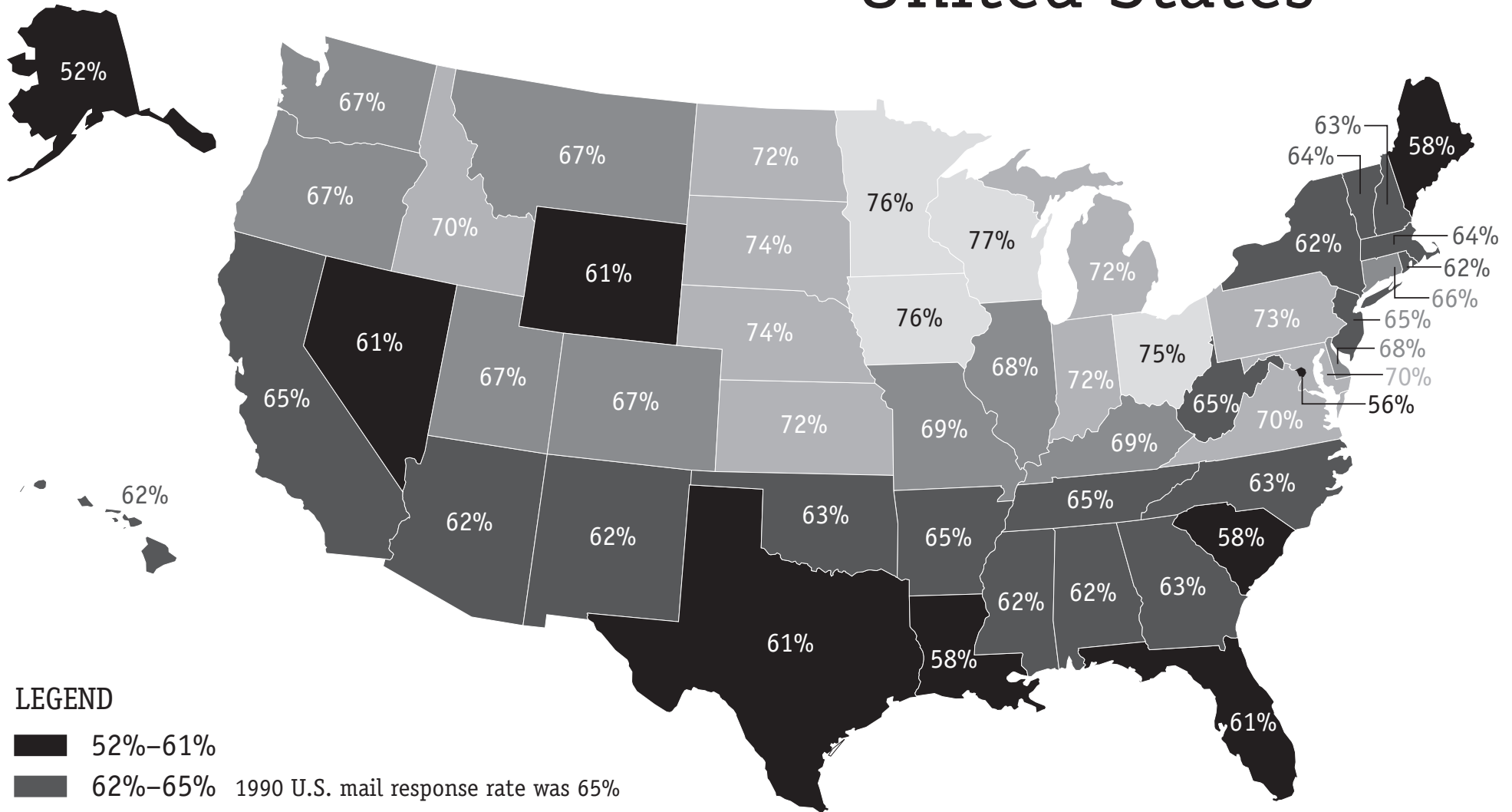


1990 Mail Response Rates for the United States



LEGEND

- 52%–61%
- 62%–65% 1990 U.S. mail response rate was 65%
- 66%–69%
- 70%–74%
- 75%–77%