



NEWS RELEASE

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

Inflation and Women’s Reproductive and Abortion Rights Remain Top-of-Mind for Latino Voters Ahead of 2022 Midterm Elections

*34 percent of Latino voters planning to vote by mail, but only 23 percent report
being familiar with their state’s vote-by-mail requirements*

WASHINGTON, D.C. – The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund and BSP Research released today the [second week of results](#) from their 2022 National Latino Voter Tracking Poll — offering valuable insights into the political views and engagement of Latino voters nationwide ahead of November’s midterm election. Over the course of the nine-week tracking poll, 2,000 unique Latino registered voters will be asked about their preferences in congressional races, favorability of President Biden, feelings about major issues facing the country, and more. This week’s poll of 400 Latino registered voters was conducted from September 12–18 and has a margin of error of +/- 4.9 percent.

The second week of polling found that inflation and the rising cost of living continue to be the most important election issue among Latino voters, at 50 percent. This was followed by women’s reproductive and abortion rights at 28 percent, which is a significant increase in support since the [2018 midterm cycle](#), when a mere two percent of voters listed reproductive rights as one of their top issues. Additionally, 34 percent of Latino voters are planning to vote by mail, but only 23 percent reported being familiar with their state’s vote-by-mail requirements, signaling the need for additional voter education outreach — in both English and Spanish.

The second week of polling also shows that Latino voters continue to favor Democrats over Republicans by a margin of 53–33 percent in congressional races. At this same point in 2018, Democrats were favored 65–24 percent in congressional races, reflecting the ground gained by

Republicans. President Biden continues to lead in favorability among Latino voters, at 54 percent. Despite this, more than half of all Latino voters surveyed (55 percent) have still not been contacted at all by any candidate, campaign, or political party.

“As we saw in last week’s poll results, and again this week, the economic issues of inflation and the rising cost of living, as well as women’s reproductive and abortion rights, remain top-of-mind for the Latino community,” said **Arturo Vargas, Chief Executive Officer of NALEO Educational Fund**. “However, it is clear that both parties are still lacking in their outreach efforts to our community. With more Latinos voting early and by mail than ever before, ensuring they have access to accurate voter education and resources — in both English and Spanish — is critical to ensuring Latinos can make their voice heard at the polls this November. There is a huge opportunity this year for both parties to galvanize Latino voters around the issues they care about most.”

“As Election Day draws closer, NALEO Educational Fund’s poll reveals that more and more Latinos plan to vote early or by mail. However, we also find that about one-in-four Latinos do not have the necessary or accurate information about vote-by-mail or early voting. Rather than focusing on November 8 as Election Day, we need to ramp up our outreach to Latino voters right now and provide them with details about the different options available for early voting, mail-in voting, and Election Day voting. And on the issue of vote-by-mail, there is a considerable amount of deceit and disinformation that we must combat, so people feel comfortable using a mail-in ballot,” said **Adrian Pantoja, Associate Dean of Faculty, Pitzer College, and pollster for BSP Research**.

Key findings from Week Two include:

Priority Issues

- Latino voters say inflation and women’s reproductive and abortion rights are the most important issues ahead of this year’s midterms, at 50 and 28 percent, respectively.
- Meanwhile, protecting immigrant rights — which ranked as the number one issue for Latino voters at this same point in 2018 — is now a top priority for only 11 percent of Latino voters.
- The top issues for Latino voters, in order of importance, include:
 - Inflation and the rising cost of living: **50 percent**
 - Women's reproductive and abortion rights: **28 percent**
 - Lowering the costs of healthcare: **27 percent**
 - Improving wages and creating more jobs: **24 percent**
 - Addressing mass shootings and gun safety policy: **23 percent**
 - Combating climate change and pollution: **16 percent**
 - Lowering taxes: **14 percent**
 - Creating more affordable housing: **13 percent**
 - Reducing crime: **13 percent**
 - Protecting immigrant rights: **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:
 - **92 percent** support allowing Medicare to negotiate lower prices on prescription drugs

- **79 percent** support passing a new Voting Rights Act
- **77 percent** support creating a path to citizenship for undocumented immigrants
- **73 percent** support passing a law to guarantee access to abortion
- **72 percent** support protecting DACA recipients from deportation
- **72 percent** support canceling up to \$20,000 in student debt for people who earn less than \$125,000 a year
- **67 percent** support banning assault rifles nationwide

Voter Preferences and Favorability

- When asked who they plan to elect to Congress in November, 53 percent of Latino voters support Democratic candidates and 33 percent support Republicans.
- Approval rating for key political figures include:
 1. President Biden: 54 percent favorable and 41 percent unfavorable
 2. Vice President Harris: 48 percent favorable and 40 percent unfavorable
 3. Former President Trump: 36 percent favorable and 60 percent unfavorable
 4. Republicans in Congress: 33 percent favorable and 59 percent unfavorable
 5. Democrats in Congress: 52 percent favorable and 40 percent unfavorable
 6. U.S. Supreme Court: 46 percent favorable and 41 percent unfavorable
- When asked how they are doing compared to two years ago, before Biden became President — 30 percent of Latino voters say they are doing better compared to 70 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 66 percent are almost certain they will vote in November.
- However, 55 percent of survey respondents say they have not been contacted at all by any political party, campaign, or any other organization.
 - Of the 45 percent who said they had been contacted, 63 percent indicated someone from the Democratic Party contacted them, and 33 percent indicated it was someone from the Republican Party.
- YouTube topped the list of political news sources most frequently used by Latino voters, with 46 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, the 2022 National Latino Voter Tracking Poll toplines can be [viewed here](#).

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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.