

Battleground Polling of Latino Voters

August 19-24 survey of registered Hispanic voters in 11 states

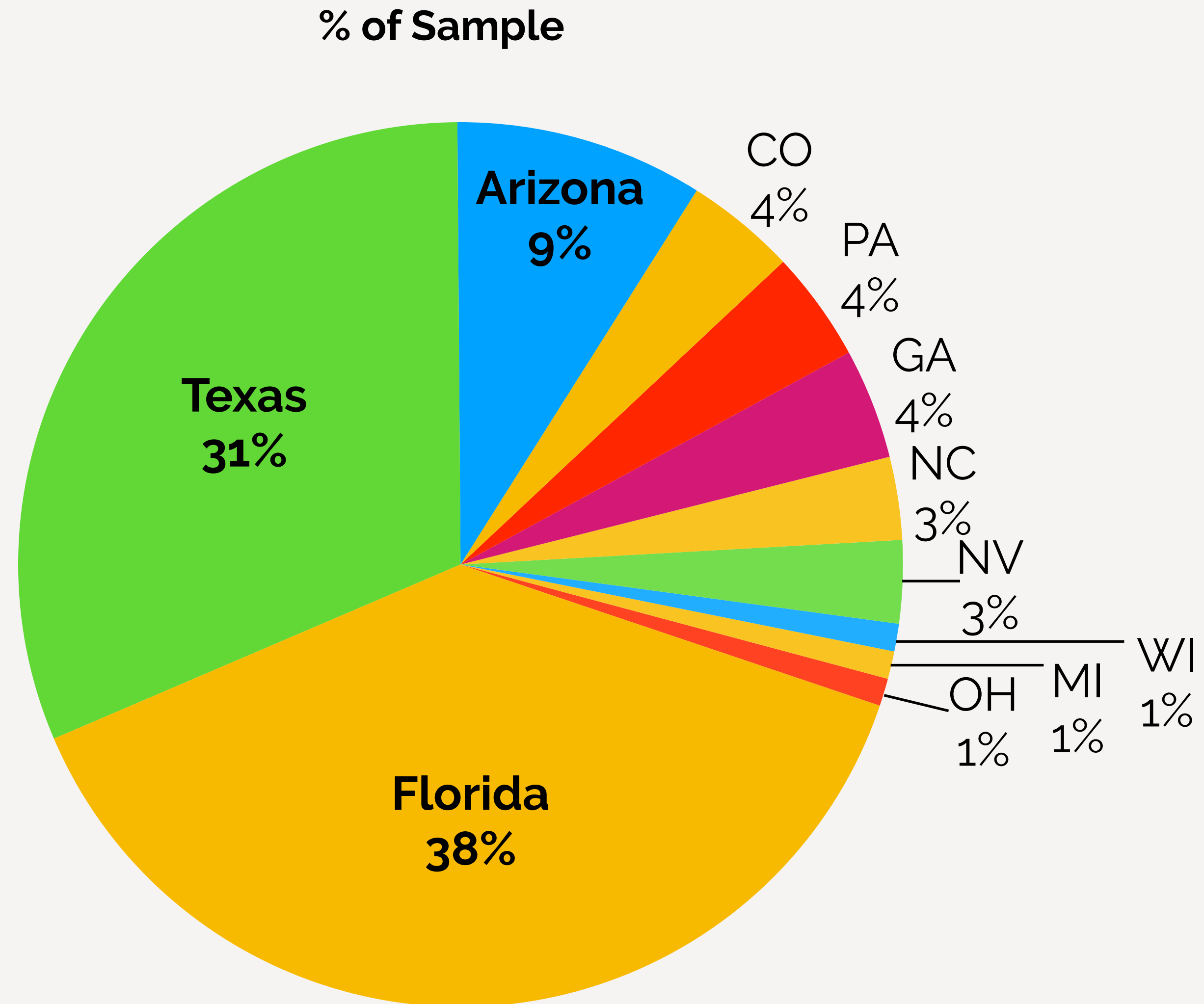


Methodology

- Survey of 1800 registered Hispanic registered voters in 11 states (Arizona, Colorado, Florida, Georgia, Michigan, North Carolina, Nevada, Ohio, Pennsylvania, Texas and Wisconsin)
- 864 interviews (48%) were conducted online and 936 (52%) were administered via live dialing. The survey was made available in both English and Spanish, and 14% of respondents chose to complete the survey in Spanish.
- Telephone numbers were generated by a random selection of both voters with and without phone numbers from the voter file. Additionally respondents were reached online. Quotas were assigned to reflect the Latinx voting population in designated states.
- The data were weighted by education, geography, gender, country of birth and 2020 presidential vote (based on Catalist estimates for Florida and Texas), to ensure an accurate reflection of the population.

Battleground sample heavily dominated by Hispanic voters in Florida & Texas

“Quirkiest” Hispanic electorates shape the findings





Top Takeaways

1. **The 2020 moment has not ended.** In our survey, Dem margins among Latinos remained uncomfortably narrow. GOP in a strong position in vote choice and motivation, and anti-Trump sentiment has dampened.
2. **President Biden's numbers are stable, with some signs of promise.** Biden's approval numbers track with 2020 vote, but hint at improvement among swing audiences. Biden's visible leadership an asset in a moment when large numbers of Latinos are ambivalent about the parties, and neither their party ID nor ideology are fully guiding their attitudes.
3. **Gender & age** are driving differences in the survey. But **education**, while not meaningful in generic ballot, sneaks up in important ways that could magnify as cycle goes on.



Top Takeaways

4. **Best debate for Dems: who cares more about people like you?** Democrats' strength is in being “better for Hispanics” and “caring for people like you”, with natural advantages on COVID, healthcare and immigration. Dems also have a popular agenda— all items are deemed important.
 - The growth opportunity is in moving from “care” to “care and deliver”.
 - In this context, “Dems take Hispanics for granted” is a dangerous attack against which Dems need to inoculate.
5. **GOP's strongest points are all on the economy**, including jobs, valuing hard work and delivering for American workers. The weakest: protecting big corporations.
6. The task for Dems: to shore up credibility on economic issues, but avoid turning midterms into a referendum on the economy alone. Strongest Dem messaging says **GOP is out for big corporations and the wealthy, while Dems look out for hard-working people— their health, their kids' schools, their livelihoods.**

2022: Motivation to Vote

As seen in other data, GOP base more enthusiastic at this stage of the cycle

% Very Motivated to Vote in 2022
By Party



No surprise: motivation levels track with age

Plus: only 45% of voters under 30 say they're very motivated

% Very Motivated to Vote in 2022
By Age



**Dem-Rep on
Generic Ballot**

+6

-4

+15

+13

+25

Education more meaningful predictor of enthusiasm than of vote choice

Some notable gender difference on motivation (though even wider on generic ballot)

% Very Motivated to Vote in 2022
By Education & Gender

**Dem-Rep on
Generic Ballot**



Mexican-Americans, the largest subgroup, lag in motivation of Cuban voters (but not dramatically)

Puerto Rican voters expressing lower levels of engagement than peers

% Very Motivated to Vote in 2022
By Heritage

**Dem-Rep on
Generic Ballot**



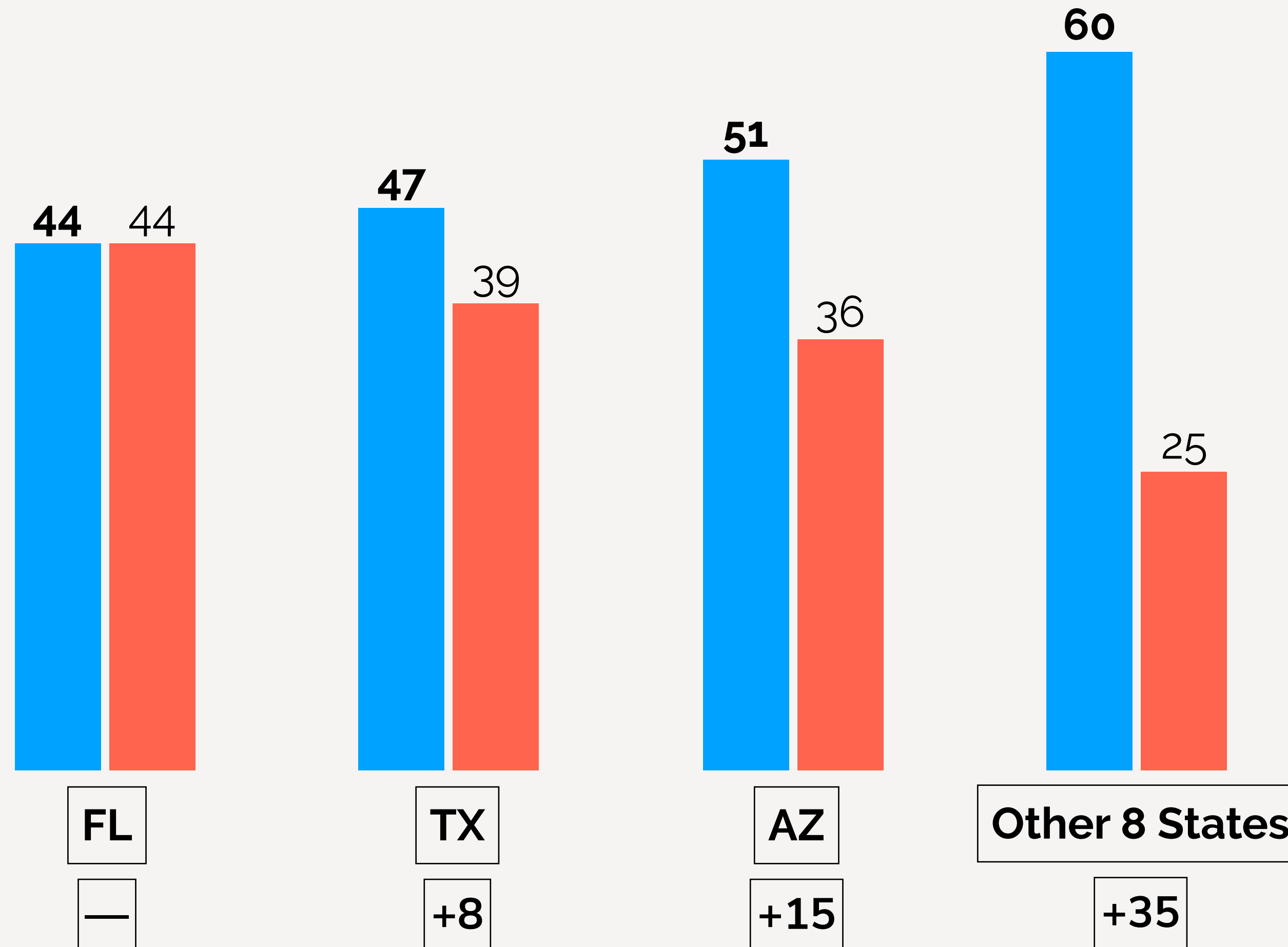
Generic Ballot

Generic Dem with dismal numbers in FL & TX, middling to weak in AZ

A more familiar lead for Dems in remaining battlegrounds

2022 Generic Congressional Ballot

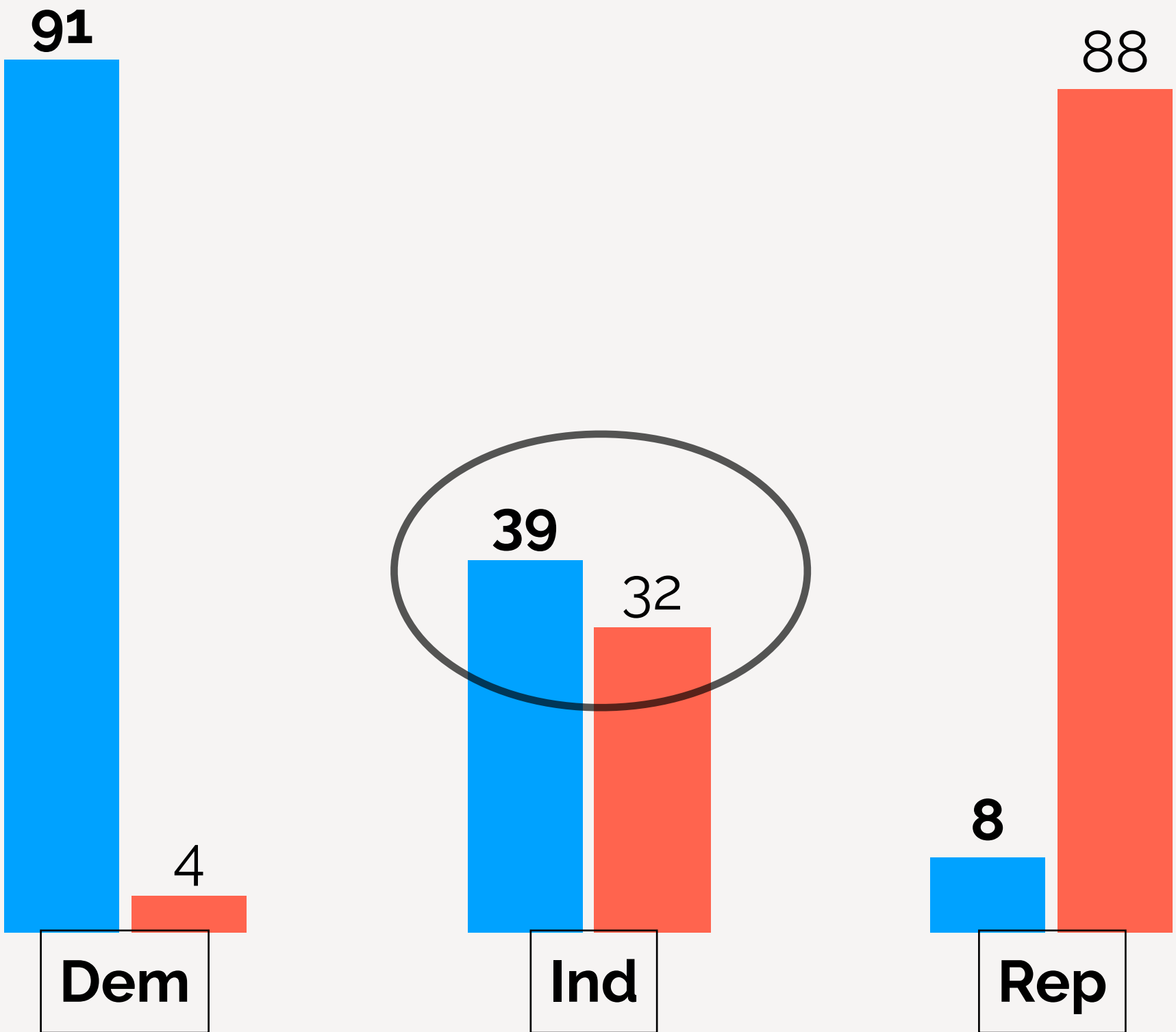
■ Total Dem ■ Total Rep



Relatively tight vote driven by narrow margins among independents

2022 Generic Congressional Ballot

■ Total Dem ■ Total Rep

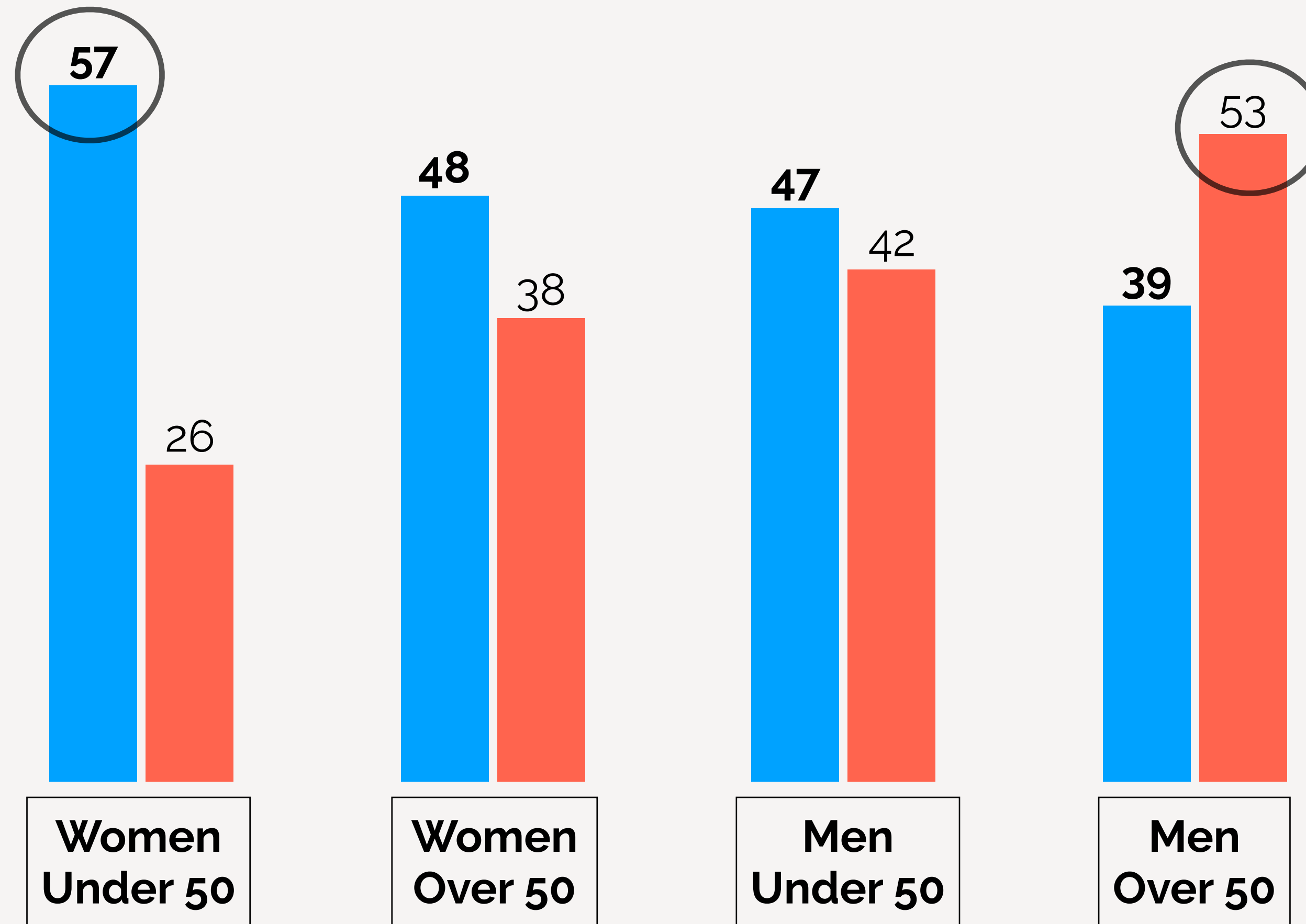


Gender & age the big demographic cleavages in 2022 vote

Only younger Latinas are solidly Democratic going into midterms

2022 Generic Congressional Ballot

■ Total Dem ■ Total Rep

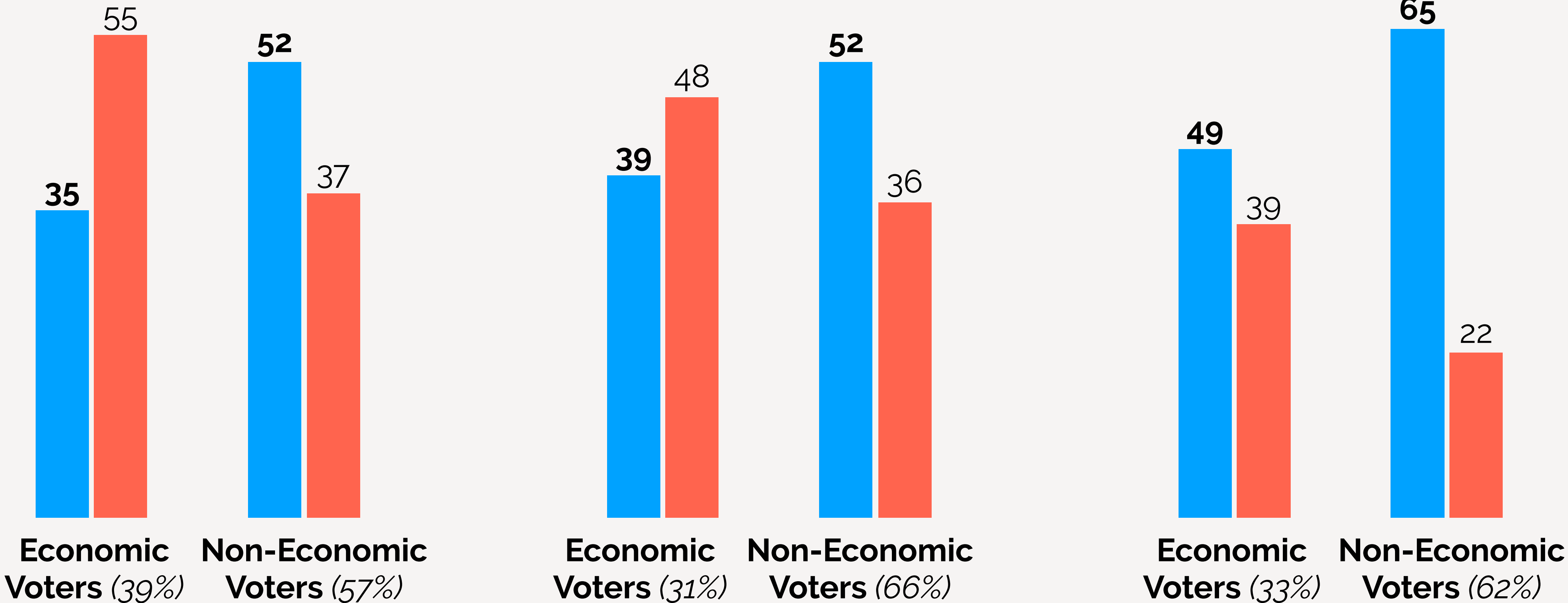


*Outside Florida: 45-46

Major divide between those who prioritize economy vs. those who choose COVID, healthcare, etc.
Non-econ vote still big majority, but Dem growth depends on stopping bleeding w/ econ voters

2022 Generic Congressional Ballot

Total Dem **Total Rep**

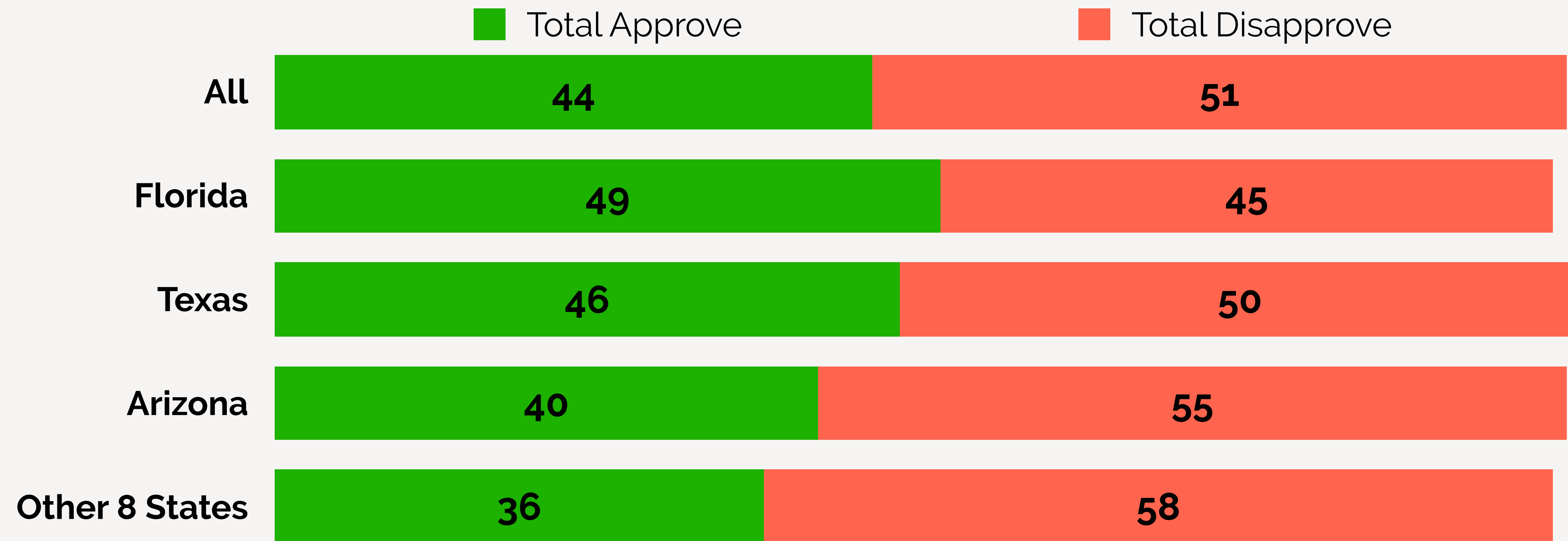


Biden and Trump

Trump's retroactive approval outperforming his 2020 vote

Still, only Florida gives him a positive appraisal

“Do you approve or disapprove of the job former President Donald Trump did?”

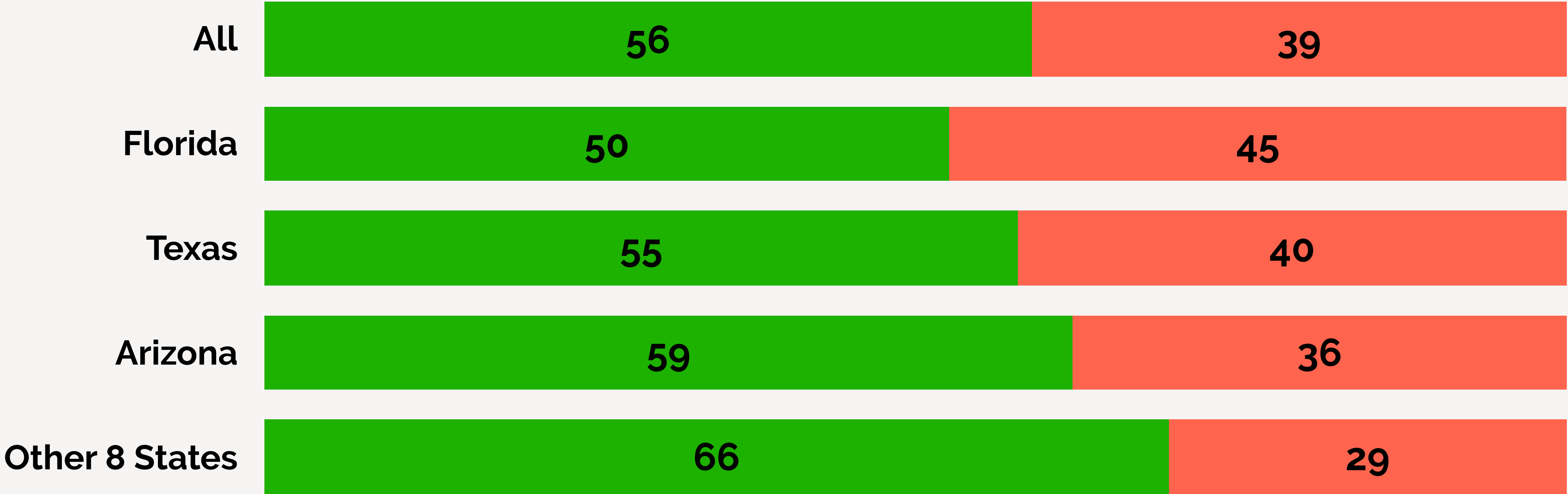


Biden approval mostly tracks with 2020 vote

Outperforming generic ballot across states

Biden Job Approval

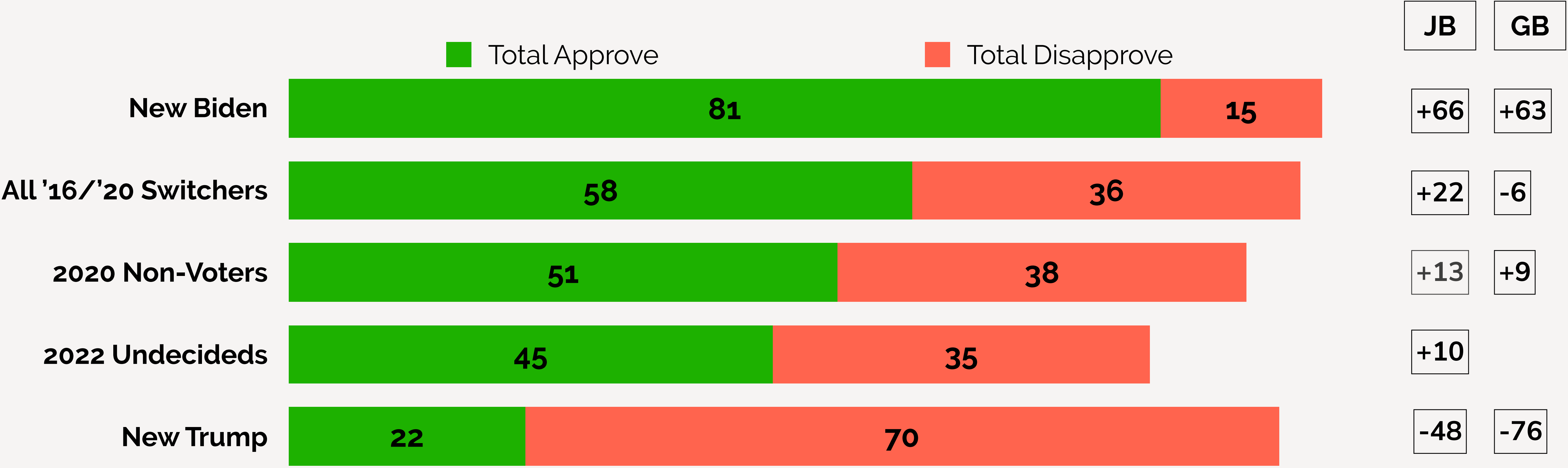
■ Total Approve ■ Total Disapprove



Biden approval out-performing generic ballot among some key swing Latino audiences

Some switchers & new Trump voters seem to be giving the new president a chance

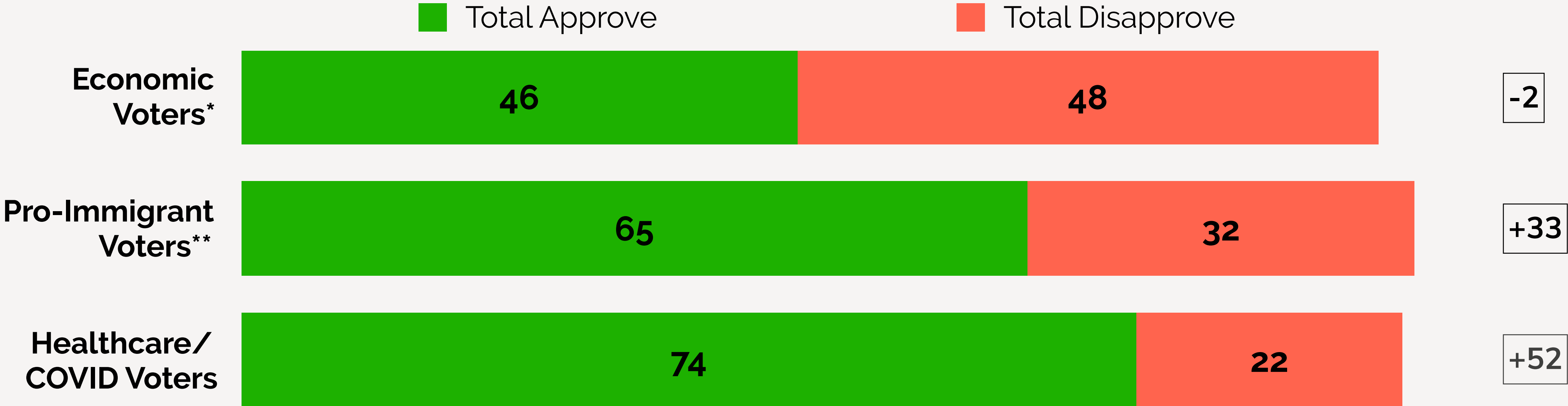
Biden Job Approval



Economic voters (heavily GOP) give Biden his worst marks

Some softness among immigration voters but, generally, high marks among those who prioritize primarily non-economic issues

Biden Job Approval By Most Important Issue



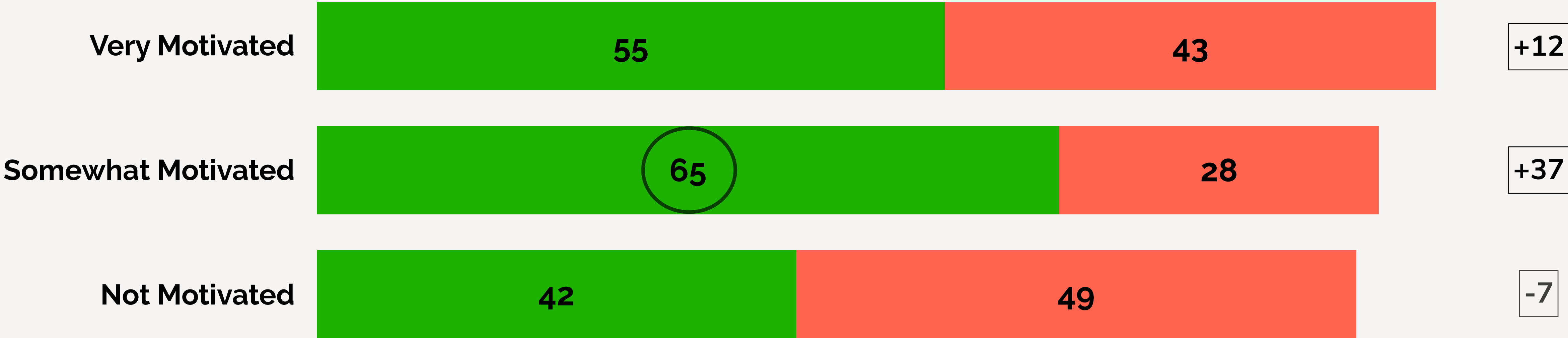
*Top issue is the economy, job creation or helping small business
**Top issue is immigration, plus say pathway to citizenship is very/somewhat important

Biden's highest approvals are among those still soft on voting in 2022

The likeliest voters and, more so, the *unlikeliest* Latino voters, are tougher customers

Biden Job Approval

■ Total Approve ■ Total Disapprove



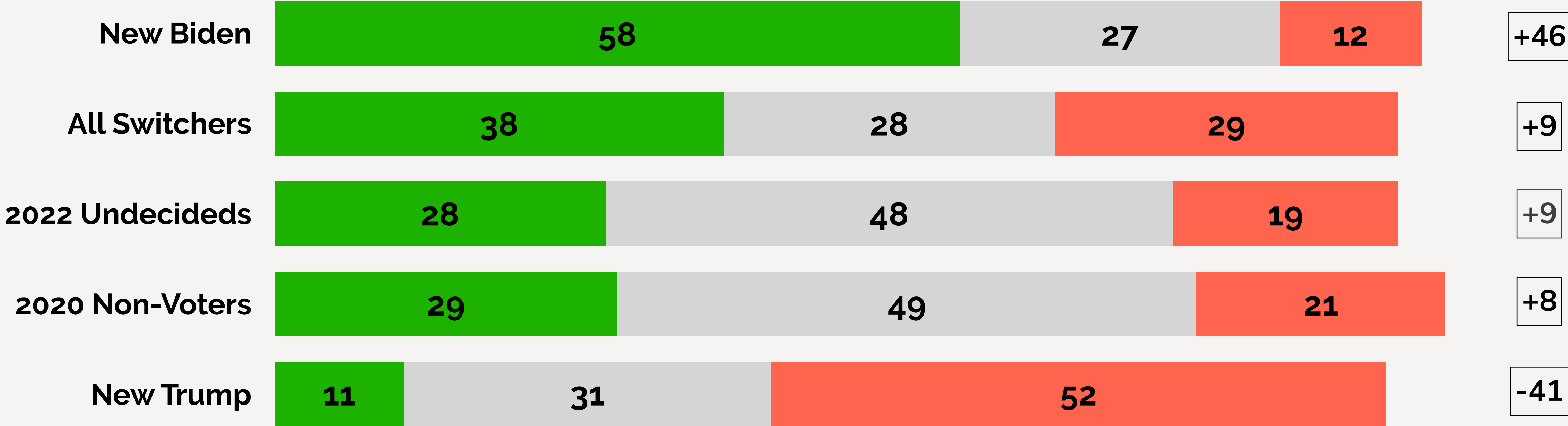
Among swing audiences, some sense of life improvement since election

“Neither better or worse” still the winner for now

Life Since Biden Became President

■ Better ■ Neither ■ Worse

Better-Worse



In open-ends, better life under Biden largely about handling of pandemic...and moving past Trump



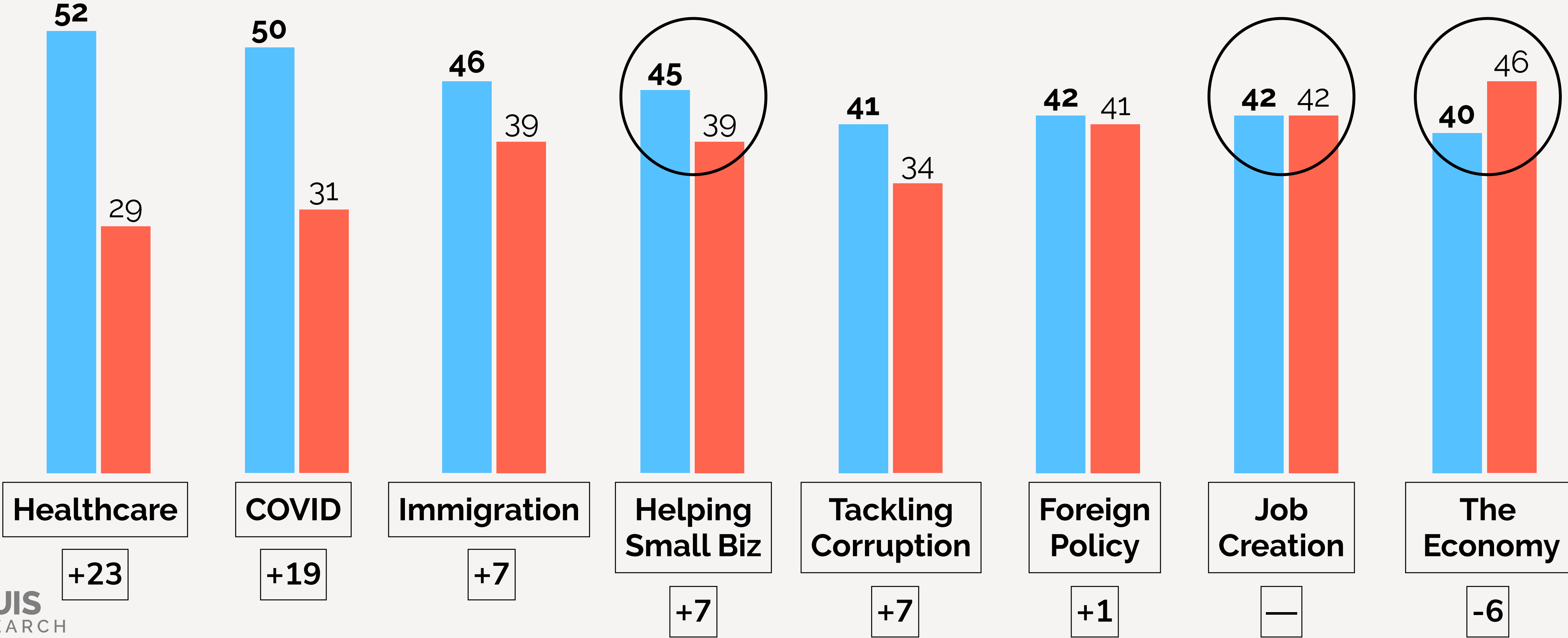
Issues, Values & the Parties

In battlegrounds, essential parity between the parties on economic matters

Dems enjoy decent advantage on healthcare and COVID

Better Job on the Issues

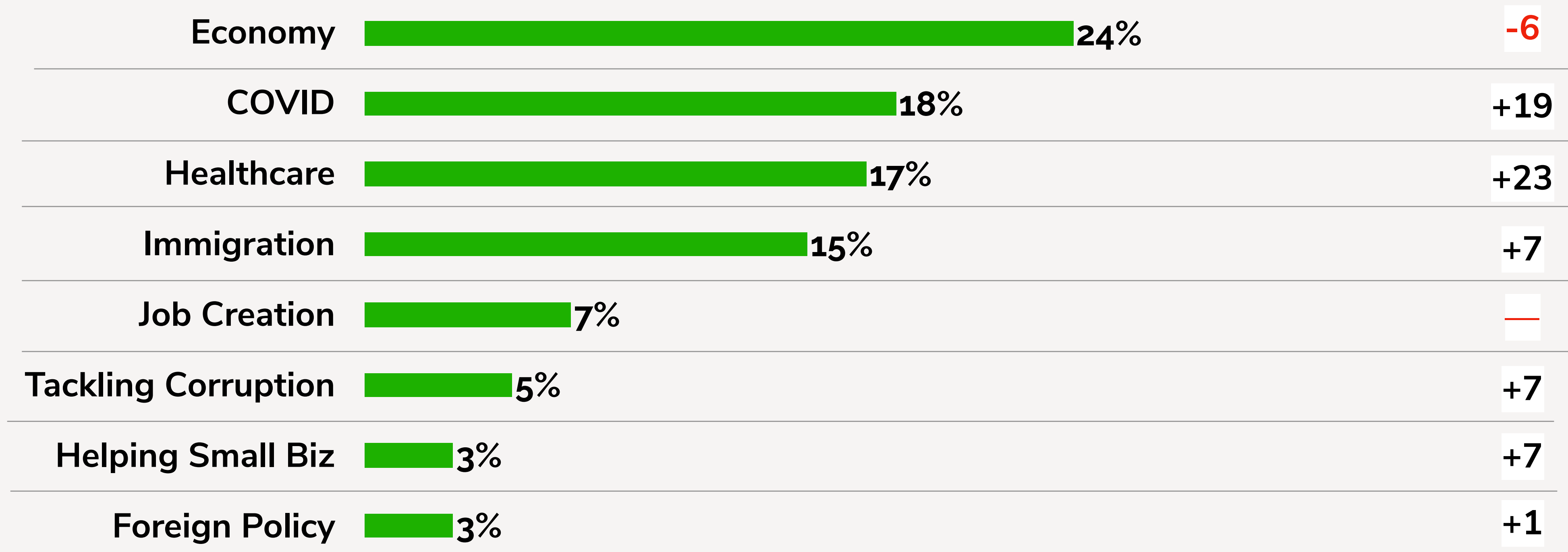
■ Total Biden/Dems ■ Total Trump/Reps



Economy/jobs/small business top issue for over a third of Hispanic voters

Dems, while less trusted on top issue, more trusted on the other most pressing matters

Who would do a better job?
Total Dems - Total Reps



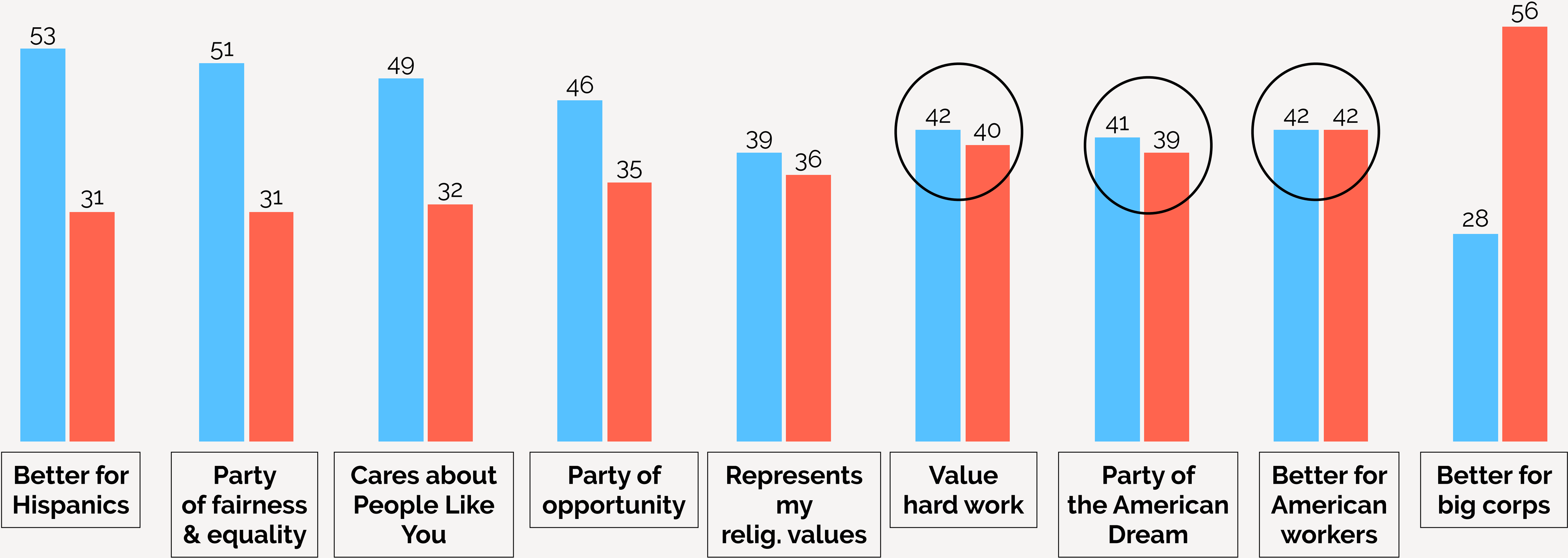
% saying the issue is "most important" in deciding vote for Congress in 2022

Dems have narrow advantage over GOP on work, opportunity & the American Dream

Republicans seen as better for big corporations, while ethnic solidarity strongest point for Dems

Better Description of Democrats or Republicans

Democrats Republicans



Hispanics believe Dems “care” more, but which party is “better” for workers is in dispute

Gender & education drive divides on party images; corporations still a messaging opp

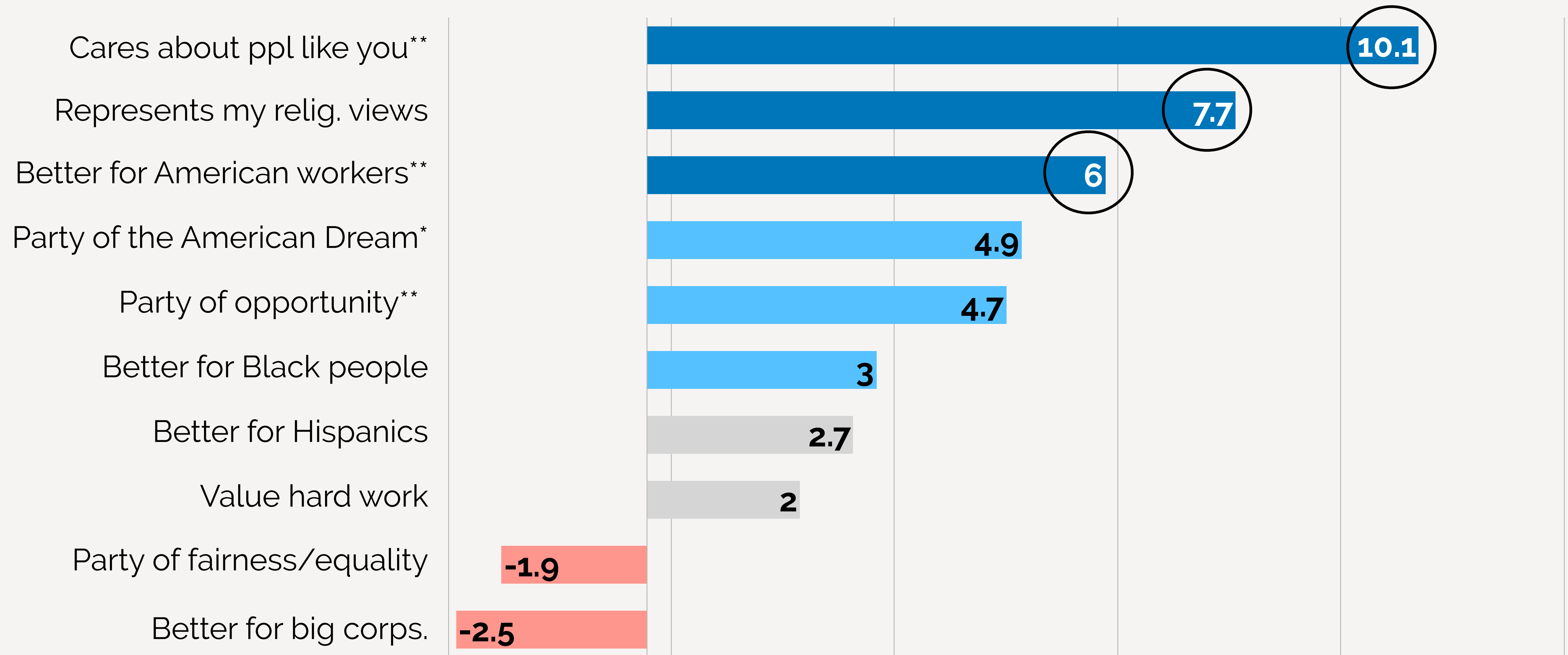
Party Descriptors

(Total Describes Dems Better - Total Describes Reps Better)

	Cares About People Like You	Better for American Workers	Better for Big Corps
All	+18	+0	-29
Independents	+22	+3	-40
Switchers	+16	-14	-30
New Trump	-43	-65	-41
College Men	+11	-4	-30
Non-Coll Men	+3	-17	-37
College Women	+22	+4	-33
Non-Coll Women	+29	+12	-19

Thinking Dems care about people like you makes you likely to pick Dems in generic ballot beyond what party & demographics alone would predict

Marginal Effect on the Likelihood of Voting Dem in 2022
(percentage point change)



From a logistic regression model w/ controls for party ID, ideology, age, gender, education, language, and nativity
Significance: ** p < 0.05; * p < 0.10

Messaging

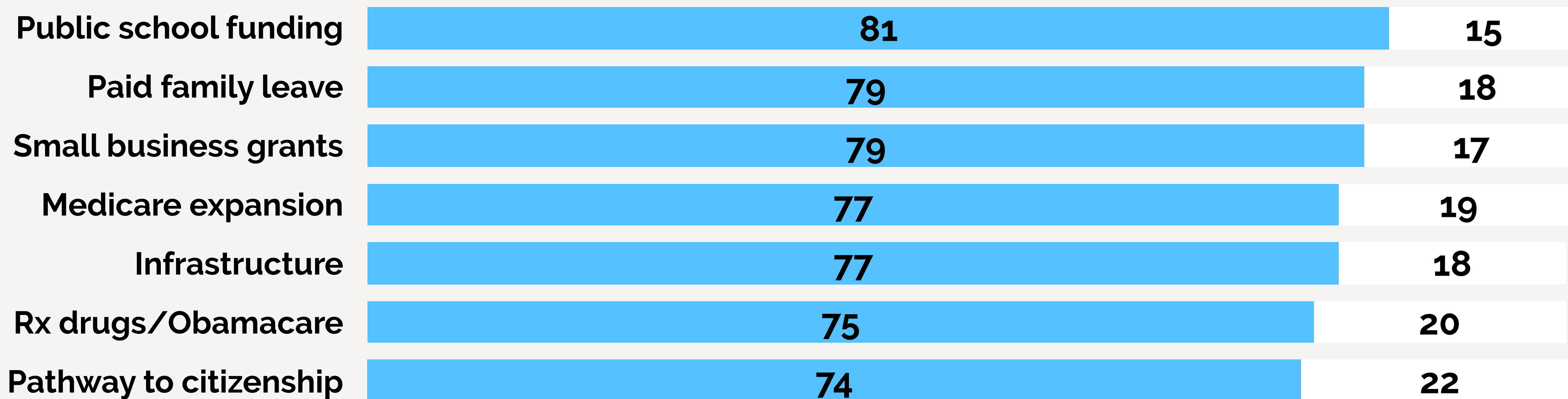
All Democratic proposals are popular with Latino voters

Highest support, across the board, for funding to prepare students and reopen schools safely

Democratic Proposals

Very/somewhat important

Little/not important

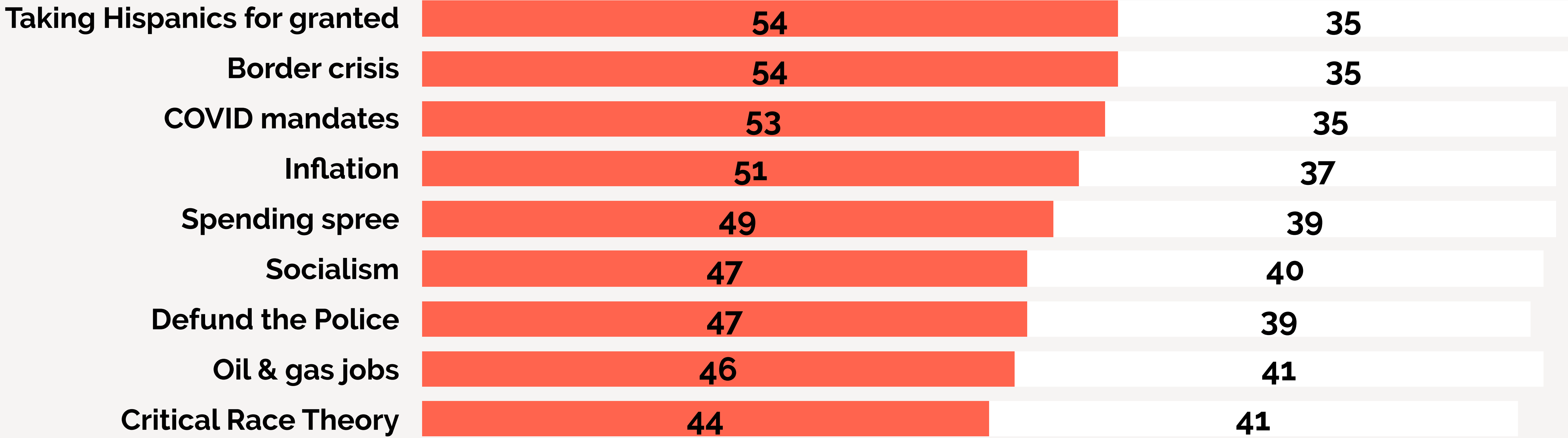


Overall, R's get most traction in pointing out that Dems take Hispanics for granted

Border spending, COVID mandates and rising prices all sources of worry

Republican Attacks on Democrats

Very/somewhat convincing to oppose Little/not convincing to oppose



American Dream
(Dem Positive)

Democrats say that **those who work hard should be able to achieve the American Dream.** Biden took over a divided Washington and acted quickly to deliver relief to working Americans and small businesses. Now, Democrats are cutting taxes for middle-class families, giving a boost to small businesses, and creating millions of good-paying jobs by investing in infrastructure.

GOP Looks Out for Wealthy
(Dem Negative)

Democrats say that **Republicans are looking out for the wealthy instead of those struggling to pay their bills.** It's time that corporations and the top one percent pay their fair share so we can invest in education, job-creating infrastructure, childcare, reduced health care costs, and lower taxes for working families. It's wrong that the rich have gotten richer while too many average American families have been left behind.

Dems Put Country at Risk
(GOP Negative)

Republicans say that **Democrats have put our country's greatness at risk.** Crime is going up, our border is overwhelmed, and prices on everything from gas to groceries are rapidly rising. Meanwhile, Democrats spent trillions of taxpayer dollars we don't have on a socialist spending plan that pays people not to work.

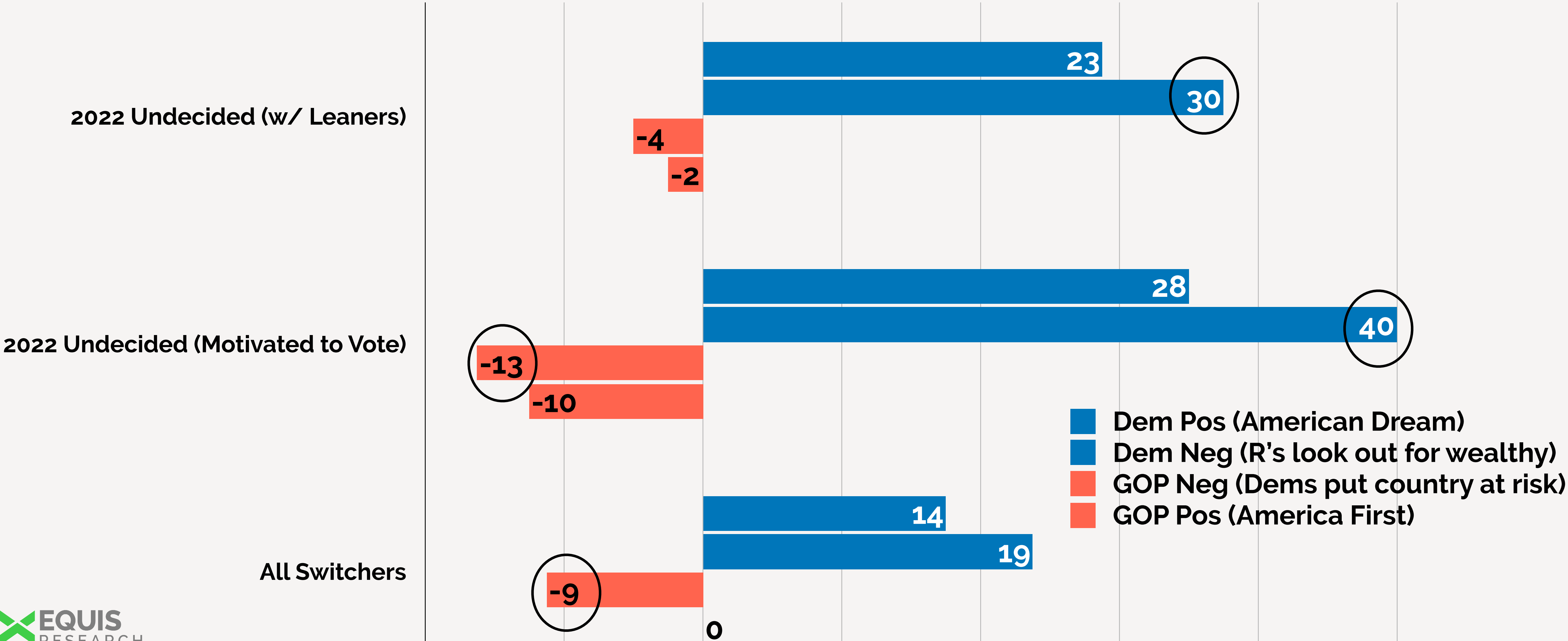
America First
(GOP Positive)

Republicans say that we need to put America first again. Under Republican leadership, the country cracked down on China, got tough at the border, and prioritized American workers and jobs. Republicans created the strongest economy and lowest unemployment rate in generations before the pandemic. Now, they are working to keep our economy open.

Dem attacks generally outperform GOP ones among key swing audiences

Class attack on R's does best, but broad GOP hit on Dems leaves a mark

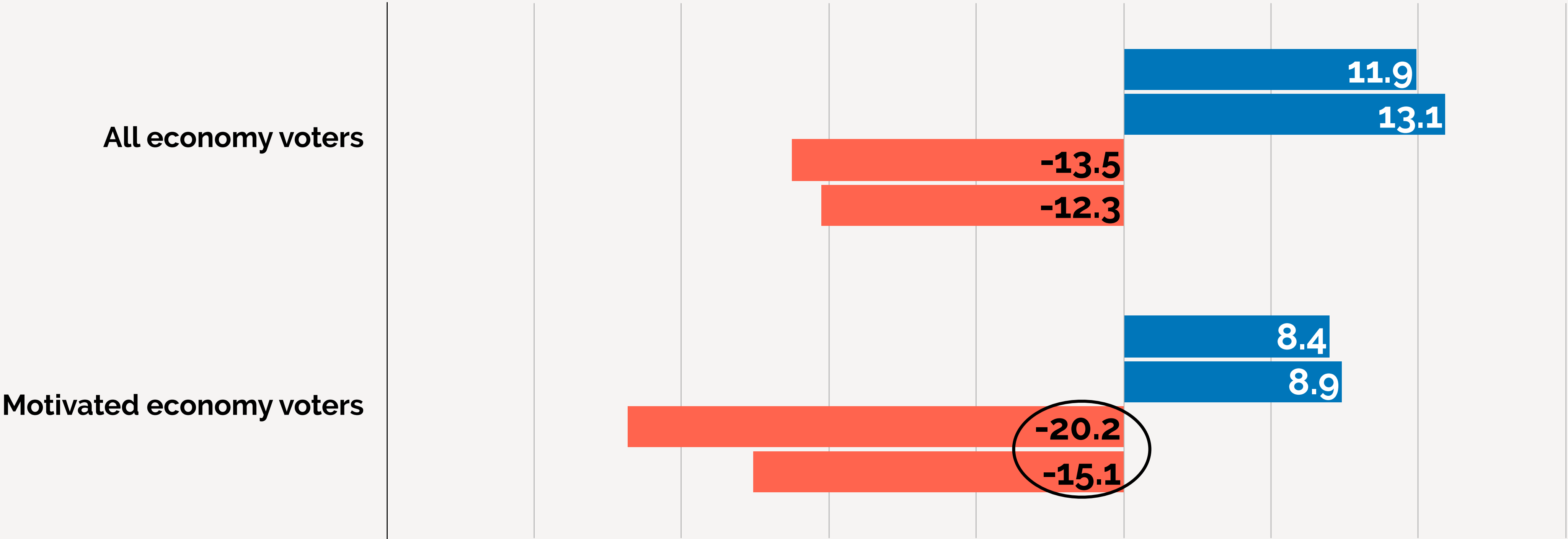
Net Persuasive Effects (Dem-Rep) of Messaging



But Dem messaging ineffective among voters who prioritize economy

Saying Dems threaten American greatness (crime/prices) a strong hit; though attack on GOP allegiance to the wealthy may stop some of the bleeding

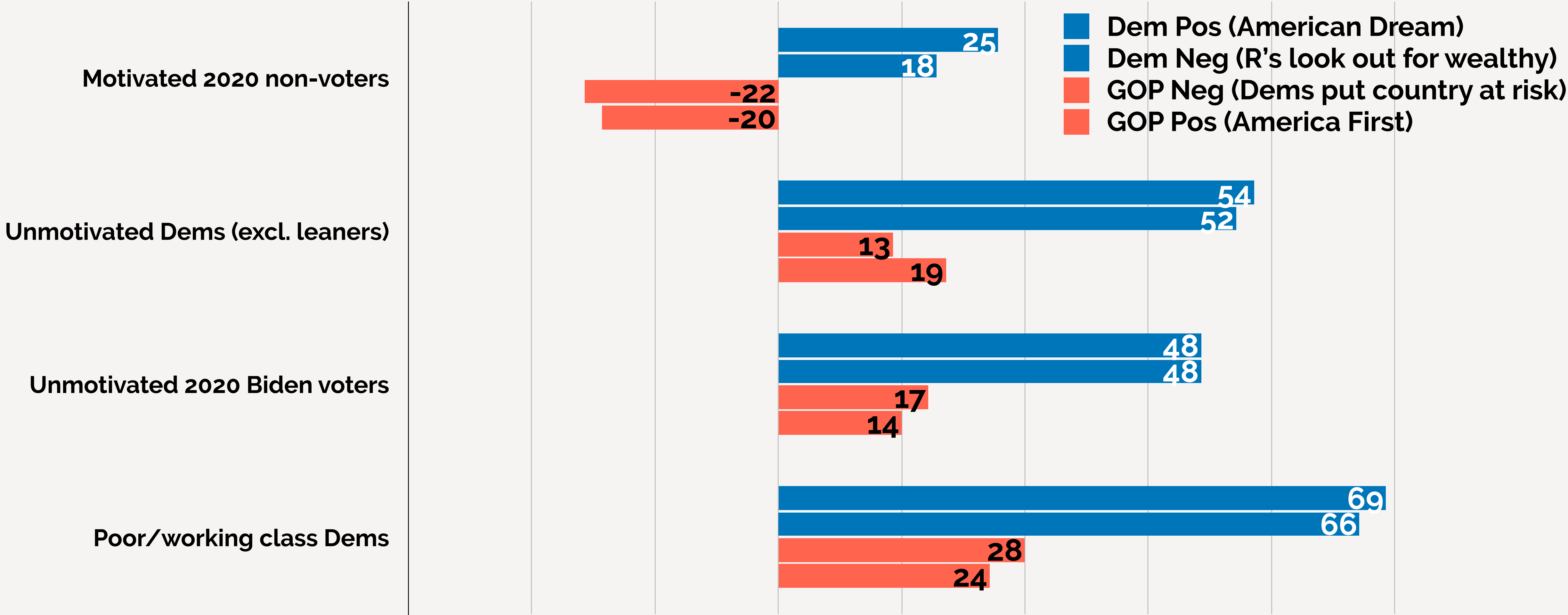
Net Persuasive Effects (Dem-Rep) of Messaging



- Dem Pos (American Dream)
- Dem Neg (R's look out for wealthy)
- GOP Neg (Dems put country at risk)
- GOP Pos (America First)

Both Dem messages do well (and GOP ones do poorly) among turnout audiences

Net Persuasive Effects (Dem-Rep) of Messaging



Thank you!

