

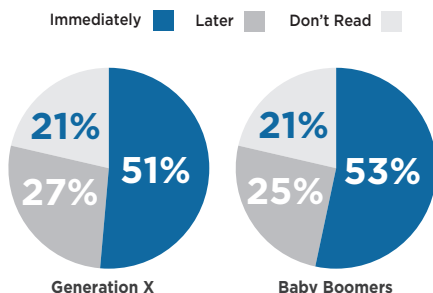


How political mail influences Generation X and Baby Boomers

Generation X (ages 36 to 51) and Baby Boomers (ages 52 to 71) represent a significant target for political campaigns, together accounting for 57% of eligible voters. The two populations are more likely to turn out to vote (61% for Gen X and 69% for Boomers in the 2012 election) than younger voters (46% turnout in 2012).

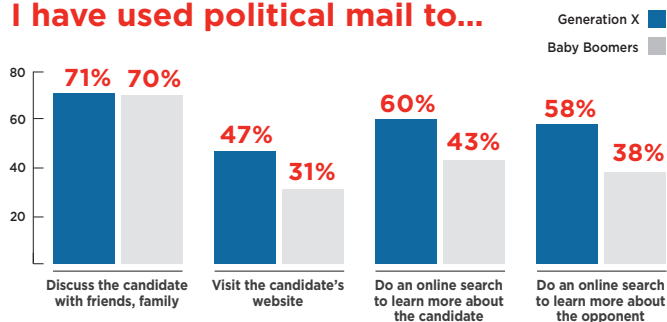
Campaigns during election season deploy multiple advertising channels to communicate messages and inspire action. One strategy that has shown great success in reaching and persuading voters, according to a recent survey from the USPS® and Summit Research, is political mail.

I open my political mail...



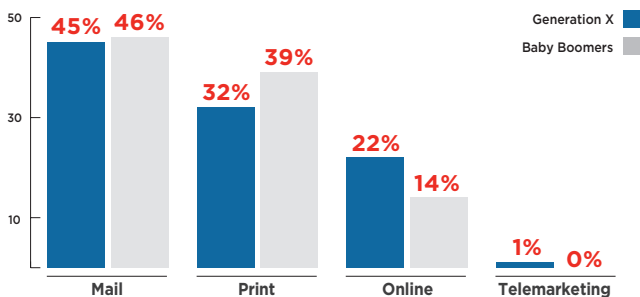
Political mail grabs attention when Gen Xers and Boomers open their mailboxes. Nearly four-in-five read political mail—and a majority read it immediately.

I have used political mail to...



Political mail motivates discussion with friends and family as well as online research on candidates.

My most preferred political ad format is (outside of TV, radio)...



While voters are increasingly likely to get their news online, both Gen Xers and Boomers have a large preference for ads via mail compared to online.

These findings do not promote a mail-exclusive approach, but suggest mail should play an important role in political campaigns.

A piece of political mail must have...

	Gen X	Boomer
Candidate's key positions or platforms	64%	60%
Candidate's political party	51%	48%
Link to candidate's website	38%	14%
Comparison to opposing candidates	35%	30%
Reminder of voting day	37%	24%
Photo of candidate	36%	21%
Reminder of polling location	35%	21%
Candidate's key supporters (endorsements)	28%	19%

"Must-haves" in political mail include the candidates' positions, political party and website link.

Also important: Comparison to opposing candidates and reminders about voting date and polling location.

USPS and Summit Research conducted a national online survey among 1,156 U.S. adults from March 18-23, 2016.

For more information on survey methodology, question wording, or to see a white paper with more findings from this study—please visit deliverthewin.com