

An Alternative to First Class Mail:

The Evaluation of an Alternative to First Class Mail and the Impacts on Response Rates on a National Household Screener



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The Problem

Survey researchers are often looking for alternative solutions that could increase response rates with their survey mailings.



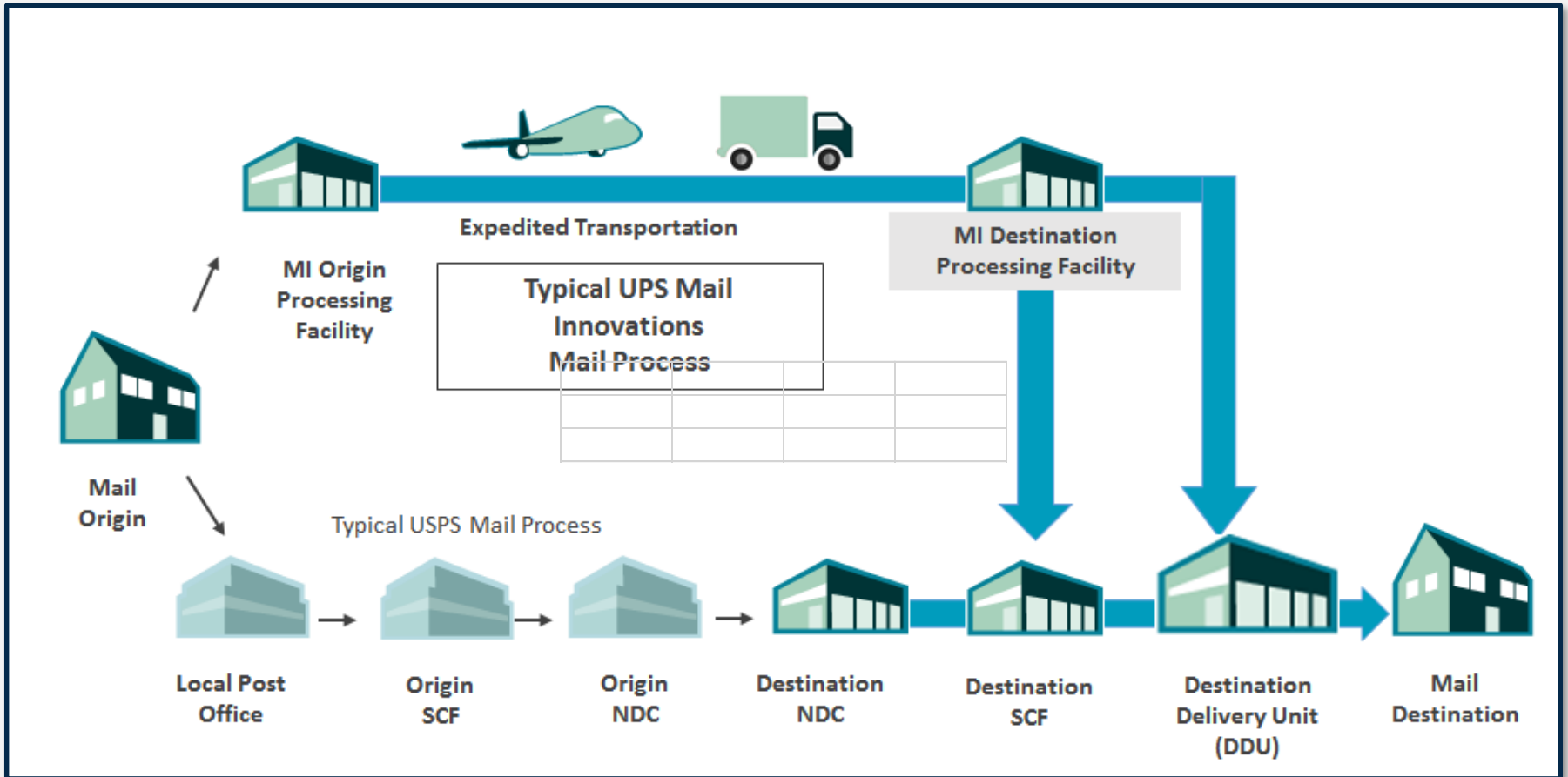
The Proposal

On a national household screener RTI introduced the use of a product called Mail Innovations that is marketed with UPS.

This product looks similar to a next day letter package and we predicted our response rates would improve due to this new packaging.



How it Works



	UPS Mail Innovations	USPS First Class
Delivery Time	5-7 Days	1-3 Days

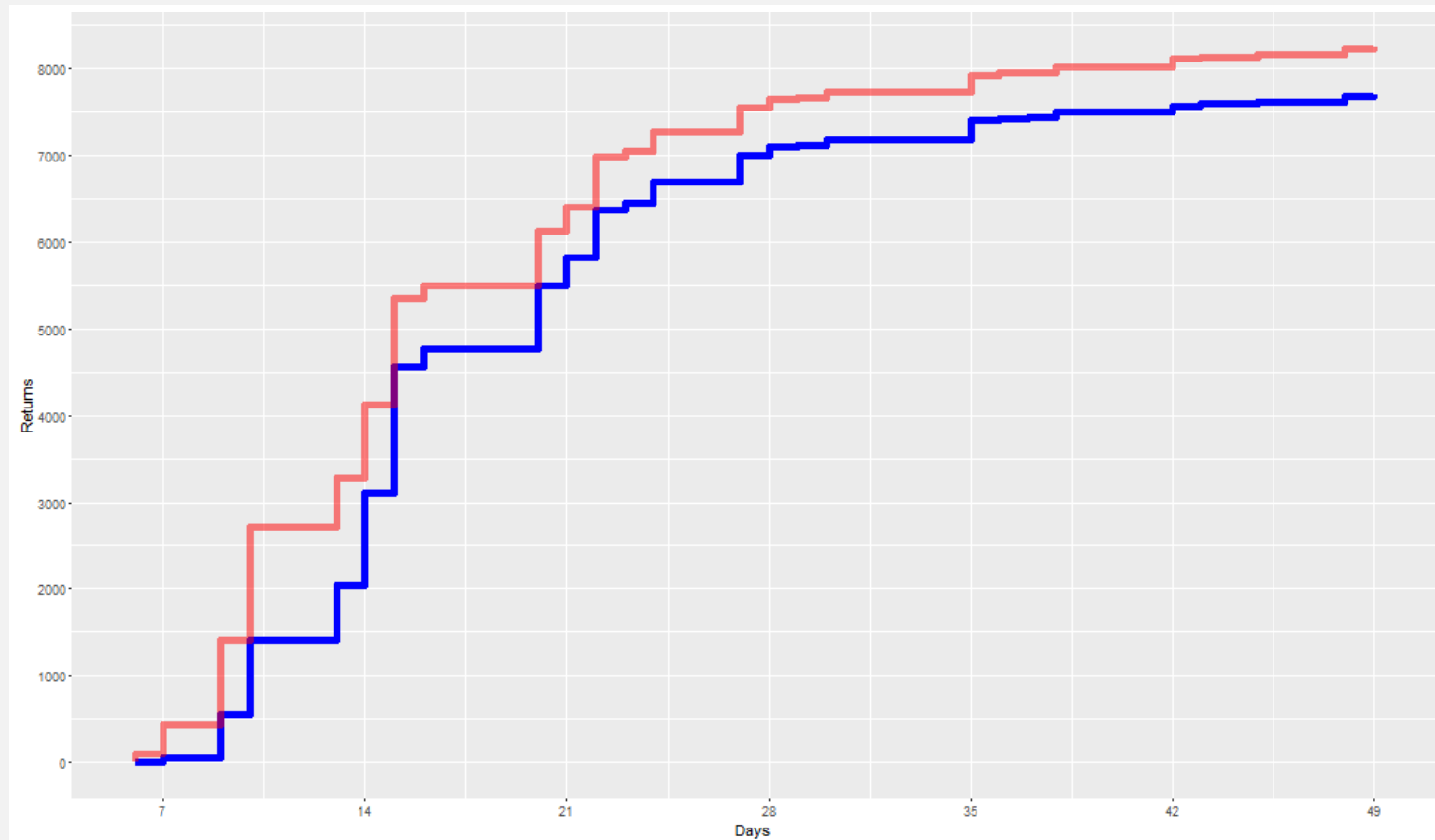
The Process

Our presentation seeks to:

- Determine if there are benefits to response rates using UPS Mail Innovations as a mode of delivery.
- Evaluate the cost difference between traditional survey mailings being sent 1st class vs. delivery with Mail Innovations.
- Consider other options as alternatives to First Class Mail for surveys.

The Findings - Returns

	Sample	Returned	% of Return
UPS Mail Innovations	31,500	7,893	48.29%
9x12 Flat - First Class	31,500	8,453	51.71%



The Findings - Undeliverables

	UPS Mail Innovations	USPS First Class
Undeliverable Returns	814	1851
Refusals	111	122

Ancillary Endorsements

Address Service Requested – *Forwarding and return service.
New separate address notification provided.*

Forward Service Requested – *Forwarding and return service. New
address provided only with return service.*

Return Service Requested – *No forwarding only return service,
new address provided.*

Change Service Requested – *No forwarding or return service, new
address information provided.*

The Cost

- Evaluate the cost difference between traditional surveys mailing being sent 1st class vs. through Mail Innovations.

	Mail Innovations	First Class
Postage	\$1.08	\$1.20
Envelope Cost	\$0.13	\$0.12
Delivery Time	5-7 Business Days	1-3 Business Days

Postage Savings	\$0.12
Envelope Savings	-\$0.01
Combined Net Savings (n=31,500)	\$3,465.00

The Alternatives for Delivery



Attention Grabbing Alternatives for Lifting Response



Next Steps...



Further Analysis

Tracking and comparison of additional survey mailings utilizing both UPS Mail Innovations and First Class Mail will help increase both reliability and validity of UPS MI as an effective alternative to First Class Mail.

Tracking

Several types of endorsements are available through UPS MI.

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