



Political mail influences younger and older millennials

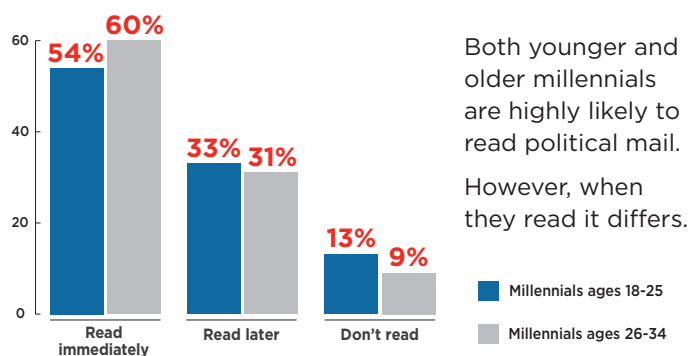
Political mail is more likely to motivate younger millennials (ages 18-25) than older ones (26-34) to visit a candidate's website, social media, and to serve as a reminder of when and where to vote, according to a survey from the USPS® and Summit Research.

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,

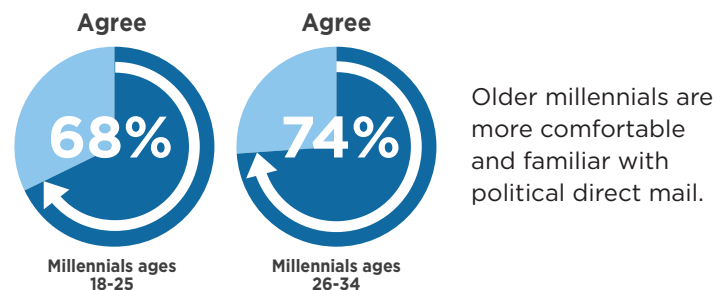
and to regard political mail as a “comfortable” and “familiar” source of information.

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 millennials—direct mail—has considerable value in reaching these important voters.

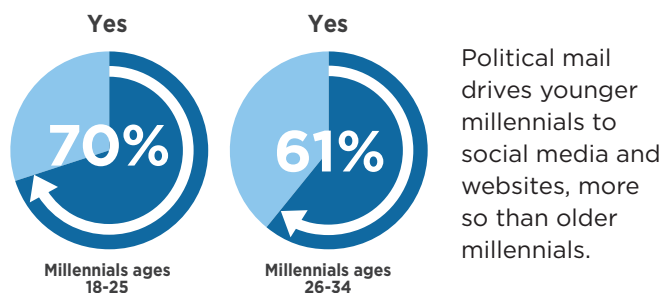
When I first see my political mail, I...



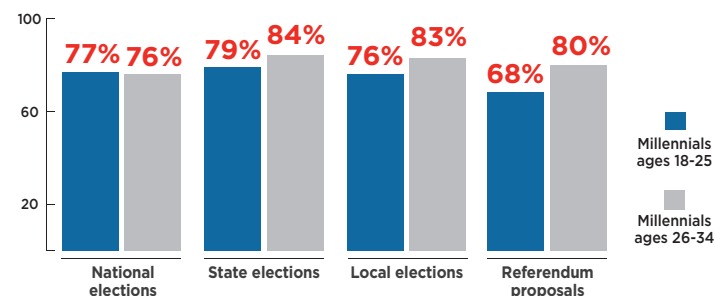
Political mail is a familiar and comfortable way to receive political information.



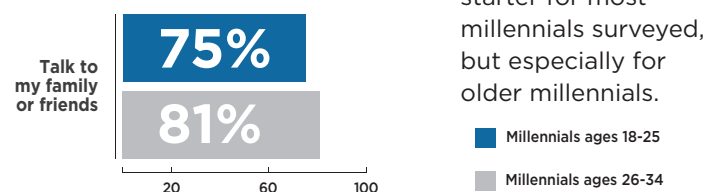
As a result of receiving political mail, I have searched online for more information about a candidate.



Political mail is important for...



After I read political mail, I...



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