

# ENGAGING YOUNGER VOTERS Through Direct Mail



In order to stand out in the crowded landscape of political campaigns, campaigns must deliver personalized, targeted outreach by demographic. Younger voters (Millennials and Gen Z) are highly engaged in the political process and increasingly influencing elections as they come of voting age.

While younger voters tend to check their mailbox less frequently than other demographics, they have a higher tendency to take action online when they do engage with direct mail pieces. Campaigns can leverage the unique relationship younger voters have with direct mail by strategically integrating mail pieces into the media mix with calls to action that include QR codes®. Personalization and authenticity are key to influencing this voting bloc looking to make connections outside of their digital-first culture.



## 62%

of Surveyed Younger Voters Check Their Mailbox at **Least 4 Days a Week.**

QR Code is a registered trademark of DENSO WAVE INCORPORATED

## Harness The Power of Direct Mail to Motivate Younger Voters to Take Action Online

### 69%

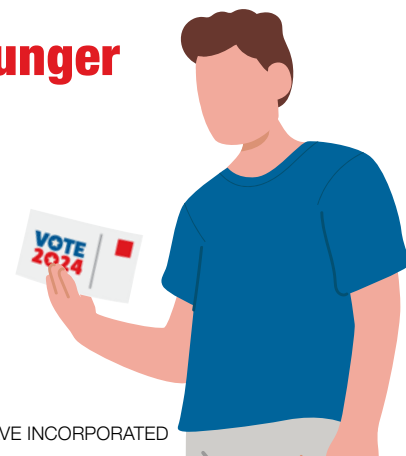
of Surveyed Younger Voters **Search Online to Learn More About That Race**

### 66%

of Surveyed Younger Voters **Fact-Check Information on the Internet**

### 52%

of Surveyed Younger Voters **Scan the QR Code**



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## Leverage Direct Mail to Share Information on Issues Younger Voters Care About



### 77%

Stance on Local Issues



### 76%

Stance on Domestic Issues



### 75%

Stance on Global Issues



### 69%

The Candidate's Biography



### 72%

When and Where to Vote



### 68%

Early Voting Places

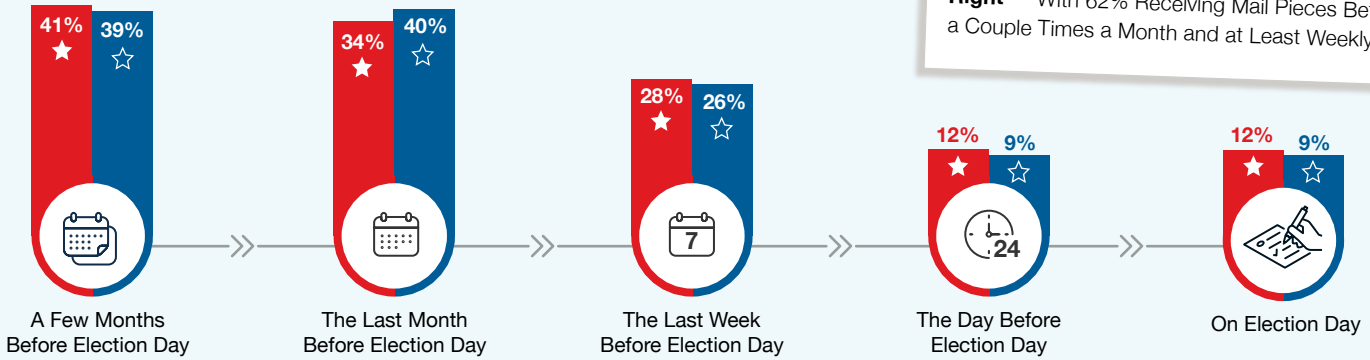
## 72%

of Surveyed Younger 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 Younger Voters ☆ All Surveyed Voters

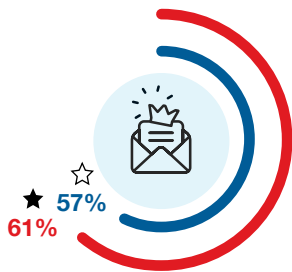


**61%** of Surveyed Younger Voters **Feel That the Frequency of Mail Pieces Received Was “Just Right”** – With 62% Receiving Mail Pieces Between a Couple Times a Month and at Least Weekly.

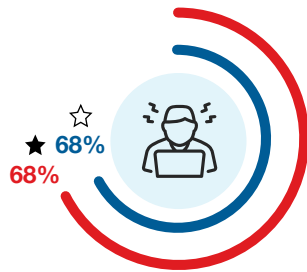
Surveyed Voters Selected When They Want to Receive Direct Mail Pieces

# Integrate Direct Mail to Break Through the Clutter

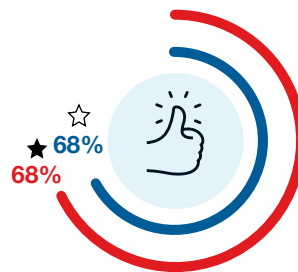
★ Surveyed Younger Voters ☆ All Surveyed Voters



Feel That Direct Mail Was **Harder to Ignore** Than Online and Television Ads



Feel **Less Overwhelmed** by Direct Mail Than Other Political Advertising Channels

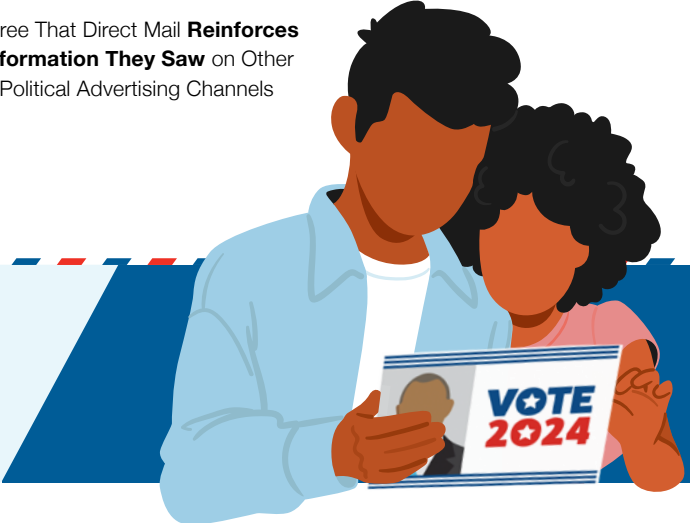


Agree That Direct Mail **Reinforces Information They Saw** on Other Political Advertising Channels

**61%** of Surveyed Younger Voters Agree That Direct Mail was the **Most Memorable Form of Political Advertising** This Past Election Cycle.



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 1,250 Younger voters were surveyed.

