



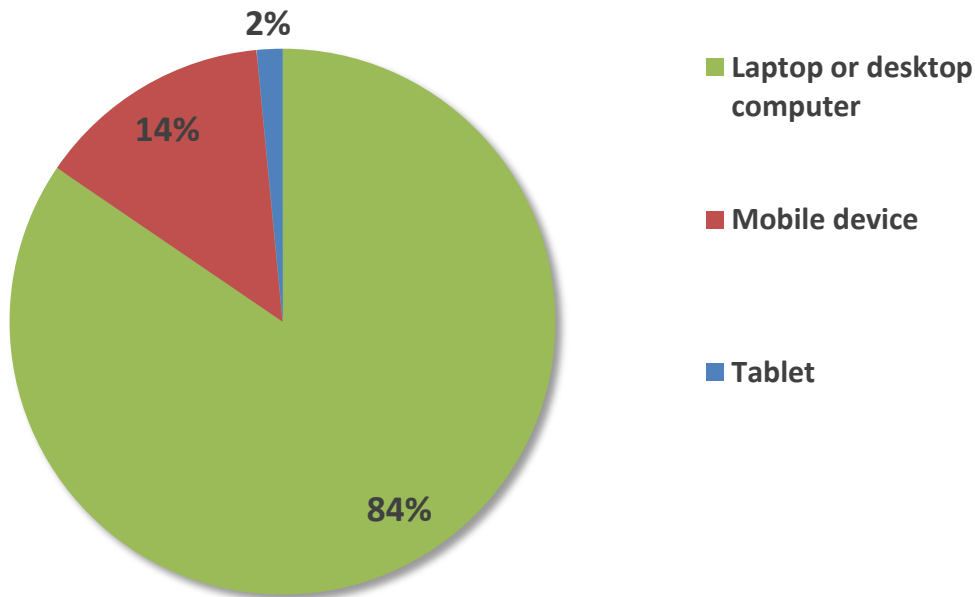
# 10 Facts About Why and How Consumers “Like” and Subscribe

*From the December 2011 Chadwick Martin Bailey Consumer Pulse*



# 1. Despite the widespread use of mobile devices, most people still primarily access email from their computers

## Primary device used to access email

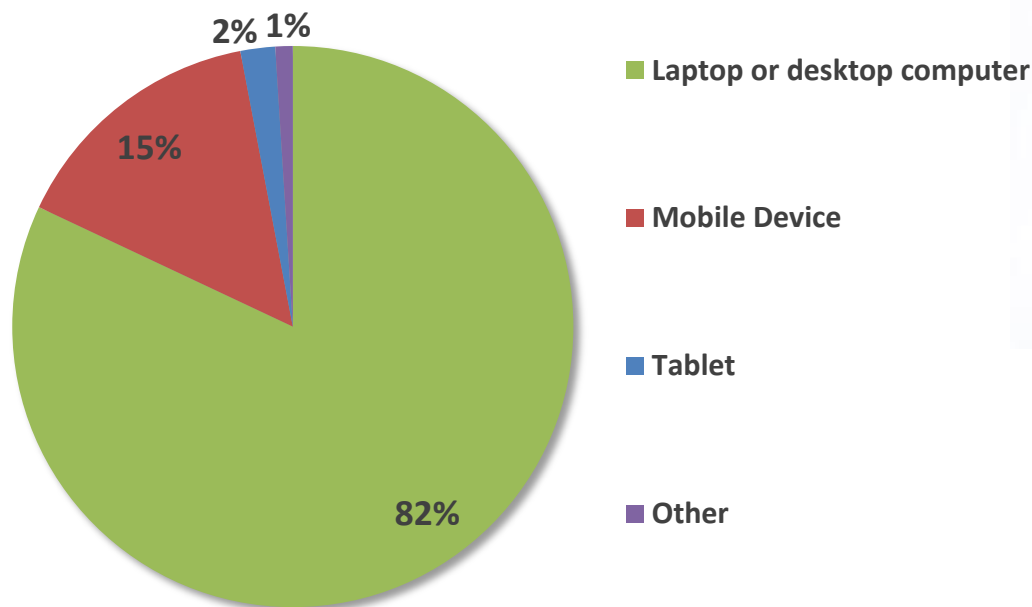


## Did you know?

66% of people under 30 use their smartphones or cell phones to access their email

## 2. While 30% of consumers access Facebook from a mobile device some of the time, most still prefer their computers

Primary device used to access Facebook

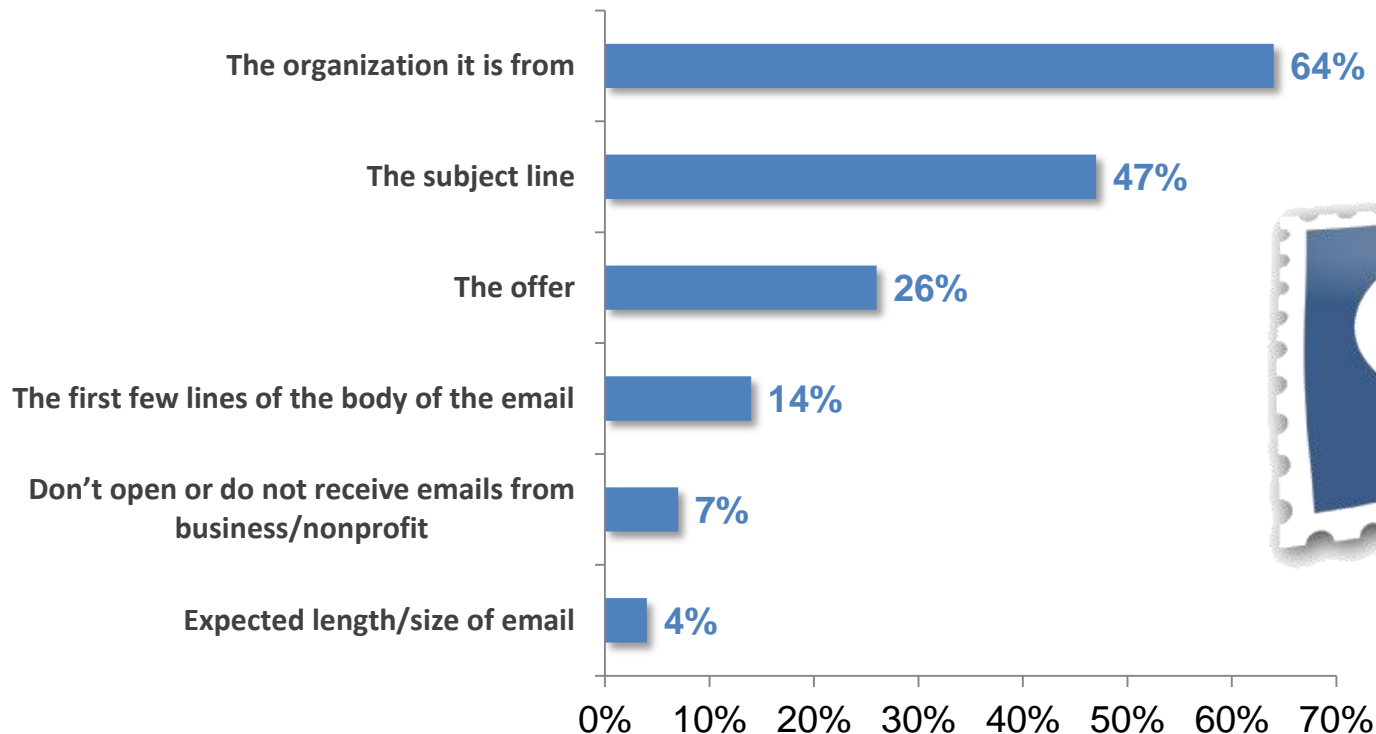


### Did you know?

Over half (54%) of people under 30 use their smartphones or cell phones to access Facebook

### 3. Relationships with an organization and a strong subject line are key to getting emails opened

#### Reasons for opening emails from businesses or non-profits



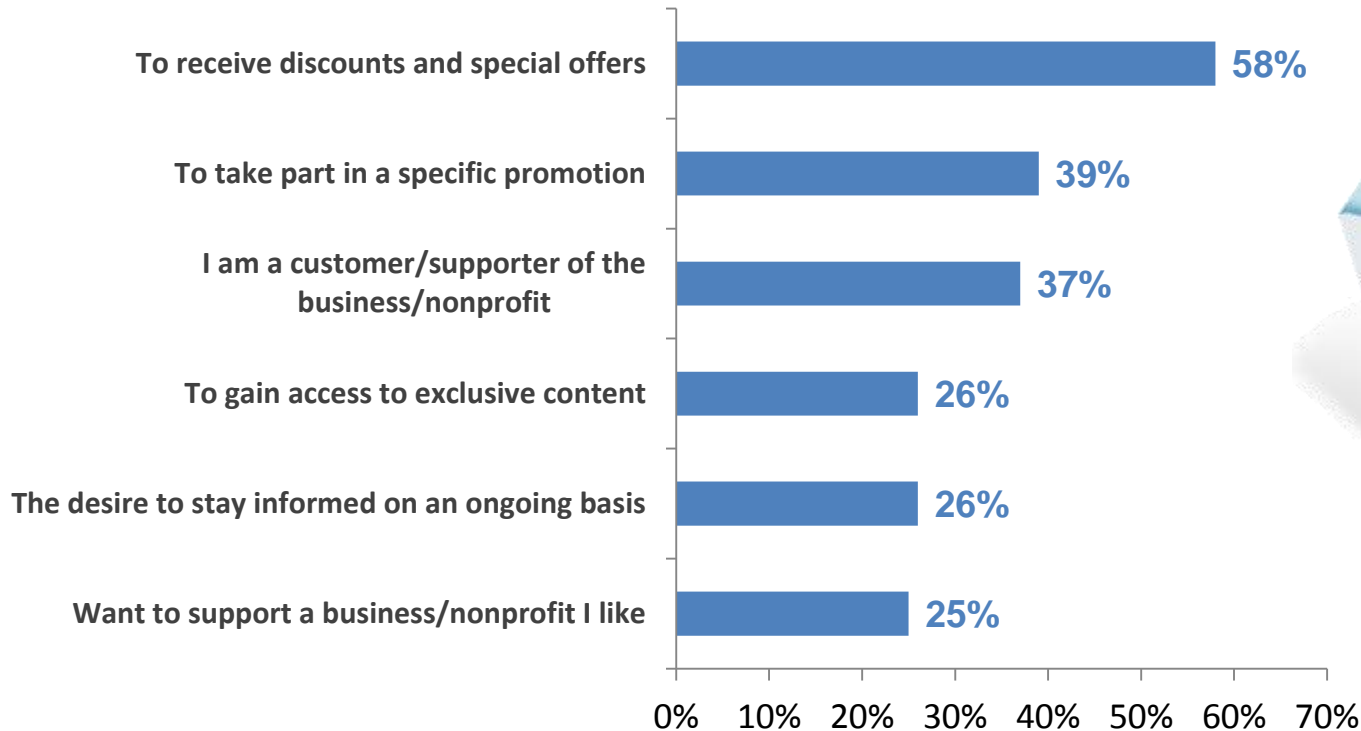
## 4. Marketers need to take advantage of best practices like not sending too much to cut through the clutter of emails

### Reasons for deciding not to open emails from businesses or non-profits



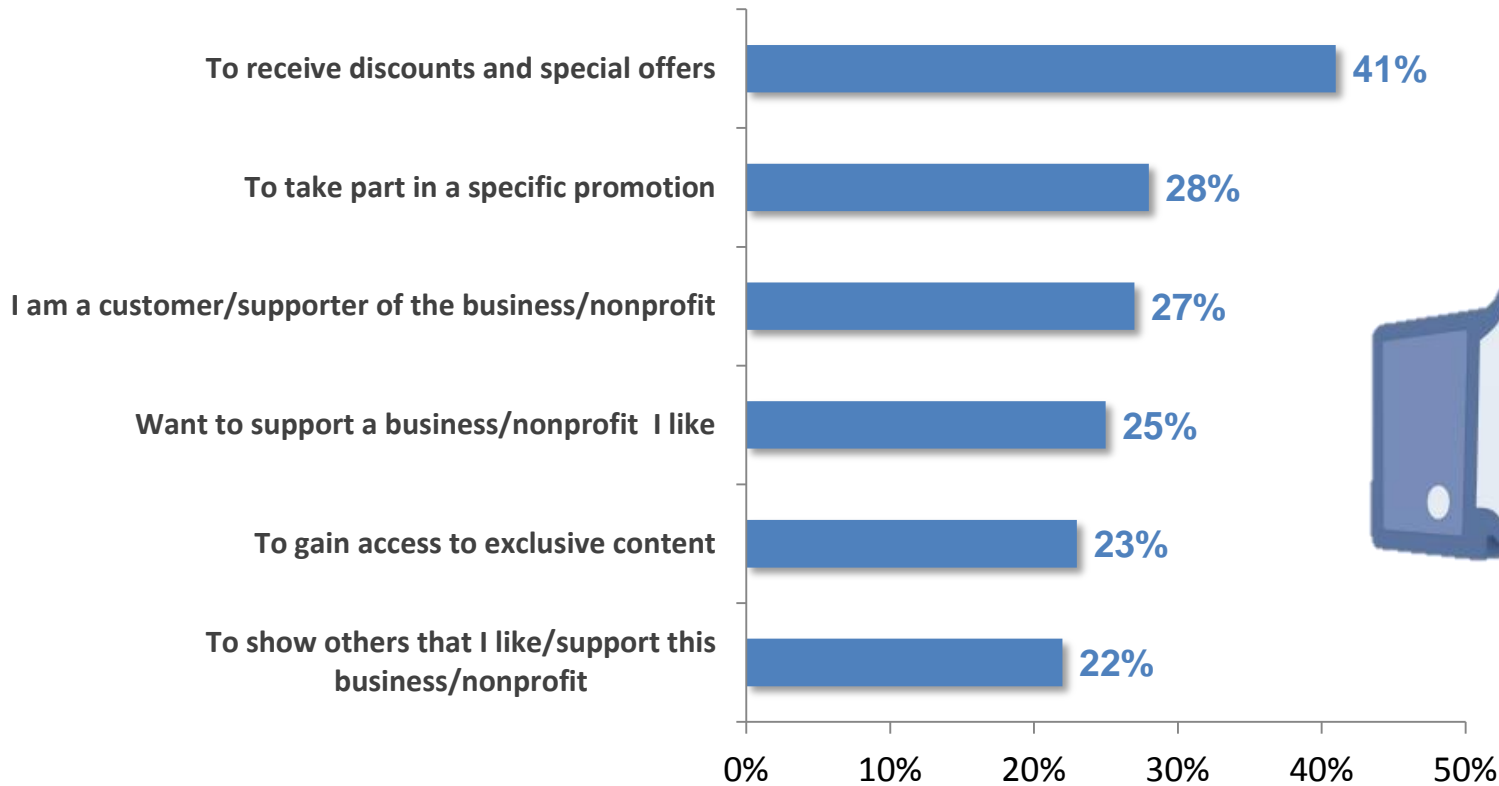
## 5. People sign up for email lists to deepen their relationships with you and to get discounts, promotions, and exclusive content

### Top reasons for subscribing to emails from businesses or non-profits



## 6. Consumers primarily “Like” pages for discounts and promotions

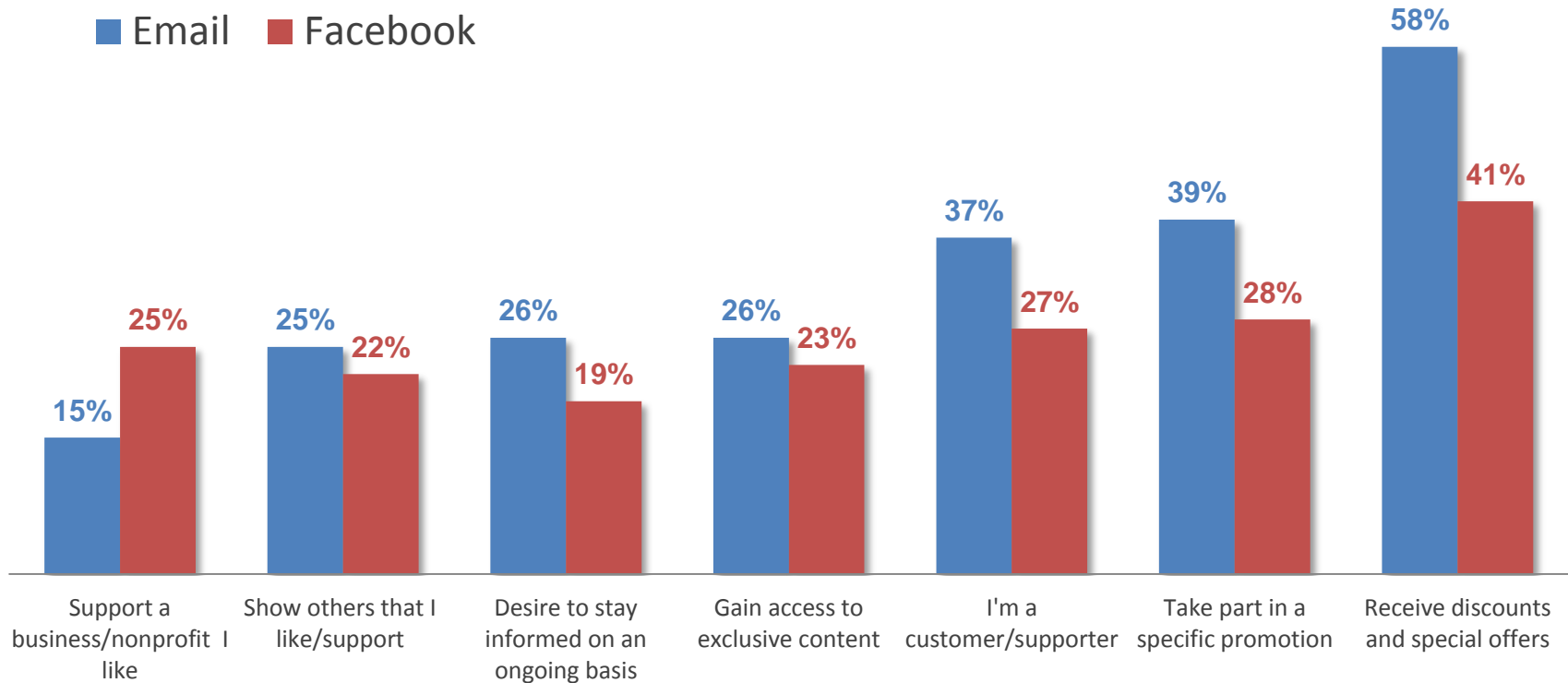
### Top reasons for liking a business or non-profit on Facebook





## 7. People opt-in to Email and Facebook for similar reasons

### Reasons for subscribing to an email list/“liking” a Facebook page

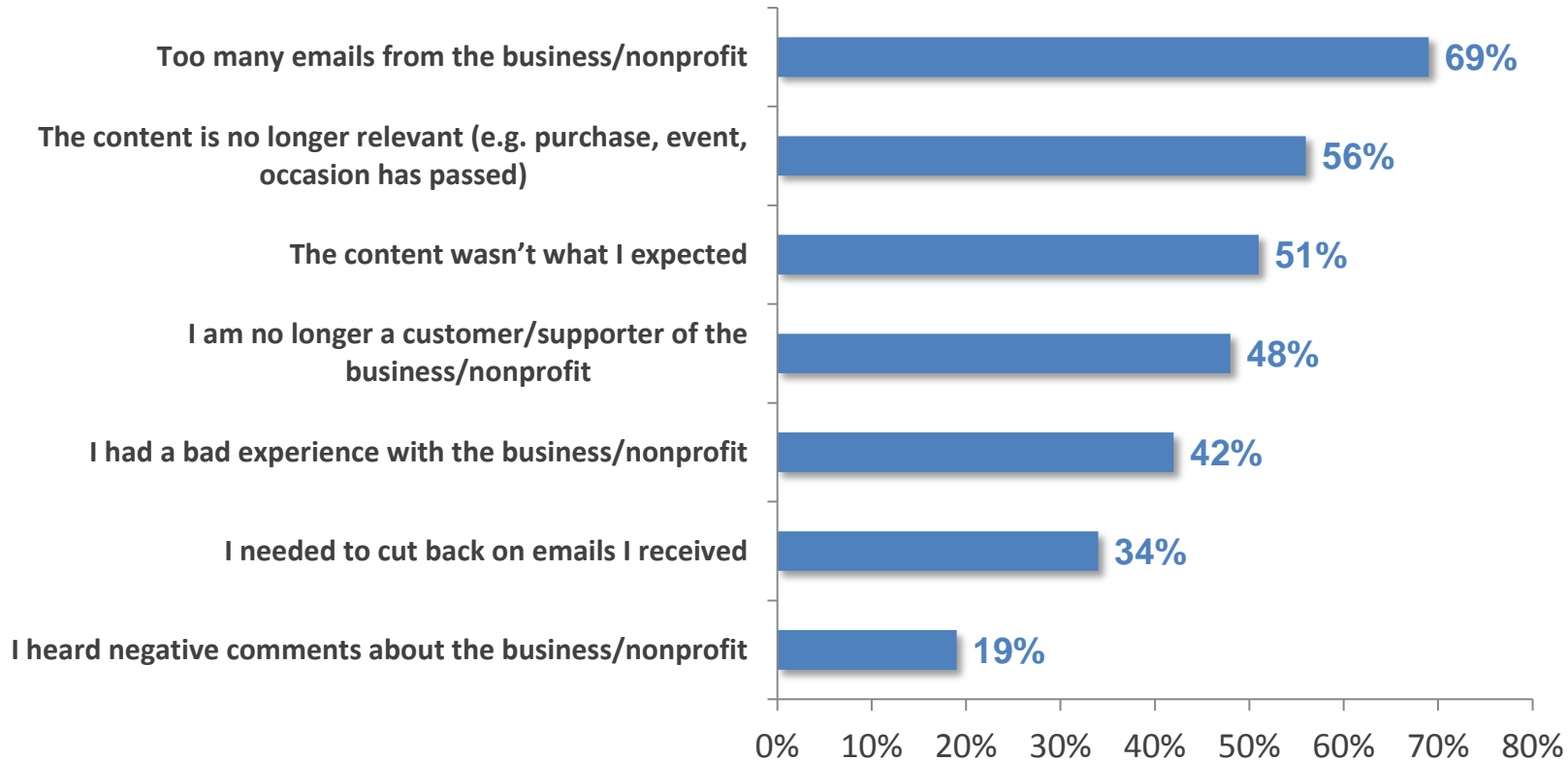


Base: Those who have an email account Q36: In general, what causes you to subscribe to a business or nonprofit's email list? (% selected) Base: Those who have a Facebook account Q43: What are the reasons that cause you to “like” a business/nonprofit Facebook page? (% selected)



## 8. Over-emailing and irrelevant content are the top reasons people unsubscribe from mailing lists

### Reasons for unsubscribing to a business or non-profit's email list



Base: Those who have subscribed to an email list Q37: Which of the following could make you want to unsubscribe from a business or nonprofit's email list? (% selected)

## 9. Producing content that is no longer relevant to your audience and over-communicating drives both “Unlikes” and email un-subscribes

### Top Reasons Consumers “unlike” a Page

The information is no longer relevant to me	42%
Too many notifications from business/nonprofit	42%
I had a bad experience with the business/nonprofit	32%
I no longer like the business/nonprofit	29%
I no longer want to support business/nonprofit	27%
The promotions or discounts are over	26%
I am no longer a customer of the business/nonprofit	25%
I heard negative comments about the business/nonprofit	15%

### Top Reasons Consumers Unsubscribe to an Email List

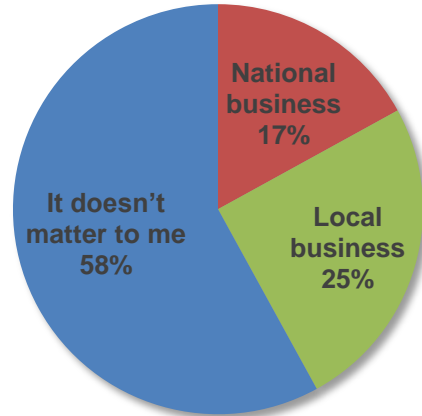
Too many emails from the business/nonprofit	69%
The content is no longer relevant (e.g. purchase, event, occasion has passed)	56%
The content wasn't what I expected	51%
I am no longer a customer/supporter of the business/nonprofit	48%
I had a bad experience with the business/nonprofit	42%
I needed to cut back on emails I received	34%
I heard negative comments about the business/nonprofit	19%



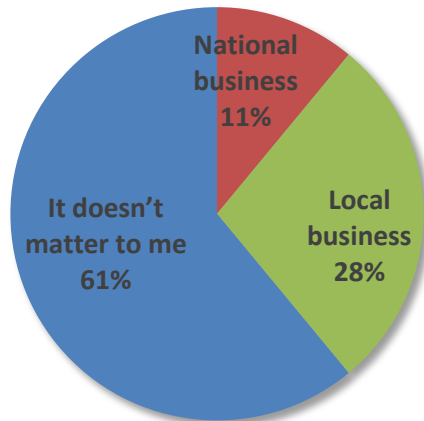
Base: Those who have "liked" a business/nonprofit Facebook page Q44: What triggers you to “unlike” a business/nonprofit Facebook page? (% selected) Base: Those who have subscribed to an email list Q37: Which of the following could make you want to unsubscribe from a business or nonprofit's email list? (% selected)

# 10. About a quarter of consumers prefer to opt-in to local businesses over national businesses via email and Facebook

Likelihood to subscribe to national or local business or non-profit email list



Likelihood to “like” a national or local business or non-profit on Facebook



# About this study

- **Independent Research:**

- Conducted through the [CMB Consumer Pulse](#)
- Supported by [Constant Contact](#)

- **Methodology:**

- Data collected from 1,481 consumers, age 18+ in the United States through the Research Now online panel
- Data was collected through a 15 minute online questionnaire fielded in Q4 2011.

# Learn More

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