Supporting Information

¡Órale!: How Country-Specific Accents Limit The Effectiveness of Spanish-Language Campaign Appeals in the United States

Table of contents

A Bovitz/Forthright Study Information **41**

A.1 Study Design 41

A.2 Sample Demographics 44

B Ruling Out Alternative Explanations **46**

B.1 Manipulation Checks 47

B.2 Outcome Distributions 50

B.3 Survey Attention 50

C Additional Models **53**

C.1 Individual Outcomes 53

C.2 Covariates 53

C.3 Complier Model 54

C.4 Bilingual Model 55

D Equivalence Tests **55**

E Ethics **56**

A Bovitz/Forthright Study Information

A.1 Study Design

A.1.1 Experimental Manipulation

Survey respondents were exposed to one of two distinct audio clips. The clips were identical in content and only the *Spanish accent* was varied. While using a single voice actor for both clips would have been preferable to account for speaker-specific difference in tone and cadence, we were unable to find a voice actor able to accurately record both clips. As a result, we used two different voice actors and tried to have the delivery be as consistent as possible. The Mexican-accented clip was 39 seconds long and the Puerto Rican-accented clip was 38 seconds long. Both voice actors were male and of similar age ranges. We also used the same backing track for both recordings. To test for the possibility that some feature of the recording other than the accent impacted how the respondents recieved the treatment, we compare passage rates for the factual manipulation check between conditions. We find that passage rates are nearly identical between treatment conditions (62.3% vs 62.5%).

The content in the ad was adapted from a real world Spanish-language ad aired by Chicago Congressman Chuy García in his run for Mayor of Chicago in 2023.[1]

[1] "Sueño American," Chuy Garcia for Chicago 2023



Figure 3: Screen shown to survey respondents when listening to audio clip

A.1.2 Outcome Measures

Table 2: Outcome Measures

Category	Item	Responses
Candidate Evaluation Index	How likely are you to vote for Julio Ramirez if he were running for mayor in your city or town?	Very unlikely (1) Somewhat unlikely (2) Neither likely nor unlikely (3) Somewhat likely (4) Very likely (5)
Candidate Evaluation Index	How well represented would you feel with mayoral candidate Julio Ramirez in office?	Not well at all (1) Slightly well (2) Moderately well (3) Very well (4) Extremely well (5)
Candidate Evaluation Index	How much do you think you can trust mayoral candidate Julio Ramirez?	None at all (1) A little (2) A moderate amount (3) A lot (4) A great deal (5)
Candidate Evaluation Index	Based on what you heard, do you like mayoral candidate Julio Ramirez?	Dislike a great deal (1) Dislike somewhat (2) Neither like nor dislike (3) Like somewhat (4) Like a great deal (5)
Community Commitment	How committed do you think mayoral candidate Julio Ramirez is to the Latino/Hispanic community?	Not committed at all (1) Not too committed (2) Somewhat committed (3) Very committed (4) Extremely committed (5)
Community Commitment	How committed do you think mayoral candidate Julio Ramirez is to the Mexican-American community?	Not committed at all (1) Not too committed (2) Somewhat committed (3) Very committed (4) Extremely committed (5)
Latino Commonality	Thinking about things like culture and traditions, how much do you have in common with each of the following groups? Latinos/Hispanics	Nothing (1) A little (2) A moderate amount (3) A lot (4)
Latino Commonality	Thinking about things like political values and goals, how much do you have in common with each of the following groups? Latinos/Hispanics	Nothing (1) A little (2) A moderate amount (3) A lot (4)

A.1.3 Scale Validation

We use the same outcome measure employed by Zárate, Quezada-Llanes, and Armenta (Zárate, Quezada-Llanes, and Armenta 2024). To further validate the measure, we ran a factor analysis indicating that all items load strongly onto a single factor, as expected. The index has a Cronbach's Alpha of $\alpha = 0.91$.

Table 3: Scale Validation: One-Factor Loadings

Item	One-Factor
How likely are you to vote for Julio Ramirez if he were running for mayor in your city or town?	0.83
How well represented would you feel with mayoral candidate Julio Ramirez in office?	0.87
How much do you think you can trust mayoral candidate Julio Ramirez?	0.85
Based on what you heard, do you like mayoral candidate Julio Ramirez?	0.83

A.2 Sample Demographics

Table 4: Interview Sample

Variable	Category	Overall, N = 953	Mexican Accent, N = 469	PR Accent, N = 484
Age Buckets	18-29	218 (23%)	100 (21%)	118 (24%)
	30–44	402 (42%)	207 (44%)	195 (40%)
	45–64	244 (26%)	129 (28%)	115 (24%)
	65+	89 (9%)	33 (7%)	56 (12%)
Education (2)	College	305 (32%)	161 (34%)	144 (30%)
	Non-College	648 (68%)	308 (66%)	340 (70%)
Education (3)	College	305 (32%)	161 (34%)	144 (30%)
	HS or Less	269 (28%)	136 (29%)	133 (27%)
	Some College	379 (40%)	172 (37%)	207 (43%)
Gender	Man	500 (52%)	259 (55%)	241 (50%)
	Non-Binary/Other	13 (1%)	4 (1%)	9 (2%)
	Woman	440 (46%)	206 (44%)	234 (48%)
Generation Status	First Gen	94 (10%)	44 (9%)	50 (10%)
	Second Gen	428 (45%)	219 (47%)	209 (43%)
	Third Gen	248 (26%)	119 (25%)	129 (27%)
	Fourth Gen +	175 (18%)	82 (17%)	93 (19%)
	Missing	8 (1%)	5 (1%)	3 (1%)
Party ID	Democrat	551 (58%)	262 (56%)	289 (60%)
	Independent	129 (14%)	62 (13%)	67 (14%)
	Other	13 (1%)	6 (1%)	7 (1%)
	Republican	260 (27%)	139 (30%)	121 (25%)

B Ruling Out Alternative Explanations

We find no support for hypothesis H2, that accent incongruence shapes perceptions of Latino commonality. To evaluate the robustness of this null result, we consider several alternative explanations using the framework by Kane (2025). To assess whether nulls are due to inattention, we examined both a pre-treatment mock vignette check (MVC) (Kane, Velez, and Barabas 2023) and a post-treatment factual manipulation check (FMC) (Kane and Barabas 2019). While there is no gold standard for survey attentiveness (Berinsky et al. 2024), we find that the sample is modestly attentive, with no differential attention between survey conditions. Re-estimating models with an interaction between treatment and MVC scores yields roughly similar effects across levels of attentiveness. Additional details on respondent attention in SI B.3. The FMC also performed reasonably – 62% of respondents in both conditions got the check correct. Additional details in SI B.1.

Manipulation checks indicate that respondents recognized the accents as intended. In the Mexican condition, 60% correctly identified the accent, and in the Puerto Rican condition, 66% recognized the accent as not Mexican, suggesting the treatment was credible. Concerns about pre-treatment exposure are minimal, as the survey was fielded in April 2025, outside campaign season. Ceiling and floor effects also appear limited. Although responses for the identity outcomes are clustered toward the higher end of the scale, our hypothesis predicted downward shifts rather than upward ones. Figure 5 in SI B.2 shows the distribution for both group commonality outcomes, indicating ample room for movement in the expected direction.

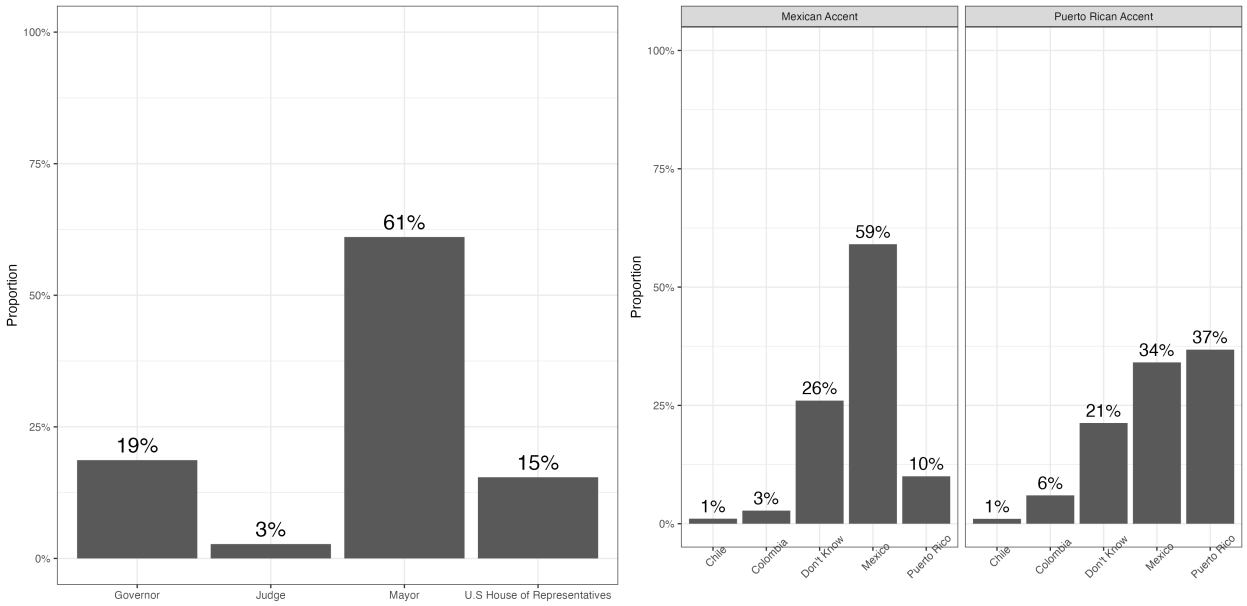
Measurement of the identity outcomes is also theoretically appropriate: the goal is to assess whether exposure to an incongruent accent alters how individuals perceive their relationship to

the broader group. The political and cultural commonality items are modestly correlate with other identity-related measures such as Latino identity centrality ($r = 0.49$ and $r = 0.58$, respectively), supporting their validity. We also have no reason to expect countervailing effects within our Mexican-origin sample.

Finally, we consider statistical power. Our design is powered to detect main effects of about 0.04 on the 0-1 scale. We conduct equivalence tests using the two one-sided test (TOST) framework. For the null candidate evaluation outcome, we adopt a smallest effect size of interest (SEOI) of ±0.04, based on prior work. The estimated effect is -0.012 and equivalence tests confirm the effect is statistically equivalent to zero at this threshold ($p=0.028$). For the identity outcomes, where no clear benchmark exists, we implement a SESOI sensitivity analysis. For cultural similarity, equivalence holds at bounds of ±0.05 or larger. For political similarity, equivalence holds at ±0.04. These are modest thresholds and the point estimates themselves are substantively small (0.02 and 0.01, respectively). Taken together, these results suggest that accent incongruence influences candidate evaluations but does not meaningfully alter perceptions of Latino commonality.

B.1 Manipulation Checks

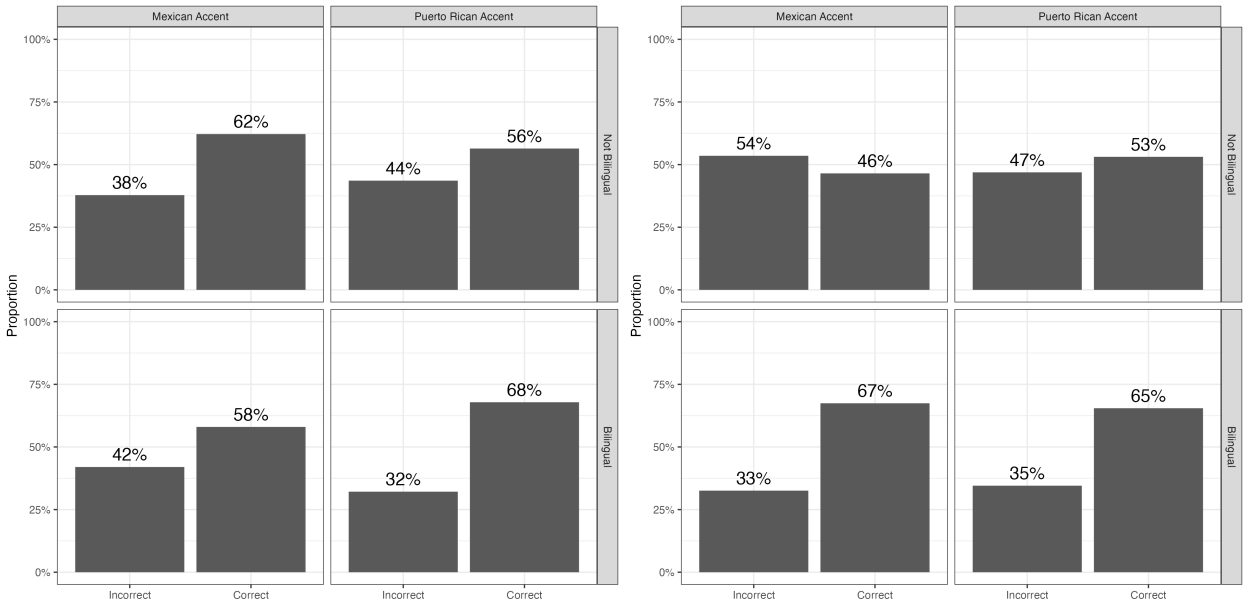
We incorporated two distinct manipulation checks in the survey. Following the experimental manipulation, respondents were asked a factual manipulation check (Kane and Barabas 2019) that asked respondents to identify the office the candidate was running for. Respondents were also asked to identify the accent of the speaker. Figure 4 visualizes the results of both questions.



(a) Factual Manipulation Check (b) Accent Check

Figure 4: Manipulation Checks

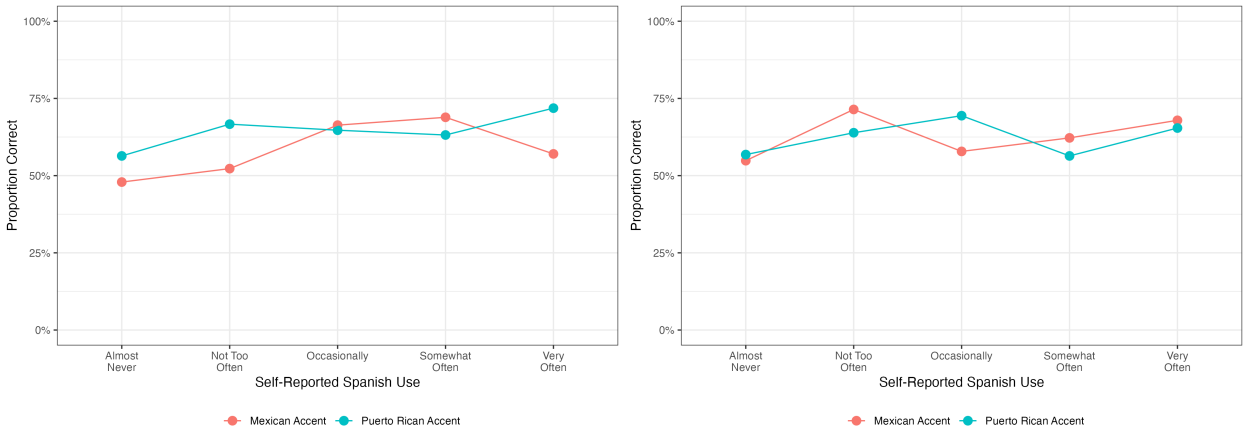
The figures below evaluate the manipulation check passage rates by level of Spanish proficiency. Across both checks as well as both measures of proficiency, respondents have similar passage rates.



(a) Accent Check — Bilingual (Quiz)

(b) FMC — Bilingual (Quiz)

Figure 5: Manipulation Check Accuracy by Bilingual Status (Quiz-Based)



(a) Accent Check — Self-Reported Spanish Use

(b) FMC — Self-Reported Spanish Use

Figure 6: Manipulation Check Accuracy by Self-Reported Spanish Use

B.2 Outcome Distributions

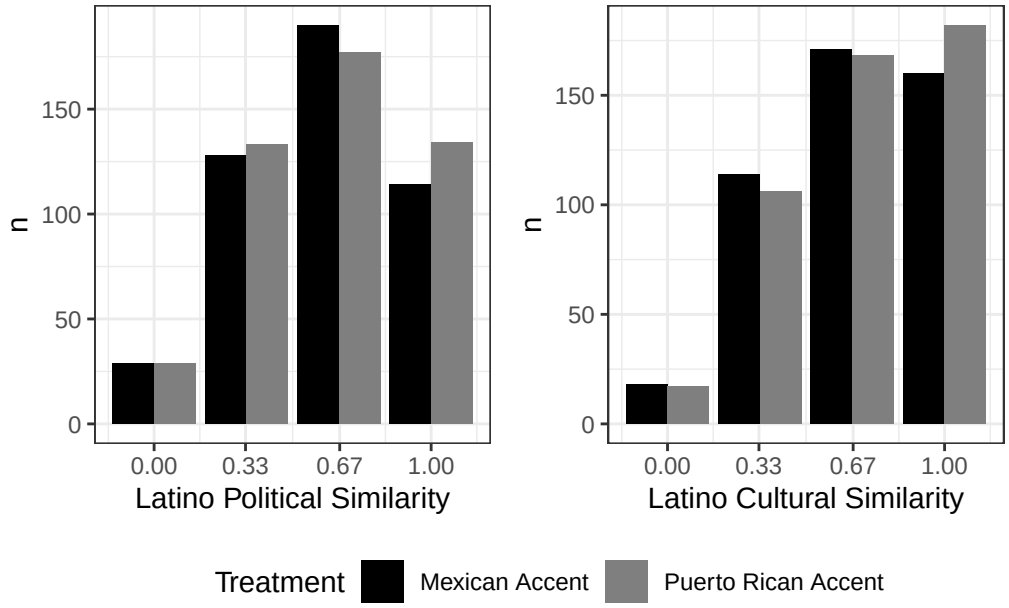


Figure 7: Distributions of Latino Political and Cultural Similarity Outcomes by Treatment Condition

B.3 Survey Attention

To measure survey attention, respondents completed a mock vignette check (Kane, Velez, and Barabas 2023). They were shown a brief vignette and asked to answer three factual questions about the vignette. Responses were then summed to calculate an attentiveness core for each respondent. Respondents had a mean attentiveness score of 1.90 out of 3. Attentiveness was roughly equivalent between the Mexican accent (1.90) and the Puerto Rican accent (1.89) conditions.

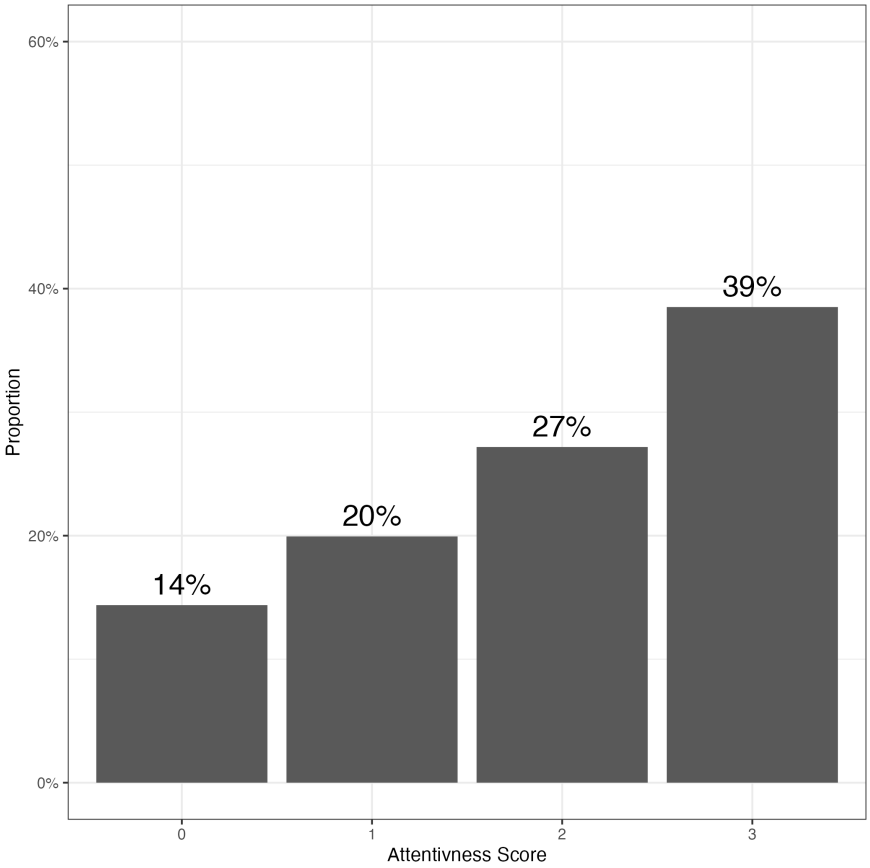

60%
40%
20%
0%
Proportion
14%
20%
27%
39%
0
1
2
3
Attentivness Score

Table 5: Effects of Incongruent Spanish-Language Appeal on Candidate Evaluations Conditional on Attention

	Candidate Evaluations			Group Evaluations	
	Evaluation Index	Commit Mexican	Commit to Latino	Political Similarity	Cultural Similarity
PR Spanish	−0.047+	−0.078*	−0.040	−0.025	0.030
	(0.028)	(0.033)	(0.032)	(0.040)	(0.038)
Attentivness	−0.006	0.004	0.011	−0.021+	0.000
	(0.009)	(0.010)	(0.010)	(0.012)	(0.012)
Attentivness X PR Spanish	0.002	0.017	0.016	0.019	−0.004
	(0.013)	(0.015)	(0.014)	(0.018)	(0.017)
Constant	0.624***	0.675***	0.670***	0.654***	0.674***
	(0.020)	(0.022)	(0.023)	(0.027)	(0.026)
Num.Obs.	935	936	936	934	936
R2	0.010	0.014	0.010	0.003	0.002
R2 Adj.	0.007	0.011	0.007	0.000	−0.002
F	3.119	4.178	2.911	1.160	0.497
Std.Errors	HC2	HC2	HC2	HC2	HC2

+ $p < 0.1$, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Note: HC2 robust standard errors are in parentheses.

C Additional Models

C.1 Individual Outcomes

	Vote	Represent	Trust	Like
Puerto Rican Spanish	−0.038*	−0.038*	−0.046**	−0.048***
	(0.016)	(0.017)	(0.016)	(0.014)
Constant	0.643***	0.578***	0.564***	0.670***
	(0.011)	(0.012)	(0.011)	(0.010)
Num.Obs.	935	935	934	935
R2	0.006	0.005	0.009	0.012
R2 Adj.	0.005	0.004	0.008	0.011
F	5.420	4.936	8.146	11.056
Std.Errors	HC2	HC2	HC2	HC2

+ p < 0.1, * p < 0.05, ** p < 0.01, *** p < 0.001

Note: HC2 robust standard errors are in parentheses.

C.2 Covariates

Table 6: Effects of Incongruent Spanish-Language Appeal on Candidate Evaluations Controlling for Age Buckets

	Candidate Evaluations			Group Evaluations	
	Evaluation Index	Commit Mexican	Commit to Latino	Political Similarity	Cultural Similarity
Puerto Rican Spanish	−0.039**	−0.044**	−0.005	0.016	0.026
	(0.014)	(0.016)	(0.015)	(0.019)	(0.019)
Age 30-44	0.036*	0.040*	0.052**	0.099***	0.043+
	(0.017)	(0.020)	(0.019)	(0.024)	(0.024)
Age 45-64	0.001	0.040+	0.027	0.035	0.010
	(0.019)	(0.021)	(0.021)	(0.027)	(0.027)
Age 65+	−0.040	0.004	−0.032	0.015	−0.048
	(0.029)	(0.031)	(0.030)	(0.039)	(0.038)
Constant	0.600***	0.654***	0.663***	0.560***	0.655***
	(0.015)	(0.018)	(0.017)	(0.021)	(0.021)
Num.Obs.	935	936	936	934	936
R2	0.021	0.015	0.015	0.021	0.010
R2 Adj.	0.017	0.011	0.011	0.016	0.006
F	4.680	3.950	3.277	5.266	2.254
Std.Errors	HC2	HC2	HC2	HC2	HC2

+ p < 0.1, * p < 0.05, ** p < 0.01, *** p < 0.001

Note: HC2 robust standard errors are in parentheses.

Table 7: Effects of Incongruent Spanish-Language Appeal Among Compliers

	Candidate Evaluations			Group Evaluations	
	Evaluation Index	Commit Mexican	Commit to Latino	Political Similarity	Cultural Similarity
Puerto Rican Spanish	−0.090***	−0.100***	−0.043*	−0.020	0.006
	(0.018)	(0.019)	(0.019)	(0.024)	(0.023)
Constant	0.645***	0.708***	0.716***	0.639***	0.691***
	(0.012)	(0.012)	(0.013)	(0.017)	(0.017)
Num.Obs.	587	587	587	588	589
R2	0.043	0.045	0.009	0.001	0.000
R2 Adj.	0.041	0.043	0.007	0.000	−0.002
Std.Errors	HC2	HC2	HC2	HC2	HC2

+ $p < 0.1$, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Note: HC2 robust standard errors are in parentheses.

C.3 Complier Model

A portion of the respondents in our sample were not able to correctly identify the accents they were presented with. As a result, the main model can be interpreted as an intent-to-treat (ITT) effect since it includes respondents who may or may not have taken up the treatment. As a robustness check, we limit the sample to compliers. We define compliers as respondents who *either* were assigned to the Mexican accent condition and correctly identified that accent *or* respondents in the Puero Rican condition and *did not* identify that condition as Mexican. Ultimately, it was important for us that respondents in the incongruent condition recoginze the accent as *different* rather than specifically Puerto Rican. When we subset the sample to compliers, the treatment effect is larger.

Table 8: Effects of Incongruent Spanish-Language Appeal Among Bilingual Respondents

	Candidate Evaluations			Group Evaluations	
	Evaluation Index	Commit Mexican	Commit to Latino	Political Similarity	Cultural Similarity
Puerto Rican Spanish	−0.050**	−0.070***	−0.026	0.017	0.028
	(0.016)	(0.017)	(0.016)	(0.022)	(0.021)
Constant	0.635***	0.707***	0.718***	0.632***	0.703***
	(0.011)	(0.011)	(0.011)	(0.015)	(0.015)
Num.Obs.	703	705	705	702	703
R2	0.014	0.022	0.004	0.001	0.002
R2 Adj.	0.012	0.021	0.002	−0.001	0.001
F	9.666	16.213	2.535	0.620	1.751
Std.Errors	HC2	HC2	HC2	HC2	HC2

+ $p < 0.1$, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Note: HC2 robust standard errors in parentheses. Sample restricted to bilingual respondents (quiz-based).

C.4 Bilingual Model

As an additional robustness check, we replicate the main analyses with models restricting the sample to respondents who passed the bilingualism quiz. This subset excludes respondents who were unable to correctly answer comprehension questions in both English and Spanish, leaving only those most likely to have fully received the Spanish-language treatment.

D Equivalence Tests

Table 9: Equivalence Test for Latino Commitment Null

Bounds	Term	Estimate	CI Low	CI High	P-value (equiv)
(-0.4, 0.4)	treatpr	-0.0095978	-0.0387408	0.0195451	0.0204445
(-0.3, 0.3)	treatpr	-0.0095978	-0.0387408	0.0195451	0.0850134



Figure 8: Equivalence Tests for Group Commonality Outcomes

E Ethics

This project adheres to APSA's Principles and Guidelines for Human Subjects Research. This project was approved as exempt from review by the Institutional Review Board due to minimal

risk to participants. Participants were recruited by Forthright Access and no personally identifying information was collected. Participants were paid directly by Forthright Access for completing the survey. Before completing the survey, participants read a consent form and had to provide their consent to continue.