Email Use 2017 – EMEA report

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Research conducted by:

ADVANIS
25 years of innovative research

Bē
Natalie Shau

Methodology

What: An online survey with panel participants

Who: White-collar participants own a smart phone

When: Data collected from July 10 to July 24, 2017

Where: Results are shown for EMEA only (n=3,028)

Trending: Slides that have the note below in the bottom right were tested against last waves 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 2016
↓   Significantly *lower* than 2016

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

Note: Data was weighted to match the proportion of technology industry workers in the UK, France, and Germany from last wave.

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 +/- 1.8%, 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.

Summary of Results

Email Usage

- Most respondents check their work and personal email at least every few hours, which they feel is as often as they should. That said, fewer respondents are checking their work and personal email than last year.
  - More respondents (particularly older individuals) are waiting until they get to the office to check their email.
  - Fewer respondents are checking emails while watching TV and 41% never check their work email on vacation.
- Desktops/laptops are the most commonly used device for checking emails, although smartphones are preferred by those 18 to 34. Smartphones are the primary device for checking personal emails.
- 80% of work emails and 65% of personal emails are opened. Of those, 80% of work emails and 64% of personal emails are read.
- Most respondents expect their email use (both personal and work) to remain the same over the next two years, and fewer respondents than in 2016 think that their use will increase.
- Respondents most likely feel indifference when checking their work or personal email. Additionally, over half get to "inbox-zero" which is most likely to make them feel relieved.

Summary of Results

Work Communication in General

- Email, phone calls, and face-to-face conversations are the most used communication methods to communicate with colleagues.
  - Respondents mentioned that face-to-face conversations, followed by email, are preferred. However email, followed by face-to-face conversations, are the most common primary communication tool used by companies.
- For quick questions for a colleague, respondents are split as to their preferred communication method: phone calls, email, and face-to-face conversations are all likely to be used.
- For many different types of work discussions, email and face-to-face conversations are considered the most appropriate communication methods.
  - In general, face-to-face communication becomes more appropriate as the nature of the topic becomes more serious.

Summary of Results

- Spam filters and improved mobile viewing have improved respondent's email experiences the most over the last few years.
- Instant messaging, followed by email and video conferencing, are seen as the communication methods that have innovated the most over the past five years.
- 63% of respondents would like to be contacted by brands through email. However, their stated preference is for marketing emails that are less about promotions, and more about providing information.
  - That said, when it comes to the purchase process, marketing emails provide over one third of respondents (females in particular) with an added incentive to purchase.
- Just over one fifth of work and nearly one third of personal email offers are interesting enough to open.
- When reading emails from brands on a smartphone, respondents would like emails to minimize the need to scroll, be better optimized for mobile, and not have too much text.
- The most annoying thing about receiving email offers is getting emailed too often. Indeed, few respondents mentioned that they would like to receive daily emails from their bank, favorite retail brand, restaurant, or telecom provider.
- Regardless of age group or gender, customization of emails from brands is of medium to high importance.
  - The most common frustrations related to personalization is including offers that have already expired and recommendations that do not match respondent interests.

Profile of Participants

Who Participated in the Survey

- **Most EMEA white collar respondents are between 25 to 64.**

Age

- 18 to 24 — 9%
- 25 to 34 — 22%
- 35 to 49 — 35%
- 50 to 64 — 28%↓
- 65 or above — 6% ↑

Gender

- Other <1%
- Female 51%
- Male 48%
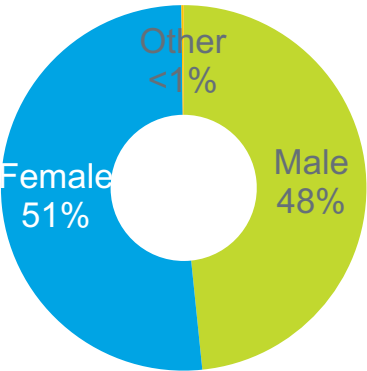
Work in technology industry*

- Yes 19%
- No 81%
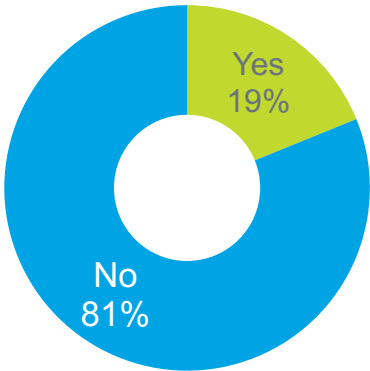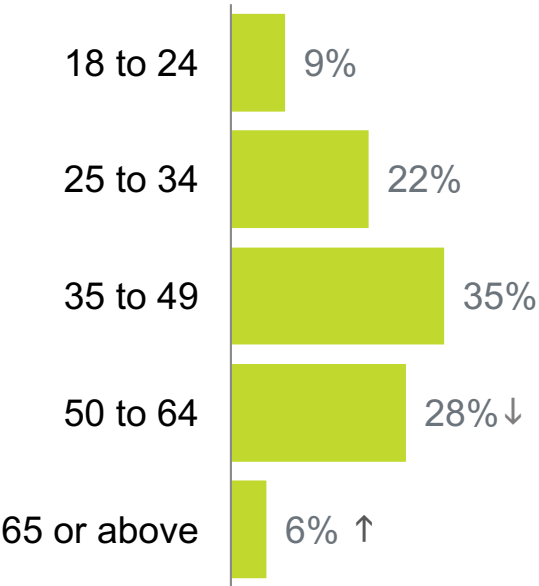
Percentage of Time Working Remotely
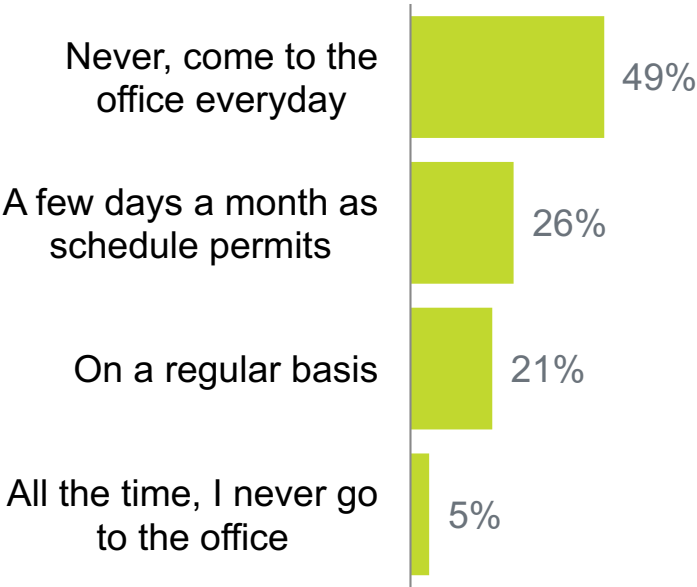
- Never, come to the office everyday — 49%
- A few days a month as schedule permits — 26%
- On a regular basis — 21%
- All the time, I never go to the office — 5%

Email Usage

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Frequency of checking email

- **Most respondents check their work and personal email at least every few hours.**
- **That said, fewer respondents are checking their email at all than in 2016, with females being more likely than males to never check their email.**

Frequency of checking work email outside of normal work hours

- Never: ↑ 25%
- Every few hours: 40%
- Every hour: 13%
- Multiple times per hour: ↓12%
- Constantly: ↓10%
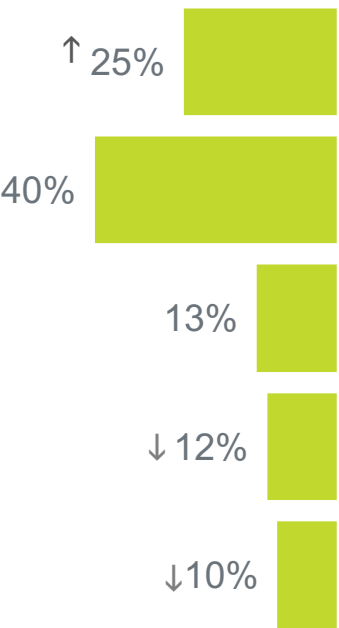
Frequency of checking personal email while at work

- Never: 14% ↑
- Every few hours: 50% ↑
- Every hour: 15%
- Multiple times per hour: 13% ↓
- Constantly: 9% ↓
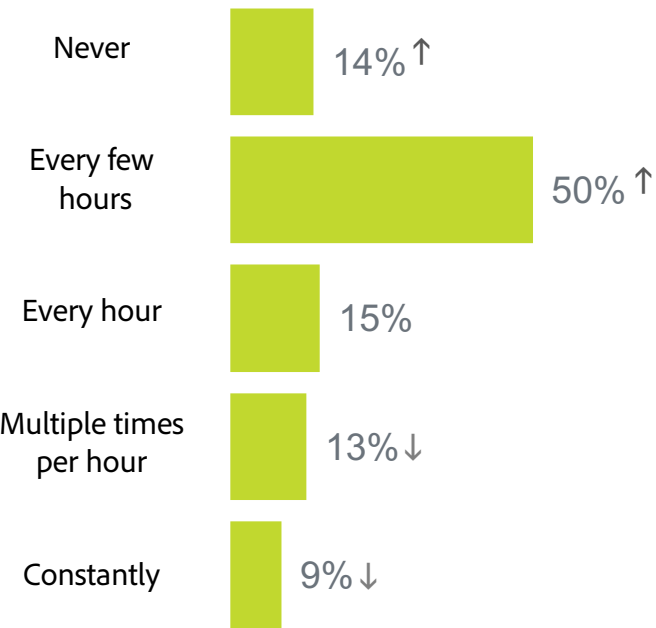
		18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
Checking work email outside of work hours	Never	18%	24% A	27% A	19%	31% D
	Every few hours	48% BC	38%	40%	44% E	36%
	Every hour	17% C	18% C	11%	14%	12%
	Multiple times per hour	10%	10%	12%	12%	11%
	Constantly	8%	10%	10%	11%	9%
Checking personal email while at work	Never	9%	10%	16% AB	11%	17% D
	Every few hours	55%	50%	50%	51%	49%
	Every hour	19% C	19% C	13%	16%	14%
	Multiple times per hour	11%	15%	12%	14%	12%
	Constantly	6%	7%	9% AB	8%	9%

Base: All respondents (3,028)
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 2016
↓ Significantly *lower* than 2016

Frequency of checking email

- **Similar to 2016, most respondents feel they check their email as often as they should.**

- **Respondents aged 18 to 34 are most likely to say that they check too often.**

Frequency of email checking in general

Category	20%
I check way too often, and should really cut down	20%
I check my email as often as I should	76%
I don't check my email enough, and should really do a better job of staying on top of it	4%
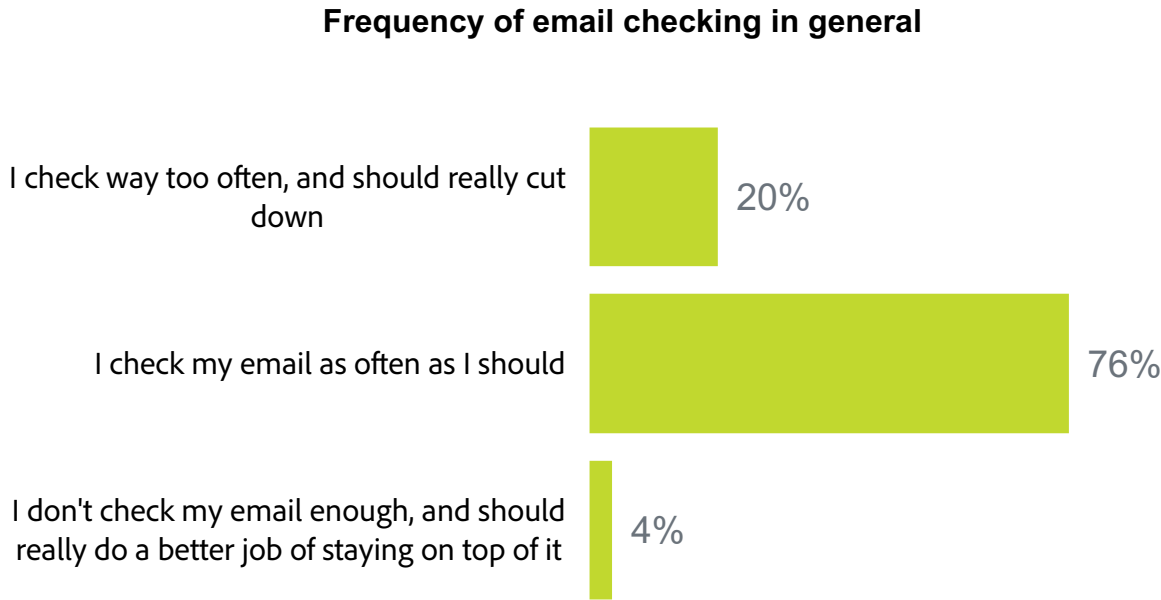
	18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
	23% C	**27% C**	18%	21%	20%
	74%	69%	**79% B**	76%	76%
	3%	4%	4%	3%	4%

↑ Significantly *higher* than 2016
↓ Significantly *lower* than 2016

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Time spent checking email

- **Respondents are spending less time checking emails in 2017 compared to 2016, with males being the most likely to spend one hour or less. This may be driven by a number of characteristics mentioned in subsequent slides.**

Total number of hours per weekday you spend checking…

Work email

↑47% (43%)	1 hour or less
21% (20%)	>1 hour to 2 hours
15% (15%)	>2 hours to 4 hours
8% (9%)	>4 hours to 6 hours
↓9% (13%)	More than 6 hours

Mean number of hours: 2.6 ↓ (3.1)

Personal email

63% ↑ (54%)	1 hour or less
17% (18%)	>1 hour to 2 hours
10% (12%)	>2 hours to 4 hours
5% ↓ (7%)	>4 hours to 6 hours
5% ↓ (10%)	More than 6 hours

Mean number of hours: 1.8 ↓ (2.4)

Red numbers = 2016
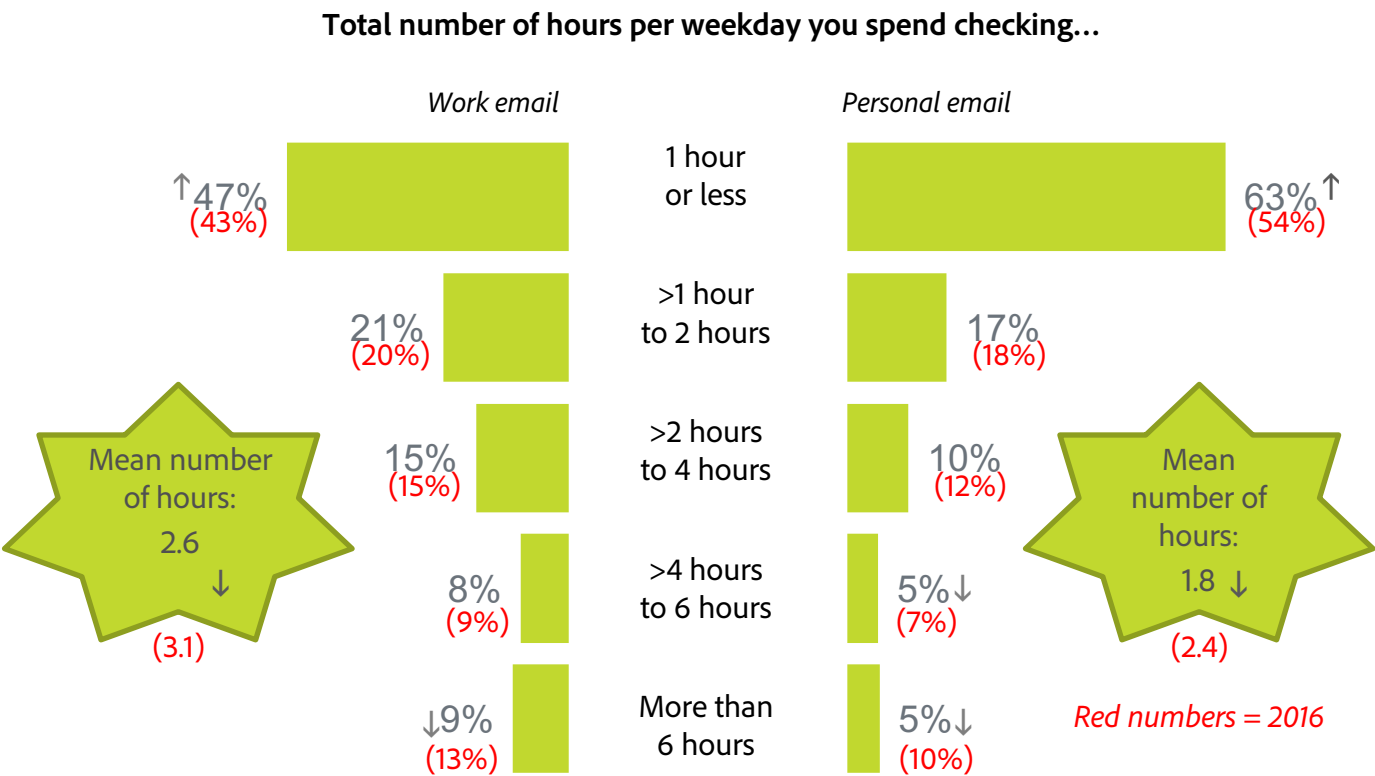
		18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
Work Email	1 hour or less	43%	40%	**49% B**	**50% E**	43%
	>1 hour to 2 hours	24%	23%	20%	22%	20%
	>2 hours to 4 hours	16%	**19% C**	14%	12%	**18% D**
	>4 hours to 6 hours	9%	9%	7%	8%	8%
	More than 6 hours	8%	9%	9%	8%	**10% D**
Personal Email	1 hour or less	60%	59%	**64% B**	**66% E**	60%
	>1 hour to 2 hours	19%	18%	16%	16%	17%
	>2 hours to 4 hours	9%	**13% C**	9%	9%	11%
	>4 hours to 6 hours	7%	5%	5%	5%	5%
	More than 6 hours	5%	5%	6%	4%	**7% D**

Base: All respondents (3,028)
q4a -- Please estimate the total number of hours and minutes per weekday you spend checking your work email
q4b -- Please estimate the total number of hours and minutes per weekday you spend checking your personal email
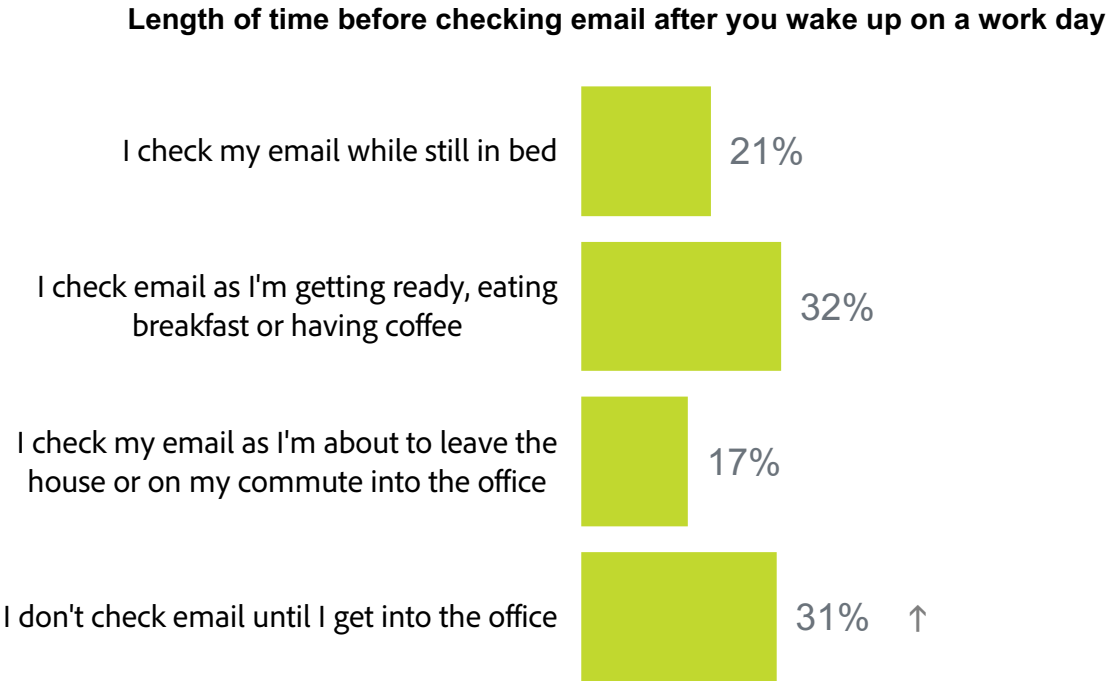*Note only hours are shown, minutes are not included in this result.*

↑ Significantly *higher* than 2016
↓ Significantly *lower* than 2016

Frequency of checking work email before work

- **Part of the reason that respondents are checking their email less is that more (particularly older individuals) are waiting until they get to the office to check email.**

Length of time before checking email after you wake up on a work day

I check my email while still in bed	21%
I check email as I'm getting ready, eating breakfast or having coffee	32%
I check my email as I'm about to leave the house or on my commute into the office	17%
I don't check email until I get into the office	31% ↑

18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
36% C	30% C	15%	17%	24% D
25%	34% A	32% A	32%	31%
15%	14%	18% B	20% E	13%
23%	22%	35% AB	30%	32%

↑ Significantly *higher* than 2016
↓ Significantly *lower* than 2016

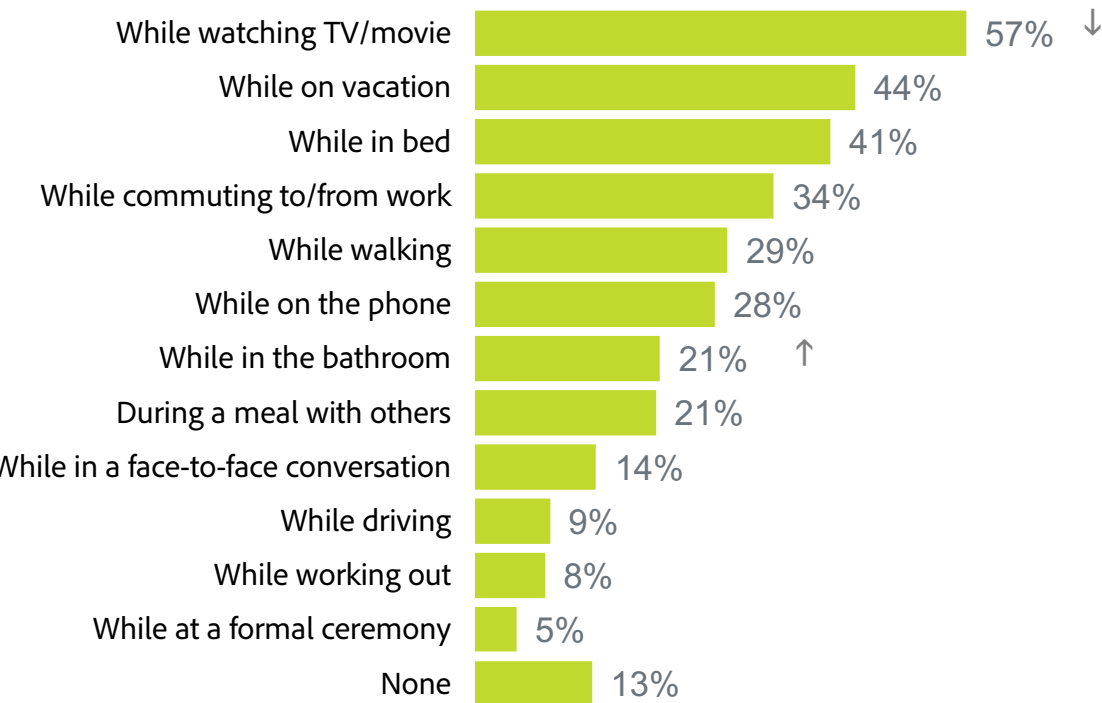Adobe Marketing Insights & Operations (MIO)

Checking emails in various situations

- **Fewer respondents (females in particular) checking emails while watching TV.**

- **For many of the situations shown below, those aged 18 to 34 are most likely to check their email while in those situations.**

Situations where email has been checked in the past month

Situation	Value	
While watching TV/movie	57%	↓
While on vacation	44%	
While in bed	41%	
While commuting to/from work	34%	
While walking	29%	
While on the phone	28%	
While in the bathroom	21%	↑
During a meal with others	21%	
While in a face-to-face conversation	14%	
While driving	9%	
While working out	8%	
While at a formal ceremony	5%	
None	13%	

18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
58%	59%	55%	51%	**62% D**
41%	42%	45%	43%	44%
62% C	**56% C**	33%	35%	**46% D**
43% C	**40% C**	31%	35%	34%
35% C	**40% C**	25%	30%	28%
33% C	**32% C**	25%	27%	28%
36% C	**32% C**	16%	20%	**23% D**
29% C	**28% C**	18%	20%	21%
17% C	**21% C**	11%	14%	14%
9%	**11% C**	8%	9%	9%
10% C	**13% C**	6%	9%	7%
5%	**9% C**	3%	6%	4%
9%	6%	**16% AB**	14%	13%

Base: All respondents (3,028)
q10 -- In the last month, during which situations have you checked your email? (Multi-response)

↑ Significantly *higher* than 2016
↓ Significantly *lower* than 2016

Checking work email while on vacation

- **Additionally, two fifths of all respondents (particularly females and those 35 years old or older) continue to say they never check their work emails while on vacation.**

Frequency of checking work emails on vacation

Category	Value
Never	41%
Rarely	19% ↓
Occasionally	24%
Frequently	13% ↑
Constantly	3%
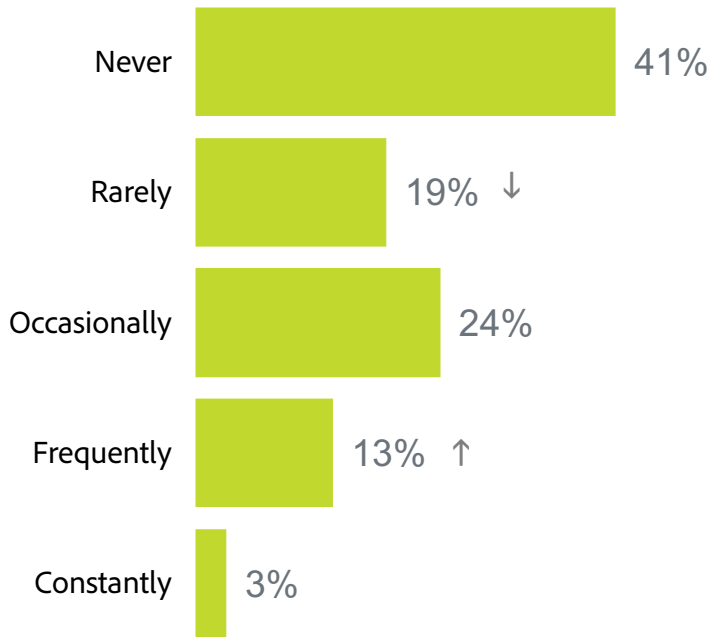
18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
32%	38%	**43% AB**	34%	**48% D**
27% BC	19%	17%	19%	18%
24%	26%	23%	**29% E**	20%
14%	13%	13%	**15% E**	12%
3%	3%	3%	3%	3%

Devices for checking emails

- **Desktops are the most commonly used device for checking emails in general and for those aged 35 or older. However, smartphones are more commonly used by respondents aged 18 to 34.**

- **Compared to last year, fewer respondents are checking emails on tablets.**

Devices used to regularly check email

	Desktop/Laptop	Smartphone	Tablet	Smartwatch	Other (e.g., car display)
	79%	75%	26% ↓	2%	0%
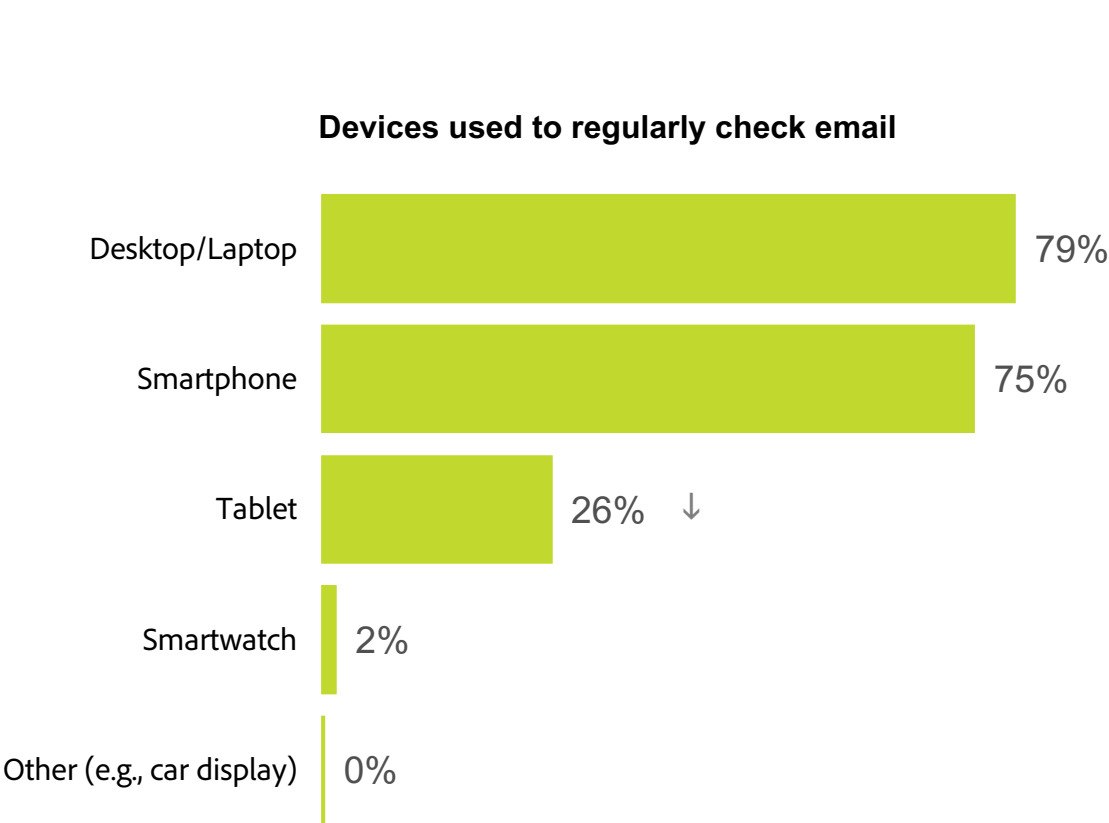
	18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
	72%	77%	**81% AB**	**82% E**	77%
	89% C	**86% C**	69%	75%	75%
	18%	**26% A**	**28% A**	28%	25%
	2%	3%	2%	2%	2%
	0%	**1% A**	**0% A**	1%	0%

↑ Significantly *higher* than 2016
↓ Significantly *lower* than 2016

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Primary device for checking emails

- **Computers dominate as the primary device for checking work emails.**

- **However an increase in the number of respondents checking their personal email on smartphones has made smartphones the primary device for checking personal email. This is especially true for females and those aged 18 to 34.**

Primary device type for checking…

Work email

Desktop/Laptop	68%
Smartphone	27%
Tablet	5%
Smartwatch	0%
Other	0%

Personal email

Desktop/Laptop	45% ↓
Smartphone	48% ↑
Tablet	8%
Smartwatch	0%
Other	0%
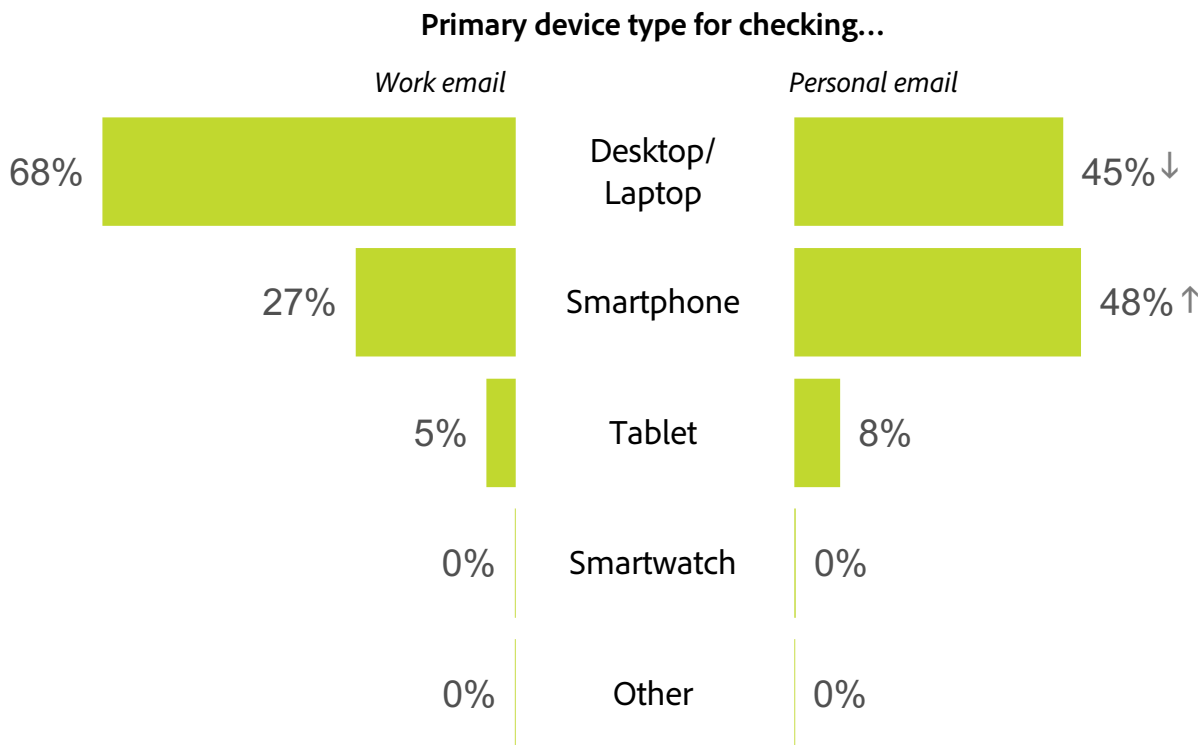
		18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
Work Email	Desktop/Laptop	57%	62%	72% AB	69%	68%
	Smartphone	38% C	34% C	23%	25%	28%
	Tablet	4%	4%	5%	5%	4%
	Smartwatch	0%	1%	0%	0%	0%
	Other	0%	0%	0%	0%	0%
Personal Email	Desktop/Laptop	23%	30% A	52% AB	50% E	39%
	Smartphone	75% BC	65% C	39%	42%	53% D
	Tablet	3%	5%	9% AB	8%	8%
	Smartwatch	0%	1%	0%	0%	0%
	Other	0%	0%	0%	0%	0%

Base: All respondents (3,028)
q7a -- What is your primary device type for checking work email?
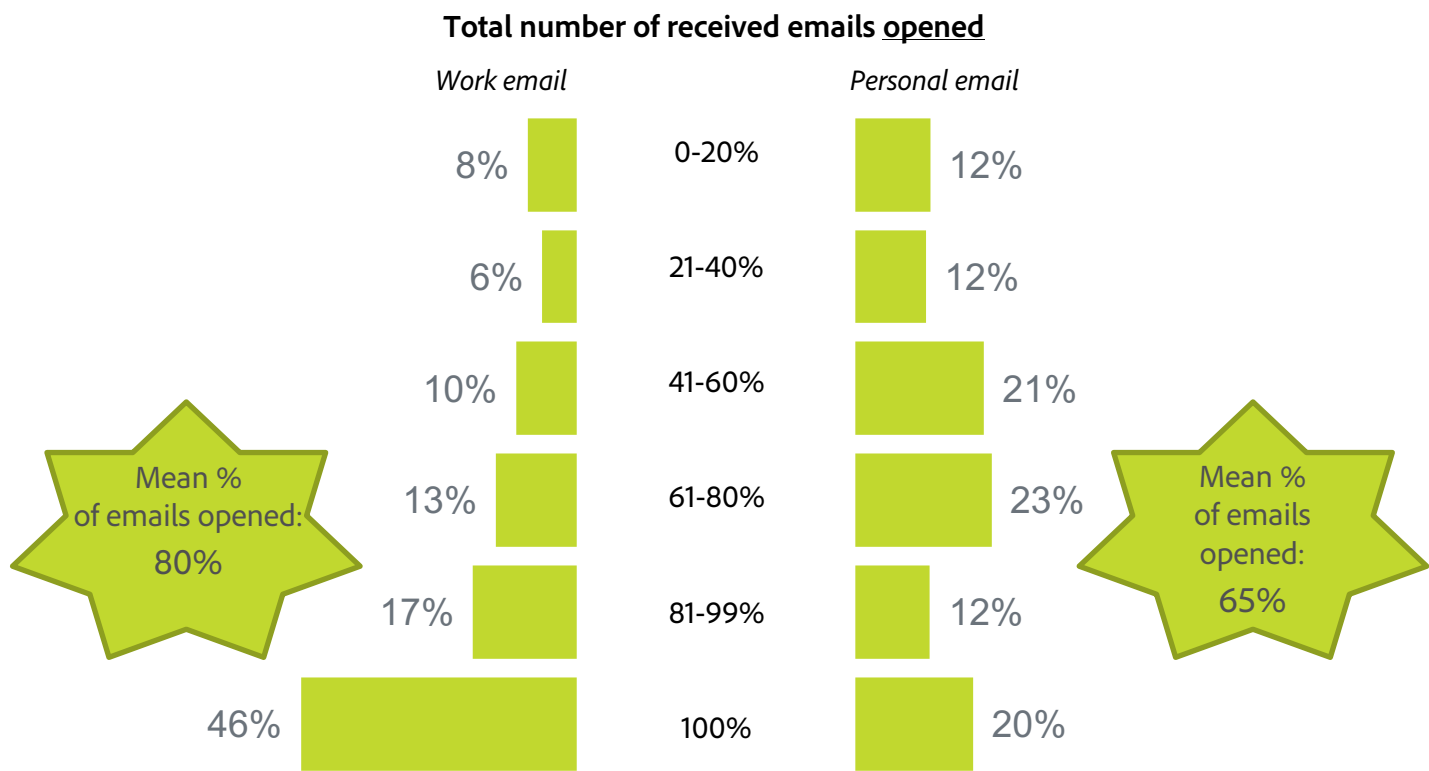q7b -- What is your primary device type for checking personal email?

↑ Significantly *higher* than 2016
↓ Significantly *lower* than 2016

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Opening emails

- **Work emails are more likely than personal emails to be opened, with two fifths of respondents (and over half of females) saying they open 100% of their work emails.**

Total number of received emails opened

Work email

8%	0-20%
6%	21-40%
10%	41-60%
13%	61-80%
17%	81-99%
46%	100%

Mean % of emails opened: 80%

Personal email

12%	0-20%
12%	21-40%
21%	41-60%
23%	61-80%
12%	81-99%
20%	100%

Mean % of emails opened: 65%

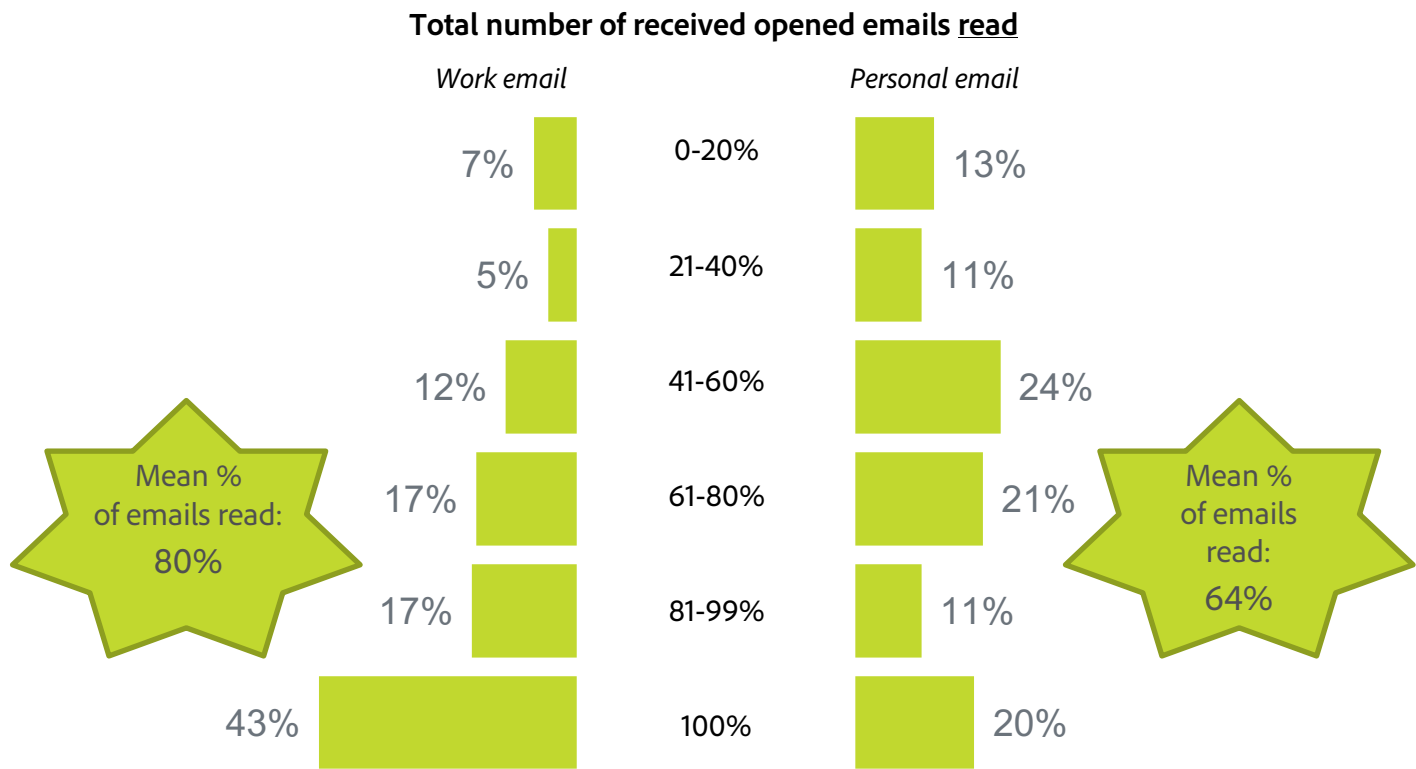|		18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
Work Email	0-20%	10%	8%	8%	7%	9%
	21-40%	7%	6%	5%	6%	5%
	41-60%	**14% C**	**13% C**	8%	**12% E**	8%
	61-80%	11%	15%	13%	**15% E**	12%
	81-99%	9%	**15% A**	**19% AB**	19%	16%
	100%	**49% B**	41%	**47% B**	41%	**50% D**
Personal Email	0-20%	11%	13%	12%	13%	12%
	21-40%	14%	**17% C**	10%	12%	11%
	41-60%	**29% C**	**25% C**	19%	22%	21%
	61-80%	22%	22%	23%	22%	23%
	81-99%	7%	9%	**14% AB**	13%	12%
	100%	15%	15%	**22% AB**	19%	20%

Base: All respondents (3,028)
q39a -- What percentage of emails received do you **open**?

↑ Significantly *higher* than 2016
↓ Significantly *lower* than 2016

Reading emails

- **Opened work emails are also more likely than opened personal emails to be read.**

- **Two fifths of respondents (particularly females and those 35 years or older) read 100% of the work emails that they open.**

Total number of received opened emails read

Work email

7%	0-20%
5%	21-40%
12%	41-60%
17%	61-80%
17%	81-99%
43%	100%

Mean % of emails read: **80%**

Personal email

13%	0-20%
11%	21-40%
24%	41-60%
21%	61-80%
11%	81-99%
20%	100%

Mean % of emails read: **64%**

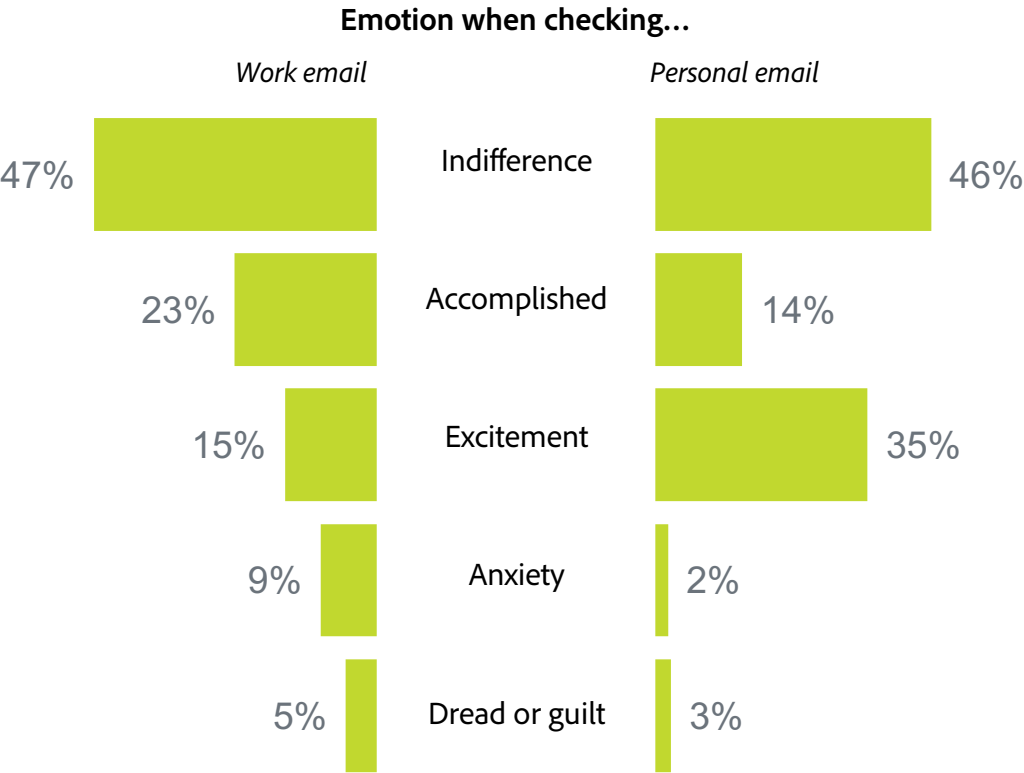|		18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
Work Email	0-20%	8%	7%	7%	6%	8%
	21-40%	**8% C**	5%	4%	5%	4%
	41-60%	14%	**15% C**	10%	**14% E**	10%
	61-80%	12%	**18% A**	**17% A**	**18% E**	15%
	81-99%	16%	17%	18%	16%	**19% D**
	100%	43%	38%	**44% B**	40%	**45% D**
Personal Email	0-20%	16%	15%	12%	13%	13%
	21-40%	**17% C**	**15% C**	9%	10%	12%
	41-60%	**30% C**	**27% C**	22%	25%	23%
	61-80%	17%	21%	**22% A**	20%	22%
	81-99%	7%	9%	**12% AB**	11%	11%
	100%	13%	14%	**23% AB**	**22% E**	18%

Emotion when checking email

- **Nearly half of respondents (particularly males and those 35 years or older) feel *indifference* when checking either work or personal email.**
- ***Excitement* to check work email is highest among those 18 to 34 years old.**

Emotion when checking…

Work email

Emotion	%
Indifference	47%
Accomplished	23%
Excitement	15%
Anxiety	9%
Dread or guilt	5%

Personal email

Emotion	%
Indifference	46%
Accomplished	14%
Excitement	35%
Anxiety	2%
Dread or guilt	3%

	Emotion	18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
Work email	Indifference	40%	42%	**49% AB**	**49% E**	45%
	Accomplished	22%	18%	**26% B**	24%	23%
	Excitement	**20% C**	**22% C**	12%	16%	15%
	Anxiety	12%	**12% C**	8%	7%	**11% D**
	Dread or guilt	6%	6%	5%	5%	5%
Personal email	Indifference	42%	43%	47%	47%	45%
	Accomplished	10%	10%	**16% AB**	15%	14%
	Excitement	37%	**40% C**	33%	33%	**37% D**
	Anxiety	**5% C**	**3% C**	1%	2%	2%
	Dread or guilt	**6% C**	**4% C**	2%	3%	2%

Future use of email

- **Most respondents expect their work and personal email use to remain the same over the next two years, especially among older respondents (35 years old or older). The proportion of respondents who say their personal email use is increasing has dropped since 2016.**

NET Increasing

Work email: 5% | 9% | 57% ↑ | 20% ↓ | 9%   —   29% ↓

Personal email: 2% | 8% | 65% ↑ | 19% | 5% ↓   —   24% ↓

Legend:
- ■ Decreasing substantially
- ■ Decreasing a little
- ■ Staying the same
- ■ Increasing a little
- ■ Increasing substantially
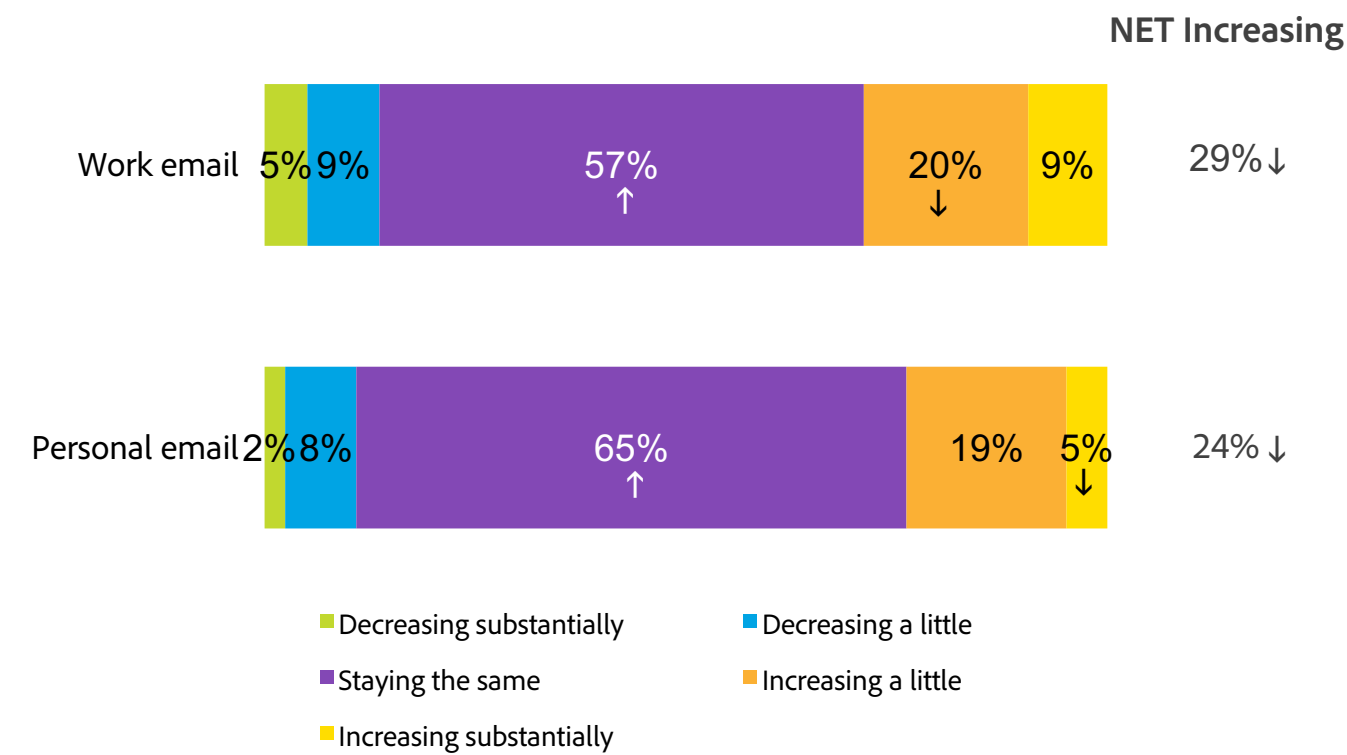
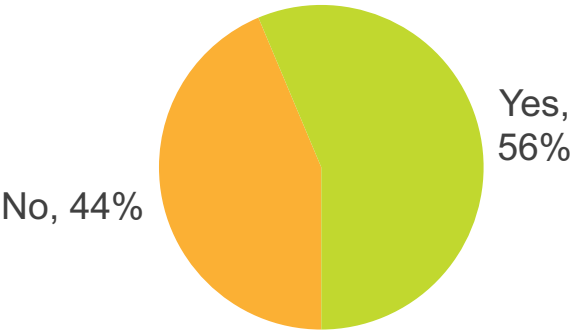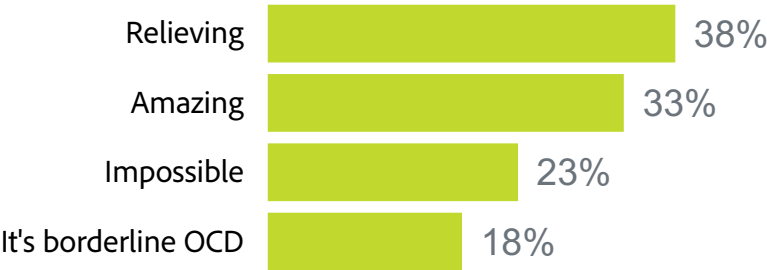|		18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
Work Email	NET Decreasing	**18% C**	15%	13%	**15% E**	12%
	Staying the same	47%	52%	**61% AB**	57%	58%
	NET Increasing	**35% C**	**33% C**	27%	28%	30%
Personal Email	NET Decreasing	**16% C**	**14% C**	9%	11%	10%
	Staying the same	57%	59%	**68% AB**	64%	67%
	NET Increasing	26%	**27% C**	22%	25%	23%

Reaction to "inbox-zero"

- **Over half of respondents (primarily those 18 to 34 years old) get to "inbox-zero".**

- **Two fifths feel that reaching "inbox-zero" is *relieving*. *Amazement* is the next most common emotion especially among females and those aged 18 to 34.**

Getting to "inbox-zero"

No, 44%

Yes, 56%

Reactions to the idea of "inbox-zero"

- Relieving — 38%
- Amazing — 33%
- Impossible — 23%
- It's borderline OCD — 18%

	18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
Getting to 'index-zero':	**65% C**	**60% C**	54%	**60% E**	53%
Reactions to the idea of 'index-zero' — Relieving	41%	35%	38%	39%	36%
Amazing	**39% C**	**37% C**	31%	30%	**35% D**
Impossible	23%	22%	24%	22%	24%
It's borderline OCD	17%	17%	18%	**20% E**	16%

Work Communication in General

Adobe Marketing Insights & Operations (MIO)

Current communication preference

- **Although email is the most commonly used method for communicating with colleagues, phone calls and face-to-face conversations are also regularly used by a majority of respondents.**

Communication methods with colleagues at work used regularly

	18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
Email — 79%	72%	76%	80% AB	80%	78%
Phone — 72%	67%	68%	74% AB	75% E	70%
Face-to-face conversations/in-person meetings — 71%	66%	67%	72% AB	69%	72%
Instant messaging — 33%	45% C	42% C	29%	34%	32%
Video conferencing or video chat — 16%	13%	18% A	16%	20% E	13%
File sharing service — 14%	16%	18% C	13%	16% E	13%
Enterprise social network — 10%	13% C	15% C	8%	11% E	9%
Other — 2%	1%	1%	2% B	1%	2% D

Current communication preference

- **Preference for face-to-face conversations with colleagues has increased over the past year as the preferred communication method with a colleague. Face-to-face conversations are most preferred by those aged 35 or older.**

Preferred method of communication with work colleagues

Method	%
Face-to-face conversations/in-person meetings	43% ↑
Email	26%
Phone	16% ↓
Instant messaging	8% ↑
Video conferencing or video chat	2%
Enterprise social network	2%
File sharing service	2%
Other	1%
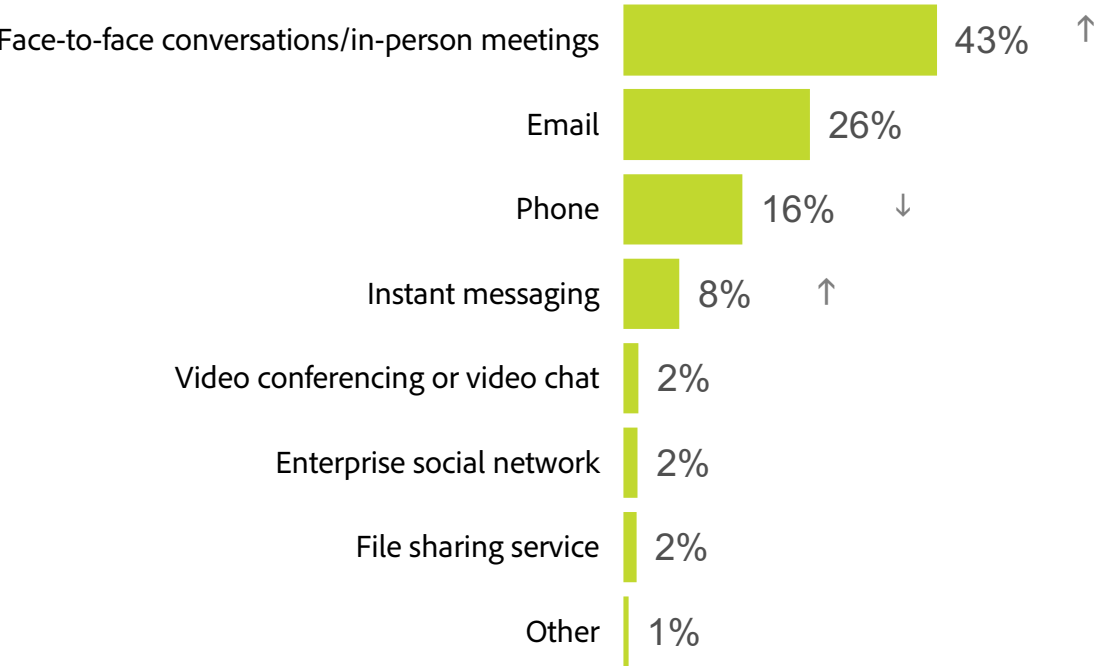
18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
33%	36%	47% AB	42%	45%
22%	29% A	25%	25%	26%
17%	13%	17% B	18% E	15%
18% BC	11% C	5%	7%	9%
2%	4% C	2%	3% E	1%
4% C	4% C	1%	3%	2%
4% C	2%	1%	2%	1%
0%	0%	1% AB	0%	1%

↑ Significantly *higher* than 2016
↓ Significantly *lower* than 2016

Company's primary communication tools

- **Email is the top primary communication tool used by companies. This is not universal though as over one fifth of companies primarily use face-to-face conversations or phone calls.**

Your company's primary communication tool

	Email	43%
Face-to-face conversations/in-person meetings	24%
Phone	20%
Instant messaging	6%
Video conferencing or video chat	3%
Enterprise social network	3%
Other	0%
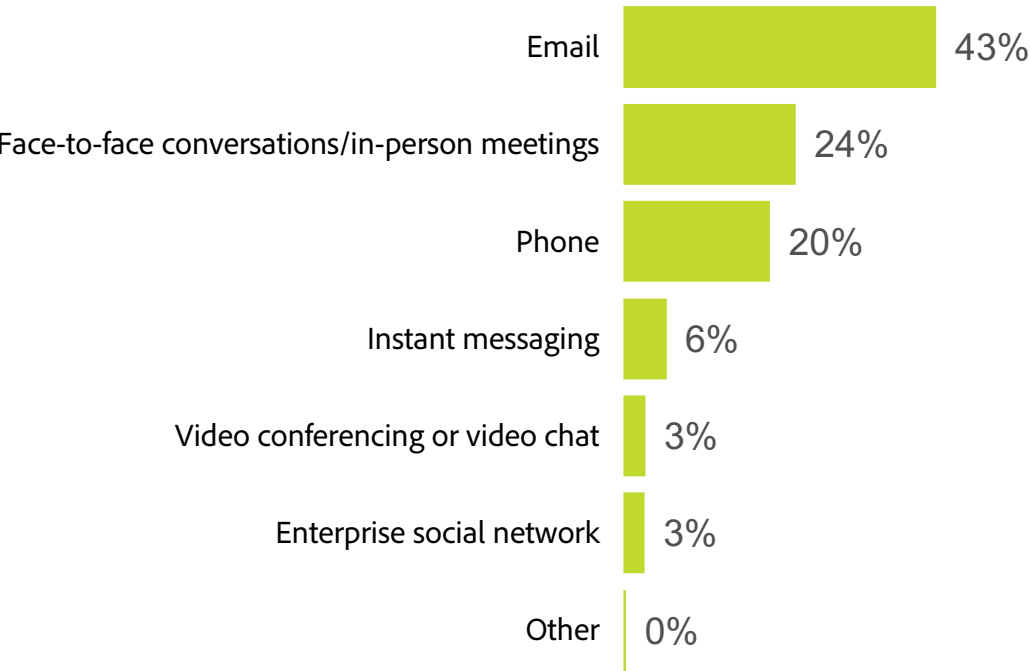
18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
39%	41%	45%	43%	43%
21%	21%	**25% B**	23%	25%
21%	19%	21%	20%	21%
10% C	**8% C**	5%	7%	5%
4%	**5% C**	2%	**4% E**	2%
5% C	**6% C**	2%	3%	3%
0%	0%	**0% A**	0%	0%

Communication tool for a quick question

- For quick questions for a colleague, respondents are quite split on which communication method they would use: nearly equal mounts would use phone, email, or a face-to-face conversation.

- However, email is the most preferred among those 25 or older.

Communication method likely to use

Method	%
Phone	35%
Email	26%
Face-to-face conversations/in-person meetings	24%
Instant messaging	9%
Video conferencing or video chat	4%
Enterprise social network	2%
Other	0%
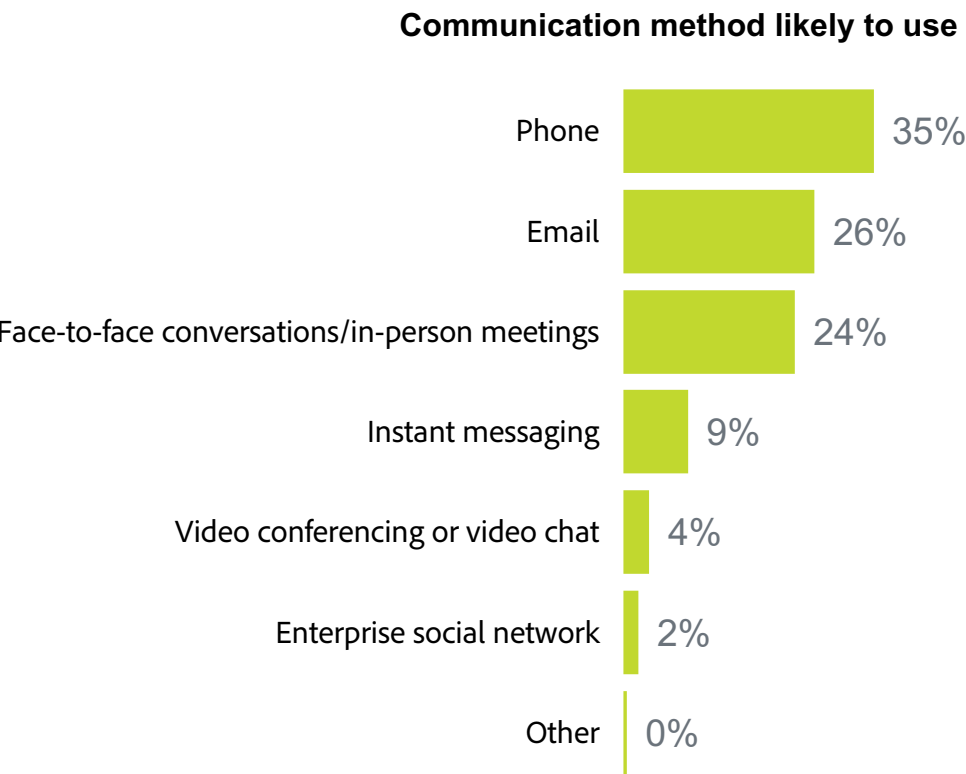
18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
31%	29%	37% B	35%	35%
19%	29% A	27% A	26%	27%
27%	22%	24%	23%	25%
15% C	12% C	7%	9%	9%
3%	4%	4%	5% E	3%
5% C	4% C	1%	2%	2%
0%	0%	1% A	1%	0%

Most appropriate communication method for different interactions

- **For nearly all discussions shown below, email and face-to-face conversations are considered the most appropriate communication methods.**

- **In general, face-to-face communication becomes more appropriate as the nature of the topic becomes more serious.**

Most appropriate communication method for...

Interaction	Email	Face-to-face	Phone	Instant messaging	Video	Enterprise social	File sharing
A status update on a project	51%	22%	9%	7%	5%		
Delivering feedback	45%	32%	8%	6%		4%	
Suggesting a new approach or idea	34%	43%	9%	5%	5%		
Asking for help on a big project	28%	41%	19%	5%			
A brief question	27%	21%	35%	11%			
Alerting your boss of an important issue	27%	45%	19%	4%			
Quitting your job	18%	69%	7%				

Legend:
- Email
- Face-to-face conversations/in-person meetings
- Phone
- Instant messaging
- Video conferencing or video chat
- Enterprise social network
- File sharing service
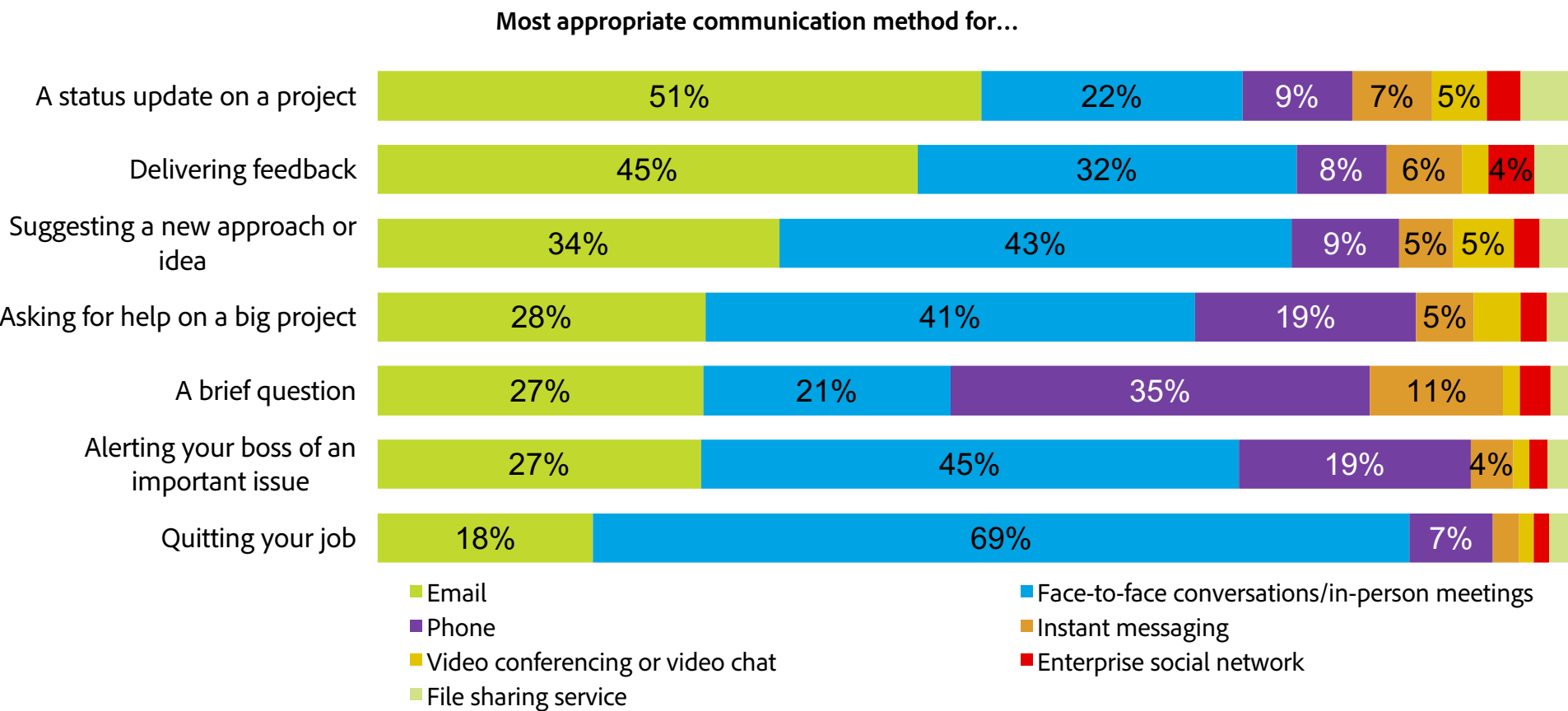
Email Innovation and Marketing

Adobe Marketing Insights & Operations (MIO)

Email improvements

- **Spam filters and improved mobile viewing have improved respondents' email experience the most.**

- **However, one quarter of respondents (females and those aged 35 or older in particular) claim that nothing has improved their email experience in the last few years.**

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

	Stronger spam filters	26%
Improved mobile viewing		16%
Better email design		12%
Filtering		11%
Smart auto-replies		5%
Voice assistants responding to emails for me		4%
None		25%
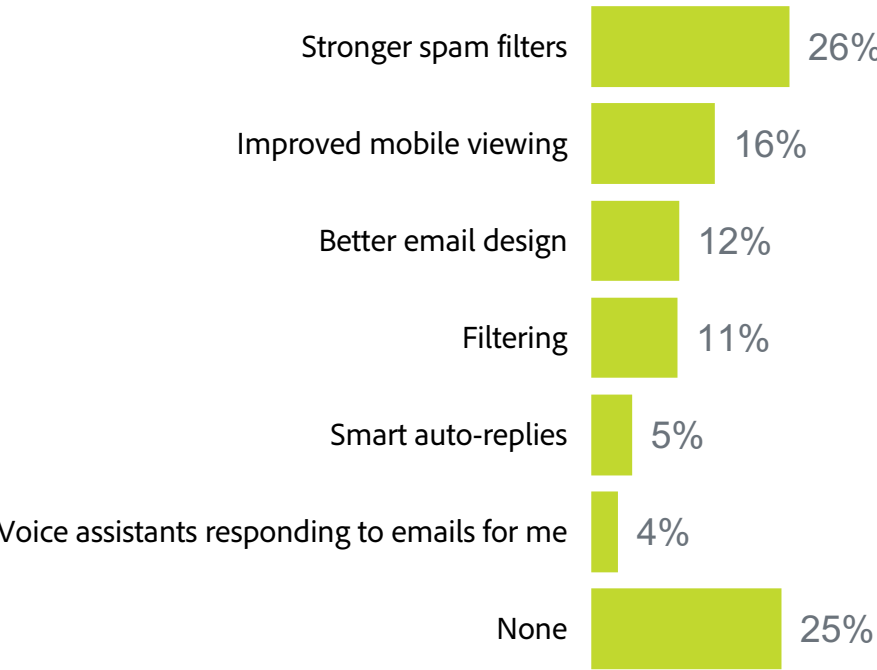
18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
21%	22%	28% AB	27%	26%
19%	23% C	14%	17%	16%
16%	12%	11%	12%	12%
22% BC	14% C	9%	12%	11%
6%	6%	5%	5%	5%
6% C	6% C	3%	4% E	3%
11%	17% A	30% AB	23%	28% D

Base: All respondents (3,028)
q43 -- Which of the following has most improved your email experience in the last few years?
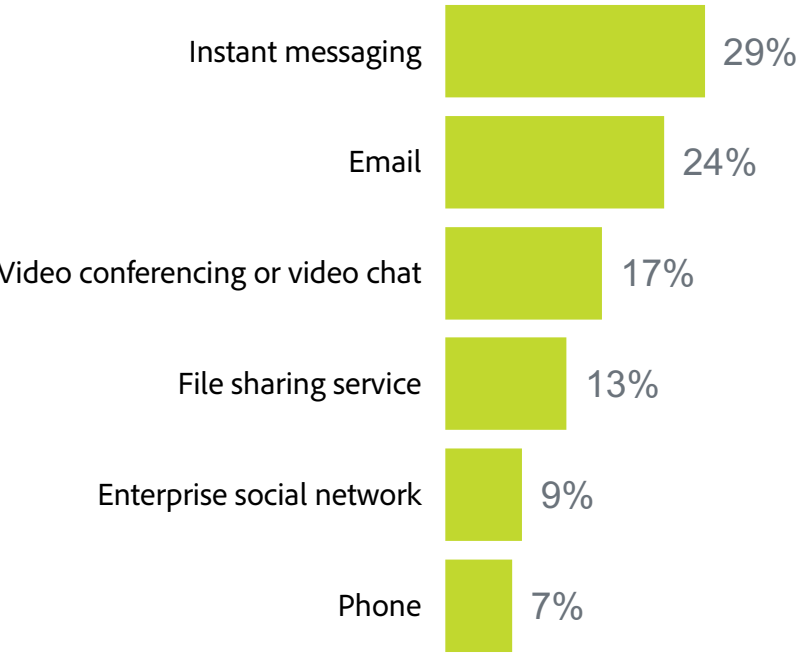
Most innovative communication method

- **Instant messaging and email are seen as the communication method that has innovated the most over the past five years. Email is mentioned more often by females and those 35 years old or older.**

Communication method has innovated the most over the last five years

Method	%
Instant messaging	29%
Email	24%
Video conferencing or video chat	17%
File sharing service	13%
Enterprise social network	9%
Phone	7%

18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
29%	31%	28%	29%	29%
16%	22% A	26% AB	23%	26% D
16%	13%	19% B	18%	17%
12%	14%	13%	14%	13%
15% C	11% C	7%	9%	8%
13% C	9% C	6%	8%	7%

Brand contact

- **Up from last year, nearly two thrids of respondents (females and those 25 or older in particular) would prefer to be contacted by brands via email.**

- **Fewer would prefer to be contacted by brands all other contact methods, with chatbots being the least preferred.**

Preferred method of contact by brands

Method	%	
Email	63%	↑
Direct mail	16%	↓
Text message/SMS	5%	↓
The brand's mobile app	5%	↓
Social media channels	5%	↓
Phone call	5%	↓
Chatbots*	1%	
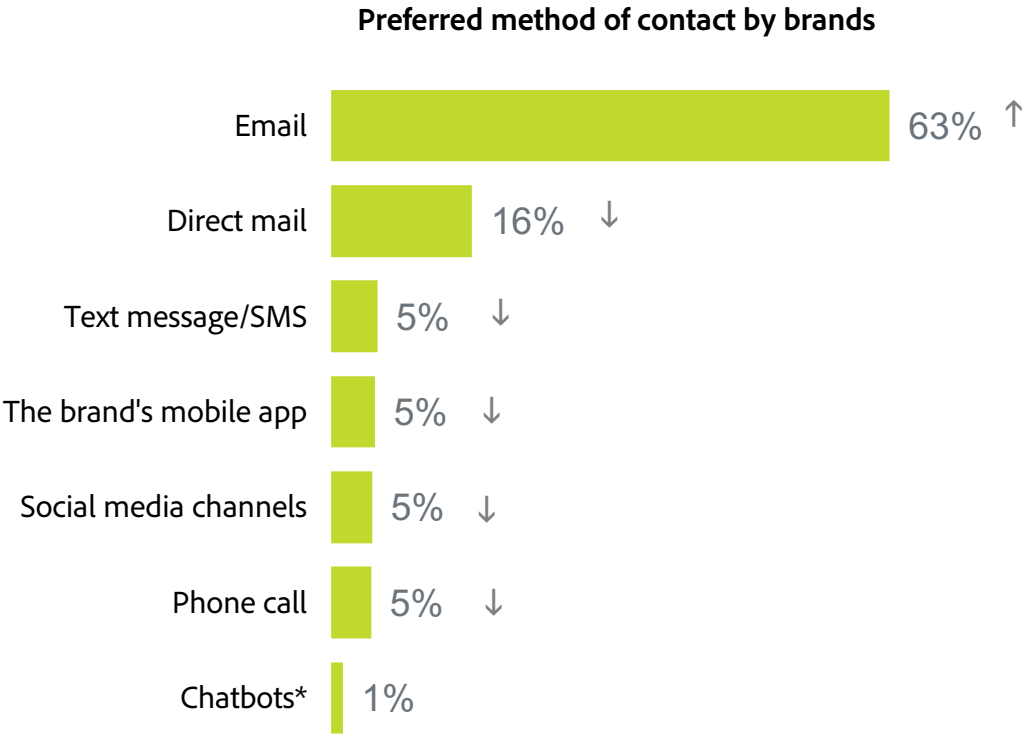
18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
51%	59% A	66% AB	61%	65% D
11%	14%	17% A	17%	15%
7%	7% C	4%	5%	6%
9% C	6% C	4%	5%	5%
10% C	6% C	3%	5%	5%
9% BC	5%	4%	6% E	4%
3%	2% C	1%	2% E	1%

* Chatbots was a new level in 2017.
Base: All respondents (3,028)
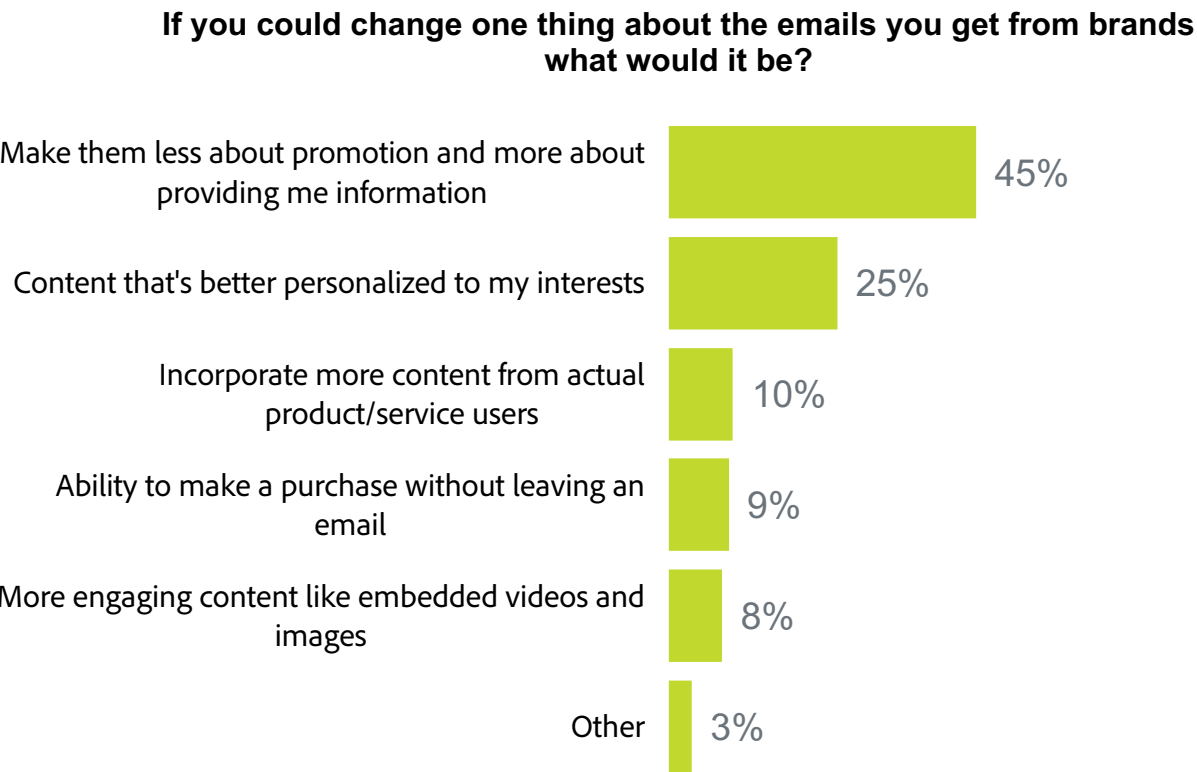q37 -- When it comes to receiving offers from marketers, how do you prefer to be contacted by brands?

↑ Significantly *higher* than 2016
↓ Significantly *lower* than 2016

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

If you could change one thing about the emails you get from brands what would it be?

	Make them less about promotion and more about providing me information	45%
Content that's better personalized to my interests	25%
Incorporate more content from actual product/service users	10%
Ability to make a purchase without leaving an email	9%
More engaging content like embedded videos and images	8%
Other	3%

	18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
	44%	40%	**47% B**	45%	46%
	22%	27%	25%	23%	**27% D**
	10%	10%	9%	**11% E**	8%
	10%	11%	8%	9%	9%
	12% C	**10% C**	7%	9%	7%
	1%	2%	**4% AB**	4%	3%

- **That said, when it comes to the purchase process, marketing emails from brands provide one third of respondents (females in particular) with an added incentive to purchase.**

When it comes to the marketing emails you receive from brands, what role does email typically play in your purchase process?

Role	18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
Giving me additional incentives to purchase — 35%	34%	34%	35%	30%	**40% D**
Making me aware of a brand I wasn't familiar with — 26%	23%	25%	26%	**27% E**	24%
Helping me select between products I'm considering — 22%	18%	21%	23%	23%	21%
Reminding me of a purchase I need to make — 18%	**25% C**	**20% C**	16%	**20% E**	15%

Interest in opening email offers

- **Over the past year, one fifth of email offers to work emails have been interesting enough to open while almost one third of email offers to personal accounts have been interesting enough to open.**
  - *Note that these results exclude Germany due to a survey translation issue.*

% of email offers interested in enough to open

	Work (Mean)	Personal (Mean)
	22%	30%
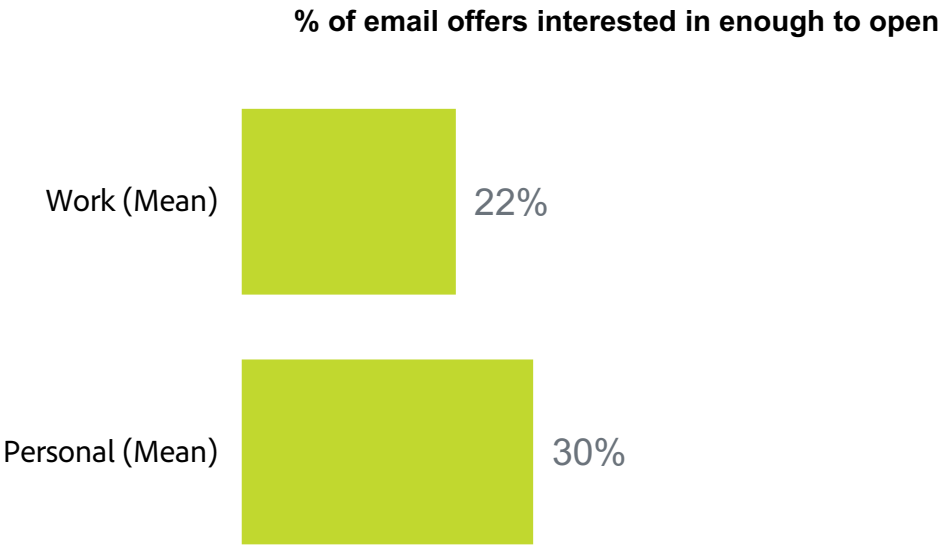
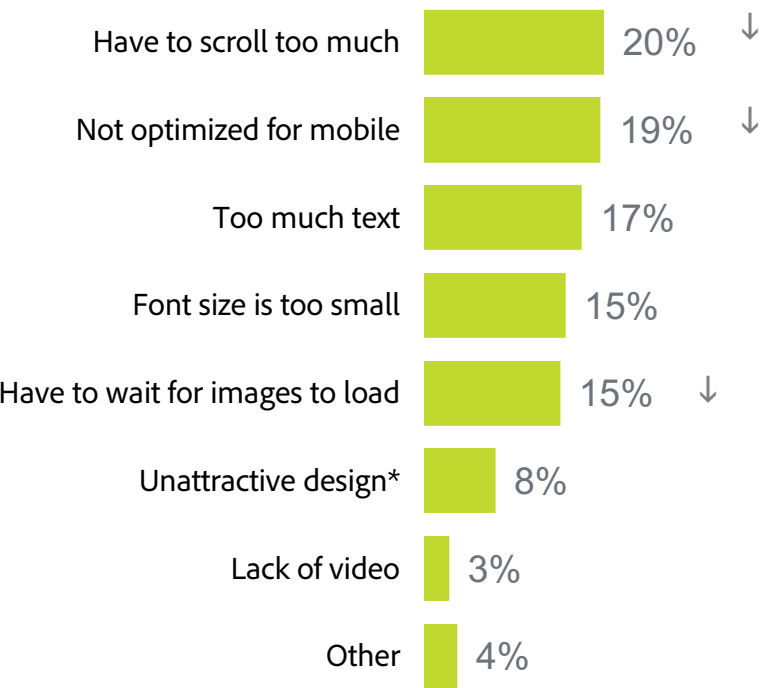|	18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
	26% C	23%	21%	22%	21%
	36% C	**32% C**	29%	30%	30%

Annoying things when reading email from a brand on a smartphone

- **Respondents are split when asked what the most annoying aspect of reading emails is on smartphones: roughly a fifth mentioning one of having to scroll too much, not being optimized for mobile, or having too much text as the most annoying.**

Most annoying thing when reading email from a brand on a smartphone

Have to scroll too much	20% ↓
Not optimized for mobile	19% ↓
Too much text	17%
Font size is too small	15%
Have to wait for images to load	15% ↓
Unattractive design*	8%
Lack of video	3%
Other	4%

18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
16%	18%	**21% A**	18%	**21% D**
21%	20%	19%	19%	19%
20%	16%	17%	**19% E**	16%
8%	10%	**18% AB**	16%	15%
17%	**19% C**	13%	12%	**17% D**
11% C	**11% C**	6%	8%	7%
6% C	**4% C**	2%	**4% E**	2%
1%	2%	**5% AB**	4%	3%

* Unattractive design was a new level in 2017.
Base: All respondents (3,028)
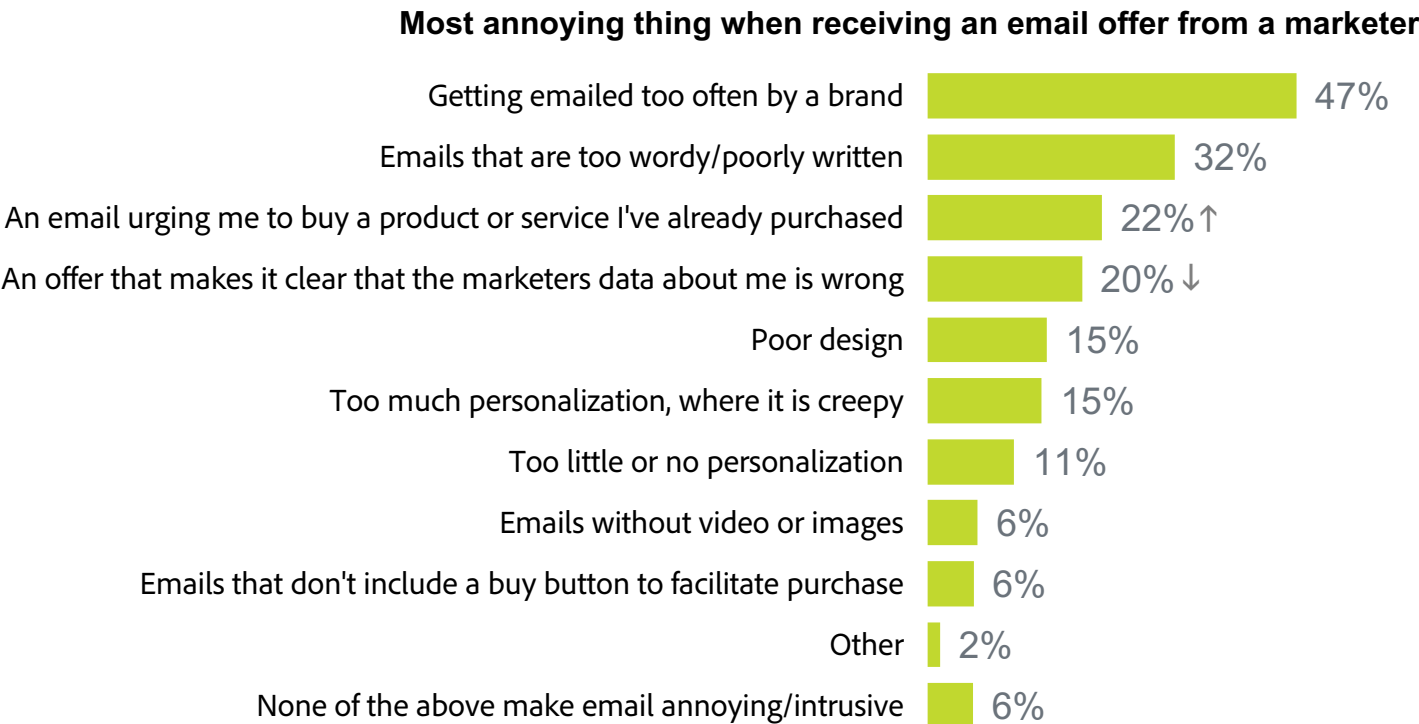q33 -- What's the most annoying thing when reading email from a brand on your smartphone?

↑ Significantly *higher* than 2016
↓ Significantly *lower* than 2016

- **As in 2016, nearly one half of respondents (and more than half of females) find being emailed too often by a marketer as the most annoying when receiving email offers.**

Most annoying thing when receiving an email offer from a marketer

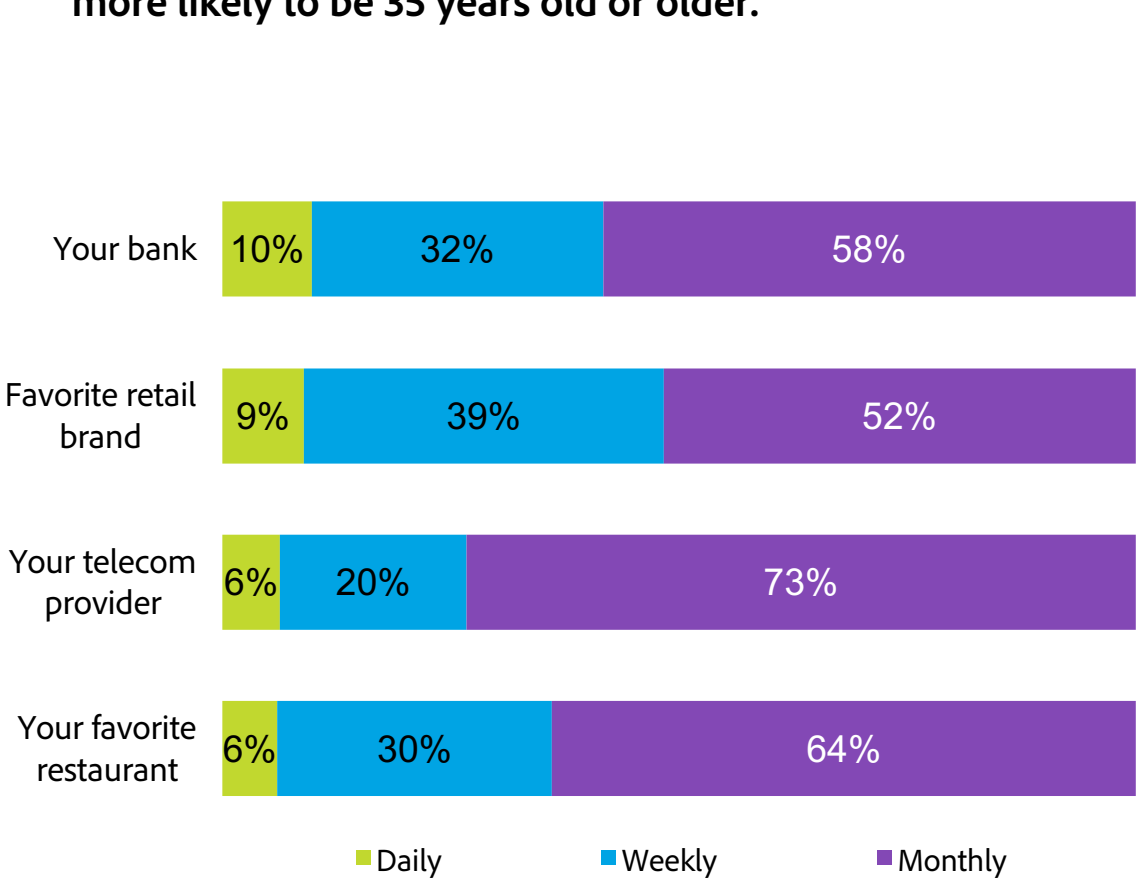|	18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
Getting emailed too often by a brand — 47%	43%	46%	48%	43%	**51% D**
Emails that are too wordy/poorly written — 32%	28%	30%	33%	32%	31%
An email urging me to buy a product or service I've already purchased — 22%↑	22%	21%	23%	24%	21%
An offer that makes it clear that the marketers data about me is wrong — 20%↓	20%	16%	**21% B**	19%	21%
Poor design — 15%	**20% C**	**18% C**	14%	**17% E**	13%
Too much personalization, where it is creepy — 15%	17%	**17% C**	14%	15%	15%
Too little or no personalization — 11%	12%	**14% C**	10%	12%	10%
Emails without video or images — 6%	**9% C**	**9% C**	5%	7%	6%
Emails that don't include a buy button to facilitate purchase — 6%	**10% C**	**7% C**	5%	**7% E**	5%
Other — 2%	0%	1%	**2% A**	**2% E**	1%
None of the above make email annoying/intrusive — 6%	4%	5%	6%	5%	7%

↑ Significantly *higher* than 2016
↓ Significantly *lower* than 2016

Frequency of brand emails

- **Few respondents mentioned that they would like to receive daily emails from their bank, favorite retail brand, restaurant, or telecom provider.**

- **Those who do prefer daily emails are more likely to be younger (18 to 34 years old), while those who prefer monthly emails are more likely to be 35 years old or older.**

		18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
Your bank	Daily	**15% C**	**13% C**	8%	**11% E**	8%
	Weekly	**39% C**	**34% C**	30%	**35% E**	29%
	Monthly	45%	52%	**62% AB**	54%	**63% D**
Favorite retail brand	Daily	**15% C**	**12% C**	7%	10%	8%
	Weekly	**47% C**	41%	38%	38%	41%
	Monthly	38%	**46% A**	**55% AB**	52%	51%
Your telecom provider	Daily	**10% C**	**10% C**	5%	**8% E**	5%
	Weekly	**29% C**	**24% C**	18%	**22% E**	19%
	Monthly	61%	67%	**77% AB**	70%	**76% D**
Your favorite restaurant	Daily	**12% C**	**9% C**	4%	**7% E**	5%
	Weekly	**38% C**	**33% C**	28%	30%	30%
	Monthly	50%	**58% A**	**68% AB**	63%	65%

Interest in brand communication

- **One half of respondents (and more than half of females and those aged 35 or older) are most interested in receiving special offers and promotions from brands that they are interested in.**

Most interested in receiving from brand

Special offers and promotions	51%
Account alerts	22%
Tips and tricks to use /get the most out of the products/services	20%
How actual users are using the products/services	7%

18 to 24	25 to 34	35+	♂	♀
(A)	(B)	(C)	(D)	(E)
43%	45%	53% AB	48%	53% D
28% C	24%	21%	23%	22%
20%	19%	20%	20%	19%
9%	12% C	6%	8%	7%

Importance of customized communication from brands

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

How important is it that brands customize their communication with you as an individual?

Low importance	2	3	4	High importance
11%	10%	36%	28%	15%

■ Low importance ■ 2 ■ 3 ■ 4 ■ High importance
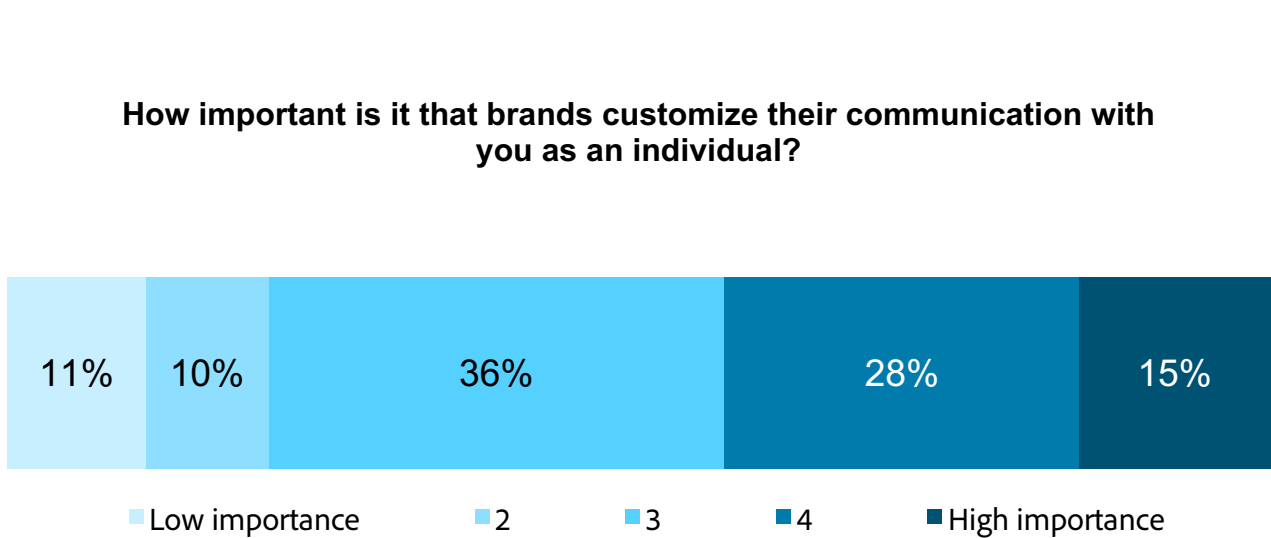
	18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
Low importance	10%	7%	**13% B**	12%	10%
2	**14% C**	**11% C**	9%	10%	9%
3	32%	35%	37%	35%	37%
4	28%	**32% C**	27%	28%	28%
High Importance	16%	15%	15%	15%	16%

Frustrating lack of personalization in emails

- **The two most frustrating ways that brands lack personalization in emails are by including offers that have already expired and recommending items that do not match interests.**

The most frustrating way brands lack personalization in your emails

Including offers that have already expired	29%
Recommending items that do not match your interests	28%
Misspelling your name	18%
Sending you promotions for things you've already purchased	14%
Sending an offer not appropriate to the season or your location	12%

18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
23%	28%	**30% A**	27%	30%
27%	28%	28%	28%	27%
20%	16%	18%	18%	17%
16%	14%	14%	15%	13%
14%	**15% C**	11%	11%	12%

Base: All respondents (3,028)
q53 -- What of the following is the most frustrating way brands lack personalization in their emails?

Appendix

Adobe Marketing Insights & Operations (MIO)

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	45%	46%	**53% AB**	49%	52%
Face-to-face conversations/in-person meetings	19%	17%	**24% B**	22%	22%
Phone	10%	10%	9%	9%	10%
Instant messaging	**10% C**	**11% C**	5%	7%	6%
Video conferencing or video chat	5%	6%	4%	**6% E**	4%
Enterprise social network	**7% C**	**4% C**	2%	3%	3%
File sharing service	4%	**7% C**	3%	4%	4%
Delivering feedback?					
Email	40%	40%	**48% AB**	44%	46%
Face-to-face conversations/in-person meetings	27%	30%	**33% A**	31%	33%
Phone	9%	7%	8%	8%	7%
Instant messaging	**9% C**	**9% C**	5%	6%	6%
Video conferencing or video chat	3%	**3% C**	2%	**3% E**	2%
Enterprise social network	**8% C**	**6% C**	3%	4%	3%
File sharing service	4%	**4% C**	2%	3%	3%

Base: All respondents (3,028)

q45 -- 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	27%	32%	**35% A**	33%	34%
Face-to-face conversations/in-person meetings	41%	39%	**45% B**	40%	**45% D**
Phone	10%	7%	**10% B**	10%	8%
Instant messaging	**10% C**	**7% C**	3%	5%	4%
Video conferencing or video chat	5%	**7% C**	4%	6%	5%
Enterprise social network	3%	**4% C**	1%	3%	2%
File sharing service	4%	**4% C**	2%	3%	2%
A brief question?					
Email	21%	**28% A**	**28% A**	27%	28%
Face-to-face conversations/in-person meetings	25%	19%	21%	19%	**23% D**
Phone	28%	28%	**38% AB**	36%	35%
Instant messaging	**16% C**	**15% C**	9%	12%	10%
Video conferencing or video chat	2%	2%	1%	2%	1%
Enterprise social network	**6% C**	**4% C**	2%	3%	2%
File sharing service	2%	**3% C**	1%	2%	1%

Adobe Marketing Insights & Operations (MIO)

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	22%	**29% A**	28%	27%	29%
Face-to-face conversations/in-person meetings	39%	34%	**44% B**	39%	**43% D**
Phone	19%	18%	19%	20%	18%
Instant messaging	**9% C**	**8% C**	3%	**6% E**	4%
Video conferencing or video chat	4%	5%	4%	**5% E**	3%
Enterprise social network	4%	**3% C**	2%	3%	2%
File sharing service	3%	2%	1%	2%	1%
Alerting your boss of an important issue?					
Email	26%	26%	28%	27%	28%
Face-to-face conversations/in-person meetings	43%	43%	46%	40%	**49% D**
Phone	20%	17%	20%	**22% E**	17%
Instant messaging	4%	**5% C**	3%	**5% E**	2%
Video conferencing or video chat	2%	2%	1%	**2% E**	1%
Enterprise social network	3%	**3% C**	1%	2%	1%
File sharing service	3%	**3% C**	1%	2%	1%

Most appropriate communication method for different interactions

	18 to 24 (A)	25 to 34 (B)	35+ (C)	♂ (D)	♀ (E)
Email	19%	**21% C**	17%	18%	18%
Face-to-face conversations/in-person meetings	62%	61%	**72% AB**	65%	**72% D**
Phone	9%	7%	7%	**9% E**	5%
Instant messaging	4%	**4% C**	2%	2%	2%
Video conferencing or video chat	2%	**3% C**	1%	2%	1%
Enterprise social network	2%	**2% C**	1%	2%	1%
File sharing service	3%	**3% C**	1%	2%	1%

Quitting your job?

Adobe Marketing Insights & Operations (MIO)

Adobe