

Table A8-1
First Class Mail Received by Type
Pieces in Millions
Years 2000 - 2007 (Diary Data)

	2000	2001	2002	2003	2004	2005	2006	2007
Correspondence								
Personal	7,211	7,456	7,154	6,457	6,561	5,870	6,079	5,610
Greeting Cards	4,052	4,472	4,456	3,816	4,014	3,586	3,935	3,571
Letter from Friend or Relative	1,769	1,839	1,629	1,467	1,385	1,227	1,138	1,116
Other Personal	1,391	1,145	1,070	1,174	1,161	1,057	1,006	923
Business/Government	6,433	6,859	6,881	6,584	6,974	6,328	5,029	4,355
Social	2,660	2,470	2,613	2,918	2,333	2,318	2,198	2,541
Total	16,304	16,785	16,649	15,960	15,867	14,517	13,306	12,506
Transactions								
Bills	12,618	13,669	14,315	14,237	14,555	14,345	14,111	13,808
Financial Statements	6,117	7,598	6,874	6,429	6,452	6,594	6,920	7,133
Credit Card Statement/Bill	2,958	4,423	4,280	4,305	3,926	4,311	4,969	4,980
Notice or Confirmation of Order	2,007	2,502	2,860	2,429	2,252	2,518	2,738	3,242
Payment/Check/Credit	1,481	1,679	1,635	1,618	1,552	1,437	1,439	1,418
Other ①	2,500	1,629	1,679	1,698	1,329	2,306	2,680	3,647
Total	27,680	31,501	31,643	30,716	30,065	31,512	32,857	34,228
Advertising (Ads Only)								
	7,930	10,743	10,624	9,659	8,840	10,546	10,343	9,034
CD/DVD/Video Games ②								
	N/A	640						
DK/RF								
	4,890	1,483	1,613	2,534	2,498	2,208	2,916	2,449
Total First-Class Received								
	56,805	60,512	60,529	58,869	57,270	58,783	59,423	58,856

① Other Transactions include Rebates, Request for Donation, Confirmation of Donation, Social Bills, Direct Deposit Receipts, Sweepstakes, Educational Acceptances, Insurance Related, Replacement Credit Cards and Tax Related

② CD/DVD/Video Games not collected as a separate category prior to 2007.

Table A8-2
Shares of First Class Mail Received by Type
Years 2000 - 2007 (Diary Data)

	2000	2001	2002	2003	2004	2005	2006	2007
Correspondence								
Personal	13%	12%	12%	11%	11%	10%	10%	10%
Greeting Cards	7%	7%	7%	6%	7%	6%	7%	6%
Letter from Friend or Relative	3%	3%	3%	2%	2%	2%	2%	2%
Other Personal	2%	2%	2%	2%	2%	2%	2%	2%
Business/Government	11%	11%	11%	11%	12%	11%	8%	7%
Social	5%	4%	4%	5%	4%	4%	4%	4%
Total	29%	28%	28%	27%	28%	25%	22%	21%
Transactions								
Bills	22%	23%	24%	24%	25%	24%	24%	23%
Financial Statements	11%	13%	11%	11%	11%	11%	12%	12%
Credit Card Statement/Bill	5%	7%	7%	7%	7%	7%	8%	8%
Notice or Confirmation of Order	4%	4%	5%	4%	4%	4%	5%	6%
Payment/Check/Credit	3%	3%	3%	3%	3%	2%	2%	2%
Other ①	4%	3%	3%	3%	2%	4%	5%	6%
Total	49%	52%	52%	52%	52%	54%	55%	58%
Advertising (Ads Only)								
	14%	18%	18%	16%	15%	18%	17%	15%
CD/DVD/Video Games ②								
	N/A	1%						
DK/RF								
	9%	2%	3%	4%	4%	4%	5%	4%
Total First-Class Received								
	100%	100%	100%	100%	100%	100%	100%	100%

① Other Transactions include Rebates, Request for Donation, Confirmation of Donation, Social Bills, Direct Deposit Receipts, Sweepstakes, Educational Acceptances, Insurance Related, Replacement Credit Cards and Tax Related

② CD/DVD/Video Games not collected as a separate category prior to 2007.

Table A8-3
First Class Mail Sent by type
Pieces in Millions
Years 2000 - 2007 (Diary Data)

	2000	2001	2002	2003	2004	2005	2006	2007
Correspondence								
Personal	6,680	7,135	7,154	6,457	6,561	5,870	6,277	5,811
Greeting Cards	3,818	4,561	4,223	3,958	4,332	4,010	4,294	3,887
Letter to Friend or Relative	1,915	1,740	1,974	1,561	1,513	1,071	1,240	1,250
Other Personal	947	833	957	938	715	789	744	675
Business/Government	2,057	2,049	2,142	1,610	1,720	1,702	1,662	1,678
Social	775	419	444	440	447	417	372	454
Total	9,512	9,603	9,740	8,508	8,728	7,989	8,311	7,944
Transactions								
Bill Payment	11,327	11,212	11,996	10,707	11,152	10,809	9,949	10,202
Orders	853	734	774	739	734	769	612	560
Donations	578	572	574	536	598	560	524	550
Total	12,758	12,518	13,345	11,981	12,484	12,139	11,085	11,311
CD/DVD/Video Games ①								
	N/A	540						
DK/RF								
	361	1,701	1,982	1,176	1,185	1,013	824	966
Total First-Class Sent								
	22,631	23,822	25,067	21,665	22,396	21,141	20,219	20,761

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

Table A8-4
Shares of First Class Mail Sent by type ①
Years 2000 - 2007 (Diary Data)

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

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

Table A8-5
Bills Paid by Method
Average Pieces per Household per Month
Years 2000 - 2007 (Recruitment Data)

Method	2000	2001	2002	2003	2004	2005	2006	2007
Mail	8.7	8.8	8.7	8.3	8.4	8.0	7.4	7.5
Internet	.2	.4	.5	.7	1.1	1.3	1.6	1.9
Auto Deduction from Bank	.8	.8	1.0	1.0	1.2	1.2	1.3	1.4
In Person	1.0	.8	.9	.8	.8	.8	.8	.7
Credit Card	N/A	N/A	.2	.2	.3	.3	.4	.4
Telephone	.1	.2	.2	.2	.3	.3	.3	.3
ATM	0	0	0	0	0	0	0	0
Total	11.0	11.0	11.5	11.3	12.1	11.9	11.8	12.1
Total Electronic ①	1.2	1.4	1.9	2.1	2.9	3.2	3.6	3.9

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

Table A8-6
Shares of Bills Paid by Method
Years 2000 - 2007 (Recruitment Data)

Method	2000	2001	2002	2003	2004	2005	2006	2007
Mail	80%	80%	75%	74%	70%	67%	63%	62%
Internet	2%	4%	4%	6%	9%	11%	14%	16%
Auto Deduction from Bank	7%	7%	8%	9%	10%	10%	11%	11%
In Person	9%	8%	8%	7%	6%	6%	7%	6%
Credit Card	N/A	N/A	2%	2%	3%	3%	3%	3%
Telephone	1%	2%	2%	2%	2%	2%	3%	2%
ATM	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Total Electronic ①	11%	13%	17%	19%	24%	27%	30%	32%

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

Table A8-7
Shares of Households using Method of Paying Bills
Years 2000 - 2007 (Recruitment Data)

Method	2000	2001	2002	2003	2004	2005	2006	2007
Mail	92%	91%	93%	92%	93%	93%	92%	92%
Auto Deduction from Bank Account	31%	32%	41%	41%	49%	52%	52%	53%
Internet	4%	8%	11%	14%	20%	24%	28%	30%
In Person	35%	30%	33%	33%	32%	33%	36%	31%
Credit Card	N/A	N/A	15%	15%	19%	19%	21%	21%
Telephone	5%	8%	9%	10%	12%	14%	15%	13%
ATM	2%	2%	2%	1%	1%	1%	1%	1%

Table A8-8
Type of Payments made by Mail
Pieces in Millions by Payee Type
Years 2000 - 2007 (Diary Data)

Payee	2000	2001	2002	2003	2004	2005	2006	2007
Financial								
Credit Card	2,553	2,414	2,564	2,355	2,380	2,302	2,039	2,019
Bank, S&L, Credit Union	752	780	889	761	770	834	659	759
Insurance Company	858	750	908	756	867	805	781	785
Real Estate/Mortgage	368	332	353	310	380	398	356	369
Other Financial	168	130	100	99	57	78	90	96
Total Financial	4,699	4,407	4,814	4,282	4,454	4,418	3,924	4,028
Merchants								
Department Store	481	381	488	364	356	433	329	329
Publisher	499	408	471	374	373	321	326	289
Mail Order Company	298	278	254	194	193	180	203	151
Other Merchants	239	212	187	177	176	164	209	214
Total Merchants	1,518	1,280	1,401	1,109	1,098	1,097	1,067	983
Services								
Telephone Company	1,378	1,602	1,597	1,542	1,510	1,323	1,292	1,232
Utility Company	1,437	1,669	1,678	1,540	1,810	1,642	1,509	1,606
Medical and Other Professo	612	645	698	672	751	729	698	822
Cable TV	594	515	603	602	587	646	612	596
Other Service	538	445	462	400	392	396	383	384
Total Service	4,560	4,875	5,039	4,756	5,051	4,736	4,494	4,640
Manufacturers								
Manufacturers	24	47	31	54	41	34	24	30
Government	302	364	409	318	374	388	299	406
Social	139	68	144	64	4	35	27	0
Other/Don't Know/Refused	84	171	160	123	131	101	113	114
Total – All Industries								
Total – All Industries	11,327	11,212	11,996	10,707	11,152	10,809	9,949	10,202

Table A8-10
Share of Households by Internet Access type
Years 2000 - 2007 (Diary Sample)

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

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

Table A8-12
Advertising Volume
Pieces in Millions
Years 2000 - 2007 (Diary Data)

	2000	2001	2002	2003	2004	2005	2006	2007
First-Class Ads	15,335	19,146	18,376	17,450	16,329	18,395	17,997	16,888
Advertising Only	7,930	10,743	10,624	9,659	8,840	10,546	10,343	9,034
Secondary Advertising	7,404	8,402	7,752	7,791	7,489	7,849	7,653	7,854
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Standard Ads ①	60,496	72,174	71,088	74,205	78,119	83,498	86,874	83,411
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Total Ads	75,830	91,319	89,464	91,655	94,448	101,893	104,871	100,299
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First-Class Ads Share of Total Ads	20%	21%	21%	19%	17%	18%	17%	17%

① Prior to 2007, Detached Address Labels (approx. 3 billion in 2006) were counted as separate pieces, resulting in double counting errors.

Table A8-13
Advertising Mail By Sender Type
Pieces in Millions
Years 2000 - 2007 (Diary Data)

	2000	2001	2002	2003	2004	2005	2006	2007
First-Class Ads ①								
Financial	6,111	7,876	8,057	7,375	7,036	8,578	7,948	6,696
Merchants	4,241	5,063	4,263	4,092	3,811	4,033	3,955	3,957
Services	3,517	4,564	4,608	4,545	4,222	4,328	4,541	4,629
Manufacturers	286	406	376	388	388	401	373	469
Government	230	286	275	277	272	405	427	349
Social	836	891	718	680	564	595	675	704
Other	114	60	78	93	36	55	78	84
Total	15,335	19,146	18,376	17,450	16,329	18,395	17,997	16,888
Standard Ads ②								
Financial	8,156	12,641	13,397	13,961	16,306	19,367	19,909	17,921
Merchants	23,645	29,709	28,707	27,623	27,904	28,965	30,363	29,876
Services	6,194	9,099	8,213	8,932	9,082	9,948	9,619	10,853
Manufacturers	846	1,220	1,102	1,401	1,399	1,643	1,537	1,529
Government	1,053	1,089	1,192	973	1,166	1,283	1,626	1,408
Social	11,911	10,632	10,759	12,722	13,135	13,630	14,082	13,756
From Multiple Organizations	7,865	7,262	7,236	8,055	8,600	8,081	9,169	7,673
Other	825	521	483	538	527	580	569	396
Total	60,496	72,174	71,088	74,205	78,119	83,498	86,874	83,411
Total Ads								
Financial	14,267	20,517	21,453	21,337	23,342	27,945	27,857	24,617
Merchants	27,886	34,772	32,970	31,715	31,716	32,998	34,318	33,832
Services	9,711	13,663	12,821	13,477	13,304	14,276	14,160	15,482
Manufacturers	1,131	1,626	1,478	1,789	1,787	2,044	1,909	1,998
Government	1,283	1,375	1,467	1,249	1,439	1,688	2,053	1,757
Social	12,747	11,523	11,477	13,402	13,698	14,225	14,757	14,460
From Multiple Organizations	7,865	7,262	7,236	8,055	8,600	8,081	9,169	7,673
Other	939	582	561	631	564	636	648	480
Total	75,830	91,319	89,464	91,655	94,448	101,893	104,871	100,299

① Includes Secondary Advertising

② Prior to 2007, Detached Address Labels (approx. 3 billion in 2006) were counted as separate pieces, resulting in double counting errors.

Table A8-14
Advertising Mail By Sender Type
Percent of Pieces
Years 2000 - 2007 (Diary Data)

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

① Includes Secondary Advertising

② Prior to 2007, Detached Address Labels (approx. 3 billion in 2006) were counted as separate pieces, resulting in double counting errors.

Table A8-15
Treatment Of Advertising Material By Household Income
Percent of Households
Years 2000 - 2007 (Recruitment Data)

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

Table A8-16
Purchases Resulting from Ad Mail In Previous Month
Percent of Households
Years 2000 - 2007 (Recruitment Data)

	2000	2001	2002	2003	2004	2005	2006	2007
None	76%	79%	75%	74%	75%	77%	75%	78%
1	11%	9%	11%	12%	12%	11%	11%	12%
2	6%	5%	6%	6%	6%	6%	7%	5%
3-5	5%	4%	5%	5%	4%	4%	5%	4%
6 or More	1%	1%	2%	2%	2%	1%	2%	1%