



Survey Results & Analysis for

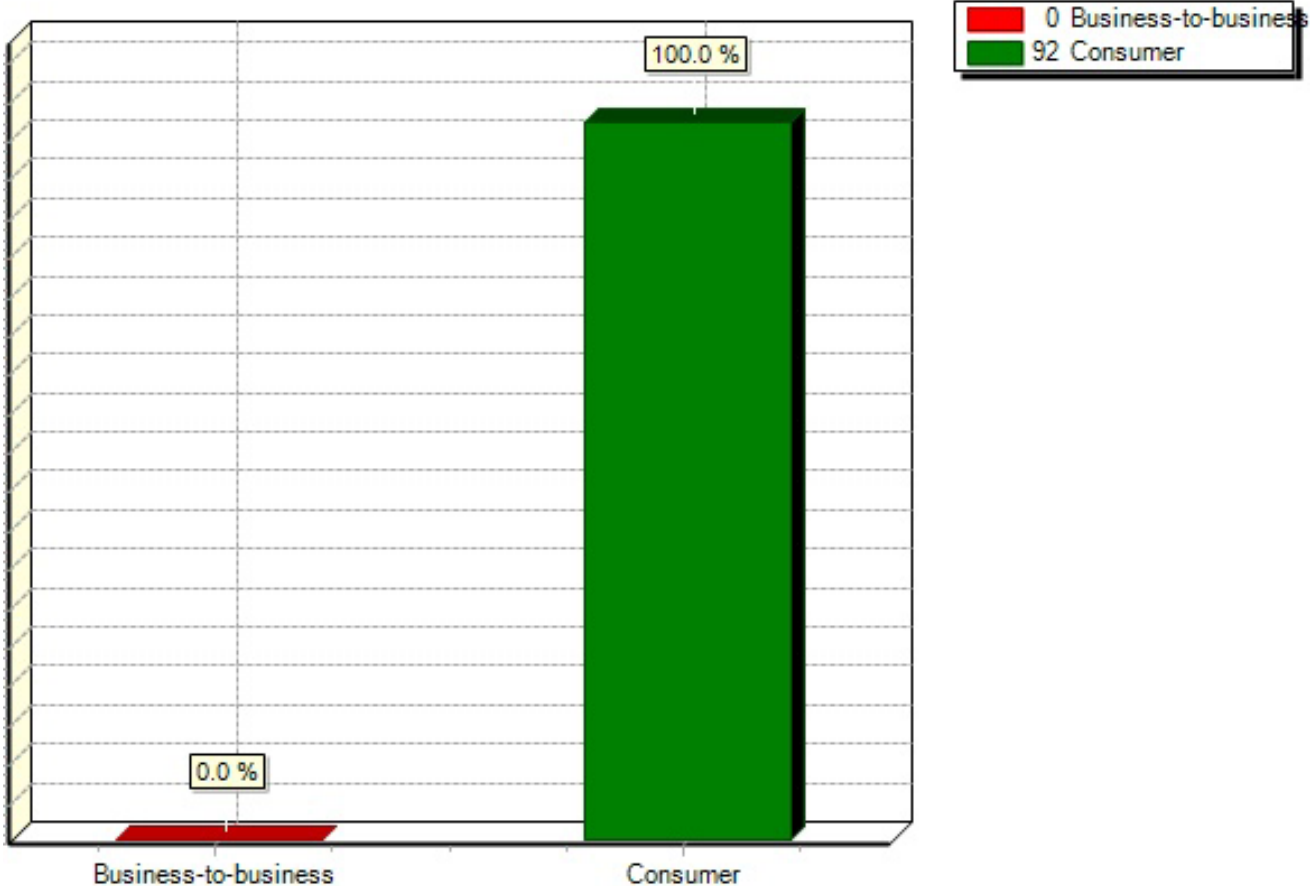
Catalog Mailing and Marketing Survey
Consumer Responses

Executive Summary

This report contains a detailed statistical analysis of the results to the survey titled *Catalog Mailing and Marketing Survey*. The results analysis includes answers from all respondents who took the survey in the 13-day period from Wednesday, August 20, 2008 to Tuesday, September 02, 2008. 92 completed responses were received to the survey during this time.

Consumer Responses

1. Is your catalog primarily business-to-business or consumer?



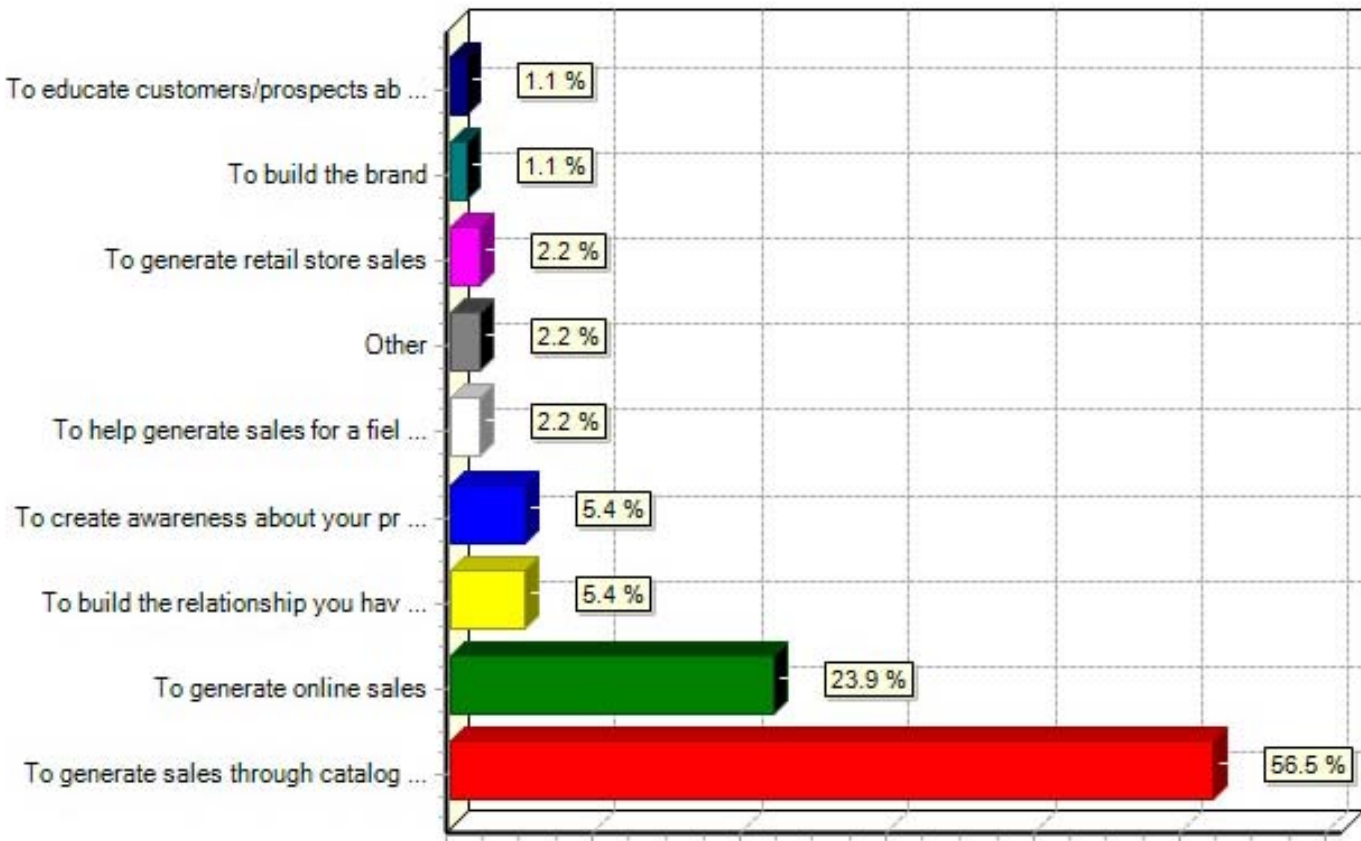
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2. What business objectives does your catalog fulfill? (Please check all that apply.)



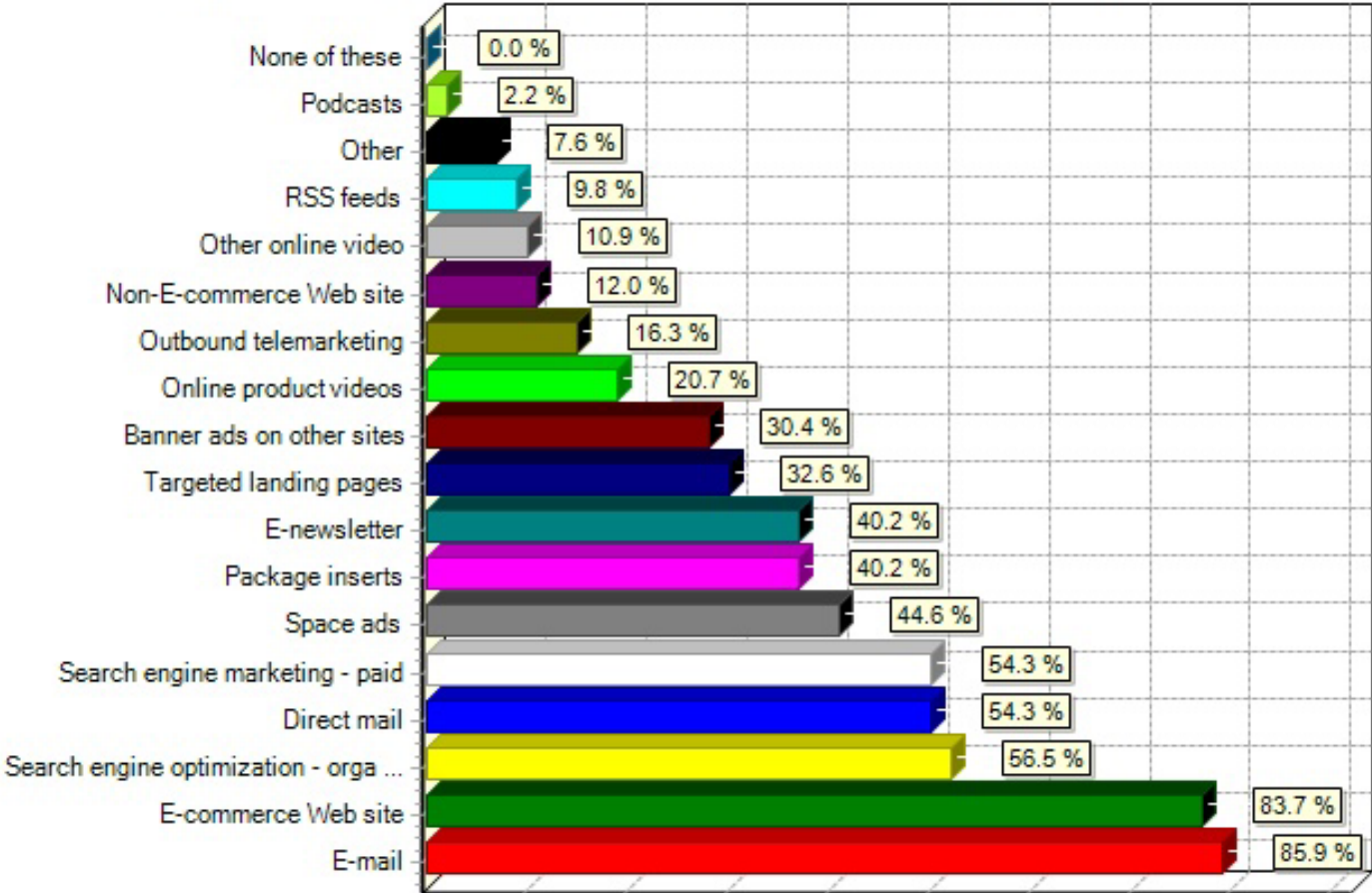
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3. What is the single most important business objective of your catalog? (Please select just one.)



Consumer Responses

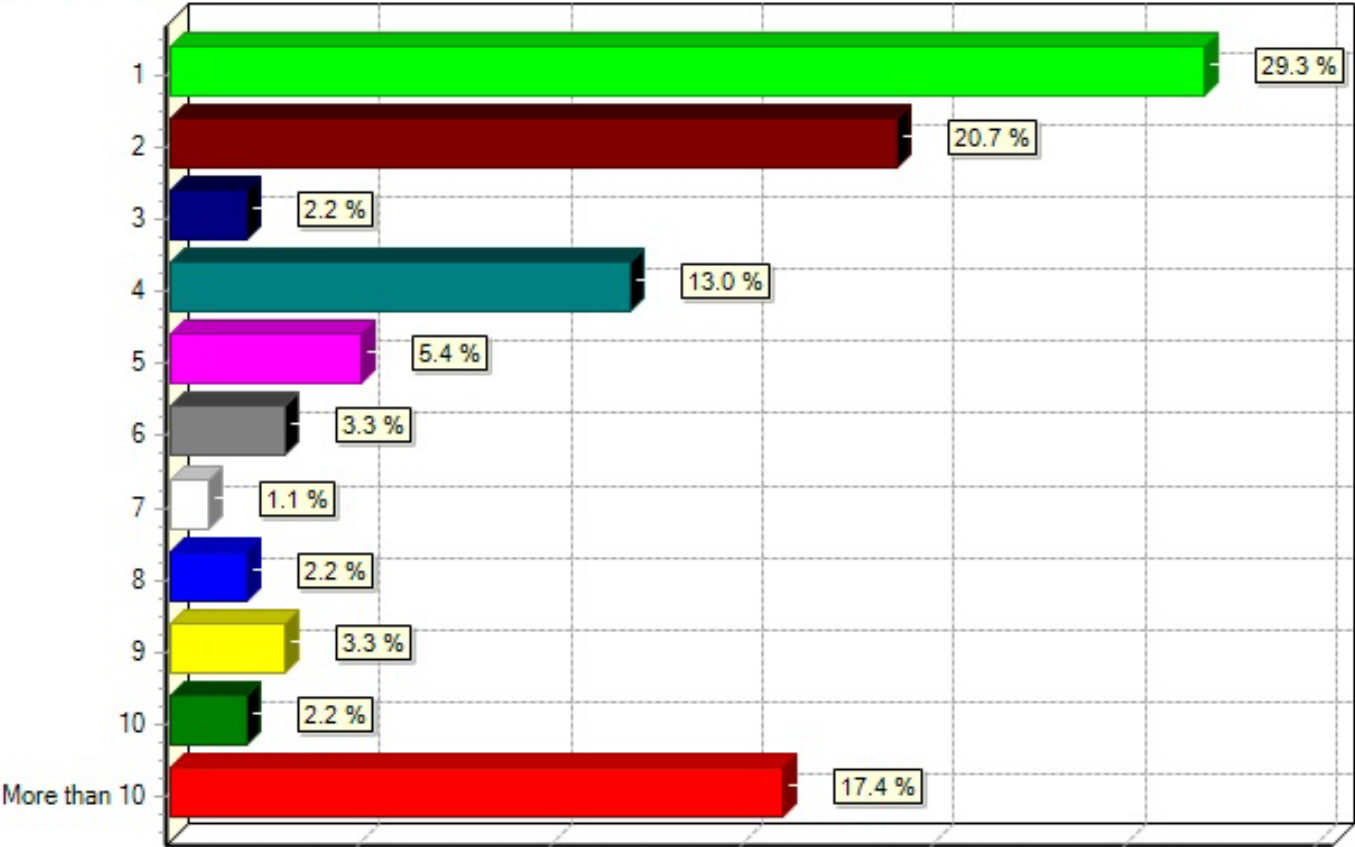
4. What other types of marketing efforts are you using in conjunction with your catalog program? (Please check all that apply.)



Consumer Responses

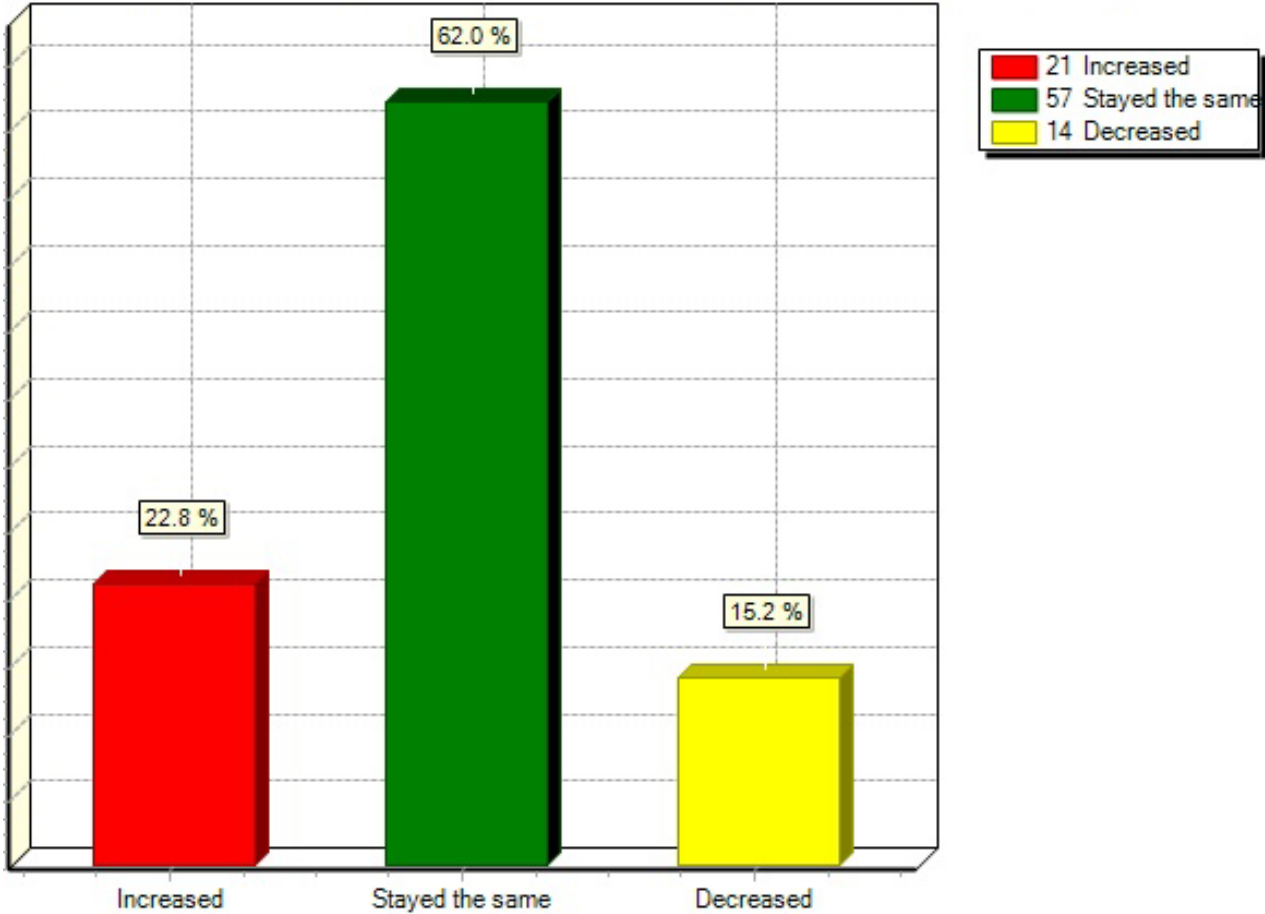
5. How many base (or primarily all-new) catalogs do you produce in a year?

Mean = 4.43



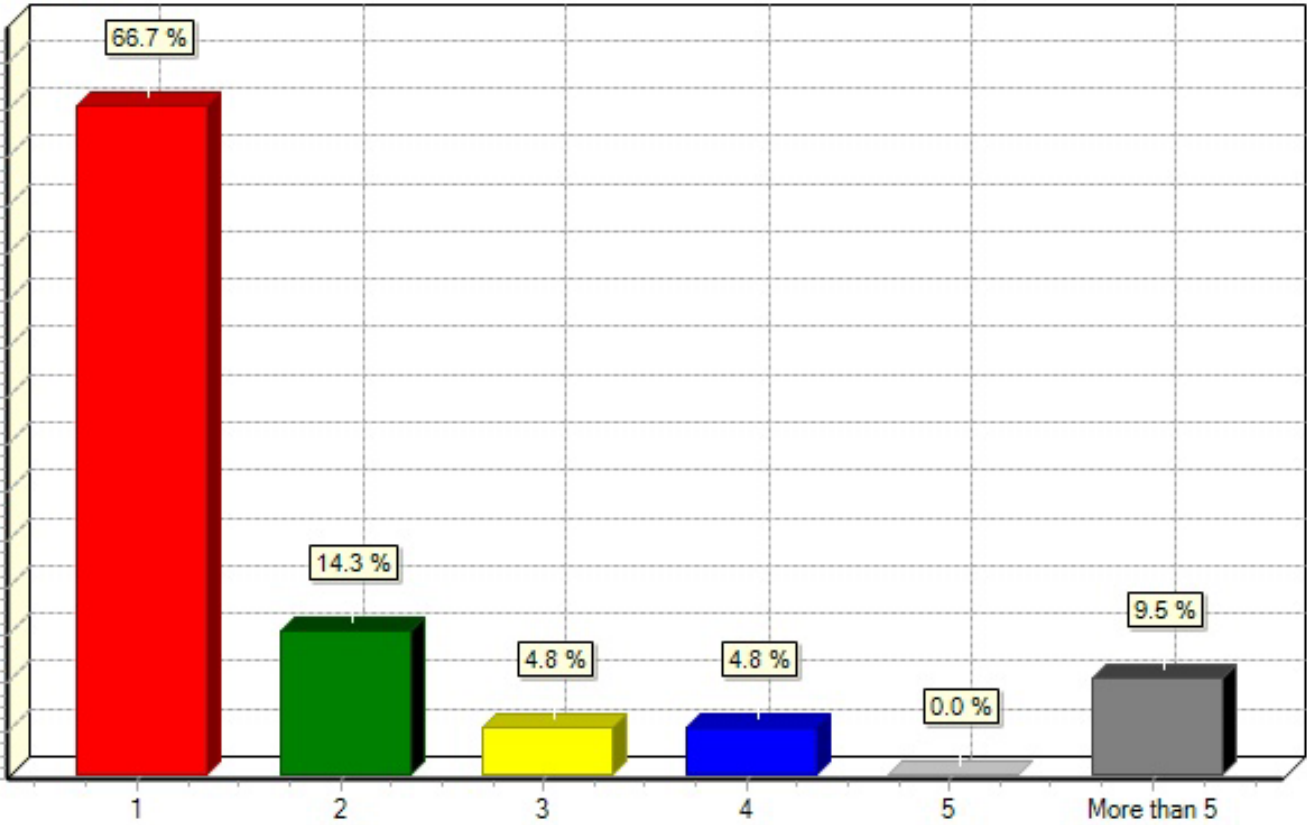
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6. When you compare the current year to last year, did the number of your base catalogs (primarily all-new) increase, decrease or stay the same?



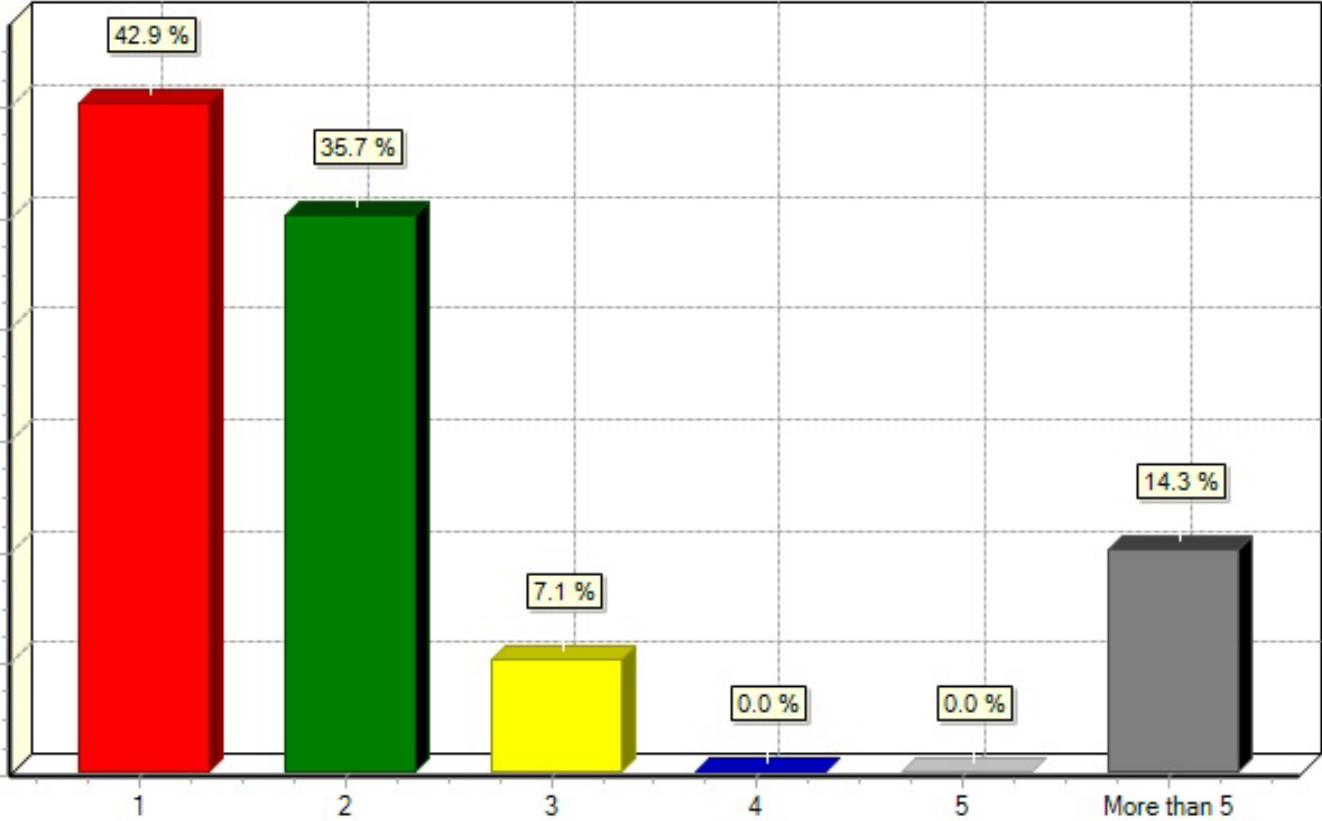
Consumer Responses

7. How many more base catalogs do you have in the current year compared to last year?



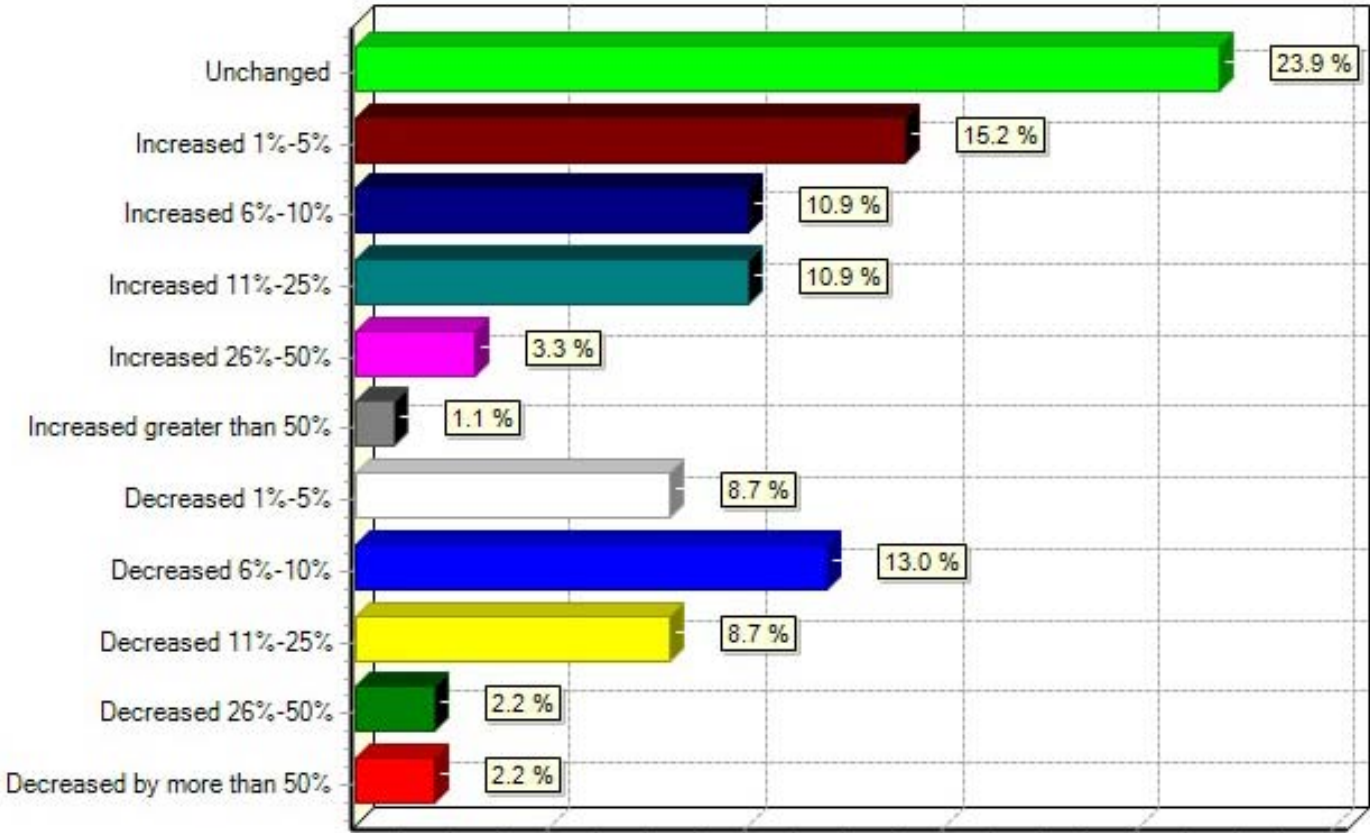
Consumer Responses

8. How many fewer base catalogs do you have in the current year compared to last year?



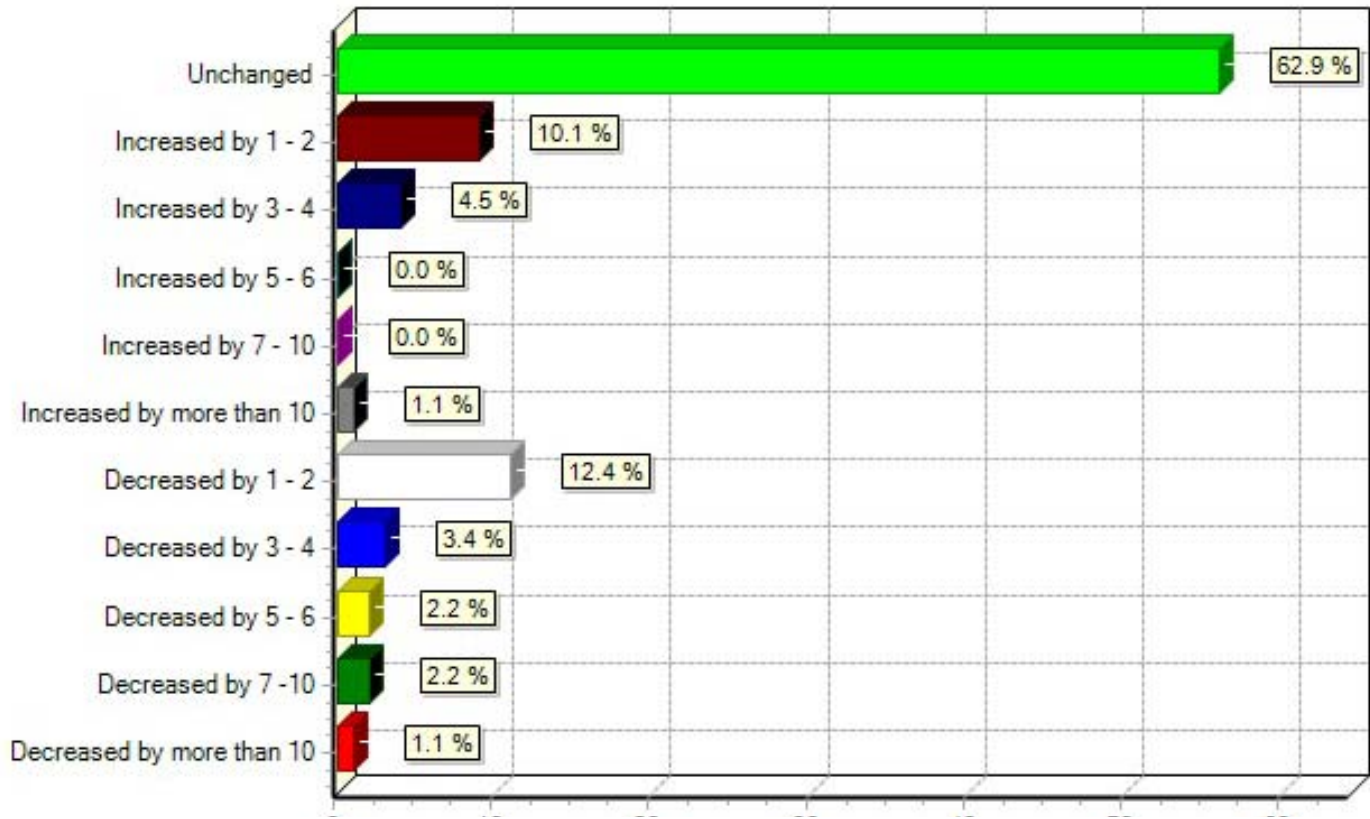
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9. By how much is your circulation changing this year compared to last year?



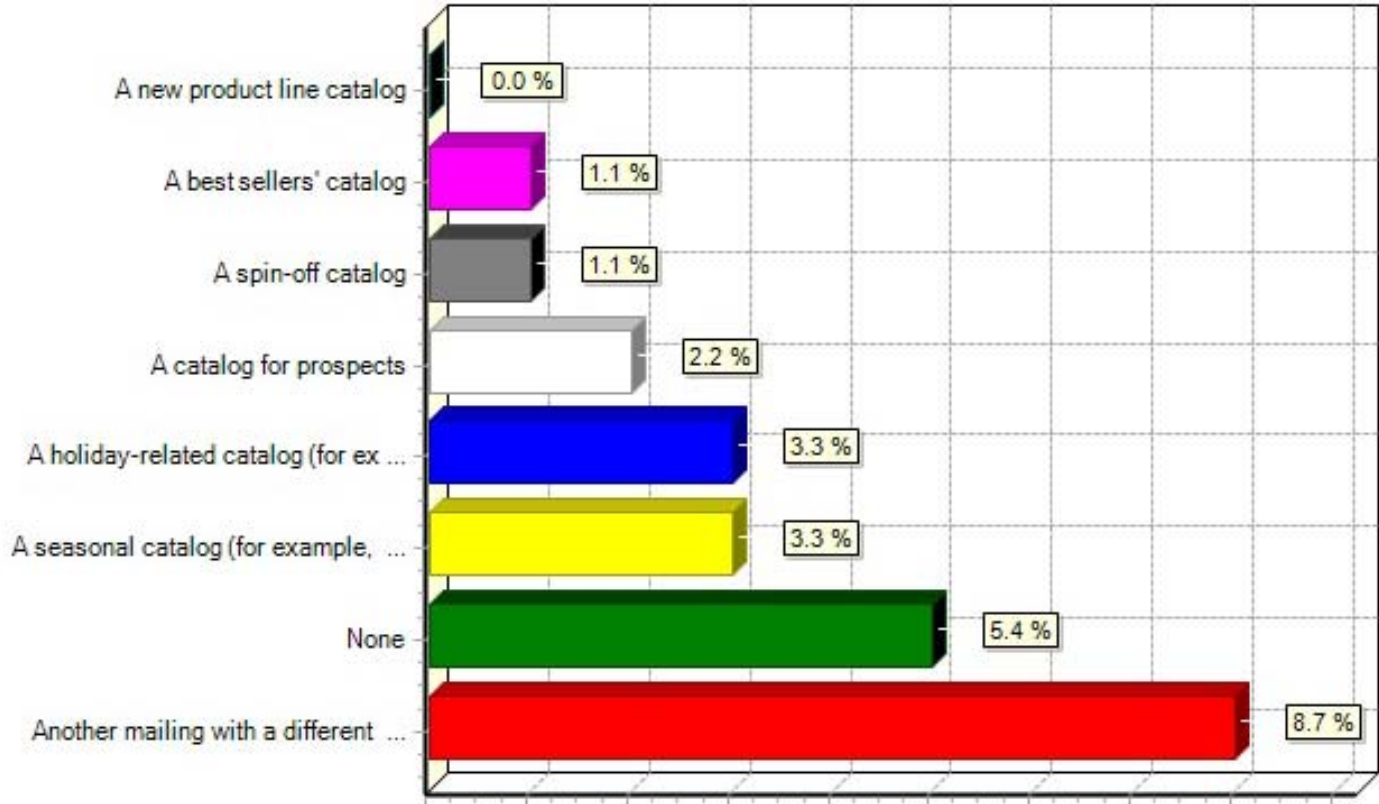
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10. By how much is the amount of your catalog drops changing compared to last year?



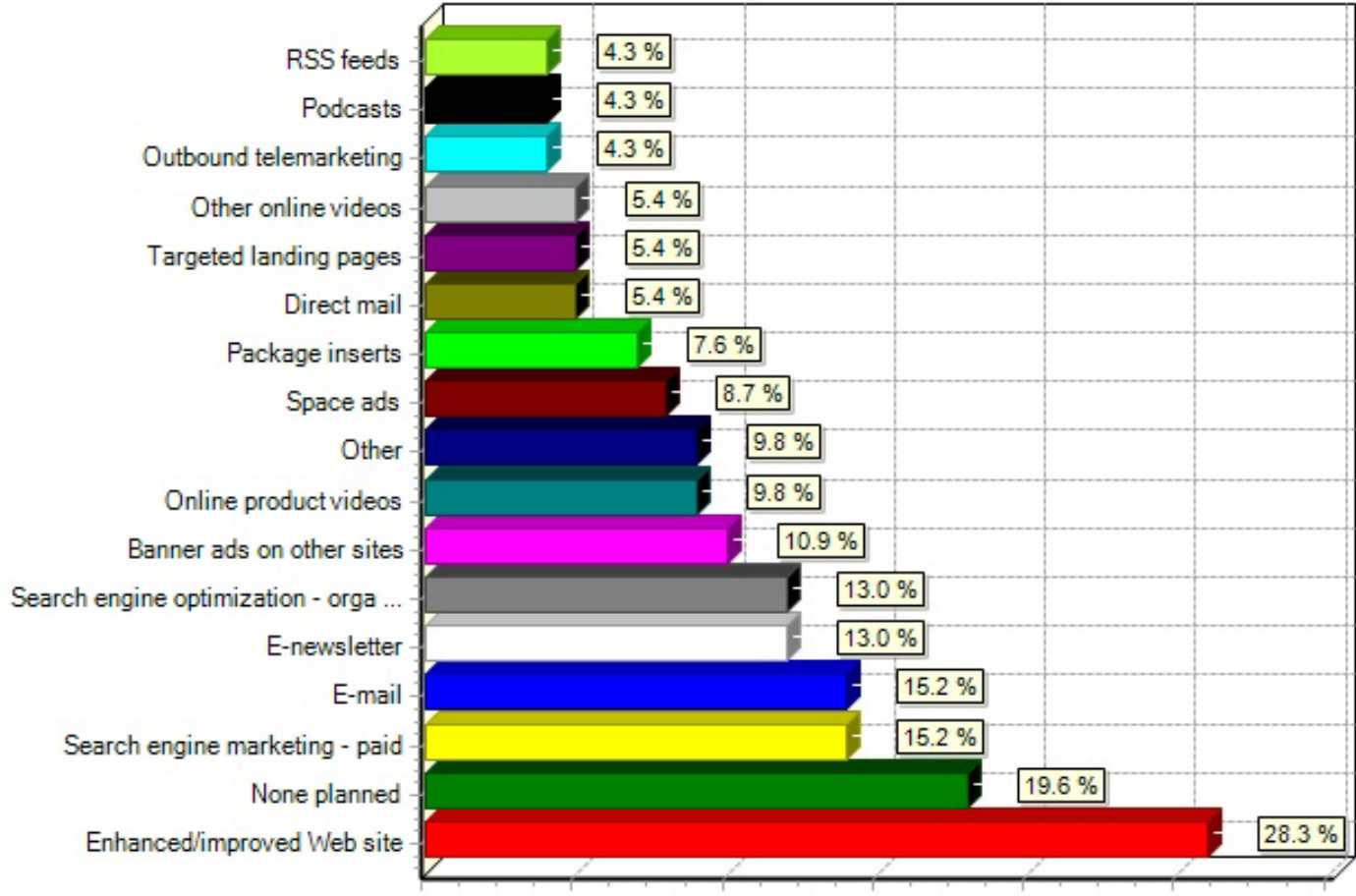
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11. What types of drops did you add this year? (Please select all that apply.)



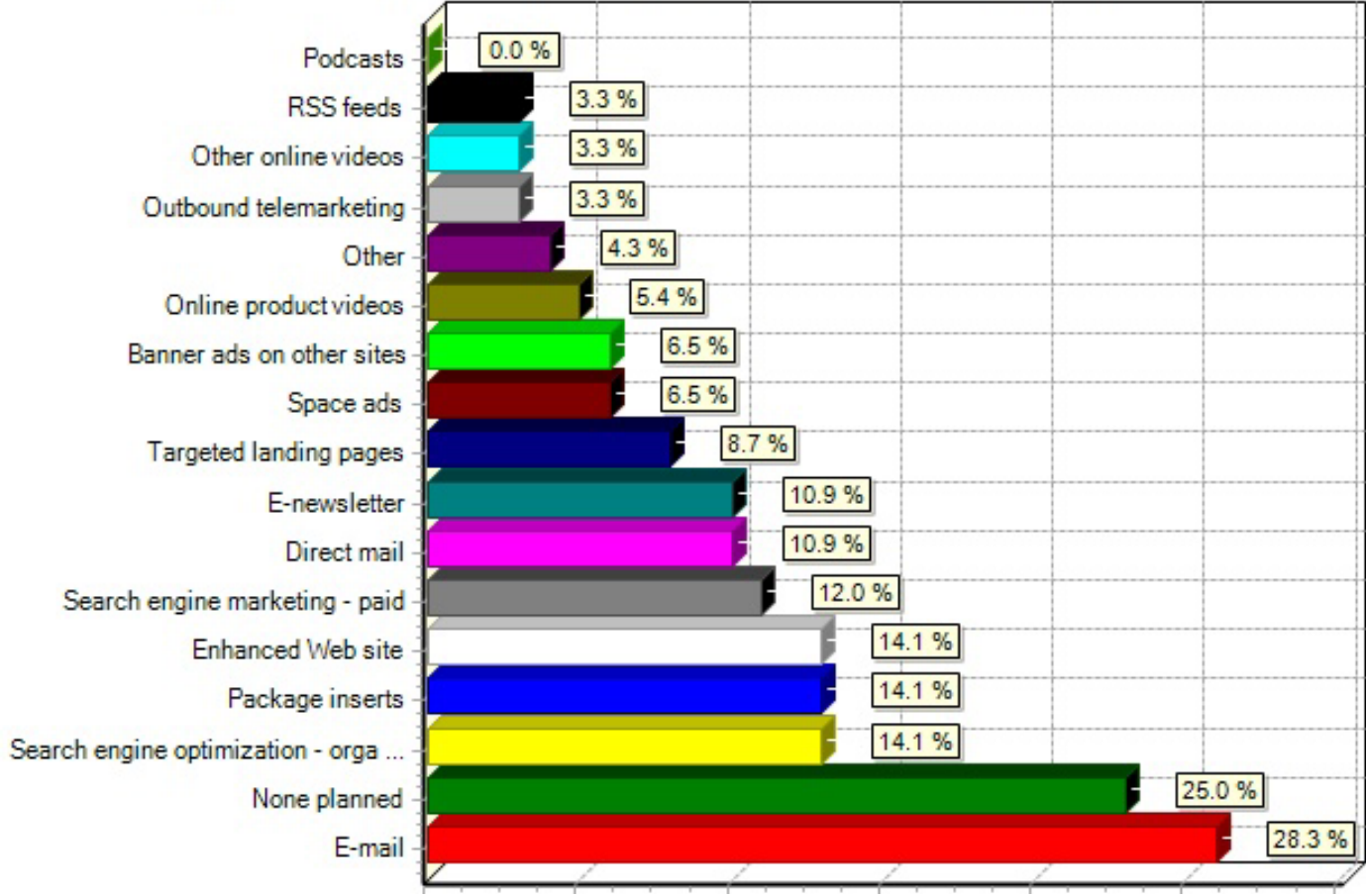
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12. What other types of NEW marketing efforts are you planning to add to your overall program in the near future? (Please select all that apply.)



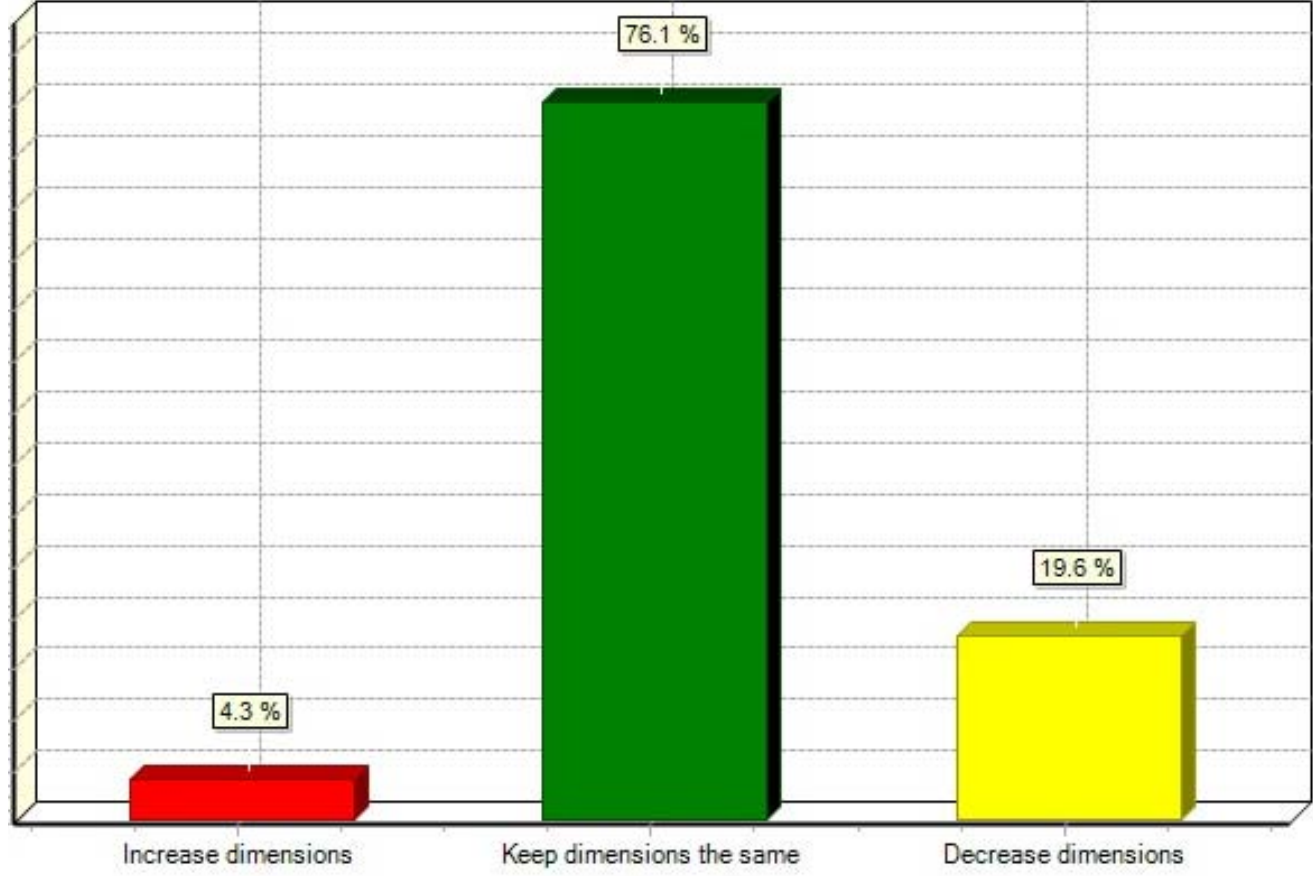
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13. What other types of marketing efforts are you using to replace the eliminated catalog drops? (Please select all that apply.)



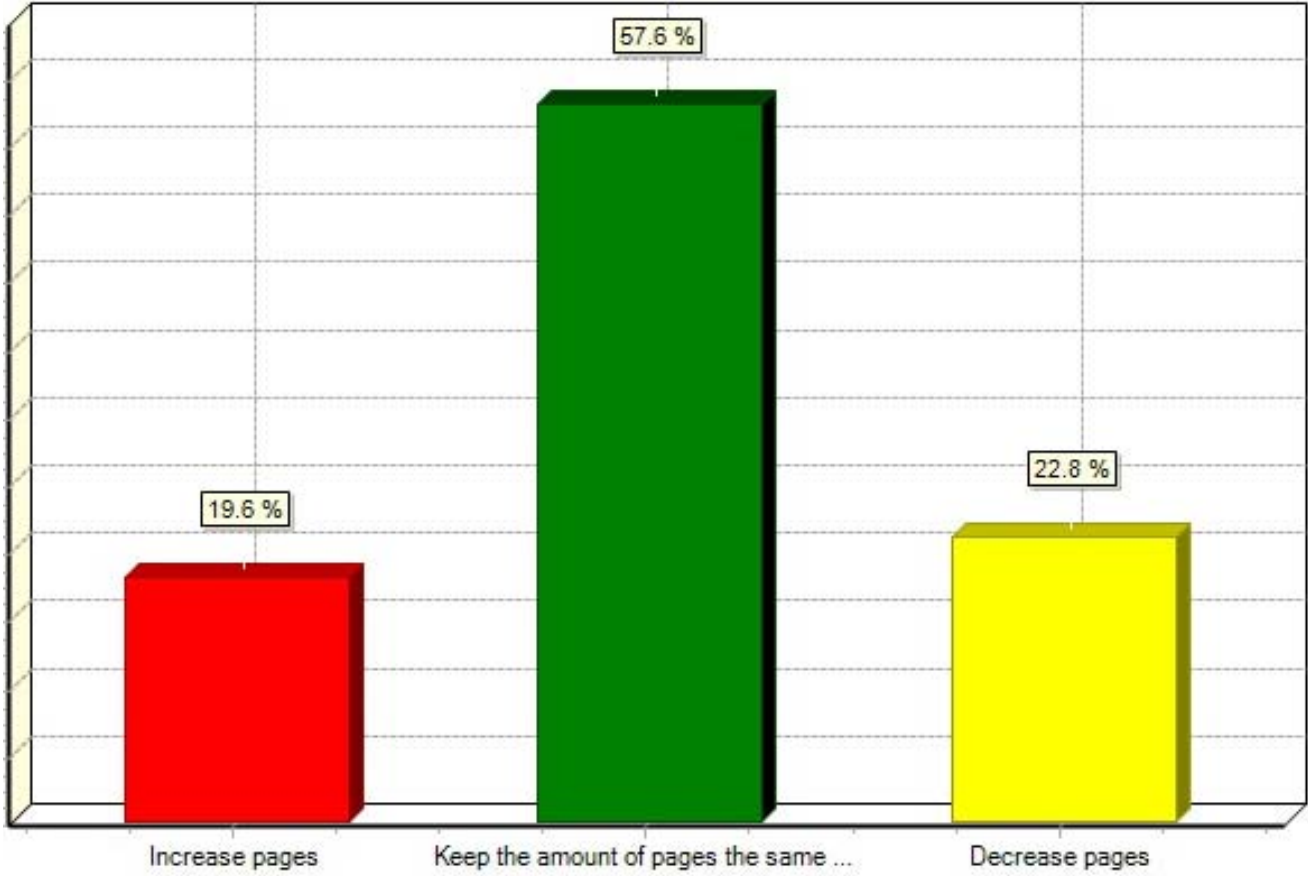
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14. This year, have you or will you change the dimensions (trim size) of your catalog?



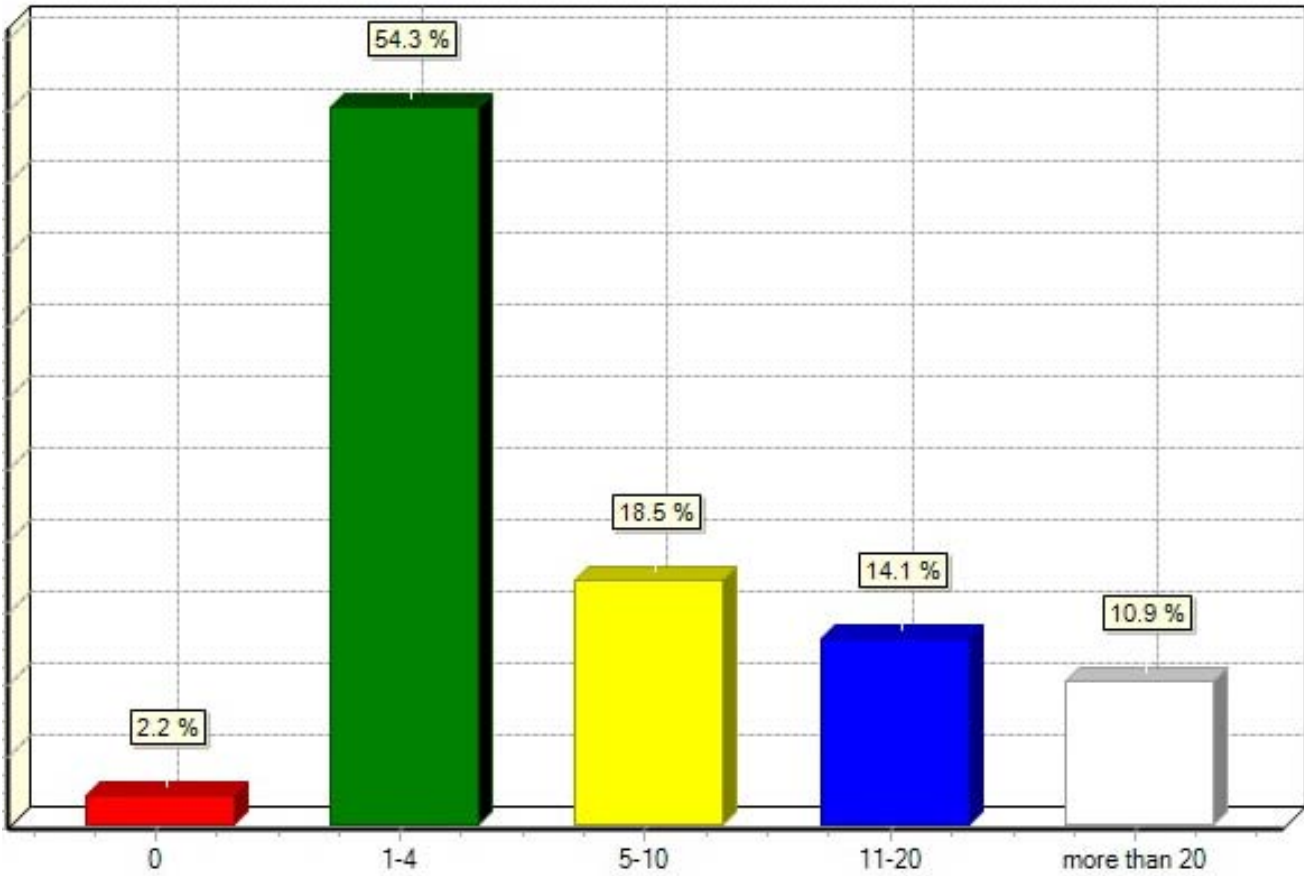
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15. Compared to last year, how will your total catalog page count change?



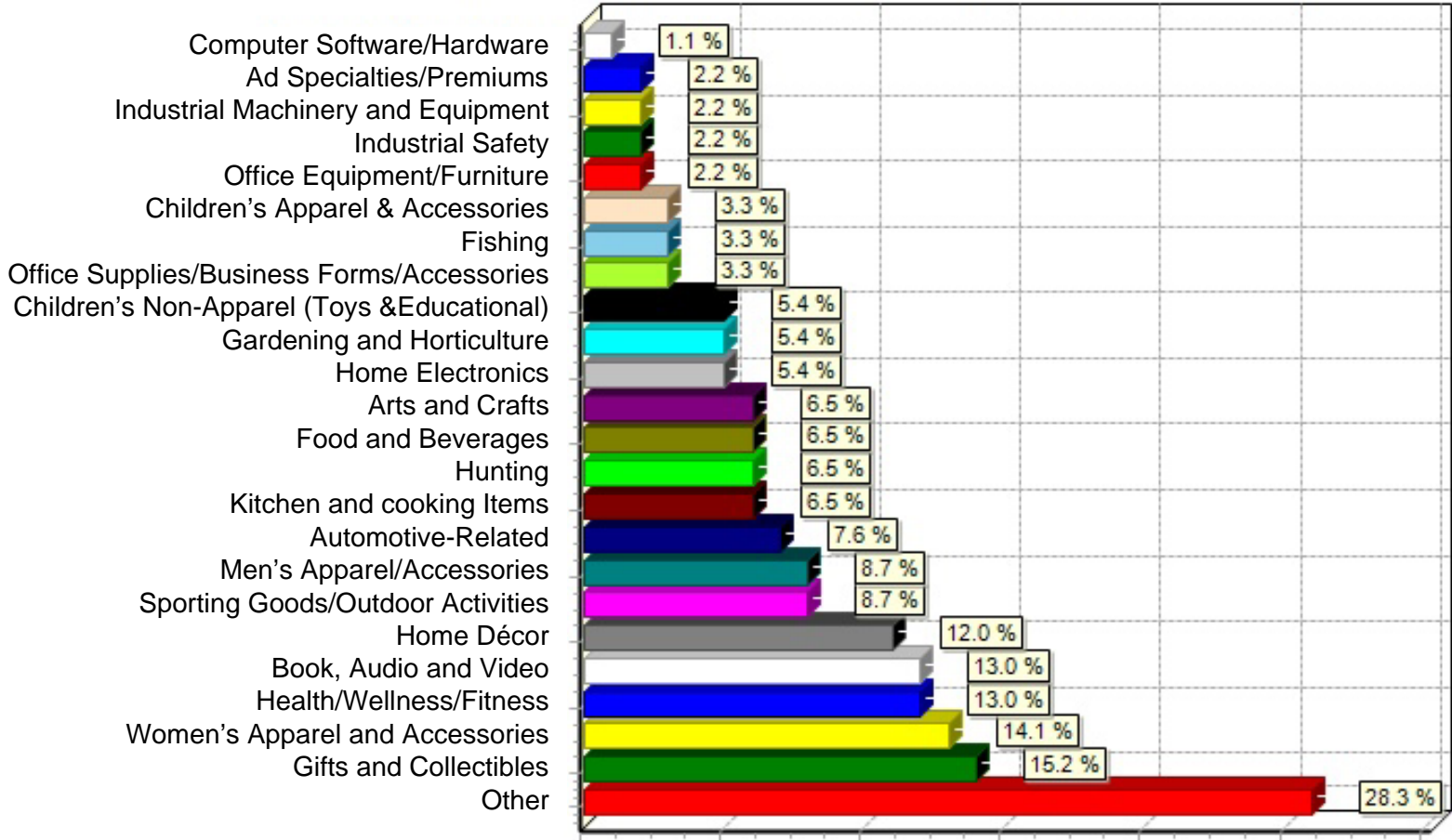
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16. How many times per year do you mail your catalog to your best customers?



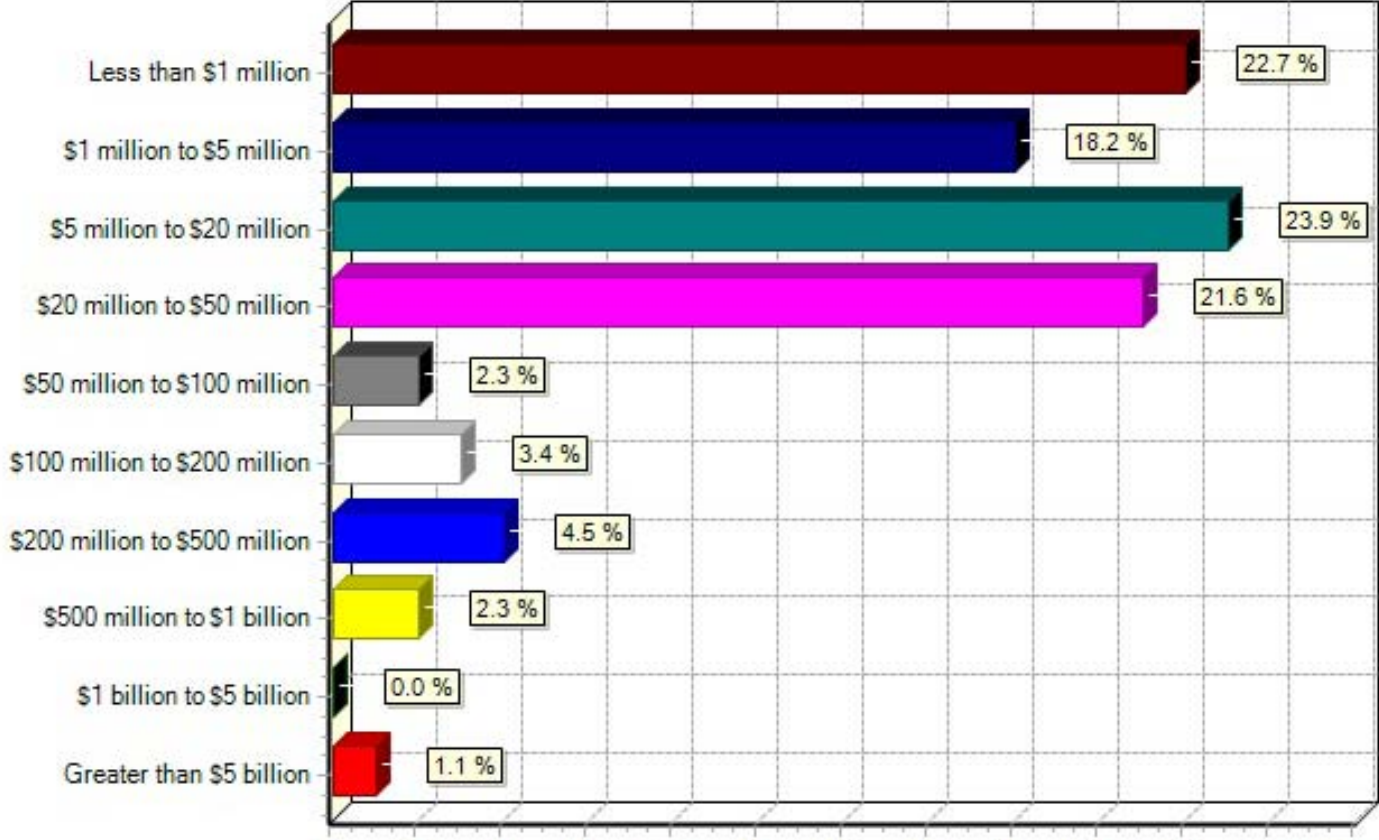
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17. Please indicate which product category best describes what your catalog sells. (Please select all that apply.)



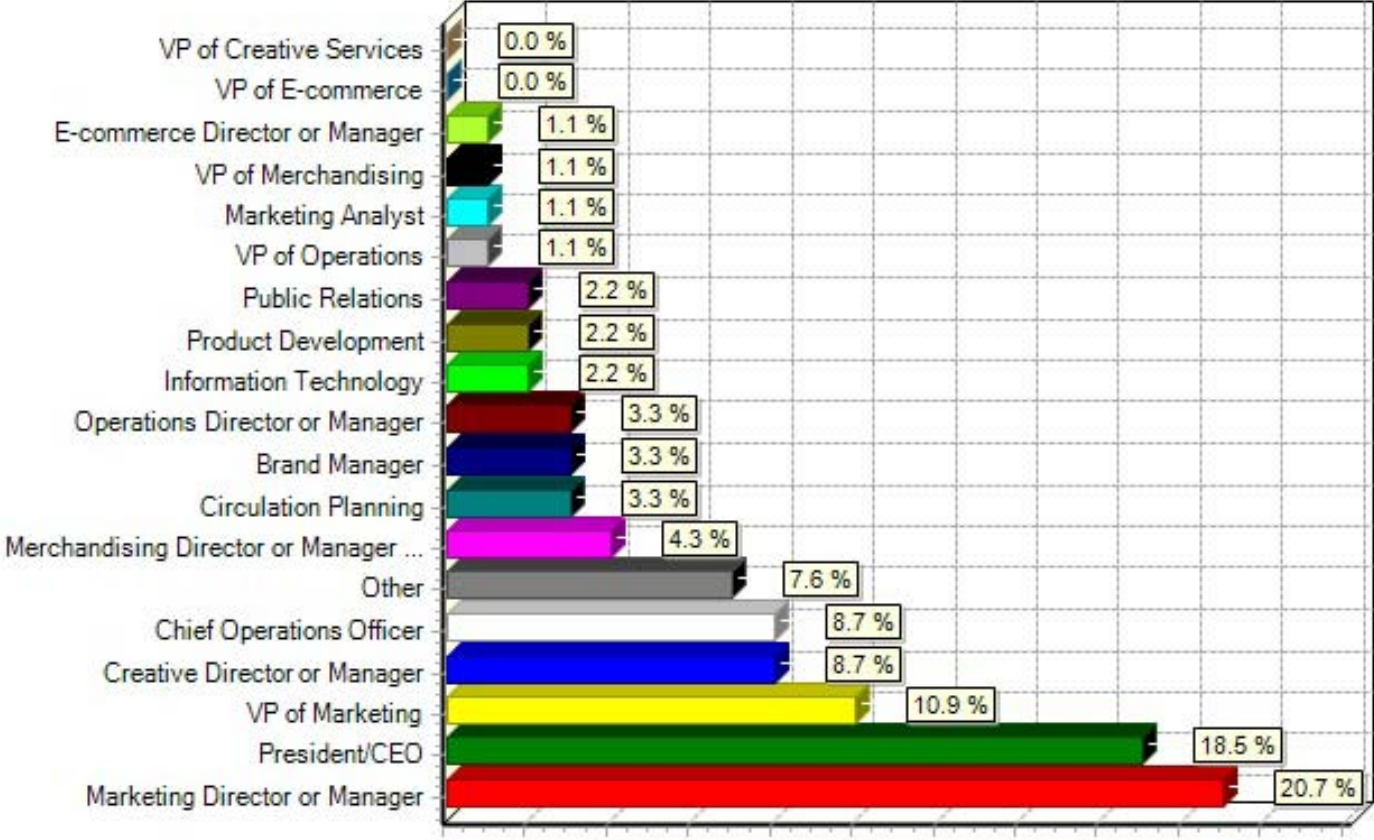
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18. Please indicate your annual combined catalog- and Web-based sales.



Consumer Responses

19. Please select which job description best describes your role with your company.



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