

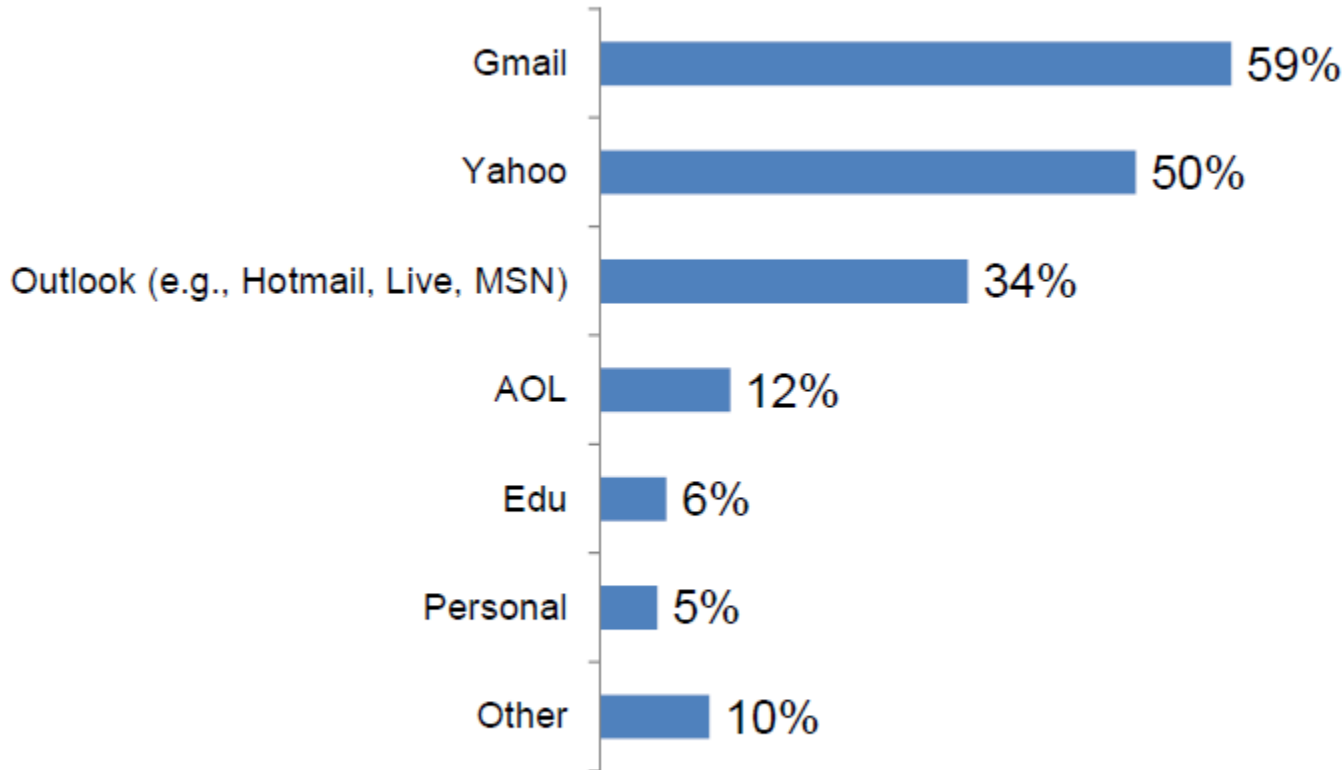


Email Usage Report

April 2014

US Market

Usage of email services



Which of the following email services do you use?

Base: all the respondents (1001)

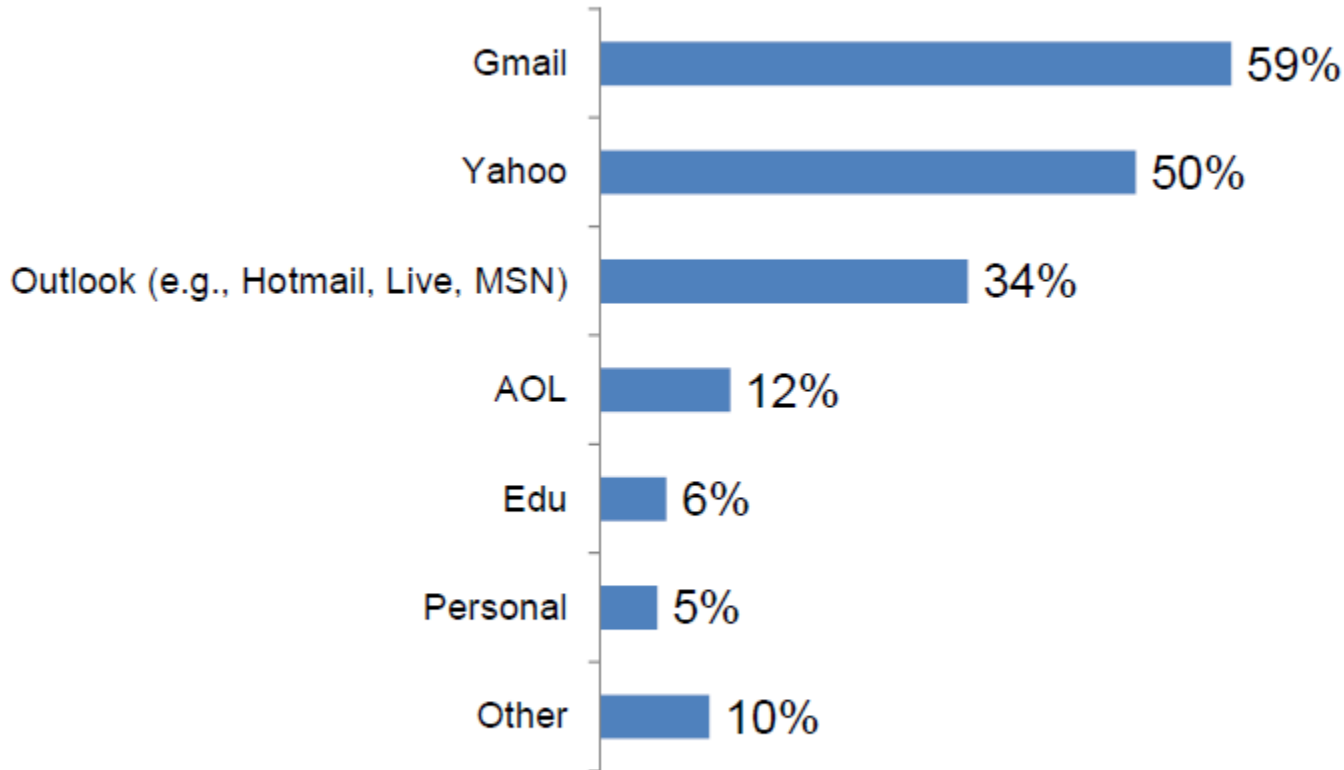
Quantity of the regularly used accounts

	Total	Check email on mobile device	
		Yes	No
1 account	33%	27%	50%
2 accounts	39%	42%	32%
3 accounts	19%	22%	10%
More than 4 accounts	8%	8%	7%
I can't remember	1%	1%	1%

How many email accounts do you regularly use (at least once a week, no matter personal or business email)?

Base: all the respondents (1001/719/282)

Usage of email services

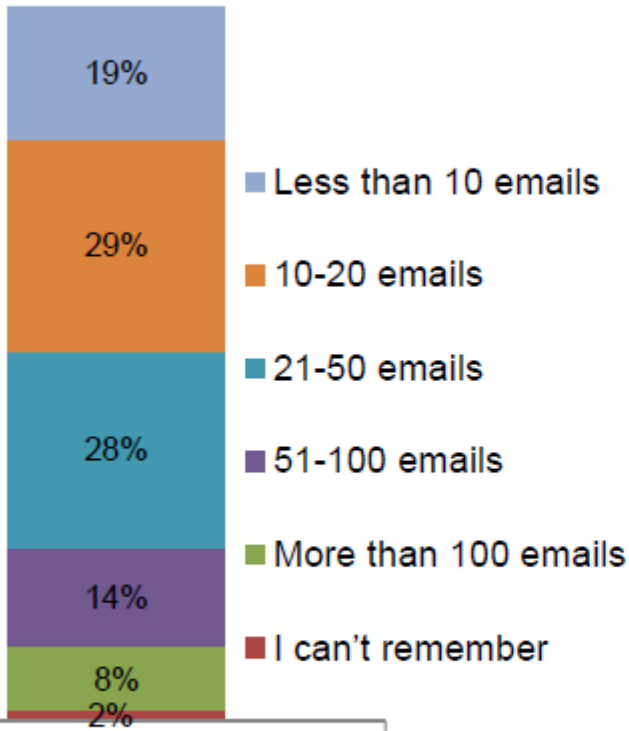


Which of the following email services do you use?

Base: all the respondents (1001)

Personal Email

Average number of emails
RECEIVED per day

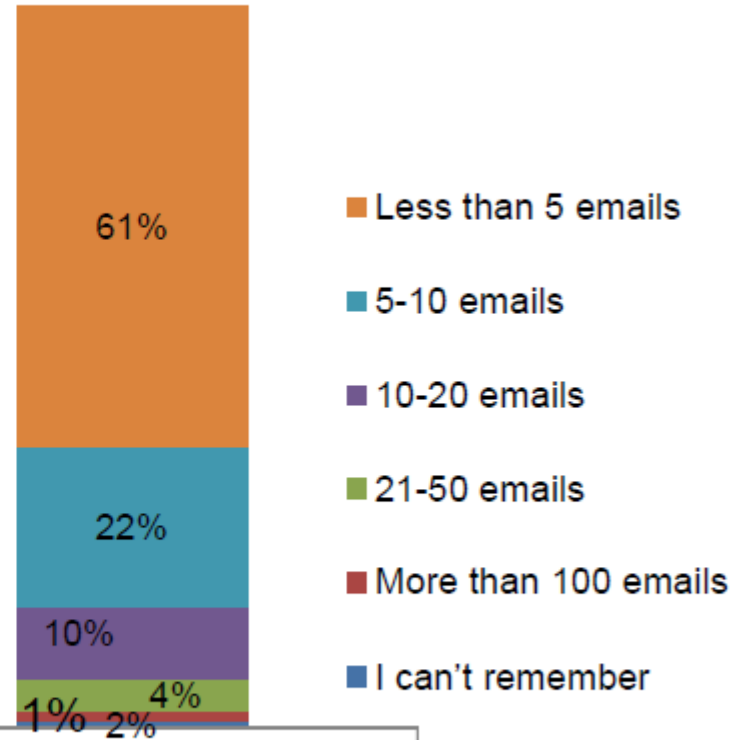


Received email

How many emails, on average, do you RECEIVE/SENT per day?

Base: all the respondents (n=1001)

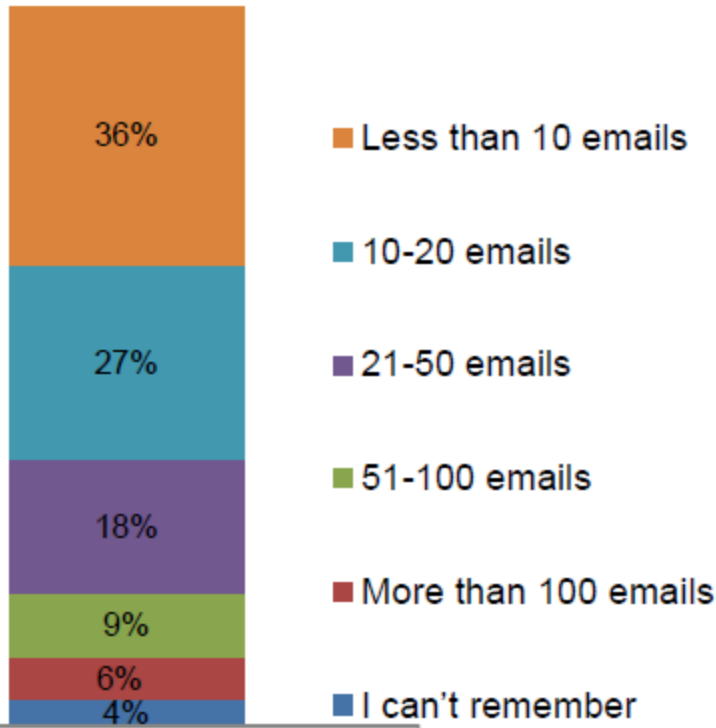
Average number of emails
SENT per day



Sent emails

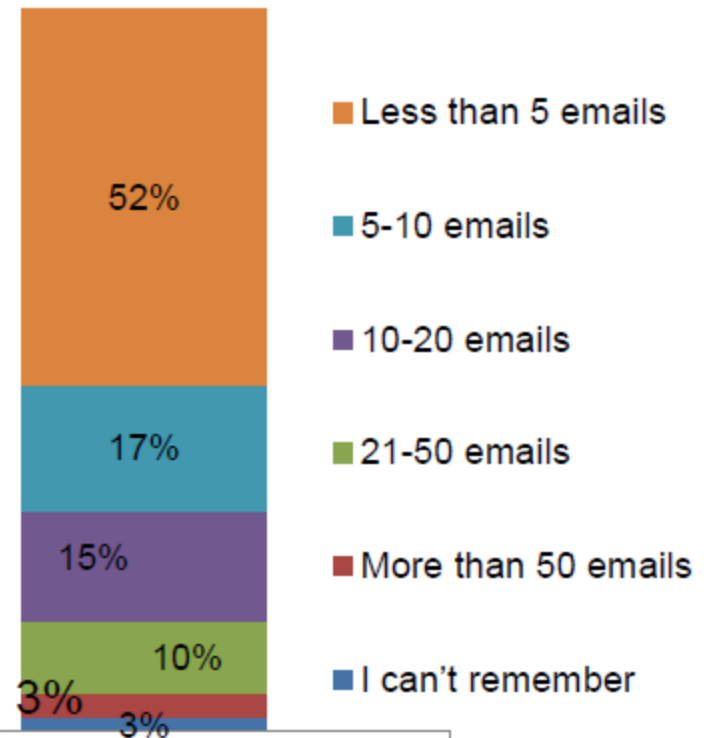
Business Email

Average number of emails
RECEIVED per day



Received emails

Average number of emails
SENT per day



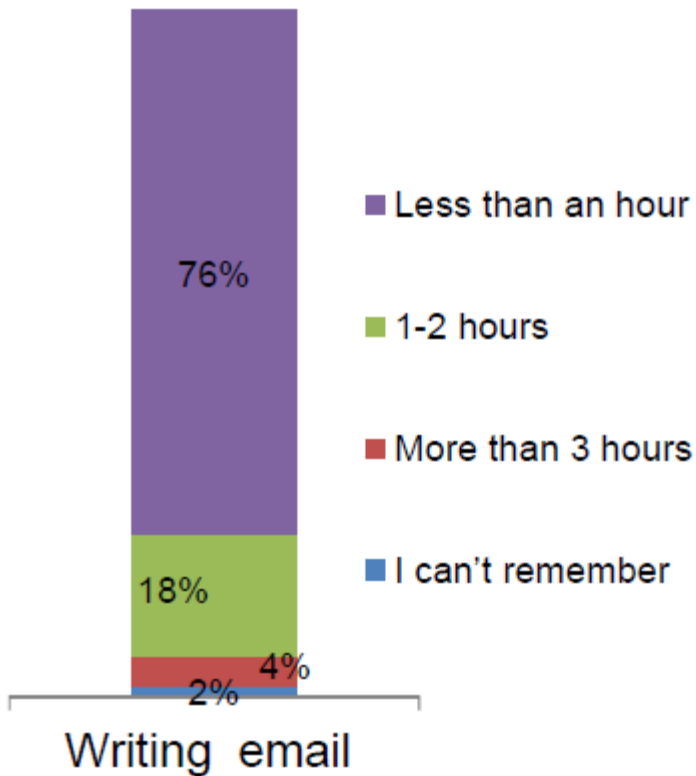
Sent emails

How many emails, on average, do you RECEIVE/SENT per day?

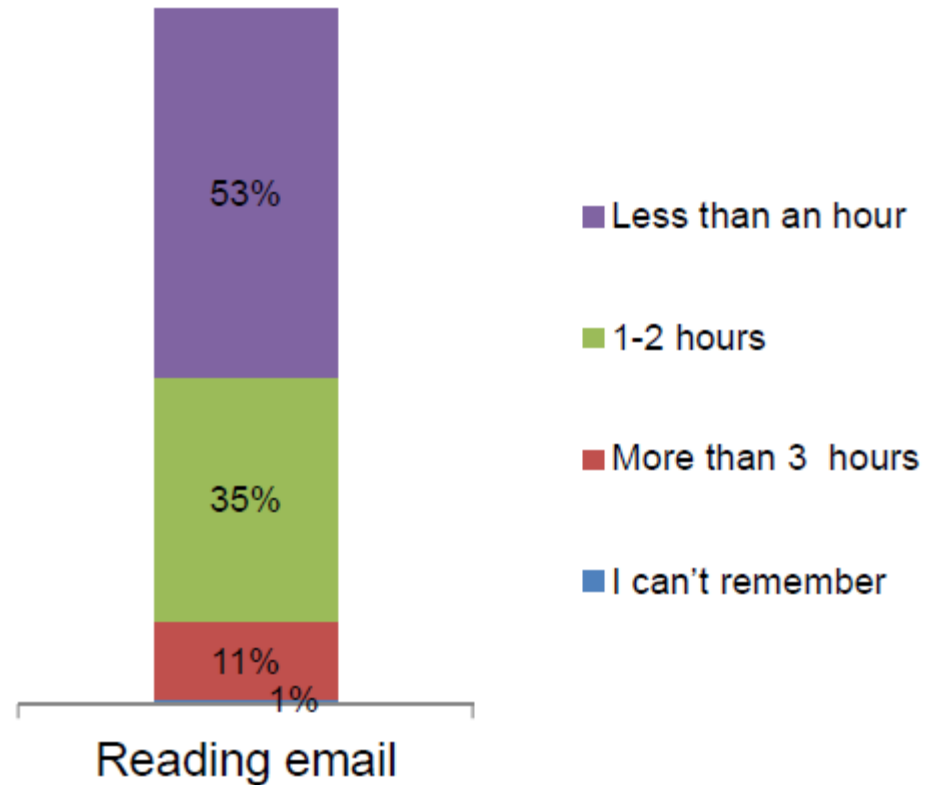
Base: all respondents who use email for business purposes (n=655)

Personal Email

Average time per day spent
ON WRITING emails



Average time per day spent
ON READING emails

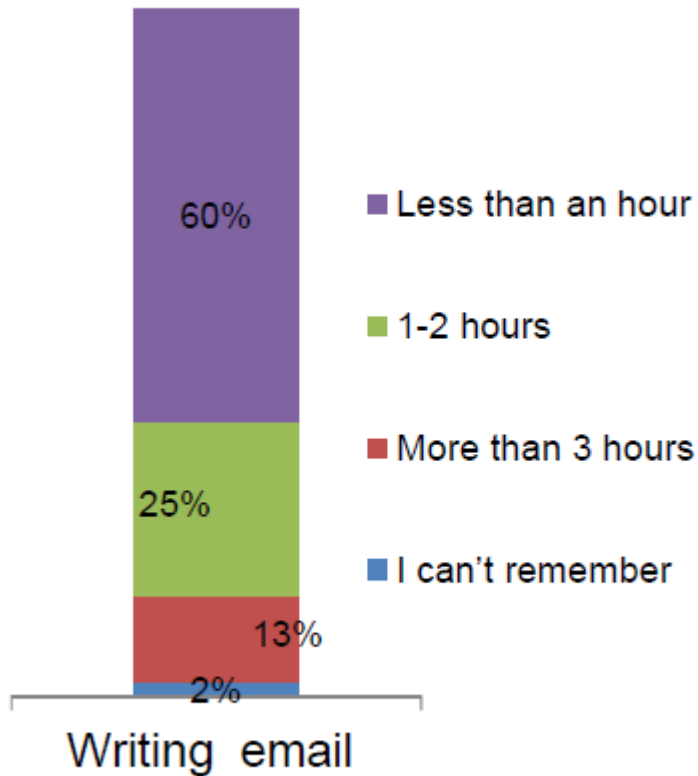


How much time, on average, do you spend per day ON WRITING /READING emails?

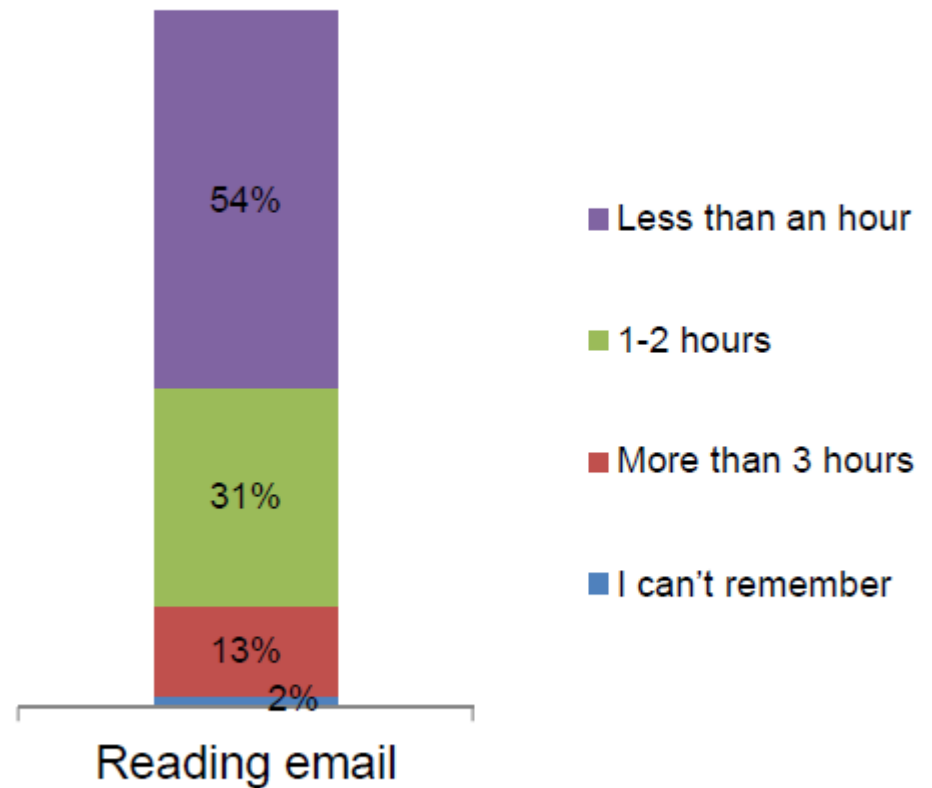
Base: all the respondents (1001)

Business Email

Average time per day spent
ON WRITING emails



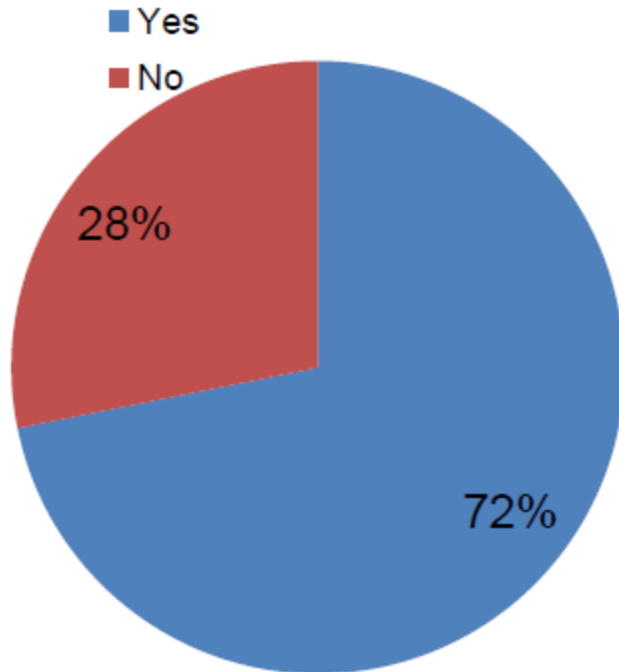
Average time per day spent
ON READING emails



How much time, on average, do you spend per day ON WRITING /READING emails?

Base: all respondents who use email for business purposes (n=655)

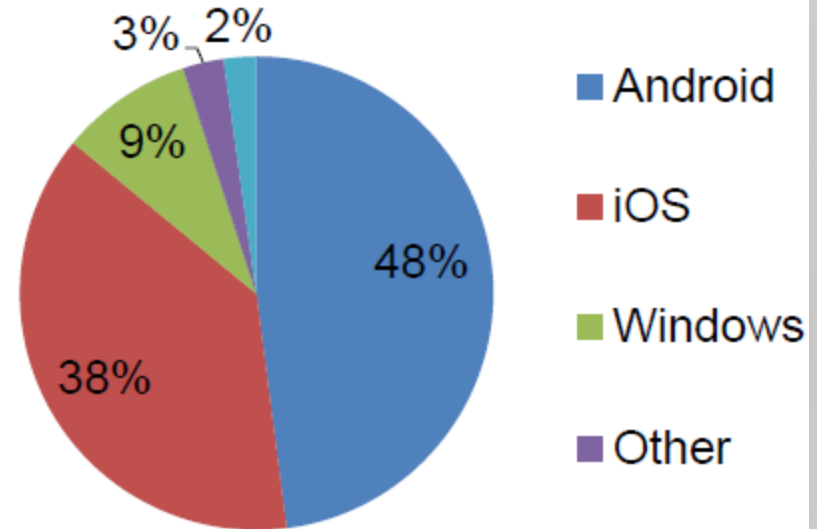
Check email on mobile device



Do you check email using you mobile device (smartphone or tablet)?

Base: all the respondents (n=1001)

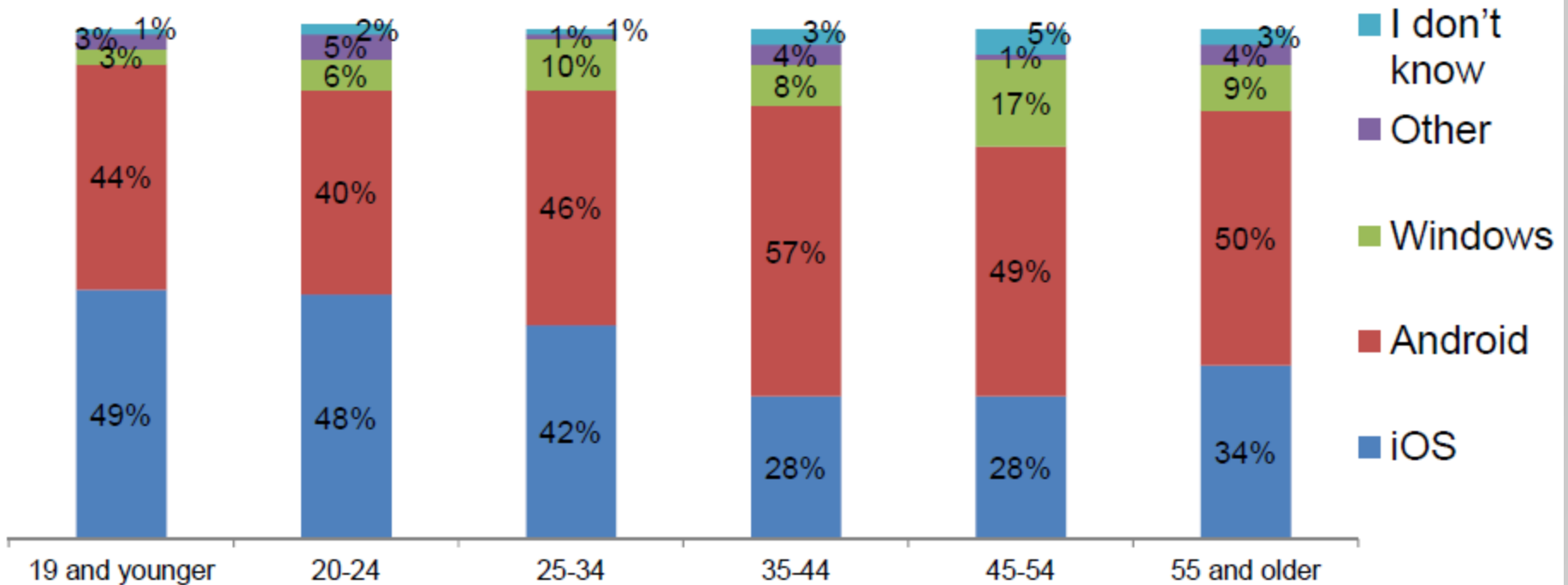
The main mobile platform



What is your main mobile platform?

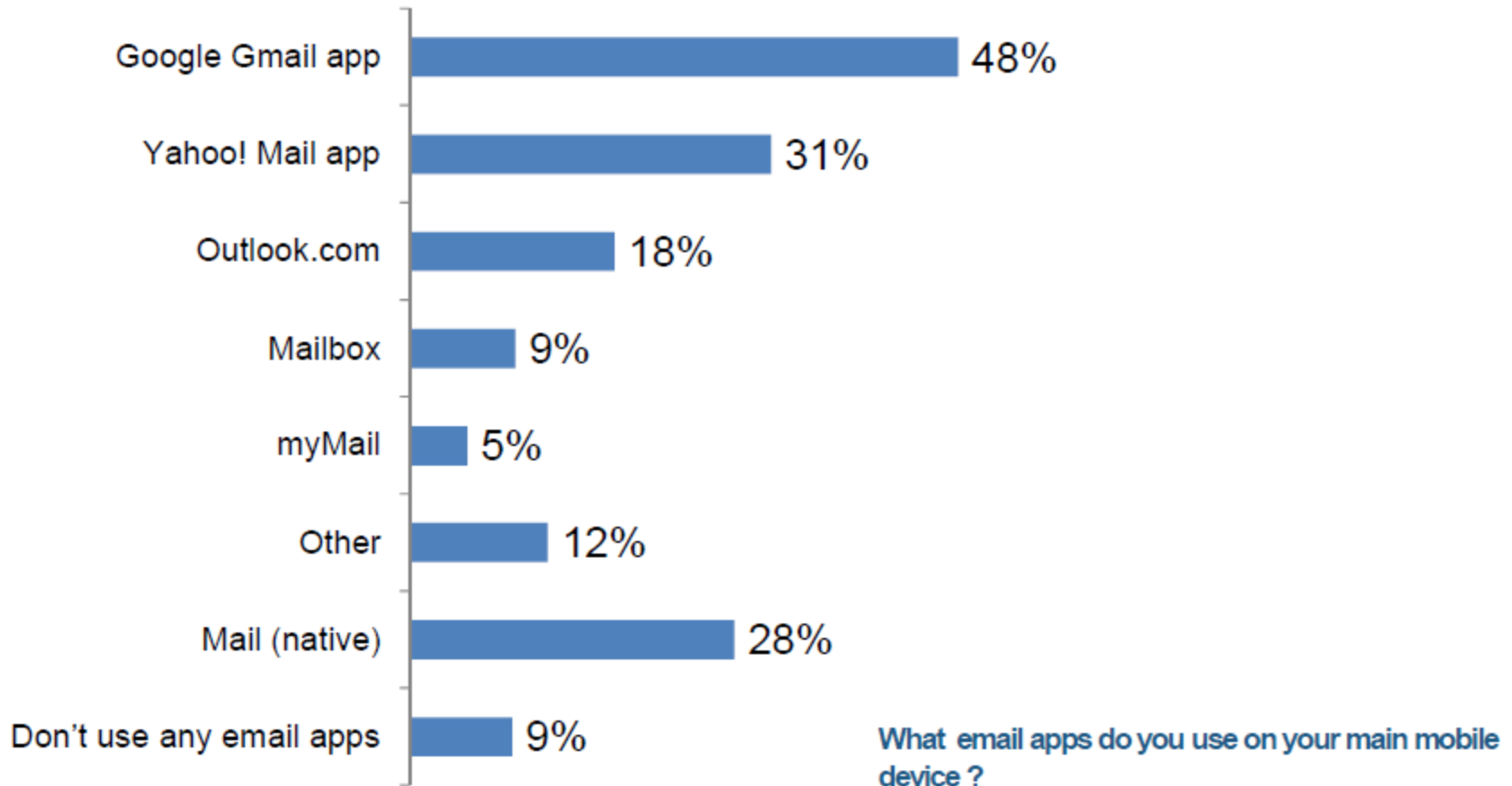
Base: all the respondents who check email using mobile device (n=719)

The main mobile platform by age



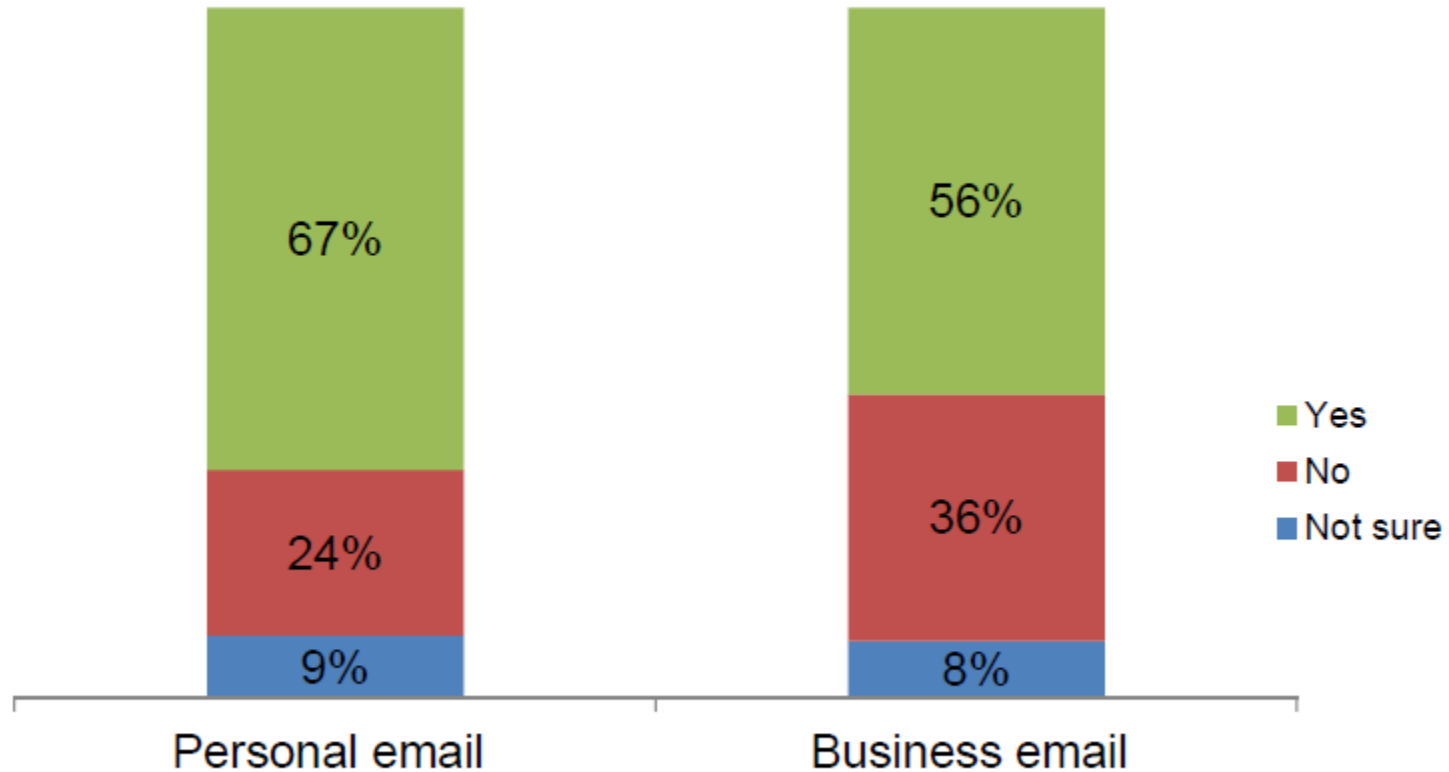
Base: all the respondents who check email using mobile device (n=719)

Email apps used on main mobile device



Base: all the respondents who check email using mobile device (n=719)

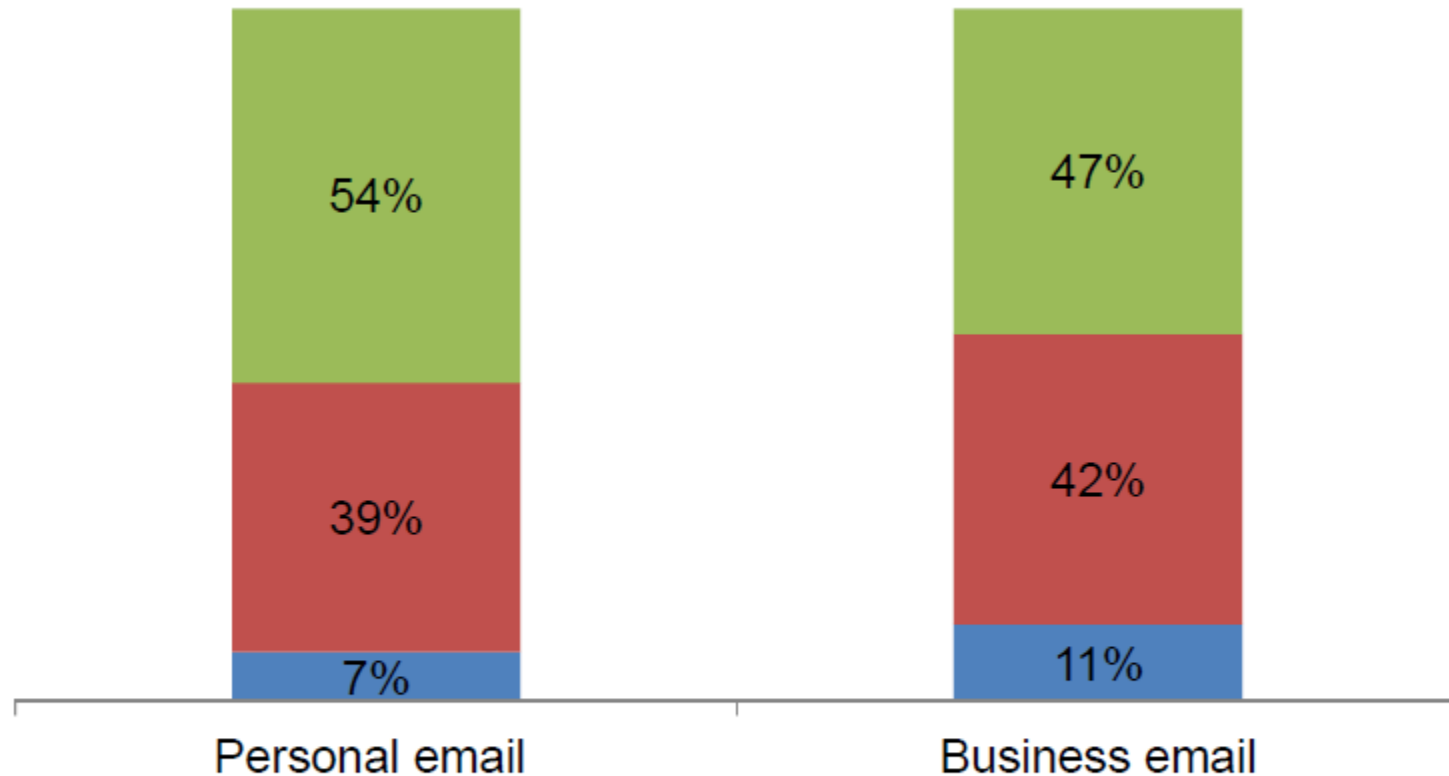
Sending push-notifications for a new email message



Do you allow your main mobile device to send push-notifications when you get a new email message?

Base: all the respondents who check email using mobile device (n=719/n=482)

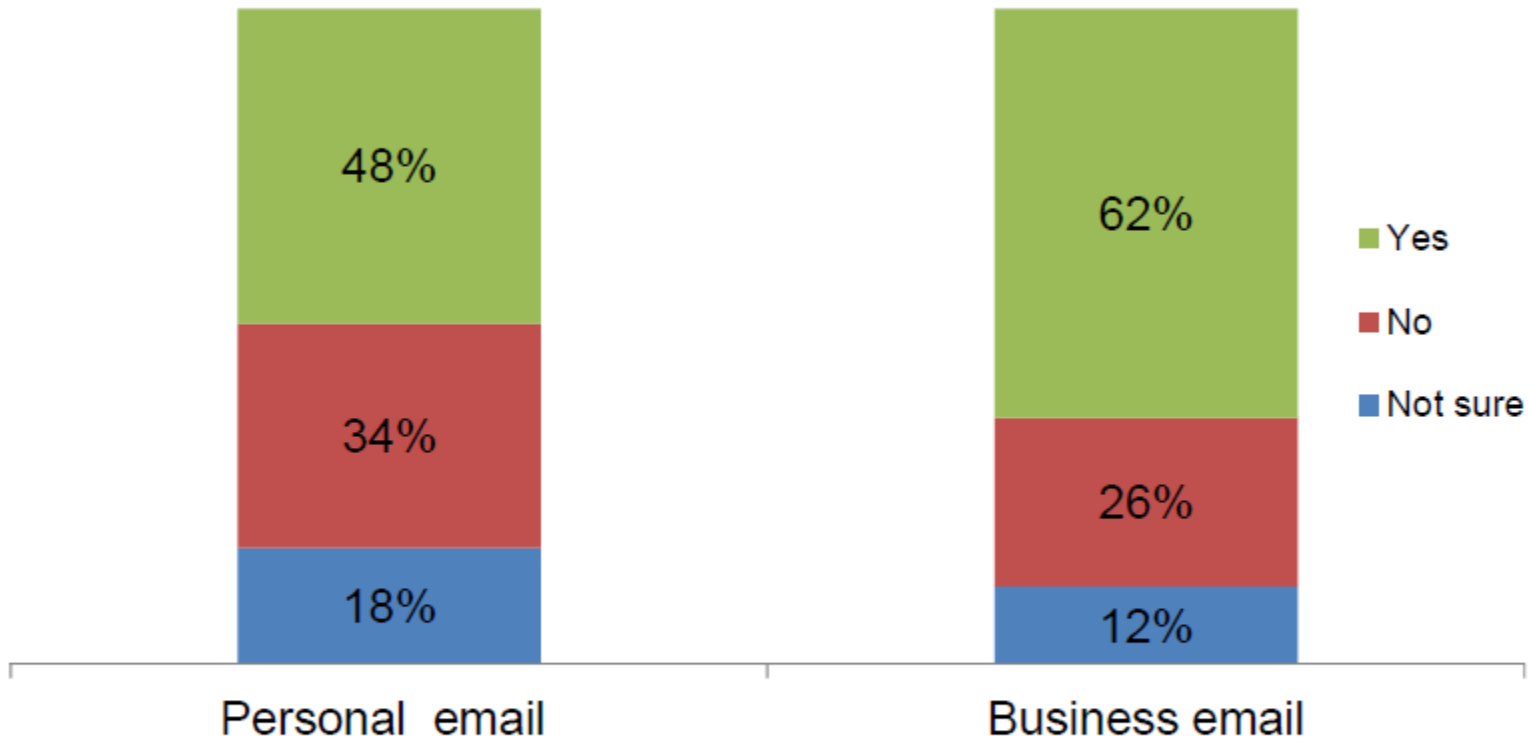
Push-notification adjustment



Do you adjust push-notifications to get them in the right time during the day?

Base: all the respondents who check email using mobile device and send push-notifications (n=525/n=294)

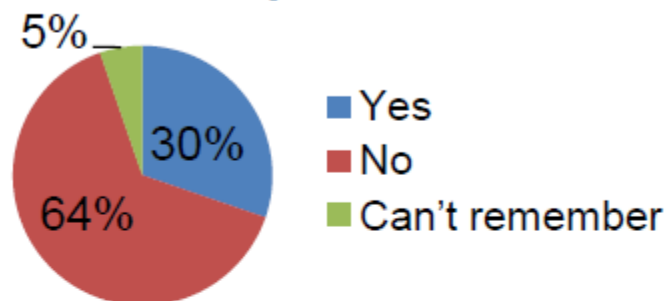
Spam protection



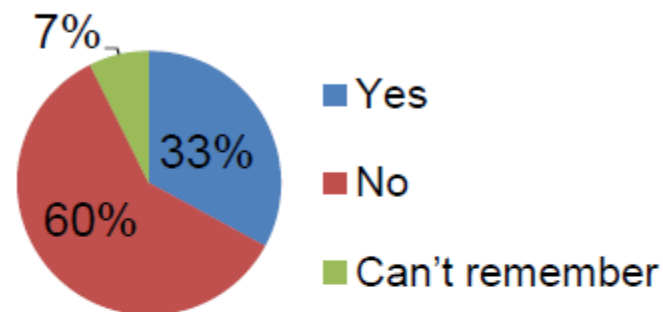
Do you think your email is securely protected from spam?

Base: all the respondents (n=1001/n=655)

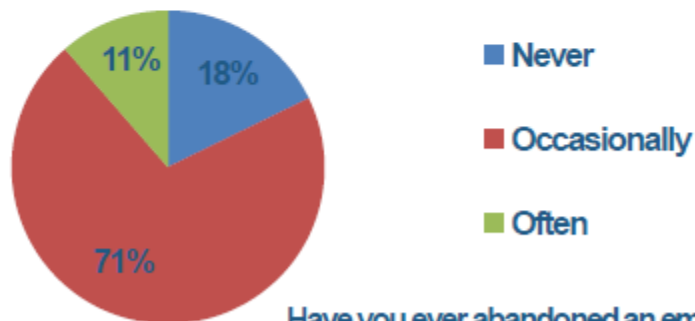
Email account abundance due to much spam



Important messages pass due to spam or an overwhelming number of emails



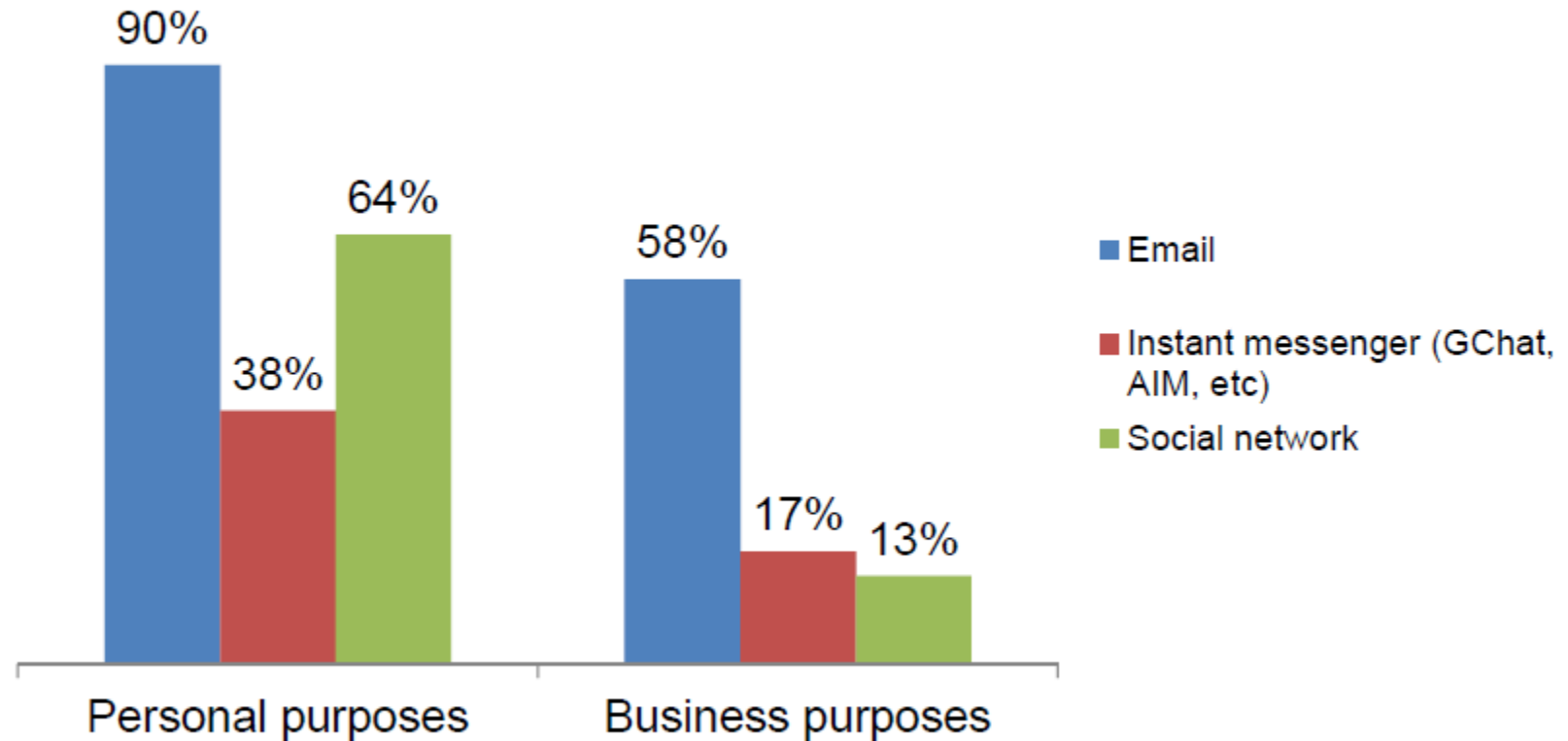
Frequency of email unsubscribing



Base: all the respondents (n=1001)

Have you ever abandoned an email account because of too much spam?
How often do you unsubscribe from emails?
Do you ever miss important messages because of spam or an overwhelming number of emails?

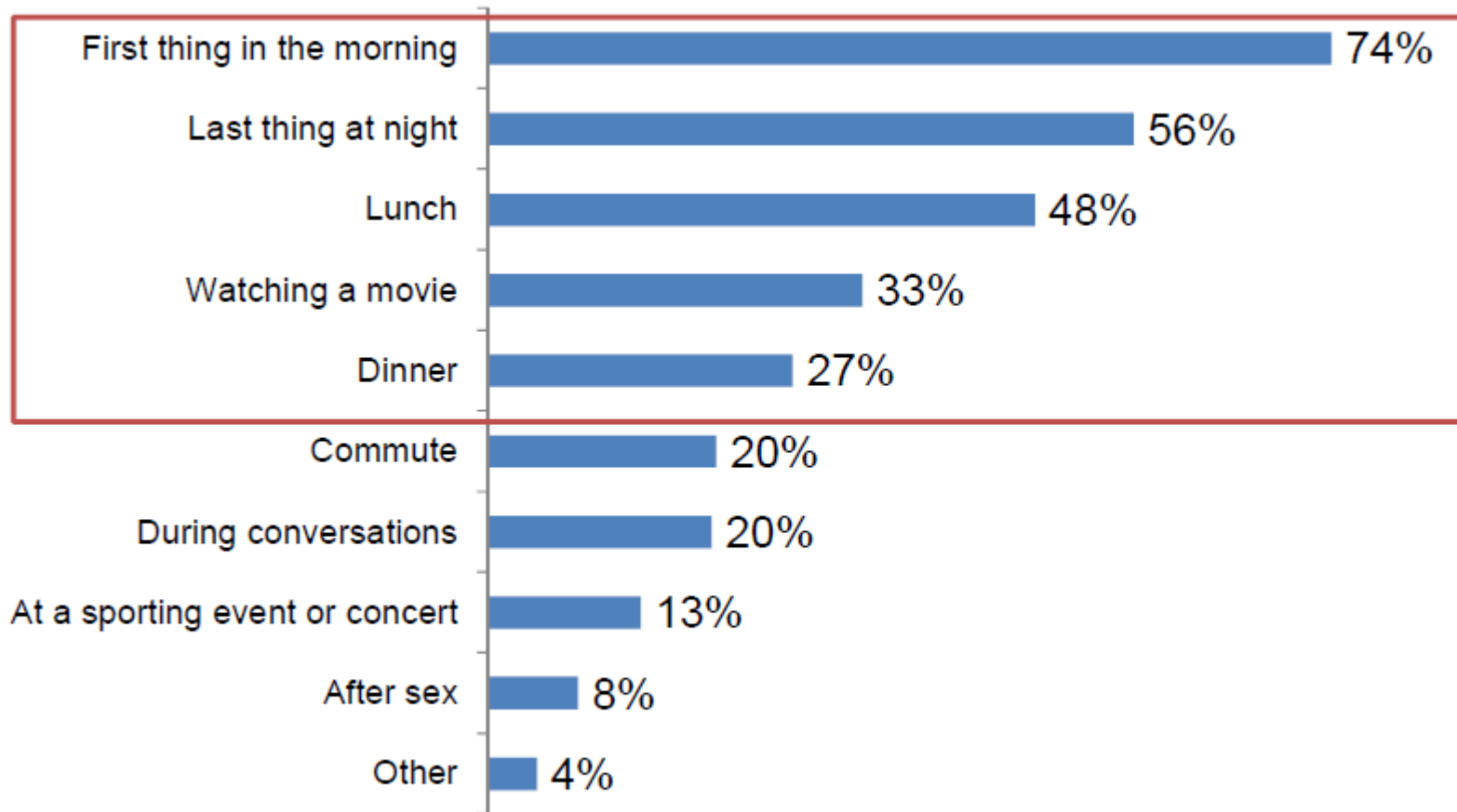
Type of communication used for business and personal purposes



What type of communication do you use for business and personal purposes?

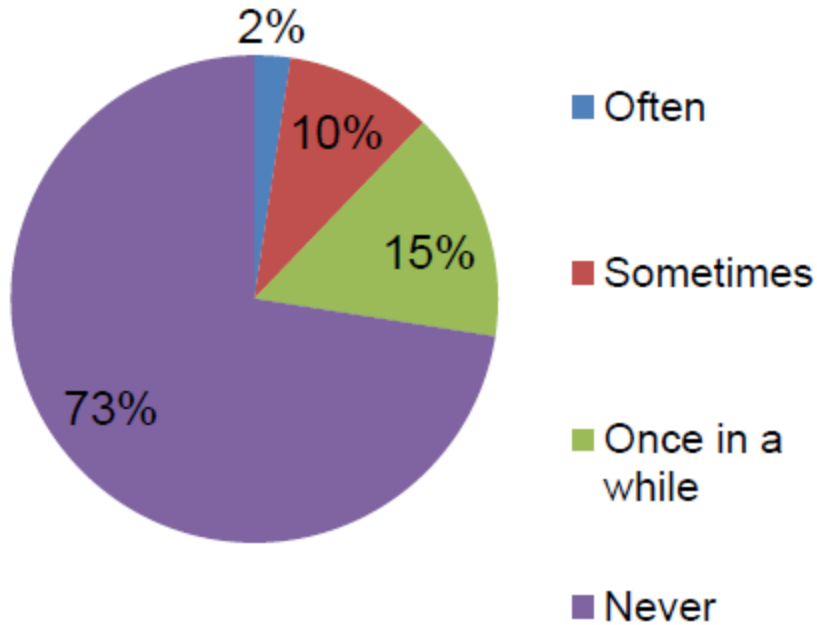
Base: all the respondents (n=1001/n=655)

Do you check your email during the following times?



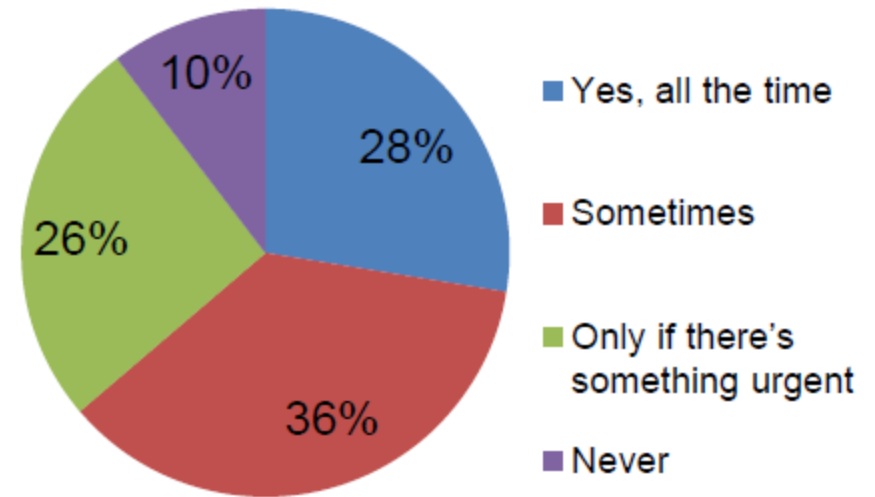
Base: all the respondents (n=1001)

Sleep loss over email



Do you ever lose sleep over email? (due to notifications, stress, or backlog)

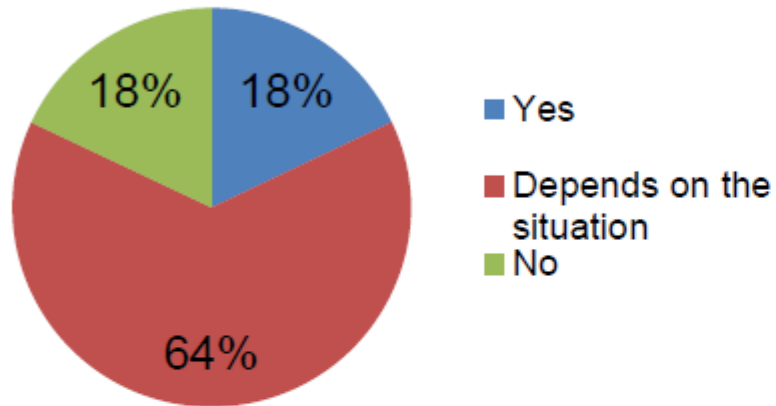
Being compulsive about checking your email



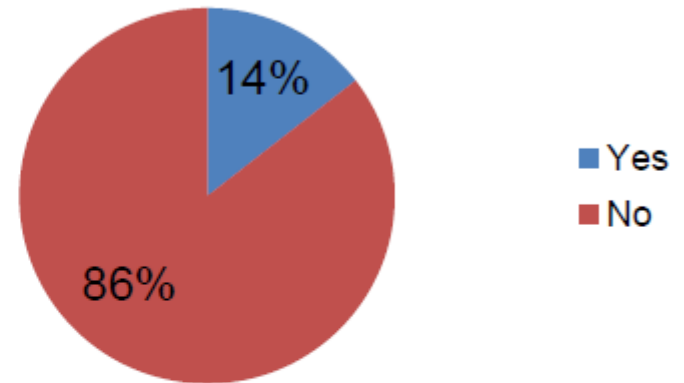
Are you compulsive about checking your email?

Base: all the respondents (n=1001)

Do you think email is a good tool for resolving personal issues and conflicts?



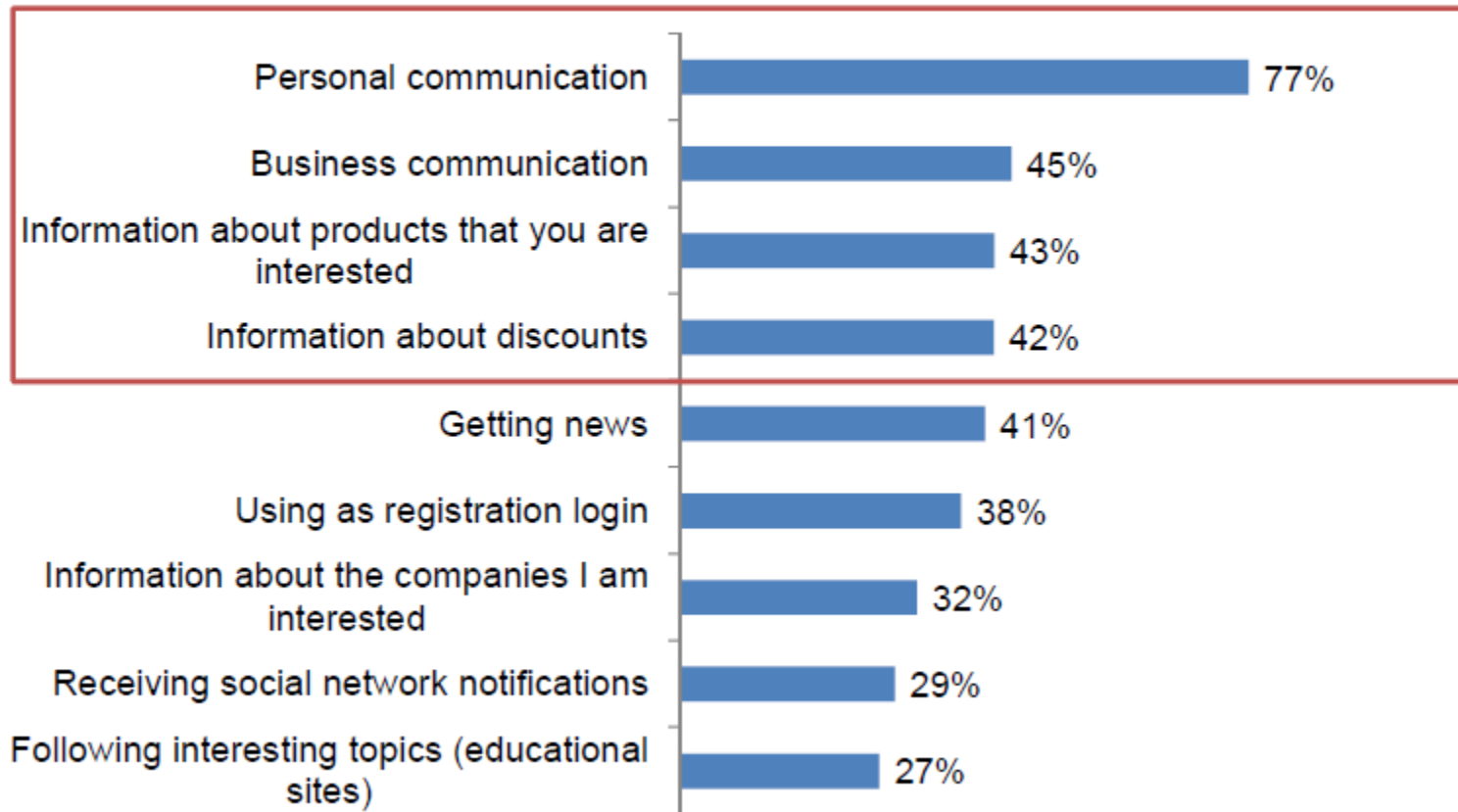
Do you have email rules of engagement with your spouse or significant other?



Base: all the respondents (1001)

Purposes of email usage

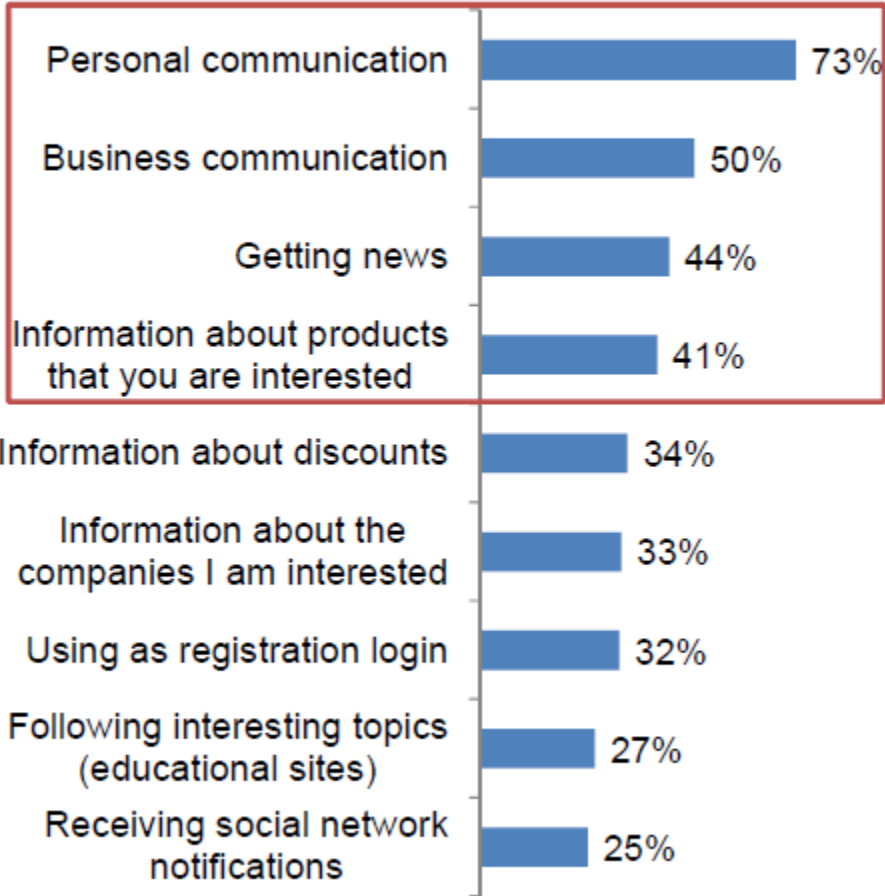
TOTAL



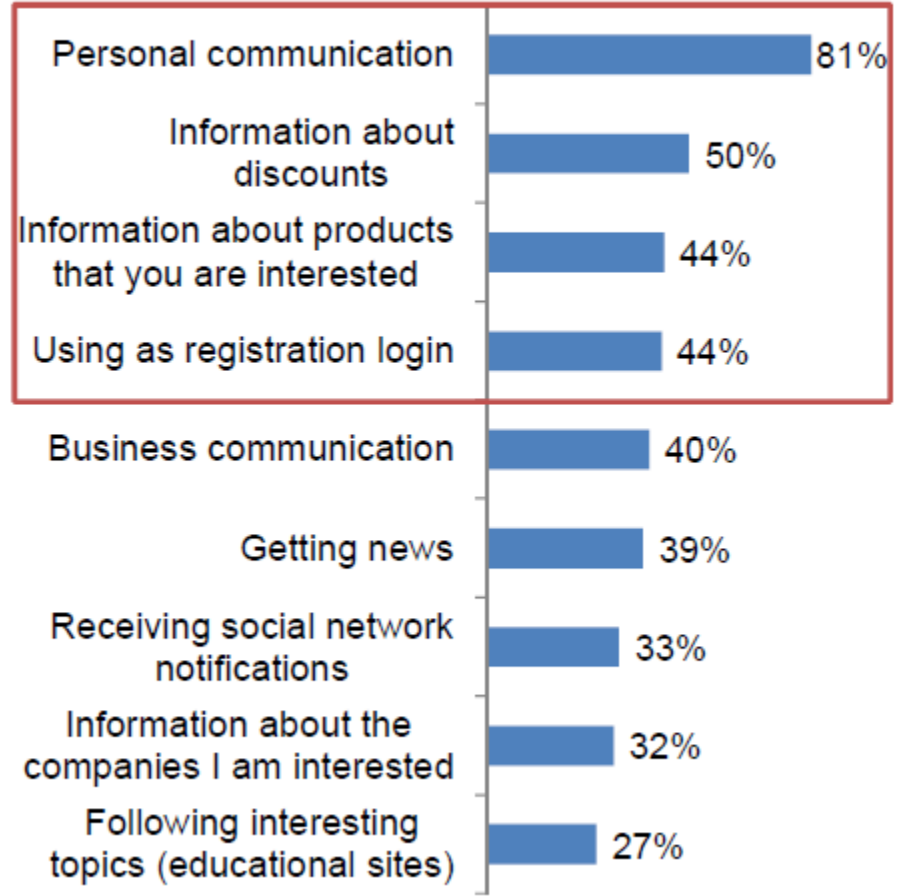
Base: all the respondents (1001)

Purposes of email usage

MALES



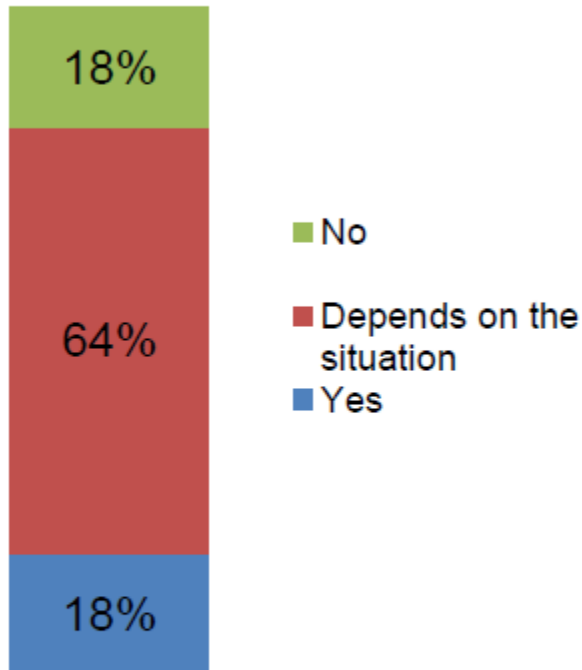
FEMALES



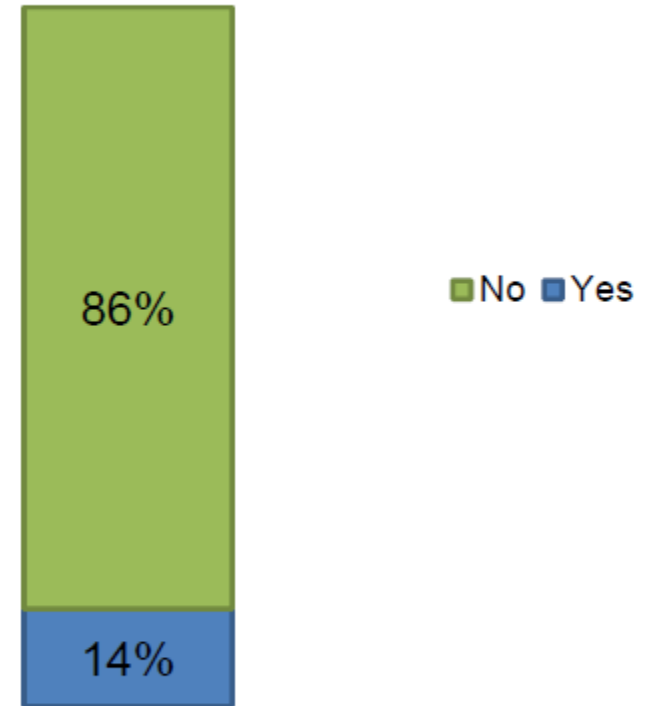
Base: all the respondents (482/519)



Email as a good tool for resolving issues and conflicts



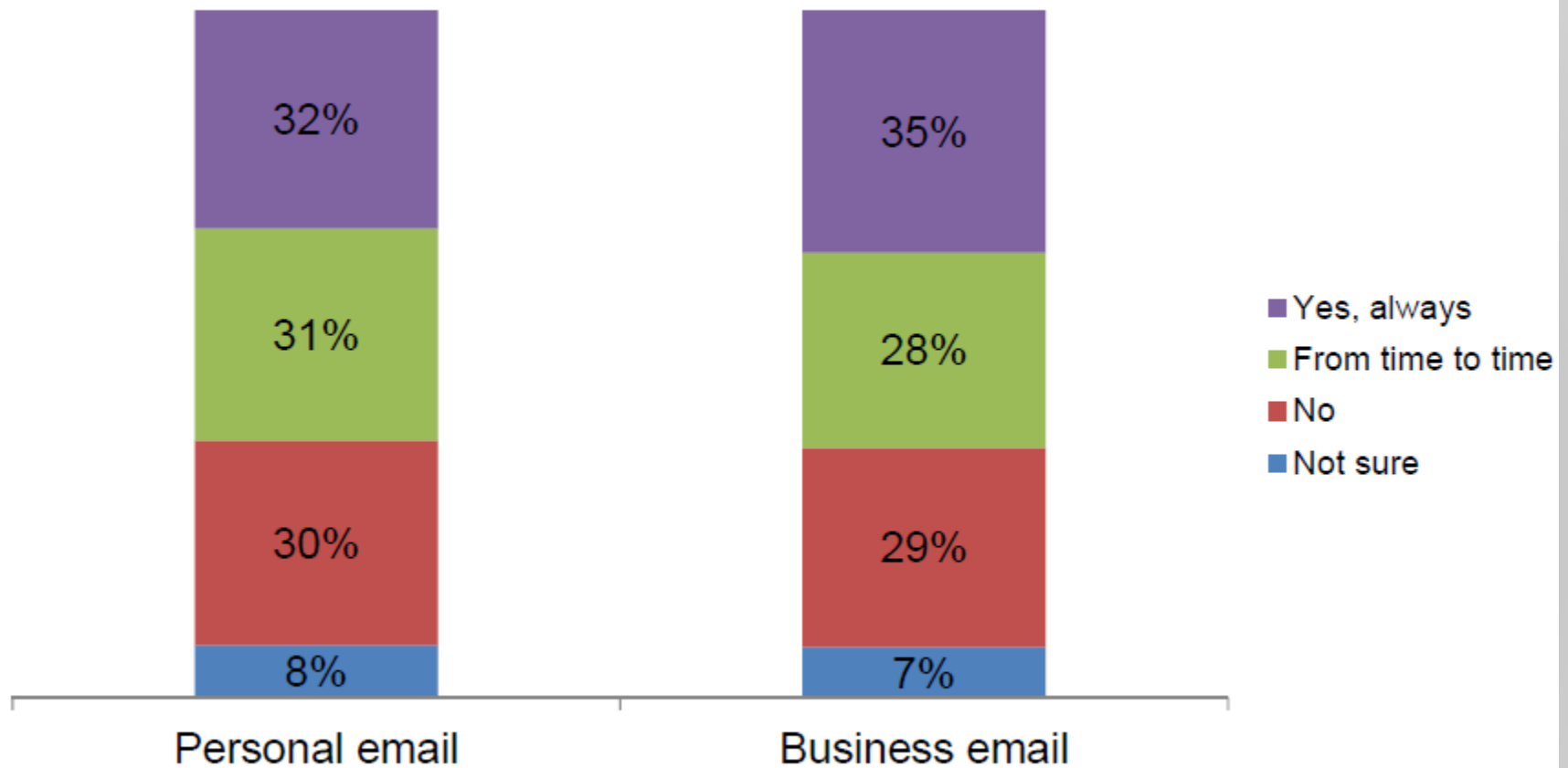
Rules of engagement with a spouse or significant other



Do you think email is a good tool for resolving personal issues and conflicts?
Do you have email rules of engagement with your spouse or significant other?

Base: all the respondents (n=1001)

Do you shoot for “Inbox 0”



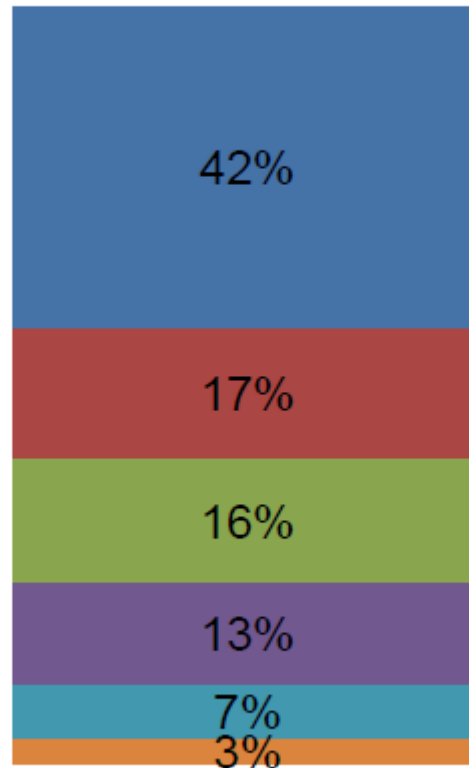
Base: all the respondents (n=1001/n=655)

Used features to organize inbox

	Total	Check email on mobile device	Don't check email on mobile device
Folders	56	58	52
Delete unnecessary messages	40	40	39
Mark as Unread	29	33	18
Labels and filters	23	28	12
Archive	22	26	13
I don't organize my inbox	15	12	26

Base: all the respondents (n=1001/n=719/n=282)

ISSUE #1 WITH EMAIL



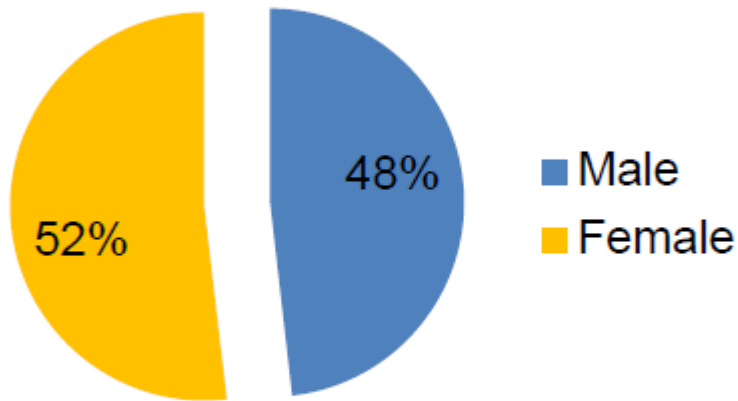
- Other, please explain
- Miscommunication
- Organization
- Volume
- Time consumption
- Spam

What is your main issue of email?

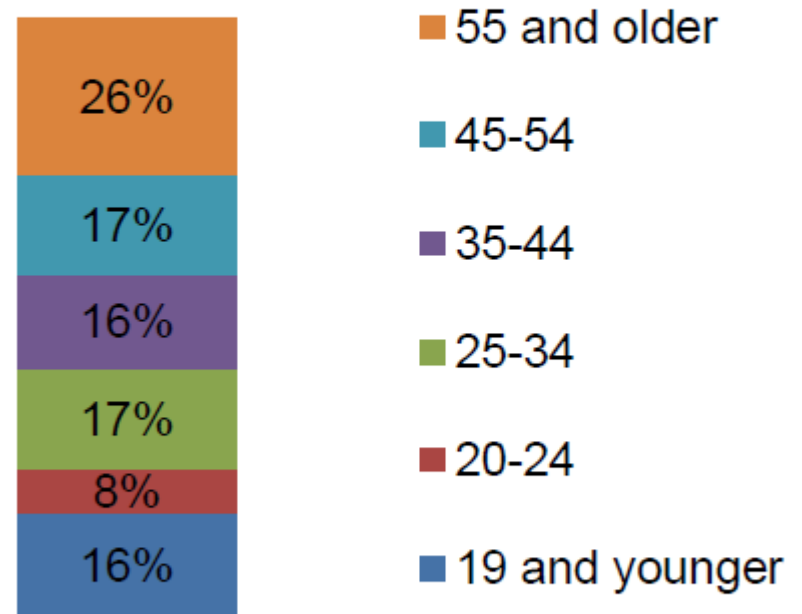
Base: all the respondents (n=1001)

Socio-Demographic

Gender

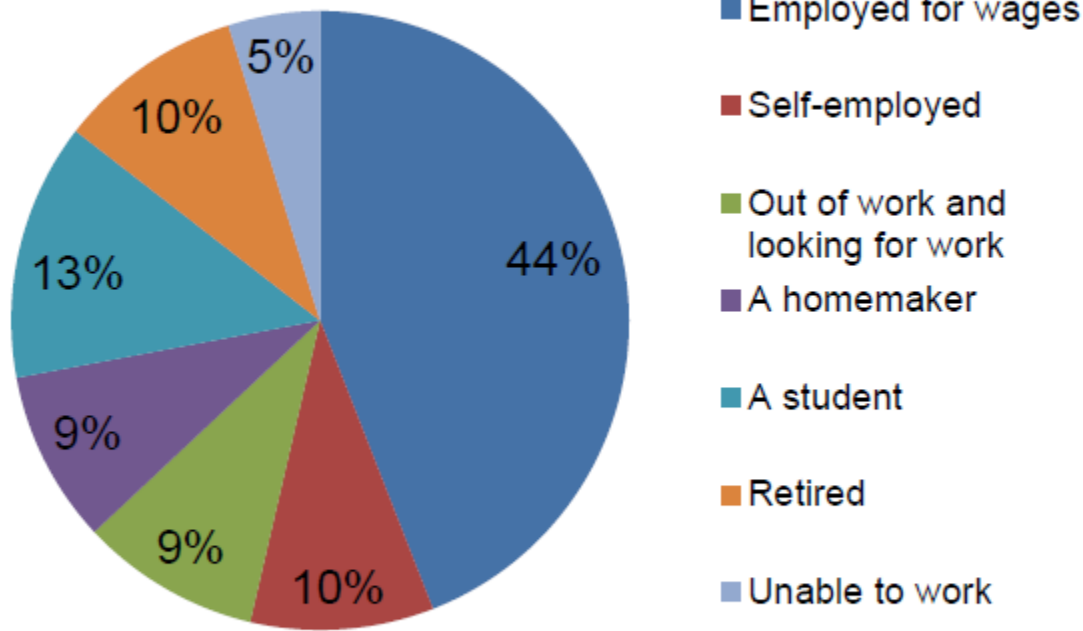


Age



Base: all the respondents (1001)

Are you currently...

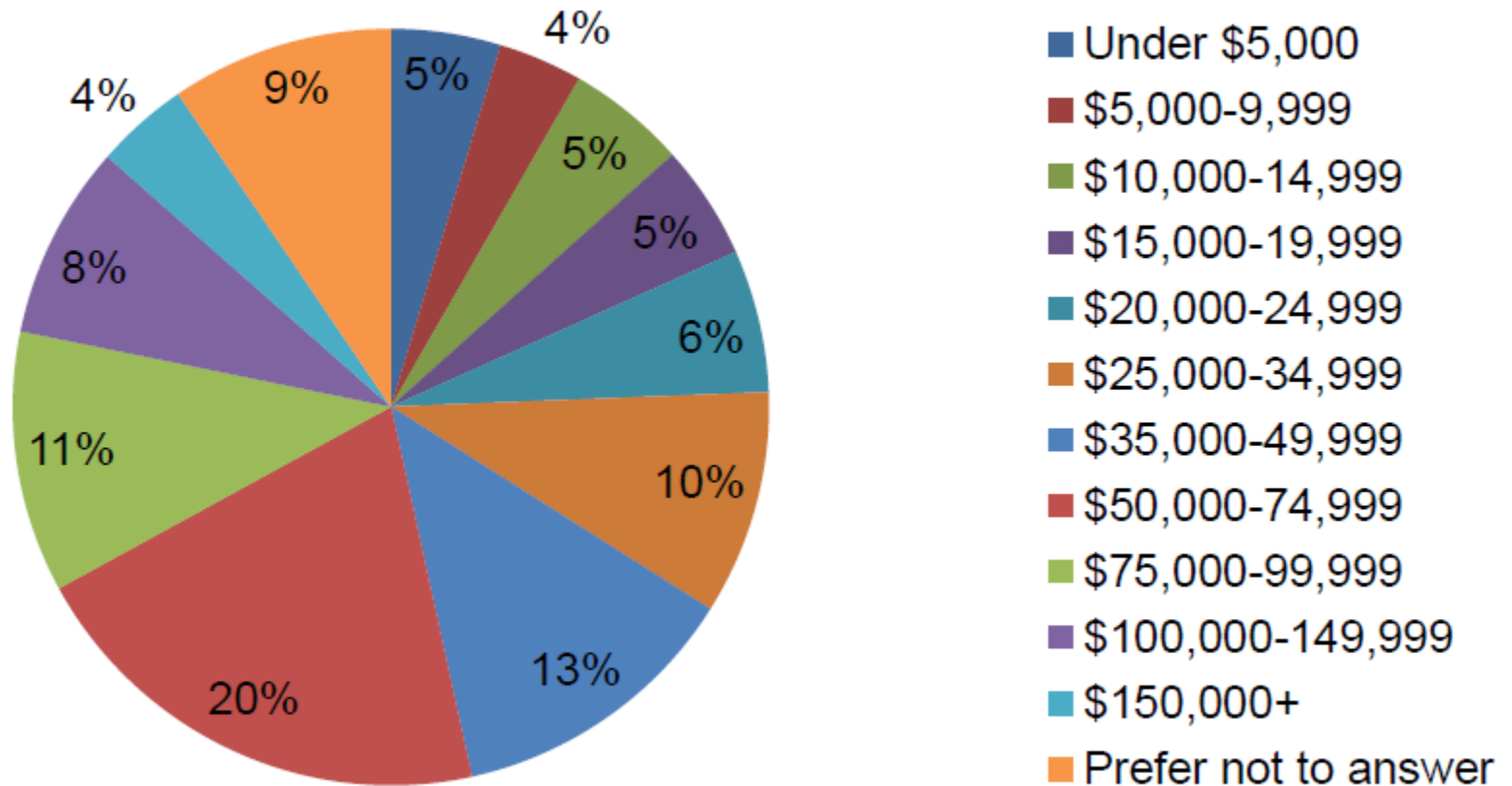


Base: all the respondents (1001)

Geography

Northeast	19%
Midwest	23%
South	33%
West	24%

Annual income per capita



my.com