


THERE'S NO PLACE LIKE **HOME**



Mail will be read
and re-read over
4 times
on average



41% 
Searched online for more
information about a company
as a result of receiving mail
in the last 12 months


45%
of mail
**stays in
the home**
for over
4 weeks



UK adults spend
12 mins
per day on
average
**looking
at mail**



86%
of people
like keeping
catalogues
and referring
to them



15%
of mail is shared
with another
person



49%
of adults **prefer to receive
bills / statements** in the post

