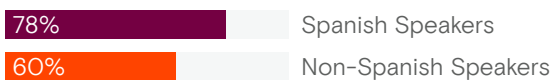


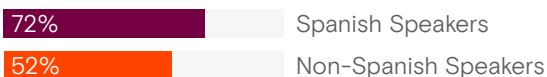
Executive Summary

As America becomes more ethnically and culturally diverse, it's essential to understand how the rapid increase in Spanish speakers is impacting perceptions about the role of language in business, education, and public policy. This national survey demonstrates that both Spanish and non-Spanish speaking likely voters value the Spanish language's impact on American culture and that businesses and political parties stand to benefit by communicating, educating, and engaging in Spanish.

Most believe the Spanish language is **important in shaping American culture**—including non-Spanish speaking likely voters.



Most likely voters have a more **positive impression of businesses** that advertise or provide information in Spanish.

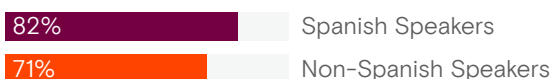


Half of Spanish-speaking likely voters watch as much or more Spanish-language news as English-language, and a plurality believe it is just as **relevant**.

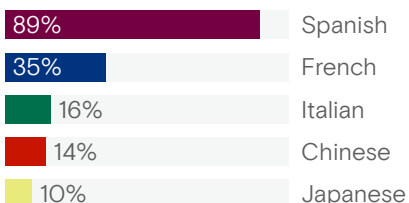
A majority of parents report it is **important for their child to be bilingual or multilingual**.



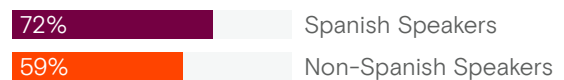
The majority of both Spanish- and non-Spanish speaking likely voters believe it's **important Spanish is taught in schools**.



Spanish is considered by far the most **important second language for their child to learn**.



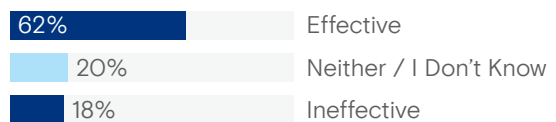
It is important to most for non-Spanish-speaking elected officials to **communicate to Spanish-speaking constituents in Spanish**.



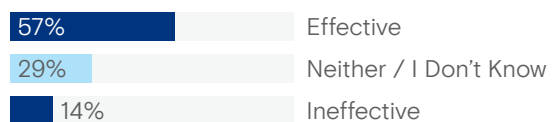
No matter their language, most think it's likely that the U.S. will **elect a president in the next 25 years** whose first language is Spanish.

Majorities from both parties believe their party is **effective in reaching and engaging with Spanish-speaking voters**.

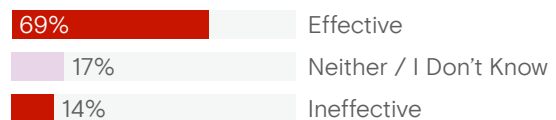
Spanish-Speaking Democrats



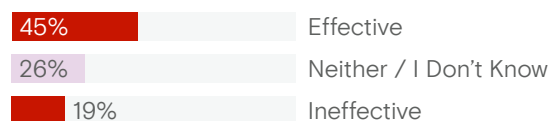
Non-Spanish Speaking Democrats



Spanish-Speaking Republicans

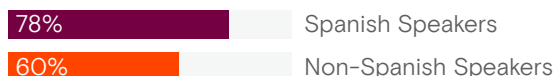


Non-Spanish Speaking Republicans



Culture & Education

Most believe the Spanish language is **important in shaping American culture**—including non-Spanish speaking likely voters.



The vast majority **overestimate** how many Spanish speakers the United States has (only 16% of the respondents answered correctly).

At the same time, both groups **underestimate** how long Spanish has been spoken in the continental United States (only 20% of the respondents answered correctly).



Most non-Spanish speakers wish they were fluent in Spanish.



Most non-Spanish speakers **do not** feel excluded when others are speaking Spanish in their presence.

The vast majority of Spanish-speaking likely voters **learned Spanish from their families growing up** (85%).

This could explain why, for most Spanish-speaking likely voters, **their fluency is an important part of their identity** (79%).

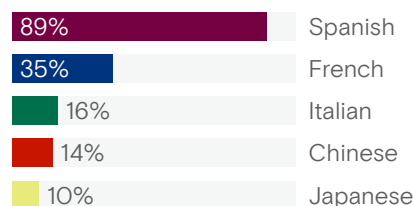
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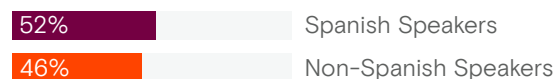


Spanish is considered by far the most **important second language for their child to learn**.

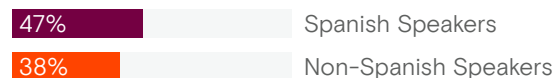


Respondents identified **our multicultural society and the competitive advantage** as the top reasons why it's important to teach Spanish in schools.

Multicultural Society. America is a multicultural society and being able to speak and understand Spanish helps students better interact with Spanish-speaking Americans.



Competitive Advantage. Being able to speak Spanish provides a competitive advantage for students when they enter the workforce.



Politics & Business

Both Spanish- and non-Spanish speaking likely voters believe the top political issues for lawmakers to address are inflation and the rising cost of living, the economy, and health care.

-  Inflation & Rising Cost of Living
-  The Economy
-  Health Care

Nearly half of those surveyed (48%) believe that it's **likely that the U.S. will elect a president** in the next 25 years whose first language is Spanish.

Majorities from both parties believe their party is **effective in reaching and engaging with Spanish-speaking voters**.

Spanish-Speaking Democrats

62% Effective

Non-Spanish Speaking Democrats

57% Effective

Spanish-Speaking Republicans

69% Effective

Non-Spanish Speaking Republicans

45% Effective

Most believe their party should spend **more time and resources reaching out to Spanish speakers**.

Spanish Speaking Dems

74% More Time & Resources

Non-Spanish Speaking Dems

64% More Time & Resources

Spanish Speaking GOP

66% More Time & Resources

Non-Spanish Speaking GOP

43% More Time & Resources

Most think it is **important** for non-Spanish-speaking elected officials to communicate to Spanish-speaking constituents in Spanish.

72% Spanish Speakers

59% Non-Spanish Speakers

The majority also agree it is **important** for major political events to be broadcasted in both English and Spanish.

73% Spanish Speakers

65% Non-Spanish Speakers

Half of Spanish speakers watch as much or more Spanish-language news as English, and a plurality believe it's **just as relevant**.

58% of Spanish-speaking likely voters are **more likely to frequent a business that advertises in Spanish**.

Most have a more **positive** impression of businesses that advertise in Spanish.

72% Spanish Speakers

52% Non-Spanish Speakers

A plurality believe American companies are using the right amount of Spanish in their advertising.

44% Spanish Speakers

44% Non-Spanish Speakers

A majority of Spanish-speaking likely voters are **more likely to frequent a business** whose employees speak Spanish amongst themselves and to Spanish-speaking customers.