



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

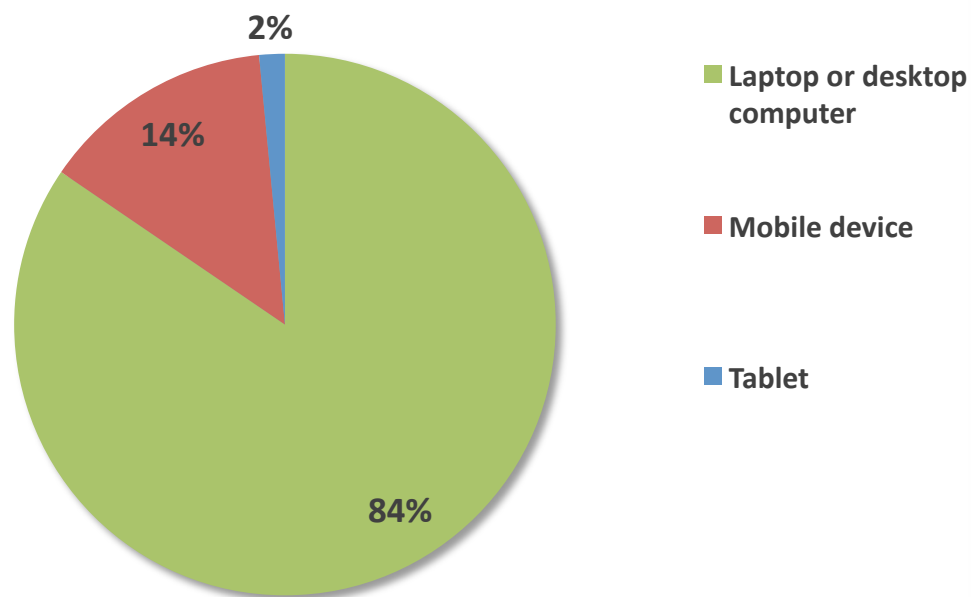
From the December 2011 Chadwick Martin Bailey Consumer Pulse



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

Primary device used to access email

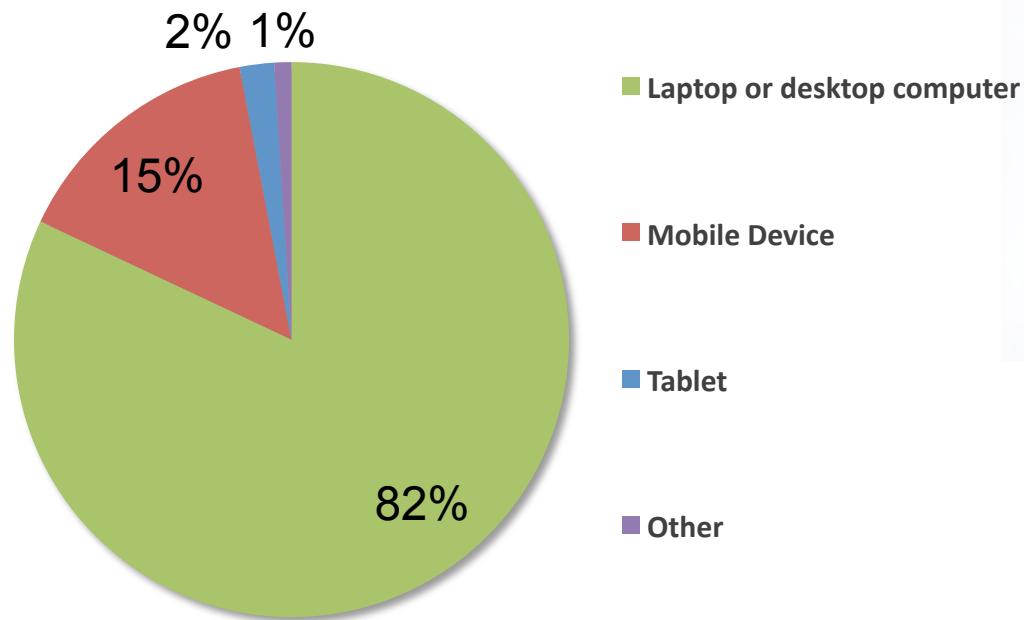


Did you know?

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

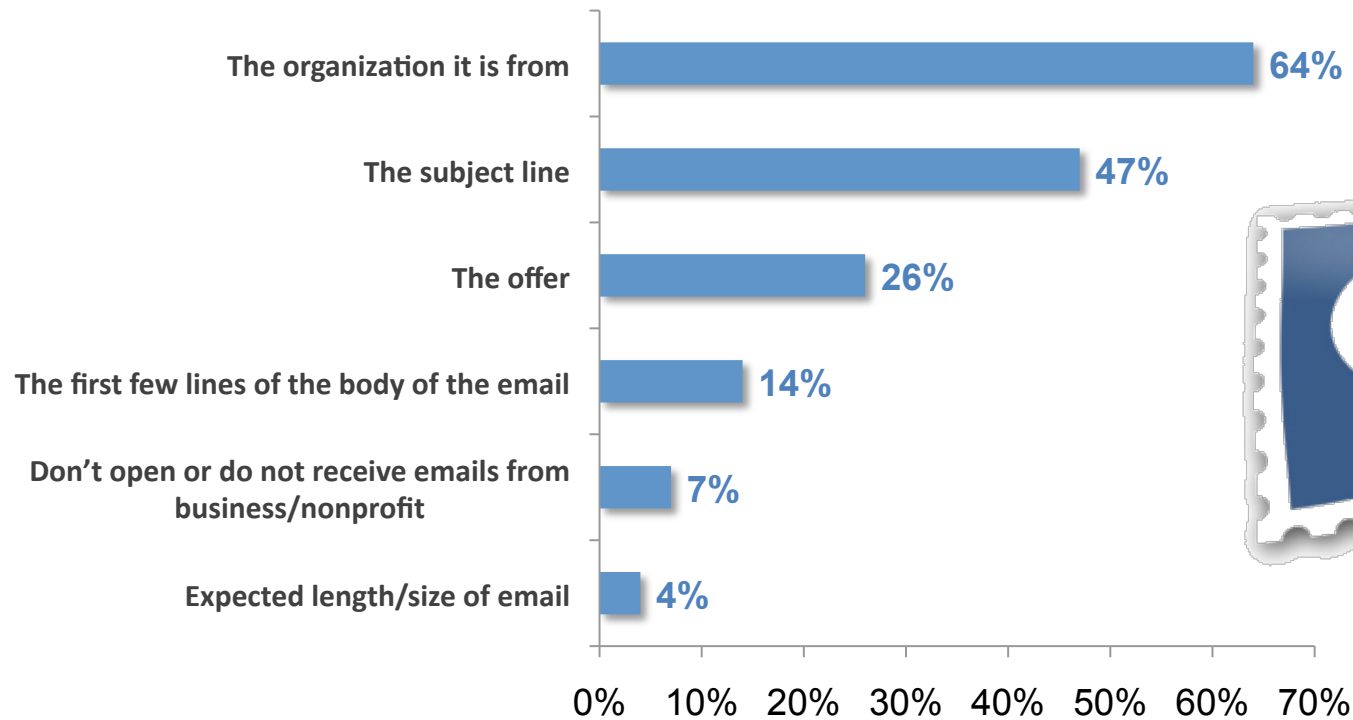
Primary device used to access Facebook



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



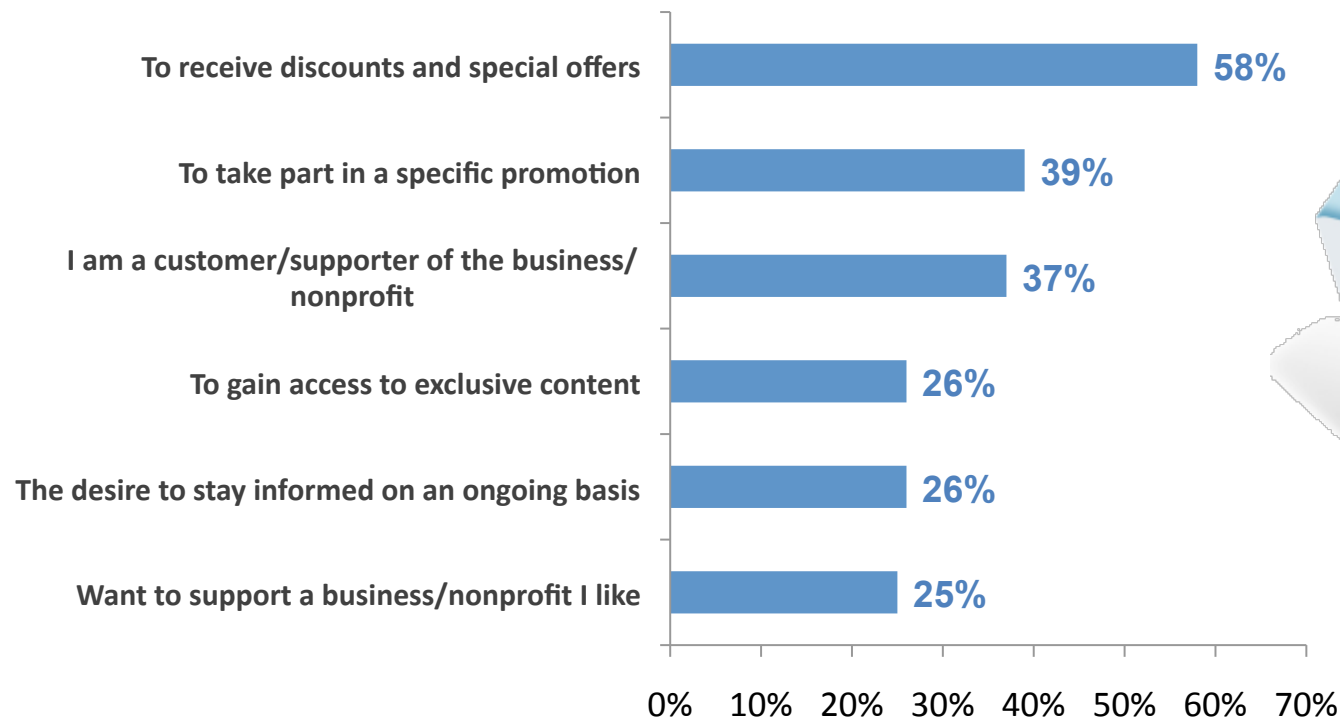
4. Marketers need to take advantage of best practices like not sending too much to cut through the clutter of emails

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



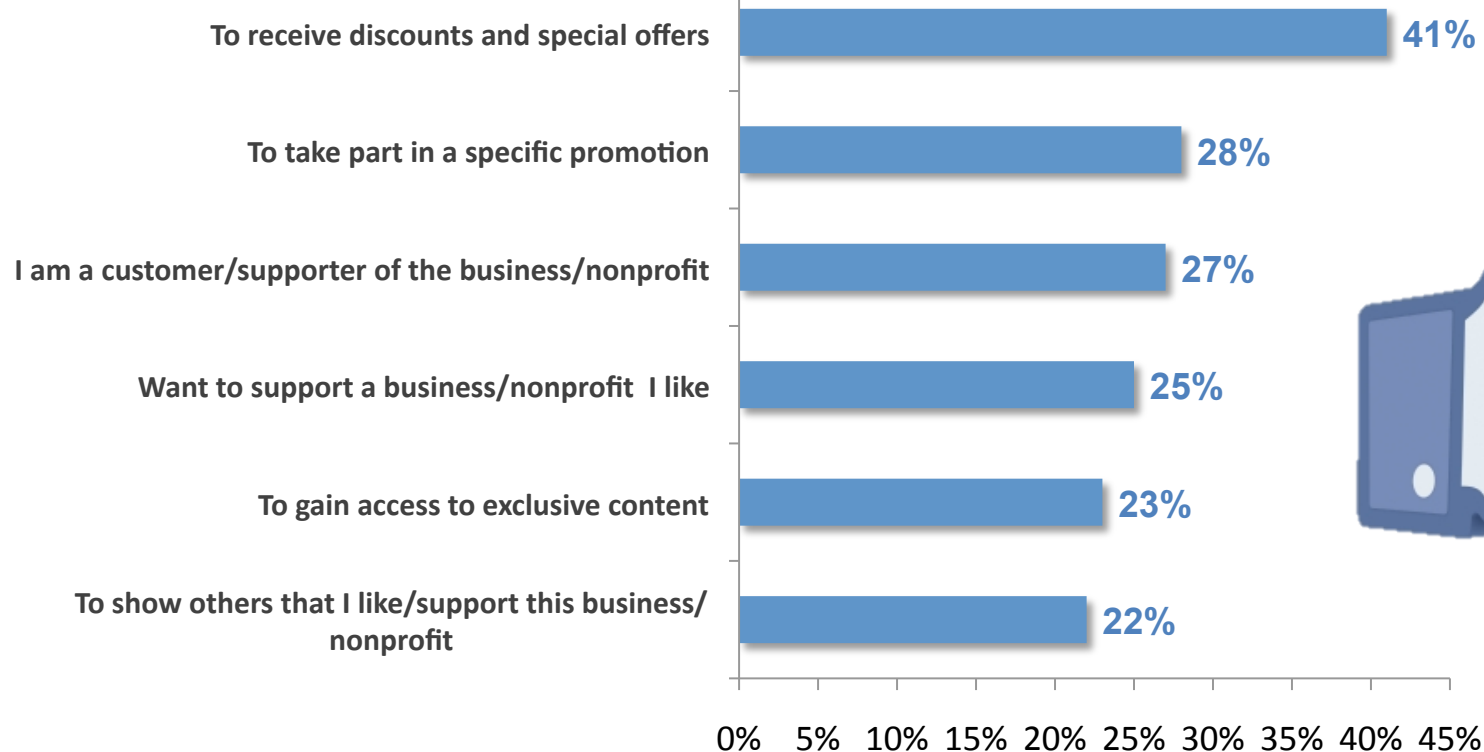
5. People sign up for email lists to deepen their relationships with you and to get discounts, promotions, and exclusive content

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



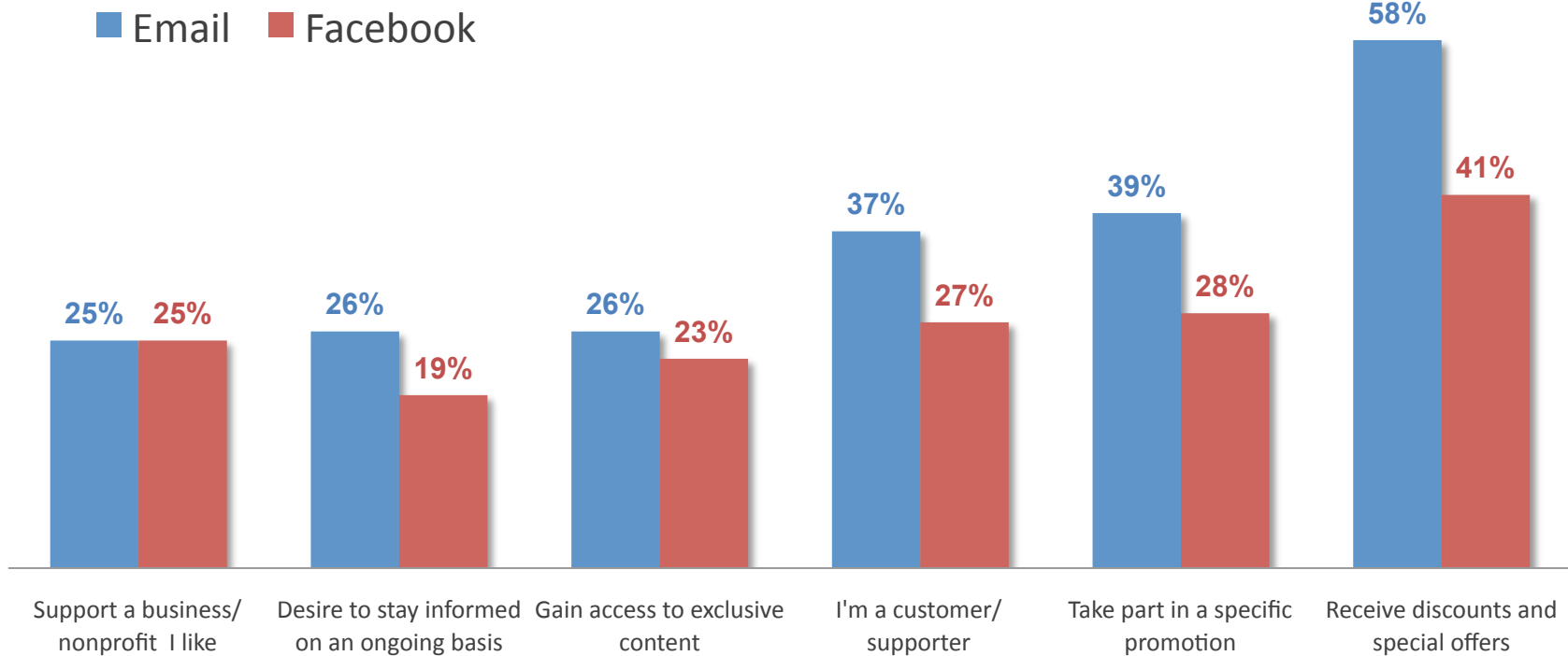
6. Consumers primarily “Like” pages for discounts and promotions

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



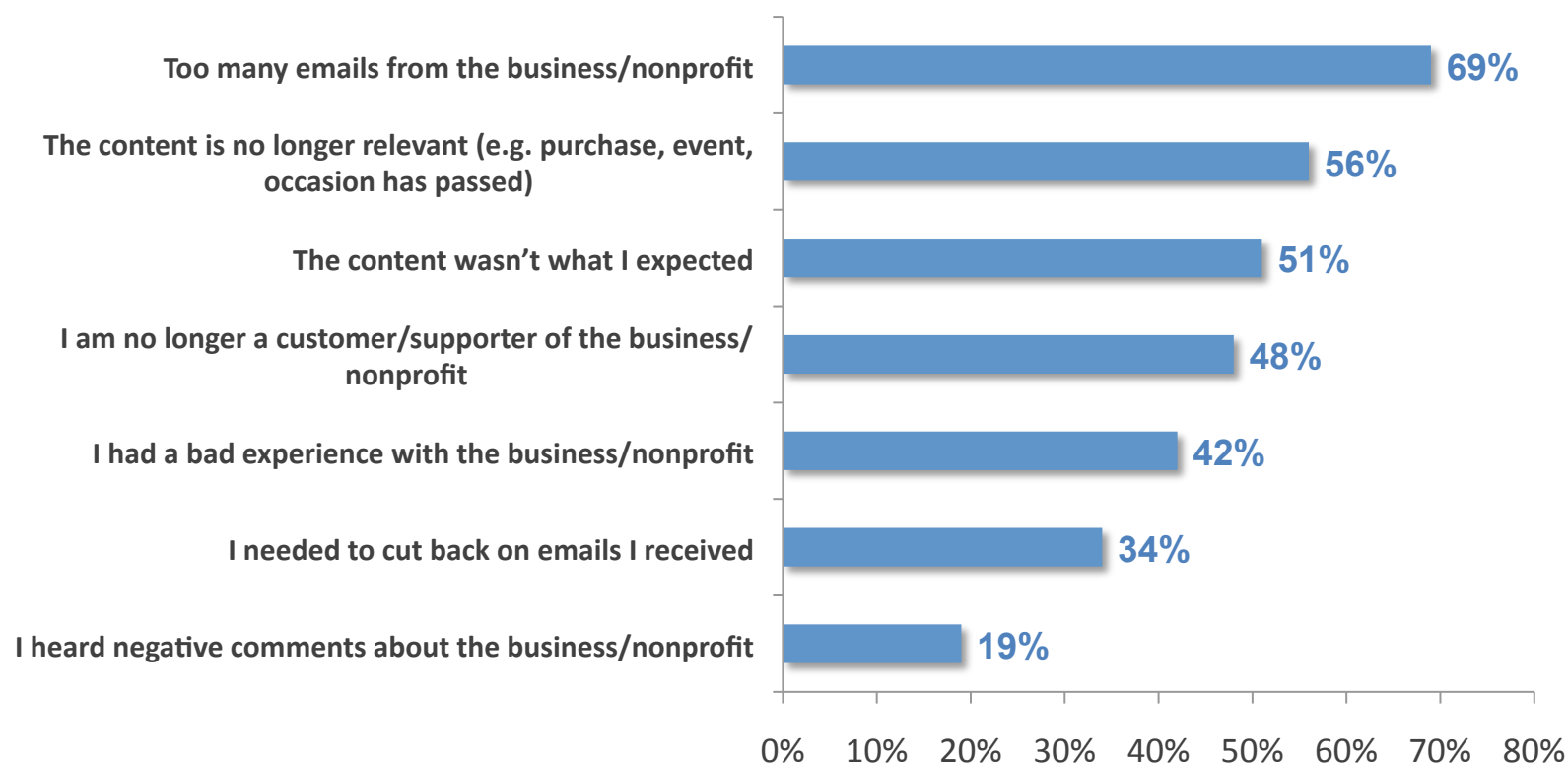
7. People opt-in to Email and Facebook for similar reasons

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



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



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%

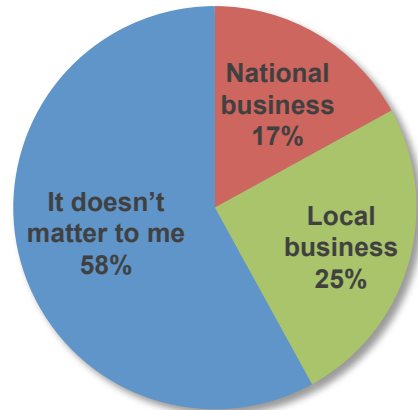
Top Reasons Consumers Unsubscribe to an Email List

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%

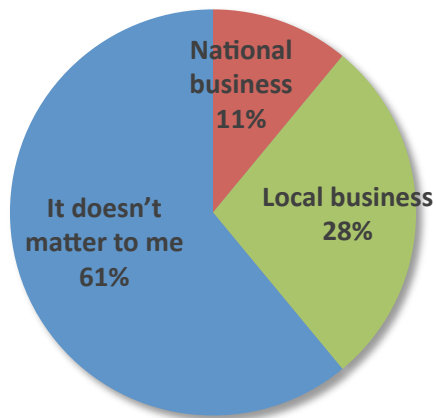


10. About a quarter of consumers prefer to opt-in to local businesses over national businesses via email and Facebook

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.

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 - [Kristen Garvey](#) at Chadwick Martin Bailey
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