

CONFIRM[®] MARKET RESEARCH

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I. INTRODUCTION

National Analysts was commissioned by the Postal Service to perform survey research in order to assess the market demand for the CONFIRM[®] products at two different pricing scenarios. The Postal Service intends to offer three levels of service – silver, gold and platinum – that potential users can select to electronically track their incoming and/or outgoing mail pieces.

Participants in the CONFIRM pilot program and non-pilot large volume mailers (i.e., those who had FY2000 First-Class Mail or Standard A Mail permit imprint expenses that were greater than \$500,000) were interviewed to determine their interest in obtaining one or more subscriptions for the CONFIRM product. Depending upon their mailing behaviors, participants were asked about their interest in Destination CONFIRM, Origin CONFIRM, or both. Specifically, respondents were asked to indicate their likelihood of purchasing a CONFIRM subscription in the year 2002, which type of subscription, if any, they would purchase, and the total number of subscriptions, additional scan increments, and additional Mailer IDs they would purchase at two separate price points. Both non-reseller companies (i.e., primary mailers/owners) and resellers (e.g., mail preparers, printers, etc.) were interviewed, since the CONFIRM product is intended for usage by both types of mailers.

The information about the research presented in this Category 2 Library Reference provides the foundational material for witness Rothschild's testimony. The results, which were obtained from responses to survey questionnaires administered to CONFIRM pilot participants and non-pilot large volume mailers, were provided to witness Kiefer for use in his testimony in this case.

II. PROJECT OVERVIEW

In the course of this study, 696 interviews were completed with customers registered in the pilot program (referred to as "Registered Customers") as well as non-registered large volume mailers (referred to as "Non-Registered Customers"). Both the Registered and Non-Registered customer groups included organizations that provide printing and mailing services for other businesses (referred to as "Resellers") as well other types of organizations. Of the completed interviews, 684 were included in the analysis¹ – distributed as shown in Table 1 below.

Table 1
Distribution of CONFIRM Interviews

	Total	Resellers	Non-Resellers	Registered Customers	Non-Registered Customers
Destination CONFIRM	181	134	47	50	131
Origin CONFIRM	146	5	141	19	127
Destination & Origin CONFIRM	357	180	177	100	257
Total	684	319	365	169	515

The following sections of this Library Reference detail the survey methodology including the sample design, questionnaire development, data collection, data preparation, and resulting subscription estimates and standard errors.

¹ Twelve interviews were voided due to inadequate and/or inconsistent responses.

III. SAMPLE DESIGN

The sample design for this study involved two stages: 1) a simple stratified sample of business locations identified as high volume mailers by the U.S. Postal Service; and 2) a sample of buyers whose mail piece characteristics were identified as eligible for the CONFIRM product.

The sampling frame for this study was developed from two files provided to National Analysts by the U.S. Postal Service. The first file was an extract from the Commercial Business Customer Information System (CBCIS) file containing Postal Service customers who were permit holders, had meters, or were government agency sites, and had some First-Class Mail or Standard A Mail volume or postage expenses for FY2000. The second file was a list of companies that had registered to "test" the CONFIRM product. During construction of the extract for the first file, volumes and revenues were rolled up to a business location or site level such that those with more than one permit for each particular mail class that was included in the research – First-Class Mail or Standard A Mail -- were aggregated. Only those business locations with over \$500,000 annual FY2000 permit imprint expenses in First-Class Mail or Standard A Mail were included in the sampling frame for the study. The second file contained a list of 639 current/past registered CONFIRM customers.

Prior to sampling, the Postal Service locations in the registered customer file were removed, leaving 561 business locations for sampling purposes. The registered and non-registered customers' files were then merged and deduplicated, and the combined file of business locations was stratified into one of four groups: 1) Registered Customers; 2) High First-Class Mail Only; 3) High Standard A Mail Only; and 4) High First-Class and Standard A Mail. The deduplicated counts of locations, within these primary sampling strata, are shown in Table 2. An attempt was made to contact all 4,734 companies included in the sampling frame.

Table 2
Number of Frame Locations Within Primary Sampling Strata

Primary Sampling Stratum	# of Business Locations
1. Registered Customers	561
2. High First-Class Mail Only	1,187
3. High Standard A Mail Only	2,397
4. High First -Class and Standard A Mail	589

During the screening process, locations were classified as either resellers or non-resellers, because the nature of the questions posed to them during the interview differed. These differences are explained more fully on page 6 of this library reference. Resellers are printers, lettershops, direct mail agencies, and similar organizations that provide mailing services for other businesses, while non-resellers are those that do not provide these services and, therefore, mail for themselves (i.e., owners of the mail).

Within non-reseller locations, interviews were conducted within four functional areas – marketing, billing, payments/donations/orders, and fulfillment – the areas that are most likely to be interested in the CONFIRM product. Individuals from each functional area (if present at the location) were eligible to be contacted during the screening process, and it was possible that more than one interview was conducted with different individuals at the same organization.

IV. SCREENER & QUESTIONNAIRE DEVELOPMENT & PRETESTING

A. Content of Survey Documents

Five survey documents were used for each interview. These included: 1) screening form, 2) product description, 3) cover letter; 4) interviewer worksheet, and 5) main questionnaire. Similar, although not identical, screening forms were developed for registered and non-registered customers. These can be found in Appendices A and B, respectively. Separate product descriptions were produced and distributed to

participants who were eligible for Destination CONFIRM, Origin CONFIRM, or CONFIRM (covering both Destination and Origin services). These descriptions can be found in Appendix C. Accompanying the product description was a cover letter describing the study and acknowledging participation. One letter for registered and another for non-registered participants were developed. These appear in Appendix D. In addition, an interview worksheet was crafted and distributed after the screening and prior to the interview, so that respondents could record the different pricing scenarios during the interview. This worksheet can be found in Appendix E.

Lastly, 12 different questionnaire versions – six for non-resellers and six for resellers – were developed. For non-resellers, an Origin only, a Destination only, and an Origin/Destination questionnaire version was developed and within each, the two pricing scenarios were rotated, yielding a total of six versions. The same was done for resellers. Since the questions in the Origin only and Destination only documents are replicated in the combined Origin/Destination questionnaire versions, Appendices F and G contain the combined non-reseller and reseller versions, respectively.

The purpose of the screening form was to classify the company as a reseller or non-reseller, identify the appropriate respondent(s) to be interviewed, determine respondent eligibility, and obtain cooperation for the full survey. All respondents from companies sampled from the USPS sample of Pilot CONFIRM customers were classified as Registered Customers.²

Within non-reseller organizations, respondents were recruited from four departments/functional areas -- marketing, outgoing billing, incoming payment/donations/orders, and fulfillment. Respondents were considered eligible if they were the decision-maker for their department's incoming and/or outgoing mailings. In some cases, where appropriate, respondents were classified as the decision-maker for more than one

² Twenty-two of the 169 respondents interviewed classified as Registered Customers indicated that their company had never actually used the CONFIRM product. The remaining 147 respondents' companies were either currently using CONFIRM, or had used it in the past.

department/functional area. A maximum of one person per department/functional area was recruited, yielding no more than four separate interviews per non-reseller organization.

Attempts were made to recruit one person from each reseller organization who was knowledgeable about all eligible mail. These respondents were required to be the person most responsible for the mailing services offered to clients (e.g., VP or Senior Director of Sales/Account Management).

For all respondents, incoming and/or outgoing mailings were required to be cards, letters or flats. Outgoing mailings were further required to be mailed at automation rates and presorted to the three- or five-digit level. Incoming mail could include business or courtesy reply cards, letters and flats.

At the time of the interview, it was first verified that participants had read the CONFIRM product description mailed to them – if not, the respondent was given time to read the product description or the interview was rescheduled. A brief description of the product and its benefits was then read to respondents and they were instructed to fill in the prices for the first scenario on the interview worksheet. Participants were randomly assigned to receive either the higher or lower price point sets first, such that one-half was exposed to the lower one first and one-half to the higher one first. After responding to the survey questions for the first set of price points, participants were then instructed in how to complete the second scenario on the interview worksheet (with the next set of price points) and were asked identical questions regarding their interest in, and propensity to purchase, the CONFIRM product at the second set of price points. Non-resellers were asked about subscriptions they would purchase for mailings processed in-house only, while resellers were asked about the total number of subscriptions they would purchase, including those for their company's own internal mailings, and for their clients' mailings to avoid any duplication with non-resellers.

The price point sets that were tested are shown in Table 3 following.

Table 3
Price Point Sets Tested

Prices	Low	High
Subscription Prices		
Silver (15 million scans)	\$2,000	\$4,000
Gold (50 million scans)	\$4,500	\$7,500
Platinum (unlimited scans)	\$10,000	\$20,000
Additional Scan Increment Prices		
Silver (2.5 million scans)	\$500	\$500
Gold (12.5 million scans)	\$1,500	\$1,500
Platinum	N/A	N/A
Additional Mailer ID Prices		
Silver	\$500	\$500
Gold	\$2,000	\$2,000
Platinum	\$2,000	\$2,000

For each price point set, respondents were asked about:

- Likelihood of purchasing at least one subscription in 2002
- Type of subscription, if any, expected to purchase in 2002
- Number of subscriptions expected to purchase in 2002
- Number of additional scans expected to purchase in 2002 (Silver and Gold subscriptions only)
- Number of additional Mailer IDs expected to purchase in 2002

In addition, after the full set of questions for a particular price point set were asked, a verification question was read that reiterated the number of subscriptions, additional scans, and additional Mailer IDs that would be purchased, as well as the total cost. This allowed respondents the opportunity to further reflect on their answers and correct any mistakes or modify their answers, if desired.

B. Screener & Questionnaire Programming and Testing

Prior to programming, the paper screening forms and questionnaires were pretested by National Analysts' Project Management and Operations staff to ensure that they flowed smoothly and that the product descriptions and interview worksheet were useful and understandable. After these pretests, revisions were made to the survey documents, and final paper versions with Computer Assisted Telephone Interviewing (CATI) programming instructions were produced. The screening forms and questionnaires were then programmed into the CATI system and the program was checked extensively for wording and logic, by both National Analysts' data processing and project management staff.

V. DATA COLLECTION PROCEDURES

A. The Interviewing Process

Screening was conducted over a period of 22 days. The survey data were collected over a period of 21 business days. All screening and interviewing calls were conducted via Computer Assisted Telephone Interviewing (CATI) by experienced telephone interviewers.

For organizations included in the Pilot program sample (Registered Customers), a call was made to the contact person listed on the sample. Referrals to the most appropriate registered customer within the company were taken, as necessary. The Registered Customer was also questioned to determine the company's status as a reseller or non-reseller, and non-resellers were asked for referrals to the additional departments/functional areas of interest (e.g., marketing, billing, payments/donations/orders, and/or fulfillment). For organizations not registered as CONFIRM customers, the director or manager of the mailing operations was first contacted to determine the company's status as a reseller/non-reseller and to ask for the appropriate referrals.

Within non-reseller organizations, if the referrals were incomplete (i.e., there was not a referred person for each of the four departments), each respondent within the company was asked to provide the names of other potential decision-makers. Once the respondent was determined to be eligible and willing to participate, an appointment for an interview was arranged. Subsequently, the product description and interview worksheet (and manifesting description, as appropriate) were mailed. The interview was attempted at the appointed date/time arranged during the screening. Appointments were rescheduled as needed.

B. Interviewing Quality Control Procedures

Extensive interviewer training and quality control procedures were employed to ensure accurate data were collected. A data collection team was assigned to the project, which included interviewers and telephone supervisors. Separate screening and survey interviewer training manuals were developed for use during training and to serve as references during data collection. These manuals included a study overview, general interviewing tips and guidelines, a glossary of relevant postal terminology, and instructions aimed at each screening and interview question. See Attachments H and I for copies of the screening and survey interviewer training manuals, respectively.

Data collection team members attended an in-person training led by the Senior Field Director. The training session was comprised of a presentation of the study goals, a description of mail-related terms, and a comprehensive review of the interview, covering each question, skip patterns, and consistency checks. All team members were invited to ask questions and provide suggestions at any time during the training process. Training was designed to foster maximum learning and to give interviewers sufficient grounding to handle all situations. Feedback was provided to the interviewers to ensure that the study objectives were met.

Screening and interviewing were very closely monitored throughout the data collection period. The Senior Field Director monitored the initial screening interviews to ensure recruitment of the appropriate respondent and adherence to the screening questions, as

well as to assess the general flow of the interview. The Project Manager monitored the initial survey interviews, covering both reseller and non-reseller organizations, and provided interviewer feedback. Additional monitoring was conducted by telephone supervisors. Furthermore, progress reports were prepared and analyzed on a daily basis to ensure that the work was being completed according to the research protocol. Attachment J represents the final disposition report showing the results of our attempts to contact sampled locations. Of the 4,734 locations in the sample, reseller/non-reseller status and eligibility were determined for 2,160 locations.

A total of 696 interviews were completed with resellers/non-resellers and registered/non-registered Postal Service customers across the three product categories, of which 684 were used in the analyses. Six interviews were voided due to inconsistent data and an inability to reach the respondent to clarify his/her responses. Four additional interviews were voided because of other inconsistencies. Furthermore, one interview was voided because it was a duplicate interview, and one mis-classified interview was voided. The final 684 interviews are distributed across company types and departments as shown in Table 4 below. The sum of the departments (520) exceeds the number of non-resellers interviewed, because some individuals were responsible for more than one department/ functional area.

Table 4
Completed Customer Interviews by Reseller Status & Department

Total Completed Interviews	Total Departments Represented	Resellers	Non-Resellers				
			Total	Marketing	Billing	Payments	Fulfillment
684	839	319	365	178	115	88	139

It should be noted that the 684 interviews were obtained from 638 unique organizations – 319 resellers and 319 non-resellers. Across the 638 unique organizations, one individual was interviewed in 596 of them, two individuals in 38 of them, and three individuals in 4 of them.

VI. DATA PREPARATION PROCEDURES

A. Interviewer Validations

In addition to monitoring interviewers as they completed their interviews, a further check on the authenticity of the interviews was obtained through the conduct of random telephone validations. A minimum of 15% of each interviewer's work was selected at random and these respondents were called back for a brief follow-up validation interview. The validations included verification that the respondent was the appropriate person to complete the interview (i.e., the decision-maker for the department's incoming and/or outgoing mailings), and verification of receipt of the product description/interview worksheet. Attachment K includes a copy of the validation form.

B. Cleaning Programs & Consistency Checks

Once collected, the data were subjected to a rigorous set of electronic checks for consistency of answers and skip patterns. In addition, thresholds were set for each variable that, if exceeded, the survey was flagged for respondent callback. For example, respondents who indicated they would purchase three or more Gold subscriptions were flagged, as the cost involved might exceed the cost of one Platinum subscription (potentially with added Mailer IDs) that would provide the user with equivalent or greater advantages at a lesser cost. In addition, any respondent whose data indicated a higher likelihood of purchasing at the higher price points or an intention to purchase a greater number of the same type of subscriptions, additional scans, or Mailer IDs at the higher price points than at the lower price points were also flagged for callback and response verification. Outliers for all variables were also noted. Callbacks to verify specific responses were completed with 55 respondents.

C. Weighting the Survey Data

Final analysis weights were assigned to completed interviews corresponding to the number of individual buyers that an individual represents. Four basic steps were followed in determining the final analysis weights for this survey.

1. Responses to the survey screener were used to estimate the population of eligible locations within the overall universe of business locations on the sampling frame.
2. A set of base analytic location weights was then constructed that weighted responding locations up to the population of eligible locations.
3. Responses to the survey screening were used to estimate the population of eligible buyers within responding locations.
4. Individual-specific adjustment factors were constructed to weight responding buyers up to the population of eligible buyers within responding locations. Final analysis weights were constructed as the product of the base analytic location weight times the individual specific adjustment factor so that the survey results equals the estimated number of eligible buyers in all eligible locations from the frame.

Each of these steps is described more fully in the following paragraphs.

Step 1. Estimate Population of Eligible Locations

Prior to calculating eligibility rates, information from the screening was used to identify SICs where the majority of locations were resellers. Location eligibility rates were calculated separately for reseller/non-reseller groups within the non-registered customer sampling strata because it was thought that eligibility would be higher for the reseller population. For these calculations, self-reported reseller status was used to identify SIC

groups populated predominantly by resellers, and the SIC-based reseller grouping was then used to classify locations on the frame. The following SIC codes were used to classify frame locations as resellers: 2752, 4226, 4513, 4783, 4731, 4212, 7319, 7331, 7336, 7338, 7374, 7375, 7379, 7389. All other SIC groups were classified as Non-Resellers. The resulting classification of frame locations is shown in the column labeled "Frame Locations" in Table 5 on the next page.

During the screening process, an attempt was made at non-reseller locations to identify a potential eligible decision-maker in each of four departments/functional areas: 1) Marketing; 2) Incoming; 2) Outgoing; and 4) Fulfillment. The initial screening contact was directed at the individual responsible for the mailroom at the location. Referrals to potential eligible buyers were collected at that time and during subsequent survey contacts, if required. For individuals to be considered eligible buyers for the survey, they had to be a decision-maker for departmental mail (non-reseller locations) or for the location (reseller location). In addition, they needed to have Internet access or the ability to connect to a modem. Lastly, it was required that their outgoing mail pieces were cards, letters or flats mailed at automation rates and presorted to the basic 3- or 5-digit zip level or that their incoming business or courtesy reply pieces were letters, cards, or flats.

A location was defined as eligible from the screening if at least one of the potentially eligible individual respondents identified during the screening process actually screened as eligible when responding to the screening questionnaire. A location was defined as ineligible if all of the potential eligible individual respondents screened as ineligible. If eligibility for a location could not be determined (e.g., contact could not be made with any of the referred individuals), that location was classified as having undetermined eligibility. The eligibility rates and estimated population of eligible locations in each stratum are displayed in the last two columns of Table 5 below.

Table 5
Estimated Population of Eligible Locations

Stratum	Frame Locations #	Eligibility Rate %	Estimated Eligible Locations #
Registered Customers	561	99.64	559
High First-Class Only – Reseller SICs	877	99.41	872
High First-Class Only – Non-reseller SICs	310	97.62	303
High Standard A Only – Reseller SICs	1,968	98.58	1,940
High Standard A Only – Non-reseller SICs	429	97.65	419
High First-Class/Standard A – Reseller SICs	287	97.02	278
High First-Class/Standard A – Non-reseller SICs	302	100.00	302
Total	4,734	98.71%	4,673

Step 2. Calculation of Base Analytic Location Weights

Base location weights within strata were defined as $l_i = e_i / n_i$ where e_i is the number of eligible locations and n_i is the number of unique locations associated with individual respondents in the survey. These base weights are included in Table 6. In instances where more than one individual was interviewed at a location, the location weight was split equally between the respondents, so that the location was not double counted.

Table 6
Base Analytic Location Weights

Stratum	Estimated Eligible Locations	Unique Sample Locations	Base Analytic Location Weight
Registered Customers	559	164	3.41
High First Class Only – Reseller SICs	872	74	11.78
High First Class Only – Non-reseller SICs	303	63	4.81
High Standard A Only – Reseller SICs	1,940	163	11.90
High Standard A Only – Non-reseller SICs	419	88	4.76
High First-Class/Standard A – Reseller SICs	278	27	10.30
High First-Class/Standard A – Non-reseller SICs	302	59	5.12

Step 3. Estimate Population of Eligible Buyers within Responding Locations

For reseller locations (as identified in the screening), we asked respondents to respond for their entire location, and the number of eligible buyers in each responding location is, therefore, one. The eligible population of buyers at reseller locations is, therefore, the same size as the number of eligible reseller locations, and each individual reseller respondent receives his/her location weight.

For non-reseller locations, results from the screening were used to estimate the number of unique buyers at each responding location. More specifically, using data from screened eligible locations only, we developed a classification scheme for buyers according to the functional areas for which they were responsible. An individual buyer could be responsible for one functional area, or more than one. For buyers at non-reseller locations, there are 15 possible combinations of possible functional area responsibilities (Marketing Only, Marketing and Outgoing, etc.). Table 7 presents a count of the potential eligible individuals within sampling strata and “responsibility cell” for non-reseller locations, along with the estimated eligibility rate and the estimated number of eligible buyers. A potential eligible individual is someone who was identified (perhaps by another respondent at the location) as having responsibility for at least one

functional area. An actual identified eligible individual is someone who subsequently screened himself or herself as eligible. Not all potentially eligible respondents became identified eligibles – some completed a screener and self-identified as ineligible, and some failed to complete a screener and were, therefore, classified as having undetermined eligibility. Note also that the original 15 “responsibility cells” were collapsed to ensure adequate representation within each category.

Table 7
Estimated Individual Eligibility Rates & Numbers of Eligible Buyers
Within Non-Reseller Locations Where Interviews Were Completed

Responsibility Cell	Registered Customers			High First-Class Only			High Standard A Only			High First-Class/Standard A		
	N ¹	E ²	B ³	N	E	B	N	E	B	N	E	B
Marketing	20	100.00%	20	34	95.24%	32	96	94.92%	91	12	100.00%	12
Outgoing	15	80.00%	12	20	93.33%	19	48	84.09%	40	8	88.89%	7
Incoming	6	75.00%	5	23	91.67%	21	49	77.78%	38	12	100.00%	12
Fulfillment	17	72.73%	12	22	71.43%	16	68	65.33%	44	8	88.89%	7
Out./Inc., Inc./Full	8	90.91%	7	18	94.74%	17	42	94.23%	40	8	100.00%	8
Out/Inc/Full	4	100.00%	4	6	100.00%	6	8	100.00%	8	2	100.00%	2
Mark/Out/Inc/Full	13	100.00%	13	10	100.00%	10	29	100.00%	29	9	100.00%	9
Others	15	100.00%	15	15	100.00%	15	35	100.00%	35	5	100.00%	5
Total	98	89.80%	88	148	91.89%	136	375	86.67%	325	64	96.88%	62

While eligibility rates in the previous table have been calculated using all of the screening data, the number of potential buyers within each responsibility cell has been calculated using only those buyers within locations where at least one interview was completed. Since the location weight compensates for non-response at the location level, using only those respondents associated with locations where at least one interview was conducted ensures that there is no duplication.

¹ N= Number of potential buyers within "Responsibility Call."

² E = Estimated eligibility rate.

³ B = Estimated number of buyers within a "Responsibility Call."

Step 4. Calculation of Individual Specific Adjustment Factors & Final Analysis Weights

Individual-specific adjustment factors are calculated within the strata and responsibility cells defined in the previous table as $adj_i = e_{2i} / n_{2i}$ where e_{2i} is the number of eligible individuals and n_{2i} is the number of completed interviews in each cell. These individual-specific adjustment factors allow us to modify the base location weights for respondents in non-reseller locations to account for the fact that multiple buyers were eligible at each location, to properly reflect individual non-response within eligible locations, and to weight the final survey responses up to the correct population of eligible individual buyers. Individual-specific adjustment factors are displayed in Table 8 below.

Table 8
Individual Adjustment Factors for Individuals at Non-Reseller Locations

Responsibility Cell	Registered Customers			High First-Class Only			High Standard A Only			High First-Class/Standard A		
	B ¹	C ²	A ³	B	C	A	B	C	A	B	C	A
Marketing	20	13	1.54	32	12	2.67	91	53	1.72	12	5	2.40
Outgoing	12	7	1.71	19	8	2.38	40	13	3.08	NA ⁵	NA ⁵	NA ⁵
Incoming	NA ⁴	NA ⁴	NA ⁴	21	6	3.50	38	16	2.38	NA ⁵	NA ⁵	NA ⁵
Fulfillment	12	9	1.33	16	14	1.14	44	38	1.16	7	5	1.40
Out./Inc.,Inc./Full	12	3	4.00	17	10	1.70	40	16	2.50	8	5	1.60
Out/Inc/Full	4	2	2.00	6	5	1.20	8	4	2.00	2	2	1.00
Mark/Out/Inc/Full	13	13	1.00	10	10	1.00	29	29	1.00	9	9	1.00
Others	15	13	1.15	15	10	1.50	35	29	1.21	24	6	4.00

Preliminary final analysis weights for individuals at non-reseller locations were constructed as $w_i = adj_i * l_i$. Prior to completing the final analysis weights, the weighted distributions for the unadjusted numbers of Platinum, Gold and Silver subscriptions, scans, and ID's were examined for outliers; i.e., observations that accounted for more than 10 percent of the weighted volume. There were nine outlier observations identified

¹ B= Estimated number of buyers within "Responsibility Call."

² C = Number of completed interviews.

³ A = Individual adjustment factors.

⁴ = Pooled with Out/Inc,Inc./Full for weighting purposes.

⁵ = Pooled with "Other" for weighting purposes.

with this rule, of which two were resellers. The location weight associated with these nine individuals was adjusted so that they accounted for less than ten percent of any weighted volume estimate, and the remaining location weights within their location stratification cells were rescaled to match the proper counts of eligible locations within the stratum. Final analysis weights were then recalculated as above.

VII. SURVEY RESULTS

A. Adjustments

In the questionnaire, it was necessary to present respondents with a description of the CONFIRM products before asking them if they would use them. However, in reality, not everyone will be aware of these products. In fact, there will be people who will be inclined to purchase subscriptions, but will be unaware of CONFIRM's existence. Furthermore, respondents in survey research are known to overstate their intentions because it is difficult to gauge exactly what behavior will be undertaken until a product/service is actually marketed.

In order to calibrate our estimates, we asked respondents their likelihood of purchasing at least one subscription on a scale from 0 to 100%. Based upon instructions from the Postal Service, we applied an adjustment such that only those respondents who said they were greater than or equal to 80% likely to purchase at least one CONFIRM subscription were included in the estimates. In addition, to calculate the actual number of subscriptions, additional scan increments and additional Mailer ID's that would be purchased, we multiplied their responses by the percentage corresponding to their likelihood of purchasing at least one CONFIRM subscription.

B. Estimates and Standard Errors

The results of the research, applying the adjustment factors noted above, along with the Standard Errors and Asymmetric Confidence Intervals are reported in Tables 9a and 9b on the following pages. Since the sample for this survey involved stratification with disproportionate allocations across sampling strata, sample design-consistent variance estimates must be used to make inferences regarding characteristics of the population under study. Variance calculations from standard software that are appropriate for simple random samples will provide incorrect variance estimates when applied to data from complex sample surveys. Therefore, special purpose software (i.e., PROC SURVEYMEANS in SAS) was used to properly calculate variance estimates for statistics of interest in this survey. Further, since all of the variables calculated in this survey are known to have non-negative values and the estimates regarding the number of subscriptions, additional scan increments, and additional mailer Ids are very small, it would be inappropriate to report symmetric confidence intervals, which would include negative values. For these reasons, we have calculated asymmetric confidence intervals as shown in Tables 9a and 9b.

Table 9a
Expected Numbers of Subscriptions, Scans, & Mailer IDs to be Purchased in 2002
-- Low Price Point --

	Value	Standard Error	Lower Limit CI (95%)	Upper Limit CI (95%)
Silver				
Number of respondents who would purchase a subscription	89	14.61	64	123
Number of respondents who would purchase added scans	32	12.57	15	69
Number of respondents who would purchase added Mailer IDs	59	13.11	38	91
Total number of subscriptions	111	18.98	79	155
Total number of additional scans	37	19.18	13	102
Total number of additional Mailer IDs	144	47.36	76	274
Gold				
Number of respondents who would purchase a subscription	580	57.28	478	703
Number of respondents who would purchase added scans	149	18.47	116	190
Number of respondents who would purchase added Mailer IDs	227	31.58	173	298
Total number of subscriptions	654	66.64	536	799
Total number of additional scans	186	41.31	116	296
Total number of additional Mailer IDs	364	83.73	232	572
Platinum				
Number of respondents who would purchase a subscription	361	44.77	283	460
Number of respondents who would purchase added Mailer IDs	185	25.40	142	243
Total number of subscriptions	361	44.77	283	460
Total number of additional Mailer IDs	653	133.05	438	973

Table 9b
Expected Numbers of Subscriptions, Scans, & Mailer IDs to be Purchased in 2002 – High
-- Price Point --

	Value	Standard Error	Lower Limit CI (95%)	Upper Limit CI (95%)
Silver				
Number of respondents who would purchase a subscription	65	11.23	46	91
Number of respondents who would purchase added scans	31	9.27	17	56
Number of respondents who would purchase added Mailer IDs	8	*	*	*
Total number of subscriptions	132	65.79	50	351
Total number of additional scans	53	30.42	18	161
Total number of additional Mailer IDs	25	24.57	3	174
Gold				
Number of respondents who would purchase a subscription	271	42.58	200	369
Number of respondents who would purchase added scans	129	34.32	77	218
Number of respondents who would purchase added Mailer IDs	109	15.30	83	144
Total number of subscriptions	289	46.44	211	396
Total number of additional scans	150	44.25	84	267
Total number of additional Mailer IDs	197	48.98	121	321
Platinum				
Number of respondents who would purchase a subscription	80	12.92	59	110
Number of respondents who would purchase added Mailer IDs	42	8.21	28	61
Total number of subscriptions	80	12.92	59	110
Total number of additional Mailer IDs	150	52.33	76	297

Attachments

- A. Pilot (Registered) Screening Form**
- B. Non-Pilot (Non-Registered) Screening Form**
- C. Product Descriptions**
- D. Pilot & Non-Pilot Cover Letters**
- E. Interview Worksheet**
- F. Non-Reseller Questionnaire
(Origin & Destination Version)**
- G. Reseller Questionnaire
(Origin & Destination Version)**
- H. Screening Interviewer Training Manual**
- I. Survey Interviewer Training Manual**
- J. Final Disposition Report**
- K. Validation Form**

Attachment A – Pilot (Registered) Screening Form

NATIONAL ANALYSTS, INC.	Study #821
CONFIRM Market Research Study	August, 2001
SCREENING FORM – PILOT SAMPLE	FINAL

NOTE: ALL INSTRUCTIONS TO INTERVIEWERS AND PROGRAMMERS APPEAR IN CAPITAL LETTERS AND BOLD-FACED TEXT. ALSO, RESPONSES THAT APPEAR IN CAPITAL LETTERS ARE NOT TO BE READ TO RESPONDENTS.

Time Interview Began: _____	AM	1
	PM	2
Time Interview Ended: _____	AM	1
	PM	2

Date: _____

Company ID #: _____ Telephone#: _____

Establishment Name: _____

Interviewer Name: _____ Int. ID#: _____

INTRODUCTION TO PILOT CONTACT:

Hello, this is _____, calling for National Analysts, a market research and consulting firm in Philadelphia. We are conducting a research study to determine interest in a new product called CONFIRM, that the U.S. Postal Service may offer to its customers in the near future. Qualified decision-makers who complete the survey will receive a \$100 honorarium for their time. We have been told by the Postal Service that you have been involved in piloting this product, either currently, or in the recent past. (IF NECESSARY: This is not a sales or marketing call). The actual interview will be conducted later, but we would like to ask you a few questions to see *who* at this location should be interviewed. This will just take a few minutes.

S1A-P. I would like to verify your organization's involvement in piloting the CONFIRM product. Is the CONFIRM product currently being used, was it used in the past, or was it never used at all?

CONTINUE	Currently using CONFIRM from the Postal Service	1
	Not currently using CONFIRM, but participated in the program in the past	2
	Not a part of the CONFIRM program (i.e., never participated in program or used CONFIRM)	3
TERMINATE	DK	8
	REFUSED	9

S1B-P. Does the mail your location sends out **primarily** belong to...

CODE RESPONDENT AS "NON-RESELLER"; SKIP TO NON-RESELLER PORTION OF SCREENER CONTINUE	Your location,	1
	Another location of your company, or	2
	Some other company or companies?	3
	DK (DO NOT READ)	8
	REFUSED (DO NOT READ)	9

S1C-P. Is your company's **primary** business to provide mailing services for other organizations? In other words, is your company a mail house or mail preparer, that is, a company whose main purpose is to generate or produce mail for other companies?

CODE RESPONDENT AS "RESELLER"; CONTINUE WITH THIRD PARTY (RESELLER) PORTION OF SCREENER	Yes	1
CODE RESPONDENT AS "NON-RESELLER"; CONTINUE WITH NON-RESELLER PORTION OF SCREENER	No	2

[IF S1A-P = 1 OR 2, SAY "As you are aware,"] The CONFIRM product notifies business mailers about their incoming and outgoing mail pieces while the pieces are still in transit. This service may provide valuable “heads-up” information to the marketing, billing, remittance, or fulfillment departments in your organization. The Postal Service has commissioned National Analysts to research how interested mailers would be in this product. To do so, we would like to get the viewpoints of decision-makers for marketing, billing, remittance, and fulfillment in organizations like yours who may currently be using the product, or have used it in the recent past, and those decision-makers who may be interested in using the product.

[IF NECESSARY] Your organization has been selected to participate because of its participation in the pilot. Your answers will remain confidential. This is not a sales or marketing call.

S2A-P. What department are you in? Are you part of...

**IF S1A-P = 1 OR 2,
CONTINUE – OBTAIN
REFERRALS FOR
OTHER DEPARTMENTS**

**IF S1A-P = 3 OBTAIN REFERRALS
FOR ALL DEPARTMENTS –
THOUGH RESPONDENT**

**CAN SELF-REFER IF
APPROPRIATE**

**OBTAIN REFERRALS, THEN
TERMINATE**

Marketing,	1
Outgoing Billing,	2
Incoming Payments and Donations Processing,	3
Fulfillment, or	4
Some other department? (Specify:) _____	5
BOTH BILLING AND INCOMING PAYMENTS (DO NOT READ)	6
REFUSED (DO NOT READ)	9

S2-P: REFERRALS (PLEASE ROTATE ORDER OF REFERRAL REQUESTS)

FOR ALL REFERRALS – IF NO REFERRAL IS AVAILABLE AT THIS LOCATION AND A REFERRAL IS AVAILABLE AT ANOTHER LOCATION, CODE REFERRAL AS GOING TO A DIFFERENT LOCATION AND COLLECT CONTACT INFORMATION (BUT DO NOT CALL BACK YET – HOLD REFERRAL)

MARKETING REFERRAL INFORMATION

Could you please provide the name, title, and phone number of the person at this location in the MARKETING area of your organization who is most responsible for making decisions about your organization’s advertising mailings? We would like to ask this person a few questions about the CONFIRM product. We are interested in speaking with the individual at this location who is most knowledgeable about the specific volumes and types of marketing mail that his or her division handles.

**IF MARKETING REFERRAL REFUSED, SKIP TO
“OUTGOING BILLING REFERRAL INFORMATION.”**

MARKETING Mailroom Referral:

Referral Name: _____ Title: _____

Telephone #:(_____) _____

OUTGOING BILLING REFERRAL INFORMATION

Could you please provide the name, title, and phone number of the most senior decision-maker at this location in the OUTGOING BILLING area of your organization who is most knowledgeable about the specific volumes and types of mail that his or her division sends out? We would like to ask this person a few questions about the CONFIRM product.

**IF OUTGOING BILLING REFERRAL REFUSED, SKIP TO
“INCOMING PAYMENTS & DONATIONS PROCESSING
REFERRAL INFORMATION.”**

OUTGOING BILLING Mailroom Referral:

Referral Name: _____ Title _____

Telephone #:(_____) _____

INCOMING PAYMENTS & DONATIONS PROCESSING
REFERRAL INFORMATION

Could you please provide the name, title, and phone number of the most senior decision-maker at this location in the INCOMING PAYMENTS & DONATIONS PROCESSING area of your organization who is most knowledgeable about the specific volumes and types of mail that his or her division handles? We would like to ask this person a few questions about the CONFIRM product.

**IF INCOMING PAYMENTS & DONATIONS PROCESSING
REFERRAL REFUSED, SKIP TO
“FULFILLMENT REFERRAL INFORMATION.”**

INCOMING PAYMENTS & DONATIONS PROCESSING Mailroom Referral:

Referral Name: _____ Title: _____

Telephone #: (____) _____

FULFILLMENT REFERRAL INFORMATION

Could you please provide the name, title, and phone number of the most senior decision-maker at this location in the FULFILLMENT area of your organization who is most knowledgeable about the specific volumes and types of mail his or her division handles? By fulfillment, we mean the most senior person responsible for filling requests, processing orders, etc. We would like to ask this person a few questions about the CONFIRM product.

**IF FULFILLMENT REFERRAL REFUSED,
SKIP TO THE SUBSEQUENT PROGRAMMING BOX.**

FULFILLMENT Mailroom Referral:

Referral Name: _____ Title: _____

Telephone #: (____) _____

ONCE ALL REFERRALS HAVE BEEN OBTAINED FROM PILOT CONTACT, SKIP TO APPROPRIATE "R" SERIES FOR RESPONDENT (e.g., R1- FOR MARKETING, R2- FOR BILLING, ETC.). IF RESPONDENT SELF-REFERS FOR ANOTHER DEPARTMENT AS WELL, ASK "R" SERIES FOR ALL RELEVANT DEPARTMENTS. ONCE COMPLETED, SKIP TO THE MAIN NUMBER INTRODUCTION OR REFERRED INTRODUCTION TO COMPLETE THE SCREENING WITH INDIVIDUALS FROM THE REMAINING FUNCTIONAL UNITS.

IF ONE PERSON IS GIVEN AS A REFERRAL FOR MORE THAN ONE FUNCTIONAL UNIT, ASK APPROPRIATE "R" SERIES FOR EACH FUNCTIONAL UNIT (WITH THE EXCEPTION OF BILLING AND PAYMENTS – ASK "R" SERIES FOR UNIT RESPONDENT HAS MOST SENIORITY/DECISION-MAKING RESPONSIBILITY IN, OR IF BOTH EQUIVALENT, ASK BILLING "R" SERIES)

CODE RESPONDENT ELIGIBILITY ACCORDING TO RESPONSES FROM ALL "R" SERIES (E.G., IF RESPONDENT IS ELIGIBLE FOR DESTINATION FOR MARKETING AND ORIGIN FOR FULFILLMENT, CODE AS "RESPONDENT ELIGIBLE FOR BOTH DESTINATION AND ORIGIN CONFIRM")

IF NO REFERRALS FROM PILOT CONTACT, START WITH MARKETING MAIN NUMBER INTRO, THEN GO TO DEPARTMENT INTRO, THEN TO REFERRED INTRO.

IF ANY REFERRALS EXIST, SKIP TO REFERRED INTRODUCTION AND THEN APPROPRIATE "R" SERIES (e.g., R1- FOR MARKETING, R2- FOR BILLING, ETC.)

ALL REFERRALS USING THE DEPARTMENTAL MAIN NUMBERS SHOULD BE WITHIN THE SAME LOCATION

INTRODUCTION IF NO MARKETING REFERRALS HAVE BEEN OBTAINED YET

MARKETING MAIN NUMBER INTRODUCTION

Hello, this is _____, calling for National Analysts, a market research and consulting firm in Philadelphia. We are conducting a research study about a new product the U.S. Postal Service may offer in the near future. I am just trying to find the right person at this location to talk to. This is not a sales or marketing call.

Could you please connect me with the MARKETING department or division of your organization? [IF NECESSARY: Again, this is not a sales or marketing call.]

DEPARTMENT INTRODUCTION

Hello, this is _____, calling for National Analysts, a market research and consulting firm in Philadelphia. We are conducting a research study about a new product the U.S. Postal Service may offer in the near future. I am just trying to find the right person at this location to talk to. This is not a sales or marketing call.

For our research, we would like to get the viewpoints of senior decision makers in Marketing. Could you please direct me to the most senior decision maker in your department/business unit?

MARKETING Main Number Referral:	
Referral Name: _____	Title: _____
Telephone #: (____) _____	

INTRODUCTION IF NO OUTGOING BILLING REFERRALS HAVE BEEN OBTAINED YET

BILLING MAIN NUMBER INTRODUCTION

Hello, this is _____, calling for National Analysts, a market research and consulting firm in Philadelphia. We are conducting a research study about a new product the U.S. Postal Service may offer in the near future. I am just trying to find the right person at this location to talk to. This is not a sales or marketing call.

Could you please connect me with the BILLING department or division of your organization? [IF NECESSARY: Again, this is not a sales or marketing call.]

DEPARTMENT INTRODUCTION

Hello, this is _____, calling for National Analysts, a market research and consulting firm in Philadelphia. We are conducting a research study about a new product the U.S. Postal Service may offer in the near future. I am just trying to find the right person at this location to talk to. This is not a sales or marketing call.

For our research, we would like to get the viewpoints of senior decision makers in Billing. Could you please direct me to the most senior decision maker in your department/business unit?

BILLING Main Number Referral:	
Referral Name: _____	Title: _____
Telephone #: (____) _____	

**INTRODUCTION IF NO INCOMING PAYMENTS AND DONATIONS REFERRALS
HAVE BEEN OBTAINED YET**

PAYMENTS AND DONATIONS MAIN NUMBER INTRODUCTION

Hello, this is _____, calling for National Analysts, a market research and consulting firm in Philadelphia. We are conducting a research study about a new product the U.S. Postal Service may offer in the near future. I am just trying to find the right person at this location to talk to. This is not a sales or marketing call.

Could you please connect me with the department or division of your organization that is responsible for processing incoming PAYMENTS OR DONATIONS? This could be the department or division in charge of remittances. [IF NECESSARY: Again, this is not a sales or marketing call.]

DEPARTMENT INTRODUCTION

Hello, this is _____, calling for National Analysts, a market research and consulting firm in Philadelphia. We are conducting a research study about a new product the U.S. Postal Service may offer in the near future. I am just trying to find the right person at this location to talk to. This is not a sales or marketing call.

For our research, we would like to get the viewpoints of senior decision makers in Payment or Donation processing. Could you please direct me to the most senior decision-maker in your department/business unit?

<p>PAYMENTS Main Number Referral:</p> <p>Referral Name: _____ Title: _____</p> <p>Telephone #: (____) _____</p>
--

**INTRODUCTION IF NO FULFILLMENT REFERRALS
HAVE BEEN OBTAINED YET**

FULFILLMENT MAIN NUMBER INTRODUCTION

Hello, this is _____, calling for National Analysts, a market research and consulting firm in Philadelphia. We are conducting a research study about a new product the U.S. Postal Service may offer in the near future. I am just trying to find the right person at this location to talk to. This is not a sales or marketing call.

Could you please connect me with the FULFILLMENT department or division of your organization? **[IF NECESSARY:** Again, this is not a sales or marketing call.]

DEPARTMENT INTRODUCTION

Hello, this is _____, calling for National Analysts, a market research and consulting firm in Philadelphia. We are conducting a research study about a new product the U.S. Postal Service may offer in the near future. I am just trying to find the right person at this location to talk to. This is not a sales or marketing call.

For our research, we would like to get the viewpoints of senior decision makers in Fulfillment. Could you please direct me to the most senior decision maker in your department/business unit?

FULFILLMENT Main Number Referral:

Referral Name: _____ Title: _____

Telephone #:(_____) _____

NOTE: THE FOLLOWING SERIES SHOULD BE COMPLETED FOR EACH UNIQUE REFERRED NAME, UP UNTIL NO MORE THAN FOUR INTERVIEWS ARE SET UP.

[IF NECESSARY]:

REFERRED INTRODUCTION

Hello, this is _____, calling for National Analysts, a market research and consulting firm in Philadelphia. We are conducting a research study about a new product the U.S. Postal Service may offer in the near future, that may provide you with valuable “heads-up” information about your [IF REFERRAL IS IN MARKETING: “OUTGOING AND INCOMING MARKETING AND DIRECT RESPONSE MAIL.” IF REFERRAL IS IN OUTGOING BILLING: “OUTGOING BILLS.” IF REFERRAL IS IN INCOMING PAYMENTS & DONATIONS PROCESSING: “INCOMING PAYMENTS & DONATIONS.” IF REFERRAL IS IN FULFILLMENT: “INCOMING ORDERS.”] **Qualified decision-makers who complete the survey will receive a \$100 honorarium for their time. I am just trying to find the right person in your organization to talk to. This is not a sales or marketing call. The actual interview will be conducted later, but we would like to ask you a few questions to see *who* in your organization should be interviewed. This will take just a few minutes.**

ASK R1-1-P THROUGH R1-8B-P ONLY IF PILOT CONTACT/REFERRAL IS IN MARKETING

R1-1-P. Are you the person in your organization at this location who is most responsible for making decisions about MARKETING AND DIRECT RESPONSE MAIL? Specifically, we are referring to mail that you and the business units you oversee send out from either this location or other locations of your organization, through your mail center?

**SKIP TO R1-4-P
CONTINUE**

Yes	1
No	2
DK	8
REFUSED	9

R1-2-P. Is there someone else at this location who is more responsible for MARKETING AND DIRECT RESPONSE MAIL your organization sends out **[IF RESPONDENT IS PILOT CONTACT, SAY: "and who is also familiar with your organization's participation in the Postal Service CONFIRM pilot program"]?**

CONTINUE	Yes	1
SKIP TO S2B-P IF ANY REFERRALS MISSING AND THEN TERMINATE	No	2
	DK	8
	REFUSED	9

R1-3-P. May I have the name, title, and telephone number of this person?

RECORD BELOW	Yes	1
TERMINATE	No	2
	DK	8
	REFUSED	9

ENTER REFERRAL INFORMATION BELOW, THEN TERMINATE. CONTACT REFERRAL AND REPEAT INTRODUCTION. IF REFERRAL WAS FROM PILOT CONTACT, REPEAT INTRODUCTION TO PILOT CONTACT. IF REFERRAL WAS NOT FROM PILOT CONTACT, USE REFERRED INTRODUCTION. THEN SKIP TO R1-1-P.

IF NO REFERRAL IS AVAILABLE AT THIS LOCATION AND A REFERRAL IS AVAILABLE AT ANOTHER LOCATION, CODE REFERRAL AS GOING TO A DIFFERENT LOCATION AND COLLECT CONTACT INFORMATION (BUT DO NOT CALL BACK YET – HOLD REFERRAL)

Referral Name: _____ Title: _____

Telephone #:(_____) _____

R1-4-P. Does your organization currently have Internet access or the ability to connect to other computers via modem?

CONTINUE	YES	1
SKIP TO S2B-P IF ANY REFERRALS MISSING AND THEN TERMINATE	NO	2
	DK	8
	REFUSED	9

R1-5A-P. I'm going to be asking you a few questions about **MARKETING AND DIRECT RESPONSE MAIL** you and the business units you oversee send out **DIRECTLY THROUGH THE MAIL CENTER IN YOUR ORGANIZATION**. ***These questions DO NOT refer to mailings that are outsourced to a mail-house or other third party mail service vendor.***

In the past 12 months, were any of the First-Class or Standard A (Third-Class) **MARKETING AND DIRECT RESPONSE** mail pieces you were responsible for card- or letter-size? Remember to consider only such pieces that are sent out from either this location or other locations of your organization, through your mail center.

Yes	1
No	2
DK	8
REFUSED	9

R1-5B-P. Were any of these First-Class or Standard A (Third-Class) **MARKETING AND DIRECT RESPONSE** mail pieces you were responsible for flats?

CONTINUE

**IF R1-5A-P = YES, CONTINUE;
ELSE SKIP TO R1-7-P**

Yes	1
No	2
DK	8
REFUSED	9

R1-6-P. Of these flat, letter, or card-size pieces, were any mailed at automation rates and presorted to the basic, three or five digit ZIP level? Do NOT include pieces that were Carrier Route presorted.

Yes	1
No	2
DK	8
REFUSED	9

<p>IF R1-6-P = 1, THEN CODE AS “RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM.”</p>

R1-7-P. In the past 12 months, were business reply or courtesy reply cards or envelopes provided in any of the **MARKETING AND DIRECT RESPONSE** mail pieces that you were responsible for? Remember to consider only such pieces that are sent out from either this location or other locations of your organization, through your mail center.

CONTINUE

IF RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM, SKIP TO R1-9-P; IF NOT, SKIP TO S2B-P IF ANY REFERRALS MISSING AND THEN TERMINATE

Yes	1
No	2
DK	8
REFUSED	9

R1-8A-P. Of these business reply or courtesy reply cards or envelopes, were any letter-or card-sized?

Yes	1
No	2
DK	8
REFUSED	9

R1-8B-P. Of these business reply or courtesy reply cards or envelopes, were any flats?

CONTINUE

IF R1-8A-P = YES, CONTINUE; ELSE IF RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM, ASK R1-9-P; IF NOT, SKIP TO S2-P IF ANY REFERRALS MISSING AND THEN TERMINATE

Yes	1
No	2
DK	8
REFUSED	9

IF QUESTION R1-8A-P = 1 OR QUESTION R1-8B-P = 1, THEN CODE AS “RESPONDENT IS ELIGIBLE FOR ORIGIN CONFIRM.”

IF QUESTION R1-6-P = 1 AND (QUESTION R1-8A-P = 1 OR QUESTION R1-8B-P = 1), THEN CODE AS “RESPONDENT IS ELIGIBLE FOR BOTH DESTINATION CONFIRM AND ORIGIN CONFIRM.”

SKIP TO R5-1-P

ASK R2-1-P THROUGH R2-9B-P ONLY IF PILOT CONTACT/REFERRAL IS IN OUTGOING BILLING AND ANOTHER PILOT CONTACT/REFERRAL FOR INCOMING PAYMENTS AND DONATIONS IS NOT ELIGIBLE FOR OUTGOING BILLING OR HAS NOT YET BEEN CONTACTED.

R2-1-P. Are you the person in your organization at this location who is most responsible for making decisions about the BILLS, INVOICES, and STATEMENTS you and the business units you oversee send out either from this location or other locations of your organization, through your mail center?

SKIP TO R2-4-P	Yes	1
CONTINUE	No	2
	DK	8
	REFUSED	9

R2-2-P. Is there someone else at this location who is more responsible for THE BILLS, INVOICES, AND STATEMENTS your organization sends out either from this location or other locations of your organization, through your mail center **[IF RESPONDENT IS PILOT CONTACT, SAY: "and is familiar with your organization's participation in the Postal Service CONFIRM pilot program"]**?

CONTINUE	Yes	1
SKIP TO S2B-P IF ANY REFERRALS MISSING AND THEN TERMINATE	No	2
	DK	8
	REFUSED	9

R2-3-P. May I have the name, title, and telephone number of this person?

RECORD BELOW	Yes	1
TERMINATE	No	2
	DK	8
	REFUSED	9

ENTER REFERRAL INFORMATION BELOW, THEN TERMINATE. CONTACT REFERRAL AND REPEAT INTRODUCTION. IF REFERRAL WAS FROM PILOT CONTACT, REPEAT INTRODUCTION TO PILOT CONTACT. IF REFERRAL WAS NOT FROM PILOT CONTACT, USE REFERRED INTRODUCTION. THEN SKIP TO R2-1-P.

IF NO REFERRAL IS AVAILABLE AT THIS LOCATION AND A REFERRAL IS AVAILABLE AT ANOTHER LOCATION, CODE REFERRAL AS GOING TO A DIFFERENT LOCATION AND COLLECT CONTACT INFORMATION (BUT DO NOT CALL BACK YET – HOLD REFERRAL)

Referral Name: _____ Title: _____

Telephone #:(_____) _____

R2-4-P. Does your organization currently have Internet access or the ability to connect to other computers via modem?

CONTINUE	Yes	1
SKIP TO S2B-P IF ANY REFERRALS MISSING AND THEN TERMINATE	No	2
	DK	8
	REFUSED	9

R2-5A-P. I'm going to be asking you a few questions about BILLS, INVOICES, AND STATEMENTS you and the business units you oversee send out DIRECTLY THROUGH THE MAIL CENTER IN YOUR ORGANIZATION. *These questions DO NOT refer to mailings that are outsourced to a mail-house or other third party mail service vendor.*

In the past 12 months, were any of the First-Class or Standard A (Third-Class) BILLS, INVOICES, AND STATEMENTS that you were responsible for card- or letter-sized? Remember to consider only such pieces that are sent out from either this location or other locations of your organization, through your mail center.

Yes	1
No	2
DK	8
REFUSED	9

R2-5B. Were any of these First-Class or Standard A (Third-Class) BILLS, INVOICES, and STATEMENTS you were responsible for flats?

CONTINUE	Yes	1
IF R2-5A = YES, CONTINUE; ELSE SKIP TO R2-7-P	No	2
	DK	8
	REFUSED	9

R2-6-P. Of these letter, card, or flat-size pieces, were any mailed at automation rates and presorted to the basic, three or five digit ZIP level? Do NOT include pieces that were Carrier Route presorted.

Yes	1
No	2
DK	8
REFUSED	9

IF R2-6-P = 1, THEN CODE AS “RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM.”

R2-7-P. Are you also the person in your organization who is most responsible for making decisions about PROCESSING THE PAYMENTS & DONATIONS that come in to your organization?

CONTINUE

IF RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM, SKIP TO R2-10-P; IF NOT, SKIP TO S2B-P IF ANY REFERRALS MISSING AND THEN TERMINATE

Yes	1
No	2
DK	8
REFUSED	9

R2-8-P. In the past 12 months, were any of these payments and donations returned either to this location or other locations of your organization in the form of business reply or courtesy reply cards or envelopes?

CONTINUE

IF RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM, SKIP TO R2-10-P; IF NOT, SKIP TO S2B-P IF ANY REFERRALS MISSING AND THEN TERMINATE

Yes	1
No	2
DK	8
REFUSED	9

R2-9A-P. Of these business reply or courtesy reply cards or envelopes, were any letter-or card-size?

Yes	1
No	2
DK	8
REFUSED	9

R2-9B-P. Of these business reply or courtesy reply cards or envelopes, were any flats?

CONTINUE

IF R2-9A-P = YES CONTINUE; ELSE IF RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM, ASK R2-10-P; IF NOT, SKIP TO S2-P IF ANY REFERRALS MISSING AND THEN TERMINATE

Yes	1
No	2
DK	8
REFUSED	9

IF QUESTION R2-9A-P = 1 OR QUESTION R2-9B-P = 1, THEN CODE AS “RESPONDENT IS ELIGIBLE FOR ORIGIN CONFIRM.”

IF QUESTION R2-6-P = 1 AND (QUESTION R2-9A-P = 1 OR QUESTION R2-9B-P = 1), THEN CODE AS “RESPONDENT IS ELIGIBLE FOR BOTH DESTINATION CONFIRM AND ORIGIN CONFIRM.”

SKIP TO R5-1-P

ASK R3-1-P THROUGH R3-9-P ONLY IF PILOT CONTACT/REFERRAL IS IN INCOMING PAYMENTS AND DONATIONS PROCESSING AND ANOTHER PILOT CONTACT/REFERRAL FOR OUTGOING BILLING IS NOT ELIGIBLE FOR INCOMING PAYMENTS/DONATIONS OR HAS NOT YET BEEN CONTACTED.

R3-1-P. Are you the person in your organization at this location who is most responsible for making decisions about PROCESSING THE PAYMENTS & DONATIONS that come in to your organization?

SKIP TO R3-4-P
CONTINUE

Yes	1
No	2
DK	8
REFUSED	9

R3-2-P. Is there someone else at this location who is more responsible for PROCESSING THE PAYMENTS & DONATIONS that come in to your organization [IF RESPONDENT IS PILOT CONTACT, SAY: "and is familiar with your organization's participation in the Postal Service CONFIRM pilot program"]?

CONTINUE	Yes	1
SKIP TO S2B-P IF ANY REFERRALS MISSING AND THEN TERMINATE	No	2
	DK	8
	REFUSED	9

R3-3-P. May I have the name, title, and telephone number of this person?

RECORD BELOW	Yes	1
TERMINATE	No	2
	DK	8
	REFUSED	9

ENTER REFERRAL INFORMATION BELOW, THEN TERMINATE. CONTACT REFERRAL AND REPEAT INTRODUCTION. IF REFERRAL WAS FROM PILOT CONTACT, REPEAT INTRODUCTION TO PILOT CONTACT. IF REFERRAL WAS NOT FROM PILOT CONTACT, USE REFERRED INTRODUCTION. THEN SKIP TO R3-1-P.

IF NO REFERRAL IS AVAILABLE AT THIS LOCATION AND A REFERRAL IS AVAILABLE AT ANOTHER LOCATION, CODE REFERRAL AS GOING TO A DIFFERENT LOCATION AND COLLECT CONTACT INFORMATION (BUT DO NOT CALL BACK YET – HOLD REFERRAL)

Referral Name: _____ Title: _____

Telephone #:(_____) _____

R3-4-P. Does your organization currently have Internet access or the ability to connect to other computers via modem?

CONTINUE	Yes	1
SKIP TO S2B-P IF ANY REFERRALS MISSING AND THEN TERMINATE	No	2
	DK	8
	REFUSED	9

R3-5-P. In the past 12 months, were any of the PAYMENTS and DONATIONS that you are responsible for returned in the form of business reply or courtesy reply cards or envelopes either at this location or other locations of your organization?

CONTINUE	Yes	1
SKIP TO R3-7-P	No	2
	DK	8
	REFUSED	9

R3-6A-P. Of these business reply or courtesy reply cards or envelopes, were any letter-or card-size?

Yes	1
No	2
DK	8
REFUSED	9

R3-6B-P. Of these business reply or courtesy reply cards or envelopes, were any flats?

Yes	1
No	2
DK	8
REFUSED	9

IF QUESTION R3-6A-P = 1 OR QUESTION R3-6B-P = 1, THEN CODE AS “RESPONDENT IS ELIGIBLE FOR ORIGIN CONFIRM.” IF A PILOT CONTACT FOR OUTGOING BILLING WAS ALREADY CONTACTED AND IS ELIGIBLE FOR DESTINATION CONFIRM, SKIP TO R3-10-P.

R3-7-P. Are you also the person in your organization who is most responsible for making decisions about the **BILLS, INVOICES, AND STATEMENTS** you and the business units you oversee send out either from this location or other locations of your organization, through your mail center?

CONTINUE	Yes	1
IF RESPONDENT IS ELIGIBLE FOR ORIGIN CONFIRM, SKIP TO R3-10-P; IF NOT, SKIP TO S2B-P IF ANY REFERRALS MISSING AND THEN TERMINATE	No	2
	DK	8
	REFUSED	9

R3-8A-P. I'm going to be asking you a few questions about **BILLS, INVOICES, and STATEMENTS** you and the business units you oversee send out **DIRECTLY THROUGH THE MAIL CENTER IN YOUR ORGANIZATION**. These questions **DO NOT** refer to mailings that are outsourced to a mail-house or other third party mail service vendor.

In the past 12 months, were any of the First-Class or Standard A (Third-Class) bulk-mail **BILLS, INVOICES, and STATEMENTS** that you were responsible for card-or-letter-sized? Remember to consider only such pieces that are sent out from either this location or other locations of your organization, through your mail center.

Yes	1
No	2
DK	8
REFUSED	9

R3-8B-P. Were any of the First-Class or Standard A (Third-Class) bulk-mail **BILLS, INVOICES, and STATEMENTS** that you were responsible for flats?

CONTINUE	Yes	1
IF R3-8A-P = YES, CONTINUE; ELSE IF RESPONDENT IS ELIGIBLE FOR ORIGIN CONFIRM, SKIP TO R3-10-P; IF NOT, SKIP TO S2-P IF ANY REFERRALS MISSING AND THEN TERMINATE	No	2
	DK	8
	REFUSED	9

R3-9-P. Of these letter, card, or flat-size pieces, were any mailed at automation rates and presorted to the basic, three or five digit ZIP level? Do NOT include pieces that were Carrier Route presorted.

CONTINUE	Yes	1
IF RESPONDENT IS ELIGIBLE FOR ORIGIN CONFIRM, ASK R3-10-P; IF NOT, SKIP TO S2B-P IF ANY REFERRALS MISSING AND THEN TERMINATE	No	2
	DK	8
	REFUSED	9

IF QUESTION R3-9-P = 1, THEN CODE AS “RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM.”

IF (QUESTION R3-6A-P = 1 OR QUESTION R3-6B-P = 1) AND QUESTION R3-9-P = 1, THEN CODE AS “RESPONDENT IS ELIGIBLE FOR BOTH DESTINATION CONFIRM AND ORIGIN CONFIRM.”

SKIP TO R5-1-P

ASK R4-1-P THROUGH R4-6B-P ONLY IF PILOT CONTACT/REFERRAL IS IN FULFILLMENT

R4-1-P. Are you the person in your organization at this location who is most responsible for making decisions about PROCESSING THE ORDERS that come in to your organization?

SKIP TO R4-4-P	Yes	1
CONTINUE	No	2
	DK	8
	REFUSED	9

R4-2-P. Is there someone else at this location who is more responsible for PROCESSING THE ORDERS that come in to your organization [**IF RESPONDENT IS PILOT CONTACT, SAY: "and is familiar with your organization's participation in the Postal Service CONFIRM pilot program"**]?

CONTINUE	Yes	1
SKIP TO S2B-P IF ANY REFERRALS MISSING AND THEN TERMINATE	No	2
	DK	8
	REFUSED	9

R4-3-P. May I have the name, title, and telephone number of this person?

**RECORD BELOW
TERMINATE**

Yes	1
No	2
DK	8
REFUSED	9

ENTER REFERRAL INFORMATION BELOW, THEN TERMINATE. CONTACT REFERRAL AND REPEAT INTRODUCTION. IF REFERRAL WAS FROM PILOT CONTACT, REPEAT INTRODUCTION TO PILOT CONTACT. IF REFERRAL WAS NOT FROM PILOT CONTACT, USE REFERRED INTRODUCTION. THEN SKIP TO R4-1-P.

IF NO REFERRAL IS AVAILABLE AT THIS LOCATION AND A REFERRAL IS AVAILABLE AT ANOTHER LOCATION, CODE REFERRAL AS GOING TO A DIFFERENT LOCATION AND COLLECT CONTACT INFORMATION (BUT DO NOT CALL BACK YET – HOLD REFERRAL)

Referral Name: _____ Title: _____

Telephone #:(_____) _____

R4-4-P. Does your organization currently have Internet access or the ability to connect to other computers via modem?

**CONTINUE
SKIP TO S2B-P IF ANY REFERRALS
MISSING AND THEN TERMINATE**

Yes	1
No	2
DK	8
REFUSED	9

R4-5-P. In the past 12 months, were any of the order forms that you are responsible for returned as business reply or courtesy reply cards or envelopes?

**CONTINUE
SKIP TO S2B-P IF ANY REFERRALS
MISSING AND THEN TERMINATE**

Yes	1
No	2
DK	8
REFUSED	9

R4-6A-P. Of these business reply or courtesy reply cards or envelopes, were any letter-or card-size?

Yes	1
No	2
DK	8
REFUSED	9

R4-6B-P. Of these business reply or courtesy reply cards or envelopes, were any flats?

CONTINUE	Yes	1
IF R4-6A-P = YES, CONTINUE; ELSE	No	2
SKIP TO S2-P IF ANY REFERRALS	DK	8
MISSING AND THEN TERMINATE	REFUSED	9

**IF QUESTION R4-6A-P = 1 OR QUESTION R4-6B-P = 1, THEN CODE AS
"RESPONDENT IS ELIGIBLE FOR ORIGIN CONFIRM."**

**ALL ELIGIBLE NON-RESELLER RESPONDENTS ARE ASKED
R5-1-P THROUGH R5-5-P**

R5-1-P. Have you ever worked for, or does anyone in your household or family currently work for, any of the following types of organizations?

	YES	NO	DK	REFUSED
The U.S. Postal Service or a company that delivers mail or mail related materials, such as FedEx, UPS, etc.	1	2	8	9
A market research company	1	2	8	9

IF "YES", "DK", OR "REF" TO ANY AND ANY REFERRALS MISSING, SKIP TO S2B-P AND THEN TERMINATE. IF "NO" TO ALL ABOVE, CONTINUE.

R5-2-P. As I mentioned earlier, the Postal Service is conducting a study about a new service it may offer to the general public in the near future – a product that may provide you with valuable information about your customers’ behavior and your outgoing and incoming mail pieces. The Postal Service has commissioned National Analysts to research the interest in this product. To this end, we would very much like to talk to you further [**IF RESPONDENT IS PILOT CONTACT SAY "about your experiences with CONFIRM"**], and have you participate in a research survey. The survey will be conducted over the phone and should take about **15** minutes to complete. Any information you provide will be treated confidentially. In appreciation of your time and effort, we will send you a check for \$100 when you complete the survey.

INTERVIEWER NOTE: PRESS 1 AND CONTINUE – DO NOT ASK ANY QUESTION

CONTINUE	Yes	1
SKIP TO S2B-P IF ANY REFERRALS MISSING AND THEN TERMINATE	No	2

R5-3-P. Prior to the interview, I will send you some materials regarding the study. Reviewing the materials beforehand will help to reduce the length of the interview considerably. What is the address to which we could send you these materials?

Name: _____ Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ ZIP Code: _____

Phone number: () _____

R5-4-P. Do you also have a fax number that we might be able to use to send you some of the materials, just in case we need to send you additional materials on the day of the interview?

RECORD BELOW	Yes	1
CONTINUE TO R5-5-P	No	2

Fax Number: () _____

R5-5-P. When would be a convenient time to conduct the interview? **(BE SURE TO LEAVE AT LEAST 4 BUSINESS DAYS FOR RECEIPT OF PRIORITY MAIL PACKAGE)**

INTERVIEWER NOTE: IF NO PREFERENCE, SUGGEST EXACTLY 1 WEEK FROM NOW (WITH EARLIEST POSSIBLE INTERVIEW DATE OF 8/28/01)

Interview Date: _____ Time: _____

THANK RESPONDENT FOR PARTICIPATING IN THE RESEARCH AND BE SURE TO CONFIRM INTERVIEW DATE AND TIME BEFORE COMPLETING THE CALL.

SKIP TO S2B-P IF ANY REFERRALS MISSING AND THANK RESPONDENT FOR TIME AND PARTICIPATION

IF MORE THAN ONE PILOT CONTACT EXISTS WITHIN A COMPANY, CALL ADDITIONAL CONTACTS FIRST.

ONCE ALL PILOT CONTACTS WITHIN A COMPANY HAVE BEEN SCREENED, CONTINUE WITH REMAINING REFERRALS FROM THE DEPARTMENTS/FUNCTIONAL AREAS THAT HAVE NOT YET BEEN REPRESENTED (I.E., DO NOT GET MORE THAN ONE RESPONDENT PER FUNCTIONAL AREA).

STOP WHEN FOUR INTERVIEWS ARE SET UP.

S3-P:

[IF S1A-P = 1 OR 2 INSERT: "As you are aware,"] CONFIRM notifies business mailers about their incoming and outgoing mail pieces while they are still in transit. This service may provide valuable “heads-up” information to the marketing, billing/remittance, or fulfillment departments in your organization. The Postal Service has commissioned National Analysts to research interest in this product. To do so, we would like to get the viewpoints of senior decision-makers in SALES OR ACCOUNT MANAGEMENT in organizations like yours who may currently be using the product, or have used it in the recent past, and those decision-makers who may be interested in using the product.

[IF NECESSARY] Your organization has been selected to participate as part of a nationally representative sample. Your answers will remain confidential. This is not a sales or marketing call.

S3A-P. Are you the person in your organization at this location who is most responsible for overseeing the management and development of client relationships – that is, the specific mailing services that are offered to your clients?

CONTINUE	Yes	1
	No	2
SKIP TO S3C-P	DK	8
	REFUSED	9

S3B-P. Are you also involved in the decisions made regarding the mailings sent out for your own company (for example, advertisements)?

SKIP TO S5-P	Yes	1
	No	2
	DK	8
	REFUSED	9

S3C-P. Is there another person at this location who is most responsible for overseeing the management and development of client relationships and the specific mailing services that are offered and who is also familiar with the CONFIRM pilot program? [**IF NECESSARY**: Examples of the types of decision-makers with whom we would like to speak include a VP OR SENIOR DIRECTOR OF SALES OR ACCOUNT MANAGEMENT.]

CONTINUE	Yes	1
	No	2
TERMINATE	DK	8
	REFUSED	9

S4-P. May I have the name, title, and telephone number of this person?

RECORD BELOW	Yes	1
	No	2
TERMINATE	DK	8
	REFUSED	9

ENTER REFERRAL INFORMATION BELOW, THEN TERMINATE. CONTACT REFERRAL AND REPEAT INTRODUCTION TO PILOT CONTACT. THEN SKIP TO S3-P.

IF NO REFERRAL IS AVAILABLE AT THIS LOCATION AND A REFERRAL IS AVAILABLE AT ANOTHER LOCATION, CODE REFERRAL AS GOING TO A DIFFERENT LOCATION AND COLLECT CONTACT INFORMATION (BUT DO NOT CALL BACK YET – HOLD REFERRAL)

Referral Name: _____ Title _____

Telephone #:() _____

S5-P. Does this location currently have Internet access or the ability to connect to other computers via modem?

CONTINUE	Yes	1
	No	2
TERMINATE	DK	8
	REFUSED	9

S6A-P. In the past 12 months, were any of the First-Class or Standard A (Third-Class) mail pieces that were sent out for your clients or your own organization, that you are responsible for, card- or letter-size?

Yes	1
No	2
DK	3
REFUSED	4

S6B-P. Were any of the First-Class or Standard A (Third-Class) mail pieces that were sent out for your clients or your own organization, that you are responsible for, flats?

CONTINUE

**IF S6A-P = YES, CONTINUE; ELSE
SKIP TO S7A-P**

Yes	1
No	2
DK	3
REFUSED	4

S6C-P. Of these letter, card, or flat-size pieces, were any mailed at automation rates and presorted to the basic, three or five digit ZIP level? Do NOT include pieces that were Carrier Route presorted.

CONTINUE

SKIP TO S7A-P

Yes	1
No	2
DK	3
REFUSED	4

IF S6C-P = 1 THEN CODE AS “RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM”.
--

S7A-P. In the past 12 months, were any of the incoming mail pieces returned to your organization – EITHER for your clients or for your company's own use – in the form of business reply or courtesy reply cards or envelopes?

CONTINUE	Yes	1
IF RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM, THEN SKIP TO R6-1-P, OTHERWISE TERMINATE	No	2
	DK	3
	REFUSED	4

S7B-P. Of these business reply or courtesy reply cards or envelopes, were any letter- or card-size?

Yes	1
No	2
DK	3
REFUSED	4

S7C-P. Of these business reply or courtesy reply cards or envelopes, were any flats?

CONTINUE	Yes	1
IF S7B-P = YES, CONTINUE; ELSE IF RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM, THEN SKIP TO R6-1-P, OTHERWISE TERMINATE	No	2
	DK	3
	REFUSED	4

IF S7B-P = 1 OR S7C-P = 1 THEN CODE AS “ RESPONDENT IS ELIGIBLE FOR ORIGIN CONFIRM”. IF S6C-P = 1 AND (S7B-P=1 OR S7C-P = 1) THEN CODE AS "RESPONDENT IS ELIGIBLE FOR BOTH DESTINATION AND ORIGIN CONFIRM."

ALL ELIGIBLE RESELLER RESPONDENTS ARE ASKED R6-1-P THROUGH R6-5-P

R6-1-P. Have you ever worked for, or does anyone in your household or family currently work for, any of the following types of organizations?

	YES	NO	DK	REFUSED
The U.S. Postal Service or a company that delivers mail or mail related materials, such as Federal Express, UPS, etc.	1	2	8	9
A market research company	1	2	8	9

**IF "YES", "DK" OR "REF" TO ANY, THEN TERMINATE.
IF "NO" TO ALL, CONTINUE.**

R6-2-P. As I mentioned earlier, the Postal Service is conducting a study about a new service it may offer to the general public in the near future – a product that may provide you with valuable information about your customers’ mailings and your outgoing and incoming mail pieces. The Postal Service has commissioned National Analysts to research the interest in this product. To this end, we would very much like to talk to you further about your experiences with CONFIRM, and have you participate in a research survey. The survey will be conducted over the phone and should take about **15** minutes to complete. Any information you provide will be treated confidentially. In appreciation of your time and effort, we will send you a check for \$100 when you complete the survey.

**INTERVIEWER NOTE: PRESS 1 AND CONTINUE
DO NOT ASK ANY QUESTION**

CONTINUE	Yes	1
TERMINATE	No	2

R6-3-P. Prior to the interview, I will send you some materials regarding the study. Reviewing the materials beforehand will help to reduce the length of the interview considerably. What is the address to which we could send you these materials?

Name: _____ Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ ZIP Code: _____

Phone number: () _____

R6-4-P. Do you also have a fax number that we might be able to use to send you some of the materials, just in case we need to send you additional materials on the day of the interview?

RECORD BELOW	Yes	1
CONTINUE TO R6-5-P	No	2

Fax Number: () _____

R6-5-P. When would be a convenient time to conduct the interview? **(BE SURE TO LEAVE AT LEAST 4 BUSINESS DAYS FOR RECEIPT OF PRIORITY MAIL PACKAGE)**

INTERVIEWER NOTE: IF NO PREFERENCE, SUGGEST EXACTLY 1 WEEK FROM NOW (WITH EARLIEST POSSIBLE INTERVIEW DATE OF 8/28/01)

Interview Date: _____ Time: _____

THANK RESPONDENT FOR PARTICIPATING IN THE RESEARCH AND BE SURE TO CONFIRM INTERVIEW DATE AND TIME BEFORE COMPLETING THE CALL.

PROGRAMMER:

PLEASE CREATE A VARIABLE CALLED 'RESPONDENT TYPE' USING THE FOLLOWING CODES, AND SAVE IT TO THE DATABASE TO LATER BE USED IN THE QUESTIONNAIRE PROGRAMMING.

IF RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM ONLY AND RESPONDENT IS A NON-RESELLER, RESPONDENT TYPE = 1 (DESTINATION ONLY/ NON-RESELLER)

IF RESPONDENT IS ELIGIBLE FOR ORIGIN CONFIRM ONLY AND RESPONDENT IS A NON-RESELLER, RESPONDENT TYPE = 2 (ORIGIN ONLY/NON-RESELLER)

IF RESPONDENT IS ELIGIBLE FOR BOTH DESTINATION AND ORIGIN CONFIRM AND RESPONDENT IS A NON-RESELLER, RESPONDENT TYPE = 3 (DESTINATION AND ORIGIN/NON-RESELLER)

IF RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM ONLY AND RESPONDENT IS A RESELLER, RESPONDENT TYPE = 4 (DESTINATION ONLY/ RESELLER)

IF RESPONDENT IS ELIGIBLE FOR ORIGIN CONFIRM ONLY AND RESPONDENT IS A RESELLER, RESPONDENT TYPE = 5 (ORIGIN ONLY/ RESELLER)

IF RESPONDENT IS ELIGIBLE FOR BOTH DESTINATION AND ORIGIN CONFIRM AND RESPONDENT IS A RESELLER, RESPONDENT TYPE = 6 (DESTINATION AND ORIGIN/RESELLER)

Attachment B -- Non-Pilot (Non-Registered) Screening Form

NOTE: ALL INSTRUCTIONS TO INTERVIEWERS AND PROGRAMMERS APPEAR IN CAPITAL LETTERS AND BOLD-FACED TEXT. ALSO, RESPONSES THAT APPEAR IN CAPITAL LETTERS ARE NOT TO BE READ TO RESPONDENTS.

Time Interview Began:	AM	1
	PM	2
Time Interview Ended:	AM	1
	PM	2

Date: _____

Company ID #: _____ Telephone#: _____

Establishment Name: _____

Interviewer Name: _____ Int. ID#: _____

INTRODUCTION:

Hello, may I please speak to the director or manager of mailing operations? [IF NECESSARY] My name is _____, calling for National Analysts, a market research and consulting firm in Philadelphia.

INTERVIEWER NOTE: IF DIRECTOR OR MANAGER OF MAILING OPERATIONS IS UNAVAILABLE, ASK TO SPEAK TO ANOTHER PERSON IN MAILROOM RESPONSIBLE FOR MAKING DECISIONS ABOUT MAILING OPERATIONS.

INTRODUCTION TO MAILING MANAGER

Hello, this is _____, calling for National Analysts, a market research and consulting firm in Philadelphia. We are conducting a research study about a new product called CONFIRM, that the U.S. Postal Service may offer in the near future. I am just trying to find the right person at this location to talk to. This is not a sales or marketing call. The actual interview will be conducted later, but we would like to ask you a few questions to see *who* in your organization should be interviewed. This will take just a few minutes.

S1A. First of all, I would like to confirm that I have reached (**ORGANIZATION FROM SAMPLE FILE**). Is that correct?

SKIP TO S1C	YES, or minor change	1
ASK S1B	Different organization name	2
TERMINATE	REFUSED	9

S1B. Was this business ever called (**ORGANIZATION FROM SAMPLE FILE**)?

CONTINUE	YES	1
TERMINATE	NO	2
	DK	8
	REFUSED	9

S1C. Does the mail your location sends out **primarily** belong to...

CODE RESPONDENT AS "NON-RESELLER"; SKIP TO NON-RESELLER PORTION OF SCREENER	Your location,	1	
	Another location of your company, or	2	
	CONTINUE	Some other company or companies?	3
		DK (DO NOT READ)	8
		REFUSED (DO NOT READ)	9

S1D. Is your company's **primary** business to provide mailing services for other organizations? In other words, is your company a mail house or mail preparer, that is, a company whose main purpose is to generate or produce mail for other companies?

CODE RESPONDENT AS "RESELLER"; CONTINUE WITH THIRD PARTY (RESELLER) PORTION OF SCREENER	Yes	1
CODE RESPONDENT AS "NON-RESELLER"; CONTINUE WITH NON-RESELLER PORTION OF SCREENER	No	2

[IF NECESSARY] The CONFIRM product I mentioned earlier would notify business mailers about their incoming and outgoing mail pieces while the pieces are still in transit. This service may provide valuable “heads-up” information to the marketing, billing, remittance, or fulfillment departments in your organization. The Postal Service has commissioned National Analysts to research how interested mailers would be in this product. To do so, we would like to get the viewpoints of decision-makers for marketing, billing, remittance, and fulfillment in organizations like yours.

[IF NECESSARY] Your organization has been selected to participate as part of a nationally representative sample. Your answers will remain confidential. This is not a sales or marketing call.

S2: REFERRALS (PLEASE ROTATE ORDER OF REFERRAL REQUESTS)

FOR ALL REFERRALS – IF NO REFERRAL IS AVAILABLE AT THIS LOCATION AND A REFERRAL IS AVAILABLE AT ANOTHER LOCATION, CODE REFERRAL AS GOING TO A DIFFERENT LOCATION AND COLLECT CONTACT INFORMATION (BUT DO NOT CALL BACK YET – HOLD REFERRAL)

MARKETING REFERRAL INFORMATION

Could you please provide the name, title, and phone number of the person at this location in the MARKETING area of your organization who is most responsible for making decisions about your organization’s advertising mailings? We would like to ask this person a few questions about the CONFIRM product. We are interested in speaking with the individual at this location who is most knowledgeable about the specific volumes and types of marketing mail that his or her division handles.

**IF MARKETING REFERRAL REFUSED, SKIP TO
“OUTGOING BILLING REFERRAL INFORMATION.”**

MARKETING Mailroom Referral:

Referral Name: _____ Title: _____

Telephone #:(_____) _____

OUTGOING BILLING REFERRAL INFORMATION

Could you please provide the name, title, and phone number of the most senior decision-maker at this location in the OUTGOING BILLING area of your organization who is most knowledgeable about the specific volumes and types of mail that his or her division sends out? We would like to ask this person a few questions about the CONFIRM product.

**IF OUTGOING BILLING REFERRAL REFUSED, SKIP TO “INCOMING PAYMENTS
& DONATIONS PROCESSING REFERRAL INFORMATION.”**

OUTGOING BILLING Mailroom Referral:

Referral Name: _____ Title _____

Telephone #:(_____) _____

INCOMING PAYMENTS & DONATIONS PROCESSING
REFERRAL INFORMATION

Could you please provide the name, title, and phone number of the most senior decision-maker at this location in the INCOMING PAYMENTS & DONATIONS PROCESSING area of your organization who is most knowledgeable about the specific volumes and types of mail that his or her division handles? We would like to ask this person a few questions about the CONFIRM product.

**IF INCOMING PAYMENTS & DONATIONS PROCESSING
REFERRAL REFUSED, SKIP TO
“FULFILLMENT REFERRAL INFORMATION.”**

INCOMING PAYMENTS & DONATIONS PROCESSING Mailroom Referral:

Referral Name: _____ Title: _____

Telephone #:(_____) _____

FULFILLMENT REFERRAL INFORMATION

Could you please provide the name, title, and phone number of the most senior decision-maker at this location in the FULFILLMENT area of your organization who is most knowledgeable about the specific volumes and types of mail his or her division handles? By fulfillment, we mean the most senior person responsible for filling requests, processing orders, etc. We would like to ask this person a few questions about the CONFIRM product.

**IF FULFILLMENT REFERRAL REFUSED,
SKIP TO THE SUBSEQUENT PROGRAMMING BOX.**

FULFILLMENT Mailroom Referral:

Referral Name: _____ Title: _____

Telephone #:(_____) _____

IF MAILROOM MANAGER DID NOT SELF-REFER, ONCE ALL REFERRALS HAVE BEEN OBTAINED, READ THE FOLLOWING MESSAGE AND THEN TERMINATE THE MAILROOM MANAGER.

IF MAILROOM MANAGER DID SELF-REFER, SKIP TO APPROPRIATE R SERIES (E.G., R1 FOR MARKETING) AND CONTINUE SCREENING.

Thank you very much for your help with this study. The information that you have shared will be very helpful in the Postal Service's desire to offer valuable products and services. Thank you.

IF NO REFERRALS FROM MAILROOM MANAGER, START WITH MARKETING MAIN NUMBER INTRO, THEN GO TO DEPARTMENT INTRO, THEN TO REFERRED INTO.

IF ANY REFERRALS EXIST, SKIP TO REFERRED INTRODUCTION AND THEN APPROPRIATE "R" SERIES (e.g., R1- FOR MARKETING, R2- FOR BILLING, ETC.)

IF ONE PERSON IS GIVEN AS A REFERRAL FOR MORE THAN ONE FUNCTIONAL UNIT, ASK APPROPRIATE "R" SERIES FOR EACH FUNCTIONAL UNIT (WITH THE EXCEPTION OF BILLING AND PAYMENTS – ASK "R" SERIES FOR UNIT RESPONDENT HAS MOST SENIORITY/DECISION-MAKING RESPONSIBILITY IN, OR IF BOTH EQUIVALENT, ASK BILLING "R" SERIES)

CODE RESPONDENT ELIGIBILITY ACCORDING TO RESPONSES FROM ALL "R" SERIES (E.G., IF RESPONDENT IS ELIGIBLE FOR DESTINATION FOR MARKETING AND ORIGIN FOR FULFILLMENT, CODE AS "RESPONDENT ELIGIBLE FOR BOTH DESTINATION AND ORIGIN CONFIRM")

ALL REFERRALS USING THE DEPARTMENTAL MAIN NUMBERS SHOULD BE WITHIN THE SAME LOCATION

INTRODUCTION IF NO MARKETING REFERRALS HAVE BEEN OBTAINED YET

MARKETING MAIN NUMBER INTRODUCTION

Hello, this is _____, calling for National Analysts, a market research and consulting firm in Philadelphia. We are conducting a research study about a new product the U.S. Postal Service may offer in the near future. I am just trying to find the right person at this location to talk to. This is not a sales or marketing call.

Could you please connect me with the MARKETING department or division of your organization? [IF NECESSARY: Again, this is not a sales or marketing call.]

DEPARTMENT INTRODUCTION

Hello, this is _____, calling for National Analysts, a market research and consulting firm in Philadelphia. We are conducting a research study about a new product the U.S. Postal Service may offer in the near future. I am just trying to find the right person at this location to talk to. This is not a sales or marketing call.

For our research, we would like to get the viewpoints of senior decision makers in Marketing. Could you please direct me to the most senior decision maker in your department/business unit?

MARKETING Main Number Referral:	
Referral Name: _____	Title: _____
Telephone #:(_____) _____	

**INTRODUCTION IF NO OUTGOING BILLING REFERRALS
HAVE BEEN OBTAINED YET**

BILLING MAIN NUMBER INTRODUCTION

Hello, this is _____, calling for National Analysts, a market research and consulting firm in Philadelphia. We are conducting a research study about a new product the U.S. Postal Service may offer in the near future. I am just trying to find the right person at this location to talk to. This is not a sales or marketing call.

Could you please connect me with the BILLING department or division of your organization?
[IF NECESSARY: Again, this is not a sales or marketing call.]

DEPARTMENT INTRODUCTION

Hello, this is _____, calling for National Analysts, a market research and consulting firm in Philadelphia. We are conducting a research study about a new product the U.S. Postal Service may offer in the near future. I am just trying to find the right person at this location to talk to. This is not a sales or marketing call.

For our research, we would like to get the viewpoints of senior decision makers in Billing. Could you please direct me to the most senior decision maker in your department/business unit?

BILLING Main Number Referral:

Referral Name: _____ Title: _____

Telephone #:(_____) _____

**INTRODUCTION IF NO INCOMING PAYMENTS AND DONATIONS
REFERRALS HAVE BEEN OBTAINED YET**

PAYMENTS AND DONATIONS MAIN NUMBER INTRODUCTION

Hello, this is _____, calling for National Analysts, a market research and consulting firm in Philadelphia. We are conducting a research study about a new product the U.S. Postal Service may offer in the near future. I am just trying to find the right person at this location to talk to. This is not a sales or marketing call.

Could you please connect me with the department or division of your organization that is responsible for processing incoming PAYMENTS OR DONATIONS? This could be the department or division in charge of remittances. [IF NECESSARY: Again, this is not a sales or marketing call.]

DEPARTMENT INTRODUCTION

Hello, this is _____, calling for National Analysts, a market research and consulting firm in Philadelphia. We are conducting a research study about a new product the U.S. Postal Service may offer in the near future. I am just trying to find the right person at this location to talk to. This is not a sales or marketing call.

For our research, we would like to get the viewpoints of senior decision makers in Payment or Donation processing. Could you please direct me to the most senior decision-maker in your department/business unit?

PAYMENTS Main Number Referral:

Referral Name: _____ Title: _____

Telephone #:(_____) _____

**INTRODUCTION IF NO FULFILLMENT REFERRALS
HAVE BEEN OBTAINED YET**

FULFILLMENT MAIN NUMBER INTRODUCTION

Hello, this is _____, calling for National Analysts, a market research and consulting firm in Philadelphia. We are conducting a research study about a new product the U.S. Postal Service may offer in the near future. I am just trying to find the right person at this location to talk to. This is not a sales or marketing call.

Could you please connect me with the FULFILLMENT department or division of your organization? [**IF NECESSARY:** Again, this is not a sales or marketing call.]

DEPARTMENT INTRODUCTION

Hello, this is _____, calling for National Analysts, a market research and consulting firm in Philadelphia. We are conducting a research study about a new product the U.S. Postal Service may offer in the near future. I am just trying to find the right person at this location to talk to. This is not a sales or marketing call.

For our research, we would like to get the viewpoints of senior decision makers in Fulfillment. Could you please direct me to the most senior decision maker in your department/business unit?

FULFILLMENT Main Number Referral:

Referral Name: _____ Title: _____

Telephone #:(____) _____

**NOTE: THE FOLLOWING SERIES SHOULD BE COMPLETED
FOR EACH UNIQUE REFERRED NAME,
UP UNTIL NO MORE THAN FOUR INTERVIEWS ARE SET UP.**

REFERRED INTRODUCTION

Hello, this is _____, calling for National Analysts, a market research and consulting firm in Philadelphia. We are conducting a research study about a new product the U.S. Postal Service may offer in the near future, that may provide you with valuable “heads-up” information about your [IF REFERRAL IS IN MARKETING: “OUTGOING AND INCOMING MARKETING AND DIRECT RESPONSE MAIL.” IF REFERRAL IS IN OUTGOING BILLING: “OUTGOING BILLS.” IF REFERRAL IS IN INCOMING PAYMENTS & DONATIONS PROCESSING: “INCOMING PAYMENTS & DONATIONS.” IF REFERRAL IS IN FULFILLMENT: “INCOMING ORDERS.”] Qualified decision-makers who complete the survey will receive a \$100 honorarium for their time. I am just trying to find the right person at this location to talk to. This is not a sales or marketing call. The actual interview will be conducted later, but we would like to ask you a few questions to see *who* in your organization should be interviewed. This will take just a few minutes.

ASK R1-1 THROUGH R1-8B ONLY IF REFERRAL IS IN MARKETING

R1-1. Are you the person in your organization at this location who is most responsible for making decisions about MARKETING AND DIRECT RESPONSE MAIL? Specifically, we are referring to mail that you and the business units you oversee send out from either this location or other locations of your organization, through your mail center?

SKIP TO R1-4	YES	1
CONTINUE	NO	2
	DK	8
	REFUSED	9

R1-2. Is there someone else at this location who is more responsible for MARKETING AND DIRECT RESPONSE MAIL your organization sends out?

CONTINUE	YES	1
SKIP TO S2 IF ANY REFERRALS MISSING AND THEN TERMINATE	NO	2
	DK	8
	REFUSED	9

R1-3. May I have the name, title, and telephone number of this person?

RECORD BELOW	YES	1
TERMINATE	NO	2
	DK	8
	REFUSED	9

**ENTER REFERRAL INFORMATION BELOW, THEN TERMINATE.
CONTACT REFERRAL AND REPEAT REFERRAL INTRODUCTION**

**IF NO REFERRAL IS AVAILABLE AT THIS LOCATION AND A REFERRAL IS
AVAILABLE AT ANOTHER LOCATION, CODE REFERRAL AS GOING TO A
DIFFERENT LOCATION AND COLLECT CONTACT INFORMATION (BUT DO NOT
CALL BACK YET – HOLD REFERRAL)**

Referral Name: _____ Title: _____

Telephone #:(_____) _____

R1-4. Does your organization currently have Internet access or the ability to connect to other computers via modem?

CONTINUE	YES	1
SKIP TO S2 IF ANY REFERRALS MISSING AND THEN TERMINATE	NO	2
	DK	8
	REFUSED	9

R1-5A. I'm going to be asking you a few questions about **MARKETING AND DIRECT RESPONSE MAIL** you and the business units you oversee send out **DIRECTLY THROUGH THE MAIL CENTER IN YOUR ORGANIZATION. *These questions DO NOT refer to mailings that are outsourced to a mail-house or other third party mail service vendor.***

In the past 12 months, were any of the First-Class or Standard A (Third-Class) **MARKETING AND DIRECT RESPONSE** mail pieces you were responsible for card-or-letter-size? Remember to consider only such pieces that are sent out from either this location or other locations of your organization, through your mail center.

YES	1
NO	2
DK	8
REFUSED	9

R1-5B. Were any of these First-Class or Standard A (Third-Class) **MARKETING AND DIRECT RESPONSE** mail pieces you were responsible for flats?

CONTINUE	YES	1
IF R1-5A = YES, CONTINUE;	NO	2
OTHERWISE, SKIP TO R1-7	DK	8
	REFUSED	9

R1-6. Of these flat, letter, or card-size pieces, were any mailed at automation rates and presorted to the basic, three or five digit ZIP level? Do NOT include pieces that were Carrier Route presorted.

YES	1
NO	2
DK	8
REFUSED	9

IF R1-6 = 1, THEN CODE AS “RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM.”

R1-7. In the past 12 months, were business reply or courtesy reply cards or envelopes provided in any of the **MARKETING AND DIRECT RESPONSE** mail pieces that you were responsible for? Remember to consider only such pieces that are sent out from either this location or other locations of your organization, through your mail center.

CONTINUE	YES	1
IF RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM, SKIP TO R1-9; IF NOT, SKIP TO S2 IF ANY REFERRALS MISSING AND THEN TERMINATE	NO	2
	DK	8
	REFUSED	9

R1-8A. Of these business reply or courtesy reply cards or envelopes, were any letter-or card-size?

YES	1
NO	2
DK	8
REFUSED	9

R1-8B. Of these business reply or courtesy reply cards or envelopes, were any flats?

CONTINUE

IF R1-8A = YES, CONTINUE; ELSE IF RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM, ASK R1-9; IF NOT, SKIP TO S2 IF ANY REFERRALS MISSING AND THEN TERMINATE

YES	1
NO	2
DK	8
REFUSED	9

IF QUESTION R1-8A = 1 OR QUESTION R1-8B = 1, THEN CODE AS “RESPONDENT IS ELIGIBLE FOR ORIGIN CONFIRM.”

IF QUESTION R1-6 = 1 AND (QUESTION R1-8A = 1 OR QUESTION R1-8B = 1), THEN CODE AS “RESPONDENT IS ELIGIBLE FOR BOTH DESTINATION CONFIRM AND ORIGIN CONFIRM.”

SKIP TO R5-1

ASK R2-1 THROUGH R2-9B ONLY IF REFERRAL IS IN OUTGOING BILLING AND REFERRAL FOR INCOMING PAYMENTS AND DONATIONS PROCESSING IS NOT ELIGIBLE FOR DESTINATION CONFIRM OR HAS NOT YET BEEN CONTACTED.

R2-1. Are you the person in your organization at this location who is most responsible for making decisions about THE BILLS, INVOICES, AND STATEMENTS you and the business units you oversee send out either from this location or other locations of your organization, through your mail center?

SKIP TO R2-4	YES	1
CONTINUE	NO	2
	DK	8
	REFUSED	9

R2-2. Is there someone else at this location who is more responsible for THE BILLS, INVOICES, AND STATEMENTS your organization sends out either from this location or other locations of your organization, through your mail center?

CONTINUE	YES	1
SKIP TO S2 IF ANY REFERRALS MISSING AND THEN TERMINATE	NO	2
	DK	8
	REFUSED	9

R2-3. May I have the name, title, and telephone number of this person?

RECORD BELOW	YES	1
TERMINATE	NO	2
	DK	8
	REFUSED	9

**ENTER REFERRAL INFORMATION BELOW, THEN TERMINATE.
CONTACT REFERRAL AND REPEAT REFERRAL INTRODUCTION**

IF NO REFERRAL IS AVAILABLE AT THIS LOCATION AND A REFERRAL IS AVAILABLE AT ANOTHER LOCATION, CODE REFERRAL AS GOING TO A DIFFERENT LOCATION AND COLLECT CONTACT INFORMATION (BUT DO NOT CALL BACK YET – HOLD REFERRAL)

Referral Name: _____ Title: _____

Telephone #:(_____) _____

R2-4. Does your organization currently have Internet access or the ability to connect to other computers via modem?

CONTINUE	YES	1
SKIP TO S2 IF ANY REFERRALS MISSING AND THEN TERMINATE	NO	2
	DK	8
	REFUSED	9

R2-5A. I'm going to be asking you a few questions about **BILLS, INVOICES, AND STATEMENTS** you and the business units you oversee send out **DIRECTLY THROUGH THE MAIL CENTER IN YOUR ORGANIZATION**. *These questions DO NOT refer to mailings that are outsourced to a mail-house or other third party mail service vendor.*

In the past 12 months, were any of the First-Class or Standard A (Third-Class) **BILLS, INVOICES, AND STATEMENTS** that you were responsible for card- or letter-size? Remember to consider only such pieces that are sent out from either this location or other locations of your organization, through your mail center.

YES	1
NO	2
DK	8
REFUSED	9

R2-5B. Were any of these First-Class or Standard A (Third-Class) **BILLS, INVOICES, AND STATEMENTS** you were responsible for flats?

CONTINUE	YES	1
IF R2-5A = YES, CONTINUE; OTHERWISE, SKIP TO R2-7	NO	2
	DK	8
	REFUSED	9

R2-6. Of these letter, card, or flat-size pieces, were any mailed at automation rates and presorted to the basic, three or five digit ZIP level? Do NOT include pieces that were Carrier Route presorted.

YES	1
NO	2
DK	8
REFUSED	9

**IF R2-6 = 1, THEN CODE AS
“RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM.”**

R2-7. Are you also the person in your organization who is most responsible for making decisions about PROCESSING THE PAYMENTS & DONATIONS that come in to your organization?

CONTINUE

IF RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM, SKIP TO R2-10; IF NOT, SKIP TO S2 IF ANY REFERRALS MISSING AND THEN TERMINATE

YES	1
NO	2
DK	8
REFUSED	9

R2-8. In the past 12 months, were any of these payments and donations returned either to this location or other locations of your organization in the form of business reply or courtesy reply cards or envelopes?

CONTINUE

IF RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM, SKIP TO R2-10; IF NOT, SKIP TO S2 IF ANY REFERRALS MISSING AND THEN TERMINATE

YES	1
NO	2
DK	8
REFUSED	9

R2-9A. Of these business reply or courtesy reply cards or envelopes, were any letter-or card-size?

YES	1
NO	2
DK	8
REFUSED	9

R2-9B. Of these business reply or courtesy reply cards or envelopes, were any flats?

CONTINUE	YES	1
IF R2-9A = YES CONTINUE; ELSE IF RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM, ASK R2-10; IF NOT, SKIP TO S2 IF ANY REFERRALS MISSING AND THEN TERMINATE	NO	2
	DK	8
	REFUSED	9

IF QUESTION R2-9A = 1 OR QUESTION R2-9B = 1, THEN CODE AS “RESPONDENT IS ELIGIBLE FOR ORIGIN CONFIRM.”

IF QUESTION R2-6 = 1 AND (QUESTION R2-9A = 1 OR QUESTION R2-9B = 1), THEN CODE AS “RESPONDENT IS ELIGIBLE FOR BOTH DESTINATION CONFIRM AND ORIGIN CONFIRM.”

SKIP TO R5-1

ASK R3-1 THROUGH R3-9 ONLY IF REFERRAL IS IN INCOMING PAYMENTS AND DONATIONS PROCESSING AND REFERRAL FOR OUTGOING BILLING IS NOT ELIGIBLE FOR ORIGIN CONFIRM OR HAS NOT YET BEEN CONTACTED.

R3-1. Are you the person in your organization at this location who is most responsible for making decisions about PROCESSING THE PAYMENTS & DONATIONS that come in to your organization?

SKIP TO R3-4	YES	1
CONTINUE	NO	2
	DK	8
	REFUSED	9

R3-2. Is there someone else at this location who is more responsible for PROCESSING THE PAYMENTS & DONATIONS that come in to your organization?

CONTINUE	YES	1
SKIP TO S2 IF ANY REFERRALS MISSING AND THEN TERMINATE	NO	2
	DK	8
	REFUSED	9

R3-3. May I have the name, title, and telephone number of this person?

RECORD BELOW	YES	1
TERMINATE	NO	2
	DK	8
	REFUSED	9

**ENTER REFERRAL INFORMATION BELOW, THEN TERMINATE.
CONTACT REFERRAL AND REPEAT REFERRAL INTRODUCTION**

**IF NO REFERRAL IS AVAILABLE AT THIS LOCATION AND A REFERRAL IS
AVAILABLE AT ANOTHER LOCATION, CODE REFERRAL AS GOING TO A
DIFFERENT LOCATION AND COLLECT CONTACT INFORMATION (BUT DO NOT
CALL BACK YET – HOLD REFERRAL)**

Referral Name: _____ Title: _____

Telephone #:(_____) _____

R3-4. Does your organization currently have Internet access or the ability to connect to other computers via modem?

CONTINUE	YES	1
SKIP TO S2 IF ANY REFERRALS MISSING AND THEN TERMINATE	NO	2
	DK	8
	REFUSED	9

R3-5. In the past 12 months, were any of the PAYMENTS AND DONATIONS that you are responsible for returned in the form of business reply or courtesy reply cards or envelopes either at this location or other locations of your organization?

CONTINUE	YES	1
SKIP TO R3-7	NO	2
	DK	8
	REFUSED	9

R3-6A. Of these business reply or courtesy reply cards or envelopes, were any letter-or card-size?

YES	1
NO	2
DK	8
REFUSED	9

R3-6B. Of these business reply or courtesy reply cards or envelopes, were any flats?

YES	1
NO	2
DK	8
REFUSED	9

IF QUESTION R3-6A = 1 OR QUESTION R3-6B = 1, THEN CODE AS “RESPONDENT IS ELIGIBLE FOR ORIGIN CONFIRM.” IF REFERRAL FOR OUTGOING BILLING WAS ALREADY CONTACTED AND IS ELIGIBLE FOR DESTINATION CONFIRM, SKIP TO R3-10.

R3-7. Are you also the person in your organization who is most responsible for making decisions about the **BILLS, INVOICES, AND STATEMENTS** you and the business units you oversee send out either from this location or other locations of your organization, through your mail center?

CONTINUE

IF RESPONDENT IS ELIGIBLE FOR ORIGIN CONFIRM, SKIP TO R3-10; IF NOT, SKIP TO S2 IF ANY REFERRALS MISSING AND THEN TERMINATE

YES	1
NO	2
DK	8
REFUSED	9

R3-8A. I'm going to be asking you a few questions about BILLS, INVOICES, AND STATEMENTS you and the business units you oversee send out DIRECTLY THROUGH THE MAIL CENTER IN YOUR ORGANIZATION. These questions DO NOT refer to mailings that are outsourced to a mail-house or other third party mail service vendor.

In the past 12 months, were any of the First-Class or Standard A (Third-Class) bulk-mail BILLS, INVOICES, AND STATEMENTS that you were responsible for card- or letter-size? Remember to consider only such pieces that are sent out from either this location or other locations of your organization, through your mail center.

YES	1
NO	2
DK	8
REFUSED	9

R3-8B. Were any of the First-Class or Standard A (Third-Class) bulk-mail BILLS, INVOICES, AND STATEMENTS that you were responsible for flats?

CONTINUE	YES	1
IF R3-8A = YES, CONTINUE; ELSE IF RESPONDENT IS ELIGIBLE FOR ORIGIN CONFIRM, SKIP TO R3-10; IF NOT, SKIP TO S2 IF ANY REFERRALS MISSING AND THEN TERMINATE	NO	2
	DK	8
	REFUSED	9

R3-9. Of these letter, card, or flat-size pieces, were any mailed at automation rates and presorted to the basic, three or five digit ZIP level? Do NOT include pieces that were Carrier Route presorted.

CONTINUE	YES	1
IF RESPONDENT IS ELIGIBLE FOR ORIGIN CONFIRM, ASK R3-10; IF NOT, SKIP TO S2 IF ANY REFERRALS MISSING AND THEN TERMINATE	NO	2
	DK	8
	REFUSED	9

IF QUESTION R3-9 = 1, THEN CODE AS "RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM."

IF (QUESTION R3-6A = 1 OR QUESTION R3-6B = 1) AND QUESTION R3-9 = 1, THEN CODE AS “RESPONDENT IS ELIGIBLE FOR BOTH DESTINATION CONFIRM AND ORIGIN CONFIRM.”

SKIP TO R5-1

ASK R4-1 THROUGH R4-6B ONLY IF REFERRAL IS IN FULFILLMENT

R4-1. Are you the person in your organization at this location who is most responsible for making decisions about PROCESSING THE ORDERS that come in to your organization?

SKIP TO R4-4 CONTINUE	YES	1
	NO	2
	DK	8
	REFUSED	9

R4-2. Is there someone else at this location who is more responsible for PROCESSING THE ORDERS that come in to your organization?

CONTINUE SKIP TO S2 IF ANY REFERRALS MISSING AND THEN TERMINATE	YES	1
	NO	2
	DK	8
	REFUSED	9

R4-3. May I have the name, title, and telephone number of this person?

RECORD BELOW TERMINATE	YES	1
	NO	2
	DK	8
	REFUSED	9

**ENTER REFERRAL INFORMATION BELOW, THEN TERMINATE.
CONTACT REFERRAL AND REPEAT REFERRAL INTRODUCTION**

**IF NO REFERRAL IS AVAILABLE AT THIS LOCATION AND A REFERRAL IS
AVAILABLE AT ANOTHER LOCATION, CODE REFERRAL AS GOING TO A
DIFFERENT LOCATION AND COLLECT CONTACT INFORMATION (BUT DO NOT
CALL BACK YET – HOLD REFERRAL)**

Referral Name: _____ Title: _____

Telephone #:(_____) _____

R4-4. Does your organization currently have Internet access or the ability to connect to other computers via modem?

CONTINUE	YES	1
SKIP TO S2 IF ANY REFERRALS MISSING AND THEN TERMINATE	NO	2
	DK	8
	REFUSED	9

R4-5. In the past 12 months, were any of the order forms that you are responsible for returned as business reply or courtesy reply cards or envelopes?

CONTINUE	YES	1
SKIP TO S2 IF ANY REFERRALS MISSING AND THEN TERMINATE	NO	2
	DK	8
	REFUSED	9

R4-6A. Of these business reply or courtesy reply cards or envelopes, were any letter-or card-size?

YES	1
NO	2
DK	8
REFUSED	9

R4-6B. Of these business reply or courtesy reply cards or envelopes, were any flats?

CONTINUE	YES	1
IF R4-6A = YES, CONTINUE; ELSE SKIP TO S2 IF ANY REFERRALS MISSING AND THEN TERMINATE	NO	2
	DK	8
	REFUSED	9

**IF QUESTION R4-6A = 1 OR QUESTION R4-6B = 1,
THEN CODE AS "RESPONDENT IS ELIGIBLE FOR ORIGIN CONFIRM."**

**ALL ELIGIBLE NON-RESELLER RESPONDENTS
ARE ASKED R5-1 THROUGH R5-5**

R5-1. Have you ever worked for, or does anyone in your household or family currently work for, any of the following types of organizations?

	YES	NO	DK	REFUSED
The U.S. Postal Service or a company that delivers mail or mail related materials, such as FedEx, UPS, etc.	1	2	8	9
A market research company	1	2	8	9

**IF "YES", "DK" OR "REF" TO ANY AND ANY REFERRALS MISSING, SKIP TO S2
AND THEN TERMINATE. IF "NO" TO ALL ABOVE, CONTINUE.**

R5-2. As I mentioned earlier, the Postal Service is conducting a study about a new service it may offer in the near future – a product that may provide you with valuable information about your customers’ behavior and your outgoing and incoming mail pieces. The Postal Service has commissioned National Analysts to research the interest in this product. To this end, we would very much like to talk to you further, and have you participate in a research survey. The survey will be conducted over the phone and should take about **15** minutes to complete. Any information you provide will be treated confidentially. In appreciation of your time and effort, we will send you a check for \$100 when you complete the survey.

**INTERVIEWER NOTE: PRESS 1 AND CONTINUE
DO NOT ASK ANY QUESTION**

CONTINUE

**REFUSED INTERVIEW - SKIP TO S2 IF ANY
REFERRALS MISSING AND THEN TERMINATE**

YES	1
NO	2

R5-3. Prior to the interview, I will send you some materials regarding the study. Reviewing the materials beforehand will help to reduce the length of the interview considerably. What is the address to which we could send you these materials?

Name: _____ Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ ZIP Code: _____

Phone number: () _____

R5-4. Do you also have a fax number that we might be able to use to send you some of the materials, just in case we need to send you additional materials on the day of the interview?

RECORD BELOW

CONTINUE TO R5-5

YES	1
NO	2

Fax Number: () _____

R5-5. When would be a convenient time to conduct the interview? **(BE SURE TO LEAVE AT LEAST 4 BUSINESS DAYS FOR RECEIPT OF PRIORITY MAIL PACKAGE)**

INTERVIEWER NOTE: IF NO PREFERENCE, SUGGEST EXACTLY 1 WEEK FROM NOW (WITH EARLIEST POSSIBLE INTERVIEW DATE OF 8/28/01)

Interview Date: _____ Time: _____

THANK RESPONDENT FOR PARTICIPATING IN THE RESEARCH AND BE SURE TO CONFIRM INTERVIEW DATE AND TIME BEFORE COMPLETING THE CALL.

SKIP TO S2 IF ANY REFERRALS MISSING AND THANK RESPONDENT FOR TIME AND PARTICIPATION

CONTINUE WITH REMAINING REFERRALS. DO NOT CONTINUE WITH INCOMING DONATIONS AND PAYMENTS PROCESSING REFERRAL IF A RESPONDENT FOR OUTGOING BILLING HAS ALREADY BEEN REACHED AND IS ALSO ELIGIBLE PERSON FOR INCOMING DONATIONS AND PAYMENTS PROCESSING. LIKEWISE, DO NOT CONTINUE WITH OUTGOING BILLING REFERRAL IF A RESPONDENT FOR INCOMING DONATIONS AND PAYMENTS PROCESSING HAS ALREADY BEEN REACHED AND IS ALSO ELIGIBLE FOR OUTGOING BILLING. STOP WHEN FOUR INTERVIEWS ARE SET UP.

S2:**SENIOR ACCOUNT MANAGER REFERRAL INFORMATION**

Could you please connect me with the VP OR SENIOR DIRECTOR OF SALES OR ACCOUNT MANAGEMENT at this location of your organization? [**IF NECESSARY**: This is not a sales or marketing call.]

[IF DEPARTMENT INTRODUCTION NECESSARY]:***DEPARTMENT INTRODUCTION***

Hello, this is _____, calling for National Analysts, a market research and consulting firm in Philadelphia. We are conducting a research study about a new product the U.S. Postal Service may offer in the near future. I am just trying to find the right person in your organization to talk to. This is not a sales or marketing call.

For our research, we would like to get the viewpoints of senior decision-makers in SALES OR ACCOUNT MANAGEMENT. Could you please direct me to the VP OR SENIOR DIRECTOR OF SALES OR ACCOUNT MANAGEMENT at this location?

SALES OR ACCOUNT MANAGEMENT Main Number Referral:

Referral Name: _____ Title _____

Telephone #:() _____

INTRODUCTION TO VP/SENIOR DIRECTOR OF SALES OR ACCOUNT MANAGEMENT

Hello, this is _____, calling for National Analysts, a market research and consulting firm in Philadelphia. We are conducting a research study for the U.S. Postal Service concerning a new product called CONFIRM, which notifies users about the status of outgoing and incoming mail while still in transit. I would like to ask you a few questions to help determine whether your organization sends the types of mail either for yourself or for your clients that would qualify your organization for our study.

(IF NECESSARY) Your organization has been selected to participate as part of a nationally representative sample. Your answers will remain confidential. This is not a sales or marketing call.

S3A. Are you the person in your organization at this location who is most responsible for overseeing the management and development of client relationships – that is, the specific mailing services that are offered to your clients?

CONTINUE	YES	1
SKIP TO S3C	NO	2
	DK	8
	REFUSED	9

S3B. Are you also involved in the decisions made regarding the mailings sent out for your own company (for example, advertisements)?

SKIP TO S5	YES	1
	NO	2
	DK	8
	REFUSED	9

S3C. Is there another person at this location who is most responsible for overseeing the management and development of client relationships and the specific mailing services that are offered?

CONTINUE	YES	1
TERMINATE	NO	2
	DK	8
	REFUSED	9

S4. May I have the name, title, and telephone number of this person?

RECORD BELOW TERMINATE	YES	1
	NO	2
	DK	8
	REFUSED	9

ENTER REFERRAL INFORMATION BELOW, THEN TERMINATE. CONTACT REFERRAL AND REPEAT “INTRODUCTION TO VP/SENIOR DIRECTOR OF SALES OR ACCOUNT MANAGEMENT”

IF NO REFERRAL IS AVAILABLE AT THIS LOCATION AND A REFERRAL IS AVAILABLE AT ANOTHER LOCATION, CODE REFERRAL AS GOING TO A DIFFERENT LOCATION AND COLLECT CONTACT INFORMATION (BUT DO NOT CALL BACK YET – HOLD REFERRAL)

Referral Name: _____ Title _____

Telephone #:(____) _____

S5. Does this **location** currently have Internet access or the ability to connect to other computers via modem?

CONTINUE TERMINATE	YES	1
	NO	2
	DK	8
	REFUSED	9

S6A. In the past 12 months, were any of the First-Class and/or Standard A (Third-Class) mail pieces that were sent out for your clients or your own organization that you are responsible for, card- or letter-size?

YES	1
NO	2
DK	3
REFUSED	4

S6B. Were any of the First-Class or Standard A (Third-Class) mail pieces that were sent out for your clients or your own organization, that you are responsible for, flats?

CONTINUE	YES	1
IF S6A = YES, CONTINUE;	NO	2
OTHERWISE, SKIP TO S7A	DK	3
	REFUSED	4

S6C. Of these letter, card, or flat-size pieces, were any mailed at automation rates and presorted to the basic, three or five digit ZIP level? Do NOT include pieces that were Carrier Route presorted.

CONTINUE	YES	1
SKIP TO S7A	NO	2
	DK	3
	REFUSED	4

IF S6C = 1 THEN CODE AS “ RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM”

S7A. In the past 12 months, were any of the incoming mail pieces returned to your organization – EITHER for your clients or for your company's own use – in the form of business reply or courtesy reply cards or envelopes?

CONTINUE	YES	1
IF RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM, THEN SKIP TO R6-1; OTHERWISE TERMINATE	NO	2
	DK	3
	REFUSED	4

S7B. Of these business reply or courtesy reply cards or envelopes, were any letter- or card-size?

YES	1
NO	2
DK	3
REFUSED	4

S7C. Of these business reply or courtesy reply cards or envelopes, were any flats?

CONTINUE	YES	1
IF S7B = YES, CONTINUE; ELSE IF RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM, THEN SKIP TO R6-1; OTHERWISE, TERMINATE	NO	2
	DK	3
	REFUSED	4

IF S7B = 1 OR S7C = 1 THEN CODE AS "RESPONDENT IS ELIGIBLE FOR ORIGIN CONFIRM". IF S6C=1 AND (S7B=1 OR S7C = 1) THEN CODE AS "RESPONDENT IS ELIGIBLE FOR BOTH DESTINATION AND ORIGIN CONFIRM."

ALL ELIGIBLE RESELLER RESPONDENTS ARE ASKED R6-1 THROUGH R6-5

R6-1. Have you ever worked for, or does anyone in your household or family currently work for, any of the following types of organizations?

	YES	NO	DK	REFUSED
The U.S. Postal Service or a company that delivers mail or mail related materials, such as Federal Express, UPS, etc.	1	2	8	9
A market research company	1	2	8	9

**IF "YES", "DK" OR "REF" TO ANY THEN TERMINATE.
IF "NO" TO ALL ABOVE, CONTINUE.**

R6-2. As I mentioned earlier, the Postal Service is conducting a study about a new service it may offer in the near future – a product that may provide you with valuable information about your customers’ mailings and your outgoing and incoming mail pieces. The Postal Service has commissioned National Analysts to research the interest in this product. To this end, we would very much like to talk to you further, and have you participate in a research survey. The survey will be conducted over the phone and should take about **15** minutes to complete. Any information you provide will be treated confidentially. In appreciation of your time and effort, we will send you a check for \$100 when you complete the survey.

INTERVIEWER NOTE: PRESS 1 AND CONTINUE – DO NOT ASK ANY QUESTION

CONTINUE	YES	1
TERMINATE	NO	2

R6-3. Prior to the interview, I will send you some materials regarding the study. Reviewing the materials beforehand will help to reduce the length of the interview considerably. What is the address to which we could send you these materials?

Name: _____ Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ ZIP Code: _____

Phone number: () _____

R6-4. Do you also have a fax number that we might be able to use to send you some of the materials, just in case we need to send you additional materials on the day of the interview?

RECORD BELOW	YES	1
CONTINUE TO R6-5	NO	2

Fax Number: () _____

R6-5. When would be a convenient time to conduct the interview? **(BE SURE TO LEAVE AT LEAST 4 BUSINESS DAYS FOR RECEIPT OF PRIORITY MAIL PACKAGE)**

INTERVIEWER NOTE: IF NO PREFERENCE, SUGGEST EXACTLY 1 WEEK FROM NOW (WITH EARLIEST POSSIBLE INTERVIEW DATE OF 8/29/01)

Interview Date: _____ Time: _____

THANK RESPONDENT FOR PARTICIPATING IN THE RESEARCH AND BE SURE TO CONFIRM INTERVIEW DATE AND TIME BEFORE COMPLETING THE CALL.

PROGRAMMER:

PLEASE CREATE A VARIABLE CALLED 'RESPONDENT TYPE' USING THE FOLLOWING CODES, AND SAVE IT TO THE DATABASE TO LATER BE USED IN THE QUESTIONNAIRE PROGRAMMING.

IF RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM ONLY AND RESPONDENT IS A NON-RESELLER, RESPONDENT TYPE = 1 (DESTINATION ONLY/NON-RESELLER)

IF RESPONDENT IS ELIGIBLE FOR ORIGIN CONFIRM ONLY AND RESPONDENT IS A NON-RESELLER, RESPONDENT TYPE = 2 (ORIGIN ONLY/ NON-RESELLER)

IF RESPONDENT IS ELIGIBLE FOR BOTH DESTINATION AND ORIGIN CONFIRM AND RESPONDENT IS A NON-RESELLER, RESPONDENT TYPE = 3 (DESTINATION AND ORIGIN/NON-RESELLER)

IF RESPONDENT IS ELIGIBLE FOR DESTINATION CONFIRM ONLY AND RESPONDENT IS A RESELLER, RESPONDENT TYPE = 4 (DESTINATION ONLY/ RESELLER)

IF RESPONDENT IS ELIGIBLE FOR ORIGIN CONFIRM ONLY AND RESPONDENT IS A RESELLER, RESPONDENT TYPE = 5 (ORIGIN ONLY/ RESELLER)

IF RESPONDENT IS ELIGIBLE FOR BOTH DESTINATION AND ORIGIN CONFIRM AND RESPONDENT IS A RESELLER, RESPONDENT TYPE = 6 (DESTINATION AND ORIGIN/RESELLER)

Attachment C – Product Descriptions

ORIGIN-CONFIRM PRODUCT DESCRIPTION

A new service from the U.S. Postal Service will provide valuable “heads-up” information about the letter, card and flat shaped courtesy and business reply pieces your customers are returning to you. By using a special barcode called PLANET -- in conjunction with the POSTNET barcode on your letter, card, and flat shaped courtesy and business reply pieces -- ORIGIN-CONFIRM will help your organization electronically identify inbound courtesy and business replies.

ORIGIN-CONFIRM provides you with information that your customers or prospects have deposited your courtesy and business reply mail pieces into the mail stream. As the reply pieces are processed by USPS, information on the individual reply pieces will be collected by CONFIRM and made available to you via the Internet or automated download to your computer system. With ORIGIN-CONFIRM information, you have a tool for more precisely aligning your business processes and resources with the actual processing and delivery status of the mail.

ORIGIN-CONFIRM is designed to meet the needs of many types of mailers, but particularly those of large-volume national mailers that have a need to improve their mail-related business processes or refine their customer data.

Your organization may use ORIGIN-CONFIRM information to:

- Get advance notice of who is returning payment envelopes or order forms;
- Save money by reducing the number of dunning notices you send;
- Manage staff more efficiently, use temps more effectively, reduce unscheduled overtime;
- Process payments more efficiently and manage cash more effectively;
- Process mail orders more efficiently by planning and staffing based on accurate information;
- Maintain better relations with customers, based on more accurate information;
- Sharpen your telemarketing follow-up based on what you learn from the data;
- Evaluate the success of an ad campaign.

(Over)

WHO CAN USE ORIGIN-CONFIRM

You will be able to use ORIGIN-CONFIRM without having to make significant capital/equipment investments.

- You will be able to use ORIGIN-CONFIRM on the incoming pieces for which you have provided your customers with a business or courtesy reply card/envelope that is:
 - An automation compatible letter, card, or flat shaped piece,
 - Has a POSTNET barcode on the front of the reply piece,
 - Has a PLANET barcode on the front of the reply piece.
- You must have modem or Internet communications capabilities to access ORIGIN-CONFIRM information.

You will be able to use ORIGIN-CONFIRM on every business or courtesy reply piece in a mailing.

HOW ORIGIN-CONFIRM WORKS

The cornerstone of ORIGIN-CONFIRM is the pair of barcodes printed on your letter, card, or flat shaped reply mail.

- The regular POSTNET barcode is used by the Postal Service for address sorting.
- The new PLANET barcode allows you to electronically identify your inbound reply mail pieces.

WHAT IS A POSTNET CODE?

The POSTNET Code is a 12-digit barcode that encrypts the exact address to which the mail piece is to be delivered.

WHAT IS A PLANET CODE?

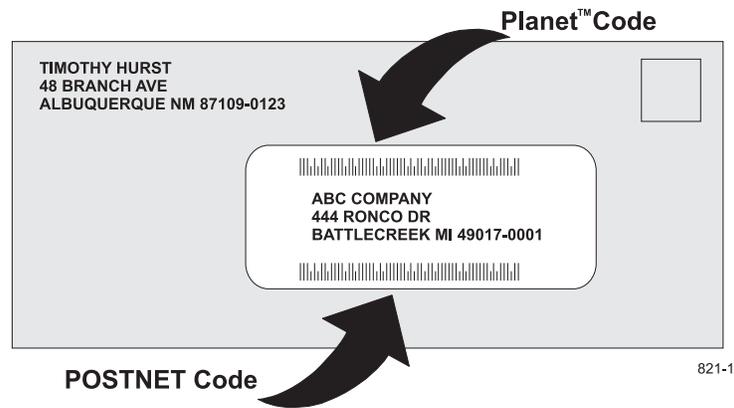
The PLANET Code is a separate 12-digit barcode. Because the PLANET symbology is the inverse of POSTNET, only a simple modification to mailer bar-coding software is required to create the PLANET code. No new equipment is needed.

- The first two digits alert the Postal Service's sorting equipment that the mail piece is coded for ORIGIN-CONFIRM, and identify the size and class of the mail piece.
- The next 9 digits are reserved for your use and allow you to use any coding scheme you choose to identify individual customers (i.e., customer IDs or account numbers) or prospects, or reply mail from specific campaigns, departments, or locations.
 - If your customer IDs (i.e., customer account numbers) are longer than 9 digits, you will need to develop a “bridge” or “handshake” between the PLANET code and your internal customer identification scheme, if you wish to obtain individual customer level information.
- The 12th digit is a check digit that the Postal Service uses internally to detect errors.

If you need to track reply mail from specific campaigns, departments, locations, or clients, you may want to purchase multiple ORIGIN-CONFIRM subscriber IDs. However, if you do not need *all* of the 9 digits reserved for your use to identify individual customers/prospects, you can use the remaining digits, in conjunction with the POSTNET code, to separately monitor reply mail pieces without purchasing additional subscriber IDs. On the other hand, if you would like your ORIGIN-CONFIRM data transmitted to multiple locations, you will need a subscriber ID for each location to which the data is sent.

(Over)

You place the PLANET and POSTNET barcodes in the address block -- either sprayed on the outside of the mail piece or visible through the window. Below is an example of how the codes could appear on the mail pieces.



Used together, the PLANET and POSTNET Codes can uniquely identify each mail piece. As USPS processes the coded mail pieces, the sorting equipment reads both PLANET and POSTNET codes simultaneously without impacting mail processing throughout.

ORIGIN-CONFIRM DATA

ORIGIN-CONFIRM information will be available as raw data for individual reply pieces. The data file you receive will be a comma-delimited flat file containing place, date, time, and stage of processing information.

The Postal Service will provide two convenient -- and secure -- ways to access and retrieve ORIGIN-CONFIRM data.

- You can initiate data downloads at anytime via the CONFIRM Website or you can get scheduled uploads via **FTP**.
- Mail processing centers will update ORIGIN-CONFIRM information multiple times a day.
- Data will remain available for 15 days.
- All transmissions will be secure and user authorization will be required to view, retrieve and receive data.

ORIGIN-CONFIRM TECHNICAL SUPPORT

The Postal Service will maintain a Customer Service and Technical Support Center that will provide basic technical help.

(Over)

SUBSCRIBING TO ORIGIN-CONFIRM

ORIGIN-CONFIRM information will be available on a subscription basis only. USPS will offer three options for subscribing to ORIGIN-CONFIRM.

	Silver	Gold	Platinum
Length of Subscription*	3 months (consecutive)	1 year	1 year
Basic Subscription			
Number of Scans <i>Approximate Number of Pieces**</i>	15 Million <i>5 Million</i>	50 Million <i>16.5 Million</i>	Unlimited
Number of Subscriber IDs	1	1	3
Expansion Options			
Additional Scans <i>Approximate Number of Additional Pieces**</i>	Sold in 2.5 million scan increments <i>850 Thousand</i>	Sold in 12.5 million scan increments <i>4 Million</i>	N/A N/A
Additional Subscriber IDs	Charge for each additional Subscriber ID	Charge for each additional Subscriber ID	Charge for each additional Subscriber ID

** We will be providing cost information for the basic subscription and each of the expansion options at the time of the interview. Please have this product description and the attached worksheet in front of you at the time of the interview; we will be asking you to fill in the price information at that time.*

*** Each mail piece will be scanned an average of 3 times during processing.*

You will have the option of upgrading your ORIGIN-CONFIRM subscription within the first year by paying the difference in price between your existing subscription and the subscription you wish to upgrade to.

To subscribe to ORIGIN-CONFIRM, you complete and submit an on-line or hardcopy application form. USPS will contact you upon receiving your ORIGIN-CONFIRM application and will facilitate accurate completion of required account information. USPS will assign a Subscriber ID number to you. You will produce and submit sample mail pieces to USPS in order to verify proper generation and placement of the PLANET Codes (you only need to complete the verification process once). After approving the mail pieces, USPS configures the ORIGIN-CONFIRM account so that you can begin receiving ORIGIN-CONFIRM data files after a mailing takes place. This certification will be a one-time cost of about \$1,000.

DESTINATION-CONFIRM PRODUCT DESCRIPTION

A new service from the U.S. Postal Service will provide valuable “heads-up” information that the letter, card and flat shaped mail pieces you send to your customers are nearing delivery. By using a special barcode called PLANET -- in conjunction with the POSTNET barcode on your outbound letter, card and flat shaped mail pieces -- DESTINATION-CONFIRM will help your organization electronically identify outbound letter, card, and flat mail as it is processed by USPS.

DESTINATION-CONFIRM will give you information on the anticipated delivery of *individual* mail pieces (i.e., Mary Jones will most likely receive by tomorrow the product information you sent.). With DESTINATION-CONFIRM information, you have a tool for more precisely aligning your business processes and resources with the actual processing and delivery status of the mail.

DESTINATION-CONFIRM is designed to meet the needs of many types of mailers, but particularly those of large-volume national mailers that have a need to improve their mail-related business processes or refine their customer data.

Your organization may use DESTINATION-CONFIRM information to:

- Know approximately when customers received bills, credit cards, insurance cancellations, notices, direct mail solicitations, and other important mail;
- Increase response rates by synchronizing telemarketing with the approximate delivery of direct mail solicitations;
- Have proof that you sent your mail;
- Improve customer service;
- Staff call centers more efficiently, based upon the anticipated delivery dates.

(Over)

WHO CAN USE DESTINATION-CONFIRM

You will be able to use DESTINATION-CONFIRM without having to make significant capital/equipment investments.

- You will be able to use DESTINATION-CONFIRM only on outgoing mail pieces that meet the following requirements:
 - An automation compatible letter, card, or flat shaped piece,
 - Has a POSTNET barcode on the front of the mail piece,
 - Has a PLANET barcode on the front of the mail piece.
- You must have modem or Internet communications capabilities to access DESTINATION-CONFIRM information.

You will be able to use DESTINATION-CONFIRM on every piece in a mailing or on selected pieces (e.g., seeding).

HOW DESTINATION-CONFIRM WORKS

The cornerstone of DESTINATION-CONFIRM is the pair of barcodes printed on your letter, card, or flat shaped mail pieces.

- The regular POSTNET barcode is used by the Postal Service for mail sorting.
- The new PLANET barcode allows you to electronically identify your outgoing letter, card, or flat shaped mail pieces (used in combination with the POSTNET Code).

WHAT IS A POSTNET CODE?

The POSTNET Code is a 12-digit barcode that encrypts the exact address to which the mail piece is to be delivered.

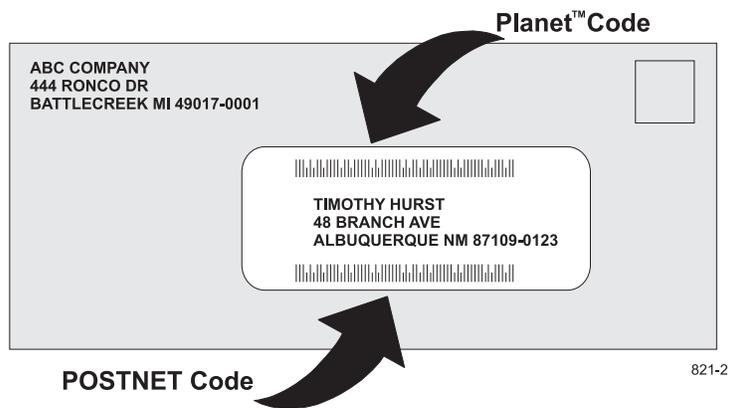
WHAT IS A PLANET CODE?

The PLANET Code is a separate 12-digit barcode. Because the PLANET symbology is the inverse of POSTNET, only a simple modification to mailer bar-coding software is required to create the PLANET code. No new equipment is needed.

- The first two digits alert the Postal Service's sorting equipment that the mail piece is coded for DESTINATION-CONFIRM.
- The next 5 digits are the "Subscriber ID" and identify your organization/location as the sender.
- The next 4 digits are reserved for your use and allow you to use any coding scheme you choose to identify individual mailings, programs, or initiatives.
- The 12th digit is a check digit that the Postal Service uses internally to detect errors.

If you need to track mail pieces sent from different locations, departments, or clients, you may want to purchase multiple DESTINATION-CONFIRM subscriber IDs. However, you can also use the 4 digits available for your use to track mailings from specific locations, departments, or clients if you are not using all of them for another purpose.

You place the PLANET and POSTNET barcodes in the address block -- either sprayed on the outside of the mail piece or visible through the window. Below is an example of how the codes could appear on the mail piece.



Used together, the PLANET and POSTNET Codes can uniquely identify each mail piece. As USPS processes the coded mail pieces, the sorting equipment reads both PLANET and POSTNET codes simultaneously without impacting mail processing throughout.

(Over)

MANIFESTING

USPS will require you to submit a DESTINATION-CONFIRM Advanced Shipping Notice (CASN) prior to or at the time you deposit your DESTINATION-CONFIRM mailings; the purpose of CASN information is to provide enhanced reporting and troubleshooting information regarding delivery of your mail, and to measure overall mail processing performance. By providing this information, USPS will be able to use the DESTINATION-CONFIRM System to assess the length of time it takes to process and deliver the mail once USPS has taken possession of the mailing. The information is required to be supplied for every DESTINATION-CONFIRM mailing in order for USPS to build trend and statistical information about the performance of DESTINATION-CONFIRM and overall mail performance. In return, you will get information back as to when and where the mailing was accepted.

As a DESTINATION-CONFIRM user, you will need to supply information on each mailing for each location at which you enter mail, such as:

- Date of the outgoing mailing
- Number of pieces in the outgoing mailing
- Number of pieces that have a PLANET code

You will use a USPS-prescribed format to submit data about a mailing electronically either via direct submission of a flat data file or on the CONFIRM web site.

You will be required to print a Shipment ID Barcode (which is a USS Code 128 barcode similar to the USPS Delivery Confirmation code) on the CASN documentation accompanying the mailing. USPS mail acceptance personnel will scan the code at the time they take possession of the mail. This will allow the DESTINATION-CONFIRM system to “start the clock” on measuring mail processing performance. For further details please see the attached summary.

DESTINATION-CONFIRM DATA

DESTINATION-CONFIRM information will be available as raw data for individual mail pieces. The data file you receive will be a comma-delimited flat file containing place, date, time, and stage of processing information.

The Postal Service will provide two convenient -- and secure -- ways to access and retrieve DESTINATION-CONFIRM data.

- You can initiate data downloads at anytime via the CONFIRM Website or you can get scheduled uploads via **FTP**.
- Mail processing centers will update DESTINATION-CONFIRM information multiple times a day.
- Data will remain available for 15 days.
- All transmissions will be secure and user authorization will be required to view, retrieve and receive data.

DESTINATION-CONFIRM TECHNICAL SUPPORT

The Postal Service will maintain a Customer Service and Technical Support Center that will provide basic technical help.

(Over)

SUBSCRIBING TO DESTINATION-CONFIRM

DESTINATION-CONFIRM information will be available on a subscription basis only. USPS will offer three options for subscribing to DESTINATION-CONFIRM.

	Silver	Gold	Platinum
Length of Subscription*	3 months (consecutive)	1 year	1 year
Basic Subscription			
Number of Scans <i>Approximate Number of Pieces**</i>	15 Million <i>5 Million</i>	50 Million <i>16.5 Million</i>	Unlimited
Number of Subscriber IDs	1	1	3
Expansion Options			
Additional Scans <i>Approximate Number of Additional Pieces**</i>	Sold in 2.5 million scan increments <i>850 Thousand</i>	Sold in 12.5 million scan increments <i>4 Million</i>	N/A N/A
Additional Subscriber IDs	Charge for each additional Subscriber ID	Charge for each additional Subscriber ID	Charge for each additional Subscriber ID

* We will be providing cost information for the basic subscription and each of the expansion options at the time of the interview. Please have this product description and the attached worksheet in front of you at the time of the interview; we will be asking you to fill in the price information at that time.

** Each mail piece will be scanned an average of 3 times during processing.

You will have the option of upgrading your DESTINATION-CONFIRM subscription within the first year by paying the difference in price between your existing subscription and the subscription you wish to upgrade to.

To subscribe to DESTINATION-CONFIRM, you complete and submit an on-line or hardcopy application form. USPS will contact you upon receiving your DESTINATION-CONFIRM application and will facilitate accurate completion of required account information. USPS will assign a Subscriber ID number to you. You will produce and submit sample mail pieces to USPS in order to verify proper generation and placement of the PLANET Codes (you only need to complete the verification process once). After approving the mail pieces, USPS configures the DESTINATION-CONFIRM account so that you can begin receiving DESTINATION-CONFIRM data files after a mailing takes place. This certification will be a one-time cost of about \$1,000.

CONFIRM PRODUCT DESCRIPTION

A new service from the U.S. Postal Service -- CONFIRM -- will provide you with valuable "heads-up" information about the status of your letter, card, and flat shaped mail pieces. By using a special barcode called PLANET -- in conjunction with the POSTNET barcode which is used for mail sorting -- CONFIRM will help your organization electronically identify outbound and inbound reply letter, card, and flat shaped mail and will allow you to track your mail pieces as they are processed by USPS.

There are two CONFIRM tools. One, DESTINATION-CONFIRM, provides you with information that the mail pieces you send out to your customers are nearing delivery. The other, ORIGIN-CONFIRM, provides you with information on the courtesy and business reply pieces your customers are returning to you.

DESTINATION-CONFIRM will give you information on the anticipated delivery of *individual* mail pieces (i.e., Mary Jones will most likely receive by tomorrow the product information you sent her).

ORIGIN-CONFIRM will give you information that tracks *individual* incoming courtesy and business reply mail pieces (i.e., Mary Jones' "check is in the mail."). ORIGIN-CONFIRM provides you with information that your customers or prospects have deposited your courtesy and business reply mail pieces into the mail stream. As the reply pieces are processed by USPS, information on the individual reply pieces will be collected by CONFIRM and made available to you via the Internet or automated download to your computer system.

With CONFIRM information, you have a tool for more precisely aligning your business processes and resources with the actual processing and delivery status of the mail.

CONFIRM is designed to meet the needs of many types of mailers, but particularly those of large-volume national mailers that have a need to improve their mail-related business processes or refine their customer data.

(Over)

Your organization may use DESTINATION-CONFIRM information to:

- Know approximately when customers received bills, credit cards, insurance cancellations, notices, direct mail solicitations, and other important mail;
- Increase response rates by synchronizing telemarketing with the approximate delivery of direct mail solicitations;
- Have proof that you sent your mail;
- Improve customer service;
- Staff call centers more efficiently, based upon the anticipated delivery dates.

ORIGIN-CONFIRM information may help your organization:

- Get advance notice of who is returning payment envelopes or order forms;
- Save money by reducing the number of dunning notices you send;
- Manage staff more efficiently, use temps more effectively, reduce unscheduled overtime;
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- Process mail orders more efficiently by planning and staffing based on accurate information;
- Maintain better relations with customers, based on more accurate information;
- Sharpen your telemarketing follow-up based on what you learn from the data;
- Evaluate the success of an ad campaign.

WHO CAN USE CONFIRM

You will be able to use CONFIRM without having to make significant capital/ equipment investments.

- You will be able to use CONFIRM only on mail pieces that meet the following requirements:
 - An automation compatible letter, card, or flat size piece,
 - Has a POSTNET barcode on the front of the mail piece
 - Has a PLANET barcode on the front of the mail piece.
- You must have modem or Internet communications capabilities to access CONFIRM information.

You will be able to use CONFIRM on every piece in a mailing or on selected pieces (e.g., seeding outbound mailings).

HOW CONFIRM WORKS

The cornerstone of CONFIRM is the pair of barcodes printed on your letter, card, and flat shaped mail pieces.

- The regular POSTNET barcode is used by the Postal Service for mail sorting.
- The new PLANET barcodes allow you to electronically identify your letter, card or flat shaped mail pieces.

WHAT IS A POSTNET CODE?

The POSTNET Code is a 12-digit barcode that encrypts the exact address to which the mail piece is to be delivered.

(Over)

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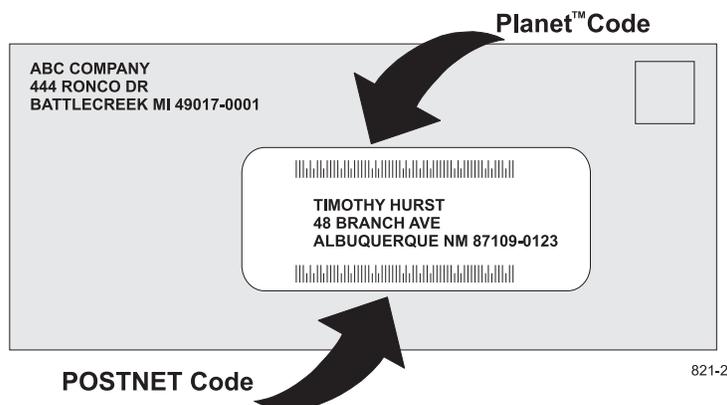
WHAT IS A DESTINATION-CONFIRM PLANET CODE?

Within the DESTINATION-CONFIRM PLANET Code:

- The first two digits alert the Postal Service's sorting equipment that the mail piece is coded for DESTINATION-CONFIRM.
- The next 5 digits are the "Subscriber ID" and identify your organization/location as the sender.
- The next 4 digits are reserved for your use and allow you to use any coding scheme you choose to identify individual mailings, programs, or initiatives.
- The 12th digit is a check digit that the Postal Service uses internally to detect errors.

If you need to track mail pieces sent from different locations, departments, or clients, you may want to purchase multiple DESTINATION-CONFIRM subscriber IDs. However, you can also use the 4 digits available for your use to track mailings from specific locations, departments, or clients if you are not using all of them for another purpose.

You place the PLANET and POSTNET barcodes in the address block -- either sprayed on the outside of the mail piece or visible through the window. Below is an example of how the codes could appear on the mail piece.



WHAT IS AN ORIGIN-CONFIRM PLANET CODE?

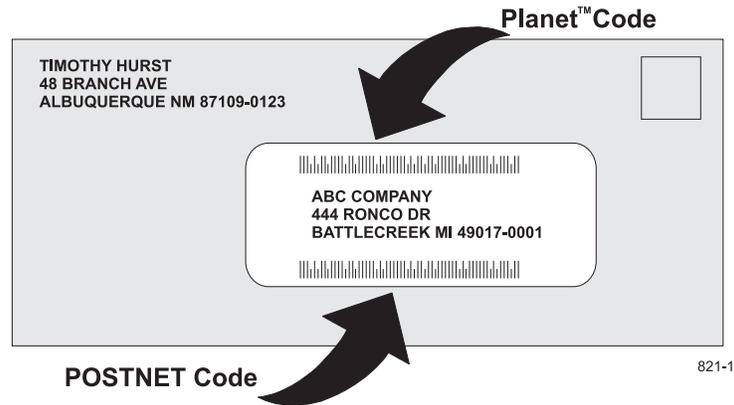
Within the ORIGIN-CONFIRM PLANET Code:

- The first two digits alert the Postal Service's sorting equipment that the mail piece is coded for ORIGIN-CONFIRM and identify the size and class of the mail piece.
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(Over)

You place the PLANET and POSTNET barcodes in the address block -- either sprayed on the outside of the mail piece or visible through the window. Below is an example of how the codes could appear on the mail piece.



Used together, the PLANET and POSTNET Codes can uniquely identify each mail piece. As USPS processes the coded mail pieces, the sorting equipment reads both PLANET and POSTNET codes simultaneously without impacting mail processing throughout.

MANIFESTING

For each DESTINATION-CONFIRM mailing, USPS will require you to submit a DESTINATION-CONFIRM Advanced Shipping Notice (CASN) prior to or at the time you deposit your mailings; the purpose of CASN information is to provide enhanced reporting and troubleshooting information regarding delivery of your mail, and to measure overall mail processing performance. By providing this information, USPS will be able to use the DESTINATION-CONFIRM System to assess the length of time it takes to process and deliver the mail once USPS has taken possession of the mailing. The information is required to be supplied for every DESTINATION-CONFIRM mailing in order for USPS to build trend and statistical information about the performance of DESTINATION-CONFIRM and overall mail performance. In return, you will get information back as to when and where the mailing was accepted.

As a DESTINATION-CONFIRM user, you will need to supply information on each mailing for each location at which you enter mail, such as:

- Date of the outgoing mailing
- Number of pieces in the outgoing mailing
- Number of pieces that have a PLANET code

You will use a USPS-prescribed format to submit data about a mailing electronically either via direct submission of a flat data file or on the CONFIRM web site.

You will be required to print a Shipment ID Barcode (which is a USS Code 128 barcode similar to the USPS Delivery Confirmation code) on the CASN documentation accompanying the mailing. USPS mail acceptance personnel will scan the code at the time they take possession of the mail. This will allow the DESTINATION-CONFIRM system to “start the clock” on measuring mail processing performance. For further details please see the attached summary.

(Over)

CONFIRM DATA

CONFIRM information will be available as raw data for individual mail pieces. The data file you receive will be a comma-delimited flat file containing place, date, time, and stage of processing information.

The Postal Service will provide two convenient -- and secure -- ways to access and retrieve CONFIRM data.

- You can initiate data downloads at anytime via the CONFIRM Website or you can get scheduled uploads via FTP.
- Mail processing centers will update CONFIRM information multiple times a day.
- Data will remain available for 15 days.
- All transmissions will be secure and user authorization will be required to view, retrieve and receive data.

CONFIRM TECHNICAL SUPPORT

The Postal Service will maintain a Customer Service and Technical Support Center that will provide basic technical help.

SUBSCRIBING TO CONFIRM

CONFIRM information will be available on a subscription basis only. USPS will offer three options for subscribing to CONFIRM. You will be able to use the same subscription for both CONFIRM products (Destination and Origin).

	Silver	Gold	Platinum
Length of Subscription*	3 months (consecutive)	1 year	1 year
Basic Subscription			
Number of Scans <i>Approximate Number of Pieces**</i>	15 Million <i>5 Million</i>	50 Million <i>16.5 Million</i>	Unlimited
Number of Subscriber IDs	1	1	3
Expansion Options			
Additional Scans <i>Approximate Number of Additional Pieces**</i>	Sold in 2.5 million scan increments <i>850 Thousand</i>	Sold in 12.5 million scan increments <i>4 Million</i>	N/A N/A
Additional Subscriber IDs	Charge for each additional Subscriber ID	Charge for each additional Subscriber ID	Charge for each additional Subscriber ID

** We will be providing cost information for the basic subscription and each of the expansion options at the time of the interview. Please have this product description and the attached worksheet in front of you at the time of the interview; we will be asking you to fill in the price information at that time.*

*** Each mail piece will be scanned an average of 3 times during processing.*

You will have the option of upgrading your CONFIRM subscription within the first year by paying the difference in price between your existing subscription and the subscription you wish to upgrade to.

To subscribe to CONFIRM, you complete and submit an on-line or hardcopy application form. USPS will contact you upon receiving your CONFIRM application and will facilitate accurate completion of required account information. USPS will assign a Subscriber ID number to you. You will produce and submit sample mail pieces to USPS in order to verify proper generation and placement of the PLANET Codes (you only need to complete the verification process once). After approving the mail pieces, USPS configures the CONFIRM account so that you can begin receiving CONFIRM data files after a mailing takes place. This certification will be a one-time cost of about \$1,000.

Attachment D – Pilot & Non-Pilot Cover Letters

(Pilot)



Summer, 2001

Dear Postal Customer:

Thank you for participating in this important study. As the interviewer mentioned on the telephone, this study concerns a new product the U.S. Postal Service is planning to offer to the general public in the near future, called CONFIRM. As you are aware from using CONFIRM, this product allows you to track your mail pieces electronically as they are processed and delivered by the Postal Service. This survey will obtain your reactions to this new Postal mailing service, which will then help us to better serve you. Your responses are particularly important to us given your experiences in piloting this new product.

We have asked National Analysts, a survey research firm, to conduct this study on our behalf. Please be assured that your responses will remain strictly confidential and will be reported as aggregate statistics for informational purposes only. Your specific responses will not be uniquely identified or communicated to anyone within the Postal Service.

The next few pages contain product descriptions and other information that will be used during your telephone interview. Please take just a few moments to review them prior to your interview and have them available when the interviewer calls you. If you have any questions about the materials or the survey in general, please call Mike Gershman of National Analysts at 1-800-342-9102.

Again, thank you in advance for your earnest and thoughtful cooperation.

Sincerely,

A handwritten signature in black ink, appearing to read "Greg Whiteman".

Greg Whiteman
Manager of Market Intelligence and Segmentation



(Non-Pilot)

Summer, 2001

Dear Postal Customer:

Thank you for participating in this important study. As the interviewer mentioned on the telephone, this study concerns a new product the U.S. Postal Service is planning to offer in the near future, called CONFIRM. By using CONFIRM, you will be able to track your mail pieces electronically as they are processed and delivered by the Postal Service. This survey will obtain your reactions to this new Postal mailing service, which will then help us to better serve you.

We have asked National Analysts, a survey research firm, to conduct this study on our behalf. Please be assured that your responses will remain strictly confidential and will be reported as aggregate statistics for informational purposes only. Your specific responses will not be uniquely identified or communicated to anyone within the Postal Service.

The next few pages contain product descriptions and other information that will be used during your telephone interview. Please take just a few moments to review them prior to your interview and have them available when the interviewer calls you. If you have any questions about the materials or the survey in general, please call Mike Gershman of National Analysts at 1-800-342-9102.

Again, thank you in advance for your earnest and thoughtful cooperation.

Sincerely,

A handwritten signature in black ink, appearing to read "Greg Whiteman".

Greg Whiteman
Manager of Market Intelligence and Segmentation

Attachment E – Interview Worksheet

INTERVIEW WORKSHEET

You do not need to do anything with this worksheet prior to your interview. However, please make sure that you have this worksheet available at the time of the interview, as it will assist you in answering the survey questions.

SCENARIO 1 *

Subscription Type	Term	Scans Included	Mailer IDs Included	Price	Cost of Additional Scans	Cost of Each Additional Mailer ID
CONFIRM Silver	3 months	15 million scans** <i>(approximately 5 million mailings)</i>	1	\$ _____	\$ _____ /2.5 million scans** <i>(approximately 833,333 mailings)</i>	\$ _____
CONFIRM Gold	1 year	50 million scans ** <i>(approximately 16.5 million mailings)</i>	1	\$ _____	\$ _____ /12.5 million scans** <i>(approximately 4,166,666 mailings)</i>	\$ _____
CONFIRM Platinum	1 year	unlimited scans	3	\$ _____	N/A	\$ _____

SCENARIO 2 *

Subscription Type	Term	Scans Included	Mailer IDs Included	Price	Cost of Additional Scans	Cost of Each Additional Mailer ID
CONFIRM Silver	3 months	15 million scans** <i>(approximately 5 million mailings)</i>	1	\$ _____	\$ _____ /2.5 million scans** <i>(approximately 833,333 mailings)</i>	\$ _____
CONFIRM Gold	1 year	50 million scans ** <i>(approximately 16.5 million mailings)</i>	1	\$ _____	\$ _____ /12.5 million scans** <i>(approximately 4,166,666 mailings)</i>	\$ _____
CONFIRM Platinum	1 year	unlimited scans	3	\$ _____	N/A	\$ _____

* In addition to the base subscription cost, there is a one-time certification fee of approximately \$1,000 at the time of application for CONFIRM.

** Each mail piece will be scanned an average of 3 times during processing.

**Attachment F—Non-Reseller Questionnaire
(Origin & Destination Version)**

NOTE: ALL INSTRUCTIONS TO INTERVIEWERS AND PROGRAMMERS APPEAR IN CAPITAL LETTERS AND BOLD-FACED TEXT. ALSO, RESPONSES THAT APPEAR IN CAPITAL LETTERS ARE NOT TO BE READ TO RESPONDENTS.

Time Interview Began:	AM	1
	PM	2
Time Interview Ended:	AM	1
	PM	2

Date: _____

Company ID #: _____ Telephone#: _____

Establishment Name: _____

Interviewer Name: _____ Int. ID#: _____

INTRODUCTION

Hello, this is _____, representing National Analysts. I'm calling to conduct our interview regarding CONFIRM, a new product the Postal Service may offer in the near future. I want to verify that I have reached **(RESPONDENT NAME)** at **(ORGANIZATION NAME)** and you are the person that we talked with on **(DATE ON SCREENER)** about your organization's mailing practices. **(IF YES, CONTINUE; IF NO, ASK TO SPEAK TO APPROPRIATE PERSON.)** Before we begin, I just want to remind you that you will be receiving an honorarium of \$100 for your participation in this survey.

A. Did you receive the materials that were sent to you?

SKIP TO QD	YES	1
CONTINUE	NO	2

B. **[IF NO, OR THE MATERIALS HAVE BEEN LOST OR MISPLACED]:** It is very important that you have the product description materials prior to our interview. These materials will help you to answer the questions. It would be best to resend the materials to you and reschedule the interview for a later date, when you have had time to review them. Would you prefer us to resend the materials by mail or to fax them?

RECORD ADDRESS	MAIL	1
RECORD FAX #	FAX	2

Name: _____ Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ ZIP Code: _____

Phone number: () _____

Fax Number: () _____

C. When would be a convenient time to reschedule the interview? **(IF SENDING MATERIALS VIA MAIL, BE SURE TO LEAVE AT LEAST 4 BUSINESS DAYS FOR RECEIPT OF PRIORITY MAIL PACKAGE)**

INTERVIEWER NOTE: IF NO PREFERENCE AND MATERIALS ARE BEING MAILED, SUGGEST EXACTLY 1 WEEK FROM NOW (WITH EARLIEST POSSIBLE INTERVIEW DATE OF 8/29/01); IF MATERIALS ARE BEING FAXED, SUGGEST 1-2 DAYS FROM NOW

New Interview Date: _____ Time: _____

RESTART INTERVIEW ON SCHEDULED DATE

D. Do you have the materials in front of you now?

SKIP TO QF	YES	1
CONTINUE	NO	2

E. Are they someplace where you can quickly retrieve them?

ALLOW RESPONDENT TO RETRIEVE MATERIALS AND CONTINUE	YES	1
RETURN TO QC AND RESCHEDULE INTERVIEW	NO	2

F. Did you have an opportunity to review the CONFIRM product description?

CONTINUE WITH PRODUCT INTRODUCTION BELOW	YES	1
SAY " It will be very helpful for you to review the product description materials before answering the questions. Please take a few minutes now to read over the materials and then we can continue when you have finished reading." (INTERVIEWER: THIS COULD TAKE UP TO 7 MINUTES) THEN CONTINUE TO PRODUCT INTRODUCTION	NO	2

PRODUCT INTRODUCTION:

As you have read, CONFIRM is a new product from the U.S. Postal Service. CONFIRM uses a special barcode called a PLANET Code to electronically track First-Class and Standard A letters, cards, and flats for mail that you send out to recipients. CONFIRM can provide your organization with valuable information about each mail piece, including the date and time when the mail piece was processed, the facility where the mail piece was processed, and the data you have embedded in the barcode, such as the mailing ID and the recipient identifier. CONFIRM can be used with incoming reply mail pieces OR outgoing mailings, and you may use the same subscription for both types of pieces – there is no need to buy a separate subscription for incoming and outgoing mailings. You will have the option of buying different types of subscriptions, depending upon your company's needs. CONFIRM offers many benefits for incoming mail, such as knowing in advance who is returning payments, processing payments more efficiently and managing cash more effectively, processing mail orders more efficiently by planning staffing and inventories based on accurate information, maintaining better relations with customers based on more accurate information, sharpening your telemarketing follow-up based on what you learn from the data, evaluating the success of an ad campaign, and saving money by reducing the number of dunning notices you send. CONFIRM also offers many benefits for outgoing mail, such as knowing when recipients are about to receive bills, credit cards, direct mail solicitations and other important mail; increasing response rates by synchronizing telemarketing with the delivery of direct mail solicitations; having documentation that you sent your mail and that the Postal Service has begun processing the pieces; knowing that recipients are about to receive the important mail pieces you have sent them; and using accurate information to improve customer service.

If at any point during the survey you have questions about the CONFIRM product, please let me know and we can stop to review the relevant information in the product description.

- 1-1. To begin, in the past 12 months, were ANY of the First-Class or Standard A (Third-Class) outgoing mail pieces and incoming reply pieces that you, and the business units you oversee, sent out or processed by an outside mail house or mail preparer, or were they all processed in-house, either at your location or another location within your company?

	Degree of Outsourcing
ALL PROCESSED IN-HOUSE	1
SOME PROCESSED IN-HOUSE & SOME PROCESSED BY THIRD PARTY (E.G., MAIL HOUSE, MAIL PREPARER)	2
ALL OUTSOURCED – SAY "I would just like to verify that ALL of the mail you oversee is sent out or processed by an outside mail house or mail preparer. When we spoke with you originally, your answers suggested that at least SOME of your mail was processed in house." ALLOW INTERVIEWER TO CHANGE ANSWER, IF NEEDED. IF RESPONDENT MAINTAINS THAT ALL OF THEIR MAIL IS OUTSOURCED, SAY "I'm sorry, but you do not qualify for our study." AND TERMINATE HERE. DO NOT COUNT AS A COMPLETED INTERVIEW. RESPONDENT IS NOT ELIGIBLE FOR THE HONORARIUM.	3

[PROGRAMMER: IF Q1-1 = 2, INSERT: "In the questions that follow, I would like you to consider ONLY those outgoing mail pieces and incoming reply pieces that are prepared and sent out directly by your own company, NOT outgoing mail pieces and incoming reply pieces that are outsourced to a third party for preparation and distribution."]

- 1-2. **(INTERVIEWER NOTE: READ SLOWLY AND ALLOW RESPONDENT TO WRITE DOLLAR AMOUNT IN)** I would like you to take a moment to fill in the blanks in the first grid of the worksheet we sent to you, which is the last page of the colored packet. Under the column heading Price, please write in **\$2,000** in the first row for CONFIRM Silver, **\$4,500** in the second row for CONFIRM Gold, and **\$10,000** in the third row for CONFIRM Platinum. In the next column, Cost of Additional Scans, please write in **\$500** in the first row for CONFIRM Silver and **\$1,500** in the second row for CONFIRM Gold. Lastly, I would like you to fill in the final column, Cost of Each Additional Subscriber ID. Please write in **\$500** in the first row for CONFIRM Silver, **\$2,000** in the second row for CONFIRM Gold, and **\$2,000** in the third row for CONFIRM Platinum.

Now that you have the pricing information, I would like to ask you a few questions about your interest in the CONFIRM product. Suppose that in the year 2002, CONFIRM were available at a rate of **\$2,000** for three (3) months for the Silver subscription, **\$4,500** per year for the Gold subscription, and **\$10,000** per year for the Platinum subscription. How likely or unlikely would you be to purchase at least one subscription for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track? Please use a scale from 0% to 100%, where 0% means you "Definitely would not" purchase at least one subscription in 2002 and 100% means you "Definitely would" purchase at least one subscription in 2002.

**Likelihood of purchasing at least one
CONFIRM subscription**

PROGRAMMER:

IF Q1-2 \geq 1%, THEN CONTINUE

IF LAST DIGIT OF ID IS EVEN AND Q1-2 = 0%, THEN SKIP TO CLOSING

IF LAST DIGIT OF ID IS ODD AND Q1-2 = 0%, THEN SKIP TO INTRODUCTION TO SECOND SET OF PRICE POINTS

INTRODUCTION TO 1-3:

In a moment, I will be asking you which, if any, CONFIRM SUBSCRIPTIONS -- at a rate of **\$2,000** for the Silver subscription, **\$4,500** for the Gold subscription, and **\$10,000** for the Platinum subscription -- you expect you would purchase between January 1, 2002 and December 31, 2002 for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track.

Things to consider in choosing a subscription may include the length of the subscription term, the number of scans and Subscriber IDs that are included, and the price. Please refer to this information for each CONFIRM subscription type on the worksheet as you think about your answers. You may want more than one Subscriber ID if you wish to separately monitor mail pieces from different campaigns, locations or departments if the digits reserved for your use in the PLANET code are not sufficient to do so; or if you want your CONFIRM data transmitted to more than one location. This can be achieved by purchasing a subscription that includes more than one Subscriber ID, such as the CONFIRM Platinum, or by purchasing additional Subscriber IDs for the Silver or Gold subscriptions. Also, the Silver subscription entitles you to three months of usage, while the Gold and Platinum subscriptions are good for one year.

**Q1-3 MUST BE A SINGLE-RESPONSE QUESTION –
NOT A SERIES OF YES/NO QUESTIONS**

- 1-3. If you were to get at least one CONFIRM subscription between January 1, 2002 and December 31, 2002, which one, if any, of the following types of subscriptions would you purchase for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track?
(INTERVIEWER: CHOOSE ONLY ONE RESPONSE)

	Type of Subscription
Silver	1
Gold	2
Platinum	3
None	4

IF Q1-3 LEVEL ONE SELECTED, ASK Q1-4A THROUGH Q1-4C AND THEN SKIP TO INTRODUCTION TO SECOND SET OF PRICE POINTS
 IF Q1-3 LEVEL TWO SELECTED, ASK Q1-5A THROUGH Q1-5C AND THEN SKIP TO INTRODUCTION TO SECOND SET OF PRICE POINTS
 IF Q1-3 LEVEL THREE SELECTED, ASK Q1-6A THROUGH Q1-6C AND THEN SKIP TO INTRODUCTION TO SECOND SET OF PRICE POINTS
 IF Q1-3 LEVEL FOUR SELECTED AND LAST DIGIT OF ID IS ODD, SKIP TO INTRODUCTION TO SECOND SET OF PRICE POINTS
 IF Q1-3 LEVEL FOUR SELECTED AND LAST DIGIT OF ID IS EVEN, SKIP TO CLOSING

- 1-4A. How many CONFIRM Silver subscriptions would you expect to purchase between January 1, 2002 and December 31, 2002 for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track?

	Number of Subscriptions
CONFIRM Silver	_____

IF Q1-4A = 0, DISPLAY THE FOLLOWING ERROR MESSAGE: "Earlier you indicated that you would purchase at least one CONFIRM Silver subscription for the outgoing mail pieces and incoming reply pieces you would track. Is that correct?" ALLOW INTERVIEWER TO CHANGE Q1-4A RESPONSE IF NEEDED OR TO GO BACK TO Q1-3 IF NECESSARY.

1-4B. How many, if any, additional sets of SCANS for CONFIRM -- at a rate of \$500 per additional 2.5 million scans -- do you expect you would purchase for the **[PROGRAMMER: INSERT (Q1-4A)]** CONFIRM Silver subscription(s) you would expect to buy in 2002 for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track? Additional scans would only be necessary if you had need for more than the 15 million scans already included in the 3-month CONFIRM Silver subscription. Again, additional scans would have to be bought in increments of 2.5 million scans, which would be enough for approximately an additional eight hundred thousand outgoing mail pieces and incoming reply pieces.

	Number of Additional Scans
CONFIRM Silver	_____

1-4C. How many, if any, additional Subscriber IDs for CONFIRM -- at a rate of \$500 per additional Subscriber ID -- do you expect you would purchase for the **[PROGRAMMER: INSERT (Q1-4A)]** CONFIRM Silver subscription(s) you would expect to buy in 2002 for the outgoing mail pieces and incoming reply pieces you would track?

You may want more than one Subscriber ID if you wish to separately monitor mail pieces from different campaigns, locations or departments if the digits reserved for your use in the PLANET code are not sufficient to do so; or if you want your CONFIRM data transmitted to more than one location. Each Silver subscription comes with ONE Subscriber ID included. Your answer should reflect the TOTAL number of additional subscriber IDs, if any, you would purchase across the **[PROGRAMMER: INSERT (Q1-4A)]** CONFIRM Silver subscription(s) you would expect to buy in 2002.

	Number of Additional Subscriber IDs
CONFIRM Silver	_____

So in all, you would expect to purchase **[PROGRAMMER: INSERT (Q1-4A)]** Silver subscription(s), with **[PROGRAMMER: INSERT (Q1-4B)]** additional scan(s) in increments of 2.5 million each, and **[PROGRAMMER: INSERT (Q1-4C)]** additional Subscriber ID(s), at a total price of **[PROGRAMMER: INSERT ((Q1-4A*\$2,000) + (Q1-4B*\$500) + (Q1-4C*\$500))]**. Does that sound correct?

GO TO INTRODUCTION TO SECOND SET OF PRICE POINTS	YES	1
SAY "Let's start over so you can correct what does not sound right and be sure that the number of Silver subscriptions, additional scans, and additional Subscriber IDs you would expect to buy is accurate." AND THEN RETURN TO Q1-4A AND REVIEW QUESTIONS AND RESPONSES	NO	2

1-5A. How many CONFIRM Gold subscriptions would you expect to purchase between January 1, 2002 and December 31, 2002 for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track?

	Number of Subscriptions
CONFIRM Gold	_____

IF Q1-5A = 0, DISPLAY THE FOLLOWING ERROR MESSAGE: "Earlier you indicated that you would purchase at least one CONFIRM Gold subscription for the outgoing mail pieces and incoming reply pieces you would track. Is that correct?" ALLOW INTERVIEWER TO CHANGE Q1-5A RESPONSE IF NEEDED OR TO GO BACK TO Q1-3 IF NECESSARY.

1-5B. How many, if any, additional sets of SCANS for CONFIRM -- at a rate of **\$1,500** per additional 12.5 million scans -- do you expect you would purchase for the **[PROGRAMMER: INSERT (Q1-5A)]** CONFIRM Gold subscription(s) you would expect to buy in 2002 for the outgoing mail pieces and incoming reply pieces you would track? Additional scans would only be necessary if you had need for more than the 50 million scans already included in the 1 year CONFIRM Gold subscription. Again, additional scans would have to be bought in increments of 12.5 million scans, which would be enough for approximately an additional four million outgoing mail pieces and incoming reply pieces.

	Number of Additional Scans
CONFIRM Gold	_____

- 1-5C. How many, if any, additional Subscriber IDs for CONFIRM -- at a rate of **\$2,000** per additional Subscriber ID -- do you expect you would purchase for the **[PROGRAMMER: INSERT (Q1-5A)]** CONFIRM Gold subscription(s) you would expect to buy in 2002 for the outgoing mail pieces and incoming reply pieces you would track?

You may want more than one Subscriber ID if you wish to separately monitor mail pieces from different campaigns, locations or departments if the digits reserved for your use in the PLANET code are not sufficient to do so; or if you want your CONFIRM data transmitted to more than one location. Each Gold subscription comes with ONE Subscriber ID included. Your answer should reflect the TOTAL number of additional subscriber IDs, if any, you would purchase across the **[PROGRAMMER: INSERT (Q1-5A)]** CONFIRM Gold subscription(s) you would expect to buy in 2002.

	Number of Additional Subscriber IDs
CONFIRM Gold	_____

So in all, you would expect to purchase **[PROGRAMMER: INSERT (Q1-5A)]** Gold subscription(s), with **[PROGRAMMER: INSERT (Q1-5B)]** additional scan(s) in increments of 12.5 million each, and **[PROGRAMMER: INSERT (Q1-5C)]** additional Subscriber ID(s), at a total price of **[PROGRAMMER: INSERT ((Q1-5A*\$4,500) + (Q1-5B*\$1,500) + (Q1-5C*\$2,000))]**. Does that sound correct?

GO TO INTRODUCTION TO SECOND SET OF PRICE POINTS	YES	1
SAY "Let's start over so you can correct what does not sound right and be sure that the number of Gold subscriptions, additional scans, and additional Subscriber IDs you would expect to buy is accurate." AND THEN RETURN TO Q1-5A AND REVIEW QUESTIONS AND RESPONSES	NO	2

- 1-6A. How many CONFIRM Platinum subscriptions would you expect to purchase between January 1, 2002 and December 31, 2002 for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track?

	Number of Subscriptions
CONFIRM Platinum	_____

IF Q1-6A = 0, DISPLAY THE FOLLOWING ERROR MESSAGE: "Earlier you indicated that you would purchase at least one CONFIRM Platinum subscription for the outgoing mail pieces and incoming reply pieces you would track. Is that correct?" ALLOW INTERVIEWER TO CHANGE Q1-6A RESPONSE IF NEEDED OR TO GO BACK TO Q1-3 IF NECESSARY.

1-6B. **[PROGRAMMER: UNNECESSARY - SKIP]**

1-6C. How many, if any, additional Subscriber IDs for CONFIRM -- at a rate of **\$2,000** per additional Subscriber ID -- do you expect you would purchase for the **[PROGRAMMER: INSERT (Q1-6A)]** CONFIRM Platinum subscription(s) you would expect to buy in 2002 for the outgoing mail pieces and incoming reply pieces you would track?

You may want more than one Subscriber ID if you wish to separately monitor mail pieces from different campaigns, locations or departments if the digits reserved for your use in the PLANET code are not sufficient to do so; or if you want your CONFIRM data transmitted to more than one location. Each Platinum subscription comes with THREE Subscriber IDs included. Your answer should reflect the TOTAL number of additional subscriber IDs, if any, you would purchase across the **[PROGRAMMER: INSERT (Q1-6A)] CONFIRM** Platinum subscription(s) you would expect to buy in 2002, not counting those that come with the subscription(s) already.

	Number of Additional Subscriber IDs
CONFIRM Platinum	_____

So in all, you would expect to purchase **[PROGRAMMER: INSERT (Q1-6A)]** Platinum subscription(s), with **[PROGRAMMER: INSERT (Q1-6C)]** additional Subscriber ID(s), at a total price of **[PROGRAMMER: INSERT ((Q1-6A*\$10,000) + (Q1-6C*\$2,000))]**. Does that sound correct?

GO TO INTRODUCTION TO SECOND SET OF PRICE POINTS	YES	1
SAY "Let's start over so you can correct what does not sound right and be sure that the number of Platinum subscriptions and additional Subscriber IDs you would expect to buy is accurate." AND THEN RETURN TO Q1-6A AND REVIEW QUESTIONS AND RESPONSES	NO	2

INTRODUCTION TO SECOND SET OF PRICE POINTS

(INTERVIEWER NOTE: READ SLOWLY AND ALLOW RESPONDENT TO WRITE DOLLAR AMOUNT IN) Now I would like you to take a moment to fill in the blanks in the second grid of the worksheet we sent to you. Under the column heading Price, please write in **\$4,000** in the first row for CONFIRM Silver, **\$7,500** in the second row for CONFIRM Gold, and **\$20,000** in the third row for CONFIRM Platinum. In the next column, Cost of Additional Scans, please write in **\$500** in the first row for CONFIRM Silver and **\$1,500** in the second row for CONFIRM Gold. Lastly, I would like you to fill in the final column, Cost of Each Additional Subscriber ID. Please write in **\$500** in the first row for CONFIRM Silver, **\$2,000** in the second row for CONFIRM Gold, and **\$2,000** in the third row for CONFIRM Platinum.

Now I would like to ask you a few questions about your interest in the CONFIRM product given the pricing information I have just asked you to fill in, instead of the first set of prices I gave you.

- 1-7. Earlier you indicated that if CONFIRM were priced at **\$2,000** for three (3) months for the Silver subscription, **\$4,500** per year for the Gold subscription, and **\$10,000** per year for the Platinum subscription, you would purchase **[PROGRAMMER: IF Q1-3 \neq 4, INSERT NUMBER OF SUBSCRIPTIONS FOR SELECTED SUBSCRIPTION TYPE (Q1-4A OR Q1-5A OR Q1-6A) AND THEN INSERT NAME OF SUBSCRIPTION TYPE (E.G., 'SILVER', 'GOLD' OR 'PLATINUM'); IF Q1-3 = 4 INSERT "no"]** subscription(s).

Suppose that in the year 2002, CONFIRM were available at the second set of prices I just gave you, that is, a rate of **\$4,000** for three (3) months for the Silver subscription, **\$7,500** per year for the Gold subscription, and **\$20,000** per year for the Platinum subscription, instead. How likely or unlikely would you be to purchase at least one subscription for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track? Please use a scale from 0% to 100%, where 0% means you "Definitely would not" purchase at least one subscription in 2002 and 100% means you "Definitely would" purchase at least one subscription in 2002.

Likelihood of purchasing at least one CONFIRM subscription

PROGRAMMER:

IF LAST DIGIT OF DISK ID IS ODD, THEN Q1-7 LIKELIHOOD MUST BE \geq Q1-2 LIKELIHOOD. IF Q1-7 < Q1-2, DISPLAY THE FOLLOWING ERROR MESSAGE: "YOUR RESPONSE TO THIS QUESTION MUST BE AT LEAST [INSERT Q1-2 LEVEL TEXT], WHICH WAS YOUR LIKELIHOOD OF PURCHASING AT LEAST ONE SUBSCRIPTION AT THE EVEN HIGHER PRICE ".

IF Q1-7 \geq 1%, THEN CONTINUE

IF Q1-7 = 0%, THEN SKIP TO CLOSING

**PROGRAMMER: READ INTRODUCTION TO 1-8 ONLY IF Q1-2 = 0;
ELSE SKIP TO Q1-8**

INTRODUCTION TO 1-8:

In a moment I will be asking you which, if any, (PRODUCT DESCRIPTION) CONFIRM SUBSCRIPTIONS you expect you would purchase between January 1, 2002 and December 31, 2002 for the (PIECE DESCRIPTION) you, and the business units you oversee, would track if the subscriptions were instead priced at a rate of **SSS** for three (3) months for the Silver subscription, **TTT** per year for the Gold subscription, and **UUU** per year for the Platinum subscription.

Again, things to consider in choosing a subscription may include the length of the subscription term, the number of scans and Subscriber IDs that are included, and the price. Please refer to this information for each CONFIRM subscription type on the second grid of the worksheet as you think about your answers. You may want more than one Subscriber ID if you wish to separately monitor (MONITORING DESCRIPTION). This can be achieved by purchasing a subscription that includes more than one Subscriber ID, such as the CONFIRM Platinum, or by purchasing additional Subscriber IDs for the Silver or Gold subscriptions. Also, the Silver subscription entitles you to three months of usage, while the Gold and Platinum subscriptions are good for one year.

**Q1-8 MUST BE A SINGLE-RESPONSE QUESTION,
NOT A SERIES OF YES/NO QUESTIONS**

- 1-8. If you were to get at least one CONFIRM subscription between January 1, 2002 and December 31, 2002, which one, if any, of the following types of subscriptions would you purchase for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track? (INTERVIEWER: CHOOSE ONLY ONE RESPONSE)

	Type of Subscription
Silver	1
Gold	2
Platinum	3
None	4

**IF Q1-8 LEVEL ONE IS SELECTED, ASK Q1-9A THROUGH Q1-9C, THEN SKIP TO CLOSING
IF Q1-8 LEVEL TWO IS SELECTED, ASK Q1-10A THROUGH Q1-10C, THEN SKIP TO CLOSING
IF Q1-8 LEVEL THREE IS SELECTED, ASK Q1-11A THROUGH Q1-11C, THEN SKIP TO CLOSING
IF Q1-8 LEVEL FOUR SELECTED AND LAST DIGIT OF ID IS ODD AND Q1-3 LEVEL FOUR IS NOT
SELECTED, DISPLAY THE FOLLOWING ERROR MESSAGE : "YOUR ANSWER SHOULD
INDICATE THAT YOU WOULD PURCHASE AT LEAST ONE SUBSCRIPTION, AS EARLIER –
AT THE EVEN HIGHER PRICE POINT – YOU INDICATED THAT YOU WOULD PURCHASE
AT LEAST ONE SUBSCRIPTION. " AND THEN RETURN TO Q1-8 TO FIX ANSWER; ELSE IF
Q1-8 LEVEL FOUR IS SELECTED, SKIP TO CLOSING**

1-9A. How many CONFIRM Silver subscriptions would you expect to purchase between January 1, 2002 and December 31, 2002 for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track?

	Number of Subscriptions
CONFIRM Silver	_____

IF Q1-9A = 0, DISPLAY THE FOLLOWING ERROR MESSAGE: "Earlier you indicated that you would purchase at least one CONFIRM Silver subscription for the outgoing mail pieces and incoming reply pieces you would track. Is that correct?" ALLOW INTERVIEWER TO CHANGE Q1-9A RESPONSE IF NEEDED OR TO GO BACK TO Q1-8 IF NECESSARY.

1-9B. How many, if any, additional sets of SCANS for CONFIRM -- at a rate of \$500 per additional 2.5 million scans -- do you expect you would purchase for the **[PROGRAMMER: INSERT (Q1-9A)]** CONFIRM Silver subscription(s) you would expect to buy in 2002 for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track? Additional scans would only be necessary if you had need for more than the 15 million scans already included in the 3-month CONFIRM Silver subscription. Again, additional scans would have to be bought in increments of 2.5 million scans, which would be enough for approximately an additional eight hundred thousand outgoing mail pieces and incoming reply pieces.

	Number of Additional Scans
CONFIRM Silver	_____

1-9C. How many, if any, additional Subscriber IDs for CONFIRM -- at a rate of \$500 per additional Subscriber ID -- do you expect you would purchase for the **[PROGRAMMER: INSERT (Q1-9A)]** CONFIRM Silver subscription(s) you would expect to buy in 2002 for the outgoing mail pieces and incoming reply pieces you would track?

You may want more than one Subscriber ID if you wish to separately monitor mail pieces from different campaigns, locations or departments if the digits reserved for your use in the PLANET code are not sufficient to do so; or if you want your CONFIRM data transmitted to more than one location. Each Silver subscription comes with ONE Subscriber ID included. Your answer should reflect the TOTAL number of additional subscriber IDs, if any, you would purchase across the **[PROGRAMMER: INSERT (Q1-9A)]** CONFIRM Silver subscription(s) you would expect to buy in 2002.

	Number of Additional Subscriber IDs
CONFIRM Silver	_____

So in all, you would expect to purchase **[PROGRAMMER: INSERT (Q1-9A)]** Silver subscription(s), with **[PROGRAMMER: INSERT (Q1-9B)]** additional scan(s) in increments of 2.5 million each, and **[PROGRAMMER: INSERT (Q1-9C)]** additional Subscriber ID(s), at a total price of **[PROGRAMMER: INSERT ((Q1-9A*\$4,000) + (Q1-9B*\$500) + (Q1-9C*\$500))**. Does that sound correct?

SKIP TO CLOSING	YES	1
SAY "Let's start over so you can correct what does not sound right and be sure that the number of Silver subscriptions, additional scans, and additional Subscriber IDs you would expect to buy is accurate." AND THEN RETURN TO Q1-9A AND REVIEW QUESTIONS AND RESPONSES	NO	2

1-10A. How many CONFIRM Gold subscriptions would you expect to purchase between January 1, 2002 and December 31, 2002 for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track?

	Number of Subscriptions
CONFIRM Gold	_____

IF Q1-10A = 0, DISPLAY THE FOLLOWING ERROR MESSAGE: "Earlier you indicated that you would purchase at least one CONFIRM Gold subscription for the outgoing mail pieces and incoming reply pieces you would track. Is that correct?" ALLOW INTERVIEWER TO CHANGE Q1-10A RESPONSE IF NEEDED OR TO GO BACK TO Q1-8 IF NECESSARY.

1-10B. How many, if any, additional sets of SCANS for CONFIRM -- at a rate of **\$1,500** per additional 12.5 million scans -- do you expect you would purchase for the **[PROGRAMMER: INSERT (Q1-10A)] CONFIRM** Gold subscription(s) you would expect to buy in 2002 for the outgoing mail pieces and incoming reply pieces you would track? Additional scans would only be necessary if you had need for more than the 50 million scans already included in the 1 year CONFIRM Gold subscription. Again, additional scans would have to be bought in increments of 12.5 million scans, which would be enough for approximately an additional four million outgoing mail pieces and incoming reply pieces.

	Number of Additional Scans
CONFIRM Gold	_____

1-10C. How many, if any, additional Subscriber IDs for CONFIRM -- at a rate of **\$2,000** per additional Subscriber ID -- do you expect you would purchase for the **[PROGRAMMER: INSERT (Q1-10A)]** CONFIRM Gold subscription(s) you would expect to buy in 2002 for the outgoing mail pieces and incoming reply pieces you would track?

You may want more than one Subscriber ID if you wish to separately monitor mail pieces from different campaigns, locations or departments if the digits reserved for your use in the PLANET code are not sufficient to do so; or if you want your CONFIRM data transmitted to more than one location. Each Gold subscription comes with ONE Subscriber ID included. Your answer should reflect the TOTAL number of additional subscriber IDs, if any, you would purchase across the **[PROGRAMMER: INSERT (Q1-10A)] CONFIRM** Gold subscription(s) you would expect to buy in 2002.

	Number of Additional Subscriber IDs
CONFIRM Gold	_____

So in all, you would expect to purchase **[PROGRAMMER: INSERT (Q1-10A)]** Gold subscription(s), with **[PROGRAMMER: INSERT (Q1-10B)]** additional scan(s) in increments of 12.5 million each, and **[PROGRAMMER: INSERT (Q1-10C)]** additional Subscriber ID(s), at a total price of **[PROGRAMMER: INSERT ((Q1-10A*\$7,500) + (Q1-10B*\$1,500) + (Q1-10C*\$2,000))]**. Does that sound correct?

SKIP TO CLOSING	YES	1
SAY "Let's start over so you can correct what does not sound right and be sure that the number of Gold subscriptions, additional scans, and additional Subscriber IDs you would expect to buy is accurate." AND THEN RETURN TO Q1-10A AND REVIEW QUESTIONS AND RESPONSES	NO	2

1-11A. How many CONFIRM Platinum subscriptions would you expect to purchase between January 1, 2002 and December 31, 2002 for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track?

	Number of Subscriptions
CONFIRM Platinum	_____

IF Q1-11A = 0, DISPLAY THE FOLLOWING ERROR MESSAGE: "Earlier you indicated that you would purchase at least one CONFIRM Platinum subscription for the outgoing mail pieces and incoming reply pieces you would track. Is that correct?" ALLOW INTERVIEWER TO CHANGE Q1-11A RESPONSE IF NEEDED OR TO GO BACK TO Q1-8 IF NECESSARY.

1-11B. **[PROGRAMMER: UNNECESSARY - SKIP]**

1-11C. How many, if any, additional Subscriber IDs for CONFIRM -- at a rate of **\$2,000** per additional Subscriber ID -- do you expect you would purchase for the **[PROGRAMMER: INSERT (Q1-11A)]** CONFIRM Platinum subscription(s) you would expect to buy in 2002 for the outgoing mail pieces and incoming reply pieces you would track?

You may want more than one Subscriber ID if you wish to separately monitor mail pieces from different campaigns, locations or departments if the digits reserved for your use in the PLANET code are not sufficient to do so; *or* if you want your CONFIRM data transmitted to more than one location. Each Platinum subscription comes with THREE Subscriber IDs included. Your answer should reflect the TOTAL number of additional subscriber IDs, if any, you would purchase across the **[PROGRAMMER: INSERT (Q1-11A)]** CONFIRM Platinum subscription(s) you would expect to buy in 2002, not counting those that come with the subscription(s) already.

	Number of Additional Subscriber IDs
CONFIRM Platinum	_____

So in all, you would expect to purchase **[PROGRAMMER: INSERT (Q1-11A)]** Platinum subscription(s), with **[PROGRAMMER: INSERT (Q1-11C)]** additional Subscriber ID(s), at a total price of **[PROGRAMMER: INSERT ((Q1-11A*\$20,000) + (Q1-11C*\$2,000))]**. Does that sound correct?

GO TO CLOSING	YES	1
SAY "Let's start over so you can correct what does not sound right and be sure that the number of Platinum subscriptions and additional Subscriber IDs you would expect to buy is accurate." AND THEN RETURN TO Q1-11A AND REVIEW QUESTIONS AND RESPONSES	NO	2

CLOSING:

That was the last question I have for you. Thank you for taking the time to complete this survey. Your responses are very important to the U.S. Postal Service and will help to ensure that the most valuable products and services are offered in the future. We will send you the \$100 honorarium within a few weeks. If you have any questions about this survey, please feel free to call Mike Gershman at 1-800-342-9102. Once again, thank you for your time and have a nice day.

PROGRAMMER:

IF LAST DIGIT OF ID IS EVEN, USE THE FOLLOWING REPLACEMENT TEXT:

AAA	=	\$2,000	SSS	=	\$4,000
BBB	=	\$4,500	TTT	=	\$7,500
CCC	=	\$10,000	UUU	=	\$20,000

IF LAST DIGIT OF ID IS ODD, USE THE FOLLOWING REPLACEMENT TEXT:

AAA	=	\$4,000	SSS	=	\$2,000
BBB	=	\$7,500	TTT	=	\$4,500
CCC	=	\$20,000	UUU	=	\$10,000

**Attachment G – Reseller Questionnaire
(Origin & Destination Version)**

NOTE: ALL INSTRUCTIONS TO INTERVIEWERS AND PROGRAMMERS APPEAR IN CAPITAL LETTERS AND BOLD-FACED TEXT. ALSO, RESPONSES THAT APPEAR IN CAPITAL LETTERS ARE NOT TO BE READ TO RESPONDENTS.

Time Interview Began:	AM	1
	PM	2
Time Interview Ended:	AM	1
	PM	2

Date: _____

Company ID #: _____ Telephone#: _____

Establishment Name: _____

Interviewer Name: _____ Int. ID#: _____

INTRODUCTION

Hello, this is _____, representing National Analysts. I'm calling to conduct our interview regarding CONFIRM, a new product the Postal Service may offer in the near future. I want to verify that I have reached **(RESPONDENT NAME)** at **(ORGANIZATION NAME)** and you are the person that we talked with on **(DATE ON SCREENER)** about your organization's mailing practices. **(IF YES, CONTINUE; IF NO, ASK TO SPEAK TO APPROPRIATE PERSON.)** Before we begin, I just want to remind you that you will be receiving an honorarium of \$100 for your participation in this survey.

A. Did you receive the materials that were sent to you?

SKIP TO QD	YES	1
CONTINUE	NO	2

B. **[IF NO, OR THE MATERIALS HAVE BEEN LOST OR MISPLACED]:** It is very important that you have the product description materials prior to our interview. These materials will help you to answer the questions. It would be best to resend the materials to you and reschedule the interview for a later date, when you have had time to review them. Would you prefer us to resend the materials by mail or to fax them?

RECORD ADDRESS	MAIL	1
RECORD FAX #	FAX	2

Name: _____ Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ ZIP Code: _____

Phone number: () _____

Fax Number: () _____

C. When would be a convenient time to reschedule the interview? **(IF SENDING MATERIALS VIA MAIL, BE SURE TO LEAVE AT LEAST 4 BUSINESS DAYS FOR RECEIPT OF PRIORITY MAIL PACKAGE)**

INTERVIEWER NOTE: IF NO PREFERENCE AND MATERIALS ARE BEING MAILED, SUGGEST EXACTLY 1 WEEK FROM NOW (WITH EARLIEST POSSIBLE INTERVIEW DATE OF 8/29/01); IF MATERIALS ARE BEING FAXED, SUGGEST 1-2 DAYS FROM NOW

New Interview Date: _____ Time: _____

RESTART INTERVIEW ON SCHEDULED DATE

D. Do you have the materials in front of you now?

SKIP TO QF	YES	1
CONTINUE	NO	2

E. Are they someplace where you can quickly retrieve them?

ALLOW RESPONDENT TO RETRIEVE MATERIALS AND CONTINUE	YES	1
RETURN TO QC AND RESCHEDULE INTERVIEW	NO	2

F. Did you have an opportunity to review the CONFIRM product description?

CONTINUE WITH PRODUCT INTRODUCTION BELOW	YES	1
SAY " It will be very helpful for you to review the product description materials before answering the questions. Please take a few minutes now to read over the materials and then we can continue when you have finished reading." (INTERVIEWER: THIS COULD TAKE UP TO 7 MINUTES) THEN CONTINUE TO PRODUCT INTRODUCTION	NO	2

PRODUCT INTRODUCTION:

As you have read, CONFIRM is a new product from the U.S. Postal Service. CONFIRM uses a special barcode called a PLANET Code to electronically track First-Class and Standard A letters, cards, and flats for mail that you send out to recipients. CONFIRM can provide your organization with valuable information about each mail piece, including the date and time when the mail piece was processed, the facility where the mail piece was processed, and the data you have embedded in the barcode, such as the mailing ID and the recipient identifier. CONFIRM can be used with incoming reply mail pieces OR outgoing mailings, and you may use the same subscription for both types of pieces – there is no need to buy a separate subscription for incoming and outgoing mailings. You will have the option of buying different types of subscriptions, depending upon your company's needs. CONFIRM offers many benefits for incoming mail, such as knowing in advance who is returning payments, processing payments more efficiently and managing cash more effectively, processing mail orders more efficiently by planning staffing and inventories based on accurate information, maintaining better relations with customers based on more accurate information, sharpening your telemarketing follow-up based on what you learn from the data, evaluating the success of an ad campaign, and saving money by reducing the number of dunning notices you send. CONFIRM also offers many benefits for outgoing mail, such as knowing when recipients are about to receive bills, credit cards, direct mail solicitations and other important mail; increasing response rates by synchronizing telemarketing with the delivery of direct mail solicitations; having documentation that you sent your mail and that the Postal Service has begun processing the pieces; knowing that recipients are about to receive the important mail pieces you have sent them; and using accurate information to improve customer service.

If at any point during the survey you have questions about the CONFIRM product, please let me know and we can stop to review the relevant information in the product description.

1-2. **(INTERVIEWER NOTE: READ SLOWLY AND ALLOW RESPONDENT TO WRITE DOLLAR AMOUNT IN)** I would like you to take a moment to fill in the blanks in the first grid of the worksheet we sent to you, which is the last page of the colored packet. Under the column heading Price, please write in **\$2,000** in the first row for CONFIRM Silver, **\$4,500** in the second row for CONFIRM Gold, and **\$10,000** in the third row for CONFIRM Platinum. In the next column, Cost of Additional Scans, please write in **\$500** in the first row for CONFIRM Silver and **\$1,500** in the second row for CONFIRM Gold. Lastly, I would like you to fill in the final column, Cost of Each Additional Subscriber ID. Please write in **\$500** in the first row for CONFIRM Silver, **\$2,000** in the second row for CONFIRM Gold, and **\$2,000** in the third row for CONFIRM Platinum.

Now that you have the pricing information, I would like to ask you a few questions about your interest in the CONFIRM product. Suppose that in the year 2002, CONFIRM were available at a rate of **\$2,000** for three (3) months for the Silver subscription, **\$4,500** per year for the Gold subscription, and **\$10,000** per year for the Platinum subscription. How likely or unlikely would you be to purchase at least one subscription for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track? Consider both subscriptions for outgoing mail pieces and incoming reply pieces that you would send out for your company's own internal purposes AS WELL AS any outgoing mail pieces and incoming reply pieces that your clients would have you track for them. Please use a scale from 0% to 100%, where 0% means you "Definitely would not" purchase at least one subscription in 2002 and 100% means you "Definitely would" purchase at least one subscription in 2002.

**Likelihood of purchasing at least one
CONFIRM subscription**

PROGRAMMER:

IF Q1-2 \geq 1%, THEN CONTINUE

IF LAST DIGIT OF ID IS EVEN AND Q1-2 = 0%, THEN SKIP TO CLOSING

IF LAST DIGIT OF ID IS ODD AND Q1-2 = 0%, THEN SKIP TO INTRODUCTION TO SECOND SET OF PRICE POINTS

INTRODUCTION TO 1-3:

In a moment, I will be asking you which, if any, CONFIRM SUBSCRIPTIONS -- at a rate of **\$2,000** for the Silver subscription, **\$4,500** for the Gold subscription, and **\$10,000** for the Platinum subscription -- you expect you would purchase between January 1, 2002 and December 31, 2002 for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track.

Things to consider in choosing a subscription may include the length of the subscription term, the number of scans and Subscriber IDs that are included, and the price. Please refer to this information for each CONFIRM subscription type on the worksheet as you think about your answers. You may want more than one Subscriber ID if you wish to separately monitor mail pieces from different campaigns, locations or departments if the digits reserved for your use in the PLANET code are not sufficient to do so; or if you want your CONFIRM data transmitted to more than one location. This can be achieved by purchasing a subscription that includes more than one Subscriber ID, such as the CONFIRM Platinum, or by purchasing additional Subscriber IDs for the Silver or Gold subscriptions. Also, the Silver subscription entitles you to three months of usage, while the Gold and Platinum subscriptions are good for one year.

Q1-3 MUST BE A SINGLE-RESPONSE QUESTION – NOT A SERIES OF YES/NO QUESTIONS

1-3. If you were to get at least one CONFIRM subscription between January 1, 2002 and December 31, 2002, which one, if any, of the following types of subscriptions would you purchase for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track? Again, please consider outgoing mail pieces and incoming reply pieces you would track for your company's own internal use, AS WELL AS outgoing mail pieces and incoming reply pieces you would track for your clients. **(INTERVIEWER: CHOOSE ONLY ONE RESPONSE)**

	Type of Subscription
Silver	1
Gold	2
Platinum	3
None	4

IF Q1-3 LEVEL ONE SELECTED, ASK Q1-4A THROUGH Q1-4C AND THEN SKIP TO INTRODUCTION TO SECOND SET OF PRICE POINTS
IF Q1-3 LEVEL TWO SELECTED, ASK Q1-5A THROUGH Q1-5C AND THEN SKIP TO INTRODUCTION TO SECOND SET OF PRICE POINTS
IF Q1-3 LEVEL THREE SELECTED, ASK Q1-6A THROUGH Q1-6C AND THEN SKIP TO INTRODUCTION TO SECOND SET OF PRICE POINTS
IF Q1-3 LEVEL FOUR SELECTED AND LAST DIGIT OF ID IS ODD, SKIP TO INTRODUCTION TO SECOND SET OF PRICE POINTS
IF Q1-3 LEVEL FOUR SELECTED AND LAST DIGIT OF ID IS EVEN, SKIP TO CLOSING

1-4A. How many CONFIRM Silver subscriptions would you expect to purchase between January 1, 2002 and December 31, 2002 for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track for internal purposes, as well as for your clients?

	Number of Subscriptions
CONFIRM Silver	_____

IF Q1-4A = 0, DISPLAY THE FOLLOWING ERROR MESSAGE: "Earlier you indicated that you would purchase at least one CONFIRM Silver subscription for the outgoing mail pieces and incoming reply pieces you would track. Is that correct?" ALLOW INTERVIEWER TO CHANGE Q1-4A RESPONSE IF NEEDED OR TO GO BACK TO Q1-3 IF NECESSARY.

1-4B. How many, if any, additional sets of SCANS for CONFIRM -- at a rate of \$500 per additional 2.5 million scans -- do you expect you would purchase for the **[PROGRAMMER: INSERT (Q1-4A)]** CONFIRM Silver subscription(s) you would expect to buy in 2002 for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track for internal purposes, as well as for your clients? Additional scans would only be necessary if you had need for more than the 15 million scans already included in the 3-month CONFIRM Silver subscription. Again, additional scans would have to be bought in increments of 2.5 million scans, which would be enough for approximately an additional eight hundred thousand outgoing mail pieces and incoming reply pieces.

	Number of Additional Scans
CONFIRM Silver	_____

1-4C. How many, if any, additional Subscriber IDs for CONFIRM -- at a rate of \$500 per additional Subscriber ID -- do you expect you would purchase for the **[PROGRAMMER: INSERT (Q1-4A)]** CONFIRM Silver subscription(s) you would expect to buy in 2002 for the outgoing mail pieces and incoming reply pieces you would track for internal purposes, as well as for your clients?

You may want more than one Subscriber ID if you wish to separately monitor mail pieces from different campaigns, locations or departments if the digits reserved for your use in the PLANET code are not sufficient to do so; or if you want your CONFIRM data transmitted to more than one location. Each Silver subscription comes with ONE Subscriber ID included. Your answer should reflect the TOTAL number of additional subscriber IDs, if any, you would purchase across the **[PROGRAMMER: INSERT (Q1-4A)] CONFIRM** Silver subscription(s) you would expect to buy in 2002.

	Number of Additional Subscriber IDs
CONFIRM Silver	_____

So in all, you would expect to purchase **[PROGRAMMER: INSERT (Q1-4A)]** Silver subscription(s), with **[PROGRAMMER: INSERT (Q1-4B)]** additional scan(s) in increments of 2.5 million each, and **[PROGRAMMER: INSERT (Q1-4C)]** additional Subscriber ID(s), at a total price of **[PROGRAMMER: INSERT ((Q1-4A*\$2,000) + (Q1-4B*\$500) + (Q1-4C*\$500))]**. Does that sound correct?

GO TO INTRODUCTION TO SECOND SET OF PRICE POINTS	YES	1
SAY "Let's start over so you can correct what does not sound right and be sure that the number of Silver subscriptions, additional scans, and additional Subscriber IDs you would expect to buy is accurate." AND THEN RETURN TO Q1-4A AND REVIEW QUESTIONS AND RESPONSES	NO	2

1-5A. How many CONFIRM Gold subscriptions would you expect to purchase between January 1, 2002 and December 31, 2002 for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track for internal purposes, as well as for your clients?

	Number of Subscriptions
CONFIRM Gold	_____

IF Q1-5A = 0, DISPLAY THE FOLLOWING ERROR MESSAGE: "Earlier you indicated that you would purchase at least one CONFIRM Gold subscription for the outgoing mail pieces and incoming reply pieces you would track. Is that correct?" ALLOW INTERVIEWER TO CHANGE Q1-5A RESPONSE IF NEEDED OR TO GO BACK TO Q1-3 IF NECESSARY.

1-5B. How many, if any, additional sets of SCANS for CONFIRM -- at a rate of **\$1,500** per additional 12.5 million scans -- do you expect you would purchase for the **[PROGRAMMER: INSERT (Q1-5A)]** CONFIRM Gold subscription(s) you would expect to buy in 2002 for the outgoing mail pieces and incoming reply pieces you would track for internal purposes, as well as for your clients? Additional scans would only be necessary if you had need for more than the 50 million scans already included in the 1 year CONFIRM Gold subscription. Again, additional scans would have to be bought in increments of 12.5 million scans, which would be enough for approximately an additional four million outgoing mail pieces and incoming reply pieces.

	Number of Additional Scans
CONFIRM Gold	_____

1-5C. How many, if any, additional Subscriber IDs for CONFIRM -- at a rate of **\$2,000** per additional Subscriber ID -- do you expect you would purchase for the **[PROGRAMMER: INSERT (Q1-5A)]** CONFIRM Gold subscription(s) you would expect to buy in 2002 for the outgoing mail pieces and incoming reply pieces you would track for internal purposes, as well as for your clients?

You may want more than one Subscriber ID if you wish to separately monitor mail pieces from different campaigns, locations or departments if the digits reserved for your use in the PLANET code are not sufficient to do so; *or* if you want your CONFIRM data transmitted to more than one location. Each Gold subscription comes with ONE Subscriber ID included. Your answer should reflect the TOTAL number of additional subscriber IDs, if any, you would purchase across the **[PROGRAMMER: INSERT (Q1-5A)]** CONFIRM Gold subscription(s) you would expect to buy in 2002.

	Number of Additional Subscriber IDs
CONFIRM Gold	_____

So in all, you would expect to purchase **[PROGRAMMER: INSERT (Q1-5A)]** Gold subscription(s), with **[PROGRAMMER: INSERT (Q1-5B)]** additional scan(s) in increments of 12.5 million each, and **[PROGRAMMER: INSERT (Q1-5C)]** additional Subscriber ID(s), at a total price of **[PROGRAMMER: INSERT ((Q1-5A*\$4,500) + (Q1-5B*\$1,500) + (Q1-5C*\$2,000))]**. Does that sound correct?

GO TO INTRODUCTION TO SECOND SET OF PRICE POINTS	YES	1
SAY "Let's start over so you can correct what does not sound right and be sure that the number of Gold subscriptions, additional scans, and additional Subscriber IDs you would expect to buy is accurate." AND THEN RETURN TO Q1-5A AND REVIEW QUESTIONS AND RESPONSES	NO	2

1-6A. How many CONFIRM Platinum subscriptions would you expect to purchase between January 1, 2002 and December 31, 2002 for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track for internal purposes, as well as for your clients?

	Number of Subscriptions
CONFIRM Platinum	_____

IF Q1-6A = 0, DISPLAY THE FOLLOWING ERROR MESSAGE: "Earlier you indicated that you would purchase at least one CONFIRM Platinum subscription for the outgoing mail pieces and incoming reply pieces you would track. Is that correct?" ALLOW INTERVIEWER TO CHANGE Q1-6A RESPONSE IF NEEDED OR TO GO BACK TO Q1-3 IF NECESSARY.

1-6B. **[PROGRAMMER: UNNECESSARY - SKIP]**

1-6C. How many, if any, additional Subscriber IDs for CONFIRM -- at a rate of \$2,000 per additional Subscriber ID -- do you expect you would purchase for the **[PROGRAMMER: INSERT (Q1-6A)]** CONFIRM Platinum subscription(s) you would expect to buy in 2002 for the outgoing mail pieces and incoming reply pieces you would track for internal purposes, as well as for your clients?

You may want more than one Subscriber ID if you wish to separately monitor mail pieces from different campaigns, locations or departments if the digits reserved for your use in the PLANET code are not sufficient to do so; or if you want your CONFIRM data transmitted to more than one location. Each Platinum subscription comes with THREE Subscriber IDs included. Your answer should reflect the TOTAL number of additional subscriber IDs, if any, you would purchase across the **[PROGRAMMER: INSERT (Q1-6A)]** CONFIRM Platinum subscription(s) you would expect to buy in 2002, not counting those that come with the subscription(s) already.

	Number of Additional Subscriber IDs
CONFIRM Platinum	_____

So in all, you would expect to purchase **[PROGRAMMER: INSERT (Q1-6A)]** Platinum subscription(s), with **[PROGRAMMER: INSERT (Q1-6C)]** additional Subscriber ID(s), at a total price of **[PROGRAMMER: INSERT ((Q1-6A*\$10,000) + (Q1-6C*\$2,000))]**. Does that sound correct?

GO TO INTRODUCTION TO SECOND SET OF PRICE POINTS	YES	1
SAY "Let's start over so you can correct what does not sound right and be sure that the number of Platinum subscriptions and additional Subscriber IDs you would expect to buy is accurate." AND THEN RETURN TO Q1-6A AND REVIEW QUESTIONS AND RESPONSES	NO	2

INTRODUCTION TO SECOND SET OF PRICE POINTS

(INTERVIEWER NOTE: READ SLOWLY AND ALLOW RESPONDENT TO WRITE DOLLAR AMOUNT IN) Now I would like you to take a moment to fill in the blanks in the second grid of the worksheet we sent to you. Under the column heading Price, please write in **\$4,000** in the first row for CONFIRM Silver, **\$7,500** in the second row for CONFIRM Gold, and **\$20,000** in the third row for CONFIRM Platinum. In the next column, Cost of Additional Scans, please write in **\$500** in the first row for CONFIRM Silver and **\$1,500** in the second row for CONFIRM Gold. Lastly, I would like you to fill in the final column, Cost of Each Additional Subscriber ID. Please write in **\$500** in the first row for CONFIRM Silver, **\$2,000** in the second row for CONFIRM Gold, and **\$2,000** in the third row for CONFIRM Platinum.

Now I would like to ask you a few questions about your interest in the CONFIRM product given the pricing information I have just asked you to fill in, instead of the first set of prices I gave you.

- 1-7. Earlier you indicated that if CONFIRM were priced at **\$2,000** for three (3) months for the Silver subscription, **\$4,500** per year for the Gold subscription, and **\$10,000** per year for the Platinum subscription, you would purchase **[PROGRAMMER: IF Q1-3 \neq 4, INSERT NUMBER OF SUBSCRIPTIONS FOR SELECTED SUBSCRIPTION TYPE (Q1-4A OR Q1-5A OR Q1-6A) AND THEN INSERT NAME OF SUBSCRIPTION TYPE (E.G., 'SILVER', 'GOLD' OR 'PLATINUM'); IF Q1-3 = 4 INSERT "no"]** subscription(s) for internal tracking purposes and for your clients' outgoing mail pieces and incoming reply pieces.

Suppose that in the year 2002, CONFIRM were available at the second set of prices I just gave you, that is, a rate of **\$4,000** for three (3) months for the Silver subscription, **\$7,500** per year for the Gold subscription, and **\$20,000** per year for the Platinum subscription, instead. How likely or unlikely would you be to purchase at least one subscription for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track? As before, please consider both subscriptions for outgoing mail pieces and incoming reply pieces that you would send out for your company's own internal purposes AS WELL AS any outgoing mail pieces and incoming reply pieces that your clients would have you track for them. Please use a scale from 0% to 100%, where 0% means you "Definitely would not" purchase at least one subscription in 2002 and 100% means you "Definitely would" purchase at least one subscription in 2002.

Likelihood of purchasing at least one CONFIRM subscription

PROGRAMMER:

IF LAST DIGIT OF DISK ID IS ODD, THEN Q1-7 LIKELIHOOD MUST BE \geq Q1-2 LIKELIHOOD. IF Q1-7 < Q1-2, DISPLAY THE FOLLOWING ERROR MESSAGE: "YOUR RESPONSE TO THIS QUESTION MUST BE AT LEAST [INSERT Q1-2 LEVEL TEXT], WHICH WAS YOUR LIKELIHOOD OF PURCHASING AT LEAST ONE SUBSCRIPTION AT THE EVEN HIGHER PRICE".

IF Q1-7 \geq 1%, THEN CONTINUE

IF Q1-7 = 0%, THEN SKIP TO CLOSING

**PROGRAMMER: READ INTRODUCTION TO 1-8 ONLY IF Q1-2 = 0;
ELSE SKIP TO Q1-8**

INTRODUCTION TO 1-8:

In a moment I will be asking you which, if any, (PRODUCT DESCRIPTION) CONFIRM SUBSCRIPTIONS you expect you would purchase between January 1, 2002 and December 31, 2002 for the (PIECE DESCRIPTION) you, and the business units you oversee, would track if the subscriptions were instead priced at a rate of **SSS** for three (3) months for the Silver subscription, **TTT** per year for the Gold subscription, and **UUU** per year for the Platinum subscription.

Again, things to consider in choosing a subscription may include the length of the subscription term, the number of scans and Subscriber IDs that are included, and the price. Please refer to this information for each CONFIRM subscription type on the second grid of the worksheet as you think about your answers. You may want more than one Subscriber ID if you wish to separately monitor (MONITORING DESCRIPTION). This can be achieved by purchasing a subscription that includes more than one Subscriber ID, such as the CONFIRM Platinum, or by purchasing additional Subscriber IDs for the Silver or Gold subscriptions. Also, the Silver subscription entitles you to three months of usage, while the Gold and Platinum subscriptions are good for one year.

**Q1-8 MUST BE A SINGLE-RESPONSE QUESTION,
NOT A SERIES OF YES/NO QUESTIONS**

- 1-8. If you were to get at least one CONFIRM subscription between January 1, 2002 and December 31, 2002, which one, if any, of the following types of subscriptions would you purchase for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track? Please consider outgoing mail pieces and incoming reply pieces you would track for your company's own internal use, AS WELL AS outgoing mail pieces and incoming reply pieces you would track for your clients. **(INTERVIEWER: CHOOSE ONLY ONE RESPONSE)**

	Type of Subscription
Silver	1
Gold	2
Platinum	3
None	4

**IF Q1-8 LEVEL ONE IS SELECTED, ASK Q1-9A THROUGH Q1-9C, THEN SKIP TO CLOSING
IF Q1-8 LEVEL TWO IS SELECTED, ASK Q1-10A THROUGH Q1-10C, THEN SKIP TO CLOSING
IF Q1-8 LEVEL THREE IS SELECTED, ASK Q1-11A THROUGH Q1-11C, THEN SKIP TO CLOSING
IF Q1-8 LEVEL FOUR SELECTED AND LAST DIGIT OF ID IS ODD AND Q1-3 LEVEL FOUR IS NOT
SELECTED, DISPLAY THE FOLLOWING ERROR MESSAGE : "YOUR ANSWER SHOULD
INDICATE THAT YOU WOULD PURCHASE AT LEAST ONE SUBSCRIPTION, AS EARLIER –
AT THE EVEN HIGHER PRICE POINT – YOU INDICATED THAT YOU WOULD PURCHASE
AT LEAST ONE SUBSCRIPTION. " AND THEN RETURN TO Q1-8 TO FIX ANSWER; ELSE IF
Q1-8 LEVEL FOUR IS SELECTED, SKIP TO CLOSING**

- 1-9A. How many CONFIRM Silver subscriptions would you expect to purchase between January 1, 2002 and December 31, 2002 for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track for internal purposes, as well as for your clients?

	Number of Subscriptions
CONFIRM Silver	_____

IF Q1-9A = 0, DISPLAY THE FOLLOWING ERROR MESSAGE: "Earlier you indicated that you would purchase at least one CONFIRM Silver subscription for the outgoing mail pieces and incoming reply pieces you would track. Is that correct?" ALLOW INTERVIEWER TO CHANGE Q1-9A RESPONSE IF NEEDED OR TO GO BACK TO Q1-8 IF NECESSARY.

- 1-9B. How many, if any, additional sets of SCANS for CONFIRM -- at a rate of \$500 per additional 2.5 million scans -- do you expect you would purchase for the **[PROGRAMMER: INSERT (Q1-9A)]** CONFIRM Silver subscription(s) you would expect to buy in 2002 for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track for internal purposes, as well as for your clients? Additional scans would only be necessary if you had need for more than the 15 million scans already included in the 3-month CONFIRM Silver subscription. Again, additional scans would have to be bought in increments of 2.5 million scans, which would be enough for approximately an additional eight hundred thousand outgoing mail pieces and incoming reply pieces.

	Number of Additional Scans
CONFIRM Silver	_____

- 1-9C. How many, if any, additional Subscriber IDs for CONFIRM -- at a rate of \$500 per additional Subscriber ID -- do you expect you would purchase for the **[PROGRAMMER: INSERT (Q1-9A)]** CONFIRM Silver subscription(s) you would expect to buy in 2002 for the outgoing mail pieces and incoming reply pieces you would track for internal purposes, as well as for your clients?

You may want more than one Subscriber ID if you wish to separately monitor mail pieces from different campaigns, locations or departments if the digits reserved for your use in the PLANET code are not sufficient to do so; or if you want your CONFIRM data transmitted to more than one location. Each Silver subscription comes with ONE Subscriber ID included. Your answer should reflect the TOTAL number of additional subscriber IDs, if any, you would purchase across the **[PROGRAMMER: INSERT (Q1-9A)]** CONFIRM Silver subscription(s) you would expect to buy in 2002.

	Number of Additional Subscriber IDs
CONFIRM Silver	_____

So in all, you would expect to purchase **[PROGRAMMER: INSERT (Q1-9A)]** Silver subscription(s), with **[PROGRAMMER: INSERT (Q1-9B)]** additional scan(s) in increments of 2.5 million each, and **[PROGRAMMER: INSERT (Q1-9C)]** additional Subscriber ID(s), at a total price of **[PROGRAMMER: INSERT ((Q1-9A*\$4,000) + (Q1-9B*\$500) + (Q1-9C*\$500)]**. Does that sound correct?

SKIP TO CLOSING	YES	1
SAY "Let's start over so you can correct what does not sound right and be sure that the number of Silver subscriptions, additional scans, and additional Subscriber IDs you would expect to buy is accurate." AND THEN RETURN TO Q1-9A AND REVIEW QUESTIONS AND RESPONSES	NO	2

1-10A. How many CONFIRM Gold subscriptions would you expect to purchase between January 1, 2002 and December 31, 2002 for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track for internal purposes, as well as for your clients?

	Number of Subscriptions
CONFIRM Gold	_____

IF Q1-10A = 0, DISPLAY THE FOLLOWING ERROR MESSAGE: "Earlier you indicated that you would purchase at least one CONFIRM Gold subscription for the outgoing mail pieces and incoming reply pieces you would track. Is that correct?" ALLOW INTERVIEWER TO CHANGE Q1-10A RESPONSE IF NEEDED OR TO GO BACK TO Q1-8 IF NECESSARY.

1-10B. How many, if any, additional sets of SCANS for CONFIRM -- at a rate of **\$1,500** per additional 12.5 million scans -- do you expect you would purchase for the **[PROGRAMMER: INSERT (Q1-10A)]** CONFIRM Gold subscription(s) you would expect to buy in 2002 for the outgoing mail pieces and incoming reply pieces you would track for internal purposes, as well as for your clients? Additional scans would only be necessary if you had need for more than the 50 million scans already included in the 1 year CONFIRM Gold subscription. Again, additional scans would have to be bought in increments of 12.5 million scans, which would be enough for approximately an additional four million outgoing mail pieces and incoming reply pieces.

	Number of Additional Scans
CONFIRM Gold	_____

1-10C. How many, if any, additional Subscriber IDs for CONFIRM -- at a rate of **\$2,000** per additional Subscriber ID -- do you expect you would purchase for the **[PROGRAMMER: INSERT (Q1-10A)]** CONFIRM Gold subscription(s) you would expect to buy in 2002 for the outgoing mail pieces and incoming reply pieces you would track for internal purposes, as well as for your clients?

You may want more than one Subscriber ID if you wish to separately monitor mail pieces from different campaigns, locations or departments if the digits reserved for your use in the PLANET code are not sufficient to do so; or if you want your CONFIRM data transmitted to more than one location. Each Gold subscription comes with ONE Subscriber ID included. Your answer should reflect the TOTAL number of additional subscriber IDs, if any, you would purchase across the **[PROGRAMMER: INSERT (Q1-10A)] CONFIRM** Gold subscription(s) you would expect to buy in 2002.

	Number of Additional Subscriber IDs
CONFIRM Gold	_____

So in all, you would expect to purchase **[PROGRAMMER: INSERT (Q1-10A)]** Gold subscription(s), with **[PROGRAMMER: INSERT (Q1-10B)]** additional scan(s) in increments of 12.5 million each, and **[PROGRAMMER: INSERT (Q1-10C)]** additional Subscriber ID(s), at a total price of **[PROGRAMMER: INSERT ((Q1-10A*\$7,500) + (Q1-10B*\$1,500) + (Q1-10C*\$2,000))]**. Does that sound correct?

SKIP TO CLOSING	YES	1
SAY "Let's start over so you can correct what does not sound right and be sure that the number of Gold subscriptions, additional scans, and additional Subscriber IDs you would expect to buy is accurate." AND THEN RETURN TO Q1-10A AND REVIEW QUESTIONS AND RESPONSES	NO	2

1-11A. How many CONFIRM Platinum subscriptions would you expect to purchase between January 1, 2002 and December 31, 2002 for the outgoing mail pieces and incoming reply pieces you, and the business units you oversee, would track for internal purposes, as well as for your clients?

	Number of Subscriptions
CONFIRM Platinum	_____

IF Q1-11A = 0, DISPLAY THE FOLLOWING ERROR MESSAGE: "Earlier you indicated that you would purchase at least one CONFIRM Platinum subscription for the outgoing mail pieces and incoming reply pieces you would track. Is that correct?" ALLOW INTERVIEWER TO CHANGE Q1-11A RESPONSE IF NEEDED OR TO GO BACK TO Q1-8 IF NECESSARY.

1-11B. **[PROGRAMMER: UNNECESSARY - SKIP]**

1-11C. How many, if any, additional Subscriber IDs for CONFIRM -- at a rate of **\$2,000** per additional Subscriber ID -- do you expect you would purchase for the **[PROGRAMMER: INSERT (Q1-11A)]** CONFIRM Platinum subscription(s) you would expect to buy in 2002 for the outgoing mail pieces and incoming reply pieces you would track for internal purposes, as well as for your clients?

You may want more than one Subscriber ID if you wish to separately monitor mail pieces from different campaigns, locations or departments if the digits reserved for your use in the PLANET code are not sufficient to do so; or if you want your CONFIRM data transmitted to more than one location. Each Platinum subscription comes with THREE Subscriber IDs included. Your answer should reflect the TOTAL number of additional subscriber IDs, if any, you would purchase across the **[PROGRAMMER: INSERT (Q1-11A)]** CONFIRM Platinum subscription(s) you would expect to buy in 2002, not counting those that come with the subscription(s) already.

	Number of Additional Subscriber IDs
CONFIRM Platinum	_____

So in all, you would expect to purchase **[PROGRAMMER: INSERT (Q1-11A)]** Platinum subscription(s), with **[PROGRAMMER: INSERT (Q1-11C)]** additional Subscriber ID(s), at a total price of **[PROGRAMMER: INSERT ((Q1-11A*\$20,000) + (Q1-11C*\$2,000))]**. Does that sound correct?

GO TO CLOSING	YES	1
SAY "Let's start over so you can correct what does not sound right and be sure that the number of Platinum subscriptions and additional Subscriber IDs you would expect to buy is accurate." AND THEN RETURN TO Q1-11A AND REVIEW QUESTIONS AND RESPONSES	NO	2

CLOSING:

That was the last question I have for you. Thank you for taking the time to complete this survey. Your responses are very important to the U.S. Postal Service and will help to ensure that the most valuable products and services are offered in the future. We will send you the \$100 honorarium within a few weeks. If you have any questions about this survey, please feel free to call Mike Gershman at 1-800-342-9102. Once again, thank you for your time and have a nice day.

PROGRAMMER:

IF LAST DIGIT OF ID IS EVEN, USE THE FOLLOWING REPLACEMENT TEXT:

AAA	=	\$2,000	SSS	=	\$4,000
BBB	=	\$4,500	TTT	=	\$7,500
CCC	=	\$10,000	UUU	=	\$20,000

IF LAST DIGIT OF ID IS ODD, USE THE FOLLOWING REPLACEMENT TEXT:

AAA	=	\$4,000	SSS	=	\$2,000
BBB	=	\$7,500	TTT	=	\$4,500
CCC	=	\$20,000	UUU	=	\$10,000

Attachment H – Screening Interviewer Training Manual

**SCREENING INTERVIEWER
TRAINING MANUAL
U.S. POSTAL SERVICE
CONFIRM RATE RESEARCH**

**National Analysts Study # 821
August/September 2001**

I. INTRODUCTION: PURPOSE OF THE STUDY

The United States Postal Service will be offering a new product to its business customers called "CONFIRM". The product will allow large shippers to know when individual mail pieces have reached the local post office. The product is available as "Origin CONFIRM", "Destination CONFIRM" or "Origin and Destination CONFIRM".

Origin CONFIRM provides mailers advance notice of individual *incoming* courtesy and business reply mail pieces (e.g., Mary Jones' check is in the mail) and summary information about incoming reply mail volume. Destination CONFIRM provides mailers advance notice of individual *outgoing* mail pieces (e.g., bills, promotions, etc.) and summary information about outgoing mail volumes. People will have the option of buying three different types of subscription packages (Silver, Gold and Platinum) that differ in the length of the subscription term, the number of scans that are included, and the number of mailer IDs that are included. Depending upon their mailing practices, mailers may be eligible to use Destination Confirm, Origin CONFIRM, or both. If they are eligible for both, they can use the same subscription for both their outgoing mail pieces and their incoming reply pieces.

This product has already been "piloted" with a small number of customers. One portion of the sample will be those companies that have already piloted this product. The other portion of the sample, which is much larger, will be large shippers who have not piloted the CONFIRM product.

When we begin the screening, we will quickly determine whether the company is a reseller or a non-reseller. A reseller is a company whose primary business is to mail for other companies. Non-resellers consist of all other companies. If the company is a reseller, we will ask to speak with the VP or Director of Sales or Account Management. If the company is a non-reseller, we will ask to speak with the Mailroom Manager, so that we can obtain 4 referrals. These referrals will be to a mail decision-maker in Marketing, Billing, Payments & Donations, and Fulfillment. It is possible that Billing and Payments/Donations may fall under the same department, or may have the same decision-maker. That is fine – one decision-maker can speak for both if appropriate. Some companies may not have all 4 of these areas. In these cases, we will take as many of the 4 referrals as the company has. Referrals to other locations of the same company are not allowed.

The project itself consists of a pilot or non-pilot screener administered, followed by a product description mailing, and finally a telephone conversation with the respondent at a later time. At the end of a successful screening, you will attempt to make an appointment to call the respondent back to complete the interview. The interview should be scheduled no sooner than one week after the screening, unless you receive approval from your supervisor.

II. GENERAL INTERVIEWING PROCEDURES

- All information you gather in your work as an interviewer is **completely confidential** and must never be repeated to anyone, even your closest friends and family.
- Know your introduction thoroughly so you can clearly and confidently tell the respondents who you are and why you are interviewing them. If necessary, assure respondents that all information is combined into statistical tables and that their personal opinions and information are confidential and are never connected with their names.
- The respondent may not be sure of the answer to some questions, or may need some extra time to think. You should never accept a quick "Don't Know" but should always ask a respondent for his or her best guess.
- Remember, you are representing the United States Postal Service and National Analysts in this study. It is VERY IMPORTANT that you project an image not only of professionalism, but also someone that the respondents will want to talk to. Remember that the respondents are giving you their time for the interview. Be sure to let them know that their opinions and the information they have provided are important. Be positive and enthusiastic-- it WILL make a difference!

III. SAMPLE

- You will be using electronic sample for this study, and the phone number to call will appear on your computer automatically when you are ready to dial.
- Each piece of sample will be designated as pilot or non-pilot, and there are two versions of the screener: pilot and non-pilot. The sample designation will determine which of the screeners you will use.
- The ideal respondent to complete the survey is the VP or Director of Sales or Account Management for resellers, or the Mailroom Manager (as a starting point) for the non-resellers. When the Mailroom Manager provides referrals, we will be looking for the most senior decision-maker in the department.
- We will not be accepting referrals to other locations of the company. If you are given a referral, you should ask if that number is "at this location". If not, please ask if there is anyone at this location who would qualify. If no, code as "Referral to another location".

- A total of 1,200 screenings will be completed, where a person is willing to accept the product description mailing.

IV. QUALIFICATIONS

- If the company is a reseller, we will ask to speak with the VP or Director of Sales or Account Management.
- If the company is a non-reseller, we will ask to speak with the Mailroom Manager, so that we can obtain 4 referrals. These referrals will be to a mail decision-maker in Marketing, Billing, Payments & Donations, and Fulfillment.

V. QUESTION BY QUESTION REVIEW

SCREENER – PILOT VERSION:

- S1A-P. This question checks whether the respondent agrees that their company has been piloting the CONFIRM product, which is only offered by the Postal Service. Note that the respondent's organization still may qualify even if they have never used the product. In that case, the individual will be treated as a "non-pilot" respondent.
- S1B-P. The determination as to whether the location is classified as a Reseller or Non-Reseller is mostly from this question.
- S1C-P. If the respondent says that the company sends most of their mail on behalf of other companies, we want to see if their business' primary purpose is to mail. After this question, the final determination is made as to whether the location is a Reseller or a Non-Reseller.
- S2A-P. If the respondent is in one of the four departments we are seeking, we will continue interviewing that respondent but also ask for referrals to the other departments. If the respondent is not in one of those departments, we ask for referrals to all of the departments.

Functional Unit Introductions:

Where we have referrals, we will call the phone number we were given and use the Department Introduction. When connected with the right person, we will then use the Referred Introduction. If we do not have a referral for that department, we'll use the Main Number Introduction for that functional unit, then the Department Introduction, then the Referred Introduction. Note that the Main Number and Department

Introductions are different for each department, but the Referred Introduction is the same.

- R1-1-P. R1-1-P through R1-10-P are asked for the Marketing area only. If in this question, the respondent is one of several people who are involved in the decision equally, the answer should be coded as Yes. The type of decisions the respondent should be involved with includes decisions about which type of mail to use.
- R1-2-P. This question is asked only if the person we are speaking with is not qualified to answer about this functional units mailing.
- R1-3-P. Please collect the referral name, title, and telephone number.
- R1-4-P. The company will not qualify unless they have Internet access or are able to connect to other computers in some way. The respondent themselves does not need to have this access, as long as some computer at the company has access.
- R1-5A-P. Only mailings that are sent from this company, its parent or subsidiaries should be included. Remember, we are only inquiring about mailings that the respondent is responsible for. Standard A mail is also known as Third-Class or Bulk Mail.
- R1-5B-P. We are asking if any of the First-Class or Standard A pieces only were flats.
- R1-6-P. We are only looking for cases where the mail was presorted at the zip code level (or 3 digit zip code level) and were also mailed at discounted, automation rates. If so, they will be classified as "Eligible for Destination Confirm".
- R1-7-P. Business and courtesy reply cards and envelopes are the cards or envelopes included with a mailing that people fill out and send back to the mailer. For example, if a mailer sends a sample magazine, the business reply card would typically be returned if the person receiving the sample is interested in receiving the magazine on a regular basis. Another example is an envelope that is included with a bill that is sent.
- R1-8A-P. We are referring only to the Marketing and Direct Response mail pieces the respondent is responsible for.
- R1-8B-P. If the respondent has mailed pieces that include business or courtesy reply cards or envelopes that were letter- or card-size or flats, the respondent will be classified as "Origin Confirm". If the respondent

was already classified as "Destination Confirm", the respondent will be classified as both.

- R2-7-P. Although we know the respondent is responsible for outgoing billing, we are now checking that the respondent is also responsible for payments and donations. If the respondent is responsible for payments OR donations, this question should be coded as "Yes".
- R5-1-P. If anyone in the household currently works for a mail delivery company or market research firm, or if the respondent currently does, the interview will terminate.
- R5-2-P. Do not ask the respondent if they are willing to participate; simply press code 1 and continue unless the respondent explicitly states that they are unwilling.
- R5-3-P. Be sure to obtain the correct name and address, and spell it correctly. What you type is what will appear on the mailing label.
- R5-4-P. We are not planning to fax respondents, but we are collecting this information as a backup.
- R5-5-P. Try to encourage the respondent to commit to a day and time. If the respondent is unwilling to do so, recommend one week from the current time. If the respondent is still unwilling, allow the system to schedule the callback. No interviews should be scheduled before August 29th.
- S3A-P. We want to speak with the person most responsible for selecting the specific mailing services offered to the company's clients. This question is asked only of resellers.
- S3B-P. We also want to know (though we are not excluding on this basis) if the person is also involved in the decisions made regarding mailings sent out for their own company (e.g., advertisements).
- S3C-P. If the respondent is not responsible for the type of mail offered to the company's clients, attempt to obtain a referral.
- S4-P. Please collect the name, title, and telephone number.

The other questions in the pilot screener are similar to the questions above. The following shows these associations.

R2-1-P is like R1-1-P.
R2-2-P is like R1-2-P.
R2-3-P is like R1-3-P.
R2-4-P is like R1-4-P.
R2-5A-P is like R1-5A-P.
R2-5B-P is like R1-5B-P.
R2-6-P is like R1-6-P.
R2-8-P is like R1-7-P.
R2-9A-P is like R1-8A-P.
R2-9B-P is like R1-8B-P.

R3-1-P is like R1-1-P.
R3-2-P is like R1-2-P.
R3-3-P is like R1-3-P.
R3-4-P is like R1-4-P.
R3-5-P is like R1-7-P.
R3-6A-P is like R1-8A-P.
R3-6B-P is like R1-8B-P.
R3-7-P is like R2-7-P.
R3-8A-P is like R1-5A-P.
R3-8B-P is like R1-5B-P.
R3-9-P is like R1-6-P.

R4-1-P is like R1-1-P.
R4-2-P is like R1-2-P.
R4-3-P is like R1-3-P.
R4-4-P is like R1-4-P.
R4-5-P is like R1-7-P.
R4-6A-P is like R1-8A-P.
R4-6B-P is like R1-8B-P.

S5-P is like R1-4-P.
S6A-P is like R1-5A-P.
S6B-P is like R1-5B-P.
S6C-P is like R1-6-P.
S7A-P is like R1-7-P.
S7B-P is like R1-8A-P.
S7C-P is like R1-8B-P.

R6-1-P is like R5-1-P.
R6-2-P is like R5-2-P.
R6-3-P is like R5-3-P.
R6-4-P is like R5-4-P.
R6-5-P is like R5-5-P.

SCREENER – NON-PILOT VERSION:

S1A: If the name of the organization is very close to the same, or if the name provided is the corporate parent or a subsidiary of this company, code as “Yes”.

S1B: If the company was called the name on the screen, or it was called something very close, code as “Yes”. If the company used to be the corporate parent or a subsidiary of this company, code as “Yes”.

Functional Unit Introductions: After the referrals, the Mailroom Manager interview should be terminated. You will have the option of continuing with the referrals or departmental introductions right away, or choosing another piece of sample. When possible, it is best to keep going with the same piece of sample until all referrals/functional units have been contacted. The introductions are like those for the pilot.

The other questions in the non-pilot screener are similar to the questions above or the questions in the pilot screener. The following shows these associations.

S1C is like S1B-P.

S1D is like S1C-P.

R1-1 through R5-5 is like R1-1P through R5-5P.

S3A through S7C is like S3A-P through S7C-P.

R6-1 through R6-5 is like R6-1-P through R6-5-P.

Glossary

Flats	<p>Flats are mail pieces that can be mailed at either First-Class or Standard A (formerly Third Class) mail rates. The term "flat" or "flat-size" is used to refer to the <i>shape</i> of a mail piece (like a card or an envelope), not the <i>way</i> a piece is mailed. Flat-size mail pieces range from 6 to 12 inches in height, and 5 to 15 inches in length. They can be no more than $\frac{3}{4}$ of an inch thick. First-Class flat-size mail pieces must weigh under 11 ounces, while Standard A flat-size mail pieces must weigh under 16 ounces.</p>
First-Class mail	<p>First-Class Mail is the basic Postal Service mail class for business mail. Items normally mailed First-Class include postcards, letters, and non-letter mail that are personal in nature. This would include bills, invoices, checks, letters containing personalized information, and anything sealed against postal inspection. It is not necessary to identify service class on the piece. Delivery ranges from one to seven days depending on travel distance. Maximum weight is 13 oz. Minimum postage fee is \$.20 for postcards, and \$.34 for letters up to 1 oz</p>
Standard A mail	<p>Standard A Mail (formerly known as Bulk Mail and Third-Class Mail) is used to mail large numbers of identical items without applying individual postage. This process requires preprinting a mailing permit number (indicia) on each mail piece. Minimum requirements are 200 identical pieces and mail not requiring First-Class service (bills, invoices, checks, letters containing personalized information).</p>

Attachment I – Survey Interviewer Training Manual

**SURVEY INTERVIEWER
TRAINING MANUAL
U.S. POSTAL SERVICE
CONFIRM RATE RESEARCH**

**National Analysts Study # 821
August/September 2001**

I. INTRODUCTION: PURPOSE OF THE STUDY

The United States Postal Service will be offering a new product to its business customers called "CONFIRM". The product will allow large shippers to know when individual mail pieces have reached the local post office. The product is available as "Origin CONFIRM", "Destination CONFIRM" or "Origin and Destination CONFIRM".

Origin CONFIRM provides mailers advance notice of individual *incoming* courtesy and business reply mail pieces (e.g., Mary Jones' check is in the mail) and summary information about incoming reply mail volume. Destination CONFIRM provides mailers advance notice of individual *outgoing* mail pieces (e.g., bills, promotions, etc.) and summary information about outgoing mail volumes. People will have the option of buying three different types of subscription packages (Silver, Gold and Platinum) that differ in the length of the subscription term, the number of scans that are included, and the number of mailer IDs that are included. Depending upon their mailing practices, mailers may be eligible to use Destination Confirm, Origin CONFIRM, or both. If they are eligible for both, they can use the same subscription for both their outgoing mail pieces and their incoming reply pieces.

This product has already been "piloted" with a small number of customers. One portion of the sample will be those companies that have already piloted this product. The other portion of the sample, which is much larger, will be large shippers who have not piloted the CONFIRM product.

By the time you are calling the respondent, they should have received a package that was sent to them by U.S.P.S. Priority Mail. The package contains product descriptions for the Confirm product. It is imperative that the respondent reviews that material before the callback interview occurs. If they have received the materials but have not reviewed it, you may stay on the line with them until they have reviewed the materials. If they have not received the materials, we will resend the materials to the respondent and schedule a new callback time.

Please take the time to read the three different versions of the Product Description – the Origin-CONFIRM Product Description, the Destination-CONFIRM Product Description, and the CONFIRM Product Description (for both Origin and Destination CONFIRM) – so that you are familiar with the product. If a respondent has a question regarding the product during the interview, you will need to review the relevant part(s) of the product description with them. Do not provide information to the respondent that is not included in the Product Description. Please also review the Interview Worksheet before conducting any interviews.

II. GENERAL INTERVIEWING PROCEDURES

- All information you gather in your work as an interviewer is **completely confidential** and must never be repeated to anyone, even your closest friends and family.
- Know your introduction thoroughly so you can clearly and confidently tell the respondents who you are and why you are interviewing them. If necessary, assure respondents that all information is combined into statistical tables and that their personal opinions and information are confidential and are never connected with their names.
- The respondent may not be sure of the answer to some questions, or may need some extra time to think. You should never accept a quick "Don't Know" but should always ask a respondent for his or her best guess.
- Remember, you are representing the United States Postal Service and National Analysts in this study. It is VERY IMPORTANT that you project an image not only of professionalism, but also someone that the respondents will want to talk to. Remember that the respondents are giving you their time for the interview. Be sure to let them know that their opinions and the information they have provided are important. Be positive and enthusiastic-- it WILL make a difference!

III. SAMPLE

- You will be calling people who have already agreed to participate in our survey. The phone number to call will appear on your computer automatically when you are ready to dial.
- A total of 600 interviews will be completed.

IV. QUALIFICATIONS

- The respondents will have already been recruited and pre-qualified before the callback is made.

V. QUESTION BY QUESTION REVIEW

CALLBACK SURVEY:

- A. We would like to know if the respondent has received the materials we sent. It is imperative that they have received the materials before the interview begins. The materials include a Product Description (double-sided) and an Interview Worksheet, both on colored paper. The Origin-CONFIRM and Destination-CONFIRM Product Descriptions are about 6 pages each. The CONFIRM Product Description (for both Origin and Destination CONFIRM) is about 9 pages. Additionally, individuals eligible for Destination CONFIRM (respondent type = 1 or 4) or both Origin and Destination CONFIRM (respondent type = 3 or 6) also received a 26-page document regarding CONFIRM Advance Shipping Notice Specifications. This 26-page document is optional for the interview – it is provided as an additional source of information for those respondents wanting more information regarding the Destination CONFIRM manifesting requirements. Respondents do not need to have read this document prior to the interview. All of the materials were sent via U.S.P.S. Priority Mail.
- B. If the respondent has not received the materials or has misplaced them without reading them, we will send a new set of materials by mail or fax. If the respondent wants to know how many pages the materials are before deciding whether to receive them by mail or fax, they are about 6 pages if they are designated as "Origin Confirm" (respondent type= 2 or 5) but about 32-35 pages if they are designated as "Destination Confirm" (respondent type= 1 or 4) or "Both Origin and Destination Confirm"(respondent type= 3 or 6).
- C. If we send the package by mail, reschedule the interview for at least 4 business days later. If by fax, the interview can be rescheduled for the next day. If you need to schedule the interview sooner, you must obtain approval from your supervisor.
- D. Note that if the respondent does not have the materials in his/her possession, we continue to question E.
- E. If the respondent does not have the materials in front of him or nearby, we need to reschedule the callback interview.
- F. If the respondent has not read the product descriptions yet, we will offer to hold while they do. This could take a little while, so please be patient with the respondent and do not interrupt them while they are reading the materials.

- Q1.1 This question is asked only of non-resellers, as defined in the screener. Standard A (Third-Class) mail also may be known as "Bulk Mail". This interview will focus only on that mail which is sent from the respondent's company, even if it is sent from a different location. If the respondent reports that all of the First Class and Standard A mailings were mailed by another company, the interview should terminate. However, first verify with the respondent that all of their mail pieces are processed by a mail preparer/mail-house. If they were deemed eligible to participate in the survey during screening, their screener responses would have indicated that they processed at least some of their mailings in-house. If they answered the screener questions incorrectly and the response to Q1.1 is really "all outsourced", inform the respondent they are not eligible and terminate the survey. The survey does not count as a complete and the respondent is not paid an honorarium.
- Q1.2 Please read this information slowly and clearly, and wait for the respondent to write in the information. Read especially slowly when reading the price information. The prices are different for different respondents. Be sure to accurately read the prices. This information is critical for administering the survey. Please enter the likelihood number (0-100).
- Q1.3 This question is asked if $Q1.2 > 0$. If $Q1.2 = 0$, sometimes we will continue and sometimes we will terminate the interview. Wait for the computer to decide which happens for this respondent! The prices are different for different respondents. Be sure to accurately read the prices. The respondent should say whether they would purchase Silver, Gold, Platinum, or none of these. They can only choose one type of subscription. Their answer to this question ("Silver", "Gold", or "Platinum") will determine which set of questions they are next asked. If the answer is "none", sometimes we will skip to the second set of price points, and sometimes we will terminate the interview.
- Q1.4a Since the respondent said they would purchase Silver subscriptions, we are now asking how many they would purchase next year. The answer must be greater than zero, or else the answer to 1.3 must change.
- Q1.4b 15 million scans are already included with the Silver subscription, but the respondent could purchase additional scans. The price and other information is different for different respondents. Be sure to accurately read the words and price. The answer may be zero. We are asking how many increments of 2.5 million each would be purchased, NOT how many scans will be purchased. Reasonable answers may be 5, 10, etc., not 5 million. 5 million would mean 2 sets of 2.5 million scans. The answer would then be 2.
- Q1.4c The price and other information is different for different respondents. Be sure to accurately read the words and price. The answer may be zero. We are

asking the number of additional subscriber ID's, in addition to the one they would get by default.

Verify We will verify the answers given by the respondents, plus we will include a dollar amount calculation based on these numbers.

Q1.5a Since the respondent said they would purchase Gold subscriptions, we are now asking how many they would purchase next year. The answer must be greater than zero, or else the answer to 1.3 must change.

Q1.5b 50 million scans are already included with the Gold subscription, but the respondent could purchase additional scans. The price and other information is different for different respondents. Be sure to accurately read the words and price. The answer may be zero. We are asking how many increments of 12.5 million each would be purchased, NOT how many scans will be purchased. Reasonable answers may be 5, 10, etc., not 25 million. 25 million would mean 2 sets of 12.5 million scans. The answer would then be 2.

Q1.5c The price and other information is different for different respondents. Be sure to accurately read the words and price. The answer may be zero. We are asking the number of additional subscriber ID's, in addition to the one they would get by default.

Verify We will verify the answers given by the respondents, plus we will include a dollar amount calculation based on these numbers.

Q1.6a Since the respondent said they would purchase Platinum subscriptions, we are now asking how many they would purchase next year. The answer must be greater than zero, or else the answer to 1.3 must change.

Q1.6b There is no Q1.6b.

Q1.6c The price and other information is different for different respondents. Be sure to accurately read the words and price. The answer may be zero. We are asking the number of additional subscriber ID's, in addition to the one they would get by default.

Verify We will verify the answers given by the respondents, plus we will include a dollar amount calculation based on these numbers.

Q1.7 to Q1.11 are the same as Q1.2 to Q1.6, except that the prices will be different. See above for specific instructions.

Q1.7=Q1.2, Q1.8=Q1.3, Q1.9=Q1.4, Q1.10=Q1.5, Q1.11=Q1.6.

Attachment J – Final Disposition Report

CONFIRM Final Disposition Report

Total Sample (Locations)	4,734
Classified Locations	2,160
Non-Resellers	1,387
Resellers	773

	Company (n = 4,734)	Non-Resellers (n = 1,387)				Resellers (n = 773)
		Marketing	Outgoing Billing	Incoming Payments/ Donations	Fulfillment	
Total Attempts	4,734	1,315	1,276	1,211	1,257	773
Classified/Eligible (as per screener)	2,160	357	229	176	225	486
Interviews Completed	684	178	115	88	139	319
No Answer/Busy/Voice Mail/New Number	37	23	21	26	14	0
Number Not Working/Fax or Modem Line/Residence/ Bad Number	430	4	2	3	2	1
Incorrect Company/Phone Number on List	133	NA	NA	NA	NA	NA
Asked to Callback	866	376	363	344	319	71
Language/Hearing Problem	13	1	0	0	0	0
Referral to Another Number	106	10	12	10	7	0
Not Available for Length of Survey	26	3	1	0	0	0
No Such Person	323	141	150	200	207	20
Referral to Another Location	0	52	8	11	9	2
Claims Previously Interviewed	36	12	17	16	17	5
Refusal – Company Policy	232	27	29	26	25	4
Refusal – Secretary	372	32	36	41	29	16
Refusal – Respondent	0	65	79	66	57	25
Ineligible in Screener, but Referral to Another Respondent Given	NA	19	25	19	18	5

* The total number of interviews across departments exceeds 684, given that some individuals represented more than one department.

Ineligible in Screener and No Referral Given	NA	181	248	225	328	83
Ineligible – Over Quota	NA	12	26	6	0	55
Recruited From Incoming/Outgoing	NA	NA	30	42	NA	NA

Attachment K – Validation Form

VALIDATION FORM

Hello my name is _____, from National Analysts, a survey research firm. Our records indicate that you recently participated in a survey for the U.S. Postal Service regarding CONFIRM, a new product that allows users to electronically track First Class and Standard A mail pieces.

1. I would like to verify: Were you interviewed?

- Yes 1
- No 2
- DON'T KNOW 3

(IF NO OR DK: PROBE: The interviewer would have taken place within the past several weeks, inquiring about your interest in the CONFIRM product and which, if any, subscriptions types you would be likely to purchase. We want to make sure that the interviewer completed the study correctly. Are you sure that no one interviewed you?)

(RECORD ANY COMMENTS)

2. Are you the person in your organization who is most responsible for making decisions about the mailings that you, and business units you oversee, send out?

- Yes 1
- No 2
- DON'T KNOW 3

(IF NO OR DK: PROBE: The interviewer would have asked you about this when they first called you about participating in the study. We want to make sure that the interviewer completed the study correctly. I just want to verify that you are not the decision-maker for the mail that your department sends out/receives. *(Can be outgoing mail pieces, incoming reply pieces, or both.)*)

(RECORD ANY COMMENTS)

3. Did you receive the CONFIRM product description in the mail prior to completing the survey?

- Yes 1
- No 2
- DON'T KNOW 3

Thank you again for your help.

Respondent's name _____ Respondent ID _____

Respondent phone _____

Interviewer Code _____ Interviewer's Name _____

