

MEDIA RELEASE

FOR IMMEDIATE RELEASE

NEW RESEARCH REVEALS AUSTRALIANS CONTINUE TO TRUST PHYSICAL MAIL IN A DIGITAL-FIRST WORLD

New research commissioned by the Visual Media Association (VMA) and completed by Vypr, has found physical mail continues to play an important role in how Australians receive and respond to important communications.

The research found 65% of Australians consider physical mail to be important, while 84% say they always or often open and read addressed mail. The findings show printed communications continue to be read alongside digital channels, particularly when information needs to be noticed and retained.

Visual Media Association Chief Executive Officer Kellie Northwood said the research demonstrates that physical mail continues to meet a clear need for both organisations and consumers.

"As communication channels continue to evolve, Australians are telling us that physical mail still has an important place. People want information that is easy to recognise, trusted and accessible, particularly when it relates to important matters," said Northwood.

The research found 58% of Australians believe physical mail feels more official than digital communications, while more than half consider it more secure and trustworthy for sensitive personal and financial information than email. Just 29% of Australians said they distrust information received by mail, compared with 38% who distrust information received via email.

Physical mail also continues to attract attention in a crowded communications environment. Half of Australians said physical mail is one of the communication channels they pay the most attention to, 54% said they concentrate more on promotional material in their hand than on email, and almost nine in ten keep printed communications for future reference.

The findings also point to the ongoing importance of physical mail for government communications. A total of 78% of Australians said they want important government information delivered through physical mail, either on its own or alongside digital channels. 57% reported missing important digital communications, while concerns about scams and phishing continue to affect confidence in online communication.

The research also found 94% of Australians believe the postie and the letterbox remain part of Australian society, reflecting the continuing role of physical mail in everyday life. The findings come as broader research points to growing digital fatigue, with many Australians actively taking steps to limit the impact of technology on their wellbeing.

Chief Revenue Officer, Vypr, Sam Gilding commented "this research highlights an important truth for organisations communicating with Australians: channel choice matters. While digital communications remain essential, physical mail continues to deliver trust, attention and action,

particularly when information is important, sensitive or needs to be retained. Working with the Visual Media Association, Vypr was proud to help uncover how Australians want a balanced, multi-channel approach that gives people confidence their most important communications will be seen, understood and acted upon.”

The research forms part of the Visual Media Association's latest white paper examining consumer attitudes towards physical and digital communications and the role of print in helping organisations communicate effectively.

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About Visual Media Association

The Visual Media Association (VMA) is the recognised peak industry body for the paper, print, mail, publishing, packaging, graphic design, distribution, and media technology industries across Australia.

Operating for over 144 years, the VMA is a registered organisation with direct signatory to the nine (9) Awards across our industry and membership. VMA offers an end-to-end industry association solution that is relevant in all that it undertakes: advocating the relevance of the established media, print, that we all belong to; developing global partnerships and translating to regional requirements; awarding excellence; investing in products; and arming our industry with sales tools, sustainability collateral, industrial relations representation and more.

The VMA is the largest print industry body, committed to building a stronger united leadership to deliver the goals of our members. United we lead strong advocacy, government advisory, skills and training programs, protection, and promotion of our industry channels and more to ensure our members’ businesses operate within a future-proofed strategy for success.

For more information contact: communications@visualmediaassociation.org.au