



To: Interested Parties
From: Rob Autry, Meeting Street Research; David Kanevsky, 3D Strategic Research;
Patrick Lanne, Public Opinion Strategies; B.J. Martino and Dave Sackett, The Tarrance Group
Re: NRCC Hispanic Battleground Congressional District Survey Findings
Date: February 17, 2022

This installment of the NRCC Battleground Survey Project is a deep dive on a key target group: Hispanic voters. The survey looked at 47 battleground districts that have a sizable percentage of Hispanic voters and will determine control of Congress ahead of the 2022 midterm election.

According to 2020 exit polls, Hispanic voters nationwide voted Democrat over Republican in congressional races by a wide margin (63%-36%). That advantage has been severely diminished. **Hispanic voters are moving decisively away from Democrats.**

Our survey found Republicans have made substantial gains among Hispanic voters in battleground districts, cutting the Democrat advantage on the generic congressional ballot to 44% Democrat – 37% Republican.

Key Takeaways:

- Hispanic voters in battleground districts are souring on the job Joe Biden is doing as President, and Speaker Pelosi is politically toxic.**
 - Hispanic voters in these battleground districts are evenly divided on the job President Biden is doing (46% approve – 46% disapprove), but there are considerably more who strongly disapprove (37%) of his performance than strongly approve (23%).
 - Biden’s job approval numbers are underwater with several key Hispanic voter groups, including Independents (35% approve – 49% disapprove), men (41% – 52%), moms (43% – 50%), and those under the age of 55 (42% – 49%).
 - Speaker Pelosi is the most unpopular Democrat politician among Hispanic battleground voters, but all Democrat leaders tested poorly:

Key Image Ratings	Strongly Favorable	Strongly Unfavorable
Nancy Pelosi	21%	39%
Joe Biden	26%	36%
Kamala Harris	23%	35%
Alexandria Ocasio-Cortez	20%	31%

- 2. Hispanic voters in battleground districts are extremely concerned about inflation and parental involvement in education. They also say Republicans are better able to protect the American Dream.**
 - Hispanic battleground voters are extremely concerned about economic issues such as inflation (78% extremely/very concerned), the cost of food and groceries (74%), and gas prices (70%).
 - The vast majority (74% agree, 22% disagree) of Hispanic battleground voters believe parents should have a say in what is taught in their children's schools.
 - When asked which party is better able to protect the American Dream, Republicans lead Democrats by a 41% to 35% margin.

- 3. Republicans in Congress hold significant advantages over Democrats in Congress on the issues most important to Hispanic voters.**
 - Hispanic battleground voters think Republicans in Congress (42%) can do a better job of dealing with jobs and the economy than Democrats in Congress (35%).
 - Hispanic battleground voters think Republicans in Congress (44%) can do a better job of dealing with border security than Democrats in Congress (31%).
 - Hispanic battleground voters think Republicans in Congress (39%) can do a better job of dealing with rising prices and the higher cost of living than Democrats in Congress (32%).
 - Hispanic battleground voters think Republicans in Congress (40%) can do a better job of dealing with crime and public safety than Democrats in Congress (32%).

Conclusion

Hispanic movement toward Republicans is real. Republicans are winning on the issues that matter most to Hispanic voters and are well-positioned to capitalize on Democrats' extremely unpopular policies. But this isn't a done deal. Republican candidates need to continue fighting to win over Hispanic voters with a message focused on the economy and why Republicans are best positioned to protect the American Dream so many Hispanics came to this country to achieve.

This survey was fielded among N=1,000 registered Hispanic voters on January 29 - February 3, 2022. Interviews were collected using a mix of landline (20%), cell phone (50%), and text-to-online (30%). The interviews were conducted in English (70%) and Spanish (30%). The margin of error for a sample size of N=1,000 is ±3.1%.