

Boston 2026 World Stamp Show

May 23–30, 2026

2026 Survey Results
September 2026



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SOCIETY**

Stamps.org

Contents

- Objectives & Methodology
- Respondent Profile
- Executive Summary
- Attendance & Expo Experience
- USPS Experience
- Dealer & APS Engagement
- Youth, Beginner & Digital Experiences
- Attendance Patterns & Facility Feedback
- Experience by Age
- New & Emerging Audiences
- Satisfaction & Experience Differentiators
- Conclusions & Recommendations



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Objectives & Methodology

Objectives & Methodology



Survey Overview & Objectives

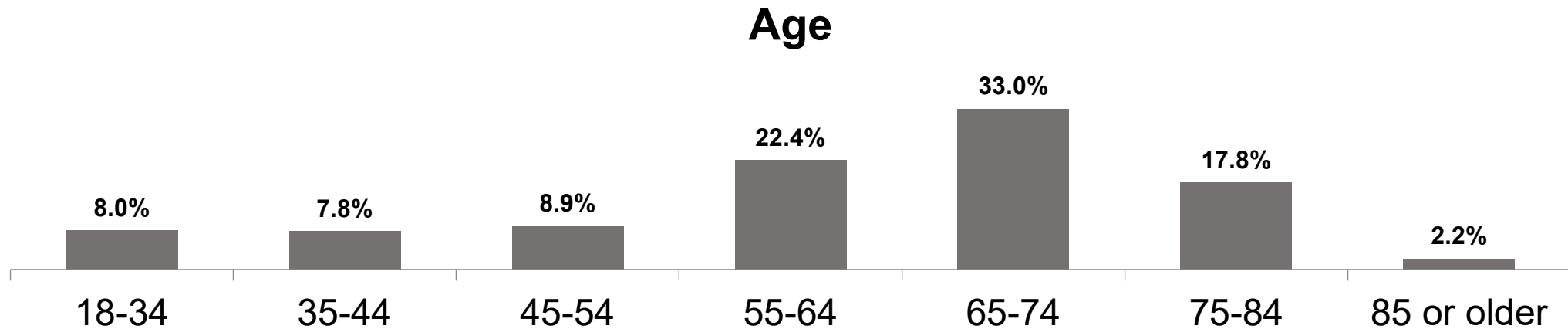
- Evaluate the overall attendee experience at the Boston 2026 World Stamp Expo.
- Understand which activities, exhibits, services, and event features contributed most to attendee satisfaction.
- Identify opportunities to improve future World Stamp Expos, including programming, facilities, and attendee services.
- Understand the needs, interests, and experiences of younger and newer audiences to help inform future audience-development efforts.
- Assess attendee engagement with key Expo offerings, including USPS, APS, dealers, and educational activities.

Methodology

- Online survey of Boston 2026 World Stamp Expo attendees.
- 3,947 successfully delivered invitations, 936 responses (23.7% response rate).
- Fielded August 7-29, 2026.

Respondent Profile

Boston 2026 Attendees Skew Older, but One in Four are Under 55.

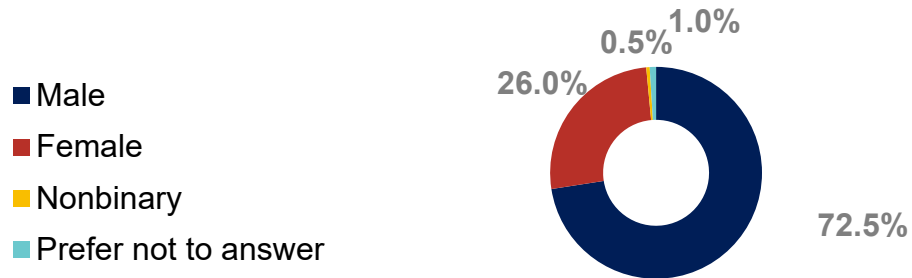


Q1. Which of the following best describes your age?
Base: n=925; Prefer not to answer excluded from age analysis.

Respondents are Predominantly U.S. Based, with Diverse Levels of Collecting Experience



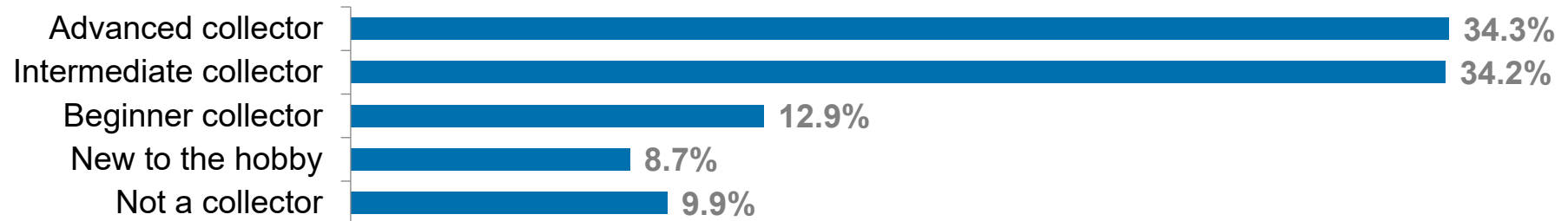
Gender



Geographic Location



Collector Experience



Q2. Which of the following best describes your gender? Base: n=936

Q3. Which of the following best describes where you live? Base: n=936

Q4. Which of the following best describes you as a stamp or postal history collector? Base: n=930



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Executive Summary

Key Findings



- **Boston 2026 delivered a highly positive attendee experience, with 90% of respondents satisfied or very satisfied overall.**
- **The Expo reached beyond the traditional collector base: about one-third of respondents were non-collectors, new to the hobby, or beginners, and roughly one-third said Boston 2026 was their first stamp show.**
- **The Dealer Bourse and exhibits/displays were central to the experience, ranking among the most-visited and most-favored Expo activities; however, respondents may have interpreted “exhibits” broadly to include other Expo displays and attractions.**
- **USPS played a highly visible and positively received role, generating strong satisfaction and improving perceptions of the Postal Service among many attendees.**
- **While the audience continues to skew older, one-quarter of respondents were under age 55, providing a meaningful audience for understanding how future shows can engage younger and emerging collectors.**

Recommendations



- **Protect the core Expo experiences, especially exhibits, dealers, and USPS programming, that are central to attendance and satisfaction.**
- **Build more intentional pathways for non-collectors, beginners, and first-time show attendees to learn, participate, and deepen their involvement in the hobby.**
- **Use age and collector experience differences to tailor programming, communications, and outreach rather than relying on a one-size-fits-all attendee strategy.**
- **Continue strengthening experiential and educational features that can attract newer audiences while maintaining the elements valued by established collectors.**
- **Use Boston 2026 as a benchmark for evaluating future World Stamp Expos and tracking changes in attendee mix, satisfaction, engagement, and purchasing behavior.**

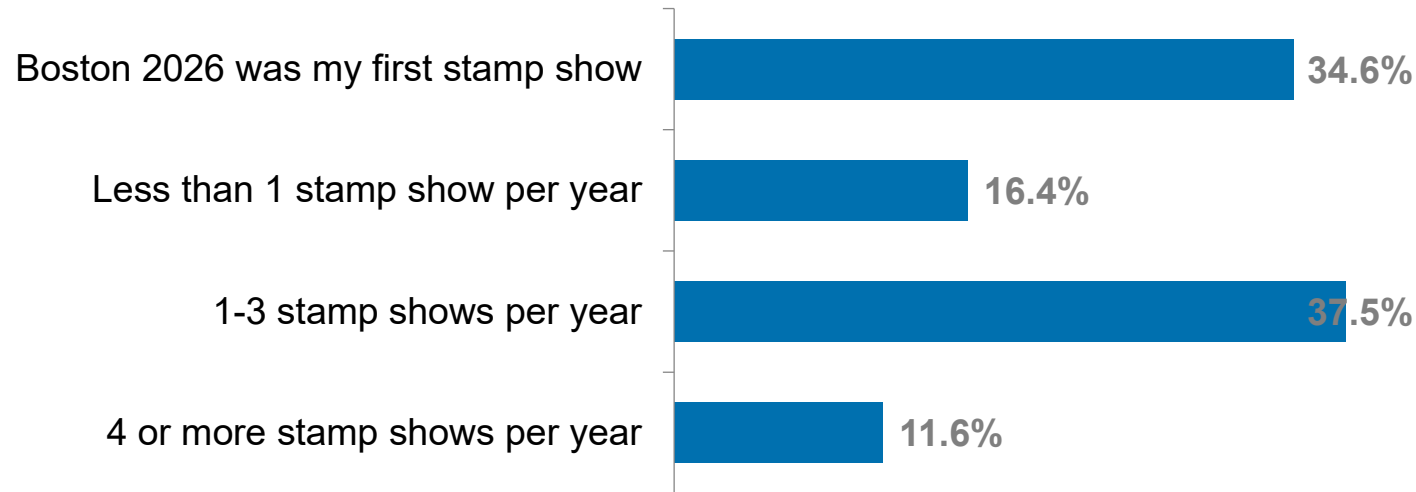


Attendance & Expo Experience

Boston 2026 Attracted Many First-Time Show Attendees



Previous Stamp Show Experience

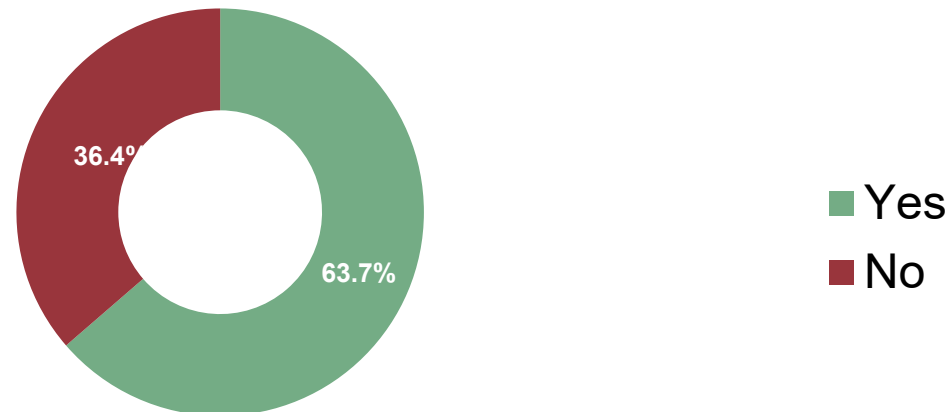


More than one-third of respondents said Boston 2026 was their first stamp show, indicating the Expo reached a substantial number of attendees beyond the regular show-going audience.

Most Prior Show Attendees Had Experiences with International Exhibitions



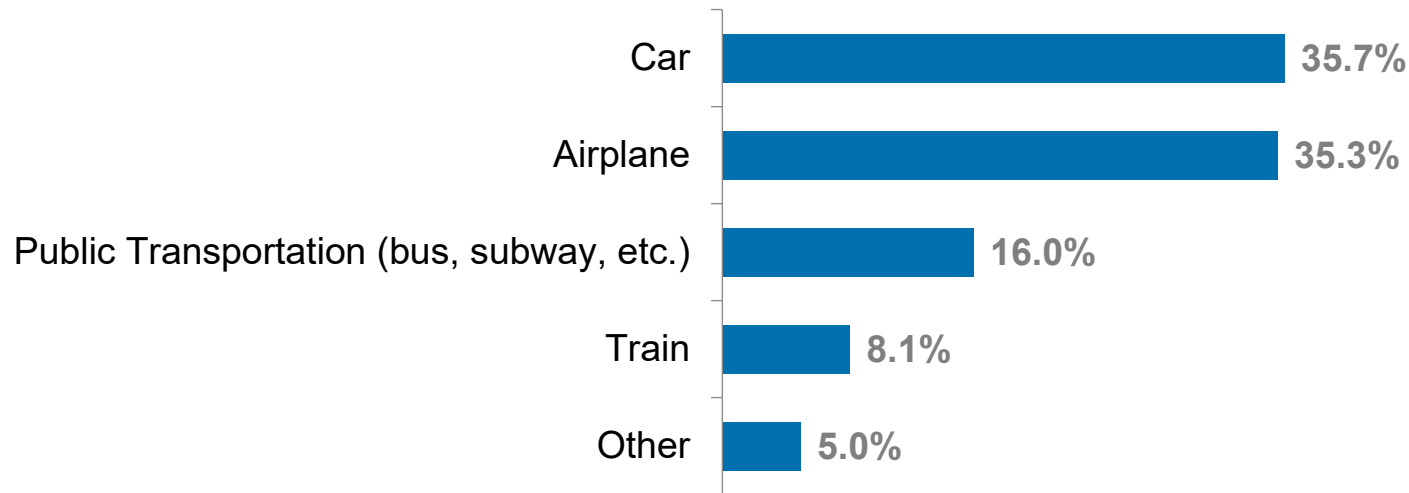
Previously Attended an International Philatelic Exhibition



Attendees Reached Boston Primarily by Car or Plane



Primary Mode of Transportation

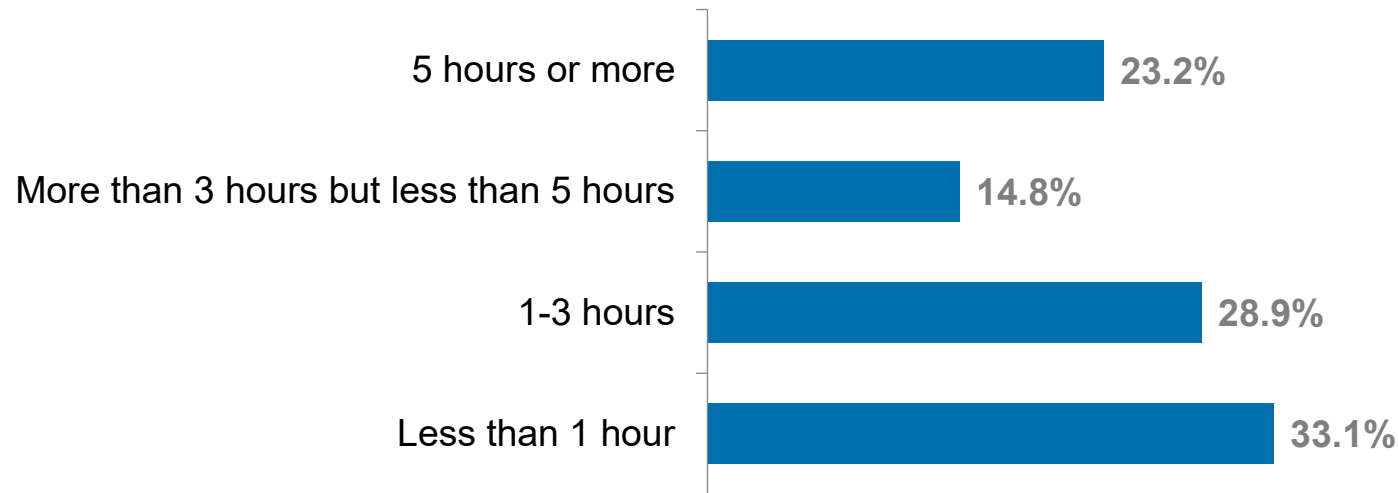


Car and air travel were nearly equally common, demonstrating that Boston 2026 attracted both regional and destination attendees.

Many Drivers Traveled Significant Distances to Attend



Drive Time

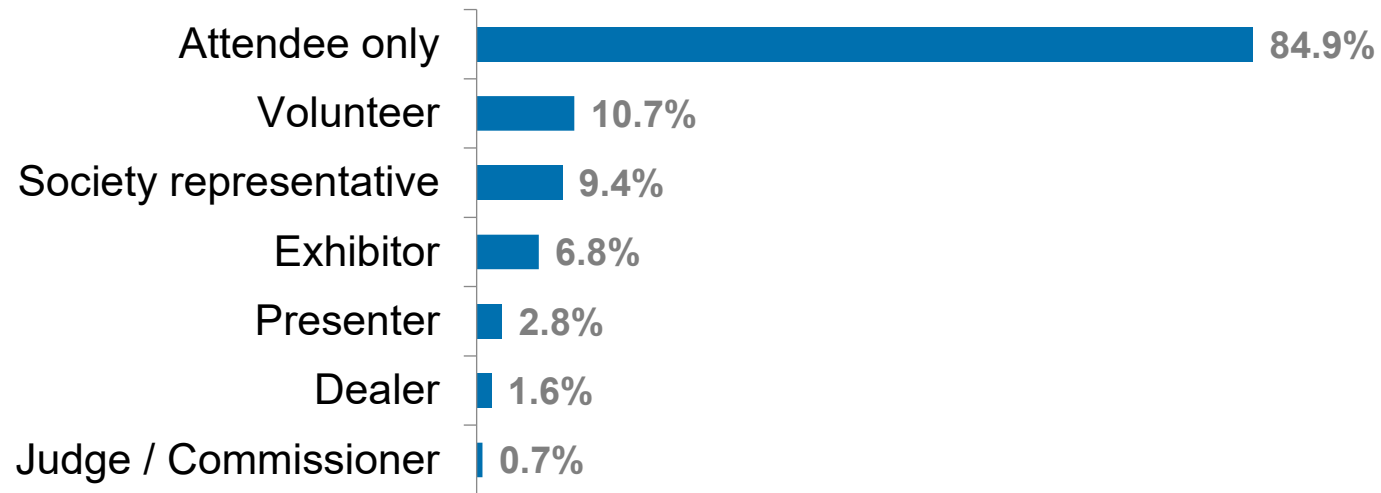


More than one-third of drivers traveled over three hours, reinforcing the Expo's ability to draw attendees beyond the immediate Boston market.

Most Respondents Participated Primarily as Attendees



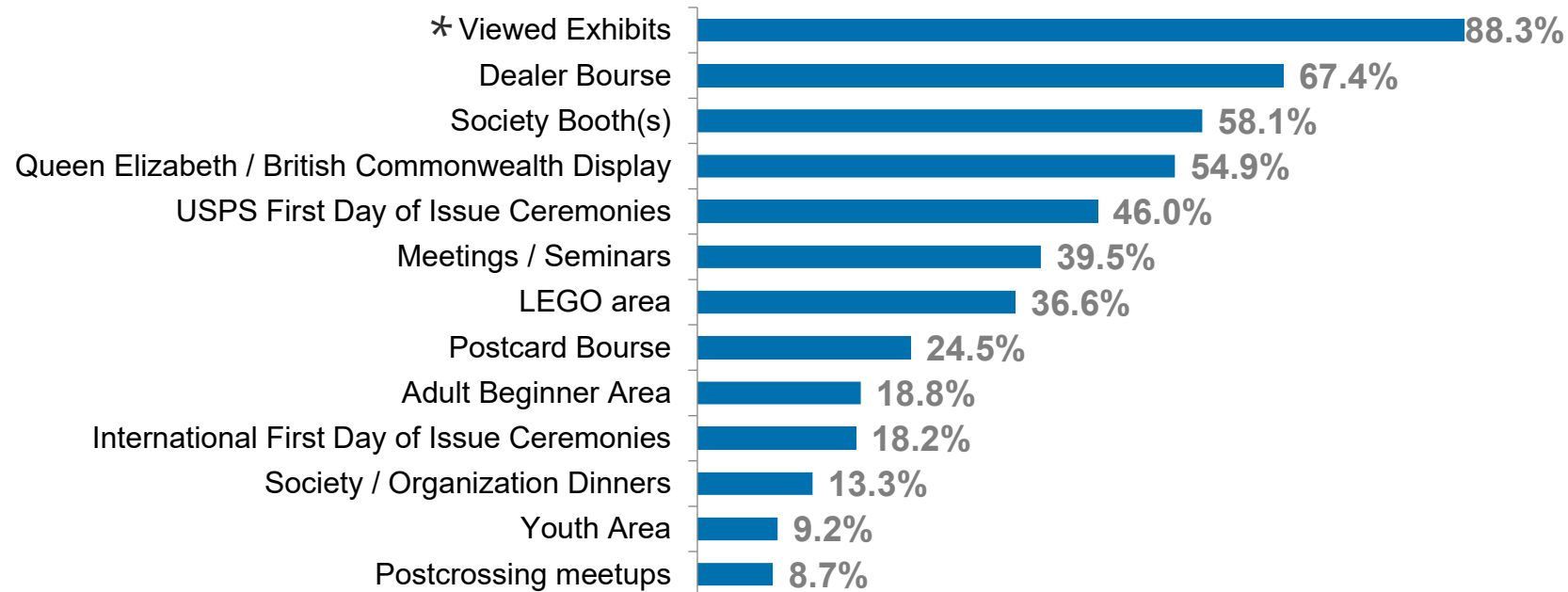
Show Involvement



Exhibits, Dealers and Society Booths Drew the Broadest Participation



Activities Participated In/Visited



Traditional philatelic experiences anchored participation, while educational and family-oriented areas reached smaller but strategically important audiences.

Q8. Which of the following activities did you participate in / visit while at the Boston 2026 World Stamp Expo?

Base: n=921

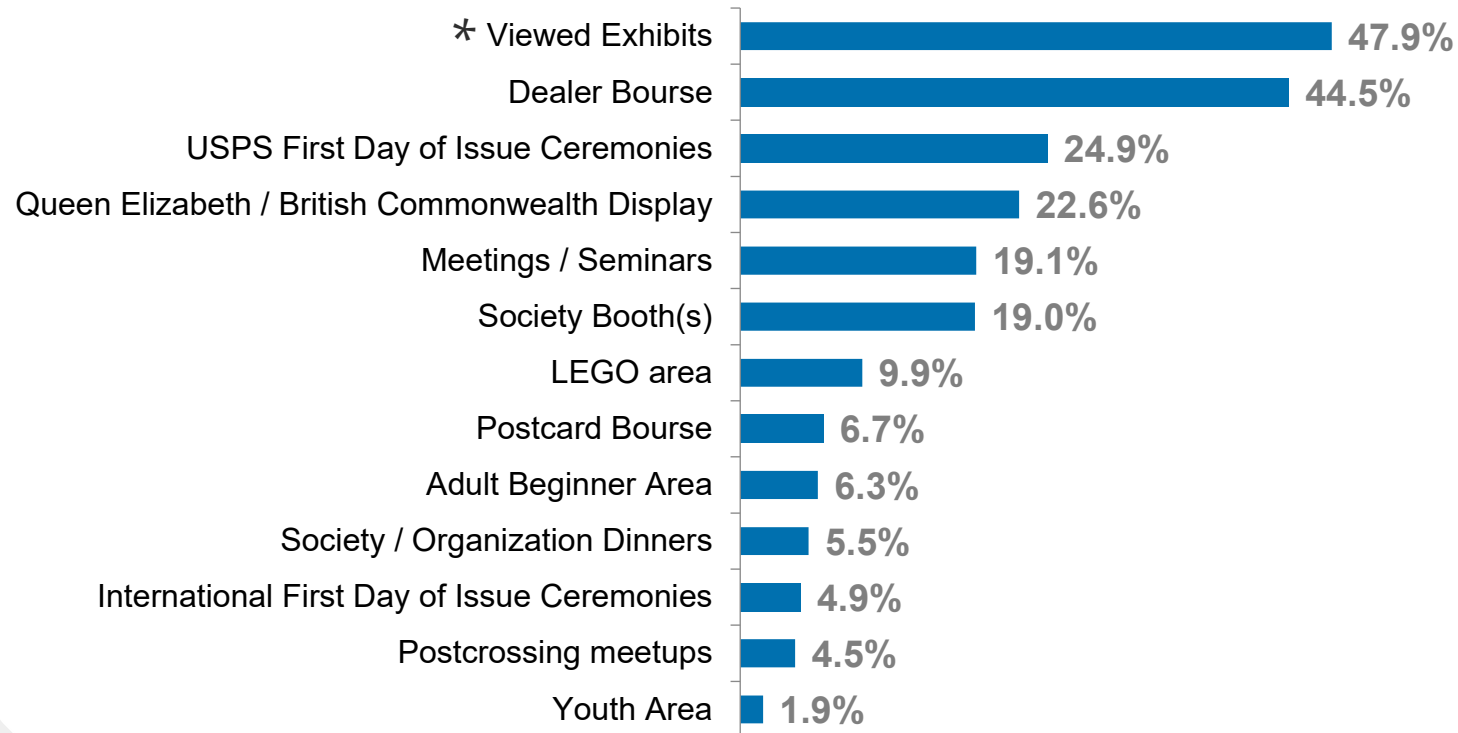
*Interpret with caution; respondents may have interpreted "exhibits" broadly to include other Expo displays or events. See Slide 18 for additional context.

*Percentages may total more than 100% as this is a multi-select question.

Viewed Exhibits and Dealer Bourse Were Most Frequently Selected as Favorites



Favorite Activities

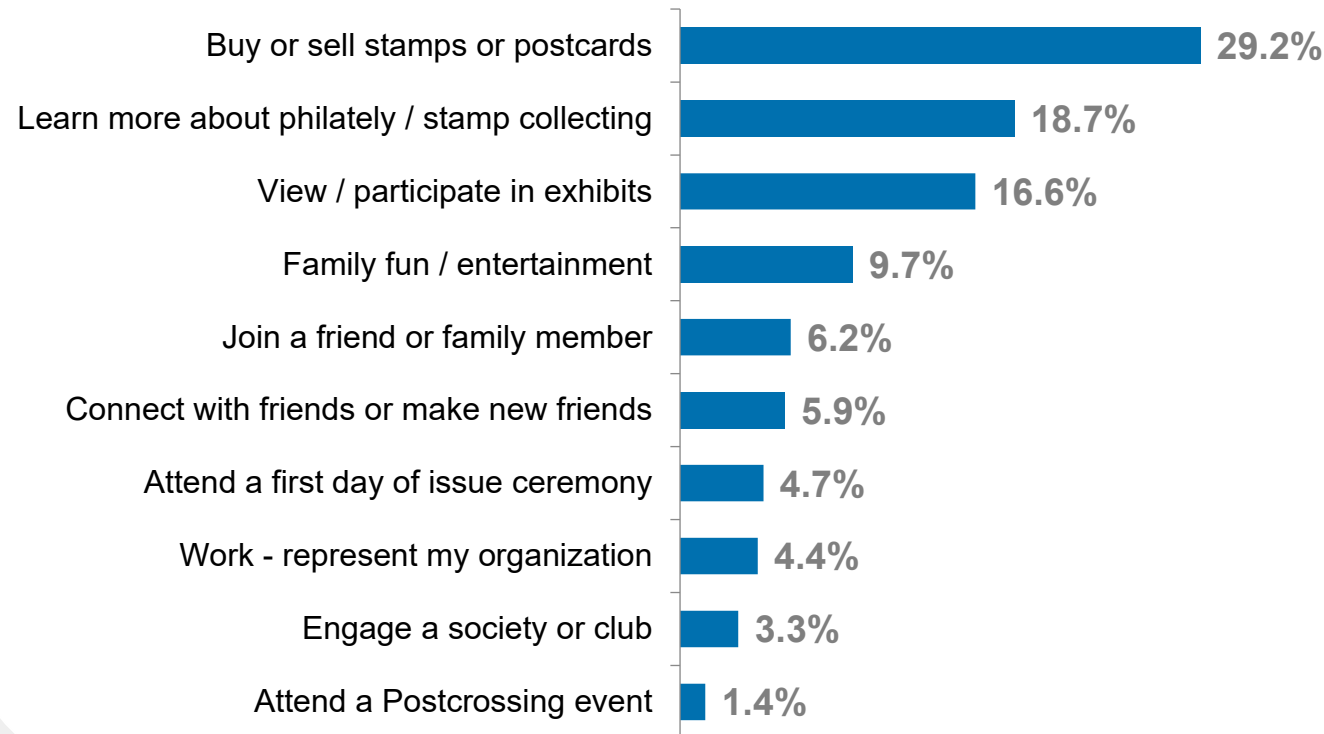


Viewed Exhibits and the Dealer Bourse were the most frequently selected favorite activities. However, "Viewed Exhibits" may have been interpreted broadly by some respondents to include other Expo displays or events, such as the Queen Elizabeth/British Commonwealth Display. The Exhibits result should therefore be interpreted with caution.

Buying and Learning Were the Leading Reasons for Attending



Primary Motivation

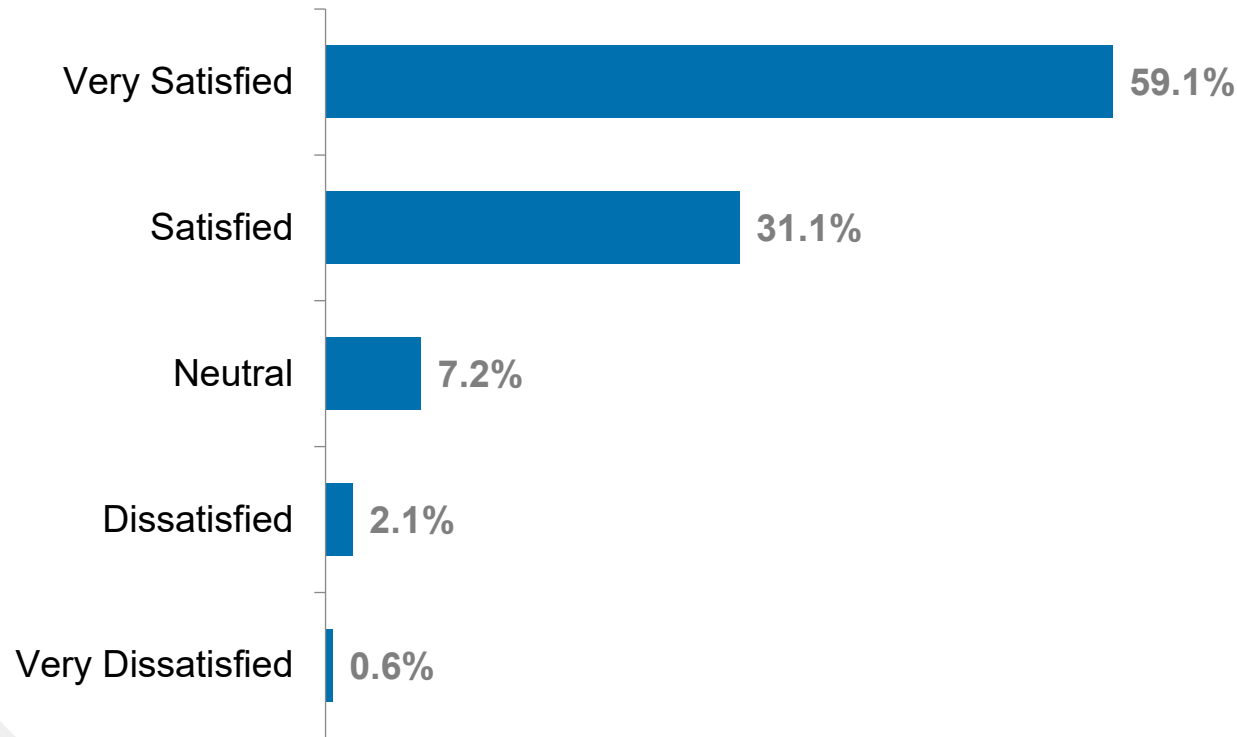


Commercial and educational motivations led attendance overall, although motivations may vary substantially across age and experience segments.

Overall Satisfaction with Boston 2026 was Very Strong



Overall Satisfaction



90.2%

Satisfied or Very Satisfied

Nine in ten attendees reported being satisfied with their overall Boston 2026 experience, with nearly six in ten "Very Satisfied."

Among the small number of dissatisfied respondents, open-ended feedback most often centered on wayfinding and layout, dealer availability/mix, food options, and exhibit organization.

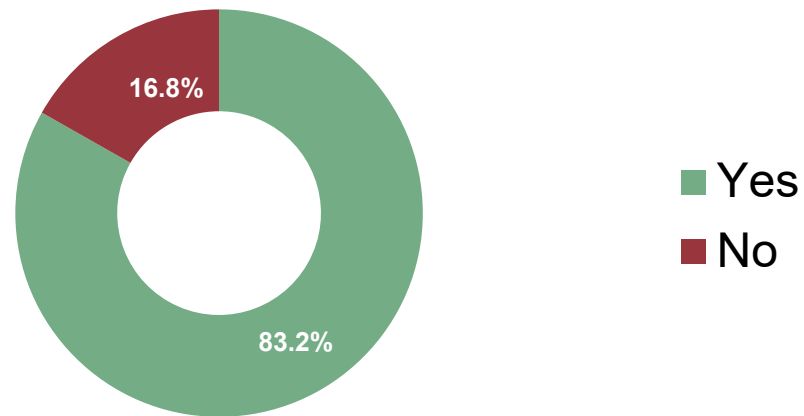


USPS Experience

USPS Had Broad Reach Across Expo Attendees



USPS Engagement at Expo

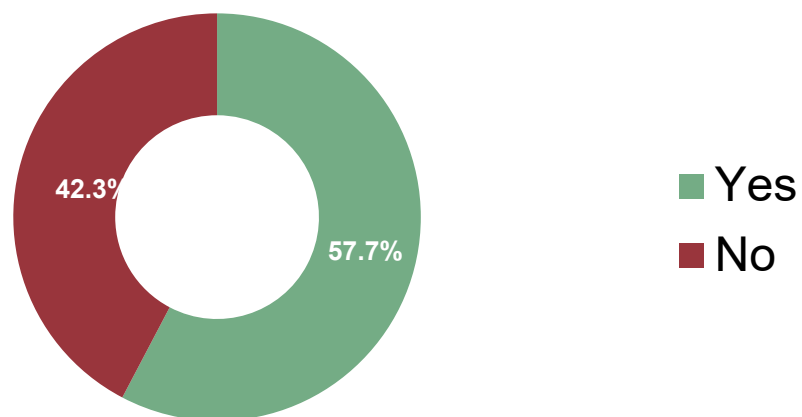


More than eight in ten attendees engaged with the USPS booth area or postal service events, demonstrating the broad reach of the USPS presence at Boston 2026.

USPS Introduced Many Attendees to New Products and Services



New Product Learning

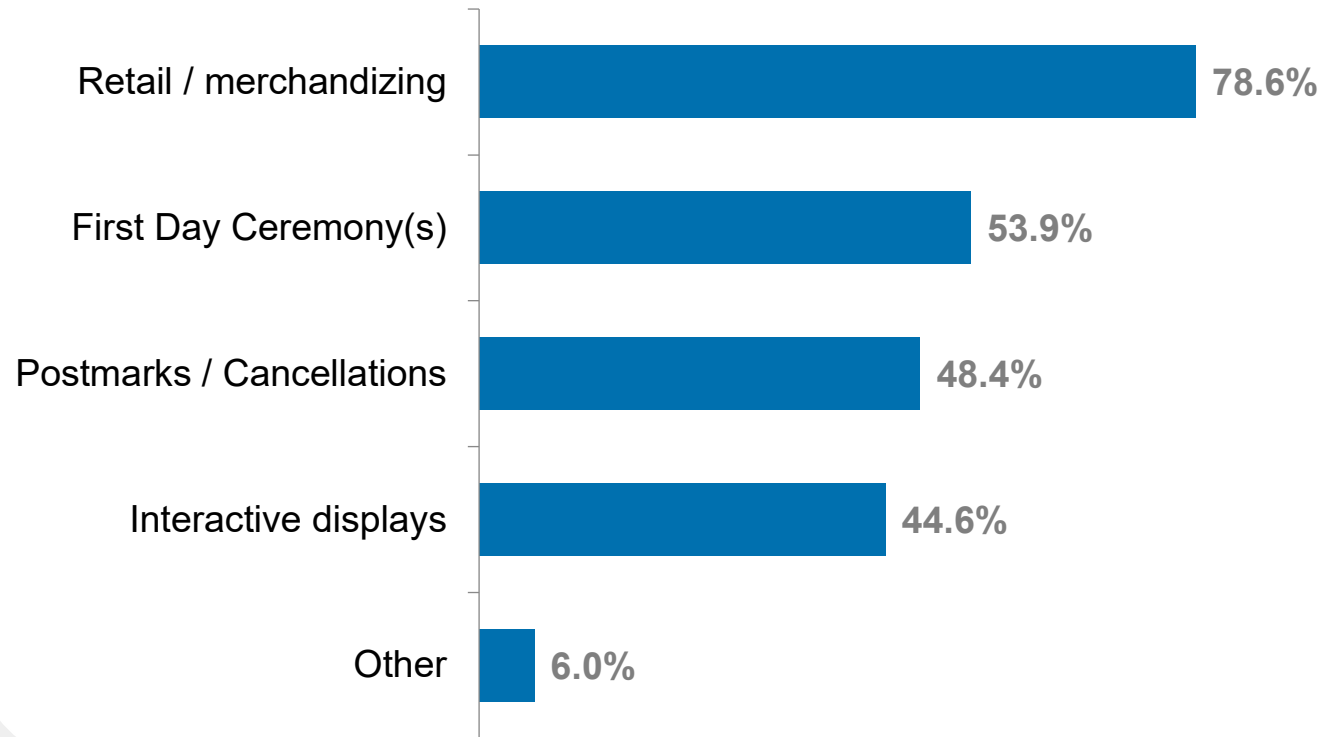


Nearly six in ten USPS engaged attendees learned about a product, program or service they had not previously known about, indicating that the Expo served an important awareness building role.

Retail was the Most Common USPS Touchpoint



Engagement

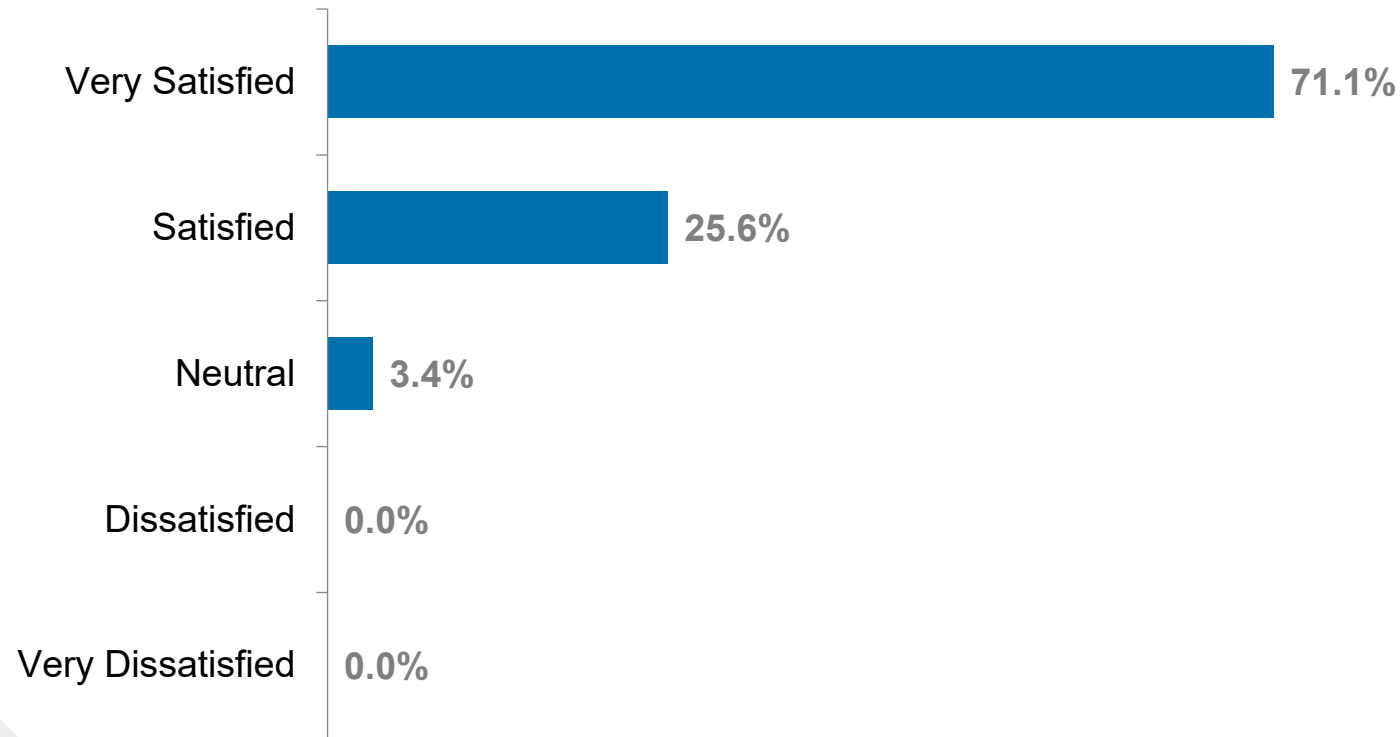


Retail and merchandising generated the broadest USPS engagement, while ceremonies, postmarks and interactive displays each reached substantial shares of USPS visitors.

First Day of Issue Ceremonies Received Exceptional Satisfaction



Satisfaction



96.6%

Satisfied or Very Satisfied

Virtually all attendees were satisfied and no respondents reported dissatisfaction.

First Day Ceremonies Were Well Received, with Opportunities to Improve Lines and Seating



10%

On-Site Sales and Giveaways

10%

Autograph Signing Process

7%

Ceremony Content and Speakers

7%

Seating and Venue Accessibility

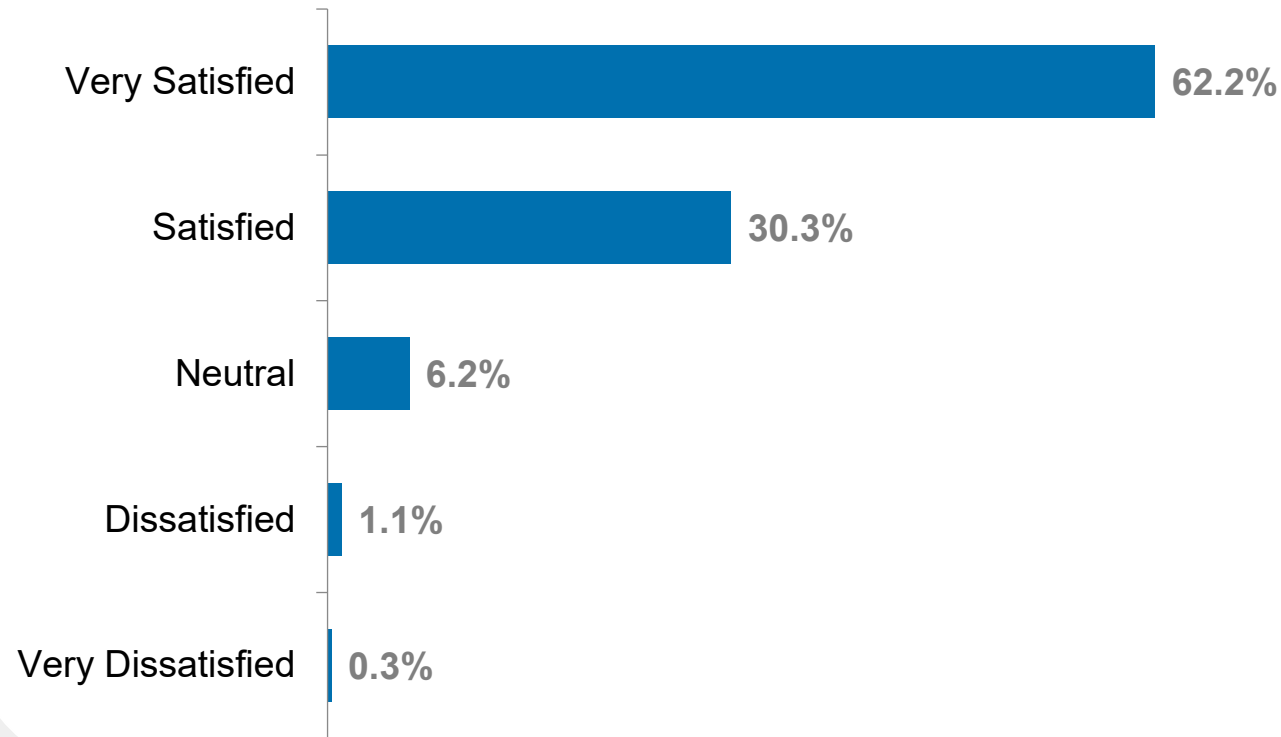
Verbatims

- "The USPS did a great job on the ceremonies and their booth area!"
- "FDC ceremonies were good as planned"
- "Overall, impressed with the ceremonies. The US first day ceremony was one of the most impressive."
- "The first-day ceremony at the Boston Stamp Show ranks among the best I have ever attended."
- "Perhaps better organize the distribution of ceremony programs and other "freebies" - I know of collectors who obtained multiples, yet others who were shut out."
- "Speed up autograph lines. Limit multi-stamp issues. Do without lengthy round table discussions."
- "More seating!"
- "Make them shorter! Sometimes the speeches were too long."

USPS Retail, Merchandising and Postmark Services were Highly Rated



Satisfaction



92.5%

Satisfied or Very Satisfied

More than nine in ten users were satisfied with USPS retail, merchandising and postmark/cancellation services, with very little dissatisfaction.

USPS Retail Feedback Focused on Product Availability, Cancellation Services and Wait Times



10%

Stamp Product
Availability and
Options

8%

Cancellation Service
Options and Access

7%

Staffing and Queue
Management

5%

Service Process Clarity
and Staff Training

Verbatims

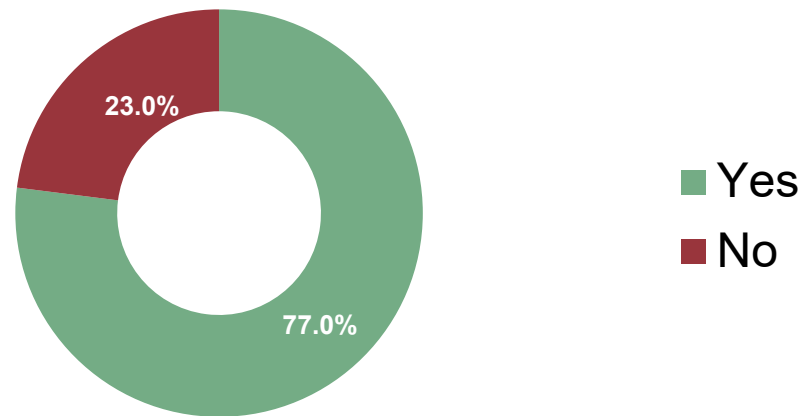
- "It went very smoothly! And with the time involved with postcrossing, it was TERRIFIC that space was available for people to cancel their own products instead of waiting in long lines (like at NY2016) to have friendly USPS personnel do it."
- "The postal services at the Boston Stamp Show were excellent. I was greatly satisfied with the spacious venue, friendly sales staff, and attentive, professional cancellation-clerk personnel. Notably, three cancellations service counters were set up to disperse crowds, which brought about a great user experience."

- "When a stamp is issued, allow people to buy one copy of the stamp. I'm not buying an entire sheet to get one new stamp."
- "They only allowed self-cancellation for one day. The remaining days the USPS forbade individuals from cancelling. It should be available the whole time."
- "I was waiting for a very long time to get cancel(s), time that could have been spent elsewhere."
- "The process for cancelling and stamping letters and cards was confusing to a beginner."

Most USPS Visitors Interacted with Employees



Interact with USPS Employees

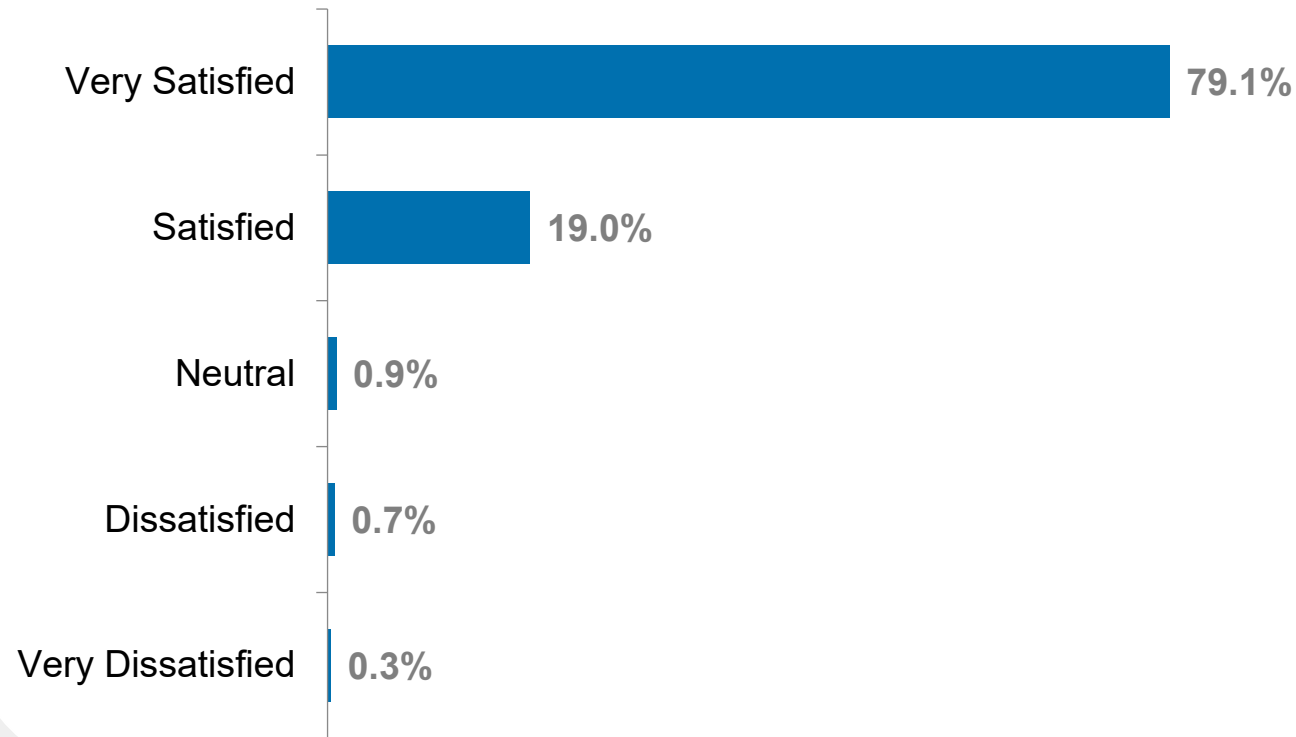


Employee interaction was an important part of the USPS experience, with more than three-quarters of USPS engaged attendees speaking with USPS staff.

USPS Employee Customer Service Was Exceptionally Strong



Satisfaction



98.1 %

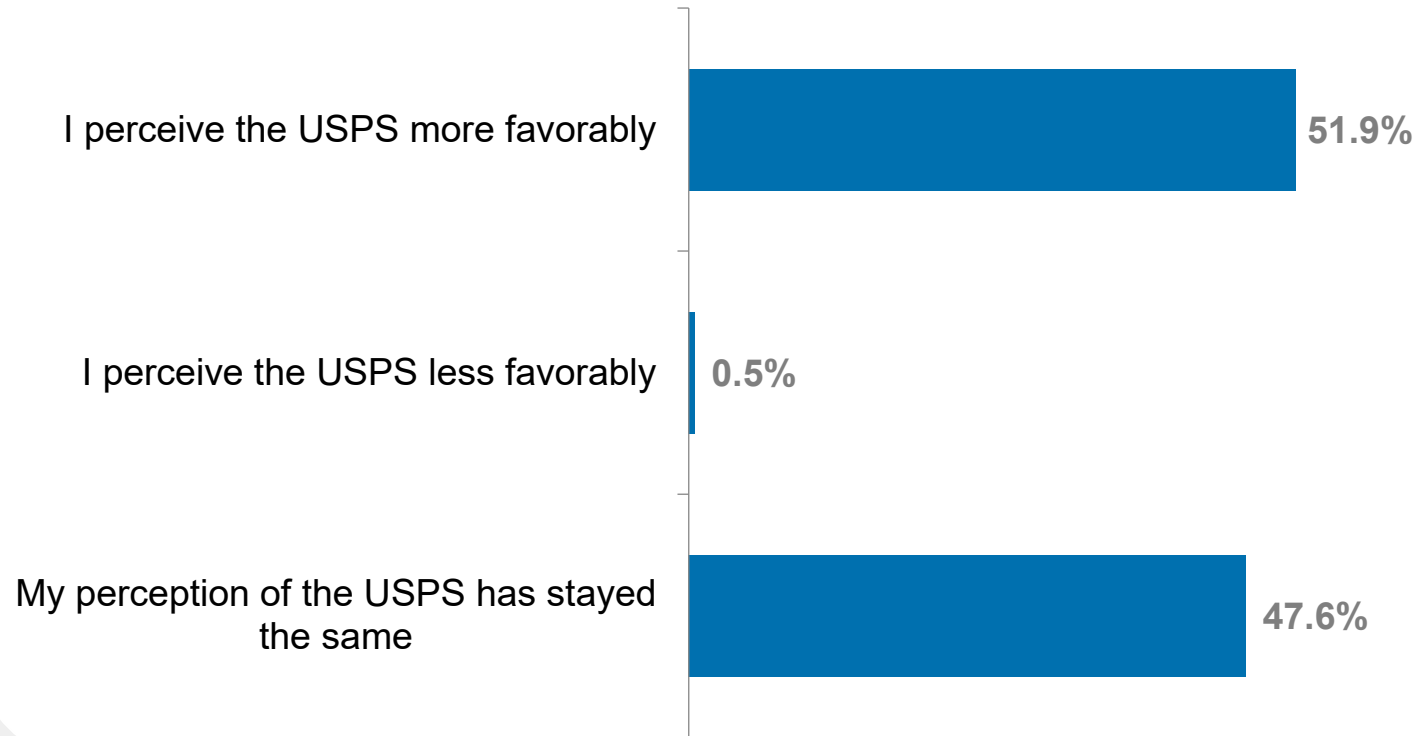
Satisfied or Very Satisfied

Customer service was a standout component of the USPS experience.

USPS Engagement Improved Perceptions for More Than Half of Attendees



Satisfaction

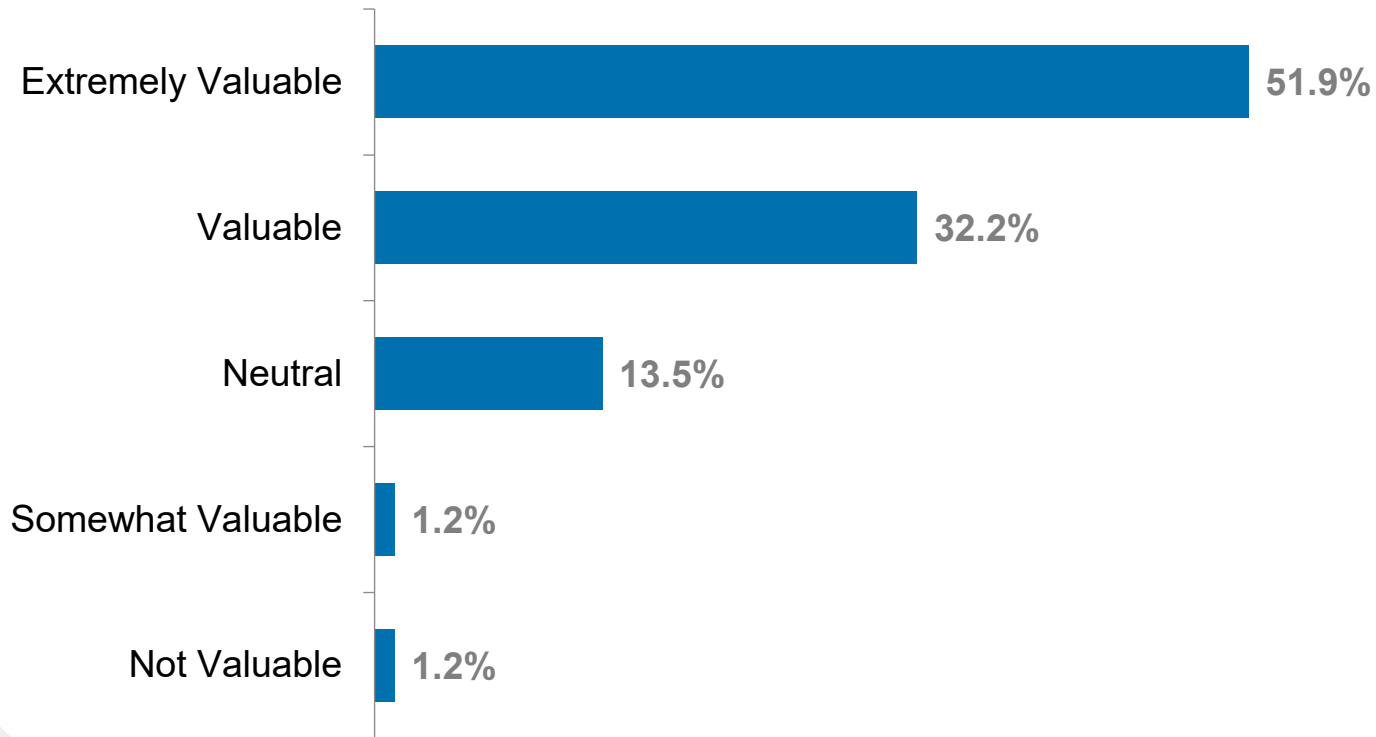


USPS engagement had a meaningful positive brand effect: more than half of attendees reported a more favorable perception afterward, while virtually no one reported a less favorable perception.

Attendees Placed High Value on USPS's Presence at Boston 2026



Satisfaction



84.1 %

Valuable or
Extremely Valuable

More than eight in ten attendees considered the USPS presence valuable, with more than half rating it Extremely Valuable.

USPS Delivered Reach, Learning, Satisfaction, and Positive Brand Impact



The USPS presence combined broad attendee reach with strong service experiences and measurable positive impact on perceptions of the Postal Service.

83%

Engaged with USPS

58%

Learned something
new

98%

Satisfied with
employee customer
service

52%

Left with a more
favorable USPS
perception



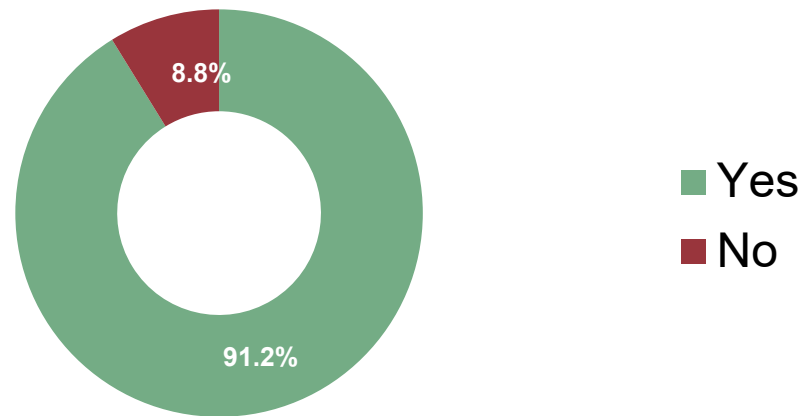
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Dealer & APS Engagement

Dealer Booths Were a Core Part of the Expo Experience



Dealer Booth Engagement

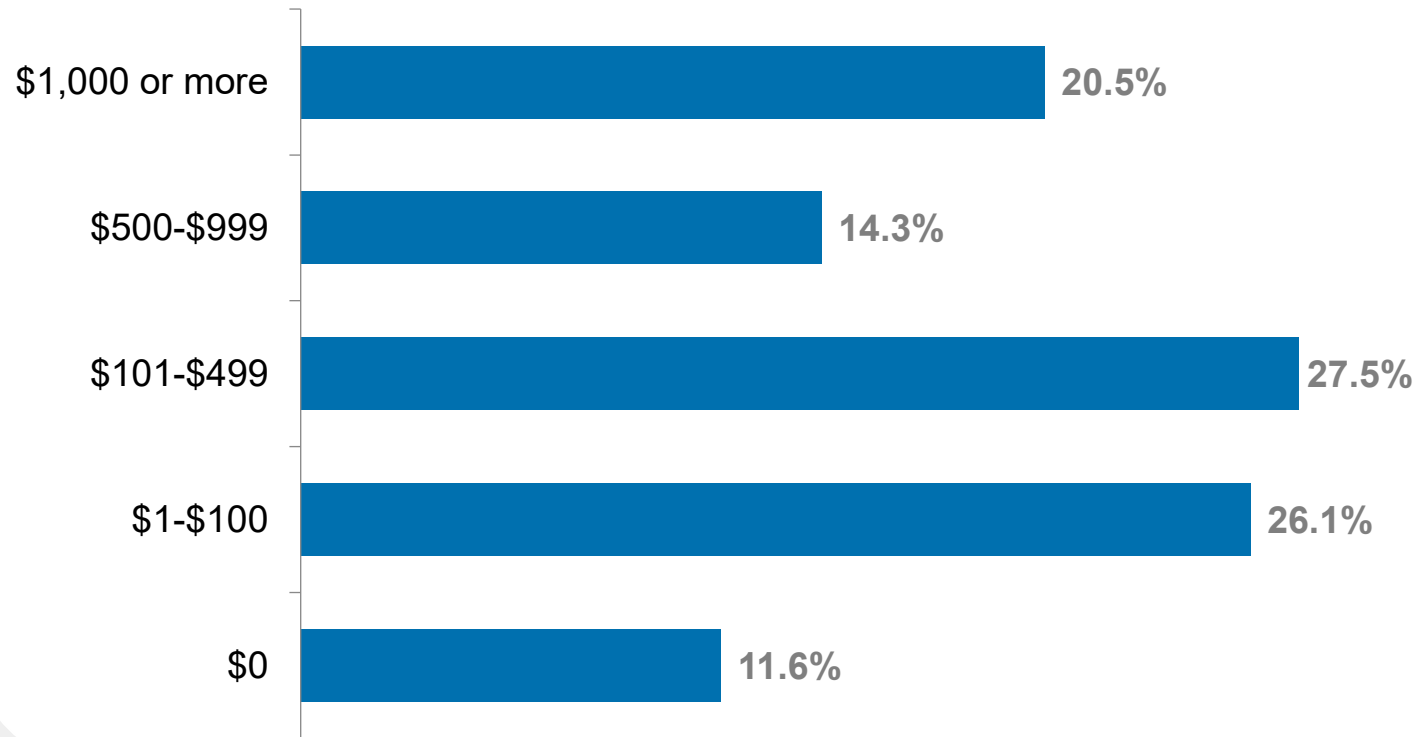


Dealer booths were nearly universal among attendees, reinforcing the Dealer Bourse as a core driver of the Expo experience.

Dealer Booths Generated Meaningful Spending



Dollars Spent

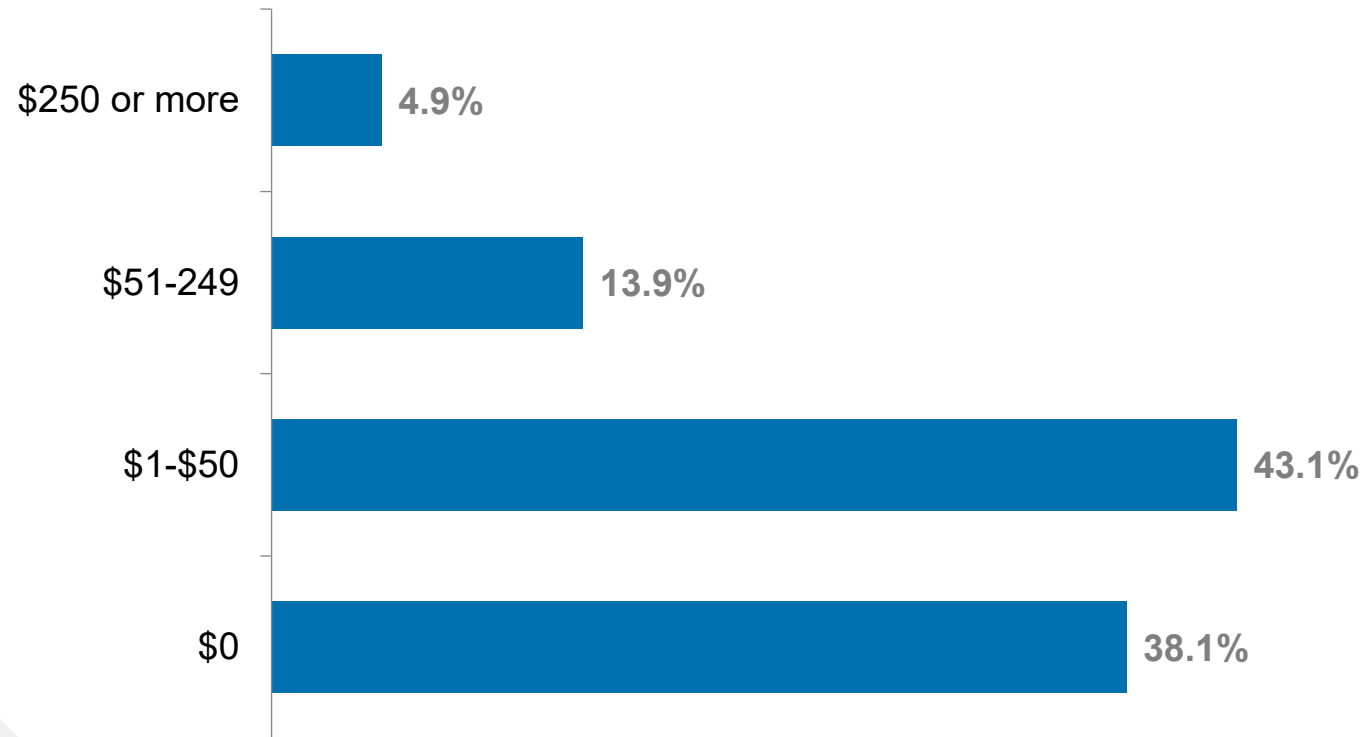


Dealer engagement translated into substantial purchasing behavior, with one in five dealer visitors spending \$1,000 or more.

Postcard Bourse Visitors Spent More Modestly



Dollars Spent

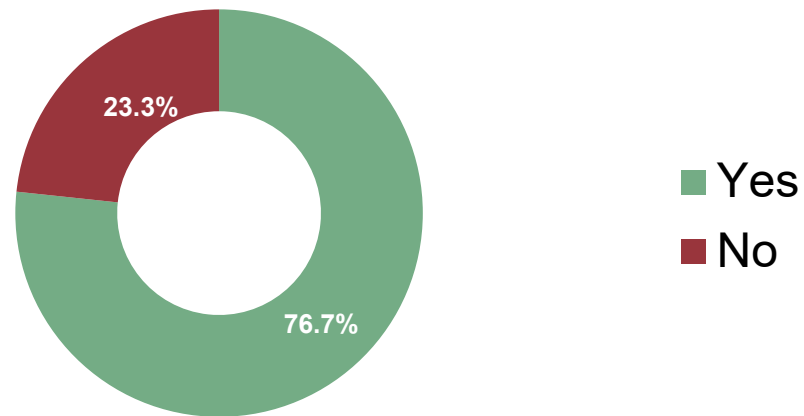


Postcard dealer spending was more modest than stamp dealer spending, with most postcard visitors spending \$50 or less.

Most Respondents Visited the APS Booth



APS Booth Engagement

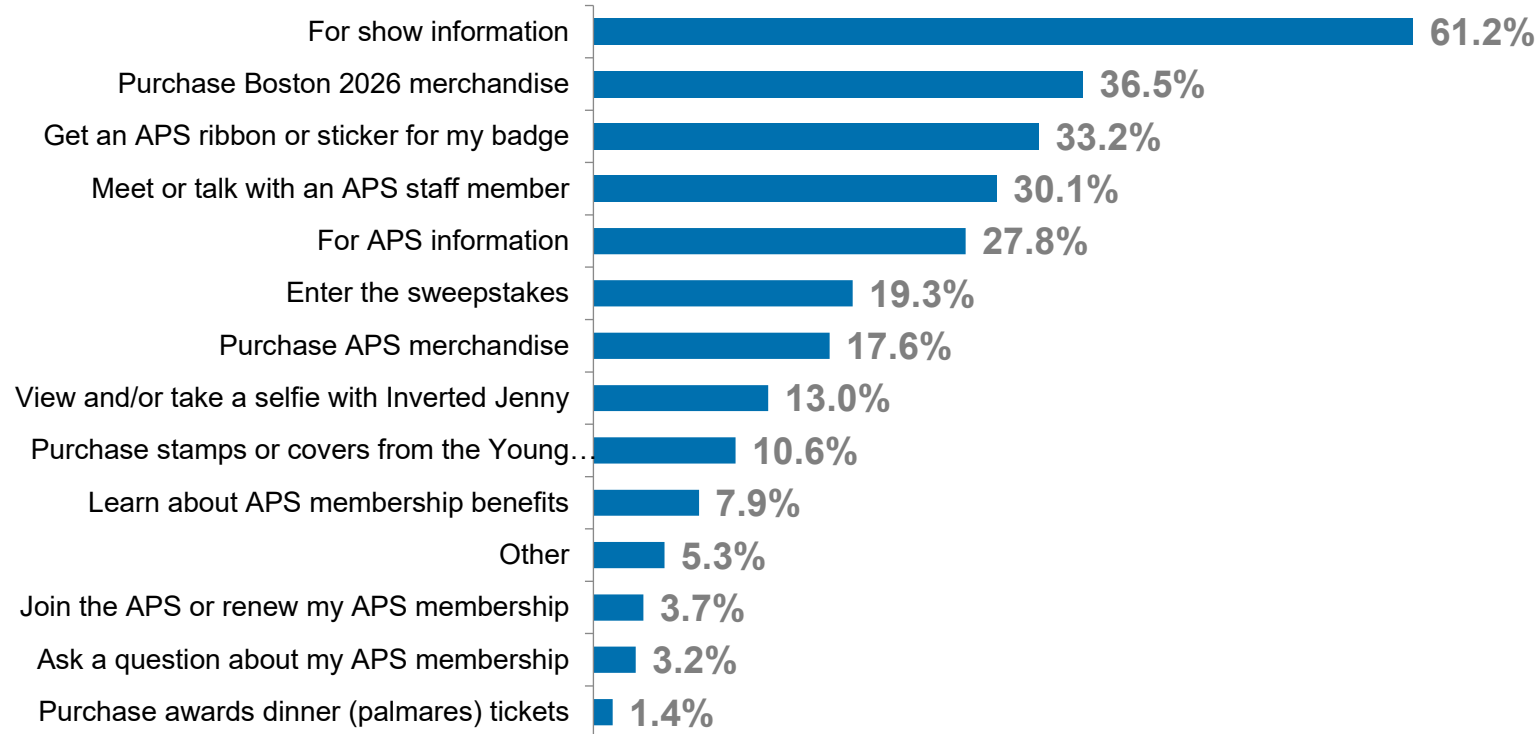


The APS booth reached more than three-quarters of respondents, giving APS a strong on-site touchpoint with attendees.

Show Information and Merchandise Were Top APS Booth Drivers



Reasons for Visiting APS Booth

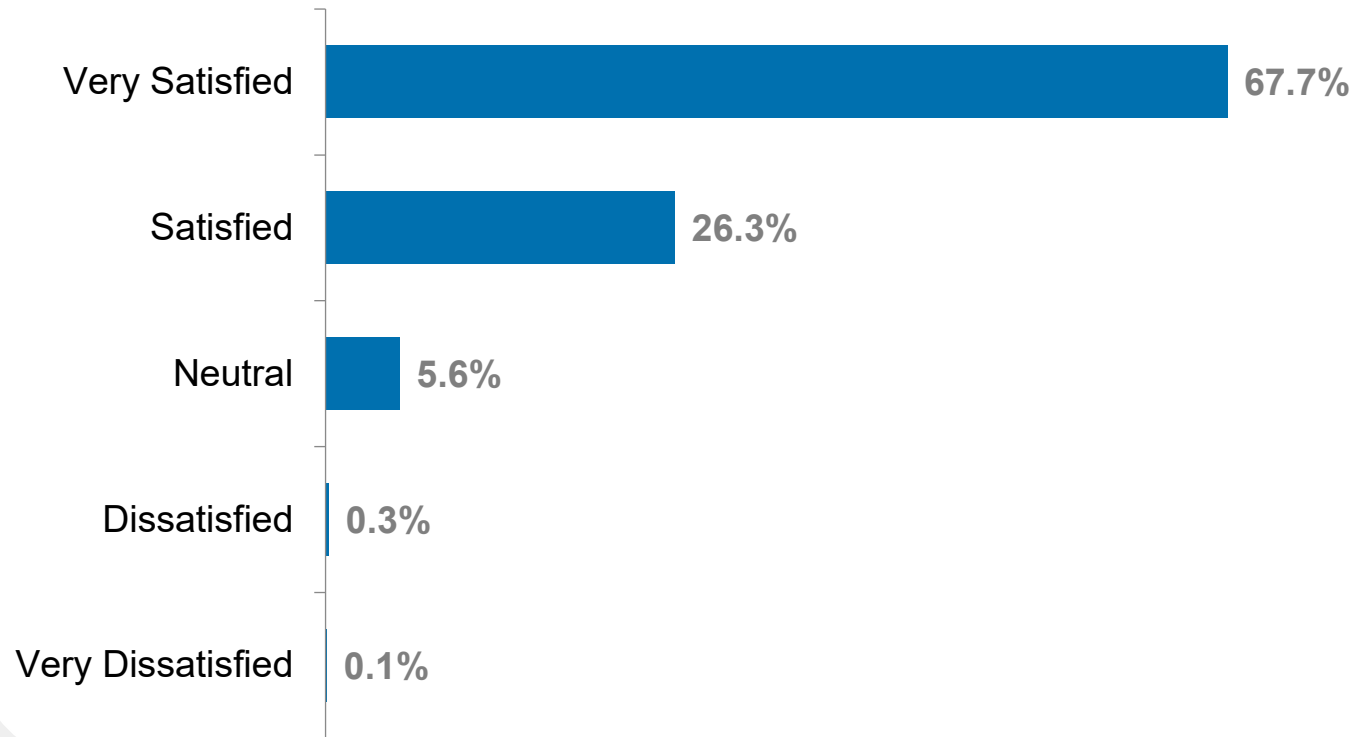


The APS booth primarily served as an information, merchandise and staff-engagement hub rather than a direct membership-conversion point.

APS Booth Customer Service was Very Strong



Satisfaction



94.0%

Satisfied or Very Satisfied

APS booth interactions were highly positive, with very low dissatisfaction and nearly seven in ten visitors very satisfied.



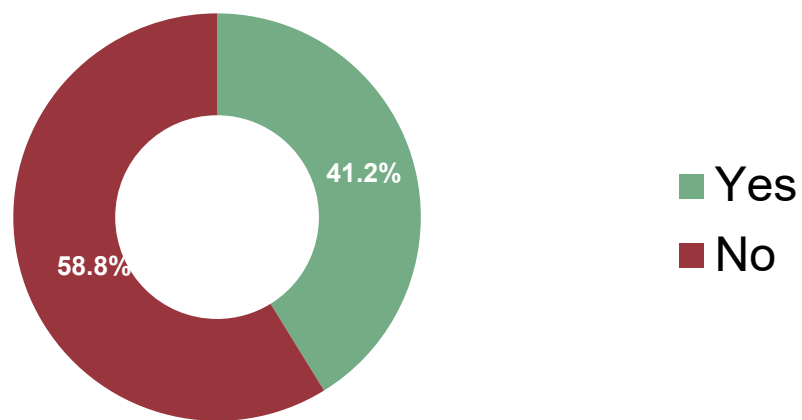
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Youth, Beginner & Digital Experiences

Youth Area Reached a Small Share of Attendees



*Children with Attendee

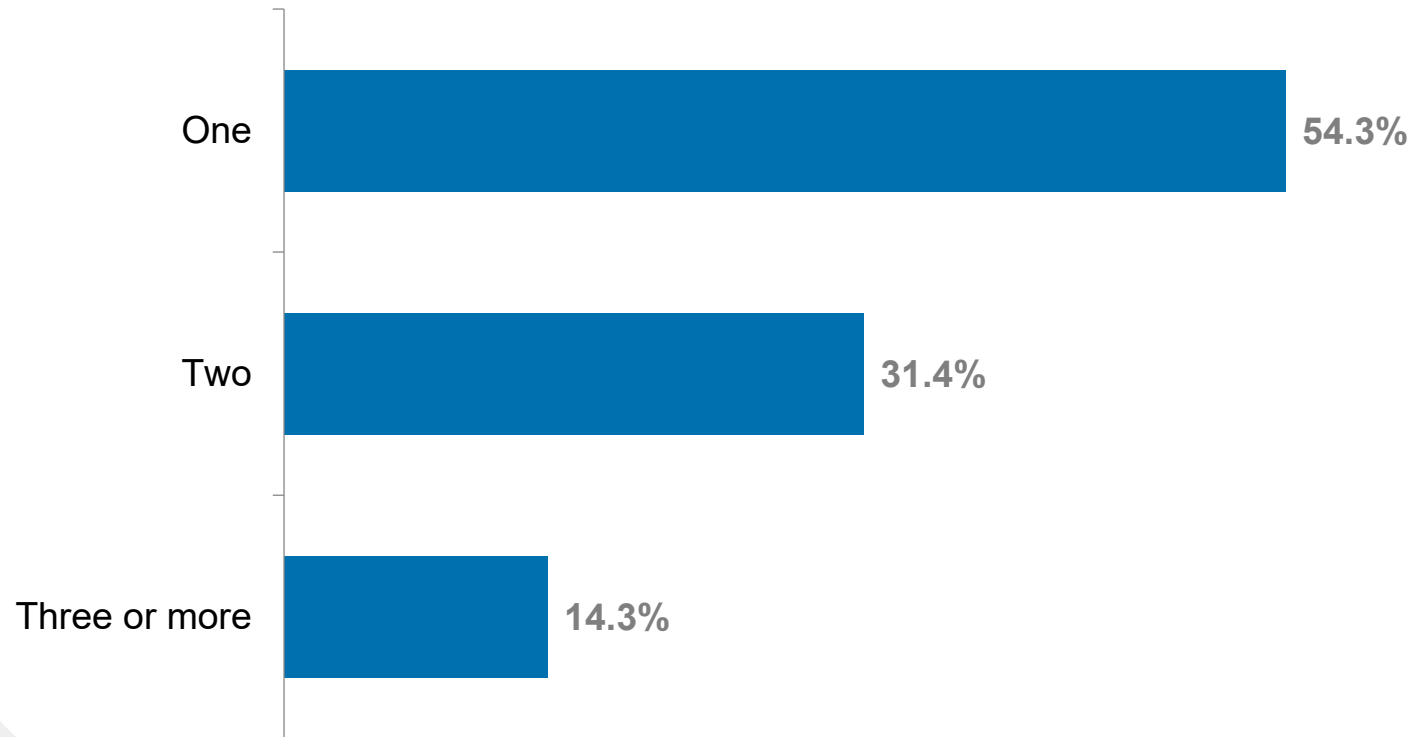


Most Youth Area visitors did not have a child or youth attendee with them, suggesting the area also attracted interest from adult attendees.

Most Youth Area Visitors with Children Brought One Child



*Children



Among visitors accompanied by youth, most brought one child, although nearly half attended with two or more.

Youth Area Feedback Emphasized Engagement and More Interactive Experiences



16%

Youth Engagement Initiatives

12%

Interactive Activities

10%

Physical Space and Equipment

6%

Signage and Instruction Clarity

Verbatims

- "I think the planned activities were fun! I like that the scouts merit badge opportunity was offered."
- "This was the best youth area I have seen in 70 years of stamp collecting and attendance at over 60 international, national, regional, and local stamp shows. "
- "Show kids how to use stamps for stamp art. I liked seeing the stamps the kid's drew especially the Artemis!"
- "The area seemed extremely thrown-together as an afterthought, but as I doubt many children attend, should it be more? If yes, then staff it with younger people please"
- "More interactive things to do for ages 8-16"
- "larger area - crowded on the weekend."

Q16b. How could we improve the Youth Area at future shows?

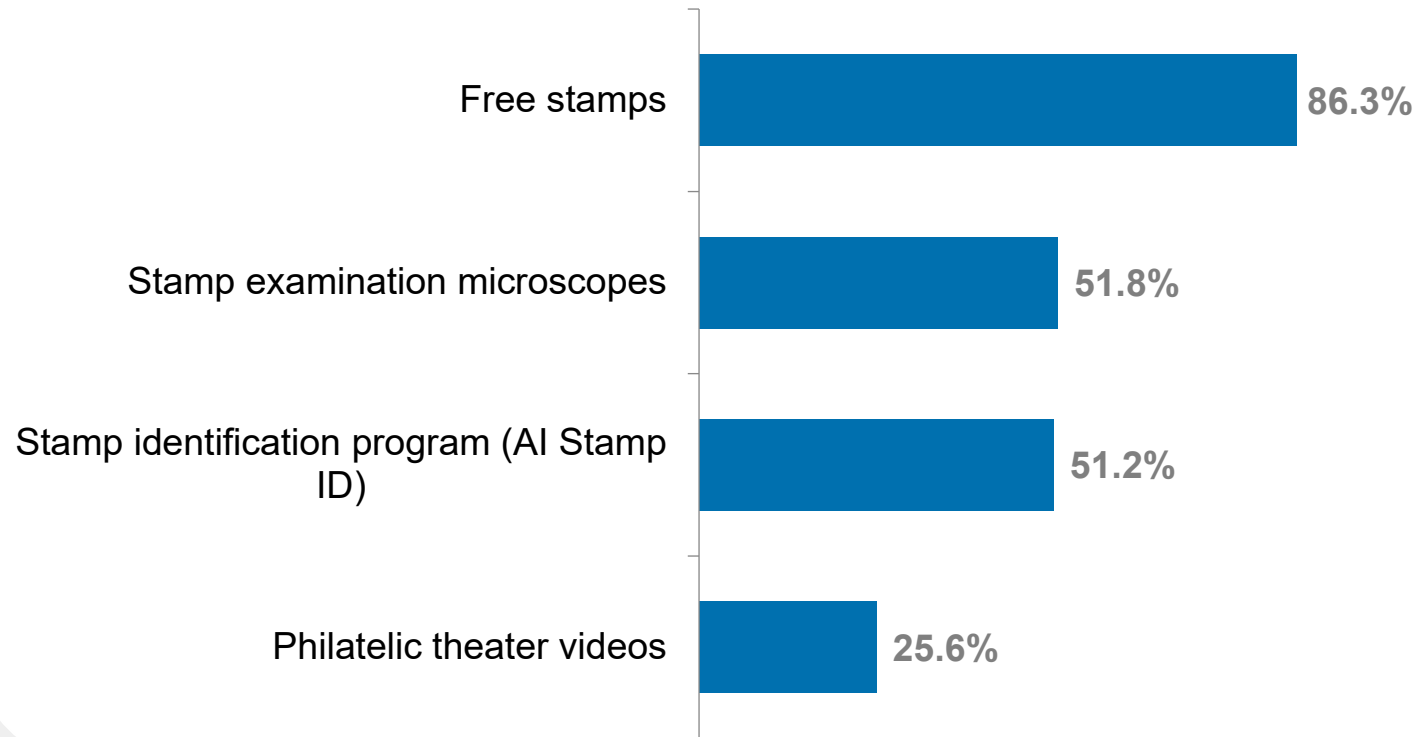
Base: n=49 open-ended respondents *Caution: Small base size (n≤100). Results should be interpreted directionally.

*Percentages reflect the share of open-ended respondents who mentioned each coded improvement theme; responses may include multiple themes.

Free Stamps Were the Most Widely Used Adult Beginner Activity



Activities Used

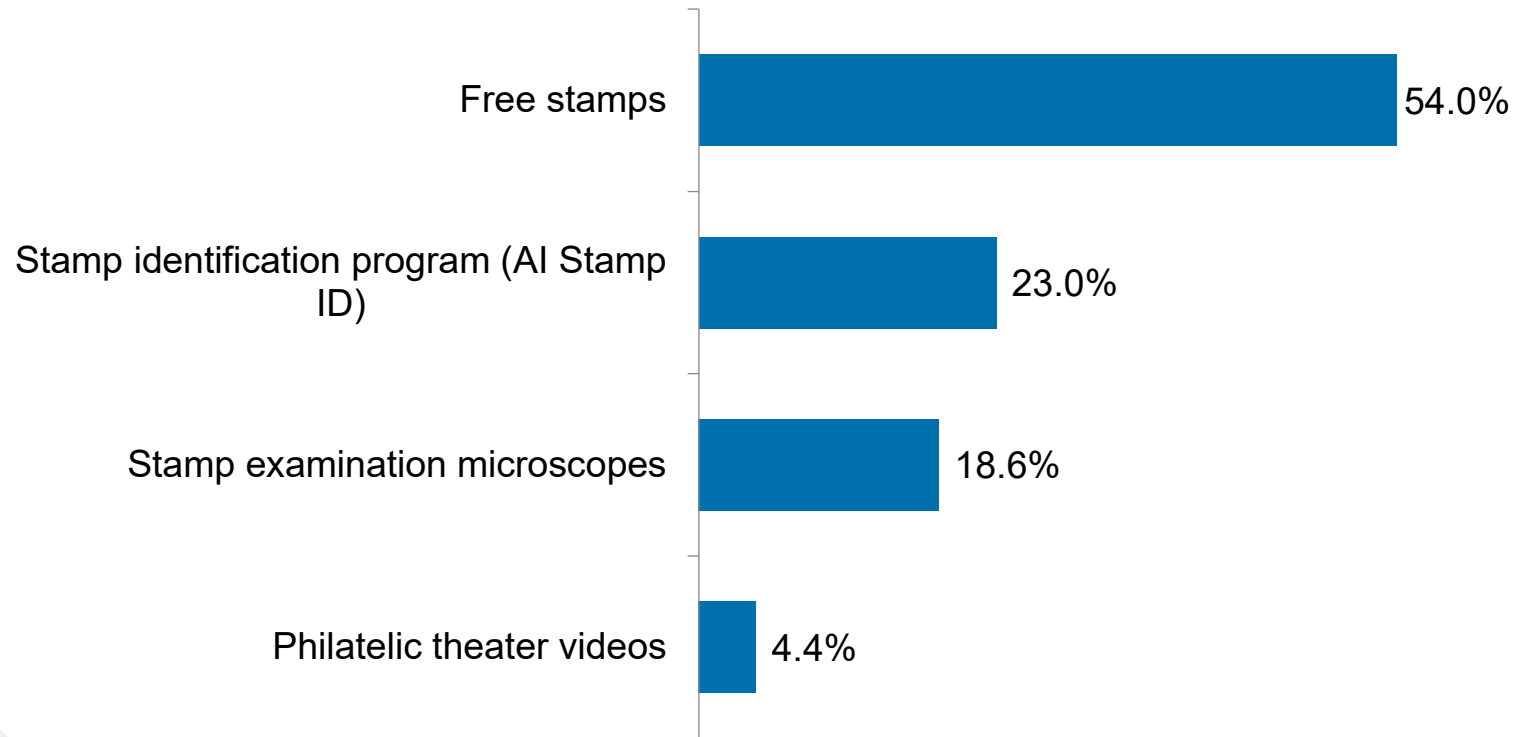


Free stamps generated the broadest participation, while approximately half of Adult Beginner Area visitors engaged with the microscopes and AI identification tool.

Free Stamps Were Also the Favorite Adult Beginner Activity



Favorite Activity



Free stamps stood out as the clear favorite, while the AI Stamp ID and microscope experiences also generated meaningful interest.

Adult Beginner Area Feedback Focused on Space, Seating and Volunteer Support



11%

Seating and Table Arrangements

7%

Crowding and Space Management

7%

Volunteer Staffing and Support

4%

Signage and Area Identification

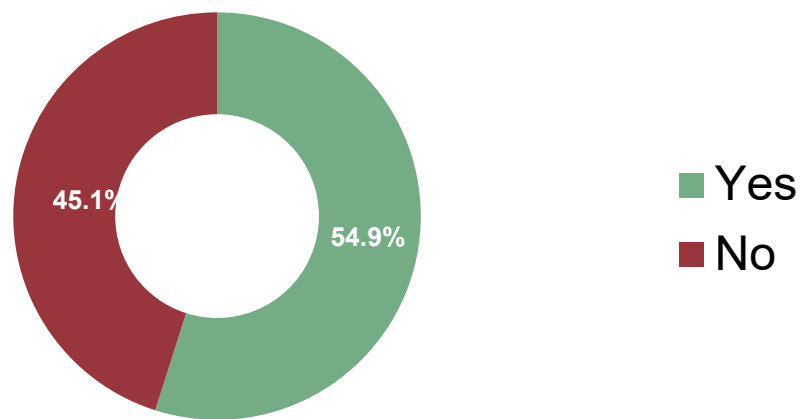
Verbatims

- "I thought the Adult Beginner area was well organized and fun."
- "This was my first show. It seemed great to me! "
- "All the volunteers were helpful and friendly while patrons sorted through those great glass cases."
- "Keep it up! It may have been the area with the biggest "splash" for new collectors of all ages."
- "It seems free stamps was the big attraction. Maybe have them on tables instead of show cases. it was awkward. "
- "More consistent presence of the aide volunteers - it seemed the area wasn't always staffed."
- "Improve markings, was not sure what it was all about, little signage."

Awareness of the Boston 2026 App Was Limited



App Awareness

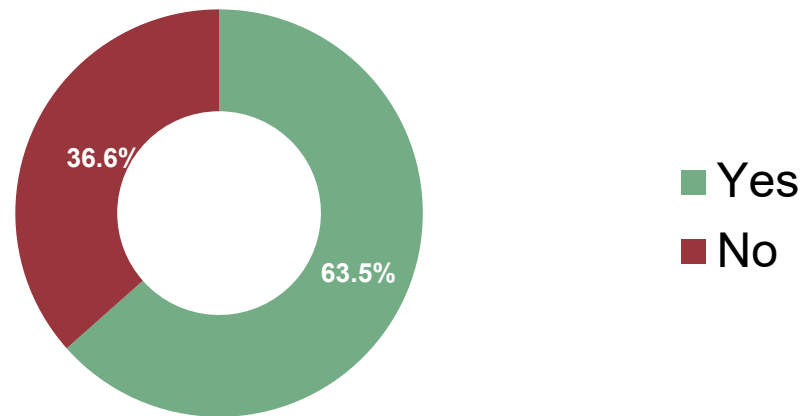


Only slightly more than half of respondents knew the Boston 2026 mobile app was available, indicating an opportunity to improve app awareness at future shows.

Most Attendees Who Knew About the App Used It



App Usage

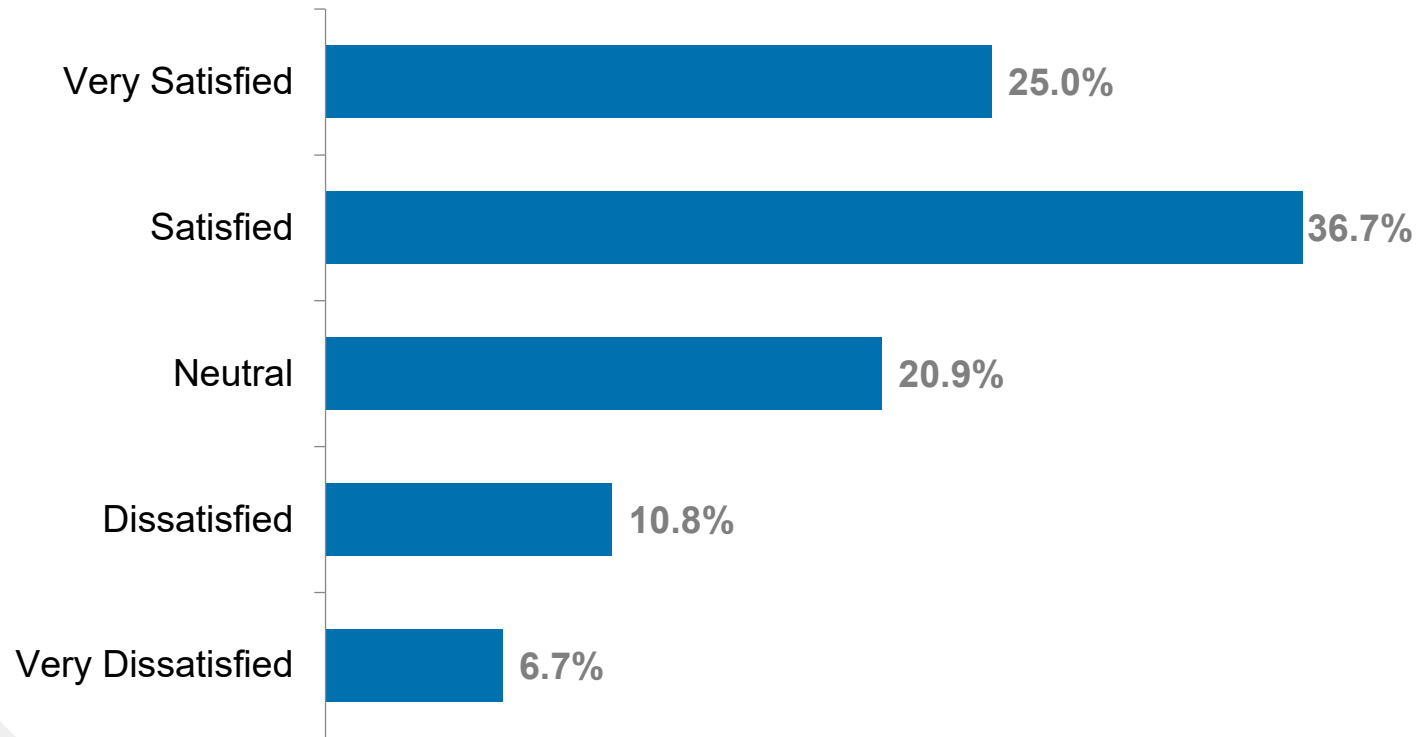


Once attendees were aware of the app, nearly two-thirds installed and used it, suggesting awareness rather than adoption was the larger barrier.

App Satisfaction Was Positive, but Less Strong Than Other Expo Experiences



Satisfaction



61.7%

Satisfied or Very Satisfied

App users were generally positive, but satisfaction lagged well behind other Expo touchpoints, with nearly one in six users dissatisfied.

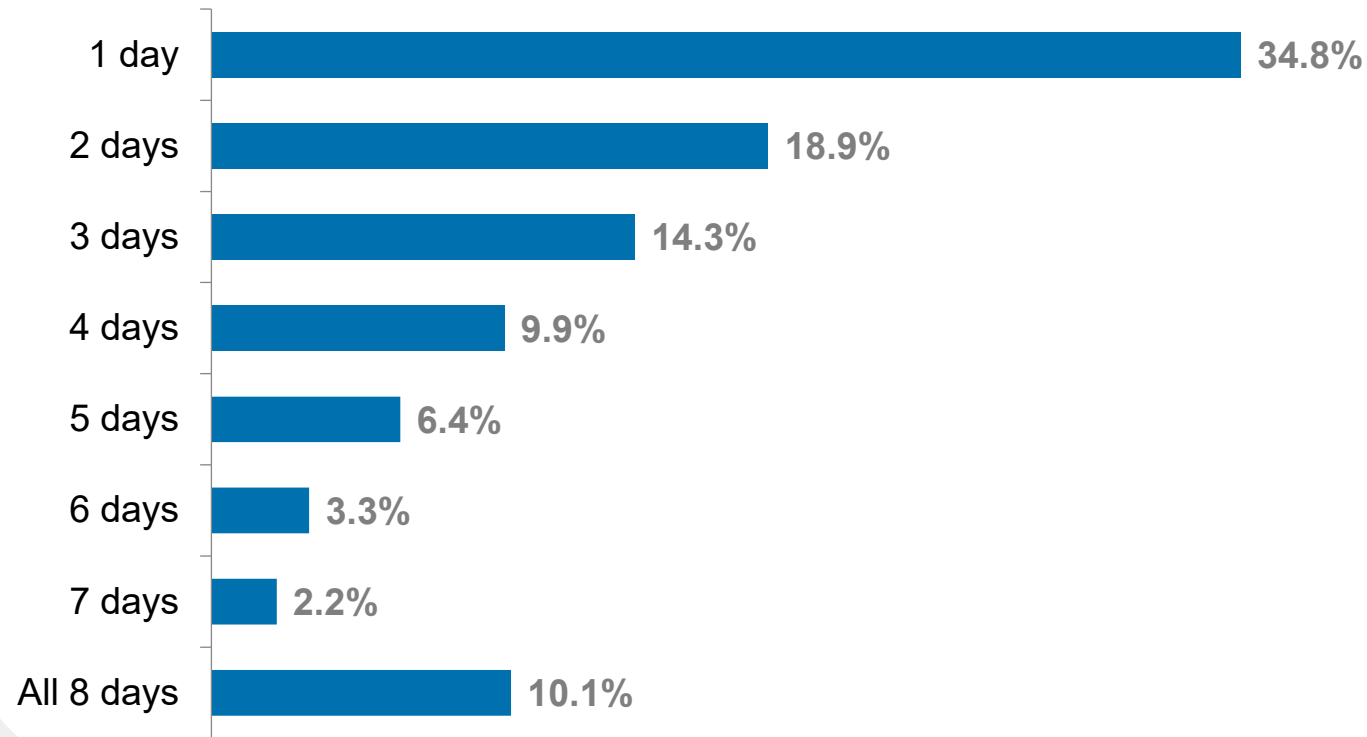


Attendance Patterns & Facility Feedback

Most Attendees Participated for Three Days or Fewer



Days Attended

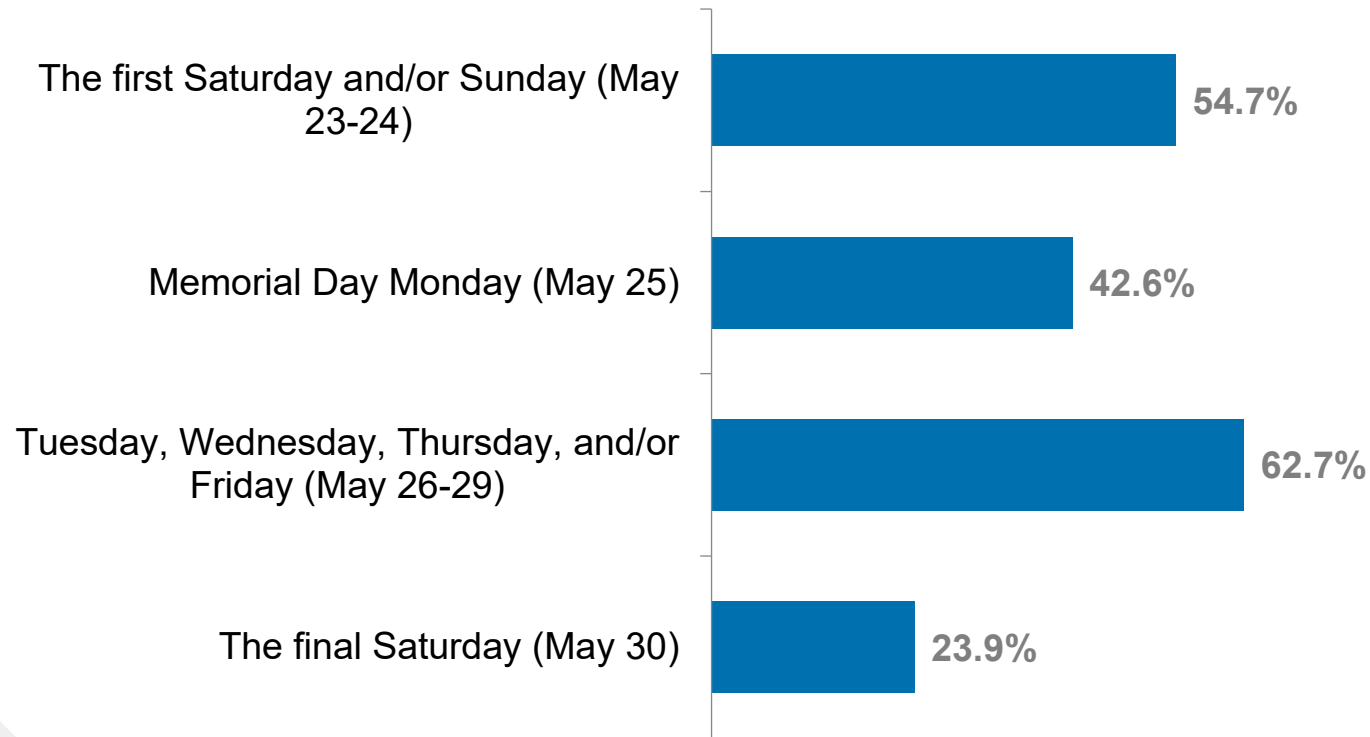


Attendance was concentrated in shorter visits, although one in ten respondents attended all eight days of the Expo.

Opening Weekend Drew Strong Attendance, With Many Respondents Also Attended Midweek



Days Attended



The opening weekend drew strong attendance. While 62.7% of respondents attended at some point Tuesday through Friday, this represents a combined four-day period and should not be interpreted as higher daily attendance than the opening weekend. Participation was lowest on the final Saturday.

Spaciousness and Accessibility Were the Convention Center's Biggest Strengths



33%

Spaciousness and
Layout Design

11%

Accessibility and
Navigation

11%

Parking and
Transportation Access

8%

Location and
Proximity

Verbatims

- "Had everything I needed from access to cash machine, food, coffee, plenty of space for the set up of dealer bourse and exhibit"
- "Walking distance from many hotels, convenient location"
- "Great Convention Center with connected Westin hotel."

Facility Size and Food Options Were the Most Common Convention Center Pain Points



16%

Facility Size and Layout

15%

Food Selection and Variety

10%

Wayfinding and Signage

6%

Parking Access and Pricing

Verbatims

- “Nothing, really, although it was huge. Lots of walking.”
- “Facility was excellent !!!!”
- “The Center was an excellent facility.”
- “I didn’t dislike it, but it was a huge facility to walk around!”
- “Conference rooms were too spread out, made it difficult to go between different presentations on opposite sides of the hall.”
- “I did not like how spread out everything was. I found myself skipping meetings because it was too far to walk with a bad knee. “
- “There were very few food choices and what there was crowded and overpriced.”

Exhibits, Social Interaction and Dealer Access Defined the Best of the Expo



14%

Exhibit Variety and
Quantity

10%

Social Networking and
Interaction

8%

Dealer Purchasing
and Access

6%

Collector Community
Camaraderie

Verbatims

- “The stamp exhibition collections were so vast and covered any area one was interested in. A true large international exhibition.”
- “lots of exhibits to see, browse stock of dealers i haven't seen at other exhibitions”
- “All the exhibits, different country booths, USPS services, APS location.”
- “Meeting virtual stamp acquaintances in person for the first time, as well as making new friends and connections.”

Wayfinding, Food and Exhibit Organization Were the Most Common Expo Pain Points



10%

Wayfinding and Signage

8%

Food Options and Availability

8%

Exhibition Layout and Organization

5%

Dealer Diversity and Availability

Verbatims

- "It was all enjoyable. I had saved money for the experience so the cost of food, rides, hotel, etc. were OK. There was nothing I really disliked"
- "It was a totally great experience."
- "Enjoyed my first show experience and will be attending future events!"
- "I didn't really have any dislikes as a first timer."
- "Societies were too hidden behind the exhibits. It took me way too much time to find them behind the thousands of panels."
- "The individual group/dealer location layout sometimes varied from what was on the official guide."
- "Only disappointment was with the dining options at the convention center."
- "I did not dislike anything, however if I have to name one it is the catering"

Wayfinding Was the Clearest Improvement Opportunity for Future Shows



16%

Wayfinding and
Directional Signage

10%

Dealer Participation
and Booths

9%

Venue Size and
Location

7%

Food and Beverage
Services

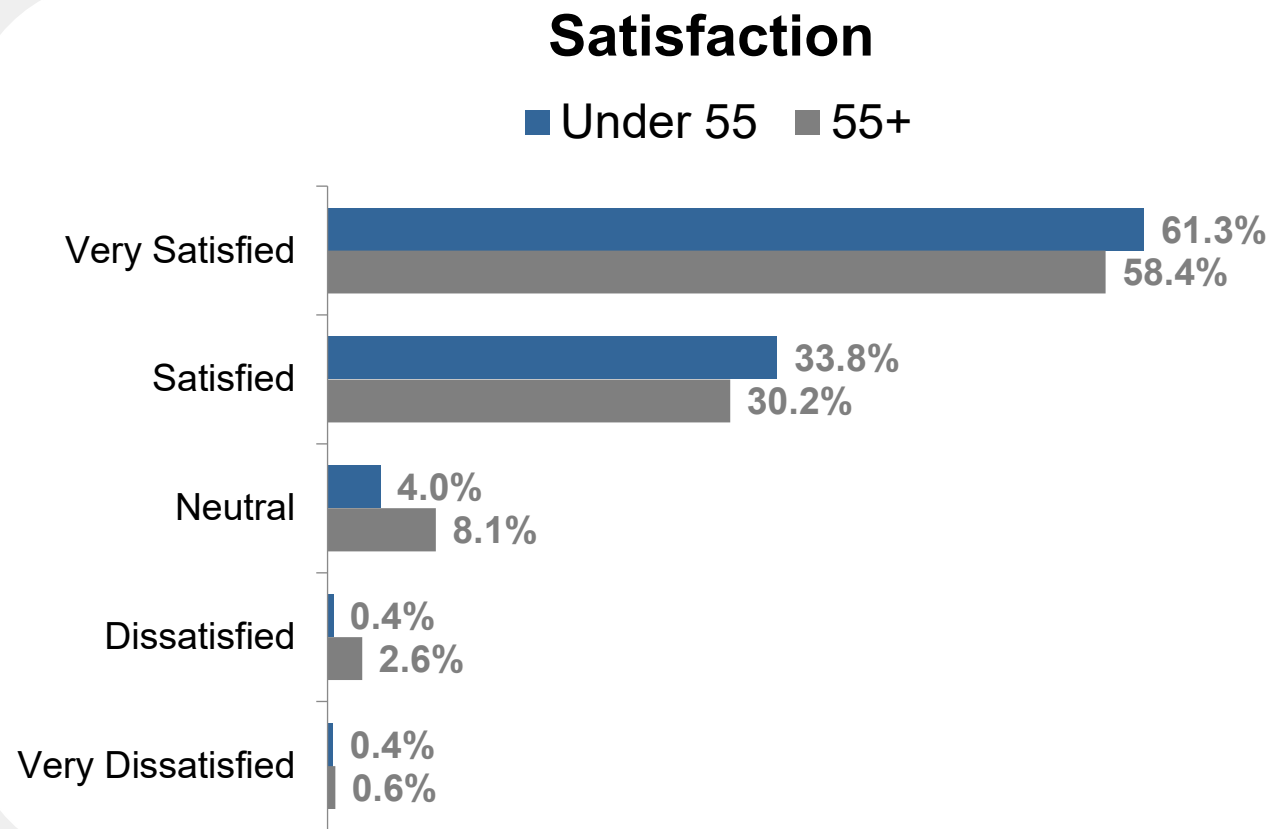
Verbatims

- "I think that Boston 2026 was carried out in a excellent way. I attended in the past the Exhibits Washington 2006 and New York 2016 and I think that Boston 2026 was the best of all."
- "We were made aware by chance a couple of days before the exhibit close, hence we were only able to visit on the last day. We would have loved to spend more time and engage in more activities during this fantastic event. Now, we have the info and means to stay informed of such events. Kudos to the organizers. "
- "It was very well organized and set-up. Everyone did a great job and were friendly. No complaints. Very enjoyable."
- "There should have been a map at the entry. I missed the major exhibit area at the back of the hall as I didn't know it was there."
- "Better information on lay out. Info on public transportation "
- "Aerial signs that could be seen from the floor directing you to various locations"
- "More affordable dealer tables and expenses to draw more dealers"



Experience by Age

Under-55 Attendees Reported Higher Overall Satisfaction

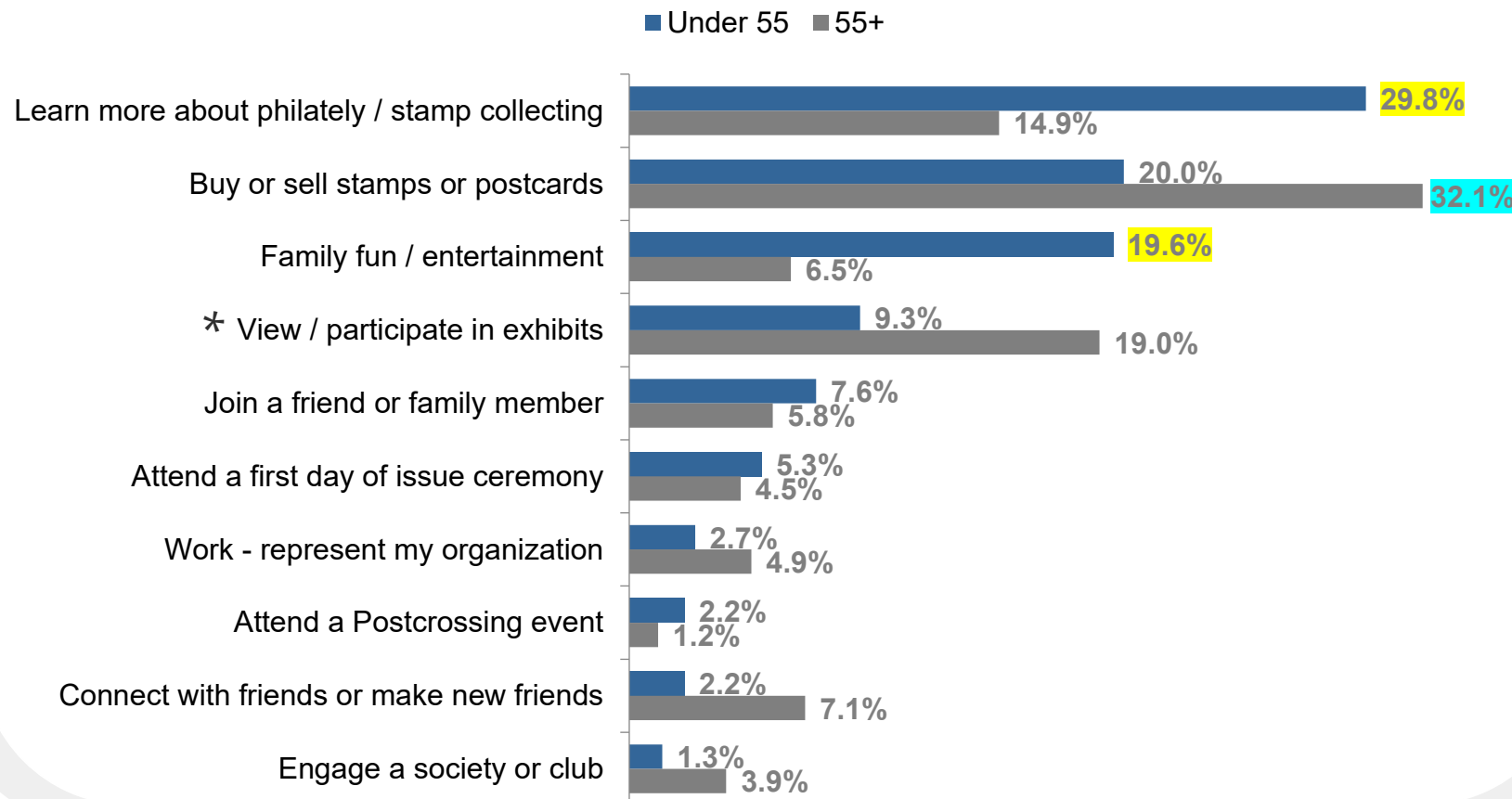


Overall satisfaction among all ages was high, but the Under 55 respondents were more satisfied overall.

Motivations Differed Sharply by Age



Primary Motivation



Learning about philately and family entertainment were much stronger motivations among younger attendees, while older attendees were more likely to attend to buy or sell stamps and postcards. This suggests learning and family-oriented experiences may provide potential entry points for attracting younger audiences.

Q9. Which one of the following best describes your primary motivation for attending the show?

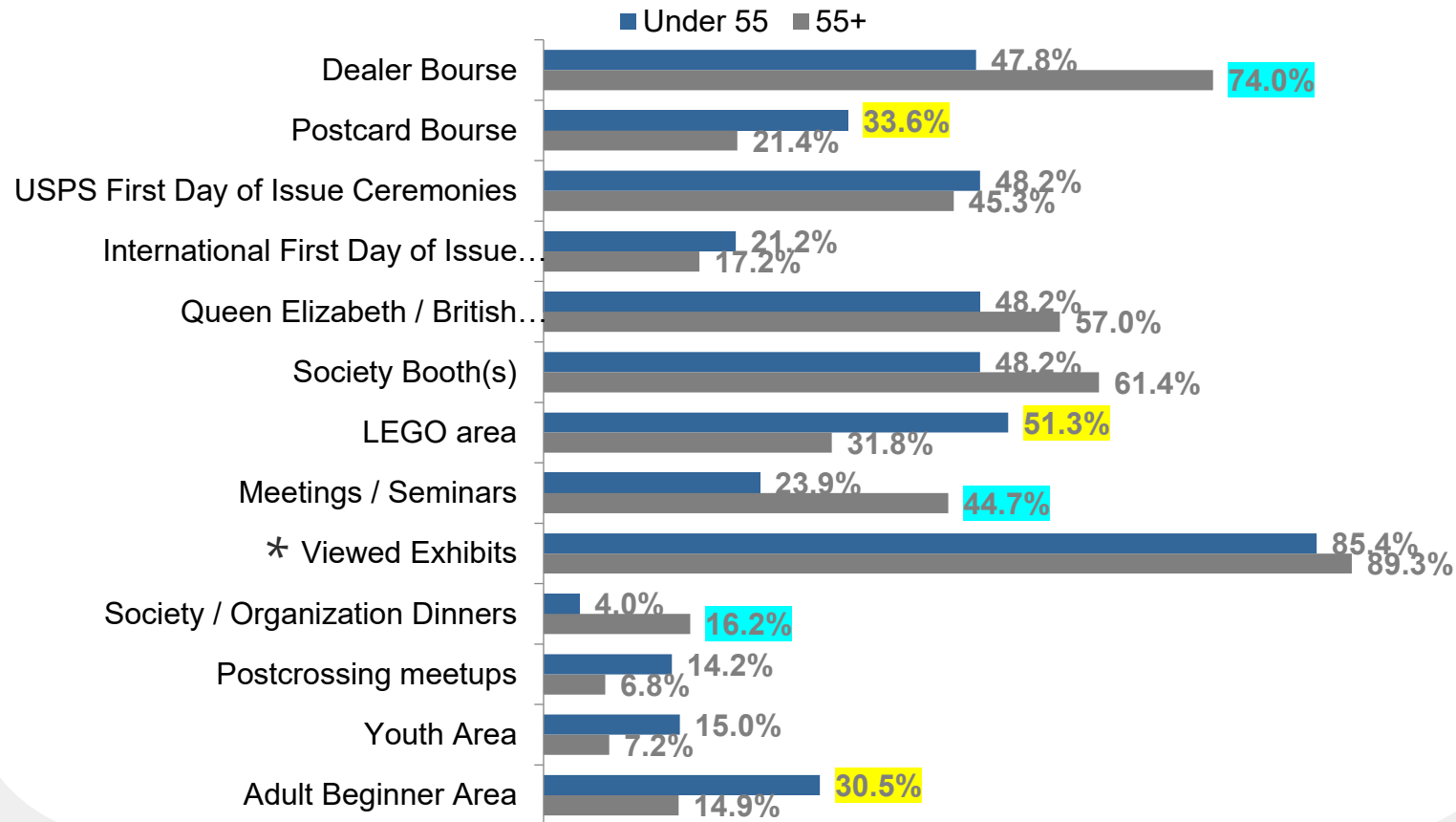
Base: Under 55 n=225; 55+ n=689

*Interpret with caution; respondents may have interpreted "exhibits" broadly to include other Expo displays or events. See slide 18.

Younger Attendees Gravitate Toward Interactive Experiences, While Older Attendees Engage More with Organized Philately



Activities Participated In/Visited



Under-55 attendees gravitated toward more interactive and accessible experiences, particularly LEGO, the Adult Beginner Area and Postcard Bourse.

Older attendees showed stronger participation in society-based and educational activities, suggesting greater engagement with organized philately.

Q8. Which of the following activities did you participate in / visit while at the Boston 2026 World Stamp Expo?

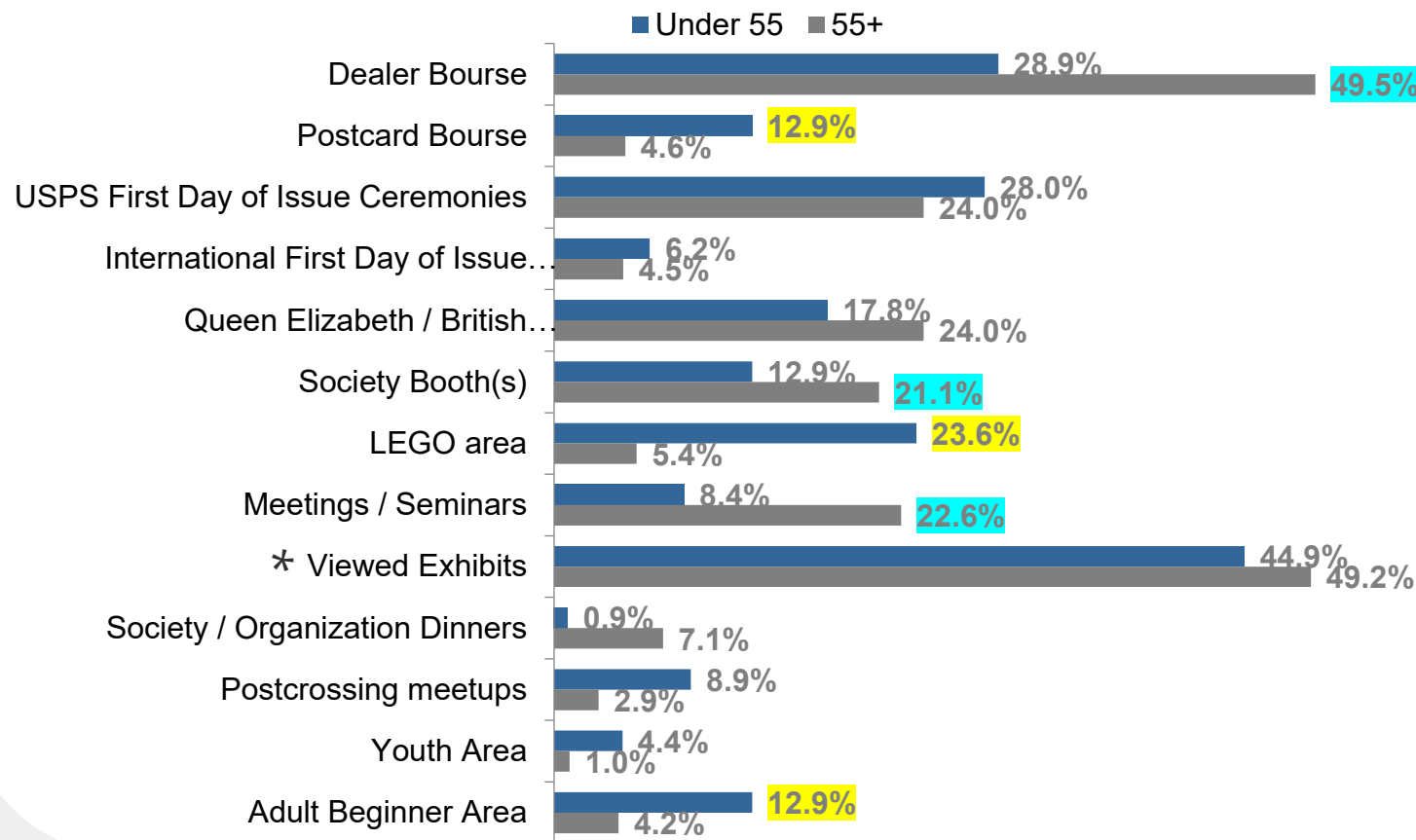
Base: Under 55 n=226; 55+ n=691

*Interpret with caution; respondents may have interpreted "exhibits" broadly to include other Expo displays or events. See slide 18.

Interactive and Beginner Experiences Resonated More with Younger Attendees



Favorite Activities



Younger attendees were more likely to identify LEGO, the Adult Beginner Area and Postcard Bourse as favorite experiences, reinforcing the appeal of interactive and accessible programming. Older attendees showed stronger preference for the Dealer Bourse and organized-philately activities such as meetings, seminars and society engagement.

Q8a. Which were your favorite activities at the show?

Base: Under 55 n=225; 55+ n=691

*Interpret with caution; respondents may have interpreted "exhibits" broadly to include other Expo displays or events. See slide 18.

USPS Reached and Resonated More Strongly With Younger Attendees



Touchpoint	Under 55	55+
Visited USPS	91.1%	80.7%
Learned something new from USPS	69.1%	53.7%
Very Satisfied/Satisfied with USPS retail, merchandizing and postmark/cancellation services	90.4%	93.2%
Very Satisfied/Satisfied with Customer Service	97.5%	98.3%
Perception of USPS based on their engagement with the USPS booth (More Favorably)	61.2%	48.4%
USPS valuable/extremely valuable	92.3%	81.3%

USPS reached younger attendees especially well. Under-55 respondents were more likely to visit USPS, learn something new, view USPS more favorably after their engagement, and rate its presence as valuable—suggesting USPS may be an important engagement point for younger audiences.

Q11. Did you visit the United States Postal Service booth area or attend any postal service events? Base: Under 55 n=225; 55+ n=688

Q11a. Did you learn about any United States Postal Service products, programs or services that you were not aware of before attending the show? Base: Under 55 n=204; 55+ n=555

Q11b-2. Which of the following best describes your satisfaction with the USPS retail, merchandizing and postmark/cancellation services? Base: Under 55 n=177; 55+ n=471

Q11c-1 Which of the following best describes your satisfaction with the customer service you received from the USPS employee(s) you interacted with? Base: Under 55 n=159; 55+ n=421

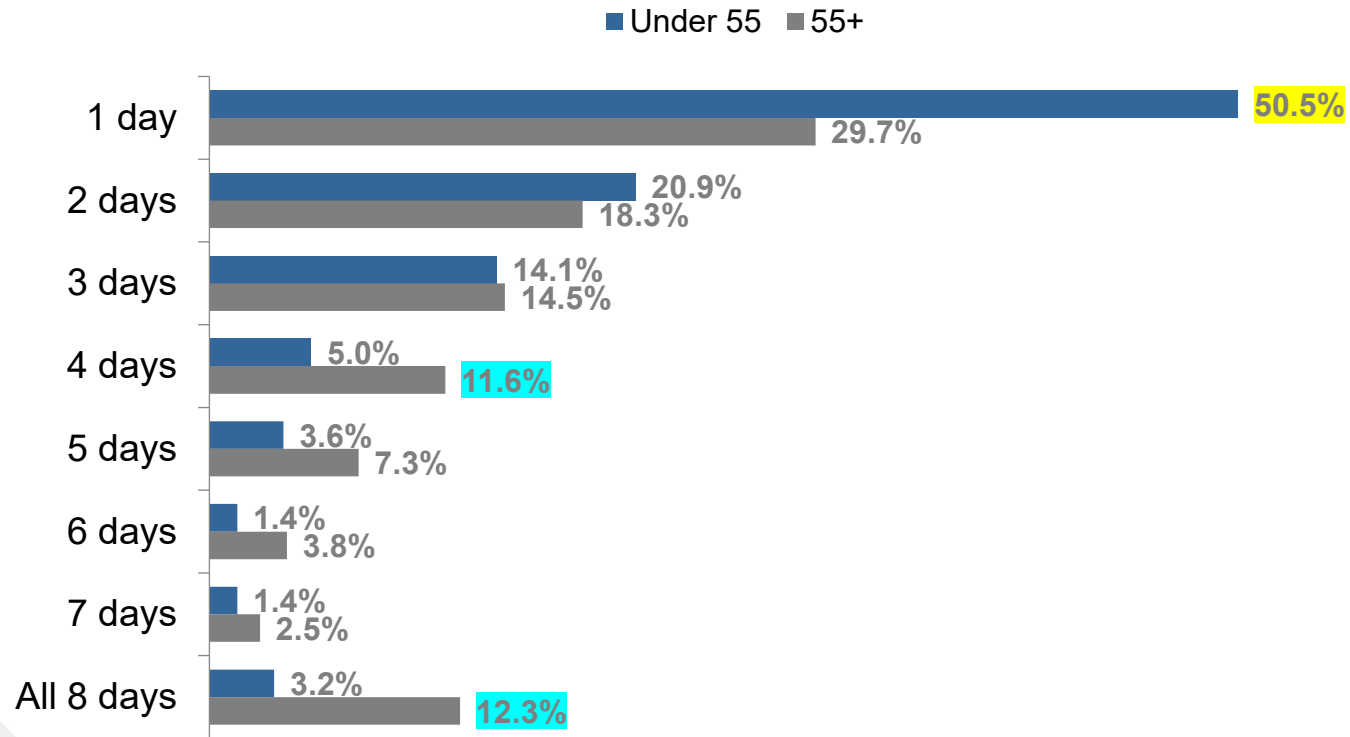
Q11c-2. Which of the following best describes how your engagement with the USPS booth, services or events while at the Boston 2026 World Stamp Expo affected your perception of the United States Postal Service? Base: Under 55 n=201; 55+ n=552

Q12. Overall, how valuable did you find the United States Postal Service's presence at the show? Base: Under 55 n=222; 55+ n=684

Younger Attendees Were Much More Likely to Attend for Only One Day



Days Attended



Half of under-55 attendees attended for just one day, compared with less than one-third of attendees 55+. This suggests future shows should make the single-day experience easy to navigate and rewarding, while also creating clearer reasons for younger attendees to return for additional days.



New & Emerging Audiences

“New” is Best Understood through Three Separate Lenses: Age, Collector Maturity, and Stamp-Show Experience



Audience lens	Definition	Base	Why it matters
Younger / Emerging Audience	Under 55	N=228	Age-based growth proxy
Newer / Emerging Collectors	Not a Collector New to the hobby Beginner collector	N=293	Best measure of early hobby maturity
First-Show Attendees	Boston 2026 was my first stamp show	N=321	Best measure of event acquisition

25%

Under age 55

32%

Non/new/beginner collectors

35%

First stamp show

**The same person can be younger, newer to collecting, first-time at a show, or some combination of all three.*

Learning and Family Motivations Were Stronger Among Growth Audiences



Primary Motivation	Under 55	55+	Newer /Emerging Collectors	Established	First Show	Repeat
Learn more about philately / stamp collecting	29.8%	14.9%	30.6%	13.3%	29.9%	12.8%
Buy or sell stamps or postcards	20.0%	32.1%	12.2%	37.0%	15.7%	36.3%
Family fun / entertainment	19.6%	6.5%	21.5%	4.3%	20.1%	4.2%
Connect with friends or make new friends	2.2%	7.1%	1.7%	7.8%	1.6%	8.2%
Engage a society or club	1.3%	3.9%	0.7%	4.4%	2.2%	3.8%
* View / participate in exhibits	9.3%	19.0%	10.4%	19.4%	13.5%	18.2%
Attend a first day of issue ceremony	5.3%	4.5%	5.9%	4.1%	4.4%	4.8%
Attend a Postcrossing event	2.2%	1.2%	3.1%	0.6%	2.2%	1.0%
Join a friend or family member	7.6%	5.8%	10.8%	4.1%	8.5%	5.0%
Work – represent my organization	2.7%	4.9%	3.1%	4.9%	1.9%	5.7%

Across all three lenses, growth audiences were more motivated by learning and family entertainment, while established/repeat audiences were more motivated by buying and selling.

Q9. Which one of the following best describes your primary motivation for attending the show?

Base: Under 55 n=225; 55+ n=689; Newer/Emerging n=288; Established n=630; First Show n=318; Repeat n=600.

*Interpret with caution; respondents may have interpreted "exhibits" broadly to include other Expo displays or events. See slide 18.

New Audiences Participated in a Different Mix of Experiences



Activity	Under 55	55+	Newer /Emerging Collectors	Established	First Show	Repeat
Dealer Bourse	47.8%	74.0%	36.7%	81.5%	37.6%	83.2%
Postcard Bourse	33.6%	21.4%	31.5%	21.4%	28.8%	22.3%
USPS First Day of Issue Ceremonies	48.2%	45.3%	37.0%	50.2%	37.9%	50.3%
International First Day of Issue Ceremonies	21.2%	17.2%	16.3%	19.1%	12.9%	21.1%
Queen Elizabeth / British Commonwealth Display	48.2%	57.0%	46.4%	58.9%	41.7%	62.0%
Society Booth(s)	48.2%	61.4%	39.1%	66.8%	38.2%	68.6%
LEGO area	51.3%	31.8%	45.7%	32.4%	40.4%	34.6%
Meetings / Seminars	23.9%	44.7%	21.1%	47.9%	17.9%	51.0%
* Viewed Exhibits	85.4%	89.3%	85.8%	89.4%	87.8%	88.5%
Society / Organization Dinners	4.0%	16.2%	3.8%	17.6%	2.2%	19.1%
Postcrossing meetups	14.2%	6.8%	11.8%	7.3%	9.1%	8.5%
Youth Area	15.0%	7.2%	11.4%	8.2%	9.7%	9.0%
Adult Beginner Area	30.5%	14.9%	31.8%	12.8%	27.3%	14.3%

Across audience definitions, newer audiences gravitated toward LEGO, beginner and postcard experiences, while established audiences showed stronger participation in dealer and organized-philately activities.

Q8. Which of the following activities did you participate in / visit while at the Boston 2026 World Stamp Expo?

Base: Under 55 n=226; 55+ n=691; Newer/Emerging n=289; Established n=632; First Show n=319; Repeat n=602.

*Interpret with caution; respondents may have interpreted "exhibits" broadly to include other Expo displays or events. See slide 18.

Favorites Show What New Audiences Actually Valued



Favorite Activity	Under 55	55+	Newer /Emerging Collectors	Established	First Show	Repeat
Dealer Bourse	28.9%	49.5%	18.3%	56.4%	19.4%	57.7%
Postcard Bourse	12.9%	4.6%	11.4%	4.6%	11.0%	4.5%
USPS First Day of Issue Ceremonies	28.0%	24.0%	23.9%	25.4%	23.2%	25.8%
International First Day of Issue Ceremonies	6.2%	4.5%	5.9%	4.4%	4.7%	5.0%
Queen Elizabeth / British Commonwealth Display	17.8%	24.0%	22.8%	22.5%	22.3%	22.8%
Society Booth(s)	12.9%	21.1%	13.8%	21.4%	14.7%	21.3%
LEGO area	23.6%	5.4%	20.4%	5.1%	16.9%	6.2%
Meetings / Seminars	8.4%	22.6%	9.0%	23.8%	8.8%	24.6%
* Viewed Exhibits	44.9%	49.2%	48.4%	47.7%	53.3%	45.1%
Society / Organization Dinners	0.9%	7.1%	1.4%	7.4%	0.6%	8.2%
Postcrossing meetups	8.9%	2.9%	7.6%	3.0%	5.6%	3.8%
Youth Area	4.4%	1.0%	3.5%	1.1%	3.8%	0.8%
Adult Beginner Area	12.9%	4.2%	13.1%	3.2%	11.0%	3.8%

Interactive and beginner-friendly experiences were more often favorites among growth audiences, while Dealer Bourse and Meetings/Seminars resonated more strongly with established audiences.

Q8a. Which were your favorite activities at the show?

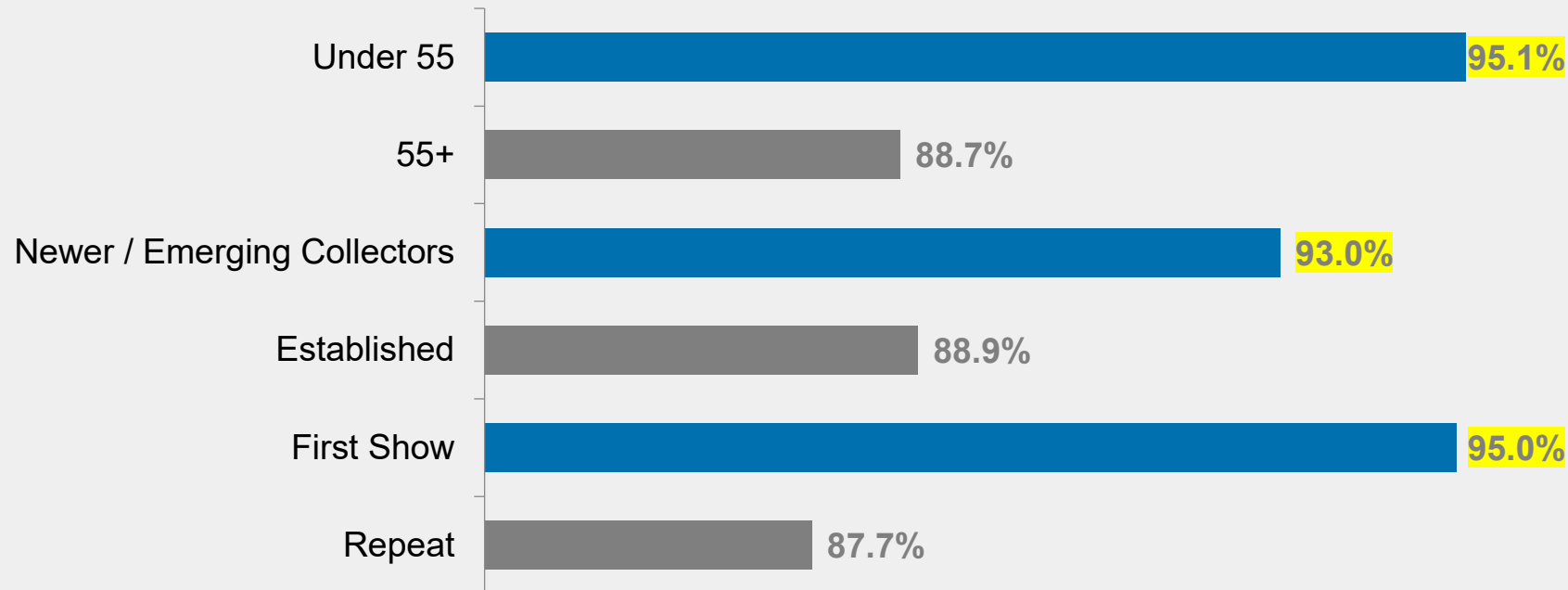
Base: Under 55 n=225; 55+ n=691; Newer/Emerging n=289; Established n=631; First Show n=319; Repeat n=601

*Interpret with caution; respondents may have interpreted "exhibits" broadly to include other Expo displays or events. See slide 18.

Younger, Newer and First-Time Attendees Were More Satisfied Overall



Very Satisfied / Satisfied (Top 2 Box)



Satisfaction was especially strong among younger and first-time attendees, suggesting the Expo experience resonated well with audiences important to future growth.

Growth Audiences Engaged With the Expo, but APS and App Reach Lagged



Engagement Measure	Under 55	55+	Newer /Emerging Collectors	Established	First Show	Repeat
Visited the United States Postal Service booth area or attended any postal service events	91.1%	80.7%	88.5%	80.8%	88.0%	80.7%
Visited any stamp or postal history dealer booths	88.7%	92.1%	86.6%	93.3%	85.1%	94.4%
Visited the American Philatelic Society booth during the show	63.8%	80.8%	62.2%	83.2%	61.6%	84.7%
Were aware a Boston 2026 mobile phone app was available	38.6%	60.2%	34.8%	64.0%	32.2%	66.9%

Growth audiences showed strong USPS and dealer engagement, but were less likely to visit the APS booth or be aware of the Expo app. This suggests opportunities to strengthen APS connections and communication with newer audiences once they are at the show.

Q11. Did you visit the United States Postal Service booth area or attend any postal service events? Base: Under 55 n=225, 55+ n=688; Newer/Emerging n=287, Established n=630; First Show n=317, Repeat n=600

Q13. Did you visit any stamp or postal history dealer booths? Base: Under 55 n=221, 55+ n=684; Newer/Emerging n=283, Established n=626; First Show n=315, Repeat n=594

Q15. Did you visit the American Philatelic Society booth during the show? Base: Under 55 n=221, 55+ n=684; Newer/Emerging n=283, Established n=626; First Show n=315, Repeat n=594

Q18. Were you aware a Boston 2026 mobile phone app was available? Base: Under 55 n=220, 55+ n=683; Newer/Emerging n=282, Established n=625; First Show n=314, Repeat n=593



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Satisfaction & Experience Differentiators

USPS Value and App Experience Differentiated the Strongest Overall Experiences



Experience Measure	Very Satisfied Overall	All Others
USPS presence rated Valuable / Extremely Valuable	90.9%	74.2%
Visited the United States Postal Service booth area or attended any postal service events	88.4%	75.7%
Satisfied / Very Satisfied with APS booth customer service	97.2%	88.9%
Satisfied / Very Satisfied with the Boston 2026 phone app	73.7%	43.7%
Satisfied / Very Satisfied with USPS retail, merchandizing and postmark/cancellation services	97.1%	84.3%

Very satisfied attendees reported stronger experiences across several touchpoints, with the largest difference in satisfaction with the Expo app. USPS also stood out, with very satisfied attendees more likely to value its presence, visit its programming and be satisfied with retail and postmark services.

Q12. Overall, how valuable did you find the United States Postal Service's presence at the show? Base: Very Satisfied Overall n=538, All Others n=372

Q11. Did you visit the United States Postal Service booth area or attend any postal service events? Base: Very Satisfied Overall n=542, All Others n=375

Q15b. How satisfied were you with the customer service you received at the American Philatelic Society booth? Base: Very Satisfied Overall n=427, All Others n=270

Q18b. Which of the following best describes your satisfaction with the Boston 2026 phone app? Base: Very Satisfied Overall n=190, All Others n=126

Q11b-2. Which of the following best describes your satisfaction with the USPS retail, merchandizing and postmark/cancellation services? Base: Very Satisfied Overall n=415, All Others n=235

Highly Satisfied Attendees Were More Likely to Engage With Experiential Features



Activity	Very Satisfied Overall	All Others
USPS First Day of Issue Ceremonies	51.5%	38.4%
LEGO area	42.1%	28.8%
Adult Beginner Area	22.3%	13.6%
International First Day of Issue Ceremonies	21.8%	13.1%
Postcard Bourse	27.5%	20.3%
Dealer Bourse	67.5%	67.5%
* Viewed Exhibits	89.5%	86.7%

USPS ceremonies, LEGO and the Adult Beginner Area showed some of the largest participation differences among highly satisfied attendees. In contrast, Dealer Bourse participation was identical across satisfaction groups, suggesting it was a core experience rather than a differentiator.

Q8. Which of the following activities did you participate in / visit while at the Boston 2026 World Stamp Expo?

Base: Very Satisfied Overall n=542; All Others n=375.

*Interpret with caution; respondents may have interpreted "exhibits" broadly to include other Expo displays or events. See slide 18.

USPS Ceremonies and Special Displays Stood Out More Among Very Satisfied Attendees



Favorite Activity	Very Satisfied Overall	All Others
Dealer Bourse	42.8%	47.2%
Postcard Bourse	6.8%	6.7%
USPS First Day of Issue Ceremonies	28.4%	19.7%
International First Day of Issue Ceremonies	5.9%	3.2%
Queen Elizabeth / British Commonwealth Display	25.3%	18.9%
Society Booth(s)	20.1%	17.6%
LEGO area	11.4%	7.5%
Meetings / Seminars	19.4%	18.9%
* Viewed Exhibits	50.6%	44.3%
Society / Organization Dinners	5.5%	5.6%
Postcrossing meetups	5.4%	3.2%
Youth Area	2.2%	1.3%
Adult Beginner Area	7.0%	5.1%

USPS First Day of Issue Ceremonies and the Queen Elizabeth/British Commonwealth Display were more often selected as favorites among very satisfied attendees. In contrast, Dealer Bourse preference was somewhat higher among all other attendees.

Q8a. Which were your favorite activities at the show? Select up to three

Base: Very Satisfied Overall n=542; All Others n=375.

*Interpret with caution; respondents may have interpreted "exhibits" broadly to include other Expo displays or events. See Slide 18.

Three Experience Differentiators Stand Out



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USPS Value and Service

USPS presence was associated with stronger perceptions of value, service satisfaction and overall experience.

Experiential and Beginner-Friendly Programming

USPS ceremonies, LEGO and Adult Beginner experiences were more common among the most satisfied attendees and also appealed disproportionately to growth audiences.

APS and Digital Routing

APS service was strong once attendees engaged, but younger/newer audiences were less likely to reach the APS booth or know about the app, pointing to a discovery and routing opportunity.

Conclusions & Recommendations

Boston 2026 Successfully Reached and Satisfied New Audiences



Boston 2026 attracted a meaningful population of first-time, newer and younger attendees while maintaining very strong overall satisfaction, suggesting that efforts to broaden the audience can complement a strong traditional philatelic experience.

35%

Attended their first
stamp show

32%

Were non-collectors,
new to the hobby, or
beginners

90%

Satisfied or Very
Satisfied overall

95%

Overall satisfaction
among first-show
attendees

25%

Were under age 55

Future Shows Should Protect the Core While Expanding the On-Ramp



Protect the Core Experiences

- Continue prioritizing dealers, society and education programming, USPS programming, and traditional exhibits that anchor the World Stamp Expo experience.

Strengthen the Entry Experience

- Expand learning, interactive and beginner-friendly programming that appealed disproportionately to newer and younger attendees.

Create Clearer Pathways Into the Hobby

- Connect first-time attendees and newer attendees with learning opportunities, beginner-friendly experiences, dealers, societies and APS resources.

Make One-Day Attendance Work Harder

- Because younger attendees were especially likely to attend for only one day, ensure marquee experiences and beginner programming are readily accessible throughout the show.

Three Specific Opportunities Stand Out for APS and USPS



Improve APS Reach Among New Attendees

- Newer and first-time attendees were substantially less likely to visit the APS booth, despite strong satisfaction once they engaged. Build APS discovery into registration, beginner programming, signage and other high-traffic touchpoints.

Use USPS as a Growth-Audience Engagement Engine

- Younger attendees were especially likely to learn something new through USPS and leave with a more favorable perception. Continue interactive displays, ceremonies, retail/postmarks and employee engagements.

Close the Digital Awareness Gap

- Only about one-third of newer and first-show attendees knew the app existed. Promote the app earlier and more consistently before arrival and throughout the venue, while also improving the user experience.