



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

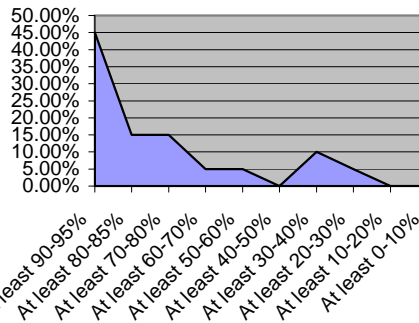
Participants chose whom they believed were the "Worst Offenders" of direct mail. This quarter's results as follows:

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

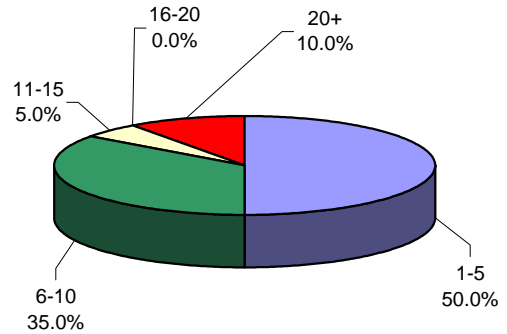
StopTheJunkMail Survey Results

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%.

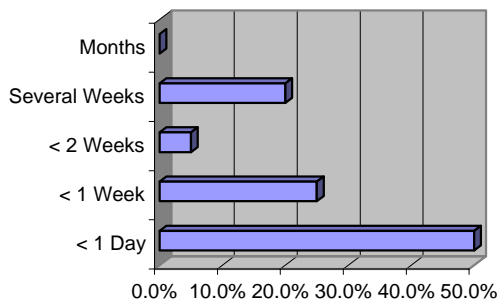
What % of Mail Is Tossed Immediately from USPS?



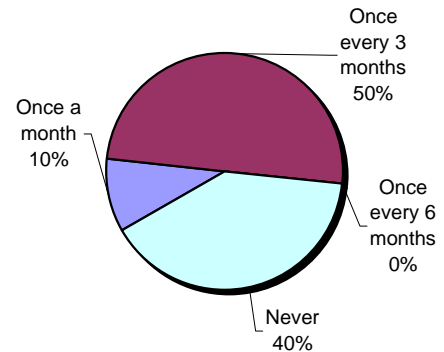
Catalogs Received Per Week



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%

The StopTheJunkMail.com survey and the *Junk Mail Report* are property of Harman Research, Inc., Copyright 2006, all rights reserved. To obtain a copy of the report, please email reports@stopthejunkmail.com and include your name, company affiliation and desired use of the report. Reprint permission is granted on a case-by-case basis.