

YouGov / Fugu PR Survey Results

Sample Size: 2076 GB Adults

Fieldwork: 15th - 17th August 2012

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

For the following questions, by "spam email" we mean mail that is considered to be unsolicited bulk messages sent indiscriminately...

Thinking about all of your email accounts (both business and personal)...

Which, if any, of the following forms of spam emails do you frequently receive (i.e. at least once a month)? (Please tick all that apply. If you don't frequently receive any spam emails please tick the "Not applicable" option)

	Unweighted Base	2076	997	1079	229	310	339	386	812	1252	824	488	282	205	296	526	112	167
	All GB Adults online	2076	996	1080	249	365	351	384	727	1142	934	511	340	199	266	475	104	181
Emails offering Viagra/ sexual performance enhancements	51%	52%	50%	45%	54%	54%	56%	47%	52%	50%	47%	45%	52%	57%	52%	56%	56%	56%
Emails offering penis enlargement	42%	45%	40%	41%	45%	49%	45%	37%	41%	44%	37%	38%	44%	50%	42%	57%	48%	48%
Retail marketing emails from companies I haven't signed up to	56%	56%	56%	42%	54%	62%	56%	58%	58%	53%	54%	53%	53%	60%	59%	55%	57%	57%
Dating agency offers	33%	35%	32%	29%	29%	40%	40%	30%	32%	35%	35%	34%	32%	32%	31%	44%	32%	32%
A link to a fake website from someone who appears to be a friend/ colleague	30%	32%	28%	31%	39%	31%	31%	23%	31%	28%	27%	27%	33%	36%	28%	39%	29%	29%
An email inviting me on a date from an unknown individual	23%	29%	17%	19%	28%	32%	25%	16%	22%	24%	20%	21%	26%	24%	24%	24%	23%	23%
A fake email from a bank asking for account details	55%	53%	56%	46%	54%	57%	58%	55%	55%	54%	56%	51%	60%	49%	55%	64%	56%	56%
A fake email about the delivery of a parcel	30%	32%	29%	20%	30%	38%	35%	28%	33%	27%	31%	30%	33%	31%	31%	32%	23%	23%
Other	13%	13%	13%	12%	8%	15%	19%	12%	14%	12%	11%	16%	13%	13%	12%	16%	16%	16%
Don't know	4%	4%	4%	7%	6%	4%	3%	3%	4%	5%	4%	4%	8%	5%	4%	2%	4%	4%
Not applicable - I don't frequently receive any spam	13%	14%	13%	16%	9%	11%	14%	16%	11%	16%	15%	16%	12%	9%	14%	13%	10%	10%

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Sample Size: 2076 GB Adults
Fieldwork: 15th - 17th August 2012

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

For the following questions, by "spam email" we mean mail that is considered to be unsolicited bulk messages sent indiscriminately...

Thinking about all of your email accounts (both business and personal)...

Which, if any, of the following forms of spam emails do you frequently receive (i.e. at least once a month)? (Please tick all that apply. If you don't frequently receive any spam emails please tick the "Not applicable" option)

	Unweighted Base	2076	983	268	1251	91	477	69	188	1040	245	209	76	506
	All GB Adults online	2076	1019	271	1289	89	439	66	193	1028	259	203	69	517
E-mails offering Viagra/ sexual performance enhancements	51%	53%	45%	52%	35%	47%	59%	60%	49%	54%	56%	44%	52%	
E-mails offering penis enlargement	42%	45%	39%	44%	30%	35%	55%	50%	39%	43%	49%	34%	48%	
Retail marketing emails from companies I haven't signed up to	56%	58%	52%	56%	44%	57%	57%	57%	58%	57%	61%	46%	51%	
Dating agency offers	33%	33%	36%	34%	32%	26%	39%	47%	31%	35%	43%	26%	35%	
A link to a fake website from someone who appears to be a friend/ colleague	30%	36%	23%	33%	27%	20%	27%	31%	25%	32%	29%	16%	39%	
An email inviting me on a date from an unknown individual	23%	27%	20%	25%	17%	16%	19%	23%	20%	20%	24%	18%	29%	
A fake email from a bank asking for account details	55%	55%	50%	54%	40%	55%	55%	69%	55%	58%	53%	57%	53%	
A fake email about the delivery of a parcel	30%	33%	28%	32%	19%	24%	36%	40%	30%	31%	31%	27%	30%	
Other	13%	13%	12%	13%	8%	11%	18%	22%	12%	12%	14%	11%	16%	
Don't know	4%	4%	4%	4%	6%	4%	1%	6%	4%	3%	5%	3%	7%	
Not applicable - I don't frequently receive any spam	13%	12%	17%	13%	16%	16%	13%	9%	14%	12%	9%	17%	13%	

YouGov / Fugu PR Survey Results

Sample Size: 2076 GB Adults
Fieldwork: 15th - 17th August 2012

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

For the following questions, by "spam email" we mean mail that is considered to be unsolicited bulk messages sent indiscriminately...

Thinking about all of your email accounts (both business and personal)...

Which, if any, of the following forms of spam emails do you frequently receive (i.e. at least once a month)? (Please tick all that apply. If you don't frequently receive any spam emails please tick the "Not applicable" option)

	Unweighted Base	2076	1543	260	174	58	492	41
	All GB Adults online	2076	1503	272	191	69	532	41
E-mails offering Viagra/ sexual performance enhancements	51%		53%	47%	46%	52%	47%	30%
E-mails offering penis enlargement	42%		44%	39%	41%	39%	40%	31%
Retail marketing emails from companies I haven't signed up to	56%		58%	53%	57%	43%	53%	35%
Dating agency offers	33%		34%	34%	32%	30%	33%	19%
A link to a fake website from someone who appears to be a friend/ colleague	30%		31%	26%	29%	27%	27%	26%
An email inviting me on a date from an unknown individual	23%		22%	24%	26%	26%	25%	16%
A fake email from a bank asking for account details	55%		57%	51%	55%	44%	52%	31%
A fake email about the delivery of a parcel	30%		31%	32%	27%	33%	31%	17%
Other	13%		13%	16%	10%	8%	13%	14%
Don't know	4%		3%	7%	6%	4%	6%	23%
Not applicable - I don't frequently receive any spam	13%		13%	13%	15%	11%	13%	24%

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Sample Size: 2076 GB Adults
Fieldwork: 15th - 17th August 2012

Total	Government Region									
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales

For the following questions, by "spam email" we mean mail that is considered to be unsolicited bulk messages sent indiscriminately...

Thinking about all of your email accounts (both business and personal)...

Which, if any, of the following forms of spam emails do you frequently receive (i.e. at least once a month)? (Please tick all that apply. If you don't frequently receive any spam emails please tick the "Not applicable" option)

	Unweighted Base	2076	85	208	195	133	149	205	296	309	217	112
	All GB Adults online	2076	87	208	215	164	177	199	266	292	184	104
Emails offering Viagra/ sexual performance enhancements	51%	51%	54%	51%	41%	45%	46%	52%	57%	54%	48%	56%
Emails offering penis enlargement	42%	42%	40%	39%	33%	37%	38%	44%	50%	44%	38%	57%
Retail marketing emails from companies I haven't signed up to	56%	56%	59%	55%	51%	55%	51%	53%	60%	61%	55%	55%
Dating agency offers	33%	33%	34%	35%	34%	37%	32%	32%	32%	30%	31%	44%
A link to a fake website from someone who appears to be a friend/ colleague	30%	30%	24%	24%	31%	31%	23%	33%	36%	31%	23%	39%
An email inviting me on a date from an unknown individual	23%	23%	28%	18%	18%	25%	17%	26%	24%	25%	23%	24%
A fake email from a bank asking for account details	55%	55%	58%	54%	58%	54%	49%	60%	49%	55%	54%	64%
A fake email about the delivery of a parcel	30%	30%	30%	34%	27%	27%	32%	33%	31%	32%	30%	32%
Other	13%	13%	7%	14%	9%	16%	16%	13%	13%	12%	13%	16%
Don't know	4%	4%	6%	4%	4%	2%	5%	8%	5%	4%	4%	2%
Not applicable - I don't frequently receive any spam	13%	13%	15%	13%	17%	17%	15%	12%	9%	13%	15%	13%

YouGov / Fugu PR Survey Results

Sample Size: 2076 GB Adults
Fieldwork: 15th - 17th August 2012

Total	Social Media (monthly or more)				
Base	Scotland	Facebook	LinkedIn	Google+	Twitter

For the following questions, by "spam email" we mean mail that is considered to be unsolicited bulk messages sent indiscriminately...

Thinking about all of your email accounts (both business and personal)...

Which, if any, of the following forms of spam emails do you frequently receive (i.e. at least once a month)? (Please tick all that apply. If you don't frequently receive any spam emails please tick the "Not applicable" option)

	Unweighted Base	2076	167	1350	338	224	496
	All GB Adults online	2076	181	1393	290	240	511
E-mails offering Viagra/ sexual performance enhancements	51%	56%	53%	57%	54%	57%	
E-mails offering penis enlargement	42%	48%	46%	51%	50%	50%	
Retail marketing emails from companies I haven't signed up to	56%	57%	57%	67%	65%	61%	
Dating agency offers	33%	32%	37%	40%	41%	38%	
A link to a fake website from someone who appears to be a friend/ colleague	30%	29%	33%	37%	37%	39%	
An email inviting me on a date from an unknown individual	23%	23%	25%	32%	33%	27%	
A fake email from a bank asking for account details	55%	56%	59%	65%	62%	64%	
A fake email about the delivery of a parcel	30%	23%	32%	44%	30%	32%	
Other	13%	16%	14%	18%	13%	15%	
Don't know	4%	4%	4%	3%	3%	5%	
Not applicable - I don't frequently receive any spam	13%	10%	11%	6%	9%	8%	

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Have you ever clicked on a spam message (i.e. mail that is considered to be unsolicited bulk messages sent indiscriminately) that has damaged your computer in any way? (Please tick the option that best applies)

	Unweighted Base	2076	997	1079	229	310	339	386	812	1252	824	488	282	205	296	526	112	167
All GB Adults online		2076	996	1080	249	365	351	384	727	1142	934	511	340	199	266	475	104	181
Yes, I have		12%	13%	10%	7%	12%	13%	11%	12%	11%	12%	10%	12%	11%	11%	13%	21%	9%
No, but I have clicked on a spam message before that didn't damage my computer in any way		34%	36%	33%	27%	27%	32%	42%	38%	36%	33%	34%	34%	34%	35%	31%	33%	46%
No, I have never clicked on a spam message		45%	44%	46%	35%	39%	46%	53%	50%	46%	44%	48%	46%	41%	45%	48%	42%	37%
Don't know/ can't recall		9%	7%	10%	13%	8%	8%	7%	9%	7%	10%	7%	8%	14%	9%	9%	4%	9%

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

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Yes, I have	12%	12%	12%	12%	9%	11%	10%	16%	13%	10%	14%	9%	9%
No, but I have clicked on a spam message before that didn't damage my computer in any way	34%	35%	38%	36%	21%	36%	39%	27%	37%	30%	31%	46%	31%
No, I have never clicked on a spam message	45%	47%	41%	46%	52%	43%	36%	45%	43%	53%	44%	36%	48%
Don't know/ can't recall	9%	6%	10%	7%	17%	9%	15%	12%	7%	7%	11%	9%	12%

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

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No, I have never clicked on a spam message	45%	46%	42%	48%	56%	46%	23%
Don't know/ can't recall	9%	7%	11%	8%	7%	10%	52%

Total	Government Region									
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales

Have you ever clicked on a spam message (i.e. mail that is considered to be unsolicited bulk messages sent indiscriminately) that has damaged your computer in any way? (Please tick the option that best applies)

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Yes, I have	12%	12%	11%	8%	12%	10%	15%	11%	11%	13%	12%	21%
No, but I have clicked on a spam message before that didn't damage my computer in any way	34%	34%	23%	38%	35%	35%	33%	34%	35%	31%	31%	33%
No, I have never clicked on a spam message	45%	45%	34%	46%	47%	45%	48%	45%	46%	44%	43%	54%
Don't know/ can't recall	9%	9%	60%	46%	46%	47%	45%	41%	45%	46%	50%	42%
			9%	8%	7%	8%	7%	14%	9%	10%	6%	4%

Total		Social Media (monthly or more)			
Base	Scotland	Facebook	LinkedIn	Google+	Twitter

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