

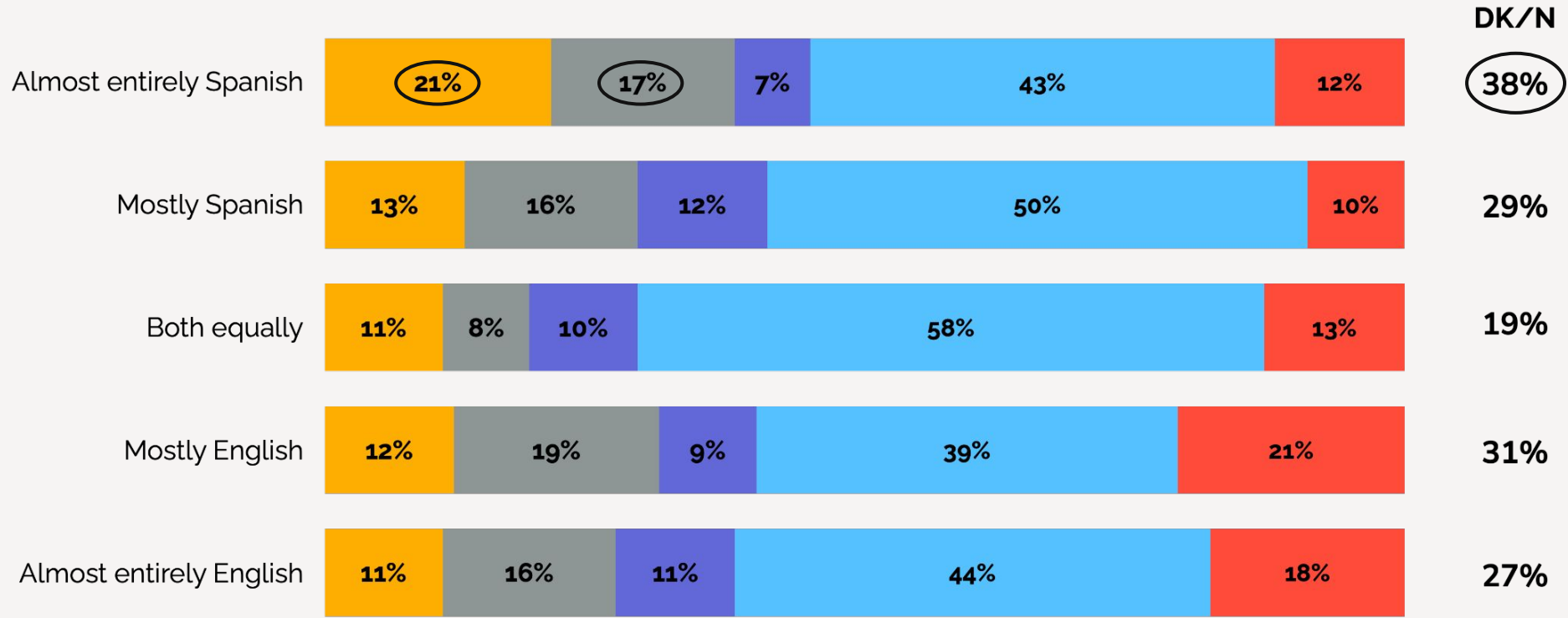
The Impact of Spanish



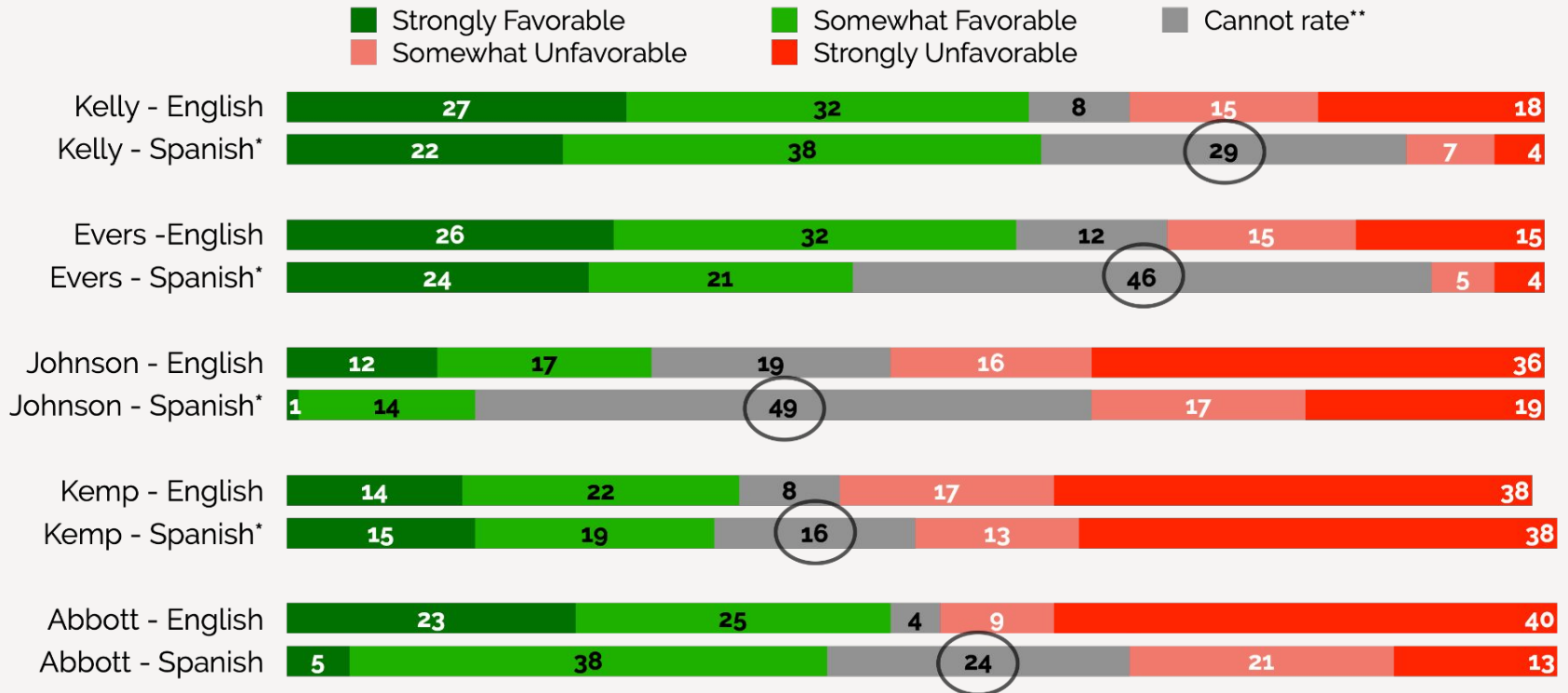
We need to be investing more resources in **Spanish outreach** to Latino audiences

Spanish-dominant audiences **urgently need to be engaged** (both for persuasion and mobilization)

Which Party Cares More About People Like Me



Spanish survey takers are much less likely to rate elected officials



Source: *Equis Key State Series*

*"Spanish" indicates that the respondent took the survey in Spanish; some states n <100

**Cannot rate includes the following responses: don't know, never heard of, or refused

Spanish survey takers report lower levels of motivation to vote across states

% Very Motivated by State

	Spanish*	English
Nevada	31%	56%
Arizona	38%	58%
Florida	50%	67%
North Carolina	36%	39%
Georgia	71%	63%
Pennsylvania	34%	54%
Texas	31%	61%
Wisconsin	49%	55%

Source: *Equis Key State Series*

"How motivated are you to vote in this year's general election for Congress and other offices—not that motivated, somewhat motivated, or very motivated?"

*"Spanish" indicates that the respondent took the survey in Spanish; some states n < 100



Should we be concerned about **backlash** if Spanish creative reaches **a broader audience**?

Do we need to be careful about segmenting out Spanish dominant voters and delivering Spanish creative to **only** them?



Should we be thinking about the languages we use to engage Latino audiences online more strategically?

Does the use of Spanish in a digital ad impact the way a particular message is received by Latino audiences, whether or not Spanish is their primary language?

Can culturally competent Spanish communications serve as an overt signal that a campaign or organization is investing in Latino outreach, or does it backlash?

In a digital environment, can language be more of a tool for attention-grabbing than we currently imagine it to be?



Digital Testing Methods & Approach

- Panel test with Civis Analytics and engagement test on Facebook with Somos Votantes + Rising Tide Interactive
 - Panel test primary outcome question: 2022 vote intent
 - Engagement test primary metric of interest: watch time
- Audience
 - Latinos nationwide (the panel test excluded CA and NY)
- Creative
 - 6 videos: 2 mobilization messages for English, Spanish, and Bilingual
- Panel respondents were randomly assigned to watch any of the videos we developed - regardless of language preference.



Video Styles





Messages

Voting for a better future

"Voting for a better future...
Is something you do every day.
Vote."

Nothing is free

"In life, nothing is free. You earn it:
With your work,
With your effort,
With your hope,
With your sacrifice,
With your vote.
Vote."

Panel Test Results





Top Level Panel Test Results

Audience	Key Finding
Bilingual	Suggestive evidence that Spanish creative moves Bilingual Latinos most
English-dominant	Little evidence of backlash to Spanish among English-dominants seen in this test
Spanish-dominant	Bilingual creative could be least effective for Spanish-dominants



How we handled language in our analysis

We asked two different language questions:

- Language at home: What language do you typically speak at home?
- Language online: When you go online, in what language do you typically read or watch things?

We used “language online” to build the subgroups in our analysis so that it better reflects how digital programs would be implemented.



How we handled language in our analysis

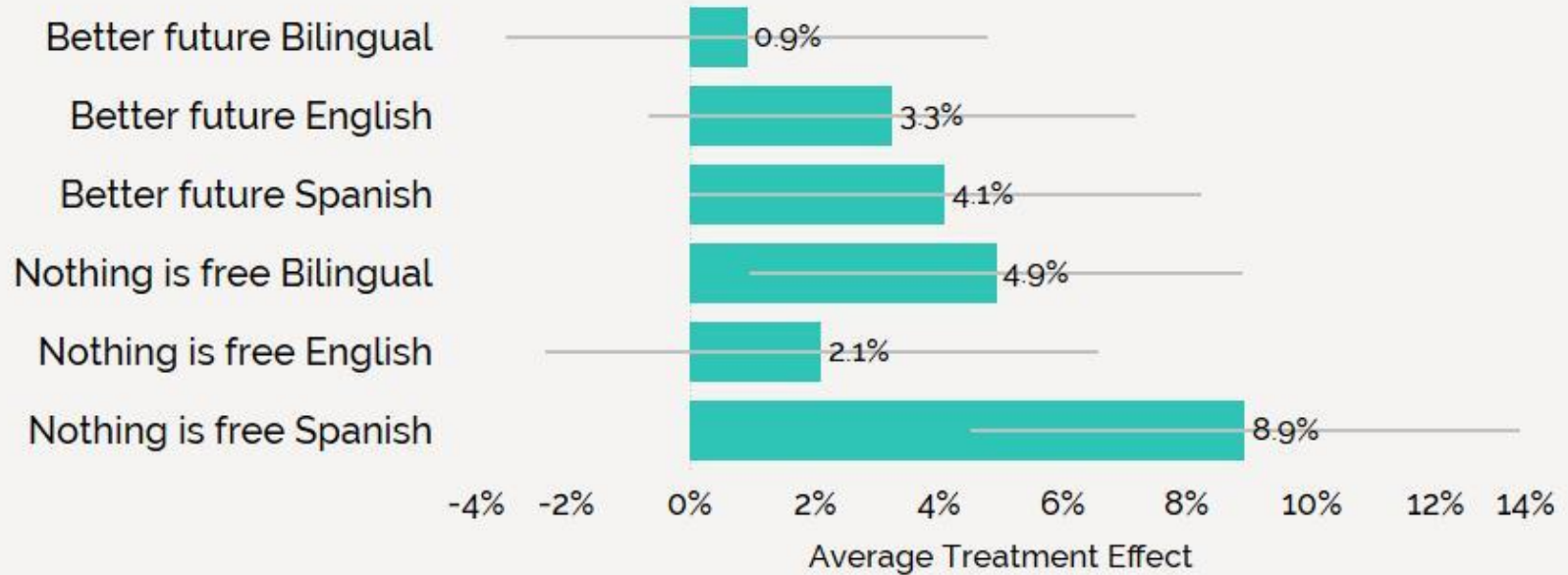
We found significant differences between language use at home and online primarily for English-dominant and bilingual Latinos.

There are more bilingual Latinos than online behavior would have us believe.

		Home language			Total
		English	Bilingual	Spanish	
Online language	English	45%	21%	1%	67%
	Bilingual	2%	27%	1%	31%
	Spanish	0%	1%	1%	2%
	Total	48%	49%	3%	100%



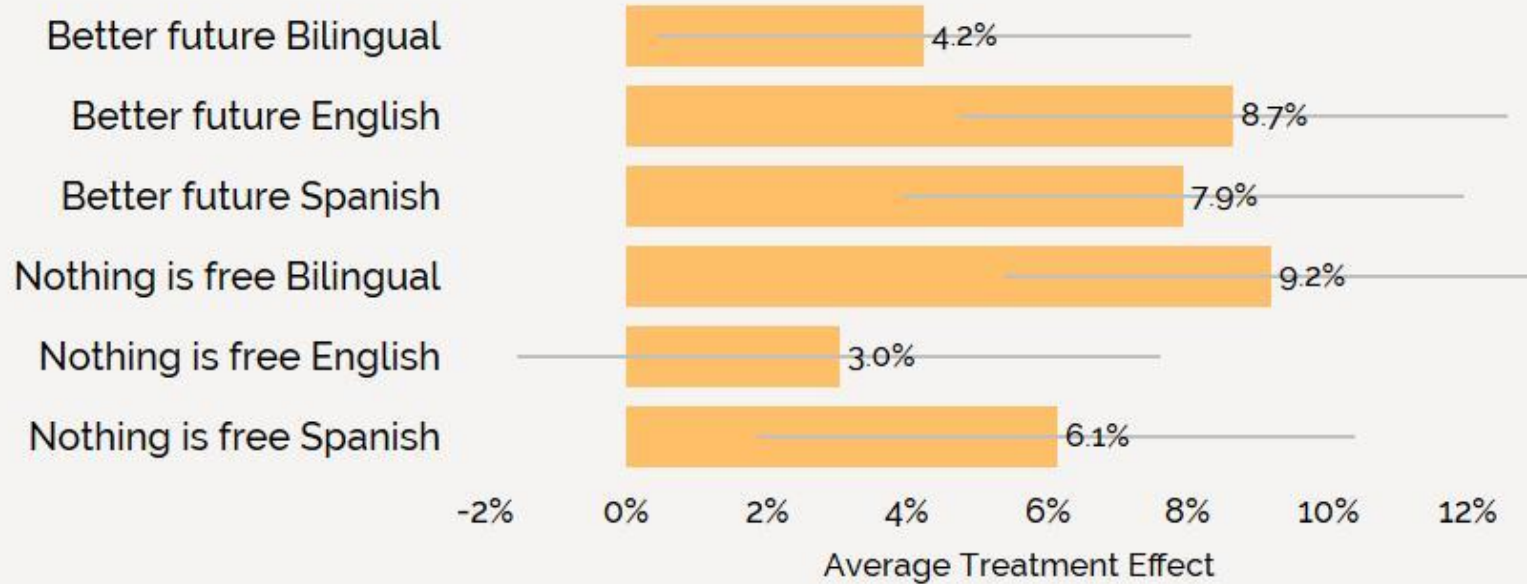
Overall Effects on Vote Intent for each Video



Horizontal lines show 80% confidence interval



Overall Effects on Motivation for each Video

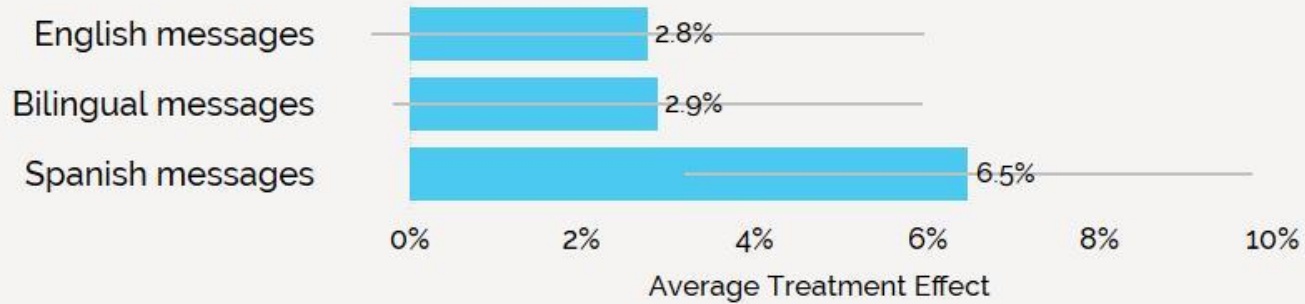


Horizontal lines show 80% confidence interval

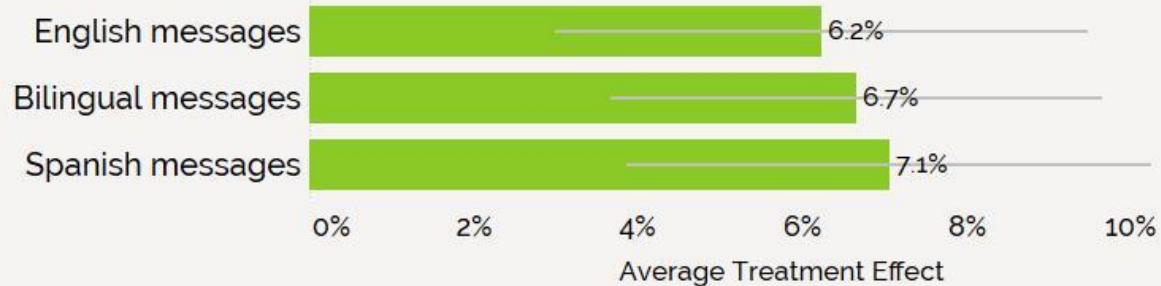


Overall Effects on Vote Intent and Motivation

Effects on Vote Intent for all Latinos



Effects on Motivation for all Latinos

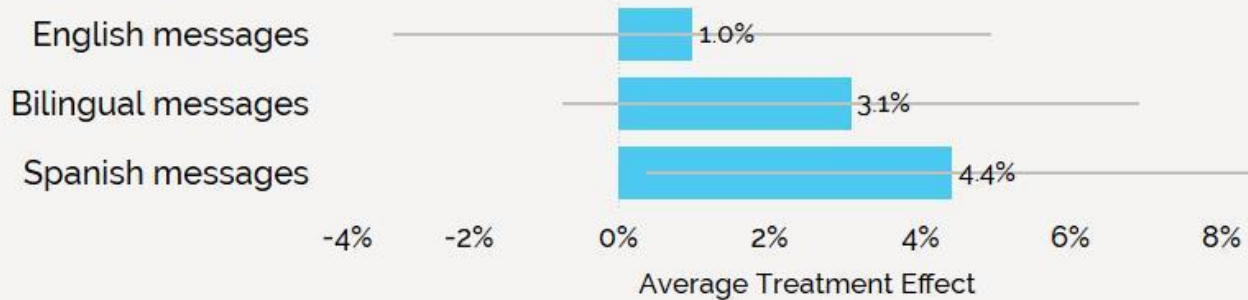


Horizontal lines show 80% confidence interval

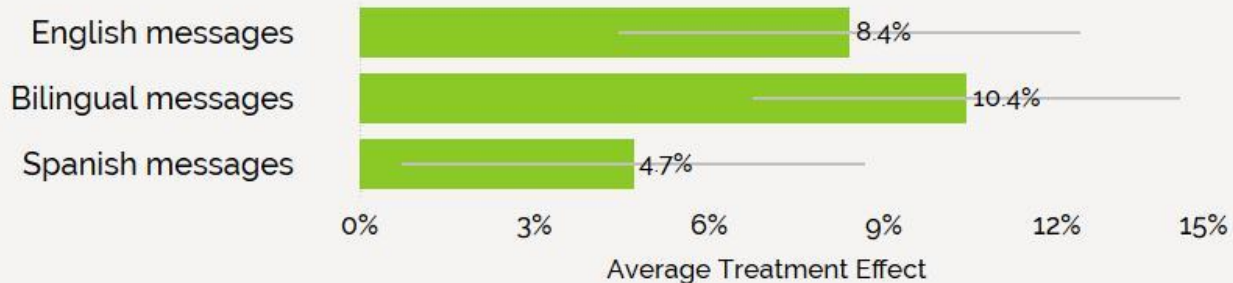


Little evidence of backlash to Spanish among English-dominants seen in this test

Effects on Vote Intent for English-dominant Latinos



Effects on Motivation for English-dominant Latinos



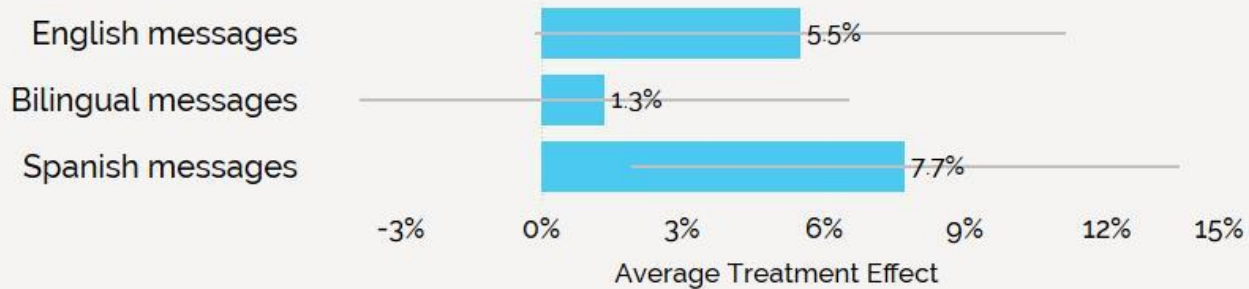
Sample size = 2,958

Horizontal lines show 80% confidence interval

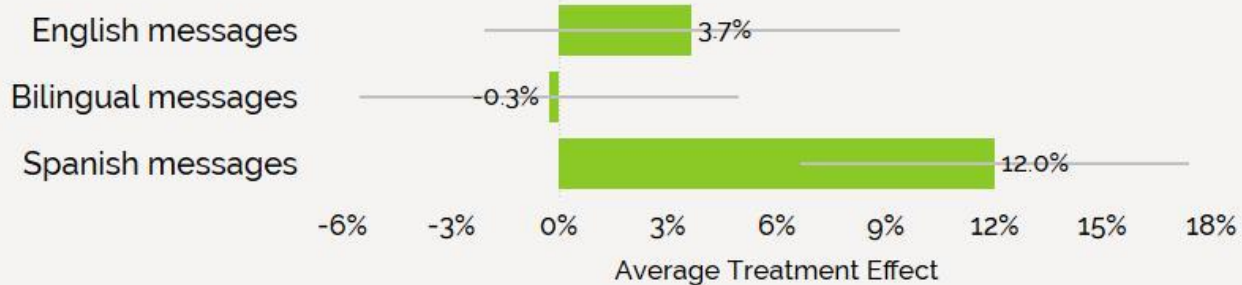


Data suggests Spanish creative moves Bilingual Latinos most

Effects on Vote Intent for Bilingual Latinos



Effects on Motivation for Bilingual Latinos



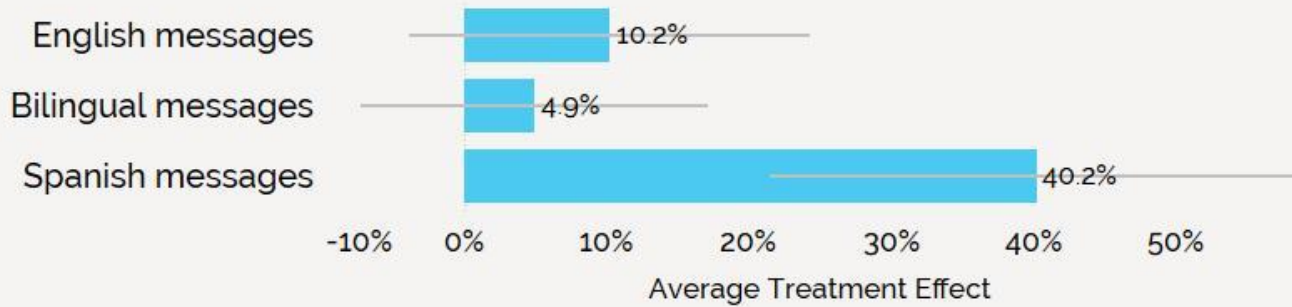
Sample size = 1,606

Horizontal lines show 80% confidence interval



Bilingual creative might be least effective for Spanish-dominants

Effects on Vote Intent for Spanish-dominant Latinos



Effects on Motivation for Spanish-dominant Latinos



Sample size - 116

Horizontal lines show 80% confidence interval



Top Level Panel Test Results

Audience	Key Finding
Bilingual	Suggestive evidence that Spanish creative moves Bilingual Latinos most
English-dominant	Little evidence of backlash to Spanish among English-dominants seen in this test
Spanish-dominant	Bilingual creative could be least effective for Spanish-dominants



Linked Fate

- In addition to vote intent and motivation, we asked a “linked fate” question
 - “How much do you agree or disagree with the following statement? What happens generally to Latino/Hispanic people in this country will have something to do with what happens in your life.”
- While there are no clear relationships between linked fate and political attitudes or behavior, we believe increasing linked fate could be a helpful precursor to mobilization
- Spanish creative was the only type that significantly* moved bilinguals on linked fate (+8pp)
- All creative significantly* moved English-dominants, though Spanish was the best (+9pp)

Engagement Testing





Engagement Test Approach & Results

- Worked in partnership with Somos Votantes and Rising Tide Interactive
- Tested on Facebook only, using voter file lists and in-platform data for targeting
- Audiences were broken up by language subgroup and by age (under 35, and 35+)
- To measure engagement, we focused on watch time
- For each language subgroup, **we found no significant differences in engagement between language approaches for creative**

Implementing these Findings





Potential Impact

Only about 16% of registered Latino voters are Spanish-dominant (per Pew). A much larger share (39%) are bilingual. Together, **a majority of Latino voters speak some Spanish.**

It's even starker when we ask about political news consumption in Equis polling. A small share (10%) say they prefer to get their information about politics in Spanish, but an additional 47% say they prefer a mix of English and Spanish.

This data suggests that using language more strategically can help boost Latino political engagement. We can take a tactic that currently applies to about 3 million people and consider ways to use it with **18 million** people.



A Note of Caution

We're not suggesting you communicate only in Spanish with all Latinos, or even with bilingual Latinos. **Sharing information about your candidate, issue, or election in a language people understand and are comfortable in continues to be important.**

What we're recommending is that you **invest in more resources to develop Spanish content and target it with less restrictions**. Consider the ways someone seeing a Spanish ad from your brand or candidate could affect how they perceive **who you care about** and who you're trying to engage.

And remember, **all Spanish content is not created equally**. Spanish content that is directly or incorrectly translated can signal a lack of care. Invest in culturally competent Spanish creative and consider targeting it more broadly than you usually do.

Targeting





Overview of how we targeted

For the general Latino lists:

- Catalist: 40 or 50+ on Hispanic probability
- TargetSmart: 30+

For language subgroups:

English dominant: Latino list + English language in Facebook + scores less than 10 on the Spanish speaker model for Catalist OR excluding people flagged as “Spanish speaker in household” for TargetSmart

Bilingual: Latino list + English language in Facebook + scores greater than 10 on the Spanish speaker model for Catalist OR including people flagged as “Spanish speaker in household” for TargetSmart

Spanish dominant: Latino list + Spanish browser in Facebook



Targeting recommendations

- Prioritize increasing coverage of Spanish outreach to Spanish speakers, even if it means reaching some English dominant audiences
- Don't just use the voter file - take advantage of third party or other in-platform data
 - Remember that this could still likely exclude bilinguals that use the internet only in English, so it's okay (and important!) to go broad
- When you use the voter file, the vendor you choose matters
 - It's not that some vendors are better or worse, just that they're different

Wrapping Up





Summary of Test Results

1. There are more bilingual Latinos online than you think
 - a. Significant differences between language spoken at home and language used online for English + Bilingual
2. For Bilingual respondents, the data suggests Spanish creative is most effective at increasing vote intent and motivation
3. For English dominant respondents, there were no clear signs of backlash on vote intent or motivation for Spanish creative
4. For Spanish dominant respondents, Bilingual creative seems to be least effective at increasing vote intent and caused backlash on motivation
5. There were no significant differences in engagement rate between language approaches for each language subgroup



Key Recommendations

1. Increase investment in culturally competent Spanish creative
2. Avoid bilingual approaches (in the style we used here) with Spanish-dominant and bilingual audiences
3. Target Spanish creative more broadly than you usually do (not just to Spanish-dominant audiences)
4. Avoid using only voter file lists for digital targeting
5. When using voter file lists, tailor your approach to individual data vendors



Future testing opportunities

More testing on this question is needed to understand full potential impact and provide key guidance to campaigns and organizations.

- Replicating this approach
- Persuasion
- Storytelling approaches, especially for the “bilingual” style
- More engagement testing

Appendix





Effects on Vote Intent

English Dominant Latinos

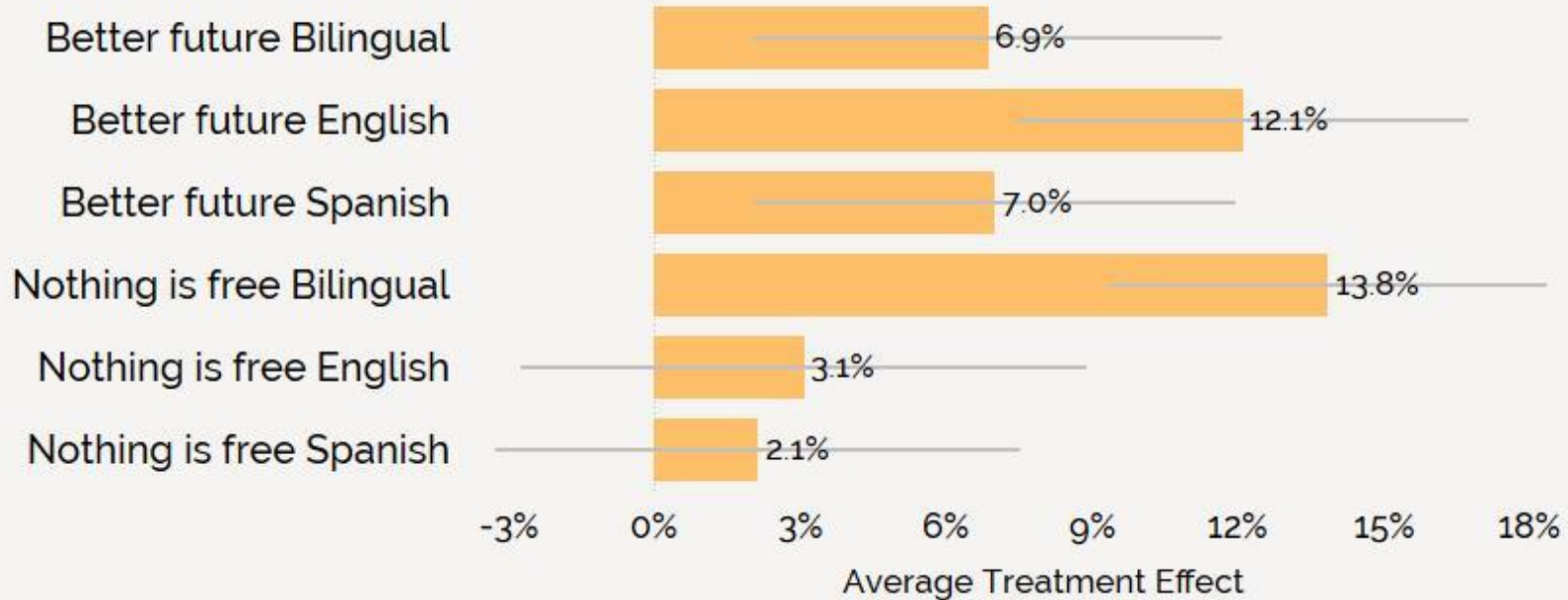


Horizontal lines show 80% confidence interval



Effects on Motivation

English Dominant Latinos



Horizontal lines show 80% confidence interval



Effects on Vote Intent

Bilingual Latinos

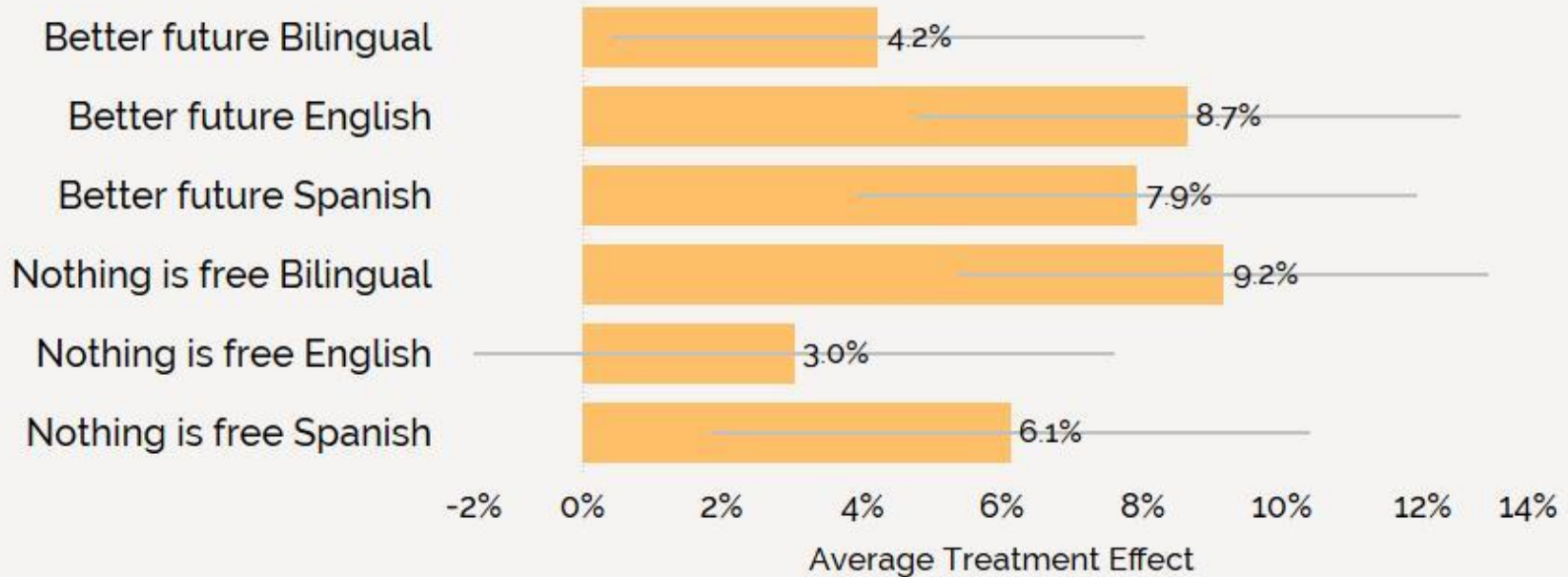


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Effects on Motivation

Bilingual Latinos

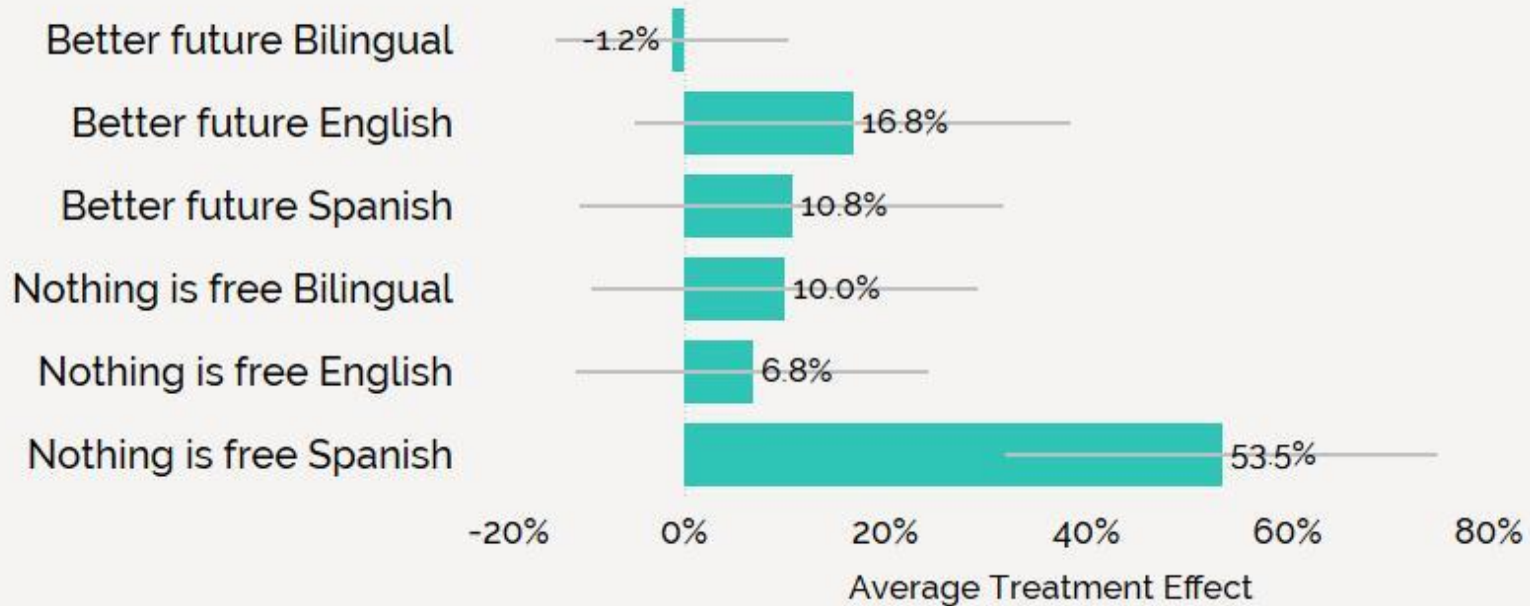


Horizontal lines show 80% confidence interval



Effects on Vote Intent

Spanish Dominant Latinos



Horizontal lines show 80% confidence interval



Effects on Motivation

Spanish Dominant Latinos



Horizontal lines show 80% confidence interval



Links to all videos

[Voting for a better future - English](#)

[Voting for a better future - Spanish](#)

[Voting for a better future - Bilingual](#)

[Nothing is free - English](#)

[Nothing is free - Spanish](#)

[Nothing is free - Bilingual](#)