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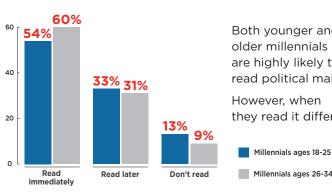
Political mail influences younger and older millennials

Political mail is more likely to motivate younger millennials (ages 18-25) than older ones (26-34) to visit a candidate's website, social media, and to serve as a reminder of when and where to vote, according to a survey from the USPS® and Summit Research.

Older millennials, on the other hand, are more likely to be inspired by political mail to have a conversation about a campaign with family and friends,

and to regard political mail as a "comfortable" and "familiar" source of information.

Campaigns during election season deploy multiple advertising channels to communicate messages and inspire action. Findings from our survey show that one often overlooked strategy for millennialsdirect mail-has considerable value in reaching these important voters.



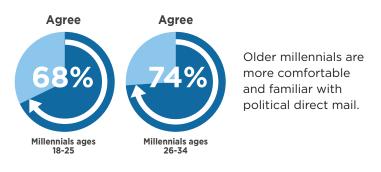
When I first see my political mail, I...

Both younger and older millennials are highly likely to read political mail.

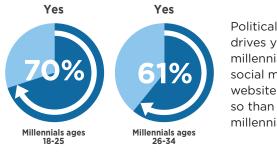
However, when they read it differs.

Millennials ages 18-25

Political mail is a familiar and comfortable way to receive political information.



As a result of receiving political mail. I have searched online for more information about a candidate.



Political mail drives younger millennials to social media and websites, more so than older millennials.

After I read political mail, I...

20

5%

60

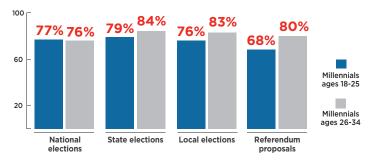


Political mail serves as a conversation starter for most millennials surveyed, but especially for older millennials.

Millennials ages 18-25

Millennials ages 26-34

Political mail is important for...



Older millennials are more likely than younger ones to rate political mail as important in down-ballot races.

USPS and Summit Research conducted a national online survey among 1.156 U.S. adults from March 18-23, 2016. Due to utilization of an oversample, total sample size for Millennials = 671.

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



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