

The Household Diary Study

Mail Use & Attitudes in FY 2016



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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) 2016. 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 2016 report covers Government Fiscal Year 2016, with comparisons to 2014, 2015, and other years, as appropriate.

In FY 2016 mail sent or received by households represented 82 percent of all U.S. mail.

Overview

In 2016, U.S. households received 121.2 billion pieces of mail, and sent 9.6 billion, as seen in Table E.1. Mail sent or received by households constituted 82 percent of total mail in FY 2016. Fifty-eight percent of the mail households received was sent Standard Mail. Only 3 percent of household mail was sent between households; the rest was sent between households and non-households.

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

Mail Classification	Received	Sent
First-Class Mail	40.9	9.0
Standard Regular Mail	59.5	—
Standard Nonprofit Mail	11.3	—
Periodicals	5.1	—
Package & Shipping Services *	4.4	0.5
Total	121.2	9.6
Household to Household	3.6	
Total Mail Received and Sent by Households **	127.2	
FY 2016 RPW Total	154.3	
Non-household to Non-household	27.1	
Unaddressed	1.1	—

Source: HDS Diary Sample, FY 2016.

Note: Totals may not sum due to rounding.

* Includes First-Class and Standard Mail packages.

** Total (127.2) is less than received (121.2) plus sent (9.6) because household to household mail (3.6) is included in both categories.

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 2014 through 2016.

Thirty one percent of household mail contains correspondence or transactions, a declining share over the last ten years, compared to thirty-four percent in 2006. Correspondence mail volume fell only 1.4 percent from 2015 and remained relatively flat compared to 2014. However, compared to the prior ten years, correspondence volume experienced significant declines, falling 26 percent from 2006. In part, the decline in correspondence is a continuation of long-term trends, but it is also strongly related to changing demographics and new technologies. Younger households send and receive fewer pieces of correspondence mail because their incomes are lower

and they tend to be early adopters of new and faster communication through social media.

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

Market	2014	2015	2016
Correspondence	13.7	13.9	13.7
Transactions	28.8	27.6	26.3
Advertising	80.5	78.5	79.0
Periodicals	5.3	4.9	5.1
Packages	4.3	4.7	4.9
Unclassified	2.4	1.9	2.7
Total	130.0	126.8	127.2

Source: HDS Diary Sample, FY 2014, 2015, and 2016.

Notes:

1. Correspondence and packages exclude double-counted pieces reported as both sent and received by households.

2. Advertising includes 4.4 billion pieces of First-Class advertising-enclosed mail but excluded from total. Package volumes included ground packages and expedited, as well as 0.4 billion pieces of CD/DVD rentals.

In 2016, only about one quarter of household payments were made by mail.

As with correspondence, transaction mail was also impacted significantly by electronic diversion. Over the past ten years, online bill payments and automatic deductions have grown to account for the majority of household payments. As Table E.3 illustrates, the share of bills paid electronically increased from 32 percent in 2006 to 70 in 2016. Conversely, the share of bills paid by mail fell from 62 percent in 2006 to only 27 percent in 2016. The share of payments made in-person also decreased, falling from 6 percent in 2006 to 3 percent in 2016.

Table E.3:
Bill Payment Methods

Shares	2006	2016
By Mail	62%	27%
Electronically	32%	70%
In Person	6%	3%
Total Bills Paid	100%	100%

The Internet also contributed to a decline in the number of bills households received through the mail. Unlike bill payments, however, migration of bills to the Internet continues at a relatively slow pace. Over the last ten years (2006 to 2016), the share of bills received online increased only gradually, from 4 percent to 23 percent.

Advertising mail represented almost two-thirds (62 percent) of all mail sent and received by households in 2016. As shown in Table E.4, 90 percent of all advertising mail received by households was Standard Mail (70.8 billion pieces). The remainder consisted of First-Class Mail; either stand-alone advertising (3.8 billion pieces), or advertising-enclosed pieces that are sent along with other matter (4.3 billion pieces). The volume of stand-alone advertising has declined significantly over the last ten years; as a share of total First-Class Mail advertising, it fell from 57 percent in 2006 to 46 percent in 2016.

Table E.4:
Advertising by Mail Class

Mail Classification	Volume (Billions)	Percent of Total Advertising
First-Class Advertising	8.2	10%
Standard Regular Mail	59.5	75%
Standard Nonprofit Mail	11.3	14%
Total Advertising Mail	79.0	100%

Source: HDS Diary Sample, FY 2016.

Note: First-Class Advertising includes 4.4 billion pieces of advertising-enclosed pieces.

As shown in Table E.2, households received 5.1 billion Periodicals via mail in 2016, only slightly more than in 2015 but less than in 2014. According to Table E.5 below, magazines made up 75 percent of Periodicals. Newspapers represented only 16 percent of total Periodicals, a steep decline from 35 percent in 1987. Over the past decade, readership and circulation levels for all types of periodicals declined as the Internet quickly turned into an inexpensive, and often free, source of all kinds of news and information.

Table E.5:
Periodical Type Received

Mail Classification	Volume (Billions)	Percent of Total Periodicals
Newspapers	0.8	16%
Magazines	3.8	75%
Unclassified	0.5	9%
Total Periodicals	5.1	100%

Source: Household Diary Study, FY 2016.

In 2016, households received 4.7 billion and sent 0.7 billion packages (see Table E.6). Compared to 2015 and 2014 (see Table E.2), total packages sent and received increased about 4 percent and 14 percent respectively. Excluding CD and DVD rentals (a

rapidly declining product, typically reported as First-Class Mail in RPW reports), total packages sent and received increased 7% from 2015 and 17% from 2014, driven by a rapidly growing share of online-shopping households.

Table E.6
Packages Received and Sent via the U.S. Postal Service
(Millions of Pieces)

Mail Classification	2016			
	Received		Sent	
	Number	Percent	Number	Percent
First-Class Mail	1,222	26%	345	50%
Expedited	562	12%	186	27%
Standard Mail	227	5%	—	—
Package & Shipping Services	2,479	53%	93	13%
Unclassified	165	4%	66	10%
Total Packages	4,655	100%	689	100%

Source: HDS Diary Sample, FY 2016.

Notes:

Totals may not sum due to rounding.

Expedited includes Priority Mail and Express Mail.

First-Class packages include 0.4 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 United States Postal Service Household Diary Study (HDS) Report documents the findings of the Fiscal Year (FY) 2016 study. The HDS measures the mail sent and received by U.S. households, tracks household mail trends, and compares mail use between different types of households.

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

The Survey

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

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

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

The Survey Consists of Two Parts:

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

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

The FY 2016 HDS report covers the period from October 2015 through September 2016, roughly equivalent to the Government Fiscal Year (GFY) used by the Postal Service. Data from FY 2014 and FY 2015 are also reported on a GFY basis.

U.S. Postal Service Volumes

Serving a nation containing five percent of the world's population, the Postal Service delivers roughly 45 percent of the world's mail, according to the Universal Postal Union. The Postal Service delivered 154.3 billion pieces of mail in FY 2016—the same volume as in 2015 with a change in composition, from Mailing Services to Shipping Services

In 2016, Mailing Services volume continued to be negatively impacted by the migration of transaction and correspondence mail to the Internet and other electronic alternatives. On the positive side, the Postal Service experienced a surge in Package volume in response to the growing eCommerce side of the economy.

Standard Mail volume, consisting mostly of advertising material, increased 1 percent (about 0.8 billion pieces) from 2015 to 2016, driven in part by a gradually improving economy.

In 2016, First-Class Mail volume fell 2 percent (about 1.2 billion pieces), continuing a long-term decline that began in the early 2000's. Ongoing diversion of correspondence and transaction mail to electronic substitutes was a key contributor to the decline. First-Class Single-Piece letters and cards were impacted more directly by a surge in the use of online bill payments and emails, falling 5 percent between 2015 and 2016. Presort letters and cards (which also include most of the advertising material that is sent First-Class) fell 0.5 percent, also driven in large part by electronic diversion.

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 2016, along with data for FY 2014 and FY 2015.

Letters, flats, and parcels are defined as follows:

- **Letters** refer 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 1.1:
Total Mail Volume: FY 2014, 2015, and 2016
(Billions of Pieces)

	2014	2015	2016
<u>Mailing Services:</u>			
First-Class Mail:			
Single-Piece	23.2	22.0	20.9
Presort	40.8	40.8	40.6
Other	0.6	0.6	0.8
Total First-Class Mail	64.7	63.5	62.3
Standard Mail:			
Regular	53.3	53.3	55.4
ECR	27.1	26.8	25.5
Total Standard Mail	80.4	80.1	80.9
Periodicals	6.0	5.8	5.5
Package Services	0.5	0.6	0.5
USPS and Free Mail	0.5	0.4	0.4
<u>Total Mailing Services</u>	152.1	150.3	149.8
<u>Shipping Services</u>	3.4	4.0	4.5
<u>Total All Mail</u>	155.5	154.3	154.3

Source: RPW Reports.

Note: Totals may not sum due to rounding.

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, which is calculated as the residual of total RPW mail volume and mail volume involving households based on HDS data.

Tables 1.2 and 1.3 show the total mail in each flow, and Table 1.4 shows pieces per household per week.

Table 1.2:
Total Domestic Mail Flows
(Billions of Pieces)

Sent By:	Received By:		
	Household	Non-household	Total Originating
Household	3.6	6.0	9.6
Non-household	117.7	27.1	144.7
Total Destinating	121.2	33.0	154.3

Source: HDS Diary Sample, FY 2016.

Note: Totals may not sum due to rounding.

Table 1.3:
Total Domestic Mail Flows

Mail Flows	Billions of Pieces	Percent of Total Mail
Sent by Household	9.6	8%
Received by Household	121.2	79%
Total Household Mail*	127.2	82%
Non-Household to Non-Household	27.1	18%
Total Mail	154.3	100%

- Excludes 3.6 billion pieces sent from household to household

Table 1.4:
Domestic Mail Flows per Household per Week

Sent By:	Received By:	
	Household	Non-household
Household	0.4	0.7
Non-household	14.7	N/A

Source: Household Diary Study, FY 2016.

Household Mail

As shown in Tables 1.3, domestic mail to and from households constituted 82 percent of total mail volume in 2016, equating to 15.8 pieces per week sent and received by U.S. households. Table 1.5 presents the volumes of mail sent and received by households as estimated from the HDS. The table shows the categories in which the households record their mail. Households received 121.2 billion pieces of mail and sent 9.6 billion. Both of these totals include the 3.6 billion pieces of mail that households sent to each other. The total mail received or sent by households in FY 2016 was 127.2 billion pieces.

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

Mail Classification	Received	Sent
First-Class Mail	40.9	9.0
Standard Regular Mail	59.5	—
Standard Nonprofit Mail	11.3	—
Periodicals	5.1	—
Packages & Shipping Services*	4.4	0.5
Total	121.2	9.6
Household to Household	3.6	
Total Mail Received and Sent by Households	127.2	
FY 2016 RPW Total	154.3	
Non-household to Non-household (Residual)	27.1	
Unaddressed	1.1	—

Source: HDS Diary Sample, FY 2016.

Note: Totals may not sum due to rounding.

* Includes First-Class and Standard Mail packages.

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

Table 1.6:
Pieces Received and Sent per Household

Classification	Annual Pieces per Household	Pieces per Household per Week
Mail Received		
First-Class Mail	265	5.1
Standard Regular Mail	386	7.4
Standard Nonprofit Mail	73	1.4
Periodicals	33	0.6
Packages & Shipping Services*	29	0.6
Total Mail Received	786	15.1
Mail Sent		
First-Class Mail:	59	1.1
Packages & Shipping Services*	3	0.1
Total Mail Sent	62	1.2
Unaddressed	7	0.1

Source: HDS Diary Sample, FY 2016.

Note: Totals may not sum due to rounding.

* Includes First-Class, Expedited, and Standard Mail packages.

Classes and Markets

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

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

Table 1.7:
Mail Received and Sent by Households

Class	Market (Billions of Pieces)						
	Correspondence	Transactions	Advertising	Periodicals	Packages	Unclassified	Total
First-Class Mail	13.7	26.3	8.2	-	0.4	2.5	46.7
Standard Mail	-	-	70.8	-	0.2	-	70.8
Periodicals	-	-	-	5.1	-	-	5.1
Packages & Shipping Services	-	-	-	-	4.3	0.2	4.5
Total Mail Received and Sent by Households	13.7	26.3	79.0	5.1	4.9	2.7	127.2

Source: Household Diary Study, FY 2016

1. Correspondence and Packages exclude double-counted pieces reported as both sent and received by households.

2. Advertising includes 4.4 billion pieces of First-Class advertising-enclosed mail but excluded from total

3. First-Class Packages include 0.4 billion pieces of CD/DVD rentals sent to and received from Netflix, etc., reported in First-Class Mail letters in Tables E.1, 1.5, and 1.6.

Report Organization

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

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

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

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

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

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

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

In addition, there are three appendices to the report:

Appendix A contains a set of trend tables for major classes and types of mail

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, thus providing a basis for assessing mail volume changes. The breakouts introduced provide the framework for much of the analyses in subsequent chapters.

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

Mail Volume and Demographics

Total U.S. mail volume grew from 110 billion pieces in 1981 to 154 billion in 2016, an increase of 42 percent. This growth outpaced the rate of population growth and was close to household formation. Over the same period, according to the U.S. Census Bureau, the adult population grew 40 percent and households grew about 53 percent. The number of places to which the Postal Service delivers increased even faster, growing 59 percent since 1981 (see the USPS annual reports). As Table 2.1 shows, however, volume decreased by an average of 2.0 percent per year over the last 15 years (due to large declines from 2007 onward), while U.S. population growth, household formation, and delivery points increased by an average of about one percent per year. With falling revenues and rising costs, the Postal Service suffered significant financial losses over the last several years.

Total U.S. mail volume decreased by an average of 2.0 % per year between 2001 and 2016, while population and household formation increased by an average of about one % per year.

As shown in Table 2.1, the 1980s was a time of extraordinary mail volume growth (4.6%) that

began in 1978 and continued through 1988. In 1984, mail volume grew more than ten percent. During this period, technology facilitated this growth. Construction of computerized databases and techniques for sorting large amounts of data created a fertile climate for direct mail marketing. Computerization of financial systems encouraged billing by mail and payments through the mail. These innovations in business processes were further encouraged by the expansion of postal rate discounts.

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

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

Table 2.1:
Mail Volume and Demographics
Average Annual Growth, 1981-2016

	1981-1990	1991-2000	2001-2016
Total Mail Volume	4.6%	2.3%	-2.0%
Delivery Points	1.7%	1.5%	0.8%
Adult Population	1.5%	1.3%	1.2%
Households	1.4%	0.9%	1.2%

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

The latter half of the 1990s saw rapid growth in mail volume, spurred by a strong economy and rates that increased by less than inflation. The Postal Service also realigned the incentives built into its price structure. It reduced the incentives mailers had for presorting mail and encouraged them to prebarcode their mail. By 2002, the majority of letters the Postal

Service received had qualifying barcodes on them. This restructuring of the rates took advantage of the extensive automation of mail preparation and sorting that occurred in the previous decade.

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

The economic recession that began in December 2007 and ended in June 2009 had a severe impact on the mail. Total mail volume plunged 12.8 percent in 2009—the largest decline since the Great Depression. In July 2009, the recession was officially over but was followed by a slow recovery that continued through the end of 2016. As a result, total mail volume declined an additional 13 percent between 2009 and 2016. Both Standard Mail and First-Class Mail contributed to the overall decline in mail volume, falling 1 and 26 percent respectively.

Between 2001 and 2016, total mail volume fell 25 percent. During the same time period, both the adult population and households increased 19 percent, and the Postal Service added 13 percent more delivery points to its network.

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

The Postal Service depends on mail volume growth to fund universal service. The number of addresses the delivery network serves increases as the number of American businesses and households increases. When mail volume falls, as was the case between 2001 and 2016 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. These costs must therefore be covered by a lower level of volume.

Characteristics of Higher- and Lower-Volume Households

Tables 2.2 and 2.3 show the demographic characteristics of households according to the amount of mail received. It is apparent that household mail use is strongly correlated with both income and education. For example, households receiving 12 or less pieces of mail per week earned an average of only \$28,522 annually; in contrast, those receiving 36 to 44 pieces per week earned an average of \$96,989 annually. Note, however, the similar correlation between mail receipt and Internet access, 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.

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

Mail Received (Pieces per Household per week)	Households (Millions)	Median Annual Household Income	Households w/ Internet Access (Percent)	Total Bills Paid (Pieces per Household per week)	Bills Paid by Internet (Pieces per Household per week)	Mail Sent (Pieces per Household per week)
45 or more	4.8	\$90,436	85%	4.1	1.6	4.1
36-44	6.1	\$96,989	91%	3.9	1.7	2.6
30-35	9.6	\$81,791	91%	3.7	1.6	2.6
24-29	15.2	\$78,334	93%	3.5	1.6	1.7
18-23	22.7	\$63,721	89%	3.2	1.5	1.7
12-17	26.8	\$53,532	89%	3.1	1.5	1.3
Less than 12	40.5	\$28,522	85%	2.4	1.2	0.6
Total	125.8	\$55,804	89%	3.1	1.4	1.5

Source: HDS Diary Sample, FY 2016.
Note: Mail received includes USPS and Non-USPS mail.

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

Mail Received (Pieces per Household per week)	Households (Millions)	Educational Attainment of Head of Household			
		Less than High School	High School Graduate	Some College or Technical School	College Graduate
45 or more	4.8	8%	18%	15%	59%
36-44	6.1	5%	22%	25%	48%
30-35	9.6	9%	25%	18%	47%
24-29	15.2	6%	25%	22%	46%
18-23	22.7	11%	30%	21%	38%
12-17	26.8	8%	25%	24%	41%
Less than 12	40.5	14%	30%	23%	31%
Total	125.8	10%	27%	22%	39%

Source: HDS Diary Sample, FY 2016.
Note: Percentages may not total 100 percent due to heads of households who did not answer the educational attainment question. Percentages in this table are row percentages.
Excludes households not receiving any mail delivery at their home address (using mailbox only).

Demographic Characteristics of U.S. Households

This section presents 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. However, by that point, mail behavior is pretty well set, and older households continue to receive similar amounts of advertising and periodicals, and pay similar amounts of bills, even though their income declines.

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

Household Income (Thousands)	Educational Attainment of Head of Household				Total
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	20%	35%	27%	17%	100%
\$35 to \$65	10%	33%	24%	33%	100%
\$65 to \$100	7%	24%	22%	47%	100%
Over \$100	2%	12%	17%	69%	100%
Don't know/Refused	6%	25%	19%	45%	100%
Mean	10%	27%	22%	39%	100%

Source: HDS Diary Sample, FY 2016.
Note: Totals may not sum due to rounding.

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

Household Income (Thousands)	Age of Head of Household				Total
	Under 35	35 to 54	Over 55	Don't Know/Refused	
Under \$35	26%	26%	47%	1%	100%
\$35 to \$65	24%	33%	43%	0%	100%
\$65 to \$100	20%	39%	40%	0%	100%
Over \$100	15%	49%	36%	0%	100%
Don't know/Refused	15%	33%	46%	6%	100%
Mean	21%	35%	43%	1%	100%

Source: HDS Diary Sample, FY 2016.
Note: Totals may not sum due to rounding.

Household Size

The majority of U.S. households include either one or two adults, but households with three or more adults make up 19 percent of the total. Once considered the norm, nuclear families—two adults and at least one child—now account for only 19.4 percent of households (per the U.S. Census Bureau). Over the years, the changing composition of households impacted the amount and kinds of mail sent and received by households, generating more and different kinds of advertising mail, as well as affecting transaction mail trends (bills tend to be tied to households as much as to individuals).

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

Number of Adults	
One	31.6
Two	75.5
Three or more	18.7
Total Households	125.8

Source: HDS Diary Sample, FY 2016.
Note: Totals may not sum due to rounding.

Table 2.7:
Households by Size
(Millions of Households)

Household Size	
One person	27.9
Two	53.5
Three	19.1
Four	14.7
Five or more	10.6
Total Households	125.8

Source: HDS Diary Sample, FY 2016.
Note: Total may not sum due to rounding.

Internet Access

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

Table 2.8 shows that 89 percent of households have Internet access (either Broadband or Dial-up) and almost all of those households now have Broadband access. The highest levels of Internet and Broadband access are within households with incomes over \$100,000 (each with 98 percent), as seen in Figure 2.1a. In comparison, households with incomes below \$35,000 are less likely to have access to the Internet and Broadband (70 and 68 percent, respectively). As shown in Figure 2.1 b, age is also an important determinant of households having Internet access. Younger households (heads of households younger than 35 years old) are more likely to have access to both the Internet and Broadband (94 and 93 percent, respectively). Older households (heads of households older than 55 years of age), on the other hand, are less likely to have access to the Internet and Broadband (75 and 74 percent, respectively).

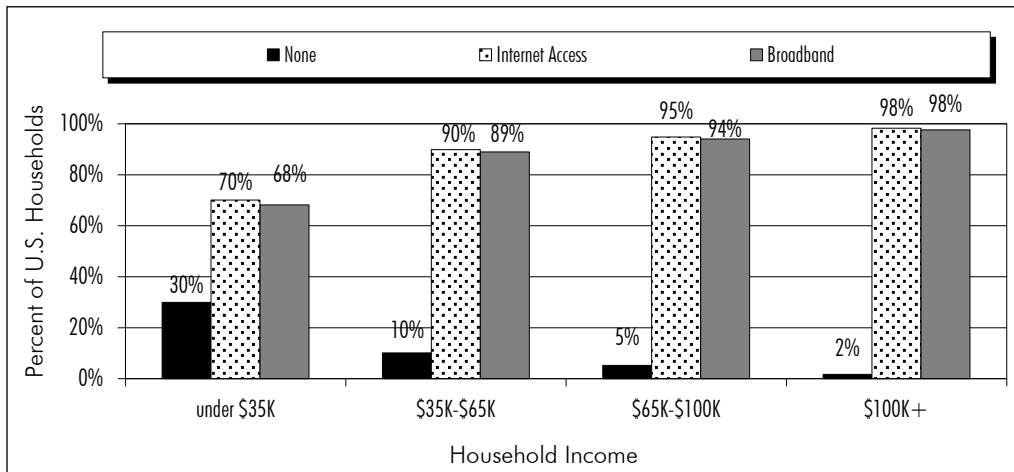
Table 2.8:
Households by Type of Internet Access
(Millions of Households)

Type of Internet Access	
Broadband	109.8
Dial-up	1.6
None	14.4
Total Households	125.8

Source: HDS Diary Sample, FY 2016.
Note: Totals may not sum due to rounding.

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

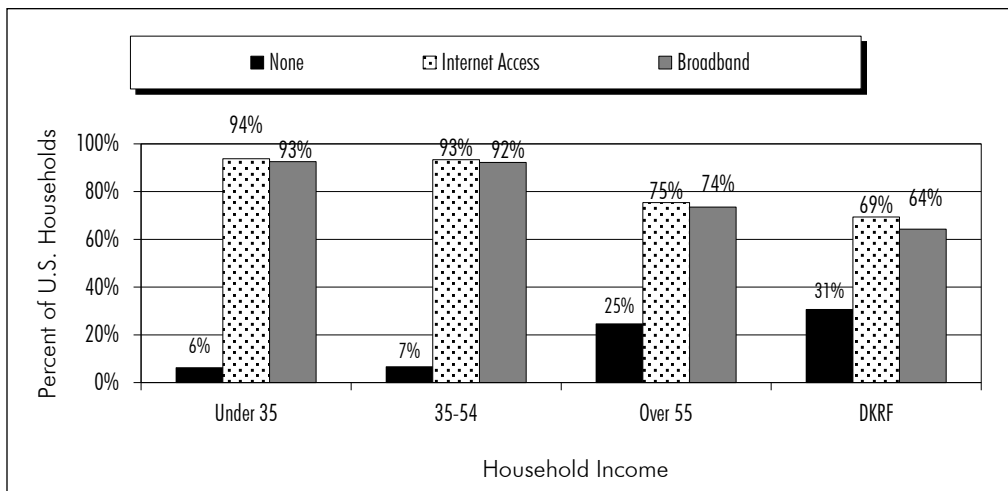
Figure 2.1a:
Internet Access by Income and Type



Source: HDS Recruitment Data, FY 2016.

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

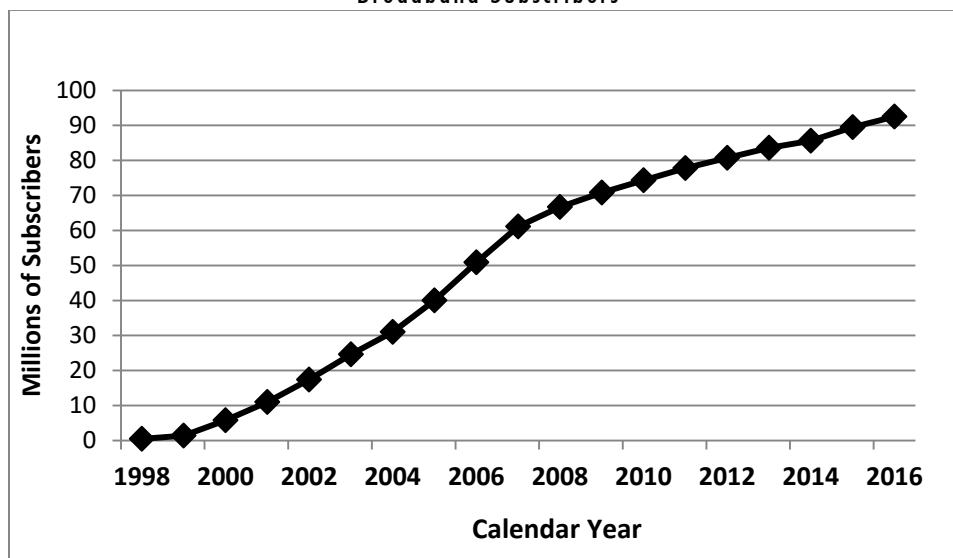
Figure 2.1b:
Internet Access by Age and Type



Source: HDS Recruitment Data, FY 2016.

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

Figure 2.2:
Broadband Subscribers



Source: Leichtman Research Group.

Use of the Post Office

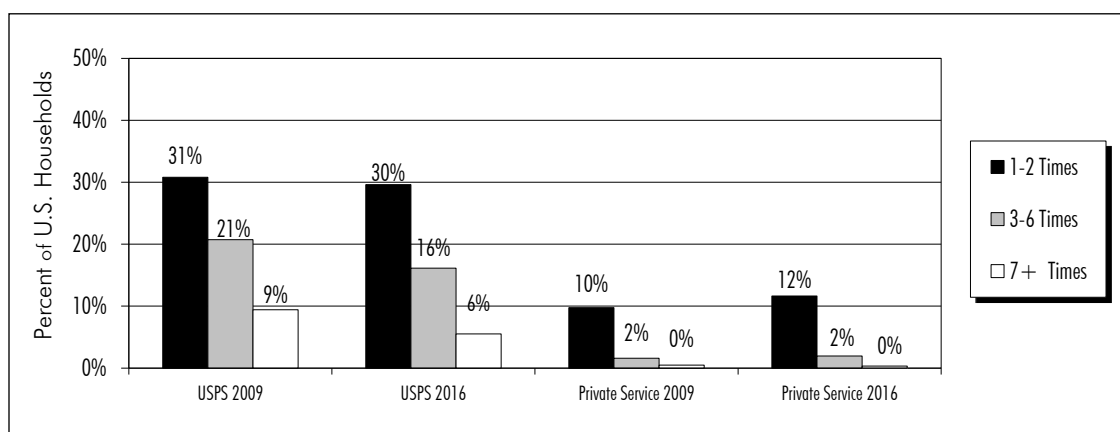
The Postal Service currently owns and operates 35,423 post office locations (including branches) throughout the U.S.

As shown in Figure 2.3, in spite of a declining frequency of visits over the past several years, the use of post offices for mailing services continues to dominate the mail service industry. Fifty two percent of all U.S. households patronize a post office at least once a month, while just 14 percent visit a private mailing company. Over 22 percent of all households in the U.S. visit the post office three or more times a month.

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

A rented mailbox is one alternative that households use to manage their mail. In 2016, 3.4 percent of all households in the U.S. rented mailboxes from the Postal Service, and 0.7 percent rented a box from a private company. Post office box use, however, declined since the start of the millennium, with 3.4 percent of U.S. households renting a post office box from the Postal Service in 2016, compared to 10 percent in 2001.

Figure 2.3:
Household Visits to Post Office in Past Month



Source: HDS Recruitment Data, FY 2009 and 2016

Chapter 3: Correspondence

Introduction

This chapter examines correspondence mail among households and between households and businesses, including letters, greeting cards, invitations, and announcements. In several cases, this chapter, and several following it, examines comparisons in data between 2014 and 2016, providing an illustration of mail trends over time.

Correspondence Mail Volume

Total correspondence sent and received represents almost 11.0 percent of all household mail volumes, as shown in Table E.2. Table 3.1 provides a recent history of total correspondence volumes, showing a 0.8 percent decline from 2014 to 2016. Personal correspondence, which is essentially household to household mail, fell 12.3 percent from 2014 to 2016, continuing a long-term decline that started almost three decades ago. In 1987, households reported receiving 1.6 pieces of personal correspondence each week. By 2016, personal correspondence received declined 69 percent, to just 0.5 pieces per household per week.

In large part, this decline stemmed from competition from an ever-changing landscape of communication

technologies, such as affordable long-distance telephone service and, more recently, e-mail, social networking, and cellular communications—all of which provide an alternative to personal letters and business inquiries. Such advances in technological communications completely transformed the marketplace, and continue to have an impact on personal correspondence.

Correspondence Mail and Household Characteristics

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

Income, Education, and Age

Tables 3.2 and 3.3 on the following page show that both household income and educational attainment have a strong effect on correspondence sent and received by households. In some cases, the volume of correspondence sent and received by households with the highest income or the highest education is two or three times the volume that is sent and received by households with the lowest income or the lowest education.

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

Sector	Volume (Millions of Pieces)			Change, 2014-2016
	2014	2015	2016	
Household to household	3,603	3,194	3,160	-12.3%
Non-household to household	9,337	9,321	9,656	3.4%
Household to non-household	1,244	1,321	1,249	0.4%
Total	14,183	13,836	14,065	-0.8%
Sector	Pieces per Household per Week			Share of 2016 Total
	2014	2015	2016	
Household to household	0.6	0.5	0.5	22.5%
Non-household to household	1.5	1.4	1.5	68.6%
Household to non-household	0.2	0.2	0.2	8.9%
Total	2.2	2.1	2.1	100%

Source: HDS Diary Sample, FY 2014, 2015, and 2016.

Notes: Totals may not sum due to rounding.

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

Household Income (Thousands)	Educational Attainment of Head of Household				Average
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	1.4	1.5	1.6	1.5	1.5
\$35 to \$65	1.9	1.9	1.8	1.6	1.8
\$65 to \$100	1.2	2.2	2.3	2.1	2.1
Over \$100	4.1	2.3	3.0	2.7	2.7
Average	1.6	1.9	1.9	2.1	2.0

Source: HDS Diary Sample, FY 2016.
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	0.7	0.4	0.7	0.6	0.6
\$35 to \$65	0.4	0.7	0.6	0.6	0.6
\$65 to \$100	0.5	0.8	0.6	0.7	0.7
Over \$100	0.6	0.3	0.9	1.0	0.9
Average	0.6	0.6	0.7	0.8	0.7

Source: HDS Diary Sample, FY 2016.
Note: Excludes Don't Know/Refused.

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

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

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

Household Income (Thousands)	Age of Head of Household			Average
	Under 34	35 to 54	Over 55	
Under \$35	1.3	1.4	1.6	1.5
\$35 to \$65	1.2	1.7	2.2	1.8
\$65 to \$100	1.5	2.0	2.5	2.1
Over \$100	2.5	2.6	3.0	2.7
Average	1.4	2.0	2.2	2.0

Source: HDS Diary Sample, FY 2016.

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	0.6	0.4	0.7	0.6
\$35 to \$65	0.4	0.5	0.8	0.6
\$65 to \$100	0.5	0.7	0.8	0.7
Over \$100	1.1	0.8	1.0	0.9
Average	0.6	0.6	0.8	0.7

Source: HDS Diary Sample, FY 2016.

Household Size

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

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

Household Size	Received	Sent
One person	1.3	0.5
Two	2.1	0.7
Three	2.1	0.7
Four	2.3	0.7
Five or more	2.4	0.8
Total	2.0	0.7

Source: HDS Diary Sample, FY 2016.

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

Number of Adults	Received	Sent
One	1.3	0.5
Two	2.1	0.8
Three or more	2.4	0.6
Average	2.0	0.7

Source: HDS Diary Sample, FY 2016.

Internet Access

Table 3.8 shows that households with Internet access (Broadband and Dial-up) tend to receive more correspondence mail than households without such service. The explanation for this somewhat counterintuitive result is the high correlation among income, educational attainment, and the presence of an Internet connection in the home. As Table 3.9 shows, households with Internet access have a greater average income than households without a connection. Similarly, on average, households with Internet access have a higher level of education than those without access. In fact, these correlations could be a warning sign for mail, since more volume goes to households that are vulnerable to diversion. Correspondence mail sent by households is not affected much by household Internet access.

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	2.0	0.7
Dial-up	2.0	0.7
None	1.5	0.7
Average	2.0	0.7

Source: HDS Diary Sample, FY 2016.

Table 3.9:
Income and Education by Type of Internet Access

Type of Internet Access	Median Income	% w/ College Degree
Broadband	57,753	43%
Dial-up	33,428	25%
None	20,766	16%

Source: HDS Diary Sample, FY 2016.

Personal Correspondence

In FY 2016, personal correspondence accounted for an average of 0.5 pieces of mail per week, which is unchanged from 2015 and lower than in 2014. Table 3.10 shows the total volumes and average number of pieces by personal correspondence type.

In general, all types of personal correspondence have declined significantly as mail continued to be migrated to the Internet. Online correspondence has become the preferred method of communication for households,

providing them with several convenient electronic alternatives to the hand-written way (e.g.: social networks, e-mails, e-cards,).

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

Table 3.10:
Personal Correspondence Sent and Received

Correspondence Type	Volume (Millions of Pieces)			Change, 2014-2016
	2014	2015	2016	
Personal Letters	592	613	513	-13.3%
Holiday Greeting Cards	1,393	1,180	1,262	-9.4%
Non-Holiday Greeting Cards	1,169	1,005	982	-16.0%
Invitations/Announcements	429	384	390	-9.1%
Other Personal	20	12	14	-30.0%
Total	3,603	3,194	3,161	-12.3%
Correspondence Type	Pieces per Household per Week			Share of 2016 Total
	2014	2015	2016	
Personal Letters	0.1	0.1	0.1	16.2%
Holiday Greeting Cards	0.2	0.2	0.2	39.9%
Non-Holiday Greeting Cards	0.2	0.2	0.2	31.1%
Invitations / Announcements	0.1	0.1	0.1	12.3%
Other Personal	0.0	0.0	0.0	0.4%
Total	0.6	0.5	0.5	100.0%

Source: HDS Diary Sample, FY 2014, 2015, and 2016.

Note: Totals may not sum due to rounding.

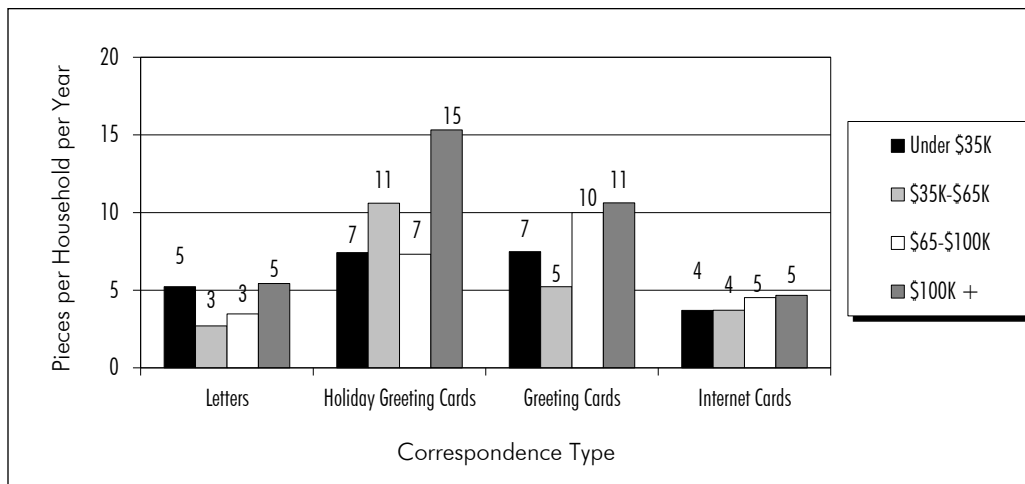
Figure 3.1 shows the major personal correspondence types by income. Personal correspondence sent by households seems to follow a pattern of higher-income households being more likely to send letters, holiday cards, and non-holiday greeting cards than lower-income households.

The largest disparity between high- and low-income households is in the volume of holiday greeting cards sent. Households with incomes greater than \$100,000 sent an average of 15 holiday greeting cards in FY 2016, compared to the 7 cards sent by households with incomes lower than \$35,000. Internet card use is

growing very slowly, to a level more comparable to letters.

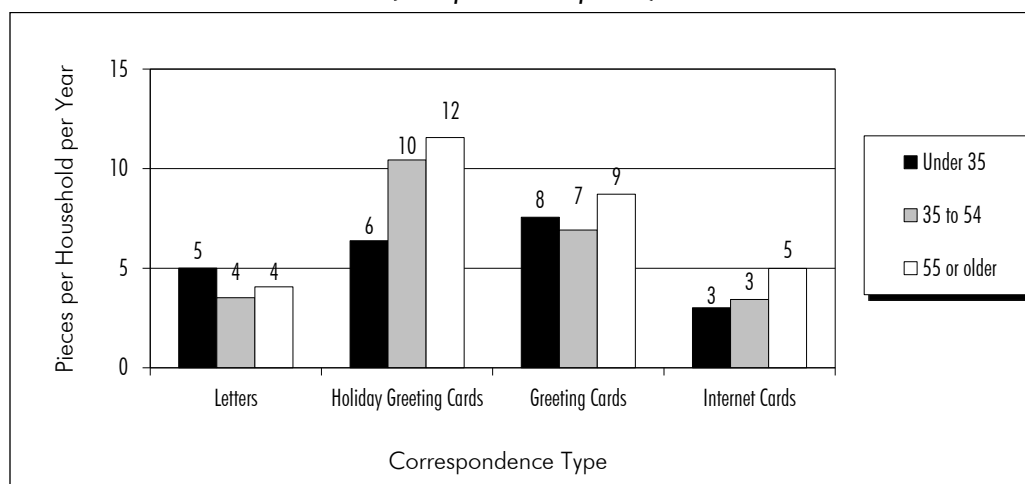
The number of letters and greeting cards sent also seems to follow a pattern where the older the head of household, on average, the more the greeting cards that are sent. Figure 3.2 illustrates this point. Use of social media to send greetings at no cost could partly explain why the number of internet cards sent by younger heads of household is not higher than reported.

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



Source: HDS Diary Sample, FY 2016.

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

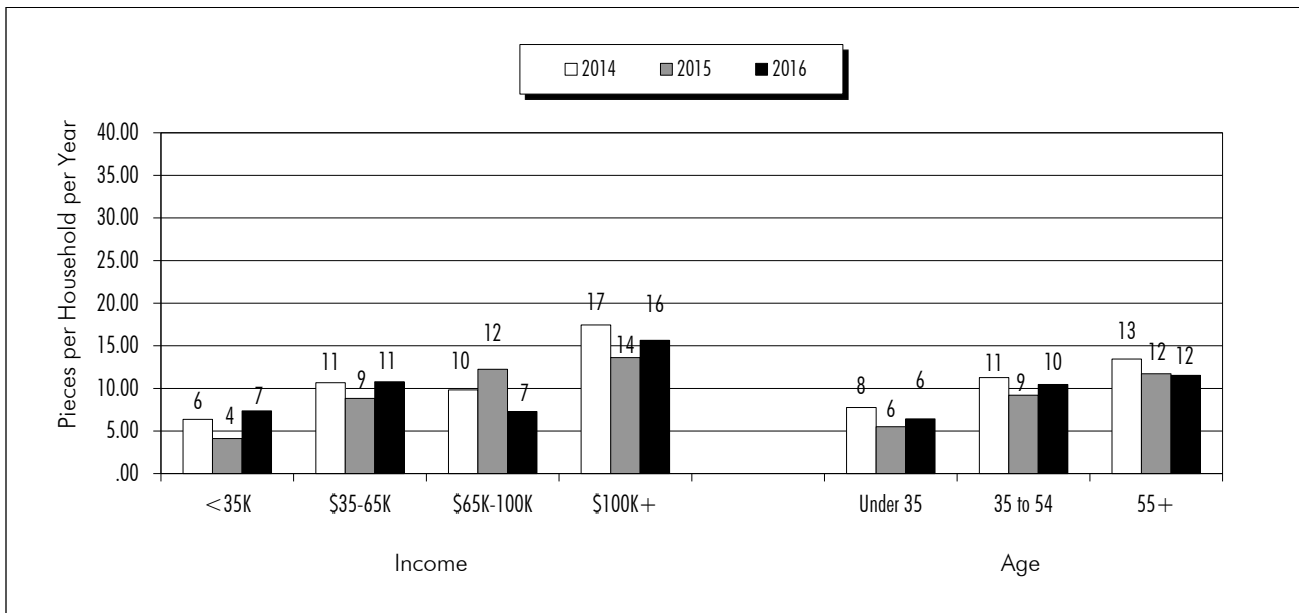


Source: HDS Diary Sample, FY 2016.

The relationship between holiday greeting cards sent and income is shown in more detail in Figure 3.3. In FY 2016, as in prior years, higher-income households sent the most holiday greeting cards. On average, households with incomes greater than \$100,000 sent 16 holiday greeting cards, while households with incomes lower than \$35,000 sent only 7 holiday greeting cards in FY 2015.

When examined by age, the number of holiday greeting cards sent is typically much greater for households where the head of household is older. In 2016, households where the head of household is aged 55 or older, on average, sent 12 holiday greeting cards, while households where the head of household is younger (35 or younger) sent only 6 cards.

Figure 3.3:
Holiday Greetings Sent by Age and Income, FY 2014, 2015, and 2016



Source: HDS Diary data, Diary Sample only, FY 2014, 2015, and 2016.

As shown in Table 3.11, Internet access has a mixed effect on personal correspondence use. Households with Internet access sent and received fewer letters and holiday greeting cards but more non-holiday cards than households without Internet access. These results could be due to a preference by Internet households to

use social media for holiday greetings while favoring non-holiday greeting cards for more personalized greetings.

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

Correspondence Type	No Internet Access	Internet Access
Personal Letters	0.11	0.07
Holiday Greeting Cards	0.22	0.19
Non-Holiday Greeting Cards	0.09	0.16
Total	0.42	0.42

Source: HDS Diary Sample FY 2016.

Business Correspondence

This section of the report provides data on correspondence types between households and non-households (primarily businesses but also government and social organizations). In addition to correspondence mail, households and businesses exchange bill payments, statements, and advertising (discussed in Chapters 4 and 5). Table 3.12 outlines volumes by types of correspondence for 2014 through 2016. Although some individual categories of business correspondence mail increased and some decreased from 2014 to 2016, overall volume received and sent by households remained relatively flat, increasing 0.4 percent over this two year period.

Correspondence received from the non-household sector accounts for 69 percent of all correspondence sent and received by households (see Table 3.1).

Invitations and announcements represent 58 percent of business and government correspondence received by households. Other Business/Government includes mostly tax, DMV, and Social Security related correspondence. Announcements are also the main type of social correspondence households receive; in 2016 they represented 49 percent of all social mail received. Other social correspondence includes mostly political materials, newsletters and greeting cards.

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

Business Correspondence Type	2014	2015	2016	Change, 2014–2016
Business/Government/Social Received by Households				
Invitation/Announcement	4,905	5,036	5,017	2.3%
Holiday Greeting from Business	335	297	337	0.6%
Other Business/Government	2,936	2,898	3,238	10.3%
Total Business/Government Received	8,176	8,231	8,592	5.1%
Announcement	645	605	525	-18.6%
Other Social	516	486	538	4.3%
Total Social Received	1,161	1,091	1,063	-8.4%
Total Received	9,337	9,322	9,655	3.4%
Business/Government/Social Sent from Households				
Inquiry	54	50	49	-9.3%
Other Business/Government	1,013	1,116	1,045	3.2%
Total Business/Government Sent	1,067	1,166	1,094	2.5%
Letter	62	42	8	-87.1%
Inquiry	4	18	3	-25.0%
Other Social	110	95	143	30%
Total Social Sent (Social includes social, political & nonprofit.)	176	155	154	-12.5%
Total Sent	1,243	1,321	1,248	0.4%

Source: HDS Diary Sample, FY 2014, 2015, and 2016.

Notes: Totals may not sum due to rounding.

Chapter 4: Transactions

Introduction

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

Transactions Mail Volume

Transactions sent and received constitute 21 percent of all household mail volumes (as seen in Table E.2) and 57 percent of household First-Class Mail; as such, they represent an important component of the mail stream.

As Table 4.1 shows, total transaction volume sent and received by households fell 8.7 percent compared to 2014. All major categories contributed to the decline, as volumes were eroded by the continuing growth in the use of the Internet for various transaction types.

Although many businesses use electronic funds transfer (EFT) or other electronic technologies to settle transactions, households still receive a majority of their recurring bills through the Postal Service. However, as households become more comfortable with receiving personal information online, the transition to electronic bill presentments will likely gain more momentum.

As of FY 2016, Internet access had the most significant impact on bill payments as it provides several alternative and convenient ways to make payments. Payments can be made on computers, on mobile devices, or using other electronic devices. The migration of payments to the Internet was the main cause behind the 17.6 percent decrease from FY 2014 to FY 2016, as shown in Table 4.1. The growth in non-mail methods of payments is also evident in Table 4.1, where bills paid by mail were far fewer than total bills received (as shown later, in 2016, only 27 percent of all household bills were paid by mail).

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

Transaction Type	Volume (Millions of Pieces)			Change, 2014-2016
	2014	2015	2016	
Business				
Bills	14,006	13,616	13,299	-5.0%
Bill Payments	4,470	4,368	3,684	-17.6%
Statements	4,514	4,142	3,949	-12.5%
Payments (to HH)	998	1026	861	-13.7%
Orders	249	214	184	-26.1%
Rebates	129	109	128	-0.8%
Insurance Related	2,468	2,212	2,230	-9.6%
Other Transactions	751	871	876	16.6%
Total Business	27,585	26,558	25,211	-8.6%
Social/Charitable				
Request for Donation	609	570	496	-18.6%
Donations	332	268	281	-15.4%
Bills	97	97	119	22.7%
Confirmations	251	209	247	-1.6%
Total Social/Charitable	1,289	1,144	1,143	-11.3%
Total Transactions	28,874	27,702	26,354	-8.7%

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

Transaction Type	Pieces per Household per Week			Share 2016
	2014	2015	2016	
Business				
Bills	2.2	2.1	2.0	50.5%
Bill Payments	0.7	0.7	0.6	14.0%
Statements	0.7	0.6	0.6	15.0%
Payments (to HH)	0.2	0.2	0.1	3.3%
Orders	0.04	0.03	0.03	0.7%
Rebates	0.02	0.02	0.02	0.5%
Insurance Related	0.4	0.3	0.3	8.5%
Other Transactions	0.1	0.1	0.1	3.3%
Total Business	4.3	4.1	3.9	95.7%
Social/Charitable				
Request for Donation	0.1	0.1	0.1	1.9%
Donations	0.1	0.04	0.04	1.1%
Bills	0.02	0.01	0.02	0.5%
Confirmations	0.04	0.03	0.04	0.9%
Total Social/Charitable	0.2	0.2	0.2	4.3%
Total Transactions	4.5	4.3	4.0	100%

Source: HDS Diary Sample, FY 2014, 2015, and 2016.

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

Transactions Mail and Household Characteristics

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

Income, Education, and Age

As seen in Tables 4.2 and 4.3, household income and educational attainment influence the amount of transactions mail sent and received. In most cases, income has a much greater impact on transactions mail received than sent. The basis for this relationship is that higher-income households are more likely to be Internet households and more likely to pay bills

through electronic means. The tables also show that income has a greater impact on transactions mail than education (on average, better-educated households tend to have more financial accounts, insurance policies, and credit cards—all generators of transactions mail volume). The largest education impact is between households with less than high school and high school graduates. Higher education does not appear to translate into more transaction mail.

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	2.5	2.5	2.1	2.4	2.4
\$35 to \$65	3.3	3.8	3.6	2.7	3.3
\$65 to \$100	4.7	4.5	4.1	3.6	4.0
Over \$100	4.1	4.6	5.0	4.2	4.4
Average	3.0	3.5	3.4	3.4	3.4

Source: HDS Diary Sample, FY 2016.

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	0.5	0.5	0.5	0.4	0.5
\$35 to \$65	0.9	0.8	0.6	0.5	0.7
\$65 to \$100	0.1	0.7	0.6	0.7	0.6
Over \$100	0.0	0.9	0.6	0.7	0.7
Average	0.5	0.7	0.6	0.6	0.6

Source: HDS Diary Sample, FY 2016.

Tables 4.4 and 4.5 show that age has a strong effect on transactions mail, independent of income. Across all income categories, younger households send and receive less transactions mail. In part, this is because such households are less likely to own their home and have fewer insurance policies, investments, and the like. However, it is also the case that these households are more active users of electronic alternatives to traditionally mail-based transactions. This is particularly evident for transactions mail sent (primarily bill payments) by households in which the head of household is aged under 35 years sent one-fifth of the mail sent by households where the head of household is 50 or older.

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	1.6	2.2	2.9	2.4
\$35 to \$65	1.8	3.2	4.2	3.3
\$65 to \$100	2.6	3.8	4.9	4.0
Over \$100	2.7	4.2	5.2	4.4
Average	2.0	3.4	4.1	3.4

Source: HDS Diary Sample, FY 2016.

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

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	0.2	0.3	0.7	0.5
\$35 to \$65	0.1	0.4	1.2	0.7
\$65 to \$100	0.3	0.4	1.0	0.6
Over \$100	0.3	0.5	1.2	0.7
Average	0.2	0.4	1.0	0.6

Source: HDS Diary Sample, FY 2016.

Household Size

In terms of household size, Table 4.6 shows that the increase from a one-person household to a two-person household adds 1.2 pieces of transactions mail per week received and 0.1 pieces per week sent, but a larger household size has a much smaller effect on volume.

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

Household Size	Received	Sent
One person	2.4	0.6
Two	3.5	0.7
Three	3.7	0.6
Four	4.1	0.4
Five or more	3.8	0.4
Average	3.4	0.6

Source: HDS Diary Sample, FY 2016.

For transactions mail received, Table 4.7 shows that each additional adult adds about 1.1 pieces of mail received per week. However, additional adults do not generate any additional pieces of mail sent.

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

Number of Adults in Household	Received	Sent
One	2.4	0.6
Two	3.5	0.6
Three or more	4.6	0.6
Average	3.4	0.6

Source: HDS Diary Sample, FY 2016.

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. This apparent contradiction is explained in large measure by the fact that household Internet access is strongly correlated with income and education (see Table 4.9).

Table 4.8 also shows that the number of transactions sent by households with Broadband or Dial-up is lower than for households without any Internet access. The convenience and low cost of using the Internet provide a strong motivation for households to move financial transactions online, particularly when it relates to bill payments.

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

Type of Internet Access	Received	Sent
Broadband	3.5	0.6
Dial-up	3.9	0.6
None	2.8	0.8
Average	3.4	0.6

Source: HDS Diary Sample, FY 2016.

Table 4.9:
Income and Education by Type of Internet Access

Type of Internet Access	Median Income	% w/ College Degree
Broadband	57,753	43%
Dial-up	33,428	25%
None	20,766	16%

Source: HDS Diary Sample, FY 2016.

Bill Payment

The total number of bills paid per month per household increased from 12.2 in 2014 to 14.1 in 2016. As mentioned, households use a variety of methods to pay bills. Historically, they were paid in person, via phone, or by mail. However, the Internet and other emerging technologies have created several new payment options. The most popular of these are electronic bill payment, which includes payments made via the Internet (with a computer or a mobile phone) and automatic deductions from bank accounts.

The Household Diary Study measures bill payment by all methods. Table 4.10 shows the percentage of

households that pay bills by method and the average number of bills paid per month by method. About 65 percent of households paid at least one bill by mail (implying that 35 percent of households did not pay any bills by mail). Other popular bill payment methods were online (used by 62 percent of households) and an automatic deduction from bank accounts (60 percent of households). The average number of bills paid by mail per household was 3.7 per month, down 8 percent from 4.0 in 2014. In 2016, only 27 percent of household payments were made by mail—the lowest percentage to-date.

In 2016, households reported paying 76 percent more payments using the Internet (6.5 - combining computers, mobile phones and other devices) than by mail (3.7). Additionally, more payments were made using the Internet (6.5) than by all other electronic methods combined (3.3).

In 2016, households paid 75 percent more bills using the Internet than by mail.

Table 4.10:
Bill Payment by Method, FY 2014, 2015, and 2016

Bill Payment Method	2014	2015	2016		
	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	4.0	3.8	3.7	26.6%	64.5%
Internet using a Computer	4.4	4.5	5.0	35.6%	62.4%
Internet using a Mobile Phone	0.3	0.5	0.9	6.7%	20.8%
Internet using an Other Device	0.3	0.7	0.6	4.6%	10.1%
Automatic Deduction	1.8	1.8	2.2	15.8%	60.2%
In-person	0.5	0.5	0.5	3.4%	23%
Credit Card	0.5	0.5	0.7	4.9%	26.5%
Telephone	0.3	0.4	0.4	2.6%	16.2%
Total	12.2	12.7	14.1	100.0%	—

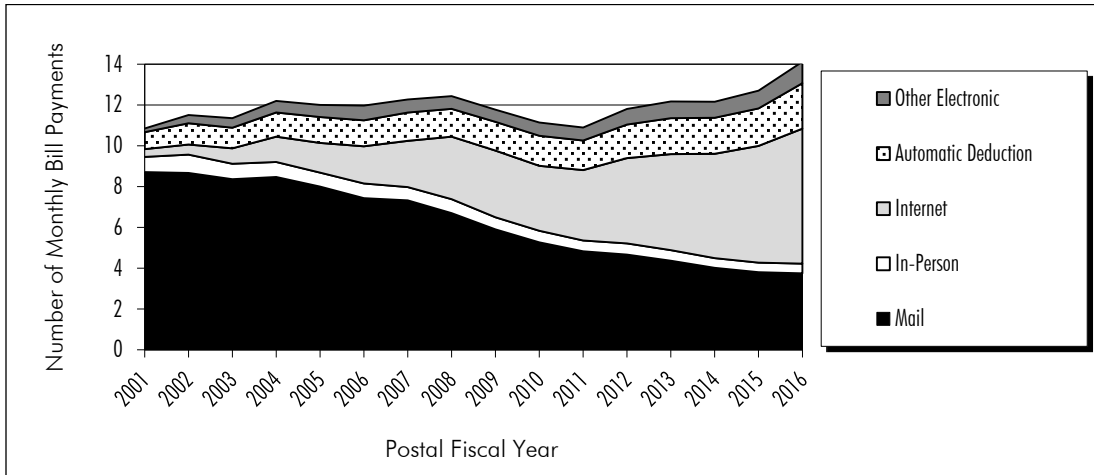
Source: HDS Diary Sample, FY 2014, 2015, and 2016.

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

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

electronically increased by a multiple of 7, largely at the expense of the mail, which fell 57 percent in that time period.

Figure 4.1:
Monthly Average Household Bill Payment by Method

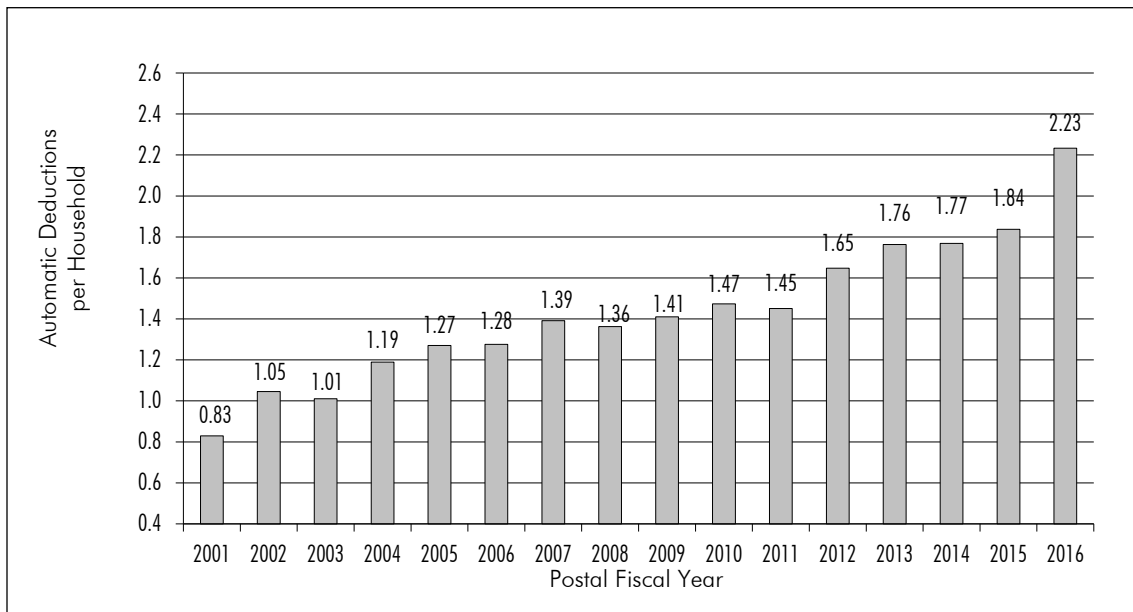


Source: HDS Diary Sample, FY 2001-2016.
Note: Other Electronic includes telephone.

Figure 4.2 shows that automatic deductions doubled since 2000. Over time, however, the increasing popularity of the Internet has provided sufficient motivation for many households to transition from

automated deductions to online bill payments, in a way similar to the electronic diversion of payments by mail. As a result, the growth in automatic deductions has slowed significantly in recent years.

Figure 4.2:
Average Monthly Automatic Deductions per Household



Source: HDS Diary Sample, FY 2001-2016.

Table 4.11 compares the share of households who paid the various types of bills by mail in 2016 compared to 5 years before, in 2011. As shown, all types of bills paid by mail were negatively impacted by electronic diversion. Electric bills experienced the largest decline, as the share of household fell from 46 percent in 2011 to 33 percent in 2016. Similarly, the share of households paying medical bills by mail decreased from 41 percent in 2011 to 32 percent in 2016.

All remaining bill types experienced similar share declines, each bill type with a share of 27 percent or less in 2016.

Table 4.11:
Types of Bills Paid by Mail

Bill Type	Percent of Household	
	2011	2016
Electric	46%	33%
Medical	41%	32%
Insurance	39%	27%
Credit Cards	38%	26%
Water/Sewer	33%	26%
Natural Gas/ Propane, etc.	36%	23%
Cable/Satellite TV	36%	21%
Telephone	41%	21%
Taxes	33%	22%
Rent/Mortgage	29%	19%
Cell Phone	25%	15%
Garbage/Solid Waste Services	22%	16%
Newspapers & Magazines	—	15%
Internet Service	23%	14%
Car Payment	15%	10%
Other Loans	16%	7%
Homeowner/ Condo Assoc Fees	—	7%
Other	6%	3%

Source: HDS Recruitment Sample, FY 2011, and 2016.

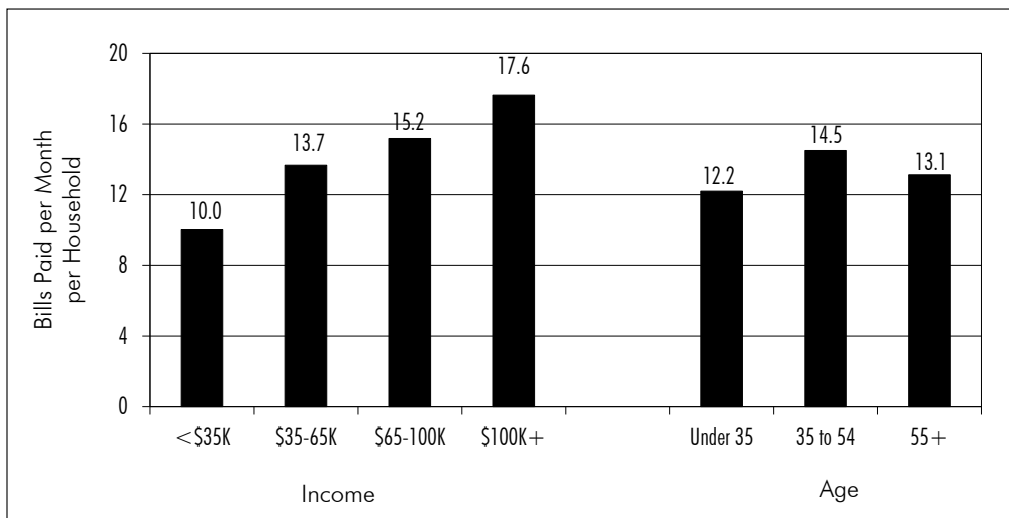
Note: some bill payment types were not measured in 2011 (shown with a dash)

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

Not surprisingly, the number of bills paid per month is positively related to household income. Households with incomes above \$100,000 paid an average of 17.6 bills per month in FY 2016, compared to 10.0 bills

paid by households with incomes below \$35,000. Age has a slightly different relationship with bill payment levels; younger households (where the head of household was aged 35 or younger) and older households (in which the head of household was aged 55 or older) paid fewer bills than households where the head of household was between the ages of 35 and 54.

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

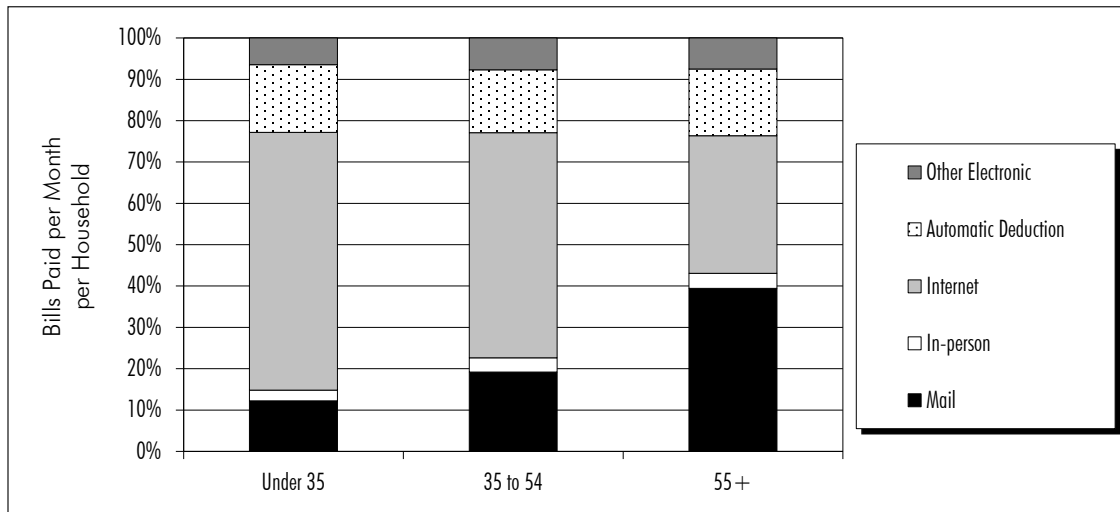


Source: HDS Diary Sample, FY 2016.

Younger households paid the majority of their bills electronically. Figure 4.4 shows that younger heads of household were much more likely to pay bills with the Internet. They paid 62 percent of their bills using the

Internet and only 12 percent by mail. Older heads of household, on the other hand, paid 39 percent of their bills by mail and just 33 percent on the Internet.

Figure 4.4:
Bill Payment Method by Age



Source: HDS Diary Sample, FY 2016.
Note: Other Electronic includes telephone.

Bills and Statements Received

Table 4.12 shows the overall volume of bills and statements received. In FY 2016, about 42 percent of First-Class Mail received by households consisted of bills and statements. Households received 13.4 billion bills in FY 2016, a 4.9 percent decline from 2014 partly driven by increasing electronic diversion. The largest volumes of bills originated from credit card companies (3.7 billion), utilities (2.3 billion), telephone/cable companies (1.7 billion), medical and professional companies (1.9 billion), and insurance companies (1.4 billion).

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

As was the case for bills received, the volume of statements received by households also declined, falling from 4.5 billion pieces in 2014 to 3.9 billion pieces in 2016, a 12.5 percent decrease. In addition to increasing electronic diversion, statements were also impacted by financial institutions' gradual transition from monthly to quarterly-only presentments.

Table 4.12:
Bill and Statement Volumes by Industry

Industry	Volumes	
	Bills (Millions)	Statements (Millions)
Financial		
Bank, S&L, Credit Union	863	2,127
Credit Card	3,693	0
Insurance Company	1,403	235
Real Estate/Mortgage	311	89
Other Financial	106	1,234
Total Financial	6,376	3,685
Merchants		
Department Store	30	5
Publisher	153	1
Mail Order Company	55	8
Other Merchants	150	18
Total Merchants	388	32
Service		
Telephone/Cable Company	1,680	20
Utility Company	2,290	12
Medical and Other Professional	1,853	90
Other Service	353	16
Total Service	6,176	138
Manufacturers	22	4
Government	311	62
Social/Nonprofit	119	26
Other/Don't Know/Refused	25	3
Total – All Industries	13,417	3,950

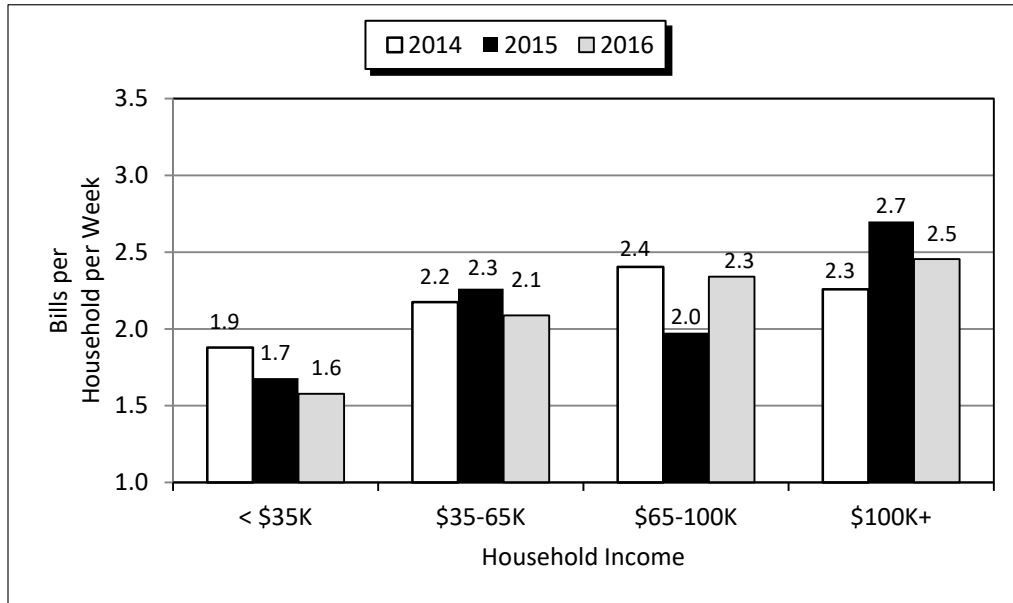
Source: HDS Diary Sample, FY 2016.

Note: Social/Nonprofit bill and statement volumes were not collected separately.

Figures 4.5a and 4.5b, show number of bills and statements received by mail, by income group. Higher income household typically received more bills and statements because they have more financial accounts. The charts also show that, despite the impact of electronic diversion, some income categories actually experienced an increase in the number of presentments.

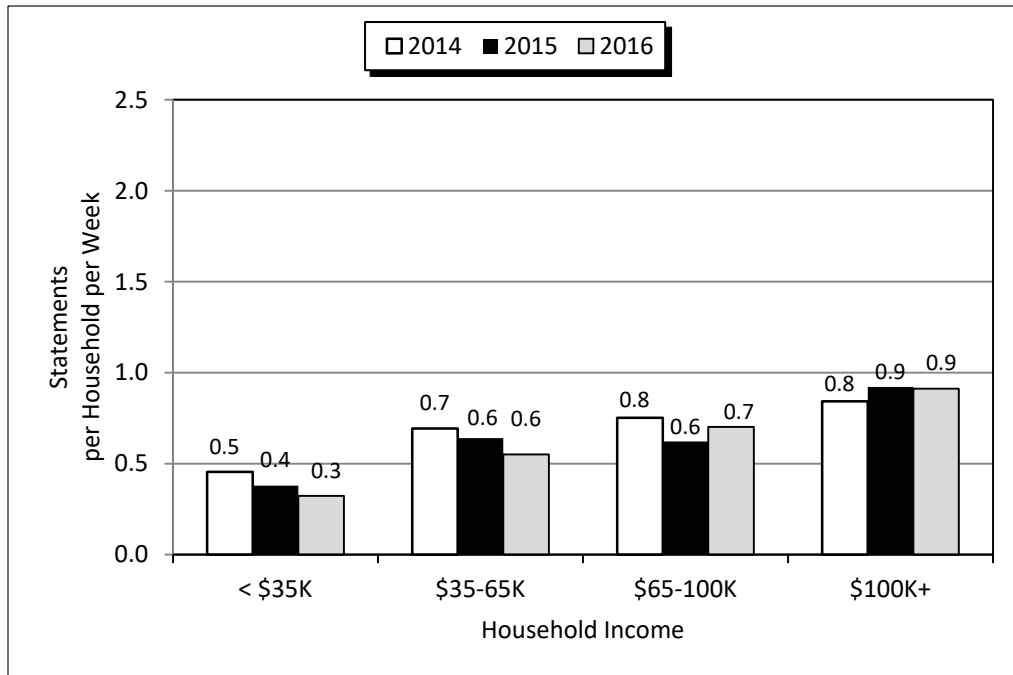
This can be attributed to the different impact that factors other than diversion (such as economic conditions) can have on bill presentments, thus offsetting the impact of the Internet.

Figure 4.5a:
Bills Received by Mail Per Week by Income



Source: HDS Diary Sample, FY 2014, 2015, and 2016. Amounts are rounded.

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



Source: HDS Diary Sample, FY 2014, 2015, and 2016. Amounts are rounded.

Table 4.13 compares the average number of bills received by mail per month to the average number received via the Internet. As the table illustrates, the number of monthly bills received by households decreased from 11.4 in 2014 to 11.1 in 2016. Bills presented by mail were the cause of the decline as they

fell from 9.6 bills per month to 8.9 per month likely the reflection of a slow economy combined with a slow migration to online billing. Bills received on the internet, on the other hand, increased from 1.9 per month in 2014 to 2.2 in 2016, due to electronic diversion partly offset by the slow economy.

Table 4.13:
Average Monthly Bills Received by Method

Method	2014	2015	2016
Mail	9.6	9.2	8.9
Internet	1.9	1.9	2.2
Total	11.4	11.1	11.1
Share Received by Internet	16.5%	17.0%	19.7%

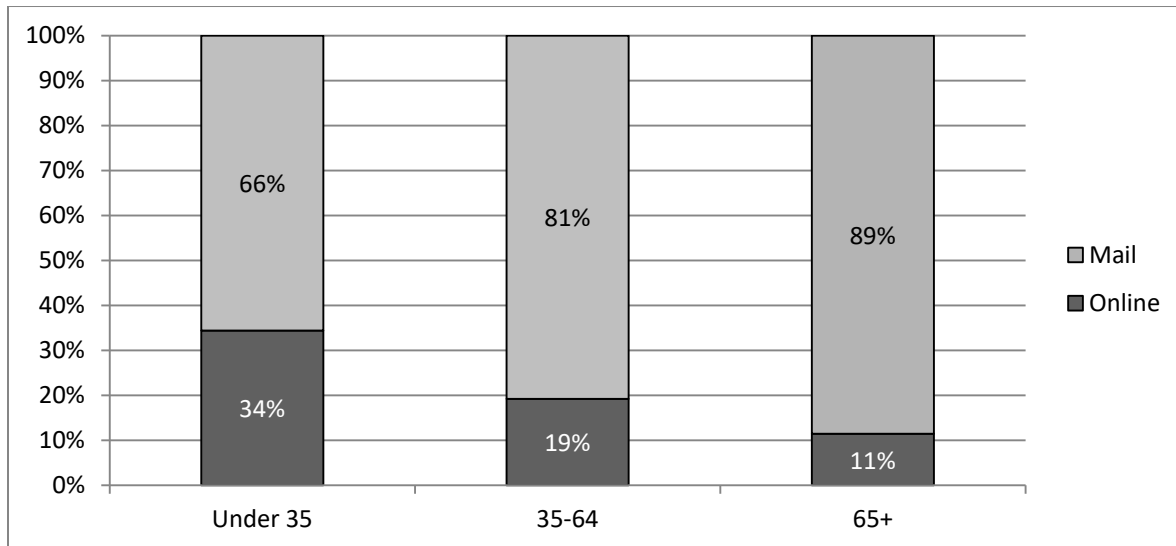
Source: HDS Diary Sample, FY 2014, 2015, and 2016.

Notes: Internet averages use HDS Diary Sample.

Figure 4.6, shows the 2016 shares of bills each age group received for each presentment method. As expected, younger households adapted more quickly to electronic presentments than their older counterpart. Households where the head is under 35 years old

received only 34 percent of their bills online; the other 66 percent were received by mail. Households over 65 years old, on the other hand, received only 11 percent of their bills online with the vast majority (89 percent) still received in the mail.

Figure 4.6:
Shares of Bills Received by Methods and by Age



Source: HDS Diary Sample, FY 2016

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 Pivotal Research Group, American businesses spent about \$204 billion in 2016 advertising their products and services, which represents a 6.6 percent increase from 2015, following a 3.4 percent spending increase in 2014. Of this total advertising spending, 10.0 percent was spent on direct mail (note that Pivotal’s spending estimates for direct mail include only postage costs).

As in prior years, direct mail was one of the leading media choices of advertisers in 2016 (third after Internet and TV). However, in spite of a robust increase in total advertising spending, a large increase in Internet advertising left fewer funds available for more traditional advertising methods such as direct mail. As shown in Table 5.1, direct mail spending barely increased, growing only 0.1 percent compared to 2015; Internet advertising, on the other hand, increased 19.2 percent, by far the strongest spending growth compared to all the other media categories, except for Other which includes seasonal increases due to the elections and the Olympics.

Table 5.1:
U.S. Advertising Spending Growth by Medium, 2014-2016
(Percent Growth from Prior Year)

Medium	2014	2015	2016
Direct Mail	4.8%	-1.1%	0.1%
TV	0.7%	0.8%	1.7%
Radio	-3.0%	-2.8%	0.0%
Newspapers	-11.6%	-12.2%	-12.5%
Magazines	-11.4%	-11.3%	-9.1%
Internet	16.1%	20.4%	19.2%
Other	19.1%	-23.8%	28.7%
Total	3.4%	2.0%	6.6%

Source: Pivotal Research Group—estimates.

Note: Totals may not sum due to rounding.

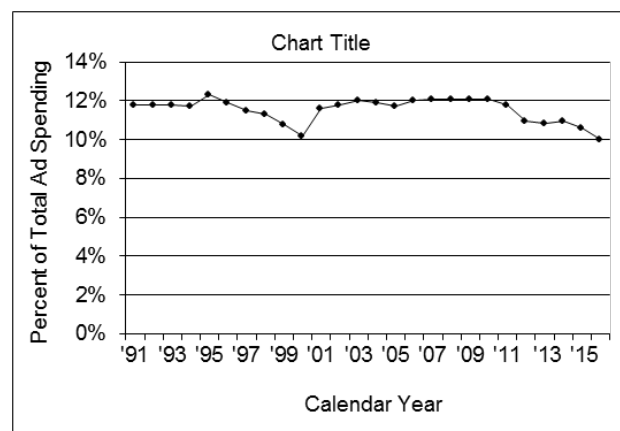
*Other fluctuations are due to political/Olympic advertising

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

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

Figure 5.1 shows that, according to Pivotal’s estimate of postage costs, while direct mail’s share of total advertising spending has declined in 2014 and 2015, it still remained relatively constant, fluctuating between 10 and 12 percent for 25 years.

Figure 5.1:
Direct Mail as a Share of Total Advertising, 1991-2016



Source: U.S. Postal Service calculations based on Pivotal Research Group data

Advertising Mail Volumes

In 2016, advertising mail represented 62 percent of all household mail. Households received 79.1 billion pieces of advertising mail, down 1.9 percent from 2014, driven by an 8.6 percent decline in First-Class advertising and a 1.0 percent decline in Standard Mail advertising.

As shown in Table 5.2, First-Class advertising mail accounted for 8.2 billion pieces (10.4 percent of all advertising mail received by households). Of this volume, 3.8 billion pieces were advertising-only, while the other 4.4 billion pieces were secondary advertising pieces. The latter, also referred to as advertising-enclosed mail, are not included in the total volume count for advertising because the primary piece (be it a bill, statement, or correspondence mailing) is already part of the total.

In 2016, First-Class advertising-only mail fell 8.6 percent compared to 2014, continuing a decline that began in 2007, just prior to the Great Recession. Weak economic conditions that followed the recession encouraged mailers to rely more heavily on Standard Mail advertising - a cheaper alternative to First-Class Mail.

Advertising mail represented
62 percent of all mail received
by households in 2016.

About 89 percent (70.8 billion pieces) of all advertising mail received by households in 2016 was sent via Standard Mail. Compared to 2014, Standard Mail fell 1.0 percent, driven by slow economic growth and a gradual migration of advertising dollars from traditional media like direct mail to internet advertising.

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

Standard Mail accounted for
89 percent of total
household advertising mail.

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

Mail Classification	Volume (Billions of Pieces)			Change 2014-2016
	2014	2015	2016	
First-Class Advertising	9.0	8.2	8.2	-8.6%
Advertising Only	3.9	3.6	3.8	-2.7%
Secondary Advertising	5.1	4.7	4.4	-13.2%
Standard Mail	71.5	70.3	70.8	-1.0%
Regular and ECR	58.9	58.0	59.5	1.1%
Nonprofit	12.6	12.3	11.3	-10.8%
Unsolicited Packages	0.1	0.1	0.1	-31.7%
Total Advertising	80.6	78.7	79.1	-1.9%
Unaddressed Mail	1.1	0.7	1.1	1.5%

Source: HDS Diary Sample, FY 2014, 2015, and 2016.

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

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

Mail Classification	Pieces per HH per Week			Share of Total
	2014	2015	2016	
First-Class Advertising	1.4	1.3	1.3	10.4%
Advertising Only	0.6	0.6	0.6	4.8%
Secondary Advertising	0.8	0.7	0.7	5.6%
Standard Mail	11.2	10.9	10.8	89.5%
Regular and ECR	9.2	8.9	9.1	75.3%
Nonprofit	2.0	1.9	1.7	14.2%
Unsolicited Periodicals/Packages	0	0	0	0.1%
Total Advertising	12.6	12.1	12.1	100.0%
Unaddressed Mail	0.2	0.1	0.2	1.4%

Source: HDS Diary Sample, FY 2014, 2015, and 2016.

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

Advertising Mail and Household Characteristics

Income, Education, and Age

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

The relationship between advertising mail and household income is quite strong, as seen in Table 5.4. Households with incomes of \$100,000 or more receive more than double the mail pieces received by households with income of less than \$35,000 (17.4 vs. 8.0 pieces per week).

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

example, households headed by someone without a high school degree receive 9.6 pieces per week while households headed by a college graduate receive 13.8 pieces per week (higher income households without a high school diploma likely represent successful entrepreneurs who receive large volumes of business-related ad mail).

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

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

Household Income (Thousands)	Education of Head of Household				Average
	Less than High School	High School graduate	Some College or Technical School	College graduate	
Under \$35	8.3	8.0	7.5	8.2	8.0
\$35 to \$65	10.2	11.7	11.3	10.9	11.2
\$65 to \$100	11.9	14.1	13.3	13.5	13.5
Over \$100	17.9	17.1	17.4	18.1	17.8
Average	9.6	11.2	11.4	13.8	12.1

Source: HDS Diary Sample, FY 2016.

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

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

person has a relationship that advertising mail can help maintain. Those households with incomes greater than \$100,000 and with a head of household aged 55 and older received the greatest number of advertising mail pieces at 21.5 pieces per week.

The amount of advertising mail received increases as income, education, and age increase.

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	4.6	6.2	10.7	8.0
\$35 to \$65	6.7	9.5	15.0	11.2
\$65 to \$100	8.8	12.2	16.9	13.5
Over \$100	11.5	17.1	21.5	17.8
Average	7.0	11.6	14.9	12.1

Source: HDS Diary Sample, FY 2016.

Household Size

Tables 5.6 and 5.7 show advertising mail received increases as the household size and number of adults in the household increase. While this is evident by looking at changes in household sizes from one to two

household members (where mail pieces increase 49 percent) an even greater change in the number of pieces of advertising mail received is seen in the number of adults in the households.

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

Household Size	
One person	9.6
Two	12.8
Three	12.7
Four	13.4
Five or more	12.2
Average	12.1

Source: HDS Diary Sample, FY 2016.

As shown in Table 5.7, households with three or more adults receive 52 percent more advertising mail than a household with only one adult. This represents an increase from an average of 9.4 pieces per week to 14.3 pieces per week. Note, however, that most of this

increase occurs when the number of adults increases from one to two, indicating a strong impact stemming from the likelihood of it being a two-income household.

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

Number of Adults	
One	9.4
Two	12.7
Three or more	14.3
Average	12.1

Source: HDS Diary Sample, FY 2016.

Internet Access

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

To a large degree, this reflects other household characteristics; as shown in Table 5.9, Internet access is closely tied to income and education. However,

advertising mail is sent even when new advertising media are available. In addition, Table 5.8 may demonstrate the use of Internet information to target potential customers through direct mail advertising. Conversely, direct mail is often used as a complement to the Internet by directing potential customers to specific company websites.

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

Type of Internet Access	
Broadband	12.3
Dial-up	11.5
None	10.8
Average	12.1

Source: HDS Diary Sample, FY 2016.

Table 5.9:
Income and Education by Type of Internet Access

Type of Internet Access	Median Income	% w/ College Degree
Broadband	57,753	43%
Dial-up	33,428	25%
None	20,766	16%

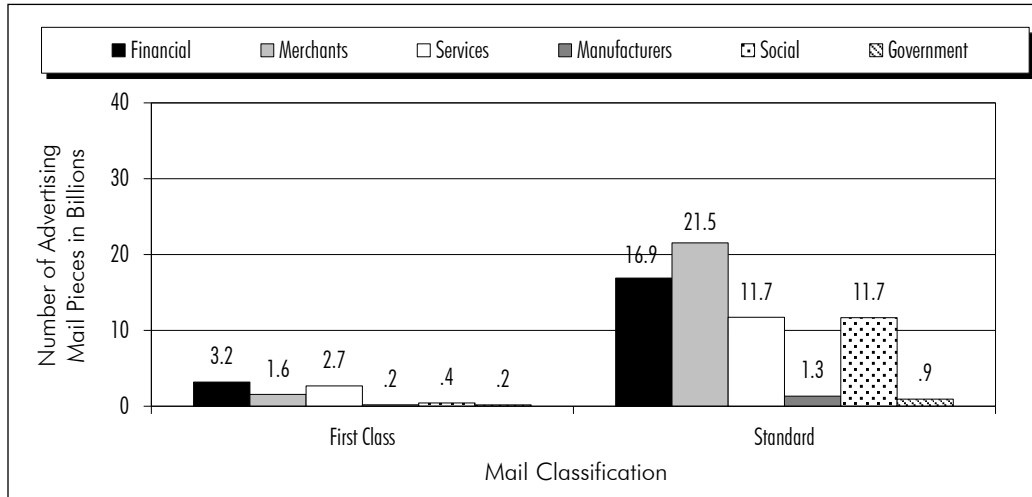
Source: HDS Diary Sample, FY 2016.

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 2016, they sent 34 percent of Standard advertising mail and 19 percent of First-Class

advertising mail. Financial firms are the second largest sender of both Standard and First-Class Mail advertising (39 and 26 percent respectively).

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



Source: HDS Diary Sample, FY 2016.

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

Attitudes toward Advertising

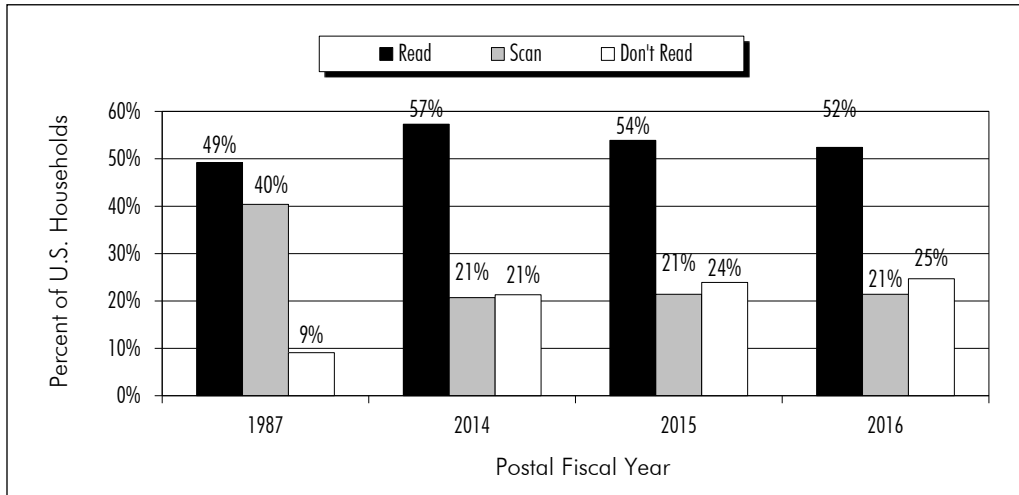
With \$204 billion spent in the United States on advertising, few households would probably wish they received more.

Whether they wish to receive more or not, most households either read or at least scan their advertising mail. Figure 5.3 shows that, in 2016, 52 percent of households read their advertising mail, while an additional 21 percent scanned their mail. Twenty-five percent of households report they do not usually read their advertising mail, a substantial increase from the

nine percent who did not usually read advertising mail in 1987. However, given the large increase in advertising mail volumes since then, it is clear that U.S. households read more advertising mail now than in the past.

Seventy three percent of households either read or scan advertising mail received.

Figure 5.3:
Advertising Mail Behavioral Trends, FY 1987, 2014, 2015, and 2016



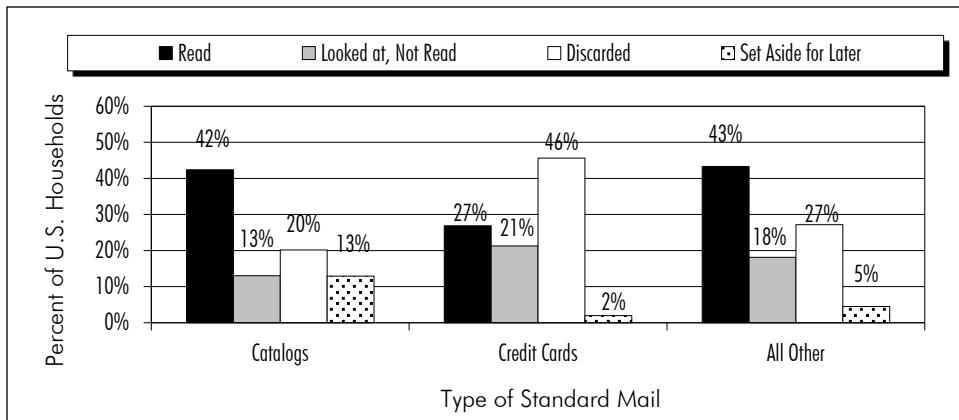
Source: HDS Recruitment Sample, FY 1987, 2014, 2015, and 2016.

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

Interestingly, the survey shows that not all advertising is treated equally. Figure 5.4 shows that catalogs attract more attention than credit card advertising, as they are usually more interesting to read. Forty-two percent of households read catalogs, and only 20

percent discard them without reading them. In contrast, 27 percent of households read credit card advertising and 43 percent discard them without reading them.

Figure 5.4:
Treatment of Standard Mail by Type



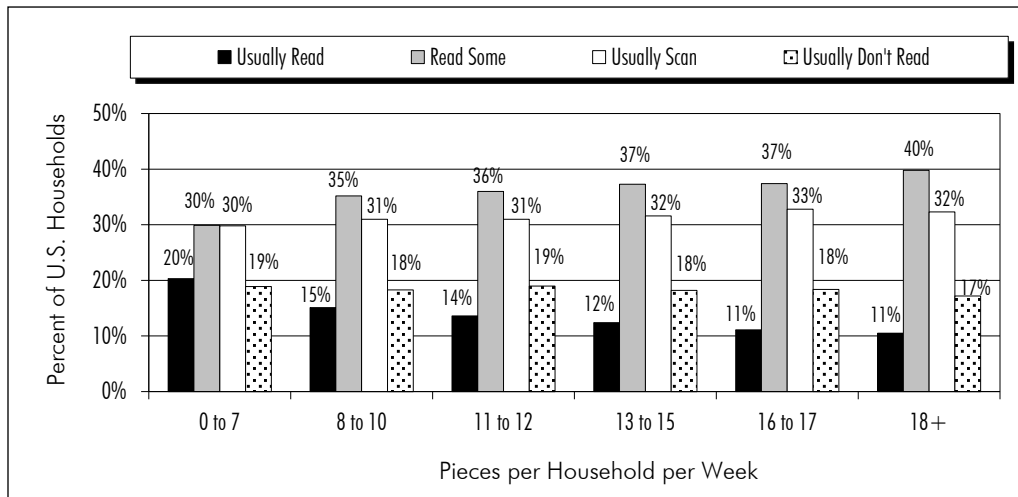
Source: HDS Diary Sample, FY 2016.

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 dependent on how much advertising mail the household receives. For example, among households that receive zero to seven pieces of advertising mail per week, 20 percent usually read all the mail and 30 percent only read some of it. Among households that receive eighteen or more pieces per week, only 11 percent usually read all the mail and 40% only read some of it.

Thus, households that receive more advertising mail than others appear to be “turned off” by the high volume. However, Figure 5.5 also shows that about 50 percent of households usually read all or some of their mail, a percentage that is unaffected by volume received. Additionally, the percent of households that usually don’t read their advertising mail is the same regardless of how much mail the household receives.

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

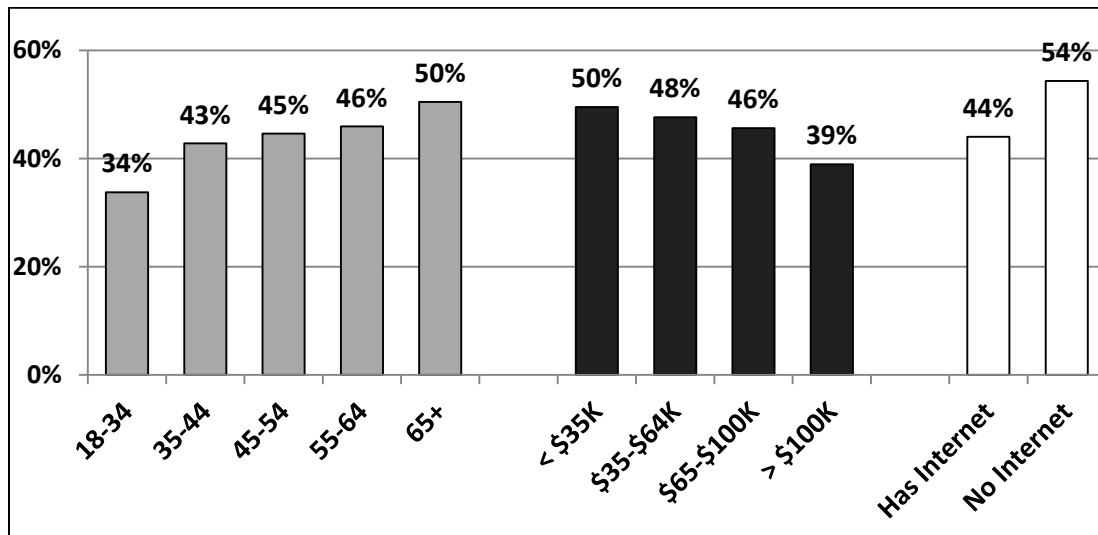


Source: HDS Diary Sample, FY 2016.

Finally, as Figure 5.6 shows, household demographics can have a substantial impact on advertising mail’s reading rates. Lower income households tend to read more advertising mail, probably because they typically receive less mail than their wealthier counterparts. With respect to age, because older heads of households generally read more than younger ones, they also tend

to read more advertising mail. Finally, Figure 5.6 shows that households with an Internet connection read less than households without one. This is probably because internet households tend to be younger and wealthier, both of which are associated with lower reading rates.

Figure 5.6:
Advertising Mail Reading Rates by Household Demographics - FY 2016



Source: HDS Diary Sample, FY 2016.

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 13 percent of First-Class advertising mail and 11 percent of Standard Mail. While these intended response rates are higher than actual response rates, the data demonstrate the impact that direct mail can have on household purchasing behavior. Table 5.10 also shows that households say they may respond to another 15 percent of Standard advertising and 13 percent of First-Class advertising. This is not to say that a similar mail piece would receive a higher response rate if mailed via Standard Mail; it is more likely the result of a different mix of advertising in Standard Mail. For example, catalogs, which typically enjoy a high response rate (linked to the high read rate shown in Table 5.4), are routinely mailed Standard Mail but are infrequently mailed First-Class. Credit card advertising pieces, on the other hand, have the lowest response rate (linked to the lowest read rate shown in Table 5.4) and are often mailed First-Class.

Figure 5.7 presents the total number of intended responses to advertising mail by income. As illustrated earlier in Tables 5.4 and 5.5, higher-income households received more advertising mail. Figure 5.6 combines the data on the amount of advertising mail received by household income with the household's

intended response to the mail. The result is the average number of intended responses per week for each income level. For example, households with incomes greater than \$150,000 report they intend to respond to 2.1 pieces of advertising mail per week, and they may respond to another 3.2 pieces per week. Other high-income households also indicated they will respond to more than one piece of advertising mail per week, as do some of the lower-income households.

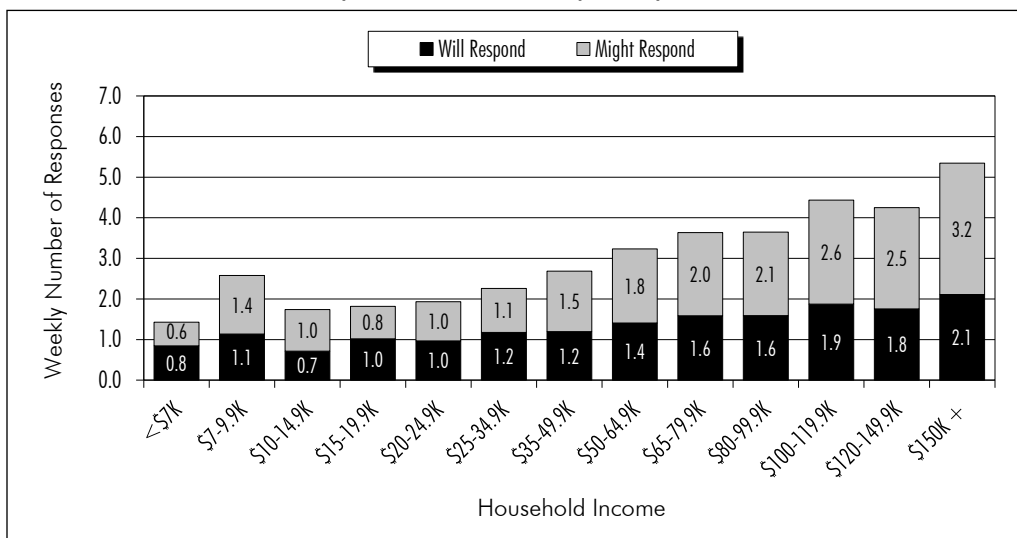
While intended responses do not always lead to actual responses, the data presented in Table 5.10 and Figure 5.7 help explain why direct mail is such a popular choice of advertisers in America. Although there is no completely equivalent measure for intended response to Internet ads, the click-through rate (the percentage of online visitors who viewed an ad and also clicked on it) is widely used as an indicator of consumers' interest in online ads. As such, it is somewhat comparable to mail ads' read rates. Based on published reports, the average click-through rate for Internet advertising is less than 3 percent. Overall read rates for mail ads, on the other hand, have averaged about 50 percent.

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

Response	First-Class	Standard
Yes	13%	11%
Maybe	13%	15%
No	63%	65%
No Answer	11%	8%

Source: HDS Diary Sample, FY 2016.

Figure 5.7:
Weekly Number of Intended Responses by Income



Source: HDS Diary Sample, FY 2016.

Chapter 6: Periodicals

Introduction

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

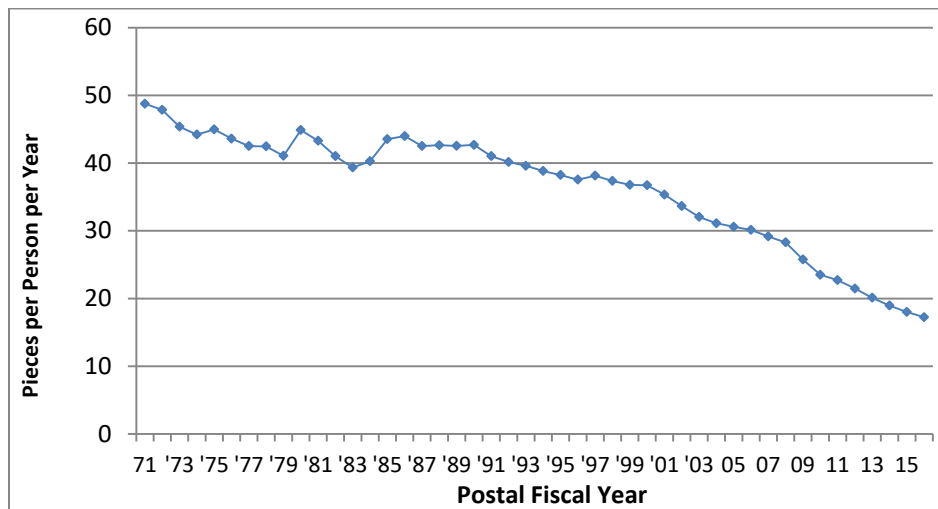
Since the early 2000's the Internet has become a major substitute for hard-copy publications.

The Periodicals Market

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

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

Figure 6.1:
Periodicals Mail Volume per Person, 1971-2016
(Annual Pieces per Person)



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

Advertising's Impact on Periodicals

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

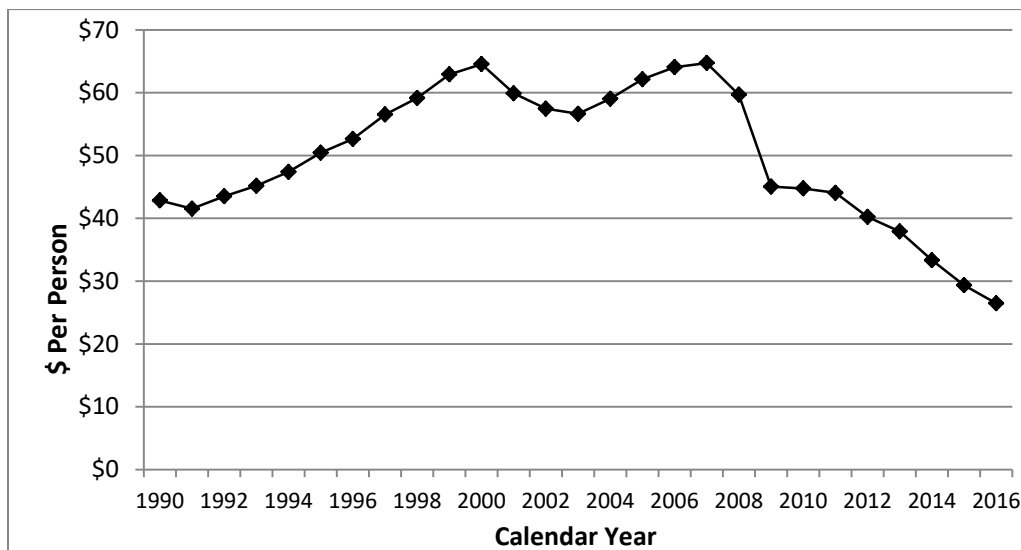
Advertising is a form of business investment. As with other investments, when the economy takes a turn for the worse, advertising tends to slow. By 2000, total advertising as a percent of Gross Domestic Product (GDP) rose to a historically high level; when the high-tech bubble burst, advertising crashed. In 2002, albeit at a slower pace, total advertising spending resumed its growth, and, after six years of economic expansion, reached a new record high. After 2006, however, advertising spending suffered its largest decline in history and, by 2009, fell more than 20 percent. Since 2009, advertising spending increased 9 percent, aided by a slow economic recovery. However, magazine advertising has continued to decline albeit at a slower pace than during the recession.

Figure 6.2 shows the sharp decline in real per capita advertising spending for magazines that started in 2001 due to the recession. Annual spending growth

resumed in 2004 but only lasted two years. The recession, which started in 2007, sent magazine advertising plummeting to the lowest level in decades, drastically shrinking the revenues and profitability of the magazine industry. Since 2009 spending decreased an additional 41 percent.

Pivotal Research Group projects that total advertising spending will continue to grow. As the economy continues to recover, it typically would encourage advertising spending, which, in turn, should bode well for magazines. More magazines in circulation would translate into higher volume for the Postal Service, since, for most titles, the mail remains the primary distribution channel. The Internet, however, has become a major competitor of hard-copy publications. The Internet provides a much more convenient, faster, and cheaper alternative channel for news, information, and entertainment. As a result, periodical volumes are expected to be headed toward a continuing long-term decline, regardless of the state of the economy.

Figure 6.2:
Real Per-Capita Magazine Advertising Spending, 1990-2016



Source: Pivotal Research Group, U.S. Census Bureau.

Household Periodicals Volume

As shown in Table E.2 of the Executive Summary, periodicals represent 4.0 percent of all household mail volumes. Table E.2 also shows that the volume of periodicals continued to decline over the past three years. In FY 2016, households received 5.1 billion periodicals, compared to 5.3 billion in FY 2014. From 2014 to 2016, household periodicals declined 3.8 percent.

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

In 2016, households received an average of 0.6 magazines per week. The most common type of magazine was monthly, accounting for 67 percent of

total magazines.

Newspapers made up 13 percent of total periodicals volume, down from a share of 35 percent in 1987. The number of newspapers received per household each week declined from 0.6 in 1987 to only 0.1 in 2016, while magazines declined from 1.0 to 0.6 pieces per week.

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

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

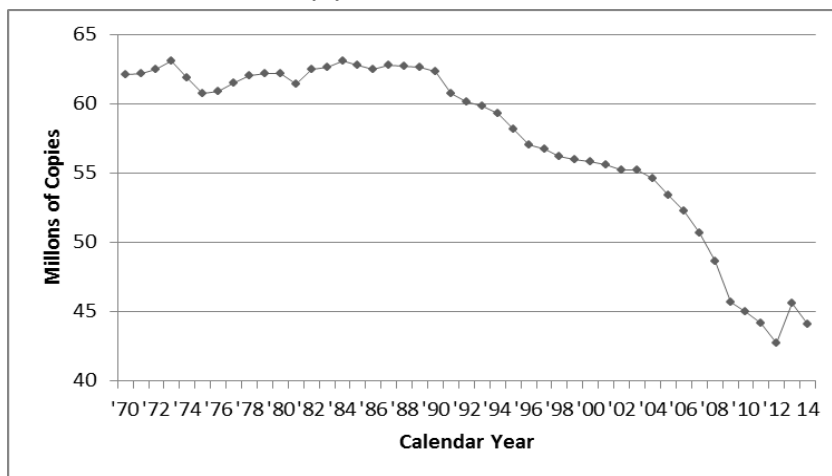
Table 6.1:
Periodical Type by Year
(Pieces per Household per Week)

Periodical Type	1987	2015	2016
Newspapers	0.6	0.1	0.1
Daily	0.2	0.0	0.0
Weekly	0.3	0.1	0.1
Other	0.1	0.0	0.0
Magazines	1.0	0.6	0.6
Weekly	0.3	0.1	0.1
Monthly	0.6	0.4	0.4
Other	0.1	0.1	0.1
Unclassified	0.1	0.1	0.1
Total Periodicals	1.70	0.75	0.77

Source: HDS Diary Sample, FY 1987, 2015, and 2016.

Note: Totals may not sum due to rounding.

Figure 6.3:
Newspaper Circulation, 1970-2014*

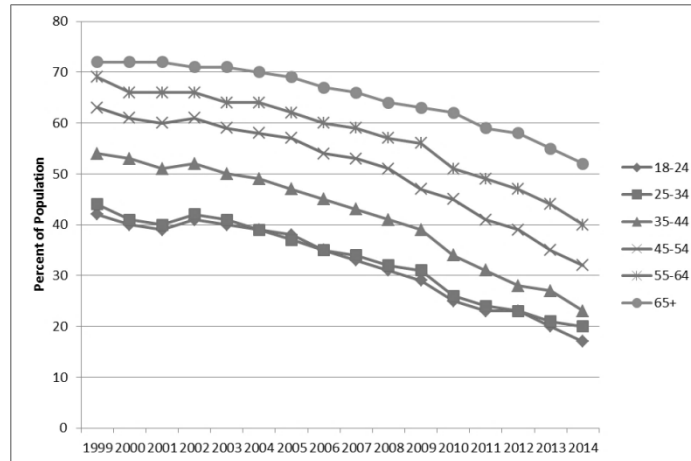


Source: Newspaper Association of America.

Data only available through 2014.

Directly contributing to newspaper volume declines are changes in daily readership levels. As shown in Figure 6.4, since 1999, the percentage of the U.S. population reading newspapers, on any given day, decreased by about 50 percent across all age groups.

Figure 6.4:
Daily Readership by Age – 1999-2014 *



Source: Nielsen Scarborough USA+ 1999 – 2014, Release 1
* Data only available through 2014

Since 1999 daily newspaper readership declined by about 50 percent across all age groups

Declining newspaper readership and circulation are not the only contributors to the falling volume of newspapers received via mail by households. With current technology and alternate delivery systems, national newspapers, such as the *Wall Street Journal* and *The New York Times*, deliver their papers to prime urban and suburban household customers before breakfast. Local printing/ distribution and morning delivery mean these copies of these publications no longer move through the mail.

Periodicals Mail and Household Characteristics

Income, Education, and Age

Table 6.2 shows that as income and education increase, periodicals volume tends to increase. Households in which the head of the household has a

college education receive the most periodicals, averaging 0.9 per week. Similarly, households with an income above \$100,000 receive an average of 1.1 periodicals per week, more than twice what households earning less than \$35,000 receive.

Households with incomes above \$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 years old and with incomes less than \$35,000, the average is only 0.2 pieces per week. Households with income above \$100,000 and whose heads are over 55 receive the most periodicals, with 1.5 pieces per week.

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

Household Income (Thousands)	Educational Attainment of Head of Household				Average
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	0.8	0.5	0.4	0.5	0.5
\$35 to \$65	0.5	0.7	0.7	0.8	0.7
\$65 to \$100	0.7	0.8	1.0	0.9	0.9
Over \$100	0.2	0.9	1.0	1.2	1.1
Average	0.7	0.7	0.7	0.9	0.8

Source: HDS Diary Sample, FY 2016.

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	0.2	0.6	0.7	0.6
\$35 to \$65	0.4	0.4	1.1	0.8
\$65 to \$100	0.5	0.7	1.3	1.1
Over \$100	0.6	0.9	1.5	1.1
Average	0.4	0.7	1.1	0.8

Source: HDS Diary Sample, FY 2016.

Household Size

Table 6.4 and Table 6.5 show that as households increase in size from one to two persons, periodicals volume increases. Households with more than two persons on average receive about the same number of periodicals as two-person households. In households

with two adults, periodicals volume is higher than in one-person households. The presence of additional adults beyond two has a lesser effect on receiving periodicals.

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

Household Size	
One person	0.6
Two	0.9
Three	0.7
Four	0.9
Five or more	0.9
Average	0.8

Source: HDS Diary Sample, FY 2016.

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

Number of Adults	
One	0.6
Two	0.8
Three or more	0.9
Average	0.8

Source: HDS Diary Sample, FY 2016.

Internet Access

As shown in Table 6.6, wired households received fewer periodicals through the mail. As households' access to Broadband continues to increase, even more periodical content will be delivered electronically, rather than by mail. The now widespread adoptions of e-readers likely contributed to the reduction in the number of periodicals moving through the mail.

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

Type of Internet Access	
Broadband	0.7
Dial-up	0.7
None	1.0
Average	0.8

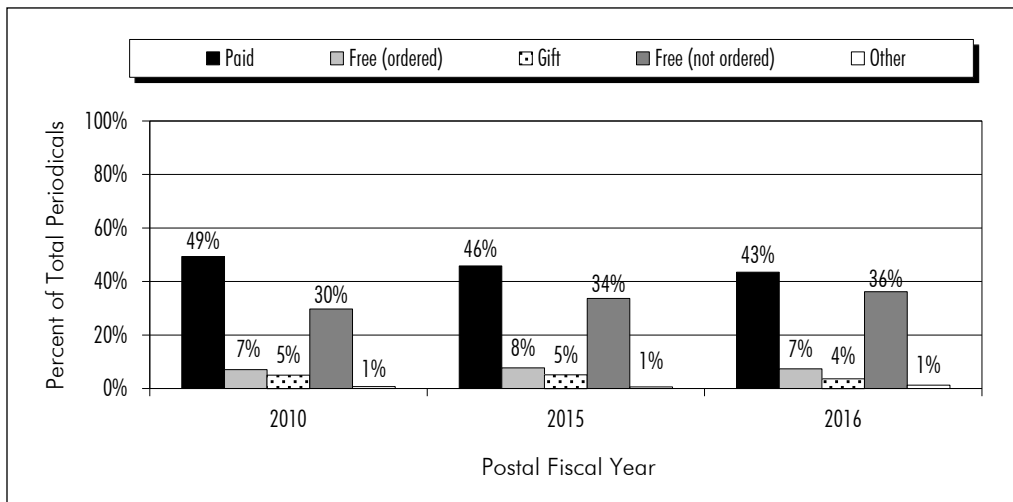
Source: HDS Diary Sample, FY 2016

Subscription Type

Figure 6.5 provides an overview of subscription type for FY 2010, FY 2015, and FY 2016. As shown, the distribution of subscription type has remained relatively stable over the last two years and similar to the 2010 distribution. In 2016, a household member ordered and paid for 43 percent of total periodicals

sent to households. An additional 43 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 2010, 2015, and 2016.

Note: Percentages do not add to 100 due to the exclusion of periodicals not classified by subscription type.

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

As shown in Table 6.7, member organizations, when combined, account for 17 percent of total 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	0.62	80%
Professional Organization	0.05	7%
Religious Organization	0.02	3%
Educational Organization	0.02	3%
Union	0.02	2%
Charitable Organization	0.01	1%
Veterans' Organization	0.01	1%
Unclassified	0.02	3%
Total	0.77	100%

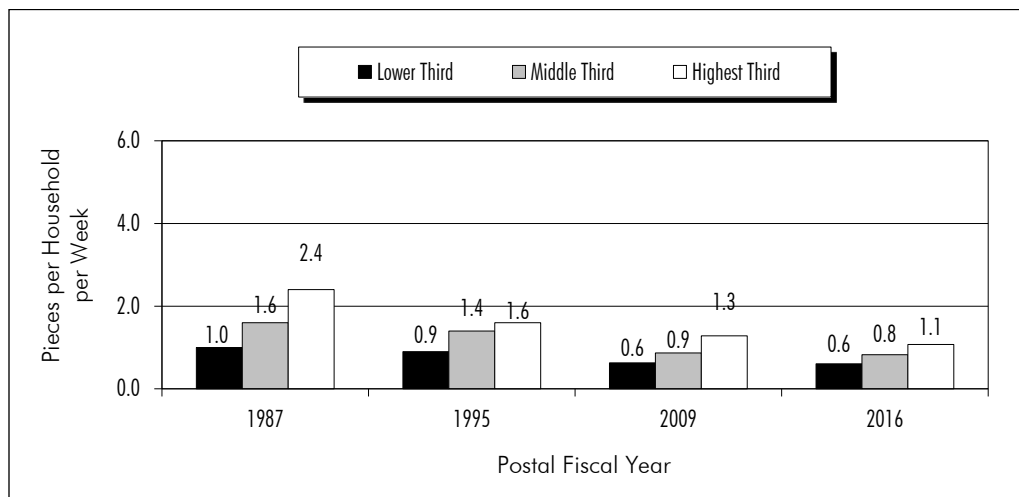
Source: HDS Diary Sample, FY 2016.

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 2016, the number of periodicals per household continued the general, long-term decline in periodicals for all income groups (Figure 6.6).

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



Source: HDS Diary Sample, FY 1987, 1995, 2009, and 2016.

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, packages can be sent as Priority Mail, First-Class Mail, Media Mail, or Standard Post; documents are usually sent as First-Class Mail, Priority Mail, or Express Mail, while product samples are generally sent as Standard Mail.

The Package Market

The package delivery market is an important segment of the economy. 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: Priority Mail Express in the overnight segment, Priority and First-Class Mail in the two- and three-day segment, and Parcel Select, Standard Mail and Package Services in the ground segment.

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.

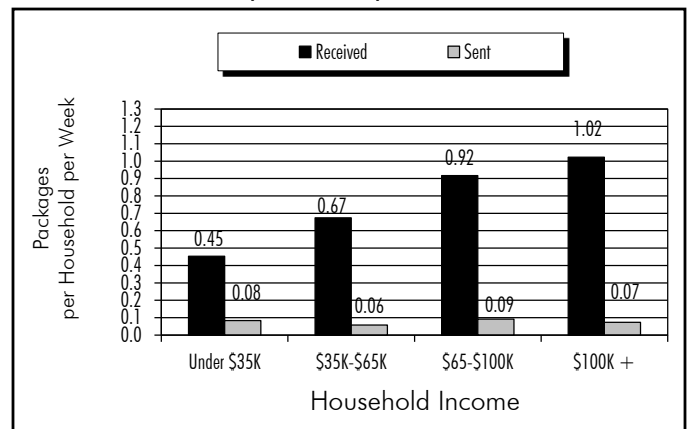
Packages and Household Characteristics

Income, Education, and Age

According to the HDS, high-income households received more packages than their less affluent counterparts in FY 2016, as shown in Figure 7.1.

In fact, households in the highest income bracket received more than twice the number of packages received by households with incomes below \$35,000. The age of the heads of household was another factor influencing the number of packages received. As shown in Table 7.1, heads of household in the mid age range (35 to 54 years old) received more packages than both the younger and older age groups. This may be the case because heads of household in the 35 to 54 age group typically have more disposable income. When it comes to sending packages, Table 7.2 shows that those in the mid age range also sent more packages than the other two age groups. In the income categories, however, the age of heads of households did not show a clear correlation with the number of packages sent.

Figure 7.1:
Postal Service Sent and Received Packages by Household Income
(Pieces per Household per Week)



Source: HDS Diary Sample, FY 2016.

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

Table 7.1:
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	0.54	0.45	0.41	0.41
\$35 to \$65	0.61	0.81	0.61	0.67
\$65 to \$100	0.93	0.95	0.87	0.90
Over \$100	1.0	1.10	0.95	0.98
Average	0.69	0.81	0.65	0.71

Source: HDS Diary Sample, FY 2016.

Table 7.2:
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	0.05	0.21	0.03	0.08
\$35 to \$65	0.03	0.07	0.07	0.06
\$65 to \$100	0.07	0.06	0.13	0.09
Over \$100	0.02	0.09	0.07	0.07
Average	0.04	0.10	0.07	0.08

Source: HDS Diary Sample, FY 2016.

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 7.3 and 7.4.

Table 7.3:
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	0.46	0.53	0.38	0.41	0.41
\$35 to \$65	0.78	0.52	0.75	0.74	0.67
\$65 to \$100	0.36	0.81	0.96	1.04	0.90
Over \$100	0.87	0.81	0.98	1.08	0.98
Average	0.54	0.59	0.68	0.86	0.71

Source: HDS Diary Sample, FY 2016.

Table 7.4:
Postal Service Sent Packages by Income and Education
(Pieces per Household per Week)

Household Income (Thousands)	Education of Head of Household				Average
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	0.18	0.04	0.09	0.05	0.08
\$35 to \$65	0.01	0.04	0.09	0.07	0.06
\$65 to \$100	0.16	0.08	0.06	0.10	0.09
Over \$100	0.00	0.05	0.05	0.09	0.07
Average	0.13	0.05	0.07	0.08	0.08

Source: HDS Diary Sample, FY 2016.

Household Size

The Household Diary Study shows that larger households and those with more adults tend to receive and, in most cases, send more packages than smaller households, as shown in Table 7.5 and 7.6.

Table 7.5:
Postal Service Received and Sent Packages
by Size of Household
(Pieces per Household per Week)

Household Size	Received	Sent
One person	0.50	0.07
Two	0.72	0.06
Three	0.79	0.09
Four	0.86	0.14
Five or more	0.87	0.05
Average	0.71	0.08

Source: HDS Diary Sample, FY 2016.

Table 7.6:
Postal Service Received and Sent Packages
by Number of Adults in Household
(Pieces per Household per Week)

Number of Adults	Received	Sent
One	0.50	0.07
Two	0.79	0.07
Three or more	0.77	0.12
Average	0.71	0.08

Source: HDS Diary Sample, FY 2016.

Internet Access

Access to the Internet seems to play an important part in determining the number of packages received by households. Table 7.7 shows the packages sent and received by households with and without Internet access. In FY 2016, households with Broadband received more than two times as many packages as households without Internet access. This relationship probably reflects the correlation between income, education, and Internet access. For packages sent, however, there was no clear correlation between the number of packages sent and Internet access.

In FY 2016, households with Internet access received more packages than households without Internet access.

Table 7.7:
Received and Sent Packages
by Household Internet Access
(Pieces per Household per Week)

Type of Internet Access	Received	Sent
Broadband	0.76	0.07
Dial-up	0.41	0.12
None	0.39	0.08
Average	0.71	0.08

Source: HDS Diary Sample, FY 2016.

Table 7.8 shows that the impact of online shopping activity on the number of packages households send and receive is quite significant. Online-shopping households sent and received more than twice as many packages as those who did not shop online.

Table 7.8:
Received and Sent Packages
by Household Online Shopping Behavior
(Pieces per Household per Week)

Shopping Online?	Received	Sent
YES	0.73	0.09
NO	0.31	0.04

Household Package Contents

As shown in Table 7.9, packages received by households most often contain music/videos, pharmaceuticals, clothing, books, and household products—a sign that online purchases and mail-order retail are the primary drivers of household package volume. In fact, online purchases contributed to a significant growth in music/video contents received.

Households also send more music, videos, clothes, and books than other types of content. This is primarily due to the high volume of household packages sent during the holiday season; however, this may also be evidence of the growing use of online sales and auction portals, such as eBay.

Table 7.9:
Contents of Postal Service Sent and Received Packages

Contents	Volume (Millions of Pieces)					
	2014		2015		2016	
	Sent	Received	Sent	Received	Sent	Received
Music/Video	341	542	237	475	173	353
Pharmaceuticals/Contacts	3	514	13	541	17	612
Clothing	77	640	86	729	132	859
Books	22	411	48	423	56	480
Household/Kitchen/Lawn and garden products	21	260	10	387	11	496
Electronic equipment	31	185	26	200	25	222
Computer hardware, software, or accessories	7	137	21	163	17	141
Food Products	10	121	1	196	0	182
Toys	15	150	15	151	13	229
Checkbooks	0	66	0	78	0	47
Photos/Film	0	79	2	70	1	60
Travel products and information	4	35	0	101	15	64
Other Contents	181	867	45	886	78	1,033
Total Packages	954	3,721	810	4,186	689	4,655

Table 7.9:
Contents of Postal Service Sent and Received Packages (cont.)

Contents	Percent of Pieces					
	2014		2015		2016	
	Sent	Received	Sent	Received	Sent	Received
Music/Video	36%	15%	29%	11%	25%	8%
Pharmaceuticals/Contacts	0%	14%	2%	13%	3%	13%
Books	2%	11%	6%	10%	8%	10%
Clothing	9%	20%	16%	21%	16%	24%
Household/Kitchen/Lawn and garden products	2%	7%	1%	9%	2%	11%
Electronic equipment	3%	5%	3%	5%	4%	5%
Toys	2%	4%	2%	4%	2%	5%
Cosmetics/Beauty products/Toiletries	0%	4%	3%	5%	0%	6%
Checkbooks	0%	2%	0%	2%	0%	1%
Food Products	1%	3%	0%	5%	0%	4%
Computer hardware, software, or accessories	1%	4%	3%	4%	2%	3%
Photos/Film	0%	2%	0%	2%	0%	1%
Travel products and information	0%	1%	0%	2%	0%	2%
Other Contents	4%	26%	19%	23%	2%	1%
Total Packages	100%	100%	100%	100%	100%	100%

Source: HDS Diary Sample, FY 2014, 2015, and 2016.

Notes:

Contents questions are multiple response; as such, total packages do not equal the sum for each column.

Does not include contents for which no answer was given (DK/RF).

Music/Video packages include 0.4 billion pieces of CD/DVDs sent and received, reported in First-Class Mail letters in Tables E.1, 1.5, and 1.6



Appendix A8: Annual Trends

**Table A8-1
First Class Mail Received by Type
Pieces in Millions
Years 2000 - 2016 (Diary Data)**

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Correspondence																	
Personal	7,211	7,456	7,154	6,457	6,561	5,870	6,079	5,610	5,646	5,225	4,855	4,301	4,266	3,895	3,603	3,194	3,160
Greeting Cards	4,052	4,472	4,456	3,816	4,014	3,586	3,935	3,571	3,652	3,368	3,278	3,083	3,069	2,767	2,562	2,185	2,243
Letter from Friend or Relative	1,769	1,839	1,629	1,467	1,385	1,227	1,138	1,116	1,046	956	837	701	693	652	592	613	513
Other Personal	1,391	1,145	1,070	1,174	1,161	1,057	1,006	923	948	901	740	517	505	477	449	396	404
Business/Government	8,519	9,261	9,691	9,239	9,222	9,526	8,732	9,477	8,905	8,075	7,784	8,098	8,382	7,925	8,176	8,231	8,592
Notice/ Announcement/ Business Invitation	4,336	5,052	5,546	6,608	6,901	6,640	5,969	6,340	5,693	4,493	4,297	4,403	4,748	4,518	4,905	5,036	5,017
Tax-Related (Docs, information, forms)	0	0	0	0	0	354	383	513	570	613	526	1,001	991	998	1,062	957	1,147
Other Bus/Gov	4,183	4,208	4,145	2,631	2,321	2,532	2,380	2,624	2,642	2,969	2,961	2,695	2,644	2,409	2,209	2,238	2,428
Social	2,581	2,570	2,664	2,692	2,336	2,387	2,274	2,579	2,380	2,066	1,905	1,384	1,355	1,350	1,161	1,090	1,064
Notice/ Announcement/ Business Invitation	1,674	1,753	2,084	2,446	2,049	1,866	1,793	2,232	1,674	1,382	1,351	752	773	723	645	605	525
Other Social	907	817	580	247	287	520	481	348	706	683	554	632	582	627	516	486	539
Total	18,311	19,287	19,509	18,389	18,119	17,783	17,085	17,666	16,931	15,365	14,544	13,783	14,003	13,171	12,939	12,515	12,816
Transactions																	
Bills	13,287	13,882	14,593	14,703	14,738	14,529	14,323	14,002	14,005	13,269	12,094	11,347	10,824	10,815	10,412	10,146	9,725
Financial Statements	6,117	7,598	6,874	6,429	6,452	6,594	6,920	7,133	6,560	6,666	5,689	4,655	4,744	4,285	4,514	4,142	3,949
Credit Card Statement/Bill	2,948	4,423	4,279	4,304	3,924	4,311	4,969	4,980	4,830	4,687	4,091	3,834	4,023	3,454	3,690	3,567	3,693
Request for donation	947	875	797	729	634	636	708	733	754	617	660	755	687	652	609	570	496
Payment/Check/Credit	1,481	1,679	1,635	1,618	1,552	1,437	1,439	1,418	1,324	1,378	1,194	1,009	993	1,055	998	1,026	861
Insurance	0	0	0	0	0	148	175	51	33	311	359	2,498	2,308	2,326	2,468	2,212	2,230
Other	893	540	605	504	512	588	544	752	778	677	626	1,307	1,230	1,252	1,131	1,189	1,251
Total	25,673	28,999	28,783	28,287	27,813	28,244	29,078	29,068	28,283	27,605	24,713	25,404	24,809	23,838	23,823	22,852	22,206
Advertising (Ads Only)	9,471	11,153	11,045	10,221	9,259	10,782	10,344	9,034	8,257	6,648	6,115	5,448	5,021	4,240	3,925	3,574	3,817
CD/DVD/Video Games ¹	N/A	N/A	N/A	N/A	N/A	N/A	N/A	640	806	937	942	1,040	543	466	374	300	213
DK/RF ²	3,350	1,073	1,192	1,972	2,080	1,974	2,915	2,449	2,971	2,569	3,748	2,598	2,828	2,426	1,768	1,602	1,886
Total First-Class Received	56,805	60,512	60,529	58,869	57,270	58,783	59,423	58,856	57,250	53,123	50,063	48,272	47,204	44,142	42,830	40,842	40,939

Note: Beginning in 2010 data was restated due to weighing by Home Ownership

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

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

² Combination of Correspondence and Transactions (Purpose is unknown)

Table A8-2
Shares of First Class Mail Received by Type
Years 2000 - 2016 (Diary Data)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Correspondence																	
Personal	13%	12%	12%	11%	11%	10%	10%	10%	10%	10%	10%	9%	9%	9%	8%	8%	8%
Greeting Cards	7%	7%	7%	6%	7%	6%	7%	6%	6%	6%	7%	6%	7%	6%	6%	5%	5%
Letter from Friend or Relative	3%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	1%	1%	2%	1%
Other Personal	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%
Business/Government	15%	15%	16%	16%	16%	16%	15%	16%	16%	15%	16%	17%	18%	18%	19%	20%	21%
Notice/ Announcement/ Business Invitation	8%	8%	9%	11%	12%	11%	10%	11%	10%	8%	9%	9%	10%	10%	11%	12%	12%
Tax-Related (Docs, information, forms)	0%	0%	0%	0%	0%	1%	1%	1%	1%	1%	1%	2%	2%	2%	2%	2%	3%
Other Bus/Gov	7%	7%	7%	4%	4%	4%	4%	4%	5%	6%	6%	6%	6%	5%	5%	5%	6%
Social	5%	4%	4%	5%	4%	4%	4%	4%	4%	4%	4%	3%	3%	3%	3%	3%	3%
Notice/ Announcement/ Business Invitation	3%	3%	3%	4%	4%	3%	3%	4%	3%	3%	3%	2%	2%	2%	2%	1%	1%
Other Social	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Total	32%	32%	32%	31%	32%	30%	29%	30%	30%	29%	29%	29%	30%	30%	30%	31%	31%
Transactions																	
Bills	23%	23%	24%	25%	26%	25%	24%	24%	24%	25%	24%	24%	23%	24%	24%	25%	24%
Financial Statements	11%	13%	11%	11%	11%	11%	12%	12%	11%	13%	11%	10%	10%	10%	11%	10%	10%
Credit Card Statement/Bill	5%	7%	7%	7%	7%	7%	8%	8%	8%	9%	8%	8%	9%	8%	9%	9%	9%
Request for donation	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
Payment/Check/Credit	3%	3%	3%	3%	3%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	3%	2%
Insurance	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	5%	5%	5%	6%	5%	5%
Other	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	3%	3%	3%	3%	3%
Total	45%	48%	48%	48%	49%	48%	49%	49%	49%	52%	49%	53%	53%	54%	56%	56%	54%
Advertising (Ads Only)	17%	18%	18%	17%	16%	18%	17%	15%	14%	13%	12%	11%	11%	10%	9%	9%	9%
CD/DVD/Video Games ¹	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%
DK/RF ²	6%	2%	2%	3%	4%	3%	5%	4%	5%	5%	7%	5%	6%	5%	4%	4%	5%
Total First-Class Received	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

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

Note: Beginning in 2010 data was restated due to weighing by Home Ownership

Table A8-3
First Class Mail Sent by type
Pieces in Millions
Years 2000 - 2016 (Diary Data)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Correspondence																	
Personal	6,680	7,135	7,154	6,457	6,561	5,870	6,232	5,811	5,646	5,225	4,234	3,547	3,631	3,647	3,160	3,211	2,764
Greeting Cards	3,818	4,561	4,223	3,958	4,332	4,010	4,294	3,887	3,648	3,496	2,834	2,572	2,705	2,652	2,261	2,172	2,122
Letter to Friend or Relative	1,915	1,740	1,974	1,561	1,513	1,071	1,240	1,250	1,021	1,120	798	636	667	675	561	702	443
Other Personal	947	833	957	938	715	789	699	675	978	609	602	340	259	320	338	338	200
Business/Government	2,317	2,081	2,218	1,700	1,747	1,744	1,652	1,679	1,600	1,550	1,094	1,209	1,195	1,106	1,067	1,166	1,094
Social	515	387	368	351	420	375	382	453	483	361	263	209	183	163	176	155	155
Total	9,512	9,603	9,740	8,508	8,728	7,989	8,266	7,944	7,729	7,136	5,591	4,965	5,009	4,916	4,403	4,532	4,013
Transactions																	
Bill Payment ²	8,037	9,697	9,705	10,104	9,801	8,970	8,734	8,365	6,995	6,494	5,632	5,517	5,098	4,513	4,470	4,368	3,684
Orders/Rebate request	853	734	774	739	734	769	612	560	537	454	279	359	321	247	249	214	184
Donations	578	572	574	536	598	560	524	550	657	521	345	355	391	330	332	268	281
Total	9,468	11,002	11,054	11,379	11,133	10,300	9,869	9,475	8,189	7,469	6,257	6,231	5,810	5,089	5,051	4,850	4,150
CD/DVD/Video Games ¹	N/A	N/A	N/A	N/A	N/A	N/A	N/A	540	774	932	700	758	380	360	318	212	168
DK/RF ³	361	1,701	1,982	1,176	1,185	1,013	824	966	1,353	667	772	881	788	498	634	322	715
Total First-Class Sent	19,341	22,306	22,776	21,062	21,046	19,302	18,958	18,924	18,046	16,204	13,319	12,834	11,987	10,863	10,406	9,916	9,046

Note: Beginning in 2010 data was restated due to weighing by Home Ownership

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

² Payments were restated 2000-2009 (not adjusted)

³ Combination of Correspondence and Transactions (Purpose is unknown)

Table A8-4
Shares of First Class Mail Sent by type
Years 2000 - 2016 (Diary Data)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Correspondence																	
Personal	35%	32%	31%	31%	31%	30%	33%	31%	31%	32%	32%	28%	30%	34%	30%	32%	31%
Greeting Cards	20%	20%	19%	19%	21%	21%	23%	21%	20%	22%	21%	20%	23%	24%	22%	22%	23%
Letter to Friend or Relative	10%	8%	9%	7%	7%	6%	7%	7%	6%	7%	6%	5%	6%	6%	5%	7%	5%
Other Personal	5%	4%	4%	4%	3%	4%	4%	4%	5%	4%	5%	3%	2%	3%	3%	3%	2%
Business/Government	12%	9%	10%	8%	8%	9%	9%	9%	9%	10%	8%	9%	10%	10%	10%	12%	12%
Social	3%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%
Total	49%	43%	43%	40%	41%	41%	44%	42%	43%	44%	42%	39%	42%	45%	42%	46%	44%
Transactions																	
Bill Payment ²	42%	43%	43%	48%	47%	46%	46%	44%	39%	40%	42%	43%	43%	42%	43%	44%	41%
Orders	4%	3%	3%	4%	3%	4%	3%	3%	3%	3%	2%	3%	3%	2%	2%	2%	2%
Donations	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%
Total	49%	49%	49%	54%	53%	53%	52%	50%	45%	46%	47%	49%	48%	47%	49%	49%	46%
CD/DVD/Video Games ¹	N/A	N/A	N/A	N/A	N/A	N/A	N/A	3%	4%	6%	5%	6%	3%	3%	3%	2%	2%
DK/RF	2%	8%	9%	6%	6%	5%	4%	5%	8%	4%	6%	7%	7%	5%	6%	3%	8%
Total First-Class Sent	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note: Beginning in 2010 data was restated due to weighing by Home Ownership

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

² Payments were restated 2000-2009 (not adjusted)

Table A8-5a
Bills and Statements Received
Pieces in Millions by Sender Type
Years 2000 - 2016 (Diary Data)

Payee	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Financial																	
Credit Card	2,916	3,803	3,664	3,791	3,601	4,007	3,838	3,601	3,619	4,687	4,091	3,834	4,023	3,454	3,690	3,567	3,693
Bank, S&L, Credit Union	4,182	4,931	4,973	4,724	4,829	4,941	5,406	5,463	4,933	4,951	4,216	3,703	3,517	3,474	3,531	3,209	2,991
Insurance Company	2,338	2,442	2,858	2,650	2,629	2,643	2,698	2,806	2,824	2,721	2,459	1,668	1,661	1,725	1,719	1,724	1,638
Real Estate/Mortgage	281	396	383	430	416	498	437	494	433	428	376	317	313	390	374	309	400
Other Financial	2,010	2,354	1,955	1,592	1,746	1,686	1,852	1,968	1,842	1,774	1,578	1,543	1,654	1,331	1,401	1,415	1,340
Total Financial	11,727	13,927	13,833	13,187	13,220	13,776	14,230	14,332	13,652	14,561	12,719	11,064	11,168	10,376	10,716	10,223	10,062
Merchants																	
Department Store	736	783	766	709	707	659	756	792	980	161	129	32	63	59	54	47	36
Publisher	629	609	578	533	499	553	490	489	409	387	300	327	290	275	202	213	154
Mail Order Company	385	352	292	223	284	159	200	216	157	137	139	101	88	71	77	91	62
Other Merchants	458	484	468	517	544	525	555	591	620	370	221	163	171	164	148	128	168
Total Merchants	2,207	2,229	2,103	1,981	2,035	1,895	2,001	2,086	2,166	1,055	790	623	612	569	482	479	420
Services																	
Telephone /Cable Company	2,701	3,189	3,278	3,505	3,291	3,260	3,318	3,016	2,967	2,670	2,287	2,436	2,367	2,134	2,050	1,854	1,700
Utility Company	2,031	2,494	2,555	2,618	2,702	2,602	2,566	2,657	2,730	2,591	2,444	2,494	2,329	2,416	2,304	2,369	2,302
Medical and Other Professional	1,900	2,023	2,014	2,221	2,099	2,079	2,200	2,224	2,108	2,269	2,299	2,069	1,936	1,947	2,026	1,822	1,943
Other Service	672	656	647	620	525	594	554	479	512	456	393	404	402	387	352	378	369
Total Service	7,304	8,362	8,494	8,965	8,617	8,534	8,637	8,376	8,317	7,986	7,423	7,403	7,035	6,884	6,731	6,422	6,315
Manufacturers																	
Manufacturers	89	99	103	102	87	81	128	156	183	64	59	51	26	21	47	43	26
Government																	
Government	604	978	835	920	838	872	907	844	793	718	671	501	530	520	470	512	373
Social																	
Social	248	225	271	195	190	190	228	202	193	184	173	159	191	159	127	132	145
Other/Don't Know/Refused																	
Other/Don't Know/Refused	171	84	108	86	128	86	80	120	91	54	38	35	29	25	45	44	27
Total - All Industries																	
Total - All Industries	22,351	25,904	25,747	25,436	25,115	25,434	26,212	26,115	25,395	24,622	21,874	19,836	19,591	18,554	18,617	17,855	17,368

Table A8-6
Shares of Bills Paid by Method
Years 2000 - 2016 (Recruitment Data)

Method	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Mail	81%	80%	75%	73%	69%	67%	62%	60%	54%	50%	47%	44%	40%	36%	33%	30%	27%
Internet using a Computer	2%	4%	4%	7%	10%	12%	15%	18%	25%	28%	29%	32%	33%	34%	36%	35%	35%
Internet using Mobile Phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	2%	3%	4%	7%
Internet using Other Device	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	2%	3%	6%	4%
Auto Deduction from Bank	8%	8%	9%	9%	10%	11%	11%	11%	11%	12%	13%	13%	14%	14%	14%	14%	16%
In Person	8%	7%	8%	7%	6%	6%	6%	5%	6%	5%	5%	5%	5%	4%	4%	4%	3%
Credit Card	N/A	N/A	2%	2%	3%	3%	3%	3%	3%	3%	3%	3%	4%	4%	4%	4%	5%
Telephone	1%	2%	1%	2%	2%	2%	3%	2%	2%	2%	2%	3%	3%	3%	3%	3%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Total Electronic ¹	11%	13%	17%	20%	25%	28%	32%	35%	41%	45%	48%	51%	56%	60%	63%	66%	70%

Note: Beginning in 2010 data was restated due to weighing by Home Ownership

¹ Includes bills paid by Internet, Auto Deduction from Bank Account, Credit Card, and Telephone

Table A8-7
Shares of Households using Method of Paying Bills
Years 2000 - 2016 (Recruitment Data)

Method	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Mail	94%	93%	94%	94%	94%	93%	92%	92%	89%	86%	83%	79%	78%	71%	68%	66%	64%
Internet using a Computer	4%	8%	12%	16%	23%	28%	33%	37%	43%	47%	50%	55%	56%	59%	61%	60%	62%
Internet using Mobile Phone	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	6%	10%	10%	13%	21%
Internet using Other Device	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	2%	5%	6%	12%	10%
Auto Deduction from Bank Account	34%	35%	43%	44%	51%	54%	53%	56%	49%	48%	51%	50%	55%	56%	53%	53%	60%
In Person	33%	29%	33%	34%	31%	31%	35%	31%	30%	26%	28%	26%	28%	26%	23%	23%	23%
Credit Card	N/A	N/A	15%	17%	19%	22%	24%	23%	18%	16%	19%	18%	21%	22%	20%	22%	27%
Telephone	4%	7%	8%	10%	11%	14%	15%	13%	12%	12%	13%	14%	15%	16%	14%	15%	16%

Note: Beginning in 2010 data was restated due to weighing by Home Ownership

Table A8-8
Type of Payments made by Mail
Pieces in Millions by Payee Type
Years 2000 - 2016 (Diary Data)

Payee	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Financial																	
Credit Card	1,811	2,085	2,072	2,222	2,094	1,910	1,791	1,654	1,484	1,306	1,185	1,111	1,085	861	889	876	764
Bank, S&L, Credit Union	534	674	718	718	677	692	579	621	516	441	399	376	333	236	271	316	244
Insurance Company	608	650	735	713	762	668	687	645	552	549	486	478	407	389	410	381	330
Real Estate/Mortgage	261	286	285	293	334	330	313	302	219	225	228	219	168	182	157	183	124
Other Financial	119	112	81	94	50	65	79	78	72	42	37	26	27	36	31	35	42
Total Financial	3,334	3,807	3,892	4,041	3,916	3,666	3,449	3,301	2,843	2,564	2,336	2,210	2,020	1,704	1,758	1,791	1,504
Merchants																	
Department Store	341	330	395	344	312	359	289	269	276	120	105	66	67	57	59	55	52
Publisher	355	354	382	353	328	267	286	238	241	204	151	157	159	179	112	100	80
Mail Order Company	212	240	206	183	170	149	178	124	95	86	82	52	50	52	52	46	59
Other Merchants	169	184	151	167	154	136	184	176	156	130	91	95	115	75	90	55	60
Total Merchants	1,077	1,108	1,134	1,047	964	911	937	806	768	540	429	369	391	362	313	256	250
Services																	
Telephone /Cable Company	1,400	1,828	1,780	2,023	1,846	1,633	1,670	1,499	1,046	1,036	880	884	777	653	593	528	467
Utility Company	1,020	1,444	1,357	1,453	1,591	1,363	1,324	1,317	1,057	1,140	952	920	912	818	780	794	637
Medical and Other Professional	434	559	565	634	660	605	613	675	639	636	543	537	520	476	542	503	425
Other Service	382	385	375	378	343	329	335	316	255	227	203	247	212	192	189	205	166
Total Service	3,236	4,216	4,078	4,488	4,440	3,931	3,942	3,807	2,997	3,038	2,577	2,588	2,421	2,139	2,104	2,029	1,694
Manufacturers																	
Manufacturers	17	41	25	51	36	28	21	25	30	12	7	9	10	6	8	18	12
Government	214	315	331	300	328	322	262	333	275	262	238	140	141	122	136	123	113
Social	98	59	116	61	4	29	24	0	0	0	0	106	71	97	63	63	53
Other/Don't Know/Refused	59	146	129	116	113	83	99	94	82	77	46	96	45	84	90	88	59
Total - All Industries																	
Total - All Industries	8,037	9,693	9,705	10,104	9,801	8,970	8,734	8,365	6,995	6,494	5,632	5,517	5,098	4,513	4,470	4,368	3,684

Note: Beginning in 2010 data was restated due to weighing by Home Ownership

Note: Payments were restated 2000-2009 and not adjusted

Table A8-9
Type of Payments made by Mail
Percent of Bill Payments by Payee Type
Years 2000 - 2016 (Diary Data)

Payee	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Financial																	
Credit Card	23%	22%	21%	22%	21%	21%	21%	20%	21%	20%	21%	20%	21%	19%	20%	20%	21%
Bank, S&L, Credit Union	7%	7%	7%	7%	7%	8%	7%	7%	7%	7%	7%	7%	7%	5%	6%	7%	7%
Insurance Company	8%	7%	8%	7%	8%	7%	8%	8%	8%	8%	9%	9%	8%	9%	9%	9%	9%
Real Estate/Mortgage	3%	3%	3%	3%	3%	4%	4%	4%	3%	3%	4%	4%	3%	4%	4%	4%	3%
Other Financial	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
Total Financial	41%	39%	40%	40%	40%	41%	39%	39%	41%	39%	41%	40%	40%	38%	39%	41%	41%
Merchants																	
Department Store	4%	3%	4%	3%	3%	4%	3%	3%	4%	2%	2%	1%	1%	1%	1%	1%	1%
Publisher	4%	4%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	2%	2%
Mail Order Company	3%	2%	2%	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
Other Merchants	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%
Total Merchants	13%	11%	12%	10%	10%	10%	11%	10%	11%	8%	8%	7%	8%	8%	7%	6%	7%
Services																	
Telephone /Cable Company	17%	19%	18%	20%	19%	18%	19%	18%	15%	16%	16%	16%	15%	14%	13%	12%	13%
Utility Company	13%	15%	14%	14%	16%	15%	15%	16%	15%	18%	17%	17%	18%	18%	17%	18%	17%
Medical and Other Professional	5%	6%	6%	6%	7%	7%	7%	8%	9%	10%	10%	10%	10%	11%	12%	12%	12%
Other Service	5%	4%	4%	4%	4%	4%	4%	4%	4%	3%	4%	4%	4%	4%	4%	5%	4%
Total Service	40%	44%	42%	44%	45%	44%	45%	46%	43%	47%	46%	47%	47%	47%	47%	46%	46%
Manufacturers																	
Manufacturers	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Government																	
Government	3%	3%	3%	3%	3%	4%	3%	4%	4%	4%	4%	3%	3%	3%	3%	3%	3%
Social																	
Social	1%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	2%	1%	2%	1%	1%	1%
Other/Don't Know/Refused																	
Other/Don't Know/Refused	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	2%	2%
Total - All Industries																	
Total - All Industries	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note: Beginning in 2010 data was restated due to weighing by Home Ownership

Table A8-10
Share of Households by Internet Access type
Years 2000 - 2016 (Recruitment Data)

Type of Access	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
None	N/A	N/A	N/A	N/A	29%	28%	28%	23%	22%	21%	22%	19%	17%	14%	13%	12%	11%
Total Internet Access	N/A	N/A	N/A	N/A	71%	72%	72%	77%	78%	79%	78%	81%	83%	86%	87%	88%	89%
Dial-up					38%	35%	28%	20%	13%	8%	6%	3%	3%	2%	1%	1%	1%
Cable Modem					14%	16%	20%	25%	27%	30%	34%	38%	41%	44%			
Other Broadband	N/A	N/A	N/A	N/A	6%	5%	5%	4%	6%	6%	10%	14%	14%	17%	85%	86%	87%
DSL					10%	13%	18%	26%	30%	31%	25%	23%	23%	20%			
Other/DK/RF					3%	3%	2%	2%	2%	3%	4%	3%	2%	3%	1%	1%	1%
Total	N/A	N/A	N/A	N/A	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note: Beginning in 2010 data was restated due to weighing by Home Ownership

Note: All types of Broadband services are combined beginning in 2014

Table A8-11
Number of Purchases Made over the Internet over the past month
Percent of Households
Years 2000 - 2016 (Recruitment Data)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
All Households																	
None	86%	89%	78%	75%	71%	70%	60%	57%	56%	53%	53%	49%	48%	44%	42%	42%	39%
1	6%	4%	8%	9%	10%	11%	9%	9%	8%	8%	8%	8%	8%	8%	8%	7%	7%
2	3%	3%	5%	6%	8%	8%	10%	10%	10%	10%	10%	11%	9%	10%	10%	10%	10%
3-5	3%	3%	6%	7%	8%	8%	14%	15%	16%	17%	17%	19%	19%	20%	23%	22%	22%
6-10	1%	1%	2%	2%	2%	3%	5%	6%	6%	7%	8%	8%	10%	10%	11%	12%	13%
More than 10	0%	0%	1%	1%	1%	1%	2%	3%	3%	4%	5%	5%	6%	7%	7%	7%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Households that Made 1+ purchases																	
1	42%	36%	37%	38%	36%	35%	23%	20%	19%	18%	16%	15%	16%	15%	13%	12%	12%
2	23%	26%	25%	23%	26%	25%	24%	23%	23%	22%	21%	22%	18%	18%	18%	17%	16%
3-5	24%	28%	26%	26%	28%	27%	35%	35%	36%	37%	36%	37%	36%	37%	39%	38%	37%
6-10	7%	7%	8%	9%	8%	8%	13%	15%	15%	15%	16%	16%	18%	18%	19%	21%	21%
More than 10	3%	3%	3%	4%	3%	4%	5%	7%	8%	9%	10%	10%	12%	12%	11%	12%	14%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note: Beginning in 2010 data was restated due to weighing by Home Ownership

Table A8-12
Advertising Volume
Pieces in Millions
Years 2000 - 2016 (Diary Data)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
First-Class Ads	16,875	19,556	18,797	18,012	16,748	18,631	17,998	16,888	16,445	14,482	12,793	12,710	11,437	9,709	8,987	8,241	8,210
Advertising Only	9,471	11,153	11,045	10,221	9,259	10,782	10,344	9,034	8,257	6,648	6,115	5,448	5,021	4,240	3,925	3,574	3,817
Secondary Advertising	7,404	8,402	7,752	7,791	7,489	7,849	7,653	7,854	8,187	7,834	6,678	7,262	6,416	5,469	5,062	4,667	4,393
Standard Ads ¹	60,496	72,174	71,088	74,205	78,119	83,498	86,874	83,411	82,994	70,631	72,157	77,043	73,241	73,999	71,513	70,303	70,802
Total Ads	77,370	91,729	89,885	92,217	94,867	102,130	104,872	100,299	99,438	85,113	84,950	89,753	84,678	83,709	80,501	78,544	79,013
First-Class Ads Share of Total Ads	22%	21%	21%	20%	18%	18%	17%	17%	17%	17%	15%	14%	14%	12%	11%	10%	10%

Note: Beginning in 2010 data was restated due to weighing by Home Ownership

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

Table A8-13A
Advertising Mail By Sender Type
Pieces in Millions
Years 2000 - 2016 (Diary Data)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
First-Class Ads¹																	
Financial	6,633	8,020	8,223	7,615	7,218	8,685	7,948	6,696	6,003	5,418	4,632	4,651	4,231	3,366	3,394	3,313	3,176
Merchants	4,753	5,219	4,369	4,225	3,923	4,096	3,956	3,681	3,621	2,438	2,422	2,172	2,186	1,832	1,817	1,587	1,551
Services	3,848	4,628	4,704	4,671	4,309	4,368	4,541	4,904	5,134	5,285	4,472	4,767	4,068	3,496	2,931	2,630	2,667
Manufacturers	328	418	395	418	408	409	373	469	476	329	262	212	165	190	148	144	191
Government	262	306	285	283	281	415	427	349	334	307	296	289	219	264	210	140	158
Social	891	900	723	694	564	599	675	704	695	659	611	587	549	538	458	411	423
Other	159	64	98	107	44	59	78	84	181	46	98	31	20	24	28	16	45
Total	16,875	19,556	18,797	18,012	16,748	18,631	17,998	16,888	16,445	14,482	12,793	12,710	11,437	9,709	8,987	8,241	8,210
Standard Ads²																	
Financial	8,156	12,641	13,397	13,961	16,306	19,367	19,909	17,921	17,502	12,786	14,767	18,401	15,355	15,715	15,363	15,571	16,888
Merchants	23,645	29,709	28,707	27,623	27,904	28,896	30,243	29,750	28,690	25,319	24,709	25,086	23,874	22,895	23,145	21,670	21,536
Services	6,194	9,099	8,213	8,932	9,082	9,953	9,622	10,944	11,626	10,359	10,705	11,184	10,673	11,605	11,319	11,578	11,717
Manufacturers	846	1,220	1,102	1,401	1,399	1,643	1,537	1,529	1,488	1,474	1,464	1,586	1,534	1,600	950	1,208	1,333
Government	1,053	1,089	1,192	973	1,166	1,283	1,626	1,408	1,575	1,043	1,042	951	1,064	991	888	920	929
Social	11,911	10,632	10,759	12,722	13,135	13,695	14,198	13,791	13,936	12,347	12,336	12,698	13,469	13,945	12,732	12,230	11,658
From Multiple Organizations	4,500	6,149	6,211	7,143	7,365	7,363	8,222	7,067	7,345	6,690	6,484	6,678	6,704	6,591	6,590	6,753	6,133
Other	4,190	1,634	1,508	1,450	1,763	1,299	1,516	1,002	832	613	649	459	568	656	526	373	608
Total	60,496	72,174	71,088	74,205	78,119	83,498	86,874	83,411	82,994	70,631	72,157	77,043	73,241	73,999	71,513	70,303	70,802
Total Ads																	
Financial	14,789	20,661	21,619	21,576	23,524	28,052	27,857	24,617	23,505	18,204	19,399	23,052	19,586	19,081	18,758	18,885	20,064
Merchants	28,398	34,928	33,075	31,848	31,828	32,992	34,199	33,431	32,311	27,757	27,130	27,258	26,060	24,727	24,962	23,257	23,087
Services	10,043	13,728	12,917	13,603	13,391	14,321	14,164	15,848	16,761	15,644	15,177	15,952	14,741	15,101	14,250	14,207	14,384
Manufacturers	1,174	1,638	1,497	1,819	1,807	2,051	1,909	1,998	1,963	1,803	1,726	1,798	1,699	1,790	1,098	1,353	1,523
Government	1,315	1,395	1,477	1,255	1,448	1,698	2,053	1,757	1,909	1,351	1,338	1,241	1,283	1,256	1,098	1,060	1,087
Social	12,802	11,532	11,483	13,416	13,698	14,294	14,873	14,495	14,631	13,006	12,947	13,285	14,018	14,482	13,190	12,640	12,081
From Multiple Organizations	4,500	6,149	6,211	7,143	7,365	7,363	8,222	7,067	7,345	6,690	6,484	6,678	6,704	6,591	6,590	6,753	6,133
Other	4,349	1,698	1,606	1,557	1,807	1,358	1,594	1,086	1,013	659	748	491	587	680	554	389	653
Total	77,370	91,729	89,885	92,217	94,867	102,130	104,872	100,299	99,438	85,113	84,950	89,753	84,678	83,709	80,501	78,544	79,013

Note: Beginning in 2010 data was restated due to weighing by Home Ownership

¹ Includes Secondary Advertising

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

Table A8-13A2
Advertising ONLY (no secondary) Mail By Sender Type
Pieces in Millions
Years 2000 - 2016 (Diary Data)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
First-Class Ads¹																	
Financial	3,450	4,205	4,712	4,188	3,798	4,899	4,468	3,410	2,857	1,902	1,655	1,517	1,411	1,160	1,121	1,163	1,188
Merchants	3,608	4,010	3,374	3,219	2,975	3,115	3,058	2,735	2,572	2,056	2,028	1,777	1,703	1,411	1,493	1,236	1,185
Services	1,742	2,279	2,336	2,168	1,910	1,998	2,047	2,222	2,090	2,217	1,966	1,601	1,503	1,204	988	924	1,057
Manufacturers	287	358	355	371	377	382	334	382	353	290	245	183	133	150	123	101	173
Government	113	132	138	123	144	299	323	205	190	156	172	138	64	150	56	26	48
Social	163	123	57	53	18	42	44	18	19	0	0	215	191	157	134	118	146
Other	107	46	73	100	35	46	69	63	176	28	48	17	15	8	9	6	20
Total	9,471	11,153	11,045	10,221	9,259	10,782	10,344	9,034	8,257	6,648	6,115	5,448	5,021	4,240	3,925	3,574	3,817
Standard Ads²																	
Financial	8,156	12,641	13,397	13,961	16,306	19,367	19,909	17,921	17,502	12,786	14,767	18,401	15,355	15,715	15,363	15,571	16,888
Merchants	23,645	29,709	28,707	27,623	27,904	28,896	30,243	29,750	28,690	25,319	24,709	25,086	23,874	22,895	23,145	21,670	21,536
Services	6,194	9,099	8,213	8,932	9,082	9,953	9,622	10,944	11,626	10,359	10,705	11,184	10,673	11,605	11,319	11,578	11,717
Manufacturers	846	1,220	1,102	1,401	1,399	1,643	1,537	1,529	1,488	1,474	1,464	1,586	1,534	1,600	950	1,208	1,333
Government	1,053	1,089	1,192	973	1,166	1,283	1,626	1,408	1,575	1,043	1,042	951	1,064	991	888	920	929
Social	11,911	10,632	10,759	12,722	13,135	13,695	14,198	13,791	13,936	12,347	12,336	12,698	13,469	13,945	12,732	12,230	11,658
From Multiple Organizations	4,500	6,149	6,211	7,143	7,365	7,363	8,222	7,067	7,345	6,690	6,484	6,678	6,704	6,591	6,590	6,753	6,133
Other	4,190	1,634	1,508	1,450	1,763	1,299	1,516	1,002	832	613	649	459	568	656	526	373	608
Total	60,496	72,174	71,088	74,205	78,119	83,498	86,874	83,411	82,994	70,631	72,157	77,043	73,241	73,999	71,513	70,303	70,802
Total Ads																	
Financial	11,606	16,846	18,108	18,149	20,104	24,266	24,377	21,331	20,359	14,688	16,423	19,918	16,766	16,875	16,485	16,734	18,076
Merchants	27,253	33,719	32,081	30,842	30,880	32,011	33,301	32,484	31,262	27,375	26,737	26,863	25,577	24,306	24,638	22,906	22,721
Services	7,937	11,378	10,549	11,100	10,992	11,951	11,669	13,166	13,716	12,576	12,671	12,785	12,176	12,810	12,307	12,502	12,774
Manufacturers	1,133	1,578	1,457	1,772	1,776	2,025	1,871	1,911	1,841	1,764	1,709	1,768	1,668	1,751	1,073	1,310	1,505
Government	1,166	1,221	1,331	1,095	1,311	1,582	1,949	1,613	1,765	1,199	1,215	1,089	1,128	1,142	944	946	977
Social	12,074	10,756	10,816	12,775	13,153	13,737	14,243	13,809	13,955	12,347	12,336	12,914	13,660	14,101	12,866	12,348	11,804
From Multiple Organizations	4,500	6,149	6,211	7,143	7,365	7,363	8,222	7,067	7,345	6,690	6,484	6,678	6,704	6,591	6,590	6,753	6,133
Other	4,297	1,680	1,581	1,550	1,798	1,345	1,585	1,064	1,008	641	698	476	583	664	535	379	628
Total	69,966	83,327	82,133	84,426	87,378	94,281	97,218	92,445	91,251	77,279	78,272	82,491	78,262	78,239	75,438	73,877	74,620

Note: Beginning in 2010 data was restated due to weighing by Home Ownership

¹ Excludes Secondary Advertising

² 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 - 2016 (Diary Data)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
First-Class Ads ¹																	
Financial	39%	41%	44%	42%	43%	47%	44%	40%	37%	37%	36%	37%	37%	35%	38%	40%	39%
Merchants	28%	27%	23%	23%	23%	22%	22%	22%	22%	17%	19%	17%	19%	19%	20%	19%	19%
Services	23%	24%	25%	26%	26%	23%	25%	29%	31%	36%	35%	38%	36%	36%	33%	32%	32%
Manufacturers	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%	2%	2%	1%	2%	2%	2%	2%
Government	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%
Social	5%	5%	4%	4%	3%	3%	4%	4%	4%	5%	5%	5%	5%	6%	5%	5%	5%
Other	1%	0%	1%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard Ads ²																	
Financial	13%	18%	19%	19%	21%	23%	23%	21%	21%	18%	20%	24%	21%	21%	21%	22%	24%
Merchants	39%	41%	40%	37%	36%	35%	35%	36%	35%	36%	34%	33%	33%	31%	32%	31%	30%
Services	10%	13%	12%	12%	12%	12%	11%	13%	14%	15%	15%	15%	15%	16%	16%	16%	17%
Manufacturers	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%
Government	2%	2%	2%	1%	1%	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%
Social	20%	15%	15%	17%	17%	16%	16%	17%	17%	17%	17%	16%	18%	19%	18%	17%	16%
From Multiple Organizations	7%	9%	9%	10%	9%	9%	9%	8%	9%	9%	9%	9%	9%	9%	9%	10%	9%
Other	7%	2%	2%	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Total Ads																	
Financial	19%	23%	24%	23%	25%	27%	27%	25%	24%	21%	23%	26%	23%	23%	23%	24%	25%
Merchants	37%	38%	37%	35%	34%	32%	33%	33%	32%	33%	32%	30%	31%	30%	31%	30%	29%
Services	13%	15%	14%	15%	14%	14%	14%	16%	17%	18%	18%	18%	17%	18%	18%	18%	18%
Manufacturers	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%
Government	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	1%	1%
Social	17%	13%	13%	15%	14%	14%	14%	14%	15%	15%	15%	15%	17%	17%	16%	16%	15%
From Multiple Organizations	6%	7%	7%	8%	8%	7%	8%	7%	7%	8%	8%	7%	8%	8%	8%	9%	8%
Other	6%	2%	2%	2%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note: Beginning in 2010 data was restated due to weighing by Home Ownership

¹ Includes Secondary Advertising

² 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 - 2016 (Recruitment Data)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Usually Read - Total	15%	13%	13%	13%	15%	15%	15%	17%	17%	17%	20%	22%	22%	20%	20%	19%	18%
Under \$25K	51%	41%	36%	41%	34%	33%	33%	34%	31%	39%	44%	44%	42%	40%	42%	41%	41%
\$25 - \$ 49.9	28%	28%	26%	27%	30%	29%	29%	29%	27%	25%	26%	22%	23%	24%	26%	26%	24%
\$50 - \$64.9	10%	13%	13%	12%	14%	14%	13%	13%	16%	12%	11%	10%	12%	13%	10%	12%	10%
\$65 +	10%	19%	25%	21%	22%	24%	25%	24%	26%	24%	19%	24%	24%	23%	22%	20%	24%
Usually Scan - Total	40%	38%	37%	38%	38%	38%	36%	33%	30%	29%	27%	26%	25%	21%	21%	22%	22%
Under 25K	36%	27%	22%	25%	23%	21%	21%	19%	18%	20%	26%	24%	22%	23%	22%	25%	23%
\$25 - \$ 49.9	33%	30%	26%	27%	28%	26%	26%	26%	25%	25%	26%	21%	21%	24%	28%	23%	23%
\$50 - \$64.9	14%	14%	17%	17%	16%	17%	15%	16%	14%	14%	14%	12%	13%	13%	14%	12%	13%
\$65 +	17%	30%	35%	31%	33%	35%	37%	40%	43%	41%	35%	43%	44%	40%	37%	40%	41%
Read Some - Total	27%	29%	30%	31%	32%	32%	32%	31%	32%	34%	35%	32%	34%	36%	37%	36%	35%
Under 25K	32%	24%	18%	19%	18%	18%	17%	17%	16%	19%	24%	22%	22%	21%	17%	19%	18%
\$25 - \$ 49.9	35%	28%	26%	26%	24%	23%	26%	23%	23%	22%	23%	21%	22%	23%	25%	23%	23%
\$50 - \$64.9	14%	12%	16%	17%	17%	17%	16%	15%	15%	14%	14%	12%	14%	13%	14%	13%	13%
\$65 +	18%	36%	40%	38%	41%	42%	41%	45%	45%	45%	40%	46%	42%	43%	45%	45%	46%
Usually Don't Read - Total	17%	20%	19%	18%	16%	15%	17%	19%	20%	20%	18%	21%	20%	23%	21%	23%	25%
Under 25K	39%	30%	25%	25%	22%	22%	18%	20%	19%	20%	28%	25%	29%	25%	19%	21%	18%
\$25 - \$ 49.9	31%	25%	23%	25%	22%	22%	25%	22%	21%	21%	20%	22%	19%	19%	20%	23%	19%
\$50 - \$64.9	13%	12%	15%	15%	14%	16%	16%	14%	14%	14%	13%	13%	12%	10%	12%	12%	14%
\$65 +	17%	33%	37%	35%	42%	40%	41%	44%	45%	45%	39%	41%	41%	46%	48%	44%	49%

Note: Beginning in 2010 data was restated due to weighing by Home Ownership

Appendix B: Methodology

Study Design and Methodology

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

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

Household Recruitment Interview

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

Mail Diary

The **mail diary** covers a seven-day period (Monday to Sunday) and collects information on the number of mail pieces received and sent, industry source, mail characteristics, and attitudes regarding mail received.

Sample Design

This section describes the household selection process for participation in the HDS. A sample is the representative subset of the survey population used to gain information about the entire population. The population of inference for the HDS is all U.S. households. The probability design ensures each household has an equal chance of selection.

The sample design allows projections of results to all U.S. households. The Postal Service provided an address sample that NuStats matched for known telephone listings. Generally, the study was conducted using telephone and online sampling for household

selection and screening, followed by diaries mailed to eligible households and completed by each household unit. Households without telephones were contacted via U.S. Mail. The sample design involves a systematic sample stratified by strata (or urban/rural location) and Census regions, ensuring even coverage across the United States.

A master national sample was specified and drawn by in-house sampling statisticians. The Postal Service drew the household probability sample from the national address database following NuStats specifications. The master list, sorted by ZIP code, was used to draw a systematic stratified sample, which was then tagged with variables indicating each housing unit's geographic location in terms of Census region and stratum.

Sample was drawn for each of the four quarters based on known proportions of households within a Census region and urban or rural location. Census regions are defined by state. Urban and rural location is defined by county and metropolitan status as defined by the U.S. Census Bureau. The strata are defined by county as follows:

- **Stratum 1:** Counties that are part of the 30 largest metropolitan areas in the United States, as defined by population, according to 100 percent counts of the Census 2010.
- **Stratum 2:** Counties that are part of metropolitan areas but are not in Stratum 1.
- **Stratum 3:** Counties that are not part of a metropolitan area.

Quarterly sample frames were then derived based on the amount of sample needed for each quarter, and sample was allocated to region and strata cells based on known proportions as indicated by Census 2010 counts of households.

The sample was continuously "fielded" throughout all 52 weeks of the year. Sample was released in a manner designed to recruit equal sample sizes for each diary week, resulting in a sample file of at least 5,200 households. Table B.1 below shows the distribution of recruited and completed households.

Table B.1:
Sample by Postal Quarter

Quarter	Required Sample	Recruited Households	Completed Households
Quarter 1	1,300	2,281	1,387
Quarter 2	1,300	2,085	1,369
Quarter 3	1,300	1,913	1,203
Quarter 4	1,300	2,017	1,235
Total	5,200	8,296	5,194

Data Collection Method

The study uses a two-stage design in which households are recruited to participate in the diary study by choosing to use a household interview or an online survey (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 or by using an online survey. The FY 2016 household interview consisted of 5,467 online surveys and 2,829 phone interviews completed with an adult member (age 18 or older) in the household. Table B.2 below shows the distribution of recruited households by recruitment type.

Table B.2:
Sample by Recruitment Type

Recruitment Interview	Completed	Sample Percent
Phone	2,829	34.1%
Web	5,467	65.9%
Total	8,296	100.0%

These respondents represented a cross-section of U.S. households by geography. The household interview contained 130 data items and took an average of 26 minutes to administer. The flow of the interview included the following elements:

- **Introduction.** Each interview began with an introduction and purpose of the interview. The interviewer also verified the respondent's address.
- **Technology adoption and use.** Questions were asked about ownership and use of personal computers, Internet, and other electronic communication.
- **Mail volume recall.** The respondent was asked to summarize how many personal letters, greeting cards, electronic greeting cards, and packages all members of the household have sent in a particular time period.
- **Use of postal services.** The use of post offices, post office boxes, and private mailing services was explored.
- **Bill payments.** Bill payment volumes, methods, and timing were explored in depth.
- **Periodicals.** A summary of magazine and newspaper volumes received by the household were collected.
- **Advertising.** Descriptions of advertising received by the household as well as attitudes about the advertising, and orders placed because of it, were elicited.
- **Online shopping.** Respondents were asked about their online shopping habits, including questions about shipping methods.
- **Financial accounts and credit cards.** Respondents were asked to summarize the total accounts and credit cards held by the household.
- **Household and person demographics.** Demographic items included gender, age, marital status, employment status, educational attainment, race/ethnicity, household income, household wage earners, home ownership, residence tenure, and dwelling type.

The completion rate for the FY 2016 study (defined as the proportion of respondents who completed the diary portion relative to all recruited respondents) was 62.6 percent compared to 66.0 percent in FY 2015. Most recruitment refusals took place prior to hearing who NuStats was and why the firm was calling. Refusal households that were later re-contacted cited time

constraints and privacy concerns as reasons for not participating.

Stage 2: Mail Diary Package

Recruited households were sent mail diaries, instructions, and a toll-free “help” telephone number. The night before the beginning of an assigned diary week, NuStats made reminder calls to households to confirm receipt of the diary package and to answer any questions. If the diary package was not received by this time, NuStats re-confirmed the address, assigned a new diary week, and re-sent the diary package.

The diary package contains a Certificate of Appreciation, Instruction Booklet, and a photo-based “Quick Start” sheet. The Instruction Booklet provided information about the study, answers to frequently asked questions, instructions for filling out the diary, guidelines for sorting mail, and examples of mail markings. The diary instrument was composed of two parts:

- **The Question sheets.** The Question sheets are color-coded by mail classification (First-Class Mail received, First-Class Mail sent, Standard, Nonprofit, etc.). Information collected about each mail classification included: type of mail piece (i.e., envelope, postcard, catalog, etc.), receiver ZIP code, mail classification, mail type, sender type, information about advertising enclosed, and receiver reaction or responses to the mail piece.
- **Seven answer booklets, each specific to a day of the week.** Each booklet was arranged by mail classification and color-coded to correspond to the question sheets.

Households were instructed to enclose pertinent information from each mail piece received to enable NuStats editors to verify or clarify quantity and classes of mail recorded in the diaries. NuStats used a three-stage editing process to check the accuracy of the diary information recorded by each household. First, returned diary packages were culled for those that represented a reasonable attempt to complete the diary. Second, the diary information recorded for each day were checked to ensure sufficient and logical answers, as well as to verify recorded information against the mail markings returned in the package. The diaries were then scanned using Optical Character Recognition (OCR) software. In stage three, a verifier re-checked the diary information recorded in the OCR software for each day. This second edit functions as a quality control check to ensure data accuracy.

During the editing process, a small number of correction callbacks were made to households to clarify information or to fill-in missing information. Overall, about three percent of returned diaries did not pass the edit checking process.

Of the 8,296 households recruited to receive a diary package 5,194 actually returned acceptable completed diaries (defined as containing data suitable for analysis) to NuStats, for a completion rate of 62.6 percent.

Data Processing

Data Management

Data management entails processing the information resulting from the Household Interview and Mail Diaries, making it available for analysis, storing it, and documenting it. Household interviews were conducted using CATI technology, where the questionnaire and relevant data checks were programmed into a master questionnaire that was used by all interviewers to administer the survey. Recorded data was extracted from the CATI software into a database management file.

Returned diary information was recorded (entered) through optical scanning technology. The diary data, once scanned using Teleform software, was captured in a database management file.

After completion of data collection, editing and entry tasks, the survey data were contained in 9 data files. One data file contained the Household Interview data. The Mail Diary data were in 8 files—one for each mail classification (First-Class Mail received, First-Class Mail sent, etc.). These files were all developed in SAS-PC.

The file variables were identified by variable name. For each file variable, the File Information contains:

- Label, which is a brief description of the variable;
- Measurement level, which specifies the level of measurement as scale (numeric data on an interval or ratio scale), ordinal, or nominal. Nominal and ordinal data can be either string (alphanumeric) or numeric;
- Value formats, which identify the response codes; and
- Column width and alignment.

Several SAS programming operations were necessary to put the Mail Diary data in the desired form for analysis. The structure for these programs was

contained in a separate File Information document that accompanied the data delivery.

Various edit routines were used to check the consistency of the reported data and to identify reporting or entry errors. Routine edit checks were conducted to examine questionnaire responses for reasonableness and consistency across items. Routine checks included such items as:

- Response code range checks;
- Checks for proper data skips and patterns of answering questions consistent with prior answers;
- Checks for realistic responses (e.g., number of online purchases possible in one month); and
- Checks for high frequency of item non-response (missing data from question refusals).

When conducting these checks, data were compared against the actual survey forms. NuStats identified extreme values that were impossible or unlikely, and corrected inconsistent data when possible. For example, extremely high numbers of computers owned by a household were examined to determine whether or not they were legitimate.

Some extreme/inconsistent data values unable to be corrected or verified were edited to missing values.

In addition, NuStats performed in-depth customized data checks to ensure data within each record of the Household Interview were logically consistent. For example, a respondent should have reported paying bills online only if he/she also reported having Internet access. Customized checks were also used to ensure consistency between the Household Interview and Mail Diary data. For example, an addressee was identified as a child (under 18) in the diary only if the household also reported having a child in the Household Interview.

Raw variables, derived variables, and analytical programs were documented in a data documentation binder that accompanied the data delivery. Any information that could be directly or indirectly used to identify individual respondents, such as respondent names, addresses, or telephone numbers, were removed to protect respondent confidentiality and privacy. Such information is stored in a locked archival file.

Sample Demographic Profile (All Counts Unweighted), Government Fiscal Year 2016

**Table B.3:
Annual Household Income by Recruitment/Retrieval Status**

Annual Household Income	Recruited Households		Total	Sample Percent	Population Percent Retrieved
	Retrieved	Not Retrieved			
Under \$10,000	106	160	266	2.0%	106
\$10,000 - \$14,999	124	128	252	2.4%	124
\$15,000 - \$19,999	157	141	298	3.0%	157
\$20,000 - \$24,999	176	138	314	3.4%	176
\$25,000 - \$34,999	352	242	594	6.8%	352
\$35,000 - \$49,999	522	293	815	10.1%	522
\$50,000 - \$64,999	567	314	881	10.9%	567
\$65,000 - \$79,999	548	264	812	10.6%	548
\$80,000 - \$99,999	525	212	737	10.1%	525
\$100,000 or more	1,136	535	1,671	21.9%	1,136
Don't Know	146	144	290	2.8%	146
Refused	835	531	1,366	16.1%	835
Total	5,194	3,102	8,296	100.0%	5,194

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 2016).

Table B.4:
Number of Adults in Household by Recruitment/Retrieval Status

Number of Adults in Household	Recruited Households		Total	Sample Percent	Population Percent Retrieved
	Retrieved	Not Retrieved			
One	1,165	884	2,049	22.4%	1,165
Two	2,399	1,157	3,556	46.2%	2,399
Three	741	459	1,200	14.3%	741
Four	556	335	891	10.7%	556
Five or More	333	267	600	6.4%	333
Total	5,194	3,102	8,296	100.0%	5,194

Notes:

Sample Percent based only on retrieved households.

Population percent based on U.S. Census Bureau, Current Population Survey Annual Demographic File (March 2016).

Table B.5:
Geographic Region by Recruitment/Retrieval Status

Geographic Region	Recruited Households		Total	Sample Percent	Population Percent Retrieved
	Retrieved	Not Retrieved			
Northeast	780	518	1,298	15.0%	780
Midwest	1,311	672	1,983	25.2%	1,311
South	1,946	1,232	3,178	37.5%	1,946
West	1,157	680	1,837	22.3%	1,157
Total	5,194	3,102	8,296	100.0%	5,194

Notes:

Sample Percent based only on retrieved households.

Population percent based on U.S. Census Bureau, Census 2010, Summary File 3, Table H6 (Occupied Housing Units).

Table B.6:
Urban/Rural Location by Recruitment/Retrieval Status

Urban/Rural Location	Recruited Households		Total	Sample Percent	Population Percent Retrieved
	Retrieved	Not Retrieved			
30 Largest Metro Areas	2,479	1,497	3,976	47.7%	2,479
Other Metro Areas	2,175	1,289	3,464	41.9%	2,175
Non-Metropolitan Areas	540	316	856	10.4%	540
Total	5,194	3,102	8,296	100.0%	5,194

Notes:

Sample Percent based only on retrieved households.

Population percent based on U.S. Census Bureau, Census 2010; Strata based on Metro Area Classification by County.

Table B.7:
Age of Head of Household by Recruitment/Retrieval Status

Age of Head of Household	Recruited Households		Total	Sample Percent	Population Percent Retrieved
	Retrieved	Not Retrieved			
18 - 24	63	92	155	1.2%	63
25 - 44	1,165	810	1,975	22.4%	1,165
45 - 64	2,085	1,060	3,145	40.1%	2,085
65+	1,770	1,054	2,824	34.1%	1,770
Refused	111	86	197	2.1%	111
Total	5,194	3,102	8,296	100.0%	5,194

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 2016).

Table B.8:
Educational Attainment of Head of Household by Recruitment/Retrieval Status

Educational Attainment of Head of Household	Recruited Households		Total	Sample Percent	Population Percent Retrieved
	Retrieved	Not Retrieved			
8th grade or less	41	58	99	0.8%	41
Some high school	118	130	248	2.3%	118
High school graduate	881	739	1,620	17.0%	881
Some college	1,056	666	1,722	20.3%	1,056
Technical school graduate	308	156	464	5.9%	308
College graduate	1,567	801	2,368	30.2%	1,567
Postgraduate work	1,149	474	1,623	22.1%	1,149
Refused	74	78	152	1.4%	74
Total	5,194	3,102	8,296	100.0%	5,194

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 2016).

Data Weighting and Expansion

This section explains the methodology used for creating sampling and expansion weights for the FY 2016 Household Diary Study.

The FY 2016 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 2016 Recruitment Data

Sampling weights were produced separately for the households that participated in the recruitment phase of the FY 2016 HDS, and those that completed and returned a diary. There were three main weighting variables: Geography, Education, and Homeownership. FY 2016 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.¹ Table B.9 provides unweighted sample counts from FY 2016 recruitment data for strata:

Table B.9:
HDS 2016 Recruitment Data: Urban/Rural Location

Urban/ Rural Location	Household	Percent	Cumulative Percent
30 Largest Metro Areas	3,976	47.9%	47.9%
Other Metro Areas	3,464	41.8%	89.7%
Non-Metro Counties	856	10.3%	100.0%
Total	8,296	100.0%	

¹ 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: Table B.10 provides unweighted sample counts from FY 2016 recruitment data for region. Households were classified by state. There are four mutually exclusive regions as defined by the U.S. Census Bureau (along with respective states):

Four Census Regions:

Northeast: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

Midwest: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

South: Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

West: Arizona, Alaska, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming.

Table B.10:
HDS 2016 Recruitment Data: Geographic Region

Geographic Region	Households	Percent	Cumulative Percent
Northeast	1,298	15.6%	15.6%
Midwest	1,983	23.9%	39.5%
South	3,178	38.3%	77.9%
West	1,837	22.1%	100.0%
Total	8,296	100.0%	

Strata/Regions: Table B.11 indicates the distribution of households from the FY 2016 recruitment sample within strata and regions.

Population parameters for the intersection of the three strata and four regions were based on 2010 Census counts of households by county. As Table B.12 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.12.

Table B.11:
Distribution of Households within Strata and Region

Geographic Region	Stratum (Urban/Rural Location)			Total Other Metro Areas
	30 Largest Metro Areas	Other Metro Areas	30 Largest Metro Areas	
Northeast	647	553	647	553
Midwest	959	769	959	769
South	1,288	1,520	1,288	1,520
West	1,082	622	1,082	622
Total	3,976	3,464	3,976	3,464

Table B.12:
HDS 2016 Recruitment Data: Construction of Geographic Weight

Stratum	Geographic Region	Households (Population)	Percent	Households (Sample)	Percent	Weight
30 Largest Metro Areas	Northeast	8,679,534	7.96%	647	7.8%	1.02
	Midwest	11,759,871	10.79%	959	11.6%	.93
	South	16,492,511	15.13%	1,288	15.5%	.97
	West	13,800,893	12.66%	1,082	13.0%	.97
Other Metro Areas	Northeast	7,316,645	6.71%	553	6.7%	1.01
	Midwest	9,982,770	9.16%	769	9.3%	.99
	South	19,849,344	18.21%	1,520	18.3%	.99
	West	9,074,069	8.33%	622	7.5%	1.11
Non-Metro Areas	Northeast	1,485,685	1.36%	98	1.2%	1.15
	Midwest	3,551,875	3.26%	255	3.1%	1.06
	South	5,200,840	4.77%	370	4.5%	1.07
	West	1,796,099	1.65%	133	1.6%	1.03
Totals		Totals	108,990,136	100.0%	8,296	100.0%

Source: Household Population Estimates based on U.S. Census Bureau, 2010 Census.

Education: In addition to weighting for differences in geography between the sample and the population, an additional weight was created based on differences in the educational attainment of the head of household. For those households in which either more than one person was identified as the head of household or no individual was identified as the head of household, one was chosen based on the following sequence of criteria: 1) oldest male or 2) oldest female (if no male exists). For cases in which two candidates for the head of the household were of the same age, the respondent on the phone was chosen.

Known population parameters were based on weighted proportions derived from the U.S. Census Bureau’s Current Population Survey annual demographic file for March 2016. For cases in which the head of household refused to provide his/her education level, an educational level was imputed based on the average educational level of like cases. There were 152 such cases in 2016; mean levels of educational attainment were based on geography (strata and regions), as well as age and income level, if provided.

Table B.13:
HDS 2016 Recruitment Data: Construction of Educational Attainment Weight

Educational Attainment	Households (Population)	Percent	Households (Sample)	Percent	Weight
8 th Grade or Less	4,749,901	3.8%	99	1.2%	3.16
Some high school	8,150,978	6.5%	248	3.0%	2.17
High school graduate	34,321,813	27.3%	1,620	19.5%	1.40
Some college	23,579,335	18.7%	1,735	20.9%	0.90
Technical school graduate	5,397,808	4.3%	596	7.2%	0.60
College graduate	33,509,523	26.6%	2,375	28.6%	0.93
Postgraduate work	16,109,414	12.8%	1,623	19.6%	0.65
Totals	125,818,772	100.0%	8,296	100.0%	1.00

Note: Education responses include imputed Don't Know/Refused answers.

Homeownership: In 2016, in addition to weighing for differences in education and geography between the sample and the population, data was weighed to account for homeownership rates for U.S. Households. For those households in which homeownership was unknown, one was imputed based on the average income level and geography of like cases. There were 219 such cases in 2016; mean levels of income attainment were based on geography (strata and

regions). Known population parameters were based on weighted proportions derived from the U.S. Census Bureau’s Current Population Survey quarterly Housing Vacancies and Homeownership file for October 2016. The average Homeownership rate in 2016 is 63.4 percent.

Weighting Procedures, FY 2016 Diary Data

As mentioned above, 8,296 households participated in the recruitment phase of the FY 2016 HDS, and 5,194 households completed usable diaries. Balancing weights for the FY 2016 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 total 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 125.8 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

$$125,818,772 / 5,194 = 24,223.9$$

Component Weight:

$$\omega = \frac{P_s / P_t}{S_s / S_t},$$

Where P_s = population count in cohort and

P_t = total population count

S_s = sample count in cohort

S_t = total sample count



Appendix C: Survey Instruments



Appendix C1: Recruitment Questionnaire

Recruitment Web Questionnaire – FY2016

Acronym Dictionary DK = Don't Know RF = Refusal NA = Not applicable
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1. **[LETRR]** The U.S. Postal Service is conducting a study to better understand the type and amount of mail households like yours receive and send. The information will be used to make better decisions about postage rates and staffing needs to ensure an efficient national mail system and keep costs at a minimum. We recently sent a letter explaining the study and to let you know we would contact you. Did you receive our letter?

1Yes CONTINUE WITH VADDW

2No VERIFY ADDRESS [Continue TO VADDW]

2. **[VADDW]** First, we'd like to verify your name and mailing address. The research study is based on mailing addresses. To qualify for the study, your address has to match the address we have in our records. However, apartment numbers can change so if your street address is correct but the apartment number is not, please edit the apartment number in the field below. Is your address...

ADDRESS:

APT:

CITY: STATE: ZIP:

1 YES => Lang

2 No, entire address is wrong => INT10 CODE AS QN

3 No, Apt/Suit # is wrong [CAN BE ADJUSTED] => SKIP TO MSUI2 => Lang

9 Not applicable/Rather not say

3. **[INT07]** IF VADDW=9 Refused,

I understand not wanting to give out your address, but to participate in the survey and be eligible to receive 100 First-Class or \$40, I'll need to verify your mailing address. If you have any questions, please call 1-888-441-8777. Thank you, have a nice evening/day. CODE AS RA (REFUSED ADDRESS), AND TERMINATE.

4. **[MSUI2]** What is the new apartment or suite number? NOTE: Leave blank if you no longer have an apartment number or suite number. =>LANG

5. **[LANG]** Please select the language you prefer to complete the survey in: Por favor elija el idioma que prefiera usar para completar la encuesta:

English (Inglés)..... 1

Spanish (Español) 2

6. **[INT] [WHEN STRATA/REGION QUOTAS CLOSE:]** Thank you for your time, I'm sorry if we've inconvenienced you, but we have filled the quota for the region in which you live. 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. Have a nice evening/day." "Exit Survey" -> Code as OQ

[ACTIVATE AND DEACTIVATED AT EACH END OF QTR.]

7. **[INT05] [END OF YEAR/QTR WHEN ONLY 1 ASSN WEEK REMAINING]:** Your household was selected to participate in the diary study the week of <Last ASSN>. If your household cannot participate during the specified time, please exit the survey and thank you for your participation. If you can participate during this time, press Continue.

Continue -> To RFNAM

Exit Survey -> Code as QA

[ASSNW] We'd like for you to answer detailed questions about the mail your household sends and receives for 7 days. Once you complete the diaries, you will receive your choice of either 100 Forever Stamps or a \$40 check. You can expect your gift to arrive roughly 12 weeks after we receive your completed diaries.

We want to confirm that you understand we'll be mailing you a set of household diaries that you'll complete during one of the weeks you select from the list below.

How much time does it take?

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 only take about 3-5 minutes for each piece of mail. To help you, we have a USPS hotline available to provide you with step-by-step instructions if needed, and to answer any questions you may have. That toll free number is 1-888-441-8777. You may also want to check out the study web site at www.nustats.com/uspsstudy.htm

- 8. [Q1]** So that we can group your responses with those of other respondents, could you please tell us your gender?
- 1Male
 - 2 Female
 - 9Rather not say

- 9. [RECV]** Do you receive mail at your home address, including cluster boxes near your home?
- 1 Yes **CONTINUE**
 - 2 No => **CONTINUE**
 - 8 Unsure => **CONTINUE**
 - 9 Not applicable/Rather not say **CONTINUE**

10. [HMBOX] Where is your mailbox located?

- 1 Door slot
 - 2 Mailbox installed on a porch or near your front door
 - 3 Curbside single/double mailbox (not part of a cluster or group of mailboxes)
 - 4 Central mailbox cluster inside an apartment, condominium or other building
 - 5 Central mailbox cluster outside in your neighborhood
- [IF HMBOX=1-5, CONTINUE TO POBOX]**
- 6 Picked up mail from a post office box or box at a mailing center -> **[IF 6, THANK AND TERMINATE, AND MARK IT QM (INT04)]**
 - 8 Unsure-> **[IF 8, THANK AND TERMINATE, AND MARK IT QM (INT04)]**
 - 9 Not applicable/Rather not say -> **[IF 9, THANK AND TERMINATE, AND MARK IT QM (INT04)]**

11. [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

12. [POBOX] Thank you. Does your household rent a PO Box at either the Post Office or a private mailing service, like Post Office Plus, or Parcel Place?

- 1 PO Box at USPS
- 2 Box at private mailing service
- 3 Neither- My household does not have a PO Box or a box at a private company.
- 4 Both
- 7 Other, Specify
- 8Not Sure
- 9 Not applicable/Rather not say

13. [Q9R] Which of the following methods have household members used in the last six months to mail personal packages, not letter mail? Do not include work-related packages. Note: If you used Click N Ship, or shipped a Household package from a work location, please indicate the method used to ship your package from the list below. Mark all that apply

[PROGRAMMER NOTE: mark all that apply except for choice 5, 8, and 9]

- 0Put the package in a blue USPS Mailbox
- 1Took Package inside a US Post Office to the service counter
- 4I left the package for my mail carrier for pick up
- 6Used an Automated Postal Center.
- 3Used a private package shipping company, like UPS, FedEx, etc.
- 2Took it to a private mailing service, like Post Office Plus, Parcel Place, etc.
- 7Other, Specify [O_Q9R]
- 5None. I have not mailed packages in the last six months
- 8Unsure
- 9Not applicable/Rather not say

14. [Q14B] How many times in an average month do household members go inside a U.S. Post Office to the service counter? [RANGE: 0-60]

- 00None
- 98Unsure
- 99Not applicable/Rather not say

15. [Q12] How many times in an average month do household members go to a U.S. Post Office but not to the service counter? We mean an outside drop off box, going to your PO Box, or using an automated machine. [RANGE: 0-60]

- 98Unsure
- 99Not applicable/Rather not say

16. [Q13] How many times in an average month do household members go to a private mailing service? For example, Post Office Plus, Parcel Place, etc. [RANGE: 0-30]

- 00None => GO TO Q15
- 98Unsure => GO TO Q15
- 99Not applicable/Rather not say => GO TO Q15

17. [Q14] Why does your household use a mailing service rather than the post office? MULTIPLE RESPONSE, ALLOW UP TO 7 ANSWERS

- | | |
|---|--|
| 01Hours-longer/later | 14 'Ship to' requested it |
| 02Location | 16 Accepts odd-shaped/oversized packages |
| 03Offers pick up service | 18 On-line tracking service |
| 04Cheaper | 20 Uses only for job/work-related packages |
| 05Faster/overnight delivery | 21 To use UPS or FedEx, etc. |
| 06Offers drop off service | 22 Sending back using the service that company used to ship it |
| 07Packages it up | 97 Other, specify |
| 08Service-better/more efficient/friendly | 98 Unsure |
| 09More reliable/seems safer | 99 Rather not say |
| 11Uses only in special circumstances | |
| 12For extra services (copying, faxes, mail boxes, etc.) | |
| 13Shorter wait time/lines, less crowded | |

18. [Q15.] Approximately how many Forever stamps do you currently have in your household? RANGE 0-200, 998, 999

19. [Q16]. How many Forever stamps has your household purchased within the past 30 days? RANGE 0-200, 998, 999

20. [Q17]. How many Forever stamps has your household USED within the past 30 days? RANGE 0-200, 998, 999

21. [Q18]. Within the past 30 days, how many Forever stamps within your household have been lost or damaged? RANGE 0-200, 998, 999

22. [Q19]. [IF Q15=0 THEN SKIP Q19] Of the Forever stamps you currently have in your household, how many of them do you intend to keep (e.g., for stamp collecting) and not ever use for mailing letters, postcards or packages? [numeric input] RANGE 0-200, 998, 999

23. [Q22] Many people are now using the Internet to communicate, pay bills and conduct other household activities that were traditionally done by mail. In this next set of questions, we'll be asking about your household's access to and use of the Internet, including accessing the web through a mobile device. How many adults age 18 or older in your household connect to the Internet from home? RANGE: 0-9

98 Unsure

99 Not applicable/Rather not say

IF Q22 = 0, 98 or 99, SKIP TO Q24

24. [Q23] What is the primary type of Internet connection used by the adults in your home?

4 DSL, Cable Modem, Other Broadband (fiber optic, satellite), Wireless

2 Mobile Broadband (such as a Smartphone)

1 Dial-up modem

7 Other, Specify [O_Q23]

8 Unsure

9 Rather not say

25. [Q24] Do any of the adults in your household regularly access the Internet from any other location, such as work or a library?

1 Yes

2 No

8 Unsure

9 Not applicable/Rather not say

NOTE: SKIP TO SCRP3 IF ((Q22=0, 98, 99 or Missing) AND (Q24= 2,8,9, or Missing))

26. [Q55B] With which of the following devices do adults in your household connect to the Internet for non-work-related purposes?

26a. [Q55B1] A desktop or laptop computer?

1 Yes

2 No

8 Unsure

9 Rather not say

26b. [Q55B2] A mobile phone or smartphone?

1 Yes

2 No

8 Unsure

9 Rather not say

- 26c. [Q55B3] Another Internet device?
- 1Yes
 - 2No
 - 8Unsure
 - 9Rather not say

NOTE: SKIP TO **SCR3** IF ((Q22=0, 98, 99 or Missing) AND (Q24= 2,8,9, or Missing))

27. [Q57A1] How long have adults in your household been using the Internet at any location?

- 1Less than 1 year
- 21 to 2 years
- 32 to 5 years
- 4More than 5 years
- 8Unsure
- 9Not applicable/Rather not say

28. [Q57B1] During the last month, how often did adults in your household use the Internet for non work-related purposes at any location? Would you say...

- 1Several times a day
- 2Almost every day
- 3Several times a week
- 4Once a week or less
- 8Unsure
- 9Not applicable/Rather not say

PROGRAMMER NOTE: SKIP TO **SCR3** IF ((Q22=0, 98, 99 or Missing) AND (Q24= 2,8,9, or Missing))

29. [Q57C2]Are any adults in your household a member of an online social network, such as **Twitter, Facebook, or Instagram?**

- 1Yes CONTINUE
- 2No => Q7
- 8Unsure => Q7
- 9Not applicable/Rather not say => Q7

30. [Q57C3]During the last month, How often do adults in your household access online social network sites?

- 1 Several times a day**
- 2 Several times a week**
- 3 Once per week or less**
- 4 Not in the last month**
- 5 Other**
- 8** Unsure
- 9** Not applicable/Rather not say

PROGRAMMER NOTE: SKIP TO **SCR3** IF ((Q22=0, 98, 99 or Missing) AND (Q24= 2,8,9, or Missing))

31. [Q7] About how many electronic greeting cards (not e-mail messages) did your household send through the Internet last month? [RANGE: 0-80]
98 Unsure
99 Not applicable/Rather not say

32. [SCR3] In the next several questions, we will ask you about the bills and statements your household receives in the mail and online. For these questions, please count credit card statements as bills rather than statements. Press 'Next' to continue

33. [Q27] [ASK ALL] How many bills does your household receive through the mail each month? For example utilities, cable, & credit card bills? [RANGE: 0-80]
00. None → go to Q27C
98. Unsure → go to Q27_A
99. Rather not say → go to Q27_A

34. [Q27_A] [IF Q27=98 or 99] Do you receive ANY bills in the mail?
1 ... Yes
2 ... No → go to Q27C
8 ... Unsure → go to Q27C
9 ... Rather not say → go to Q27C

35. [Q27_AA] [If Q27_A=1] What are the main reasons you receive bills through the mail instead of receiving them by Internet? [MULTIPLE RESPONSE, UP TO 5 RESPONSES]
27 No internet access to receive bills online
25 Have not set things up to receive bills online
26 Biller only sends bills by mail (or Biller does not send bills online)
08 Security/Privacy
14 Record Keeping
19 Convenience (Ease of use/Saves time)
20 I have always done it this way
97 Other, Specify
98 Unsure
99 Rather not say

36. [Q27C] [ASK ALL] How many statements does your household receive through the mail each month? Please remember not to include credit card statements in this total. [RANGE: 0-80]
00. None → go to **Q28C**
98. Unsure → go to Q27D
99. Rather not say → go to Q27D

37. [Q27D] [IF Q27C=98 or 99] Do you receive ANY statements in the mail?
1 ... Yes
2 ... No → go to **Q28C**
8 ... Unsure → go to **Q28C**
9 ... Rather not say → go to **Q28C**

38. [Q27DD] [If Q27D=1] What are the main reasons you receive statements through the mail instead of receiving them by Internet? [MULTIPLE RESPONSE, UP TO 5 RESPONSES]

- 27 No internet access to receive statements online
- 25 Have not set things up to receive statements online
- 26 Biller only sends statements by mail (or Biller does not send statements online)
- 08 Security/Privacy
- 14 Record Keeping
- 19 Convenience (Ease of use/Saves time)
- 20 I have always done it this way
- 97 Other, Specify
- 98 Unsure
- 99 Rather not say

39. [Q28C] Did you receive any bills online a year ago?

- 01 Yes
- 02 No
- 08 Unsure

- 09 Rather not say

NOTE: SKIP TO Q28F IF ((Q22=0, 98, 99 or Missing) AND (Q24= 2,8,9, or Missing))

40. [Q28] How many bills does your household receive on-line at a website or through e-mail each month? For example utilities, cable, & credit card bills? [RANGE: 0-80]

- 00 None GO TO Q28F
- 98 Unsure
- 99 Rather not say

41. [Q28B] How many of these <Q28> bills that you receive online at a website or through email do you also receive a bill in the mail? [RANGE: 0-80]

- 00 None
- 98 Unsure
- 99 Rather not say

42. [Q28D] [If Q28 >0] What are the main reasons you receive bills online? [MULTIPLE RESPONSE, UP TO 5 RESPONSES]

- 27 Biller only provides online bills
- 02 Received a financial incentive
- 06 Avoided a financial penalty
- 07 Environmental
- 08 Security/Privacy
- 14 Record Keeping
- 21 Reduce Clutter
- 19 Convenience (Ease of use/Saves time)
- 20 I have always done it this way

- 97 Other, Specify
- 98 Unsure
- 99 Rather not say

43. [Q28F] [ASK ALL] Did you receive any Statements online a year ago?

- 1 Yes
- 2 No
- 8 Unsure
- 9 Rather not say

NOTE: SKIP TO Q29 IF ((Q22=0, 98, 99 or Missing) AND (Q24= 2,8,9, or Missing))

44. [Q28A] How many statements does your household receive on-line at a website or through e-mail each month? Please remember not to include credit card statements in this total. [RANGE: 0-80]

- 00 None GO TO Q29
- 98 Unsure
- 99 Rather not say

45. [Q28E] For how many of these <Q28A> statements that you receive online at a website or through email do you also receive a statement in the mail? [RANGE: 0-80]

- 00 None
- 98 Unsure
- 99 Rather not say

46. [Q28G] [If Q28A >0] What are the main reasons you receive Statements online? [MULTIPLE RESPONSE,- UP TO 5 RESPONSES]

- 27 Biller only provides online statements
- 02 Received a financial incentive
- 06 Avoided a financial penalty
- 07 Environmental
- 08 Security/Privacy
- 14 Record Keeping
- 21 Reduce Clutter
- 19 Convenience (Ease of use/Saves time)
- 20..... I have always done it this way
- 97 Other, Specify
- 98 Unsure
- 99 Rather not say

47. [Q29] About how many total bills does your household pay, by any method, in an average month? [RANGE: 0-80]

- 98 Unsure
- 99 Not applicable/Rather not say

48. [Q31] Of these <Q29> household bills, about how many are paid...

NOTE: SKIP ALL THE INTERNET QUESTIONS IF (Q22=0, 98, 99 or Missing) AND (Q24 = 2,8,9, or Missing)

[Q31A] By mail RANGE: 0-80

[Q31A1] Did you use this method to pay bills a year ago?

- 1 Yes
- 2 No

- 8 Unsure
- 9 Rather not say

[Q31D] By Internet using a desktop computer or laptop? RANGE: 0-40

[Q31D1] Did you use this method to pay bills a year ago?

- 1 Yes
- 2 No
- 8 Unsure
- 9 Rather not say

[Q31H] By Internet using a mobile phone or smartphone? RANGE: 0-40

[Q31H1] Did you use this method to pay bills a year ago?

- 1 Yes
- 2 No
- 8 Unsure
- 9 Rather not say

[Q31I] By Internet using another device, such as a tablet? RANGE: 0-40

[Q31I1] Did you use this method to pay bills a year ago?

- 1 Yes
- 2 No
- 8 Unsure
- 9 Rather not say

[Q31B] In Person RANGE: 0-80

[Q31B1] Did you use this method to pay bills a year ago?

- 1 Yes
- 2 No
- 8 Unsure
- 9 Rather not say

[Q31C] By telephone call RANGE: 0-20

[Q31C1] Did you use this method to pay bills a year ago?

- 1 Yes
- 2 No
- 8 Unsure
- 9 Rather not say

[Q31F] By automatic deduction from bank account, or charge to debit card RANGE: 0-21

[Q31F1] Did you use this method to pay bills a year ago?

- 1 Yes
- 2 No
- 8 Unsure
- 9 Rather not say

[Q31G] By automatic charge to credit card RANGE: 0-10

[Q31G1] Did you use this method to pay bills a year ago?

- 1 Yes
- 2 No
- 8 Unsure
- 9 Rather not say

ONLY ASK Q32A AND Q33A IF RESPONDENT SAID THEY PAY THAT WAY In Q31A

49. [Q32A] What types of bills does your household pay by mail? Please select all that apply.
 [MULTIPLE RESPONSE – ALLOW UP TO 18 RESPONSES]

- | | |
|--|---|
| 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 | 16 Garbage/Solid Waste Services |
| 09 Other loan(s) or line of credit | 17 Newspapers & Magazines |
| 07 Cable TV/Satellite TV | 18 Homeowners Assoc Fees/Condo Assoc Fees |
| | 97 Other, Specify => O_Q32A |

50. [Q33A] What are the main reasons you pay these bills by mail? Select up to 5. [MULTIPLE RESPONSE –ALLOW UP TO 5]

- | | |
|---|---|
| 27 No internet access to pay electronically | 14 Record Keeping |
| 25 Have not set things up to pay electronically | 19 Convenience (Ease of use/Saves time) |
| 26 Biller prefers/requires payment by mail | 20 I have always done it this way |
| 08 Security/Privacy | 97 Other, Specify |
| | 98 Unsure |
| | 99 Rather not say |

ONLY ASK Q34 IF RESPONDENT SAID THEY PAY THAT WAY In Q31B-Q31I [>0 AND NOT 98,99]

51. [Q34] What types of bills does your household pay by methods other than the mail? By other methods, we mean by telephone, in person, through the Internet, by automatic bank deduction or by credit card. Please select all that apply. [MULTIPLE RESPONSE UNLIMITED RESPONSES]

- | | |
|--|---|
| 01 Natural Gas/Propane/Fuel Oil/Etc. | 10 Cell Phone |
| 02 Electric | 12 Medical or dental Bills |
| 03 Telephone (landline) | 13 Internet Services |
| 04 Water/Sewer | 14 Alimony/child support |
| 05 Credit Cards | 15 Taxes (e.g., property or income) |
| 06 Rent/Mortgage | 16 Garbage/Solid Waste Services |
| 11 Car Payment | 17 Newspapers & Magazines |
| 09 Other loan(s) or line of credit | 18 Homeowners Assoc Fees/Condo Assoc Fees |
| 07 Cable TV/Satellite TV | 97 Other, Specify |
| 08 Insurance | |

ONLY ASK Q34A, Q34A1 IF RESPONDENT SAID THEY PAY THAT WAY In Q31C-Q31I [>0 AND NOT 98,99] Exclude Q31B>0 "in person"

52. [Q34A] What are the reasons you pay bills by electronic methods, such as Online, Automatic deduction from your bank, by phone, or Auto Charge to a Credit Card? [PROGRAMMER NOTE: MULTIPLE RESPONSE,- UP TO 5 RESPONSES]

- 00 Biller prefers/requires payment electronically
- 01 To save postage costs
- 02 Convenience (ease of use/saves time)

- 03Received financial incentive
- 04Avoided a financial penalty
- 05Environmental
- 06Reduce paper clutter
- 08Security/Privacy
- 14Record Keeping
- 20..... I have always done it this way
- 97Other, Specify [O_Q34A]
- 98Unsure
- 99Rather not say

[PROGRAMMER: DISPLAY ONLY THE ANSWERS SELECTED IN Q34A AS THE ANSWER CHOICES IN Q34A1, AND ONLY ALLOW THEM SELECT ONE ANSWER.]

53. [Q34A1] Of those you selected, what is the **main** reason you pay bills by electronic methods, such as Online, Automatic deduction from your bank, by phone, or Auto Charge to a Credit Card? [PROGRAMMING NOTE: ONLY ALLOW ONE RESPONSE]

- 00Biller prefers/requires payment electronically
- 01To save postage costs
- 02Convenience (ease of use/saves time)
- 03Received financial incentive
- 04Avoided a financial penalty
- 05Environmental
- 06Reduce paper clutter
- 08Security/Privacy
- 14Record Keeping
- 20..... I have always done it this way
- 97Other, Specify [O_Q34A1]
- 98Unsure
- 99Rather not say

ONLY ASK Q34B AND Q34B1 IF RESPONDENT SAID THEY PAY THAT WAY In Q31B [>0 AND NOT 98,99]

54. [Q34B] What are the reasons you pay bills in person? [MULTIPLE RESPONSE,- UP TO 5 RESPONSES]

- 00Biller prefers/requires payment in-person
- 01To save postage costs
- 02Convenience (ease of use/saves time)
- 03Received financial incentive
- 04Avoided a financial penalty
- 05Environmental
- 06Reduce paper clutter
- 08Security/Privacy
- 14Record Keeping
- 20..... I have always done it this way
- 97Other, Specify [O_Q34B]
- 98Unsure
- 99Rather not say

[PROGRAMMER: DISPLAY ONLY THE ANSWERS SELECTED IN Q34B AS THE ANSWER CHOICES IN Q34B1, AND ONLY ALLOW THEM SELECT ONE ANSWER.]

55. [Q34B1] Of those you selected, what is the **main** reason you pay bills in person? [PROGRAMMING NOTE: ONLY ALLOW ONE RESPONSE]

- 00 Biller prefers/requires payment in-person
- 01 To save postage costs
- 02 Convenience (ease of use/saves time)
- 03 Received financial incentive
- 04 Avoided a financial penalty
- 05 Environmental
- 06 Reduce paper clutter
- 08 Security/Privacy
- 14 Record Keeping
- 20 I have always done it this way
- 97 Other, Specify [O_Q34B1]
- 98 Unsure
- 99 Rather not say

56. [Q36] How many different magazine subscriptions do members of your household receive through the mail? [RANGE: 0-50]

- 98 Unsure
- 99 Not applicable/Rather not say

PROGRAMMER NOTE: SKIP Q37 IF (Q22=0, 98, 99 or Missing) AND (Q24 = 2,8,9, or Missing))

57. [Q37] How many different magazine subscriptions do members of your household receive online? [RANGE: 0-50]

- 98 Unsure
- 99 Not applicable/Rather not say

58. [Q38] How many different magazine subscriptions do members of your household receive through another method? [RANGE: 0-15]

- 98 Unsure
- 99 Not applicable/Rather not say

59. [Q40] How many different newspaper subscriptions do members of your household receive through the U.S. Mail? [RANGE: 0-15]

- 98 Unsure
- 99 Not applicable/Rather not say

PROGRAMMER NOTE: SKIP Q41 IF (Q22=0, 98, 99 or Missing) AND (Q24 = 2,8,9, or Missing))

60. [Q41] How many different newspaper subscriptions do members of your household receive online? [RANGE: 0-32]

- 98 Unsure
- 99 Not applicable/Rather not say

61. [Q42] How many different newspaper subscriptions do members of your household receive through another method? [RANGE: 0-32]

98Unsure

99Not applicable/Rather not say

62. [Q47] When members of your household receive advertising material through the mail, do they . . .

1Usually read it

2Usually scan it

3Read some, don't read others

4Usually don't read it

8Unsure

9Not applicable/Rather not say

63. [Q53] In the **last month**, did anyone in your household buy anything as a result of receiving advertising, a catalog or other promotional material in the mail, including credit card solicitations?

1Yes CONTINUE

2No => GO TO Q55J

8Unsure => GO TO Q55J

9Not applicable/Rather not say => GO TO Q55J

64. [Q54] How many of those purchases were placed ... [SKIP Q54D Q54H Q54I IF (Q22=0, 98, 99 or Missing) AND (Q24 = 2,8,9, or Missing)]

[Q54A] By mail [RANGE: 0-80]

[Q54D] By Internet using a computer? [RANGE: 0-40]

[Q54H] By Internet using a mobile phone or smart phone? [RANGE: 0-40]

[Q54I] By Internet using another device such as a tablet? [RANGE: 0-40]

[Q54B] In Person [RANGE: 0-80]

[Q54C] By telephone call [RANGE: 0-40]

[Q54F] Some Other Method [RANGE: 0-40]

98Unsure

99Not applicable/Rather not say

NOTE: SKIP Q55J and Q55K IF (Q22=0, 98, 99 or Missing) AND (Q24 = 2,8,9, or Missing))

65. [Q55J] In the last **twelve months**, did anyone in your household make any purchases over the Internet?

1Yes CONTINUE

2No => GO TO Q177B

8Unsure => GO TO Q177B

9Not applicable/Rather not say => GO TO Q177B

66. [Q55K] In the last **month**, did anyone in your household make any purchases over the Internet?

1Yes CONTINUE

2No => GO TO Q177B

8Unsure => GO TO Q177B

9Not applicable/Rather not say => GO TO Q177B

NOTE: SKIP Q55R IF (Q22=0, 98, 99 or Missing) AND (Q24 = 2,8,9, or Missing))

67. [Q55R] In the last month, about how many purchases did your household make over the Internet?
[RANGE: 0-200]

- 000 None
- 998 Unsure
- 999 Not applicable/Rather not say

IF Q55R = 0, 998, OR 999, SKIP TO Q177B

68. [Q177A] How many of these Internet purchases were shipped and delivered, as opposed to being delivered electronically (such as e-tickets, software, or a gift certificate for an online retailer)? [RANGE: 0-200]

- 000 None
- 998 Unsure
- 999 Not applicable/Rather not say

PROGRAMMER NOTE: SKIP Q177B IF (Q22=0, 98, 99 or Missing) AND (Q24 = 2,8,9, or Missing))

69. [Q177B] Thinking about your most recent Internet purchase, was it shipped and/or delivered to

- 0 No one in my HH has ever purchased anything on the internet
- 1 Your home address
- 2 Your work address
- 3 Your school address
- 4 Another person's address
- 5 Pick up at store / shipped to store
- 6 Delivered electronically
- 7 Other. Please specify in the box.
- 8 Unsure
- 9 Not applicable/Rather not say

70. [Q177F] Do you feel more secure providing and/or receiving personal information through the Internet or through the U.S. Mail, or is it about the same?

- Feel more secure providing personal information through the Internet 1
- Feel more secure providing personal information through the US Mail 2
- It's about the same3
- Unsure8
- Rather Not Say9

71. [Q178]. Do you typically use coupons when you shop?

- 1 Yes => GO TO Q179
- 2 No => GO TO Q179
- 8 Unsure => GO TO Q179
- 9 Rather not say => GO TO Q179

72. [Q179] During the past month, how many coupons did you and/or members of your household use that were received through the mail?

[ENTER NUMBER, RANGE 0-50]

- 98 Unsure
- 99 Rather not say

73. [Q180] [SKIP IF (Q22=0, 98, 99 or Missing) AND (Q24 = 2,8,9, or Missing))]

During the past month, how many coupons did you and/or members of your household use that were received online on your computer, cell phone, or other internet device?

[ENTER NUMBER RANGE 0-50]

98Unsure

99Rather not say

74. [Q181] During the past month, how many coupons did you and/or members of your household use that were received by another method – such as newspaper, magazine, door-hanger, or in-store promotion?

[ENTER NUMBER RANGE 0-50]

98Unsure

99Rather not say

75. [Q50] Currently, the law does not allow anyone other than a U.S. Postal employee to place mail in your mailbox. How would you feel about changing the law to allow anyone to place mail or other items in your mailbox? Do you... .

1Prefer it

2Oppose it

3Not care one way or the other

8Unsure

9Rather not say

76. [SCR5] The Postal Service is interested in learning more about what makes up its mail volume. Financial accounts produce bills and statements which represent a large portion of the mail. As with everything in this survey, your answers are completely confidential.

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.

1Continue

77. [Q57] How many total financial accounts do household members have such as Bank or Credit Union, Loans, Stocks, mutual funds, or retirement accounts, etc.? (RANGE: 0-80)

NOTE: Please be assured we are not collecting any specific financial information and your answers will remain completely confidential.

98Unsure

99Not applicable/Rather not say

78. [Q58] How many total insurance policies do household members have such as Property, Life, Health, Automobile, etc? Please exclude any policies held through their jobs. [Range: 100]

98Unsure

99Not applicable/Rather not say

79. [Q59] How many total credit cards do household members have such as Bank, Gasoline, and Retail store cards, etc.? [Range: 100].

NOTE: Please be assured we are not collecting any specific financial information and your answers will remain completely confidential.

98Unsure

99Not applicable/Rather not say

80. [Q60] The next set of questions are for classification purposes only. The answers allow us to compare your household to other households with similar characteristics. Including yourself, how many people live in your household? [RANGE 1-16]

- 01 ONE => GO TO AGE
- 98 Unsure
- 99 Not applicable/Rather not say

81. [Q65] How many are 18 years of age or older? [RANGE 1-10]

- 98 Unsure
- 99 Not applicable/Rather not say

IF Q65 = Q60 BUT NOT 01 or 99, SKIP TO SCRP6

82. [Q61] How many of are under age 6? [RANGE 0-9]

- 98 Unsure
- 99 Not applicable/Rather not say

83. [Q62] How many are between the ages of 6 and 12? [RANGE 0-6]

- 98 Unsure
- 99 Not applicable/Rather not say

84. [Q63] How many are between the ages of 13 and 17? [RANGE 0-5]

- 98 Unsure
- 99 Not applicable/Rather not say

85. [SCR6] **ONLY SHOW SCR6 IF Q65>1** The next questions concern the <Q65> [people/person] in your household, 18 years of age and older. Let's begin with you.

- 1 CONTINUE

86. [AGE] What is <your/their> 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+
- 98 Unsure
- 99 Not applicable/Rather not say

[ONLY SHOW RESTG IF Q65>1]

87. [RESTG] What is their gender?

- 1 Male
- 2 Female
- 8 Unsure
- 9 Not applicable/Rather not say

88. [Q68] What is <your/their> marital status?

- 1 Married

- 2Living as married
- 3Single, never been married
- 4Divorced
- 5Separated
- 6Widowed
- 8Unsure
- 9Not applicable/Rather not say

89. [Q69] Are <you/they> currently . . .

- 1Employed full-time => GO TO Q79
- 2Employed part-time => GO TO Q79
- 3Retired, or
- 4Not employed
- 5 Self-employed => GO TO Q79
- 8Unsure
- 9Not applicable/Rather not say

90. [Q70] Have <you/they> been employed within the last 12-months?

- 1Yes => GO TO Q79
- 2No IF Q69=3 AND Q70=2 SKIP TO Q79
- 8Unsure
- 9Not applicable/Rather not say

91. [Q71] Are <you/they> currently . . .

- 1A student => GO TO Q79
- 2A homemaker => GO TO Q79
- 3Disabled => GO TO Q79
- 4Temporarily laid off => GO TO Q79
- 5Retired => GO TO Q79
- 6Other, specify => GO TO Q79
- 8Unsure => GO TO Q79
- 9Not applicable/Rather not say => GO TO Q79

92. [Q79] What is the highest level of education <YOU/THEY> have obtained?

- 18th grade or less
- 2Some high school
- 3High school graduate
- 4Some college
- 5Technical school graduate
- 6College graduate
- 7Post graduate work
- 8Unsure
- 9Not applicable/Rather not say

93. [Q81A] Are <you/they> of Spanish/Hispanic/Latino Origin?

- 1YES
- 2NO
- 8Unsure
- 9Not applicable/Rather not say

94. [Q81B] Which of the following do <you/they> consider <yourself/themselves> household member to be?

- 1White/Caucasian
- 2Black/African American

- 3 Asian
- 4 American Indian and Alaska Native
- 5 Native Hawaiian and Other Pacific Islander
- 7 Other, Specify
- 8 Unsure
- 9 Not applicable/Rather not say

95. [Q82] Would <you/they> say <you/they> are one of the heads of the household?

- 1 Yes
- 2 No
- 8 Unsure
- 9 Not applicable/Rather not say

[END OF ROSTER – if more than 1 Adult, go back to RESTG]

96. [Q84] For statistical purposes, was your total household income last year, before taxes and including all household members, above or below \$50,000?

We 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.

- 1 Under \$50,000 a year > Q85
- 2 Over \$50,000 a year > Q86
- 8 Unsure
- 9 Not applicable/Rather not say

97. [Q85] [IF UNDER \$50K] And which income category 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 Unsure |
| 04 \$15,000 - \$19,999 a year | 99 Not applicable/Rather not say |
| 05 \$20,000 - \$24,999 a year | |

This more specific detail is used to analyze the data and will not be used for any purpose outside this study.

98. [Q86] [IF OVER \$50K] And which income category best matches your household income...

- 08 \$50,000 - \$64,999 a year
- 09 \$65,000 - \$79,999 a year
- 10 \$80,000 - \$99,999 a year
- 11 \$100,000 - \$119,999 a year
- 12 \$120,000 - \$149,999 a year
- 13 \$150,000 and over
- 98 Unsure
- 99 Not applicable/Rather not say

This more specific detail is used to analyze the data and will not be used for any purpose outside this study.

[INCOME] : COMPUTED HH INCOME

99. [Q87] Do you own or rent your home?

- 1Own
- 2Rent
- 8Unsure
- 9Not applicable/Rather not say

100. [Q88] How long have you lived in your present home?

If you have lived there less than one year, please enter "0". [RANGE 0-80]

- 8Unsure
- 9Not applicable/Rather not say

101. [Q89] Which of the following best describes your home?

- 1Single family detached home
- 2Apartment or condominium
- 3Mobile home
- 6Duplex or townhouse
- 8Unsure
- 9Not applicable/Rather not say

102. [CLPHL] How many mobile or cell phones does your household have? RANGE 0-20

-
- 98Unsure
- 99 Not applicable/Rather not say

103. [PHNLNS] Do you have a landline in your household? Please do not include cell phones in this total.

- 1 Yes
- 2 No
- 8 Unsure
- 9 Not applicable/Rather not say

104. [Q92] Do you or any member of your household have a business that is operated from home?

- 1Yes
- 2No => GO TO Q97
- 8Unsure => GO TO Q97
- 9Not applicable/Rather not say => GO TO Q97

105. [Q93] About how many pieces of mail does the business receive each week? RANGE 0-75

- 98Unsure
- 99Not applicable/Rather not say

106. [Q94] About how many pieces of mail does the business send each week? RANGE 0-75

- 98Unsure
- 99Not applicable/Rather not say

107. [SCRPF7] 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. Click on the NEXT button to continue.

CONTINUE 1 DI

108. [Q97] There are just a few more questions.

What is the diary study all about? The second part of this study involves filling out daily diaries. In them, you answer detailed questions about the mail your household sends and receives for 7 days. Once you complete the diaries, you will receive your choice of either 100 Forever Stamps or a \$40 check. You can expect your gift to arrive roughly 10 to 12 weeks after we receive your completed diaries.

How much time does it take? 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 only take about 3-5 minutes for each piece of mail. To help you, we have a USPS hotline available to provide you with step-by-step instructions if needed, and to answer any questions you may have. That toll free number is 1-888-441-8777. You may also want to check out the study web site at www.nustats.com/uspsstudy.htm.

I will participate in the diary portion of the study 1
I do not wish to do the diary portion 9 => OLIST

109. [GIFT] Which gift would you like to receive for completing the diaries?

- 2 100 Forever Stamps
- 3 Forty dollars

110. [ASSNW] We would like for you to answer questions about your household's mail for one of the weeks listed below:

[Displays list of available Assns. If one is selected, continue to DIARY]

[END OF YEAR ONLY DISPLAY THIS Assn 15999] Can't participate on <Last ASSN> -> GO TO INT06

111. [INT06]: Your household was selected to participate in the diary study the week of <Last ASSN>. If your household cannot participate during the specified time, please exit the survey and thank you for your participation. If you can participate during this time, press Continue."

Continue -> Go to DIARY
Exit Survey -> Disposition code: QA

112. [DIARY] Next, we want to confirm that you understand we'll be mailing you a set of household diaries that you'll complete during your assignment week, which is <ASSN>. In appreciation for completing those diaries, we will send you the gift you requested which takes about 10-12 weeks once we receive your completed diaries.

Continue

113. [RESPF/RESPL] So that we may mail the survey materials to you, please tell us your full name? We ask for your name to ensure proper delivery of your survey packet. **Please enter only the first and last name. Please do not enter middle initial, Mr. or Mrs.** [RFNAM] First Name
[RLNAM] Last Name

NOTE: For processing purposes, it is important that we have only one first and one last name per household. Any additional information will delay processing.

[PROGRAMMING NOTE: RESPF AND RESPL ARE MOVED INTO RFNAM AND RLNAM]

114. [MATRL] Would you prefer your diary materials in English or Spanish?

- 1 English
- 2 Spanish

115. **[DIFPH]** 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.

116. **[OTHPH]** What is your home phone number? If you do not wish to give us your home phone number, you may enter another number where we might reach you or leave it blank

FORMAT 999-999-9999
[PROGRAMMER: ALLOW OTHPH TO BE LEFT BLANK ->EMAIL]
IF OTHPH PROVIDED, THEN SKIP TO INT99]

117. **[EMAIL] [IF OTHPH is left blank]** Since no phone was entered, maybe it would be easier for us to contact you via email to remind you about your diary dates. Please enter the email address you prefer we use (Example john@email.com):
[PROGRAMMER NOTE: ALLOW EMAIL TO BE LEFT BLANK->PHONE1, IF EMAIL NOT BLANK -> INT99]

118. **[PHONE1] [IF EMAIL and OTHPH is left blank]** We understand not wanting to share personal information, like phone numbers and email addresses. It's important that we have a way to reach you to remind you about your diary tracking, and also to answer any questions you have about the study. All information collected in the Household Diary Study is confidential and we do not sell, rent, loan or in any way share personal information with anyone. Please provide the phone number or email address you prefer we use.

1 Provide Phone -> OTHPH
2 Provide email -> EMAIL
9 Will not provide -> INT99

119. [INT99] Thank you very much for your participation. The diaries will be sent to the mailing address you verified at the beginning of the survey. Our toll free phone number is 1-888-441-8777. Please call us if you have any questions. We greatly appreciate your participation.

120. [INT03] Although you do not wish to continue with our survey, we appreciate the time you have given us today. Thank you and goodbye.

RFRefused to do diaries => GO TO END

121. [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. 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. Have a nice evening/day.

QN.....Not qualified due to address change => GO TO END

122. [OLIST] IF REFUSES TO PARTICIPATE In DIARY STUDY: Would you please tell us why you do not want to participate in our survey? OPEN END => INT03 code as RF

123. **[INTRO]** Welcome back to the U.S. Postal Service Survey. You began an interview concerning your household's mail and we would like you to complete the survey now.

2=CONTINUE WHERE I LEFT OFF
1=RESTART AT THE BEGINNING

124. [INT] ENTER FINAL DISPOSITION. "Thank you for your time, I'm sorry if we've inconvenienced you, but we have filled the quota for the region in which you live. 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. Have a nice evening/day." **OQ**

125. [INT99] SURVEY COMPLETE
CW.....WEB COMPLETE



Appendix C2: Diary Package - Advance Letter

April 06, 2016

Postal Resident
«ADDRESS»
«CITY», «STATE» «ZIP»

«SAMPN»-«REPLICATE»

The U.S. Postal Service is guided by one principle: we exist to serve our customers. This vision is our commitment to ensuring a vital Postal Service for future generations.

To assist us in meeting that commitment, we are conducting our 29th annual Household Diary Study. That's why your household, along with others in your area, were selected to answer questions about your household's mail and to record information about the mail your household sends and receives for a one-week period.

We will provide your household with postal diaries in which to record this information, along with easy-to-read instructions on how to complete them. This information will help us better understand current trends in the volume and types of mail households handle on a daily basis. Ultimately, your response will help us make important decisions about performance improvements and investments in new equipment, facilities, programs, and technologies to better serve you.

As thanks for your time and participation in this study, you will have a choice of ONE of the following:

- **Forty dollars**
- **100 First-Class stamps**

We will make your participation as convenient as possible. You have two options for being part of the Household Diary Study:



Online – This is the simplest and most convenient; you can complete the initial questionnaire about your household and the mail you send and receive any time you want by going to: <http://surveys.nustats.com/USPSWEB.htm> and enter **PIN #:** «SAMPN».



Phone – Within the next few days, we will call you to answer any questions you might have and conduct the initial interview or make an appointment to do the interview when convenient to you.

All information collected is strictly confidential in order to protect your privacy.

For any questions about the project or to give us the best phone number and time for reaching you, please visit www.nustats.com/uspsstudy.htm anytime, or call our hotline at **1-888-441-8777** between 11am and 9pm Central time Monday to Wednesday or 12pm to 5pm Thursday to Sunday.

Thank you for joining us in the Household Diary Study!

Sincerely,



John F. Mazzone
Manager, USPS Household Diary Study

Voltee para Español →

06 De Abril De 2016

Residente Postal

«ADDRESS»

«CITY», «STATE» «ZIP»

«SAMPN»-«REPLICATE»

El Servicio Postal de los Estados Unidos se conduce bajo un principio: existimos para servir a nuestros clientes. Esta visión es nuestro compromiso para asegurar un Servicio Postal vital para las futuras generaciones.

Para ayudarnos a alcanzar este compromiso, estamos realizando nuestro 29vo Estudio Domiciliario en Diarios anual. Esta es la razón por la cual su hogar, junto con otros en su área, fue seleccionado para responder preguntas acerca del correo de su hogar y registrar la información acerca de la correspondencia enviada y recibida por su hogar en un período de una semana.

Le proporcionaremos a su hogar unos diarios postales en los cuales podrá registrar esta información, junto con instrucciones de fácil lectura acerca de cómo completarlos. Esta información nos ayudará a entender mejor tendencias actuales en el volumen y tipos de correo que los hogares manejan de forma diaria. Por último, su respuesta nos ayudará a tomar decisiones importantes acerca de mejoras en nuestro desempeño e inversiones en nuevos equipos, instalaciones, programas y tecnologías para servirle mejor.

Como muestra de agradecimiento por su tiempo y participación en este estudio, usted tendrá la opción de recibir uno de los siguientes:

- **Cuarenta dólares**
- **100 Estampillas de primera clase (First-Class)**

Haremos todo lo posible para que su participación se realice de la manera más conveniente para usted. Tiene usted dos opciones para ser parte del Estudio Domiciliario en Diarios:



Internet – Participar por Internet es la opción más fácil y conveniente. En cualquier momento, usted puede completar la primera parte del estudio en la que se le hacen preguntas sobre su hogar y el correo que envía y recibe. Sólo visite <http://surveys.nustats.com/USPSWEBSP.htm> e ingrese el **número de PIN: «SAMPN»**.



Teléfono – Dentro de los próximos días, le llamaremos para contestar cualquier pregunta que tenga e iniciar la primera parte del estudio o programar una hora que sea conveniente para usted.

Toda la información recopilada es estrictamente confidencial para proteger su privacidad.


Si tiene cualquier pregunta sobre el estudio o desea proporcionarnos un número telefónico y la hora más conveniente para comunicarnos con usted, por favor visite www.nustats.com/uspsstudy.htm en cualquier momento, o llame gratis a nuestra línea de asistencia del proyecto al **1-888-441-8777** de lunes a miércoles de 11am a 9pm hora central o jueves a domingo de 12pm a 5pm.

¡Agradecemos su participación en el Estudio Domiciliario en Diarios!

Atentamente,

John F. Mazzone

Director, Estudio Domiciliario en Diarios de USPS



Appendix C2: Diary Package – Diary Package Cover Letter

USPS

Household Diary Study

What is the Household Diary Study?

The Household Diary Study is a national research effort sponsored by the U.S. Postal Service. The information collected from households like yours will be used to help us design systems to use our resources most effectively, develop strategies for making wise decisions, and monitor the effects of electronic technology on regular mail service. Ultimately, the data will be used to find ways of keeping the cost of service at a minimum.

The study is conducted on our behalf by NuStats, a professional research firm in Austin, Texas. NuStats ensures all information collected is strictly confidential and is used for our research purposes only. The information from your household will be used only in combination with data from other participating households.

What are we asking of you?

Answer questions about all the mail and packages your household receives and sends for seven days. We are only interested in the mail you send and receive for the dates that are on your Answer Booklets.

Here's how:

- **Read Steps 1-7 in the Instruction Booklet first** – this is important because it explains how to correctly fill out the Answer Booklets and provides visual examples.
- **Review the Photo Quick Start.**
- **Answer questions from the Question Booklet by recording the codes in the Answer Booklets.** Do this for all the mail and packages your household receives and sends each day.
- **Select your choice of gift on the Gift Selection Form** (*please allow 10-12 weeks for processing*).
- **Return all completed Answer Booklets, Mail Pieces, and the Gift Selection Form in the postage-paid Priority Mail envelope** – drop in any public U.S. Postal Service mailbox or post office.

Your package includes: (*each item is numbered in the top right-hand corner*)

- | | | | |
|------------------------|----------------|----------------------------------|------------------------------|
| 1. Instruction Booklet | 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 CST (Mon-Wed), 11am-5pm CST (Thu & Fri), or 12pm-5pm CST (Sat & Sun).

I would like to thank you again for your participation and willingness to do the research that will help us improve our performance at your local post office.

Sincerely,



John F. Mazzone
Managing Editor, USPS Household Diary Study





Appendix C2: Diary Package – Instruction Booklet

Instruction Booklet

PLEASE READ THIS FIRST!

*Includes instructions for completing the Answer Booklets
and examples of postage and mail markings
for each type of mail, behind the color-coded tabs*

Common Terms & Questions

Here are definitions of some of the terms that we use throughout the Household Diary materials and the most frequently asked question.

Common Terms

- **Mail Pieces** are the different pieces of mail that you receive and send – letters, bills, postcards, magazines, advertisements, packages, etc.
- **Mail Type** is the category of mail that we ask you to sort your mail into. *(See the list of 6 mail types on page 1 of this booklet.)*
- **Postage** is how the piece of mail was paid for when it was sent. There are three different types of postage: Stamps, Meter, or Permit. *(See the visual examples under the color-coded tabs for each mail type.)*
- **Mail Markings** are markings that are printed on a mail piece either by the U.S. Postal Service or the mailing house. These markings indicate the postage paid and the type of mail. The Postage and Mail Markings are typically located in:
 - a) the top right-hand corner of the mail piece,
 - b) above or below the address, or
 - c) inside the window of an envelope.

What is the difference between First-Class Mail and Presorted Standard Mail?

These are the two most common mail types. Here are some ways to help distinguish between them:

- **First-Class Mail** from businesses are often marked “First-Class” or “Presorted First-Class,” especially when they don’t have stamps. If the mail piece just has a stamp or metered strip without any of these markings, it is likely First-Class Mail.
Hint: Most letter size envelopes will have postage of 49¢ or more, either in First-Class stamps, a metered strip, or a “Forever Stamp.”

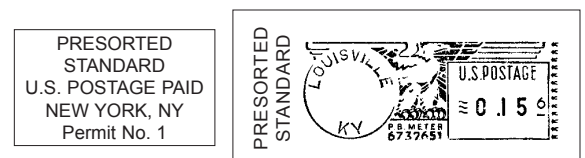
If it is **Presorted First-Class**, it may have less postage but it will say “Presorted First-Class.”
(See pages 5-8 in this booklet for descriptions & more visual examples.)

Examples of Presorted First-Class Mail Markings



- **Presorted Standard** Mail pieces are always marked “Presorted Standard,” or “PRSRT STD,” or “Standard,” or “STD” usually in the upper-right corner of the mail pieces close to the stamp or meter strip. *(See pages 9-13 in this booklet for descriptions & more visual examples.)*

Examples of Presorted Standard Mail Markings



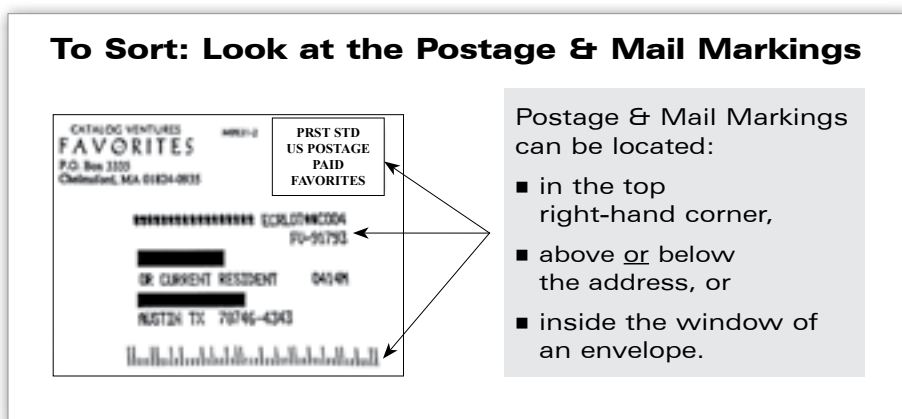
How to fill out the Answer Booklets.

1

Sort your daily mail into groups by mail type.

The first step is to sort your mail each day into groups of mail types by looking at the postage and other markings on your mail (we call these “mail markings”). All the mail you receive can be classified as one of the following 6 types*:

1. **First-Class / Presorted First-Class Mail** (Purple pages)
2. **Presorted Standard Mail (PRST STD)** (Blue pages)
3. **Nonprofit Organization Mail** (Gray pages)
4. **Packages & Expedited Materials** (Green pages)
5. **Magazines, Newspapers, or Other Periodicals** (Yellow pages)
6. **Unaddressed Mail** – Delivered by US Postal Service only (Pink pages)



***To help you sort your mail, see the examples of postage and mail markings under the colored tab associated with each mail type.**

We are only interested in your household mail:

- Please DO NOT include any mail received or sent for a business, club, or association operated from your home.
- Only record mail sent to your home; DO NOT include any mail sent to your PO Box.

Special Circumstances

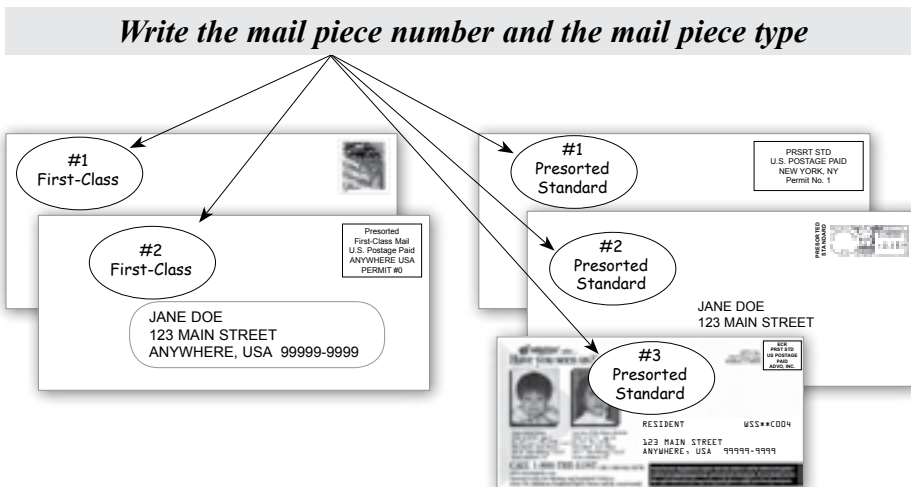
- If you did not receive or send any mail or packages, or if there was no mail service one day during your assigned week, put an “X” in the box labeled “Did Not Receive or Send any Mail/Packages Today” on page 1 of the Answer Booklet for that day.
- If household members will be away from home on any day(s) during the diary week, record all mail received in the daily answer booklet for the day on which you return.
- If you forget to pick up your mail for a day, record all mail received on the next day.
- Sunday is included in your diary week. You may not receive mail on Sunday, but you may receive packages and/or send mail out.

2

Number and label the mail pieces within each mail type.

Once your mail is sorted for that day, write the mail type on each piece of mail and then number the mail pieces within each mail type. For example, the top First-Class mail piece is #1, the next is #2, and so on until you

have numbered all First-Class Mail for that day. Next, number all the other types of mail (Presorted Standard, Nonprofit, Packages, etc.) beginning again with #1, and then #2, and so on for each different mail type.



3

Complete the Summary Page (page 1) in the Answer Booklet for each day.

On this page, record the total number of mail pieces of each type that all members of your household received and sent that day. (See Summary Page example below.)

Summary Page

Please print clearly as in the example below: 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." You are done for today.)

Mail RECEIVED Monday: **Total # Received**

Record the total number of mail received above and then record for each mail type below.

1. First-Class: **Total # Received** → GO TO PAGE 3 (PURPLE)

First-Class errors: # Wrong address, right person → GO TO PAGE 3 (PURPLE)

Right address, wrong person } *DO NOT ANSWER*

Wrong address, wrong person } *QUESTIONS ABOUT*

THESE MAIL PIECES

2. Presorted Standard: **Total # Received** → GO TO PAGE 7 (BLUE)

3. Nonprofit Organization: **Total # Received** → GO TO PAGE 9 (GRAY)

4. Packages & Expedited: **Total # Received** → GO TO PAGE 11 (GREEN)

5. Magazines, Newspapers, or Other Periodicals: **Total # Received** → GO TO PAGE 15 (YELLOW)

6. Unaddressed Mail: **Total # Received** → GO TO PAGE 17 (PINK)

Mail SENT Monday: **Total # Sent**

Envelopes (First-Class): **Total # Sent** } GO TO PAGE 5 (PURPLE)

Postcards (First-Class): **Total # Sent** }

Packages & Expedited: **Total # Sent** → GO TO PAGE 13 (GREEN)

Monday 999642 **Page 1**

If you did not receive or send any mail or packages, or if there was no mail service one day during your assigned week: Put an "X" in the box labeled "Did not Receive or Send any Mail/Packages Today" on the summary page for that day.

4

Open both the Question Booklet and the Answer Booklet for that day to the colored pages for the type of mail piece you have.

You will use a different Answer Booklet for each day of the week, but you use the same Question Booklet each day. Read the questions from the Question sheet (in the Question Booklet) and find the correct answers (number codes), then write them on the Answer sheet in the Answer Booklet. There are colored pages for each mail type: First-Class Mail is purple, Presorted Standard Mail is blue, etc. You can record up to 12 mail pieces for each mail type. Remember, the postage on the mail piece determines which colored Question and Answer sheets to use.

- 1 In the Answer Booklet for that day, write in the answer on the Answer Sheet using the correct number code found in the Question Booklet.
- 2 Starting with mail piece #1, Question A, write the codes under column #1. Using the Question Booklet, continue down the page to Question B.
- 3 After you are finished answering questions for mail piece #1, continue on to the questions for mail piece #2 in column #2. Continue in this way for each mail piece within each type.

Question Sheet (in Question Booklet)

Purple ³

Question Sheet

First-Class / Presorted First-Class Mail Received

STOP For Presorted Standard Mail: Go to Blue page 7

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. FORM: Was the mail piece... (Refer to the mail piece size template on page 2)
IF THIS IS A PACKAGE: GO TO GREEN PAGE 11

1. In a letter size envelope	3. Flyer or Catalog
2. Postcard	4. In an envelope larger than letter size (not catalog)

B. ADDRESSEE: Mail piece was addressed to...

1. Male head of household	6. Whole family
2. Female head of household	7. Current Resident, Occupant, Postal Patron, etc. (with or without street address)
3. Male & Female head of household (Mr. & Mrs.)	8. Other addressee (Specify on Answer Booklet page 4)
4. Other adult living in household (18 and over)	
5. Child (under 18)	

C. RETURN ENVELOPE: Was a return envelope or card included?

1. Yes – pre-stamped or postage paid	3. No return envelope or card included
2. Yes – needs a stamp	

D. SENDER TYPE: What type of industry did the mail piece come from?

Financial (including all types of credit cards):

1. Credit Card (from any bank, store, or company)	18. Medical (doctor, dentist, hospital, not insurance company)
2. Bank / Savings & loan / Credit union / Loan company	19. Other professional (lawyer, accountant, etc.)
3. Insurance company (medical, dental, life, auto, etc.)	20. DVD / Blu-ray / Video game rental company (Netflix, etc.)
4. Real estate / Mortgage	21. Craftsman (plumber, carpenter, electrician, etc.)
5. Investments (stock, mutual fund, retirement plan, etc.)	22. Travel / Entertainment service (theater, hotel, airline, etc.)
6. Other financial (Specify on Answer Booklet page 4)	23. Auto maintenance (oil change, mechanic, etc.)
	24. Roadside assistance (AAA, etc.)

Merchants:

7. Supermarket / Grocery store	25. Other services (Specify on Answer Booklet page 4)
8. Department / Discount store	
9. Other store (electronics, shoes, clothes, hardware, etc.)	
10. Mail order company	
11. Restaurant (incl. fast food, pizza delivery, etc.)	
12. Publisher (newspapers, books, magazines)	
13. Auto dealership (not manufacturer or service department)	
14. Individual seller (on eBay, Craigslist, or other online sales site)	
15. Other merchants (Specify on Answer Booklet page 4)	

Services:

16. Telephone / Cell / Cable / Satellite / Internet	26. All manufacturers (makers of automobiles, computers, etc.)
17. Electric / Gas / Water / Utility company	

Manufacturers:

27. Federal (Social Security, VA, IRS, Medicare, etc.)	
28. State and Local (not a utility company)	

Government:

29. Educational (public & private schools, universities, etc.)	
30. Political (campaign, political action committee, political party, etc.)	

Nonprofit / Charitable / Social / Political:

31. All other nonprofit organizations	
---------------------------------------	--

Friend or Relative:

32. Friend or Relative (not to a business)	
--	--

E. PURPOSE: What was the MAIN purpose of the mail piece? (Write in one number only)

1. Holiday / Seasons greeting card	13. Request for donation (money, time, blood drive, goods, etc.)
2. Other greeting cards (birthday, sympathy, thank you)	14. Confirmation or thank you for donation
3. Invitation or announcement from friend or relative → SKIP TO J	15. Rebate received in response to coupon submitted
4. Letter from friend or relative → SKIP TO J	16. Direct deposit receipts or check stub (not a payment)
5. Bill / Invoice / Premium (not for a credit card)	17. New or replacement credit or debit card
6. Financial statement (not for a credit card)	18. Payment or other check / Money order / Credit (not rebate)
7. Credit card bill / Credit card statement	19. Survey / Questionnaire
8. Notice / Announcement / Business invitation (no bills)	20. Sweepstakes / Contest promotion
9. Advertising / Promotional / Sales only (no bills) → SKIP TO G	21. Newsletter
10. Insurance explanation of benefits	22. Prospectus
11. Tax related (information, forms, etc.)	23. Social Security related (information, statement, etc.)
12. DVD / Blu-ray / Video game rental	24. Other (Specify on Answer Booklet page 4)

More questions on back of page →

Answer Sheet (in Answer Booklet)

Purple

Answer Sheet

First-Class / Presorted First-Class Mail Received

Answer questions about each mail piece down the columns. There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. FORM	2	1	2	1	1							
B. ADDRESSEE	1	2	1	3	3							
C. RETURN ENVELOPE	3	3	3	2	3							
D. SENDER TYPE	10	32	16	1	27							
E. PURPOSE	9	4	9	7	6							
F. ADVERTISING				1	2							
G. READING	2		1	3								
H. REACTION	3		1	1								
I. RESPONSE	2		1	3								
J. CLASS OK to choose up to 4 codes. (See example on pg. 2)	1 4	3	2	1	1	9						

Monday 877714 Page 3

For questions where it is "OK to choose more than one," you can record up to four codes.

Mail Markings are important.

Tell us which mail markings are on the mail piece by answering the “Class” question at the end of each Question sheet (e.g., Question J for First-Class Mail). ↘

To accurately answer this question, you need to record all the mail markings that are on each mail piece – these markings are placed on the mail piece either by the U.S. Postal Service or by a mailing house.

Question J - Class (First-Class Question sheet)

J. CLASS: Tell us what type of markings are on the mail piece. (OK to choose more than one)	
For example of First-Class Mail, see pages 5-8 of the Instruction Booklet. Look at markings in top right-hand corner, above or below the address, & inside the window. Remember – packages and items marked Presorted Standard, Nonprofit or Periodicals do not belong in the First-Class mail type.	
1. Presorted First-Class, or PRSRT, or FP	6. Single Piece, or SNGLP, or SP
2. First-Class Postage	7. Mail from outside the U.S.
3. Forever Stamp	8. Federal Government Mail with Official Signature (FRANKED)
4. AUTO	9. Other Federal Government Mail
5. AB, or AF, or MB, or AV	10. Other classification (Specify on Answer Booklet page 4)

5

Please send us your mail pieces.

We only need the envelope your mail came in, not the contents (unless it's something you don't need).

Please DO NOT CUT OUT the individual mail markings.

- Remember to label each mail piece with the number and mail type you assigned it in the Answer Booklet so we are able to match it to your responses.
- If the mail piece is a catalog, magazine, flyer, or newspaper, just send the page with the mailing label and the postage. We don't need the entire catalog or newspaper, etc.

Why do we need your mail pieces?

If we have your mail markings for each piece, we can double check that everything is correct. Each packet goes through an editing process that verifies that the mail pieces were recorded under the correct mail type (First-Class, Presorted Standard, etc.) and that all the questions were answered. The entire mail piece (i.e., the envelope) provides us with additional survey information, such as sender type.

All information collected is strictly confidential and is used for research purposes only.

6

Place your completed Answer Booklets and mail pieces in the envelopes marked Monday through Sunday.

Your completed Answer Booklets and mail pieces labeled with the mail type and mail piece number should be placed in the corresponding daily envelope.

7

Place the daily envelopes in the postage-paid Priority Mail envelope.

The daily envelopes with your completed Answer Booklets and mail pieces should be sent to NuStats in the postage-paid Priority Mail envelope.

First-Class / Presorted First-Class Mail Received and Sent (Purple)

All First-Class Mail may not say “First-Class” on the envelope or postcard. It is important to look at the postage and mail markings on each mail piece to determine if it is First-Class or not. Use the following to help you determine if your mail piece should be recorded under this type:

- Include letter size envelopes marked “**First-Class**” or “**Presorted First-Class.**”
- Include large envelopes marked “**First-Class.**” Check the mail markings carefully; some large envelopes may be marked Presorted Standard or Expedited.
- Most First-Class Mail from businesses are marked “**First-Class**” or “**Presorted First-Class,**” especially when they have a metered strip and NOT a stamp.
- If the mail piece just has a stamp without being marked “**First-Class**” or “**Presorted First-Class,**” (or Presorted Standard or Nonprofit, etc.) it is probably First-Class Mail.
- Most letter size envelopes will have postage of 49¢ 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 34¢ postage for First-Class. Some postcards are larger in size than a typical picture postcard. However, if it is larger than the postcard dimensions (see page 2 of the Question Booklet), then it is considered a flyer.
- The most common First-Class Mail pieces are letters, bills, postcards, greeting cards, checks, and money orders.
- Include mail (*that is not a package*) sent with special services, such as Certified, Registered, or Insured.
- Include magazines, catalogs, newsletters, or other periodicals that are marked “**First-Class.**”

Examples of First-Class Mail postage and markings begin on the next page.

First-Class Mail Examples

First-Class or Forever Stamp



First-Class
Stamp



Forever Stamp

**Look for "Forever"
somewhere on
the stamp.**



First-Class Metered Strip

FIRST-CLASS MAIL
U.S. POSTAGE PAID
COMPANY NAME
PERMIT #000

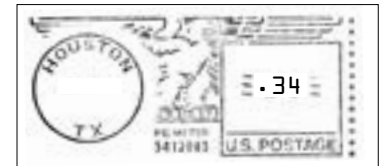
First-Class Permit



First-Class Postcard Stamp

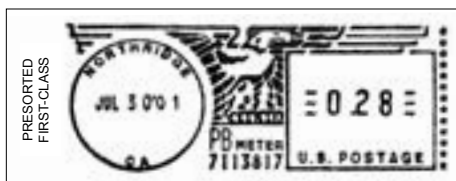


Metered Postcard



Metered Postcard

Presorted First-Class, PRSRT, or FP



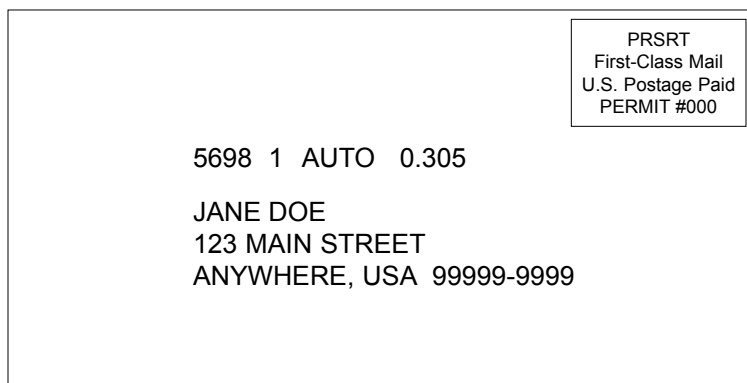
"Presorted First-Class"
Metered Strip

Presorted
First-Class Mail
U.S. Postage Paid
Mailed from Zip Code 27101
PERMIT #000

"Presorted First-Class"
Permit



"Presorted First-Class"
Stamp

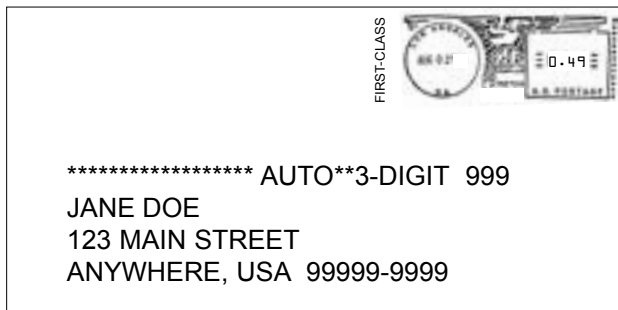


Look for "Presorted First-Class" on a Permit, a Stamp,
or a Metered Strip

Hint: Find closest match

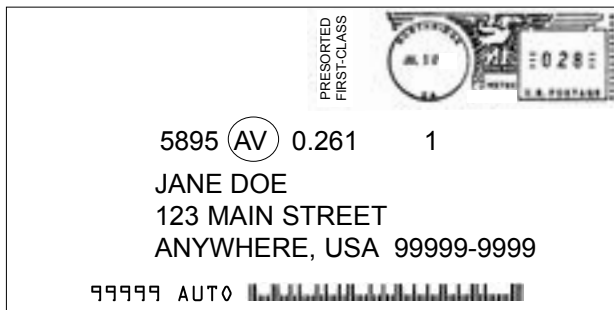
First-Class Mail Examples

AUTO



“AUTO” above or below the address

AB, or AF, or MB, or AV

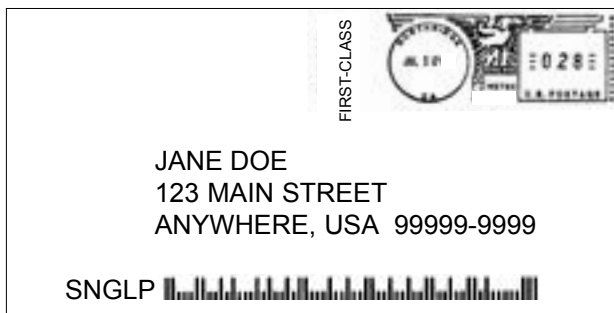


“AB, or AF, or MB, or AV”
 above address

Single Piece, or SNGLP, or SP



“First-Class” left of Metered Strip
 “Single piece” in lower left corner



“First-Class” left of Metered Strip
 “SNGLP” left of Barcode

Note: Many additional mail markings may appear above or below the address, inside the window of an envelope, or near the postage on a mail piece.

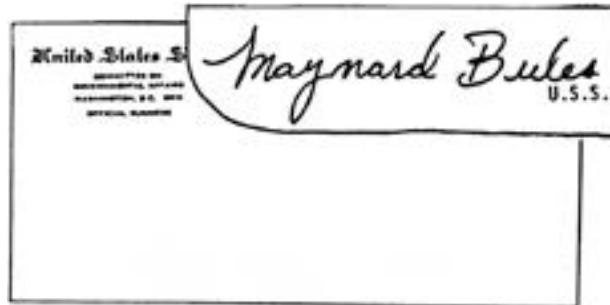
Hint: Find closest match

First-Class Mail Examples

Mail from outside the U.S.

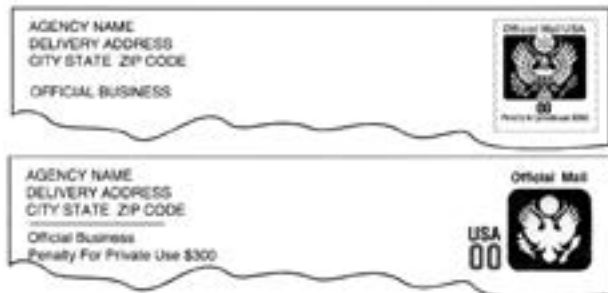


Federal Government Mail (Franked)



“Official Government Signature” (Franked)

Other Federal Government Mail



FIRST-CLASS MAIL
 POSTAGE AND FEES PAID
 AGENCY NAME
 PERMIT NO. G-999

PRESORTED
 FIRST-CLASS MAIL
 POSTAGE AND FEES PAID
 AGENCY NAME
 PERMIT NO. G-99

Marked “Official Mail” or Government Permit Number

Hint: Find closest match

Presorted Standard Mail (Blue)

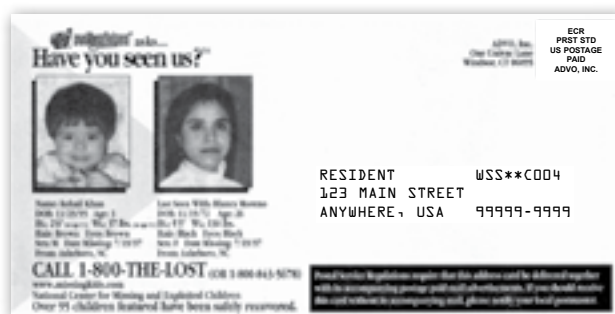
Use the following to help you determine if your mail piece should be recorded under this type:

- Include mail (*that is not a package*) that is marked “**Presorted Standard,**” or “**PRSRT STD,**” or “**Standard,**” or “**STD**” whether it is a letter, postcard, large envelope, magazine, catalog, circular, or flyer, etc.
- Most **catalogs** are sent Presorted Standard. However, check to make sure it is marked “Presorted Standard,” or “PRSRT STD,” or “Standard,” or “STD.” Catalogs that are in envelopes marked “Bound Printed Matter” or items marked “Media Mail” or “Library Mail” should be recorded under “Packages & Expedited Materials” (Green pages).

Advertising often comes as a group of flyers, circulars, coupons, or other pieces that are not in an envelope.* These types of advertisements can be delivered in two different ways:

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 Pink 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 C.

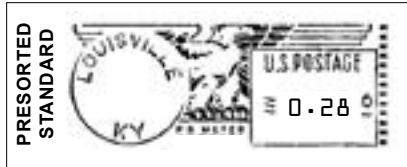
**Usually from more than one company or advertiser*



Examples of Presorted Standard postage & mail markings begin on the next page.

Presorted Standard Mail Examples

Presorted Standard, or PRSRT STD, or Standard, or STD



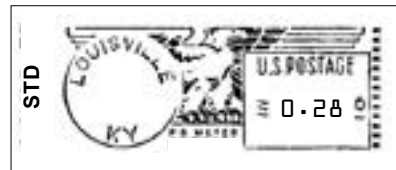
“Presorted Standard”
on Metered Strip



“PRSRT STD”
on Metered Strip



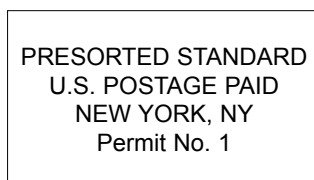
“Standard”
on Metered Strip



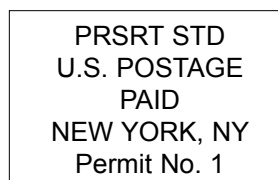
“STD”
on Metered Strip



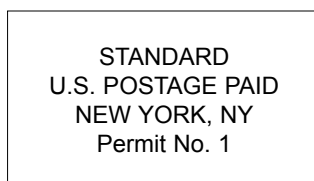
“Presorted Std”
on Stamp



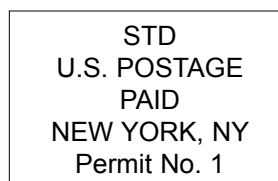
“Presorted Standard”
on Permit



“PRSRT STD”
on Permit



“Standard”
on Permit



“STD”
on Permit

Hint: Find closest match

Presorted Standard Mail Examples

Note: Many of the markings may appear with any of the permit types (i.e., AUTO may appear with a Presorted Standard, or PRSRT STD, or Standard, or STD permit or meter strip).

Also, AUTO, Carrier Route Presort, or CAR-RT SORT may appear in the permit area in the top right-hand corner of the mail piece.

AUTO

PRSRT STD U.S. Postage Paid ANYWHERE USA PERMIT #0
*****AUTO JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

“AUTO” above address

Carrier Route Presort, or CAR-RT SORT

Presorted Standard U.S. Postage Paid ANYWHERE USA PERMIT #0
*****Carrier Route Presort ** C-004 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

“Carrier Route Presort”

PRSRT STD U.S. Postage Paid ANYWHERE USA PERMIT #0
*****CAR-RT SORT** C-004 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

“CAR-RT SORT”

Hint: Find closest match

Presorted Standard Mail Examples

Note: Many of the markings may appear with any of the permit types (i.e., ECR may appear with a Presorted Standard, or PRSRT STD, or Standard, or STD permit or meter strip).

ECR with LOT, WSS, or WSH

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

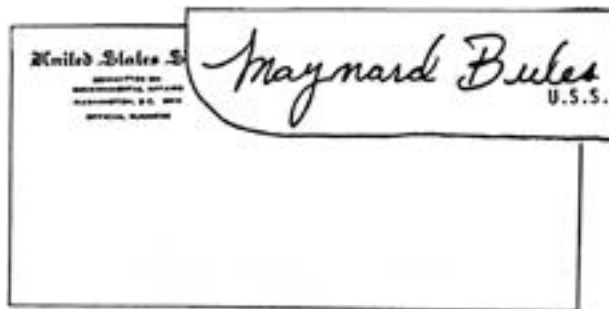
Presorted Standard Mail Examples

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, or Standard, or STD permit or meter strip).

**ES, EH, EB, AB, AT, AV, DB, DD, DS,
MB, MA, MM, NV, NT, NA, NM**

The diagram shows a mail piece with a postage meter strip in the top right corner that reads: "Presorted Standard U.S. Postage Paid ANYWHERE USA PERMIT #0". Below the meter strip, the address is: "5698 1 (ES) 0.305", "JANE DOE", "123 MAIN STREET", "ANYWHERE, USA 99999-9999". At the bottom left, there is another meter strip: "5698 1 (ES) 0.305". To the right of the mail piece is a vertical list of permit codes: ES, EH, EB, AB, AT, AV, DB, DD, DS, MB, MA, MM, NV, NT, NA, NM. An arrow points from the text "One of these codes above address or in lower left corner" to the list of codes.

Federal Government Mail (Franked)



"Official Government Signature" (Franked)

Other Federal Government Mail

Two rectangular labels are shown side-by-side. The left label reads: "STANDARD MAIL POSTAGE AND FEES PAID AGENCY NAME PERMIT NO.G-999". The right label reads: "PRESORTED STANDARD MAIL POSTAGE AND FEES PAID AGENCY NAME PERMIT NO.(G-99)".

Government Permit Number

Hint: Find closest match

Nonprofit Organization Mail (Gray)

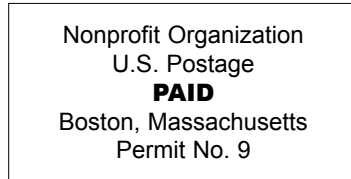
Use the following to help you determine if your mail piece should be recorded under this type:

- All Nonprofit Mail (that is not a package) must be marked “**Nonprofit Organization,**” “**Nonprofit Org.,**” or “**Nonprofit.**”
- A few examples of Nonprofit Organizations are charities, schools, hospitals, churches, etc.
- Nonprofit Organization Mail may include requests for donations of money, your time, or other items, or they may be asking you to purchase an item or service.
- **Do not include** packages that are marked Nonprofit Organization. These should be recorded under “**Packages & Expedited Materials**” (Green pages).

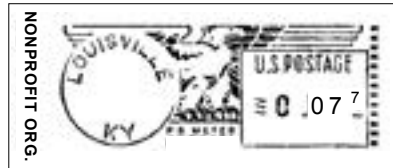
Examples of Nonprofit postage & mail markings begin on the next page.

Nonprofit Organization Mail Examples

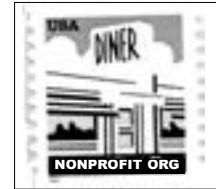
Nonprofit Organization, Nonprofit Org., or Nonprofit



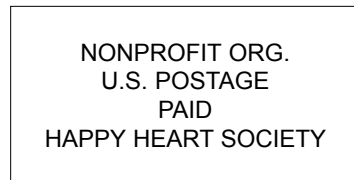
“Nonprofit Organization”
on Permit



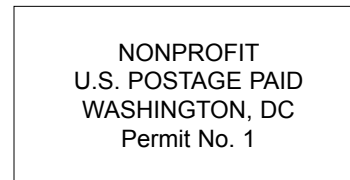
“Nonprofit Org.”
on Metered Strip



“Nonprofit Org.”
on Stamp



“Nonprofit Org.”
on Permit

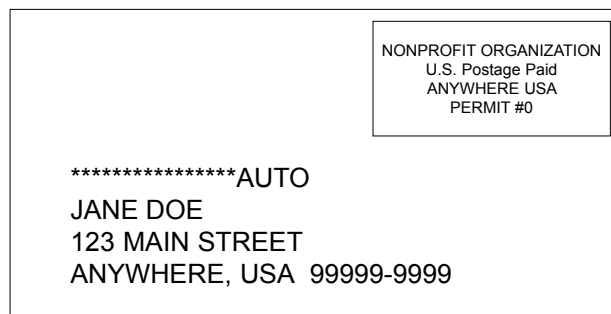


“Nonprofit”
on Permit

Note: Many of the markings may appear with any of the permit types (i.e., AUTO may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip.)

Also, AUTO may appear in the permit area in the top right-hand corner of the mail piece.

AUTO



“AUTO” above address

Hint: Find closest match

Nonprofit Organization Mail Examples

Note: Many of the markings may appear with any of the permit types (i.e., CAR-RT SORT may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip).

Also, Carrier Route Presort or CAR-RT SORT may appear in the permit area in the top right-hand corner of the mail piece.

Carrier Route Presort or CAR-RT SORT

NONPROFIT ORG.
 U.S. Postage Paid
 ANYWHERE USA
 PERMIT #0

*****Carrier Route Presort**C-013
 JANE DOE
 123 MAIN STREET
 ANYWHERE, USA 99999-9999

“Carrier Route Presort” above address

NONPROFIT ORGANIZATION
 U.S. Postage Paid
 ANYWHERE USA
 PERMIT #0

*****CAR-RT SORT**C-0004
 JANE DOE
 123 MAIN STREET
 ANYWHERE, USA 99999-9999

“CAR-RT SORT” above address

Note: Many of the markings may appear with any of the permit types (i.e., ES may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip).

ES, EH, EB, AB, AT, AV, DB, DD, DS, MB, MA, MM, NV, NT, NA, NM

NONPROFIT ORG.
 U.S. Postage Paid
 ANYWHERE USA
 PERMIT #0

5698 1 (ES) 0.305
 JANE DOE
 123 MAIN STREET
 ANYWHERE, USA 99999-9999

5698 1 (ES) 0.305

ES
 EH
 EB
 AB
 AT
 AV
 DB
 DD
 DS
 MB
 MA
 MM
 NV
 NT
 NA
 NM

← One of these codes above address or in lower left corner

Hint: Find closest match

Nonprofit Organization Mail Examples

Note: Many of the markings may appear with any of the permit types (i.e., ECR may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip).

ECR with LOT, WSS, or WSH

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 & Expedited Materials Received & Sent (Green)

Use the following to help you determine if your mail piece should be recorded under this type:

Packages (even if marked First-Class, Presorted Standard, etc.):

- Include ALL packages or boxes received or sent via the U.S. Postal Service (USPS) as well as packages delivered by any other organization, such as the United Parcel Service (UPS), FedEx, etc. Be careful to distinguish between packages delivered by the U.S. Postal Service (USPS) whose markings include an Eagle, and those delivered by the United Parcel Service (UPS) whose markings have a shield.
- Include all **packages and parcels** even if marked "First-Class", "PRSRT STD", or "Non-Profit".
- Include catalogs that are marked "**Bound Printed Matter**" or "**PRSRT BPM**", or other packages marked "**Parcel Select**", "**PS Lightweight**", "**Media Mail**", or "**Standard Post**".
- Record all personal packages received and sent at home and other locations such as work, or at the U.S. Post Office, etc. (Do not include packages sent and received on behalf of a household members place of employment or a business.)

Product Samples:

- Include product samples that were delivered by any organization, except those included in the newspaper.

Expedited Letters, Packages, and Boxes:

- Include letters, packages, and boxes that were delivered by any expedited mail carrier (**see examples on the next page**), which include the U.S. Postal Service (USPS), United Parcel Service (UPS), or FedEx.
- You may see terms such as Priority Mail Express, Priority Mail, Overnight, 2-day, 3-day, Next Day Air, 2nd Day Air, etc.

Package & Expedited Examples

Priority Mail Express



PS Lightweight



Marked "PS Lightweight"
or "Parcel Select Lightweight"

Parcel Select



Marked "Parcel Select"

Priority Mail



Bound Printed Matter



Marked "BPM" or "Bound Printed Matter"



Magazines, Newspapers, or Other Periodicals (Yellow)

Use the following to help you determine if a Magazine, Newspaper, or other Periodical should be recorded under this type:

- Examples include daily, weekly, and monthly magazines; alumni or fraternal magazines; and newspapers or other publications that household members may subscribe to.
- Include magazines, newspapers, or other periodicals marked "**Periodicals Postage Paid.**"
- **Only** include magazines, newspapers, or other periodicals that are delivered by the U.S. Postal Service (USPS) and that are NOT marked First-Class, Presorted Standard, or Nonprofit Organization. If they are marked with any of these other postage types, record them under the section for that mail type.

Do not include the following items under this section:

- Newspapers delivered by your local news carrier. (Do not include these in the diary study.)
- Magazines and newspapers you bought at the store or a newsstand. (Do not include these in the diary study.)
- Catalogs, which are typically sent "Presorted Standard (PRSRT STD)." (Check the postage type; these will likely be recorded in the Presorted Standard section.)
- Catalogs marked "PRSRT BPM" or "Presorted Bound Printed Matter" will be recorded in the Packages and Expedited Materials (Green pages).

Unaddressed Mail (Pink)

Use the following to help you determine if your mail piece should be recorded under this type:

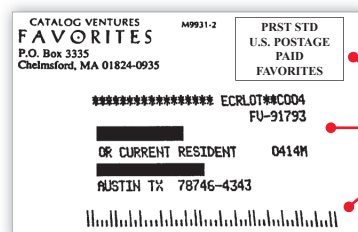
- Only include mail delivered by the U.S. Postal Service (USPS). **Do not include** advertising material that has been left at your door, or material hung on your doorknob or left on your car.
- Include mail pieces that don't have any postage or an address label. If a mail piece is labeled "Occupant" or "Resident," do not include it in this section because it most likely is marked "PRST STD" or "Presorted Standard."
- Typically, Unaddressed Mail 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. They are usually accompanied by a detached label card marked "PRST STD" or "Presorted Standard."

(Please refer to page 9 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



Postage & Mail Markings can be:

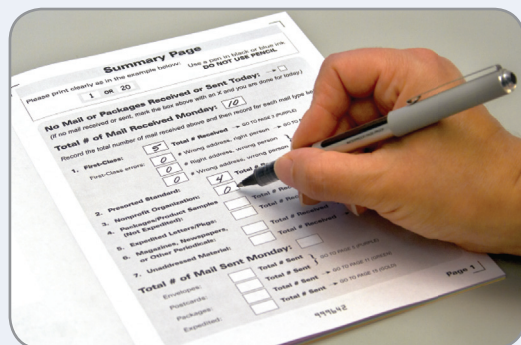
- in the top right-hand corner,
- above or below the address, or
- inside the window of an envelope.



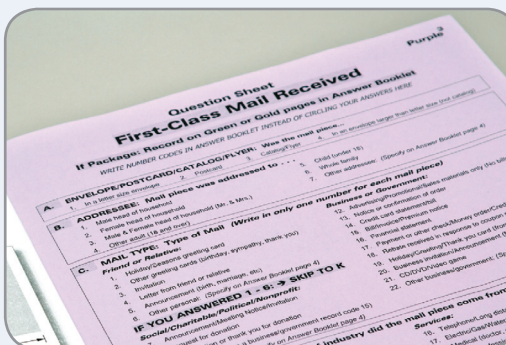
- 1** Sort your mail each day into the 6 types of mail listed on page 1 of the **Instruction Booklet**.

Use the Postage & Mail Markings on your mail to help you sort!

- 2** Label and number each mail piece within the 6 types of mail. (Photo shows First-Class only).



- 3** Open the **Answer Booklet** for Monday (or first mail day) to page 1 - Summary Page. Record the total number of mail pieces you received that day for each mail type.



- 4** Open the **Question Booklet** to page 3 - First-Class Mail Received. If you didn't receive any First-Class Mail that day, skip to page 5: First-Class Mail Sent, or page 7: Presorted Standard Mail, or other pages for mail types you did receive.



- 5** Write your answers to the questions from the Question Booklet in the **Answer Booklet**. Be sure to record mail for each mail type you receive (Monday-Sunday) on the color-coded pages for that mail type.

Questions? Visit the project web page: www.nustats.com/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 hotline at:

1-888-441-USPS (8777)

Available 11am - 9pm Central Standard Time (Mon - Wed)

11am - 5pm Central Standard Time (Thu & Fri)

12pm - 5pm Central Standard Time (Sat & Sun)

OR

e-mail your question to:

USPS@nustats.com

OR

visit the project web page at:

www.nustats.com/uspsstudy.htm

Table of Contents

	Color	Page
Example	White	1
Mail Piece Size Template	White	2
Question Sheets:		
First-Class / Presorted First-Class Mail Received	Purple	3
First-Class Mail Sent	Purple	5
Presorted Standard Mail Received	Blue	7
Nonprofit Organization Mail Received	Gray	9
Packages & Expedited Materials Received	Green	11
Packages & Expedited Materials Sent	Green	13
Magazines, Newspapers, or Other Periodicals.	Yellow	15
Unaddressed Mail Received	Pink	17

Example

Once you've sorted and numbered your mail pieces, you are ready to begin recording information. Remember to use the postage and the mail markings on the mail piece to help you determine the mail type (*see page 1 of the Instruction Booklet for how to sort and number your mail*).

You need both this Question Booklet and the Answer Booklet. Open both this Question Booklet and the Answer Booklet to the color-coded pages for the type of mail you have (e.g., purple pages are First-Class Mail, blue pages are Standard Mail, etc.).

Each question sheet contains both questions (letters A, B, C, etc.) and answer codes (numbers 1, 2, 3, etc.). **Don't record your answers in this Question Booklet; instead, use the corresponding daily Answer Booklet.** Record the number that best matches your response.

Answer the questions about each mail piece down the answer sheet. For example, if you receive four (4) First-Class mail pieces on Monday, you will record answers to all questions about mail piece #1 in the first column, and about mail piece #2 in the second column, mail piece #3 in the third column, and #4 in the fourth column.

Question Sheet (in Question Booklet)

Purple ³

Question Sheet
First-Class / Presorted First-Class
Mail Received

STOP For Presorted Standard Mail: Go to Blue page 7
WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. FORM: Was the mail piece... (Refer to the mail piece size template on page 2)
IF THIS IS A PACKAGE: GO TO GREEN PAGE 11

1. In a letter size envelope	3. Flyer or Catalog
2. Postcard	4. In an envelope larger than letter size (not catalog)

B. ADDRESSEE: Mail piece was addressed to...

1. Male head of household	6. Whole family
2. Female head of household	7. Current Resident, Occupant, Postal Patron, etc. (with or without street address)
3. Male & Female head of household (Mr. & Mrs.)	8. Other addressee (Specify on Answer Booklet page 4)
4. Other adult living in household (18 and over)	
5. Child (under 18)	

C. RETURN ENVELOPE: Was a return envelope or card included?

1. Yes - pre-stamped or postage paid	3. No return envelope or card included
2. Yes - needs a stamp	

D. SENDER TYPE: What type of industry did the mail piece come from?

Financial (including all types of credit cards):	Services continued:
1. Credit Card (from any bank, store, or company)	18. Medical (doctor, dentist, hospital, not insurance company)
2. Bank / Savings & loan / Credit union / Loan company	19. Other professional (lawyer, accountant, etc.)
3. Insurance company (medical, dental, life, auto, etc.)	20. DVD / Blu-ray / Video game rental company (Netflix, etc.)
4. Real estate / Mortgage	21. Craftsman (plumber, carpenter, electrician, etc.)
5. Investments (stock, mutual fund, retirement plan, etc.)	22. Travel / Entertainment service (theater, hotel, airline, etc.)
6. Other financial (Specify on Answer Booklet page 4)	23. Auto maintenance (oil change, mechanic, etc.)
	24. Roadside assistance (AAA, etc.)

When completing your Answer Booklet, please print clearly as in the example:

1 OR 20

Use a pen in black or blue ink
DO NOT USE PENCIL

Answer Sheet (in Answer Booklet)

Purple

Answer Sheet
First-Class / Presorted First-Class
Mail Received

Answer questions about each mail piece down the columns.
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. FORM	2	1	2	1	1							
B. ADDRESSEE	1	2	1	3	3							
C. RETURN ENVELOPE	3	3	3	2	3							
D. SENDER TYPE	10	32	16	1	27							

Mail Piece Size Template

Use the guide below to help you determine the size of your mail piece. This will help answer the FORM question.

LETTER SIZE ENVELOPE - Maximum Length 11 1/2"

If the envelope fits within these margins, it is letter size.

If the envelope extends more than 1/2" off the edge of this page, OR is taller than 6 1/8," it is larger than letter size.

LETTER SIZE ENVELOPE - Maximum Height 6 1/8"

POSTCARD - Maximum Length 6"

A postcard is a single, unfolded piece that is NOT in an envelope, AND fits within these margins.

POSTCARD - Maximum Height 4 1/4"

FLYER

A flyer is a folded or unfolded piece that is larger than a postcard AND is NOT in an envelope.

Question Sheet

First-Class / Presorted First-Class Mail Received



For Presorted Standard Mail: Go to Blue page 7

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. FORM: Was the mail piece... (Refer to the mail piece size template on page 2) <i>IF THIS IS A PACKAGE: GO TO GREEN PAGE 11</i>	
1. In a letter size envelope 2. Postcard	3. Flyer or Catalog 4. In an envelope larger than letter size (not catalog)
B. ADDRESSEE: Mail piece was addressed to...	
1. Male head of household 2. Female head of household 3. Male & Female head of household (Mr. & Mrs.) 4. Other adult living in household (18 and over) 5. Child (under 18)	6. Whole family 7. Current Resident, Occupant, Postal Patron, etc. (with or without street address) 8. Other addressee (<i>Specify on Answer Booklet page 4</i>)
C. 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
D. SENDER TYPE: What type of industry did the mail piece come from?	
<i>Financial (including all types of credit cards):</i> 1. Credit Card (from any bank, store, or company) 2. Bank / Savings & loan / Credit union / Loan company 3. Insurance company (medical, dental, life, auto, etc.) 4. Real estate / Mortgage 5. Investments (stock, mutual fund, retirement plan, etc.) 6. Other financial (<i>Specify on Answer Booklet page 4</i>)	<i>Services continued:</i> 18. Medical (doctor, dentist, hospital, not insurance company) 19. Other professional (lawyer, accountant, etc.) 20. DVD / Blu-ray / Video game rental company (Netflix, etc.) 21. Craftsman (plumber, carpenter, electrician, etc.) 22. Travel / Entertainment service (theater, hotel, airline, etc.) 23. Auto maintenance (oil change, mechanic, etc.) 24. Roadside assistance (AAA, etc.) 25. Other services (<i>Specify on Answer Booklet page 4</i>)
<i>Merchants:</i> 7. Supermarket / Grocery store 8. Department / Discount store 9. Other store (electronics, shoes, clothes, hardware, etc.) 10. Mail order company 11. Restaurant (incl. fast food, pizza delivery, etc.) 12. Publisher (newspapers, books, magazines) 13. Auto dealership (not manufacturer or service department) 14. Individual seller (on eBay, craigslist, or other online sales site) 15. Other merchants (<i>Specify on Answer Booklet page 4</i>)	<i>Manufacturers:</i> 26. All manufacturers (makers of automobiles, computers, etc.)
<i>Services:</i> 16. Telephone / Cell / Cable / Satellite / Internet 17. Electric / Gas / Water / Utility company	<i>Government:</i> 27. Federal (Social Security, VA, IRS, Medicare, etc.) 28. State and Local (not a utility company)
	<i>Nonprofit / Charitable / Social / Political:</i> 29. Educational (public & private schools, universities, etc.) 30. Political (campaign, political action committee, political party, etc.) 31. All other nonprofit organizations
	<i>Friend or Relative:</i> 32. Friend or Relative (not from a business)
E. PURPOSE: What was the MAIN purpose of the mail piece? (Write in one number only)	
1. Holiday / Seasons greeting card 2. Other greeting cards (birthday, sympathy, thank you) 3. Invitation or announcement from friend or relative → SKIP TO J 4. Letter from friend or relative → SKIP TO J 5. Bill / Invoice / Premium (not for a credit card) 6. Financial statement (not for a credit card) 7. Credit card bill / Credit card statement 8. Notice / Announcement / Business invitation (no bills) 9. Advertising / Promotional / Sales only (no bills) → SKIP TO G 10. Insurance explanation of benefits 11. Tax related (information, forms, etc.) 12. DVD / Blu-ray / Video game rental	13. Request for donation (money, time, blood drive, goods, etc.) 14. Confirmation or thank you for donation 15. Rebate received in response to coupon submitted 16. Direct deposit receipts or check stub (not a payment) 17. New or replacement credit or debit card 18. Payment or other check / Money order / Credit (no rebate) 19. Survey / Questionnaire 20. Sweepstakes / Contest promotion 21. Newsletter 22. Prospectus 23. Social Security related (information, statement, etc.) 24. Other (<i>Specify on Answer Booklet page 4</i>)



IF THIS MAIL PIECE WAS FROM A FRIEND OR RELATIVE, SKIP TO J

F. ADVERTISING: Did this mail piece contain any advertising or promotional material?

1. Yes
2. No → **SKIP TO J**

G. READING: Was the advertising... (Write in one number only)

- | | |
|--|---------------------------------|
| 1. Read by a member of the household | 4. Discarded without being read |
| 2. Read by more than one member of the household | 5. Set aside for reading later |
| 3. Looked at but not read by any member of the household | |

H. REACTION: Would this advertising be described as...

- | | |
|---|---|
| 1. Useful information we like to receive | 3. Neither interesting, enjoyable, nor useful |
| 2. Interesting or enjoyable, but not useful | 4. Objectionable or offensive |

I. RESPONSE: Is anyone in your household considering responding to the advertisement?

- | | |
|--------|----------|
| 1. Yes | 3. Maybe |
| 2. No | |

J. CLASS: Tell us what type of markings are on the mail piece. (OK to choose more than one)

For example of First-Class Mail, see pages 5-8 of the Instruction Booklet.

Look at markings in top right-hand corner, above or below the address, & inside the window.

Remember - packages and items marked Presorted Standard, Nonprofit or Periodicals do not belong in the First Class mail type.

- | | |
|---|--|
| 1. Presorted First-Class, or PRSRT, or FP | 6. Single Piece, or SNGLP, or SP |
| 2. First-Class Postage | 7. Mail from outside the U.S. |
| 3. Forever Stamp | 8. Federal Government Mail with Official Signature (FRANKED) |
| 4. AUTO | 9. Other Federal Government Mail |
| 5. AB, or AF, or MB, or AV | 10. Other classification (Specify on Answer Booklet page 4) |

Please mark all mail pieces for this day & place in the daily envelope.

Question Sheet

First-Class Mail Sent

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. FORM: Was the mail piece... *(Refer to the mail piece size template on page 2)*
IF THIS IS A PACKAGE: GO TO GREEN PAGE 13

1. In a letter size envelope	3. In an envelope larger than letter size
2. Postcard	4. Other <i>(Specify on Answer Booklet page 6)</i>

B. ADDRESSEE TYPE: What type of industry did you send the mail piece to?

<p>Financial (including all types of credit cards):</p> <ol style="list-style-type: none"> 1. Credit Card (from any bank, store, or company) 2. Bank / Savings & loan / Credit union / Loan company 3. Insurance company (medical, dental, life, auto, etc.) 4. Real estate / Mortgage 5. Investments (stock, mutual fund, retirement plan, etc.) 6. Other financial <i>(Specify on Answer Booklet page 6)</i> <p>Merchants:</p> <ol style="list-style-type: none"> 7. Supermarket / Grocery store 8. Department / Discount store 9. Other store (electronics, shoes, clothes, hardware, etc.) 10. Mail order company 11. Restaurant (incl. fast food, pizza delivery, etc.) 12. Publisher (newspapers, books, magazines) 13. Auto dealership (not manufacturer or service department) 14. Individual seller (on eBay, Craigslist, or other online sales site) 15. Other merchants <i>(Specify on Answer Booklet page 6)</i> <p>Services:</p> <ol style="list-style-type: none"> 16. Telephone / Cell / Cable / Satellite / Internet 17. Electric / Gas / Water / Utility company 	<p>Services continued:</p> <ol style="list-style-type: none"> 18. Medical (doctor, dentist, hospital, not insurance company) 19. Other professional (lawyer, accountant, etc.) 20. DVD / Blu-ray / Video game rental company (Netflix, etc.) 21. Craftsman (plumber, carpenter, electrician, etc.) 22. Travel / Entertainment service (theater, hotel, airline, etc.) 23. Auto maintenance (oil change, mechanic, etc.) 24. Roadside assistance (AAA, etc.) 25. Other services <i>(Specify on Answer Booklet page 6)</i> <p>Manufacturers:</p> <ol style="list-style-type: none"> 26. All manufacturers (makers of automobiles, computers, etc.) <p>Government:</p> <ol style="list-style-type: none"> 27. Federal (Social Security, VA, IRS, Medicare, etc.) 28. State and Local (not a utility company) <p>Nonprofit / Charitable / Social / Political:</p> <ol style="list-style-type: none"> 29. Educational (public & private schools, universities, etc.) 30. Political (campaign, political action committee, political party, etc.) 31. All other nonprofit organizations <p>Friend or Relative:</p> <ol style="list-style-type: none"> 32. Friend or Relative (not to a business)
---	--

C. PURPOSE: What was the MAIN purpose of the mail piece? *(Write in one number only)*

1. Holiday / Seasons greeting card	10. Sweepstakes / Contest entry
2. Other greeting cards (birthday, sympathy, thank you)	11. DVD / Blu-ray / Video game return
3. Invitation / Announcement (birth, marriage, etc.)	12. Proxy vote response
4. Letter / Correspondence (written by you – not a form)	13. Election materials (absentee ballot, registration, etc.)
5. Order	14. Rebate request
6. Inquiry	15. Tax related
7. Payment (bill payment, dues, membership fees, etc.)	16. Completed form / Application / Paperwork (not a tax form)
8. Donation	17. Other <i>(Specify on Answer Booklet page 6)</i>
9. Survey / Questionnaire response	



IF THIS MAIL PIECE WAS TO A FRIEND OR RELATIVE, SKIP TO G

D. AD RESPONSE: Was the mail piece sent in response to advertising or solicitation for funds?

1. Yes
2. No → **SKIP TO F**

E. AD MATERIAL: Was the advertising / promotional / solicitation material...

1. Received in mail (not in magazine)	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 <i>(Specify on Answer Booklet page 6)</i>

More questions on back of page →

F. RETURN ENVELOPE: Did you use your own envelope or card?

1. Yes
2. No – a return envelope or card **with postage** was provided
3. No – a return envelope or card **without postage** was provided

**G. SPECIAL SVCS: Did the mail piece have any of the following special services?
(OK to choose more than one)**

1. Certified
2. Registered
3. Insured
4. Return Receipt Requested
5. Certificate of Mailing
6. Restricted Delivery
7. COD
8. No special services
9. Other (*Specify on Answer Booklet page 6*)

H. PO BOX: Was this mail piece sent to a PO Box?

1. Yes
2. No

I. POSTAGE TYPE: What type of postage was used? (*Either postage that you put on yourself or postage that was already on the envelope or card*)

1. Business Reply Mail (no postage necessary)
2. Permit Reply Mail (no postage necessary)
3. Forever Stamp
4. Regular postage stamp
5. Meter stamp
6. Other (*Specify on Answer Booklet page 6*)

Question Sheet

Presorted Standard Mail Received

**For Presorted First-Class Mail: Go to Purple page 3**

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. ADDRESSEE: Mail piece was addressed to...

1. Specific member(s) of the household
2. Current Resident, Occupant, Postal Patron, etc. (with or without street address)
3. Someone not living at this address

B. FORM: Was the mail piece... (Refer to the mail piece size template on page 2)**IF THIS IS A PACKAGE: GO TO GREEN PAGE 11**

1. In a letter size envelope
2. In an envelope larger than letter size (not catalog)
3. Catalog in envelope
4. Catalog not in envelope
5. Detached label card
6. Postcard
7. Addressed flyers / Circulars / Folded piece (no envelope)
8. Newspapers / Magazines / Newsletters
9. Can't classify type (Please describe on Answer Booklet pg. 8)

C. MULTIPLE: Did the mail piece contain...

1. Material from one organization only
2. Material from several organizations → **SKIP TO F**

D. SENDER TYPE: What type of industry did the mail piece come from?**Financial (including all types of credit cards):**

1. Credit Card (from any bank, store, or company)
2. Bank / Savings & loan / Credit union / Loan company
3. Insurance company (medical, dental, life, auto, etc.)
4. Real estate / Mortgage
5. Investments (stock, mutual fund, retirement plan, etc.)
6. Other financial (Specify on Answer Booklet page 8)

Merchants:

7. Supermarket / Grocery store
8. Department / Discount store
9. Other store (electronics, shoes, clothes, hardware, etc.)
10. Mail order company
11. Restaurant (incl. fast food, pizza delivery, etc.)
12. Publisher (newspapers, books, magazines)
13. Auto dealership (not manufacturer or service department)
14. Individual seller (on eBay, craigslist, or other online sales site)
15. Other merchants (Specify on Answer Booklet page 8)

Services:

16. Telephone / Cell / Cable / Satellite / Internet
17. Electric / Gas / Water / Utility company
18. Medical (doctor, dentist, hospital, not insurance company)
19. Other professional (lawyer, accountant, etc.)

Services continued:

20. DVD / Blu-ray / Video game rental company (Netflix, etc.)
21. Craftsman (plumber, carpenter, electrician, etc.)
22. Travel / Entertainment service (theater, hotel, airline, etc.)
23. Auto maintenance (oil change, mechanic, etc.)
24. Roadside assistance (AAA, etc.)
25. Other services (Specify on Answer Booklet page 8)

Manufacturers:

26. All manufacturers (makers of automobiles, computers, etc.)

Government:

27. Federal (Social Security, VA, IRS, Medicare, etc.)
28. State and Local (not a utility company)

Nonprofit / Charitable / Social / Political:

29. Educational (public & private schools, universities, etc.)
30. Political (campaign, political action committee, political party, etc.)
31. Union or professional organization
32. Church / Religious organization
33. Veterans (VFW, American Legion, DAV, etc.)
34. Charity
35. AARP (for AARP insurance plans, record code 3)
36. Other nonprofit, etc. (Specify on Answer Booklet page 8)

E. FAMILIARITY: Was this mail piece from an organization someone in household...

1. Does or has done business with
2. Knows, but no one does business with
3. Organization no one in household knows

F. RETURN ENVELOPE: Was a return envelope or card included?

1. Yes – pre-stamped or postage paid
2. Yes – needs a stamp
3. No return envelope or card included

More questions on back of page →

G. READING: Was the mail piece... (Write in one number only)

- | | |
|--|---------------------------------|
| 1. Read by a member of the household | 4. Discarded without being read |
| 2. Read by more than one member of the household | 5. Set aside for reading later |
| 3. Looked at but not read by any member of the household | |

H. REACTION: Would this mail piece be described as...

- | | |
|---|---|
| 1. Useful information we like to receive | 3. Neither interesting, enjoyable, nor useful |
| 2. Interesting or enjoyable, but not useful | 4. Objectionable or offensive |

I. COUPONS: Did this mail piece contain coupons?

1. Yes
2. No

J. PURPOSE: What was the MAIN purpose of the mail piece? (Write in one number only)

- | | |
|---|--|
| 1. Advertisement for item(s) or service(s) to be purchased (credit card offers, etc.) | 6. Financial materials (report, proxy vote, prospectus, privacy or terms notice, etc.) NOTE: for credit card offers, record code 1 |
| 2. Request for donation (money, time, blood drive, goods, etc.) | 7. Invitation / Announcement / Schedule |
| 3. Political materials | 8. General information |
| 4. Newsletter / Newspaper / Magazine | 9. Other (Specify on Answer Booklet page 8) |
| 5. Subscription renewal notice (for a publication) | |

K. RESPONSE: Is anyone in your household considering responding to the mail piece?

- | | |
|--------|----------|
| 1. Yes | 3. Maybe |
| 2. No | |

L. CLASS: Tell us what markings are on the mail piece. (OK to choose more than one)

For examples of Presorted Standard Mail, see pages 9 - 13 of the Instruction Booklet.

Look at markings in top right-hand corner, above or below the address, & inside the window.

- | | |
|--|---|
| 1. Presorted Standard, or PRSRT STD, or Standard, or STD | 6. CUSTOMIZED MARKETMAIL, or CUST MKTMAIL, or CMM |
| 2. AUTO | 7. Not Flat-Machinable, or NFM |
| 3. Carrier Route Presort, or CAR-RT SORT | 8. Federal Government Mail with Official Signature (FRANKED) |
| 4. ECR with LOT, or WSS, or WSH | 9. Other Federal Government Mail |
| 5. ES, or EH, or EB, or AB, or AT, or AV, or DB, or DD, or DS, or MB, or MA, or MM, or NV, or NT, or NA, or NM | 10. Can't classify type (Please mark & place in envelope along with other mail pieces for this day) |

Nonprofit Organization Mail Received

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. ADDRESSEE: Mail piece was addressed to...

1. Specific member(s) of the household
2. Current Resident, Occupant, Postal Patron, etc. (with or without street address)
3. Someone not living at this address

B. FORM: Was the mail piece... (Refer to the mail piece size template on page 2)

IF THIS IS A PACKAGE: GO TO GREEN PAGE 11

1. In a letter size envelope
2. In an envelope larger than letter size (not catalog)
3. Catalog in envelope
4. Catalog not in envelope
5. Detached label card
6. Postcard
7. Addressed flyers / Circulars / Folded piece (no envelope)
8. Newspapers / Magazines / Newsletters
9. Can't classify type (Please describe on Answer Booklet pg. 10)

C. MULTIPLE: Did the mail piece contain...

1. Material from one organization only
2. Material from several organizations → **SKIP TO F**

D. SENDER TYPE: What type of industry did the mail piece come from?

Nonprofit / Charitable / Social / Political:

1. Educational (public & private schools, universities, etc.)
2. Political (campaign, political action committee, political party, etc.)
3. Union or professional organization
4. Church / Religious organization
5. Veterans (VFW, American Legion, DAV, etc.)
6. Charity
7. AARP
8. Animal welfare organization (ASPCA, Humane Society, etc.)
9. Environmental / Wildlife organization (WWF, Sierra Club, etc.)
10. Public broadcasting
11. YMCA / YWCA
12. Museum
13. Other nonprofit, etc. (Specify on Answer Booklet page 10)

Merchants:

14. Publisher (newspapers, books, magazines)
15. Other merchants (Specify on Answer Booklet page 10)

Services:

16. Medical (doctor, dentist, hospital, not insurance company)
17. Travel / Entertainment service (theater, hotel, airline, etc.)
18. Roadside assistance (AAA, etc.)
19. Other services (Specify on Answer Booklet page 10)

Government:

20. Federal (Social Security, VA, IRS, Medicare, etc.)
21. State and Local

E. FAMILIARITY: Was this mail piece from an organization someone in household...

1. Does or has done business with
2. Knows, but no one does business with
3. Organization no one in household knows

F. RETURN ENVELOPE: Was a return envelope or card included?

1. Yes – pre-stamped or postage paid
2. Yes – needs a stamp
3. No return envelope or card included

G. READING: Was the mail piece... (Write in one number only)

1. Read by a member of the household
2. Read by more than one member of the household
3. Looked at but not read by any member of the household
4. Discarded without being read
5. Set aside for reading later

H. REACTION: Would this mail piece be described as...

1. Useful information we like to receive
2. Interesting or enjoyable, but not useful
3. Neither interesting, enjoyable, nor useful
4. Objectionable or offensive

I. COUPONS: Did this mail piece contain coupons?

1. Yes
2. No

J. PURPOSE: What was the MAIN purpose of the mail piece? (Write in one number only)

- | | |
|---|---|
| 1. Advertisement for item(s) or service(s) to be purchased | 6. Course catalog (college classes, etc.) |
| 2. Request for donation (money, time, blood drive, goods, etc.) | 7. Invitation / Announcement / Schedule |
| 3. Political materials | 8. General information |
| 4. Newsletter / Newspaper / Magazine | 9. Other (<i>Specify on Answer Booklet page 10</i>) |
| 5. Subscription renewal notice (for a publication) | |

K. RESPONSE: Is anyone in your household considering responding to the mail piece?

- | | |
|--------|----------|
| 1. Yes | 3. Maybe |
| 2. No | |

L. CLASS: Tell us what markings are on the mail piece. (OK to choose more than one)

*For examples of Nonprofit Mail see pages 14 - 17 of the Instruction Booklet.
Look at markings in top right-hand corner, above or below the address, & inside the window.*

- | | |
|---|--|
| 1. Nonprofit Organization, or Nonprofit Org., or Nonprofit | 6. CUSTOMIZED MARKETMAIL, or CUST MKTMAIL, or CMM |
| 2. AUTO | 7. Not Flat-Machinable, or NFM |
| 3. Carrier Route Presort, or CAR-RT SORT | 8. Federal Government Mail with Official Signature (FRANKED) |
| 4. ECR with LOT, or WSS, or WSH | 9. Other Federal Government Mail |
| 5. ES, or EH, or EB, or AB, or AT, or AV, or DB, or DD, or DS,
or MB, or MA, or MM, or NV, or NT, or NA, or NM | 10. Can't classify type (<i>Please mark & place in envelope along
with other mail pieces for this day</i>) |

Packages & Expedited Materials Received

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. FORM: Was the mail piece... (Refer to the mail piece size template on page 2)

- | | |
|---|--|
| 1. SMALL envelope or padded mailer (11 1/2" X 6 1/8" or smaller) | 3. Box or other 3 dimensional packaging |
| 2. LARGE envelope or padded mailer (larger than 11 1/2" X 6 1/8") | 4. Other (Specify on Answer Booklet page 12) |

B. ADDRESSEE: Package / mail piece was addressed to...

- | | |
|--|--|
| 1. Male head of household | 5. Child (under 18) |
| 2. Female head of household | 6. Whole family |
| 3. Male & Female head of household (Mr. & Mrs.) | 7. Other addressee (Specify on Answer Booklet page 12) |
| 4. Other adult living in household (18 and over) | |

C. CONTENTS: Did this package / mail piece contain... (OK to choose more than one)

- | | |
|--|--|
| 1. Clothing / Footwear / Shoes / Jewelry / Accessories | 10. Checkbooks |
| 2. Travel products or information | 11. Health / Medical / Dental / Vision products |
| 3. Computer hardware, software, or accessories | 12. Cosmetics / Beauty products / Toiletries |
| 4. Electronic equipment | 13. Photos / Film |
| 5. Household / Kitchen / Lawn and garden products | 14. Credit card (new, replacement, or return of lost card) |
| 6. Book(s) (include telephone books) | 15. Notice / Announcement / Business invitation |
| 7. CD / DVD / Blu-ray / Video game | 16. Letter |
| 8. Toys | 17. Advertising / Promotional materials |
| 9. Food products | 18. Other contents (Specify on Answer Booklet page 12) |

D. SENDER TYPE: What type of industry did the package / mail piece come from?

- Friend or Relative (not from a business) → **SKIP TO L**
- Financial (credit card, bank, stockbroker, insurance, mortgage, etc.)
- Merchant (all stores, publisher, mail order company, auto dealer, eBay seller, etc.)
- Service (telephone, cable TV, Internet, medical, travel, Netflix, etc.)
- Manufacturer (makers of automobiles, computers, etc.)
- Government (local or federal government, including Medicare, IRS, USPS, Social Security, VA, etc.)
- Nonprofit / Charitable / Social / Political (all schools, charities, political candidates, religious and social organizations, etc.)
- Can't classify type (Specify on Answer Booklet page 12)

E. FROM: Was the package / mail piece from...

- Business – ordered by household member
- Business – ordered by a friend or relative for you → **SKIP TO G**
- Unsolicited sample → **SKIP TO G**
- Individual seller (on eBay, Craigslist, or other online sales site)
- Business – for other reasons (Specify on Answer Booklet page 12) → **SKIP TO G**

F. REASON ORDERED: I ordered this item because... (OK to choose more than one)

- | | |
|--|---|
| 1. I saw it in a print catalog | 5. I saw it on television |
| 2. I saw it online | 6. I heard about it on the radio |
| 3. I saw it in a local store | 7. I need it for medical reasons |
| 4. I saw it on a direct mail piece (not a catalog) | 8. Some other way (Specify on Answer Booklet page 12) |

G. RETURN ENVELOPE: Was a return envelope or card included?

- | | |
|--------------------------------------|--|
| 1. Yes – pre-stamped or postage paid | 3. No return envelope or card included |
| 2. Yes – needs a stamp | |

More questions on back of page →

H. ADVERTISING: Was any advertising or promotional material enclosed?

1. Yes
2. No → **SKIP TO L**

I. READING: Was the advertising... (Write in one number only)

- | | |
|--|---------------------------------|
| 1. Read by a member of the household | 4. Discarded without being read |
| 2. Read by more than one member of the household | 5. Set aside for reading later |
| 3. Looked at but not read by any member of household | |

J. REACTION: Would this advertising be described as...

- | | |
|---|---|
| 1. Useful information we like to receive | 3. Neither interesting, enjoyable, nor useful |
| 2. Interesting or enjoyable, but not useful | 4. Objectionable or offensive |

K. RESPONSE: Is anyone in your household considering responding to the advertisement?

- | | |
|--------|----------|
| 1. Yes | 3. Maybe |
| 2. No | |

L. SPECIAL SVCS: Did the package / mail piece have any of the following special services? (OK to choose more than one)

- | | |
|-----------------------------|---|
| 1. Return Receipt Requested | 6. Stamped "Special Handling" |
| 2. Delivery Confirmation | 7. Certificate of Mailing |
| 3. Signature Confirmation | 8. Restricted Delivery |
| 4. Insured | 9. No special services |
| 5. COD | 10. Other (Specify on Answer Booklet page 12) |

M. CLASS: Package / Mail Classification (OK to choose more than one)**USPS Ground Packages:**

1. First-Class (Package or Parcel) (up to 13 oz.)
2. Standard or Presorted Standard (PRSRT STD)
3. Standard Post
4. Nonprofit
5. Parcel Select
6. PS Lightweight / Parcel Select Lightweight
7. Bound Printed Matter or BPM
8. Media Mail
9. Package received from outside the U.S.

Non-USPS Ground Packages:

10. UPS (Ground, 3 Day Select)
11. FedEx (Ground, Express Saver, SmartPost)

Expedited Mail & Packages:

12. Express Mail/Priority Mail Express (delivered by USPS)
13. Priority Mail (delivered by USPS)
14. UPS Next Day Air
15. UPS 2nd Day Air
16. FedEx Overnight
17. FedEx 2Day

Other:

18. Other classification (Specify on Answer Booklet page 12)

Packages & Expedited Materials Sent

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. FORM: Was the mail piece... (Refer to the mail piece size template on page 2)

- | | |
|---|--|
| 1. SMALL envelope or padded mailer (11 1/2" X 6 1/8" or smaller) | 3. Box or other 3 dimensional packaging |
| 2. LARGE envelope or padded mailer (larger than 11 1/2" X 6 1/8") | 4. Other (Specify on Answer Booklet page 14) |

B. CONTENTS: Did this package / mail piece contain... (OK to choose more than one)

- | | |
|--|---|
| 1. Clothing / Footwear / Shoes / Jewelry / Accessories | 10. Checkbooks |
| 2. Travel products or information | 11. Health / Medical / Dental / Vision products |
| 3. Computer hardware, software, or accessories | 12. Cosmetics / Beauty products / Toiletries |
| 4. Electronic equipment | 13. Photos / Film |
| 5. Household / Kitchen / Lawn and garden products | 14. Greeting card (holiday, birthday, thank you, etc.) |
| 6. Book(s) (include telephone books) | 15. Invitation |
| 7. CD / DVD / Blu-ray / Video game | 16. Letter |
| 8. Toys | 17. Completed forms (insurance forms, proxy vote, etc.) |
| 9. Food products | 18. Other contents (Specify on Answer Booklet page 14) |

C. ADDRESSEE TYPE: What type of industry did you send the package / mail piece to?

1. Friend or Relative (not to a business) → **SKIP TO F**
2. Financial (credit card, bank, stockbroker, insurance, mortgage, etc.)
3. Merchant (all stores, publisher, mail order company, auto dealer, eBay buyer or seller, etc.)
4. Service (telephone, cable TV, Internet, medical, travel, Netflix, etc.)
5. Manufacturer (makers of automobiles, computers, etc.)
6. Government (local or federal government, including Medicare, IRS, USPS, Social Security, VA, etc.)
7. Nonprofit / Charitable / Social / Political (all schools, charities, political candidates, religious and social organizations, etc.)
8. Can't classify type (Specify on Answer Booklet page 14)

D. AD RESPONSE: Was the package / mail piece sent in response to advertising or solicitation for funds?

1. Yes
2. No → **SKIP TO F**

E. AD MATERIAL: Was the advertising / promotional / solicitation material...

- | | |
|---------------------------------------|--|
| 1. Received in mail (not in magazine) | 5. Heard on radio |
| 2. Seen in magazine | 6. Received over telephone |
| 3. Seen in newspaper | 7. Seen on the Internet |
| 4. Seen on television | 8. Other advertising (Specify on Answer Booklet page 14) |

F. DISTANCE: How far away did you send this package / mail piece?

Local:

1. Local

Out of town:

- | | |
|---------------------|------------------------------|
| 2. 50 miles or less | 5. 301 to 600 miles |
| 3. 51 to 150 miles | 6. 601 to 1,000 miles |
| 4. 151 to 300 miles | 7. 1,001 to 1,400 miles |
| | 8. 1,401 to 1,800 miles |
| | 9. More than 1,800 miles |
| | 10. Out of the United States |

G. REASON: Why did you send this package / mail piece?

- | | |
|--|--|
| 1. Gift or other item sent to friend or relative | 4. Sending item sold on eBay, craigslist, or other online sales site |
| 2. Returning merchandise ordered | 5. Other reason (Specify on Answer Booklet page 14) |
| 3. Returning unsolicited merchandise | |

More questions on back of page →

H. SPECIAL SVCS: Did you send this package / mail piece with any of the following special services? (OK to choose more than one)

- | | |
|-----------------------------|--|
| 1. Return Receipt Requested | 6. Stamped "Special Handling" |
| 2. Delivery Confirmation | 7. Certificate of Mailing |
| 3. Signature Confirmation | 8. Restricted Delivery |
| 4. Insured | 9. No special services |
| 5. COD | 10. Other (<i>Specify on Answer Booklet page 14</i>) |

I. CLASS: Package / Mail Classification (OK to choose more than one)**USPS Ground Packages:**

1. First-Class (Package or Parcel) (up to 13 oz.)
2. Standard Post
3. Bound Printed Matter or BPM
4. Media Mail
5. Mail sent outside the U.S.

Non-USPS Ground Packages:

6. UPS (Ground, 3 Day Select)
7. FedEx (Ground, Express Saver, SmartPost)

Expedited Mail and Packages:

8. Express Mail/Priority Mail Express (sent by USPS)
9. Priority Mail (sent by USPS)
10. UPS Next Day Air
11. UPS 2nd Day Air
12. FedEx Overnight
13. FedEx 2Day

Other:

14. Other classification (*Specify on Answer Booklet page 14*)

Question Sheet

**Magazines, Newspapers, or
Other Periodicals Received****Periodicals cannot have First-Class, Presorted Standard, or Nonprofit postage markings.****Record only if delivered by the U.S. Postal Service.***WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE***A. TYPE: This periodical is...**

- | | |
|---------------------|--|
| 1. Daily newspaper | 5. Monthly magazine |
| 2. Weekly newspaper | 6. Other magazine |
| 3. Other newspaper | 7. Newsletter |
| 4. Weekly magazine | 8. Other periodical (<i>Specify on Answer Booklet page 16</i>) |

B. SENDER TYPE: Was the periodical from...

- | | |
|----------------------------|---|
| 1. Union | 5. Educational organization |
| 2. Religious organization | 6. Professional organization – someone in household is member |
| 3. Veterans' organization | 7. Any other organization |
| 4. Charitable organization | 8. Any other publisher |

C. SUBSCRIPTION: Type of subscription?

- | | |
|---|--|
| 1. Paid - ordered by household member | 4. Free - came with membership |
| 2. Free - ordered by household member | 5. Gift subscription from a friend or relative |
| 3. Free - not ordered by household member | 6. Other subscription (<i>Specify on Answer Booklet page 16</i>) |

D. ARRIVAL TIME: This periodical...

- | | |
|----------------------------------|--|
| 1. Arrived earlier than expected | 3. Arrived later than expected |
| 2. Arrived on day expected | 4. Was not expected to arrive on any special day |

E. DELIVERY: This periodical...

- | | |
|--|---|
| 1. Could arrive later and not cause difficulty/inconvenience | 4. Arrives so late that it causes difficulty/inconvenience |
| 2. Comes on the proper day and shouldn't come any later | 5. Delivery date is not important |
| 3. Doesn't have a regular delivery day | 6. Other delivery need (<i>Specify on Answer Booklet page 16</i>) |

Question Sheet

Unaddressed Mail Received



Unaddressed mail has no postage markings and no address information.

Packets of advertisements that are folded together are considered a single mail piece.

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. CONTENTS: Did the mail piece contain...

1. Coupons from a single organization
2. Coupons from multiple organizations → **SKIP TO D**
3. Advertising from a single organization
4. Advertising from multiple organizations → **SKIP TO D**
5. Both coupons and advertising from a single organization
6. Both coupons and advertising from multiple organizations → **SKIP TO D**
7. Political materials
8. Product samples (with or without coupons)

B. SENDER TYPE: What type of industry did the mail piece come from?

Financial (including all types of credit cards):

1. Credit Card (from any bank, store, or company)
2. Bank / Savings & loan / Credit union / Loan company
3. Insurance company (medical, dental, life, auto, etc.)
4. Real estate / Mortgage
5. Investments (stock, mutual fund, retirement plan, etc.)
6. Other financial (*Specify on Answer Booklet page 18*)

Merchants:

7. Supermarket / Grocery store
8. Department / Discount store
9. Other store (electronics, shoes, clothes, hardware, etc.)
10. Mail order company
11. Restaurant (incl. fast food, pizza delivery, etc.)
12. Publisher (newspapers, books, magazines)
13. Auto dealership (not manufacturer or service department)
14. Individual seller (on eBay, craigslist, or other online sales site)
15. Other merchants (*Specify on Answer Booklet page 18*)

Services:

16. Telephone / Cell / Cable / Satellite / Internet
17. Electric / Gas / Water / Utility company
18. Medical (doctor, dentist, hospital, not insurance company)
19. Other professional (lawyer, accountant, etc.)

Services continued:

20. DVD / Blu-ray / Video game rental company (Netflix, etc.)
21. Craftsman (plumber, carpenter, electrician, etc.)
22. Travel / Entertainment service (theater, hotel, airline, etc.)
23. Auto maintenance (oil change, mechanic, etc.)
24. Roadside assistance (AAA, etc.)
25. Other services (*Specify on Answer Booklet page 18*)

Manufacturers:

26. All manufacturers (makers of automobiles, computers, etc.)

Government:

27. Federal (Social Security, VA, IRS, Medicare, etc.)
28. State and Local (not a utility company)

Nonprofit / Charitable / Social / Political:

29. Educational (public & private schools, universities, etc.)
30. Political (campaign, political action committee, political party, etc.)
31. Union or professional organization
32. Church / Religious Organization
33. Veterans (VFW, American Legion, DAV, etc.)
34. Charity
35. AARP (for AARP insurance plans, record code 3)
36. Other nonprofit, etc. (*Specify on Answer Booklet page 18*)

C. FAMILIARITY: Was this mail piece from an organization someone in household...

1. Does or has done business with
2. Knows, but no one does business with
3. Organization no one in household knows

D. READING: Was the mail piece... (Write in one number only)

1. Read by a household member
2. Read by more than one household member
3. Looked at but not read by any household member
4. Discarded without being read
5. Set aside for reading later

E. REACTION: Would this mail piece be described as...

1. Useful information we like to receive
2. Interesting or enjoyable, but not useful
3. Neither interesting, enjoyable, nor useful
4. Objectionable or offensive



Appendix C2: Diary Package – Answer Booklet

Answer Booklet for:

MONDAY

Use with the Question Booklet



Please send us your mail pieces
with your completed Answer Booklets.
(keep the contents of the mail piece
if it's something you need)

Thanks for your Help!

Summary Page

Please print clearly as in the example below:

OR

Use a pen in black or blue ink
DO NOT USE PENCIL

Did not Receive or Send any Mail/Packages Today: →

(If no mail received or sent, mark the box above with an "X." You are done for today.)

Mail RECEIVED Monday: **Total # Received**

Record the total number of mail received above and then record for each mail type below.

- 1. First-Class:** **Total # Received** → GO TO PAGE 3 (PURPLE)
First-Class errors: # Wrong address, right person → GO TO PAGE 3 (PURPLE)
 # Right address, wrong person } DO NOT ANSWER
 # Wrong address, wrong person } QUESTIONS ABOUT
THESE MAIL PIECES
- 2. Presorted Standard:** **Total # Received** → GO TO PAGE 7 (BLUE)
- 3. Nonprofit Organization:** **Total # Received** → GO TO PAGE 9 (GRAY)
- 4. Packages & Expedited:** **Total # Received** → GO TO PAGE 11 (GREEN)
- 5. Magazines, Newspapers, or Other Periodicals:** **Total # Received** → GO TO PAGE 15 (YELLOW)
- 6. Unaddressed Mail:** **Total # Received** → GO TO PAGE 17 (PINK)

Mail SENT Monday: **Total # Sent**

- Envelopes (First-Class): **Total # Sent**
- Postcards (First-Class): **Total # Sent** } GO TO PAGE 5 (PURPLE)
- Packages & Expedited: **Total # Sent** → GO TO PAGE 13 (GREEN)

Answer Sheet Example

Please print clearly as in the example:

1 OR 20

Use a pen in black or blue ink
DO NOT USE PENCIL

As an example, let's say you received four First-Class mail pieces on Monday. Mail Piece #1 is a First-Class postcard from a mail order company, and Mail Piece #2 is a personal letter.

1. Open the **Question Booklet** to purple page 3, **First-Class / Presorted First-Class Mail Received**.
2. For question A, your number code is either: 1 (envelope), 2 (postcard), 3 (flyer or catalog), or 4 (envelope larger than letter size) as shown on the question sheet.
3. Write a "2" for a postcard in the first column under Mail Piece #1 (see below).
4. Finish answering the remaining questions (B-J) about the postcard.
5. Answer the same questions about Mail Piece #2, the letter from a friend, on the same page in the column under Mail Piece #2, then continue to record Mail Pieces #3 and #4.

Mail Piece #1 Postcard **Mail Piece #2 Personal Letter**

Answer Sheet Purple

First-Class / Presorted First-Class Mail Received

Answer questions about each mail piece down the columns. There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. FORM	2	1	2	1	1							
B. ADDRESSEE	1	2	1	3	3							
C. RETURN ENVELOPE	3	3	3	2	3							
D. SENDER TYPE	10	32	16	1	27							
E. PURPOSE	9	4	9	7	6							
F. ADVERTISING				1	2							
G. READING	2		1	3								
H. REACTION	3		1	1								
I. RESPONSE	2		1	3								
CLASS	1	3	2	1	1	15						
J. OK to choose up to 4 codes. (See example on pg. 2)	4		5	4	4							

Monday 877714 **Page 3**

Match to question on the First-Class / Presorted First-Class Mail Received "Question Sheet."

See the "Question Sheet" for the list of codes for each question.

For questions where it is "OK to choose more than one," you can record up to four codes.

First-Class / Presorted First-Class Mail Received

Answer questions about each mail piece down the columns.
There are columns for up to 12 pieces of mail.

Questions are
in the Question
Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. FORM												
B. ADDRESSEE												
C. RETURN ENVELOPE												
D. SENDER TYPE												
E. PURPOSE												
F. ADVERTISING												
G. READING												
H. REACTION												
I. RESPONSE												
J. CLASS OK to choose up to 4 codes. (See example on pg. 2)												

First-Class /Presorted First-Class Mail Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments

First-Class Mail Sent

Answer questions about each mail piece down the columns.
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. FORM												
B. ADDRESSEE TYPE												
C. PURPOSE												
D. AD RESPONSE												
E. AD MATERIAL												
F. RETURN ENVELOPE												
G. SPECIAL SVCS OK to choose up to 2 codes.												
H. PO BOX												
I. POSTAGE TYPE												

Presorted Standard Mail Received

Answer questions about each mail piece down the columns.
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. ADDRESSEE												
B. FORM												
C. MULTIPLE												
D. SENDER TYPE												
E. FAMILIARITY												
F. RETURN ENVELOPE												
G. READING												
H. REACTION												
I. COUPONS												
J. PURPOSE												
K. RESPONSE												
L. CLASS OK to choose up to 4 codes. (See example on pg. 2)												

Presorted Standard Mail Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments

Nonprofit Organization Mail Received

Answer questions about each mail piece down the columns. There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. ADDRESSEE												
B. FORM												
C. MULTIPLE												
D. SENDER TYPE												
E. FAMILIARITY												
F. RETURN ENVELOPE												
G. READING												
H. REACTION												
I. COUPONS												
J. PURPOSE												
K. RESPONSE												
L. CLASS OK to choose up to 4 codes. (See example on pg. 2)												

Packages & Expedited Materials Received

Answer questions about each mail piece down the columns. There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. FORM												
B. ADDRESSEE												
C. CONTENTS OK to choose up to 4 codes. (See example on pg. 2)												
D. SENDER TYPE												
E. FROM												
F. REASON ORDERED OK to choose up to 4 codes. (See example on pg. 2)												
G. RETURN ENVELOPE												
H. ADVERTISING												
I. READING												
J. REACTION												
K. RESPONSE												
L. SPECIAL SVCS OK to choose up to 2 codes.												
M. CLASS OK to choose up to 4 codes. (See example on pg. 2)												

Packages & Expedited Materials Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments

Packages & Expedited Materials Sent

Answer questions about each mail piece down the columns. There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. FORM												
B. CONTENTS OK to choose up to 4 codes. (See example on pg. 2)												
C. ADDRESSEE TYPE												
D. AD RESPONSE												
E. AD MATERIAL												
F. DISTANCE												
G. REASON												
H. SPECIAL SVCS OK to choose up to 2 codes.												
I. CLASS OK to choose up to 4 codes. (See example on pg. 2)												

Packages & Expedited Materials Sent

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments

Magazines, Newspapers, or Other Periodicals Received

Answer questions about each mail piece down the columns. There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. TYPE												
B. SENDER TYPE												
C. SUBSCRIPTION												
D. ARRIVAL TIME												
E. DELIVERY												

Magazines, Newspapers, or Other Periodicals Received

Specify other answers and/or provide comments here

Mail **Question** **Specify Other Answers or Comments**
Piece # **Letter**

Mail Piece #	Question Letter	Specify Other Answers or Comments

Unaddressed Mail Received

Answer questions about each mail piece down the columns.
There are columns for up to 12 pieces of mail.

Questions are
in the Question
Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. CONTENTS												
B. SENDER TYPE												
C. FAMILIARITY												
D. READING												
E. REACTION												

Unaddressed Mail Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments



Appendix C2: Diary Package – Daily Envelope



5a

MONDAY

Insert your Mail Pieces and completed Answer Booklet for Monday in this envelope.

At the end of your recording week, please send all your Daily envelopes (*with the completed Answer Booklets and Mail Pieces in each*), in the postage-paid Priority Mail envelope provided.

Thanks for your Help!



Appendix C2: Diary Package – Gift Selection Form

Gift Selection Form

In appreciation for your participation, choose **ONE** of the following gifts*:

- Forty dollars**
- 100 First-Class stamps**

* Please allow 10-12 weeks for processing

Make any changes to your name and address below (please print clearly):

Name

Street number Street name (include apt. or unit #)

City, State, and Zip

(_____) _____ - _____
Telephone number

Mail this form back with your Mail Pieces and completed Answer Booklets!

Gift Selection Form

In appreciation for your participation, choose **ONE** of the following gifts*:

- Forty dollars**
- 100 First-Class stamps**

* Please allow 10-12 weeks for processing

Make any changes to your name and address below (please print clearly):

Name

Street number Street name (include apt. or unit #)

City, State, and Zip

(_____) _____ - _____
Telephone number

Mail this form back with your Mail Pieces and completed Answer Booklets!



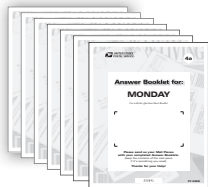
Appendix C2: Diary Package – “I’m Done...” Card

I'm done, what do I send back? 7

- 1 Completed **Answer Booklets & Mail Pieces** for each day in the corresponding Daily envelope.



Mail Pieces



Answer Booklets



Daily Envelopes

- 2 **Gift Selection Form** with your choice of gift selected.

- 3 Place Daily envelopes and Gift Form in the **postage-paid Priority Mail envelope**. Drop in any public U.S. Postal Service mail box or at your local post office.

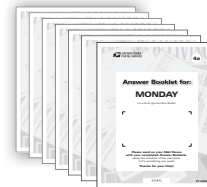


I'm done, what do I send back? 7

- 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.

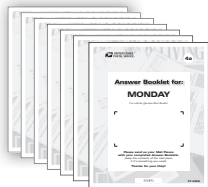


I'm done, what do I send back? 7

- 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.

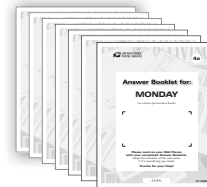


I'm done, what do I send back? 7

- 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.



