



PUBLIC RELATIONS RESEARCH

***The Harris Poll***® PEOPLE

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# A Study About Mail Preferences

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Prepared For:

**The Envelope Manufacturers Association (EMA)**

Prepared By:

**Harris Interactive Inc.  
Public Relations Research**

## ***INTRODUCTION AND METHODOLOGY***

This Mail Preferences survey was conducted by telephone within the United States on behalf of The Envelope Manufacturers Association (EMA) between September 28 and October 1, 2007 among 1,018 U.S. adults ages 18+.

Results were weighted for age, sex, geographic region, and race where necessary to align them with their actual proportions in the population.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.

Therefore, Harris Interactive avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

## **HOW TO READ THE TABLES**

The following pages present the detailed tabulations of survey results. The data are percentaged vertically and, therefore, should be read from top-to-bottom. The total number of interviews, both weighted and unweighted, appears at the top of each column. Percentages are calculated on the weighted bases. Percentages may not add to 100% due to weighting factors or multiple responses. Where an asterisk (\*) appears, it signifies any value of less than one-half percent.

### **Definition of Classification Terms**

The following definitions are provided for some of the standard demographics by which the results are tabulated. Other demographics are self-explanatory.

#### **Income**

The income groupings refer to the total household income for 2006 before taxes.

#### **Metro Size**

Metro --                    In Center City of Metropolitan Area  
                                  Outside Center City, Inside Center City County  
                                  Inside Suburban County of Metropolitan Area  
                                  In Metropolitan Area with No Center City

Non-Metro --            In Non-Metropolitan Area

#### **Children in Household**

None --                    No children under 18 years of age living in household  
Total --                    Have children under 18 years of age living in household  
Under 12 --                Have children under 12 years of age living in household  
12 - 17 --                 Have children ages 12 to 17 living in household

## Geographic Region

The continental states are contained in four geographic regions as follows:

### North East

New England: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut

Middle Atlantic: New York, New Jersey, Pennsylvania

### North Central

East North Central: Ohio, Indiana, Illinois, Michigan, Wisconsin

West North Central: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas

### South

South Atlantic: Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina,

South Carolina, Georgia, Florida

East South Central: Kentucky, Tennessee, Alabama, Mississippi

West South Central: Arkansas, Louisiana, Oklahoma, Texas

### West

Mountain: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada

Pacific: Washington, Oregon, California

## Occupation (Optional)

The occupation classification refers to the occupation of the respondent. The types of positions included in each category are:

Professional/Manager/Owner	-	Executives, Professionals, Technical and Kindred Workers, Managers, Officials, and Proprietors
White Collar - Sales/Clerical	-	Clerical, Office and Secretarial Workers, and Sales Agents and Workers
Blue Collar - Craftsmen/Foremen	-	Craftsmen, Foremen, Kindred Workers, Carpenters, Plumbers, Electricians, Mechanics, and Bakers
Blue Collar - Semi-Skilled/Unskilled	-	Apprentices, Laborers, Assembly Line Workers, Motormen and Fishermen
Service Workers	-	Housekeepers in Private Households, Police, Beauticians, Barbers, Security Guards, Waitresses and Waiter

## Significance Testing

When results from sub-groups of a sample appear in the detailed tabulations, an indicator of statistically significant differences is added to the tables run on our standard demographic banners. The test is performed on percentages as well as mean values. Each sub-sample is assigned a letter. When the percentage of one sub-sample is significantly different from the percentage of another sub-sample, the letter representing one of the two samples appears next to the percentage (or mean) of the other sample.

For instance the percentage of males answering yes to a particular question may be compared to the percentage of females answering yes to the same question. In the example below, the male sample is assigned the letter B, and the female sample is assigned the letter C. Here, respondents were asked whether a certain business practice is acceptable. 67% of women said that it was -- a proportion significantly greater than the 57% of males who believe that the practice is acceptable. To indicate that women are significantly more likely to find the practice acceptable than are men, the letter B -- the letter assigned to the male sub-sample -- appears next to the "67%" in the female column. Similarly, the 37% of men that find the practice unacceptable is significantly greater than the 29% of women who do so and, therefore, the letter C -- the letter assigned to the female sub-sample -- appears next to the "37%" in the male column.

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		Sex	
	Total <b>(A)</b>	Male <b>(B)</b>	Fe- male <b>(C)</b>
Unweighted Total	977	488	489
Weighted Total	967	464	503
Acceptable	611 63%	274 57%	337 67%B
Not Acceptable	319 33%	171 37%C	148 29%
Don't Know	37 4%	18 4%	19 4%

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Significance testing is done to the 95% confidence level. The columns compared are listed at the bottom of each table.

## Posted Topline Data

**Question:**

Total  
%

**Of the following methods, which do you think is the safest way to send written information, such as mail?**

**Base: All adults ages 18+ (n= 1,018)**

Any (Net)	97
In an envelope	60
Via email or the Internet	26
Via fax	8
On a postcard or flyer	2
Other	1
Don't know/Not sure	3

**Question:**

Total  
%

How would you prefer to receive each of the following?

Base: All adults ages 18+  
(n= 1,018)

	<i><b>Bills</b></i>	<i><b>Financial Statements Other Than Bills</b></i>	<i><b>Marketing Materials, Such As Advertisements Or Brochures</b></i>
	(A)	(B)	(C)
Any (Net)	99 <b>C</b>	98 <b>C</b>	89
In an envelope in the mail	78 <b>C</b>	75 <b>C</b>	34
Electronically via email	19	22	33 <b>AB</b>
On a postcard or flyer in the mail	2	2	22 <b>AB</b>
Don't know/Not sure	1	2	11 <b>AB</b>

**Question:**

Total  
%

**How often do you or your family members  
recycle envelopes that you receive in the  
mail?**

**Base: All adults  
ages 18+  
(n= 1,018)**

Always/Often (Net)	44
Always	23
Often	21
Rarely/Never (Net)	55
Rarely	20
Never	35
Don't know/Not sure	1