



NEWS RELEASE

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****2022 National Latino Voter Tracking Poll and Races to Watch****

NALEO Educational Fund Releases Latest Latino Tracking Poll Data and Analysis of Races to Watch for Midterm Elections

*Latino voter support for Democrats hits 7-week high
just two weeks from Election Day*

*Latinos are poised to increase representation across federal and
state offices following Election 2022*

WASHINGTON, D.C. — The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund, in partnership with BSP Research, released today the seventh week of **results** from their 2022 National Latino Voter Tracking Poll, along with a new analysis of key “Races to Watch” in the 2022 midterm elections with Latino candidates running. 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 toward President Biden, feelings about major issues facing the country, and more. For the poll’s Week 7 rolling average sample of 532 Latino registered voters, 266 interviews conducted in Week 6 were combined with a fresh sample of 266 registered voters from Week 7. The poll was conducted from October 11–23, 2022, and has a margin of error of +/- 4.5%.

With 10 percent of respondents having already voted early, this week’s results find support for Democrats at a seven-week high — with 57 percent of Latino voters supporting Democrats for the U.S. House and 64 percent with a favorable view of President Joe Biden. At the same time, the poll also finds a significant increase in reported outreach by Democrats, with 71 percent of Latino voters who have been contacted about the midterms saying it was someone from the Democratic Party. In addition, support for Republicans remains steady and above 2018 levels, with 31 percent of Latino voters supporting Republican candidates for the U.S. House — **compared to 21 percent** at the same point in 2018.

The poll also asked approximately 266 registered Latino voters about their views on working with other communities of color to make progress on important issues. Eighty-four percent of Latino voters believe it is important for Latinos to “form coalitions and work with Black, Asian,

and other minority communities,” and 77 percent believe people in the Latino and Black communities have a fair amount to a great deal in common “when it comes to government, politics, and electing representatives.”

Additionally, a **new analysis by NALEO Educational Fund** shows that Latinos are poised to make major strides in increasing their representation across federal and state offices following Election 2022. Running for top offices in 44 states nationwide this election season, Latinos are mobilizing for political progress in both the traditional Latino population centers and in regions with emerging Latino communities such as the Pacific Northwest, the Plains States, the Midwest, the Deep South, and New England.

Key Findings of NALEO Educational Fund’s Races to Watch Analysis Include:

- The number of Latinos in the U.S. House could increase by as many as seven, from 38 to 45.
- Twenty-four Latinos are running for statewide executive offices, among them 11 incumbents.
- There could be a modest increase in the number of Latinos in state senates after Election 2022, from 99 to 104 — a net gain of five. States with the largest potential increases include New York, which could see a net gain of three Latinos in its state senate, and Michigan and Washington, which could each see a net gain of two each.
- In state lower houses, there could be an increase in the total number of Latinos from 244 to 272, a net gain of 28. States with the largest potential increases include California, which could see a net gain of six Latinos; Massachusetts, which could see a net gain of five Latinos; New Mexico, which could see a net gain of four Latinos; and Arizona, which could see a net gain of three Latinos.

“With early voting officially underway, Democrats are improving their support from Latino voters — and Republicans are still doing 10 points better compared to 2018. This competitive midterm election cycle will provide an historic opportunity to increase the number of Latino elected officials nationwide, and it is encouraging to see that one in ten Latino voters have already cast their ballots,” said **Arturo Vargas, Chief Executive Officer of NALEO Educational Fund**. “Following the racist comments by several Los Angeles City Council members, it is important that we are seeing Latinos nationwide overwhelmingly recognizing commonalities with the Black community while understanding the importance of working together with other communities of color to address issues facing America.”

“Early voting is now in full swing, and with two weeks to go until the election our weekly tracking poll reports an increase in Democratic outreach to Latinos and a drop-off among Republicans. Whether or not this translates into votes will depend on the intensity and saturation of that voter engagement these final two weeks. Latinos have the most first-time and second-time voters, who are new to the political system, and candidates who prioritize Latino outreach are going to see their vote share go up on Election Day,” said **Dr. Stephen Nuño-Pérez, Senior Analyst and Pollster at BSP Research**.

Key Findings from Week Seven Include:

Priority Issues

- For the seventh 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 at **28 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: **28 percent**
 - Lowering the costs of healthcare: **25 percent**
 - Addressing mass shootings and gun safety policy: **24 percent**
 - Improving wages and creating more jobs: **23 percent**
 - Combating climate change and pollution: **19 percent**
 - Protecting immigrant rights: **17 percent**
 - Lowering taxes: **15 percent**
 - Reducing crime: **11 percent**
 - Creating more affordable housing: **9 percent**
 - Border security and immigration control: **8 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
 - **83 percent** support passing a new Voting Rights Act
 - **78 percent** support creating a path to citizenship for undocumented immigrants
 - **76 percent** support protecting DACA recipients from deportation
 - **74 percent** support canceling up to \$20,000 in student debt for people who earn less than \$125,000 a year
 - **72 percent** support passing a law to guarantee access to abortion
 - **71 percent** support a presidential executive order to pardon people convicted of marijuana possession under federal law
 - **70 percent** support passing a federal law to make possession of marijuana legal for personal recreational use
 - **69 percent** support banning assault rifles nationwide

Voter Preferences and Favorability

- When asked who they plan to elect to Congress in November, **57 percent** of Latino voters support Democratic candidates, and **31 percent** support Republicans.
- Approval ratings for key political figures include:
 - President Biden: **64 percent** favorable and **34 percent** unfavorable
 - Vice President Harris: **52 percent** favorable and **39 percent** unfavorable
 - Former President Trump: **32 percent** favorable and **63 percent** unfavorable
 - Republicans in Congress: **33 percent** favorable and **53 percent** unfavorable
 - Democrats in Congress: **54 percent** favorable and **33 percent** unfavorable
 - U.S. Supreme Court: **44 percent** favorable and **41 percent** unfavorable

Voter Enthusiasm and Engagement

- **Seventy-four percent** of Latino voters are closely following the midterm elections, and **60 percent** are almost certain they will vote in November, and **10 percent** have already voted early.
- 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 other **50 percent** who said they had been contacted, **71 percent** indicated someone from the Democratic Party contacted them, and **30 percent** indicated it was someone from the Republican Party.
- Recent political developments may also affect Latinos' likelihood of voting this November. When asked about:
 - President Biden canceling up to \$20,000 in student debt for people earning less than \$120,000 income: **57 percent** say it makes them more likely to vote, and **18 percent** say it makes them less likely.
 - The Supreme Court striking down the right to an abortion: **49 percent** say it makes them more likely to vote, and **23 percent** say it makes them less likely.
 - Congress passing and President Biden signing the Inflation Reduction Act: **56 percent** say it makes them more likely to vote, and **18 percent** say it makes them less likely.
- YouTube topped the list of political news sources most frequently used by Latino voters, with **45 percent** of respondents using it very often.

Voter Exposure to Disinformation

- **Seventy-two percent** of respondents say they have heard, read, or seen a lot of or some news either online or from friends and family claiming that abortion is now illegal nationwide and that a person can get arrested for seeking one.
 - While **28 percent** think this is false, **48 percent** believe there is some truth to it.
- **Seventy-six percent** of respondents say they have heard, read, or seen a lot of or some news either online or from friends and family claiming that there was cheating and election fraud in 2020 and that Donald Trump was the true winner of the election.
 - While **47 percent** think this is false, **35 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 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 11–23, 2022. A fresh sample of 266 registered voters was added and combined with 266 interviews conducted in Week 6 to create a rolling average of 532 for Week 7. 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, the 2022 National Latino Voter Tracking Poll toplines 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.