

# ENGAGING ASIAN VOTERS

## Through Direct Mail



In the crowded landscape of political campaigns, personalized, targeted outreach by demographic has become increasingly crucial. With a wide array of cultural backgrounds, languages, and values encompassed within the Asian voting bloc, campaigns must craft targeted and culturally sensitive messaging, that is also visually striking to resonate with this influential demographic.

Direct mail presents an opportunity to engage Asian voters on a personal level, allowing for tailored but comprehensive communication that acknowledges their unique concerns and priorities. By understanding the nuances of each Asian subgroup and employing strategies that emphasize relevance, campaigns can effectively harness the power of direct mail to connect with Asian voters as part of their full campaign tactics this election cycle.



### 61%

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

## Deliver Personally Relevant Content with Information That Can be Fact-Checked Online



### 60%

of Surveyed Asian Voters Are More Likely to Read the Mail Piece If They **Find It Visually Appealing.**

### 44%

of Surveyed Asian Voters Are More Likely to Engage If the Mail Piece **Addresses Issues That Are Relevant to Them.**

### 40%

of Surveyed Asian Voters Are More Likely to Engage If the Mail Piece **Provides References to Credible Sources or Fact-Checking Information.**

## Leverage Direct Mail to Share Information on Issues Asian Voters Care About



### 89%

Stance on Local Issues



### 85%

Stance on Domestic Issues



### 82%

Stance on Global Issues



### 81%

The Candidate's Biography



### 77%

When and Where to Vote



### 73%

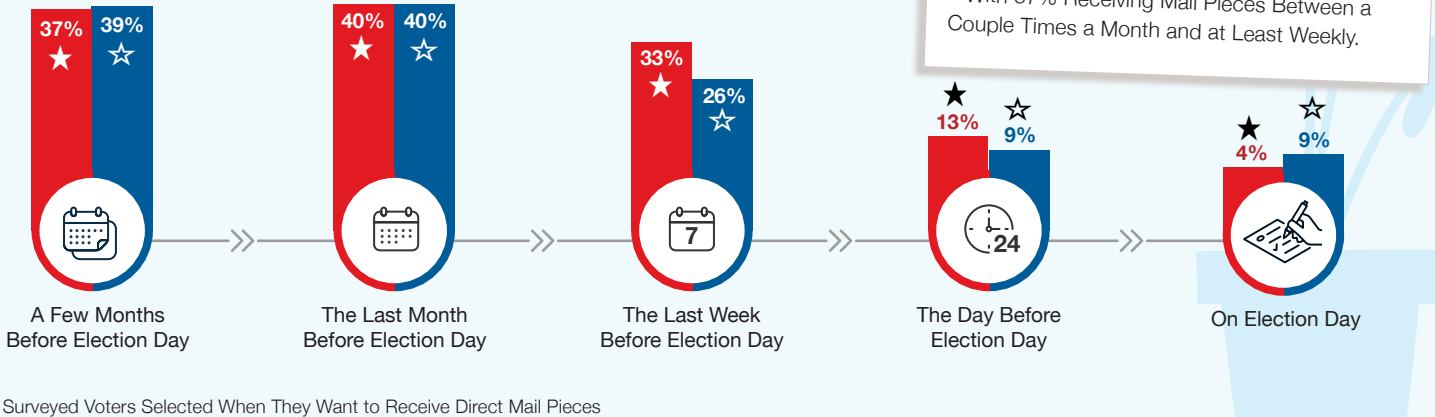
Early Voting Places

### 67%

of Surveyed Asian Voters Believe **Direct Mail Includes More Facts** - And 60% Trust Direct Mail More Than Other Advertising Channels.

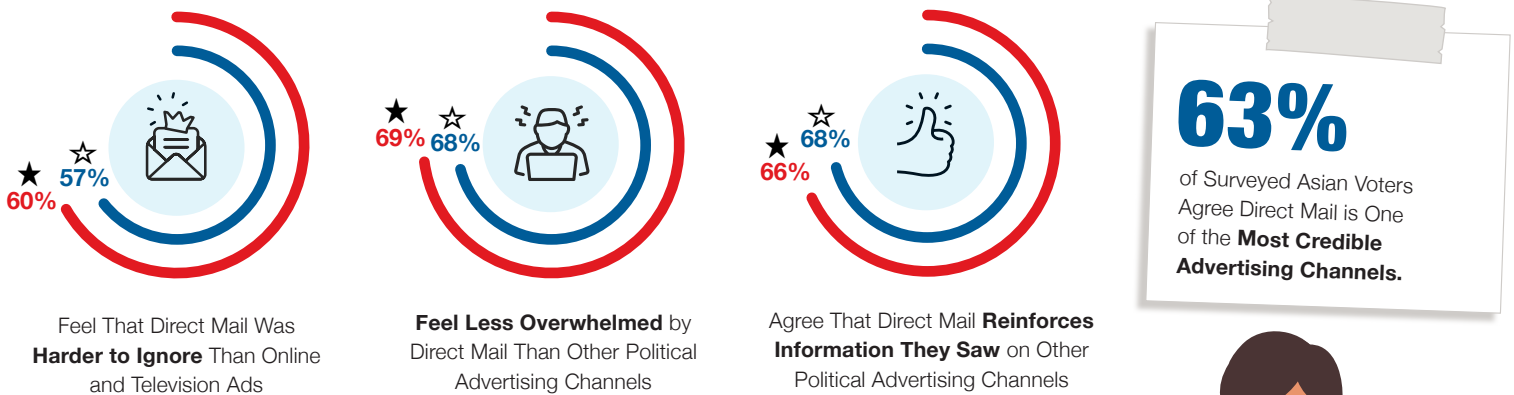
# Incorporate Direct Mail Earlier During the Election Cycle as a Starting Point for Engagement

★ Surveyed Asian Voters ☆ All Surveyed Voters



# Integrate Direct Mail to Break Through the Clutter

★ Surveyed Asian Voters ☆ All Surveyed Voters



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 94 Asian voters were surveyed.

