YouGov / Edelman Survey Results

Sample Size: 1999
Fieldwork: 11th - 13th November 2009

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	1999	931	1068	127	331	345	351	845	1168	831	483	280	164	276	515	104	177
All GB Adults	1999	960	1039	240	339	357	363	700	1099	900	492	328	192	256	458	100	174

Which, if any, of these pictures would you be likely to click on if you saw it online for example in an advert on a website?(Please tick all that apply)

Swayze	12%	6%	18%	8%	12%	15%	12%	12%	12%	12%	10%	11%	16%	12%	14%	13%	11%
fawcett	9%	12%	6%	9%	5%	8%	10%	10%	8%	10%	8%	7%	9%	8%	10%	11%	12%
potter	13%	11%	15%	15%	17%	15%	14%	10%	14%	13%	10%	13%	16%	14%	14%	13%	14%
jackson	10%	7%	12%	13%	11%	10%	10%	7%	9%	11%	10%	11%	11%	12%	9%	3%	6%
facebook	21%	19%	24%	47%	27%	25%	16%	10%	16%	27%	23%	25%	21%	21%	21%	16%	13%
halloween	6%	6%	6%	7%	12%	9%	4%	3%	6%	7%	5%	5%	3%	5%	8%	5%	9%
fireworks	11%	9%	14%	13%	9%	12%	10%	12%	12%	11%	13%	9%	11%	11%	10%	9%	14%
opportunity	9%	9%	9%	7%	8%	9%	12%	9%	9%	9%	10%	7%	7%	12%	8%	7%	12%
MP	5%	6%	3%	6%	3%	4%	4%	6%	6%	3%	3%	3%	5%	6%	6%	9%	5%
watch	7%	12%	3%	3%	10%	9%	6%	6%	7%	6%	7%	8%	5%	8%	7%	4%	9%
vacation	29%	26%	32%	14%	22%	30%	34%	35%	32%	26%	30%	23%	31%	29%	33%	22%	30%
santa	9%	6%	11%	6%	9%	9%	9%	9%	8%	10%	11%	6%	10%	9%	8%	5%	10%
gym	4%	5%	2%	5%	6%	4%	2%	3%	3%	4%	4%	2%	2%	6%	4%	3%	3%
hsbc	5%	6%	4%	7%	4%	4%	5%	5%	4%	5%	4%	6%	5%	5%	5%	3%	4%
paypal	10%	12%	9%	9%	11%	9%	12%	10%	10%	11%	12%	13%	8%	9%	8%	9%	13%
profile	9%	16%	2%	14%	10%	10%	9%	5%	8%	10%	10%	10%	4%	6%	7%	14%	11%
egreeting	6%	3%	8%	3%	3%	7%	6%	7%	5%	6%	5%	5%	9%	6%	7%	4%	4%
alert	12%	13%	11%	4%	3%	9%	13%	19%	11%	12%	7%	15%	12%	10%	13%	13%	16%
viagra	3%	4%	2%	2%	3%	2%	3%	3%	3%	3%	2%	3%	1%	4%	3%	4%	4%
itunes	16%	18%	13%	18%	15%	16%	23%	11%	15%	16%	15%	13%	19%	16%	15%	14%	19%
dhl	2%	3%	1%	2%	2%	1%	1%	2%	1%	2%	2%	1%	2%	3%	1%	2%	2%
None of these	11%	13%	10%	6%	15%	14%	12%	10%	12%	11%	13%	11%	11%	12%	11%	12%	9%
Not applicable - I would not click on any of these type of pictures	15%	14%	16%	12%	15%	12%	14%	19%	16%	14%	14%	15%	11%	16%	18%	19%	14%

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	1999	931	1068	127	331	345	351	845	1168	831	483	280	164	276	515	104	177
All GB Adults	1999	960	1039	240	339	357	363	700	1099	900	492	328	192	256	458	100	174

And thinking about if you were to receive an email with the following headlines in the title...

Which ONE, if any, emails would you be MOST likely to open if they had the following headlines in?

Exclusive Patrick Swayze footage	2%	1%	4%	1%	2%	2%	2%	3%	2%	3%	2%	2%	4%	1%	2%	1%	3%
Charlie's Angels star Farrah Fawcett video clips	1%	2%	0%	1%	-	1%	1%	2%	1%	1%	0%	2%	0%	1%	2%	2%	1%
Watch Harry Potter and the Half-Blood Prince clips!	3%	2%	4%	6%	4%	2%	4%	3%	3%	4%	4%	2%	3%	6%	2%	4%	2%
Michael Jackson: unpublished videos and pictures	3%	3%	4%	7%	5%	3%	2%	2%	2%	4%	4%	3%	4%	5%	2%	1%	1%
Facebook Update tool	6%	4%	8%	13%	8%	9%	4%	4%	5%	9%	7%	8%	6%	6%	6%	5%	4%
Go Halloween shopping on us!	1%	0%	1%	0%	2%	0%	0%	0%	1%	1%	1%	1%	-	-	0%	-	2%
Diwali Festival of Lights	2%	2%	2%	5%	3%	1%	2%	1%	2%	3%	1%	4%	1%	2%	2%	2%	3%
Career Advancement Opportunities	4%	5%	4%	4%	7%	7%	5%	2%	4%	5%	5%	5%	5%	7%	2%	-	3%
GREETINGS FROM THE UK HOUSE OF PARLIAMENT	7%	8%	6%	6%	5%	4%	6%	10%	8%	5%	5%	4%	8%	9%	7%	14%	9%
You can wear this tag heuer watch now!	2%	3%	0%	1%	1%	1%	2%	2%	1%	2%	2%	0%	-	3%	2%	1%	2%
You have won a free vacation!	3%	3%	3%	2%	2%	3%	4%	4%	4%	3%	4%	3%	2%	3%	3%	4%	3%
None of these	23%	25%	21%	17%	23%	25%	28%	20%	24%	21%	23%	22%	23%	20%	27%	20%	18%
Not applicable - I would not open any of these type of emails	43%	42%	44%	37%	40%	41%	41%	48%	44%	41%	43%	43%	44%	36%	43%	46%	48%

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	1999	931	1068	127	331	345	351	845	1168	831	483	280	164	276	515	104	177
All GB Adults	1999	960	1039	240	339	357	363	700	1099	900	492	328	192	256	458	100	174
And which ONE, if any, emails would you be MOST likely to open if they had the following headlines in?																	
Spend less this Christmas!	4%	3%	4%	7%	4%	5%	2%	2%	3%	4%	5%	2%	5%	4%	2%	4%	1%
Lose 6-20 inches in one hour (body improvement products)	2%	2%	1%	4%	2%	1%	1%	1%	1%	2%	2%	3%	1%	3%	0%	1%	1%
Online banking service update	3%	3%	3%	4%	3%	5%	3%	3%	3%	4%	3%	3%	2%	3%	4%	7%	4%
PayPal Security Advisory	6%	5%	7%	6%	5%	6%	6%	6%	5%	8%	6%	7%	5%	6%	6%	5%	7%
I saw your profile	2%	2%	2%	5%	1%	1%	1%	2%	2%	2%	3%	2%	-	2%	2%	1%	1%
You've received an E-Greeting	12%	9%	15%	4%	9%	11%	11%	17%	12%	11%	12%	8%	13%	15%	14%	8%	11%
Malware Alert! Please download this patch!	1%	1%	0%	-	0%	1%	1%	1%	1%	1%	1%	-	-	-	1%	3%	2%
VIAGRA	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	1%	1%	-	0%	1%	2%	1%
Your iTunes Account	6%	7%	5%	17%	7%	5%	6%	2%	6%	6%	5%	5%	4%	9%	7%	1%	6%
OFFICE OF THE DHL COURIER SERVICE	1%	1%	1%	1%	0%	2%	1%	2%	2%	1%	2%	2%	2%	0%	1%	1%	-
None of these	23%	24%	22%	14%	27%	28%	23%	21%	23%	22%	22%	23%	26%	25%	23%	17%	20%
Not applicable - I would not open any of these type of emails	40%	42%	39%	37%	41%	35%	43%	42%	43%	37%	38%	43%	42%	34%	39%	49%	46%

All figures, unless otherwise stated, are from YouGov Plc.

YouGov / Edelman Survey Results

Sample Size: 1999
Fieldwork: 11th - 13th November 2009

	Total	Working status						Marital Status					
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married	Refused
Unweighted Base	1999	949	299	77	403	*46*	225	1071	228	195	67	387	51
All GB Adults	1999	967	293	116	336	*54*	234	978	256	187	64	469	45

Which, if any, of these pictures would you be likely to click on if you saw it online for example in an advert on a website?(Please tick all that apply)

Swayze	12%	11%	12%	9%	13%	*16%*	16%	12%	11%	20%	14%	10%	6%
fawcett	9%	9%	8%	16%	10%	*3%*	8%	9%	8%	11%	8%	8%	10%
potter	13%	14%	16%	16%	8%	*5%*	15%	12%	14%	15%	7%	15%	7%
jackson	10%	9%	13%	10%	5%	*16%*	14%	9%	12%	14%	3%	9%	3%
facebook	21%	22%	27%	45%	5%	*28%*	21%	16%	22%	22%	18%	33%	16%
halloween	6%	8%	4%	5%	2%	*5%*	8%	5%	10%	5%	1%	7%	6%
fireworks	11%	11%	9%	19%	9%	*15%*	15%	11%	13%	11%	8%	12%	7%
opportunity	9%	10%	10%	10%	7%	*13%*	7%	9%	9%	12%	6%	8%	11%
MP	5%	4%	6%	8%	7%	*4%*	3%	4%	3%	7%	1%	6%	5%
watch	7%	10%	2%	10%	6%	*7%*	2%	7%	7%	6%	6%	7%	9%
vacation	29%	29%	30%	16%	36%	*24%*	26%	34%	29%	27%	24%	20%	29%
santa	9%	8%	8%	9%	8%	*11%*	14%	11%	8%	7%	4%	5%	11%
gym	4%	5%	3%	5%	2%	-	1%	2%	4%	3%	3%	6%	-
hsbc	5%	5%	5%	6%	4%	*3%*	2%	4%	3%	5%	6%	6%	7%
paypal	10%	10%	13%	9%	10%	*11%*	9%	11%	10%	12%	7%	11%	10%
profile	9%	11%	5%	14%	5%	*14%*	4%	8%	11%	5%	-	11%	7%
egreeting	6%	5%	5%	3%	6%	*13%*	8%	7%	2%	7%	11%	5%	6%
alert	12%	8%	13%	3%	21%	*27%*	12%	14%	8%	10%	20%	7%	18%
viagra	3%	3%	4%	-	1%	*3%*	2%	3%	4%	1%	1%	3%	-
itunes	16%	16%	20%	21%	11%	*12%*	12%	14%	16%	15%	8%	20%	13%
dhl	2%	2%	3%	-	1%	*2%*	-	2%	1%	1%	1%	2%	5%
None of these	11%	13%	10%	6%	8%	*16%*	14%	11%	12%	9%	19%	11%	17%
Not applicable - I would not click on any of these type of pictures	15%	14%	12%	15%	21%	*9%*	16%	16%	14%	12%	18%	15%	15%

	Total	Working status						Marital Status					
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married	Refused
Unweighted Base	1999	949	299	77	403	*46*	225	1071	228	195	67	387	51
All GB Adults	1999	967	293	116	336	*54*	234	978	256	187	64	469	45

And thinking about if you were to receive an email with the following headlines in the title...

Which ONE, if any, emails would you be MOST likely to open if they had the following headlines in?

Exclusive Patrick Swayze footage	2%	1%	3%	2%	3%	*4%*	3%	2%	1%	3%	3%	2%	-
Charlie's Angels star Farrah Fawcett video clips	1%	2%	1%	2%	1%	-	-	1%	0%	2%	-	1%	3%
Watch Harry Potter and the Half-Blood Prince clips!	3%	3%	6%	6%	2%	*2%*	4%	2%	5%	2%	7%	4%	2%
Michael Jackson: unpublished videos and pictures	3%	2%	5%	11%	2%	*5%*	2%	3%	2%	3%	1%	5%	2%
Facebook Update tool	6%	5%	11%	14%	1%	*11%*	8%	5%	7%	9%	9%	9%	4%
Go Halloween shopping on us!	1%	1%	1%	1%	1%	-	0%	1%	1%	0%	-	1%	-
Diwali Festival of Lights	2%	2%	2%	4%	1%	*9%*	1%	1%	1%	3%	-	5%	4%
Career Advancement Opportunities	4%	6%	4%	7%	1%	*6%*	1%	4%	5%	1%	3%	5%	10%
GREETINGS FROM THE UK HOUSE OF PARLIAMENT	7%	6%	7%	7%	10%	*6%*	6%	7%	3%	6%	9%	7%	14%
You can wear this tag heuer watch now!	2%	2%	1%	3%	1%	*2%*	1%	1%	1%	2%	2%	2%	3%
You have won a free vacation!	3%	3%	2%	2%	5%	*5%*	4%	3%	5%	5%	8%	1%	-
None of these	23%	27%	20%	11%	20%	*19%*	18%	25%	23%	25%	15%	18%	16%
Not applicable - I would not open any of these type of emails	43%	41%	39%	31%	52%	*31%*	52%	44%	45%	38%	45%	41%	44%

	Total	Working status						Marital Status					
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married	Refused
Unweighted Base	1999	949	299	77	403	*46*	225	1071	228	195	67	387	51
All GB Adults	1999	967	293	116	336	*54*	234	978	256	187	64	469	45
And which ONE, if any, emails would you be MOST likely to open if they had the following headlines in?													
Spend less this Christmas!	4%	4%	3%	10%	1%	*8%*	4%	3%	6%	2%	2%	5%	4%
Lose 6-20 inches in one hour (body improvement products)	2%	2%	2%	2%	1%	*4%*	-	2%	1%	0%	-	3%	-
Online banking service update	3%	3%	4%	9%	2%	*2%*	2%	3%	3%	5%	7%	3%	3%
PayPal Security Advisory	6%	5%	6%	8%	8%	*10%*	6%	6%	6%	7%	4%	5%	7%
I saw your profile	2%	2%	2%	2%	2%	*4%*	1%	1%	0%	3%	3%	3%	3%
You've received an E-Greeting	12%	10%	15%	6%	18%	*1%*	14%	14%	8%	18%	19%	6%	7%
Malware Alert! Please download this patch!	1%	1%	-	-	2%	-	1%	1%	1%	0%	-	1%	-
VIAGRA	1%	1%	1%	-	1%	*2%*	0%	0%	1%	0%	1%	1%	4%
Your iTunes Account	6%	6%	8%	19%	2%	*9%*	0%	3%	5%	5%	5%	13%	-
OFFICE OF THE DHL COURIER SERVICE	1%	1%	1%	-	1%	-	3%	1%	1%	3%	3%	1%	1%
None of these	23%	26%	22%	15%	18%	*21%*	21%	25%	22%	22%	19%	19%	29%
Not applicable - I would not open any of these type of emails	40%	39%	36%	31%	44%	*38%*	49%	40%	46%	35%	39%	40%	43%

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YouGov / Edelman Survey Results

Sample Size: 1999
Fieldwork: 11th - 13th November 2009

	Total	Children in household				
	Base	0	1	2	3+	Refused
Unweighted Base	1999	1374	254	229	81	61
All GB Adults	1999	1336	277	242	88	56

Which, if any, of these pictures would you be likely to click on if you saw it online for example in an advert on a website?(Please tick all that apply)

Swayze	12%	12%	14%	13%	13%	7%
fawcett	9%	10%	5%	9%	8%	8%
potter	13%	12%	19%	15%	10%	9%
jackson	10%	7%	15%	16%	14%	3%
facebook	21%	19%	29%	23%	32%	21%
halloween	6%	5%	11%	6%	10%	5%
fireworks	11%	12%	10%	11%	12%	9%
opportunity	9%	9%	9%	11%	13%	8%
MP	5%	5%	2%	4%	3%	4%
watch	7%	7%	8%	9%	2%	8%
vacation	29%	30%	27%	27%	26%	31%
santa	9%	8%	11%	10%	9%	8%
gym	4%	4%	2%	4%	2%	-
hsbc	5%	5%	5%	5%	-	6%
paypal	10%	10%	11%	11%	16%	11%
profile	9%	7%	10%	16%	11%	9%
egreeting	6%	6%	4%	6%	8%	9%
alert	12%	13%	10%	8%	4%	20%
viagra	3%	2%	6%	3%	2%	-
itunes	16%	14%	21%	16%	21%	15%
dhl	2%	1%	1%	2%	5%	4%
None of these	11%	11%	8%	16%	14%	14%
Not applicable - I would not click on any of these type of pictures	15%	16%	12%	14%	12%	12%

	Total	Children in household				
	Base	0	1	2	3+	Refused
Unweighted Base	1999	1374	254	229	81	61
All GB Adults	1999	1336	277	242	88	56

And thinking about if you were to receive an email with the following headlines in the title...

Which ONE, if any, emails would you be MOST likely to open if they had the following headlines in?

Exclusive Patrick Swayze footage	2%	2%	2%	2%	-	-
Charlie's Angels star Farrah Fawcett video clips	1%	1%	-	1%	3%	2%
Watch Harry Potter and the Half-Blood Prince clips!	3%	3%	4%	4%	4%	4%
Michael Jackson: unpublished videos and pictures	3%	3%	6%	4%	2%	-
Facebook Update tool	6%	6%	5%	9%	15%	7%
Go Halloween shopping on us!	1%	1%	1%	-	2%	-
Diwali Festival of Lights	2%	2%	4%	1%	1%	3%
Career Advancement Opportunities	4%	4%	5%	5%	4%	7%
GREETINGS FROM THE UK HOUSE OF PARLIAMENT	7%	7%	8%	3%	4%	14%
You can wear this tag heuer watch now!	2%	2%	0%	-	2%	6%
You have won a free vacation!	3%	3%	3%	6%	1%	-
None of these	23%	21%	25%	28%	26%	20%
Not applicable - I would not open any of these type of emails	43%	46%	38%	36%	34%	37%

	Total	Children in household				
	Base	0	1	2	3+	Refused
Unweighted Base	1999	1374	254	229	81	61
All GB Adults	1999	1336	277	242	88	56
And which ONE, if any, emails would you be MOST likely to open if they had the following headlines in?						
Spend less this Christmas!	4%	3%	4%	7%	7%	3%
Lose 6-20 inches in one hour (body improvement products)	2%	1%	2%	2%	3%	-
Online banking service update	3%	4%	3%	2%	4%	3%
PayPal Security Advisory	6%	6%	6%	6%	11%	8%
I saw your profile	2%	2%	2%	1%	5%	3%
You've received an E-Greeting	12%	13%	10%	7%	6%	11%
Malware Alert! Please download this patch!	1%	1%	1%	2%	-	-
VIAGRA	1%	0%	2%	-	3%	3%
Your iTunes Account	6%	6%	7%	4%	8%	3%
OFFICE OF THE DHL COURIER SERVICE	1%	1%	2%	2%	-	1%
None of these	23%	21%	25%	32%	21%	26%
Not applicable - I would not open any of these type of emails	40%	42%	37%	35%	33%	39%

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