Inter@ctive Reid Core Tracking - Quarter 4, 2003 (60-3892-01)

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SPECIAL FEATURES - EMAIL MARKETING

F1. In an average week, how many emails do you receive (including spam)?

	Total
Base: All respondents	1000
Weighted	1000
1-5	10 1%
6-10	34 3%
11-20	59 6%
21-30	129 13%
31-40	56 6%
41-50	105 11%
51-100	215 21%
101-200	120 12%
201+	187 19%
(DK/NS)	84 8%
Summary	
Mean	197.2
Standard Deviation	439.5
Standard Error	14.5
Median	69.8

SPECIAL FEATURES - EMAIL MARKETING

F3. 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	773 77%
No	185 19%
(DK/NS)	42 4%

SPECIAL FEATURES - EMAIL MARKETING

F4. What types of Websites have you ever registered at to receive e-mail from?

	Total
Base: Registered at a Website to Receive E-mail	814
Weighted	773
Entertainment	367 48%
News and Information	280 36%
Hobbies	251 32%
E-commerce or Retail Sites	229 30%
Lifestyles/cultural	227 29%
Health/Fitness	226 29%
Computer/technology	203 26%
Travel	200 26%
Finance or Banking	154 20%
Weather	84 11%
Professional (business, job search, etc)	21 3%
Personal interest (geneology, chat groups, clubs, political, etc.)	18 2%
Sports/ recreation	11 1%
Other	49 6%
(DK/NS)	12 2%

SPECIAL FEATURES - EMAIL MARKETING

F14. How many unsolicited commercial emails (or SPAM) do you receive in a typical week?

	Total
Base: All respondents	1000
Weighted	1000
0	38 4%
1-5	118 12%
6-10	85 9%
11-20	94 9%
21-30	74 7%
31-40	31 3%
41-50	56 6%
51-100	96 10%
101+	165 17%
(DK/NS)	243 24%
Summary	
Mean	133.5
Standard Deviation	447.9
Standard Error	16.1
Median	28.3

SPECIAL FEATURES - EMAIL MARKETING

F16. What would you say are the reasons you typically open unsolicited e-mails (or SPAM)?

	Total
Base: Opens SPAM	239
Weighted	251
Curiosity	151 60%
Thought it was a legitimate e-mail	100 40%
Wanted to know more about the product/service	94 37%
To unsubscribe	4 2%
Other	14 6%
(DK/NS)	1 0