

**DO
NOT
MAIL**

STOP THE DESTRUCTION



brought to you by **FOREST ETHICS**

ForestEthics Junk Mail Campaign

In 2003, Congress created the national Do Not Call Registry—the most popular consumer rights bill in history. Today, people are waiting for a companion registry that will end the onslaught of junk mail.

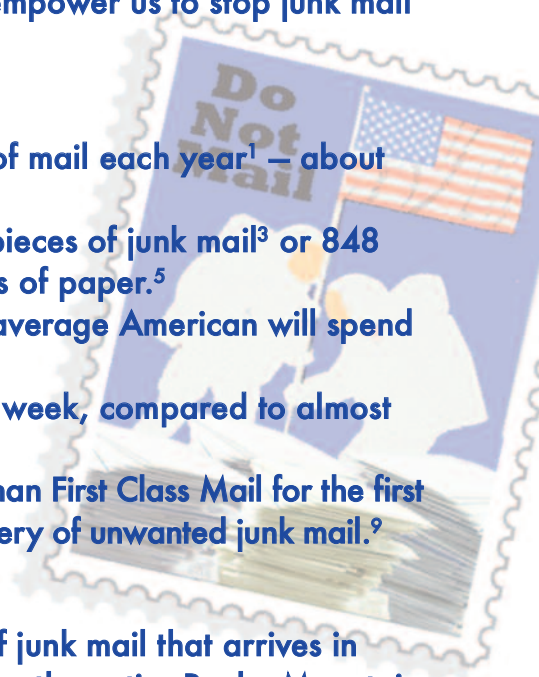
Since 1991, polls have consistently shown that between 80 and 90% of respondents dislike junk mail and would take some action to reduce it if given the opportunity. Not only does junk mail annoy us, violate our privacy, and foster identity theft—junk mail destroys our environment and contributes to global warming. A Do Not Mail Registry would empower us to stop junk mail from invading our homes, while helping to protect our environment.

JUNK MAIL OVERFLOWS OUR MAILBOXES

- Junk mail in the U.S. accounts for over 100,000,000,000 pieces of mail each year¹ — about 30% of all the mail delivered in the world.²
- Every year American households receive a total of 104.7 billion pieces of junk mail³ or 848 pieces of junk mail per household,⁴ which requires 6.5 million tons of paper.⁵
- Approximately 44% of junk mail goes to landfills unopened;⁶ the average American will spend 8 months of their lives dealing with junk mail.⁷
- Entire households only average 1 personal correspondence each week, compared to almost 18 pieces of junk mail.⁸
- In 2005 the United States Postal Service processed more junk mail than First Class Mail for the first time, and our postal service is increasingly oriented toward the delivery of unwanted junk mail.⁹

JUNK MAIL CONTRIBUTES TO CLIMATE CHANGE

- It takes more than 100 million trees to produce the total volume of junk mail that arrives in American mailboxes each year—that's the equivalent of clearcutting the entire Rocky Mountain National Park every 4 months.¹⁰
- The greenhouse gas emissions resulting from the manufacturing of 6.5 million tons of paper required for junk mail is equal to the greenhouse gas emissions of over 3.7 million cars.¹¹
- The Canadian Boreal forms part of the greater Boreal Forest, which stores more carbon than any other terrestrial ecosystem on earth.¹² Despite this natural ability to protect us from the effects of global warming, the Canadian Boreal is being logged at a rate of 2 acres a minute, 24 hours a day¹³ to produce junk mail and other paper products.
- Deforestation of Indonesia's tropical forests is responsible for 8% of global carbon emissions.¹⁴ This destruction is largely driven by demand for pulp and paper for end uses like junk mail. Logging contributes to Indonesia's status as the world's third largest emitter of CO₂ into the Earth's atmosphere, despite its relatively small size.¹⁵



- Both Canada's Boreal and Indonesia's tropical forests are home to indigenous communities who depend on the land for hunting, fishing, economic development and cultural activities.
- The Boreal provides critical habitat to caribou and half of North America's songbird species.¹⁶ Indonesia is home to 12% of Earth's mammal species, and 17% of all bird species.¹⁷ Many of these, including endangered orangutans and tigers, rely on Indonesia's rapidly disappearing tropical rainforests for their survival.

LANDFILLS AND JUNK MAIL

- It would take the equivalent of over 500,000 garbage truck loads to dump all junk mail into landfills and incinerators each year.¹⁸
- By the year 2010, almost 50% of the solid mass that makes up our landfills is expected to be paper and paperboard waste.¹⁹
- State and local governments and their citizens spend hundreds of millions of dollars per year to collect and dispose of all the bulk mail that does not get recycled.²⁰
- 6.5 million tons of discounted junk mail entered the U.S. municipal solid waste stream in 2006.²¹

JUNK MAIL IS INEFFICIENT

- A response rate of less than 0.25% is considered acceptable for the 500 million U.S. credit card solicitations that are mailed monthly.²²
- A national poll by Zogby International found that 92% of respondents discard or recycle at least some of their junk mail without reading it.²³

PEOPLE REALLY WANT A DO NOT MAIL REGISTRY...AND THEY HAVE BEEN WAITING OVER 15 YEARS

- Since 1991, national polls have consistently shown that between 80 and 90% of respondents dislike junk mail and would take some action to reduce it if they could.
- In the Zogby International poll, 93% of respondents were aware of the Do Not Call Registry and 89% of them supported a Do Not Mail Registry to make it easier to opt out of unsolicited ad mail.²⁴

FOR MORE INFORMATION ON THE DO NOT MAIL CAMPAIGN AND HOW YOU CAN HELP STOP JUNK MAIL, EMAIL DONOTMAIL@FORESTETHICS.ORG OR VISIT FORESTETHICS.ORG/DONOTMAIL.

1. United States Postal Service (USPS). "The Household Diary Study: Mail Use & Attitudes in FY 2006." March 2007, pp. 1.

2. United States Postal Service (USPS). "The Household Diary Study: Mail Use & Attitudes in FY 2006." March 2007, calculation from pp 1 & 3.

3. United States Postal Service (USPS). "The Household Diary Study: Mail Use & Attitudes in FY 2006." March 2007, pp. 1.

4. Ibid, USPS. March 2007, Calculation from pp. 7 and pp. 36.

5. Abramovitz, Janet. "Junk Mail Research—Report of Initial Findings." May 24, 2006. Data sources include: USPS Annual Reports, USPS Household Diary Studies, USPS Strategic Transformation Plan, Direct Marketing Association (DMA) Statistical Factbook (various years), DMA Response Rate Report (various years), DMA Economic Impact Report (various years).

6. 41pounds.org: <http://41pounds.org/impact/default.asp>.

7. Swenson, Richard. Margins: Restoring Emotional, Physical, Financial, and Time Reserves to Overloaded Americans. Navpress Publishing Group. March 1995.

8. Ibid, USPS. March 2007, pp 20 & 37.

9. Ibid, Abramovitz.

10. Center for a New American Dream calculation from Conservatree and U.S. Forest Service statistics.

11. Environmental Defense Paper Calculator.

12. ForestEthics, Robbing the Carbon Bank, 2007.

13. Calculation based on statistics from Natural Resources Canada. <http://cfs.nrcan.gc.ca>.

14. Delft Hydraulics Peat Study, 2006, p. 3.

15. Delft Hydraulics Peat Study, 2006, p. 3.

16. Heiman, Marilyn. "Destructive logging cuts birds' survival," Seattle Post-Intelligencer, May 11th, 2005.

17. The Embassy of the Republic of Indonesia, embassyofindonesia.org.

18. ForestEthics calculation from Environmental Defense Paper Calculator and USPS statistics from report mentioned above.

19. Native Forest Network, http://www.nativeforest.org/stop_junk_mail/nfn_junk_mail_guide.htm.

20. Center for a New American Dream calculation from EPA and National Solid Waste Association statistics.

21. United States Environmental Protection Agency Municipal Solid Waste Report 2006

<http://www.epa.gov/epaoswer/non-hw/muncpl/pubs/06data.pdf>.

22. DNM news: "Direct mail faces year of reckoning" <http://www.dnnews.com/cms/dm-news/print-production/39619.html>.

23. National Poll Commissioned by the Center for a New American Dream and conducted from September 13-16, 2007 by Zogby International. The survey was administered by phone to 1011 likely voters nationwide. Findings from the survey have a margin of error of +/- 3.1%.

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FORESTETHICS For more information, visit www.ForestEthics.org, or email donotmail@forestethics.org.

