

# newsworthy trends

## Connected Households Still Prefer Regular Mail

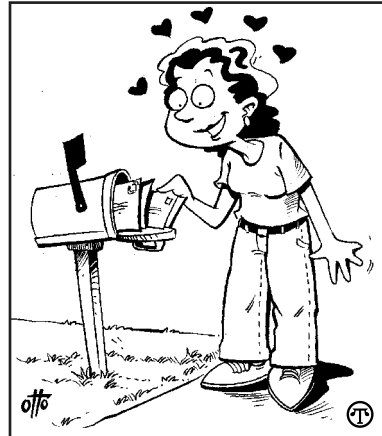
(NAPSA)—The lure of electronic mail draws headlines, but recent surveys show that many consumers still prefer traditional mail.

According to a pair of surveys—conducted in March 1999 and February 2001—the preference for traditional mail has not been affected by e-mail, even though the number of households with electronic access jumped from 34 percent to 53 percent in the two-year period.

Among the households surveyed, 93 percent said they prefer traditional mail when receiving financial documents and information. In addition, the preference for regular mail continued in categories such as product announcements and promotional mailings (73 percent in 2001 vs. 77 percent in 1999).

This ongoing reliance on traditional mail becomes more understandable when you take into account the fact that 76 percent of the audience considers regular mail more secure than e-mail. Only 11 percent considered e-mail to be more secure. Also, even in this age of fast computers and modem connections, regular mail is considered less time-demanding. Sixty-two percent of respondents indicated that getting and opening their regular mail is faster than retrieving their e-mail.

Given the importance and expense that businesses associate with customer relationship management programs, a new question was added to the 2001 survey. When asked which type of communication they are likely to discard unopened, respondents reported that 66 percent of unsolicited e-mails are never read, compared with just 26 percent of regular,



**The convenience of e-mail doesn't outweigh the security consumers feel with the traditional mail delivery method.**

promotional mail.

"There's a message revolution going on in the United States," observed Tim Bates, vice president, marketing, Pitney Bowes Mailing System, which commissioned the surveys. "Message volumes keep climbing, and, when compared to e-mail, regular mail is winning the vote of American households. Mail is universal, it does not require special training or hardware, it is secure and personal, and it is the easiest and most effective marketing tool that businesses can use when communicating with customers."

Pitney Bowes is a \$4 billion global provider of integrated mail and document management solutions, headquartered in Stamford, Connecticut. The company serves more than two million businesses of all sizes in more than 130 countries through dealer and direct operations. For additional information, visit their Web site at [www.pitneybowes.com](http://www.pitneybowes.com).