



how we
respond
is who we are

Email Responsiveness Study

COUNTRY FACT SHEET - ITALY

Research compiled by:	ICM
Global sample base:	7,826
Italy sample base:	1,000
Gender split:	499 males / 501 females
Research carried out in 7 different countries:	UK, Russia, South Africa, United Arab Emirates Spain, Italy, Singapore

Summary

Email is now the dominant form of communication across Italy, with half of those polled (50%) choosing it to connect with friends, family and colleagues, ahead of the telephone (36%) and text (9%).

The email responsiveness study was conducted by Nokia in Italy and six additional countries around the world and looked at the factors which influence how people respond to one email over another and how they manage the hundreds of emails sent and received each week.

The Italian results reveal 56% of people polled spend up to half an hour a day responding to emails, with the majority (57%) receiving up to 20 emails per day. On average, Italians spend up to seven entire days responding to emails each year.

Email is now a fundamental way of communicating both in our personal and work lives. The research reveals just how much of our day is taken up reading and responding to emails. These response times can be significantly reduced with Nokia mobile email, making social lives easier to manage and work situations more efficient.

National Key Facts:

1. 48% of those polled in Italy only read an email if they know the sender.
2. 61% of Italians read all the work emails they receive - the highest percentage in all nations polled - but 12% admit to reading only the most important ones.
3. 12% of Italians will read emails about their social life over and above those from work.
4. Over half (54%) respond quickest to work emails, closely followed (at 47%) by responses to a partner, 44% to friends, ahead of family at 13%. Responding to Dad comes at the bottom of the list with only 6% prioritizing these emails.
5. Italy is only one of two countries which admits to choosing a letter as a form of response to a communication.

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



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Regional Highlights:

Campania key facts

- Over half (54%) of people from Campania read every personal email they receive, whereas 10% only read the most important emails.
- When it comes to work emails, Campanians prioritize them over personal emails, with 58% reading each one they receive.
- 9% of Campanians take over an hour a day to get through all their emails.

Emilia Romagna key facts

- Emilia Romagna has the highest proportion (59%) of people who would be more likely to read an email if it is from someone they know.
- In Emilia Romagna, most people (71%) respond to an email with an email. 14% use instant messaging, whereas only 13% use the phone to call.
- More people in Emilia Romagna (53%) than anywhere else in Italy ensure their emails read perfectly before sending them.

Lazio key facts

- Lazio and Toscana lead the way on thorough reading of work emails, with 67% of respondents in each region spending time doing this.
- A higher percentage of people from Lazio (54%) respond fastest to their partners' emails than in other regions in Italy.
- In Lazio, 42% of people respond to an email within 10 minutes of receiving it, more than any other region in Italy.

Lombardia key facts

- People in Lombardia and Veneto spend the most time reading their emails: 19% spend an hour or more a day, the highest percentage in Italy.
- In Lombardia, more people (27%) are likely to open an email from their partner, before another type of email, than elsewhere in Italy.
- Only 9% of husbands admit to responding to their wives' emails with speed, the lowest figure in the regions.



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Piemonte key facts

- Piemonte ranks lowest of the regions when it comes to thoroughly reading work emails. Even so, over half (55%) of the people who live there manage to do so.
- In Piemonte, 76% respond to an email with an email; 5% would text; 9% would call; and 9% would use instant messaging.

Puglia key facts

- In Puglia, 60% read all their personal emails, with only 4% ignoring chain or fun emails, and 1% read this type of email exclusively.
- When it comes to work email, 17%, the highest percentage in the regions, check only their most important work email.
- In Puglia, more people (61%) reply speedily to friends' emails than in the other regions.

Sicilia key facts

- In Sicily, 28% of people respond to an email within ten minutes of receiving it.
- 69% of Sicilians would respond to an email with an email; 17% would prefer to speak to them on the phone, and 12% would send a text or an instant message.
- People in Sicily care less than any of the other regions (35%) about whether their email reads perfectly before they send it.

Toscana key facts

- People in Tuscany are the most conscientious in Italy when it comes to personal emails, with 64% reading each and every one they receive.
- In Tuscany, more people (43%) are likely to open a work email before another type of email than elsewhere in Italy.
- In fact, they are likely to respond quicker to work emails than any other type of email, and faster than other Italians, responding fastest to clients and colleagues, followed by their boss.

Veneto key facts

- In Veneto, only 44% admit to thoroughly reading every personal email they receive, the smallest percentage of Italians asked.
- By contrast, 17% of Venetians read their most important personal emails only – the highest percentage of Italians asked.
- Only 5% of wives in Veneto respond quickly to their husbands' emails – the lowest figure in the regions.