

# HISPANICS AND MAIL

## HOW TO REACH HISPANIC VOTERS → MAKE IT AUTHENTIC

Insights from recent research highlight how Hispanic and Latino voters are a complex and diverse electorate with the power to influence the outcome of elections across the United States. An effective and culturally relevant approach is the difference between resonating and connecting with voters—or not. **Authenticity, attention to detail, and culturally-rooted design are key for maximum impact with this audience.**<sup>1</sup>



### → MAIL CARRIES MORE CLOUT

64%

of Hispanic Americans say **direct mail was the most memorable form of political advertising**, compared to 50% of all Americans.



69%

of Hispanic Americans say **direct mail is harder to ignore than TV ads**, compared to 53% of all Americans.

62%

of Hispanic Americans are likely to **read direct mail pieces**.

43%

of Hispanic Americans are more likely to **share the direct mail piece and discuss the campaign**.

24%

of Hispanic Americans **visit a campaign website** after reading a direct mail piece.

20%

of Hispanic Americans are more likely to **engage with candidates on social media** after reading a direct mail piece.

### → MAIL REINFORCES INTERACTIVITY



**56%** of Hispanic Americans **have visited a QR code® or website link** that was included in a direct mail piece.

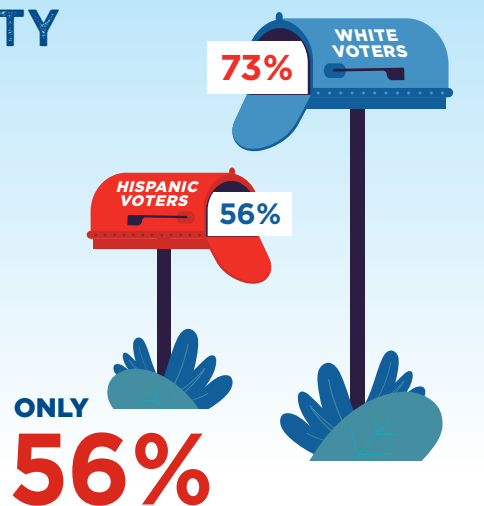


Hispanic Americans agree that the direct mail pieces they received **reinforced information they saw in TV or online ads**, compared to only 2-in-3 for all Americans.

## THE OPPORTUNITY



of **SURVEYED POLITICAL CONSULTANTS** identify **Hispanic Americans** as a demographic that direct mail is effective in targeting — a missed opportunity for impact.



ONLY  
**56%**

of **ELIGIBLE VOTERS WHO IDENTIFY AS HISPANIC OR LATINO** report being contacted with **direct mail pieces** leading up to the 2020 elections, compared to 73% of eligible voters who identify as White.<sup>2</sup>



ONLY

**26%**

of **HISPANIC AMERICANS** **REPORT RECEIVING DIRECT MAIL PIECES IN SPANISH**, yet **32% speak Spanish as their primary language**.

Those who did receive direct mail pieces in Spanish say they were more likely to read it than those who only received direct mail pieces in English.

## WHAT PEOPLE ARE SAYING



For me, it is engaging [when a campaign sends me a mail piece in Spanish] because it means to me that **the candidate or party made an effort to try to reach out to me.**” – Hispanic American



Make sure that the team that is doing the mail has an understanding of cultural competency. **Make sure you understand the nuances that are within that community and the language is something that everybody understands.** Make sure that someone on the campaign and in their community actually had a chance to go through and review that the dialect is right and is resonating in those communities.” – Political Consultant



“You can put an ad up on [a Spanish TV channel] but you’re probably not going to get the coverage you need. You’re not going to get the penetration you want, whereas I can send a piece of mail to every single Spanish speaking household in my model. So, [mail is] a scalpel. **You can be much more aggressive with how you deliver specific messages to specific people.**” – Political Consultant



“Even though I do speak Spanish and I am bilingual, **I want to know that you care about what we think**, but not in a performative way, in an authentic way. If it’s performative, I don’t care. I don’t want to hear it.” – Hispanic American



For more information connect with a Direct Mail Specialist:  
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### References:

<sup>1</sup> All data sourced from research conducted on behalf of the Postal Service by Summit Research and KRC Research from November 2020 through February 2021. The research includes post-election voter surveys and focus groups as well as insights from a political consultant survey and in-depth interviews.

<sup>2</sup> “Most U.S. citizens report a campaign contacted them in 2020, but Latinos and Asians less likely to say so.” Pew Research Center, Washington, D.C. (January 29, 2021) <https://www.pewresearch.org/fact-tank/2021/01/29/most-u-s-citizens-report-a-campaign-contacted-them-in-2020-but-latinos-and-asians-less-likely-to-say-so/>

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