



The Junk Mail Report

Consumer Opinions from StopTheJunkMail.com

1st Quarter -2007

Top 10 Catalogs Cancelled

Home Decorators Collection	1
Pottery Barn	2
Ballard Designs	3
TravelSmith	4
DHC USA Incorporated	5
Pottery Barn Kids	6
Victoria's Secret	7
Crate & Barrel	8
Frontgate	9
Ross-Simons	10

Top 10 Direct Mail Cancelled

Direct Marketing Association	1
Equifax	2
Experian (TRW)	3
Info USA	4
Bank of America	5
Bank of America Visa Card	6
Capital One Credit Card Applica	7
ValPak Direct Marketing	8
Citibank (Citi)	9
Capital One Platinum Mastercar	10

Age of Participants

18-24	4%
25-34	6%
35-44	29%
45-64	43%
Over 65	18%

Annual Income Levels

Under \$50,000	22%
\$50,000-\$75,000	10%
\$75,000-\$100,000	20%
\$100,000-\$125,000	6%
\$125,000-\$150,000	6%
Over \$150,000	17%
No Comment	20%

Worst Offenders

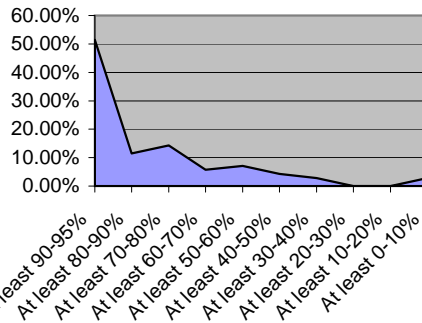
Participants chose whom they believed were the "Worst Offenders" of direct mail. This quarter's results as follows:

Banks	44%
Catalogs	33%
Coupons	9%
Other	7%
Charities	6%
Sweepstakes	1%

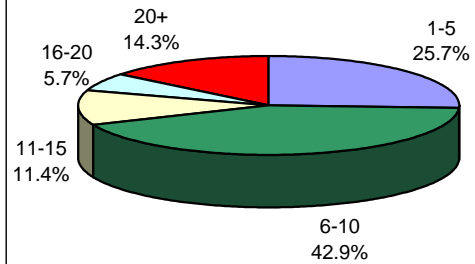
StopTheJunkMail Survey Results

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%.

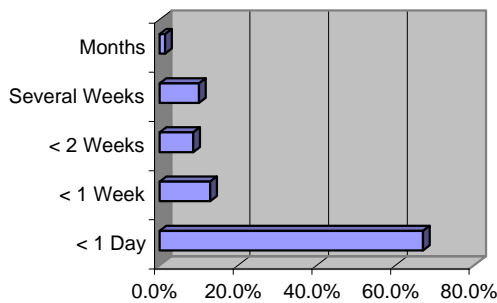
What % of Mail Is Tossed Immediately from USPS?



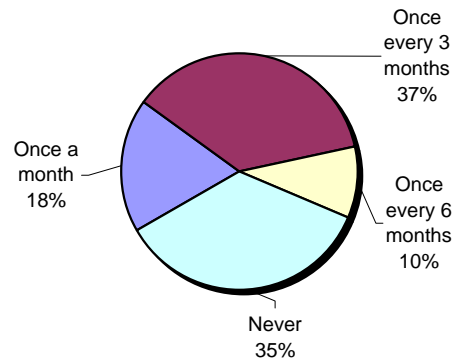
Catalogs Received Per Week



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	67%
Solicitations come too often	41%
Free gifts do not influence donation	50%
I don't vary my charities based on mailing	66%

Direct Mail Impact

What they said about direct mail, generally:

Receive too much unsolicited mail	81%
Wouldn't mind if had more control over	33%
Does not mind direct mail at all	7%
Negative impact on the environment	49%

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.	51.4%
I would rather receive specific catalogs only once or twice a year, with updates to me via email.	32.9%
Instead of receiving any catalogs, I would rather shop online.	45.7%

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