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Email Statistics Report, 2010

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SCOPE

This report brings together statistics and forecasts for Email, Instant Messaging, Social Networking, and Wireless Email use. It includes data on both business and consumer use.

All figures in this report represent a ‘snap shot’ of key statistics in 2010. If a discrepancy occurs between numbers in this report and any numbers in our annual market research studies, the annual report should be considered the final authoritative source. For a full list of our annual reports which contain in-depth quantitative and qualitative analysis of each industry segment we cover, please refer to our list of publications at www.radicati.com

All of the numbers in this study represent worldwide figures, unless otherwise indicated. All financial data is expressed in \$USD.

Installed base numbers throughout this report represent *active* accounts, which have been actually installed (vs. shipped) and accessed at least once within the last 3 months.

METHODOLOGY

The information and analysis in this report is based on on-going primary research conducted by The Radicati Group, Inc. It consists of information collected from a variety of surveys, carried out on an on-going basis.

Secondary research sources have also been used, where appropriate, to cross-check the information collected. These include company annual reports and market size information from various market segments of the computer industry.

EXECUTIVE SUMMARY

- The number of worldwide email accounts is projected to increase from over 2.9 billion in 2010, to over 3.8 billion by 2014.
- In 2010, 75% of all email accounts will belong to consumers, and 25% to corporate users. This ratio is expected to stay fairly constant over the next four years, with corporate email accounts growing slightly to about 26% of the total number of accounts by 2014.
- The majority of email accounts, today, are free or low-cost consumer ISP/Webmail accounts.

	2010	2011	2012	2013	2014
Worldwide Active Email Accounts (M)	2,926	3,146	3,375	3,606	3,843
Corporate Email Accounts (M)	730	788	850	918	991
<i>% penetration</i>	25%	25%	25%	25%	26%
Consumer Email Accounts (M)	2,196	2,358	2,525	2,688	2,852
<i>% penetration</i>	75%	75%	75%	75%	74%

Corporate vs. Consumer Email Accounts, 2010–2014

- The average number of email accounts per user ratio is expected to remain even at roughly 1.6 accounts per user over the next four years.

- Geographically, in 2010, the majority of email users are located in Asia/Pacific (47%). Europe accounts for about 23% of all users, North America has about 14%, and the Rest of the World has around 16% of all users.
- In 2010, the typical corporate user sends and receives about 110 messages daily. Roughly 18% of emails received is spam, comprising both actual spam and “graymail” (i.e. unwanted newsletters, alerts, etc.).
- While users mostly see spam as an annoyance, for corporations it is a considerable expense. According to our projections, a typical 1,000-user organization can spend upwards of \$3.0 million a year to fight and manage spam.

Business Email	2010	2011	2012	2013	2014
Avg. # of Emails Sent/Received per User/Day	110	112	115	117	119
<i>Average Number of Emails Received</i>	74	75	77	79	80
<i>Average Number of Legitimate Emails</i>	61	62	63	65	65
<i>Average Number of Spam Emails</i>	13	13	14	14	15
<i>Average Number of Emails Sent</i>	36	37	38	38	39

Corporate Email Sent and Received Per User/Day, 2010-2014

- Instant Messaging (IM) is also growing in popularity with both corporate and consumer users, we estimate that there will be nearly 2.4 billion IM accounts worldwide in 2010, growing to just over 3.5 billion by 2014.
- Social Networking has seen explosive growth in the last 18 months and by year-end 2010 we expect to see nearly 2.2 billion social networking accounts worldwide comprising both consumer and business accounts. By 2014 this is expected to grow to nearly 3.7 billion accounts worldwide.
- Wireless email accounts including both enterprise and consumer accounts total about 307 million in 2010, and will grow rapidly over the next four years to 1.4 billion accounts worldwide.

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