



Online Communications Statistics

The following statistics were compiled from various industry reports and surveys, as well as through Fuser's own third-party study

Internet Usage and Communications Statistics

73 percent of American adults use the Internet while 70 percent use it daily (PEW/Internet Survey, May 2008)

66 percent of Internet users spend a minimum of ten hours per week on the Internet managing their personal communications (Fuser study, September 2007)

84 percent of college-aged users spend seven or more hours per week on the Internet managing their personal communications (Fuser study, September 2007)

A significant majority of members of online communities (56.6 percent) log into their community at least once a day (2007 Digital Future Report)

42.8 percent of Internet users agree that going online has increased the number of people they regularly stay in contact with (2007 Digital Future Report)

16 percent of the current global information workforce is considered to be "hyperconnected" and another 36 percent will be joining them soon (IDC White Paper, May 2008)

- The Hyperconnected tend to be male, <35 and located in urban areas
- The Hyperconnected tend to work in more high tech jobs

E-mail Usage Statistics

One in five email users check their account 10 or more times a day (AOL E-Mail Study, 2008)

46 percent of email users say they're hooked on email (AOL E-Mail Study, 2008)

62 percent of email users check work email on the weekends (AOL E-mail Study, 2008)

19 percent of email users choose vacation spots with access to email (AOL E-mail Study, 2008)

59 percent of email users check email from the bathroom, up from 53% last year (AOL E-mail Study, 2008)

81 percent of young professionals use email as their primary form of online communication for work purposes (Fuser survey, June 2008)

92 percent of adults report using the Web to send or read e-mail (Pew Internet & American Life Project, January 2007)

60 percent of American adults report using the Web to send or read email daily (PEW/Internet Survey, December 2007)

Internet users maintain an average of 3.1 e-mail accounts (Pew Internet, December 2006)

A new study forecasts that the worldwide hosted email market installed base will grow from 1.6 billion mailboxes in 2008, to 2.2 billion mailboxes by year-end 2012. The study categorizes hosted email market as business email providers, ISP/Webmail providers, and managed email providers (Radicati Group, August, 2008)

64 percent of small business owners use more than one e-mail address and nearly a third use three or more addresses (SurePayroll Insights Survey, June 2007)

Social Networking Usage Statistics

79 percent of Internet users have two or more e-mail accounts while also maintaining at least one social networking account (Fuser, September 2007)

92 percent of college-aged Internet users (18-21 years-old) have two or more e-mail accounts while also maintaining at least one social networking account (Fuser, September 2007)

More than half (55%) of all online American teens (ages 12-17) use online social networking sites (Pew Internet & American Life Project, January 2007)

48 percent of teens visit social networking Web sites daily or more often (Pew Internet & American Life Project, January 2007)

82 percent of social networking site users report sending messages within the system (Pew Internet & American Life Project, January 2007)