



## FACT SHEET

# THE LETTERBOX IS HERE TO STAY: 5 YEARS NO CHANGE

If you thought the letterbox has had its day, here are a few surprising facts from a 2018 Roy Morgan Survey:

**OPEN  
UPTO MAIL**

+61 3 9421 2206  
info@outm.com.au  
Suite 6, 151 Barkly Avenue  
Richmond Vic 3121 Australia  
www.openptomail.com.au  
www.openptomail.co.nz

**58.6%**

are reading unaddressed mail and catalogues

**66.1%**

are reading addressed mail

**81%**

of Australians aged 14+ are reading mail each week

Source Roy Morgan, 2018