



HOUSEHOLD DIARY STUDY

HIGHLIGHTS

Demand Forecasting and Financial Analysis Dept.



HOUSEHOLD DIARY STUDY

Methodology

Two-Stage Survey:

Stage 1: Recruitment Questionnaire:

- > 8,491 Respondents
- > Over 100 questions about:
 - Demographics
 - Lifestyle
 - Use of the Internet
 - Bill payment behavior
 - Attitudes towards advertising



HOUSEHOLD DIARY STUDY

Methodology

Two-Stage Survey:

Stage 2: Weekly Mail Diary:

- > 5,359 Respondents
- > Specific questions about the quantity and type of mail sent and received daily during one week.



HOUSEHOLD DIARY STUDY

Types of Mail Analyzed (Sent & Received)

1. Correspondence

2. Advertising

- by mail product and sender type

3. Transactions

- by mail product and sender type



HOUSEHOLD DIARY STUDY

Bill Payment By Method

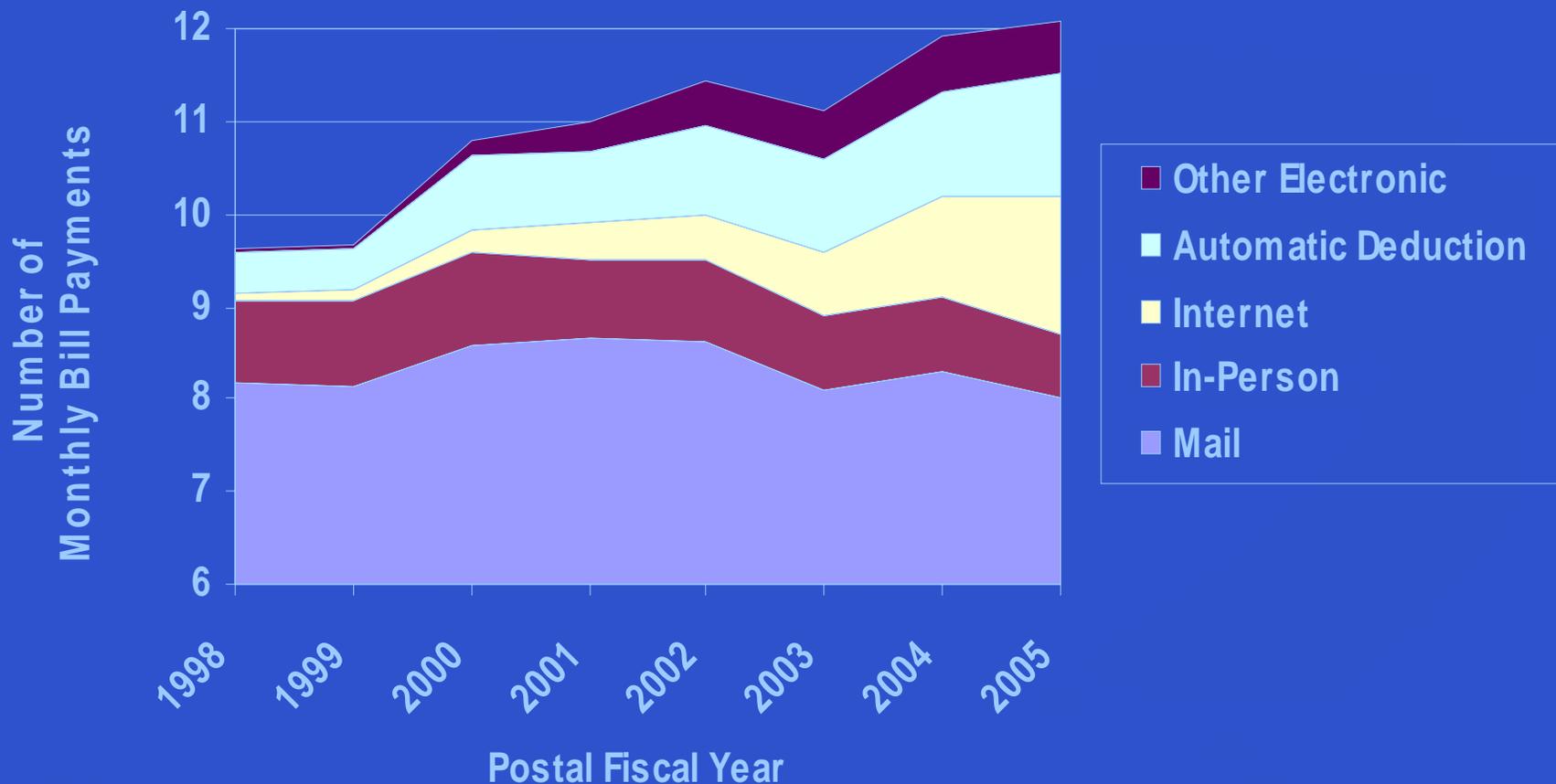
Bill Payment Method	2005		
	Average Number of Bills Paid per Month	Share of Bills Paid	Percent of Households Using Method
Mail	8.0	67%	93%
Automatic Deduction	1.3	11%	54%
Internet	1.5	12%	28%
In-person	.7	6%	31%
Credit Card	.3	3%	22%
Telephone	.3	2%	14%
ATM	.0	0%	1%
Total	12.0	100%	—



UNITED STATES
POSTAL SERVICE

HOUSEHOLD DIARY STUDY

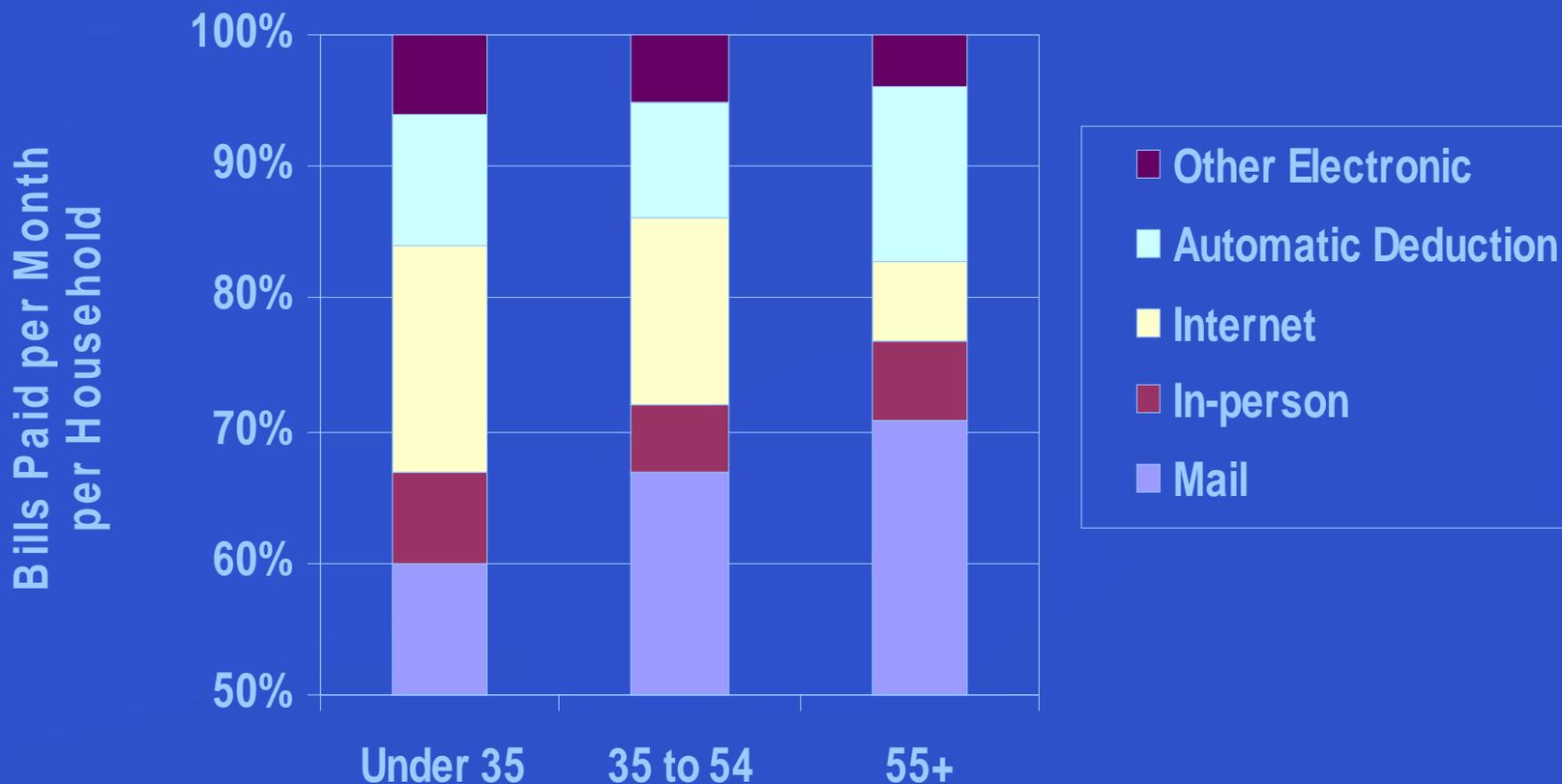
Monthly Household Bill Payment by Method





HOUSEHOLD DIARY STUDY

Bill Payment Method by Age





HOUSEHOLD DIARY STUDY

Average Monthly Bills Received By Method

<u>Method</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>
Mail	13.87	13.76	13.76
Internet	<u>.18</u>	<u>.79</u>	<u>1.02</u>
Total	14.05	14.55	14.78



HOUSEHOLD DIARY STUDY

Contact Information

Diary Website

www.usps.com/householddiary

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