



Results of our Spouse-Spouse E-mailing survey polling 2,000 husbands and wives

## Over 70% use e-mail to communicate with their husband/wife

- Among young couples, mailing trumps calling
- Among husbands/wives that mail each other, around 60% use pictograms; even around 40% of 50-69-year-old husbands send pictogram mails to their wives

Tokyo—Nov 18, 2009—The Hakuhodo Institute of Life and Living has conducted a spouse-to-spouse e-mail survey polling 2,000 Japanese men and women aged 20–69 (1,000 husbands, 1,000 wives) nationwide to uncover the characteristics of spousal communication. The Institute announced its findings on spousal communications just prior to “good couples’ day,” which is celebrated in Japan on 22 November.

### Key findings

- (1) **Over 70% use e-mail to communicate with their husband/wife. Mailing is more prevalent than calling among husbands in their 20s and wives in their 20s and 30s.**

Among means of communication for spousal communications, *calling (on the phone)* (80.6%) was No. 1 overall, followed by *e-mailing* (73.3%). Over 70% use e-mail to communicate with their spouse. E-mailing was the top means of communication among husbands in their 20s and wives in their 20s and 30s, showing that e-mailing is now de rigueur among young couples. Even in the most senior age group, 49.5% of husbands and 41.5% of wives in their 60s communicate with their spouses by mail.

- (2) **Around 40% of those who communicate with their spouses by mail do so *almost every day*.**

When we asked those who mail their spouses how frequently they do so, the top response was *almost every day* (40.3%), followed by *2–3 times a week* (29.3%) and *around once a week* (14.1%). Couples seem to be keeping in close contact by e-mail.

- (3) **Among those who use e-mail with their spouses, 62.7% use pictograms. Around 40% of husbands in their 50s and 60s use pictograms in mails to their wives.**

Among non-text elements used in e-mails between spouses by those that communicate by mail, No. 1 was *pictograms* (62.7%), No. 2 *photos* (40.1%) No. 3 *emoticons* (31.9%). While

25.4% use text only, over 70% send mails with non-text elements. Pictograms were the top non-text element for both sexes in all age groups, even among the senior groups, where 41.0% of husbands in their 50s and 39.4% of husbands in their 60s, and 62.6% of wives in their 50s and 48.2% of wives in their 60s using pictograms.

**(4) The top 3 e-mail topics were *time returning home, errand requests and whether coming home for dinner.***

Of subjects mailed about by that those who e-mail their spouses, No. 1 was *time returning home* (77.1%), No. 2 *shopping and other errand requests* (50.8%) and No. 3 *whether coming home for dinner* (48.3%), all simple everyday communications. On the other hand, around 30% also mail about the day's events, things seen and other fond matters, indicating that e-mail has become an important tool for deepening spousal communication.

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**(1) Over 70% use e-mail to communicate with their husband/wife. Mailing is more prevalent than calling among husbands in their 20s and wives in their 20s and 30s.**

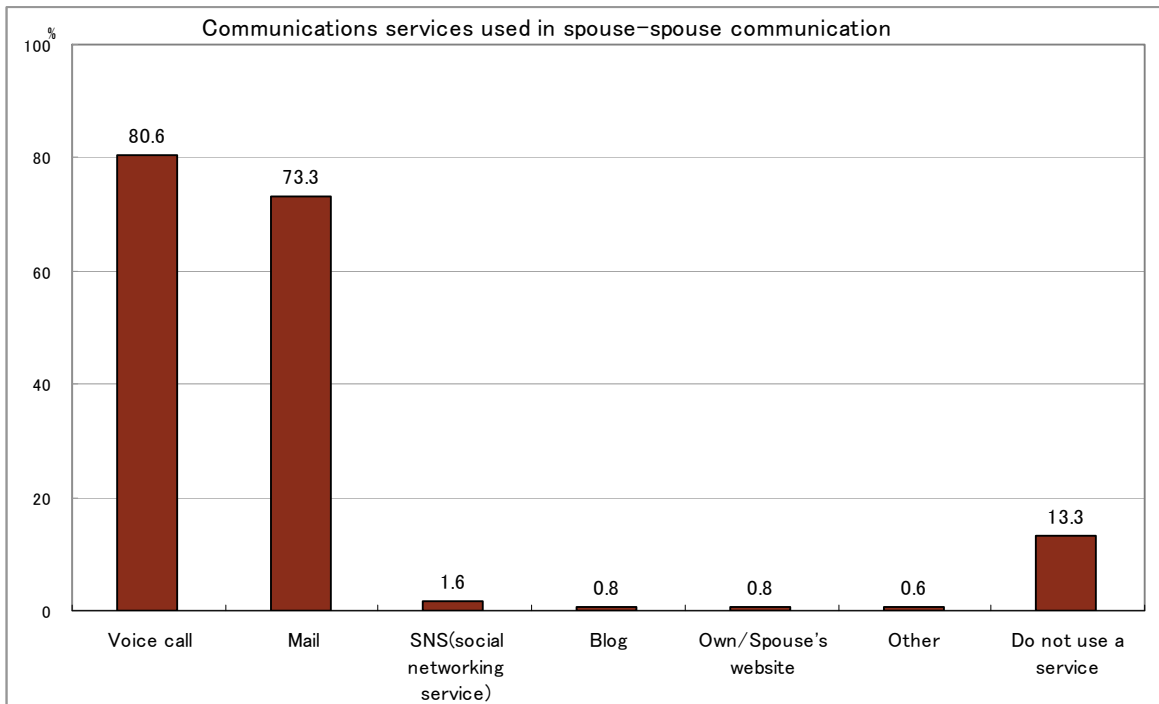
Among means of communication used between spouses, e-mail and calling are far ahead of other means. No. 1 was *telephone* (80.6%), followed by *e-mail* (73.3%) Over 70% of respondents communicate with their spouses by e-mail.

**Communications services used in spouse-spouse communication**

(Overall)

**Q. What communications services do you use for communicating with your spouse?**

(Multiple response)



Among husbands in their 20s and wives in their 20s and 30s, in particular, mailing held off calling for the No. 1 spot, suggesting that e-mail has become an indispensable means of communication for young couples. Even the most senior age group is using e-mail, with 49.5% of husbands and 41.5% of wives in their 60s communicating with their spouse by mail.

**Communications services, by age group**

**Hasbonds 20-29**

Rank	Service	Usage rate (%)
1	E-mail	93.5
2	Voice call	90.5
3	SNS	4.0

**Wives 20-29**

Rank	Service	Usage rate (%)
1	E-mail	94.5
2	Voice call	92.5
3	SNS	4.5

**Hasbonds 30-39**

Rank	Service	Usage rate (%)
1	Voice call	92.0
2	E-mail	88.5
3	Blog	1.5

**Wives 30-39**

Rank	Service	Usage rate (%)
1	E-mail	89.5
2	Voice call	86.5
3	SNS	4.0

**Hasbonds 40-49**

Rank	Service	Usage rate (%)
1	Voice call	78.0
2	E-mail	74.0
3	SNS	0.5

**Wives 40-49**

Rank	Service	Usage rate (%)
1	Voice call	81.5
2	E-mail	73.5
3	SNS	1.0

**Hasbonds 50-59**

Rank	Service	Usage rate (%)
1	Voice call	74.5
2	E-mail	67.0
3	Blog	1.0

**Wives 50-59**

Rank	Service	Usage rate (%)
1	Voice call	73.0
2	E-mail	61.5
3	Own/Spouse's Web	1.0

**Hasbonds 60-69**

Rank	Service	Usage rate (%)
1	Voice call	69.5
2	E-mail	49.5
3	SNS	0.5

**Wives 60-69**

Rank	Service	Usage rate (%)
1	Voice call	67.5
2	E-mail	41.5
3	Own/Spouse's Web	0.5

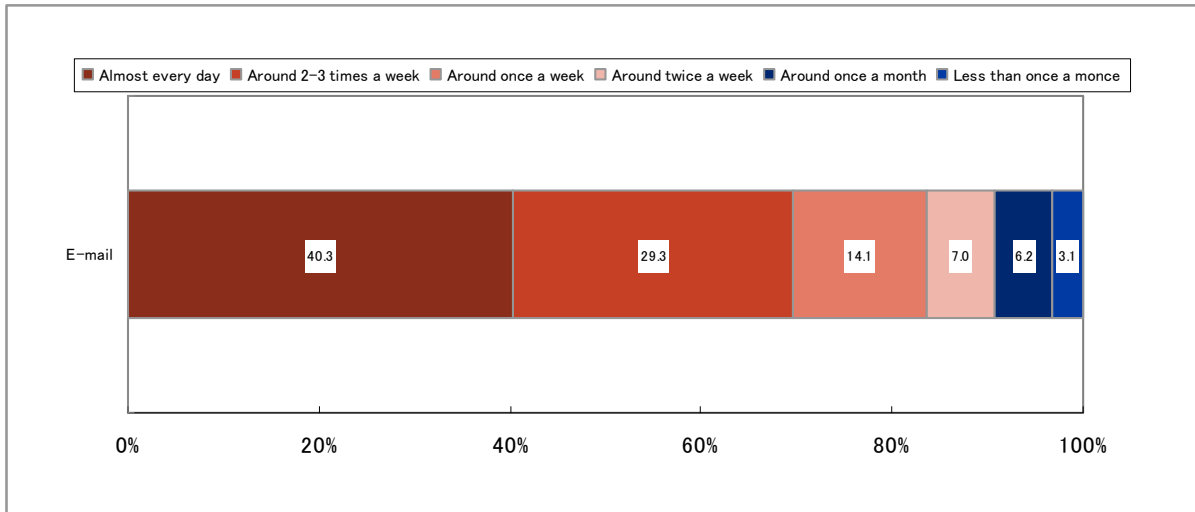
**(2) Around 40% of those who communicate with their spouses by mail do so *almost every day*.**

When we asked those that e-mail their spouses how frequently they do so, the most cited response was *almost every day* (40.3%), followed by *2-3 times a week* (29.3%) and *around once a week* (14.1%), signaling that spouses keep in close contact by e-mail.

**Frequency of spouse-spouse mail use**

(E-mailing spouses)

**Q. How frequently do you communicate with your spouse by e-mail? (Single response)**



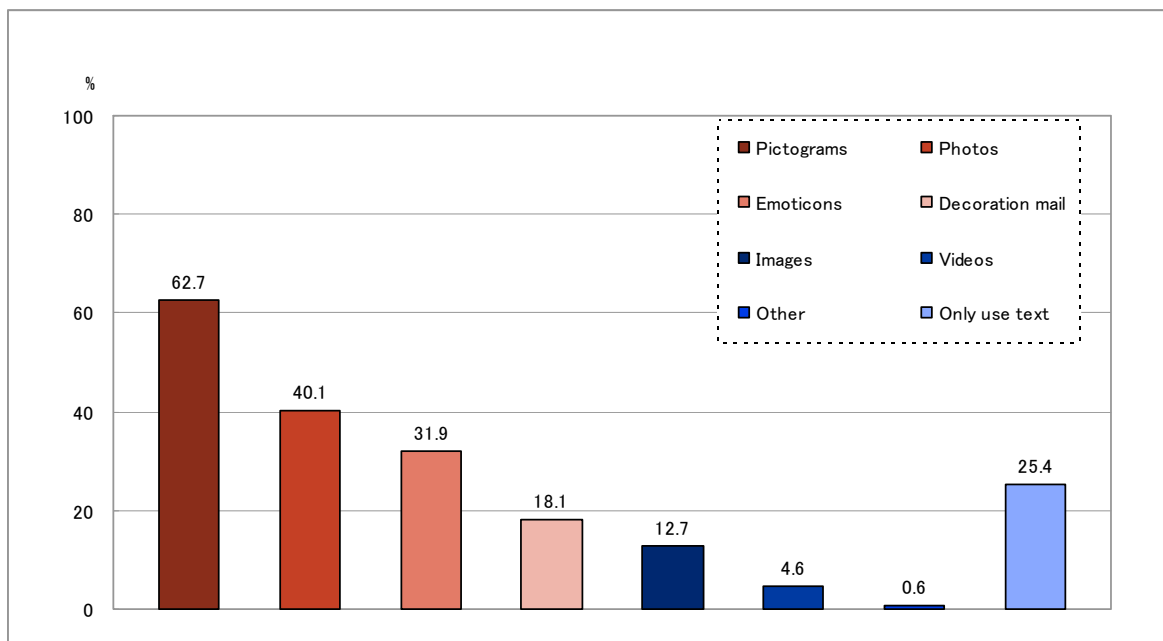
**(3) Among those who mail their spouses, 62.7% use pictograms. Around 40% of husbands in their 50s and 60s use pictograms in e-mails to their wives.**

In non-text information used in e-mails between spouses, No. 1 was pictograms (62.7%), No. 2 photos (40.1%) and No. 3 emoticons (31.9%). While 25.4% only e-mail text, more than 70% create e-mails with non-text elements.

**Elements used in e-mails between spouses (other than text)**

(E-mailing spouses)

**Q. Other than text, what elements to you use in e-mails you send to your spouse. (Multiple response)**



The use of pictograms is high among both sexes across all age groups, including the senior age groups. Among those that e-mail their spouse, pictogram use was 41.0% by husbands in their 50s and 39.4% by husbands in their 60s and 62.6% by wives in their 50s and 48.2% by wives in their 60s.

**Non-text elements used in e-mails to spouses, by sex**

**Hasbunds 20–29**

Rank	Service	Usage rate (%)
1	Pictograms	69.0
2	Photos	51.3
3	Emoticons	41.7

**Wives 20–29**

Rank	Service	Usage rate (%)
1	Pictograms	82.4
2	Photos	56.4
3	Emoticons	39.9

**Hasbunds 30–39**

Rank	Service	Usage rate (%)
1	Pictograms	68.4
2	Photos	44.6
3	Emoticons	35.0

**Wives 30–39**

Rank	Service	Usage rate (%)
1	Pictograms	76.0
2	Photos	50.8
3	Emoticons	38.5

**Hasbunds 40–49**

Rank	Service	Usage rate (%)
1	Pictograms	46.6
2	Photos	31.8
3	Emoticons	21.6

**Wives 40–49**

Rank	Service	Usage rate (%)
1	Pictograms	66.0
2	Emoticons	31.3
3	Photos	29.9

**Hasbunds 50–59**

Rank	Service	Usage rate (%)
1	Pictograms	41.0
2	Photos	27.6
3	Emoticons	20.1

**Wives 50–59**

Rank	Service	Usage rate (%)
1	Pictograms	62.6
2	Emoticons	34.1
3	Photos	28.5

**Hasbunds 60–69**

Rank	Service	Usage rate (%)
1	Pictograms	39.0
2	Photos	28.3
3	Emoticons	16.2

**Wives 60–69**

Rank	Service	Usage rate (%)
1	Pictograms	48.2
2	Photos	28.9
3	Emoticons	24.1

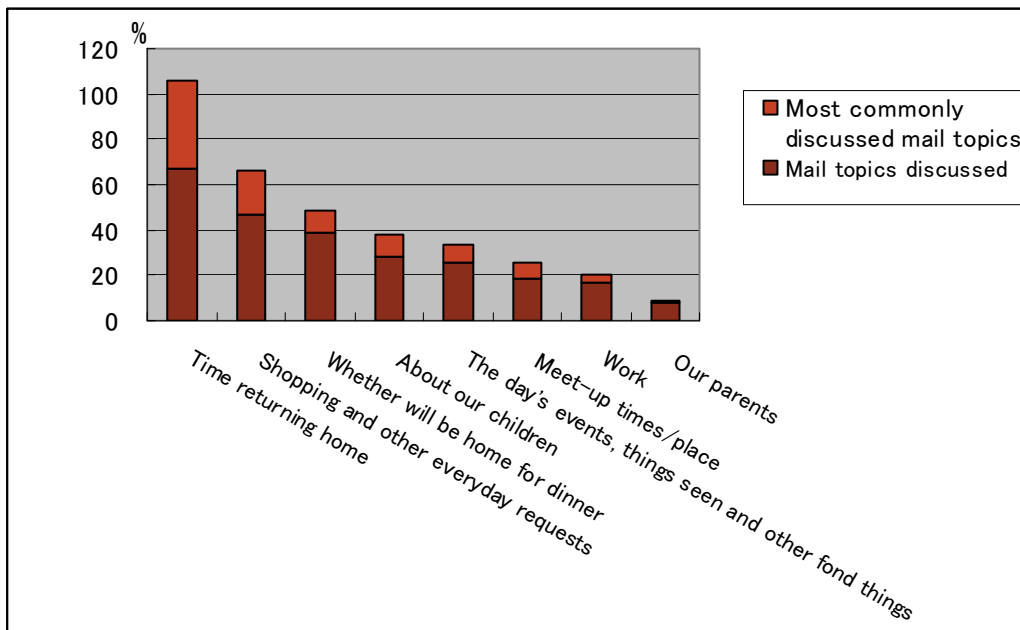
(4) The top 3 e-mail topics were *time returning home*, *errand requests* and *whether coming home for dinner*.

Among topics discussed by mailing spouses in e-mails to their husband/wife, No. 1 was *time returning home* (77.1%), No. 2 *shopping and other errand requests* (50.8%) and No. 3 *whether coming home for dinner* (48.3%). Simple, everyday communications take the top places. Meanwhile, around 30% of mailing spouses e-mail their husband or wife about *the day's events*, *things they've seen and other fond things*, suggesting that mail is being used as a tool of deepening communication between spouses.

### Topics of e-mails between spouses

(E-mailing spouses)

**Q. What topics do you e-mail your spouse about** (multiple response), **and what topic do you most e-mail your spouse about** (single response)?



## Survey design

- Purpose To understand the current situation of communication between spouses, particularly concerning the use of e-mail
- Territory Japan
- Method Self-administered Internet survey
- Sample 1,000 males (husbands) and 1,000 females (wives) aged 20–69, a total of 2,000 respondents. Male and female samples were allocated to 7 regions (Hokkaido, Tohoku, Kanto, Chubu, Kansai, Chugoku/Shikoku, Kyushu/Okinawa) proportionate to population. Equal-sized quotas were then set within each regional sample, in 10-year increments.
- Period March 2009
- Planning/Analysis SPiRE, Inc.

## Appendix

### **The peak time for e-mail use between spouses is *the evening***

Among those who email their spouse, the peak time for spousal e-mail use is the *evening (5–8 pm)* (62.6%). Use increases gradually from the morning, reaching 40%+ from *lunchtime (12–2 pm)* to *afternoon (2–5 pm)*. After the *evening* peak, e-mail use drops, and there is virtually no usage late at night.

### **Timing of e-mails between spouses**

(E-mailing spouses)

**Q. What time/s do you e-mail your spouse? (Multiple response)**



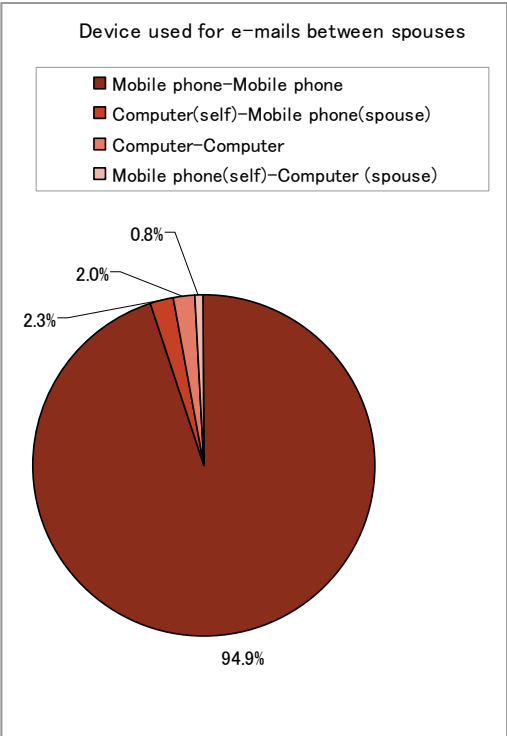
### **Mobile phones are the most commonly used devices for mails and calls between spouses**

Among those that mail their husband or wife, the most commonly used device for such e-mailing is far and away *mobile phone-mobile phone* (94.9%). All other options were cited by fewer than 10%. As with mailing, the device of choice for calling was the mobile phone (92.4%), making it clear that the mobile phone is the device of choice for communication between spouses.

**Device used for e-mails between spouses**

(E-mailing spouses)

**Q. What device do you most commonly use to e-mail your spouse? (Single response)**

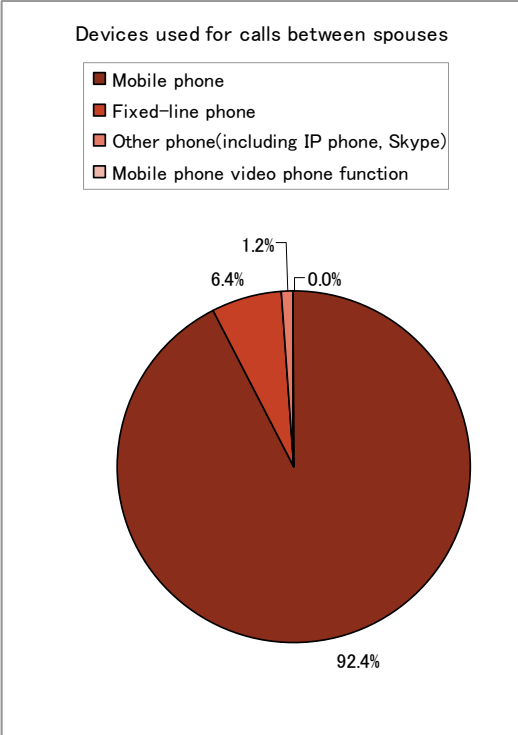


(N=1,465)

**Device used for calls between spouses**

(Calling spouses)

**Q. What device do you most commonly use to call your spouse? (Single response)**



(N=1,611)