



The Junk Mail Report

Consumer Opinions from StopTheJunkMail.com

4th Quarter -2006

Top 10 Catalogs Cancelled

Lands End	1
Wine Country Gift Baskets	2
Herrington	3
Restoration Hardware	4
The Sharper Image	5
Harry and David	6
Hammacher Schlemmer	7
Coldwater Creek	8
Red Envelope	9
Brookstone	10

Top 10 Direct Mail Cancelled

Direct Marketing Association	1
Experian (TRW)	2
Equifax	3
Info USA	4
Capital One Credit Card Applica	5
Geico Direct	6
Capital One No Hassle Miles	7
ValPak Direct Marketing	8
Rocky Mountain DMA	9
American Heart Association	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

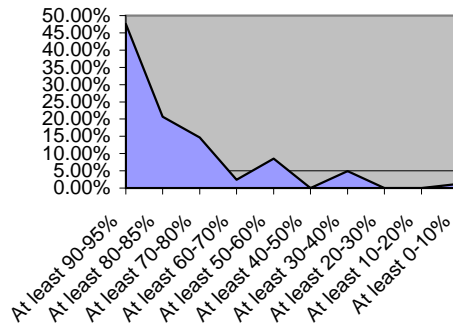
Participants chose whom they believed were the "Worst Offenders" of direct mail. This quarter's results as follows:

Banks	40%
Catalogs	29%
Coupons	11%
Charities	6%
Other	6%
Sweepstakes	4%
Insurance	4%

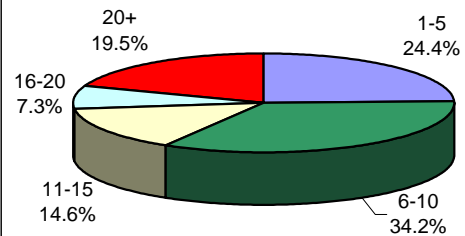
StopTheJunkMail Survey Results

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%.

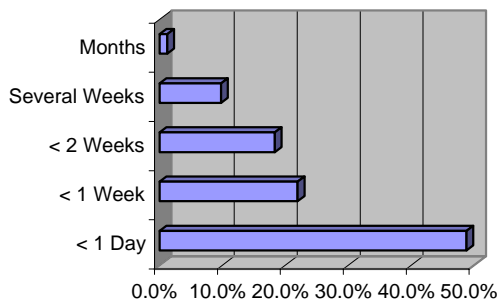
What % of Mail Is Tossed Immediately from USPS?



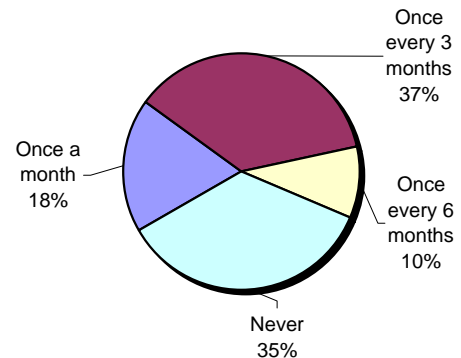
Catalogs Received Per Week



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	66%
Solicitations come too often	57%
Free gifts do not influence donation	55%
I don't vary my charities based on mailing	70%

Direct Mail Impact

What they said about direct mail, generally:

Receive too much unsolicited mail	66%
Wouldn't mind if had more control over	29%
Does not mind direct mail at all	5%
Negative impact on the environment	46%

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.	54.9%
I would rather receive specific catalogs only once or twice a year, with updates to me via email.	46.3%
Instead of receiving any catalogs, I would rather shop online.	52.4%

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