

# UNIVISION & MEDIA PREDICT

2020 PRESIDENTIAL  
ELECTION TRACKER

**Florida**

September



MP

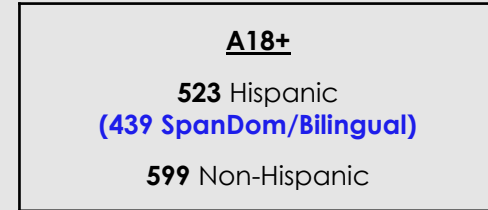


# OBJECTIVES

- Measure current landscape of the 2020 candidates for president and other offices
- Assess voter sentiments towards current government officials and bodies
- Understand key issues and their degree of importance as motivators to vote

# METHODOLOGY

- Online survey of **1,122** registered voters 18+

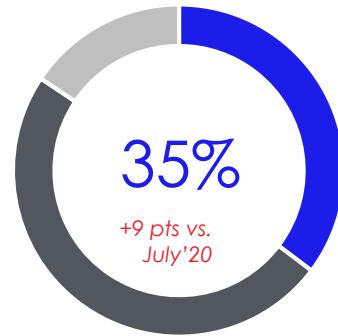


- In field 8/28/2020 – 9/3/2020
- Weighted to the registered voter universe by age, gender, education, and census division.
- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

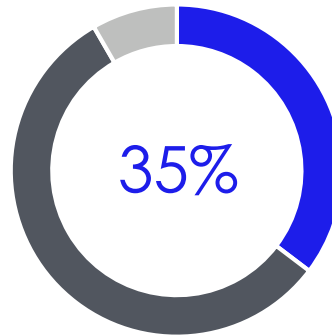
# JUST 35% OF ALL RESPONDENTS FEEL UNITED STATES IS HEADED IN RIGHT DIRECTION

## Right Direction or Wrong Track

*In general, do you believe that the United States is headed in the right direction, or has gone off on the wrong track?*



**Hispanics**



**Non-Hispanics**

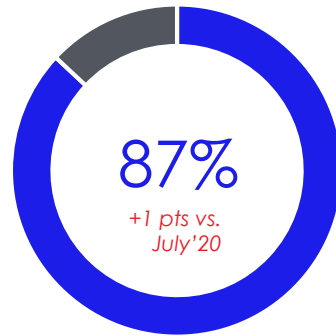
- Right direction
- Wrong track
- Unsure

**2020 VOTE**

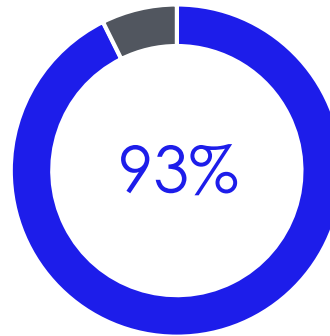
# ABOUT 90% OF ALL RESPONDENTS PLAN TO VOTE IN GENERAL ELECTION

## Likelihood to Vote in 2020

*On a scale of 1 to 10, how likely or unlikely are you to vote in the 2020 General Election, being held on November 3, 2020?*



**Hispanics**

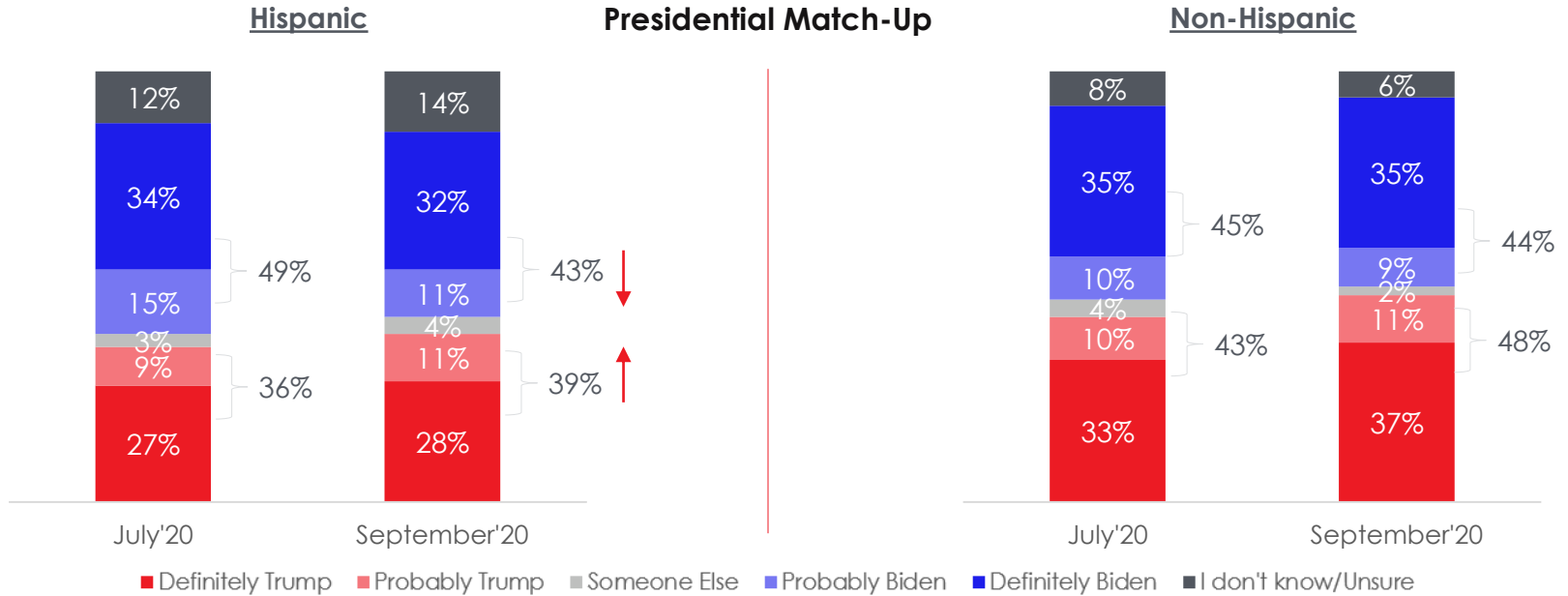


**Non-Hispanics**

- Likely
- Unlikely

# TOP TWO BOX INTEND TO VOTE: HISPANICS 43% BIDEN, 39% TRUMP NON-HISPANICS 44% BIDEN, 48% TRUMP DON'T KNOW/UNSURE: 14% HISPANIC, 6% NON-HISPANIC

Based on what you know today, do you intend to vote for President Donald Trump, Democratic nominee Joe Biden, or someone else in the coming presidential election?

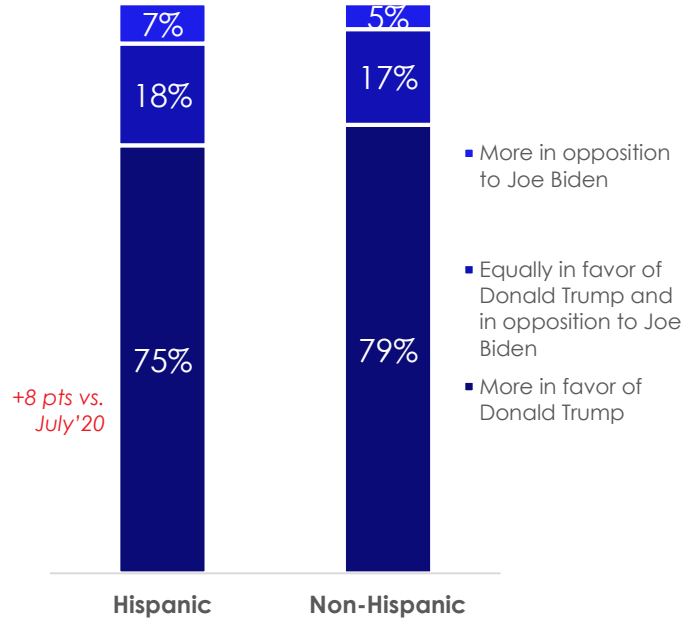


# TRUMP VOTERS MORE ENTHUSIASTIC:

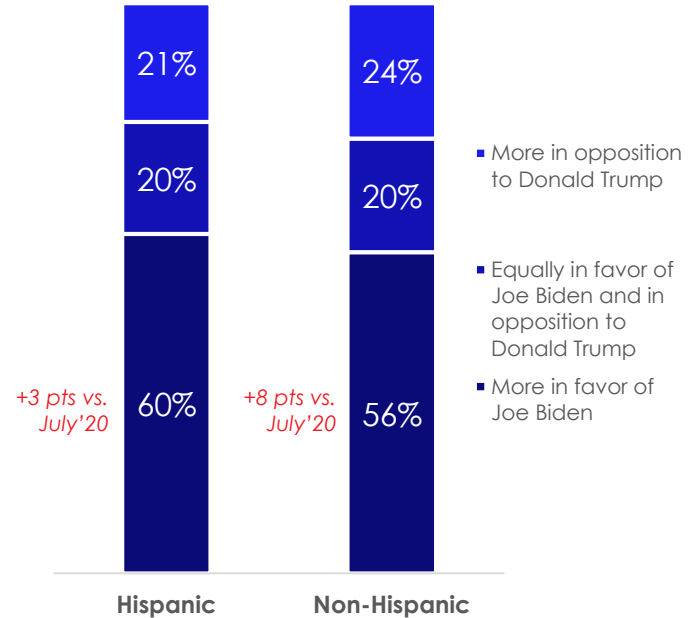
**-TRUMP VOTERS: 7% OF HISPANICS, 5% NON-HISPANICS WILL DO SO IN OPPOSITION TO BIDEN; 75% HISPANICS, 79% NON-HISPANICS BECAUSE THEY FAVOR TRUMP**

**-BIDEN VOTERS: ABOUT 21% WILL DO SO IN OPPOSITION TO TRUMP, 60% HISPANICS, 56% NON-HISPANICS BECAUSE THEY FAVOR BIDEN**

### Voting Trump: Favor Trump or Oppose Biden



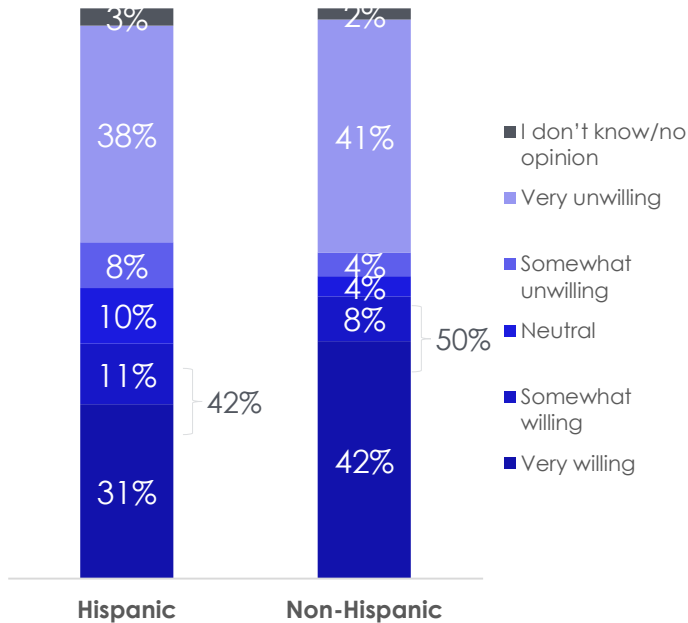
### Voting Biden: Favor Biden or Oppose Trump



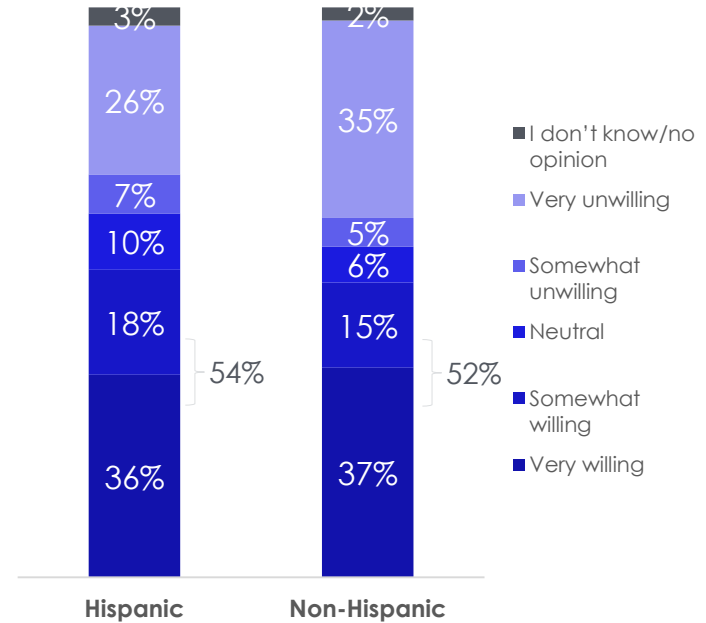
Among registered voters 18+  
Source: Univision political tracker in collaboration with Media Predict as of September 2020

**-42% HISPANICS, 50% NON-HISPANICS SOMEWHAT/VERY WILLING TO VOTE FOR TRUMP**  
**-54% HISPANICS, 52% NON-HISPANICS SOMEWHAT/VERY WILLING TO VOTE FOR BIDEN**

**Willingness to Vote for Trump**



**Willingness to Vote for Biden**

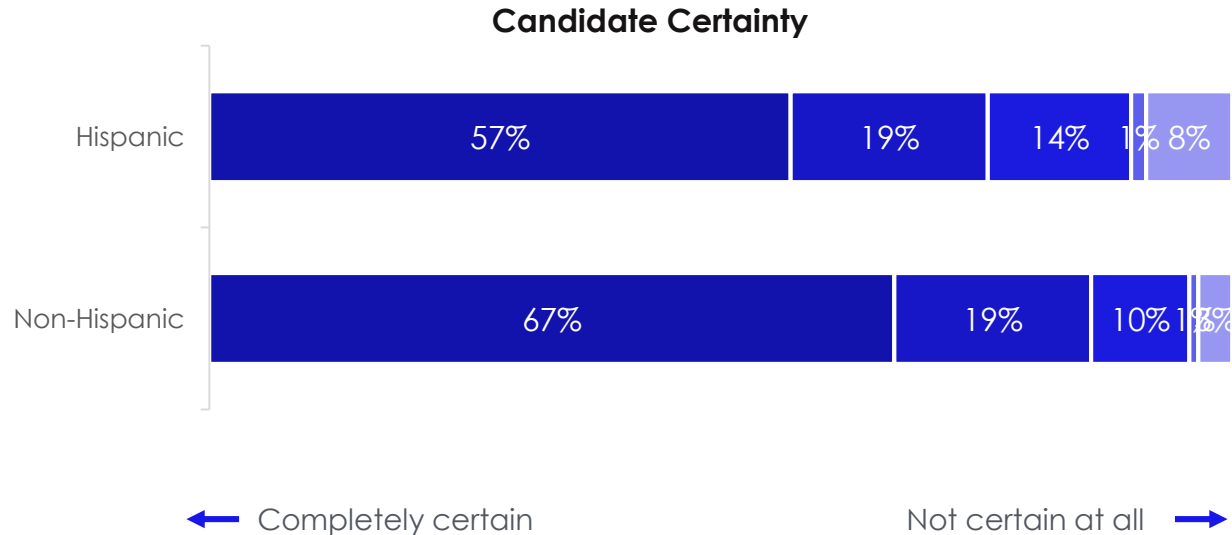


Among registered voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of September 2020



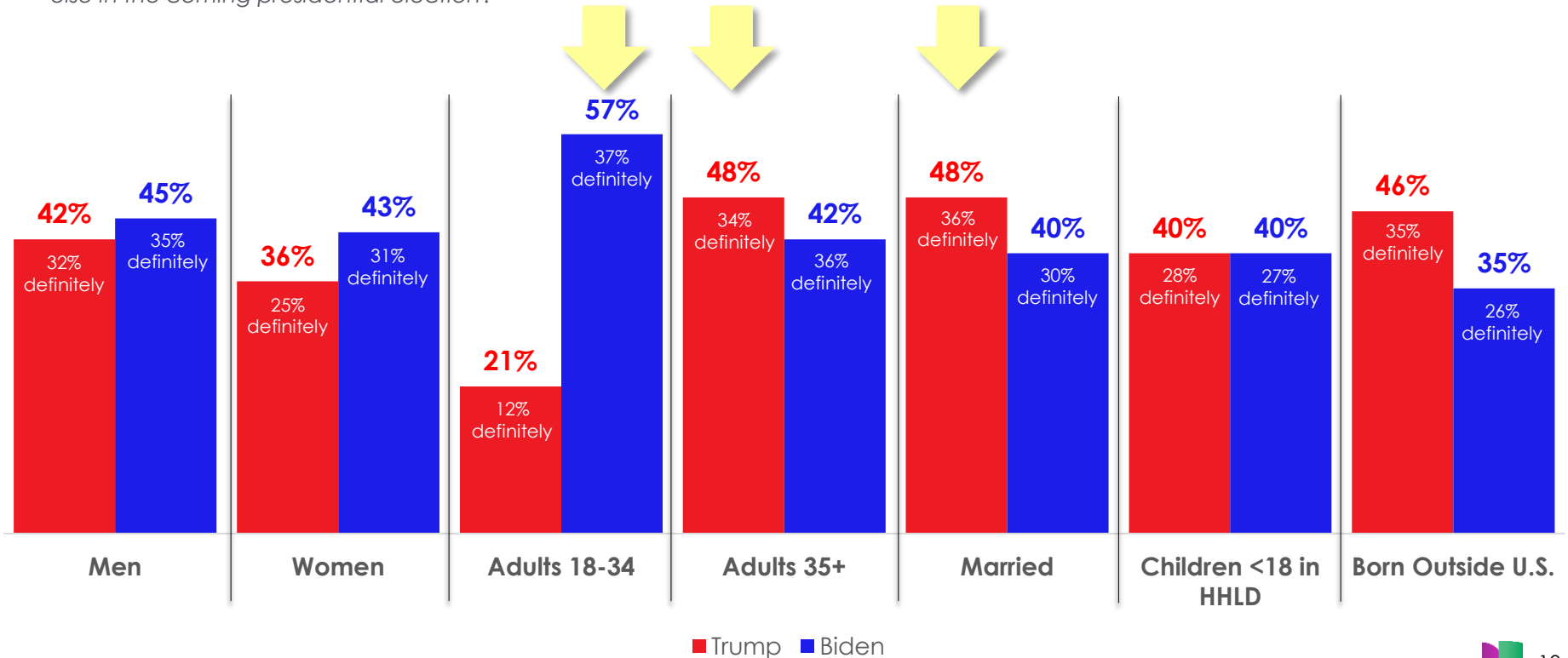
# HISPANICS MUCH LESS CERTAIN OF PRESIDENTIAL CANDIDATE CHOICE THAN NON-HISPANICS

*How certain are you that this is the right choice of candidate for you?*



# STRONGEST HISPANIC OPPORTUNITIES: TRUMP SUPPORTERS: ADULTS 35+, MARRIED, BORN OUTSIDE U.S. BIDEN SUPPORTERS: ADULTS 18-34, MEN, WOMEN

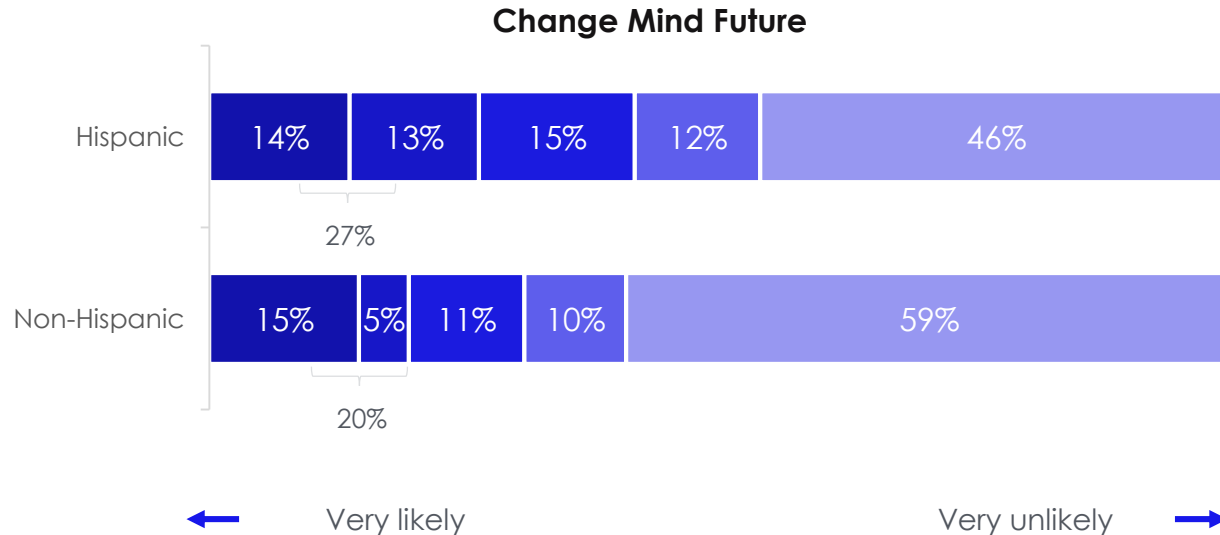
Based on what you know today, do you intend to vote for President Donald Trump, Democratic nominee Joe Biden, or someone else in the coming presidential election?



Among registered voters 18+  
Source: Univision political tracker in collaboration with Media Predict as of September 2020

# TOP TWO BOX: 27% HISPANICS, 20% NON-HISPANICS LIKELY TO CHANGE THEIR MIND IN THE FUTURE ABOUT WHO THEY WILL VOTE FOR IN PRESIDENTIAL ELECTION

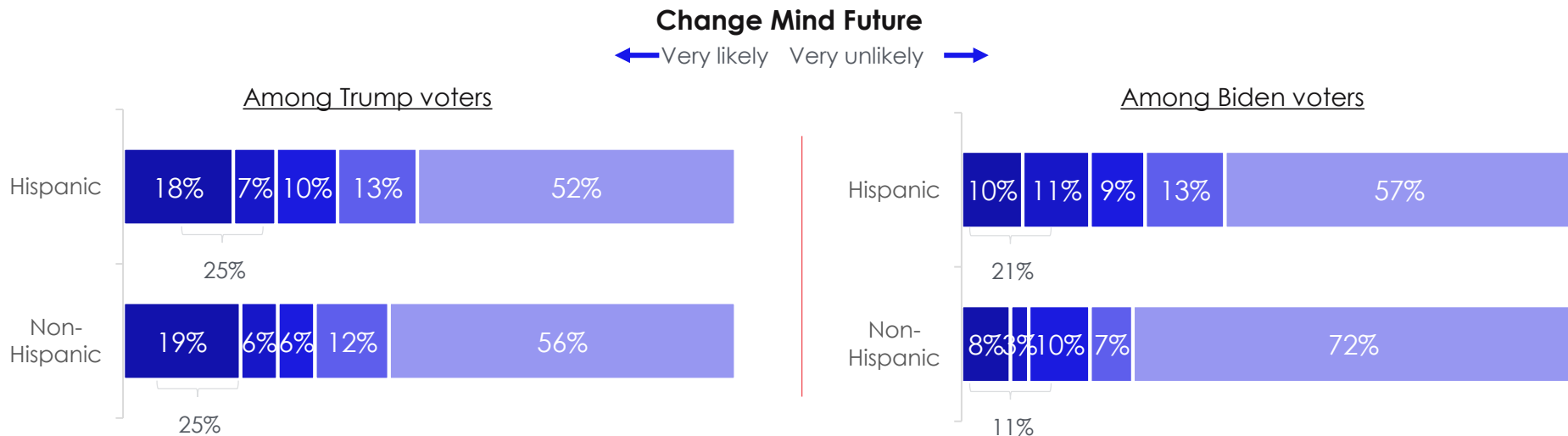
*How likely or unlikely are you to change your mind in the future about who you will vote for in the 2020 Presidential election?*



# -AMONG TRUMP VOTERS, 25% OF ALL RESPONDENTS LIKELY TO CHANGE THEIR MIND ABOUT WHO THEY WILL VOTE FOR

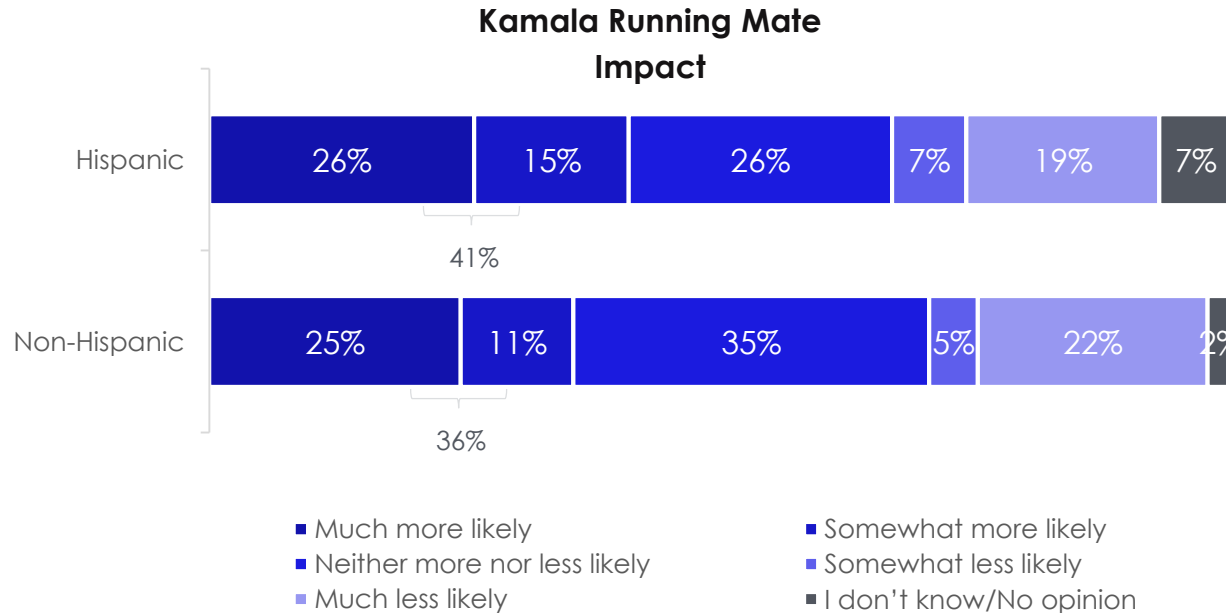
# -AMONG BIDEN VOTERS, 21% HISPANICS, 11% NON-HISPANICS LIKELY TO CHANGE THEIR MIND

How likely or unlikely are you to change your mind in the future about who you will vote for in the 2020 Presidential election?



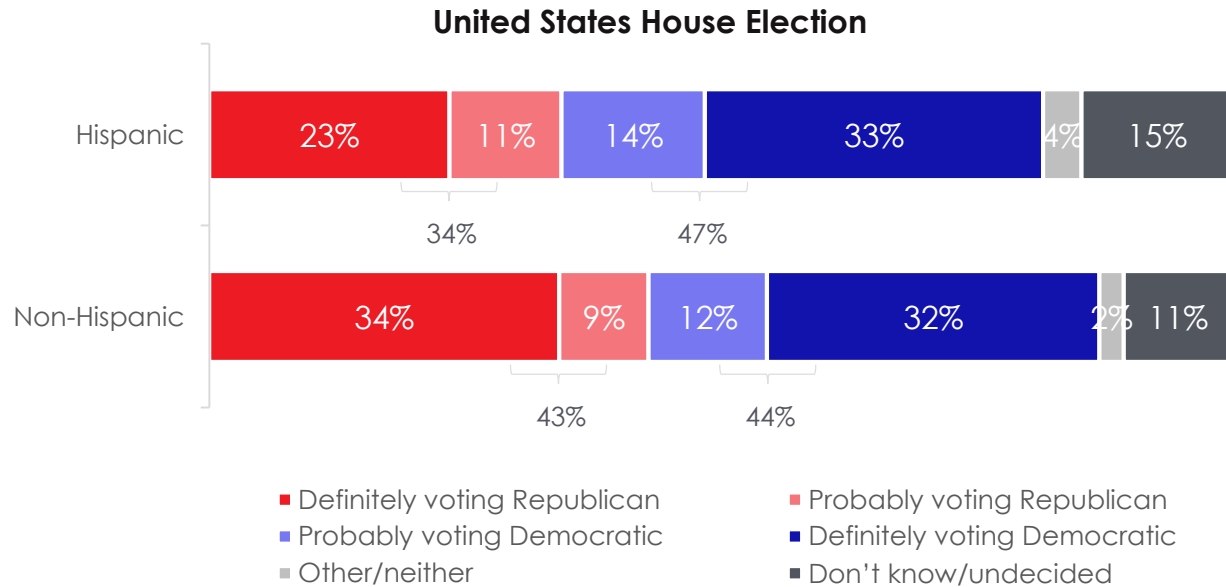
# IMPACT OF KAMALA HARRIS TOP TWO BOX: 41% HISPANICS, 36% NON-HISPANICS MORE LIKELY TO VOTE FOR BIDEN

Joe Biden recently selected Kamala Harris to be his Vice Presidential running mate. Does the selection of Harris make you more or less likely to vote for Joe Biden for President?



**HOUSE ELECTION PARTY VOTING INTENT TOP TWO BOX:**  
**-HISPANICS 47% DEMOCRATIC, 34% REPUBLICAN**  
**-NON-HISPANICS 44% DEMOCRATIC, 43% REPUBLICAN**  
**-15% HISPANICS, 11% NON-HISPANICS DON'T KNOW/UNDECIDED**

*If the election for the United States House of Representatives were held today, which party's candidate would you vote for?*

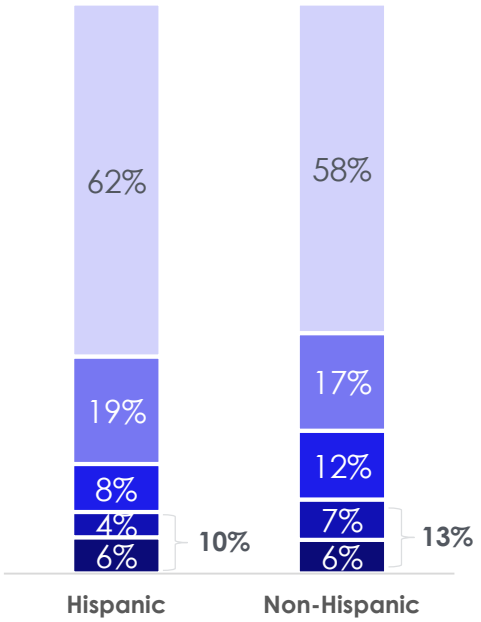


# LIKELIHOOD TO VOTE FOR OTHER PARTY TOP TWO BOX:

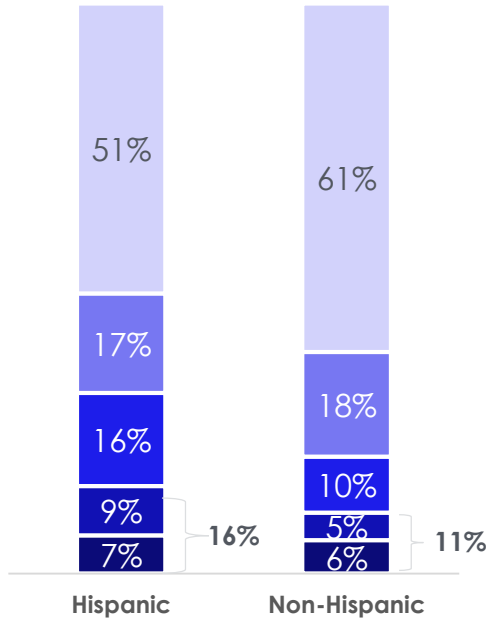
-AMONG REGISTERED REPUBLICANS: 10% HISPANICS, 13% NON-HISPANICS LIKELY TO VOTE FOR *DEM* CANDIDATE

-AMONG REGISTERED DEMOCRATS: 16% HISPANICS, 11% NON-HISPANICS LIKELY TO VOTE FOR *REPUBLICAN* CANDIDATE

**Likelihood to Vote for Democratic Candidate**  
Among Republican Voters



**Likelihood to Vote for Republican Candidate**  
Among Democratic Voters



- Very unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Very likely

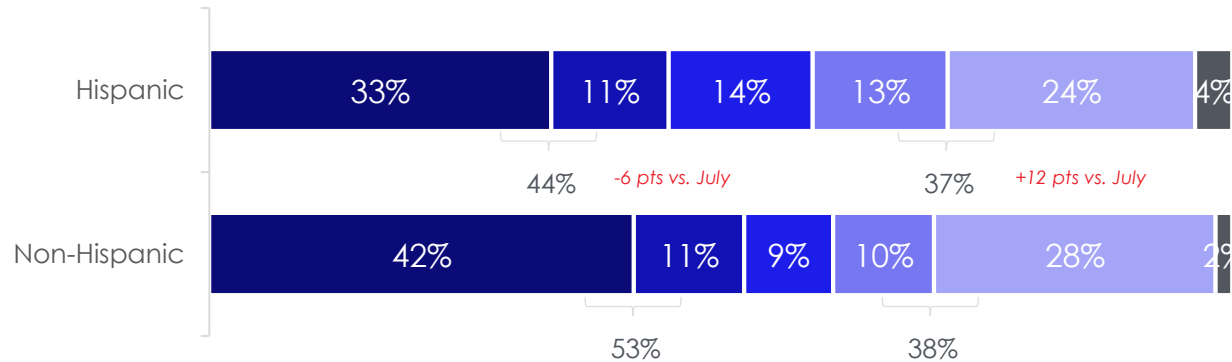
Among registered voters 18+  
Source: Univision political tracker in collaboration with Media Predict as of September 2020

# 44% HISPANICS, 53% OF NON-HISPANICS MUCH/SOMEWHAT PREFER TO VOTE BY MAIL IN 2020 PRESIDENTIAL ELECTION

## ABOUT 2 IN 5 RESPONDENTS PREFER TO MUCH/SOMEWHAT VOTE IN PERSON

Would you prefer to vote by mail, if it is available, or in person in the 2020 Presidential Election?

Voting by Mail Preference



- Would much prefer to vote by mail
- Would somewhat prefer to vote by mail
- No preference
- Would somewhat prefer to vote in person
- Would much prefer to vote in person
- No opinion/I don't know



- NEARLY 70% OF RESPONDENTS SAY VOTING BY MAIL IS EASIER TO DO THAN VOTING IN PERSON; MORE THAN 60% FEEL YOU SHOULD HAVE TO REQUEST A MAIL-IN BALLOT TO BE ABLE TO DO SO
- ABOUT HALF OF ALL RESPONDENTS AGREE VOTING BY MAIL IS MORE PRONE TO ABUSE AND FRAUD AND INCREASES THE CHANCES OF THEIR VOTE NOT BEING COUNTED
- MORE THAN HALF OF ALL RESPONDENTS FEEL COMFORTABLE VOTING BY MAIL (NON-HISPANICS HIGHER)
- RESPONDENTS DISAGREE THAT STATE AND LOCAL GOVERNMENTS SHOULD MAIL BALLOTS TO EVERYONE ON THE VOTER LIST EVEN IF SOME OF THE ADDRESSES ARE NOT UP TO DATE OR SOME OF THE PEOPLE ON THE LIST NO LONGER LIVE IN THE JURISDICTION COVERED BY THE VOTER LIST

How much do you agree or disagree with each of the following statements? **[Mail-In Voting]**

Statement	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Voting by mail is easier to do than voting in person	67%	13%	69%	11%
You should have to request a mail-in ballot from your state or local government in order to be able to vote by mail.	61%	12%	67%	14%
Voting by mail is more prone to abuse and fraud than voting in person	52%	26%	49%	31%
I feel comfortable voting by mail	51%	28%	63%	21%
Voting by mail increases the chance that my vote will not be counted	50%	25%	45%	33%
My State and local governments should mail ballots to everyone on the voter list even if they aren't requested.	42%	26%	36%	42%
My State and local governments should mail ballots to everyone on the voter list even if some of the addresses are not up to date or some of the people on the list no longer live in the jurisdiction covered by the voter list.	30%	38%	27%	50%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among registered voters 18+

Source: Univision political tracker in collaboration with Media Predict as of September 2020. VBM=Vote by Mail



**NET FAV/JOB APPROVAL**

**NET FAV:**

**-AMONG HISPANICS: BIDEN, BLACK LIVES MATTER, HARRIS HIGHEST; TRUMP LOWEST**  
**-AMONG NON-HISPANICS: HARRIS, BIDEN, BLACK LIVES MATTER HIGHEST; PELOSI & MCCONNELL TIE FOR LOWEST**

*For each candidate listed below, please indicate if you have a favorable or unfavorable opinion of them.*

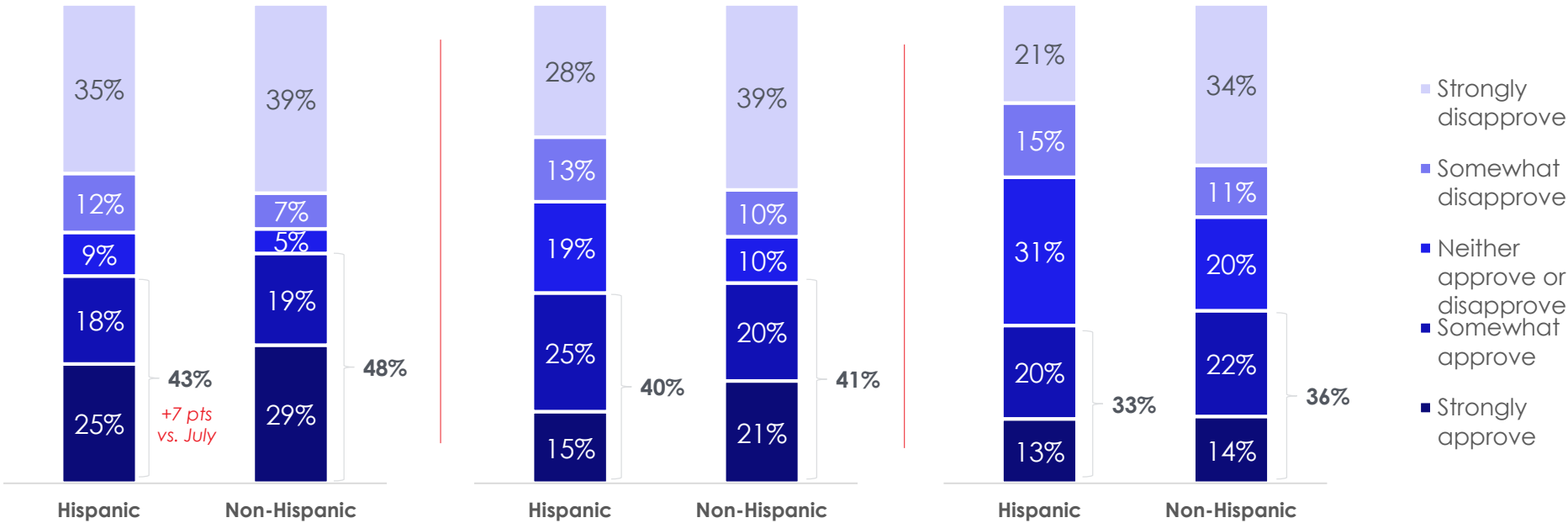
	<b>Hispanic</b>	<b>Non-Hispanic</b>
	Sept 2020	Sept 2020
Joe Biden	<b>23%</b>	<b>10%</b>
Black Lives Matter	<b>20%</b>	<b>10%</b>
Kamala Harris	<b>15%</b>	<b>12%</b>
The Democratic Party	<b>14%</b>	<b>5%</b>
Nancy Pelosi	<b>4%</b>	<b>-5%</b>
Mike Pence	<b>2%</b>	<b>5%</b>
The Republican Party	<b>1%</b>	<b>1%</b>
Ron DeSantis	<b>-2%</b>	<b>5%</b>
Chuck Schumer	<b>-2%</b>	<b>-3%</b>
Mitch McConnell	<b>-4%</b>	<b>-5%</b>
Donald Trump	<b>-6%</b>	<b>4%</b>

**JOB APPROVAL TOP TWO BOX:**  
**TRUMP: HISPANICS 43%, NON-HISPANICS 48%**  
**PELOSI: HISPANICS 40%, NON-HISPANICS 41%**  
**MCCONNELL: HISPANICS 33%, NON-HISPANICS 36%**

**Donald Trump Job Approval**

**Nancy Pelosi Job Approval**

**Mitch McConnell Job Approval**

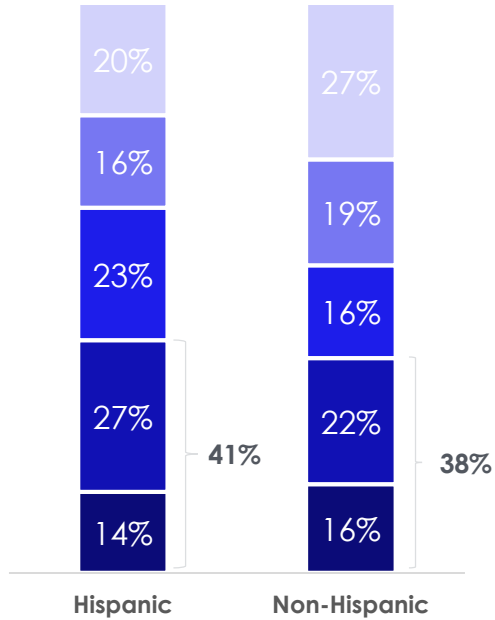


*+7 pts vs. July*

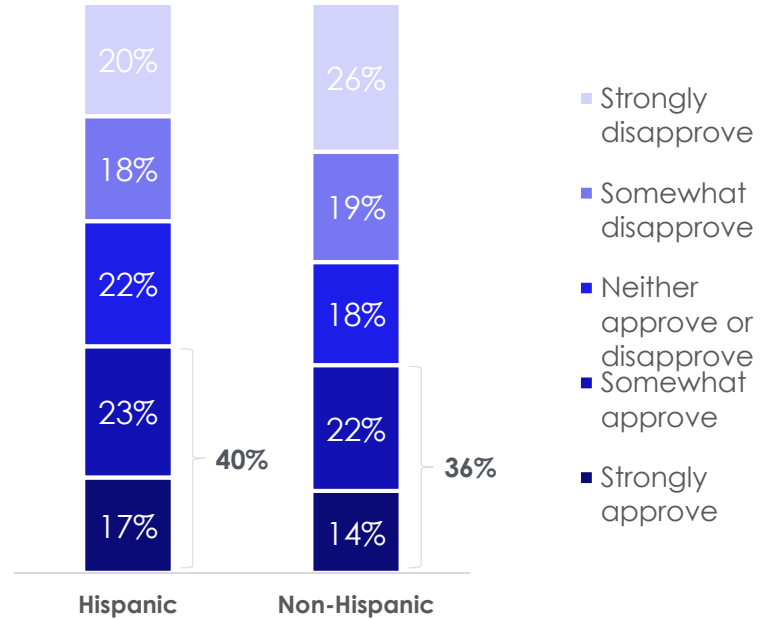
Among registered voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of September 2020

# JOB APPROVAL TOP TWO BOX: HOUSE: 41% HISPANICS, 38% NON-HISPANICS SENATE: 40% HISPANICS, 36% NON-HISPANICS

**U.S. House of Representatives  
Job Approval**

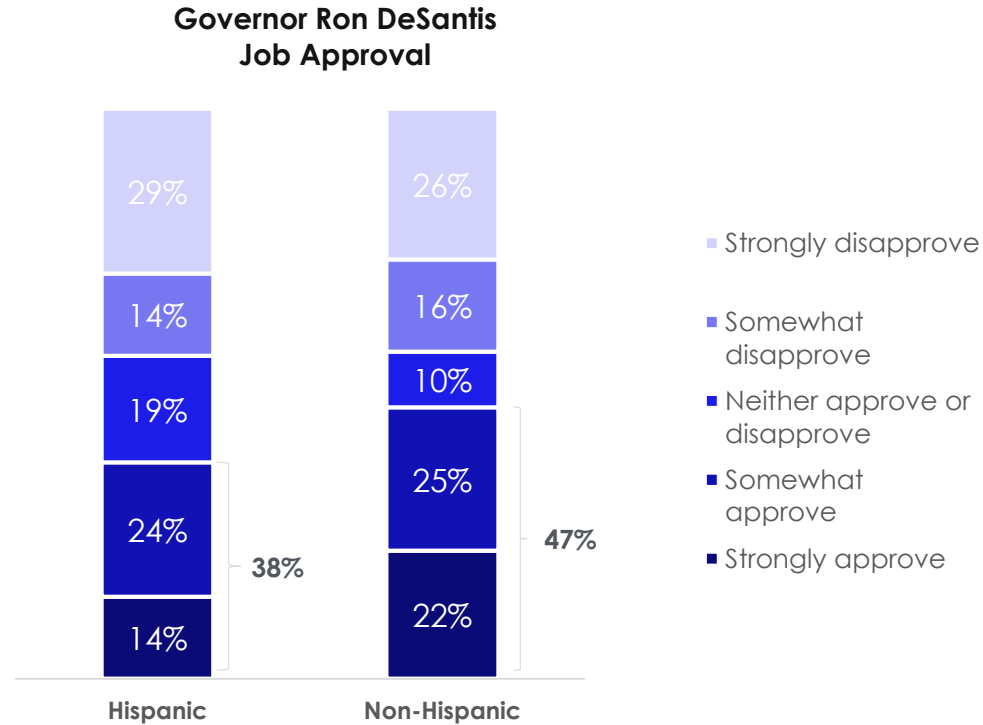


**U.S. Senate Job Approval**



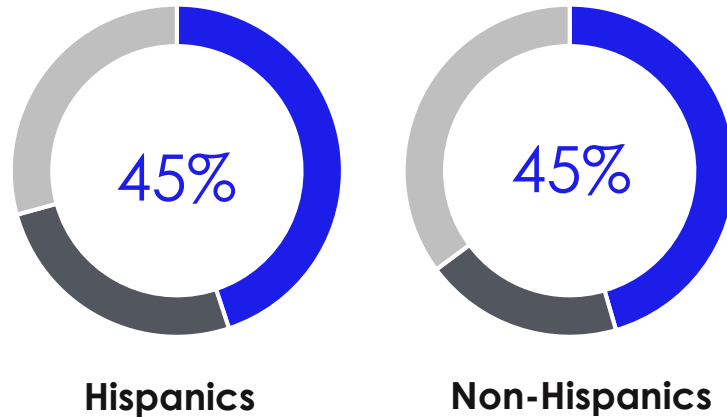
- Strongly disapprove
- Somewhat disapprove
- Neither approve or disapprove
- Somewhat approve
- Strongly approve

# JOB APPROVAL TOP TWO BOX: DESANTIS: 38% HISPANICS, 47% NON-HISPANICS



# 45% OF ALL RESPONDENTS DON'T SUPPORT TRUMP'S POLICIES OR LEADERSHIP STYLE

## Trump Policy and Style Opinion



- I don't support Donald Trump's policies or leadership style
- I support Donald Trump's policies but dislike his leadership style
- I support Donald Trump's policies and like his leadership style

# THE ISSUES



# TOP ISSUES AMONG HISPANICS: HEALTHCARE, ECONOMY/JOB, COST OF LIVING, CORONAVIRUS AND IMPACT ON ECONOMY, EDUCATION

## -EDUCATION OF GREATER IMPORTANCE TO HISPANICS

How important are each of the following issues to you?

### Issue Importance TopBox

	Hispanic (Top Box)	Non- Hispanic (Top Box)		Hispanic (Top Box)	Non- Hispanic (Top Box)
Healthcare	68%	69%	Gun control	49%	43%
Economy / Jobs	68%	68%	Climate Change	48%	44%
Cost of Living	67%	63%	Police Reform	47%	41%
Coronavirus / COVID - 19	66%	68%	Military / Veterans	43%	56%
Impact of the coronavirus on the economy	64%	67%	Foreign Policy/International Trade	43%	37%
Education	64%	52%	Immigration reform	42%	38%
Social Security / Medicare	61%	68%	Border security	41%	44%
Crime and public safety	58%	59%	The National Debt	40%	45%
Entitlements / social services reform (Medicare, Welfare, etc.)	56%	52%	Second amendment rights	40%	42%
National security / Terrorism	55%	57%	Infrastructure investment	37%	33%
Race Relations	51%	45%	Social issues like abortion or LGBTQ rights	35%	34%
Taxes	50%	52%			

**KEY ISSUES FOR LIKELY TRUMP VOTERS: ECONOMY/JOB, COST OF LIVING, HEALTHCARE, IMPACT OF CORONAVIRUS ON ECONOMY**  
**KEY ISSUES FOR LIKELY BIDEN VOTERS: CORONAVIRUS, HEALTHCARE, EDUCATION, COST OF LIVING, RACE RELATIONS**

Top 10 issues among definitely/probably <u>Trump</u> voters	% Hispanic Top Box
Economy/Jobs	75%
Cost of Living	67%
Healthcare	65%
Impact of the coronavirus on the economy	65%
Social Security / Medicare	62%
Crime and public safety	62%
Border security	60%
National security / Terrorism	59%
Taxes	58%
Entitlements / social services reform	58%

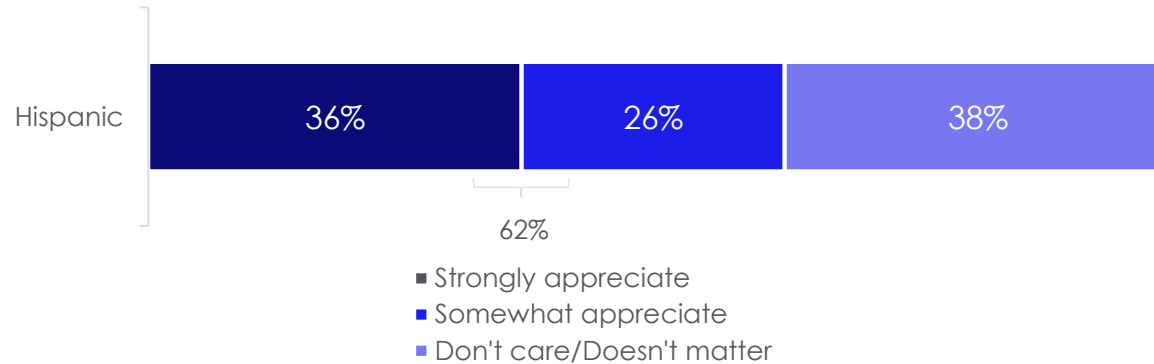
Top 10 issues among definitely/probably <u>Biden</u> voters	% Hispanic Top Box
Coronavirus/COVID-19	77%
Healthcare	73%
Education	71%
Cost of Living	67%
Race Relations	66%
Impact of the coronavirus on the economy	65%
Economy / Jobs	63%
Social Security / Medicare	60%
Gun control	60%
Entitlements / social services reform	58%

# **THE IMPORTANCE OF SPANISH LANGUAGE**

# 62% OF HISPANICS STRONGLY/SOMEWHAT APPRECIATE CANDIDATES WHO ADVERTISE IN SPANISH

When you follow a political campaign for President, Congress, Senate or Governor, do you appreciate when candidates advertise in Spanish in trying to win your vote?

## Spanish Language Campaigns



# COMMUNICATING IN SPANISH: -63% OF HISPANICS AGREE POLITICAL PARTIES/CANDIDATES WHO ADVERTISE IN SPANISH WANT THEIR VOTE -50% AGREE IT SHOWS THEM CANDIDATES ARE TRULY INTERESTED IN HISPANICS AND THEIR COMMUNITY

How much do you agree or disagree with each of the following statements? *[Spanish Language Campaigns]*

Statement	Hispanic	
	Agree	Disagree
Political parties and candidates who advertise in Spanish are showing me they want my vote.	63%	8%
When a political party or candidate communicates with me in Spanish, it suggests that they are truly interested in Hispanics and our community.	50%	17%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among registered voters 18+

Source: Univision political tracker in collaboration with Media Predict as of July 2020



# **CORONAVIRUS**

- HANDLING APPROVAL**
- EFFECTS ON JOBS**
- SCHOOL REOPENING**

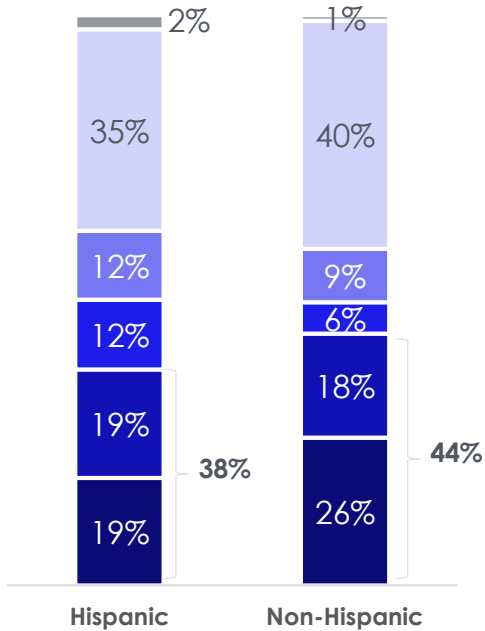
# APPROVE TRUMP HANDLING OF CORONAVIRUS TOP TWO BOX:

-HISPANICS 38%, NON-HISPANICS 44%

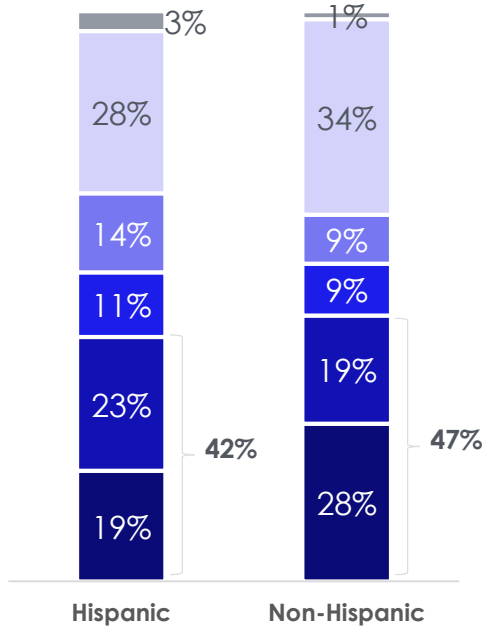
# APPROVE TRUMP HANDLING ECONOMIC IMPACT OF CORONAVIRUS TOP TWO BOX:

-HISPANICS 42%, NON-HISPANICS 47%

Trump Handling of Coronavirus



Trump Handling of Economic Impact of Coronavirus



- I don't know/No opinion
- Strongly disapprove
- Somewhat disapprove
- Neither approve nor disapprove
- Somewhat approve
- Strongly approve

Among registered voters 18+  
Source: Univision political tracker in collaboration with Media Predict as of September 2020

**APPROVE CONGRESS HANDLING OF CORONAVIRUS TOP TWO BOX:**

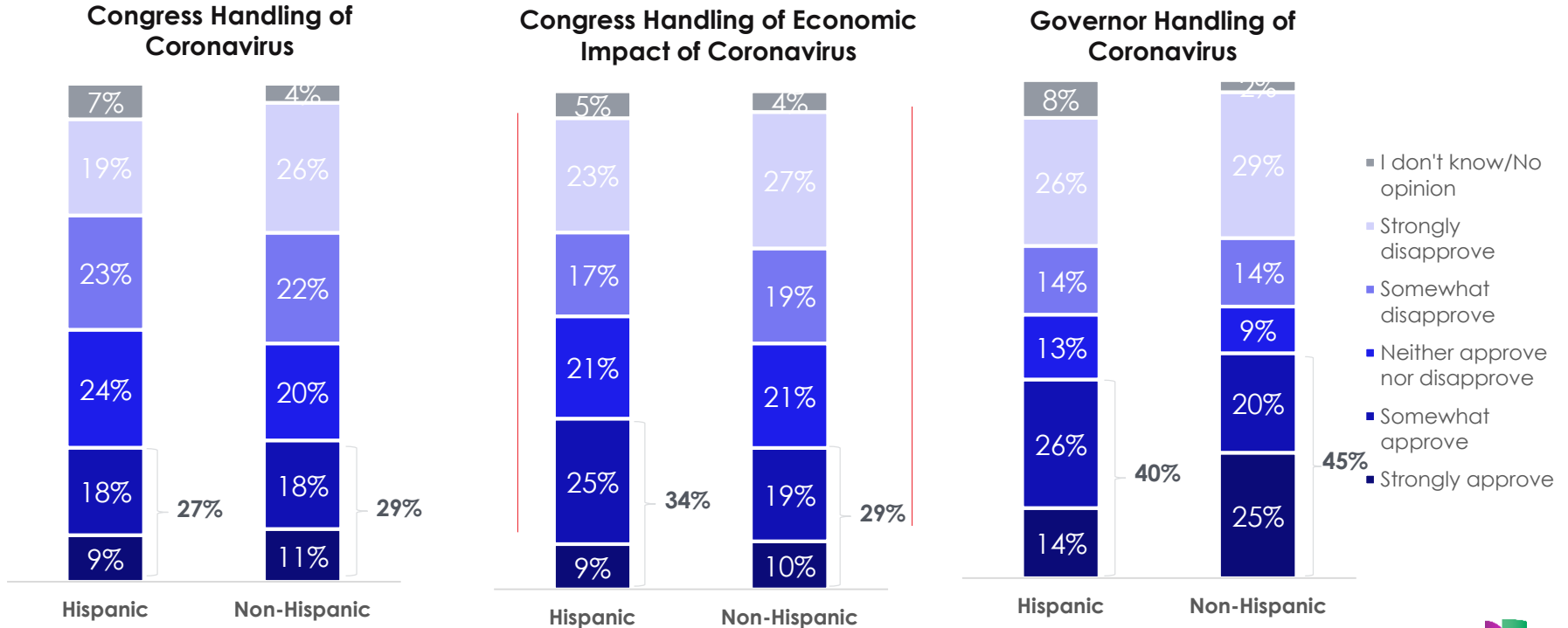
**-HISPANICS 27%, NON-HISPANICS 29%**

**APPROVE CONGRESS HANDLING OF ECONOMIC IMPACT CORONAVIRUS TOP TWO BOX:**

**HISPANICS 34%, NON-HISPANICS 29%**

**APPROVE GOVERNOR HANDLING OF CORONAVIRUS TOP TWO BOX:**

**-HISPANICS 40%, NON-HISPANICS 45%**





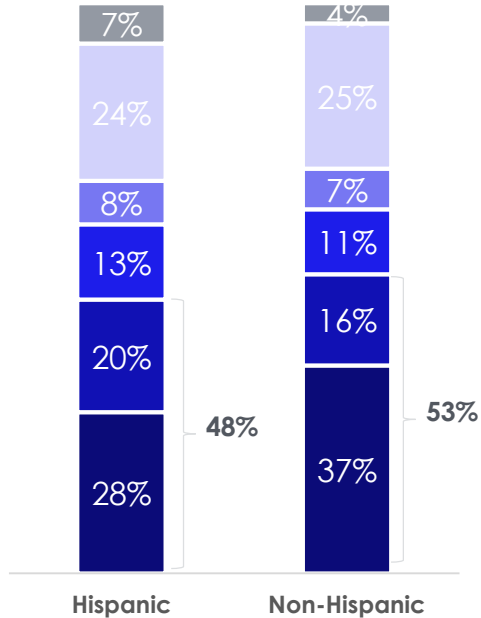
**BIDEN HANDLING OF CORONAVIRUS WOULD BE BETTER TOP TWO BOX:**

**-HISPANICS 48%, NON-HISPANICS 53%**

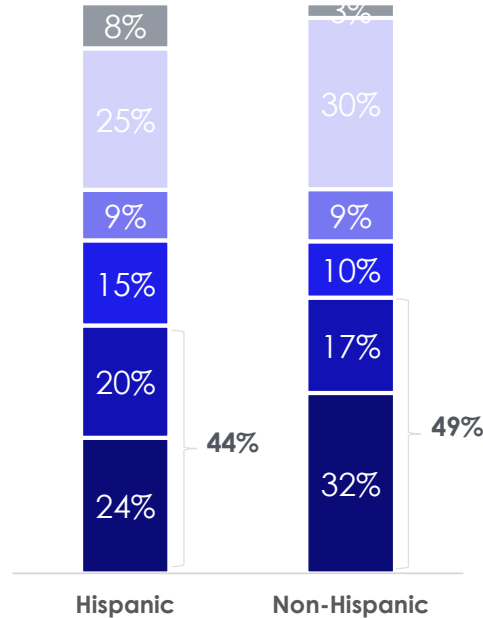
**BIDEN HANDLING OF ECONOMIC IMPACT OF CORONAVIRUS WOULD BE BETTER TOP TWO BOX:**

**-HISPANICS 44%, NON-HISPANICS 49%**

**Biden Handling of Coronavirus – Better or Worse**



**Biden Handling of Economic Impact of Coronavirus – Better or Worse**



- I don't know/No opinion
- Much worse
- Somewhat worse
- Neither better nor worse
- Somewhat better
- Much better

Among registered voters 18+  
Source: Univision political tracker in collaboration with Media Predict as of September 2020

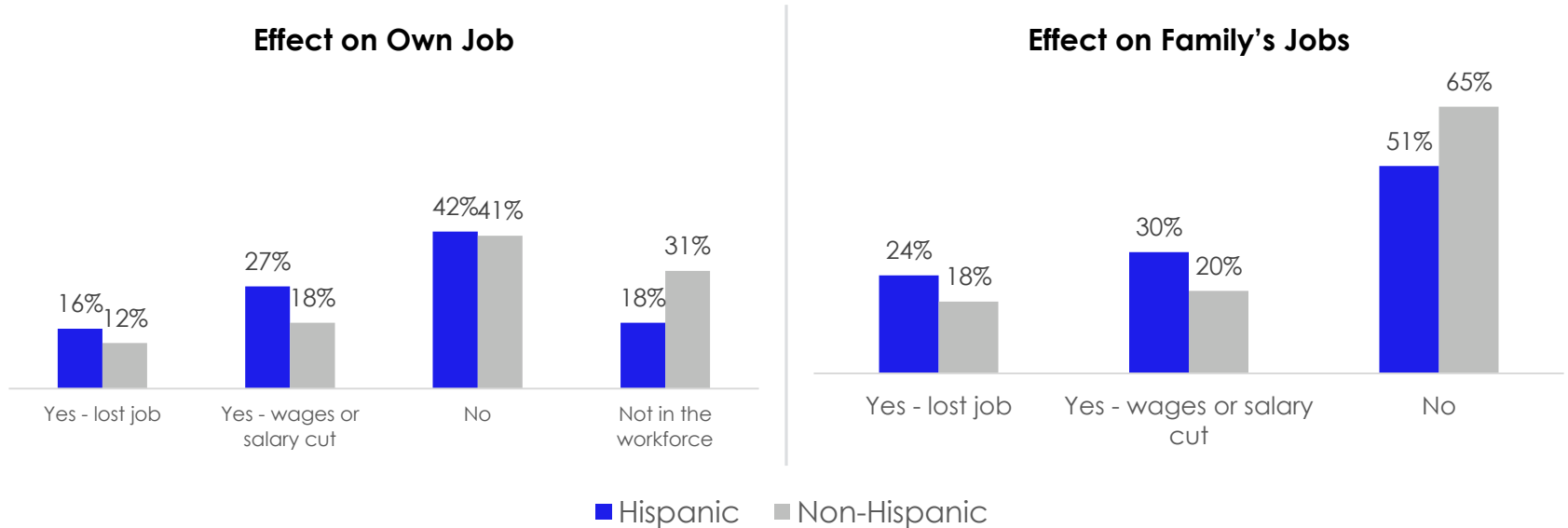
**CORONAVIRUS EFFECT ON JOB:**

**-HIGHER % OF HISPANICS LOST THEIR JOB AND HAVE SEEN WAGES/SALARY CUT THAN NON-HISPANICS**

**-HIGHER % OF HISPANICS HAVE SEEN SOMEONE IN FAMILY LOSE THEIR JOB OR HAD WAGES/SALARY CUTS THAN NON-HISPANICS**

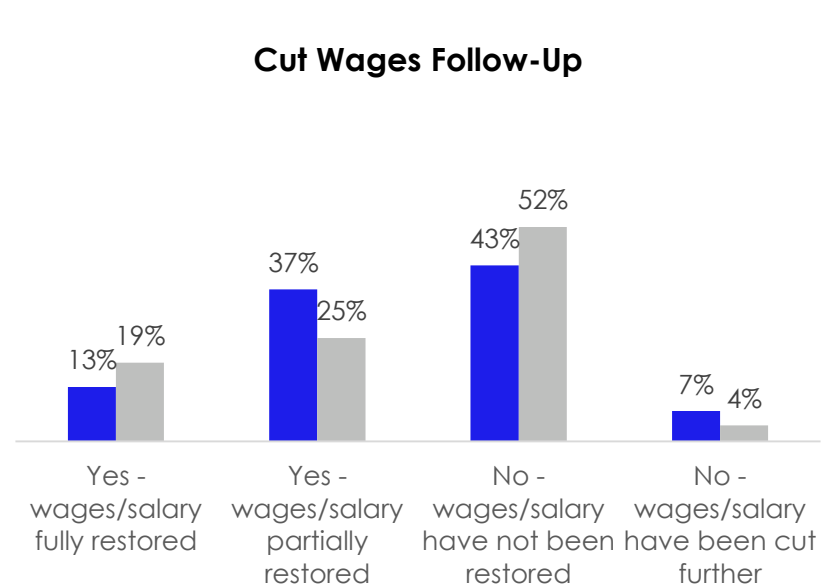
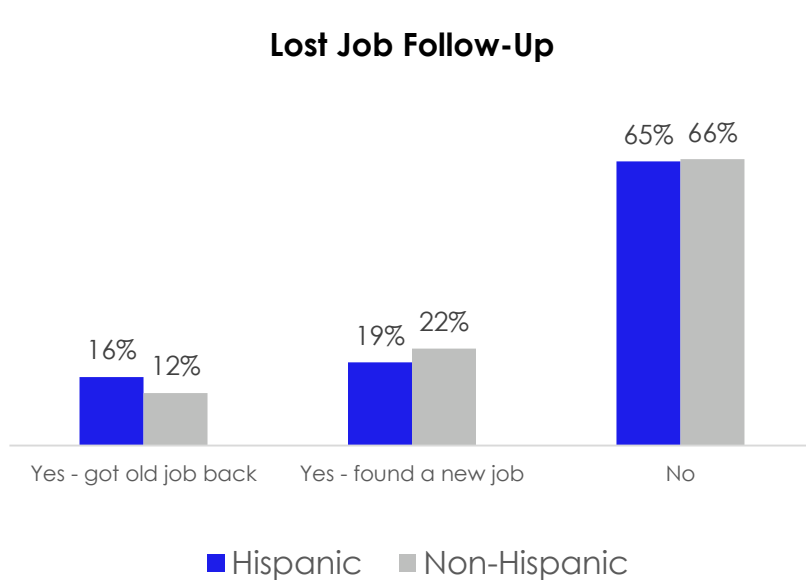
*Have you lost your job or have your wages or salary been cut because of the coronavirus?*

*Besides you, has anyone in your family lost their job or have your wages or salary been cut because of the coronavirus?*



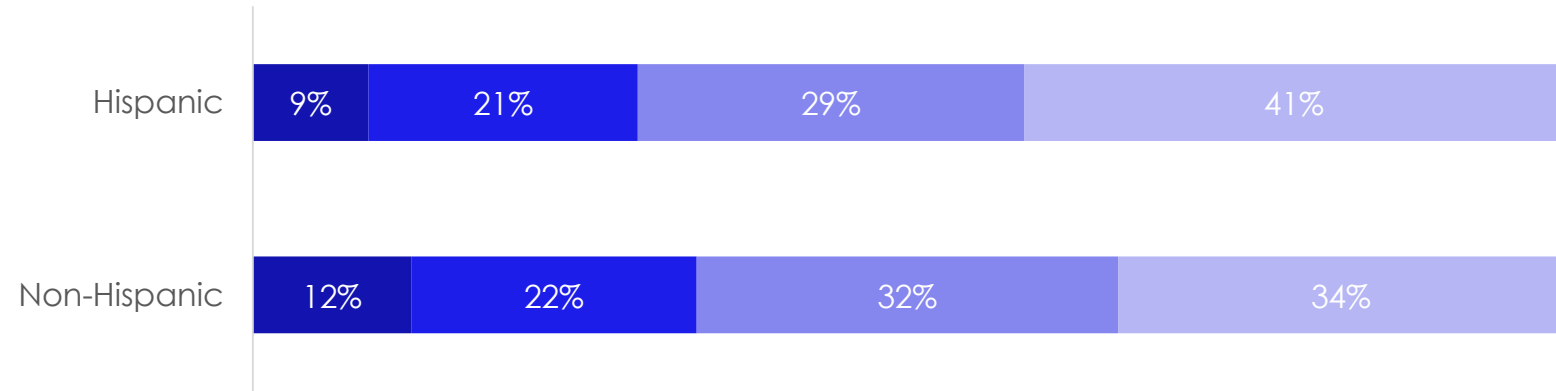
**-AMONG THOSE WHO LOST JOB: CLOSE TO 70% HAVE NOT GOTTEN JOB BACK, 20% FOUND A NEW ONE**  
**-AMONG THOSE WHO HAD WAGES CUT: OVER 50% HAVE NOT HAD WAGES RESTORED, ABOUT HALF HAVE SEEN WAGES PARTIALLY/FULLY RESTORED**

*You answered that you had lost your job due to the coronavirus, have you since gotten your job back or found a new one?  
 You answered that you had your wages or salary cut due to the coronavirus, have you since had your wages/salary restored?*



# -41% OF HISPANICS, 34% NON-HISPANICS AGREE THAT SCHOOLS SHOULD NOT PHYSICALLY RE-OPEN THIS FALL, CONTINUE TO DO ONLINE EDUCATION ONLY -ABOUT 30% RESPONDENTS AGREE WITH “HYBRID” OPTION, SPLIT BETWEEN IN-PERSON AND ONLINE EDUCATION

Which of the following statements do you agree with most?



- Schools should physically open in the fall and operate as they have before the coronavirus
- Schools should physically open in the fall but only with adjustments to protect against the coronavirus
- Schools should open this fall with a “hybrid” option where students split their time between in-person and on-line education
- Schools should not physically open in the fall and we should continue to do on-line education only

# **COVID-19/ECONOMY STATEMENTS**

- MAJORITY RESPONDENTS ARE VERY WORRIED ABOUT WHAT IS HAPPENING TO THE ECONOMY AND BELIEVE THAT THE ECONOMY WILL GET WORSE IF COVID CASES RISE
- HISPANICS MORE LIKELY TO EXPECT PERSONAL ECONOMIC SITUATION TO GET BETTER IN NEXT FEW YEARS
- ABOUT 60% OF RESPONDENTS HAVE ALREADY CUT BACK SPENDING SIGNIFICANTLY IN REACTION TO THE CORONAVIRUS
- ABOUT HALF OF ALL RESPONDENTS AGREE: THE ECONOMIC PROBLEMS CAUSED BY THE LOCKDOWN OF THE COUNTRY WILL HURT MORE PEOPLE THAN THE CORONAVIRUS; I BELIEVE THE ECONOMY WILL BOUNCE BACK AS SOON AS RESTRICTIONS ARE LIFTED; IMPACT OF CORONAVIRUS HAS HURT MY PERSONAL ECONOMIC SITUATION SIGNIFICANTLY ALREADY

How much do you agree or disagree with each of the following statements? [Coronavirus crisis and the economy – 1 of 3]

Statement	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I am very worried about what is happening to the economy	72%	7%	81%	8%
I believe the economy will get worse if COVID cases rise	72%	8%	79%	9%
I expect my personal economic situation to get better in the next few years	61%	11%	53%	16%
I have already cut back my spending significantly in reaction to the coronavirus	59%	12%	58%	21%
The economic problems caused by the lockdown of the country will hurt more people than the coronavirus	56%	20%	54%	27%
I believe that the economy will bounce back as soon as the restrictions related to coronavirus are lifted	50%	23%	54%	32%
The impact of the coronavirus has hurt my personal economic situation significantly already	49%	20%	45%	34%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among registered voters 18+

Source: Univision political tracker in collaboration with Media Predict as of September 2020



**-ABOUT HALF OF ALL RESPONDENTS ARE CONFIDENT SOCIAL SECURITY/MEDICARE BENEFITS WILL BE AVAILABLE WHEN THEY RETIRE**

**-HISPANICS GREATER AGREEMENT: I AM WORRIED ABOUT MAKING MY MORTGAGE/RENT; OTHER PAYMENTS, LIKE PHONE, CREDIT CARD, AND CAR PAYMENTS, OVER THE NEXT FEW MONTHS**

**ABOUT 40% OF RESPONDENTS AGREE:**

**-I EXPECT THE CORONAVIRUS WILL HURT MY PERSONAL ECONOMY SITUATION SIGNIFICANTLY**

**-I EXPECT MY SPENDING WILL RETURN TO PRE-CORONAVIRUS LEVELS ONCE RECONOMY REOPENS**

**-I AM MORE WORRIED ABOUT THE ECONOMY THAN I AM ABOUT THE CORONAVIRUS**

*How much do you agree or disagree with each of the following statements? [Coronavirus crisis and the economy – 2 of 3]*

Statement	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I am worried about making other payments, like phone, credit card, and car payments, over the next few months	47%	25%	36%	44%
I am confident that Social Security and Medicare benefits will be available to me when I retire, similarly to current retirees	45%	23%	52%	24%
I expect that my income will return to pre-coronavirus levels once the economy reopens	45%	18%	41%	19%
I expect that the coronavirus will hurt my personal economic situation significantly	44%	19%	44%	32%
I am worried about making my mortgage/rent payment over the next few months	44%	27%	32%	48%
I expect that my spending will return to pre-coronavirus levels once the economy reopens	43%	20%	45%	25%
I am more worried about the economy than I am about the coronavirus	41%	33%	43%	36%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among registered voters 18+

Source: Univision political tracker in collaboration with Media Predict as of September 2020



**-HISPANICS GREATER AGREEMENT: I BELIEVE WAGES/SALARY WILL BE CUT SOMETIME IN THE NEXT FEW MONTHS**  
**-ABOUT 40% OF RESPONDENTS FEEL MORE CONFIDENT ABOUT PERSONAL ECONOMIC SITUATION THAN IN FIRST FEW MONTHS OF PANDEMIC**

**RESPONDENTS DISAGREE:**

**-THE HEALTH RISK OF THE CORONAVIRUS IS OVERBLOWN**  
**-I HAVE STARTED TO SPEND MORE THAN I WAS IN THE FIRST FEW MONTHS OF THE CORONAVIRUS PANDEMIC**  
**-I BELIEVE THAT I WILL LOSE MY JOB SOMETIME IN THE NEXT FEW MONTHS**

How much do you agree or disagree with each of the following statements? [Coronavirus crisis and the economy – 3 of 3]

Statement	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I believe that my wages/salary will be cut sometime in the next few months	38%	19%	27%	38%
The health risk of the coronavirus is overblown	38%	39%	34%	54%
I am more confident about my personal economic situation than I was in the first few months of the coronavirus pandemic	36%	25%	41%	25%
I have started to spend more than I was spending in the first few months of the coronavirus pandemic	35%	37%	34%	42%
I believe that I will lose my job sometime in the next few months	27%	33%	19%	46%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among registered voters 18+

Source: Univision political tracker in collaboration with Media Predict as of September 2020





**HEALTHCARE**

## RESPONDENTS RANK LOWERING THE PRICE OF PRESCRIPTION DRUGS & BRINGING DOWN THE PRICE OF HEALTH INSURANCE DEDUCTIBLES, COPAYS AND PREMIUMS AS TOP HEALTHCARE PRIORITIES

Other than the ongoing Coronavirus issues, which TWO of the following do you believe should be the top priorities when it comes to our nation's health care system...

Please rank the two top priorities when it comes to our nation's health care system, with 1 being the most important, and 2 being the 2nd most important.

Statement	Hispanic		Non-Hispanic	
	Selected	Rank Index	Selected	Rank Index
Lowering the price of prescription drugs	<b>50%</b>	123	<b>52%</b>	120
Bringing down the price of health insurance deductibles, copays and premiums	<b>49%</b>	125	<b>58%</b>	151
Improving access to health care	<b>47%</b>	124	<b>41%</b>	112
Ensuring that the latest drugs and treatments are available to patients	<b>32%</b>	78	<b>29%</b>	69
Dealing with the opioid/painkiller addiction epidemic	<b>21%</b>	50	<b>20%</b>	48

\*The rank index is calculated by combining both how often each statement was chosen, and the ranking of each respondent's top 2 statements

- MAJORITY OF RESPONDENTS AGREE PEOPLE SHOULD BE REQUIRED TO MAINTAIN SOCIAL DISTANCING AND WEAR FACEMASKS UNTIL THREAT FROM CORONAVIRUS IS GONE; DRUG ABUSE IS A SERIOUS PUBLIC HEALTH ISSUE
- ABOUT 60% AGREE GOVERNMENT FUNDED HEALTH INSURANCE SHOULD BE AVAILABLE TO EVERYONE IN THE UNITED STATES; BEST WAY TO ADDRESS HEALTHCARE ISSUES IN THE UNITED STATES IS TO IMPROVE THE CURRENT SYSTEM, INCLUDING IMPROVING THE AFFORDABLE CARE ACT
- HISPANICS MUCH LESS LIKELY TO BE GENERALLY SATISFIED WITH HEALTHCARE COVERAGE

How much do you agree or disagree with each of the following statements? **[Healthcare - 1 of 2]**

Statement	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
People should be required to maintain social distancing (i.e., stay at least 6 feet away from other people) until the threat from coronavirus is gone	82%	6%	82%	8%
People should be required to wear facemasks in public until the threat from coronavirus is gone	81%	8%	78%	12%
Drug abuse is a serious public health issue in the United States.	80%	6%	85%	5%
Government funded health insurance should be available to everyone in the United States.	62%	15%	60%	23%
The best way to address healthcare issues in the United States is to improve the current system, including improving the Affordable Care Act (also known as Obamacare).	62%	12%	63%	18%
I am generally satisfied with my healthcare coverage.	59%	19%	72%	13%
Abortion should be legal only in the first trimester of pregnancy	43%	31%	44%	29%
Medicare For All (that includes the elimination of all private health insurance) would not negatively impact the quality or availability of healthcare services in the United States.	43%	27%	36%	33%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among registered voters 18+

Source: Univision political tracker in collaboration with Media Predict as of September 2020



- 42% HISPANICS, 50% NON-HISPANICS AGREE MEDICAID AND MEDICARE ARE WORKING WELL NOW**  
**RESPONDENTS DISAGREE:**  
**-GOVT FUNDS SHOULD BE USED TO PAY FOR ABORTIONS**  
**-ABORTIONS SHOULD BE AVAILABLE TO A WOMAN ANY TIME DURING PREGNANCY**  
**-IN ORDER TO PAY FOR UNIVERSAL GOVT FUNDED HEALTH INSURANCE, GOVT SHOULD RAISE MY TAXES**

How much do you agree or disagree with each of the following statements? **[Healthcare - 2 of 2]**

Statement	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Medicaid and Medicare are working well now.	<b>42%</b>	23%	<b>50%</b>	22%
The Government should eliminate all private health insurance and replace it with a Government-run program like Medicare.	<b>39%</b>	31%	<b>31%</b>	44%
In order to pay for universal government funded health insurance, the govt should raise my taxes.	<b>32%</b>	40%	<b>29%</b>	48%
Abortion should be available to a woman at any time during her pregnancy	<b>30%</b>	48%	<b>32%</b>	51%
Government funds should be used to pay for abortions.	<b>25%</b>	50%	<b>26%</b>	46%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among registered voters 18+

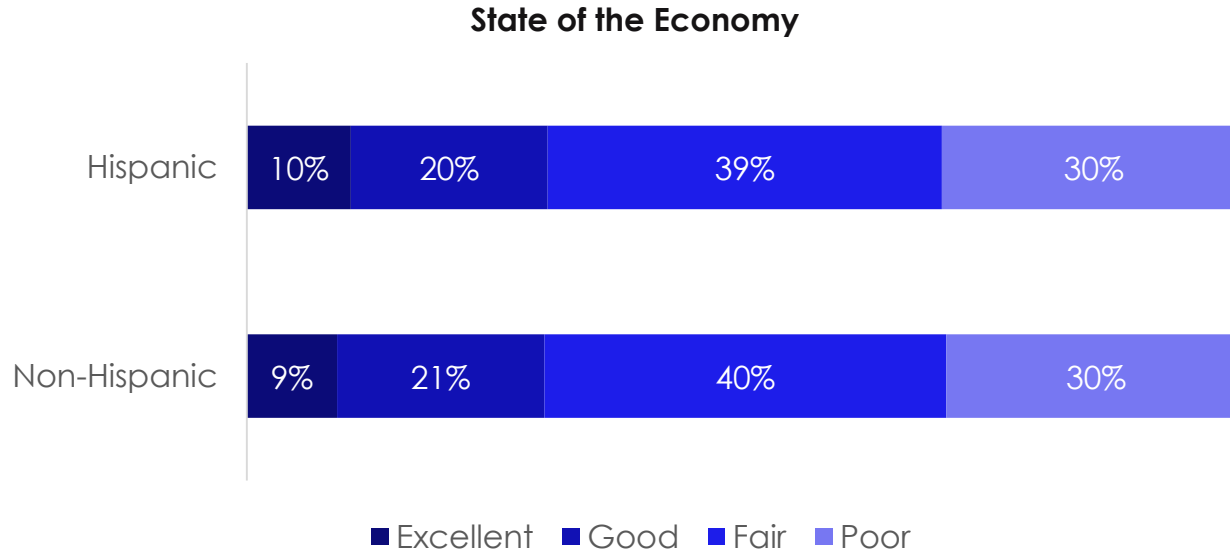
Source: Univision political tracker in collaboration with Media Predict as of September 2020



**ECONOMY**

# 10% OF HISPANICS, 9% NON-HISPANICS RATE THE ECONOMY AS EXCELLENT; 30% OF ALL RESPONDENTS RATE IT AS POOR

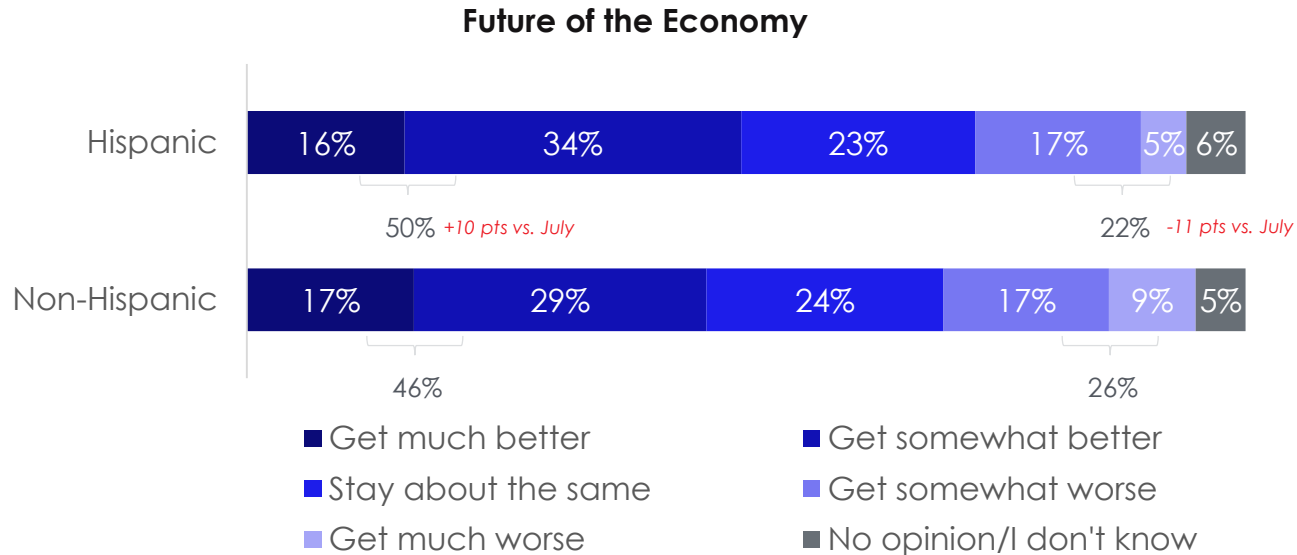
*How would you rate the economy of the United States right now?*



# HOW WILL THE ECONOMY BE OVER NEXT FEW MONTHS?

**-MUCH/SOMEWHAT BETTER: HISPANIC 50%, NON-HISPANIC 46%**  
**-MUCH/SOMEWHAT WORSE: HISPANIC 22%, NON-HISPANIC 26%**

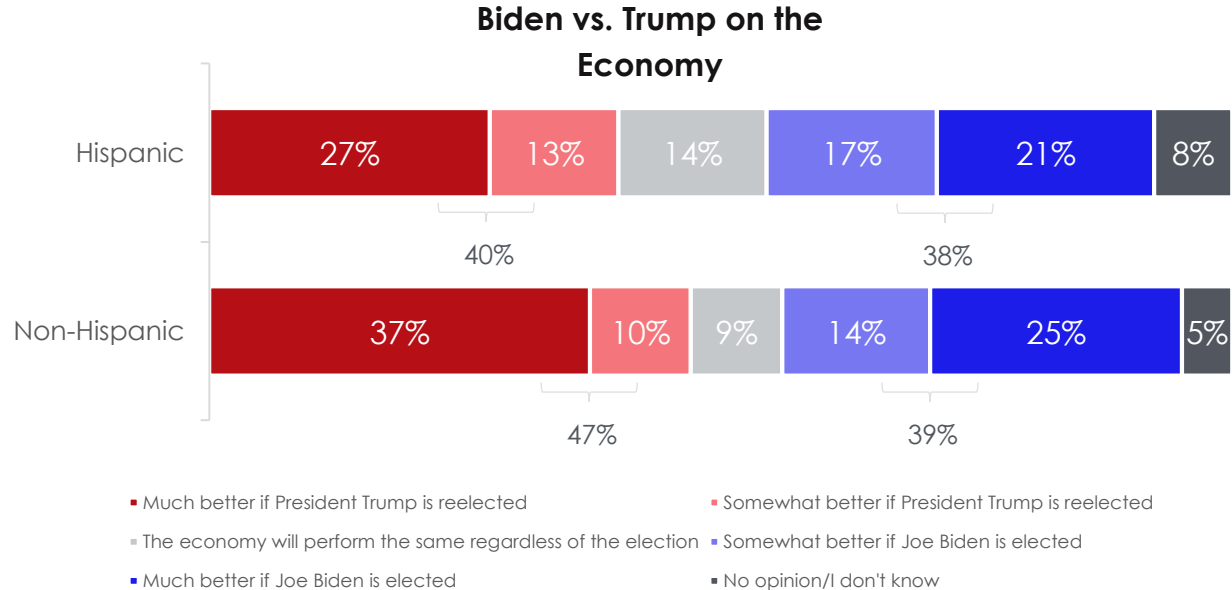
Thinking ahead to a few months from now... Do you believe the economy will get better, get worse, or stay about the same as it is now?



# ECONOMY WILL DO BETTER TOP TWO BOX:

- IF BIDEN ELECTED: HISPANICS 38%, NON-HISPANICS 39%
- IF TRUMP RE-ELECTED: HISPANICS 40%, NON-HISPANICS 47%

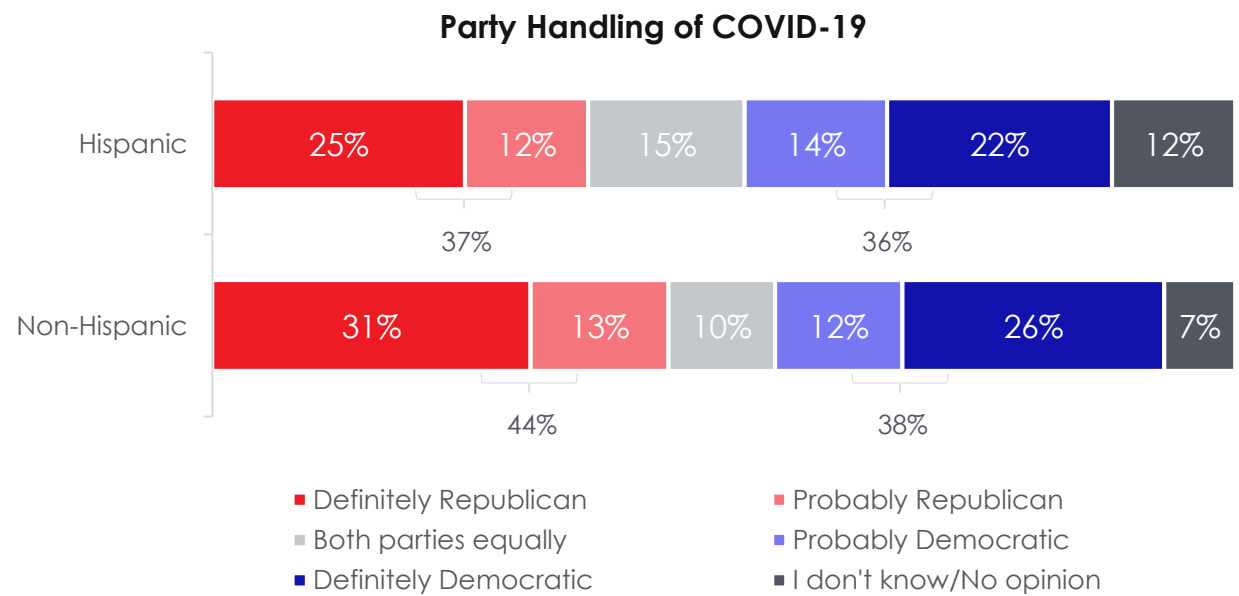
Will the economy do better if President Trump is reelected or if Joe Biden is elected president?





**PARTY BETTER ABLE TO HANDLE ECONOMIC IMPACT OF THE VIRUS TOP TWO BOX:**  
**-HISPANICS: DEMOCRATIC 36%, REPUBLICAN 37%**  
**-NON-HISPANICS: DEMOCRATIC 38%, REPUBLICAN 44%**

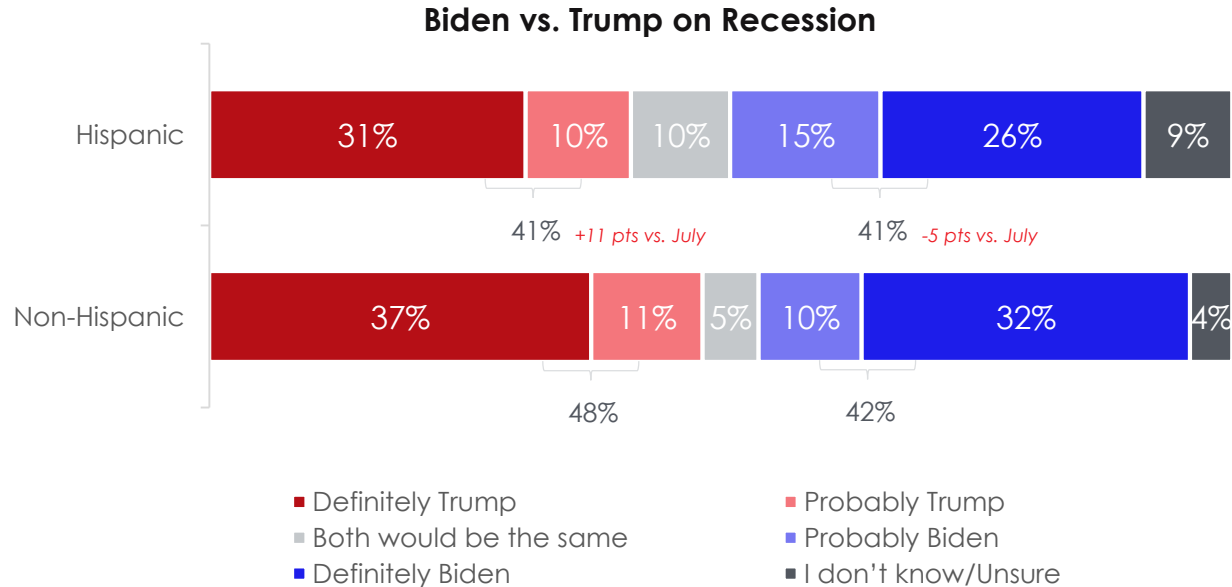
*Which party is better able to handle the economic impact of the coronavirus?*



Among registered voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of September 2020

**PRESIDENTIAL CANDIDATE BEST ABLE TO HANDLE AN ECONOMIC RECESSION TOP TWO BOX:  
 -BIDEN: HISPANICS 41%, NON-HISPANICS 42%  
 -TRUMP: HISPANICS 41%, NON-HISPANICS 48%**

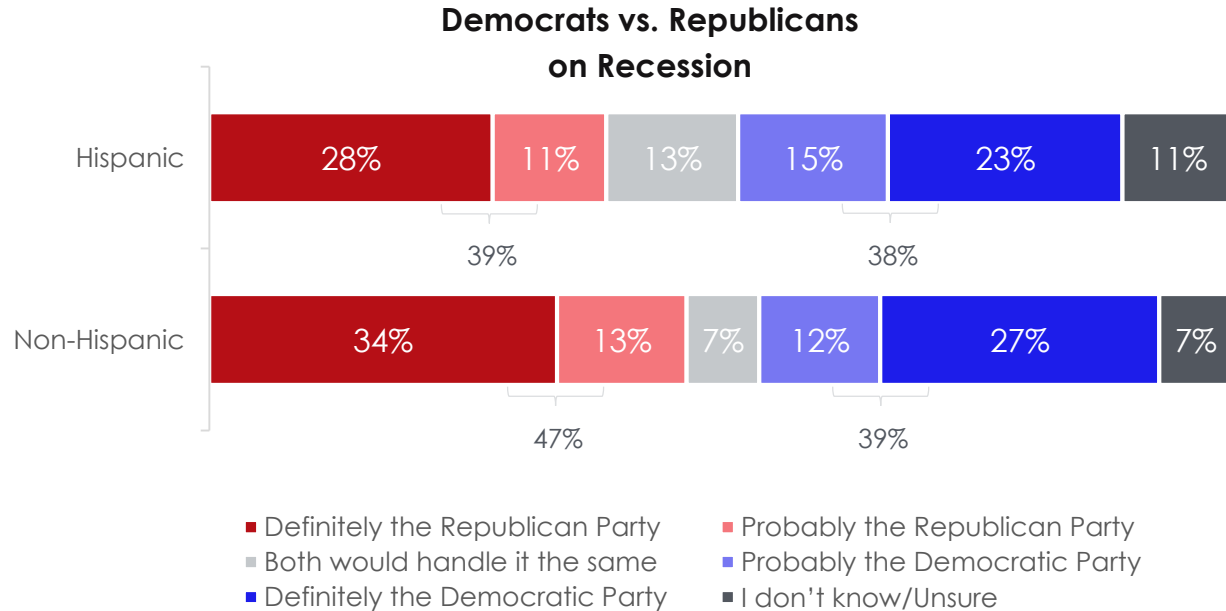
Which presidential candidate would best be able to handle an economic recession, President Donald Trump or Joe Biden?



Among registered voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of September 2020

**POLITICAL PARTY BEST ABLE TO HANDLE AN ECONOMIC RECESSION TOP TWO BOX:  
 -REPUBLICAN: HISPANICS 39%, NON-HISPANICS 47%  
 -DEMOCRATIC: HISPANICS 38%, NON-HISPANICS 39%**

*Which political party would best be able to handle an economic recession, the Republican Party or the Democratic Party?*

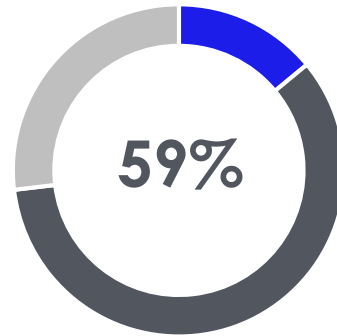


**EDUCATION**

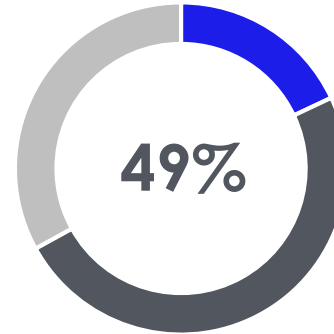
# 59% HISPANICS, 49% NON-HISPANICS BELIEVE THE COUNTRY'S K-12 PUBLIC SCHOOL SYSTEM NEEDS SIGNIFICANT REFORM

## State of the Education System

*Do you believe that the country's K-12 public school system is working well as it is, does it need significant reforms, or does it need a complete overhaul?*



**Hispanics**



**Non-Hispanics**

- It needs a complete overhaul
- It needs significant reform
- It is working well as it is

**ABOUT 60% OF RESPONDENTS AGREE THE PUBLIC SCHOOLS IN THEIR NEIGHBORHOOD ARE GOOD**  
**-ROUGHLY HALF AGREE THE FEDERAL GOVT SHOULD PAY DOWN STUDENT LOANS FOR MORE PEOPLE WHO BORROWED MONEY TO GO TO COLLEGE (HISPANICS GREATER AGREEMENT)**  
**-HISPANICS LOWER AGREEMENT MORE EMPHASIS SHOULD BE PLACED ON TRADE SCHOOLS**

**HISPANICS FAR STRONGER AGREEMENT:**

**-GIVING UNDERPERFORMING PUBLIC SCHOOLS MORE MONEY IS THE BEST WAY TO HELP THEM IMPROVE**  
**-A COLLEGE EDUCATION IS THE ONLY WAY TO A GOOD-PAYING JOB**

**ABOUT HALF OF RESPONDENTS AGREE:**

**-GIVING PARENTS CHOICES THROUGH EITHER VOUCHERS OR CHARTER SCHOOLS BEST WAY TO HELP CHILDREN IN DISTRICTS WITH POORLY PERFORMING SCHOOLS**  
**-CHARTER SCHOOLS A GOOD WAY TO PROVIDE BETTER EDUCATION OPTIONS**

*How much do you agree or disagree with each of the following statements? [Education – 1 of 2]*

Statement	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The public schools in my neighborhood are good.	62%	12%	57%	12%
More emphasis should be placed on trade schools.	56%	8%	72%	4%
The federal government should pay down student loans for more people who borrowed money to go to college.	56%	18%	48%	30%
Giving underperforming public schools more money is the best way to help them improve.	55%	18%	42%	31%
Giving parents choices in schools through either vouchers or charter schools is the best way to help children in districts with poorly performing schools.	54%	13%	58%	14%
Charter schools are a good way to provide better education options for parents and students.	54%	14%	53%	14%
A college education is the only way to a good-paying job.	53%	25%	38%	43%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)  
 Agree and Disagree above will not sum to 100%  
 Among registered voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of September 2020



**HISPANICS GREATER AGREEMENT CHARTER SCHOOLS USE MONEY THAT WOULD BE BETTER SPENT IN TRADITIONAL SCHOOLS**  
**MORE THAN 40% RESPONDENTS AGREE:**  
**-MORE MONEY NEEDS TO BE SPENT ON PUBLIC SCHOOLS EVEN IF IT MEANS RAISING TAXES SIGNIFICANTLY**  
**-CHARTER SCHOOLS ARE A GOOD WAY TO PROVIDE BETTER EDUCATION OPTIONS FOR PARENTS AND STUDENTS**

*How much do you agree or disagree with each of the following statements? [Education – 2 of 2]*

Statement	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Public universities and community colleges should be free to attend and paid for by taxpayers.	<b>53%</b>	21%	<b>44%</b>	35%
More money needs to be spent on public schools even if it means raising my taxes significantly	<b>45%</b>	28%	<b>43%</b>	30%
Charter schools use money that would be better spent in traditional public schools.	<b>44%</b>	19%	<b>42%</b>	24%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among registered voters 18+

Source: Univision political tracker in collaboration with Media Predict as of September 2020



**PUBLIC SAFETY  
POLICE REFORM  
PROTESTS**



- MAJORITY AGREE STRICTER BACKGROUND CHECKS ON THE SALE OF GUNS IS THE BEST WAY TO REDUCE GUN VIOLENCE AND ASSAULT RIFLES SHOULD BE BANNED
- HISPANICS LOWER AGREEMENT LOCAL AND STATE AUTHORITIES SHOULD COOPERATE WITH FEDERAL IMMIGRATION AUTHORITIES
- ROUGHLY 60% OF RESPONDENTS AGREE:
- STRICTER GUN CONTROL LAWS WOULD REDUCE CRIME
- I SUPPORT SECOND AMENDMENT GUN RIGHTS

How much do you agree or disagree with each of the following statements? [Public Safety]

Statement	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Stricter background checks on the sale of guns is the best way to reduce gun violence	72%	11%	72%	13%
Assault rifles should be banned	64%	13%	66%	20%
I believe that stricter gun control laws would reduce crime	64%	17%	56%	31%
I support Second Amendment gun rights	60%	16%	66%	13%
Local and State authorities should cooperate with federal immigration authorities	53%	22%	69%	10%
Crime is getting worse in my neighborhood	37%	30%	34%	41%
I feel less safe in my neighborhood than I did a year ago	37%	31%	31%	43%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among registered voters 18+

Source: Univision political tracker in collaboration with Media Predict as of September 2020



**-MAJORITY OF RESPONDENTS AGREE THE POLICE MAKE THEIR NEIGHBORHOOD SAFER, TRUST THE POLICE IN THEIR NEIGHBORHOOD, DO A GOOD JOB, LESS POLICE WOULD CAUSE CRIME TO GO UP SIGNIFICANTLY (NON-HISPANICS HIGHER)**

**-OVER 50% RESPONDENTS AGREE THE CRIMINAL JUSTICE SYSTEM IN THE US TREATS MINORITIES UNFAIRLY; HISPANICS LESS LIKELY TO AGREE POLICE IN THE US GENERALLY TREAT MINORITIES FAIRLY**

**RESPONDENTS DISAGREE:**

**-MY LOCAL GOVT SHOULD SIGNIFICANTLY REDUCE RESOURCES FOR POLICE AND USE MONEY FOR OTHER PURPOSES**

**-MY LOCAL GOVT SHOULD COMPLETELY DEFUND THE POLICE**

*How much do you agree or disagree with each of the following statements? [Police Reform]*

Statement	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The police make my neighborhood safer	66%	9%	78%	6%
I trust the police in my neighborhood	62%	13%	76%	10%
My local police do a good job	61%	12%	76%	10%
Less police in my neighborhood would cause crime to go up significantly	60%	12%	65%	15%
The criminal justice system in the United States treats minorities unfairly	53%	19%	51%	28%
I believe that police in the United States generally treat minorities fairly	44%	31%	56%	26%
My local government should significantly reduce the resources for police and use the money for other purposes	30%	48%	27%	53%
My local government should completely defund the police	24%	45%	20%	64%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

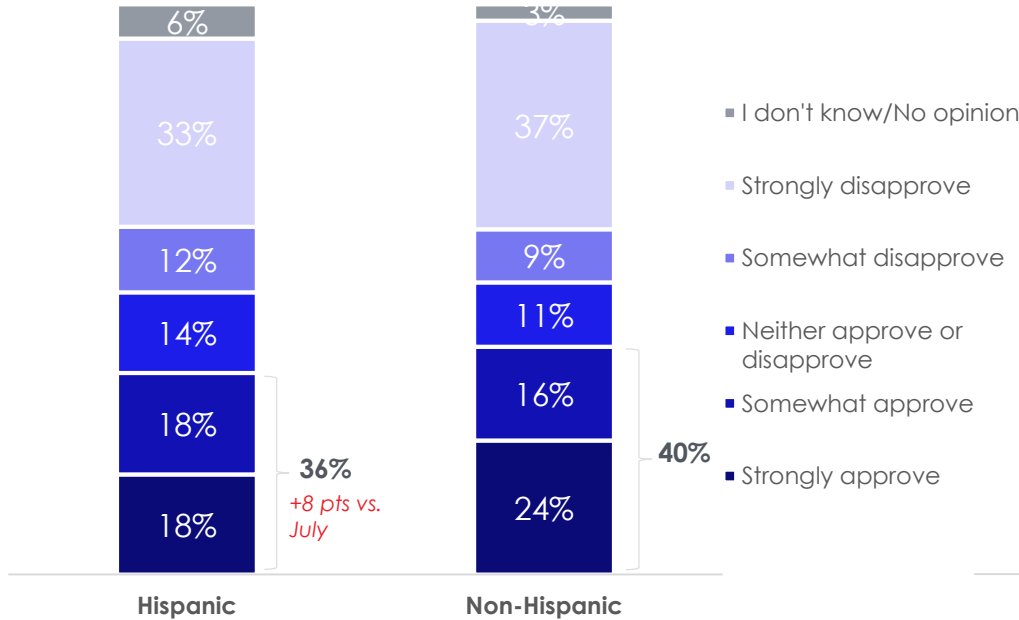
Among registered voters 18+

Source: Univision political tracker in collaboration with Media Predict as of September 2020

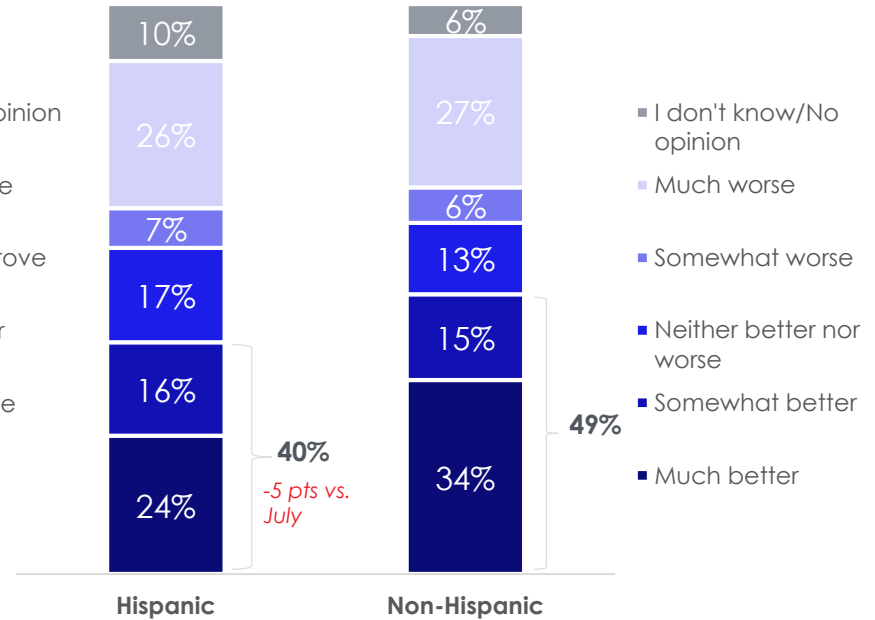


**TRUMP APPROVE HANDLING OF PROTEST TOP TWO BOX:  
STRONGLY/SOMEWHAT APPROVE: HISPANICS 36%, NON-HISPANICS 40%**  
**BIDEN HANDLING OF PROTESTS BETTER OR WORSE TOP TWO BOX:  
SOMEWHAT/MUCH BETTER: 40% HISPANICS, NON-HISPANICS 49%**

**Trump Handling of Protests**  
All Respondents

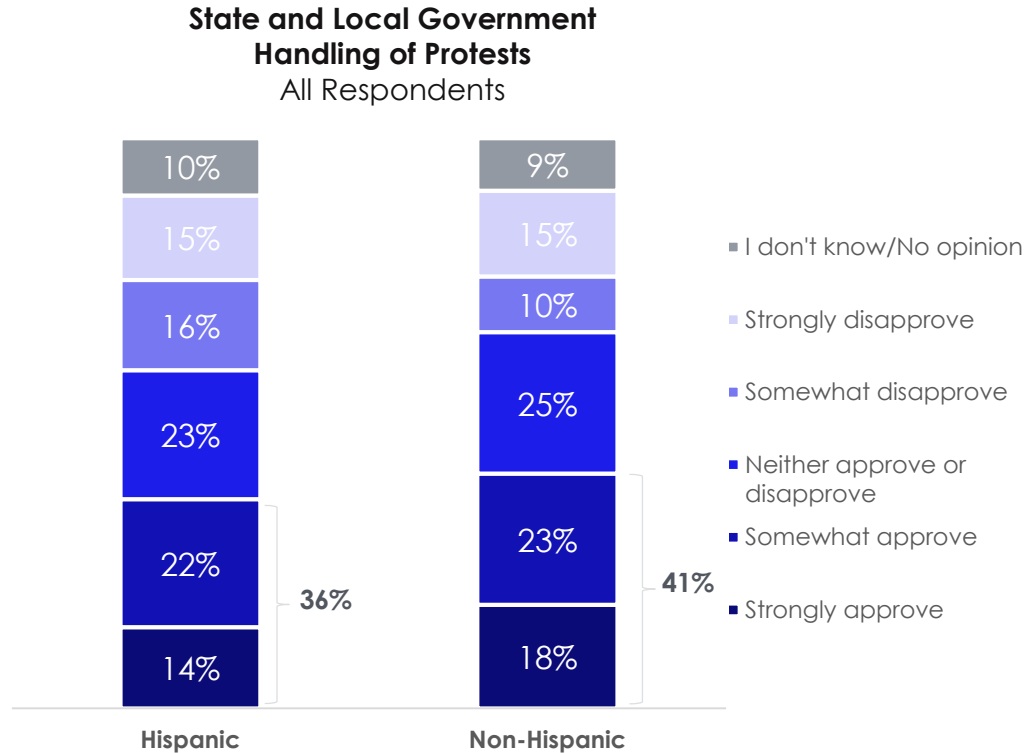


**Biden Handling of Protests Better or Worse**  
All Respondents



Among registered voters 18+  
Source: Univision political tracker in collaboration with Media Predict as of September 2020

# STATE AND LOCAL GOVT HANDLING OF PROTESTS TOP TWO BOX: STRONGLY/SOMEWHAT APPROVE HISPANICS 36%, NON-HISPANICS 41%



Among registered voters 18+  
Source: Univision political tracker in collaboration with Media Predict as of September 2020

**MAJORITY OF RESPONDENTS AGREE (NON-HISPANICS HIGHER):**

- THE PEOPLE THAT HAVE BEEN LOOTING AND DAMAGING PROPERTY SHOULD BE ARRESTED AND PROSECUTED, LOOTING AND DESTRUCTION OF PROPERTY SHOULD HAVE BEEN STOPPED IMMEDIATELY
- I AM VERY CONCERNED/HAVE BECOME MORE CONCERNED OVER THE PAST FEW WEEKS ABOUT THE VIOLENCE AND LOOTING THAT IS OCCURRING IN SOME AMERICAN CITIES
- ABOUT 70% OF RESPONDENTS APPROVE OF THE NON-VIOLENT PROTESTS THAT STARTED AFTER THE DEATH OF GEORGE FLOYD
- HISPANICS LESS AGREEMENT NATIONAL GUARD; US ARMED FORCES SHOULD BE CALLED IN TO HELP LOCAL LAW ENFORCEMENT

How much do you agree or disagree with each of the following statements? **[Race Relations]**

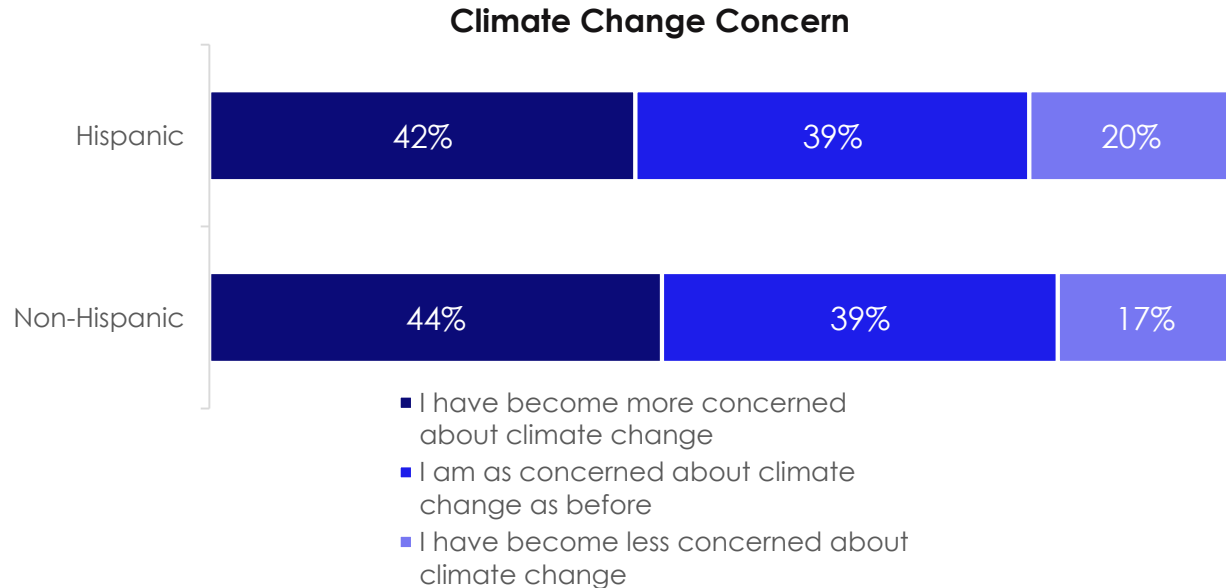
Statement	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The people that have been looting and damaging property should be arrested and prosecuted	79%	4%	86%	3%
I am very concerned about the violence and looting that is occurring in some American cities	76%	6%	82%	7%
The looting and destruction of property during the protests should have been stopped immediately	74%	8%	86%	4%
I have become more concerned over the past few weeks about the violence and looting that is occurring in some American cities	73%	6%	76%	9%
I believe that organized outside groups have been mostly responsible for the violence and damage to property during the protests	67%	11%	72%	7%
I approve of the non-violent protests that started after the death of George Floyd in June 2020	66%	9%	69%	14%
If necessary, the national guard should be called in to help local law enforcement	65%	13%	73%	12%
If necessary, the United States Armed Forces should be called in to help local law enforcement	54%	21%	58%	25%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)  
 Agree and Disagree above will not sum to 100%  
 Among registered voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of September 2020

**CLIMATE CHANGE**

# OVER THE PAST YEAR OR SO, 42% OF HISPANICS AND 44% OF NON-HISPANICS HAVE BECOME MORE CONCERNED ABOUT CLIMATE CHANGE

*On the issue of climate change, over the past year or so have you become more concerned about this issue, less concerned about it, or about the same as before?*



**-MAYORITY OF RESPONDENTS AGREE CLIMATE CHANGE IS A RESULT OF HUMAN ACTIVITY AND A BIG THREAT TO PLANET**  
**-ABOUT HALF AGREE ACTION SHOULD BE TAKEN EVEN IF IT MEANS SIGNIFICANT INCREASE IN MY TAXES**

How much do you agree or disagree with each of the following statements? **[Climate Change]**

Statement	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Climate change is a result of human activity.	<b>77%</b>	9%	<b>70%</b>	15%
Climate change is a very big threat to the planet.	<b>75%</b>	10%	<b>70%</b>	16%
Action should be taken on the environment even if it means a significant increase in my taxes.	<b>55%</b>	20%	<b>49%</b>	31%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among registered voters 18+

Source: Univision political tracker in collaboration with Media Predict as of September 2020





**IMMIGRATION**

- ABOUT 60% OF RESPONDENTS AGREE WE SHOULD PROVIDE A PATHWAY TO LEGAL STATUS FOR UNDOCUMENTED IMMIGRANTS WHO HAVE BEEN IN THE US AND NOT COMMITTED A SERIOUS CRIME
- OVER HALF OF RESPONDENTS AGREE WE SHOULD REFORM IMMIGRATION LAWS TO GIVE HIGHER PRIORITY TO PEOPLE WITH NEEDED SKILLS AND EDUCATION
- OVER 50% AGREE WE SHOULD INCREASE RESOURCES DEDICATED TO MANAGING THE SITUATION AT THE SOUTHERN BORDER OF THE U.S AND THERE ARE TOO MANY UNDOCUMENTED IMMIGRANTS CROSSING THE BORDER INTO THE UNITED STATES (GREATER AGREEMENT NON-HISPANICS)
- HISPANICS FAR GREATER AGREEMENT THAT GOVERNMENT BENEFITS, LIKE HEALTHCARE, SHOULD BE PROVIDED TO UNDOCUMENTED IMMIGRANTS FREE OF COST
- RESPONDENTS DISAGREE THAT IT SHOULD NOT BE A CRIME TO CROSS THE BORDER ILLEGALLY

How much do you agree or disagree with each of the following statements? [Immigration]

Statement	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
We should provide a pathway to legal status (including citizenship) for undocumented immigrants who have been in the U.S. and have not committed a serious crime.	64%	9%	60%	17%
We should reform immigration laws to give higher priority to people with needed skills and education.	58%	13%	54%	12%
I think that we should increase resources dedicated to managing the situation at the southern border of the U.S.	53%	14%	61%	13%
There are too many undocumented immigrants crossing the border into the United States.	53%	17%	65%	13%
I support the existence of sanctuary cities even if it means a loss of some federal funding	40%	23%	33%	37%
Government benefits, like healthcare, should be provided to undocumented immigrants free of cost.	37%	36%	23%	57%
It should not be a crime to cross the border illegally.	34%	41%	30%	50%

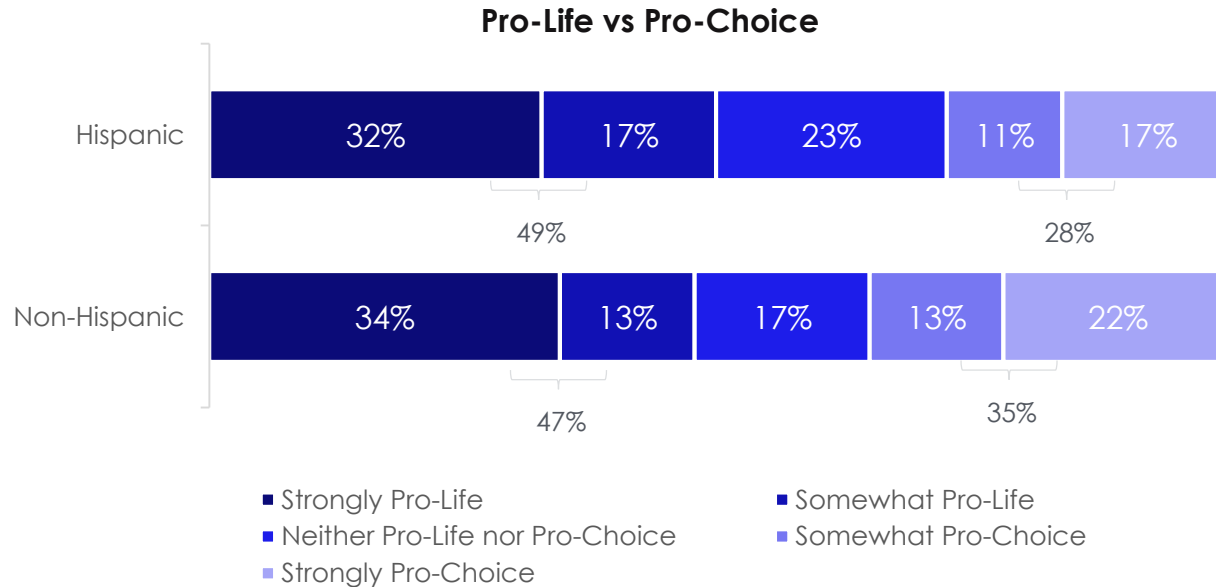
5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)  
 Agree and Disagree above will not sum to 100%  
 Among registered voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of September 2020



**PRO LIFE OR PRO CHOICE**

**-49% HISPANICS STRONGLY/SOMEWHAT PRO-LIFE, 28% STRONGLY/SOMEWHAT PRO-CHOICE**  
**-47% NON-HISPANICS STRONGLY/SOMEWHAT PRO-LIFE, 35% STRONGLY/SOMEWHAT PRO-CHOICE**

*On the issue of abortion, do you consider yourself to be Pro-Life or Pro-Choice?*

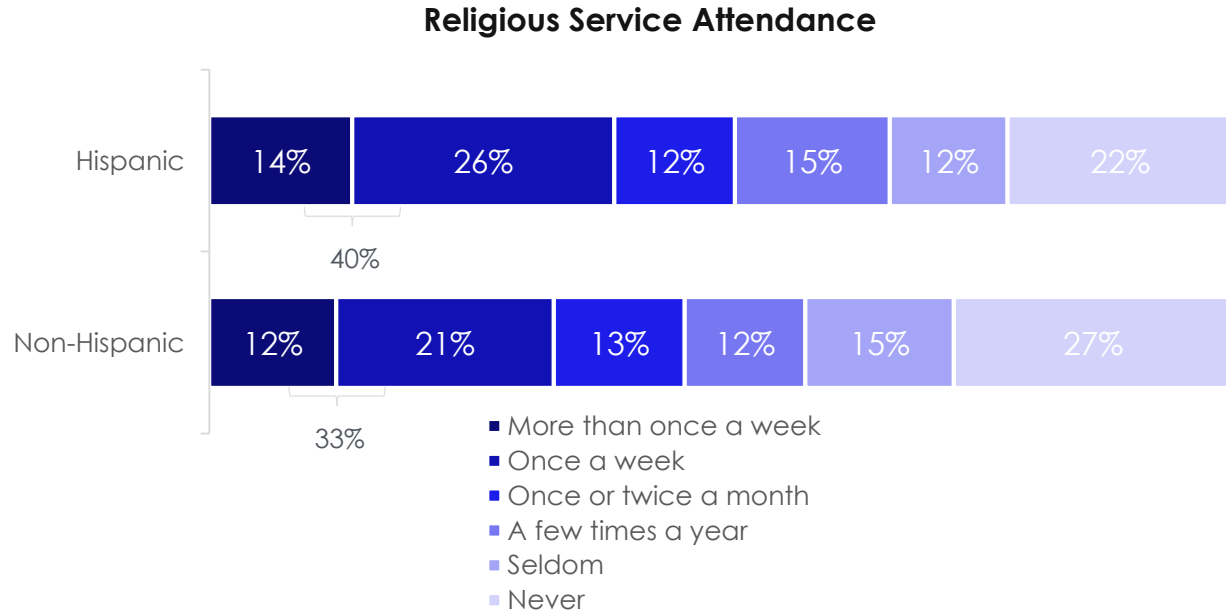


Among registered voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of September 2020

# RELIGIOUS SERVICE ATTENDANCE

# BEFORE PANDEMIC: 40% OF HISPANICS, 33% NON-HISPANICS ATTENDED RELIGIOUS SERVICE ONCE A WEEK OR MORE

To the best of your recollection, how often did you attend religious services before the coronavirus pandemic began?





**THANK YOU**