

GENERATION Z AND THE MAIL

U.S. POSTAL SERVICE OFFICE OF INSPECTOR GENERAL

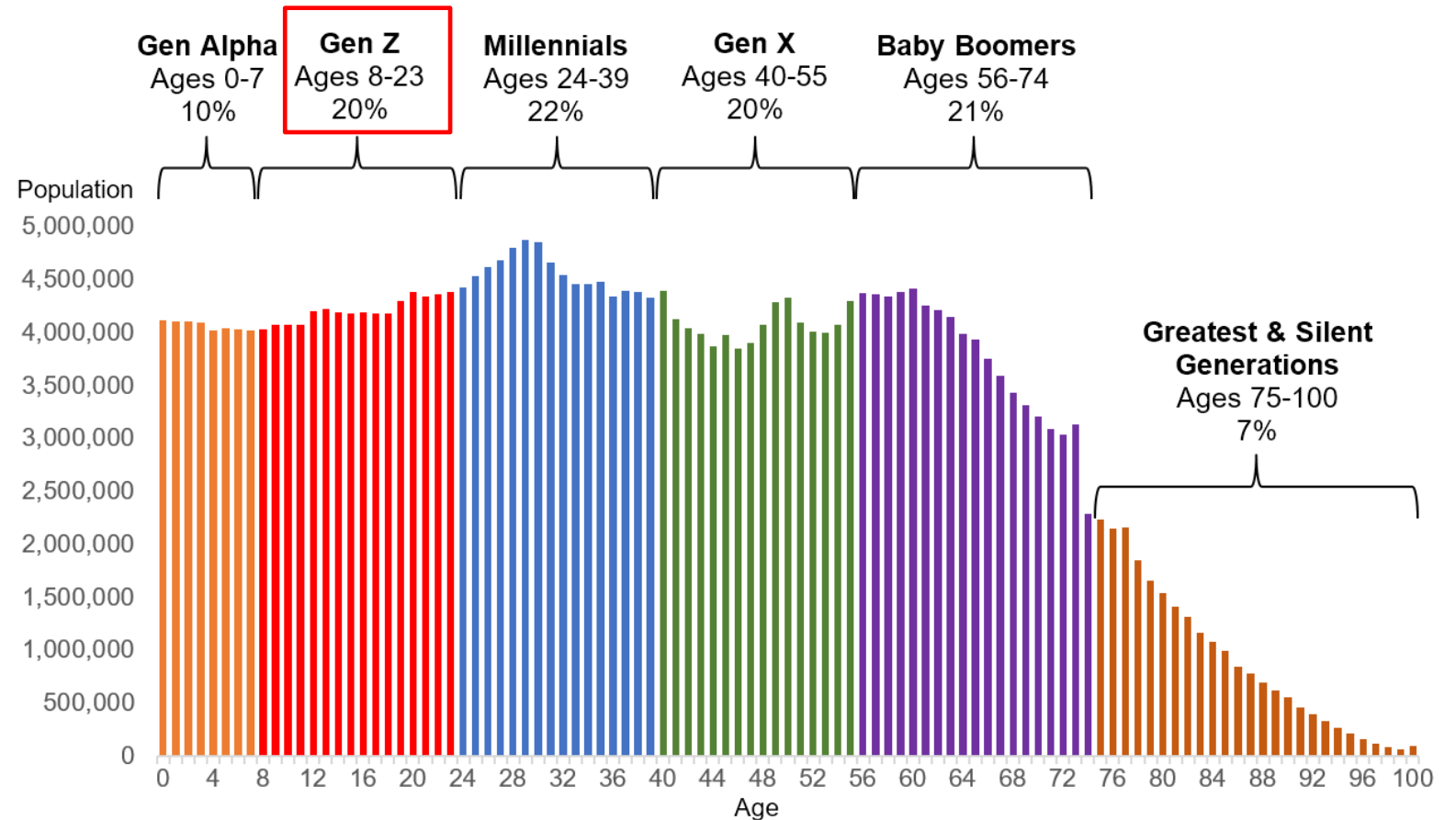
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PROFILE OF GENERATION Z

- Born between 1997 and 2012 (8 to 23 years old)
- 67.4 million individuals
- Digitally connected, socially conscious, and better educated compared to other generations

U.S. Population by Generation (2020)



Source: U.S. Census Bureau, 2018



TO UNDERSTAND GENERATION Z'S ENGAGEMENT WITH MAIL:

- USPS OIG conducted a nationally representative survey of youth ages 13 to 18, and one parent for each Gen Zer
- Survey asked about their awareness and use of mail, and how they decide to communicate with their family and friends
- Total 806 respondents
- November – December 2019

GENERATION Z IS FAMILIAR WITH THE POSTAL SERVICE AND STAMPS



80% of Gen Zers reported a positive impression of the Postal Service



Only 2% of Gen Zers did not know what a stamp is used for



80% were at least fairly confident they can address an envelope correctly



43% of Gen Zers check and sort the mail with their parents

STRATEGY FOR ENGAGEMENT



Educate and Build Awareness

Continue to engage young and older Gen Zers through outreach and educational programs

GEN ZERS BOTH SEND AND RECEIVE MAIL

Sending



Nearly two-thirds sent a greeting card or postcard at least several times a year through USPS



64% liked writing and mailing cards and letters



A majority thought sending letters, cards, and packages through the mail is easy

Receiving



63% of Gen Z reported receiving advertising mail at least monthly



A majority receive greeting cards at least once a year



50% of Gen Z want to open packages first, before any other mail

STRATEGY FOR ENGAGEMENT



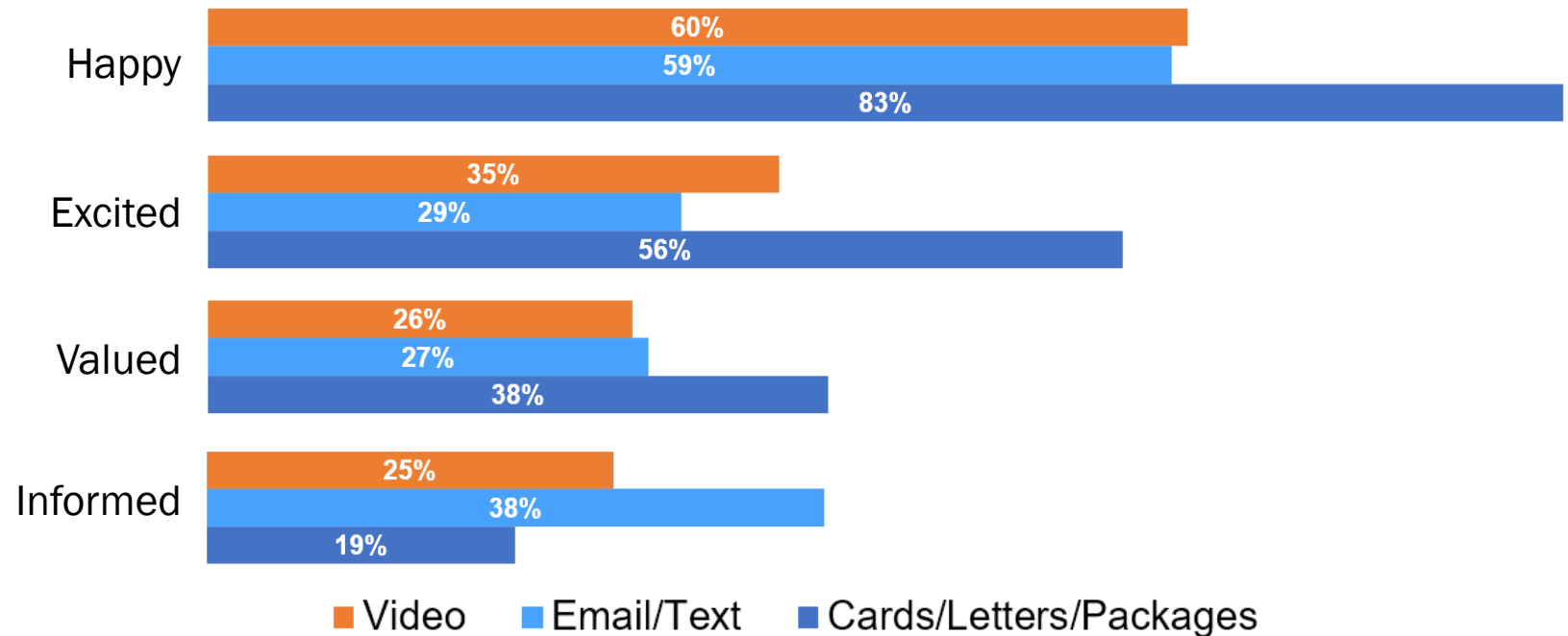
Package Innovation

Enhance the experience of receiving and opening a package
— a key focus of Gen Zers

GENERATION Z IS ENTHUSED ABOUT RECEIVING MAIL

- 83% are happy when mail and packages arrive in their mailbox
- Mail is a preferred communication method when sending wishes or to make someone feel special

How Gen Zers Feel Using Different Communication Methods with Family



Source: USPS OIG 2019 Survey of Generation Z

STRATEGY FOR ENGAGEMENT



“Thinking of You” Moments

Tailor products such as
“just because” greeting cards or
creative materials to appeal to
Gen Z



FUTURE DIRECTIONS

- **Ongoing research:** Surveys are needed in the future to track if and how Gen Z's behavior is carried into adulthood as consumers.
- **Significance of milestones:** It is important to understand how milestones such as going to college, starting full-time jobs, getting married, or having children are shaping the preferences and habits of older Gen Zers, including their needs and purchase of postal products and services.
- **Influence of pandemic:** Data collection during and after the pandemic would provide insights into temporary and lasting behavioral changes during a critical time for Gen Zers. Preferences for services and products may have shifted, and some changes may become fixed.



THANK YOU

- U.S. Postal Service Office of Inspector General, Generation Z and the Mail
- <https://www.uspsoig.gov/document/generation-z-and-mail>