



The Junk Mail Report

Consumer Opinions from StopTheJunkMail.com

1st Quarter -2005

Top 10 Catalogs Cancelled

Ballard Designs	1
Travel Smith (TravelSmith)	2
Pottery Barn	3
The Company Store	4
Frontgate	5
Home Decorators Collection	6
Improvements	7
The Sharper Image	8
Pottery Barn Kids	9
Plow & Hearth	10

Top 10 Direct Mail Cancelled

Chase Visa	1
Direct Marketing Association	2
Equifax	3
Info USA	4
ValPak Direct Marketing	5
Experian (TRW)	6
Bank of America	7
Chase Platinum MasterCard	8
Geico Direct	9
ShopWise	10

Age of Participants

18-24	5%
25-34	25%
35-44	15%
45-64	40%
Over 65	15%

Annual Income Levels

Under \$50,000	21%
\$50,000-\$75,000	31%
\$75,000-\$100,000	14%
\$100,000-\$125,000	7%
\$125,000-\$150,000	7%
Over \$150,000	0%
No Comment	21%

Worst Offenders

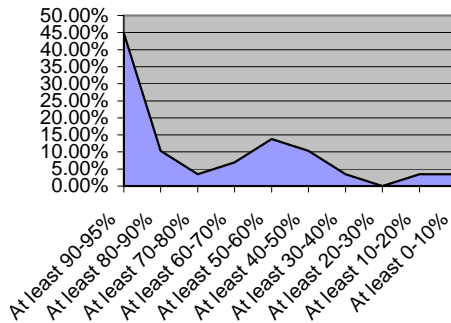
Participants chose whom they believed were the "Worst Offenders" of direct mail. This quarter's results as follows:

Banks	59%
Coupons	14%
Sweepstakes	10%
Sweepstakes	7%
Charities	7%
Other	3%
Insurance	0%

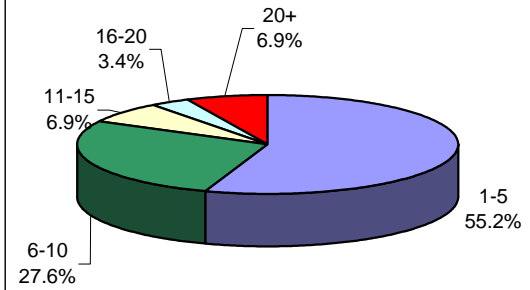
StopTheJunkMail Survey Results

The StopTheJunkMail.com survey is given anonymously to anyone who wishes to take it. The results are shown below. Sample size varies by quarter but represents a statistically valid sampling with results accurate to plus or minus 3%.

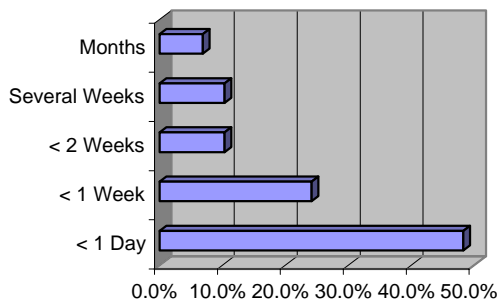
What % of Mail Is Tossed Immediately from USPS?



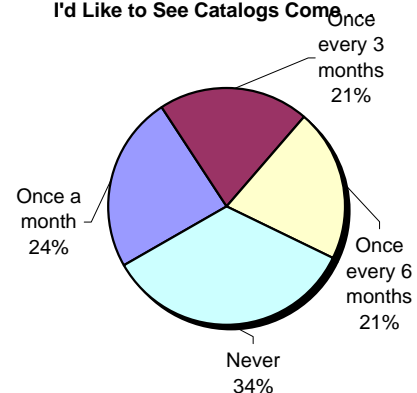
Catalogs Received Per Week



How Long Do You Keep Catalogs?



I'd Like to See Catalogs Come



Fundraising by Direct Mail

What consumers said about charities:

Too many different fundraising letters	55%
Solicitations come too often	45%
Free gifts do not influence donation	45%
I don't vary my charities based on mailing	52%

Direct Mail Impact

What they said about direct mail, generally:

Receive too much unsolicited mail	79%
Wouldn't mind if had more control over	31%
Does not mind direct mail at all	0%
Negative impact on the environment	52%

Catalog Impact

What consumers said about catalogs:

I think special or sale editions of catalogs are a waste because not enough has changed since the last catalog.	55.2%
I would rather receive specific catalogs only once or twice a year, with updates to me via email.	37.9%
Instead of receiving any catalogs, I would rather shop online.	62.1%

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