

EUROPEAN E-MAIL MARKETING CONSUMER REPORT 2009

▶ REPORT EUROPE

E-mail and newsletter habits and behaviour: comparisons between Italy, Spain, France, Germany and the U.K.

- ▶ REPORT ITALY
- ▶ REPORT SPAIN
- ▶ REPORT FRANCE
- ▶ REPORT GERMANY
- ▶ REPORT UNITED KINGDOM



ESTRATTO DEI RISULTATI DELLA RICERCA

ContactLab is the leading Italian provider of solutions and consultancy relating to **e-mail, text messaging** and **digital direct marketing**.

Since 2000, the company has developed its expertise in managing over **800 Clients** in all sectors, to enable it to offer a complete mix of technology and consultancy, from "turnkey" products to advanced customised solutions for 360° management of international campaigns.

ContactLab provides:

- digital marketing consultancy (producing e-newsletters and direct e-mail marketing campaigns);
- technology for managing e-mail campaigns (over 20 million e-mails sent each day), sms, mms, fax and surveys with statistical, comparative and performance analysis;
- consultancy for creating campaigns to increase user take-up, competitions and online games to expand database registrations, incentivisation and loyalty programmes.

ContactLab has a team of more than 50 professionals, experts in information technologies and systems, communication and marketing, business development, Internet and e-mail strategies.



The survey universe

The sample used in this study represents weekly Internet users aged between 18 and 74, living in **the five largest countries in Western Europe**.

Based on the above definition, the overall population analysed is made up of **144.2 million individuals**.

The total sample is made up of **4,745 cases** and is divided by gender and age (in five bands), according to indications from the Basic Research used in each country.

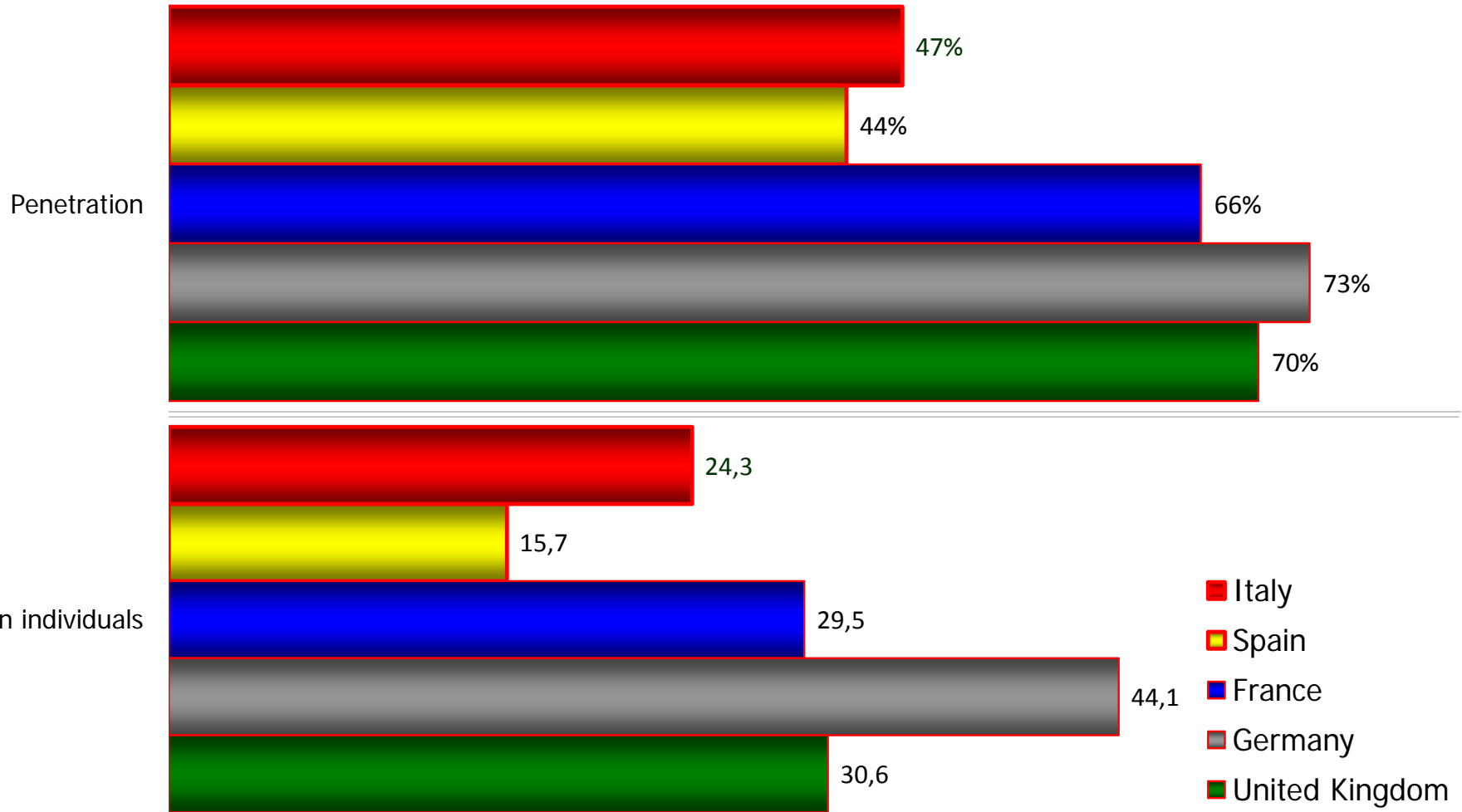
The study is designed to describe an important feature of online activity, distinguished in particular by the intensity of Internet usage. The sample of respondents was therefore treated statistically, taking into account the frequency of their connection to the Internet in addition to the age and gender structure.

The research was carried out with individuals belonging to the Human Highway OpLine panel in Italy, the Toluna panel in Spain and the SSI panels in France, Germany and the United Kingdom.



Internet users in the five largest countries of Europe

Dimensions



Total sample: Italy: 914 / Spain: 769 / France: 927 / Germany: 1.122 / United Kingdom: 1.013

The penetration of Internet use is calculated on the total number of inhabitants aged between 18 and 74 in each country.

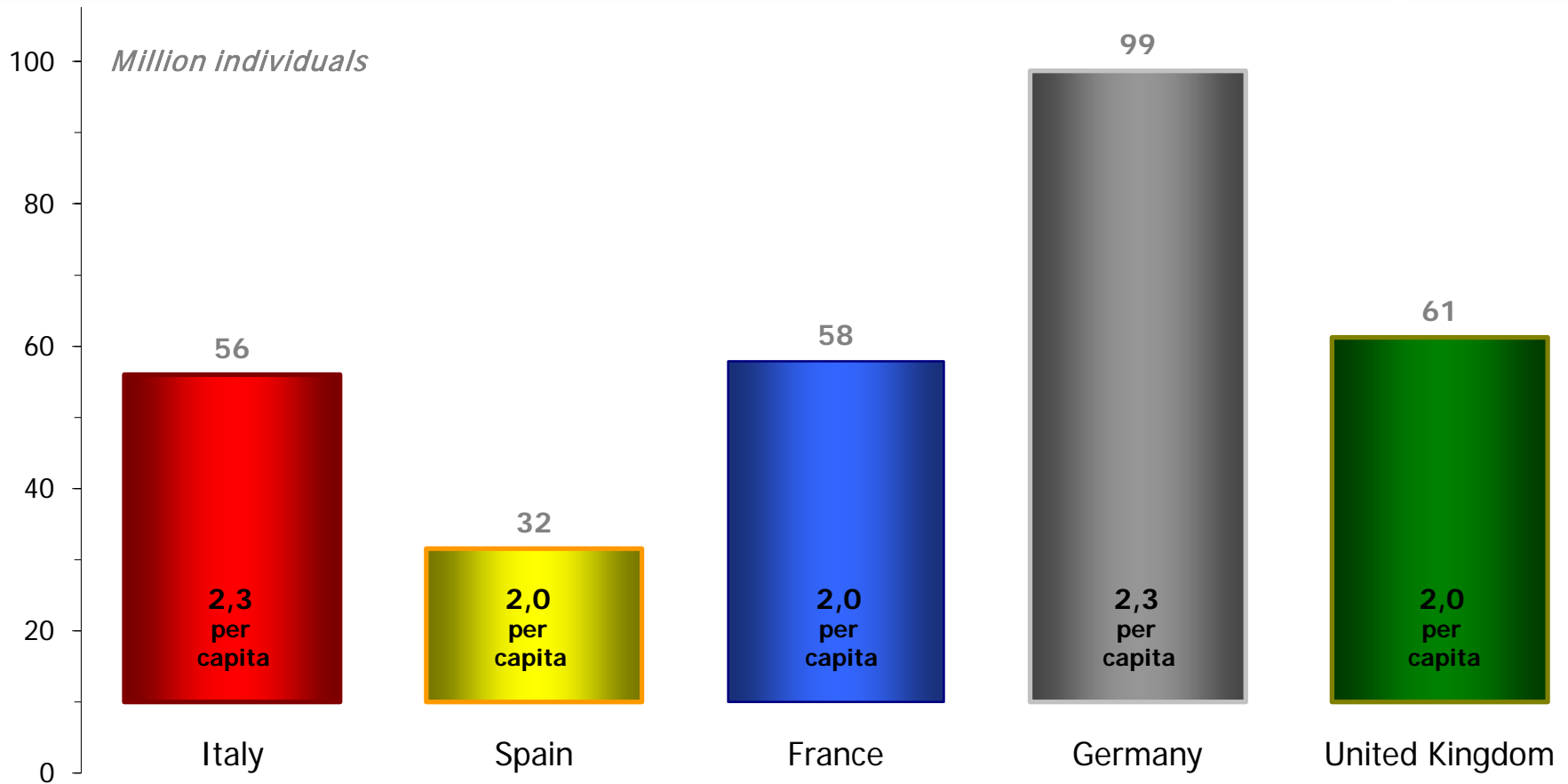


Regular use of e-mail

Number of e-mail accounts used

Let us begin with e-mail and your usual habits in using this form of communication. In this survey we will discuss e-mail accounts. By this term we mean e-mail addresses that you use to read and write your e-mails. How many different e-mail accounts do you usually use?

Base:
total sample:
4.745



The per capita number of e-mail accounts used regularly is very similar across the different countries studied. Germany and Italy have an above average number of accounts per capita.

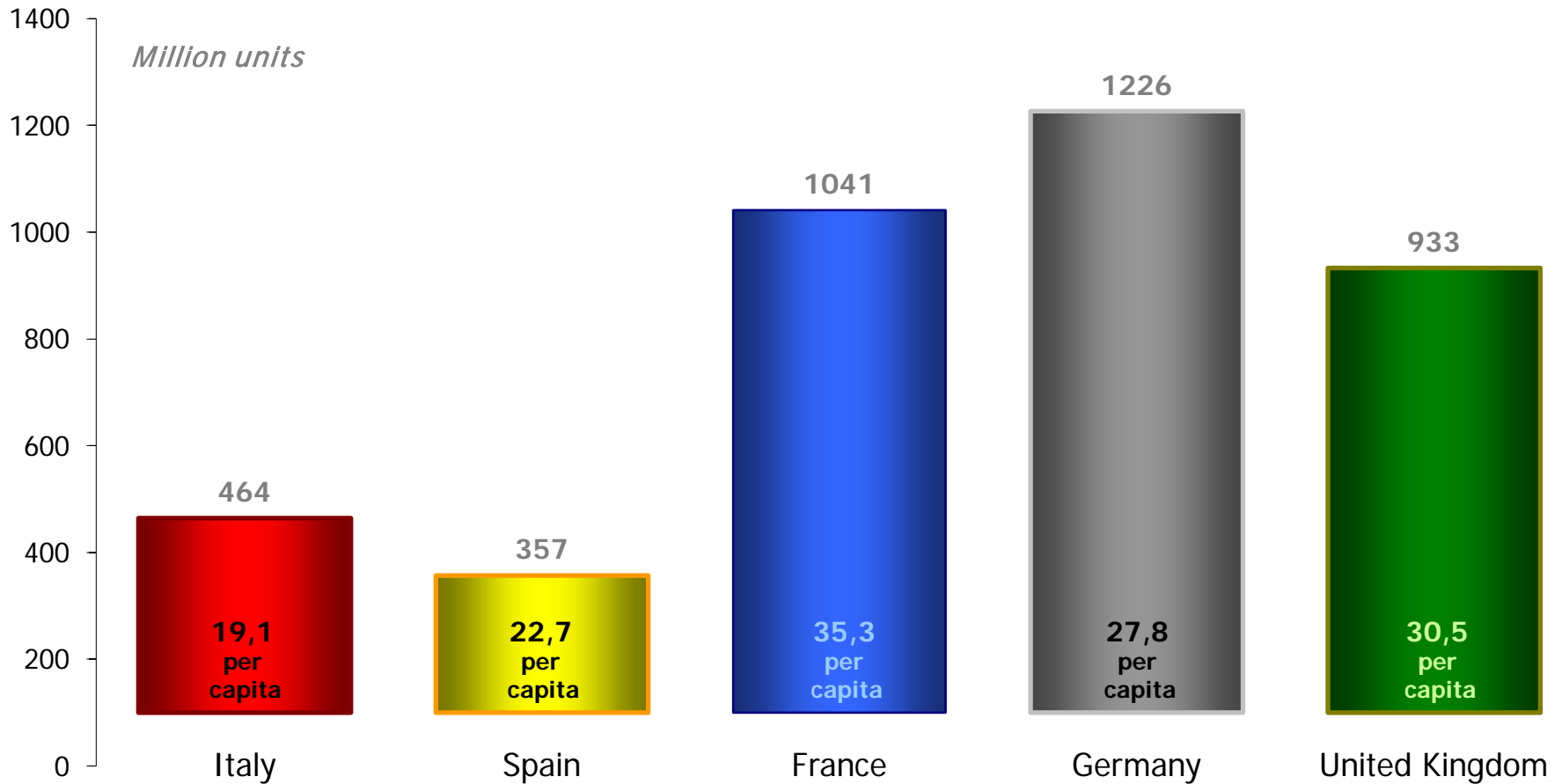


Regular use of e-mail

E-mail messages received on an average day

Now think about all the types of e-mail you received yesterday (work, personal, sent by automated systems etc...). Approximately how many e-mails did you receive yesterday in all the e-mail accounts you usually use?

Base:
total sample:
4.745



Estimated e-mail traffic in the five countries is close to 4 billion individual messages every day.

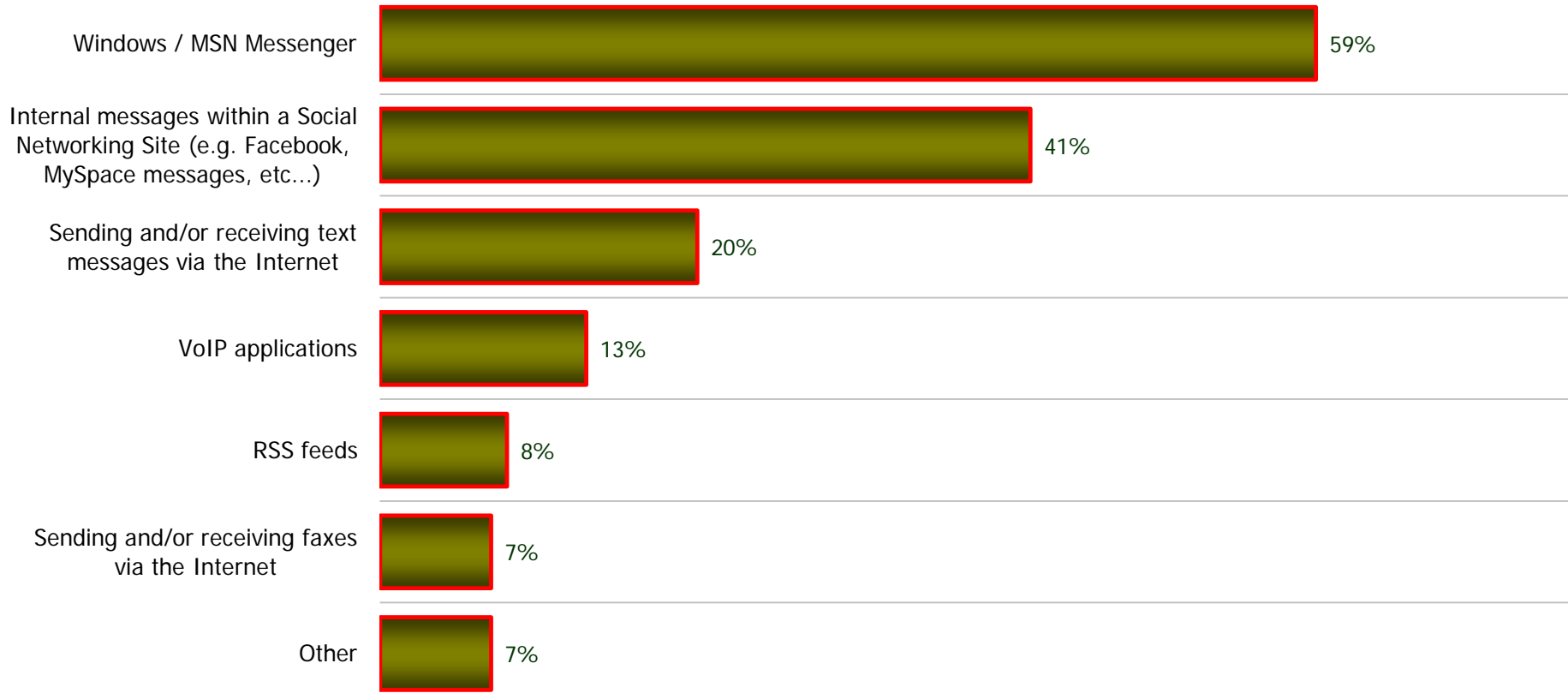


Messaging and communication systems

Use of solutions other than e-mail

Besides email, which of these other messaging and communication systems do you regularly use on the Internet?

Base:
total sample: 4.745



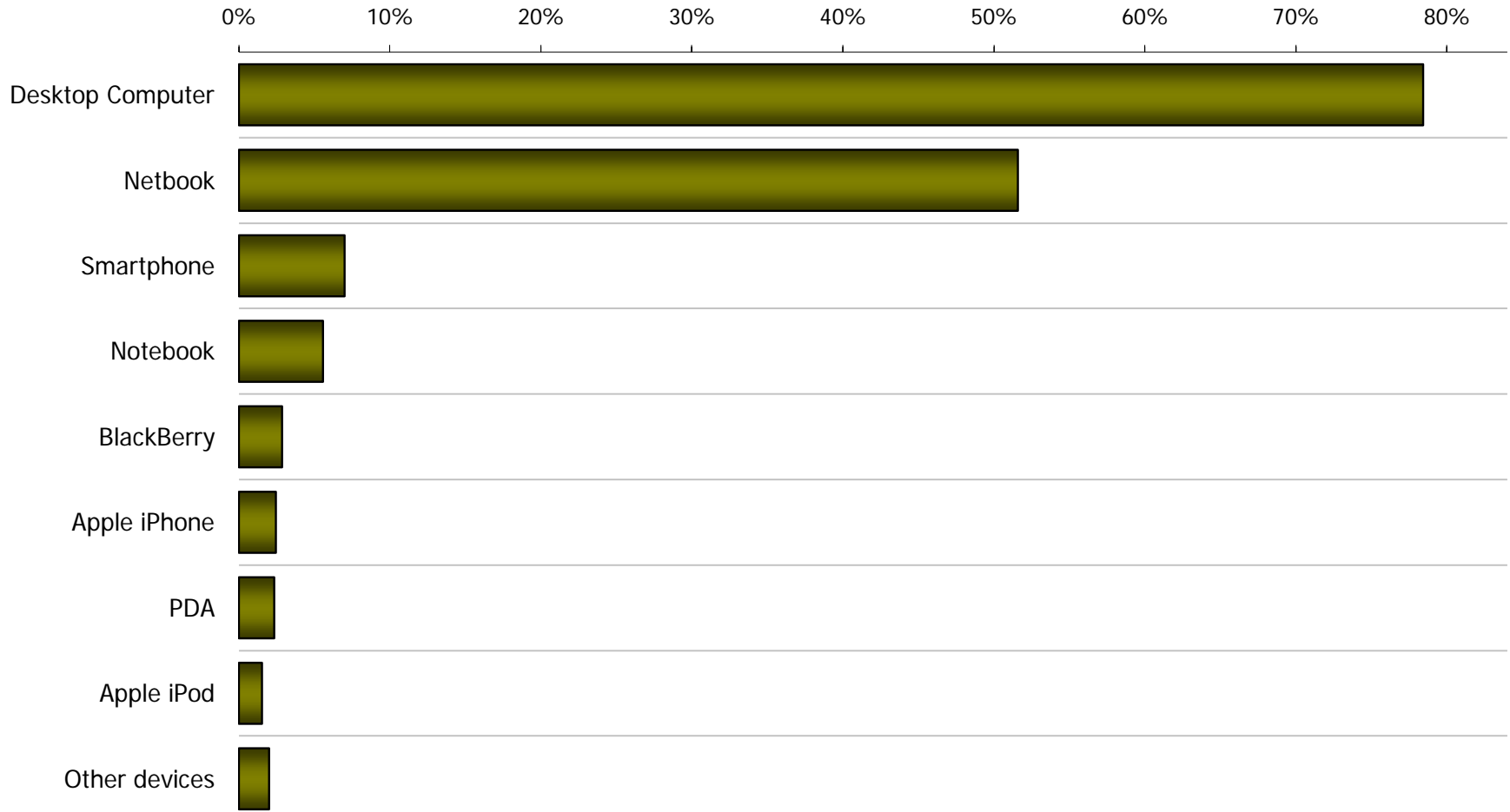


Regular use of e-mail

Equipment used to check e-mail

*Which devices do you use to access your e-mail accounts?
[indicate all those you own and use to access your e-mail]*

Base:
total sample:
4.745





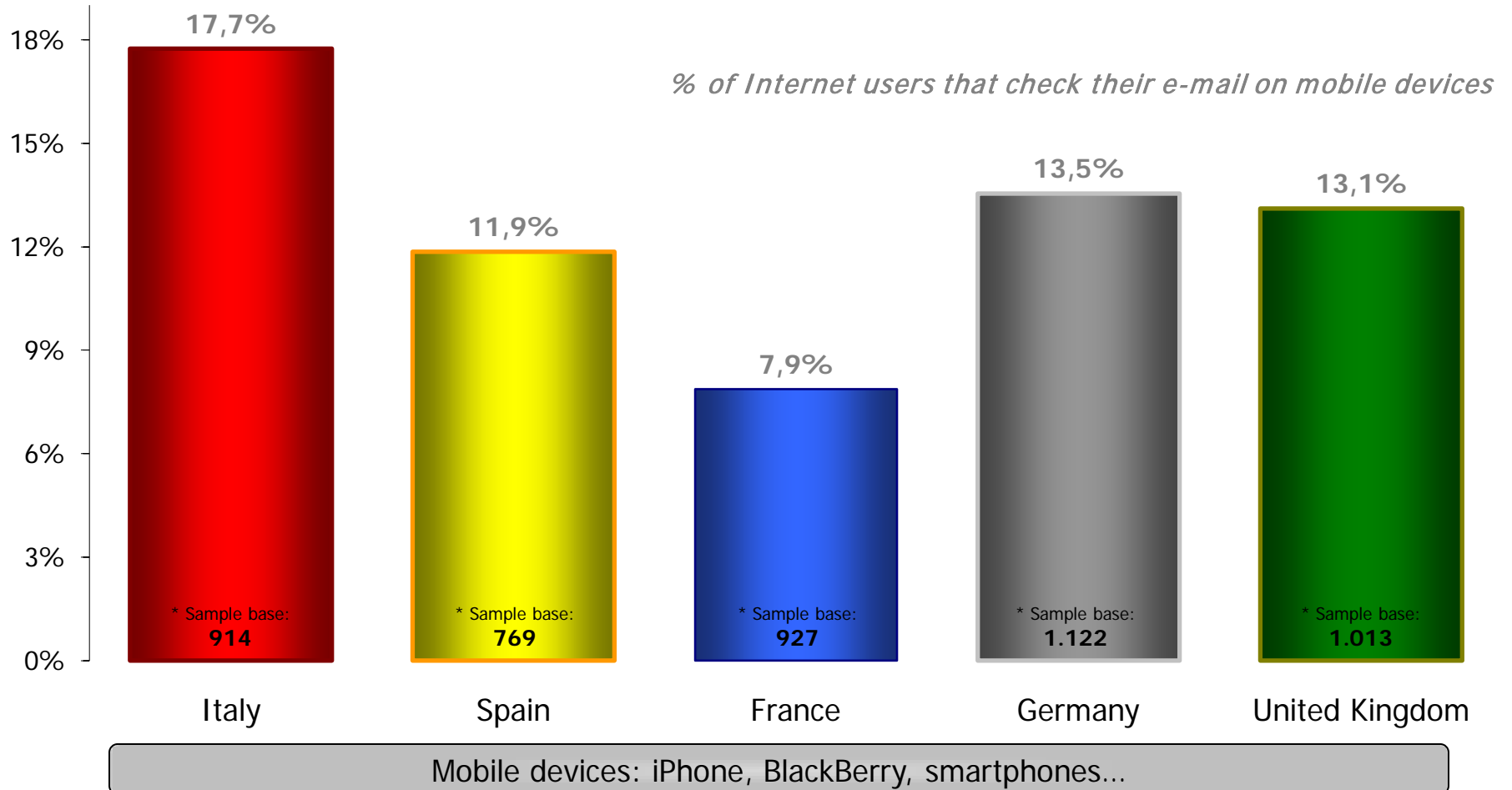
Regular use of e-mail

Devices used to check e-mail

What devices do you use to access your e-mail accounts?

[Mobile devices: iPhone, BlackBerry, smartphones...]

Base:
total sample:
4.745 *



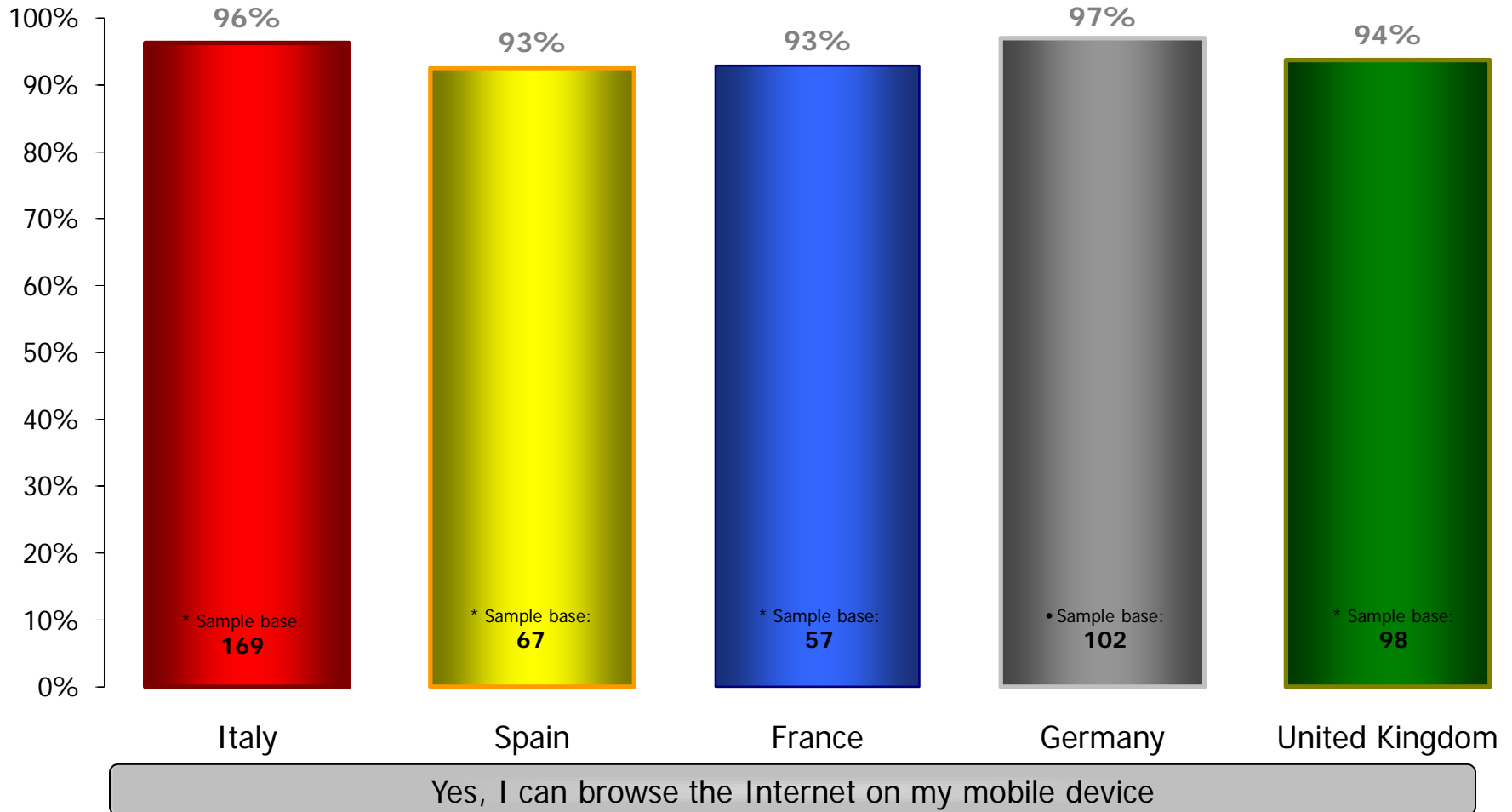


Functionality and use of mobile devices

Browsing the Internet

Apart from accessing e-mail on the mobile device you have said you use, can you navigate the web?
[Yes, I can]

Base: sample of users of at least one advanced device: 493





Wireless connection to the Internet

Typical situations

Now we are going to show you a few typical situations in which you can connect to the internet to check and write emails. Can you tell us how often these situations apply to you?
[indicate all those you usually use]

Base:
total sample:
4.745

At home I use a Wi-Fi connection



I use a Wi-Fi connection at my place of work



I look for somebody else's Wi-Fi connection while I am out (on the street, in public places, stations, shops, etc...)



I connect to the internet via the wireless service offered by my mobile phone provider





The complete version of the study

E-mail Marketing Consumer Report 2009

E-mail and e-newsletter habits and behaviour:

comparisons between

Italy, Spain, France, Germany and the United Kingdom

with a total of

97 pages - **80** diagrams - over **4.700** interviews conducted
can be downloaded free of charge from the website

www.en.contactlab.com

The following detailed reports on individual countries
are also available in English:

E-mail Marketing Consumer Report 2009 - Italy

E-mail Marketing Consumer Report 2009 - Spain

E-mail Marketing Consumer Report 2009 - France

E-mail Marketing Consumer Report 2009 - Germany

E-mail Marketing Consumer Report 2009 - U.K.

E-mail Marketing Consumer Report 2009

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This study was conducted by Human Highway, which is responsible for all of its contents.



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