

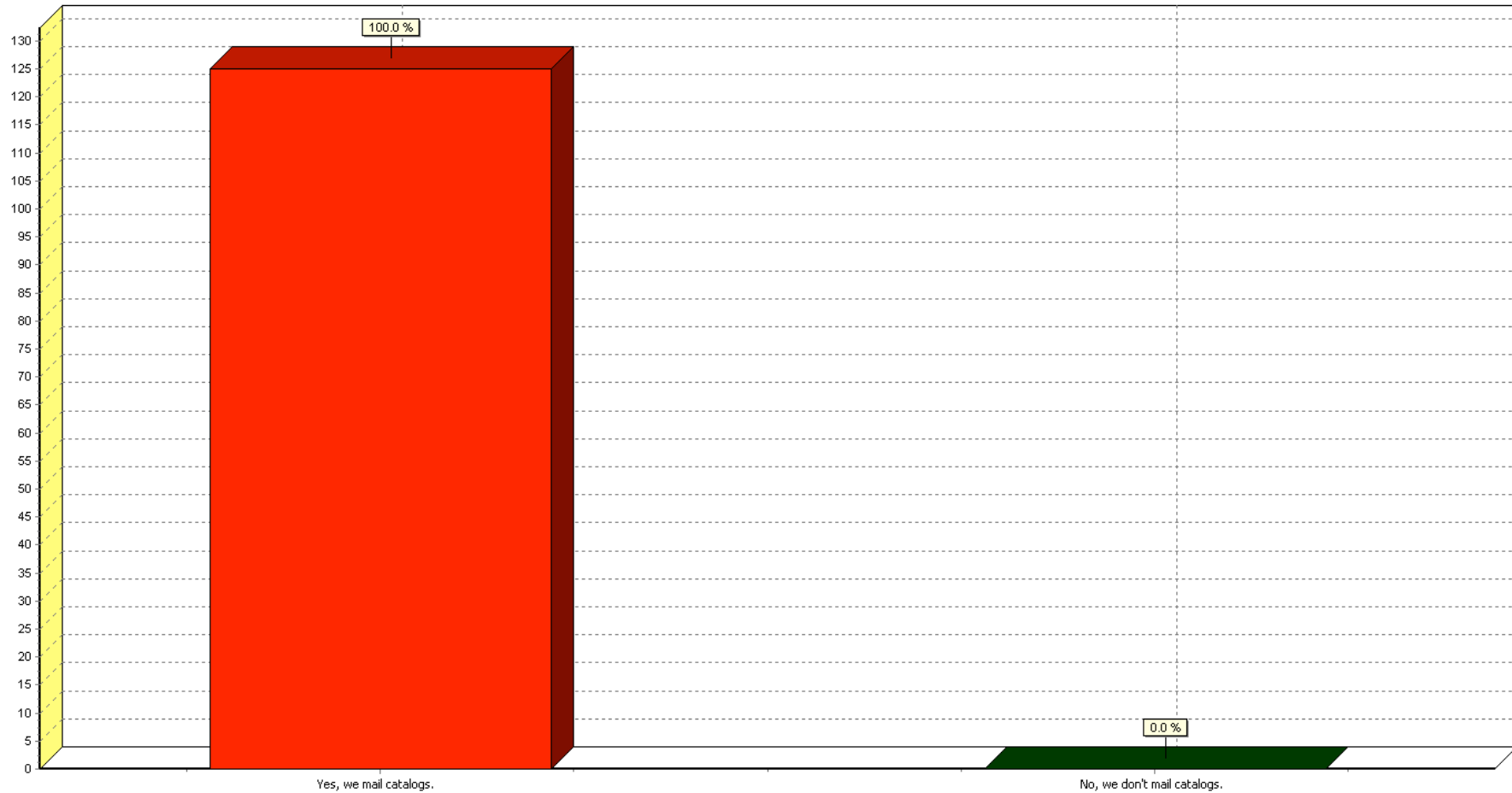


Survey Results & Analysis for Key Catalog/Multichannel Issues Survey. All Responses

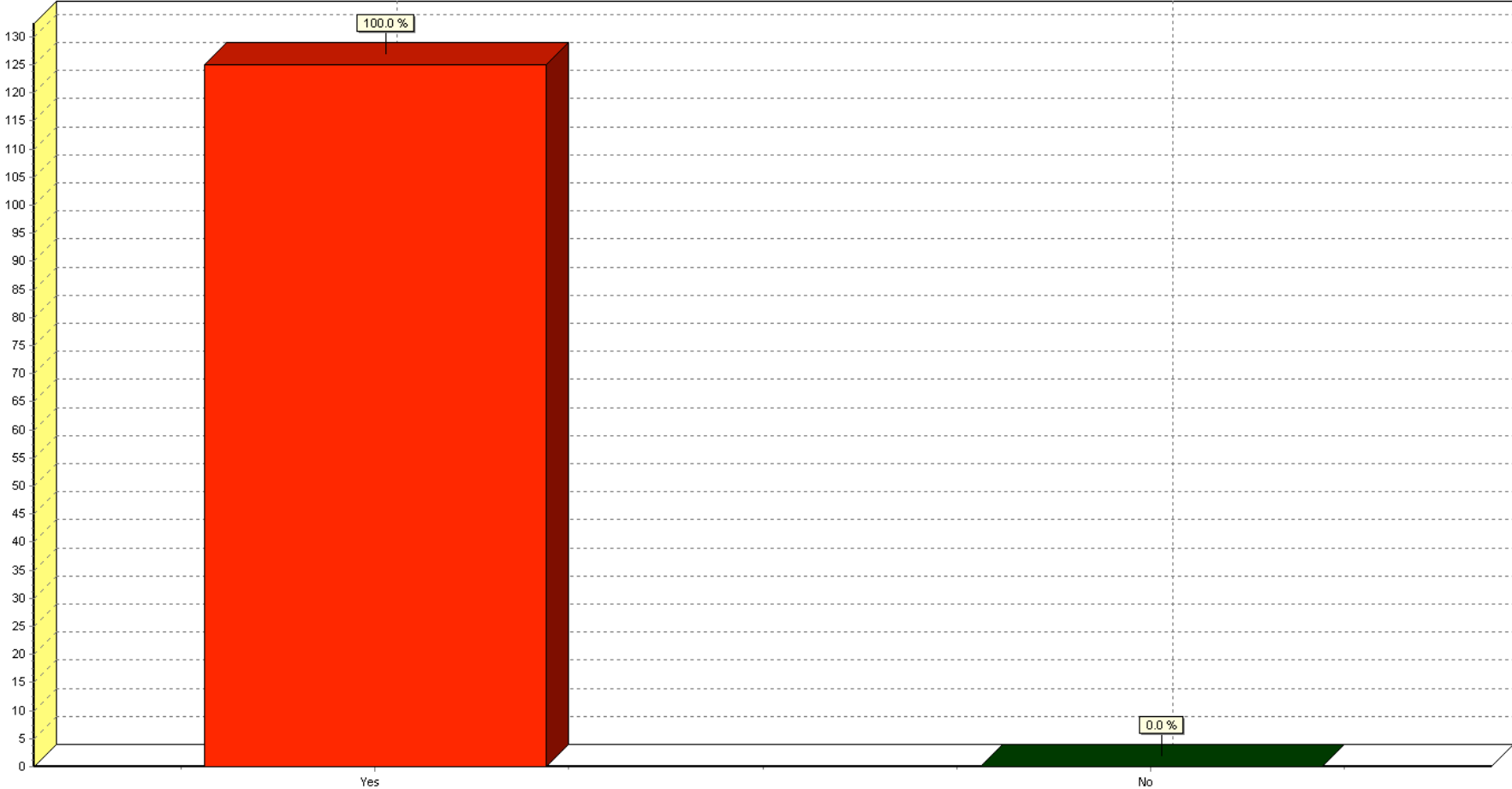
Survey details

This report contains a detailed statistical analysis of the results to the survey titled Key Catalog/Multichannel Issues Survey. The results analysis includes answers from all catalog companies who took the survey in the 13 day period from Wednesday, November 14, 2007 to Monday, November 26, 2007.

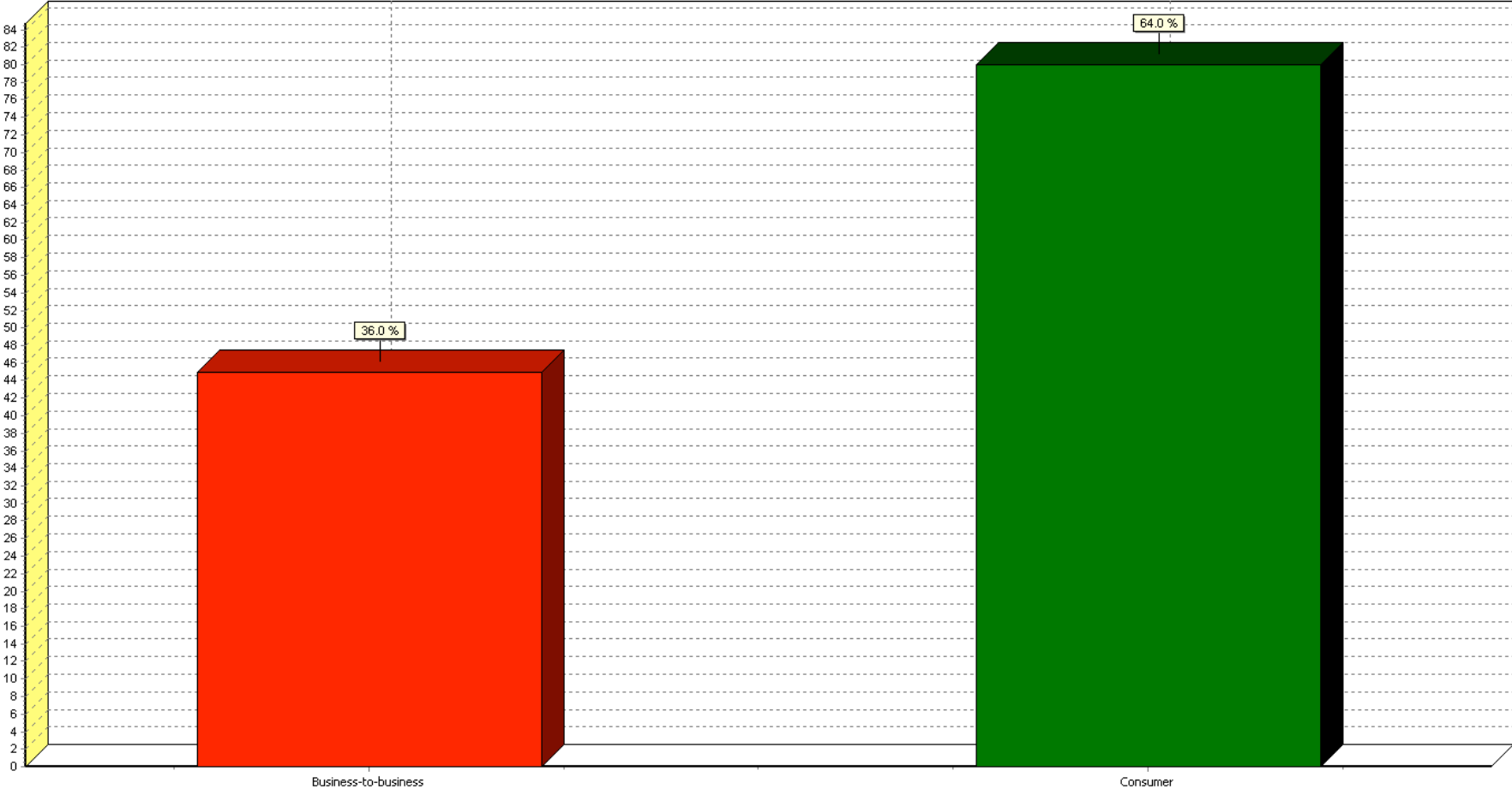
1) First of all, we'd like to confirm that your company mails catalogs as part of its marketing efforts.



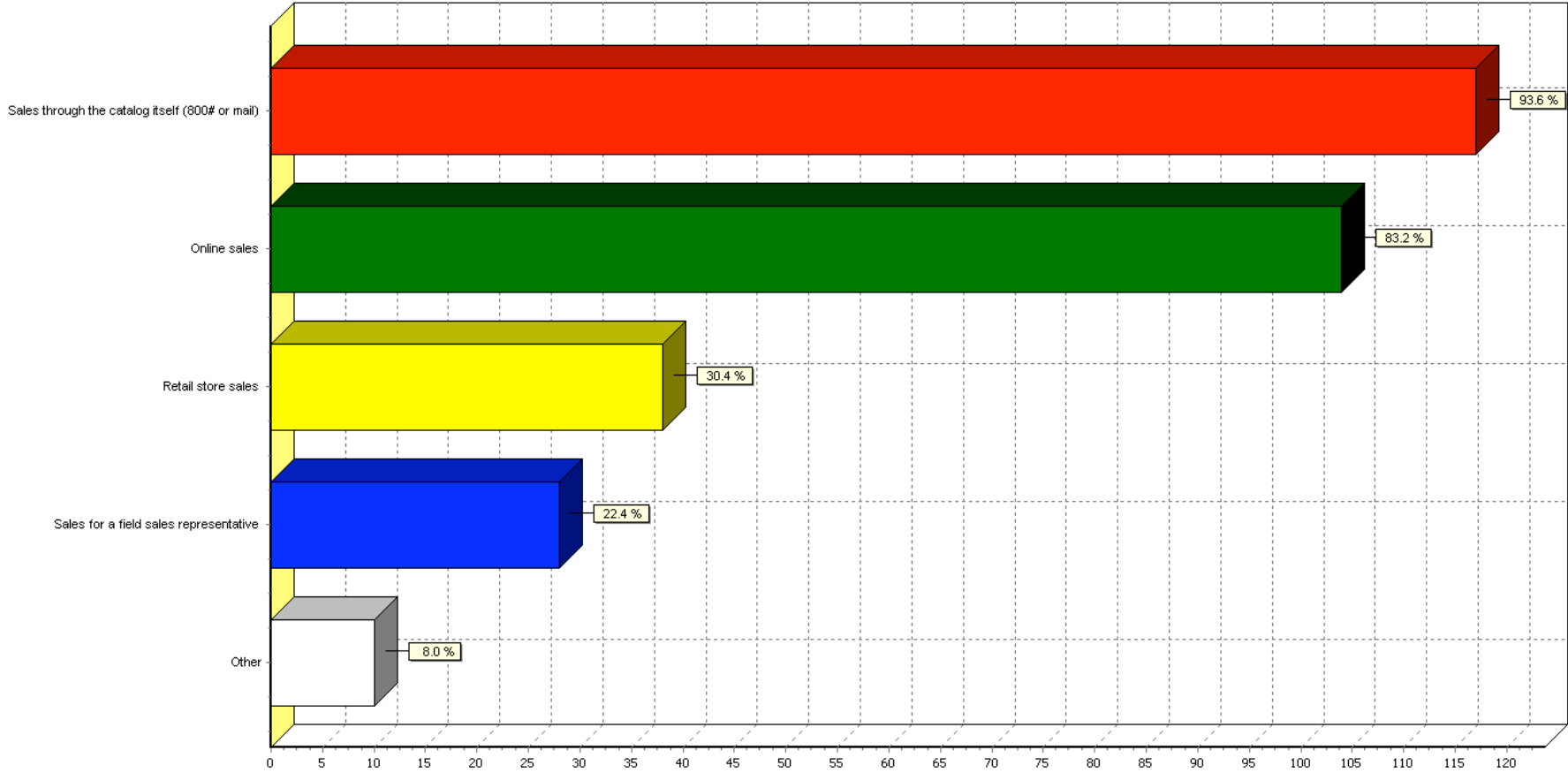
2) Are you involved with making decisions regarding multichannel marketing?



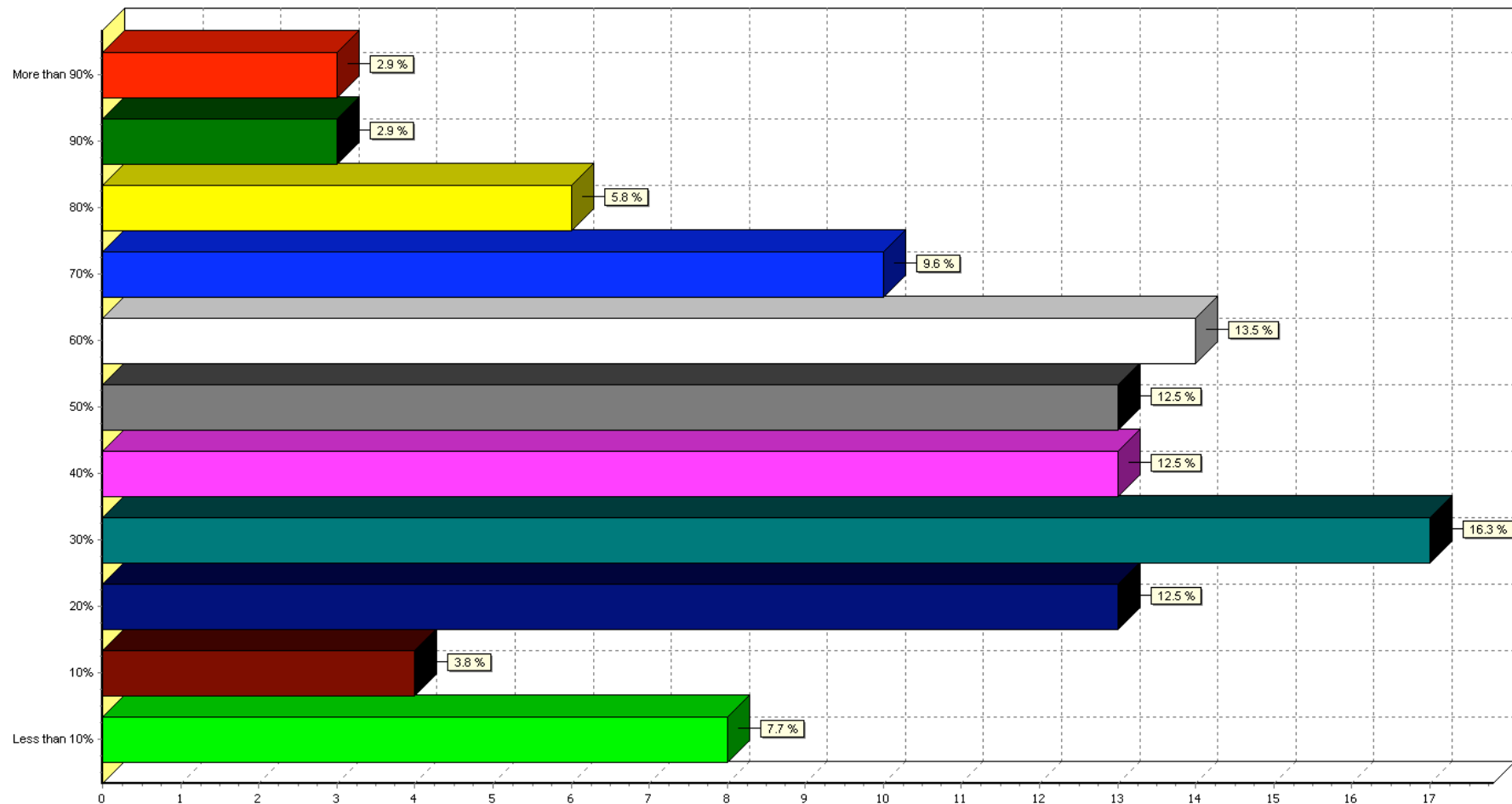
3) Is your catalog primarily business-to-business or consumer?



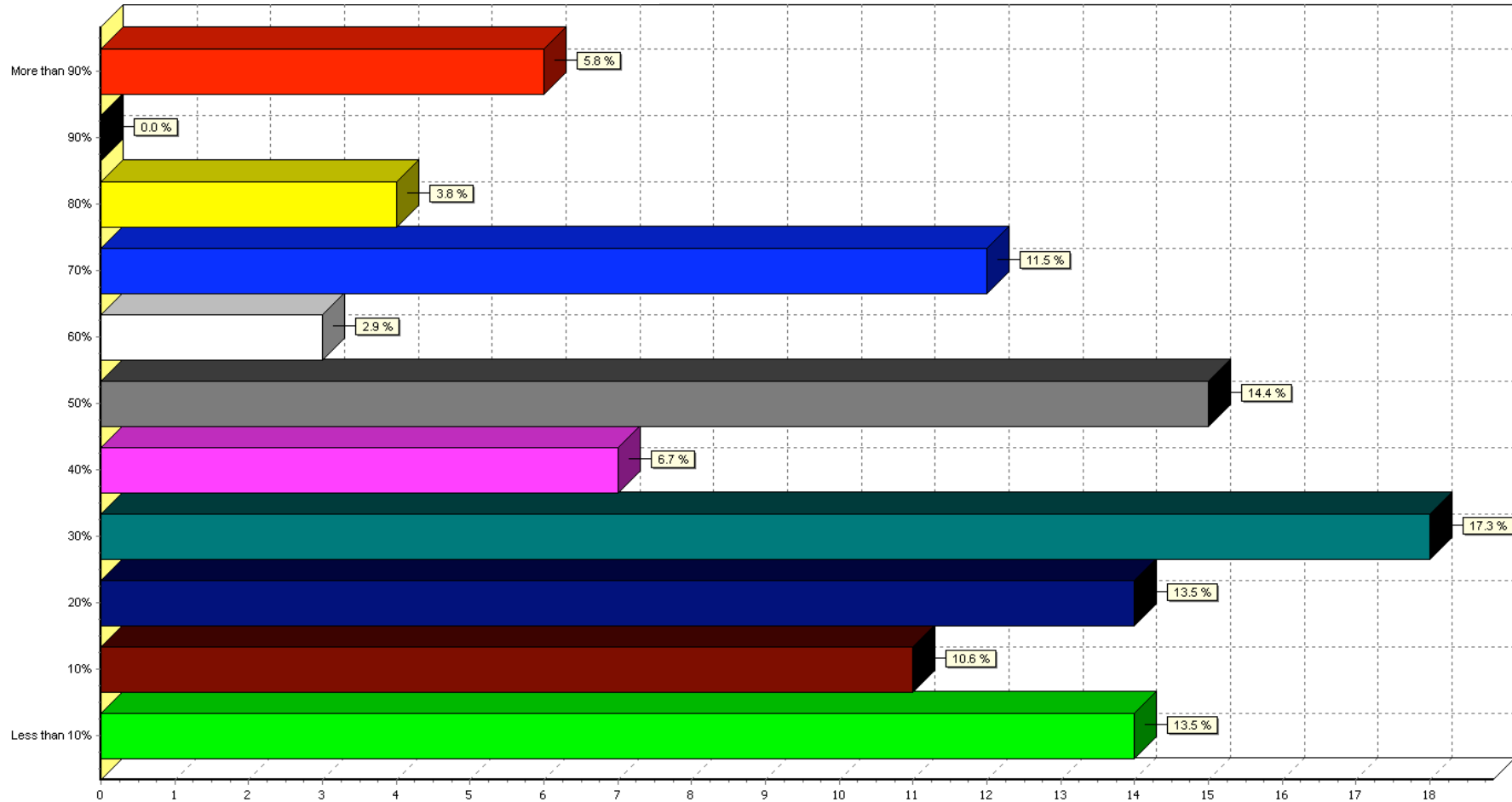
4) Please indicate what types of sales your catalog generates. (Please check all that apply.)



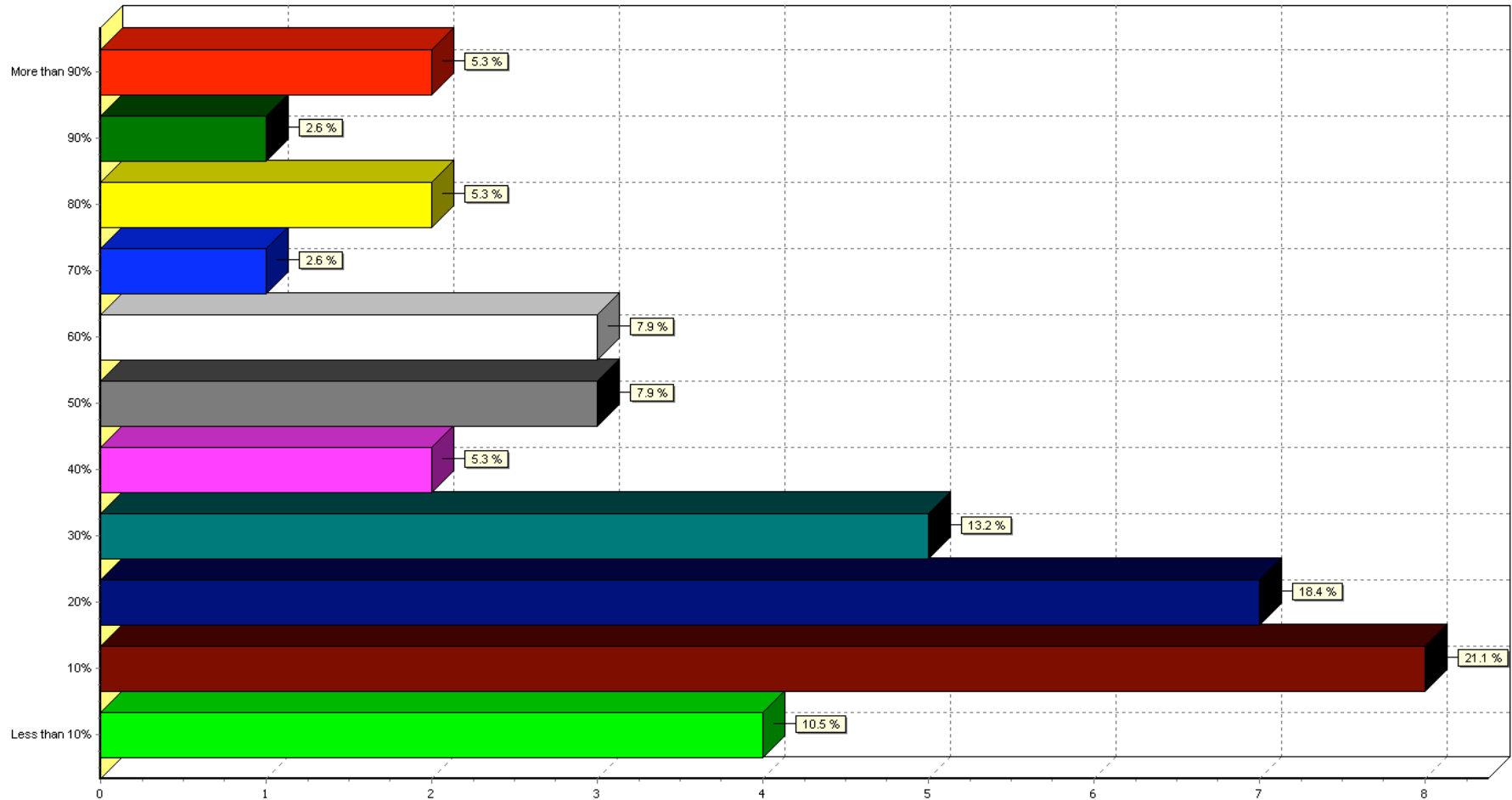
5) You indicated that your catalog generates online sales. What percentage of your online sales, overall, do you believe are influenced by your catalog?



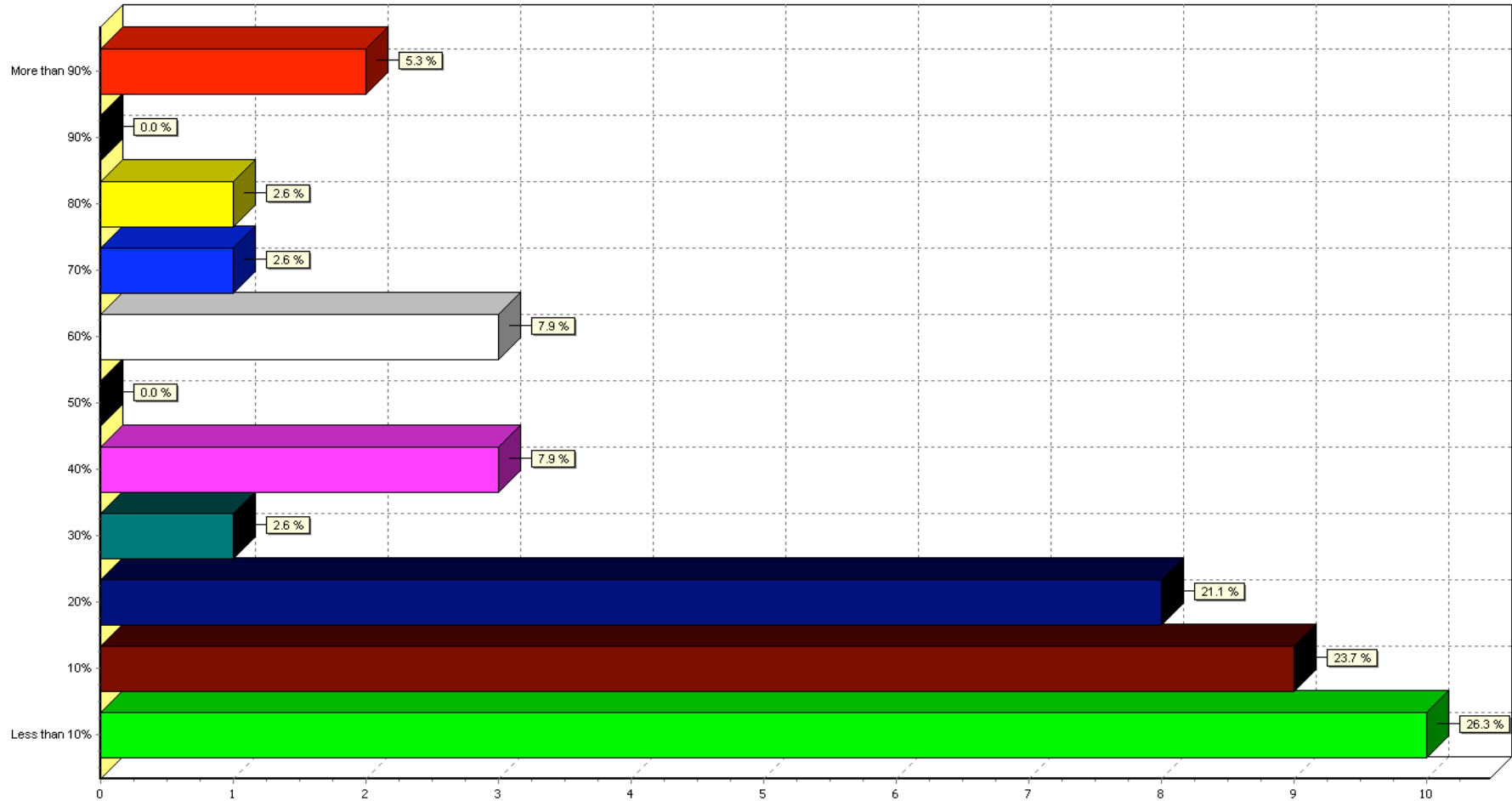
6) Approximately what level of increase online sales do you see immediately following a catalog drop?



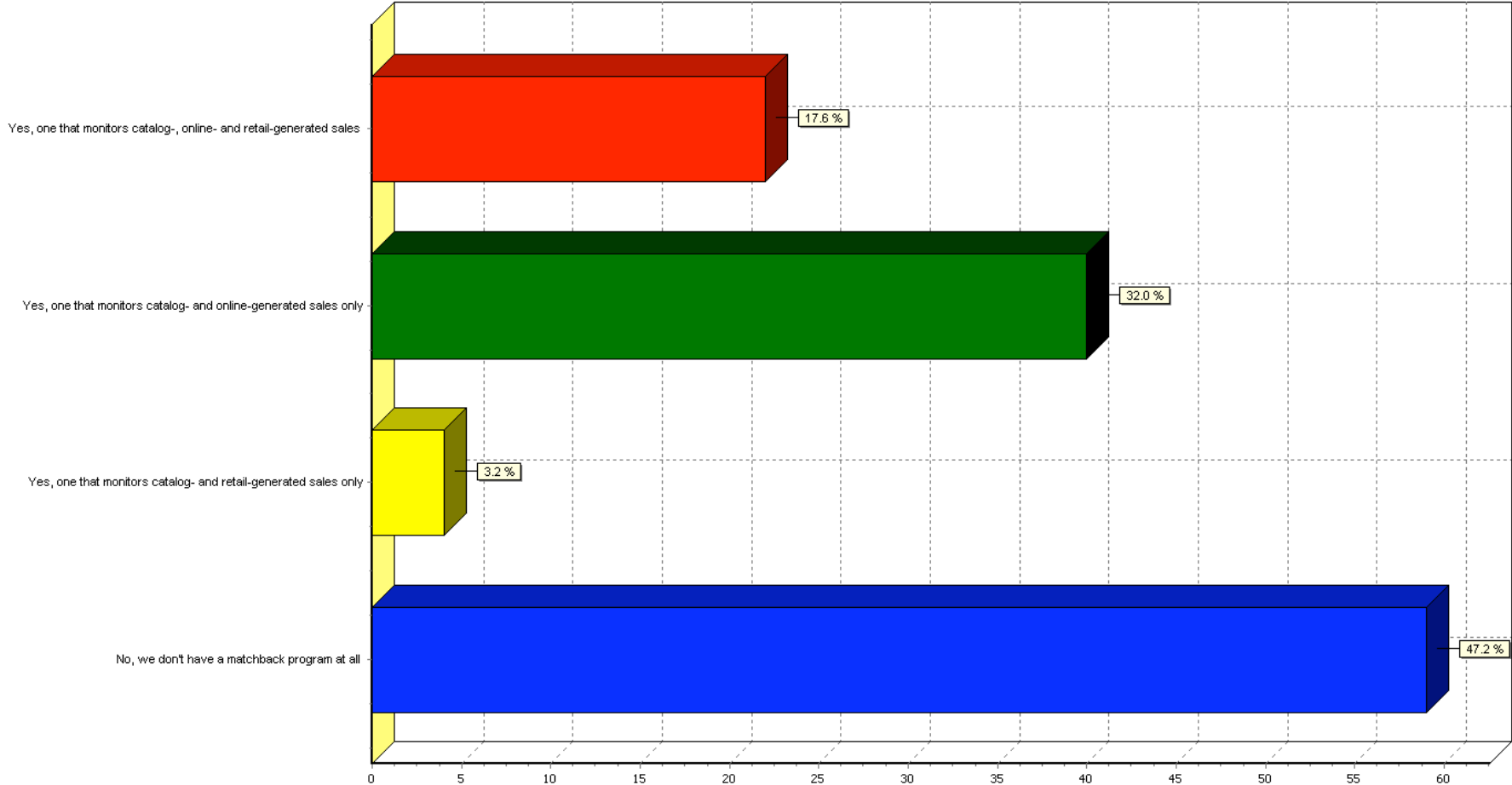
7) You indicated that your catalog generates retail sales, overall, do you believe are influenced by your catalog?



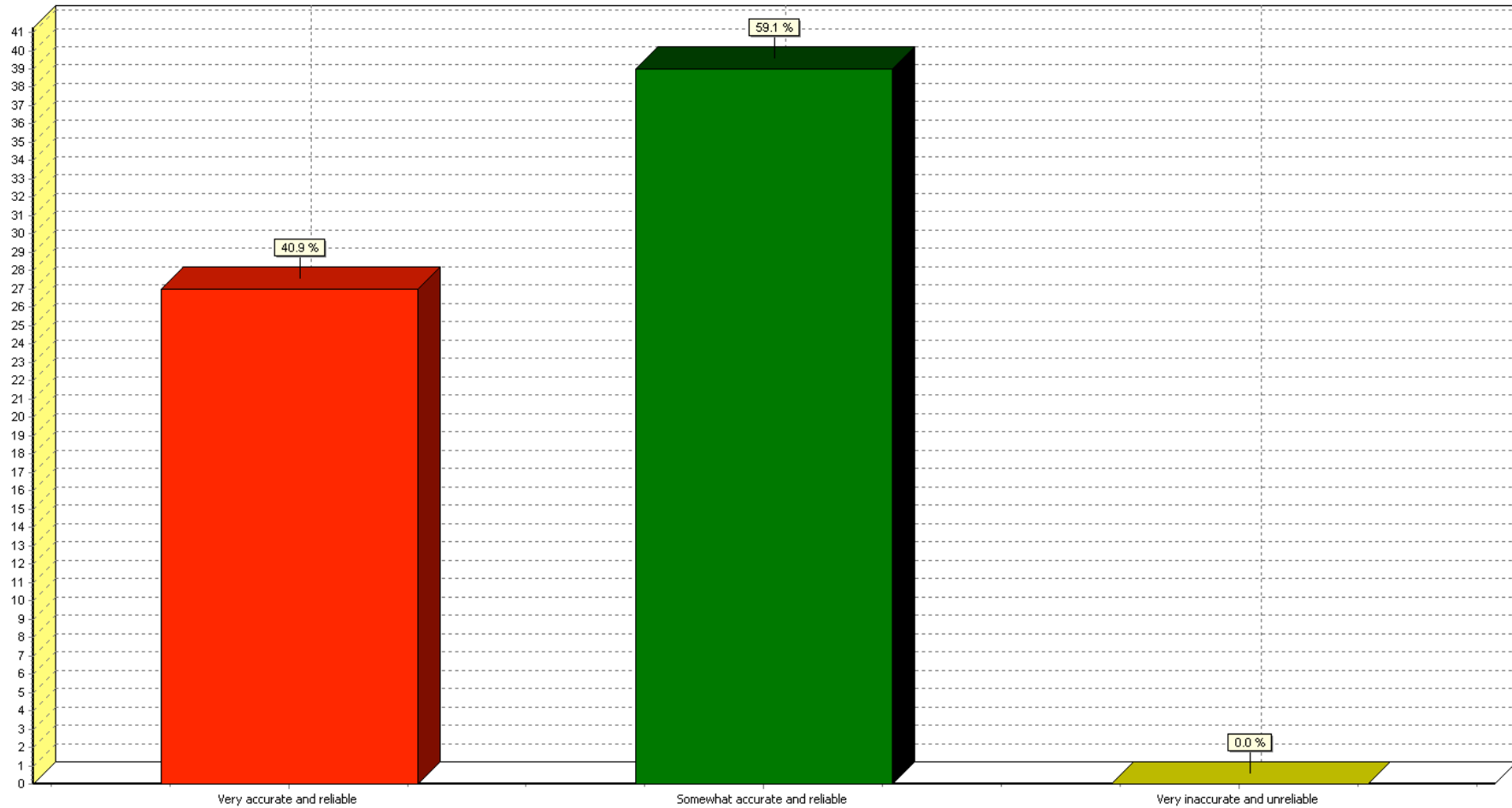
8) Approximately what level of increase in retail sales do you see immediately following a catalog drop?



9) Do you have a match-back program in place?



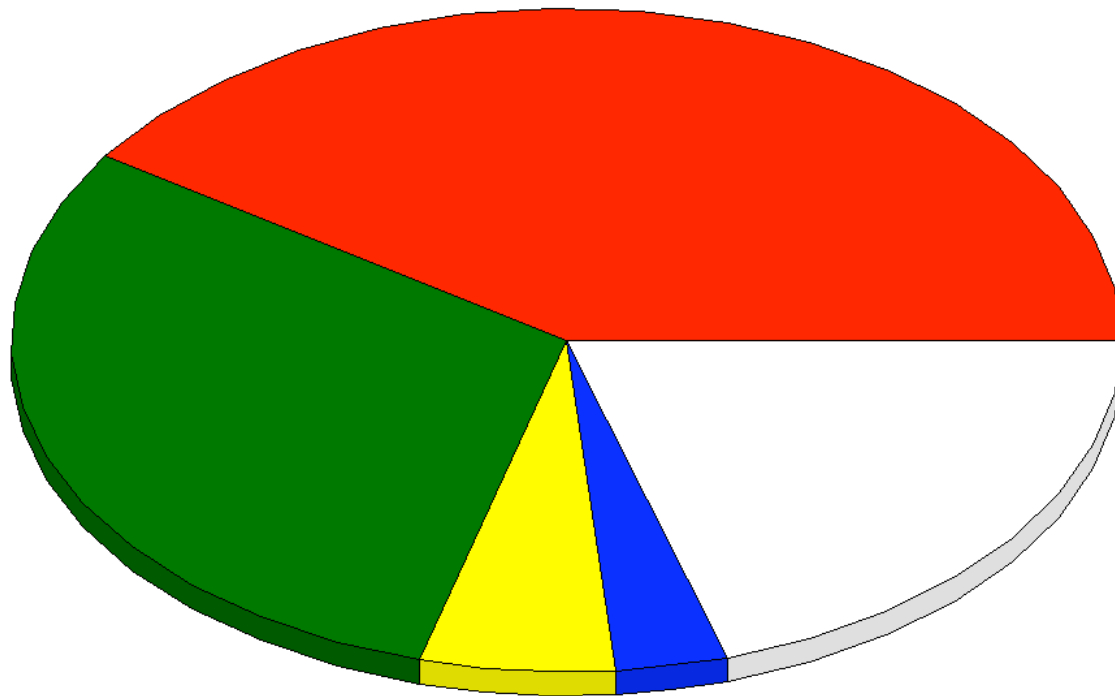
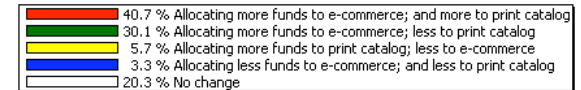
10) How would you describe the level of accuracy AND reliability of your match-back program?



11) Which answer best describes the percentage of your product line carried in your catalog, on your Web Site, in your stores or offered by your sales force?

	Catalog	Web site	Stores	Field sales
More than 90%	30%	48%	9%	6%
90%	9%	6%	3%	2%
80%	6%	5%	0%	3%
70%	6%	1%	2%	1%
60%	6%	2%	5%	1%
50%	5%	2%	2%	3%
40%	5%	2%	1%	1%
30%	2%	2%	2%	2%
20%	2%	2%	3%	2%
10%	2%	2%	1%	1%
Less than 10%	3%	2%	1%	0%
Not applicable	0%	1%	19%	24%

12) How will your marketing budget change in 2008 compared to 2007?

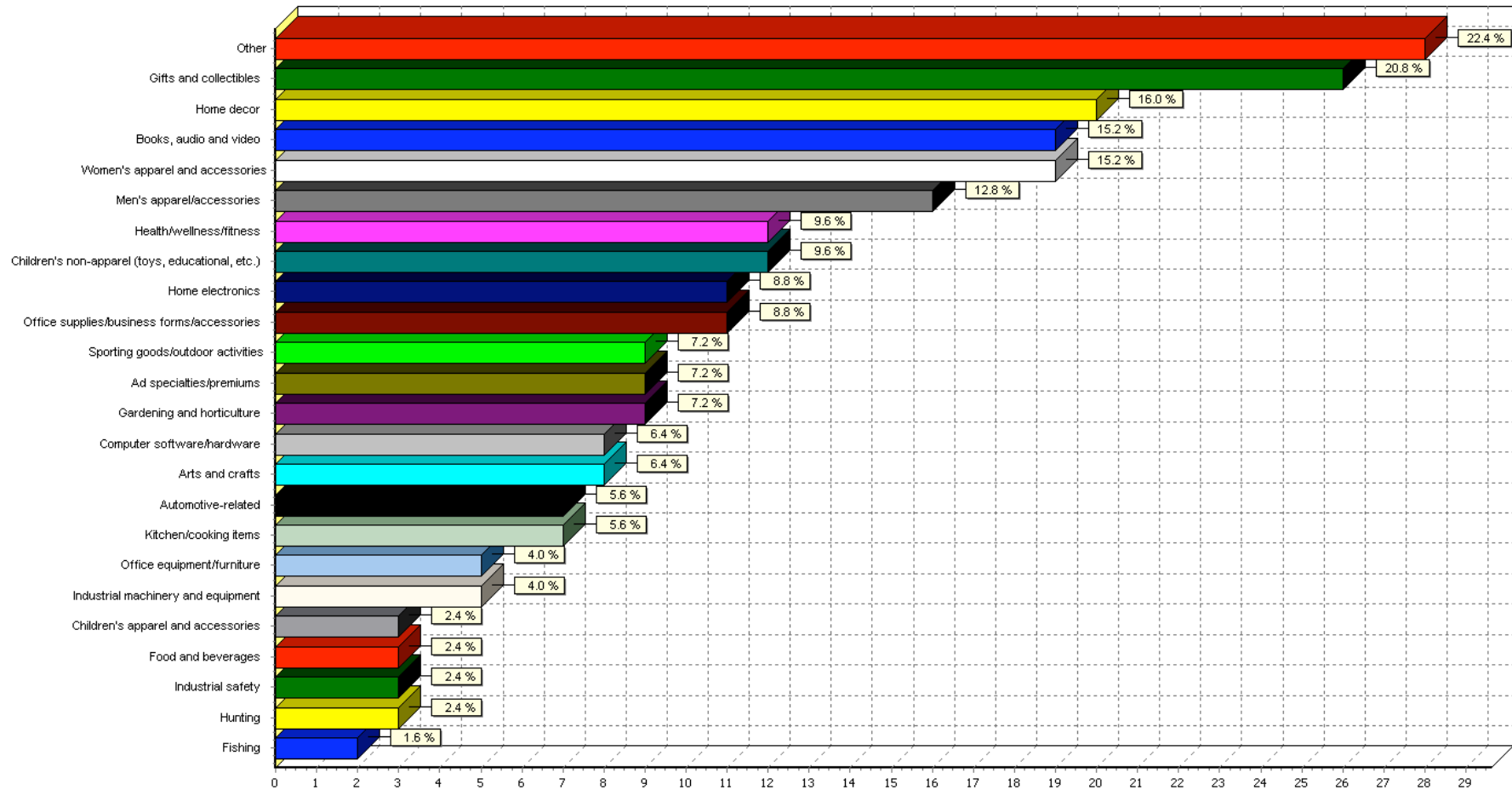


13) What do you feel are the biggest challenges facing the catalog/multichannel industry in the immediate future?

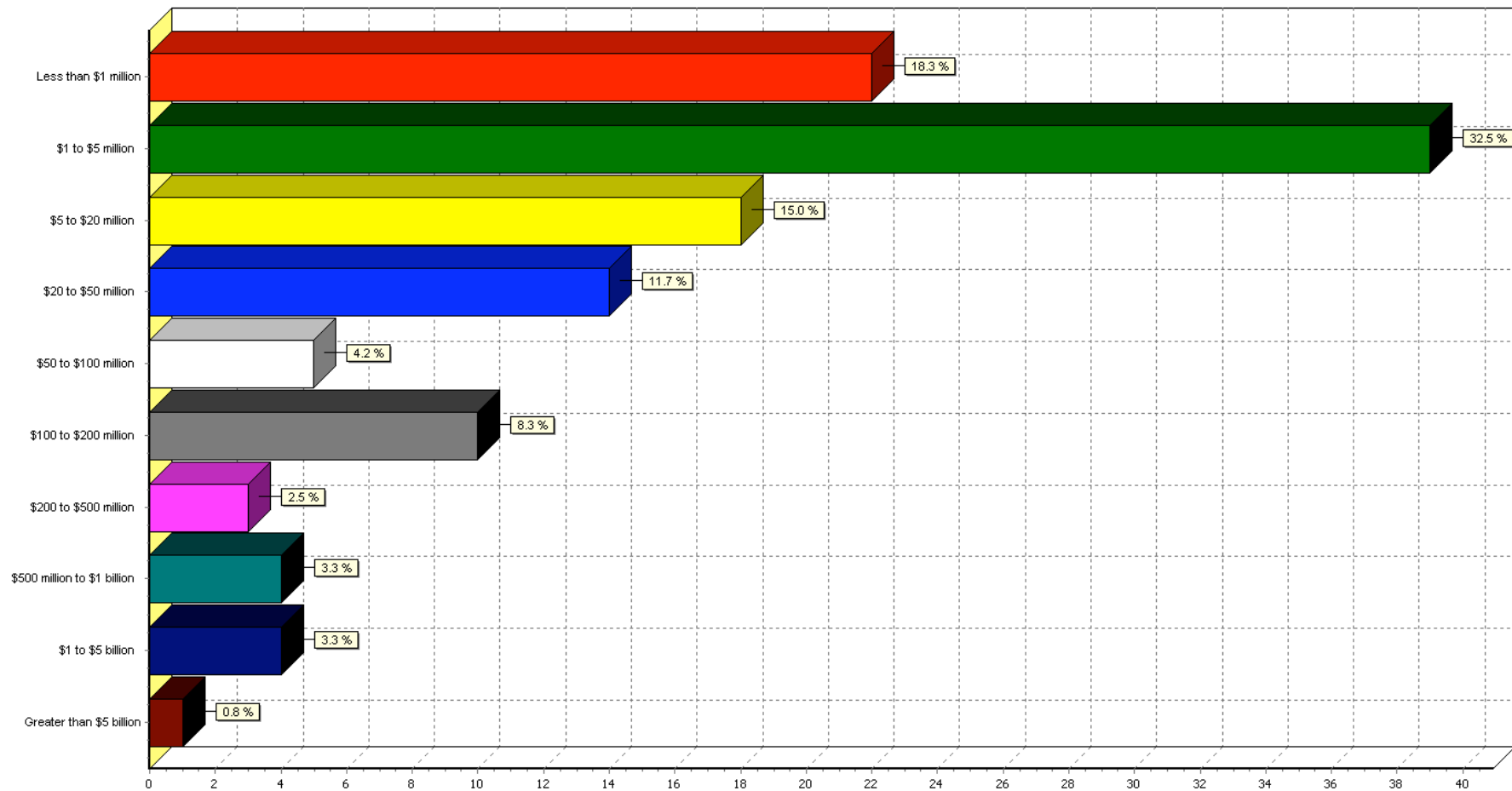
14) What do you feel are the biggest opportunities facing the catalog/multichannel industry in the immediate future?

(Please see the answers to these questions in the B2B and consumer versions of the analysis.)

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



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



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

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