



POLL: REPUBLICANS CLOSING STRONG WITH HISPANICS AHEAD OF MIDTERMS

WPA Intelligence and Visto Media study reveals major ideological and political differences among Hispanics by news language preferences.

Key Points

- **Big Gains for Republicans.** Republicans have cut the Democrats' 2018 40-point lead among Hispanics to 21 points in the 2022 generic midterm election ballot.
- **Major Differences by Language.** There is some difference between the midterm election preferences of US-born Hispanics (D +17) and their foreign-born counterparts (D +22). The major differences among Hispanics lie in whether they consume mostly English or Spanish-language news sources, with the latter being significantly more liberal than the former (D +40 vs. D +13).
- **No Evidence of Spanish Disinformation Driving Hispanics to the GOP.** The data challenge the narrative that Spanish-language disinformation is converting Hispanics into Republicans. If anything, Spanish new consumers are becoming more liberal, not more conservative.
- **Hispanics Hold Nuanced Views on Immigration.** Most Hispanics favor an "All of the Above" approach to immigration policy that includes more border security and a legislative solution for those who are in the country illegally but are otherwise law-abiding individuals, so long as they pass background checks and pay fines.
- **Culturally Conservative but Prioritize Kitchen Table Issues.** Hispanics tend to have conservative views on social and cultural issues but rank them low among their policy concerns.
- **Personal Decisions, not Racism.** Seven out of 10 Hispanics say their personal circumstances and decision, not racism, are to blame for their problems in life.

DALLAS (October 26, 2022) — A national poll of 1,086 likely Hispanic voters taken October 4-7 finds Republicans on track for one of their best midterm election performances in decades with Hispanics. Since 1982, the Democratic Party has averaged a 36-point lead in the midterm ballot. This year, 54% of Hispanics say they plan to support a Democratic candidate for Congress, while 33% intend to vote Republican. The Democrats' 21-point lead is nearly half of their 2018 margin of 40 points.

Political Views Vary Significantly by News Language Preferences

A closer look at the polling data reveals that Hispanics' political views and ideologies vary significantly by whether they consume mostly English or Spanish language news. Democrats hold a 40-point lead in the midterm ballot among Hispanics who receive most or all their news in Spanish, but their advantage over Republicans is reduced to 13 points among those who prefer English news sources.

Among Hispanics who prefer English-language news sources, 34% identify as conservative, 25% say liberal, and 39% are moderate. Meanwhile, 10% of Hispanics who receive most of their news in Spanish say they are conservative, 45% say they are liberal, and 39% say they are moderate.

The Democrats also hold a 30-point party affiliation advantage among Spanish-language news consumers, but their lead is significantly narrower (11 points) among those Hispanics who receive most or all their news in English. Hispanics who receive at least most of their news in English prefer national broadcast TV (e.g., ABC, NBC, and CBS) and local news. Those who prefer Spanish tune-in to Telemundo and Univision.



Republicans' Gains Driven by Economic, Crime, and Immigration Concerns

The data clearly indicate that the Republicans' gains among Hispanics ahead of the midterms are being driven by concerns over inflation, the economy, crime, taxes and government spending, and immigration. Voters who cited healthcare, climate change, abortion, and guns among their concerns are likelier to support Democrats. The presence of climate change among Hispanics' top concerns can be attributed to it being the first and second most cited issue by Hispanic liberals and Hispanic Democrats, respectively.

RANK	ISSUE	PCT. SELECTED	2022 MARGIN
1	Cost of living and inflation	51%	D +14
2	Jobs and the economy	37%	D +8
3	Healthcare	34%	D +25
4	Crime	32%	D +10
5	Climate change	29%	D +58
6	Taxes and government spending	27%	R +10
7	Immigration	27%	D +11
8	Abortion	26%	D +50
9	Guns	25%	D +42
10	Education	25%	D +21
OVERALL MIDTERM BALLOT: D +21			

Hispanics' top issues also differ according to their news sources. While 60% of English language news consumers cite cost of living and inflation as a top issue (and first overall), it ranks 11th among Spanish news viewers with just 23% citing it as a main concern. The top five issues for these voters are healthcare, crime, racism, immigration, and jobs and the economy.

ISSUE	ALL RANK	ALL PCT.	SPAN RANK	SPAN PCT.	ENG RANK	ENG PCT.
Cost of living and inflation	1	51%	11	23%	1	60%
Jobs and the economy	2	37%	5	35%	2	38%
Healthcare	3	34%	1	43%	3	35%
Crime	4	32%	2	40%	4	33%
Climate change	5	29%	7	29%	7	27%
Taxes and government spending	6	27%	10	24%	8	27%
Immigration	7	27%	4	36%	9	24%
Abortion	8	26%	8	25%	5	28%
Guns	9	25%	9	24%	6	28%
Education	10	25%	6	30%	10	24%
Racism	11	24%	3	38%	12	21%
Border security	12	20%	14	19%	11	22%
COVID-19	13	20%	13	20%	13	20%
Moral values	14	14%	12	23%	14	14%
Faith and religion	15	13%	15	11%	15	14%
Russia / Ukraine war	16	12%	16	10%	16	12%
Socialism	17	8%	18	7%	17	9%
Foreign policy	18	5%	17	9%	18	4%



No Evidence of Spanish Disinformation Driving Hispanics to the GOP

If, as media reports suggest, Spanish-language disinformation is driving Hispanics to vote for Republicans, whomever is behind the effort is not doing a very good job.

Have your political views changed in the past five years?			
	Yes, I have become more conservative or less liberal.	Yes, I have become more liberal or less conservative.	Net
All	22%	19%	C +3
Spanish News	22%	32%	L +10
English News	21%	16%	C +5

In addition to the Democrats holding larger leads with Spanish news consumers than Hispanics who prefer English-language sources, the polling data show that Spanish media consumers are becoming more ideologically liberal.

When asked whether they have become more liberal or conservative in the past five years, Hispanics, overall, say they have become more conservative by a three-point margin (22%-19%) while 51% say their views have not changed. However, Hispanics who consume most or all their news in Spanish have become more liberal by 10 points (32% to 22%). It is English-language consumers who say they have become more conservative (21% to 16%).

Many Hispanic Democrats and Spanish News Consumers Hold False Views

With much of the media’s coverage focused on right-wing sources of misinformation in Hispanic communities, our researchers decided to test the prevalence of left-wing misinformation by presenting the respondents with false statements that have been made by liberal pundits and asking them to rate them as true or false. Our poll found that large numbers of Hispanic Democrats believe things that are false.

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%



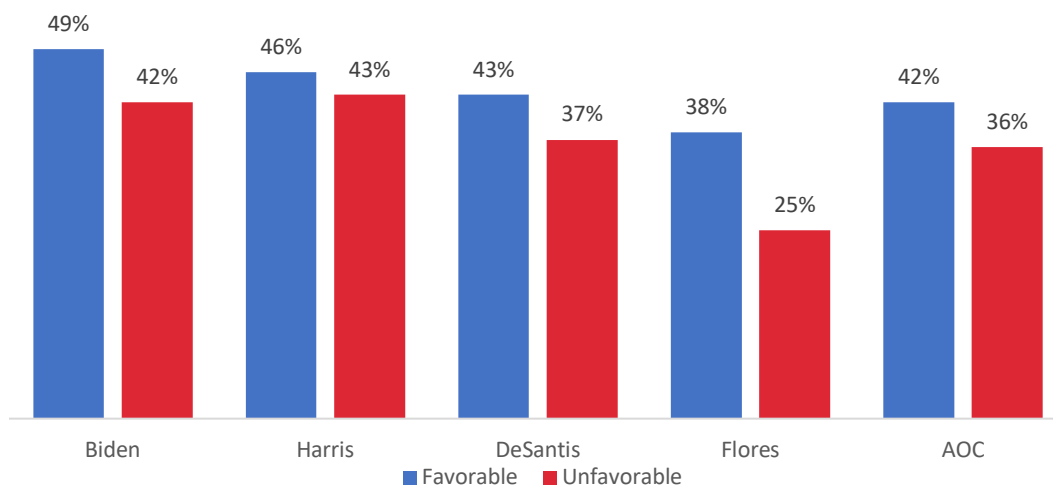
Hispanics are Concerned with the Country's Direction

The poll results also point to Hispanics being frustrated with the state of the country.

- **Country on the Wrong Track.** Most Hispanics (56%) believe the country is off on the wrong track, while 44% say it is generally heading in the right direction.
- **Low Ratings on the Economy and Crime.** Hispanics give low marks to the nation's economy with 74% rating it as either poor or fair and 26% saying it is good or excellent. Meanwhile, 60% of Hispanics say crime is getting worse in the country, while 22% say it is getting better.
- **Below Average Approval Ratings for President Biden.** While Democrats hold a nearly 20-point lead in party identification among Hispanics, the president's job approval rating with this community is 53% while 44% disapprove. In context, Barack Obama's approval ratings with Hispanics was in the high 50s ahead of the 2010 midterms.
- **No Re-Election for Biden.** Fifty-six percent of Hispanics say President Biden should not run for re-election, while 44% say he should.

The poll also examined Hispanics' attitudes toward key national leaders. Among voters who know them, the net favorability for the figures tested were President Biden: +7 (100% name ID); Vice President Harris: +3 (97% name ID); Florida Gov. Ron DeSantis: +7 (82% name ID); Rep. Mayra Flores: +14 (54% name ID); Rep. Alexandria Ocasio-Cortez: +6 (81% name ID).

Favorability Ratings of Current Officials
(Among Hispanics who know them)



All of the Above on Immigration

The poll results indicate that Hispanics have nuanced views on immigration. While a majority of Hispanics clearly support a legislative solution for those who are in the U.S. illegally but are otherwise law-abiding individuals, most Hispanics also support deporting criminal aliens, more border security, and immigrants learning English and embracing American values.



Statement	Total Agree	Total Disagree	Unsure
Those who are in the US illegally and have committed serious crimes, such as assault or grand theft, should be deported.	76%	10%	14%
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.	74%	12%	14%
We need more security along our southern border.	64%	15%	20%
Immigrants should learn English and embrace American culture and values.	63%	19%	18%

Conservative Attitudes on Abortion and Culture, But Not a Top Priority

In recent months, liberal 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 Hispanics leaning left on abortion. However, these labels tell us little about Hispanics' views on legislation since abortion policies are generally based on pregnancy weeks.

Thus, 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.

This is not to suggest that 85% of Hispanics identify as "pro-life." As recent polling from WPA Intelligence has shown, this label is facing a branding challenge. It does suggest, however, that many Hispanics who view themselves as "pro-choice" believe abortion should be limited.

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 th 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 th 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.

	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 rd 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%



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 50-point lead in the 2022 generic ballot.

This is not to suggest that Republicans should avoid discussing cultural issues with Hispanics. It does mean these issues, alone, are not enough to persuade Hispanics to support Republicans.

Hispanics Believe in the American Dream, Not Victimhood

Our poll found that seven out of 10 attribute their life problems to their own actions, decisions, and circumstances, rather than racism. 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 — 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 sources, 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%

Consistent with their rejection of the victimhood mentality, Hispanics also reject 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. Foreign-born Hispanics were slightly more likely than US-born Hispanics to agree with the sentiment.

	Total Agree	Total Disagree	Unsure
Immigrants who work hard and follow the rules can achieve the American Dream.	79%	8%	13%

Despite their frustrations with the current state of the economy, 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.	
Travel with my family	51%
Buy a car	43%
Buy a home	34%
Ger a new job	23%
Remodel my home	22%



Improve my language skills	21%
Start a new business	19%
Have a child or grow my family	17%
Finish a course or degree	17%
Get promoted at work	16%

Methodology

WPA Intelligence partnered with Visto Media to conduct a national poll of 1,288 Hispanic voters, including 1,086 likely 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 ± 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.

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About Bienvenido

Bienvenido is a 501(c)3 organization dedicated to the advancement of Hispanics in the United States. Our mission is to promote American values in Hispanic communities across the country. We work to increase and showcase civic participation from Hispanics who enrich our society, fight to preserve constitutional values, and support the aspirations of Hispanic Americans. Our initiatives bring together leaders in the areas of faith, policy, education, entrepreneurship, and grassroots mobilization to raise leaders that are strong decision makers and patriotic trailblazers in our country.

About 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 Iovino 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.