



how we
respond
is who we are

Email Responsiveness Research – Global Overview

Personal Priorities

Almost half (49%) of people polled respond quickest to their partner, ahead of their boss (29%), colleagues (23%) and even customers (31%).

- Russia and UAE are the only countries which chose to respond quickest to parents above friends
- Only 9% of people in Spain respond to their mums the quickest - the lowest of all nations polled

Quick time

Three quarters of people (76%) spend up to an hour of their working day responding to emails.

- South Africans spend the most time responding, spending two hours or more (14%), followed by Singapore (13%) and UAE (12%)
- South Africa is the quickest nation with 24% responding to most mails within five minutes
- Brits are the slowest with 13% taking up to two hours and a further 11% admitting to taking over a day to respond
- Interestingly, 60% of people from UAE believe it is best to reply to important emails quickly rather than spending time making sure it reads perfectly before hitting send

Going Vocal

If people want to respond quickly to an email, they will often resort to more traditional methods of communication:

- 46% will call the sender
- 25% will text
- 23% will email
- 10% of Russians choose to respond to important emails via instant messaging – more than any other nation polled

Reading Emails

20% of people spend, on average, 20 minutes a day reading emails they receive – which means we spend approximately one minute digesting each email we receive.

- Singapore (23%) and South Africa (19%) are the most scrupulous nations, spending an hour or more carefully reading the emails they receive
- Spain is the most selective nation when it comes to screening emails - 62% of Spaniards only read an email if they know who sent it

¹ All figures are representative of those respondents who use email.



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Work Emails

Globally, work emails are read the most thoroughly with 47% of recipients taking time to methodically go through the correspondence they are sent.

- 61% of Italians read all emails thoroughly, making them the most conscientious
- Only a third of Brits (30%) can be bothered to read all the work emails they receive thoroughly, the lowest in the ranking

END

Research conducted by ICM among 7,826 people in seven countries during July 2009. Countries where research was conducted: UK, Russia, Spain, South Africa, UAE, Singapore and Italy