	45 - 54			55 - 64			65 - 69			70+	70 - 74		75+	
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008	2007	2008
Usually read	17.0	15.8	15.4	19.7	16.3	17.0	23.6	16.5	17.2	19.5	18.4	19.5	21.6	20.8
Usually scan	41.3	30.2	30.9	39.4	32.1	28.7	37.9	32.1	28.4	38.2	36.5	30.2	32.1	32.1
Read some	31.9	34.0	32.5	28.2	33.0	35.4	26.4	31.0	32.0	30.0	29.5	31.3	27.9	27.2
Usually don't read	9.2	19.8	21.2	11.6	18.6	18.8	9.4	20.3	22.2	11.8	15.6	19.0	18.0	19.3
Don't know/No answer	0.3	0.2	0.1	0.0	0.0	0.2	0.7	0.0	0.1	0.0	0.0	0.0	0.4	0.6
Received no advertising	0.3	N/A	N/A	1.1	N/A	N/A	2.0	N/A	N/A	0.5	N/A	N/A	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

**Table A4-10**  
**Treatment of Advertising Mail by Education of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment Data)**

Treatment	< 8th Grade			Some High School			High School			Some College		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
Usually read	29.2	27.0	29.0	24.6	27.2	28.2	23.5	18.8	20.7	17.6	15.8	15.2
Usually scan	37.0	26.2	28.7	33.0	29.3	26.3	42.4	33.7	29.2	39.9	33.0	31.5
Read some	22.0	25.4	23.7	27.8	26.0	27.0	26.2	30.0	30.9	30.8	33.7	32.6
Usually don't read	9.0	20.8	17.9	11.8	17.2	18.1	7.0	17.3	19.0	10.8	17.5	20.5
Don't know/No answer	0.7	0.6	0.6	0.0	0.3	0.3	0.1	0.2	0.2	0.3	0.1	0.3
Received no advertising	2.1	N/A	N/A	2.8	N/A	N/A	0.8	N/A	N/A	0.6	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	Tech School			College			Post Graduate		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Usually read	18.5	13.8	17.7	12.2	10.2	11.5	8.9	6.0	7.6
Usually scan	39.9	32.0	33.5	43.5	33.8	31.5	41.9	34.2	29.4
Read some	31.6	33.6	31.5	34.6	34.2	34.3	28.3	34.8	38.4
Usually don't read	8.9	19.9	17.2	9.1	21.7	22.7	10.5	24.9	24.6
Don't know/No answer	0.1	0.6	0.0	0.3	0.1	0.1	0.0	0.1	0.0
Received no advertising	1.0	N/A	N/A	0.3	N/A	N/A	10.4	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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



## Appendix A5: Periodicals



**Table A5-1**  
**Periodicals Received**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

<b>Periodicals</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
Percent of Periodicals which are sent to Households	75.3	75.4	74.4
Pieces per household per week	1.69	1.10	1.05

Base: RPW Total Periodicals

**Table A5-2**  
**Periodicals -- Type of Publication**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Type of Publication	Percentage Received			Pieces Per Household Per Week		
	1987	2007	2008	1987	2007	2008
Newspapers:						
Daily Newspaper	8.5	3.5	5.7	0.19	0.05	0.08
Weekly Newspaper	13.4	8.1	8.1	0.30	0.12	0.11
Other Newspaper	4.9	2.9	3.0	0.11	0.04	0.04
Total Newspapers	26.8	14.5	16.7	0.60	0.21	0.24
Magazines:						
Weekly Magazine	11.1	10.6	10.6	0.25	0.15	0.15
Monthly Magazine	27.2	37.1	35.3	0.61	0.54	0.50
Other Magazine	4.4	7.6	7.6	0.10	0.11	0.11
Total Magazines	42.7	55.2	53.5	0.96	0.80	0.76
Other Periodical	3.1	2.5	2.7	0.07	0.04	0.04
Don't Know/No Answer	2.7	3.2	1.4	0.06	0.05	0.02
Total Periodicals Received by Households	75.3	75.4	74.4	1.69	1.10	1.05
Total Periodicals Received by Non-Households	26.7	24.6	25.6	-	-	-

Base: RPW Total Periodicals

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

**Table A5-3**  
**Periodical Demographics -- Pieces Received Per Household Per Week**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

<b>Income</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
< \$7K	0.6	0.4	0.4
\$ 7K - \$9.9K	1.1	0.3	0.3
\$ 10K - \$14.9K	1.2	0.7	0.7
\$ 15K - \$19.9K	1.3	0.8	0.5
\$ 20K - \$24.9K	1.4	0.8	0.7
\$ 25K - \$29.9K	1.8	1.0	0.7
\$ 30K - \$34.9K	1.9		
\$ 35K - \$49.9K	2.1	0.9	0.9
\$ 50K - \$64.9K	2.1	1.1	1.1
\$ 65K - Over	3.6	1.3	1.3
<b>Age of Head of Household</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
18 - 24	0.6	0.6	0.4
25 - 34	1.2	0.6	0.8
35 - 44	1.8	1.0	0.9
45 - 54	2.0	1.1	1.1
55 - 64	2.3	1.4	1.3
65 - 69	1.9	1.5	1.3
70 - 74		1.5	1.4
75+	1.9	1.4	1.4
<b>Education of Head of Household</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
< 8th grade	1.2	0.9	0.6
Some High School	1.2	0.7	0.7
High School	1.4	1.0	0.9
Some College	1.6	1.0	1.0
Technical School	1.6	1.2	1.1
College	2.2	1.3	1.2
Post graduate	3.4	1.7	1.7
<b>Type of Household</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
One-person household	1.1	0.9	0.8
Male	1.0	0.9	0.8
Female	1.2	0.9	0.8
One adult + minors	0.9	0.5	0.7
Male	0.6	1.0	0.5
Female	0.9	0.4	0.7
<b>More Than One Adult</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
Without Children	2.1	1.3	1.3
One-earner	2.0	1.3	1.3
Two-earner	2.1	1.1	1.1
With Children	1.7	1.0	0.9
One-earner	1.6	0.9	0.8
Two-earner	1.9	1.1	1.1

<b>Employment of Head of Household <sup>1</sup></b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
White collar professional	2.2	1.2	1.2
White collar sales/clerical	1.5	1.0	0.9
Blue collar craftsmen/mechanic	1.2	0.8	0.7
Service Worker	1.2	0.8	0.9
Other employed	1.1	0.9	0.8
Homemaker	1.7	1.0	0.9
Student	1.4	0.1	0.2
Retired	1.9	1.4	1.4
Other not employed	0.4	0.2	0.6
<b>Type of Dwelling</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
Single-family house	2.0	1.2	1.1
Multi-family	1.0	0.7	0.7
Mobile house	1.1	0.9	0.8
<b>Number of Adults</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
1	1.1	0.8	0.8
2	1.8	1.2	1.1
3	2.1	1.2	1.1
4+	2.1	1.1	1.1

Note: 2007 and 2008 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$  
<sup>1</sup> Revised from Employment of Respondent to Employment of Head of Household.

**Table A5-4**  
**Periodical Mail -- Type of Subscription**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Type of Subscription	Percentage of Total Periodicals		
	1987	2007	2008
Paid (ordered)	49.4	44.6	44.2
Free (ordered)	4.4	6.9	6.8
Gift (from friend or relative)	3.5	4.3	4.0
Free - Came w/ membership	10.2	12.5	11.7
Other	2.6	0.9	0.9
Don't know/No answer	5.3	6.2	6.8
Total Mail Received by Households	75.3	75.4	74.4

Base: RPW Total Periodicals

**Table A5-5**  
**Periodicals -- Source of Publications**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Source of Publication	Percent of Total Periodicals			Pieces Per Household Per Week		
	1987	2007	2008	1987	2007	2008
Religious/Educational	9.1	7.5	6.7	0.21	0.11	0.09
Veterans	0.9	0.6	0.6	0.02	0.01	0.01
Charitable	0.9	0.7	0.6	0.02	0.01	0.01
Union/Professional	7.8	9.0	7.7	0.18	0.13	0.11
Total "Nonprofit"	18.7	17.8	15.6	0.43	0.26	0.22
Other (Commercial, Professional Org)	53.5	55.8	58.0	1.20	0.81	0.82
Don't know/No answer	3.2	1.8	0.8	0.07	0.03	0.01
Percent of All Periodicals Received by Households	75.3	75.4	74.4	1.69	1.10	1.05

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, 2007 and 2008**  
**(Diary Data)**

Subscription Type	Union/ Professional			Religious/ Educational			Veterans		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Paid (ordered)	8.3	6.8	4.9	7.9	8.3	6.6	0.5	0.5	0.3
Free (ordered)	21.7	18.0	12.7	25.6	12.2	11.6	4.4	0.5	0.6
Gift (from friend or relative)	4.0	2.5	2.9	18.1	16.7	13.1	0.5	0.0	0.0
Other	19.1	6.6	9.8	22.7	15.2	11.5	2.3	0.0	0.0
Free - Came w/ membership	21.1	34.8	35.8	16.0	12.2	13.7	1.9	2.5	2.7

Subscription Type	Charitable			Other			Don't Know/ No Answer		
	1987	2007	2008	1987	2007	2008	1987	2007	2008
Paid (ordered)	0.5	0.4	0.3	81.1	83.8	87.0	1.7	0.2	0.8
Free (ordered)	2.8	0.3	1.0	44.1	68.2	74.0	1.4	0.8	0.2
Gift (from friend or relative)	1.4	1.1	1.3	73.4	79.4	82.2	2.6	0.4	0.5
Other	2.6	0.0	0.5	50.7	78.2	75.9	2.7	0.0	2.3
Free - Came w/ membership	6.2	3.3	2.9	54.8	46.7	45.0	0.0	0.5	0.0

Note: Percentages are row percentages within each subscription type.

**Table A5-7**  
**Periodicals -- Satisfaction With Delivery**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

<b>Time of Arrival</b>	<b>Percentage of Pieces</b>		
	<b>1987</b>	<b>2007</b>	<b>2008</b>
Arrived earlier than expected	5.0	7.1	3.8
Arrived on day expected	40.9	36.3	33.1
Was not expected to arrive on any special day	43.9	45.2	50.1
Arrived later than expected	3.8	2.7	3.1
Don't Know/No answer	6.5	8.7	9.9
Total	100.0	100.0	100.0

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

**Table A5-8**  
**Periodicals -- Need for Delivery**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

<b>Delivery</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
Could arrive a day later	40.2	32.8	26.4
Comes on proper day	19.5	18.4	19.6
No regular day	9.0	16.9	18.4
Regular day is too late	0.9	0.6	1.2
Day doesn't matter	22.7	22.3	24.4
Other need	0.4	0.2	0.3
Don't know/No answer	7.2	8.8	9.8
Total	100.0	100.0	100.0

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

**Table A5-9**  
**Periodicals -- Satisfaction With Delivery by Postal Region**  
**(Percent of Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

Satisfaction with Delivery	Northeast			Eastern			Southern			Central			Western		
	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008	1987	2007	2008
On time/earlier	50.2	42.9	39.7	45.6	43.9	33.8	41.4	46.0	35.6	50.7	44.8	40.6	40.5	37.6	33.0
Not expected on any special day	40.1	46.0	48.5	43.2	44.8	52.5	45.0	39.7	49.9	42.7	44.3	48.9	48.2	51.0	51.7
Arrived later than expected	3.4	2.0	2.8	5.5	2.8	3.1	3.6	2.1	3.2	2.2	2.7	2.6	4.7	3.8	3.8
Don't know/No answer	6.4	9.0	9.0	5.7	8.5	10.6	9.9	12.2	11.3	4.3	8.2	7.9	6.7	7.6	11.5
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	100.0	100.0	100.0

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

**Table A5-10**  
**Periodicals -- Households' Need for Delivery by Postal Region**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Diary Data)**

<b>Satisfaction with Delivery</b>	<b>Northeast</b>			<b>Eastern</b>			<b>Southern</b>			<b>Central</b>			<b>Western</b>		
	<b>1987</b>	<b>2007</b>	<b>2008</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>	<b>1987</b>	<b>2007</b>	<b>2008</b>
Could arrive a day later	42.6	36.7	28.3	40.9	31.2	27.7	42.6	33.0	26.0	37.1	33.0	24.2	39.3	32.5	26.6
Comes on proper day	18.5	17.6	20.8	21.4	19.1	19.7	15.1	18.2	19.1	25.6	20.1	21.9	15.1	14.0	15.4
No regular day	10.1	15.7	18.0	7.0	16.9	15.3	9.2	17.9	18.5	8.0	16.1	18.9	11.2	19.0	20.5
Regular day is too late	0.2	0.5	0.5	2.2	0.6	1.5	0.9	0.4	1.8	0.5	0.5	1.0	0.9	1.0	1.2
Day doesn't matter	20.7	20.1	23.0	21.8	23.2	25.1	22.0	18.4	23.1	23.7	21.8	26.0	24.7	26.0	24.2
Other Need/Don't know/No answer	7.9	9.3	9.3	6.7	9.0	10.7	10.2	12.1	11.5	5.1	8.5	8.0	8.8	7.4	12.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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



# Appendix A6: Packages & Expedited

Appendix A6: Packages & Expedited has been redacted.





## Appendix A7: Electronic Communications



**Table A7-1**  
**Household Electronic Mail Capability by Income**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment Data)**

Capability	Under \$7K		\$7K - \$9.9K		\$10K - \$14.9K		\$15K - \$19.9K	
	2007	2008	2007	2008	2007	2008	2007	2008
Have personal computer	29.8	34.7	37.3	32.1	45.4	41.5	48.5	46.0
Have Internet access	20.1	26.8	21.3	20.9	30.1	32.1	36.0	35.5
Have Broadband access	12.3	20.5	10.7	13.7	12.3	41.5	16.3	25.4

Capability	\$20K - \$24.9K		\$25K - \$34.9K		\$35K - \$49.9K		\$50K - \$64.9K	
	2007	2008	2007	2008	2007	2008	2007	2008
Have personal computer	56.5	56.9	67.0	66.5	76.7	79.1	86.0	84.6
Have Internet access	46.4	45.6	57.2	57.4	69.4	73.0	78.7	80.3
Have Broadband access	24.0	26.9	30.3	40.9	42.8	52.2	49.9	62.0

Capability	\$65K - \$79.9K		\$80K - \$99.9K		\$100K - Over	
	2007	2008	2007	2008	2007	2008
Have personal computer	91.1	92.2	95.7	95.1	96.5	96.4
Have Internet access	87.3	89.3	92.7	93.4	95.1	95.5
Have Broadband access	58.8	73.8	73.9	79.5	79.5	86.8

Note: Broadband access includes any form of Internet Access other than Dial-up

**Table A7-2**  
**Household Electronic Mail Capability by Education of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2007 and 2008**  
**(Recruitment Data)**

Capability	< 8th Grade		Some High School		High School		Some College	
	2007	2008	2007	2008	2007	2008	2007	2008
Have personal computer	35.7	39.7	54.8	49.6	72.7	71.5	84.5	82.0
Have Internet access	27.7	30.8	41.2	42.2	64.9	65.5	77.5	76.6
Have Broadband access	14.1	20.9	20.7	27.8	40.0	48.1	52.6	62.1

Capability	Tech School		College		Post Graduate	
	2007	2008	2007	2008	2007	2008
Have personal computer	83.9	78.5	91.9	91.2	94.9	94.6
Have Internet access	79.2	71.7	88.5	88.1	91.9	92.1
Have Broadband access	52.2	58.0	68.5	73.5	72.2	78.6

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, 2007 and 2008**  
**(Recruitment Data)**

Capability	18 - 21		22 - 24		25 - 34		35 - 44		45 - 54	
	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008
Have personal computer	85.8	85.9	78.2	82.3	85.6	87.9	89.0	89.8	88.2	88.6
Have Internet access	75.7	77.2	66.1	77.8	78.6	83.0	83.3	86.1	82.6	83.1
Have Broadband access	62.1	63.3	53.7	71.8	62.5	71.5	62.2	73.1	57.6	69.3

Capability	55 - 64		65 - 69		70-74		75+	
	2007	2008	2007	2008	2007	2008	2007	2008
Have personal computer	81.9	82.6	71.2	73.3	64.4	68.1	48.9	47.9
Have Internet access	75.2	77.4	63.9	68.6	54.2	61.3	41.5	42.4
Have Broadband access	51.3	60.8	40.0	52.0	31.3	41.8	18.6	27.3

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 - 2008 (Diary Data)**

	2000	2001	2002	2003	2004	2005	2006	2007	2008
Correspondence									
Personal	7,211	7,456	7,154	6,457	6,561	5,870	6,079	5,610	5,646
Greeting Cards	4,052	4,472	4,456	3,816	4,014	3,586	3,935	3,571	3,652
Letter from Friend or Relative	1,769	1,839	1,629	1,467	1,385	1,227	1,138	1,116	1,046
Other Personal	1,391	1,145	1,070	1,174	1,161	1,057	1,006	923	948
Business/Government	6,433	6,859	6,881	6,584	6,974	7,284	6,262	6,634	6,446
Social	2,660	2,470	2,613	2,918	2,333	2,318	2,198	2,541	2,334
Total	16,304	16,785	16,649	15,960	15,867	15,473	14,540	14,785	14,426
Transactions									
Bills	12,618	13,669	14,315	14,237	14,555	14,345	14,111	13,808	13,825
Financial Statements	6,117	7,598	6,874	6,429	6,452	6,594	6,920	7,133	6,560
Credit Card Statement/Bill	2,958	4,423	4,280	4,305	3,926	4,311	4,969	4,980	4,830
Notice or Confirmation of Order	2,007	2,502	2,860	2,429	2,252	2,518	2,738	3,242	2,824
Payment/Check/Credit	1,481	1,679	1,635	1,618	1,552	1,437	1,439	1,418	1,324
Other	2,500	1,629	1,679	1,698	1,329	1,350	1,447	1,369	1,426
Total	27,680	31,501	31,643	30,716	30,065	30,556	31,624	31,949	30,789
Advertising (Ads Only)									
	7,930	10,743	10,624	9,659	8,840	10,546	10,344	9,034	8,257
CD/DVD/Video Games <sup>1</sup>									
	N/A	640	806						
DK/RF									
	4,890	1,483	1,613	2,534	2,498	2,208	2,915	2,449	2,971
Total First-Class Received									
	56,805	60,512	60,529	58,869	57,270	58,783	59,423	58,856	57,250

Note: Totals may not sum due to rounding.

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

<sup>1</sup> CD/DVD/Video Games not collected as a separate category prior to 2007.

**Table A8-2**  
**Shares of First Class Mail Received by Type**  
**Years 2000 - 2008 (Diary Data)**

	2000	2001	2002	2003	2004	2005	2006	2007	2008
Correspondence									
Personal	13%	12%	12%	11%	11%	10%	10%	10%	10%
Greeting Cards	7%	7%	7%	6%	7%	6%	7%	6%	6%
Letter from Friend or Relative	3%	3%	3%	2%	2%	2%	2%	2%	2%
Other Personal	2%	2%	2%	2%	2%	2%	2%	2%	2%
Business/Government	11%	11%	11%	11%	12%	12%	11%	11%	11%
Social	5%	4%	4%	5%	4%	4%	4%	4%	4%
Total	29%	28%	28%	27%	28%	26%	24%	25%	25%
Transactions									
Bills	22%	23%	24%	24%	25%	24%	24%	23%	24%
Financial Statements	11%	13%	11%	11%	11%	11%	12%	12%	11%
Credit Card Statement/Bill	5%	7%	7%	7%	7%	7%	8%	8%	8%
Notice or Confirmation of Order	4%	4%	5%	4%	4%	4%	5%	6%	5%
Payment/Check/Credit	3%	3%	3%	3%	3%	2%	2%	2%	2%
Other <sup>1</sup>	4%	3%	3%	3%	2%	2%	2%	2%	2%
Total	49%	52%	52%	52%	52%	52%	53%	54%	54%
Advertising (Ads Only)	14%	18%	18%	16%	15%	18%	17%	15%	14%
CD/DVD/Video Games <sup>1</sup>	N/A	1%	1%						
DK/RF	9%	2%	3%	4%	4%	4%	5%	4%	5%
Total First-Class Received	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note: Totals may not sum due to rounding.

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

<sup>1</sup> CD/DVD/Video Games not collected as a separate category prior to 2007.

**Table A8-3**  
**First Class Mail Sent by type**  
**Pieces in Millions**  
**Years 2000 - 2008 (Diary Data)**

	2000	2001	2002	2003	2004	2005	2006	2007	2008
Correspondence									
Personal	6,680	7,135	7,154	6,457	6,561	5,870	6,232	5,811	5,646
Greeting Cards	3,818	4,561	4,223	3,958	4,332	4,010	4,294	3,887	3,648
Letter to Friend or Relative	1,915	1,740	1,974	1,561	1,513	1,071	1,240	1,250	1,021
Other Personal	947	833	957	938	715	789	699	675	978
Business/Government	2,057	2,049	2,142	1,610	1,720	1,702	1,662	1,678	1,600
Social	775	419	444	440	447	417	372	454	483
Total	9,512	9,603	9,740	8,508	8,728	7,989	8,266	7,944	7,729
Transactions									
Bill Payment	11,327	11,212	11,996	10,707	11,152	10,809	9,949	10,202	9,704
Orders	853	734	774	739	734	769	612	560	537
Donations	578	572	574	536	598	560	524	550	657
Total	12,758	12,518	13,345	11,981	12,484	12,139	11,085	11,311	10,898
CD/DVD/Video Games <sup>1</sup>									
	N/A	540	774						
DK/RF									
	361	1,701	1,982	1,176	1,185	1,013	824	966	1,353
Total First-Class Sent									
	22,631	23,822	25,067	21,665	22,396	21,141	20,174	20,761	20,755

Note: Totals may not sum due to rounding.

<sup>1</sup> CD/DVD/Video Games not collected as a separate category prior to 2007.

**Table A8-4**  
**Shares of First Class Mail Sent by type**  
**Years 2000 - 2008 (Diary Data)**

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

Note: Totals may not sum due to rounding.

<sup>1</sup> CD/DVD/Video Games not collected as a separate category prior to 2007.

**Table A8-5**  
**Bills Paid by Method**  
**Average Pieces per Household per Month**  
**Years 2000 - 2008 (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>	<b>2008</b>
Mail	8.7	8.8	8.7	8.3	8.4	8.0	7.4	7.5	7.0
Internet	.2	.4	.5	.7	1.1	1.3	1.6	1.9	2.6
Auto Deduction from Bank	.8	.8	1.0	1.0	1.2	1.2	1.3	1.4	1.4
In Person	1.0	.8	.9	.8	.8	.8	.8	.7	.7
Credit Card	N/A	N/A	.2	.2	.3	.3	.4	.4	.4
Telephone	.1	.2	.2	.2	.3	.3	.3	.3	.3
ATM	0	0	0	0	0	0	0	0	N/A
Total	11.0	11.0	11.5	11.3	12.1	11.9	11.8	12.1	12.4
Total Electronic <sup>1</sup>	1.2	1.4	1.9	2.1	2.9	3.2	3.6	3.9	4.7

Note: Totals may not sum due to rounding.

<sup>1</sup> Includes bills paid by Internet, Auto Deduction from Bank Account, Credit Card, Telephone and ATM

**Table A8-6**  
**Shares of Bills Paid by Method**  
**Years 2000 - 2008 (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>	<b>2008</b>
Mail	79%	80%	75%	74%	69%	67%	63%	62%	56%
Internet	2%	4%	4%	6%	9%	11%	14%	16%	21%
Auto Deduction from Bank	7%	7%	8%	9%	10%	10%	11%	11%	12%
In Person	9%	8%	8%	7%	6%	6%	7%	6%	6%
Credit Card	N/A	N/A	2%	2%	3%	3%	3%	3%	3%
Telephone	1%	2%	2%	2%	2%	2%	3%	2%	2%
ATM	0%	0%	0%	0%	0%	0%	0%	0%	N/A
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Total Electronic <sup>1</sup>	11%	13%	17%	19%	24%	27%	30%	32%	38%

Note: Totals may not sum due to rounding.

<sup>1</sup> Includes bills paid by Internet, Auto Deduction from Bank Account, Credit Card, Telephone and ATM

**Table A8-7**  
**Shares of Households using Method of Paying Bills**  
**Years 2000 - 2008 (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>	<b>2008</b>
Mail	92%	91%	93%	92%	93%	93%	92%	92%	90%
Auto Deduction from Bank Account	31%	32%	41%	41%	49%	52%	52%	53%	48%
Internet	4%	8%	11%	14%	20%	24%	28%	30%	36%
In Person	35%	30%	33%	33%	32%	33%	36%	31%	30%
Credit Card	N/A	N/A	15%	15%	19%	19%	21%	21%	18%
Telephone	5%	8%	9%	10%	12%	14%	15%	13%	12%
ATM	2%	2%	2%	1%	1%	1%	1%	1%	0%

Note: Totals may not sum due to rounding.

**Table A8-8**  
**Type of Payments made by Mail**  
**Pieces in Millions by Payee Type**  
**Years 2000 - 2008 (Diary Data)**

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

Note: Totals may not sum due to rounding.

**Table A8-9**  
**Type of Payments made by Mail**  
**Percent of Bill Payments by Payee Type**  
**Years 2000 - 2008 (Diary Data)**

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

Note: Totals may not sum due to rounding.

**Table A8-10**  
**Share of Households by Internet Access type**  
**Years 2000 - 2008 (Diary Sample)**

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

Note: Totals may not sum due to rounding.

Note: Type of Internet Access not collected prior to 2004.

**Table A8-11**  
**Number of Purchases Made over the Internet over the past month**  
**Percent of Households**  
**Years 2000 - 2008 (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>	<b>2008</b>
All Households									
None	86%	89%	78%	75%	71%	70%	60%	57%	56%
1	6%	4%	8%	9%	10%	11%	9%	9%	8%
2	3%	3%	5%	6%	8%	8%	10%	10%	10%
3-5	3%	3%	6%	7%	8%	8%	14%	15%	16%
6-10	1%	1%	2%	2%	2%	3%	5%	6%	6%
More than 10	0%	0%	1%	1%	1%	1%	2%	3%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Households that Made 1+ purchases									
1	42%	36%	37%	38%	36%	35%	23%	20%	19%
2	23%	26%	25%	23%	26%	25%	24%	23%	23%
3-5	24%	28%	26%	26%	28%	27%	35%	35%	36%
6-10	7%	7%	8%	9%	8%	8%	13%	15%	15%
More than 10	3%	3%	3%	4%	3%	4%	5%	7%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note: Totals may not sum due to rounding.

**Table A8-12**  
**Advertising Volume**  
**Pieces in Millions**  
**Years 2000 - 2008 (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>	<b>2008</b>
First-Class Ads	15,335	19,146	18,376	17,450	16,329	18,395	17,997	16,888	16,445
Advertising Only	7,930	10,743	10,624	9,659	8,840	10,546	10,343	9,034	8,257
Secondary Advertising	7,404	8,402	7,752	7,791	7,489	7,849	7,653	7,854	8,187
<hr/>									
Standard Ads <sup>1</sup>	60,496	72,174	71,088	74,205	78,119	83,498	86,874	83,411	82,994
<hr/>									
Total Ads	75,830	91,319	89,464	91,655	94,448	101,893	104,871	100,299	99,438
<hr/>									
First-Class Ads Share of Total Ads	20%	21%	21%	19%	17%	18%	17%	17%	17%

Note: Totals may not sum due to rounding.

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

**Table A8-13**  
**Advertising Mail By Sender Type**  
**Pieces in Millions**  
**Years 2000 - 2008 (Diary Data)**

	2000	2001	2002	2003	2004	2005	2006	2007	2008
<b>First-Class Ads <sup>1</sup></b>									
Financial	6,111	7,876	8,057	7,375	7,036	8,578	7,948	6,696	6,003
Merchants	4,241	5,063	4,263	4,092	3,811	4,033	3,955	3,681	3,621
Services	3,517	4,564	4,608	4,545	4,222	4,328	4,541	4,904	5,134
Manufacturers	286	406	376	388	388	401	373	469	476
Government	230	286	275	277	272	405	427	349	334
Social	836	891	718	680	564	595	675	704	695
Other	114	60	78	93	36	55	78	84	181
Total	15,335	19,146	18,376	17,450	16,329	18,395	17,997	16,888	16,445
<b>Standard Ads <sup>2</sup></b>									
Financial	8,156	12,641	13,397	13,961	16,306	19,367	19,909	17,921	17,502
Merchants	23,645	29,709	28,707	27,623	27,904	28,965	30,363	29,788	28,691
Services	6,194	9,099	8,213	8,932	9,082	9,948	9,619	10,941	11,625
Manufacturers	846	1,220	1,102	1,401	1,399	1,643	1,537	1,529	1,488
Government	1,053	1,089	1,192	973	1,166	1,283	1,626	1,408	1,575
Social	11,911	10,632	10,759	12,722	13,135	13,630	14,082	13,756	13,936
From Multiple Organizations	4,500	6,149	6,211	7,143	7,365	7,363	8,222	7,067	7,345
Other	4,190	1,634	1,508	1,450	1,763	1,299	1,516	1,002	832
Total	60,496	72,174	71,088	74,205	78,119	83,498	86,874	83,411	82,994
<b>Total Ads</b>									
Financial	14,267	20,517	21,453	21,337	23,342	27,945	27,857	24,617	23,505
Merchants	27,886	34,772	32,970	31,715	31,716	32,998	34,318	33,469	32,312
Services	9,711	13,663	12,821	13,477	13,304	14,276	14,160	15,845	16,760
Manufacturers	1,131	1,626	1,478	1,789	1,787	2,044	1,909	1,998	1,963
Government	1,283	1,375	1,467	1,249	1,439	1,688	2,053	1,757	1,909
Social	12,747	11,523	11,477	13,402	13,698	14,225	14,757	14,460	14,631
From Multiple Organizations	4,500	6,149	6,211	7,143	7,365	7,363	8,222	7,067	7,345
Other	4,304	1,695	1,586	1,542	1,799	1,354	1,594	1,086	1,013
Total	75,830	91,319	89,464	91,655	94,448	101,893	104,871	100,299	99,438

Note: Totals may not sum due to rounding.

<sup>1</sup> Includes Secondary Advertising

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

**Table A8-14**  
**Advertising Mail By Sender Type**  
**Percent of Pieces**  
**Years 2000 - 2008 (Diary Data)**

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

Note: Totals may not sum due to rounding.

<sup>1</sup> Includes Secondary Advertising

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

**Table A8-15**  
**Treatment Of Advertising Material By Household Income**  
**Percent of Households**  
**Years 2000 - 2008 (Recruitment Data)**

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

Note: Totals may not sum due to rounding.

**Table A8-16**  
**Purchases Resulting from Ad Mail In Previous Month**  
**Percent of Households**  
**Years 2000 - 2008 (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>	<b>2008</b>
None	76%	80%	75%	75%	75%	77%	75%	78%	69%
1	11%	9%	11%	12%	12%	11%	11%	12%	12%
2	6%	5%	6%	6%	6%	6%	7%	5%	9%
3-5	5%	4%	5%	5%	4%	4%	5%	4%	8%
6 or More	1%	1%	1%	1%	1%	1%	1%	1%	2%

Note: Totals may not sum due to rounding.

# Appendix B: Methodology

## Study Design and Methodology

The U.S. Postal Service Household Diary Study (HDS), conducted by NuStats on behalf of the 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, to 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	2,028	1,328
Quarter 2	1,300	2,022	1,378
Quarter 3	1,300	2,020	1,355
Quarter 4	1,300	1,922	1,251
<b>Total</b>	<b>5,200</b>	<b>7,992</b>	<b>5,312</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 2008 household interview consisted of 7,992 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-U.S. 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 2008 study (defined as the proportion of respondents who completed the diary portion relative to all recruited respondents) was 66.5 percent. This represents no change from 66.5 percent in 2007. Most recruitment refusals took place prior to hearing who NuStats was and why the firm was calling. Refusal households that were later re-contacted cited time constraints and privacy concerns as reasons for not participating.

### Stage 2: Mail Diary Package

Recruited households were sent mail diaries, instructions, and a toll-free "help" telephone number. The night before an assigned diary week began, NuStats made reminder calls to households to confirm receipt of the packet and to answer any questions. If the packet was not received by this time, NuStats re-confirmed the address, assigned a new diary week, and re-sent the packet.

The diary package contained a Certificate of Appreciation, Instruction Booklet, and a photo-based “Quick Start” sheet. The Instruction Booklet provided information about the study, answers to frequently asked questions, instructions for filling out the diary, guidelines for sorting mail, and examples of mail markings.

The diary instrument was composed of two parts:

- **The Question sheets.** The Question sheets were color-coded by mail classification (e.g. First-Class Mail received, First-Class Mail sent, Standard, 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 7,992 households recruited to receive a diary package, 5,312 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 2008**

**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	119	141	260	2.5%	7.2%
\$10,000 - \$14,999	156	148	304	3.3%	6.0%
\$15,000 - \$19,999	163	109	272	3.4%	5.8%
\$20,000 - \$24,999	205	136	341	4.3%	5.8%
\$25,000 - \$34,999	420	213	633	8.9%	10.7%
\$35,000 - \$49,999	671	297	968	14.2%	14.1%
\$50,000 - \$64,999	727	334	1,061	15.4%	11.9%
\$65,000 - \$79,999	727	252	979	15.4%	9.0%
\$80,000 - \$99,999	583	240	823	12.3%	9.1%
\$100,000 or more	955	415	1,370	20.2%	20.3%
Don't Know	114	138	252	N/A	N/A
Refused	472	257	729	N/A	N/A
<b>Total</b>	<b>5,312</b>	<b>2,680</b>	<b>7,992</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:

Sample Percent based only on retrieved households that provided a response to the Household Income question.

Population percent based on U.S. Census Bureau, Current Population Survey Annual Demographic File (March 2008).

**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	1,145	614	1,759	21.6%	33.4%
Two	2,322	941	3,263	43.7%	51.9%
Three	775	431	1,206	14.6%	10.4%
Four	693	396	1,089	13.0%	3.3%
Five or More	377	298	675	7.1%	1.0%
<b>Total</b>	<b>5,312</b>	<b>2,680</b>	<b>7,992</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:

Sample Percent based only on retrieved households.

Population percent based on U.S. Census Bureau, Current Population Survey Annual Demographic File (March 2008).

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

Geographic Region	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
Northeast	1,120	510	1,630	21.1%	19.2%
Midwest	1,345	556	1,901	25.3%	23.4%
South	1,783	1,076	2,859	33.6%	36.0%
West	1,064	538	1,602	20.0%	21.3%
<b>Total</b>	<b>5,312</b>	<b>2,680</b>	<b>7,992</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:

Sample Percent based only on retrieved households.

Population percent based on U.S. Census Bureau, Census 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	2,564	1,365	3,929	48.3%	48.7%
Other Metro Areas	1,625	778	2,403	30.6%	29.9%
Non-Metropolitan Areas	1,123	537	1,660	21.1%	21.4%
<b>Total</b>	<b>5,312</b>	<b>2,680</b>	<b>7,992</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:

Sample Percent based only on retrieved households.

Population percent based on U.S. Census Bureau, Census 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	40	54	94	0.8%	5.4%
25 - 44	1,092	688	1,780	20.6%	35.8%
45 - 64	2,401	1,087	3,488	45.4%	38.1%
65+	1,756	829	2,585	33.2%	20.7%
Refused	23	22	45	N/A	N/A
<b>Total</b>	<b>5,312</b>	<b>2,680</b>	<b>7,992</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:

Sample Percent based only on retrieved households that provided a valid response.

Population percent based on U.S. Census Bureau, Current Population Survey Annual Demographic File (March 2008).

**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	80	105	185	1.5%	4.9%
Some high school	192	173	365	3.6%	8.1%
High school graduate	1,409	866	2,275	26.6%	29.5%
Some college	1,010	517	1,527	19.1%	19.1%
Technical school graduate	218	99	317	4.1%	4.4%
College graduate	1,408	551	1,959	26.6%	23.7%
Postgraduate work	971	351	1,322	18.4%	10.4%
Refused	24	18	42	N/A	N/A
<b>Total</b>	<b>5,312</b>	<b>2,680</b>	<b>7,992</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:

Sample Percent based only on retrieved households that provided a valid response.

Population percent based on U.S. Census Bureau, Current Population Survey Annual Demographic File (March 2008).

## Data Weighting and Expansion

This section explains the methodology used for creating sampling and expansion weights for the FY 2008 Household Diary Study.

The FY 2008 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 2008 Recruitment

Sampling weights were produced separately for the households that participated in the recruitment phase of the FY 2008 HDS, and those that completed and returned a diary. There were two main weighting variables: Geography and Education. FY 2008 recruitment geographic weights were derived from sample households' strata and region:

**Strata:** As mentioned previously, there are three strata. A household was classified within strata as residing in the top 30 metropolitan areas nationwide, any other metropolitan area, or a non-metropolitan area.<sup>1</sup> Table B.8 provides unweighted sample counts from FY 2008 recruitment data for strata:

**Table B.8:**  
HDS 2008 Recruitment Data: Urban/Rural Location

Urban/ Rural Location	Household	Percent	Cumulative Percent
30 Largest Metro Areas	3,929	49.2%	<b>49.2%</b>
Other Metro Areas	2,403	30.1%	<b>79.2%</b>
Non-Metro Counties	1,660	20.8%	<b>100.0%</b>
<b>Total</b>	<b>7,992</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):

<b>Four Census Regions:</b>	
<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 2008 Recruitment Data: Geographic Region

Geographic Region	Households	Percent	Cumulative Percent
Northeast	1,630	20.4%	<b>20.4%</b>
Midwest	1,901	23.8%	<b>44.2%</b>
South	2,859	35.8%	<b>80.0%</b>
West	1,602	20.0%	<b>100.0%</b>
<b>Total</b>	<b>7,992</b>	<b>100.0%</b>	

**Strata/Regions:** Table B.10 indicates the distribution of households from the FY 2008 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	1,140	308	182	<b>1,630</b>
Midwest	876	531	494	<b>1,901</b>
South	905	1,194	760	<b>2,859</b>
West	1,008	370	224	<b>1,602</b>
<b>Total</b>	<b>3,929</b>	<b>2,403</b>	<b>1,660</b>	<b>7,992</b>

**Table B.11:**  
HDS 2008 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	12.8%	1,140	14.3%	.90
	Midwest	11,317,737	10.7%	876	11.0%	.98
	South	12,488,134	11.8%	905	11.3%	1.05
	West	14,020,576	13.3%	1,008	12.6%	1.05
<b>Other Metro Areas</b>	Northeast	4,134,396	3.9%	308	3.9%	1.02
	Midwest	6,617,353	6.3%	531	6.6%	.94
	South	15,769,481	15.0%	1,194	14.9%	1.00
	West	5,061,183	4.8%	370	4.6%	1.04
<b>Non-Metro Areas</b>	Northeast	2,638,540	2.5%	182	2.3%	1.10
	Midwest	6,799,442	6.4%	494	6.2%	1.04
	South	9,757,599	9.3%	760	9.5%	.97
	West	3,362,974	3.2%	224	2.8%	1.14
<b>Totals</b>		<b>105,480,101</b>	<b>100.0%</b>	<b>7,992</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 2008. In cases where the head of household refused to provide his/her education level, an educational level was imputed based on the average educational level of like cases. There were 42 such cases in 2008; 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 2008 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	5,678,671	4.9%	185	2.3%	2.10
Some high school	9,447,954	8.1%	367	4.6%	1.76
High school graduate	34,415,623	29.5%	2,283	28.6%	1.03
Some college	22,250,252	19.1%	1,546	19.3%	0.98
Technical school graduate	5,125,159	4.4%	330	4.1%	1.06
College graduate	27,672,660	23.7%	1,959	24.5%	0.97
Post graduate work	12,193,177	10.4%	1,322	16.5%	0.63
<b>Totals</b>	<b>116,783,496</b>	<b>100.0%</b>	<b>7,992</b>	<b>100.0%</b>	<b>1.00</b>

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

## Weighting Procedures – FY 2008 Diary Data

As mentioned above, 7,992 households participated in the recruitment phase of the FY 2008 HDS, and 5,312 households completed usable diaries. Balancing weights for the FY 2008 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 116.78 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

$$116,783,496 / 5,312 = 21,984.8$$

Component Weight:

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

Where  $P_s$  = population count in cohort and  
 $P_t$  = total population count;  
 $S_s$  = sample count in cohort and  
 $S_t$  = total sample count.

## Adjustment Factors

In order to account for variations in the reporting of household mail volumes, three types of adjustment factors were used:

- 1) Destination adjustment factors;
- 2) Household-to-Household adjustment factors; and
- 3) Household-to-Non-household adjustment factors.

Destination adjustment factors were calculated from differences between weighted volumes derived from FY 2008 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 Nonprofit 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 (1.04) was applied to personal First-Class Letters & Flats.

Household-to-non-household adjustment factors were applied to account for under-reporting of mail sent by households to non-households. The use of this adjustment factor is based on a comparison between the reported bills paid by households from the recruitment phase of the survey and amounts derived from actual diary data. This factor (1.43) 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 2008 Adjustment Factors Utilized by Postal Classification

Postal Classification	Destination Adjustment Factor	Household-to-Household	Household-to-Non-household
First-Class Letters & Flats	.96	1.04	1.43
Standard Regular Letters & Flats	.93	N/A	N/A
Standard Nonprofit Letters & Flats	.93	N/A	N/A
Package Services	.82	N/A	N/A
Expedited	.90	N/A	N/A
Periodicals	.81	N/A	N/A



# Appendix C: Survey Instruments





# Appendix C1: Recruitment Questionnaire



## Recruitment Questionnaire – FY2008

### Acronym Dictionary

DK = Don't Know

RF = Refusal

NA = Not applicable

### IMPORTED SAMPLE FIELDS:

«TZONE »	«PSU »
«SAMPN »	«REGN »
«LISTD »	«DIV »
«REP »	«CR »
«STYPE »	«STRAT »
«HHNAM »	«PHONE »
«CTFIP »	

**PROGRAMMING NOTE: FOLLOW THE FY '07 CATI SCRIPT FOR THE FOLLOWING VARIABLES, UNLESS SOMETHING HAS CHANGED, OR SHOULD CHANGE.**

«DISPO »	«SHFT5 »
«GTIME »	«SHFT6 »
«GDAY »	«SKP1 »
«DAYTM »	«MOV1 »
«SHFT1 »	«SKP2 »
«SHFT2 »	«MOV2 »
«SHFT3 »	AND SO ON THROUGH SKP6 AND MOV6
«SHFT4 »	«SKOT1 » AND THEN 2, 3, AND 4

**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	KB ..... Call Back, Specific =>GO TO CB
NA .....No Answer =>GO TO END	KH.....Call Back, General =>GO TO CB
BZ .....Busy =>GO TO END	KR ..... Spanish Callback, General =>GO TO CB
AM.....Answering Machine =>GO TO END	KS.....Spanish Callback, Specific =>GO TO CB
ID.....Disconnect =>GO TO END	RH..... Hang Up =>GO TO END
IM .....Computer/Fax Machine =>GO TO END	PM ..... Caller ID =>GO TO END
IG .....Business/Government =>GO TO END	RF..... Strong Refusal =>GO TO REFUS
IL.....Deaf/Language Barrier =>GO TO END	QA.....No ASSN Dates Available (only to be used at end of FY) =>GO TO END
R1 .....1st Refusal =>GO TO REFU1	QD.....Non-qualified, Special (Permission only) =>GO TO END

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

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

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

IF NEEDED – TYPICALLY ONLY NEED THIS KIND OF TERMINATION AT END OF A QUARTER; SEE CURRENT PROGRAM AND MODEL THIS TO MATCH: Your household was selected to participate in the diary study the week of \_\_\_\_\_. I'm sorry your household is not eligible for another week, but thank you for your time and interest.

- OK ..... Continue
- KB ..... Call Back – specific =>GO TO CB
- KH ..... Call Back – general =>GO TO CB
- KS ..... Spanish Call Back – specific =>GO TO CB
- KR ..... Spanish Call Back – general =>GO TO CB
- QA ..... No available assignment dates (only to be used at end of FY) =>GO TO END
- R1 ..... 1<sup>st</sup> Refusal =>GO TO REFU1
- RH ..... Hang Up =>GO TO END

**3. [VADD]** I'd like to verify your mailing address. Is it . . .  
ADDR<MADDR> APT<MSUIT>  
CITY<MCITY> STATE<MSTAT> ZIP<MZIP1><MZIP2><APTML>

- 1 ..... Yes
- 2 ..... No

AFTER VERIFYING ADDRESS IF LETTR=2, READ INT05 BUT THEN SKIP VADD AND GO TO POBOX.
--

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

- 1 ..... Yes
- 2 ..... No

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

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

**6. [RECV]** Do you receive mail in your home mailbox? [WE WANT TO KNOW IF THEY RECEIVE MAIL AT THEIR PHYSICAL HOME ADDRESS]

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

IF RECV = 1, CONTINUE  
IF RECV = 2, 8 OR 9, THANK AND TERMINATE, AND MARK IT QN or QM  
QN=wrong address if aptml=0; QM=doesn't receive mail in their home mailbox

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

- 1 .....Male
- 2 .....Female

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

PROBE FOR SPECIFIC NUMBER, RANGE: 0-90

- 98 .....DK
- 99 .....NA/RF

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

PROBE FOR SPECIFIC NUMBER, RANGE: 0-997

- 998 .....DK
- 999 .....NA/RF

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

PROBE FOR SPECIFIC NUMBER, RANGE: 0-997

- 998 .....DK
- 999 .....NA/RF

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

PROBE FOR SPECIFIC NUMBER, RANGE: 0-997

- 998 .....DK
- 999 .....NA/RF

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

PROBE FOR SPECIFIC NUMBER, RANGE: 0-997

- 98 .....DK
- 99 .....NA/RF

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

PROBE FOR SPECIFIC NUMBER, RANGE: 0-75

- 98 .....DK
- 99 .....NA/RF

**14. [Q9R\_01-05]** Which of the following methods of mailing personal packages—not letter mail—have household members used in the last six months?

**MULTIPLE RESPONSE**

- 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

**15. [Q12]** How many times in an average month do household members go to a U.S. Postal Office but not to the service counter? IF NEEDED: We mean an outside drop off box, going to your PO Box, or using an automated machine.

**VERIFY RESPONSE IF MORE THAN 30, RANGE: 0-60**

- 98 ..... DK
- 99 ..... NA/RF

**16. [Q14B]** How many times in an average month do household members go inside a U.S. Postal Office to the service counter?

**VERIFY RESPONSE IF MORE THAN 30, RANGE: 0-60**

- 00 ..... NONE
- 98 ..... DK
- 99 ..... NA/RF

**17. [Q13]** How many times in an average month do household members go to a private mailing service?

**PROBE FOR SPECIFIC NUMBER, RANGE: 0-30**

- 00 ..... None => GO TO Q22
- 98 ..... DK => GO TO Q22
- 99 ..... NA/RF => GO TO Q22

**18. [Q14]** Why does your household use a mailing service rather than the post office?

**IF THEY SAY "CONVENIENT" OR "EASIER" OR OTHER VAGUE RESPONSE,  
ASK "Why is it convenient or easier?" SELECT BEST FIT.**

- |   |  |
|---|--|
| 01 ..... HOURS-LONGER/LATER                     | 12 ..... FOR EXTRA SERVICES (COPYING, FAXES, MAIL BOXES, ETC.) |
| 02 ..... LOCATION                               | 13 ..... SHORTER WAIT TIME/LINES, LESS CROWDED                 |
| 03 ..... OFFERS PICK UP SERVICE                 | 14 ..... 'SHIP TO' REQUESTED IT                                |
| 04 ..... CHEAPER                                | 16 ..... ACCEPTS ODD-SHAPED/OVERSIZED PACKAGES                 |
| 05 ..... FASTER/OVERNIGHT DELIVERY              | 18 ..... ON-LINE TRACKING SERVICE                              |
| 06 ..... OFFERS DROP OFF SERVICE                | 20 ..... USES ONLY FOR JOB/WORK-RELATED PACKAGES               |
| 07 ..... PACKAGES IT UP                         | 21 ..... TO USE UPS  |
| 08 ..... SERVICE-BETTER/MORE EFFICIENT/FRIENDLY | 97 ..... OTHER, SPECIFY  |
| 09 ..... MORE RELIABLE/SEEMS SAFER              | 99 ..... DK/RF   |
| 11 ..... USES ONLY IN SPECIAL CIRCUMSTANCES     |  |

**19. [Q22]** Many people are now using the Internet to communicate, pay bills and conduct other household activities that were traditionally done by mail. In this next set of questions, we'll be asking about your household's access to and use of personal computers and the Internet. How many personal computers, including desktops and laptops, does your household own?

PROBE FOR SPECIFIC NUMBER, RANGE: 0-9

98 .....DK  
99 .....NA/RF

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

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

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

98 .....DK  
99 .....NA/RF

**21. [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

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

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

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

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

**24. [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**

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

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

**ASK EVERYONE Q55A**

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

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

**ASK EVERYONE Q25R**

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

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

**IF (Q25R = 2,8,9, or Missing) AND (Q23=0, 98, 99 or Missing), SKIP TO Q28C  
PLEASE CHECK THIS CAREFULLY DURING TESTING!**

**28. [Q57A1]** How long have members of your household been using the Internet for non-business purposes at any location?

- 1 ..... Less than 1 year
- 2 ..... 1 to 3 years
- 3 ..... 4 to 5 years
- 4 ..... More than 5 years
- 0 ..... Don't use the Internet for non-business purposes => GO TO Q28C
- 8 ..... DK
- 9 ..... RF

**29. [Q57B1]** During the last month, how often did the members of your household use the Internet for non-business purposes at any location? Would you say...

- 1 .....Several times a day
- 2 .....Almost every day
- 3 .....Several times a week
- 4 .....Once a week
- 5 .....Once a month
- 6 .....Less than once a month
- 8 .....DK
- 9 .....RF

**30. [Q57C1]** Which of the following Internet activities do members of your household use?

**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 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  |

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

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

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

**32. [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

**33. [Q7]** About how many electronic greeting cards—not e-mail messages—did your household send through the Internet last month?

**PROBE FOR SPECIFIC NUMBER, RANGE: 0-80**

- 98 .....DK
- 99 .....NA/RF

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

**34. [SCR3P3]** Traditionally, people pay bills in person or by mail. Now, many banks and other companies offer bill payments by telephone and over the Internet.

**35. [Q28]** How many bills or other types of account statements does your household receive electronically, either on-line at a website or through e-mail, each month?

PROBE FOR SPECIFIC NUMBER, RANGE: 0-80

00 ..... None => GO TO Q28C  
99 ..... DK/RF

**36. [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

**37. [Q28B]** For how many of these <Q28> bills and accounts do you also receive paper statements?

PROBE FOR SPECIFIC NUMBER, RANGE: 1-80

00 ..... None  
99 ..... DK/RF

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

PROBE FOR SPECIFIC NUMBER, RANGE 1-80

00 ..... None  
99 ..... DK/RF

**40. [Q29]** About how many total bills does your household pay, by any method, in an average month?

PROBE FOR SPECIFIC NUMBER, RANGE: 0-80

98 ..... DK  
99 ..... NA/RF

**41. [Q31]** Of these <Q29> household bills, about how many are paid...

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

- [Q31A]** By mail
- [Q31D]** By Internet
- [Q31B]** In Person
- [Q31C]** By telephone
- [Q31F]** By automatic deduction from bank account, or charge to debit card
- [Q31G]** By automatic charge to credit card

NOTE: If Q31D = 0, 98, 99, SKIP Q105A

**42. [Q105A]** What service do you use most often to pay bills over the Internet?

- 1 .....Bank or credit union
- 2 .....Check free Web service
- 3 .....Website of company requesting payment
- 97 .....OTHER, SPECIFY
- 98 .....DK
- 99 .....RF

FOR Q32A\_01-16 THRU [Q32G\_01-16], ONLY ASK ABOUT THIS METHOD  
IF RESPONDENT SAID THEY PAY THAT WAY In Q31A thru G

**43. [Q32A\_01-16]** What types of bills does your household pay by mail?

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                    |

**44. [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/<br>TO TRACK/ MORE CONTROL |
| 02 .....SAVES TIME                 |   |
| 06 .....HABIT/LIKE TRADITIONAL WAY | 19 ..... CHEAPEST METHOD                                |
| 07 .....NO OTHER OPTION            | 97 ..... OTHER, SPECIFY                                 |
| 08 .....OUT OF STATE/NOT LOCAL     | 99 ..... DK/RF  |
| 12 .....MOST TRUSTED METHOD        |   |

**45. [Q32B\_01-16]** What types of bills do you pay In Person?

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. [Q32C\_01-16]** What type of bills do you pay by telephone?

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. [Q32D\_01-16]** If Q31D>1: What type of bills do you pay over the Internet?

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

PLEASE READ THE LIST

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

**48. [Q32F\_01-16]** What type of bills do you pay by automatic deduction from a bank account, or charge to a debit card?

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?

PLEASE READ THE LIST

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

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

98 .....DK

99 .....RF

PROBE FOR SPECIFIC NUMBER, RANGE: 0-50

**51. [Q38]** How many different magazine subscriptions do members of your household purchase or receive free by any other method such as Internet, door hanger, or other?

PROBE FOR SPECIFIC NUMBER, RANGE: 0-15, VERIFY IF > 10

98 .....DK

99 .....RF

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

PROBE FOR SPECIFIC NUMBER, RANGE: 0-15

98 .....DK

99 .....RF

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

PROBE FOR SPECIFIC NUMBER, RANGE: 0-32

98 .....DK

99 .....RF

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

PROBE FOR SPECIFIC NUMBER, RANGE: 0-97

98 .....DK

99 .....RF

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

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

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

**56. [Q51]** Within the past 12 months, has anyone in your household ordered an article or product as a result of receiving advertising, a catalog or other promotional material in the mail, including credit card solicitations?

- 1 ..... Yes => CONTINUE
- 2 ..... No => GO TO Q53
- 8 ..... DK => GO TO Q53
- 9 ..... NA/RF => GO TO Q53

**57. [Q52]** Of those orders placed in the past 12 months, how many were made by...

**RANGE 0 TO 80; VERIFY IF MORE THAN 60**

**[Q52A.]** Mail?

[IF NEEDED Again, this is as a result of receiving advertising, a catalog or other promotional material in the mail, including credit card offers.]

**[Q52B.]** Internet? IF (Q23=0, 98, 99 or Missing) AND (Q25R = 2,8,9, or Missing), DO NOT ASK

**[Q52C.]** Phone?

**[Q52D.]** In person?

**[Q52E.]** By some other method?

**IF 52A, 52B, 52C, 52D or 52E = DK/NOT SURE: Just give me your best estimate.**

**58. [Q53]** How about in the last month, how many orders did your household place as a result of receiving catalogs or other promotional material in the mail, including credit card offers?

**RANGE: 0-30 VERIFY IF MORE THAN 20.**

- 00 ..... NONE => GO TO Q50
- 98 ..... DK => GO TO Q50
- 99 ..... RF => GO TO Q50

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

**59. [Q54]** Of the <Q53> orders in the last month, how many were placed by . . . **ORDER IS DIFFERENT**

**[Q54B]** Mail (VERIFY IF OVER 15, RANGE: 0-20)

**[Q54C]** Internet (VERIFY IF OVER 15, RANGE: 0-20)

IF (Q23=0, 98, 99 or Missing) AND (Q25R = 2,8,9, or Missing), DO NOT ASK

**[Q54A]** Phone (VERIFY IF OVER 20, RANGE: 0-30)

**[Q54E]** In person (VERIFY IF OVER 15, RANGE 0-20)

**[Q54D]** Some other method (VERIFY IF OVER 15, RANGE: 0-20)

- 98 ..... DK
- 99 ..... RF

**60. [Q50]** Currently, the law does not allow anyone other than a U.S. Postal employee to place material in your mailbox or slot. How would you feel about changing the law to allow anyone to place material in your mailbox or slot? Do you...

- 1 ..... Prefer it
- 2 ..... Oppose it
- 3 ..... Not care one way or the other
- 8 ..... DK
- 9 ..... NA/RF

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

NOTE: SKIP ALL THE INTERNET QUESTIONS IF ((Q23=0, 98, 99 or Missing) AND (Q25R = 2,8,9, or Missing))  
VERIFY IF OVER 100, RANGE: 0-200

- 998 .....DK
- 999 .....RF

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

**62. [Q177A]** How many of these Internet purchases were shipped and delivered to you, as opposed to being delivered to you electronically (such as e-tickets, software, or a gift certificate for an online retailer)?

VERIFY IF OVER 100, RANGE: 0-200

- 998 .....DK
- 999 .....RF

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

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

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

**64. [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

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

IF 177D WAS USPS, CHOICES SHOULD BE:

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

IF 177D WAS FedEx, CHOICES SHOULD BE:

- 05 ..... Overnight (IF NEEDED: TAKES 1 DAY TO MOST US LOCATIONS, MOST EXPENSIVE, GUARANTEED ARRIVAL)
- 06 ..... 2-day (IF NEEDED: TAKES 2 DAYS, COSTS LESS THAN OVERNIGHT, GUARANTEED ARRIVAL)
- 10 ..... 3-day (IF NEEDED: TAKES 3 DAYS, COSTS LESS THAN 2-DAY, GUARANTEED ARRIVAL)
- 11 ..... Ground (IF NEEDED: LESS EXPENSIVE THAN OTHER METHODS, CAN TAKE SEVERAL DAYS, NO GUARANTEE)
- 97 ..... OTHER, SPECIFY
- 98 ..... DK
- 99 ..... NA/RF

IF 177D WAS UPS, CHOICES SHOULD BE:

- 12 ..... Next-day Air (IF NEEDED: 1 DAY TO MOST US CITIES, MOST EXPENSIVE, GUARANTEED ARRIVAL)
- 13 ..... 2<sup>nd</sup> Day Air (IF NEEDED: TAKES 2 DAYS, COSTS LESS THAN OVERNIGHT, GUARANTEED ARRIVAL)
- 14 ..... Ground (IF NEEDED: LESS EXPENSIVE THAN OTHER METHODS, CAN TAKE SEVERAL DAYS, NO GUARANTEE)
- 97 ..... OTHER, SPECIFY
- 98 ..... DK
- 99 ..... NA/RF

IF 177D WAS DHL, CHOICES SHOULD BE:

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

**66. [Q177E]** Earlier you stated your household made <Q55R> personal purchases over the Internet in the last month. Of these Internet purchases you stated <Q177A> were shipped and delivered to you. In the last month, how many personal purchases did you make over the Internet that were delivered electronically?

IF NEEDED: Such as electronic tickets, software, services, etc.

PROBE FOR SPECIFIC NUMBER, RANGE: 0-97

- 98 ..... DK
- 99 ..... RF

**67A. [Q177F]** When you make purchases, do you feel more secure providing personal information through the Internet or through the U.S. Mail, or is it about the same?

**NOTE: THE CHOICE IS BETWEEN THE INTERNET AND THE MAIL.  
AN ANSWER OF 'MORE SECURE', OR 'LESS SECURE', ETC., IS NOT ACCEPTABLE. YOU MUST CLARIFY.**

- 1 .....Internet
- 2 .....US Mail
- 3 .....About the same
- 8 .....DK
- 9 .....RF

**67B. [Q177G]** When you make purchases, do you feel more secure providing personal information through the Internet or making the transaction in person, or is it about the same?

**NOTE: THE CHOICE IS BETWEEN THE INTERNET AND THE MAIL.  
AN ANSWER OF 'MORE SECURE', OR 'LESS SECURE', ETC., IS NOT ACCEPTABLE. YOU MUST CLARIFY.**

- 1 .....Internet
- 2 .....In-person
- 3 .....About the same
- 8 .....DK
- 9 .....RF

**68. [SCR5]** The Postal Service is interested in learning more about what makes up its mail volume. Account statements from banks and other financial companies represent a large portion of the mail. I'll be asking you some questions about the types of financial statements you receive, but please be assured we are not collecting any specific financial information. As with everything in this survey, your answers are completely confidential.

- 1 .....Continue

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

**READ ITEMS**

- [Q57A]** IRA or other retirement 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 simply want to get a sense of the volume and types of mail you receive from financial companies such as banks, credit cards, investment firms and similar organizations. We do not ask any details about your personal financial information.

**70. [Q58]** How many of the following insurance policies do people in your household have? Please exclude any policies held through their jobs.

- [Q58A]** Property (RANGE: 0-20)
- [Q58B]** Life (RANGE: 0-16)
- [Q58C]** Health (RANGE: 0-40)
- [Q58D]** Automobile (RANGE: 0-50)

- 98 .....DK
- 99 .....RF

**71. [Q59]** In total, how many credit cards do people in your household have from . . .

READ ITEMS

**[Q59A]** Retail stores – Sears, JC Penny, Macy’s (RANGE: 0-70)

**[Q59B]** Gasoline and oil companies (RANGE: 0-12)

**[Q59C]** Bank credit cards, like Master Card and Visa; Sponsor credit cards such as Target Visa or American Airlines Master Card (RANGE: 0-30)

**[Q59D]** Credit card companies like American Express and Diners Club (RANGE: 0-10)

98 ..... DK

99 ..... RF

**72. [Q60]** The next set of questions are for classification purposes only. The answers allow us to compare your household to other households with similar characteristics. Including yourself, how many people live in your household?

PROBE FOR SPECIFIC NUMBER, RANGE: 1-16

01 ..... ONE => GO TO AGE

99 ..... RF

**73. [Q65]** How many adults, 18 years of age or older are in your household?

PROBE FOR SPECIFIC NUMBER, RANGE: 1-10

99 ..... RF

IF Q65 = Q60 BUT NOT 99, SKIP TO SCRP6

**74. [Q61]** How many of them are under age 6?

PROBE FOR SPECIFIC NUMBER, RANGE: 0-9

99 ..... RF

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

PROBE FOR SPECIFIC NUMBER, RANGE: 0-6

99 ..... RF

**76. [Q63]** How many are between the ages of 13 and 17?

PROBE FOR SPECIFIC NUMBER, RANGE: 0-5

99 ..... RF

**77. [SCR6P6]** The next questions concern the <Q65> person/people, that are 18 years and older that is/are in your household. Let’s begin with you.

1 ..... CONTINUE

**78. [AGE]** What is your age?

- 01 .....18-21
- 02 .....22-24
- 03 .....25-34
- 04 .....35-44
- 05 .....45-54
- 06 .....55-64
- 07 .....65-69
- 08 .....70-74
- 09 .....75+
- 99 .....NA/RF

**79. [Q68]** What is your marital status?

- 1 .....Married
- 2 .....Living as married
- 3 .....Single, never been married
- 4 .....Divorced
- 5 .....Separated
- 6 .....Widowed
- 9 .....NA/RF

**80. [Q69]** Are you currently . . .

- 1 .....Employed full-time => GO TO Q72
- 2 .....Employed part-time => GO TO Q72
- 3 .....Retired, or
- 4 .....Not employed
- 9 .....NA/RF

**81. [Q70]** Have you been employed within the last 12-months?

- 1 .....Yes => GO TO Q72
- 2 .....No => IF Q69=3 AND Q70=2 SKIP TO Q79
- 9 .....NA/RF

**82. [Q71]** Are you currently . . .

- 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

**83. [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

**84. [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

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

- 1 ..... YES
- 2 ..... NO
- 9 ..... NA/RF

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

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

**87. [Q82]** Would you say you are one of the heads of the household?

- 1 ..... Yes
- 2 ..... No
- 9 ..... NA/RF

**[PREND] END OF THE PERSON ROSTER YOU HAVE FINISHED <Q65>  
IN A <Q63> PERSON HOUSEHOLD (13 OR OLDER)  
YOU MUST COLLECT INFO FOR ALL <Q63> PERSONS.**

- 1 ..... GO TO NEXT PERSON
- 2 ..... DONE WITH HH MEMBERS

**88. [Q84]** For statistical purposes, was your total household income last year, before taxes and including all household members, above or below \$50,000?

- 1 ..... Under \$50,000 a year
- 2 ..... Over \$50,000 a year
- 8 ..... DK
- 9 ..... RF

IF NEEDED or IF Q84 = 9: I understand if you feel uncomfortable answering this question. However, we only ask about income to ensure all households are equally represented in our survey. Your answer is completely confidential and only used as part of this research study in combination with other households across the country. Was your household income last year above or below \$50,000?

**IF RF A 2ND TIME, CONTINUE WITH THE SURVEY  
IF THEY PROVIDE AN ANSWER, BE SURE TO SAY THANK YOU!**

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

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

IF Q85 = 99: IF NEEDED: This more specific detail is used to analyze the data and will not be used for any purpose outside this study.

**IF RF A 2ND TIME, CONTINUE WITH THE SURVEY  
IF THEY PROVIDE AN ANSWER, BE SURE TO SAY THANK YOU!**

**90. [Q86]** IF OVER \$50K: Stop me when I say an income category that best matches your household income...

- |                                      |                                       |
|--------------------------------------|---------------------------------------|
| 08 .....\$50,000 - \$64,999 a year   | 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                           |

IF Q86 = 99: IF NEEDED: This more specific detail is used to analyze the data and will not be used for any purpose outside this study.

**91. [Q66]** How many workers earning at least \$5,000 per year are there in you household?

**PROBE FOR SPECIFIC NUMBER, RANGE 0-11**

- 98 .....DK  
99 .....RF

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

- 1 .....Own  
2 .....Rent  
9 .....NA/RF

**93. [Q88]** How long have you lived in your present home?

**PROBE FOR SPECIFIC NUMBER, RANGE 0-80  
IF LESS THEN ONE YEAR, ENTER ZERO**

- 98 .....DK  
99 .....RF

**94. [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

**95. [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  |

**96. [PHLNS]** How many telephone lines does your household have?

PROBE FOR SPECIFIC NUMBER, RANGE 0-20

00 ..... NONE, CELL PHONE ONLY => GO TO Q92  
01 ..... ONE => GO TO Q92  
98 ..... DK => CONTINUE  
99 ..... RF => CONTINUE

**97. [DEDIC]** How many of these <PHLNS> telephone lines are used exclusively for business, fax, or computer modems?

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

PROBE FOR SPECIFIC NUMBER, RANGE 1-20

00 ..... NONE  
98 ..... DK  
99 ..... RF

**98. [Q92]** Do you or any member of your household have a business that is operated from home?

1 ..... YES  
2 ..... NO => GO TO Q96  
8 ..... DK => GO TO Q96  
9 ..... RF => GO TO Q96

**99. [Q93]** About how many pieces of mail does the business receive each week?

PROBE FOR SPECIFIC NUMBER, RANGE 0-75, VERIFY RESPONSE IF ZERO

98 ..... DK  
99 ..... RF

**100. [Q94]** About how many pieces of mail does the business send each week?

PROBE FOR SPECIFIC NUMBER, RANGE 0-75, VERIFY RESPONSE IF ZERO

98 ..... DK  
99 ..... RF

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

1 ..... YES  
2 ..... NO  
9 ..... NA/RF

**102. [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.

**103. [Q96]** Do you plan to send out a large number of items like party invitations, wedding invitations, club news, etc, during the next three weeks?

1 ..... YES  
2 ..... NO  
9 ..... NA/RF

**104. [Q97]** As I mentioned earlier in our conversation, the second part of this study involves daily diaries. In them, you answer detailed questions about the mail your household sends and receives for 7 days. 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

**105. [GIFT]** Which gift would you like to receive for completing the diaries?

- 2 .....100 First-Class stamps
- 3 .....Thirty dollars

**106. [ASSNC]** Okay, we're almost finished. We'd like for you to answer questions about your household's mail for the week of READ DATE. Is that a good week for you? IF NOT, THEN OFFER NEXT ASSN WEEK. So let me confirm that you understand we'll be mailing you a set of household diaries that you'll complete during your assignment week, which is READ DATE. In appreciation for completing those diaries, we will send you the gift you requested 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

**[RFNAM/RLNAM]** So that we may mail the survey materials to you, please tell us what is your full name?

PLEASE ENTER ONLY THE FIRST AND LAST NAME OF THE RESPONDENT.  
DO NOT ENTER MIDDLE INITIAL, MR. OR MRS.  
FOR PROCESSING PURPOSES, IT IS IMPORTANT THAT WE HAVE ONLY ONE FIRST AND ONE LAST NAME PER HOUSEHOLD. ANY ADDITIONAL INFORMATION WILL DELAY PROCESSING.

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

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

IF NOT OKAY, SAY: I'm sorry, but your household was selected to participate the week of \_\_\_\_\_. I'm sorry your household is not eligible, but thank you very much for your time and participation.

**107. [MATRL]** Would you prefer your diary materials in English or Spanish?

ASK ONLY IF ANY PORTION OF SURVEY WAS CONDUCTED IN SPANISH.  
(IF ALL OF SURVEY WAS CONDUCTED IN ENGLISH, PICK "ENGLISH.")

- 1 .....ENGLISH
- 2 .....SPANISH

**108. [DIFHP]** A few days after we mail your diaries, we want to call to make sure you've received them and also to remind you of the dates we need you to track your mail 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 DIFFEENT NUMBER

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

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

Now I'm going to ask a few questions about recycling at your home. For each item, I'd like to know if you recycle it always, usually, sometimes or never. Let's begin with paper products:

**111A. [RECYL]** Do you recycle...

GET ALWAYS USUALLY SOMETIMES OR NEVER FOR EACH

- a. Newspapers
  - b. Cardboard and paper bags
  - c. Catalogs
  - d. Magazines
  - e. Bills and Statements
  - f. Advertising and marketing letters, flyers and postcards
  - g. Packaging materials from product deliveries
  - h. Telephone Directories
- 1 ..... NEVER  
2 ..... SOMETIMES  
3 ..... USUALLY  
4 ..... ALWAYS  
8 ..... DON'T KNOW  
9 ..... REFUSED

**111B.** And how about other items, do you recycle...

GET ALWAYS USUALLY SOMETIMES OR NEVER FOR EACH

- a. Glass bottles
  - b. Plastic bottles
  - c.. Metal cans
- 1 ..... NEVER  
2 ..... SOMETIMES  
3 ..... USUALLY  
4 ..... ALWAYS  
8 ..... DON'T KNOW  
9 ..... REFUSED

**112.** Do you recycle any other materials at home I haven't mentioned? (OPEN Specify)

FOR EACH ITEM MENTIONED IN OTHER, CAPTURE IF IT'S ALWAYS USUALLY OR SOMETIMES  
(i.e., and is that always, usually or sometimes?)

SKIP Q113 IF 111A and 111B ARE ALL NEVER AND NO RESPONSE FOR 112

ASK Q113 ONLY IF RESPONDENT ANSWERED 2, 3 OR 4 TO ANY ITEMS IN Q111A C THRU F

**113.** You mentioned you recycle some items that you probably receive in your mailbox. I'm going to read a few reasons why people recycle their mail. For each, please let me know if it is a reason why you recycle.

YES OR NO FOR EACH

- a. It's easy
  - b. It's good for the environment
  - c. My community requires me to do
  - d. It saves money for my community
  - e. It's the right thing to do
  - f. I've seen "please recycle" on my mail
- 1 .....YES  
2 .....NO  
8 .....DON'T KNOW  
9 .....REFUSED

**114.** Are there any other reasons you recycle your mail that I didn't mention? (OPEN Specify)

ONLY ASK IF SAID NEVER TO Q111A C, D, E, AND F [VAL – DOES IT MAKE SENSE TO ASK IF THEY SAID NEVER TO ONLY 1 ITEM, OR 2 OR 3 BUT NOT ALL 4?]

**115.** Now I'm going to read a few reasons why people do not recycle their mail. For each, please let me know if it is a reason why you do not recycle. YES OR NO FOR EACH

- a. I don't have access to recycling
  - b. It takes too much time
  - c. I don't know what can and what can't be recycled
  - d. It takes too much effort
  - e. I don't think it is important
  - f. I worry about identity theft
- 1 .....YES  
2 .....NO  
8 .....DON'T KNOW  
9 .....REFUSED

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

**117. [THANK]** Thank you very much for helping us. I have a toll free phone number where you can reach us—would you like to write it down? IF RESPONDENT WANTS NUMBER, READ SLOW ENOUGH FOR THEM TO WRITE That number is 1-888-441-8777. Goodbye and have a nice evening/day.

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

RF .....Refused to do diaries => GO TO END

**119. [INT10]** Thank you very much for your time. I'm sorry if we inconvenienced you, but we need to attempt to contact the household currently using the other mailing address. Have a nice evening/day. Goodbye. IF NEEDED: For this survey, the USPS has randomly selected households based on their mailing address. If you have any questions, please call 1-888-441-8777.

QN.....Not qualified due to address change => GO TO END

**120. [OLIST]** IF REFUSES TO PARTICIPATE In DIARY STUDY: Would you please tell me why you do not want to participate in our survey?

OPEN END

Thank you very much. Goodbye and have a nice evening/day.

**121. [INTRO]** Hello, this is \_\_\_\_\_, calling on behalf of the U.S. Postal Service. May I please speak with<NAME>? We began an interview concerning your household's mail and I would like to complete that interview now.

IF THERE IS NO NAME HERE, THEN THIS IS NOT A PARTIAL SO RESTART

2=CONTINUE WHERE I LEFT OFF

1=RESTART AT THE BEGINNING

**122. [INT]** ENTER FINAL DISPOSITION.

CP.....PARITAL COMPLETE => GO TO CB

RP.....PARTIAL REFUSAL => GO TO REFUS

RL.....REMOVE MY NAME DO NOT CALL AGAIN => GO TO OLIST

RF.....STRONG REFUSAL => GO TO REFUS

KP.....PARTIAL COMPLETE, CALLBACK NEXT QUARTER (only appears close to the end of each quarter) => GO TO END

**123. [INT04]** Thank you very much for your time. I'm sorry if we inconvenienced you, but we need households that receive their mail at their home address. Have a nice evening/day. Goodbye.

QM..... DOES NOT RECEIVE MAIL AT HOME ADDRESS => GO TO END

**124. [INT99]** SURVEY COMPLETE

CM.....COMPLETE

**125. [REFU1]** ENTER THE REASON THIS RESPONDENT IS REFUSING

1=TIME ISSUES

2=NOT INTERESTED IN TOPIC

3=INTERVIEW TOO LONG

4=SUSPICIOUS OF DATASOURCE OR SURVEY

5=DON'T FEEL THEIR INFO IS VALUABLE

7=OTHER, SPECIFY

8=DK

**126. [REFUS]** ENTER THE REASON THIS RESPONDENT IS REFUSING

1=RESPONDENT YELLING

2=RESPONDENT USING PROFANITY

3=RESPONDENT THREATENING

4=INBOUND REFUSAL

5=RESPONDENT ASKED TO BE TAKEN OF LIST

7=OTHER, SPECIFY

8=DK



# Appendix C2: Diary Package

*Advance Letter*





Date

Postal Resident

«ADDRESS»

«CITY», «STATE» «ZIP»

«SAMPN»

If you're wondering why you received a letter from the U.S. Postal Service, allow me to explain. If you are like most Americans, you depend on an uninterrupted flow of mail to and from your home. The U.S. Postal Service aims to provide exceptional delivery performance and is proud of its 94 percent on-time service record for First-Class Mail. To help ensure and continue this superior level of service in the 21<sup>st</sup> century, the U.S. Postal Service is conducting its 22<sup>nd</sup> annual **Household Diary Study**.

That's why you, along with others in your area, were selected to answer questions about the mail received and sent by your household for a period of one week. We will provide your household with postal diaries in which to record this information, along with easy to read instructions on how to complete the diaries. **This information will help us make important decisions** about performance improvements and investments in new equipment; facilities, programs and technologies **to better serve you**. Ultimately, the data we collect will be used to analyze ways of **keeping the cost of service at a minimum**.

**As thanks for your time and participation in this study, you will have a choice of ONE of the following:**

- **Thirty dollars**
- **100 First-Class stamps**

A survey specialist from NuStats, an independent firm conducting this research on our behalf, will contact you shortly to begin the survey and answer any questions you have about the study. You may also visit the project web page at [www.nustats.com/uspsstudy.htm](http://www.nustats.com/uspsstudy.htm) to learn more about the study.

To provide a correct phone number and/or a good time for us to reach you, please call our project hotline at 1-888-441-8777. The hotline hours are 11am - 9pm CST (Mon - Fri) and 12pm - 5pm CST (Sat & Sun). If you have any additional questions about this research effort or its purpose, please call Mr. John Mazzone, Household Diary Study Project Manager for the U.S. Postal Service Headquarters at 1-202-268-4169.

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

## *Diary Package Cover Letter*



USPS

# Household Diary Study

## What is the Household Diary Study?

The Household Diary Study is a national research effort sponsored by the U.S. Postal Service. The information collected from households like yours will be used to help us design systems to use our resources most effectively, develop strategies for making wise decisions, and monitor the effects of electronic technology on regular mail service. Ultimately, the data will be used to find ways of keeping the cost of service at a minimum.

The study is conducted on our behalf by NuStats, a professional research firm in Austin, Texas. NuStats ensures all information collected is strictly confidential and is used for our research purposes only. The information from your household will be used only in combination with data from other participating households.

## What are we asking of you?

Answer questions about **all the mail and packages** your household **receives** and **sends** for seven days.

## Here's how:

- **Read Steps 1-7 in the Instruction Booklet first** – this is **important** because it explains how to correctly fill out the Answer Booklets and provides visual examples.
- **Review the Photo Quick Start.**
- **Answer questions from the Question Booklet by recording the codes in the Answer Booklets.** Do this for all the mail and packages your household receives and sends each day.
- **Select your choice of gift on the Gift Selection Form** (*please allow 10-12 weeks for processing*).
- **Return all completed Answer Booklets, Mail Pieces, and the Gift Selection Form in the postage-paid Priority Mail envelope** – drop in any public U.S. Postal Service mailbox or post office.

## Your package includes: (each item is numbered in the top, right corner)

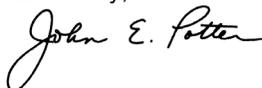
- |                        |  |                              |
|------------------------|--|------------------------------|
| 1. Instruction Booklet | 4a.-4g. Answer Booklets – 1 for each day | 7. "I'm done . . ." postcard |
| 2. Photo Quick Start   | 5a.-5g. Daily Envelopes – 1 for each day | 8. Priority Mail envelope    |
| 3. Question Booklet    | 6. Gift Selection Form                   |                              |

If you have any questions about how to complete the survey, call the USPS Hotline at **1-888-441-USPS (8777)** available 11am-9pm (Mon-Fri) or 12pm-5pm (Sat & Sun), CST.

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

I would like to thank you again for your participation and willingness to do the research that will help us improve our performance at your local post office.

Sincerely,



John E. Potter  
Postmaster General, CEO







# Appendix C2: Diary Package

*Instruction Booklet*





# Instruction Booklet

**PLEASE READ THIS FIRST!**

*Includes instructions for completing the Answer Booklets  
and examples of postage and mail markings  
for each type of mail, behind the color-coded tabs.*

# Common Terms & Questions

Here are definitions of some of the terms that we use throughout the Household Diary materials and the most frequently asked question.

## Common Terms

- **Mail Pieces** are the different pieces of mail that you receive and send - letters, bills, postcards, magazines, advertisements, packages, etc.
- **Mail Markings** are markings that are printed on a mail piece either by the post office or the mailing house. These markings indicate the postage paid and the type of mail. The Postage and Mail Markings are typically located in:
  - a) the top right-hand corner of the mail piece,
  - b) above or below the address or
  - c) inside the window of an envelope.
- **Mail Type** is the category of mail that we ask you to sort your mail into. (See the list of 7 mail types on page 1 of this booklet.)
- **Postage** is how the piece of mail was paid for when it was sent. There are three different types of postage: Stamps, Meter or Permit. (See the visual examples under the color-coded tabs for each mail type.)

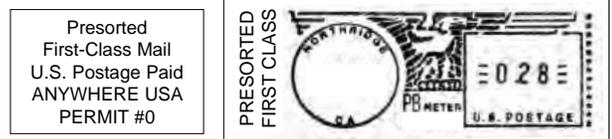
## What is the difference between First-Class Mail and Presorted Standard Mail?

These are the two most common mail types. Here are some ways to help distinguish between them:

- **First-Class Mail** from businesses are often marked “First-Class” or “Presorted First-Class” especially when they don’t have stamps. If the mail piece just has a stamp or metered strip without any of these markings, it is likely First-Class Mail.  
*Hint:* Most letter-size envelopes will have postage of 42¢ or more, either in First-Class stamps, a metered strip, or a “Forever Stamp.”

If it is **Presorted First-Class**, it may have less postage but it will say “Presorted First-Class.”  
(See pages 5-9 in this booklet for descriptions & more visual examples.)

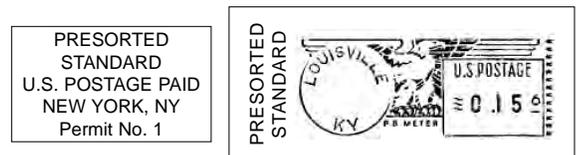
### Examples of Presorted First-Class Mail Markings



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

(See pages 10-14 in this booklet for descriptions & more visual examples.)

### Examples of Presorted Standard Mail Markings



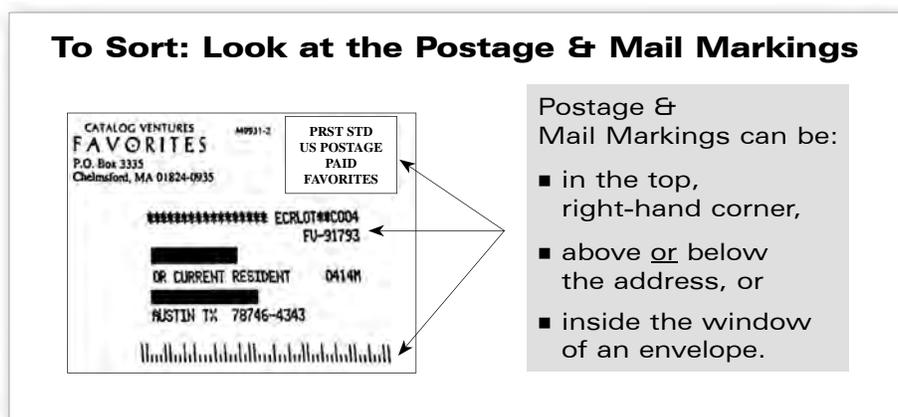
# How do I fill out the Answer Booklets?

## 1

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

The first step is to sort your mail each day into groups of mail types by looking at the postage and other markings on your mail (we call these "mail markings"). All the mail you receive can be classified under one of the following 7 types\*:

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



**\*To help you sort your mail, see the examples of postage and mail markings under the colored tab associated with each mail type.**

### We are only interested in your household mail:

- Please DO NOT include any mail received or sent for a business, club, or association operated from your home.
- Only record mail sent to your home, DO NOT include any mail sent to your P.O. Box.

### Special Circumstances

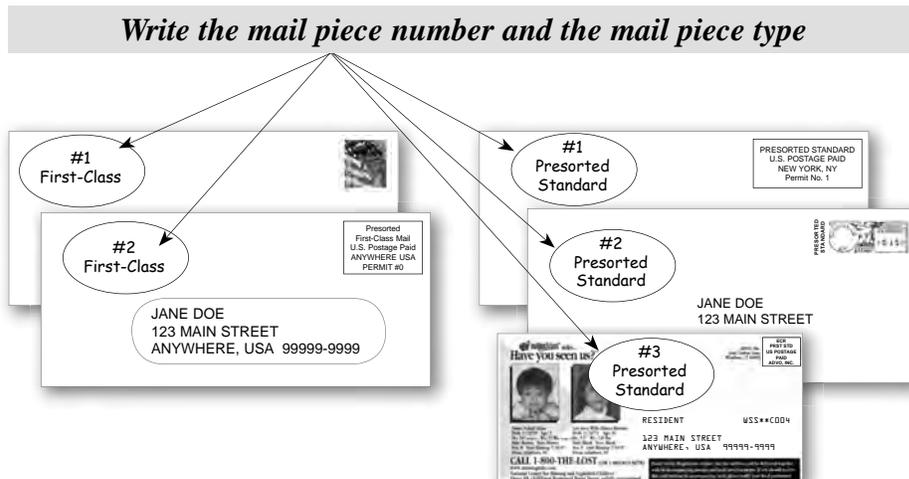
- If you did not receive or send any mail or packages, or if there was no mail service one day during your assigned week, put an "X" in the box labeled "Did Not Receive or Send any Mail/Packages Today" on page 1 of the Answer Booklet for that day.
- If household members will be away from home on any day(s) during the diary week, record all mail received in the daily answer booklet for the day you return.
- If you forget to pick up your mail for a day, record all mail received under the next day.
- Sunday is included in your diary week. You may not receive mail on Sunday, but you may receive packages and/or send mail out.



2

## Number the mail pieces within each type of mail.

Once your mail is grouped for that day, write the mail type on each piece of mail and then number the mail pieces within each type. For example, the top First-Class mail piece is #1, the next is #2, and so on until you have numbered all First-Class Mail for that day. Next, number all the other types of mail (Presorted Standard, Nonprofit, Packages, etc.) beginning again with #1, and then #2, and so on for each different mail type.



3

## Complete the Summary Page (page 1) in the Answer Booklet for each day.

On this page, record the total number of mail pieces of each type that all members of your household received and sent that day. (See Summary Page example below.)

### Summary Page

Please print clearly as in the example below: Use a pen in black or blue ink  
**DO NOT USE PENCIL**

1 OR 20

**Did not Receive or Send any Mail/Packages Today:** →   
(If no mail received or sent, mark the box above with an X and you are done for today.)

**Mail Received Monday:**  **Total # Received**

Record the total number of mail received above and then record for each mail type below.

<b>1. First-Class:</b>	<input type="text" value="4"/>	<b>Total # Received</b> → GO TO PAGE 3 (PURPLE)
First-Class errors:	<input type="text" value="0"/>	# Wrong address, right person → GO TO PAGE 3 (PURPLE)
	<input type="text" value="0"/>	# Right address, wrong person
	<input type="text" value="0"/>	# Wrong address, wrong person
		} DO NOT ANSWER QUESTIONS ABOUT THESE MAIL PIECES
<b>2. Presorted Standard:</b>	<input type="text" value="6"/>	<b>Total # Received</b> → GO TO PAGE 7 (BLUE)
<b>3. Nonprofit Organization:</b>	<input type="text" value="0"/>	<b>Total # Received</b> → GO TO PAGE 9 (GRAY)
<b>4. Packages/Product Samples (Not Expedited):</b>	<input type="text" value="1"/>	<b>Total # Received</b> → GO TO PAGE 11 (GREEN)
<b>5. Expedited Letters/Pkgs:</b>	<input type="text" value="0"/>	<b>Total # Received</b> → GO TO PAGE 13 (GOLD)
<b>6. Magazines, Newspapers, or Other Periodicals:</b>	<input type="text" value="0"/>	<b>Total # Received</b> → GO TO PAGE 17 (YELLOW)
<b>7. Unaddressed Material:</b>	<input type="text" value="0"/>	<b>Total # Received</b> → GO TO PAGE 19 (PEACH)

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

Envelopes:	<input type="text" value="3"/>	<b>Total # Sent</b>
Postcards:	<input type="text" value="0"/>	<b>Total # Sent</b>
Packages:	<input type="text" value="0"/>	<b>Total # Sent</b> → GO TO PAGE 11 (GREEN)
Expedited:	<input type="text" value="0"/>	<b>Total # Sent</b> → GO TO PAGE 15 (GOLD)

Monday
999642
Page 1

*If you did not receive or send any mail or packages, or if there was no mail service one day during your assigned week: Put an "X" in the box labeled "Did not Receive or Send any Mail/Packages Today" on the summary page for that day.*



**4**

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

Read the questions from the Question sheet (in the Question Booklet) and find the correct answers (number codes), then write them on the Answer sheet in the Answer Booklet.

There are colored pages for each type of mail: First-Class Mail is purple, Presorted Standard Mail is blue, etc. **Note: You use a different Answer Booklet for each day of the week but you use the same Question Booklet each day.** You can record up to 12 mail pieces for each mail type. Remember, the postage on the mail piece determines which colored Question and Answer sheets to use.

- 1 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.
- 2 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.
- 3 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)**

**Question Sheet** Purple

**First-Class Mail Received**

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

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

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

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

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

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

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

**Friend or Relative:**

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

**Business or Government:**

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

**IF YOU ANSWERED 1 - 6: → SKIP TO K**

**Social/Charitable/Political/Nonprofit:**

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

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

**Financial:**

1. Credit Card (Visa, American Express, etc.)
2. Bank, Savings & Loan, Credit Union, Loan company, etc.
3. Securities broker/Company (stockbroker)
4. Money market (not with broker or bank)
5. Insurance company
6. Real estate/Mortgage
7. Other financial: (Specify on Answer Booklet page 4)

**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 company)
19. Other professional (lawyer, accountant, engineer, etc.)
20. Leisure/entertainment service (travel agent, hotel, etc.)
21. Cable TV/Satellite related
22. Computer related
23. Other services, including DVD/Video game rental company e.g., Netflix or Blockbuster: (Specify on Answer Booklet page 4)

**Manufacturers:**

24. All manufacturers

**Government:**

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

**Social/Charitable/Political/Nonprofit:**

27. All Social/Charitable/Political/Nonprofit organizations

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

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

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

1. Yes  
 2. No → **SKIP TO K**

More questions on back of page →

**Answer Sheet (in Answer Booklet)**

**Answer Sheet** Purple

**First-Class Mail Received**

**Answer questions about each mail piece down the columns. There are columns for up to 12 pieces of mail.**

**Questions are in the Question Booklet.**

	Mail piece #1	Mail piece #2	Mail piece #3	Mail piece #4	Mail piece #5	Mail piece #6	Mail piece #7	Mail piece #8	Mail piece #9	Mail piece #10	Mail piece #11	Mail piece #12
<b>A. ENV./POSTCARD/CATALOG/FLYER</b>	2	1	2	1								
<b>B. ADDRESSEE</b>	1	2	1	3								
<b>C. MAIL TYPE</b>	12	4	12	14								
<b>D. SENDER TYPE</b>	10		21	1								
<b>E. RETURN ENV.</b>	3		3	2								
<b>F. ADVERTISING</b>	1		1	1								
<b>G. READING</b>	2		1	3								
<b>H. REACTION</b>	3		1	1								
<b>I. RESPONSE</b>	2		1	3								
<b>J. HOW RESPOND</b>			5	5								
<b>K. CLASS</b>	2	14	1	13								
<b>Record all that apply - up to 4 codes (See example on pg. 2)</b>	13			2								

**Monday** 877714 **Page 3**

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



## Mail Markings are important.

Tell us which mail markings are on the mail piece by answering the “Mail Classification” question at the end of each Question sheet (e.g. Question K for First-Class Mail).

To accurately answer this question, you need to record all the mail markings that are on each mail piece - these markings are placed on the mail piece either by the US Postal Service or by a mailing house.

### Question K - Class (First-Class Question sheet)

<b>K. 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	10. Insured
2. AUTO	11. Mail from outside the US
3. AB, or AF, or AT, or AV	12. Federal Government Mail with Official Signature (FRANKED)
4. Single Piece, or SNGLP, or SP	13. Other Federal Government Mail
5. Certified	14. First-Class Postage
6. Registered	15. Forever Stamp
7. Return Receipt Requested	16. COD
8. Certificate of Mailing	17. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day)
9. Restricted Delivery	
<b>Note: Please record packages under Expedited (Gold Pages) or Packages Not Expedited (Green Pages).</b>	

## 5

### Please send us your mail pieces.

*We only need the envelope your mail came in, not the contents unless it's something you don't need. Please DO NOT CUT OUT the individual mail markings.*

- Remember to label each mail piece with the number and mail type you assigned it in the Answer Booklet so we are able to match it to your responses.
- If the mail piece is a catalog, magazine, flyer, or newspaper, just send the page with the mailing label and the postage. We don't need the entire catalog or newspaper, etc.

### Why do we need your mail pieces?

If we have your mail markings for each piece, we can double check that everything is correct. Each packet goes through an editing process that verifies that the mail pieces were recorded under the correct mail type (First-Class, Presorted Standard, etc.) and that all the questions were answered. The entire mail piece (e.g., the envelope) provides us with additional survey information, such as sender type.

*All information collected is strictly confidential and is used for research purposes only.*

## 6

### Place completed Answer Booklets and mail pieces in the envelopes marked Monday through Sunday.

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

## 7

### Place the daily envelopes in the postage-paid Priority Mail envelope.

The daily envelopes with your completed answer booklets and mail pieces should be sent to NuStats in the postage-paid Priority Mail envelope.



# First-Class Mail Received and Sent (Purple)

**All First-Class Mail may not say “First-Class” on the envelope or postcard.** It is important to look at the postage and mail markings on each mail piece to determine if it is First-Class or not. Use the following to help you determine if your mail piece should be recorded under this type:

- Include letter-size envelopes marked “**First-Class**” or “**Presorted First-Class.**”
- Include large envelopes marked “**First-Class.**” Check the mail markings carefully, some large envelopes may be marked Presorted Standard or Expedited.
- Most First-Class Mail from businesses are marked “**First-Class**” or “**Presorted First-Class,**” especially when they have a metered strip, not a stamp.
- If the mail piece just has a stamp without being marked “**First-Class**” or “**Presorted First-Class,**” (or Presorted Standard or Nonprofit, etc.) it is probably First-Class Mail.
- Most letter-size envelopes will have postage of 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 (27¢ after May 12th, 2008). Some postcards are larger in size than a typical picture postcard. However, if it is larger than the postcard dimensions on Page 2 of the Question Booklet, then it is considered a flyer.
- The most common First-Class Mail pieces are letters, bills, postcards, greeting cards, checks and money orders, etc.
- Include mail (**that is not a package**) sent with special services, such as Certified, Registered, or Insured.
- Include magazines, catalogs, newsletters or other periodicals that are marked “**First-Class.**”

**Examples of First-Class Mail postage and markings begin on the next page.**

# First-Class Mail Examples

## First-Class Postage



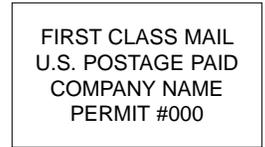
Regular First-Class Stamps



Forever Stamp



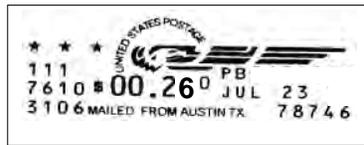
Metered Strip



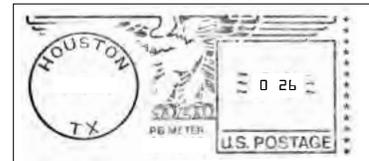
Permit



First-Class Postcard Stamps

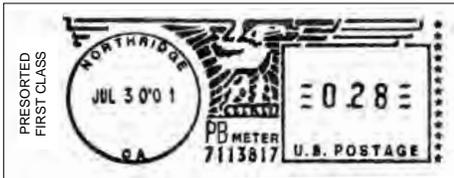


Metered Postcard

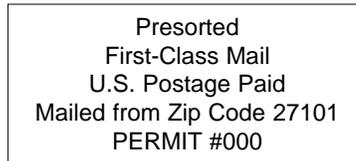


Metered Postcard

## Presorted First-Class, PRSRT, or FP



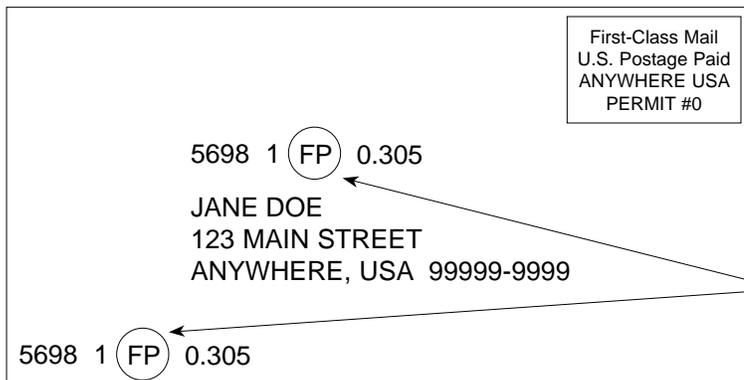
“Presorted First Class”  
on Metered Strip



“Presorted First Class”  
on Permit



“Presorted First Class”  
on Stamp



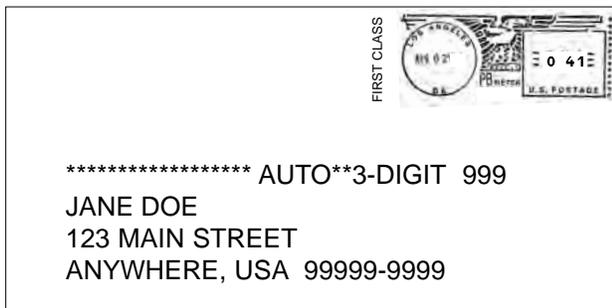
“First Class” on Permit  
“FP” above address or lower left

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

**Hint: Find closest match**

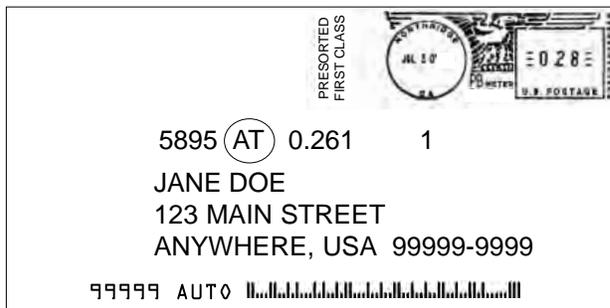
# First-Class Mail Examples

## AUTO



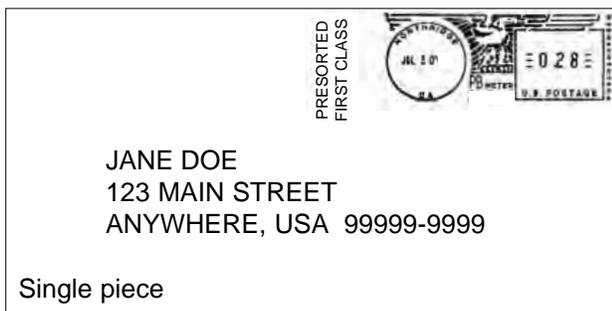
“AUTO” above or below the address

## AB, or AF, or AT, or AV

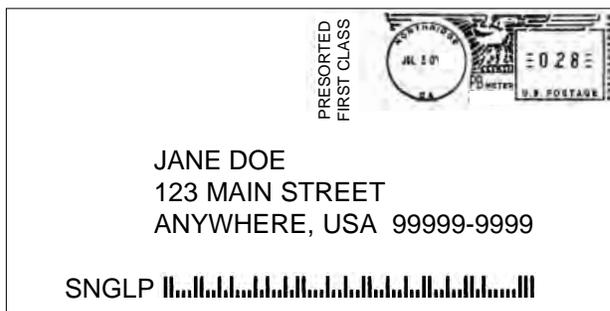


“AB, or AF, or AT, or AV” above address

## Single Piece, or SNGLP, or SP



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



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

## Certified



## Registered



**Hint: Find closest match**

# First-Class Mail Examples

## Return Receipt Requested & Restricted Delivery

SENDER: COMPLETE THIS SECTION	COMPLETE THIS SECTION ON DELIVERY
<ul style="list-style-type: none"> <li>Complete items 1, 2, and 3. Also complete item 4 if Restricted Delivery is desired.</li> <li>Print your name and address on the reverse so that we can return the card to you.</li> <li>Attach this card to the back of the mailpiece, or on the front if space permits.</li> </ul>	<p>A. Received by (Please Print Clearly) _____ B. Date of Delivery _____</p> <p>C. Signature _____ <input type="checkbox"/> Agent  <input checked="" type="checkbox"/> Addressee</p> <p>D. Is delivery address different from item 1? <input type="checkbox"/> Yes  If YES, enter delivery address below: <input type="checkbox"/> No</p>
1. Article Addressed to: _____	
	<p>3. Service Type</p> <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.
	4. Restricted Delivery? (Extra Fee) <input type="checkbox"/> Yes
2. Article Number (Copy from service label) _____	
PS Form 3811, July 1999	Domestic Return Receipt 102595-00-M-0952

Restricted Delivery

## Certificate of Mailing

U.S. POSTAL SERVICE **CERTIFICATE OF MAILING**

MAY BE USED FOR DOMESTIC AND INTERNATIONAL MAIL, DOES NOT PROVIDE FOR INSURANCE—POSTAGE TEE.

Received From: \_\_\_\_\_

One piece of ordinary mail addressed to: \_\_\_\_\_

PS Form 3817, January 2001

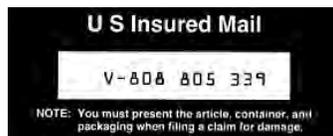
## COD

DELIVERY EMPLOYEE - Remove Copies 1 & 2 at Time of Delivery

UNITED STATES POSTAL SERVICE **COD**

PS Form 3816, December 1996

## Insured



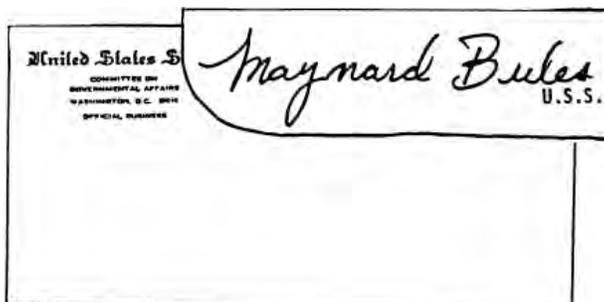
Hint: Find closest match

# First-Class Mail Examples

## Mail from outside the US

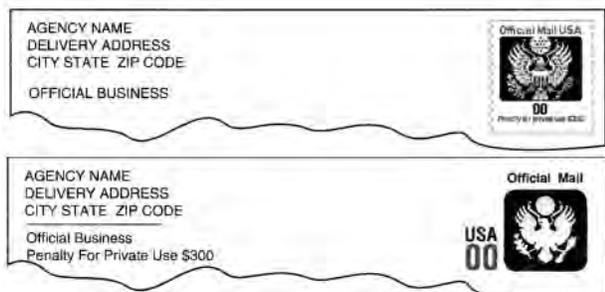


## Federal Government Mail (Franked)



“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**



# Presorted Standard Mail (Blue)

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

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

Advertising often comes as a group of flyers, circulars, coupons or other pieces that are not in an envelope.\* These types of advertisements can be delivered in two different ways:

1. Your address may be printed on a **detached label card** that is delivered with separate advertising pieces that are grouped or folded together.

If you get a detached label card, please record it under “**Presorted Standard Mail**”, and then record the group of advertising pieces as **ONE** mail piece (regardless of how many flyers or circulars, etc.) under “**Unaddressed Mail**” on the Peach pages.



2. Your address may be printed directly on the group of advertising pieces.

Please record the whole group as **ONE** mail piece under “**Presorted Standard Mail**.” Record code #7 for Question B and code #2 for Question D.

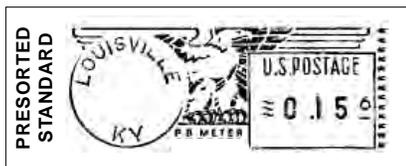
*\*Usually from more than one company or advertiser.*



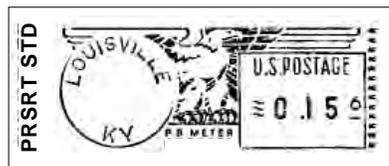
**Examples of Presorted Standard postage & mail markings begin on the next page.**

# Presorted Standard Mail Examples

## Presorted Standard, or PRST STD



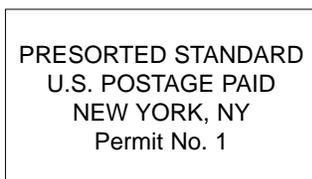
“Presorted Standard”  
on Metered Strip



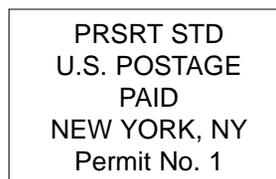
“PRST STD”  
on Metered Strip



“Presorted Std”  
on Stamp



“Presorted Standard”  
on Permit



“PRST STD”  
on Permit

**Hint: Find closest match**

# Presorted Standard Mail Examples

**Note:** Many of the markings may appear with any of the permit types (i.e., AUTO may appear with a Presorted Standard or PRSRT STD permit or meter strip).

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

## AUTO

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

Presorted 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”

PRSRT STD 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**

# Presorted Standard Mail Examples

**Note:** Many of the markings may appear with any of the permit types (i.e., ECR may appear with a Presorted Standard or PRSRT STD permit or meter strip).

## ECR with LOT, WSS, or WSH

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

“ECRLOT” above address

PRSRT STD 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 Presorted 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 PRSRT STD 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 PRSRT STD U.S. Postage Paid ANYWHERE USA PERMIT #0	*****WSH**C-013 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999
--	--

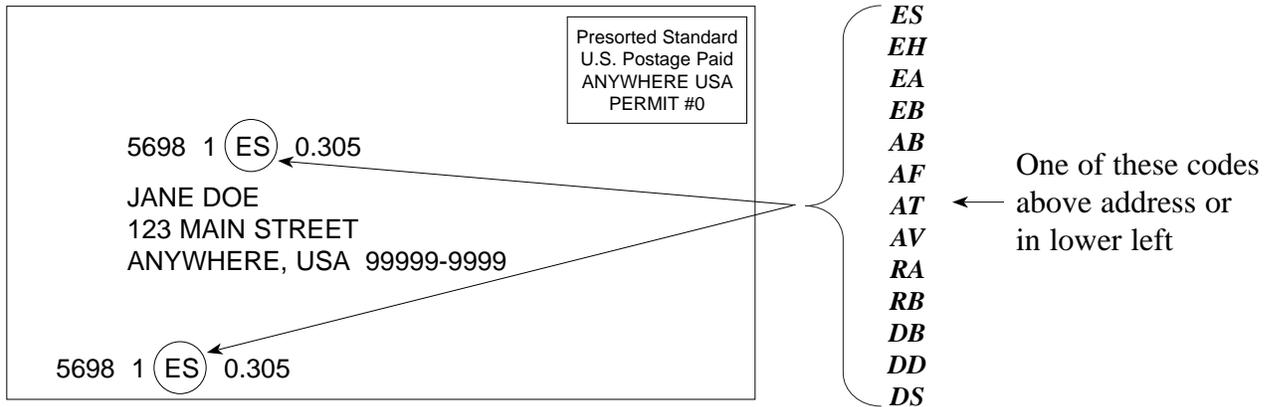
“ECR” on Permit *and* “WSH” above address

**Hint: Find closest match**

# Presorted Standard Mail Examples

**Note:** Many of the markings may appear with any of the permit types (i.e., ES may appear with a Presorted Standard or PRSRT STD permit or meter strip).

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



**Hint: Find closest match**



# Nonprofit Organization Mail (Gray)

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

- All Nonprofit Mail (that is not a package) must be marked “**Nonprofit Organization,**” “**Nonprofit Org.,**” or “**Nonprofit.**”
- A few examples of Nonprofit Organizations are charities, schools, hospitals, churches, etc.
- May include requests for donations of money, your time, or other items, or they may be asking you to purchase an item or service.
- **Do not include** packages that are marked Nonprofit Organization. These should be recorded under “**Packages or Product Samples (Not Expedited),**” or “**Expedited Letters & Packages.**”

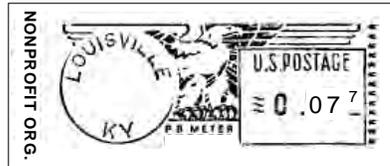
**Examples of Nonprofit postage & mail markings begin on the next page.**

# Nonprofit Organization Mail Examples

## Nonprofit Organization, Nonprofit Org., or Nonprofit

Nonprofit Organization  
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

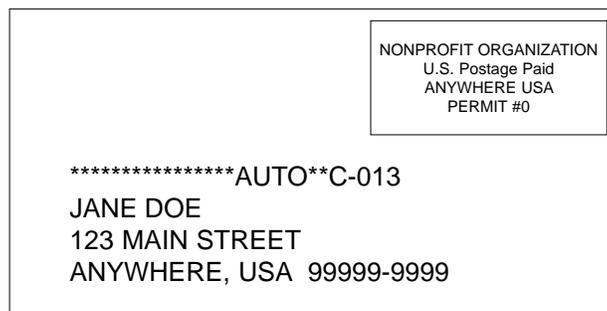
NONPROFIT  
U.S. POSTAGE PAID  
WASHINGTON, DC  
Permit No. 1

“Nonprofit”  
on Permit

**Note:** Many of the markings may appear with any of the permit types (i.e. AUTO may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip.)

Also, AUTO may appear in the permit area in the top, right-hand corner of the mail piece.

## AUTO



“AUTO” above address

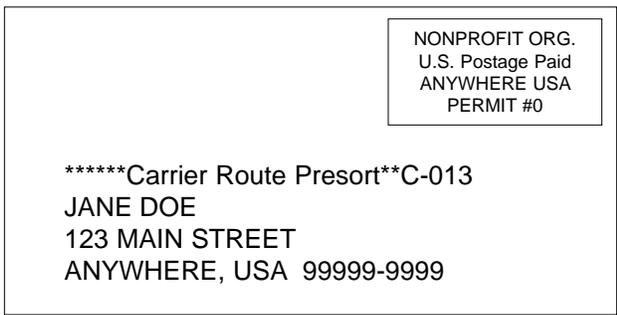
**Hint: Find closest match**

# Nonprofit Organization Mail Examples

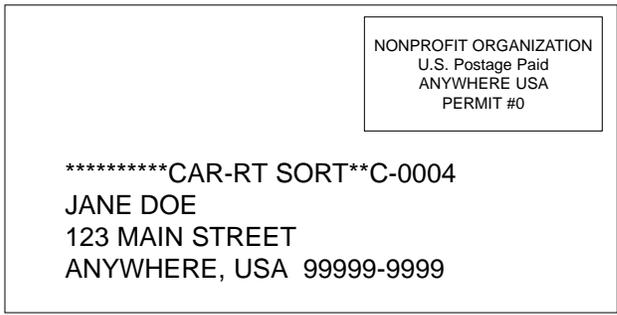
**Note:** Many of the markings may appear with any of the permit types (i.e., CAR-RT SORT may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip).

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

## Carrier Route Presort, or CAR-RT SORT



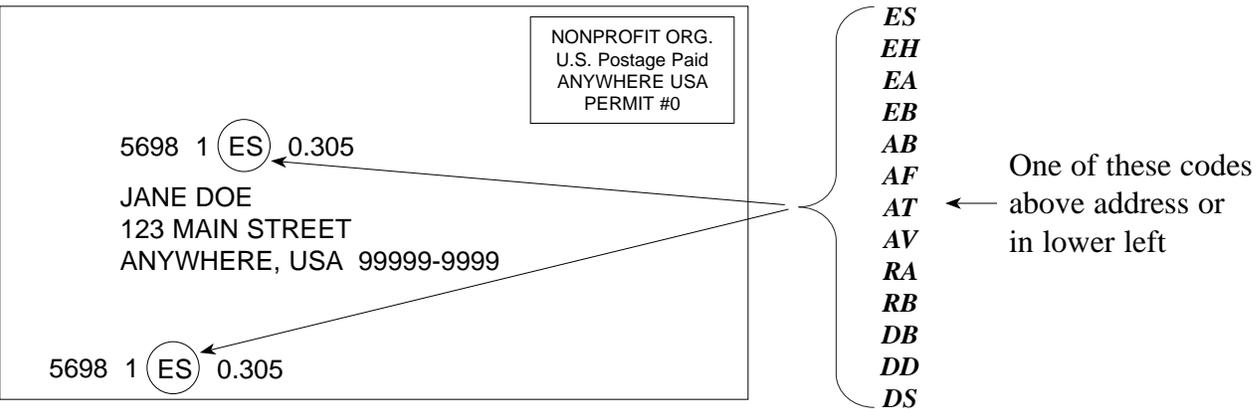
“Carrier Route Presort” above address



“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).
- Include all packages received or sent via the United States Postal Service (USPS) as well as packages delivered by any other organization, such as the United Parcel Service (UPS), Federal Express, DHL, etc. that were **not** sent Expedited (1 or 2 day service).
- Be careful to distinguish between packages delivered by the United States Postal Service (USPS) and those delivered by the United Parcel Service (UPS). The United States Postal Service (USPS) markings include an Eagle while the United Parcel Service (UPS) markings have a shield.
- **Do not include Priority Mail** packages. These should be recorded under “**Expedited Letters & Packages**” (Gold pages).
- Include product samples that were delivered by any organization except those included in the newspaper.



# **Expedited Letters & Packages Received & Sent (Gold)**

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

- Include letters, packages and boxes that you sent USPS Express Mail or USPS Priority Mail. If sent by another Expedited Mail Carrier (see examples on the next page), you may see terms such as Overnight, 2-day, 3-day, Next Day Air, 2nd Day Air, etc.
- Include letters, packages and boxes that were delivered via the United States Postal Service (USPS), United Parcel Service (UPS), Federal Express, DHL or any other Expedited mail carrier.

**Examples of Expedited Mail carriers are included on the next page.**

# Expedited Mail Examples

---

**Express Mail**

---



**Priority Mail**

---



**UPS**

---



**FedEx**

---



**DHL**

---



**Hint: Find closest match**

# Magazines, Newspapers, or Other Periodicals (Yellow)

Use the following to help you determine if a Magazine, Newspaper, or other Periodical should be recorded under this type:

- **Only** include magazines, newspapers, or other periodicals that are delivered by the United States Postal Service (USPS) and that are NOT marked First-Class, Presorted Standard, or Nonprofit Organization. If they are marked with any of these other postage types, record them under the section for that type of postage.
- Examples include daily, weekly and monthly magazines, alumni or fraternal magazines and newspapers.

**Do not include** the following items under this section:

- Newspapers delivered by your local news carrier. [Do not include these in the diary study.]
- Magazines and newspapers you bought at the store or a newsstand. [Do not include these in the diary study.]
- Catalogs, which are typically sent “Presorted Standard (PRSRT STD).” [Check the postage type; these will likely be recorded in the Presorted Standard section.]



# Unaddressed Mail (Peach)

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

- Only include materials delivered by the United States Postal Service (USPS).  
**Do not include** advertising material that has been left at your door, material hung on your doorknob, or left on your car.
- Include mail that doesn't have an address label (not even "Occupant" or "Resident"). Typically, this will only be weekly advertising flyers/circulars that are folded or grouped together and do not have an address label or postage on each piece. Simply record the whole group as ONE mail piece.

*(Please refer to Page 10 in this booklet for additional information on recording unaddressed mail that comes along with a detached label card.)*





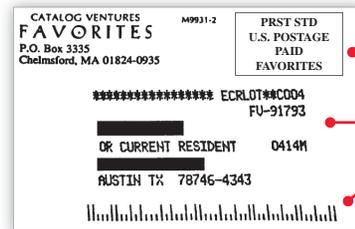
# Appendix C2: Diary Package

## *Photo Quick Start*



# PHOTO QUICK START

2



Postage & Mail Markings can be:

- in the top, right-hand corner,
- above or below the address, or
- inside the window of an envelope.



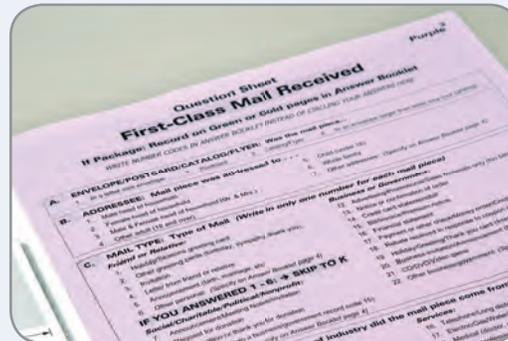
**1** Sort your mail each day into the 7 types of mail listed on page 1 of the **Instruction Booklet**.

**Use the Postage & Mail Markings on your mail to help you sort!**

**2** Label and number each mail piece within the 7 types of mail. (Photo shows First-Class only).



**3** Open the **Answer Booklet** for Monday (or first mail day) to page 1 - Summary Page. Record the total number of mail pieces you received that day for each mail type.



**4** Open the **Question Booklet** to page 3 - First-Class Mail Received. If you didn't receive any First-Class Mail that day, skip to page 5, First-Class Mail Sent, or page 7, Presorted Standard Mail or other pages for mail types you did receive.



**5** Write your answers to the questions from the Question Booklet in the **Answer Booklet**. Be sure to record mail for each mail type you receive (Monday - Sunday) on the color-coded pages for that mail type.

**Questions?** Visit the project web page: [www.nustats.com/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

## *Question Booklet*



# Question Booklet

*Use with Answer Booklets (Monday - Sunday)*

Questions? Call our toll-free help line at:

**1-888-441-USPS (8777)**

*Available 11am - 9pm Central Standard Time (Mon - Fri)*

*12pm - 5pm Central Standard Time (Sat & Sun)*

**OR**

e-mail your question to:

**USPS@nustats.com**

**OR**

visit the project web page at:

**[www.nustats.com/uspsstudy.htm](http://www.nustats.com/uspsstudy.htm)**

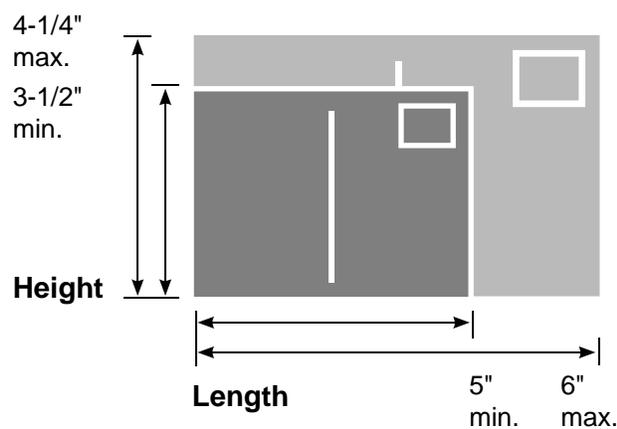




# Mail Piece Sizes

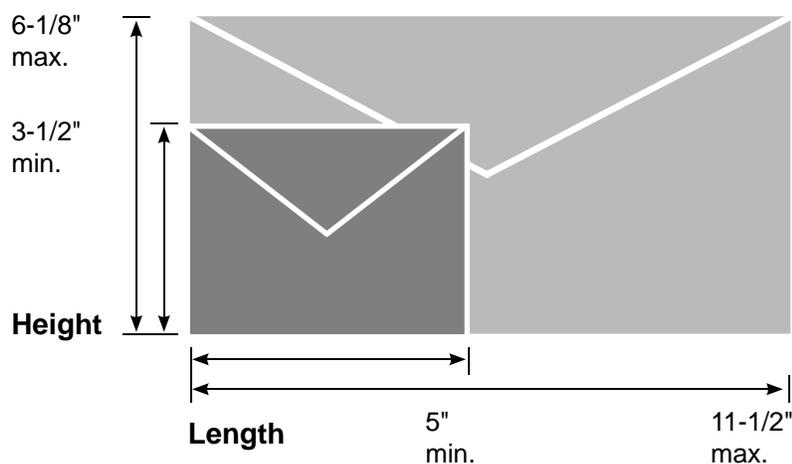
Use the dimensions below to help you determine the size of your mail piece.  
This will help answer some of the questions in the Question Booklet.

## Postcard Dimensions:



	Minimum	Maximum
Length	5 inches	6 inches
Height	3-1/2 inches	4-1/4 inches
Thickness	0.007 inch	0.016 inch

## Letter Size Dimensions:



	Minimum	Maximum
Length	5 inches	11-1/2 inches
Height	3-1/2 inches	6-1/8 inches
Thickness	0.007 inch	1/4 inch



**G. READING: Was the advertising . . . (Write in one number only)**

- |  |                                 |
|--|---------------------------------|
| 1. Read by a member of the household                 | 4. Discarded without being read |
| 2. Read by more than one member of the household     | 5. Set aside for reading later  |
| 3. Looked at but not read by any member of household |                                 |

**H. REACTION: Would this advertising be described as . . .**

- |   |   |
|---|---|
| 1. Useful information we like to receive    | 3. Neither interesting, enjoyable, nor useful |
| 2. Interesting or enjoyable, but not useful | 4. Objectionable                              |

**I. RESPONSE: Is anyone in your household considering responding to the advertisement?**

- |                          |          |
|--------------------------|----------|
| 1. Yes                   | 3. Maybe |
| 2. No → <b>SKIP TO K</b> |          |

**J. HOW RESPOND: How would the response most likely be made? (Write in one number only)**

- |              |  |
|--------------|--|
| 1. Mail      | 4. Fax                                       |
| 2. Phone     | 5. Internet                                  |
| 3. In-person | 6. Other: (Specify on Answer Booklet page 4) |

**K. CLASS: 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. Presorted First-Class, or PRSRT, or FP | 10. Insured  |
| 2. AUTO                                   | 11. Mail from outside the US   |
| 3. AB, or AF, or AT, or AV                | 12. Federal Government Mail with Official Signature (FRANKED)  |
| 4. Single Piece, or SNGLP, or SP          | 13. Other Federal Government Mail  |
| 5. Certified                              | 14. First-Class Postage  |
| 6. Registered                             | 15. Forever Stamp  |
| 7. Return Receipt Requested               | 16. COD  |
| 8. Certificate of Mailing                 | 17. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day) |
| 9. Restricted Delivery                    |  |

**Note: Please record packages under Expedited (Gold Pages) or Packages Not Expedited (Green Pages).**

# Question Sheet

## First-Class Mail Sent

**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 | 3. In an envelope larger than letter size |
| 2. Postcard                  |   |

**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 H**

**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 company, etc.
3. Securities broker/company (stockbroker)
4. Money market (not with broker or bank)
5. Insurance company
6. Real estate/Mortgage
7. Other financial: (Specify on Answer Booklet page 6)

**Services:**

16. Telephone/Long distance company
17. Electric/Gas/Water/Utility company
18. Medical (doctor, dentist, hospital, not insurance company)
19. Other professional (lawyer, accountant, engineer, etc.)
20. Leisure/Entertainment service (travel agent, hotel, etc.)
21. Cable TV/Satellite related
22. Computer related
23. Other services, including DVD/Video game rental company:  
(Specify on Answer Booklet page 6)

**Merchants:**

8. Supermarket/Grocery store
9. Department/Discount store
10. Mail order company
11. Other store (jewelry, shoes, clothes, hardware, etc.)
12. Publisher (newspapers, books, magazines)
13. Land promotion company
14. 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 → <b>SKIP TO F</b> |
|--------|--------------------------|

**E. AD MATERIAL: Was the advertising/promotional/solicitation material . . .**

- |                                       |  |
|---------------------------------------|--|
| 1. Received in mail (not in magazine) | 5. Heard on radio  |
| 2. Seen in magazine                   | 6. Received over telephone                               |
| 3. Seen in newspaper                  | 7. Seen on the Internet                                  |
| 4. Seen on television                 | 8. Other advertising: (Specify on Answer Booklet page 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) → <b>SKIP TO I</b> | 4. Meter stamp                               |
| 2. Regular postage stamp   | 5. Other: (Specify on Answer Booklet page 6) |
| 3. Forever Stamp   | 6. No postage at all                         |

**More questions on back of page →**

**H. POSTAGE \$: How much postage did you pay? (Note: postage will change May 12<sup>th</sup> 2008)**

- |  |   |
|--|---|
| 1. 26 cents ( <i>27 cents after May 12<sup>th</sup> 2008</i> )                     | 4. Between 26 cents and 41 cents<br>( <i>Between 27 cents and 42 cents after May 12<sup>th</sup> 2008</i> ) |
| 2. 41 cents ( <i>42 cents after May 12<sup>th</sup> 2008</i> )                     |   |
| 3. More than 41 cents ( <i>More than 42 cents after May 12<sup>th</sup> 2008</i> ) | 5. Forever Stamp  |

**I. PO BOX: Was the mail piece sent to a PO Box?**

1. Yes
2. No

**J. CLASS: Mail Classification (*record all that apply*)**

- |                           |   |
|---------------------------|---|
| 1. Regular First-Class    | 6. Return Receipt Requested   |
| 2. Mail to outside the US | 7. Certificate of Mailing   |
| 3. Certified              | 8. Restricted Delivery  |
| 4. Registered             | 9. COD  |
| 5. Insured                | 10. Other classification: ( <i>Specify on Answer Booklet page 6</i> ) |

# Presorted Standard Mail Received

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

## A. ADDRESSEE: Mail piece was addressed to . . .

1. Specific member(s) of the household
2. "Occupant," "resident," "postal patron," with or without street address
3. Someone not living at this address

## B. MAIL TYPE: Was mail piece . . . (Write in only one number for each mail piece)

1. In a letter size envelope
2. In an envelope larger than letter size (not catalog)
3. Catalog in envelope
4. Catalog not in envelope
5. Detached label card
6. Postcard
7. Addressed Flyers/Circulars/Folded piece (no envelope)
8. Newspapers/Magazines/Newsletters
9. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day)

**IF PACKAGE: RECORD ON ANSWER BOOKLET PG. 11**

## C. CONTENTS: Did the mail piece contain . . .

1. Coupons
2. Advertising
3. Both coupons and advertising
4. Political campaign materials
5. CD/DVD/Video game
6. Other

## D. MULTIPLE: Did the mail piece contain . . .

1. Material from one organization only
2. Material from several organizations → **SKIP TO G**

## E. SENDER TYPE: What type of industry did the mail piece come from? (If not personal)

### Financial:

1. Credit Card (Visa, American Express, etc.)
2. Bank, Savings & Loan, Credit Union, Loan company, etc.
3. Securities broker/Company (stockbroker)
4. Money market (not with broker or bank)
5. Insurance company
6. Real estate/Mortgage
7. Other financial: (Specify on Answer Booklet page 8)

### Merchants:

8. Supermarket/Grocery store
9. Department/Discount store
10. Mail order company
11. Other store (jewelry, shoes, clothes, hardware, etc.)
12. Publisher (newspapers, books, magazines)
13. Land promotion company
14. Online auction (eBay, etc.)
15. Other merchants: (Specify on Answer Booklet page 8)

### Services:

16. Telephone/Long distance company
17. Electric/Gas/Water/Utility company

### Services cont.:

18. Medical (doctor, dentist, hospital, not insurance company)
19. Other professional (lawyer, accountant, engineer, etc.)
20. Leisure/entertainment service (travel agent, hotel, etc.)
21. Cable TV/Satellite related
22. Computer related
23. Other services: (Specify on Answer Booklet page 8)

### Manufacturers:

24. All manufacturers

### Government:

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

### Social/Charitable/Political/Nonprofit:

27. Union or professional organization
28. Church/Religious Organization
29. Veterans (VFW)
30. Educational
31. Charities
32. Political campaign
33. Other social: (Specify on Answer Booklet page 8)

## F. FAMILIARITY: Was this mail piece from an organization someone in household . . .

1. Does or has done business with
2. Knows, but no one does business with
3. Organization no one in household knows

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

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

## H. READING: Was the mail piece . . . (Write in one number only)

1. Read by a member of the household
2. Read by more than one member of the household
3. Looked at but not read by any member of household
4. Discarded without being read
5. Set aside for reading later

More questions on back of page →

**I. 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                              |

**J. 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 M</b> |
| 2. Solicitation for funds                                  |   |

**K. RESPONSE: Is anyone in your household considering responding to the advertisement/solicitation?**

- |                          |          |
|--------------------------|----------|
| 1. Yes                   | 3. Maybe |
| 2. No → <b>SKIP TO M</b> |          |

**L. HOW RESPOND: How would the response most likely be made? (Write in one number only)**

- |              |  |
|--------------|--|
| 1. Mail      | 4. Fax                                       |
| 2. Phone     | 5. Internet                                  |
| 3. In-person | 6. Other: (Specify on Answer Booklet page 8) |

**M. CLASS: Mail Classification (your mail pieces may show one or more markings - record all)****To classify mail:****Look at markings in top right-hand corner, above or below address & inside window**

- |   |   |
|---|---|
| 1. Presorted Standard, or PRSRT STD   | 6. CUSTOMIZED MARKETMAIL, or CUST MKTMAIL, or CMM   |
| 2. AUTO   | 7. Not Flat-Machinable, or NFM  |
| 3. Carrier Route Presort, or CAR-RT SORT  | 8. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day) |
| 4. ECR with LOT, or WSS, or WSH   |   |
| 5. ES, or EH, or EA, or EB, or AB, or AF, or AT, or AV, or RA, or RB, or DB, or DD, or DS |   |

# Nonprofit Organization Mail Received

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

## A. ADDRESSEE: Mail piece was addressed to . . .

1. Specific member(s) of the household
2. "Occupant," "resident," "postal patron," with or without street address
3. Someone not living at this address

## B. MAIL TYPE: Was mail piece . . . (Write in only one number for each mail piece)

1. In a letter size envelope
2. In an envelope larger than letter size (not catalog)
3. Catalog in envelope
4. Catalog not in envelope
5. Detached label card
6. Postcard
7. Addressed Flyers/Circulars/Folded piece (no envelope)
8. Newspapers/Magazines/Newsletters
9. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day)

**IF PACKAGE: RECORD ON ANSWER BOOKLET PG. 11**

## C. CONTENTS: Did the mail piece contain . . .

1. Coupons
2. Advertising
3. Both coupons and advertising
4. Political campaign materials
5. CD/DVD/Video game
6. Other

## D. MULTIPLE: Did the mail piece contain . . .

1. Material from one organization only
2. Material from several organizations → **SKIP TO G**

## E. SENDER TYPE: What type of industry did the mail piece come from? (If not personal)

### Financial:

1. Credit Card (Visa, American Express, etc.)
2. Bank, Savings & Loan, Credit Union, Loan company, etc.
3. Securities broker/Company (stockbroker)
4. Money market (not with broker or bank)
5. Insurance company
6. Real estate/Mortgage
7. Other financial: (Specify on Answer Booklet page 10)

### Merchants:

8. Supermarket/Grocery store
9. Department/Discount store
10. Mail order company
11. Other store (jewelry, shoes, clothes, hardware, etc.)
12. Publisher (newspapers, books, magazines)
13. Land promotion company
14. Online auction (eBay, etc.)
15. Other merchants: (Specify on Answer Booklet page 10)

### Services:

16. Telephone/Long distance company
17. Electric/Gas/Water/Utility company

### Services cont.:

18. Medical (doctor, dentist, hospital, not insurance company)
19. Other professional (lawyer, accountant, engineer, etc.)
20. Leisure/entertainment service (travel agent, hotel, etc.)
21. Cable TV/Satellite related
22. Computer related
23. Other services: (Specify on Answer Booklet page 10)

### Manufacturers:

24. All manufacturers

### Government:

25. Federal (social security, veterans administration, IRS)
26. State and Local

### Social/Charitable/Political/Nonprofit:

27. Union or professional organization
28. Church/Religious Organization
29. Veterans (VFW)
30. Educational
31. Charities
32. Political campaign
33. Other social: (Specify on Answer Booklet page 10)

## F. FAMILIARITY: Was this mail piece from an organization someone in household . . .

1. Does or has done business with
2. Knows, but no one does business with
3. Organization no one in household knows

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

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

**H. 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 |                                 |

**I. 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                              |

**J. 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 M</b> |
| 2. Solicitation for funds                                  |  |

**K. RESPONSE: Is anyone in your household considering responding to the advertisement/solicitation?**

- |                          |          |
|--------------------------|----------|
| 1. Yes                   | 3. Maybe |
| 2. No → <b>SKIP TO M</b> |          |

**L. HOW RESPOND: How would the response most likely be made? (Write in one number only)**

- |              |   |
|--------------|---|
| 1. Mail      | 4. Fax  |
| 2. Phone     | 5. Internet                                   |
| 3. In-person | 6. Other: (Specify on Answer Booklet page 10) |

**M. CLASS: Mail Classification (your mail pieces may show one or more markings - record all)****To classify mail:****Look at markings in top right-hand corner, above or below address & inside window**

- |   |   |
|---|---|
| 1. Nonprofit Organization, or Nonprofit Org., or Nonprofit                                | 6. CUSTOMIZED MARKETMAIL, or CUST MKTMAIL, or CMM   |
| 2. AUTO   | 7. Not Flat-Machinable, or NFM  |
| 3. Carrier Route Presort, or CAR-RT SORT  | 8. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day) |
| 4. ECR with LOT, or WSS, or WSH   |   |
| 5. ES, or EH, or EA, or EB, or AB, or AF, or AT, or AV, or RA, or RB, or DB, or DD, or DS |   |

# Packages or Product Samples Received (Not Expedited)

Record Priority Mail packages on Gold pages in Answer Booklet

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

## A. FROM: Was the package from . . .

- |   |                                 |
|---|---------------------------------|
| 1. Friend or relative                       | 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. DELIVERY: Package was delivered/handled by . . .

- |   |  |
|---|--|
| 1. United States Postal Service (USPS)          | 4. DHL (Ground, @Home)   |
| 2. UPS (Ground, 3 Day Select)                   | 5. Other delivery type: <i>(Specify on Answer Booklet page 12)</i> |
| 3. FedEx (Ground, Express Saver, Home Delivery) |  |

**IF YOU ANSWERED 2 - 5: → SKIP TO E**

## D. 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" <i>(First Class, Parcel Post)</i>  |
| 2. Delivery Confirmation                                    | 7. Certificate of Mailing <i>(Not available for Periodicals)</i> |
| 3. Signature Confirmation <i>(First Class, Parcel Post)</i> | 8. Restricted Delivery <i>(First-Class, Parcel Post)</i>         |
| 4. Insured <i>(Not available for Periodicals)</i>           | 9. No special services   |
| 5. COD <i>(Not available for Standard)</i>                  | 10. Other: <i>(Specify on Answer Booklet page 12)</i>            |

## E. SENDER TYPE: What type of industry did the package come from? *(If not from friend/relative)*

### Financial:

- Bank, Savings & Loan, Credit Union, Loan company, etc.
- Securities broker/Company
- Other financial: *(Specify on Answer Booklet page 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)*

## F. 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> |

More questions on back of page →

**G. 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  |

**H. CLASS: Package Classification (If delivered by the United States Postal Service only)**

- |   |  |
|---|--|
| 1. First-Class (up to 13oz)                   | 10. Bound Printed Matter   |
| 2. Standard Rate                              | 11. Media Mail   |
| 3. Standard Rate Enhanced Carrier Route (ECR) | 12. Library Mail   |
| 4. Standard Not Flat-Machinable (NFM)         | 13. Package received from outside the U.S  |
| 5. Parcel Post                                | 14. Can't classify: <i>(Please mark &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. DELIVERY: Package was delivered/handled by . . .**

- |   |  |
|---|--|
| 1. United States Postal Service (USPS)          | 4. DHL (Ground, @Home)   |
| 2. UPS (Ground, 3 Day Select)                   | 5. Other delivery type: <i>(Specify on Answer Booklet page 12)</i> |
| 3. FedEx (Ground, Express Saver, Home Delivery) |  |

**IF YOU ANSWERED 2 - 5: → SKIP TO D**

**C. SPECIAL SVCS: If you sent the package by USPS, did it have any of the following special services? *(Write in all that apply)***

- |   |  |
|---|--|
| 1. Return Receipt Requested                                 | 6. Stamped "Special Handling" <i>(First Class, Parcel Post)</i>  |
| 2. Delivery Confirmation                                    | 7. Certificate of Mailing <i>(Not available for Periodicals)</i> |
| 3. Signature Confirmation <i>(First Class, Parcel Post)</i> | 8. Restricted Delivery <i>(First-Class, Parcel Post)</i>         |
| 4. Insured <i>(Not available for Periodicals)</i>           | 9. No special services   |
| 5. COD <i>(Not available for Standard)</i>                  | 10. Other: <i>(Specify on Answer Booklet page 12)</i>            |

**D. DISTANCE: How far away did you send your package?**

**Inside the United States:**

1. Local

**Out of town:**

2. 50 miles or less
3. 51 to 150 miles
4. 151 to 300 miles

5. 301 to 600 miles
6. 601 to 1,000 miles
7. 1,001 to 1,400 miles
8. 1,401 to 1,800 miles
9. More than 1,800 miles
10. Out of the United States

**E. CONTENTS: Did this package contain . . . *(Write in all that apply)***

- |  |  |
|--|--|
| 1. Clothing                              | 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> |

**F. REASON: Why did you send this package . . .**

- |  |   |
|--|---|
| 1. Gift or other item sent to friend or relative | 3. Returning unsolicited merchandise                        |
| 2. Returning merchandise ordered                 | 4. Other reason: <i>(Specify on Answer Booklet page 12)</i> |

**G. CLASS: Package Classification - Only if delivered by the United States Postal Service *(Write in all that apply)***

- |                             |  |
|-----------------------------|--|
| 1. First-Class (up to 13oz) | 4. Parcel Post                                       |
| 2. Bound Printed Matter     | 5. Mail sent outside the US                          |
| 3. Media Mail               | 6. Other: <i>(Specify on Answer Booklet page 12)</i> |

**Note: Please record Priority Mail packages under Expedited (Gold Pages).**



# Expedited Letters & Packages Received

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

## A. FORM: Was the mail piece . . .

- |   |            |
|---|------------|
| 1. In a letter size envelope                              | 3. Package |
| 2. In an envelope larger than letter size (not a catalog) |            |

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

- |   |   |
|---|---|
| 1. Male head of household                       | 5. Child (under 18)                                     |
| 2. Female head of household                     | 6. Whole family   |
| 3. Male & Female head of household (Mr. & Mrs.) | 7. Other addressee: (Specify on Answer Booklet page 14) |
| 4. Other adult (18 and over)                    |   |

## C. CONTENTS: Did this package contain . . . (Write in all that apply)

- |  |   |
|--|---|
| 1. Clothing                              | 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:

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 14)

### 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 p. 14)

### IF YOU ANSWERED 1 - 6: → SKIP TO M

### Social/Charitable/Political/Nonprofit:

7. Announcement/Meeting Notice/Invitation
8. Request for donation
9. Confirmation or thank you for donation
10. Bill (For bills from a business/government record code 15)
11. Other social, etc.: (Specify on Answer Booklet page 14)

## E. SENDER TYPE: What type of industry did the letter or package come from? (If not from friend/relative)

### Financial:

1. Bank, Savings & Loan, Credit Union, Loan company, etc.
2. Securities broker/Company
3. Other financial (Specify on Answer Booklet page 14)

### 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 14)

### 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 14)

### Manufacturers:

15. All manufacturers

### Government:

16. All government

### Social/Charitable/Political/Nonprofit:

17. Educational
18. 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 |
| 2. Yes – needs a stamp               |  |

**H. ADVERTISING: Was any advertising or promotional material enclosed?**

1. Yes
2. No → **SKIP TO M**

**I. READING: Was the mail piece . . . (Write in one number only)**

- |  |                                 |
|--|---------------------------------|
| 1. Read by a member of the household                 | 4. Discarded without being read |
| 2. Read by more than one member of the household     | 5. Set aside for reading later  |
| 3. Looked at but not read by any member of household |                                 |

**J. REACTION: Would this mail piece be described as . . .**

- |   |   |
|---|---|
| 1. Useful information we like to receive    | 3. Neither interesting, enjoyable, nor useful |
| 2. Interesting or enjoyable, but not useful | 4. Objectionable                              |

**K. RESPONSE: Is anyone in your household considering responding to the advertisement?**

- |                          |          |
|--------------------------|----------|
| 1. Yes                   | 3. Maybe |
| 2. No → <b>SKIP TO M</b> |          |

**L. HOW RESPOND: How would the response most likely be made? (Write in one number only)**

- |              |   |
|--------------|---|
| 1. Mail      | 4. Fax  |
| 2. Phone     | 5. Internet                                   |
| 3. In-person | 6. Other: (Specify on Answer Booklet page 14) |

**M. CLASS: Mail Classification**

- |                     |  |
|---------------------|--|
| 1. Express Mail     | 7. DHL Next Day  |
| 2. Priority Mail    | 8. DHL 2nd Day   |
| 3. UPS Next Day Air | 9. Other delivery type: (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 company, 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. Seen on the Internet
8. 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. ARRIVAL TIME: The mail piece . . .**

- |                                  |  |
|----------------------------------|--|
| 1. Arrived earlier than expected | 3. Arrived later than expected                   |
| 2. Arrived on day expected       | 4. Was not expected to arrive on any special day |

**E. DELIVERY: This periodical . . .**

- |  |  |
|--|--|
| 1. Could arrive later and not cause difficulty/inconvenience | 4. Arrives so late that it causes difficulty/inconvenience         |
| 2. Comes on the proper day and shouldn't come any later      | 5. Delivery date is not important                                  |
| 3. Doesn't have a regular delivery day                       | 6. Other delivery need: <i>(Specify on Answer Booklet page 18)</i> |



# Unaddressed Material Received

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

## A. CONTENTS: Did the mail piece contain . . .

- |  |   |
|--|---|
| 1. Coupons from a single organization                      | 6. Both coupons and advertising from multiple organizations ↓ |
| 2. Coupons from multiple organizations → SKIP TO D         | SKIP TO D   |
| 3. Advertising from a single organization                  | 7. Political campaign materials                               |
| 4. Advertising from multiple organizations → SKIP TO D     | 8. Product Samples (with or without coupons)                  |
| 5. Both coupons and advertising from a single organization |   |

## B. SENDER TYPE: What type of industry did the mail piece come from?

### Financial

1. Credit Card (Visa, American Express, etc.)
2. Bank, Savings & Loan, Credit Union, Loan company, etc.
3. Securities broker/Company (stockbroker)
4. Money market (not with broker or bank)
5. Insurance company
6. Real estate/Mortgage
7. Other financial: (Specify on Answer Booklet page 20)

### Merchants:

8. Supermarket/Grocery store
9. Department/discount store
10. Mail order company
11. Other store (jewelry, shoes, hardware, etc.)
12. Publisher (newspapers, books, magazines)
13. Land promotion company
14. Online auction (eBay, etc.)
15. Other merchants: (Specify on Answer Booklet page 20)

### Services:

16. Telephone/Long distance company
17. Electric/Gas/Water/Utility company

### Services cont.:

18. Medical (doctor, dentist, hospital, not insurance company)
19. Other professional (lawyer, accountant, engineer, etc.)
20. Leisure/entertainment service (travel agent, hotel, etc.)
21. Cable TV/Satellite related
22. Computer related
23. Other services: (Specify on Answer Booklet page 20)

### Manufacturers:

24. All manufacturers

### Government:

25. Federal (social security, veterans administration, IRS)
26. State and Local (Not utility company)

### Social/Charitable/Political/Nonprofit:

27. Union or professional organization
28. Church/Religious Organization
29. Veterans
30. Educational
31. Charities
32. Political campaign
33. Other social: (Specify on Answer Booklet page 20)

## C. FAMILIARITY: Was this mail piece from an organization someone in household . . .

1. Does or has done business with
2. Knows, but no one does business with
3. Organization no one in household knows

## D. READING: Was the mail piece . . . (Write one number only on Answer Sheet)

- |   |                                 |
|---|---------------------------------|
| 1. Read by a household member                     | 4. Discarded without being read |
| 2. Read by more than one household member         | 5. Set aside for reading later  |
| 3. Looked at but not read by any household member |                                 |

## E. REACTION: Would this mail piece be described as . . .

- |   |   |
|---|---|
| 1. Useful information we like to receive    | 3. Neither interesting, enjoyable, nor useful |
| 2. Interesting or enjoyable, but not useful | 4. Objectionable                              |





# Appendix C2: Diary Package

*Answer Booklet*





4a

# Answer Booklet for: **MONDAY**

*Use with the Question Sheet Booklet*

**Please send us your Mail Pieces  
with your completed Answer Booklets.**

(keep the contents of the mail piece  
if it's something you need)

**Thanks for your Help!**

FY 2008

222891



# Summary Page

Please print clearly as in the example below:

OR

Use a pen in black or blue ink  
**DO NOT USE PENCIL**

**Did not Receive or Send any Mail/Packages Today:** →

*(If no mail received or sent, mark the box above with an X and you are done for today.)*

**Mail Received Monday:**  **Total # Received**

*Record the total number of mail received above and then record for each mail type below.*

- 1. First-Class:**  **Total # Received** → GO TO PAGE 3 (PURPLE)
- First-Class errors:  # Wrong address, right person → GO TO PAGE 3 (PURPLE)
- # Right address, wrong person } DO NOT ANSWER  
 # Wrong address, wrong person } QUESTIONS ABOUT  
THESE MAIL PIECES
- 2. Presorted Standard:**  **Total # Received** → GO TO PAGE 7 (BLUE)
- 3. Nonprofit Organization:**  **Total # Received** → GO TO PAGE 9 (GRAY)
- 4. Packages/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 # Sent**

- 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**

As an example, let's say you received four First-Class mail pieces on Monday. Mail Piece #1 is a First-Class postcard from a mail order company, and Mail Piece #2 is a personal letter.

1. Open the **Question Booklet** to purple page 3, **First-Class Mail Received**.
2. For question A, your number code is either: 1 (envelope), 2 (postcard), 3 (catalog/flyer), or 4 (envelope larger than letter size) as shown on the question sheet.
3. Write a "2" for a postcard in the first column under Mail Piece #1 (see below).
4. Finish answering the remaining questions (B-K) about the postcard.
5. Answer the same questions about Mail Piece #2, the letter from a friend, on the same page in the column under Mail Piece #2, then continue to record Mail Pieces #3 and #4.

**Mail Piece #1**  
Postcard

**Mail Piece #2**  
Personal Letter

**Purple**

## Answer Sheet

### First-Class Mail Received

Answer questions about each mail piece down the columns.  
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. ENV./POSTCARD/CATALOG/FLYER	2	1	2	1								
B. ADDRESSEE	1	2	1	3								
C. MAIL TYPE	12	4	12	14								
D. SENDER TYPE	10		21	1								
E. RETURN ENV.	3		3	2								
F. ADVERTISING	1		1	1								
G. READING	2		1	3								
H. REACTION	3		1	1								
I. RESPONSE	2		1	3								
J. HOW RESPOND			5	5								
K. CLASS Record all that apply - up to 4 codes (See example on pg. 2)	2 13	14	1	13								

**Monday** 877714 Page 3

Match to question on the First-Class Mail Received "Question Sheet."

See the "Question Sheet" for the list of codes for each question.

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

Monday

777483

Page 2

**First-Class Mail Received**

Answer questions about each mail piece down the columns.  
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.		Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
		A.	ENV./POSTCARD/ CATALOG/FLYER										
B.	ADDRESSEE												
C.	MAIL TYPE												
D.	SENDER TYPE												
E.	RETURN ENV.												
F.	ADVERTISING												
G.	READING												
H.	REACTION												
I.	RESPONSE												
J.	HOW RESPOND												
K.	CLASS												
	Record all that apply - up to 4 codes (See example on pg. 2)												

## First-Class Mail Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other answers or Comments

**First-Class Mail Sent**

Answer questions about each mail piece down the columns.  
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.		Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
		<b>A.</b>	ENVELOPE OR POSTCARD										
<b>B.</b>	MAIL TYPE												
<b>C.</b>	ADDRESSEE TYPE												
<b>D.</b>	AD RESPONSE												
<b>E.</b>	AD MATERIAL												
<b>F.</b>	RETURN ENV.												
<b>G.</b>	POSTAGE TYPE												
<b>H.</b>	POSTAGE \$												
<b>I.</b>	PO BOX												
<b>J.</b>	CLASS												
	Record all that apply - up to 4 codes (See example on pg. 2)												

**First-Class Mail Sent**  
Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other answers or Comments

**Presorted Standard Mail Received**

Answer questions about each mail piece down the columns.  
There are columns for up to 12 pieces of mail.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. ADDRESSEE												
B. MAIL TYPE												
C. CONTENTS												
D. MULTIPLE												
E. SENDER TYPE												
F. FAMILIARITY												
G. RETURN ENV.												
H. READING												
I. REACTION												
J. ADVERTISING												
K. RESPONSE												
L. HOW RESPOND												
M. CLASS Record all that apply - up to 4 codes (See example on pg. 2)												

**Presorted Standard Mail Received**  
Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other answers or Comments

# Nonprofit Organization Mail Received

Answer questions about each mail piece down the columns. There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. ADDRESSEE												
B. MAIL TYPE												
C. CONTENTS												
D. MULTIPLE												
E. SENDER TYPE												
F. FAMILIARITY												
G. RETURN ENV.												
H. READING												
I. REACTION												
J. ADVERTISING												
K. RESPONSE												
L. HOW RESPOND												
M. CLASS Record all that apply - up to 4 codes (See example on pg. 2)												



**Packages or Product Samples  
(Not Expedited) Received**

Answer questions about each mail piece down the columns.  
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. FROM												
B. ADDRESS												
C. DELIVERY												
D. SPECIAL SVCS (Record all)												
E. SENDER TYPE												
F. CONTENTS												
G. ITEM ORDER (Record all)												
H. CLASS												

**Packages (Not Expedited) Sent**

Questions are in the Question Booklet.	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. ADDRESSEE												
B. DELIVERY												
C. SPECIAL SVCS (Record all)												
D. DISTANCE												
E. CONTENTS (Record all)												
F. REASON												
G. CLASS (Record all)												

**Packages or Product Samples (Not Expedited) Received**  
**Specify other answers and/or provide comments here**

<b>Mail Piece #</b>	<b>Question Letter</b>	<b>Specify Other answers or Comments</b>

**Packages (Not Expedited) Sent**  
**Specify other answers and/or provide comments here**

<b>Mail Piece #</b>	<b>Question Letter</b>	<b>Specify Other answers or Comments</b>

# Expedited Letters & Packages Received

Answer questions about each mail piece down the columns.  
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. FORM												
B. ADDRESSEE												
C. CONTENTS Record all that apply - up to 4 codes (See example on pg. 2)												
D. MAIL TYPE												
E. SENDER TYPE												
F. ITEM ORDER Record all that apply - up to 4 codes (See example on pg. 2)												
G. RETURN ENV.												
H. ADVERTISING												
I. READING												
J. REACTION												
K. RESPONSE												
L. HOW RESPOND												
M. CLASS												

## Expedited Letters & Packages Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other answers or Comments

**Expedited Letters & Packages Sent**

Answer questions about each mail piece down the columns.  
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. FORM												
B. CONTENTS Record all that apply - up to 4 codes (See example on pg. 2)												
C. MAIL TYPE												
D. ADDRESSEE TYPE												
E. AD RESPONSE												
F. AD MATERIAL												
G. CLASS												

**Expedited Letters & Packages Sent**  
Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other answers or Comments

# Magazines, Newspapers, or Other Periodicals Received

Answer questions about each mail piece down the columns. There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. TYPE												
B. SENDER TYPE												
C. SUBSCRIPTION												
D. ARRIVAL TIME												
E. DELIVERY												

## Magazines, Newspapers, or Other Periodicals Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other answers or Comments

# Unaddressed Material Received

Answer questions about each mail piece down the columns.  
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. CONTENTS												
B. SENDER TYPE												
C. FAMILIARITY												
D. READING												
E. REACTION												

## Unaddressed Material Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other answers or Comments



# Appendix C2: Diary Package

## *Daily Envelope*





5a

# MONDAY

**Insert your Mail Pieces and completed Answer Booklet for Monday in this envelope.**

At the end of your recording week, please send all your Daily envelopes (*with the completed Answer Booklets and Mail Pieces in each*), in the postage-paid Priority Mail envelope provided.

**Thanks for your Help!**





# Appendix C2: Diary Package

## *Gift Selection Form*





# Gift Selection Form

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In appreciation for your participation, choose **ONE** of the following gifts\*:

- Thirty dollars**
- 100 First-Class stamps**

\* Please allow 10-12 weeks for processing

**Make any changes to your name and address below: (please print clearly)**

\_\_\_\_\_  
Name

\_\_\_\_\_  
Street number      Street name (include apt. or unit #)

\_\_\_\_\_  
City, State and Zip

( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_  
Telephone number

**Mail back with your Mail Pieces and completed Answer Booklets!**





## Appendix C2: Diary Package

*"I'm Done . . ." Card*



## I'm done, what do I send back?

7

- 1 Completed **Answer Booklets & Mail Pieces** for each day in the corresponding Daily envelope.



Mail Pieces



Answer Booklets



Daily Envelopes

- 2 **Gift Selection form** with your choice of gift selected.



- 3 Place Daily envelopes and Gift Form in the **postage-paid Priority Mail envelope**. Drop in any public U.S. Postal Service mail box or at your local post office.

