

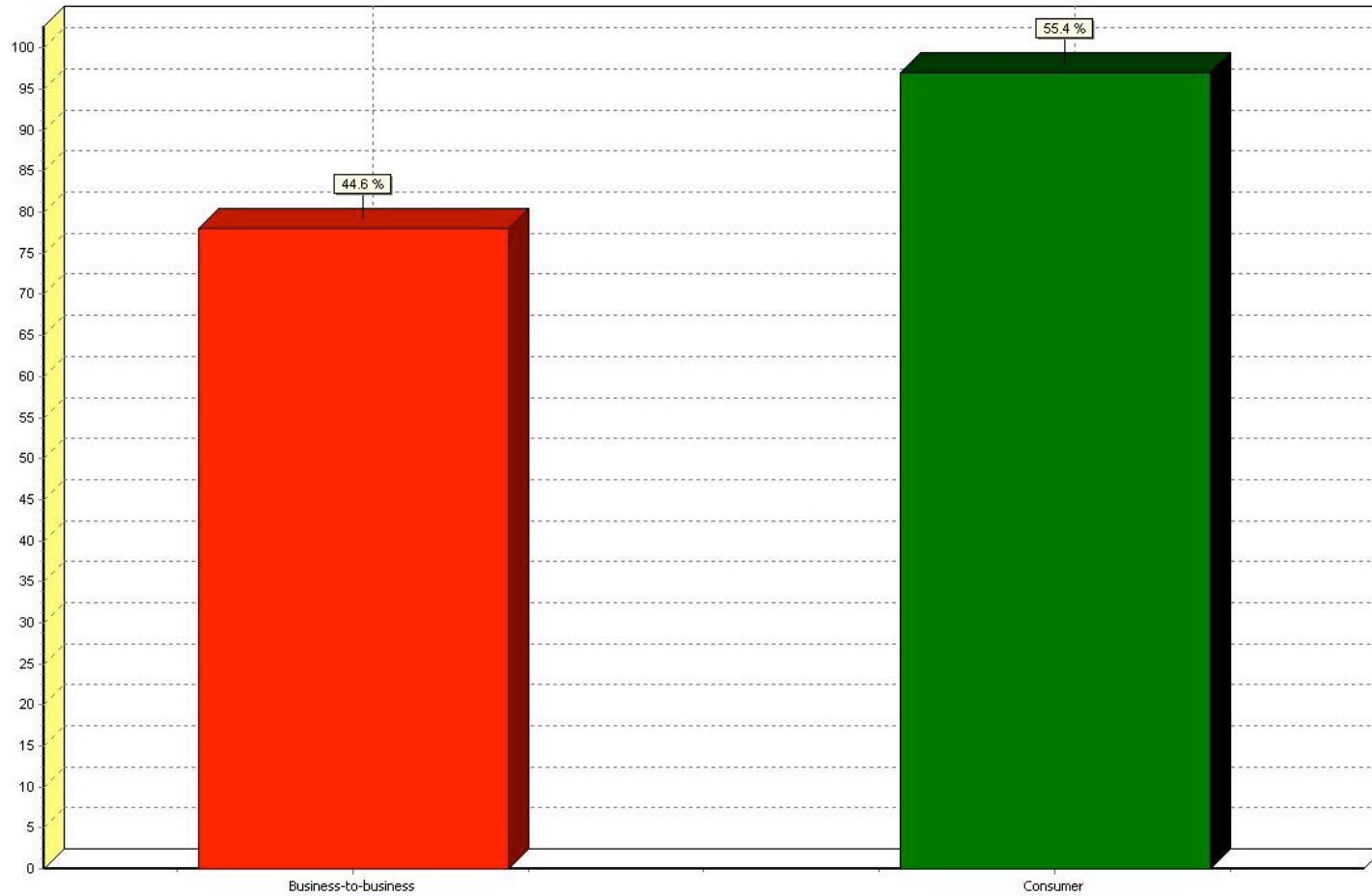


Survey Results & Analysis for Catalog Mailing and Marketing Survey All Responses

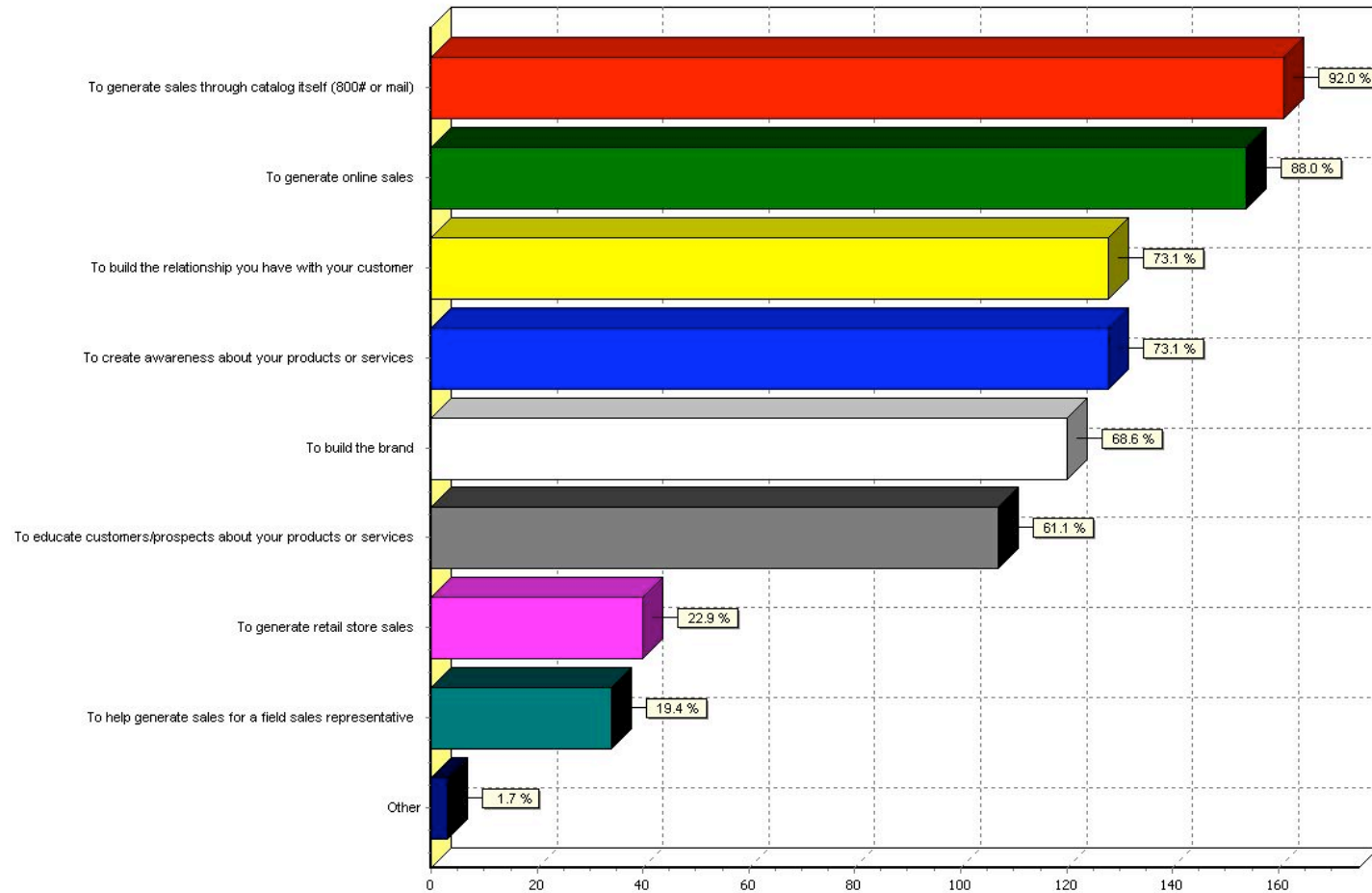
Executive Summary

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 15 day period from Tuesday, August 21, 2007 to Tuesday, September 4, 2007. 261 people entered the survey. 86 were screened out leaving 175 completed responses to the survey during this time.

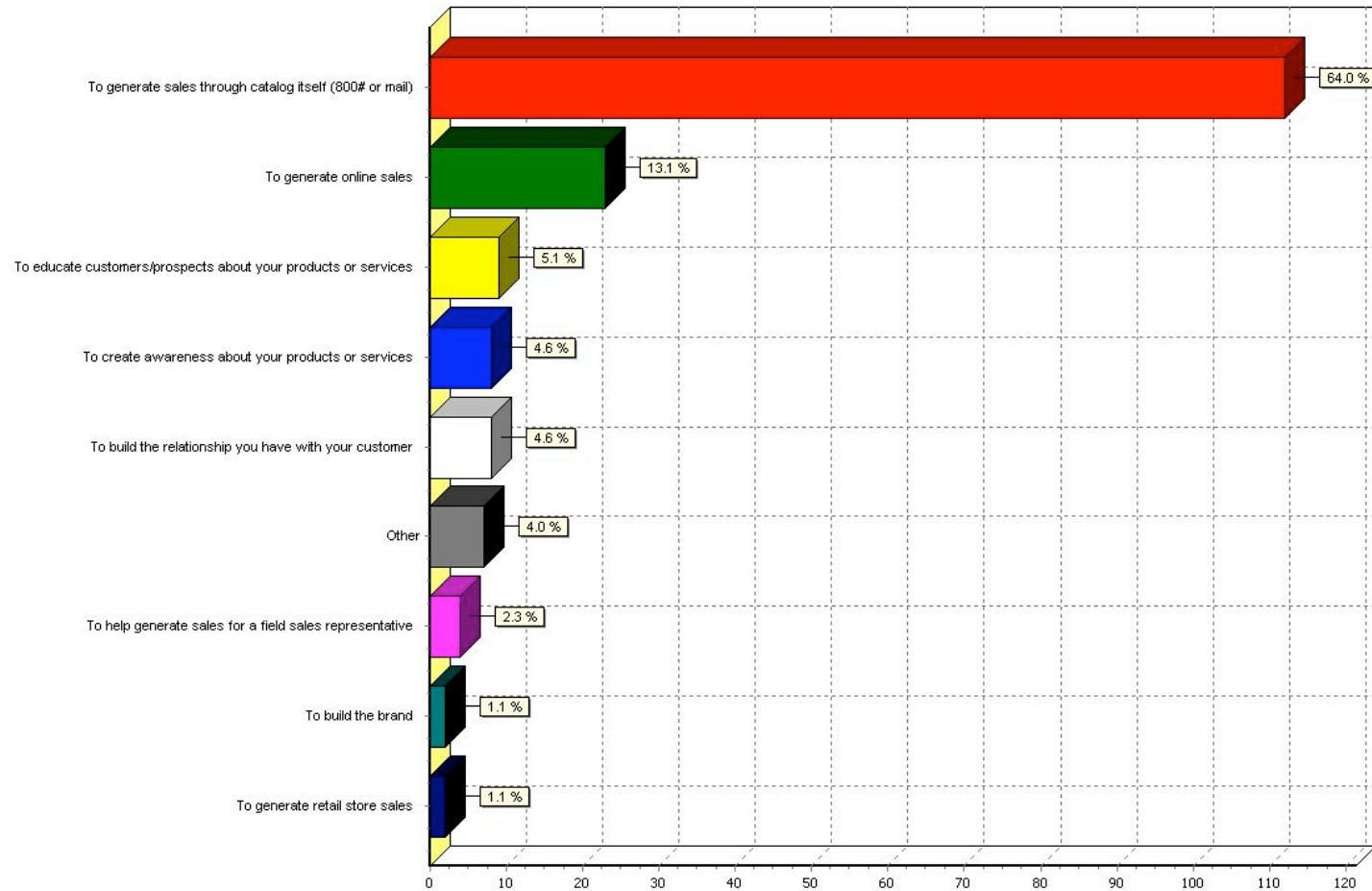
1) Is your catalog primarily business-to-business or consumer?



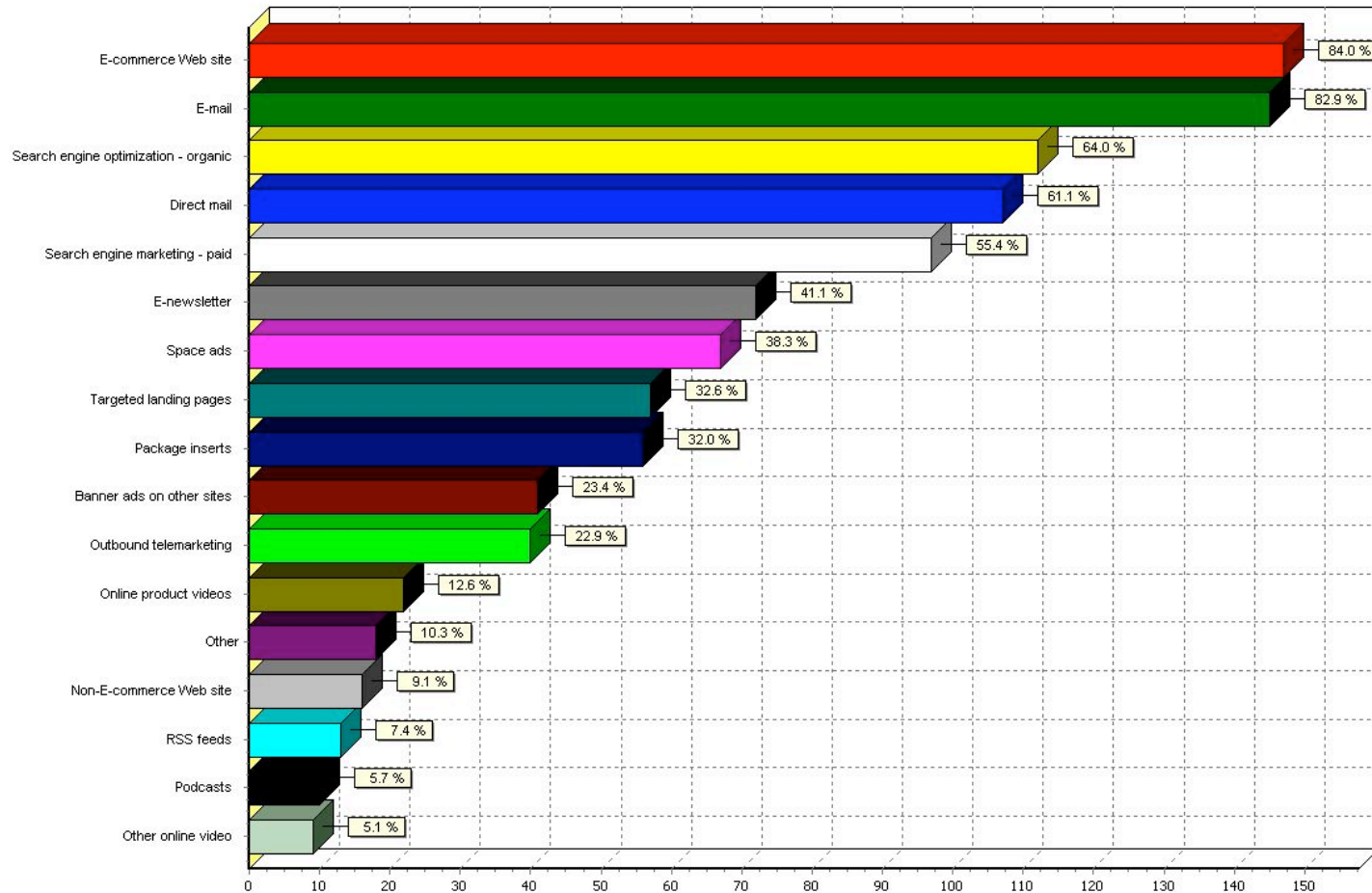
2) What business objectives does your catalog fulfill? (Please check all that apply.)



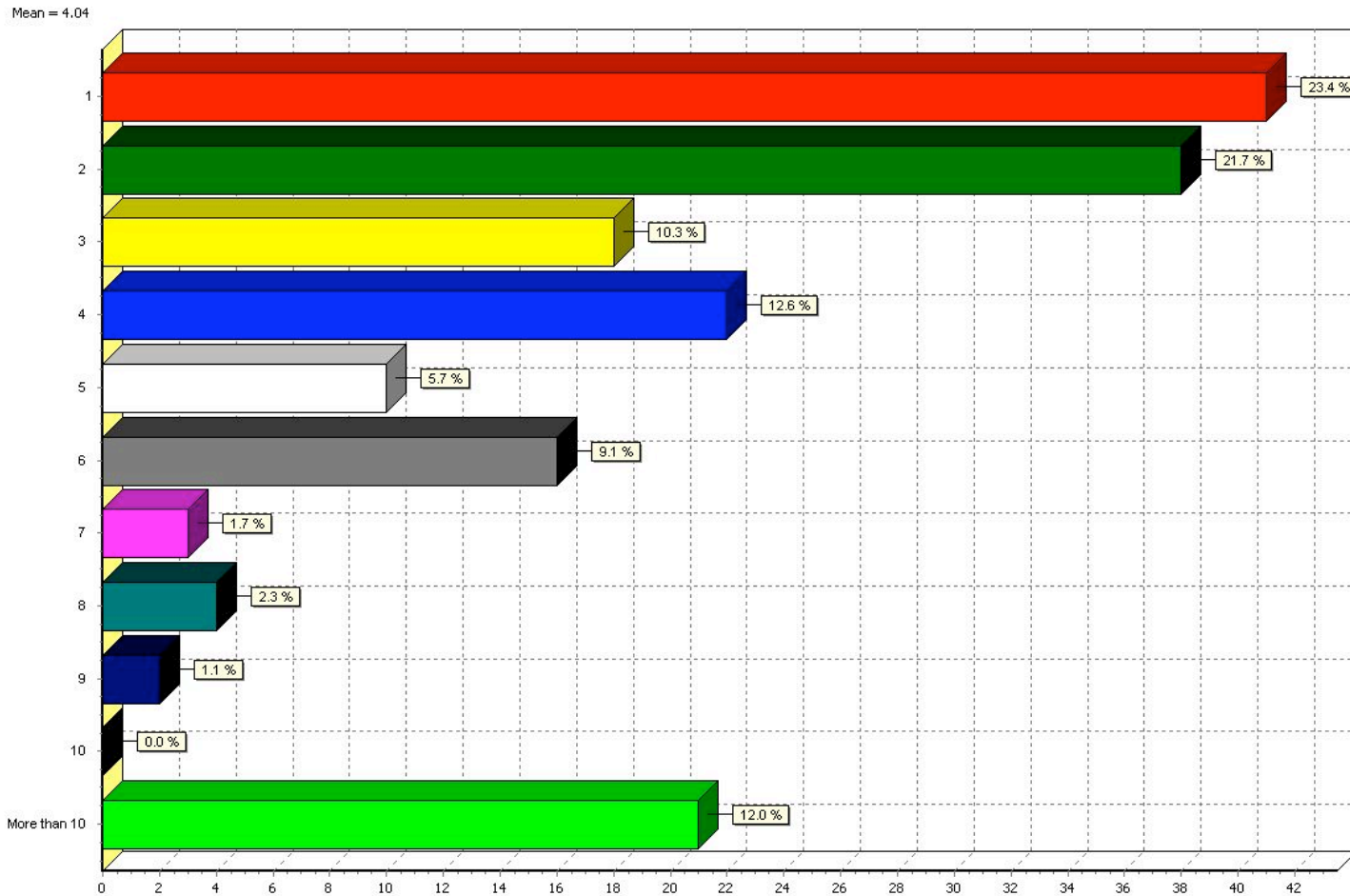
3) What is the single most important business objective of your catalog? (Please select just one.)



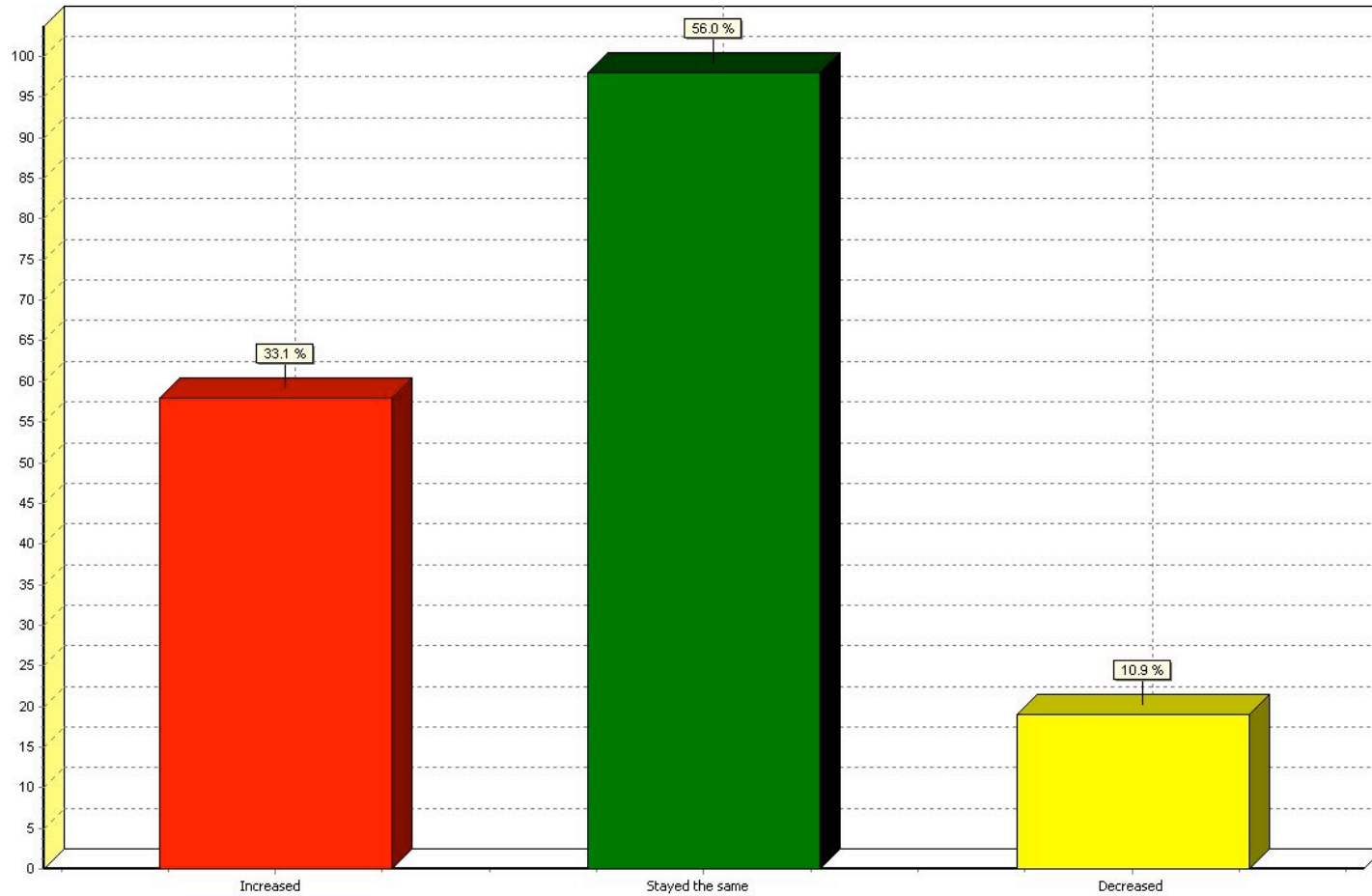
4) What other types of marketing efforts are you using in conjunction with your catalog program? (Please check all that apply.)



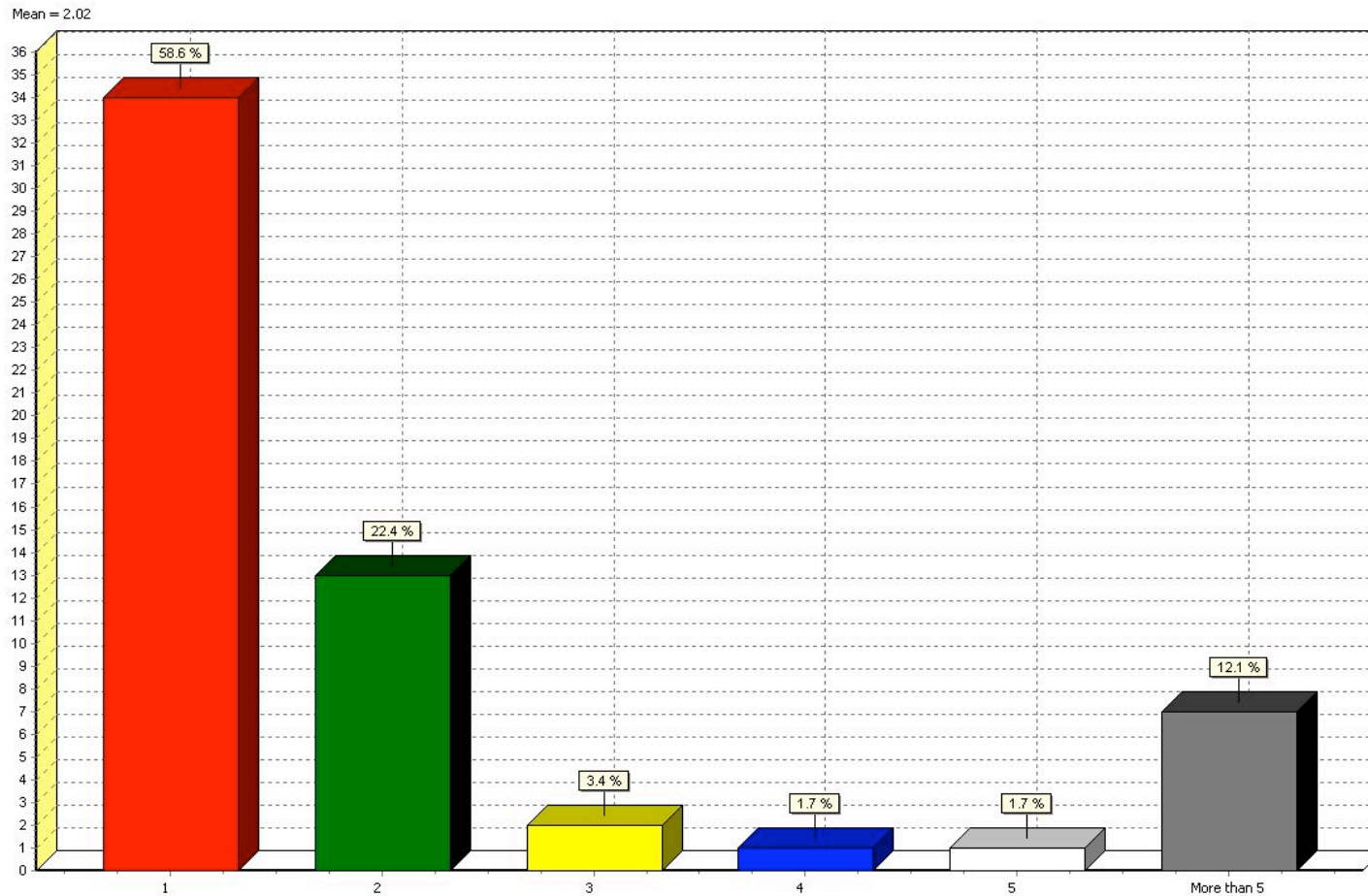
5) How many base (or primarily all-new) catalogs do you produce in a year?



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

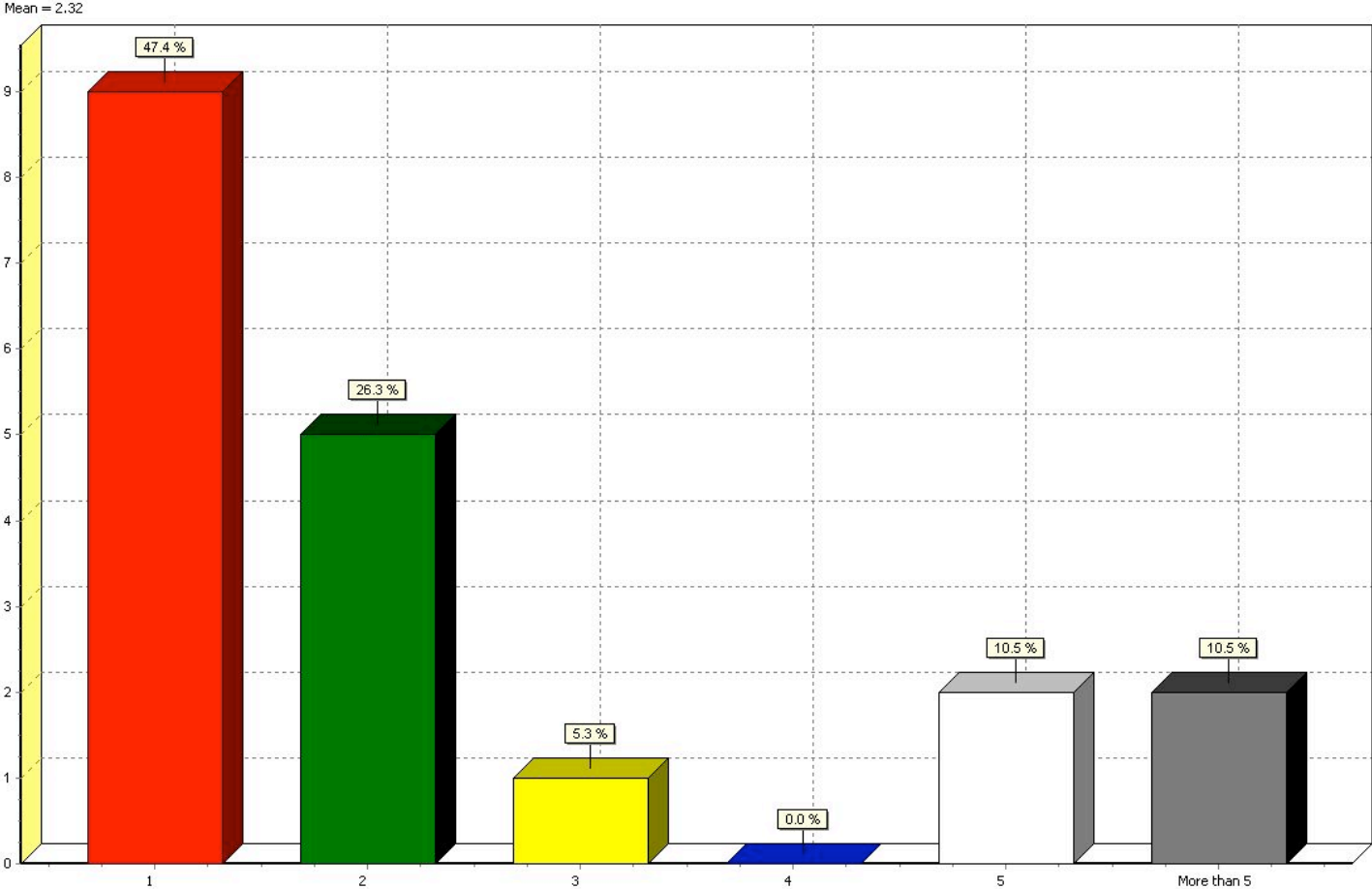


7) How many more base catalogs do you have in the current year compared to last year?

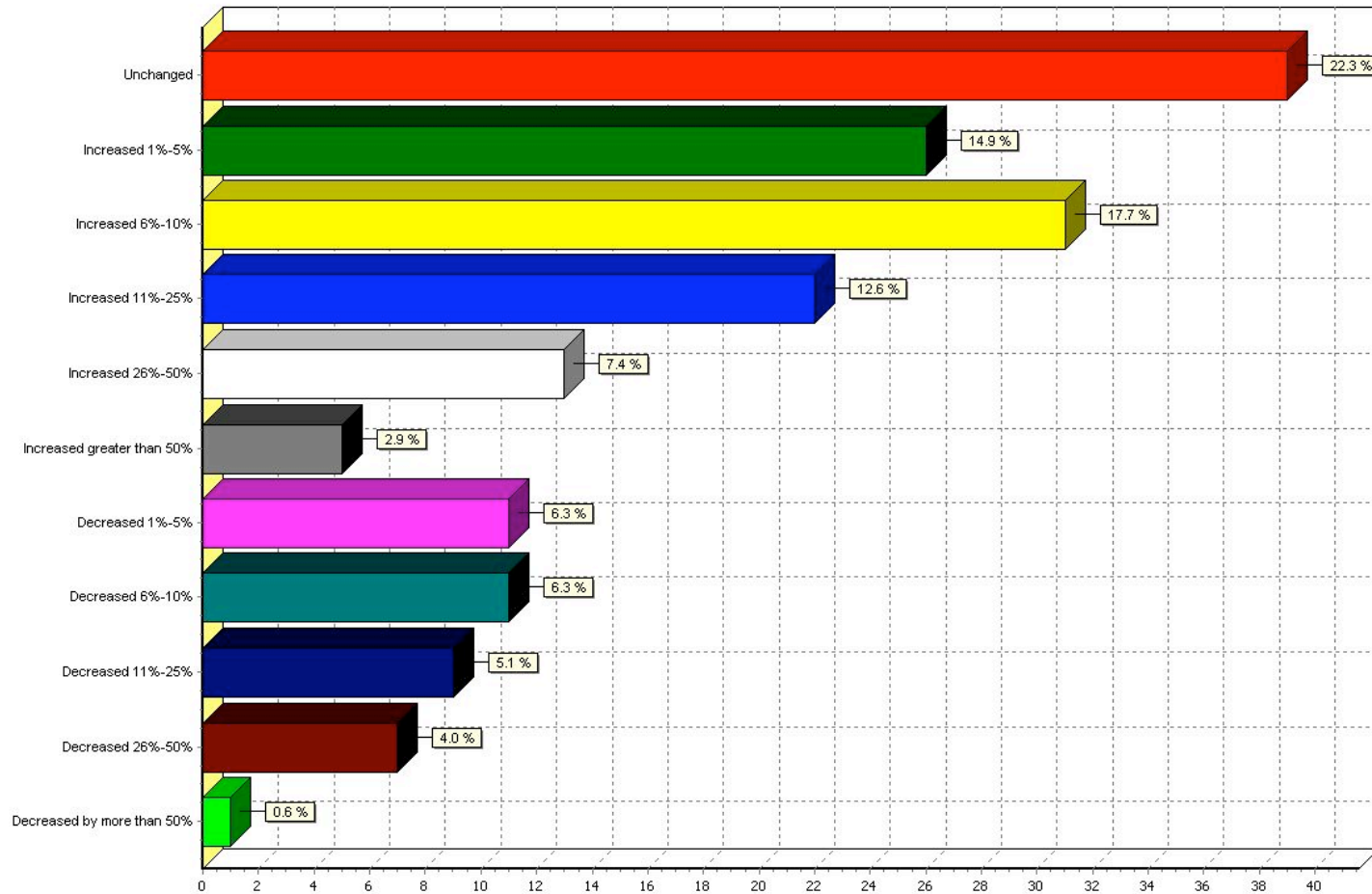


9) How many fewer base catalogs do you have in the current year compared to last year?

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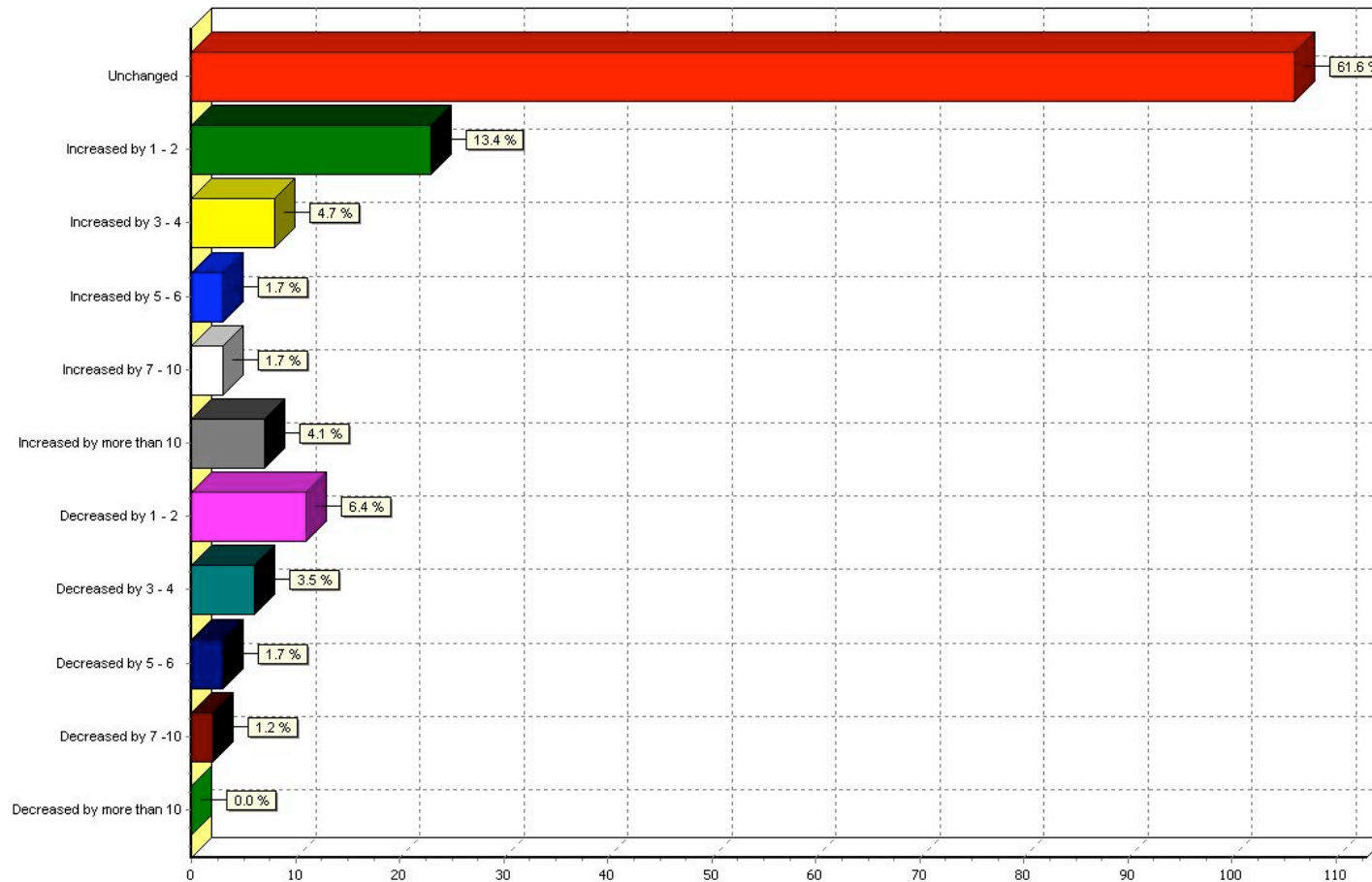


11) By how much is your circulation changing this year compared to last year?

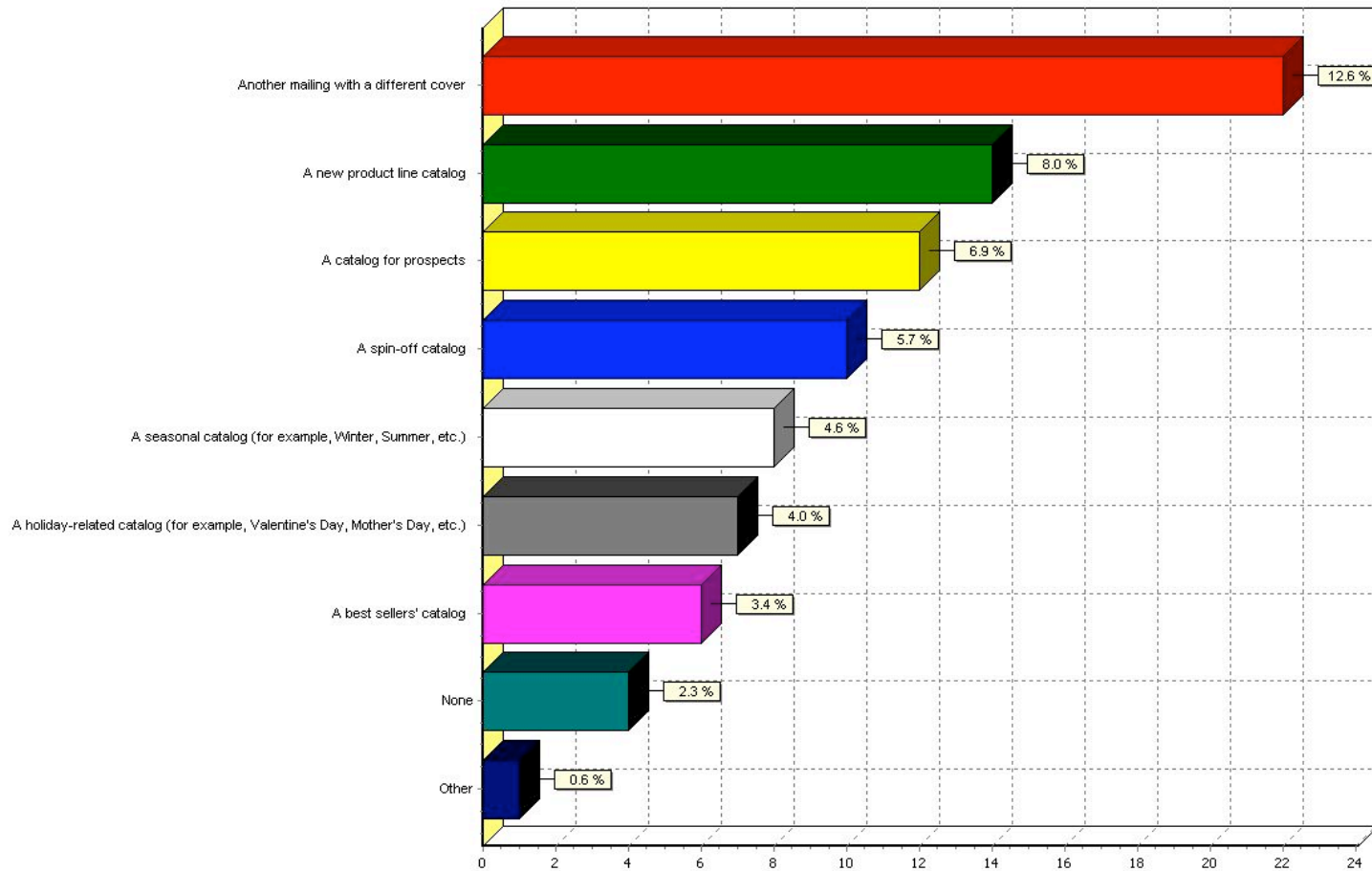


13) By how much is the amount of your catalog drops changing compared to last year?

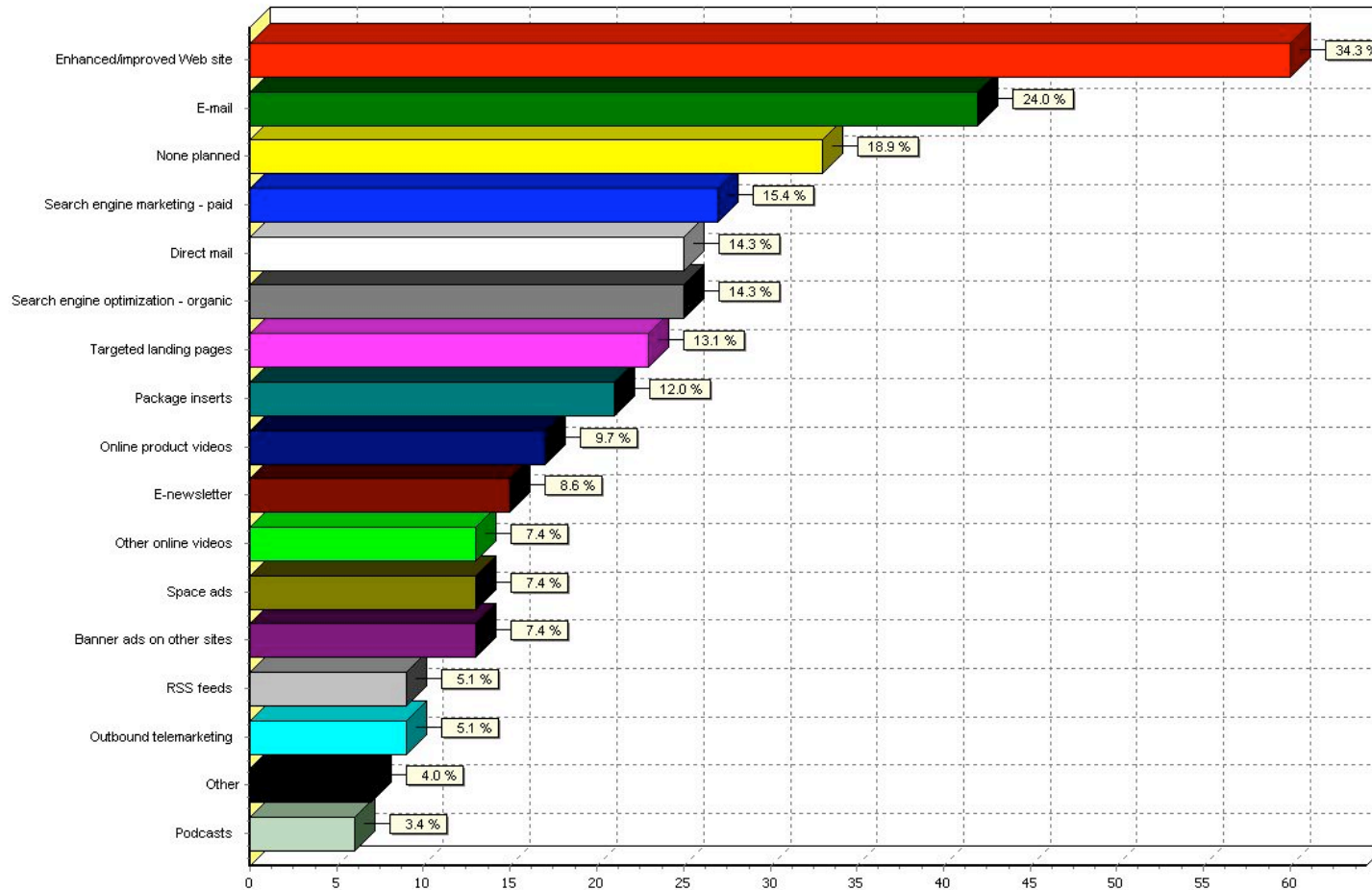
By how much is the amount of your catalog drops changing compared to last year?



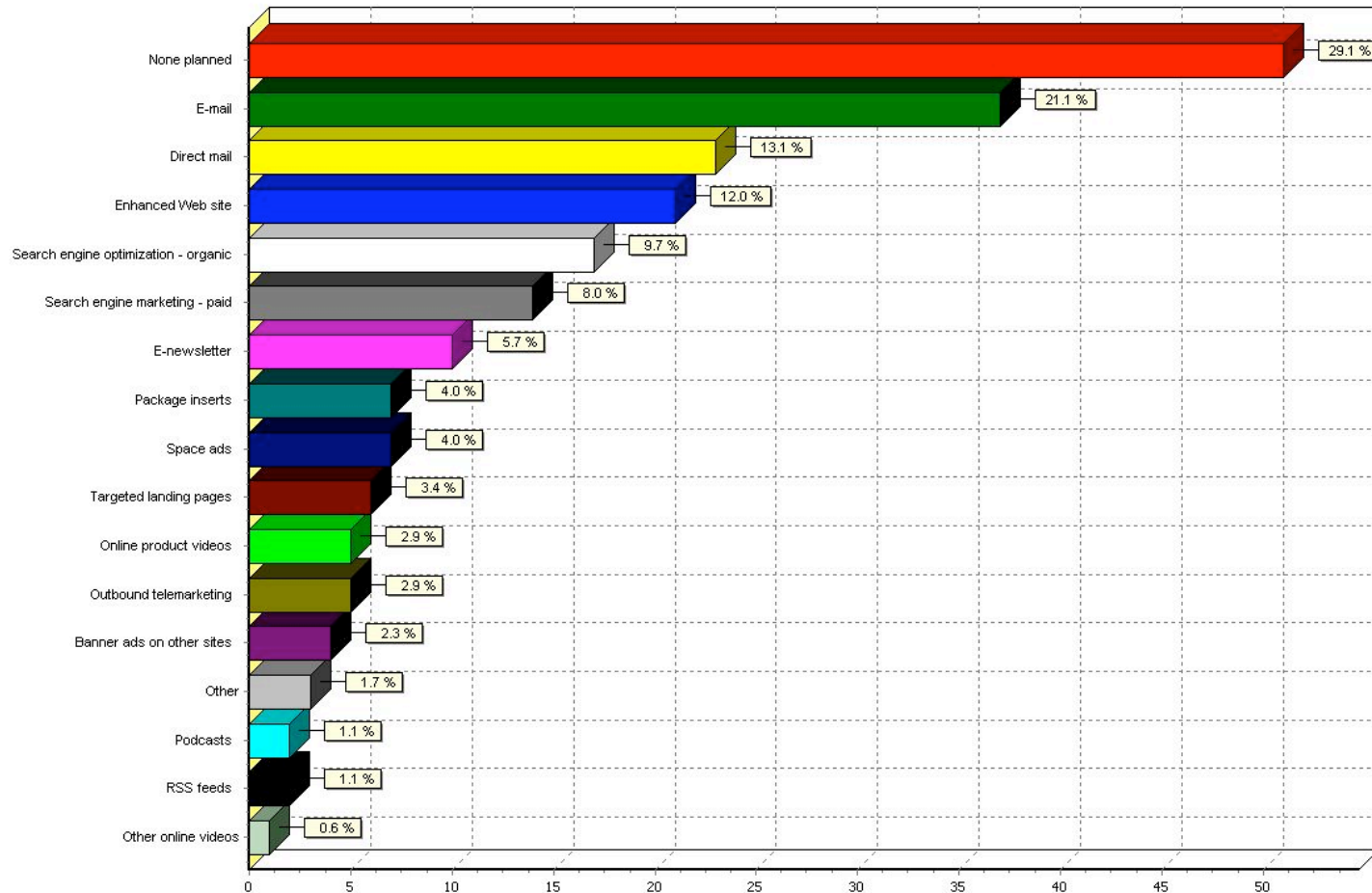
14) What types of drops did you add this year? (Please select all that apply.)



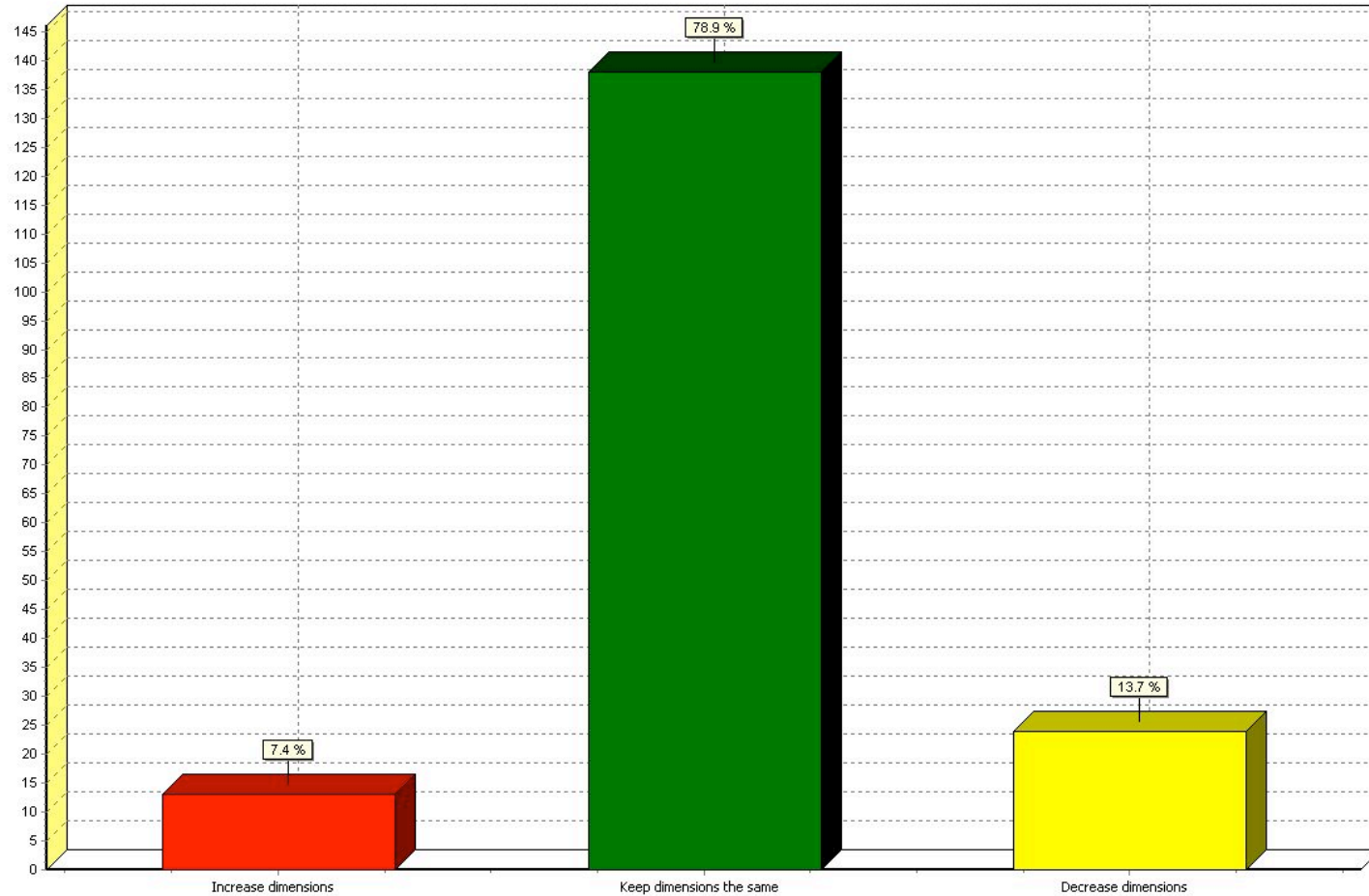
15) What other types of NEW marketing efforts are you planning to add to your overall program in the near future? (Please select all that apply.)



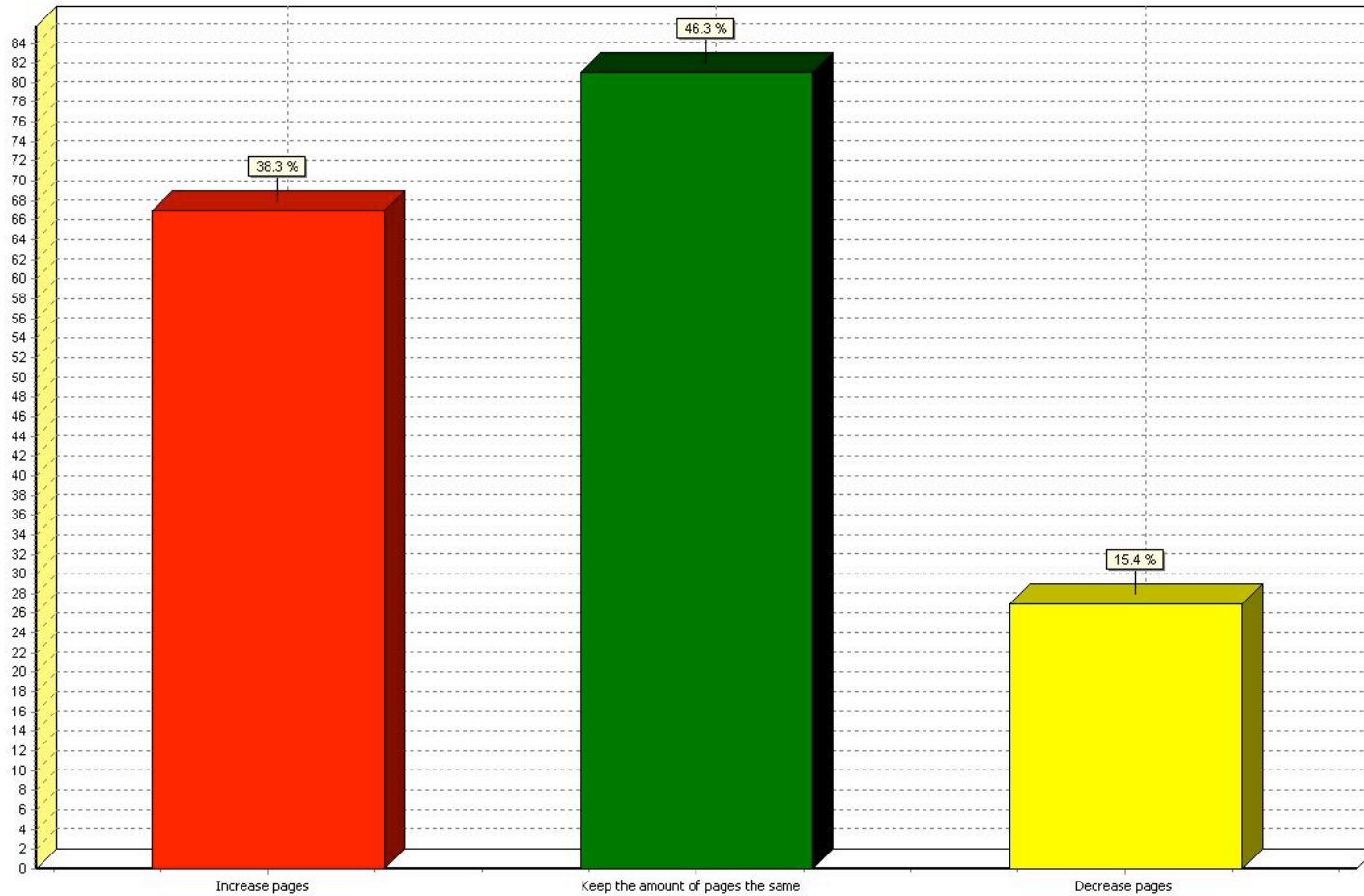
16) What other types of marketing efforts are you using to replace the eliminated catalog drops? (Please select all that apply.)



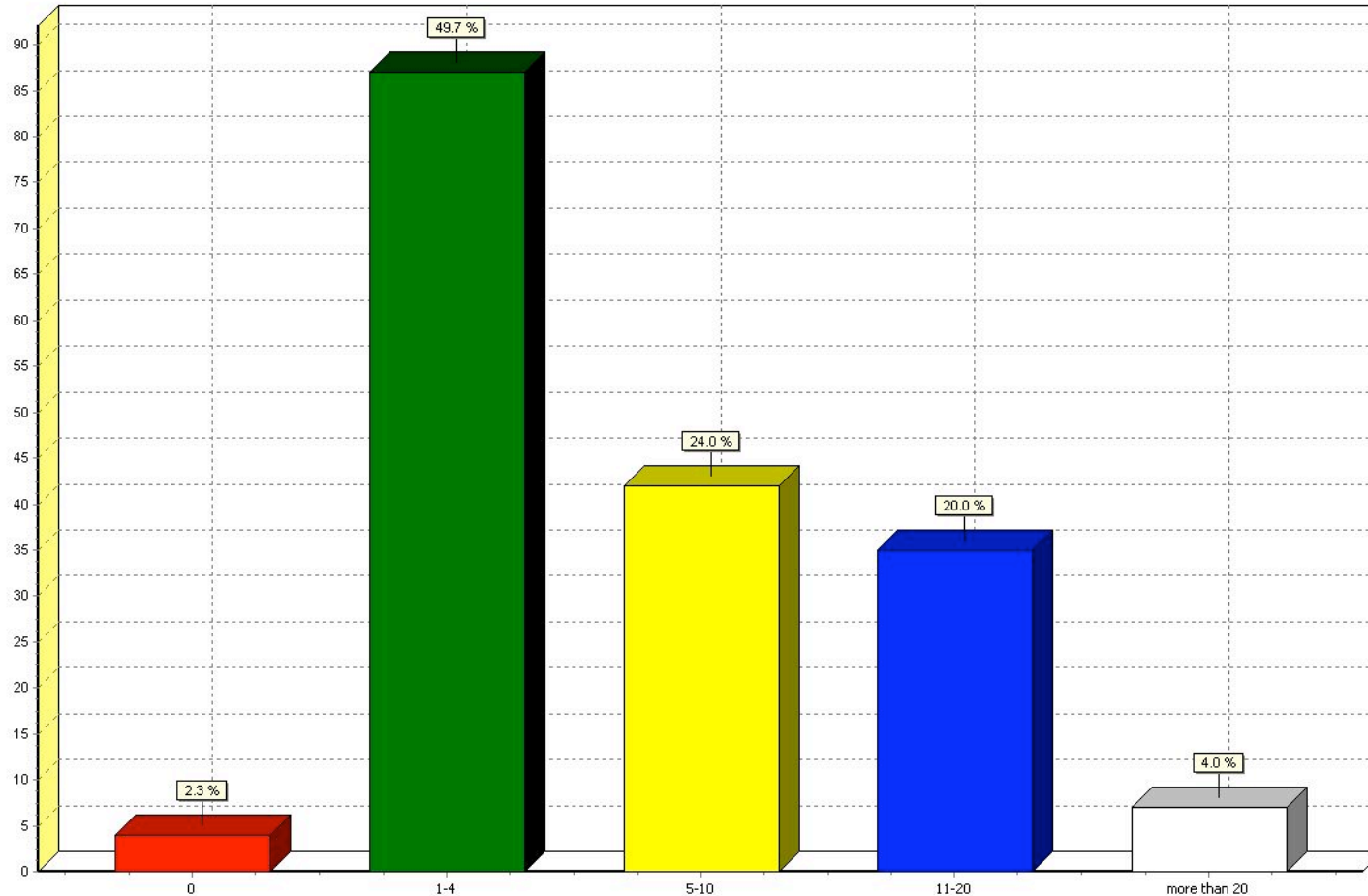
17) This year, have you or will you change the dimensions (trim size) of your catalog?



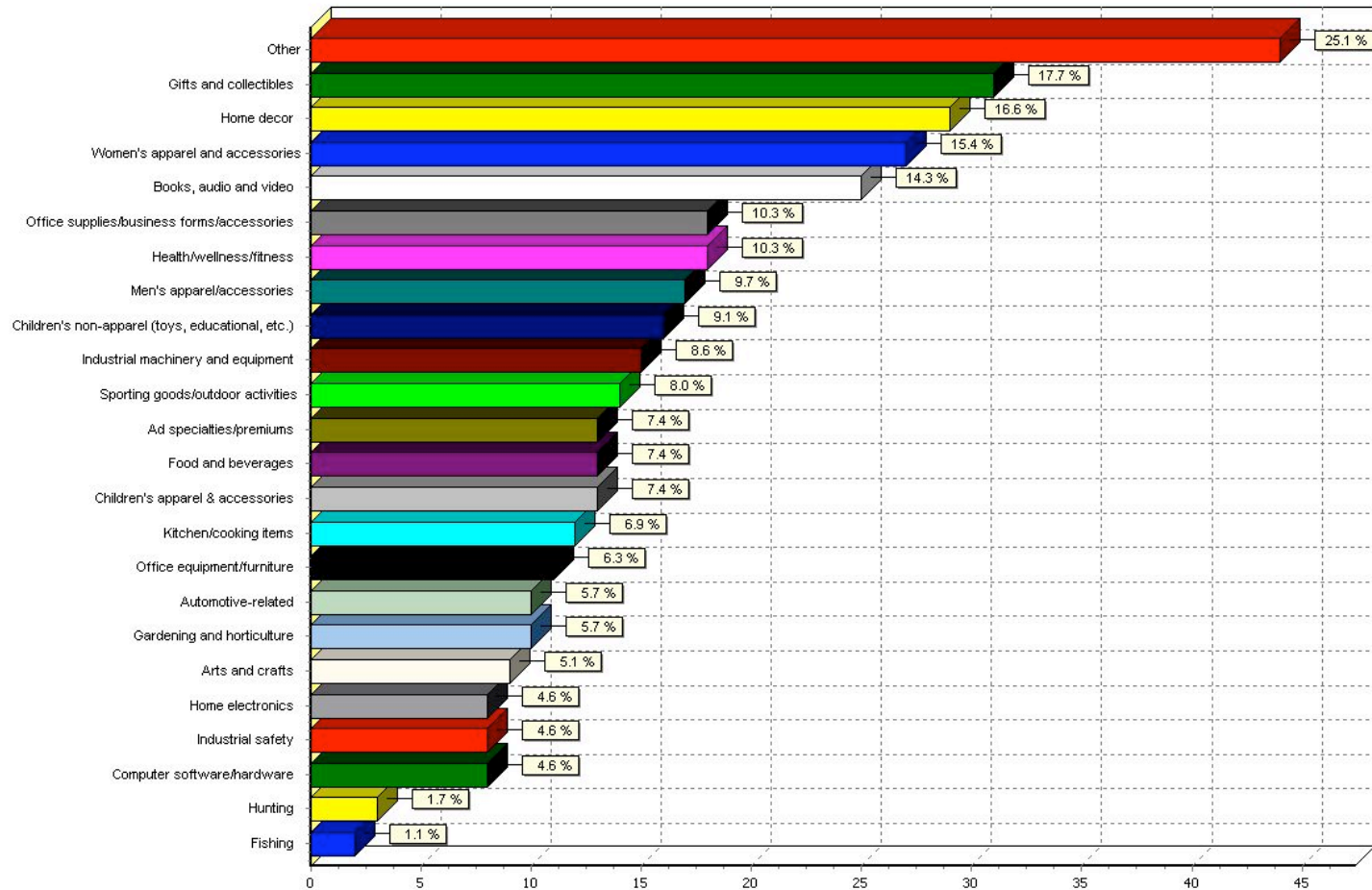
18) Compared to last year, how will your total catalog page count change?



19) How many times per year do you mail your catalog to your best customers?

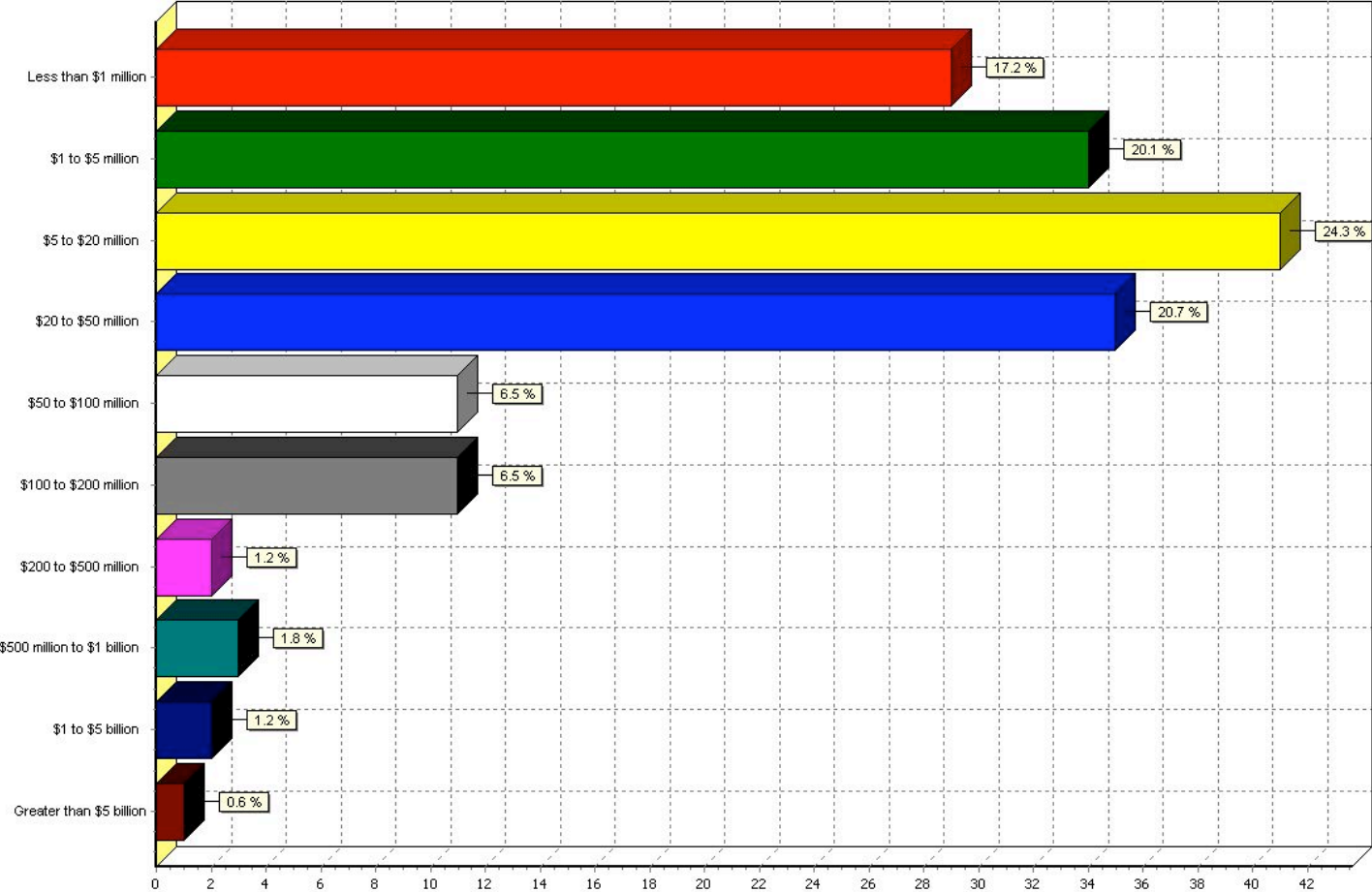


20) Please indicate which product category best describes what your catalog sells. (Please select all that apply.)



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

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

