

# GMIPoll finds spam on the increase and consumers blame marketers ahead of ISPs

Submitted by: Onechocolate Communications

Wednesday, 27 April 2005

---

## 65% Believe They Receive More Spam Than Ever

London, 27 April 2005 - More than a year has passed since several major economies decided to take spam seriously and introduce anti-spam legislation. But what impact has this really had on the battle against spam? A recent opinion poll by global market research solutions company GMI of 20 countries found that the majority of the world's online consumers say they are receiving more spam now than they did a year ago and blame marketers ahead of their Internet Service Providers (ISPs) for the problem.

Of the 20,000 online consumers surveyed in 20 countries by GMIPoll, 65 per cent reported that they are receiving more spam than 12 months ago. The majority of the spam they see is sexual in nature. In the USA, China, Russia, India, Denmark and Poland, financial spam was the number one offender. In the UK, the majority of spam, 34 per cent, was financial, followed by sexually offensive mail at 29 per cent, and scam emails accounted for 24 per cent of spam.

Although anti-spam legislation, software and services are more widely available, over half of consumers still delete spam manually. For example, in the UK 50 per cent of respondents are still deleting spam manually. Globally, men are more likely to use anti-spam software than women. The use of anti-spam protection was most popular in the US where 43 per cent of respondents had software installed and 54 per cent relied on their ISP for protection. This compares to the UK where 48 per cent use their ISPs anti-spam service and 40 per cent use software.

Consumers have clearly noticed the rise in spam but the good news is that only 11 per cent of people polled said that it greatly impacts their use of the Internet. Nonetheless, online consumers are more cautious. When questioned about the effect of spam on their Internet usage, 69 per cent of respondents said that they now only open mail from people that they know. Almost one in every five people said that they shopped less online because of spam and internet based scams. This rose to one in every four in the UK.

When asked who they think is to blame for the relentless increase of junk email regardless of new laws, codes of practice and widely available countermeasures, the majority of people – 57 per cent – said the marketing and advertising industries are the prime culprits. ISPs came a close second in most countries – for example, in the UK 46 per cent versus 56 per cent. Russia and Japan are countries where this is reversed – respectively, 66 and 70.5 per cent blaming ISPs compared to 38 and 45.5 per cent blaming marketers. Overall only 20 per cent of people globally held their government responsible.

“Spam is a global problem which ISPs and the marketing industry have been forced to address. It is surprising that despite their best efforts the marketing industry is held responsible for this problem remaining out of control. If electronic communications are to play a positive role it is important that industry practices continue to be improved globally and consumer trust in e-marketing protected and in many markets re-built.” said Greg Ward, director, Europe, GMI.

For more detailed information on this poll visit: <http://www.gmipoll.com>

- Ends -

#### About GMIPoll

GMIPoll quickly and accurately gathers international opinions about topical issues and critical global events, with real-time results available in as little as 24 hours. GMIPoll is the only survey that polls global opinions in real time, on-line, and with statistically accurate results.

More information on GMIPoll is available at: <http://www.gmipoll.com>

#### About GMI

GMI provides integrated solutions for market research. The company's advanced software, Net-MR, is a fully integrated net-centric suite of software tools used to manage and automate research throughout the project lifecycle, across the globe. Additionally, GMI's highly profiled, double opt-in panels offer a single-vendor solution for global sample. One of the worlds largest actively managed panels, it contains 200 country panels, more countries than any other supplier. With operations on five continents, GMI is the partner of choice for conducting global market research at the speed of the Internet.

More information on GMI is available at <http://www.gmi-mr.com>.

#### Media contacts:

For more information, contact GMI's UK and European PR agency:

Helen Ablett/Sebastian Townsend

GBC

[helena@gbc.co.uk](mailto:helena@gbc.co.uk)

[sebastian@gbc.co.uk](mailto:sebastian@gbc.co.uk)

Tel: 44 (0) 208 322 1922