

XYZ Healthcare Institution, Anytown, USA

House List Response - Analysis

March, 2006

Jay Reardon Healthcare Direct Mail Program

List ID	List Name	Households Mailed	Original Response	Thank You Response	Total	Response %	Total Amount	Average Gift Amount	Yield/ Household
03	Emergency patients 70-79	298		3	3	1.01	67	22.33	0.22
04	Emergency patients 80-89	266		2	2	0.75	52	26.00	0.20
05	Inpatients 50-59	271			0	0.00		0.00	0.00
06	Inpatients 60-69	386	3	1	4	1.04	94	23.50	0.24
07	Inpatients 70-79	447	2	5	7	1.57	192	27.43	0.43
08	Inpatients 80-89	304	2	3	5	1.64	127	25.40	0.42
10	Outpatients 60-69	6,215	48	56	104	1.67	3,630	34.90	0.58
11	Outpatients 70-79	5,123	55	70	125	2.44	4,076	32.61	0.80
12	Outpatients 80-89	2,791	38	45	83	2.97	2,277	27.43	0.82
14	Lapsed Donors	376			0	0.00		0.00	0.00
16	499 and Below	1,699	17	13	30	1.77	955	31.83	0.56
House List Total		18,176	165	198	363	2.00	11,470	31.60	0.63
Rental List Total		3,544	52	27	79	2.23	2,397	30.34	0.68
Acquisition Total		21,720	217	225	442	2.03	13,867	31.37	0.64
Response - Previous Mailings			10	17	27		916		
Acquisition Total - With Prev. Resp.		21,720	227	242	469	2.16	14,783	31.52	0.68
Renewal Total		1,162	139	102	241	20.74	7,648	31.73	6.58
Grand Total		22,882	366	344	710	3.10	22,431	31.59	0.98