



2018 Consumer Email Survey

United States Report



Research conducted by:



Methodology

What: An online survey with panel participants

Who: White-collar workers, must own a smart phone

When: Data collected from June 21 to June 27, 2018

Where: Results are shown for US only (n=1,001)

Trending: Slides that have the note below in the bottom right were tested against 2017 data for significant changes, the arrows denote a significant change. Slides that have this note but no arrows mean there were no differences.

↑ Significantly *higher* than 2017
↓ Significantly *lower* than 2017

Statistical testing: Statistical differences are shown at the 95% confidence level.

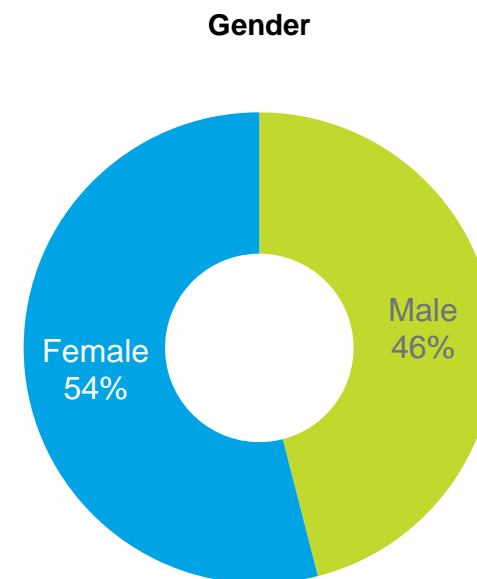
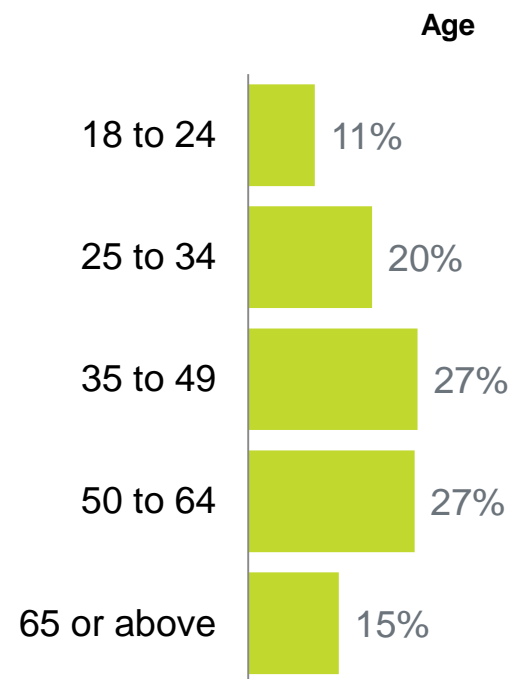
Note: Data was not weighted. Data collected was balanced to past year's age and gender proportions. Prior to 2018, it was weighted to match the proportion of technology industry workers (this question was not included in the 2018 survey).

As Internet panel sample was used for this study, the sample was not drawn from the population using probability sampling; thus, a margin of error is not reported (margin of error accounts for sampling error). If the data had been collected using a probability sampling method, the margin of error would be +/- 3.1%, 19 times out of 20. Given this sampling approach, the outcomes of the statistical tests reported reflect results as if performed on data collected using probability sampling.

Profile of Participants

Who Participated in the Survey

- The participants in this research represent common working ages, mainly between the ages of 25-64. This is consistent with research conducted in 2017.



Base: All respondents (1,001)
s1 -- What is your gender? (not including those who said prefer not to answer base: 999)
s2 -- In what year were you born?

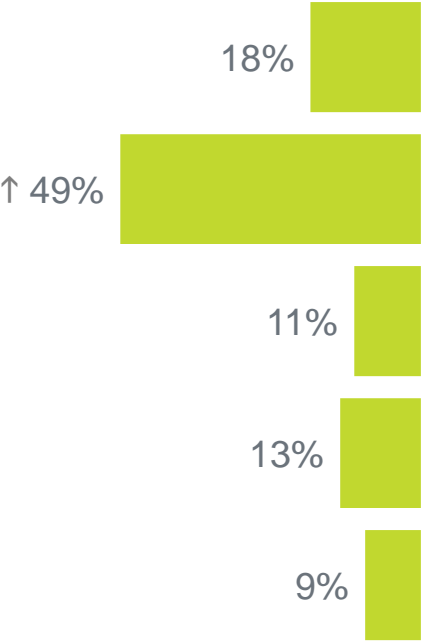
↑ Significantly *higher* than 2017
↓ Significantly *lower* than 2017

Email Usage

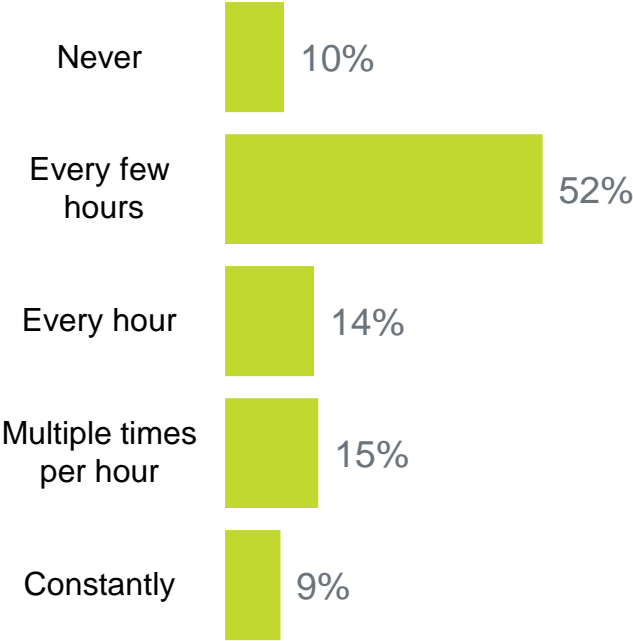
Frequency of checking email

- Most employees check their work email outside work, and personal email while at work at least every few hours. Younger workers are more likely to check personal emails hourly while at work.

Frequency of checking work email outside of normal work hours



Frequency of checking personal email while at work



check personal		18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
Checking <u>work</u> email outside of work hours	Never	12%	16%	20% A	11%	24% D
	Every few hours	56% B	43%	49%	47%	50%
	Every hour	13%	13%	10%	14% E	8%
	Multiple times per hour	13%	14%	13%	16% E	11%
	Constantly	6%	13% A	8%	12% E	7%
Checking <u>personal</u> email while at work	Never	8%	8%	10%	7%	12% D
	Every few hours	48%	44%	55% B	50%	53%
	Every hour	22% C	19% C	12%	16%	13%
	Multiple times per hour	15%	17%	15%	15%	15%
	Constantly	6%	11%	9%	13% E	6%

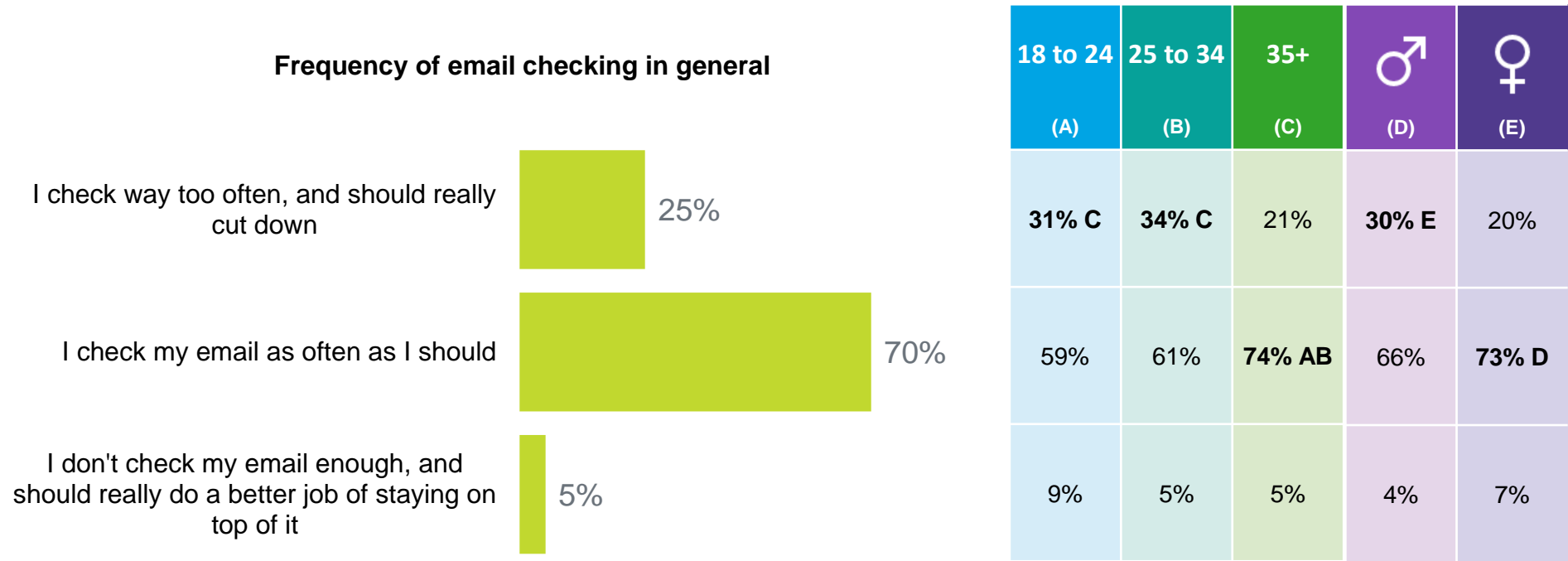
Base: All respondents (1,001)
q1 -- While at work, how often do you typically check your personal email in a given day?
q2 -- Outside of normal work hours, how often do you check your work email in a given day?

↑ Significantly higher than 2017
↓ Significantly lower than 2017



Frequency of checking email

- Similar to 2017, most employees feel they check their email as often as they should, while men and younger employees (under 35) are more likely to say they check their email too often.



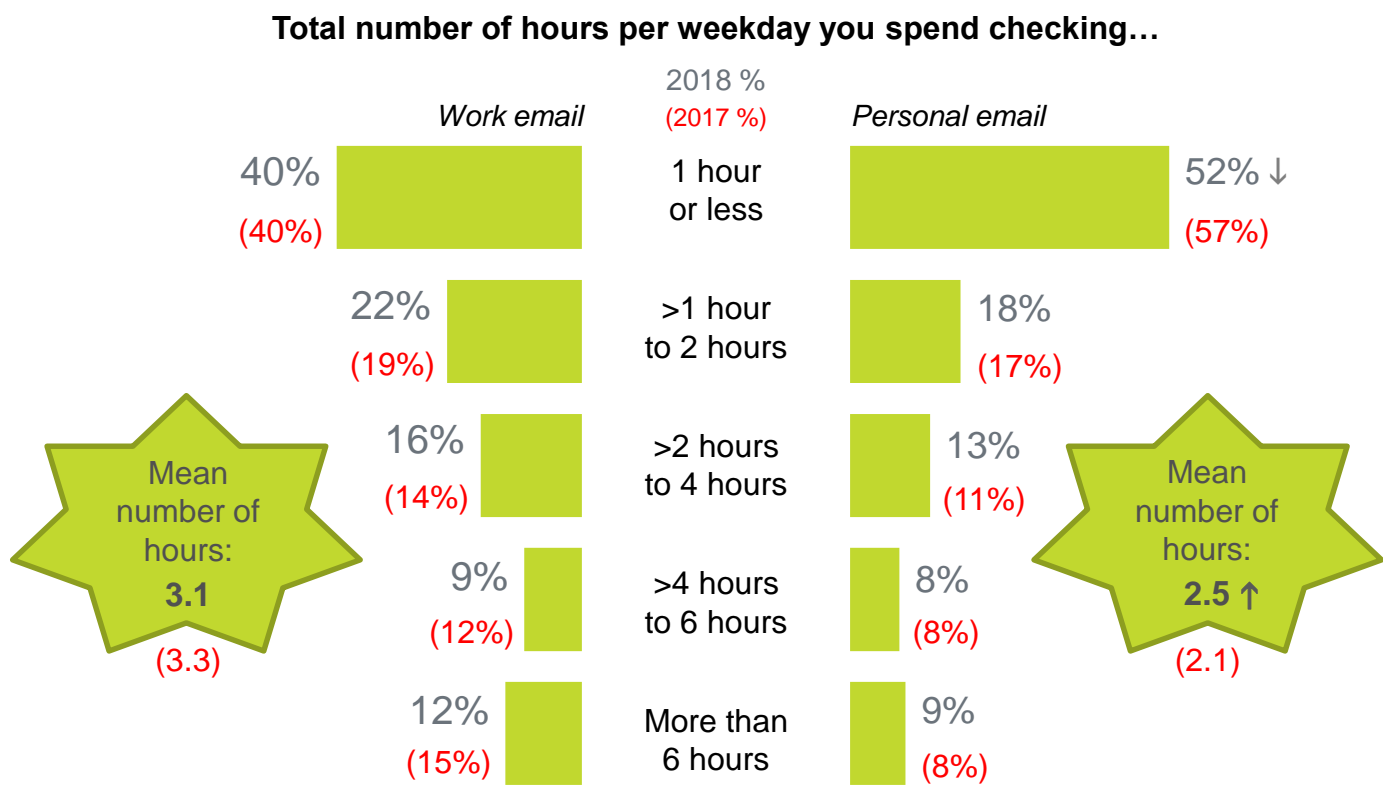
Base: All respondents (1,001)
q5 -- How would you characterize your frequency of email checking in general?

↑ Significantly higher than 2017
↓ Significantly lower than 2017



Time spent checking email

- Employees are spending more time checking personal emails in 2018 compared to 2017, while time spent checking work email remains similar.

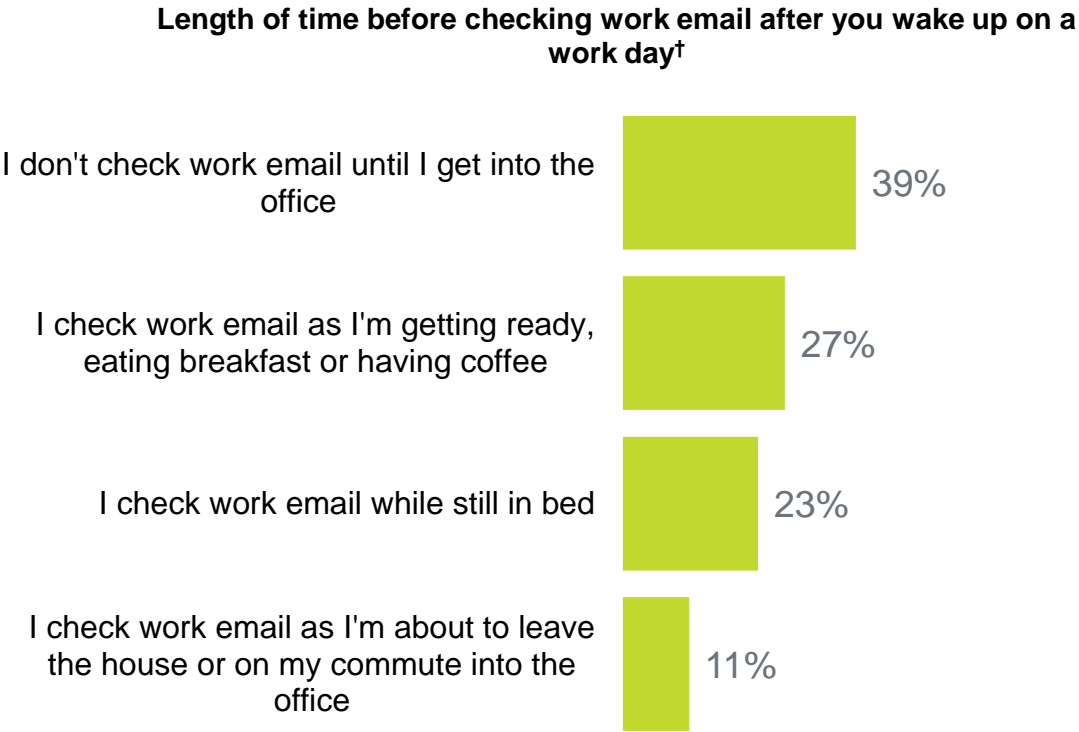


	18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
Work Email	1 hour or less	42% B	30%	43% B	39%
	>1 hour to 2 hours	20%	25%	21%	22%
	>2 hours to 4 hours	13%	19%	16%	17%
	>4 hours to 6 hours	13%	9%	9%	9%
	More than 6 hours	12%	16%	11%	13%
Personal Email	1 hour or less	46%	45%	55% B	51%
	>1 hour to 2 hours	18%	17%	18%	18%
	>2 hours to 4 hours	20% C	14%	12%	14%
	>4 hours to 6 hours	7%	11%	7%	8%
	More than 6 hours	8%	12%	9%	10%

Base: All respondents (1,001)
q6a -- Please estimate the total number of hours and minutes per weekday you spend checking your work email
q6b -- Please estimate the total number of hours and minutes per weekday you spend checking your personal email
*Note only hours are shown, minutes are not included in this result.

↑ Significantly higher than 2017
↓ Significantly lower than 2017

Frequency of checking work email before work

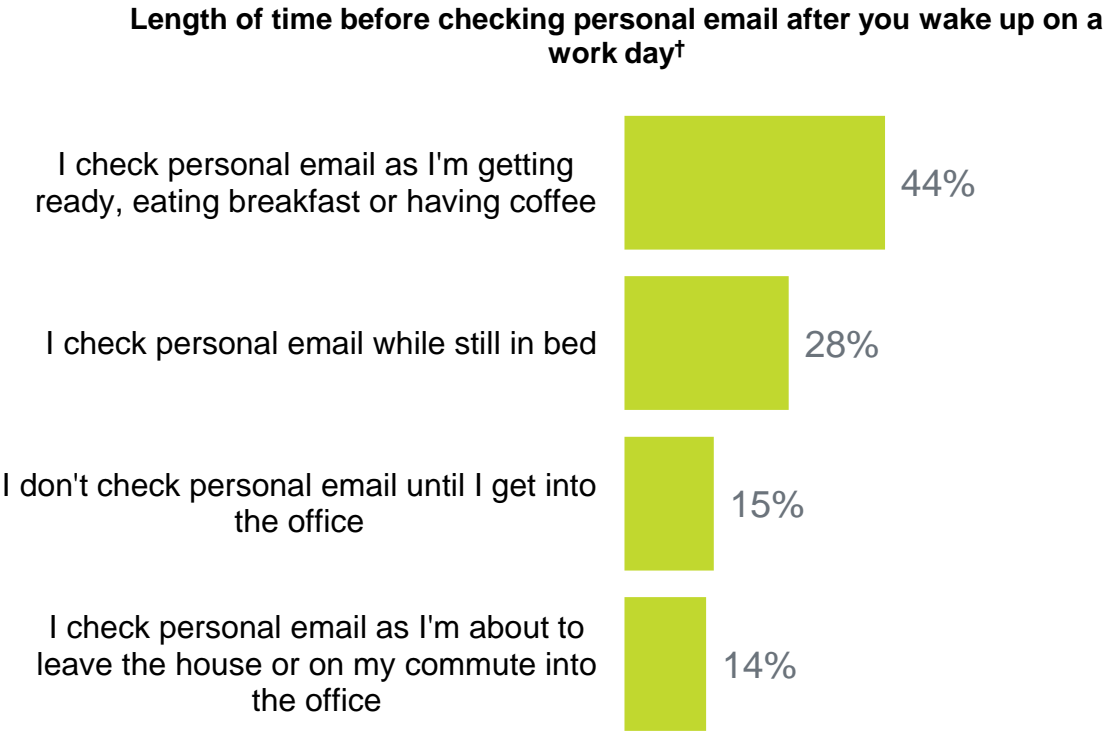


18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
19%	26%	46% AB	27%	49% D
29%	25%	27%	29%	25%
44% C	35% C	16%	27% E	19%
8%	13%	11%	16% E	7%

[†]Previously, this question asked "It's a workday, and you've just woken up. How long does it typically take you to check your work or personal email after you wake up?". Thus, results cannot be trended to previous years.
Base: All respondents (1,001)
q7a -- It's a workday, and you've just woken up. After you wake up, how long does it typically take you to check your work email?



Frequency of checking personal email before work



18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
32%	34%	48% AB	45%	43%
43% C	41% C	21%	28%	27%
9%	8%	18% AB	12%	17% D
16%	17%	12%	15%	12%

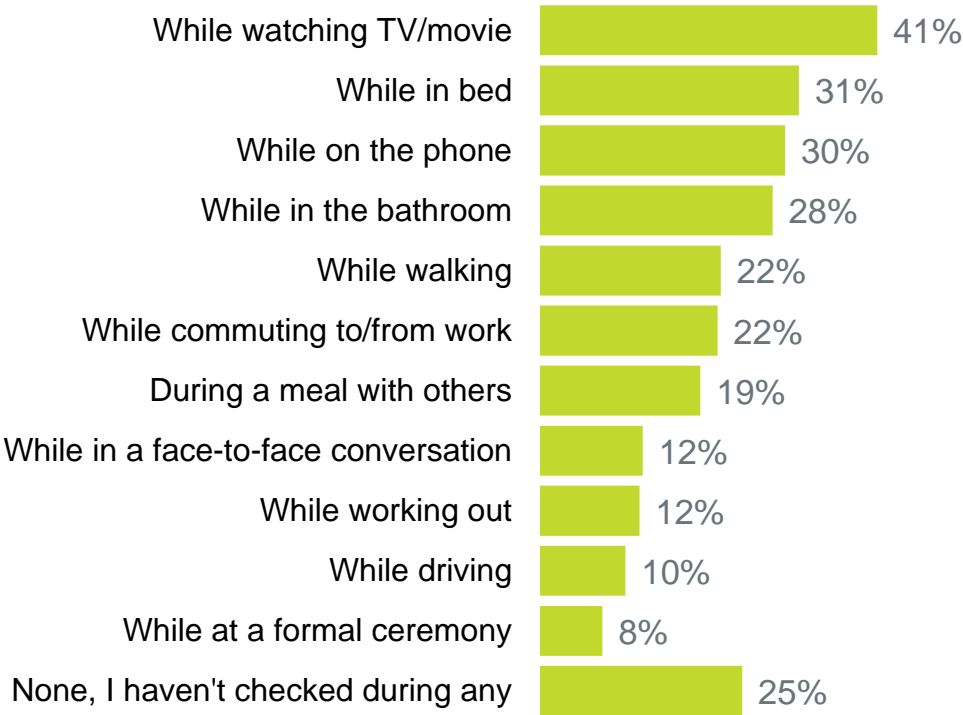
[†]Previously, this question asked "It's a workday, and you've just woken up. How long does it typically take you to check your work or personal email after you wake up?". Thus, results cannot be trended to previous years.
Base: All respondents (1,001)
q7b -- It's a workday, and you've just woken up. After you wake up, how long does it typically take you to check your personal email?



Checking work emails in various situations

- In the past month, work email is most commonly checked while watching TV/movies, in bed, on the phone or in the bathroom. One-quarter have not checked work email in the following situations, with women and those 35 or older being more likely to select none.

Situations where work email has been checked in the past month



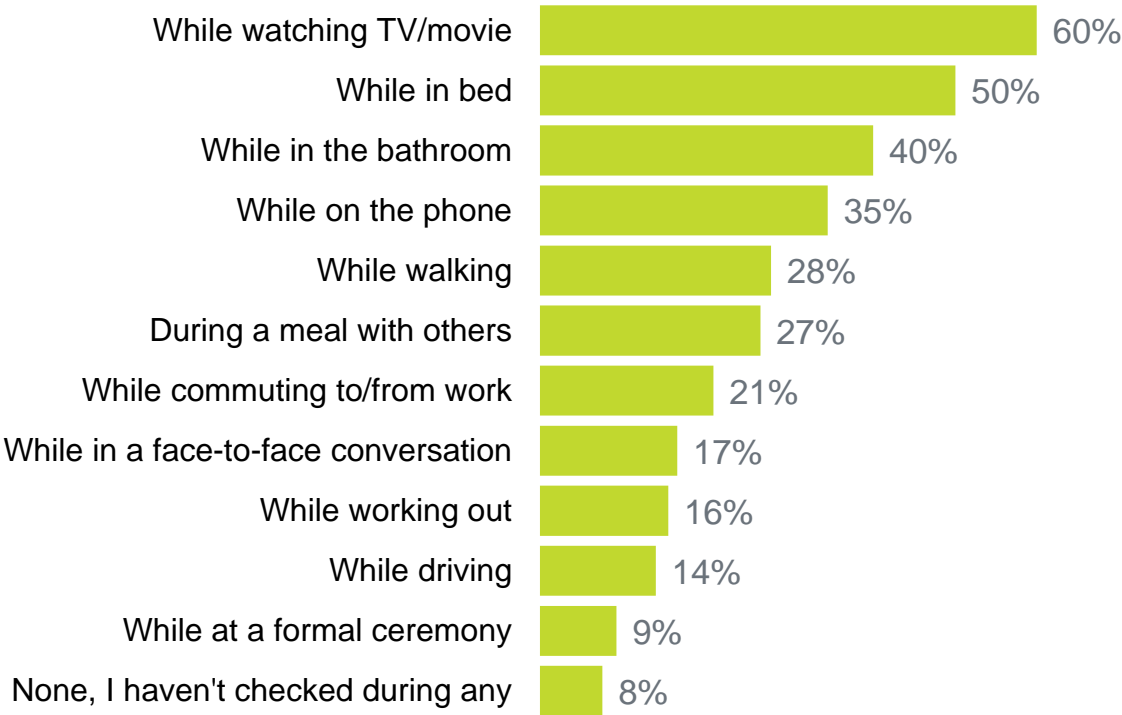
18 to 24	25 to 34	35+	♂	♀
(A)	(B)	(C)	(D)	(E)
31%	46% A	41% A	41%	41%
44% C	41% C	27%	29%	34%
31%	36% C	28%	28%	31%
33%	39% C	24%	31%	26%
28% C	34% C	18%	26% E	18%
22%	24%	21%	25% E	18%
19%	28% C	17%	22%	17%
12%	16%	11%	13%	12%
14%	18% C	10%	15% E	10%
9%	16% C	9%	15% E	7%
15% C	12% C	5%	11% E	5%
12%	11%	30% AB	17%	31% D

[†]Previously, this question asked “In the last month, during which situations have you checked your email?”. Thus, results cannot be trended to previous years.
Base: All respondents (1,001)
q10 -- In the last month, during which situations have you checked your work email? (Multi-response)

Checking personal emails in various situations

- In the past month, nearly all have checked personal email in at least one of the following situations, with watching TV/movie, in bed, in the bathroom, and on the phone being the most common situations.

Situations where personal email has been checked in the past month



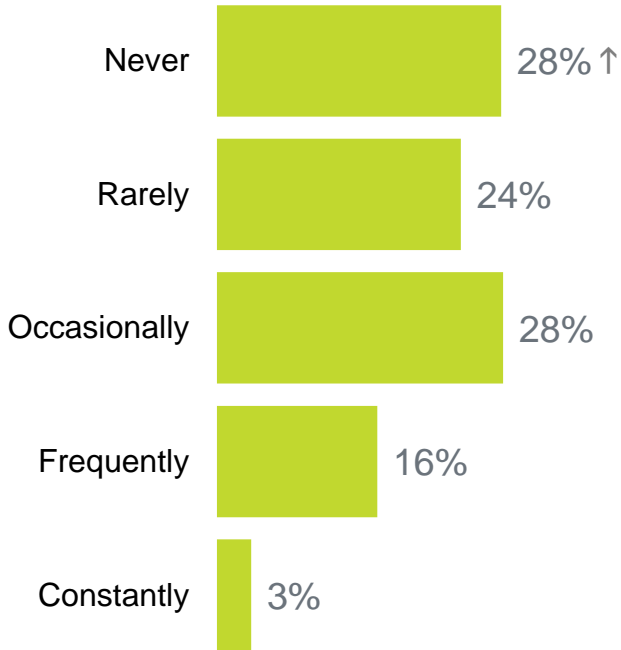
18 to 24	25 to 34	35+	♂	♀
(A)	(B)	(C)	(D)	(E)
45%	57% A	64% A	50%	69% D
56%	60% C	47%	45%	55% D
41%	58% AC	35%	40%	41%
36%	45% C	32%	32%	37%
31%	37% C	25%	29%	27%
17%	34% AC	26% A	27%	26%
16%	27% A	20%	26% E	17%
15%	24% AC	15%	17%	17%
18%	26% C	12%	18%	14%
15%	26% AC	10%	17% E	12%
16% C	14% C	7%	13% E	6%
1%	2%	10% AB	6%	9%

[†]Previously, this question asked "In the last month, during which situations have you checked your email?". Thus, results cannot be trended to previous years.
Base: All respondents (1,001)
q10a -- In the last month, during which situations have you checked your personal email? (Multi-response)

Checking work email while on vacation

- Over one-quarter of all employees (and over one-third of women) say they never check their work emails while on vacation. This is an increase from 23% in 2017.

Frequency of checking work emails on vacation



18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
19%	27%	30% A	21%	35% D
36% C	26%	22%	24%	24%
32%	25%	29%	32% E	25%
11%	17%	16%	19% E	13%
2%	5%	3%	5% E	2%

Base: All respondents (1,001)
q14_a -- work email?: While on vacation, how often do you check your...

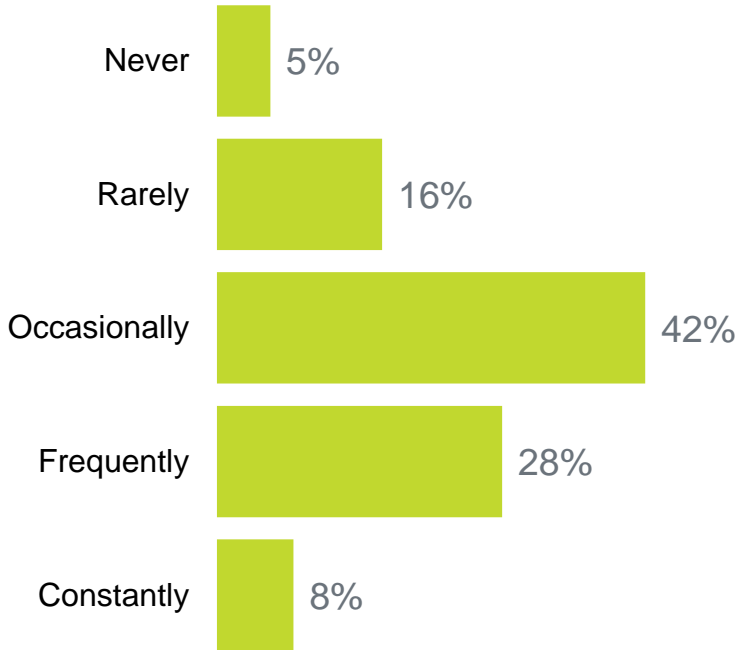
↑ Significantly *higher* than 2017
↓ Significantly *lower* than 2017



Checking personal email while on vacation

- Personal emails are checked while participants are on vacation.

Frequency of checking personal emails on vacation

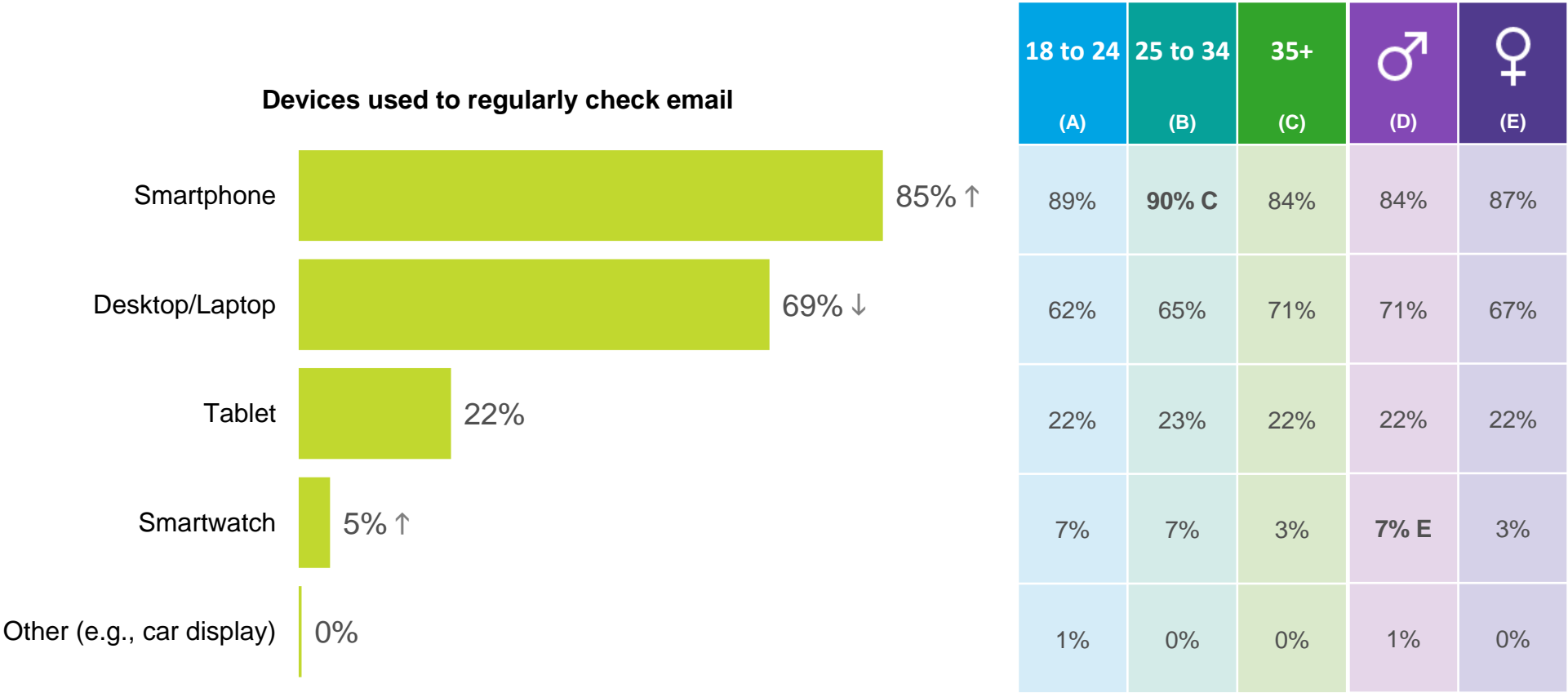


18 to 24	25 to 34	35+	♂	♀
(A)	(B)	(C)	(D)	(E)
9%	8% C	4%	5%	5%
21%	17%	15%	16%	17%
45%	40%	43%	41%	44%
16%	23%	32% AB	29%	28%
8%	11% C	6%	9%	7%

[†]Previously, this question asked “While on vacation, how often do you check your work email?”. Thus, results cannot be trended to previous years.
Base: All respondents (1,001)
q14_b -- personal email?: While on vacation, how often do you check your...

Devices for checking emails

- Smartphones continue to be the most commonly used device for checking emails.
- Compared to last year, fewer employees are checking emails on desktop/laptop, and more employees are checking on their smartwatch (driven mostly by men).



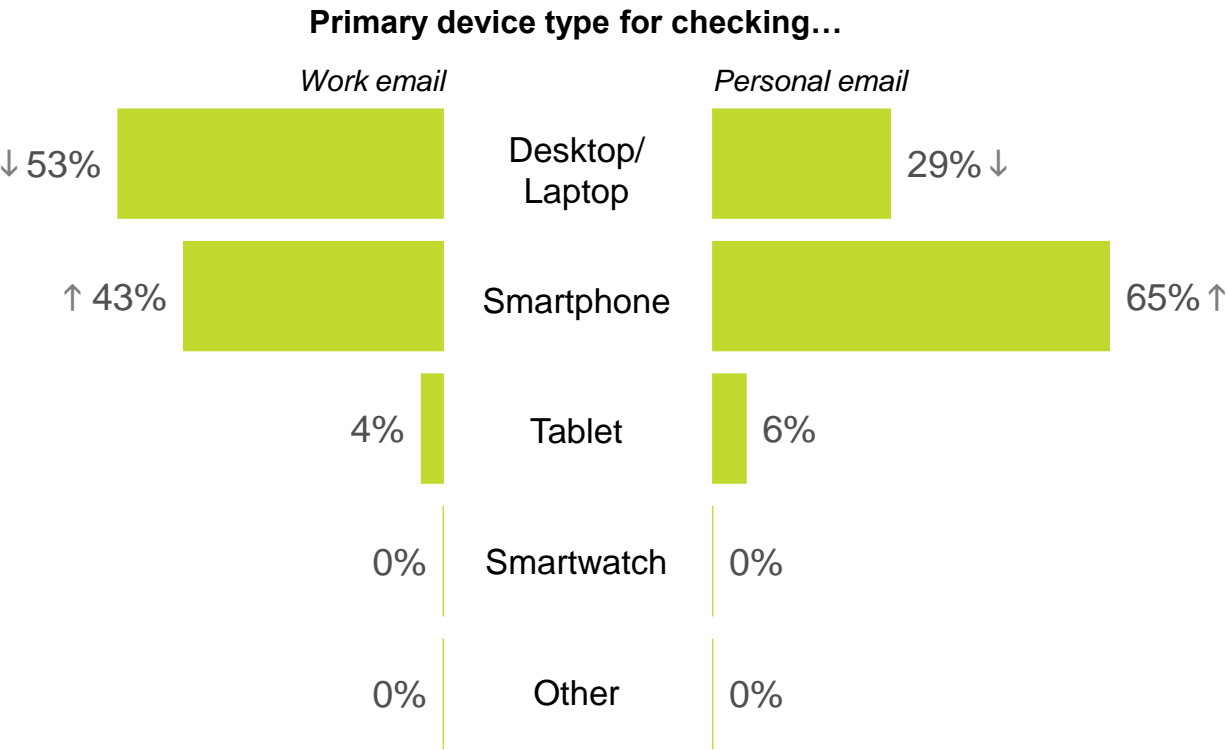
Base: All respondents (1,001)
q8 -- On which of the following devices do you regularly check email? (Multi-response)

↑ Significantly higher than 2017
↓ Significantly lower than 2017



Primary device for checking emails

- Fewer employees checked their work or personal emails on computers in 2018; older (35 years old or older) are more likely to check on a computer.
- More employees reported preferring to use a smartphone to check both work and personal emails, compared to 2017.



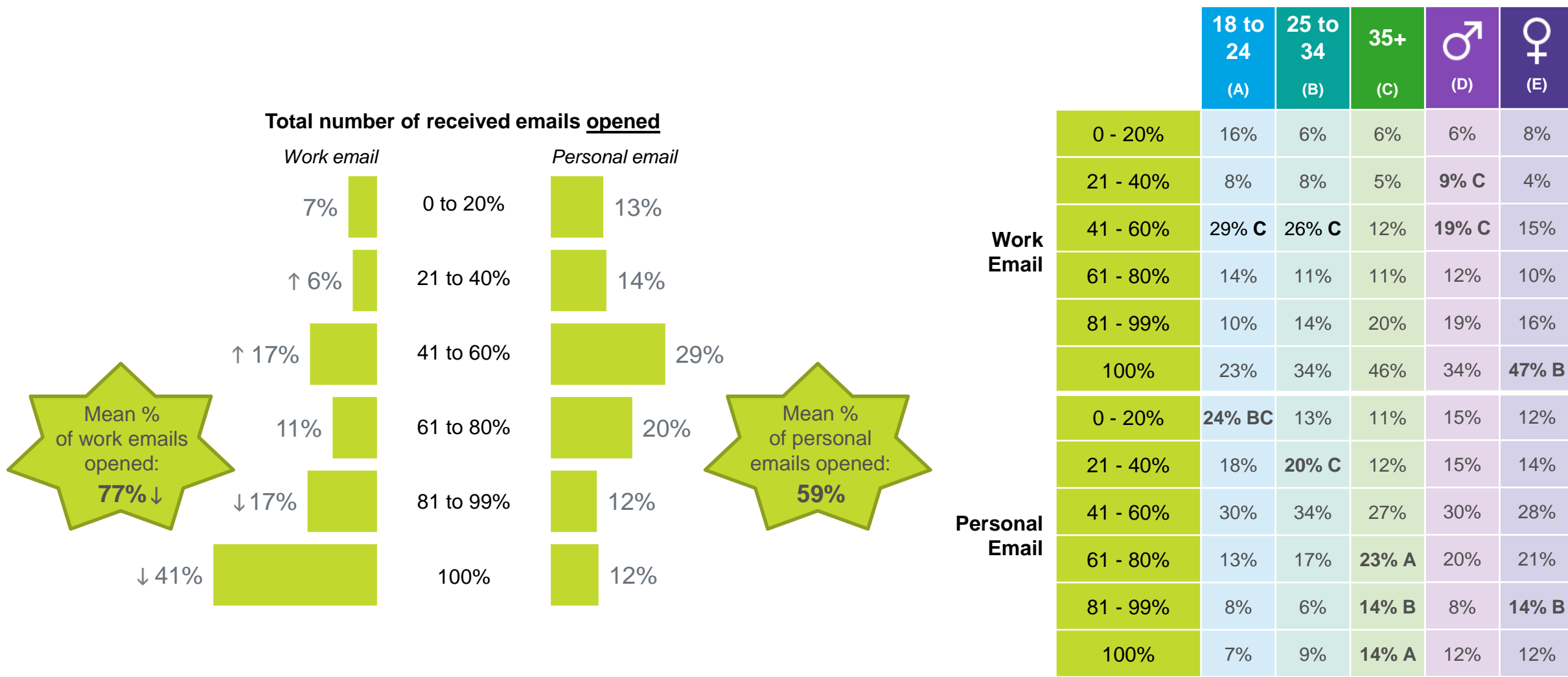
Both work and personal email		18 to 24	25 to 34	35+	♂	♀
		(A)	(B)	(C)	(D)	(E)
Work Email	Desktop/Laptop	41%	46%	57% AB	53%	53%
	Smartphone	56% C	53% C	38%	44%	42%
	Tablet	2%	1%	5% AB	3%	5%
	Smartwatch	2%	0%	0%	0%	0%
	Other	0%	0%	0%	0%	0%
Personal Email	Desktop/Laptop	18%	22%	33% AB	32% E	26%
	Smartphone	77% C	76% C	60%	63%	67%
	Tablet	5%	2%	7% B	4%	7%
	Smartwatch	1%	0%	0%	0%	0%
	Other	0%	0%	0%	0%	0%

Base: All respondents (1,001)
q7a_a -- What is your primary device type for checking work email?
q7a_b -- What is your primary device type for checking personal email?

↑ Significantly higher than 2017
↓ Significantly lower than 2017



Opening emails

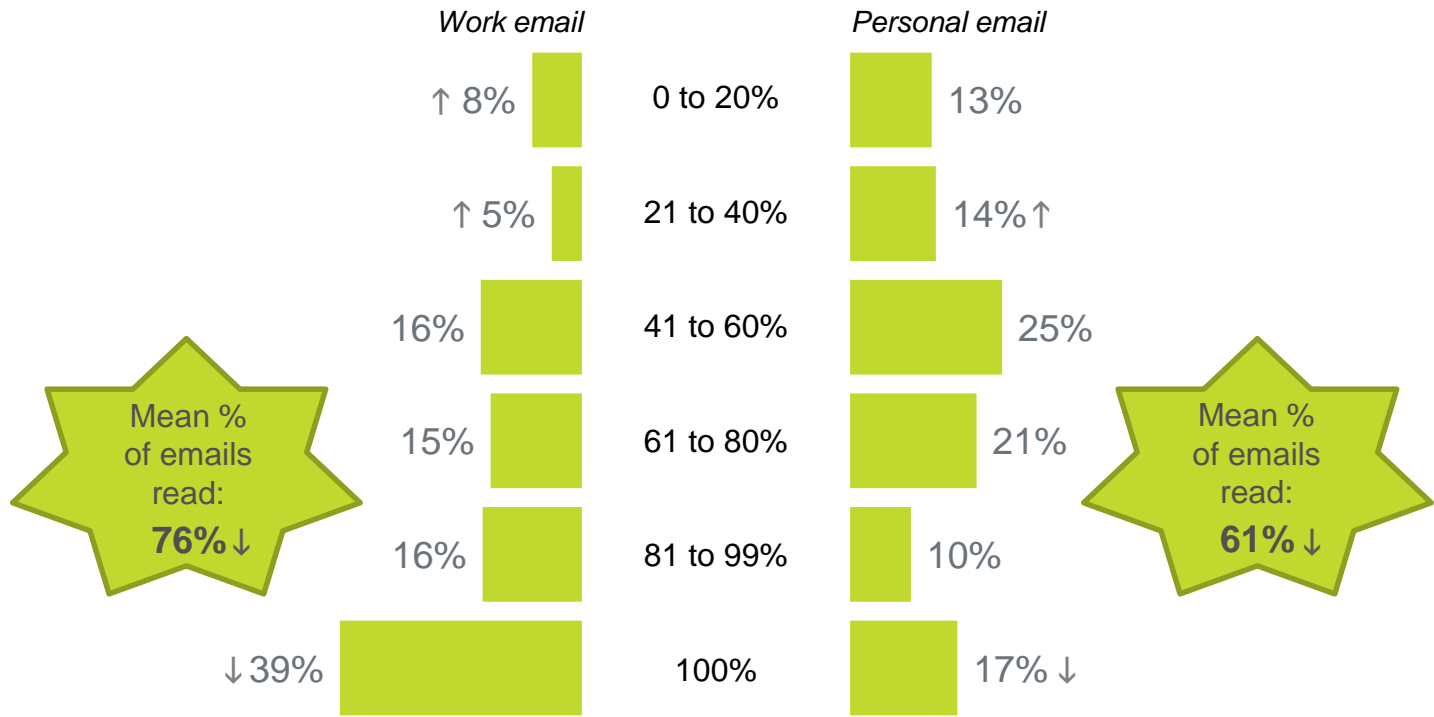


Base: All respondents (1,001)
q4a -- What percentage of emails received do you open?

↑ Significantly higher than 2017
↓ Significantly lower than 2017

Reading emails

Total number of received opened emails read



		18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
Work Email	0 - 20%	15% C	9%	7%	8%	9%
	21 - 40%	12% BC	2%	4%	6% E	4%
	41 - 60%	25% C	28% C	12%	19% E	14%
	61 - 80%	12%	17%	15%	16%	14%
	81 - 99%	13%	12%	18% B	15%	17%
	100%	23%	31%	45% AC	36%	43% D
Personal Email	0 - 20%	21% C	16%	11%	14%	13%
	21 - 40%	16%	20% C	12%	13%	15%
	41 - 60%	26%	28%	24%	27%	23%
	61 - 80%	19%	16%	22%	19%	22%
	81 - 99%	7%	6%	11% B	9%	11%
	100%	11%	13%	20% AB	18%	17%

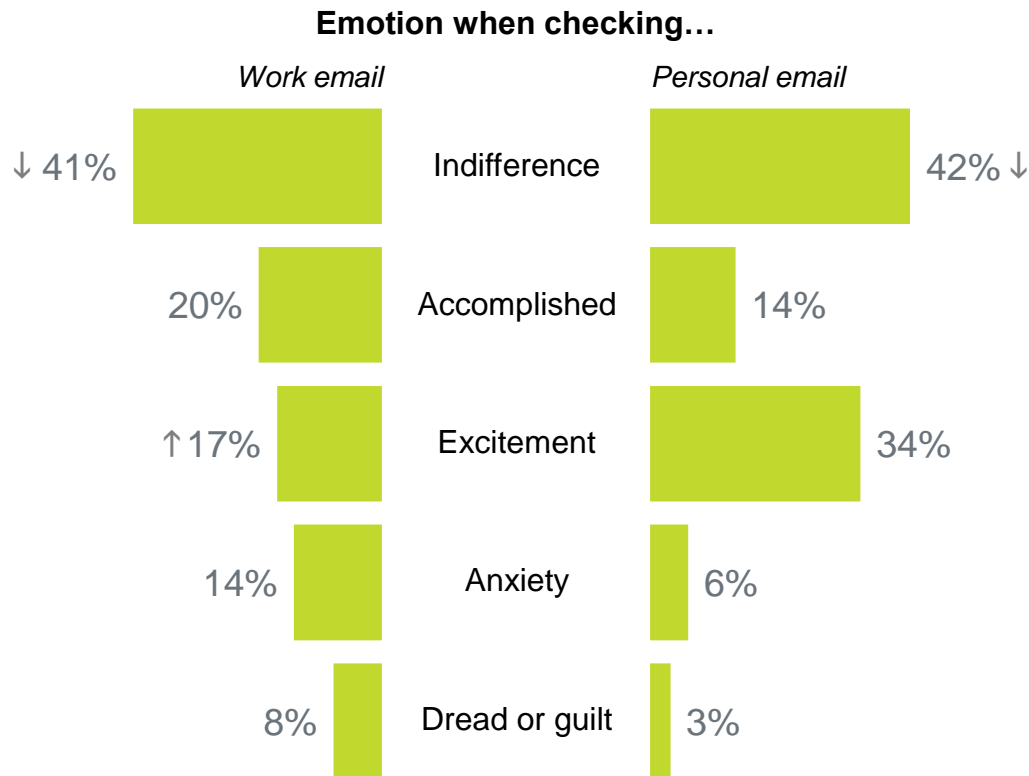
Base: All respondents (1,001)
q4b -- Of those emails you open, what percentage do you actually read?

↑ Significantly higher than 2017
↓ Significantly lower than 2017



Emotion when checking email

- Over four-in-ten employees (particularly those 35+) feel *indifference* when checking either work or personal email.
- When checking personal email, four-in-ten feel *indifference* (particularly those 35+) while over one-third feel *excitement*.

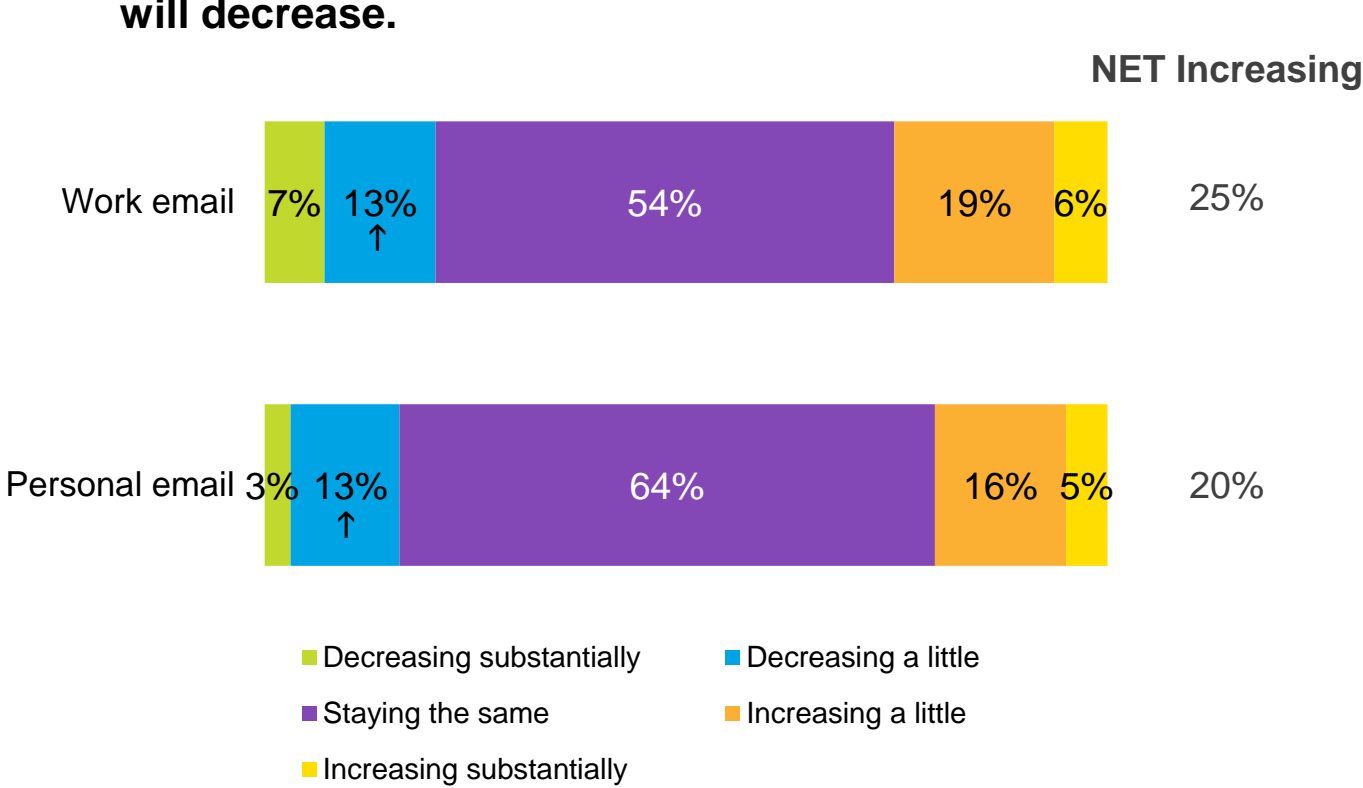


Especially those 35+)		18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
Work email	Indifference	33%	30%	45% AB	35%	45% D
	Accomplished	14%	17%	22% A	20%	20%
	Excitement	23%	21%	15%	20% E	14%
	Anxiety	17%	19% C	13%	15%	14%
	Dread or guilt	13% C	13% C	6%	10% E	6%
Personal email	Indifference	31%	36%	46% AB	39%	45% D
	Accomplished	11%	12%	15%	15%	13%
	Excitement	35%	38%	33%	35%	34%
	Anxiety	15% C	9% C	4%	7%	6%
	Dread or guilt	7% C	4%	2%	4%	2%

Base: All respondents (1,001)
q3 -- Which emotion do you most often feel when you check your?

Future use of email

- Most employees expect their work and personal email use to remain the same over the next two years, especially among older employees (35 years old or older).
- The proportion of employees who say their email use is decreasing has risen since 2017: 20% (up from 15% in 2017) now think their work email use will decrease, while 16% (up from 12%) think their personal email use will decrease.



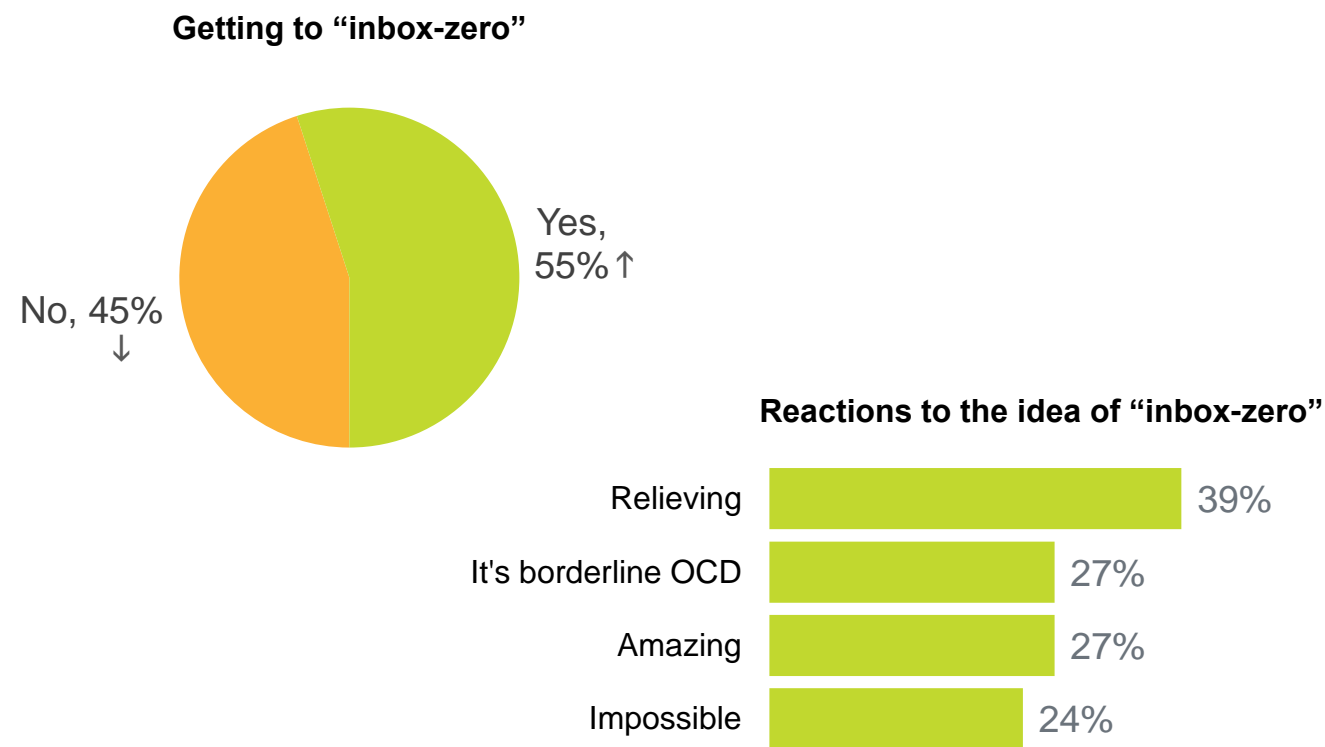
		18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
Work Email	NET Decreasing	33% C	23%	17%	23%	18%
	Staying the same	40%	44%	60% AB	53%	56%
	NET Increasing	27%	33% C	23%	24%	26%
Personal Email	NET Decreasing	28% C	22% C	12%	19% E	14%
	Staying the same	46%	51%	70% AB	60%	67% D
	NET Increasing	26%	26% C	18%	21%	20%

Base: All respondents (1,001)
q9a -- Looking ahead at the next two years, which best describes how you see your use of work email changing?
q9b -- Looking ahead at the next two years, which best describes how you see your use of personal email changing?

↑ Significantly higher than 2017
↓ Significantly lower than 2017

Reaction to “inbox-zero”

- Over half (55%, up from 50% in 2017) of employees (primarily those 18 to 34 years old) get to “inbox-zero”.
- Four-in-ten feel that reaching “inbox-zero” is *relieving*, while about one-quarter each feel that it is borderline OCD, amazing, or impossible.



	18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
Getting to 'index-zero':	68% C	62% C	51%	57%	54%
Reactions to the idea of 'index-zero'					
Relieving	39%	40%	39%	37%	42%
It's borderline OCD	28%	31%	26%	26%	28%
Amazing	27%	32% C	25%	27%	26%
Impossible	24%	17%	26% B	24%	23%

Base: All respondents (1,001)
q20 -- Getting to “inbox zero” is defined as acting on every email as it comes in to move it out of your inbox immediately (delete, respond, or delegate). Is that something you currently do?
q21 -- What is your reaction to the idea of “inbox zero”

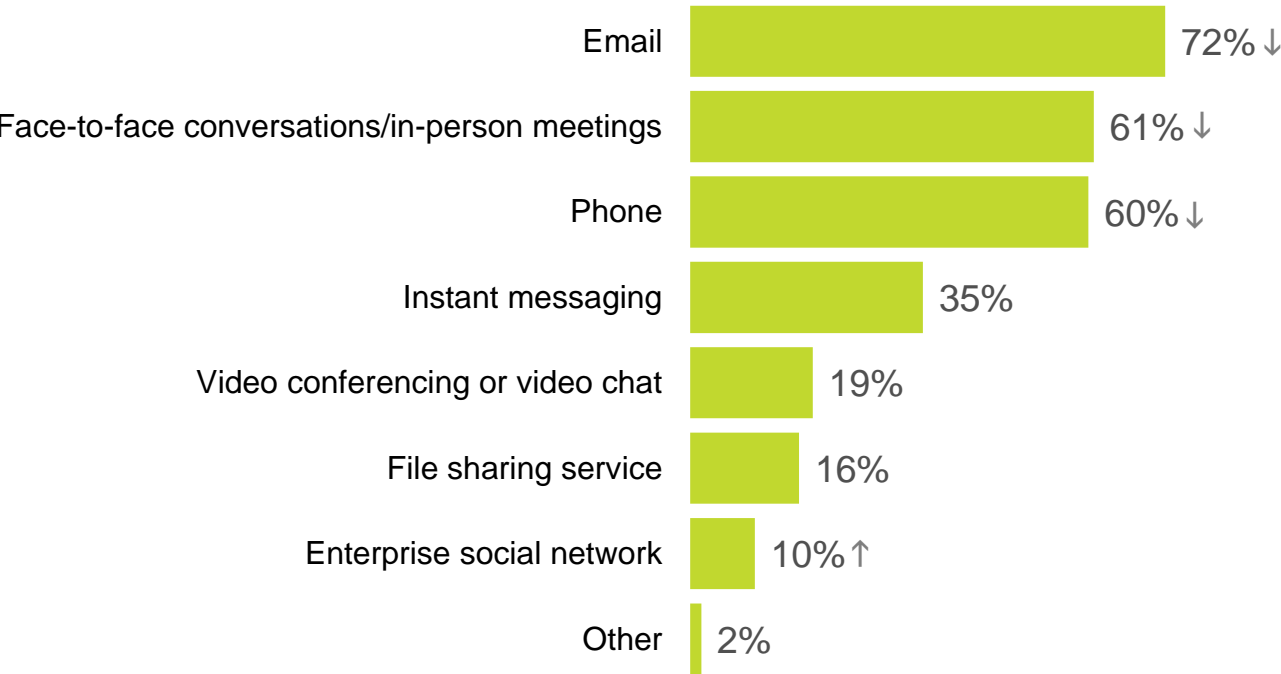
↑ Significantly higher than 2017
↓ Significantly lower than 2017

Work Communication in General

Current communication preference

- Email is the most commonly used method for communicating with colleagues, and is increasingly more likely to be used by older age groups and women. Email, face-to-face, and over the phone are all less likely to be selected in 2017, with enterprise social networks becoming a more popular choice.

Communication methods with colleagues at work used regularly



18 to 24	25 to 34	35+	♂	♀
(A)	(B)	(C)	(D)	(E)
57%	65%	76% AB	68%	75% D
44%	52%	66% AB	56%	65% D
52%	62%	61%	58%	62%
25%	41% A	35% A	36%	34%
15%	21%	18%	22% E	16%
22% C	23% C	14%	16%	17%
16% C	15% C	7%	12%	8%
1%	0%	2% B	0%	3% D

Base: All respondents (1,001)
q11 -- Today, which of the following communication methods do you use regularly to interact with colleagues at work? (multi)

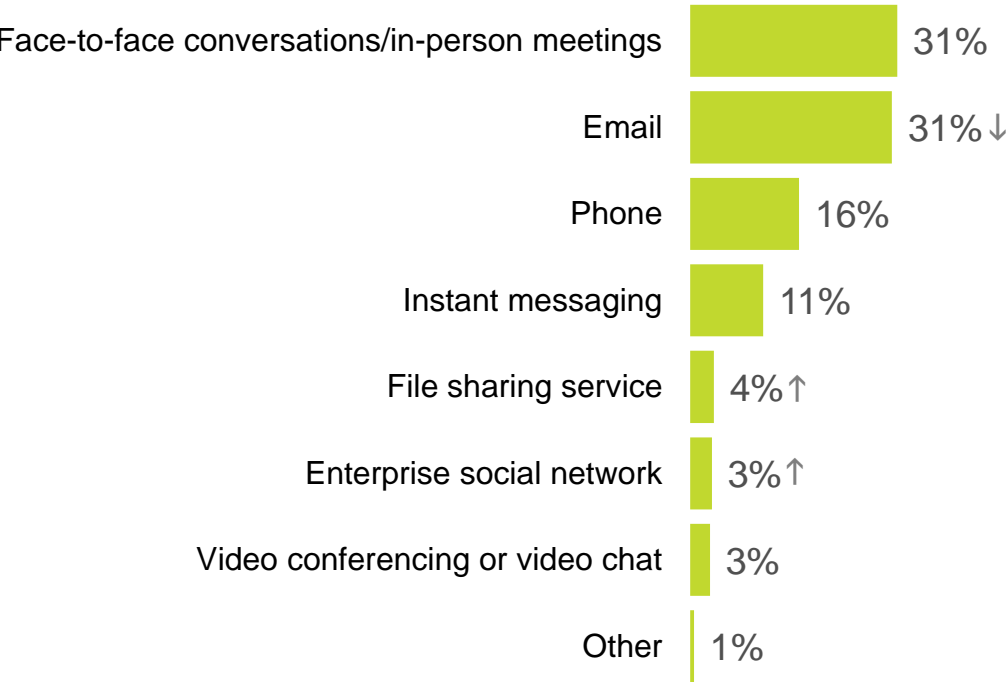
↑ Significantly higher than 2017
↓ Significantly lower than 2017



Current communication preference

- Face-to-face conversations with colleagues are now tied with email as the preferred method of communication, as email is less likely to be selected in 2018 (31% vs. 36% in 2017).

Preferred method of communication with work colleagues



18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
19%	23%	36% AB	31%	32%
26%	27%	32%	32%	30%
25% C	18%	15%	16%	17%
9%	13%	11%	10%	12%
10% C	6% C	2%	4%	3%
7% C	6% C	2%	4%	3%
4%	6% C	2%	4%	2%
0%	0%	1% AB	0%	1% D

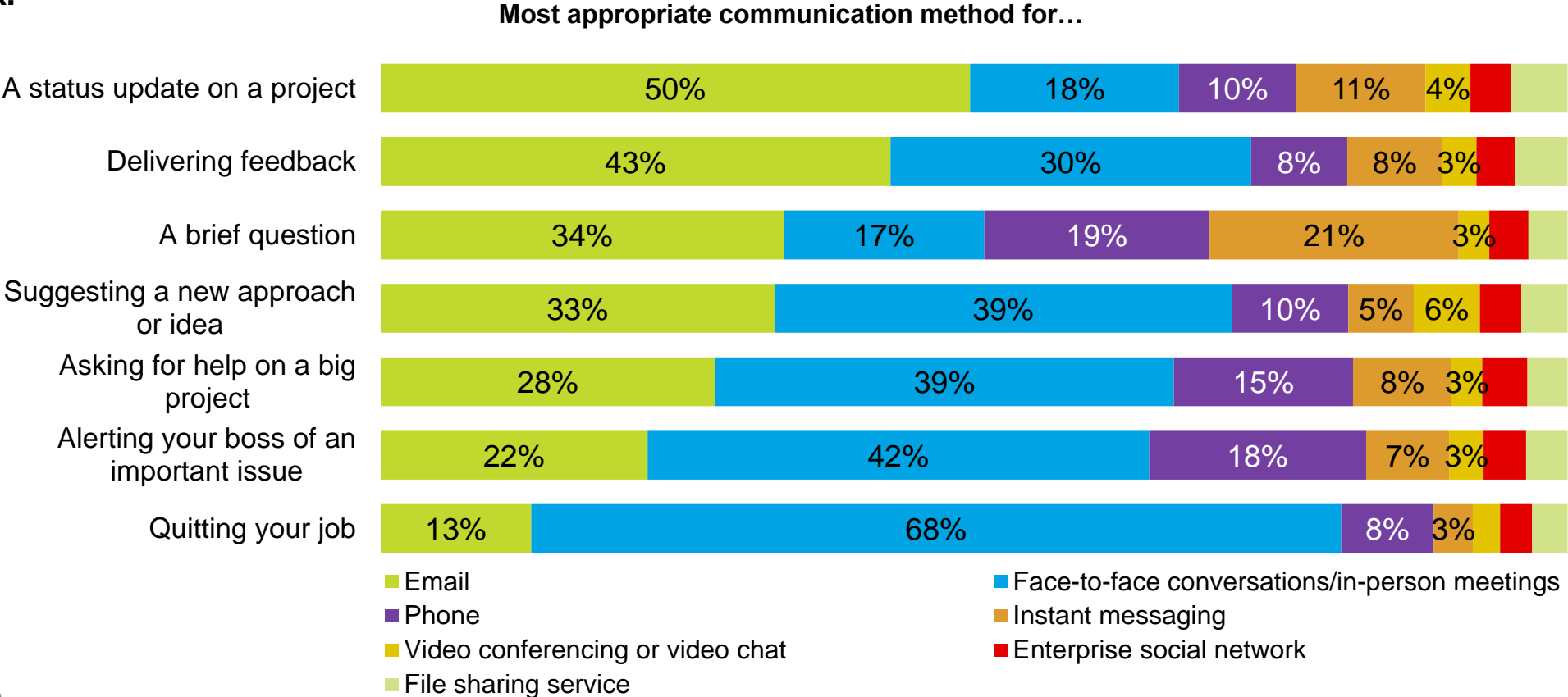
Base: All respondents (1,001)
q12 -- Today, how do you prefer to communicate with your work colleagues?

↑ Significantly higher than 2017
↓ Significantly lower than 2017



Most appropriate communication method for different interactions

- For all discussions shown below, either email or face-to-face conversations are considered the most appropriate communication methods.
- Interestingly, 44% of 18-24-year-olds and 52% of 25-34-year-olds think it's most acceptable to have a face-to-face conversation to quit their jobs – so in other words 56% of the 18-24 age group and 48% of the 25-34 age group think it's most appropriate to quit their jobs via a different be it email, phone, etc., than face-to-face. What's more, 15% of the 18-24 age group and 10% of 25-34 age group think its appropriate to quit their jobs via instant message or enterprise social network.



Base: All respondents (1,001)
q17-- Which of the following would you consider the most appropriate communication method for:

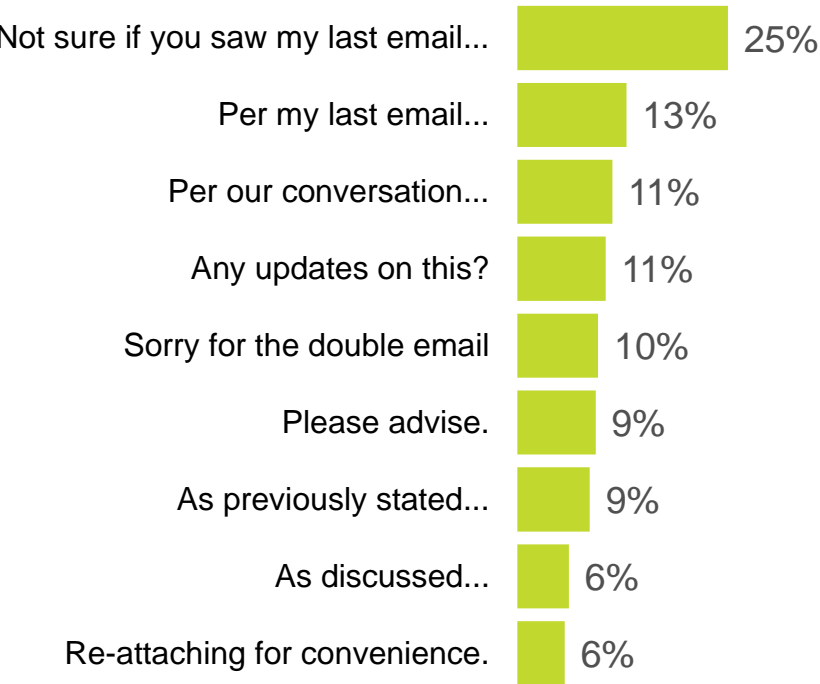
**Age and gender splits are shown in the appendix*



Most annoying phrase used in work emails

- ‘Not sure if you saw my last email’ is the most annoying phrase people use via email at work.

Most annoying phrase people use via email at work



18 to 24	25 to 34	35+	♂	♀
(A)	(B)	(C)	(D)	(E)
24%	17%	28% B	21%	29% D
12%	15%	13%	15%	12%
9%	14%	11%	12%	11%
14%	9%	10%	13% E	9%
11%	9%	10%	10%	9%
5%	10% A	10% A	9%	10%
6%	12% A	8%	9%	9%
9%	7%	5%	6%	6%
10%	6%	5%	6%	6%

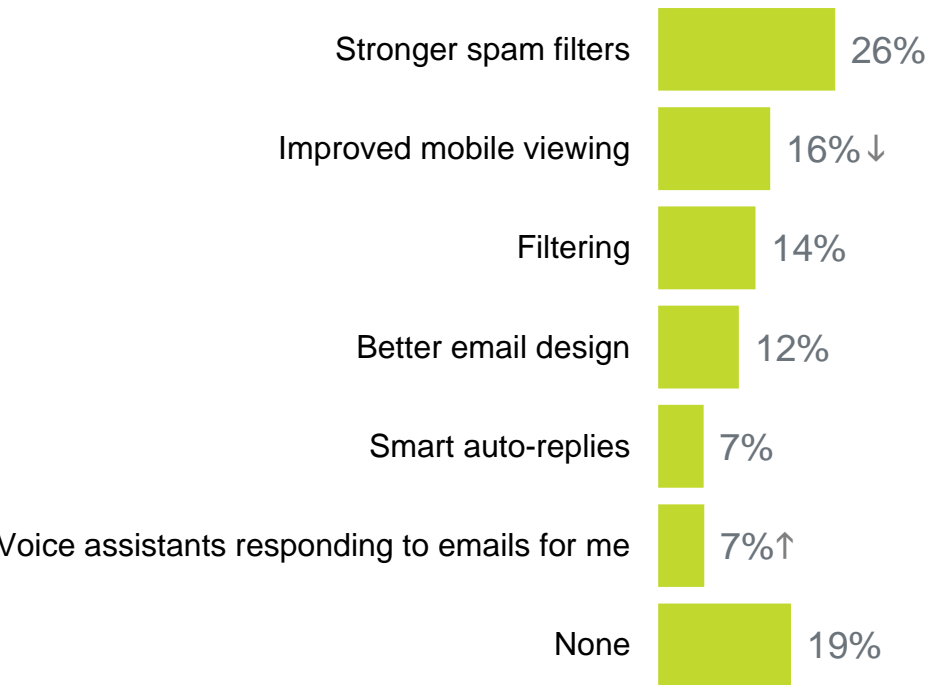
Base: All respondents (1,001)
q19 -- What's the most annoying phrase people use via email at work?

Email Innovation and Marketing

Email improvements

- 18- to 24-year-olds feel that smart auto-replies has improved their email experience the most.
- 25- to 34-year-olds feel that category filtering has improved their email experience the most.
- Consumers 35 or older feel that stronger spam filters has improved their email experience the most.

Which of the following has most improved your email experience in the last few years?



18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
16%	22%	28% A	23%	28%
22%	15%	16%	17%	15%
16%	19% C	12%	15%	14%
9%	14%	11%	14%	10%
17% BC	8%	5%	9% E	5%
15% C	9% C	5%	9% E	5%
6%	12% A	23% AB	13%	24% D

Base: All respondents (1,001)
q15 -- Which of the following has most improved your email experience in the last few years?

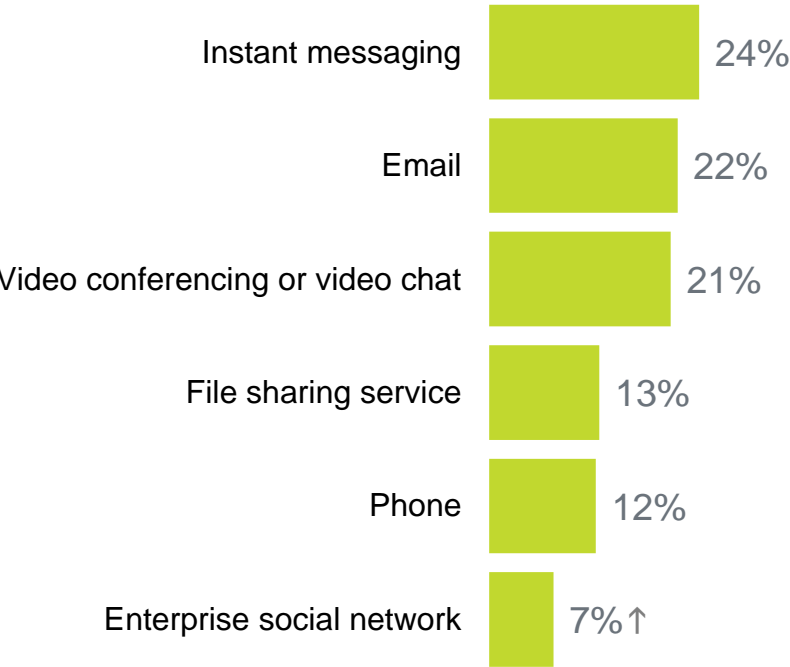
↑ Significantly *higher* than 2017
↓ Significantly *lower* than 2017



Most innovative communication method

- Instant messaging is seen as the communication method that has innovated the most over the past five years, particularly for those 18 to 24, and 35+.

Communication method has innovated the most over the last five years



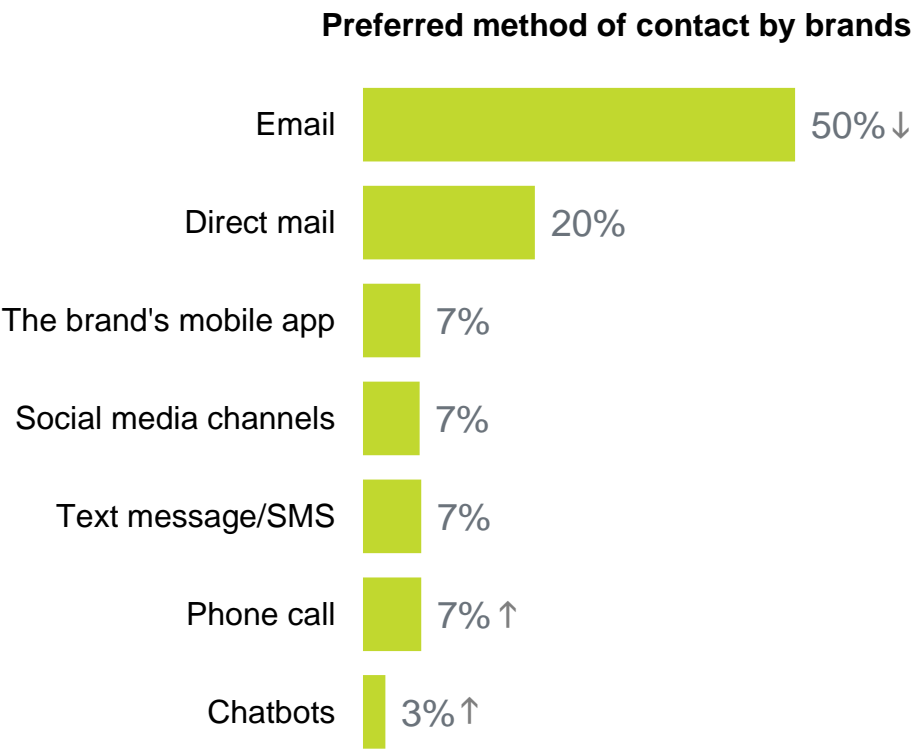
18 to 24	25 to 34	35+	♂	♀
(A)	(B)	(C)	(D)	(E)
27% B	16%	26% B	26%	23%
19%	20%	23%	22%	22%
15%	19%	23% A	20%	22%
6%	12% A	14% A	10%	15% E
20% C	21% C	9%	13%	12%
13% C	11% C	5%	8%	7%

Base: All respondents (1,001)
q18 -- Which of the following communications methods has innovated the most over the last five years?

↑ Significantly higher than 2017
↓ Significantly lower than 2017

Brand contact

- Down from last year, half of employees (those 25 or older in particular) would prefer to be contacted by brands via email.
- Phone calls and chatbots are increasingly likely to be preferred methods of contact by brands.



18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
32%	44% A	55% AB	45%	55% D
12%	16%	23% AB	20%	20%
14% C	7%	5%	8%	6%
9%	9%	5%	7%	6%
13% C	7%	6%	8%	6%
13% C	14% C	4%	9% E	5%
6%	2%	2%	4% E	1%

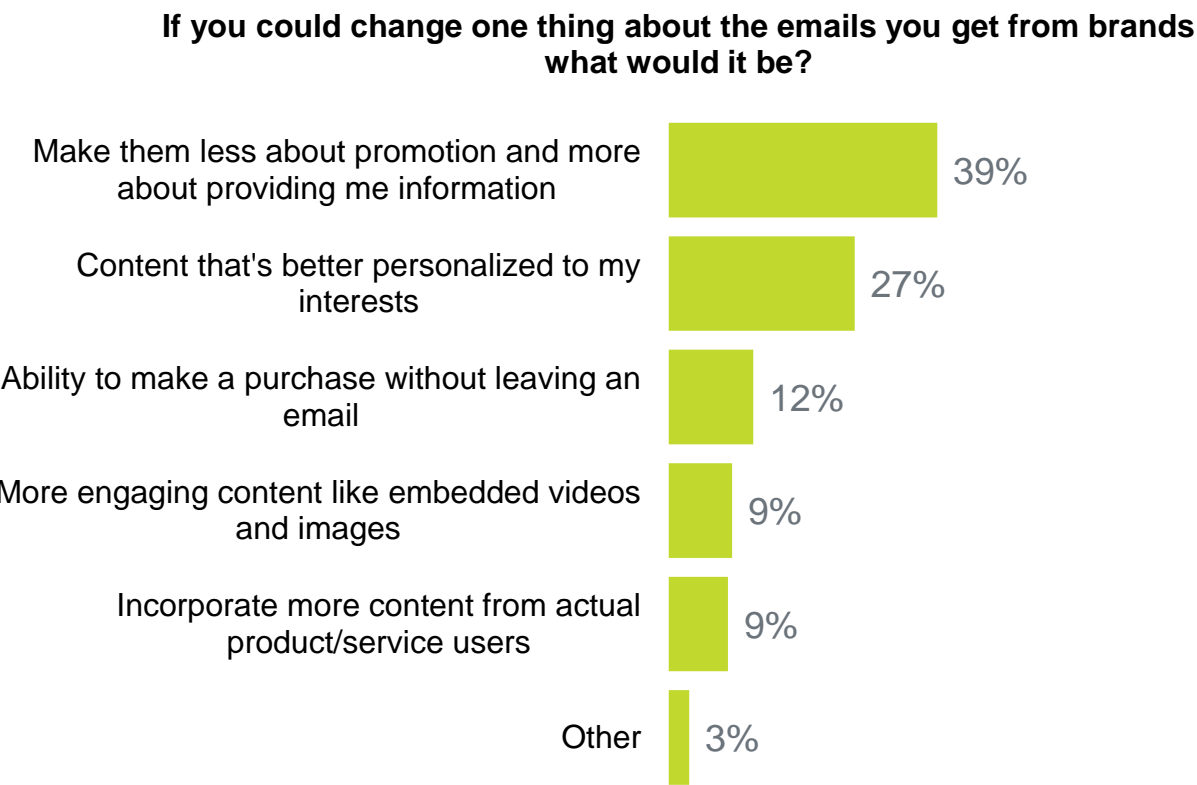
Base: All respondents (1,004)
q25 -- When it comes to receiving offers from marketers, how do you prefer to be contacted by brands?

↑ Significantly higher than 2017
↓ Significantly lower than 2017



Changing marketing emails

- Employees would prefer that marketing emails were less about promotions and provided more information. This is especially true for those 35 years old or older.



18 to 24	25 to 34	35+	♂	♀
(A)	(B)	(C)	(D)	(E)
30%	29%	44% AB	36%	43% E
23%	26%	28%	25%	29%
21% C	15%	10%	14%	11%
14% C	15% C	7%	12% D	7%
12%	14% C	7%	10%	8%
0%	1%	4% AB	3%	3%

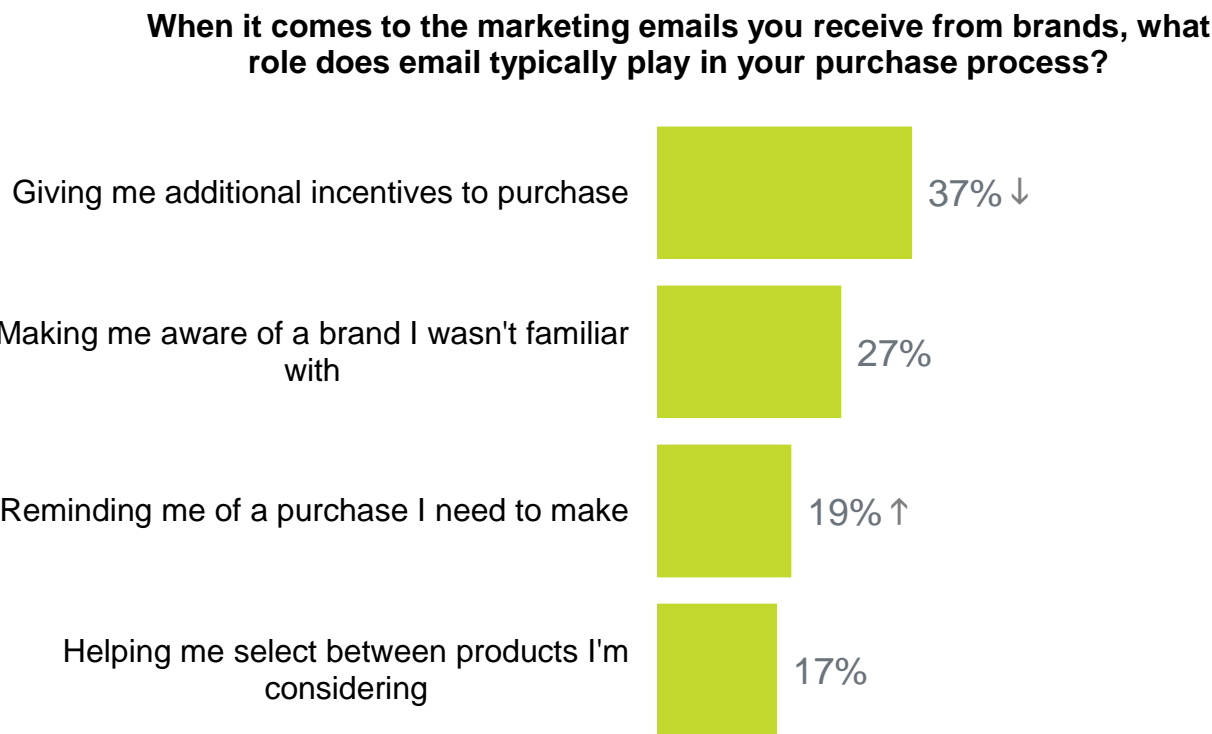
Base: All respondents (1,001)
q16 -- If you could change one thing about the emails you get from brands what would it be?

↑ Significantly higher than 2017
↓ Significantly lower than 2017



Marketing emails and the purchase process

- That said, when it comes to the purchase process, marketing emails from brands provide nearly four-in-ten employees (women and those 35+ in particular) with an added incentive to purchase (down from 42% in 2017).



18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
19%	24%	43% AB	27%	45% D
29%	29%	25%	32% E	22%
25% C	31% C	15%	21%	18%
27% BC	15%	16%	19%	16%

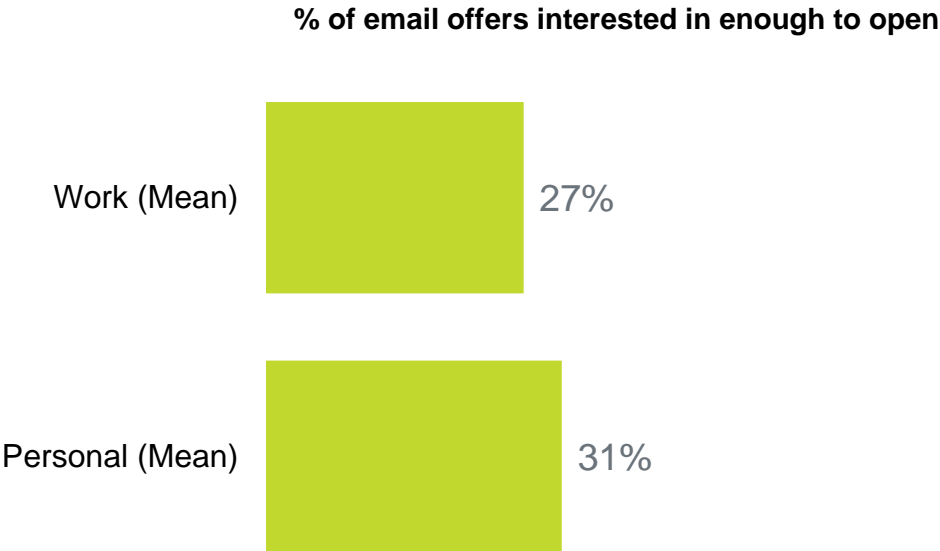
Base: All respondents (1,001)
q26 -- When it comes to the marketing emails you receive from brands, what role does email typically play in your purchase process?

↑ Significantly higher than 2017
↓ Significantly lower than 2017



Interest in opening email offers

- Over the past year, between one-quarter and one-third of email offers were interesting enough to open.



18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
33% C	35% C	24%	30% E	24%
39% C	36% C	29%	33%	30%

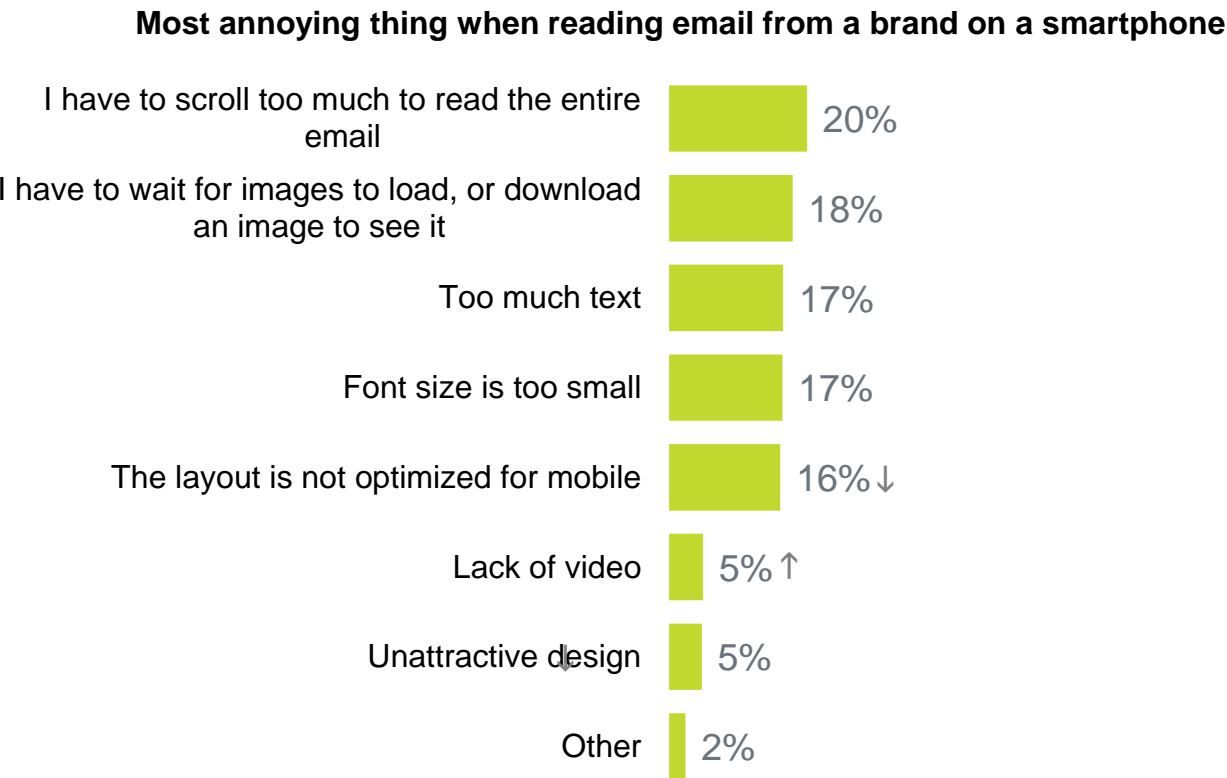
Base: All respondents (1,001)
q22_a – Work emails: Of the email offers you receive from brands each day, what percentage are you interested in enough to open?
q22_b – Personal emails: Of the email offers you receive from brands each day, what percentage are you interested in enough to open?

↑ Significantly higher than 2017
↓ Significantly lower than 2017



Annoying things when reading email from a brand on a smartphone

- Employees are split when asked what the most annoying aspect of reading emails is on smartphones: 16-20% mentioning one of having to scroll to much, having to wait for images to load, too much text, font being too small, and layout not being optimized for mobile (down from 21% in 2017) as the most annoying.



18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
14%	18%	22% A	19%	22%
15%	20%	18%	15%	20% D
21%	15%	16%	17%	16%
13%	13%	18%	16%	17%
15%	16%	16%	15%	17%
11% C	8% C	3%	8% E	2%
10% C	8% C	3%	6%	4%
1%	0%	3% AB	3%	2%

Base: All respondents (1,001)
q23 -- What's the most annoying thing when reading email from a brand on your smartphone?

↑ Significantly *higher* than 2017
↓ Significantly *lower* than 2017



Most annoying thing when receiving an email offer from a marketer

- Nearly half of employees (and more than half of women) find being emailed too often by a marketer (down from 50% in 2017) as the most annoying when receiving email offers. This year, employees are more likely to find emails that don't include a buy button to be most annoying.

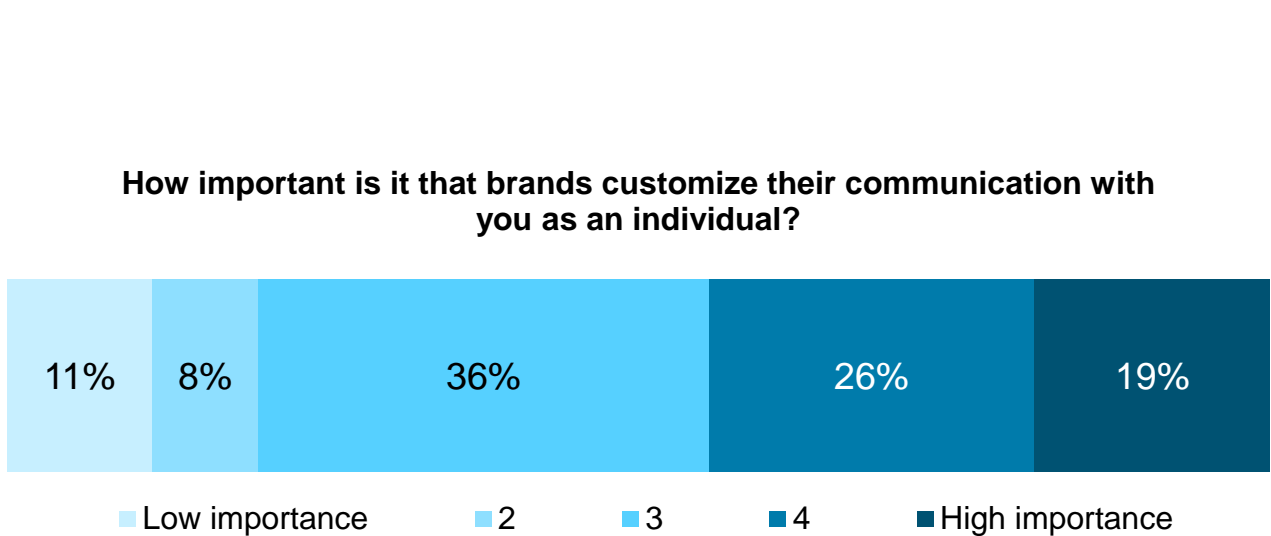


Base: All respondents (1,001)
q24 -- When you receive an email offer from a marketer, which of the following is most annoying? (Multi-response: select up to 3)

↑ Significantly higher than 2017
↓ Significantly lower than 2017

Importance of customized communication from brands

- Customization of emails from brands is of medium to high importance, across all age groups and both genders.



	18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
Low importance	8%	7%	13% B	11%	12%
2	17% BC	6%	8%	9%	7%
3	38%	31%	37%	31%	40% D
4	20%	32% A	25%	29% E	23%
High Importance	17%	24%	17%	20%	18%

Base: All respondents (1,001)
q27 -- On the following scale, how important is it that brands customize their communication with you as an individual?

Frustrating lack of personalization in emails

- One-third of employees say receiving recommendations that don't match their interest is the most frustrating way emails lack personalization.
- Nearly one-quarter (and one-quarter of women) feel that including expired offers is the most frustrating lack of personalization in brand emails.

The most frustrating way brands lack personalization in your emails



18 to 24	25 to 34	35+	♂	♀
(A)	(B)	(C)	(D)	(E)
29%	27%	35% B	32%	33%
21%	18%	23%	18%	25% D
17%	22% C	16%	19%	16%
18%	21% C	13%	15%	15%
16%	11%	14%	16% E	12%

Base: All respondents (1,001)
q28 -- What of the following is the most frustrating way brands lack personalization in their emails?



Appendix

Most appropriate communication method for different interactions

		18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
A status update on a project?	Email	31%	39%	55% AB	46%	53% E
	Face-to-face conversations/in-person meetings	16%	12%	19% B	18%	17%
	Phone	11%	14% C	9%	10%	10%
	Instant messaging	16%	14%	9%	12%	10%
	Video conferencing or video chat	6%	7% C	2%	3%	4%
	Enterprise social network	7% C	6% C	2%	4%	3%
	File sharing service	13% C	7% C	3%	6% D	4%
Delivering feedback?	Email	31%	35%	47% AB	38%	47% E
	Face-to-face conversations/in-person meetings	21%	26%	33% AB	31%	30%
	Phone	12%	9%	7%	9%	7%
	Instant messaging	13% C	12% C	6%	7%	9%
	Video conferencing or video chat	6%	5% C	2%	4% D	2%
	Enterprise social network	7% C	5% C	2%	5% D	2%
	File sharing service	10% C	6%	3%	6%	3%

Base: All respondents (1,001)
q17-- Which of the following would you consider the most appropriate communication method for:

Most appropriate communication method for different interactions

		18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
Suggesting a new approach or idea?	Email	19%	27%	37% AB	35%	32%
	Face-to-face conversations/in-person meetings	38%	32%	40% B	33%	44% D
	Phone	13%	13%	8%	12% E	8%
	Instant messaging	5%	6%	5%	6%	5%
	Video conferencing or video chat	6%	8%	5%	5%	6%
	Enterprise social network	8% C	8% C	1%	4%	3%
	File sharing service	12% BC	5%	2%	5%	3%
A brief question?	Email	21%	25%	38% AB	34%	34%
	Face-to-face conversations/in-person meetings	17%	18%	17%	17%	17%
	Phone	21%	16%	19%	18%	20%
	Instant messaging	21%	22%	21%	20%	22%
	Video conferencing or video chat	5%	5% C	2%	4%	2%
	Enterprise social network	5%	6% C	2%	4%	3%
	File sharing service	10% C	7% C	1%	5% E	2%



Base: All respondents (1,001)
q17 -- Which of the following would you consider the most appropriate communication method for:

Most appropriate communication method for different interactions

		18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
Asking for help on a big project?	Email	21%	23%	31% AB	28%	28%
	Face-to-face conversations/in-person meetings	28%	34%	42% AB	34%	43% E
	Phone	12%	17%	15%	16%	14%
	Instant messaging	16% C	8%	7%	8%	8%
	Video conferencing or video chat	6% C	4%	2%	3%	2%
	Enterprise social network	10% C	7% C	2%	6% D	2%
	File sharing service	6%	5%	2%	5% D	2%
Alerting your boss of an important issue?	Email	17%	19%	24% A	23%	22%
	Face-to-face conversations/in-person meetings	34%	38%	45% A	39%	45%
	Phone	20%	15%	19%	19%	18%
	Instant messaging	9%	8%	6%	7%	7%
	Video conferencing or video chat	5%	5%	2%	3%	3%
	Enterprise social network	7% C	7% C	2%	4%	3%
	File sharing service	7% C	7% C	2%	5% D	2%

Base: All respondents (1,001)
q17 -- Which of the following would you consider the most appropriate communication method for:

Most appropriate communication method for different interactions

		18 to 24	25 to 34	35+		
		(A)	(B)	(C)	(D)	(E)
Quitting your job?	Email	15%	14%	12%	16% D	9%
	Face-to-face conversations/in-person meetings	44%	52%	77% AB	60%	75% E
	Phone	11%	11%	6%	7%	9%
	Instant messaging	6%	6% C	2%	5% D	2%
	Video conferencing or video chat	6% C	6% C	1%	3% D	1%
	Enterprise social network	9% C	4%	1%	4%	2%
	File sharing service	8% C	7% C	1%	5% D	1%

Base: All respondents (1,001)
q17 -- Which of the following would you consider the most appropriate communication method for:



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