

United States Postal Service®

# INDUSTRYALERT

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## Attitudes Toward Mail and the Postal Service Remain Consistent During Pandemic

During the pandemic, Americans continue to express gratitude and appreciation when receiving cards and letters from friends and family members. As the number of COVID-19 cases are on the rise and previously loosened restrictions are once again mandated, cards and letters continue to play an important role in helping people feel connected.

The Postal Service first surveyed consumers in April 2020 regarding their sentiments on receiving mail during the pandemic. A survey conducted in November indicates that in the months since the initial survey, little has changed in consumer feelings regarding mail and the USPS overall. As the health crisis wears on, the survey highlighted the importance of personal correspondence in helping Americans stay connected during a time of social distancing and heightened stay-at-home mandates.

The survey of more than 1,000 adults was conducted on-line during November 16 – 18, 2020, with demographics matching weighted census data. The majority, or 59%, of respondents continue to support the USPS during this time and agree that receiving mail lifts their spirits. Another 58% strongly agree that it means more to them to receive a card or letter than an email.

More than half – 52% – of respondents find they have a more meaningful connection to those they send mail to and 40% say they are more reliant on mail due to social distancing.

It is expected that more greeting cards and gifts will be sent through the mail this year, and the busiest time of the season peaks two weeks before Christmas, when much of the last-minute shopping starts. Customer traffic is expected to increase beginning December 7, with the week of December 14-21 predicted to be the busiest mailing, shipping and delivery week.

American consumers should mail their holiday cards and gifts as early as possible. If they are shipping holiday cards and gifts for Hanukkah (Dec. 10–18), Christmas (Dec. 25), Kwanzaa (Dec. 26–Jan. 1) or other holiday traditions, find the USPS® recommended domestic, international, and military deadlines here: <https://www.usps.com/holiday/holiday-shipping-dates.htm>

The complete survey – including questions and responses – is posted on PostalPro™ at <https://postalpro.usps.com/market-research/covid-mail-attitudes-11.19.20>.

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