

Narrative Development: Latino Voters in 2022

Latino voters identify as being **family oriented, hard working** and **working class**.

These experiences drive electoral priorities including **affordability** and **creating an economy that works for them**, alongside rising concerns about reproductive freedom and gun violence.

Research Goals

From May to June 2022, Avalanche fielded a deep listening instrument to a sample of 3,065 registered voters who identify as Hispanic/Latino in battleground states in partnership with Equis Labs. The research sought to understand the priorities and identify the defining “question of the election” for Latino voters, as well as determine the core value frames for election messaging and their emotional resonance.

Methodology

An Avalanche Listening Survey combines open and closed-ended questions. Open-ended questions provide rich data sets that allow us to analyze beliefs, values, and emotions related to an issue. Closed-ended questions provide clarity and comparability with existing research. We work with industry leading data collection partners to gather targeted samples of respondents.

Cost of living is top of mind across partisan groups when thinking about **hopes, fears, and priorities** for elected officials.

When asked how elected officials could **improve their lives**, voters most often cited **rising costs, jobs, and the economy**, followed by **improving politics** and

46%

of respondents hope for **improved economic well-being** next year

43%

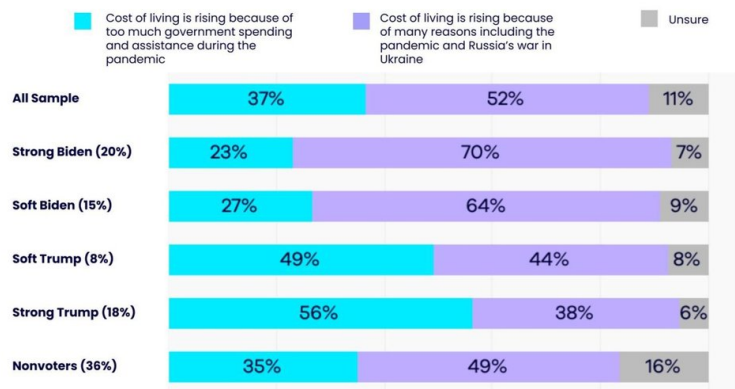
of respondents say report that **rising costs, jobs, & the economy** are how elected officials could improve their lives

Perceptions around the reasons for high cost of living

While over a third of Latino voters say "government spending" is to blame for the high cost of living is, the majority say that there are that the cost of living is high for "many reasons."

A majority of Biden voters say that rising cost of living is caused by many factors beyond just government spending.

At least a third of Trump voters are also open to this view.



(Problem: Cost of Living) Which of the following is closest to your view? (Closed)

In their own words, Latino voters offer no clear hero for the election story, but blame the opposing party and politics in general for harm.

Across party lines, many Latino voters say **elected officials don't care about their community.**

(Who Helps) Which individuals or groups do you think do the most to help improve the lives of people like you? (Open)

In their own words:

Political parties & politicians (20%)

People in my community/identity (8%)

Other marginalized groups (7%)

