



The Junk Mail Report

Consumer Opinions from StopTheJunkMail.com

2nd 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 Improvements	6
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	31%
\$50,000-\$75,000	25%
\$75,000-\$100,000	6%
\$100,000-\$125,000	6%
\$125,000-\$150,000	0%
Over \$150,000	6%
No Comment	25%

Worst Offenders

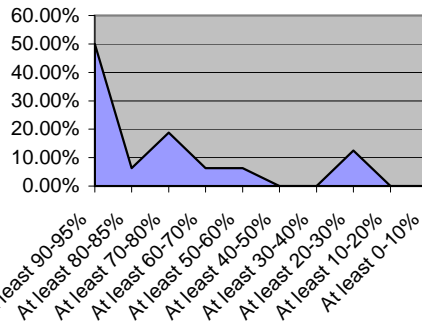
Participants chose whom they believed were the "Worst Offenders" of direct mail. This quarter's results as follows:

Banks	50%
Catalogs	19%
Coupons	13%
Sweepstakes	6%
Charities	6%
Insurance	6%
Other	0%

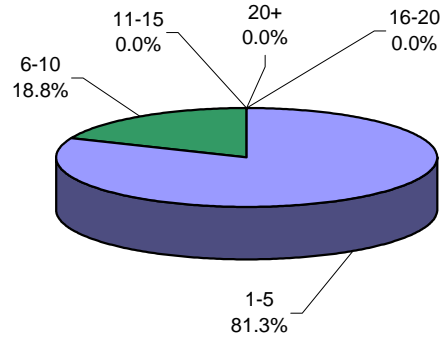
StopTheJunkMail Survey Results

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%.

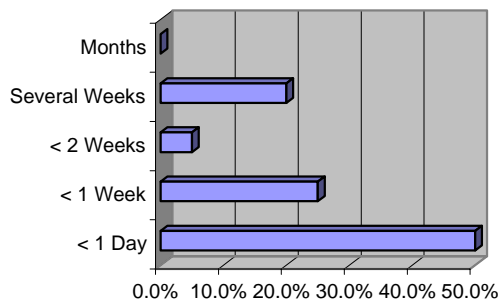
What % of Mail Is Tossed Immediately from USPS?



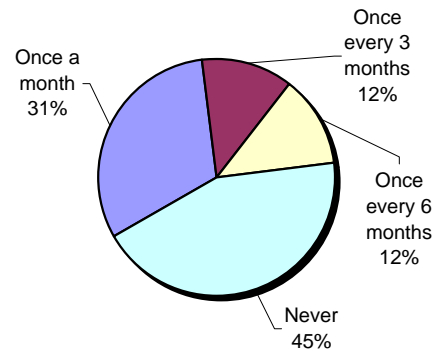
Catalogs Received Per Week



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	38%
Solicitations come too often	38%
Free gifts do not influence donation	25%
I don't vary my charities based on mailing	38%

Direct Mail Impact

What they said about direct mail, generally:

Receive too much unsolicited mail	81%
Wouldn't mind if had more control over	31%
Does not mind direct mail at all	0%
Negative impact on the environment	50%

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.	56.3%
I would rather receive specific catalogs only once or twice a year, with updates to me via email.	31.3%
Instead of receiving any catalogs, I would rather shop online.	31.3%

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