



## StopTheJunkMail Survey Results - 2nd Quarter -2007

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%.

Top 10 Catalogs Cancelled	
Frontgate	1
Ballard Designs	2
Home Decorators Collection	3
Pottery Barn	4
Travel Smith (TravelSmith)	5
Restoration Hardware	6
The Company Store	7
Soft Surroundings	8
Linensource	9
Victoria's Secret	10

Top 10 Direct Mail Cancelled	
Direct Marketing Association	1
Experian (TRW)	2
Equifax	3
Info USA	4
Geico Direct	5
Bank of America	6
ShopWise	7
Capital One Credit Card Applica	8
Chase Bank	9
ValPak Direct Marketing	10

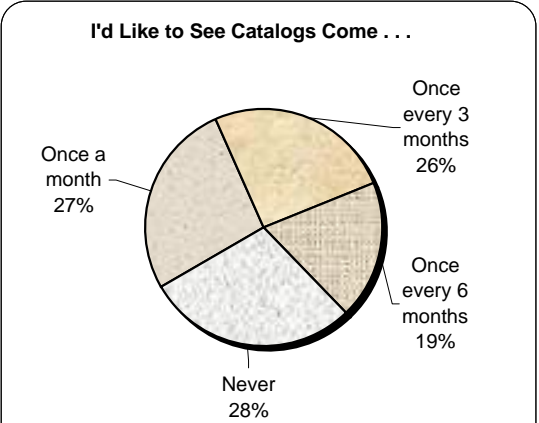
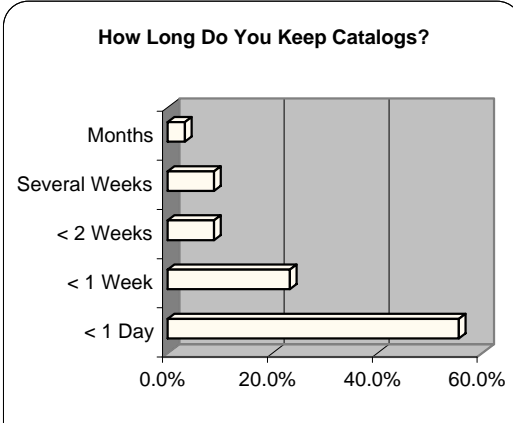
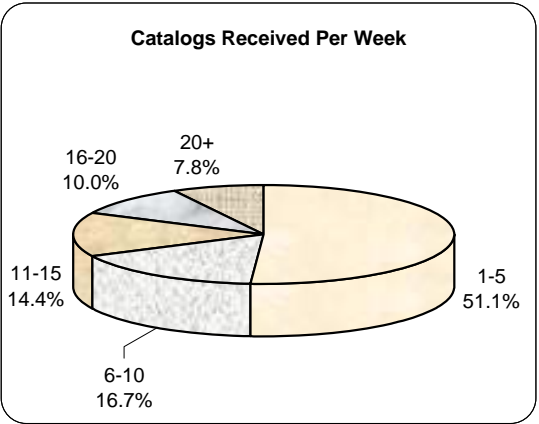
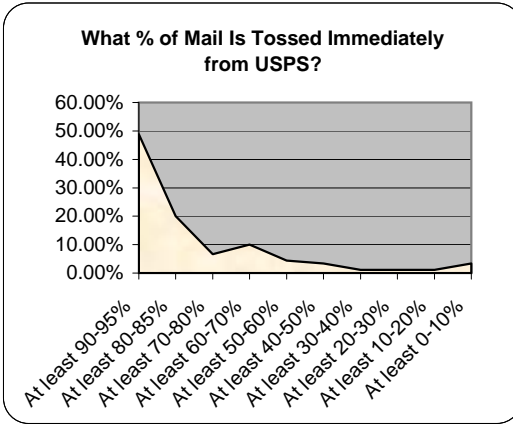
Age of Participants	
18-24	1%
25-34	13%
35-44	22%
45-64	22%
Over 65	41%

Annual Income Levels	
Under \$50,000	17%
\$50,000-\$75,000	17%
\$75,000-\$100,000	11%
\$100,000-\$125,000	14%
\$125,000-\$150,000	3%
Over \$150,000	13%
No Comment	24%

**Worst Offenders**

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

Banks	41%
Catalogs	35%
Other	8%
Sweepstakes	5%
Charities	5%
Insurance	3%
Coupons	3%



### Fundraising by Direct Mail

**What consumers said about charities:**

Too many different fundraising letters	76%
Solicitations come too often	68%
Free gifts do not influence donation	64%
I don't vary my charities based on mailing	79%

### Direct Mail Impact

**What they said about direct mail, generally:**

Receive too much unsolicited mail	88%
Wouldn't mind if had more control over	29%
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.	60.0%
I would rather receive specific catalogs only once or twice a year, with updates to me via email.	37.8%
Instead of receiving any catalogs, I would rather shop online.	41.1%