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## E-MAIL

Federal Trade Commission  
Office of the Secretary  
Room 159-H (Annex B)  
600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20580

### Spyware Workshop – Comment, P044509

Dear Commissioners:

I write on behalf of The Hertz Corporation and L.L. Bean, two companies who have been the victims of unauthorized pop-up advertising delivered to their websites by Claria Corporation, formerly known as The Gator Corporation.

Claria Corporation has developed an adware/spyware program known as GAIN AdServer ("GAIN"). GAIN comes bundled with a variety of free software programs offered by Claria or by third-parties with whom Claria has contracted. Some of the third-parties who distribute GAIN bundle it with free file-sharing programs such as Kazaa and DivX.

The Hertz Corporation and L.L. Bean have reason to believe that many consumers who download free software that is bundled with GAIN do not realize that they are downloading GAIN. It is even less likely that other family members sharing the same computer realize that

GAIN has been installed on their computer. Once installed, GAIN software monitors the Internet activities of any person using the computer and causes advertisements to pop up on the user's computer screen when the user attempts to visit a website targeted by one of Claria's advertising customers.

The Hertz Corporation and L.L. Bean each are involved in litigation with Claria in which they have challenged the legality of GAIN advertising. These lawsuits have been consolidated with numerous other lawsuits pending against Claria/Gator in a multi-district litigation captioned *In Re: The Gator Corporation Software Trademark & Copyright Litigation MDL 1517*, USDC, N.D. Ga. (hereinafter "the MDL litigation").

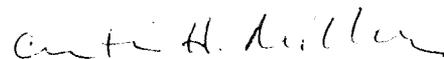
In connection with the MDL litigation, a survey was conducted among 1,436 consumers who have GAIN software installed on their computers. Half of the respondents were specifically questioned about whether they consented to the GAIN download. The survey shows that a majority of these respondents did not consent to have advertisements sent to their computers by GAIN (63.7%) or were not sure whether they had consented (23.1%). Only 13.2% of respondents indicated that they had consented to receive GAIN advertisements. Furthermore, of the 13.2% of respondents who consented to receive GAIN advertisements, less than a third consented to have GAIN monitor their web-surfing behavior to determine what ads might be of interest to them.

The other half of the respondents were asked whether GAIN pop-up advertisements affect their attitude toward the websites on which they appear. One-third (33.2%) said these ads cause them to have a less favorable opinion of the website on which they appear. The reasons given by respondents overwhelmingly related to dislike of pop-up ads and

the intrusion they cause. Only 2.4% said that GAIN ads cause them to have a more favorable opinion of the websites on which they appear. The complete report of this survey is attached as a PDF file. Hard copies of the survey were forwarded by Federal Express on March 17, 2004. The findings relating to consumer consent are presented at pages 22-24. The discussion of consumers' attitudes toward the websites on which GAIN pop-advertising appears is found at pages 18-21.

This survey presents compelling evidence that consumers do not realize that GAIN adware/spyware has been placed on their personal computers, they do not understand how GAIN software operates, they dislike the advertisements delivered by GAIN and they have a less favorable opinion of the websites on which GAIN ads appear. As such, GAIN adware/spyware benefits neither consumers nor competition.

Sincerely,



Christine H. Miller

Enclosure

cc: Peter J. Brann, Esq.  
Brann & Isaacson, LLP

# **Gator Pop-Up Ad Likelihood Of Confusion/Consent Survey**

**In Re:  
THE GATOR CORPORATION SOFTWARE TRADEMARK &  
COPYRIGHT LITIGATION MDL NO. 1517**

**Conducted On Behalf Of:**

**Extended Stay America  
Hertz  
LendingTree  
L.L. Bean  
Overstock.com**

**Quicken Loans  
Six Continents Hotels  
TigerDirect  
United Parcel Service  
Wells Fargo**

**December, 2003**

**D<sup>2</sup> | Research**  
71 South Glen Road  
Kinnelon, NJ 07405  
(973) 492-0100

**#100-4-03**

## TABLE OF CONTENTS

	<u>Page</u>
STATEMENT OF RESPONSIBILITY	2
INTRODUCTION	3
A. Objective	3
B. Survey Design	4
C. Survey Execution	5
CONCLUSIONS	7
SUMMARY OF FINDINGS	10
A. Software Installed On Respondents' Computers	10
B. Belief That Website Was Responsible For Or Gave Permission For The Appearance Of The Pop-Up Ad	12
C. Effect Of GAIN Advertising On Opinion Of The Website	18
D. Did The Consumer Knowingly Consent To Allow GAIN Advertising And Monitoring Of Web Surfing Behavior?	22
DETAILED DESCRIPTION OF SURVEY IMPLEMENTATION	25
APPENDICES:	
TAB 1: Expert Qualifications	
TAB 2: Screen Shots of Websites With And Without Pop-Up Ads	
TAB 3: The Harris Poll Online Panel	
TAB 4: Survey Questionnaire As It Appeared On-Screen	
TAB 5: Survey Questionnaire With Programming Logic	
TAB 6: Data Tables (Weighted) On Which Report Results Are Based	
TAB 7: Unweighted Data Tables	
TAB 8: Verbatim Responses: "Other Companies" Cited In Q. 14.	
TAB 9: Verbatim Responses: Why Less Favorable Toward Website Causing Pop-Up	
TAB 10: Verbatim Responses: Why More Favorable Toward Web- site Causing Pop-Up	
TAB 11: Key Data On Validated Respondents Compared With Non- Validated Respondents	

## STATEMENT OF RESPONSIBILITY

I, Thomas D. Dupont, Ph.D., was responsible for the design of the survey and the survey questionnaire described herein, and am the author of this survey report. All statements of findings and conclusions are my own. It is my opinion that my survey meets or exceeds the survey standards set forth in the Manual for Complex Litigation, Third, i.e.,

- (a) The population was properly chosen and defined.
- (b) The sample chosen was representative of that population.
- (c) The questions asked were clear and not leading.
- (d) The data gathered were accurately reported.
- (e) The data were analyzed in accordance with accepted statistical principles.
- (f) The survey was conducted by qualified persons following proper interview procedures.
- (g) The process was conducted so as to ensure objectivity.

My findings and conclusions are set forth on the pages which follow.

The total cost of this survey, including my time to design and report it, is approximately \$109,000. Post-survey work, if any, will be billed at my standard rate of \$400/hour.

My qualifications, including publications in the past ten years and testimony in the past four years are appended behind Tab 1.

Dated this 10<sup>th</sup> day of December, 2003



Thomas D. Dupont, Ph.D.

## INTRODUCTION

### A. Objective

The Gator Corporation offers various computer programs to the public. These programs are free to the consumer, but they come bundled with software that causes advertising to appear and partially cover the screen when the computer user visits certain websites. Some of these ads "pop-up" and partially cover the website, and some slide over part of the website. For the sake of simplicity, this report will refer to all such advertising messages as "pop-up ads." These pop-up ads caused by the Gator software display Gator's GAIN logo and carry a disclaimer in small print:

"This ad is brought to you by software from the GAIN network. It is not brought to you or sponsored by the web site(s) you are viewing."

Gator Corporation is a party in numerous lawsuits involving website owners on whose sites Gator-generated pop-up ads appear. I was retained by ten such website owners, and asked to design and implement a survey to investigate certain issues relevant to those lawsuits. The ten website owners are:

Extended Stay America	Quicken Loans
Hertz	Six Continents Hotels
LendingTree	TigerDirect
Overstock.com	United Parcel Service
L.L. Bean	Wells Fargo

The survey I designed investigated three issues among computer users who have Gator Corporation software installed on their computers:

1. When a computer user is on a website and encounters a GAIN pop-up ad, does he or she think that the website was responsible for the ad's appearance, or was paid money or otherwise gave permission for the ad to appear?
2. Does the appearance of a pop-up ad on a website cause the consumer to have a less favorable opinion of that website?
3. Did the computer user knowingly consent to allow Gator to send ads to his or her computer, and if so, did the user consent to permit Gator to monitor his or her web surfing behavior to determine what ads might be of interest?

## B. Survey Design

The survey was designed to simulate a situation in which a consumer encounters a Gator-generated pop-up ad on one of several different types of websites. In this case the website owners who commissioned the survey fell into four broad classes:

1. Travel-related sites (Hertz, Extended Stay America, Six Continents Hotels)
2. Shopping sites (L.L. Bean, TigerDirect, Overstock.com)
3. Financial sites (LendingTree, Quicken Loans, Wells Fargo)
4. Shipping sites (United Parcel Service)

The plan for the survey was to test two representative websites in each of the four classes (except for shipping, where UPS was the only member of that class). Thus, the survey tested seven different websites (and seven different Gator-generated pop-up ads). The websites, and the ad that popped up on each website were as follows:

<u>Website Class</u>	<u>Website</u>	<u>Pop-Up Advertiser</u>
Travel-related:	Hertz	Expedia
	Extended Stay America	Radisson
Shopping:	L.L. Bean	Avon
	Tiger Direct	1-800 Inkjets
Financial:	Quicken Loans	Rate My Mortgage
	Wells Fargo	Verizon
Shipping:	United Parcel Service	1-800 Inkjets

As shown above, some of the pop-up ads were in the same class as the website on which they appeared (e.g., in the travel-related class both the pop-up ads were travel advertisers), and some were in different classes (e.g., Ink Jet pop-up on the UPS website; Verizon pop-up on the Wells Fargo website). Five were "pop-ups" and two were "sliders." Thus the survey, by design, tested a diversity of types of websites and types of pop-up ads.

### C. Survey Execution

The survey was conducted among 1,436 consumers who have Gator Corporation software installed on their computers and who are likely to visit one or more of the four classes of websites described above. These respondents were divided into seven sub-groups, or "cells," ranging in size from 202 – 209 respondents, with each cell corresponding to one of the seven aforementioned websites. Each cell was comprised of persons who intend to visit the type of website characterized by that cell. For example, Cell 1 was the Hertz cell. All respondents in that cell said they intended to visit travel-related sites (hotels, car rentals, etc.) in the next 12 months. Respondents in the Hertz cell were shown a "screen shot"<sup>1</sup> of the Hertz website and allowed to look at it for as long as they liked. Then they were shown a screen shot of the Hertz website with a Gator-generated pop-up ad (for Expedia) in front of it. The respondents were then asked questions about what they had seen – questions directed at the survey objectives discussed above. The questions (which are described in detail in the context of the survey results, and also in the section of this report entitled "DETAILED DESCRIPTION OF SURVEY IMPLEMENTATION") were the same in all seven cells, except that they were tailored to refer to the specific website and pop-up advertiser shown in that cell. All the screen shots were taken directly off the internet, and all the pop-up ads were actual Gator-generated pop-ups that included the Gator disclaimer discussed on page 3. The screen shots are appended behind Tab 2.

Survey data collection was the responsibility of Harris Interactive (HI), operators of the famous Harris Poll and its modern-day counterpart, the Harris Poll Online Panel (HPOL). The HPOL is a panel of over three million computer users worldwide who have agreed to participate in surveys in exchange for points that are redeemable for merchandise. HI has extensive data showing that HPOL surveys provide results

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<sup>1</sup> A "screen shot" is in effect a photo of a computer screen, in this case showing the subject website.

that parallel the results of national probability telephone surveys. (See Tab 3 for a detailed discussion of the HPOL online panel).

HPOL surveys, including this one, are conducted by selecting a sample from the panel and sending each such panelist an email invitation that includes a link to the survey that the panelist can click to access the survey. In this survey, panelists were invited to participate in a survey about "internet browsing and websites." When the respondent accessed the survey, he or she was taken through a screening procedure (described in detail later in this report) to identify persons with Gator software on their computers, who intend to visit the types of websites discussed previously, who are not webmasters or other computer professionals, and who have experienced pop-up ads when using the internet.<sup>2</sup> The HPOL software controlled the assignment of each qualified respondent to one of the seven cells, and automatically presented to the respondent the screen shots and question wording appropriate to the respondent's cell assignment. Screen shots of the survey questionnaire as it appeared on-screen are appended behind Tab 4.

Prior to tabulation the survey data were weighted so that the survey sample accurately reflected the on-line population. This weighting, which had only a minor effect on the survey results, is fully described in the DETAILED DESCRIPTION OF SURVEY IMPLEMENTATION beginning on page 25. The weighted data tables on which the survey findings are based are appended behind Tab 6, and the corresponding unweighted data tables are appended behind Tab 7.

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<sup>2</sup> Data on the numbers of persons "screened out" for the various reasons are presented later in this report. Very few (less than 1%) were screened out because they had never experienced pop-up ads.

## CONCLUSIONS

Based upon the findings of this survey I conclude the following:

### 1. Likelihood Of Confusion

A likelihood of confusion exists in that a substantial percentage of consumers with Gator Corporation software installed on their computers perceive that Gator-generated pop-up ads are caused by or permitted by the website on which the pop-up ad appeared. The findings leading to that conclusion are:

- ◆ 29.8% of survey respondents thought the website on which the Gator pop-up ad appeared was responsible for the pop-up ad appearing. (See Table 2, page 13).
- ◆ An additional 10.6% of survey respondents thought the website was paid money or otherwise gave permission for the Gator pop-up ad to appear. (See Table 4, page 16).
- ◆ In total, therefore, 40.4% of survey respondents believed either that the website was responsible for the appearance of the pop-up ad, or was paid money or otherwise gave permission for it to appear. (See Table 5, page 17).

This likelihood of confusion is not limited to certain websites or pop-up ads. Although levels of confusion varied for the different websites tested, all websites and all pop-up ads tested in this survey generated substantial levels of confusion, ranging from 27.0% to 56.4%. In my opinion, considering the range of websites and pop-up ads tested, it is reasonable to conclude that the appearance of any Gator pop-up ad on any website will lead to a substantial likelihood of confusion.

### 2. Opinion Of The Website On Which The Pop-Up Ad Appeared

The Gator pop-up ads cause many consumers to have a less favorable opinion of the website on which the ad appeared. The findings leading to that conclusion are:

- ◆ 33.2% of respondents said that the appearance of the pop-up ad would cause them to have a less favorable opinion of the website (vs. only 2.4% who said it would give them a more favorable opinion). (See Table 6, page 19).

- ◆ Virtually all respondents who said they would have a less favorable opinion of the website stated (often in vehement terms) that pop-up ads are annoying, intrusive or cause interference with what they are trying to do when on the Internet. (See Table 7, page 20).

It was the case that for every website tested in this survey, substantial proportions of consumers, ranging from 25.8% to 44.3%, reported that the pop-up ad would lead to a less favorable opinion of the website. In my opinion, considering the range of websites and pop-up ads tested, it is reasonable to conclude that the appearance of any Gator pop-up ad on any website will lead a substantial proportion of consumers to have a less favorable opinion of that website.

### 3. Consumer Consent

Persons with Gator software on their computers did not knowingly consent to allow Gator-generated pop-up ads and did not consent to allow Gator to monitor their web surfing behavior to determine what ads might be of interest to them. The findings underlying this conclusion are:

- ◆ Most survey respondents (63.7%) said they did not consent to have advertisements sent to their computers by the GAIN Network. (See Table 8, page 23).
- ◆ Among the small minority (13.2%) who did give consent, only 31.5% (i.e., 4.1% of all survey respondents) said they consented to allow GAIN to monitor their web surfing behavior to determine what ads might be of interest to them. (See Table 9, page 24).

### 4. Validity Of The Survey Results

The survey described here was designed and executed with attention to quality and strict survey standards. (See pages 25-38 for a detailed discussion of the survey implementation and validation). Due to the large sample size and representative sample of respondents, the careful questionnaire design (including controls and other precautions to eliminate potential bias), and the independent validation of a significant number of the interviews, I have ruled out chance, noise, and improper

survey or question design as explanations for the results reported herein, and am confident in the conclusions I have drawn.

## SUMMARY OF FINDINGS

### A. Software Installed On Respondents' Computers

The procedure used to identify respondents having Gator Corporation software installed on their computers was to have each respondent access the Add/Remove Programs screen of his or her Windows control panel, and report whether or not specific programs were listed there. All of the Gator programs for which respondents searched are ones that cause GAIN ads to pop-up on the user's computer screen.

Table 1, following, details the specific Gator programs respondents found, as well as certain other programs that were included to avoid the suggestion that the question was concerned only with Gator programs. Many respondents had more than one Gator program.

Table 1  
Software Installed On Respondents' Computers

	Total Sample %	Cell 1 (Hertz) %	Cell 2 (Extended Stay America) %	Cell 3 (L.L. Bean) %	Cell 4 (Tiger Direct) %	Cell 5 (Quicken Loans) %	Cell 6 (Wells Fargo) %	Cell 7 (UPS) %
Gator Programs	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Date Manager	59.9	61.8	58.2	58.6	62.3	60.9	61.7	55.8
Precision Time	53.9	49.1	61.1	59.6	48.1	49.4	52.2	58.4
eWallet	26.9	29.1	27.4	23.9	22.9	26.6	29.3	28.3
OfferCompanion	16.1	15.8	16.7	13.1	19.1	13.6	19.9	14.7
Weatherscope	12.5	10.8	13.1	19.6	10.5	12.1	9.6	12.2
Adobe Acrobat	91.8	86.9	88.2	88.8	93.4	95.2	93.1	96.7
Real/Realone Player	85.7	82.7	86.8	80.0	83.6	89.2	85.9	91.0
Quicktime	69.2	66.0	66.9	63.0	68.7	73.6	76.6	69.4
<b>BASE *</b>	<b>1436</b>	<b>202</b>	<b>205</b>	<b>203</b>	<b>203</b>	<b>205</b>	<b>209</b>	<b>209</b>

\* All base sizes shown in this report are the unweighted (i.e., actual) sample sizes

## B. Belief That Website Was Responsible For Or Gave Permission For The Appearance Of The Pop-Up Ad

After viewing a screen shot of a website (i.e. Hertz, L.L. Bean, etc., depending on the respondent's cell assignment), and then viewing that same website with a GAIN pop-up ad partly covering it, the respondents were asked the following question:

13. Please imagine you were browsing the web and you actually saw that pop-up ad appear when you went to the website you just saw. What company or companies do you think were responsible for that ad appearing on your screen? (Please check as many as apply)

- 1 [Advertiser]
- 2 The GAIN Network
- 3 [Website]
- 4 Intel
- 5 Some other company
- 6 No opinion

In that question, the survey management program inserted the website name (e.g., Hertz) as option #3 and the pop-up advertiser's name (e.g., Expedia) as option #1. The computer program randomized the order in which options 1-4 appeared to eliminate any bias as to position.

One of the names (#4) on the list was Intel. Because it is conceivable that a response could be chosen simply because that response option was listed on the screen, a "control" company name (i.e., Intel) was added to the list.

The results of the question are shown in Table 2. Overall, 32.0% of respondents replied that the website was responsible for the ad appearing on the user's screen, whereas only 2.2% said that the control name, Intel, was responsible (a difference of 29.8%). The 32.0% saying the website was responsible is similar to the percentage (32.4%) who answered (correctly) that the GAIN network was responsible. The percentage saying the website was responsible ranged from 21.8% in the UPS cell to 44.1% in the Wells Fargo cell. After subtracting out the figures for the Intel control, these figures ranged from 20.1% to 41.0%.

Table 2

What Company Or Companies Do You Think Were Responsible For That Ad Appearing On Your Screen?

	Total Sample %	Cell 1 (Hertz) %	Cell 2 (Extended Stay America) %	Cell 3 (L.L.Bean) %	Cell 4 (Tiger Direct) %	Cell 5 (Quicken Loans) %	Cell 6 (Wells Fargo) %	Cell 7 (UPS) %
Pop-Up Advertiser	49.3	63.4	52.8	56.2	42.7	28.5	67.3	33.7
The GAIN Network	32.4	31.8	24.0	30.5	32.4	40.1	22.3	44.4
Website	32.0	34.0	35.7	24.8	34.2	29.7	44.1	21.8
Intel	2.2	3.0	0.5	0.9	1.0	4.7	3.1	1.7
Some Other Company	10.5	6.5	7.9	13.6	8.4	12.6	6.5	18.3
No Opinion	9.5	6.4	9.1	4.8	15.1	15.6	4.6	11.5
<u>Website % - Intel %</u>	<u>29.8</u>	<u>31.0</u>	<u>35.2</u>	<u>23.9</u>	<u>33.2</u>	<u>25.0</u>	<u>41.0</u>	<u>20.1</u>
<b>BASE</b>	<b>1436</b>	<b>202</b>	<b>205</b>	<b>203</b>	<b>203</b>	<b>205</b>	<b>209</b>	<b>209</b>

Q13: Please imagine you were browsing the Web and you actually saw that pop-up ad appear when you went to the website you just saw. What company or companies do you think were responsible for that ad appearing on your screen? Please check all that apply.

Table 2 on the preceding page shows that 10.5% of respondents replied "some other company." Such respondents were asked a follow-up question,

14. You answered "some other company" to the last question. What other company or companies do you mean?

Table 3 shows the answers given by that 10.5%. As Table 3 shows, the most frequent responses were:

- ◆ The advertiser (these were mostly generic responses on the order of "the company the ad was for" or more specific responses such as "a mortgage company" or "a travel agency"). These responses were given by 2.6% of respondents (24.8% of those asked the follow-up question).
- ◆ An ad agency or marketing company (again these were almost entirely generic responses referring to such companies in general). These responses were given by 2.1% of all respondents (20.0% of those asked the follow-up question).

**Table 3**

**What Other Company Or Companies Do You Mean?**

**(Asked Of Those Who Answered "Some Other Company" To Q. 13)**

	<u>Total Sample %</u>
<u>Total Asked</u>	<u>10.5</u>
Advertiser/pop-up advertiser	2.6
Ad agency/marketing company	2.1
Other advertiser (not the one shown)	0.6
ISP/Website hosting company	0.4
Gator	0.3
Host website	0.3
Comments re pop-ups in general	0.2
All other responses	1.8
Don't Know	2.3
<u>Did not answer "some other company"</u>	<u>89.5</u>
<b>BASE</b>	<b>1436</b>

Q14: What other company or companies do you mean?

Those respondents who did not indicate in Q13 that the website was responsible were asked whether the website was paid money or otherwise gave permission for the pop-up ad to appear. They were also asked a parallel question using Intel as a control. Half were asked Q15 first and half were asked Q16 first. The questions were:

15. If you saw that pop-up ad appear on your computer screen when you went to the [Website] website, would you think [Website] was paid money or otherwise gave permission to allow the ad to appear?
  - 1 YES
  - 2 NO
  - 3 NO OPINION
  
16. If you saw that pop-up ad appear on your computer screen when you went to the [Website] website, would you think Intel was paid money or otherwise gave permission to allow the ad to appear?
  - 1 YES
  - 2 NO
  - 3 NO OPINION

In response to those questions, 35.2% of respondents responded affirmatively that the website was paid money or otherwise gave permission for the ads to appear, and 24.6% replied affirmatively that Intel (the control) was paid money or otherwise gave permission. Subtracting the affirmative responses to the Intel control from the affirmative responses regarding the website yields a figure of 10.6% indicating that the website was paid money or otherwise gave permission for the ad to appear. These "net of control" figures ranged from 3.1% in the L.L. Bean cell to 23.2% in the Tiger Direct cell. Complete results for the total respondents and all seven cells are shown in Table 4, following.

Table 4

Would You Think (Website) Was Paid Money Or Otherwise Gave Permission To Allow The Ad To Appear?  
 Would You Think Intel Was Paid Money Or Otherwise Gave Permission To Allow The Ad To Appear?

Website	Total Sample %	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7
		(Hertz) %	(Extended Stay America) %	(L.L. Bean) %	(Tiger Direct) %	(Quicken Loans) %	(Wells Fargo) %	(UPS) %
Yes	35.2	33.3	27.4	32.1	41.9	39.4	30.6	42.1
No	26.6	27.7	26.5	35.6	18.2	20.5	24.0	31.2
No Opinion	6.3	5.1	10.4	7.3	5.6	10.4	1.6	5.0
Not Asked *	32.0	34.0	35.7	24.8	34.2	29.7	44.1	21.8
<u>Intel</u>								
Yes	24.6	27.0	19.3	29.0	18.7	27.5	17.8	32.1
No	28.8	27.8	26.9	32.6	25.9	21.7	30.9	37.1
No Opinion	14.5	11.2	17.3	13.4	21.2	21.1	7.2	9.0
Not asked *	32.0	34.0	35.7	24.8	34.2	29.7	44.1	21.8
<u>Website Yes % - Intel Yes %</u>	<u>10.6</u>	<u>6.3</u>	<u>8.1</u>	<u>3.1</u>	<u>23.2</u>	<u>11.9</u>	<u>12.8</u>	<u>10.0</u>
<b>BASE</b>	<b>1436</b>	<b>202</b>	<b>205</b>	<b>203</b>	<b>203</b>	<b>205</b>	<b>209</b>	<b>209</b>

\* Not asked because website named as being responsible for the appearance of the ad in Q. 13

Q15: If you saw that pop-up ad appear on your computer screen when you went to the (Website Name) website, would you think (Website Name) was paid money or otherwise gave permission to allow the ad to appear?

Q16: If you saw that pop-up ad appear on your computer screen when you went to the (Website Name) website, would you think Intel was paid money or otherwise gave permission to allow the ad to appear?

Table 5, below, summarizes the results shown in Tables 2 & 4 and presents the combined results of the two questions showing the percentage of respondents who thought the website either was responsible for the pop-up ad appearing or was paid money or otherwise gave permission for the pop-up ad to appear. The first line shows that among all survey respondents, 29.8% indicated in Q. 13 (after subtracting out the Intel control) that the website was responsible for the appearance of the pop-up. Then, in Q. 15 an additional 10.6% (again, after subtracting the Intel control) replied that the website was paid money or otherwise gave permission. These figures add to 40.4%, as shown in the right-hand column. Thus, taking the results of both questions, 40.4% of survey respondents believed that the website was responsible for the pop-up ad appearing or was paid money or otherwise gave permission for the pop-up ad to appear. The figures for the individual cells ranged from 27.0% (L.L. Bean) to 56.4% (Tiger Direct).

**Table 5**  
**Belief That Website Was Responsible For**  
**Or Was Paid/Gave Permission For The Pop-Up**  
**Combined Results of Q. 13 And Q. 15, "Net Of Control"**

	<u>Q.13 Net</u> <u>Responsible</u> <u>%</u>	<u>Q.15: Net</u> <u>Paid Or Permitted</u> <u>%</u>	<u>Total</u> <u>%</u>
TOTAL	29.8	10.6	40.4
Hertz	31.0	6.3	37.3
Extended Stay America	35.2	8.1	43.3
L.L. Bean	23.9	3.1	27.0
Tiger Direct	33.2	23.2	56.4
Quicken Loans	25.0	11.9	36.9
Wells Fargo	41.0	12.8	53.8
UPS	20.1	10.0	30.1

### C. Effect Of GAIN Advertising On Opinion Of The Website

After the questions about responsibility or permission for the pop-up ad appearing (reported in Tables 3-5), the survey sample was split in half, with some respondents receiving questions about their opinion of the website and others receiving questions about giving permission to Gator to display advertisements. The opinion questions were as follows:

17. And again, assuming you were actually using the Web and saw that pop-up ad appear on your computer screen when you went to the [WEBSITE NAME] website, would you have:

A more favorable opinion of [WEBSITE NAME]  
A less favorable opinion of [WEBSITE NAME]  
It would not affect my opinion of [WEBSITE NAME]

NOTE: The "more" and "less" favorable options were rotated.

18. Please explain why you would feel that way. *Please be as specific as possible.* [NOTE: This question not asked of those who said it would not affect their opinion].

As shown in Table 6, most respondents (64.3%) said it would not affect their opinion of the company whose website they were on. However, those whose opinion was affected were almost all affected negatively; 33.2% of respondents said they would have a less favorable opinion of the company, versus 2.4% who would be more favorable. The "less favorable" opinions ranged from 25.8% (Hertz) to 44.3% (Tiger Direct).

**Table 6**  
**Effect Of Pop-Up Ad Appearance On Opinion Of Website**

	<b>Total Sample %</b>	<b>Cell 1 (Hertz) %</b>	<b>Cell 2 (Extended Stay America) %</b>	<b>Cell 3 (L.L.Bean) %</b>	<b>Cell 4 (Tiger Direct) %</b>	<b>Cell 5 (Quicken Loans) %</b>	<b>Cell 6 (Wells Fargo) %</b>	<b>Cell 7 (UPS) %</b>
Would have a more favorable opinion of the website	2.4	2.0	9.3	-	3.8	0.2	0.8	1.1
Would have a less favorable opinion of the website	33.2	25.8	30.1	26.3	44.3	35.8	36.0	34.4
Would not affect my opinion of the website	64.3	72.2	60.5	73.7	51.9	63.9	63.2	64.5
<b>BASE</b>	<b>732</b>	<b>114</b>	<b>101</b>	<b>97</b>	<b>104</b>	<b>106</b>	<b>101</b>	<b>109</b>

Q17: And again, assuming that you were actually using the Web and saw that pop-up ad appear on your computer screen when you went to the [WEBSITE NAME] website, would you have...?

A more favorable opinion of [WEBSITE NAME]

A less favorable opinion of [WEBSITE NAME]

It would not affect my opinion of [WEBSITE NAME]

As shown in Table 7, below, for all but a handful of respondents the reasons for having a less favorable opinion had to do with a strong dislike for pop-up ads. The most frequent responses, by 40.7% of respondents, were that pop-ups are annoying, intrusive, and interrupt what you are doing. Nearly 17% of respondents (16.9%) noted that pop-ups block the screen and interfere with your ability to do what you went to the website to do. These categories do not fully capture the vehemence of some of the comments about pop-ups, which may be seen in the verbatim responses behind Tab 8.

**Table 7**  
**Reasons For Having A Less Favorable Opinion Of The Website**  
**(Respondents From All Seven Cells Combined)**

	<u>Respondents Stating Their Opinion Would Be Less Favorable</u>
	%
<u>Dislike pop-ups</u>	<u>96.8</u>
Pop-ups are annoying/intrusive/interruption	40.7
Pop-ups interfere with the site I'm on	16.9
Dislike/hate pop-ups (reason not given)	13.7
Sites should not permit pop-ups/think less of sites that permit	8.5
Site is putting profit ahead of customer satisfaction	6.9
Will avoid sites with pop-ups	4.5
Pop-ups are like spam and telemarketers	3.4
Will not buy from pop-up advertiser	0.6
All other negatives re: pop-ups	1.7
All other responses	3.2
<b>BASE **</b>	<b>265</b>

\*\* Asked of the 33.2% who said they would be less favorable

Q18: Please explain why you feel that way. *Please be as specific as possible.*

There were 14 respondents (out of the 732 asked this question) who said the pop-up ad would make them have a more favorable opinion of the company on whose website it appeared, seven of whom said the reason was that the ad provided good rates or useful information. The other comments varied, including two who made negative comments about pop-ups. All 14 responses are appended behind Tab 10.

**D. Did The Consumer Knowingly Consent To Allow GAIN Advertising And Monitoring Of Web Surfing Behavior?**

The respondents who were not asked the website opinion questions reported in the previous section were asked two questions regarding consent given to GAIN. These questions were:

Q19: Did you ever consent to have advertisements sent to your computer by the GAIN network?

Q20: [IF "YES" TO Q. 19] Did you ever consent to have the GAIN network monitor your Web-surfing behavior to determine what ads might be of interest to you?

As shown in Table 8, 13.2% of respondents said they did give consent, 63.7% said they did not, and 23.1% said they weren't sure. In the individual cells the percentages saying they did not give consent ranged from 53.9% (Tiger Direct) to 71.9% (UPS).

Table 8

Did You Ever Consent To Have Advertisements Sent To Your Computer By The GAIN Network?

	Total Sample %	Cell 1 (Hertz) %	Cell 2 (Extended Stay America) %	Cell 3 (L.L.Bean) %	Cell 4 (Tiger Direct) %	Cell 5 (Quicken Loans) %	Cell 6 (Wells Fargo) %	Cell 7 (UPS) %
Yes	13.2	11.1	6.8	14.6	9.3	17.2	16.5	16.0
No	63.7	58.3	67.7	69.0	53.9	67.9	55.5	71.9
Not Sure	23.1	30.6	25.5	16.4	36.8	14.9	28.0	12.1
<b>BASE</b>	<b>704</b>	<b>88</b>	<b>104</b>	<b>106</b>	<b>99</b>	<b>99</b>	<b>108</b>	<b>100</b>

Q19: Did you ever consent to have advertisements sent to your computer by the GAIN network?

Those respondents who replied "Yes" to the question concerning giving consent to receive GAIN advertisements were asked the second question, concerning whether or not they gave consent to allow GAIN to monitor their web surfing behavior. These results are reported in Table 9, below, and show that among the 13.2% of respondents who did acknowledge giving permission to receive GAIN ads, 40.2% said they did not give permission for GAIN to monitor their web surfing behavior. In total, only 4.1% of respondents said they consented to receive GAIN pop-up ads AND gave permission to allow GAIN to monitor their web surfing behavior.

**Table 9**  
**Did You Ever Consent To Have The GAIN Network**  
**Monitor Your Web-Surfing Behavior To Determine**  
**What Ads Might Be Of Interest To You?**

	<u>Total</u> <u>Sample</u> <u>%</u>	<u>Total Asked</u> <u>(Consented To</u> <u>Receive GAIN Ads)</u> <u>%</u>
Yes	4.1	31.5
No	5.3	40.2
Not Sure	3.8	29.3
Not Asked *	86.8	-
<b>BASE</b>	<b>704</b>	<b>92</b>

\* Not asked because the respondent did not indicate in Q. 19 that consent had been given to receive GAIN advertisements

Q20: Did you ever consent to have the GAIN network monitor your Web-surfing behavior to determine what ads might be of interest to you?

## DETAILED DESCRIPTION OF SURVEY IMPLEMENTATION

The survey was conducted via the Internet among the Harris Poll Online consumer panel. The panel is described in detail in the "Harris Poll Online Panel" section behind Tab 3. The procedure was as follows:

At my direction, a random sample stratified by age, gender and geographic region was drawn from the Harris Poll Online Panel, with the objective that this sample would match the age, gender and geographic region distributions of the U.S. population having access to the Internet (as documented by a Harris Poll national probability sample telephone survey). Only persons age 21 and over residing in the United States were selected. These panelists were invited to participate in an online survey about "Internet browsing and websites." The survey had three parts – screening, exposure to a website stimulus, and questions asked about the stimulus. These three parts are described in more detail, as follows.

### 1. Screening

The screening section screened out IT professionals, persons not running Windows 95 or later,<sup>3</sup> persons who did not have Gator software installed on their computers, and persons who have never experienced "pop-up" ads. Additional screening questions were asked to identify the types of websites the panelist is likely to visit in the next 12 months. This information was used to randomly assign respondents to one of seven "cells," corresponding to seven different websites that have been recipients of GAIN pop-up ads.

The screening questions, including a few other introductory questions, were as follows:

Welcome! This survey is about browsing the internet and websites. We will begin by asking you some basic classification questions that will help us customize the survey for you. Please be assured that all responses will remain confidential.

---

<sup>3</sup> Gator software requires Windows 95 or later.

1. Are you...?

- 1 Male
- 2 Female

2. In what year were you born? [TERMINATE IF AFTER 1982]

3a. In what country or region do you currently reside? [TERMINATE NON-US RESIDENTS]

3b. What is your residential zip code?

4. What type of personal computer are you using to take this survey? [MUST BE "1", OTHERWISE TERMINATE]

- 1 PC running Microsoft Windows 95, 98, 2000, Me, XP, NT
- 2 PC running Windows 3.1 or earlier
- 3 PC running operating system other than Windows
- 4 MAC
- 5 Other

5. Are you a webmaster, IT professional, professional software developer, computer security specialist or website designer?

- 1 YES (TERMINATE)
- 2 NO

6. The next part of the survey deals with some programs you may have on your computer. We are going to ask you to look on your computer to see if you have some specific programs. We'll show you how in the next screen. For now, please write down on a piece of paper the names of the eight programs listed below (or if you wish you can print this screen by clicking File:Print):

Adobe Acrobat  
Date Manager  
Gator eWallet  
OfferCompanion  
Precision Time  
Quicktime  
Realplayer (or Realone Player)  
Weatherscope

7. Now, this is how you search for these programs on your computer. (This should take less than a minute and will not affect your computer in any way). You may find it helpful to print this screen (click File:Print) so you can refer to it.

- ◆ Click on the Start button in the lower left hand corner of your screen. Then click on "Settings" and "Control Panel."
- ◆ When the Control Panel screen comes up, double-click on "Add/Remove Programs." You will see a list of programs installed on your computer.
- ◆ Scroll down the list of programs and make a checkmark on your piece of paper beside any programs that appeared on your screen. *Do not click on any of the programs on the Add/Remove Programs screen!*
- ◆ After you've finished making your checkmarks, close the Add/Remove Programs screen and exit the Control Panel.

8. You should now be back in the survey and have made checkmarks on your paper list indicating which of those programs you have. Please check off below which ones you have. *(Please check all that apply)*. [TO QUALIFY, 2,3,4,5 OR 8 MUST BE CHECKED]

- 1 Adobe Acrobat
- 2 Date Manager
- 3 Gator eWallet
- 4 OfferCompanion
- 5 Precision Time
- 6 Quicktime
- 7 Realplayer (or Realone Player)
- 8 Weatherscope

9. Which of the following types of websites, if any, do you think you are likely to visit in the next 12 months? *(Please check all that apply)*

- 1 Travel related websites (hotels, car rentals, etc.)
- 2 On-line shopping sites (clothing, household goods, computer supplies, etc.)
- 3 Financial services sites (banks, credit cards, mortgages, loans, financial information, etc.)
- 4 Package delivery company sites (UPS, Federal Express, Airborne, etc.)
- 5 Auction sites (eBay, Yahoo Auctions, etc.)
- 6 I do not expect to visit any of these types of sites

10. For the next part of the survey we want you to imagine that you are browsing the web and going to various websites. When you are viewing a website, have you ever seen an ad pop up or slide onto the screen so the ad partially covers the website you are viewing?

- 1 YES
- 2 NO (TERMINATE)
- 3 NOT SURE (TERMINATE)

## 2. Exposure To The Stimuli

The survey respondent then saw a "screen shot" of a website, followed by a screen shot of that same website with a pop-up ad partially covering it. Specifically, they were told:

11. Before answering the next question we want to show you a screen shot of the [Website] website.

Please click the NEXT button below to see the screen shot, and when you have looked at it for as long as you think you normally would when on the web, click the NEXT button to resume the survey.

(You may have to scroll down or sideways to see the whole screen shot and the NEXT button).

{INSERT SCREEN SHOT 1}

12. In this survey we will refer to ads that pop up or slide onto the screen as "pop-up ads."

On the next screen you will see a screen shot of the [Website] website with a "pop-up" ad in front of it. Please click the NEXT button below to see the screen shot, and when you have looked at it for as long as you think you normally would when on the web, click the NEXT button to resume the survey.

(You may have to scroll down or sideways to see the whole screen shot and the NEXT button).

{INSERT SCREEN SHOT 2}

### Description of Cells, Websites and Pop-Up Advertisers

<u>Cell</u>	<u>Type of Website Intend To Visit</u>	<u>[Website]</u>	<u>[Pop-Up Advertiser]</u>
1	Travel	Hertz	Expedia
2	Travel	Extended Stay America	Radisson
3	Shopping	L.L. Bean	Avon
4	Shopping	Tiger Direct	1-800 Inkjets
5	Financial	Quicken Loans	Rate My Mortgage
6	Financial	Wells Fargo	Verizon
7	Package Delivery	UPS	1-800 Inkjets

The screen shots are appended behind Tab 2.

### 3. Survey Questions Relating To Confusion

The respondents were then asked a question (Q. 13) to determine whether they believed that the website was responsible for the appearance of the pop-up ad. If a respondent did not believe the website was responsible, he or she was asked two questions (Q. 15 & Q. 16) whose purpose was to determine whether the respondent believed that the website was paid money or otherwise gave permission for the ad to appear. Question 16 was a "control" question, whose purpose is explained fully in Section 5. In each question the online survey computer program inserted the appropriate website name and advertiser name, depending on the cell to which the respondent was assigned.

13. Please imagine you were browsing the web and you actually saw that pop-up ad appear when you went to the website you just saw. What company or companies do you think were responsible for that ad appearing on your screen? (Please check as many as apply)

- 1 [Advertiser]
- 2 The GAIN Network
- 3 [Website] [IF CHECKED, DO NOT ASK Q. 15 & 16]
- 4 Intel
- 5 Some other company [ASK Q. 14]
- 6 No opinion

Order of options 1-4 randomized

14. You answered "some other company" to the last question. What other company or companies do you mean? (Please type in below)

[ROTATE ORDER OF ASKING 15 & 16]

15. If you saw that pop-up ad appear on your computer screen when you went to the [Website] website, would you think [Website] was paid money or otherwise gave permission to allow the ad to appear?

- 1 YES
- 2 NO
- 3 NO OPINION

16. If you saw that pop-up ad appear on your computer screen when you went to the [Website] website, would you think Intel was paid money or otherwise gave permission to allow the ad to appear?

- 1 YES
- 2 NO
- 3 NO OPINION

4. Survey Questions Relating To Opinion Of The Website And Granting Gator Permission To Send Pop-Up Ads And Monitor Web Surfing Behavior

At this point in the survey the sample was split in half, such that half the respondents in each cell were asked how the appearance of a pop-up ad on a website would affect their opinion of that website (Q. 17 & 18) and half were asked whether they consented to allow Gator to send pop-up ads and, if they did consent, whether they also consented to allow Gator to monitor their web surfing behavior (Q. 19 & 20). The purpose of splitting the sample was to avoid any possibility that questions 17 & 18 might influence the responses to questions 19 & 20, and vice versa. The questions were:

17. And again, assuming that you were actually using the web and saw that pop-up ad appear on your computer screen when you went to the [Website] website, would you have:

- 1 A more favorable opinion of [Website], OR
- 2 A less favorable opinion of [Website], OR
- 3 It would not affect your opinion of [Website]

18. Please explain why you would feel that way. *Please be as specific as possible.*

19. Did you ever consent to have advertisements sent to your computer by the GAIN network?

- 1 YES
- 2 NO
- 3 NOT SURE

20. (IF YES TO Q. 19) Did you ever consent to have the GAIN network monitor your web surfing behavior to determine what ads might be of interest to you?

- 1 YES
- 2 NO
- 3 NOT SURE

The entire survey questionnaire, as it appeared on-screen, is appended behind Tab 4. A paper version of the questionnaire with programming instructions related to rotations, randomization, skip patterns and so forth is appended behind Tab 5.

#### 5. Controls

Question 13, above, is a multiple-choice question, and as such suggests what the possible responses might be. One of the response options in that question is the owner of the website the respondent saw (e.g., Hertz, L.L. Bean, etc.). It is conceivable that a response could be chosen simply because that response option was listed on the screen. Numerous steps were taken to counteract and control for that possibility:

- ◆ The order of the response options was randomized so that the position of the response option in the list of answers could not influence responses.
- ◆ In order to minimize guessing the response options included "some other company" and "no opinion."
- ◆ Since the pop-up ad included a GAIN disclaimer, "The GAIN Network" was one of the response options listed.
- ◆ To account for guessing or "suggestiveness," a "control" company name (Intel) was added to the list. This name was chosen because it is plausible (i.e., it is computer-related) but not connected with any of the websites or pop-up advertisers used in the study. In calculating the percentage of respondents who

thought the website was responsible for the pop-up ad appearing, the percentage of respondents choosing the "Intel" option was subtracted from the percentage choosing the website option.

- ◆ The response options to the question were balanced and comprehensive. They included two "correct" answers (the pop-up advertiser's name and the GAIN network), two "incorrect" answers (the website name and Intel), and two other alternatives ("some other company" and "no opinion"). Respondents were free to select as many answers as applied.

Those respondents who did not think the website was responsible for the appearance of the ad were asked question 15, which is a YES/NO/NO OPINION question as to whether the website was paid money or otherwise gave permission for the ad to appear. A similar question, question 16, asked whether Intel was paid money or otherwise gave permission for the ad to appear. The order of these two questions was rotated, so half the respondents got asked question 15 first, and half got asked question 16 first. In analyzing the results, the percentage saying "YES" to the Intel question (Q.16) was subtracted from the percentage saying "YES" to the website question (Q.15).

A further control feature in the survey, in order to avoid any possible position bias, was the rotation of the "yes" and "no" response options in key survey questions. In questions 10, 15, 16, 18 and 19, half the respondents were presented with the YES option first, and half were presented with the NO option first. A similar procedure was employed in question 17, where half the respondents were presented with the MORE FAVORABLE option first and half were presented with the LESS FAVORABLE option first.

## 6. Survey Implementation

As described earlier, Harris Interactive drew a sample of potential respondents from their Harris Poll Online panel of internet users. Potential respondents were sent an email invitation to participate in the survey. The invitation contained a unique (to each panelist) URL link to access the survey. Two to three days after the initial invitation, non-responders were sent a reminder email encouraging them to log on. This

process – drawing a sample and then sending invitations and reminders – was repeated four times over the course of the data collection period (August 11 – 27, 2003) until the targeted number of interviews had been completed. The total number of respondents was 12,210, 1,472 of whom qualified for the survey.<sup>4</sup> The following table shows how, step by step, respondents were screened out until we were left with the 1,472 who met all the screening qualifications.

#### Screening Results

	#	%
<u>Total respondents screened</u>	<u>12,210</u>	<u>100.0</u>
Under 21, non resident of U.S.	6	*
Not running Windows 95 or later	862	7.1
Webmaster, computer professional, etc.	920	7.5
No Gator Corp. software	7,763	63.6
No intent to visit travel, shopping, finance or package delivery sites	228	1.9
Over quota (cells filled)	241	2.0
No or not sure to whether ever experienced pop-up	29	0.2
Broke off mid-interview **	689	5.6
Completed interviews	1,472	12.1

\* Less than 0.1%

\*\* The 689 persons who broke off the interview dropped out at various points, some during the screening and some after they had passed the screening

#### 7. Statistical Precision (Margin of Error)

"Statistical precision" for a survey is expressed as a plus or minus "margin of error" factor applied to the percentages obtained in a survey, at a particular statistical "confidence level" (which, traditionally, is 95%). For example, a newspaper report of a

<sup>4</sup> There actually were somewhat more qualified respondents than this, but as the survey neared its end some of seven survey cells were filled, and panelists who qualified only for a closed cell and not an open one were not interviewed.

survey might say "the 60% approval rating for President Bush is accurate to within plus or minus 2.5 percentage points. That means that if the survey was repeated 100 times, 95 times out of 100 Mr. Bush's approval rating would be between 57.5% and 62.5%."

Statistical precision is primarily a function of sample size and the percentage of respondents in the survey who answer in a given way; precision increases with sample size and decreases as percentages approach 50%. The following table presents the confidence intervals (margins of error) for the survey reported here, for the various sample sizes discussed in this report.

**Confidence Intervals (+/-) For Various  
Sample Sizes At 95% Level Of Confidence**

<b>Percentage Giving Particular Answer</b>	<b>Total Sample (1,436)</b>	<b>Half Sample (700)</b>	<b>Unfavorable Toward Website (265)</b>	<b>Individual Cell (203)</b>	<b>Half Cell (100)</b>
	<u>+/-</u>	<u>+/-</u>	<u>+/-</u>	<u>+/-</u>	<u>+/-</u>
5% or 95%	1.1	1.6	2.6	3.0	4.3
10% or 90%	1.6	2.2	3.6	4.1	5.9
20% or 80%	2.1	3.0	4.8	5.5	7.8
30% or 70%	2.4	3.4	5.5	6.3	9.0
40% or 60%	2.5	3.6	5.9	6.7	9.6
50%	2.6	3.7	6.0	6.9	9.8

Tables 1-5 in this report cite data for the total sample (1,436 respondents) and individual cells (which average about 203 respondents per cell). Tables 6, 8 & 9 report data on half the total sample and half of an individual cell. Table 7 reports data on the 265 respondents who had a less favorable opinion of the website.

The preceding table is appropriate in interpreting the results of the various "raw" percentages reported in the survey. However, it is not appropriate for the interpretation of the "net" percentages shown in Table 5, and at the bottom of Tables 2 and 4. Those percentages were obtained by subtracting one percentage from another, and

accordingly, require a different confidence interval calculation. The margins of error for the "net confusion" percentages cited in Table 5 of this report are shown in the following chart.

**Confidence Intervals (+/-) For Percentages Indicating  
The Belief That The Website Was Responsible For  
Or Was Paid/Gave Permission For The Pop-Up**

**Combined Results of Q. 13 And Q. 15, "Net Of Control"**

	<u>Q.13 Net Responsible</u>		<u>Q.15: Net Paid Or Permitted</u>		<u>Combined</u>	
	<u>%</u>	<u>+/-</u>	<u>%</u>	<u>+/-</u>	<u>%</u>	<u>+/-</u>
TOTAL	29.8	2.5	10.6	2.5	40.4	3.5
Hertz	31.0	6.7	6.3	6.7	37.3	9.5
Extended Stay America	35.2	6.5	8.1	6.2	43.3	9.0
L.L. Bean	23.9	6.0	3.1	6.8	27.0	9.0
Tiger Direct	33.2	6.5	23.2	6.6	56.4	9.3
Quicken Loans	25.0	6.6	11.9	6.9	36.9	9.5
Wells Fargo	41.0	6.9	12.8	6.2	53.8	9.3
UPS	20.1	5.7	10.0	7.0	30.1	9.0

Thus, the confidence interval for the net confusion shown in this survey (reported in Table 5) is +/- 3.5 percentage points when all cells are combined and in the range of +/- 9.0 – 9.5 percentage points for the individual cells. The confidence interval for the answers indicating a less favorable opinion of the website (Table 6) is about +/- 3.5% for the total sample and in the range of +/- 8.3 – 9.7 percentage points for the individual cells. The confidence interval for respondents who did not consent to have GAIN advertisements sent to their computers (Table 7) is about +/- 3.5 percentage points for the total sample and in the range of +/- 9.0 – 9.8 percentage points for the individual cells.

## 8. Verification

A verification procedure was implemented in which each respondent was asked to provide his or her first name and telephone number.<sup>5</sup> Slightly over half the respondents (784) did so. These individuals were called back via telephone by Maximum Research, Inc. of Cherry Hill, NJ. The purpose of the callback was to verify that (a) the person was a Harris Poll Online panelist and (b) that he or she participated in the survey. Maximum Research was successful in contacting 537 of the 784 respondents who provided phone numbers (68%). Of these, 501 validated positively as panelists who personally completed the survey. There were 36 who did not validate, seven who were not themselves panelists and 29 who were panelists but said they did not personally participate in the survey. Although we do not know for certain, it is our presumption that in those 29 cases someone else in the household participated on the panelist's behalf. In any event, all 36 of the interviews that did not validate were deleted from the database prior to tabulation.

We conducted an analysis comparing three groups of respondents on key variables. The three groups were:

- ◆ Those who did not provide a phone number (688).
- ◆ Those who provided a phone number but we could not reach them (247).
- ◆ Those who were reached and were valid (501).

That analysis (appended behind Tab 11) showed no statistically significant differences in responses among the above three groups on any of the key variables; accordingly they may be treated as identical with one another.

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<sup>5</sup> Harris Interactive does not know each panelist's telephone number; therefore, telephone numbers must be provided voluntarily by the panelists.

## 9. Data Weighting

The sampling plan for this survey was designed to ensure that the respondents who logged on to complete the survey paralleled the internet user population, in terms of age, gender and geographic region.<sup>6</sup> This sampling plan objective was largely met with respect to age and gender, but not as regards region; there were proportionately more respondents from the Pacific census sub-region than in the internet user population. Accordingly, statistical sample balancing<sup>7</sup> was applied to the data to bring the data perfectly in line with the proper age, gender and geographic parameters. In addition, the respondent's educational level was added to the mix of variables to be balanced. The population parameters which formed the criteria for weighting were obtained from a Harris Poll national probability telephone survey conducted in August, 2003. A comparison of the balanced (weighted) data with the raw unweighted data showed there to be no statistically significant differences between the weighted and unweighted data on the key survey variables (those reported in Tables 1-9 of this report), and no differences that were meaningful in terms of the overall survey conclusions. However, as the survey is being used in an adversarial proceeding, and because the weighted data tended to be slightly more favorable toward the adversary (i.e., Gator), I elected, as a conservative measure, to use the weighted data as the basis for the findings reported here. The weighted and unweighted data tables are appended behind Tabs 6 and 7, respectively.

There was one other adjustment applied to the data. In the survey there are two closed-end yes/no questions (Q. 15 & 16) which ask, respectively, whether the web-

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<sup>6</sup> This applied to the total respondents, not the subset that qualified for the survey by, among other things, having Gator software installed on their computers. We recognized from the outset that this subset could very well differ from the general internet user population.

<sup>7</sup> The procedure used is known as "iterative proportional fitting" and referred to by some as "rim weighting." The procedure was devised by W. Edwards Deming and Frederick F. Stephan, first published in their December, 1940 paper, "On a Least Squares Adjustment of a Sampled Frequency Table when the Expected Marginal Totals are Known," in Volume 11 of *The Annals of Mathematical Statistics*, pages 427-444, and further explicated in Chapter 7 of Deming's book, *Statistical Adjustment of Data* (New York: John Wiley & Sons, 1943).

site (Q. 15) and whether Intel (Q. 16) gave permission for the pop-up ad appear. The order of asking these questions was to be rotated so that half the time Q. 15 was first and half the time Q. 16 was first. On a total sample basis this was largely accomplished, but the individual cells deviated from a perfect 50:50 split, particularly after the data were weighted. Consequently, the data on these questions was weighted to bring the rotation order in each cell to the proper 50:50 ratio.

#### 10. "Soft Exit" Questions

Harris Interactive has two policies that apply to all surveys they conduct, in order to maximize consumer satisfaction with the survey process. One policy is that all surveys should contain "soft exit" questions. These are questions that are asked of all respondents, including those who do not qualify for the bulk of the questions in the survey, in order that those people will be able to answer some questions and therefore feel that their participation was valuable. Soft exit questions are designed to be consistent with the general subject matter of the survey, but unrelated to the survey objectives. The ones used in this survey were as follows:

Now we'd like to ask you a few questions regarding online shopping.  
Have you ever made an online purchase?

- 1 Yes
- 2 No

(IF YES) How long ago was your recent online purchase?

- 1 Less than 2 weeks ago
- 2 2 - 4 weeks ago
- 3 1 - 2 months ago
- 4 3 - 4 months ago
- 5 More than 4 months ago
- 6 Don't recall

What types of products would you consider purchasing online? *Please select all that apply.*

- 01 Books
- 02 Music
- 03 Collectibles
- 04 Toys
- 05 Automobiles
- 06 Electronic equipment
- 07 Furniture
- 96 Other
- 97 None of these

If you were to make an online purchase, how important would it be to you that you receive the product the next day?

- 1 Not at all important
- 2 Somewhat important
- 3 Important
- 4 Very important
- 5 Extremely important

The other Harris Interactive policy relating to consumer satisfaction is that all survey respondents may see some of the results of the survey. The results they are allowed to see, by clicking on a special link, are selected results of the "soft exit" questions.

## **EXPERT QUALIFICATIONS**

## CURRICULUM VITAE OF THOMAS D. DUPONT, Ph.D.

### Professional Experience

1993 - Present	President, D <sup>2</sup> Research, Kinnelon, N. J.
1989 - 1993	President, Oxtoby-Smith Inc., New York, N.Y.
1970 - 1989	Oxtoby-Smith Inc., New York, N.Y. (Various titles)
1968 - 1970	Instructor/Assistant Professor of Psychology, Indiana University-Purdue University at Indianapolis

### Publications And Addresses - Past Ten Years

2001	"Use of Surveys and Survey Experts in Trademark Litigation," <u>Practical Tips on Trademark Litigation</u> , American Bar Association, Section of Intellectual Property Law, April, 2001
1998	"The Value of the Survey Expert in Lanham Act Deceptive Advertising Challenges," <u>Advanced Consumer Protection -- Mastering The Challenge</u> , American Bar Association, Section of Antitrust Law, February, 1998
1996	"Analysis of Consumer Perception Surveys," <u>Transcript Proceedings: NAD Workshop VI: Consumer Perception Communication Surveys</u> , National Advertising Division, Council of Better Business Bureaus, June 1996
1996	"How Researchers Can Be Effective Partners in the Advertising Development Process," <u>Quirk's Marketing Research Review</u> , March 1996
1993	"Trends In Expert Witness Testimony," <u>Global Trends</u> , Annual Journal, Council of American Survey Research Organizations, 1993
1992	"Using Copy Testing To Make Better Decisions And Better Advertising," <u>The Resurgence Of Research In Decision Making</u> , Annual Journal, Council Of American Survey Research Organizations, 1992.

**THOMAS D. DUPONT, Ph.D.**

**Curriculum Vitae** (continued/2)

**Professional Associations**

American Marketing Association  
Council of American Survey Research Organizations  
International Trademark Association  
Market Research Council

**Professional Activities**

**Advertising Research Foundation:**

Copy Research Council (1980 - 1991)  
Research Quality Council (1991 - 1993)  
Chairman -- Research Quality Workshop (1991)  
Technical Advisory Committee (1992 - 1993)  
Instructor -- "SMART" Seminar (1993)

**Council of American Survey Research Organizations:**

Chairman of the Board (1993)  
Board Of Directors (1991-1995)  
Chairman: Survey Research Quality Committee (1990-1991)

**Education**

Ph.D., Consumer Psychology, Purdue University (1970)  
M.S., Industrial Psychology, Purdue University (1968)  
B.A., Psychology, Lake Forest College (1965)

**THOMAS D. DUPONT, Ph.D.**  
**Curriculum Vitae** (continued/3)

**Expert Witness Testimony - Past Four Years**

- 2003      Pharmacia Corp. v. GlaxoSmithKline Consumer Healthcare, D. NJ (P.I. Hearing)  
McNeil – PPC, Inc. v. Bayer Corporation, D. NJ (deposition)  
Playtex v. Georgia-Pacific, S.D.N.Y. (deposition)
- 2002      Bandag, Inc. v. Michelin Retread Technologies, et. al., S. D. IA (deposition)  
Purebred Company v. Star Kist, et. al., D. CO (trial)  
Peaceable Planet, Inc. v. Ty, Inc., N.D. IL (deposition)
- 2001      Purebred Company v. Petsmart, et. al., D. CO (P.I. hearing)  
Purebred Company v. Starkist Foods, Inc., D. CO (deposition)  
Agnes Trouble v. The Wet Seal, Inc., S.D.N.Y. (deposition)  
SmithKline Beecham Consumer Healthcare v. Johnson & Johnson-Merck Consumer  
Pharmaceuticals, S.D.N.Y. (trial)  
Genesco, Inc. v. Mudd, LLC, M.D. TN (deposition)
- 2000      Audi A.G. v. Bank Audi USA and Banque Audi (Suisse) S.A., S. D. FL (trial)  
Maille v. BestFoods, TTAB (deposition)  
The Board of Regents of The University System of Georgia v. Buzas Baseball,  
N.D.GA (deposition)

## **SCREEN SHOTS OF WEBSITES WITH AND WITHOUT POP-UP ADS**

NOTE: These screen shots were made when the survey was in "test mode," and display a question number that was not present during "live" interviewing

**Hertz**

Home | Before You Rent | Get a Quote... Reserve a Car | While You're There | Login

Click

**"Get A Quote... Reserve A Car"**  
 to learn about Hertz locations, vehicles and more

**"Before You Rent"**  
 to learn about Hertz locations, vehicles and more

**"While You're There"**  
 to maps, weather, and more

Already a member?  
 Just enter your e-Club number and "Go"

E-CLUB NUMBER: \_\_\_\_\_  
 PASSWORD: \_\_\_\_\_

Forgot my password? [Need a password](#)

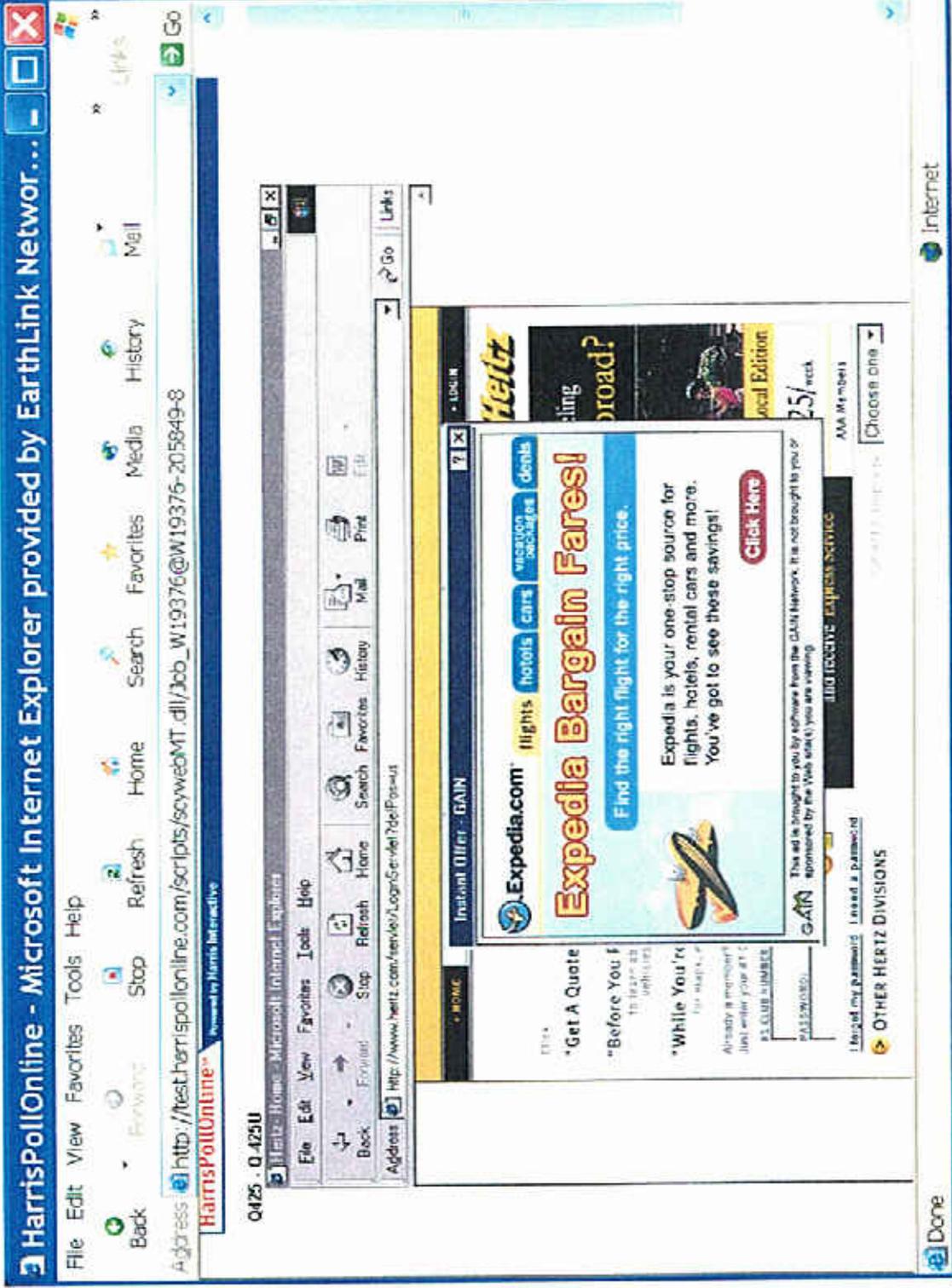
**OTHER HERTZ DIVISIONS**

Rent for **\$29/week** and earn **Membership Rewards® Bonus Points**  
 Expires 1/31/07 for American Express® Cardmembers

**Traveling Abroad?**

**Join #1 Club - it's free!**  
 and receive **Express Service**

**Hertz Local Edition** **\$125/week**  
 AAA Member [Choose one](#)





HarrisPollOnline

0415 - 0415



0415 - 0415

Welcome to L.L.Bean - Microsoft Internet Explorer provided by DELL

Address http://www.llbean.com/

Search: Web Reference Shopping Travel Games

Shopping Bag My Account Your Enquiry

# L.L.Bean

Shop Explore the Outdoors Customer Service Your Enquiry  
Early-Timers Visitor Leath / Leather

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NEW Book Pack Guide

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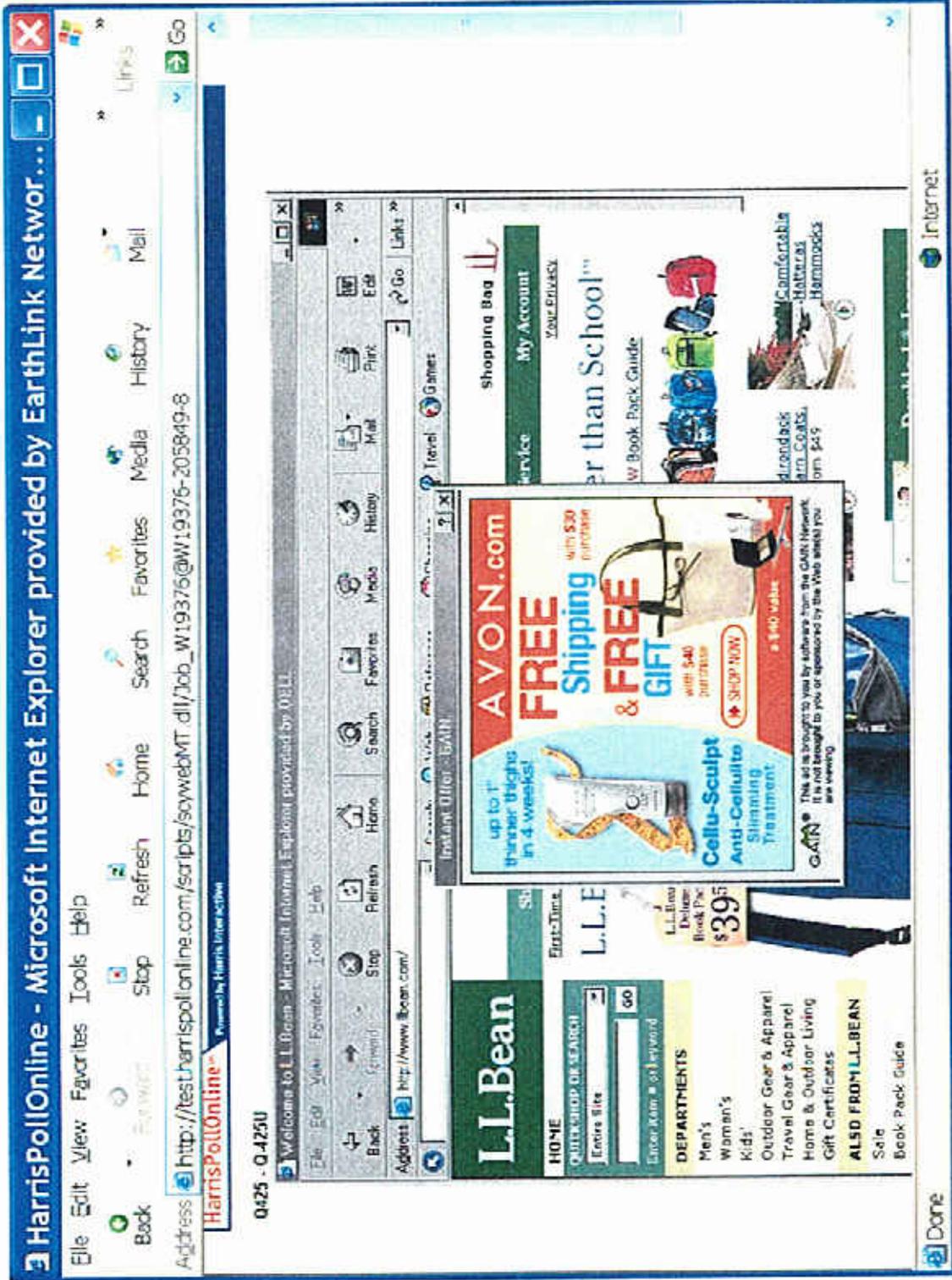
Comfortable Hats as Hammocks

DEPARTMENTS  
Men's  
Women's  
Kids'

Outdoor Gear & Apparel  
Travel Gear & Apparel  
Home & Outdoor Living  
Gift Certificates

ALSO FROM L.L.BEAN  
Sale  
Book Pack Guide

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HarrisPollOnline

0425 - Q-425U

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**L.L.Bean**

HOME  
 QUICKSHOP OR SEARCH  
 Enter Site

Enter Name  or keyword

DEPARTMENTS  
 Men's  
 Women's  
 Kids  
 Outdoor Gear & Apparel  
 Travel Gear & Apparel  
 Home & Outdoor Living  
 Gift Certificates

ALSO FROM L.L.BEAN  
 Sale  
 Book Pack Guide

up to 1" thinner thighs in 4 weeks!

**AVON.com**  
**FREE Shipping & FREE GIFT**  
 with \$40 purchase  
 with \$20 purchase

**Cellu-Sculpto**  
 Anti-Celulite Slimming Treatment

**SHOP NOW** a \$40 value

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Create your own DVDs, backup up to 4 GB of data and more!  
**Only \$129.99 BUY**  
More CD / CD-RW / DVD Offers

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1024 x 768, 207mm  
**Low Price! \$269.99 BUY**  
More Monitor Deals

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**DC3600 Digital Camera**










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HarrisPollOnline...  
0425 - 0.425U

TigerDirect.com - Buy the Best PCs, Components, Memory, Hard Drives, Monitors and much more at - Microsoft Internet Explorer...

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Address http://www.tigerdirect.com/

**TigerDirect.com**  
Instant Offer - GAIN

**1800Inkjets.com**  
Better Products = Better Prints  
Quick Search: Select your Printer

**SAVE up to 80%**  
**FREE FedEx Overnight Shipping!**

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- Electronics
- Flash Memory
- Hard Drives
- Input Devices
- Laptops / Notebooks
- Media (CD/DVD/Tape)

SONY  
SDM-SS 102  
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Q415 - 0415 -

Refinance your mortgage with Quicken Loans - Mortgage Refinancing Calculators - National Top and English Speaking Support

http://www.quickenloans.com/percent/EndIP/age/contval\_3cc/vel\_inte.on.html

Search Web Preference Shopping Travel Games

[Quicken Loans Home](#)
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**Quicken Loans**

Call 800-QUICKEN LOANS (714-2336)

[Refinance Center](#)  
[Refinance Calculators](#)  
[Tips & Articles](#)  
[Ways to Apply](#)  
 Apply Online  
 20-Second Solution  
 Call 800-QUICKEN LOANS

Refinance Center: Find The Right Loan For You 07/20/2003

**Lower Your House Payment**  
 Refinance now before rates go up!

Today's Rate

Year	Rate
2002	7.00%
JUN	6.80%
AUG	6.20%
OCT	5.80%
DEC	5.40%
FEB	5.00%
APR	5.00%
JUN	5.00%
2003	5.00%

Source: Freddie Mac, Average 30-Year Mortgage Rates

**Customize Your Own Loan Online In Minutes!**  
 Get Started Now!

Done

Internet

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Refinance your mortgage with Quicken Loans - Mortgage Refinancing Calculators - Microsoft Internet Explorer provided by EarthLink Network

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**Quicken Loans**  
Quicken Loans Home  
Mortgage Calculators

**Quicken Loans**  
Calls 800-QUICKEN-LOANS (714-23316)

Refinance Center  
Refinance Calculators  
Tips & Articles  
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30-Second Estimation  
Call 800-QUICKEN-LOANS

**Get a 3.75% mortgage!**  
**Credit Problems? No Problem!**

- Same day approvals - Cash Out!
- Lenders do battle for your business!

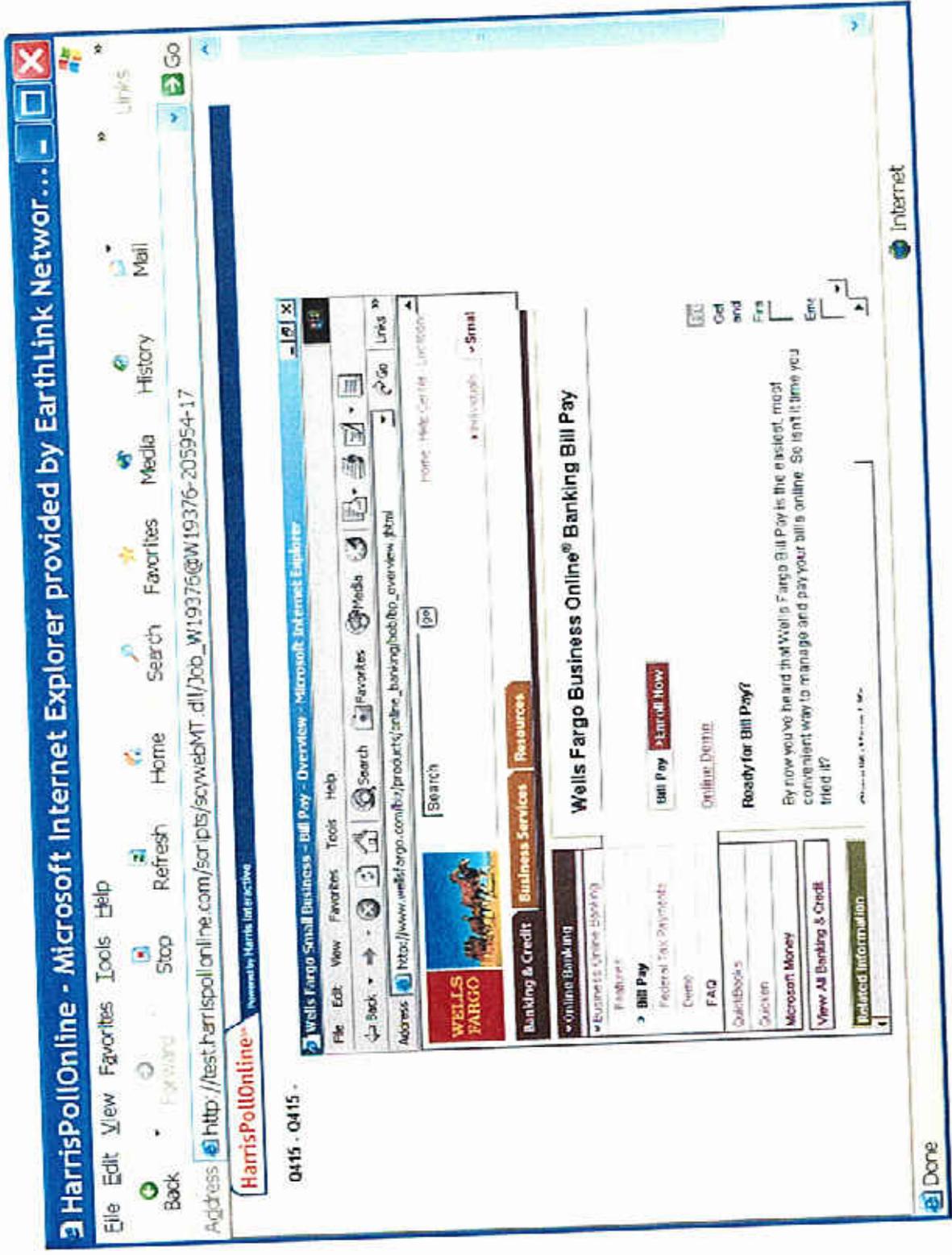
**Rate MyMortgage**  
Learn how to get the best mortgage rate

**Learn more!**

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**Quicken Loans**  
Career Opportunities at Quicken Loans  
**Customize Your Own Loan Online In Minutes!**  
Get Started Now!

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HarrisPollOnline

0415 - 0415

Wells Fargo Small Business - Bill Pay - Overview - Microsoft Internet Explorer

WELLS FARGO

Banking & Credit Business Services Resources

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Business Online Banking

Features  
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Quickbooks  
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View All Banking & Credit

Related Information

### Wells Fargo Business Online® Banking Bill Pay

Call Pay [Learn More](#)

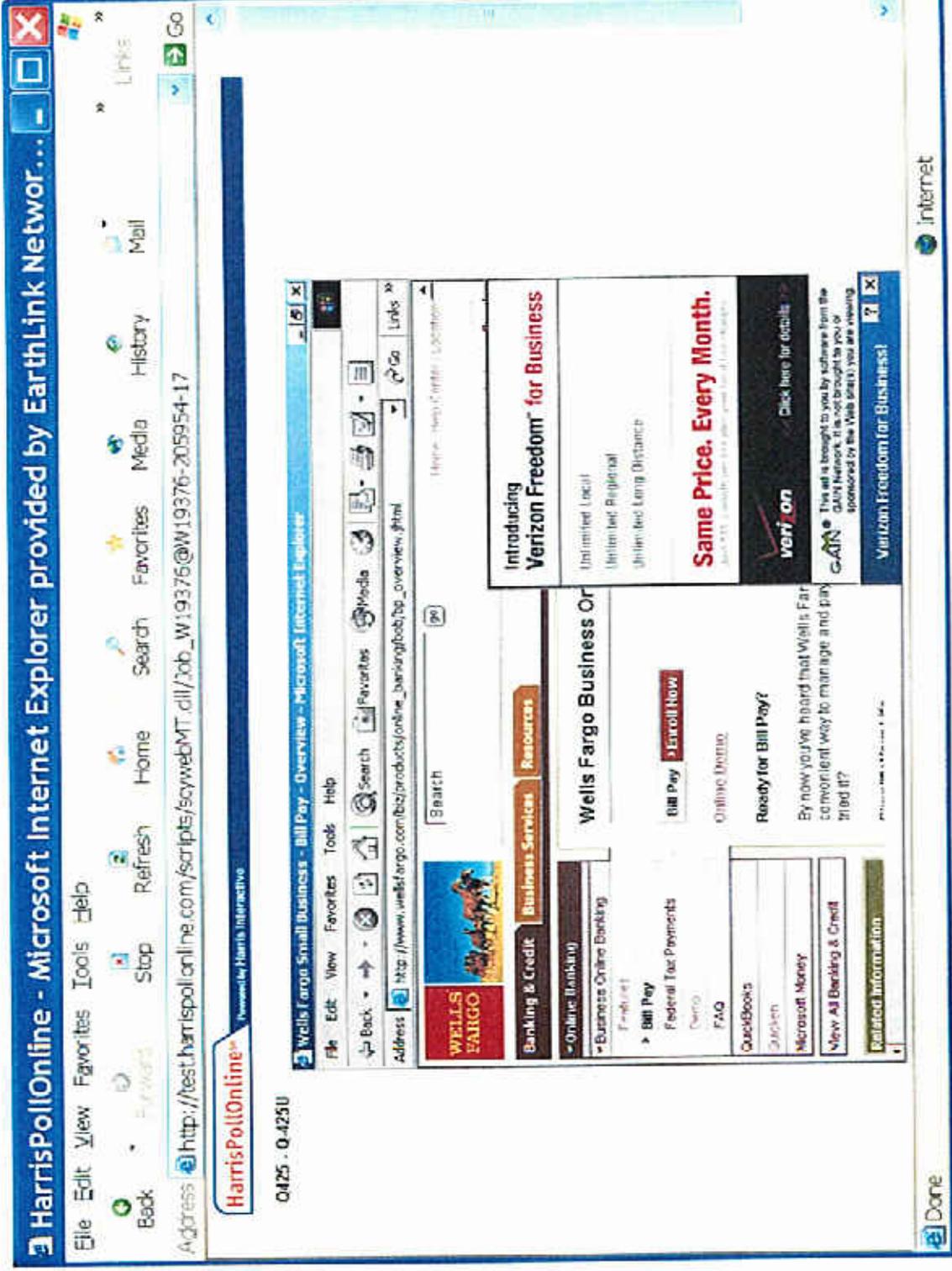
Online Billing

#### Ready for Bill Pay?

By now you've heard that Wells Fargo Bill Pay is the easiest, most convenient way to manage and pay your bills online. So isn't it time you tried it?

Internet

Done



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Wells Fargo Small Business - Bill Pay - Overview - Microsoft Internet Explorer

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Address http://www.wellsfargo.com/bizproducts/online\_banking/bill\_pay\_overview.html

WELLS FARGO

Banking & Credit Business Services Resources

Online Banking  
Business Online Banking  
Features  
Bill Pay Federal Tax Payments  
Cards  
FAQ  
QuickBooks  
Jalisco  
Microsoft Money  
View All Banking & Credit  
Related Information

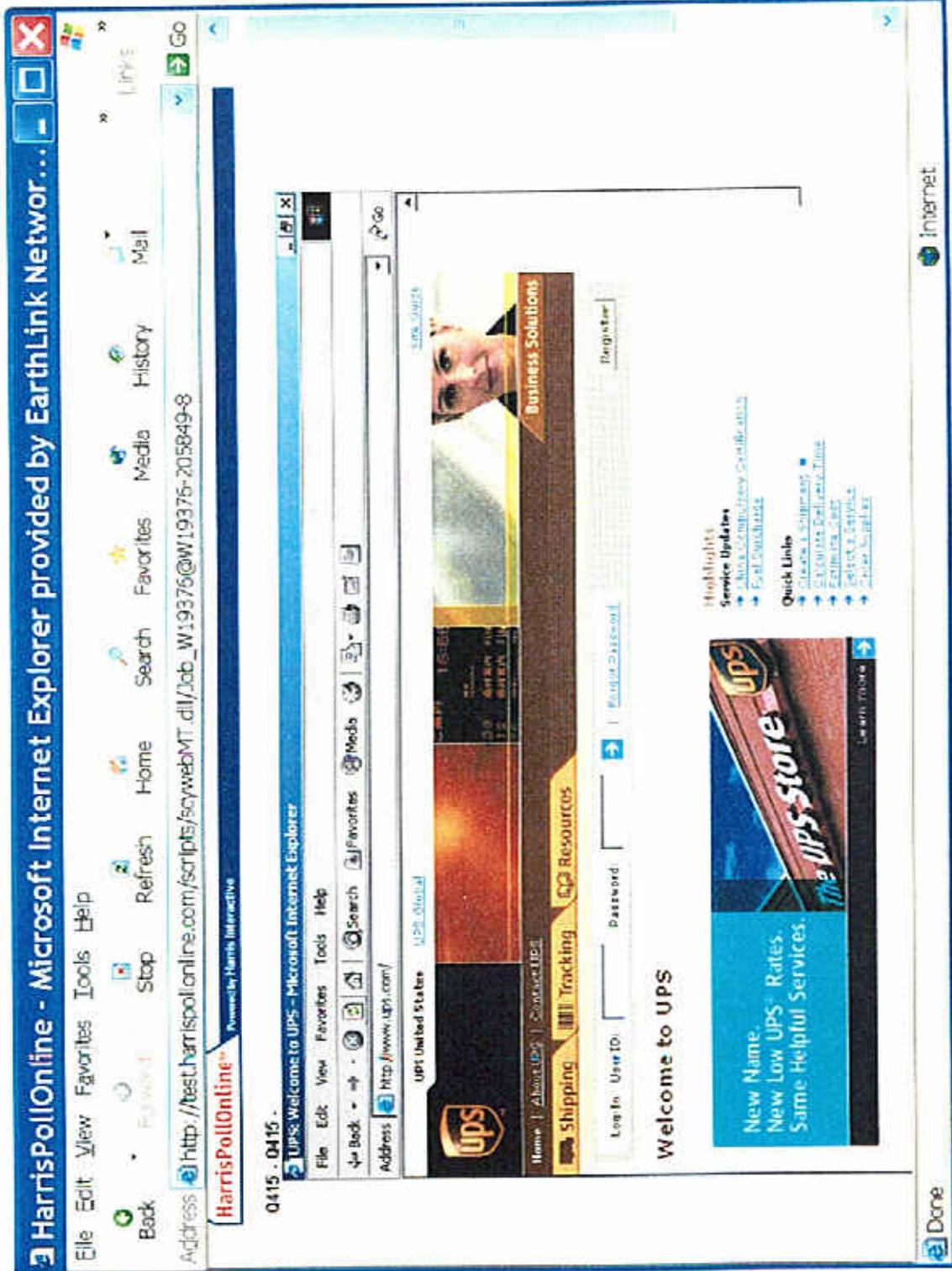
Wells Fargo Business Or

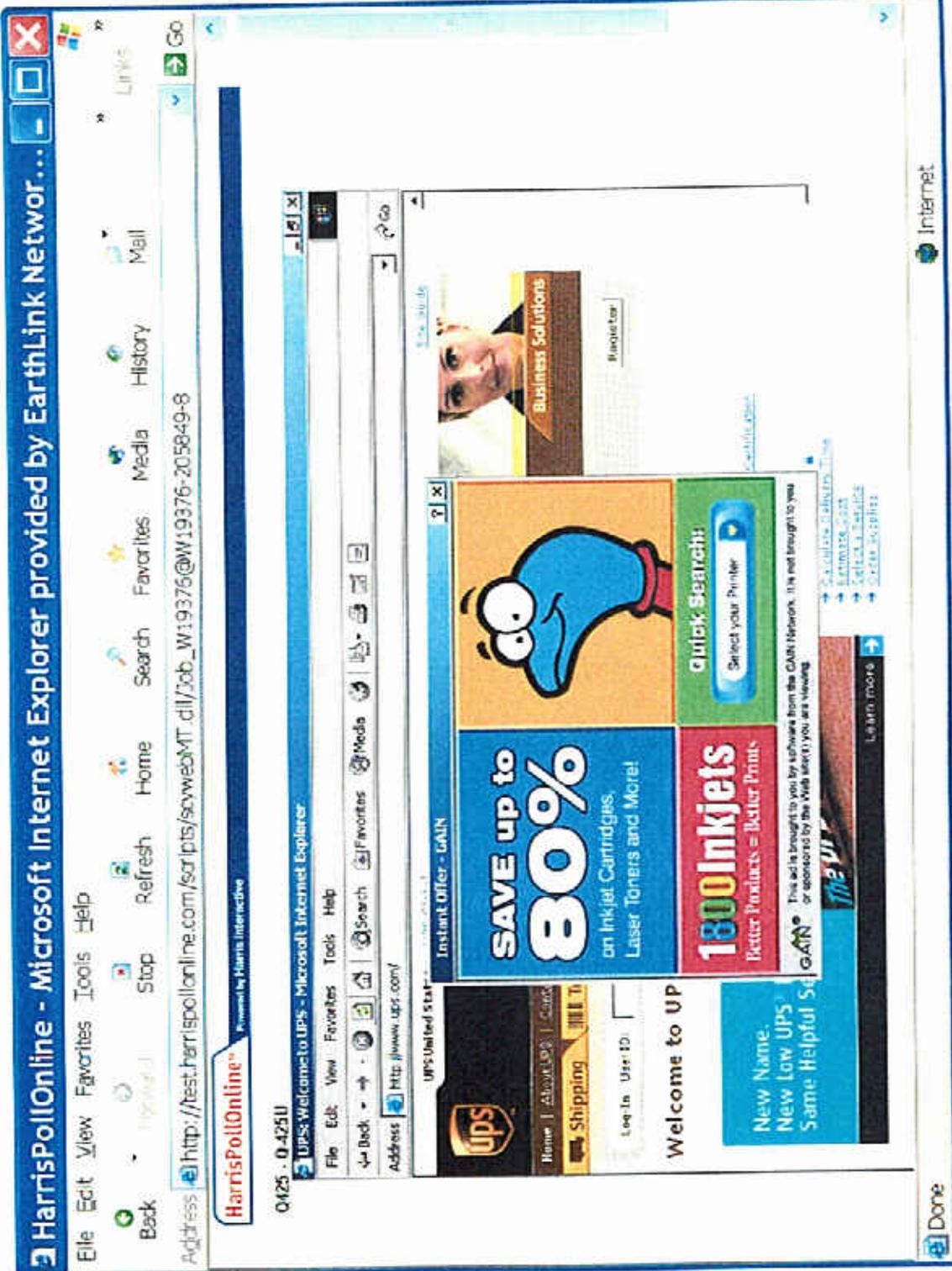
Bill Pay Enroll Now  
Online Billing  
Ready for Bill Pay?  
By now you've heard that Wells Fargo is the most convenient way to manage and pay your bills. Have you tried it?

Introducing Verizon Freedom<sup>SM</sup> for Business  
Unlimited Local  
Unlimited Regional  
Unlimited Long Distance  
Same Price. Every Month.  
verizon  
Click here for details  
GAIN This ad is brought to you by software from the adware network. It is not brought to you or sponsored by the Web site(s) you are viewing.  
Verizon Freedom for Business!

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**THE HARRIS POLL  
ONLINE PANEL**

## THE HARRIS POLL ONLINE PANEL

Harris Interactive, Inc. based in Rochester, NY, is the 17<sup>th</sup> largest marketing research firm in the world, with over 700 employees and annual revenues of approximately \$120,000,000. HI operations include the Harris Poll, founded by Lou Harris. HI has created the Harris Poll Online (HPOL) panel, comprised of approximately three million internet users worldwide.

HI solicits volunteers for the panel through advertising on participating websites and via other means. Panelists receive "HI Points" (redeemable for merchandise) for each survey they participate in, and are eligible to participate in monthly sweepstakes in which a substantial cash prize (i.e., \$10,000) is awarded. Each panelist must have his or her own email address. Periodically (2-3 times per month) a panelist receives email solicitations to participate in a survey. This solicitation identifies the subject matter and length of the survey and the incentive involved and provides a unique (to that panelist) URL link the panelist can click to access the survey.

As described above, HPOL is a voluntary online research panel which anyone can join, so by its very nature it is not representative of any *specific* population. However, using panel member profile demographic data, HI designs, implements and manages sample plans to ensure data distributions that closely represent the known characteristics of online or offline populations.

There are several actions taken before, during and after data is collected to ensure that the sample is demographically representative.

- ◆ Random samples stratified by age, gender and region are drawn from the panel as a whole.
- ◆ Sampling takes into account differential response rates by demographic subgroup (for example, young males, whom past experience indicates have a lower than average response rate, are oversampled).

- ◆ A "slow start" is conducted to test the response rates among various demographic groups, and subsequent email invitations are sent based on whatever demographic groups need more completed interviews.
- ◆ If necessary, statistical weighting is used to ensure that the final sample matches known population characteristics.

In addition to being demographically representative, the results of surveys conducted using the HPOL panel correspond well to the results of surveys using random sampling techniques. For example, as shown in the following two tables, surveys conducted using the HPOL panel produced virtually identical results as surveys conducted via random telephone sampling.

TABLE 1: Comparison of parallel telephone and online health care data; replies of women with a specific medical condition (USA)

	Telephone	Harris Poll Online
<b>Base</b>	272	664
	%	%
Have been prescribed treatment	33	33
Filled prescription	97	94
On treatment less than 1 year	22	23
Initiated discussion with doctor	33	28
Discussed side effects with doctor	75	67
Discussed benefits with doctor	87	82
Discontinued treatment	25	24

Source: Harris Interactive (June 1999)

TABLE 2: Comparison of telephone and online political and other survey data

	Telephone	Harris Poll Online
<b>Base</b>	1006	12864
	%	%
Called, written or visited elected official	32	38
Written a letter to newspaper, magazine, TV station	16	18
Called into a talk show to express opinion	10	11
Attended a meeting where politician or elected official spoke	37	35
Worked on political campaign	10	11
Display campaign paraphernalia	35	36
Believe news contributes to violence	39	40
Believe video games contribute to violence	47	45
Believe television contributes to violence	58	54
Believe movies contribute to violence	57	57
Believe lack of supervision contributes to violence	90	92
Believe easy availability of hand guns contributes to violence	65	60

Source: Harris Interactive (June 1999)

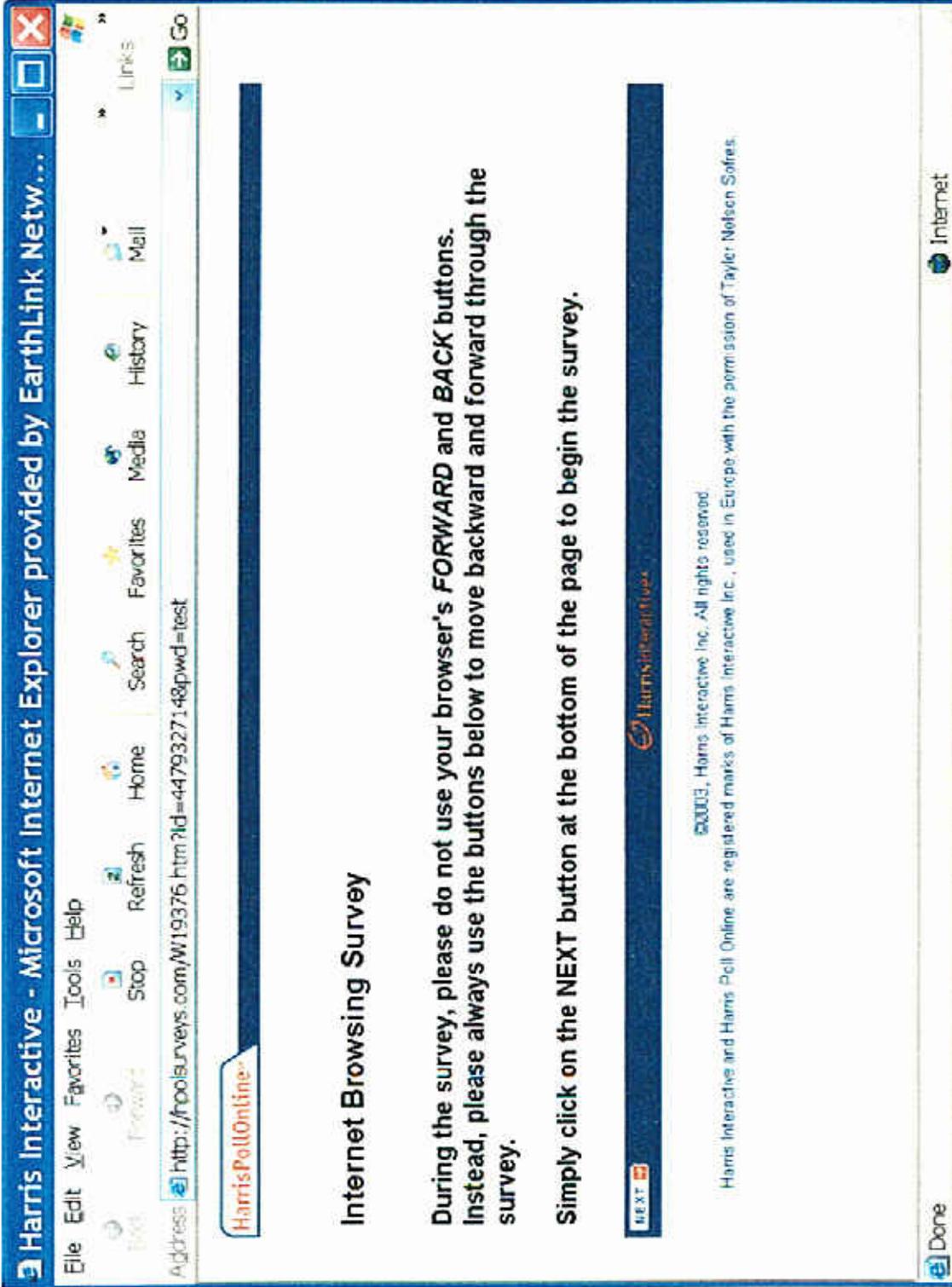
*This information is current as of March 2001 and may not reflect ongoing developments*

HI has also shown that political polls using their HPOL panel are superior to the more traditional telephone polls. In polls conducted in 38 states just before the 2000 presidential election, HI's predicted vote for Bush was off by 2.5 percentage points (vs. 4.4 percentage points for the telephone polls) and their predicted vote for Gore was off by 1.8 percentage points (vs. 3.9 percentage points for the telephone polls).

Thus, although HI uses a standing panel of respondents, rather than interviewing randomly from the population at large, its results consistently have been shown to correlate very highly with the results of surveys conducted using national probability samples.

**SCREEN SHOTS OF SURVEY  
QUESTIONNAIRE (CELL 1 [HERTZ]  
VERSION) AS IT APPEARED ON-  
SCREEN TO RESPONDENTS**

NOTE: These screen shots were made when the survey as in "test" mode," and display a question number and question topic (directly above the question) that were not present during "live" interviewing



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0.300 - 0.300 (1) GENDER

The progress bar below indicates approximately what portion of the survey you have completed.

Welcome! This survey is about browsing the Internet and websites. We will begin by asking you some basic classification questions that will help us customize the survey for you. Please be assured that all responses will remain confidential.

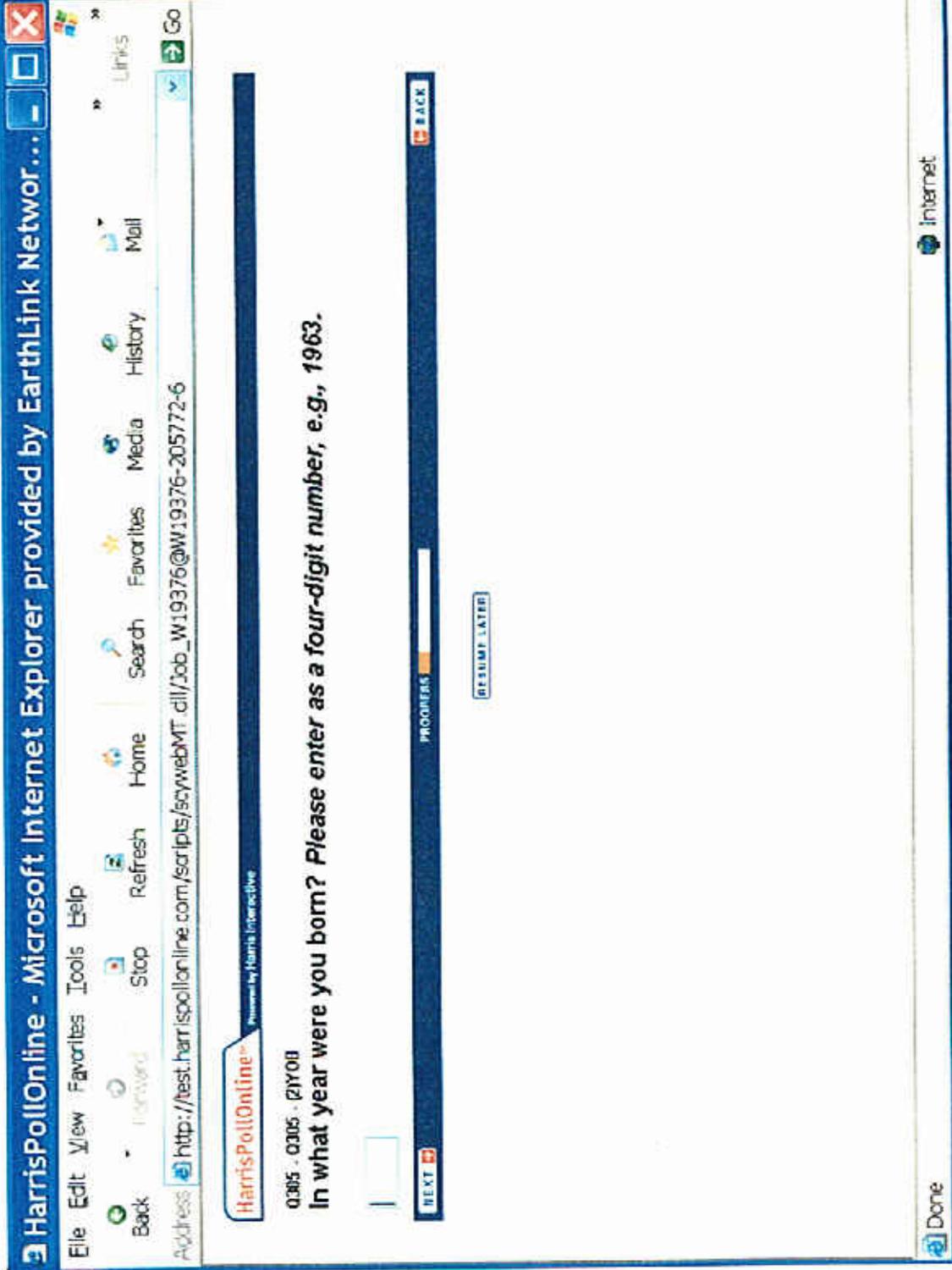
Are you...?

Male

Female

NEXT > PROGRESS RESUME LATCH BACK

Done Internet



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Go

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0305 - 0305 - 21Y08

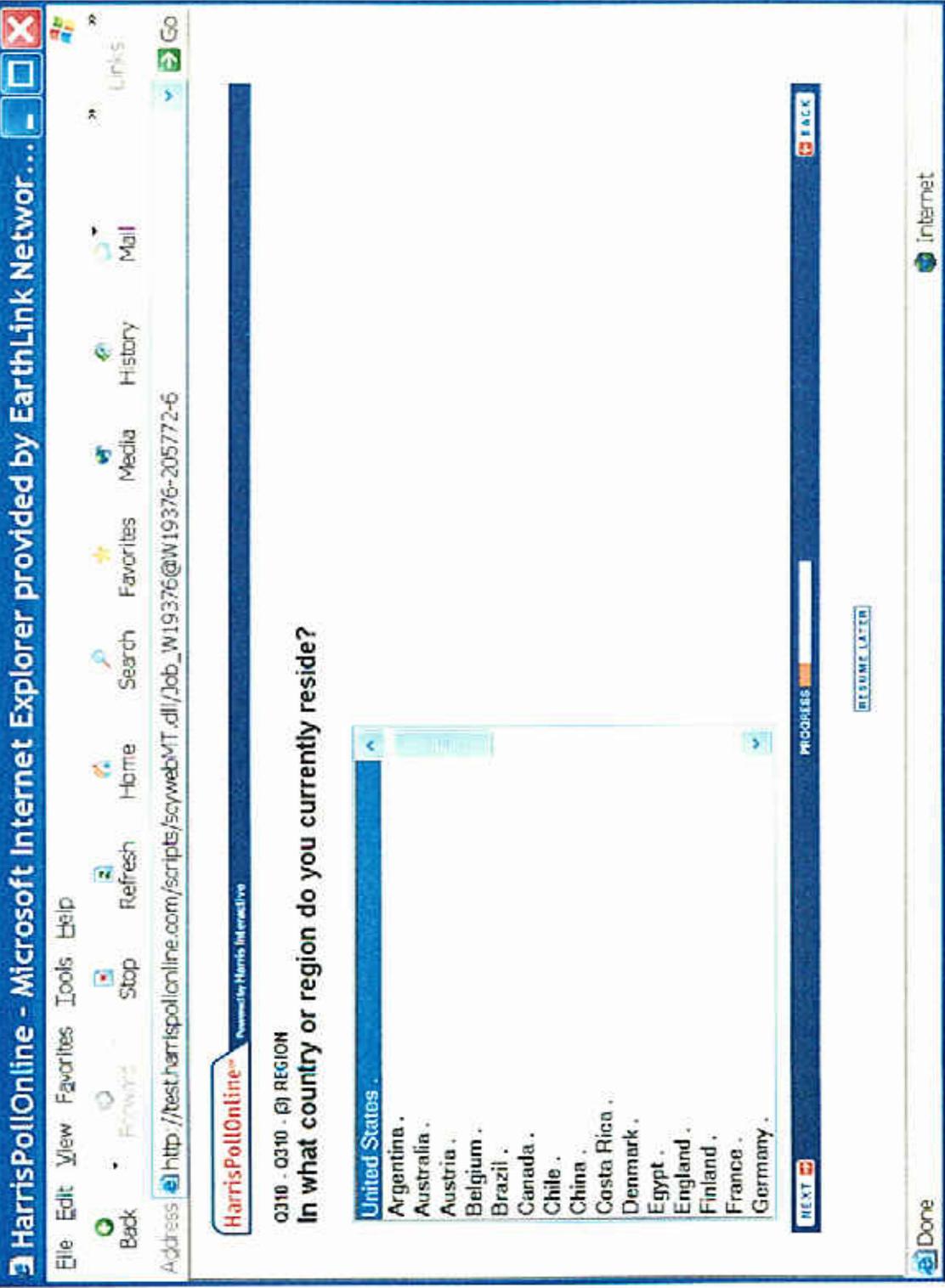
**In what year were you born? Please enter as a four-digit number, e.g., 1963.**

TEXT PROGRESS BACK

RESUME LATER

Done

Internet



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Q310 - Q310 - (3) REGION

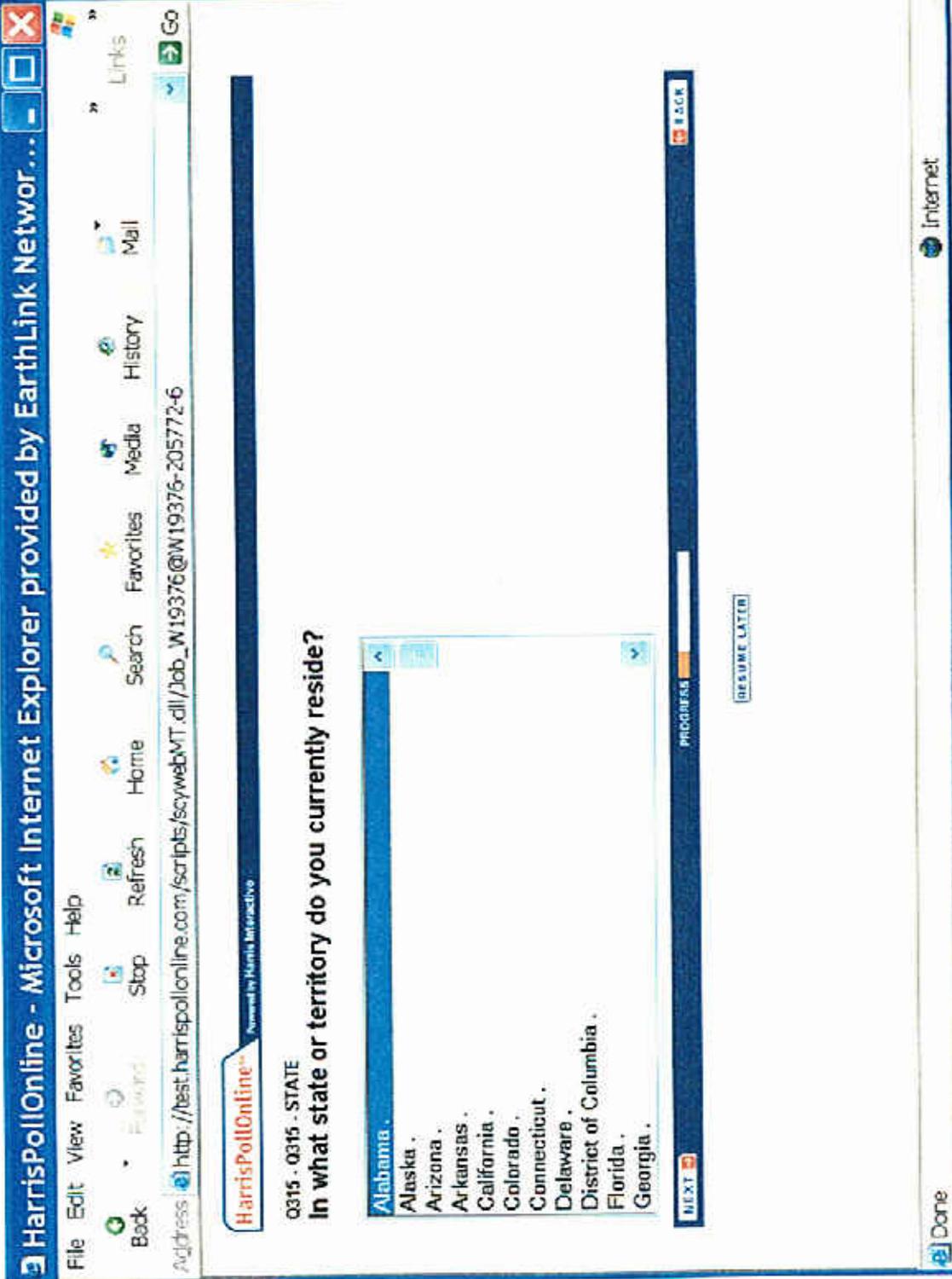
In what country or region do you currently reside?

- United States .
- Argentina .
- Australia .
- Austria .
- Belgium .
- Brazil .
- Canada .
- Chile .
- China .
- Costa Rica .
- Denmark .
- Egypt .
- England .
- Finland .
- France .
- Germany .

NEXT [ ] PROGRESS [ ] BACK [ ]

RESUME LATER

Done Internet



HarrisPollOnline™ Powered by Harris Interactive

0315 - STATE  
**In what state or territory do you currently reside?**

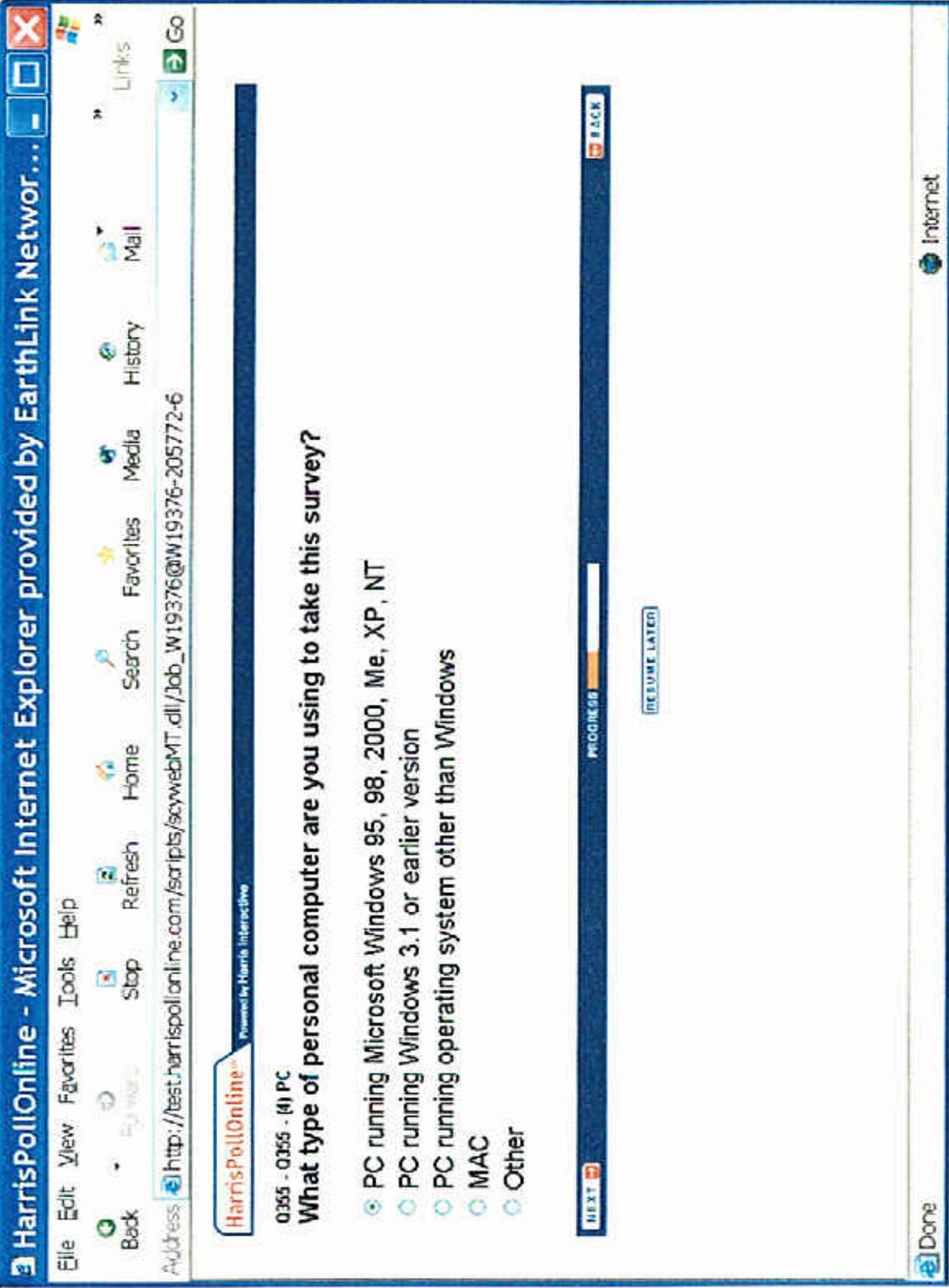
- Alabama .
- Alaska .
- Arizona .
- Arkansas .
- California .
- Colorado .
- Connecticut .
- Delaware .
- District of Columbia .
- Florida .
- Georgia .

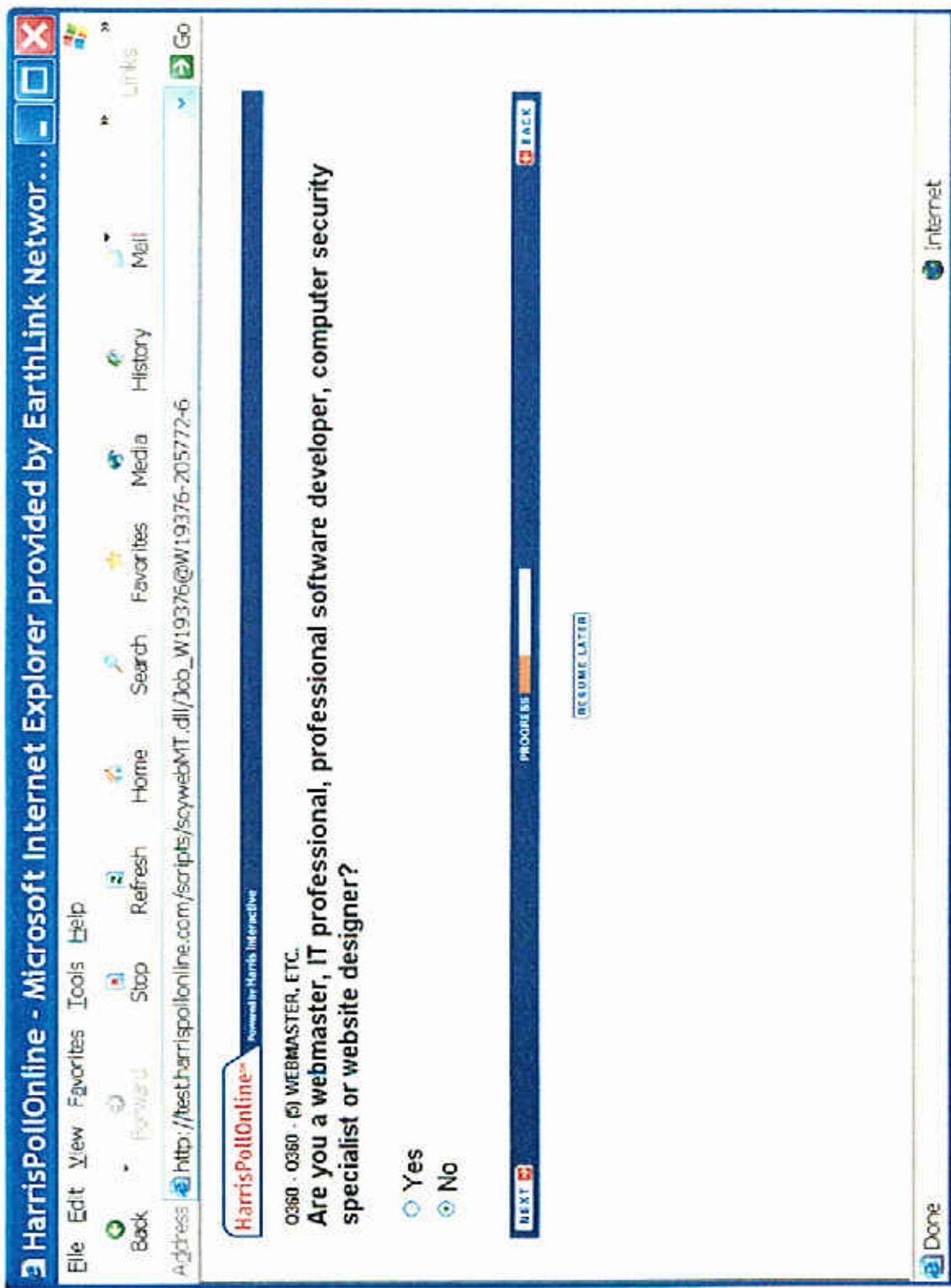
**HarrisPollOnline** Powered by Harris Interactive

Q320 - Q320 - (24) ZIP CODE

**What is your residential zip code? Please enter only the first five digits.**

[RESUME LATER](#)





HarrisPollOnline - Microsoft Internet Explorer provided by EarthLink Networ...

File Edit View Favorites Tools Help  
Back Forward Stop Refresh Home Search Favorites Media History Mail Links  
Address http://testharrispollonline.com/scripts/scywebMT.dll/Job\_W19376@W19376-205772-6

HarrisPollOnline™ Powered by Harris Interactive

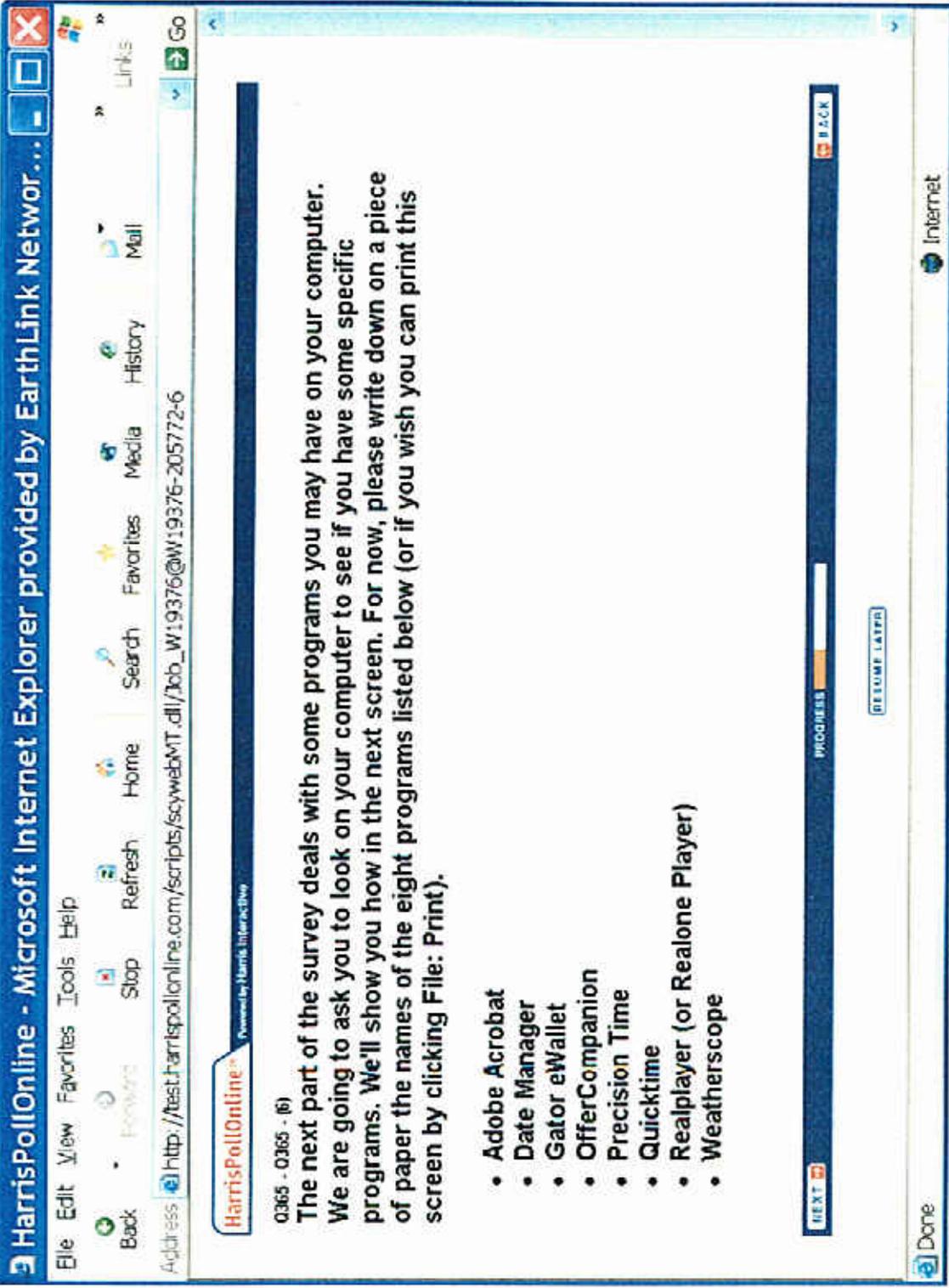
Q360 · © 2006 WEBMASTER, ETC.

Are you a webmaster, IT professional, software developer, computer security specialist or website designer?

- Yes
- No

NEXT PROGRESS RESUME LATER BACK

Done internet

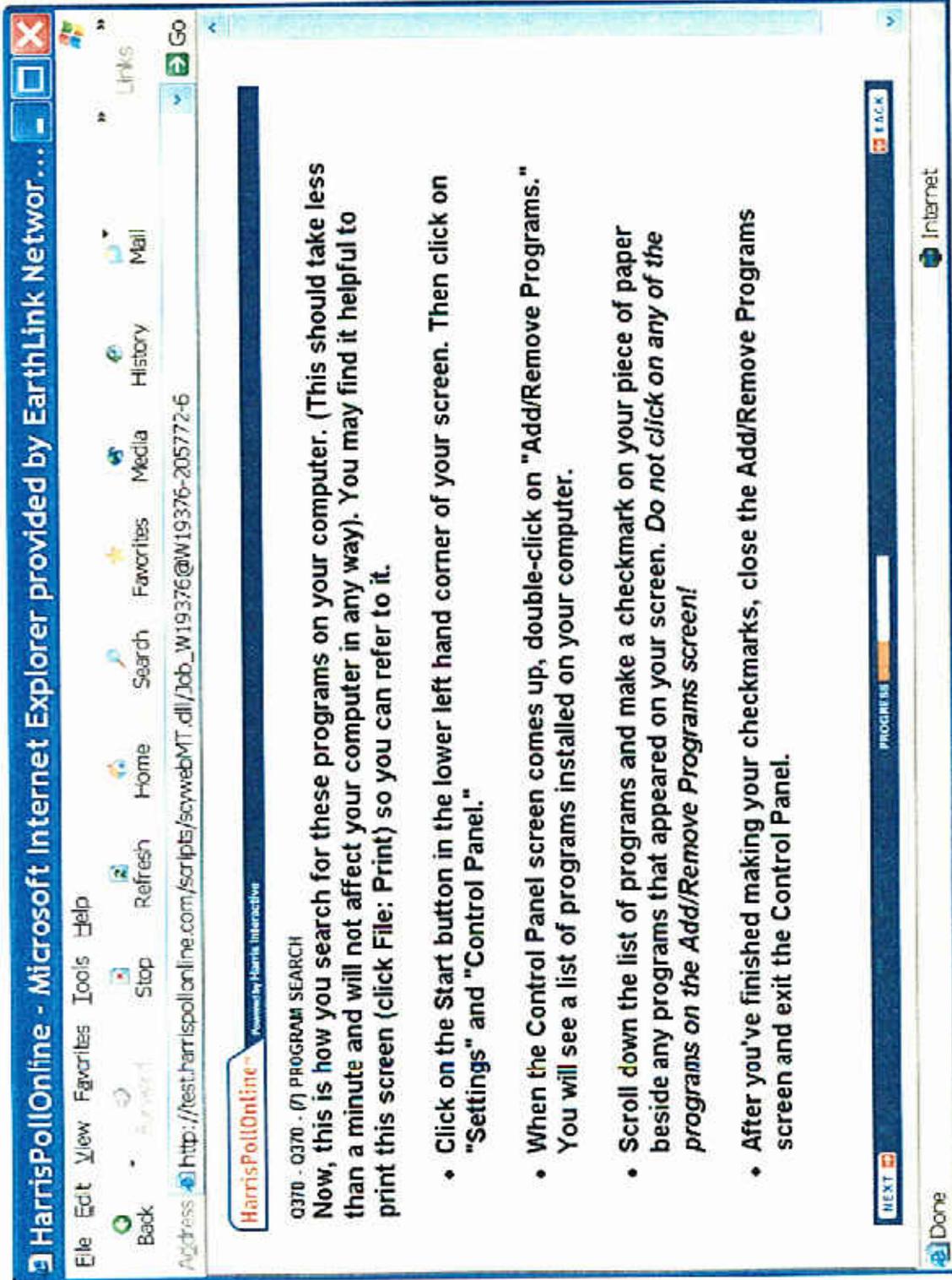


**HarrisPollOnline**  
Powered by Harris Interactive

Q365 - 0365 - (6)

The next part of the survey deals with some programs you may have on your computer. We are going to ask you to look on your computer to see if you have some specific programs. We'll show you how in the next screen. For now, please write down on a piece of paper the names of the eight programs listed below (or if you wish you can print this screen by clicking File: Print).

- Adobe Acrobat
- Date Manager
- Gator eWallet
- OfferCompanion
- Precision Time
- Quicktime
- Realplayer (or Realone Player)
- Weatherscope

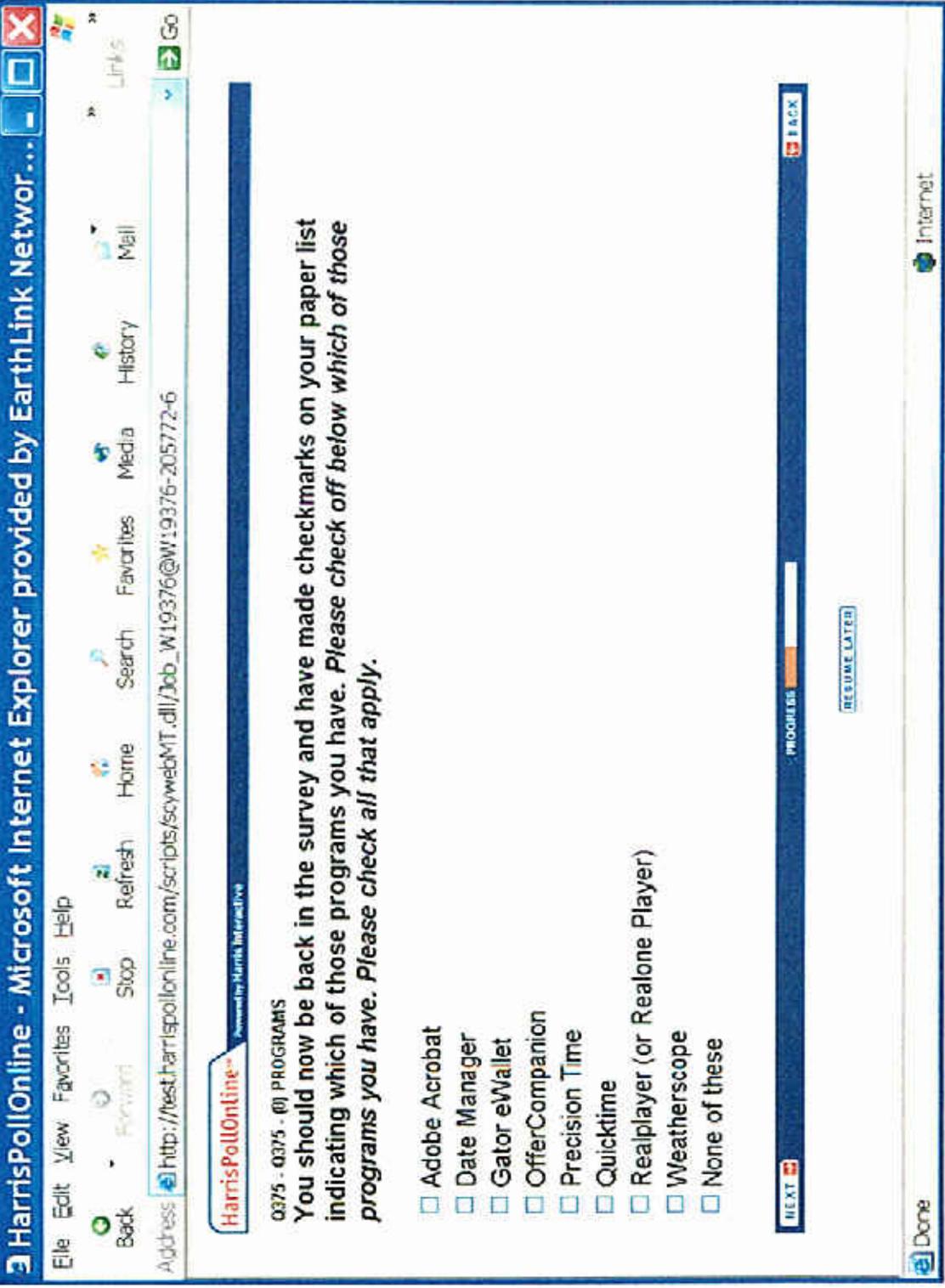


**HarrisPollOnline** powered by Harris Interactive

0370 - (7) PROGRAM SEARCH

Now, this is how you search for these programs on your computer. (This should take less than a minute and will not affect your computer in any way). You may find it helpful to print this screen (click File: Print) so you can refer to it.

- Click on the Start button in the lower left hand corner of your screen. Then click on "Settings" and "Control Panel."
- When the Control Panel screen comes up, double-click on "Add/Remove Programs." You will see a list of programs installed on your computer.
- Scroll down the list of programs and make a checkmark on your piece of paper beside any programs that appeared on your screen. *Do not click on any of the programs on the Add/Remove Programs screen!*
- After you've finished making your checkmarks, close the Add/Remove Programs screen and exit the Control Panel.



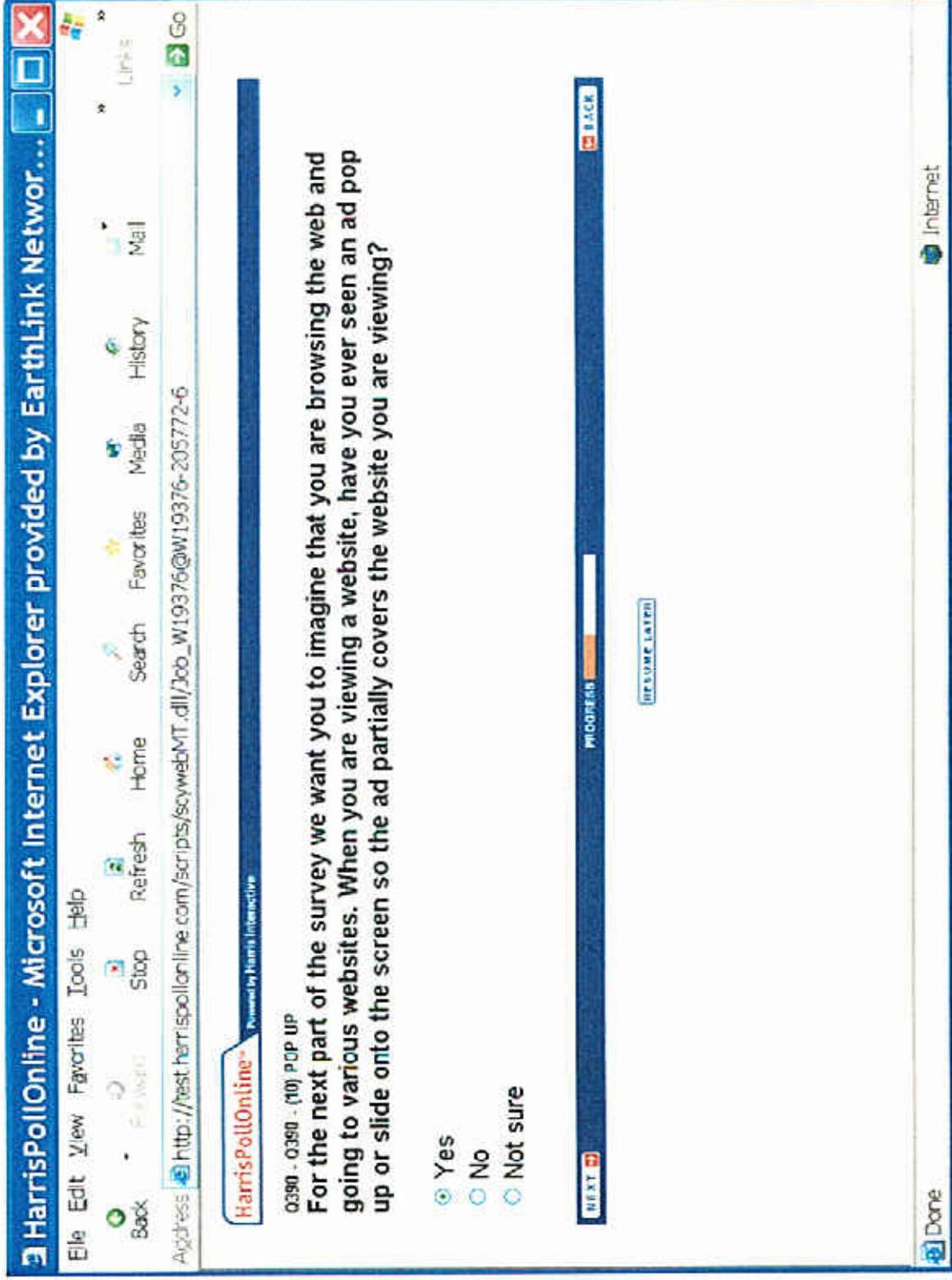
HarrisPollOnline™ Powered by Harris Interactive

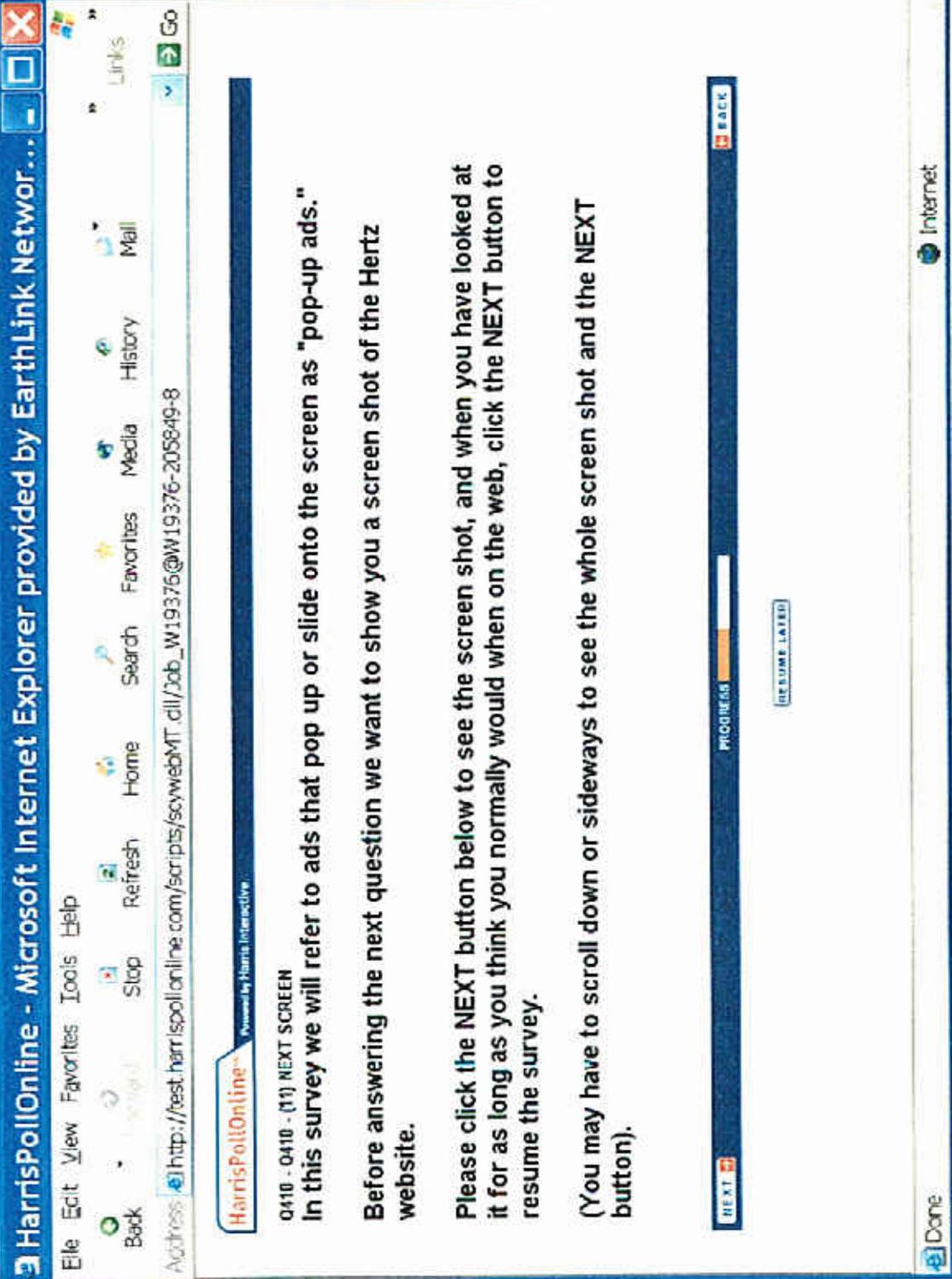
Q380 - Q380 - (8) WEBSITES IN NEXT 12 MONTHS

Which of the following types of websites, if any, do you think you are likely to visit in the next 12 months? Please check all that apply.

- Travel related websites (hotels, car rentals, etc).
- On-line shopping sites (clothing, household goods, computer supplies, etc.)
- Financial services sites (banks, credit cards, mortgages, loans, financial information, etc.)
- Package delivery company sites (UPS, Federal Express, Airborne, etc.)
- Auction sites (eBay, Yahoo Auctions, etc.)
- I do not expect to visit any of these types of sites

RESUME LATER





**HarrisPollOnline** Powered by Harris Interactive

Q410 - 0410 - (11) NEXT SCREEN  
**In this survey we will refer to ads that pop up or slide onto the screen as "pop-up ads."**

**Before answering the next question we want to show you a screen shot of the Hertz website.**

**Please click the NEXT button below to see the screen shot, and when you have looked at it for as long as you think you normally would when on the web, click the NEXT button to resume the survey.**

**(You may have to scroll down or sideways to see the whole screen shot and the NEXT button).**

**NEXT** **PROGRESS** **BACK**

**RESUME LATER**

**HarrisPollOnline - Microsoft Internet Explorer provided by EarthLink Network...**

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History Mail Links Go

Address [http://test.harrispollonline.com/scripts/scywebMT.dll/Job\\_W19376-205849-8](http://test.harrispollonline.com/scripts/scywebMT.dll/Job_W19376-205849-8)

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0415 - 0415 -

Hertz Home - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Go Links

Address <http://www.hertz.com/en/et/LoginServlet?defPos=us>

[HOME](#)
[BEFORE YOU RENT](#)
[GET A QUOTE...RESERVE A CAR](#)
[WHILE YOU'RE THERE](#)
[LOGIN](#)

**"Get A Quote...Reserve A Car"**

To learn about Hertz's latest offers, visit [hertz.com](#) and enter:

**"While You're There"**

As a Hertz member, you may:

Just enter your Club number and ZIP

CLUB NUMBER:

PASSWORD:

[Forgot my password](#) [I need a password](#)

**OTHER HERTZ DIVISIONS**

**Hertz**

**Traveling Abroad?**

Rent for \$29/weekend and earn Membership Rewards® Bonus Points Exclusively for American Express® Cardmembers.

**Join #1 Club - it's free!** and receive Express Service

**Hertz Local Edition**

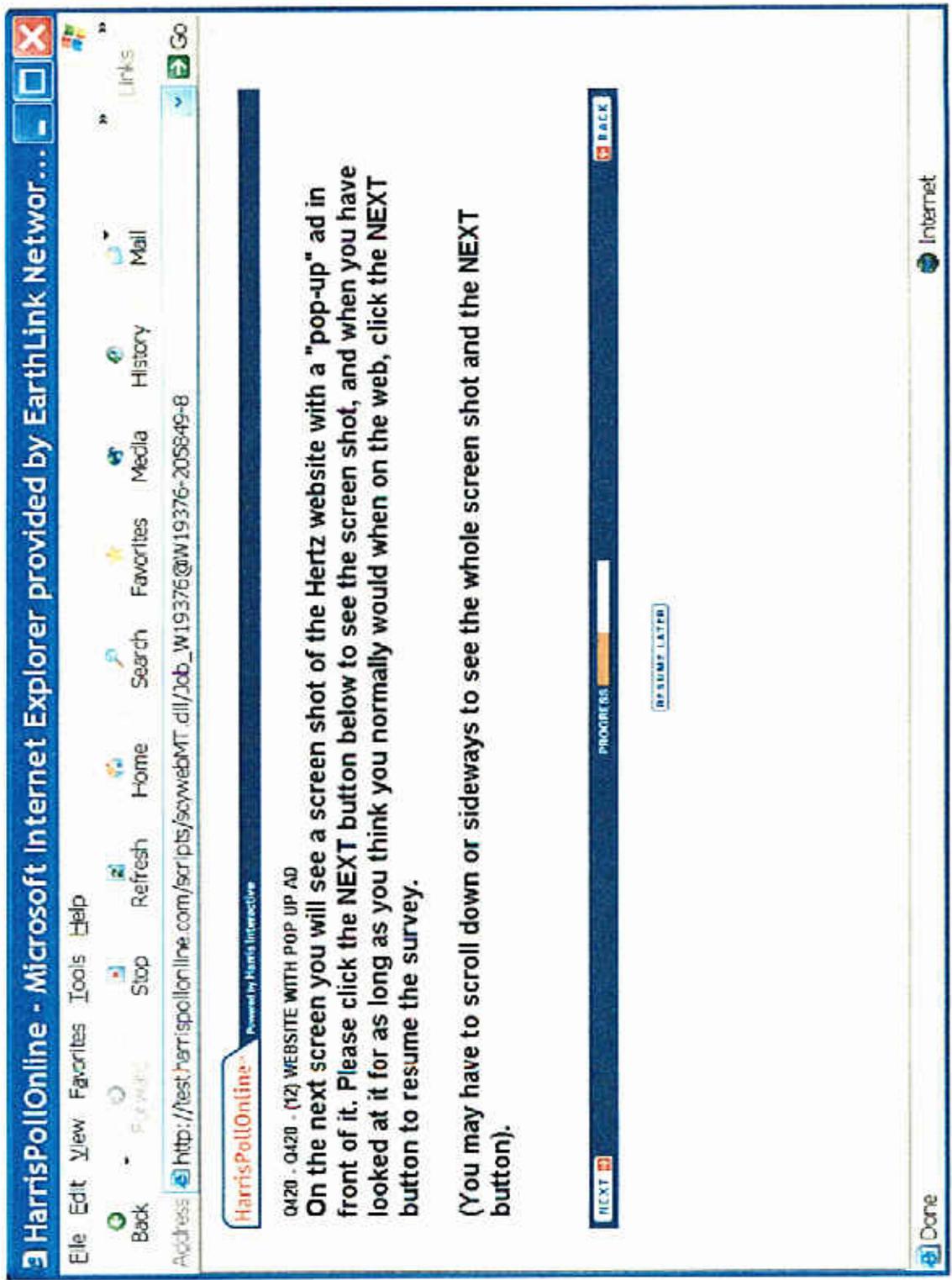
**\$125/week**

AAS Members

Choose one

Done

Internet

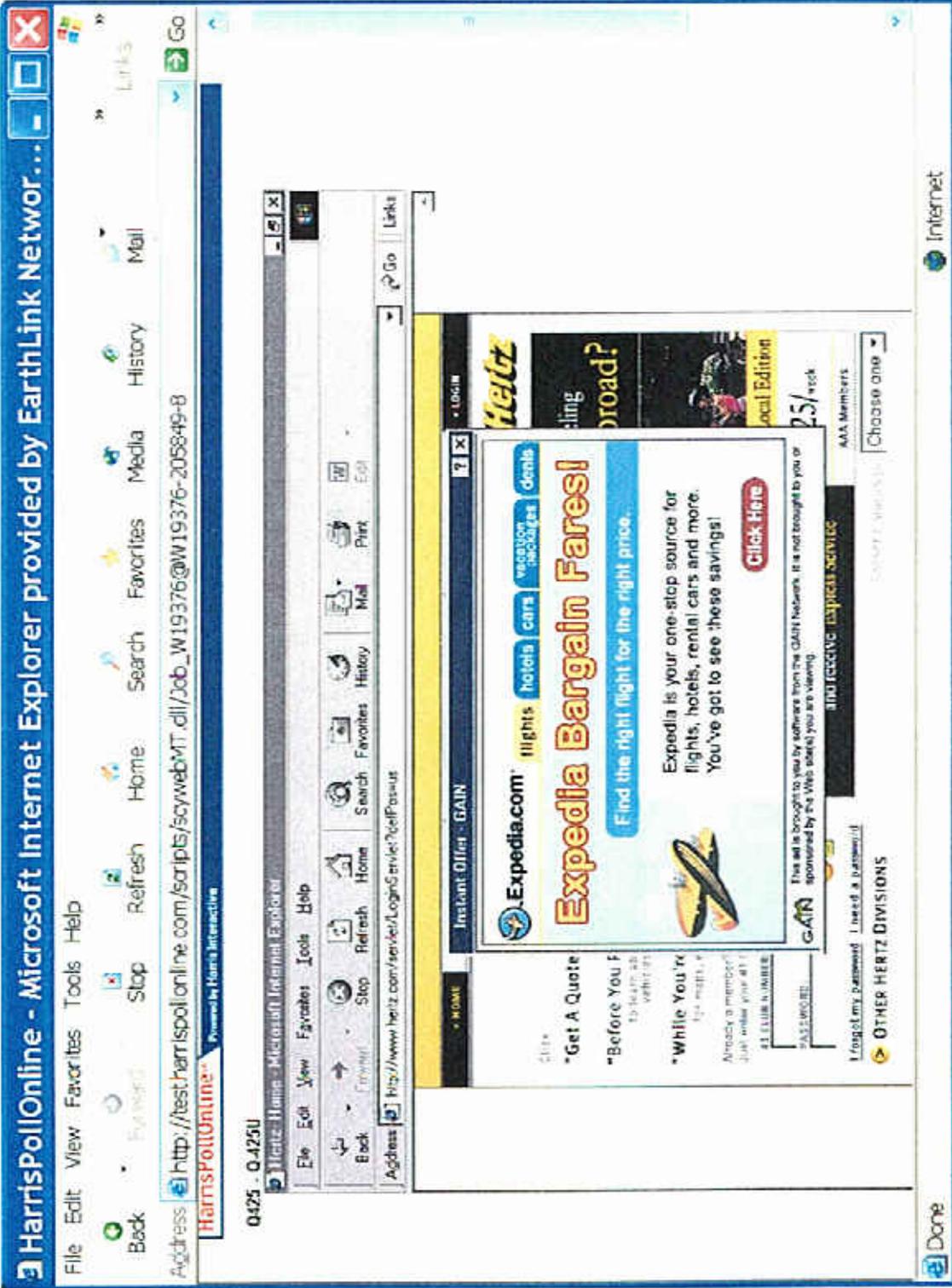


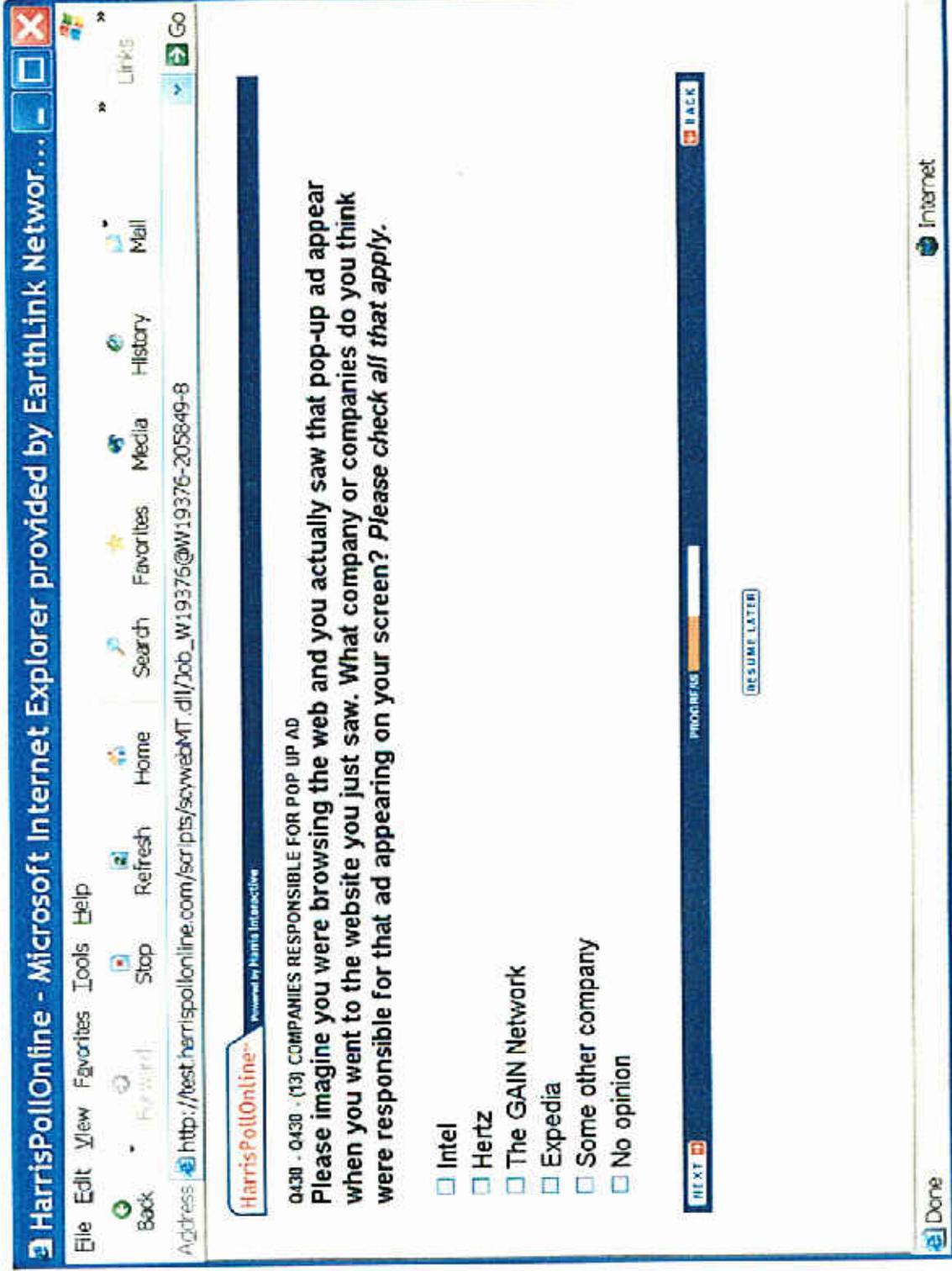
Q120 - Q120 - (12) WEBSITE WITH POP UP AD

On the next screen you will see a screen shot of the Hertz website with a "pop-up" ad in front of it. Please click the NEXT button below to see the screen shot, and when you have looked at it for as long as you think you normally would when on the web, click the NEXT button to resume the survey.

(You may have to scroll down or sideways to see the whole screen shot and the NEXT button).

NEXT [ ] PROGRESS [ ] RESUME LATER [ ] BACK [ ]





**HarrisPollOnline** Powered by Harris Interactive

Q430 - Q430 - (13) COMPANIES RESPONSIBLE FOR POP UP AD

**Please imagine you were browsing the web and you actually saw that pop-up ad appear when you went to the website you just saw. What company or companies do you think were responsible for that ad appearing on your screen? Please check all that apply.**

- Intel
- Hertz
- The GAIN Network
- Expedia
- Some other company
- No opinion

**NEXT**  **PROGRESS**  **BACK**

[RESUME LATER](#)

HarrisPollOnline - Microsoft Internet Explorer provided by EarthLink Network...

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History Mail Links

Address [http://best.harrispollonline.com/scripts/scywebMT.dll/Job\\_W19375@W19375-205849-8](http://best.harrispollonline.com/scripts/scywebMT.dll/Job_W19375@W19375-205849-8) Go

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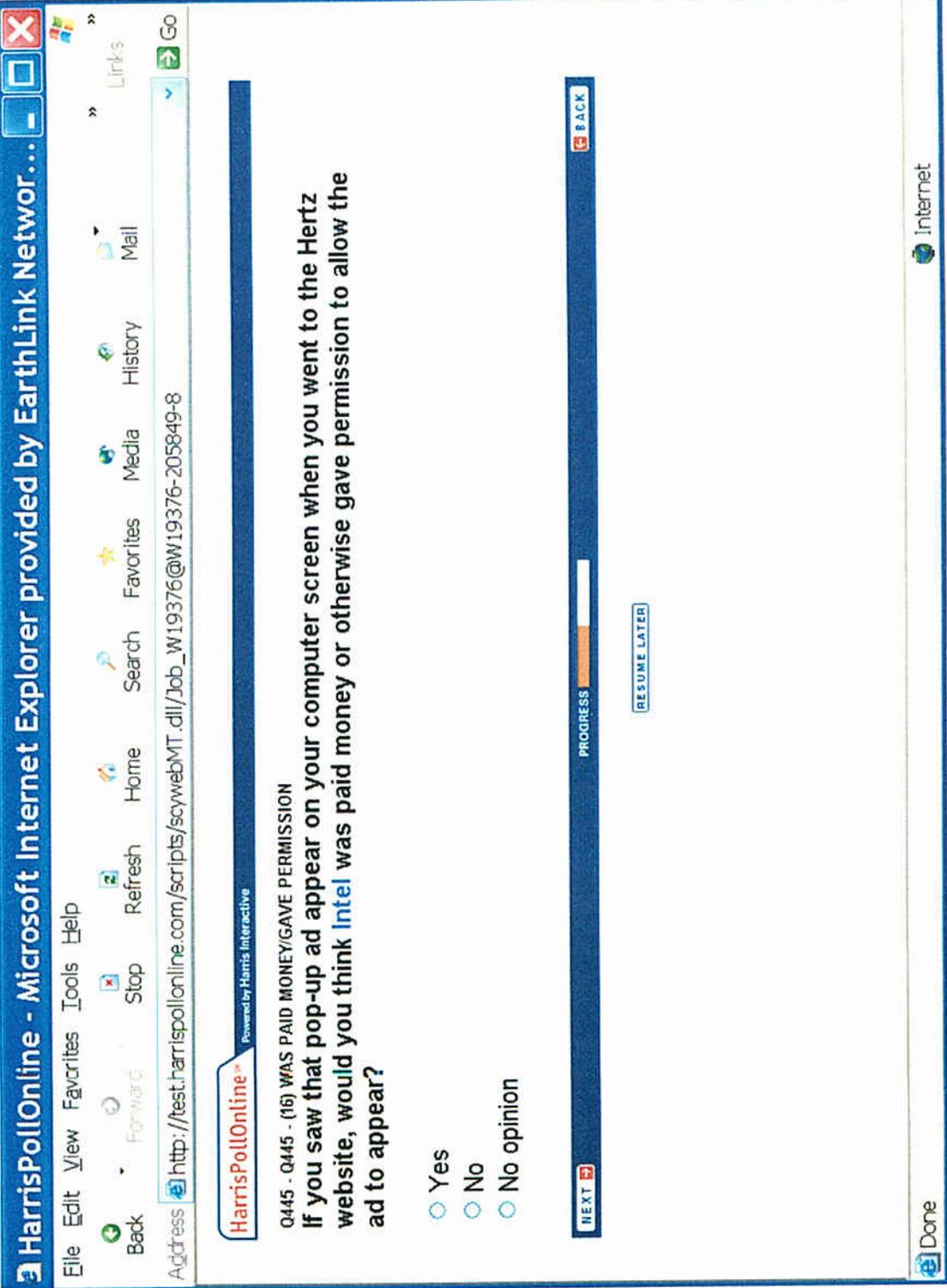
**HarrisPollOnline**  
Powered by Harris Interactive

Q440 - Q440 - (15) WAS PAID MONEY/GAVE PERMISSION  
**If you saw that pop-up ad appear on your computer screen when you went to the Hertz website, would you think Hertz was paid money or otherwise gave permission to allow the ad to appear?**

- Yes
- No
- No opinion

**NEXT** **PROGRESS** **BACK** **RESUME LATER**

Done Internet



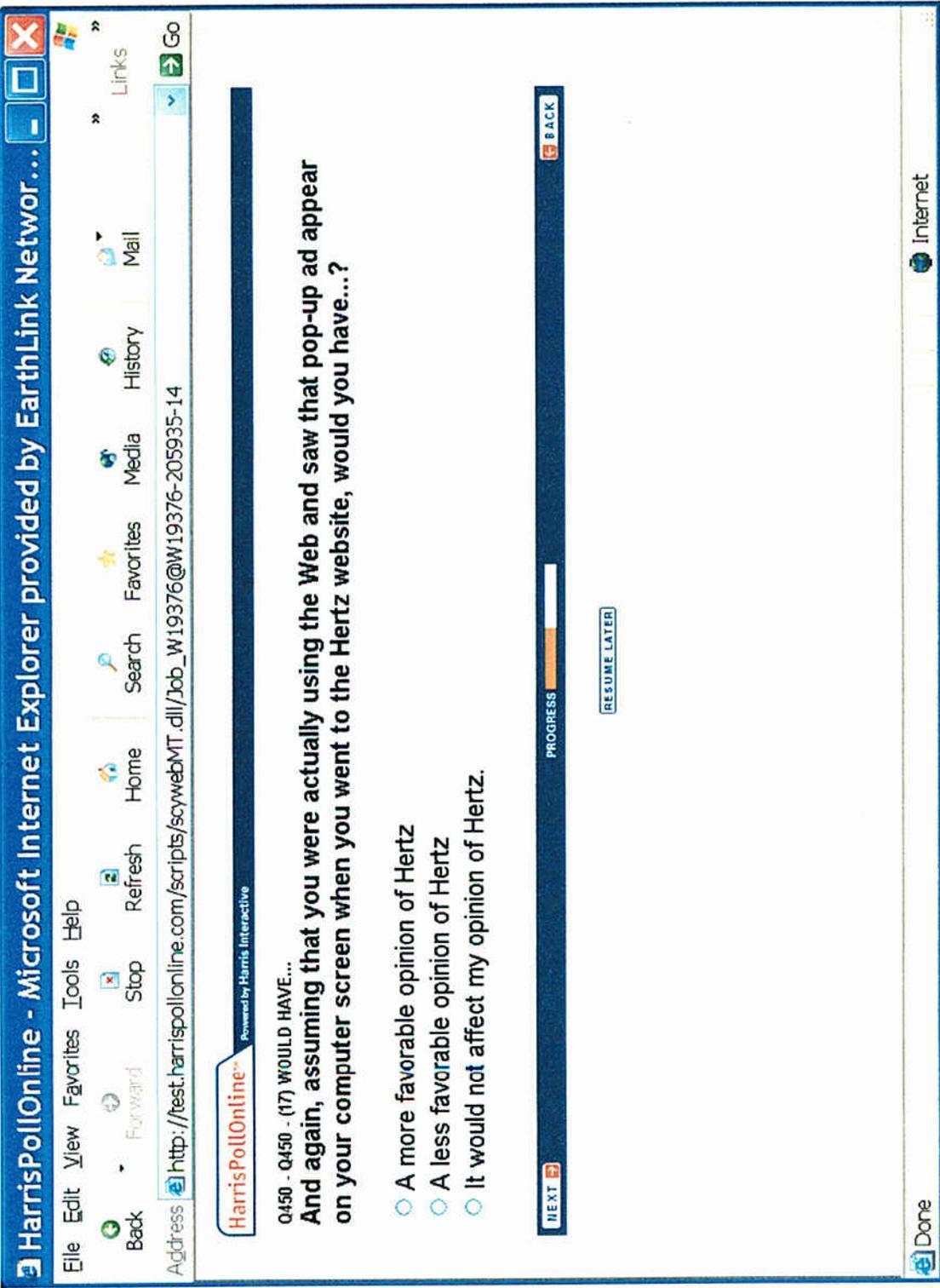
**HarrisPollOnline** Powered by Harris Interactive

Q445 - (16) WAS PAID MONEY/GAVE PERMISSION  
**If you saw that pop-up ad appear on your computer screen when you went to the Hertz website, would you think Intel was paid money or otherwise gave permission to allow the ad to appear?**

- Yes
- No
- No opinion

**NEXT** **PROGRESS** **BACK**

**RESUME LATER**



**Q450 - Q450 - (17) WOULD HAVE...**  
**And again, assuming that you were actually using the Web and saw that pop-up ad appear on your computer screen when you went to the Hertz website, would you have...?**

- A more favorable opinion of Hertz
- A less favorable opinion of Hertz
- It would not affect my opinion of Hertz.

[NEXT](#) [PROGRESS](#) [RESUME LATER](#) [BACK](#)

HarrisPollOnline - Microsoft Internet Explorer provided by EarthLink Networ...

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History Mail Links

Address [http://test.harrispollonline.com/scripts/scywebMT.dll/job\\_W19376@W19376-205849-8](http://test.harrispollonline.com/scripts/scywebMT.dll/job_W19376@W19376-205849-8) Go

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**HarrisPollOnline**  
Powered by Harris Interactive

Q455 - Q455 - (18) WHY

**Please explain why you would feel that way. Please be as specific as possible.**

Progress bar with NEXT, BACK, and RESUME LATER buttons.

Done Internet

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Q460 - Q460 - (19) CONSENT TO HAVE ADS SENT BY GAIN

**Did you ever consent to have advertisements sent to your computer by the GAIN network?**

- Yes
- No
- Not sure

NEXT  PROGRESS BACK

RESUME LATER

HarrisPollOnline - Microsoft Internet Explorer provided by EarthLink Network...

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History Mail Links

Address [http://test.harrispollonline.com/scripts/scywebMT.dll/Job\\_W19376@W19376-205849-8](http://test.harrispollonline.com/scripts/scywebMT.dll/Job_W19376@W19376-205849-8) Go

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**HarrisPollOnline**™ Powered by Harris Interactive

Q465 - Q465 - (20) GAIN MONITOR

**Did you ever consent to have the GAIN network monitor your web surfing behavior to determine what ads might be of interest to you?**

Yes

No

Not sure

**NEXT** **PROGRESS** **RESUME LATER** **BACK**

Done Internet

HarrisPollOnline - Microsoft Internet Explorer provided by EarthLink Network...

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History Mail Links Go

Address http://test.harrispollonline.com/scripts/scywebMT.dll/Job\_W19376@W19376-205849-8

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**HarrisPollOnline** Powered by Harris Interactive

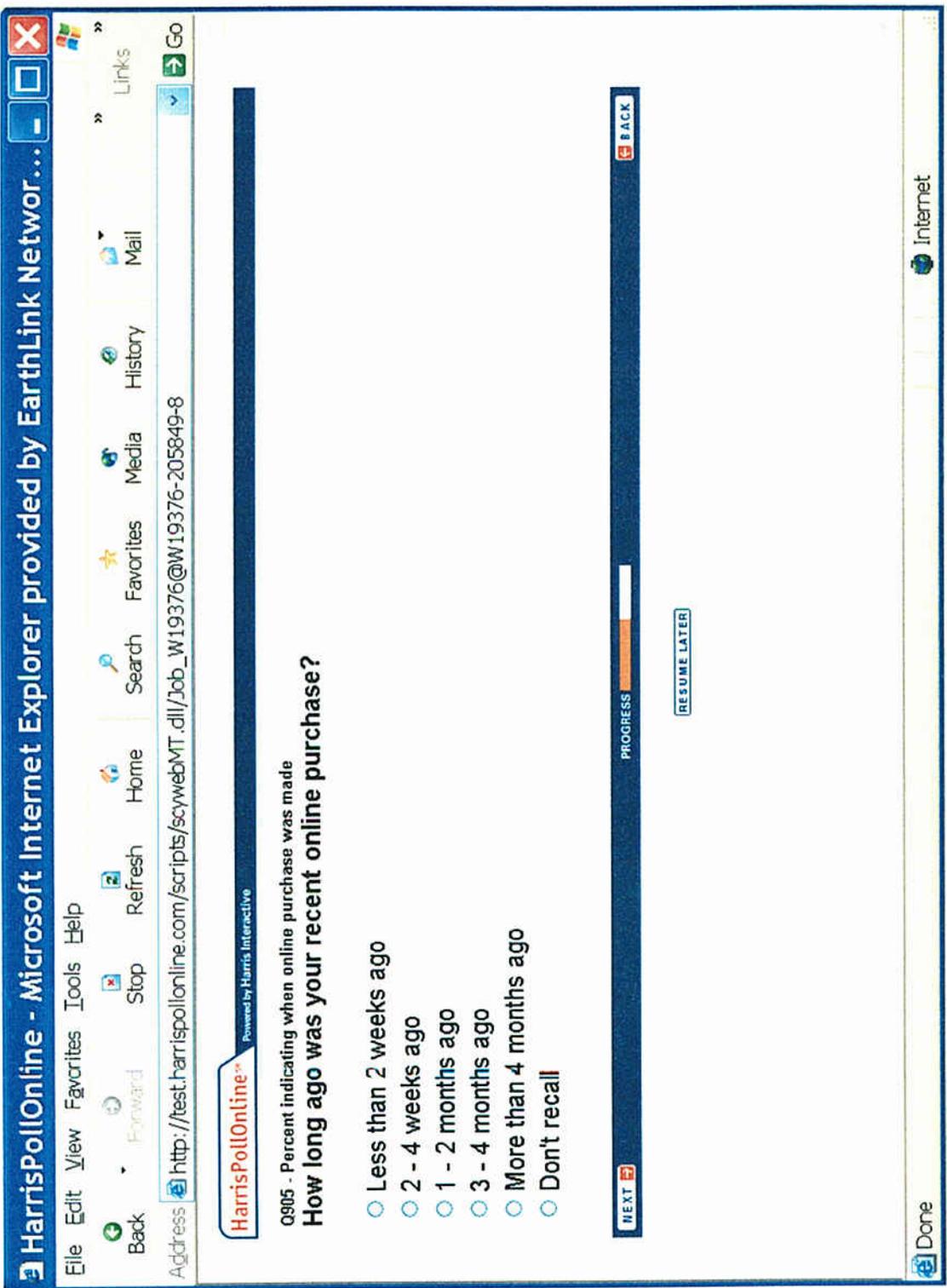
Q900 - Percent indicating they have made an online purchase at some point  
**Now we'd like to ask you a few questions regarding online shopping.**

**Have you ever made an online purchase?**

Yes  
 No

**NEXT** **BACK** **RESUME LATER**

Done Internet



HarrisPollOnline™ Powered by Harris Interactive

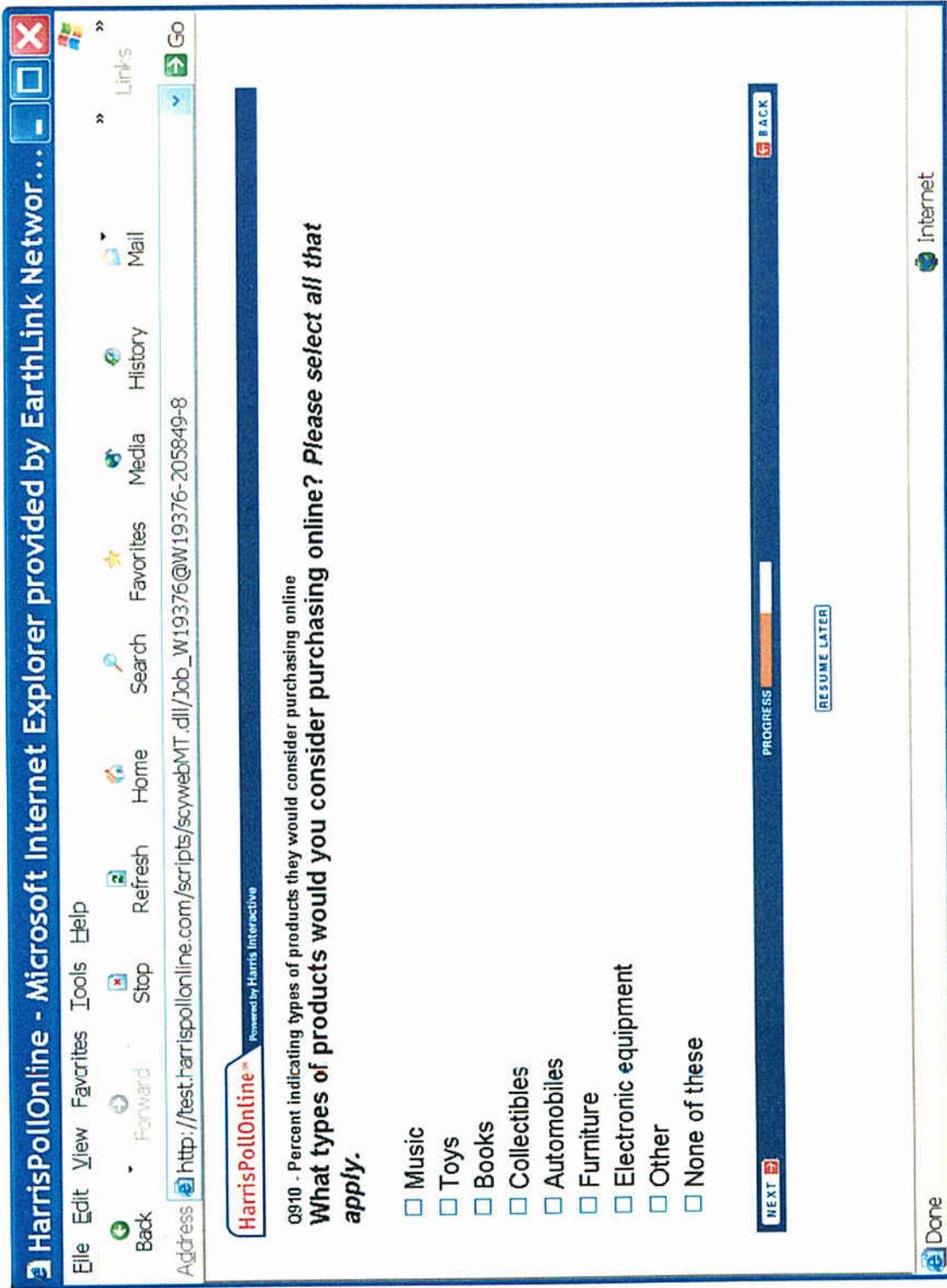
Q905 - Percent indicating when online purchase was made

How long ago was your recent online purchase?

- Less than 2 weeks ago
- 2 - 4 weeks ago
- 1 - 2 months ago
- 3 - 4 months ago
- More than 4 months ago
- Don't recall

NEXT BACK

RESUME LATER



HarrisPollOnline - Microsoft Internet Explorer provided by EarthLink Network...

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History Mail Links

Address [http://test.harrispollonline.com/scripts/scywebMT.dll/Job\\_W19376@W19376-205849-8](http://test.harrispollonline.com/scripts/scywebMT.dll/Job_W19376@W19376-205849-8) Go

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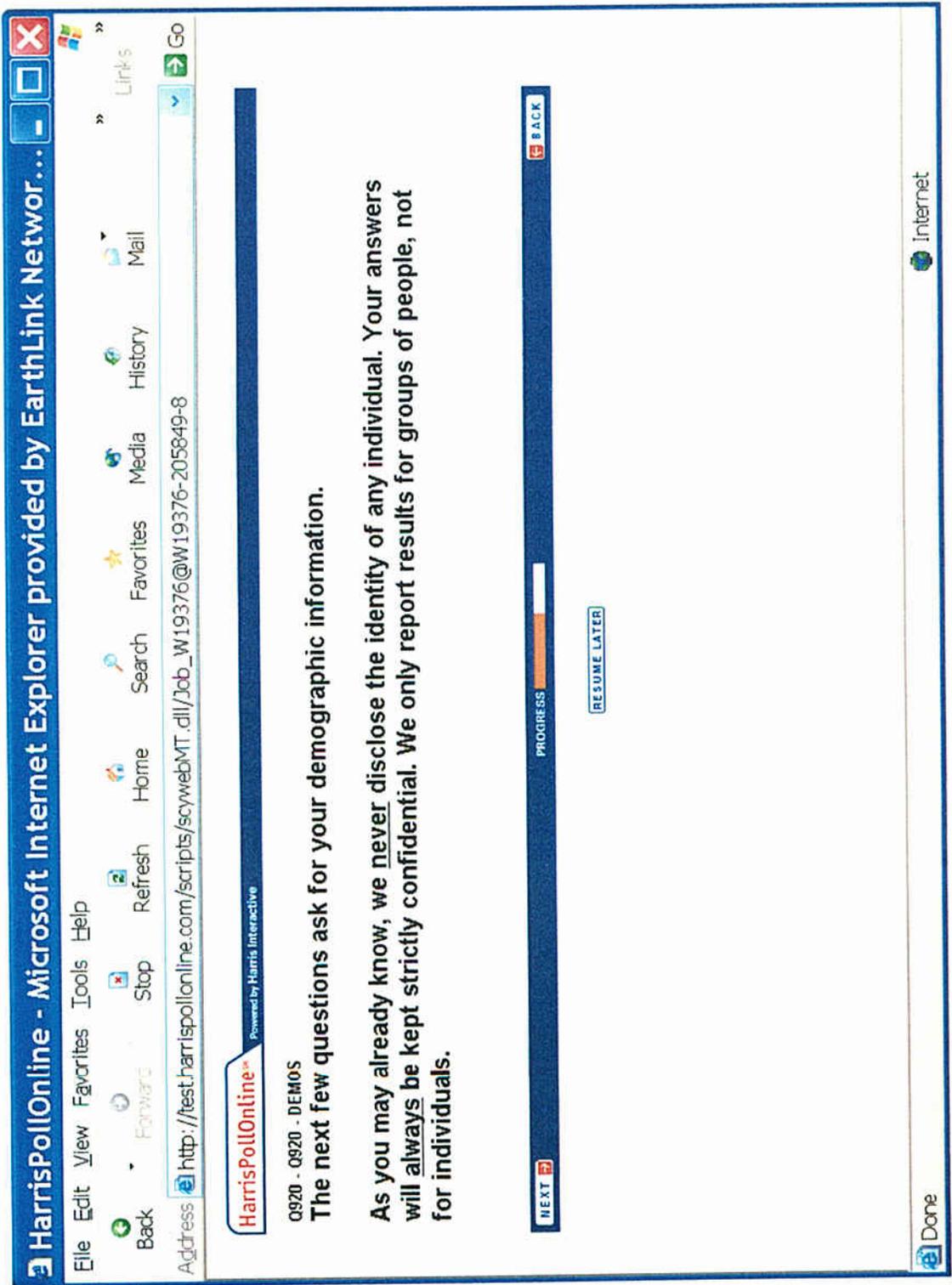
**HarrisPollOnline** Powered by Harris Interactive

Q915 - Percent indicating degree of importance to receive a product the next day after making an online purchase  
**If you were to make an online purchase, how important would it be to you that you receive the product the next day?**

- Not at all important
- Somewhat important
- Important
- Very important
- Extremely important

**NEXT** **PROGRESS** **RESUME LATER** **BACK**

Done Internet



**HarrisPollOnline** Powered by Harris Interactive

Q920 - DEMOS

The next few questions ask for your demographic information.

As you may already know, we never disclose the identity of any individual. Your answers will always be kept strictly confidential. We only report results for groups of people, not for individuals.

**NEXT** **PROGRESS** **BACK**

[RESUME LATER](#)

HarrisPollOnline - Microsoft Internet Explorer provided by EarthLink Network...

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History Mail Links

Address [http://test.harrispollonline.com/scripts/scywebMT.dll/Job\\_W19376@W19376-205849-8](http://test.harrispollonline.com/scripts/scywebMT.dll/Job_W19376@W19376-205849-8) Go

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**HarrisPollOnline™** Powered by Harris Interactive

Q925 - Q925 - (25) EDUCATION

**What is the highest level of education you have completed or the highest degree you have received?**

- Less than high school
- Some high school
- High school or equivalent (e.g., GED)
- Some college, but no degree
- Associate's degree
- College (e.g., B.A., B.S.)
- Some graduate school, but no degree
- Graduate school (e.g., M.S., M.D., Ph.D.)

NEXT  BACK

RESUME LATER

Done Internet

HarrisPollOnline - Microsoft Internet Explorer provided by EarthLink Network...

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History Mail Links

Address [http://test.harrispollonline.com/scripts/scywebMT.dll/Job\\_W19376@W19376-205849-8](http://test.harrispollonline.com/scripts/scywebMT.dll/Job_W19376@W19376-205849-8) Go

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**HarrisPollOnline**™ Powered by Harris Interactive

Q930 - (26) INCOME

**Which of the following income categories best describes your total 2002 household income before taxes?**

- Less than \$15,000
- \$15,000 to \$24,999
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$124,999
- \$125,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 to \$249,999
- \$250,000 or more
- Decline to answer

[Why do we ask this question?](#)

Done Internet

**HarrisPollOnline - Microsoft Internet Explorer provided by EarthLink Network...**

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History Mail Links

Address [http://test.harrispollonline.com/scripts/scywebVT.dll/Job\\_W19376@W19376-205849-8](http://test.harrispollonline.com/scripts/scywebVT.dll/Job_W19376@W19376-205849-8) Go

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**Q935 - GIVE NAME AND TEL**

**Thank you for participating in our survey. For this survey we are going to call some of the participants on the telephone for a one-minute-long additional survey. May we please have your first name and a telephone number where you can be reached in the evening or on weekends?**

Yes  
 No

**NEXT**  **BACK**

[RESUME LATER](#)

Done Internet

HarrisPollOnline - Microsoft Internet Explorer provided by EarthLink Network...

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History Mail Links

Address [http://test.harrispollonline.com/scripts/scywebMT.dll/Job\\_W19376@W19376-205849-8](http://test.harrispollonline.com/scripts/scywebMT.dll/Job_W19376@W19376-205849-8) Go

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Q940 - Q940 - FIRST NAME

**First Name** |

**Telephone** |

**NEXT** **BACK** **RESUME LATER**

Done Internet

**HarrisPollOnline - Microsoft Internet Explorer provided by EarthLink Network...**

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History Mail Links

Address: [http://test.harrispollonline.com/scripts/scywebMT.dll/Job\\_W19376@W19376-205849-8](http://test.harrispollonline.com/scripts/scywebMT.dll/Job_W19376@W19376-205849-8)

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0299 - Complete page

## Thank you very much for participating in this survey.

**To review selected results from the survey in which you just participated, please click here:**  
<http://results.hpolsurveys.com/instantresults.aspx?i=w19376>  
**For the next 30 days, you can view updated results by using this link. To do so, copy and paste the link into a document for your future reference.**

	<b>Have comments or questions about this survey?</b>		<b>Need to change your email address?</b>
	<b>You've earned 100 HIpoints by completing this survey. New to HIpoints?</b>		<a href="#">Official Sweepstakes rules.</a>
	<b>Want to visit our Corporate website?</b>		<b>Want to be excluded from HIEurope/Harris Poll Online mailings?</b>

Internet

**SURVEY QUESTIONNAIRE  
WITH PROGRAMMING LOGIC**

**HARRIS INTERACTIVE**  
60 Corporate Woods  
Rochester, NY 14623

**Client Service Manager: Michele LaPrade**  
**Email: [mlaprade@harrisinteractive.com](mailto:mlaprade@harrisinteractive.com)**  
**Phone: (585) 272-8479 ext. 7548**

**J19376**

**August 11, 2003**  
J:\J193xx\J19376\Edit Master\J19376\_QA.doc

**TITLE FOR INITIAL SURVEY PAGE: Internet Browsing Survey**

**Field Period: 8/11/03 through 8/26/03**

---

**SUBJECTS FOR QUESTIONNAIRE**

Section 300: Screener  
Section 400: Main Questionnaire  
Section 900: Soft Exits  
Section 100: Demographics

---

<b>Harris Interactive-approved Soft Exit Items:</b>	<b>Section Q900</b>
<b>Number of Response Equivalents (REs):</b>	Approximately 50
<b>Estimated Survey Duration:</b>	7 to 10 minutes
<b>Survey Template:</b>	HI Corporate
<b>TTT Code (Q23):</b>	119999
<b>Survey Description:</b>	<b>Internet and Website Browsing</b>
<b>Demographic Template:</b>	<b>Custom</b>

**SECTION 300: SCREENER**

[BANK Q300 AND Q305 ON THE SAME SCREEN]

**Q300 (1)** <center><font size=-1><I>The progress bar below indicates approximately<BR>what portion of the survey you have completed.</I></font></center><P>

Welcome! This survey is about browsing the Internet and websites. We will begin by asking you some basic classification questions that will help us customize the survey for you. Please be assured that all responses will remain confidential.<P>

Are you...?

- 1 Male
- 2 Female

**Q305 (2)** In what year were you born? <I>Please enter as a four-digit number, e.g., 1963.</I>

[RANGE: 1890-1999]

|\_|\_|\_|

[PROGRAMMER: IF UNDER 8 YEARS OLD (Q305>1995) TERMINATE TO Q56]

**BASE: ALL RESPONDENTS**

**Q310 (3)** In what country or region do you currently reside?

[DROP DOWN MENU WITH CHOICES LISTED—SEE STANDARD RESPONSES]

**Q315** In what [PROGRAMMER NOTE: IF U.S. RESIDENT (Q310/244) INSERT “state” IF CANADIAN RESIDENT (Q310/42) INSERT “province”] or territory do you currently reside?

[DROP DOWN MENU WITH CHOICES LISTED—SEE STANDARD RESPONSES]

**BASE: U.S. RESPONDENTS (Q310/244)**

**Q320 (24)** What is your residential zip code? <I>Please enter only the first five digits.</I><BR><BR>

|\_|\_|\_|\_| [PROGRAMMER NOTE: ALLOW ONLY 5 DIGIT, NUMERIC CODE.]

**BASE: NON-U.S. RESPONDENTS (Q310/NE 244)**

**Q325** What is your postal code? <BR><BR>

[10 DIGIT, ALPHA NUMERIC CODE]

|\_|\_|\_|\_|\_|\_|\_|\_|\_|

**Q330** [HIDDEN COMPUTE FOR AGE.]  
[RANGE 0 -120.]

**Q335** **BEHIND THE SCENES: AGE/GENDER CATEGORY FROM Q300/Q305**

- 01 Males 8-20
- 02 Males 21-29
- 03 Males 30-39
- 04 Males 40-49
- 05 Males 50-64
- 06 Males 65+
- 07 Females 8-20
- 08 Females 21-29
- 09 Females 30-39
- 10 Females 40-49
- 11 Females 50-64
- 12 Females 65+

**BASE: U.S. RESIDENTS (Q310/244)**

**Q340** **BEHIND THE SCENES - U.S. 9 CENSUS SUBREGIONS-HARRIS INTERACTIVE DEFINITION**

- 1 New England (CT, ME, MA, NH, RI, VT) (Q315/7,20,22,30,40,46)
- 2 Mid-Atlantic (NJ, NY, PA) (Q315/31,33,39)
- 3 East North Central (IL, IN, MI, OH, WI) (Q315/14,15,23,36,50)
- 4 West North Central (IA, KS, MN, MO, NE, ND, SD) (Q315/16,17,24,26,28,35,42)
- 5 South Atlantic (DE, DC, FL, GA, MD, NC, SC, VA, WV)  
(Q315/8,9,10,11,21,34,41,47, 49)
- 6 East South Central (AL, KY, MS, TN) (Q315/1,18,25,43)
- 7 West South Central (AR, LA, OK, TX) (Q315/4,19,37,44)
- 8 Mountain (AZ, CO, ID, MT, NV, NM, UT, WY) (Q315/3,6,13,27,29,32,45,51)
- 9 Pacific (AK, CA, HI, OR, WA) (Q315/2,5,12,38,48)
- 10 None of these [MARK AS NOT QUALIFIED AND TERMINATE TO Q395]

**[PROGRAMMER: IF 8-20 YEARS OLD (Q335/1,7) TERMINATE TO Q395.]**

**[PROGRAMMER: IF NON-U.S. RESPONDENT (Q310/NE 244) TERMINATE TO Q395.]**

**Q355 (4) What type of personal computer are you using to take this survey?**

**[SINGLE RESPONSE]**

- |   |   |                            |
|---|---|----------------------------|
| 1 | PC running Microsoft Windows 95, 98, 2000, Me, XP, NT |                            |
| 2 | PC running Windows 3.1 or earlier version             | <b>[TERMINATE TO Q395]</b> |
| 3 | PC running operating system other than Windows        | <b>[TERMINATE TO Q395]</b> |
| 4 | MAC   | <b>[TERMINATE TO Q395]</b> |
| 5 | Other   | <b>[TERMINATE TO Q395]</b> |

**Q360 (5) Are you a webmaster, IT professional, professional software developer, computer security specialist or website designer?**

- |   |     |                            |
|---|-----|----------------------------|
| 1 | Yes | <b>[TERMINATE TO Q395]</b> |
| 2 | No  |                            |

**Q365 (6) The next part of the survey deals with some programs you may have on your computer. We are going to ask you to look on your computer to see if you have some specific programs. We'll show you how in the next screen. For now, please write down on a piece of paper the names of the eight programs listed below (or if you wish, you can print this screen by clicking File: Print).<P>**

- Adobe Acrobat
- Date Manager
- Gator eWallet
- OfferCompanion
- Precision Time
- Quicktime
- Realplayer (or Realonec Player)
- Weatherscope

**Q370 (7)** Now, this is how you search for these programs on your computer. (This should take less than a minute and will not affect your computer in any way). You may find it helpful to print this screen (click File: Print) so you can refer to it.<P>

- Click on the Start button in the lower left hand corner of your screen. Then click on “Settings” and “Control Panel.”<P>
- When the Control Panel screen comes up, double-click on “Add/Remove Programs.” You will see a list of programs installed on your computer.<P>
- Scroll down the list of programs and make a checkmark on your piece of paper beside any programs that appeared on your screen. *<I>Do not click on any of the programs on the Add/Remove Programs screen!</I><P>*
- After you’ve finished making your checkmarks, close the Add/Remove Programs screen and exit the Control Panel.<P>

**Q375 (8)** You should now be back in the survey and have made checkmarks on your paper list indicating which of those programs you have. *<I>Please check off below which of those programs you have. Please check all that apply.</I><P>*

**[MULTIPLE RESPONSE]**

- 1 Adobe Acrobat
- 2 Date Manager
- 3 Gator eWallet
- 4 OfferCompanion
- 5 Precision Time
- 6 Quicktime
- 7 Realplayer (or Realone Player)
- 8 Weatherscope
- 9 None of these [EXCLUSIVE]

**[PROGRAMMER: IF Q375/NE 2,3,4,5,OR 8 MARK AS NOT QUALIFIED AND TERMINATE TO Q395.]**

**Q380 (9)** Which of the following types of websites, if any, do you think you are likely to visit in the next 12 months? *<I>Please check all that apply.</I>*

**[MULTIPLE RESPONSE]**

- 1 Travel-related websites (hotels, car rentals, etc.)
- 2 On-line shopping sites (clothing, household goods, computer supplies, etc.)
- 3 Financial services sites (banks, credit cards, mortgages, loans, financial information, etc.)
- 4 Package-delivery company sites (UPS, Federal Express, Airborne, etc.)
- 5 Auction sites (eBay, Yahoo Auctions, etc.)
- 6 I do not expect to visit any of these types of sites. [EXCLUSIVE]

[PROGRAMMER: IF Q380/NE 1-4 MARK AS NOT QUALIFIED AT Q395]

**Q383 GET ALL OPEN QUOTAS – UNCODED**

**Q384 BEHIND THE SCENES – ASSIGN RESPONDENTS TO ALL QUALIFIED CELLS**

**[MULTIPLE RESPONSE]**

- 1 Cell 1 – Travel sites (IF Q380/1)
- 2 Cell 2 – Travel sites (IF Q380/1)
- 3 Cell 3 – Shopping sites (IF Q380/2)
- 4 Cell 4 – Shopping sites (IF Q380/2)
- 5 Cell 5 – Financial sites (IF Q380/3)
- 6 Cell 6 – Financial sites (IF Q380/3)
- 7 Cell 7 – Shipping sites (IF Q380/4)
- 8 Quotas full [EXCLUSIVE]

**Q385 BEHIND THE SCENES: GET ONE RANDOMLY ASSIGNED CELL FROM Q384.**

**[SINGLE RESPONSE]**

- 1 Cell 1 – Travel sites (IF Q384/1) [HARD QUOTA = 210]
- 2 Cell 2 – Travel sites (IF Q384/2) [HARD QUOTA = 210]
- 3 Cell 3 – Shopping sites (IF Q384/3) [HARD QUOTA = 210]
- 4 Cell 4 – Shopping sites (IF Q384/4) [HARD QUOTA = 210]
- 5 Cell 5 – Financial sites (IF Q384/5) [HARD QUOTA = 210]
- 6 Cell 6 – Financial sites (IF Q384/6) [HARD QUOTA = 210]
- 7 Cell 7 – Shipping sites (IF Q384/7) [HARD QUOTA = 210]
- 8 Quotas full (IF Q384/8) [MARK AS OVER QUOTA AND JUMP TO Q395]

**Q387** BEHIND THE SCENES ASSIGNMENT – RANDOMLY ASSIGN RESPONDENTS TO ONE OF THE FOLLOWING GROUPS:

- 1 Response order 1 [YES WILL COME BEFORE NO IN ANSWER CHOICES FOR Q390, Q440, Q445, Q450, Q460, AND Q465]
- 2 Response order 2 [NO WILL COME BEFORE YES IN ANSWER CHOICES FOR Q390, Q440, Q445, Q450, Q460, AND Q465]

**Q390 (10)** For the next part of the survey we want you to imagine that you are browsing the Web and going to various websites. When you are viewing a website, have you ever seen an ad pop up or slide onto the screen so the ad partially covers the website you are viewing?

[DISPLAY APPROPRIATE ORDER OF CODES 1 AND 2 BASED ON Q387 ASSIGNMENT]

- 1 Yes
- 2 No [MARK AS NOT QUALIFIED AT Q395]
- 3 Not sure [MARK AS NOT QUALIFIED AT Q395]

**Q395 BEHIND THE SCENES – A QUALIFIED RESPONDENT MUST MEET THE FOLLOWING CRITERIA:**

- Must be in 21 years or older quota groups (Q335/2-6, 8-12)
- Must be from the U.S (Q310/244)
- Must be in one of the 9 census regions (Q340/1-9)
- Must have qualifying operating system (355/1)
- Must not be a webmaster, IT professional, professional software developer, computer security specialist, or website designer (Q360/2)
- Must have Date Manager, Gator eWallet, OfferCompanion, Precision Time, or Weatherscope software installed on computer (Q375/2,3,4,5, or 8)
- Must be likely to visit travel, shopping, financial, or shipping websites (Q380/1-4)
- Must fall into cells 1 through 7 (Q385/1-7)
- Must have seen a pop up ad (Q390/1)

- 1 QUALIFIED RESPONDENTS AND QUOTA OPEN [ASK Q400 AFTER Q77 ASSIGNMENT]
- 3 QUALIFIED RESPONDENTS, QUOTA MET [AFTER Q77 ASSIGNMENT SKIP TO Q900]
- 6 NOT QUALIFIED [AFTER Q77 ASSIGNMENT SKIP TO Q900]
- Q77** HIPOINTS VALUE (DOES NOT APPEAR ON SCREEN)

- 1 30
- 2 100

[GET CODE 1 IF Q395/3,6 ]  
[GET CODE 2 IF Q395/1 ]

**SECTION 400: QUESTIONNAIRE**

[DISABLE BACK BUTTON]

**Q400** BEHIND THE SCENES QUESTION: **WEBSITE TEXT INSERTIONS** AND JPG FILE INFORMATION BASED ON CELL ASSIGNMENT AT Q385. JPG FILES LOCATED IN J/19736/MULTIMEDIA.

		[Q415 FILES]	[Q425 FILES]
1	Hertz	[CELL 1 – Hertz.jpg]	[CELL 1 – Hertz.ad.jpg]
2	Extended Stay America	[CELL 2 – ESA.jpg]	[CELL 2 – ESA.ad.jpg]
3	LL Bean	[CELL 3 – Bean.jpg]	[CELL 3 – Bean.ad.jpg]
4	Tiger Direct	[CELL 4 – Tiger.jpg]	[CELL 4 – Tiger.ad.jpg]
5	Quicken	[CELL 5 – Quicken.jpg]	[CELL 5 – Quicken.ad.jpg]
6	Wells Fargo	[CELL 6 – Wells.jpg]	[CELL 6 – Wells.ad.jpg]
7	UPS	[CELL 7 – UPS.jpg]	[CELL 7 – UPS.ad.jpg]

**Q405** BEHIND THE SCENES QUESTION: **ADVERTISER TEXT INSERTIONS** BASED ON CELL ASSIGNMENT AT Q385.

- 1 Expedia
- 2 Radisson
- 3 Avon
- 4 1-800 Inkjets
- 5 Rate My Mortgage
- 6 Verizon
- 7 1-800 Inkjets

**Q410 (11)**

Before answering the next question we want to show you a screen shot of the [INSERT Q400 WEBSITE TEXT] website.<P>

Please click the “NEXT” button below to see the screen shot, and when you have looked at it for as long as you think you normally would when on the Web, click the “NEXT” button to resume the survey.<P>

(You may have to scroll down or sideways to see the whole screen shot and the “NEXT” button).

**Q415** [INSERT SCREEN SHOT 1 – WEBSITE JPG FILE FROM Q400]

**Q420 (12)** In this survey we will refer to ads that pop up or slide onto the screen as “pop-up” ads.<P>

On the next screen you will see a screen shot of the [INSERT Q400 WEBSITE TEXT] website with a “pop-up” ad in front of it. Please click the “NEXT” button below to see the screen shot, and when you have looked at it for as long as you think you normally would when on the Web, click the “NEXT” button to resume the survey.<P>

(You may have to scroll down or sideways to see the whole screen shot and the “NEXT” button).

**Q425** [INSERT SCREEN SHOT 2 – ADVERTISER JPG FILE FROM Q400]

**Q430 (13)** Please imagine you were browsing the Web and you actually saw that pop-up ad appear when you went to the website you just saw. What company or companies do you think were responsible for that ad appearing on your screen? <I>Please check all that apply.</I>

[MULTIPLE RESPONSE]

[RANDOMIZE CODES 1 TO 4]

- 1 [INSERT ADVERTISER TEXT FROM Q405]
- 2 The GAIN Network
- 3 [INSERT WEBSITE TEXT FROM Q400]
- 4 Intel
- 5 Some other company [ASK Q435]
- 6 No opinion [EXCLUSIVE]

**Q435 (14)** You answered “some other company” to the last question. What other company or companies do you mean? <I>Please type your response in the space below.</I>

[LARGE MANDATORY TEXT BOX]

[IF Q430/3 (WEBSITE), DO NOT ASK Q440 AND Q445]

**Q437** BEHIND THE SCENES ASSIGNMENT – RANDOMLY ASSIGN RESPONDENTS TO ONE OF THE FOLLOWING GROUPS; THIS WILL ROTATE THE ORDER OF ASKING Q440 AND Q445.

- 1 Group 1 [ASK Q440 AND THEN Q445]
- 2 Group 2 [ASK Q445 AND THEN Q440]

**Q440 (15)** If you saw that pop-up ad appear on your computer screen when you went to the [INSERT WEBSITE TEXT FROM Q400] website, would you think <font color='blue>[INSERT WEBSITE TEXT FROM Q400]</font> was paid money or otherwise gave permission to allow the ad to appear?

[DISPLAY APPROPRIATE ORDER OF CODES 1 AND 2 BASED ON Q387 ASSIGNMENT]

- 1 Yes
- 2 No
- 3 No opinion

**Q445 (16)** If you saw that pop-up ad appear on your computer screen when you went to the [INSERT WEBSITE TEXT FROM Q400] website, would you think <font color='blue'>Intel</font> was paid money or otherwise gave permission to allow the ad to appear?

[DISPLAY APPROPRIATE ORDER OF CODES 1 AND 2 BASED ON Q387 ASSIGNMENT]

- 1 Yes
- 2 No
- 3 No opinion

[PROGRAMMER: NOW EACH CELL SPLITS INTO TWO SUB-CELLS; HALF GET ASKED Q450 & Q455 AND HALF GET ASKED Q460 & Q465.]

**Q447** BEHIND THE SCENES ASSIGNMENT – RANDOMLY ASSIGN RESPONDENTS TO ONE OF THE FOLLOWING GROUPS.

- 1 Group 1 [ASK Q450 AND Q455 ONLY]
- 2 Group 2 [ASK Q460 AND Q465 ONLY]

[IF Q447/1]

**Q450 (17)** And again, assuming that you were actually using the Web and saw that pop-up ad appear on your computer screen when you went to the [INSERT WEBSITE TEXT FROM Q400] website, would you have...?

[DISPLAY APPROPRIATE ORDER OF CODES 1 AND 2 BASED ON Q387 ASSIGNMENT]

- 1 A more favorable opinion of [INSERT WEBSITE TEXT FROM Q400]
- 2 A less favorable opinion of [INSERT WEBSITE TEXT FROM Q400]
- 3 It would not affect my opinion of [INSERT WEBSITE TEXT FROM Q400]. [SKIP TO Q900]

[IF Q447/1]

**Q455 (18)** Please explain why you would feel that way. <I>Please be as specific as possible.</I>

[LARGE MANDATORY TEXT BOX]

[IF Q447/2]

Q460 (19) Did you ever consent to have advertisements sent to your computer by the GAIN network?

[DISPLAY APPROPRIATE ORDER OF CODES 1 AND 2 BASED ON Q387 ASSIGNMENT]

- 1 Yes
- 2 No [SKIP TO Q900]
- 3 Not sure [SKIP TO Q900]

[IF Q447/2]

Q465 (20) Did you ever consent to have the GAIN network monitor your Web-surfing behavior to determine what ads might be of interest to you?

[DISPLAY APPROPRIATE ORDER OF CODES 1 AND 2 BASED ON Q387 ASSIGNMENT]

- 1 Yes
- 2 No
- 3 Not sure

**SECTION 900: SOFT EXIT QUESTIONS**

**BASE: ALL RESPONDENTS**

Q900 (21) Now we'd like to ask you a few questions regarding online shopping.<P>

Have you ever made an online purchase?

[PROGRAMMER: RESULTS LABEL – Percent indicating they have made an online purchase at some point]

- 1 Yes
- 2 No

**BASE: MADE ONLINE PURCHASE (Q900/1)**

Q905 (22) How long ago was your recent online purchase?

[PROGRAMMER: RESULTS LABEL – Percent indicating when online purchase was made]

- 1 Less than 2 weeks ago
- 2 2 – 4 weeks ago
- 3 1 – 2 months ago
- 4 3 – 4 months ago
- 5 More than 4 months ago
- 6 Don't recall

**BASE: ALL RESPONDENTS**

**Q910** What types of products would you consider purchasing online? <I>Please select all that apply.</I>  
[PROGRAMMER: RESULTS LABEL – Percent indicating types of products they would consider purchasing online]  
[MULTIPLE RESPONSE]  
[RANDOMIZE]

- 01 Books
- 02 Music
- 03 Collectibles
- 04 Toys
- 05 Automobiles
- 06 Electronic equipment
- 07 Furniture
- 96 Other [ANCHOR]
- 97 None of these [EXCLUSIVE, ANCHOR]

**BASE: ALL RESPONDENTS**

**Q915 (23)** If you were to make an online purchase, how important would it be to you that you receive the product the next day?  
[PROGRAMMER: RESULTS LABEL – Percent indicating degree of importance to receive a product the next day after making an online purchase]

- 1 Not at all important
- 2 Somewhat important
- 3 Important
- 4 Very important
- 5 Extremely important

SECTION 100: DEMOGRAPHICS

**BASE: U.S. RESPONDENTS (Q310/244)**

**Q920** The next few questions ask for your demographic information.<P>

As you may already know, we <u>never</u> disclose the identity of any individual. Your answers will <u>always</u> be kept strictly confidential. We only report results for groups of people, not for individuals.<P>

**BASE: U.S. RESPONDENTS (Q310/244)**

**Q925 (25)** What is the highest level of education you have completed or the highest degree you have received?

[SINGLE RESPONSE]

- 01 Less than high school
- 02 Some high school
- 03 High school or equivalent (e.g., GED)
- 04 Some college, but no degree
- 05 Associate's degree
- 06 College (e.g., B.A., B.S.)
- 07 Some graduate school, but no degree
- 08 Graduate school (e.g., M.S., M.D., Ph.D.)

**BASE: U.S. RESPONDENTS (Q310/244)**

**Q930 (26)** Which of the following income categories best describes your total 2002 <U>household</U> income before taxes?

[PROGRAMMER NOTE: PLEASE INCLUDE "WHY DO WE ASK THIS QUESTION?" LINK.]

- 01 Less than \$15,000
- 02 \$15,000 to \$24,999
- 03 \$25,000 to \$34,999
- 04 \$35,000 to \$49,999
- 05 \$50,000 to \$74,999
- 06 \$75,000 to \$99,999
- 07 \$100,000 to \$124,999
- 08 \$125,000 to \$149,999
- 09 \$150,000 to \$199,999
- 10 \$200,000 to \$249,999
- 11 \$250,000 or more
- 12 Decline to answer

**BASE: U.S. RESPONDENTS (Q310/244)**

**Q935** Thank you for participating in our survey. For this survey we are going to call some of the participants on the telephone for a one-minute-long additional survey. May we please have your first name and a telephone number where you can be reached in the evening or on weekends?

- 1 Yes [ASK Q940 AND Q945]
- 2 No [JUMP TO Q60]

[BANK Q940 AND Q945 ON THE SAME SCREEN]

**Q940** First Name [NON-MANDATORY TEXT BOX]

**Q945** Telephone |\_|\_|\_|\_|\_|\_|\_|\_|\_|\_|

[RANGE: 0-9 FOR EACH DIGIT; NON-MANDATORY]

**Q60 BEHIND THE SCENES – A QUALIFIED RESPONDENT MUST MEET THE FOLLOWING CRITERIA:**

- Must be in 21 years or older quota groups (Q335/2-6, 8-12)
- Must be from the U.S (Q310/244)
- Must be in one of the 9 census regions (Q340/1-9)
- Must have qualifying operating system (355/1)
- Must not be a webmaster, IT professional, professional software developer, computer security specialist, or website designer (Q360/2)
- Must have Date Manager, Gator eWallet, OfferCompanion, Precision Time, or Weatherscope software installed on computer (Q375/2,3,4,5, or 8)
- Must be likely to visit travel, shopping, financial, or shipping websites (Q380/1-4)
- Must have seen a pop up ad (Q390/1)
- Must fall into cells 1 through 7 (Q385/1-7)

- 1 Qualified
- 3 Over-Quota
- 6 Not Qualified

**Q70 INCREMENT QUOTA (DOES NOT APPEAR ON SCREEN)**  
**[PROGRAMMER NOTE: INCREMENT QUOTA BASED ON DATA AT Q385]**

[INSERT HIPOINTS TRANSACTIONS HERE REFERENCING POINTS VALUE FROM Q77.]  
[PROGRAMMER NOTE: INSERT THANK YOU PAGES WITH:]

- 1 HIpoints link
- 2

**DATA TABLES (WEIGHTED) ON  
WHICH REPORT RESULTS ARE BASED**

TABLE OF CONTENTS

Table 1 Page 1.....Q1: Respondent gender

Table 2 Page 2.....Q2: Respondent Age

Table 3 Page 3.....Q1/2: Respondent Age & Gender

Table 4 Page 4.....Q3: Respondent Region

Table 5 Page 5.....Q8: Programs On Computer

Table 6 Page 6.....Q9: Types of websites likely to visit in next 12 months

Table 7 Page 7.....Cell Assignment

Table 8 Page 8.....Rotation: Yes/No or No/Yes in Q. 15, 16, 17, 19, 20

Table 9 Page 9.....Q13: Please imagine you were browsing the web and actually saw that pop-up ad appear when you went to the website you just saw. What company or companies do you think were responsible for that ad appearing on your screen?

Table 10 Page 10.....Q14: You answered "some other company" to the last question. What other company or companies do you mean?

Table 11 Page 11.....Rotation: Order of asking Q15 (website) and 16 (Intel)

Table 12 Page 12.....Q15: If you saw that pop-up ad appear when you went to the (NAME) website, would you think (NAME) was paid money or otherwise gave permission to allow the ad to appear?

Table 13 Page 13.....Q16: If you saw that pop-up ad appear when you went to the (NAME) website, would you think Intel was paid money or otherwise gave permission to allow the ad to appear?

Table 14 Page 14.....Rotation: Favorability questions or consent questions

Table 15 Page 15.....Q17: Assuming that you were actually using the web and saw that pop-up ad appear on your computer screen when you went to (WEBSITE NAME), would you have:

Table 16 Page 16.....Q18: Please explain why you feel that way? (Among those less favorable)

TABLE OF CONTENTS (Continued)

Table 17 Page 17.....Q18: Please explain why you would feel that way? (Among those more favorable)

Table 18 Page 18.....Q19: Did you ever consent to have advertisements sent to your computer by the GAIN Network?

Table 19 Page 19.....Q20: Did you ever consent to have the GAIN Network monitor your web surfing behavior to determine what ads might be of interest to you?

Table 20 Page 20.....Respondent Education

Table 21 Page 21.....Respondent household income

Table 22 Page 23.....Validation follow-up

Table 1 Page 1

Q1: Respondent gender

	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
TOTAL	1453	197	193	198	206	208	221
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Male	627	104	91	72	99	86	87
	43.2	52.8	47.3	36.5	47.8	41.4	39.6
Female	826	93	102	126	107	122	133
	56.8	47.2	52.7	63.5	52.2	58.6	60.4

Table 2 Page 2

Q2: Respondent Age

	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
TOTAL	1453 100.0	230 100.0	197 100.0	198 100.0	206 100.0	208 100.0	221 100.0
21 -29	250 17.2	33 14.4	28 14.4	30 15.5	47 22.8	34 16.4	39 17.7
30-39	346 23.8	51 22.0	39 19.8	46 23.0	70 33.9	53 25.6	53 24.0
40-49	393 27.0	58 25.3	54 27.5	59 29.9	34 16.7	61 29.5	71 32.2
50-64	313 21.6	59 25.4	48 24.7	31 15.4	40 19.3	41 19.9	43 19.5
65+	151 10.4	30 13.0	27 13.7	25 12.4	15 7.3	18 8.6	14 6.6

Table 3 Page 3

Q1/2: Respondent Age & Gender

	1	2	3	4	5	6	7
TOTAL	Hertz	Ex. Stay	LL Bean	Tiger	Quicken	W. Fargo	UPS
	1453	197	193	198	206	208	221
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Males 21 -29	112	18	17	12	26	16	12
	7.7	9.1	8.5	6.0	12.4	7.6	5.6
Males 30-39	126	15	14	15	28	15	16
	8.7	7.7	7.4	7.3	13.8	7.4	7.3
Males 40-49	164	26	24	22	18	31	26
	11.3	13.4	12.7	11.3	8.9	14.8	11.6
Males 50-64	147	24	26	9	18	14	28
	10.1	14.7	13.3	4.4	8.9	6.6	12.5
Males 65+	78	16	10	15	8	10	6
	5.4	8.0	5.3	7.5	3.9	5.0	2.7
Females 21-29	138	10	14	27	21	18	27
	9.5	5.3	7.0	13.4	10.4	8.8	12.2
Females 30-39	220	24	21	31	41	38	37
	15.1	12.1	10.6	15.7	20.1	18.2	16.7
Females 40-49	229	28	30	37	16	30	45
	15.8	14.1	15.6	18.6	7.8	14.7	20.6
Females 50-64	166	35	26	22	21	28	16
	11.5	10.0	13.3	11.0	10.4	13.3	7.1
Females 65+	73	11	12	10	7	8	9
	5.0	5.7	6.1	4.9	3.4	3.7	3.9

Table 4 Page 4

Q3: Respondent Region

	1	2	3	4	5	6	7
TOTAL	Hertz	Ex. Stay	LL Bean	Tiger	Quicken	W. Fargo	UPS
-----	-----	-----	-----	-----	-----	-----	-----
	230	197	193	198	206	208	221
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
80	12	21	10	8	4	10	14
5.5	5.2	10.9	5.2	4.2	1.8	5.0	6.2
216	20	33	12	17	40	43	50
14.8	8.8	16.6	6.2	8.8	19.5	20.8	22.5
229	56	27	43	26	24	32	21
15.8	24.1	13.6	22.2	13.1	11.7	15.6	9.6
85	22	11	7	15	11	12	8
5.8	9.7	5.4	3.5	7.4	5.3	5.6	3.6
306	45	46	48	49	54	33	31
21.1	19.7	23.4	25.0	24.5	26.2	15.8	14.2
77	8	2	7	17	-	9	34
5.3	3.6	1.0	3.7	8.5		4.2	15.5
133	22	14	11	14	23	29	21
9.2	9.4	7.0	5.4	7.2	11.2	13.9	9.7
88	10	8	15	8	22	9	15
6.0	4.5	4.1	7.6	4.3	10.7	4.6	6.6
239	34	35	41	44	28	30	27
16.5	14.9	17.9	21.2	21.9	13.7	14.6	12.1

Q8: Programs On Computer

	1	2	3	4	5	6	7
TOTAL	Hertz	Ex. Stay	LL Bean	Tiger	Quicken	W. Fargo	UPS
	-----	-----	-----	-----	-----	-----	-----
	1453	197	193	198	206	208	221
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Gator Programs (Net)	1453	197	193	198	206	208	221
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Date Manager	870	114	113	124	125	128	123
	59.9	58.2	58.6	62.3	60.9	61.7	55.8
Gator eWallet	390	54	46	45	55	61	62
	26.9	27.4	23.9	22.9	26.6	29.3	28.3
OfferCompanion	234	33	25	38	28	41	32
	16.1	15.8	13.1	19.1	13.6	19.9	14.7
Precision Time	783	120	115	95	102	108	129
	53.9	61.1	59.6	48.1	49.4	52.2	58.4
Weatherscope	181	25	38	21	25	20	27
	12.5	10.8	19.6	10.5	12.1	9.6	12.2
Adobe Acrobat	1333	173	172	185	196	193	213
	91.8	86.9	88.8	93.4	95.2	93.1	96.7
Quicktime	1005	132	122	136	152	159	153
	69.2	66.0	63.0	68.7	73.6	76.6	69.4
Realplayer/Realone Player	1244	171	155	166	184	178	201
	85.7	82.7	80.0	83.6	89.2	85.9	91.0

Table 6 Page 6

Q9: Types of websites likely to visit in next 12 months

	1	2	3	4	5	6	7
	Hertz	Ex. Stay	LL Bean	Tiger	Quicken	W. Fargo	UPS
TOTAL	-----	-----	-----	-----	-----	-----	-----
	230	197	193	198	206	208	221
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Travel related websites (hotels, car rentals, etc.)	1069	197	119	113	122	145	143
	73.6	100.0	61.6	56.8	59.5	70.0	64.7
On-line shopping sites (clothing, household goods, computer supplies, etc.)	1204	137	193	198	158	159	194
	82.9	69.8	100.0	100.0	76.6	76.4	87.9
Financial services sites (banks, credit cards, mortgages, loans, financial information, etc.)	882	81	77	89	206	208	114
	60.7	41.2	39.7	44.7	100.0	100.0	51.6
Package delivery company sites (UPS, Federal Express, Airborne, etc.)	632	51	64	65	74	78	221
	43.5	34.1	32.9	33.0	36.0	37.8	100.0
Auction sites (eBay, Yahoo Auctions, etc.)	825	108	135	110	99	112	139
	56.8	52.8	70.1	55.3	48.2	54.1	63.0

Table 7 Page 7

Cell Assignment	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
TOTAL	1453 100.0	197 100.0	193 100.0	198 100.0	206 100.0	208 100.0	221 100.0
Cell 1: Hertz	230 100.0	-	-	-	-	-	-
Cell 2: Extended Stay America	197 13.5	197 100.0	-	-	-	-	-
Cell 3: L.L. Bean	193 13.3	-	193 100.0	-	-	-	-
Cell 4: Tiger Direct	198 13.7	-	-	198 100.0	-	-	-
Cell 5: Quicken	206 14.2	-	-	-	206 100.0	-	-
Cell 6: Wells Fargo	208 14.3	-	-	-	-	208 100.0	-
Cell 7: UPS	221 15.2	-	-	-	-	-	221 100.0

Table 8 Page 8

Rotation: Yes/No or No/Yes in Q. 15, 16, 17, 19, 20

	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
TOTAL	1453 100.0	197 100.0	193 100.0	198 100.0	206 100.0	208 100.0	221 100.0
Yes precedes No	698 48.0	90 45.5	99 51.2	93 46.7	102 49.5	108 52.0	98 44.6
No precedes Yes	755 52.0	107 54.5	94 48.8	106 53.3	104 50.5	100 48.0	122 55.4

In Q17, Yes/No is "More favorable"/"Less favorable"

Q13: Please imagine you were browsing the web and actually saw that pop-up ad appear when you went to the website you just saw. What company or companies do you think were responsible for that ad appearing on your screen?

	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
TOTAL	1453 100.0	230 100.0	197 100.0	193 100.0	198 100.0	206 100.0	221 100.0
Pop-up advertiser	716 49.3	146 63.4	104 52.8	85 42.7	59 28.5	140 67.3	74 33.7
The GAIN Network	471 32.4	73 31.8	47 24.0	59 30.5	64 32.4	83 40.1	98 44.4
Website	465 32.0	78 34.0	70 35.7	48 24.8	68 34.2	61 29.7	48 21.8
Intel	32 2.2	7 3.0	1 0.5	2 0.9	2 1.0	10 4.7	4 1.7
Some other company	153 10.5	15 6.5	15 7.9	26 13.6	17 8.4	26 12.6	40 18.3
No opinion	139 9.5	15 6.4	18 9.1	9 4.8	30 15.1	32 15.6	25 11.5

Respondent saw the name of pop-up advertiser and website corresponding to screen shots shown. The first four choices were presented in random order.

Table 10 Page 10

Q14: You answered "some other company" to the last question. What other company or companies do you mean?

	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
TOTAL	1453 100.0	230 100.0	197 100.0	193 100.0	198 100.0	206 100.0	221 100.0
TOTAL ASKED	153 10.5	15 6.5	15 7.9	26 13.6	17 8.4	26 12.6	40 18.3
Advertiser/pop-up advertiser	38 2.6	4 1.6	6 3.0	2 0.9	8 3.9	7 3.2	2 0.9
Other advertiser	8 0.6	4 1.6	1 0.3	0 0.1	2 1.1	1 0.3	1 0.5
Ad agency/marketing company	30 2.1	3 1.1	4 1.8	7 3.4	1 0.3	5 2.2	6 2.9
Gator	5 0.3	-	-	3 1.6	-	1 0.6	0 0.2
ISP/Website hosting co.	6 0.4	0 0.1	1 0.4	3 1.5	-	-	1 0.6
Host website	4 0.3	-	-	1 0.6	1 0.3	1 0.6	1 0.6
Other company/website	-	-	-	-	-	-	-
Comments re: pop-ups in general	3 0.2	- 0.3	1 0.7	1 0.7	-	-	2 0.7
All other responses	26 1.8	3 1.2	-	4 2.3	0 0.2	7 3.6	8 3.7
Don't know	33 2.3	2 0.9	4 2.1	5 2.6	5 2.7	4 2.1	12 5.3

Rotation: Order of asking Q15 (website) and 16 (Intel)

	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
TOTAL	988	126	145	131	145	116	173
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DID NOT MENTION WEBSITE IN Q. 13							
Website, then Intel	494	63	72	66	73	58	86
	50.0	50.0	49.7	50.4	50.3	50.0	49.7
Intel, then website	494	63	73	65	72	58	87
	50.0	50.0	50.3	49.6	49.7	50.0	50.3

Table 12 Page 12

Q15: If you saw that pop-up ad appear when you went to the (NAME) website, would you think (NAME) was paid money or otherwise gave permission to allow the ad to appear?

	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
TOTAL	1453 100.0	197 100.0	193 100.0	198 100.0	206 100.0	208 100.0	221 100.0
Yes	511 35.2	54 27.4	62 32.1	83 41.9	81 39.4	64 30.6	93 42.1
No	386 26.6	52 26.5	69 35.6	36 18.2	42 20.5	50 24.0	69 31.2
No opinion	91 6.3	20 10.4	14 7.3	11 5.6	21 10.4	3 1.6	11 5.0
Not asked because website named in Q13	465 32.0	70 35.7	48 24.8	68 34.2	61 29.7	92 44.1	48 21.8



Table 14 Page 14

Rotation: Favorability questions or consent questions

	1	2	3	4	5	6	7
	Hertz	Ex. Stay	LL Bean	Tiger	Quicken	W. Fargo	UPS
TOTAL	-----	-----	-----	-----	-----	-----	-----
	230	197	193	198	206	208	221
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Ask Q. 17 & 18 (Favorability)	753	100	95	111	105	106	109
	51.9	50.9	49.3	55.8	50.8	51.1	49.3
Ask Q. 19 & 20 (Consent)	699	97	98	88	101	102	112
	48.1	49.1	50.7	44.2	49.2	48.9	50.7

Q17: Assuming that you were actually using the web and saw that pop-up ad appear on your computer screen when you went to (WEBSITE NAME), would you have:

	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
TOTAL ASKED	753	128	100	95	111	105	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
A more favorable opinion of (website)	18	3	9	-	4	0	1
	2.4	2.0	9.3	3.8	0.2	0.8	1.1
A less favorable opinion of (website)	250	33	30	25	49	37	37
	33.2	25.8	30.1	26.3	44.3	35.8	34.4
It would not affect my opinion of (website)	485	93	61	70	57	67	70
	64.3	72.2	60.5	73.7	51.9	63.9	64.5

Table 16 Page 16

Q18: Please explain why you feel that way? (Among those less favorable)

	1	2	3	4	5	6	7
TOTAL	Hertz	Ex. Stay	LL Bean	Tiger	Quicken	W. Fargo	UPS
THOSE SAYING "LESS FAVORABLE"	250	30	25	49	37	38	37
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Dislike pop-ups	242	30	25	46	36	36	37
-----	96.8	100.0	100.0	92.8	95.8	95.6	100.0
Pop-ups are annoying/intrusive/interruption	102	13	12	13	17	17	17
	40.7	43.1	48.5	26.7	44.6	43.2	45.5
Pop-ups interfere with site I'm on	42	3	6	16	5	1	5
	16.9	11.1	22.2	32.3	14.7	3.2	14.2
Didlike/hate pop-ups	34	2	5	8	4	5	4
	13.7	7.1	18.8	17.0	10.9	14.0	9.7
Sites should not permit pop-ups/think less of sites that permit	21	0	-	3	3	8	5
	8.5	1.2	-	7.1	8.6	20.1	12.4
Site putting profit ahead of customer	17	3	1	3	1	4	4
	6.9	7.6	3.5	5.6	2.8	9.7	10.1
Will avoid sites with pop-ups	11	5	-	1	3	1	1
	4.5	15.5	-	2.3	8.8	2.1	2.1
Pop-ups are like spam and telemarketers	9	-	2	-	1	0	1
	3.4	-	6.6	-	2.3	1.1	3.3
All other negatives re: pop-ups	4	1	-	1	-	1	1
	1.7	2.7	2.0	1.9	-	2.1	2.6
Will not buy from pop-up advertiser	2	-	-	-	1	-	-
	0.6	-	-	-	3.2	-	-
All other responses	8	1	-	4	2	2	-
	3.2	3.5	-	7.2	4.2	4.4	-

Table 17 Page 17

Q18: Please explain why you would feel that way? (Among those more favorable)

	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
THOSE SAYING "MORE FAVORABLE"	18	9	-	4	0	1	1
	100.0	100.0		100.0	100.0	100.0	100.0
Good rates/useful information	8	3	-	2	0	-	-
	42.2	100.0		49.3	100.0		
Attractive ad/site	2	1	-	-	-	1	-
	12.4	15.5				100.0	
Negative comment re: pop-ups	6	3	-	2	-	-	-
	30.1	36.6		50.7			
All other	3	2	-	-	-	-	1
	15.3	17.3					100.0

Table 18 Page 18

Q19: Did you ever consent to have advertisements sent to your computer by the GAIN Network?

	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
TOTAL	699	97	98	88	101	102	112
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	92	7	14	8	17	17	18
	13.2	6.8	14.6	9.3	17.2	16.5	16.0
No	446	65	68	47	69	56	80
	63.7	67.7	69.0	53.9	67.9	55.5	71.9
Not Sure	161	25	16	32	15	28	14
	23.1	25.5	16.4	36.8	14.9	28.0	12.1

Q20: Did you ever consent to have the GAIN Network monitor your web surfing behavior to determine what ads might be of interest to you?

	1	2	3	4	5	6	7
	Hertz	Ex. Stay	LL Bean	Tiger	Quicken	W. Fargo	UPS
TOTAL	-----	-----	-----	-----	-----	-----	-----
Yes	29	9	7	2	8	1	-
	4.1	8.8	7.0	2.6	7.4	1.3	
No	37	1	3	3	8	13	5
	5.3	1.4	2.9	3.6	8.1	12.7	4.6
Not Sure	27	1	4	3	2	3	13
	3.8	1.0	2.0	3.1	1.6	2.5	11.4
Not asked because NO/NOT SURE to Q19	607	91	84	80	84	85	94
	86.8	88.9	85.4	90.7	82.8	83.5	84.0

Table 20 Page 20

Respondent Education

	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
TOTAL	1453	197	193	198	206	208	221
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Less than high school	11	-	-	4	-	-	5
	0.7	0.8		2.0			2.2
Some high school	44	9	4	9	9	4	6
	3.0	4.0	2.2	4.3	4.3	1.8	2.6
High school or equivalent	501	89	58	71	71	74	83
	34.5	38.4	30.2	35.9	34.3	35.5	37.7
Some college but no degree	326	50	38	45	48	43	54
	22.5	21.8	19.7	22.8	23.5	20.6	24.6
Associate degree	144	20	30	23	13	22	21
	9.9	8.6	15.3	11.5	6.2	10.5	9.7
College (BA,BS)	304	48	46	33	43	44	40
	20.9	20.7	23.9	16.8	21.0	21.4	18.0
Some graduate school but no degree	58	7	7	7	8	13	6
	4.0	3.1	3.8	3.5	3.7	6.1	2.9
Graduate degree	65	6	9	6	14	9	5
	4.5	2.5	4.9	3.2	7.0	4.1	2.4

Table 21 Page 21

Respondent household income

	1	2	3	4	5	6	7
TOTAL	Hertz	Ex. Stay	LL Bean	Tiger	Quicken	W. Fargo	UPS
	-----	-----	-----	-----	-----	-----	-----
TOTAL	1453	197	193	198	206	208	221
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Less than \$15K	79	11	15	11	11	7	14
	5.4	5.5	7.7	5.4	5.5	3.3	6.3
\$15,000-\$24,999	138	16	24	24	21	19	15
	9.5	8.0	12.6	12.1	10.0	9.2	6.8
\$25000-\$34,999	181	18	26	30	29	27	25
	12.4	9.2	13.3	14.9	14.3	12.8	11.5
\$35,000-\$49,999	204	38	26	25	29	26	35
	14.1	19.2	13.6	12.8	14.2	12.3	15.7
\$50,000-\$74,999	343	47	35	45	50	58	53
	23.6	23.8	18.0	22.8	24.3	28.1	23.8
\$75,000-\$99,999	187	14	15	27	28	32	30
	12.8	7.2	7.8	13.7	13.5	15.4	13.5
\$100,000-\$124,999	63	5	13	4	7	11	6
	4.3	2.6	6.7	2.0	3.5	5.2	2.7
\$125,000-\$149,999	53	10	8	2	3	8	16
	3.7	5.3	4.2	1.0	1.3	4.0	7.3
\$150,000-\$199,999	20	4	4	4	4	1	2
	1.3	2.2	1.9	1.8	2.0	0.5	0.7
\$200,000-\$249,999	6	-	1	2	1	2	-
	0.4	0.3	0.4	0.9	0.4	0.7	-

Table 21 Page 22

(Continued)

Respondent household income

	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
\$250,000 or more	15 1.0	3 1.8	2 1.1	3 1.5	4 1.9	2 0.9	-
Decline to answer	165 11.4	30 15.1	24 12.6	22 11.1	19 9.1	16 7.6	25 11.6

Table 22 Page 23

Validation follow-up

	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
TOTAL	1453	197	193	198	206	208	221
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
No phone number	684	93	95	90	102	89	107
	47.1	47.3	49.0	45.3	49.7	43.0	48.6
Unable to contact	252	24	30	30	43	41	40
	17.4	12.1	15.6	15.2	20.7	19.8	17.9
Validated	517	80	68	78	61	77	74
	35.6	40.6	35.4	39.5	29.6	37.2	33.5

## UNWEIGHED DATA TABLES

TABLE OF CONTENTS

Table 1	Page 1	.....Q1: Respondent gender
Table 2	Page 2	.....Q2: Respondent Age
Table 3	Page 3	.....Q1/2: Respondent Age & Gender
Table 4	Page 4	.....Q3: Respondent Region
Table 5	Page 5	.....Q8: Programs On Computer
Table 6	Page 6	.....Q9: Types of websites likely to visit in next 12 months
Table 7	Page 7	.....Cell Assignment
Table 8	Page 8	.....Rotation: Yes/No or No/Yes in Q. 15, 16, 17, 19, 20
Table 9	Page 9	.....Q13: Please imagine you were browsing the web and actually saw that pop-up ad appear when you went to the website you just saw. What company or companies do you think were responsible for that ad appearing on Your screen?
Table 10	Page 10	.....Q14: You answered "some other company" to the last question. What other company or companies do you mean?
Table 11	Page 12	.....Rotation: Order of asking Q15 (website) and 16 (Intel)
Table 12	Page 13	.....Q15: If you saw that pop-up ad appear when you went to the (NAME) website, would you think (NAME) was paid money or otherwise gave permission to allow the ad to appear?
Table 13	Page 14	.....Q16: If you saw that pop-up ad appear when you went to the (NAME) website, would you think Intel was paid money or otherwise gave permission to allow the ad to appear?
Table 14	Page 15	.....Rotation: Favorability questions or consent questions
Table 15	Page 16	.....Q17: Assuming that you were actually using the web and saw that pop-up ad appear on your computer screen when you went to (WEBSITE NAME), would you have:
Table 16	Page 17	.....Q18: Please explain why you feel that way? (Among those less favorable)

TABLE OF CONTENTS (Continued)

Table 17 Page 19.....Q18: Please explain why you would feel that way? (Among those more favorable)

Table 18 Page 20.....Q19: Did you ever consent to have advertisements sent to your computer by the GAIN Network?

Table 19 Page 21.....Q20: Did you ever consent to have the GAIN Network monitor your web surfing behavior to determine what ads might be of interest to you?

Table 20 Page 22.....Respondent Education

Table 21 Page 23.....Respondent household income

Table 22 Page 25.....Validation follow-up

Q1: Respondent gender

	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
TOTAL	1436 100.0	205 100.0	203 100.0	203 100.0	205 100.0	209 100.0	209 100.0
Male	583 40.6	74 36.6	99 48.3	87 42.9	72 35.5	85 41.5	85 40.7
Female	853 59.4	128 63.4	106 51.7	116 57.1	131 64.5	120 58.5	129 61.9

Q2: Respondent Age

	1	2	3	4	5	6	7
TOTAL	Hertz	Ex. Stay	LL Bean	Tiger	Quicken	W. Fargo	UPS
TOTAL	1436	205	203	203	205	209	209
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
21 -29	240	30	29	34	44	35	39
	16.7	14.9	14.3	16.7	21.5	16.7	18.5
30-39	326	42	34	48	59	54	49
	22.7	19.3	16.7	23.6	28.8	25.8	23.5
40-49	383	55	56	54	39	55	70
	26.7	27.2	27.3	26.6	19.0	26.3	33.3
50-64	350	55	61	46	44	49	41
	24.4	27.2	30.0	22.7	21.5	23.4	19.8
65+	137	23	23	21	19	16	10
	9.5	11.4	11.3	10.3	9.3	7.7	4.9

Q1/2: Respondent Age & Gender

	1	2	3	4	5	6	7
TOTAL	Hertz	Ex. Stay	LL Bean	Tiger	Quicken	W. Fargo	UPS
	-----	-----	-----	-----	-----	-----	-----
TOTAL	1436	205	203	203	205	209	209
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Males 21 -29	81	13	13	8	15	13	11
	5.6	6.3	6.4	3.9	7.3	6.2	5.1
Males 30-39	114	16	11	16	22	21	13
	7.9	7.8	5.4	7.9	10.7	10.0	6.0
Males 40-49	164	28	24	21	19	23	28
	11.4	13.7	11.8	10.3	9.3	11.0	13.3
Males 50-64	155	26	29	16	20	19	23
	10.8	12.7	14.3	7.9	9.8	9.1	11.2
Males 65+	69	16	10	11	9	9	5
	4.8	7.8	4.9	5.4	4.4	4.3	2.5
Females 21-29	159	17	16	26	29	22	28
	11.1	8.3	7.9	12.8	14.1	10.5	13.4
Females 30-39	212	26	23	32	37	33	37
	14.8	12.7	11.3	15.8	18.0	15.8	17.5
Females 40-49	219	28	32	33	20	32	42
	15.3	13.7	15.8	16.3	9.8	15.3	20.0
Females 50-64	195	26	32	30	24	30	18
	13.6	12.7	15.8	14.8	11.7	14.4	8.6
Females 65+	68	9	13	10	10	7	5
	4.7	4.4	6.4	4.9	4.9	3.3	2.4

Q3: Respondent Region

	1	2	3	4	5	6	7
TOTAL	Hertz	Ex. Stay	LL Bean	Tiger	Quicken	W. Fargo	UPS
	-----	-----	-----	-----	-----	-----	-----
TOTAL	1436	205	203	203	205	209	209
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
New England	45	12	6	6	2	4	8
	3.1	5.9	3.0	3.0	1.0	1.9	3.8
Mid-Atlantic	262	40	18	19	44	56	66
	18.2	19.5	8.9	9.4	21.5	26.8	31.4
East North Central	220	33	40	28	27	31	23
	15.3	16.1	19.7	13.8	13.2	14.8	11.0
West North Central	61	10	6	12	8	8	5
	4.2	5.9	3.0	5.9	3.9	3.8	2.2
South Atlantic	247	41	41	38	43	22	22
	17.2	19.3	20.2	18.7	21.0	10.5	10.6
East South Central	43	2	6	10	-	3	17
	3.0	2.5	3.0	4.9		1.4	8.3
West South Central	90	9	9	8	15	23	15
	6.3	5.4	4.4	3.9	7.3	11.0	7.1
Mountain	66	6	10	8	14	9	11
	4.6	4.0	4.9	3.9	6.8	4.3	5.4
Pacific	402	52	67	74	52	53	42
	28.0	31.2	25.4	36.5	25.4	25.4	20.2

Q8: Programs On Computer

	1	2	3	4	5	6	7
	Hertz	Ex. Stay	LL Bean	Tiger	Quicken	W. Fargo	UPS
TOTAL	-----	-----	-----	-----	-----	-----	-----
	1436	202	203	203	205	209	209
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Gator Programs (Net)	1436	202	203	203	205	209	209
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Date Manager	852	124	117	119	128	128	117
	59.3	61.4	57.6	58.6	62.4	61.2	56.2
Gator eWallet	378	55	44	49	51	61	59
	26.3	27.2	21.7	24.1	24.9	29.2	28.2
OfferCompanion	222	33	23	39	25	35	35
	15.5	16.3	11.3	19.2	12.2	16.7	16.6
Precision Time	796	112	124	103	108	110	118
	55.4	55.4	61.1	50.7	52.7	52.6	56.5
Weatherscope	167	20	31	25	21	18	24
	11.6	9.9	15.3	12.3	10.2	8.6	11.7
Adobe Acrobat	1322	176	180	190	195	196	201
	92.1	87.1	88.7	93.6	95.1	93.8	96.1
Quicktime	997	136	130	139	154	150	149
	69.4	67.3	64.0	68.5	75.1	71.8	71.6
Realplayer/Realone Player	1236	171	167	171	186	179	185
	86.1	84.7	82.3	84.2	90.7	85.6	88.5

Q9: Types of websites likely to visit in next 12 months

	1	2	3	4	5	6	7
	Hertz	Ex. Stay	LL Bean	Tiger	Quicken	W. Fargo	UPS
TOTAL	-----	-----	-----	-----	-----	-----	-----
	1436	205	203	203	205	209	209
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Travel related websites (hotels, car rentals, etc.)	1061	205	120	120	132	149	132
	73.9	100.0	59.1	59.1	64.4	71.3	63.1
On-line shopping sites (clothing, household goods, computer supplies, etc.)	1214	149	203	203	162	166	185
	84.5	72.7	100.0	100.0	79.0	79.4	88.4
Financial services sites (banks, credit cards, mortgages, loans, financial information, etc.)	886	87	82	93	205	209	117
	61.7	47.0	40.4	45.8	100.0	100.0	55.9
Package delivery company sites (UPS, Federal Express, Airborne, etc.)	637	56	69	67	86	79	209
	44.4	35.1	34.0	33.0	42.0	37.8	100.0
Auction sites (eBay, Yahoo Auctions, etc.)	829	111	138	109	109	121	126
	57.7	55.9	68.0	53.7	53.2	57.9	60.3

Cell Assignment

	1	2	3	4	5	6	7
TOTAL	Hertz	Ex. Stay	LL Bean	Tiger	Quicken	W. Fargo	UPS
	-----	-----	-----	-----	-----	-----	-----
TOTAL	1436	205	203	203	205	209	209
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Cell 1: Hertz	202	-	-	-	-	-	-
	14.1	100.0					
Cell 2: Extended Stay America	-	205	-	-	-	-	-
	14.3	100.0					
Cell 3: L.L. Bean	-	-	203	-	-	-	-
	14.1		100.0				
Cell 4: Tiger Direct	-	-	-	203	-	-	-
	14.1			100.0			
Cell 5: Quicken	-	-	-	-	205	-	-
	14.3				100.0		
Cell 6: Wells Fargo	-	-	-	-	-	209	-
	14.6					100.0	
Cell 7: UPS	-	-	-	-	-	-	209
	14.6						100.0

Rotation: Yes/No or No/Yes in Q. 15, 16, 17, 19, 20

	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
TOTAL	1436 100.0	205 100.0	203 100.0	203 100.0	205 100.0	209 100.0	209 100.0
Yes precedes No	677 47.1	89 44.1	92 44.9	98 48.3	96 46.8	106 50.7	104 50.0
No precedes Yes	759 52.9	113 55.9	105 51.7	110 54.2	109 53.2	103 49.3	104 50.0

In Q17, Yes/No is "More favorable"/"Less favorable"

Q13: Please imagine you were browsing the web and actually saw that pop-up ad appear when you went to the website you just saw. What company or companies do you think were responsible for that ad appearing on your screen?

	1	2	3	4	5	6	7
	Hertz	Ex. Stay	LL Bean	Tiger	Quicken	W. Fargo	UPS
TOTAL	-----	-----	-----	-----	-----	-----	-----
	1436	205	203	203	205	209	209
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pop-up advertiser	702	109	110	84	54	143	70
	48.9	63.9	54.2	41.4	26.3	68.4	33.5
The GAIN Network	459	43	60	66	85	50	91
	32.0	31.7	21.0	32.5	41.5	23.9	43.6
Website	480	77	58	71	66	90	48
	33.4	34.7	37.6	35.0	32.2	43.1	23.0
Intel	30	1	3	1	7	9	3
	2.1	3.0	0.5	1.5	3.4	4.3	1.4
Some other company	158	20	30	12	27	20	34
	11.0	7.4	9.8	5.9	13.2	9.6	16.4
No opinion	134	19	12	28	32	7	24
	9.3	6.4	9.3	13.8	15.6	3.3	11.7

Respondent saw the name of pop-up advertiser and website corresponding to screen shots shown. The first four choices were presented in random order.

Q14: You answered "some other company" to the last question. What other company or companies do you mean?

	1	2	3	4	5	6	7
	Hertz	Ex. Stay	LL Bean	Tiger	Quicken	W. Fargo	UPS
TOTAL	-----	-----	-----	-----	-----	-----	-----
TOTAL	1436	205	203	203	205	209	209
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL ASKED	158	20	30	12	27	20	34
	11.0	7.4	14.8	5.9	13.2	9.6	16.4
Advertiser/pop-up advertiser	31	2	3	4	7	4	6
	2.2	1.0	1.5	2.0	3.4	1.9	2.7
Other advertiser	9	3	1	1	1	1	-
	0.6	1.5	0.5	0.5	0.5	0.5	-
Ad agency/marketing company	38	4	9	1	4	7	9
	2.6	2.0	4.4	0.5	2.0	3.3	4.1
Gator	5	-	2	-	2	-	1
	0.3	-	1.0	-	1.0	-	0.5
ISP/Website hosting co.	8	1	3	-	-	1	2
	0.6	0.5	1.5	-	-	0.5	0.9
Host website	5	-	1	1	1	2	-
	0.3	-	0.5	0.5	0.5	1.0	-
Other company/website	-	-	-	-	-	-	-
Comments re: pop-ups in general	4	-	1	-	-	-	2
	0.3	-	0.5	-	-	-	1.0
All other responses	22	3	4	1	5	4	4
	1.5	1.5	2.0	0.5	2.4	1.9	2.0
Don't know	36	2	6	4	7	1	11
	2.5	1.0	2.9	2.0	3.4	0.5	5.2

Rotation: Order of asking Q15 (website) and 16 (Intel)

	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
TOTAL	956	128	145	132	139	119	161
DID NOT MENTION WEBSITE IN Q. 13	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Website, then Intel	507	67	73	68	70	63	80
	53.0	52.3	50.3	51.5	50.4	52.9	49.6
Intel, then website	449	61	72	64	69	56	81
	47.0	47.7	49.7	48.5	49.6	47.1	50.4

NOTE: In this table the UPS cell was weighted to bring the question order rotation to 50:50

Q15: If you saw that pop-up ad appear when you went to the (NAME) website, would you think (NAME) was paid money or otherwise gave permission to allow the ad to appear?

	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
TOTAL	1436 100.0	202 100.0	205 100.0	203 100.0	203 100.0	205 100.0	209 100.0
Yes	495 34.5	69 34.2	59 28.8	80 29.6	84 39.4	84 41.0	85 40.8
No	376 26.2	51 25.2	52 25.4	71 35.0	38 18.7	40 19.5	68 32.6
No opinion	85 5.9	12 5.9	17 8.3	14 6.9	14 6.9	15 7.3	7 3.6
Not asked because website named in Q13	480 33.4	70 34.7	77 37.6	58 28.6	71 35.0	66 32.2	90 43.1

NOTE: In this table the UPS cell was weighted to bring the question order rotation to 50:50

Q16: If you saw that pop-up ad appear when you went to the (NAME) website, would you think Intel was paid money or otherwise gave permission to allow the ad to appear?

	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
TOTAL	1436 100.0	205 100.0	203 100.0	203 100.0	205 100.0	209 100.0	209 100.0
Yes	320 22.3	35 17.1	54 26.6	38 18.7	49 23.9	33 15.8	69 33.2
No	442 30.8	57 27.8	65 32.0	58 28.6	54 26.3	70 33.5	72 34.7
No opinion	194 13.5	22 10.9	26 12.8	36 17.7	36 17.6	16 7.7	19 9.1
Not asked because website named in Q13	480 33.4	77 37.6	58 28.6	71 35.0	66 32.2	90 43.1	48 23.0

NOTE: In this table the UPS cell was weighted to bring the question order rotation to 50:50

Rotation: Favorability questions or consent questions

	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
TOTAL	1436 100.0	205 100.0	203 100.0	203 100.0	205 100.0	209 100.0	209 100.0
Ask Q. 17 & 18 (Favorability)	732 51.0	101 49.3	97 47.8	104 51.2	106 51.7	101 48.3	109 52.3
Ask Q. 19 & 20 (Consent)	704 49.0	104 50.7	106 52.2	99 48.8	99 48.3	108 51.7	100 47.7

Q17: Assuming that you were actually using the web and saw that pop-up ad appear on your computer screen when you went to (WEBSITE NAME), would you have:

	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
TOTAL	732	101	97	104	106	101	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
A more favorable opinion of (website)	14	7	-	2	1	1	1
	1.9	6.9		1.9	0.9	1.0	0.7
A less favorable opinion of (website)	265	34	28	44	41	42	41
	36.2	32.5	28.9	42.3	38.7	41.6	37.7
It would not affect my opinion of (website)	453	60	69	58	64	58	67
	61.9	59.4	71.1	55.8	60.4	57.4	61.6

Q18: Please explain why you feel that way? (Among those less favorable)

	1	2	3	4	5	6	7
TOTAL	Hertz	Ex. Stay	LL Bean	Tiger	Quicken	W. Fargo	UPS
THOSE SAYING "LESS FAVORABLE"	265	34	28	44	41	42	41
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Dislike pop-ups	259	34	28	43	39	40	41
-----	97.7	100.0	100.0	97.7	95.1	95.2	100.0
Pop-ups are annoying/intrusive/interruption	117	13	13	17	15	21	21
	44.2	38.2	46.4	38.6	36.6	50.0	51.0
Pop-ups interfere with site I'm on	41	5	8	10	7	2	4
	15.5	14.7	28.6	22.7	17.1	4.8	10.6
Didlike/hate pop-ups	31	6	4	6	4	3	5
	11.7	17.6	14.3	13.6	9.8	7.1	12.0
Sites should not permit pop-ups/think less of sites that permit	21	1	-	3	5	5	5
	7.9	2.9		6.8	12.2	11.9	13.1
Site putting profit ahead of customer	17	2	1	4	2	4	2
	6.4	5.4	3.6	9.1	4.9	9.5	5.7
Will avoid sites with pop-ups	16	6	-	2	4	2	1
	6.0	17.6		4.5	9.8	4.8	1.9
Pop-ups are like spam and telemarketers	7	-	2	-	1	1	1
	2.6		7.1		2.4	2.4	3.3
All other negatives re: pop-ups	7	1	-	1	-	2	1
	2.6	2.9		2.3		4.8	2.4
Will not buy from pop-up advertiser	2	-	-	-	1	-	-
	0.8				2.4		
All other responses	6	1	-	1	2	2	2
	2.3	2.7		2.3	4.9	4.8	4.8

Q18: Please explain why you would feel that way? (Among those more favorable)

	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
THOSE SAYING "MORE FAVORABLE"	14	7	-	2	1	1	1
	100.0	100.0		100.0	100.0	100.0	100.0
Good rates/useful information	7	3	-	1	1	-	-
	50.0	42.9		50.0	100.0		
Attractive ad/site	2	1	-	-	-	1	-
	14.3	14.3				100.0	
Negative comment re: pop-ups	2	1	-	1	-	-	-
	14.3	14.3		50.0			
All other	3	2	-	-	-	-	1
	21.4	28.6					100.0

Q19: Did you ever consent to have advertisements sent to your computer by the GAIN Network?

	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
TOTAL	88	104	106	99	99	108	100
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	85	7	14	11	14	18	11
	12.1	6.7	13.2	11.1	14.1	16.7	10.6
No	447	68	69	61	69	57	71
	63.5	65.4	65.1	61.6	69.7	52.8	70.8
Not Sure	172	29	23	27	16	33	19
	24.4	27.9	21.7	27.3	16.2	30.6	18.6

Q20: Did you ever consent to have the GAIN Network monitor your web surfing behavior to determine what ads might be of interest to you?

	1	2	3	4	5	6	7
	Hertz	Ex. Stay	LL Bean	Tiger	Quicken	W. Fargo	UPS
TOTAL	-----	-----	-----	-----	-----	-----	-----
TOTAL ASKED CONSENT SEQUENCE	704	104	106	99	99	108	100
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	22	5	2	4	3	6	2
	3.1	5.7	1.9	3.8	3.0	6.1	1.9
No	42	3	4	6	5	13	5
	6.0	3.4	3.8	5.7	5.1	6.1	4.8
Not Sure	21	1	1	4	3	2	3
	3.0	1.1	1.0	3.8	3.0	2.0	2.8
Not asked because NO/NOT SURE to Q19	619	79	97	92	88	85	89
	87.9	89.8	93.3	86.8	88.9	85.9	89.4

Respondent Education

	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
TOTAL	1436 100.0	205 100.0	203 100.0	203 100.0	205 100.0	209 100.0	209 100.0
Less than high school	5 0.3	1 0.5	-	2 1.0	-	-	2 0.8
Some high school	22 1.5	5 2.5	3 1.5	2 1.0	4 2.0	2 1.0	3 1.4
High school or equivalent	252 17.5	39 19.3	30 17.2	35 17.2	32 15.6	37 17.7	43 20.7
Some college but no degree	555 38.6	82 40.6	74 36.1	69 34.0	80 39.4	83 40.5	77 36.8
Associate degree	152 10.6	22 10.9	18 8.8	26 12.8	29 14.3	14 6.8	20 9.6
College (BA,BS)	251 17.5	36 17.8	39 19.0	41 20.2	30 14.8	36 17.6	35 16.7
Some graduate school but no degree	90 6.3	7 3.5	16 7.8	12 5.9	13 6.4	13 6.3	6 2.7
Graduate degree	109 7.6	10 5.0	25 12.2	18 8.9	10 4.9	23 11.2	15 7.2

Respondent household income

	1	2	3	4	5	6	7
TOTAL	Hertz	Ex. Stay	LL Bean	Tiger	Quicken	W. Fargo	UPS
TOTAL	1436	205	203	203	205	209	209
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Less than \$15K	90	12	16	13	15	10	13
	6.3	5.9	7.9	6.4	7.3	4.8	6.2
\$15,000-\$24,999	164	20	27	29	24	22	18
	11.4	9.8	13.3	14.3	11.7	10.5	8.5
\$25000-\$34,999	213	28	31	35	29	32	34
	14.8	13.7	15.3	17.2	14.1	15.3	16.2
\$35,000-\$49,999	261	39	34	36	35	43	44
	18.2	19.0	16.7	17.7	17.1	20.6	21.3
\$50,000-\$74,999	274	43	35	39	39	41	40
	19.1	21.0	17.2	19.2	19.0	19.6	18.9
\$75,000-\$99,999	150	16	13	16	24	26	24
	10.4	7.8	6.4	7.9	11.7	12.4	11.6
\$100,000-\$124,999	52	7	8	5	7	8	6
	3.6	3.4	3.9	2.5	3.4	3.8	2.7
\$125,000-\$149,999	37	7	6	2	3	8	7
	2.6	3.4	3.0	1.0	1.5	3.8	3.6
\$150,000-\$199,999	17	4	2	3	4	2	1
	1.2	2.0	1.0	1.5	2.0	1.0	0.4
\$200,000-\$249,999	7	-	1	2	1	2	-
	0.5	0.5	0.5	1.0	0.5	1.0	-
\$250,000 or more	13	3	2	2	4	1	-
	0.9	1.5	1.0	1.0	2.0	0.5	-
Decline to answer	158	26	28	21	20	14	22
	11.0	12.9	13.8	10.3	9.8	6.7	10.6

Validation follow-up

	1 Hertz	2 Ex. Stay	3 LL Bean	4 Tiger	5 Quicken	6 W. Fargo	7 UPS
TOTAL	1436 100.0	205 100.0	203 100.0	203 100.0	205 100.0	209 100.0	209 100.0
No phone number	688 47.9	90 44.6	104 50.7	99 48.8	103 50.2	91 43.5	107 51.1
Unable to contact	247 17.2	42 20.8	31 15.1	29 14.3	34 16.7	36 17.2	37 17.8
Validated	501 34.9	70 34.7	70 34.1	75 36.9	64 31.2	82 39.2	65 31.2

**VERBATIM RESPONSES:**

**“OTHER COMPANY” CITED IN Q. 14 AS  
BEING RESPONSIBLE FOR THE  
APPEARANCE OF THE POP-UP AD**

**Verbatim Responses  
"Other Company" Cited In Q. 14**

<b>ID</b>	<b>Response</b>
32	A mortgage company
71	I saw it as an on-line postal metering service
79	AOL
89	advertising company
117	some company that sells the service of pop up adds
334	the company advertising the 'pop up' adds product
335	some type of information gathering company noticed that people who visit ll bean also buy from avon, so they try to entice them to visit avon also
421	Companies wanting your business.
432	Well, there was some guy on 60 Minutes or some other similar show who is making somewhere around \$40,000 a month by advertising for various companies using this pop up method.
467	advertising company
590	Some other ad company or offer companion.
684	An advertising agency, but more likely, an ISP, either mine or the hosting site of LL Bean's web page.
759	credit card or credit report companies
806	Unsure
822	Sometimes or probably very often what goes on with a persons computer is out of that users knowledge on exactly why things are happening the way they are.
888	Companies who sell the pop ups to other companies like Expedia.
984	travel company
1010	Gator company
1040	Ameriquest-Gambling Casinos-E-Bay and lots of others
1065	I mean I won't remember the co.
1150	some web master trying to make a quick buck by anowing the hell out of me.
1233	pornographic suppliers
1303	gain
1329	spammers
1391	other hotels.
1393	web ad collecting agency
1571	I honestly don't remember! Most ad's don't help you remember their name, or even what they are selling. Too many graphics to be able to notice unless I were looking specifically for the name.
1635	A COMPANY THAT BUILDS POPUP ADDS
1643	A partner network advertisement.
1705	intenet bugs

## Verbatim Responses "Other Company" Cited In Q. 14

- 1733 I don't know
- 1741 A marketing firm specializing in presenting company names, products, and information to consumers at unrelated web sites.
- 1786 tracking companies send information to many companies, so it could have been anyone
- 1959 I didn't really pay attention as there was too much to look at I get saturated with ink cartridge ads all day at work
- 1963 ?
- 1964 Some person who makes a living sending garbage.
- 2052 company that specializes in advertising options for the internet
- 2125 I FOCUS ON UPS, NOT THE POPUP. I DON'T CARE ABOUT POPUPS. I HAVE ADD, AND ONLY ZOOM IN ON WHAT I'M LOOKING FOR.
- 2143 ?
- 2277 an add not pertaining to the ll bean that I was looking at
- 2306 the company that the ad was for
- 2334 I have no way of knowing who may interconnected with the other 2 companies that would want to use the main website to do any additional advertising.
- 2430 I can imagine that Wells Fargo Has other subsidiaries that include their advertising and or with an open web browser, other spy ware can be activated.
- 2602 Network companies
- 2712 mortgages, credit, financial
- 2813 I believe that these companies pay web companies to put their ads on the web for them.
- 2830 Some other adware program on my system
- 2984 A company that does pop-up windows. There a pain in the a----.
- 3114 and advertising company that has the capability to show pop-ups on your internet screen
- 3163 I am not sure.
- 3330 unknown, I would find out in my email probably, or in my 'history'
- 3348 I don't have one in mind
- 3403 I dont know
- 100138 Avon
- 100144 other companies that are trying to sell you something
- 100156 Don't know
- 100236 have no idea what ad co does this
- 100287 don't know
- 100305 not sure
- 100385 don't know
- 100430 unknown web predators seeking to destroy
- 100436 probably a travel agency
- 100567 do not know

**Verbatim Responses  
"Other Company" Cited In Q. 14**

- 100634 Not sure. Maybe the internet provider
- 100972 Debt consolidation company
- 101010 SAVE,
- 101184 If I was at a loan program it was probably one of those auto insurance ads I always seem to get.
- 101289 Whoever Raddison paid to set up the popup ad
- 101318 The Company the paid for the pop up-add I do not look at pop up adds and Take great pains to get them off of my screen as soon as possible.
- 101334 pop up ad a,e on the LL Bean add. I did not notice where the pop up ad came from.
- 101354 aol
- 101456 advertising co
- 101673 a o l OR microsoft
- 101725 e-commerece business that offer jobs to individuals to work at home.
- 101789 The company that decided to create the software responsible for fu\*&ing pop-up ads.
- 101910 mistake. correct answer 1-800
- 101965 Not sure
- 101983 don't remember what the other company was.
- 101998 a middle man company that does the work for either company
- 102097 I think this is a pop up from someones website and possibly connected to LL Bean
- 102164 hotwire,popbusters
- 102262 Embassy Suites
- 102292 I wasn't interested in seeing where it came from.
- 102301 A company that puts pop up ads together or a company whose job it is to connect companies in advertising.
- 102420 A third party company that runs ads to promote certain companies.
- 102426 usually junk mail
- 102441 Company's who want to advertise there product.
- 102445 No other company in particular, but I am certain there are parties out there that contract out pop-up services.
- 102612 I not know...could it be an other company using alias.
- 102655 one dealing with mortgages
- 102670 Ad company
- 102723 Not Sure
- 102746 i didn't stay on the site long enough to look at it, because it was a pop-up add.
- 102854 i dont know
- 102859 unknown
- 102893 THE COMPANY THE ADD IS ADVERTISING

**Verbatim Responses  
"Other Company" Cited In Q. 14**

- 102913 Companies affiliated with the ad that popped up.
- 102921 I am not sure which company just not the one I was trying to see.
- 103125 A marketing company.
- 103163 somebody who sells my information to another company
- 103224 mortgage company or affiliated site
- 103530 dont know i get rid of them right away
- 103573 I really don't know because there are so many companies out there placing those horrible pop ups on the internet. There could be thousands to choice from in my opinion.
- 103626 some survey sites have partnership links
- 103794 cant remember
- 103815 I really don't know what company, but I do not believ it to be UPS. Some spware company I suppose.
- 104003 an advertising company that buys email addresses
- 104010 Hosting site selling space on a web page of others.Sneaky but the practice is done and no one can tell me they don't do it
- 104052 Any other advertising company
- 104304 Gator
- 104377 other packaging companys or small time companys trying to market there stuff. I think popups are uncalled for
- 104391 WEB sERVICES
- 104428 someone trying to sell something or direct you to there site
- 104485 their is always some parent company suppling these start ups with cash so they can get a share of their sales profits.
- 104517 the advertising company promoting yhe popup
- 104527 advertising companies
- 200051 Some sites sell space for advertising.The advertising company choses whos ad they pop up on what sites and how they appear, but they are set in a way that doesnot obstruct the view of the main message. On the other hand I think that some web masters have devised a way to pop ads in on unrelated sites that can be deleted by the person viewing the site.
- 200197 An advertising agency hired to place pop-up ads on the internet.
- 200215 QUICKEN PARTNER
- 200283 I'm not sure, but I know there are many companies out there that do pop up ads.
- 200338 not sure
- 200533 hotels
- 200634 Other companies add pop up screens that we are not aware of
- 200801 the server or AOL or comcast.....
- 200881 A company other than the company concerning my interest, which I am browsing the net to research.
- 201000 123inkjet,several others I don't remember

**Verbatim Responses**  
**“Other Company” Cited In Q. 14**

201008 I hate pop up screens and usually close them without even looking at the advertisement

201072 Web Gator

201123 another mortgage company

201414 did not look long enough to determine which company.

201445 Some Internet-based advertising company. I can't think of one in particular, but one that would assist in putting those pop-up ads on a website.

201495 I realize that there are companies 'out there' who routinely advertise for contracted services from companies. I experienced this when I complained to a company about 'pop-up' advertising and was told that if I subscribed to a certain product or company, I would just have to 'put up with' the 'pop-up ads'. Thus, I no longer use Gator Ewallet.

201778 Studio PLus

201867 Save

201981 Private individual

201992 ad company for avon

202083 some other company that puts pop-ups on the internet

202087 Advertising company that has bought space

202092 wells fargo banking

202139 other financial okaxes

202160 Internet provider

202218 a company paid to run pop ups

202299 advertiser.

202336 Gater

202345 The company in the advertisement.

202476 A marketing company that Avon hired.

202686 i dont know

202705 I do not read 'pop-up' ads. My first thought is to close or get rid of them

202730 It was a delivery or shipping company

202767 Ad Service

202967 someone who didnt want you to go to ups

203251 who ever the pop-up ad was for paid ups or whom ever to let them access in pop ups

203272 I think the Raddison, but also some other company who has interest in the Hotel/Motel, travel business, or someone affiliated or makes profit from the Internet

203284 All the companies which ad appeared on the pop up

203296 Worldcom,Enron

203298 Some web design company for which I have no name for.

203412 just companies in general

## **VERBATIM RESPONSES:**

**WHY RESPONDENT WOULD HAVE A LESS  
FAVORABLE OPINION OF THE WEBSITE**

## Verbatim Responses

### Why Respondent Would Have A Less Favorable Opinion Of Website

<u>ID</u>	<u>Response</u>
40	i do not appreciate pop ups. they are annoying as telemarketers.
197	Because I am on the website to work with Wells fargo, NOT another advertiser
209	They are a waste of my time. I never buy from any company on line, where I did not initiate the sale. I never buy from telemarketers
213	These are as intrusive to me as SPAM and telemarketers. I dislike them so much that, given other options, I'll not do business with those that popup, spam or telemarket me relentlessly.
240	Annoying interruption of activity in which I sought to be engaged, i.e. Extended Stay America.
312	I do not like events that interrupt what I am doing.
340	Pop up ads are irritating. they're not what I went to the site for in the first place. They are especially bad when they're not even for the same company.
377	I didn't ask for the pop up
384	I hate pop up adds. They are very annoying!
427	I am at a business site for a purpose. and dont need pop up boxes to interfere with my business... I resent this intrusion
537	I hate pop-ups....they interupt what I'm trying to read
571	I HATE POP UP ADS - I THINK IT IS AN INVASION OF PRIVACY
605	do not like pop up a waste of my time
634	because if i go to a site to look at specific products i would get irritated to have to click off other ads before veiwing the site i wish to look at.
636	When I brouse for a website, I do not want something else to 'pop up' which I could care less about. Do not like this 'junk' all the time.
664	I absolutely hate and abhor popup ads and will never go back to a website that has a popup ad associated with it.
700	somehow they were connected with it and i hate pop-ups!!!
724	i think pop up ads are annoying and take away from what you really want to see.
752	i hate pop ups
796	they are annoying the customer that wants to go their website not be given another offer from another company
822	I do not like pop ads. they are an invasion of my privacy. I did not ask for them but they appear anyway. Usually it has been my experience that once a pop up as appears it stops computer action untill this as is dleted or acted upon.
826	pop ups are very annoying!
829	Because when visiting a website it is usually for a specific purpose, even if I'm evaluating information in regard to its usefulness and the popups are annoying and distracting and I don't have time to play with them.
843	INTRUSIVE POP UP AD

## Verbatim Responses

### Why Respondent Would Have A Less Favorable Opinion Of Website

- 844 Pop-ups are very annoying and I thoroughly dislike having to wade through them. Any company that allows popups to interfere with their websites is letting advertising dollars interfere with good customer service.
- 888 It would effect how often I would go to the Hertz website. If I knew they had lots of pop-ups I would probably look at a competitors site that didn't have pop-ups instead.
- 980 Pop up ads are annoying
- 1166 when you go to a website you don't want to see pop up ad appear while your their
- 1321 DO NOT LIKE POP UP ADS.
- 1393 Pop ups are annoying. They are not what I am at the website to do and I seldom if I ever do anything but close them.
- 1439 i would think hertz is a bit company and it's website shouldn't have popup ads. popup ads are usually for free sites such as kazaa.
- 1441 it would mean everytime I go on that website an ad would pop up and possibly continue to as I maneuvered through the site. I've had GAIN on my computer before, it's hard to get rid of and very annoying
- 1461 I prefer a site that blocks pop-up ads. because, when I go to a site I do not like taking the time to continuously close pop ups.
- 1480 Surely the owners of a website should have control of it
- 1560 i dont like pop-ups
- 1602 the sight should be for the company and product only. if I wanted travle info I would go to a travle web sight.
- 1643 Pop up ads are forcing you to pay attention to the advertisement.
- 1685 Pop up ads are annoying and waste my prdouctive time on the net. Pop-ups are equal to spam!
- 1686 Pop up ads are an intrusion
- 1705 because this site is always so hard to get info from
- 1718 When I want to look for a specific site - it is annoying to have other distractions - unwanted- just appear and vie for my time. If I want Avon - I will GO to Avon.
- 1822 I simply do not like pop-ups, and I feel that most people do not like pop-ups. Thus, most companies should know that, despite any money they may receive from the advertiser, that the po-up will annoy their potential customers at their site. I would think that if Extended Stay was interested in treating their customers well then they would try to avoid connecting themselves to pop-ups on the web.
- 1862 By letting that pop up while viewing the web site it makes me think they want me to use expedia instead of their web site
- 1878 hate pop up ads
- 1918 I do not like Pop-ups
- 1926 I dislike visiting sites with pop-up ads whether the 'dot.com' site is resp for it or not. It just lessens my interest to go on further as I know that whatever I may decide to click on will create more pop-up ads int eh future.
- 1929 I find pop up ads a nuisance and feel that quicken shouldn't allow others to advertise. If I want someone's product I will find it myself. The ads steer me further away from those companies.

## Verbatim Responses

### Why Respondent Would Have A Less Favorable Opinion Of Website

- 1961 hate pop-ups
- 2135 I don't like pop ups
- 2217 They are pushing Radisson,instead of providing best options and let the user decide
- 2229 Because I wld be put off by another ad already interfering with an ad that I did not want to see
- 2232 I HATE ALL KINDS OF POP-UPS!!
- 2239 UPS is VERY well known- they don't need to interupt my online web-searching time to get me to use their services...I don't like being 'popped' upon for something I already know about. Huge waste of time and memory.
- 2261 THOSE POP-UPS ARE A NUISANCE. THEY INTERFER WITH A SPEEDY SEARCH AND INSULT MY INTELLIGENCE. I DO NOT KNOW TO BE TOLD WHAT I AM LOOKING FOR. I KNOW !
- 2262 pop ups are a hassel
- 2294 I hate pop-up ads. I won't go back to a site if it has pop-ups.
- 2316 The popups are severely annoying
- 2473 I don't want people advertising unwanted things to me when I browse a website.
- 2497 I find it intrusive that I have to look at ads I do not wish to. If I wanted to look at Verizon, I would have went to their website. I find it very rude to force their ads upon me uninvited.
- 2520 i can't stand pop-ups and being bombarded w/ ads.
- 2578 Because I feel pop-up ads waste my valuable time. I go to specific websites for a specific reason - and that IS NOT to be advertised to!
- 2712 bothering people with ads when they do not want to be bothered
- 2729 I do not approve of pop up ads. Never look at them.
- 2816 It interrupts what I am doing. If they want me to concentrate on their company then they should leave me alone and not pop up irrelevant information.
- 2967 When I go to a web site I want to view that site. I do not want to be bothered with other info that I have not requested.
- 3045 It is not professional.
- 3122 pop ups are annoying
- 3190 i believe i should have options on what website i need, rather than have one that fulfill allmy needs?
- 3199 ANNOYING
- 3203 I feel like I am being forced to read there adds
- 3330 I would think that quicken doesn't have financial stability and selld pop-up slots to make money
- 3350 I just don't like pop-up ads in general. When I'm searching for something I want to see only what I'm looking for!
- 3392 There is always a CLEAN way to promote or market any product today, and with the technology we have now ( for computers) pop-ups are popping because the website is allowing this. Business is business.
- 3439 I don't like the pop ups

## Verbatim Responses

### Why Respondent Would Have A Less Favorable Opinion Of Website

- 3464 because pop ups are the most annoying thing on the web.
- 3475 I DON'T LIKE ANY POP UP ADS & HAVE A POP UP BLOCKER INSTALLED ON MY COMPUTER
- 3538 Webmasters should be able to make their customer's time spent as easily as possible, and therefore should block Pop Ups.
- 3655 I don't like pop-up's
- 3662 THEY ARE ANNOYING
- 100013 I would not have gone to that site to look for that item and it interrupted my search
- 100059 interruption
- 100138 I can't stand the pop-ups. They are a nuisance and waste of time.
- 100167 hate pop up ads
- 100219 i hate pop-ups!!!
- 100257 when I want info on a company or product, thats what i expect to get,I DO NOT want junk popping in and interrupting my train of thought, or the info i am seeking.
- 100278 Popping up as it did, it seemed to be a part of the Tiger site. These pop ups are very annoying so it is easy to want to blame someone.
- 100305 pop ups are a nuisance when you are trying to look for specific things or when you are in the middle of ordering something, if the site wants you to visit a sponsor they should put a banner and say please visit our sponsor , but they should not put an obstruction in your way!
- 100356 IF I WANT TO SEE SOMETHING FOR THAT PARTICULAR ARTICLE I WILL GO LOOKING FOR IT. IT DON'T WANT IT IN MY WAY WHEN I'M LOOKING FOR OR AT SOMETHING ELSE.
- 100364 i HATE pop-ups... they are a waste of time!!
- 100430 view was blocked
- 100510 I don't like pop-ups because it covers the information I am trying to read and slows down my research.
- 100520 i don't like a pop up when i am trying to read something else
- 100528 These pop-up adds are extremely annoying and are not on all sites. I would choose to enter sites that are not bogged down with excess popups!
- 100538 I don't like popups.
- 100577 I hate pop ups. They are very distracting.
- 100634 Because it wastes my time.
- 100651 Because a lot of times I am in a hurry and don't have time to fool around with spam.
- 100710 I hate popups
- 100724 It is annoying.
- 100725 When I'm on the internet I look at what I want to and don't appreciate the interference.
- 100823 popups irritate me
- 100835 They should have a way to keep pop-up adds from apearing.

## Verbatim Responses

### Why Respondent Would Have A Less Favorable Opinion Of Website

- 100841 I rank business higher if they do not use annoying ads, pop ups or otherwise. So, since their ad was annoying and unsolicited, I wouldn't be happy about it.
- 100952 pop-up ads are cheesy & annoying; I tend to have a more negative view of a company the more times I see pop-up ads for it. They are like telemarketers and their sheer aggressiveness makes me think that they can't sell their product or service on their good reputation and normal advertising alone.
- 101074 because they allow other companies to advertise on their site by using annoying pop up ad's I think it is distracting to be looking at something, and be interrupted by a pop up ad. LL bean should allow regular advertising only so should all websites
- 101076 I dont feel that I should be subjected to haveing to clear out a pop up that I had no intention of seeing when I only wanted to see that web site
- 101083 They should be able to keep pop-ups off of their own web site. If I set my security too high I wouldn't be able to get into very many sites at all.
- 101190 I don't want my computer use to be interrupted by ads, especially those that block what I really want to see.
- 101352 because pop up are annoying
- 101353 Because pop-up ads are annoying. It's analogous to if I were browsing the computer selection in a store and a salesman tried to stop me so he could tell me about something else he was trying to sell.
- 101363 they should not need to advertise on their web site.
- 101474 I feel violated with pop-ups. Hatem's guts
- 101479 Either they accept endorsement from the parent company of the popup, or they don't have proper popup protection/deterrent on their site.
- 101605 When I go to a website I want information about that site only. Pop ups are irratating
- 101610 If a popup appears on a web page I just assume that they have permission from the web page owner to show that ad on there page
- 101646 I do not shop for a bank online. I feel that a bank popup would be the ultimate in tacky!
- 101673 when a person is scanning the web sites they are looking for something in paticular dont need annoying popups
- 101709 Company has no consideration for it's customers
- 101715 I do not want to see commercials for other products when I am trying to get information about a shipment from UPS.
- 101734 I hate intrusions, just like telemarketing.
- 101766 You mean besides hating pop-up ads. Mainly because of the inconvienece of have to re-click the screen to get the information I was looking for.
- 101789 Becasue Wells fargo has to approve ads on it's website, so I do't have a real high opinion of a company that's trying to sell \*another\* company's product, in addition to their own.
- 101861 i am going to their website do do business with them and i find it irritating to see pop up adds also I seer so many pop ups now and they are so intrusive that i really am turned off by them now
- 101873 My sources for pop-up was a guess but in general these ads are a nuisance which hide features on the page where I am seeking information. If a company is out to 'get you' to their company's services they should not cluter content--put them in beginning or the end

## Verbatim Responses

### Why Respondent Would Have A Less Favorable Opinion Of Website

- 101924 I hate pop ups.
- 102018 It annoys me and my way of punishing the company is not to purchase their product or service. I HATE POP UP. I USE TO WORK AT HOME FOR LIVEOPS.COM. MY JOB WAS TO ANSWER THE PHONE AS A REP OF WHAT EVER COMPANY WAS ON THE INFOMERCIAL. A POP UP AD WOULD APPEAR IN THE MIDDLE OF ME READING A SCRIPT WHILE I WAS TRYING TO SOUND LIKE I WAS NOT READING FROM A SCRIPT. THIS WOULD INTERRUPT THE FLOW OF THE SCRIPT. IN OTHER WORDS, IF I HAD NOT MEMORIZED THE SCRIPT I WOULD SOUND LIKE I WAS READING FROM A SCRIPT. THIS IS A NO, NO WHEN YOU ARE A HOME BASE WORKER TYRING TO INCREASE YOUR CALL VOLUME AND INCREASE YOUR SALES. WHEN YOU ARE A HOME BASE WORKER YOU HAVE TO STICK TO THE SCRIPT BECAUSE OF LEGAL REASONS. AND POP UP ADS HURT MY WORK PERFORMANCE.
- 102019 dont like pop ups,
- 102075 I am sick of pop ups. It seems that whoever the ISP of pop up perpetrator should be responsible, but it aggravates the user when accessing a legitimate site to have to deal with the dern things.
- 102089 Because pop ads are an annoyance and any merchant that would contribute to the violation of my time by bombarding my computer with time wasting pop ups does not and will not value me as a quality customer. Pop ups are rude and I often feel that I am being harassed by the merchants who use them therefore I am less likely to check out a website that is advertised through a pop up. When I get a pop up ad my only concern is getting it off my screen by clicking on the 'X' in the upper right hand corner so as to rid myself of what I view as a nuisance.
- 102127 POP UP ADDS ARE VERY ANNOYING TO ME, I FIND THEM DISRUPTIVE TO MY BROWSING TIME, WHEN I AM LOOKING AT WHAT I CHOOSE TO LOOK AT I DO NOT WANT OTHER STUFF POPPING UP THAT I AM NOT INTERESTED IN POSSIBLY FREEZING UP MY SYSTEM AND OTHERWISE WASTING MY VALUABLE TIME. IF I WERE INTERESTED IN WHAT WAS ON THAT ADD I WOULD HAVE FOUND IT ON MY OWN
- 102140 they know they will have your attention, they probaly sell the space
- 102147 I hate pop up adds, it obstructs my view of what I really want to see.
- 102152 I wish to view the websites for which I'm on the computer surfing. I am totally turned off by any interruption in my surfing
- 102179 Tiger Direct is responsible for the ads on its own site because ad companies pay web sites to display their pop ups.
- 102190 If I would want to see it I would ask for it. Thank God for Pop-Up Stoppers. All it is is another form of SPAM. They slow down the system, and also lock's them up.
- 102212 It wastes my time and I don't want to see ads that I am not interested in. If I wanted to see expedia I would go to their website
- 102248 I am being annoyed with pop ups ...I don't want to see advertisements from other companies while visiting a companies website.
- 102318 That stuff gets in my way and often leaves cookies...I am an intelligent person if I need ink or something else I can figure it out myself by surfing and using search engines.
- 102320 I went to the web site for a reason not to see pop-up adds

## Verbatim Responses

### Why Respondent Would Have A Less Favorable Opinion Of Website

- 102368 I understand that at several sites sponsors pay for you to be able to use the site at no cost. I would think if I was at the USP site it would be for information I needed, I wouldn't want that interrupted.
- 102388 that they would allow someone to interupt thier ad with anohtter ad.
- 102402 i dont like pop up ads
- 102486 I hate ALL pop up ads!!!! They are annoying and iritating and are really bothersome.
- 102566 If I am at the UPS website I do not feel that pop up add should appear. It takes time away from what I am tring to do to close out of the pop up ad.
- 102608 I hate pop up ads, but I especially hate the new kind of 'pop up' ads, that slide onto the screen when you aren't expecting it, and WON'T GO AWAY until the little flash movie or whatever kind of advert it is run thru it's cycle. And especially if they have sound. It's rude and annoying and I'll simply click off the site if it happens. Honestly. I hate that crap
- 102633 because if i wanted ink jet i would have looked for one.
- 102660 I hate pop-ups. Since it is Hertz's web address, I feel they are responsible for the annoyance.
- 102746 i don;t like pop-ups when i am looking at a certain add.
- 102791 popups are a pain in the ....i'd prefer to look up something i needed rather than have garbage blocking what i'm reading
- 102798 If it's their website, they are responsible for what pops up while you're on it.
- 102884 Because I don't want to be bothered by other advertisements. I am capable on my own to search the web for other services if I am interested in them.
- 102899 because of the way it appeared. direc6tly over the ad i was looking at.it is just irritating when that happens. but it does work for the advertisers. it makes u have to look.
- 102913 The pop-up ads are distracting and take time away from using the resources provided by the website.
- 102920 no popup ads please, I expect the web site to control that problem. If they can not I will go else where.
- 102936 If I was looking at the Quicken website, I was there for a reason. I do not want to be blasted with ads that I have no interest in.
- 103021 Quicken or their affiliates would be responsible for the pop up that is just annoying.
- 103050 I cannot stand pop-ups. They annoy me. The ones which are drop-downs with the close button hidden are the worst!! Argh!
- 103072 Don't Like Pop Up ADS!
- 103104 They do not need to put popups on their sites
- 103132 It is very annoying to have pop-ups..I actually installed software to zap pop-ups..
- 103175 I would go to quicken to do work, not look at ads.
- 103192 very annoying when you are searching for something
- 103253 Because the pop up is paying the advertising the right to have their pop ups on their ads.
- 103364 Its EXTREMELY ANNOYING!!!!!!!!!!!!
- 103378 I feel that Wells Fargo has allowed them to associate with their website
- 103453 pop ups are disgusting

## Verbatim Responses

### Why Respondent Would Have A Less Favorable Opinion Of Website

- 103454 what ever website i'm looking at i don't need something other than the subject i'm looking for pop up.
- 103474 Whether or not I thought Wells Fargo gave permission for the pop-up, I would be extremely annoyed and the interruption and would probably transfer this annoyance and anger toward Wells Fargo, as well as Verizon.
- 103530 i dont like to be interupyed when im lokking for something
- 103570 because they sold out for a few bucks for another company to advertise on there site. I HATE POP UPS PERIOD
- 103572 hate pop ups
- 103682 pop up ads annoy me to no end .... i dont read them at all i close every one of them as soon as they pop up and if possible before then even finish loading ... my computer is also set up pop-up blocker
- 103685 I believe they are getting advertizing dollars at my expense
- 103750 Because being and instution themselves of making money, but then take money from some some else to advertise in their location is irrating, for the customers...
- 103900 i personally hate pop ups plus it was in the middle of the screen and i did not like that
- 103947 don't like forced advertising
- 103982 Any company that allows pop-ups aggravates me.
- 104001 WHen I visit a site I don't expect them to have solicited advertisers who place ads that interfere with the business I am trying to conduct.
- 104005 i hate pop up ads they waste my time when i am trying to work.
- 104200 Because I do not like to be interrupted while doing something theat requires brain power.
- 104209 Pop ups are annoying and interrupt reading about the site I really want to explore. Makes me feel frustrated and reluctant to continue.
- 104220 I find pop-up ads invasive and extremely annoying and any site that would allow one would lower my opinion of that site.
- 104328 I HATE POP-UPS, and I feel most sites must give permission to an advertiser to allow the pop-ups to appear.
- 200009 Pop ups are an inconsiderate and annoying interrution when you are working or doing something else on the computer. If I wished to look for a place to stay, then is the time for me to find them. EG-Telephone Solicitors!
- 200226 Pop ups are annoying and interfere with what I am doing.
- 200233 These pop-ups are usually irrelevant to the page/subject you are on line for and they are annoying and occasionally cost me time and money.
- 200238 I hate those pop up adds, they clutter the screen and just keeps popping up out of no where.
- 200268 i HATE pop up
- 200334 I've noticed that the same ads pop up on the same websites so there must be a connection between the site and the company with the ad
- 200340 Tired of these damn pop-ups. It is just another form of spam & should be out-lawed.

## Verbatim Responses

### Why Respondent Would Have A Less Favorable Opinion Of Website

- 200388 It is bothersome and makes shopping harder, so I would use companies that didn't have popups
- 200423 If a company is trying to sell you something and allowing a pop up for another company to sell you something they are surely getting some type of kickback from the other company.
- 200435 Just hate pop up ads, and do not re-visit sites that pop up ads are on.
- 200533 I don't enjoy the interruptions of pop-up ads, and would rather visit sites that do not have them.
- 200604 because pop-ups are annoying and cause me to loose my concentration in what ever application i am using. if i wanted to see an add i would search for that product. pop-ups are the same as telemarketing. i extremely dislike them
- 200676 I have never ran across a pop-up that I was interested in learning or reading more about that subject. I feel it is an intrusion of my personal time.
- 200679 I don't like the interruptions that pop-up ads ALWAYS are. It's very annoying! IF I want a product I'll look for it.
- 200685 pop-ups like that destroy the concentration the viewer has on the product (website) that they are trying to view. I HATE pop-ups b/c they distract me from what I am trying to do, even in shopping..if I wanted to see AVON, I would have went there to see it, not LL Bean
- 200750 If I am wanting to view Tiger Direct That is all I want up on my screen. I don't want pop-ups to appear and waste my time. At this time my home page is MSN and I spend much of my time taking down pop-ups. It gets tiring very quickly.
- 200760 If I am on my bank site...I hve BUSINESS to do. I don't want to have to close 'pop ups' It is really annoying!
- 200761 I hate pop up ads. They get in the way of what I'm doing.
- 200792 I don't like the intrusion
- 200816 Because I hate Pop-up ads and I hate having to close the pop up ad before actually going to the website that I want to go to
- 200850 I think if they wanted to reach us they could do a better job than to interfere with what we were doing.
- 200922 I HATE POP-UP ADS!
- 200975 invading my space
- 201011 Pop up are annoying
- 201095 i try to avoid websites with pop up ads
- 201145 i hate those things
- 201196 I dont know the company
- 201206 I hate pop up ads period.
- 201287 I just feel that when I go to a website to see what they have to offer, and a pop up occurs, I feel that they are trying to 'get me' to buy something or check something out. I don't think the site I visit has the right to 'infringe' another ad on me. If I wanted to view another product or site, I would go there, they don't need to 'push' it on me. I could be way off base, but it's my opinion. Don't force things on me - I make it a rule to NEVER buy or visit anything that is popped up or sent to me without my consent
- 201292 tacky and interrupting

## Verbatim Responses

### Why Respondent Would Have A Less Favorable Opinion Of Website

- 201335 pop-ups are irritating. if they arrive too often on a particular website that i am viewing i don't return
- 201352 Right or not, I think the companies are paid to allow those ads to pop up on their homepages. The ads are annoying and detract from the visitor's experience, so my opinion of Extended Stay America would be that they're selling out on user experience and convenience to make money.
- 201389 I do not like these pop-ups. they are distracting. I don't believe the advertisers would purposely present these while you're reading their info. That would be very stupid and if I thought that an advertiser were allowing them, and worse being paid for them, I would NOT access their site AT ALL.
- 201400 I don't like pop ups and close them as soon as possible! I also resent web sites that use them!
- 201408 Because I don't want to be distracted while I'm searching to rent a car. And if they're responsible for the popup ad, then they're wasting my time.
- 201586 maybe Hertz would include a popup service on their site
- 201594 I hate popups. They distract me from my intentions and I use software to stop popups.
- 201598 I hate pop-ups. A company that wants me to focus on their content should not interrupt me with pop-ups.
- 201599 Pop up ads are a pain in the ass to deal with; I'm more likely to visit websites which don't have or have very few pop up ads
- 201614 People in general find popup ads annoying. They realize that both companies are sponsoring this type of ad. TV ads that are extremely annoying also reflect negatively on the company.
- 201651 pop up ads are annoying they usually have more pop ups when you close one
- 201691 Pop-ups are clearly annoying. I am sure they serve a purpose, but they do not have a positive effect on me. I don't imagine such a site as the one I viewed would have no say as to what pops up on their site.
- 201760 I change the channel during commercials, it's the same idea. It already takes long enough to do what I need to on the internet with dialup modem, I don't need to waste my time trying to get rid of pop up ads. I would have less favorable opinion the company because they should have more control over that
- 201769 I would be upset that they allowed that on their website. I don't want to be bothered with pop ups.
- 201795 I really hate pop ups. They irritate me. I close them immediately and don't even look at them.
- 201914 It would appear that these companies collude to invade one's privacy.
- 201947 Pop up ads that block screen when using the web are distracting to what the website is trying to sell or tell you.
- 201983 the better websites do not have pop-ups I don't like pop-ups and tend to avoid website that have them
- 202026 I DONT LIKE TO BE INTERRUPTED
- 202087 I hate pop ups I use a pop Up killer to destroy them. They ruin my experience of browsing and slow down the computer
- 202133 I fell imposed on and taken advantage of by having pop-ups appear as I shop!!!

## Verbatim Responses

### Why Respondent Would Have A Less Favorable Opinion Of Website

- 202138 Do not like pop up adds interfering with what I am doing.
- 202151 i did not go to there website to see anything but their products
- 202192 Some times it is bothering pop up ad. take more time to find information we need.
- 202242 I dislike being distracted by popups. It wastes my time and leaves an unfavorable impression upon me of the site I intended to view.
- 202252 they don't need to pollute my screen with unwanted info
- 202269 i hate pop-ups
- 202412 pop up ads are annoying and usually not applicable to what you are doing on the web.
- 202426 Because I bank at anither Bank and would pay NO ATTENTION to it
- 202429 My purpose on the web is not to seek out ads. Ads that actually prevent me from accomplishing my objective on the web are really annoying, and thus I develop poor opinions of the companies that allow these type of ads to persist.
- 202471 I don't think any professional business would want unsolicited information pop-up on THEIR information screen to take a customer or potential customers attention from the actual site that they were looking for.
- 202558 pop-ups are annoying, and never-ending!
- 202591 Because all companies should know how annoying pop-up ads are for the average person. I for one tend to think of them the same as phone telemarketers.
- 202620 because well fargo dont do anything to stop the pop ad
- 202669 i dont like pop ups. wells fargo should not allow that to happen on their site
- 202672 pop-ups are an invasion of privacy....maybe not legally yet. but most definetly ethically
- 202679 when i am surfing the ll bean site, i just want to look at THEIR site, its annoying and tiresome and sometimes you aren't awareof the pop up at first and mistakingly press a button that takes to the pop website instead. It is very aggrivating.
- 202705 I find 'pop-up' ads annoying. They distract from the main web page.
- 202708 Pop-ups are annoying
- 202737 I wouldn't like the web site itself. I would find it annoying.
- 202767 Pop Ups are annoying, intrusive, and irritate me every time they come up.
- 202802 I get annoyed at interruptions that break my train of thought. It's intrusive.
- 202818 I dont like all these pop up ads interrupting me when im on line
- 202858 I feel if I am looking for a product or specific website that is ALL I want to see.
- 202888 it is an annoyance to the consumer who has little time as it is to minimize these ads
- 202912 Pop-up ads are annoying feature that slow down the computer when I am search the web or doing homework.
- 202967 they are in the way from what you are trying to see
- 203019 it is not a known site, there are too many internet pop ups, the name says it all. if you don't know the name you usually don't pay any attention.
- 203219 i hate popups..... they are annoying so i think less of the company that advertises in that manner

**Verbatim Responses**  
**Why Respondent Would Have A Less Favorable Opinion Of Website**

- 203251 If these companies are being paid to allow these annoying ads to pop up and stop your progress then why access these companies. They should first ask you if you would mind seeing ads from other advertisers
- 203403 It is an annoyance to see pop-ups everywhere. Also, since I am visiting the site, I am a consumer already and the ad feels like a pushy sales move.
- 203537 The pop up ads are annoying and disturbing to your experience on a website.
- 203624 It's annoying and anyone who let it happen on it's website is just as responsible.

## **VERBATIM RESPONSES:**

**WHY RESPONDENT WOULD HAVE A MORE  
FAVORABLE OPINION OF THE WEBSITE**

## Verbatim Responses

### Why Respondent Would Have A More Favorable Opinion Of Website

<u>ID</u>	<u>Response</u>
244	from the add the prices are too good to pass up
1040	Because pop up ads are very annoying and most of the time they are not centered on screen and I go thru routine to get rid of them
1221	it sounds good
1941	Prices quoted were less than the last time I checked Hertz.
2878	the pop up was very small
3186	I DID NOT KNOW THAT THEY HAD A FINANCIAL SITE
100380	Because the add sells for the product.
100396	It was specific with rates and offered help.
102697	the rates on the hotel was very good
102738	I hate pop ups, they r annoying and any company willing to pay to make a pop up I click on the x button and never read it
102931	The rates I saw seemed very good.
103787	good looking web site
203033	Clear pleasing picture.

NOTE: One respondent who said "more favorable" did not answer the "why" question

**KEY DATA ON VALIDATED VS.  
NON-VALIDATED RESPONDENTS**  
**(RESULTS BASED ON THE UNWEIGHTED DATA)**

## Gator Likelihood Of Confusion/Permission Survey Key Data By Validation

Q13: Please imagine you were browsing the web and actually saw that pop-up ad appear when you went to the website you just saw. What company or companies do you think were responsible for that ad appearing on your screen?

	No phone number		Unable to contact		Validated	
TOTAL	1436	688	247	501	100.0	100.0
Pop-up advertiser	702	313	120	269	48.9	53.7
The GAIN Network	459	204	92	163	32.0	32.5
Website	480	218	89	173	33.4	34.5
Intel	30	14	4	12	2.1	2.4
Some other company	158	80	24	54	11.0	10.8
No opinion	134	89	11	34	9.3	6.8

Respondent saw the name of pop-up advertiser and website corresponding to screen shots shown.  
The first four choices were presented in random order.

## Gator Likelihood Of Confusion/Permission Survey Key Data By Validation

Q15: If you saw that pop-up ad appear when you went to the (NAME) website, would you think (NAME) was paid money or otherwise gave permission to allow the ad to appear?

	TOTAL	No phone number	Unable to contact	Validated
TOTAL	1436 100.0	688 100.0	247 100.0	501 100.0
Yes	495 34.5	251 36.5	83 33.6	161 32.1
No	376 26.2	169 24.6	65 26.3	142 28.3
No opinion	85 5.9	50 7.3	10 4.0	25 5.0
Not asked because website named in Q13	480 33.4	218 31.7	89 36.0	173 34.5

## Gator Likelihood Of Confusion/Permission Survey Key Data By Validation

Q16: If you saw that pop-up ad appear when you went to the (NAME) website, would you think Intel was paid money or otherwise gave permission to allow the ad to appear?

	TOTAL	No phone number	Unable to contact	Validated
TOTAL	1436 100.0	688 100.0	247 100.0	501 100.0
Yes	320 22.3	155 22.5	63 25.5	102 20.4
No	442 30.8	203 29.5	69 27.9	170 33.9
No opinion	194 13.5	112 16.3	26 10.5	56 11.2
Not asked because website named in Q13	480 33.4	218 31.7	89 36.0	173 34.5

## Gator Likelihood Of Confusion/Permission Survey Key Data By Validation

Q17: Assuming that you were actually using the web and saw that pop-up ad appear on your computer screen when you went to (WEBSITE NAME), would you have:

	TOTAL	No phone number	Unable to contact	Validated
TOTAL ASKED	732 100.0	355 100.0	117 100.0	260 100.0
A more favorable opinion of (website)	14 1.9	3 0.8	3 2.6	8 3.1
A less favorable opinion of (website)	265 36.2	125 35.2	41 35.0	99 38.1
It would not affect my opinion of (website)	453 61.9	227 63.9	73 62.4	153 58.8

# Gator Likelihood Of Confusion/Permission Survey

## Key Data By Validation

Q19: Did you ever consent to have advertisements sent to your computer by the GAIN Network?

	TOTAL	No phone number	Unable to contact	Validated
TOTAL ASKED	704	333	130	241
	100.0	100.0	100.0	100.0
Yes	85	38	23	24
	12.1	11.4	17.7	10.0
No	447	214	75	158
	63.5	64.3	57.7	65.6
Not Sure	172	81	32	59
	24.4	24.3	24.6	24.5