



To: Interested Parties
From: United States Postal Service®
Date: September 30, 2016

Survey Findings Highlight Political Mail's Persuasive & Motivating Impact on Voters: Direct Mail Tops TV, Digital Ads in Helping Swing Voters Make Decisions

In the heat of this election year, campaigns are looking to break through the clutter and deliver key information to their targeted voters that will drive action. They are looking to persuade the remaining swing voters, lock in their support as early as possible, and cultivate a relationship with younger voters to form a lifelong connection to their party and candidates.

USPS® recently conducted a survey to see what role political mail can play in all these efforts.¹ There are three key findings significant to campaigns from this survey:

1 *Swing voters are more likely to rate political mail as helpful than TV or digital ads.*

While those who are undecided or only considering a candidate may be unsure whom they will vote for in November (or earlier)—the majority of swing voters surveyed are very willing to read political mail and view it as important to their voting decisions this election.

2 *Interest in early voting is notably high, but the majority of voters do not know the relevant deadlines and would look to political mail for answers.*

Almost a third of those surveyed are considering voting early, but the vast majority of survey respondents are unaware of early voting options. Political mail rates highly as a key source for filling this information gap.

3 *A majority of millennials have been living at the same address long enough—and checking their mailbox frequently enough—to be good targets for political mail.*

The survey found that most millennials have remained at their current address for the last four years and regularly check their mail.

They are anchored enough to be good political mail targets. While many assume millennials are addicted to their mobile phones, they value and use political mail at levels near or above other outreach tactics, including digital ads.

See greater detail on these three areas below. For more information, please go to DeliverTheWin.com

¹On behalf of the USPS®, Summit Research conducted this online survey (August 11-22, 2016) among a national sample of 1,398 adults. Data are weighted to Census-level targets for gender, region, race, age, education, and income. The full survey sample also includes an oversample of millennials (n=699) that were weighted to Census-level targets for gender, age, race, education/gender, and marital status. Additional questions were used to screen for registered, likely, and swing voters.

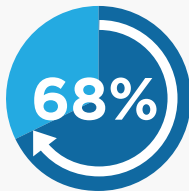
1 Swing Voters are persuaded and motivated by political mail.

Swing voters may be indecisive in their candidate selection—but they largely agree political mail is a useful outreach tactic.

▶ Just under a third of registered voters can be identified as swing voters for the presidential race.

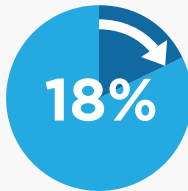
In a question about how certain voters are about their choice for the presidential race, the majority of registered voters surveyed are already certain of their presidential vote (68%) but the rest are either undecided (14%) or might change their mind (18%).

Thinking of this year's election for U.S. President, which statement best reflects your opinion?

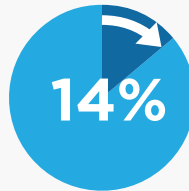


I know who I am voting for and I will not change my mind

(Percentage of registered voters)



I think I know who I am voting for but I might change my mind



I am currently undecided

▶ A large majority of swing voters will read political mail.

When asked what they would do after receiving a piece of political campaign mail, 54% of swing voters surveyed would read it immediately and 24% would save to read later.

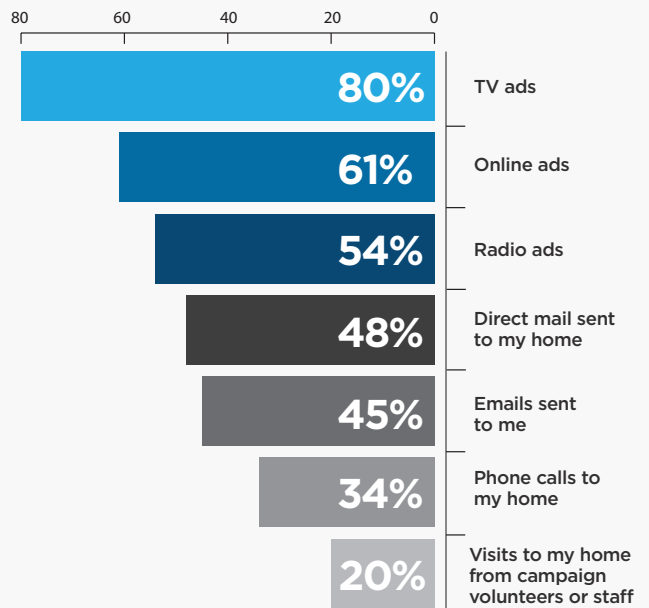
▶ Many swing voters have yet to come across political mail.

A majority of swing voters surveyed have come across ads from TV (80% have seen), online (61%) and radio (54%) this election season. However, only 48% have come across political mail.

The fact that swing voters have not come across political mail as frequently as other campaign tactics presents campaigns a golden opportunity to engage with voters in a way that stands out.

At this time in the election year, how often have you seen political ads from the following sources?

At least daily to a couple times a month:



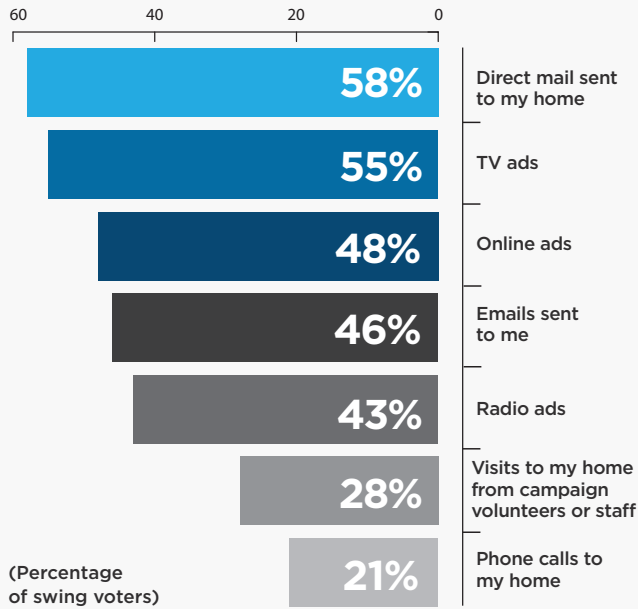
(Percentage of swing voters)

▶ More swing voters rate political mail as helpful than they do TV or digital ads.

Almost six in ten swing voters (58%) ranked political mail as very or somewhat helpful in informing their voting decision, topping all other types of political ads. Most notably, political mail held a slight advantage over TV ads (55%) and holds a larger advantage over online ads (48%), and emails (46%).

At this time in the election year, how helpful are the following types of political ads in helping you make your voting decision?

Very helpful or somewhat helpful:



2 Political mail can educate and activate potential early voters to register and vote.

As campaigns look to secure support with early voting, most of the electorate is largely unaware of early voting options. However, political mail is one of the most effective ways to fill in this knowledge gap.

► *The vast majority of likely and swing voters are uncertain of the last date to apply for an absentee ballot or the earliest date to vote early.*

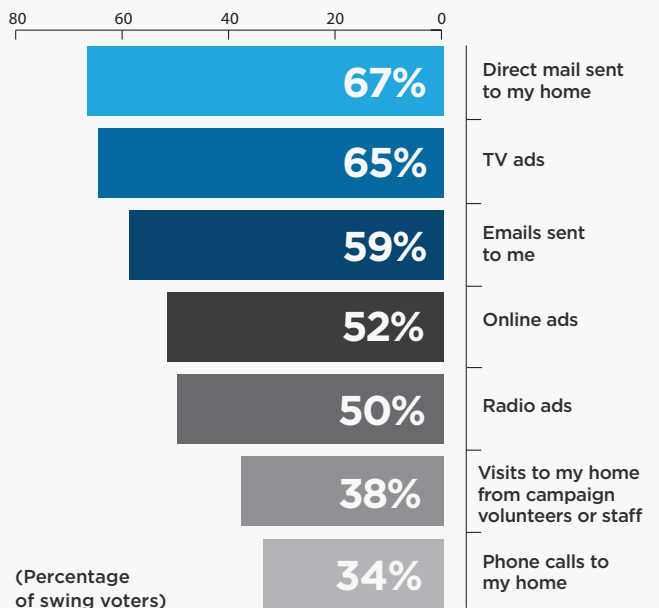
When asked to guess the last possible date to apply for an absentee ballot, 80% of likely voters surveyed and 84% of swing voters selected “I don’t know.” Guessing at when they can start early voting, 68% of likely voters and 75% of swing voters selected “I don’t know.”

► *Political mail is the leading outreach tactic for educating voters on their early voting options.*

For informing likely voters of their options and the deadlines for early voting, political mail is very or pretty useful (67%) ahead of TV (65%) email (59%) and online ads (52%).

If political campaigns want to inform you about your options and deadlines for voting early in your state, how useful would you find the following sources?

Very useful or pretty useful:



► *A significant portion of likely voters are at least considering voting early.*

Just under a third of likely voters surveyed are at least considering voting early (64% plan to vote on Election Day, 27% early in-person or with mail, 9% unsure).

► *Voters surveyed found direct mail more useful overall than other media to learn about voter registration deadlines.*

Nearly two-in-three likely voters (68%) say “direct mail sent to my home” is a helpful source of information about registering to vote in your state, rating it either “very useful” or “pretty useful,” compared to ads on TV (65%), online (52%) and radio (50%).

3 Millennial voters are great targets for political mail.

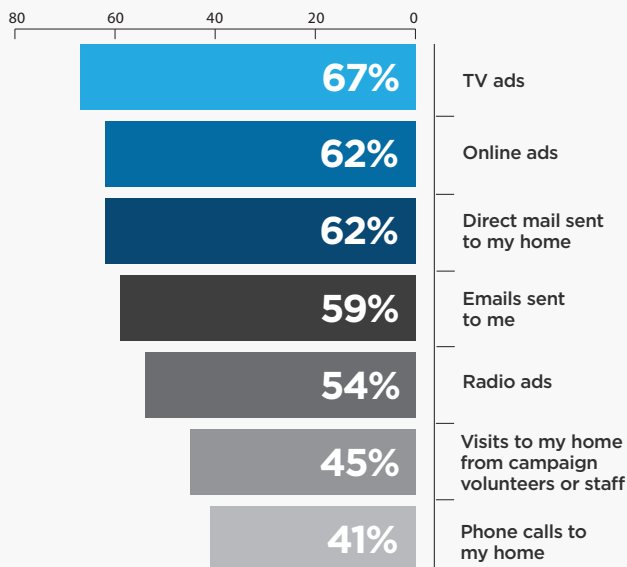
While millennials are more mobile than older generations, contrary to popular belief, they are still sufficiently anchored to be targeted by political mail. Not only is it possible to target the millennial voter by political mail, but also this is one of the most influential ways a political campaign can reach millennials.

▶ *For political information, the millennial generation puts political mail and digital ads on equal footing.*

Both online ads and political mail are seen as useful in voting decisions to a large majority of millennials surveyed (62%), just behind TV ads (67%) and just ahead of email (59%).

How helpful are the following types of political ads in helping you make your voting decision?

Very helpful to somewhat helpful:



(Percentage of millennial voters)

▶ *More than half (51%) of millennials have stayed at the same address for the last 4 years.*

Contrary to conventional wisdom, the majority of millennials are living in the same homes they lived in during recent elections. Over half of millennials surveyed (51%) claimed that they have not moved for at least the last 4 years. Additionally, 91% will be living at the same address that is on their voter registration on Election Day.

▶ *Millennials frequently check their mailbox and read political mail.*

Nearly four in five millennials surveyed (79%) check their mail-box at least five times a week, with 66% daily. Most are likely to read political mail immediately (52%), with more than a quarter saving it to read later (26%). They are even more likely to read mail about voting deadlines (60% immediately, 30% save for later).

▶ *Political mail can also help bring unregistered millennials to the voter rolls.*

Millennials have lower rates of voter registration and results from our survey reflect this. For learning of registration dates, millennials surveyed see political mail as useful (62% very or pretty useful)—in line with other key outreach tactics like TV ads (64%) and email (60%).

With a saturated and competitive political advertising environment during the final months of the 2016 election cycle, campaigns are in a constant quest to identify the right mix of campaign outreach to persuade and motivate voters.

As reinforced by this survey, political mail continues to be an impactful and indispensable communications tool for campaigns of all sizes.

For more information, please go to DeliverTheWin.com