

NRSC: NEW VIDEO// Operación ¡Vamos! reached over 3 million Hispanic voters

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Washington, D.C. - On the eve of the 2022 midterm elections, NRSC Chairman Rick Scott announced Operación ¡Vamos! has reached over 3 million Hispanic voters across nine states. “Operación ¡Vamos!”, a seven-figure investment in Hispanic field and communications program began in April of this year. The program enabled the NRSC, RNC and state parties to coordinate in order to effectively engage Hispanic voters to share with them the Republican message in key battleground states.

Chairman Scott has focused on the importance of the Hispanic vote since becoming Chair of the NRSC in 2021. Last year, the NRSC released its [Hispanic Battleground Survey](#) which found that Hispanic voters largely reject the pillars of the Democrats’ agenda heading into the midterm elections, including wasteful spending, open borders, and their woke agenda. Support for Democrats has diminished over the last several months. As we head into Election Day, not only is Joe Biden more unpopular among Hispanic voters than at any point this cycle, but the incumbent Democrat Senators also have the lowest level of approval recorded all cycle.

The focus of Operación ¡Vamos! has been to work with the collected data to effectively develop a holistic view of each voter and understand how best to engage them to sustain a dialogue on the issues of most concern.

Watch to learn more [HERE](#)

Operación ¡Vamos! Overview:

Currently operating in 9 states: Arizona, Colorado, Florida, Georgia, Nevada, North Carolina, Pennsylvania, Washington State and Wisconsin.

In [Arizona](#), [Georgia](#), [North Carolina](#), [Nevada](#), [Pennsylvania](#), and [Wisconsin](#), we have contacted more Hispanic voters since April than the combined GOP efforts across all races and Committee efforts over the last 6 years.

Stats going into Election Day:

President Biden's approval rating is at: 24% Approve - 52% Disapprove

Incumbent Democrat Senator approval rating is at: 18% Approve - 31% Disapprove with 35% Undecided

Economic issues have remained as top concern for over 44% of all Operación ¡Vamos! targets.

1. Inflation/ Gas Prices
2. Jobs/ Job Quality/ Labor Shortages
3. Crime
4. Immigration/ Border Security/ Drugs
5. Failing Schools

Operación ¡Vamos! staff have hosted or participated in over 500 events with over 153,000 attendees.

The high percentage of undecided Hispanic voters has continuously offered VAMOS and our GOP Senate candidates the opportunity to grow our support among this key demographic.

Statement from NRSC Chairman Rick Scott: "As we enter Election Day, I am happy to announce that our team has reached over 3 million Hispanic voters across 9 battleground states. Operación ¡Vamos! has focused on sharing the GOP's opportunity agenda for hardworking families that will help Republicans take back the majority tomorrow. Democrats appear to be in denial about their losses among Hispanic voters. In reality, Hispanics are fed up with Joe Biden and the Democrats

who are destroying our country, the economy and making our communities less safe. We will have big wins tomorrow across the country and will have a Senate that will work for the best interests of hard-working families.”