



Key Insights

- Canadian households received an average of 27 pieces of direct mail per week in 2004.
- Welcomeness has increased across all media since 2002 with DRTV and the Shopping Channel increasing more than Addressed direct mail in 2005.
- Responsiveness is highest when companies are providing new information, when consumers are looking for something specific or when they already do business with them.

The research presented in this fact sheet was conducted by Canada Post except where noted.

Direct Mail Facts

- Canadian households received an average of 27 pieces of direct mail (unaddressed and addressed) per week in 2004
- 17.8 billion pieces of direct mail were sent out in Canada in 2004
- Expenditure on direct mail has increased by 51% over the last 10 years reaching \$1,499 million in 2004

Likelihood of Opening Mail

- Canadians agree they are more likely to open mail if:
 - They asked for it (97%)
 - It comes from someone they know (91%) or a company they know (95%)
 - It looks official or important (91%)
 - It has a name and address on it (84%)

Likelihood of Reading Mail

- 63% of Canadians read mail as soon as they receive it
- 67% agree they are likely to read mail that is addressed to them personally
- 44% are more likely to read mail if they have seen the same concept on TV or heard about it in another medium
- 58% are more likely to read direct mail informing them of product changes or

upgrades from companies they have already purchased

The Value of "The Mail Moment"

- Mail Provides a Positive Experience:
 - 59% Find that looking at their mail is a positive experience in their day
 - 57% Look forward to what's in the mailbox
 - 53% Say receiving mail is a real pleasure
- Mail is the Best Way to Communicate:
 - 84% Believe that a letter seems more official than an email
 - 78% Agree that mail is a great way for companies to communicate with me
 - 74% Feel that Mail is the best way to receive and send important information
 - 72% Say that mail is more private than online
- Mail Helps Keep me Organized:
 - 60% Agree that mail helps me stay on top of things in my life
 - 83% Sort mail when they receive it and don't let it pile up
 - 76% Rarely put off bringing in the mail and sorting through it right away
 - 69% Find mail is easy to keep and store away

General Attitudes Towards Direct Marketing

- DRTV, the Shopping Channel and then Addressed direct mail are the three most welcome forms of direct marketing among Canadians.
- The proportion of people who spend time attending to DRTV and Addressed direct mail in an average day however, is the same.
- More than any other age or income group, younger Canadians (18–34) and higher income households (\$80k+) welcome all forms of direct marketing.

Preference Toward Direct Mail

- Canadians show a much higher preference for mail over email¹:
 - 58% of Canadians prefer to receive messages and documents through the mail versus email.

- 67% of Canadians prefer to receive unsolicited product and service information by mail than by email.
- Canadians are more likely to discard unopened email (81%) than unopened mail (8%).

- Canadians feel that mail is more convenient, less intrusive, more descriptive, and creates less pressure than telephone solicitation.²

Direct Mail and Privacy Issues

- 94% of Canadians have increasingly expressed concern about protecting personal information (from 88% in 2002).
- S.I.N., financial information and home and cell phone numbers are considered the most private types of personal information.
- Canadians feel that personal information has the lowest risk when receiving advertising by mail (only 17% felt at risk versus 32% with email and 45% with telephone).

¹Household Mail Preference Telephone Study, Pitney Bowes, 2005

²Household Mail Preference Telephone Study, Pitney Bowes, 2005