

ENGAGING OLDER VOTERS Through Direct Mail



Voters are increasingly looking for personalized, targeted outreach to break through the clutter in the crowded landscape of political campaigns. Older voters (Boomers and Gen X) consistently turn out to vote at higher rates than other demographics and prefer traditional communication channels, making them a crucial demographic for engagement.

Older voters tend to appreciate straightforward messaging with information about the candidate's stance on issue areas relevant to them as well as when and where to vote. Campaigns can build authentic connections with older voters by delivering direct mail pieces that resonate with their values and concerns, emphasizing the issues that matter most to them. Personalization and clarity are key to leveraging targeted direct mail pieces as part of an integrated campaign strategy with this voting bloc.



81%

of Surveyed Older Voters
Check Their Mailbox At
Least 4 Days a Week.

Deliver Individualized Content to Facilitate Personalized Engagement

72%

of Surveyed Older Voters
Read the Mail Piece
Upon Seeing It

65%

of Surveyed Older Voters
Follow News About That
Race More Closely

59%

of Surveyed Older Voters
Discuss the Race
with Friends or Family



Tailor Direct Mail to Include Information on the Issues Older Voters Care About



88%

Stance on
Local Issues



86%

Stance on
Domestic Issues



81%

Stance on
Global Issues



79%

The Candidate's
Biography



73%

When and Where
to Vote



64%

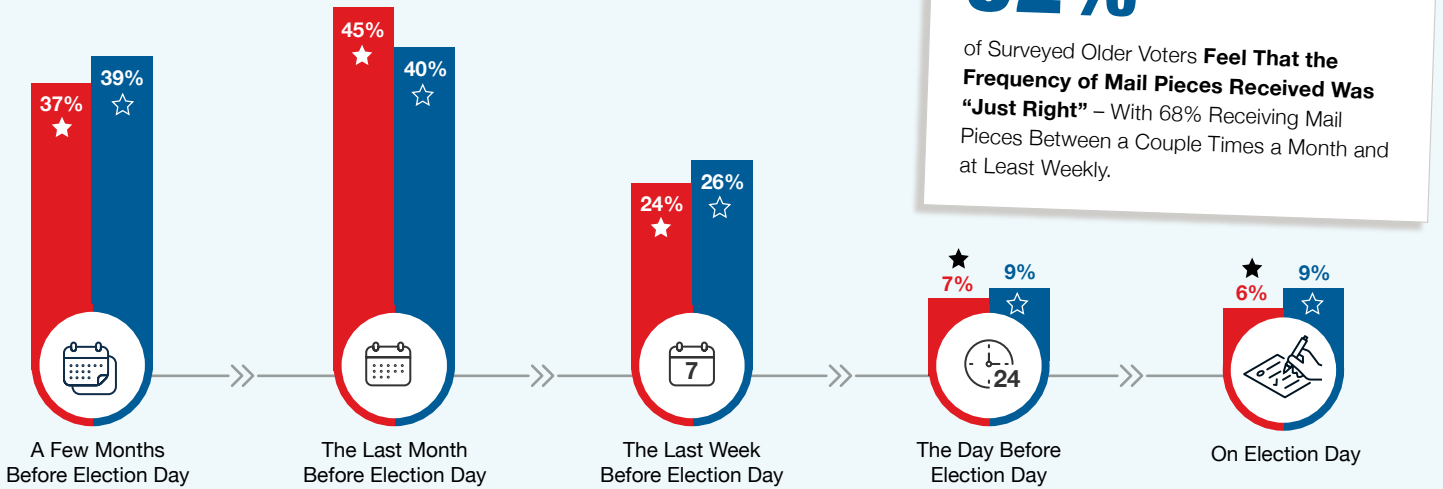
Early Voting
Places

74%

of Surveyed Older Voters
Agree Direct Mail is **One
of the Most Credible
Advertising Channels.**

Incorporate Direct Mail Earlier During the Election Cycle as a Starting Point for Engagement

★ Surveyed Older Voters ☆ All Surveyed Voters



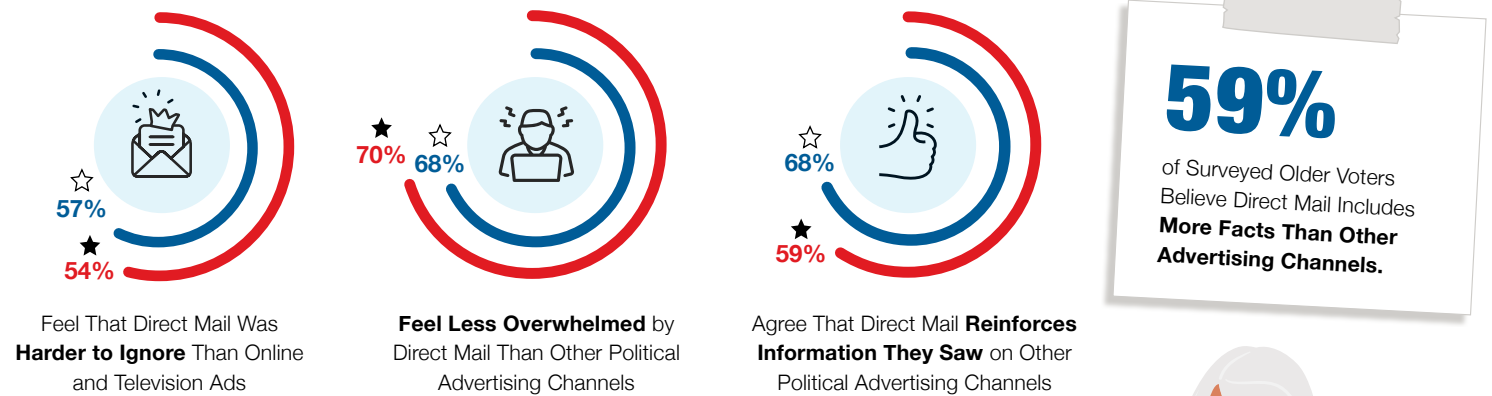
52%

of Surveyed Older Voters **Feel That the Frequency of Mail Pieces Received Was "Just Right"** – With 68% Receiving Mail Pieces Between a Couple Times a Month and at Least Weekly.

Surveyed Voters Selected When They Want to Receive Direct Mail Pieces

Leverage Direct Mail to Break Through the Clutter

★ Surveyed Older Voters ☆ All Surveyed Voters



59%

of Surveyed Older Voters Believe Direct Mail Includes **More Facts Than Other Advertising Channels.**



For More Information, Visit Us at: [DelivertheWin.com](https://www.usps.com/deliverthewin)



References:

All 2023 election data sourced from consultant interviews and post-election surveys conducted on behalf of the Postal Service™ by Summit Research and KRC Research from September 2023 through January 2024. The research includes 11 in-depth interviews with campaign consultants, an online post-election survey of 171 campaign consultants, and an online post-election survey of 2,529 voters from Kentucky, Louisiana, Mississippi, Houston, TX, Columbus, OH, and Philadelphia, PA. In the online post-election survey, a total of 1,278 Older voters were surveyed.

