



**Future
MAJORITY**

**AMERICA'S FUTURE
MAJORITY FUND**

TO: Interested Parties
FR: Mark Riddle, Future Majority & America's Future Majority Fund President
DT: May 26, 2022
RE: Polling Report: Latino Voters in Arizona, Nevada, and Pennsylvania

Future Majority and America's Future Majority Fund conducted 600-person sample polls of Latino voters in Arizona, Nevada, and Pennsylvania (1,800 interviews altogether) from May 12 to May 18. This report is a short summary of the most important findings from the three polls. A more detailed analysis of the three polls will be released in the coming days.

The data shows that the Democratic brand and candidates are performing well among Latino voters, but the Republican brand and candidates are not. The data also shows that the Latino electorate in these three states, despite their opinions of President Biden or concerns over inflation and the economy, continues to favor Democratic candidates, providing fertile ground for future messaging and motivation efforts to turn that goodwill into ballots cast in November.

As the Latino electorate has a higher share of new, younger and infrequent voters than the overall electorate, and thus is more prone to midterm drop-off, Democrats will only be assured of these potential promising outcomes with significant investment and focus. This data suggests Democrats have the opportunity to replicate their strong [2018](#) and [2020](#) performance with Latinos in these states this year, strong showings which contributed to what were very good years for Democrats in all three states. While it may be true Democrats have lost ground with Latinos in other states, we are not finding it here, in these states, in these polls.

In what may be surprising to some, the data also shows broad and deep support for a woman's right to choose among Latino voters. A separate more detailed memo on this important 2022 issue will be released next week.

Most Important Issue

In your opinion what is the most important problem or issue currently facing the United States?
(open-ended)

AZ Inflation - 28%, Jobs and the Economy - 17%, Immigration & Border - 8%

NV Inflation - 27%, Jobs and the Economy - 22%, Immigration & Border - 5%

PA Inflation - 21%, Jobs and the Economy - 18%, Abortion - 8%

When given an open-ended opportunity to name their top issues of concern, Latino voters in the three states surveyed were consistent in their views volunteering inflation first, followed by jobs and the economy, with all other issues in the single digits.

Party Favorability

Democrats Favorable/Unfavorable

AZ 59% - 35% (+24)

NV 58% - 35% (+23)

PA 65% - 29% (+36)

GOP Favorable/Unfavorable

AZ 36% - 56% (-20)

NV 43% - 50% (-7)

PA 34% - 57% (-23)

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?

AZ Democrat 56% Republican 27% (+29)
 NV Democrat 52% Republican 27% (+25)
 PA Democrat 63% Republican 18% (+35)

Presidential Approval

2022 Joe Biden Approve/Disapprove

AZ 50% - 48% (+2)
 NV 53% - 45% (+8)
 PA 62% - 34% (+28)

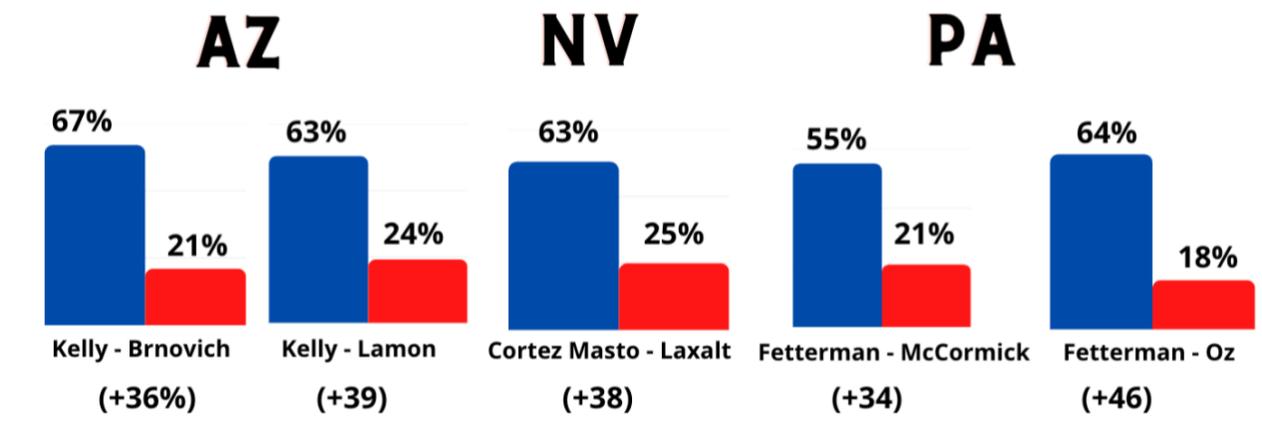
2022 Donald Trump Favorable/Unfavorable

AZ 30% - 64% (-34)
 NV 40% - 57% (-17)
 PA 30% - 65% (-35)

2020 Joe Biden v Donald Trump - Latino Vote

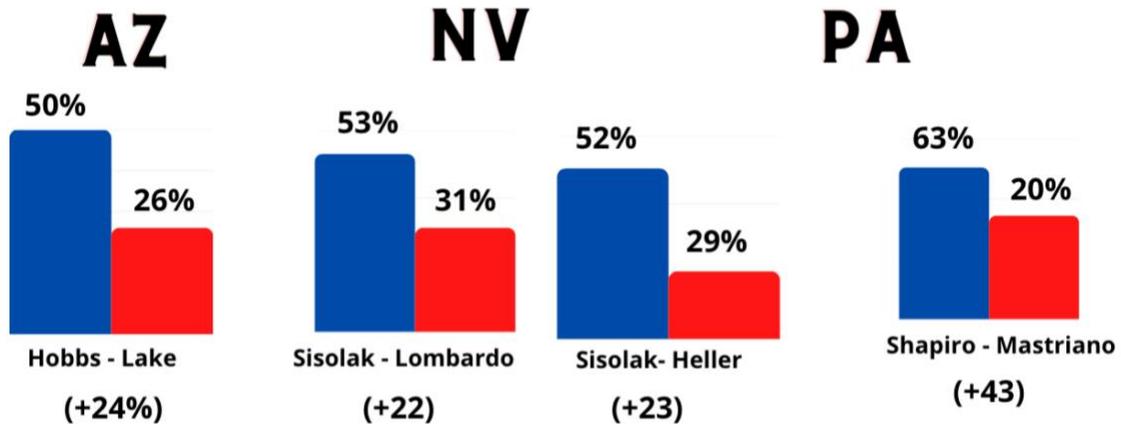
AZ 61% - 37% (+24)
 NV 61% - 35% (+26)
 PA 69% - 27% (+42)

US Senate Horserace



The graph above 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 Latino vote 70-30 (+40). In 2020 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.

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.

Abortion

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

AZ Legal 62% - Illegal 32% (+30)

NV Legal 66% - Illegal 26% (+40)

PA Legal 66% - Illegal 25% (+41)

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?

AZ more likely to vote for the Democrats - 45%

NV more likely to vote for the Democrats - 40%

PA more likely to vote for the Democrats - 45%

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?

AZ Democrat 52% - Republican 40%
NV Democrat 50% - Republican 40%
PA Democrat 60% - Republican 30%

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?

AZ Democrat 55% - Republican 37%
NV Democrat 53% - Republican 36%
PA Democrat 69% - Republican 21%

Message Test - For The People vs. MAGA

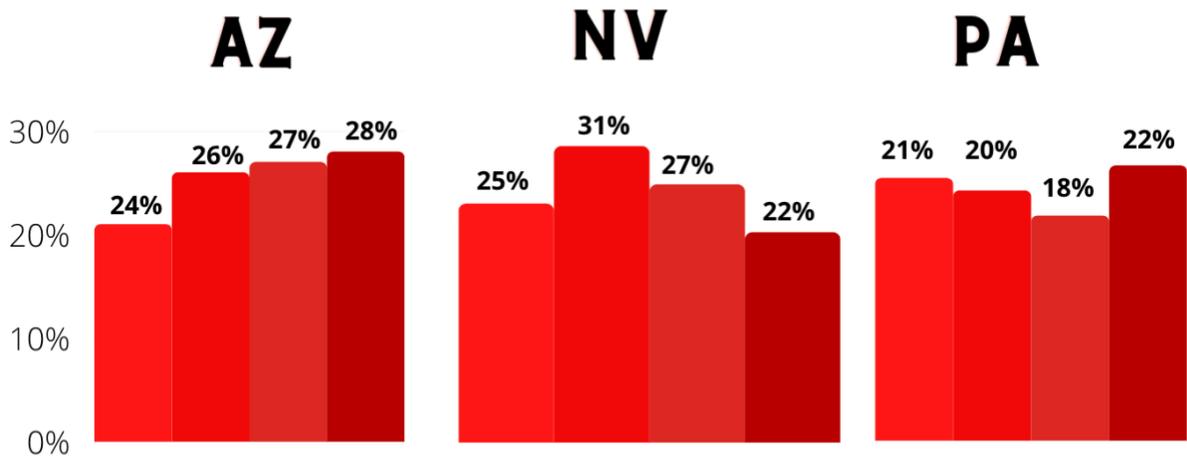
The polling conducted a significant amount of issue and message testing in the three states. A more detailed analysis of it all will be released next week, but the results from the head-to-head testing of these two messages help explain why Republicans may be underperforming in these states right now. MAGA isn't selling well 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.

AZ For The People 67% - MAGA 28% (+39)
NV For The People 63% - MAGA 30% (+33)
PA For The People 71% - MAGA 22% (+49)

Republicans Underperforming



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

2018 and 2020 Results - It should be noted that Joe Biden won all three of these states in the 2020 Presidential election. In Arizona, Democrats flipped GOP held Senate seats in 2018 and 2020. In Nevada in 2018 Democrats flipped a GOP held Senate seat and won the governorship which had been held by a Republican. In Pennsylvania in 2018 Democratic incumbents won their races for Senate and Governor.

Latino Vote Share	2018 Senate	2020 Presidential
AZ	18%	19%
NV	18%	17%
PA	7%	5%

For more information on the significant gains Democrats have made in the Southwestern part of the US in recent years, see this [new analysis](#) from NDN.

Methodology - Future Majority and America’s Future Majority Fund commissioned Bendixen & Amandi International to conduct a three-state study in Arizona, Nevada, and Pennsylvania. The study consisted of 1,800 completed interviews among Hispanics ages 18 and above who are currently registered to vote, with 600 interviews conducted in each state. Survey participants were provided the opportunity to take the survey in their language of preference, either English or Spanish. The margin of error for each of the three state samples is as follows: Arizona (n=600 +/- 4 percentage points), Nevada (n=600 +/- 4 percentage points), and Pennsylvania (n=600 +/- 4 percentage points).