

Mailbox Monitor 2021

DELIVERIES FROM CUSTOMERS' POINT OF VIEW

A Germany-wide online survey with responses from more than 2,000 participants from the Spectos Panel in July 2021.

DISTANCE

A majority of people consider that public mailboxes should be max. 250 - 500 meters from home.



SIGNIFICANCE

Letters are still the most common and most popular medium of correspondence via mailboxes.



COMMUNICATION

Despite the fact that communication is becoming increasingly digital, people still value the official character of letters.

FUTURE

A majority of mail recipients believe that mailboxes and letters will still be around in 10 years' time. This trend declines among 18-35 year olds.



ADVERTISING MAIL

Advertising and promotional mail has become even more popular with both direct and indirect recipients.



EXTRA SERVICE



A majority of people that receive pre-announcements of mail also want to know about its content.

Mailboxes are highly appreciated in Germany.



88%

consider the delivery quality of letters to be good to very good. For parcels, 76% are of this of opinion.



91%

of participants consider a personal delivery to their own mailbox to be important.



58%

consider the delivering company rather unimportant.

A majority acknowledges and perceives that the delivery times for letters is 2 days and for parcels 3 days.



One-half of respondents avoid single orders, and prefer online as a communication channel.

Many wish an Opt-In for the letterbox with an "Advertising is welcome" label.

