



## DCCC Memorandum on Successfully Earning Latino Voter Support in 2022 Midterms

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TO: Interested Parties

FR: Democratic Congressional Campaign Committee

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For the last two years, reporters, pundits, and even some Democratic strategists insisted that the Latino electorate was shifting away from the Democratic party and would likely support Republicans in the 2022 midterms at substantially higher levels than in the past. Not taking anything for granted, Democratic organizations and the DCCC set out to authentically and strategically engage Latino voters in key battlefield districts to earn their support. As a result, Latinos voted overwhelmingly to elect Latino and Latina candidates and keep Democrats in charge.

### Results

- **Record number of Hispanics in Congress.** There will be a historic 36 Latino and Latina Democrats in the 118th Congress, pending final vote tabulations – nine of which will be newly elected
- **Latino and Latina candidates key to winning swing districts.** So far, eight Hispanic Democrats have won in competitive house battlefield districts – Reps. Mike Levin, Teresa Leger Fernandez, Vicente Gonzalez, Henry Cuellar; and Reps-elect Andrea Salinas, Yadira Caraveo, Gabe Vasquez, and Marie Gluesenkamp Perez.
- **Successfully engaged and earned support from Latino voters.** Latino electorate-heavy districts from Virginia to Texas to Nevada turned out in support of Democrats. There was not a significant decrease in support for Democrats that Republicans claimed all but inevitable, and numerous districts like NM-03, TX-28, and AZ-04 saw slight increases in support among Latino voters. National exit polls only showed minor percentage changes among the Latino electorate.
- **Prioritized and exercised culturally competent bilingual communication.** Early on in the cycle, the DCCC hired two senior level Latinas to lead our Latino engagement efforts and the DCCC prioritized using numerous Hispanic consultants and a dozen Latino or Latina owned firms.
- **Held ground and proved negative narratives wrong.** Headlines and pundits suggested Republicans were making monumental inroads with Latino voters in Texas. Not only does data disprove this but Democrats firmly fended off Republican challenges in South Texas with wins in TX-28 and TX-34, despite an onslaught of millions of dollars in Republican spending.

### What the Pundits Predicted:

- Texas Tribune: [Democrats are in danger of losing three congressional strongholds in South Texas](#)
- NPR: [Democrats are losing Latino voters as Republicans eye opportunities these midterms](#)
- POLITICO: [Dems sweat GOP surge in South Texas special election](#)
- Washington Post: [Republicans make gains in the Rio Grande Valley ahead of Texas primary](#)
- The Hill: [Mayra Flores win drives GOP optimism about Hispanic voters](#)
- CNN: [‘Triple threat’ of Latina candidates leads Hispanic shift to GOP](#)
- Dozens of pundits and Republican [operatives](#) were [pushing](#) the narrative that they would sweep South Texas and win Latino voters
  - [Texas Tribune](#): “‘I expect to win’ all three, Tom Emmer, the chair of the National Republican Congressional Committee, said in a recent interview. ‘I absolutely do.’”
  - [Kevin McCarthy](#): “Meet the Triple Threat” who are “poised to be the first Republicans to represent” South Texas
  - [GOP Chairwoman Ronna McDaniel](#): “We are witnessing a seismic shift among Hispanic voters in South Texas!”
  - [Ted Cruz](#): “I think there’s a real possibility that all three will elect Republicans”

### What Actually Happened:

- Roll Call: [GOP fell short in Latino-heavy areas along U.S-Mexico border](#)
- Denver Post: [Latino voters were critical to Yadira Caraveo’s victory in Colorado’s 8th U.S. House district, exit poll finds](#)
- Colorado Newslite: [Latino electorate provides key votes for Democrats in Colorado midterms](#)
- Houston Chronicle: [Republicans spent millions to flip South Texas. They came up short.](#)
- NBC News: [Hispanic voters gave Latino Democrats needed edge to turn New Mexico blue](#)
- NBC News: [Pundits have long had themes attached to Latino voters. Time to ditch the practice?](#)

## DCCC Investments

- The DCCC IE spent over \$18 million on targeted Latino constituency media in 2022 and started running these targeted ads earlier than previous cycles.
  - The DCCC IE nearly doubled what it spent on Latino engagement in 2020.
  - Paid advertising was nearly split between English and Spanish language.
- The DCCC invested in voters of color earlier than ever, launching the Building Our Base Project. This multi-million dollar commitment helped build and fund:
  - Constituency Organizing and Community Engagement - which includes launching our [Spanish Language Action Center](#)



### CENTRO DE ACCIÓN VIRTUAL

¡Bienvenido al Centro de Acción, el céntrico lugar del DCCC para conectar con las carreras políticas para la Cámara de Representantes en todo el país! En 2018 los demócratas tomaron control de la Cámara y con su ayuda podemos asegurar que se mantendrá azul en 2022. Estamos buscando construir una infraestructura de voluntarios robusta, que empiece desde cero, y esto comienza con usted.

Pueden usar las áreas marcadas de abajo o use los filtros para encontrar un evento específico de interés o de cualquier candidato que deseen saber de su información.

- - Targeted Research and Polling
  - Early Paid Communications Aimed at Persuading Voters of Color
  - Voter Protection and Education
  - [Countering Disinformation](#)
    - In addition to the development of Juntos Together and English disinformation monitoring, the DCCC developed a new Spanish-language disinformation content monitoring and mitigation system.
  - Candidate Support and Campaign Integration
  - Partner Outreach
- More than a year and a half before the election, the DCCC [launched](#) an initial **seven-figure investment in organizing programs** that focused particularly on building solid relationships with Latino communities.
  - The investment included local on-the-ground constituency organizing directors and leaders in crucial Latino communities like the Rio Grande Valley, Miami-Dade, Las Vegas and the Central Valley, Staten Island and Allentown.
  - Across the country, our Latino constituency organizing team hosted dozens of Latino engagement events, with a focus on Spanish speaking voters, and engaged in direct action campaigns to highlight Republicans' dangerous vision for America.
- The DCCC closely worked with Hispanic candidates, and advised campaigns in battleground districts where the Latino vote played a large role.

## Candidates

- **Reps. Mike Levin (CA-49), Teresa Leger Fernandez (NM-03), Vicente Gonzalez (TX-34), and Henry Cuellar (TX-28)** are all returning to Congress.
- **Yadira Caraveo (CO-08):** Dr. Yadira Caraveo is a first-generation American, pediatrician, and former state legislator from Adams County. Now elected, Congresswoman-elect Caraveo will be the first Latina to represent Colorado in Congress.
- **Gabe Vasquez (NM-02):** Gabe Vasquez is a first-generation Mexican-American who has served as a Las Cruces Councilmember and is a product of New Mexico. He has an authentic and substantive understanding of New Mexicans' needs and will bring his commitment to service to Washington.
- **Andrea Salinas (OR-06):** The daughter of a Mexican immigrant, Congresswoman-elect Andrea Salinas has known the value of hard work and perseverance her entire life. Andrea Salinas will be one of the first two Latinas to represent Oregon in Congress.
- **Marie Gluesenkamp Perez (WA-03):** Congresswoman-elect Marie Gluesenkamp Perez is the daughter of a Mexican immigrant. She knows exactly what it is like to work long hours and still battle with the price of everything from childcare to health care and she will bring an important working class perspective with her to Congress.

## Disciplined, Authentic, and Strategic Messaging

**Democrats exercised intense message discipline over a range of issues that matter to voters.**

- Democrats and the DCCC made the contrast clear on everything from abortion, to the economy, gun violence, democracy, and more. We knew we could walk and chew gum at the same time: we drew an effective contrast between results-oriented Democrats who are working to lower costs and keep communities safe, and extreme Republicans who pose a real threat to reproductive freedoms and Social Security.
  - Across the entire battlefield, the DCCC ran 205 TV and radio ads this cycle. Of those, 105, or 51% mentioned abortion, 87, or 42% mentioned the economy, and 30, or 14% mentioned January 6th or extremism.
  - Across the entire battlefield, Democratic candidates ran 563 ads. Of those, 108 (19%) mention crime/law enforcement, 149 (26%) mention abortion, 320 (57%) mention economic issues, and 86 (15%) mention January 6th or extremism.

## Democrats exercised culturally competent messaging aimed at earning Latino support

- In addition to organizing, working with Hispanic candidates, and advising campaigns in battleground districts where the Latino vote played a large role, the DCCC invested in research and paid communication to meet Latino voters where they are – on the issues that matter most to them.
- Throughout the entire 2022 election cycle the DCCC remained committed to communicating in culturally competent ways. In order to do this, issue topics, dialect, accents, and word choice varied district-by-district, and region-by-region. We relied on data and on the ground conversations from our constituency advisors and real voters to help shape our strategic decisions.
- **The DCCC IE spent over \$18 million on targeted Latino constituency media in 2022** – drawing a clear contrast between Democrats who are fighting to solve families’ everyday challenges, lower costs and protect social security and Medicare and a woman’s right to choose, and Republicans who are extreme, have failed to deliver for Latino communities for decades, and will send our country backwards with no plan to tackle the actual issues families face.
- The DCCC ran culturally competent [radio](#), mail, and [digital advertising](#) campaigns to reach Latino voters. These advertisements are part of a larger seven figure campaign.
  - Ad [topics include](#) everything from the economy, to infrastructure, to lowering costs, to [abortion and reproductive freedoms](#).
  - In July, the DCCC launched a series of issue specific digital ads targeting Latino voters in key districts across the battlefield.
    - [DCCC Announces New Digital Ad Campaign](#)
    - [DCCC Anuncia Su Nueva Campaña Publicitaria Digital](#)
    - AZ-04 “[Get Things Done](#)”
    - NM-02 “[Lowering Costs](#)”



- NM-02 “[Who is she for?](#)”
- NM-03 “[Agua es Vida](#)”



■ NV-01 “[Para Todos](#)”



- After the the Supreme Court overturned Roe, the DCCC and our partners took a thorough look at where the Latino electorate was on the issue of abortion. Despite assumptions that Latinos did largely opposed abortion rights, our research and public polling found that Latino families overwhelmingly support a woman’s freedom to make her own decisions about her body. We launched digital ads focused on reproductive rights.

- [NEW: DCCC Launches Latino-Focused Ad Campaigns Highlighting Republicans’ Threat to Reproductive Freedoms](#)
- [NUEVO: DCCC Lanza Campañas Publicitarias Dedicadas a Latinos Que Destacan La Amenaza De Los Republicanos a Las Libertades Reproductivas](#)

“[A Fight](#)” - SPN:



“[Remember](#)” - SPN:



**Bottom line:** Despite a successful night for Latino candidates and voters, there is always more work to be done and the DCCC recognizes the importance of investing in engaging with communities of color and the Latino electorate. Latino voters still overwhelmingly support Democrats because Democrats are the only ones fighting for our families, finances, freedoms, and futures. Democrats are eager to build upon our legislative and electoral victories to ensure prosperity and opportunity for all.