

DMA Annual Door Drop Report 2022



Increased Interactions and New Audiences



Broader Demographic

Upmarket ABC1 audiences now **interact** with the average door drop more than those the in C2DE social grade



Door Drop Interaction

The average person the UK interacts with the average door drop **3.1 times a month**.



Increased Volume

Door drops volumes on JICMAIL's national! representative panel were **up 33% Year-on-Year**

2021 Annual Report: Quick Stats

Items Received

2.5



The number of items homes received in 2021 returned to a post-pandemic normality

Mail Market

23%



The total mail market up from 20% share in 2020 to 23% in 2021

Changing Formats

86.7%



Leaflets represented 86.7% of the volume, Envelopes 7.3%, Booklets 6.0%

Item Reach

1.05



Of delivered mail is shared with another person

Item Weight

20.64g



The average weight of a door drop item was 20.64 grams in 2021

Contact Us

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