

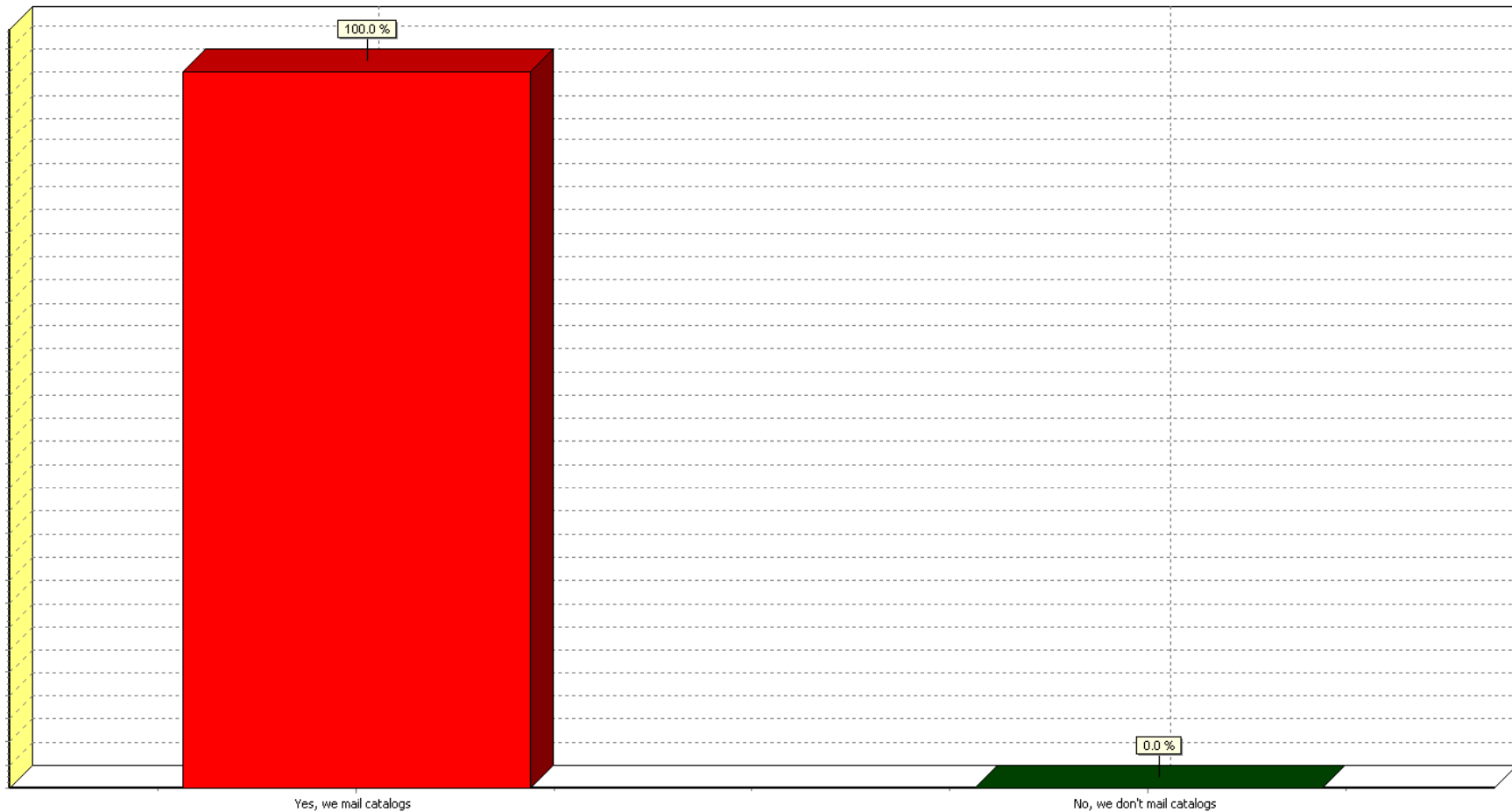
# **Survey Results & Analysis for Catalog Creative Topics**

(Consumer Responses)

## Survey Details

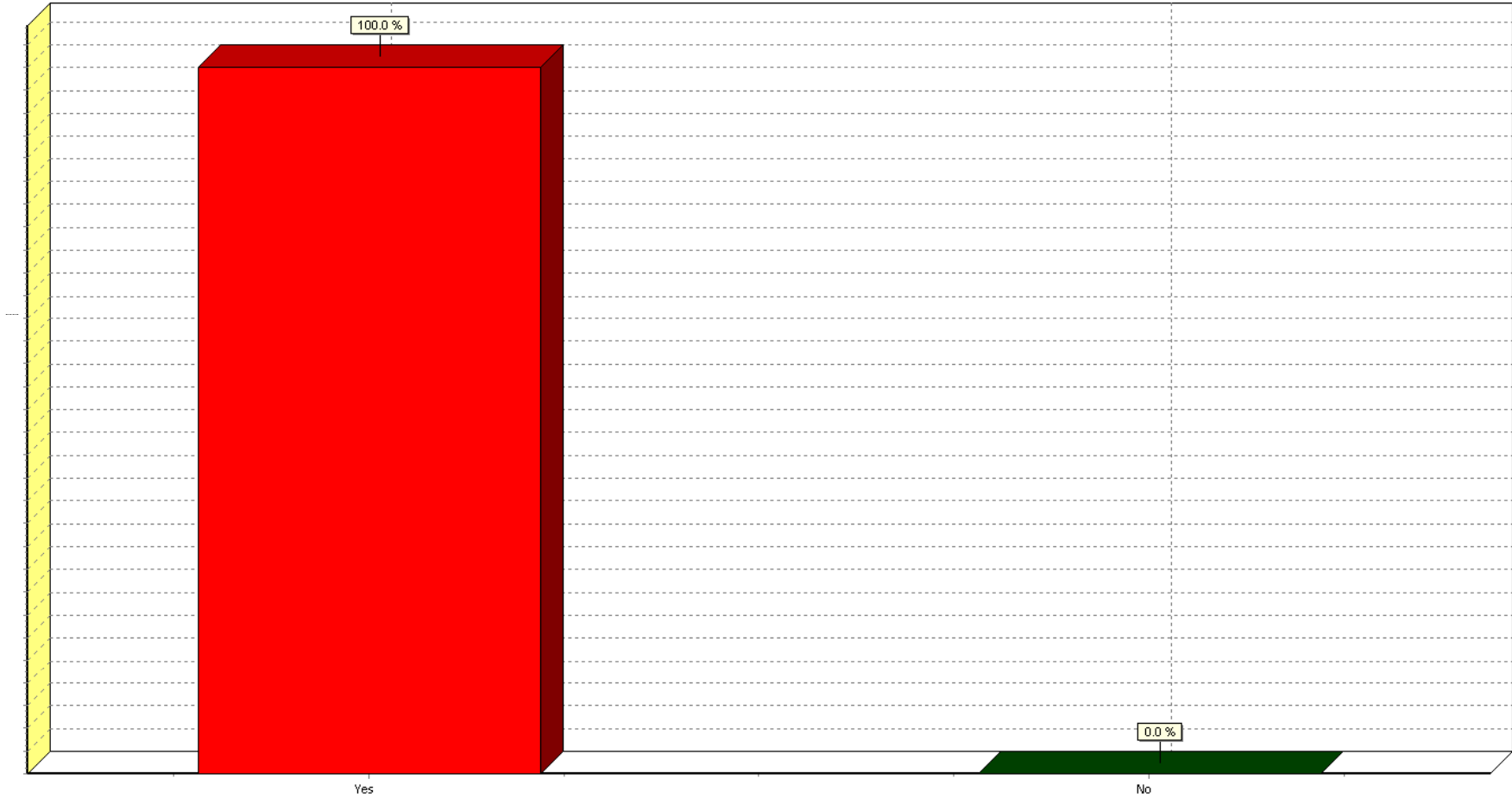
This report is an analysis of the results to the survey titled Catalog Creative Topics. The analysis includes answers from all consumer catalog companies who took the survey in the 13-day period from Thursday, May 29, 2008 to Monday, June 10, 2008.

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



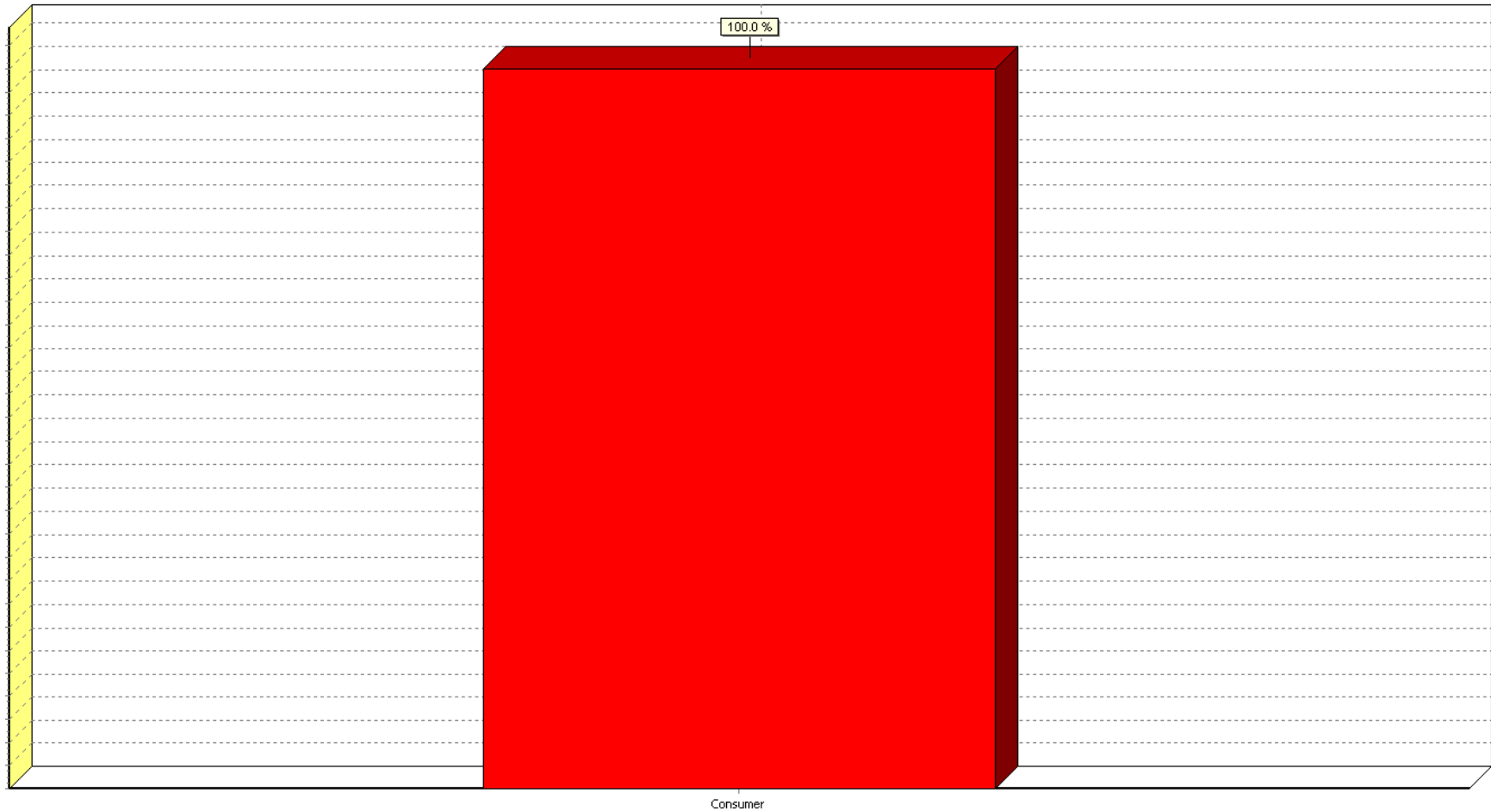
## Consumer Responses

2) Are you involved with making decisions regarding management issues?



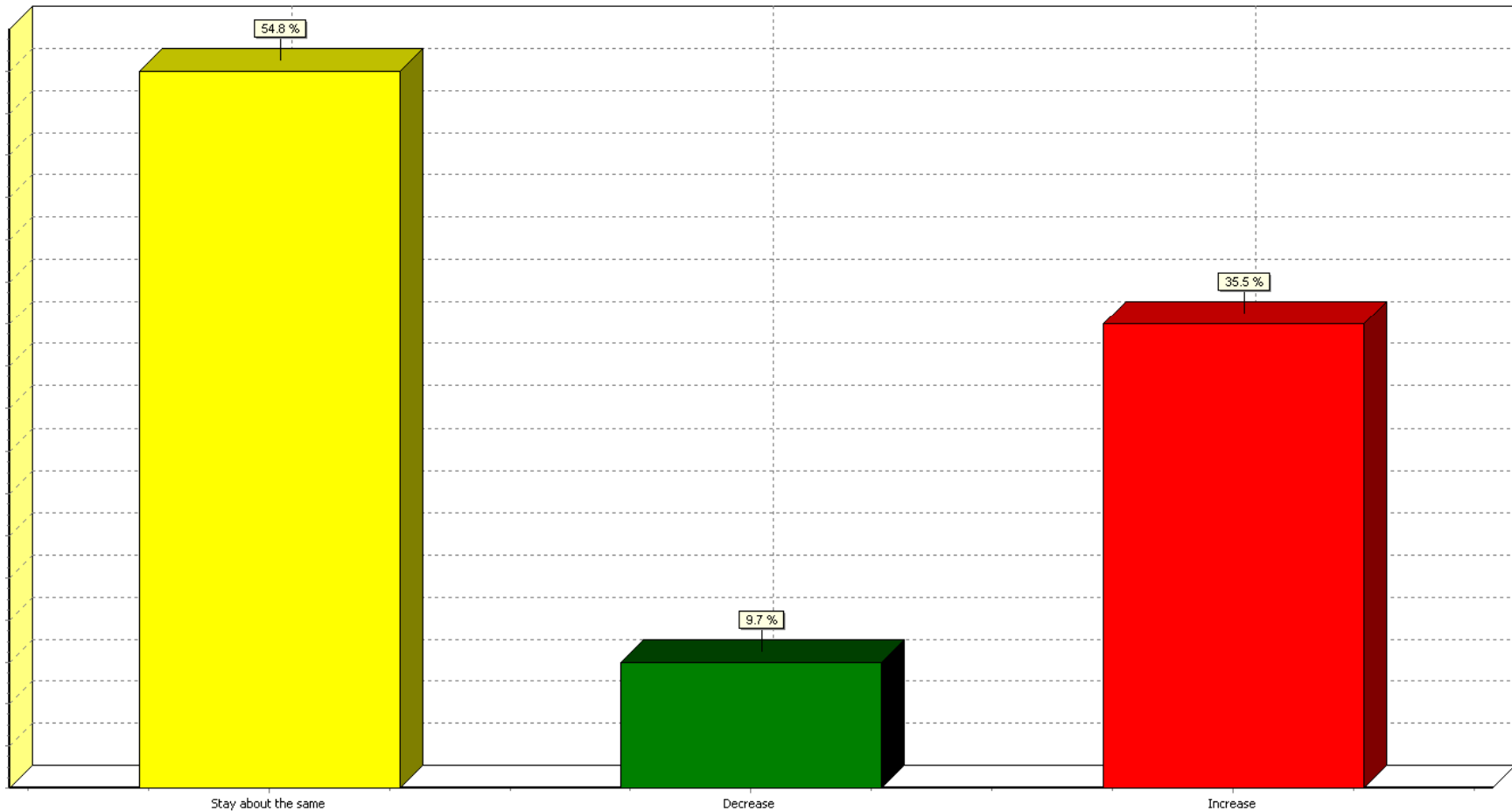
Consumer Responses

### 3) Are your company's marketing efforts primarily business-to-business or consumer?



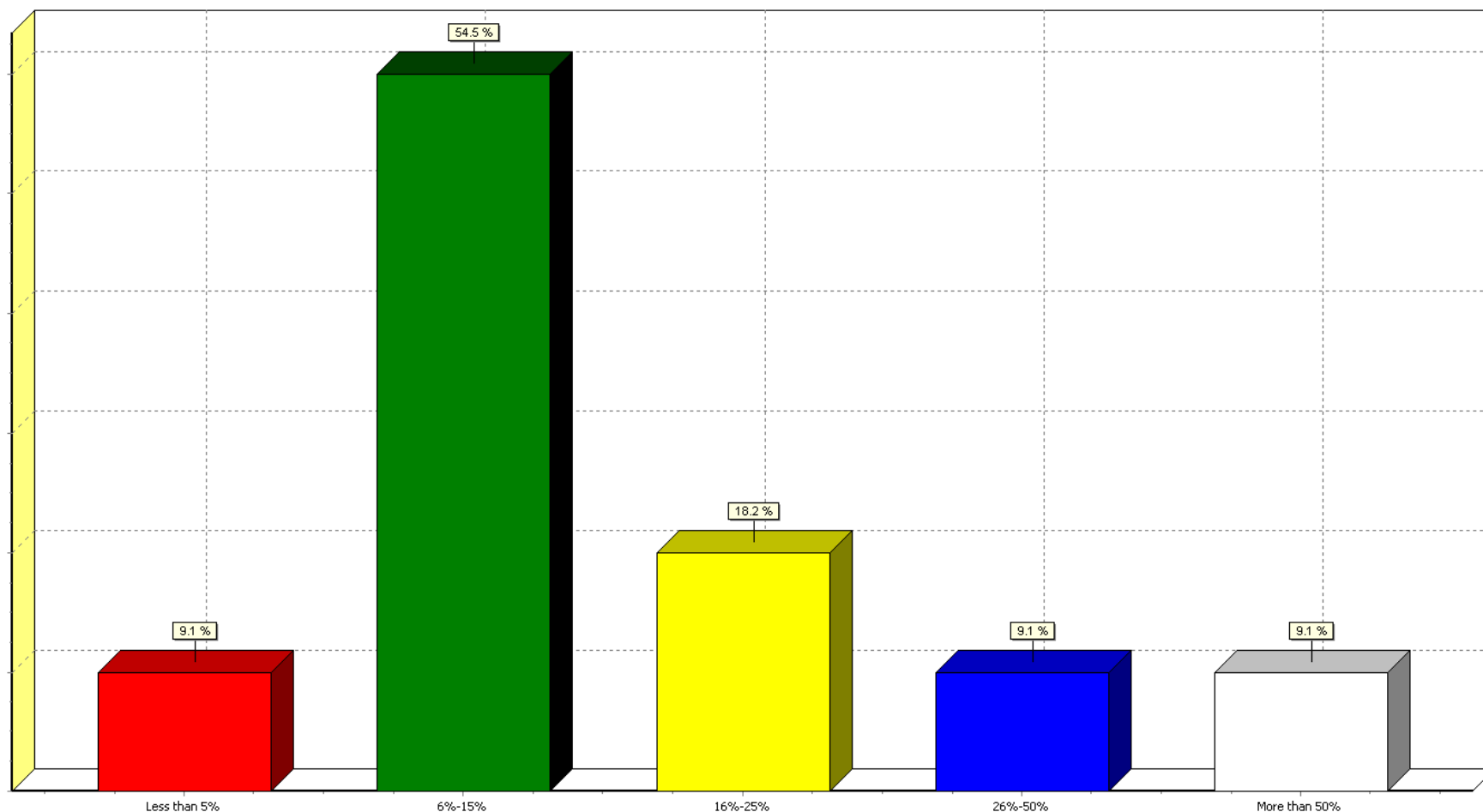
### Consumer Responses

4) Compared to a year ago, did your overall spending on marketing creative (design, layout, copy, photography, etc.) increase, decrease or stay about the same?



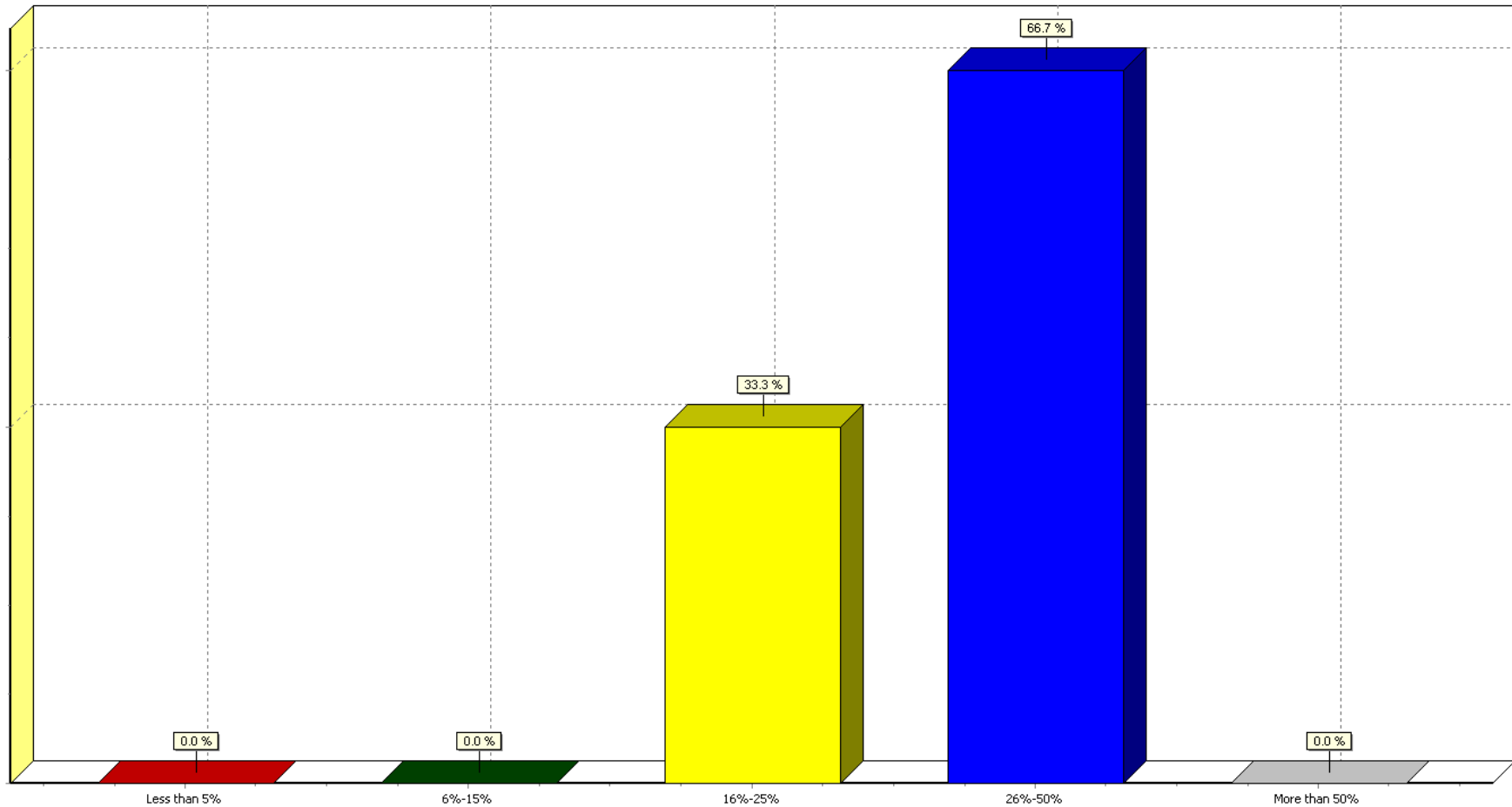
## Consumer Responses

5) By approximately what percentage would you say your creative spending increased? (Answered by those who said “increased” in question 4.)



Consumer Responses

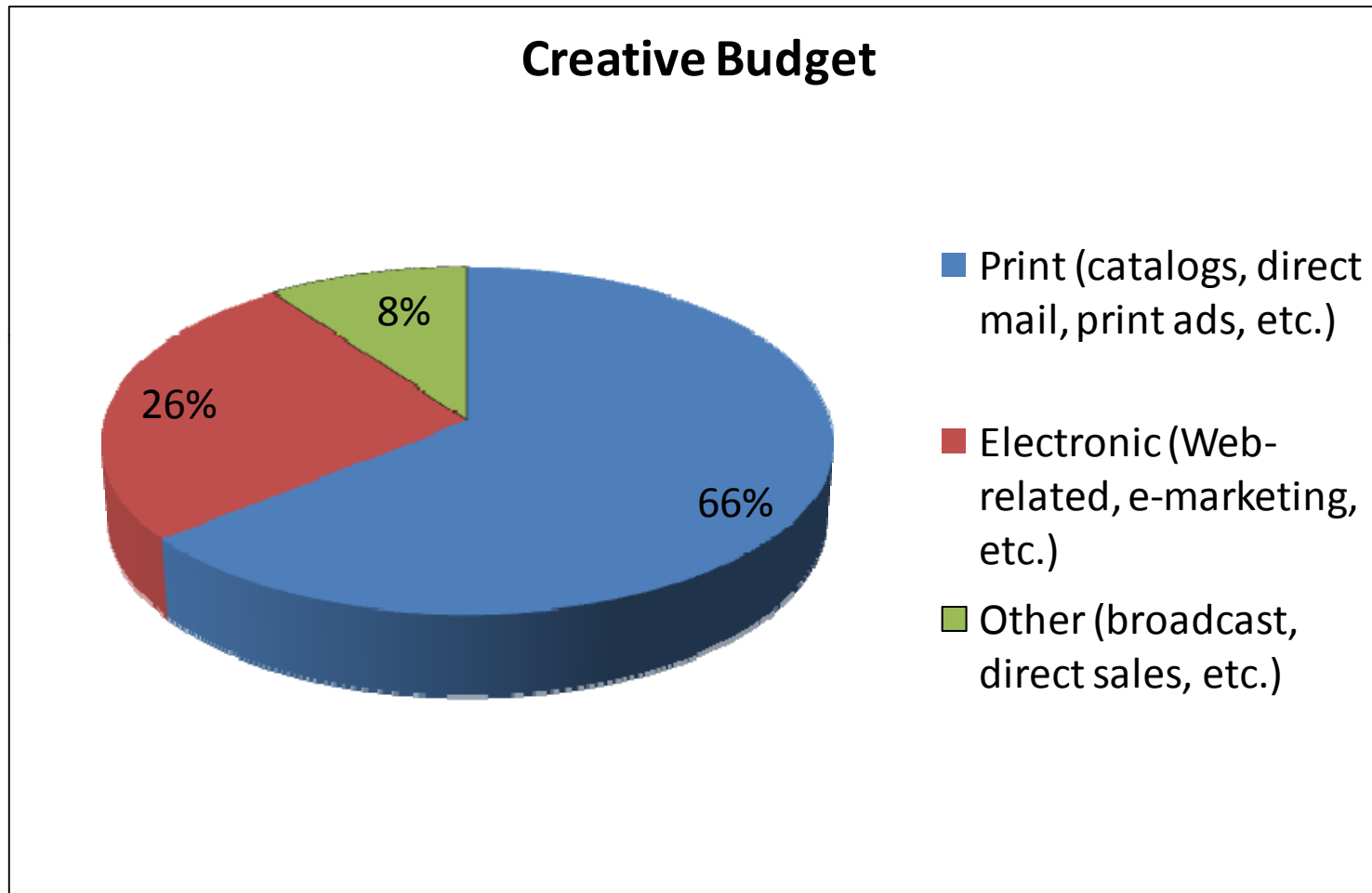
6) By approximately what percentage would you say your creative spending decreased? (Answered by those who said “decreased” in question 4.)



## Consumer Responses

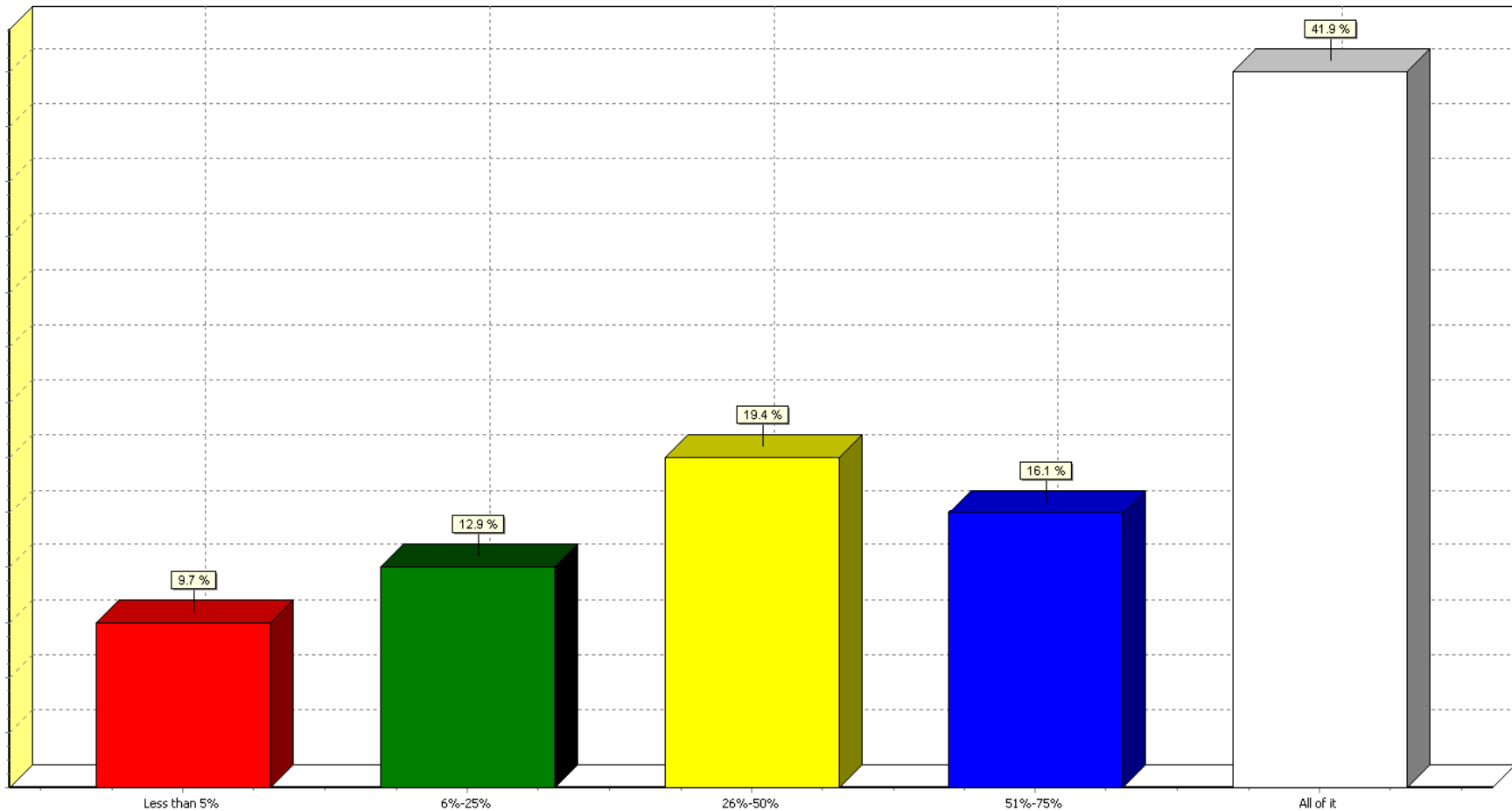


7) Thinking about your overall creative budget, what percentage is dedicated to each of the following:



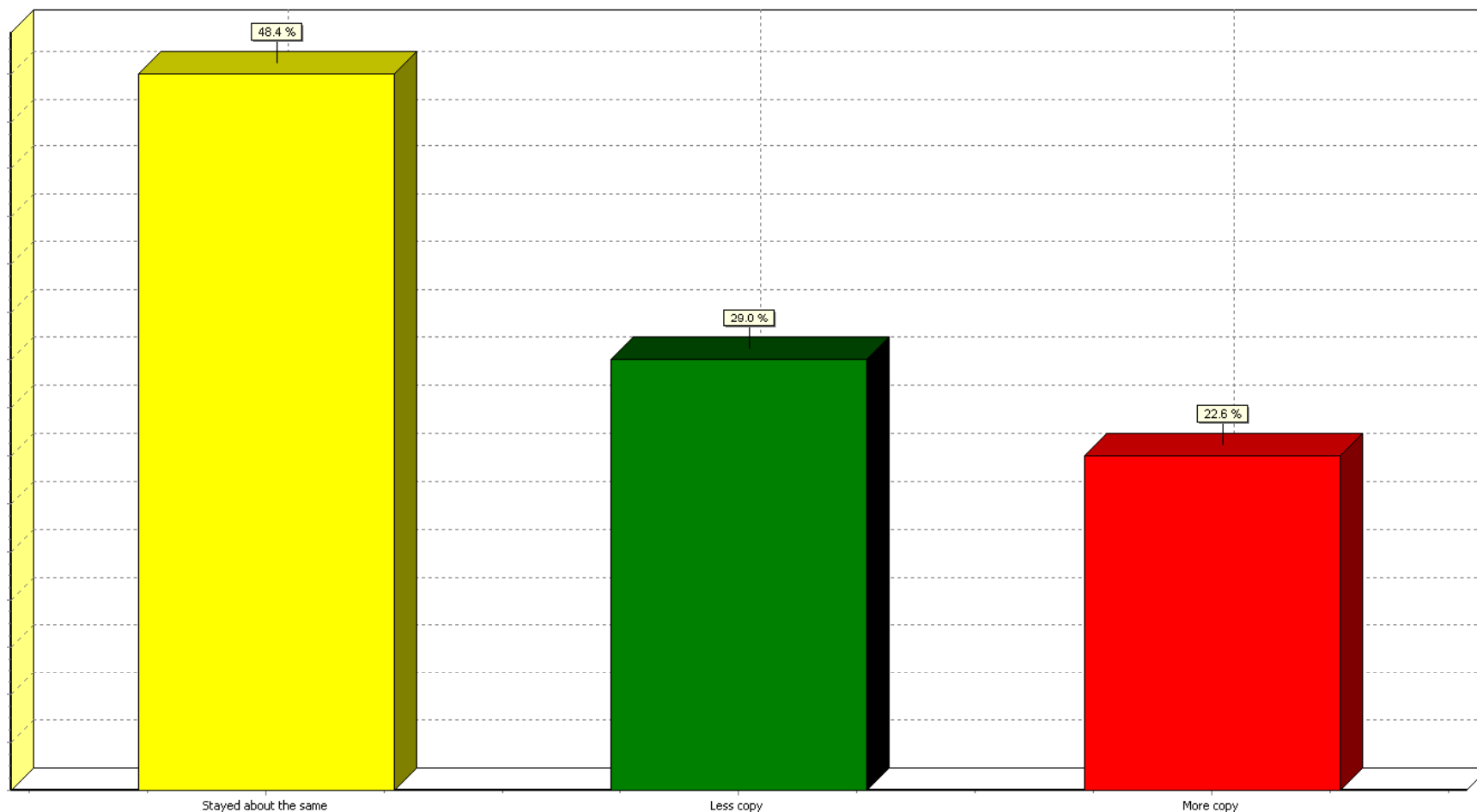
**Consumer Responses**

## 8) Approximately how much of your creative is multi-purposed for use in two or more channels?



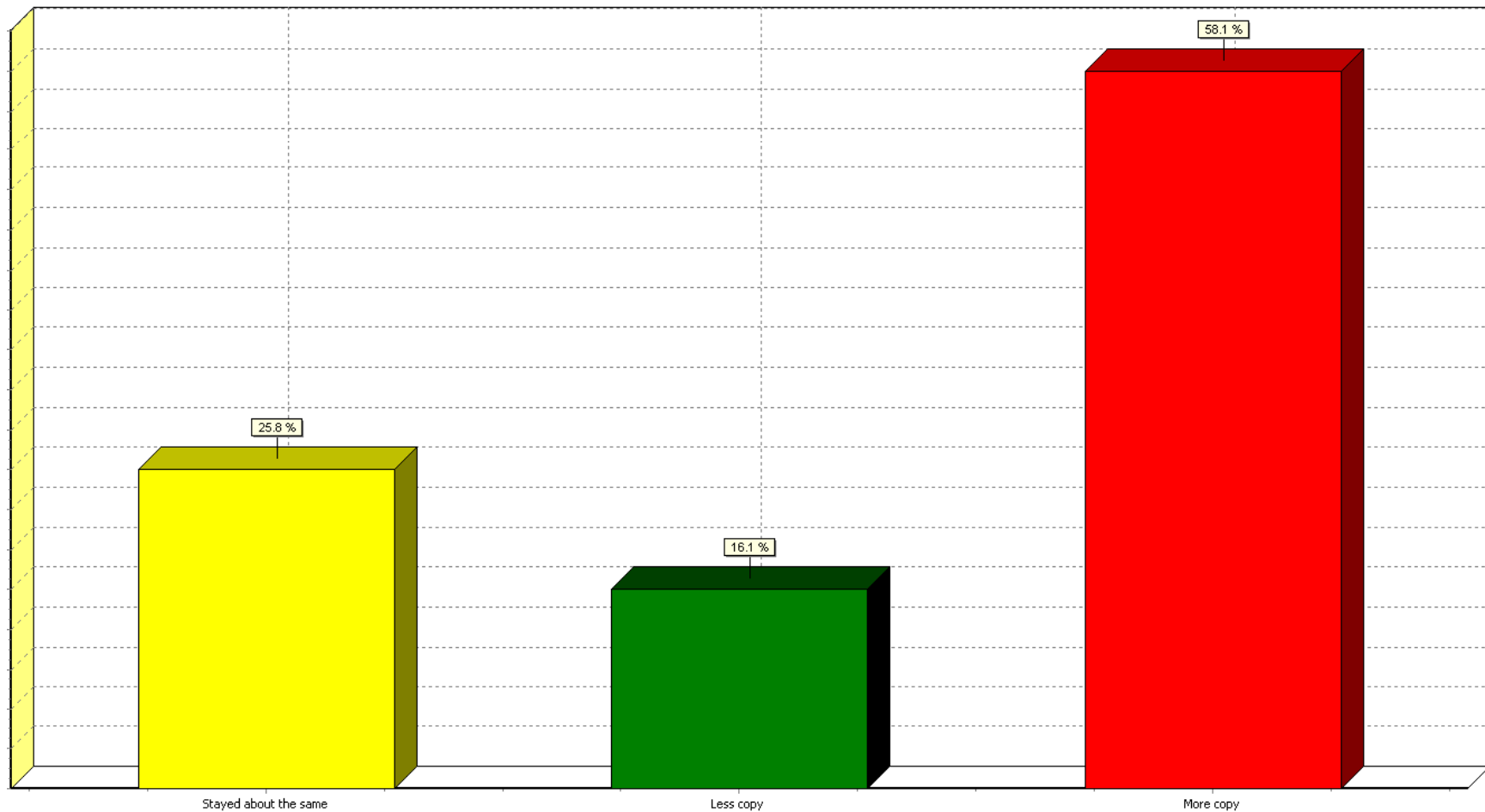
### Consumer Responses

9) Over the past few years, how has the amount of your copy in your creative marketing efforts changed?— Print (catalogs, direct mail, print ads, etc.)



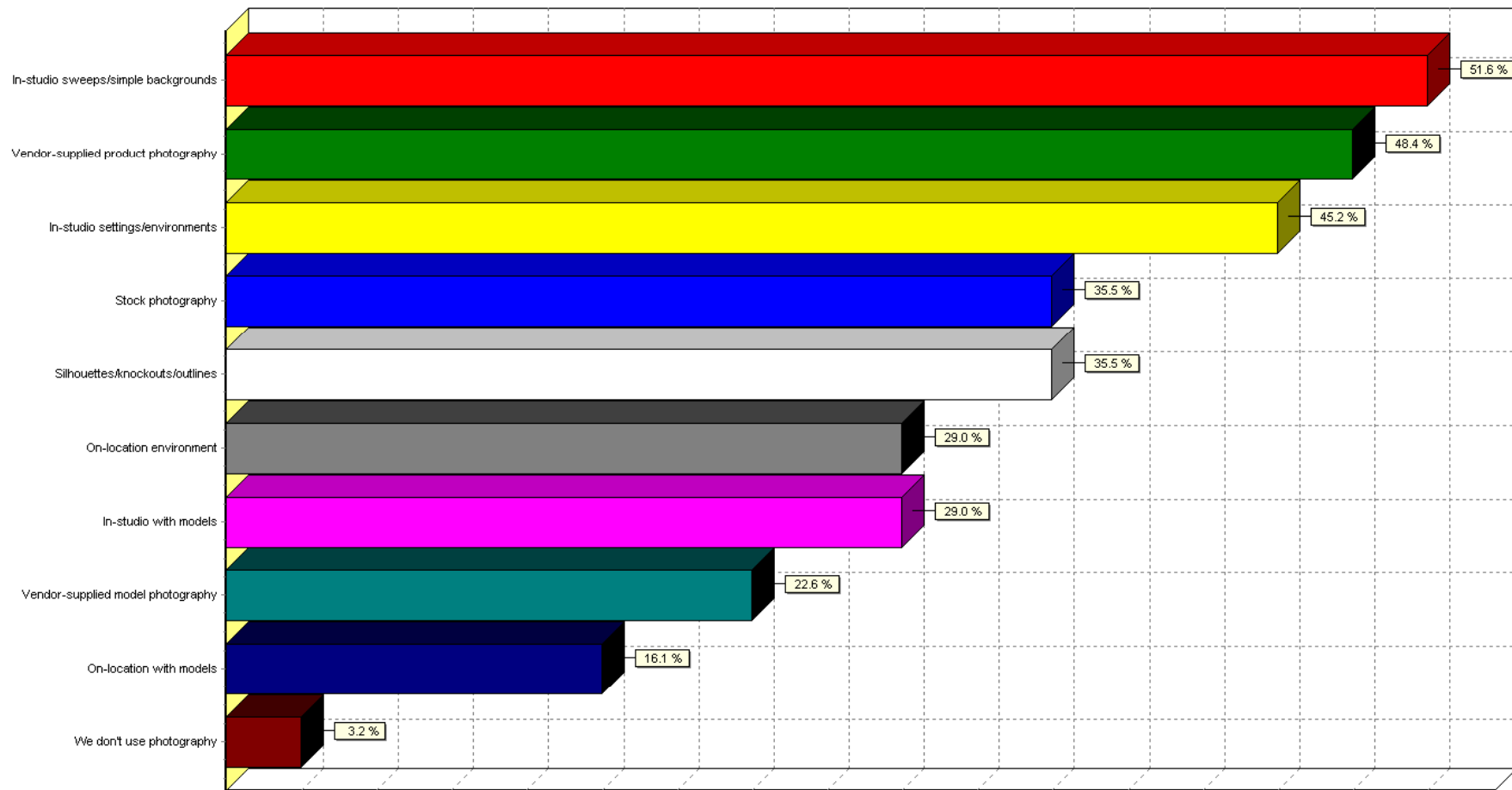
## Consumer Responses

**10) Over the past few years, how has the amount of your copy in your creative marketing efforts changed?— Electronic (web-related, e-marketing, etc.)**



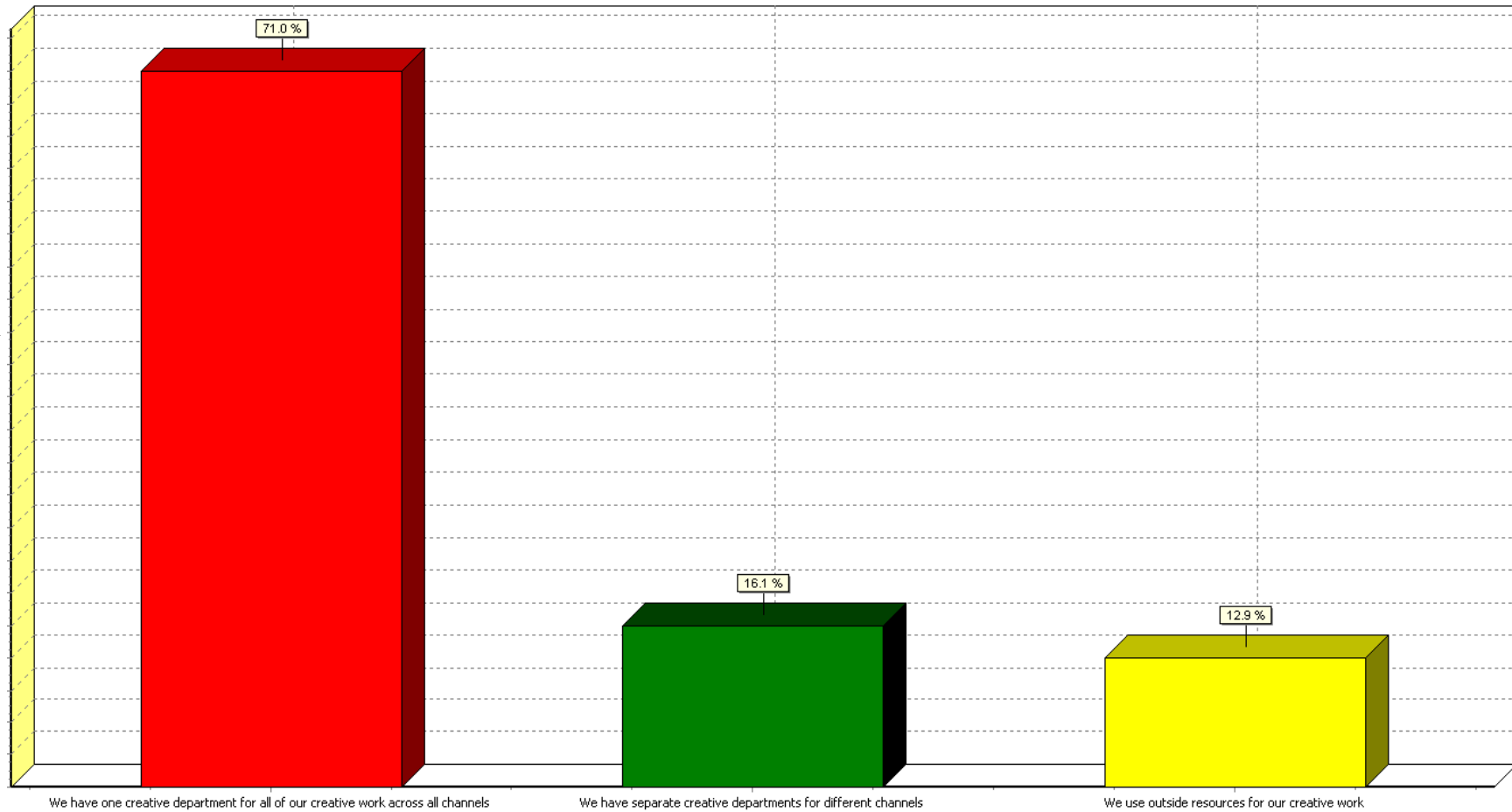
**Consumer Responses**

## 11) If you use photography in your catalogs and/or on your Web site, what kind of photography do you use? (Please check all that apply.)



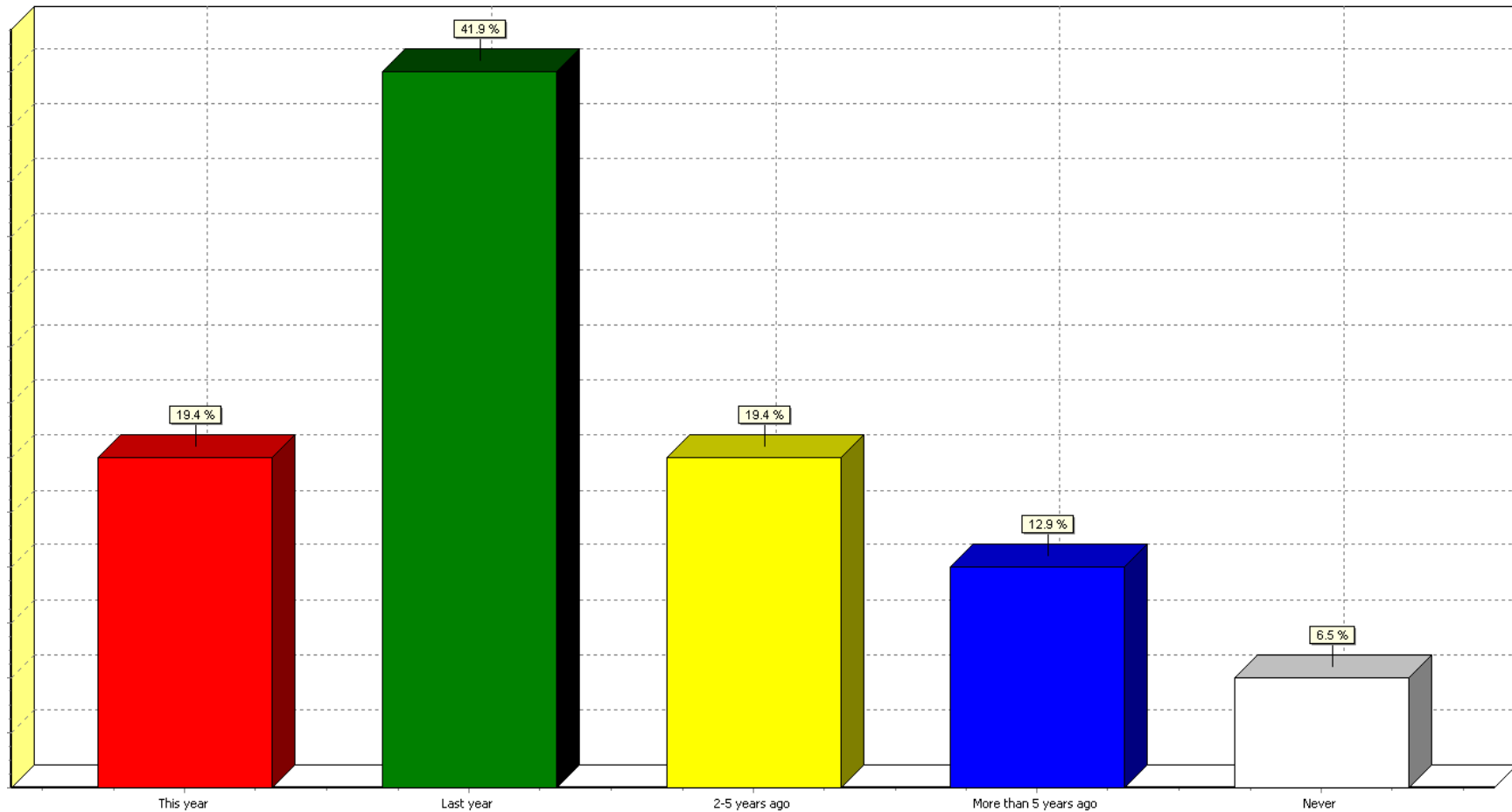
### Consumer Responses

## 12) Which answer best describes how you manage the production of your creative marketing materials?



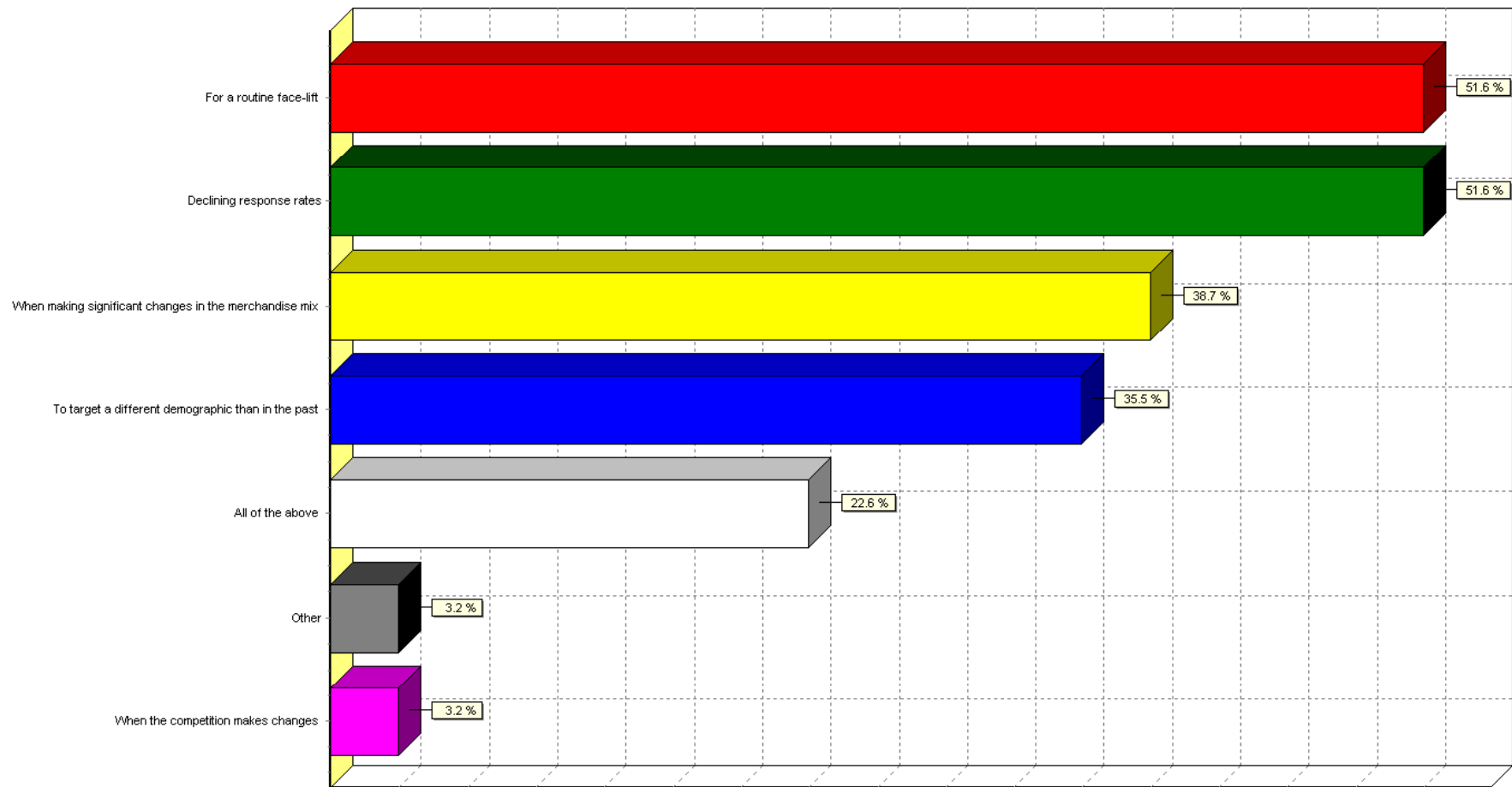
### Consumer Responses

### 13) When was the last time you executed a comprehensive redesign of your catalog?



### Consumer Responses

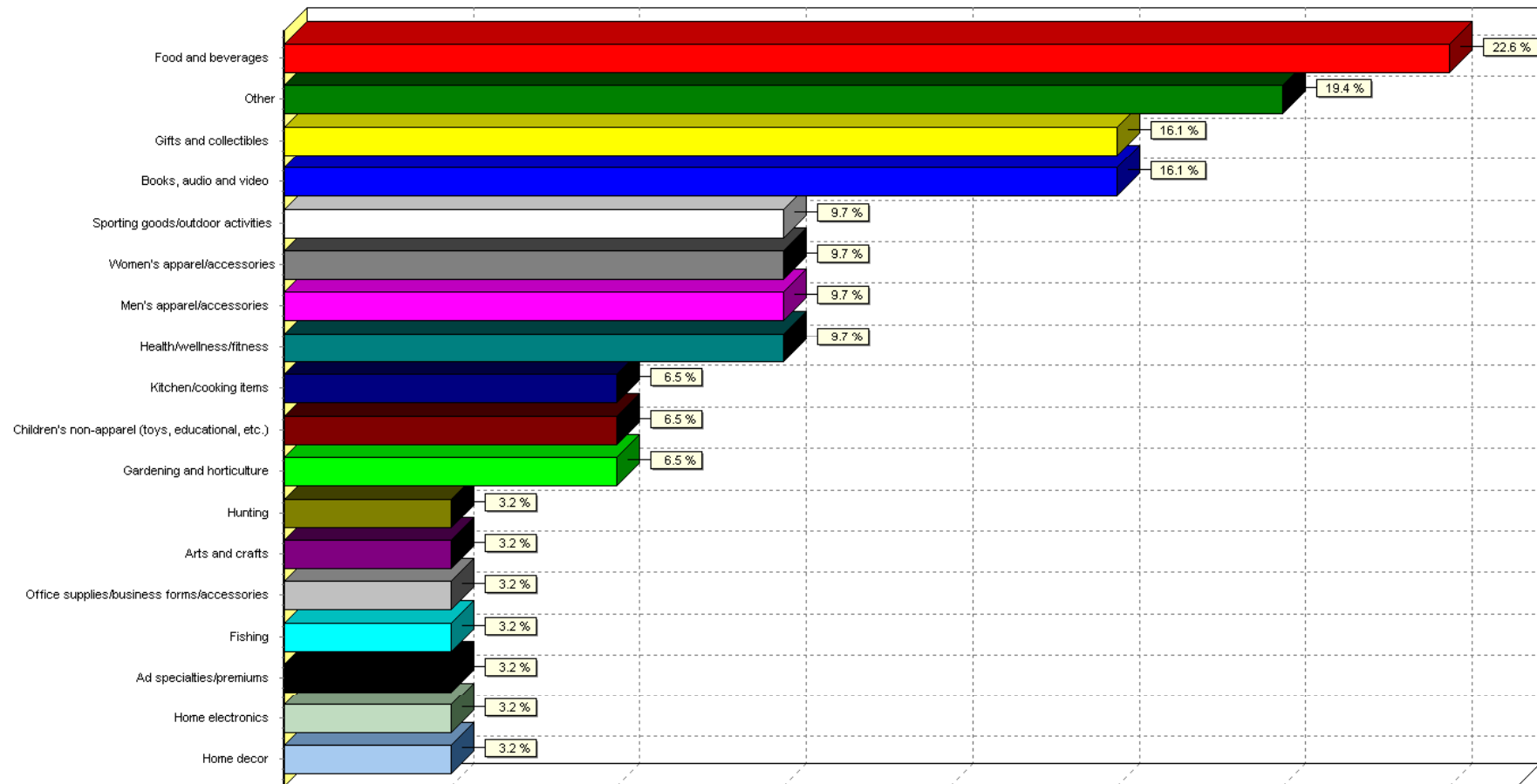
**14) Which of these factors have prompted you or would prompt you to perform a comprehensive redesign of your catalog? (Please select all that apply.)**



**Consumer Responses**

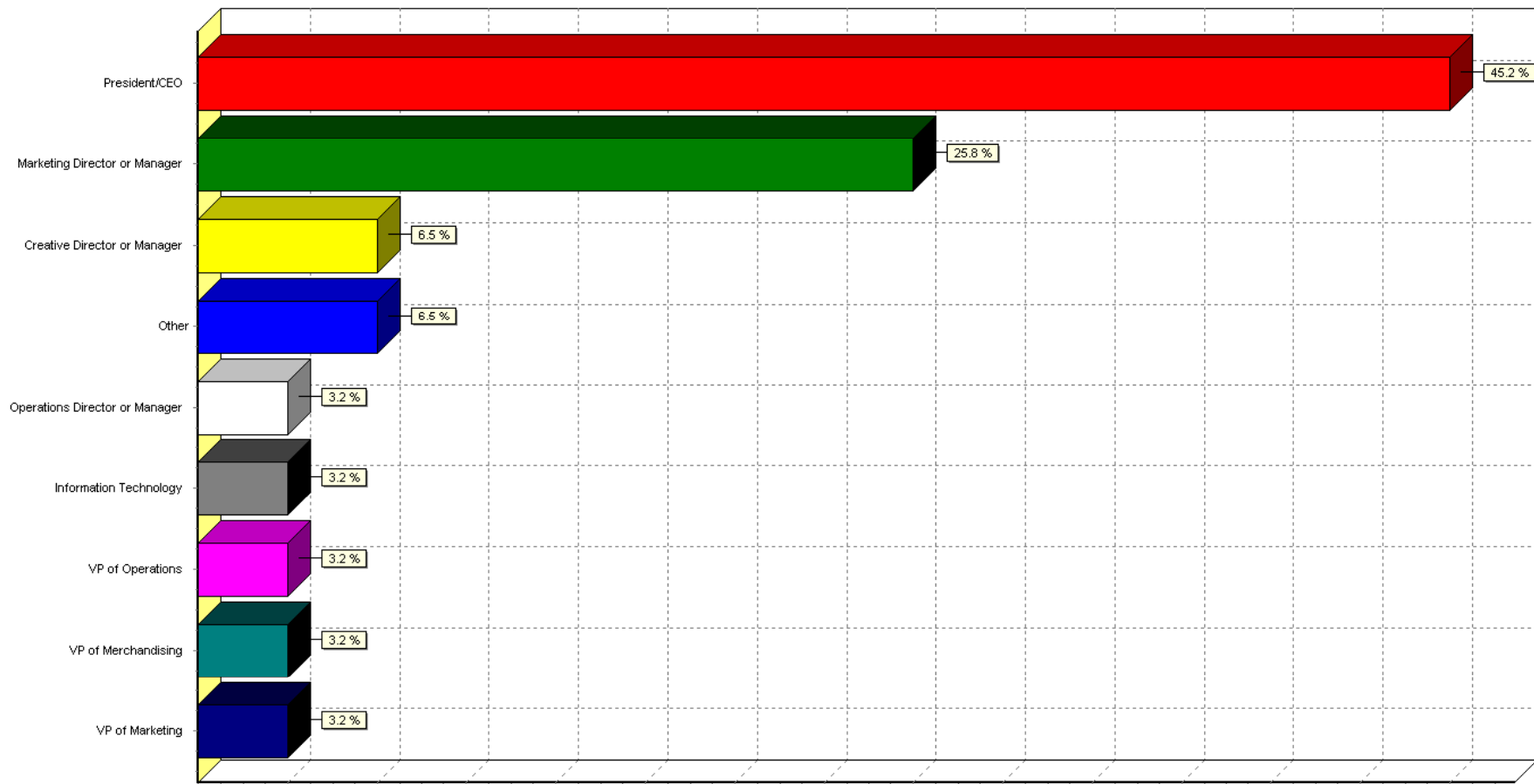


## 15) Please indicate which product category best describes what your catalog sells. (Please select all that apply.)



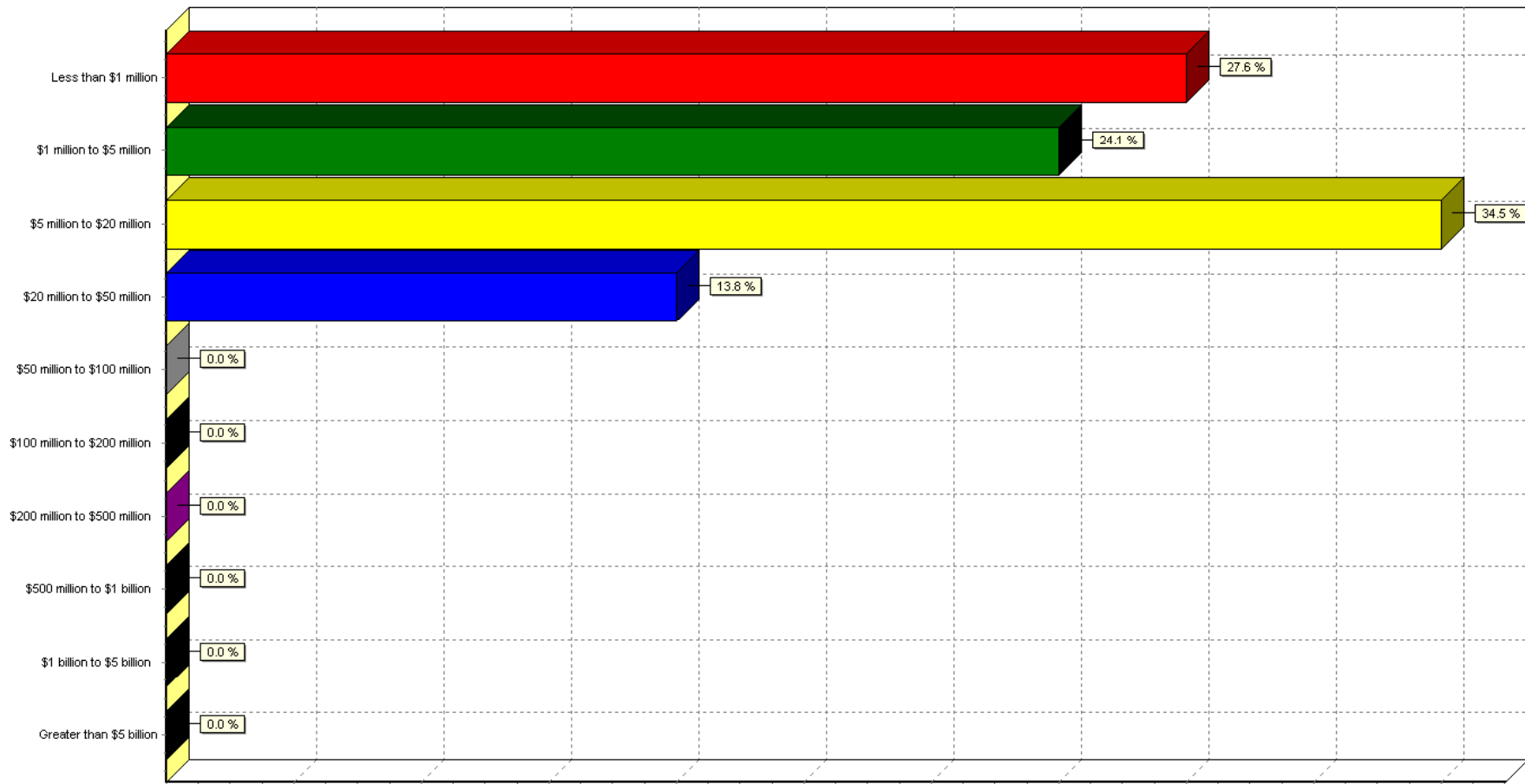
## Consumer Responses

## 16) Please select which job description best describes your role your company.



## Consumer Responses

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



### Consumer Responses