



Trend Report # 1

AUSTRALIA



The Letterbox is back because it delivers.

Far-reaching and equally accessible to all households, the humble letterbox is delivering cost-saving bargains, secure information to health, government, education and more. Loyalty programs deliver price comparisons, brand recall and equity.

With strong indicators, regular behavioural patterns, inspirational idea setting and brand awareness with frequency and value triggers, the letterbox is delivering. The hidden gem in communications to Australians. Independently commissioned research from *The Source Toluna Two Sides Global*, explores the role of the letterbox in Australian lives each and every day.

Letterbox checking is on the rise

Daily and more than once a day checking has increased 42% over the past twelve months.

Weekly letterbox checks are up 5% from 2024.

Post office boxes are checked weekly by 74% of Australians.

94%

of Australians check their letterbox weekly.



Physical mail is a leader of the media pack:

- > Seen as one of the most useful sources of information.
- > Rated as the most trusted channel for advertising.
- > Rated as the most trusted channel for information.

Recent research has found, Mail is the channel least likely to send or contribute to spam, maintaining a consistently low level of unsolicited communication. This positions physical mail, and by extension, print media, as one of the most authoritative and trusted channels in the modern marketing mix. In a landscape saturated with

digital noise and constant online interruptions, print and mail stand apart. Mail is quiet yet commanding, credible yet engaging. Its tangible presence captures attention without overwhelming consumers, offering a moment of pause and authenticity in contrast to the relentless pace of other media channels.

71%

of Australians report physical mail provides useful information.



88% of consumers report a moderate to complete trust of contents from Physical Mail with 47% having total trust, an increase from 2024.

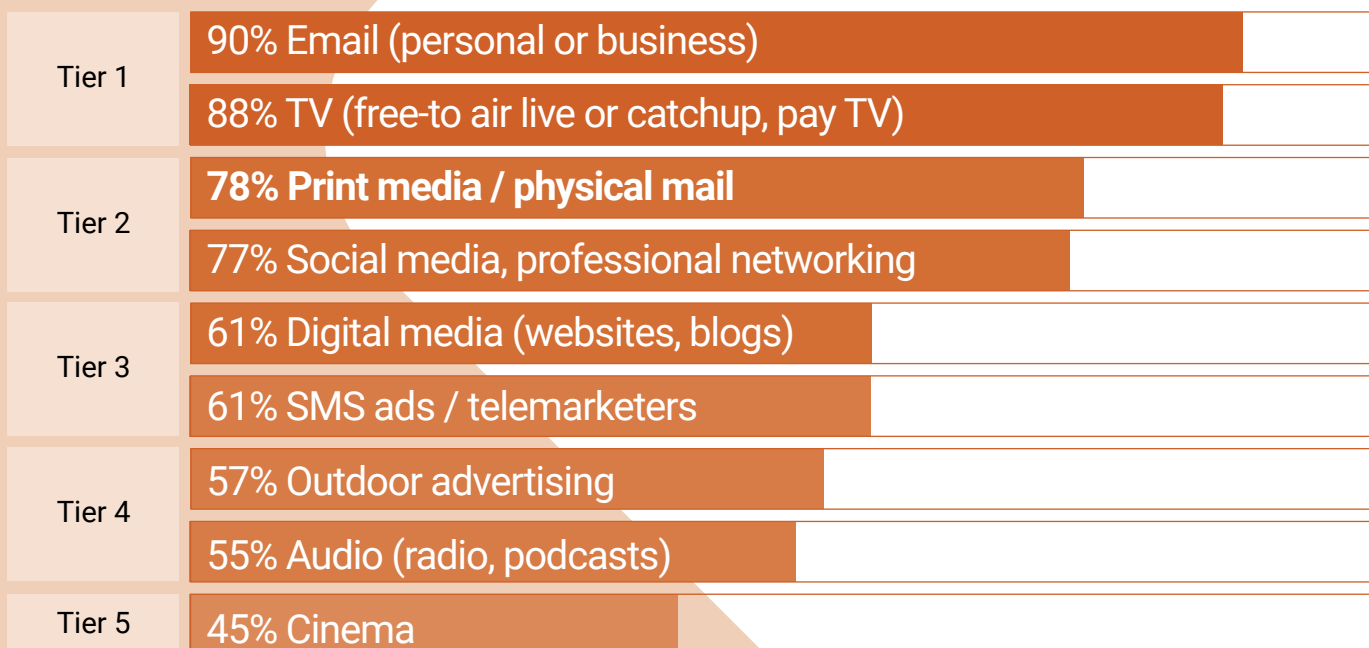
Advertising and Media Ranking

Print and physical mail holds its position, sitting in the top '3' advertising and communication mediums where information is received.

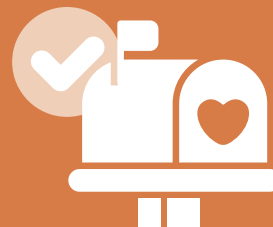
Ranking in the top three most effective and essential communication channels for Australians, sitting alongside email and television, print and mail's position highlights the enduring trust and influence of tangible, high-quality communication in a crowded digital world. At 78% effectiveness, Australians continue to value the authority, credibility, and personal connection that comes from something they can physically hold and engage with, proof that mail remains a powerful and relevant channel in today's marketing mix.

This ranking reinforces that attention and trust are not evenly distributed across platforms. Print and physical mail occupy a unique space, they command focus, evoke authenticity, and cut through the noise of fleeting online messages.

For government, brands, marketers, and communicators, this data underscores an important truth: when it comes to building lasting connections and genuine engagement, the letterbox still delivers.



Communications are stored in the home for future reference



Physical mail provides an effective way to bypass the often overwhelming and stressful experience of managing crowded digital inboxes.

It offers a sense of simplicity and calm in contrast to the constant flow of online communication.

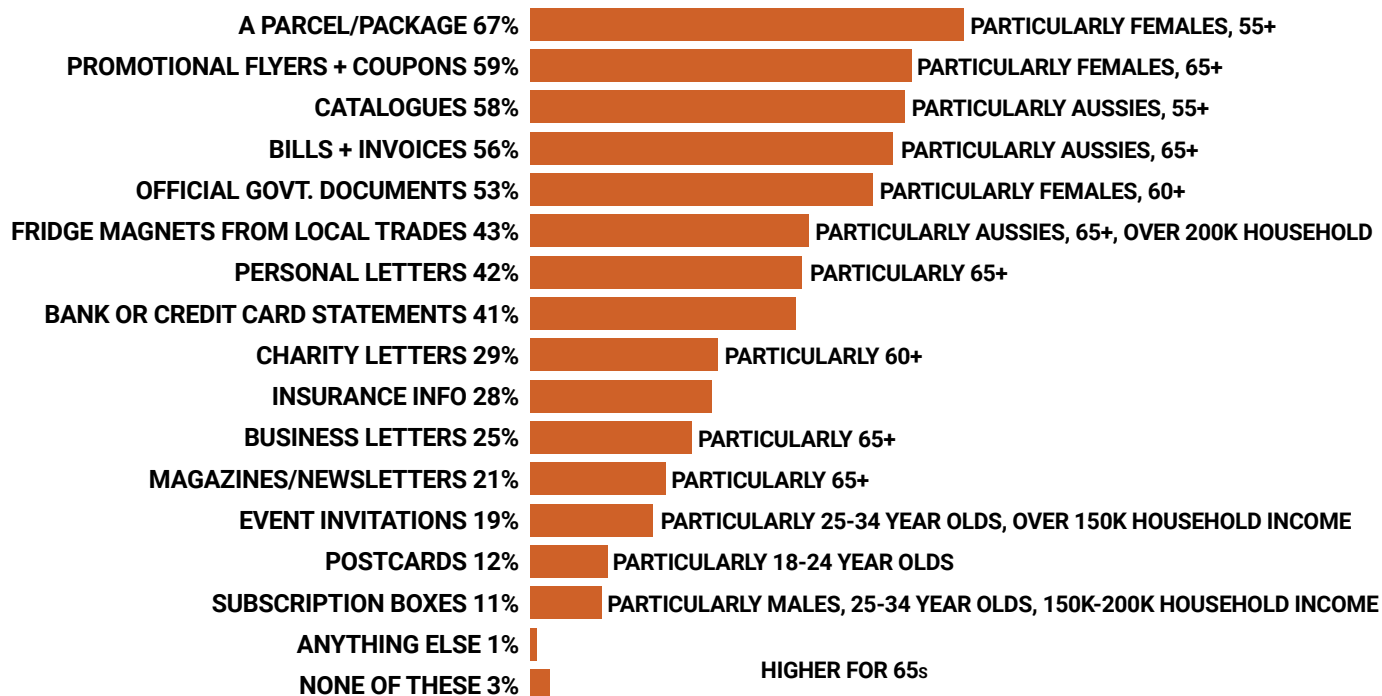
Older generations remain the largest recipients of physical mail, maintaining strong engagement with this trusted and familiar medium.

Moreover, as generations age, they are leaning into print and physical mail more than in their younger years.

Further, print and physical mail, tend to have lasting value, when considered useful or relevant. Pieces received often kept in easily accessible places within the home, allowing for repeated reference and even wider household reach well beyond the initial moment of collection from the letterbox.



What we receive in the letterbox:



What do we do with our items from the letterbox:

We store Government and financial documents in a specific location for safety.

Fridge magnets for local tradies and event invitations are placed on the fridge for functionality and a means to easily review later.

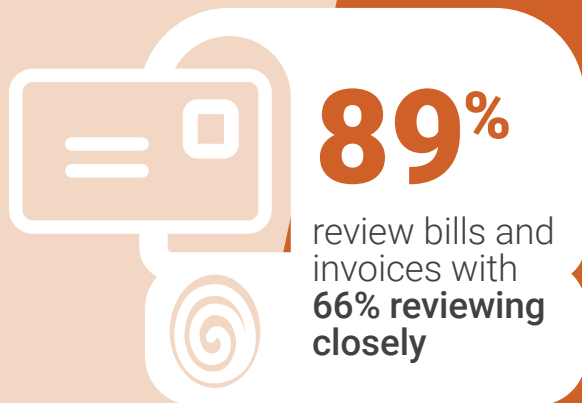
Catalogues and promotional materials are stored on the kitchen bench or dining room table.

The letterbox is part of our everyday lives

The letterbox ritual is far from fading, more than half of Australians still find genuine joy in walking to their letterbox, making it a small but meaningful daily moment.

Physical mail continues to achieve high levels of engagement, with most recipients either reading it immediately or setting it aside to revisit later.

This enduring behaviour highlights the strength of mail as a trusted and valued medium.



Opportunities are greatest for physical mail and promotional materials that are:

- 1 RELEVANT**
to the recipient's interests or needs.
- 2 INTERESTING**
and able to capture attention quickly.
- 3 VISUALLY APPEALING,**
reflecting quality and creativity.
- 4 INFORMATIVE,**
especially when it connects to local events or services.

The simple act of receiving mail from the local postie goes beyond mere delivery - it is personal and for many, a subtle reminder of community connection and local engagement that digital communication struggles to replicate.

91%

of Australians review official government documents they receive in the mail with 70% reviewing in close detail.

69%

engage with charity letters when received in the mail.

84%

engage with catalogues and promotional material when received in the mail, and 43% of those who review catalogues, go on to store them for later.

89%

review bills and invoices with 66% reviewing closely.

84%

reviewing bank or credit card statements and an additional 12% keep for review.



We trust and rely on the letterbox for its security



Print and physical mail continues to be one of the most trusted and secure forms of communication. People are more likely to open, read, and retain important documents when they arrive by post compared to digital mail, a clear advantage for message delivery, understanding, and long-term recall.

Physical mail carries an inherent sense of reliability and authenticity, making it especially effective for conveying sensitive or official information. Its tangible nature also provides a practical benefit, and recipients can keep a hard copy for personal records, reinforcing confidence in its accuracy and permanence.

Beyond personal correspondence, print plays a vital role in keeping communities informed, whether through updates from local businesses or communications from politicians and public bodies.

These materials are often perceived as useful and trustworthy, strengthening public understanding and engagement with local initiatives and decision-making.



95%

of Australians are **MORE or JUST AS LIKELY** to open, read and retain important documents when they come via post.

3 IN 5

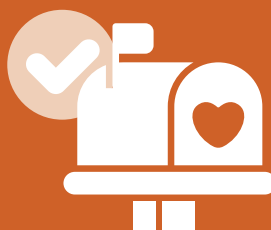
Australians find that information via post, promotional material, or 'how to vote' cards are useful. This is particularly true for federal elections where close to 1 in 5 see this as 'very useful'. This is up 19% from 2024 data.

44%

are **MORE LIKELY** to trust a local business if they have seen their ad or information in the letterbox.

76%

agree that getting mail delivered by your postie is an essential part of society and very few (18%) believe we no longer need letterboxes.





In a time when authenticity and attention are in short supply, physical mail delivers both, proving that the simplest form of communication still carries the greatest impact.

Closing remarks

The Letterbox is back, because it delivers affirms that physical mail has re-established itself as one of Australia's most effective, trusted, and engaging communication channels.

Far from being a relic of the past, the humble letterbox continues to play a vital role in daily life, connecting Australians through information, offers, and updates that are relevant, dependable, and valued. With the vast majority of Australians checking their letterbox weekly, and engagement levels rising year on year, the evidence is clear: **the letterbox remains one of the nation's most accessible, well-loved, and impactful communication touchpoints.**

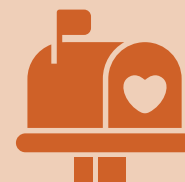
Print and physical mail's continued presence among the top three most effective advertising and communication channels highlights its lasting influence in a so-called digital-first world. Australians associate mail with credibility, authority, and personal

connection, characteristics increasingly rare in the fast-paced, cluttered online environment. Its ability to command attention, deliver trusted information, and foster long-term brand recall proves that print is not only surviving but thriving as a complementary and strategic medium in the marketing mix.

Beyond mere communication, the letterbox experience fosters meaningful engagement and behavioural continuity. Mail is often retained, revisited, and shared within households, serving as a tangible reminder of messages that matter. It brings clarity and calm to communication, a stark contrast to the transience of digital noise, and continues to foster a sense of familiarity and connection across generations.

The recently released Australian research underscores the letterbox's enduring strength as a secure, credible, and essential channel in Australian life. With overwhelming trust in the medium and strong perceptions of usefulness, particularly for local and official communications, the letterbox stands as a quiet yet commanding force.

In a time when authenticity and attention are in short supply, physical mail delivers both, proving that the simplest form of communication still carries the greatest impact.



About Open up to Mail

The Open Up to Mail campaign has been developed to share insights into the role of the letterbox across societal balances and consumer trends throughout Australia and New Zealand. The research will run across three (3) years and has been independently conducted by well-regarded research agency, The Source brings expertise in market research across the United Kingdom, Australia and New Zealand, having worked across sectors including media, retail, government and telecommunications. From fact sheets to shareable resources, the Open Up to Mail campaign website is your hub for downloadable content, quarterly industry insight events, and networking.

Funding is secured from the Visual Media Association and industry stakeholders. For more information go to: www.openuptomail.com.au.

About the Visual Media Association

The Visual Media Association is the peak industry body representing the paper, print, packaging, labels, sign, display, publishing, mail and distribution sectors across Australia. An employer association, the Visual Media Association reports to the Fair Work Commission representing the industry across skills, promotion, protection and regulation. For more information go to: www.visualmediaassociation.org.au.