

YouGov Survey Results

Sample Size: 2076
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

Thinking about your MAIN personal email account...
Which ONE of the following hosts your main email account (i.e. what is the suffix on your email account, e.g. for bob.smith@hotmail.com the suffix would be 'hotmail')?

	2076	997	1079	229	310	339	386	812	1252	824	488	282	205	296	526	112	167
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
Hotmail	29%	27%	31%	47%	44%	27%	25%	19%	27%	31%	31%	25%	29%	26%	31%	32%	28%
Gmail	14%	15%	13%	26%	19%	15%	9%	10%	15%	13%	14%	14%	17%	18%	14%	9%	11%
Yahoo	15%	15%	16%	8%	16%	23%	18%	12%	16%	15%	19%	16%	10%	19%	12%	14%	13%
BT Internet	11%	12%	10%	4%	5%	6%	13%	18%	13%	9%	8%	10%	13%	12%	13%	14%	15%
Aol	3%	2%	4%	2%	2%	2%	5%	3%	2%	3%	3%	2%	3%	3%	3%	1%	5%
Personalised email domain (e.g. bob@bobsmith.com)	4%	5%	3%	3%	3%	4%	5%	4%	5%	3%	2%	7%	5%	5%	4%	1%	3%
Other provider	21%	21%	20%	6%	9%	19%	22%	32%	20%	21%	20%	23%	19%	16%	22%	21%	22%
Don't know	1%	1%	1%	0%	1%	1%	1%	1%	1%	2%	1%	0%	2%	0%	0%	5%	1%
Not applicable - I do not have a personal email account	2%	2%	1%	4%	1%	3%	2%	1%	1%	2%	2%	3%	2%	1%	1%	2%	2%

In total, how many email accounts do you currently have that you use for each for the following? (Please tick one option on each row)

Business use only (i.e. work-related emails only) :

	2076	997	1079	229	310	339	386	812	1252	824	488	282	205	296	526	112	167
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
0 - none	52%	49%	54%	38%	28%	34%	53%	76%	41%	65%	55%	57%	53%	43%	50%	53%	46%
1	37%	38%	36%	48%	56%	48%	39%	18%	45%	27%	36%	34%	36%	39%	37%	36%	43%
2	4%	4%	5%	3%	5%	8%	4%	2%	6%	2%	3%	4%	4%	5%	6%	3%	3%
3	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	3%	2%	1%	1%
4	0%	1%	0%	1%	-	1%	0%	0%	0%	1%	1%	0%	1%	0%	0%	2%	-
5	1%	2%	1%	3%	2%	2%	0%	1%	1%	1%	1%	1%	-	2%	2%	2%	2%
6	1%	1%	0%	1%	2%	0%	0%	0%	1%	0%	0%	0%	1%	3%	0%	1%	-
7	0%	1%	0%	-	1%	2%	-	0%	1%	0%	1%	-	-	1%	1%	-	-
8	1%	1%	1%	1%	2%	1%	0%	-	1%	0%	-	2%	2%	1%	0%	-	1%
9	1%	1%	0%	1%	2%	2%	0%	-	1%	0%	1%	-	-	2%	1%	-	2%
10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than 10	0%	1%	0%	-	1%	0%	0%	0%	1%	0%	0%	-	-	1%	0%	1%	1%
Don't know	1%	1%	2%	3%	1%	1%	1%	1%	1%	2%	2%	0%	2%	1%	1%	1%	2%

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

Personal use only :

Unweighted Base

All GB Adults online who have a personal email

account

0 - none

1

2

3

4

5

6

7

8

9

10

More than 10

Don't know

2048	981	1067	219	307	332	383	807	1243	805	482	276	202	292	521	110	165
2043	978	1065	238	362	342	378	722	1131	912	501	331	195	263	472	102	178
7%	6%	7%	11%	7%	2%	6%	8%	7%	7%	7%	5%	6%	13%	6%	4%	2%
44%	37%	51%	37%	37%	39%	48%	52%	42%	47%	46%	49%	48%	34%	45%	42%	45%
26%	29%	24%	28%	27%	30%	25%	25%	28%	25%	27%	22%	26%	26%	27%	31%	31%
10%	12%	9%	9%	10%	15%	11%	8%	11%	10%	8%	16%	10%	9%	10%	9%	12%
3%	4%	2%	4%	4%	2%	2%	2%	3%	2%	3%	2%	2%	5%	2%	4%	3%
2%	3%	1%	4%	2%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%	1%	1%
1%	2%	1%	1%	2%	2%	1%	1%	1%	2%	1%	2%	-	1%	2%	2%	2%
1%	2%	0%	1%	2%	2%	1%	0%	1%	1%	-	0%	0%	3%	2%	1%	-
1%	2%	1%	-	3%	3%	0%	0%	2%	1%	1%	0%	1%	2%	1%	-	3%
1%	1%	0%	1%	1%	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%	-	-
1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	0%	1%	0%	2%	0%	-	1%
2%	2%	1%	2%	1%	2%	3%	1%	1%	2%	1%	1%	1%	2%	2%	6%	1%
1%	0%	2%	1%	1%	0%	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	0%

Both personal and business use :

Unweighted Base

All GB Adults online

0 - none

1

2

3

4

5

6

7

8

9

10

More than 10

Don't know

2076	997	1079	229	310	339	386	812	1252	824	488	282	205	296	526	112	167
2076	996	1080	249	365	351	384	727	1142	934	511	340	199	266	475	104	181
65%	64%	66%	49%	60%	68%	70%	70%	64%	66%	66%	63%	71%	57%	66%	71%	68%
18%	15%	20%	21%	20%	13%	18%	18%	18%	17%	18%	18%	17%	21%	17%	13%	14%
6%	6%	6%	12%	4%	4%	6%	6%	6%	6%	6%	9%	4%	8%	6%	3%	4%
3%	5%	1%	4%	3%	4%	3%	2%	3%	3%	2%	4%	2%	2%	3%	3%	3%
1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	0%	2%	0%	-	3%
1%	1%	1%	4%	0%	1%	-	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%
1%	2%	1%	3%	1%	2%	0%	1%	1%	1%	1%	1%	1%	2%	2%	1%	-
1%	1%	0%	1%	2%	1%	1%	-	1%	1%	-	1%	0%	1%	1%	-	2%
1%	1%	0%	2%	2%	1%	0%	-	1%	1%	1%	1%	1%	0%	1%	3%	1%
0%	0%	0%	0%	2%	-	0%	-	1%	0%	1%	-	1%	1%	-	-	-
0%	1%	0%	0%	1%	1%	-	0%	1%	-	0%	-	-	2%	-	-	2%
1%	1%	0%	-	0%	1%	1%	0%	0%	1%	1%	-	-	1%	0%	2%	1%
2%	1%	2%	3%	3%	2%	1%	1%	2%	2%	3%	0%	3%	2%	1%	4%	2%

Merged results - all email accounts

	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
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
0 to 4	82%	78%	87%	76%	76%	74%	86%	89%	80%	85%	84%	85%	85%	75%	83%	79%	83%
5 to 9	10%	13%	7%	13%	13%	15%	7%	7%	12%	8%	10%	10%	10%	14%	8%	9%	9%
10 to 14	3%	3%	2%	4%	1%	3%	3%	2%	3%	2%	1%	2%	2%	3%	4%	8%	2%
15 to 19	2%	2%	1%	4%	2%	3%	1%	1%	1%	2%	1%	3%	-	3%	1%	2%	2%
20 to 24	2%	3%	1%	1%	5%	3%	1%	0%	2%	1%	2%	1%	1%	2%	2%	1%	1%
25 to 29	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%	0%	-	1%	2%	0%	-	2%
30 to 34	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
35 or more	0%	0%	-	-	0%	0%	0%	0%	0%	0%	0%	-	-	0%	0%	1%	1%
Don't know	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	2%	-	1%	0%	1%	1%	0%
Mean	3.62	4.18	3.10	4.08	4.60	4.45	3.17	2.80	3.87	3.30	3.29	3.28	3.19	4.61	3.62	4.00	3.96

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