



NEWS RELEASE

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****2022 National Latino Voter Tracking Poll: Week Five Results****

Latino Support Significantly Up for Republicans, Down for Democrats Compared to 2018

New data reveal prevalence of disinformation on abortion access, election fraud

WASHINGTON, D.C. – The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund, in partnership with BSP Research, released today the [fifth week of results](#) from their 2022 National Latino Voter Tracking Poll. 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 congressional races, favorability towards President Biden, feelings about major issues facing the country, and more. 532 Latino registered voters were surveyed for week five of the poll, which was conducted from September 27 – October 9, 2022 and has a margin of error of +/- 4.5%.

While Latino voters continue to favor Democrats over Republicans, whom they support for Congress by a margin of 55 to 30 percent, Republicans have clearly gained significant ground since the last midterm cycle. At this [same point in 2018](#), 71 percent of Latino voters said they were supporting Democrats for Congress, compared to just 20 percent for Republicans. Also in 2018, 37 percent of Latino voters reported feeling that the Republican Party was hostile to their community, compared to just 27 percent saying the same in the Week 5 poll results released today.

While roughly half of Latino voters have yet to be contacted by any candidate or campaign, this week's results show Republican outreach at the highest point in the past five weeks of NALEO Educational Fund's polling — with Republican outreach accounting for 39 percent of contacted Latino voters. This also marks a [12 point](#) increase compared to the same point in 2018.

"Five weeks into our tracking poll, it's becoming clear that Republicans have gained significant ground with Latino voters since the last midterm cycle. Latino voters are perceiving Republicans as less hostile towards them compared to 2018, and Republican outreach to Latino voters is at its highest level in our five weeks of polling," **said Arturo Vargas, Chief Executive Officer of NALEO Educational Fund.**

This week's results also include new data on voter exposure to disinformation and response to recent national political news.

Disinformation about abortion access is widespread among Latino voters. 77 percent of those surveyed have heard that abortion is now illegal nationwide and that a person can get arrested for seeking one, with more than half of them believing this to be true. 75 percent of voters have also heard or read that there was "cheating and election fraud in 2020 and that Donald Trump was the true winner," with 38 percent believing this to be true.

Additionally, more than half of Latino voters feel more likely to vote in the 2022 election after hearing about recent national political developments, including the passage of the Inflation Reduction Act (58 percent), the cancelation of student loan debt (55 percent), and the Supreme Court's decision to overturn Roe v. Wade (51 percent).

"When you look at the policy issues, Latino voters continue to support a progressive policy agenda by a 3-to-1 margin or greater. So, there is no evidence that Latinos are becoming more conservative on policy issues," **said Dr. Stephen Nuño-Pérez, Senior Analyst and Pollster at BSP Research.** "However, as compared to 2018, Democrats have lost some ground on vote choice, as was documented in 2020, and if they want to get back to the 3-to-1 margins, they need to ramp up outreach and messaging to Latino voters."

Key Findings from Week Five include:

Priority Issues

- For the fifth consecutive week, Latino voters ranked inflation and the rising cost of living as their most important election issue, at **46 percent**, followed by women's reproductive and abortion rights and improving wages and job opportunities, each at **27 percent**.
- The top issues for Latino voters, in order of importance, include:
 - Inflation and the rising cost of living: **46 percent**
 - Women's reproductive and abortion rights: **27 percent**
 - Improving wages and creating more jobs: **27 percent**
 - Addressing mass shootings and gun safety policy: **24 percent**
 - Combating climate change and pollution: **19 percent**
 - Lowering the costs of healthcare: **18 percent**
 - Protecting immigrant rights: **16 percent**
 - Reducing crime: **15 percent**
 - Lowering taxes: **13 percent**
 - Border security and immigration control: **10 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:
 - **88 percent** support allowing Medicare to negotiate lower prices on prescription drugs
 - **79 percent** support passing a law to guarantee access to abortion
 - **77 percent** support passing a new Voting Rights Act
 - **77 percent** support creating a path to citizenship for undocumented immigrants
 - **75 percent** support canceling up to \$20,000 in student debt for people who

- earn less than \$125,000 a year
- **74 percent** support protecting DACA recipients from deportation
- **74 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: **61 percent** favorable and **35 percent** unfavorable
 - Vice President Harris: **54 percent** favorable and **35 percent** unfavorable
 - Former President Trump: **29 percent** favorable and **63 percent** unfavorable
 - Republicans in Congress: **31 percent** favorable and **56 percent** unfavorable
 - Democrats in Congress: **55 percent** favorable and **33 percent** unfavorable
 - U.S. Supreme Court: **43 percent** favorable and **41 percent** unfavorable

Voter Enthusiasm and Engagement

- **76 percent** of Latino voters are closely following the midterm elections, and **66 percent** are almost certain they will vote in November.
- However, **48 percent** of survey respondents say they have not been contacted at all by any political party, campaign, or any other organization.
 - Of the **52 percent** who said they had been contacted, **58 percent** indicated someone from the Democratic Party contacted them, and **39 percent** indicated it was someone from the Republican Party.
- Recent political developments may also affect Latinos' likelihood to vote this November. When asked about:
 - President Biden canceling up to \$20,000 in student debt for people earning less than \$120,000 income: **55 percent** say it makes them more likely to vote, and **17 percent** say it makes them less likely.
 - The Supreme Court striking down the right to an abortion: **51 percent** say it makes them more likely to vote, and **25 percent** say it makes them less likely.
 - Congress passing and President Biden signing the Inflation Reduction Act: **58 percent** say it makes them more likely to vote, and **16 percent** say it makes them less likely.
- YouTube topped the list of political news sources most frequently used by Latino voters, with **47 percent** of respondents using it very often.

Voter Exposure to Disinformation

- **77 percent** of respondents say they have heard, read, or seen a lot or some news, either online or from friends and family, that abortion is now illegal nationwide and that you can get arrested for seeking one.
 - While **26 percent** think this is false, **55 percent** believe there is some truth to it.
- **75 percent** of respondents say they have heard, read, or seen a lot or some news, either online or from friends and family, that there was cheating and election fraud in 2020 and Donald Trump was the true winner of the election.
 - While **40 percent** think this is false, **38 percent** believe there is some truth to it.

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 532 Latino registered voters nationwide from September 27 – October 9, 2022. A fresh sample of 266 registered voters were added and combined with 266 interviews conducted in week four to create a rolling average of 532 for week five. 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 +/- 4.5%. Survey design and data collection are performed by BSP Research.

For more information, 2022 National Latino Voter Tracking Poll topline 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.