

**JULY 26, 2011** 





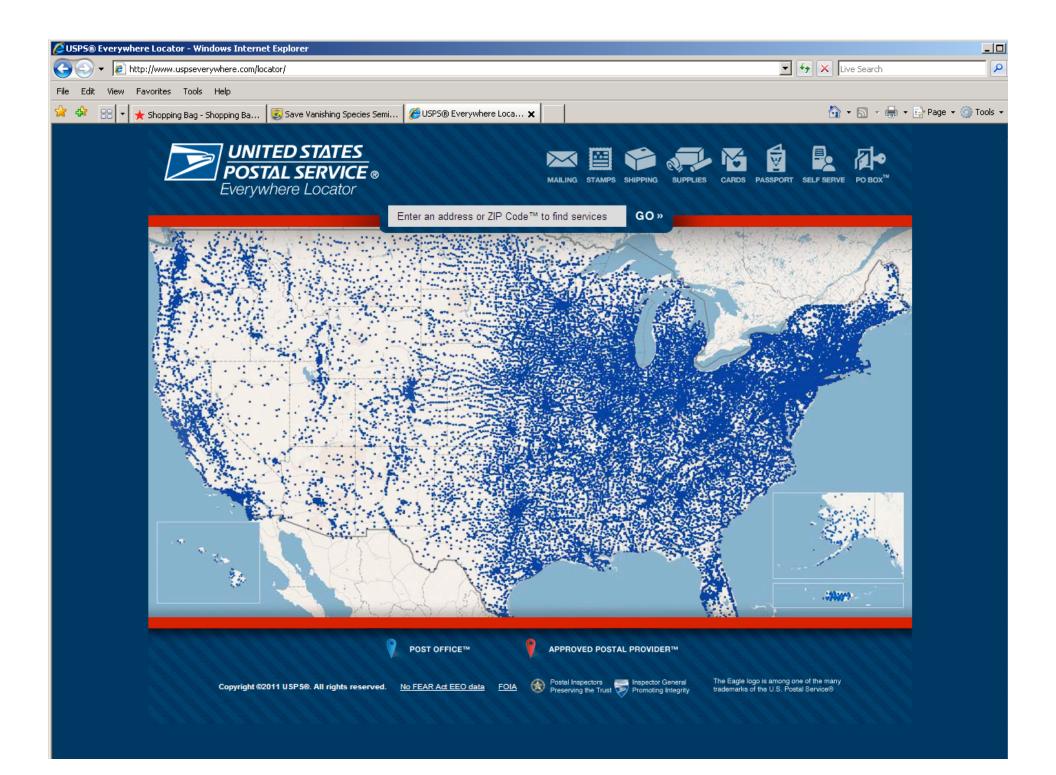
# **Two Announcements**





# Post Office Study List







# A Very Big Retail Footprint



**UPS** 4,300



4,300



**STARBUCKS** 11,000+



**MCDONALDS** 13,000+



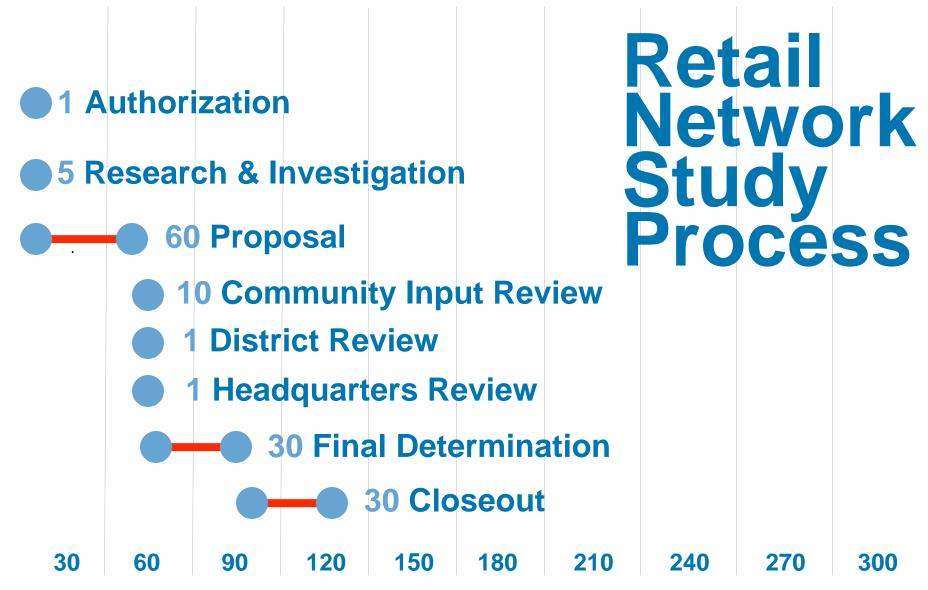
32,000+

## **Study List Composition**

# 3,653 POST OFFICES™

- GROUP 1: Less than \$27,500 in annual revenue; less than 2 hours of workload daily (3061)
- GROUP 2: Less than \$600,000 in annual revenue; 5 or more access points within 2 miles (385)
- GROUP 3: Less than \$1million in annual revenue; 5 or more access points within 0.5 miles (188)
  - GROUP 4: Offices currently suspended (19)







## **Characteristics of Low Activity Post Offices**



- Workload per day
- → Low foot traffic
- → Low revenue
- Proximity to other access points
- Ineffective locations





#### **SMALL BUSINESS BENEFITS**

- Added foot traffic
- Greater sales

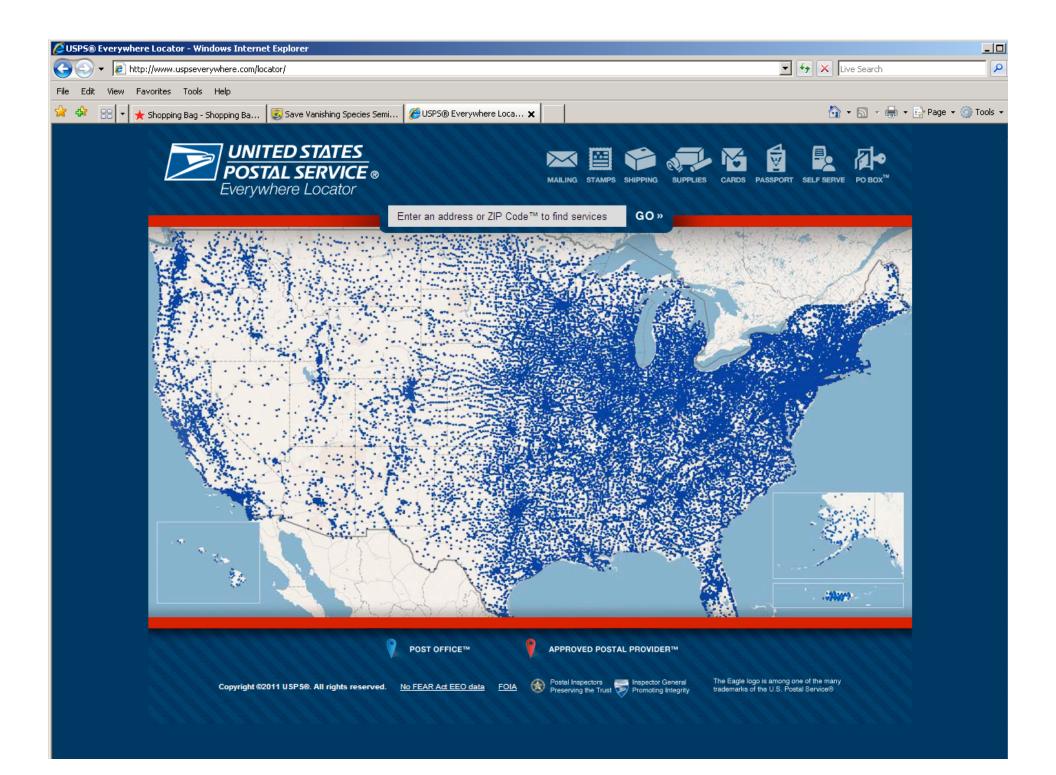
#### **CUSTOMER BENEFITS**

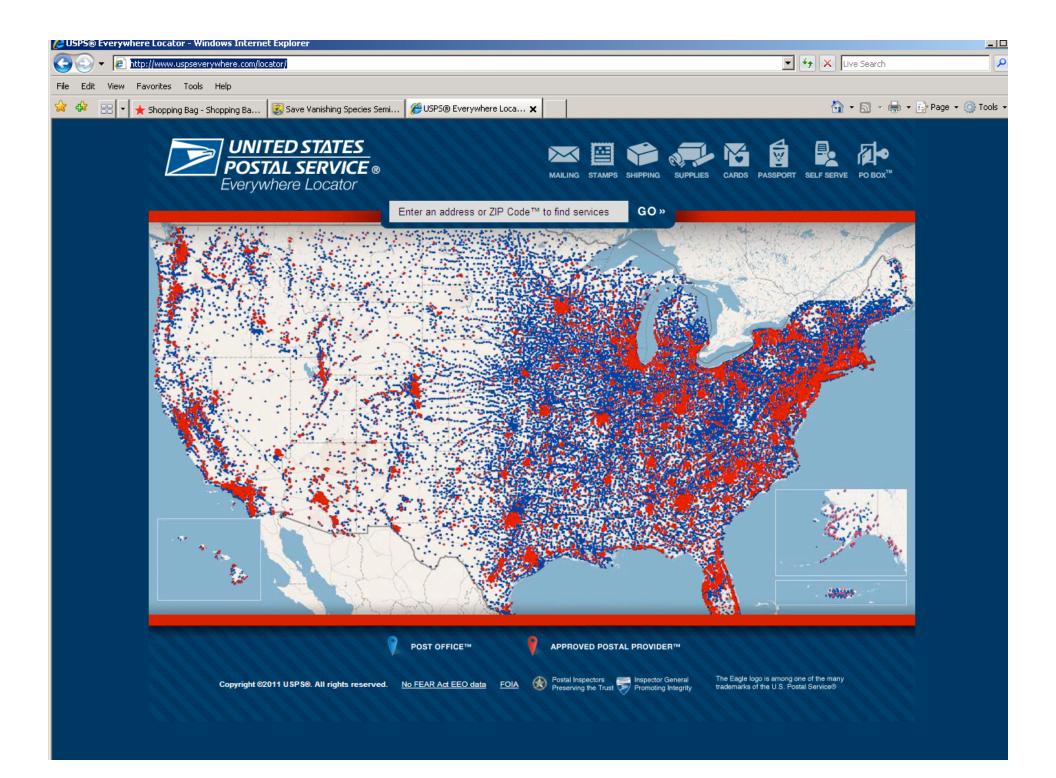
- Purchase stamps and flat rate products
- Expanded hours
- Weekend service
- Convenient locations
- Better customer experience

#### **COMMUNITY BENEFITS**

- Maintains ZIP Code
- Preserves small business presence
- Maintains postal presence

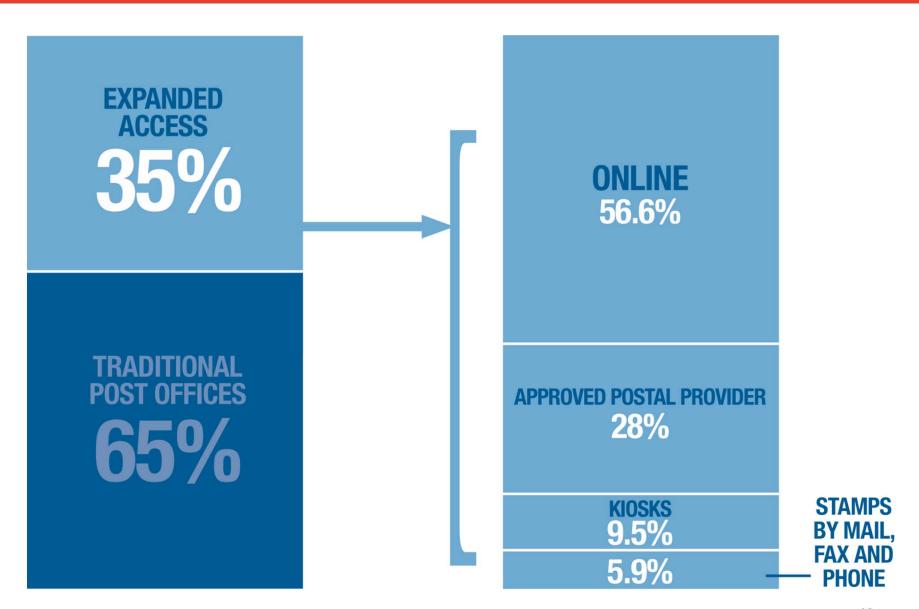








### **Retail Access Mix**





# **USPS** Retail Iconography

