

Jay Reardon Healthcare Direct Mail Program Rented List Summary - Analysis

March, 2006

List ID	List Name	Households Mailed	Original Response	Thank You Response	Total Response	Response %	Total Response \$ Amount	Average Response \$ Amount	Yield
50	AICR Age 50+	1169	14	1	15	1.28	384	25.60	0.33
51	Alzheimers Association	3190	28	7	35	1.10	1,349	38.54	0.42
52	Alzheimers Disease Research	746	8	4	12	1.61	346	28.83	0.46
53	American Heart	2490	16	16	32	1.29	1,174	36.69	0.47
54	American Lung	3242	20	10	30	0.93	835	27.83	0.26
55	Cystic Fibrosis	2366	10	3	13	0.55	420	32.31	0.18
56	Habitat for Humanity	2716	13	1	14	0.52	436	31.14	0.16
57	National Easter Seals	2370	19	20	39	1.65	1,109	28.44	0.47
58	VFW	2712	25	13	38	1.40	1,037	27.29	0.38
Rental List Total		21,001	153	75	228	1.09	7,090	31.10	0.34
House List Total		79,006	414	487	901	1.14	32,367	35.92	0.41
Previous Mailings			24	50	74		2,461	33.26	
Grand Total		100,007	591	612	1,203	1.20	41,918	34.84	0.42