



The Association between Spanish-Language Media Consumption and Party Voting in U.S. Presidential Elections



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Introduction

- Language plays a critical part in political engagement, particularly among Latino voters in the United States. (Krogstad, 2024)
- Studies have shown that political messaging is more effective when in their preferred language and has demonstrated an higher voter turnout for Latinos (Binder et al., 2014; Ervin, 2015).
- Literature still lacks a clear understanding of the relationship between media consumption of Spanish-language news and partisan vote choice in the recent U.S. presidential election.

Research Questions

- Is there a relationship between consuming Spanish-language news media and presidential vote choice in the U.S. presidential election among Latino respondents?
- Does attention level to political media have a relationship with party voting?

Methods

Sample

- Data was drawn from the American National Election Survey (ANES) of 2024, a national survey of voters within the United States (full N=5,521)
- This analysis focuses on Latinos who receive and engage with political media in varying levels of attention, which reduced the final sample to n=25

Measures

- Presidential vote choice was measured with the question “For whom did R vote for?”, R meaning Latino responder. Responses were coded dichotomously as Democrat (1) or Republican (0).
- Language of political news and media was assessed using questions asking respondents about language they primarily receive political news. This variable was coded categorically into Spanish-language news, English-language news, or no regular consumption of political media.
- The level of attention participants pay to political news was evaluated using a question measuring how often respondents pay attention to politics and elections. This variable was coded dichotomously in terms of low attention and high attention.

Results

Bivariate

- Chi-square results showed **no significant association** between news language and presidential vote choice ($p = .918$).
- Both Spanish/bilingual (66.67% Democrat) and English news consumers (63.64% Democrat) voted in nearly identical proportions (Fig. 1).

Multivariate

- Logistic regression analyses showed that news language (O.R. = 0.90, 95% CI 0.07–11.70, $p = .935$) was not significantly associated with the likelihood of voting Democrat after controlling for political attention.
- Political attention (O.R. = 0.63, 95% CI 0.09–4.20, $p = .634$) was also not significantly associated with presidential vote choice.
- The extremely wide confidence interval (0.07–11.70) reflects the very small sample size and indicates that these estimates are highly unstable.

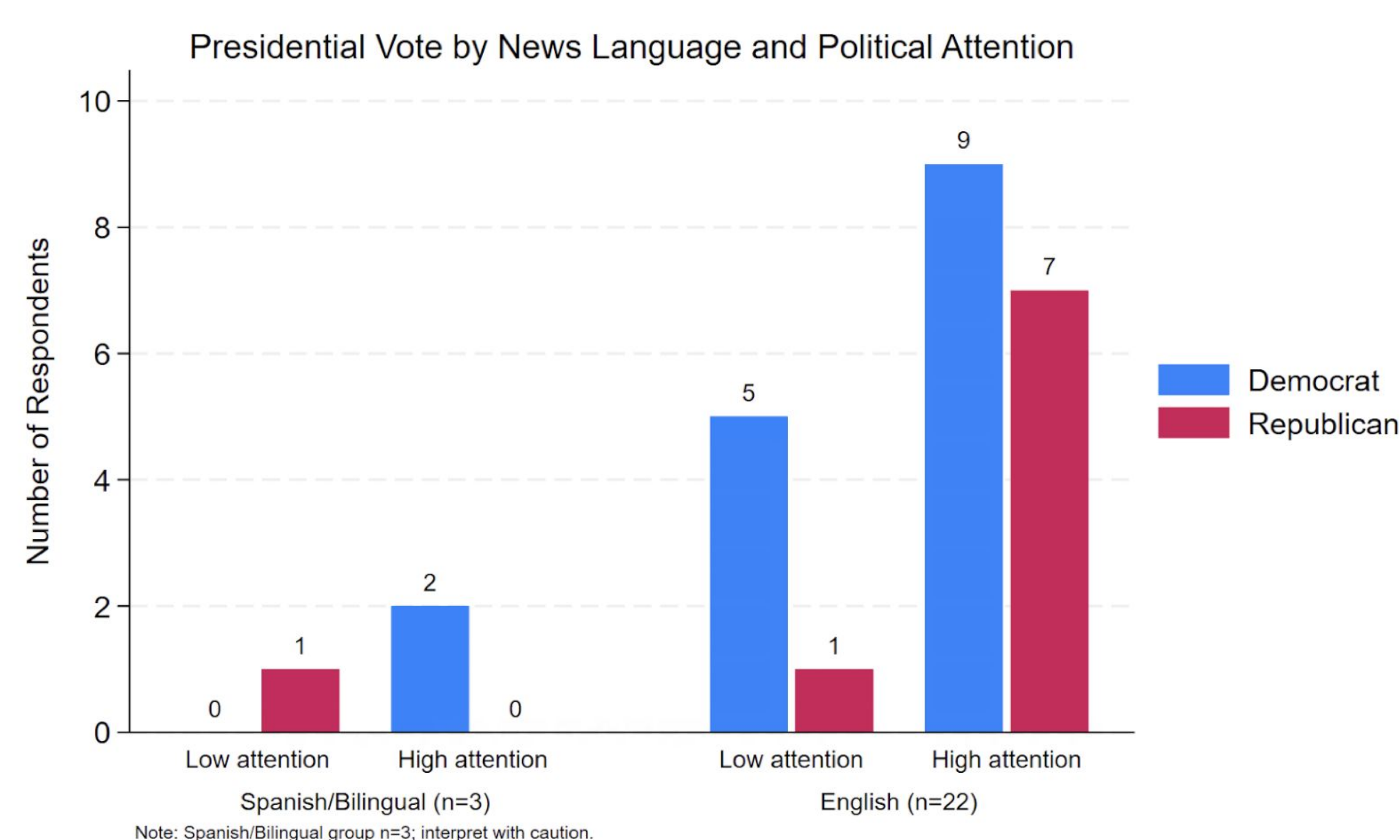


Figure 1: Presidential Vote by News Language and Political Attention

Discussion

- Across all three analyses — chi-square test, simple logistic regression, and multiple logistic regression — no statistically significant relationship was found between the primary language of political news consumption and presidential vote choice among Latino respondents.
- This research may contribute to future political campaigning and media marketing.
- Future research should use datasets with a larger focus on Latino respondents and examine specific Spanish-media outlets.

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