



# The Junk Mail Report

Consumer Opinions from StopTheJunkMail.com

4th Quarter -2005

## Top 10 Catalogs Cancelled

The Sharper Image	1
Harry and David	2
Frontgate	3
Herrington	4
Hammacher Schlemmer	5
Brookstone	6
Ballard Designs	7
Norm Thompson	8
Red Envelope	9
Plow & Hearth	10

## Top 10 Direct Mail Cancelled

Direct Marketing Association	1
Equifax	2
Experian	3
Info USA	4
Citibank (Citi)	5
Heifer International	6
ValPak Direct Marketing	7
Capital One Credit Card	8
Chase Visa	9
Geico Direct	10

## Age of Participants

18-24	0%
25-34	11%
35-44	20%
45-64	45%
Over 65	24%

## Annual Income Levels

Under \$50,000	17%
\$50,000-\$75,000	18%
\$75,000-\$100,000	17%
\$100,000-\$125,000	6%
\$125,000-\$150,000	7%
Over \$150,000	9%
No Comment	26%

## Worst Offenders

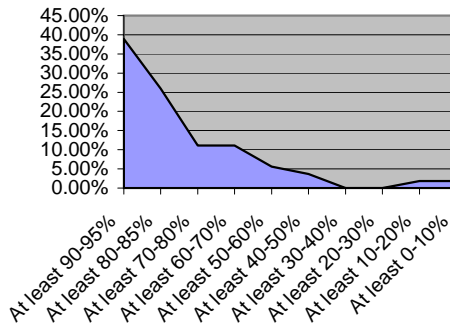
Participants chose whom they believed were the "Worst Offenders" of direct mail. This quarter's results as follows:

Banks	35%
Catalogs	30%
Charities	15%
Sweepstakes	7%
Other	7%
Coupons	6%
Insurance	0%

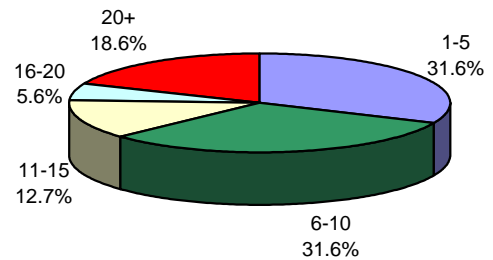
## StopTheJunkMail Survey Results

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%.

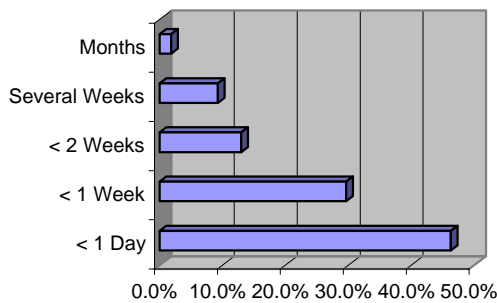
What % of Mail Is Tossed Immediately from USPS?



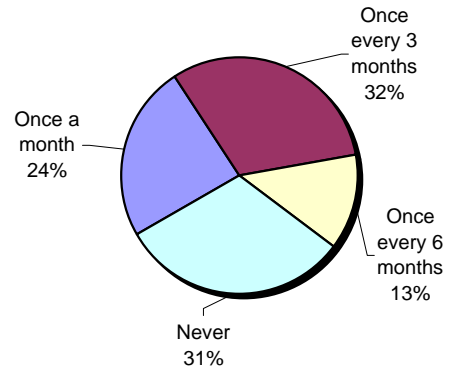
Catalogs Received Per Week



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	57%
Solicitations come too often	54%
Free gifts do not influence donation	52%
I don't vary my charities based on mailing	72%

## Direct Mail Impact

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

Receive too much unsolicited mail	80%
Wouldn't mind if had more control over	26%
Does not mind direct mail at all	6%
Negative impact on the environment	44%

## 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.	42.6%
I would rather receive specific catalogs only once or twice a year, with updates to me via email.	31.5%
Instead of receiving any catalogs, I would rather shop online.	31.5%

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