



Email Marketing 2008: Online Canadians Overwhelmed by Volume

Background

No activity has been as closely aligned to the widespread adoption and success of the Internet as email. Virtually all Canadians with an Internet connection send and receive emails, something that cannot be said for any other online activity. What's more, email has become ingrained into the daily routine of virtually all Internet users. As Canadians become more experienced with email, they are becoming smarter as well; the use of spam blockers, email filters and spam inboxes is widespread. The total number of emails received continues to increase. Email marketers need to work harder and smarter to reach their target markets and avoid being the message that is blocked, deleted or simply not opened.

A yearly Special Feature report since 2003 on email marketing, *Email Marketing 2008: Canadians Overwhelmed by Volume* takes another look at Canadians' relationship with email and the implications for email marketers.

Email Marketing 2008: Online Canadians Overwhelmed by Volume

A total of 1,024 online interviews were conducted among a cross-section of Internet panelists. Ipsos Reid is the only research company in Canada to have a fully staged, randomly selected representative sample of 185,000 Internet users across the country. The results are accurate to within $\pm 3.1\%$, 19 times out of 20.

Topics covered in this report include:

- Amount of email received weekly
- Email sent directly to junk mail
- Place of email opening
- Registered to receive email from a website

- Types of websites registered at
- Level of interest in email offerings
- Number of websites registered with
- Number of lists deregistered from
- Reason for deregistering
- Activities done from registered email offerings
- Willingness to provide email address to retailers, websites and others
- Unsolicited spam received each week
- Unsolicited spam opened each week
- Reaction to unsolicited spam
- Presence of spam filtering software at home/work
- Effectiveness of spam filtering software at home/work
- Place spam filtering software obtained
- Attitudes towards email

With this report in hand, you'll gain the knowledge and insights necessary to adjust your own email marketing activities in order to achieve greater response rates and success.

Internet Access and Profiles Section

In addition, subscribers will also receive a synopsis of the demographic profile of online Canadians, giving them a clear understanding of who is online in Canada.

This snapshot of our Access and Profiles section will give you a clear understanding of who online Canadians are by looking at the demographic breakdown of the Internet population by age, income, gender, region, household type, and Internet skill level.



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About *The Ipsos Canadian Inter@ctive Reid Report*

The Ipsos Canadian Inter@ctive Reid Report was developed by Ipsos Reid to monitor Canadian Internet behaviours and attitudes in order to provide subscribers with the most authoritative, comprehensive and up-to-date information about the web that is available. Our study is not simple measurement figures. Rather, it is the who, what, why, where, when and how of Canadians and the Internet. Whether you are in the high-tech sector, a traditional consumer company, or a social marketer, the information provided in this report will keep you up-to-date on what Canadians are doing online and why.

To obtain further information on the full version of this report, please visit: <http://www.ipsos-reid.com/IREID.cfm>.

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To order this Special Feature of *The Ipsos Canadian Inter@ctive Reid Report*, simply fill out the form and fax back to Ipsos Reid, or complete it online at: <http://www.ipsos-reid.com/inside/cirr.cfm>.

This Special Feature is available now for the price of \$750 per hard copy. If you wish to purchase multiple copies to distribute within your organization, we will provide five hard copies and an electronic (PDF) version for the price of \$1,500.

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