



**Polling Report: Hispanic Voters In
ARIZONA | NEVADA | PENNSYLVANIA**



**Future
MAJORITY**

BENDIXEN & AMANDI INTERNATIONAL

METHODOLOGY

Sample Size

1,800 completed interviews with Hispanic registered voters likely to vote in the 2022 general election

- 600-person sample in Arizona
- 600-person sample in Nevada
- 600-person sample in Pennsylvania

Dates of Interview

May 12th – May 18th, 2022

Languages of Interview

English, Spanish

Margin of Error

+/- 4.0 percentage points
(for 600-person sample in each state)

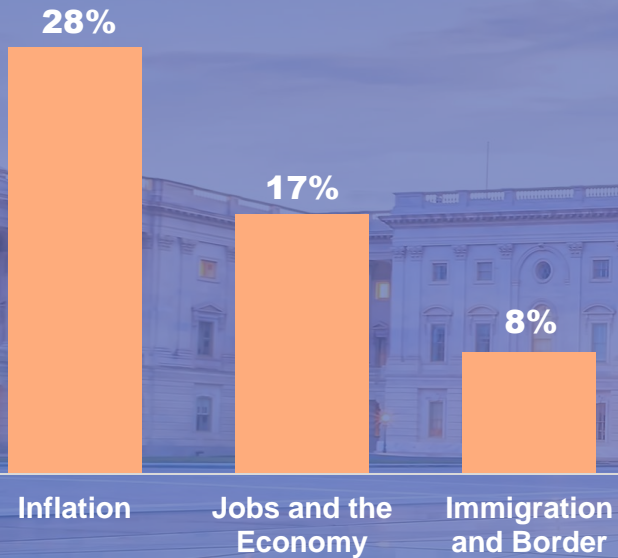


MOST IMPORTANT ISSUE

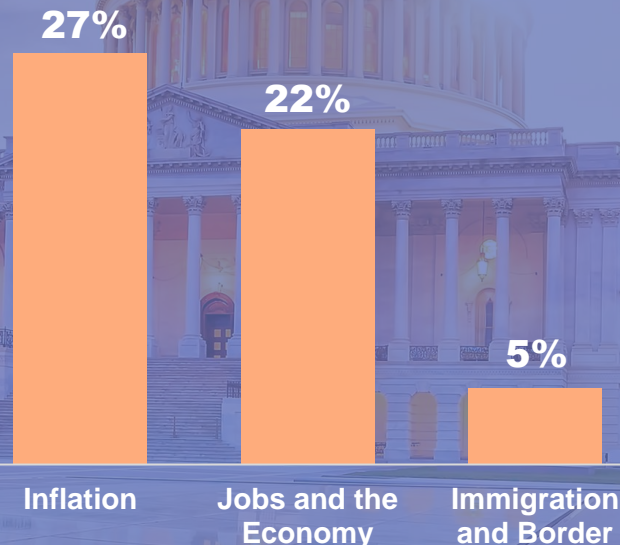
In your opinion what is the most important problem or issue currently facing the United States?

ASKED OPEN-ENDED

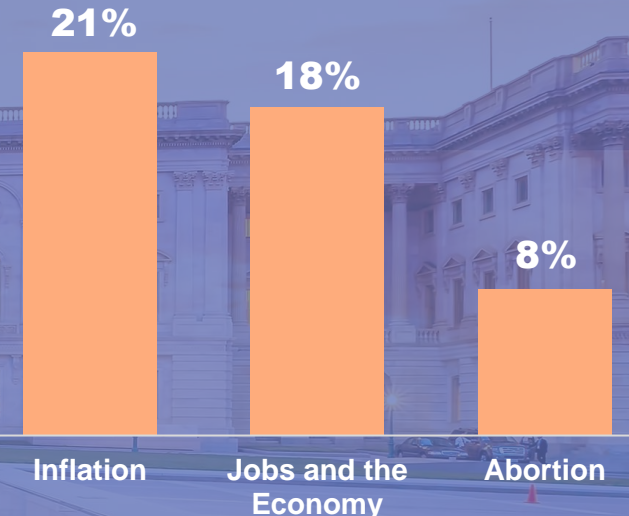
Arizona



Nevada



Pennsylvania





PARTY FAVORABILITY



The Democratic Party

Arizona **D+24**

59%



Favorable

35%



Unfavorable

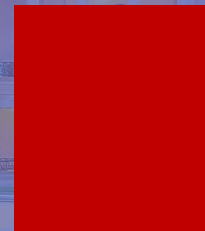
Nevada **D+23**

58%



Favorable

35%



Unfavorable

Pennsylvania **D+36**

65%



Favorable

29%



Unfavorable



The Republican Party

Arizona **R-20**

Nevada **R-7**

Pennsylvania **R-23**

36%

56%

43%

50%

34%

57%

Favorable

Unfavorable

Favorable

Unfavorable

Favorable

Unfavorable

A photograph of the US Capitol building at dusk, with a large blue rectangular overlay in the center containing white text. The text reads "GENERAL ELECTION HORSERACE".

GENERAL ELECTION HORSERACE

In the November 2022 general election there will be many candidates on the ballot running for various offices. If the election were being held today and you had to choose between supporting Democratic candidates or Republican candidates – whom would you vote for?

Arizona **D+29**

56%

27%

Democrat

Republican

Nevada **D+25**

52%

27%

Democrat

Republican

Pennsylvania **D+35**

63%

18%

Democrat

Republican



IMAGE RATINGS

Joe Biden vs. Donald Trump

2020 HISPANIC VOTE

Arizona **D+24**

61%



Biden

37%



Trump

Nevada **D+26**

61%



Biden

35%



Trump

Pennsylvania **D+42**

69%



Biden

27%



Trump



Former President Donald Trump

2022 APPROVAL RATINGS AMONG HISPANIC VOTERS

Arizona **-34**

Nevada **-17**

Pennsylvania **-35**

30%

64%

40%

57%

30%

65%

Favorable

Unfavorable

Favorable

Unfavorable

Favorable

Unfavorable



President Joe Biden

2022 APPROVAL RATINGS AMONG HISPANIC VOTERS

Arizona **+2**

50%



Favorable

48%



Unfavorable

Nevada **+8**

53%



Favorable

45%



Unfavorable

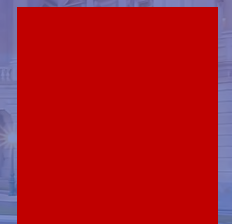
Pennsylvania **+28**

62%



Favorable


34%



Unfavorable

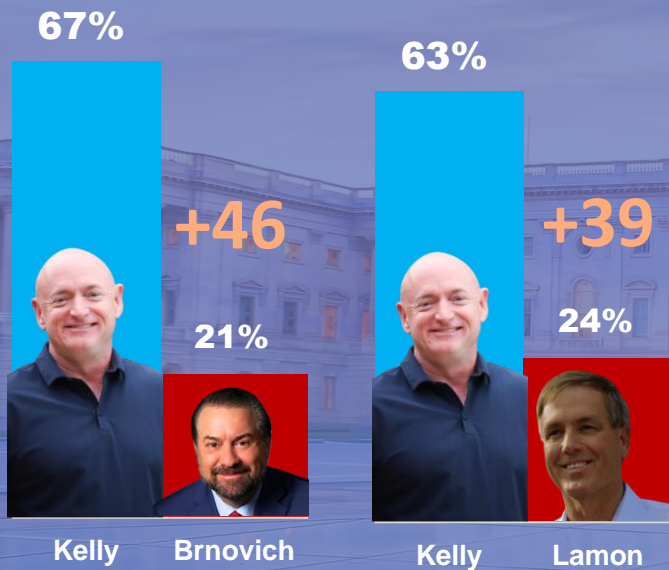
The image features a wide-angle shot of the US Capitol building in Washington, D.C., captured during the "golden hour" of sunset. The sky is a mix of soft orange, pink, and blue. The building's white marble facade and classical columns are visible on both the left and right sides. In the foreground, a large, reflective glass and metal structure, likely part of a modern architectural element, shows distorted reflections of the building and the sky. A solid blue rectangular overlay is positioned in the center of the image, containing the text "US SENATE HORSERACE" in a large, bold, white, sans-serif font. The text has a subtle drop shadow, making it stand out against the blue background.

US SENATE HORSERACE

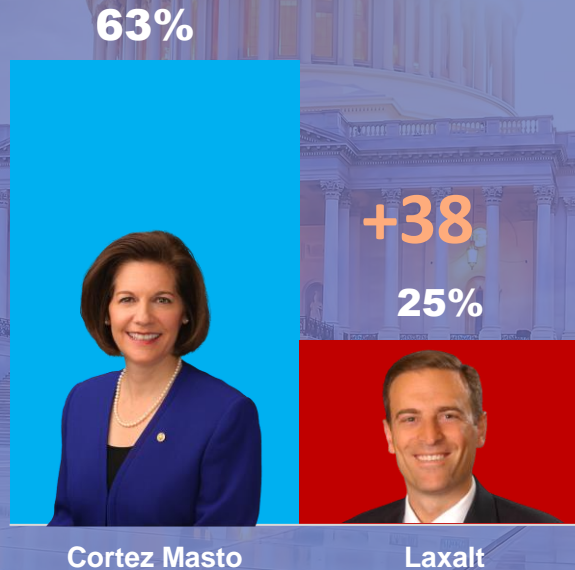
- 
- *The data reveals that all 2022 Democratic Senate candidates have significant leads against their potential Republican opponents.*
 - *For historical context in AZ in 2018, Senator Sinema won the Hispanic vote 70-30 (+40). In 2020 Senator Kelly won Latinos 65-35 (+30). In NV in 2018 Senator Rosen won the Latino vote 67-30 (+37). In PA in 2018 Senator Casey won the Latino vote 65-27 (+38).*
 - *In these 2022 Senate races, the Democratic margins look more like 2018 than 2020.*

United States Senate Horserace

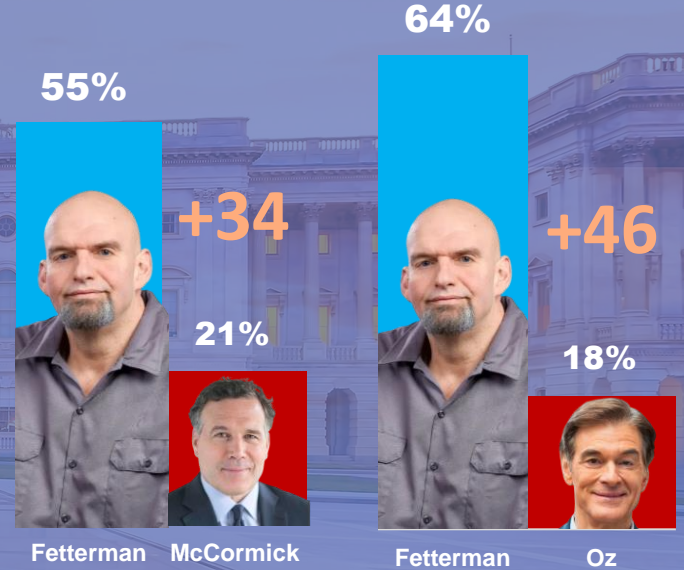
Arizona



Nevada



Pennsylvania



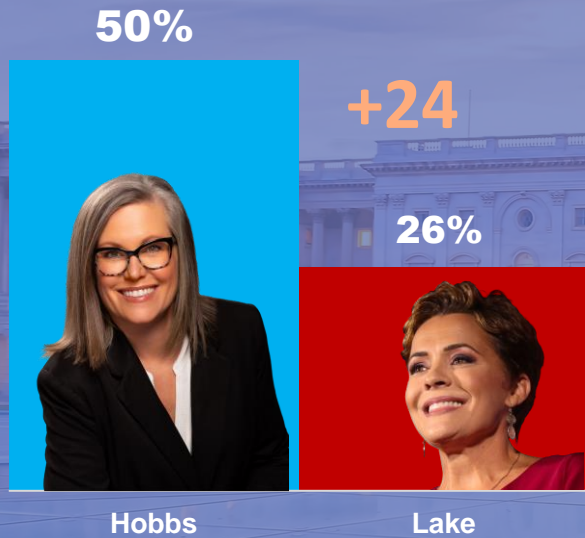


GUBERNATORIAL HORSERACE

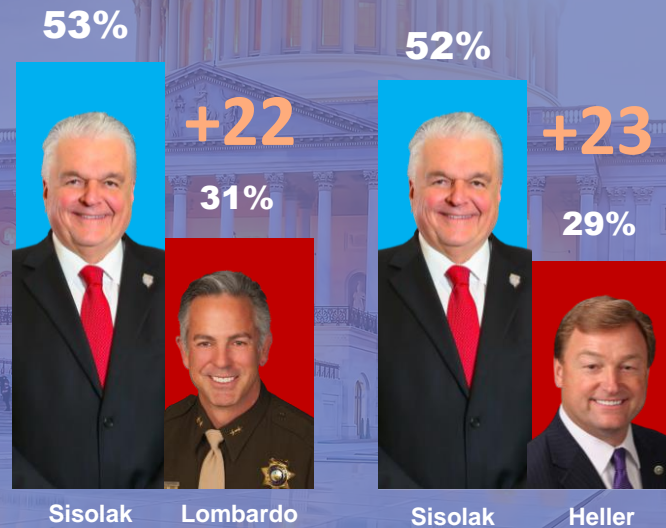
- *In AZ in 2018 the losing Democratic candidate David Garcia won the Latino vote 56-44 (+12). In NV in 2018 Governor Sisolak won the Latino vote 66-29 (+37). In 2018 Governor Wolf won the Hispanic vote 65-29% (+36).*
- *While Democrats should be pleased with these results in AZ and PA, Governor Sisolak clearly has work to do in NV.*

Gubernatorial Horserace

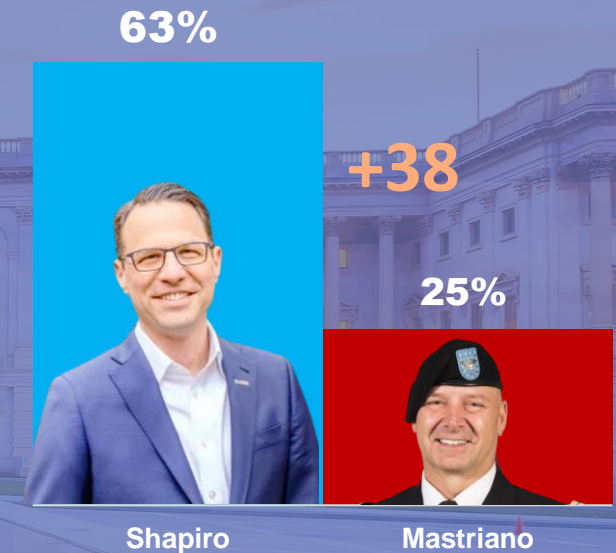
Arizona



Nevada



Pennsylvania





ABORTION

When it comes to the issue of abortion, do you think abortion should be legal or illegal in the United States?

Arizona **+30**

62%



32%

Legal

Illegal

Nevada **+40**

66%



26%

Legal

Illegal

Pennsylvania **+41**

66%



25%

Legal

Illegal

Will the Supreme Court's decision to overturn Roe vs. Wade, ending Federal protections for abortions, have any impact on your voting decisions in the November 2022 elections?

Arizona

+45%

of voters more likely to vote for



Nevada

+40%

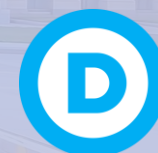
of voters more likely to vote for



Pennsylvania

+45%

of voters more likely to vote for





**KEEPING YOU
SAFE**

If you had to choose, which of the two major political parties do you believe does a better job at keeping you and your family safe?

Arizona **D+12**

52%

40%

Democrat

Republican

Nevada **D+10**

50%

40%

Democrat

Republican

Pennsylvania **D+30**

60%

30%

Democrat

Republican



BETTER LIFE

If you had to choose, which of the two major political parties do you believe is better at creating opportunities for you and your family to get ahead and live a better life?

Arizona **D+18**

55%

37%

Democrat

Republican

Nevada **D+17**

53%

36%

Democrat

Republican

Pennsylvania **D+48**

69%

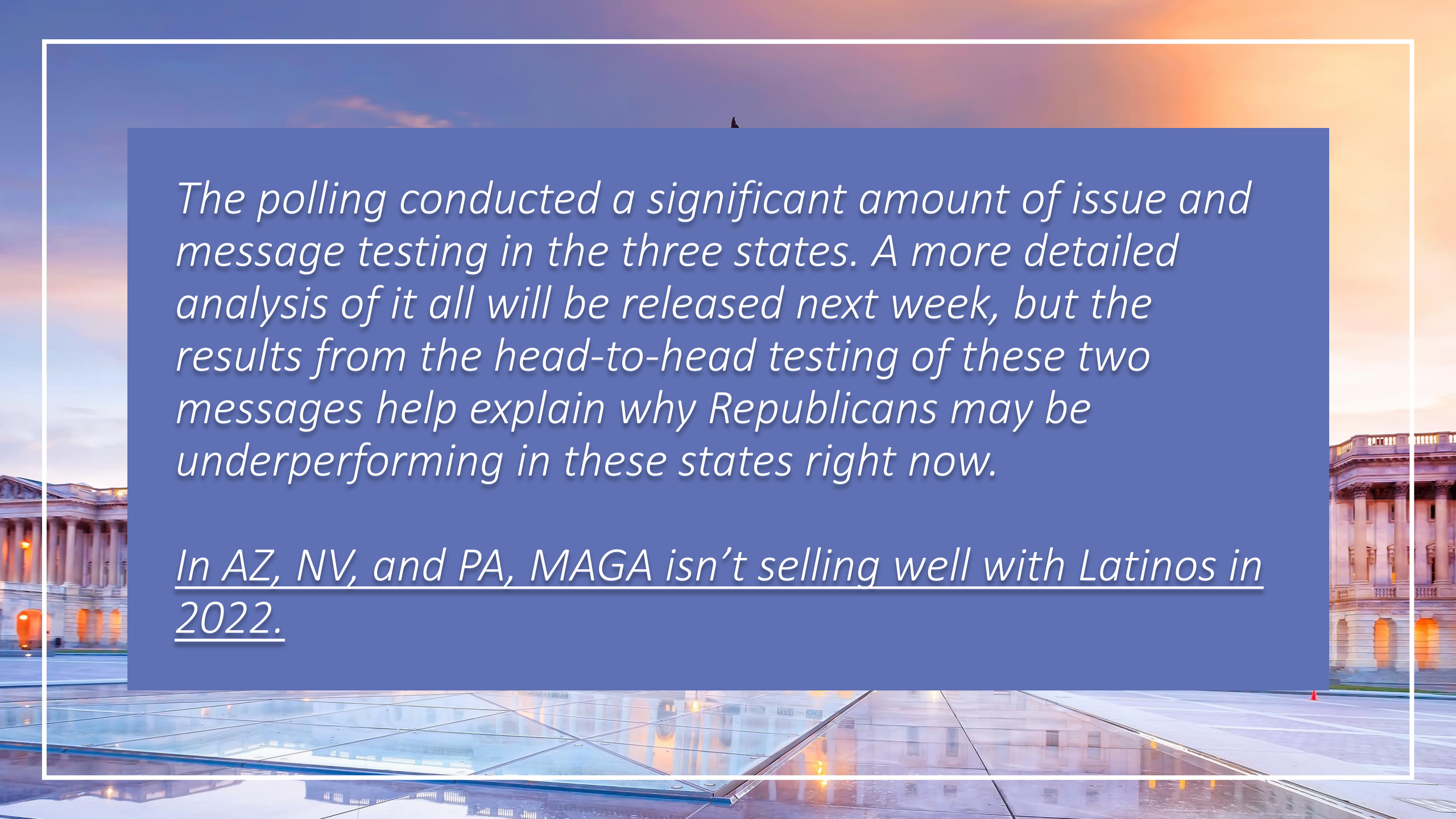
21%

Democrat

Republican



MESSAGE TESTING



The polling conducted a significant amount of issue and message testing in the three states. A more detailed analysis of it all will be released next week, but the results from the head-to-head testing of these two messages help explain why Republicans may be underperforming in these states right now.

In AZ, NV, and PA, MAGA isn't selling well with Latinos in 2022.



For The People: A candidate who is For the People and delivered on building a stronger America by investing in infrastructure and families, creating millions of middle-class jobs, cracking down on corruption, and defending democracy and freedom.

MAGA: A candidate who will Make America Great by getting inflation under control by cutting the out-of-control government spending, getting people back to work, cracking down on violent crime, is against the teaching of Critical Race Theory, and will secure the southern border with Mexico.

Message Testing: For The People vs. MAGA

Arizona **+39**

67%



FTP

28%



MAGA

Nevada **+33**

63%



FTP

30%



MAGA

Pennsylvania **+49**

71%



FTP

22%



MAGA

A photograph of the US Capitol building at dusk, with a large blue rectangular overlay in the center containing white text. The text reads "REPUBLICANS UNDERPERFORMING". The background shows the building's facade and a glass walkway in the foreground.

REPUBLICANS UNDERPERFORMING

Joe Biden vs. Donald Trump

2020 HISPANIC VOTE

Arizona **D+24**

61%



Biden

37%



Trump

Nevada **D+26**

61%



Biden

35%



Trump

Pennsylvania **D+42**

69%



Biden

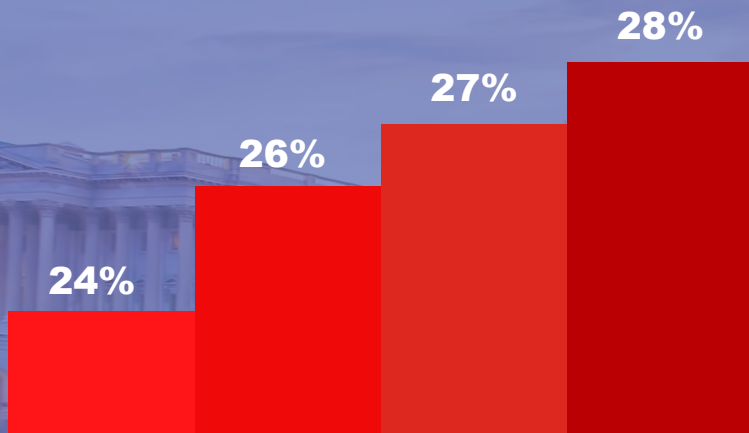
27%



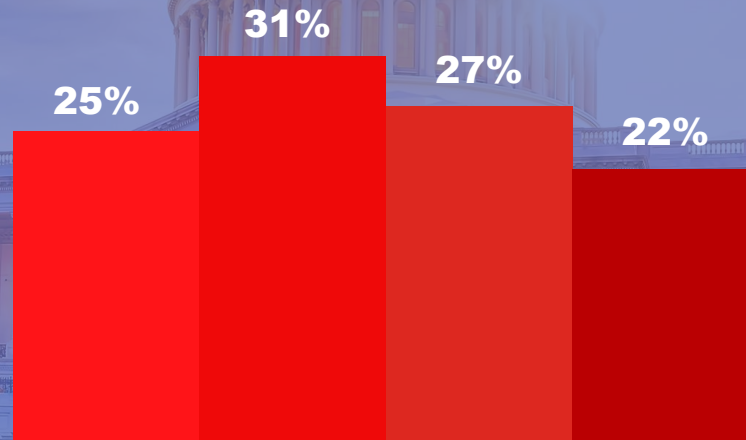
Trump

Republicans Underperforming

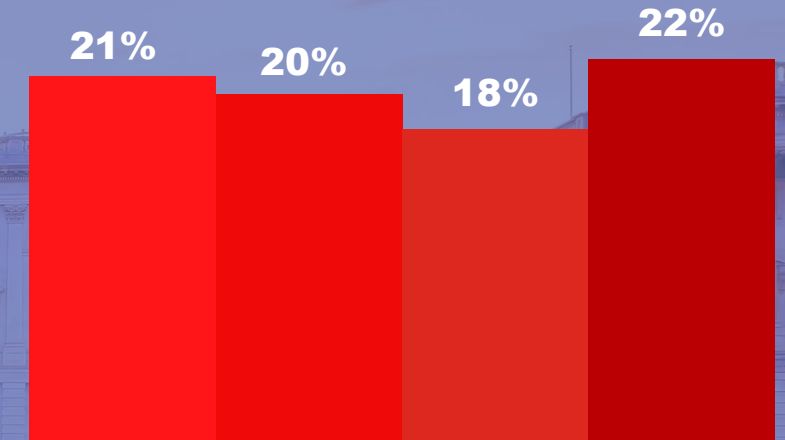
Arizona (61-37)




Nevada (61-35)



Pennsylvania (69-27)



Column 1: Senate Support **Column 2: Governor Support** **Column 3: Voter Intent** **Column 4: MAGA Support**

- 
- *The Democratic brand and candidates are performing well, the Republican brand and candidates are not. These look more like 2018 numbers than 2020.*
 - *The abortion debate is likely to be more beneficial to Democrats than Republicans.*
 - *These findings refute core GOP narratives about the Latino vote.*
 - *The findings make a powerful case for significant investment in the Latino vote this year.*

CONTACT

Bendixen & Amandi International (B&A) is a full-service public opinion research and communications consulting firm. B&A's research capabilities include conducting live operator telephone polling, focus groups, executive interviews, door-to-door interviewing, economic impact studies, hard to reach populations and multilingual research in more than 30 languages. Utilizing research as the core of our work, the firm specializes in providing sound strategic recommendations and developing impactful multi-media communications campaigns through the creation of TV/Radio commercials, digital advertising, direct mail and traditional print advertising. Since our founding in 1984, B&A has had the honor of conducting numerous complex and large scale projects for corporations, NGO's, governmental agencies, and political candidates across the United States and around the world.

For additional information about the firm please visit www.BendixenandAmandi.com or call us at 305.529.9916

The background of the slide is a photograph of the Arizona State Capitol building in Phoenix, Arizona. The building is a grand, white, neoclassical structure with a prominent central dome topped by a statue. The scene is captured at sunset or dusk, with a sky transitioning from a deep blue on the left to a warm orange and yellow on the right. The building's windows and interior lights are illuminated, creating a warm glow. A semi-transparent white horizontal band is overlaid across the middle of the image, containing the main title text.

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