

Preventing Interfering Ads, Providing Spam Filters, and Having an Easy-to-Use Interface Seen as Most Important Features for Email Providers to Offer



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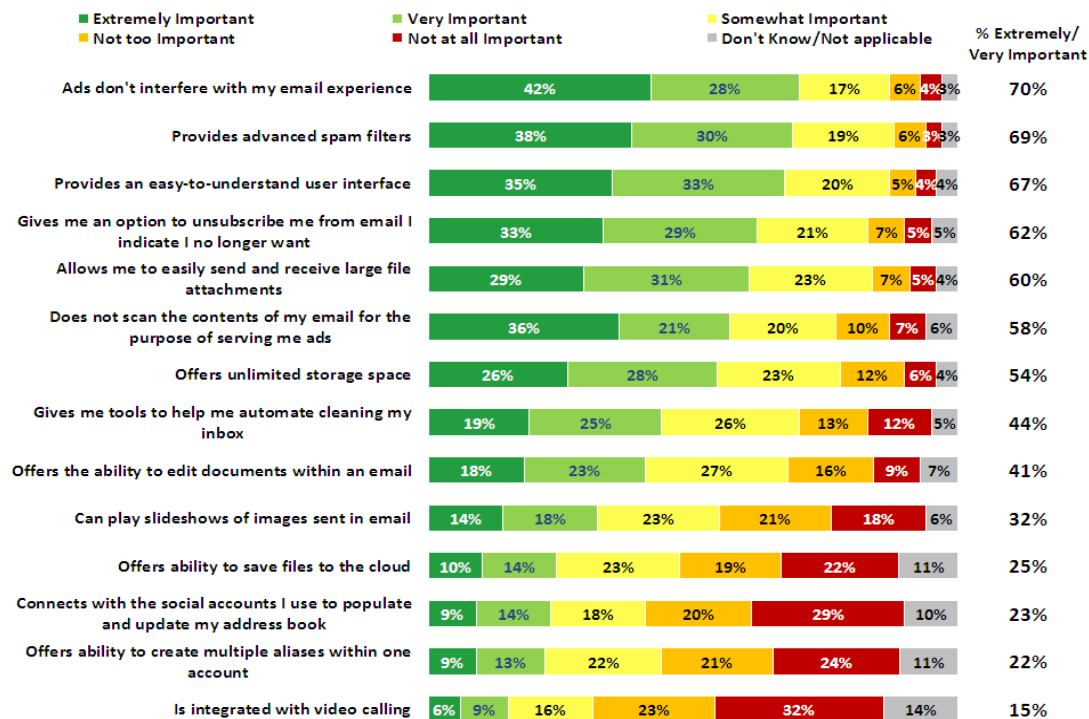
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Preventing Interfering Ads, Providing Spam Filters, and Having an Easy-to-Use Interface Seen as Most Important Features for Email Providers to Offer

New York, NY – According to a new survey of over 1,000 personal email users conducted on behalf of Microsoft, the email features and services most important to respondents include ensuring ads don't interfere with email experience (70%), providing advanced spam filters (69%), and providing an easy-to-understand user interface (67%), with seven in ten respondents rating these as extremely/very important.

In addition to this, six in ten also report the option to unsubscribe from emails (62%), being able to easily send and receive large file attachments (60%), and not scanning email content for the purpose of serving ads as being extremely/very important email features (58%).

Over half (54%) also find having unlimited storage space to be important, while four in ten say so of having tools to help automate the cleaning of their inbox (44%) and the ability to edit documents within an email (41%).

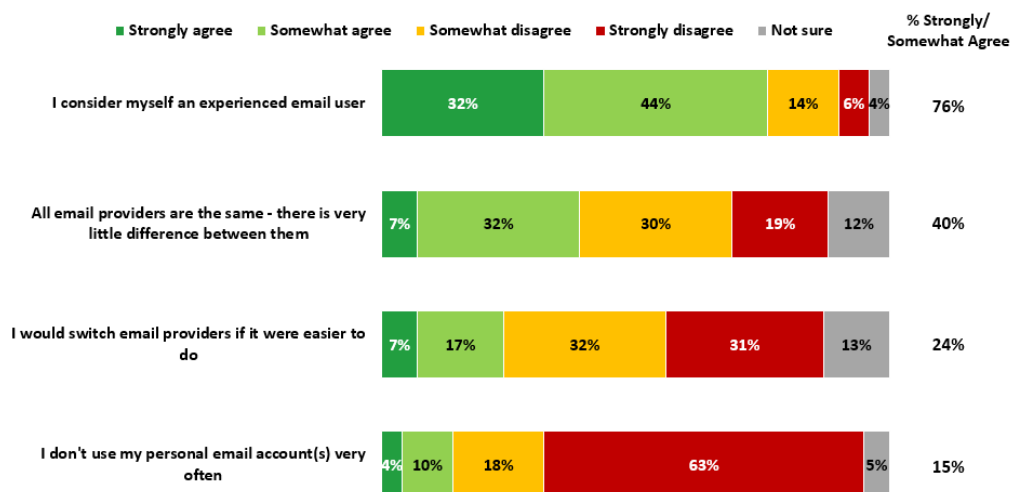


Q6. Regardless of the features and services your email provider(s) currently offer, how important are each of these email features and services to you? Base: All respondents (n=1019)

Outlook.com is given high marks by its users on many of these key features. Nearly two thirds of users feel that Outlook.com performs well in terms of making sure that ads don't interfere with their email experience, while 79% agree that Outlook.com has a clean, user-friendly interface. It was also found that the majority agree that Outlook.com is respectful of users' privacy in that it doesn't scan their emails.

General Email Use

Three quarters of respondents consider themselves to be experienced email users, and in parallel just 15% say that they don't use their personal account too often. Nearly half (48%) do differentiate between different email providers (women more so than men) - with nearly a quarter of users agreeing that they would switch email providers if it was easier to do, with those under 35 most likely to say that they'd switch (31%).



Q8. Please indicate how much you agree or disagree with each of the following statements:
Base: All respondents (n=1019)

Survey Methodology

This study was conducted online from November 5-13, 2013 via Ipsos' online omnibus among 1,019 respondents who are personal email users, ages 18+, residing in the US. Weighting was employed to balance demographics and to ensure that the sample's composition reflects that of the U.S. population of adults according to U.S. Census Bureau data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of 1,019 adults would have an estimated margin of sampling error of +/- 3.1 percentage points, 19 times out of 20 what the results would have been had the entire population of adults in the United States had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. Total percentages may add up to more than 100% due to rounding.



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