

A photograph of a protest. A person is holding a large white sign with the words "DEFUND THE POLICE" written in bold, black, sans-serif capital letters. The sign is held up against a background of green trees and a city street with buildings. The sky is overcast.

DEFUND
THE
POLICE



**2022 Winning Message Alert #11:
Hispanic Voters and the Rise of Cancel Culture**

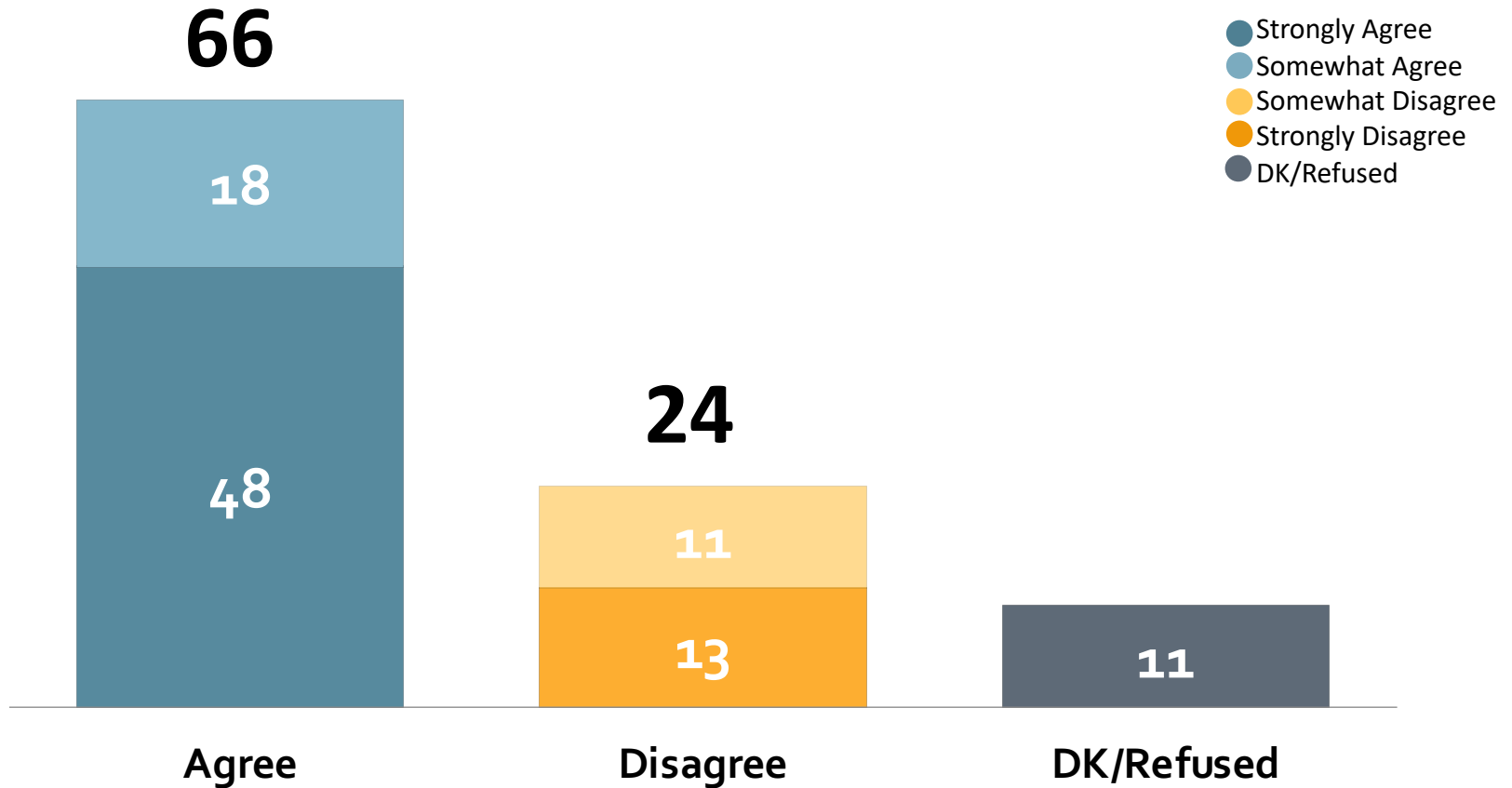
Battleground Survey of 1,200 Likely Hispanic Voters

April 25-29, 2021

Senator Rick Scott, NRSC Chairman

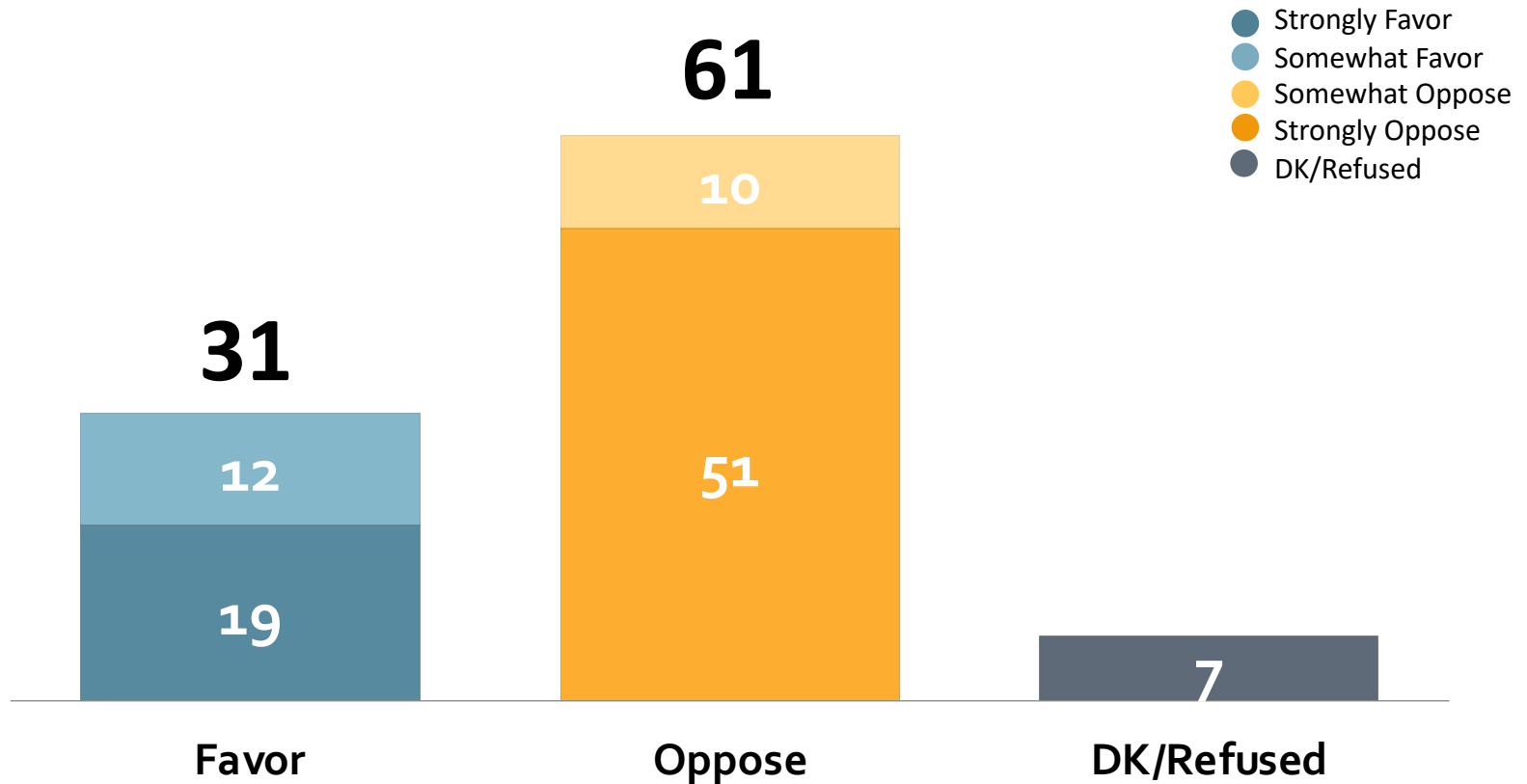
Rise of Cancel Culture

Please tell me whether you agree or disagree with the following statement. Cancel culture has gotten out of hand and many normal people have been punished unjustly and had their lives ruined for something they said many years ago.



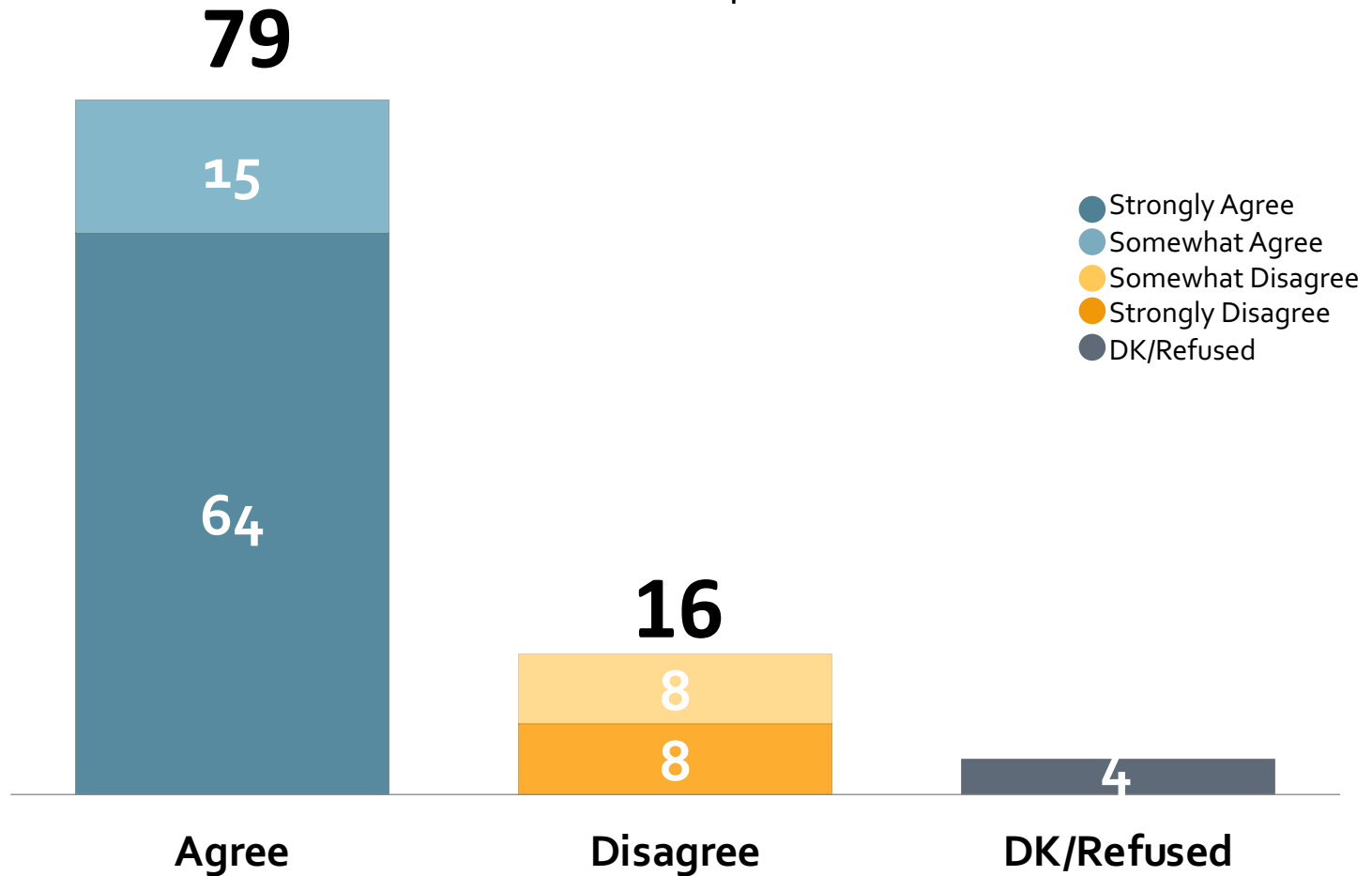
Georgia Canceled by MLB

As you may have heard, Major League Baseball recently moved the All-Star Game out of Atlanta to protest an election reform law passed in Georgia. Other big corporations have also made threats to punish Georgia's economy and any state that doesn't do what they demand. Do you favor or oppose corporations using their power to punish states they disagree with?



Big Tech Has Too Much Power

Social media companies have too much power and have used it to expand their control of the public debate and politics.



Key Messaging

Hispanic Voters Disturbed by the Rise in Cancel Culture

Two-thirds of Hispanic voters in battleground states are worried that cancel culture ruins individuals' lives as well as American political and social discourse. Democrats engaging in such behavior risk losing more support among Hispanic voters than they might gain with their far-left base, with a near-majority who "strongly agree" that cancel culture has gotten out of hand.

Corporate Versions of Cancel Culture Also Opposed by Hispanic Voters

On a 2-to-1 basis, Hispanic voters in battleground states opposed Major League Baseball's decision to move the All-Star Game out of Atlanta as an expression of disapproval with Georgia's election reform law, with a near-majority "strongly opposing" the decision. These voters see such "punishment" from corporations as both unfair and damaging to local economies.

Hispanics Overwhelmingly Concerned with Big Tech's Power

With big tech companies inserting themselves into cancel culture, nearly 8 in 10 Hispanic voters in battleground states say these companies have too much power in their hands. Nearly 2 in 3 voters "strongly agree" with the sentiment that social media companies have gone too far in exerting control over public political debate.