

# navigator\*

Thursday, December 15<sup>th</sup>

2022 Midterm Voters:  
Hispanic Voters



## What We Did: 2022 Midterm Voters Survey

The slides in this presentation are based on interviews with 5,013 registered voters who had already voted or planned to vote in the November election, with interviews conducted November 1<sup>st</sup> through November 14<sup>th</sup>.

Support for Democratic candidates and Republican candidates in elections for Governor, Senate, and the House of Representatives have been adjusted to reflect the actual expected results as of November 14<sup>th</sup>. The analysis aims to provide a new tool for Americans to understand what happened in the 2022 election, why it happened...and what's next.

# Key Takeaways:

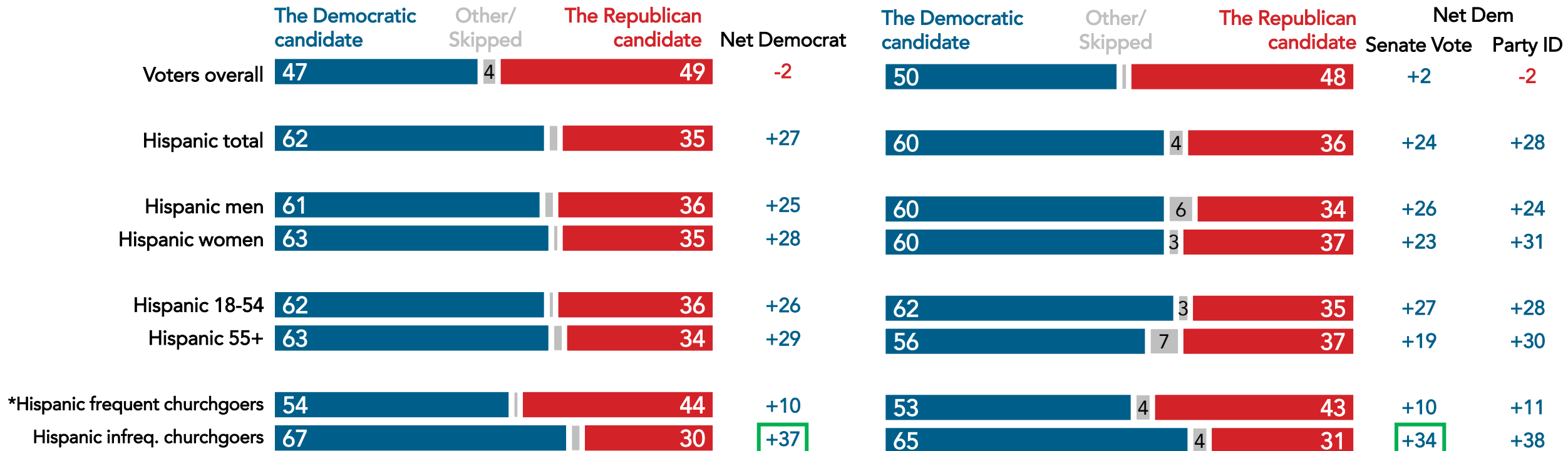
- Hispanic voters favored Democratic candidates in the House and Senate – especially Hispanic voters who reported attending church less than once a month.
- Inflation, abortion, jobs and the economy, and guns were Hispanic voters' top issues; Hispanic men were more likely to say economic issues while women were more likely to say abortion.
- Hispanic voters approved of Biden more than the overall electorate, particularly on health care and abortion; however, their ratings were underwater on his handling of the economy, immigration, and crime.
- Social Security and Medicare, abortion, climate, health care, and democracy were top reasons Hispanic voters chose Democrats over Republicans.
- Hispanic voters were slightly less pessimistic on the economy than 2022 voters overall, with a plurality saying more jobs were created than lost.

# Hispanic Voters Favored Democratic House and Senate Candidates, Particularly Infrequent Churchgoers

Infrequent church attendees were among the Hispanic voters most likely to support Democratic candidates for the House of Representatives (67%) and U.S. Senate (65%).

And in the election for your representative in the U.S. House of Representatives, who did you vote for?

In the election for U.S. Senator in [STATE], who did you vote for?

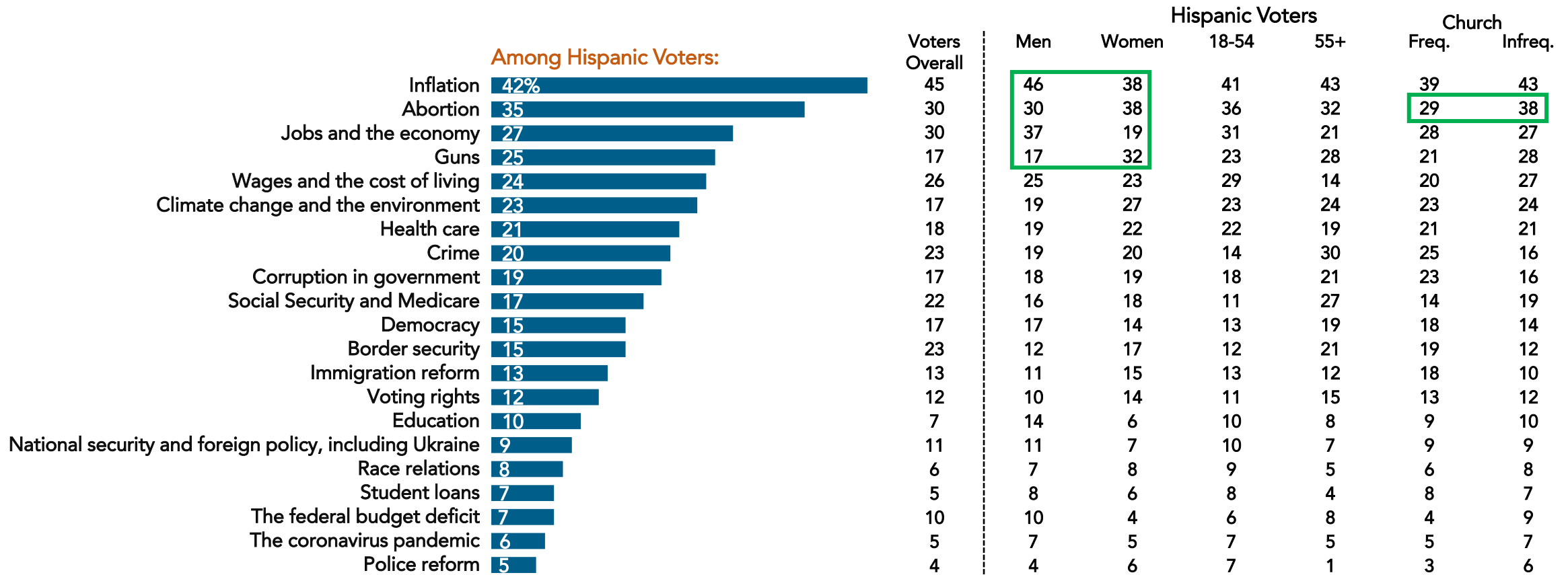


\*"Frequent churchgoers" are defined as those who self-report attending church more than once a month. Nationwide survey of 5,013 self-reported 2022 voters conducted November 1-November 14, 2022. Vote shares in House, Senate, and Governors' races are adjusted to reflect the estimates of the national popular vote as of November 14, 2022. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# Hispanic Voters' Priorities: Inflation, Abortion, Economy, Guns

Hispanic men were more likely than Hispanic women to cite inflation (46% vs. 38%, respectively) and jobs and the economy (37% vs. 19%), while Hispanic women were more likely to mention abortion (38% vs. 30%) and guns (32% vs. 17%).

Which of the following are the most important issues for you in deciding your vote for Congress this year? Select two to four.

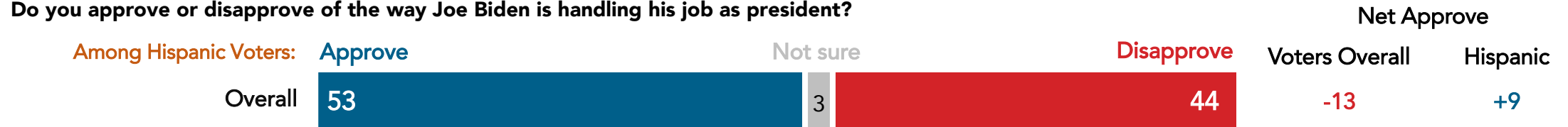


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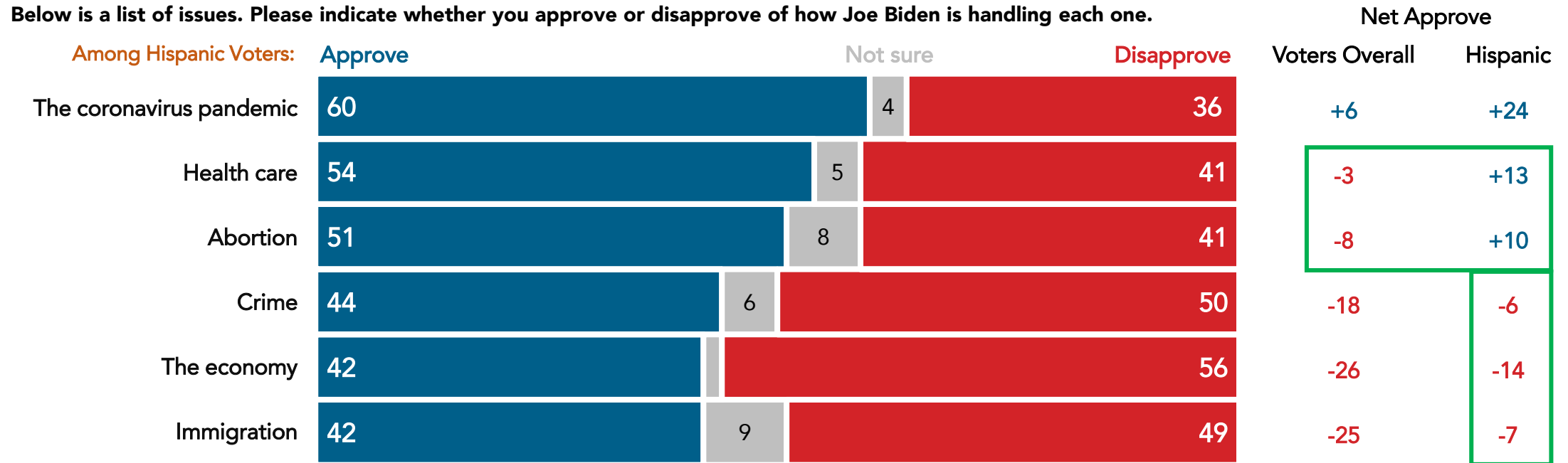
# Hispanic Voters Approved of Biden's Job Performance Overall, But Disapproved on the Economy, Crime, Immigration

Biden overperformed among Hispanic voters compared to the total electorate by a net 18 points on the pandemic (net +6 overall vs. +24 among Hispanic voters), 16 points on health care (net -3 overall vs. +13 among Hispanic voters) and 18 on abortion (net -8 vs. net +10).

Do you approve or disapprove of the way Joe Biden is handling his job as president?



Below is a list of issues. Please indicate whether you approve or disapprove of how Joe Biden is handling each one.

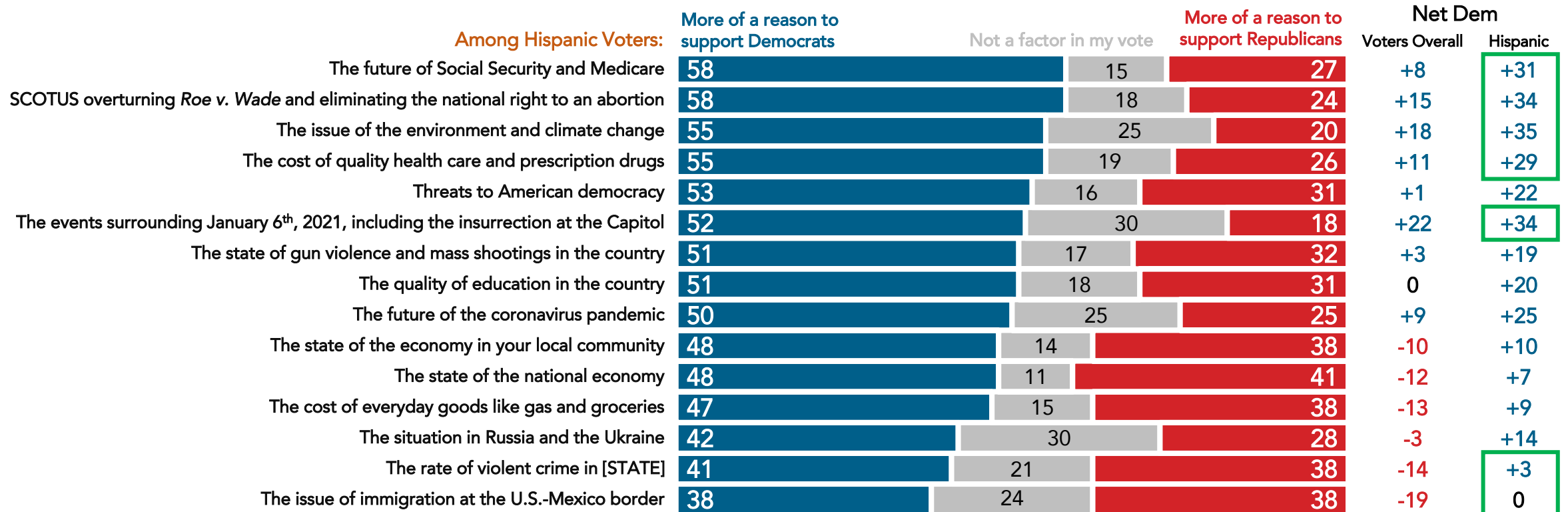


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# Hispanic Voters Saw SS/Medicare, Abortion, Climate, and Health Care As Top Reasons to Vote Democratic

Majorities of Hispanic voters said issues including Social Security and Medicare, abortion, climate, health care, and democracy were reasons to vote for Democrats over Republicans. On the issue of immigration, Hispanic voters were split (38% Democrats, 38% Republicans).

Below is a list of things that could have an impact on voting for Congress, Governor, or other offices in this year's election. Regardless of how you voted or intend to vote, for each of the following, please indicate whether it is more of a reason to support Democrats, more of a reason to support Republicans, or whether it is not a factor in your vote.



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# Hispanic Voters Received More Outreach From Democratic Candidates Than Republicans

A majority of Hispanic voters said they were contacted by Democrats (53%) – but 40% also said Republican candidates contacted them.

- The gap was wider among Hispanic women, with 53% contacted by Democrats and 37% by Republicans, as well as younger Hispanic voters (51% vs. 37%). Republicans were most likely to contact Hispanic voters over 55 (47%) and Hispanic men (45%).

Below are some groups that have been involved in contacting potential voters during the recent election campaign. How many times have you been contacted by these groups (whether by mail, text, email, phone, or in person)?



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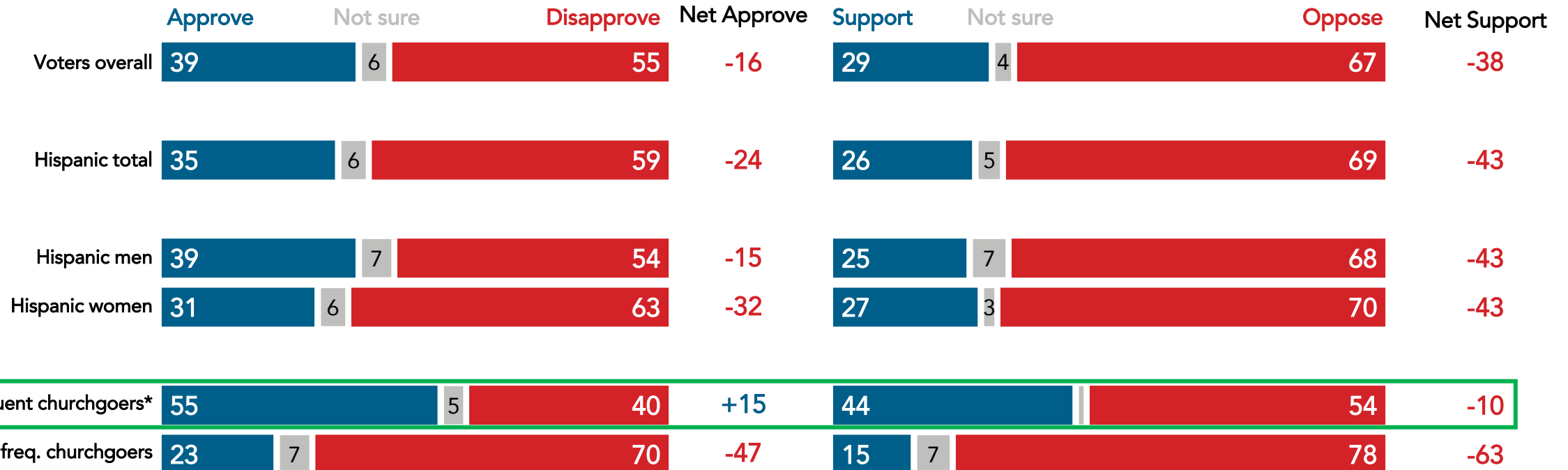


# Most Hispanic Voters Were Pro-Choice; Frequent Churchgoers Approved of Overturning *Roe*, But Opposed Nationwide Ban

Nearly three in five Hispanic voters overall disapproved of the Supreme Court overturning *Roe v. Wade* (59%), including majorities of Hispanic men, women, and infrequent churchgoers. Those who attend church more than once a month supported the decision (55%).

As you may know, the Supreme Court recently decided to overturn *Roe v. Wade*, eliminating the federal right to an abortion as a result. Do you approve or disapprove the Supreme Court eliminating federal protections for abortion?

Do you support or oppose a nationwide ban on abortion?



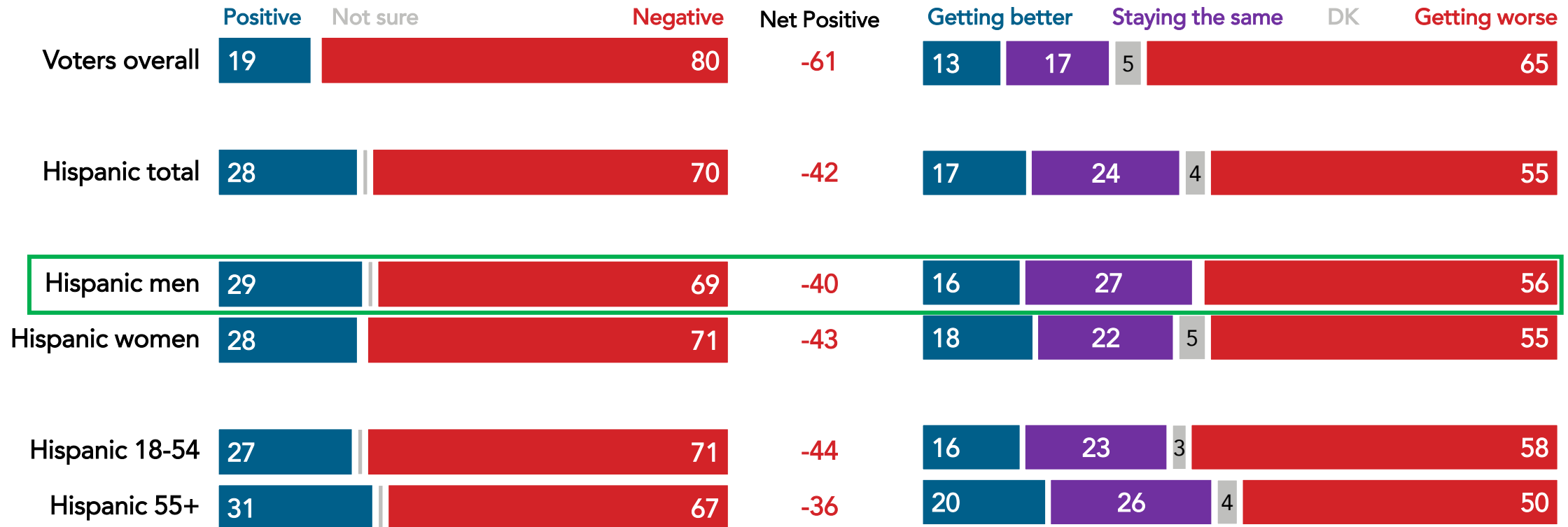
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# Hispanic Voters Pessimistic On Economy Overall; Majorities Said the Economy Was Getting Worse

Majorities of Hispanic voters across age and gender rated the economy negatively and said it was getting worse.

How would you rate the state of the U.S. economy today?

And, which of the following best describes the current state of the U.S. economy:

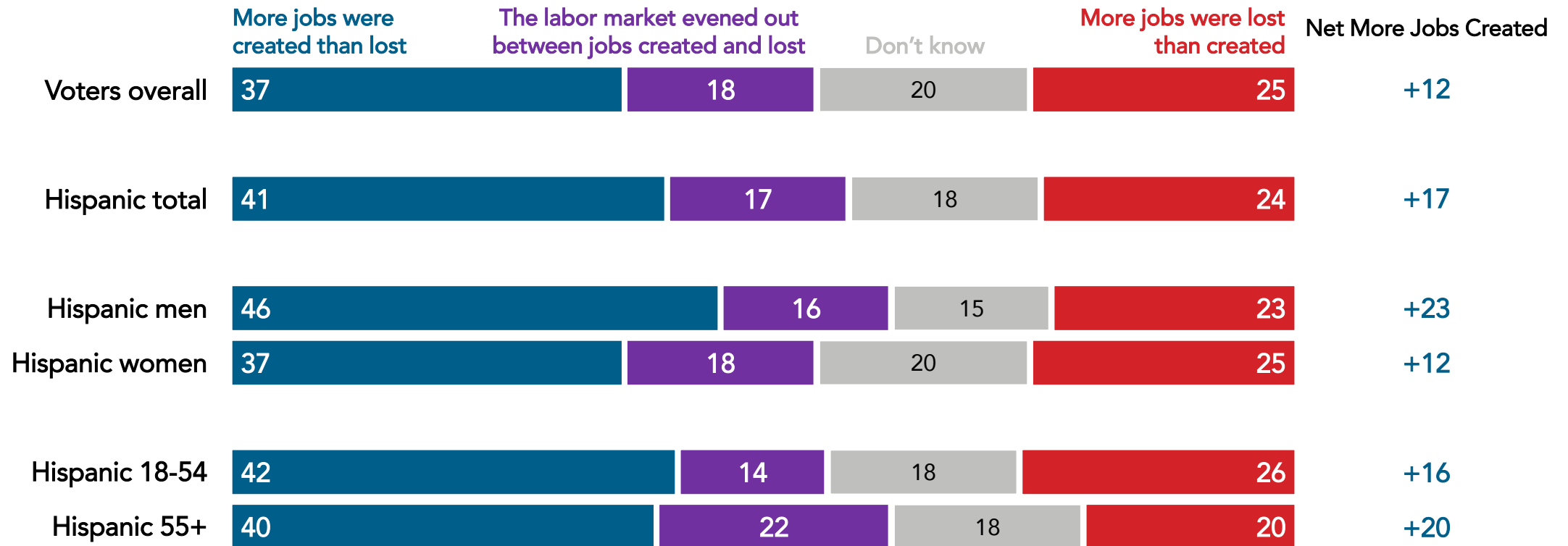


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# Hispanic Voters Were Slightly More Likely than Voters Overall to Say More Jobs Were Created Than Lost in the Past Year

Hispanic men (46%) were most likely to say more jobs were created than lost.

When it comes to the U.S. economy over the last 12 months, which of the following statements do you think is most accurate?



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## About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Arkadi Gerney, The Hub Project; Joel Payne, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

## About the Study

Global Strategy Group conducted an online survey of 5,013 registered voters from November 1-November 14, 2022, with respondents recruited from opt-in online panel vendors. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of the sample reflected that of the expected 2022 electorate in the House, Senate, and Governor's races. The vote shares for Democrats and Republicans among self-reported 2022 voters were also adjusted to reflect a preliminary estimate of the actual results of the 2022 elections.

For Press inquiries contact:

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To learn more about Navigator:

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