



REGIONAL THEATRE 03/04 SEASON MAILING TRIM RESPONSE REPORT

Comparative Results Utilizing TRIM Processing

Top Rated A Names “Out Pulled” Lower Rated G Names by a Ratio of 21.8 to 1

TRIM DECILE	# PCES	COST PER M	# OF RESP.	RESP. RATE	# OF SUBS	DOLLARS RECEIVED	AVERAGE ORDER	REV. PER M PCES	COST REVENUE	PROFIT /LOSS
A	31,474	485	1,716	.0545	3,742	649,866	379	20,647.70	.0235	634,601
B	31,474	485	517	.0164	1,049	169,972	329	5,400.39	.0898	154,707
C	31,474	485	207	.0066	461	76,389	369	2,427.05	.1998	61,124
D	31,474	485	120	.0038	261	43,161	360	1,371.32	.3537	27,896
E	31,474	485	111	.0035	209	33,078	298	1,050.96	.4615	17,813
F	31,474	485	96	.0031	205	33,843	353	1,075.26	.4511	18,578
G	31,156	485	78	.0025	156	25,452	326	816.92	.5937	10,341
TOTALS	220,000		2,845	.0129	6,083	1,031,761	362	4,689.82		925,061