



CARE – ISP Survey

METHODOLOGY NOTE

ComRes interviewed 2,045 GB adults online between 24th and 26th January 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

To commission a voting intention poll or a public opinion survey please contact Andrew Hawkins: andrew.hawkins@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

ISP Survey

ONLINE Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 1

Q1. We would like to ask whether you are likely to see, or read, an email you receive from your ISP (Internet Service Provider), and if so how quickly. Which of the following best describes whether and how quickly you would read an email from your ISP? Generally speaking:

Base : All respondents

	Gender		Age						Social Class				Region					Children						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18	No
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	
Unweighted base	2045	968	1077	144	342	414	369	315	461	740	542	280	483	565	534	484	276	186	455	199	260	160	61	1583
Weighted base	2045	1002	1043	245	327	389	348	307	429	552	593	429	470	520	540	513	295	178	440	193	250	156	59*	1598
I would be unlikely to open and read an email from my ISP	290 14%	110 11%	179 17% ^a	55 23% ^{fgh}	67 20% ^{fgh}	57 15% ^{gh}	47 14% ^g	22 7%	41 10%	83 15%	75 13%	78 18% ^l	54 11%	70 13%	80 15%	81 16%	40 13%	20 11%	70 16%	31 16%	45 18%	24 15%	8 14%	219 14%
I am likely to open an email from my ISP but would probably leave it unread in my inbox for at least a week after receive	178 9%	77 8%	101 10%	27 11% ^{gh}	55 17% ^{fgh}	47 12% ^{fgh}	26 7% ^h	12 4%	10 2%	57 10% ^l	45 8%	45 11%	30 6%	50 10%	36 7%	47 9%	25 8%	20 11%	66 15%	29 15% ^w	32 13% ^w	15 9%	6 10%	111 7%
I am likely to open an email from my ISP but would probably leave it unread in my inbox for up to a week after receiving	233 11%	111 11%	121 12%	29 12%	51 15% ^h	52 13% ^h	41 12% ^h	31 10%	29 7%	77 14% ^l	61 10%	50 12%	44 9%	60 12%	69 13%	46 9%	42 14% ^o	15 9%	65 15%	32 16% ^w	28 11%	18 12%	5 9%	167 10%
I am likely to open an email from my ISP and would probably read it immediately	1057 52%	563 56% ^b	494 47% ^a	68 28%	99 30%	184 47% ^{cd}	184 53% ^{cd}	210 68% ^{cde}	311 72% ^{cde}	278 50%	299 50%	205 48%	274 58% ^{ijk}	250 48%	290 54%	264 51%	159 54%	93 53%	183 42%	81 42%	109 44%	81 52%	33 56%	872 55% st
Don't know	288 14%	141 14%	148 14%	66 27% ^{def}	55 17% ^{gh}	48 12%	49 14% ^h	32 10%	38 9%	57 10%	113 19% ^{ik}	51 12%	69 15% ⁱ	90 17% ^{np}	65 12%	75 15%	29 10%	29 16%	57 13%	21 11%	36 14%	18 11%	7 11%	228 14%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t/u/v/w

*** small base; ** very small base (under 30) ineligible for sig testing**