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.

Did you know?
66% of people under 30 use their smartphones or cell phones to access their email.

Base: All Respondents Q30: From what devices do you access your email account? (% selected)
Base: Those who have an email account Q31: What is the primary way you access your email account?
2. While 30% of consumers access Facebook from a mobile device some of the time, most still prefer their computers.

Did you know?
Over half (54%) of people under 30 use their smartphones or cell phones to access Facebook.

Primary device used to access Facebook

- Laptop or desktop computer: 82%
- Mobile Device: 15%
- Tablet: 2%
- Other: 1%

Base: All Respondents
Q41: From what devices do you access your Facebook account? (% selected)
Base: Those who have a Facebook account
Q42: What is the primary way you access your Facebook account?
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

- The organization it is from: 64%
- The subject line: 47%
- The offer: 26%
- The first few lines of the body of the email: 14%
- Don't open or do not receive emails from business/nonprofit: 7%
- Expected length/size of email: 4%

Base: All Respondents Q34: What makes you decide to open an email from a business or nonprofit? (% selected)
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**

- Not interested: 61%
- Get too many emails from the organization: 45%
- Get too many emails in general: 32%
- Too busy: 29%
- Not in the mood: 26%
- Don’t remember signing up: 26%
- No longer support the organization: 21%

Base: All Respondents Q35: What makes you decide to **not open** an email from a business or nonprofit? (% selected)
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**

- To receive discounts and special offers: 58%
- To take part in a specific promotion: 39%
- I am a customer/supporter of the business/nonprofit: 37%
- To gain access to exclusive content: 26%
- The desire to stay informed on an ongoing basis: 26%
- Want to support a business/nonprofit I like: 25%

**Base:** Those who have an email account  
**Q36:** In general, what causes you to subscribe to a business or nonprofit’s email list? (% selected)
6. Consumers primarily “Like” pages for discounts and promotions

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>To receive discounts and special offers</td>
<td>41%</td>
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<td>To take part in a specific promotion</td>
<td>28%</td>
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<td>I am a customer/supporter of the business/nonprofit</td>
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<td>Want to support a business/nonprofit I like</td>
<td>25%</td>
</tr>
<tr>
<td>To gain access to exclusive content</td>
<td>23%</td>
</tr>
<tr>
<td>To show others that I like/support this business/nonprofit</td>
<td>22%</td>
</tr>
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Base: Those who have a Facebook account
Q43: What are the reasons that cause you to “like” a business/nonprofit Facebook page? (% selected)
7. People opt-in to Email and Facebook for similar reasons

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<thead>
<tr>
<th>Reason</th>
<th>Email</th>
<th>Facebook</th>
</tr>
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<tr>
<td>Support a business/nonprofit I like</td>
<td>25%</td>
<td>25%</td>
</tr>
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<td>Desire to stay informed on an ongoing basis</td>
<td>26%</td>
<td>19%</td>
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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**

- 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 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

<table>
<thead>
<tr>
<th>Top Reasons Consumers “unlike” a Page</th>
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<tr>
<td>The information is no longer relevant to me</td>
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<td>Too many notifications from business/nonprofit</td>
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<tr>
<td>I had a bad experience with the business/nonprofit</td>
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<tr>
<td>I no longer like the business/nonprofit</td>
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<tr>
<td>I no longer want to support business/nonprofit</td>
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<tr>
<td>The promotions or discounts are over</td>
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<td>I am no longer a customer of the business/nonprofit</td>
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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**

- National business: 17%
- Local business: 25%
- It doesn’t matter to me: 58%

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

- National business: 11%
- Local business: 28%
- It doesn’t matter to me: 61%

Base: Those who have subscribed to an email list
Q40: Are you more likely to subscribe to an email list for a national or a local business? Base: Those who have “liked” a business/nonprofit Facebook page
Q45: Are you more likely to “like” a Facebook page for a national or a local business?
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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- Download more free consumer pulse reports at www.cmbinfo.com/downloads
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- For more information contact:
  - Kristen Garvey at Chadwick Martin Bailey
  - Dave Gerhardt at Constant Contact