

Question Booklet

Use with Answer Booklets (Monday-Sunday)

Questions? Call our toll-free hotline at:

1-888-441-USPS (8777)

Available 11am - 9pm Central Standard Time (Mon - Fri)

OR

e-mail your question to:

hotline-usps@nustats.com

OR

visit the project web page at:

<https://uspsmailsurvey.com/usps>

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Example

Once you've sorted and numbered your mail pieces and packages, you are ready to begin answering questions. **Remember to use the postage and the mail markings on the mail piece to help you determine the mail type** (see page 1 of the Instruction Booklet for how to sort and number your mail).

You need both this Question Booklet and the Answer Booklet. Open both this Question Booklet and the Answer Booklet to the color-coded pages for the type of mail you have (e.g., purple pages are First-Class Mail, blue pages are Standard or Marketing Mail, green pages are Packages, etc.).

Each question sheet contains both questions (letters A, B, C, etc.) and answer codes (numbers 1, 2, 3, etc.). **Don't record your answers in this Question Booklet; instead, use the corresponding daily Answer Booklet.** Record the number that best matches your response.

Answer the questions about each mail piece down the answer sheet. For example, if you receive four (4) First-Class mail pieces on Monday, you will record answers to all questions about mail piece #1 in the first column, and about mail piece #2 in the second column, mail piece #3 in the third column, and #4 in the fourth column.

Question Sheet (in Question Booklet)

Purple ³

Question Sheet
First-Class / Presorted First-Class
Mail Received

STOP For Presorted Standard Mail: Go to Blue page 7
WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. FORM: Was the mail piece... (Refer to the mail piece size template on page 2)
IF THIS IS A PACKAGE: GO TO GREEN PAGE 11

1. In a letter size envelope	3. Flyer or Catalog
2. Postcard	4. In an envelope larger than letter size (not catalog)

B. ADDRESSEE: Mail piece was addressed to...

1. Male head of household	6. Whole family
2. Female head of household	7. Current Resident, Occupant, Postal Patron, etc. (with or without street address)
3. Male & Female head of household (Mr. & Mrs.)	8. Other addressee (Specify on Answer Booklet page 4)
4. Other adult living in household (18 and over)	
5. Child (under 18)	

C. RETURN ENVELOPE: Was a return envelope or card included?

1. Yes – pre-stamped or postage paid	3. No return envelope or card included
2. Yes – needs a stamp	

D. SENDER TYPE: What type of industry did the mail piece come from?

Financial (including all types of credit cards):	Services continued:
1. Credit Card (from any bank, store, or company)	18. Medical (doctor, dentist, hospital, not insurance company)
2. Bank / Savings & loan / Credit union / Loan company	19. Other professional (lawyer, accountant, etc.)
3. Insurance company (medical, dental, life, auto, etc.)	20. DVD / Blu-ray / Video game rental company (Netflix, etc.)
4. Real estate / Mortgage	21. Craftsman (plumber, carpenter, electrician, etc.)
5. Investments (stock, mutual fund, retirement plan, etc.)	22. Travel / Entertainment service (theater, hotel, airline, etc.)
6. Other financial (Specify on Answer Booklet page 4)	23. Auto maintenance (oil change, mechanic, etc.)
Merchants:	24. Readside assistance (AAA, etc.)

When completing your Answer Booklet, please print clearly as in the example:

1 or 20

Use a pen in black or blue ink
Do not use pencil

Answer Sheet (in Answer Booklet)

Question

Code

Mail Piece #1

Mail Piece #2

Purple

Answer Sheet
First-Class / Presorted First-Class
Mail Received

Answer questions about each mail piece down the columns.
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

A. FORM	2	1	2	1	1						
B. ADDRESSEE	1	2	1	3	3						
C. RETURN ENVELOPE	3	3	3	2	3						
D. SENDER TYPE	10	32	16	1	27						

Mail Piece Size Template

Use the guide below to help you determine the size of your mail piece or package. This will help answer the FORM question.



LETTER SIZE ENVELOPE - Maximum Length 11 1/2"

If the envelope fits within these margins, it is letter size.
If the envelope extends more than 1/2" off the edge of this page, OR is taller than 6 1/8," it is larger than letter size.



LETTER SIZE ENVELOPE - Maximum Height 6



POSTCARD - Maximum Length 6"

A postcard is a single, unfolded piece that is NOT in an envelope, AND fits within these margins.



POSTCARD - Maximum Height 4

FLYER

A flyer is a folded or unfolded piece that is larger than a postcard AND is NOT in an envelope.

Question Sheet

First-Class / Presorted First-Class Mail Received



For Presorted Standard or Marketing Mail: Go to Blue page 7

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. FORM: Was the mail piece... (Refer to the mail piece size template on page 2)

IF THIS IS A PACKAGE: GO TO GREEN PAGE 11

- | | |
|------------------------------|---|
| 1. In a letter size envelope | 3. Flyer or Catalog |
| 2. Postcard | 4. In an envelope larger than letter size (not catalog) |

B. ADDRESSEE: Mail piece was addressed to...

- | | |
|--|---|
| 1. Male head of household | 6. Whole family |
| 2. Female head of household | 7. Current Resident, Occupant, Postal Patron, etc. (with or without street address) |
| 3. More than one head of household | 8. Other addressee (Specify on Answer Booklet page 4) |
| 4. Other adult living in household (18 and over) | |
| 5. Child (under 18) | |

C. RETURN ENVELOPE: Was a return envelope or card included?

- | | |
|--------------------------------------|--|
| 1. Yes – pre-stamped or postage paid | 3. No return envelope or card included |
| 2. Yes – needs a stamp | |

D. SENDER TYPE: What type of industry did the mail piece come from?

Financial (including all types of credit cards):

1. Credit Card (from any bank, store, or company)
2. Bank / Savings & loan / Credit union / Loan company
3. Insurance company (medical, dental, life, auto, etc.)
4. Real estate / Mortgage
5. Investments (stock, mutual fund, retirement plan, etc.)
6. Other financial (Specify on Answer Booklet page 4)

Merchants:

7. Supermarket / Grocery store
8. Department / Discount store
9. Other store (electronics, shoes, clothes, hardware, drug store / pharmacy etc.) (Specify store type on Answer Booklet page 4)
10. Mail order company (Lands End, Blair, L.L. Bean, etc.)
11. Restaurant (incl. fast food, pizza delivery, etc.)
12. Publisher (newspapers, books, magazines)
13. Auto dealership (not manufacturer or service department)
14. Individual seller (on eBay, craigslist, or other online sales site)
15. Other merchants (Specify on Answer Booklet page 4)

Services:

16. Telephone / Cell / Cable / Satellite / Internet
17. Electric / Gas / Water / Utility company

Services continued:

18. Medical (doctor, dentist, hospital, not insurance company)
19. Other professional (lawyer, accountant, etc.)
20. DVD / Blu-ray / Video game rental company (Netflix, etc.)
21. Craftsman (plumber, carpenter, electrician, etc.)
22. Travel / Entertainment service (theater, hotel, airline, etc.)
23. Auto maintenance (oil change, mechanic, etc.)
24. Roadside assistance (AAA, etc.)
25. Other services (Specify on Answer Booklet page 4)

Manufacturers:

26. All manufacturers (makers of automobiles, computers, etc.)

Government:

27. Federal (Social Security, VA, IRS, Medicare, etc.)
28. State and Local (not a utility company)

Nonprofit / Charitable / Social / Political:

29. Educational (public & private schools, universities, etc.)
30. Political (campaign, political action committee, political party, etc.)
31. All other nonprofit organizations

Friend or Relative:

32. Friend or Relative (not from a business)

More questions on back of page →

E. PURPOSE: What was the MAIN purpose of the mail piece? (Write in one number only)

- | | |
|--|--|
| 1. Holiday / Seasons greeting card | 13. Request for donation (money, time, blood drive, goods, etc.) |
| 2. Other greeting cards (birthday, sympathy, thank you) | 14. Confirmation or thank you for donation |
| 3. Invitation or announcement from friend or relative → SKIP TO K | 15. Rebate received in response to coupon submitted |
| 4. Letter from friend or relative → SKIP TO K | 16. Direct deposit receipts or check stub (not a payment) |
| 5. Bill / Invoice / Premium (not for a credit card) | 17. New or replacement credit or debit card |
| 6. Financial statement (not for a credit card) | 18. Payment or other check / Money order / Credit (no rebate) |
| 7. Credit card bill / Credit card statement | 19. Survey / Questionnaire |
| 8. Notice / Announcement / Business invitation (no bills, no ads) | 20. Sweepstakes / Contest promotion |
| 9. Advertising / Promotional / Sales only (no bills) | 21. Newsletter |
| 10. Insurance explanation of benefits | 22. Prospectus |
| 11. Tax related (information, forms, etc.) | 23. Social Security related (information, statement, etc.) |
| 12. DVD / Blu-ray / Video game rental | 24. Other (<i>Specify on Answer Booklet page 4</i>) |

**IF THIS MAIL PIECE WAS FROM A FRIEND OR RELATIVE, SKIP TO K****F. FAMILIARITY: Was this mail piece from an organization...**

- | | |
|--|----------------------------------|
| 1. Someone in the household does or has done business with | 3. No one in the household knows |
| 2. Someone in the household knows, but no one does business with | |

G. ADVERTISING: Did this mail piece contain any advertising or promotional material?

1. Yes
2. No → **SKIP TO K**

H. READING: Was the advertising... (Write in one number only)

- | | |
|--|---------------------------------|
| 1. Read by a member of the household | 4. Discarded without being read |
| 2. Read by more than one member of the household | 5. Set aside for reading later |
| 3. Looked at but not read by any member of the household | |

I. REACTION: Would this advertising be described as...

- | | |
|---|---|
| 1. Useful information we like to receive | 3. Neither interesting, enjoyable, nor useful |
| 2. Interesting or enjoyable, but not useful | 4. Objectionable or offensive |

J. RESPONSE: Is anyone in your household considering responding to the advertisement?

- | | |
|--------|----------|
| 1. Yes | 3. Maybe |
| 2. No | |

K. CLASS: Tell us what markings are on the mail piece. (Select all that apply)

Look at the markings in the top right-hand corner. For examples of First-Class Mail markings, see pages 5-8 of the Instruction Booklet.

- | | |
|--|--|
| 1. Presorted First-Class, or PRSRT, or FP | 6. USPS Connect (envelope marked MAIL in lower right corner) |
| 2. Forever Stamp | 7. Mail from outside the U.S. |
| 3. First-Class Stamp with price (not Forever Stamp) | 8. Federal Government Mail with Official Signature (FRANKED) |
| 4. First-Class Postage (Metered strip or Permit Mail – see examples) | 9. Other Federal Government Mail |
| 5. Single Piece, or SNGLP, or SP | 10. Other classification (<i>Specify on Answer Booklet page 4</i>) |

Remember - packages and pieces marked Presorted Standard, Marketing, Nonprofit, or Periodicals do not belong in the First Class mail type.

Please mark all mail pieces for this day & place in the daily envelope.

Question Sheet

First-Class Mail Sent

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. FORM: Was the mail piece... (Refer to the mail piece size template on page 2)

IF THIS IS A PACKAGE: GO TO GREEN PAGE 13

- | | |
|------------------------------|---|
| 1. In a letter size envelope | 3. In an envelope larger than letter size |
| 2. Postcard | 4. Other (Specify on Answer Booklet page 6) |

B. ADDRESSEE TYPE: What type of industry did you send the mail piece to?

Financial (including all types of credit cards):

1. Credit Card (from any bank, store, or company)
2. Bank / Savings & loan / Credit union / Loan company
3. Insurance company (medical, dental, life, auto, etc.)
4. Real estate / Mortgage
5. Investments (stock, mutual fund, retirement plan, etc.)
6. Other financial (Specify on Answer Booklet page 6)

Merchants:

7. Supermarket / Grocery store
8. Department / Discount store
9. Other store (electronics, shoes, clothes, hardware, drug store / pharmacy, etc.) (Specify store type on Answer Booklet page 6)
10. Mail order company (Lands End, Blair, L.L. Bean, etc.)
11. Restaurant (incl. fast food, pizza delivery, etc.)
12. Publisher (newspapers, books, magazines)
13. Auto dealership (not manufacturer or service department)
14. Individual seller (on eBay, craigslist, or other online sales site)
15. Other merchants (Specify on Answer Booklet page 6)

Services:

16. Telephone / Cell / Cable / Satellite / Internet
17. Electric / Gas / Water / Utility company

Services continued:

18. Medical (doctor, dentist, hospital, not insurance company)
19. Other professional (lawyer, accountant, etc.)
20. DVD / Blu-ray / Video game rental company (Netflix, etc.)
21. Craftsman (plumber, carpenter, electrician, etc.)
22. Travel / Entertainment service (theater, hotel, airline, etc.)
23. Auto maintenance (oil change, mechanic, etc.)
24. Roadside assistance (AAA, etc.)
25. Other services (Specify on Answer Booklet page 6)

Manufacturers:

26. All manufacturers (makers of automobiles, computers, etc.)

Government:

27. Federal (Social Security, VA, IRS, Medicare, etc.)
28. State and Local (not a utility company)

Nonprofit / Charitable / Social / Political:

29. Educational (public & private schools, universities, etc.)
30. Political (campaign, political action committee, political party, etc.)
31. All other nonprofit organizations

Friend or Relative:

32. Friend or Relative (not to a business)

C. PURPOSE: What was the MAIN purpose of the mail piece? (Write in one number only)

- | | |
|--|---|
| 1. Holiday / Seasons greeting card | 10. Sweepstakes / Contest entry |
| 2. Other greeting cards (birthday, sympathy, thank you) | 11. DVD / Blu-ray / Video game return |
| 3. Invitation / Announcement (birth, marriage, etc.) | 12. Proxy vote response |
| 4. Letter / Correspondence (written by you – not a form) | 13. Election materials (absentee ballot, registration, etc.) |
| 5. Order | 14. Rebate request |
| 6. Inquiry | 15. Tax related |
| 7. Payment (bill payment, dues, membership fees, etc.) | 16. Completed form / Application / Paperwork (not a tax form) |
| 8. Donation | 17. Other (Specify on Answer Booklet page 6) |
| 9. Survey / Questionnaire response | |



IF THIS MAIL PIECE WAS TO A FRIEND OR RELATIVE, SKIP TO G

D. AD RESPONSE: Was the mail piece sent in response to advertising or solicitation for funds?

1. Yes
2. No → **SKIP TO F**

E. AD MATERIAL: Was the advertising / promotional / solicitation material...

- | | |
|---------------------------------------|---|
| 1. Received in mail (not in magazine) | 5. Heard on radio |
| 2. Seen in magazine | 6. Received over telephone |
| 3. Seen in newspaper | 7. Seen on the Internet |
| 4. Seen on television | 8. Other advertising (Specify on Answer Booklet page 6) |

More questions on back of page →

F. RETURN ENVELOPE: Did you use your own envelope or card?

1. Yes
2. No – a return envelope or card **with postage** was provided
3. No – a return envelope or card **without postage** was provided

G. SPECIAL SVCS: Did the mail piece have any of the following special services?
(Select all that apply)

1. Certified
2. Registered
3. Insured
4. Return Receipt Requested
5. Certificate of Mailing
6. Restricted Delivery
7. COD
8. No special services
9. Other *(Specify on Answer Booklet page 6)*

H. PO BOX: Was this mail piece sent to a PO Box?

1. Yes
2. No

I. POSTAGE TYPE: What type of postage was used? *(Either postage that you put on yourself or postage that was already on the envelope or card)*

1. Business Reply Mail (no postage necessary)
2. Permit Reply Mail (no postage necessary)
3. Forever Stamp
4. Regular postage stamp
5. Meter stamp
6. Other *(Specify on Answer Booklet page 6)*

Question Sheet

Presorted Standard or Marketing Mail Received



For Presorted First-Class Mail: Go to Purple page 3

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. ADDRESSEE: Mail piece was addressed to...

- | | |
|---|---------------------------------------|
| 1. Specific member(s) of the household | 3. Someone not living at this address |
| 2. Current Resident, Occupant, Postal Patron, etc. (with or without street address) | |

B. FORM: Was the mail piece... (Refer to the mail piece size template on page 2)

IF THIS IS A PACKAGE: GO TO GREEN PAGE 11

- | | |
|---|--|
| 1. In a letter size envelope | 5. Detached label card |
| 2. In an envelope larger than letter size (not catalog) | 6. Postcard |
| 3. Catalog in envelope | 7. Addressed flyers / Circulars / Folded piece (no envelope) |
| 4. Catalog not in envelope | 8. Newspapers / Magazines / Newsletters |
| | 9. Can't classify type (Please describe on Answer Booklet pg. 8) |

C. MULTIPLE: Did the mail piece contain...

1. Material from one organization only
2. Material from several organizations → **SKIP TO F**

D. SENDER TYPE: What type of industry did the mail piece come from?

Financial (including all types of credit cards):

1. Credit Card (from any bank, store, or company)
2. Bank / Savings & loan / Credit union / Loan company
3. Insurance company (medical, dental, life, auto, etc.)
4. Real estate / Mortgage
5. Investments (stock, mutual fund, retirement plan, etc.)
6. Other financial (Specify on Answer Booklet page 8)

Merchants:

7. Supermarket / Grocery store
8. Department / Discount store
9. Other store (electronics, shoes, clothes, hardware, drug store / pharmacy, etc.) (Specify store type on Answer Booklet page 8)
10. Mail order company (Lands End, Blair, L.L. Bean, etc.)
11. Restaurant (incl. fast food, pizza delivery, etc.)
12. Publisher (newspapers, books, magazines)
13. Auto dealership (not manufacturer or service department)
14. Individual seller (on eBay, craigslist, or other online sales site)
15. Other merchants (Specify on Answer Booklet page 8)

Services:

16. Telephone / Cell / Cable / Satellite / Internet
17. Electric / Gas / Water / Utility company
18. Medical (doctor, dentist, hospital, not insurance company)

Services continued:

19. Other professional (lawyer, accountant, etc.)
20. DVD / Blu-ray / Video game rental company (Netflix, etc.)
21. Craftsman (plumber, carpenter, electrician, etc.)
22. Travel / Entertainment service (theater, hotel, airline, etc.)
23. Auto maintenance (oil change, mechanic, etc.)
24. Roadside assistance (AAA, etc.)
25. Other services (Specify on Answer Booklet page 8)

Manufacturers:

26. All manufacturers (makers of automobiles, computers, etc.)

Government:

27. Federal (Social Security, VA, IRS, Medicare, etc.)
28. State and Local (not a utility company)

Nonprofit / Charitable / Social / Political:

29. Educational (public & private schools, universities, etc.)
30. Political (campaign, political action committee, political party, etc.)
31. Union or professional organization
32. Church / Religious organization
33. Veterans (VFW, American Legion, DAV, etc.)
34. Charity
35. AARP (for AARP insurance plans, record code 3)
36. Other nonprofit, etc. (Specify on Answer Booklet page 8)

E. FAMILIARITY: Was this mail piece from an organization...

- | | |
|--|----------------------------------|
| 1. Someone in the household does or has done business with | 3. No one in the household knows |
| 2. Someone in the household knows, but no one does business with | |

F. RETURN ENVELOPE: Was a return envelope or card included?

- | | |
|--------------------------------------|--|
| 1. Yes – pre-stamped or postage paid | 3. No return envelope or card included |
| 2. Yes – needs a stamp | |

More questions on back of page →

G. READING: Was the mail piece... (Write in one number only)

- | | |
|--|---------------------------------|
| 1. Read by a member of the household | 4. Discarded without being read |
| 2. Read by more than one member of the household | 5. Set aside for reading later |
| 3. Looked at but not read by any member of the household | |

H. REACTION: Would this mail piece be described as...

- | | |
|---|---|
| 1. Useful information we like to receive | 3. Neither interesting, enjoyable, nor useful |
| 2. Interesting or enjoyable, but not useful | 4. Objectionable or offensive |

I. COUPONS: Did this mail piece contain coupons?

1. Yes
2. No

J. PURPOSE: What was the MAIN purpose of the mail piece? (Write in one number only)

- | | |
|---|--|
| 1. Advertisement for item(s) or service(s) to be purchased (credit card offers, etc.) | 6. Financial materials (report, proxy vote, prospectus, privacy or terms notice, etc.) NOTE: for credit card offers, record code 1 |
| 2. Request for donation (money, time, blood drive, goods, etc.) | 7. Invitation / Announcement / Schedule |
| 3. Political materials | 8. General information |
| 4. Newsletter / Newspaper / Magazine | 9. Other (<i>Specify on Answer Booklet page 8</i>) |
| 5. Subscription renewal notice (for a publication) | |

K. RESPONSE: Is anyone in your household considering responding to the mail piece?

- | | |
|--------|----------|
| 1. Yes | 3. Maybe |
| 2. No | |

L. CLASS: Tell us what markings are on the mail piece. (Select all that apply)

Look at the markings in the top right-hand corner, above or below the address, and inside the window. For examples of Presorted Standard or Marketing Mail markings, see pages 9 - 13 of the Instruction Booklet.

- | | |
|---|---|
| 1. Presorted Standard, or PRSRT STD, or Standard, or STD, or Marketing, or MKTG, or MKT, or Presorted USPS Marketing, or PRSRT MKTG, or PRSRT MKT | 5. CUSTOMIZED MARKETMAIL, or CUST MKTMAIL, or CMM |
| 2. AUTO | 6. Federal Government Mail with Official Signature (FRANKED) |
| 3. Carrier Route Presort, or CAR-RT SORT | 7. Other Federal Government Mail |
| 4. ECR with LOT, or WSS, or WSH | 8. Can't classify type (<i>Please mark & place in envelope along with other mail pieces for this day</i>) |

Nonprofit Organization Mail Received

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. ADDRESSEE: Mail piece was addressed to...

1. Specific member(s) of the household
2. Current Resident, Occupant, Postal Patron, etc. (with or without street address)
3. Someone not living at this address

B. FORM: Was the mail piece... (Refer to the mail piece size template on page 2)

IF THIS IS A PACKAGE: GO TO GREEN PAGE 11

1. In a letter size envelope
2. In an envelope larger than letter size (not catalog)
3. Catalog in envelope
4. Catalog not in envelope
5. Detached label card
6. Postcard
7. Addressed flyers / Circulars / Folded piece (no envelope)
8. Newspapers / Magazines / Newsletters
9. Can't classify type (Please describe on Answer Booklet pg. 10)

C. MULTIPLE: Did the mail piece contain...

1. Material from one organization only
2. Material from several organizations → **SKIP TO F**

D. SENDER TYPE: What type of industry did the mail piece come from?

Nonprofit / Charitable / Social / Political:

1. Educational (public & private schools, universities, etc.)
2. Political (campaign, political action committee, political party, etc.)
3. Union or professional organization
4. Church / Religious organization
5. Veterans (VFW, American Legion, DAV, etc.)
6. Charity
7. AARP
8. Animal welfare organization (ASPCA, Humane Society, etc.)
9. Environmental / Wildlife organization (WWF, Sierra Club, etc.)
10. Public broadcasting
11. YMCA / YWCA
12. Museum
13. Other nonprofit, etc. (Specify on Answer Booklet page 10)

Merchants:

14. Publisher (newspapers, books, magazines)
15. Other merchants (Specify on Answer Booklet page 10)

Services:

16. Medical (doctor, dentist, hospital, not insurance company)
17. Travel / Entertainment service (theater, hotel, airline, etc.)
18. Roadside assistance (AAA, etc.)
19. Other services (Specify on Answer Booklet page 10)

Government:

20. Federal (Social Security, VA, IRS, Medicare, etc.)
21. State and Local

E. FAMILIARITY: Was this mail piece from an organization...

1. Someone in the household does or has done business with
2. Someone in the household knows, but no one does business with
3. No one in the household knows

F. RETURN ENVELOPE: Was a return envelope or card included?

1. Yes – pre-stamped or postage paid
2. Yes – needs a stamp
3. No return envelope or card included

G. READING: Was the mail piece... (Write in one number only)

1. Read by a member of the household
2. Read by more than one member of the household
3. Looked at but not read by any member of the household
4. Discarded without being read
5. Set aside for reading later

H. REACTION: Would this mail piece be described as...

1. Useful information we like to receive
2. Interesting or enjoyable, but not useful
3. Neither interesting, enjoyable, nor useful
4. Objectionable or offensive

I. COUPONS: Did this mail piece contain coupons?

1. Yes
2. No

J. PURPOSE: What was the MAIN purpose of the mail piece? (Write in one number only)

- | | |
|---|---|
| 1. Advertisement for item(s) or service(s) to be purchased | 6. Course catalog (college classes, etc.) |
| 2. Request for donation (money, time, blood drive, goods, etc.) | 7. Invitation / Announcement / Schedule |
| 3. Political materials | 8. General information |
| 4. Newsletter / Newspaper / Magazine | 9. Other (<i>Specify on Answer Booklet page 10</i>) |
| 5. Subscription renewal notice (for a publication) | |

K. RESPONSE: Is anyone in your household considering responding to the mail piece?

- | | |
|--------|----------|
| 1. Yes | 3. Maybe |
| 2. No | |

L. CLASS: Tell us what markings are on the mail piece. (Select all that apply)

Look at the markings in the top right-hand corner, above or below the address, and inside the window. For examples of Nonprofit Mail markings see pages 15 - 18 of the Instruction Booklet.

- | | |
|--|---|
| 1. Nonprofit Organization, or Nonprofit Org., or Nonprofit | 5. CUSTOMIZED MARKETMAIL, or CUST MKTMAIL, or CMM |
| 2. AUTO | 6. Federal Government Mail with Official Signature (FRANKED) |
| 3. Carrier Route Presort, or CAR-RT SORT | 7. Other Federal Government Mail |
| 4. ECR with LOT, or WSS, or WSH | 8. Can't classify type (<i>Please mark & place in envelope along with other mail pieces for this day</i>) |

Question Sheet

Packages & Expedited Materials Received

Record packages & expedited materials received by USPS and by other carriers

A. FORM: Was the package / mail piece a... *(Refer to the mail piece size template on page 2)*

- | | |
|---|---|
| 1. SMALL envelope or padded mailer (11 ½" X 6 1/8" or smaller) | 3. Box or other 3 dimensional packaging |
| 2. LARGE envelope or padded mailer (larger than 11 ½" X 6 1/8") | 4. Other <i>(Specify on Answer Booklet page 12)</i> |

B. ADDRESSEE: The package / mail piece was addressed to...

- | | |
|--|---|
| 1. Male head of household | 5. Child (under 18) |
| 2. Female head of household | 6. Whole family |
| 3. More than one head of household | 7. Other addressee <i>(Specify on Answer Booklet page 12)</i> |
| 4. Other adult living in household (18 and over) | |

C. SHIPPING & DELIVERY COMPANY: What delivery company/companies carried the package? *(Look closely at the shipping label(s) to help you determine the carrier(s) and select all that apply)*

- | | |
|-------------------------------|---|
| 1. U.S. Postal Service (USPS) | 4. Amazon (only select if delivered by Amazon) |
| 2. UPS | 5. Other <i>(Specify on Answer Booklet page 12)</i> |
| 3. FedEx | |

D. CLASS: Tell us what markings are on the package / mail piece. *(Select all that apply)* For examples of package labels, see pages 19-22 of the Instruction Booklet.

USPS (United States Postal Service):

1. USPS Ground Advantage
2. First-Class Package or First-Class PKG
3. Parcel Select
4. PS Lightweight or Parcel Select Lightweight
5. Priority Mail
6. USPS Connect Local (box, bag, or padded envelope not marked MAIL in the lower right corner)
7. USPS Connect (box, bag, or padded envelope not marked MAIL in the lower right corner)
8. Express Mail or Priority Mail Express
9. Bound Printed Matter or BPM
10. Media Mail
11. USPS Retail Ground
12. Marketing Mail Parcels

UPS:

13. UPS (Ground, 3 Day Select, SurePost, Mail Innovations)
14. UPS Next Day Air
15. UPS 2nd Day Air
16. UPS Same day

FedEx:

17. FedEx (Ground, Express Saver, SmartPost)
18. FedEx Overnight
19. FedEx 2Day
20. FedEx Same Day

Amazon:

21. Amazon (labels often say Amazon or LEX2)

Other:

22. Other classification (e.g.: local delivery) *(Specify on Answer Booklet page 12)*
23. Package received from outside the U.S.

E. SPECIAL SERVICES: If the package/mail piece was carried by the U.S. Postal Service, did it have any of the following special services? *(Select all that apply)*

- | | |
|-----------------------------|--|
| 1. Return Receipt Requested | 6. Stamped "Special Handling" |
| 2. Delivery Confirmation | 7. Certificate of Mailing |
| 3. Signature Confirmation | 8. Restricted Delivery |
| 4. Insured | 9. No special services |
| 5. COD | 10. Other <i>(Specify on Answer Booklet page 12)</i> |

F. CONTENTS: Did the package / mail piece contain... *(Select all that apply)*

- | | |
|---|---|
| 1. Clothing / Footwear / Shoes / Jewelry / Accessories | 10. Pet Supplies (pet food, accessories, etc.) |
| 2. Automotive (parts, accessories, etc.) | 11. Health / Medical / Dental / Vision products |
| 3. Computer hardware/software/accessories or phone accessories | 12. Cosmetics / Beauty products / Toiletries |
| 4. Electronic equipment | 13. Office Supplies |
| 5. Household / Kitchen / Lawn and garden products | 14. Crafts (sewing, painting, drawing, etc.) |
| 6. Book(s) (include telephone books) | 15. Notice / Announcement / Business invitation/Letter |
| 7. Audio (CD, Vinyl, etc.), Video (DVD, Blu-ray, etc.), Video games | 16. Tools |
| 8. Toys | 17. Sporting goods (sports, fishing, weights, etc.) |
| 9. Food products | 18. Other contents <i>(Specify on Answer Booklet page 12)</i> |

More questions on back of page →

Packages & Expedited Materials Received *cont.***Green****G. SENDER TYPE: Which industry did the package / mail piece originate from?**

- | | |
|---|--|
| 1. Friend or Relative (not from a business) | 9. Publisher (newspapers, books, magazines) |
| 2. Financial (credit card, bank, stocks, insurance, mortgage, etc.) | 10. Other merchants (<i>Specify on Answer Booklet page 12</i>) |
| 3. Supermarket / Grocery store | 11. Service (telephone, cable TV, Internet, medical, travel, etc.) |
| 4. Department / Discount store | 12. Manufacturer (makers of automobiles, computers, etc.) |
| 5. Other store (electronics, shoes, clothes, hardware, drug store / pharmacy, etc.) (<i>Specify store type on Answer Booklet page 12</i>) | 13. Government (local or federal government, including Medicare, IRS, USPS, Social Security, VA, etc.) |
| 6. Mail order company (Lands' End, Blair, Oriental Trading Co., etc.) | 14. Nonprofit / Charitable / Social / Political (all schools, charities, political candidates, religious and social organizations, etc.) |
| 7. Individual online seller (on eBay, Craigslist, etc.) | 15. Other Industry (<i>Specify on Answer Booklet page 12</i>) |
| 8. Online retailer (Amazon, Wayfair, Overstock, etc.) | |

H. RETURN POSTAGE: Was a return shipping label or envelope included?

- | | |
|---|--|
| 1. Yes – postage paid | 3. No return shipping label or envelope included |
| 2. Yes – not postage paid / needs postage | |

I. WHO ORDERED: Was the package / mail piece...

1. Ordered by a household member
2. Ordered by a friend or relative for a household member → ANSWER QUESTION J, THEN SKIP K-P
3. An unsolicited sample → SKIP QUESTIONS J-P
4. Not ordered / Delivered for some other reason → SKIP QUESTIONS J-P

J. HOW ORDERED: If ordered, how was the package / mail piece ordered?

- | | |
|--|---|
| 1. Online – from Amazon | 4. Online – from any other website or app |
| 2. Online – from a store's website or app (e.g.: Wal-Mart, Target) | 5. Another way (not online) |
| 3. Online - from an individual seller (e.g.: eBay, craigslist) | 6. Don't know |

K. SHIPPING COST: How much did the person who ordered the package pay for shipping?

- | | |
|---|---------------|
| 1. Free shipping – I pay an annual fee for free shipping (e.g., Amazon Prime) | 5. \$6 - 10 |
| 2. Free shipping – purchase price was greater than a minimum | 6. \$11 - 15 |
| 3. Free shipping – other reason e.g.: unsolicited sample, not ordered, etc. | 7. > \$15 |
| 4. \$1 - 5 | 8. Don't know |

L. DELIVERY SPEED: If ordered, how long did the package / mail piece take to arrive?

- | | |
|---------------|----------------|
| 1. Same Day | 5. 6 - 10 days |
| 2. Next Day | 6. > 10 days |
| 3. 2 days | 7. Don't know |
| 4. 3 - 5 days | |

M. AD RESPONSE: If ordered, was the package ordered in response to advertising?

- | | |
|--|---|
| 1. Yes, in response to a catalog I received in the mail | 4. Yes, in response to some other kind of advertising |
| 2. Yes, in response to direct mail advertising (not a catalog) | 5. No - was not in response to advertising |
| 3. Yes, in response to advertising I saw online | 6. Don't know |

N. CARRIER CHOICE: If ordered, who chose the carrier?

- | | | |
|-----------------------|-----------|---------------|
| 1. Person who ordered | 2. Sender | 3. Don't know |
|-----------------------|-----------|---------------|

O. TRACKING: If ordered, how did you track the package? (Select all that apply)

1. I received notification(s) from the sender but did not take action on my own
2. I received notification(s) from the carrier but did not take action on my own
3. I tracked the package by clicking on a link and going to a website at least once
4. I did not receive any tracking notifications or tracked the package
5. Don't know

P. DELIVERY NOTIFICATION: If ordered, did you receive a delivery notification?

- | | |
|--|---------------|
| 1. Yes – it contained a picture of the mail piece after delivery | 3. No |
| 2. Yes – it did not contain a picture of the mail piece | 4. Don't know |

Question Sheet

Packages & Expedited Materials Sent

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

Record packages & expedited materials sent by USPS and by other carriers**A. FORM: Was the package / mail piece a... (Refer to the mail piece size template on page 2)**

- | | |
|---|--|
| 1. SMALL envelope or padded mailer (11 1/2" X 6 1/8" or smaller) | 3. Box or other 3 dimensional packaging |
| 2. LARGE envelope or padded mailer (larger than 11 1/2" X 6 1/8") | 4. Other (Specify on Answer Booklet page 14) |

B. CLASS: Which carrier and postage was used to send the package / mail piece? (Select all that apply)**USPS (United States Postal Service):**

1. USPS Ground Advantage
2. First-Class Package or First-Class PKG
3. Priority Mail
4. Express Mail or Priority Mail Express
5. Bound Printed Matter or BPM
6. Media Mail
7. USPS Retail Ground
8. Parcel Return Service

UPS:

9. UPS (Ground, 3 Day Select)
10. UPS Next Day Air
11. UPS 2nd Day Air

FedEx:

12. FedEx (Ground, Express Saver, SmartPost)
13. FedEx Overnight
14. FedEx 2Day

Other:

15. Other classification (Specify on Answer Booklet page 14.)
16. Package sent outside the U.S.

C. SPECIAL SERVICES: If you used the U.S. Postal Service, did you send the package / mail piece with any of the following special services? (Select all that apply)

- | | |
|-----------------------------|---|
| 1. Return Receipt Requested | 6. Stamped "Special Handling" |
| 2. Delivery Confirmation | 7. Certificate of Mailing |
| 3. Signature Confirmation | 8. Restricted Delivery |
| 4. Insured | 9. No special services |
| 5. COD | 10. Other (Specify on Answer Booklet page 14) |

D. CONTENTS: Did the package / mail piece contain... (Select all that apply)

- | | |
|--|---|
| 1. Clothing / Footwear / Shoes / Jewelry / Accessories | 10. Checkbooks |
| 2. Travel products or information | 11. Health / Medical / Dental / Vision products |
| 3. Computer hardware, software, or accessories | 12. Cosmetics / Beauty products / Toiletries |
| 4. Electronic equipment | 13. Photos / Film |
| 5. Household / Kitchen / Lawn and garden products | 14. Greeting card (holiday, birthday, thank you, etc.) |
| 6. Book(s) (include telephone books) | 15. Invitation |
| 7. CD / DVD / Blu-ray / Video game | 16. Letter |
| 8. Toys | 17. Completed forms (insurance forms, proxy vote, etc.) |
| 9. Food products | 18. Other contents (Specify on Answer Booklet page 14) |

E. ADDRESSEE TYPE: Which industry did you send the package / mail piece to?

1. Friend or Relative (not to a business)
2. Store (supermarket/grocery, department/discount, electronics, shoes, etc.) (Specify store type on Answer Booklet page 14)
3. Mail order company (Lands End, Blair, Oriental Trading Co., etc.)
4. Individual online buyer or seller (on eBay, Craigslist, etc.)
5. Online retailer (Amazon, Wayfair, Overstock, etc.)
6. Other Industry (Specify on Answer Booklet page 14)

Packages & Expedited Materials Sent *cont.***Green****F. SHIPPING COST: How much was paid for shipping?**

- | | |
|--------------|------------------|
| 1. \$1 - 5 | 4. > \$15 |
| 2. \$6 - 10 | 5. Free shipping |
| 3. \$11 - 15 | |

G. REASON: Why did you send the package / mail piece?

1. Gift or other item sent to friend or relative → **SKIP TO I**
2. Returning merchandise ordered
3. Returning unsolicited merchandise
4. Sending item sold on eBay, craigslist, or other online sales site → **SKIP TO I**
5. Other reason (*Specify on Answer Booklet page 14*) → **SKIP TO I**

H. RETURN-CARRIER SELECTION: If returning merchandise, how was the carrier selected?

1. The merchant selected the carrier
2. I selected the carrier – I always use this carrier
3. I selected the carrier – this carrier was most convenient for this return
4. I selected the carrier – this carrier offered the lowest price for this return
5. Other (*Specify on Answer Booklet page 14*)

I. AD RESPONSE: Was the package / mail piece sent in response to advertising or solicitation for funds?

1. Yes
2. No → **SKIP J**

J. AD MATERIAL: Was the advertising / promotional / solicitation material...

- | | |
|---------------------------------------|---|
| 1. Received in mail (not in magazine) | 5. Heard on radio |
| 2. Seen in magazine | 6. Received over telephone |
| 3. Seen in newspaper | 7. Seen on the Internet |
| 4. Seen on television | 8. Other advertising (<i>Specify on Answer Booklet page 14</i>) |

Magazines, Newspapers, or Other Periodicals Received



Periodicals do not have First-Class, Presorted Standard, Marketing Mail, or Nonprofit postage markings.

Record only if delivered by the U.S. Postal Service.

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. TYPE: This periodical is...

- | | |
|---------------------|--|
| 1. Daily newspaper | 5. Monthly magazine |
| 2. Weekly newspaper | 6. Other magazine |
| 3. Other newspaper | 7. Newsletter |
| 4. Weekly magazine | 8. Other periodical (<i>Specify on Answer Booklet page 16</i>) |

B. SENDER TYPE: Was the periodical from...

- | | |
|----------------------------|---|
| 1. Union | 5. Educational organization |
| 2. Religious organization | 6. Professional organization – someone in household is member |
| 3. Veterans' organization | 7. Any other organization |
| 4. Charitable organization | 8. Any other publisher |

C. SUBSCRIPTION: Type of subscription?

- | | |
|---|--|
| 1. Paid - ordered by household member | 4. Free - came with membership |
| 2. Free - ordered by household member | 5. Gift subscription from a friend or relative |
| 3. Free - not ordered by household member | 6. Other subscription (<i>Specify on Answer Booklet page 16</i>) |

D. ARRIVAL TIME: This periodical...

- | | |
|----------------------------------|--|
| 1. Arrived earlier than expected | 3. Arrived later than expected |
| 2. Arrived on day expected | 4. Was not expected to arrive on any special day |

E. DELIVERY: This periodical...

- | | |
|--|---|
| 1. Could arrive later and not cause difficulty/inconvenience | 4. Arrives so late that it causes difficulty/inconvenience |
| 2. Comes on the proper day and shouldn't come any later | 5. Delivery date is not important |
| 3. Doesn't have a regular delivery day | 6. Other delivery need (<i>Specify on Answer Booklet page 16</i>) |

Question Sheet

Unaddressed Mail Received



Unaddressed mail has no postage markings and no address information.

Packets of advertisements that are folded together are considered a single mail piece.

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. CONTENTS: Did the mail piece contain...

1. Coupons from a single organization
2. Coupons from multiple organizations → SKIP TO D
3. Advertising from a single organization
4. Advertising from multiple organizations → SKIP TO D
5. Both coupons and advertising from a single organization
6. Both coupons and advertising from multiple organizations → SKIP TO D
7. Political materials
8. Product samples (with or without coupons)

B. SENDER TYPE: What type of industry did the mail piece come from?

Financial (including all types of credit cards):

1. Credit Card (from any bank, store, or company)
2. Bank / Savings & loan / Credit union / Loan company
3. Insurance company (medical, dental, life, auto, etc.)
4. Real estate / Mortgage
5. Investments (stock, mutual fund, retirement plan, etc.)
6. Other financial (*Specify on Answer Booklet page 18*)

Merchants:

7. Supermarket / Grocery store
8. Department / Discount store
9. Other store (electronics, shoes, clothes, hardware, drug store / pharmacy, etc.) (*Specify store type on Answer Booklet page 18*)
10. Mail order company (Lands End, Blair, L.L. Bean, etc.)
11. Restaurant (incl. fast food, pizza delivery, etc.)
12. Publisher (newspapers, books, magazines)
13. Auto dealership (not manufacturer or service department)
14. Individual seller (on eBay, craigslist, or other online sales site)
15. Other merchants (*Specify on Answer Booklet page 18*)

Services:

16. Telephone / Cell / Cable / Satellite / Internet
17. Electric / Gas / Water / Utility company
18. Medical (doctor, dentist, hospital, not insurance company)

Services continued:

19. Other professional (lawyer, accountant, etc.)
20. DVD / Blu-ray / Video game rental company (Netflix, etc.)
21. Craftsman (plumber, carpenter, electrician, etc.)
22. Travel / Entertainment service (theater, hotel, airline, etc.)
23. Auto maintenance (oil change, mechanic, etc.)
24. Roadside assistance (AAA, etc.)
25. Other services (*Specify on Answer Booklet page 18*)

Manufacturers:

26. All manufacturers (makers of automobiles, computers, etc.)

Government:

27. Federal (Social Security, VA, IRS, Medicare, etc.)
28. State and Local (not a utility company)

Nonprofit / Charitable / Social / Political:

29. Educational (public & private schools, universities, etc.)
30. Political (campaign, political action committee, political party, etc.)
31. Union or professional organization
32. Church / Religious Organization
33. Veterans (VFW, American Legion, DAV, etc.)
34. Charity
35. AARP (for AARP insurance plans, record code 3)
36. Other nonprofit, etc. (*Specify on Answer Booklet page 18*)

C. FAMILIARITY: Was this mail piece from an organization...

1. Someone in the household does or has done business with
2. Someone in the household knows, but no one does business with
3. No one in the household knows

D. READING: Was the mail piece... (Write in one number only)

1. Read by a household member
2. Read by more than one household member
3. Looked at but not read by any household member
4. Discarded without being read
5. Set aside for reading later

E. REACTION: Would this mail piece be described as...

1. Useful information we like to receive
2. Interesting or enjoyable, but not useful
3. Neither interesting, enjoyable, nor useful
4. Objectionable or offensive