

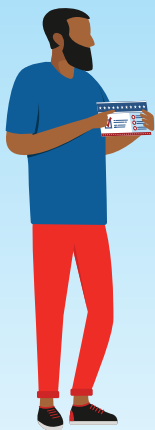
WOMEN AND MEN VOTERS

THE SIMILARITIES & NUANCED DIFFERENCES ON HOW TO REACH & INFLUENCE THEM

Targeting men or women separately is an effective way to reach, persuade, and motivate voters. The United States Postal Service funded post-election research conducted by Summit Research following the 2020 presidential election and 2021 Virginia gubernatorial election and partnered with the American Association of Political Consultants (AAPC) to analyze the results and uncover valuable insights about this demographic, and in particular, how these voters view and interact with campaign outreach. Campaigns can leverage these insights to target voters through mail as part of the campaign media mix.



WHERE WOMEN AND MEN ALIGN



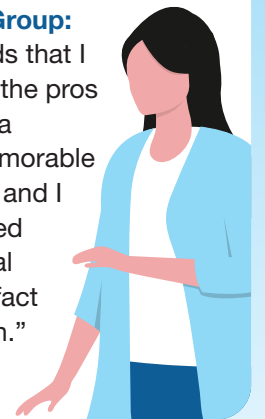
50% of American men and women also say mail was the **MOST MEMORABLE FORM OF POLITICAL ADVERTISING** they saw during the 2020 election cycle.¹

57% of women and men **READ DIRECT MAIL UPON RECEIVING** it or save to read for later¹

Voter Verbatim from Focus Group:

“On one of the postcards that I received, it mentioned the pros and cons of voting for a candidate, I think that was memorable because it showed both sides and I mean it still seemed a bit biased because they knew my political affiliation, but that helped me fact check on my own investigation.”

— Woman in Focus Group³



Super majority of Virginia women & men voters in 2021 gubernatorial election viewed **DIRECT MAIL AS THE MOST CREDIBLE ADVERTISING CHANNEL.**²

67%
Mail

66%
TV ads

39%
Email

36%
Radio ads

35%
Website ads

THE NUANCED DIFFERENCES BETWEEN WOMEN & MEN

MEN ARE SLIGHTLY MORE LIKELY than women to say that mail during Virginia gubernatorial race impacted their opinion on candidates in 2021²



68%
Men Voters



63%
Women Voters

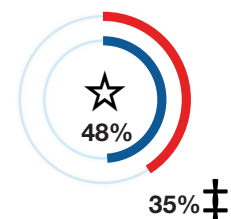
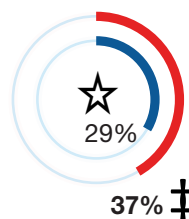
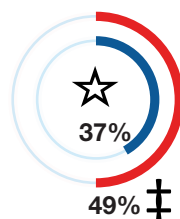
WOMEN ARE MORE LIKELY TO LOOK TO SOCIAL MEDIA AND FRIENDS AND FAMILY FOR INFORMATION, while men more likely to get information from cable news.

Source of information for news and current events:¹

Social media

Friends, relatives or colleagues

Cable news



● Women ● Men
⚖️ ⚖️

RECEIVING THE MAIL STARTS THE ENGAGEMENT WITH MEN who are more likely to **socialize the campaign** info and search online for information compared to women¹



SOCIALIZE THE INFORMATION
with friends & family¹

27% of Men
24% of Women



FOLLOW THE CANDIDATE OR ISSUE on social or search online to learn more about the race¹

32% of Men
28% of Women

MEN ARE MORE LIKELY TO LEVERAGE MAIL-TO-DIGITAL INTEGRATION TECHNOLOGY



**QR CODES
SCANNED¹**

33% by Men
22% by Women



**INFORMED DELIVERY[®]
FEATURE USED¹**

33% by Men
28% by Women



63%

OF MEN RECALLED SEEING POLITICAL MAIL
on Informed Delivery during the 2020 election
cycle compared to 49% of women¹



For more information connect with
a Direct Mail Specialist:

DelivertheWin.com



References:

¹Summit Research post-election survey funded by the Postal Service™ among 4,000 Americans conducted following the 2020 elections (December 15-22, 2020).

²Summit Research post-election survey funded by the Postal Service™ among 1,007 Virginians conducted following the 2021 gubernatorial election (January 2022).

³KRC Research conducted two, 90-minute focus groups February 22 and 23, 2021.

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