

TO: U.S. Hispanic Chamber of Commerce
FR: Morning Consult
DT: December 21st, 2022
RE: USHCC Midterm Elections

This study was run to understand turnout of Hispanic Registered voters (HRVs) for the 2022 Midterm Elections that took place on November 8th, 2022. Additionally, another goal was to gauge if perceptions evolved around diversity since the time of the FCC Nomination Impact study (February 2022).

KEY FINDINGS

- 4 in 5 HRVs turned up to vote in the 2022 Midterms.** Economic (e.g.; taxes, jobs, unemployment, etc.) and health care (e.g.; Medicare/Medicaid, prescription drug prices, etc.) were issues Hispanic voters felt strongest about when they casted their vote.
- Hispanic voters felt the interests of Hispanic/Latino adults could have been better represented in the 2022 midterm elections.** Diversity is still an issue Hispanic registered voters feel strongly about, with 3 in 4 saying there is a need for more Hispanic/Latino adults to hold positions of power among policymakers (aligning with perceptions from the FCC Nomination Impact study).
- Candidates that focus on policy changes can build trust among HRVs.** HRVs feel strongly about policies (e.g., education, economy, crime, etc.) and find it less salient for a candidate to spend time using technology/internet/social media to engage.

ANALYSIS & DETAILED RESULTS

HRVs & TURNOUT IN 2022 MIDTERMS:

- While 3 in 4 HRVs in Nevada turned up to vote in the 2022 Midterms, turnout in Nevada does present an opportunity to move the needle (-7 points behind HRVs generally).
 - 45% of HRVs in Nevada report not voting because they were not able to (more than HRVs generally, +7 points). 38% did not want to and 15% forgot (aligning with HRVs generally).

Were you able to vote in the 2022 midterm elections on November 8th, 2022?

	Yes. Voted on November 8 th , 2022	No
National (n = 1,000)	84%	16%
Arizona (n = 300)	83%	17%
Colorado (n = 300)	84%	16%
Nevada (n = 300)	77%	23%

- 66% of HRVs acknowledge they are affiliated with the Democratic party** (those who voted (62%) and among those who did not vote (48%)). The Democratic party is also the majority in Arizona, Nevada & Colorado.

Which party affiliation were you a part of for the 2022 midterm elections?

	Republican party	Democratic party	Another party	Don't Know/ No opinion
National (n = 1,000)	20%	66%	10%	5%
Arizona (n = 300)	28%	57%	10%	5%
Colorado (n = 300)	26%	51%	16%	7%
Nevada (n = 300)	28%	52%	11%	9%

Methodology: Morning Consult conducted an online survey from November 23rd– December 16th of 1,000 Hispanic Registered Voters with an oversample of 300 Hispanic Registered Voters per state from Arizona, Colorado, and Nevada. Results from the full survey have a margin of error of +/- 2 percentage points.

HRVs & TURNOUT IN 2022 MIDTERMS CONT:

- **20% of Hispanic Registered voters report having changed their party affiliation this past year.** Party affiliation did not change drastically in Colorado, with 8% reporting having changed parties (-12 behind HRVs generally).
- Of those that changed party affiliation, 68% shifted from the Republican to the Democratic party. A main reason was regarding Senior issues (e.g.; Medicare, prescription drug prices, social security benefits, etc.).
 - 64% of these respondents are also highly engaged with political news, which suggest how news & current events may play a large role in HRVs decision to switch parties.

PERSPECTIVES ON DIVERSITY IN GOVERNMENT:

- **57% of Hispanic Registered voters would consider the Biden administration diverse** (very diverse + somewhat diverse), while **42% say that Hispanic/ Latino adults** are well represented in this administration.
 - During this years 2022 midterms, HRVs in Nevada are less likely to say that Hispanic/Latino adults are well represented in branches of government.

**Please indicate whether you agree or disagree with the following statements:
Hispanic/Latino adults are well represented in... Showing % Selected Strongly + Somewhat Agree**

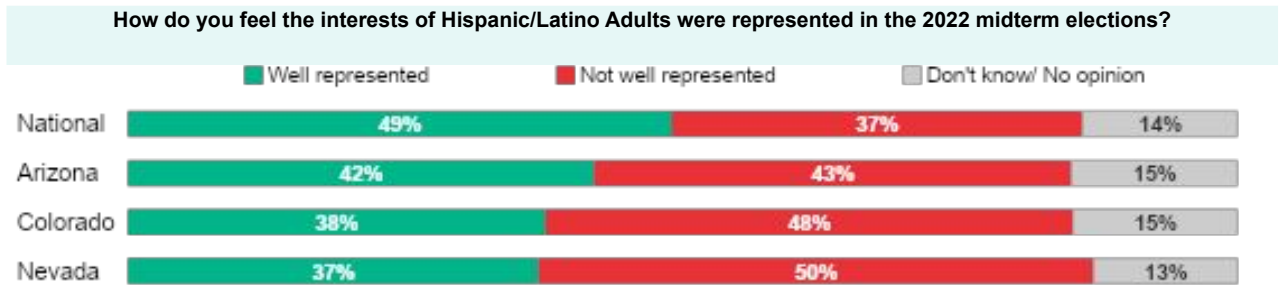
	U.S. Senate	U.S. House of Representatives	Supreme Court	Biden Administration	Government Agencies
National (n = 1,000)	30%	31%	26%	43%	36%
Arizona (n = 300)	31%	31%	28%	37%	32%
Colorado (n = 300)	33%	34%	32%	42%	38%
Nevada (n = 300)	27%	29%	26%	39%	32%

- **76% of HRVs say they see a need for more Hispanic/Latino adults to hold positions of political power among policymakers** (FCC Impact study, 71%).
 - HRVs that have changed their political party in the past year are even more likely to agree (+6 ahead of HRVs generally).
- When asked whether knowing a nominee for public office is Hispanic would impact their support of the nomination, a majority (60%) of HRVs say they would be more likely to support the candidate (FCC Impact study, 61%).
- Half of HRVs also say that knowing a nominee is endorsed by LULAC or the USHCC would make them more likely to support a nominee -- 49% and 52% respectively (FCC Impact study, 52% and 55%).

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PERSPECTIVES ON 2022 MIDTERM ELECTIONS:

- **61% of HRVs feel satisfied with the outcome of the 2022 midterms** (very satisfied + somewhat satisfied).
 - 45% of HRVs in Nevada report being satisfied (-16 behind HRVs generally) and show a higher level of skepticism (30% of HRVs in Nevada are neither satisfied nor dissatisfied).
- When HRVs are asked about their perspective on how they felt the interests of Hispanic/Latino Adults were represented in the 2022 midterms, HRVs are split (table below).



FUTURE ACTIONS:

- When asked which source(s) of information they trusted the most when developing an opinion about public policy or public candidate leading up to the midterms, **40% said cable/ broadcast TV news**, followed by YouTube (32%). Unsurprisingly, only 2% chose My Employer and LinkedIn (3%).
- Looking forward, HRVs would **prefer a candidate to focus on concrete changes like fixing/adopting policies**. A candidate using technology/internet/social media to engage does not help build trust to the same extent.
 - Embracing religious, moral solutions for change is not integral to build trust for those in Arizona (-12 behind HRVs generally). **Working within communities to solve problems** would help move the needle more-so in Arizona and Nevada (+9 and +10 ahead of HRVs generally).

What can a political candidate do to gain your trust moving forward? (among those who selected)

	National (n = 1,000)	Arizona (n = 300)	Colorado (n = 300)	Nevada (n = 300)
Embrace religious, moral solutions for change	27%	15%	25%	18%
Focus on fixing/adopting policy changes (e.g., education, economy, crime, etc.)	68%	62%	63%	67%
Focus on the values of individual liberty and equal opportunity	57%	48%	53%	48%
Work within communities to solve problems	53%	62%	56%	63%
Be transparent about budgeting and funding decisions	52%	51%	54%	60%
Use technology/internet/social media to engage	16%	18%	19%	16%
Don't know/No opinion	7%	12%	8%	7%

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