

Reading of Direct Mail

Fond du Lac physicians, like doctors everywhere, are deluged with direct mail advertising. Only two of the 55 say that they read or look at all of the direct mail they receive.

Most doctors in the area say that they receive more than 50 direct mail pieces a week and most doctors indicate that they read fewer than 9 of them.

"About how many pieces of medical direct mail advertising (other than periodicals) have you received during the last seven days -- as close an estimate as possible? Of these, about how many pieces have you read or looked at during the last seven days?"

	<u>Pieces received</u>	<u>Read or looked at</u>
<u>Total doctors</u>	<u>55</u>	<u>55</u>
None	-	14
1-9 pieces	1	25
10-24 pieces	3	9
25-49 pieces	13	2
50-99 pieces	15	2
100 or more	22	1
Don't know	1	2

Five of the doctors say that they never read direct mail, two report reading all of it, and of the remaining 48, all but four say that they do the sorting themselves. Whether they or their girls do the sorting, here is the basis for the choices made, some using more than one method:

<u>Total sorting</u>	<u>48</u>
Sort by specialty, type of product, subject matter	23
Sort by company name	9
Read about new products, discard duplications	9
Sort by appearance of piece	5
Sort by information on envelope	5
Read if I have time	3
Other methods	2
No special way, don't know	2

Only three companies are singled out by as many as three doctors for doing the best job on direct mail --

Smith, Kline & French,	4 mentions
Abbott Laboratories,	4 mentions
Pfizer Laboratories,	3 mentions