



NEWS RELEASE

For Immediate Release
September 28, 2022

Contact: Sarah Chan, schan@skdknick.com
(858) 243-7686

Jessica Floyd, jfloyd@skdknick.com
(516) 507-9937

Luis Acosta, lacosta@naleo.org
(956) 460-3598

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

Nearly Two-Thirds of Latino Voters Have Been Exposed to Disinformation Ahead of 2022 Midterm Elections

*72 percent of Latino voters view the FBI's search of
former President Trump's home in Mar-a-Lago as 'justified'*

WASHINGTON, D.C. – The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund, in partnership with BSP Research, released today the [third week of results](#) from their 2022 National Latino Voter Tracking Poll — offering valuable insights into the political views and civic engagement of Latino voters nationwide ahead of the midterm elections in November. The 2022 National Latino Voter Tracking Poll, conducted over the course of nine weeks, will survey at least 2,000 unique Latino registered voters about their preferences in key congressional races, their favorability of President Joe Biden, their feelings about major issues facing the country, and more. A total of 466 Latino registered voters were surveyed for week three of the poll, which was conducted from September 13–25 and has a margin of error of +/- 4.5 percent.

The third week of polling found that nearly two-thirds of Latino voters have been exposed to disinformation. Among those surveyed, 64 percent have heard that COVID vaccines contain 5G chips that allow the government to monitor and control the population, with 25 percent believing this to be true. The third week of polling also found that Latino voters are consistently receiving their news online, most frequently from YouTube (43 percent), followed by Facebook (37 percent), and other social media platforms like Instagram and TikTok (37 percent).

For the third consecutive week, Latino voters ranked inflation and the rising cost of living as their most important election issue, at 50 percent, followed by women's reproductive and abortion rights, at 29 percent. Also for the third week, President Biden has been rated favorably by more than half (56 percent) of Latino voters surveyed, and Latino voters continue to favor Democrats over Republicans in congressional races by a margin of 55–30 percent. The third week of polling also found a slight uptick in Democratic outreach to Latino voters, at 69 percent — up 12 percent from week one — but the overall contact rate among Latino voters remained unchanged, at 45 percent. Additionally, nearly three-quarters (72 percent) of Latino

voters view the FBI's search of former President Donald Trump's home in Mar-a-Lago as justified.

"Latino voters are increasingly turning to social media as their primary source of news, but as their digital footprint grows, so too does the threat of disinformation — one factor which creates obstacles for their ability to access and fully participate in our nation's political process. This week's findings should underscore the critical need for greater voter education and outreach that meets Latino voters where they are, while also cutting through the noise of a competitive media environment that is more crowded — and potentially more dangerous — than ever before," **said Arturo Vargas, Chief Executive Officer of NALEO Educational Fund.** "At the same time, we're also seeing a remarkable consistency in the issues that Latino voters view as most important in this upcoming election — solidifying inflation and women's reproductive and abortion rights as their top two priorities for the third consecutive week."

NALEO Educational Fund also [announced](#) this week the launch of ***Defiende la Verdad*** (defend the truth), a campaign to combat incidents of misinformation, disinformation, and malinformation that target Latinos. *Defiende la Verdad* will feature presentations from community leaders and other stakeholders, training on how to identify and report these kinds of incidents, and monitoring sessions to help fill the current gap in monitoring social media for Spanish-language content. The campaign will also create tools for community members to counter online misinformation, disinformation, and malinformation in their own social and professional networks, especially within encrypted platforms like WhatsApp. *Defiende la Verdad* will also engage Latino media partners — especially Spanish-language outlets — to raise awareness around this issue, encourage increased coverage of it, and develop strategies to protect their audiences.

"The NALEO tracking poll now clearly documents what Latino leaders have been saying for more than two years: we have a major problem with disinformation and misinformation targeting the Latino community. With places like YouTube and Facebook being the two most popular sources of information, it is not surprising that more than 60 percent of Latino voters report exposure to lies and deceit about politics. Even more alarming, more than one in three Latino voters say they believe the disinformation is true. There is a very big need to fight back against disinformation to increase accurate facts and information for Latinos if we want to encourage higher Latino political engagement and voter turnout. Accurate and reliable information is a must," **said Adrian Pantoja, Associate Dean of Faculty, Pitzer College, and pollster for BSP Research.**

Key Findings from Week Three include:

Priority Issues

- For the third consecutive week, Latino voters ranked inflation and the rising cost of living as their most important election issue, at **50 percent**, followed by women's reproductive and abortion rights, at **29 percent**.
- 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: **29 percent**
 - Lowering the costs of healthcare: **27 percent**
 - Improving wages and creating more jobs: **23 percent**

- Addressing mass shootings and gun safety policy: **23 percent**
- Combating climate change and pollution: **18 percent**
- Lowering taxes: **15 percent**
- Protecting immigrant rights: **12 percent**
- Creating more affordable housing: **11 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:
 - **89 percent** support allowing Medicare to negotiate lower prices on prescription drugs
 - **81 percent** support protecting DACA recipients from deportation
 - **78 percent** support passing a new Voting Rights Act
 - **78 percent** support creating a path to citizenship for undocumented immigrants
 - **74 percent** support canceling up to \$20,000 in student debt for people who earn less than \$125,000 a year
 - **71 percent** support passing a law to guarantee access to abortion
 - **69 percent** support banning assault rifles nationwide

Voter Preferences and Favorability

- When asked who they plan to elect to Congress in November, **55 percent** of Latino voters support Democratic candidates and **30 percent** support Republicans.
- Approval rating for key political figures include:
 - President Biden: **56 percent** favorable and **39 percent** unfavorable
 - Vice President Harris: **49 percent** favorable and **39 percent** unfavorable
 - Former President Trump: **36 percent** favorable and **61 percent** unfavorable
 - Republicans in Congress: **30 percent** favorable and **61 percent** unfavorable
 - Democrats in Congress: **50 percent** favorable and **39 percent** unfavorable
 - U.S. Supreme Court: **45 percent** favorable and **43 percent** unfavorable
- When asked about their views on the FBI's search of former President Trump's home in Mar-a-Lago, **72 percent** of Latino voters say the search was justified.

Voter Enthusiasm and Engagement

- **73 percent** of Latino voters are closely following the midterm elections, and **67 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, **69 percent** indicated someone from the Democratic Party contacted them, and **28 percent** indicated it was someone from the Republican Party.
- YouTube topped the list of political news sources most frequently used by Latino voters, with **43 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 466 Latino registered voters nationwide from September 13-25, 2022. A fresh sample of 266 registered voters were added and combined with 200 interviews conducted in week 2 to create a rolling average of 466 for week 3. 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 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 +/- 4.5%. 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](#). NALEO Educational Fund's [Election 2022 Data and Research Hub](#), which houses relevant data and resources on the Election 2022, is also now available to view.

###

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.