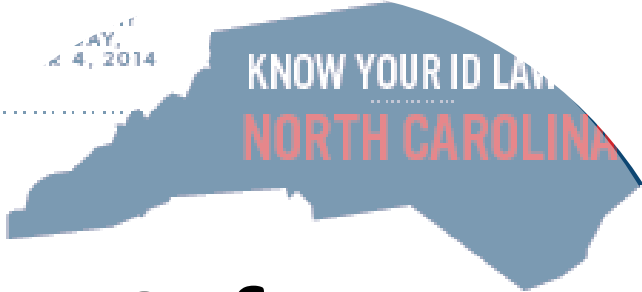


Latino Civic Engagement:

2016 GOTV

March 9, 2017

Latino CE 2016

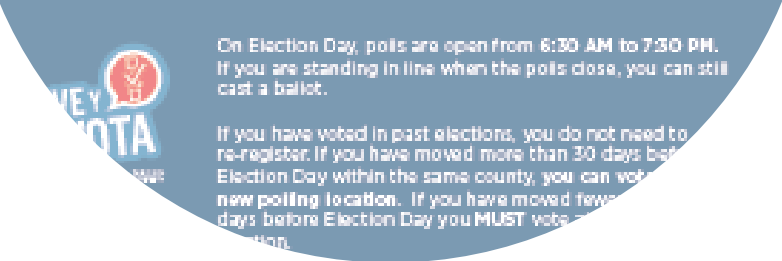


KNOW YOUR ID LAW
NORTH CAROLINA

NOV 4, 2014

Most voters are NOT required to present a valid ID to vote, though a poll worker may ask whether a voter has a valid ID. If you are a first-time voter who registered by mail you may be required to present a valid ID.

If you believe you are a registered voter, you have a right to cast a provisional ballot. However, before you vote provisionally, make sure that you are at the correct polling location and that you are eligible to vote. If you are not sure, ask a poll worker for help. If you are not allowed to vote, you can ask a judge or clerk for help.



KEY TO VOTE

On Election Day, polls are open from 6:30 AM to 7:30 PM. If you are standing in line when the polls close, you can still cast a ballot.

If you have voted in past elections, you do not need to re-register. If you have moved more than 30 days before Election Day within the same county, you can vote at your new polling location. If you have moved fewer than 30 days before Election Day you MUST vote at your new polling location.



**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



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

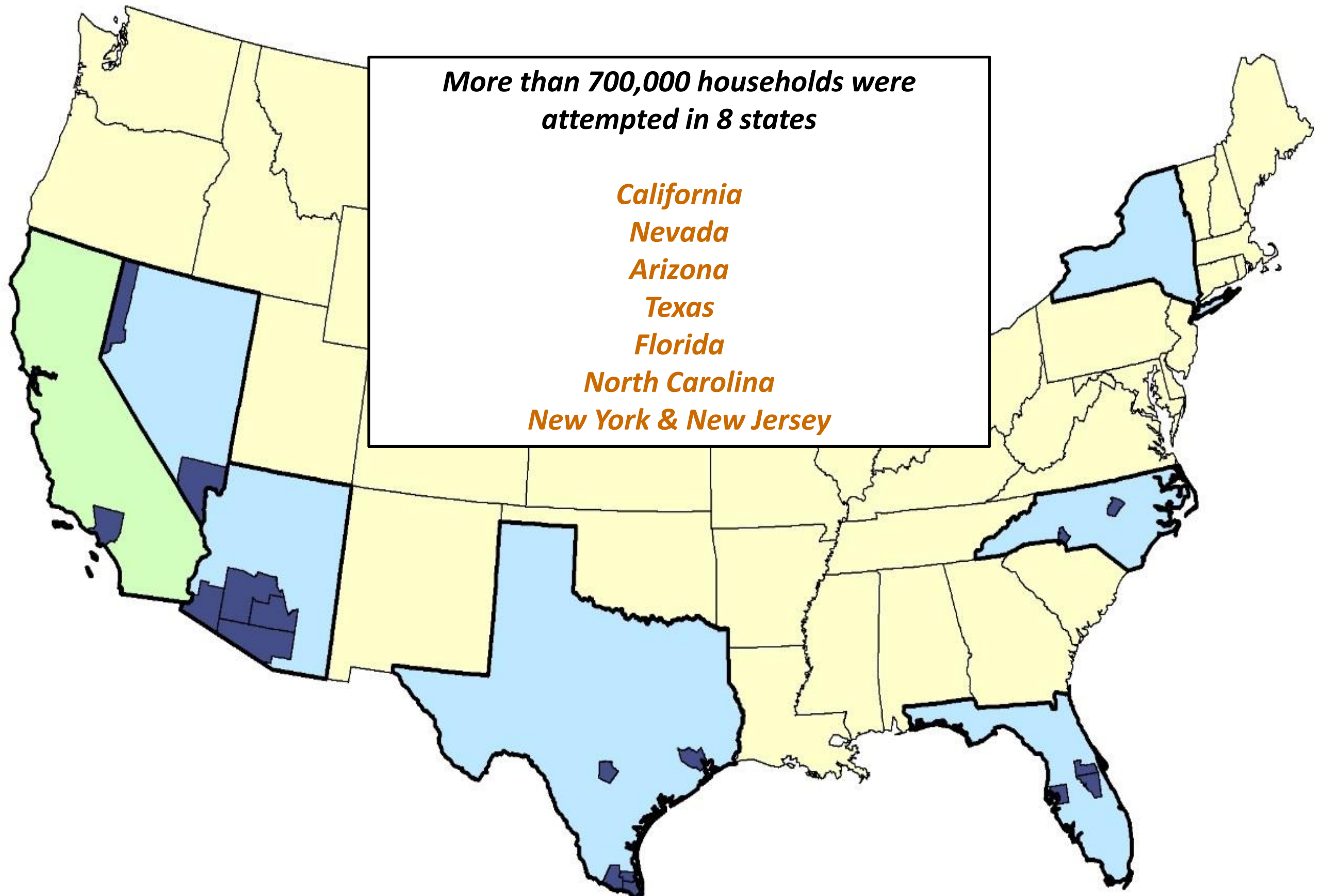
To vote by mail, your application for a Vote-By-Mail ballot must be received by November 1st. **Learn more by calling 888-839-8682.**

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.**

GOTV



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

Youth Experiment

Does engaging Latino youth across multiple elections increase turnout?

Experimental Conditions

Four experimental conditions:

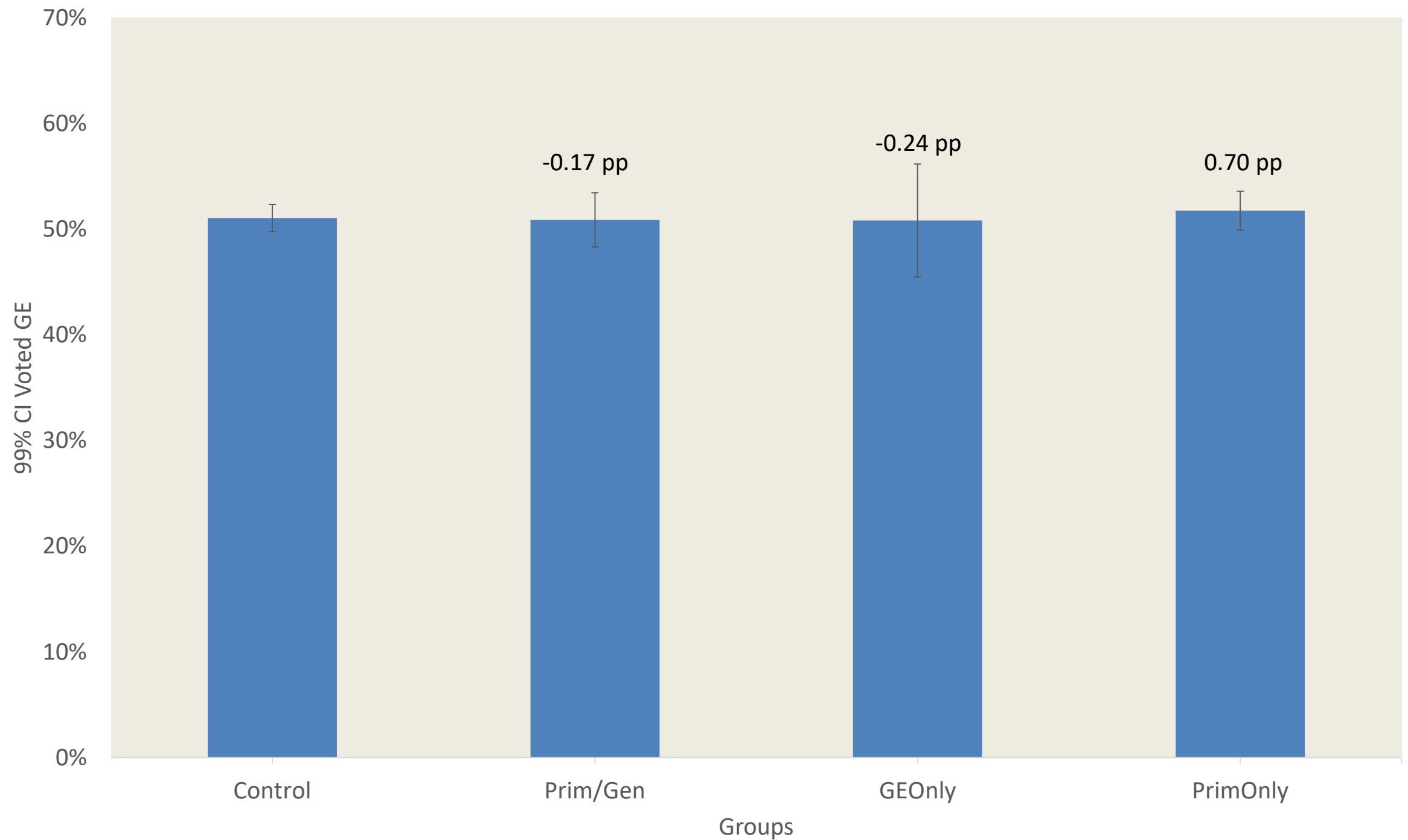
- Voters contacted for Primary and General Elections: canvassers will call voters identified as Latino/a ages 18-25 for the Primary. Those contacted in the Primary will be contacted in the General Election.
- Voters contacted only in the Primary Election: canvassers will call voters identified as Latino/a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



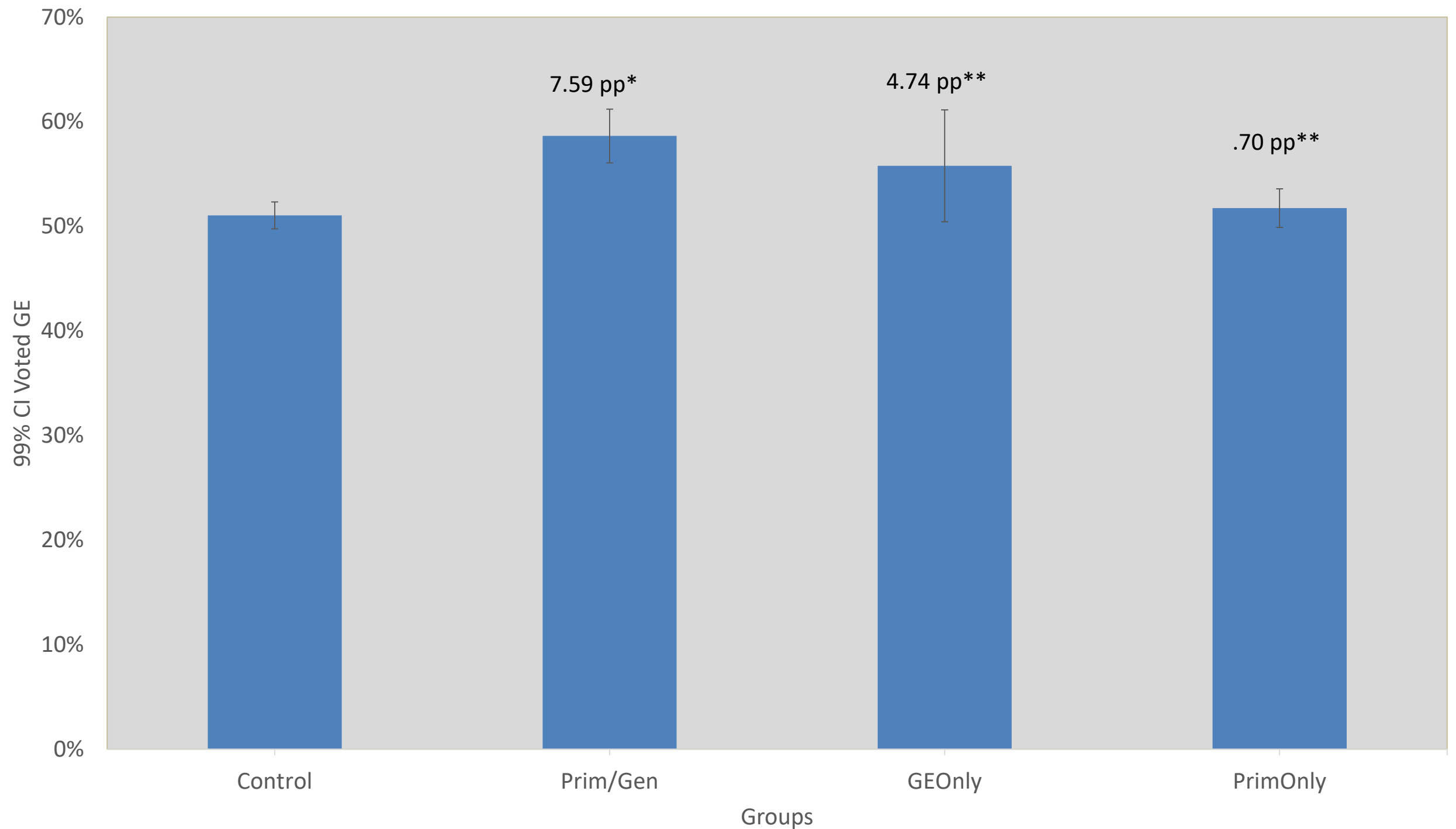
***Difference is not significant at $p > .01$

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.

Dorian Caal
Director of Civic Engagement Research
dcaal@naleo.org

www.naleo.org