

YOUNG VOTERS AND MAIL

HOW TO REACH YOUNG VOTERS → LINK PHYSICAL INTERACTION TO THE DIGITAL EXPERIENCE

Reaching Gen Z voters (18-24 years old) and Millennial voters (25-39 years old) is critical for campaigns, as these voters develop lifelong voting habits. 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 effectively leverage these insights to reach, influence, and motivate young voters.



GEN Z AND MILLENNIAL AMERICANS AGREE THAT PHYSICAL MAIL DELIVERS MEMORABILITY & TRUST

59%

say mail is the **MOST MEMORABLE** form of political advertising AND they trust direct mail they receive more than online political advertisements.¹






YOUNG AMERICAN VOTERS TAKE SIMILAR ACTION AFTER RECEIVING MAIL, With Millennials Checking Their Mailbox More Frequently

WHEN RECEIVING MAIL, YOUNG VOTERS SAY¹

Gen Z (18-24 years-old)

-  **31%**
Read upon seeing
-  **21%**
Search online to learn more
-  **20%**
Share with friends/family

Millennials (25-39 years-old)

-  **33%**
Read upon seeing
-  **19%**
Search online to learn more
-  **24%**
Save to read later

CHECKING THE MAILBOX¹

62%

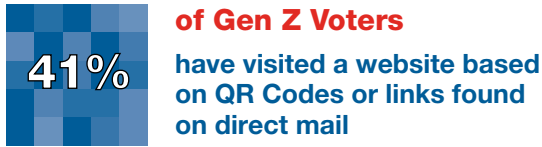
of **Gen Z** check their mailbox 4 to 7 times a week

76%

of **Millennials** check their mailbox 4 to 7 times a week²

MAIL LINKS THE PHYSICAL TO THE DIGITAL

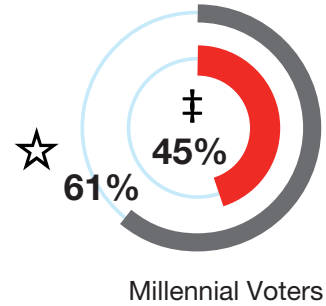
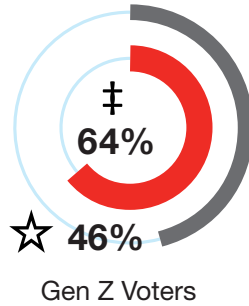
GEN Z MORE LIKELY THAN MILLENNIALS TO USE A QR CODE OR LINK²



INFORMED DELIVERY[®] RECALL RATES SOARED WITH GEN Z VOTERS IN 2021 COMPARED TO 2020.^{1,2}

Percentage who recall seeing previews of political mail in their Informed Delivery Digest:

- ‡ Virginia Voters (2021)
- ☆ National Voters (2020)



GEN Z VOTERS VALUE PERSONALIZED MESSAGING IN MAIL

Virginia Voters (2021)²

Percentage who agree on the importance of personalized messaging in mail:



WHAT PEOPLE ARE SAYING

Focus Group Voter Verbatim:

“ I liked when they had the QR Code because I can just scan it with my phone and then it'd take you to the website so that's easier because I wouldn't have to type the website that's on the postcard.”

– Young American³
(18-35 years old)

Consultant Verbatim:

“ The QR Code was one of those [tools] that helped us. That was part of the toolbox we used. ... to limit the amount of information we needed to put on a piece of mail. ... [voters] could click and use it to get to a site that had more information. ... It allowed us to increase our engagement.”⁴

– Campaign Consultant

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 with 18–35-year-olds between February 22 and 23, 2021. The groups explored younger audience experiences with political mail and their perceptions of political mail content and design.

⁴KRC Research conducted interviews with 16 campaign operatives, January through March 2021.

©2022 United States Postal Service. All Rights Reserved.