



Blue Kangaroo Survey on Marketing Emails

Overview of Total Results

September 2012



About the Survey

- **Research** Conducted by Research Now, with WebStar Research, on behalf of ChoozOn Corporation
- **Intercept** Online
- **Conducted** 23-27 August 2012
- **Sample** 1,090 U.S. adults, aged 18-64, Female/Male 60%/40%, balanced to approximately match U.S. online audience by age, region, income, & education
- **Contact** Hunter Madsen, Chief Marketing Office, ChoozOn Corporation
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Question 1

Generally how interested are you in hearing on the Web about deals related to your shopping interests?

Very high interest	385	35%
High interest	331	30%
Moderate interest	297	27%
Not much interest	77	7%
Total	1090	100%



Question 2

When companies send you daily deals, retail newsletters, and other marketing-related emails, where do these messages go?

Mainly to my primary personal email account, displayed alongside my personal emails.	851	78%
Mainly to my primary personal email account, but an automated service puts them in a separate folder for marketing emails.	99	9%
To a separate email account that I've set up specifically to receive marketing emails.	84	8%
Most marketing emails go to my email account at work.	10	1%
Marketing emails are coming at me across all my email accounts.	46	4%
I seldom get any marketing emails.	0	0%
Total	1090	100%



Question 3

How do you feel about managing the marketing emails coming into your personal inbox each week?

I enjoy getting lots of marketing emails from favorite brands and deal services in my box each week.	435	40%
I really dislike all the marketing clutter I'm getting, and wish I had a better system for hearing about deals that would interest me.	263	24%
I keep marketing emails separate from my personal emails, so I don't really care how many marketing messages they send.	94	9%
I don't have strong feelings about marketing emails, either way.	238	22%
I don't get many marketing emails, so they're easy to manage.	60	6%
Total	1090	100%



Question 4

Approximate what percent of the new emails in your box last week came from marketers (including daily deals, retail newsletters, and sales alerts)?

Less than 20%	214	20%
More than 20%	399	37%
More than 50%	281	26%
More than 65%	112	10%
More than 80%	72	7%
Nearly 100%	12	1%
Total	1090	100%



Question 5

How does that amount of marketing emails feel to you?

Not enough – I'd like to be receiving more.	29	3%
About right.	582	53%
Somewhat more than I'd like.	367	34%
Much more than I'd like.	112	10%
Total	1090	100%



Question 6

How much time did you actually spend opening and browsing marketing emails in your email boxes last week?

Less than 10 minutes	236	22%
10 to 30 minutes	401	37%
30 to 60 minutes	219	20%
1 to 2 hours	125	11%
2 to 4 hours	68	6%
5 to 10 hours	25	2%
Over 10 hours	16	1%
Total	1090	100%



Question 7

Which statement best describes what you did with the majority of marketing emails that you got last week?

I opened and read most of them.	460	42%
Didn't open most of them, but I carefully read most of their subject lines.	322	30%
Skimmed some of their subject lines, but not all.	195	18%
I deleted most of these emails without really looking at them.	101	9%
I basically ignored these emails in my inbox.	11	1%
Not applicable – I didn't get marketing emails last week.	1	0%
Total	1090	100%



Question 8

How would you describe the day-to-day management of all the marketing emails you've signed up to receive?

Mostly enjoyable, productive, and easy to do.	346	32%
Sometimes worth the effort, but it's a time-consuming chore.	523	48%
It's usually a hassle and waste of time to open all those emails.	201	18%
I'm drowning in a flood of marketing emails that's out of control.	20	2%
Total	1090	100%



Question 9

Do you think inbox clutter may be causing you to overlook deals that you would have liked?

Yes, all the time.	81	7%
Yes, fairly often.	211	19%
Occasionally.	470	43%
Rarely.	246	23%
No, never happens.	82	8%
Total	1090	100%



Question 10

What if a free Web service could keep your inbox clear of marketing clutter, give you an easy way to scan marketing emails at a glance, alert you to deals that match your interests, and archive all your marketing emails effortlessly for you? How interested would you be to try such a service?

Very high interest	205	19%
High interest	295	27%
Moderate interest	399	37%
Not much interest	144	13%
No interest at all	47	4%
Total	1090	100%



Question 11

When was the last time you made use of a coupon or discount that you learned about through a marketing email?

Within the last week	382	35%
Within the last month	361	33%
Within the last 6 months	167	15%
Within the last year	50	5%
Longer than a year, or haven't ever done this	54	5%
Can't recall	76	7%
Total	1090	100%



Question 12

If unprotected, your inbox can easily fill up with mass emails called “spam” that you never asked for, on topics of little personal interest (for example, discounted Viagra). Persistent spammers are very hard to catch, but in an ideal world, what punishment would they deserve? (Choose up to 3.)

Mild fines		
Yes	366	34%
Permanently block their internet access		
Yes	704	65%
Seize all assets of their spam business		
Yes	482	44%
Long jail sentences		
Yes	148	14%
Remove some of their typing fingers		
Yes	90	8%
Bring back the Medieval rack		
Yes	80	7%