San Antonio's Hispanic Community

San Antonio Hispanics Are YOUNGER

40 Hispanic median age

vs 53 for Non-Hispanic

Lower Hispanic Median Household Income

$67,775K

vs $86,451K for Non-Hispanic

Larger Hispanic Households

3.5 Median Persons per HH

vs 2.8 for Non-Hispanic

More Likely to Have Children in Household

47% Kids <18 in HH

vs 30% for Non-Hispanic

More Likely Renting Their Homes

37% Rent where they live

vs 27% for Non-Hispanic

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TU & Media Predict

2024 Presidential Tracker

San Antonio
April 2024

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 698 likely voters ages 18+

| A18+ |
| :---: |
| 354 Hispanic (221 SpanDom/Bilingual) |
| 344 Non-Hispanic |

- In field 4/10/2024 – 4/30/2024

- 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 5.3% for Hispanics and 5.2% for Non-Hispanics.

- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

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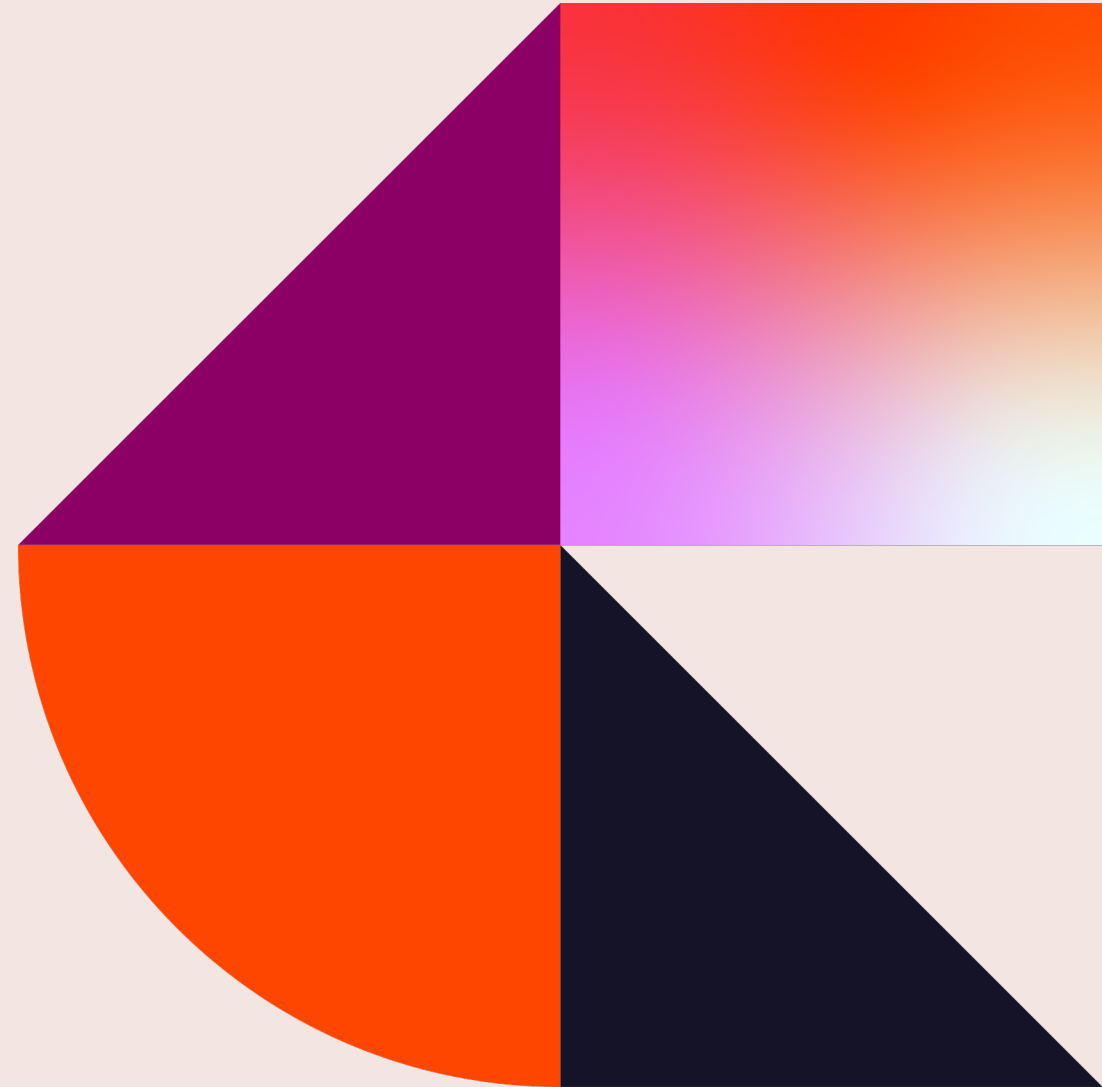# Only 39% of Hispanics Believe U.S. is Headed in the Right Direction

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

39%
Hispanic

23%
Non-Hispanic
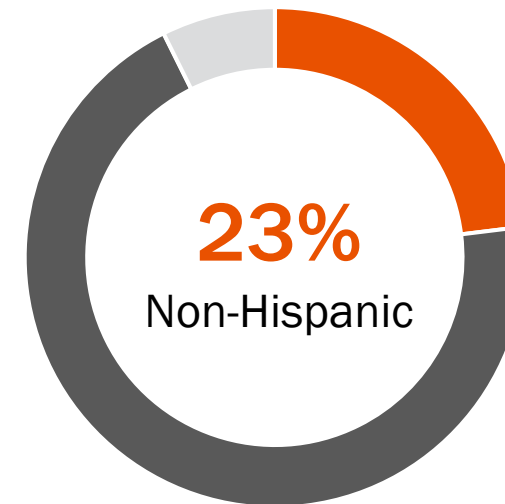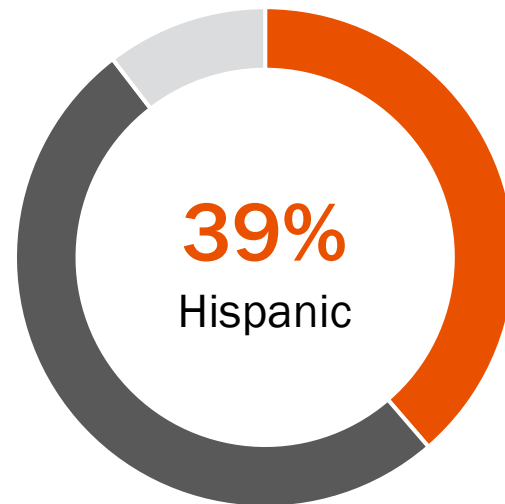
■ Right direction

■ Wrong track

■ Unsure/I don't know

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General Election Polling

Matchup: Biden vs Trump

- JOE BIDEN LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 31% OF HISPANICS UP FOR GRABS (28% NOT DEFINITE, 3% 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?

Presidential Matchup

	Definitely Biden	Probably Biden	Probably Trump	Definitely Trump	Someone else	Unsure/I don't know
Hispanic	43%	14%	14%	21%	5%	3%
Non-Hispanic	29%	7%	12%	42%	5%	6%

■ Definitely Biden ■ Probably Biden ■ Probably Trump ■ Definitely Trump ☐ Someone else ■ Unsure/I don't know

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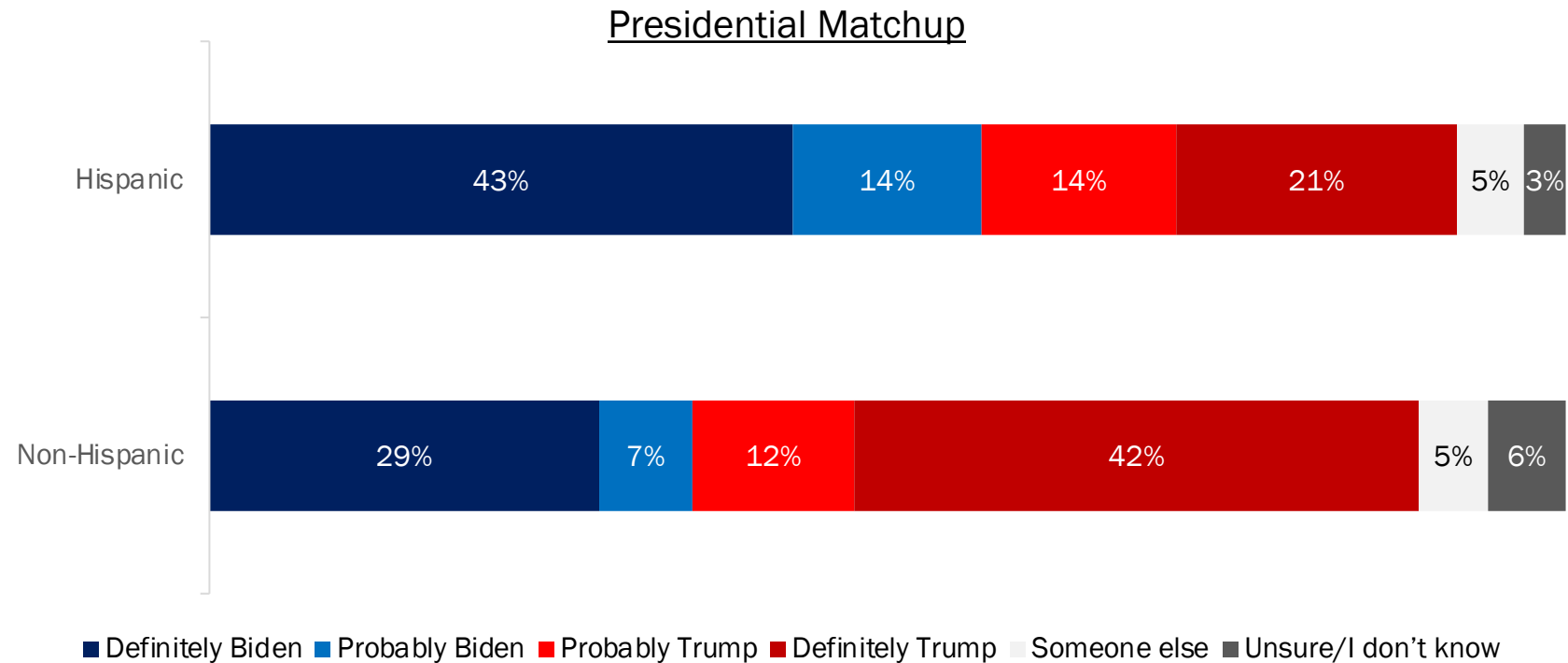
Candidate Support Among Hispanics

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

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?
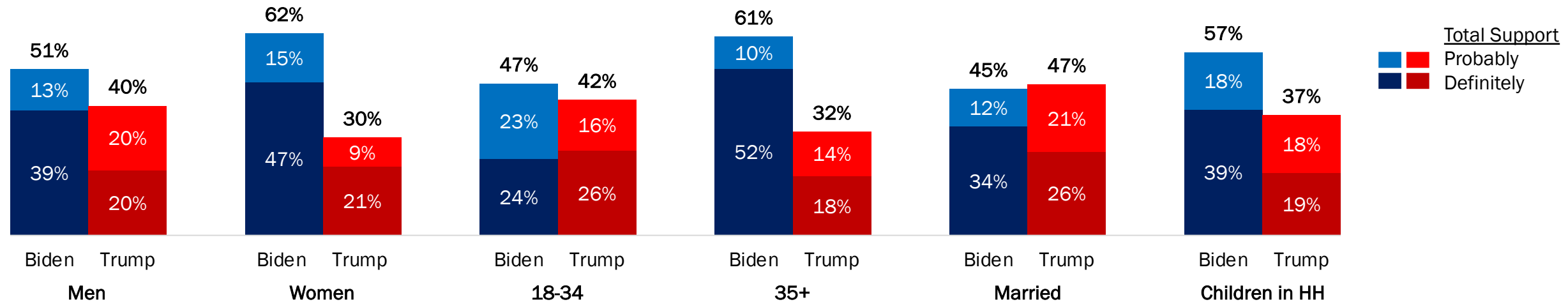
Presidential Matchup

Total Support
Probably
Definitely

	Men		Women		18-34		35+		Married		Children in HH	
	Biden	Trump	Biden	Trump	Biden	Trump	Biden	Trump	Biden	Trump	Biden	Trump
Total	51%	40%	62%	30%	47%	42%	61%	32%	45%	47%	57%	37%
Probably	13%	20%	15%	9%	23%	16%	10%	14%	12%	21%	18%	18%
Definitely	39%	20%	47%	21%	24%	26%	52%	18%	34%	26%	39%	19%

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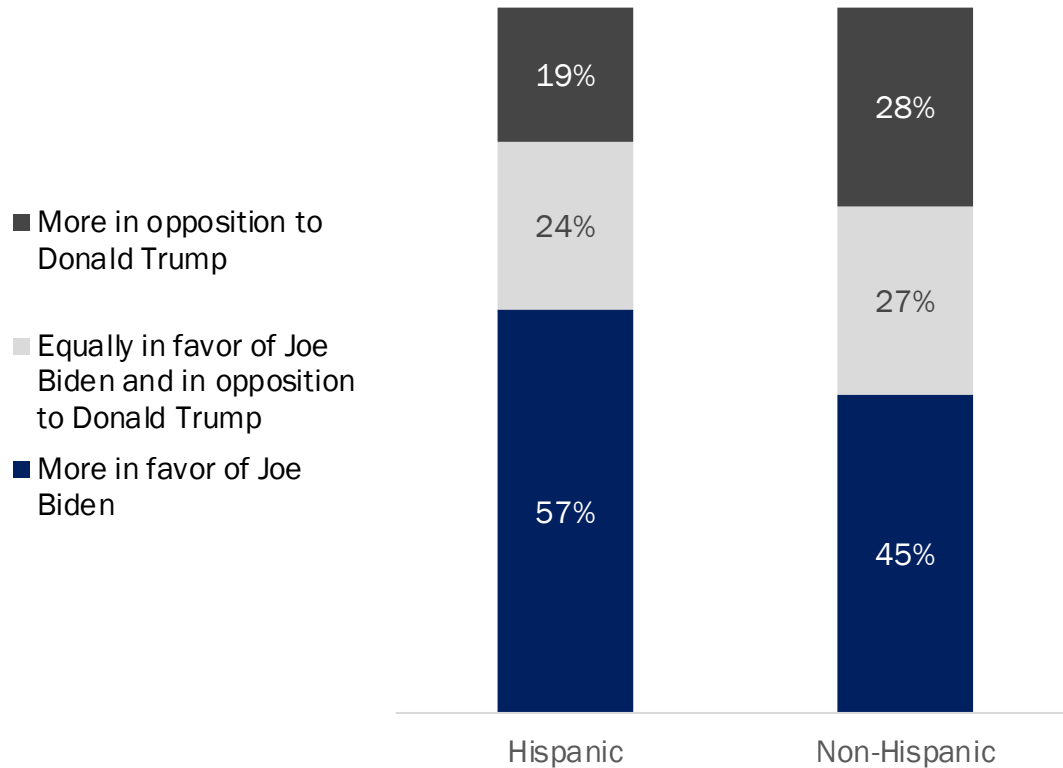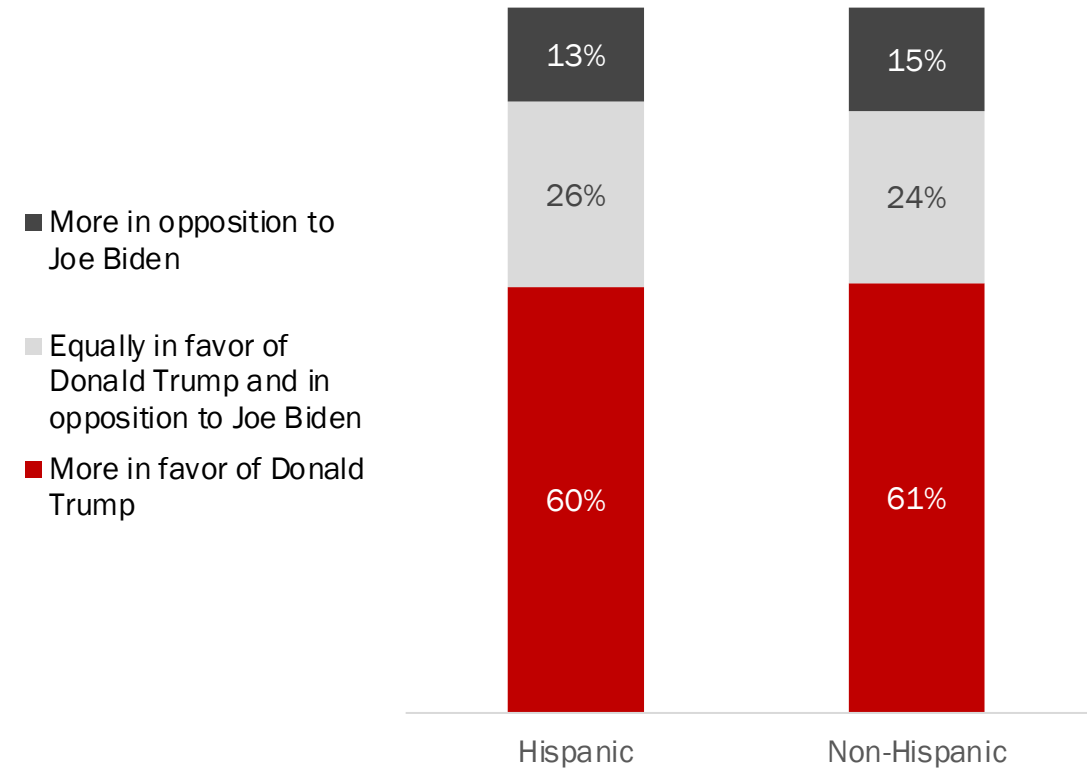
7

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

Legend:
- ■ More in opposition to Donald Trump
- ■ Equally in favor of Joe Biden and in opposition to Donald Trump
- ■ More in favor of Joe Biden

Hispanic:
- 19%
- 24%
- 57%

Non-Hispanic:
- 28%
- 27%
- 45%

Voting Trump: Favor Trump or Oppose Biden

Legend:
- ■ More in opposition to Joe Biden
- ■ Equally in favor of Donald Trump and in opposition to Joe Biden
- ■ More in favor of Donald Trump

Hispanic:
- 13%
- 26%
- 60%

Non-Hispanic:
- 15%
- 24%
- 61%

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

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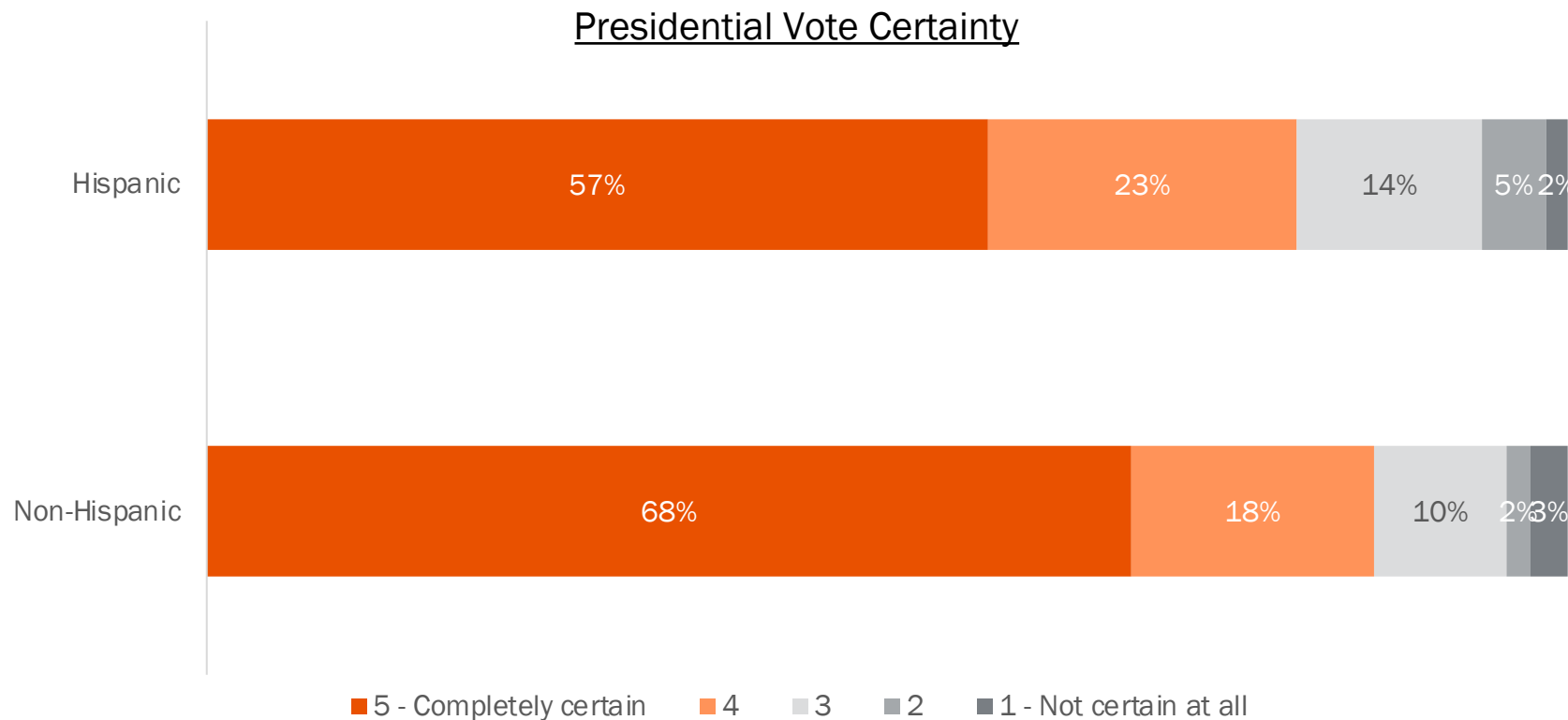
43% of Hispanics Not Completely Certain About Their Vote for President

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

Presidential Vote Certainty

Hispanic	57%	23%	14%	5%	2%
Non-Hispanic	68%	18%	10%	2%	3%

■ 5 - Completely certain ■ 4 ■ 3 ■ 2 ■ 1 - Not certain at all

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Matchup: Biden vs Trump vs Kennedy

- JOE BIDEN LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- KENNEDY PERFORMS HIGHER AMONG HISPANICS THAN NON-HISPANICS
- 42% OF HISPANICS UP FOR GRABS (37% NOT DEFINITE, 5% UNSURE)
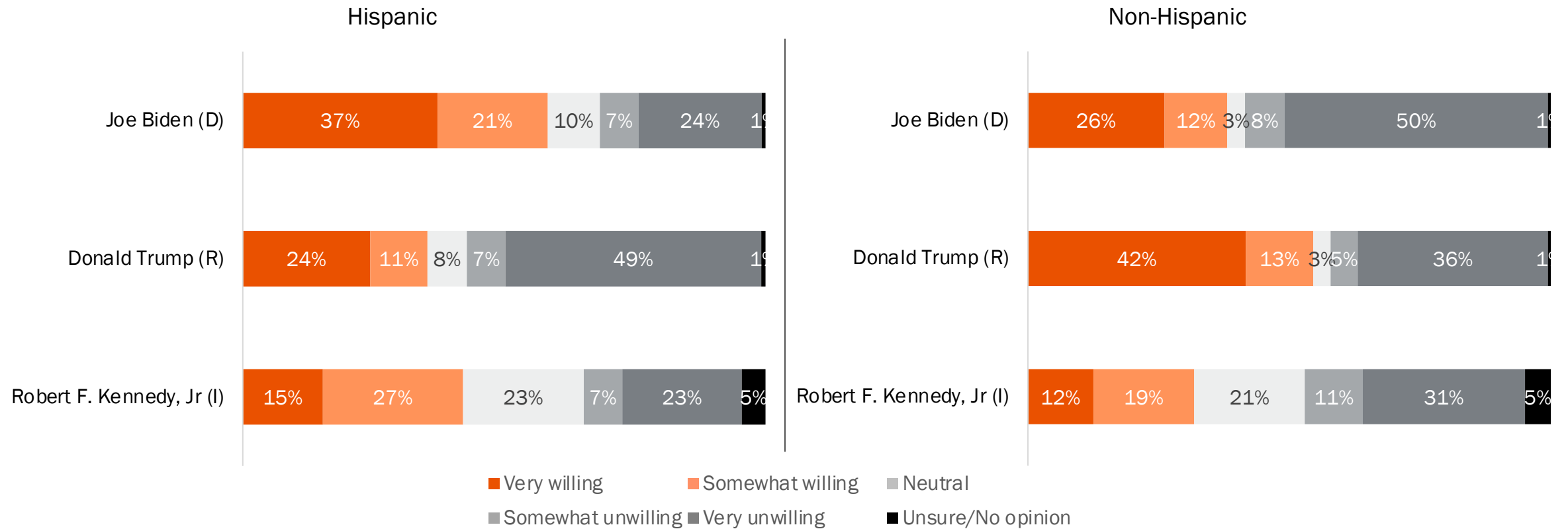
If the election for President were being held today, and the candidates were Joe Biden (D), Robert F. Kennedy, Jr (I), and Donald Trump (R) for whom would you vote?
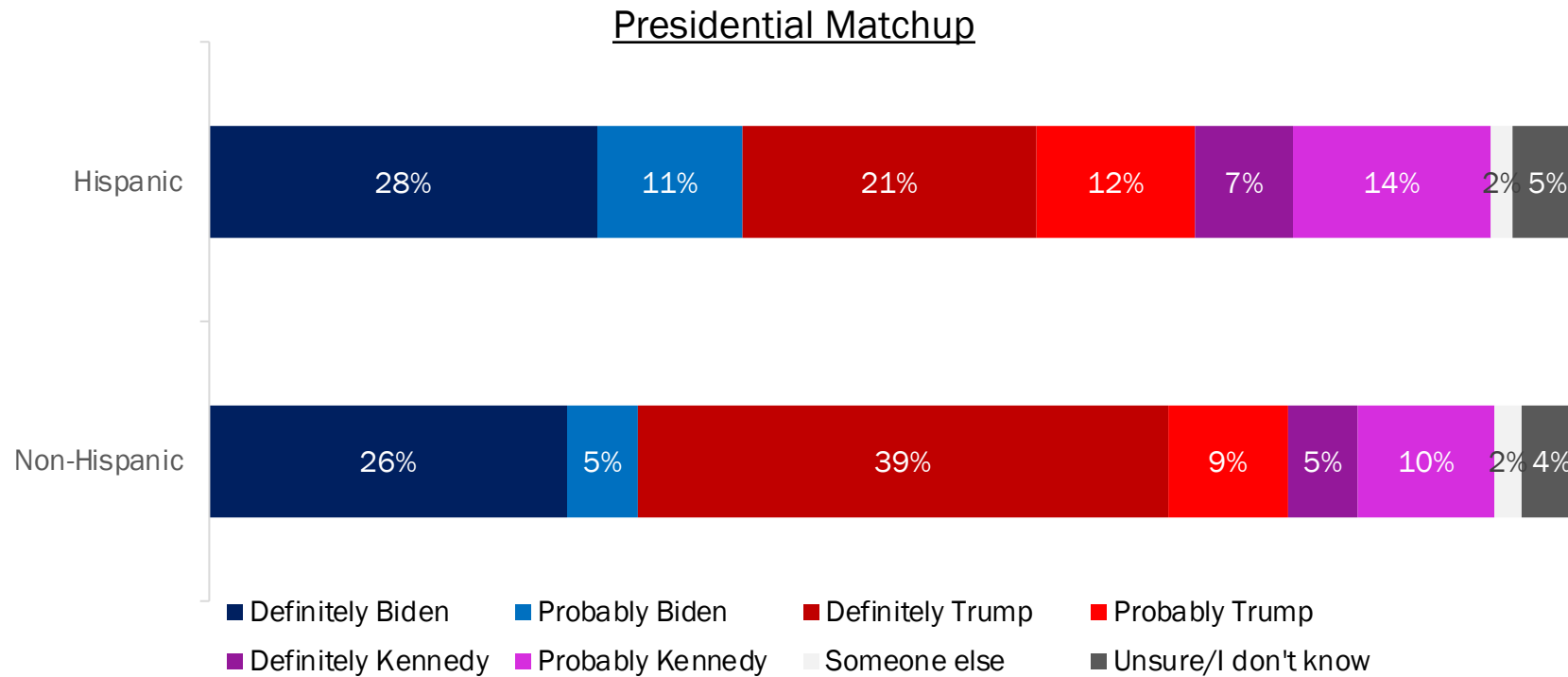
Presidential Matchup

Hispanic: Definitely Biden 28% | Probably Biden 11% | Definitely Trump 21% | Probably Trump 12% | Definitely Kennedy 7% | Probably Kennedy 14% | Someone else 2% | Unsure/I don't know 5%

Non-Hispanic: Definitely Biden 26% | Probably Biden 5% | Definitely Trump 39% | Probably Trump 9% | Definitely Kennedy 5% | Probably Kennedy 10% | Someone else 2% | Unsure/I don't know 4%

Legend: Definitely Biden | Probably Biden | Definitely Trump | Probably Trump | Definitely Kennedy | Probably Kennedy | Someone else | Unsure/I don't know

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.
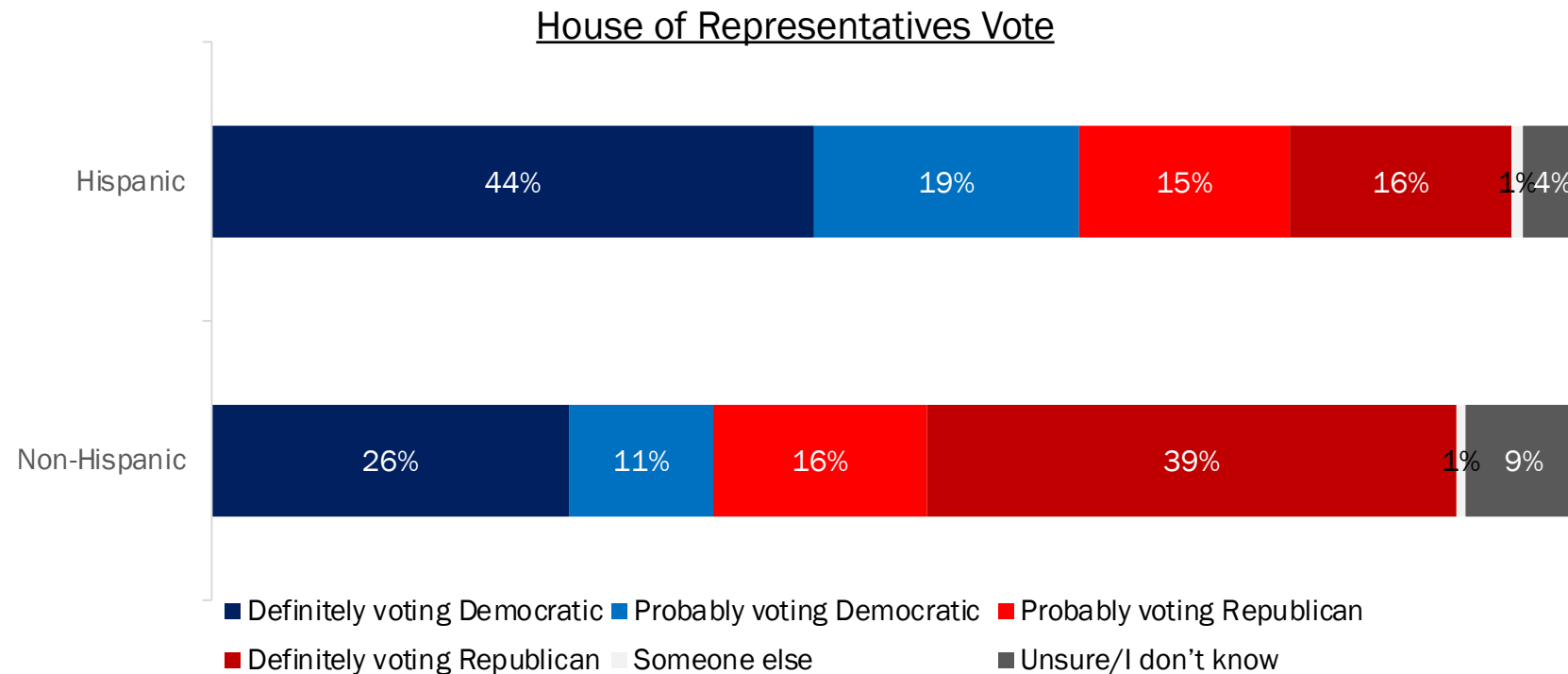
Candidate Vote Willingness

Hispanic

Joe Biden (D)	37%	21%	10%	7%	24%	1%
Donald Trump (R)	24%	11%	8%	7%	49%	1%
Robert F. Kennedy, Jr (I)	15%	27%	23%	7%	23%	5%

Non-Hispanic

Joe Biden (D)	26%	12%	3%	8%	50%	1%
Donald Trump (R)	42%	13%	3%	5%	36%	1%
Robert F. Kennedy, Jr (I)	12%	19%	21%	11%	31%	5%

Legend:
- Very willing
- Somewhat willing
- Neutral
- Somewhat unwilling
- Very unwilling
- Unsure/No opinion

House of Representatives Preference

- DEMOCRATS FAVORED BY HISPANICS, HIGHER THAN NON-HISPANICS
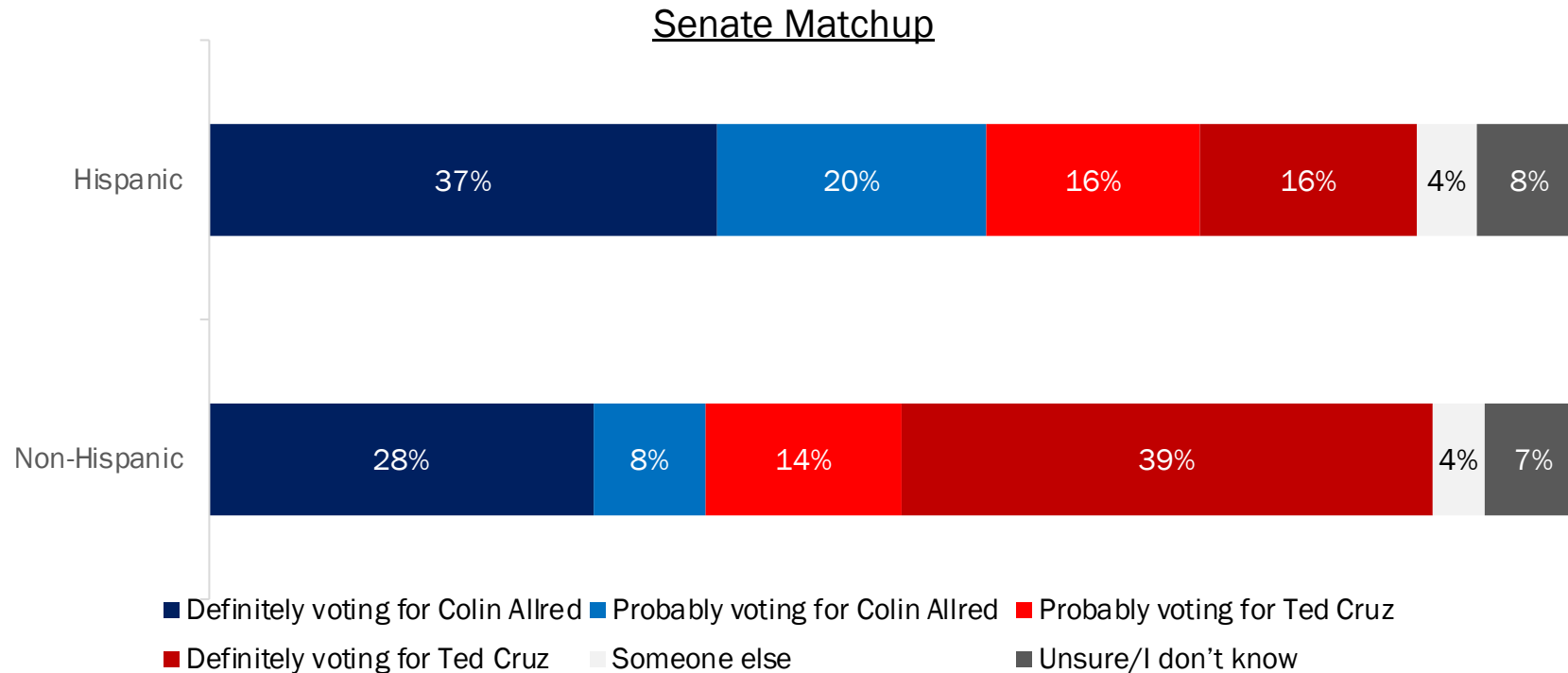**- 38% OF HISPANICS UP FOR GRABS (34% NOT DEFINITE, 4% UNSURE)**

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

House of Representatives Vote

	Hispanic	Non-Hispanic
Definitely voting Democratic	44%	26%
Probably voting Democratic	19%	11%
Probably voting Republican	15%	16%
Definitely voting Republican	16%	39%
Someone else	1%	1%
Unsure/I don't know	4%	9%

■ Definitely voting Democratic ■ Probably voting Democratic ■ Probably voting Republican
■ Definitely voting Republican ■ Someone else ■ Unsure/I don't know

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Matchup: Allred vs Cruz

- COLIN ALLRED LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 44% OF HISPANICS UP FOR GRABS (36% NOT DEFINITE, 8% 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?
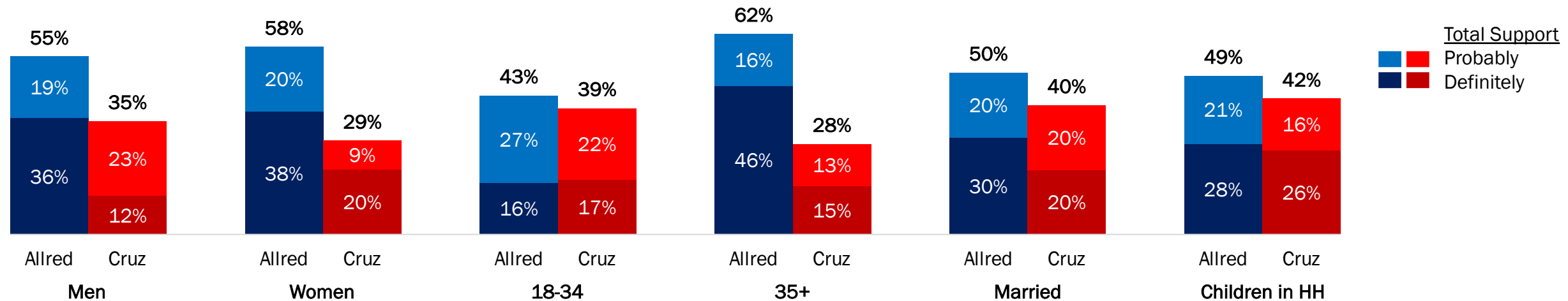
Senate Matchup

Group	Definitely voting for Colin Allred	Probably voting for Colin Allred	Probably voting for Ted Cruz	Definitely voting for Ted Cruz	Someone else	Unsure/I don't know
Hispanic	37%	20%	16%	16%	4%	8%
Non-Hispanic	28%	8%	14%	39%	4%	7%

- Definitely voting for Colin Allred
- Probably voting for Colin Allred
- Probably voting for Ted Cruz
- Definitely voting for Ted Cruz
- Someone else
- Unsure/I don't know

Candidate Support Among Hispanics

- CRUZ'S STRONGEST SUPPORT AMONG PARENTS
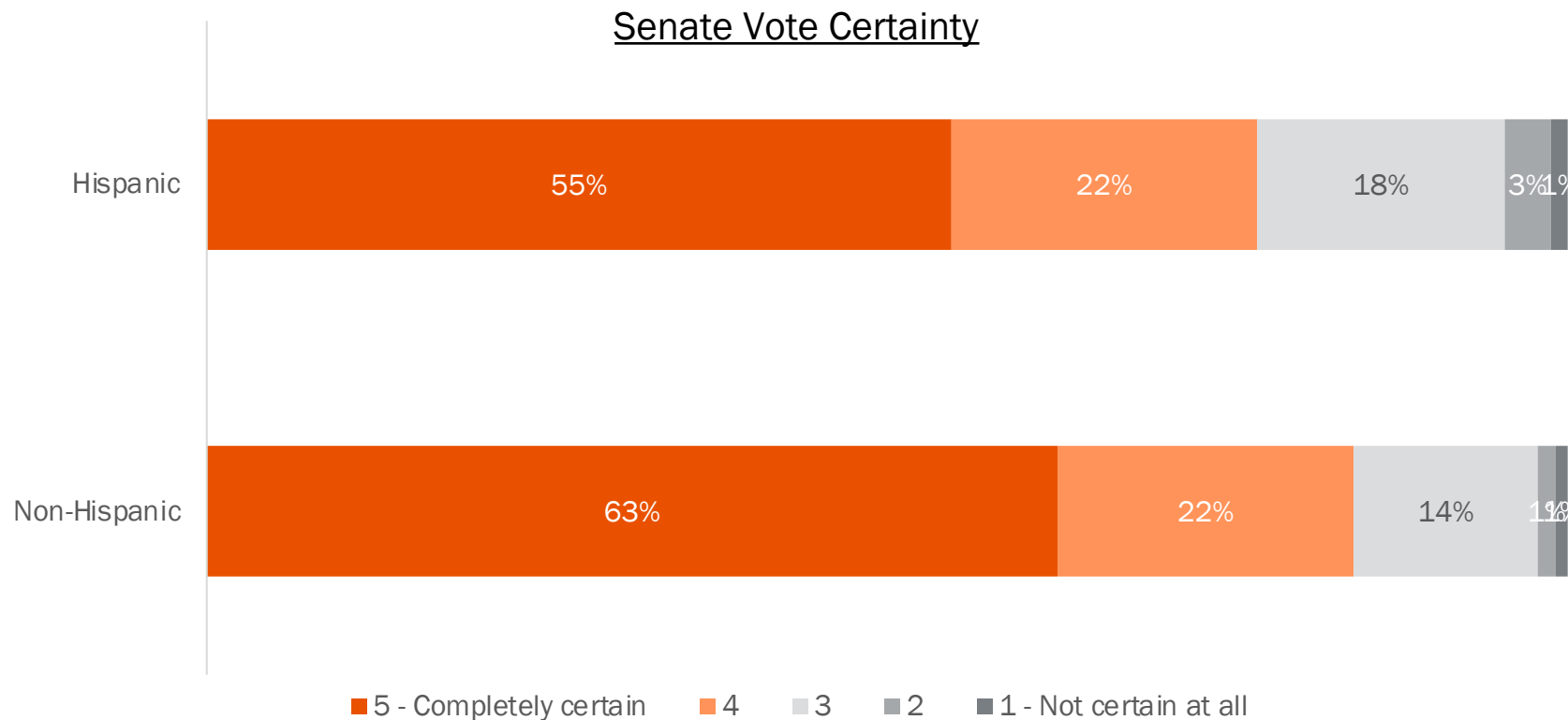## - ALLRED'S STRONGEST SUPPORT AMONG ADULTS 35+

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

Total Support
- Probably
- Definitely

Men
- Allred: 55% (19% Probably, 36% Definitely)
- Cruz: 35% (23% Probably, 12% Definitely)

Women
- Allred: 58% (20% Probably, 38% Definitely)
- Cruz: 29% (9% Probably, 20% Definitely)

18-34
- Allred: 43% (27% Probably, 16% Definitely)
- Cruz: 39% (22% Probably, 17% Definitely)

35+
- Allred: 62% (16% Probably, 46% Definitely)
- Cruz: 28% (13% Probably, 15% Definitely)

Married
- Allred: 50% (20% Probably, 30% Definitely)
- Cruz: 40% (20% Probably, 20% Definitely)

Children in HH
- Allred: 49% (21% Probably, 28% Definitely)
- Cruz: 42% (16% Probably, 26% Definitely)

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

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

Senate Vote Certainty

Group	5 - Completely certain	4	3	2	1 - Not certain at all
Hispanic	55%	22%	18%	3%	1%
Non-Hispanic	63%	22%	14%	1%	1%

Legend: ■ 5 - Completely certain ■ 4 ■ 3 ■ 2 ■ 1 - Not certain at all

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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.
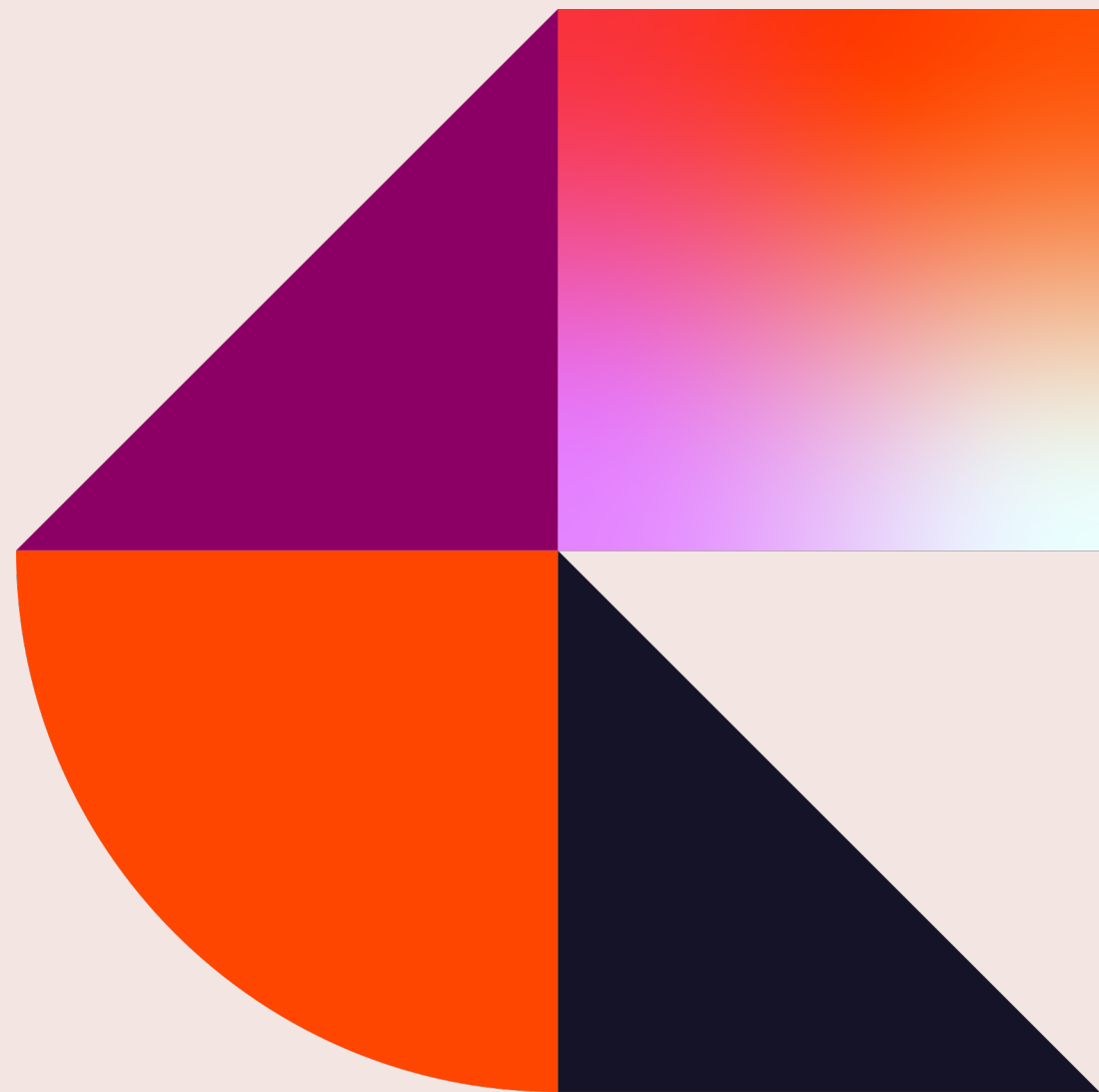
Senate Willingness

Hispanic

Colin Allred (D)	37%	24%	17%	8%	13%	2%
Ted Cruz (R)	21%	15%	7%	9%	45%	3%

Non-Hispanic

Colin Allred (D)	24%	14%	14%	7%	33%	7%
Ted Cruz (R)	39%	14%	6%	7%	31%	2%

■ Very willing   ■ Somewhat willing   ■ Neutral
■ Somewhat unwilling   ■ Very unwilling   ■ Unsure/No opinion

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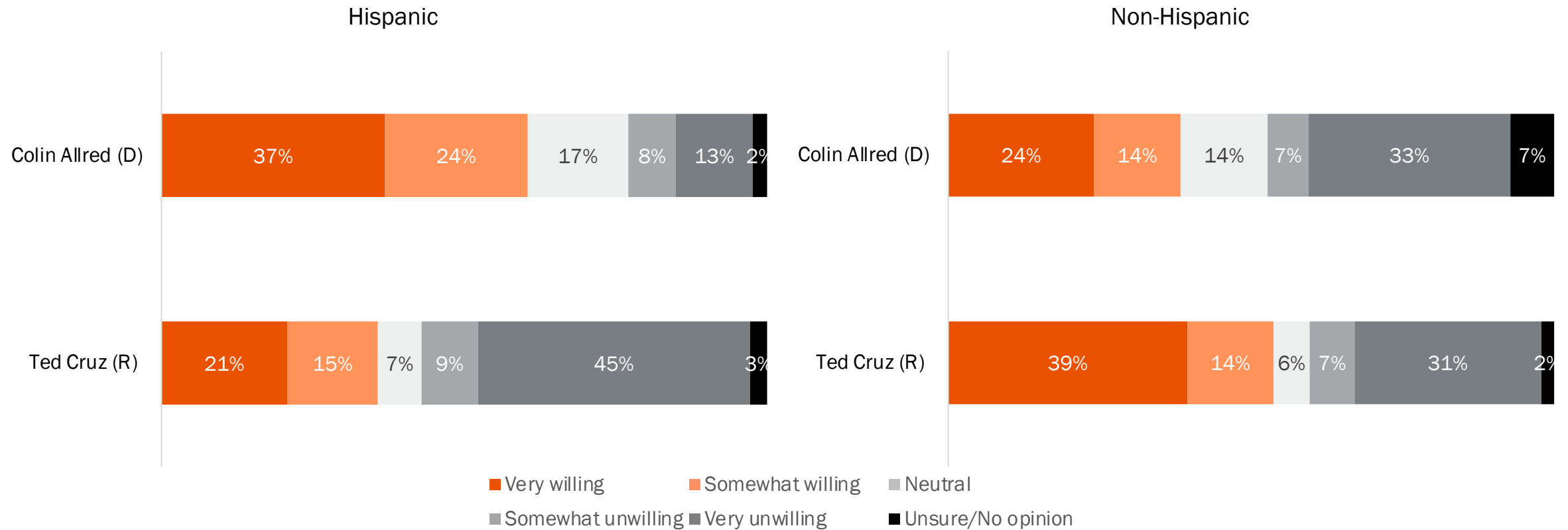
Hispanics More Likely than Non-Hispanics to be Crossover Voters This Election (40% vs 28%)

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?
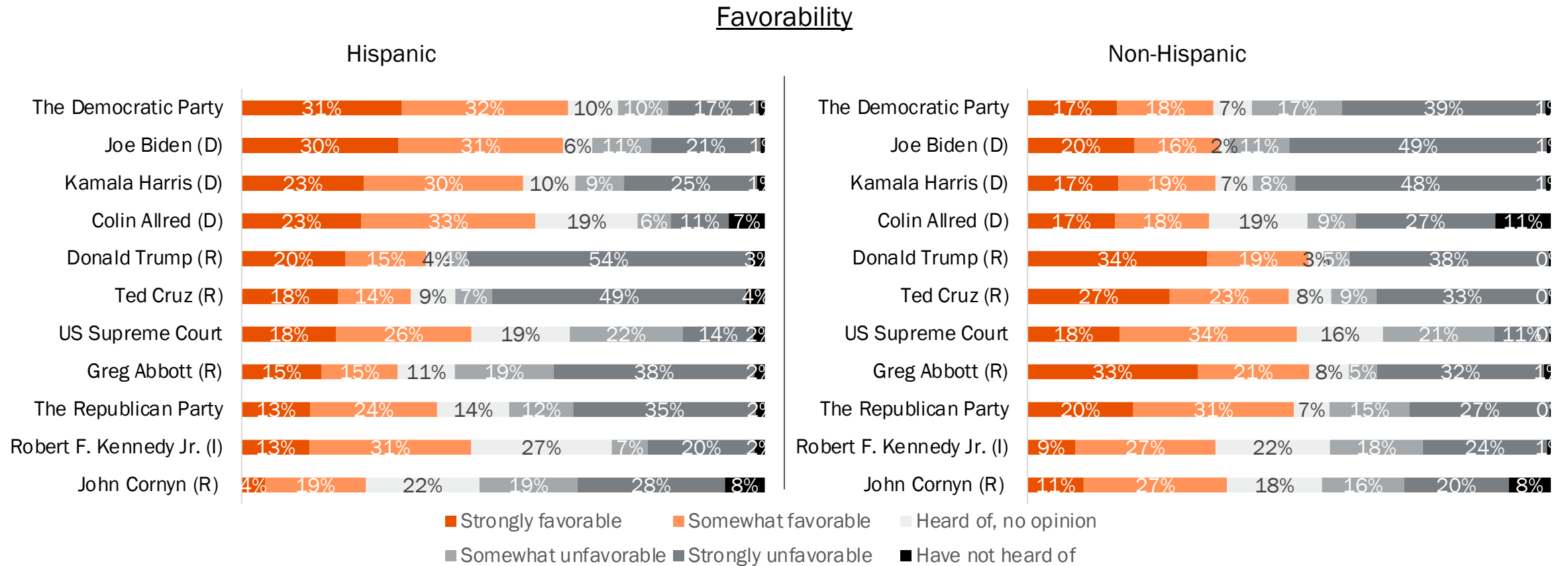
Switching Party Vote

	Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely		This will be first time voting	I haven't typically voted for one party
Hispanic	19%	21%	14%	16%	24%		2%	4%
Non-Hispanic	10%	18%	17%	11%	37%		1%	7%

Legend:
- Very likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Very unlikely
- This will be first time voting
- I haven't typically voted for one party

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Favorability & Job Approval

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Favorability

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

Favorability

Hispanic

The Democratic Party	31%	32%	10%	10%	17% 1%
Joe Biden (D)	30%	31%	6%	11%	21% 1%
Kamala Harris (D)	23%	30%	10%	9%	25% 1%
Colin Allred (D)	23%	33%	19%	6% 11%	7%
Donald Trump (R)	20%	15%	4% 4%	54%	3%
Ted Cruz (R)	18%	14%	9% 7%	49%	4%
US Supreme Court	18%	26%	19%	22%	14% 2%
Greg Abbott (R)	15%	15%	11%	19%	38% 2%
The Republican Party	13%	24%	14%	12%	35% 2%
Robert F. Kennedy Jr. (I)	13%	31%	27%	7%	20% 2%
John Cornyn (R)	4% 19%	22%	19%	28%	8%

Non-Hispanic

The Democratic Party	17%	18%	7%	17%	39% 1%
Joe Biden (D)	20%	16%	2% 11%	49%	1%
Kamala Harris (D)	17%	19%	7% 8%	48%	1%
Colin Allred (D)	17%	18%	19%	9%	27% 11%
Donald Trump (R)	34%	19%	3% 5%	38%	0%
Ted Cruz (R)	27%	23%	8%	9%	33% 0%
US Supreme Court	18%	34%	16%	21%	11% 0%
Greg Abbott (R)	33%	21%	8% 5%	32%	1%
The Republican Party	20%	31%	7%	15%	27% 0%
Robert F. Kennedy Jr. (I)	9%	27%	22%	18%	24% 1%
John Cornyn (R)	11%	27%	18%	16%	20%	8%

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

Job Approval

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

Job Approval

Hispanic

	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	19%	33%	11%	13%	23%	1%
Kamala Harris	13%	34%	15%	10%	24%	4%
US Supreme Court	8%	21%	25%	25%	19%	2%
US Senate	8%	25%	16%	26%	24%	2%
House of Representatives	7%	23%	23%	22%	23%	3%
Greg Abbott	14%	15%	9%	14%	45%	2%
Ted Cruz	13%	16%	14%	8%	47%	1%
John Cornyn	6%	19%	23%	20%	22%	9%

Non-Hispanic

	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	18%	15%	6%	10%	51%	1%
Kamala Harris	17%	15%	9%	8%	49%	2%
US Supreme Court	10%	29%	18%	23%	17%	3%
US Senate	6%	19%	17%	31%	23%	4%
House of Representatives	6%	20%	19%	28%	23%	3%
Greg Abbott	32%	21%	6%	7%	31%	3%
Ted Cruz	26%	23%	9%	10%	30%	2%
John Cornyn	11%	26%	18%	15%	18%	11%

Legend: ■ Strongly approve ■ Somewhat approve ■ Neutral ■ Somewhat disapprove ■ Strongly disapprove ■ Unsure/No opinion

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The Issues

Cost of Living, Inflation Top Issues for All Voters
- EDUCATION, AFFORDABLE HOUSING AMONG SEVERAL ISSUES OF GREATER CONCERN TO HISPANICS

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

Issue Importance TopBox

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Cost of living	75%	73%	Strengthening law enforcement	45%	49%
Inflation	67%	71%	Opioids / drug abuse	44%	34%
Healthcare	66%	58%	Gun rights / 2nd amendment	42%	45%
Economy / jobs	65%	63%	Climate change	42%	37%
Social security / Medicare	63%	60%	Defense / military	40%	50%
Education	61%	47%	Infrastructure, such as roads and public transportation	40%	38%
Affordable housing	59%	49%	Energy policy	35%	40%
Crime and public safety	59%	57%	Race relations	35%	28%
Immigration	54%	57%	Foreign policy	34%	38%
Gun control	54%	43%	U.S. relationship with China	33%	35%
Abortion	51%	48%	Police reform	33%	27%
Government spending / deficit	51%	52%	Israel/Hamas War	30%	31%
Entitlements / social services reform (Medicare, welfare, etc.)	50%	49%	Russia / Ukraine war	28%	28%
Border security	49%	58%	LGBTQ rights	24%	20%
Taxes	48%	57%	Culture wars	21%	19%

Top Issues by Hispanic Voter Type

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

Top 10 Issues Among Definitely Biden Voters	% Hispanic Top Box
Healthcare	81%
Cost of living	81%
Social security / Medicare	78%
Gun control	76%
Education	70%
Inflation	66%
Affordable housing	65%
Abortion	62%
Economy / jobs	62%
Crime and public safety	61%

Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Inflation	68%
Cost of living	67%
Economy / jobs	66%
Healthcare	61%
Education	61%
Crime and public safety	56%
Affordable housing	55%
Abortion	55%
Immigration	55%
Border security	55%

Top 10 Issues Among Definitely Trump Voters	% Hispanic Top Box
Immigration	79%
Cost of living	77%
Border security	70%
Inflation	69%
Economy / jobs	67%
Crime and public safety	59%
Taxes	59%
Defense / military	59%
Gun rights / 2nd amendment	57%
Government spending / deficit	54%

47% of All 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?

<u>Determining Issue</u>

47%
Hispanic

41%
Non-Hispanic
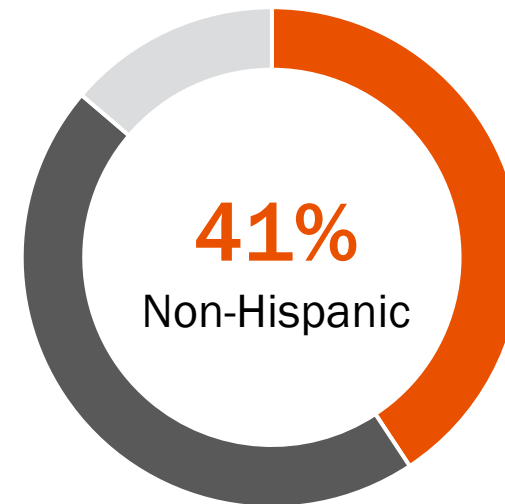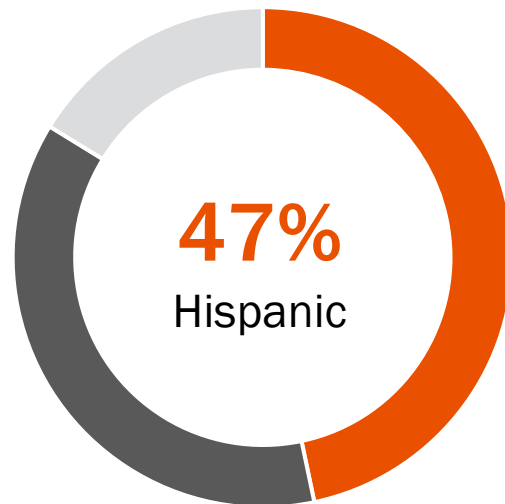
- Yes
- No
- Unsure/I don't know

Issues That Will Determine Who They Vote For

- ABORTION MOST IMPORTANT TO HISPANICS

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

Top 10 Determining Issues

	Hispanic	Non-Hispanic
Abortion	23%	14%
Immigration	17%	13%
Cost of living	12%	4%
Inflation	7%	4%
Border security	6%	25%
Government spending / deficit	6%	2%
Economy / jobs	5%	5%
Affordable housing	3%	1%
Climate change	3%	5%
Healthcare	2%	1%

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
Climate Change	59%	21%	40%	33%
Entitlements Reform	58%	26%	37%	42%
Healthcare	57%	27%	37%	45%
Social Security	56%	26%	38%	42%
Abortion	53%	29%	40%	36%
Energy Policy	53%	24%	34%	42%
Cost of Living	52%	27%	33%	51%
Taxes	52%	28%	30%	50%
Opioids	51%	26%	30%	40%

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
Economy / jobs	50%	32%	34%	49%
Crime and public safety	47%	33%	31%	51%
Inflation	46%	32%	31%	51%
Foreign policy	46%	31%	32%	49%
Immigration	44%	36%	30%	55%
National Security	44%	35%	31%	52%
Defense	43%	33%	32%	53%
Border Security	42%	41%	27%	56%
Gov spending	41%	31%	30%	48%

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
Climate Change	60%	20%	38%	39%
Healthcare	58%	27%	37%	46%
Social Security	54%	26%	38%	44%
Entitlements Reform	54%	26%	38%	45%
Energy policy	52%	27%	36%	48%
Economy / jobs	52%	32%	32%	56%
Abortion	51%	31%	37%	43%
Cost of Living	51%	30%	33%	55%
Crime and public safety	49%	33%	29%	56%

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
Taxes	49%	35%	33%	53%
Foreign policy	46%	33%	33%	52%
Inflation	46%	35%	32%	56%
Immigration	46%	40%	29%	57%
Opioids	46%	30%	27%	45%
National Security	45%	40%	34%	56%
Gov spending	44%	31%	32%	53%
Defense	43%	36%	33%	54%
Border Security	39%	44%	28%	57%

ECONOMY

57% of Hispanics Rate the Economy in Texas Right Now as Fair or Poor

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

State of the Economy

	Excellent	Good	Fair	Poor
Hispanic	10%	33%	39%	18%
Non-Hispanic	5%	37%	33%	25%
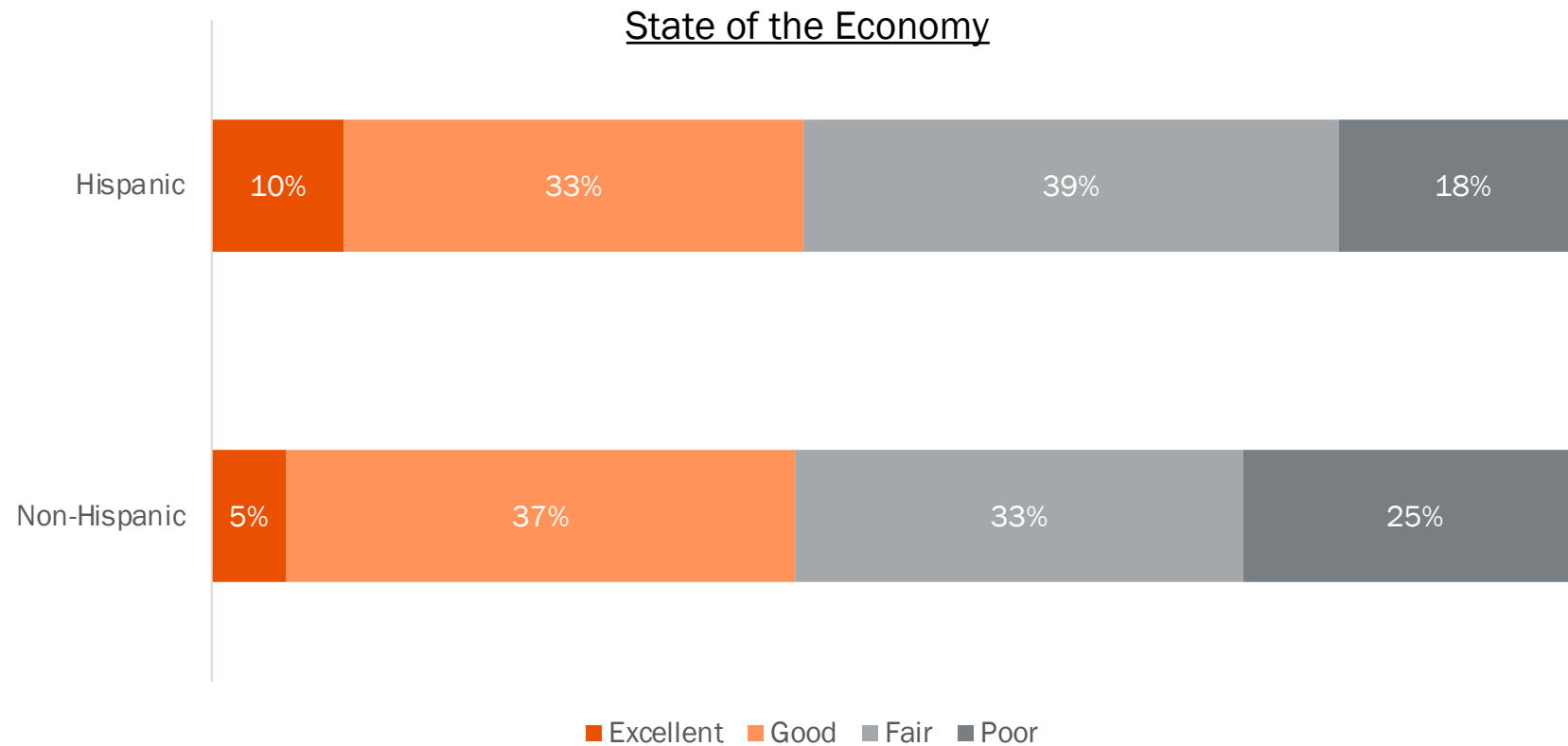
19% of Hispanic Voters Believe the Economy Will Get Worse

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?

Future of the Economy

	Get much better	Get somewhat better	Stay about the same	Get somewhat worse	Get much worse	Unsure/No opinion
Hispanic	8%	27%	42%	12%	7%	4%
Non-Hispanic	7%	18%	38%	19%	11%	7%
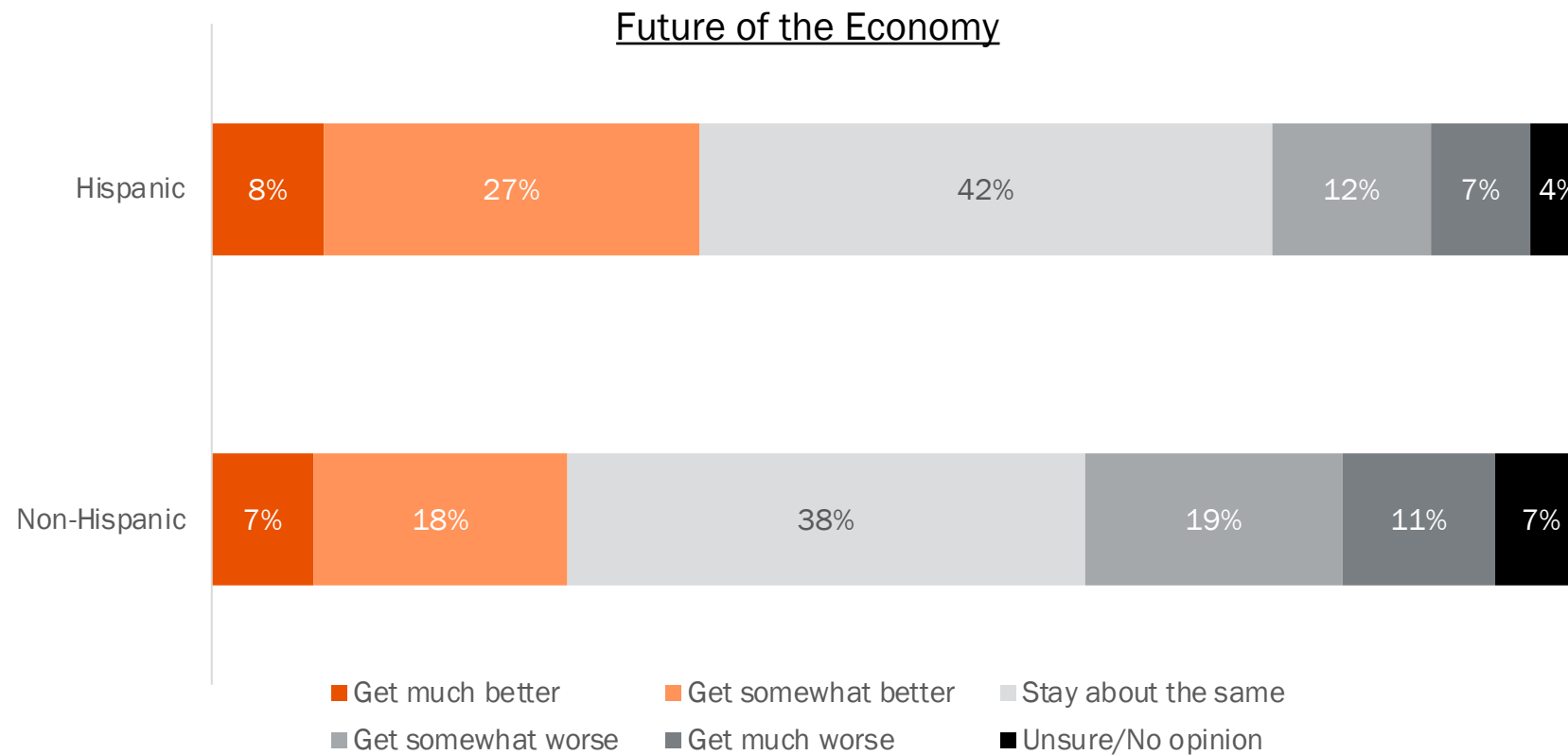
Economy

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	76%	9%	83%	7%
Inflation is putting a significant strain on my budget	74%	9%	73%	11%
The price of gas is putting a strain on my finances	66%	15%	63%	20%
I am concerned about the U.S. federal government's spending and deficit	66%	10%	77%	8%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	64%	7%	56%	9%
My personal economic situation has become worse in the last year	57%	23%	57%	24%
I expect my personal economic situation to get better in the next few years	54%	15%	41%	28%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	47%	31%	38%	40%
I have taken, or am considering taking, a second job in order to maintain my standard of living	46%	34%	40%	39%
I feel that jobs are getting easier to find	35%	34%	31%	38%
Home ownership is still within reach for most people	33%	48%	22%	59%

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PUBLIC HEALTH & HEALTHCARE

Public Health & Healthcare

How much do you agree or disagree with the following statements? [*Public Health & Healthcare*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Mental health issues are a growing problem for people in the United States	85%	4%	84%	4%
Drug abuse is a serious public health issue in the United States	78%	7%	83%	6%
I am generally satisfied with my healthcare coverage	63%	21%	62%	23%
The cost of my health care and insurance is reasonable	48%	33%	42%	38%
The cost of prescription drugs is a financial problem for me	48%	29%	42%	40%
Medicaid and Medicare are working well now	42%	29%	40%	31%

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Abortion

How much do you agree or disagree with the following statements? [*Public Health & Healthcare*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I would not vote for a political candidate whose views on abortion were at odds with mine	59%	15%	57%	15%
Abortion laws should be created by state governments, not by the federal government	41%	24%	47%	27%

Abortion Policy *Thinking about abortion policy and laws, which of the following comes closest to your view?*	Hispanic	Non-Hispanic
Abortion should be legal only in the case of rape, incest or when the mother's life is in danger	32%	33%
Abortion should be legal at any time during pregnancy	15%	13%
Abortion should be illegal in all cases	10%	11%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	10%	13%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	9%	9%
Abortion should be legal only in the first 15 weeks of pregnancy	9%	8%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	6%	6%
Unsure/I don't know	8%	6%
Other	0%	2%

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

CRIME & PUBLIC SAFETY

Crime & Public Safety

How much do you agree or disagree with the following statements? [*Crime & Public Safety*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Homelessness is a serious problem in the United States	87%	4%	87%	3%
Crime is a growing problem in the United States	80%	9%	81%	5%
I believe that stricter gun control laws would reduce crime	65%	24%	43%	43%
Government authorities have become too lenient on criminals	62%	15%	64%	14%
Children in my community are generally safe at the schools they attend	61%	19%	49%	27%
Police departments in the United States are understaffed	60%	10%	68%	8%
Homelessness is a serious problem in my neighborhood	60%	22%	45%	35%

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Crime & Public Safety

How much do you agree or disagree with the following statements? [*Crime & Public Safety*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Crime is a growing problem where I live	51%	27%	53%	25%
I support second amendment gun rights	50%	26%	66%	16%
I feel less safe in my everyday life than I did a year ago	46%	29%	51%	27%
My Police Department is understaffed	45%	18%	48%	12%
Government authorities are doing a good job combating crime in my neighborhood	41%	23%	41%	27%
Government authorities are doing a good job protecting businesses near where I live and shop	40%	17%	48%	20%
My local government should significantly reduce the resources and budgets for police	29%	46%	14%	70%

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IMMIGRATION & BORDER SECURITY

Immigration & Border Security

How much do you agree or disagree with the following statements? [*Immigration & Border Security*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
All migrants who want to enter the United States should be fully vetted first	72%	9%	81%	6%
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	68%	19%	54%	29%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	67%	17%	77%	9%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	66%	12%	76%	9%
There are too many undocumented immigrants crossing the border into the United States	63%	16%	79%	6%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	63%	14%	71%	8%
We should reform immigration laws to give higher priority to people with needed skills and education	61%	12%	60%	13%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	60%	21%	73%	11%
There are too many undocumented migrants coming to my state	60%	22%	73%	10%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	58%	27%	78%	9%

Immigration & Border Security

How much do you agree or disagree with the following statements? [*Immigration & Border Security*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	57%	27%	29%	54%
Local law enforcement should be able to detain undocumented migrants	54%	29%	71%	14%
I support the Texas government's efforts to secure the border	52%	31%	64%	28%
The United States military should be used to secure the southern border	52%	29%	58%	24%
The rules that I have to live by don't seem to apply to migrants	52%	30%	63%	19%
It feels like migrants are being treated better than most Americans	50%	33%	61%	24%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	50%	30%	23%	59%
The arrival of migrants has made the affordable housing problem worse	48%	31%	61%	16%
Most undocumented migrants who entered the U.S. over the last few years should be deported	46%	27%	58%	19%
The U.S. should complete the construction of a wall on the southern border of the U.S.	44%	34%	61%	23%

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Immigration & Border Security

How much do you agree or disagree with the following statements? [*Immigration & Border Security*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The Biden administration is primarily responsible for the situation at the southern border	44%	34%	62%	26%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	44%	41%	57%	31%
Undocumented migrants will take jobs away from poorer and working-class Americans	42%	43%	57%	28%
Undocumented migrants have increased crime in my state	41%	35%	55%	22%
The resettling of all the migrants will, in the long-run, benefit the United States	41%	31%	23%	46%
I support the way the Biden Administration is managing the southern border	39%	38%	23%	60%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	34%	40%	27%	45%
I support the way my state and local officials are handling the migrant issue	30%	38%	49%	30%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	27%	44%	13%	73%

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CLIMATE CHANGE & ENERGY POLICY

Climate Change & Energy Policy

How much do you agree or disagree with the following statements? [*Climate Change & Energy Policy*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Climate change is a very big threat to the planet	70%	12%	62%	24%
Climate change is a result of human activity	68%	11%	63%	18%
Governments should create policies that encourage oil and gas production in the U.S.	64%	16%	62%	19%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	61%	21%	42%	38%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	50%	24%	35%	46%
Government regulation and action on climate change is hurting the economy	48%	23%	46%	28%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	41%	25%	36%	37%

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

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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	63%	18%	49%	35%
The federal government of the United States has become too intrusive in the lives of Americans	62%	15%	64%	17%
The federal government of the United States is too big and powerful	58%	19%	58%	17%
The United States Justice Department has become politicized in its prosecutions	53%	15%	66%	14%
The FBI has become politicized in its investigations	52%	22%	58%	19%
I want the next president to shrink the size of the federal government	46%	23%	51%	21%
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	38%	34%	25%	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 likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of April 2024

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GOVERNMENT POLICY

Government Policy

How much do you agree or disagree with the following statements? [*Government Policy*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
China represents the most serious economic and geo-political threat to the United States	61%	10%	72%	6%
I support the Biden Administration's efforts to forgive student loans	60%	22%	39%	46%
I think that the United States government should provide expanded benefits and entitlements to Americans	56%	20%	58%	16%
Iran is the primary destabilizing force in the Middle East	50%	10%	59%	7%
The U.S. government should spend less money supporting the war in Ukraine	47%	24%	45%	30%
The government should ban social media, like Facebook and TikTok, from being used by children	45%	33%	46%	30%
I support the way the Biden Administration is dealing with the Israel-Hamas war	37%	34%	26%	50%
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	37%	39%	42%	30%
Student loans should not be forgiven and paid for by taxpayers	36%	39%	50%	33%
I think that the United States spends too much on defense and the military	34%	35%	28%	54%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	30%	44%	20%	53%
The United State should increase the amount of military aid it sends to Israel	29%	37%	32%	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 likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of April 2024

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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	70%	7%	71%	7%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	58%	21%	53%	18%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	58%	14%	65%	11%
Social media, like Facebook and TikTok, does more harm than good	48%	29%	49%	23%

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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	79%	4%	89%	2%
More emphasis should be placed on trade schools	70%	5%	74%	4%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	62%	12%	56%	22%
Parents should have a say in what is taught to their children in public schools	61%	15%	70%	15%
College is no longer worth the cost for most students	59%	18%	66%	14%
The public schools in my neighborhood are good	59%	14%	53%	13%
The public school system is working well in my state	43%	29%	34%	31%
Public schools where I live are better than they were before the pandemic	33%	29%	21%	36%
The federal government's Department of Education should be eliminated	31%	44%	33%	41%
Colleges and universities should be allowed to use race in admissions decisions	24%	44%	17%	61%

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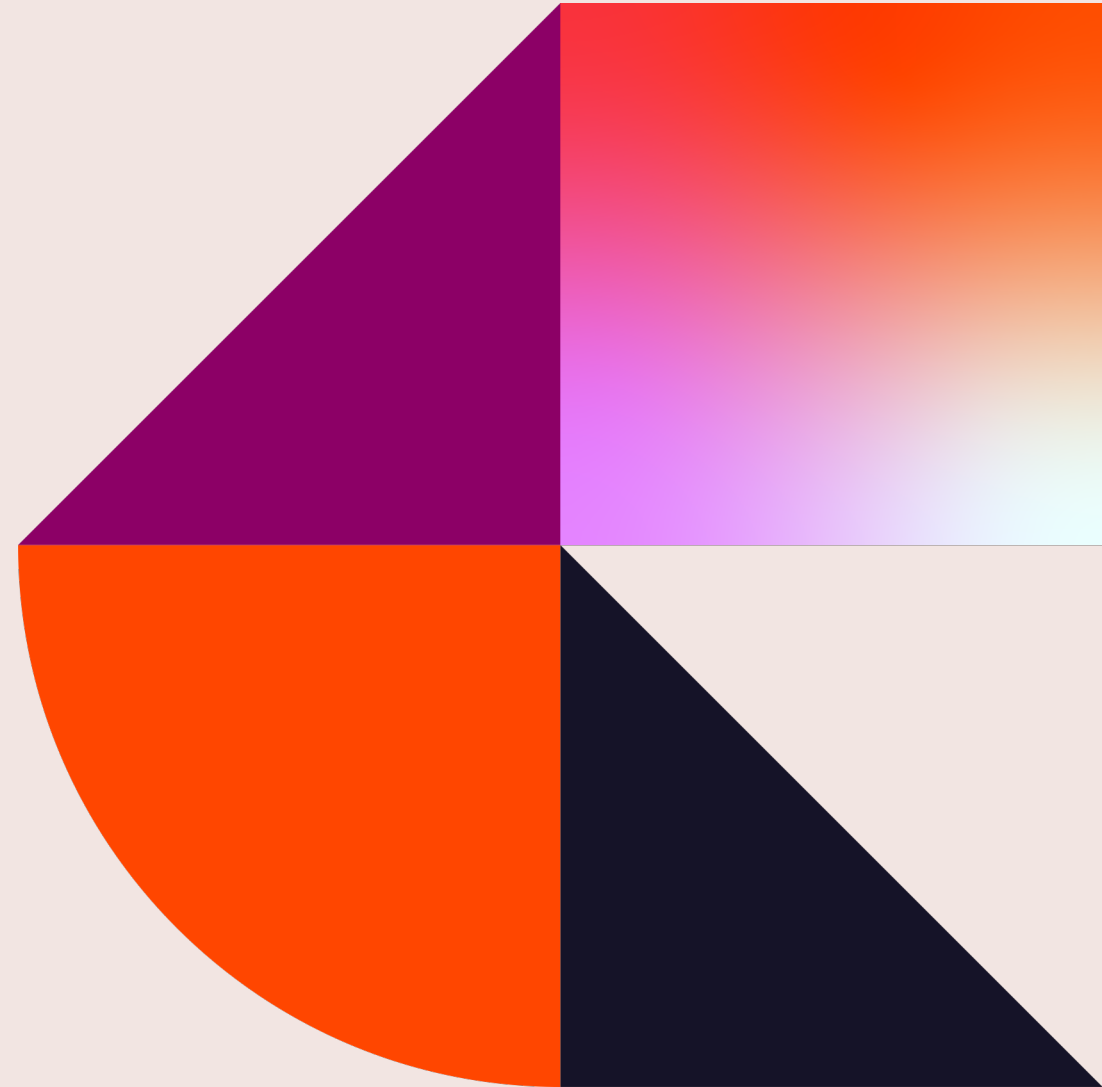
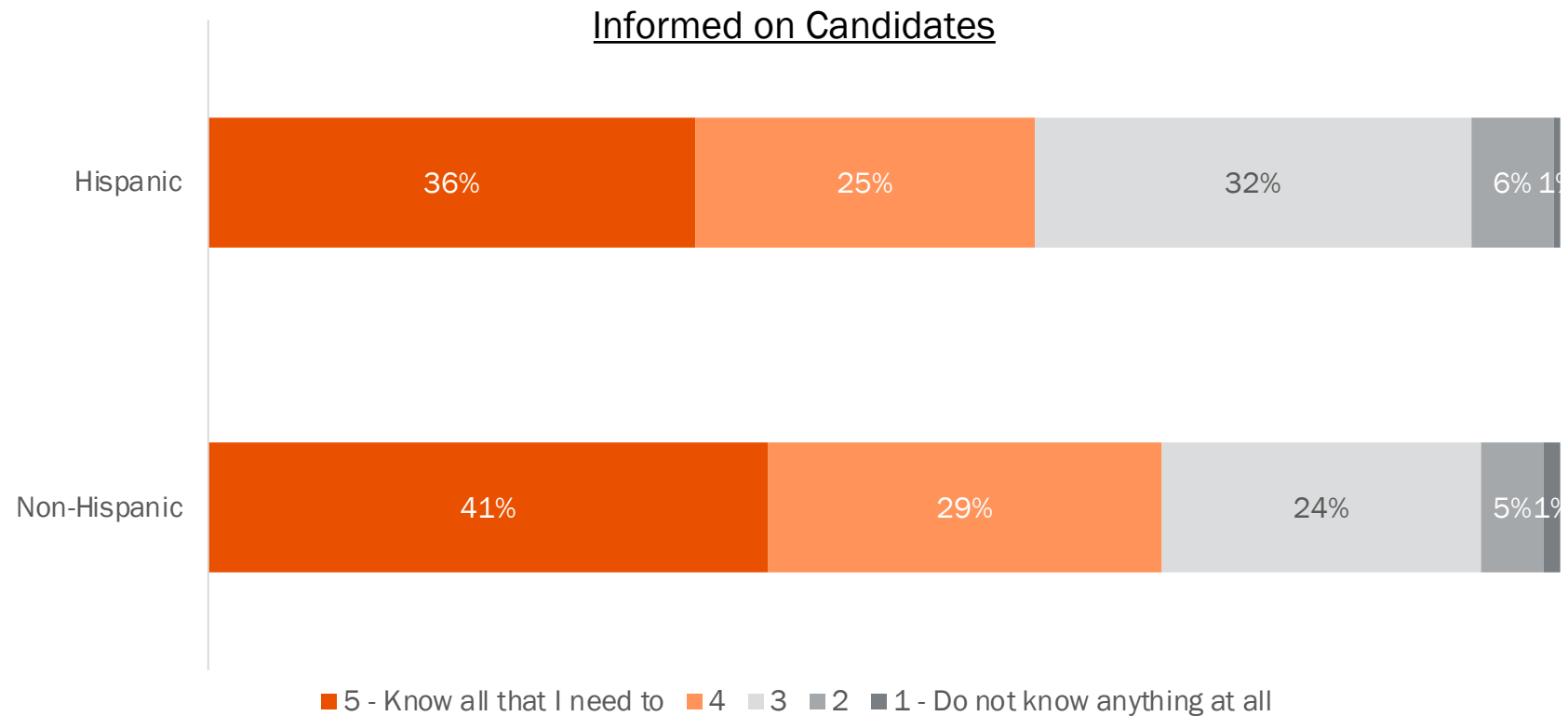# Local TV & National TV Most Heavily Used Political Information Sources by Hispanics

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
Local Television	48%	54%	Instagram	23%	17%
National Television (like network programs or cable news)	47%	59%	Newspapers	21%	27%
YouTube	44%	30%	Podcasts	20%	16%
Facebook	41%	31%	Snapchat	13%	7%
Friends	34%	33%	Debates	10%	13%
Family	30%	32%	Magazines	10%	11%
TikTok	25%	12%	Religious organization/Church	9%	10%
Radio	25%	28%	School	8%	5%
X, formerly known as Twitter	25%	19%	Community organization	6%	7%
Online publications	24%	27%	None of these	3%	4%

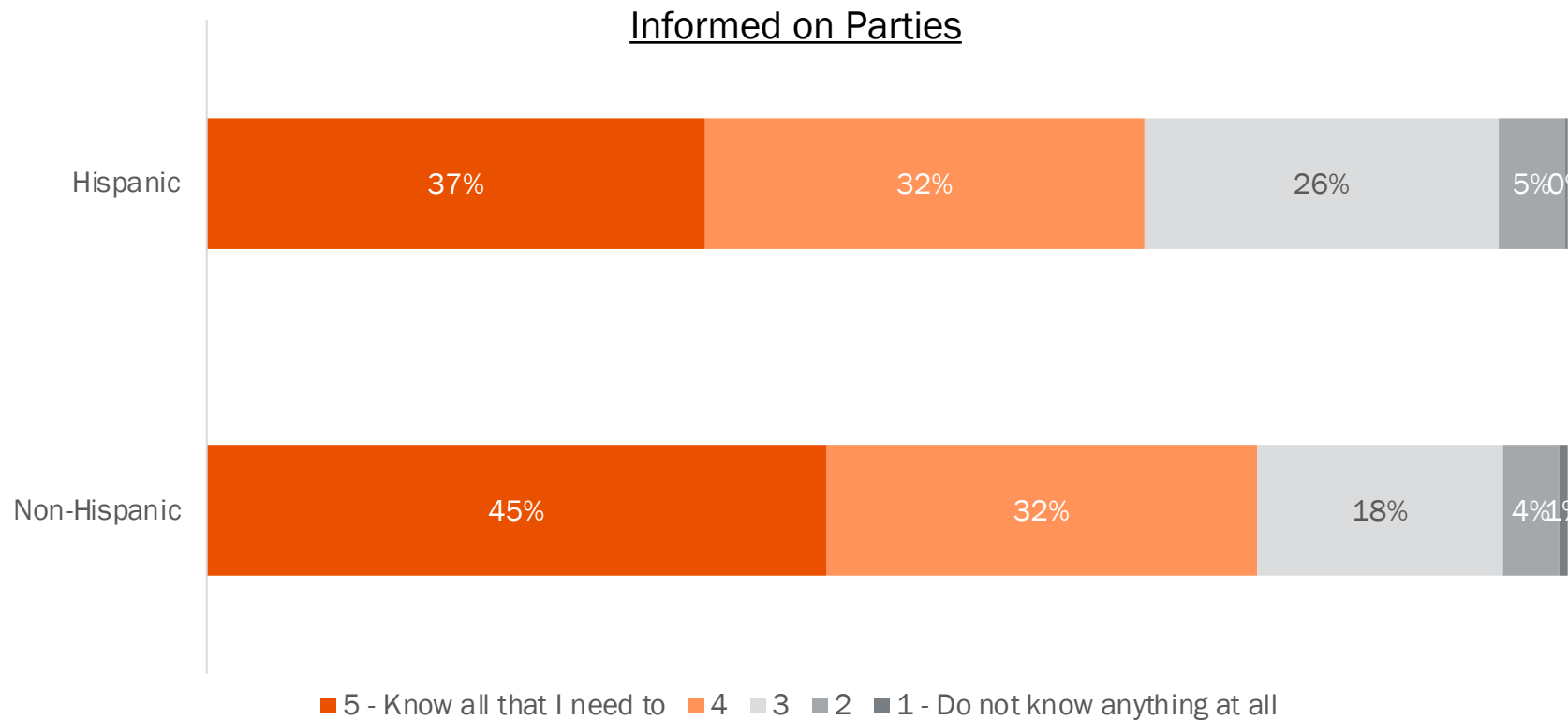Televisa Univision | Consumer Strategy & Insights

64% of Hispanics Need More Information About the Candidates & Their Position 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?
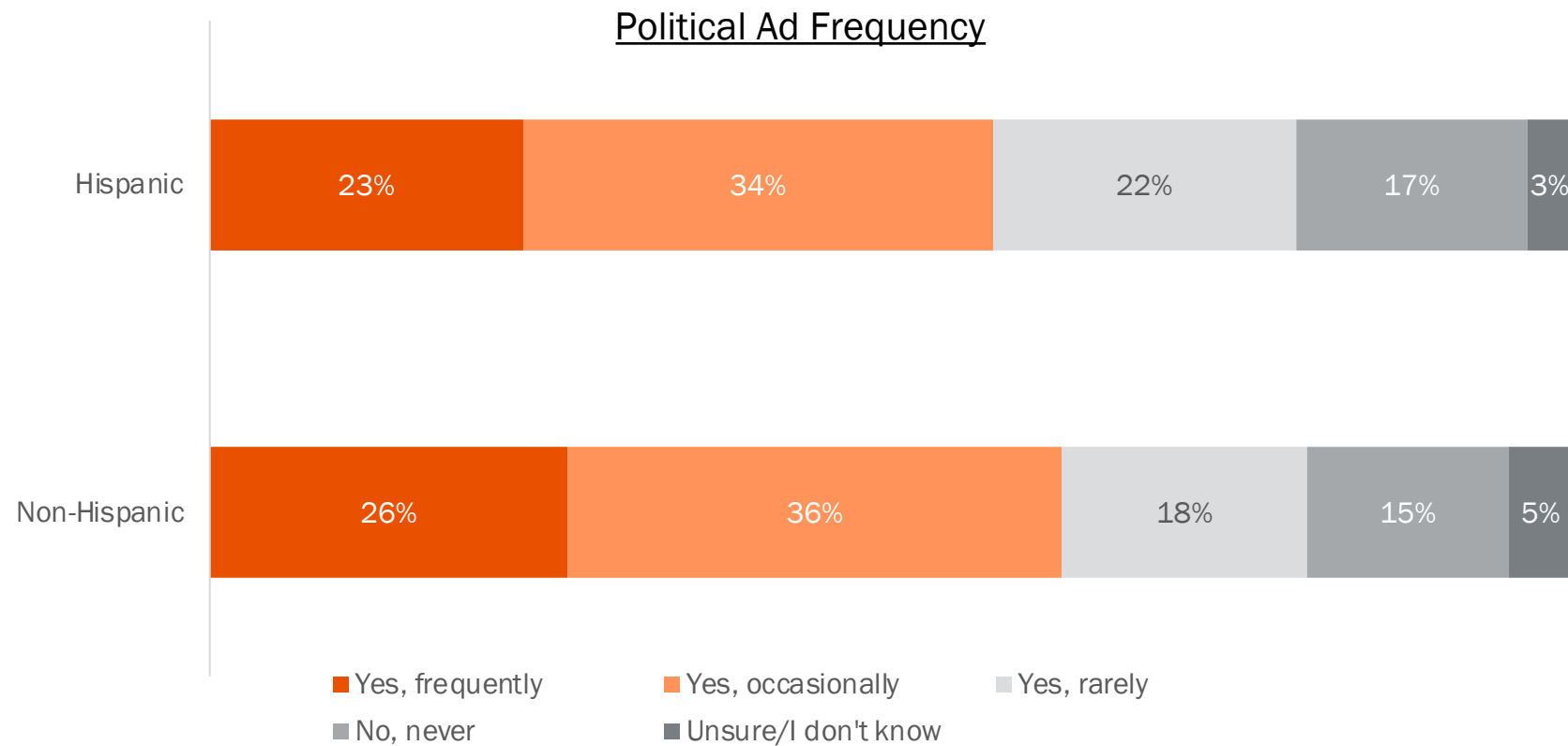
Informed on Candidates

	5 - Know all that I need to	4	3	2	1 - Do not know anything at all
Hispanic	36%	25%	32%	6%	1%
Non-Hispanic	41%	29%	24%	5%	1%

63% 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?

Informed on Parties

	5 - Know all that I need to	4	3	2	1 - Do not know anything at all
Hispanic	37%	32%	26%	5%	0%
Non-Hispanic	45%	32%	18%	4%	1%

■ 5 - Know all that I need to   ■ 4   ■ 3   ■ 2   ■ 1 - Do not know anything at all

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73% 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?

Political Ad Frequency

Hispanic

| 23% | 34% | 22% | 17% | 3% |

Non-Hispanic

| 26% | 36% | 18% | 15% | 5% |

- ■ Yes, frequently
- ■ Yes, occasionally
- ■ Yes, rarely
- ■ No, never
- ■ Unsure/I don't know

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Messaging in Spanish is *Powerful* and *Connects*

60%
OF HISPANICS AGREE

I *appreciate when candidates advertise in Spanish* in trying to win my vote
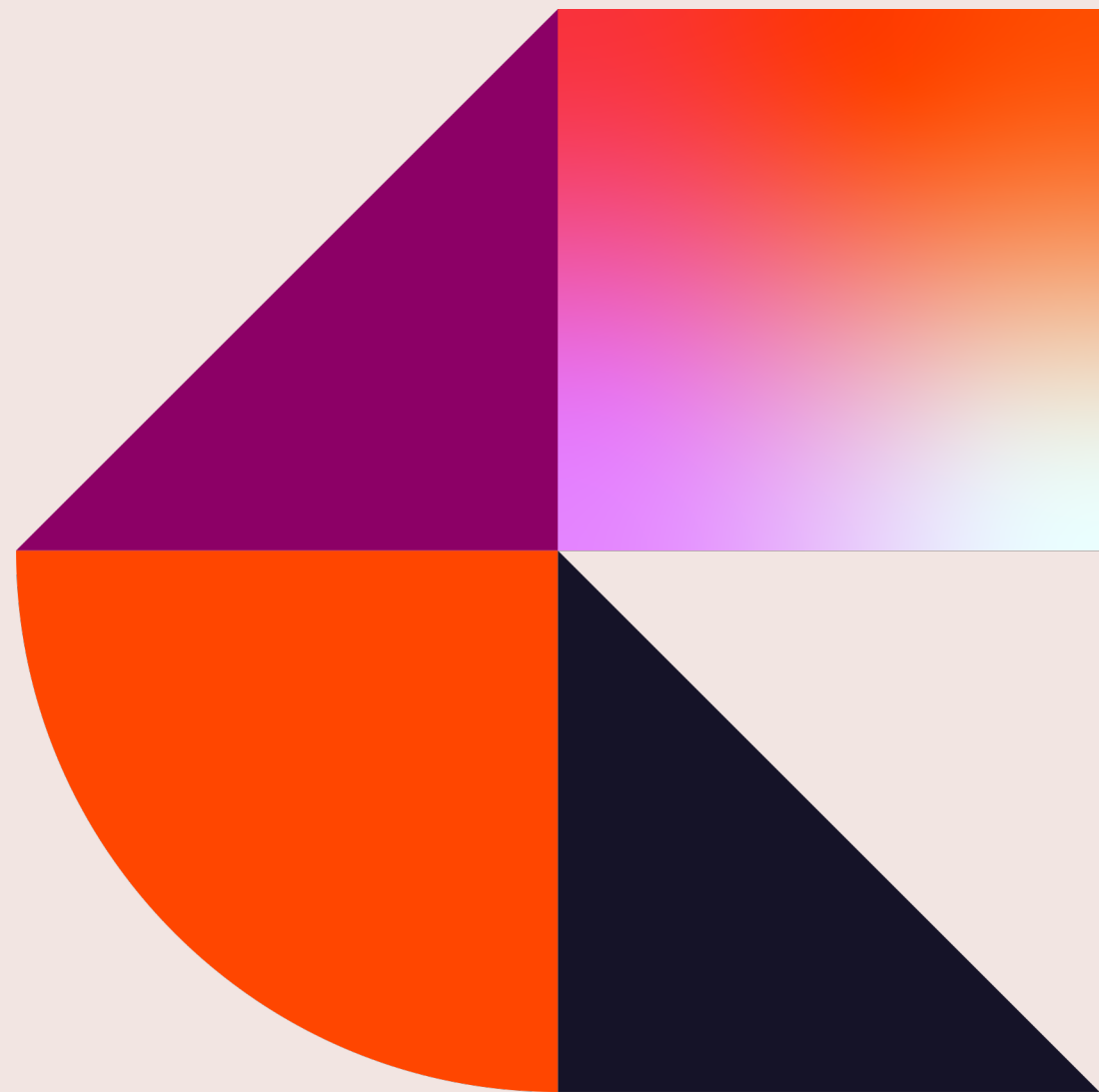
55%
OF HISPANICS AGREE

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

50%
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*
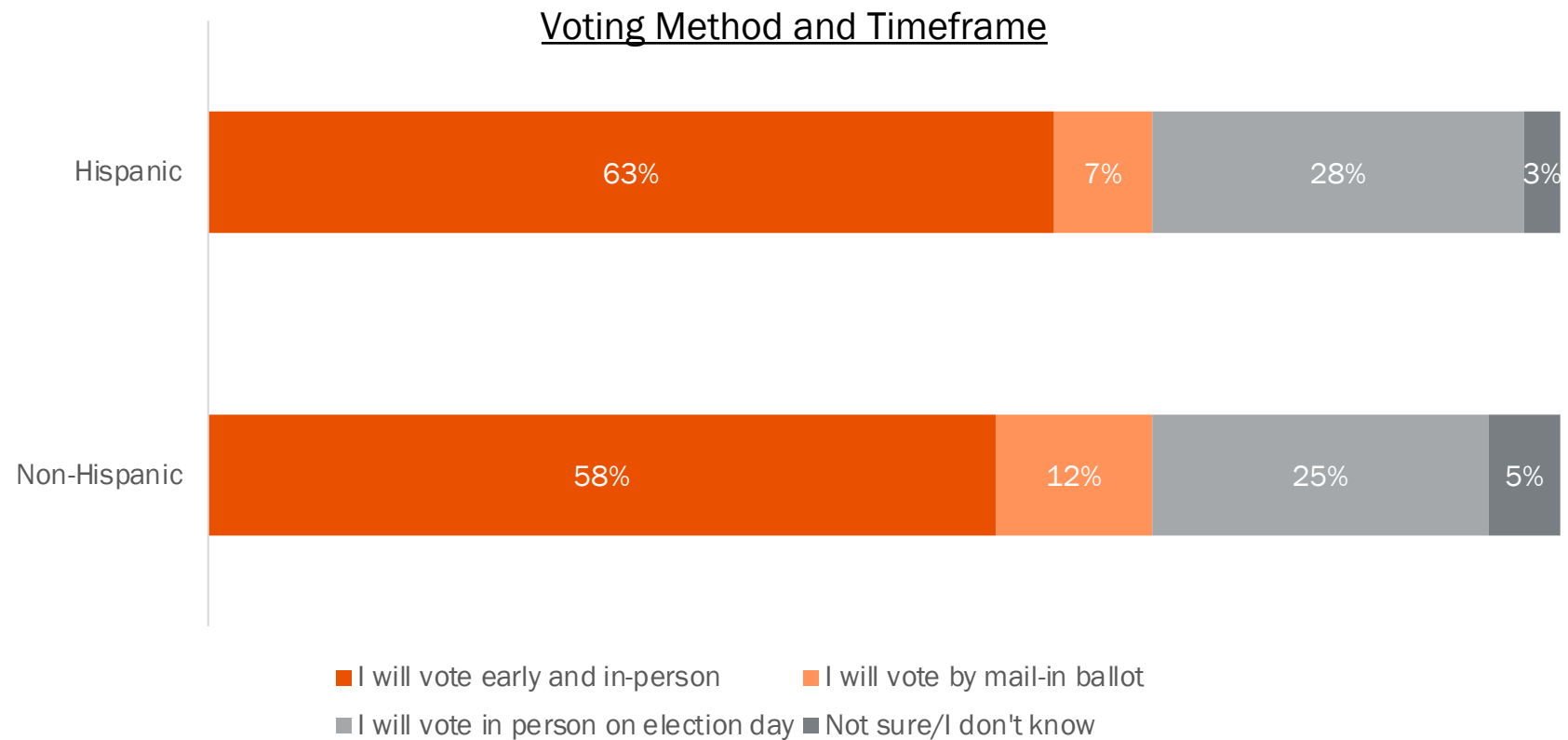
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Voting &
Campaign
Information

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Voting Method and Timeframe
- HISPANICS MORE LIKELY THAN NON-HISPANICS TO VOTE EARLY AND IN PERSON

How do you plan to vote in the General election?

Voting Method and Timeframe

	I will vote early and in-person	I will vote by mail-in ballot	I will vote in person on election day	Not sure/I don't know
Hispanic	63%	7%	28%	3%
Non-Hispanic	58%	12%	25%	5%

■ I will vote early and in-person   ■ I will vote by mail-in ballot
■ I will vote in person on election day   ■ Not sure/I don't know

Vota Conmigo Familiarity

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

Vota Conmigo Familiarity

27%
Hispanic

- ■ Heard of, and familiar
- ■ Heard of, but unfamiliar
- ■ Have not heard of
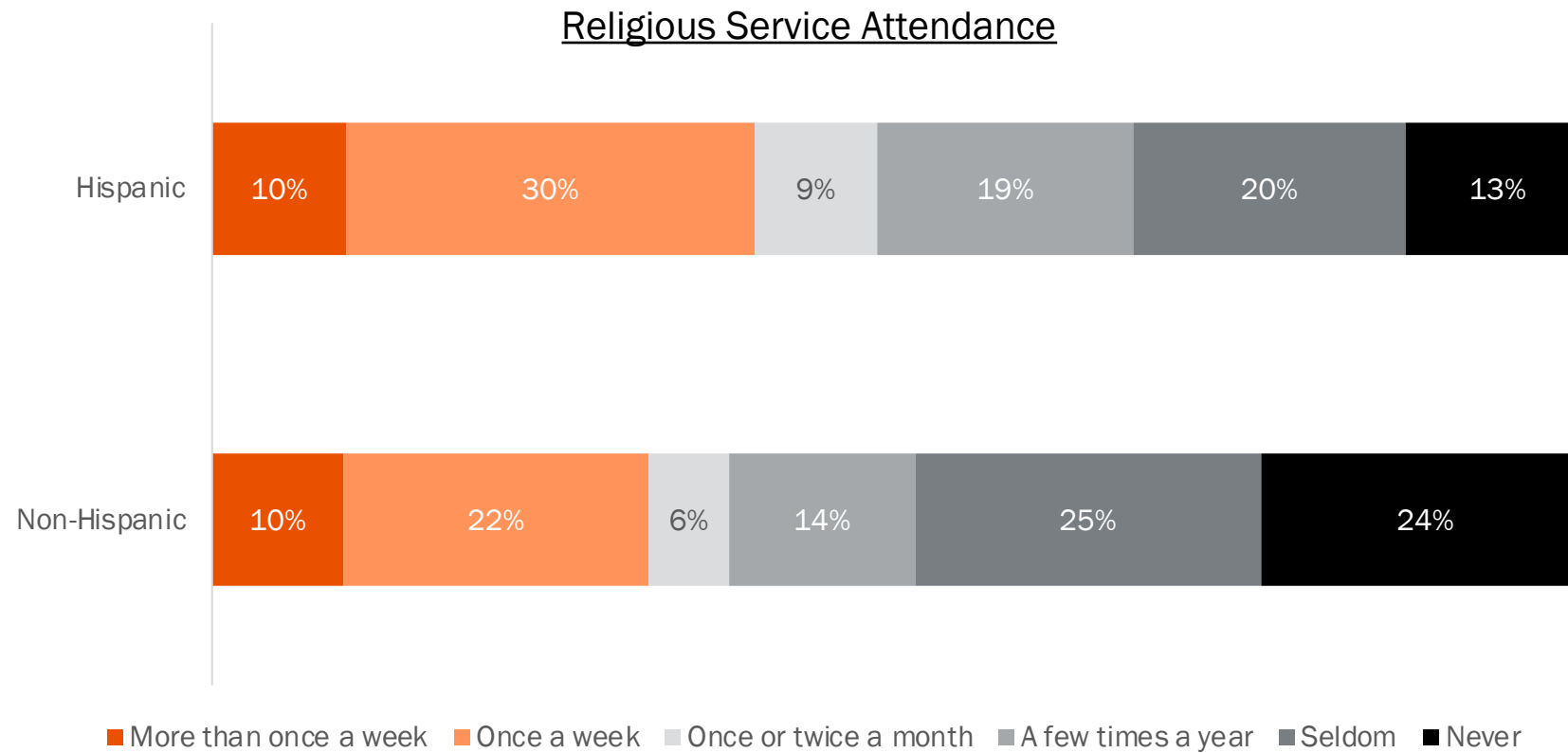
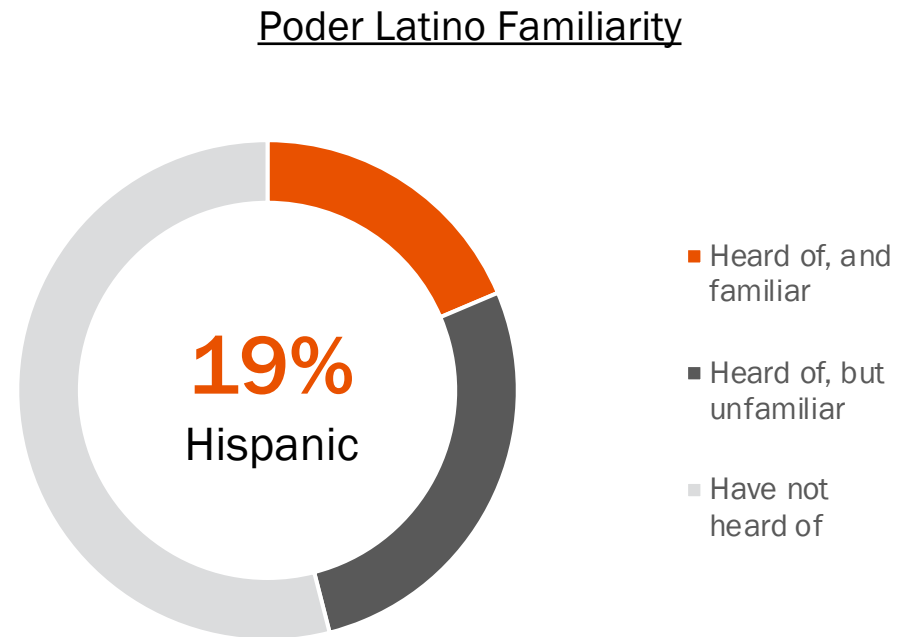**Televisa Univision**

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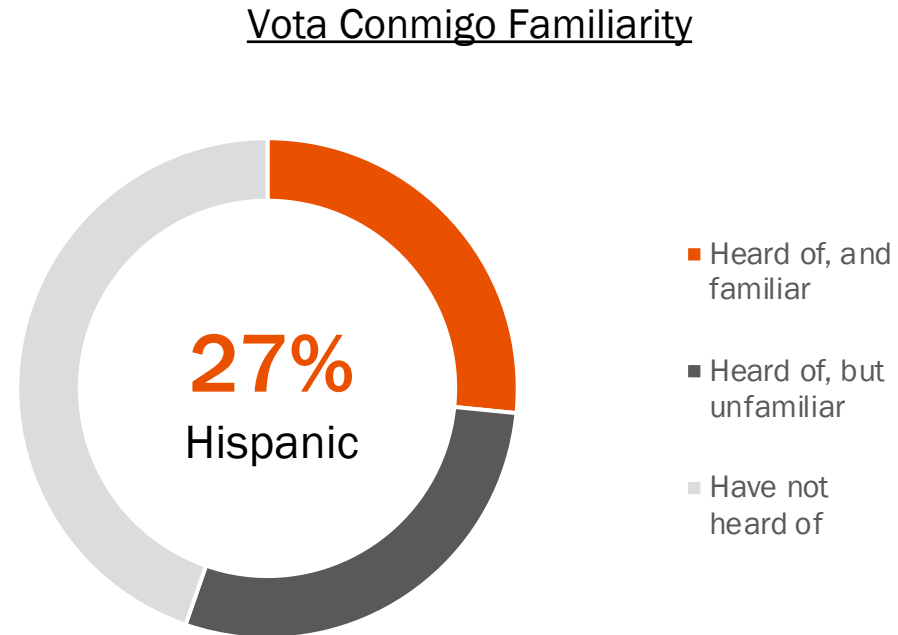
Gracias

APPENDIX

Religious Service Attendance

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

Religious Service Attendance

	More than once a week	Once a week	Once or twice a month	A few times a year	Seldom	Never
Hispanic	10%	30%	9%	19%	20%	13%
Non-Hispanic	10%	22%	6%	14%	25%	24%

■ More than once a week ■ Once a week ■ Once or twice a month ■ A few times a year ■ Seldom ■ Never

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Poder Latino Familiarity

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

Poder Latino Familiarity

19%
Hispanic

- Heard of, and familiar
- Heard of, but unfamiliar
- Have not heard of

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

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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	56%	14%	48%	20%
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	30%	44%	22%	60%

Ballot Language Preference

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

Ballot Language Preference

94%
Hispanic

- Spanish
- English
- No preference

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