

Hispanic and Latino Messaging

Between February 4 - 8, 2022, FreedomWorks in partnership with The Bullfinch Group conducted a poll of 808 Hispanic and Latino registered voters. This poll was the third and final one conducted on this demographic and was focused on isolating the most effective messaging. When presented with a messaging point (left side of the charts below), respondents were asked to choose if they supported the conservative or liberal position more on that particular message.

Messaging Highlights

- When crafting messaging towards Hispanic and Latino voters, focus on foundational conservative principles, as this demographic is tired of the establishment Republican brand. Messaging that focused on conservatives/liberals performed better than similar messaging that focused on partisanship.
- Hispanic and Latino voters are very optimistic about the future. They require positive messaging, as opposed to negative. Advocating for conservative principles and solutions will resonate with this demographic much better than accusing liberals of failing America.

Messaging Strength for All Respondents by Issue

Economy	% of Respondents Who Support the Conservative Stance	% of Respondents Who Support the Liberal Stance	Difference*
Liberals believe certain goods, like gasoline, should cost more.	58%	28%	+30
Republican candidates favor getting Americans back to work, while Democratic candidates favor strict COVID restrictions on businesses.	43%	48%	-5
Democratic candidates increasingly embrace instituting socialist economic policies in America.	39%	45%	-6

Crime and Safety	% of Respondents Who Support the Conservative Stance	% of Respondents Who Support the Liberal Stance	Difference*
Conservative policies prioritize the enforcement of laws to deliver public safety. Liberal policies favor relaxing the enforcement of laws to avoid "over-incarceration" and reduce racial disparities in sentencing.	51%	36%	+15
Republican candidates favor increasing support for law enforcement officers	51%	39%	+12
Democratic candidates favor reducing funding for and the influence of police officers in American communities	46%	41%	+5

Education	% of Respondents	% of Respondents	Difference*
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	Who Support the Conservative Stance	Who Support the Liberal Stance	
Conservative policies prioritize parental involvement in education, while liberal policies minimize parents' role	57%	30%	+27
Democratic candidates favor giving complete control of curriculum to teachers and school boards, rather than including parents	46%	44%	+2

**Higher differences (statements highlighted in green) indicate stronger support for conservative stances. Lower differences (statements highlighted in red) indicate stronger support for liberal stances.*