Recent Digipost survey: Young people may not know who the authorities are

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Finns consider it important to be able to choose which digital mailbox they receive messages from authorities in. This is one of the findings from Postiâ€™s recent Digipost study.

In October–November, Posti asked citizens about their expectations and views regarding the development of digital mailboxes. The survey included 2,550 Finnish respondents aged 18–85 and was conducted through Norstat's consumer panel.

Due to the government's "Digital First" initiative, official communications will primarily move to digital channels in 2026. However, the timeline for the first phase of the project has been delayed. At the same time, the second phase is underway, which will also introduce private digital mail services as channels for official communication.

"It would be in the best interest of Finns if the "Digital First" initiative were implemented using private digital mailboxes right from the start. Primarily digital official communication is a significant change in everyday life, and with private digital mailboxes such as OmaPosti, we can reach as many Finns as possible digitally," says Anna Storm, VP, Sustainability & Stakeholder Relations from Posti.

OmaPosti has 2.6 million registered users, making it the most widely used digital mail service in Finland.

73% of Finns Value Freedom of Choice

According to the survey, Finns find it important to choose the channel for receiving official communications. 73% consider it important to decide which service they use for official notifications. Freedom of choice is seen as critically important among those over 55.

"The results show that citizens want to simplify everyday communication and official matters by using familiar apps and channels. Paper mail also remains an important way for many to receive official decisions," Storm notes.

The study also asked about preferences for receiving messages entirely digitally, as digital copies, or on paper. Most respondents wanted to choose between these options. Digital was the most important, but copies

and paper remain significant for some. Paper mail is particularly important for those aged 35–54.

Young people unclear about who are authorities

70 percent of Finns have insufficient knowledge about the "Digital First" legislation and the resulting changes to digital mailboxes. Some are also unclear about which organizations qualify as authorities. Almost all respondents know that, for example, Customs, the Police, and district courts are authorities. However, uncertainty exists about whether municipalities, cities, and wellbeing regions are authorities. This is especially pronounced among young people aged 15–24, 40% of whom are unsure.

Most Finns would like to combine messages from multiple organizations into one electronic mailbox. Those aged 15–34 are most strongly in favor of merging messages from public and private entities into a single mailbox.

"The majority of young people already use OmaPosti. Private digital mailboxes are therefore a good channel to engage young people with official communications," says Kimmo Salakka, VP, Strategy and Offering.

Users want smooth transactions and long-term message storage

According to the survey respondents, it is extremely important to improve the user experience of digital mailboxes (84% of respondents). They also want documents to remain in the digital mailbox for as long as they choose (88% of respondents).

"We develop OmaPosti based on consumer wishes. In OmaPosti, Digital postbox users can decide how long to keep their messages — even forever. This is not the case with all services," emphasizes Elizabeth Kerppola, Director of Digital Growth.

Users want to be able to read messages directly in the service (76% of respondents). More than half consider it especially important to continue transactions within the chosen digital mail application, such as paying bills or using chat customer service. The greatest need for such features is among 25–54-year-olds, 90% of whom consider it important or are neutral toward it.

Data security is an increasingly important part of digital mail services. OmaPosti's Digital postbox has been awarded the ISO/IEC 27001 certification in 2026, an internationally recognized standard for information security management. The certification, verified by an external auditor, confirms that customer data is handled securely.

Source: Posti

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