



# STATE OF THE HISPANIC ELECTORATE

By WPA Intelligence and Visto Media  
October 2022



Amigos,

Over 16 million of the country's 30.6 million eligible Hispanics voted in the 2020 presidential election, a record high. With the midterm elections right around the corner, we commissioned a national poll of nearly 1,300 Hispanic voters to provide you with a candid, in-depth look at our community.

The poll results are encouraging:

- Republicans are on track for a historically strong performance with Hispanics.
- A growing number of Hispanics say they have become more open to conservative ideas within the past five years.
- Contrary to liberal narratives, Hispanics overwhelmingly reject far-left abortion policies.
- Our community wants both a legislative solution for immigrants and more border security.
- Seven out of 10 Hispanics reject the left's "victimhood" mentality.

Our community is clearly frustrated with the country's direction. Most Hispanics believe the economy is in bad shape and that crime is getting worse. There is also a lack of trust in the current leadership in Washington.

Yet there is cause for optimism. Republicans out-perform the generic ballot on three of the top issues on the minds of Hispanic voters. This means we have room for growth, but it also means we also have to figure out how to expand our coalition.

We have our work cut out for us. That is why Bienvenido has partnered with some of the best data and communication minds in politics to provide us with an honest assessment of where we stand and, most importantly, where do we go from here. With your support, I am confident we will continue bringing our positive, optimistic message to more and more Hispanics.

Gracias,

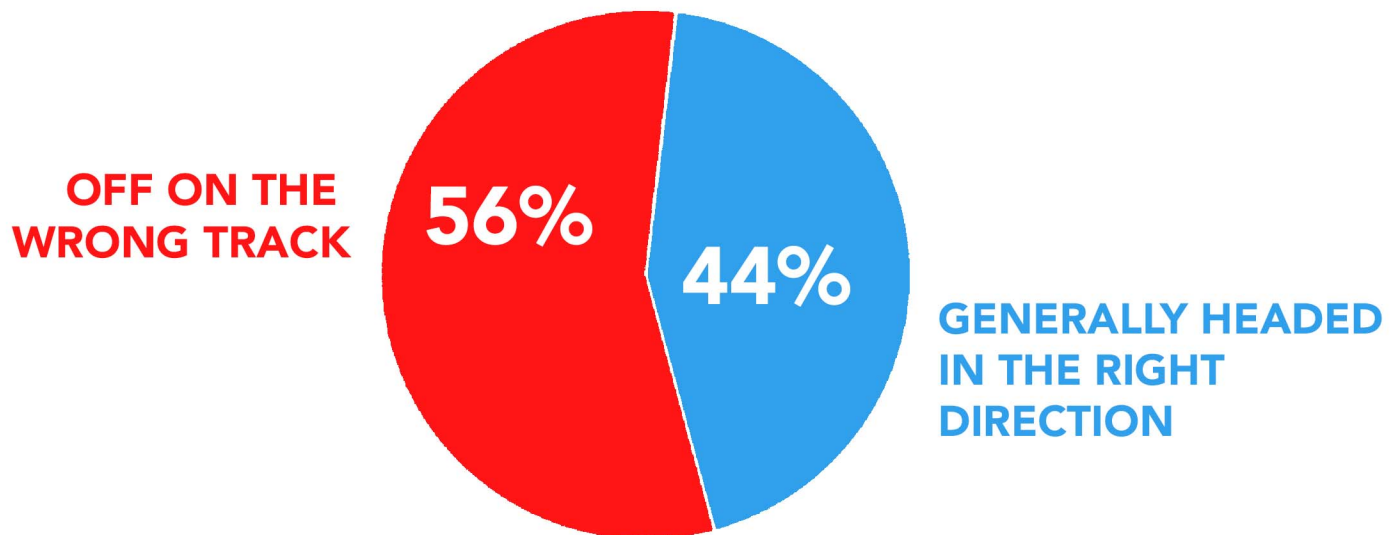
Abraham Enriquez  
Founder of Bienvenido

# HISPANICS ARE FRUSTRATED WITH THE CURRENT STATE OF THE COUNTRY

*“President Biden’s 53% approval rating with Hispanics is historically low for an incumbent Democrat. For example, at this same point in 2010, President Obama was polling in the high 50s among Hispanics. When you couple Biden’s below-average approval rating with grim outlooks on crime and the state of the economy, these fundamentals suggest Republicans should be able to deliver a relatively strong performance with Latinos in the midterms,”* said WPA Intelligence principal **Amanda Iovino**.

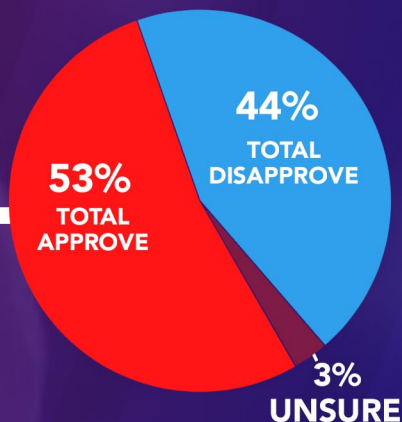
Just three weeks away from the midterm elections, like most Americans, most Hispanics are dissatisfied with the state of the country.

## WOULD YOU SAY THINGS IN THE COUNTRY ARE...?



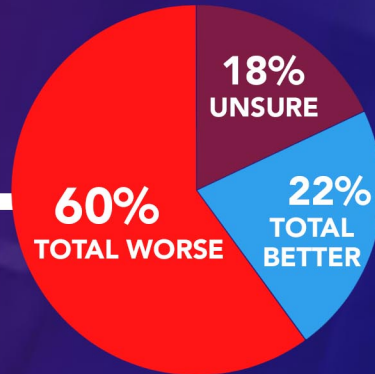
Democrats hold a double-digit advantage over Republicans on party identification among Hispanics, yet Biden’s approval rating is just 53% and most Hispanics do not want him to seek a second term.

DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT?



THINKING ABOUT THE 2024 ELECTION, DO YOU BELIEVE JOE BIDEN SHOULD RUN FOR RE-ELECTION OR SHOULD HE NOT RUN FOR RE-ELECTION?

DO YOU BELIEVE CRIME IS GETTING BETTER OR WORSE IN THE COUNTRY?



HOW WOULD YOU RATE THE COUNTRY'S ECONOMIC CONDITION? IS IT...?

# REPUBLICANS HAVE CUT THE DEMOCRATS' HISPANIC MARGINS BY NEARLY HALF IN FOUR YEARS

*“Republicans are on track to maintain their 2020 gains with Hispanic voters, who are clearly frustrated with an economy they see as leaving them behind. Improving upon 2020 won’t be easy with nearly 40% of Hispanics living in California, Illinois, New York, and New Jersey, but as this poll shows, the GOP can improve, especially with Spanish-dominant Latinos,”* said WPA Intelligence partner **Bryon Allen, PhD.**

## Midterm Election Margins Among Hispanics (1982-2018)

1982	1986	1990	1994	1998	2002	2006	2010	2014	2018
D +50	D +50	D +44	D +22	D +26	D +24	D +48	D +32	D +26	D +40

Since 1982, Democrats have carried the national Hispanic vote by an average of 36 points in midterm elections. In 2018, Democrats won Hispanics by 40 according to exit polls. Our study found Republicans are on track for one of their best midterm election performances with Hispanics, having reduced the Democrats’ 2018 advantage by nearly half among likely voters.

**If the midterm elections were held today, 54% of likely Hispanic voters would back the Democratic candidate for Congress while 33% would vote for the Republican.**

**Large numbers of Hispanic Independents remain undecided or say they are unlikely to vote in the election.**

**Democrats have a 40-point advantage among Hispanics who receive all or most of their news in Spanish but lead by just 13 points among Hispanics who receive most of their news in English.**

## **If the 2022 midterm elections were held today, would you vote for the Republican candidate or the Democratic candidate for Congress?**

	Republican Candidate	Democrat Candidate	Unsure/Refused
All	33%	54%	13%
Republicans	82%	10%	8%
Democrats	5%	88%	7%
Spanish News	19%	59%	22%
English News	38%	51%	11%

# ECONOMIC AND SECURITY CONCERNS DRIVE HISPANICS TO THE GOP

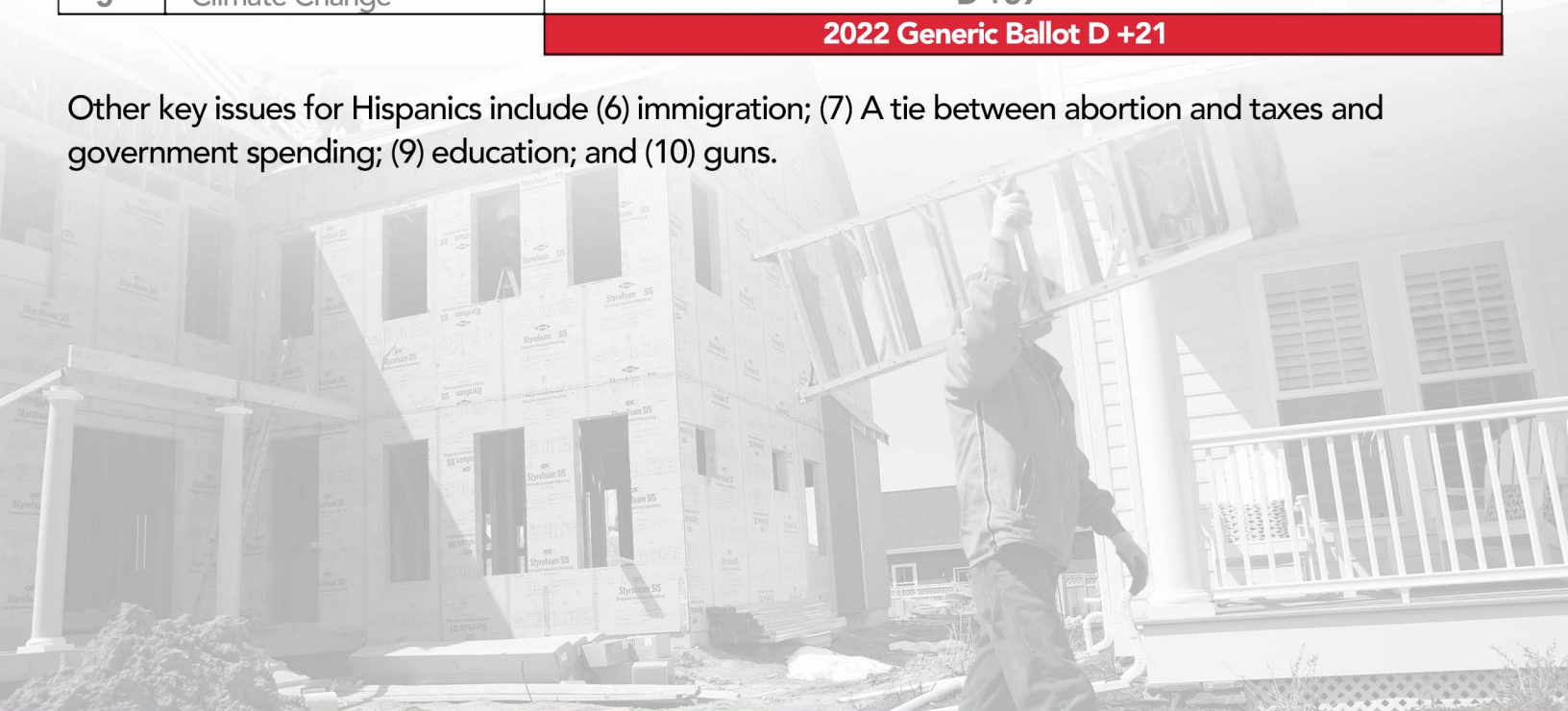
*“Republicans don’t have to win the Hispanic vote to flip key races in places like Arizona, Nevada, and South Texas. The GOP’s closing argument to Hispanic voters ahead of the midterms is not that dissimilar from its message to other groups: The soaring prices and crime that hurt your community are not a coincidence. They’re a result of bad policies by Biden and the Democrats,”* said WPA Intelligence principal **Rob Volmer**.

We presented the respondents with a list of issues and asked them to select up to five that are most important to them. The issues that were most often cited by Hispanics were: (1) Cost of living and inflation; (2) Jobs and the economy; (3) Healthcare; (4) Crime; and (5) Climate Change.

The presence of climate change as a top five issue for Hispanics is explained by it being the single most cited top five issue among self-identified Hispanic liberals and second-most cited by Hispanic Democrats. It was not a top five issue among Hispanic Independents or Hispanic Republicans.

RANK	ISSUE	2022 BALLOT AMONG VOTERS WHO CITED ISSUE AMONG TOP CONCERNS
1	Cost of living and inflation	D +15
2	Jobs and the Economy	D +8
3	Healthcare	D +26
4	Crime	D +10
5	Climate Change	D +59
		<b>2022 Generic Ballot D +21</b>

Other key issues for Hispanics include (6) immigration; (7) A tie between abortion and taxes and government spending; (9) education; and (10) guns.



# REPUBLICANS HAVE ROOM FOR GROWTH WITH HISPANICS

*“Republicans have made significant gains with Hispanics, but we clearly have room for growth, especially among Spanish-language news consumers. While six out of 10 Hispanic voters receive all or most of their news in English, about four of 10 receive at least half of theirs in Spanish. Additionally, the fact we’re significantly outperforming the generic ballot on three of the four top issues in the election suggests GOP campaigns and conservatives need to communicate to Hispanics how liberal policies have failed them. Long term, Republicans should tackle a broader range of issues, such as healthcare, that matter a great deal to Hispanic voters,” said Visto Media founder **Giancarlo Sopo**.*

When Hispanics are asked which party is better at addressing specific issues, Republicans outperform their generic ballot margins on several key areas — such as the economy and crime — cited by voters as top concerns. Republicans perform better among Hispanics who consume most, or all, of their news in English on topics such as lowering inflation, fighting crime, and preserving the American Dream.

**Below are some policy issues. Please indicate whether you think the Democratic Party or the Republican Party is better at each one.**

	ALL	MOSTLY SPAN.	MOSTLY ENG.	HALF & HALF
Securing the border	R +16	D +10	R +28	R +4
Defending people of faith	R +1	D +5	R +6	D +8
Lowering prices and inflation	D +2	D +11	R +2	D +9
Fighting crime	D +4	D +14	R +2	D +13
Preserving the American Dream	D +5	D +9	D +2	D +10
Creating jobs and economic opportunity	D +7	D +1	D +8	D +9
Promoting good family values	D +8	D +3	D +9	D +11
Keeping taxes low for families like mine	D +8	D +13	D +9	D +3
Protecting the rights of parents in education	D +14	D +13	D +11	D +19
Improving schools and promoting excellence in education	D +14	D +13	D +14	D +14
<b>2022 Generic Ballot: D+21</b>				

Democrats outperform the generic ballot among Hispanics who cited abortion, education, and guns as top issues. Republicans outperform their generic ballot standing among Hispanics who said immigration was a top concern and have a double-digit lead over Democrats among those who cited taxes and government spending.

One out of five Hispanic voters, including 34% of Republicans, say border security is a top concern. Among these, Republicans have a 33-point generic ballot lead.

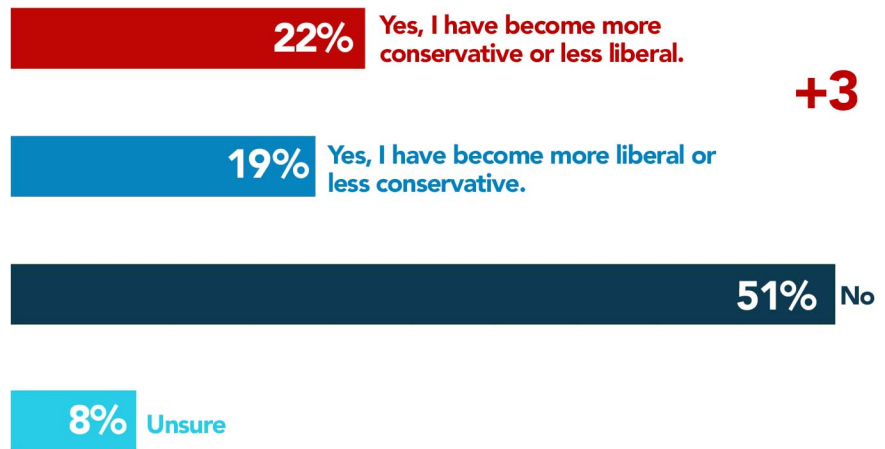
# HISPANICS HAVE BECOME MORE CONSERVATIVE IN RECENT YEARS

*“After the 2020 election, many speculated as to whether President Trump’s gains with Hispanics were the result of an ideological transformation and whether any of it would be temporary. This poll and election results over the past year confirm that Latino voters have, in fact, become somewhat more open to conservative ideas. We also learned that while much of the 2020 shift came from voters who already supported Trump but did not vote in 2016, a significant share of it also came from converts and previously indifferent voters,” said WPA Intelligence Chief Research Officer **Trevor K. Smith, PhD.***

We studied the 2020 Hispanic vote shift to better understand Republicans’ gains with Latinos. The poll found that about three out of four Hispanics who voted for President Trump in 2020 also backed him in 2016. Approximately half of the first-time Trump voters in 2020 supported him, but did not vote, in 2016. The other half consisted of a mix of Democratic converts and Hispanics with no preference in the 2016 election.

Most Hispanics say their political views have not changed within the past five years. Among Hispanics whose views have changed, conservatives have experienced a net gain of three points, with the shift occurring largely among Hispanics who receive at least half of their news in English.

## Have your political views changed in the past 5 years?



While Hispanics are about evenly divided as to whether their culture is more conservative or more liberal regardless of how they vote, a plurality of Hispanics believe their community is becoming increasingly conservative with nearly half of the poll’s respondents (49%) saying they have a Hispanic family member or friend who has become more conservative in the past five years and 35% saying they do not.

Republicans have a 12-point lead in the generic ballot among the 22% of Hispanics who say they have become more conservative or less liberal over the last five years.



# HISPANICS PRIORITIZE KITCHEN TABLE ISSUES

*“Ever since Ronald Reagan said, ‘Hispanics are Republicans, they just don’t know it yet,’ GOP operatives and politicians have often assumed they could improve their margins with Latinos by focusing on religious and social issues. These assumptions were not entirely off. Hispanics do tend to have socially conservative leanings, but these inclinations have not materialized into the GOP winning the national Hispanic vote. Republicans would be well-served if they better understood why Latinos, who largely identify as ‘moderate,’ prioritize kitchen table issues over cultural matters,”* said WPA CEO **Chris Wilson**.

In recent months, some left-leaning Latino groups and pundits have pointed to polls showing most Hispanics identify as pro-choice or believe abortion should be mostly legal as evidence of the group being liberal on the issue. However, these labels tell us little about Hispanics’ views on legislation since abortion policies are generally based on pregnancy weeks.

We presented Hispanic voters with specific abortion policies varying by pregnancy week and asked them to identify which most closely reflects their stance. Our finding is that rather than being liberal on abortion, more than eight out of 10 Hispanics (85%) favor limiting abortions to 15 weeks or earlier in a pregnancy. Few Hispanics support elective abortions after the point of fetal viability.

GENERALLY SPEAKING, DO YOU BELIEVE ABORTION SHOULD BE ALLOWED?				
	ALL	DEM	GOP	IND
Only when the life of the mother is in danger	19%	17%	21%	18%
Only in cases of rape, incest or when the life of the mother is in danger	32%	26%	38%	37%
For any reason until around the 6 <sup>th</sup> week of pregnancy, but generally prohibited afterward unless the life of the mother is in danger	19%	22%	17%	15%
For any reason until the 15 <sup>th</sup> week of pregnancy, but generally prohibited afterward unless the life of the mother is in danger	15%	15%	14%	15%
For any reason until the fetus is viable outside the womb at around 24 weeks of pregnancy, but generally prohibited afterward	6%	8%	4%	7%
Allowed through 9 months of pregnancy for any reason	9%	12%	6%	7%

Hispanics are also more closely aligned with conservatives on hot-button cultural issues, such as classroom lessons on gender identity and whether children should attend drag queen performances. Foreign-born Hispanics were more conservative on both topics than their US-born counterparts.

# HISPANICS PRIORITIZE KITCHEN TABLE ISSUES

However, while Hispanics may have conservative cultural leanings, these topics do not rank high among their priorities. Out of 18 issues, “moral values” and “faith and religion” ranked 14th and 15th respectively — below border security and COVID-19. Meanwhile, among the 26% of Hispanics who said abortion is one of their five most important issues, Democrats hold a 53-point lead in the 2022 generic ballot.

	Appropriate	Inappropriate	Unsure
Do you believe it is appropriate or inappropriate for teachers to discuss topics such as gender identity and sexual orientation with school children in kindergarten through 3 <sup>rd</sup> grade?	31%	57%	11%
Do you believe it is appropriate or inappropriate for drag queens to perform in front of children under 10 years-old?	24%	61%	15%

This is not to suggest that Republicans should avoid discussing cultural issues with Hispanics. Republicans should help Hispanics connect the dots between their personal values and their politics. It does mean, however, that these issues may not resonate with Hispanics as strongly as some believe. When asked which party is better at “defending people of faith,” Republicans only have a one-point lead. When Hispanics are asked which party is better at “protecting the rights of parents in their children’s education,” Republicans outperform the generic ballot by 7 points, but Democrats still lead by 14.

These data challenge the notion that Hispanics are a natural Republican constituency merely because they tend to be more culturally conservative and religious than white Democrats. For instance, the Democrats hold a double-digit lead in the midterm generic ballot among Hispanics who say religion is “extremely important” to them in their daily lives.



# HISPANICS FAVOR AN “ALL OF THE ABOVE” APPROACH TO IMMIGRATION

*“For years, liberal activists have portrayed Hispanics as only caring about amnesty when it comes to immigration. This narrative over-simplifies and distorts Hispanics’ views on a complex topic. The truth is we want an ‘all of the above’ approach on immigration. This includes a legislative solution for illegal immigrants who pass background checks, stronger border security, deporting criminals, and encouraging immigrants to learn English and embrace American values,” said Bienvenido president **Abraham Enriquez**.*

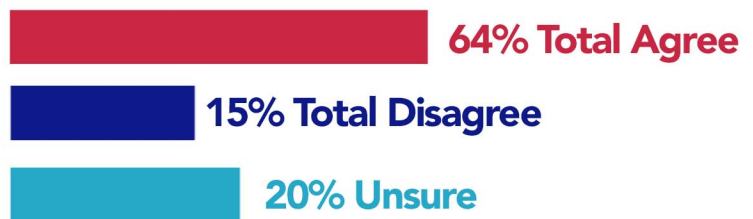
Those who are in the US illegally and have committed serious crimes, such as assault or grand theft, should be deported.



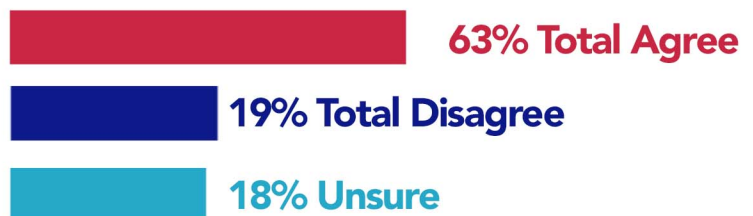
Those who are in the U.S. illegally, but are otherwise law-abiding individuals, should be allowed to stay here if they meet certain requirements such as passing a background check and paying fines.



We need more security along our southern border.



Immigrants should learn English and embrace American culture and values.



# THERE IS NO WIDESPREAD 'DISINFORMATION' CAMPAIGN CONVERTING SPANISH-SPEAKERS INTO REPUBLICANS

*"Democrats blame Spanish-language disinformation for their losses with Hispanics. Not only is this theory not backed by survey research, the data suggests Spanish-dominant Hispanics are significantly more likely to vote for Democrats than their English-dominant counterparts. In fact, Spanish-language news consumers were 10 points likelier to say they became more liberal over the past five years. Moreover, for all the talk of Hispanics being bombarded with right-wing misinformation on WhatsApp, our study found Democrats perform better with users of the messaging app than non-users,"* said Visto Media founder **Giancarlo Sopo**.

	2020			2022		
	TRUMP	BIDEN	DIFF.	GOP	DEM	DIFF.
ALL	38%	59%	D +21	33%	54%	D +21
SPANISH NEWS	29%	69%	D +40	19%	59%	D +40
ENGLISH NEWS	41%	55%	D +14	38%	51%	D +13
WHATSAPP	33%	65%	D +32	30%	61%	D +31

Another glaring flaw with the Democrats' explanation for their Hispanic losses is the fact that 32% of Hispanics who receive most of their news in Spanish said they have become more liberal these past five years, while 22% said they have become more conservative. A plurality, 39%, said their views have not changed.

The likeliest Hispanics to have become more conservative within the last five years are those who watch at least half of their news content in English, with a net gain of five points for conservatives.

## Have your political views changed in the past five years?



# SPANISH-LANGUAGE DISINFORMATION IS PREVALENT ON THE LEFT

*“Unsurprisingly, disinformation from liberal Spanish networks has gone entirely ignored in the media’s incessant chatter about ‘misinformed Hispanic voters,’ despite research data showing large numbers of Hispanic Democrats and Spanish-language news consumers believe things that are objectively false. One-sided discussions on disinformation en español have given Democrats a pass,” said WPA Intelligence managing director and principal **Conor Maguire**.*

STATEMENT	Hispanic Democrats		Self-Described Liberals		Spanish News	
	Total True	Total False	Total True	Total False	Total True	Total False
Each year, police officers shoot and kill approximately 150 unarmed Black men or more.	77%	23%	78%	22%	69%	31%
The Supreme Court recently outlawed abortion in the United States.	76%	24%	74%	26%	77%	23%
Florida has a law that prohibits students and teachers from saying the word “gay” in all public schools.	74%	26%	79%	21%	82%	18%
Former President Donald Trump called all immigrants “animals.”	72%	28%	76%	24%	69%	31%
A Florida law requires university professors and students to register their political views with the state.	58%	42%	64%	36%	72%	28%
The 2016 presidential election was stolen by Russia.	50%	50%	49%	51%	66%	34%

With much of the media’s attention focused on right-wing sources of disinformation and so-called “misinformed” conservative Hispanics, we decided to study the prevalence of left-wing disinformation among Democrat-leaning Latinos and Spanish-language television consumers.

We presented the respondents with false statements commonly made by liberal pundits and asked them to evaluate whether they believe they are true or false. Our analysis found that Hispanics who receive most or all their news from Spanish-language sources, such as Univision and Telemundo, were, on average, significantly more likely to believe false statements.

For instance, 64% of Hispanics who receive most or all their news in Spanish agreed the 2016 presidential election was stolen by Russia compared to just 34% of Hispanics who rely on English-language sources. Similarly, 72% of Hispanics who prefer Spanish-language news sources believe Florida requires university professors and students to register their political views with the state, compared to 42% of their counterparts who turn to English-language sources for news.

# HISPANICS REJECT VICTIMHOOD AND EMBRACE THE AMERICAN DREAM

*“Liberal activists have tried convincing Hispanics to view ourselves as victims in America — and they have failed. Our community believes in personal responsibility and the power of the American Dream because we have been successful in this great country. Shame on all, especially the liberal Spanish networks, who want Hispanics to adopt a victimhood mentality while living in the freest and most prosperous nation in the history of the world,”* said Bienvenido president **Abraham Enriquez**.

Our poll found that not only is racism not among the 10 most important issues for Hispanics, seven out of 10 attribute their life problems to their own actions, decisions, and circumstances. This view is more likely to be held by foreign-born and lower-income Hispanics than their wealthier and US-born counterparts.

Paradoxically, while just 6% of Hispanics 60 and over — all of whom were born before historic Civil Rights laws were passed — attribute their shortcomings to racism, 42% of Hispanics under 40 — all of whom were born well after federal statutes guaranteed equality under the law to minorities — see themselves as victims.

Similarly, 41% of Hispanics who receive all or most of their news from Spanish TV channels, such as Univision and Telemundo, believe they are victims of racism and discrimination.

## WHICH OF THE FOLLOWING STATEMENTS BEST APPLIES TO YOU?

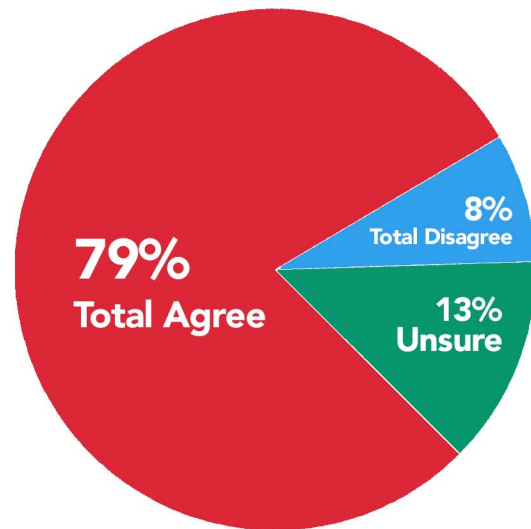
	All	<40	60+	<\$50k	+\$100k	Foreign Born	US Born	Spanish TV
My problems and failures in life have mostly been a result of me being a victim of racism and discrimination	29%	42%	6%	26%	39%	19%	30%	41%
My problems and failures in life have mostly been a result of my actions, decisions, and circumstances.	71%	58%	94%	74%	61%	81%	69%	59%



# HISPANICS REJECT VICTIMHOOD AND EMBRACE THE AMERICAN DREAM

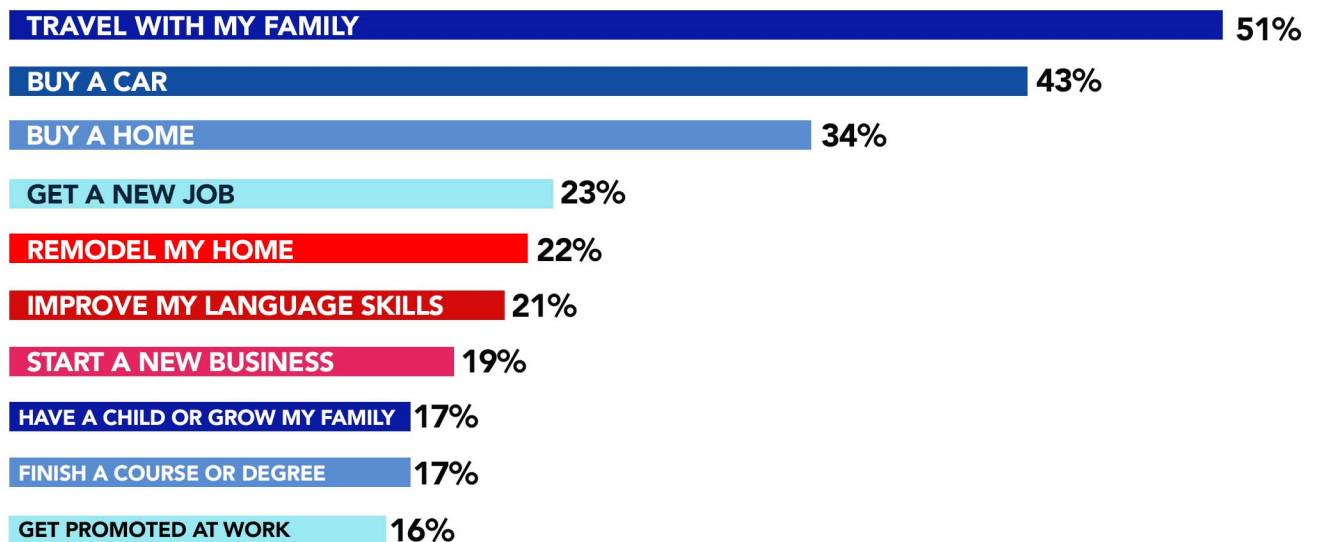
Consistent with their rejection of the victimhood mentality, Hispanics also repudiate the notion that the deck is stacked immigrants. Nearly eight of 10 Hispanic voters agree with the statement “Immigrants who work hard and follow the rules can achieve the American Dream” with nearly half (49%) indicating they strongly agree with it.

**IMMIGRANTS WHO WORK HARD AND FOLLOW THE RULES CAN ACHIEVE THE AMERICAN DREAM**



Despite their frustrations with the current state of the economy and national political figures, Hispanics have big dreams and goals they hope to accomplish within these next few years.

## WHAT ARE SOME THINGS YOU HOPE TO ACCOMPLISH IN THE NEXT FIVE YEARS? SELECT ALL THAT APPLY.



# ABOUT THE POLL

## Methodology

WPA Intelligence partnered with Visto Media to conduct a national poll of 1,288 Hispanic voters on behalf of Bienvenido. The fielding was conducted by QuestionPro on October 4-7 in English and Spanish. The poll's margin of error is  $\pm 3.0$  at the 95% confidence level. The sample was stratified by geography, age, race, partisanship, gender, and vote history to ensure a representative sample.

## WPA Intelligence

WPA Intelligence is an award-winning provider of survey research, predictive analytics and application-based data management technology. WPAi clients win at a rate that exceeds the industry standard by double-digits and has been nationally recognized for providing cutting-edge intelligence to help our clients win. WPAi has been the data team behind the analytics and polling for Glenn Youngkin's 2021 Virginia Gubernatorial campaign, the RNC's voter scores program, and the providers of data strategy for the Las Vegas Raiders relocation. The American Association of Political Consultants (AAPC) has awarded WPAi with eleven Pollies including Best in Show. In 2022, CEO Chris Wilson and Principal Amanda Lovino were awarded Pollster of the Year for the firm's polling and analytics work on the Youngkin for Governor campaign.

## Visto Media

Visto is an insights-based communications and digital marketing consultancy. We are unapologetically American with deep roots in Florida, a proud presence in the heart of Texas, and hang our hat in Tennessee. We combine research with language expertise to help our partners communicate across broadcast and digital media. We cut through the noise to help you be seen and win. For over 15 years, we have delivered strategic communications and research insights to presidential campaigns, Fortune 500 companies, and major brands and personalities. Our commentary and analyses have been featured on Fox News, The New York Times, and Newsweek.



