EQUIS

MIDTERM PERSUASION MESSAGING FOR LATINO VOTERS

The number one thing on people's mind ahead of the upcoming election is the economy – and we need to talk about it clearly.

Cost of living and high prices are at the forefront of people's minds. When thinking about this election, people are asking themselves "**How can life be more affordable for me and my family?**"

In placing the blame for high prices and the crisis of affordability, voters are reluctant to pick a single 'villain': big corporations, government spending (including stimulus money), and corruption all resonated as culprits. Voters understand that the economy is a complicated subject, and do not point a finger at any single entity for the current situation – **while many are willing to blame big corporations for price hikes, just as many blame Democratic spending**.

Because of this, it is important that messaging regarding people's economic concerns acknowledges their fears, does not attempt to overly simplify the issues, and instead does the following:

(1) Identifies working people as the heroes in the story – acknowledging their efforts and role in keeping the economy strong
   ○ Highlighting that working people are "**the engine of the economy**" – and that their well-being is tied to the well-being of our country – has proven to move people significantly toward Democrats
(2) Places the government, political parties, and candidates in a supporting role – highlighting wins and efforts made to support working people, while being mindful of voters' concern regarding government spending
(3) Shows that Democrats <u>care</u> about working people and their concerns – and prove that they are <u>delivering</u> for them

Family is the biggest motivator for Latino voters – it resonates more than any other value

Surveyed voters named family as the number one motivator for their lives. Its impact is felt in every aspect of people's priorities around the election, resonating much more strongly than ideas of community, and driving the question "**Who is protecting me and my family?**" when thinking about the upcoming election.

Protection concerns are driven by worries about gun violence, especially in schools, and regarding women's reproductive freedom.

Additionally, protection is connected to the idea of leaders "**caring about people like me**," and demonstrating that through action.

Working class as an identifier – what "someone like you" means to Latino voters

Being a hardworking person who prioritizes their family and is working to provide for them is, across party lines, **the most common way that Latinos see themselves**. Race and other identity factors are less salient, though they still come up for some voters when describing themselves.

We must acknowledge and address this identity in messaging – directly or indirectly – by putting the concerns and priorities of working people at the forefront of how we communicate with them.

Addressing issues like cost of living, economic well-being, wages, and fair treatment from employers is paramount in our efforts to run impactful outreach. Other issues like education, health care, and housing must all stem from an acknowledgment of working Latino's efforts to make a living for their family.

With this in mind, messaging must focus on recognizing the hard work Latinos place at the center of their identity – showing value and respect for it, and uplifting the ideals of self-sufficiency and pride that this aspect of their identity brings about. **Respecting hard work is not the same as encouraging or celebrating it. It's about understanding working hard as a part of life and identity for working people. And acknowledging that when Latinos work hard, that work should be valued and rewarded.**

Messaging should not be centered around the role of the government, a candidate, or a party as a provider. Instead **we must place hardworking people as the heroes of the story, highlighting their importance in our country's well-being. The government, a candidate, or a party are a supporting character, creating opportunities to ensure Latinos have the ability to provide for themselves and their family.**

It is not black and white – voters are not generalizing the good, the bad or the ugly, and you shouldn't either

Latino voters do not see corporations, Democrats, Republicans, or any one specific group as inherently bad or villainous. But they do identify some of their actions as negative, hurtful, and villainous.

Because of this, it is important that **messages painting negative pictures or comparisons are focused on specific negative behaviors, being careful not to generalize or over-simplify issues that voters care about**.

When it comes to finding negative angles, it is paramount to tie criticism to issues that resonate with Latino voters. Most Latino voters across the political spectrum say **big corporations** don't prioritize the needs of their employees and communities. And while a clear majority (6 in 10) of Latino voters across the political spectrum agree with a critical view of big corporations, **at least a quarter have a favorable view.**

Corporations are not inherently seen as villains – but **their actions (including being obsessed with power, hurting small businesses, not prioritizing the wellbeing of their employees) can be seen as evil**. Highlight specific activities when seeking to make comparisons or calling out corporations' role in the economic anxieties people feel.

Examples of actions that demonstrate how Republicans and big corporations are obsessed with power, corrupt, and willing to hurt others are much more effective in moving people to see them as a foil to those working to make life easier for them.

In a battle of Democrats versus Republicans, we must make it clear that Democrats care more, and are willing to fight for you

Only 50% of Latino voters believe that elected officials care about people like them and their communities. They need more evidence. So **it is important and effective to highlight the fact that Democrats care about Latinos and families working to make ends meet AND are delivering specific actions to demonstrate it.**

At a moment when cost of living and gas prices are high, there is opportunity to draw specific contrasts with how the GOP protects big corporations and their interests, and are willing to hurt hardworking Latinos in order to do so.

Part of drawing a sharp contrast is naming both who Republicans protect – and who they refuse to protect. Across the country, families face losing their reproductive freedom or losing their loved ones to gun violence and Republicans refuse to protect Latino families.

Demonstrating that Democrats care about Latinos, their families, and their struggles – and showing what they are doing to help them improve their situation – is the number one difference between the parties. Showing voters that they are willing to fight for them is the main way that Democrats can earn their trust and their vote at the ballot box.

These recommendations are based on a poll conducted by Avalanche Insights in partnership with Equis Labs. Some of the messaging tested was in part sourced from the insight created by the [*Winning Jobs Narrative*](#) *and Somos Votantes.*