

Opportunities for Republicans with Hispanic Voters

The recent [New York Magazine interview](#) with Democratic pollster David Shor provided insights on how Democrats see challenges and opportunities for the 2022 midterm elections. One of the groups discussed in the interview is Hispanics, a group with which Republicans improved in the last election, taking Democrats by surprise. Based on the interview, Democrats seem to interpret their electoral challenges in the context of demographics, race and class, and less about voter belief systems and positions on issues. But Shor does recognize that white liberal elites are pushing the party to the left and alienating certain voter groups, including Hispanics: "...We've ended up in a situation where white liberals are more left wing than Black and Hispanic Democrats on pretty much every issue: taxes, health care, policing, and even on racial issues or various measures of 'racial resentment.' So as white liberals increasingly define the party's image and messaging, that's going to turn off nonwhite conservative Democrats and push them against us."

In the last election, Congressional Republicans won 36% of the Hispanic vote, compared to 32% at the presidential level. From 2016 to 2020, both President Trump and Congressional Republicans improved among Hispanic voters. President Trump went from 28% to 32% of the Hispanic vote, and Congressional Republicans improved from 32% to 36%. From the exit polls, party ID among Hispanics was 48% Democrat, 20% Republican, 32% independent - therefore a majority of Hispanics are **not** Democrats. At an ideological level, the largest group is moderate (43%), with conservatives (32%) being a larger group than liberals (25%). By comparison, Democrats are 46% liberal, 43% moderate, 10% conservative, so Democrats identify as liberal over conservative by 36 points. Comparatively, independents identify as conservative over liberal by 14 points; Hispanics identify as conservative over liberal by 7 points. **From an ideological perspective, Hispanics are closer to independents than Democrats.**

Self Identified Ideology from 2020 Exit Polls	Overall	Indep	Hispanic	Dem
Conservative	39	32	32	10
Moderate	38	50	43	43
Liberal	24	18	25	46
Conservative Vs Liberal Margin	+15	+14	+7	-36

On the ideological spectrum (1 being very liberal and 9 very conservative) from recent research by Winning the Issues (February 9-12), Hispanics place themselves as center-right (5.35), consistent with where they were in our post election survey (5.34). They place Congressional Republicans to the right at 6.07 and Congressional Democrats to the left at 4.69. This means the distance from Hispanic voters to Republicans and Democrats (a distance of 0.66 for Democrats; 0.72 for Republicans) is generally equidistant, putting Republicans in a competitive position.

The more that the Democratic agenda is driven by the left, the more it will have an alienating effect with voters groups including Hispanics — which will create openings and opportunities for Republicans on the major issues.

Have a good weekend.

2021 Ideological Spectrum - Hispanics

