

HOW OFTEN DO ELECTRONICS ENTHUSIASTS CHECK E-MAIL? 48.3% OF AFFLUENT USERS REPORT CHECKING ‘CONTINUOUSLY’

New Survey from Home Electronics Journal Reveals
Checking, Receiving E-mail Dominate the Online Experience

CHICAGO (8/1/06) – When electronics enthusiasts were asked how often they check their e-mail, 35.1% of all respondents – including 48.3% of affluent respondents – reported “continuously” in a national consumer electronics purchase-intent survey conducted by the electronics e-magazine *Home Electronics Journal* (HEJ) in conjunction with market intelligence firm BIGresearch.

Another 24.5% of all respondents and 28.2% of those from households with incomes of \$100,000 or more answered that they check for new e-mail messages a few times each day. Only 4.9% (6.3% for the affluent set) responded that they did not log on daily to read e-mail.

When asked for what purposes they use the Internet, 85.8% (96.0% for affluent respondents) reported e-mail and 79.4% (92.7% for the affluent) said research. Other popular responses included shopping (62.7% of all respondents and 83.3% of affluent respondents), travel planning (46.7% and 74.3%), and work (42.7% and 69.5%).

“The online experience for many computer users revolves heavily around e-mail,” said Roy Weiss, publisher of HEJ. “Marketers who fail to include e-mail programs in their interactive marketing mix are missing the boat,” he added.

For a complimentary report on the findings of this recent study, contact Thomas, Townsend & Kent, which publishes HEJ as part of its portfolio of popular e-magazines, at www.thomastownsendandkent.com.

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About Thomas, Townsend & Kent:

Chicago-based Thomas, Townsend & Kent (www.thomastownsendandkent.com) is an online publisher and database marketing firm that specializes in connecting marketers with affluent consumers. The TTK Affluent Americans Database, with detailed purchase-intent information on nearly three million households, is the nation’s most comprehensive database of this highly desirable consumer segment. TTK leverages this proprietary database, along with its various web-based operations, to conduct ongoing surveys with consumers regarding purchases related to their affluent lifestyle. TTK’s clients include Gateway, Holland America, NEC, and Verizon.

About BIGresearch:

BIGresearch is a market intelligence firm providing analysis of consumer behavior in the areas of retail, politics and media. The syndicated Consumer Intentions and Actions Survey (CIA) monitors the pulse of consumers each month to identify opportunities in a fragmented and changing marketplace. BIGresearch's methodology provides the most accurate consumer information in the industry with a margin of error of +/- 1 percent. Complimentary findings are available at www.bigresearch.com