

## GALLUP NEWS SERVICE

### REACTIONS TO DIFFERENT TYPES OF MAIL

Results are based on telephone interviews with a random sample of –1,010– national adults, aged 18+, living in all 50 states and the District of Columbia, conducted March 27-28, 2015. For results based on the total sample of National Adults, the margin of error is ±4 percentage points at the 95% confidence level.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 50% cell phone respondents and 50% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone numbers are selected using random digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both, cell phone mostly). Demographic weighting targets are based on the March 2014 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2014 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

1. Turning to something different, we'd like to know what your reaction is when you receive different types of mail. As I read each type, please say whether your reaction to seeing it in the mail is generally very positive, positive, neither positive nor negative, negative, or very negative? How about -- [RANDOM ORDER]?

<i>2015 Mar 27-28</i> <i>(sorted by "very positive/positive")</i>	Very positive/ Positive	Neither positive nor negative	Very negative/ Negative
A letter from someone you know	94	3	2
A birthday, holiday or greeting card	93	3	3
A package	83	8	5
A magazine	60	19	18
A catalog	46	24	28
A letter from a business	30	34	34
A bill	29	26	44
An advertising card or flyer	22	25	51

*Q.1 continued on next page*

**Q.1 (REACTION TO DIFFERENT TYPES OF MAIL) CONTINUED**

**FULL RESULTS:**

**A. A letter from someone you know**

	<u>Very positive</u>	<u>Positive</u>	<u>Neither</u>	<u>Negative</u>	<u>Very negative</u>	<u>Does not apply (vol.)</u>	<u>No opinion</u>
2015 Mar 27-28	24	70	3	2	*	1	*

**B. A birthday, holiday or greeting card**

	<u>Very positive</u>	<u>Positive</u>	<u>Neither</u>	<u>Negative</u>	<u>Very negative</u>	<u>Does not apply (vol.)</u>	<u>No opinion</u>
2015 Mar 27-28	24	69	3	3	*	*	1

**C. A letter from a business**

	<u>Very positive</u>	<u>Positive</u>	<u>Neither</u>	<u>Negative</u>	<u>Very negative</u>	<u>Does not apply (vol.)</u>	<u>No opinion</u>
2015 Mar 27-28	1	29	34	32	2	*	2

**D. A bill**

	<u>Very positive</u>	<u>Positive</u>	<u>Neither</u>	<u>Negative</u>	<u>Very negative</u>	<u>Does not apply (vol.)</u>	<u>No opinion</u>
2015 Mar 27-28	2	27	26	38	6	*	1

**E. A package**

	<u>Very positive</u>	<u>Positive</u>	<u>Neither</u>	<u>Negative</u>	<u>Very negative</u>	<u>Does not apply (vol.)</u>	<u>No opinion</u>
2015 Mar 27-28	15	68	8	5	*	1	2

**F. A magazine**

	<u>Very positive</u>	<u>Positive</u>	<u>Neither</u>	<u>Negative</u>	<u>Very negative</u>	<u>Does not apply (vol.)</u>	<u>No opinion</u>
2015 Mar 27-28	4	56	19	17	1	2	1

**G. A catalog**

	<u>Very positive</u>	<u>Positive</u>	<u>Neither</u>	<u>Negative</u>	<u>Very negative</u>	<u>Does not apply (vol.)</u>	<u>No opinion</u>
2015 Mar 27-28	3	43	24	24	4	1	1

**Q.1 (REACTION TO DIFFERENT TYPES OF MAIL) CONTINUED**

**H. An advertising card or flyer**

	<u>Very positive</u>	<u>Positive</u>	<u>Neither</u>	<u>Negative</u>	<u>Very negative</u>	<u>Does not apply (vol.)</u>	<u>No opinion</u>
2015 Mar 27-28	1	21	25	43	8	*	1

2. Generally speaking, would you say you look forward to checking what is in the mail each day, or is that something you don't think much about either way?

	<u>Yes, look forward to</u>	<u>Don't think much about</u>	<u>No opinion</u>
2015 Mar 27-28	41	58	1