

#### METHODOLOGY

Sample Size

800 completed interviews with registered voters of Hispanic/Latina(o) origin residing in the United States

**Dates of Interview** 

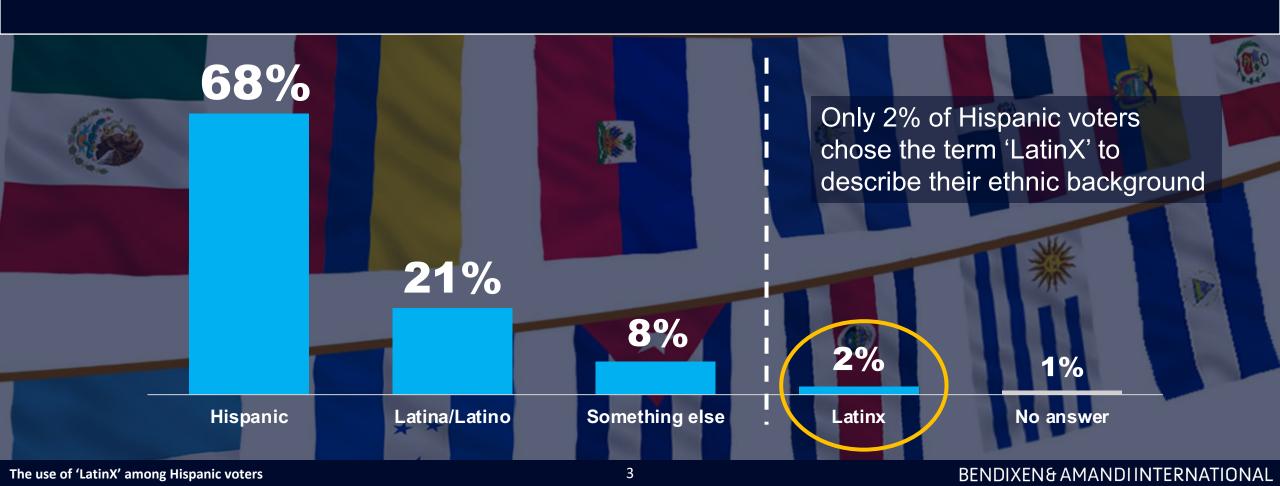
November 17<sup>th</sup> – November 21<sup>st</sup>, 2021

**Languages of Interview** 

English, Spanish

**Margin of Error** 

+/- 3.46 percentage points



By Age

	18-29	30-39	40-54	55-64	65+
Hispanic	66%	71%	65%	81%	61%
Latina/Latino	26%	20%	21%	13%	21%
LatinX	4%	3%	2%	-	1%
Something else	3%	4%	10%	6%	16%
No answer	1%	2%	2%	_	1%

**BY PARTY** 

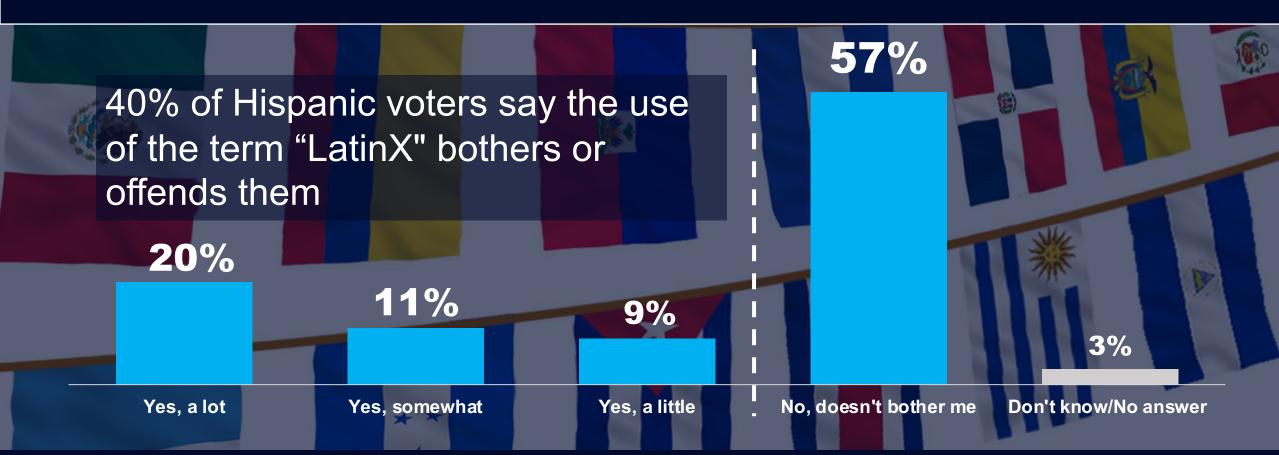
A Constitution		Democrat	Republican	Independent
	Hispanic	68%	66%	72%
	Latina/Latino	22%	15%	22%
	LatinX	2%	4%	1%
	Something else	7%	12%	3%
	No answer	1%	3%	2%

By Country of Origin

A Common of the		US-Born	Foreign-Born
NEW YORK	Hispanic	71%	61%
	Latina/Latino	17%	33%
	LatinX	2%	3%
	Something else	9%	2%
	No answer	1%	1%

### Does the use of the term LatinX to describe the Hispanic or Latina(o) community <u>bother</u> or <u>offend</u> you?

If YES, is it A lot, Somewhat or A little?



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If YES, is it A lot, Somewhat or A little?

By Age

	18-29	30-39	40-54	55-64	65+
Yes, a lot	19%	21%	15%	24%	21%
Yes, somewhat	17%	9%	10%	8%	11%
Yes, a little	5%	11%	11%	12%	5%
No, doesn't bother me	57%	55%	62%	53%	56%
Don't know/ No answer	2%	4%	2%	3%	7%

#### Does the use of the term LatinX to describe the Hispanic or Latina(o) community bother or offend you?

If YES, is it A lot, Somewhat or A little?

**BY PARTY** 

	Democrat	Republican	Independent
Yes, a lot	19%	30%	13%
Yes, somewhat	10%	11%	13%
Yes, a little	10%	9%	6%
No, doesn't bother me	60%	43%	63%
Don't know/ No answer	1%	7%	5%
	Yes, somewhat Yes, a little No, doesn't bother me Don't know/	Yes, a lot  Yes, somewhat  10%  Yes, a little  10%  No, doesn't bother me  60%  Don't know/  1%	Yes, a lot 19% 30% Yes, somewhat 10% 11% Yes, a little 10% 9% No, doesn't bother me 60% 43% Don't know/ 1% 7%

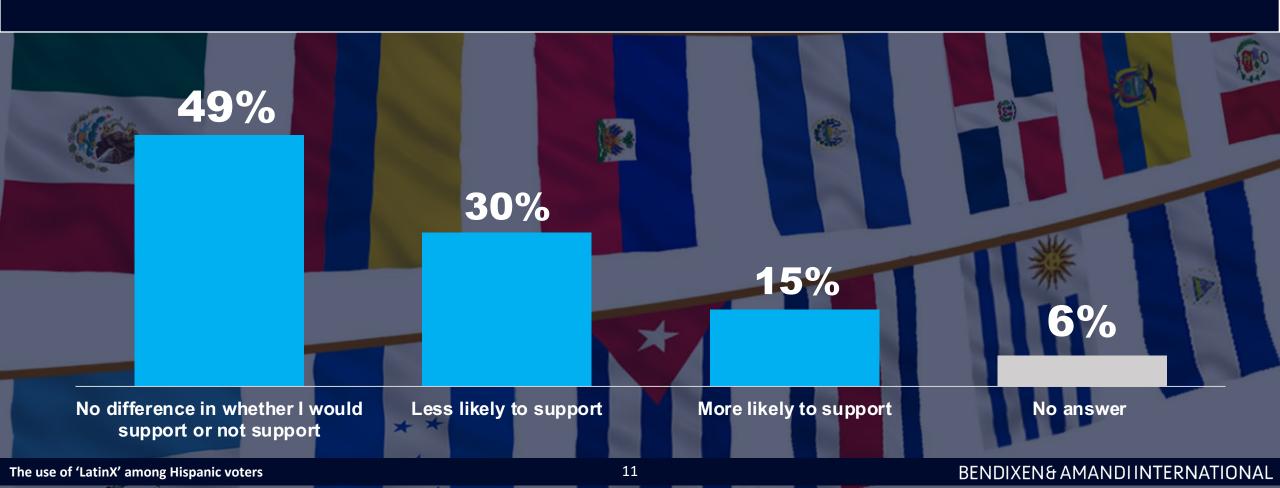
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If YES, is it A lot, Somewhat or A little?

**By Country of Origin** 

9		US-Born	Foreign-Born
	Yes, a lot	20%	19%
	Yes, somewhat	11%	11%
	Yes, a little	10%	6%
	No, doesn't bother me	56%	62%
	Don't know/No answer	3%	2%

# If a politician or political organization used the term LatinX when discussing the Hispanic or Latina(o) community, are you more likely or less likely to support them or their position?



## If a politician or political organization used the term LatinX when discussing the Hispanic or Latina(o) community, are you more likely or less likely to support them or their position?

**BY PARTY** 

(Alice		Democrat	Republican	Independent
	No difference in support	51%	44%	51%
	Less likely to support	24%	43%	30%
	More likely to support	20%	6%	14%
	No answer	5%	7%	5%

### If a politician or political organization used the term LatinX when discussing the Hispanic or Latina(o) community, are you <u>more likely</u> or <u>less likely</u> to support them or their position?

By Age

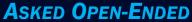
	18-29	30-39	40-54	55-64	65+
No difference in support	51%	56%	51%	45%	38%
Less likely to support	30%	19%	30%	32%	44%
More likely to support	14%	19%	14%	17%	10%
No answer	5%	6%	5%	6%	8%

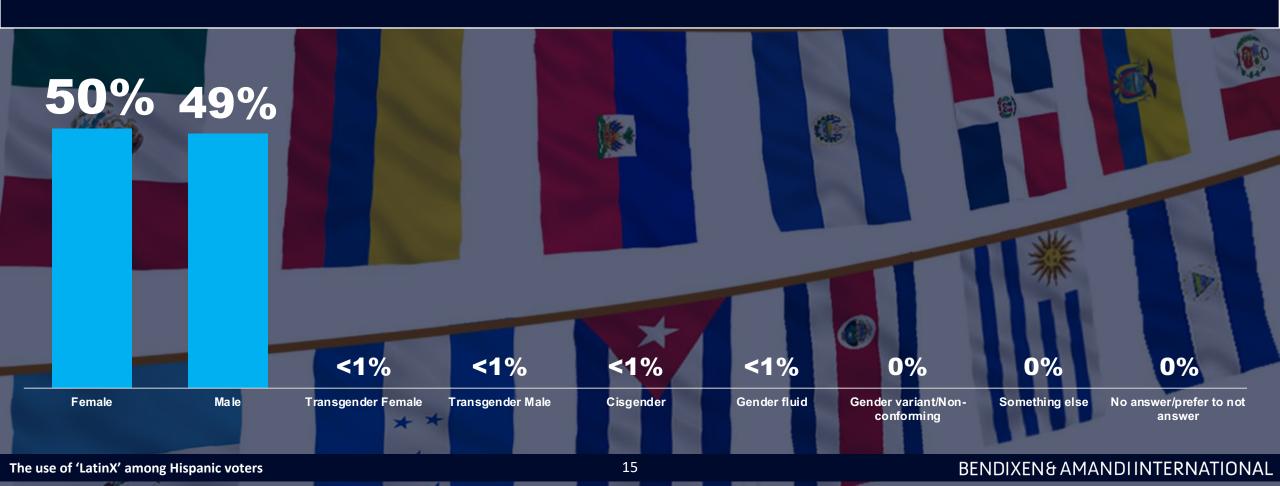
### If a politician or political organization used the term LatinX when discussing the Hispanic or Latina(o) community, are you more likely or less likely to support them or their position?

By Country of Origin

				8
		US-Born	Foreign-Born	
	No difference in support	53%	37%	
	Less likely to support	28%	35%	
	More likely to support	14%	18%	
	No answer	5%	10%	
	* *			

#### What is your gender?





### CONTACT BENDIXEN& AMANDIINTERNATIONAL

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. B&A is also regarded as the nation's premier consulting, strategic messaging, and opinion research firm when it comes to multi-lingual and multi-cultural research with a particular expertise and experience regarding the U.S. Latino electorate and population.

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