



What's in the Customer's Mailstream?

Reporting by Paula Andruss, Illustration by Jude Buffum

Marketers are really good at understanding what makes a mail piece stand out, but it's not always clear what that piece needs to stand out against. What does the rest of the consumer mailstream look like? As your target customers rifle through their daily mail, what other pieces are they likely to encounter as they consider, open, and discard their way through their mail piles? To find out, we waded into the two biggest tributaries to the U.S. mailstream—First-Class Mail® and Standard Mail™, and Periodicals—to get a better idea of what American households were getting in their boxes. Here's what we learned. (NOTE: All data is from 2007, the year for which the most recent figures for mail to U.S. households are available.)

Source: USPS® Household Diary Study: Mail Use and Attitudes, FY 2007