



Envelope Manufacturers & Suppliers Association

National Poll Shows 73% of Public Still Prefers Receiving Bills and Financial Statements by Mail

The Envelope Manufacturers and Suppliers Association (EMSA) conducted a recent national poll that demonstrated a strong preference on the part of the public to continue receiving important bills and financial statements by mail, rather than solely online. More than 73% of the public indicated that they prefer the mail as their delivery vehicle for these important documents.

Despite the strong growth of internet usage (which included 76% of survey respondents), the preference for receiving these important documents by mail remained strong, particularly among members of public aged 45 and older. “The mail continues to provide an important delivery vehicle for critical financial information and even internet-savvy citizens are reluctant to eliminate it,” said Keith Bartlett, the Chairman of EMSA.

While internet usage in Great Britain, according to government statistics, now includes 73% of households, it is important to recognize that 1 in 4 households remain offline. Before financial organisations or government agencies take steps to encourage, or even force, citizens to receive information online, they should be mindful of consumer preferences and consumer ability to access the internet.

“The postal system remains a critical lifeline for important services and will continue to play this role for many years,” said Mr. Bartlett. This survey data reminds us to proceed cautiously as we consider policies that affect the viability of the Post and our citizens’ access to critical information.

EMSA conducted this survey of more than 1000 adults between June 10th and June 30th, 2011. A summary of the results can be found at www.emsauk.org. For questions, please contact: keith.bartlett@emsauk.org