



Equis Labs Message Test

July 30, 2020

Survey Overview

Messages: Civis Analytics tested 6 messages across two messaging lanes: *Voter Mobilization* and *Healthcare*. Each messaging lane had messages in either English (“EN”) or Spanish (“ES”), and either a generalized Pan Latino message or a Puerto Rico-specific message (PR).

Respondents: We surveyed ~3500 respondents in Florida. All self-identified as Hispanic or Latino, and about half self-identified as Spanish-speaking and took the survey in Spanish.

Outcomes: We asked respondents two outcome questions:

1. *Vote Likelihood:* How likely are you to vote in the 2020 general election?
2. *Voter Registration:* How likely are you to register to vote ahead of the 2020 general election?

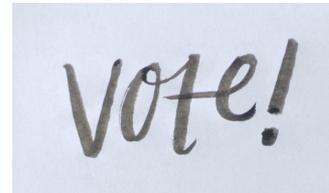
Voter Mobilization -
PR (ES)



Voter Mobilization -
PR (EN)



Voter Mobilization -
Pan Latino (EN)



Healthcare -
Pan Latino (ES)



Healthcare -
Pan Latino (EN)

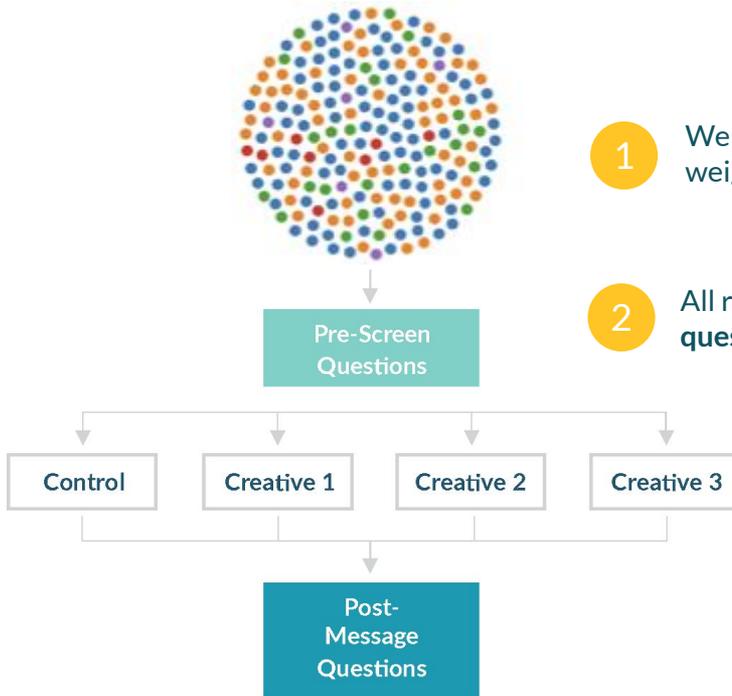


Healthcare -
PR (ES)



Methodology

How does the test work?



1

We find a **representative sample** using our state-of-the-art sampling and weighting correction methods.

2

All respondents were asked demographic and other relevant **Pre-Screen questions**.

3

Respondents were then **randomly split** into treatment and control groups. Those in a treatment group were shown a single creative.

4

Respondents were then asked **Post-Message questions** to measure message effectiveness on key metrics.



Research Questions

1. Are *Voter Mobilization* and *Healthcare* messages effective in moving self-reported **Vote Likelihood** and **Voter Registration**?
2. Which ads work best for **Puerto Rican** voters?
3. Which ads work best for **unregistered** voters?
4. Are there differences in performance between **Spanish-language** and **English-language** ads?



Results Overview: Are *Voter Mobilization* and *Healthcare* messages effective?

- Overall, most of the ads showed high effectiveness, with all but one moving respondents in the +5pp to +8pp range.
- **The English Pan Latino Voter Mobilization ad performed consistently well.** At both the overall and subgroup level, it was the most effective ad at increasing Vote Likelihood (+8pp), and one of the best for Voter Registration (+7pp).
- **The Spanish Pan Latino Healthcare ad was the top performing ad for increasing Voter Registration (+8pp),** followed closely by the two English Voter Mobilization ads (Pan Latino and Puerto Rico-specific, both +7pp).
- The effectiveness of ads on Vote Likelihood and Voter Registration didn't always go hand-in-hand: some ads that were particularly effective at moving one would occasionally be less effective at moving the other.



Results Overview: Which ads work best for Puerto Rican voters?

- **Puerto Rican voters were not more responsive to Puerto Rico-specific ads**, though they were slightly more responsive to ads overall.
- The most effective ads for Puerto Rican-identifying respondents were Pan Latino ads. Their top-performing ads were the same as the overall top-performing ads:
 - **Vote Likelihood:** *English Pan Latino Voter Mobilization* (+10pp)
 - **Voter Registration:** *Spanish Pan Latino Healthcare* (+9pp)



Results Overview: Which ads work best for unregistered voters?

- Respondents that were unregistered to vote in 2018 showed high movability by several ads, with a low baseline level of Vote Registration and Vote Likelihood.
- On **Vote Likelihood**, they were most moved by the *English Pan Latino Voter Mobilization* ad (+12pp). On **Voter Registration**, they were most moved by the *English Puerto Rico-specific Voter Mobilization* ad (+14pp).
- Other ads that performed well for this population were:
 - **Vote Likelihood:** *English Puerto Rico-specific Voter Mobilization* ad (+10pp) and the *English Pan Latino Healthcare* ad (+10pp).
 - **Voter Registration:** both *Pan Latino Healthcare* ads (English and Spanish, both +12pp).
- 3 out of the 4 best performing ads for unregistered respondents were in English.



Results Overview: Are Spanish- or English-language ads more effective?

- We did not observe a consistent overall performance difference from using English or Spanish in the ads.
- The top performing ads for Vote Likelihood and Voter Registration outcomes often split between English-language ads and Spanish-language ads.
 - For instance, the top message overall for Vote Likelihood is in English, while the top message overall for Voter Registration is in Spanish.
- However, **within certain subgroups, English-language ads showed up more often as the best message** for both Vote Likelihood and Voter Registration outcomes.
 - Within respondents who said they preferred Spanish, the Spanish ads did not consistently outperform the English ads. However, within respondents who said they preferred English, both Vote Likelihood and Voter Registration were moved most by English-language ads.
 - Unregistered voters also had English-language ads as most effective for both Vote Likelihood and Voter Registration.



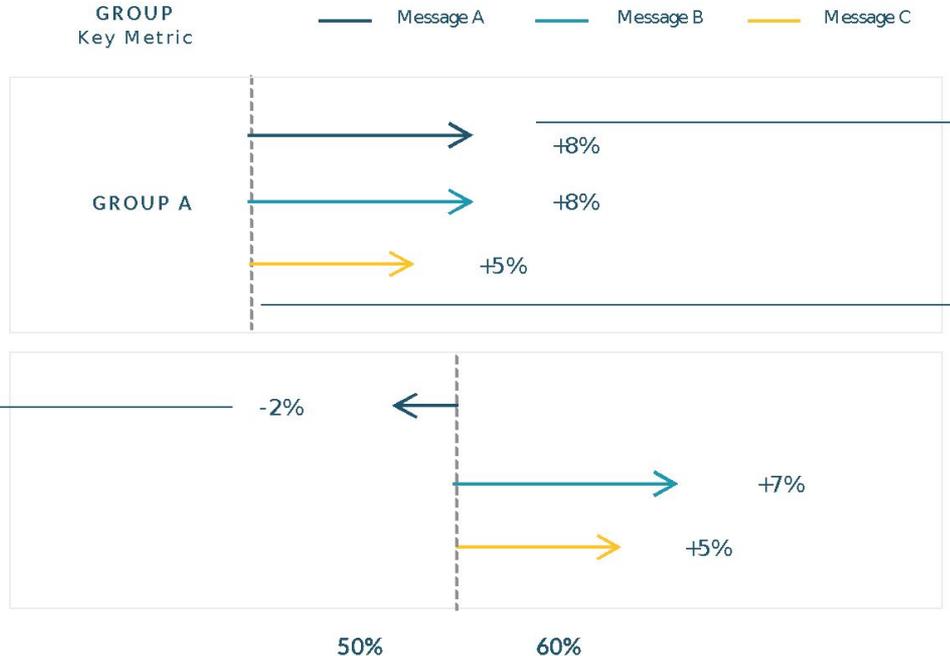
Guide to Analysis

How do I interpret the results?

For each survey question, we can determine the average effect each treatment has on the respondents by comparing their answers to the control group's answers.

Average treatment effect (ATE)

The incremental gain over the control group.
An ATE can be positive or negative. Backlash is a negative reaction to a piece of creative.



Shaded areas

Represent the margin of error, or a likely range of outcomes.

Dashed line

Represents the control baseline that ATEs are compared against. These baselines are how the control group answered, so will change depending on the question being asked.



Key Findings

Key Findings: Overall

Vote Likelihood was moved most by the *English Pan Latino Voter Mobilization* ad (+8pp).

Voter Registration was moved most by the *Spanish Pan Latino Healthcare* ad (+8pp), with similar effects from both of the *English Voter Mobilization* ads (Pan Latino and Puerto Rico-specific, both +7pp).

We did not observe a consistent performance difference from using English or Spanish in the ads. Looking at the two sets of identical ads that were served in both Spanish and English (*Puerto Rico-specific Voter Mobilization* and *Pan Latino Healthcare*), the ads largely had effects within 1pp of each other, except for *Pan Latino Healthcare* on Voter Registration (+3pp for the Spanish version).

Treatment	Vote Likelihood 2020	Voter Registration
<i>Voter Mobilization - Pan Latino (EN)</i>	+8%	+7%
<i>Healthcare - Pan Latino (ES) *</i>	+6%	+8%
<i>Voter Mobilization - PR (EN)</i>	+6%	+7%
<i>Voter Mobilization - PR (ES) *</i>	+6%	+6%
<i>Healthcare - Pan Latino (EN)</i>	+5%	+5%
<i>Healthcare - PR (ES) *</i>	+3%	+4%

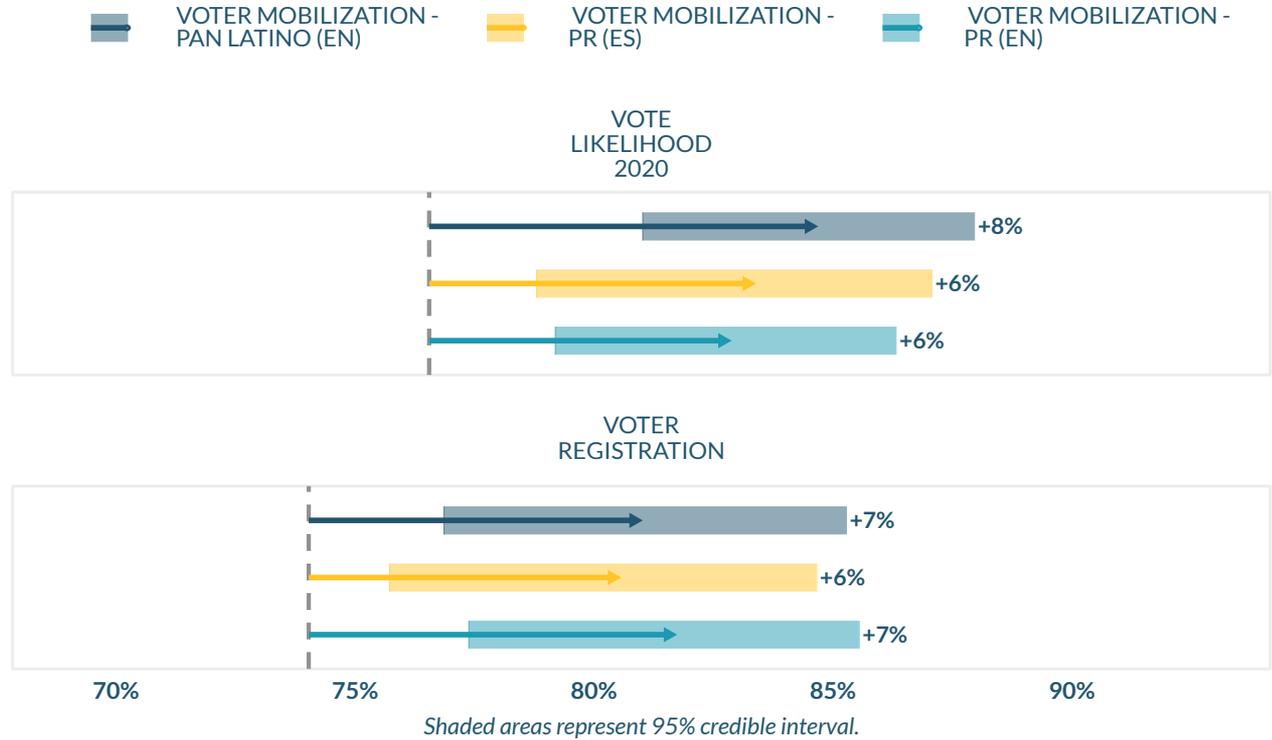
Spanish-language ads denoted with gold asterisk



Key Findings: Voter Mobilization Messages

Within voter mobilization messages, the *English Pan Latino* ad was most effective at increasing **Vote Likelihood** (+8pp).

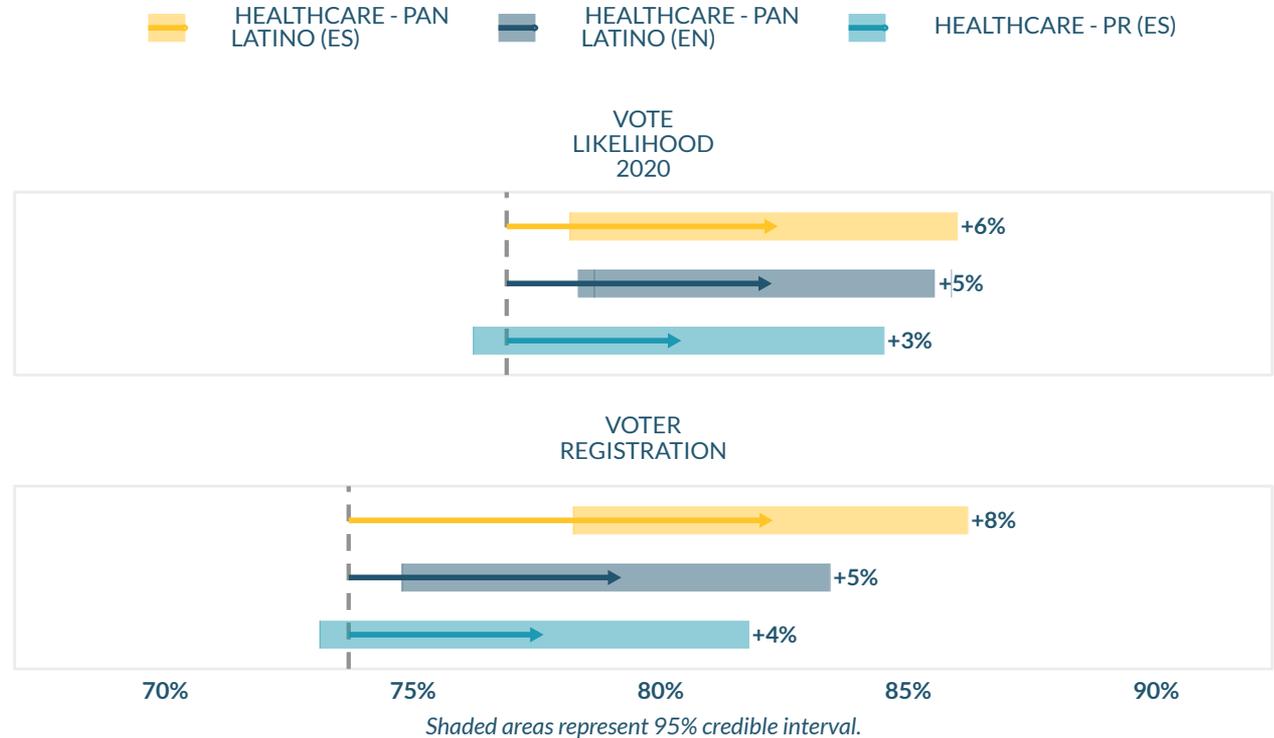
For **Voter Registration**, the three messages performed similarly, with the English ads slightly ahead at +7pp.



Key Findings: Healthcare Messages

Within healthcare messages, the *Spanish Pan Latino* ad was the most effective ad in increasing both **Vote Likelihood** and **Voter Registration**.

The *English Pan Latino* ad was close in moving **Vote Likelihood** at +5pp, while the *Spanish Puerto Rico-specific* ad was less effective for both outcomes.



Treatment Effects by Demographic Subgroup

Demographic Movement

- Unregistered voters were very responsive to several ads.
- **Registered voters reported high baseline Vote Likelihood for the 2020 elections (90%+).**
- While Puerto Rican respondents did not show greater responsiveness to Puerto Rico-specific ads, they did show slightly higher responsiveness overall to ads.
- Language preference (English vs Spanish) did not consistently impact message effectiveness.
- **Individuals born outside of the US or in Puerto Rico or who recently arrived in the US were more responsive to messaging.**
 - These respondents showed higher movability, and their top performing ads were the same as the overall ads.
 - Respondents who arrived to the US within the last ten years were often in the youngest age tier (18-34) and had among the lowest baseline Vote Likelihood and Voter Registration rates of any subgroup (under 50% for each).
- **Non-college graduates and those who didn't identify as Democratic or Republican voters had higher responsiveness to ads.**
 - These respondents also had lower baseline levels of Vote Likelihood and Voter Registration.
- **Respondents over the age of 65 reported high levels of Vote Likelihood and Voter Registration (just under 90% for both).**



REGISTERED TO VOTE 2018

Voter Mobilization Messages



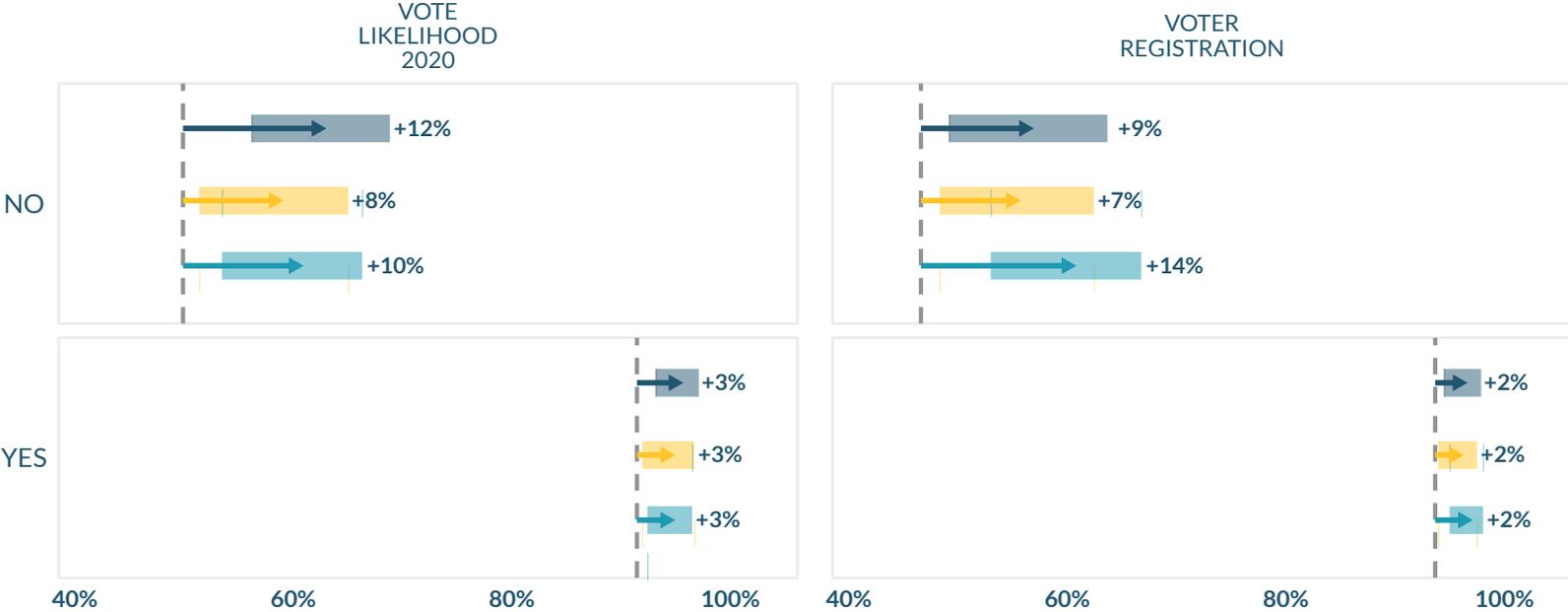
VOTER MOBILIZATION - PAN LATINO (EN)



VOTER MOBILIZATION - PR (ES)



VOTER MOBILIZATION - PR (EN)

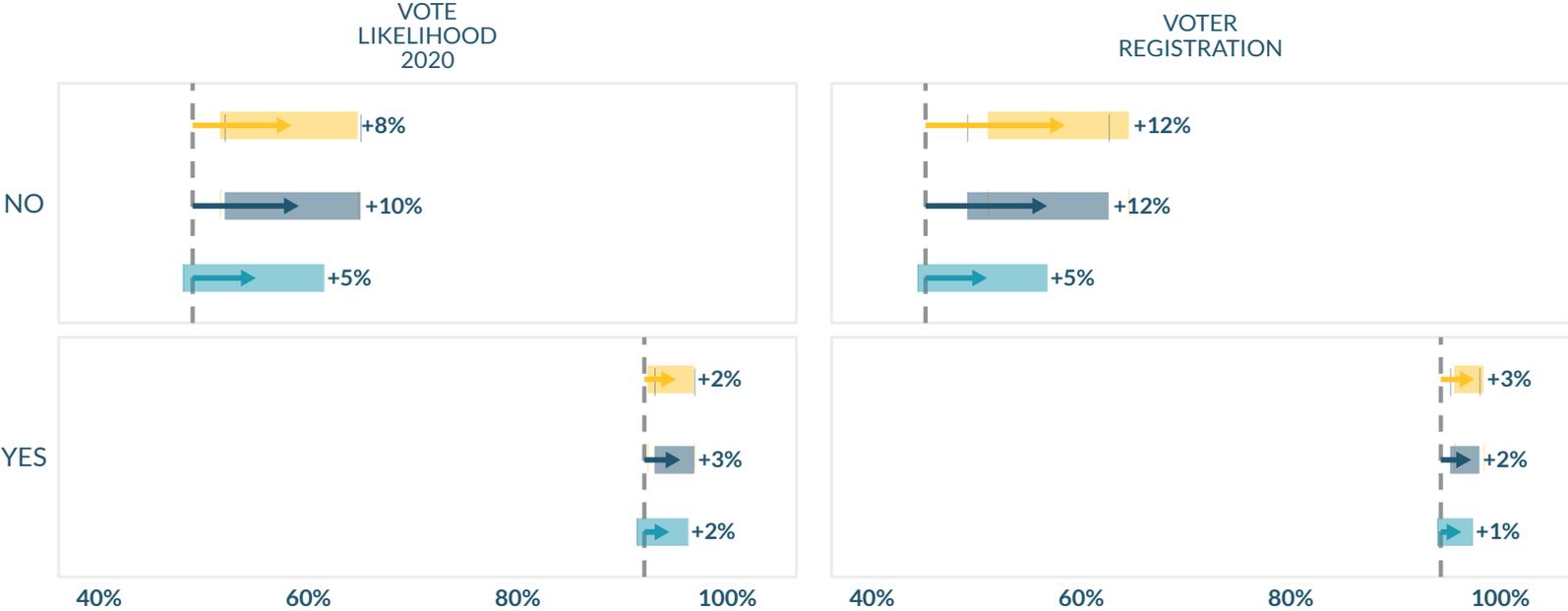


Shaded areas represent 95% credible interval.



REGISTERED TO VOTE 2018

Healthcare Messages

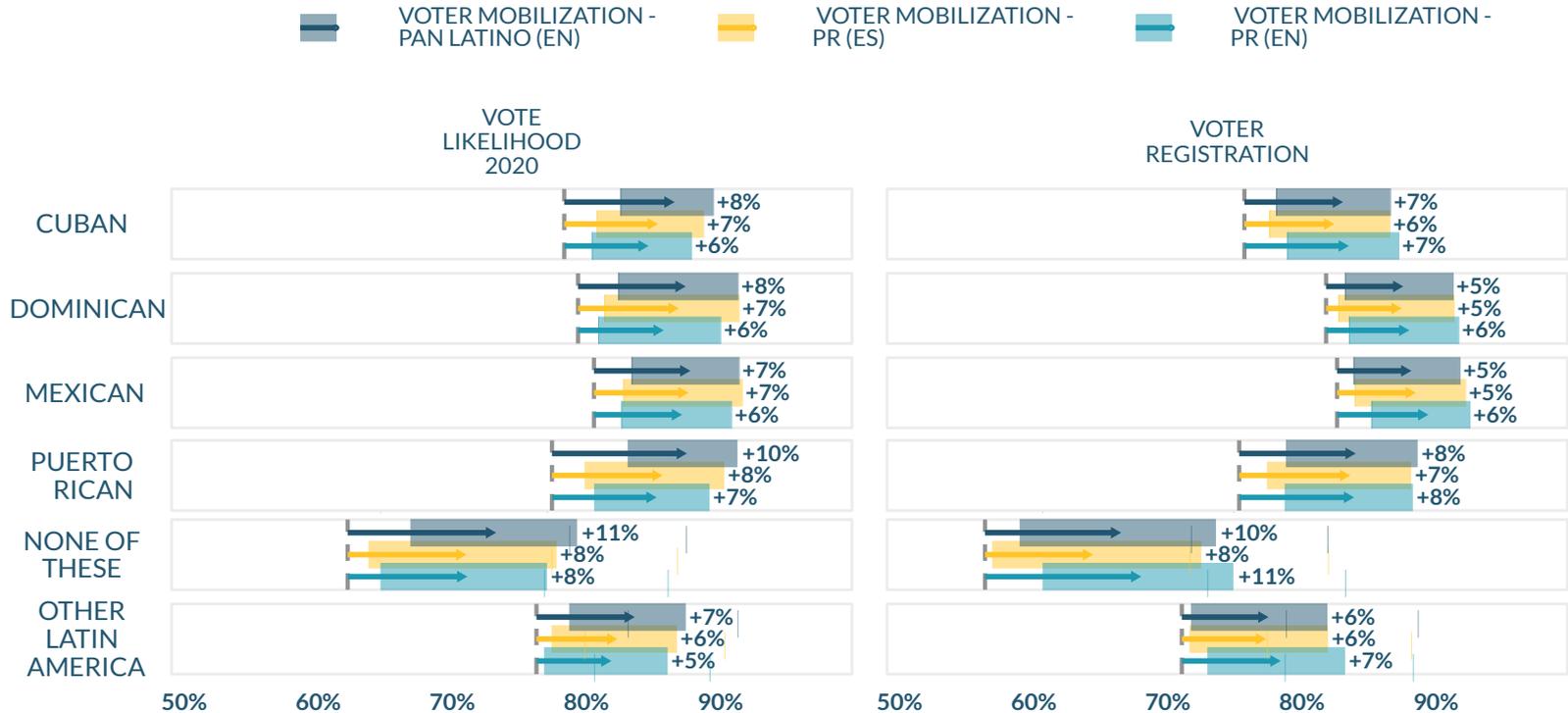


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SUBETHNICITY

Voter Mobilization Messages

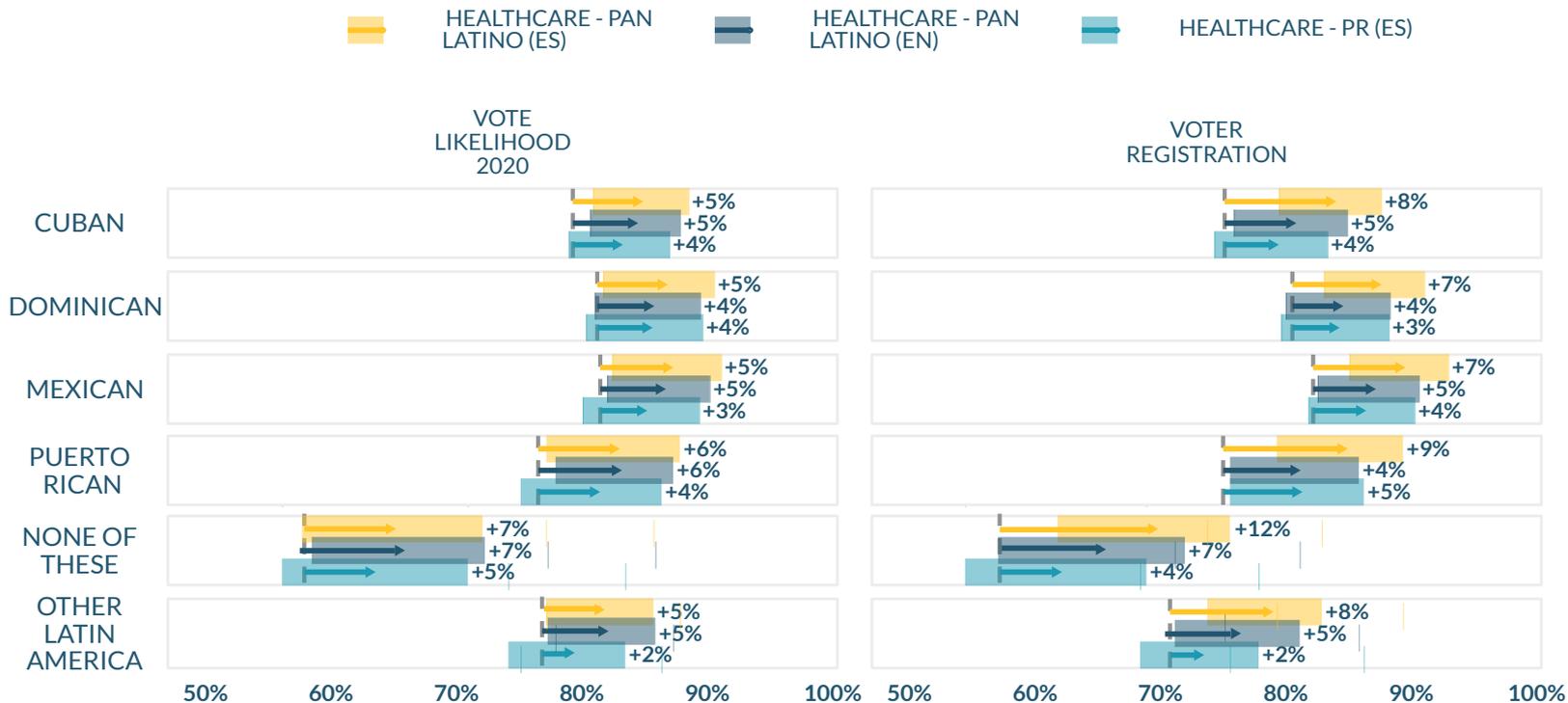


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SUBETHNICITY

Healthcare Messages



Shaded areas represent 95% credible interval.



LANGUAGE PREFERENCE

Voter Mobilization Messages



VOTER MOBILIZATION -
PAN LATINO (EN)



VOTER MOBILIZATION -
PR (ES)



VOTER MOBILIZATION -
PR (EN)

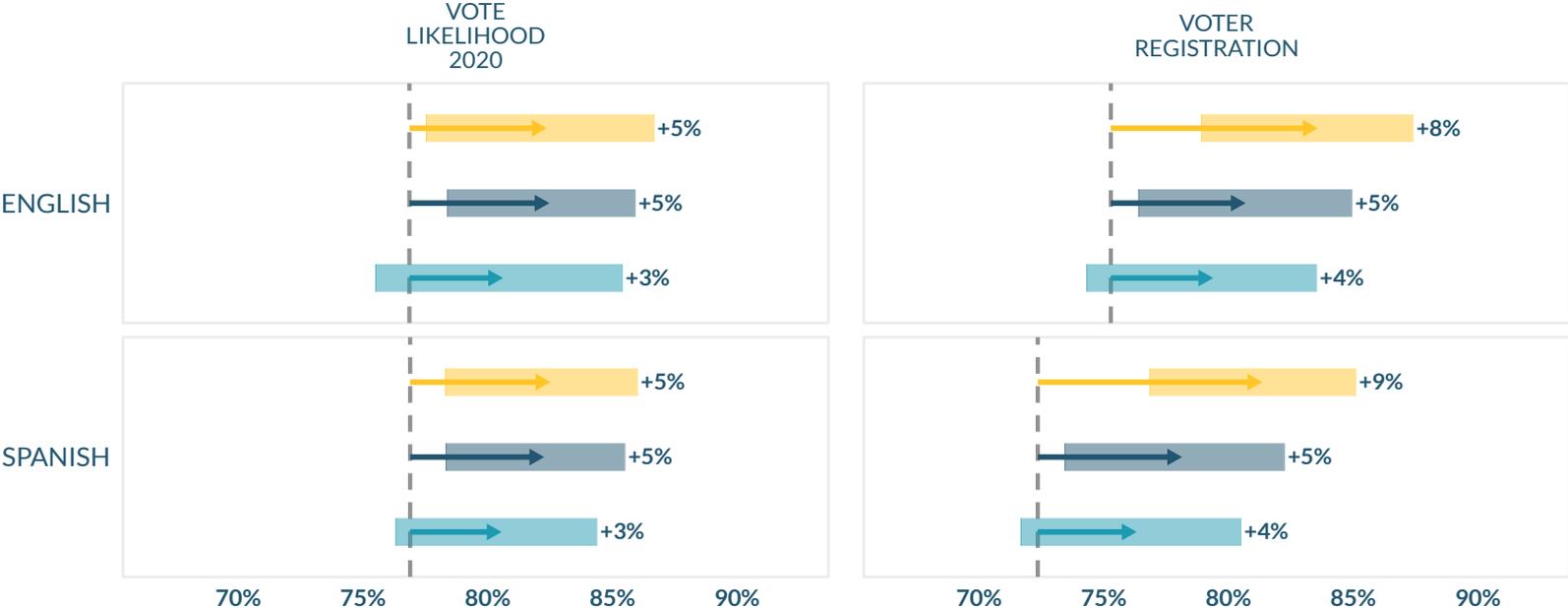


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LANGUAGE PREFERENCE

Healthcare Messages

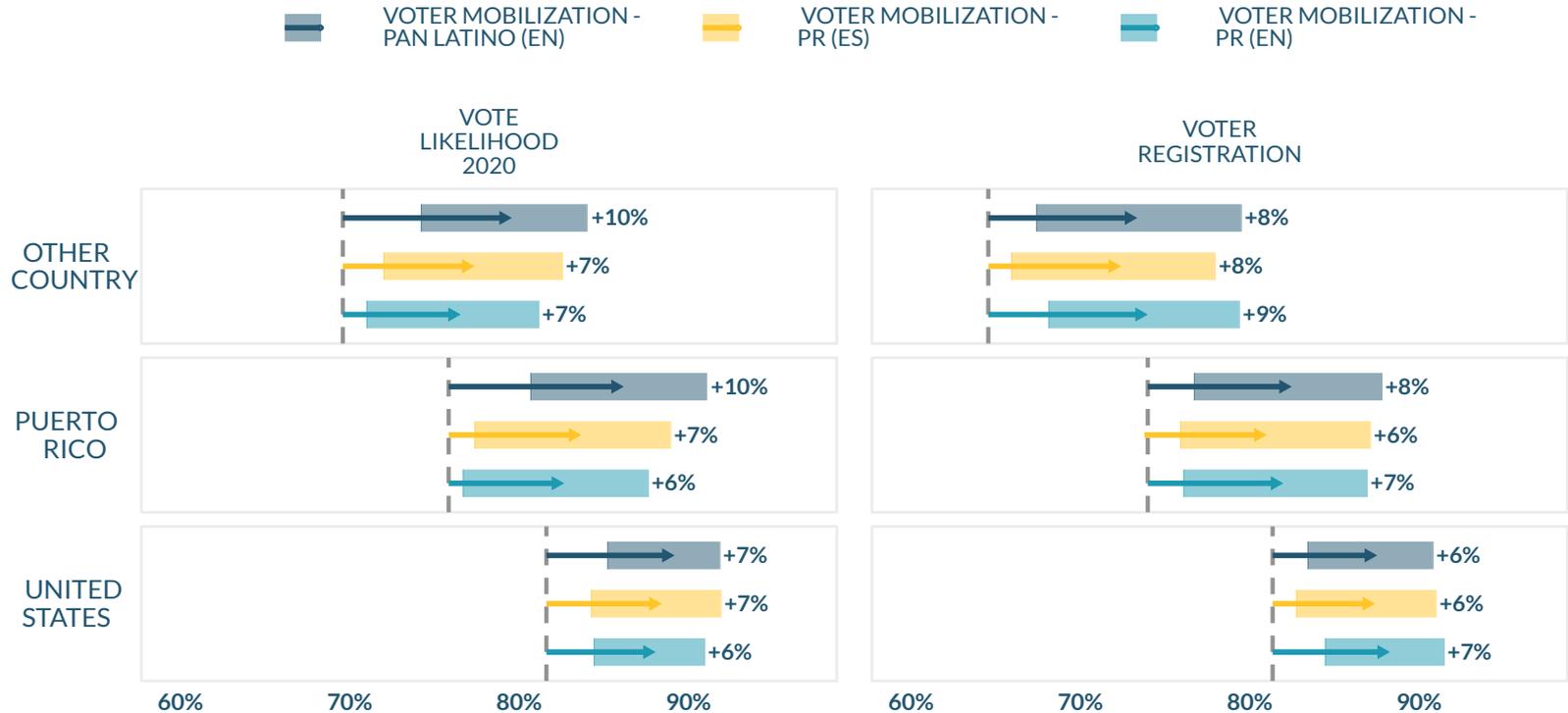


Shaded areas represent 95% credible interval.



COUNTRY BORN

Voter Mobilization Messages

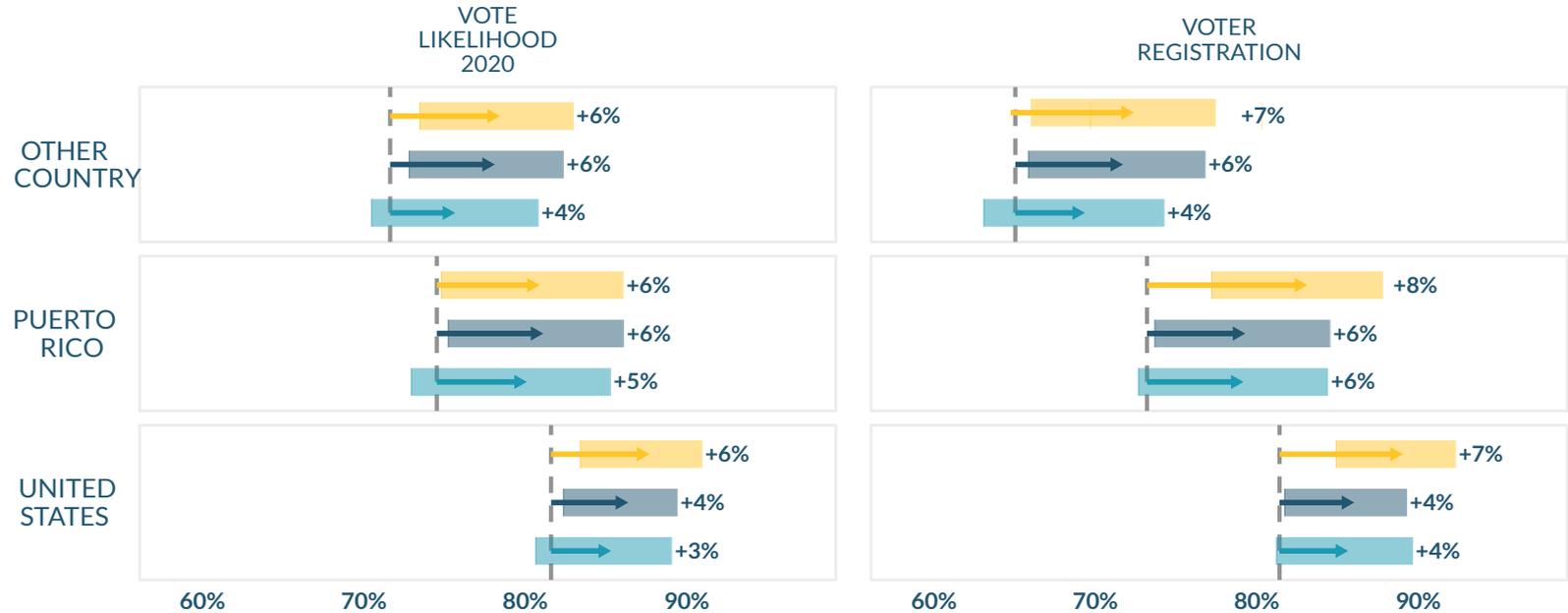


Shaded areas represent 95% credible interval.



COUNTRY BORN

Healthcare Messages



Shaded areas represent 95% credible interval.



GENDER

Voter Mobilization Messages



Shaded areas represent 95% credible interval.



GENDER

Healthcare Messages



Shaded areas represent 95% credible interval.



AGE

Voter Mobilization Messages



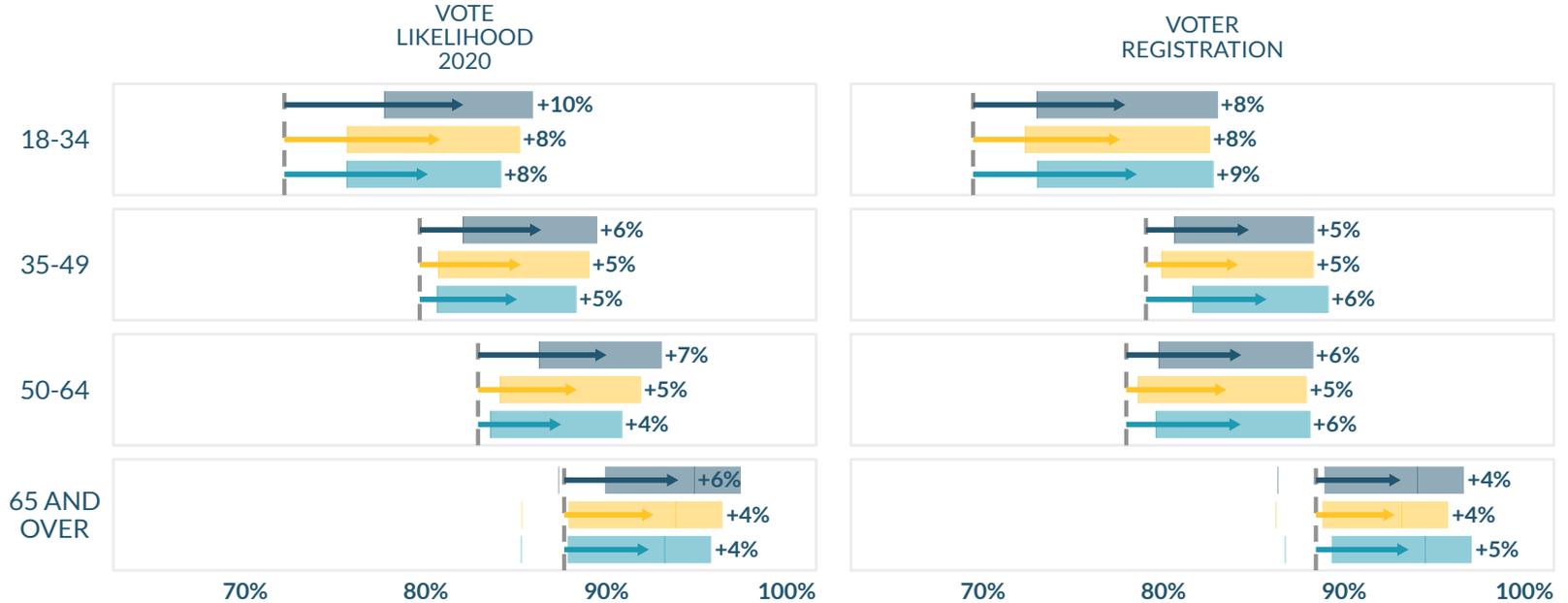
VOTER MOBILIZATION - PAN LATINO (EN)



VOTER MOBILIZATION - PR (ES)



VOTER MOBILIZATION - PR (EN)

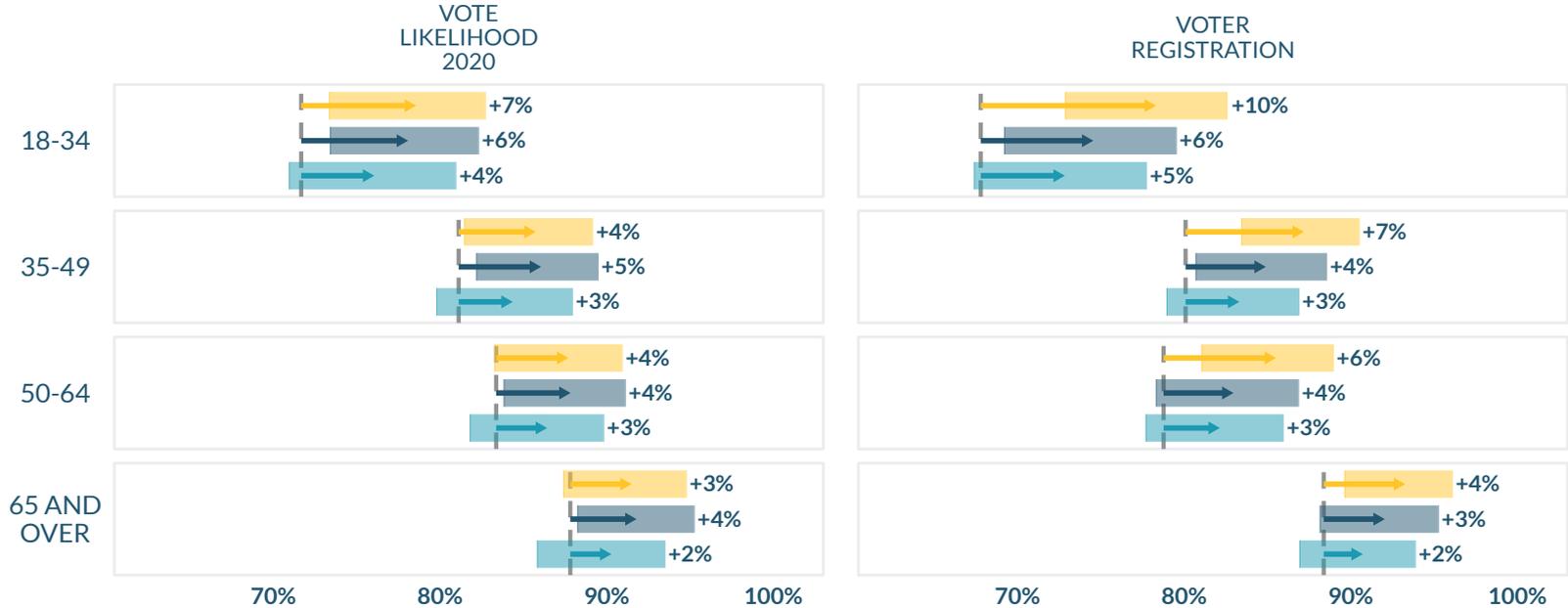


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AGE

Healthcare Messages

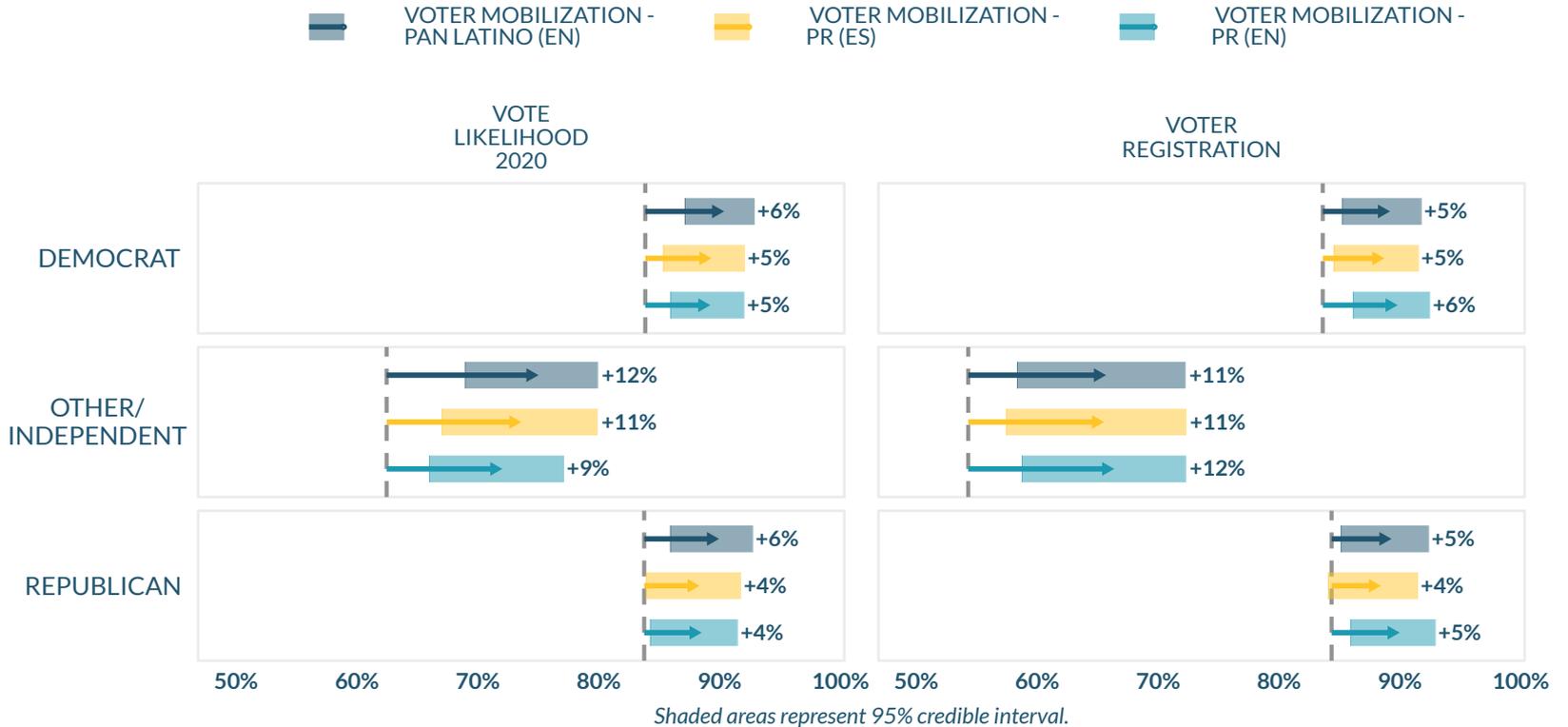


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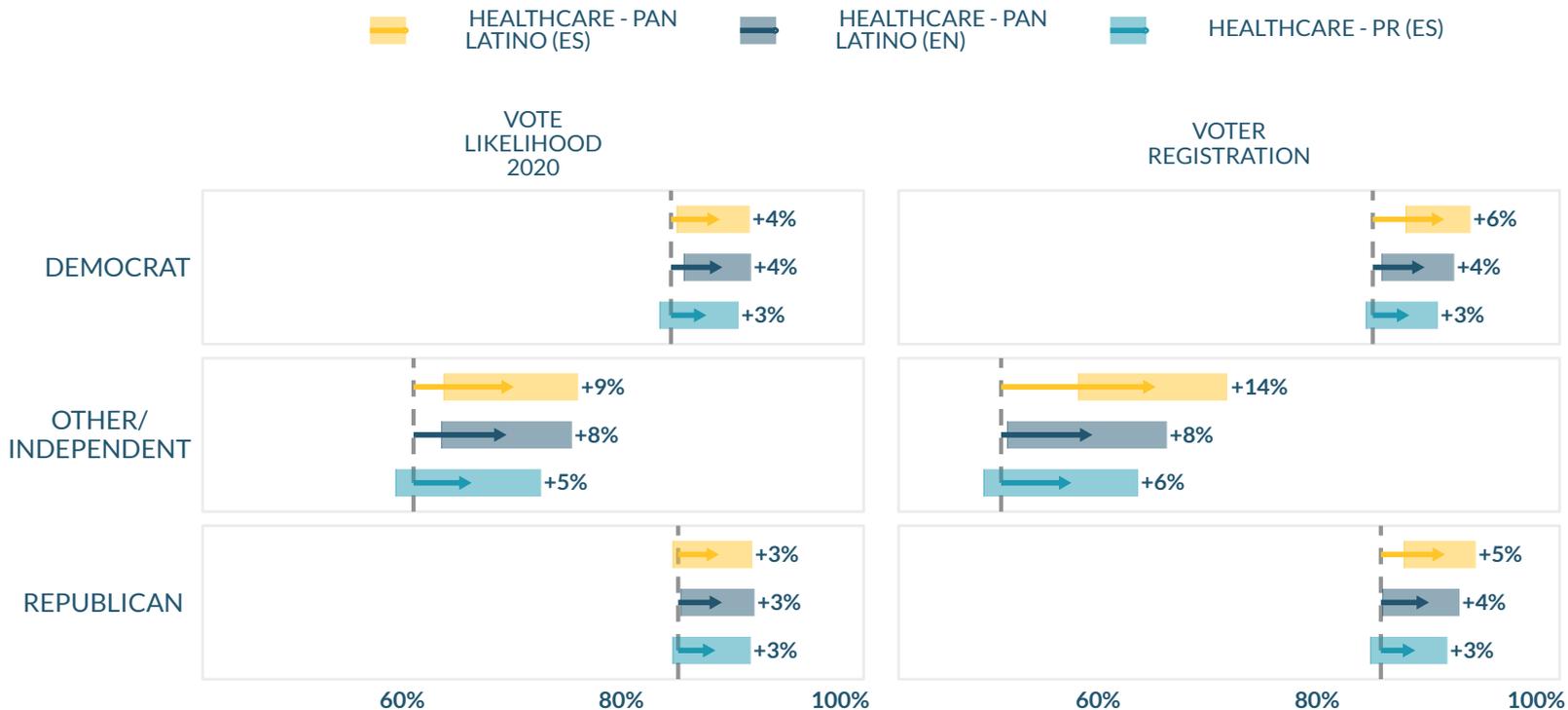
PARTY

Voter Mobilization Messages



PARTY

Healthcare Messages



Shaded areas represent 95% credible interval.



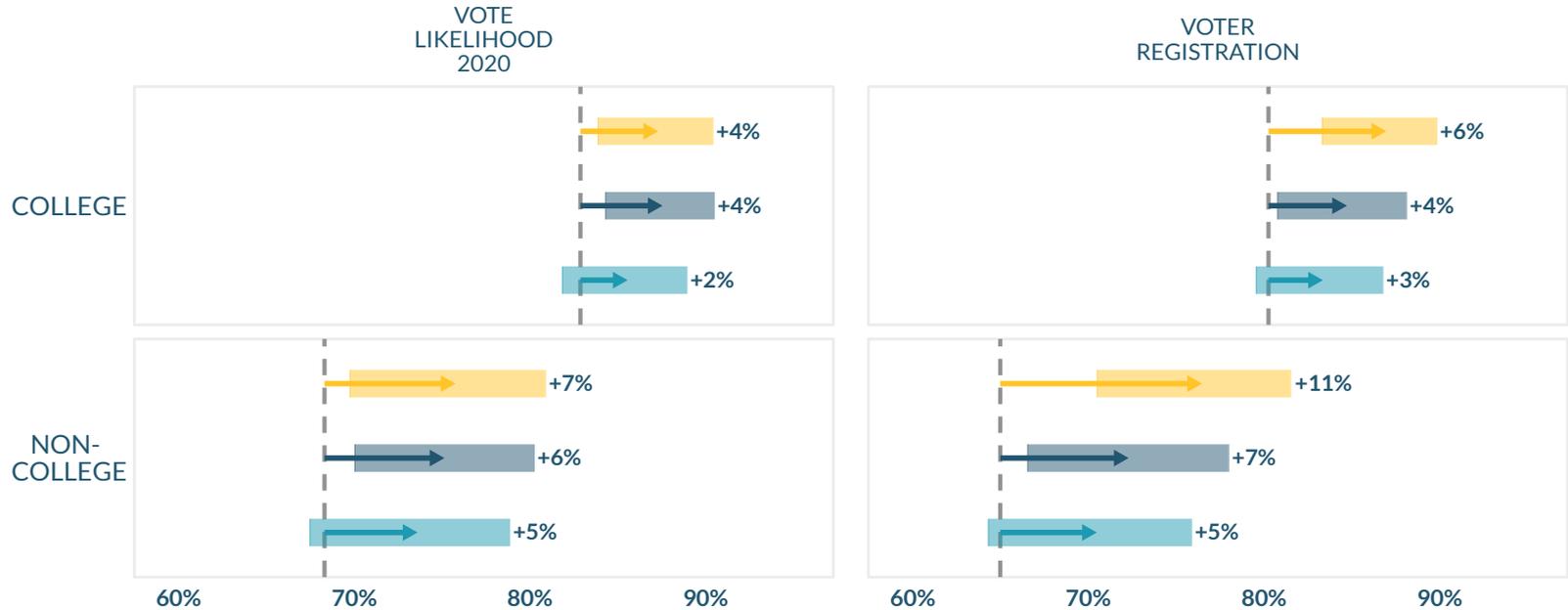
EDUCATION

Voter Mobilization Messages



EDUCATION

Healthcare Messages



Shaded areas represent 95% credible interval.

