

Osterman Research Survey on Messaging Issues

Conducted January 18-20, 2005

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Yellow figures in Column E represent % of respondents who answered with a "4" or "5"

Total respondents: 241

#	Question	Response	Summary	%
1.	Assuming that you did not have a regular provider for each of the following services; and that price, quality of service, and other attributes among the service providers from which you could choose were identical; how important would it be in your selection process if a provider offered the ability to communicate with him or her via email? Please rate the importance of this capability on a scale of 1 (not at all important in choosing a provider) to 5 (extremely important in choosing a provider).	Travel agent	4.03	75.7%
		Real estate agent	3.80	66.3%
		Tax preparer	3.66	64.9%
		Insurance agent	3.75	62.5%
		Physician	3.53	57.9%
		Auto repair shop	2.98	37.1%
		Dentist	2.98	36.3%
2.	On a scale of 1 to 5, how much responsibility should each of the following have in stopping the spam problem, where 1 is "little or no responsibility" and 5 is "a great deal of responsibility".	Vendors of products that are advertised via spam	4.39	84.0%
		Internet service providers	4.23	83.3%
		You, in terms of maintaining AV, anti-spyware, firewall	3.98	69.7%
		Companies/employers	3.79	62.3%
		The federal/national government	3.26	45.4%
		State, provincial or other local governments	2.82	32.4%
3.	On a scale of 1 to 5, how effective do you think each of the following have been in stopping the spam problem, where 1 is "not effective at all" and 5 is "very effective".	Vendors of products that are advertised via spam	1.74	10.5%
		Internet service providers	2.76	25.9%
		You, in terms of maintaining AV, anti-spyware, firewall	3.72	66.1%
		Companies/employers	3.32	47.9%
		The federal/national government	1.88	8.8%
		State, provincial or other local governments	1.72	7.1%
4.	Comparing your current personal use of email, the Web and the Internet at home compared to one year ago, which of the following statements comes closest to your view?	Spam, spyware and related problems have had no impact on my use of email, the Web or the Internet	134	56.3%
		Spam, spyware and related problems have reduced my use of these a little bit	81	34.0%
		Spam, spyware and related problems have reduced my use of these a great deal	23	9.7%