



NEWS RELEASE

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

Cuban and Central American Origin Voters Have Higher Interest in Casting Ballots in Election 2022

71 percent of Latino voters support federal marijuana legalization

WASHINGTON, D.C. – The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund, in partnership with BSP Research, released today the **sixth week of results** from their 2022 National Latino Voter Tracking Poll, along with insightful **crosstab data** of all survey respondents to date. 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 Six of the poll, which was conducted October 4–16, 2022, and has a margin of error of +/- 4.5%. This week's poll also includes new crosstab data highlighting key differences among Latino voters by sub-group or country of origin.

Cuban and Central American origin voters express higher interest in casting ballots than other Latinos surveyed — with 71 percent of Cuban origin and 73 percent of Central American origin voters saying they are almost certain they will vote this November (compared to 65 percent of Mexican origin voters, 64 percent of South American origin voters, and 57 percent of Puerto Ricans). Cuban and Central American origin voters are also reporting the highest support for the Republican Party, with 54 percent of Cuban origin and 40 percent of Central American origin voters indicating they will support a Republican candidate for Congress, in contrast to only 18 percent of Puerto Ricans and 31 percent of Mexican origin voters indicating the same. Moreover, 63 percent of Puerto Ricans, 56 percent of South American origin, 55 percent of Mexican origin and 52 percent of Central American origin voters indicated that they will support a Democratic candidate for Congress.

The sixth week of polling also asked Latino voters for the first time about their views toward federal marijuana legalization. 71 percent of those surveyed expressed support for legalizing marijuana for recreational use nationwide, and 72 percent supported pardoning people convicted of marijuana possession under federal law.

For the sixth consecutive week, Latino voters ranked inflation and the rising cost of living as their most important election issue, at 42 percent, followed by women’s reproductive and abortion rights, at 29 percent. Notably, Cuban origin voters expressed similar levels of support for protecting DACA recipients from deportation (82 percent) and passing legislation to guarantee access to abortion (76 percent) as other Latino origin groups — despite having the highest support for Republican candidates for Congress compared to those other groups.

President Biden continues to have strong and steady favorability among Latino voters, at 59 percent, and Latino voters overall continue to favor Democrats over Republicans in congressional races, by a margin of 56 to 31 percent. The sixth week of polling also found Democrats continue to lead in outreach to Latino voters, at 62 percent, but half of Latino voters (50 percent) have yet to be contacted by any candidate or campaign.

“This week’s results shed critical light on the diversity of views among Latino voters with distinct origins. Latinos of Central American and Cuban origin demonstrate higher Republican support than other Latino origin groups, and also express higher interest in voting this November,” **said Arturo Vargas, Chief Executive Officer of NALEO Educational Fund.** “At the same time, we are seeing little progress in outreach to Latino voters — half of whom still have not been contacted by any candidate or campaign. With Latinos poised to play a decisive role in House and Senate races across the country, it is time for both parties to double down on engaging our communities.”

“The NALEO Educational Fund data shows pundits what Latino pollsters have been preaching for a long time, that is, the Latino electorate is quite diverse and you must take account for variation by ethnic origin. The data show clear distinctions between Cuban, Puerto Rican, Central American, and South American Latinos. Mexican Americans remain the majority of the Latino electorate, but even with the Mexican American community we find variation by generation and state. Campaigns need to know the Latino community they are targeting and make sure their content is relevant. But most of all, there needs to be much, much more engagement and outreach to all Latinos of all walks of life,” said **Adrian Pantoja, Pollster for BSP Research and Professor of Chicano Studies and Political Science at Pitzer College in Claremont.**

Key Findings from Week Six Include:

Priority Issues

- For the sixth consecutive week, Latino voters ranked inflation and the rising cost of living as their most important election issue, at **42 percent**, followed by women’s reproductive and abortion rights, **29 percent**.
- The top issues for Latino voters, in order of importance, include:
 - Inflation and the rising cost of living: **42 percent**
 - Women’s reproductive and abortion rights: **29 percent**
 - Improving wages and creating more jobs: **28 percent**
 - Lowering the costs of healthcare: **22 percent**
 - Addressing mass shootings and gun safety policy: **21 percent**
 - Combating climate change and pollution: **21 percent**

- Protecting immigrant rights: **16 percent**
- Reducing crime: **14 percent**
- Lowering taxes: **14 percent**
- Creating more affordable housing: **10 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
 - **80 percent** support passing a new Voting Rights Act
 - **75 percent** support passing a law to guarantee access to abortion
 - **75 percent** support creating a path to citizenship for undocumented immigrants
 - **73 percent** support canceling up to \$20,000 in student debt for people who earn less than \$125,000 a year
 - **73 percent** support protecting DACA recipients from deportation
 - **72 percent** support a presidential executive order to pardon people convicted of marijuana possession under federal law
 - **71 percent** support passing a federal law to make possession of marijuana legal for personal recreational use

Voter Preferences and Favorability

- When asked who they plan to elect to Congress in November, **56 percent** of Latino voters overall support Democratic candidates and **31 percent** support Republicans.
- Approval rating for key political figures include:
 - President Biden: **59 percent** favorable and **38 percent** unfavorable
 - Vice President Harris: **51 percent** favorable and **39 percent** unfavorable
 - Former President Trump: **30 percent** favorable and **63 percent** unfavorable
 - Republicans in Congress: **32 percent** favorable and **54 percent** unfavorable
 - Democrats in Congress: **54 percent** favorable and **33 percent** unfavorable
 - U.S. Supreme Court: **43 percent** favorable and **41 percent** unfavorable

Voter Enthusiasm and Engagement

- **72 percent** of Latino voters are closely following the midterm elections, and **64 percent** are almost certain they will vote in November.
- However, **50 percent** of survey respondents say they have not been contacted at all by any political party, campaign, or any other organization.
 - Of the **50 percent** who said they had been contacted, **62 percent** indicated someone from the Democratic Party contacted them, and **40 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 **20 percent** say it makes them less likely.
 - The Supreme Court striking down the right to an abortion: **52 percent** say it

- makes them more likely to vote, and **24 percent** say it makes them less likely.
- Congress passing and President Biden signing the Inflation Reduction Act: **62 percent** say it makes them more likely to vote, and **17 percent** say it makes them less likely.
- YouTube topped the list of political news sources most frequently used by Latino voters, with **44 percent** of respondents using it very often.

Voter Exposure to Disinformation

- **79 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 a person can get arrested for seeking one.
 - While **32 percent** think this is false, **50 percent** believe there is some truth to it.
- **76 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 **41 percent** think this is false, **39 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 are being 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 October 4–16, 2022. A fresh sample of 266 registered voters were added and combined with 266 interviews conducted in Week Six to create a rolling average of 532 for Week Six. 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](#) and crosstabs 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.