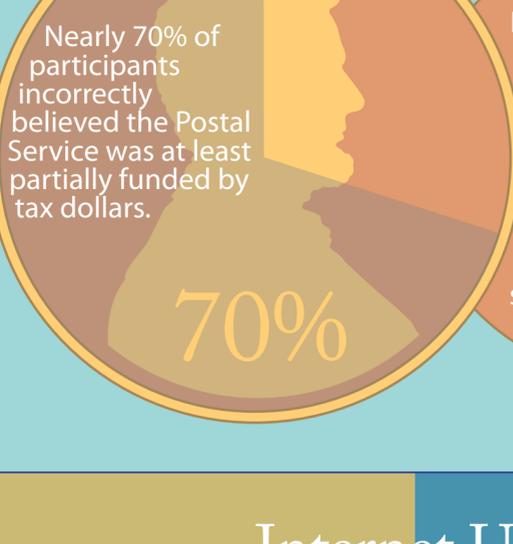


# What America Wants and Needs for the Postal Service

In May of 2013, the U.S. Postal Service Office of Inspector General (OIG) released a paper summarizing the results of a national web-based survey aimed at better understanding how Americans view the U.S. Postal Service now and its role in the future. To gain further insight into the results of the preliminary survey and explore the types of compromises the public is willing to accept, the OIG again partnered with market research firm InfoTrends to conduct a series of focus groups across the country. Participants hail from 11 states and interviewed people representing rural, suburban, and urban locations.

## Funding



For Americans to make an informed decision about what they expect from the Postal Service, they must understand its funding structure.

## Internet Use



Around 20% of the participants did not use the Internet. Rural participants were more likely to depend on physical communications because they didn't have reliable Internet.



## Physical Locations

Rural participants saw the Post Office as valuable to the community and had security concerns about co-locating postal services to other retailers.



Urban Participants saw the Post Office as a convenience and liked the idea of co-location.

## Governmental Services and New Products



Participants saw utility in having other services offered at their Post Office, but assumed others would use them rather than themselves.

## Delivery Locations

People from all areas were interested in centralized, clusterbox delivery, as long as it was safe and well-implemented.

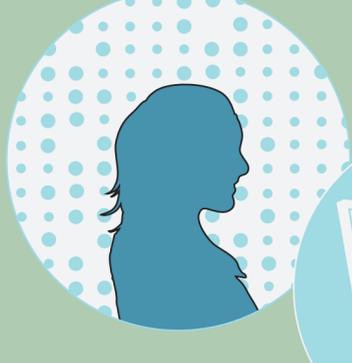


Rural participants were most interested in delivery locations that provided added security.



Suburban and urban areas were more motivated by convenience.

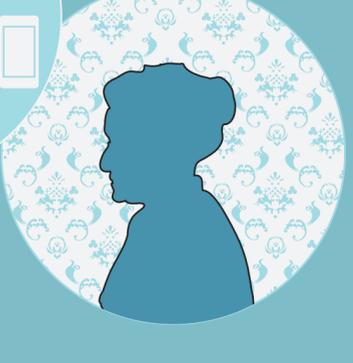
## Digital Services



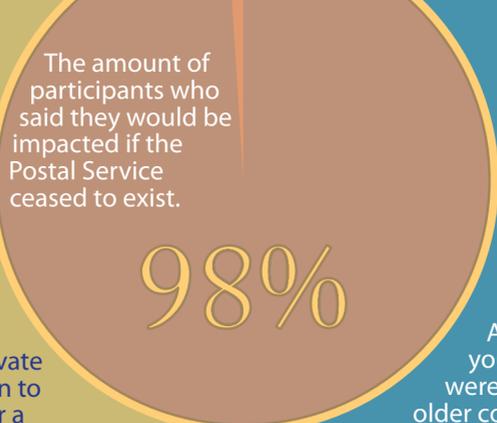
Participants found it difficult to visualize potential digital services.



The older the participant, the less likely they were to entertain new opportunities.



## Postal Service Role in the Future



Many participants could foresee a private company coming in to deliver mail, but for a much higher price.

Although concerned, younger generations were less so than their older cohorts.

