

Table A4-1
Total Pieces of Advertising Mail^① Received Per Week By Income
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Type of Ad Mail	Under \$7K ^②			\$7K - \$9.9K ^②			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
First-Class:												
Advertising alone	0.3	0.4	0.4	0.5	0.6	0.8	0.7	0.6	0.7	0.7	0.9	0.9
Business invitation/announcements	0.1	0.3	0.2	0.1	0.2	0.2	0.1	0.3	0.2	0.2	0.4	0.4
Stuffers (Advertising Enclosed)	0.4	0.7	1.0	0.6	1.3	1.4	0.8	1.0	1.3	0.9	1.7	1.9
Total First-Class ^③	0.8	1.4	1.7	1.2	2.0	2.3	1.6	2.0	2.2	1.8	2.9	3.2
Standard Mail:												
Commercial	3.8	4.1	8.0	5.2	6.1	5.9	5.8	6.1	6.5	6.4	8.0	6.7
Nonprofit	0.9	0.9	1.1	1.5	1.1	0.9	1.5	1.4	1.3	1.9	1.9	2.1
Total Standard Mail	4.7	4.9	9.1	6.7	7.1	6.7	7.3	7.5	7.9	8.3	9.9	8.8
Total Advertising ^③	5.5	6.4	10.8	7.9	9.1	9.1	8.9	9.5	10.0	10.1	12.9	12.0

Type of Ad Mail	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
First-Class:												
Advertising alone	0.6	1.2	1.0	0.8	1.5	1.2	1.0	1.5	1.2	1.1	1.6	1.3
Business invitation/announcements	0.2	0.4	0.3	0.2	0.5	0.4	0.4	0.5	0.4	0.4	0.5	0.5
Stuffers (Advertising Enclosed)	1.1	2.1	1.9	1.2	2.6	2.2	1.4	2.6	2.2	1.7	2.9	2.5
Total First-Class ^③	1.9	3.7	3.2	2.2	4.5	3.7	2.8	4.5	3.7	3.2	4.9	4.3
Standard Mail:												
Commercial	6.6	8.6	7.1	7.9	9.6	8.3	8.7	9.6	8.3	9.5	10.6	9.7
Nonprofit	1.7	1.9	1.7	1.9	1.9	2.2	2.3	1.9	2.2	2.5	1.8	1.7
Total Standard Mail	8.3	10.6	8.9	9.8	11.5	10.4	11.0	11.5	10.4	12.0	12.4	11.5
Total Advertising ^③	10.2	14.3	12.1	12.0	16.0	14.1	13.8	16.0	14.1	15.2	17.3	15.8

Type of Ad Mail	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K - Over		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
First-Class:												
Advertising alone	1.5	1.7	1.4	2.1	2.0	1.7	2.4	2.3	1.9	2.4	2.8	2.2
Business invitation/announcements	0.4	0.6	0.5	0.4	0.6	0.7	0.6	0.7	0.6	0.7	0.8	0.7
Stuffers (Advertising Enclosed)	1.9	3.1	2.7	2.0	3.5	3.2	2.3	4.0	3.4	2.6	4.5	3.9
Total First-Class ^③	3.8	5.4	4.6	4.5	6.1	5.7	5.3	7.0	5.9	5.7	8.1	6.8
Standard Mail (A):												
Commercial	10.9	12.1	11.3	14.8	13.2	12.6	14.7	16.7	14.1	15.3	18.9	17.0
Nonprofit	2.7	2.1	2.1	3.5	2.5	2.1	4.2	2.9	2.6	4.8	3.5	3.0
Total Standard Mail	13.6	14.2	13.4	18.3	15.6	14.7	18.9	19.7	16.6	20.1	22.4	20.0
Total Advertising ^③	17.4	19.6	18.0	22.8	21.7	20.4	24.2	26.6	22.5	25.8	30.5	26.8

① Includes First-Class advertising only, First-Class advertising enclosed, business invitations/announcements, and Standard Mail non-package mail.

② Fluctuations may be due to small sample sizes.

③ Total First-Class and total advertising are over-reported because some stuffers are counted twice.

Note: 2006/2007 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Totals may not sum due to rounding.

Table A4-2
Total Pieces of Advertising Mail^① Received Per Week by Age of Head of Household
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Type of Ad Mail	18 - 21 ^②			22 - 24 ^②			25 - 34		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
First-Class:									
Advertising alone	0.4	1.0	0.8	0.3	0.9	0.8	0.7	1.4	1.3
Business invitations/announcements	0.1	0.1	0.1	0.1	0.2	0.3	0.2	0.5	0.4
Stuffers (Advertising Enclosed)	0.8	1.9	1.9	0.7	1.8	1.6	1.1	2.5	2.4
Total First-Class ^③	1.3	2.9	2.8	1.1	2.9	2.7	2.0	4.4	4.2
Standard Mail:									
Commercial	3.7	7.9	5.1	3.2	7.1	6.0	6.6	10.4	9.8
Nonprofit	0.6	1.8	1.4	0.5	0.8	0.7	1.2	1.2	1.1
Total Standard Mail	4.3	9.8	6.5	3.7	7.9	6.7	7.8	3.1	2.9
Total Advertising ^③	5.6	12.7	9.2	4.8	8.7	7.4	9.8	7.5	7.1

Type of Ad Mail	35 -44			45 - 54			55 - 64		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
First-Class:									
Advertising alone	1.0	1.8	1.6	1.2	2.1	1.7	1.1	2.0	1.7
Business invitations/announcements	0.3	0.5	0.5	0.4	0.6	0.6	0.3	0.6	0.6
Stuffers (Advertising Enclosed)	1.3	3.1	2.9	1.3	3.5	3.2	1.4	3.6	3.2
Total First-Class ^③	2.6	5.4	5.0	2.9	6.2	5.5	2.8	6.3	5.4
Standard Mail:									
Commercial	8.3	12.5	12.0	8.9	13.5	13.2	9.8	14.1	13.0
Nonprofit	1.9	1.8	1.8	2.4	2.4	2.3	2.7	2.7	2.5
Total Standard Mail	10.2	14.3	13.8	11.3	16.0	15.5	12.5	16.8	15.5
Total Advertising ^③	12.8	19.7	18.8	14.2	22.2	21.0	15.3	23.0	21.0

Type of Ad Mail	65 - 69			70+		70 - 74	75+
	1987	2006	2007	1987	2006	2007	2007
First-Class:							
Advertising alone	1.0	2.0	1.8	0.7	1.5	1.3	1.2
Business invitations/announcements	0.4	0.6	0.6	0.2	0.6	0.4	0.5
Stuffers (Advertising Enclosed)	1.2	3.5	3.2	0.9	2.6	2.7	2.4
Total First-Class ^③	2.6	6.1	5.6	1.8	4.7	4.4	4.1
Standard Mail:							
Commercial	8.2	14.4	13.1	7.6	11.9	11.9	10.4
Nonprofit	2.9	3.6	3.1	2.8	3.8	3.3	4.2
Total Standard Mail	11.1	17.9	16.1	10.4	15.7	15.3	14.6
Total Advertising ^③	13.7	24.0	21.8	12.2	20.4	19.7	18.6

① Includes First-Class advertising only, First-Class advertising enclosed, business invitations/announcements, and Standard Mail non-package mail.

② Fluctuations may be due to small sample sizes.

③ Total First-Class and total advertising are over-reported because some stuffers are counted twice.

Note: Totals may not sum due to rounding.

Table A4-3
Total Pieces of Advertising Mail^① Received Per Week by Education of Head of Household
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Type of Ad Mail	< 8th Grade ^②			Some High School			High School			Some College		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
First-Class:												
Advertising alone	0.5	1.3	1.2	0.7	1.0	0.9	0.7	1.6	1.4	0.9	1.8	1.4
Business invitation/ announcements	0.1	0.4	0.7	0.1	0.3	0.5	0.2	0.5	0.5	0.3	0.5	0.5
Stuffers (Advertising Enclosed)	0.5	2.1	2.1	0.7	2.0	1.9	1.0	2.8	2.6	1.3	3.2	2.7
Total First-Class ^③	1.1	3.8	4.1	1.5	3.3	3.3	1.9	4.9	4.5	2.5	5.5	4.7
Standard Mail:												
Commercial	5.0	9.2	1.3	5.6	8.1	2.0	7.0	11.3	2.3	7.9	12.6	2.9
Nonprofit	1.2	1.6	1.9	1.5	1.3	1.9	1.6	1.8	1.9	2.2	2.4	2.0
Total Standard Mail	6.2	10.8	3.2	7.1	9.4	3.8	8.6	13.1	4.3	9.9	15.1	4.9
Total Advertising ^③	7.3	14.6	7.3	8.6	12.7	7.2	10.5	18.0	8.8	12.4	20.6	9.6

Type of Ad Mail	Tech School			College			Post Graduate		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
First-Class:									
Advertising alone	0.9	1.9	1.7	1.2	2.1	1.7	1.5	2.3	1.9
Business invitation/announcements	0.3	0.7	0.5	0.4	0.7	0.5	0.6	0.7	0.6
Stuffers (Advertising Enclosed)	1.1	3.3	3.1	1.6	3.5	3.2	2.1	4.1	3.4
Total First-Class ^③	2.3	5.8	5.3	3.2	6.3	5.5	4.2	7.2	5.9
Standard Mail:									
Commercial	7.8	11.7	2.5	9.9	14.6	4.6	11.8	17.2	3.7
Nonprofit	1.9	2.6	2.2	2.6	2.8	2.5	2.1	4.1	3.5
Total Standard Mail	9.7	14.3	4.7	12.6	17.4	7.1	16.3	21.4	7.2
Total Advertising ^③	12.0	20.1	9.9	15.8	23.7	12.6	20.5	28.5	13.1

① Includes First-Class advertising only, First-Class advertising enclosed, business invitations/announcements, and Standard Mail (A) non-package mail.

② Fluctuations may be due to small sample sizes.

③ Total First-Class and total advertising are over-reported because some stuffers are counted twice.

Note: Totals may not sum due to rounding.

Table A4-4
Total Mail Overview: Treatment of Advertising Mail by
Actual Weekly Standard Mail Receipt
(Percentage of Households)
Postal Fiscal Years 1987, 2006 and 2007
(Diary and Recruitment Data)

Treatment	Actual Standard Mail Pieces								
	0 - 7			8 - 10			11 - 12		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Usually read	23.9	19.8	21.8	19.4	12.5	14.2	20.0	12.3	11.6
Usually scan	39.6	33.9	30.5	40.4	34.2	38.5	42.6	34.7	31.7
Read Some	26.4	27.9	28.2	30.4	30.9	28.5	30.0	32.8	37.7
Usually don't read	9.8	15.1	19.3	9.6	21.2	18.4	7.4	18.4	18.8
Don't Know/No Answer	0.3	3.4	0.1	0.2	1.2	0.3	0.0	1.8	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	Actual Standard Mail Pieces								
	13 - 15			16 - 17			18+		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Usually read	16.0	13.2	14.2	12.9	11.1	11.8	11.5	10.5	9.5
Usually scan	46.3	36.5	34.7	42.6	36.5	38.0	41.3	37.2	33.8
Read Some	28.5	34.4	32.9	34.8	30.6	32.9	39.1	38.2	39.3
Usually don't read	9.2	15.3	18.0	9.2	21.2	17.3	7.9	13.7	17.4
Don't Know/No Answer	0.0	0.7	0.2	0.5	0.5	0.0	0.2	0.4	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

Table A4-5
Total Mail Overview:
Intended Response to Advertising Mail by Class
(Percentage of Pieces)
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Intended Response	First-Class ①			Standard Mail ②			Standard Mail Nonprofit ②		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Will respond	11.1	8.2	8.5	14.6	10.0	10.4	17.9	13.9	13.6
May respond	10.3	12.4	11.2	20.0	16.9	16.5	16.4	19.3	17.5
Won't respond	58.4	54.7	57.5	58.6	59.6	61.1	55.1	56.6	59.0
Don't know/No answer	19.8	24.7	22.8	6.9	13.5	12.0	10.4	10.3	9.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① Estimates for 1987 include both advertising only and advertising enclosed mail. Estimates for 2006/2007 include advertising only.

② Standard Mail and Nonprofit Standard Mail include request for donations.

Note: Totals may not sum to 100 due to rounding.

Table A4-6
Response Rates To Advertising: First-Class
Ad Only vs. Standard Mail Envelopes and Cards^①
(Percentage of Pieces)
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Industry	1987		2006		2007	
	First	Standard Mail	First	Standard Mail	First	Standard Mail
Financial:						
Credit card	5.8	8.0	3.1	2.6	5.7	3.0
Bank	8.0	8.9	4.1	2.5	4.9	2.8
Securities broker	14.3	9.0	10.3	6.8	2.4	6.5
Money Market*	9.8	5.3	9.9	7.5	1.0	8.3
Insurance Company	8.9	6.6	6.7	3.8	5.7	3.1
Mortgage*	4.7	3.5	2.0	1.5	2.6	1.5
Merchants:						
Department store	9.5	12.0	16.4	20.6	19.1	21.7
Mail order	13.5	15.4	12.3	11.0	11.1	11.9
Other store	13.1	12.8	10.4	17.5	14.0	16.9
Publisher	19.6	18.7	10.1	10.8	11.5	12.8
Land promotion*	10.6	2.9	0.9	0.9	0.0	1.5
Online auction	N/A	N/A	N/A	N/A	36.4	6.6
Restaurant*	2.2	15.9	32.8	24.1	16.4	24.4
Consumer packaged goods*	16.1	28.7	9.3	15.0	6.8	14.3
Auto dealers*	4.1	7.2	2.6	4.4	2.6	5.2
Services:						
Telephone	6.7	15.1	7.5	4.0	4.0	3.0
Other Utility*	8.0	12.7	13.0	12.1	16.9	11.9
Medical	21.2	10.2	8.0	7.6	9.3	7.5
Other professional*	20.7	14.3	8.3	8.5	10.5	6.7
Leisure service	16.8	8.7	11.2	11.0	13.1	10.6
Cable TV	7.8	13.4	14.1	3.1	4.6	2.9
Computer	8.1	15.8	9.6	3.7	4.7	3.1
Social/Charitable/Political/Nonprofit ^②	20.4	18.5	8.3	14.0	10.5	14.1
Total Percentage of "Will Respond" to Advertising Pieces ^③	13.4	15.1	8.2	10.5	8.5	10.8

①All Standard Mail percentages are based on Standard Mail except social/charitable/political

/nonprofit which is based on Standard Mail nonprofit

②Includes medical nonprofit mail after 1992.

③Total Percentage for Standard Mail includes Nonprofit.

* Fluctuations may be due to small sample sizes

Table A4-7
Treatment of Advertising Mail by Household Income
(Percentage of Households)
Postal Fiscal Years 1987, 2006 and 2007
(Recruitment Data)

Treatment	Under \$7K ①			\$7K - \$9.9K ①			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Usually read	31.1	26.9	44.8	26.7	28.4	23.8	26.4	27.0	23.1	22.9	20.1	25.6
Usually scan	32.9	23.5	13.5	37.5	32.5	27.9	37.1	29.1	28.3	38.1	34.0	35.3
Read some	22.7	29.5	17.3	25.3	17.2	22.6	28.7	24.0	28.5	30.4	27.9	24.4
Usually don't read	8.7	10.6	23.0	9.7	14.0	24.6	7.2	15.0	20.1	7.3	11.7	13.9
Don't know/No answer	0.7	9.5	1.5	0.1	7.9	1.1	0.0	4.9	0.0	0.5	6.3	0.8
Received no advertising	3.9	N/A	N/A	0.7	N/A	N/A	0.6	N/A	N/A	0.8	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Usually read	16.8	17.9	26.2	19.7	16.8	23.4	16.9	16.8	23.4	16.2	16.4	17.0
Usually scan	44.8	38.1	30.0	44.4	35.3	34.4	46.1	35.3	34.4	42.8	35.2	34.2
Read some	27.3	23.4	28.2	27.5	31.4	25.6	26.9	31.4	25.6	34.4	29.8	31.0
Usually don't read	10.6	15.2	15.6	8.6	13.8	16.6	9.4	13.8	16.6	6.0	16.4	17.6
Don't know/No answer	0.0	5.3	0.0	0.1	2.6	0.0	0.0	2.6	0.0	0.2	2.2	0.1
Received no advertising	0.5	N/A	N/A	0.0	N/A	N/A	0.7	N/A	N/A	0.4	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K - Over		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Usually read	14.2	13.0	14.3	8.9	10.4	12.5	8.2	10.6	10.2	10.2	9.4	8.4
Usually scan	41.1	35.4	35.6	38.3	37.5	34.3	55.4	39.2	36.4	34.1	31.3	30.2
Read some	33.9	32.9	31.9	29.3	34.0	35.6	32.4	32.6	32.7	42.6	37.4	37.3
Usually don't read	0.0	16.7	18.1	23.5	16.7	17.4	4.0	16.3	20.4	13.1	21.1	24.1
Don't know/No answer	0.4	1.9	0.1	0.0	1.4	0.1	0.0	1.2	0.2	0.0	0.7	0.0
Received no advertising	10.4	N/A	N/A	0.0	N/A	N/A	0.0	N/A	N/A	0.0	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① Fluctuations may be due to small sample sizes.

Note: 2006/2007 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Totals may not sum to 100 due to rounding.

Table A4-8
Treatment of Advertising Mail
(Percentage of Households)
Postal Fiscal Years 1987, 2006 and 2007
(Recruitment Data)

Treatment	1987	2006	2007
Usually read	19.6	14.8	16.4
Usually scan	40.4	34.6	32.6
Read some	29.6	31.3	31.5
Usually don't read	9.1	16.6	19.2
Don't know/No answer	0.2	2.8	0.2
Received no advertising	1.1	N/A	N/A
Total	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

Table A4-9
Treatment of Mail Advertising by Age of Head of Household
(Percentage of Households)
Postal Fiscal Years 1987, 2006 and 2007
(Recruitment Data)

Treatment	18 - 21 ^①			22 - 24 ^①			25 - 34			35 - 44		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Usually read	39.4	14.1	9.6	21.1	21.2	21.3	20.3	13.2	14.8	17.7	12.6	12.3
Usually scan	38.8	28.7	35.6	46.7	29.0	27.8	41.4	33.5	33.8	40.8	32.4	35.3
Read some	12.6	25.0	21.1	24.8	23.3	32.0	30.7	33.7	28.9	30.8	34.5	32.6
Usually don't read	3.2	19.3	33.7	6.7	22.6	18.8	6.3	15.9	21.9	9.8	17.6	19.6
Don't know/No answer	0.2	13.0	0.0	0.0	4.0	0.0	0.3	3.7	0.6	0.0	2.8	0.2
Received no advertising	5.8	N/A	N/A	0.7	N/A	N/A	1.0	N/A	N/A	0.9	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	45 - 54			55 - 64			65 - 69			70+		70 - 74	75+
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	2007
Usually read	17.0	14.4	15.8	19.7	14.5	16.3	23.6	15.3	16.5	19.5	17.4	18.4	21.6
Usually scan	41.3	35.3	30.2	39.4	34.0	32.1	37.9	36.8	32.1	38.2	36.7	36.5	32.1
Read some	31.9	31.8	34.0	28.2	32.2	33.0	26.4	31.5	31.0	30.0	26.7	29.5	27.9
Usually don't read	9.2	16.2	19.8	11.6	17.2	18.6	9.4	14.4	20.3	11.8	16.1	15.6	18.0
Don't know/No answer	0.3	2.4	0.2	0.0	2.2	0.0	0.7	2.0	0.0	0.0	3.1	0.0	0.4
Received no advertising	0.3	N/A	N/A	1.1	N/A	N/A	2.0	N/A	N/A	0.5	N/A	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① Fluctuations may be due to small sample sizes.

Note: Totals may not sum to 100 due to rounding.

Table A4-10
Treatment of Advertising Mail by Education of Head of Household
(Percentage of Households)
Postal Fiscal Years 1987, 2006 and 2007
(Recruitment Data)

Treatment	< 8th Grade ①			Some High School			High School			Some College		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Usually read	29.2	27.8	27.0	24.6	22.0	27.2	23.5	18.1	18.8	17.6	12.8	15.8
Usually scan	37.0	29.8	26.2	33.0	27.6	29.3	42.4	34.6	33.7	39.9	38.0	33.0
Read some	22.0	24.8	25.4	27.8	32.2	26.0	26.2	28.1	30.0	30.8	30.6	33.7
Usually don't read	9.0	13.1	20.8	11.8	11.9	17.2	7.0	15.9	17.3	10.8	16.6	17.5
Don't know/No answer	0.7	4.4	0.6	0.0	6.4	0.3	0.1	3.3	0.2	0.3	1.9	0.1
Received no advertising	2.1	N/A	N/A	2.8	N/A	N/A	0.8	N/A	N/A	0.6	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	Tech School			College			Post Graduate		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Usually read	18.5	10.7	13.8	12.2	9.4	10.2	8.9	5.3	6.0
Usually scan	39.9	41.2	32.0	43.5	35.1	33.8	41.9	32.9	34.2
Read some	31.6	30.8	33.6	34.6	35.7	34.2	28.3	38.5	34.8
Usually don't read	8.9	14.8	19.9	9.1	18.5	21.7	10.5	22.4	24.9
Don't know/No answer	0.1	2.4	0.6	0.3	1.3	0.1	0.0	0.9	0.1
Received no advertising	1.0	N/A	N/A	0.3	N/A	N/A	10.4	N/A	N/A
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① Fluctuations may be due to small sample sizes.

Note: Totals may not sum to 100 due to rounding.