



NEWS RELEASE

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****2022 Midterm National Latino Voter Tracking Poll: Week One Results****

Inflation, Women's Reproductive and Abortion Rights, and Gun Safety Among Top Priorities of Latino Voters Ahead of 2022 Midterm Elections

*52 percent of Latino voters support Democrats for Congress,
35 percent support Republicans*

More than half of Latino voters have not been contacted by any campaign or party

WASHINGTON, D.C. –The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund and BSP Research today released the [first week of results](#) from their 2022 National Latino Tracking Poll ahead of November's midterm election — offering exclusive insight into the political views and engagement of Latino voters nationwide. Over the course of the nine-week tracking poll, 2,000 unique Latino registered voters will be asked about their preferences in congressional races, their favorability of President Biden, their feelings about major issues facing the country, and more. This week's poll of 400 Latino registered voters was conducted from September 2–11 and has a margin of error of +/- 4.9 percent.

This week's poll found that 48 percent of Latino voters rank inflation and the rising cost of living as their most important election issue — followed by women's reproductive and abortion rights at 28 percent, and gun safety and improving wages and job opportunities — each at 25 percent. This marks a significant shift from the [2018 midterm cycle](#), when only four percent of Latino voters ranked women's reproductive health and six percent ranked gun safety as their most important issues. Latino voters continue to favor Democrats over Republicans by a margin of 52–35 percent, but Republicans have gained ground with Latino voters since the previous midterms. At this same point in 2018, only [22 percent](#) of Latino voters planned to vote for Republicans for Congress.

The first week of polling also shows that President Biden is viewed favorably by 58 percent of Latino voters, and there is overwhelming support for key Democratic policy priorities — including canceling student debt, banning assault weapons, and supporting abortion rights. And while three in four Latinos are closely following the midterm elections, more than half (51

percent) of Latino voters have not been contacted at all from any candidate, campaign, or political party.

“Latino voters are extremely engaged ahead of this year’s midterm elections and are poised to play a decisive role in the fight for control of Congress. While Latino voters continue to prioritize economic and quality of life issues, as they have in the past, the political fights over women’s reproductive and abortion rights and gun safety are now also top of mind for our community,” said **Arturo Vargas, Chief Executive Officer of NALEO Educational Fund**. “With socio-economic issues playing a key role in this election, there is an historic opportunity for both parties to engage our community on the issues they care about most this cycle. But once again, neither side is doing enough. When more than half of Latino voters have not heard from a single candidate or party, it is clear there is much more work to do.”

“The results from NALEO Educational Fund’s first week should be a wakeup call to both parties. Latino voters were disproportionately impacted by COVID, and now key issues like cost of living and women’s reproductive and abortion rights are on their minds. Whomever can effectively communicate a plan to the Latino community to address these issues stands to benefit in November,” **stated a spokesperson for BSP Research**.

Key findings from Week One include:

Priority Issues

- Latino voters say inflation, women’s reproductive and abortion rights, and gun safety are the most important issues ahead of this year’s midterms. Meanwhile, protecting immigrant communities — which ranked as the second most important issue at this same point in 2018 — is only a top priority for 13 percent of Latinos.
- The top issues for Latino voters, in order of importance, include:
 - Inflation and the rising cost of living: **48 percent**
 - Women's reproductive and abortion rights: **28 percent**
 - Addressing mass shootings and gun safety policy: **25 percent**
 - Improving wages and creating more jobs: **25 percent**
 - Lowering the costs of health care: **24 percent**
 - Combating climate change and pollution: **20 percent**
 - Lowering taxes: **15 percent**
 - Protecting immigrant rights: **13 percent**
 - Creating more affordable housing: **13 percent**
 - Reducing crime: **11 percent**
- When asked about key policy issues of the day, Latino voters expressed overwhelming support for moving several current social causes forward. Among registered Latino voters:
 - **91 percent** support allowing Medicare to negotiate lower prices on prescription drugs
 - **84 percent** support passing a new Voting Rights Act
 - **83 percent** support protecting DACA recipients from deportation
 - **81 percent** support creating a path to citizenship for undocumented immigrants
 - **77 percent** support passing a law to guarantee access to abortion
 - **74 percent** support cancelling up to \$20,000 in student debt for people who earn less than \$125,000 a year

- **71 percent** support banning assault rifles nationwide

Voter Preferences and Favorability

- When asked who they plan to elect to Congress in November, 52 percent of Latino voters support Democratic candidates and 35 percent support Republicans.
- Approval rating for key political figures include:
 - President Biden: 58 percent favorable and 38 percent unfavorable
 - Vice President Harris: 49 percent favorable and 39 percent unfavorable
 - Former President Trump: 38 percent favorable and 57 percent unfavorable
 - Republicans in Congress: 34 percent favorable and 56 percent unfavorable
 - Democrats in Congress: 55 percent favorable and 36 percent unfavorable
 - U.S. Supreme Court: 47 percent favorable and 39 percent unfavorable
- When asked how they are doing compared to two years ago — before Biden became President — 31 percent of Latino voters say they are doing better compared to 69 percent who stated that they are doing the same or worse.

Voter Enthusiasm and Engagement

- Three in four (75 percent) of Latino voters are closely following the midterm elections and 63 percent are almost certain they will vote in November.
- However, 51 percent of survey respondents say they have not been contacted at all by any political party, campaign, or any other organization.
 - Of the 49 percent who said they had been contacted, 57 percent indicated someone from the Democratic Party contacted them, and 34 percent indicated it was someone from the Republican Party.
- YouTube topped the list of political news sources most frequently used by Latino voters, with 47 percent of respondents using it very often.

NALEO Educational Fund has conducted a general election tracking poll since 2016. Results from this nine-week tracking poll will be released every Wednesday from now until the week before Election Day. Earlier this year, the organization also released its [projections](#) for Latino voter turnout in November — estimating that at least 11.6 million Latinos will vote this fall, mirroring the community's historic turnout in 2018.

Methodology

On behalf of NALEO Educational Fund, BSP interviewed 400 Latino registered voters nationwide from September 2–11, 2022. Each week a fresh sample of 200 registered voters will be added and combined with the previous 200 interviews to create a rolling average of 400 for each week, consistent with most tracking polls' methodology. Interviews are collected every day through random selection from an online database of Latinos who are verified to be registered voters. The poll is available in English or Spanish at the discretion of the respondent and based on a national profile of the Latino electorate. Final data are weighted to match best estimates from the U.S. Census for Latino voters with respect to state, age, gender, nativity, education, and party affiliation. Each week the sample contains a margin of error of +/- 4.9 percent. Survey design and data collection are performed by BSP Research.

For more information, view the 2022 Midterm National Latino Voter Weekly Tracking Poll [toplines](#).

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About NALEO Educational Fund

NALEO Educational Fund is the nation's leading non-partisan, non-profit organization that facilitates the full participation of Latinos in the American political process, from citizenship to public service.