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National study concludes Generations X and Y value mail

Generations shaped by digital media respond to traditional media channel

Washington, DC – The mailbox continues to thrive in the digital media age.

The "Gen X, Gen Y, and the Mail" study commissioned by the U.S. Postal Service examined the attitudes of Generation X and Generation Y towards mail and found that over three-quarters of this generation reads and responds to mail just like their older counterparts.

The Gen X generation was born between 1965 and 1972, and makes up roughly 17% of the population. Born between 1977 and 1994, Gen Y makes up about 25% of the population.

Despite developing trends in new media channels, the findings conclude that young consumers are more likely to read and respond to printed material such as flyers, circulars, catalogs and newsletters that reach them through the mailbox. The study examined how young consumers perceive mail, how they use it and how mail fits into their high-tech lives.

"To effectively reach this younger generation of Americans, whose lives are being shaped by digital media, marketers must deliver smarter, more sophisticated and relevant messages and must use the right media channel to drive their messages," said Anita Bizzotto, Executive Vice President and Chief Marketing Officer for the Postal Service.

The study's findings show that 86% of Generation X and 87% of Generation Y bring in the mail the day it is delivered. And 70% of Generation X and 82% of Generation Y sort through their mail immediately. These young consumers feel comfortable searching for products online, but more than half said they keep catalogs for an extended period of time and browse through them repeatedly.

"Mail offers marketers the unique ability to make a physical connection with these young adults. It gets their attention and builds brands with them," Bizzotto said.

The "Gen X, Gen Y, and the Mail" study included several key findings:

- **Mail plays an important role in the lives of both the groups**
 - Young consumers rate 75% of the mail they receive as valuable
 - 58% of Generation X and 66% of Generation Y prefer mailed bills to manage finances

- **Mail keeps Generation X and Y in touch with the marketplace and influences them to make a purchase**
 - 74% of Generation X and 68% of Generation Y direct mail receivers read retail advertising mail *
 - 68% of Generation X and 73% of Generation Y retail direct mail readers have used mailed coupons *
- **Mail is preferred by both groups for financial services offers**
 - 53% of Generation X and 60% of Generation Y who shop for credit cards online are more likely to respond to mail offers than e-offers
 - 70% of Generation X and Y are more likely to open and read credit card offers in the mail than by e-mail

"The study demonstrates that mail offers a rare opportunity for a marketer to capture the undivided attention of these young consumers," said John Palmer, President of InnoMedia, Inc. "In fact, since this younger audience typically receives fewer pieces of mail than TV, radio and internet advertising impressions, marketers have a better chance of grabbing their attention and holding it longer by using mail."

Since 1775, the Postal Service and its predecessor, the Post Office Department, has connected friends, families, neighbors and businesses by mail. It is an independent federal agency that visits 142 million homes and businesses every day, six days a week and is the only service provider delivering to every address in the nation. The Postal Service receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of more than \$69 billion, it is the world's leading provider of mailing and delivery services, offering some of the most affordable postage rates in the world. The Postal Service delivers more than 46 percent of the world's mail volume—some 206 billion letters, advertisements, periodicals and packages a year—and serves seven and a half million customers each day at its 37,000 retail locations nationwide. Its website, usps.com, attracts more than 21 million visitors each month.

Please note: *The findings are taken from proprietary U.S. Postal Service research, including the Mail Moment study conducted by InnoMedia Inc., 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.*

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