VOTOLATINO FOUNDATION

VOTOLATINO

2020 SUMMARY

VOTE

VOTE

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Who We Are

Voto Latino Foundation (VLF) is the largest Latinx voter registration organization in the country. VLF is a non-profit, non-partisan 501(c)(3) organization. **Our mission is to empower Latinx youth to drive progressive change in their communities and within their own households.** We believe one of the best ways to build coalitions across the Latinx communities, starts by building relationships with and organizing with younger Latinx voters.

Voto Latino has spent 16 years building its name recognition amongst the Latinx community as a trusted messenger. A 2018 Voto Latino/Change Research exit poll found that VL brand trust and name recognition among 18 to 33-year-olds Latinx was second only to the United Farm Workers. More recently, a June poll of Latinx voters across six battleground states found that respondents were more likely to engage with mail with Voto Latino's logo than a generic civic engagement organization's logo -- these findings were magnified across first-generation Latinx individuals and native Spanish speakers.

Younger Latinx voters are a sizable and emerging voting demographic bloc: Currently, 66% of Latinos in the US are under the age of 33, and in 2020, for the first time ever, this group became the second largest voting block in the country. Making it a critical imperative to continue making inroads within this community. And we believe we are the best equipped to do it: VLF is among the top 5 voter registration outfits in the nation and the largest and only Latinx organization on the list. VLF applies 16 years of digital learnings to engage those most difficult to reach within the Latinx community. Most recently, a 2020 voter registration experiment conducted by VLF was awarded the Expy by the Analyst Institute.

Voto Latino (VL) reaches over 22 million viewers a month through its digital platforms. Voto Latino is a non-profit 501(c)(4) organization. Through innovative digital campaigns, culturally relevant programs and authentic voices, VL is constantly working to shepherd the Latinx community towards a full realization of its political power.

What We Did in 2020

The 2020 Election and the work of Voto Latino and the Voto Latino Foundation shattered records and succeeded beyond any of our initial objectives, despite the historical headwinds we faced registering voters amidst the COVID-19 pandemic. This cycle, Voto Latino's work to register young voters, was critical in helping to flip Arizona and Georgia from Red to Blue -- sending Joe Biden and Kamala Harris to the White House. We also successfully helped defend Nevada and Wisconsin, sent four new Senators to Washington from Arizona, Colorado, and Georgia. All while turning North Carolina and Texas purple.

Here's a few numbers to break down our successes in 2020:

617,714
completed voter registration applications collected as of Nov 2020 (VL & VLF)

547,714 through traditional digital VR
70,000 through attributional work

77.2%
of all VL/VLF registered voters voted in the 2020 election

3.7 MILLION
new and low-propensity GOTV targets (in addition to VL/VLF registrants)

100% People of Color
Multi-model campaign combining digital, mail, SMS, and radio

5 MILLION
pieces of mail delivered

6.8 MILLION
texts sent

482 MILLION
non-paid digital impressions served

260+
Influencers & Celebrities

7,315
Volunteers

6,000
Rides to the polls given

The following provides key data and metrics of VL and VLF's 2020 last-click, voter registration work using recently updated voter file data provided by TargetSmart and analysis by Clarity Campaign Labs. The following does not include Voto Latino's attributional voter registration work.

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316,715 net registrants	**112,750** net registrants
60% under the age of 35	**57%** under the age of 35
58% female	**58%** female
54% likely non-college	**51%** likely non-college
76% voted in the 2020 general election	**80%** of registrants voted in the 2020 general election
83% of registered voters voted early in the 2020 general election	**85%** of registered voters voted early in the 2020 general election

In addition to voter registration, recognizing the importance of mobilizing Latinx communities to vote-by-mail and early vote, Voto Latino ran a successful 501(c)(4) turnout program centered around increasing Latinx vote-by-mail and early vote turnout across several key states, targeting a universe of 3.7 million new and low-propensity voters. Running a 501(c)(4) campaign allowed Voto Latino to target universes based on partisan resources such as party affiliation, partisan score, and down the ballot electoral opportunities.

The following memo further details our key 2020 successes, the emerging trends among Latinx voters, and what we plan to do to mobilize and empower the Latinx community in 2021 and beyond.

The Latinx Voting Bloc Transformed 2020

For the first time in history, Latinx voters became the second largest voting bloc in the United States. While the exact number is approximate, most experts estimate that 16.6 million Latinos voted in 2020, an increase of 30.9% over the 2016 presidential election. By comparison, turnout was 15.9% greater among voters of all races. *This is a staggering surge.*
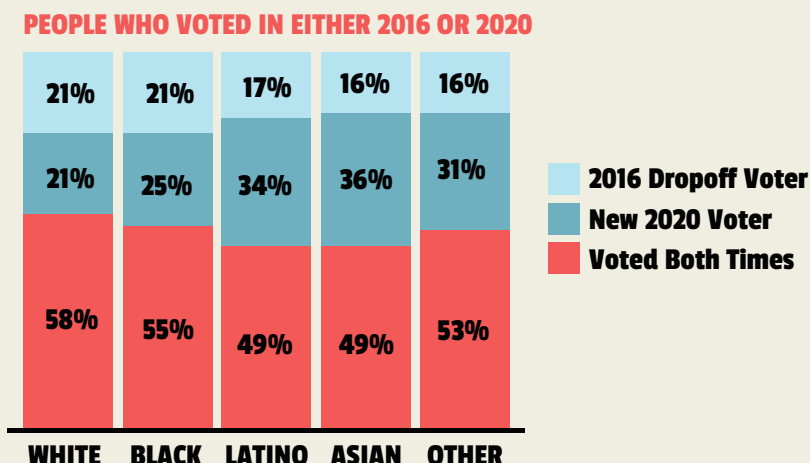
LATINX VOTES BY CYCLE
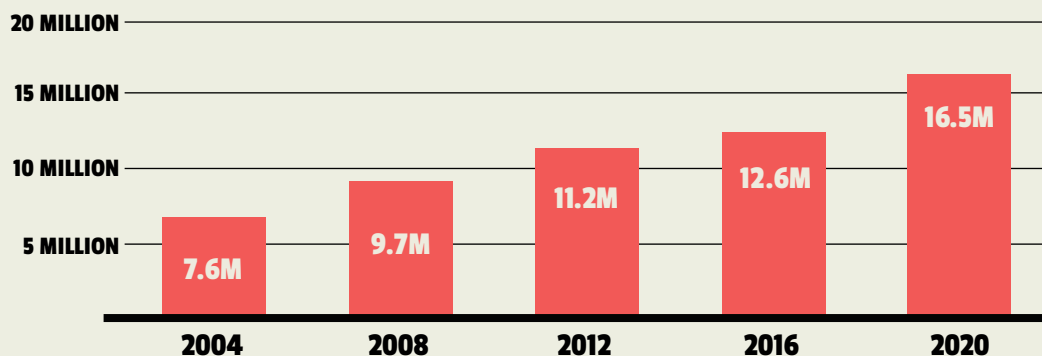
Young Latinx voters provided the growth needed in many states to flip from red to blue. In states like Arizona, Colorado, Georgia, North Carolina, Nevada, and Virginia, young Latinx (18-29) voters made up the largest bloc of Latinx voters, based on 2020 general election turnout data. [1]

BREAKDOWN OF 2020 LATINX TURNOUT BY AGE AND STATE

STATE	AGE 18-29	AGE 30-39	AGE 40-49	AGE 50-59	AGE 60+
ARIZONA	27.5%	19.9%	16.5%	14.6%	21.5%
COLORADO	26.2%	20.3%	16.7%	14.7%	22.1%
FLORIDA	16.7%	17.3%	18.2%	19.3%	28.5%
GEORGIA	31.4%	20.2%	17.8%	16.1%	14.5%
N. CAROLINA	34.2%	19.4%	17%	15.2%	14.2%
NEW MEXICO	16.3%	17.2%	16.1%	17%	33.5%
NEVADA	29.8%	21.2%	16.4%	15.1%	17.6%
PENNSYLVANIA	19.5%	21.1%	20%	18.7%	20.6%
TEXAS	21.2%	18.6%	18.1%	17.1%	25%
VIRGINIA	24.3%	19.6%	19.6%	18.1%	18.4%
WINSCONSIN	12.5%	22.2%	22%	20.8%	22.5%

[1] Based on 2020 state-level voter file data provided by Target Smart and modeled race provided by Civis Analytics

The chart below highlights the growth in "New 2020 Voters" by race -- the largest percentage of new voters being either Latinx or Asian:

PEOPLE WHO VOTED IN EITHER 2016 OR 2020

	WHITE	BLACK	LATINO	ASIAN	OTHER
2016 Dropoff Voter	21%	21%	17%	16%	16%
New 2020 Voter	21%	25%	34%	36%	31%
Voted Both Times	58%	55%	49%	49%	53%

Additionally, young Latinx voters are estimated to have supported Biden at significantly higher rates (>10%) than their older counterparts. In purple states, like North Carolina and Texas, young Latinx voters are the fastest growing demographic and expected to become the largest Latinx voting bloc within the decade.

Here are a few more numbers:

- **EVERY 30 SECONDS A LATINX INDIVIDUAL TURNS 18**
- **BY 2032, THE OVERALL LATINX ELECTORATE IN THE SOUTH WILL HAVE GROWN BY TWO-THIRDS[2]**
- **12 MILLION ARE ELIGIBLE TO VOTE BUT NOT YET REGISTERED[3]**
- **MEDIAN AGE OF U.S. BORN LATINOS IS 30 VERSUS THE MEDIAN AGE OF 44 FOR U.S. WHITE POPULATION**

In addition to age, geography played a key role in the Latinx vote. Across identities and demographics, urbanicity often correlates with vote choice. For example, Latinx voters in Arizona voted for President Biden at roughly 64% (based on exit polling); however, in large counties like Maricopa, Pima, and Yuma, the number hovers above 75%, based on numerous exit polls. Additionally, the same phenomenon can be said for Texas. Much of the current media's attention has been focused on the Rio Grande Valley. While it is significantly more rural than other parts of the state, it only covers an estimated 15% of the Latinx electorate. Furthermore, young Latinx audiences disproportionately make up a smaller percentage of the voting population in rural areas.

The coming months will help provide clarity to the many unknowns about the Latinx vote, as states will turn voter files containing 2020 general election vote history at a more localized level. County boards of elections will provide final precinct level data, and GOTV experiments from 2020 will be able to provide outcomes. This localized data will allow Latinx advocacy organizations to hone in on what worked, what didn't and what we need to do to better harness this group moving forward.

One thing is for sure, as we enter the 2022 election cycle -- young Latinx voters will become an increasingly larger share of the electorate overall in key battleground states. Our ability to successfully communicate with and engage young Latinx voters will dramatically affect election outcomes. That is why Voto Latino is gearing up right now.

[2] https://www.facingsouth.org/series/young-latino-voters-rise-new-generation-southern-latino-voters
[3] This number is an estimate based on the Census Voting & Registration in the Election of 2020 Report
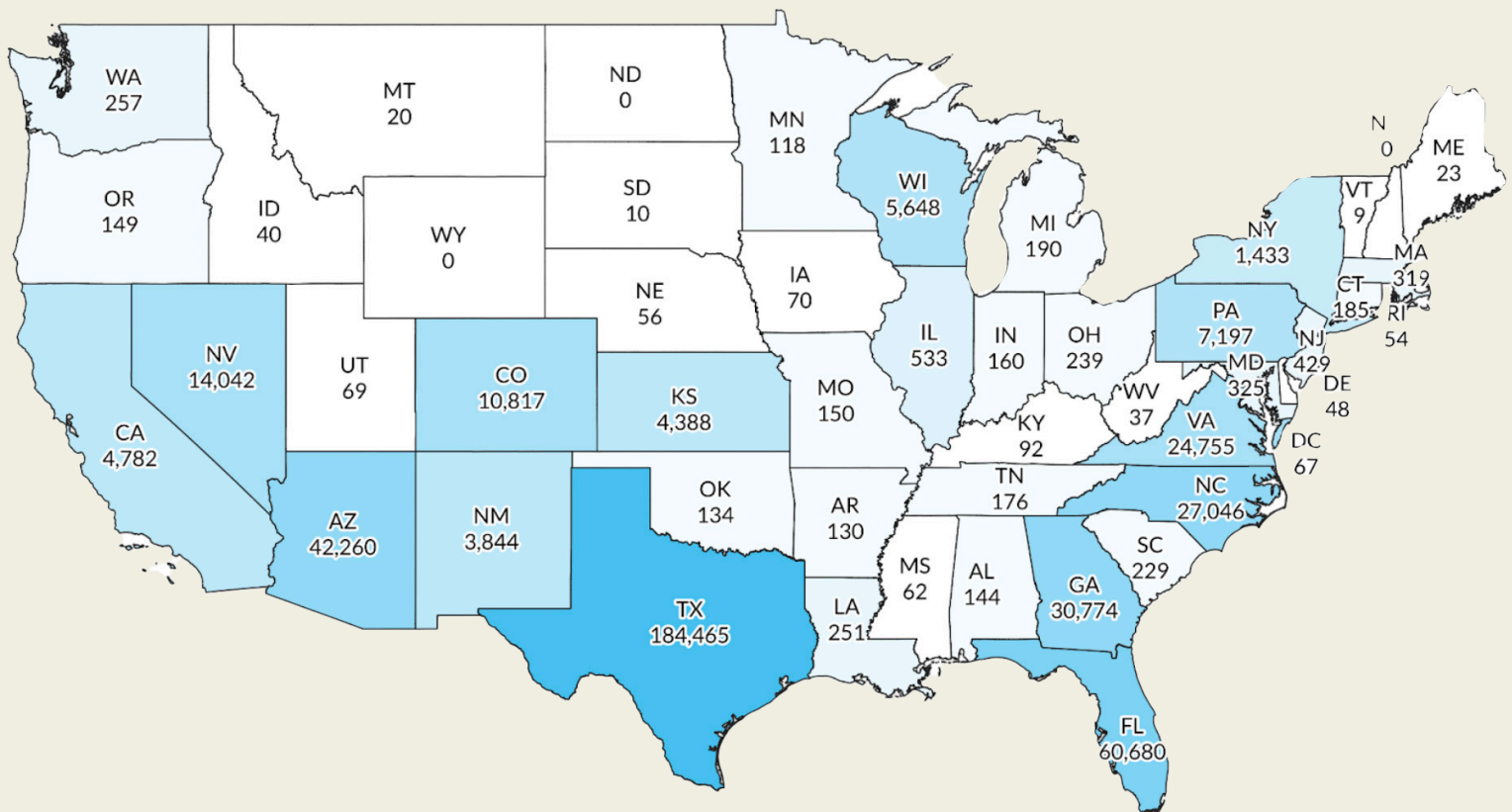
Voter Registration

In the wake of COVID-19, voter registration rates across the country plummeted as opportunities to safely conduct in-person programming were limited. The share of Democratic new registrants reduced dramatically, especially in key swing states. A June 2020 study found that, as a result of COVID-19, registration rates amongst young voters and communities of color were lower than 2016 in the critical battlegrounds of AZ, CO, FL, MI, and NV. In essence, the COVID-19 pandemic completely halted our hard fought progress - presenting a once-in-a-hundred-year challenge that forced us to rethink the way we organized entirely, almost overnight

So, we mobilized rapidly, frontloading our voter registration efforts, reaching 58% of its goal of 500,000 new voters by September 1st, and identifying an expansion budget to surpass that goal by election day. Voto Latino ended Election Day with 617,714 complete applications -- surpassing our goal of 500k by 120%. In many cases, Voto Latino's new registrants constituted the margin of victory for many up and down ballot candidates, including Joe Biden, in key states.

COMPLETE APPLICATIONS

Year	Complete Applications
2012	76,585
2014	51,221
2016	177,218
2018	202,399
2020	617,714
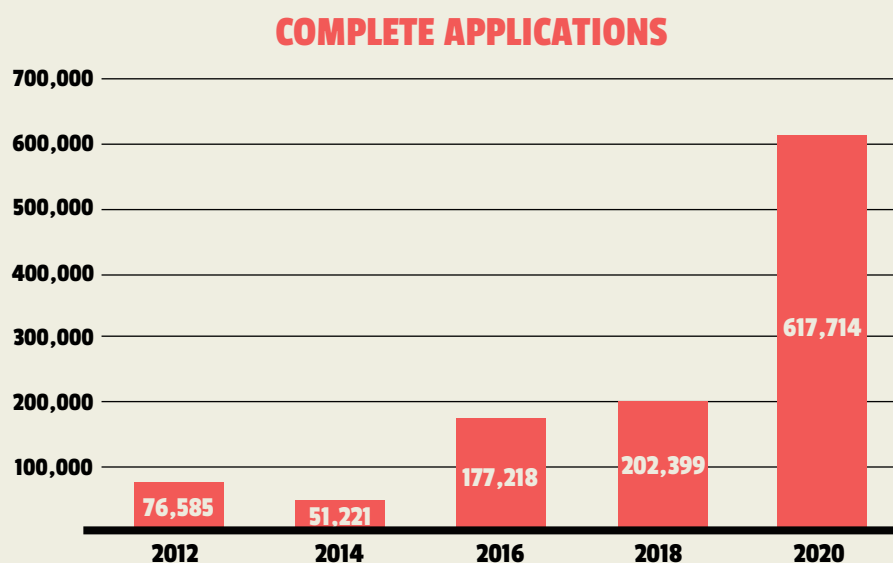
In order to achieve this success, Voto Latino used a digital-first approach, layering in SMS and mail for certain audiences. The digital-first approach enabled Voto Latino to directly communicate with its intended audience during COVID when many traditional forms of communication and canvassing were unsuitable (door knocking, site-based canvassing, et cetera). Voto Latino's digital program employed numerous datasets and targeting techniques to effectively reach young Latinx voters. Over one hundred variations of hyper-targeting methods were tested this cycle -- ranging from direct 1-to-1 matching to mobile-ID matches and location-based targeting. The program pioneered new methods of voter contact while bringing in often inaccessible audiences. The program also created new standards and measurement techniques for attributional voter registration programming. One of Voto Latino's innovative digital voter registration experiments was awarded the Expy Award by the Analyst Institute.
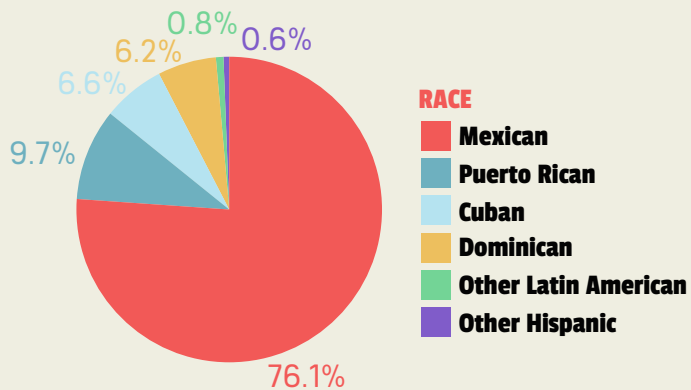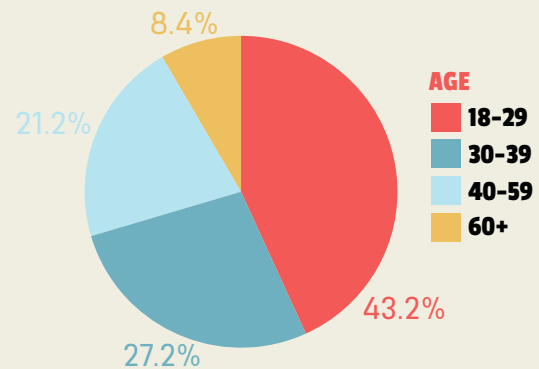
VL + VLF Successful Registrants by State

WA 257
MT 20
ND 0
MN 118
ME 23
OR 149
ID 40
SD 10
WI 5,648
MI 190
N 0
VT 9
NY 1,433
MA 319
WY 0
IA 70
NV 14,042
UT 69
CO 10,817
NE 56
IL 533
IN 160
OH 239
PA 7,197
CT 185
RI 54
CA 4,782
KS 4,388
MO 150
WV 37
MD 325
NJ 429
DE 48
AZ 42,260
NM 3,844
OK 134
AR 130
KY 92
VA 24,755
DC 67
TN 176
NC 27,046
TX 184,465
MS 62
AL 144
GA 30,774
SC 229
LA 251
FL 60,680

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2020 VOTER REGISTRATION

PROGRAMMING	COMPLETE APPLICATIONS	REGISTERED VOTERS
LAST-CLICK	405,579	316,715
ATTRIBUTIONAL	70,000	70,000
TOTAL	475,579	386,715

NEW+ RE-REGISTRANTS BY ETHNICITY (LATINO)

0.8% 0.6%
6.2%
6.6%
9.7%
76.1%

RACE
- Mexican
- Puerto Rican
- Cuban
- Dominican
- Other Latin American
- Other Hispanic

NEW+ RE-REGISTRANTS BY AGE

8.4%
21.2%
43.2%
27.2%

AGE
- 18-29
- 30-39
- 40-59
- 60+

NEW+ RE-REGISTRANTS BY GENDER

42%
58%

GENDER
- FEMALE
- MALE

NEW+ RE-REGISTRANTS BY EDUCATION

45.2%
54.8%

EDUCATION
- Likely College
- Likely Non-College

NEW+ RE-REGISTRANTS BY MARITAL STATUS/GENDER

12.8%
15.1%
45.2%
26.9%

MARITAL STATUS/GENDER
- Likely Unmarried Female
- Likely Unmarried Male
- Likely Married Male
- Likely Married Female

NEW+ RE-REGISTRANTS BY HOUSEHOLD INCOME

4.3%
17.7%
34.3%
43.7%
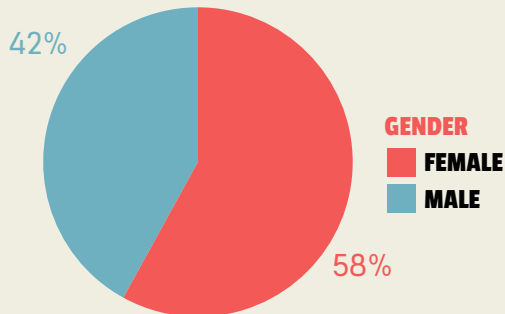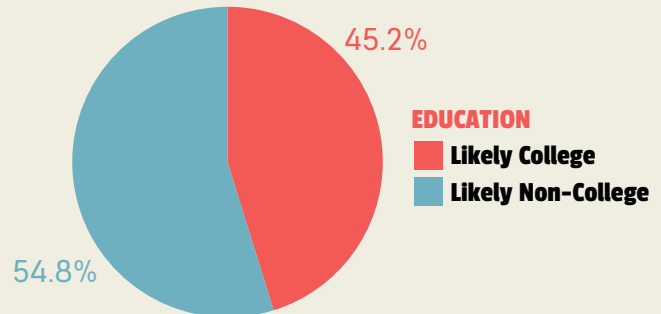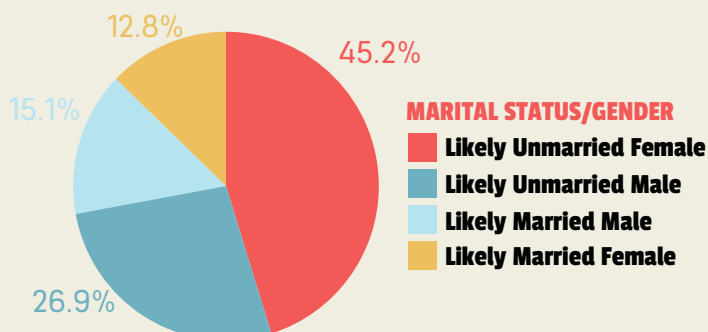
HOUSEHOLD INCOME
- Under 50K
- 50K-125K
- 125K-250K
- 250K+
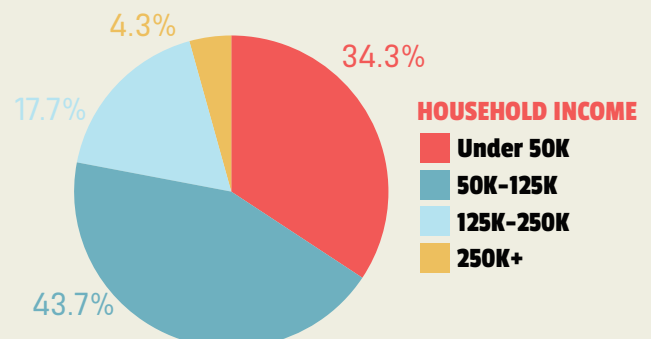
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2020 VOTER REGISTRATION

COMPLETE APPLICATIONS	142,478
REGISTERED VOTERS	112,750

NEW+ RE-REGISTRANTS BY ETHNICITY (LATINO)
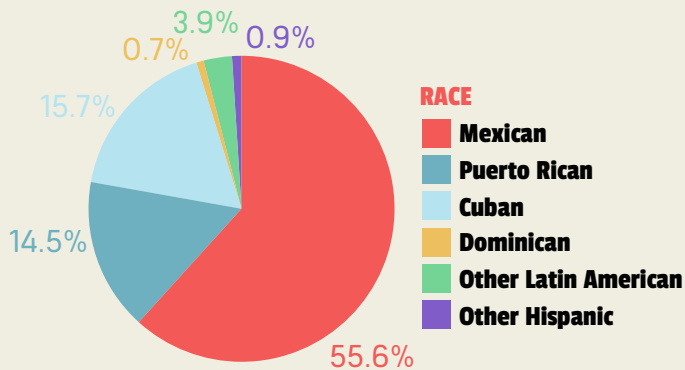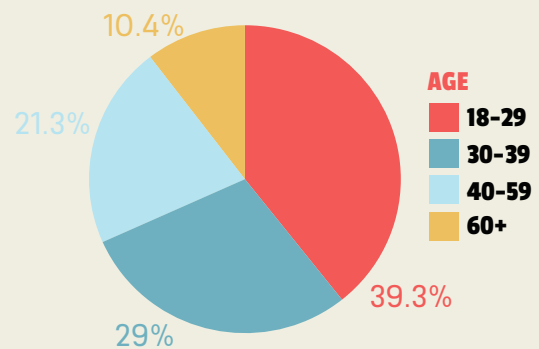
3.9% 0.9%
0.7%
15.7%
14.5%
55.6%

RACE
- Mexican
- Puerto Rican
- Cuban
- Dominican
- Other Latin American
- Other Hispanic

NEW+ RE-REGISTRANTS BY AGE

10.4%
21.3%
29%
39.3%

AGE
- 18-29
- 30-39
- 40-59
- 60+

NEW+ RE-REGISTRANTS BY GENDER

42.2%
57.8%

GENDER
- FEMALE
- MALE

NEW+ RE-REGISTRANTS BY EDUCATION

48.8%
51.2%

EDUCATION
- Likely College
- Likely Non-College

NEW+ RE-REGISTRANTS BY MARITAL STATUS/GENDER

15.4% 15.5%
26.7%
42.3%

MARITAL STATUS/GENDER
- Likely Married Female
- Likely Married Male
- Likely Unmarried Female
- Likely Unmarried Male

NEW+ RE-REGISTRANTS BY HOUSEHOLD INCOME

5.3%
30.5%
19.7%
44.6%
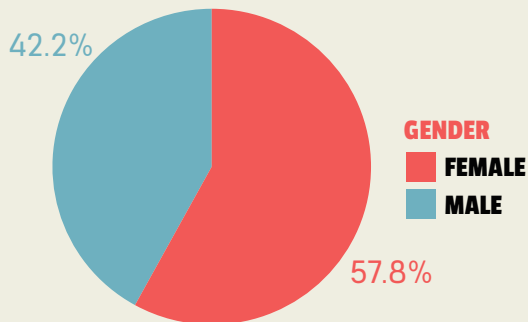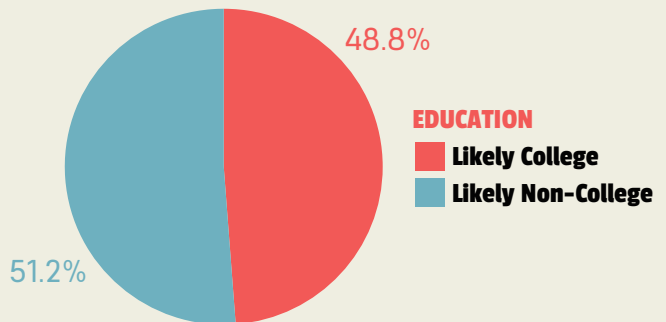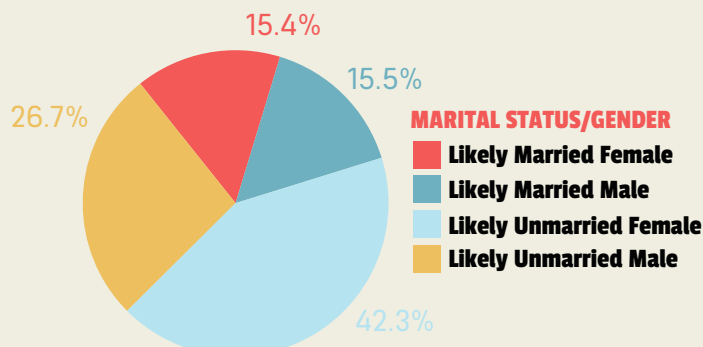
HOUSEHOLD INCOME
- Under 50K
- 50K-125K
- 125K-250K
- 250K+
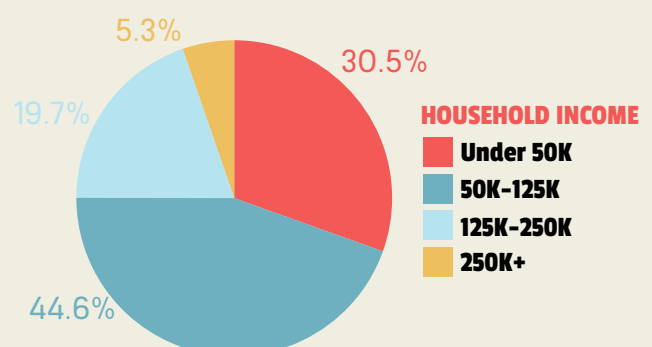
2020 Voter Turnout Programming

Voto Latino's 2020 voter turnout efforts were the largest in the organization's history -- targeting more than 3.7 million new and low-propensity voters of color, in addition to its internal universe of registrants, volunteers, and subscribers. The paid program focused on increasing turnout amongst new and low-propensity, high partisan, voters of color (predominantly Latinx) across Arizona, Florida, North Carolina, Pennsylvania, Nevada, and Texas. The result was a massive expansion of new voters and non-voters which helped President Biden expand his base and flip states from red to blue.

The efforts were multi-model and focused on increasing early and absentee voting in addition to overall turnout. The program's digital communication incorporated traditional platforms like Facebook and Google, other platforms such as programmatic ads, premium video, on-demand, and more which were previously tested by VL and demonstrated a high level of effectiveness. The program layered in nearly 4.6 million and 5.7 million peer-to-peer messages. In addition, VL utilized mass communication methods, such as Spanish radio and billboards, in geographies with high Latinx Democratic vote shares. All VL turnout related communication, direct and mass, utilized best practices based on prior research. Digital and mail featured vote history specific social pressure. Radio and SMS featured "make-a-plan" messaging.

Program Highlights:

- **3.7 MILLION TARGETS**
- **$9+ MILLION SPENT ON DIGITAL INVENTORY**
- **$250K ON SPANISH-LANGUAGE RADIO**
- **4.6 MILLION PIECES OF DIRECT MAIL**
- **5.7 MILLION PEER-TO-PEER MESSAGES**
- **260+ INFLUENCERS**
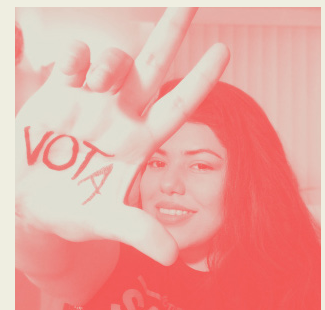
The result was an unprecedented Latinx, particularly young Latinx, turnout across key battleground states. An estimated 16.6 million Latinos turned out in 2020, an increase of 30.9% over 2016.

STATE	2016 LATINX VOTE	2020 LATINX VOTE	PERCENT CHANGE
ARIZONA	543,000	814,000	149.91%
COLORADO	237,000	315,000	132.91%
FLORIDA	1,552,000	1,789,000	115.27%
GEORGIA	161,000	178,000	110.56%
NEVADA	196,000	239,000	121.94%
NEW MEXICO	276,000	290,000	105.07%
NORTH CAROLINA	186,000	240,000	129.03%
PENNSYLVANIA	229,000	270,000	117.90%
TEXAS	1,938,000	2,972,000	153.35%

Texas Early Vote RCT

In an effort to bake in accountability and learnings, Voto Latino ran a randomized control trial during the in-person early voting in Texas -- October 21 to October 30. The experiment aimed to produce a meaningful increase in early-voting rates and turnout overall in the treatment group compared to the control group[4]. The experiment delivered nearly 13 million digital impressions and 655k pieces of individual mail.

The experiment universe:

- GEOGRAPHY: TEXAS
- VOTER FILE RACE: LATINX
- EVER EARLY VOTED: 0%
- AVERAGE PRESIDENTIAL TURNOUT SCORE: 40
- AVERAGE PARTISAN SCORE: 86
- FEMALE: 60%

It is important to note that zero percent of the experiment universe had ever early voted in the past. Furthermore, only 16% of people in the experimental universe who were old enough to vote in the 2016 general election did so.

Treatment conditions:

- DIGITAL PRE-ROLL AND DISPLAY ADS USING VOTE HISTORY SOCIAL PRESSURE[5] (10/21-10/30)
- MAIL PIECE PROVIDING INFORMATION ABOUT HOW TO VOTE IN THE ELECTION (10/22-10/23)
- SECOND MAIL PIECE INCLUDING A VOTE HISTORY SPECIFIC VOTER REPORT CARD (10/26-10/27)

Typically, since voters are exposed to high volumes of GOTV programming during a presidential election year, RCTs fail to measure a statistically significant difference

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[4] It is important to note that individuals in the control group received Voto Latino GOTV programming AFTER the early vote window from 10/31 to 11/3

[5] In absence of vote history data, general "make a plan to vote" and "whether you vote is public information" language was used.

[6] The difference is significant at p<0.01

between treatment and control groups. However, Voto Latino's RCT in Texas increased turnout in a statistically significant way during the extraordinarily high-salience 2020 general election. **The program increased early voting at +0.4pp and overall voter turnout at +0.5pp[6].** To put the effects of this program into context, the average GOTV program conducted in a presidential election increases turnout by 0.2 percentage points. In other words, this program outperformed the average GOTV program conducted in a presidential election. The program run in Texas was similar in tactics and volume to programs VL ran in other target states.

Our Work to Support the 2020 Census

The 2020 census was the most critical in living memory. The data gleaned will be used to determine not only congressional boundaries for the next ten years but the results will impact the allocation of federal funding. Under the Constitution, every single person -- documented or undocumented-- in the United States is expected to take part in the census. Knowing this, the Trump administration attempted to subvert the objective nature of the census with a contrived citizenship question - plain and simple, they wanted to keep as many of us from voting as possible.

Luckily, the Supreme Court struck down Trump's aim to create "non-Hispanic, white Republican districts" by discouraging Latinx census participation. The Court found that his premise-to deter any person living within our borders to participate in the census and thus undermine suitable electoral representation-violated the law. Voto Latino fought back despite the former president's attempts to silence our voices, to ensure that our gente were counted and tax dollars would be correctly disbursed to our communities.

Targeted Census Digital Advertisements

Our work included targeted digital ads to encourage our online community to take the Census, sharing important updates throughout multiple shifting timelines. We provided information from a trusted source to an audience already apprehensive about the process. We achieved over 12 million impressions in hard-to-reach communities.

Our census partners included Comcast, Telemundo, Planned Parenthood Federation of America, Monterey County Census 2020, Services Immigrant Rights and Education Network (SIREN), and Univision. Collectively, we sent out 232,875 Census SMS messages.

VLF coordinated Peer-to-Peer texting activities with partners and sent out 256,172 volunteer powered messages around taking the Census, important reminders and updates to the deadline.

Voto Latino Foundation continued to engage our audience through October 15, 2020, the extended self-response deadline given by the U.S. Census Bureau, collecting over 20, 500 commitments from the community to take the Census, resulting in an estimated impact of over $205 million for the Latinx community. Our community-in which the average age is 19 years old-cannot afford to leave money on the table; money earmarked for schools, roads, healthcare, etc. The census is one of the best defenses we have for safeguarding our future.

VLF Impact Council

In 2020, Voto Latino Foundation (VLF) launched the VLF Impact Council, a national group with the objective of harnessing the power of major brands, celebrities, politicians, and influencers with hundreds of millions of social followers across industries and sectors to educate, engage, and empower the Latinx community. In 2021, the VLF Impact Council received honorable mention for PRWeek's Best in Influencer Impact Award.

Voto Latino co-founders Maria Teresa Kumar and Rosario Dawson serve as chairs of the VLF Impact Council, along with Zoe Saldana, Sec. Julian Castro, Selena Gomez, Senator Catherine Cortez Masto, Wilmer Valderrama, and now-Senator Alex Padilla. Individual members include Camila Morrone, Luis Fonsi, Los Tigres Del Norte,Buzzfeed's "Pero Like" cast, Arizona State Representative Daniel Hernandez, Marc Anthony, Jackie Cruz, Maná, former Colorado Speaker Crisanta Duran, Hispanic Executive publisher Pedro Guerrero, Poder Pac founder Ingrid Duran, Brandon Hernandez, LAMC founders Josh Norek and Tomas Cookman, Jorge Insua, AEM President Ivette Rodriguez Nevada State Senator Yvanna Cancela, and a host of others. The Council is also supported by major brands and corporate sponsors including Sony Music, Univision, Bank of America, Major League Baseball, Zumiez, Twitter, Warner Music Group, Steve Madden, Fuse, Universal Music Group, Chispa and more.

The Impact Council is composed of 267 partners who actively participated in amplifying and extending our organization's reach. Through four key activations (Rise Above Hate, Latinx Heritage Month, National Voter Registration Day and #PledgeToVote), 32.1 million unique social media impressions were earned from a total number of 2,109 posts. Additionally, our 2020 voter registration group helmed under this operation actively registered voters using VLF's innovative organizing tools.

VOTOLATINO.ORG

EN LA ¡LUCHA!

VOTOLATINO

Los Tigres Del Norte

zoesaldana

TOGETHE
CHANGE T
WE PROTEST. WE VOTE.
#ENLALUCHA
STER TO VOTE: VOTOLATINO.ORG

¡Hola,
mis Latinos!

VOTOLATINO.ORG
/ELECTIONCENTER

Rosario, here!

VOTOLATINO.ORG

18,751 likes
zoesaldana This #latinxheritagemonth, I'm joining @votolatino to fight for our community.

Fight for our
Fight for our
Fight for raci

camila ✔ @Camila_Cabel... · 10/20/20 ···
Have you made a plan to vote??? There is so much on the line this election. We have to make our voices heard so join me in making the pledge to vote today! #EnLaLucha. Head to votolatino.org/electioncenter/ and make the pledge! @votolatino

EN LA ¡LUCHA!
BallotReady
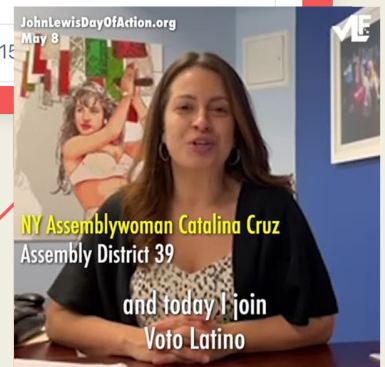EVERY CANDIDATE AND REFERENDUM, EXPLAINED.

Vote informed.
votolatino.org

1,323   1,815

JohnLewisDayOfAction.org
May 8

NY Assemblywoman Catalina Cruz
Assembly District 39
and today I join
Voto Latino

albertorosende ✔ ···

#NATIONALVOTERREGISTRATIONDAY
REGISTER TO VOTE!
VOTOLATINO.COM/REGISTER
Vote!
EN LA ¡LUCHA!

16,599 likes
albertorosende HOLD UP! STOP SCROL
Are you registered to vote?
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TODOS SOMOS DREAMERS

FHER DE MANÁ

Hello,
Latin America!

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Our Impact Online

Voto Latino's outreach audience numbers at 2.4 million subscribers on both the email and SMS lists. On social media, Voto Latino boasts 479,095 followers across platforms and achieved an audience gain of 64,648 people, a 48.2% increase over the previous year.
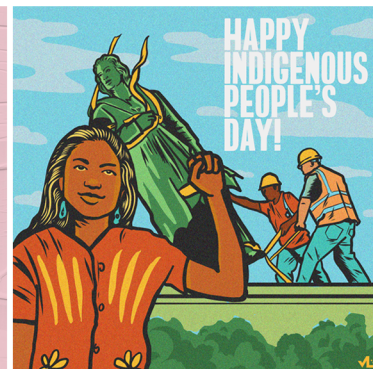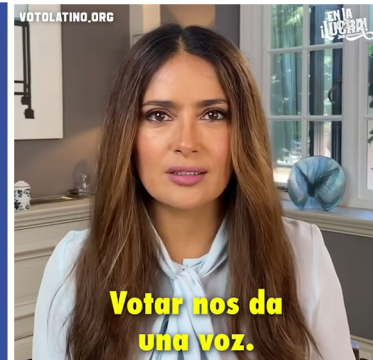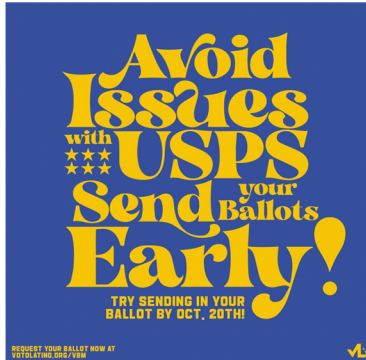
Between Jan 1st, 2020 and February 2nd, 2021, Voto Latino totaled 489,334,578 impressions. 45,549,484 came from Twitter, a 64.1% increase from previous year; 382,456,264 from Facebook, a 1,242% increase; and 61,328,830 on Instagram, a 846% increase. The organization received 6.6 million engagements across platforms.

- **On Facebook,** immigration-focused content was shared the most widely. Six out of Voto Latino's top 10 posts were about DACA, COVID news in relation to immigrant communities, and positive court decisions that affect immigration policy.

- **On Instagram,** our audience is very protective of our communities, our immigrant folks, and institutions that help POC (like the Post Office). The Vanessa Guillen news delivered our highest engaged post of all time with a whopping 68k likes and 69k shares. Our follow up to the post, asking our audience to reach out to their representatives, also drove excellent engagement.

- **On Twitter,** we found that uplifting, positive content is what people wanted. While Twitter sometimes tends to skew toward negative perceptions and thoughts, we made a concerted effort to amplify joy. Voto Latino's top post was a video of Nevada Latinos showing support for Joe Biden on horseback, with 36.3k likes, and 8.5k retweets. A little bit of happiness went a long way.

¡GRACIAS!