



She's the Difference: Hispanic/Latina Women 50+

Survey of Likely Voters Age 50+, October 2022

With just five weeks until Election Day, research looking at Hispanic/Latina women voters age 50+ shows that about three-quarters of this key voting bloc are still making up their minds about how they will vote in November. Hispanic/Latina women 50+ in particular are continuing to consider their options with about one in five undecided on a generic Congressional ballot. A solid majority believe the economy is not working well for them personally, pushing inflation and rising prices to the top of the list of issues driving their votes. Eight out of ten Hispanic/Latina women 50+ believe a number of solutions can help them including lowering the cost of food, protecting Social Security from cuts, and lowering the cost of gas.

KEY FINDINGS

About three-quarters of Hispanic/Latina women voters 50+ have yet to make a decision about who they will vote for in November. In a generic Congressional ballot, about one in five are undecided, and a generic Democrat has a slight advantage over a generic Republican.

Hispanic/Latina women voters 50+ have multiple issues that they rate as very important in determining their vote in this year's elections. The most important issue is inflation and rising prices followed by election security, crime, threats to democracy, voting rights and gun violence.

Hispanic/Latina women 50+ are particularly dissatisfied with their financial situations. A solid majority of Hispanic/Latina women 50+ say the economy is not working well for them personally, and a plurality say they feel less financially secure than they expected to be at this stage in their lives. Three-quarters are cutting back on nonessential purchases and over half are cutting back on essential purchases due to higher costs of living,

Strong majorities say a number of economic changes would personally help them a lot. Three-quarters or more of these women believe lowering the cost of food, protecting Social Security from cuts, lowering the cost of gas, decreasing taxes, expanding Medicare to cover dental and vision, and reducing government spending would help them a lot personally.

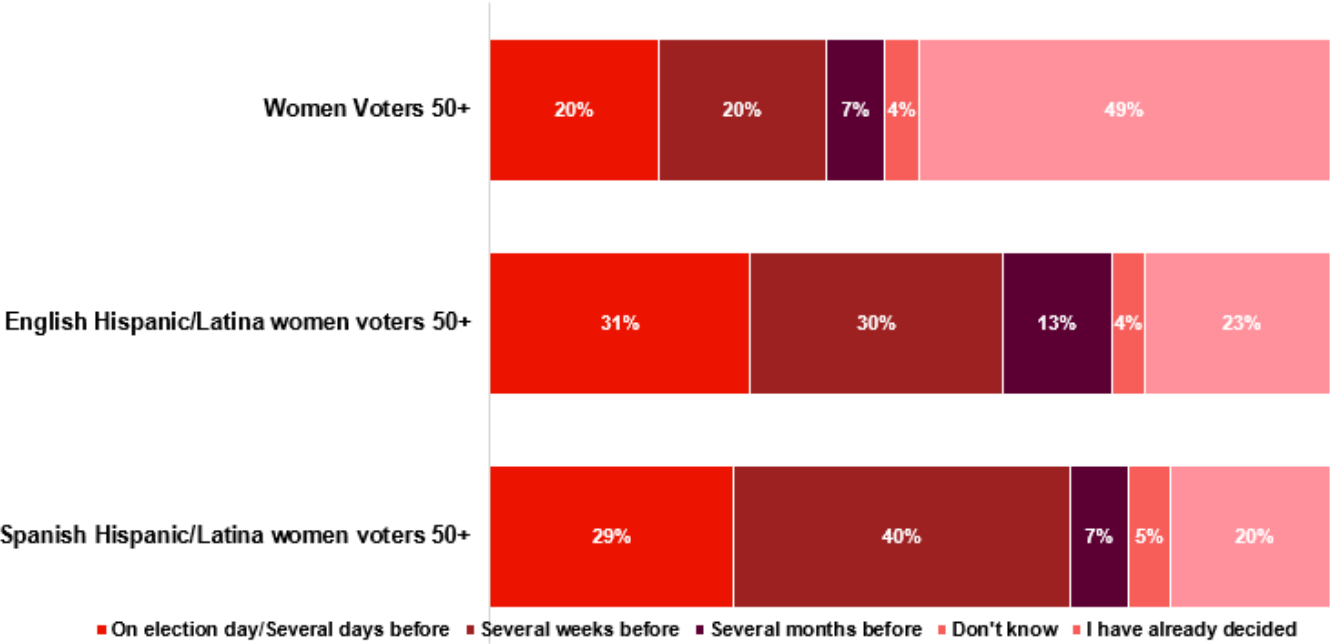
DETAILED FINDINGS

2022 ELECTIONS

Three-quarters of Hispanic/Latina women voters 50+ are still making up their minds about who to vote for in November. Three in ten (30%) will make up their minds on Election Day or several days before and 32% will make up their minds several weeks before. About a third will either make up their minds several months before (12%) or have already decided for whom they will vote (23%).

Spanish-speaking and English-speaking Hispanic/Latina women voters 50+ are deciding on slightly different timelines, with more Spanish-speaking Hispanic/Latina women 50+ anticipating that they will decide several weeks before election day.

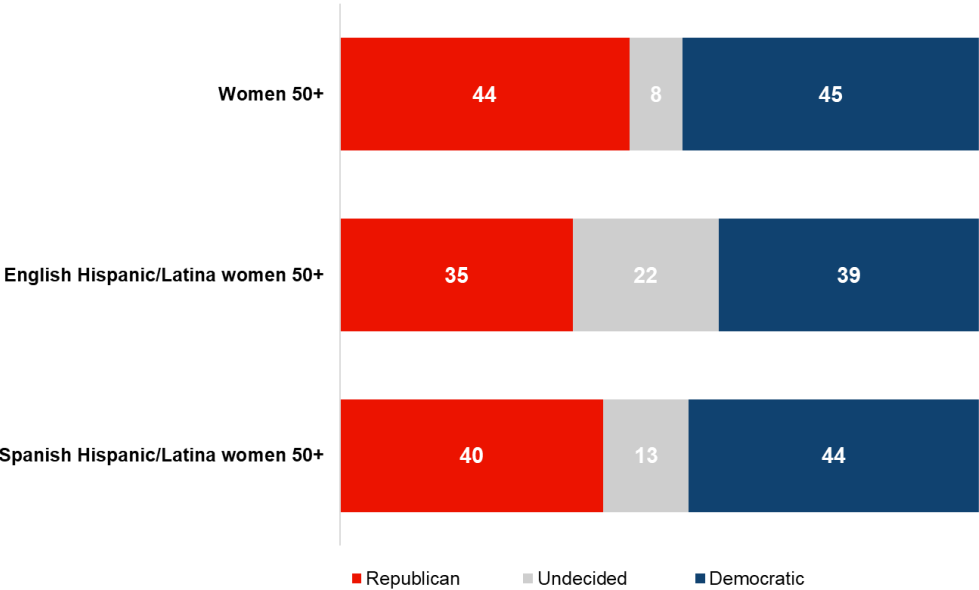
When Do You Think You Will Make the Decision of Who to Vote For?



Hispanic/Latina women 50+ are swing voters, with about one in five (21%) undecided on a generic Congressional ballot. Four in ten (40%) Hispanic/Latina women voters 50+ vote for a generic Democrat; 36% vote for a generic Republican. This is in stark contrast to women voters 50+ overall, who are split between a generic Democrat (45%) and a generic Republican (44%) with only 8% undecided.

English-speaking Hispanic/Latina women 50+ (22% undecided) are more undecided than Spanish-speaking Hispanic/Latina women 50+ (13% undecided). Both English-speaking and Spanish-speaking Hispanic/Latina women give a generic Democrat a narrow lead.

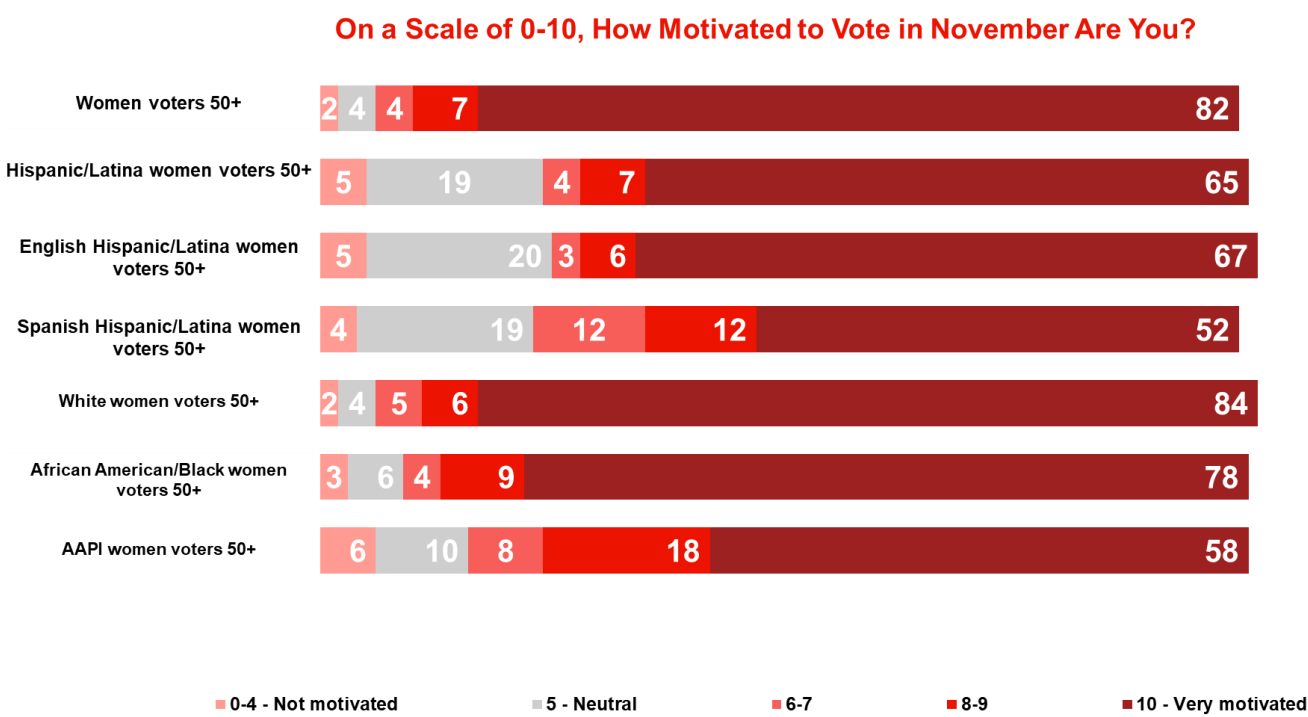
If the Election for Congress Were Held Today, Which Candidate Would You Vote For?



Two-thirds of Hispanic/Latina women voters 50+ are intensely motivated to vote. On a scale from 0 to 10, where 0 means not motivated at all and 10 means very motivated, 65% of Hispanic/Latina women voters 50+ rate themselves a 10.

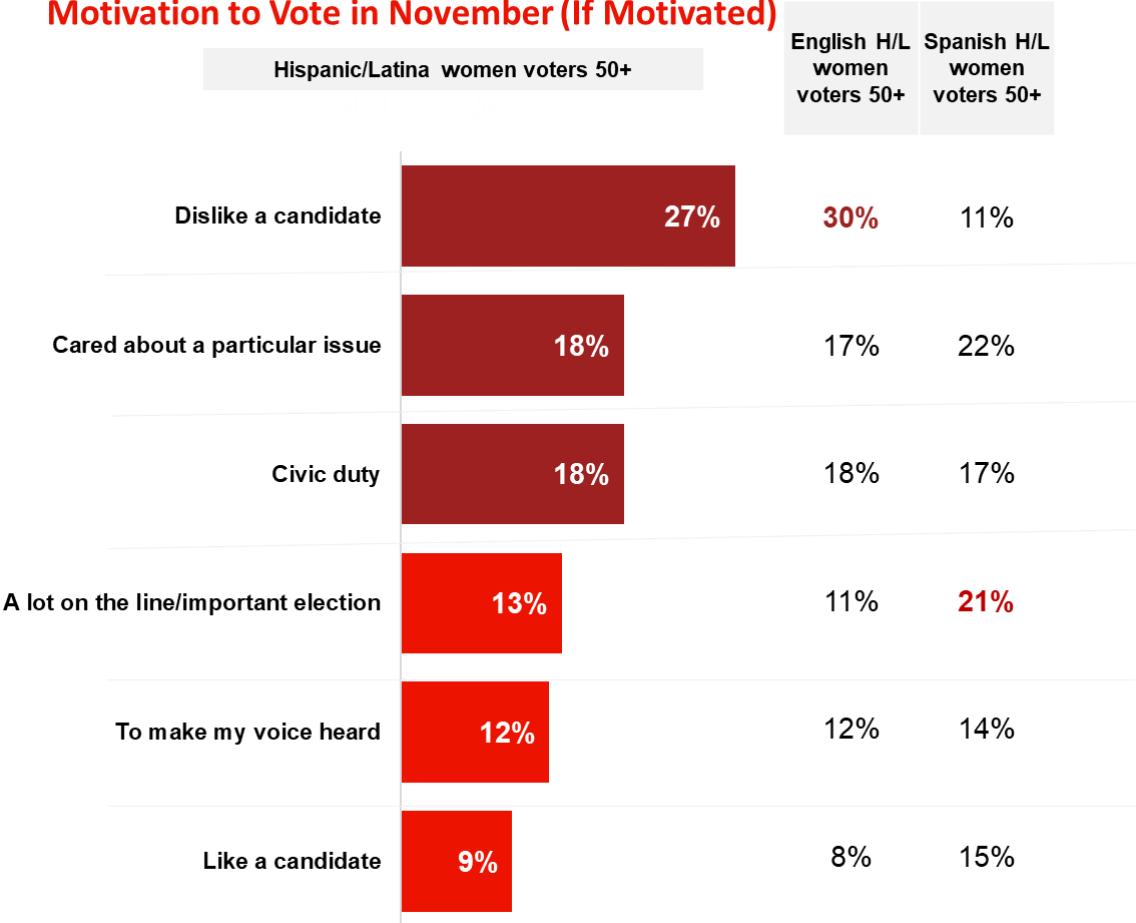
English-speaking Hispanic/Latina women 50+ (67% rate their motivation a 10) are more intensely motivated than Spanish-speaking Hispanic/Latina women 50+ (52% rate their motivation a 10).

Hispanic/Latina women 50+ (65%) are less intensely motivated to vote than white women voters 50+ (84% rate themselves a 10) and African American/Black women voters 50+ (78%), but more intensely motivated than AAPI women 50+ (58%).



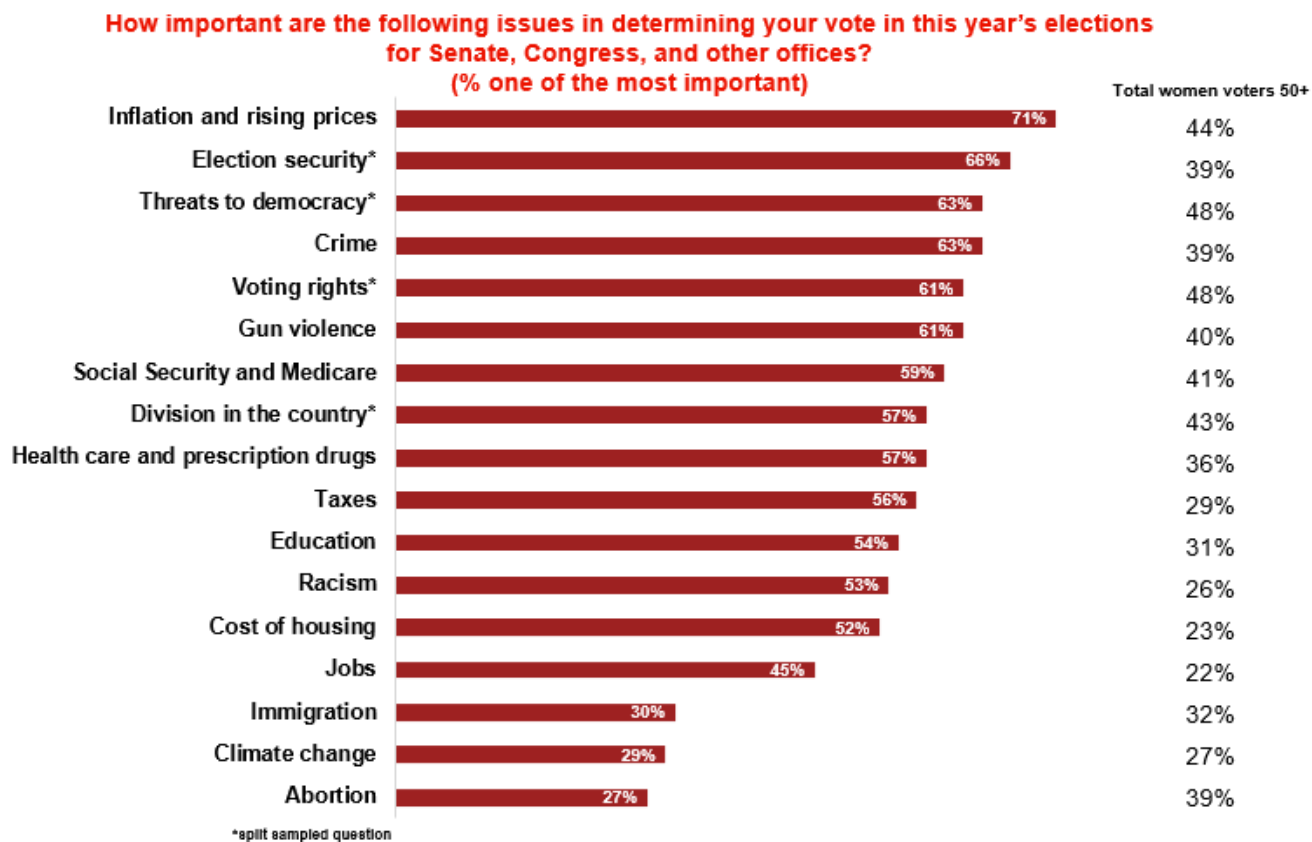
Spanish-speaking Hispanic/Latina women voters 50+ and English-speaking Hispanic/Latina women voters 50+ have different motivations to vote. English-speaking Hispanic/Latina women voters 50+ are voting because they dislike a candidate (30%). Spanish-speaking Hispanic/Latina women voters 50+ are voting because they care about a particular issue (22%) and because they think this is an important election with a lot on the line (21%).

Motivation to Vote in November (If Motivated)



CONCERNS AND ISSUES IN THE MIDTERMS

Hispanic/Latina women voters 50+ are focused on many key issues headed into this election. The most important issue determining their vote is inflation and rising prices. Five additional issues rank as one of the most important with at least 60% of Hispanic/Latina women 50+: election security, crime, threats to democracy, voting rights and gun violence.



Hispanic/Latina women voters 50+ prioritize almost every issue more than women voters 50+ overall, and they prioritize immigration and climate change about the same as women voters 50+ overall. Hispanic/Latina women voters 50+ are less likely than women voters 50+ overall to prioritize abortion.

The top issues for English-speaking Hispanic/Latina women 50+ are inflation and rising prices (70% one of the most important issues), election security (68%), threats to democracy (64%), crime (63%), and voting rights (61%). The top issue for Spanish-speaking Hispanic/Latina women 50+ is inflation and rising prices (75% one of the most important issues).

Eight additional issues rank as one of the most important, with at least 60% of Spanish-speaking Hispanic/Latina women 50+: Social Security and Medicare (70%), gun violence (69%), health care and prescription drugs (68%), crime (66%), cost of housing (64%), racism (63%), voting rights (62%), and taxes (61%).

How important are the following issues in determining your vote in this year's elections for Senate, Congress, and other offices?

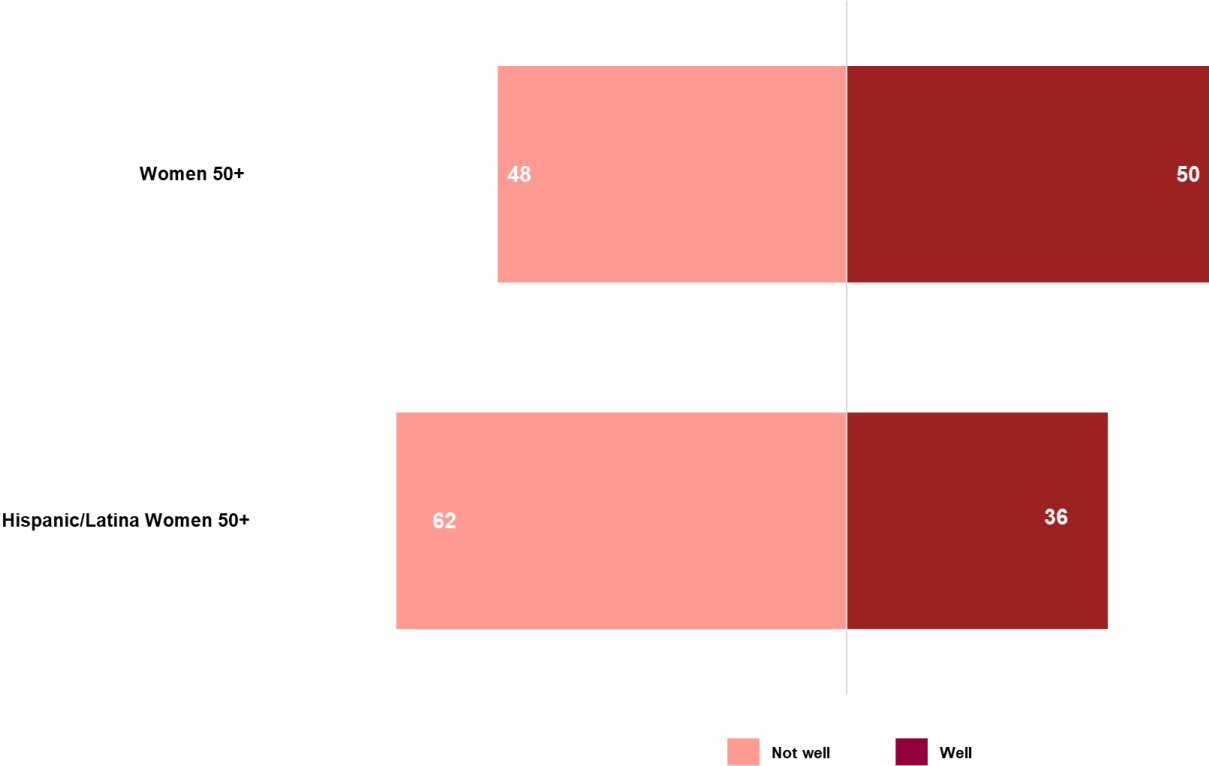
% One of the most important issues	Total women voters 50+	Hispanic/Latina women voters 50+	English Hispanic/Latina women voters 50+	Spanish Hispanic/Latina women voters 50+
Threats to democracy*	48%	63%	64%	57%
Voting rights*	48%	61%	61%	62%
Inflation and rising prices	44%	71%	70%	75%
Division in the country*	43%	57%	58%	53%
Social Security and Medicare	41%	59%	57%	70%
Gun violence	40%	61%	59%	69%
Crime	39%	63%	63%	66%
Abortion	39%	27%	26%	35%
Election security*	39%	66%	68%	51%
Health care and prescription drugs	36%	57%	55%	68%
Immigration	32%	30%	28%	41%
Education	31%	54%	54%	52%
Taxes	29%	56%	55%	61%
Climate change	27%	29%	29%	27%
Racism	26%	53%	51%	63%
Cost of housing	23%	52%	50%	64%
Jobs	22%	45%	44%	54%

*split sampled question

ECONOMIC OUTLOOK AND EXPERIENCES

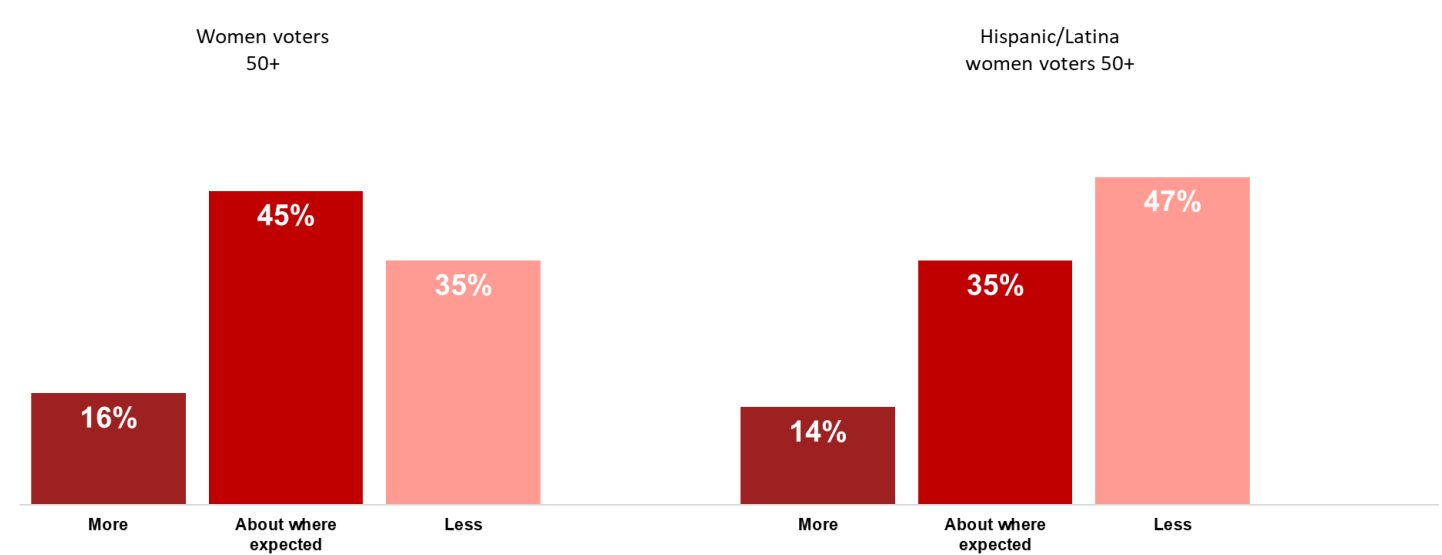
Nearly two-thirds of Hispanic/Latina women voters 50+ say the economy is not working well for them personally (62% say not well, 36% say well). English and Spanish-speaking Hispanic/Latina women voters 50+ are quite consistent in their response. In contrast, women voters 50+ overall are more optimistic, and split between saying the economy is working well (50%) and not well (48%).

How well is the U.S. economy working for you personally?



A plurality (47%) of Hispanic/Latina women 50+ say they feel less financially secure than they expected to be at this stage in their lives. These women are particularly dissatisfied with their financial situations. In contrast, similar percentages of women 50+ (45%) say they are about where they expected to be. About a third (35%) of Hispanic/Latina women 50+ are about where they expected to be financially, and 14% are more financially secure than they expected to be. Like the overall economy, English and Spanish-speaking Hispanic/Latina women voters 50+ are quite consistent in their response to financial security.

At this stage in your life, are you more or less financially secure than you expected to be or are you about where you expected?

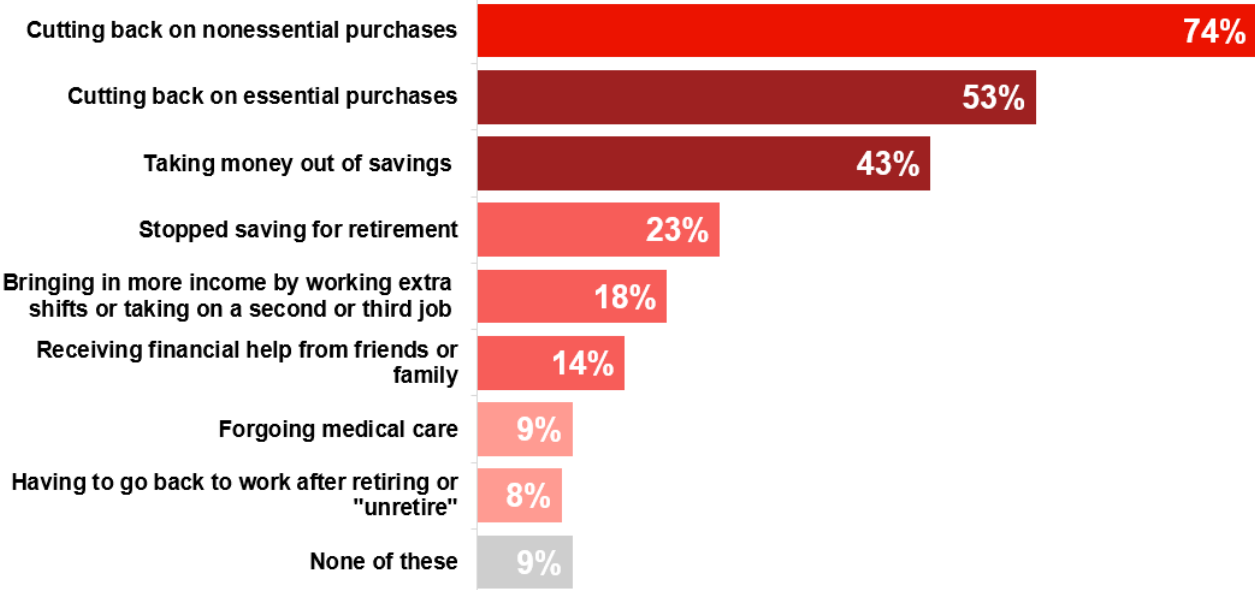


Hispanic/Latina women voters 50+ are making changes to respond to higher costs of living.

About three-quarters of Hispanic/Latina women 50+ have cut back on nonessential purchases due to the higher cost of living, 53% have cut back on essential purchases, and 43% have taken money out of savings. Eight percent have gone as far as returning to work post-retirement, also known as deciding to “unretire.”

Hispanic/Latina women 50+ are more likely to have cut back on nonessential (74%) and essential purchases (53%) compared to African American/Black (52%/43%), AAPI (57%/34%), and white women 50+ (67%/40%).

Which of the following actions have you taken this year due to higher costs of living?



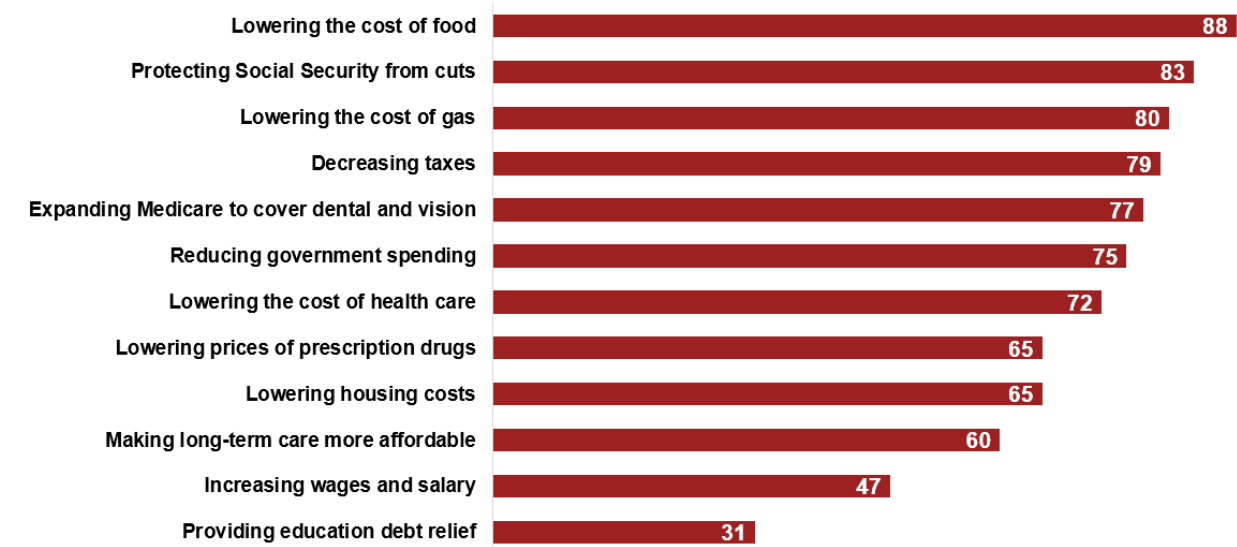
English-speaking Hispanic/Latina women 50+ are more likely than Spanish-speaking Hispanic/Latina women 50+ to take money out of savings and stop saving for retirement.

% Have Taken This Action This Year Due to Higher Costs of Living	Hispanic/Latina women voters 50+	English-speaking Hispanic/Latina women voters 50+	Spanish-speaking Hispanic/Latina women voters 50+
Taking money out of savings	43%	46%	24%
Stopped saving for retirement	23%	25%	12%

SOCIAL SECURITY AND MEDICARE ARE PRIORITIES

Hispanic/Latina women voters 50+ believe that many economic solutions would help them personally. Three-quarters or more say that lowering the cost of food, protecting Social Security from cuts, lowering the cost of gas, decreasing taxes, expanding Medicare to cover dental and vision and reducing government spending would help them a lot personally. Protecting Social Security and an expansion of Medicare would make a positive impact in their lives.

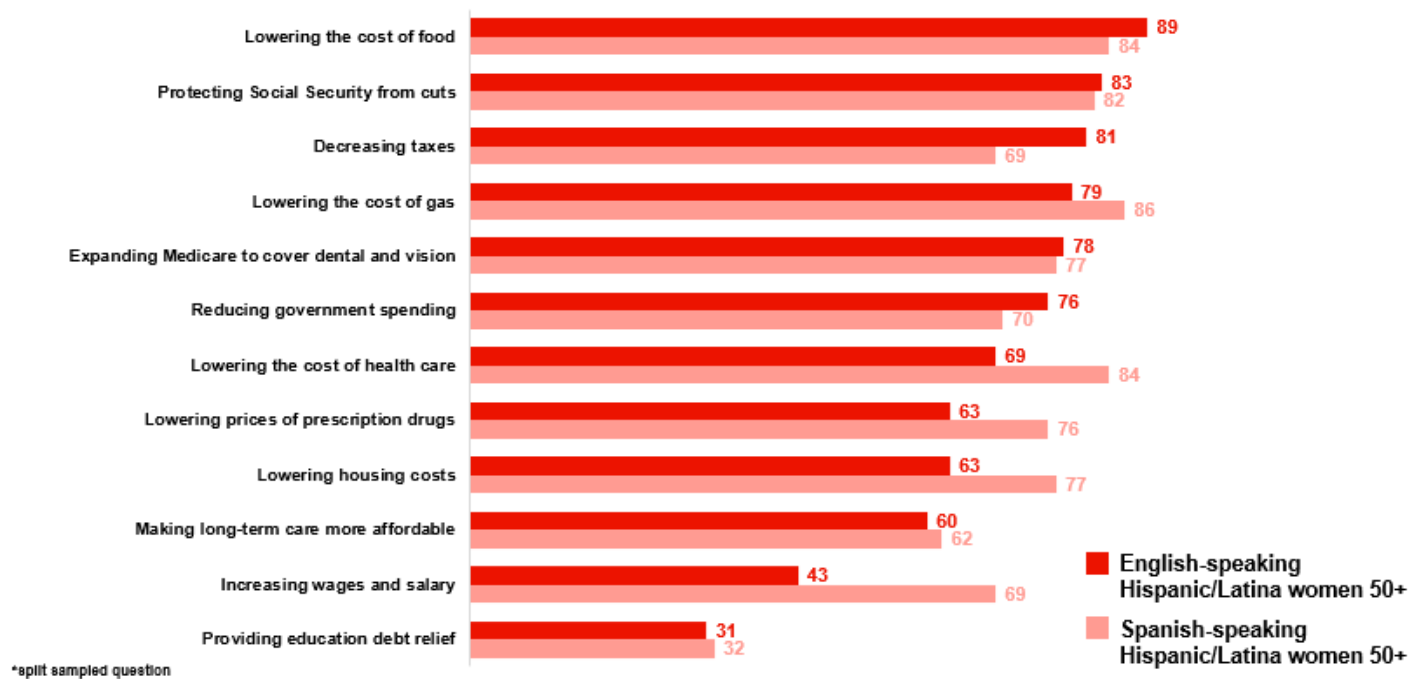
How much would each of the following help you personally?*(% Help a lot)



*split sampled question

English-speaking and Spanish-speaking Hispanic/Latina women 50+ rank these economic solutions differently. Spanish-speaking Hispanic/Latina women 50+ say they would be most helped a lot by lowering the cost of gas, food, and health care, protecting Social security from cuts, expanding Medicare to cover dental and vision, lowering housing costs, and lowering prescription drug prices. English-speaking Hispanic/Latina women 50+ say they would be most helped a lot by lowering the cost of food, protecting Social Security from cuts, decreasing taxes, lowering the cost of gas, expanding Medicare to cover dental and vision, and reducing government spending. There is also a notable difference between Spanish-speaking and English-speaking Hispanic/Latina women 50+ regarding how much it would help to increase wages and salary.

How much would each of the following help you personally?*
(% Help a lot)



SURVEY RESPONDENT DEMOGRAPHICS

AARP commissioned the bipartisan polling team of Lake Research Partners, GBAO Strategies, Echelon Insights, and Bellwether Research & Consulting to conduct a national survey of voters age 50+.

n = 802 women likely voters 50+, 400 men likely voters 50+, with oversamples of 100 African American/Black women likely voters 50+, 100 English-speaking Latina/Hispanic women likely voters 50+, 100 Spanish-speaking Latina/Hispanic women likely voters 50+, and 100 Asian American and Pacific Islander women likely voters 50+

Demographic Variable	Weighted	Unweighted
Age		
Women 50 – 64	373	597
Women 65 or older	429	604
Race/Ethnicity		
Caucasian alone women	600	607
African American/Black women	79	187
Hispanic/Latina women	56	249
Asian American/Pacific Islander women	16	108
Language		
English	48	143
Spanish	9	106
Education		
Non-college educated women	452	666
College-educated women	341	522
Party Identification		
Democratic women	303	567
Independent/DK/Lean women	181	283
Republican women	285	301
Gender		
Women	802	1201
Men	400	400

METHODOLOGY

This survey, conducted between September 6-13, 2022, includes a sample of 802 women likely voters 50+ and 400 men likely voters 50+, with oversamples of 100 African American/Black women likely voters 50+, 100 English-speaking Latina/Hispanic women likely voters 50+, 100 Spanish-speaking Latina/Hispanic women likely voters 50+, and 100 Asian American and Pacific Islander women likely voters 50+. All 50+ oversample completes were weighted down into the core 800 women voters 50+. The interviews were conducted via landline, cellphone, and SMS-to-web. The margin of sampling error for the effective sample of 802 women likely voters 50+ is +/-3.5%. The margin of error for the 400 men likely voters 50+ is +/-4.9%. The margin of error for the oversampled populations of 100 respondents is +/-9.8%. Interviews were offered in English and Spanish. Due to rounding, answer choices may not always add up to 100%. Partisan crosstabs in this report represent how people identify themselves when asked, not how they are registered or modeled on the voter file.