

ENGAGING HISPANIC VOTERS Through Direct Mail



Voters value personalized, targeted outreach by demographic, which has become increasingly critical in the crowded landscape of political campaigns. Hispanic voters are one of the fastest-growing demographic groups in the country, making up a significant portion of the electorate in many key states, such as Florida, Texas, Arizona, and California.

An effective and culturally relevant approach is the difference between resonating and connecting with Hispanic voters. In order to resonate with their values and concerns, campaigns must craft messaging on the issues they care most about with visually appealing content. Campaigns can leverage the relationship Hispanic voters have with direct mail to deliver information that is relevant and actionable, leaving a lasting impression among this voter bloc.



63%

of Surveyed Hispanic Voters Check Their Mailbox At Least 4 Days a Week.

Deliver Personally Relevant Content to Drive Voters to Take Action

61%

of Surveyed Hispanic Voters Read the Mail Piece Upon Seeing It

71%

of Surveyed Hispanic Voters Search Online to Learn More About That Race

69%

of Surveyed Hispanic Voters Follow News About That Race More Closely



Leverage Direct Mail to Share Information on Issues Hispanic Voters Care About



81%

Stance on Local Issues



77%

Stance on Domestic Issues



79%

Stance on Global Issues



72%

The Candidate's Biography



76%

When and Where to Vote



74%

Early Voting Places

65%

of Surveyed Hispanic Voters **Feel It is Important That the Messaging in Political Mail is Tailored to the Issues and Concerns They Care Most About** – But Only Half of Surveyed Hispanic Voters Feel That Political Mail Accomplished That.

Increase Voter Engagement with Visually Appealing Direct Mail Pieces

★ Surveyed Hispanic Voters ☆ All Surveyed Voters

Likely to **Remember** Based on Visual Appeal



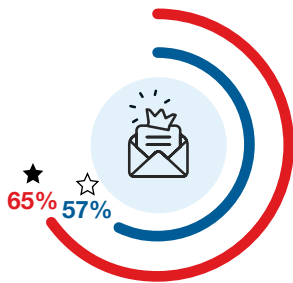
Likely to **Share** Based on Visual Appeal



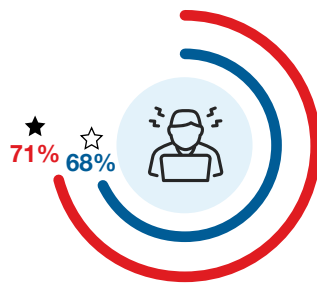
61%
of Surveyed Hispanic Voters are **More Likely to Engage With a Direct Mail Piece If They Find It Visually Appealing.**

Integrate Direct Mail to Break Through the Clutter

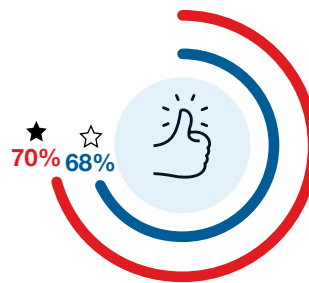
★ Surveyed Hispanic Voters ☆ All Surveyed Voters



Feel That Direct Mail Was **Harder to Ignore** Than Online and Television Ads



Feel **Less Overwhelmed** by Direct Mail Than Other Political Advertising Channels



Agree That Direct Mail **Reinforces Information They Saw** On Other Political Advertising Channels

63%
of Surveyed Hispanic Voters Agree That Direct Mail was the **Most Memorable Form of Political Advertising This Past Election Cycle.**



For More Information,
Visit Us at: [DelivertheWin.com](https://www.deliverthewin.com)

References:

All 2023 election data sourced from consultant interviews and post-election surveys conducted on behalf of the Postal Service™ by Summit Research and KRC Research from September 2023 through January 2024. The research includes 11 in-depth interviews with campaign consultants, an online post-election survey of 171 campaign consultants, and an online post-election survey of 2,529 voters from Kentucky, Louisiana, Mississippi, Houston, TX, Columbus, OH, and Philadelphia, PA. In the online post-election survey, a total of 188 Hispanic voters were surveyed.

