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“Gmail - Is it the end of Google's goody-goody image?”

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17 May 2004

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Introduction

In April 2004 Google announced their intention to launch an experiment for a new type of webmail service to be called Gmail.

The highlights of Googles announcement were that Google would provide their customers with 1,000 megabytes of free storage, the ability to search e-mails using Google, a filing method that would keep each message in context and no pop-up or banner advertising, all in return for customers allowing Google to deliver relevant text ads in a method similar to their AdSense programme.

The announcement from Google sparked considerable international debate with commentators appearing to want to put a dent in Google's envied 'peoples choice' status.

The survey asked the respondents if they felt that such criticism was fair? Did they think that Google had misread the situation or was it just a storm in a tea cup possibly fanned by parties that may in the past have tried unsuccessfully to acquire Google?

The survey set out to find out what people thought about Google and Gmail? Was it just another innovating idea from a brilliant company with the people's interest in mind; or one idea too far with perhaps a public flotation in mind?

Respondents

The survey titled "*Gmail - Is it the end of Google's goody-goody image?*" was published using Survey Galaxy online survey service and made available between 16 April 2004 and 16 May 2004.

The survey was made available through Survey Galaxy Public Area and also advertised through Googles AdWords facility with the invitation to complete the survey being triggered by keywords relating to Gmail, Hotmail, Yahoo mail and free email services.

About Survey Galaxy

Survey Galaxy Ltd provides a website that enables anyone with basic browser skills to create and publish online surveys and questionnaires, quickly and cost effectively. Survey Galaxy is not in anyway affiliated with Google nor the Gmail programme. The detailed results of the survey are available for purchase to interested parties, please contact surveys@surveygalaxy.com for details.

Survey Galaxy would like to thank all those that took the time to participate in the survey.

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Section 1

The Survey

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RT

Survey 840 (Preview) Gmail - Is it the end of Google's goody-goody image? Powered By SURVEYGALAXY

Google recently announced the launched of an experiment for a new type of webmail service to be called Gmail.

AXY

The highlights are that Google will provide their customers with 1,000 megabytes of free storage, the ability to search e-mails using Google, a filing method that keeps each message in context and no pop-up or banner advertising, all in return for customers allowing Google to deliver relevant text ads in a method similar to their AdSense program.

RT

For the details see Googles own statements Here

AXY

This announcement from Google has sparked an international debate with commentators appearing to want to put a dent in Googles envied 'peoples choice' status.

RT

Is this criticism fair? Have Google misread the situation or is it just a storm in a tea cup fanned by parties that may in the past have tried unsuccessfully to acquire Google?

With 200 million queries a day and an estimated 40% share of all the searches conducted Google is the current top cat in search tools.

AXY

What do you think about Google and Gmail? Just another innovating idea from a brilliant company with the peoples interest in mind; or one idea too far with perhaps a public flotation in mind?

RT

On average the survey will take no more than 5 minutes to complete. If you have any questions about this survey please send them to surveys@surveygalaxy.com

AXY

A ABOUT YOU

RT

1. Age Group?

- Under 10
Between 10 - 14
Between 15 - 17
Between 18 - 24
Between 25 - 34
Between 35 - 44
Between 45 - 54
Between 55 - 65
Over 65

AXY

RT

2. Your gender?

- Male
Female

AXY

RT

3. Where you live?

Select Answer

AXY

4. Your Nationality?

Select Answer

RT

Other Answer

AXY

5. Are you directly employed or do any of your immediate family work for any of the following?

RT

Table with 2 columns: You, Member(s) of your immediate family. Rows: Google, Yahoo, AOL, Microsoft, AltaVista.

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AXY

RT

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- Every few days
- Every few weeks
- Once in a while
- Rarely
- Never
- Don't know

LXY
RT

C Your Existing Free E-mail Service

LXY
RT

1. Do you currently use a free e-mail service?

- Yes - AOL WebMail
- Yes - Yahoo mail
- Yes - Hotmail
- Yes - Lycos Communications
- Yes - Other
- No
- I don't know

LXY
RT

2. On average how many e-mails do you send/receive a day?

- Less than 1
- Between 1 and 10
- Between 10 and 50
- Between 50 and 100
- Between 100 and 200
- Over 200
- Varies/Seasonal
- Not sure

LXY
RT

LXY
RT

LXY
RT

LXY
RT

3. What are the main reasons you use a free e-mail service?

(Please tick all that apply)

- Personal use
- Business use
- Junk mail/To use for registering on web sites that I don't trust
- Other miscellaneous reasons
- To have global access to my e-mail
- I don't use one
- Don't know

LXY
RT

LXY
RT

Other Answer _____

LXY

4. If you currently use a free e-mail service is it your primary e-mail account?

- Yes - the only e-mail account
- Yes - for personal e-mail
- Yes - for business e-mail
- Yes - for both personal and business but I have other secondary e-mail accounts that I use as well
- No
- I don't use a free e-mail service

RT

LXY
RT

LXY

- Don't know LXY
RT
5. If you use (or have previously used) a free e-mail service did you purchase any of the premium 'paid for' services that were offered? LXY
(Please click on information icon to the right if not sure of the question)
Free e-mail services often offer additional features such as more storage capacity if you are willing to pay a subscription charge. RT
- Yes LXY
- No RT
- Don't know LXY
- Never used a free e-mail service RT
6. If you currently use a free e-mail service (or if you have previously used one) how satisfied have you been with the service? LXY
- Very satisfied RT
- Fairly satisfied LXY
- Okay RT
- Fairly unsatisfied LXY
- Very unsatisfied RT
- Don't know LXY
- I have never used one RT
7. If you use a free e-mail service (or it is the reason you don't) is the amount of free e-mail storage available to you important? LXY
- Yes - very RT
- Yes LXY
- Not sure RT
- No LXY
- No - very unimportant RT
- Don't know LXY
- Not applicable RT
8. When using a free e-mail service how many e-mails do you think you would genuinely need to be able to store online at anyone time? LXY
- Less than 100 e-mails RT
- Less than 500 e-mails LXY
- Less than 1,000 e-mails RT
- Less than 2,000 e-mails LXY
- Less than 5,000 e-mails RT
- Less than 8,000 e-mails LXY
- Less that 10,000 e-mails RT
- Less than 15,000 e-mails LXY
- More than 15,000 e-mails RT
- Not sure LXY
- No idea RT
9. Considering your current e-mail service would you prefer a better method of filing, searching and retrieving e-mails? LXY
- Yes RT
- Could be improved slightly LXY

- Okay as it is
- Not sure
- Not really a problem
- No
- Don't know/Not applicable

LXY
RT

10. How often do you receive and/or send large attachments?

(Examples would be high resolution colour images, video images, datafiles etc)

- Daily
- Weekly
- Monthly
- Every now and then
- Not often
- Hardly ever
- Hard to say
- Don't know

LXY
RT

LXY
RT

LXY
RT

11. Have you ever deleted e-mails due to storage issues and then regretted it afterwards?

- Yes - Lost count of the times
- Yes - Occasionally
- Yes - Once or twice
- Not sure
- No - Have been lucky so far
- No - I don't delete anything
- No - And it's unlikely that I would
- Don't know

LXY
RT

LXY
RT

LXY
RT

D About Gmail

1. How much do you know about Google's Gmail?

- A lot
- Fair amount
- Only what I have read [Here](#)
- Not enough
- Hardly anything
- Don't know

LXY
RT

LXY
RT

2. What was your first reaction on hearing about about Gmail?

- Very interested
- Interested
- Neither interested or disinterested
- Disinterested
- Not interested at all
- Only just heard about it
- Don't know

LXY
RT

LXY
RT

3. What is your current feeling about Gmail?

LXY

- Very interested LXY
RT
- Interested
- Would like to know more
- Neither interested or disinterested LXY
- Disinterested RT
- Not interested at all
- Don't know

4. Do you understand the overall concept of Gmail?
- Yes - Definitely LXY
RT
 - Yes - I think so
 - Not sure
 - No - Not really LXY
 - No - No idea RT

5. Below are some of the negative comments made against Google's statements on Gmail. How strongly do you support each of the statements?

	Agree Strongly	Agree Somewhat	Not Sure	Disagree Somewhat	Disagree Strongly	Don't know/no comment	
The concept of Gmail is an invasion of peoples privacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	LXY RT
Google are beginning to loose their focus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	LXY
Google are moving away from the customers interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	RT
Googles search algorithms are under threat by the increasing volume of Internet information and Google should concentrate wholly on continually improving the relevant search capabilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	LXY RT
Gmail has untold big brother implications with its potential to accurately profile individuals based on the content of their e-mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	LXY RT
Google are opening them up to potential lawsuits where for example sensitive medical information is made know to thirdparties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	LXY RT

6. Below are some of the positive comments made with regards Google's statements on Gmail. How strongly do you support each of the statements?

	Agree Strongly	Agree Somewhat	Not Sure	Disagree Somewhat	Disagree Strongly	Don't know/no comment	
If people have any objections to the concept of Gmail they just won't use it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	LXY RT
Gmail is an experiment and at this stage it should be	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	LXY RT

seen only as an experiment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	RT
No one should ever regard Internet e-mail as being secure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
There are many more serious issues than Gmail already happening on the web	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	RT
Google are entitled to want to make their advertising more relevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	RT
Any criticism is likely to be generated from Googles competitors who only wish they had thought of it first	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	RT
Internet users long ago traded in their right to privacy for access to digital information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	RT
Gmail privacy concerns are just the same as retailers using credit and loyalty cards to profile shoppers and cable and satellite companies profiling consumers tastes and habits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	RT
Targeted advertising should not be seen as a negative but a benefit to consumer and advertiser alike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	RT
7. As a concept do you think Gmail will work?							
<input type="radio"/> Yes							RT
<input type="radio"/> Yes - but probably not for me							
<input type="radio"/> Not sure - willing to try it							
<input type="radio"/> Not sure - will let others try it							
<input type="radio"/> No - probably not							RT
<input type="radio"/> No							
<input type="radio"/> Still don't understand what it is							
<input type="radio"/> Don't know							RT
8. How do you view the use of targeted advertising in general?							
<input type="radio"/> Approve as I use it to advertise							
<input type="radio"/> Approve and find it beneficial							
<input type="radio"/> Approve but only when it is done well and is clearly relevant to me							
<input type="radio"/> Accept it along with other forms of advertising as a way of getting free services							RT
<input type="radio"/> Not sure							
<input type="radio"/> Disapprove - but if a necessary evil would rather it was at least targeted advertising							
<input type="radio"/> Disapprove - but would rather have the various forms of advertising than pay for the service							
<input type="radio"/> Disapprove would pay more to have no advertising							RT
<input type="radio"/> Disapprove and ignore nearly all advertising							

- Don't know LXY
RT
- 9. Overall, and regardless of your own intention to use Gmail or not, do you think that the free benefits offered by Gmail is a fair exchange for targeted advertising? LXY
 - Yes Not sure No RT
- 10. Based on your current view and understanding do you think you will sign up to use Gmail when it becomes available? LXY
 - I am already testing Gmail RT
 - I have already signed up for Gmail
 - I will probably sign up for Gmail
 - I will wait and see
 - I have no foreseeable plans to sign up for Gmail
 - I am unlikely to sign up for Gmail
 - I am never likely to sign up for Gmail
 - I am happy with my current provider
 - I have no requirement for a free e-mail service
 - I don't know LXY
- 11. Has your opinion of Google changed in any way due to Gmail? RT
 - Yes - In a negative way
 - Yes - in a positive way
 - Not sure
 - No - but will remain cautious
 - No - why should it? LXY
 - No RT
 - Don't know LXY
- 12. Has participating in this survey increased your interest in Gmail in any way? RT
 - Yes - A lot
 - Yes - a bit
 - Not sure LXY
 - No - not really RT
 - No - not at all
 - Don't know

E Follow up

- 1. If you are interested in participating in any follow up questions related to this survey please type your e-mail address below. LXY

(Privacy statement: - The e-mail address you supply will not be used for any other purpose than to contact you with regards to this survey. Your e-mail address will be held in confidence by Survey Galaxy Ltd and will not be passed to any third party without first receiving your written consent. If you are selected to be contacted you will be sent an initial e-mail for you to confirm your agreed participation, if no confirmation is received you will not be contacted again).

RT

Thank you for participating in this survey.

Please note:- If you are interested in the results of this survey please send an e-mail stating your interest to surveys@surveygalaxy.com LXY

If you are interested on finding out more about Survey Galaxy and how you can easily create and publish online surveys like this one please visit www.SurveyGalaxy.com RT

End LXY

Section 2

The Results

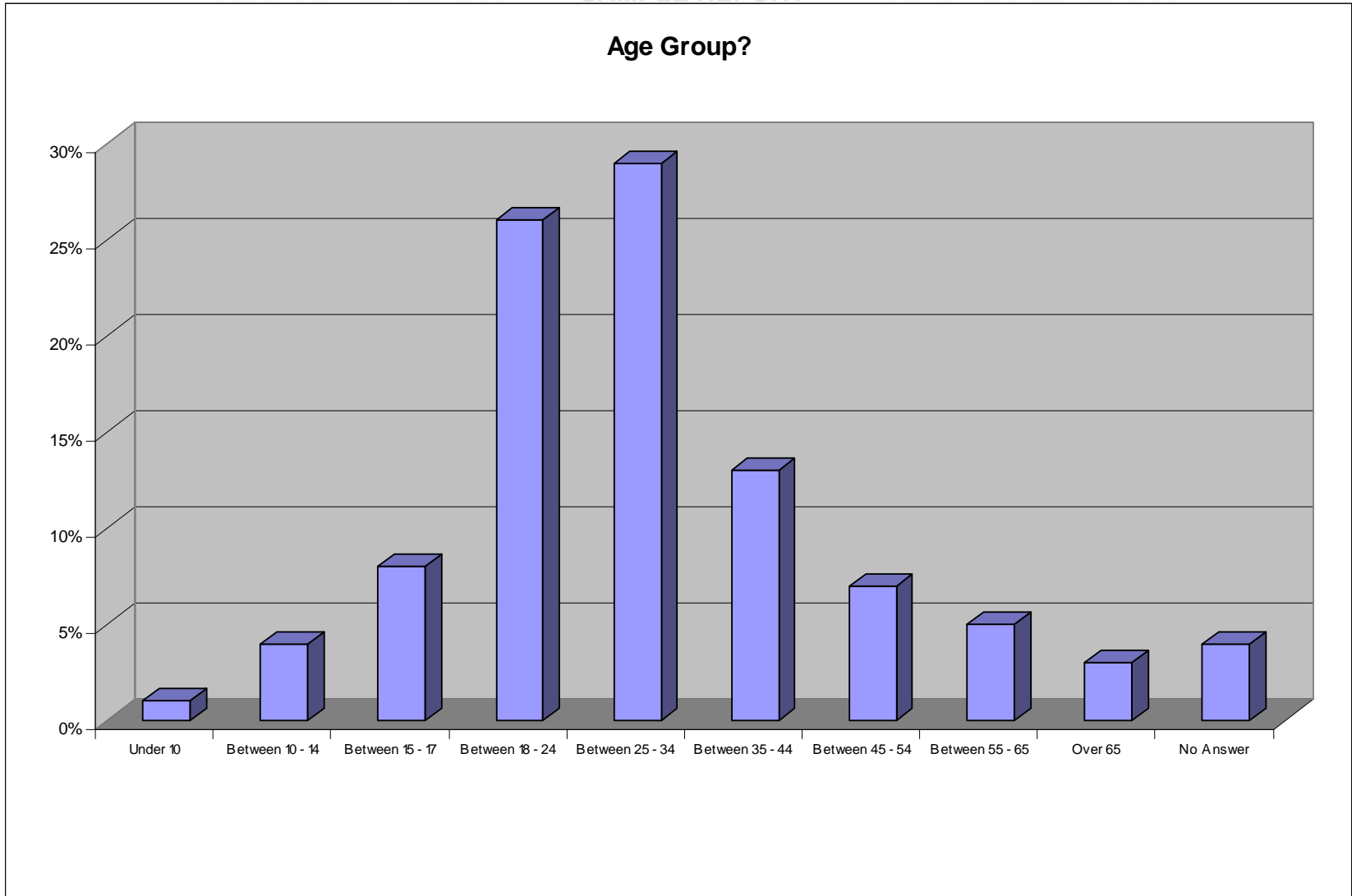
The total number of respondents was 1,910, of which 1,325 completed the survey representing a 31% dropout.

The average number of respondents was 42.74 per day

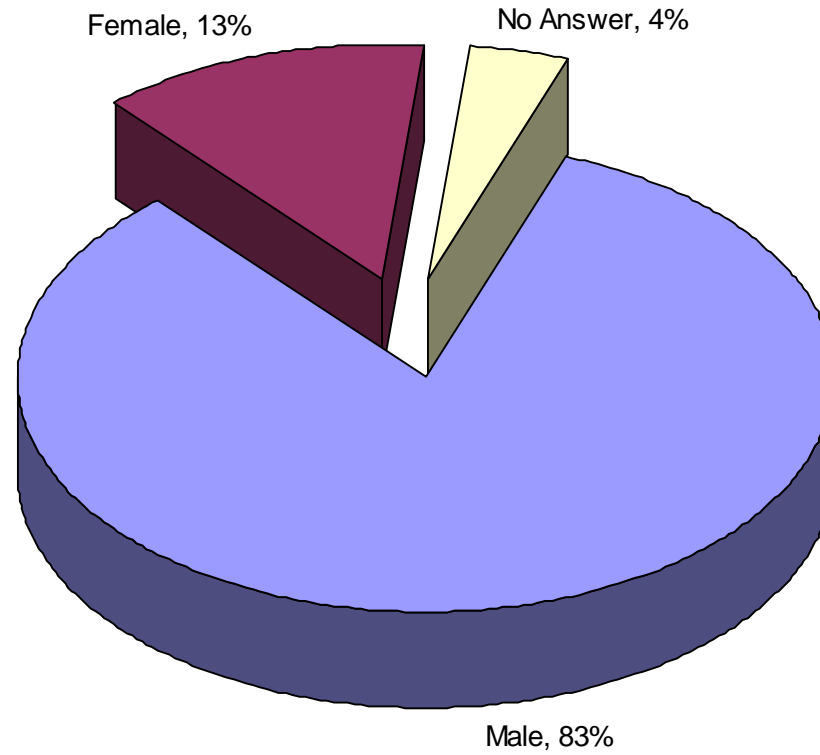
This section contains the summary results in graphical and tabulated form.

Please note:- For presentation purposes the charts have been presented in 3D form and as such for some charts the scales appear to be incorrect due to the perspective effect. The actual % value is listed in table format at the end of the charts. The charts are available at no additional cost in 2D format should they be required, please request a copy by emailing surveys@surveygalaxy.com.

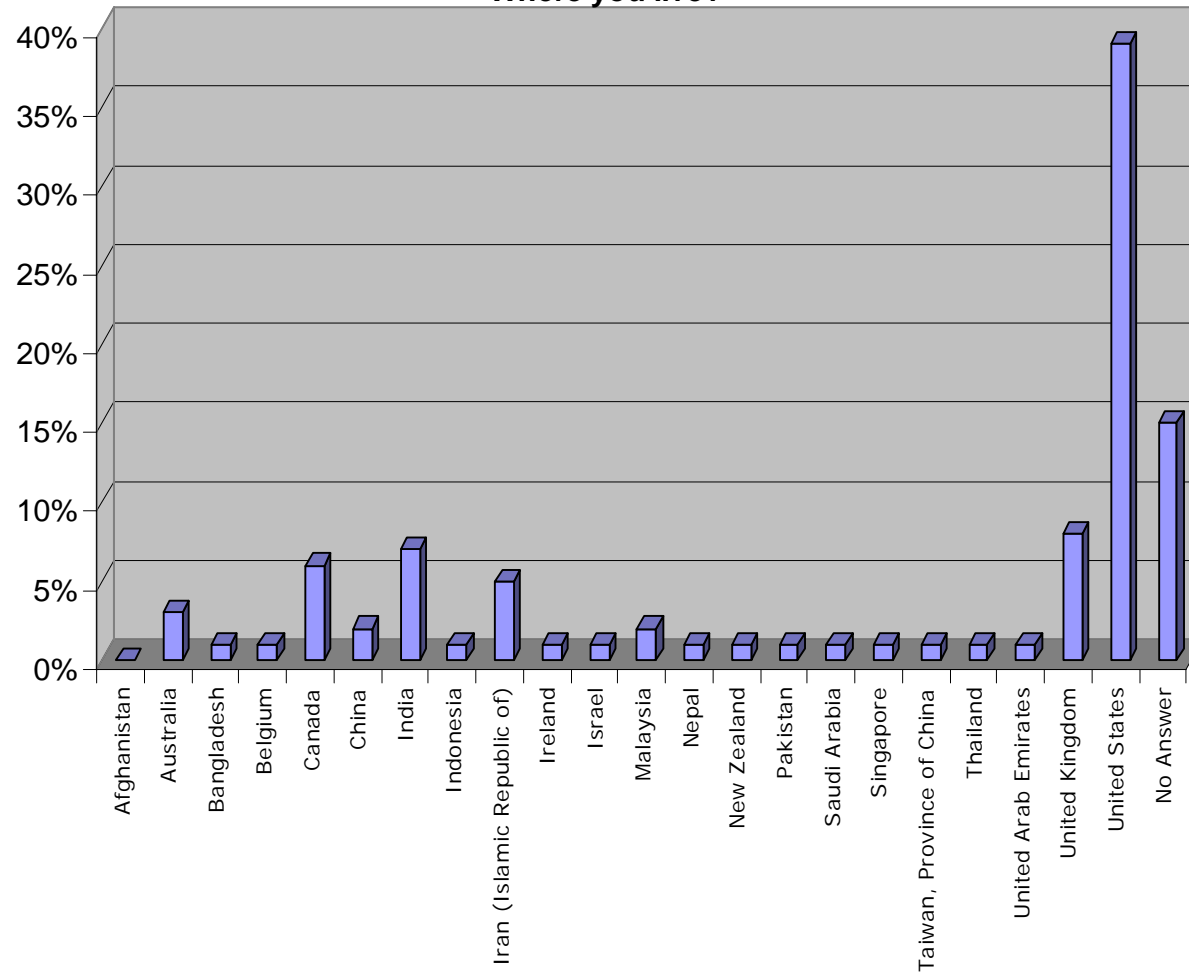
Age Group?



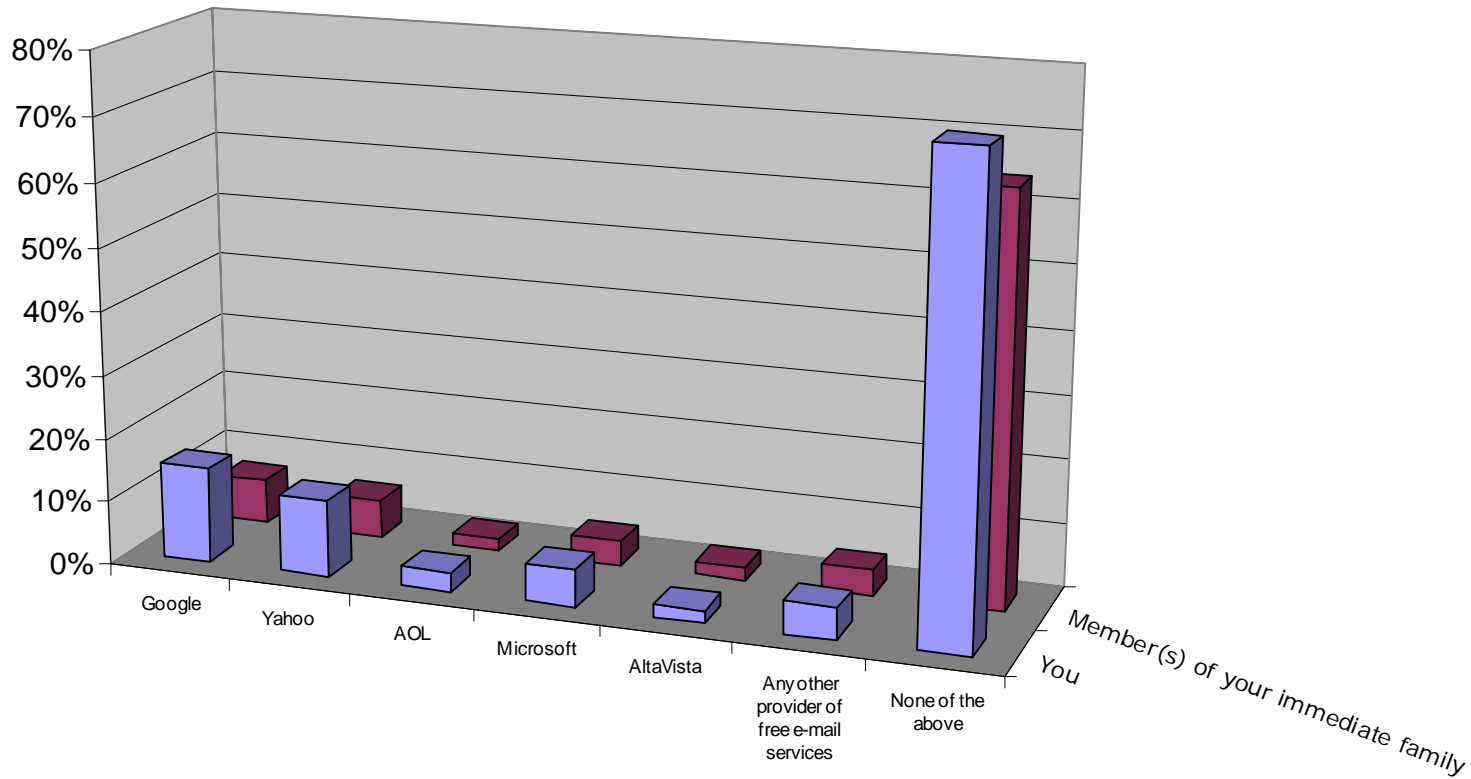
Your gender?



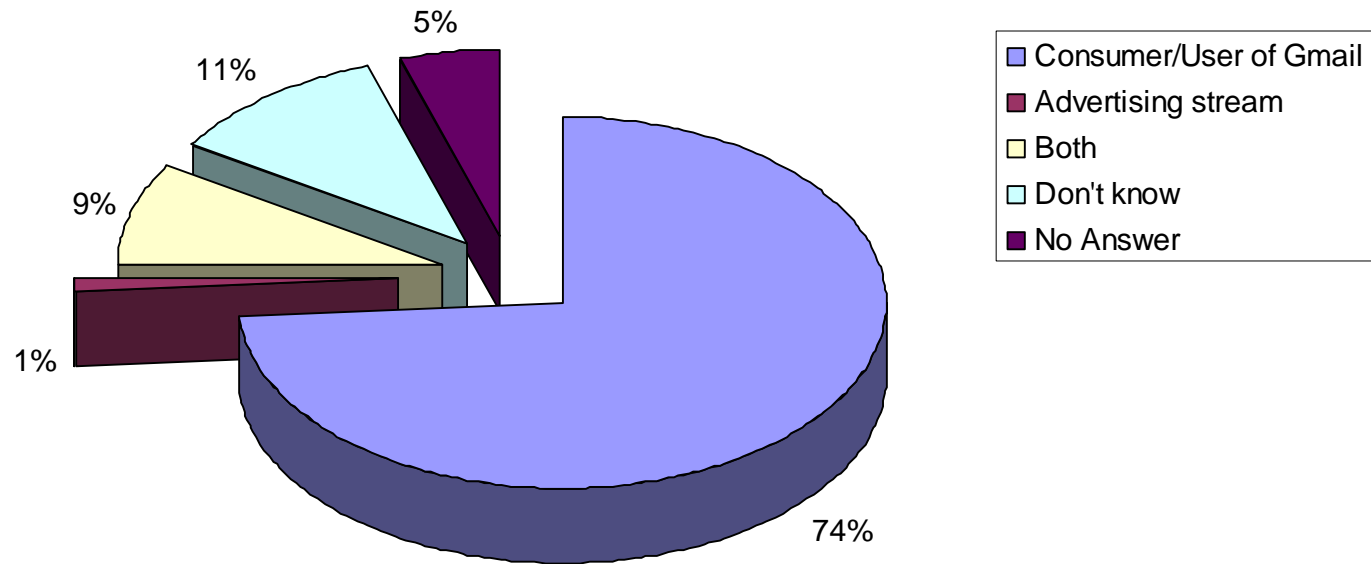
Where you live?



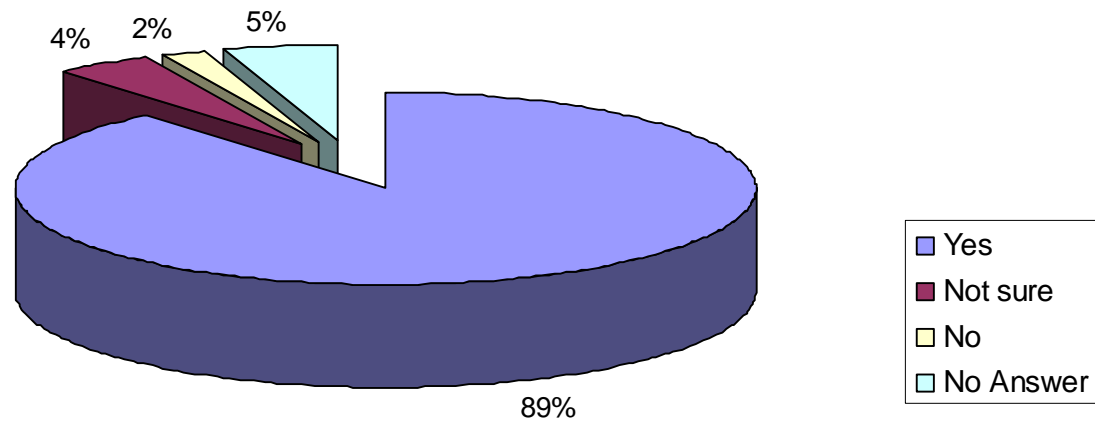
Are you directly employed or do any of your immediate family work for any of the following?



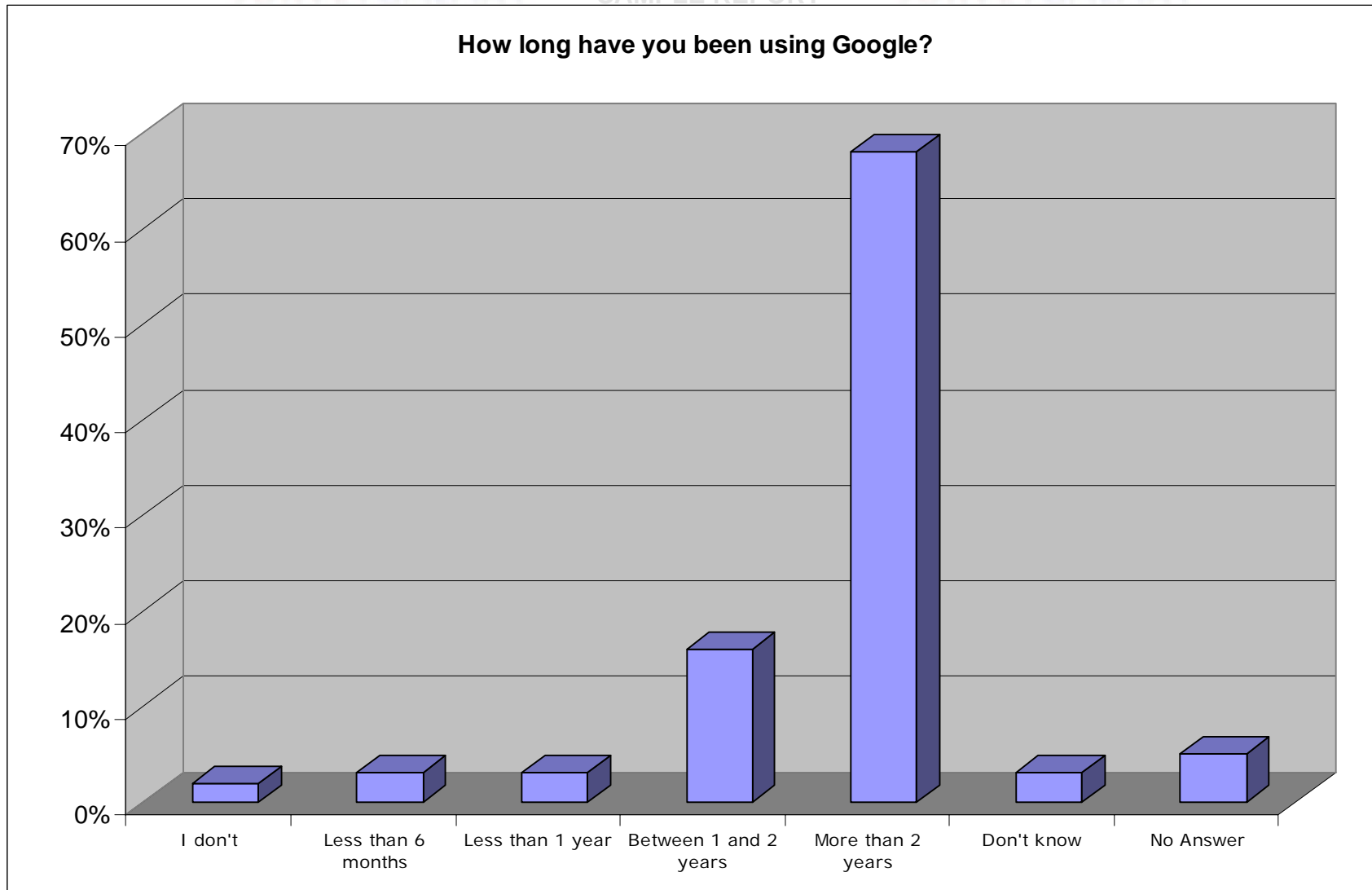
In answering this survey is your interest in Gmail primarily as a potential consumer or in using Gmail as a potential advertising stream?



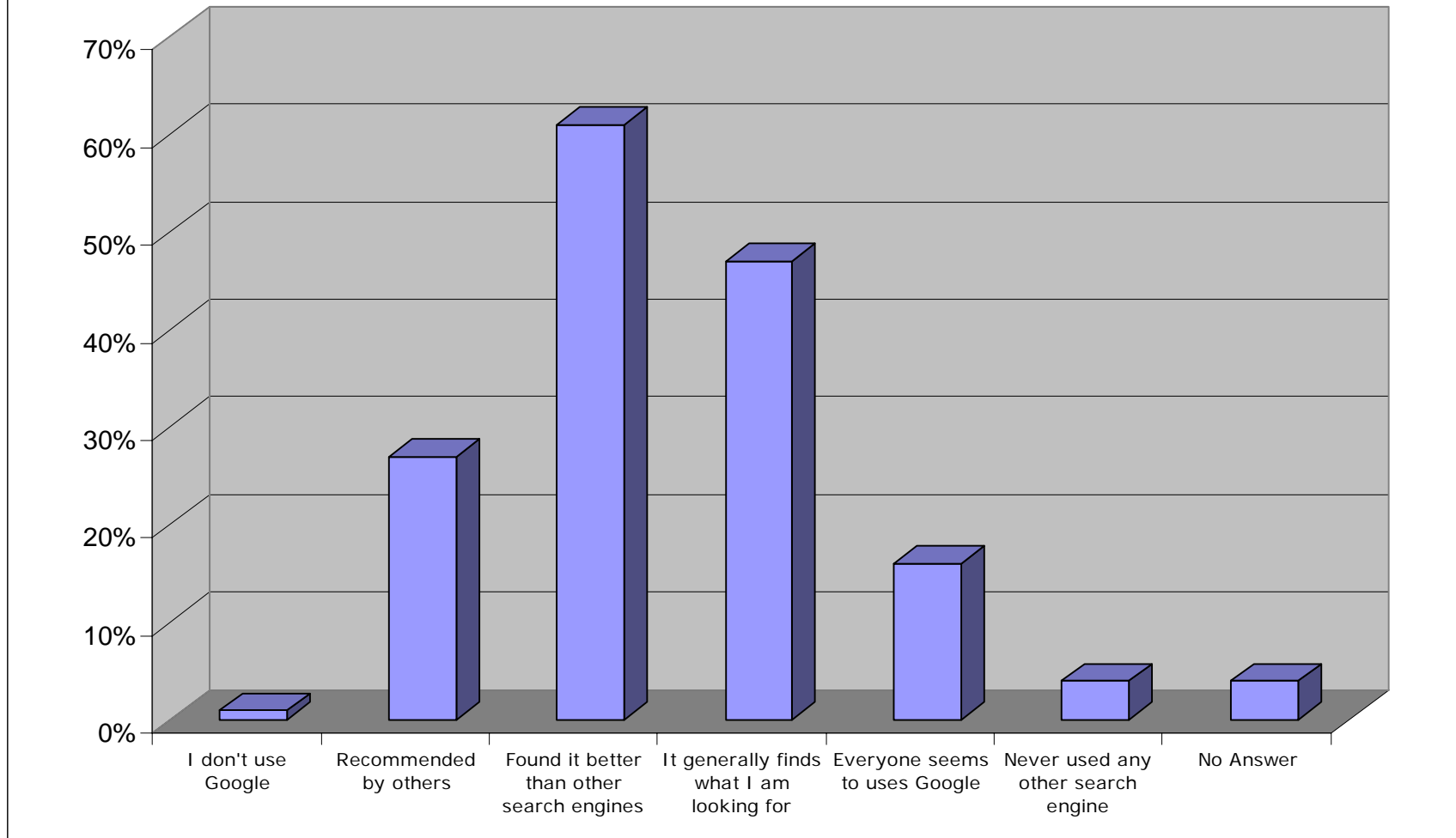
Is Google your preferred search engine?



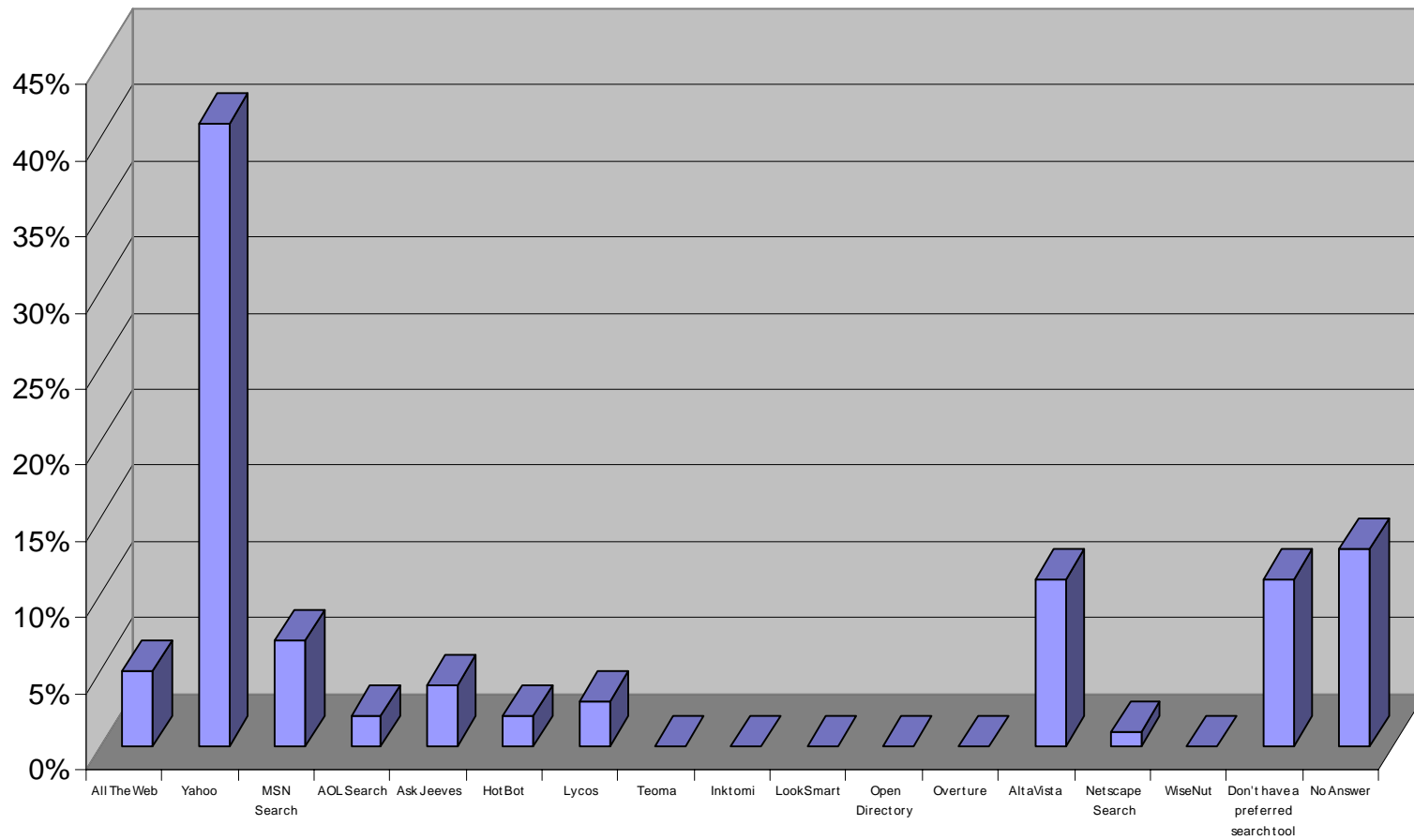
How long have you been using Google?



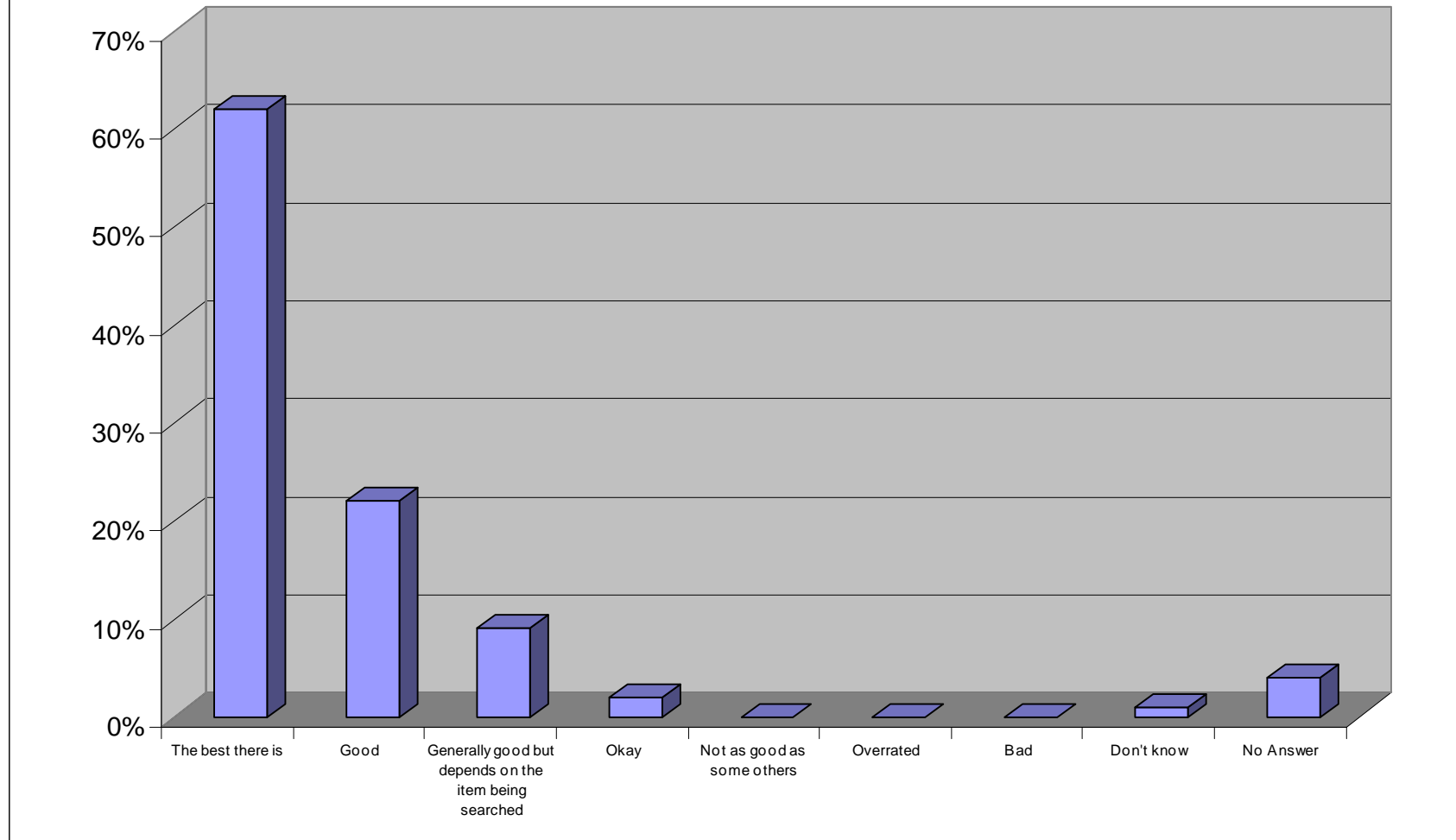
What were the reasons you started using Google?



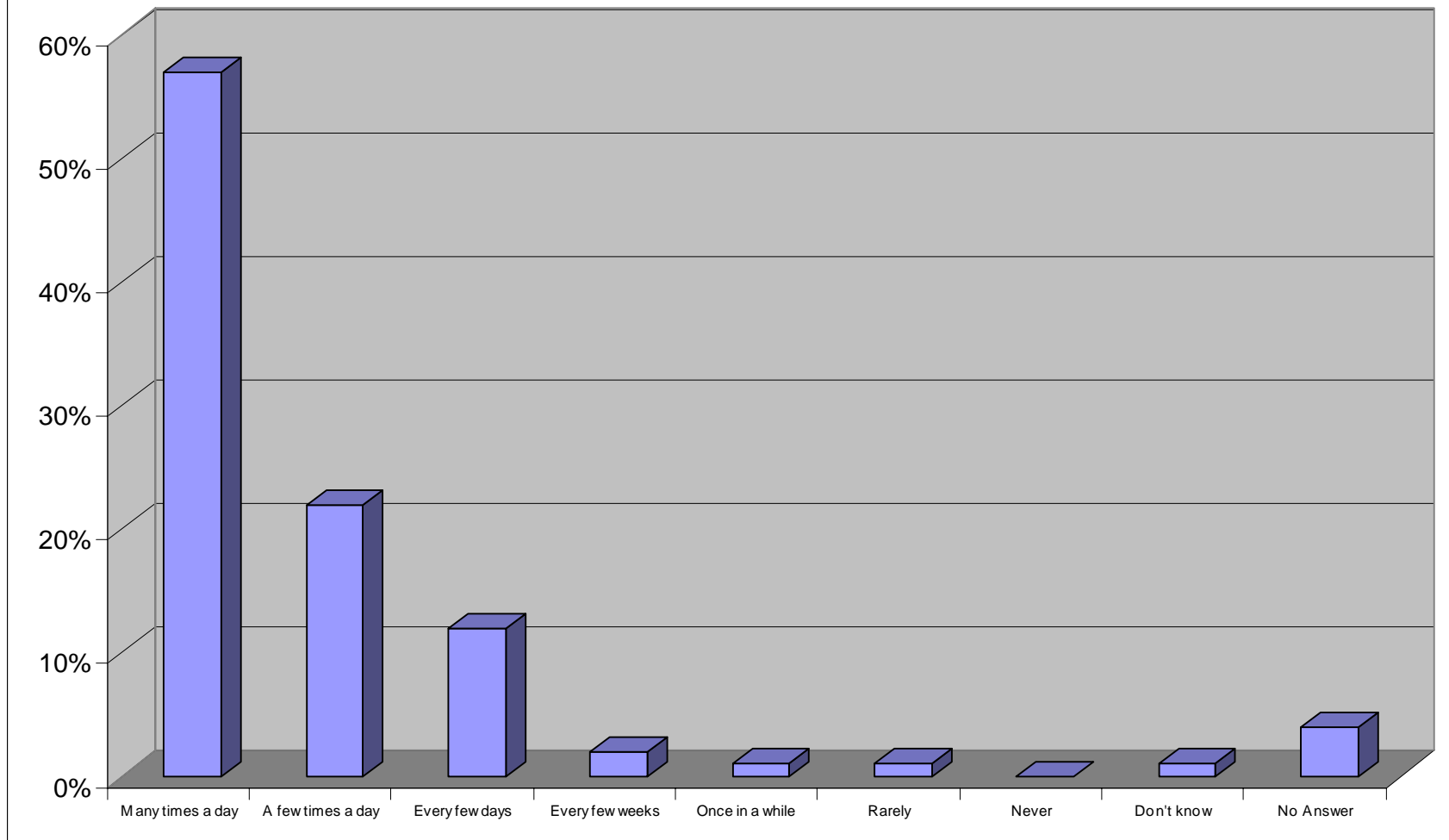
Before you started using Google what was/ or still is your preferred search tool?



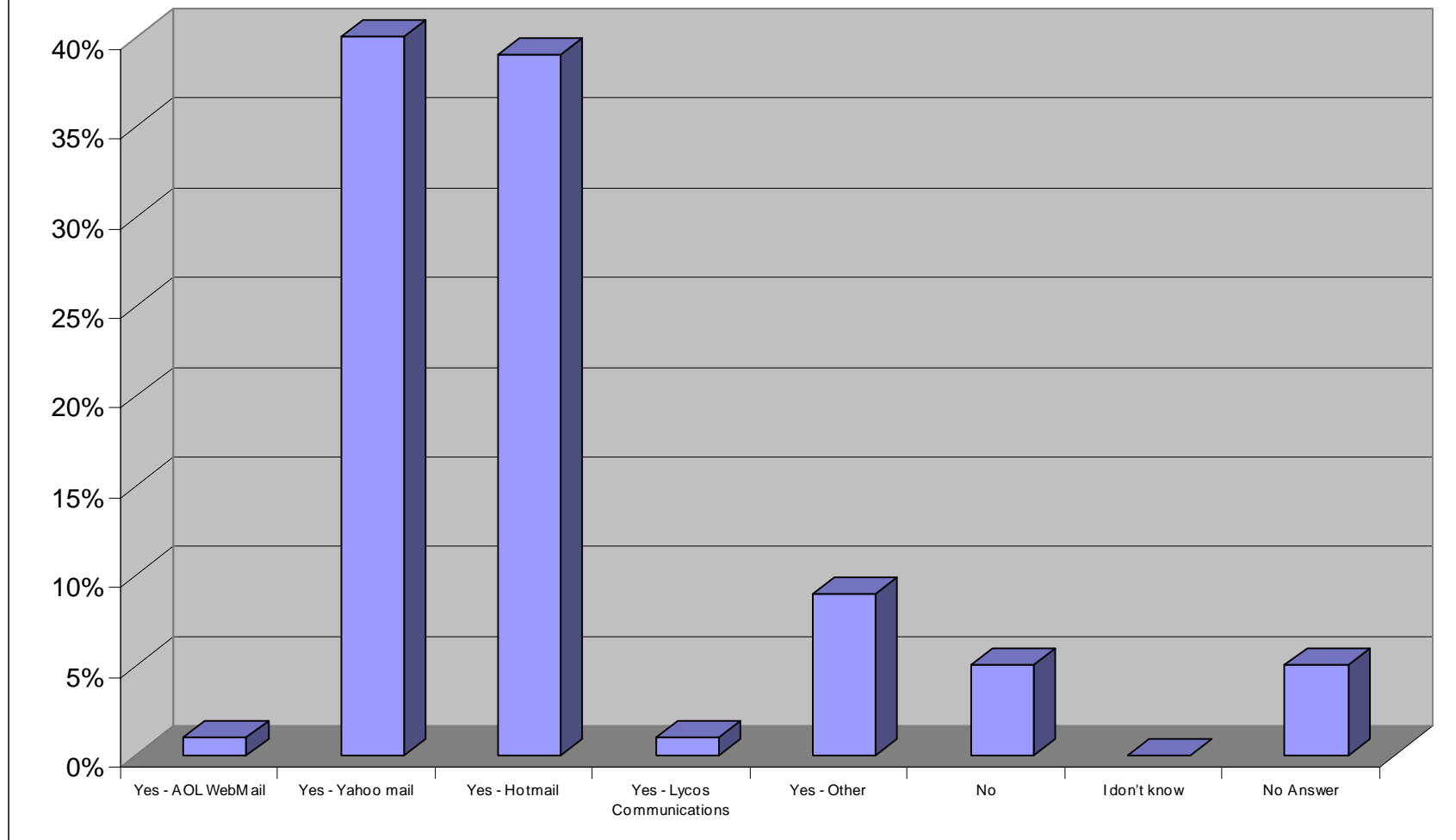
How do you rate Google as a search engine?



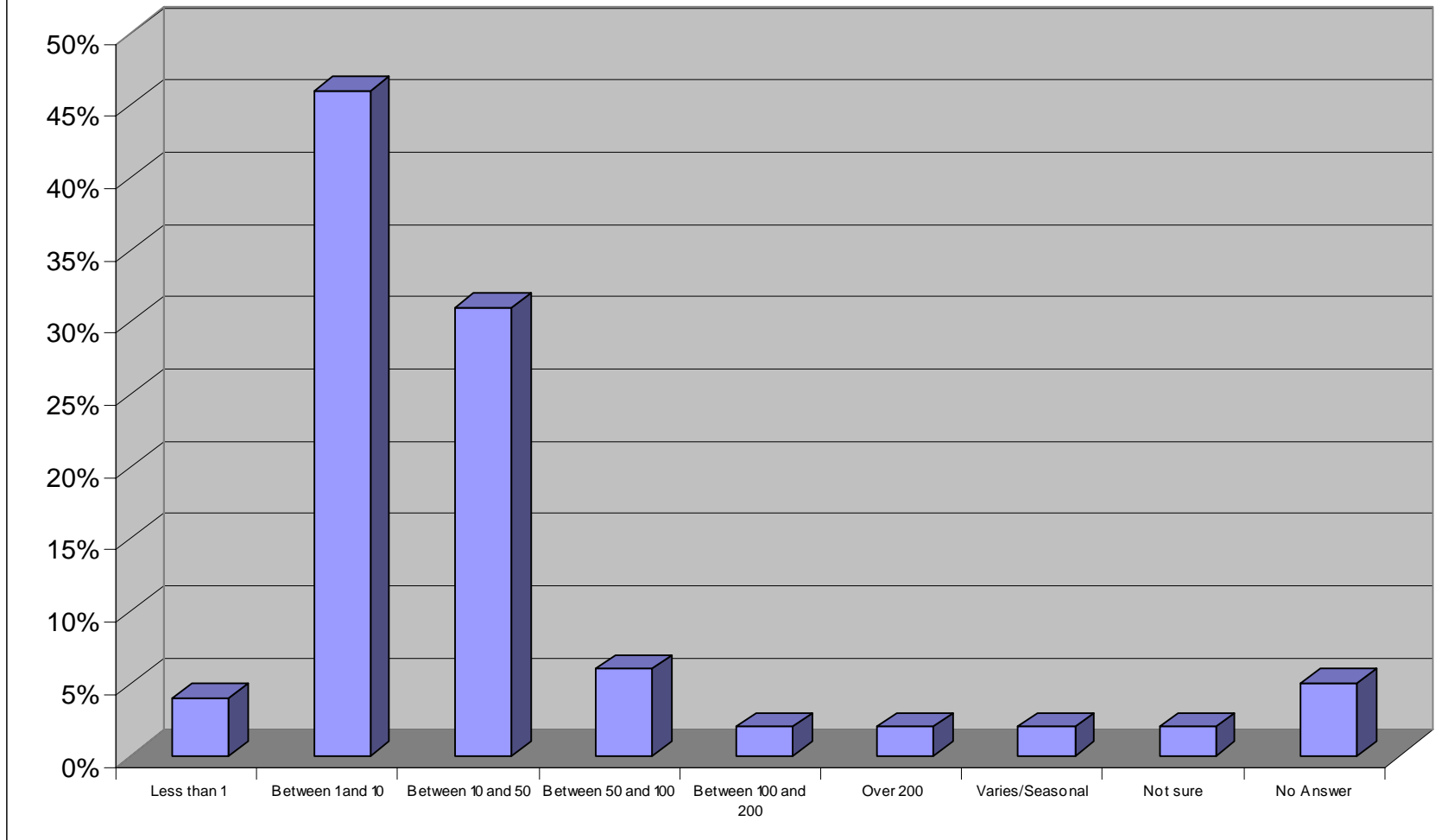
How often do you use a search tool?



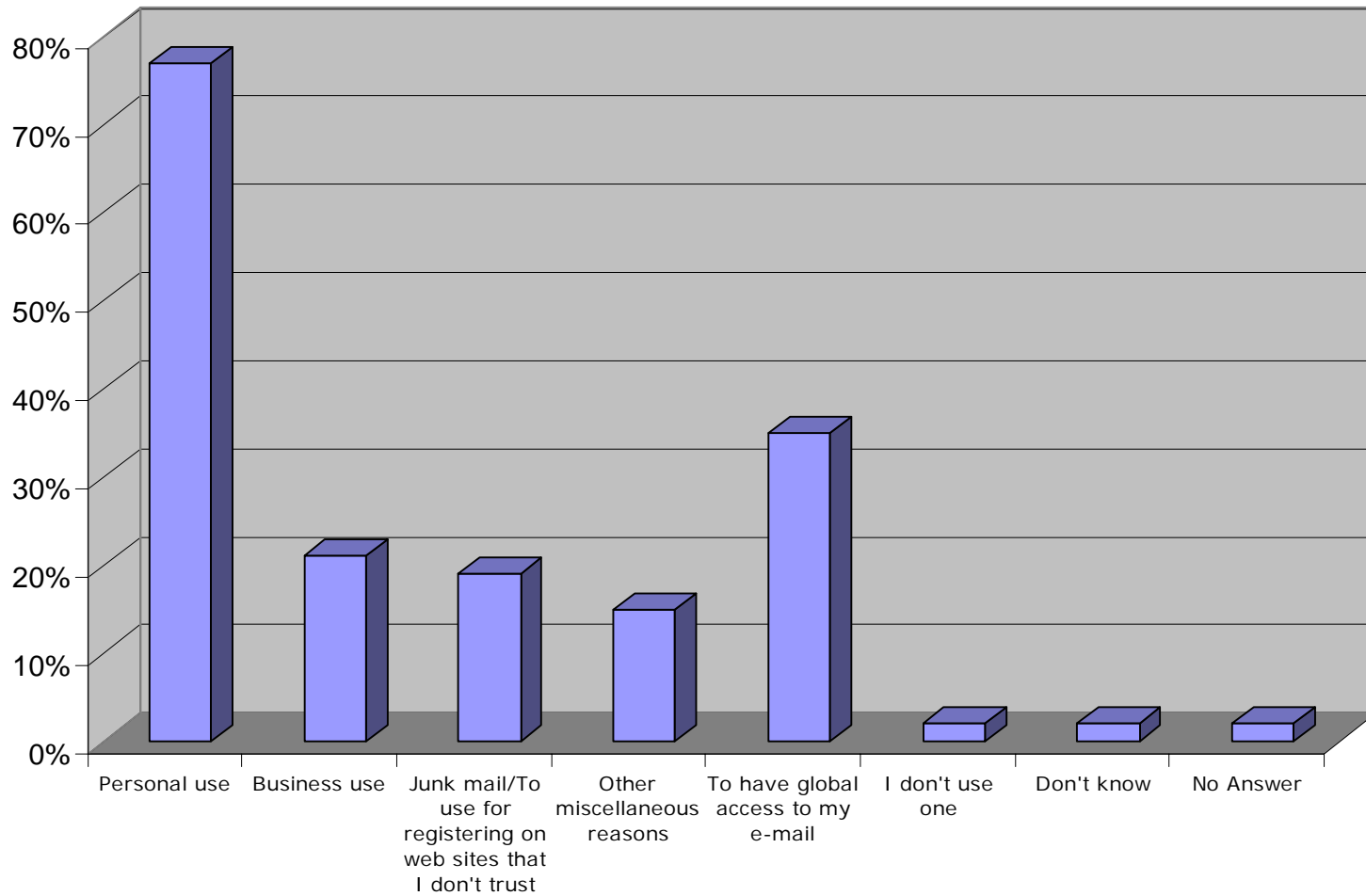
Do you currently use a free e-mail service?



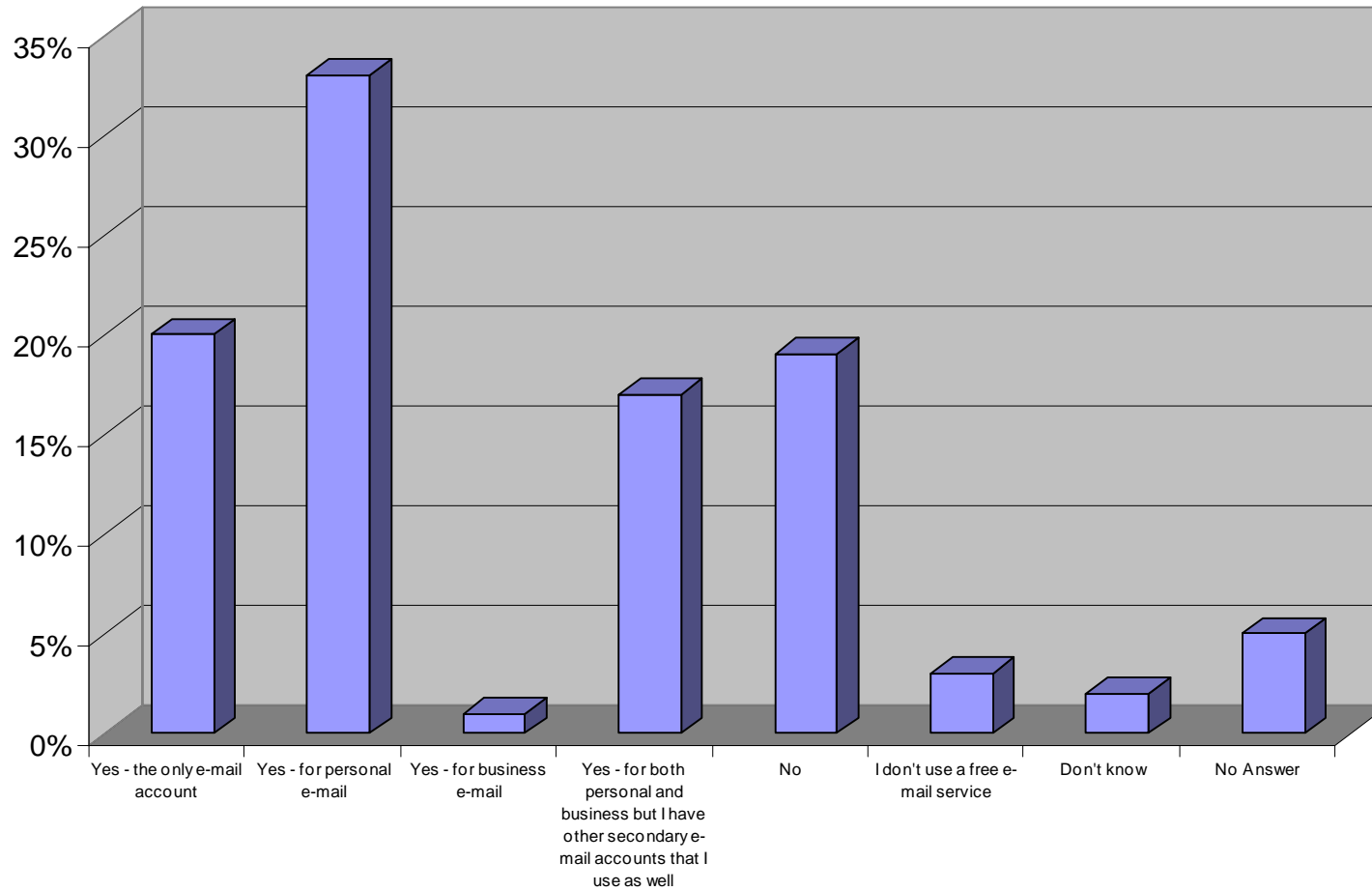
On average how many e-mails do you send/receive a day?



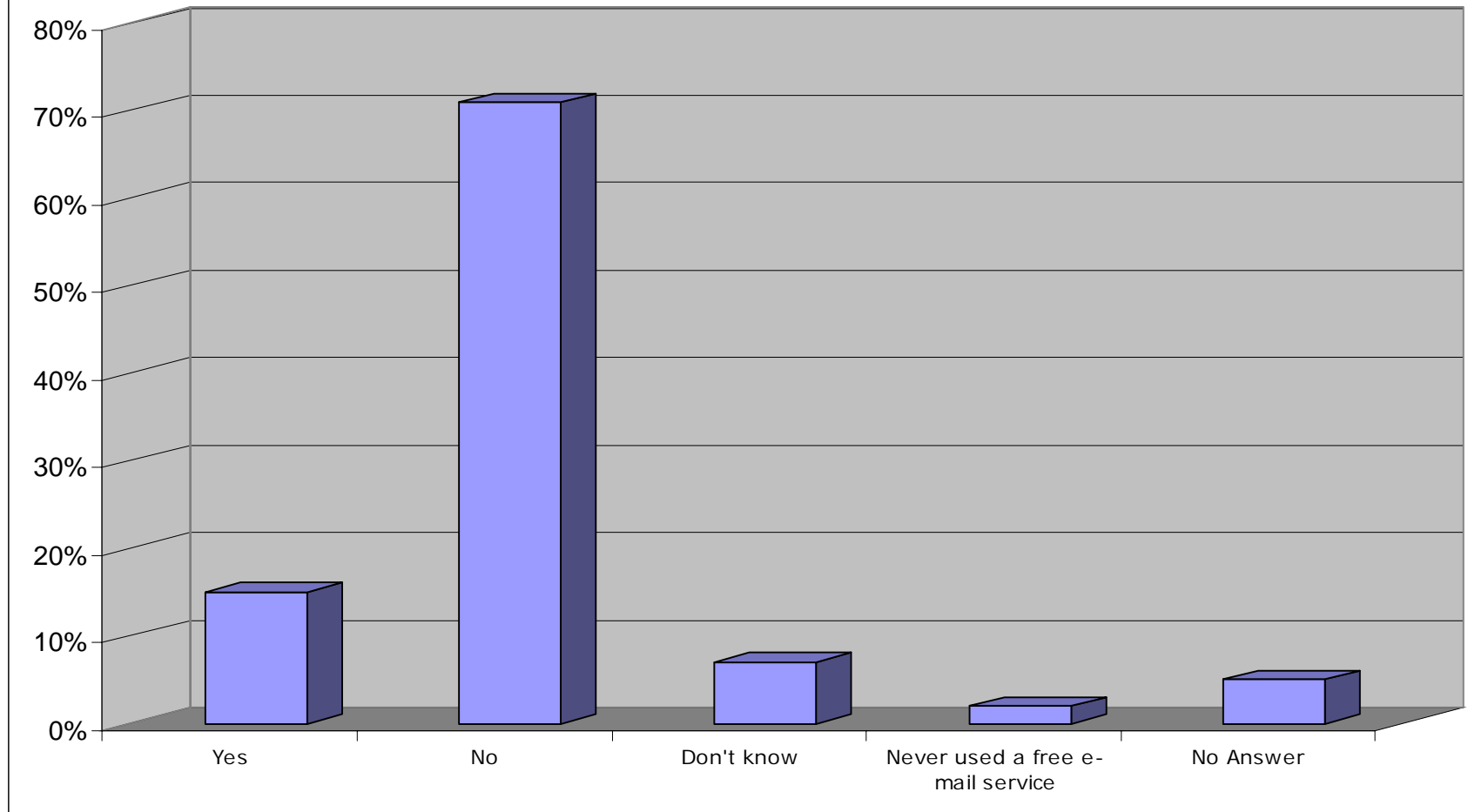
What are the main reasons you use a free e-mail service?



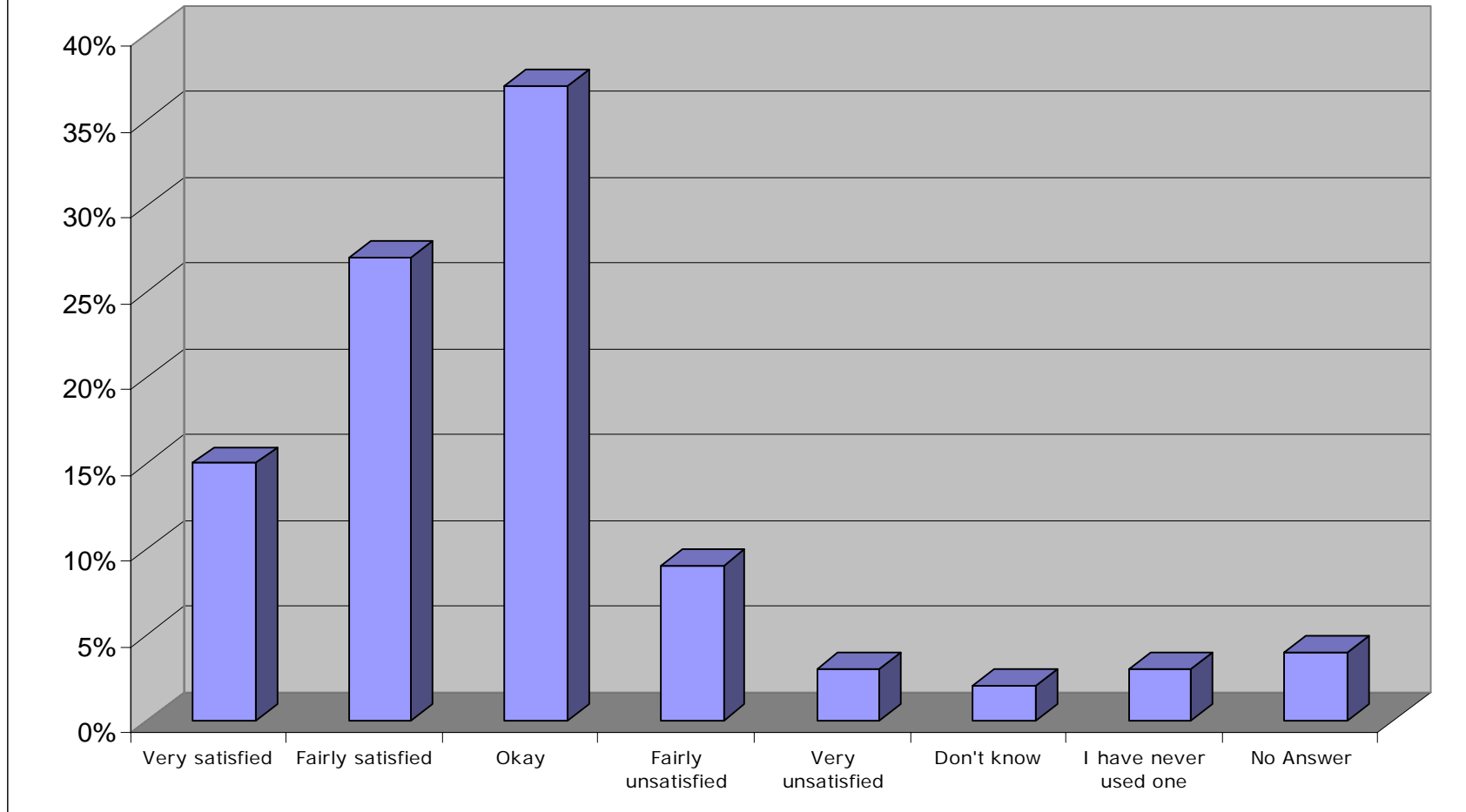
If you currently use a free e-mail service is it your primary e-mail account?



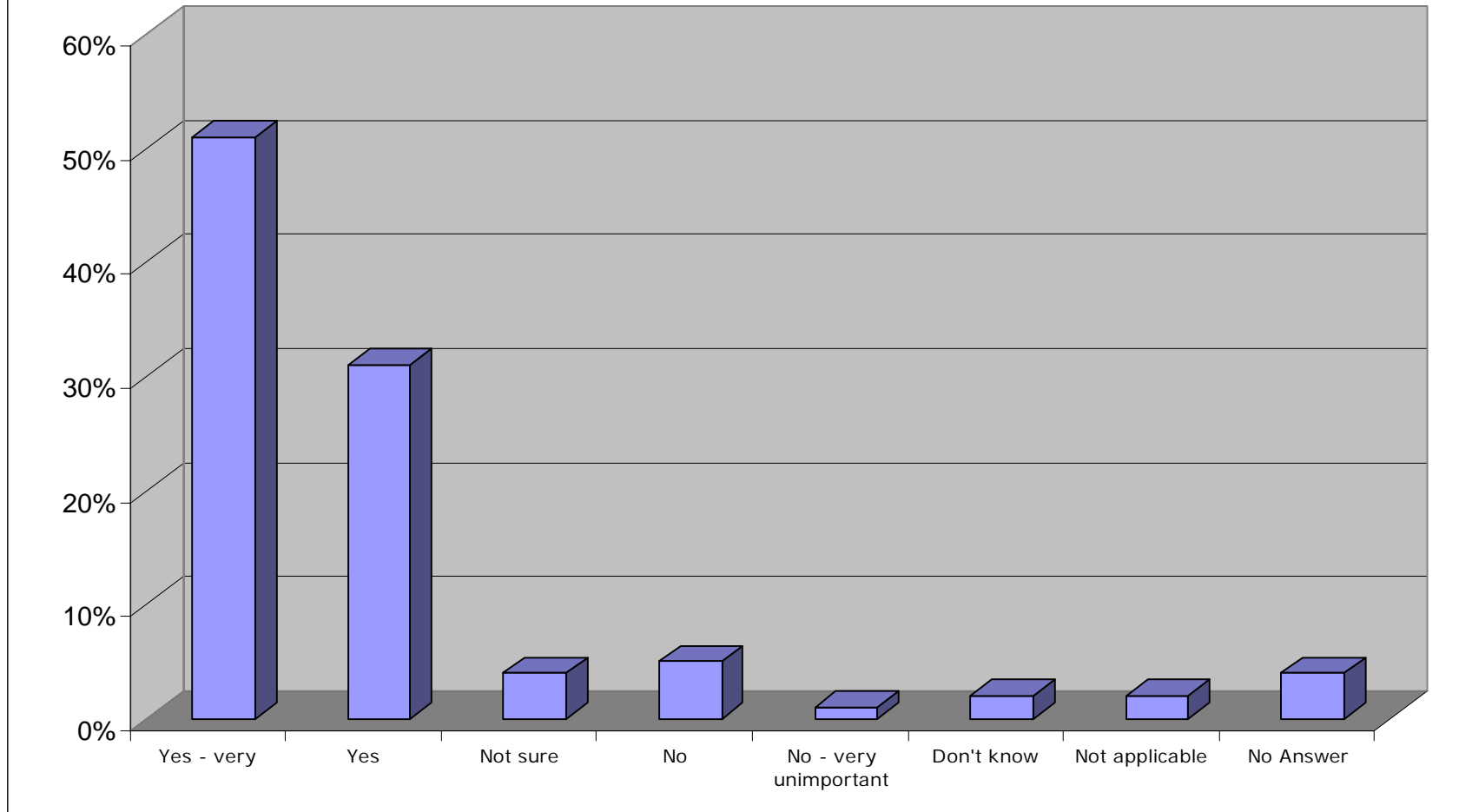
If you use (or have previously used) a free e-mail service did you purchase any of the premium 'paid for' services that were offered?



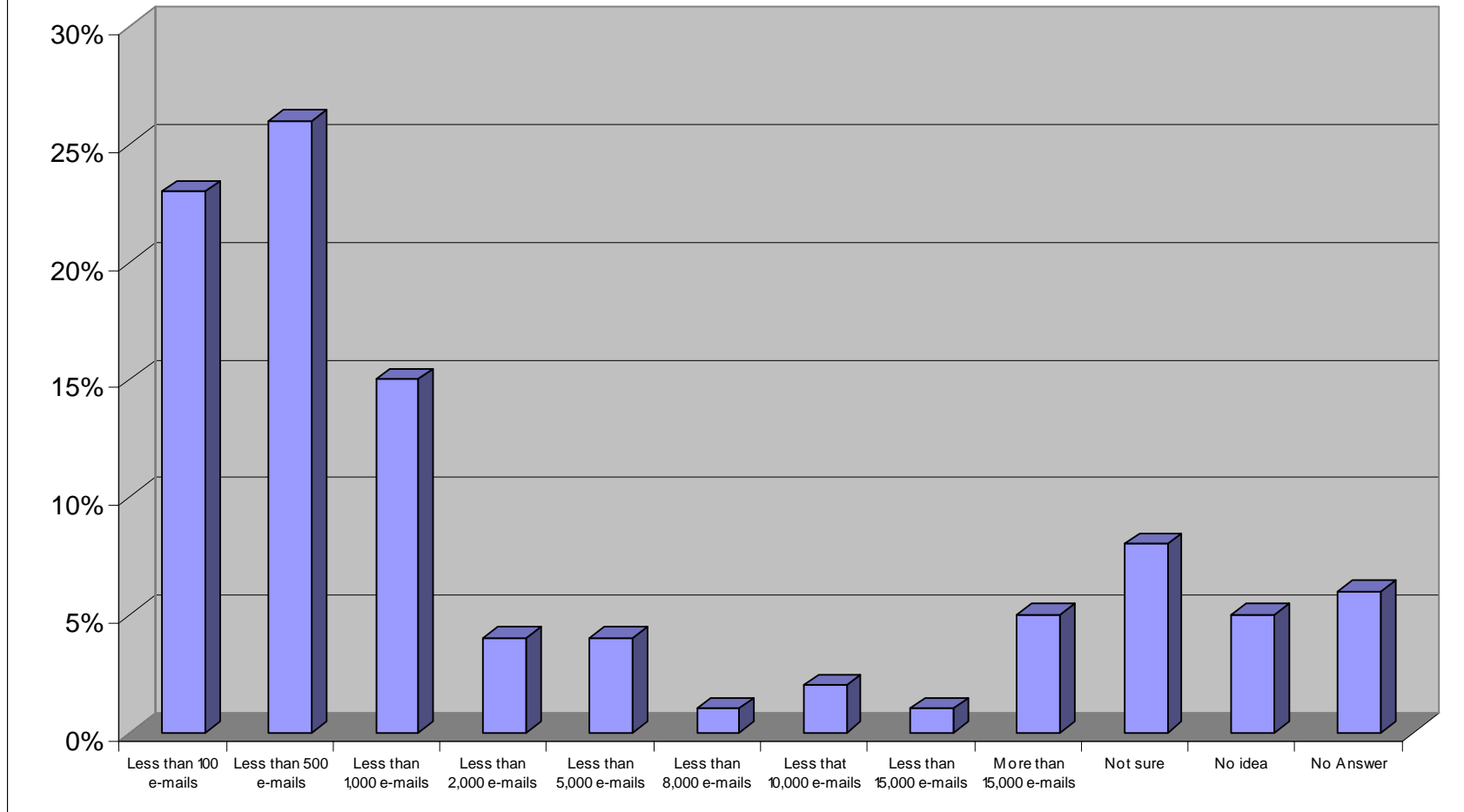
If you currently use a free e-mail service (or if you have previously used one) how satisfied have you been with the service?



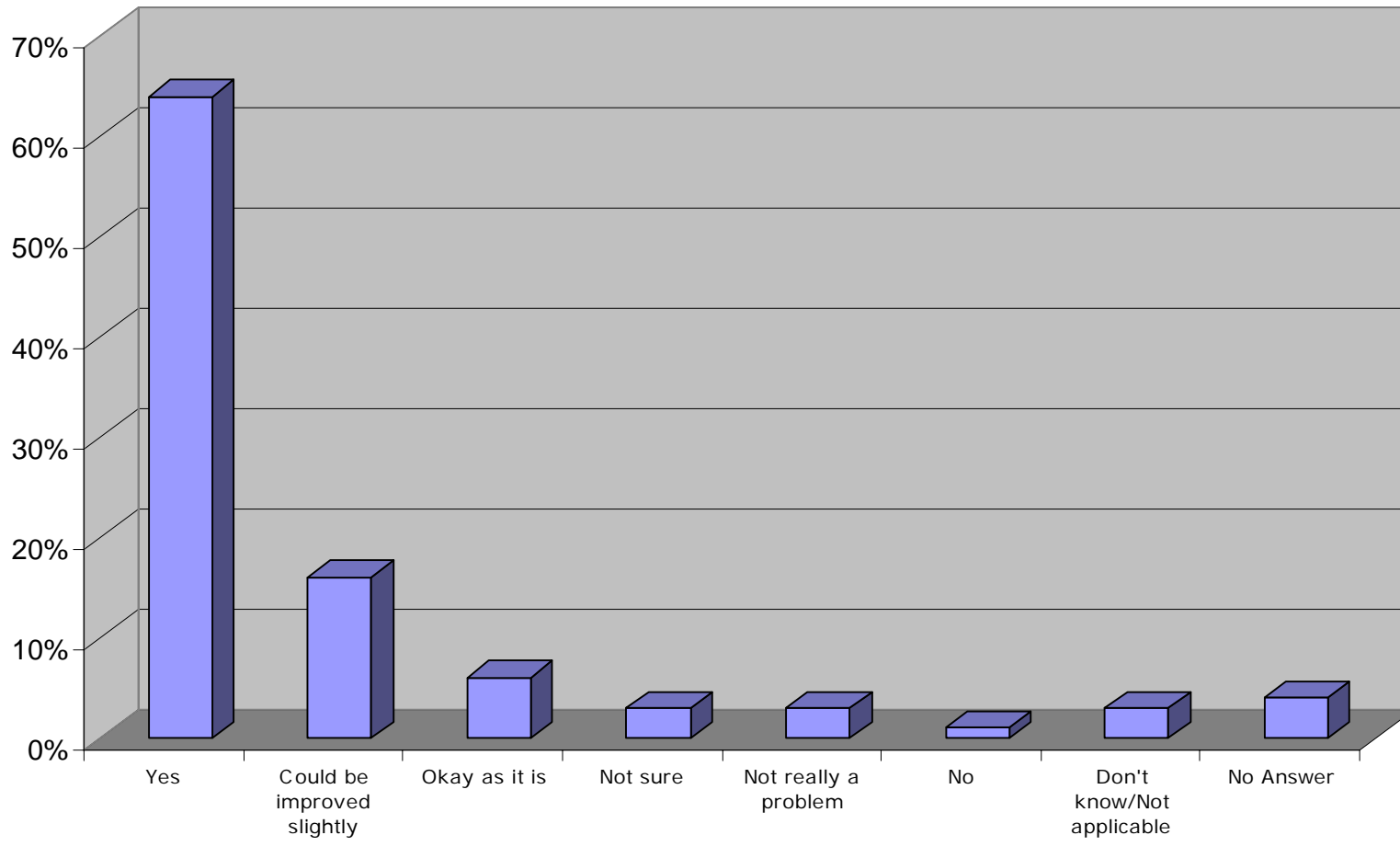
If you use a free e-mail service (or it is the reason you don't) is the amount of free e-mail storage available to you important?



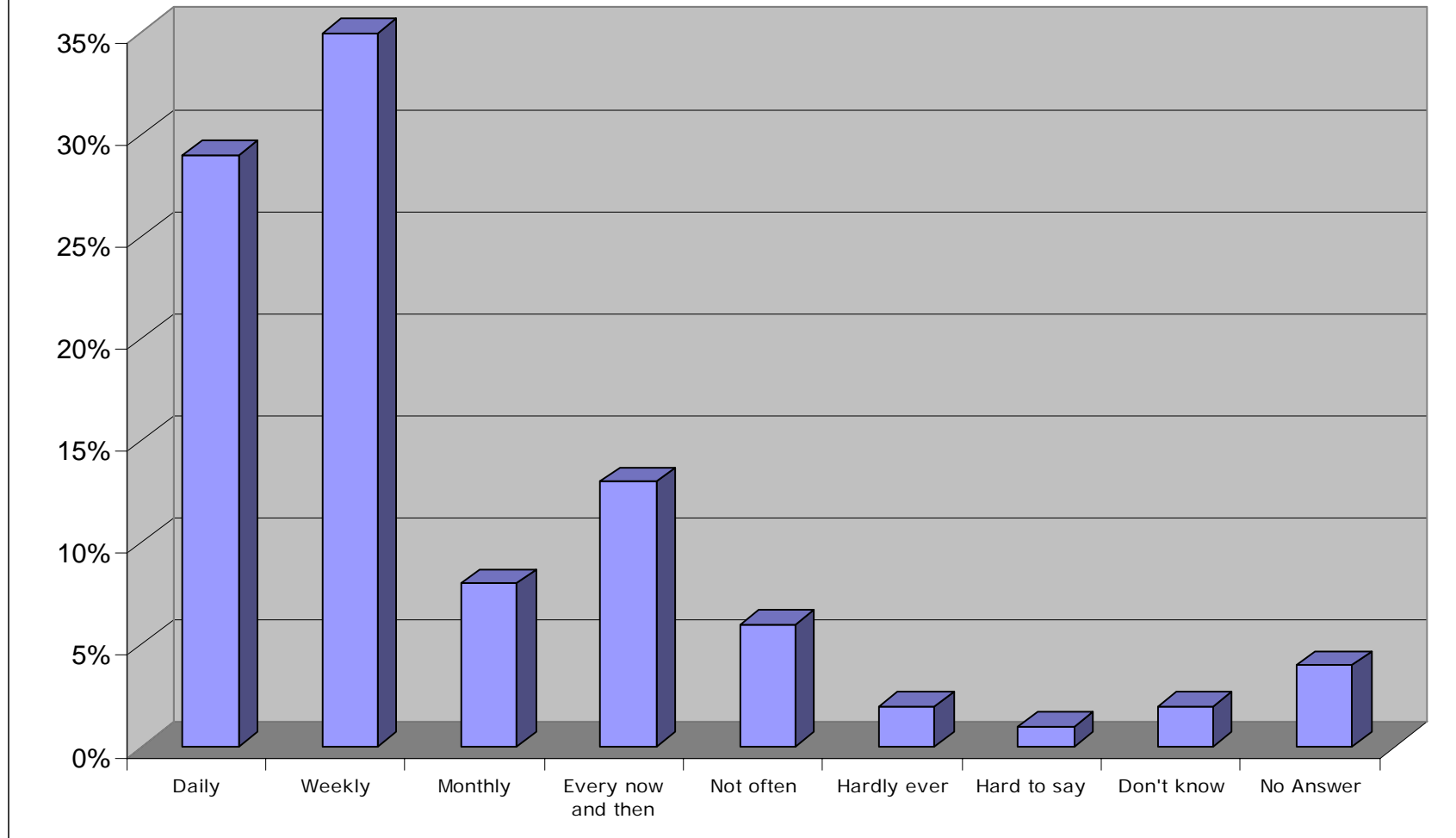
When using a free e-mail service how many e-mails do you think you would genuinely need to be able to store online at anyone time?



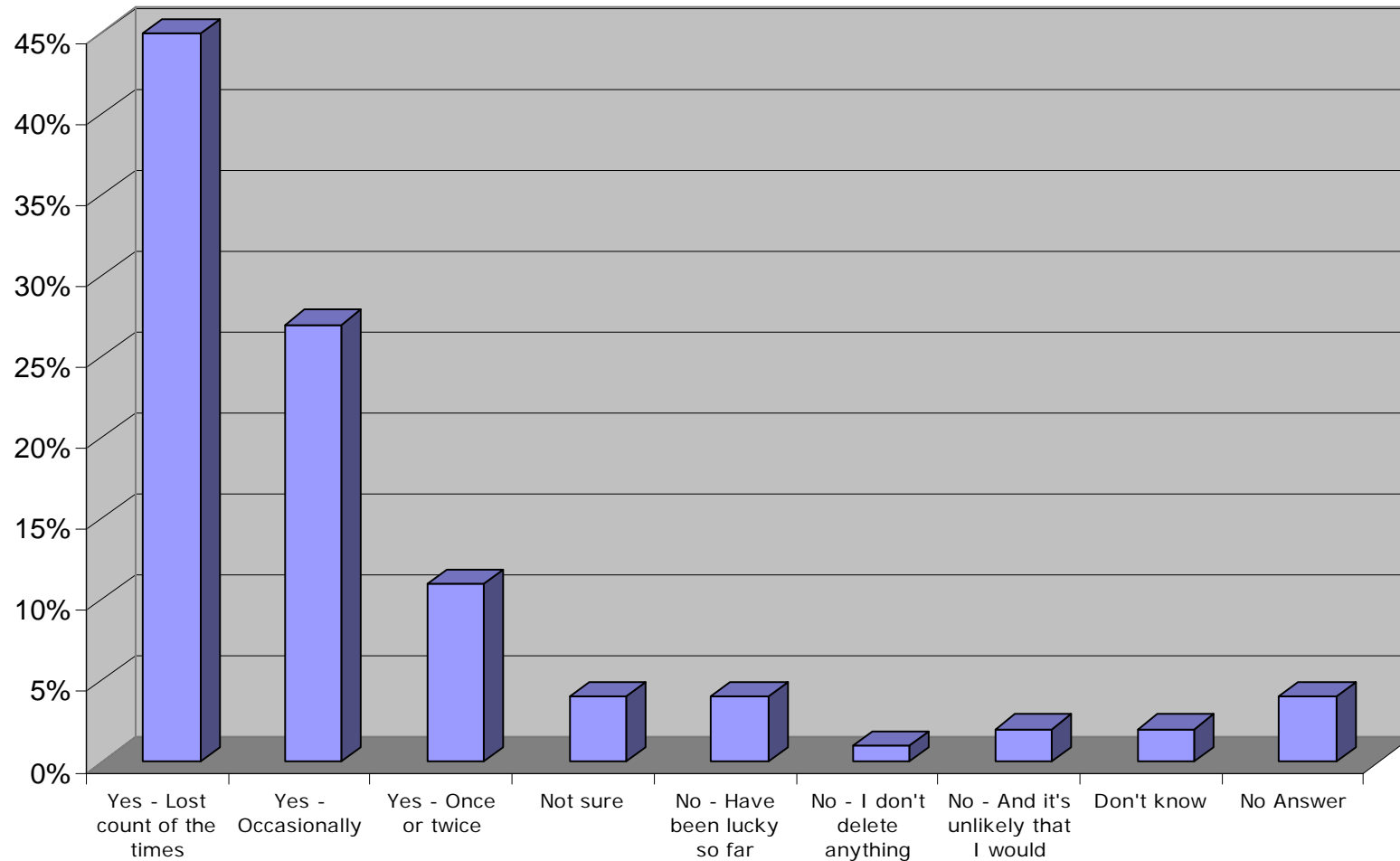
Considering your current e-mail service would you prefer a better method of filing, searching and retrieving e-mails?



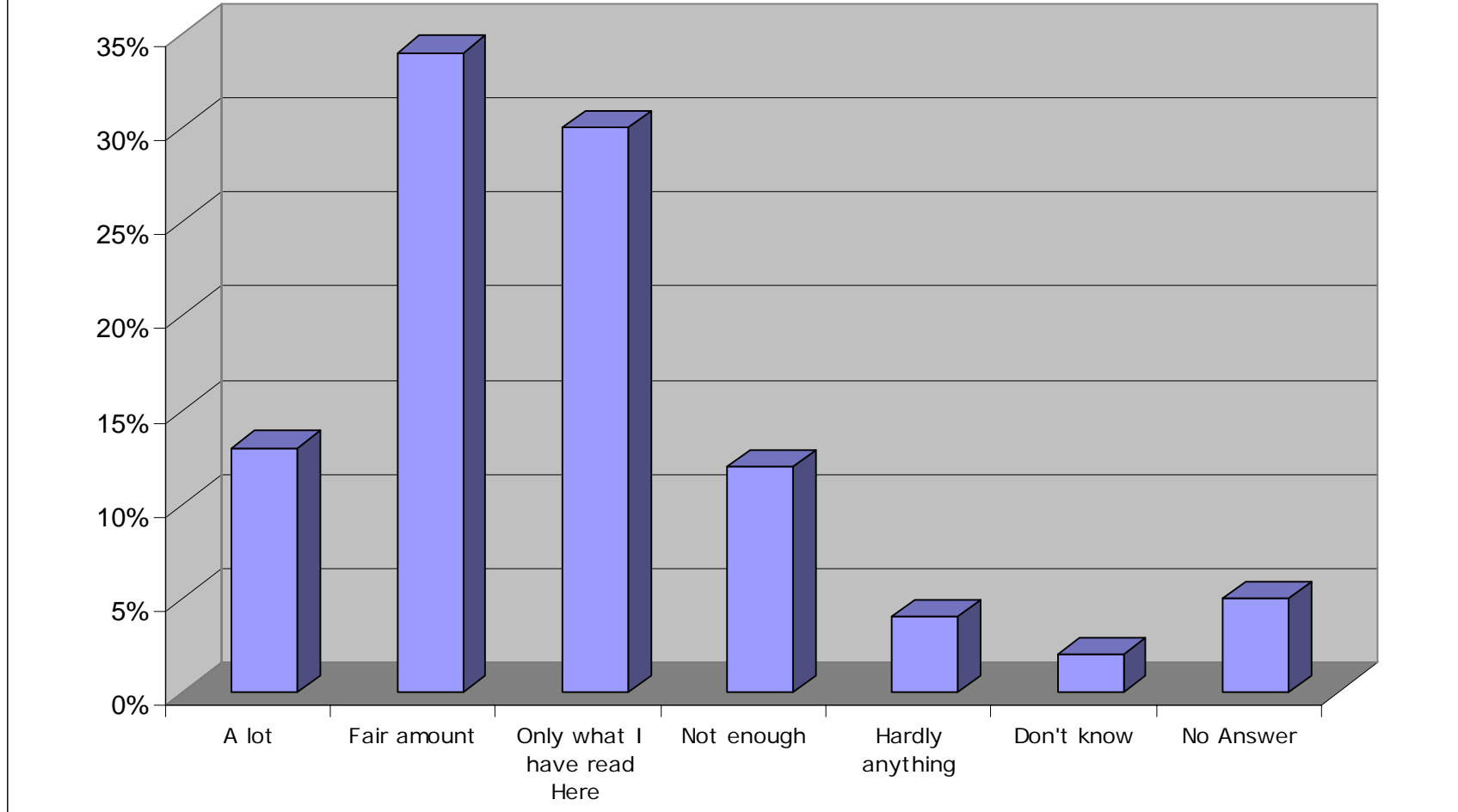
How often do you receive and/or send large attachments?



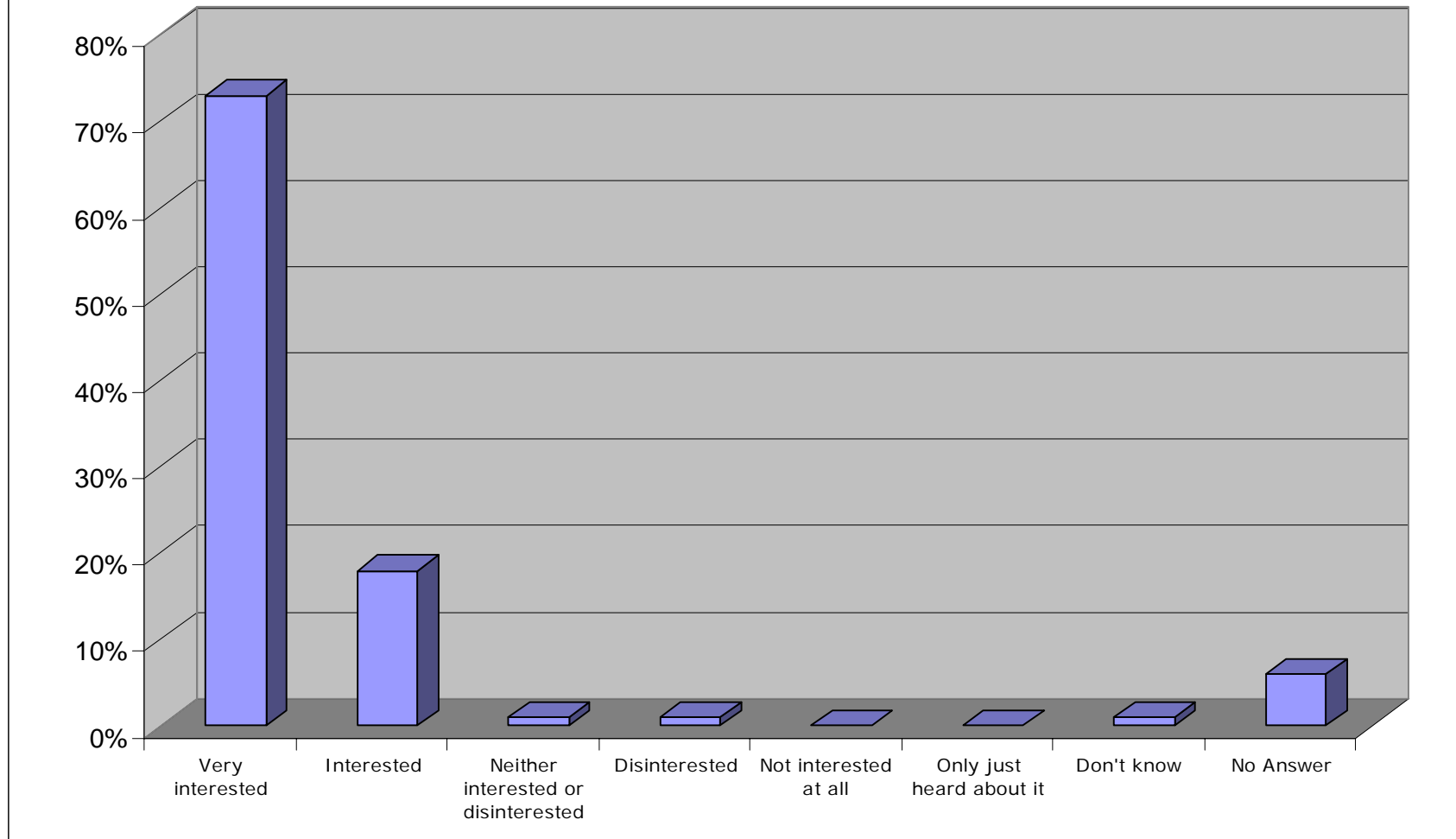
Have you ever deleted e-mails due to storage issues and then regretted it afterwards?



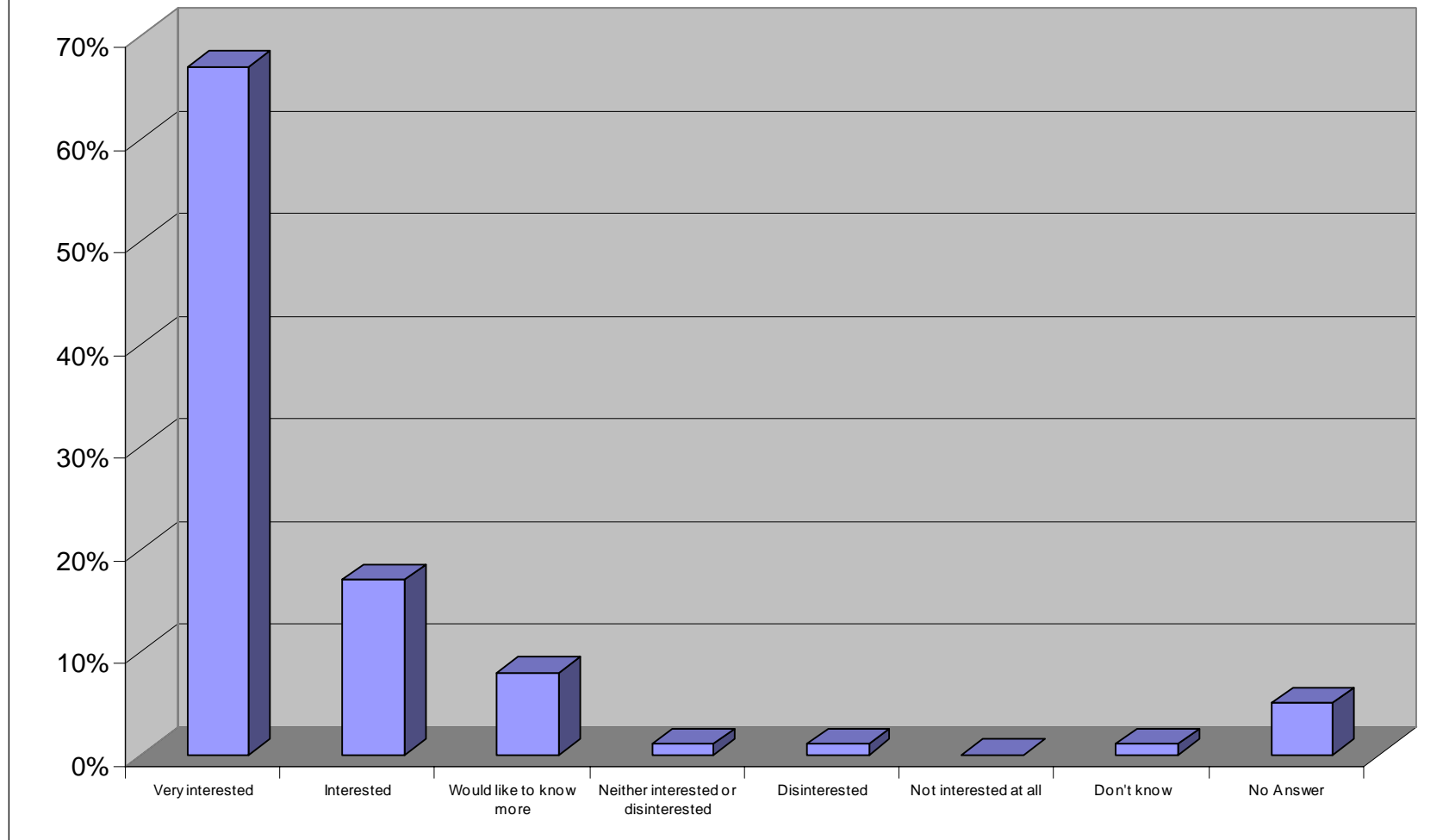
How much do you know about Google's Gmail?



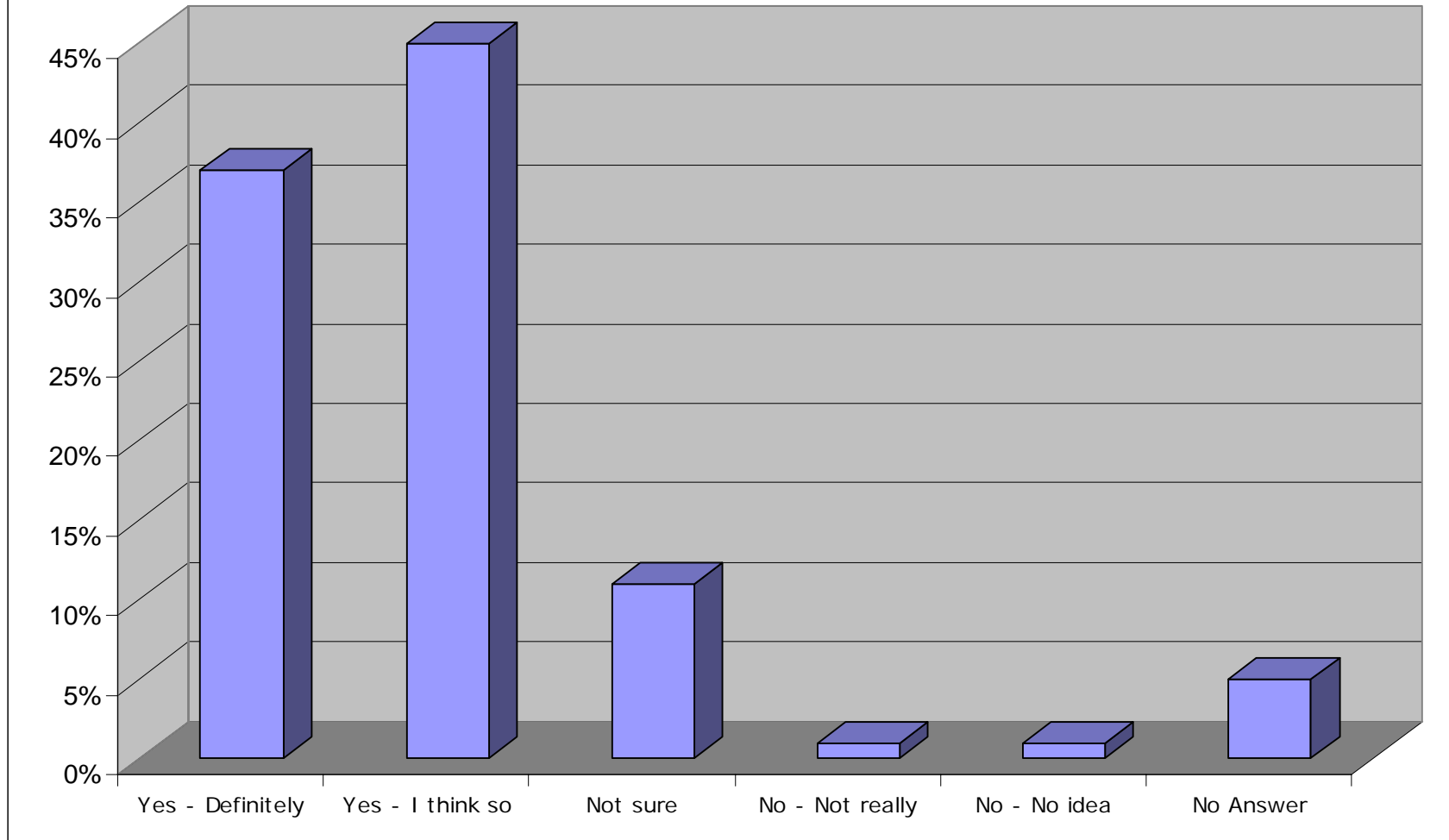
What was your first reaction on hearing about about Gmail?



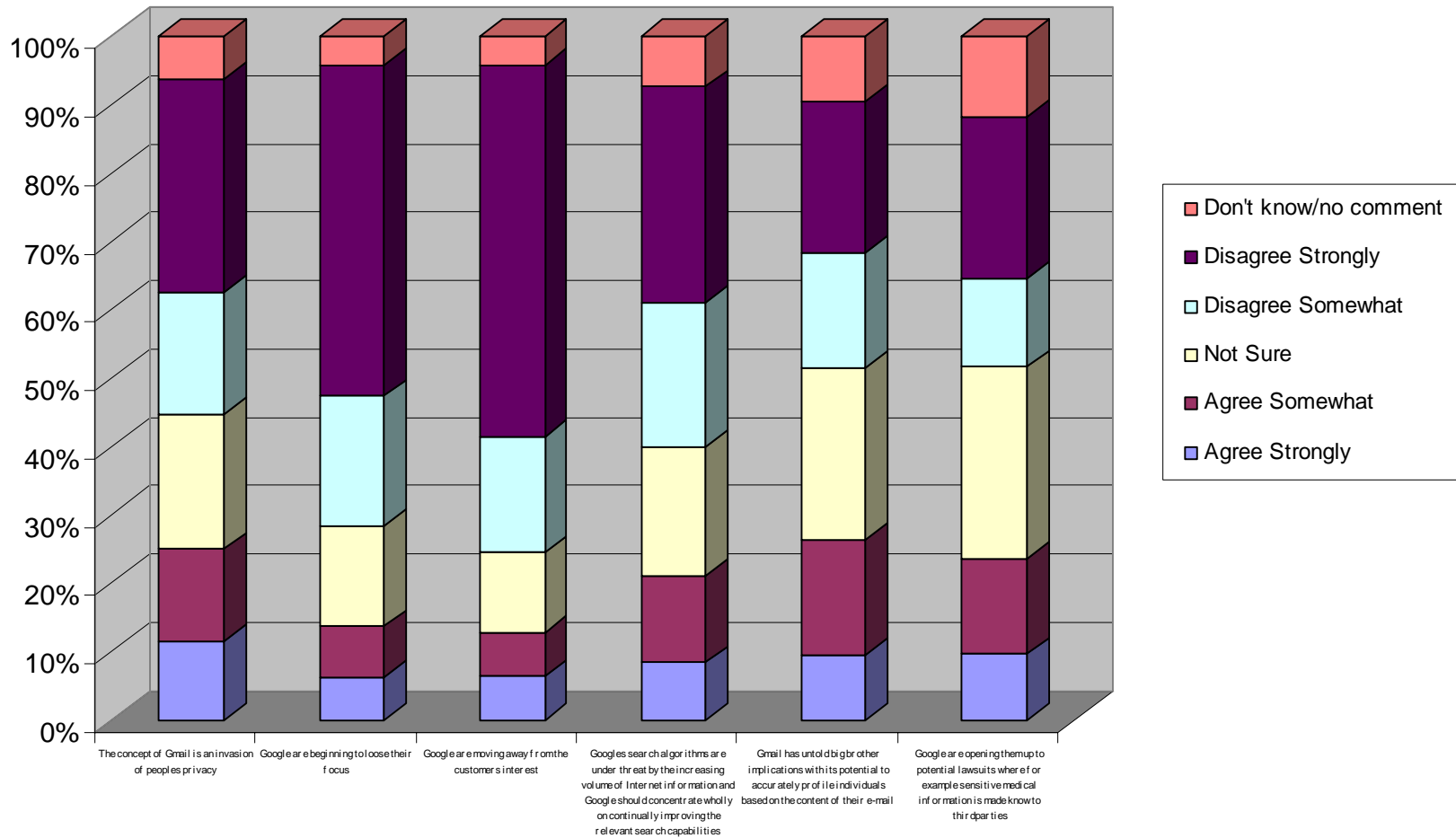
What is your current feeling about Gmail?



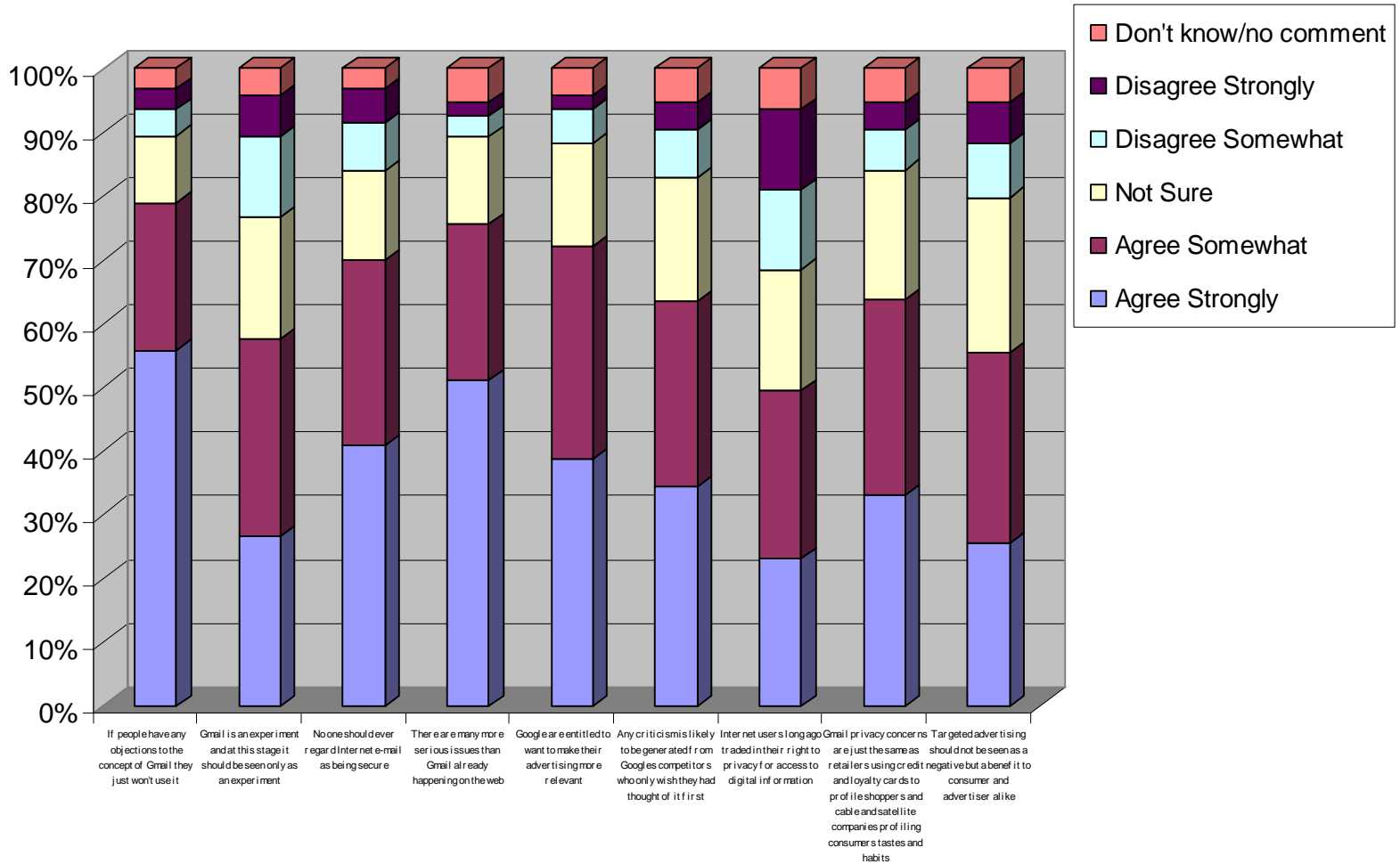
Do you understand the overall concept of Gmail?



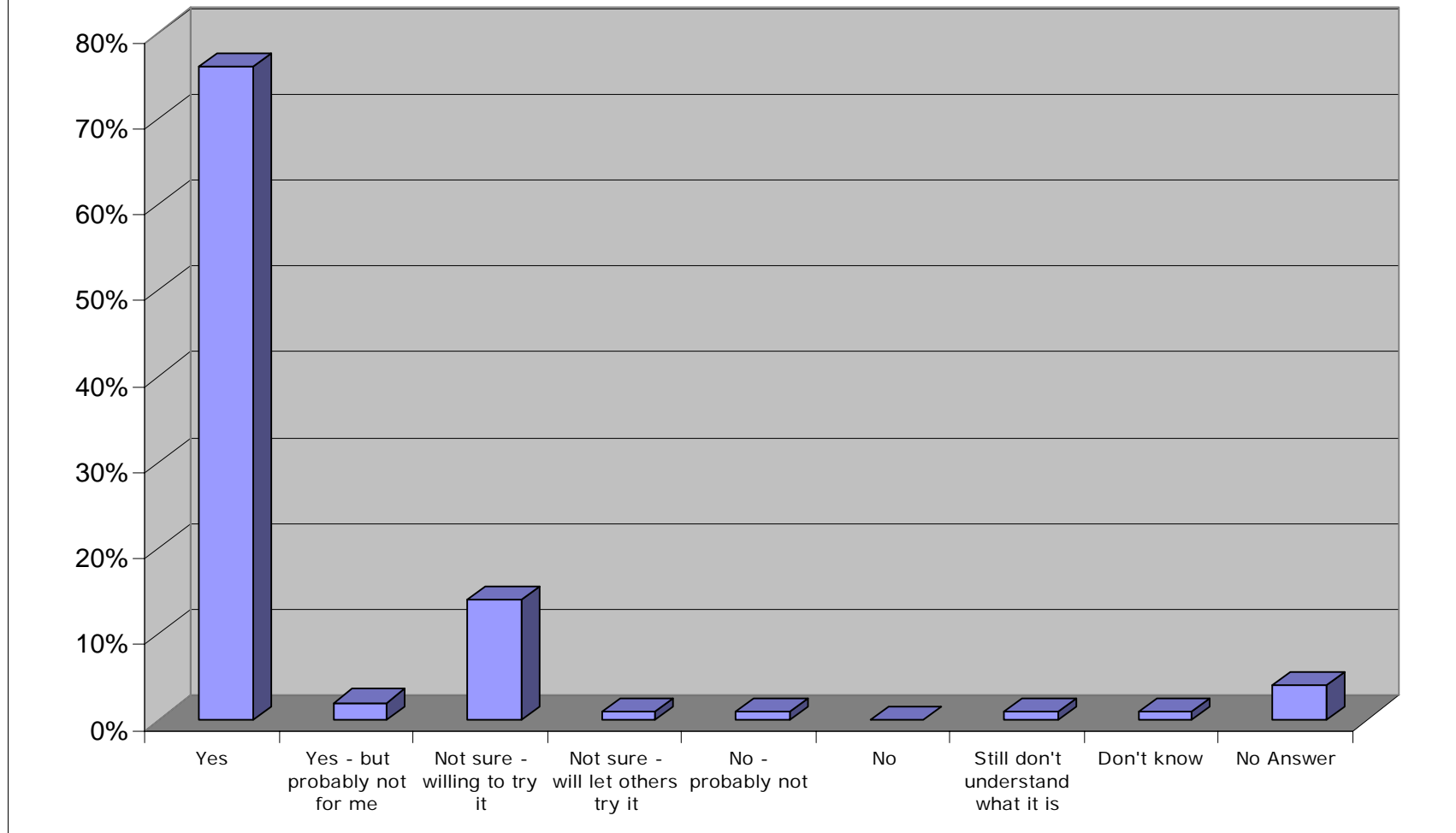
**Below are some of the negative comments made against Google's statements on Gmail.
How strongly do you support each of the statements?**



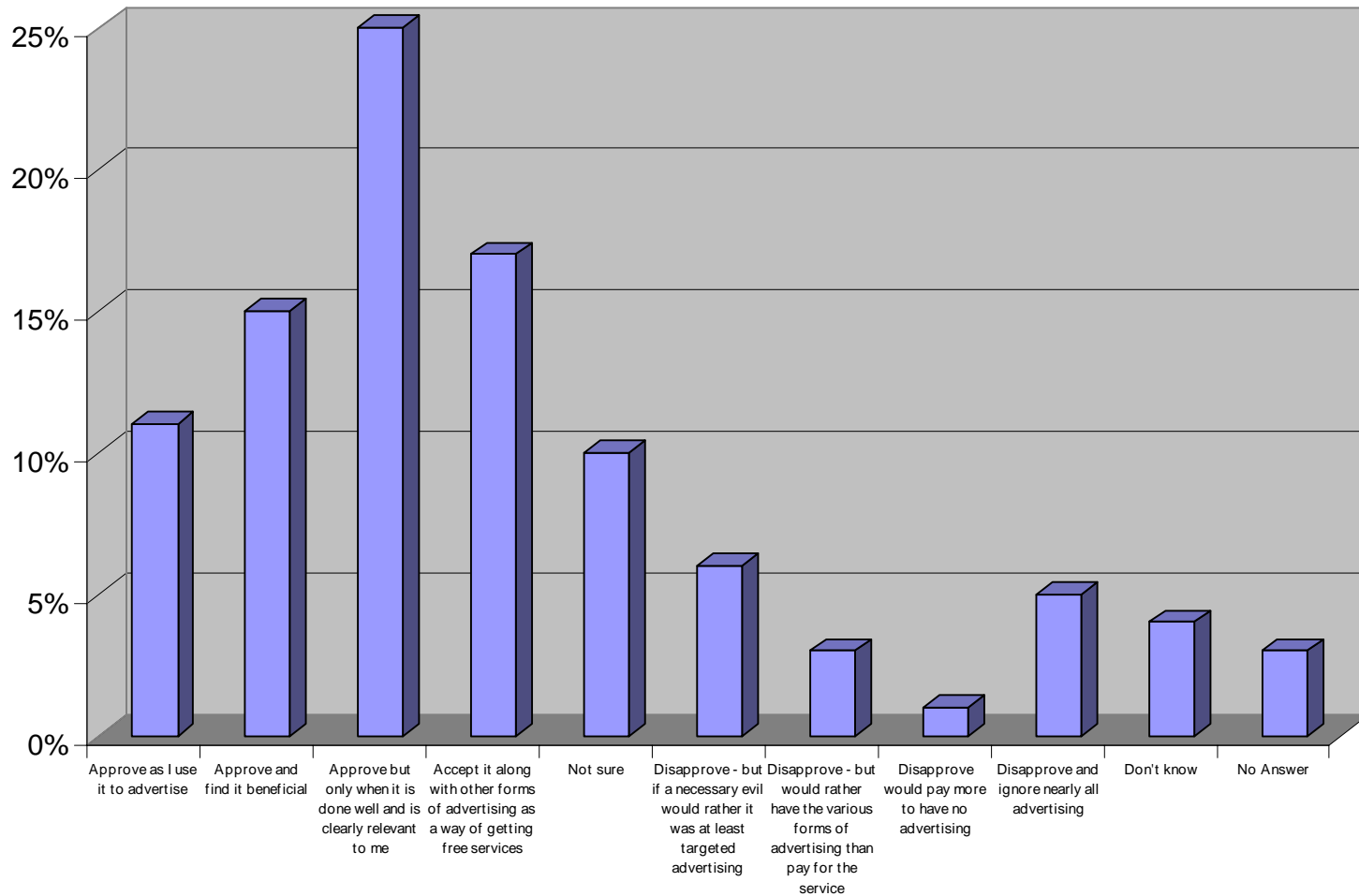
Below are some of the positive comments made with regards Google's statements on Gmail. How strongly do you support each of the statements?



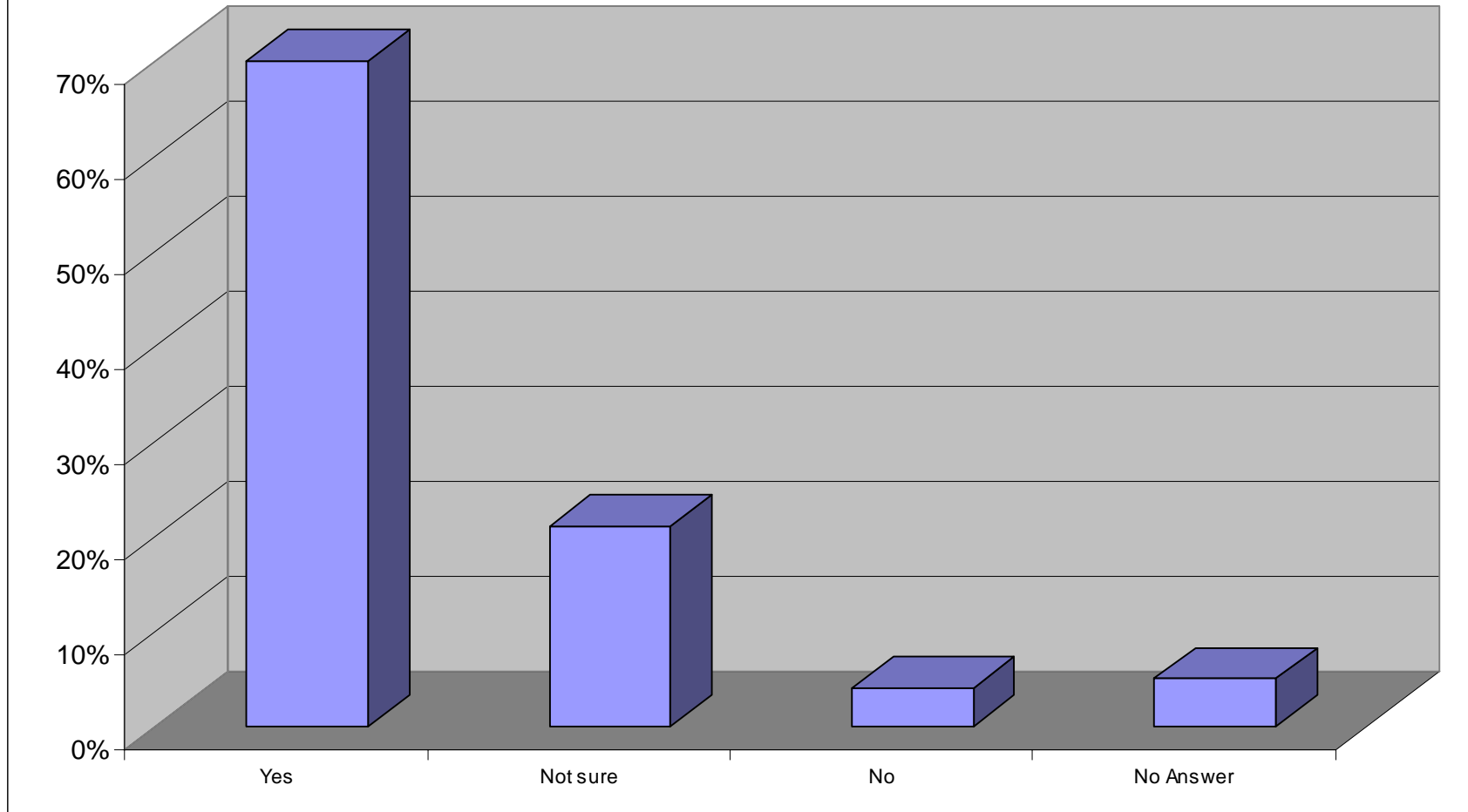
As a concept do you think Gmail will work?



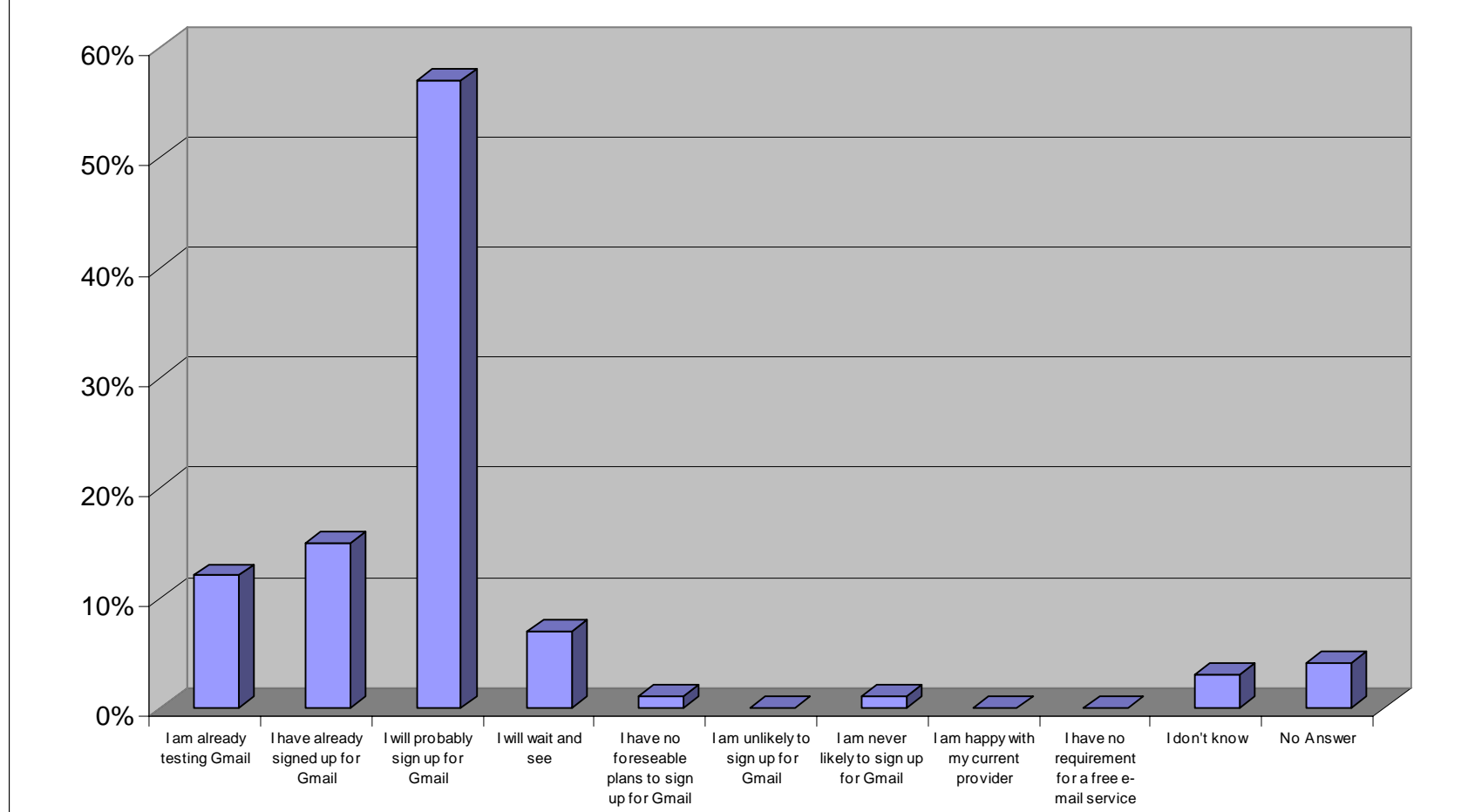
How do you view the use of targeted advertising in general?



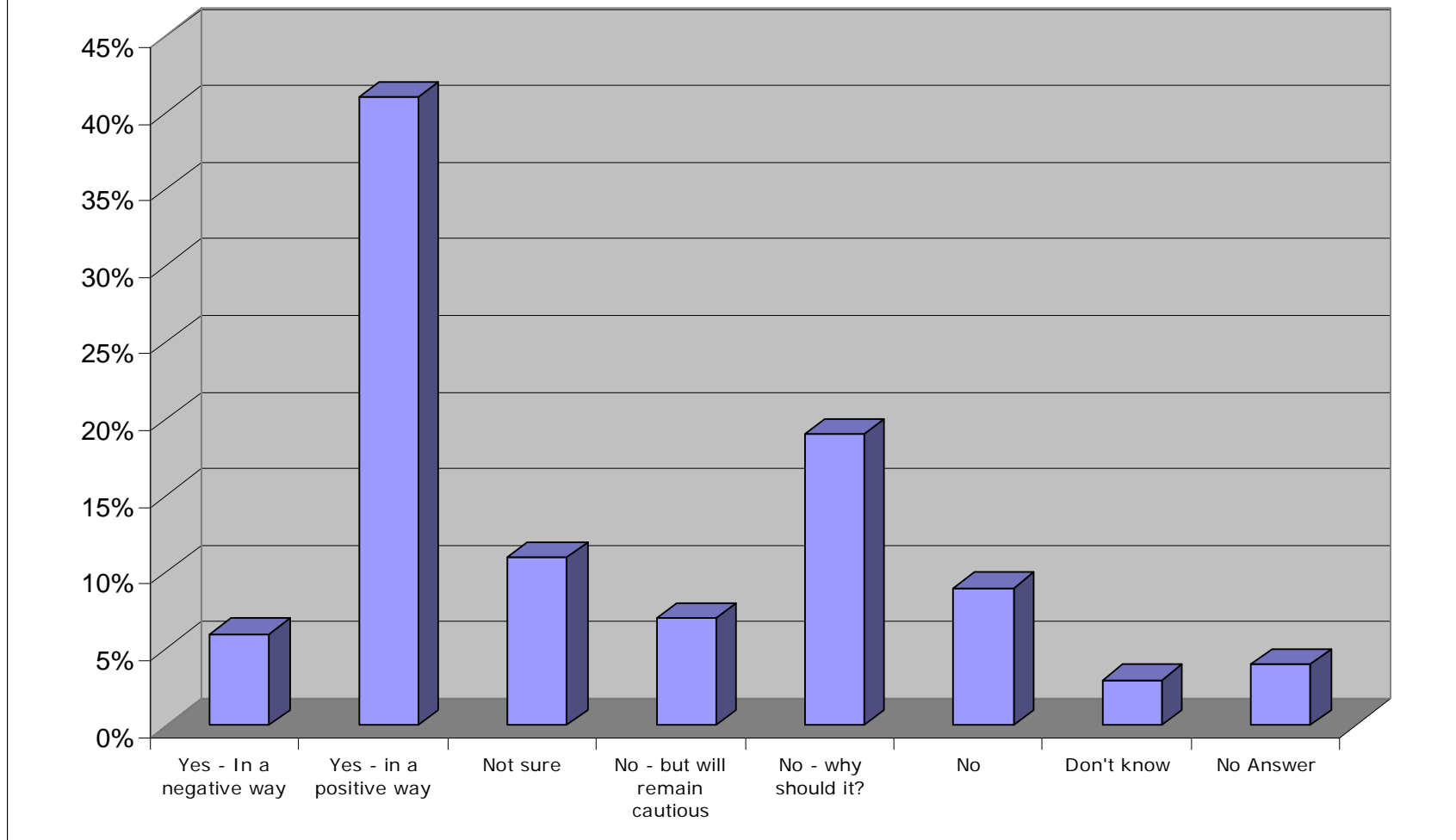
Overall, and regardless of your own intention to use Gmail or not, do you think that the free benefits offered by Gmail is a fair exchange for targeted advertising?



Based on your current view and understanding do you think you will sign up to use Gmail when it becomes available?



Has your opinion of Google changed in any way due to Gmail?



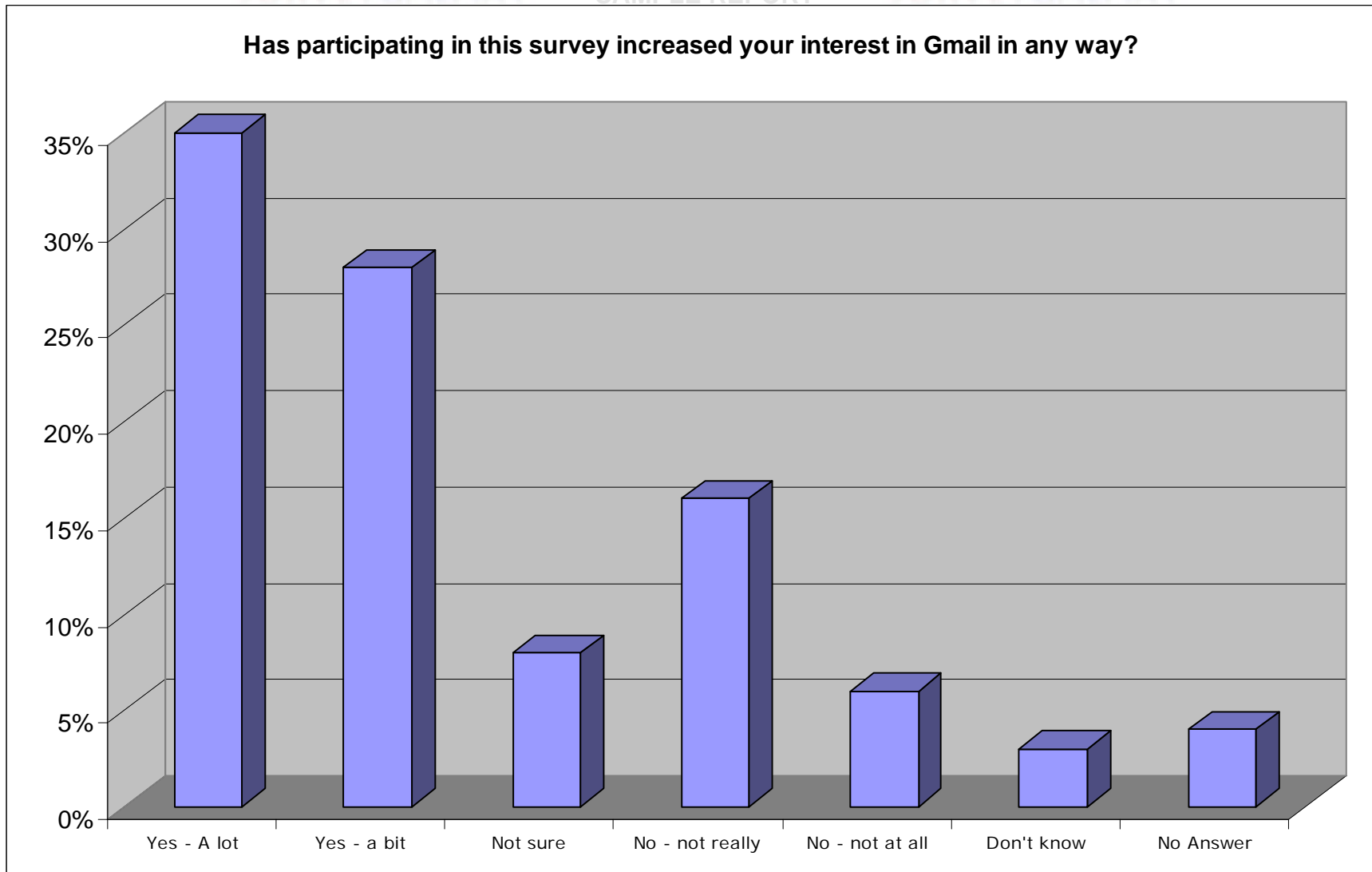


Chart Source Data

Age Group?	Under 10	1%
	Between 10 - 14	4%
	Between 15 - 17	8%
	Between 18 - 24	26%
	Between 25 - 34	29%
	Between 35 - 44	13%
	Between 45 - 54	7%
	Between 55 - 65	5%
	Over 65	3%
Your gender?	Male	83%
	Female	13%
Where you live?	Afghanistan	0%
	Australia	3%
	Bangladesh	1%
	Belgium	1%
	Canada	6%
	China	2%
	India	7%
	Indonesia	1%
	Iran (Islamic Republic of)	5%
	Ireland	1%
	Israel	1%
	Malaysia	2%
	Nepal	1%
	New Zealand	1%
	Pakistan	1%
	Saudi Arabia	1%
	Singapore	1%
	Taiwan, Province of China	1%
	Thailand	1%
	United Arab Emirates	1%
United Kingdom	8%	
United States	39%	
Your Nationality?	American	32%
	Australian	2%
	British	8%
	Belgian	1%
	Canadian	6%
	French	1%
	Italian	1%
	New Zealand	1%
	Arabic	1%
	Chinese	5%
	Indian	11%
	Irish	1%
	Israeli	1%
	Mexican	1%

Are you directly employed or do any of your immediate family work for any of the following?			Member(s) of your immediate family
		You	
	Google	15%	7%
	Yahoo	12%	6%
	AOL	3%	2%
	Microsoft	6%	4%
	AltaVista	2%	2%
	Any other provider of free e-mail services	5%	4%
	None of the above	74%	64%
In answering this survey is your interest in Gmail primarily as a potential consumer or in using Gmail as a potential advertising stream?			
	Consumer/User of Gmail		74%
	Advertising stream		1%
	Both		9%
		Don't know	11%
Is Google your preferred search engine?	Yes		89%
	Not sure		4%
	No		2%
How long have you been using Google?	I don't		2%
	Less than 6 months		3%
	Less than 1 year		3%
	Between 1 and 2 years		16%
	More than 2 years		68%
	Don't know		3%
What were the reasons you started using Google?	I don't use Google		1%
	Recommended by others		27%
	Found it better than other search engines		61%
	It generally finds what I am looking for		47%
	Everyone seems to uses Google		16%
	Never used any other search engine		4%

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Before you started using Google what was/ or still is your preferred search tool?	All The Web	5%
	Yahoo	41%
	MSN Search	7%
	AOL Search	2%
	Ask Jeeves	4%
	HotBot	2%
	Lycos	3%
	Teoma	0%
	Inktomi	0%
	LookSmart	0%
	Open Directory	0%
	Overture	0%
	AltaVista	11%
	Netscape Search	1%
	WiseNut	0%
Don't have a preferred search tool	11%	
How do you rate Google as a search engine?	The best there is	62%
	Good	22%
	Generally good but depends on the item being searched	9%
	Okay	2%
	Not as good as some others	0%
	Overrated	0%
	Bad	0%
	Don't know	1%
How often do you use a search tool?	Many times a day	57%
	A few times a day	22%
	Every few days	12%
	Every few weeks	2%
	Once in a while	1%
	Rarely	1%
	Never	0%
	Don't know	1%
Do you currently use a free e-mail service?	Yes - AOL WebMail	1%
	Yes - Yahoo mail	40%
	Yes - Hotmail	39%
	Yes - Lycos Communications	1%
	Yes - Other	9%
	No	5%
	I don't know	0%
On average how many e-mails do you send/receive a day?	Less than 1	4%
	Between 1 and 10	46%
	Between 10 and 50	31%
	Between 50 and 100	6%
	Between 100 and 200	2%
	Over 200	2%
	Varies/Seasonal	2%
	Not sure	2%

What are the main reasons you use a free e-mail service?	Personal use	77%
	Business use	21%
	Junk mail/To use for registering on web sites that I don't trust	19%
	Other miscellaneous reasons	15%
	To have global access to my e-mail	35%
	I don't use one	2%
	Don't know	2%
If you currently use a free e-mail service is it your primary e-mail account?	Yes - the only e-mail account	20%
	Yes - for personal e-mail	33%
	Yes - for business e-mail	1%
	Yes - for both personal and business but I have other secondary e-mail accounts that I use as well	17%
	No	19%
	I don't use a free e-mail service	3%
	Don't know	2%
If you use (or have previously used) a free e-mail service did you purchase any of the premium 'paid for' services that were offered?	Yes	15%
	No	71%
	Don't know	7%
	Never used a free e-mail service	2%
If you currently use a free e-mail service (or if you have previously used one) how satisfied have you been with the service?	Very satisfied	15%
	Fairly satisfied	27%
	Okay	37%
	Fairly unsatisfied	9%
	Very unsatisfied	3%
	Don't know	2%
	I have never used one	3%
If you use a free e-mail service (or it is the reason you don't) is the amount of free e-mail storage available to you important?	Yes - very	51%
	Yes	31%
	Not sure	4%
	No	5%
	No - very unimportant	1%
	Don't know	2%
	Not applicable	2%

When using a free e-mail service how many e-mails do you think you would genuinely need to be able to store online at anyone time?	Less than 100 e-mails	23%
	Less than 500 e-mails	26%
	Less than 1,000 e-mails	15%
	Less than 2,000 e-mails	4%
	Less than 5,000 e-mails	4%
	Less than 8,000 e-mails	1%
	Less than 10,000 e-mails	2%
	Less than 15,000 e-mails	1%
	More than 15,000 e-mails	5%
	Not sure	8%
	No idea	5%
Considering your current e-mail service would you prefer a better method of filing, searching and retrieving e-mails?	Yes	64%
	Could be improved slightly	16%
	Okay as it is	6%
	Not sure	3%
	Not really a problem	3%
	No	1%
	Don't know/Not applicable	3%
How often do you receive and/or send large attachments?	Daily	29%
	Weekly	35%
	Monthly	8%
	Every now and then	13%
	Not often	6%
	Hardly ever	2%
	Hard to say	1%
	Don't know	2%
Have you ever deleted e-mails due to storage issues and then regretted it afterwards?	Yes - Lost count of the times	45%
	Yes - Occasionally	27%
	Yes - Once or twice	11%
	Not sure	4%
	No - Have been lucky so far	4%
	No - I don't delete anything	1%
	No - And it's unlikely that I would	2%
	Don't know	2%
How much do you know about Google's Gmail?	A lot	13%
	Fair amount	34%
	Only what I have read Here	30%
	Not enough	12%
	Hardly anything	4%
	Don't know	2%

What was your first reaction on hearing about about Gmail?	Very interested	73%
	Interested	18%
	Neither interested or disinterested	1%
	Disinterested	1%
	Not interested at all	0%
	Only just heard about it	0%
	Don't know	1%

What is your current feeling about Gmail?	Very interested	67%
	Interested	17%
	Would like to know more	8%
	Neither interested or disinterested	1%
	Disinterested	1%
	Not interested at all	0%
	Don't know	1%

Do you understand the overall concept of Gmail?	Yes - Definitely	37%
	Yes - I think so	45%
	Not sure	11%
	No - Not really	1%
	No - No idea	1%

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Below are some of the negative comments made against Google's statements on Gmail. How strongly do you support each of the statements?		Agree Strongly	Agree Somewhat	Not Sure	Disagree Somewhat	Disagree Strongly	Don't know/no comment
	The concept of Gmail is an invasion of peoples privacy	11%	13%	19%	17%	30%	6%
	Google are beginning to loose their focus	6%	7%	14%	18%	46%	4%
	Google are moving away from the customers interest	6%	6%	11%	16%	51%	4%
	Googles search algorithms are under threat by the increasing volume of Internet information and Google should concentrate wholly on continually improving the relevant search capabilities	8%	12%	18%	20%	30%	7%
	Gmail has untold big brother implications with its potential to accurately profile individuals based on the content of their e-mail	9%	16%	24%	16%	21%	9%
	Google are opening them up to potential lawsuits where for example sensitive medical information is made know to thirdparties	9%	13%	26%	12%	22%	11%

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<p>Below are some of the positive comments made with regards Google's statements on Gmail. How strongly do you support each of the statements?</p>		Agree Strongly	Agree Somewhat	Not Sure	Disagree Somewhat	Disagree Strongly	Don't know/no comment
	If people have any objections to the concept of Gmail they just won't use it	53%	22%	10%	4%	3%	3%
	Gmail is an experiment and at this stage it should be seen only as an experiment	25%	29%	18%	12%	6%	4%
	No one should ever regard Internet e-mail as being secure	38%	27%	13%	7%	5%	3%
	There are many more serious issues than Gmail already happening on the web	48%	23%	13%	3%	2%	5%
	Google are entitled to want to make their advertising more relevant	36%	31%	15%	5%	2%	4%
	Any criticism is likely to be generated from Googles competitors who only wish they had thought of it first	32%	27%	18%	7%	4%	5%
	Internet users long ago traded in their right to privacy for access to digital information	22%	25%	18%	12%	12%	6%

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		Agree Strongly	Agree Somewhat	Not Sure	Disagree Somewhat	Disagree Strongly	Don't know/no comment
Gmail privacy concerns are just the same as retailers using credit and loyalty cards to profile shoppers and cable and satellite companies profiling consumers tastes and habits		31%	29%	19%	6%	4%	5%
Targeted advertising should not be seen as a negative but a benefit to consumer and advertiser alike		24%	28%	23%	8%	6%	5%

As a concept do you think Gmail will work?	Yes	76%
	Yes - but probably not for me	2%
	Not sure - willing to try it	14%
	Not sure - will let others try it	1%
	No - probably not	1%
	No	0%
	Still don't understand what it is	1%
	Don't know	1%

How do you view the use of targeted advertising in general?	Approve as I use it to advertise	11%
	Approve and find it beneficial	15%
	Approve but only when it is done well and is clearly relevant to me	25%
	Accept it along with other forms of advertising as a way of getting free services	17%
	Not sure	10%
	Disapprove - but if a necessary evil would rather it was at least targeted advertising	6%
	Disapprove - but would rather have the various forms of advertising than pay for the service	3%
	Disapprove would pay more to have no advertising	1%
	Disapprove and ignore nearly all advertising	5%
	Don't know	4%

Report data is not accurate

Overall, and regardless of your own intention to use Gmail or not, do you think that the free benefits offered by Gmail is a fair exchange for targeted advertising?		
	Yes	70%
	Not sure	21%
	No	4%

Report data is not accurate

Based on your current view and understanding do you think you will sign up to use Gmail when it becomes available?	I am already testing Gmail	12%
	I have already signed up for Gmail	15%
	I will probably sign up for Gmail	57%
	I will wait and see	7%
	I have no foreseeable plans to sign up for Gmail	1%
	I am unlikely to sign up for Gmail	0%
	I am never likely to sign up for Gmail	1%
	I am happy with my current provider	0%
	I have no requirement for a free e-mail service	0%
	I don't know	3%

Has your opinion of Google changed in any way due to Gmail?	Yes - In a negative way	6%
	Yes - in a positive way	41%
	Not sure	11%
	No - but will remain cautious	7%
	No - why should it?	19%
	No	9%
	Don't know	3%

Has participating in this survey increased your interest in Gmail in any way?	Yes - A lot	35%
	Yes - a bit	28%
	Not sure	8%
	No - not really	16%
	No - not at all	6%
	Don't know	3%

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Section 3

Executive Summary

Respondents Demographics

26% of the respondents were aged between 18 & 24, 29% between 25 & 34 and 13% between 35 & 44, a further 15% were older.

83% of the respondents were male, 13% female, (4% didn't answer).

32% of the respondents were American with Indian representing the next largest group (11%), followed closely by British (8%), Canadian (6%) and Chinese (5%), leaving 38% people from other countries. In total people from 14 countries participated in the survey.

Although 32% of the respondents were American, 39% of the respondents lived in America, followed by the next largest residence being United Kingdom (8%) and then India (7%), Canada (6%) and Iran (5%).

The respondents were asked to declare if they, or an immediate family member, worked for Google or for a free email provider. This information was not used to filter the results but could be used if more detailed analysis is required.

1% of the respondent's primary interest was in using Gmail as an advertising stream, 74% as consumers and 9% both.

Google as a search tool

62% of the respondents regarded Google's search tool to be the best there is with 22% rating it 'good' with the only other significant percentage rating it 'good depending on what was being searched for' (9%).

89% of the respondents said it was their preferred search tool. 68% of the respondents had been using Google for more than 2 years, 16% for between 1 and 2 years.

Asked what had made people start using Google the main reason given was that people found it better than other search engines and that it generally found what they were looking for. A significant number of people said that Google had been recommended to them by others or that they had started to use it because everyone else seemed to.

Ask what had been their preferred search tool prior to using Google Yahoo was by far the most popular (41%), followed by AltaVista (11%), MSN Search (7%) and then Ask Jeeves (4%) although 11% said that they don't have a preferred search tool.

57% of the respondents used a search tool many times a day and a further 22% a few times a day. 12% said they used a search tool every few days.

The respondents level of interest and knowledge of Gmail

There was an overwhelming interest shown in Gmail by the total number of respondents with 67% 'very interested', 17% 'interested' and 8% 'wanting to know more'.

Asked how much they already knew about Gmail 13% said they 'knew a lot', 34% 'a fair amount' and 30% 'only what they had read in the survey' with a further 12% saying 'not enough'.

Asked if they felt they understood what Gmail was 37% said that they 'did totally', 45% felt that they 'thought they did', 11% were 'unsure' with 2% either with 'not really' or 'no idea'.

On first hearing about Gmail 91% were either 'very interested' (73%) or 'interested' (18%).

To see if Google had overstepped the mark with Gmail as some commentators had suggested the respondents were asked if their opinion of Google had changed in any way with regards Gmail. Only 6% said 'yes in a negative way', while 41% said 'yes in a positive way' with 11% being 'unsure'. 7% didn't feel it had but remained cautious, 9% said 'No' and 19% said 'No why should it?'.

The respondents current email patterns

40% of the respondents currently used Yahoo for their free email provider, 39% Hotmail, 11% others with 5% not currently using a free email service.

For 20% of the respondents it was their only email account, 33% used it for their primary personal use and 1% for their primary business email. 17% said they used it for Personal and business but that they had other email accounts as well. 19% said it was not their primary email account.

Asked why they used a free email service, the majority used it for personal use, although to channel junk mail and to have global access to their email were other significant reasons.

42% of the respondents were satisfied with their current free email provider, 37% thought it was okay and 12% unsatisfied in some way.

15% of those using a free email service had purchased additional features, 71% said they hadn't.

82% of the respondents said that available storage was important when considering a free email service, 4% 'unsure' and 6% thinking it unimportant to some degree.

64% of the respondents felt that they would like a better method for searching their email, 16% thinking that their current system could be improved. 10% said that they didn't see searching their emails as a problem.

The respondents reaction to criticism levelled at Google

In answer to the criticism levelled at Google that they were moving away from the customer 51% 'disagreed strongly' and 16% 'disagreed somewhat', 12% agreed either 'strongly' or 'very strongly'

This was also similar when respondents were asked if Google were losing their focus with 13% saying they were to some degree, 14% 'unsure' and 64% disagreeing, 46% of which disagreed strongly.

The respondents concerns over the big brother implications 25% had 'some concerns', 37% were 'not concerned' and 24% 'not sure'.

Asked if Google should concentrate wholly on improving the search capabilities of Google to keep pace with the expanding Internet 20% agreed that they should, 18% unsure and 50% disagreed.

The respondents were split fairly evenly over the question as to whether they felt that Google were opening them up to possible lawsuits, with 34% saying 'not', 22% saying 'yes' and 26% 'not sure'.

24% of the respondents felt that Gmail represented an invasion of privacy, 19% 'unsure' and 47% felt it didn't.

The respondents reaction to the positive comments levelled at Google

60% said that they felt that Gmail privacy fears were no different to what other companies are already doing in profiling their customers, with 31% 'agreeing strongly', and 29% 'agreeing somewhat', 19% were 'unsure' and 10% disagreeing that this was the same thing.

75% of the respondents felt that if anyone had any issues with Gmail they just wouldn't use it, although 10% were 'unsure' and 7% having real concerns.

54% agreed 'strongly' (25%) or 'somewhat' (29%) that Gmail was at this stage only an experiment and should be only viewed as such, 18% were unsure on this and 18% disagreed with this view to some degree.

59% agreed to some degree that much of the criticism levelled at Google over Gmail was coming from quarters that had only wished they had thought of it first, 18% were unsure that this was the case while 11% felt it wasn't.

65% of the respondents said that Internet mail should never be thought of as secure, 13% 'unsure' about this and 12% disagreed.

57% felt that Internet users had traded away their right to privacy a long time ago, 18% were 'unsure' with 24% disagreeing with this view.

71% of the respondents felt that there were more serious issues than Gmail already happening on the web, 13% were 'unsure' and 5% disagreed.

Unlimited storage and email usage

In looking at the promise of unlimited storage the respondents were asked how many emails they would like to store online at any one time. 64% said 'less than 1,000' and 13% were 'not sure' or had 'no idea'.

4% of the respondents sent only one or two emails a day, with 46% sending between 1 and 10 and 31% sending between 10 and 50. Only 2% claimed to send over 200 a day.

Asked how often they sent large attachments 64% said that on average they sent one either daily (29%) or weekly (35%).

Interesting when asked how often they had deleted an email that they had later regretted 72% said that they had either lost count of the number of times (45%) or had done so occasionally (27%).

Advertising

52% agreed that targeted advertising should not be seen as a negative but a positive benefit to the advertiser and consumer, 23% were 'unsure' and 14% disagreed.

67% agreed that Google were entitled to make their adverts more relevant, 15% were 'unsure' and 7% disagreed.

When asked how they viewed targeted advertising in general 15% found it beneficial, 25% approved providing it was done well, 17% treated it as all other types of advertising but appreciated that it was making the service free, 10% were unsure and 6% disapproved of advertising but if it must be some type of advertising they would rather it was targeted, 11% agreed with the advertising because they were using it to advertise.

Fair Exchange

Asked if they thought the expected benefits were a fair exchange for targeted advertising 70% felt it was, 21% unsure and 4% thought not.

76% of the respondents thought that Gmail would work as a concept, 2% saying that it would but they wouldn't use it, 14% were not sure but would be willing to try.

Leaving aside 12% of the respondents already testing Gmail, 15% had already signed up to use Gmail when available, 57% thought they would and 7% said that they would wait and see.

The Survey

Asked if the survey had increased the respondent's interest in Gmail 35% said 'a lot', 28% 'a bit' and 8% 'not sure', 22% said 'not really' or 'not at all'.

Section 4

Analysis

The results indicate that the majority of the respondents are very interested in Gmail and that they consider the benefits being offered far outweigh any disadvantages. There seems little doubt that the concept of Gmail has significant support and that the majority of people are keen to sign up to Gmail as soon as it becomes available.

Interestingly only a small minority of respondents felt that they were unhappy with their current free email provider and it might be that it is Google's reputation more than anything fundamentally wrong with the service that Hotmail and Yahoo currently provide that is making Gmail attractive.

The majority of respondents regarded the amount of available free e-mail storage as important although when asked how many emails they thought they would need to keep online the storage issue did not seem to be anywhere near what Google were planning to offer, although the majority of respondents did indicate that they sent large attachments on a regular basis.

The vast majority of people had at one time or other deleted emails due to storage issues only to regret it later but whatever the limitations of their current free email providers the majority of respondents had not felt the need to purchase additional 'premium services'. One factor for this may lie in the fact that for the majority of respondents their use of a free email service was for personal use and not as their primary email account.

It would seem that storage and a better method of filing, searching and retrieving emails was something the majority of respondents desired.

Despite the considerable debate over Gmail it would appear that the criticism and concerns aimed at Gmail are not shared by the majority of people.

There would also appear to be a considerable acceptance of advertising and in particular targeted advertising with 25% of the respondents either using it to advertise or finding it a benefit.

Conclusion

It would appear that Google are still very much in tune with their customers and one would expect that with Gmail they have another success on their hands.

Both Yahoo and Hotmail could expect to lose significant market share to Gmail when it becomes available but should gain some comfort in that their current users are not particularly unhappy with the service they provide and if they are able to offer sufficient free storage and provide a better method for filing and retrieving emails then they may be able to compete with Gmail.

In conclusion the answer to the question "Gmail - Is it the end of Google's goody-goody image?" - it would seem not.