

Mail vs Email – which is better?

Talking about the benefit or otherwise for Mail communication V Email (that's when an email is available and accurate) we thought this recent report may be of interest to your company.

The December 2014 release of the quarterly Better Connections series examines people's attitudes to personally addressed and unaddressed mail. It also examines which industries sent the most mail and what readership levels these communications achieved.

This report was developed using data from the quarterly Australia Post Consumer survey – a survey of more than 2,000 Australians.

Key findings:

- Australians received an average of 7.5 pieces of personally addressed mail and 10.8 pieces of unaddressed mail a week
- 99% of Australians opened their mail. 60% also read it thoroughly, and 54% stored it for later reference. *(We wish Email had a similar View rate since much of it goes unnoticed, or caught up in spam filters.)*
- The average time taken to open and read mail was 2.9 minutes...*again with email, much of it that is Opened has a 5 or 10 second life.*
- Australians were most likely to read mail from financial institutions, utilities companies and clubs or interest groups
- Australians wanted to receive magazines, important or sensitive information, brochures and catalogues, detailed information and vouchers or coupons as physical mail
- Australians preferred to receive emails for brief information, newsletters, invitations to special events or sales and company requests for information
- 38% wanted to receive bills and statements as personally addressed mail; 35% preferred email format...*bear in mind these are customers you are dealing with...not potential customers.*

With reviewing these statistics, the key take out was that **99%** of people opened their mail, and **60%** read it thoroughly.

Clearly if you want your message to cut through the all the noise in today's digital world, physical mail is still a trusted channel to use to communicate it to them.

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