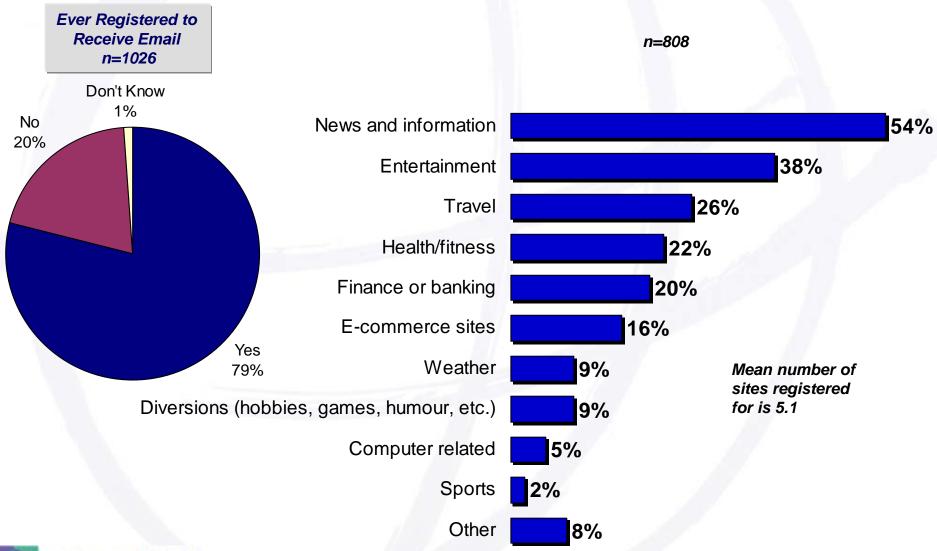
## Registered to Receive Email from ...





Ipsos®Reid



## Incidence and Reason for De-registering

Have you ever deregistered from a web-site that you had previously registered for? n=808**TOTAL** 77% Why did you choose to deregister from a web-site you had previously registered with? n=62271% Email contained information not interested in Email was sent too frequently 58% 54% No longer interested in topic being covered Email message was not what I had expected 47% 42% Email contained too many advertisements My email address was given to others I had 36% not signed up with





