

# Edison

## State of Email Report

August 2017

### Overview

The following Edison State of Email report offers an in depth analysis of national consumer behaviors and sentiments associated with using email. The research demonstrates that email maintains a dominant role in everyday lifestyles, with American email volume and connectivity measuring at a vigorous pace. Key findings of the research includes the following:

- Most Americans (85%) use a smartphone to access email, with 43% using iOS and 42% using Android to do so.
  - Americans are most likely to have between one and three email accounts.
  - Americans read and respond to important emails in bed (41%), while eating food (39%), in the bathroom (24%), while spending time with their significant other (21%) and children (7%), while intoxicated (5%), and even while driving (3%).
- Email beats chat apps like Hangouts and Slack (35% vs. 5%) in workplace communication.
- Most (74%) of the nation feels overwhelmed by the number and frequency of emails they receive.
  - One third (37%) of Americans say they feel overwhelmed by email every day.
  - One third (32%) of Americans receive up to 100 emails per day, 1 in 10 (12%) receive up to 200 emails per day and a small segment (1%) receive more than 500 emails per day.
  - Comparing devices used to check email, Android users (21%) are more likely than iOS users (18%) to feel overwhelmed by email multiple times per day.
- Nearly half (44%) of America is worried about missing an important email due to email overload.
  - The #1 person consumers are most concerned about missing an email from is a co-worker or professional contact, followed by a family member, their boss, a friend, and their significant other.
  - Surprisingly, more Americans indicated they are concerned about missing an email from their boss (13%) than those concerned about missing an email from their doctor (8%).
- Women are more likely to text (55% women vs. 46% men), while men are more inclined to make a phone call (36% men vs. 28% women) to communicate with their significant other when not together.

- Most (89%) Americans consider purchase-related emails important, with bills (31%) ranking highest in importance, followed by travel bookings (19%).
- The type of email that Americans are most likely to delete is from someone they don't know (76%), followed by retail emails (65%).

## Methodology

Research is based on an online survey fielded August 16-21, 2017 within the United States by Edison Software using SurveyMonkey Audience among a national sample of 1,068 adults, aged 18 and older. For complete survey results please contact [press@edison.tech](mailto:press@edison.tech).

## About Edison Software

Edison Software is transforming the way people communicate with innovative, AI-driven products, including: the award-winning Edison Mail and Edison Assistant applications, the Edison Trends dashboard and Edison API. Funded by Mayfield, USVP, Nautilus Venture Partners and Emerillon Capital, Edison is headquartered in San Jose, California.

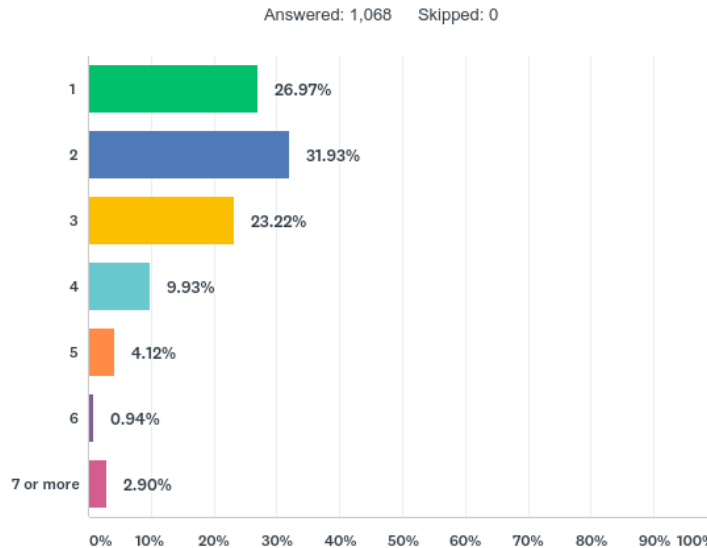
For more information visit [www.edison.tech](http://www.edison.tech). Follow us [@edison\\_apps](https://twitter.com/edison_apps) on Twitter.

# 2017 STATE OF EMAIL

## National Access to Email is Mobile

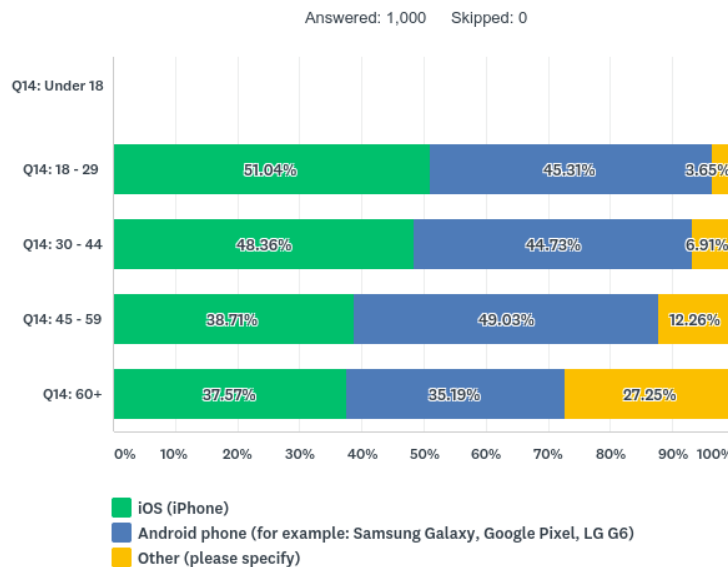
Edison's survey discovered that most Americans (85%) use a smartphone to access email, with 43% using an iOS smartphone (iPhone) and 42% using an Android smartphone, to do so. Americans are most likely to have between one and three email accounts, though an ambitious segment (3%) of the country indicated they have 7 or more.

### # Email Accounts Per Person



Comparing types of smartphone used to access email revealed that iOS is more popular than Android among age groups 18-29, 30-44, and 60+. However, respondents ages 45-59 showcase higher preference for Android over iOS.

### Type of Smartphone Used for Email by Age



## Email Embedded in American Lifestyles

The research also reflects how embedded email is within our nation's culture. A steady portion of the country attends to important emails regardless of the personal situations they may be in at the time. For example, American respondents read and respond to important emails in the following places:

1. In bed (41%)
2. While eating food (39%)
3. While on the go (34%)
4. In the bathroom (24%)
5. While spending time with their significant other (21%)

During a meeting (16%) and while shopping (13%) are additional times that people attend to important emails. A small segment of the population confessed they even respond to important emails while spending time with children (7%), while intoxicated (5%), and, regrettably, while driving (3%).

## Email Usage by Gender

Women are slightly more likely to use an iOS (45%) than Android (40%) smartphone to check email, while men are slightly more likely to use Android (44%) than an iOS (41%) for mail. Looking at the places that important emails get dealt with also varies by gender.

Among those that indicated they read and respond to important emails in different types of situations, women are most likely to attend to important emails while eating food (47%) or in bed (46%). Comparatively, men are most likely to do so in bed (36%) or on the go (31%). Additionally, men (7%) are more likely than women (4%) to send an email while intoxicated, while women (24%) are more likely than men (18%) to send an email while spending time with their significant other.

	ON THE GO	DURING A MEETING	WHILE EATING FOOD	WHILE INTOXICATED	WHILE SPENDING TIME WITH SIGNIFICANT OTHER	WHILE SPENDING TIME WITH CHILDREN	WHILE DRIVING	WHILE SHOPPING	IN THE BATHROOM	IN BED	TOTAL
Female	36.07% 189	15.84% 83	46.56% 244	3.63% 19	24.24% 127	7.25% 38	3.24% 17	14.12% 74	22.52% 118	45.42% 238	114.70% 1,147
Male	31.09% 148	15.34% 73	30.04% 143	6.51% 31	18.07% 86	6.30% 30	3.15% 15	11.97% 57	26.89% 128	36.13% 172	88.30% 883
Total Respondents	337	156	387	50	213	68	32	131	246	410	1,000

# COMMUNICATION PREFERENCES PERSONAL VS. PROFESSIONAL CIRCLES

## Personal

When it comes to communicating with their significant other when not together, women are more likely to send a text (55% women vs. 46% men), whereas men are more inclined to make a phone call (36% men vs. 28% women). Only a minute portion will send an email to their SO (7% men vs. 4% women) when not together, and even less will communicate via chat apps like Hangouts, Messenger, WhatsApp, or Slack (4% men vs. 4% women).

Comparing different age groups revealed that text messages are the most likely method of communication between significant others across all ages under 60 years old.

## If you're not in the same place, how do you MOST often communicate with your significant other?

Answered: 1,000 Skipped: 0

	EMAIL	TEXT	PHONE CALL	CHAT APP (I.E. HANGOUTS, MESSENGER, WHATSAPP, SLACK)	OTHER (PLEASE SPECIFY)	TOTAL
Q14: Under 18	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Q14: 18 - 29	4.17% 8	67.19% 129	10.94% 21	9.90% 19	7.81% 15	19.20% 192
Q14: 30 - 44	6.91% 19	62.55% 172	17.09% 47	5.09% 14	8.36% 23	27.50% 275
Q14: 45 - 59	5.81% 9	52.90% 82	32.90% 51	3.23% 5	5.16% 8	15.50% 155
Q14: 60+	5.03% 19	32.80% 124	52.38% 198	0.26% 1	9.52% 36	37.80% 378
Total Respondents	55	507	317	39	82	1,000

## Professional

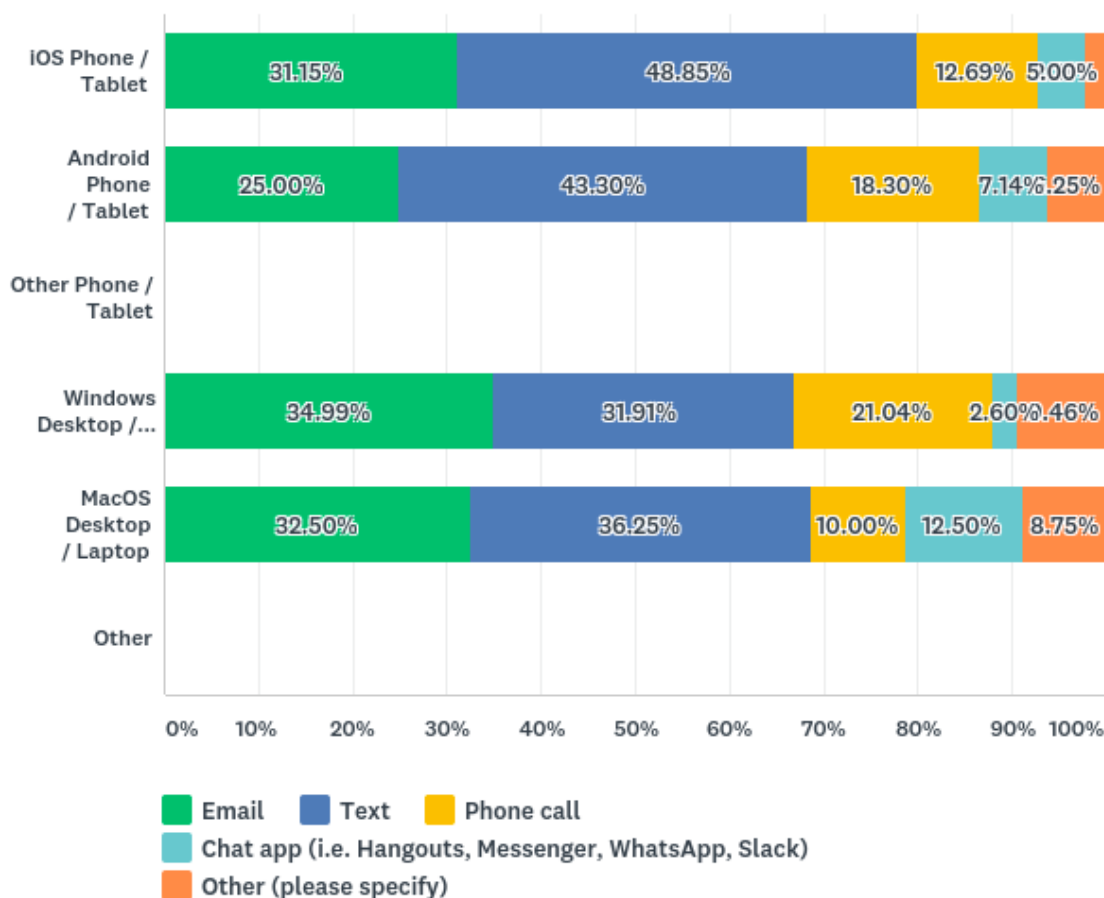
In the workplace, communication preferences with co-workers remain fairly traditional. Americans prefer text message (39%) as the communication method of choice with co-workers who are away from them, followed by email--which still beats chat apps like Hangouts and Slack (35% vs. 5%) in workplace communication.

Examining communication at work also demonstrates that women are more likely to text (41% women vs. 37% men) or email (34% vs 29%) a co-worker when not together. Men again showcased higher likelihood of making a phone call (23% men vs. 12% women) to a colleague away from them. Email to colleagues was the second highest method of communication among one third of both genders (34% women and 29% men).

Regardless of whether using devices across iOS, Android, Windows or Mac OS, users are still more likely to text or email their colleagues before they make a phone call or use a chat app like Hangouts, Messenger, WhatsApp or Slack, to communicate when not together.

### Workplace Communication Preference by Device

Answered: 987 Skipped: 0



# NATIONAL IMPACT OF “EMAIL OVERLOAD”

## Most Americans Overwhelmed by Too Much Email

Edison’s survey indicates that the majority (74%) of the nation feels overwhelmed by the number and frequency of emails they receive, an issue that is colloquially referred to as “email overload.” One third (37%) of Americans say they feel overwhelmed by email every day, 17% feel overwhelmed multiple times per day and 21% feel overwhelmed at least once per day.

When it comes to the amount of emails being received, one third (32%) of Americans receive up to 100 emails per day, 1 in 10 (12%) receive up to 200 emails per day and a small segment (1%) say they receive more than 500 emails per day.

### The research also found that:

- One third (33%) of Americans feel stressed when they receive too many emails. 1 in 5 (19%) feel angry/frustrated. A small segment (2%) even feel depressed.
- Comparing gender, women (80%) are more likely than men (68%) to feel overwhelmed by the number and frequency of emails they receive.
- Comparing devices used to check email, Android users (21%) are more likely than iOS users (18%) to feel overwhelmed by email multiple times per day.

## Managing Email Overload

Most (87%) Americans said they have taken steps to manage email overload. In fact, 73% have unsubscribed from emails they don’t want. Conversely, nearly half (44%) of the nation admits they have tediously spent hours deleting emails from their mailbox. One third of the country has contacted email senders to stop sending them messages and some said they have gone as far as closing their email account (5%) or opening a new one (7%) to manage email overload.

## Range of Email Importance

Nearly half (44%) of America is worried about missing an important email due to email overload. The #1 person consumers are most concerned about missing an email from is a co-worker or professional contact, followed by a family member, their boss, a friend, and their significant other. Surprisingly, more Americans indicated they are concerned about missing an email from their boss (13%) than those concerned about missing an email from their doctor (8%).

## Email Senders Most Concerned About Missing

Answered: 1,005    Skipped: 63

ANSWER CHOICES	RESPONSES	
A coworker or professional contact	27.06%	272
A family member	21.89%	220
My boss	12.94%	130
A friend	12.44%	125
My significant other/partner	10.15%	102
My doctor	7.96%	80
My child(ren)	7.56%	76
TOTAL		1,005

Most (89%) Americans consider purchase-related emails important. Among national email users, bills (31%) rank highest in importance, followed by travel bookings (19%), package tracking (18%), purchase receipts (15%) and event tickets (7%). From the opposite perspective, the type of email that Americans are most likely to delete is from someone they don't know (76%). This is followed by retail emails (65%), news and media emails (51%), travel related emails (42%), and financial emails (17%).

