

Inter@ ctive Reid Core Tracking – Quarter 4, 2002
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ff1. In an average week, how many e-mails do you receive (Including spam)?

	Total
Base: All respondents	1000
Weighted	1000
1-5	13 1.3%
6-10	55 5.5%
11-20	105 10.5%
21-50	264 26.4%
51+	522 52.2%
(DK/NS)	42 4.2%
Summary	
Mean	123.0
Standard Deviation	156.9
Standard Error	5.0
Median	59.7

detailed tables

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ff2. Have you ever registered at a Website to receive e-mail from that site on a regular basis?

	Total
Base: All respondents	1000
Weighted	1000
Yes	831
	83.1%
No	156
	15.6%
(DK/NS)	13
	1.3%

detailed tables



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ff3. What types of Websites have you ever registered at to receive e-mail from?

	Total
Base: Registered at a Website	843
Weighted	831
News and Information	387
	46.6%
Entertainment	338
	40.7%
Travel	177
	21.3%
Health/Fitness	177
	21.2%
E-commerce Sites	133
	16.0%
Weather	117
	14.0%
Finance or Banking	116
	13.9%
Hobbies (crafts, recipes, cooking, etc.)	64
	7.8%
Computer/ technology	41
	5.0%
Lifestyles/ cultural (family, religious, woman's issues, etc.)	38
	4.6%
Personal interest (genealogy, chat groups, clubs, political, etc.)	35
	4.2%
Professional (business, job search, etc.)	21
	2.5%
Sports/ recreation	19
	2.3%
Other	75
	9.0%
(DK/NS)	20
	2.4%

detailed tables

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ff5. How many unsolicited commercial e-mails (or SPAM) do you receive in a typical week?

	Total
Base: Received an Email Advertisement	870
Weighted	855
NONE	42
	4.9%
1-5	132
	15.4%
6-10	96
	11.3%
11-20	116
	13.5%
21-50	168
	19.6%
51+	221
	25.8%
(DK/NS)	81
	9.5%
Summary	
Mean	64.4
Standard Deviation	112.9
Standard Error	4.0
Median	22.7

detailed tables

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ff6. Of the unsolicited commercial e-mails you receive in a typical week, how many do you open?

	Total
Base: Received an Email Advertisement	870
Weighted	855
NONE	511
	59.8%
1-5	160
	18.7%
6-10	44
	5.2%
11-20	29
	3.3%
21-50	20
	2.3%
51+	11
	1.2%
(DK/NS)	81
	9.4%
Summary	
Mean	5.0
Standard Deviation	29.8
Standard Error	1.0

detailed tables

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ff8. Which of the following statements best reflects your view of unsolicited commercial e-mail?

	Total
Base: Received an Email Advertisement	870
Weighted	855
I do not want to receive unsolicited e-mail under any circumstance	573
	67.0%
Unsolicited e-mail is okay, depending on who sends it	133
	15.6%
I don't mind receiving unsolicited e-mails, I can delete them if I'm not interested	149
	17.4%

detailed tables

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ff9. Do you currently have any filtering software installed on either your work or home e-mail address to filter out unsolicited commercial e-mails (or SPAM)?

	Total
Base: All respondents	1000
Weighted	1000
Yes	413
	41.3%
No	587
	58.7%

detailed tables



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ff10. If free software was available for you to filter out unsolicited commercial e-mail (Or SPAM), how likely would you be to try it out?

	Total
Base: All respondents	1000
Weighted	1000
Definitely would	325 32.5%
Probably would	387 38.7%
Might or might not	222 22.2%
Probably would not	53 5.3%
Definitely would not	13 1.3%
Summary	
Would	712 71.2%
Would Not	66 6.6%

detailed tables

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ff14. How willing would you say you usually are to provide your email address to retailers, web-sites or other companies when requested?

	Total
Base: All respondents	1000
Weighted	1000
Very willing	33 3.3%
Somewhat willing, depending on the reasoning	541 54.1%
Not very willing	283 28.3%
Not at all willing	141 14.1%
(DK/NS)	2 0.2%
Summary	
Willing	574 57.4%
Not Willing	424 42.4%

detailed tables

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ff15. What is your reasoning for not wishing to supply your email address to retailers, web-sites or other companies when requested?

	Total
Base: Not Willing to Provide Email Address to Retailers	407
Weighted	424
Spam: junk mail, unwanted email, advertising	295
	69.5%
Unauthorized use of address: sold, given to other companies, spammers	106
	25.0%
Privacy: they don't need to know my address	40
	9.5%
Security/ trust	34
	7.9%
Time consuming/ waste of time	13
	3.1%
Worried about viruses	8
	2.0%
Other	30
	7.0%
None	3
	0.6%

detailed tables