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Table 1**Estimates of potential, ultimate mail volume losses by market sector****CASE 4**

MARKET SECTOR	RISK	STRATEGIC VALUE	95/96 VOL. (m)	HIGH LOSS (%)	MEDIUM LOSS (%)	LOW LOSS (%)
Publishing	H	M	955	40-25%	30-10%	15-5%
Catalogue Home Shopping	H	M	1280	50-30%	40-15%	20-10%
Travel, Tourism & Ent.	L	L	565	30-10%	15-5%	10-0%
Charities	M	L	290	40-20%	30-10%	10-5%
Manufacturing	L	L	425	20-10%	15-5%	10-0%
Retailing	M	M	570	35-20%	25-15%	20-10%
Government	H	H	785	35-20%	20-15%	15-5%
Local Government	M	M	600	25-20%	15-10%	10-5%
Financial (Banks/BS/CCs)	H	H	2250	45-30%	35-15%	15-5%
Financial (Ins./Inv.)	M	M	955	35-25%	20-15%	15-5%
Public Utilities	H	H	870	60-45%	40-30%	25-15%
Health	L	L	350	30-15%	15-10%	10-5%
Media and Co- suppliers	H	H	1165	40-20%	30-15%	15-5%
Social			2229	10-5%	5-0%	0%
Other			4206	←	PRO RATA	→
OVERALL LOSSES				35-22%	25-12%	13-5%

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