



NEWS RELEASE

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

40 Percent of Independent Latino Voters Still Undecided Ahead of 2022 Midterms

*Poll findings reveal higher voter enthusiasm among older Latinos;
women's reproductive and abortion rights a top issue for both men and women voters*

WASHINGTON, D.C. – The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund, in partnership with BSP Research, released today the [fourth week of results](#) from their 2022 National Latino Voter Tracking Poll and released insightful crosstab data of poll 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 key congressional races, their favorability of President Joe Biden, their feelings about major issues facing the country, and more. 532 Latino registered voters were surveyed for week four of the poll, which was conducted from September 20 to October 2, 2022 and has a margin of error of +/- 4.5 percent. The crosstabs include data from 1,132 voters who have been contacted from September 3 – October 2, 2022 and have a total margin of error of +/-2.9 percent.

The poll's crosstabs reveal that 40 percent of Independent Latino voters are still undecided about which party's candidate they will support for Congress, and 37 percent are undecided about their U.S. Senate race. At roughly this same point in 2018, NALEO Educational Fund's weekly tracking poll showed that only [20 percent](#) of Independent Latino voters were undecided heading into the midterms. The crosstabs also reveal a significant enthusiasm gap between older and younger voters: 74 percent of Latino voters 40 years and older say they are "almost certain" they will vote, compared to just 58 percent of voters under 40.

For the fourth 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 28 percent. Women's reproductive and abortion rights continue to be extremely prominent as a major election issue compared to Election 2018, where only four percent of Latino voters ranked it as a top issue. However, in the week four poll results, there is a significant difference between the perspectives of Latino men and Latinas on the

importance of the issue, with 33 percent of Latinas ranking it as a top priority compared to 23 percent of Latino men.

“This week’s new data reveal the tremendous opportunities that both parties still have to engage the Latino electorate ahead of this year’s highly competitive midterms,” **said Arturo Vargas, Chief Executive Officer of NALEO Educational Fund.** “With just about a month away from Election Day and days before the beginning of early voting, we are seeing twice as many undecided Independent Latino voters as we did in 2018 and a growing young electorate that is still considering whether to vote in November. More than half of Latinos still have not been contacted by any political party, campaign, or other organization, but it is not too late for candidates to change course and engage voters.”

The data also reveal some significant gender gaps. The economic challenges of the past two years appear to be hitting Latinas harder than Latino men: only 26 percent of women say they are doing better than two years ago, compared to 36 percent of men. Latino men also continue to drive higher approval ratings for former President Trump, with 41 percent of men approving of him compared to 31 percent of Latinas. In 2018, Trump’s approval rating was 17 points higher among Latino men.

President Biden continues to lead in favorability among Latino voters, at 59 percent, and Latino voters continue to favor Democrats over Republicans in congressional races by a margin of 54 to 30 percent. The fourth week of polling also found Democrats continue to lead in outreach to Latino voters, at 64 percent, but the overall contact rate among Latino voters remains low, at 47 percent.

“Our results show that Latinas and Independents, in particular, are ready for mobilization by any party that invests in reaching out to the Latino community. We see a historically high interest in a woman’s reproductive rights and a community looking for answers to the rising costs of living,” **said Adrian Pantoja, Associate Dean of Faculty, Pitzer College, and pollster for BSP Research.**

Key Findings from Week Four Include:

Priority Issues

- For the fourth 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 **28 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: **28 percent**
 - Addressing mass shootings and gun safety policy: **25 percent**
 - Lowering the costs of healthcare: **22 percent**
 - Improving wages and creating more jobs: **22 percent**
 - Combating climate change and pollution: **20 percent**
 - Protecting immigrant rights: **15 percent**
 - Lowering taxes: **15 percent**
 - Reducing crime: **11 percent**
 - Creating more affordable housing: **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:
 - **89 percent** support allowing Medicare to negotiate lower prices on prescription drugs
 - **79 percent** support protecting DACA recipients from deportation
 - **78 percent** support passing a new Voting Rights Act
 - **77 percent** support creating a path to citizenship for undocumented immigrants
 - **75 percent** support passing a law to guarantee access to abortion
 - **75 percent** support canceling up to \$20,000 in student debt for people who earn less than \$125,000 a year
 - **70 percent** support banning assault rifles nationwide

Voter Preferences and Favorability

- When asked who they plan to elect to Congress in November, **54 percent** of Latino voters support Democratic candidates and **30 percent** support Republicans.
- Approval rating for key political figures include:
 - President Biden: **59 percent** favorable and **36 percent** unfavorable
 - Vice President Harris: **51 percent** favorable and **38 percent** unfavorable
 - Former President Trump: **35 percent** favorable and **60 percent** unfavorable
 - Republicans in Congress: **31 percent** favorable and **59 percent** unfavorable
 - Democrats in Congress: **52 percent** favorable and **37 percent** unfavorable
 - U.S. Supreme Court: **43 percent** favorable and **42 percent** unfavorable

Voter Enthusiasm and Engagement

- **72 percent** of Latino voters are closely following the midterm elections, and **66 percent** are almost certain they will vote in November.
- However, **53 percent** of survey respondents say they have not been contacted at all by any political party, campaign, or any other organization.
 - Of the **47 percent** who said they had been contacted, **64 percent** indicated someone from the Democratic Party contacted them, and **31 percent** indicated it was someone from the Republican Party.
- YouTube topped the list of political news sources most frequently used by Latino voters, with **40 percent** of respondents using it very often.

Voter Exposure to Disinformation

- **63 percent** of respondents say they have heard, read, or seen a lot or some news, online or from friends and family that the COVID vaccine is an attempt by the government to inject 5G chips into people so they can monitor and control the population.
 - While **41 percent** think this is false, **25 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 20 – October 2, 2022. A fresh sample of 266 registered voters were added and combined with 266 interviews conducted in week 3 to create a rolling average of 532 for week 4. 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 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.