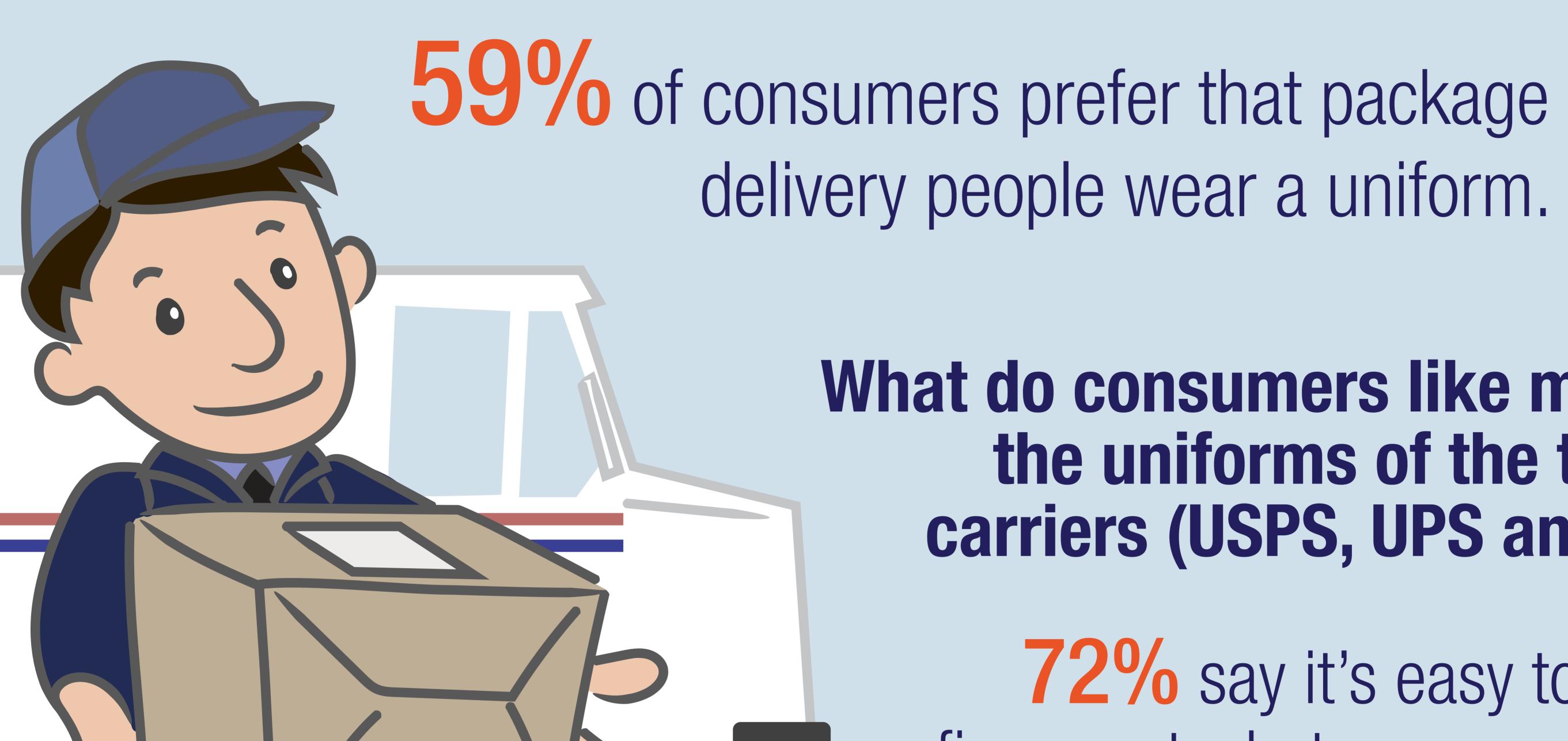


DC CLOTHES

Is it important that our delivery people wear uniforms? Endicia surveyed 1,000+ consumers to find out. Here are the results:

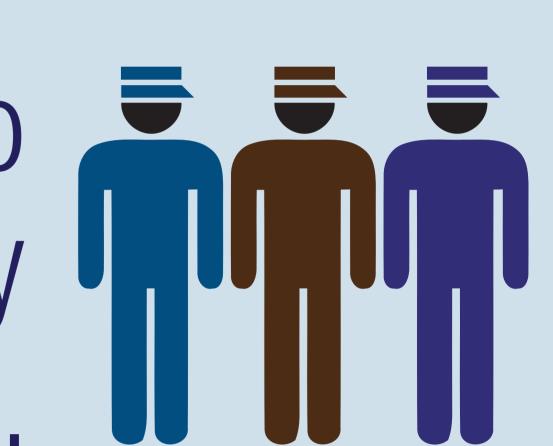
Consumers Want to Know Who's at the Door





What do consumers like most about the uniforms of the traditional carriers (USPS, UPS and FedEx)?

72% say it's easy to figure out what company they're from.



Easy Recognition is Key

What are some concerns with delivery people in street clothes?

68% of respondents say that without the delivery person's uniform, they won't recognize the reason this person is at the door.

40% of respondents say the person might be dangerous.

12% don't have any concerns.



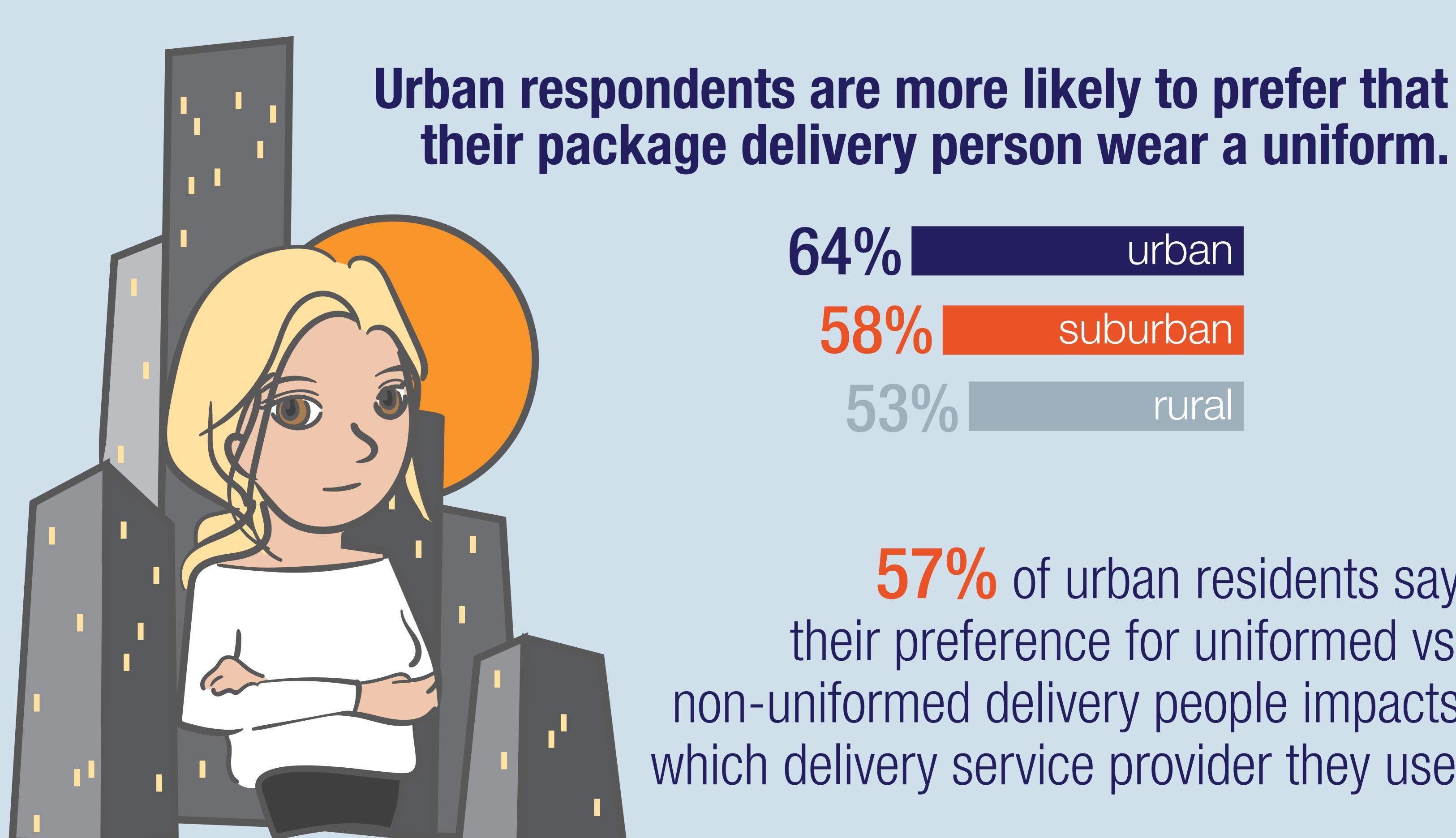
What's not tolerable from a delivery person in street clothes?

40% say dirty or ripped shirts or pants.



City Dwellers Prefer Uniformed Delivery

More Than Their Rural and Suburban Counterparts



64%	urban
58%	suburban
53%	rural

57% of urban residents say their preference for uniformed vs. non-uniformed delivery people impacts which delivery service provider they use.