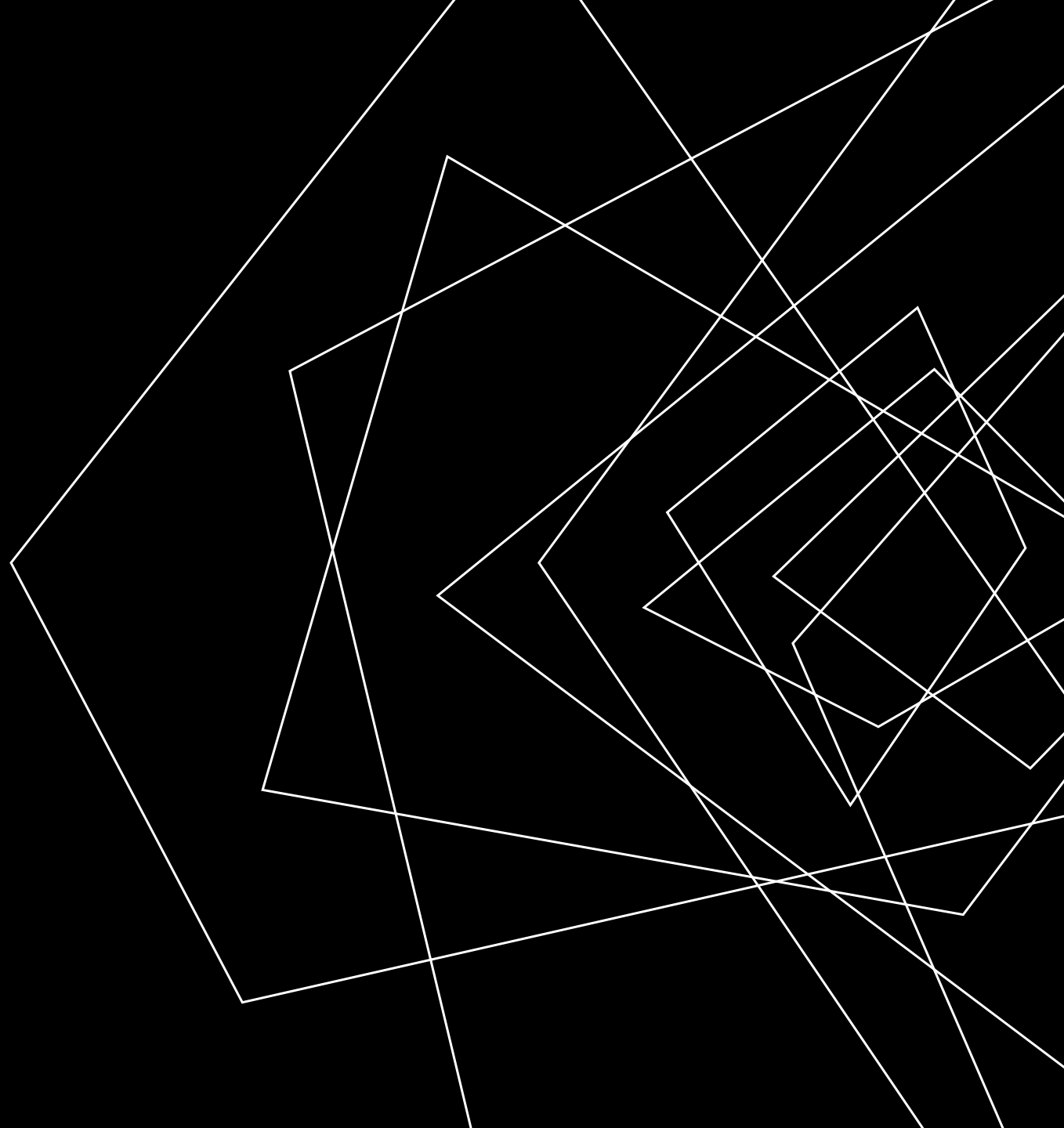




Example Shipping Study

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- Summary
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Methodology

Objective

The purpose of this research is to measure and track, on a monthly basis, Marketshare, residential customer satisfaction and desired attributes for all major domestic delivery companies in the US. This feedback is used to identify areas of strength and areas to in which service could be improved.

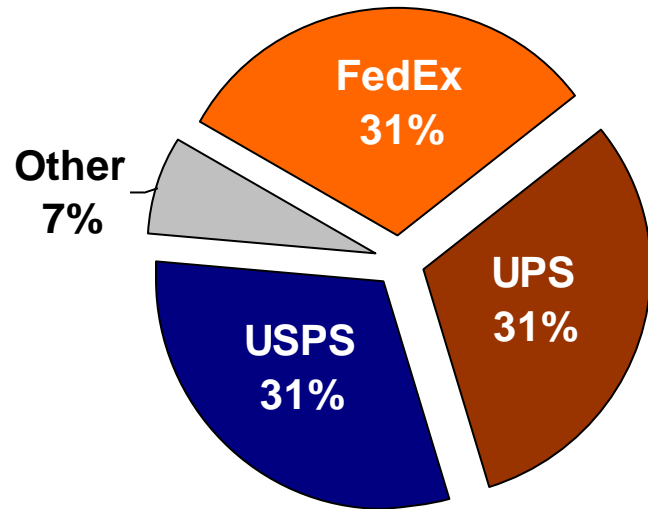
Methodology

- Monthly continuous survey of 400 adults who have shipped or received a package in the last month.
- Is a short telephone survey averaging 5 to 8 minutes.
- The margin of error for this study is +/-6%, worst case scenario.
 - *Typically, the +/- is under 5% for those measures over 90%.*
 - *For those measures with less than 50 respondents, the margin of error may be over 50%*
- Results for all ratings questions are based on those respondents who replied to each question. Those who did not or could not respond were eliminated from the base.
- This report covers results from the October 2023 survey.
- This report uses the convention where boxes  call attention to higher scores. Circles  highlight lower scores.

Executive Summary

- The market for residential receiving is split between the big 3: UPS, FedEx and USPS.
 - Each maintains about one-third (31%) of the market.
- The residential shipping market remains firmly in UPS hands.
 - Nearly 4 out of every 10 residential shippers (38%) send their packages with UPS.
- Among the three major companies, UPS has the highest NetPromoter™ Score.
 - In October, 53% of the customers who rated UPS are “Promoters,” resulting in a NetPromoter™ Score of 40%.
 - FedEx has the lowest NetPromoter™ score this month at 19%.
- When asked to name their preferred shipper, over one-third of customers (36%) selected UPS.
- Attitudinal scores indicate that for the “Feature Laden” consumer, signature confirmation is the key attribute.
- Service and Features continue to drive satisfaction levels for UPS customers.
 - Convenience is the number one driver of satisfaction with USPS services, suggesting efforts to make convenience a bigger factor for UPS will help gain marketshare.

Residential Receiving Marketshare

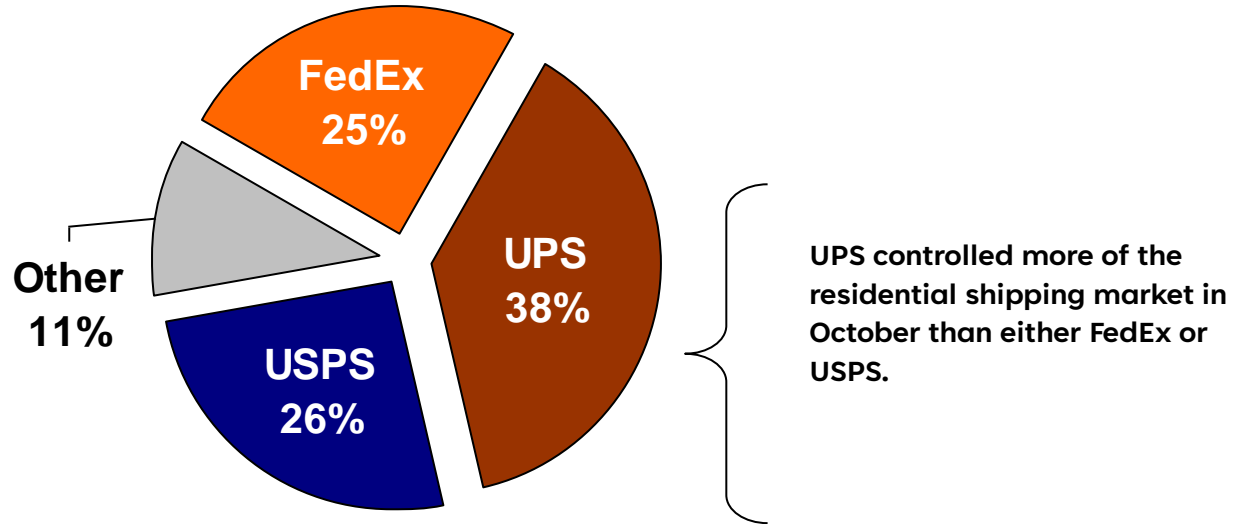


UPS, FedEx and USPS each accounted for about one-third of the residential receiving market this month.

	Oct '23 %	Nov '23 %	Dec '23 %	Jan '24 %	Feb '24 %	Mar '24 %	Apr '24 %	May '24 %	Jun '24 %	Jul '24 %	Aug '24 %	Sep '24 %	Oct '24 %	Avg %
UPS % Receiving	31%													31%

4A. Thinking of the most recent package you received, who delivered the package?

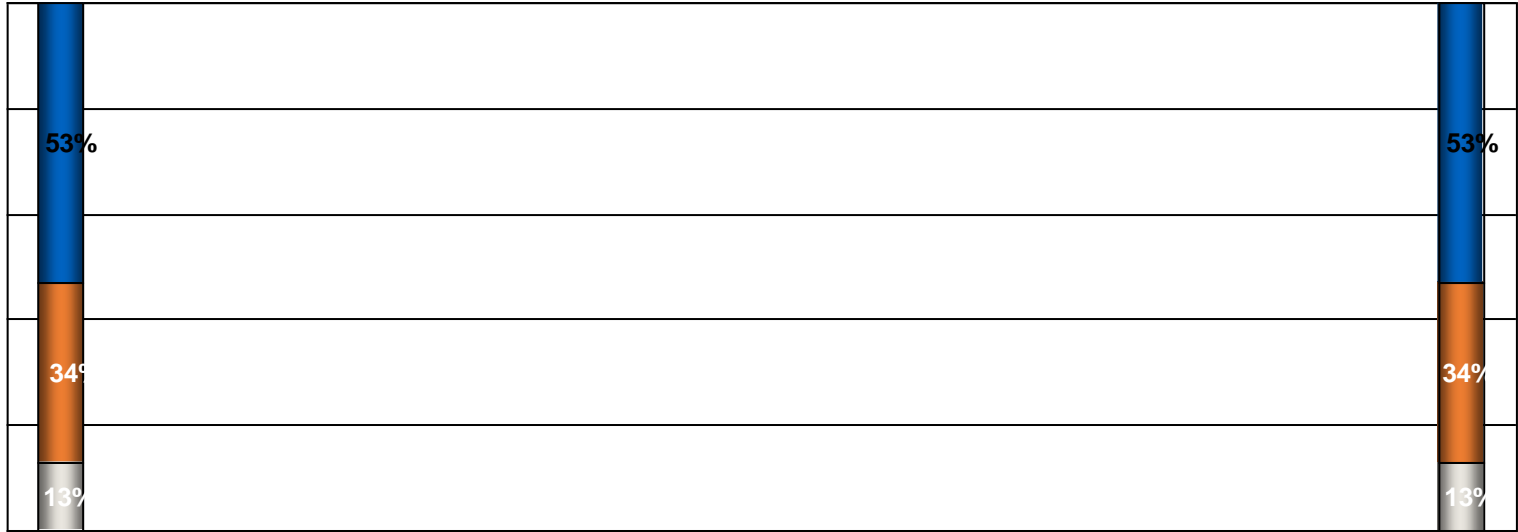
Residential Shipping Marketshare



	Oct '23 %	Nov '23 %	Dec '23 %	Jan '24 %	Feb '24 %	Mar '24 %	Apr '24 %	May '24 %	Jun '24 %	Jul '24 %	Aug '24 %	Sep '24 %	Oct '24 %	Avg %
UPS % Shipping	38%													38%

4B. Thinking of the most recent package you received, who delivered the package?

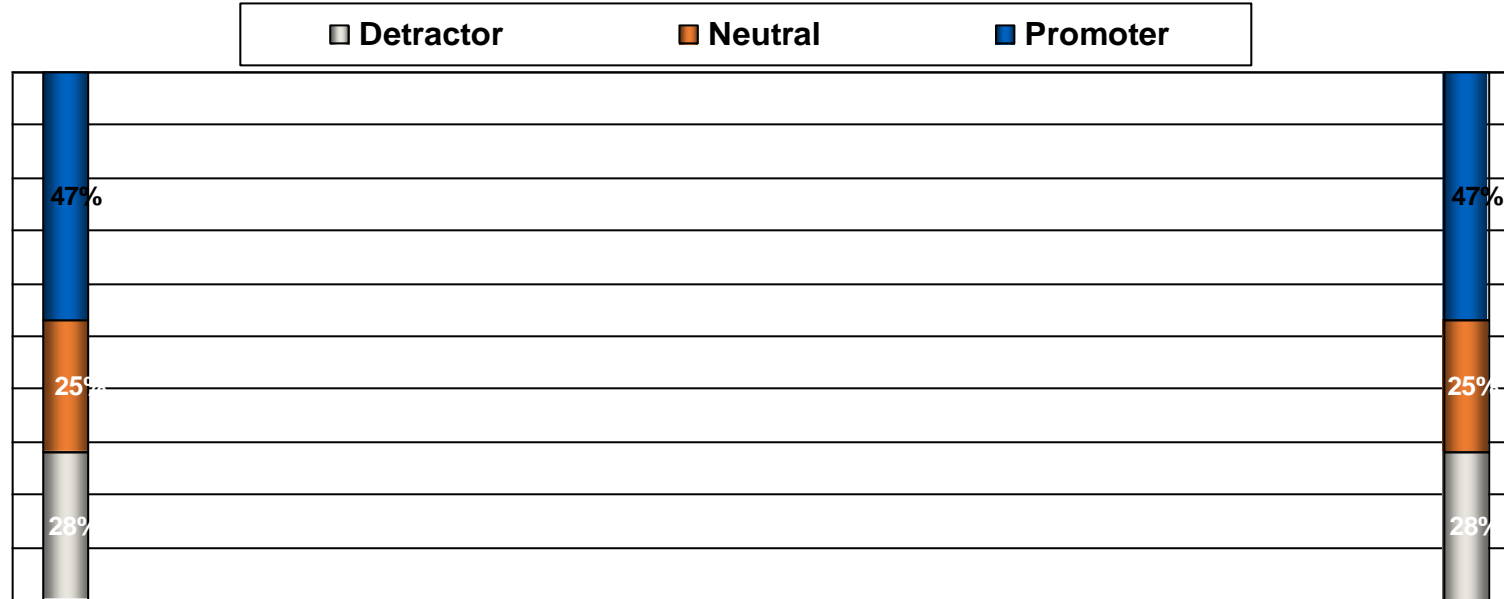
UPS NETPROMOTER™ SCORES



	Oct '23	Nov '23	Dec '23	Jan '24	Feb '24	Mar '24	Apr '24	May '24	Jun '24	Jul '24	Aug '24	Sep '24	Oct '24	Avg %
UPS NetPromoter™	40%													40%

5. Using a scale of 0 to 10, with 0 being not at all likely, and 10 being Extremely Likely, how likely are you to recommend UPS to a friend or colleague?

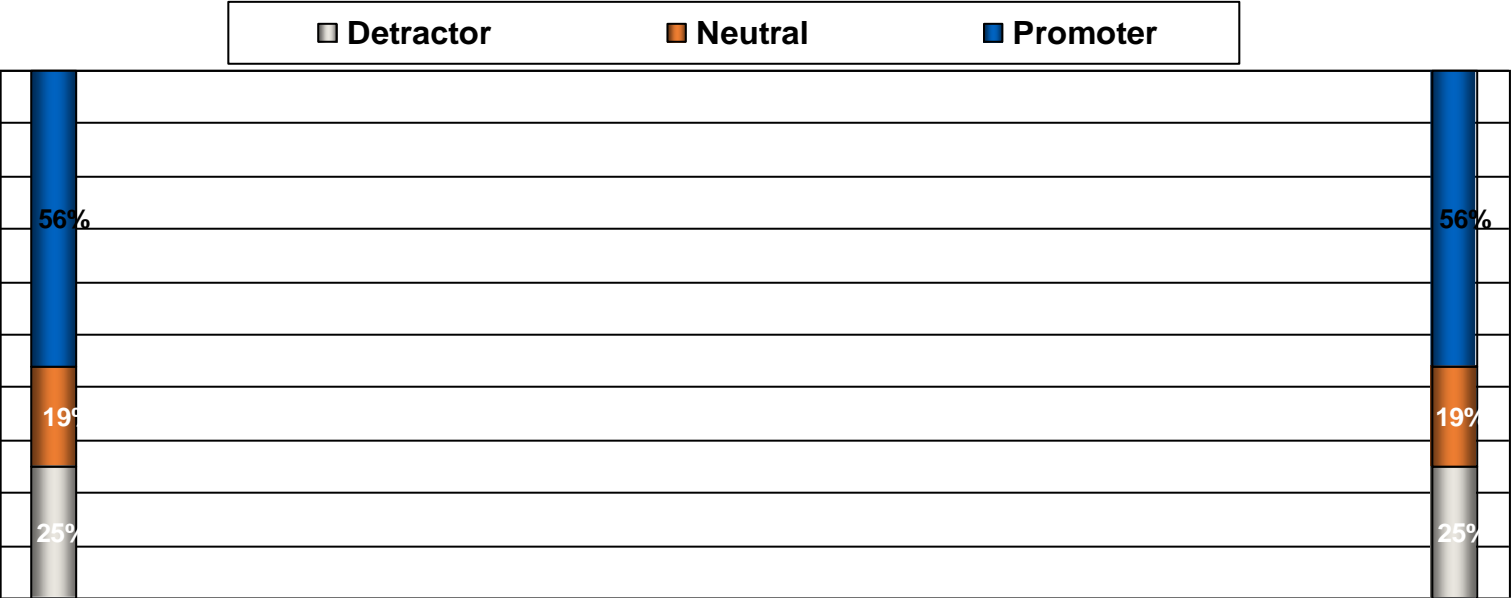
FEDEX NETPROMOTER™ SCORES



	Oct '23	Nov '23	Dec '23	Jan '24	Feb '24	Mar '24	Apr '24	May '24	Jun '24	Jul '24	Aug '24	Sep '24	Oct '24	Avg %
NetPromoter™	19%													19%

5. Using a scale of 0 to 10, with 0 being not at all likely, and 10 being Extremely Likely, how likely are you to recommend FedEx to a friend or colleague?

USPS NETPROMOTER™ SCORES



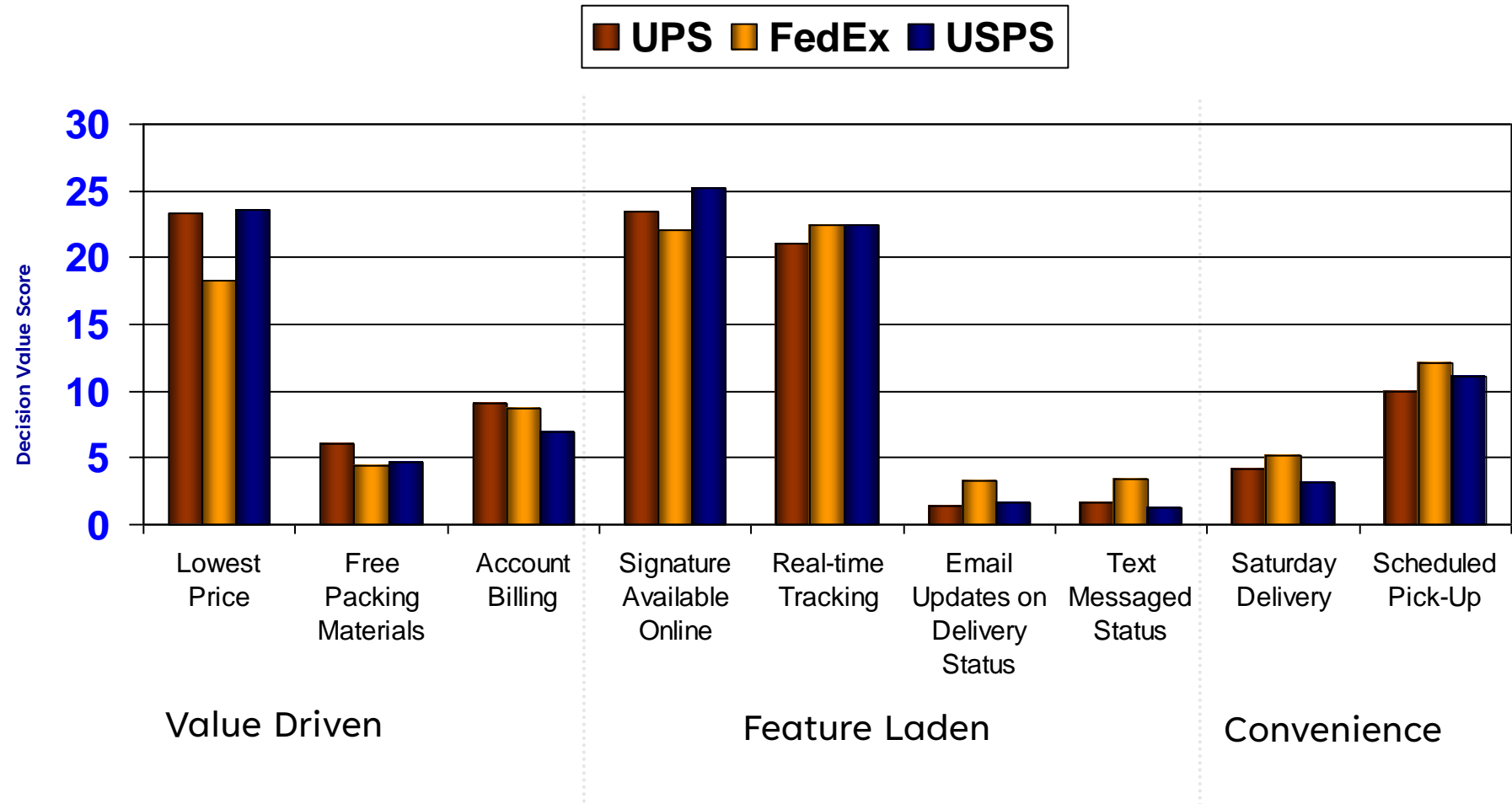
	Oct '23	Nov '23	Dec '23	Jan '24	Feb '24	Mar '24	Apr '24	May '24	Jun '24	Jul '24	Aug '24	Sep '24	Oct '24	Avg %
NetPromoter™	32%													32%

5. Using a scale of 0 to 10, with 0 being not at all likely, and 10 being Extremely Likely, how likely are you to recommend USPS to a friend or colleague?

ATTITUDE DESIRABILITY ANALYSIS

- **Object:**
 - Using a MaxDiff design, nine individual attributes relating to shipping a package were modeled against each other.
- **Method:**
 - Each respondent was asked to choose the most important attribute, and the least important attribute from the following choices across 4 random comparisons of 3 of the individual attributes.
 - Lowest price
 - Signature available online
 - Real-time tracking
 - Email updates on delivery status
 - Text messaged status
 - Saturday delivery
 - Scheduled pick-up
 - Free packing materials
 - Account billing
 - These scores were used to drive a latent class analysis to group consumers into 3 separate segments:
 - “Value Driven Consumers”
 - “Feature Laden Consumers”
 - “Convenience Consumers”

RELATIVE IMPORTANCE OF DECISION CRITERIA WHEN CHOOSING A SHIPPER



6. Considering only these 3 features, which is the Most Important and which is the Least Important?

Decision Value scores calculated using Maximum Difference Scaling model and represent the derived value of each attribute on a scale of 0-100.

KEY DRIVERS OF LIKELIHOOD TO RECOMMEND

- In the Key Driver Analysis, each shipper was rated on four factors.
- These factors were regressed against the likelihood to recommend a particular provider using OLS regression.
- Key Drivers of likelihood to recommend are denoted by a .
- The likelihood to recommend UPS remains driven by satisfaction on service and features, while USPS was solely convenience driven.

<i>Mean Ratings on a 0 to 10 Scale</i>				
	Total	UPS	FedEx	USPS
Price	0.1	0.4	0.4	0.4
Service	0.6	0.6	0.6	0.6
Features	0.2	0.1	0.1	0.1
Convenience	0.3	0.3	0.3	0.3

EXAMPLE. Using a scale of 0 to 10, with 0 being Extremely Dissatisfied, and 10 being Extremely Satisfied, how would you rate (Insert Provider) on ...

DEMOGRAPHICS

	Total	UPS	FedEx	USPS
Gender				
Male	47%	54%	53%	36%
Female	53%	46%	47%	64%
Census Region				
Northeast	22%	21%	29%	18%
Midwest	22%	24%	26%	16%
South	34%	35%	30%	35%
West	21%	21%	15%	31%
Employment Status				
Full-time	52%	68%	39%	45%
Part-time	35%	21%	45%	42%
Retired/Student/Unemployed	8%	9%	12%	6%
Household Income				
< \$50,000	63%	62%	61%	61%
\$50,000 +	24%	30%	23%	24%
Housing Type				
Own	46%	34%	46%	56%
Rent	47%	60%	39%	44%
Other	7%	6%	15%	5%

11. Gender

1. What is your postal code?

10. And are you...Employed, Unemployed...?

9. Approximately what was your total household income in 2023, would you say it was...

8. First, do you own or rent your home?