

Estimated Mail Volume Methodology for Canada Consumer Direct Mail

Collecting and Processing Mail

Each month, Mintel Comperemedia collects the direct mail from households throughout Canada. These households are asked to collect and return in the eight sectors monitored by Mintel Comperemedia: auto, banking, credit cards, insurance, investment, mortgage & loan, telecom, and travel/leisure. The mail is sent at the end of each month for processing.

Weighting the Panel and Estimating Mail Volume

Mintel Comperemedia evaluates the panel based on successful participation and analyzes its composition using a variety of demographic characteristics. These characteristics are dependent upon the specific sector of the pieces of mail received as follows:

Banking	Credit Card	Insurance	Investment	Mortgage & Loan	Telecom	All Other
Province	Age	Province	Home Ownership	Home Ownership	Province	Age
Income	Income	Age	Income	Income	Income	Income
	Home Ownership			Province		Region

After determining the distribution of panelists in each demographic combination, Mintel Comperemedia compares these numbers to the actual number of Canadian households with the same demographic characteristics. Using this ratio, Mintel Comperemedia assigns a mail volume to each piece of mail sent in by members of the panel.

Mintel Comperemedia is committed to providing an estimate that is reflective of the current market. We will release annual calibrations of our model built upon client feedback and thorough analysis and investigation.