



The Junk Mail Report

Consumer Opinions from StopTheJunkMail.com

3rd Quarter -2005

Top 10 Catalogs Cancelled

| | |
|----------------------------|----|
| Home Decorators Collection | 1 |
| The Company Store | 2 |
| The Sharper Image | 3 |
| Ballard Designs | 4 |
| L.L. Bean | 5 |
| Pottery Barn | 6 |
| Linensource | 7 |
| Herrington | 8 |
| Eddie Bauer | 9 |
| Touch of Class | 10 |

Top 10 Direct Mail Cancelled

| | |
|------------------------------|----|
| Direct Marketing Association | 1 |
| Chase Visa | 2 |
| Equifax | 3 |
| Experian (TRW) | 4 |
| Info USA | 5 |
| Capital One Credit Card App. | 6 |
| Discover Platinum Card | 7 |
| Chase Flexible Rewards Visa | 8 |
| American Express Blue | 9 |
| American Express | 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 | 40% |
| \$50,000-\$75,000 | 10% |
| \$75,000-\$100,000 | 0% |
| \$100,000-\$125,000 | 15% |
| \$125,000-\$150,000 | 0% |
| Over \$150,000 | 15% |
| No Comment | 20% |

Worst Offenders

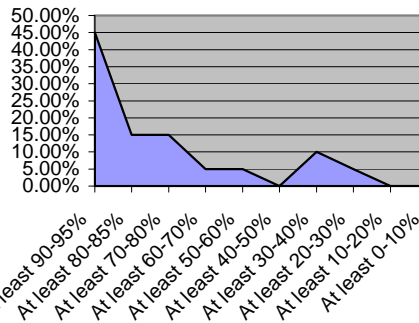
Participants chose whom they believed were the "Worst Offenders" of direct mail. This quarter's results as follows:

| | |
|-------------|-----|
| Banks | 65% |
| Coupons | 20% |
| Catalogs | 5% |
| Insurance | 5% |
| Other | 5% |
| Sweepstakes | 0% |
| Charities | 0% |

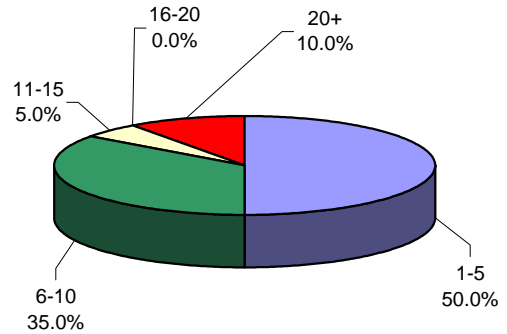
StopTheJunkMail Survey Results

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%.

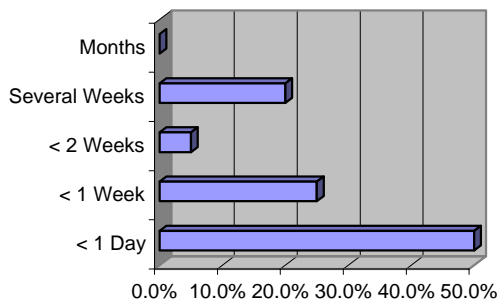
What % of Mail Is Tossed Immediately from USPS?



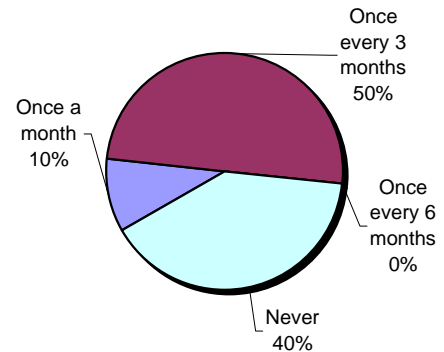
Catalogs Received Per Week



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 | 60% |
| Solicitations come too often | 45% |
| Free gifts do not influence donation | 45% |
| I don't vary my charities based on mailing | 50% |

Direct Mail Impact

What they said about direct mail, generally:

| | |
|----------------------------------------|-----|
| Receive too much unsolicited mail | 85% |
| Wouldn't mind if had more control over | 35% |
| Does not mind direct mail at all | 15% |
| Negative impact on the environment | 20% |

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. | 55.0% |
| I would rather receive specific catalogs only once or twice a year, with updates to me via email. | 25.0% |
| Instead of receiving any catalogs, I would rather shop online. | 45.0% |

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