

ENGAGING WOMEN VOTERS Through Direct Mail



In order to break through the clutter of the crowded landscape of political campaigns, personalized, targeted outreach by demographic has become increasingly consequential. Women make up an influential voter group, with a high voter turnout rate, that is looking to make authentic connections with candidates.

Women voters value messaging with information that is tailored to their personal interests. A successful campaign strategy will harness the targeting capabilities of direct mail to deliver customized direct mail pieces with content that women voters care most about. By recognizing the unique characteristics and priorities of this group and employing targeted direct mail strategies, campaigns can cultivate meaningful engagement with this influential voter bloc.



69%

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

Deliver Personally Relevant Content to Drive Tangible, In-Person Engagement

72%

of Surveyed Women Voters Read the Mail Piece Upon Seeing It

64%

of Surveyed Women Voters Follow News About That Race More Closely

63%

of Surveyed Women Voters Discuss the Race with Friends or Family

Tailor Direct Mail to Include Information on Issues Women Voters Care About



82%

Stance on Local Issues



81%

Stance on Domestic Issues



78%

Stance on Global Issues



74%

The Candidate's Biography



73%

When and Where to Vote



67%

Early Voting Places

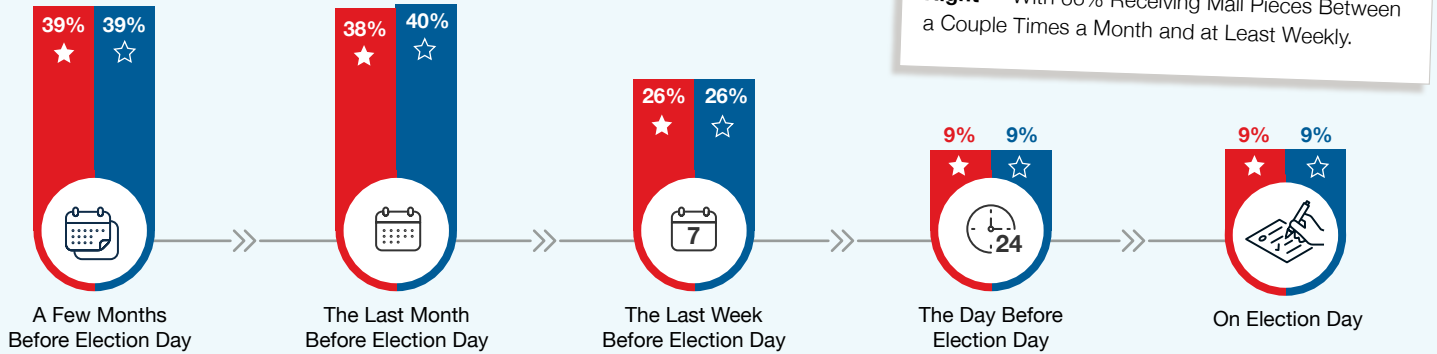
75%

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

Surveyed voters selected types of campaign information they want to receive through direct mail pieces

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

★ Surveyed Women Voters ☆ All Surveyed Voters

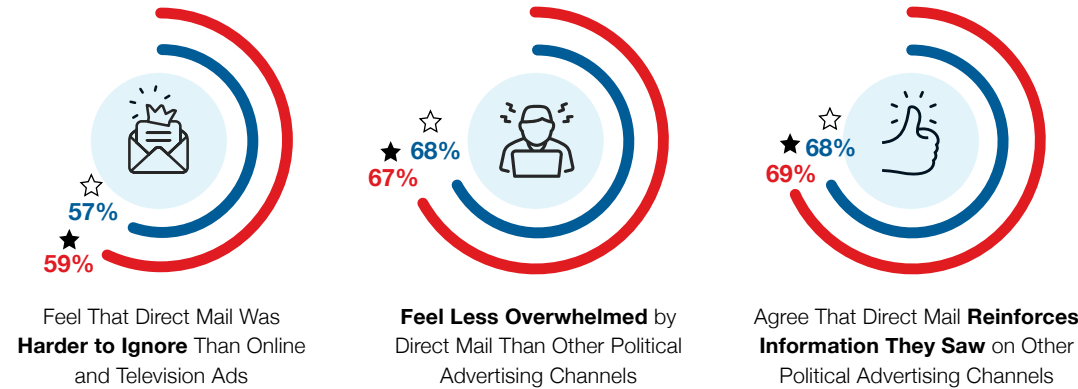


Surveyed Voters Selected When They Want to Receive Direct Mail Pieces

57%
of Surveyed Women Voters **Feel That the Frequency of Mail Pieces Received Was “Just Right”** – With 66% Receiving Mail Pieces Between a Couple Times a Month and at Least Weekly.

Leverage Direct Mail to Break Through the Clutter

★ Surveyed Women Voters ☆ All Surveyed Voters



61%
of Surveyed Women Voters **Believe Political Mail Includes More Facts Than Other Political Advertising Channels.**



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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 1,250 Women were surveyed.

