

SPECIAL FEATURES - EMAIL MARKETING

J14. How many unsolicited commercial emails (or SPAM) do you receive in a typical week?

	Total	Gender		Age			Region						Education			
		Male	Female	18-34	35-54	55+	BC	AB	SK/MN	ON	PQ	ATL	<HS	HS	Some Post	Univ+
Base: All respondents	1001	550	451	288	461	252	132	99	90	423	185	72	59	166	470	305
	1005	576	429	267	454	283	139	94	71	397	225	78	68	172	476	289
None	57	26	31	19	24	14	11	6	2	30	6	2	3	8	34	12
	5.6%	4.4%	7.3%	7.0%	5.4%	4.8%	7.9%	6.8%	3.0%	7.4%	2.8%	2.0%	4.3%	4.7%	7.1%	4.1%
1 to 5	129	71	59	42	56	32	21	12	9	43	39	6	10	16	65	38
	12.9%	12.3%	13.7%	15.7%	12.3%	11.2%	14.8%	13.0%	13.2%	10.8%	17.1%	7.4%	15.0%	9.4%	13.8%	13.0%
6 to 10	96	46	50	26	48	21	14	12	4	37	25	3	9	24	39	23
	9.5%	8.0%	11.6%	9.9%	10.5%	7.5%	10.0%	12.8%	6.0%	9.3%	11.2%	4.2%	13.1%	14.2%	8.2%	8.0%
11 to 20	140	94	46	35	56	48	19	10	8	62	35	6	7	33	68	31
	13.9%	16.4%	10.6%	13.3%	12.4%	16.9%	13.5%	10.4%	10.7%	15.6%	15.7%	8.2%	10.6%	19.4%	14.3%	10.8%
21 to 30	77	48	29	19	30	28	8	7	6	35	17	4	5	10	39	22
	7.6%	8.4%	6.7%	7.1%	6.6%	9.9%	6.0%	7.8%	8.2%	8.8%	7.4%	4.7%	7.9%	6.0%	8.3%	7.5%
31 to 40	34	23	11	17	8	8	1	5	1	16	9	2	2	3	18	9
	3.3%	3.9%	2.5%	6.5%	1.7%	3.0%	1.0%	4.8%	1.0%	3.9%	4.1%	2.5%	3.7%	2.0%	3.8%	3.2%
41 to 50	63	37	26	21	28	14	10	8	2	27	14	2	2	13	26	21
	6.3%	6.4%	6.1%	7.7%	6.3%	5.0%	7.2%	8.2%	3.3%	6.8%	6.3%	2.5%	3.0%	7.7%	5.6%	7.4%
51 to 100	120	71	48	32	61	27	19	9	15	48	19	10	5	17	47	50
	11.9%	12.3%	11.3%	12.0%	13.3%	9.5%	13.6%	9.4%	20.6%	12.1%	8.5%	12.9%	7.1%	10.2%	9.9%	17.4%
101 or more	114	73	42	20	54	41	18	14	5	52	12	13	12	15	48	40
	11.4%	12.6%	9.7%	7.3%	11.8%	14.4%	13.2%	14.5%	7.2%	13.2%	5.2%	16.3%	18.0%	8.6%	10.0%	13.7%
(DK/NS)	176	88	88	36	90	51	18	12	19	48	49	31	12	31	91	43
	17.5%	15.3%	20.6%	13.5%	19.7%	17.9%	12.9%	12.3%	26.8%	12.1%	21.8%	39.3%	17.5%	17.8%	19.1%	14.7%
Summary																
Mean	86.6	95.2	74.2	76.2	93.1	86.6	141.7	85.9	68.5	81.0	57.9	114.4	104.5	65.1	95.2	81.4
Standard Deviation	293.8	331.2	229.8	276.7	351.6	194.8	583.1	185.3	145.1	180.9	249.5	285.9	282.1	153.9	383.4	170.7
Standard Error	10.1	15.1	11.9	17.3	18.0	13.2	53.2	19.9	17.7	9.4	20.0	38.6	41.1	13.1	19.2	10.4
Median	19.9	22.9	19.2	17.6	19.8	22.2	16.9	21.2	26.1	24.0	17.7	46.3	18.5	14.8	19.6	28.6

SPECIAL FEATURES - EMAIL MARKETING

(TOP2BOX - AGREE) J22. Please indicate whether you agree or disagree with the following statements.

	Total	Gender		Age			Region						Education			
		Male	Female	18-34	35-54	55+	BC	AB	SK/MN	ON	PQ	ATL	<HS	HS	Some Post	Univ+
Base: All respondents	1001	550	451	288	461	252	132	99	90	423	185	72	59	166	470	305
	1005	576	429	267	454	283	139	94	71	397	225	78	68	172	476	289
I prefer communicating via email than by other methods	672	366	306	170	311	191	102	72	46	278	132	42	43	112	316	201
	66.8%	63.6%	71.2%	63.6%	68.4%	67.4%	73.3%	76.6%	64.7%	69.9%	58.7%	53.7%	62.7%	65.4%	66.5%	69.4%
Email has made me more efficient in my work	567	322	245	170	258	140	100	53	45	223	111	36	25	85	264	193
	56.4%	56.0%	57.0%	63.7%	56.7%	49.2%	71.7%	55.8%	63.7%	56.1%	49.4%	45.5%	36.4%	49.6%	55.5%	66.9%
I can hardly keep up with all the email that I receive	368	218	150	79	179	110	52	33	27	148	87	22	23	53	178	114
	36.6%	37.9%	34.9%	29.5%	39.4%	38.9%	37.1%	34.6%	37.8%	37.3%	38.5%	28.3%	33.7%	31.0%	37.4%	39.4%
I dread going on vacation or taking days off because of the amount of email I will need to respond to when I return	277	162	116	54	138	85	47	27	22	134	22	25	20	44	122	92
	27.6%	28.1%	26.9%	20.2%	30.4%	30.0%	34.1%	29.0%	30.9%	33.8%	9.8%	31.4%	30.1%	25.3%	25.6%	31.7%

SPECIAL FEATURES - EMAIL MARKETING

(LOW2BOX - DISAGREE) J22. Please indicate whether you agree or disagree with the following statements.

	Total	Gender		Age			Region						Education			
		Male	Female	18-34	35-54	55+	BC	AB	SK/MN	ON	PQ	ATL	<HS	HS	Some Post	Univ+
Base: All respondents	1001	550	451	288	461	252	132	99	90	423	185	72	59	166	470	305
	1005	576	429	267	454	283	139	94	71	397	225	78	68	172	476	289
I dread going on vacation or taking days off because of the amount of email I will need to respond to when I return	728	414	314	213	316	198	92	67	49	263	203	54	47	128	354	197
	72.4%	71.9%	73.1%	79.8%	69.6%	70.0%	65.9%	71.0%	69.1%	66.2%	90.2%	68.6%	69.9%	74.7%	74.4%	68.3%
I can hardly keep up with all the email that I receive	637	358	279	188	275	173	88	62	44	249	139	56	45	119	298	175
	63.4%	62.1%	65.1%	70.5%	60.6%	61.1%	62.9%	65.4%	62.2%	62.7%	61.5%	71.7%	66.3%	69.0%	62.6%	60.6%
Email has made me more efficient in my work	438	253	185	97	197	144	39	42	26	175	114	43	43	87	212	96
	43.6%	44.0%	43.0%	36.3%	43.3%	50.8%	28.3%	44.2%	36.3%	43.9%	50.6%	54.5%	63.6%	50.4%	44.5%	33.1%
I prefer communicating via email than by other methods	333	210	124	97	144	92	37	22	25	120	93	36	25	59	159	88
	33.2%	36.4%	28.8%	36.4%	31.6%	32.6%	26.7%	23.4%	35.3%	30.1%	41.3%	46.3%	37.3%	34.6%	33.5%	30.6%

