Latino Civic Engagement: 2016 GOTV
March 9, 2017
Latino CE 2016

Inform Latino voters

Mobilize Latino Voters

Protect Latino Voters
Engage and Inform Voters

Mass Outreach
- Targeted social media & digital ads
- Partnership with Univision TV and Radio
- Partnership with other media outlets

Information
- 888-VE-Y-VOTA
- yaeshora.info
- SMS
DON’T SIT OUT ELECTION 2016
Election Day is Tuesday, November 8th, 2016

TO VOTE ON NOVEMBER 8TH:

✔ You must be a US Citizen.

To learn about the eligibility requirements for US Citizenship, call 888-839-8682

✖ You must be at least 18 years of age on or by November 8th.

✖ You must be a resident of California.

✖ You must be registered by October 24, 2016.

Register to vote at www.registertovote.ca.gov

IF YOU’RE ALREADY REGISTERED:

1. Verify your registration and find your polling place at www.sos.ca.gov.

2. To vote by mail, your application for a Vote-By-Mail ballot must be received by November 1st. Learn more by calling 888-839-8682.

3. Encourage your friends and family to vote on November 8th. In California, polls are open from 7:00 a.m. to 8:00 p.m.

To report problems at the polls or for more information, call 888-839-8682.
More than 700,000 households were attempted in 8 states

California  
Nevada  
Arizona  
Texas  
Florida  
North Carolina  
New York & New Jersey
Get Out The Vote

**Tactics**
- Phone Canvassing
- Door-to-Door Canvassing
- Text Messaging
- Targeted Ads

**Target Voters**
- The “Great Unengaged”
- Women
- Youth
- Naturalized Citizens

**Experiments**
- Household Messengers
- Youth
- Contact Effect on Turnout
Does engaging Latino youth across multiple elections increase turnout?

Experimental Conditions

Four experimental conditions:

• Voters contacted for Primary and General Elections: canvassers will call voters identified as Latino/a ages 18-25 for the Primary. Those contacted in the Primary will be contacted in the General Election.

• Voters contacted only in the Primary Election: canvassers will call voters identified as Latino/a ages 18-25 for the Primary Election ONLY

• Voters contacted only in the General Election: canvassers will call voters identified as Latino/a ages 18-25 for the General Election ONLY

• Uncontacted Control: voters in this group will not be contacted by a canvasser.
Youth Experiment Results

Intent-To-Treat effect was not significant
Youth Experiment Results

Intent-To-Treat effect was not significant

Control
Prim/Gen
GEOnly
PrimOnly

99% CI Voted GE

-0.17 pp
-0.24 pp
0.70 pp

***Difference is not significant at p > .01
Youth Experiment Results

Additional exploratory analysis suggest effect
Youth Experiment Results

Additional exploratory analysis suggest effect

*Difference is significant at the $p < .01$
**Difference is not significant at $p > .01$
Youth Experiment Results

• Contact (engagement) in multiple elections may have a positive effect on turnout
• Potential for a positive effect on youth turnout
• Contact in one election (Primary) might have residual effects in another (GE)
• Already a Non-partisan strategy/tactic
• Need additional testing to see if it can be replicated, especially in low-salience elections
• Need additional testing on different and multiple modes of contact over time, especially considering the diminishing quality of phones
Thank you.

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