

BLACK VOTERS AND MAIL

HOW TO REACH BLACK VOTERS → MAKE IT MEMORABLE

Insights from recent research highlight how Black Americans find information received by direct mail to be memorable, factual, and trustworthy—particularly when it's designed with nuance and authenticity.¹

Campaigns can leverage this audience's increased trust in direct mail by **addressing the policy issues they care about while paying close attention to creative techniques and imagery used in mail pieces.**



→ MAIL IS FACTUAL AND TRUSTWORTHY



61% OF BLACK AMERICANS

agree that the direct mail they received was **the most memorable form of political advertising**, compared to 50% of all Americans.

64% OF BLACK AMERICANS

agree that direct mail tends to **include more facts than other types of political advertising**, compared to 59% of all Americans.

57% OF BLACK AMERICANS

trust direct mail more than political advertising on TV, compared to 50% of all Americans.

→ MAIL STANDS OUT AND PIQUES CURIOSITY



60%

OF BLACK AMERICANS AGREE that direct mail is **harder to ignore** than online or TV, compared to 53% of all Americans.



56%

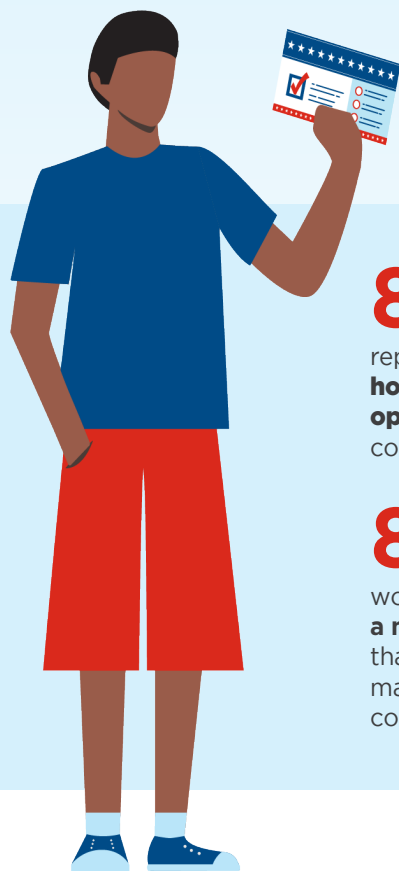
OF BLACK AMERICANS AGREE that the direct mail they received **drove them to search online for more information**, compared to 48% of all Americans.



63%

OF BLACK AMERICANS FOUND the direct mail they received to be **very or somewhat informative**, compared to 55% of all Americans.

MAIL FUELS ACTION



80% OF BLACK AMERICANS

report that **direct mail sent to their home had a big impact on their opinions** of political candidates, compared to 70% of all Americans.

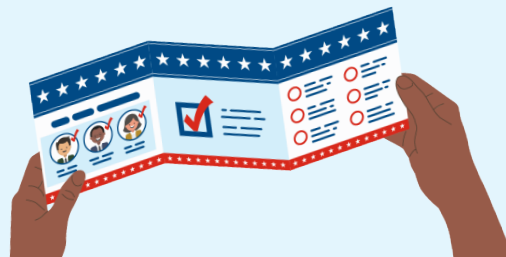
83% OF BLACK AMERICANS

would **take action after receiving a mail piece**, including 1 in 3 (34%) that would share or discuss the mail piece with family or friends, compared to 25% of all Americans.

THE OPPORTUNITY: POWER OF THE BLACK VOTE

Black Americans represent a significant share of the electorate in the **battleground states**, with one-third living in the nation's most competitive states:²

- ARIZONA
- FLORIDA
- GEORGIA
- IOWA
- MICHIGAN
- NORTH CAROLINA
- OHIO
- PENNSYLVANIA
- WISCONSIN



WHAT PEOPLE ARE SAYING

“ [Campaigns] often put minority voters, specifically Black voters, [in one political] category, as opposed to acknowledging that you actually have to talk with Black voters **because there are a lot of younger Black voters who aren't registered [with a specific party yet].**”

– Political Consultant

“ [Campaigns should] make sure that [they] portray [Black] families right. **Make sure [they] also show [Black] families** because at times the media has portrayed us as not having a family unit.”

– Black American

“ You can tell that our [Black] designers [know how to] put their heart and soul in these mail pieces. **So, making sure that you have designers who [understand] your campaign, your mission and [have a shared] sense of purpose.** I think having a team that definitely understands the mission and doesn't just see this as a job [is important].”

– Political Consultant

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References

¹ 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.

² “Key facts about Black eligible voters in 2020 battleground states.” Pew Research Center, Washington, D.C. (October 21, 2020)
<https://www.pewresearch.org/fact-tank/2020/10/21/key-facts-about-black-eligible-voters-in-2020-battleground-states/>