

Austin's Hispanic Community

Austin Hispanics
Are
YOUNGER

38 Hispanic
median age
vs 46 for Non-Hispanic

Lower Hispanic
Median Household
Income

\$87,283K
vs \$103,099K for
Non-Hispanic

Larger Hispanic
Households

3.9 Median
Persons per HH
vs 2.9 for Non-Hispanic

More Likely to
Have Children in
Household

52% Kids <18
in HH
vs 34% for Non-Hispanic

More Likely
Renting Their
Homes

36% Rent
where they live
vs 28% for Non-Hispanic

TU & Media Predict 2024 Presidential Tracker

Austin
April 2024

Televisa
Univision

Consumer
Strategy & Insights

MEDIA
PREDICT



Objectives

- Measure current landscape of the 2024 Primary and General Elections
- Assess voter sentiment towards current candidates and government bodies
- Understand key issues and their degree of importance as motivators to vote
- Compare and contrast Hispanic and Non-Hispanic voters

Methodology

- Online survey of 564 likely voters ages 18+

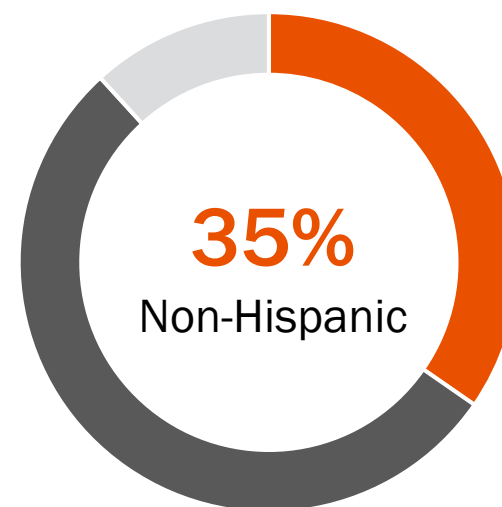
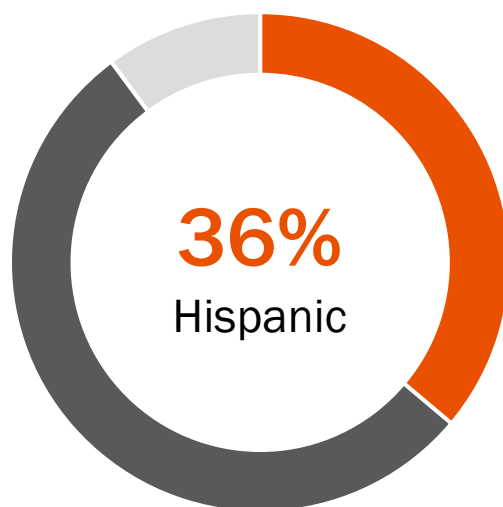
<p><u>A18+</u></p> <p>207 Hispanic (143 SpanDom/Bilingual)</p> <p>357 Non-Hispanic</p>
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- In field 4/10/2024 – 5/1/2024
- Weighted to the registered voter universe by age, gender, education, and political party affiliation. Results from full survey have a margin of error of plus or minus 7.0% for Hispanics and 5.3% for Non-Hispanics.
- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

Only 36% of Hispanics Believe U.S. is Headed in the Right Direction

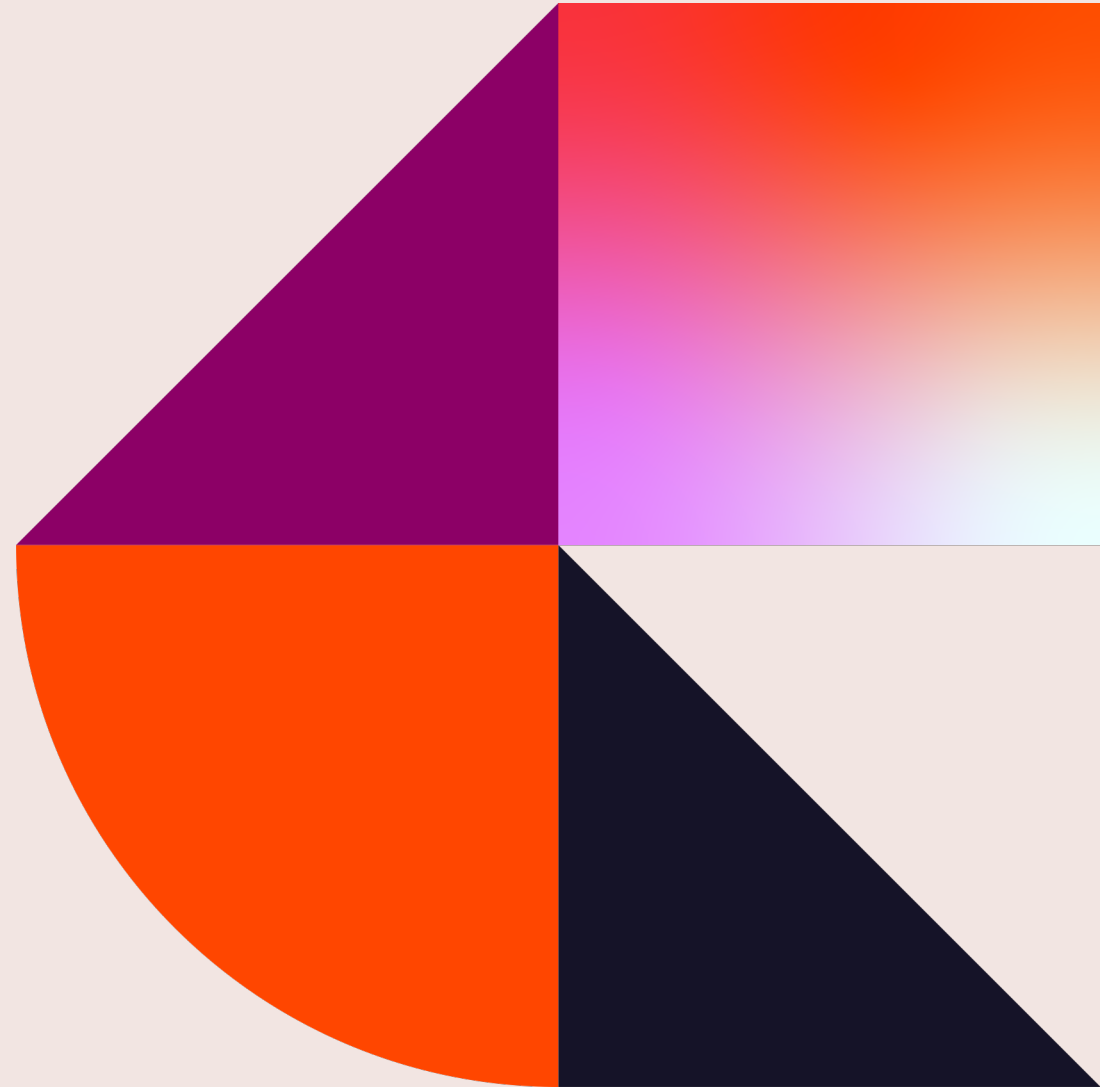
In general, do you believe that the United States is headed in the right direction, or has it gone off on the wrong track?

US Right or Wrong Track



- Right direction
- Wrong track
- Unsure/I don't know

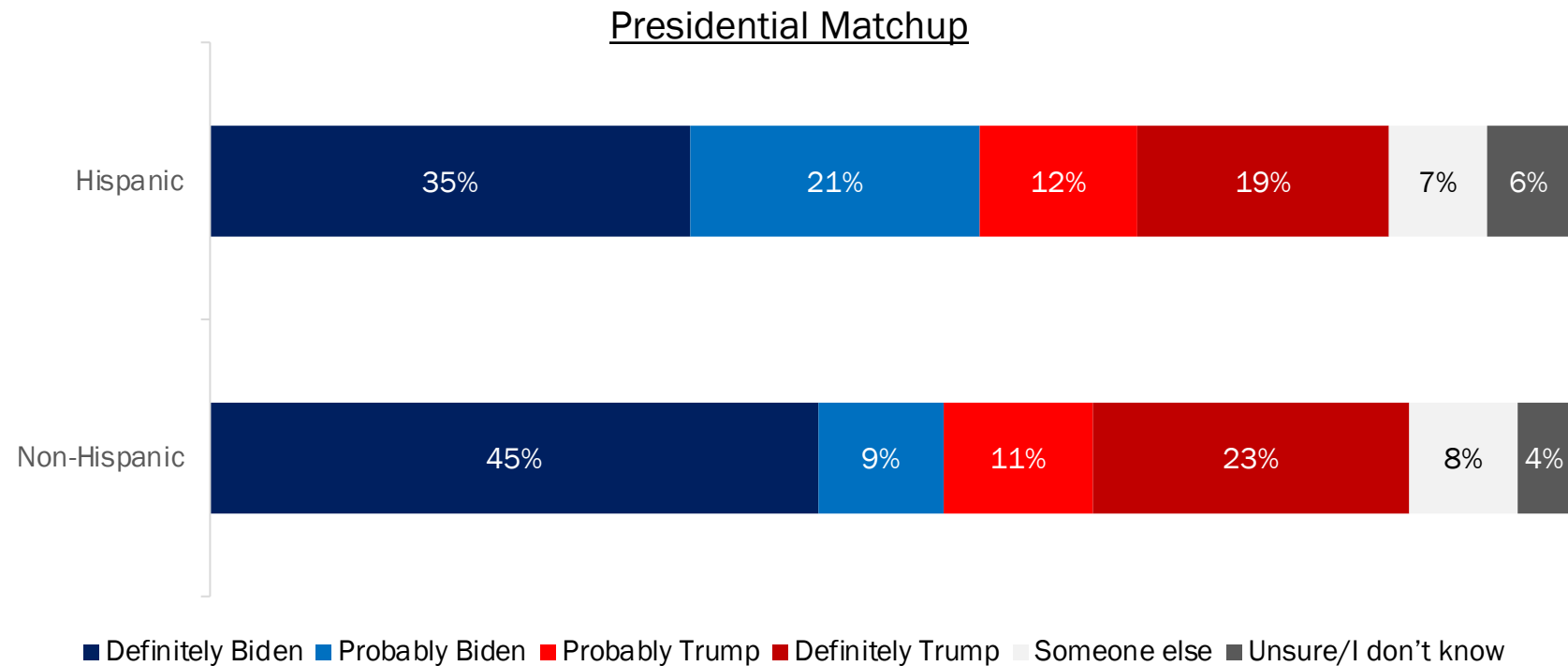
General Election Polling



Matchup: Biden vs Trump

- JOE BIDEN LEADS AMONG HISPANICS, LOWER THAN NON-HISPANICS
- 39% OF HISPANICS UP FOR GRABS (33% NOT DEFINITE, 6% UNSURE)

If the 2024 election for president were being held today, and the candidates were Donald Trump (Republican) & Joe Biden (Democrat), for whom would you vote?

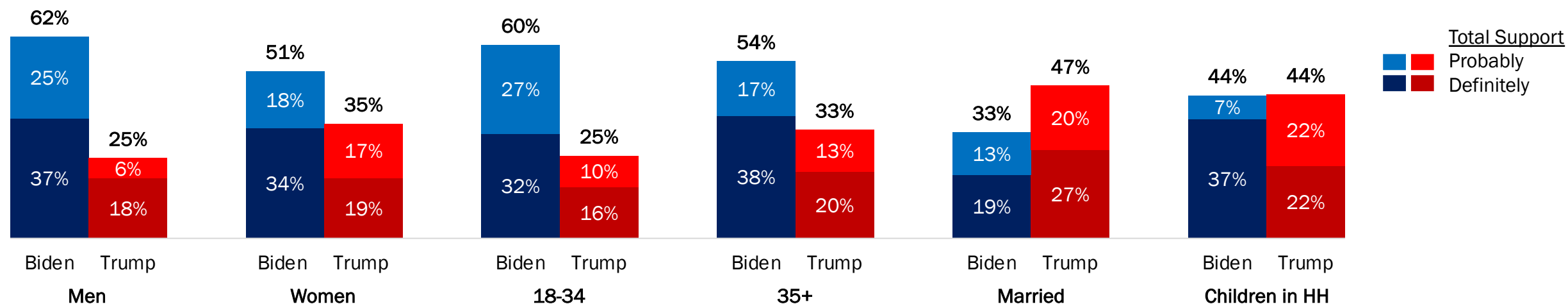


Candidate Support Among Hispanics

- TRUMP'S STRONGEST SUPPORT AMONG MARRIED RESPONDENTS
- BIDEN'S STRONGEST SUPPORT AMONG MEN

If the 2024 election for president were being held today, and the candidates were Donald Trump (Republican) & Joe Biden (Democrat), for whom would you vote?

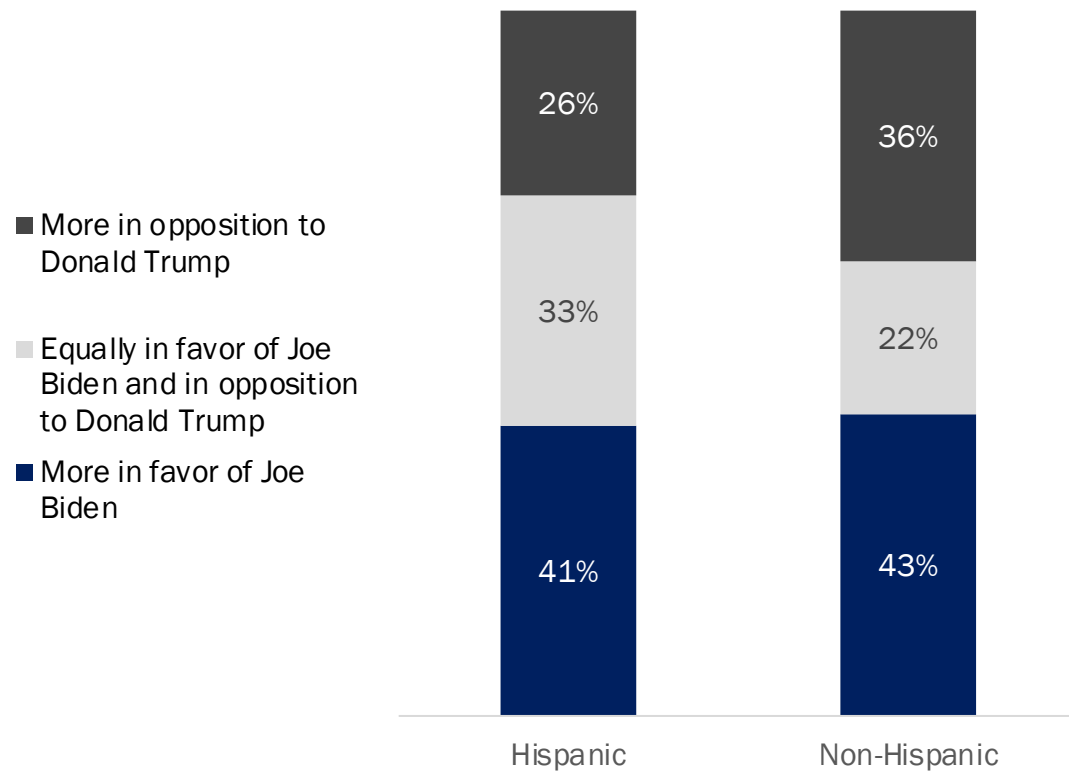
Presidential Matchup



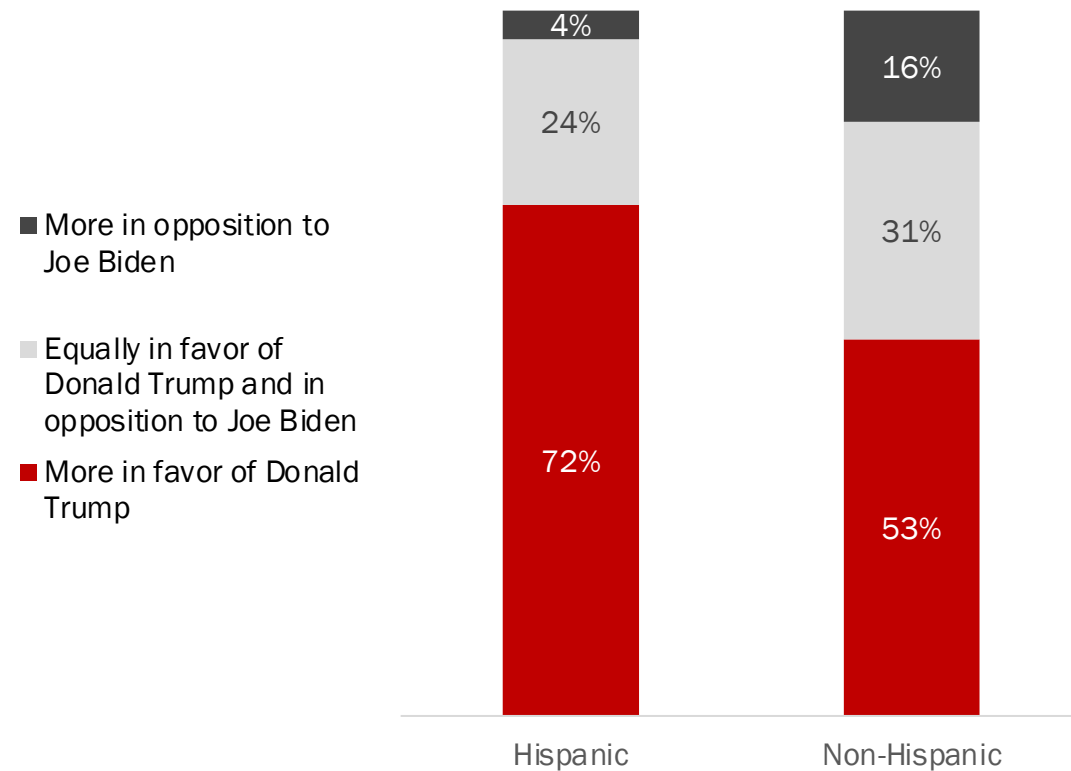
Trump Voters Are More Enthusiastic

You indicated that you probably or definitely intend to vote for [candidate] for President. Is that vote more in favor of [candidate] or more in opposition to [opposition candidate]?

Voting Biden: Favor Biden or Oppose Trump

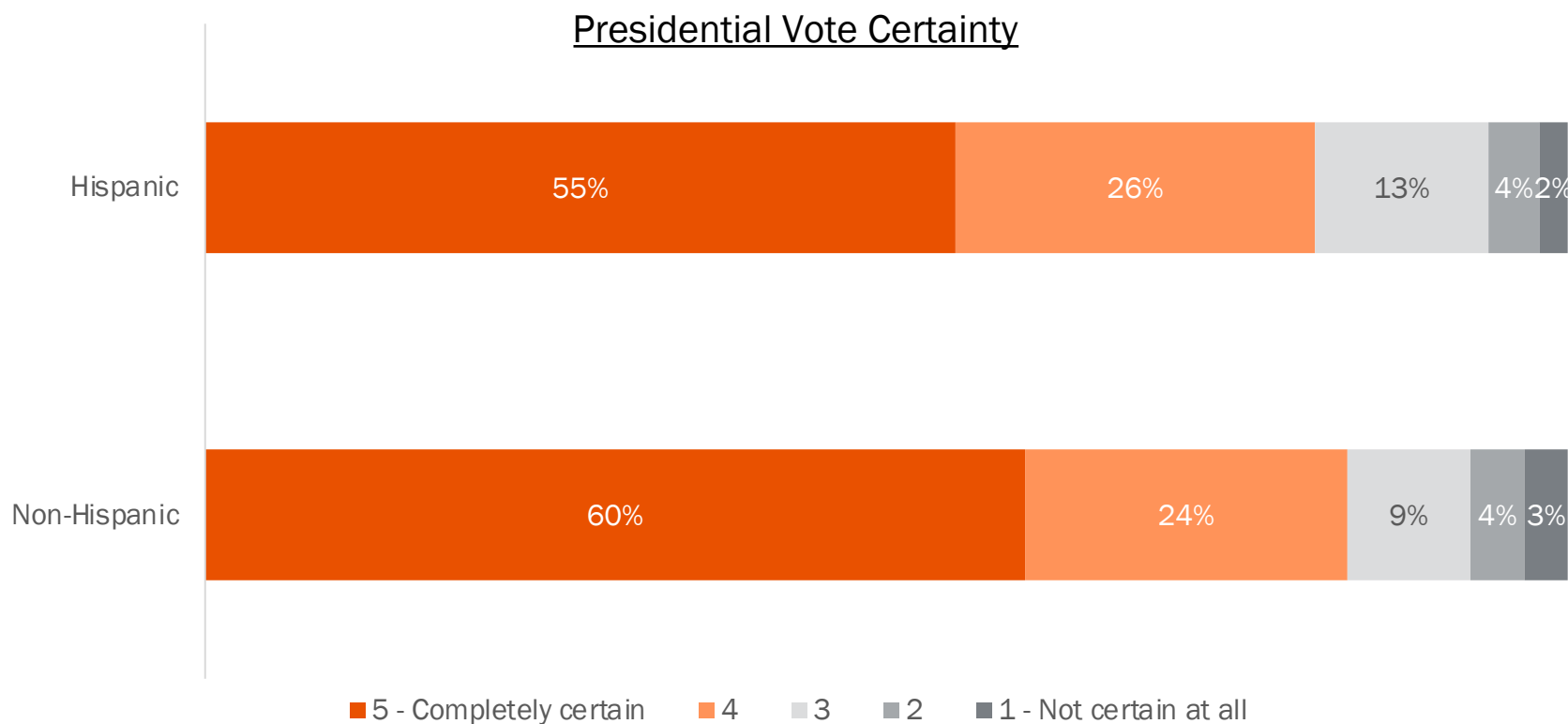


Voting Trump: Favor Trump or Oppose Biden



45% of Hispanics Not Completely Certain About Their Vote for President

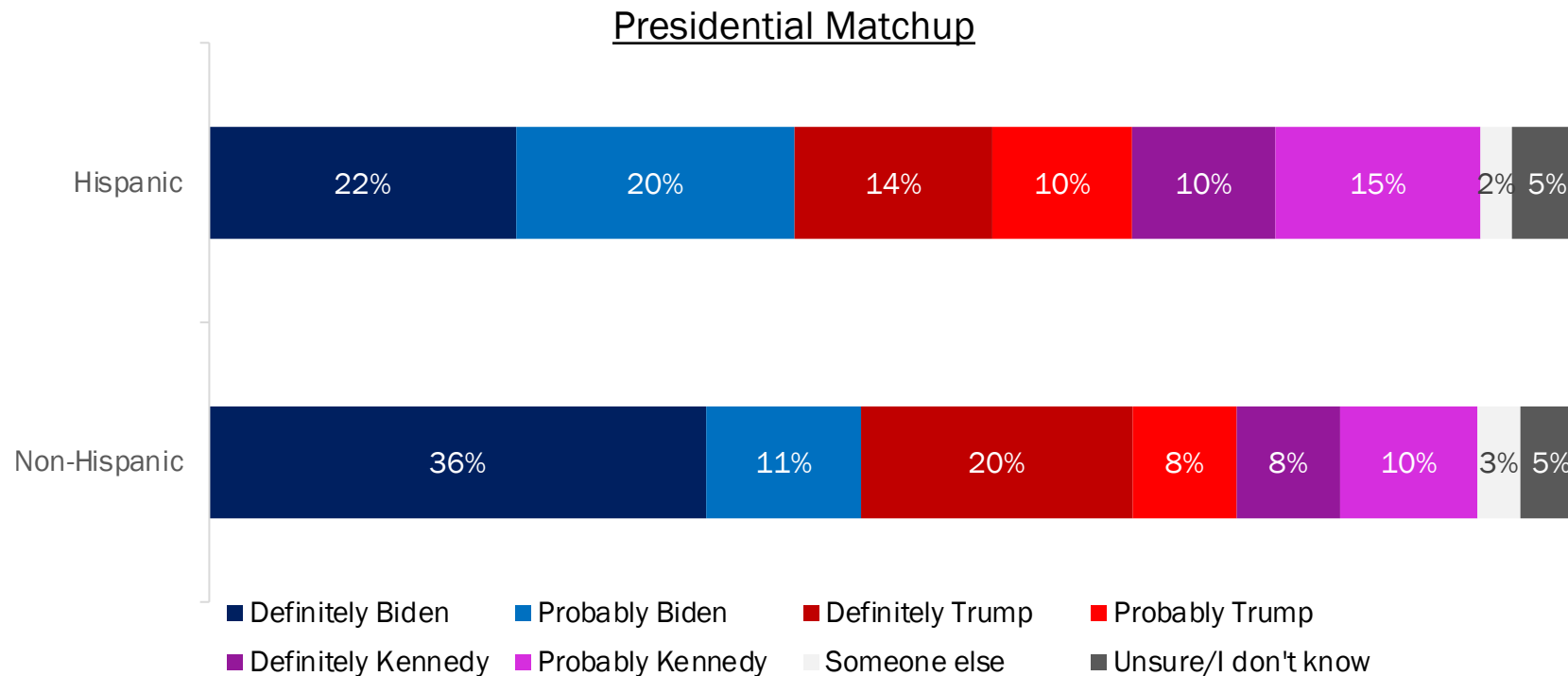
How certain are you that this is the right choice of candidate for you?



Matchup: Biden vs Trump vs Kennedy

- JOE BIDEN LEADS AMONG HISPANICS, LOWER THAN NON-HISPANICS
- KENNEDY PERFORMS HIGHER AMONG HISPANICS THAN NON-HISPANICS
- 50% OF HISPANICS UP FOR GRABS (45% NOT DEFINITE, 5% UNSURE)

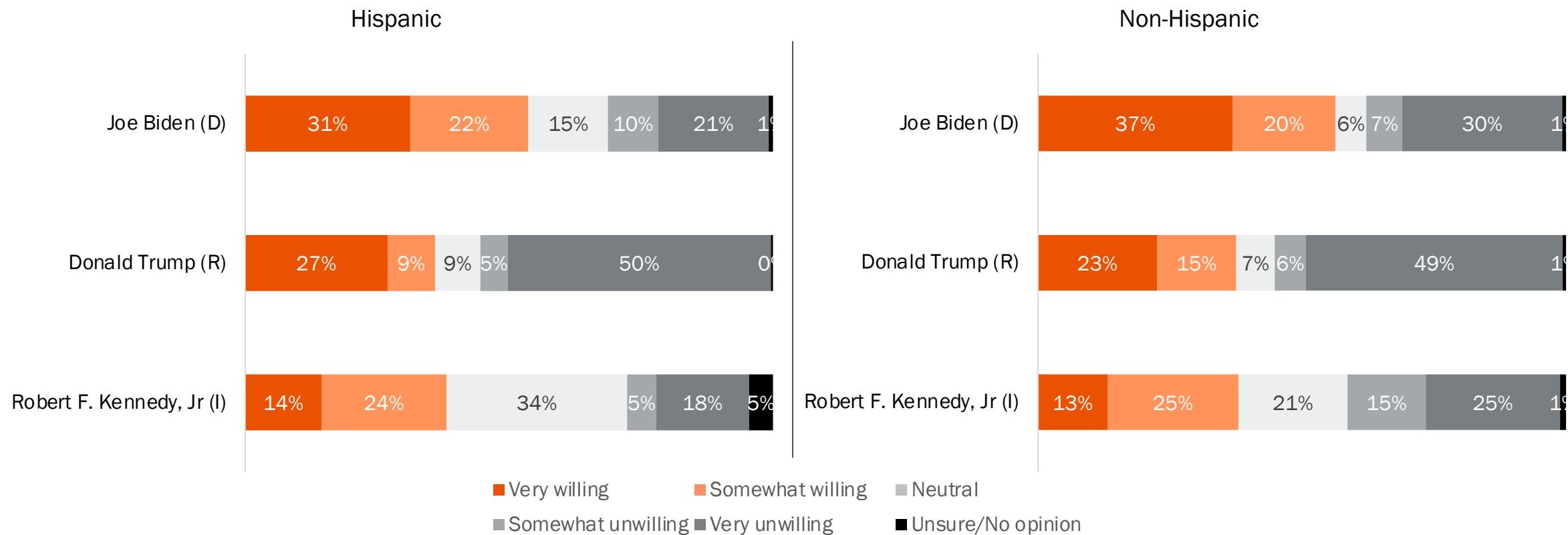
If the election for President were being held today, and the candidates were Joe Biden (D), Robert F. Kennedy, Jr (I), and Donald Trump (R) for whom would you vote?



Willingness to Vote for Candidates in General Election

For the candidates listed below, please indicate how willing or unwilling you would be to vote for them in the general election.

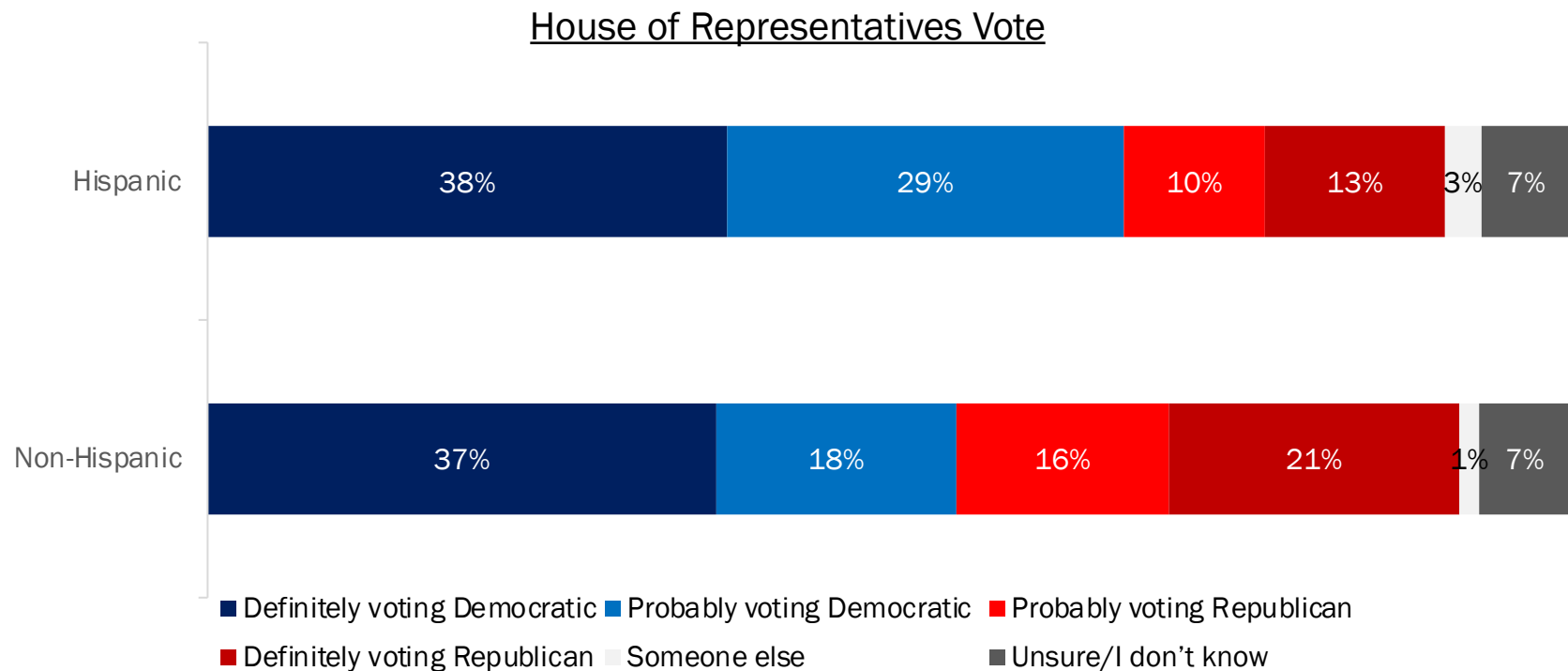
Candidate Vote Willingness



House of Representatives Preference

- DEMOCRATS FAVORED BY HISPANICS, HIGHER THAN NON-HISPANICS
- 46% OF HISPANICS UP FOR GRABS (39% NOT DEFINITE, 7% UNSURE)

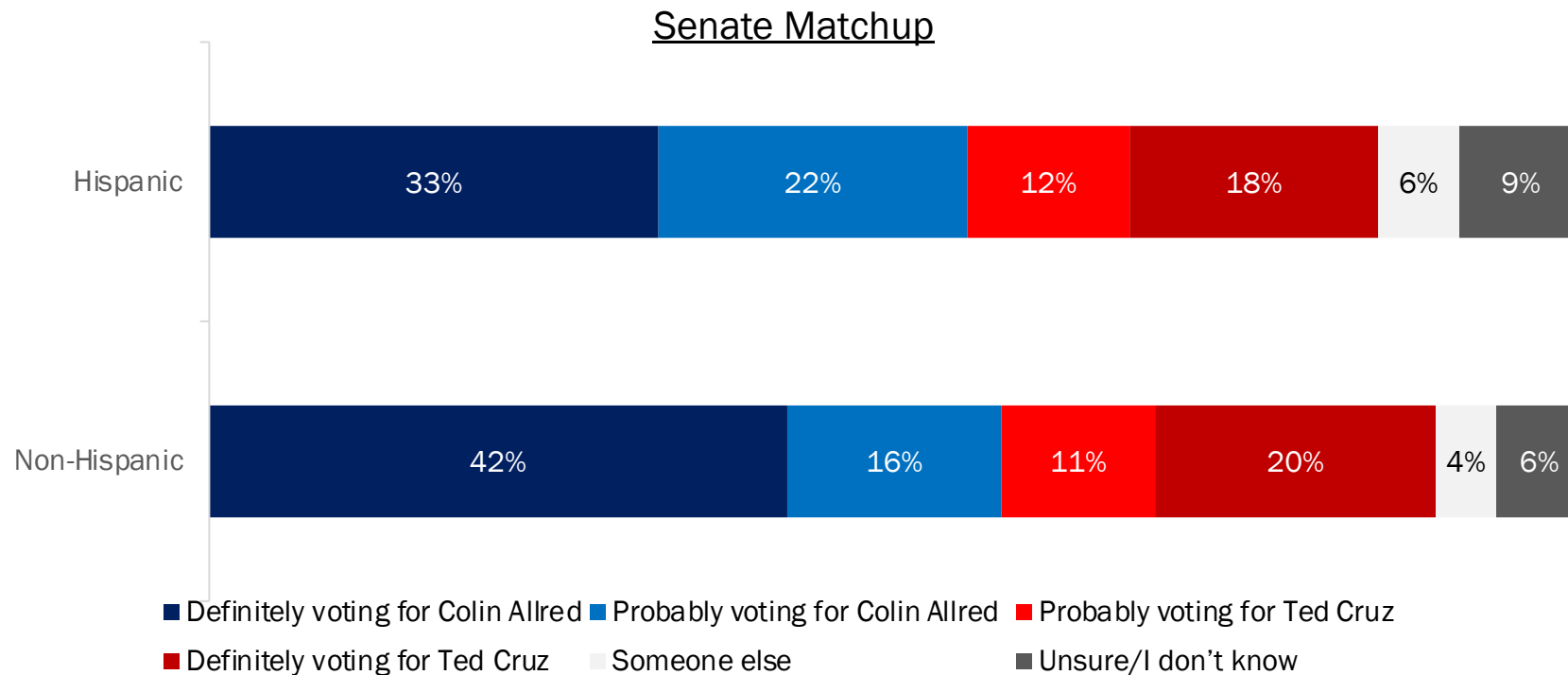
If the election for the United States House of Representatives were held today, which party's candidate would you vote for?



Matchup: Allred vs Cruz

- COLIN ALLRED LEADS AMONG HISPANICS, LOWER THAN NON-HISPANICS
- 43% OF HISPANICS UP FOR GRABS (34% NOT DEFINITE, 9% UNSURE)

If the 2024 election for United States Senator from Texas were being held today, and the candidates were Colin Allred (Democrat) & Ted Cruz (Republican), for whom would you vote?

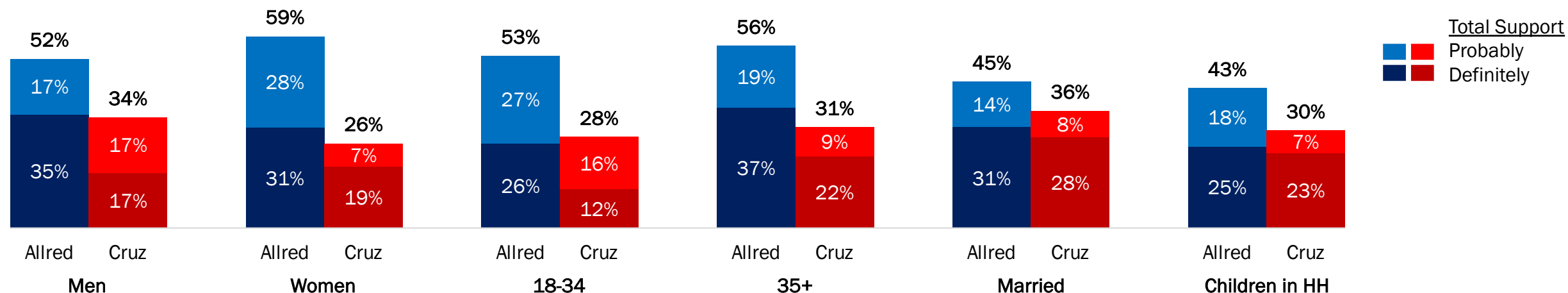


Candidate Support Among Hispanics

- CRUZ'S STRONGEST SUPPORT AMONG MARRIED RESPONDENTS
- ALLRED'S STRONGEST SUPPORT AMONG WOMEN

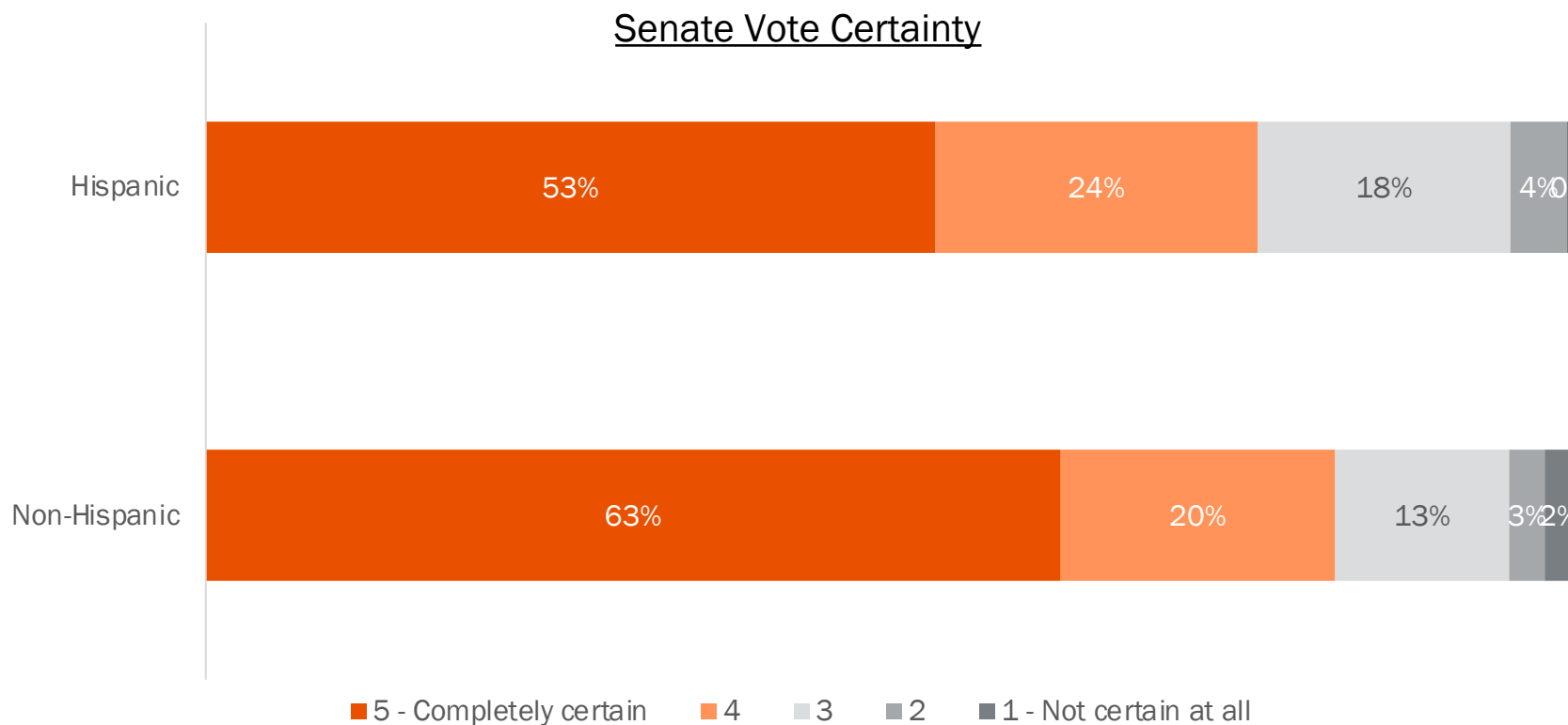
If the 2024 election for United States Senator from Texas were being held today, and the candidates were Colin Allred (Democrat) & Ted Cruz (Republican), for whom would you vote?

Senate Matchup



47% of Hispanics Not Completely Certain About Their Vote for Senator

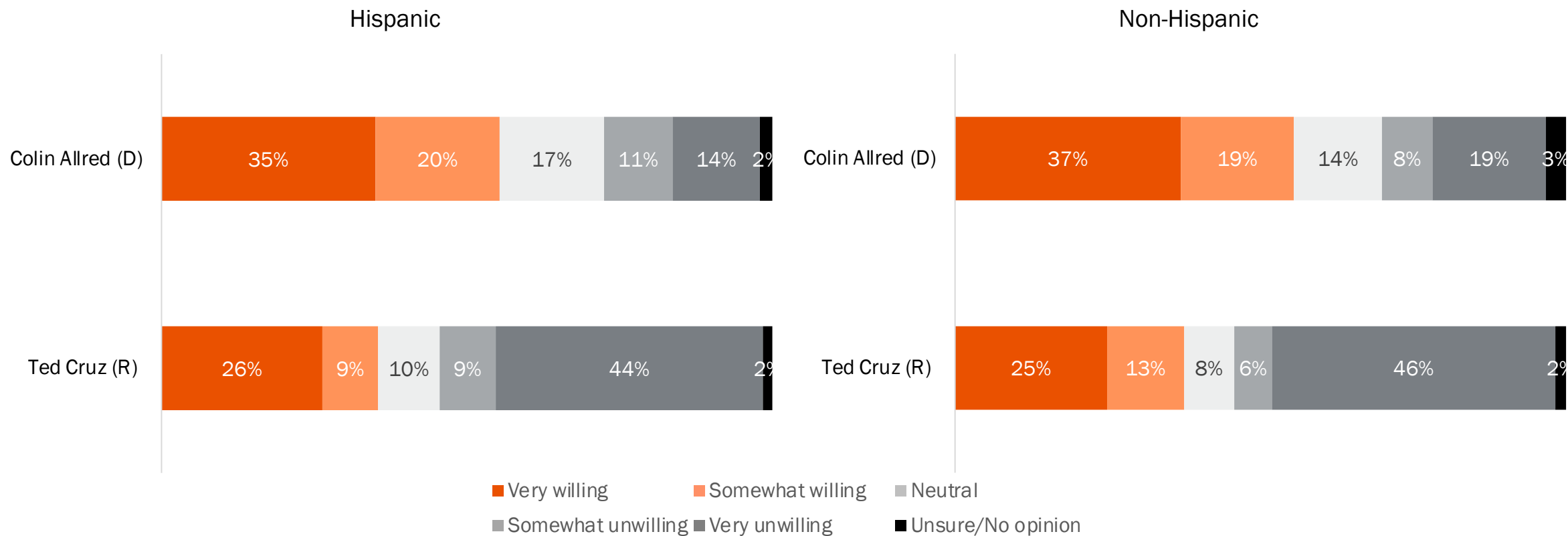
How certain are you that this is the right choice of candidate for you?



Willingness to Vote for Candidates in General Election

For the candidates listed below, please indicate how willing or unwilling you would be to vote for them in the general election.

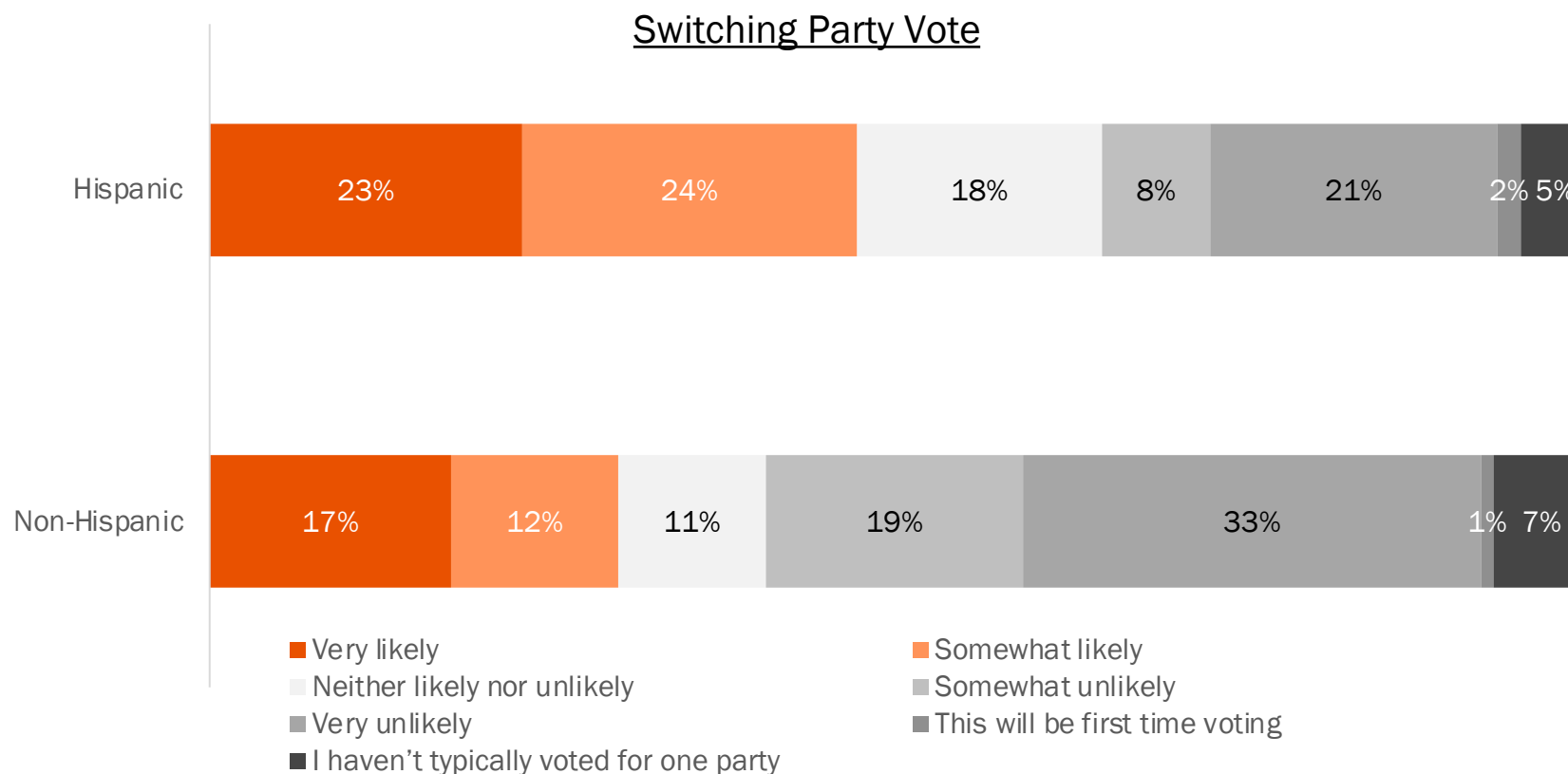
Senate Willingness



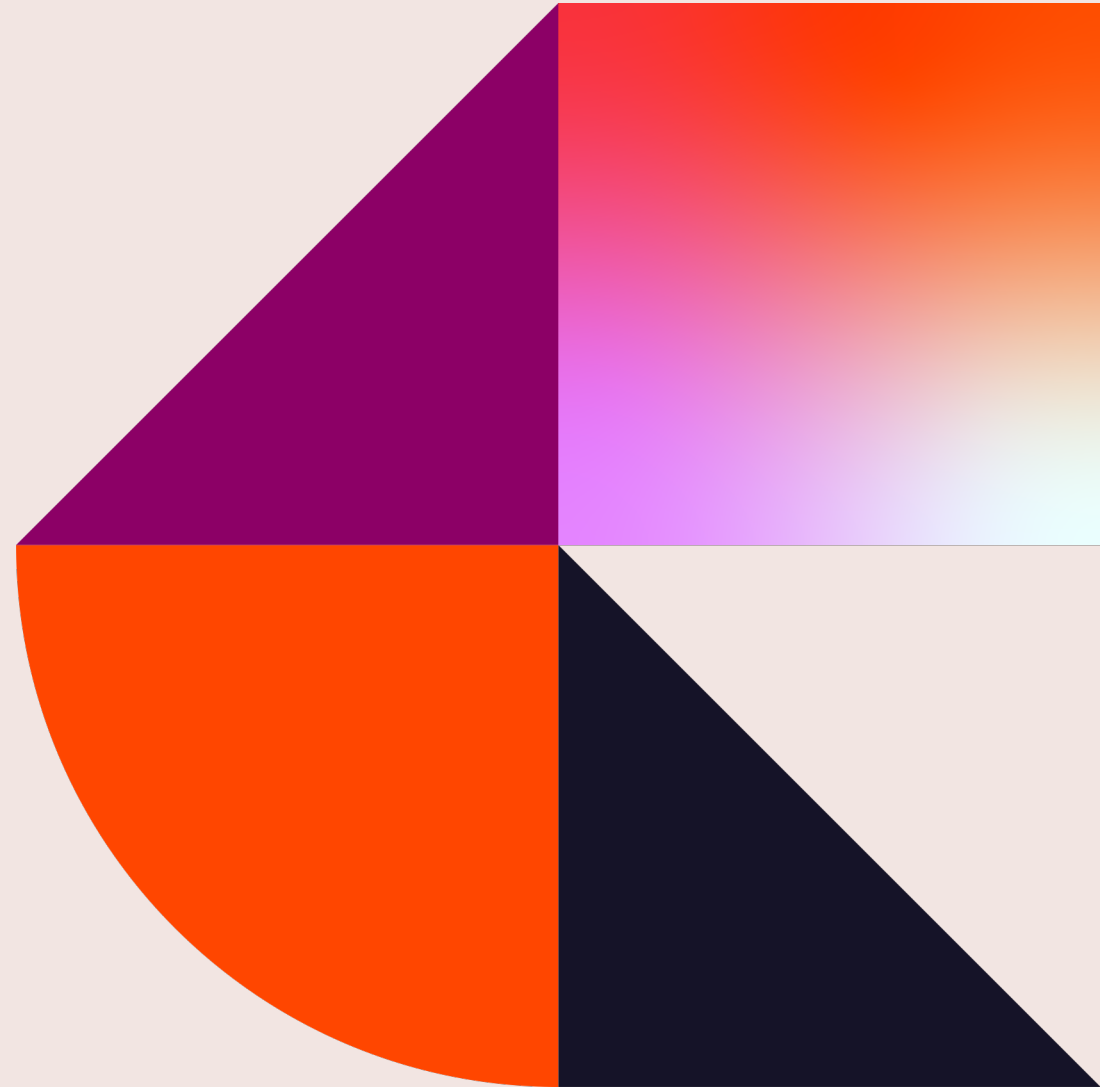
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of April 2024

Hispanics More Likely than Non-Hispanics to be Crossover Voters This Election (47% vs 29%)

In the upcoming general election in November, how likely or unlikely are you to vote for a candidate from a political party that you typically have not voted for in the past?



Favorability & Job Approval

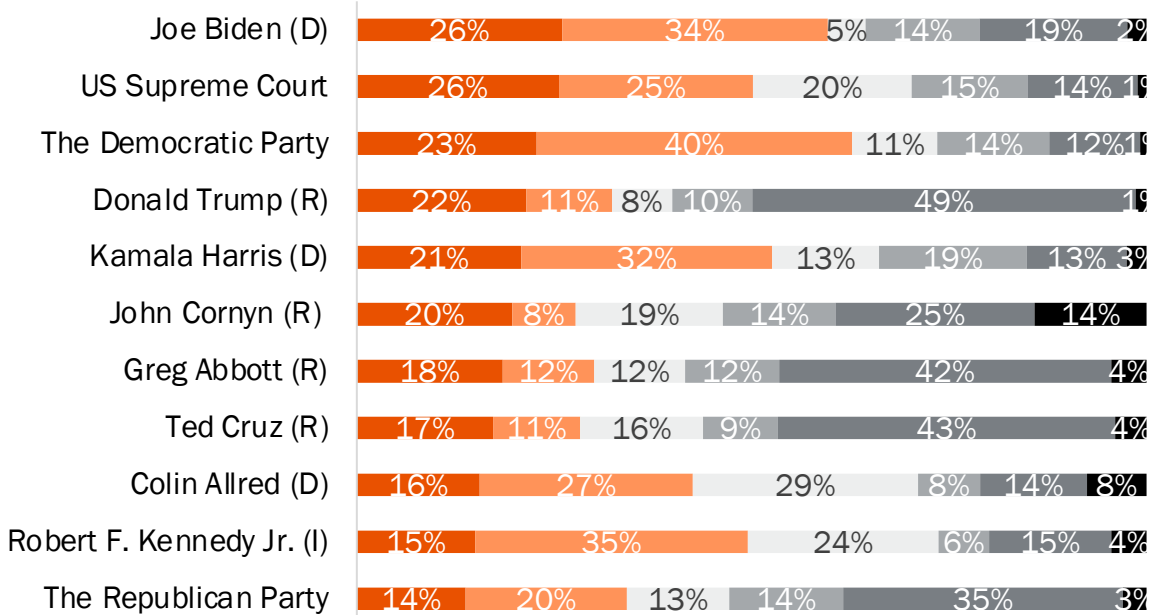


Favorability

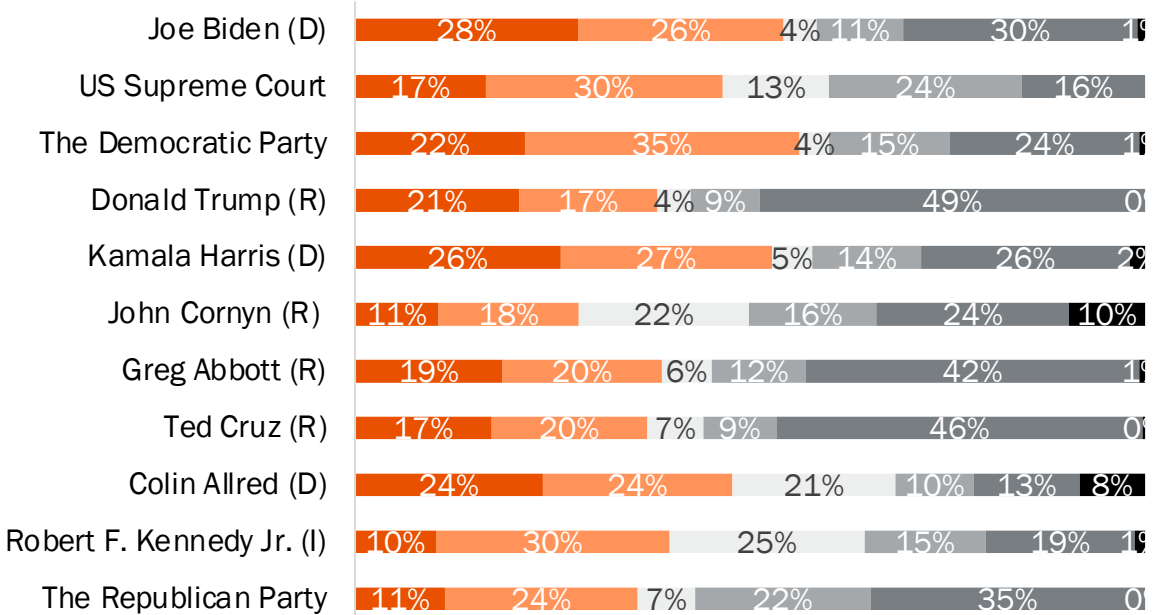
For each individual or institution listed below, please indicate if you have a favorable or unfavorable opinion of them.

Favorability

Hispanic



Non-Hispanic



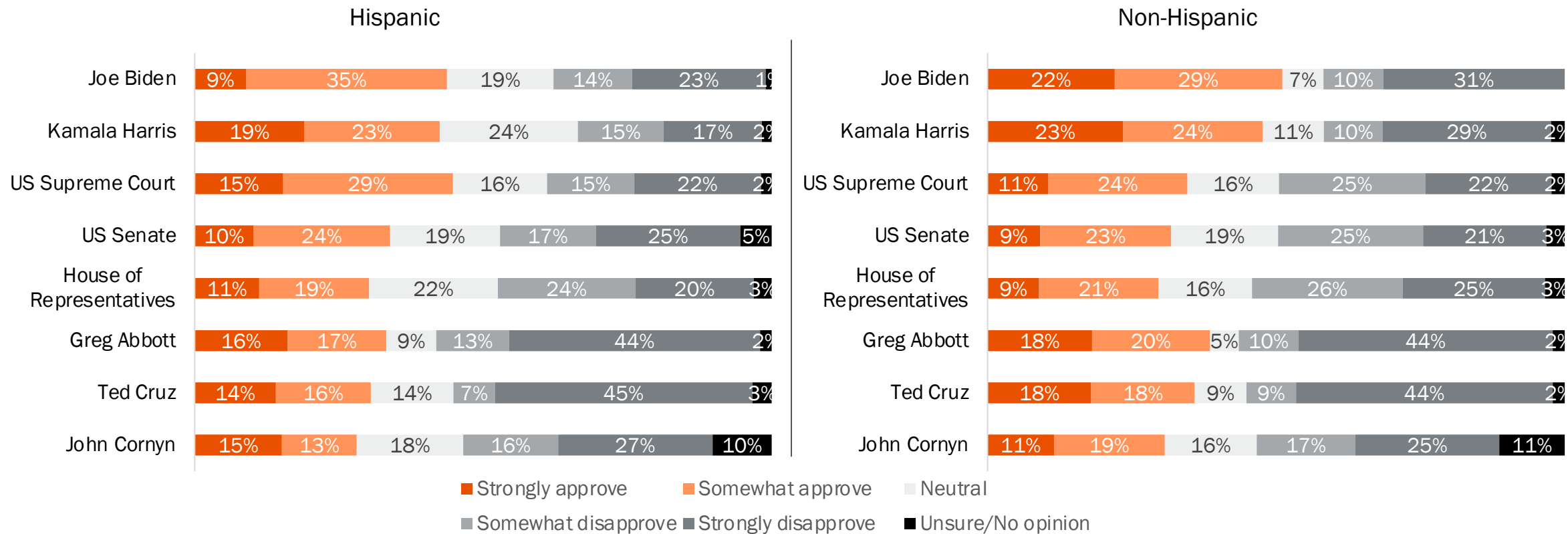
■ Strongly favorable
 ■ Somewhat favorable
 ■ Heard of, no opinion
 ■ Somewhat unfavorable
 ■ Strongly unfavorable
 ■ Have not heard of

Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of April 2024

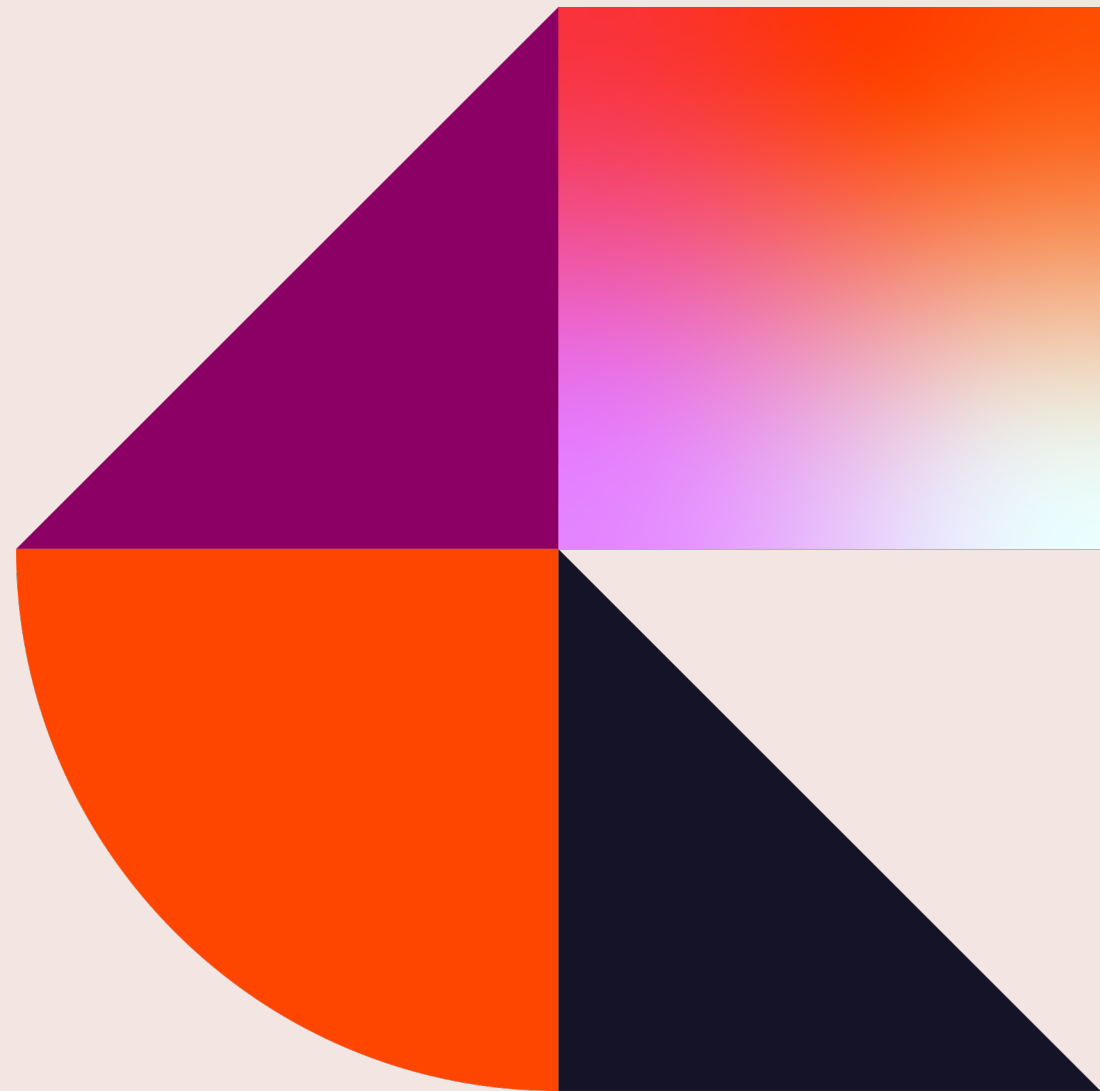
Job Approval

Do you approve or disapprove of the way [x] is handling their job?

Job Approval



The Issues



Cost of Living, Education, Inflation, Top Issues for Hispanic Voters

Thinking about the issues, how important are the following issues to you?

Issue Importance TopBox

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Cost of living	70%	63%	Taxes	44%	49%
Education	67%	50%	Government spending / deficit	43%	39%
Inflation	66%	59%	Opioids / drug abuse	42%	31%
Economy / jobs	62%	58%	Gun rights / 2nd amendment	41%	35%
Affordable housing	61%	46%	Strengthening law enforcement	39%	33%
Social security / Medicare	60%	53%	Energy policy	39%	30%
Healthcare	60%	58%	Defense / military	37%	35%
Crime and public safety	57%	46%	Culture wars	36%	16%
Gun control	56%	45%	Police reform	35%	26%
Climate change	53%	41%	Israel/Hamas War	34%	28%
Abortion	48%	45%	Border security	34%	43%
Immigration	47%	43%	Foreign policy	34%	31%
Entitlements / social services reform (Medicare, welfare, etc.)	46%	41%	U.S. relationship with China	33%	30%
Race relations	46%	31%	LGBTQ rights	30%	26%
Infrastructure, such as roads and public transportation	44%	35%	Russia / Ukraine war	25%	28%

Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of April 2024

Top Issues by Hispanic Voter Type

Thinking about the issues, how important are the following issues to you?

Top 10 Issues Among Definitely <u>Biden</u> Voters	% Hispanic Top Box
Education	72%
Social security / Medicare	70%
Cost of living	64%
Healthcare	61%
Inflation	58%
Affordable housing	58%
Abortion	58%
Economy / jobs	56%
Entitlements / social services reform (Medicare, welfare, etc.)	55%
Climate change	53%

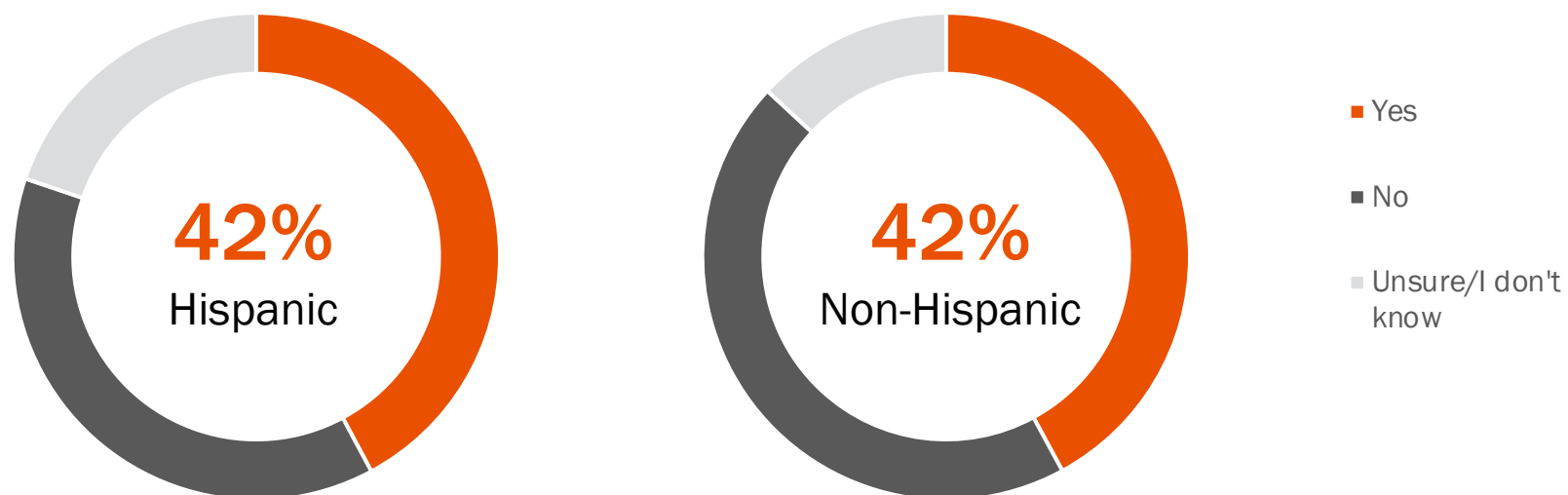
Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	74%
Inflation	70%
Gun control	69%
Education	67%
Economy / jobs	67%
Affordable housing	67%
Crime and public safety	65%
Healthcare	63%
Climate change	62%
Social security / Medicare	56%

Top 10 Issues Among Definitely <u>Trump</u> Voters	% Hispanic Top Box
Cost of living	73%
Inflation	69%
Gun rights / 2nd amendment	66%
Strengthening law enforcement	65%
Defense / military	65%
Economy / jobs	62%
Immigration	61%
Foreign policy	59%
Crime and public safety	59%
Border security	59%

42% of Hispanics Said There Was One Specific Issue That Will Determine Who They Vote For

Thinking again about the issues, is there one specific issue that will determine who you will vote for?

Determining Issue



Issues That Will Determine Who They Vote For

- INFLATION MOST IMPORTANT TO HISPANICS

Please indicate which of the following issues will determine who you vote for.

	<u>Top 10 Determining Issues</u>	
	Hispanic	Non-Hispanic
Inflation	20%	6%
Economy / jobs	13%	7%
Abortion	13%	14%
Immigration	10%	8%
Cost of living	7%	5%
LGBTQ rights	6%	2%
Education	4%	4%
Opioids / drug abuse	4%	1%
Race relations	4%	1%
Israel/Hamas War	4%	2%

Party Better Able to Handle Issues

Thinking again about the issues, which party do you think would do a better job of handling each of the following issues, the Democratic Party or the Republican Party?

	Hispanic		Non-Hispanic	
	Democrat Top2Box	Republican Top2Box	Democrat Top2Box	Republican Top2Box
Social Security	61%	21%	57%	23%
Entitlements Reform	60%	19%	57%	23%
Abortion	57%	23%	58%	24%
Economy / jobs	56%	24%	47%	36%
Cost of Living	53%	23%	48%	32%
Crime and public safety	51%	25%	43%	30%
Healthcare	51%	29%	58%	24%
Foreign policy	51%	24%	48%	30%
Energy Policy	49%	21%	53%	27%

Party Better Able to Handle Issues

Thinking again about the issues, which party do you think would do a better job of handling each of the following issues, the Democratic Party or the Republican Party?

	Hispanic		Non-Hispanic	
	Democrat Top2Box	Republican Top2Box	Democrat Top2Box	Republican Top2Box
Immigration	47%	30%	43%	39%
Gov spending	47%	23%	43%	35%
Inflation	47%	31%	43%	37%
Climate Change	46%	22%	57%	19%
Opioids	45%	21%	45%	25%
Taxes	43%	31%	51%	33%
National Security	40%	33%	42%	37%
Border Security	38%	40%	40%	41%
Defense	35%	37%	41%	36%

Candidate Better Able to Handle Issues

Thinking again about the issues, which candidate do you think would do a better job of handling each of the following issues, Joe Biden or Donald Trump?

	Hispanic		Non-Hispanic	
	Biden Top2Box	Trump Top2Box	Biden Top2Box	Trump Top2Box
Healthcare	53%	24%	54%	29%
Abortion	51%	28%	53%	29%
Climate Change	51%	18%	54%	23%
Social Security	49%	26%	53%	29%
Cost of Living	48%	31%	44%	39%
Opioids	47%	26%	44%	28%
Crime and public safety	46%	29%	47%	35%
Entitlements Reform	46%	23%	55%	28%
Economy / jobs	42%	36%	47%	39%

Candidate Better Able to Handle Issues

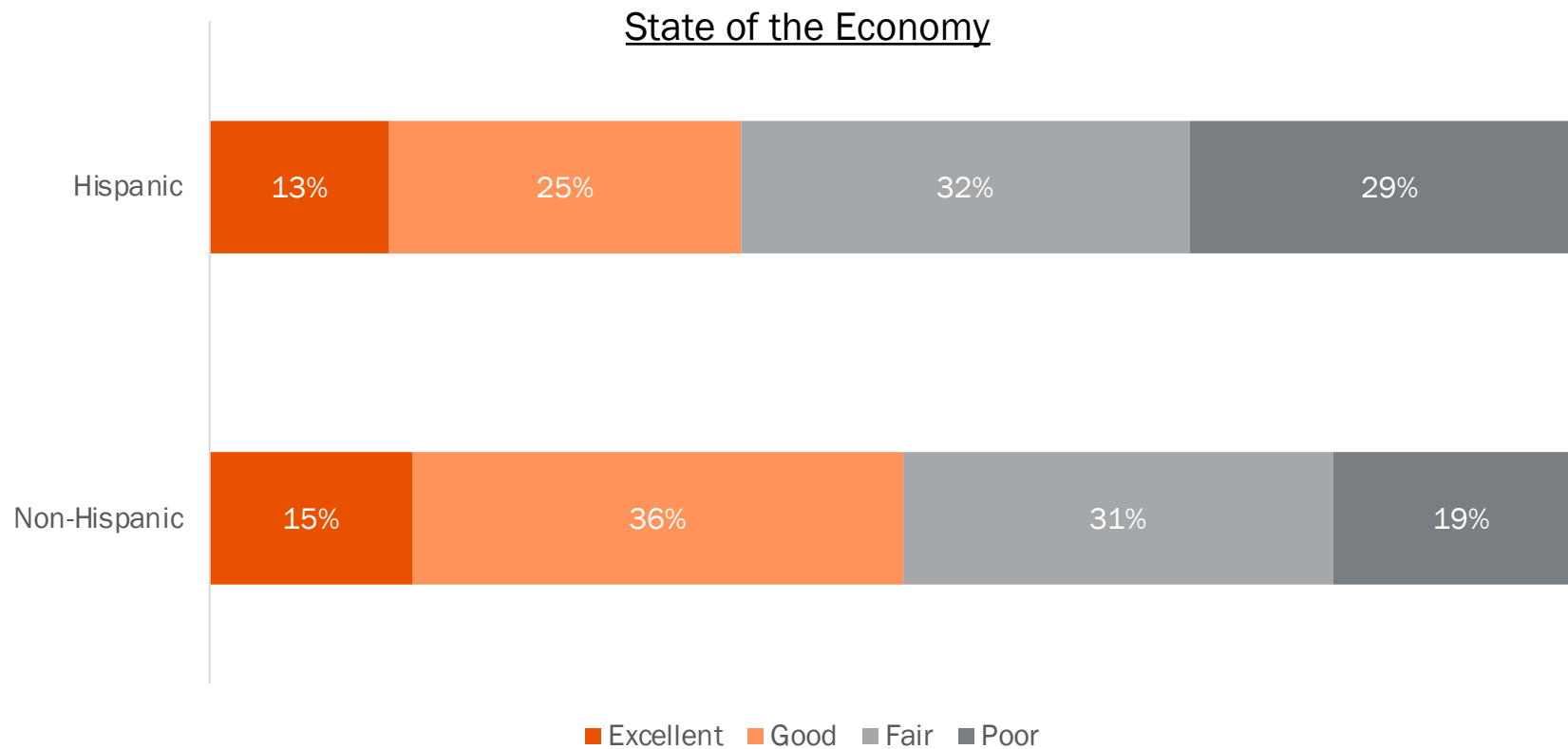
Thinking again about the issues, which candidate do you think would do a better job of handling each of the following issues, Joe Biden or Donald Trump?

	Hispanic		Non-Hispanic	
	Biden Top2Box	Trump Top2Box	Biden Top2Box	Trump Top2Box
Energy policy	42%	24%	53%	30%
Taxes	41%	29%	44%	38%
Immigration	41%	35%	42%	43%
Gov spending	39%	32%	43%	39%
Foreign policy	38%	28%	47%	37%
Inflation	37%	35%	44%	41%
Border Security	36%	40%	38%	44%
National Security	35%	35%	41%	42%
Defense	34%	38%	42%	39%

ECONOMY

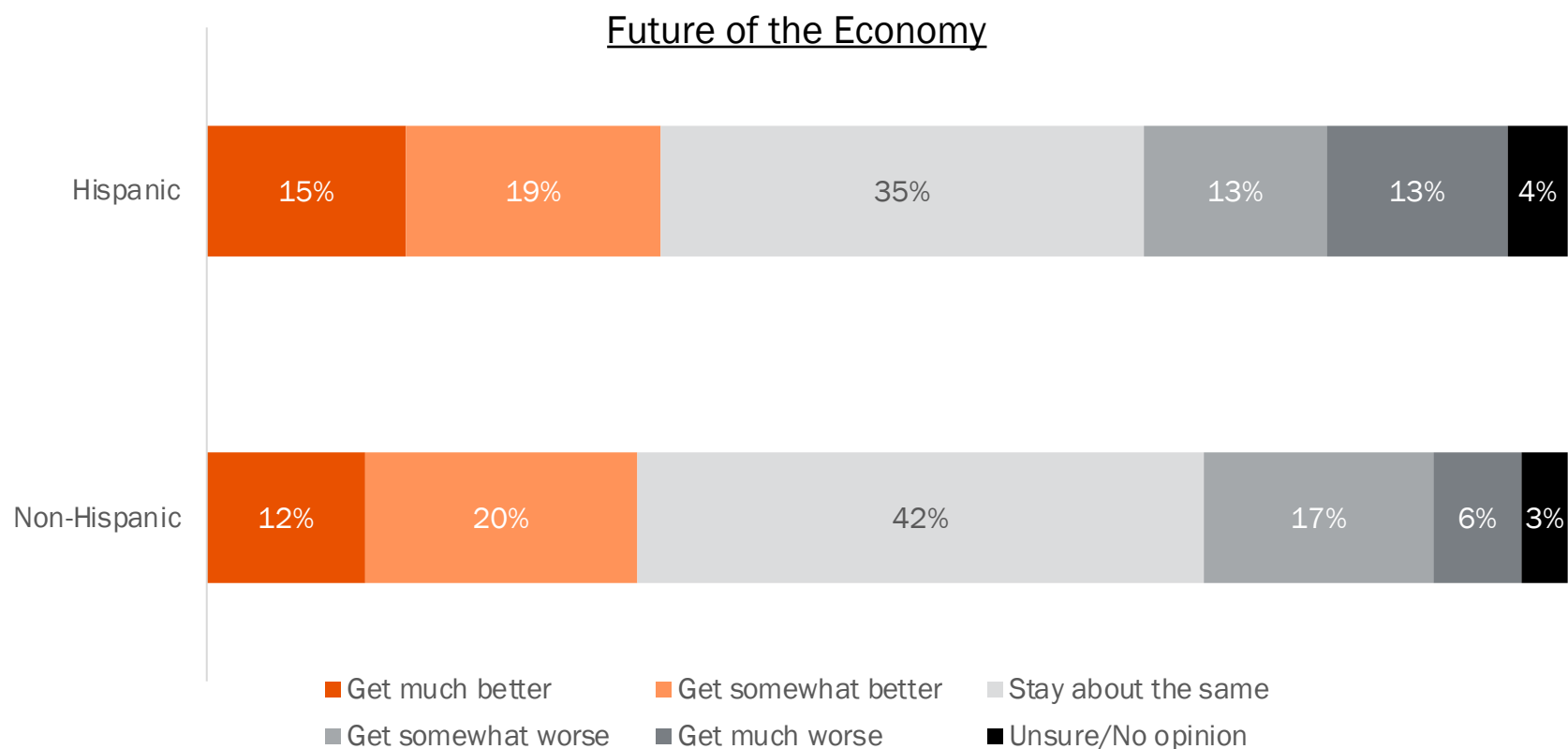
61% of Hispanics Rate the Economy in Texas Right Now as Fair or Poor

How would you rate the economy in your state right now?



26% of Hispanic Voters Believe the Economy Will Get Worse

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



Economy

How much do you agree or disagree with the following statements? [Economy]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I feel that it is increasingly difficult for middle class families to prosper in the United States	82%	9%	82%	10%
Inflation is putting a significant strain on my budget	79%	7%	73%	16%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	77%	8%	68%	7%
I am concerned about the U.S. federal government's spending and deficit	70%	6%	72%	10%
The price of gas is putting a strain on my finances	69%	13%	56%	26%
I have taken, or am considering taking, a second job in order to maintain my standard of living	60%	19%	45%	34%
My personal economic situation has become worse in the last year	56%	14%	54%	30%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	53%	20%	48%	36%
I expect my personal economic situation to get better in the next few years	51%	20%	51%	24%
Home ownership is still within reach for most people	35%	47%	24%	59%
I feel that jobs are getting easier to find	28%	42%	34%	41%

PUBLIC HEALTH & HEALTHCARE

Public Health & Healthcare

How much do you agree or disagree with the following statements? [<i>Public Health & Healthcare</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Mental health issues are a growing problem for people in the United States	84%	6%	85%	4%
Drug abuse is a serious public health issue in the United States	78%	7%	81%	6%
I am generally satisfied with my healthcare coverage	54%	26%	61%	24%
The cost of prescription drugs is a financial problem for me	47%	29%	44%	32%
The cost of my health care and insurance is reasonable	41%	42%	40%	43%
Medicaid and Medicare are working well now	34%	28%	43%	28%

Abortion

How much do you agree or disagree with the following statements? <i>[Public Health & Healthcare]</i>	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I would not vote for a political candidate whose views on abortion were at odds with mine	65%	9%	64%	12%
Abortion laws should be created by state governments, not by the federal government	40%	38%	42%	33%

Abortion Policy	Hispanic	Non-Hispanic
<i>Thinking about abortion policy and laws, which of the following comes closest to your view?</i>		
Abortion should be legal only in the case of rape, incest or when the mother's life is in danger	26%	21%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	15%	11%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	13%	18%
Abortion should be legal at any time during pregnancy	13%	21%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	9%	5%
Abortion should be illegal in all cases	6%	8%
Abortion should be legal only in the first 15 weeks of pregnancy	6%	8%
Unsure/I don't know	10%	7%
Other	1%	1%

CRIME & PUBLIC SAFETY

Crime & Public Safety

How much do you agree or disagree with the following statements? [<i>Crime & Public Safety</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Homelessness is a serious problem in the United States	83%	6%	89%	5%
Crime is a growing problem in the United States	80%	4%	73%	11%
I believe that stricter gun control laws would reduce crime	59%	22%	58%	31%
Police departments in the United States are understaffed	56%	15%	65%	12%
I feel less safe in my everyday life than I did a year ago	54%	20%	44%	33%
Homelessness is a serious problem in my neighborhood	54%	23%	52%	34%
Government authorities have become too lenient on criminals	51%	22%	49%	28%

Crime & Public Safety

How much do you agree or disagree with the following statements? [<i>Crime & Public Safety</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I support second amendment gun rights	49%	19%	58%	28%
Children in my community are generally safe at the schools they attend	49%	27%	59%	20%
Crime is a growing problem where I live	49%	23%	44%	33%
My Police Department is understaffed	47%	13%	49%	19%
Government authorities are doing a good job protecting businesses near where I live and shop	44%	22%	49%	18%
Government authorities are doing a good job combating crime in my neighborhood	39%	32%	44%	26%
My local government should significantly reduce the resources and budgets for police	35%	42%	27%	53%

IMMIGRATION & BORDER SECURITY

Immigration & Border Security

How much do you agree or disagree with the following statements? [<i>Immigration & Border Security</i>]	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	69%	16%	66%	18%
All migrants who want to enter the United States should be fully vetted first	60%	20%	74%	8%
We should reform immigration laws to give higher priority to people with needed skills and education	60%	16%	55%	16%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	59%	15%	70%	16%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	55%	16%	64%	17%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	53%	21%	45%	35%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	51%	25%	66%	17%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	50%	31%	69%	17%
The resettling of all the migrants will, in the long-run, benefit the United States	47%	17%	40%	33%
The rules that I have to live by don't seem to apply to migrants	46%	31%	55%	29%

Immigration & Border Security

How much do you agree or disagree with the following statements? [Immigration & Border Security]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
There are too many undocumented migrants coming to my state	45%	30%	65%	20%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	44%	25%	65%	18%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	43%	28%	36%	45%
The Biden administration is primarily responsible for the situation at the southern border	42%	42%	48%	38%
There are too many undocumented immigrants crossing the border into the United States	42%	29%	69%	16%
The United States military should be used to secure the southern border	41%	39%	56%	28%
I support the Texas government's efforts to secure the border	41%	39%	54%	36%
It feels like migrants are being treated better than most Americans	40%	44%	52%	34%
I support the way the Biden Administration is managing the southern border	38%	26%	31%	44%
The arrival of migrants has made the affordable housing problem worse	37%	34%	52%	24%

Immigration & Border Security

How much do you agree or disagree with the following statements? [<i>Immigration & Border Security</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Government benefits like healthcare should be provided to undocumented immigrants free of cost	35%	44%	24%	58%
The U.S. should complete the construction of a wall on the southern border of the U.S.	35%	49%	47%	37%
Local law enforcement should be able to detain undocumented migrants	34%	40%	63%	18%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	32%	51%	41%	41%
Undocumented migrants have increased crime in my state	31%	39%	52%	28%
I support the way my state and local officials are handling the migrant issue	30%	48%	38%	43%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	29%	37%	30%	44%
Most undocumented migrants who entered the U.S. over the last few years should be deported	28%	48%	50%	27%
Undocumented migrants will take jobs away from poorer and working-class Americans	27%	54%	51%	34%

CLIMATE CHANGE & ENERGY POLICY

Climate Change & Energy Policy

How much do you agree or disagree with the following statements? [<i>Climate Change & Energy Policy</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Climate change is a very big threat to the planet	78%	8%	70%	16%
Climate change is a result of human activity	70%	7%	68%	15%
Governments should create policies that encourage oil and gas production in the U.S.	62%	20%	50%	28%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	51%	21%	54%	29%
Government regulation and action on climate change is hurting the economy	44%	27%	41%	35%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	40%	26%	43%	34%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	37%	29%	43%	35%

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 likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of April 2024

GOVERNMENT

Government

How much do you agree or disagree with the following statements? [Government]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The voting in the 2020 election was free and fair and the vote-counting was done accurately	66%	12%	61%	24%
The United States Justice Department has become politicized in its prosecutions	60%	15%	53%	17%
The federal government of the United States is too big and powerful	60%	12%	53%	20%
The FBI has become politicized in its investigations	51%	14%	50%	21%
The federal government of the United States has become too intrusive in the lives of Americans	51%	21%	59%	21%
I want the next president to shrink the size of the federal government	49%	15%	48%	18%
I am confident that Social Security and Medicare benefits, that are similar to those of current retirees, will be available in the future to younger generations	44%	31%	35%	45%

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 likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of April 2024

GOVERNMENT POLICY

Government Policy

How much do you agree or disagree with the following statements? [Government Policy]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I support the Biden Administration's efforts to forgive student loans	68%	18%	55%	32%
I think that the United States government should provide expanded benefits and entitlements to Americans	63%	7%	57%	16%
I think that the United States spends too much on defense and the military	59%	20%	41%	38%
China represents the most serious economic and geo-political threat to the United States	58%	15%	63%	14%
The U.S. government should spend less money supporting the war in Ukraine	55%	21%	50%	28%
Iran is the primary destabilizing force in the Middle East	49%	15%	50%	10%
The government should ban social media, like Facebook and TikTok, from being used by children	46%	38%	44%	30%
I support the way the Biden Administration is dealing with the Israel-Hamas war	43%	30%	29%	41%
The United State should increase the amount of military aid it sends to Israel	35%	39%	32%	39%
Student loans should not be forgiven and paid for by taxpayers	35%	42%	44%	40%
The age required to collect full Social Security benefits will need to be raised in order to keep the program from running out of money	34%	36%	35%	30%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	31%	48%	24%	53%

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 likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of April 2024

TECHNOLOGY

Technology

How much do you agree or disagree with the following statements? [Technology]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Artificial Intelligence (AI) technology will be used to create a significant amount of misleading and deceptive information, pictures and video that will be hard to identify as fake	65%	16%	79%	6%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	65%	19%	54%	18%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	61%	16%	58%	16%
Social media, like Facebook and TikTok, does more harm than good	45%	35%	47%	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 likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of April 2024

EDUCATION

Education

How much do you agree or disagree with the following statements? [Education]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Parents should be allowed to know what is being taught in the public schools that their children attend	77%	5%	89%	2%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	66%	12%	53%	24%
More emphasis should be placed on trade schools	64%	6%	73%	5%
College is no longer worth the cost for most students	63%	9%	67%	14%
Parents should have a say in what is taught to their children in public schools	61%	19%	64%	17%
The public schools in my neighborhood are good	53%	18%	64%	11%
The public school system is working well in my state	47%	19%	42%	32%
Public schools where I live are better than they were before the pandemic	42%	26%	28%	29%
Colleges and universities should be allowed to use race in admissions decisions	28%	46%	28%	52%
The federal government's Department of Education should be eliminated	22%	49%	26%	48%

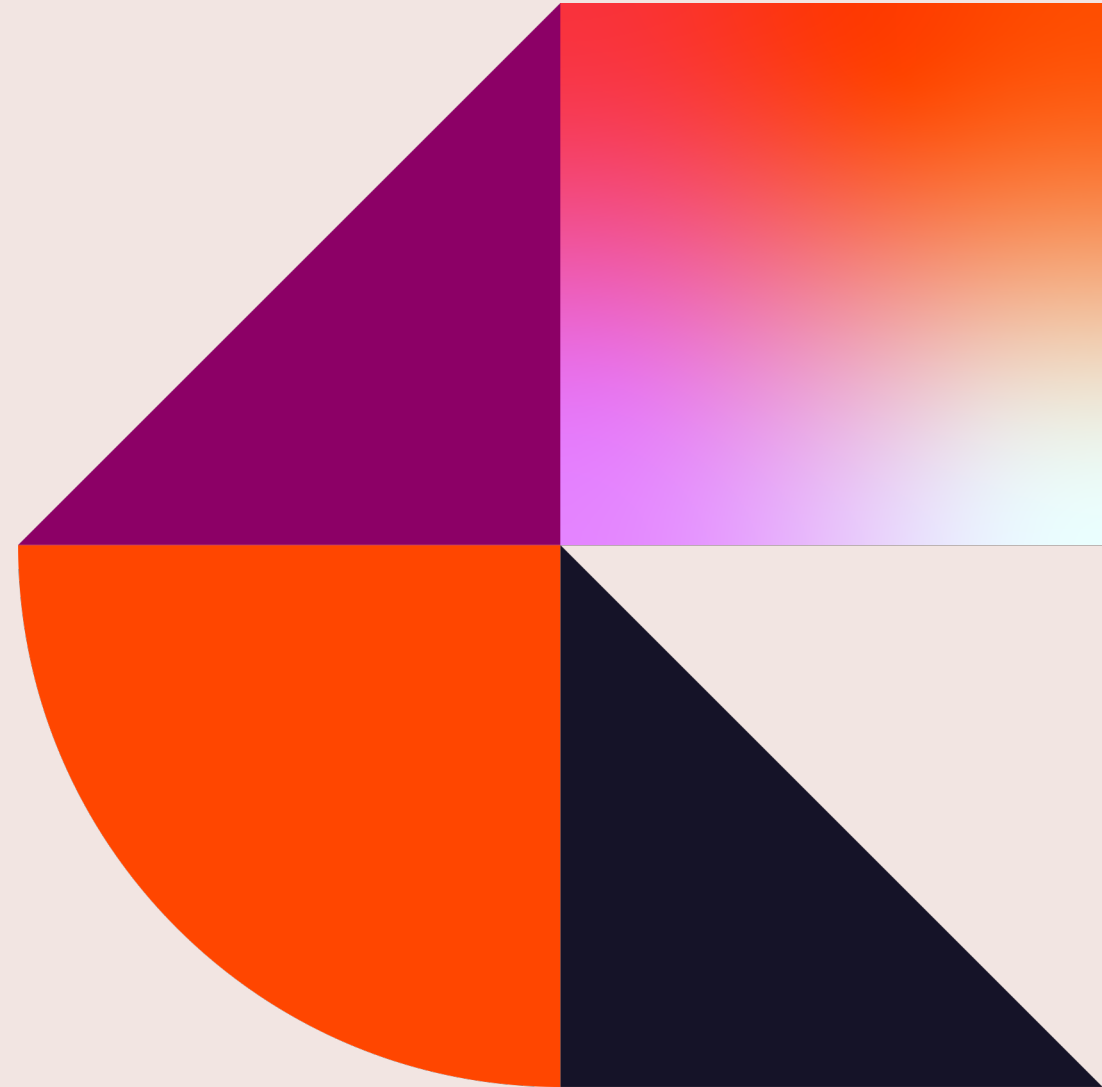
5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of April 2024

Information Sources & Language Preferences



YouTube, National TV & Local TV Most Heavily Used Political Information Sources by Hispanics

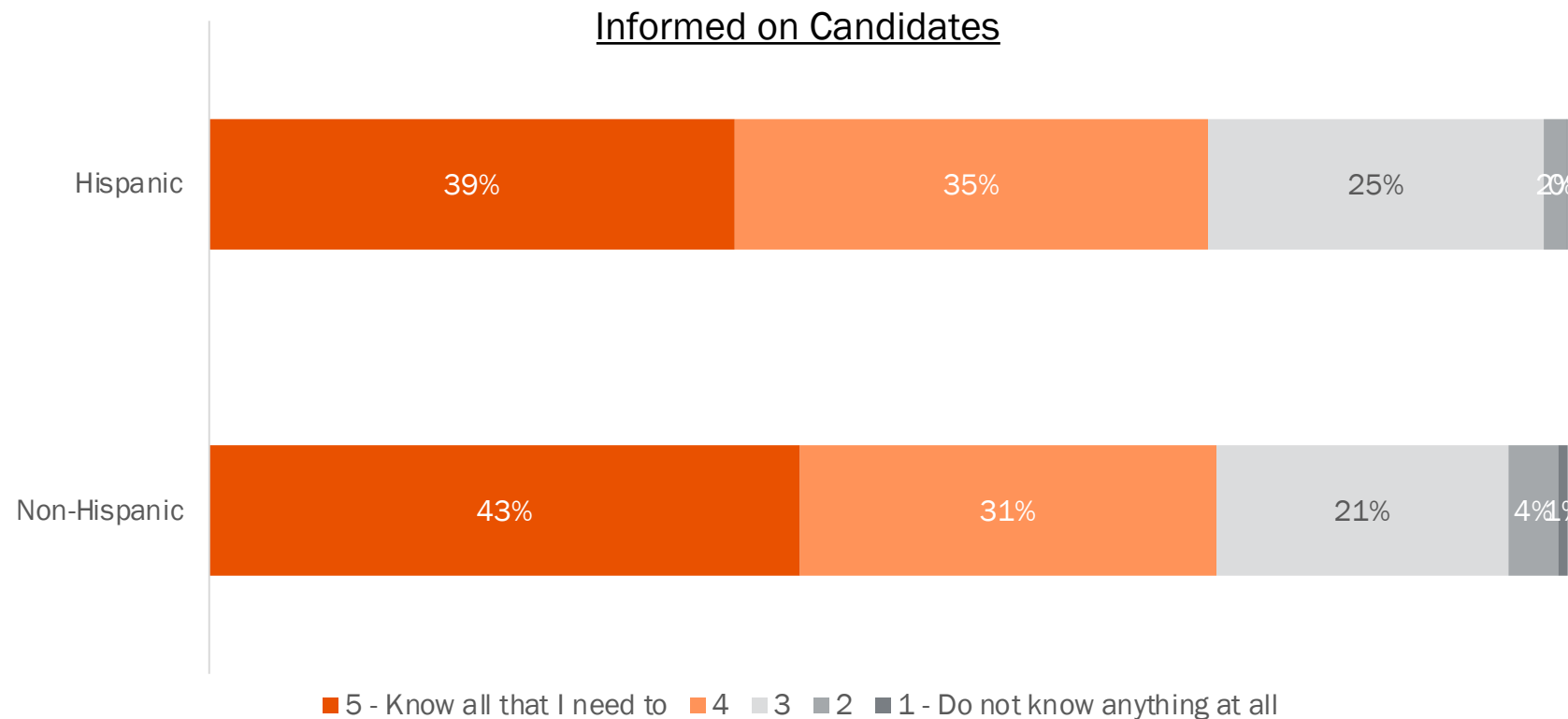
Which of the following sources are you currently using to follow developing political issues? Select all that apply.

Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
YouTube	59%	40%	Friends	24%	35%
National Television (like network programs or cable news)	53%	52%	Family	24%	27%
Local Television	51%	47%	Radio	20%	25%
Facebook	43%	38%	Debates	18%	20%
X, formerly known as Twitter	42%	25%	Magazines	18%	15%
Instagram	41%	23%	Snapchat	15%	7%
TikTok	39%	21%	School	12%	3%
Online publications	39%	36%	Religious organization/Church	10%	6%
Podcasts	30%	25%	Community organization	6%	9%
Newspapers	27%	32%	None of these	0%	4%

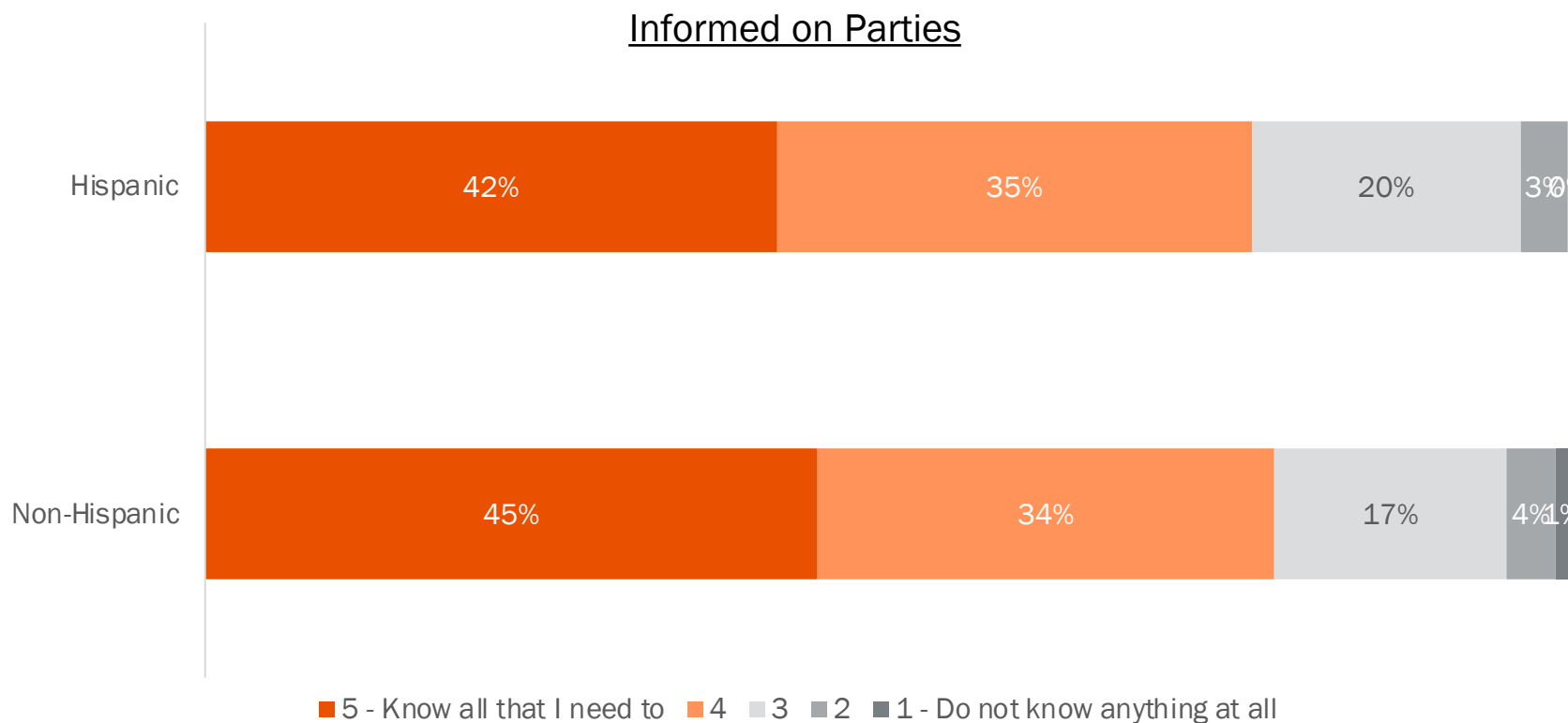
61% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

Do you think that you know enough now about the candidates and their positions on the issues most important to you to confidently make a voting decision?



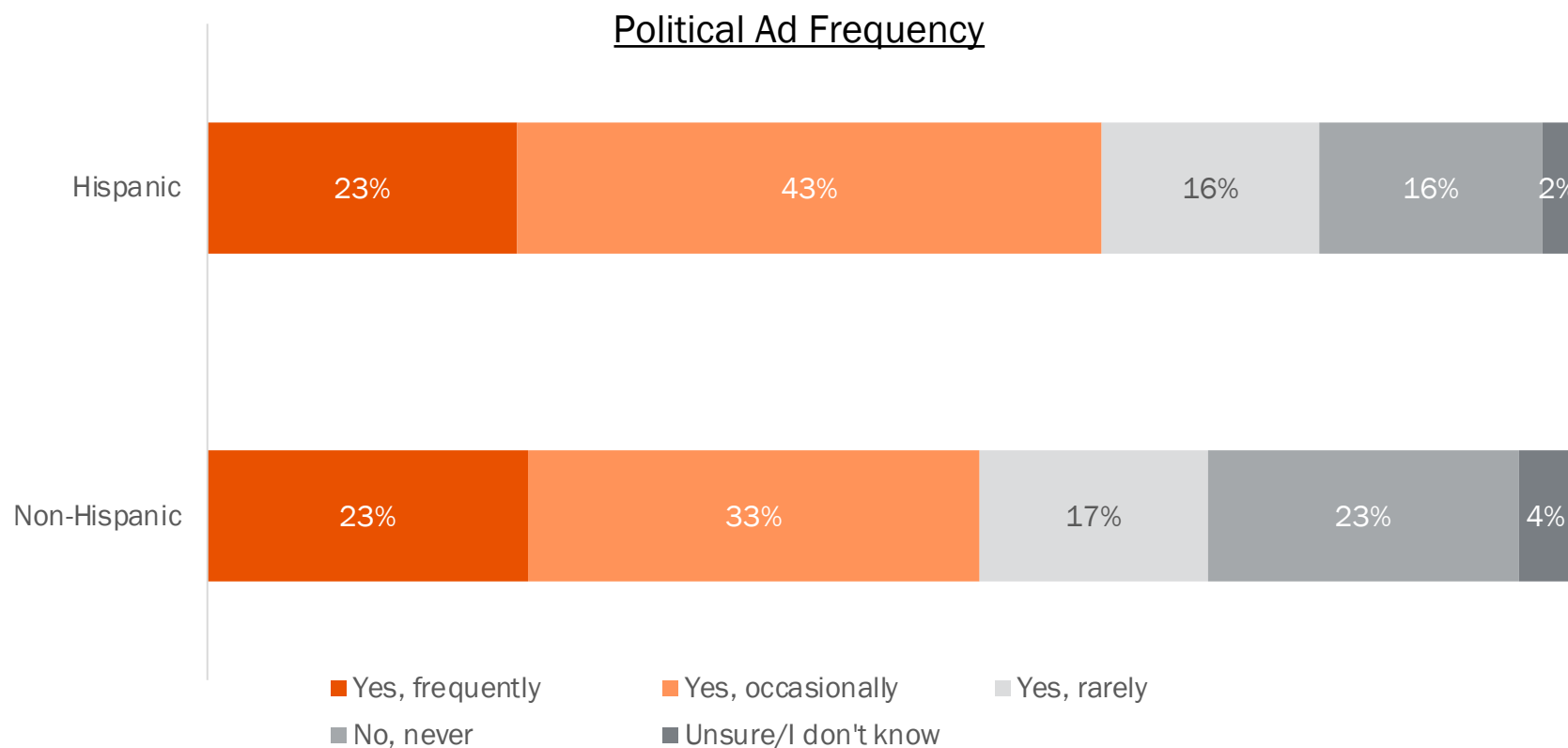
58% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

Do you think that you know enough now about where the political parties stand on the issues most important to you to confidently make a voting decision?



75% of Hispanics Occasionally, Rarely or Never See Political Ads

In the last 30 days, have you heard or seen any ads from political candidates or their campaigns in an effort to win your vote?





Messaging in Spanish is *Powerful* and *Connects*

77%

OF HISPANICS AGREE

I *appreciate when candidates advertise in Spanish* in trying to win my vote

61%

OF HISPANICS AGREE

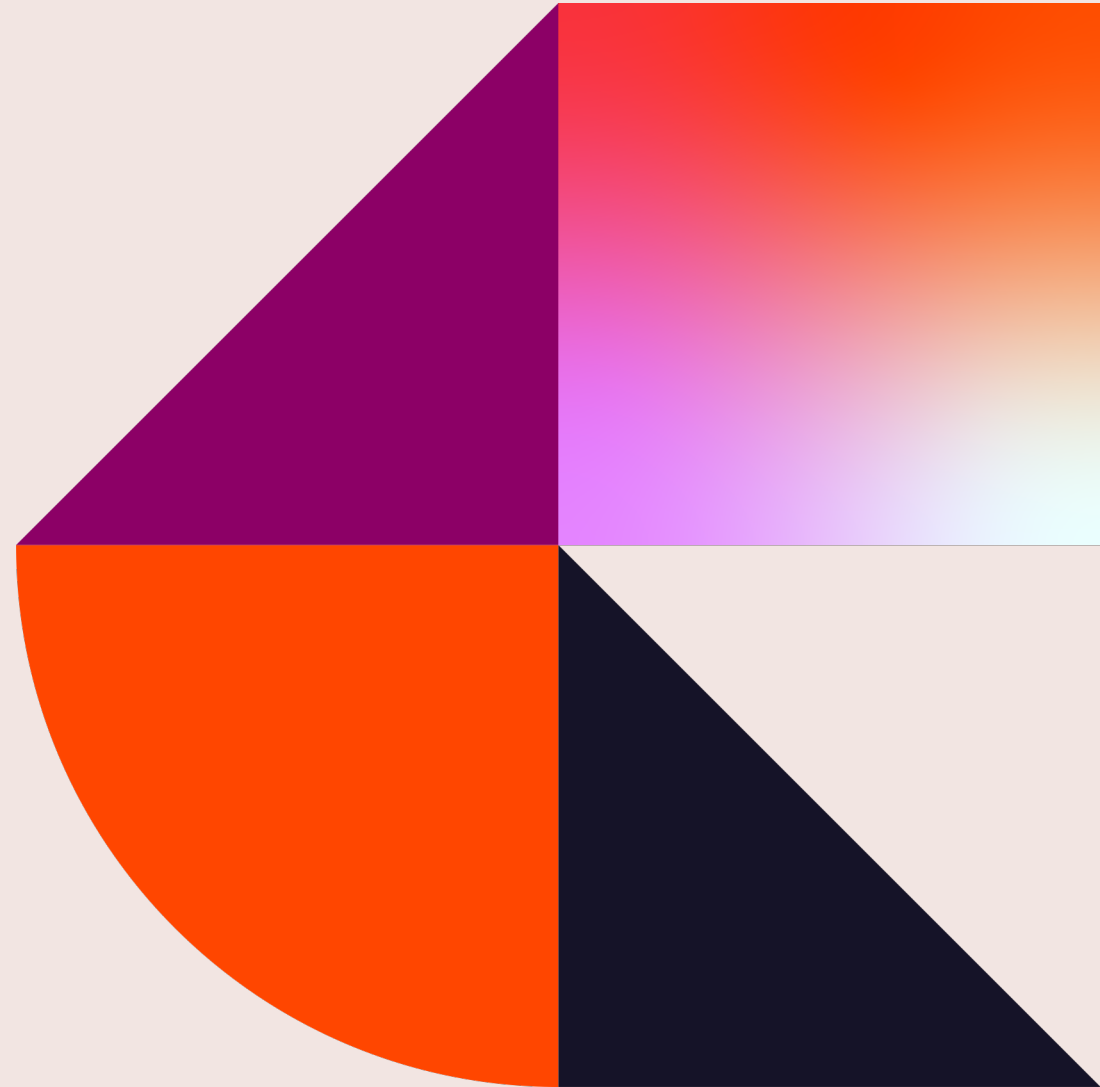
Political parties and candidates who advertise in Spanish are *showing me they want my vote*

62%

OF HISPANICS AGREE

When a political party or candidate communicates with me in Spanish, it suggests that *they are truly interested in Hispanics and our community*

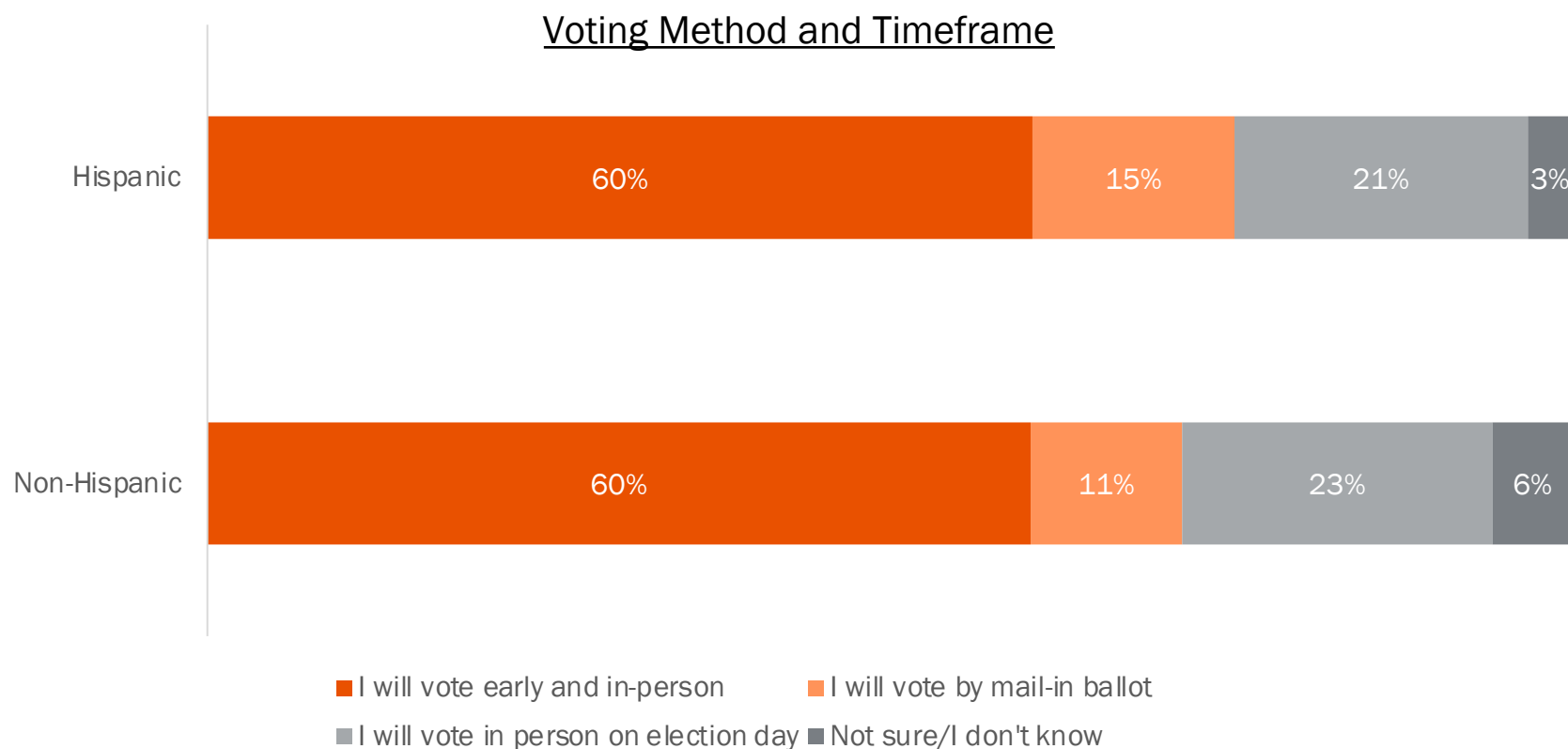
Voting & Campaign Information



Voting Method and Timeframe

- HISPANICS MORE LIKELY THAN NON-HISPANICS TO VOTE BY MAIL-IN BALLOT

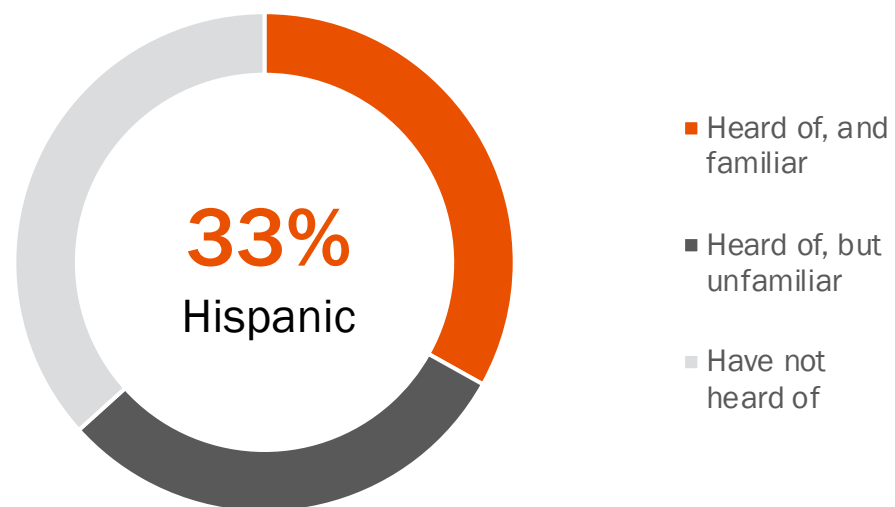
How do you plan to vote in the General election?



Vota Conmigo Familiarity

How familiar or unfamiliar are you with the “Vota Conmigo” campaign?

Vota Conmigo Familiarity



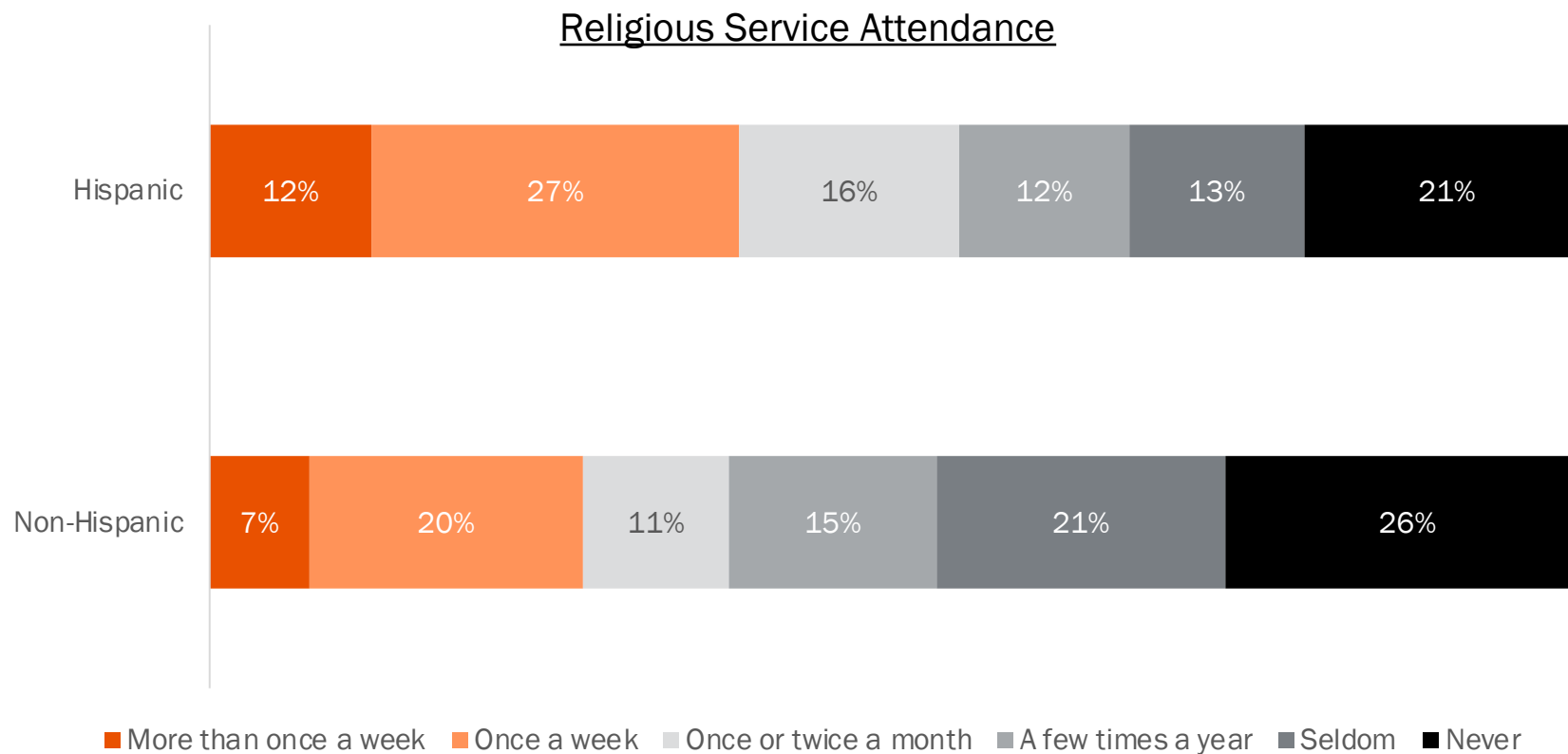


Gracias

APPENDIX

Religious Service Attendance

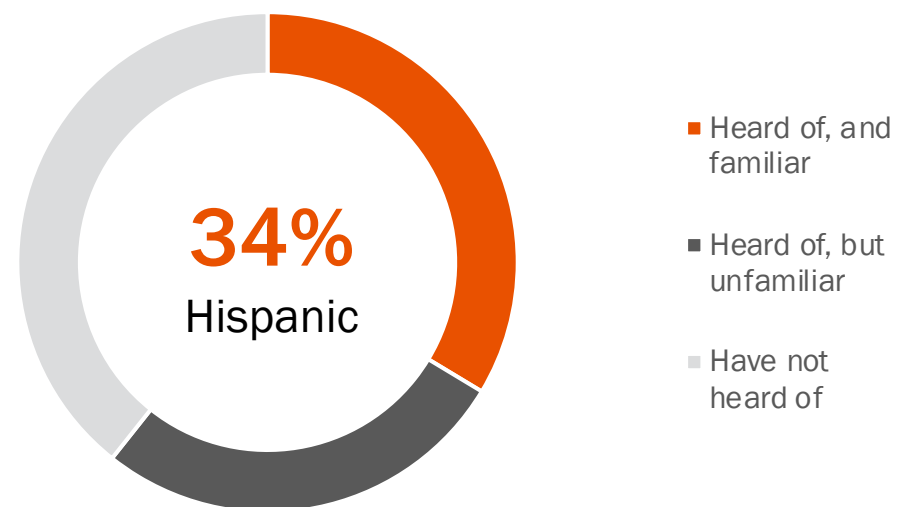
Aside from weddings and funerals, how often would you say that you attend religious services?



Poder Latino Familiarity

How familiar or unfamiliar are you with the “Poder Latino” campaign?

Poder Latino Familiarity

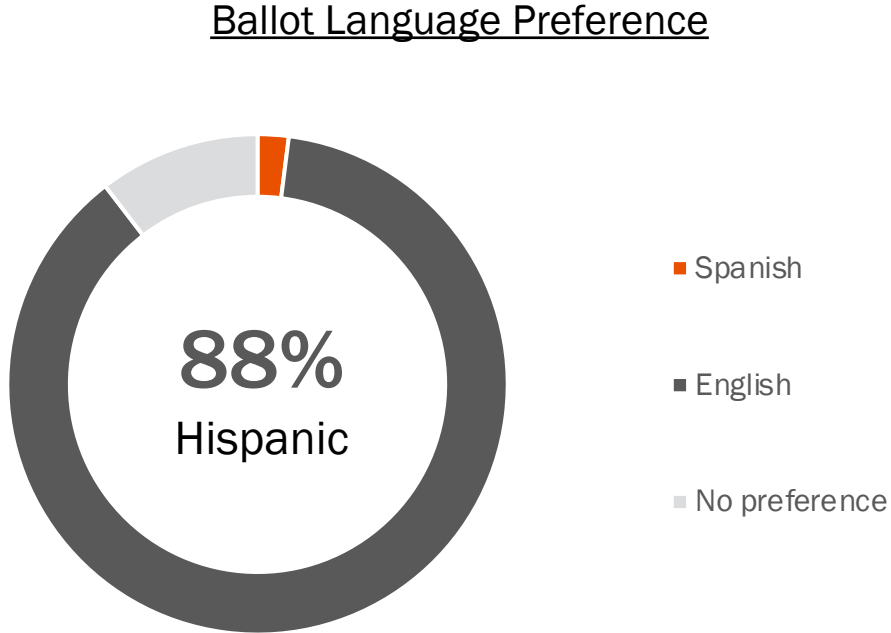


Political Campaigning

How much do you agree or disagree with the following statements? [Political Campaigning]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I feel that candidates and their campaigns are making a strong effort to win my vote	49%	23%	49%	17%
I appreciate being personally contacted, by phone or by knocking at my door by a political party, candidate or organization that is looking to influence my vote	34%	52%	24%	61%

Ballot Language Preference

When voting, I prefer to receive a ballot in...



Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of April 2024