

Example Study Shipping Study

2. Have you received or shipped any packages in the past month?

	-----PREFERRED SHIPPER-----				-----HH TYPE-----		-----HH INCOME-----		-----GENDER-----	
	Total	UPS	FedEx	USPS	Own	Rent	<\$50K	\$50K+	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Base: Total	400	148	100	128	182	192	248	104	188	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	400	148	100	128	182	192	248	104	188	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
No	-	-	-	-	-	-	-	-	-	-
Don't Know	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJ  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Lowercase letters indicate significance at the 90% level.

Example Study Shipping Study

4. Thinking of the most recent package you shipped/received, who shipped/delivered the package?  
Summary Table

	-----PREFERRED SHIPPER-----				-----HH	TYPE-----	-----HH INCOME-----		-----GENDER-----	
	Total	UPS	FedEx	USPS	Own	Rent	<\$50K	\$50K+	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Base: Total Answering	400	148	100	128	182	192	248	104	188	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
United Parcel Service (UPS)	230	106	42	72	98	122	142	66	114	116
	57.5	71.6	42.0	56.2	53.8	63.5	57.3	63.5	60.6	54.7
		Cd								
Federal Express (FedEx)	188	56	54	60	88	86	130	30	88	100
	47.0	37.8	54.0	46.9	48.4	44.8	52.4	28.8	46.8	47.2
			b				H			
US Postal Service (USPS)	168	70	34	58	70	82	92	50	80	88
	42.0	47.3	34.0	45.3	38.5	42.7	37.1	48.1	42.6	41.5
DHL	76	18	24	22	40	32	46	22	32	44
	19.0	12.2	24.0	17.2	22.0	16.7	18.5	21.2	17.0	20.8
			b							
Ground Carrier	16	6	2	8	12	4	8	8	8	8
	4.0	4.1	2.0	6.2	6.6	2.1	3.2	7.7	4.3	3.8
Other	-	-	-	-	-	-	-	-	-	-
Do Not Recall	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJ  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Lowercase letters indicate significance at the 90% level.

Example Study Shipping Study

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 (provider) to a friend or colleague?  
 UPS Summary Table

	-----PREFERRED SHIPPER-----				-----HH	TYPE-----	-----HH INCOME-----		-----GENDER-----	
	Total	UPS	FedEx	USPS	Own	Rent	<\$50K	\$50K+	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Base: Used UPS	230	106	42	72	98	122	142	66	114	116
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NetPromoter Score	40.9	52.8	47.6	19.4	38.8	41.0	40.8	39.4	42.1	39.7
Net: Promoters	124	62	26	32	54	64	74	38	64	60
	53.9	58.5	61.9	44.4	55.1	52.5	52.1	57.6	56.1	51.7
Net: Neutrals	76	38	10	22	28	44	52	16	34	42
	33.0	35.8	23.8	30.6	28.6	36.1	36.6	24.2	29.8	36.2
Net: Detractors	30	6	6	18	16	14	16	12	16	14
	13.0	5.7	14.3	25.0	16.3	11.5	11.3	18.2	14.0	12.1
Net: Top 3 Box	168	86	30	46	70	92	106	46	80	88
	73.0	81.1	71.4	63.9	71.4	75.4	74.6	69.7	70.2	75.9
10 - Very likely	84	36	22	24	28	50	54	22	40	44
	36.5	34.0	52.4	33.3	28.6	41.0	38.0	33.3	35.1	37.9
9	40	26	4	8	26	14	20	16	24	16
	17.4	24.5	9.5	11.1	26.5	11.5	14.1	24.2	21.1	13.8
8	44	24	4	14	16	28	32	8	16	28
	19.1	22.6	9.5	19.4	16.3	23.0	22.5	12.1	14.0	24.1
7	32	14	6	8	12	16	20	8	18	14
	13.9	13.2	14.3	11.1	12.2	13.1	14.1	12.1	15.8	12.1
6	4	-	2	2	2	2	2	2	-	4
	1.7		4.8	2.8	2.0	1.6	1.4	3.0		3.4
5	4	-	2	2	2	2	2	2	2	2
	1.7		4.8	2.8	2.0	1.6	1.4	3.0	1.8	1.7
4	2	-	-	2	2	-	-	2	-	2
	0.9			2.8	2.0			3.0		1.7

Comparison Groups: BCD/EF/GH/IJ  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Lowercase letters indicate significance at the 90% level.

Example Study Shipping Study

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 (provider) to a friend or colleague?  
 UPS Summary Table

	-----PREFERRED SHIPPER-----			-----HH	TYPE-----	-----HH INCOME-----		-----GENDER-----		
	Total	UPS	FedEx	USPS	Own	Rent	<\$50K	\$50K+	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
3	4	-	-	4	4	-	-	4	2	2
	1.7			5.6	4.1			6.1	1.8	1.7
2	6	2	-	4	2	4	4	-	4	2
	2.6	1.9		5.6	2.0	3.3	2.8		3.5	1.7
1	10	4	2	4	4	6	8	2	8	2
	4.3	3.8	4.8	5.6	4.1	4.9	5.6	3.0	7.0	1.7
0 - Not at all likely	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJ  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Lowercase letters indicate significance at the 90% level.

Example Study Shipping Study

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 (provider) to a friend or colleague?  
FedEx Summary Table

	-----PREFERRED SHIPPER-----				-----HH	TYPE-----	-----HH INCOME-----		-----GENDER-----	
	Total	UPS	FedEx	USPS	Own	Rent	<\$50K	\$50K+	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Base: Used FedEx	188	56	54	60	88	86	130	30	88	100
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NetPromoter Score	21.3	25.0	44.4	6.7	34.1	9.3	24.6	6.7	18.2	24.0
Net: Promoters	90	24	34	26	56	32	62	16	36	54
	47.9	42.9	63.0	43.3	63.6	37.2	47.7	53.3	40.9	54.0
Net: Neutrals	48	22	10	12	6	30	38	-	32	16
	25.5	39.3	18.5	20.0	6.8	34.9	29.2		36.4	16.0
Net: Detractors	50	10	10	22	26	24	30	14	20	30
	26.6	17.9	18.5	36.7	29.5	27.9	23.1	46.7	22.7	30.0
Net: Top 3 Box	126	44	40	36	62	60	92	16	58	68
	67.0	78.6	74.1	60.0	70.5	69.8	70.8	53.3	65.9	68.0
10 - Very likely	60	6	28	24	40	20	44	8	28	32
	31.9	10.7	51.9	40.0	45.5	23.3	33.8	26.7	31.8	32.0
9	30	18	6	2	16	12	18	8	8	22
	16.0	32.1	11.1	3.3	18.2	14.0	13.8	26.7	9.1	22.0
8	36	20	6	10	6	28	30	-	22	14
	19.1	35.7	11.1	16.7	6.8	32.6	23.1		25.0	14.0
7	12	2	4	2	-	2	8	-	10	2
	6.4	3.6	7.4	3.3		2.3	6.2		11.4	2.0
6	2	-	-	2	-	2	2	-	2	-
	1.1			3.3		2.3	1.5		2.3	

Comparison Groups: BCD/EF/GH/IJ  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Lowercase letters indicate significance at the 90% level.

Example Study Shipping Study

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 (provider) to a friend or colleague?

FedEx Summary Table

	-----PREFERRED SHIPPER-----				-----HH	TYPE-----	-----HH INCOME-----		-----GENDER-----	
	Total	UPS	FedEx	USPS	Own	Rent	<\$50K	\$50K+	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
5	24 12.8	2 3.6	8 14.8	6 10.0	10 11.4	14 16.3	20 15.4	4 13.3	10 11.4	14 14.0
4	4 2.1	2 3.6	-	2 3.3	2 2.3	2 2.3	-	2 6.7	2 2.3	2 2.0
3	2 1.1	2 3.6	-	-	-	2 2.3	-	2 6.7	-	2 2.0
2	4 2.1	-	-	4 6.7	4 4.5	-	2 1.5	2 6.7	-	4 4.0
1	14 7.4	4 7.1	2 3.7	8 13.3	10 11.4	4 4.7	6 4.6	4 13.3	6 6.8	8 8.0
0 - Not at all likely	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJ  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Lowercase letters indicate significance at the 90% level.

Example Study Shipping Study

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 (provider) to a friend or colleague?  
USPS Summary Table

	-----PREFERRED SHIPPER-----			-----HH	TYPE-----	-----HH INCOME-----		-----GENDER-----		
	Total	UPS	FedEx	USPS	Own	Rent	<\$50K	\$50K+	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Base: Used USPS	168	70	34	58	70	82	92	50	80	88
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NetPromoter Score	35.7	42.9	17.6	48.3	45.7	39.0	52.2	16.0	30.0	40.9
Net: Promoters	100	46	18	36	44	50	66	22	44	56
	59.5	65.7	52.9	62.1	62.9	61.0	71.7	44.0	55.0	63.6
Net: Neutrals	28	8	4	14	14	14	8	14	16	12
	16.7	11.4	11.8	24.1	20.0	17.1	8.7	28.0	20.0	13.6
Net: Detractors	40	16	12	8	12	18	18	14	20	20
	23.8	22.9	35.3	13.8	17.1	22.0	19.6	28.0	25.0	22.7
Net: Top 3 Box	112	50	18	42	52	54	72	26	48	64
	66.7	71.4	52.9	72.4	74.3	65.9	78.3	52.0	60.0	72.7
10 - Very likely	78	28	14	36	36	42	54	16	26	52
	46.4	40.0	41.2	62.1	51.4	51.2	58.7	32.0	32.5	59.1
9	22	18	4	-	8	8	12	6	18	4
	13.1	25.7	11.8		11.4	9.8	13.0	12.0	22.5	4.5
8	12	4	-	6	8	4	6	4	4	8
	7.1	5.7		10.3	11.4	4.9	6.5	8.0	5.0	9.1
7	16	4	4	8	6	10	2	10	12	4
	9.5	5.7	11.8	13.8	8.6	12.2	2.2	20.0	15.0	4.5
6	10	6	4	-	4	6	-	10	4	6
	6.0	8.6	11.8		5.7	7.3		20.0	5.0	6.8
5	30	10	8	8	8	12	18	4	16	14
	17.9	14.3	23.5	13.8	11.4	14.6	19.6	8.0	20.0	15.9

Comparison Groups: BCD/EF/GH/IJ  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
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Lowercase letters indicate significance at the 90% level.

Example Study Shipping Study

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 (provider) to a friend or colleague?

USPS Summary Table

	-----PREFERRED SHIPPER-----			-----HH	TYPE-----	-----HH INCOME-----		-----GENDER-----		
	Total	UPS	FedEx	USPS	Own	Rent	<\$50K	\$50K+	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
4	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-
1	-	-	-	-	-	-	-	-	-	-
0 - Not at all likely	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJ  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Lowercase letters indicate significance at the 90% level.



Example Study Shipping Study

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

	-----PREFERRED SHIPPER-----				-----HH TYPE-----		-----HH INCOME-----		-----GENDER-----	
	Total	UPS	FedEx	USPS	Own	Rent	<\$50K	\$50K+	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Base: Total Answering	400	148	100	128	182	192	248	104	188	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
United Parcel Service (UPS)	122	54	20	46	56	62	68	44	58	64
	30.5	36.5	20.0	35.9	30.8	32.3	27.4	42.3	30.9	30.2
		C		c				g		
Federal Express (FedEx)	124	38	36	34	62	54	86	18	54	70
	31.0	25.7	36.0	26.6	34.1	28.1	34.7	17.3	28.7	33.0
							H			
US Postal Service (USPS)	106	40	22	38	44	52	72	18	46	60
	26.5	27.0	22.0	29.7	24.2	27.1	29.0	17.3	24.5	28.3
							h			
DHL	40	14	20	6	12	24	22	16	26	14
	10.0	9.5	20.0	4.7	6.6	12.5	8.9	15.4	13.8	6.6
			D						j	
Ground Carrier	8	2	2	4	8	-	-	8	4	4
	2.0	1.4	2.0	3.1	4.4			7.7	2.1	1.9
Other	-	-	-	-	-	-	-	-	-	-
Do Not Recall	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJ  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Lowercase letters indicate significance at the 90% level.

Example Study Shipping Study

3B. How many packages have you shipped?

	-----PREFERRED SHIPPER-----				-----HH TYPE-----		-----HH INCOME-----		-----GENDER-----	
	Total	UPS	FedEx	USPS	Own	Rent	<\$50K	\$50K+	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Base: Total Answering	400	148	100	128	182	192	248	104	188	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ONE	116	36	36	38	62	40	52	36	60	56
	29.0	24.3	36.0	29.7	34.1	20.8	21.0	34.6	31.9	26.4
					F			g		
TWO	86	44	16	26	32	50	54	30	36	50
	21.5	29.7	16.0	20.3	17.6	26.0	21.8	28.8	19.1	23.6
		c								
THREE	96	26	22	30	52	36	54	32	38	58
	24.0	17.6	22.0	23.4	28.6	18.8	21.8	30.8	20.2	27.4
FOUR	54	22	14	18	12	42	42	6	36	18
	13.5	14.9	14.0	14.1	6.6	21.9	16.9	5.8	19.1	8.5
						E	H		J	
FIVE	8	6	2	-	-	8	8	-	6	2
	2.0	4.1	2.0			4.2	3.2		3.2	0.9
SIX	24	8	8	8	20	4	22	-	6	18
	6.0	5.4	8.0	6.2	11.0	2.1	8.9		3.2	8.5
					F					
SEVEN	-	-	-	-	-	-	-	-	-	-
EIGHT	8	-	2	6	4	4	8	-	2	6
	2.0		2.0	4.7	2.2	2.1	3.2		1.1	2.8
NINE OR MORE	8	6	-	2	-	8	8	-	4	4
	2.0	4.1		1.6		4.2	3.2		2.1	1.9
ZERO (NONE)	-	-	-	-	-	-	-	-	-	-
REFUSED	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJ  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
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 Lowercase letters indicate significance at the 90% level.

Example Study Shipping Study

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

	-----PREFERRED SHIPPER-----				-----HH TYPE-----		-----HH INCOME-----		-----GENDER-----	
	Total	UPS	FedEx	USPS	Own	Rent	<\$50K	\$50K+	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Base: Total Answering	400	148	100	128	182	192	248	104	188	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
United Parcel Service (UPS)	152	74	32	38	64	82	102	38	72	80
	38.0	50.0	32.0	29.7	35.2	42.7	41.1	36.5	38.3	37.7
		CD								
Federal Express (FedEx)	94	26	32	34	50	38	64	18	46	48
	23.5	17.6	32.0	26.6	27.5	19.8	25.8	17.3	24.5	22.6
			b							
US Postal Service (USPS)	106	40	28	36	36	56	46	42	56	50
	26.5	27.0	28.0	28.1	19.8	29.2	18.5	40.4	29.8	23.6
								G		
DHL	40	4	8	16	28	12	28	6	10	30
	10.0	2.7	8.0	12.5	15.4	6.2	11.3	5.8	5.3	14.2
				B	F					I
Ground Carrier	8	4	-	4	4	4	8	-	4	4
	2.0	2.7		3.1	2.2	2.1	3.2		2.1	1.9
Other (Please Specify)	-	-	-	-	-	-	-	-	-	-
(DNR) Do Not Recall	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJ  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
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 Lowercase letters indicate significance at the 90% level.

Example Study Shipping Study

6. Please consider how important different features are when selecting a shipping company to use. Considering only these 3 features, which is the Most Important and which is the Least Important?  
Most Important Summary Table

	-----PREFERRED SHIPPER-----				-----HH	TYPE-----	-----HH INCOME-----		-----GENDER-----	
	Total	UPS	FedEx	USPS	Own	Rent	<\$50K	\$50K+	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Base: Total Answering	400	148	100	128	182	192	248	104	188	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
The lowest price	80	26	20	32	52	28	40	38	28	52
	20.0	17.6	20.0	25.0	28.6	14.6	16.1	36.5	14.9	24.5
					F			G		i
A confirmed delivery with a signature viewable online	76	40	4	24	30	42	48	20	34	42
	19.0	27.0	4.0	18.8	16.5	21.9	19.4	19.2	18.1	19.8
		C		C						
Real-time tracking	86	30	24	24	32	50	64	16	44	42
	21.5	20.3	24.0	18.8	17.6	26.0	25.8	15.4	23.4	19.8
Email updates on delivery status	16	-	6	10	16	-	2	2	2	14
	4.0		6.0	7.8	8.8		0.8	1.9	1.1	6.6
										I
Text messages to a cellphone on the status of your package	8	4	2	2	6	2	8	-	2	6
	2.0	2.7	2.0	1.6	3.3	1.0	3.2		1.1	2.8
Saturday delivery	16	8	4	4	6	10	8	6	6	10
	4.0	5.4	4.0	3.1	3.3	5.2	3.2	5.8	3.2	4.7
Being able to call and schedule a pickup at your home or work	56	16	16	24	28	28	36	8	32	24
	14.0	10.8	16.0	18.8	15.4	14.6	14.5	7.7	17.0	11.3
Free packaging materials	30	8	12	6	12	12	20	8	14	16
	7.5	5.4	12.0	4.7	6.6	6.2	8.1	7.7	7.4	7.5
Being able to ship a package and be billed for it later	32	16	12	2	-	20	22	6	26	6
	8.0	10.8	12.0	1.6		10.4	8.9	5.8	13.8	2.8
		D	D						J	

Comparison Groups: BCD/EF/GH/IJ  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Lowercase letters indicate significance at the 90% level.

Example Study Shipping Study

6. Please consider how important different features are when selecting a shipping company to use. Considering only these 3 features, which is the Most Important and which is the Least Important?  
Least Important Summary Table

	-----PREFERRED SHIPPER-----				-----HH	TYPE-----	-----HH INCOME-----		-----GENDER-----	
	Total	UPS	FedEx	USPS	Own	Rent	<\$50K	\$50K+	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Base: Total Answering	400	148	100	128	182	192	248	104	188	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
The lowest price	24	8	12	2	4	12	20	-	16	8
	6.0	5.4	12.0	1.6	2.2	6.2	8.1		8.5	3.8
			D							
A confirmed delivery with a signature viewable online	-	-	-	-	-	-	-	-	-	-
Real-time tracking	-	-	-	-	-	-	-	-	-	-
Email updates on delivery status	86	42	16	24	48	34	60	16	38	48
	21.5	28.4	16.0	18.8	26.4	17.7	24.2	15.4	20.2	22.6
		c								
Text messages to a cellphone on the status of your package	88	22	28	38	54	34	36	38	30	58
	22.0	14.9	28.0	29.7	29.7	17.7	14.5	36.5	16.0	27.4
			b	B	f			G		I
Saturday delivery	48	22	10	16	18	30	32	6	20	28
	12.0	14.9	10.0	12.5	9.9	15.6	12.9	5.8	10.6	13.2
Being able to call and schedule a pickup at your home or work	40	16	8	16	22	18	24	16	22	18
	10.0	10.8	8.0	12.5	12.1	9.4	9.7	15.4	11.7	8.5
Free packaging materials	62	26	16	16	14	40	34	28	40	22
	15.5	17.6	16.0	12.5	7.7	20.8	13.7	26.9	21.3	10.4
						E		g	J	
Being able to ship a package and be billed for it later	52	12	10	16	22	24	42	-	22	30
	13.0	8.1	10.0	12.5	12.1	12.5	16.9		11.7	14.2

Comparison Groups: BCD/EF/GH/IJ  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Lowercase letters indicate significance at the 90% level.

Example Study Shipping Study

6. Please consider how important different features are when selecting a shipping company to use. Considering only these 3 features, which is the Most Important and which is the Least Important?  
 Mean Score Summary Table

	-----PREFERRED SHIPPER-----				-----HH	TYPE-----	-----HH INCOME-----		-----GENDER-----	
	Total	UPS	FedEx	USPS	Own	Rent	<\$50K	\$50K+	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Base: Total Answering	400	148	100	128	182	192	248	104	188	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
A confirmed delivery with a signature viewable online	23.2	23.2	22.4	25.0	24.1	23.5	22.9	24.0	22.3	23.9
				BC						I
Real-time tracking	22.2	21.3	22.6	22.4	21.5	22.7	22.4	22.0	22.2	22.1
			b	b		E				
The lowest price	21.8	23.4	18.3	23.4	24.0	21.1	20.5	25.0	20.6	22.9
		C		C	F			G		I
Being able to call and schedule a pickup at your home or work	10.9	9.7	12.2	11.0	10.2	11.7	11.5	9.1	10.3	11.3
			b				h			
Being able to ship a package and be billed for it later	7.9	9.0	8.3	7.0	7.8	7.6	7.6	8.5	8.6	7.2
		D							j	
Free packaging materials	5.0	5.9	4.3	4.8	5.8	4.3	4.9	5.0	5.1	4.9
		C			F					
Saturday delivery	4.4	4.3	5.4	3.4	3.3	4.8	4.4	4.3	5.1	3.7
			D			E			j	
Email updates on delivery status	2.4	1.4	3.1	1.7	1.8	1.9	2.8	1.1	2.8	2.0
			BD				H			
Text messages to a cellphone on the status of your package	2.4	1.8	3.4	1.4	1.5	2.3	3.0	0.9	3.0	1.8
			BD			E	H		J	

Comparison Groups: BCD/EF/GH/IJ  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Lowercase letters indicate significance at the 90% level.

Example Study Shipping Study

7. If you had a choice, which shipping company would you prefer to use?

	-----PREFERRED SHIPPER-----				-----HH TYPE-----		-----HH INCOME-----		-----GENDER-----	
	Total	UPS	FedEx	USPS	Own	Rent	<\$50K	\$50K+	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
<b>Base: Total Answering</b>	400	148	100	128	182	192	248	104	188	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>United Parcel Service (UPS)</b>	148	148	-	-	50	90	88	50	78	70
	37.0	100.0			27.5	46.9	35.5	48.1	41.5	33.0
						E				
<b>Federal Express (FedEx)</b>	100	-	100	-	48	40	62	22	52	48
	25.0		100.0		26.4	20.8	25.0	21.2	27.7	22.6
<b>United States Postal Service (USPS)</b>	128	-	-	128	70	58	78	32	48	80
	32.0			100.0	38.5	30.2	31.5	30.8	25.5	37.7
										i
<b>Not Sure</b>	24	-	-	-	14	4	20	-	10	14
	6.0				7.7	2.1	8.1		5.3	6.6
					f					

Comparison Groups: BCD/EF/GH/IJ  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Lowercase letters indicate significance at the 90% level.

Example Study Shipping Study

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

	-----PREFERRED SHIPPER-----				-----HH TYPE-----		-----HH INCOME-----		-----GENDER-----	
	Total	UPS	FedEx	USPS	Own	Rent	<\$50K	\$50K+	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
<b>Base: Total Answering</b>	400	148	100	128	182	192	248	104	188	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>Own</b>	182	50	48	70	182	-	88	62	56	126
	45.5	33.8	48.0	54.7	100.0		35.5	59.6	29.8	59.4
				B				G		I
<b>Rent</b>	192	90	40	58	-	192	142	38	106	86
	48.0	60.8	40.0	45.3		100.0	57.3	36.5	56.4	40.6
		Cd					H		J	
<b>Other</b>	26	8	12	-	-	-	18	4	26	-
	6.5	5.4	12.0				7.3	3.8	13.8	

Comparison Groups: BCD/EF/GH/IJ  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Lowercase letters indicate significance at the 90% level.



Example Study Shipping Study

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

	-----PREFERRED SHIPPER-----				-----HH TYPE-----		-----HH INCOME-----		-----GENDER-----	
	Total	UPS	FedEx	USPS	Own	Rent	<\$50K	\$50K+	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Base: Total Answering	400	148	100	128	182	192	248	104	188	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Net: < \$50K	248	88	62	78	88	142	248	-	110	138
	62.0	59.5	62.0	60.9	48.4	74.0	100.0		58.5	65.1
Less than \$25K	150	46	48	42	46	92	150	-	72	78
	37.5	31.1	48.0	32.8	25.3	47.9	60.5		38.3	36.8
More than \$25,000 but less than \$35,000	24	14	-	10	16	8	24	-	12	12
	6.0	9.5		7.8	8.8	4.2	9.7		6.4	5.7
More than \$35,000 but less than \$40,000	60	28	10	22	18	42	60	-	20	40
	15.0	18.9	10.0	17.2	9.9	21.9	24.2		10.6	18.9
More than \$40,000 but less than \$50,000	14	-	4	4	8	-	14	-	6	8
	3.5		4.0	3.1	4.4		5.6		3.2	3.8
Net: \$50K +	104	50	22	32	62	38	-	104	54	50
	26.0	33.8	22.0	25.0	34.1	19.8		100.0	28.7	23.6
More than \$50,000 but less than \$75,000	20	8	4	8	10	10	-	20	10	10
	5.0	5.4	4.0	6.2	5.5	5.2		19.2	5.3	4.7
More than \$75,000 but less than \$100,000	60	34	16	10	42	18	-	60	28	32
	15.0	23.0	16.0	7.8	23.1	9.4		57.7	14.9	15.1
More than \$100,000	24	8	2	14	10	10	-	24	16	8
	6.0	5.4	2.0	10.9	5.5	5.2		23.1	8.5	3.8
Don't know/Refused	48	10	16	18	32	12	-	-	24	24
	12.0	6.8	16.0	14.1	17.6	6.2			12.8	11.3

Comparison Groups: BCD/EF/GH/IJ  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Lowercase letters indicate significance at the 90% level.

Example Study Shipping Study

10. And are you...

	-----PREFERRED SHIPPER-----				-----HH TYPE-----		-----HH INCOME-----		-----GENDER-----	
	Total	UPS	FedEx	USPS	Own	Rent	<\$50K	\$50K+	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Base: Total Answering	400	148	100	128	182	192	248	104	188	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Net: Employed	348	132	82	112	158	170	230	82	160	188
	87.0	89.2	82.0	87.5	86.8	88.5	92.7	78.8	85.1	88.7
Employed full-time	212	104	38	56	98	110	158	54	86	126
	53.0	70.3	38.0	43.8	53.8	57.3	63.7	51.9	45.7	59.4
Employed part-time	136	28	44	56	60	60	72	28	74	62
	34.0	18.9	44.0	43.8	33.0	31.2	29.0	26.9	39.4	29.2
Net: Unemployed	32	12	12	8	12	14	12	16	20	12
	8.0	8.1	12.0	6.2	6.6	7.3	4.8	15.4	10.6	5.7
A Student	8	6	-	2	2	2	-	8	8	-
	2.0	4.1		1.6	1.1	1.0		7.7	4.3	
Unemployed	6	-	6	-	2	4	6	-	4	2
	1.5		6.0		1.1	2.1	2.4		2.1	0.9
A Homemaker	6	2	-	4	4	2	2	4	2	4
	1.5	1.4		3.1	2.2	1.0	0.8	3.8	1.1	1.9
Retired	12	4	6	2	4	6	4	4	6	6
	3.0	2.7	6.0	1.6	2.2	3.1	1.6	3.8	3.2	2.8
Other	10	-	2	6	6	4	-	6	4	6
	2.5		2.0	4.7	3.3	2.1		5.8	2.1	2.8
Don't Know/Refused	10	4	4	2	6	4	6	-	4	6
	2.5	2.7	4.0	1.6	3.3	2.1	2.4		2.1	2.8

Comparison Groups: BCD/EF/GH/IJ  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Lowercase letters indicate significance at the 90% level.

Example Study Shipping Study

11. Gender

	-----PREFERRED SHIPPER-----				-----HH TYPE-----		-----HH INCOME-----		-----GENDER-----	
	Total	UPS	FedEx	USPS	Own	Rent	<\$50K	\$50K+	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Base: Total Answering	400	148	100	128	182	192	248	104	188	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Male	188	78	52	48	56	106	110	54	188	-
	47.0	52.7	52.0	37.5	30.8	55.2	44.4	51.9	100.0	
		d				E				
Female	212	70	48	80	126	86	138	50	-	212
	53.0	47.3	48.0	62.5	69.2	44.8	55.6	48.1		100.0
			b		F					

Comparison Groups: BCD/EF/GH/IJ  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Lowercase letters indicate significance at the 90% level.

Example Study Shipping Study

1. What is your home Postal Code?  
Coded Census Region

	-----PREFERRED SHIPPER-----				-----HH	TYPE-----	-----HH INCOME-----		-----GENDER-----	
	Total	UPS	FedEx	USPS	Own	Rent	<\$50K	\$50K+	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Base: Total Answering	400	148	100	128	182	192	248	104	188	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Net: Northeast	88	30	28	22	40	40	56	20	42	46
	22.0	20.3	28.0	17.2	22.0	20.8	22.6	19.2	22.3	21.7
New England	44	18	18	4	20	20	26	14	20	24
	11.0	12.2	18.0	3.1	11.0	10.4	10.5	13.5	10.6	11.3
		D	D							
Middle Atlantic	44	12	10	18	20	20	30	6	22	22
	11.0	8.1	10.0	14.1	11.0	10.4	12.1	5.8	11.7	10.4
Net: Midwest	88	36	26	20	40	40	60	20	40	48
	22.0	24.3	26.0	15.6	22.0	20.8	24.2	19.2	21.3	22.6
East North Central	44	18	16	8	20	20	32	8	20	24
	11.0	12.2	16.0	6.2	11.0	10.4	12.9	7.7	10.6	11.3
West North Central	44	18	10	12	20	20	28	12	20	24
	11.0	12.2	10.0	9.4	11.0	10.4	11.3	11.5	10.6	11.3
Net: South	136	50	30	46	62	64	78	34	68	68
	34.0	33.8	30.0	35.9	34.1	33.3	31.5	32.7	36.2	32.1
South Atlantic	44	14	8	18	20	20	36	8	22	22
	11.0	9.5	8.0	14.1	11.0	10.4	14.5	7.7	11.7	10.4
East South Central	48	16	10	18	22	22	22	14	24	24
	12.0	10.8	10.0	14.1	12.1	11.5	8.9	13.5	12.8	11.3
West South Central	44	20	12	10	20	22	20	12	22	22
	11.0	13.5	12.0	7.8	11.0	11.5	8.1	11.5	11.7	10.4
Net: West	88	32	16	40	40	48	54	30	38	50
	22.0	21.6	16.0	31.2	22.0	25.0	21.8	28.8	20.2	23.6
			C							
Mountain	44	16	8	20	20	24	26	16	20	24
	11.0	10.8	8.0	15.6	11.0	12.5	10.5	15.4	10.6	11.3

Comparison Groups: BCD/EF/GH/IJ  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Lowercase letters indicate significance at the 90% level.

Example Study Shipping Study

1. What is your home Postal Code?  
Coded Census Region

	-----PREFERRED SHIPPER-----			-----HH TYPE-----		-----HH INCOME-----		-----GENDER-----		
	Total	UPS	FedEx	USPS	Own	Rent	<\$50K	\$50K+	Male	Female
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Pacific	44	16	8	20	20	24	28	14	18	26
	11.0	10.8	8.0	15.6	11.0	12.5	11.3	13.5	9.6	12.3

Comparison Groups: BCD/EF/GH/IJ  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Lowercase letters indicate significance at the 90% level.