



The Junk Mail Report

Consumer Opinions from StopTheJunkMail.com

1st Quarter -2006

Top 10 Catalogs Cancelled

Ballard Designs	1
Travel Smith (TravelSmith)	2
Pottery Barn	3
Home Decorators Collection	4
Smith + Noble Windoware	5
Improvements	6
DHC USA Incorporated	7
Linensource	8
The Company Store	9
Restoration Hardware	10

Top 10 Direct Mail Cancelled

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

Age of Participants

18-24	0%
25-34	8%
35-44	23%
45-64	49%
Over 65	20%

Annual Income Levels

Under \$50,000	20%
\$50,000-\$75,000	13%
\$75,000-\$100,000	20%
\$100,000-\$125,000	8%
\$125,000-\$150,000	3%
Over \$150,000	13%
No Comment	23%

Worst Offenders

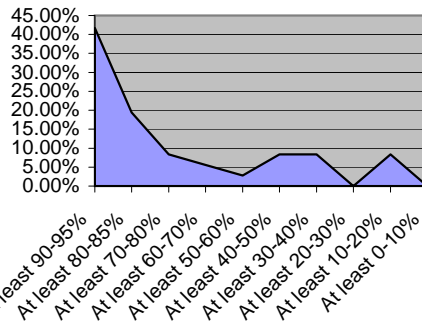
Participants chose whom they believed were the "Worst Offenders" of direct mail. This quarter's results as follows:

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

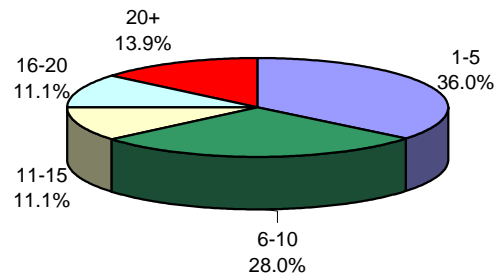
StopTheJunkMail Survey Results

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%.

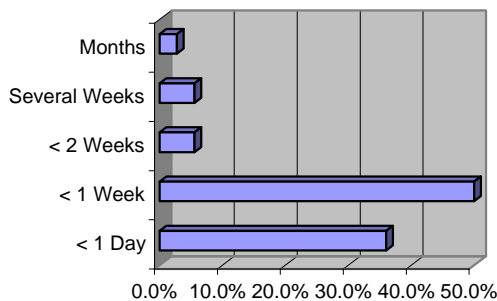
What % of Mail Is Tossed Immediately from USPS?



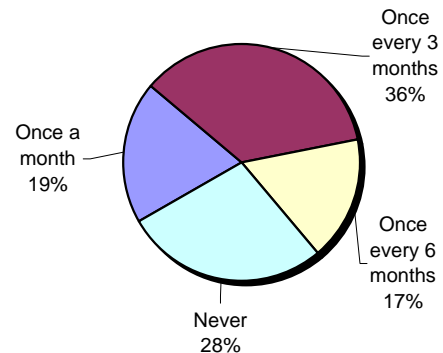
Catalogs Received Per Week



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	78%
Solicitations come too often	69%
Free gifts do not influence donation	64%
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	81%
Wouldn't mind if had more control over	28%
Does not mind direct mail at all	8%
Negative impact on the environment	53%

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.	69.4%
I would rather receive specific catalogs only once or twice a year, with updates to me via email.	47.2%
Instead of receiving any catalogs, I would rather shop online.	52.8%

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