

# ASSESSING SPANISH ADS AND LATINO TURNOUT

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Latino  Decisions

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# Executive Summary

- ❑ Exposure to Spanish advertising leads to:
  - ▣ Increased voter turnout among Latinos
  - ▣ Increased vote choice for party running the ads
- ❑ Campaigns that advertise earlier and more consistently in the cycle see much better results
- ❑ Latino voters report higher level of trust/confidence in Spanish language television – it is a more effective venue for advertising to Latinos

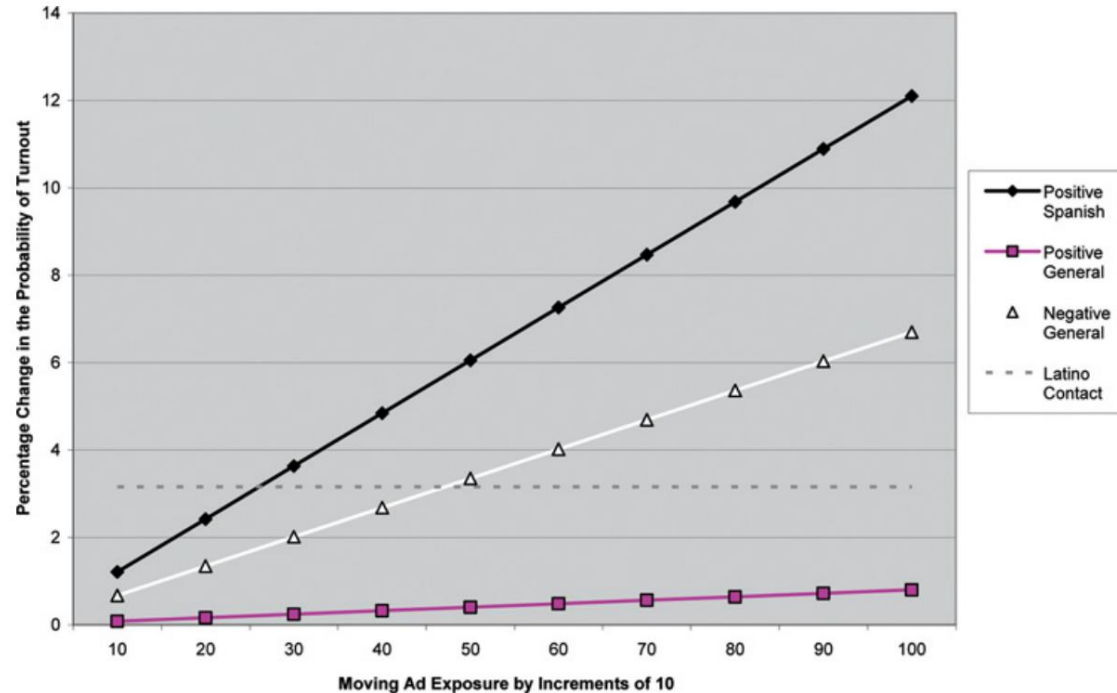
# Methodology of this study

- Kantar Media/CMAG data on total ads run in Spanish for 2012, 2014, 2016 for key media markets
  - ▣ Sorted by air date, impressions, candidate/committee
- Voter file validated voter turnout for Latinos/non-Latinos
- Each market with Spanish ads, paired with a “control” market in same state that had no Spanish advertising

# Social science research on Spanish ads

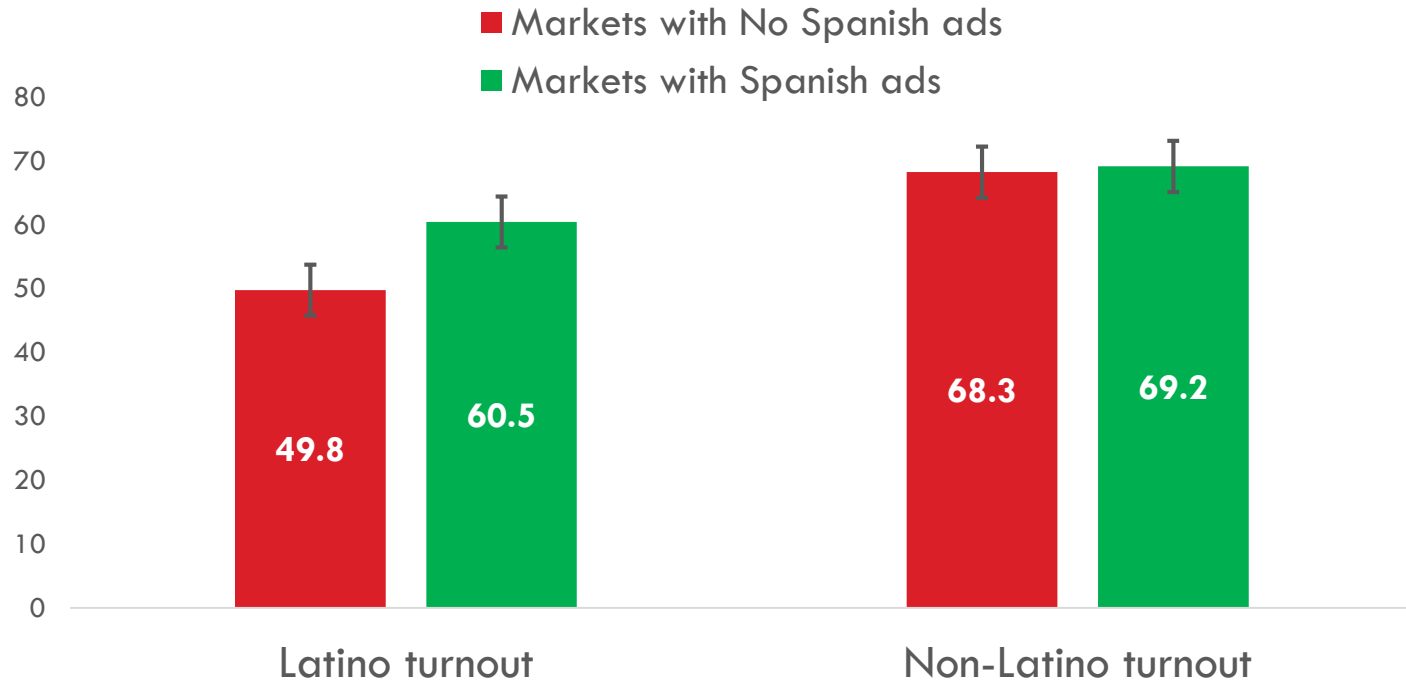
“With respect to political ads, we also found strong support for the segmentation hypothesis with positive Spanish ads having the greatest mobilizing effect.”

*Journal of Political Marketing*  
Multiple Dimensions of Mobilization  
Vol.10, 2011, pp 303-327

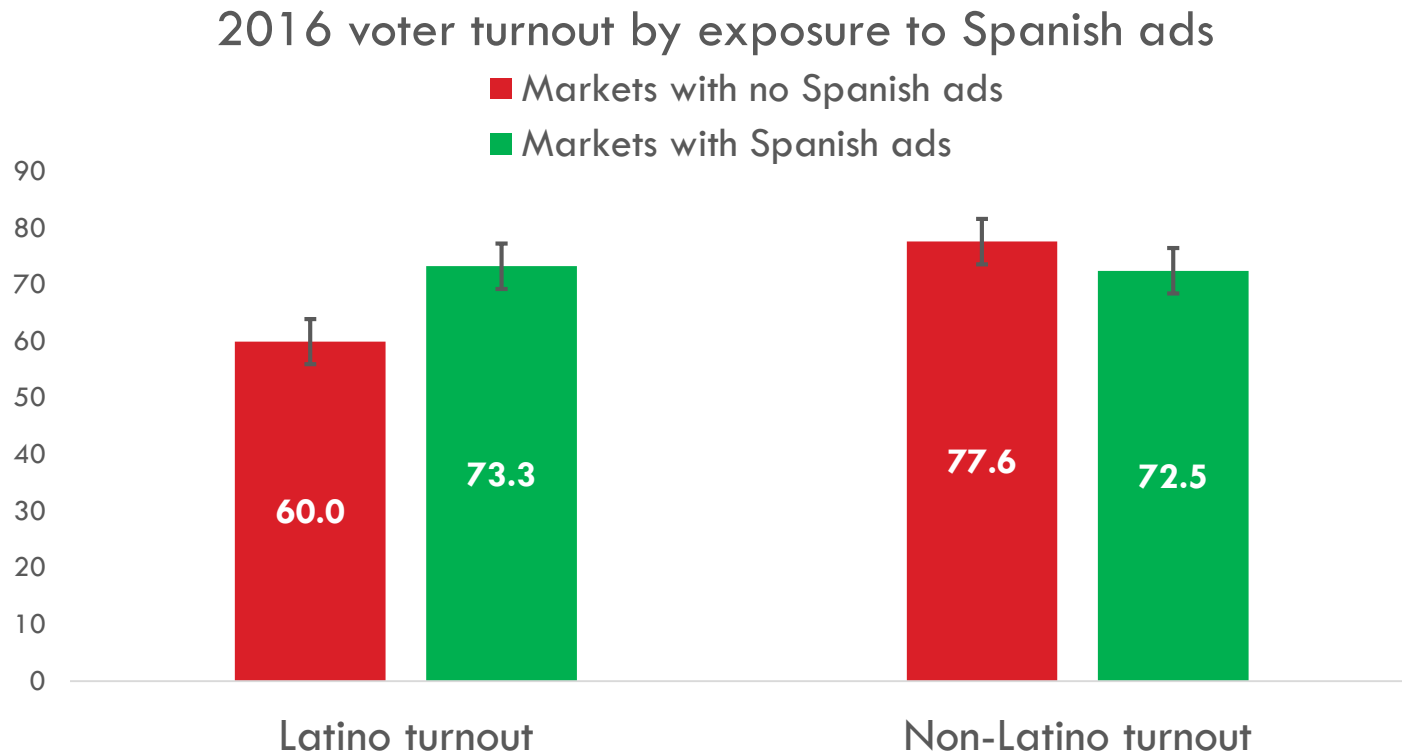


# Turnout rates by media market 2014

2014 voter turnout by exposure to Spanish ads

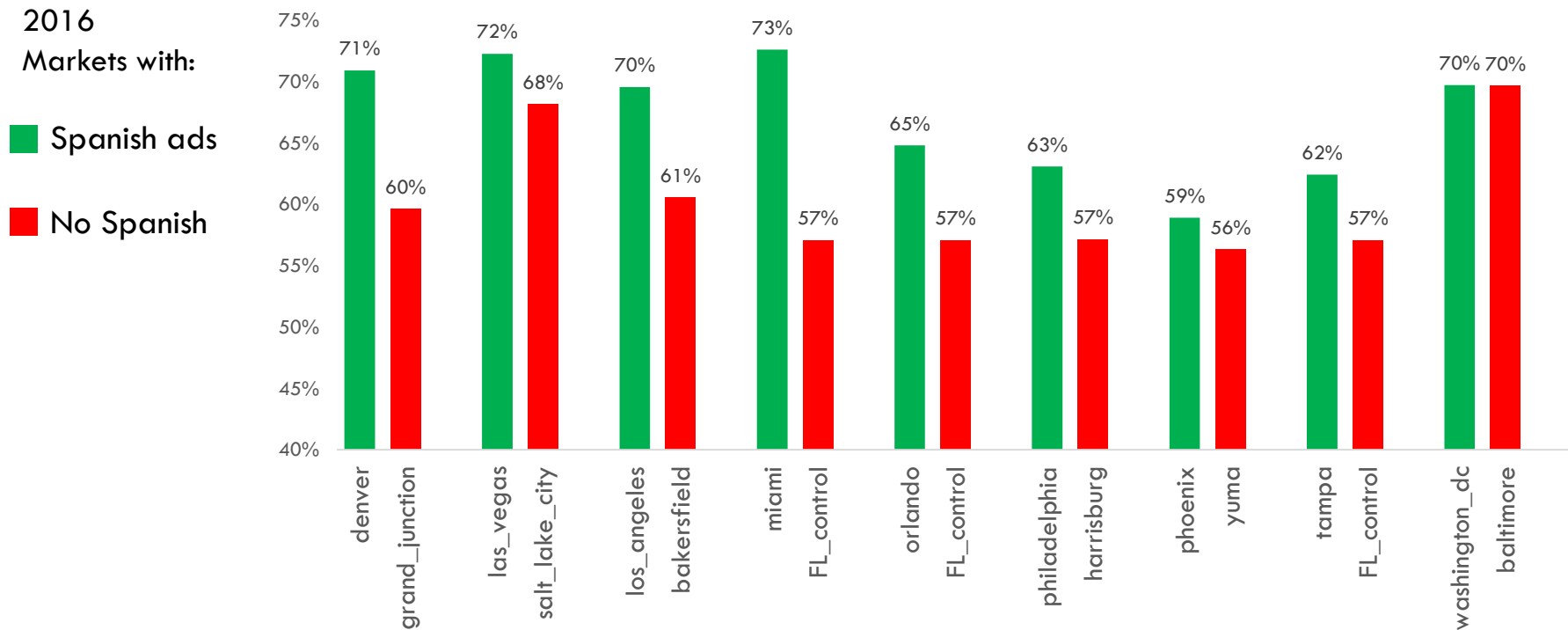


# Turnout rates by media market 2016

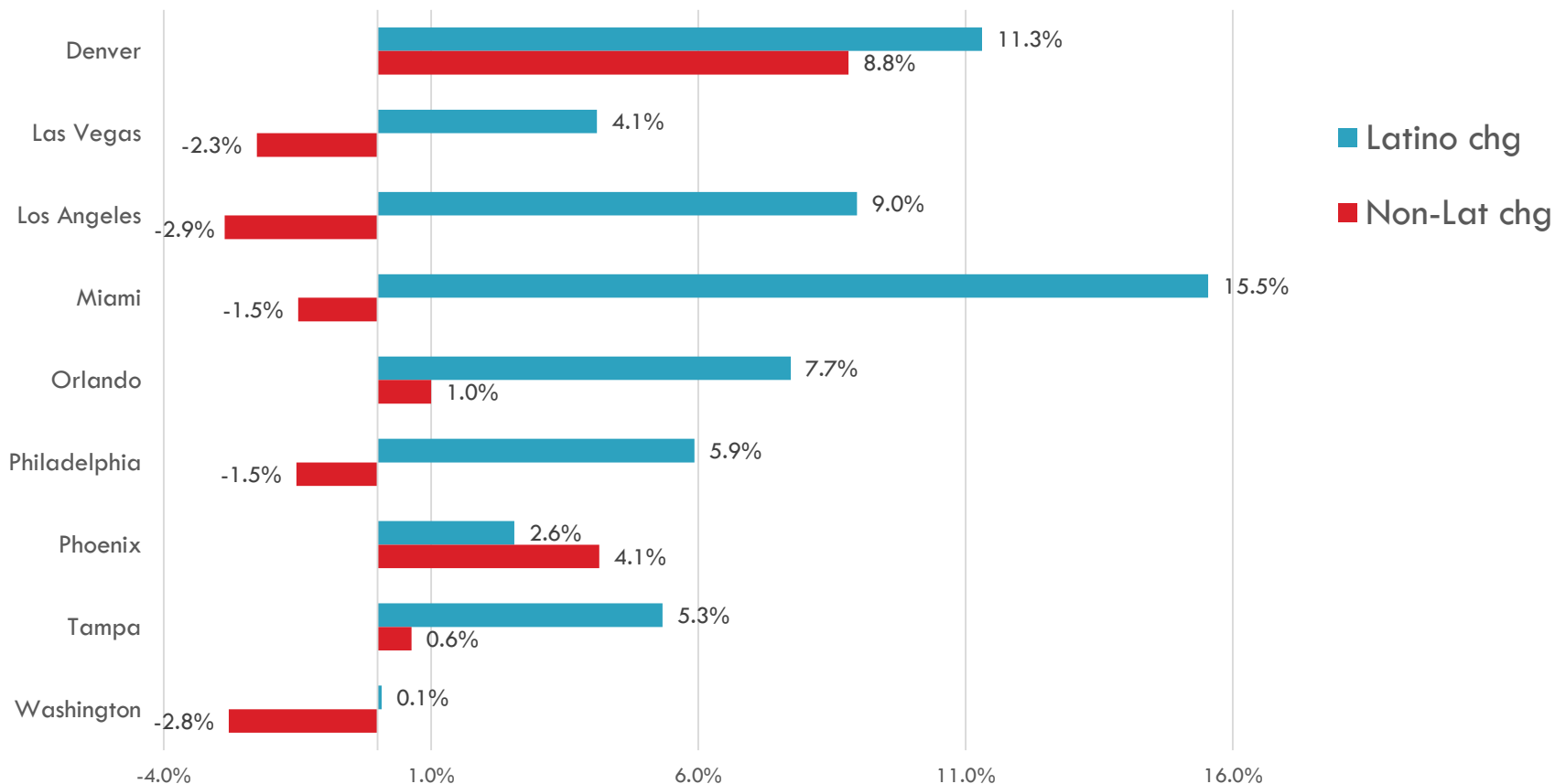


# Latino turnout by paired media market

Latino turnout rate 2016 by paired media markets



## Difference in turnout rate between Spanish/no-Spanish markets in 2016

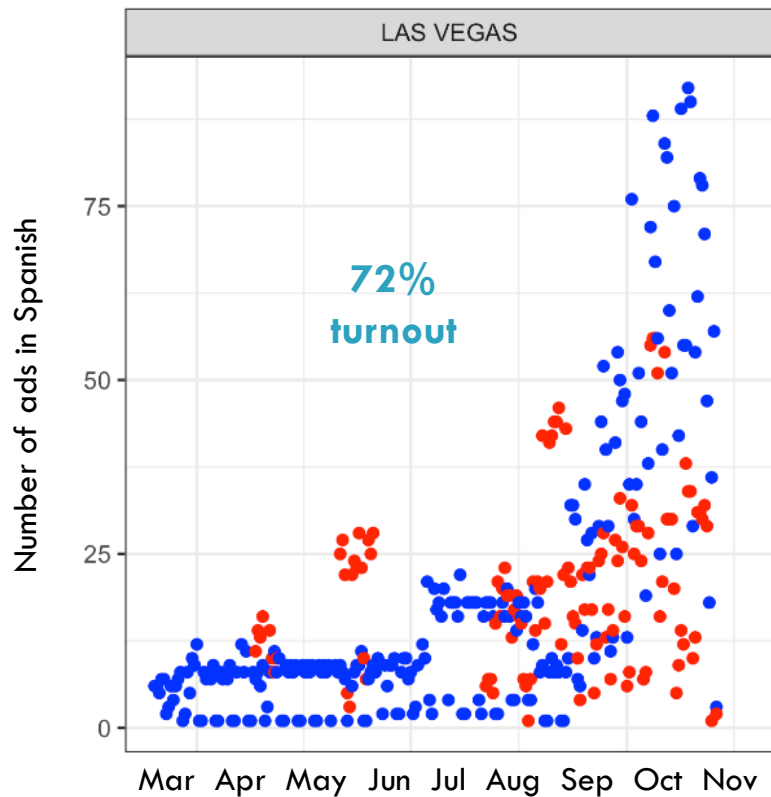




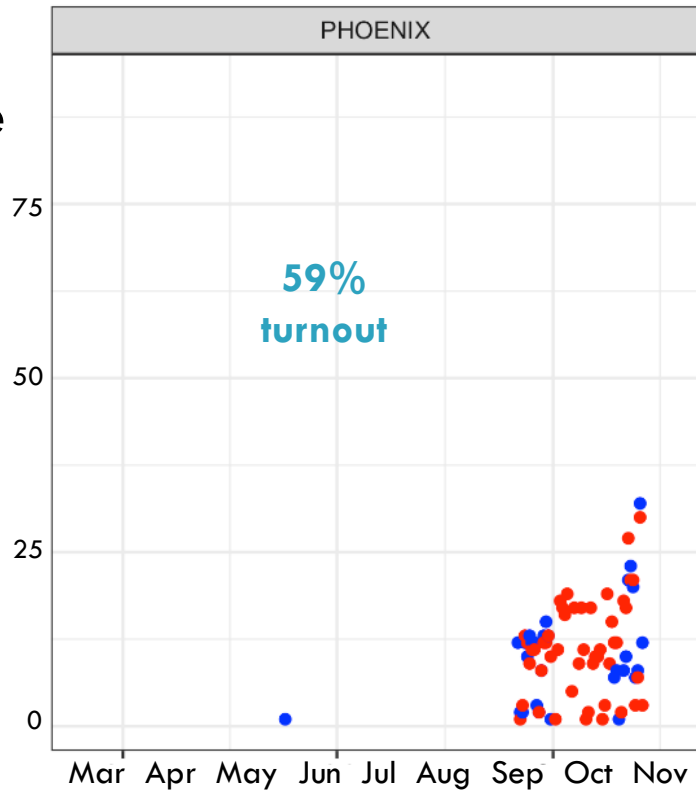
# Key takeaways from market analysis

- Comparing similarly situated markets within the same state, controlling for competitiveness
  - ▣ Latino turnout was higher in markets with Spanish ads, than in markets with no Spanish ads
  - ▣ As expected, non-Latino turnout is not impacted by presence or absence of Spanish ads

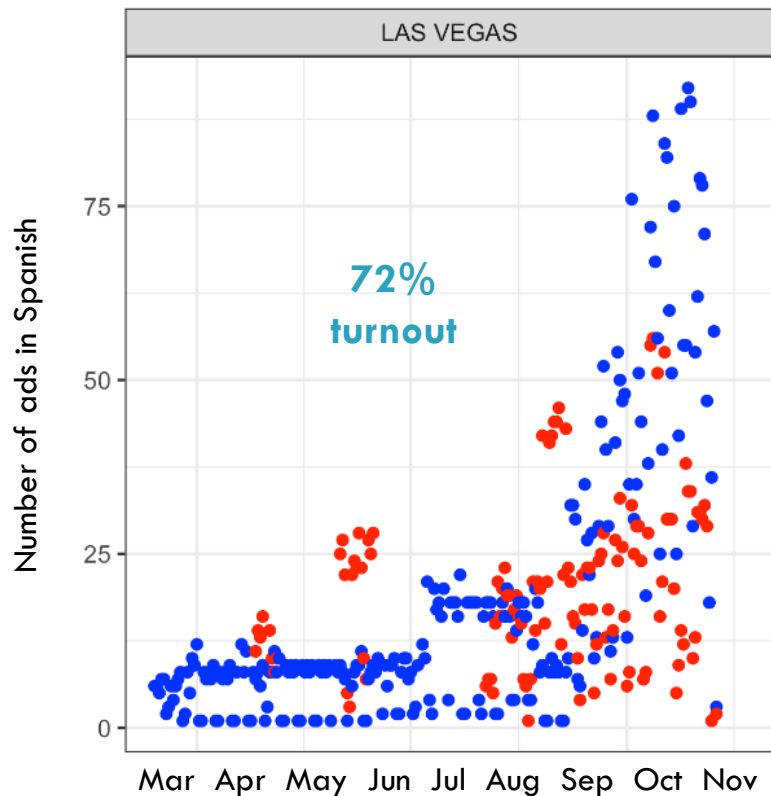
# Early advertising makes the difference



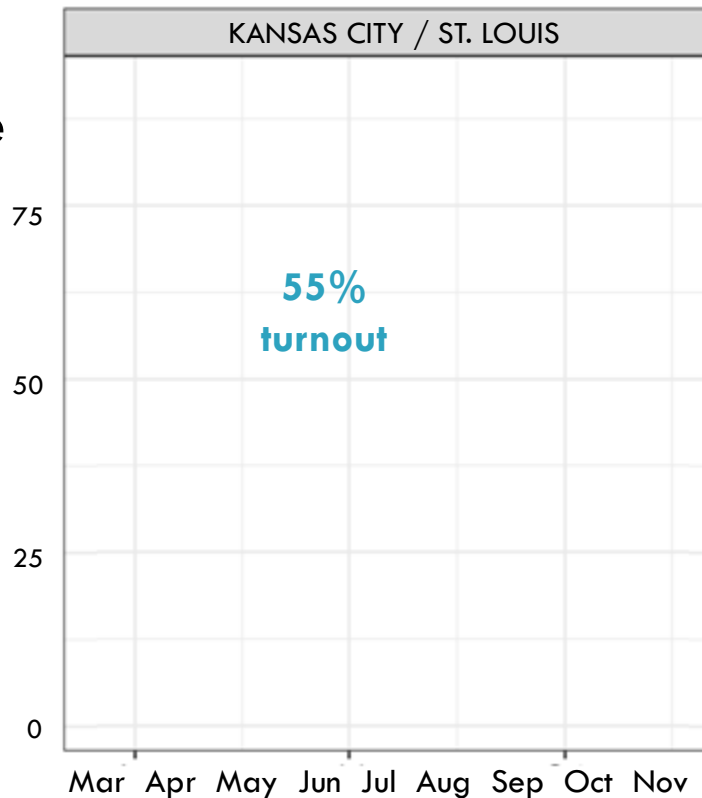
2016  
US Senate



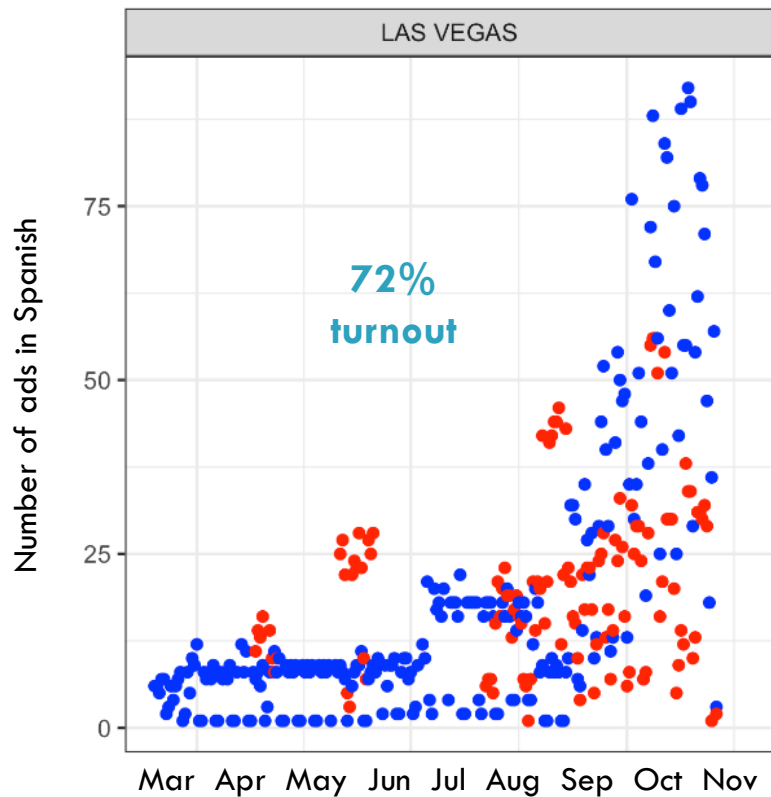
# Early advertising makes the difference



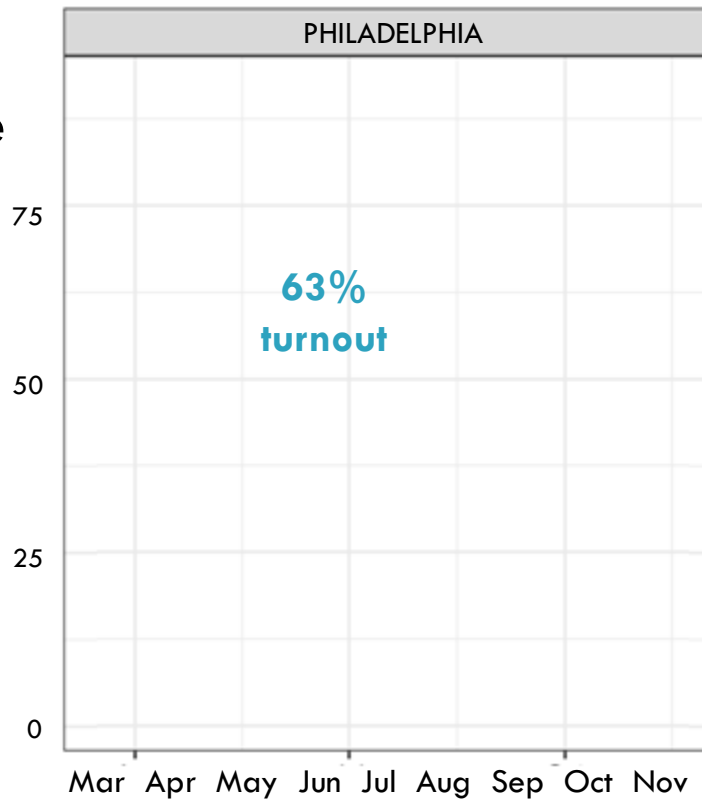
## 2016 US Senate



# Early advertising makes the difference



## 2016 US Senate



# Key takeaways from Senate analysis

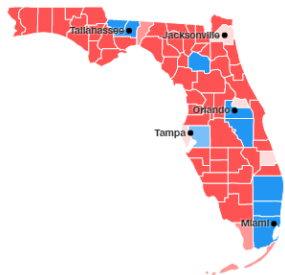
- Early and consistent advertising was critical to Cortez-Masto in Nevada Senate 2016

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## Summary of Latino Decisions Polling in Nevada

State	Nevada	
Candidate	Heck (R)	Cortez Masto (D)
February	26%	58%
April	22%	58%
August	22%	61%
October	21%	70%
November	19%	79%

# Latino turnout in Florida 2016



## Top Latino turnout counties

COUNTY	TURNOUT	MARKET
SEMINOLE	73.8%	Orlando
MIAMI-DADE	72.7%	Miami
BROWARD	72.5%	Miami
MONROE	71.7%	Miami
BREVARD	70.0%	Orlando
SARASOTA	69.6%	Tampa
LAKE	69.1%	Orlando
FLAGLER	68.9%	Orlando
PALM BEACH	68.9%	Orlando
PINELLAS	67.4%	Tampa

All in markets with Spanish ads

## Bottom Latino turnout counties

COUNTY	TURNOUT	MARKET
DIXIE	58.0%	Gainesville
GADSDEN	56.8%	Tallahassee
SUWANNEE	56.6%	Tallahassee
LAFAYETTE	55.9%	Tallahassee
LEVY	55.4%	Gainesville
MADISON	54.7%	Tallahassee
CALHOUN	54.5%	Panama
LIBERTY	51.2%	Panama
PUTNAM	49.5%	Jacksonville
HAMILTON	44.9%	Tallahassee

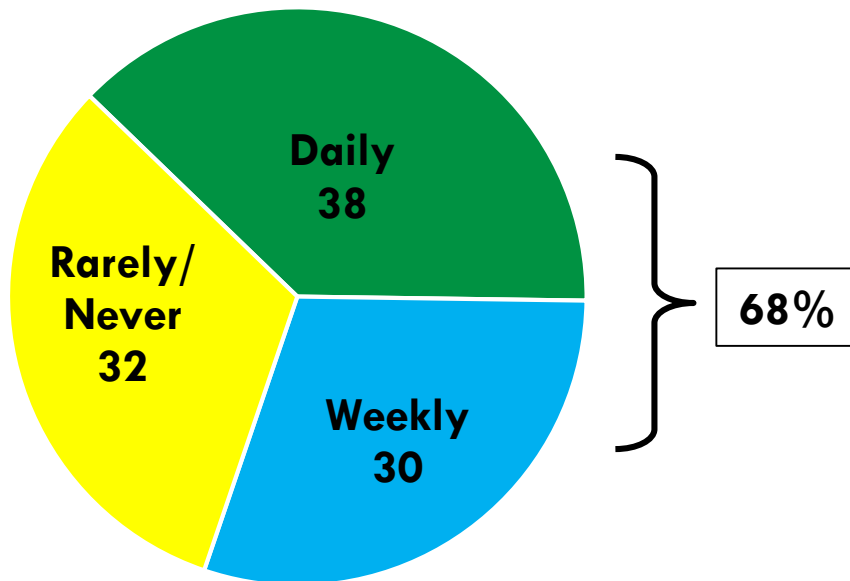
All in markets w/ NO Spanish ads

# Cultural competence matters

Campaigns  
should take note:

A majority of  
Latino voters rely  
on Spanish  
language TV for  
news and  
information  
about politics

**How often do you rely on Spanish TV  
news for information about politics**

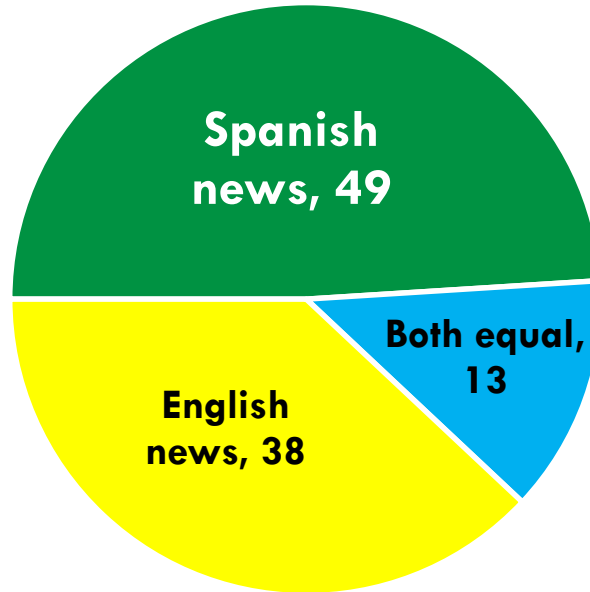


# Cultural competence matters

Spanish language media has higher level of trust among Latinos

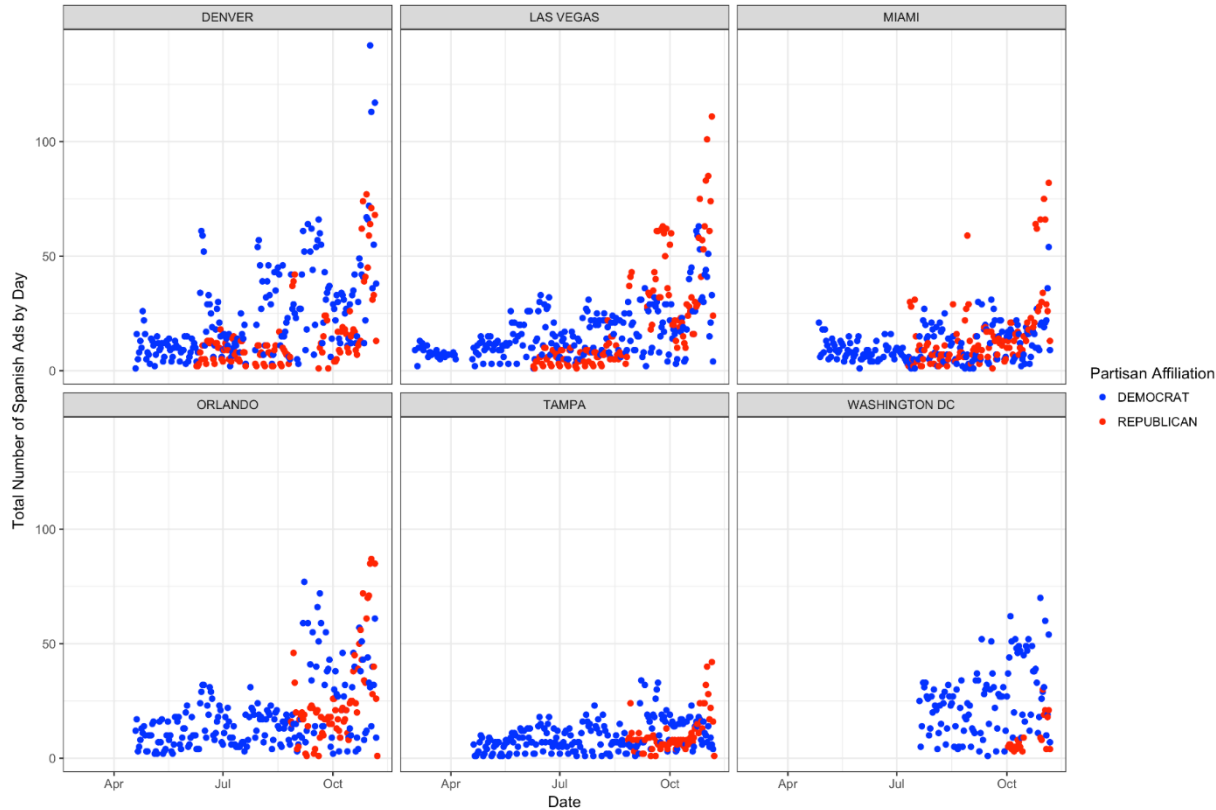
It is seen as honest broker and on the communities side

**Which source do you trust to deliver best information**

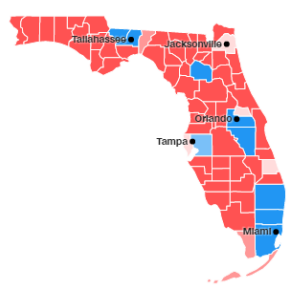




# 2012 Presidential ads by market

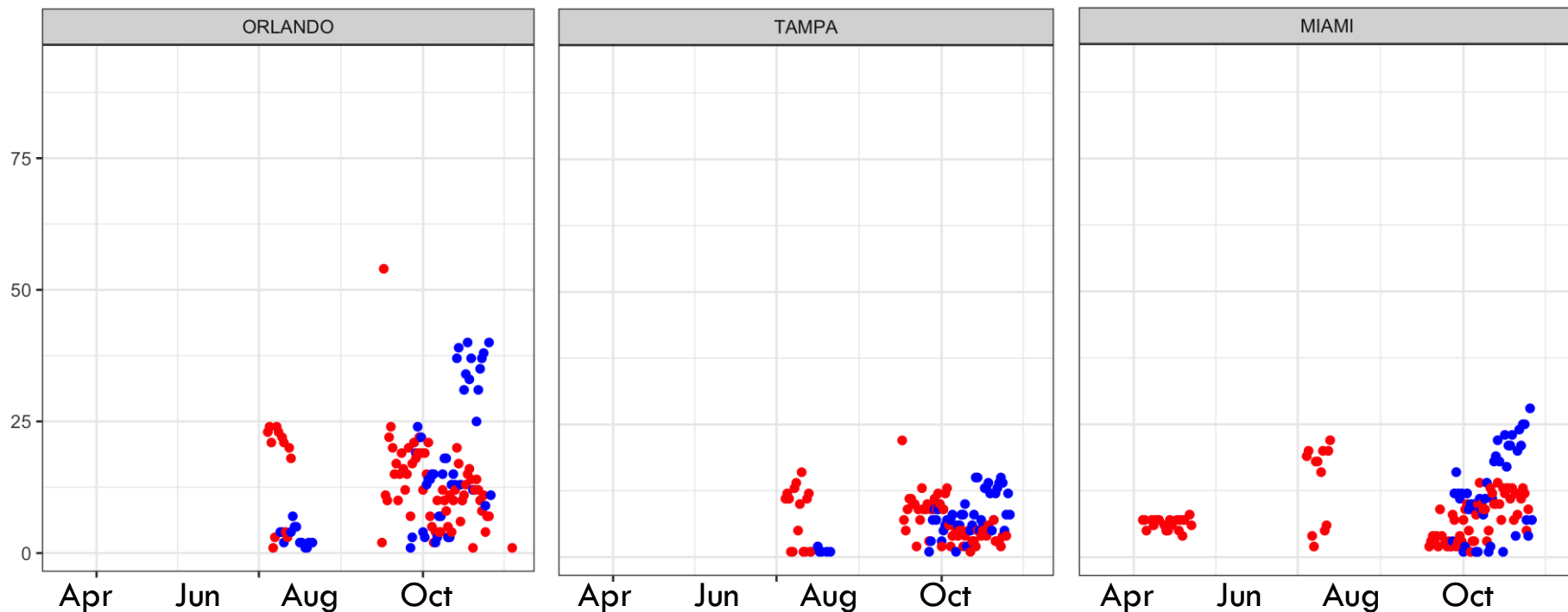


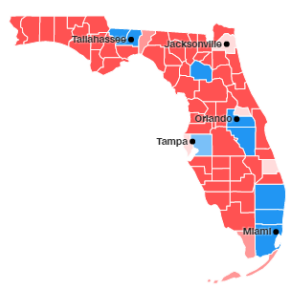
Heavy outreach, and early outreach by Obama was key to high turnout and increased Democratic vote in 2012 election



# 2016 – Opportunities Missed

GOP ads heavily outnumbered Dem ads in Florida 2016 U.S. Senate





# 2016 – Opportunities Missed

## Latino Decisions 2016 Election Eve Poll

Interactive Results Sponsored By: **NCLR** | [Methods](#)

[Topline and Crosstab Results HERE](#)

**LatinoDecisions**  
Everything Latino Politics

« Nation

AZ CA  
CO **FL**  
IL NC  
NV NY  
OH TX  
VA WI

Murphy underperformed  
relative to Clinton by 11  
points with Latinos



FLORIDA

[Full Results](#)

### Presidential Vote

Click on section headers to see demographic break-out.

CLINTON (D)

TRUMP (R)

67%

31%

### House of Representatives Vote

DEM CANDIDATE

GOP CANDIDATE

69%

29%

### Senate

MURPHY (D)

RUBIO (R)

56%

40%

# Key takeaways from Florida analysis

- ❑ Overall Latino turnout in Florida was much higher in markets with Spanish advertising
- ❑ However, much of the Spanish advertising was targeted to the Presidential Clinton-Trump
- ❑ On the Senate side, Rubio out-spent Murphy
- ❑ Murphy lost 11-points to Clinton on Democratic vote share, suggesting candidate-specific advertising matters, and does break through

# 2014 COLORADO SENATE AS A CASE STUDY

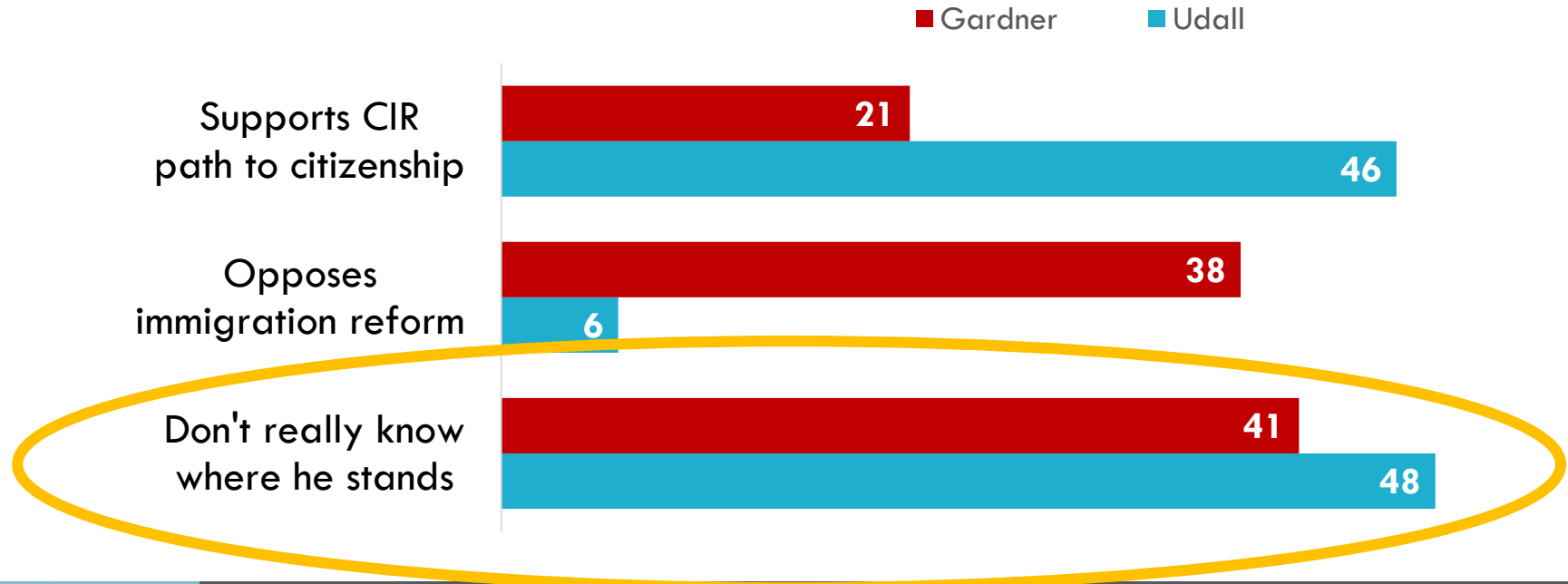


# 2014 case study: Colorado Senate

- ❑ Senator Mark Udall lost the Colorado Senate race by 39,000 votes out of 2,041,020 cast in 2014
- ❑ President Obama won Colorado in 2012 by about 140,000 votes (or 5%).
- ❑ Udall was a consistent supporter of comprehensive immigration reform and openly opposed the President's delay of executive action.
- ❑ Udall resisted Latino specific outreach and ran only one Spanish-language message on veterans issues.

# 2014 case study: Colorado Senate

□ As far as you know, what is Senate candidate position on immigration reform?



# 2014 case study: Colorado Senate

	<u>2010</u>	<u>2014</u>
Voting to support the Democrat	40%	30%
Voting to support the Republican	8%	14%
Voting to support Latino Community	41%	40%
Recall Latino-targeted ads by Dems	44%	35%
Vote for Democrat for Senate	81%	71%



# SPANISH TV ADS ARE PROVEN TO WORK

# AFL-CIO Immigration Ads Nov 2013

- ❑ Two ads feature remarks by Republican Congressmen about immigrants and DREAM Act.
  - ▣ Direct quotes in clips and on-screen text
- ❑ Aired November 5-21 on Telemundo and Univision
- ❑ Was widely covered by the press
  - ▣ NPR: “AFL-CIO Lets GOP Speak For Itself In New Immigration Ads”
  - ▣ ([link](#))

# Very high recall of Spanish ads

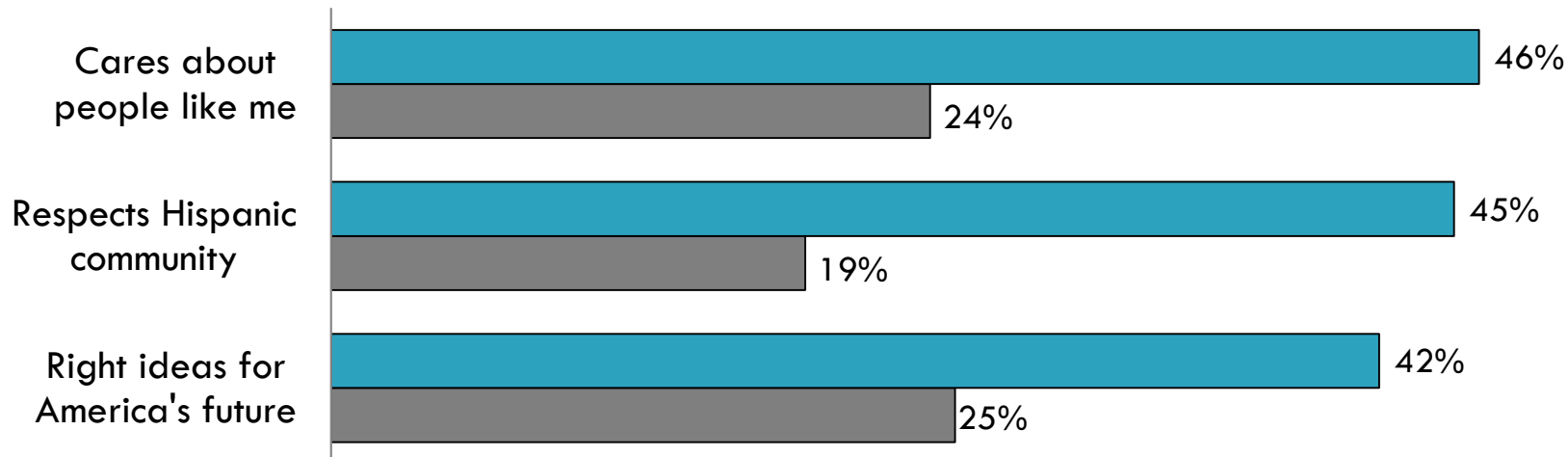
Three measures assess ad exposure.

1. **70% in ad markets** recall Spanish ad about immigration reform that aired on television.
2. **58% in ad markets** recall Spanish ad about some members of Congress blocking immigration reform.
3. **55% in ad markets** recall Spanish ad where some members of Congress made anti-immigrant remarks

# Ads drove Latino opinion against GOP

Percent responding "not at all"

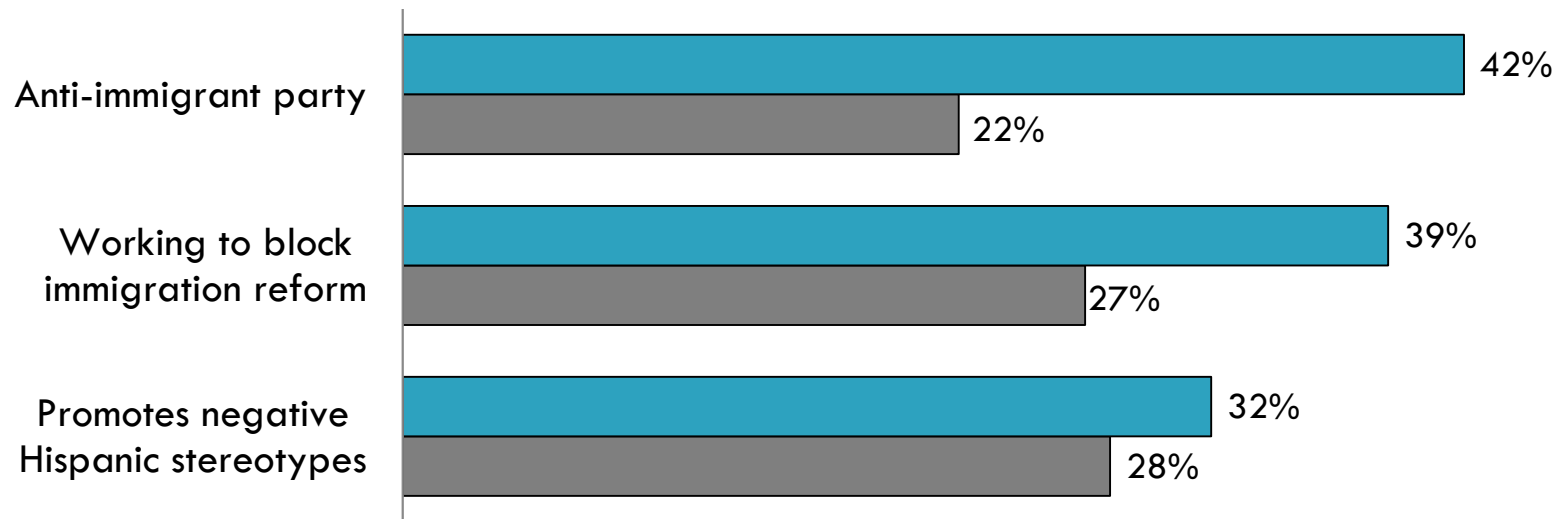
■ Treatment ■ Control



# Ads drove Latino opinion against GOP

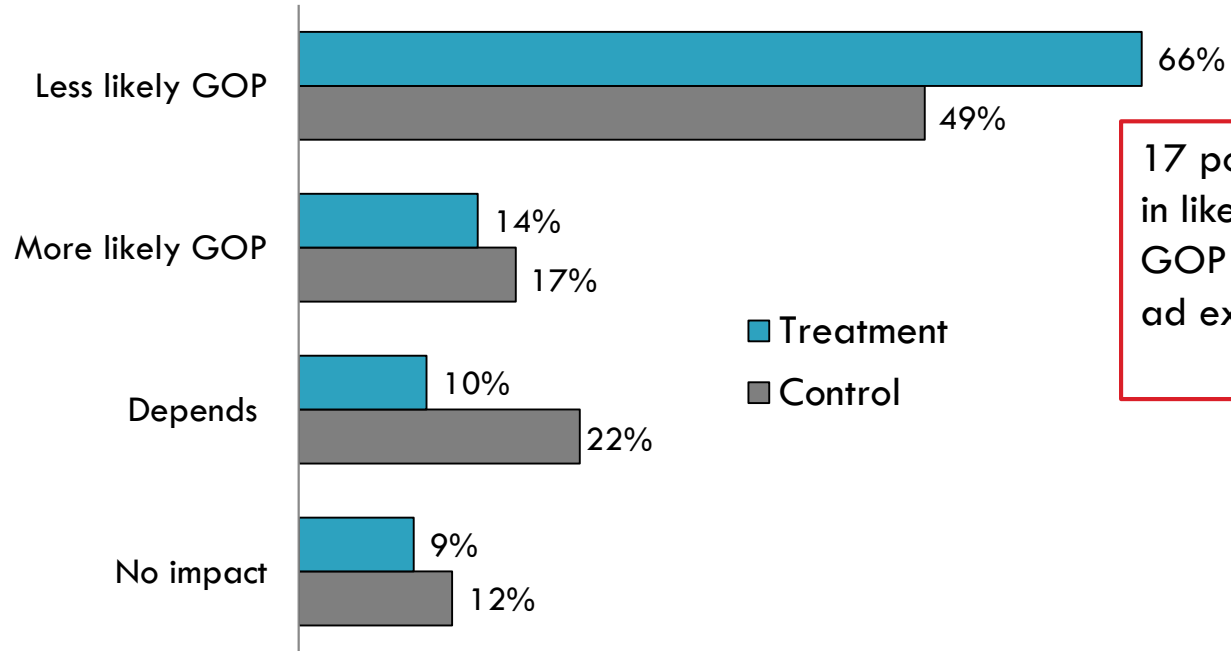
Percent responding "very or fairly well"

■ Treatment ■ Control



# Ads also drove vote choice

If Republicans block a vote on immigration reform and block a pathway to citizenship for undocumented immigrants, would that make you....



17 point drop in likelihood of GOP vote with ad exposure

# Final takeaways

- Extensive research demonstrates that Spanish advertising increases
  - ▣ Latino voter turnout rate
  - ▣ Latino partisan vote choice
- Spanish language TV is held in high regard
- Early and consistent advertising is critical to building candidate brand as trusted ally

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