

Generation X, Generation Y, and the Mail: These findings are taken from proprietary U.S. Postal Service® research, including the Mail Moment study conducted by InnoMedia, the Multi-Channel Credit Card Acquisition study conducted by comScore Networks, and the Household Diary study conducted by NuStats; supplemental data comes from the Vertis Customer Focus® study. In the course of this discussion on Gen X and Gen Y, we'll take a look at the attitudes of these young consumers toward mail: how they perceive it, how they use it, and how it fits into their high-tech lives. We'll also examine how their attitudes create opportunities for marketers to target them through the mail.

Just when you think they don't get it, they get it.

Go Figure! So you think you've got today's young people figured out? Too busy...too techy...just too cool to consider mail? Better sit down. Recent U.S. Postal Service research examining the attitudes of Gen Xers and Gen Yers toward mail has produced some unexpected results...and some pretty amazing opportunities for marketers.

Though much in their lifestyle is different from previous generations, these young consumers share an important commonality with their older counterparts – they *still* read and respond to mail. And they're surprisingly receptive to your marketing messages delivered through the mailbox.

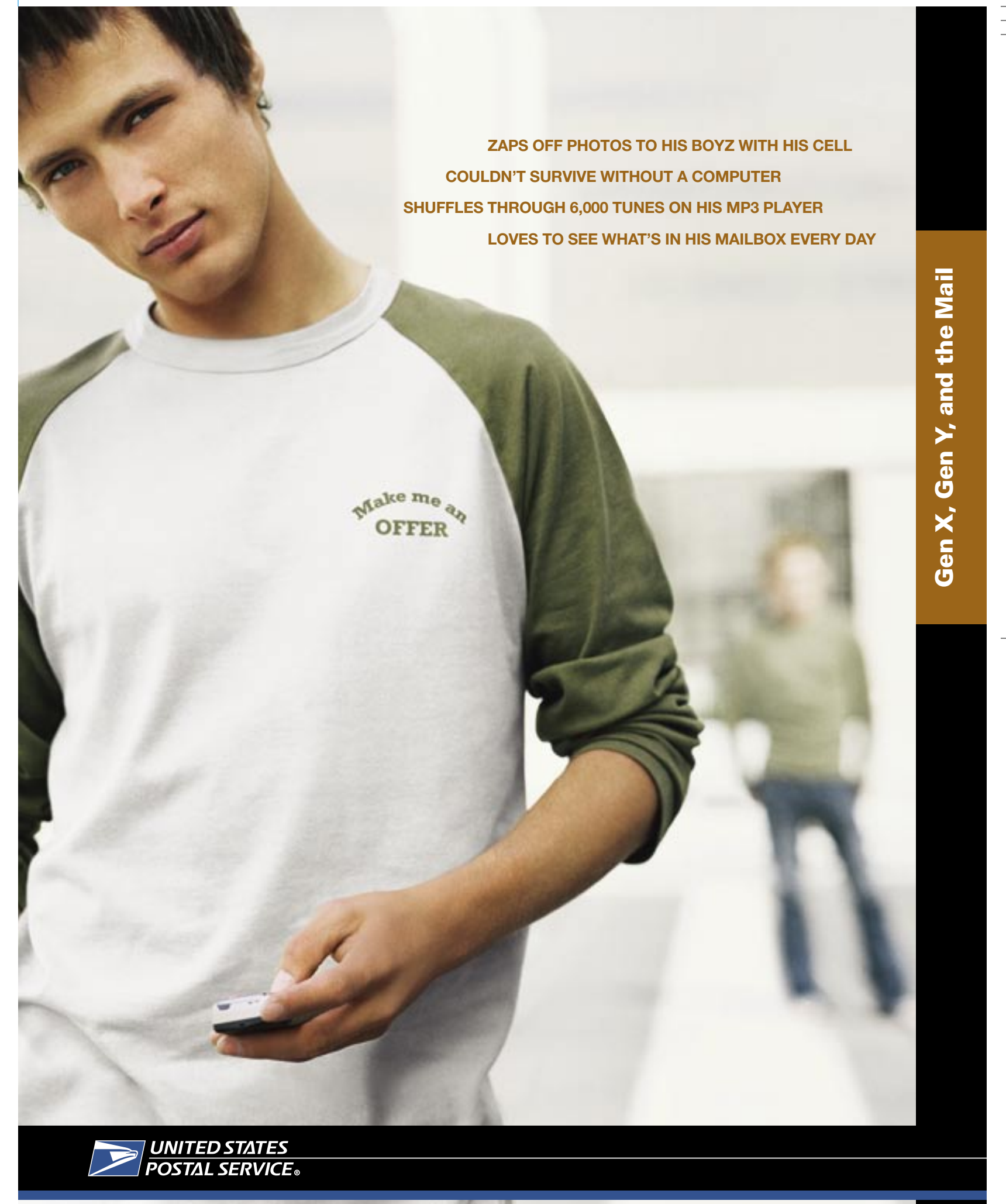
Who is Gen X? Gen Xers fall within the birth years of 1965–1976 and make up roughly 17% of the population. Independent and skeptical, they've existed in the shadow of Baby Boomers. As they move into their 30s and 40s, Gen Xers are establishing themselves as discerning consumers who are setting up households and starting families.

And who is Gen Y? Born between 1977–1994, Gen Yers make up about 25% of the population. Idealistic, optimistic, and patriotic, they consume media in extremely fragmented ways. They represent the next big wave in our population.

What do they have in common? Both groups grew up with recessions, single-parent households, cable TV, the Internet, and personal technology. As a result, they digest media differently than earlier generations. Communicating with them through traditional marketing channels is tricky. Connecting with them is a challenge. How do you open the door? As you are about to see, mail has the power. Not only do they get it, they get into it.



Our goal at the United States Postal Service® is to remain the leading mail resource for businesses and consumers. If you found the information in this brochure helpful, please visit usps.com/dminfo for additional studies conducted by the Postal Service™ as they become available.



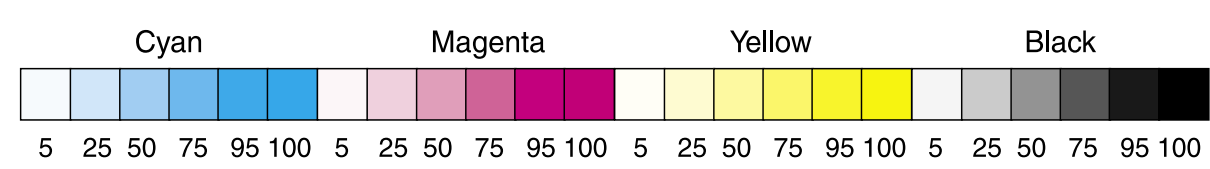
ZAPS OFF PHOTOS TO HIS BOYZ WITH HIS CELL
 COULDN'T SURVIVE WITHOUT A COMPUTER
 SHUFFLES THROUGH 6,000 TUNES ON HIS MP3 PLAYER
 LOVES TO SEE WHAT'S IN HIS MAILBOX EVERY DAY

Gen X, Gen Y, and the Mail



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 Gen X Gen Y Whitepaper
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Mail. Think of it as your “wassup” to young consumers.

Consumer: “Send Help!”
According to the Mail Moment study conducted by InnoMedia and commissioned by the U.S. Postal Service*, consumers want mail to assist them with home-related tasks.

Your mail initiatives have a greater chance of breaking through when the message relates to household tasks and centers on at least one of these three jobs:
Job 1. Browsing for new consumption. Mail has become the new “window-shopping.” Consumers make time to browse through their mail to see what’s new and consider products that may enhance their lives.
Job 2. Managing the home. Consumers use mail to stay on top of household duties, such as arranging doctor appointments, remembering oil changes, and planning shopping excursions.
Job 3. Overseeing finances. From paying bills and reviewing account statements to clipping coupons and saving money, mail helps consumers oversee financial matters.

THEY READ YOU:
Just over three-quarters of Gen Xers and nearly eight in ten Gen Yers read Direct Mail advertising.

GEN X AND GEN Y GET INTO MAIL...

87% of Gen Yers and 86% of Gen Xers bring in the mail the day it’s delivered.

73% of Gen Y and 68% of Gen X retail Direct Mail readers have used coupons received in the mail.

70% of both groups are more likely to read credit card offers received in the mail as compared to e-mail.

Insight 1 **With Mail, you can grab their undivided attention...fast.**

They may have a cell in their pocket, earphones dangling from their head, and a mouse under their clicking finger, but recent research shows that today’s young consumers still have a thing for a tried-and-true media: mail. Fact is, they love to get it – appreciating and responding to the physical connection that’s lacking in their high-tech communications. But that’s not all:

- 70% of Gen Xers and 82% of Gen Yers sort through their mail immediately.
- 67% of Gen Xers and 66% of Gen Yers read advertising mail every week.

Indeed, your mail initiatives may be at their most effective when sent to these younger targets. Typically, they receive fewer pieces of mail, which means you have a better chance of grabbing their eye. What’s more:

- Gen Yers are more likely than consumers aged 30–59 to sort their mail immediately.
- Gen Yers are much more likely to read and respond to advertising, printed material, flyers, circulars, catalogs, and newsletters immediately and find it useful.

AMOUNT OF WEEKLY MAIL RECEIVED PER AGE GROUP:*

Age	First-Class Mail® pieces	Ad mail	Total
18–24	5.5	6.1	11.6
25–34	8.7	9.1	17.8
35–44	10.4	10.9	21.3
45–54	11.7	12.4	24.1

The take-away: Without mail, you’re probably missing out. Reconsider the opportunity to reach and connect with these two groups (especially Gen Yers). Their high-tech gadgets and communications may distract them from other marketing messages, but when it comes to mail, they get it.

Insight 2 **The Mail you send really is a big deal in their lives.**

Young consumers look at mail differently than, say, their parents. Having grown up in an age of cell phones, e-mail, and text messaging, they don’t use mail to write personal letters or other correspondence (other than for birthdays and holidays). Practically all of their mail represents commercial opportunities, which, for the most part, is how they actually define their mail and rely on it to help them manage their daily lives. Go ahead. Make them an offer:

- Young consumers rate 75% of the mail they receive as valuable.
- Even though they are comfortable searching for products online, 49% of Gen Xers and 55% of Gen Yers keep catalogs for an extended time and browse through them repeatedly.
- 58% of Gen Xers and 66% of Gen Yers prefer mailed bills to manage finances, because online bills are more difficult to deal with and are less secure. In households headed by consumers aged 25–34, the number of bills paid by mail is nearly six times the number paid by the Internet.

The take-away: Got something to say? Young consumers want to get your message in their mail. They will appreciate it for its unique qualities (tangible, personal, private, and secure). They will read it for the important part it plays in their lives – using and considering your information to help manage their home life and finances, and to browse for products and services.

Insight 3 **Your Mail gets more of their business.**

Make an offer. Promote a special sale. Gen X and Y will take notice because they’re price-conscious. They use mail to shop around for the best deals and products relevant to their needs and wants. In fact, these two young audiences pay more attention to retail mail than any other type of ad mail:

- 74% of Gen X and 68% of Gen Y Direct Mail readers read retail advertising mail.†
- 53% of Gen Xers and 50% of Gen Yers had read Direct Mail in the past seven days.†
- 68% of Gen X and 73% of Gen Y retail Direct Mail readers have used mailed coupons.†

Both groups prefer offers, especially for financial services, via mail.

- 53% of Gen Xers and 60% of Gen Yers who shop for credit cards online are more likely to respond to mail offers than e-offers.
- 70% of Gen X and Y are more likely to open and read credit card offers in the mail than by e-mail.

The take-away: As a marketer, you’ll want to be certain to target young people with the relevant offers and life-managing information they’ve come to expect in their mail. Is yours the kind of mail they can depend on daily to keep in touch with the marketplace and get the most for their shopping dollars? These savvy consumers consider mail an experience. Be sure to give them one.

MAIL SPANS THE GENERATIONS.

Now that you’ve got a better handle on reaching young consumers with mail, make the connection. Trust mail to provide a meaningful and personal way for you to reach these two key generations – one common touch point that can effectively connect you with both. Remember, young consumers still *get it*. Like the generations before them, they continue to use mail as a fundamental part of their lives.

LOOKS MATTER:
Six out of ten Gen Xers and Gen Yers say they are more apt to open a Direct Mail package that “looks interesting!”

*Source: 2003 USPS® Household Diary study.
†Source: Veris Customer Focus study.

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Gen X Gen Y Whitepaper

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