

Voto Latino



February 2022

Goals & Design

Understand the emotional landscape of Latinx Americans, along with their top issues and priorities

This research was fielded in both English and Spanish to a nationally representative sample of 5,585 Americans (including 2,308 Latinx Americans), from January 15–18, 2022



Intro to Avalanche Insights qualitative data

Avalanche Insights instruments combine closed-ended and open-ended questions, using proprietary in-house tech to code and quantify themes in open-ended responses.

Question text indicates whether question was asked in open or closed format.

Qualitative themes, which summarize similar responses, are quantified as a percentage of a given audience. Responses *can* be coded into more than one theme.

Higher-level categories, indicated by gray headings, group together similar themes to shed light on summary insights from the data.

A majority of Latinx Americans report feeling negative emotions over the past two weeks, led by sadness and anxiety

[Personal Emotion] In the past two weeks, what emotion have you felt most often? (Open-ended)

	All Latinx	18-29	30-39	40+	Female	Male	Urban	Suburban	Rural	Immigrant	1st gen	2nd+ gen
NEGATIVE	53%	55%	51%	52%	59%	45%	49%	55%	54%	47%	49%	55%
Sadness	22%	26%	19%	21%	25%	18%	23%	20%	25%	20%	24%	22%
Anxious/worry	18%	17%	19%	18%	20%	15%	15%	20%	17%	17%	15%	19%
Anger	3%	5%	2%	2%	3%	3%	3%	2%	4%	1%	2%	4%
Exhausted	3%	3%	4%	3%	4%	2%	2%	4%	2%	3%	3%	3%
Frustrated	2%	2%	2%	3%	2%	2%	1%	3%	2%	2%	2%	2%
Apathetic	2%	2%	1%	1%	2%	2%	1%	2%	1%	3%	1%	1%
Fear	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%
POSITIVE	34%	34%	34%	33%	29%	39%	33%	36%	30%	32%	34%	34%
Happy	22%	26%	23%	20%	20%	25%	22%	22%	21%	23%	24%	21%
Content	3%	2%	3%	4%	3%	4%	3%	5%	2%	2%	2%	4%
Calm	3%	1%	2%	3%	2%	3%	2%	3%	2%	2%	2%	3%
Hope	2%	1%	2%	2%	1%	2%	2%	2%	1%	1%	2%	2%
Excited	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%	2%	1%



Key Takeaways

1

A majority of Latinx Americans, across age, gender, urbanism, and generation, report feeling negative emotions over the past two weeks, led by anxiety and sadness

2

Financial insecurity leads as the top stressor among Latinx Americans, especially those under the age of 40

Though this survey was fielded at the height of the Omicron variant, for many, COVID concerns were cited in the context of their economic impacts

3

Though younger, urban, and recent immigrant Latinx Americans are more likely to say federal policies passed in the last year have made their lives better, more than a third of Latinx Americans say their lives have not been impacted, and want to see change for a better future in 2022



A majority of Latinx Americans report feeling negative emotions over the past two weeks, led by sadness and anxiety

Women Latinx Americans are more likely to report negative emotions than men Latinx Americans

[Personal Emotion] In the past two weeks, what emotion have you felt most often? (Open-ended)

	All Latinx	18-29	30-39	40+	Female	Male	Urban	Suburban	Rural	Immigrant	1st gen	2nd+ gen
NEGATIVE	53%	55%	51%	52%	59%	45%	49%	55%	54%	47%	49%	55%
Sadness	22% <div></div>	26% <div></div>	19% <div></div>	21% <div></div>	25% <div></div>	18% <div></div>	23% <div></div>	20% <div></div>	25% <div></div>	20% <div></div>	24% <div></div>	22% <div></div>
Anxious/worry	18% <div></div>	17% <div></div>	19% <div></div>	18% <div></div>	20% <div></div>	15% <div></div>	15% <div></div>	20% <div></div>	17% <div></div>	17% <div></div>	15% <div></div>	19% <div></div>
Anger	3% <div></div>	5% <div></div>	2% <div></div>	2% <div></div>	3% <div></div>	3% <div></div>	3% <div></div>	2% <div></div>	4% <div></div>	1% <div></div>	2% <div></div>	4% <div></div>
Exhausted	3% <div></div>	3% <div></div>	4% <div></div>	3% <div></div>	4% <div></div>	2% <div></div>	2% <div></div>	4% <div></div>	2% <div></div>	3% <div></div>	3% <div></div>	3% <div></div>
Frustrated	2% <div></div>	2% <div></div>	2% <div></div>	3% <div></div>	2% <div></div>	2% <div></div>	1% <div></div>	3% <div></div>	2% <div></div>	2% <div></div>	2% <div></div>	2% <div></div>
Apathetic	2% <div></div>	2% <div></div>	1% <div></div>	1% <div></div>	2% <div></div>	2% <div></div>	1% <div></div>	2% <div></div>	1% <div></div>	3% <div></div>	1% <div></div>	1% <div></div>
Fear	1% <div></div>	1% <div></div>	1% <div></div>	2% <div></div>	1% <div></div>	2% <div></div>	1% <div></div>	2% <div></div>	1% <div></div>	1% <div></div>	1% <div></div>	1% <div></div>
POSITIVE	34%	34%	34%	33%	29%	39%	33%	36%	30%	32%	34%	34%
Happy	22% <div></div>	26% <div></div>	23% <div></div>	20% <div></div>	20% <div></div>	25% <div></div>	22% <div></div>	22% <div></div>	21% <div></div>	23% <div></div>	24% <div></div>	21% <div></div>
Content	3% <div></div>	2% <div></div>	3% <div></div>	4% <div></div>	3% <div></div>	4% <div></div>	3% <div></div>	5% <div></div>	2% <div></div>	2% <div></div>	2% <div></div>	4% <div></div>
Calm	3% <div></div>	1% <div></div>	2% <div></div>	3% <div></div>	2% <div></div>	3% <div></div>	2% <div></div>	3% <div></div>	2% <div></div>	2% <div></div>	2% <div></div>	3% <div></div>
Hope	2% <div></div>	1% <div></div>	2% <div></div>	2% <div></div>	1% <div></div>	2% <div></div>	2% <div></div>	2% <div></div>	1% <div></div>	1% <div></div>	2% <div></div>	2% <div></div>
Excited	1% <div></div>	1% <div></div>	2% <div></div>	1% <div></div>	1% <div></div>	1% <div></div>	1% <div></div>	1% <div></div>	1% <div></div>	0% <div></div>	2% <div></div>	1% <div></div>

A strong plurality of Latinx Americans, especially younger, say financial insecurity has been their top worry; Those who say COVID are likely to cite it in the context of its economic impact

[Top worry] When thinking about you and your family's life for the past month, what has been your biggest worry? (Open-ended)

	All Latinx	18-29	30-39	40+	Female	Male	Urban	Suburban	Rural	Immigrant	1st gen	2nd+ gen
PERSONAL ECONOMIC WELLBEING	36%	41%	41%	32%	36%	37%	34%	38%	38%	32%	32%	38%
Financial insecurity	34%	38%	38%	29%	33%	34%	31%	36%	35%	29%	27%	36%
My job & employment	2%	1%	1%	2%	2%	1%	2%	1%	2%	1%	3%	1%
Economy, generally	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	3%	1%
COVID	20%	12%	17%	25%	18%	21%	22%	20%	14%	24%	19%	19%
HEALTH	16%	14%	15%	16%	18%	13%	15%	16%	15%	14%	15%	16%
FAMILY ISSUES	7%	7%	5%	7%	8%	5%	7%	7%	5%	6%	6%	7%
SAFETY & SECURITY	2%	2%	1%	2%	1%	2%	2%	2%	1%	1%	2%	2%
THE FUTURE	1%	3%	2%	1%	1%	2%	1%	1%	2%	1%	2%	1%

Latinx Americans are more likely than NH White to say financial insecurity has been their biggest worry over the past month as opposed to COVID



Lower/middle class and non-college Latinx Americans are more likely to say financial insecurity has been their top worry; Upper-middle and college are more likely to cite COVID

[Top worry] When thinking about you and your family's life for the past month, what has been your biggest worry? (Open-ended)

	All Latinx	Lower class	Working class	Middle class	Upper-middle class	College	Non-college
PERSONAL ECONOMIC WELLBEING	36%	43%	41%	33%	21%	34%	38%
Financial insecurity	34%	41%	38%	30%	19%	30%	35%
My job & employment	2%	1%	2%	1%	2%	2%	1%
Economy, generally	1%	1%	1%	2%	0%	2%	1%
COVID	20%	12%	18%	24%	23%	26%	17%
HEALTH	16%	14%	15%	17%	18%	15%	16%
FAMILY ISSUES	7%	7%	6%	7%	6%	5%	7%
SAFETY & SECURITY	2%	2%	2%	2%	1%	2%	2%
THE FUTURE	1%	3%	1%	1%	3%	2%	1%



Even when asked about other challenges past their top worry, a majority of Latinx Americans say finances are their top stressor, followed by physical/mental health

[Other stresses] Beyond the top worry you talked about in the last question, what are 2-3 other worries or challenges you are facing on a daily basis? (Open-ended)

	All Latinx	18-29	30-39	40+	Female	Male	Urban	Suburban	Rural	Immigrant	1st gen	2nd+ gen
PERSONAL ECONOMIC WELLBEING	40%	37%	41%	41%	39%	41%	40%	39%	40%	34%	33%	43%
Financial insecurity	33%	30%	31%	35%	32%	33%	32%	32%	35%	26%	25%	36%
Employment	7%	8%	9%	6%	6%	8%	8%	7%	5%	8%	8%	7%
Economy, generally	3%	2%	3%	3%	2%	3%	4%	2%	1%	3%	3%	2%
PERSONAL HEALTH	31%	37%	30%	28%	33%	29%	31%	32%	29%	30%	29%	32%
FAMILY'S HEALTH & WELL-BEING	11%	9%	11%	12%	13%	8%	9%	12%	13%	8%	7%	12%
COVID	9%	7%	9%	10%	9%	8%	11%	9%	5%	10%	10%	8%
SAFETY & SECURITY	3%	2%	2%	4%	2%	4%	3%	3%	2%	2%	2%	3%
CLIMATE CHANGE	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%
TRANSPORTATION	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%
NOTHING / DON'T KNOW	8%	7%	5%	9%	7%	9%	7%	9%	7%	8%	9%	7%



Younger, and urban Latinx Americans are more likely to say financial assistance would make a meaningful difference in their lives; Older and suburban/rural say reducing costs

[Meaningful difference] What is one specific thing you hope the government will do in the next year to make life better for you or your family? (Open-ended)

	All Latinx	18-29	30-39	40+	Female	Male	Urban	Suburban	Rural	Immigrant	1st gen	2nd+ gen
PERSONAL ECONOMIC WELLBEING	41%	44%	41%	40%	42%	40%	41%	42%	39%	38%	39%	42%
More financial assistance	17%	22%	20%	12%	18%	15%	18%	16%	16%	10%	14%	18%
Reduce costs	14%	13%	11%	17%	14%	14%	11%	18%	14%	13%	13%	15%
Stronger economy	6%	5%	5%	6%	5%	6%	7%	5%	4%	9%	8%	4%
More job opportunities	5%	4%	6%	4%	5%	4%	5%	4%	5%	6%	3%	5%
Increase wages	3%	3%	4%	3%	4%	3%	3%	4%	3%	3%	3%	4%
COVID	8%	8%	9%	8%	10%	7%	8%	9%	6%	8%	7%	9%
Get COVID under control	7%	6%	8%	7%	8%	6%	8%	8%	5%	7%	6%	7%
Stop COVID mandates	1%	2%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%
HEALTHCARE	4%	4%	3%	5%	6%	3%	4%	5%	4%	4%	3%	5%

Younger Latinx Americans are more likely than NH White to say financial assistance would make a meaningful difference



In their own words: Top worries, hopes, and solutions

Worry: Financial insecurity & rising costs

"My biggest worry is **making ends meet**."

-Latinx, Male, 30-39, Non-college

"**Money**. We have been living off just 1 income and I started a new job last week so it is a **lot of pressure**."

-Latinx, Female, 30-39, College

"Not being able to **cover emergency bills**."

-Latinx, Male, 65+, College

"My biggest worry in **the past month is finances**"

-Latinx, Female, 30-39, College

"**Money**, if I can offer **what they need**."

-Latinx, Female, 18-29, Non-college

"**Finding a job** and being a **good mom**."

-Latinx, Female, 18-29, Non-college

Worry: COVID & the rise of a new variant

"All of the **new covid cases and variants** that have been appearing."

-Latinx, Female, 18-29, Non-college

"**Keeping ourselves as safe as possible** from COVID"

-Latinx, Male, 18-29, Non-college

"The coronavirus still **makes my daily life worrisome** that we have it or will get it."

-Latinx, Female, 50-64, College

"Get infected from Covid 19 and **not being able to work**."

-Latinx, Female, 50-64, College

"Dealing with my grandfather's passing, **someone getting covid and also passing**."

-Latinx, Female, 18-29, College

"I have covid and am **scared** to give it to my family."

-Latinx, Male, 50-64, Non-college

Solution: Financial assistance & return to normalcy

"Better policy on **student loans and grants** so I can complete my education"

-Latinx, Male, 30-39, College

"Push policies that will **help smaller families** and the lower class to save money throughout the year whether it be on taxes, groceries, etc. especially because the **cost of living is increasing** tremendously"

-Latinx, Female, 30-39, Non-college

"I hope they pay people that **stimulus checks this year and raise minimum wage**."

-Latinx, Female, 18-29, Non-college

"To quit giving money to all these people so employers can get **back to normal on keeping stores full**."

-Latinx, Male, 65+, Non-college

"Try to lower taxes/ **out of pocket costs for gas and groceries**."

-Latinx, Female, 50-64, College

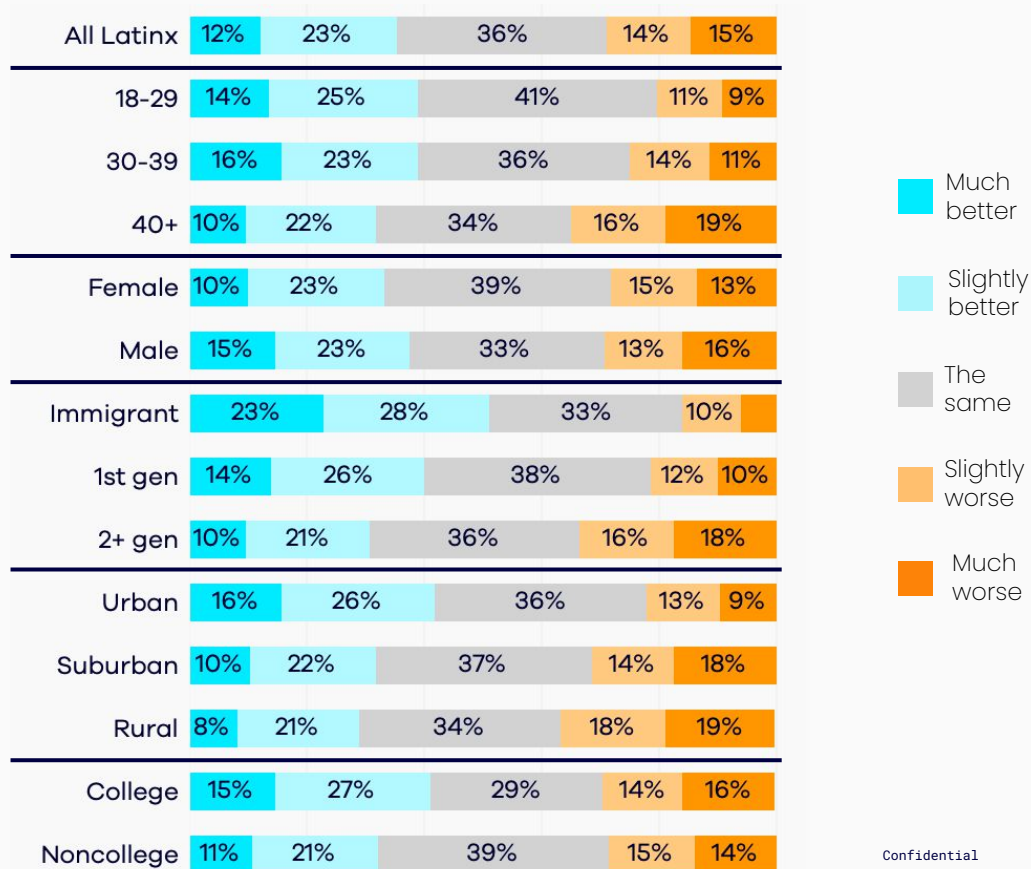
Confidential



Though younger, urban, college, and recent immigrant Latinx Americans are more likely to say federal policies passed in the last year have made their lives better, more than a third say their lives have remained the same

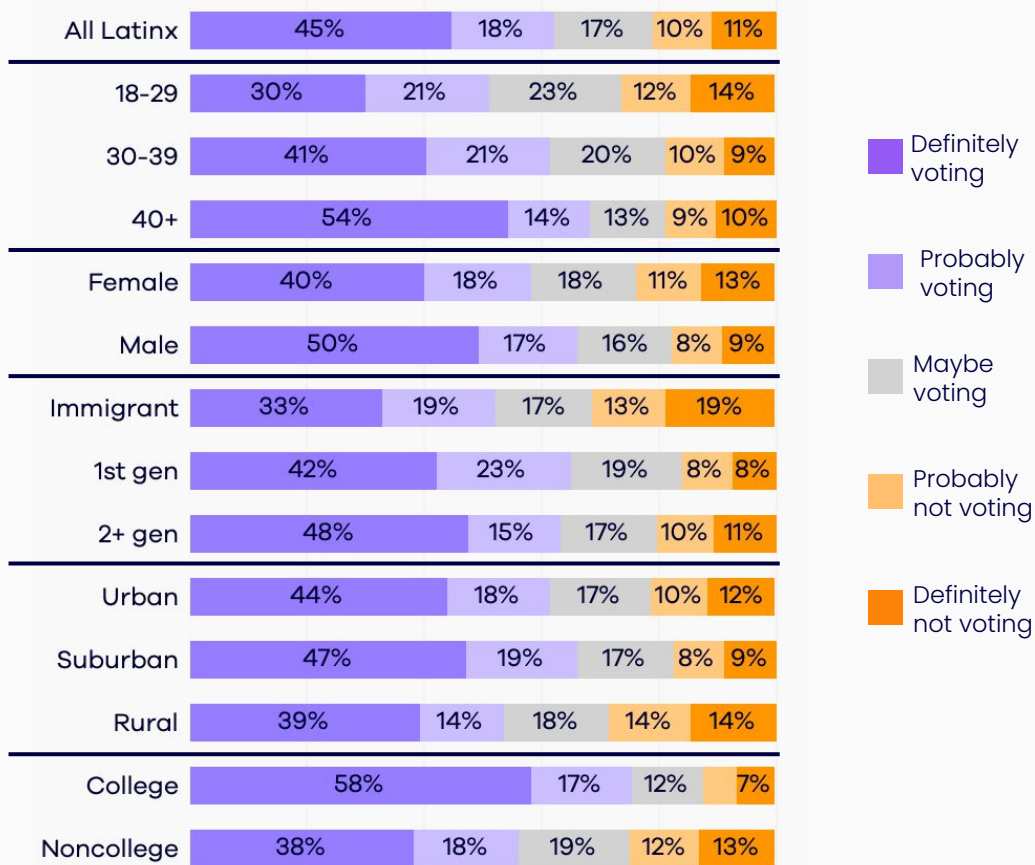


[Better off] I believe policies passed by the federal government in the last year have made my life: (Close-ended)



**Older, men,
first/second
generation, and
college Latinx
Americans are
more likely to say
they are going to
vote in 2022**

[2022 Vote Likelihood] How likely are you to vote in the 2022 midterm elections?



Older and men Latinx Americans are more likely to be activated ahead of 2022 led by hope, while younger and women are more likely to be inhibited

[Vote emotion 2022] In one word, what emotion do you feel when you think about voting in the 2022 midterm elections?

	All Latinx	18-29	30-39	40+	Female	Male	Urban	Suburban	Rural	Immigrant	1st gen	2nd+ gen
INHIBITING	24%	28%	28%	20%	27%	21%	25%	22%	29%	23%	25%	25%
Mixed	10%	10%	12%	8%	12%	7%	9%	8%	15%	9%	8%	10%
No emotion	6%	7%	5%	5%	7%	4%	5%	4%	10%	7%	5%	6%
Unsure	3%	2%	5%	3%	4%	2%	3%	3%	4%	2%	2%	4%
Happy	3%	3%	3%	3%	3%	3%	4%	2%	3%	4%	2%	3%
Confused	3%	3%	3%	3%	3%	3%	3%	2%	3%	1%	2%	3%
Apathetic	2%	4%	3%	1%	3%	2%	2%	3%	1%	2%	4%	2%
ACTIVATING	24%	17%	23%	28%	22%	26%	24%	25%	22%	22%	27%	24%
Hope	12%	9%	10%	15%	12%	12%	12%	12%	11%	13%	14%	11%
Excited	4%	3%	4%	6%	4%	5%	5%	4%	5%	2%	5%	5%
Anger	2%	2%	3%	2%	2%	3%	2%	3%	1%	1%	3%	2%
Determined	2%	1%	3%	2%	1%	2%	1%	2%	3%	3%	1%	2%
AGITATING	18%	20%	14%	19%	21%	16%	16%	21%	17%	14%	14%	20%
Anxious/worry	13%	16%	11%	12%	15%	10%	11%	15%	11%	9%	8%	14%
Fear	3%	3%	1%	4%	3%	3%	2%	3%	4%	2%	4%	3%
Frustrated	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%

“Change for a better future” leads as the biggest motivation, especially for younger Latinx Americans, for voting in 2022

[2020 Vote motivation] What, specifically, is your biggest motivation for voting in the 2022 midterm elections?

	All Latinx	18-29	30-39	40+	Female	Male	Urban	Suburban	Rural	Immigrant	1st gen	2nd+ gen
CHANGE FOR A BETTER FUTURE	22%	28%	21%	20%	24%	20%	24%	21%	20%	21%	23%	22%
VOTING AGAINST OTHER PARTY	7%	4%	5%	10%	6%	8%	5%	10%	4%	2%	7%	8%
Defeat Democrats	4%	2%	4%	6%	4%	5%	3%	7%	3%	1%	5%	5%
Defeat Republicans	3%	2%	1%	4%	2%	3%	2%	3%	1%	1%	2%	3%
PERSONAL ECONOMIC WELLBEING	6%	4%	7%	6%	5%	6%	5%	6%	5%	5%	4%	6%
Economy	3%	3%	4%	3%	3%	3%	3%	3%	2%	4%	3%	3%
Financial relief	2%	1%	3%	2%	2%	2%	2%	2%	2%	1%	2%	2%
Jobs	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%	0%	1%
VOTING FOR MY PARTY	4%	1%	4%	7%	4%	4%	5%	4%	5%	4%	4%	5%
Elect Democrats	3%	0%	1%	4%	2%	3%	2%	3%	3%	3%	1%	3%
Elect Republicans	2%	1%	3%	2%	2%	2%	2%	1%	2%	1%	2%	2%

Key Takeaways

1

A majority of Latinx Americans, across age, gender, urbanism, and generation, report feeling negative emotions over the past two weeks, led by anxiety and sadness

2

Financial insecurity leads as the top stressor among Latinx Americans, especially those under the age of 40

Though this survey was fielded at the height of the Omicron variant, for many, COVID concerns were cited in the context of their economic impacts

3

Though younger, urban, and recent immigrant Latinx Americans are more likely to say federal policies passed in the last year have made their lives better, more than a third of Latinx Americans say their lives have not been impacted, and want to see change for a better future in 2022

