Email Exceeds Phone As Favored Communication Tool

Contributed by Nathan Dickman
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According to a study by www.Reachon.com Permission-Based Email Marketing Service for small and large businesses, email has exceeded the phone as a favored communication tool for work and play. Findings show, 20% stated that checking emails first thing in the morning delayed them taking kids to school on time, 26% stated that they made it to work late, 15% stated that they checked emails via PDA in the bathroom.The final study conducted over a 12 month period found that more than 32% of email users in the study used email as a primary source to conduct business, communicate with friends, make purchases, and have exchanges with family members. This is a strong indicator that email is quickly becoming the leading communication tool by email users.

â€œUsage of email as the main communication tool at home and business is increasing by the second,â€• says William Peraza, President of Reachon.com. â€œNew PDAs that enable individuals to stay connected 24 hours a day and the ease of sending text messages has made the email as important as the cell phone as the key form of communication.â€•

These are some of the findings of a new study conducted by Reachon.com, the leading permission-based email marketing service:

When interviewed, 45% of respondents stated that the first thing they did when they woke up in the morning was check their email, even before going to brush their teeth. 20% stated that checking emails first thing in the morning delayed them taking kids to school on time, 26% stated that they made it to work late. Further, 35% of individuals stated that they spent the entire day reviewing their emails via their cell phones, on an average every five minutes. 80% percent stated upon returning from lunch the first thing they did after going back to work was check emails before checking voice mails. 15% stated that they checked emails via PDA in the bathroom. Overall, 85% stated that they preferred communicating via email than via phone, main reason was the ability to be straight to the point.

â€œWe are becoming a society that is more to the point,â€• says Peraza. Having a long conversation on the phone with more widespread use of Blackberries/PDAs to communicate, where with only a few words the individual on the other end can get the message across and even close a major deal.â€•

More than 10,000 individuals were surveyed for the www.Reachon.com Email Marketing Study.

Contact:
Maria Gomez
305-761-4371

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