



## NEWS RELEASE

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### **\*\*2022 National Latino Voter Tracking Poll: Week 8 Results\*\***

#### **Latest Tracking Poll Data Reveal Diversity of Latino Voter Preferences and Engagement Across Arizona, California, Florida, and Texas**

*NALEO Educational Fund also released a new analysis of key gubernatorial, Senate, and House races where Latino voters are expected to have the greatest impact*

**WASHINGTON, D.C.** — The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund, in partnership with BSP Research, released today the **eighth week of results** from their 2022 National Latino Voter Tracking Poll, including new data on Latino voter preferences in Arizona, California, Florida, and Texas — states with some of the most competitive races in the nation — along with expert analysis of key gubernatorial, Senate, and House races where Latino voters are poised to have the most decisive impact. 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 Eight of the poll, which was conducted October 18–30, and has a margin of error of +/- 4.5%.

With Election Day less than one week away, this week's results find support for Democrats at an all-time high: President Biden continues to have strong and steady favorability among Latino voters, at 66 percent, and Latino voters overall continue to favor Democrats over Republicans in congressional races, by a margin of 58 to 32 percent. A majority of Latino voters have decided who they plan to support for the congressional election — with only eight percent reporting they are still undecided, and 14 percent of respondents having already cast their ballots. For the eighth consecutive week, Latino voters ranked inflation and the rising cost of living as their most important election issue, at 47 percent, followed by women's reproductive and abortion rights, at 30 percent.

#### **Latino Voter Preferences in Key States with Competitive Races**

For the first time since the start of the tracking poll, this week's results also included insights about Latino registered voters in Arizona, California, Florida, and Texas — highlighting the diversity of perspectives among Latino voters in states with some of the most competitive races

in the nation.

Among Latino voters in Texas, Democrat Beto O'Rourke is leading over Republican Gregg Abbott in the gubernatorial race by a margin of 59 to 26 percent. Notably, 30 percent of Latino voters in Texas view the Republican Party as hostile to their community— and more than half of respondents surveyed (52 percent) still have not been contacted at all by any political party, campaign, or other organization. Latino voters in Texas are also far less likely to vote by mail, at just 10 percent, and only just over half of Texas respondents surveyed (54 percent) report knowing how to request a mail-in ballot, compared to 84 percent in California, 80 percent in Arizona, and 79 percent in Florida. Additionally, Texas Latino voters expressed strong support for protecting DACA recipients from deportation and passing a law to guarantee access to abortion at 81 percent and 76 percent, respectively.

Among Latino voters in Arizona, Democrat Mark Kelly is leading over Republican Blake Masters in the U.S. Senate race by a margin of 59 to 21 percent, and Democrat Katie Hobbs is leading over Republican Kari Lake in the gubernatorial race by a margin of 54 to 20 percent. Arizona Latino registered voters are more likely to have been contacted by a candidate, campaign or other organization about the election than Latino voters in other states, with 57 percent of Arizonans having been contacted — compared to the national rate of 50 percent — suggesting that the level of competition in multiple races in the state may be contributing to more robust outreach to Latinos in the state. Additionally, 37 percent of Latino voters in Arizona report being worse off financially today than two years ago, compared to 29 percent of Latino voters nationally.

Among Latino voters in Florida, Republican Ron DeSantis is leading over Democrat Charlie Crist in the gubernatorial race by a margin of 43 to 37 percent, and Republican Marco Rubio is leading over Democrat Val Demings in the Senate race by a margin of 44 to 38 percent. While Florida voters favor Democrats over Republicans in Congressional races 44 percent to 41 percent, Florida Latino voters' support of Republicans is the highest of any state.

Among Latino voters in California, Democrat Alex Padilla is leading over Republican Mark Meuser in the U.S. Senate race by a margin of 50 to 25 percent. Notably, 21 percent of Latino voters in California plan to vote for a Republican candidate for the U.S. House, compared to 18 percent in Arizona and 17 percent in Texas. Voters in California are also the most likely to vote by mail, with 58 percent of voters using mail-in or absentee ballots, compared to 34 percent of Latino voters nationwide.

"This week's results show once again that Latino voters are a diverse community of Americans — with very different experiences regarding how they vote, who they have been contacted by, and what they believe. One week from Election Day, Latinos are engaged, voting early, and have mostly made up their minds," said **Arturo Vargas, Chief Executive Officer of NALEO Educational Fund**. "However, efforts to reach and engage Latinos are still critical to ensure that Latinos participate in Election 2022. As our poll shows, Latinos are poised to play a decisive role in Election 2022 as our community represents a large share of registered voters in four key states."

"The Latino vote is diverse and each state paints a different picture on the outreach efforts, or lack thereof, into the community. Those politicians who take the issues of Latinos seriously,

have been rewarded with strong electoral positions going into the midterm elections,” said **Adrian Pantoja, Associate Dean of Faculty, Pitzer College, and pollster for BSP Research.**

**Impact of the Latino Vote: Key Races to Watch**

In addition to the latest tracking poll data, NALEO Educational Fund also conducted new analysis of key congressional and gubernatorial races where Latino voters are poised to have the most decisive impact. NALEO Educational Fund analysis provides information about the Latino share of registered voters in key states and the margin of victory in the last contest. For a full breakdown of Latino voter impact in key contests, including U.S. House races, see [here](#).

<b>Election 2022 Gubernatorial Contests</b>				
<b>State</b>	<b>Republican Candidate</b>	<b>Democratic Candidate</b>	<b>Latino Share of Registered Voters</b>	<b>Margin of Victory in Last Contest</b>
AZ	Kari Lake	Katie Hobbs	19.4%	14%
GA	Brian Kemp (Inc.)	Stacey Abrams	4.4%	1%
KS	Derek Schmidt	Laura Kelly (Inc.)	5.3%	5%
NV	Joe Lombardo	Steve Sisolak (Inc.)	18.1%	4%
NM	Mark Ronchetti	Michelle Lujan Grisham (Inc.)	38.3%	14%
OR	Christine Drazan	Tina Kotek	5.9%	6%
WI	Tim Michels	Tony Evers (Inc.)	2.4%	1%

<b>Election 2022 U.S Senate Contests</b>				
<b>State</b>	<b>Republican Candidate</b>	<b>Democratic Candidate</b>	<b>Latino Share of Registered Voters</b>	<b>Margin of Victory in Last Contest</b>

AZ	Blake Masters	Mark Kelly (Inc.)	19.4%	2%*
CO	Joe O’Dea	Michael Bennet (Inc.)	11.5%	6%
FL	Marco Rubio (Inc.)	Val Demings	18.4%	8%
GA	Herschel Walker	Raphael Warnock (Inc.)	4.4%	2%**
OH	J.D. Vance	Tim Ryan	1.6%	21%
NV	Adam Laxalt	Catherine Cortez Masto (Inc.)	18.1%	2%
NC	Ted Budd	Cheri Beasley	3.8%	6%
PA	Mehmet Oz	John Fetterman	3.8%	1%
WI	Ron Johnson (Inc.)	Mandela Barnes	2.4%	3%

*\*Margin of Victory from Arizona Special General Election for U.S. Senate on November 3, 2020.*

*\*\*Margin of Victory from Georgia Special General Election for U.S. Senate on January 5, 2021.*

## **Key Findings from Week 8 Tracking Poll Results**

### *Priority Issues*

- For the eighth consecutive week, Latino voters ranked inflation and the rising cost of living as their most important election issue, at **47 percent**, followed by women’s reproductive and abortion rights at **30 percent**.
- The top issues for Latino voters, in order of importance, include:
  - Inflation and the rising cost of living: **47 percent**
  - Women's reproductive and abortion rights: **30 percent**
  - Improving wages and creating more jobs: **26 percent**
  - Addressing mass shootings and gun safety policy: **23 percent**
  - Lowering the costs of healthcare: **22 percent**
  - Protecting immigrant rights: **19 percent**
  - Combating climate change and pollution: **16 percent**
  - Lowering taxes: **15 percent**
  - Creating more affordable housing: **11 percent**
  - Reducing crime: **10 percent**
  - Border security and immigration control: **9 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
  - **84 percent** support passing a new Voting Rights Act
  - **79 percent** support protecting DACA recipients from deportation
  - **78 percent** support creating a path to citizenship for undocumented immigrants

- **76 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
- **69 percent** support a presidential executive order to pardon people convicted of marijuana possession under federal law
- **69 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, **58 percent** of Latino voters support Democratic candidates and **32 percent** support Republicans.
- Approval rating for key political figures include:
  - President Biden: **66 percent** favorable and **31 percent** unfavorable
  - Vice President Harris: **49 percent** favorable and **41 percent** unfavorable
  - Former President Trump: **35 percent** favorable and **59 percent** unfavorable
  - Republicans in Congress: **34 percent** favorable and **52 percent** unfavorable
  - Democrats in Congress: **55 percent** favorable and **35 percent** unfavorable
  - U.S. Supreme Court: **47 percent** favorable and **39 percent** unfavorable

### *Voter Enthusiasm and Engagement*

- **73 percent** of Latino voters are closely following the midterm elections, and **59 percent** are almost certain they will vote in November.
- However, **44 percent** of survey respondents say they have not been contacted at all by any political party, campaign, or any other organization.
  - Of the **56 percent** who said they had been contacted, **69 percent** indicated someone from the Democratic Party contacted them, and **32 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: **59 percent** say it makes them more likely to vote, and **13 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 **24 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 **44 percent** of respondents using it very often.

### *Voter Exposure to Disinformation*

- **69 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 **22 percent** think this is false, **49 percent** believe there is some truth to it.
- **78 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 **48 percent** think this is false, **36 percent** believe there is some truth to it.

NALEO Educational Fund has been conducting general election tracking polls since 2016. The 2022 National Latino Voter Tracking Poll will survey respondents from September 2 to November 5, and results from the ninth and final week of polling will be released ahead of Election Day.

NALEO Educational Fund estimates at least **11.6 million Latinos** will cast ballots in 2022 – closely mirroring the community’s historic turnout in 2018 — according to its [2022 Latino Vote Projections](#) released earlier this year.

### **Methodology**

On behalf of NALEO Educational Fund, BSP interviewed 532 Latino registered voters nationwide from October 18–30. A fresh sample of 266 registered voters were added and combined with 266 interviews conducted in week eight to create a rolling average of 532 for Week Eight. 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 toplines can be viewed [here](#), national crosstabs can be viewed [here](#), and state crosstabs can be viewed [here](#).

NALEO Educational Fund also released its [Races To Watch](#) analysis last week which shows Latinos are poised to make major strides in increasing their representation across federal and state offices following Election 2022.

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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.*