



The Junk Mail Report

Consumer Opinions from StopTheJunkMail.com

3rd Quarter -2006

Top 10 Catalogs Cancelled

Home Decorators Collection	1
Pottery Barn	2
LinenSource	3
L.L. Bean	4
The Company Store	5
Travel Smith	6
Ballard Designs	7
Restoration Hardware	8
Pier 1 Imports	9
Northstyle	10

Top 10 Direct Mail Cancelled

Direct Marketing Association	1
Equifax	2
Experian	3
Info USA	4
ValPak Direct Marketing	5
Chase Visa	6
Bank of America Visa Card	7
Geico Direct	8
Capital One No Hassle Miles	9
Citibank (Citi)	10

Age of Participants

18-24	3%
25-34	21%
35-44	20%
45-64	44%
Over 65	13%

Annual Income Levels

Under \$50,000	29%
\$50,000-\$75,000	26%
\$75,000-\$100,000	11%
\$100,000-\$125,000	3%
\$125,000-\$150,000	8%
Over \$150,000	0%
No Comment	23%

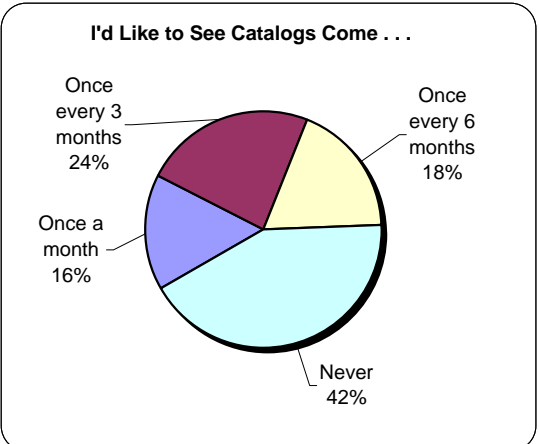
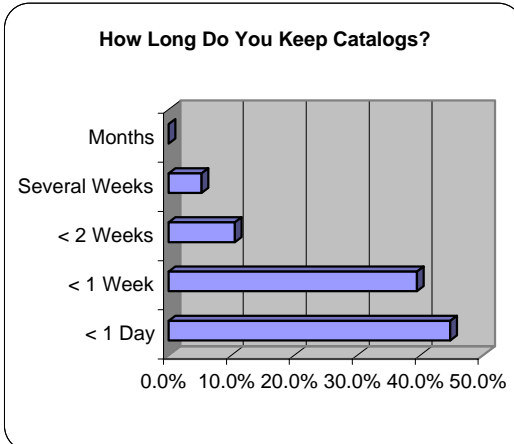
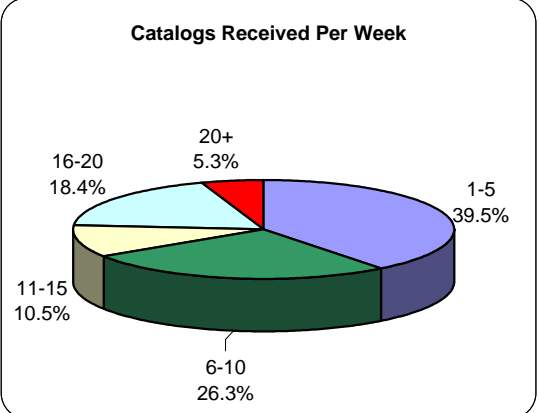
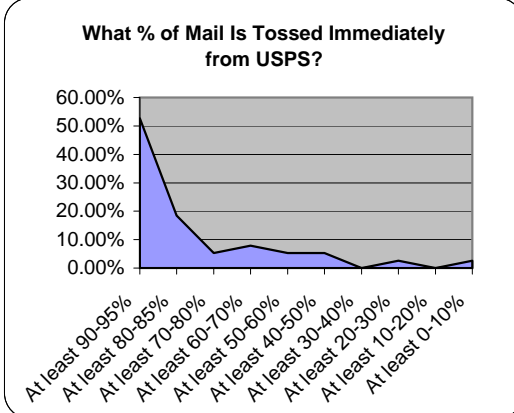
Worst Offenders

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

Banks	55%
Catalogs	21%
Coupons	8%
Other	8%
Sweepstakes	5%
Insurance	3%
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%.



Fundraising by Direct Mail

What consumers said about charities:

Too many different fundraising letters	68%
Solicitations come too often	55%
Free gifts do not influence donation	42%
I don't vary my charities based on mailing	84%

Direct Mail Impact

What they said about direct mail, generally:

Receive too much unsolicited mail	79%
Wouldn't mind if had more control over	24%
Does not mind direct mail at all	16%
Negative impact on the environment	55%

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.	60.5%
I would rather receive specific catalogs only once or twice a year, with updates to me via email.	36.8%
Instead of receiving any catalogs, I would rather shop online.	42.1%

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