

Reaching Women Voters

CONNECTING WITH WOMEN VOTERS THROUGH THE MAIL



Nearly three-quarters of women read their mail immediately upon seeing it, and women find mail to be a comfortable way to receive political information^{III}.

The majority of eligible voters are women^I, and this midterm election cycle has more women running for office than ever before^{II}. Reaching women voters is clearly important to any campaign.

To uncover the emerging trends among women voters for this midterm election cycle, in the days immediately following the Virginia gubernatorial election, on November 7-9, 2017, the American Association of Political Consultants (AAPC) and the United States Postal Service[®] joined forces and commissioned a survey of 900 Virginia voters, including 611 women voters.

Here are some quick facts from the survey about how women interact with political mail, including tips on the best ways to reach female voters.

WOMEN TRUST MAIL MORE THAN ONLINE AND TV ADS^{III}

The stats don't lie. Women—especially Millennial women voters—perceive mail differently than men. In fact, they generally trust mail over online and TV ads more than men do.

Voters Who Trust Political Mail from Campaigns More than Advertisements Seen Online or on Television



MAIL KEEPS WOMEN INFORMED^{III}

It's not just about trust—it's about staying informed.

63% of Women Say Political Mail Made them an Informed Voter



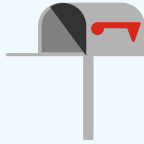
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HOW WOMEN INTERACT WITH MAIL^{III}

Female voters take action when it comes to political mail.



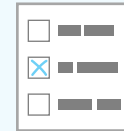
Check Their Mailbox at Least Four Times Per Week

- 89%** Women Voters
- 85%** Millennial Women Voters
- 88%** Gen X Women Voters
- 93%** Baby Boomer Women Voters



Motivated by Political Mail to Search Online for More Information

- 45%** Women Voters
- 55%** Millennial Women Voters
- 46%** Gen X Women Voters
- 32%** Baby Boomer Women Voters



Agreed that Political Mail Had an Impact on Their Voting Decision

- 47%** Women Voters
- 56%** Millennial Women Voters
- 42%** Gen X Women Voters
- 39%** Baby Boomer Women Voters

WHAT WOMEN WANT TO READ^{III}



Two-thirds of women voters said they are likely to read a mail piece if it includes:

- Biographical information on the candidate
- Information on the candidate's position on the issues
- The candidate's voting record or past statements

Voter Registration:

Millennial women in particular (67%) are interested in learning dates for voter registration.



LET US HELP YOU DELIVER THE WINTM

The Postal Service[®] has specialists available to help campaigns capitalize on their direct mail outreach with voters. Whether it's direct mail insights, consulting on direct mail design, or navigating operational support, the Postal ServiceTM is committed to helping campaigns deliver the win.

TO FIND OUT MORE, VISIT US AT [DELIVERTHEWIN.COM](https://www.usps.com/deliverthewin)

SOURCES

^I United States Census Bureau: Electorate Profiles: Selected Characteristics of the Citizen, 18 and Older Population—United States. <https://www.census.gov/data/tables/time-series/demo/voting-and-registration/electorate-profiles-2016.html>

^{II} Center for Responsive Politics report, "Women March onto the Ballot in 2018." <https://www.opensecrets.org/news/reports/women-candidates>

^{III} Summit Research post-election survey on behalf of the Postal ServiceTM among 900 actual Virginia voters, conducted immediately following the gubernatorial election (November 7–9, 2017).

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