Texas Hispanic Community

TX Hispanics Are YOUNGER

38 Hispanic median age
vs 50 for Non-Hispanic

Lower Hispanic Median Household Income

$58,103K
vs $90,141K for Non-Hispanic

Larger Hispanic Households

4.3 Median Persons per HH
vs 3.0 for Non-Hispanic

More Likely to Have Children in Household

54% Kids <18 in HH
vs 34% for Non-Hispanic

More Likely Renting Their Homes

39% Rent where they live
vs 31% for Non-Hispanic

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TU & Media Predict
2024 Presidential Tracker

Texas
April 2024

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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 2,172 likely voters ages 18+

A18+
1,136 Hispanic (813 SpanDom/Bilingual)
1,036 Non-Hispanic

- In field 4/10/2024 – 4/23/2024

- 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 3.0% for Hispanics and 3.1% for Non-Hispanics.

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

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Only 41% of Hispanics Believe U.S. is Headed in the Right Direction
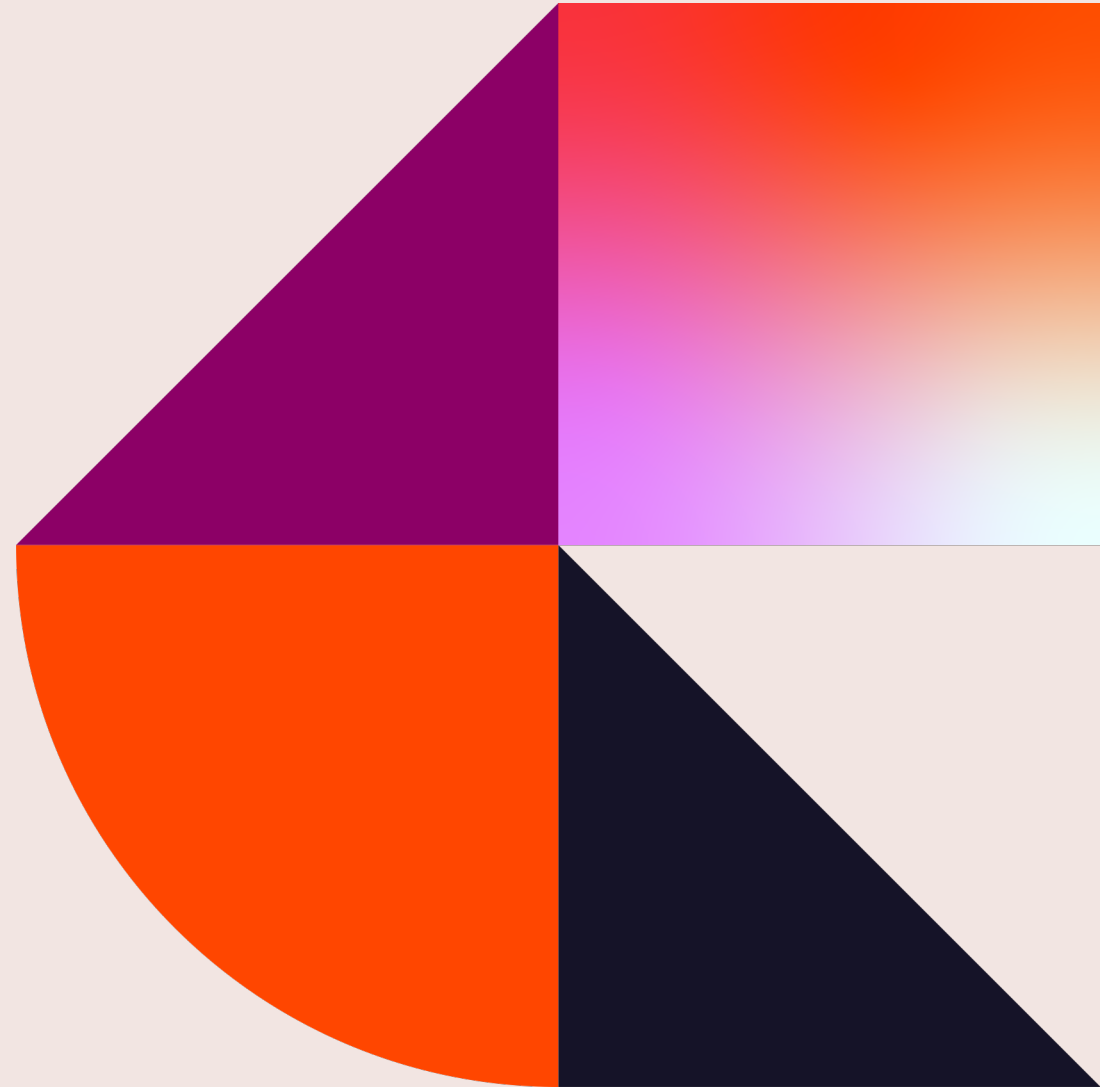
In general, do you believe that the United States is headed in the right direction, or has it gone off on the wrong track?

US Right or Wrong Track

41%
Hispanic

30%
Non-Hispanic
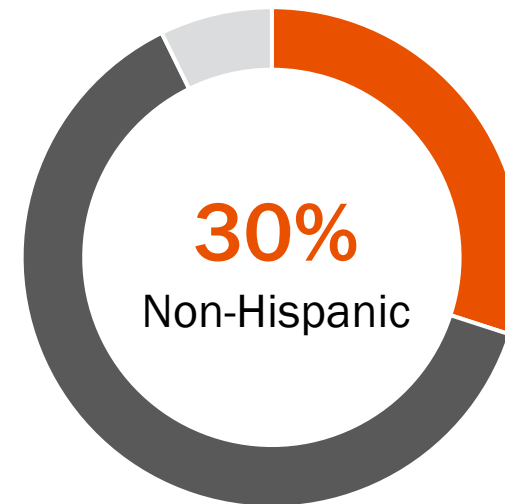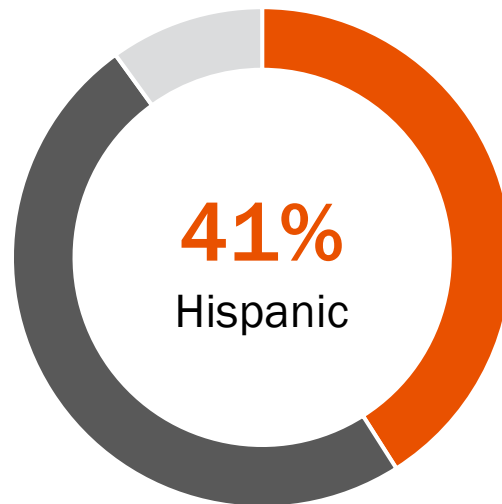
- Right direction
- Wrong track
- Unsure/I don't know

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General Election Polling

Matchup: Biden vs Trump

- JOE BIDEN LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 32% OF HISPANICS UP FOR GRABS (27% NOT DEFINITE, 5% 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	39%	14%	13%	24%	5%	5%
Non-Hispanic	30%	10%	13%	39%	5%	3%

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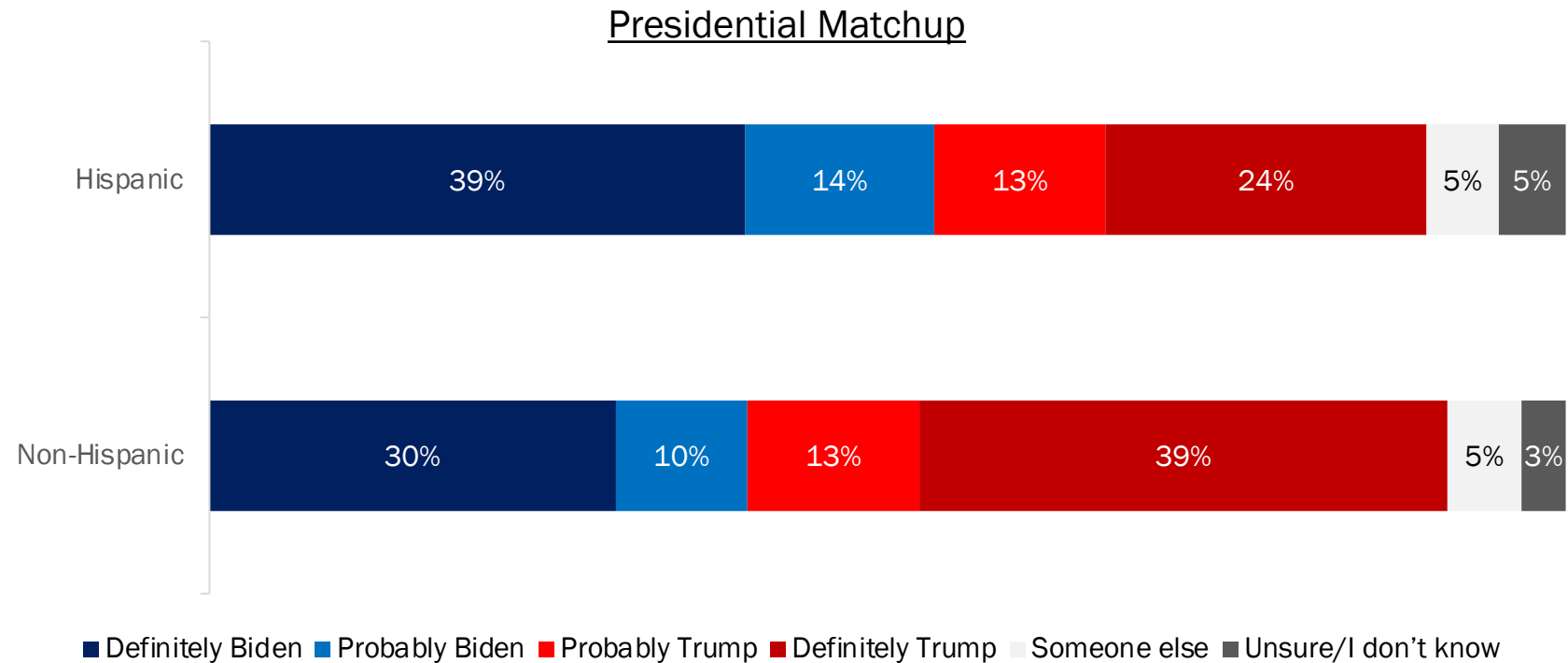
Candidate Support Among Hispanics

- TRUMP'S STRONGEST SUPPORT AMONG PARENTS
- BIDEN'S STRONGEST SUPPORT AMONG ADULTS 35+

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?
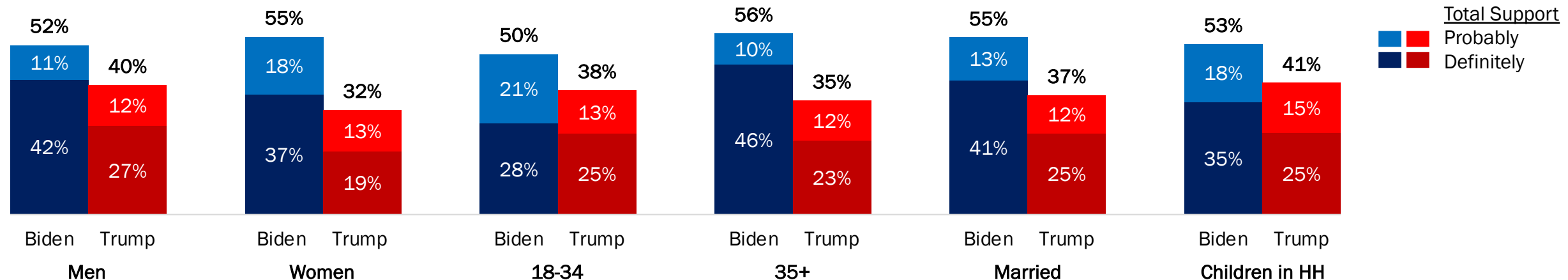
Presidential Matchup

Men
- Biden: 52% (11% Probably, 42% Definitely)
- Trump: 40% (12% Probably, 27% Definitely)

Women
- Biden: 55% (18% Probably, 37% Definitely)
- Trump: 32% (13% Probably, 19% Definitely)

18-34
- Biden: 50% (21% Probably, 28% Definitely)
- Trump: 38% (13% Probably, 25% Definitely)

35+
- Biden: 56% (10% Probably, 46% Definitely)
- Trump: 35% (12% Probably, 23% Definitely)

Married
- Biden: 55% (13% Probably, 41% Definitely)
- Trump: 37% (12% Probably, 25% Definitely)

Children in HH
- Biden: 53% (18% Probably, 35% Definitely)
- Trump: 41% (15% Probably, 25% Definitely)

Total Support
- Probably
- Definitely

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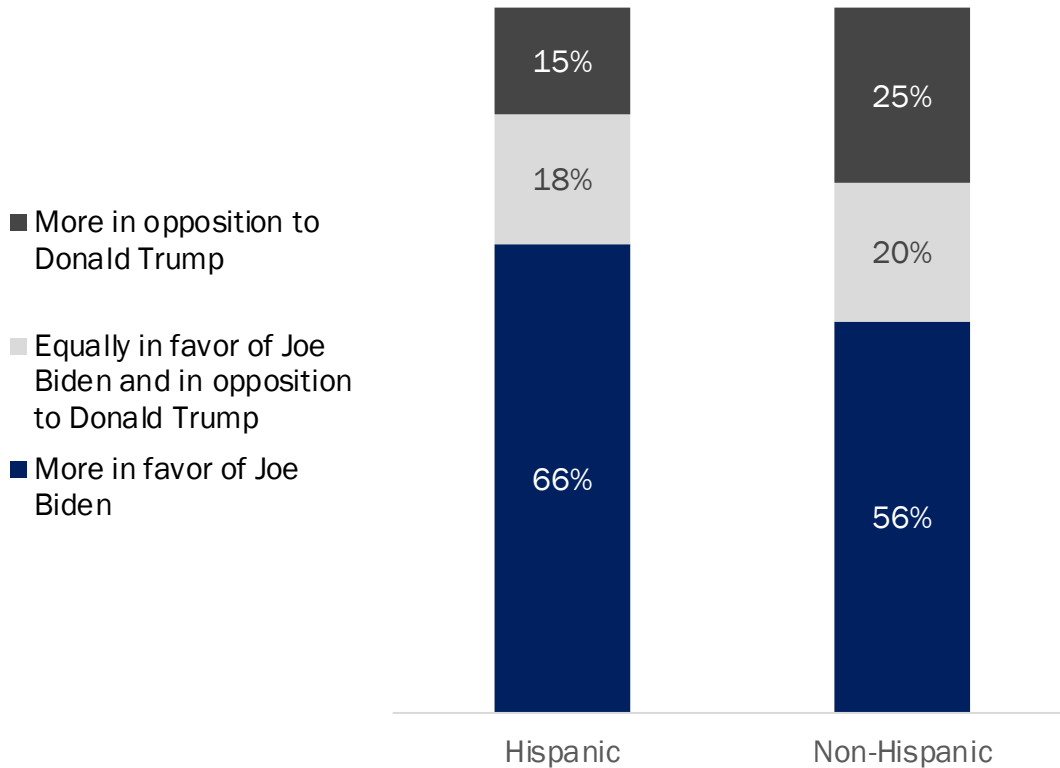
Trump Voters Are More Enthusiastic

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

Hispanic
- 15%
- 18%
- 66%

Non-Hispanic
- 25%
- 20%
- 56%

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

Voting Trump: Favor Trump or Oppose Biden

Hispanic
- 9%
- 22%
- 69%

Non-Hispanic
- 13%
- 21%
- 66%

- ■ More in opposition to Joe Biden
- ▢ Equally in favor of Donald Trump and in opposition to Joe Biden
- ■ More in favor of Donald Trump
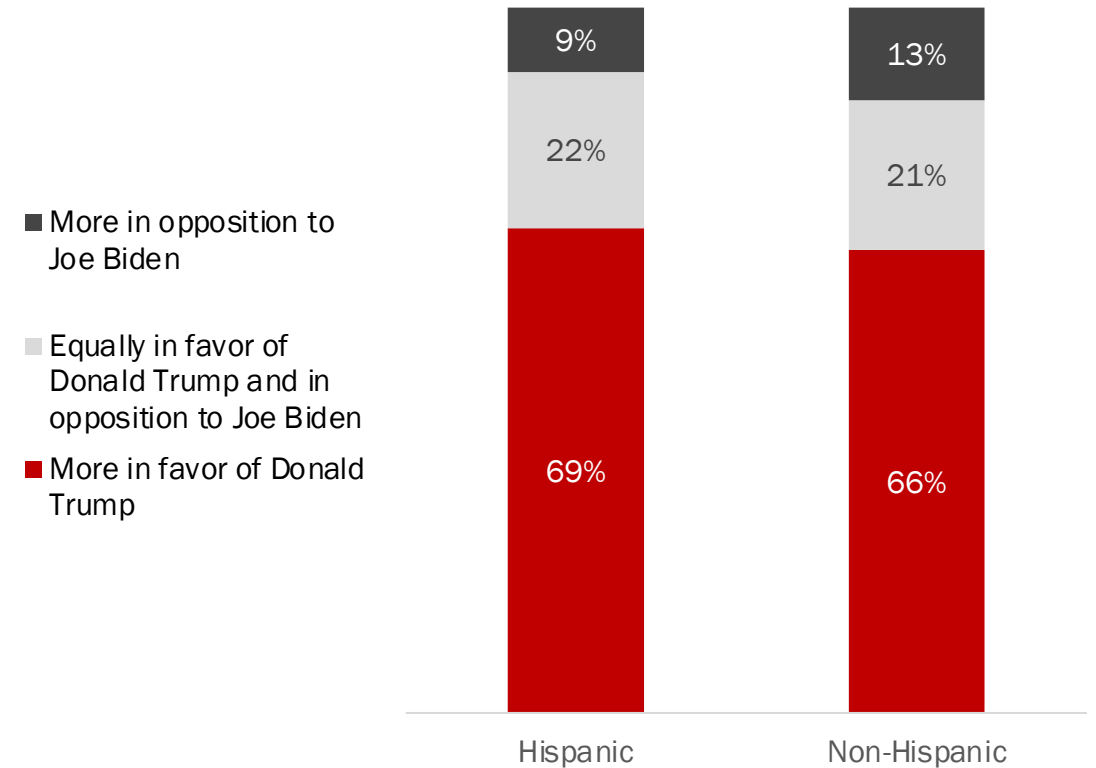
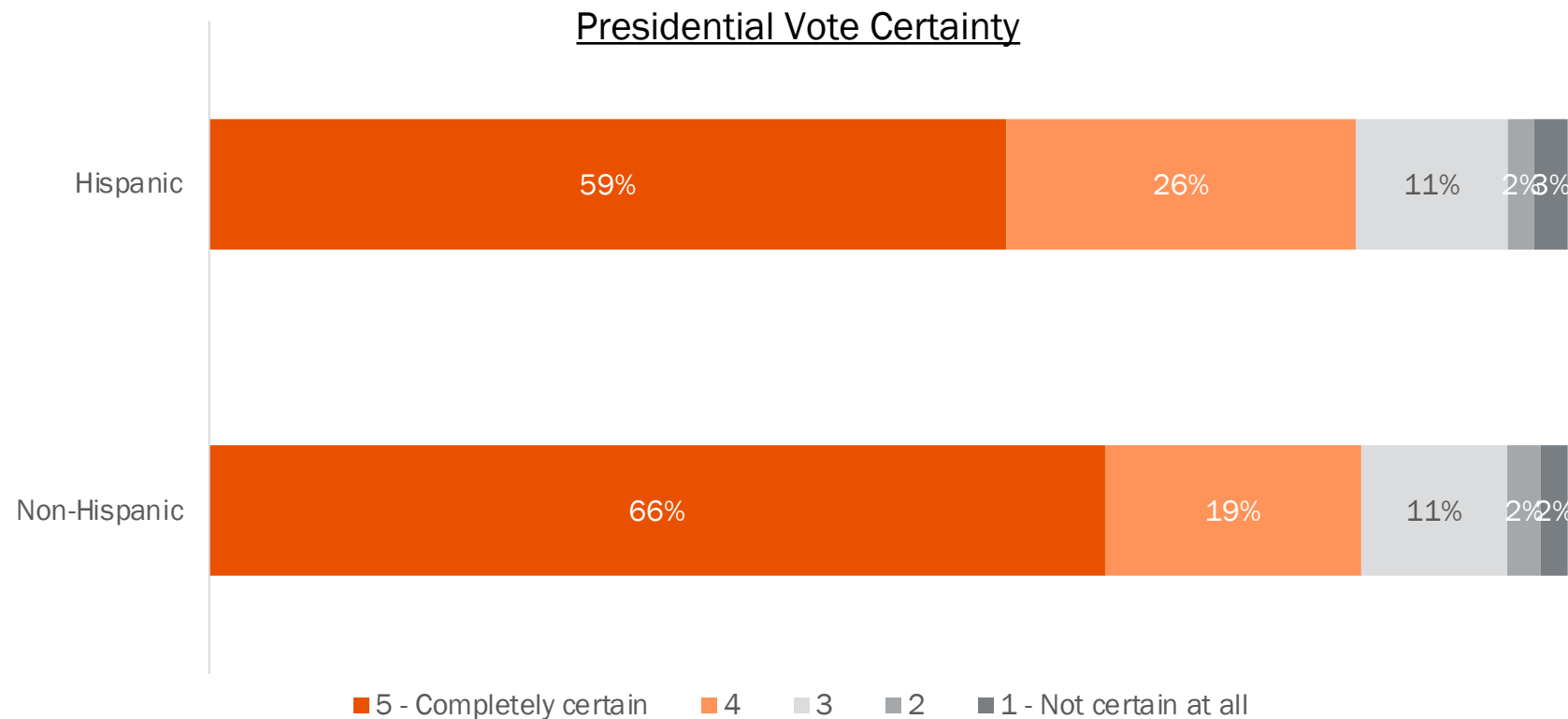# 41% of Hispanics Not Completely Certain About Their Vote for President

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

Presidential Vote Certainty

	5 - Completely certain	4	3	2	1 - Not certain at all
Hispanic	59%	26%	11%	2%	3%
Non-Hispanic	66%	19%	11%	2%	2%

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

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

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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
- 37% OF HISPANICS UP FOR GRABS (31% NOT DEFINITE, 6% 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?
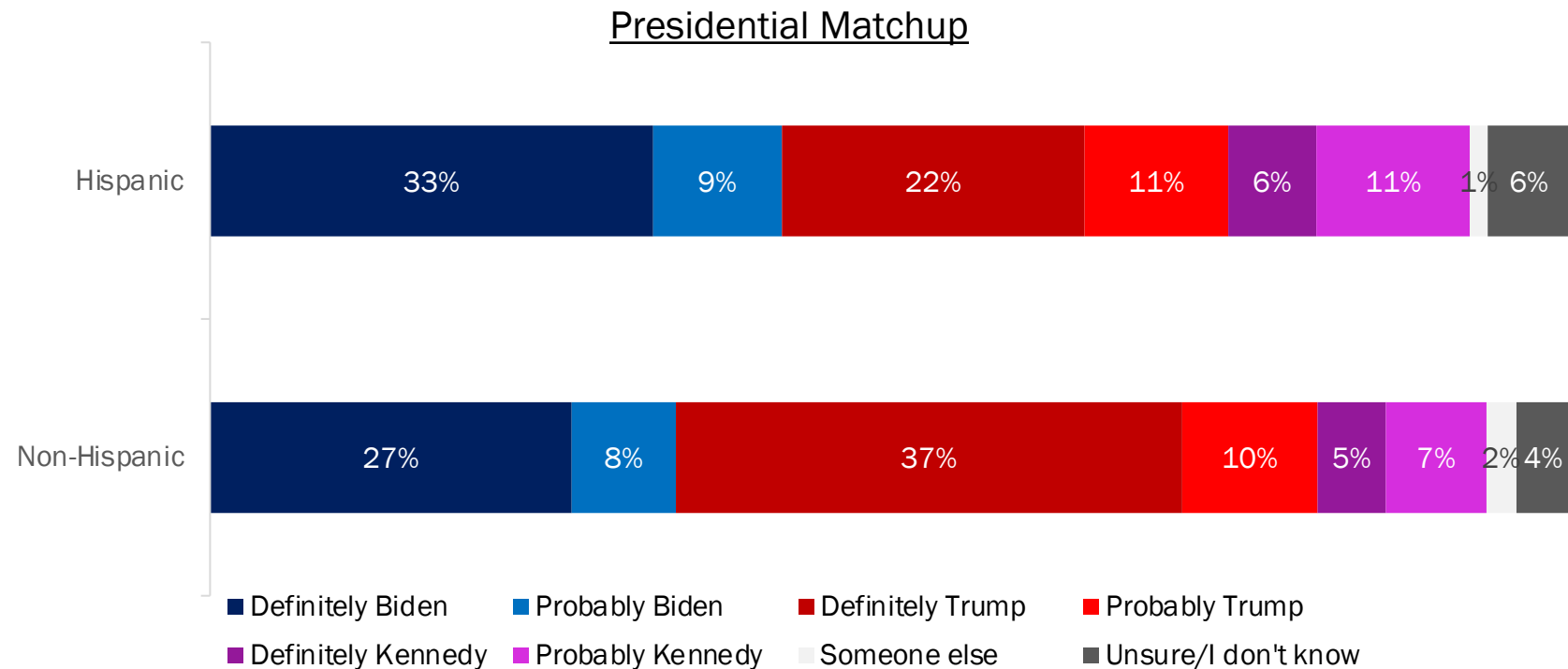
Presidential Matchup

	Definitely Biden	Probably Biden	Definitely Trump	Probably Trump	Definitely Kennedy	Probably Kennedy	Someone else	Unsure/I don't know
Hispanic	33%	9%	22%	11%	6%	11%	1%	6%
Non-Hispanic	27%	8%	37%	10%	5%	7%	2%	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

Candidate	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Joe Biden (D)	38%	16%	10%	8%	26%	1%
Donald Trump (R)	28%	13%	8%	8%	43%	1%
Robert F. Kennedy, Jr (I)	14%	26%	28%	8%	19%	5%

Non-Hispanic

Candidate	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Joe Biden (D)	29%	11%	6%	8%	45%	1%
Donald Trump (R)	40%	13%	6%	6%	35%	1%
Robert F. Kennedy, Jr (I)	10%	24%	23%	13%	26%	4%

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

House of Representatives Vote

- DEMOCRATS FAVORED BY HISPANICS, HIGHER THAN NON-HISPANICS
- 39% OF HISPANICS UP FOR GRABS (33% NOT DEFINITE, 6% UNSURE)

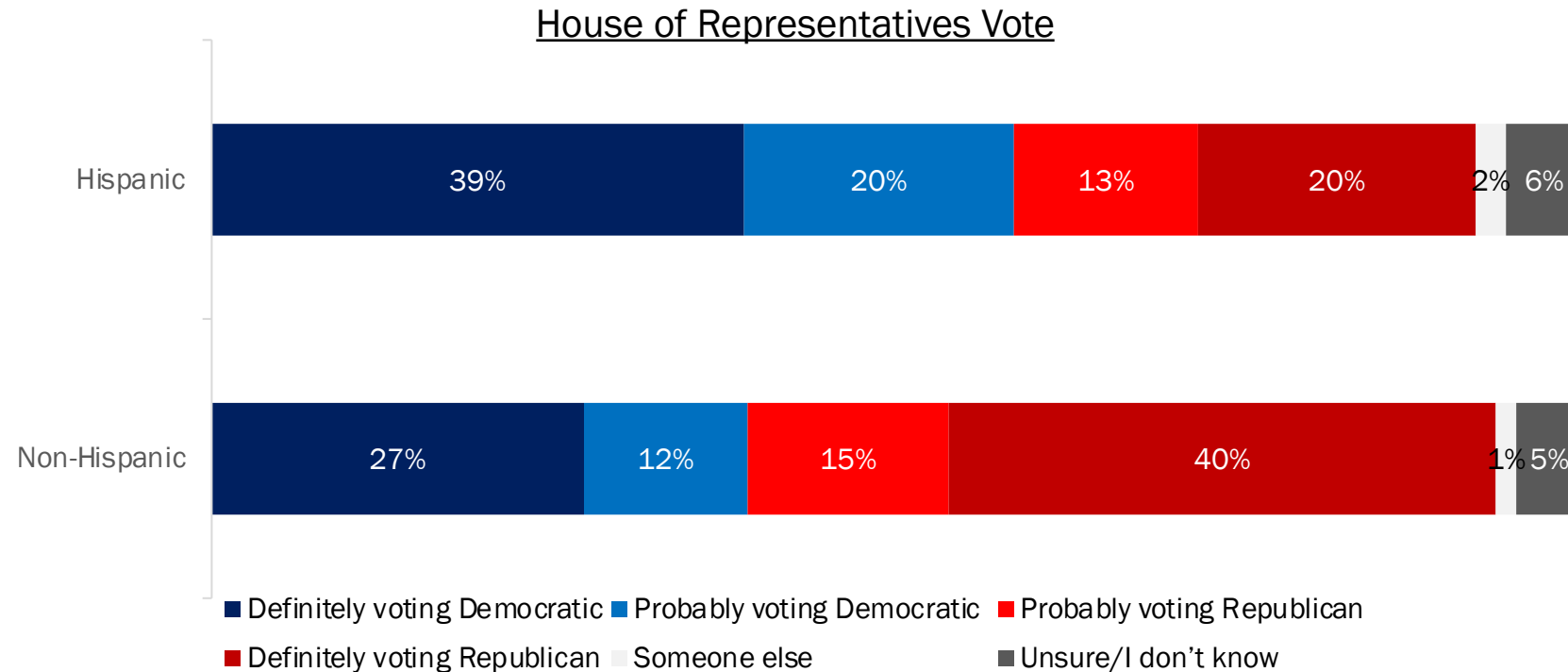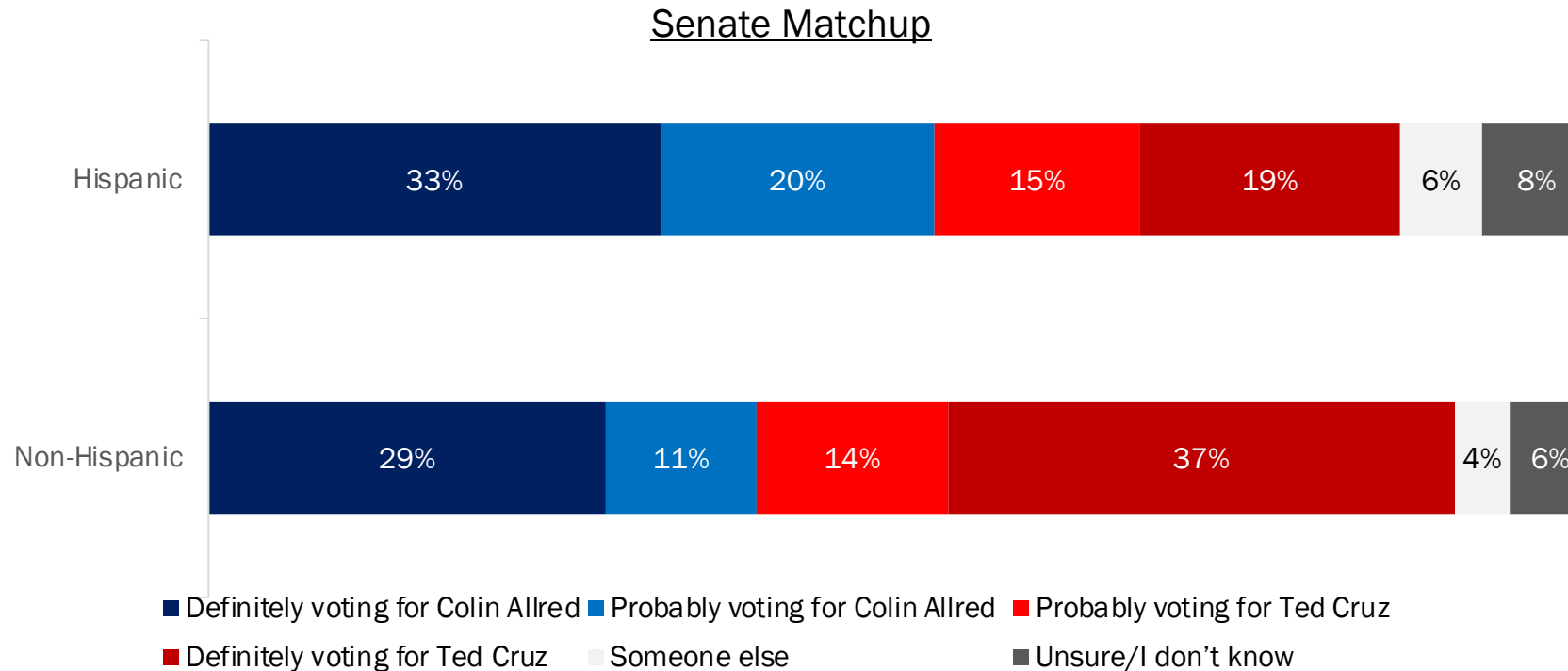*If the election for the United States House of Representatives were held today, which party's candidate would you vote for?*

House of Representatives Vote

Hispanic
| 39% | 20% | 13% | 20% | 2% | 6% |

Non-Hispanic
| 27% | 12% | 15% | 40% | 1% | 5% |

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

Matchup: Allred vs Cruz

- COLIN ALLRED LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 43% OF HISPANICS UP FOR GRABS (35% 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?
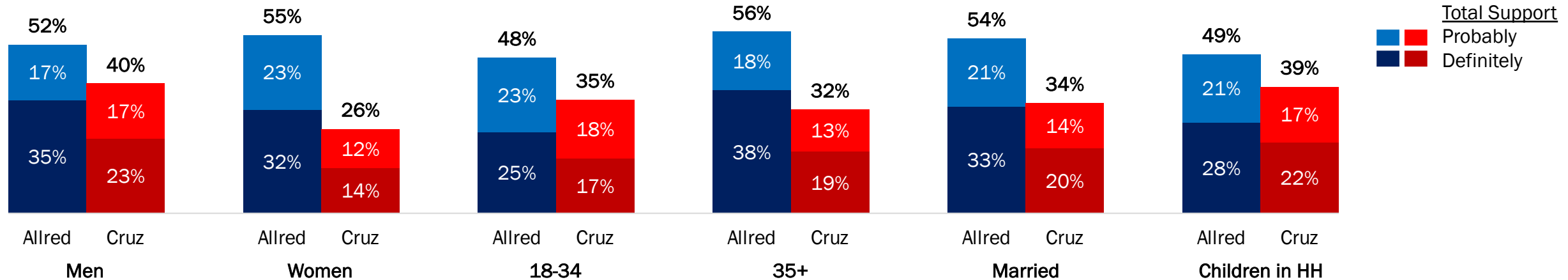
Senate Matchup

	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	33%	20%	15%	19%	6%	8%
Non-Hispanic	29%	11%	14%	37%	4%	6%

- ■ 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

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Candidate Support Among Hispanics

- CRUZ'S STRONGEST SUPPORT AMONG MEN
- 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?
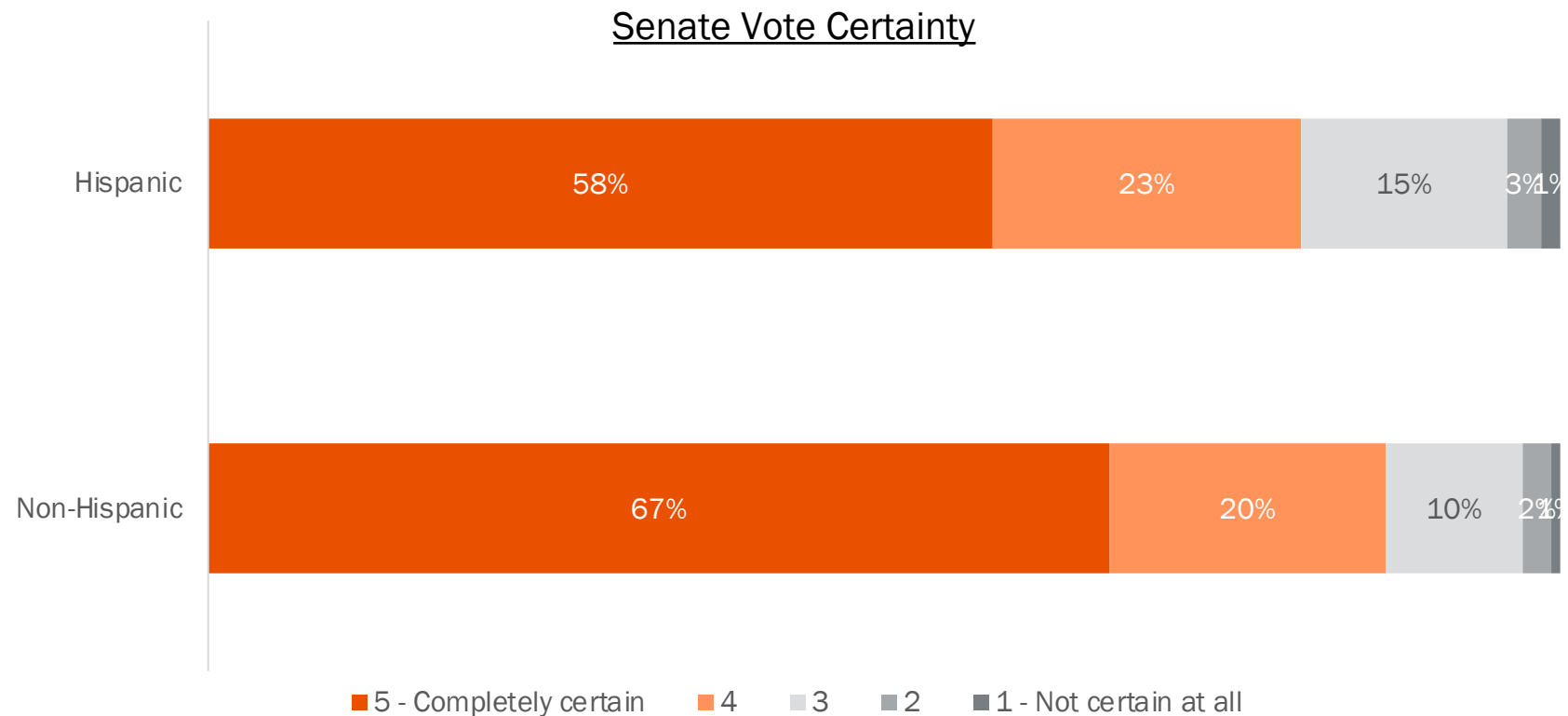
Senate Matchup

Total Support
- Probably
- Definitely

|	Men	Women	18-34	35+	Married	Children in HH
Allred	52% (17% / 35%)	55% (23% / 32%)	48% (23% / 25%)	56% (18% / 38%)	54% (21% / 33%)	49% (21% / 28%)
Cruz	40% (17% / 23%)	26% (12% / 14%)	35% (18% / 17%)	32% (13% / 19%)	34% (14% / 20%)	39% (17% / 22%)

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42% 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

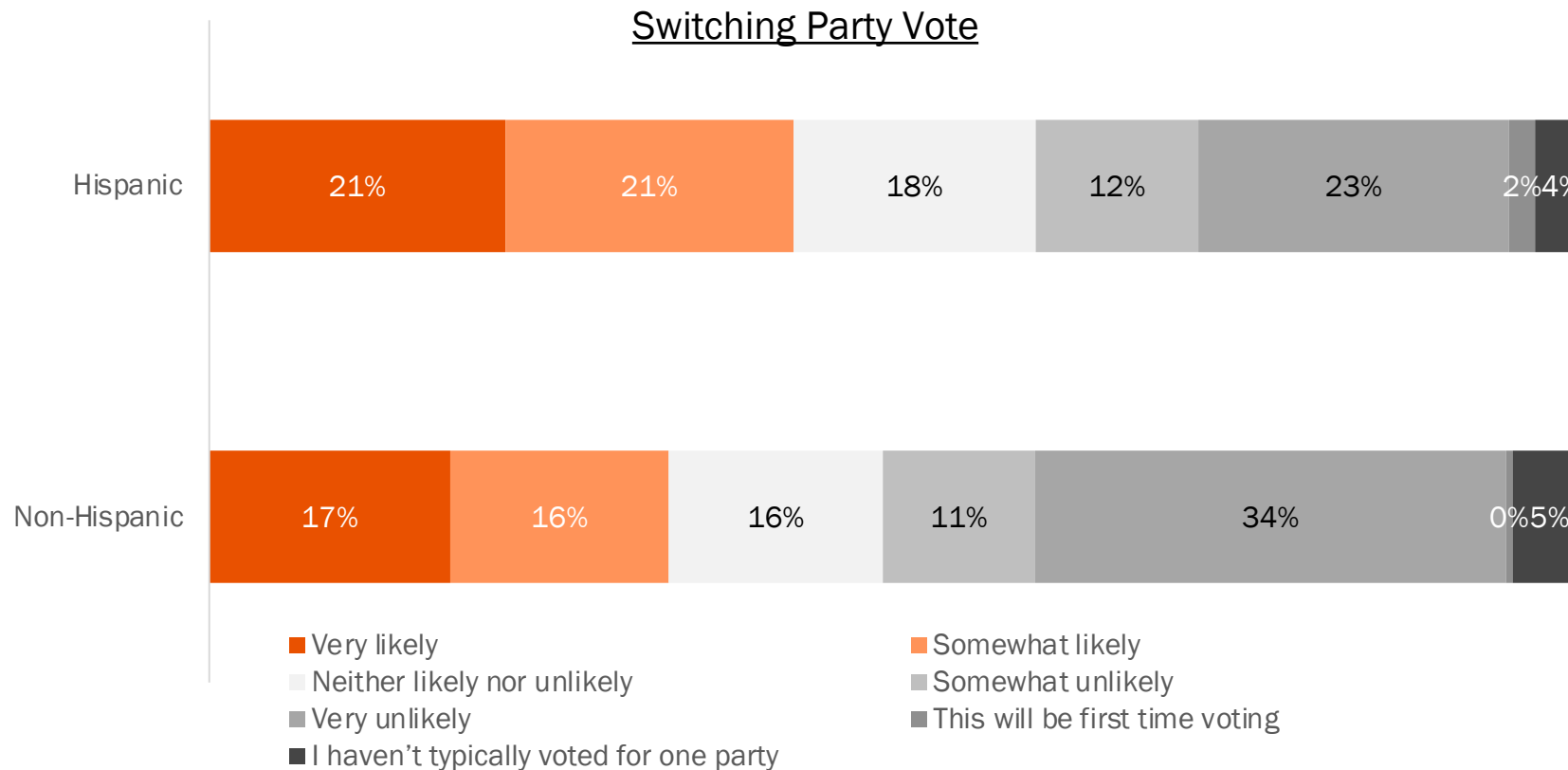|	5 - Completely certain	4	3	2	1 - Not certain at all
Hispanic	58%	23%	15%	3%	1%
Non-Hispanic	67%	20%	10%	2%	1%

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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)
| 36% | 21% | 19% | 9% | 13% | 3% |

Ted Cruz (R)
| 23% | 15% | 11% | 8% | 42% | 3% |

Non-Hispanic

Colin Allred (D)
| 27% | 15% | 15% | 8% | 31% | 4% |

Ted Cruz (R)
| 39% | 14% | 7% | 5% | 33% | 2% |

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

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

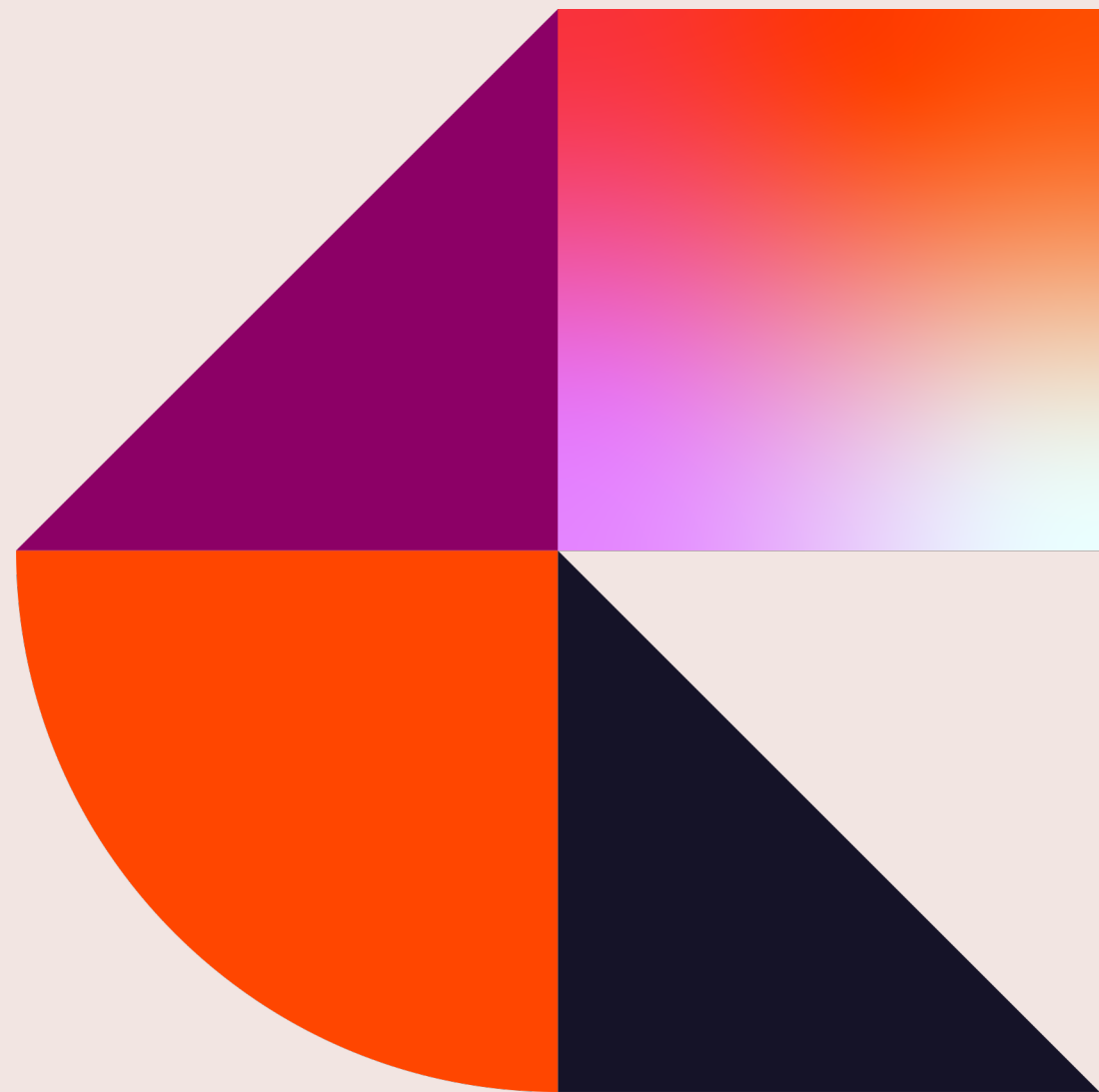Televisa Univision | Consumer Strategy & Insights
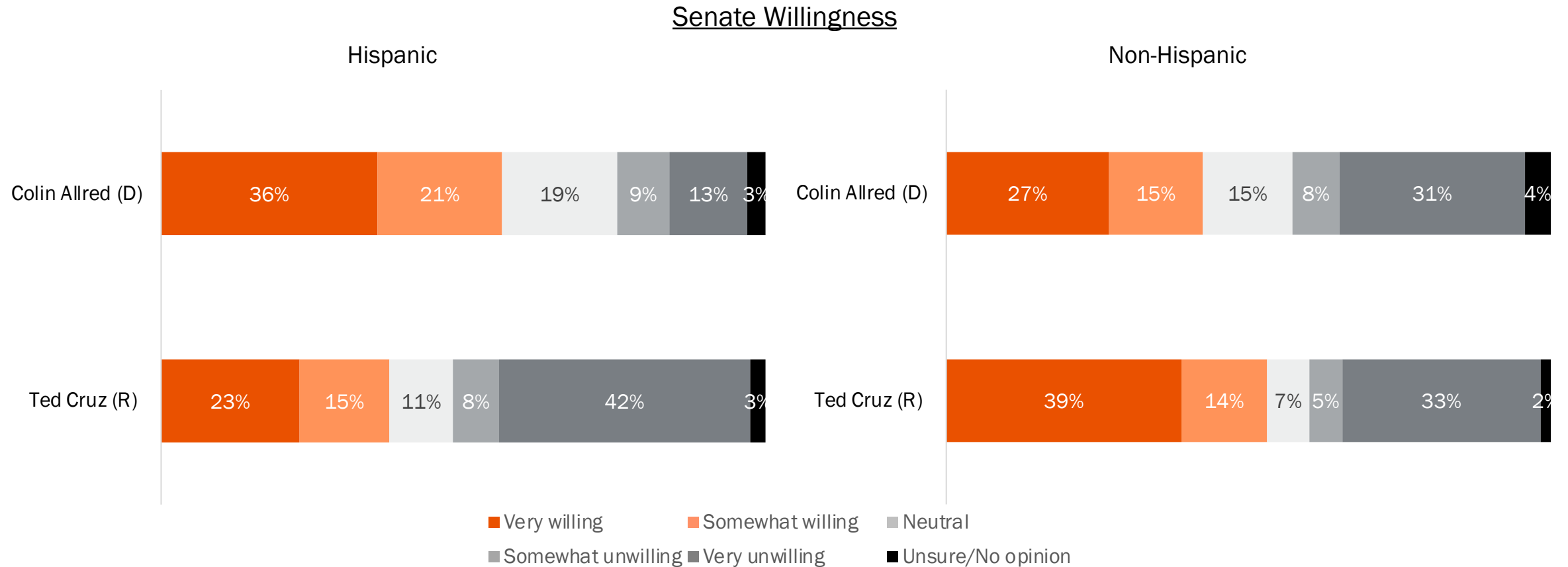
Hispanics More Likely than Non-Hispanics to be Crossover Voters This Election (42% vs 33%)

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?
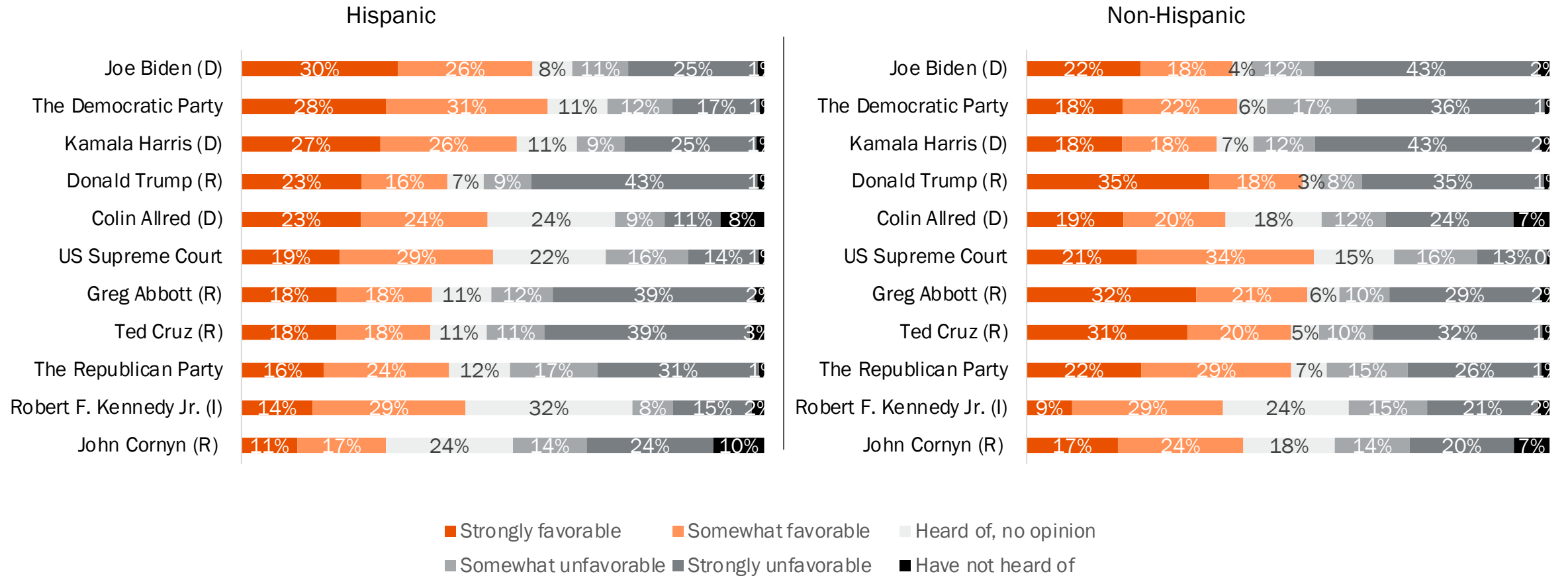
Switching Party Vote

	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	21%	21%	18%	12%	23%	2%	4%
Non-Hispanic	17%	16%	16%	11%	34%	0%	5%

■ 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

Favorability

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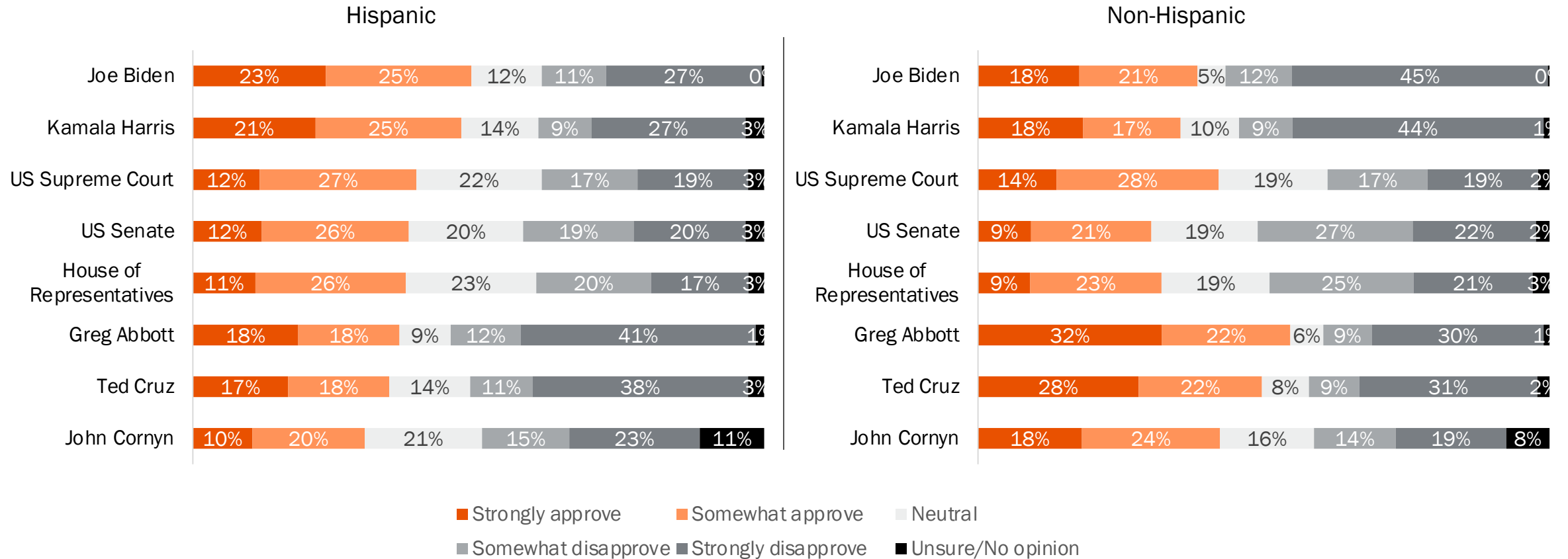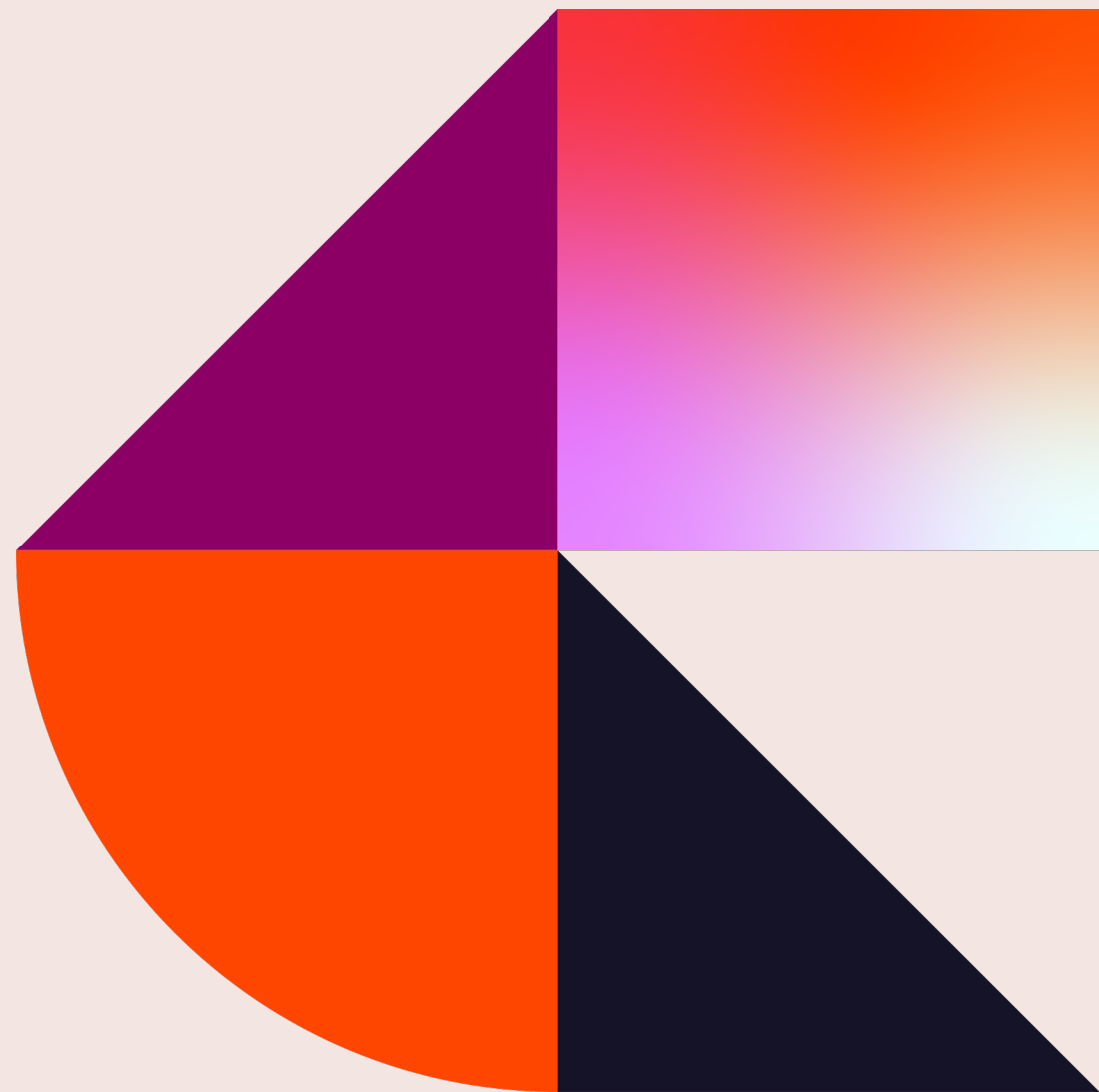
Favorability

Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Joe Biden (D)	30%	26%	8%	11%	25%	1%
The Democratic Party	28%	31%	11%	12%	17%	1%
Kamala Harris (D)	27%	26%	11%	9%	25%	1%
Donald Trump (R)	23%	16%	7%	9%	43%	1%
Colin Allred (D)	23%	24%	24%	9%	11%	8%
US Supreme Court	19%	29%	22%	16%	14%	1%
Greg Abbott (R)	18%	18%	11%	12%	39%	2%
Ted Cruz (R)	18%	18%	11%	11%	39%	3%
The Republican Party	16%	24%	12%	17%	31%	1%
Robert F. Kennedy Jr. (I)	14%	29%	32%	8%	15%	2%
John Cornyn (R)	11%	17%	24%	14%	24%	10%

Non-Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Joe Biden (D)	22%	18%	4%	12%	43%	2%
The Democratic Party	18%	22%	6%	17%	36%	1%
Kamala Harris (D)	18%	18%	7%	12%	43%	2%
Donald Trump (R)	35%	18%	3%	8%	35%	1%
Colin Allred (D)	19%	20%	18%	12%	24%	7%
US Supreme Court	21%	34%	15%	16%	13%	0%
Greg Abbott (R)	32%	21%	6%	10%	29%	2%
Ted Cruz (R)	31%	20%	5%	10%	32%	1%
The Republican Party	22%	29%	7%	15%	26%	1%
Robert F. Kennedy Jr. (I)	9%	29%	24%	15%	21%	2%
John Cornyn (R)	17%	24%	18%	14%	20%	7%

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

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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	23%	25%	12%	11%	27%	0%
Kamala Harris	21%	25%	14%	9%	27%	3%
US Supreme Court	12%	27%	22%	17%	19%	3%
US Senate	12%	26%	20%	19%	20%	3%
House of Representatives	11%	26%	23%	20%	17%	3%
Greg Abbott	18%	18%	9%	12%	41%	1%
Ted Cruz	17%	18%	14%	11%	38%	3%
John Cornyn	10%	20%	21%	15%	23%	11%

Non-Hispanic

	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	18%	21%	5%	12%	45%	0%
Kamala Harris	18%	17%	10%	9%	44%	1%
US Supreme Court	14%	28%	19%	17%	19%	2%
US Senate	9%	21%	19%	27%	22%	2%
House of Representatives	9%	23%	19%	25%	21%	3%
Greg Abbott	32%	22%	6%	9%	30%	1%
Ted Cruz	28%	22%	8%	9%	31%	2%
John Cornyn	18%	24%	16%	14%	19%	8%

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

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

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The Issues

Cost of Living, Inflation, Economy/Jobs, Healthcare Top Issues for All Voters

- AFFORDABLE HOUSING, EDUCATION AMONG SEVERAL ISSUES OF GREATER CONCERN TO HISPANICS

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

Issue Importance TopBox

Issue	Hispanic	Non-Hispanic		Issue	Hispanic	Non-Hispanic
Cost of living	71%	71%		Climate change	45%	34%
Inflation	69%	68%		Opioids / drug abuse	43%	39%
Economy / jobs	67%	64%		Infrastructure, such as roads and public transportation	43%	36%
Healthcare	63%	57%		Defense / military	42%	47%
Affordable housing	62%	48%		Strengthening law enforcement	42%	45%
Social security / Medicare	61%	60%		Gun rights / 2nd amendment	41%	45%
Education	58%	47%		Energy policy	39%	35%
Crime and public safety	57%	57%		Race relations	37%	29%
Taxes	54%	52%		Police reform	36%	30%
Gun control	54%	45%		U.S. relationship with China	33%	34%
Immigration	50%	55%		Foreign policy	31%	36%
Government spending / deficit	49%	51%		Israel/Hamas War	31%	35%
Border security	49%	58%		Culture wars	30%	19%
Entitlements / social services reform (Medicare, welfare, etc.)	49%	44%		LGBTQ rights	26%	19%
Abortion	46%	43%		Russia / Ukraine war	26%	30%

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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
Social security / Medicare	72%
Cost of living	72%
Healthcare	70%
Gun control	67%
Inflation	67%
Affordable housing	66%
Economy / jobs	65%
Climate change	63%
Entitlements / social services reform (Medicare, welfare, etc.)	62%
Education	60%

Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Inflation	67%
Cost of living	66%
Economy / jobs	64%
Healthcare	62%
Affordable housing	61%
Education	59%
Crime and public safety	52%
Social security / Medicare	52%
Gun control	51%
Taxes	48%

Top 10 Issues Among Definitely <u>Trump</u> Voters	% Hispanic Top Box
Cost of living	78%
Inflation	75%
Economy / jobs	75%
Border security	73%
Immigration	67%
Taxes	63%
Crime and public safety	60%
Government spending / deficit	60%
Social security / Medicare	55%
Affordable housing	55%

51% 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

51%
Hispanic

42%
Non-Hispanic

- Yes
- No
- Unsure/I don't know

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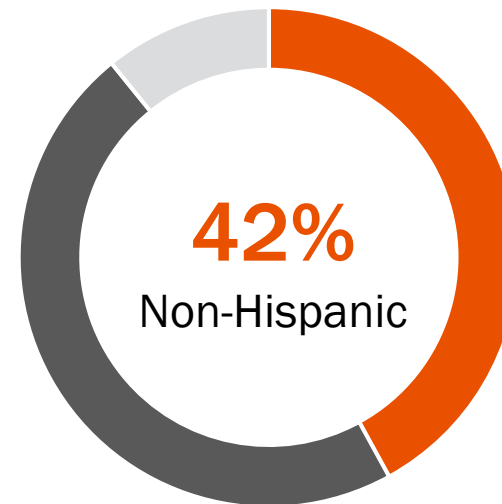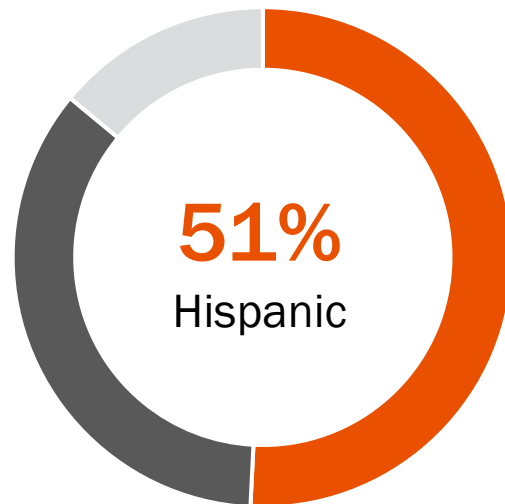
Issues That Will Determine Who They Vote For
- ABORTION MOST IMPORTANT TO HISPANICS

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

Top 10 Determining Issues

	Hispanic	Non-Hispanic
Abortion	14%	14%
Inflation	12%	9%
Immigration	11%	12%
Economy / jobs	10%	5%
Cost of living	6%	6%
Border security	5%	15%
Crime and public safety	5%	3%
Healthcare	4%	4%
Gun control	4%	4%
LGBTQ rights	4%	2%

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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
Entitlements Reform	55%	24%	43%	41%
Climate Change	53%	22%	43%	33%
Healthcare	53%	26%	42%	41%
Social Security	53%	25%	42%	42%
Abortion	52%	26%	43%	40%
Energy Policy	50%	25%	38%	44%
Cost of Living	50%	29%	37%	48%
Economy / jobs	49%	32%	38%	50%
Taxes	46%	31%	37%	48%

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	46%	34%	35%	52%
Foreign Policy	46%	31%	37%	46%
Crime and public safety	45%	31%	35%	48%
Opioids	45%	27%	35%	40%
Inflation	45%	33%	34%	50%
National Security	43%	34%	34%	52%
Gov spending	42%	31%	33%	47%
Border Security	42%	36%	31%	55%
Defense	42%	34%	33%	51%

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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	54%	25%	40%	45%
Climate Change	52%	22%	40%	38%
Social Security	52%	27%	40%	45%
Entitlements Reform	51%	27%	41%	44%
Abortion	50%	28%	39%	44%
Energy policy	49%	27%	35%	47%
Economy / jobs	47%	36%	35%	54%
Cost of Living	46%	34%	33%	52%
Taxes	46%	35%	35%	52%

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
Crime and public safety	45%	33%	33%	52%
Inflation	44%	36%	34%	53%
Opioids	44%	29%	34%	44%
Gov spending	44%	35%	32%	51%
Foreign Policy	43%	35%	34%	53%
National Security	43%	38%	32%	56%
Immigration	43%	39%	30%	57%
Defense	41%	38%	33%	54%
Border Security	40%	40%	29%	59%

55% 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	14%	32%	32%	23%
Non-Hispanic	12%	34%	32%	23%

■ Excellent ■ Good ■ Fair ■ Poor

21% 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	14%	27%	32%	13%	8%	5%
Non-Hispanic	12%	18%	35%	18%	10%	6%

- Get much better
- Get somewhat better
- Stay about the same
- Get somewhat worse
- Get much worse
- Unsure/No opinion
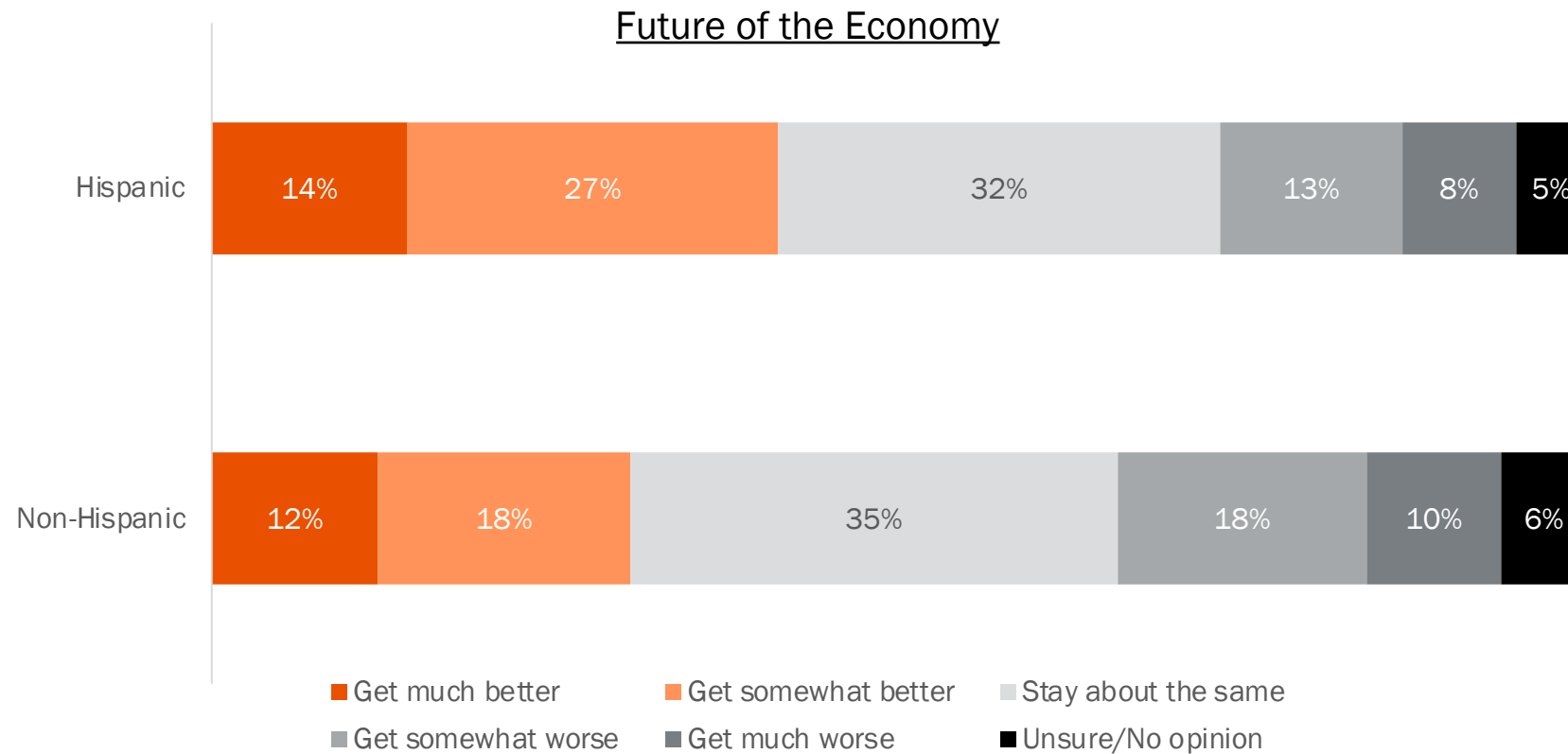
Economy

How much do you agree or disagree with the following statements? [*Economy*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Inflation is putting a significant strain on my budget	75%	9%	76%	12%
I feel that it is increasingly difficult for middle class families to prosper in the United States	74%	8%	80%	8%
I am concerned about the U.S. federal government's spending and deficit	68%	9%	75%	10%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	66%	9%	64%	9%
The price of gas is putting a strain on my finances	66%	15%	60%	21%
I expect my personal economic situation to get better in the next few years	62%	14%	48%	24%
My personal economic situation has become worse in the last year	60%	22%	60%	22%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	52%	28%	42%	38%
I have taken, or am considering taking, a second job in order to maintain my standard of living	51%	27%	40%	38%
Home ownership is still within reach for most people	41%	40%	29%	52%
I feel that jobs are getting easier to find	37%	38%	32%	40%

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	83%	5%	82%	5%
Drug abuse is a serious public health issue in the United States	80%	5%	83%	5%
I am generally satisfied with my healthcare coverage	63%	19%	63%	20%
The cost of prescription drugs is a financial problem for me	48%	27%	43%	34%
Medicaid and Medicare are working well now	46%	24%	43%	28%
The cost of my health care and insurance is reasonable	46%	30%	43%	38%

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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	61%	14%	57%	15%
Abortion laws should be created by state governments, not by the federal government	44%	26%	51%	26%

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	28%	32%
Abortion should be legal at any time during pregnancy	14%	15%
Abortion should be illegal in all cases	12%	11%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	12%	8%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	10%	12%
Abortion should be legal only in the first 15 weeks of pregnancy	9%	6%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	7%	8%
Unsure/I don't know	8%	6%
Other	1%	1%

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	83%	3%	87%	4%
Crime is a growing problem in the United States	79%	6%	79%	9%
I believe that stricter gun control laws would reduce crime	64%	20%	51%	36%
Children in my community are generally safe at the schools they attend	61%	19%	58%	19%
Police departments in the United States are understaffed	59%	13%	69%	11%
I support second amendment gun rights	59%	17%	67%	17%
Government authorities have become too lenient on criminals	58%	17%	66%	17%

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 my neighborhood	53%	26%	45%	37%
I feel less safe in my everyday life than I did a year ago	52%	27%	51%	28%
Crime is a growing problem where I live	51%	25%	51%	26%
Government authorities are doing a good job combating crime in my neighborhood	49%	23%	44%	26%
Government authorities are doing a good job protecting businesses near where I live and shop	48%	17%	50%	18%
My Police Department is understaffed	46%	18%	47%	18%
My local government should significantly reduce the resources and budgets for police	34%	41%	23%	60%

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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	69%	8%	77%	5%
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%	14%	52%	28%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	65%	16%	78%	9%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	65%	13%	77%	9%
There are too many undocumented immigrants crossing the border into the United States	64%	15%	78%	9%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	61%	19%	76%	10%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	60%	12%	72%	9%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	60%	15%	74%	11%
We should reform immigration laws to give higher priority to people with needed skills and education	60%	12%	54%	16%
There are too many undocumented migrants coming to my state	59%	17%	75%	11%

Immigration & Border Security

How much do you agree or disagree with the following statements? [*Immigration & Border Security*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I support the Texas government's efforts to secure the border	56%	26%	68%	21%
Local law enforcement should be able to detain undocumented migrants	54%	27%	72%	14%
The Biden administration is primarily responsible for the situation at the southern border	51%	27%	61%	24%
The United States military should be used to secure the southern border	50%	29%	65%	18%
The rules that I have to live by don't seem to apply to migrants	50%	23%	64%	18%
It feels like migrants are being treated better than most Americans	50%	31%	66%	20%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	48%	32%	30%	53%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	48%	27%	34%	48%
The arrival of migrants has made the affordable housing problem worse	47%	26%	62%	15%
The U.S. should complete the construction of a wall on the southern border of the U.S.	46%	33%	64%	21%

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 resettling of all the migrants will, in the long-run, benefit the United States	45%	23%	33%	41%
Most undocumented migrants who entered the U.S. over the last few years should be deported	45%	29%	60%	17%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	44%	37%	57%	29%
Undocumented migrants have increased crime in my state	44%	31%	60%	19%
I support the way the Biden Administration is managing the southern border	41%	34%	27%	56%
Undocumented migrants will take jobs away from poorer and working-class Americans	40%	41%	59%	23%
I support the way my state and local officials are handling the migrant issue	40%	34%	51%	29%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	37%	31%	31%	43%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	34%	43%	20%	66%

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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	73%	13%	58%	23%
Climate change is a result of human activity	71%	11%	60%	19%
Governments should create policies that encourage oil and gas production in the U.S.	60%	16%	66%	15%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	57%	20%	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	48%	27%	36%	42%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	45%	24%	33%	39%
Government regulation and action on climate change is hurting the economy	44%	24%	49%	26%

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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	61%	19%	52%	31%
The federal government of the United States has become too intrusive in the lives of Americans	60%	16%	63%	17%
The federal government of the United States is too big and powerful	57%	18%	60%	17%
The United States Justice Department has become politicized in its prosecutions	57%	13%	60%	15%
The FBI has become politicized in its investigations	52%	16%	57%	16%
I want the next president to shrink the size of the federal government	48%	19%	51%	19%
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%	30%	34%	42%

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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
I think that the United States government should provide expanded benefits and entitlements to Americans	65%	12%	56%	20%
I support the Biden Administration's efforts to forgive student loans	60%	21%	42%	44%
China represents the most serious economic and geo-political threat to the United States	57%	13%	67%	10%
The U.S. government should spend less money supporting the war in Ukraine	56%	18%	49%	27%
Iran is the primary destabilizing force in the Middle East	50%	13%	55%	9%
The government should ban social media, like Facebook and TikTok, from being used by children	49%	28%	49%	27%
I think that the United States spends too much on defense and the military	46%	29%	32%	47%
Student loans should not be forgiven and paid for by taxpayers	39%	40%	52%	32%
I support the way the Biden Administration is dealing with the Israel-Hamas war	39%	32%	30%	45%
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	38%	35%	41%	30%
The United State should increase the amount of military aid it sends to Israel	36%	33%	38%	32%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	30%	42%	25%	51%

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%	11%	73%	6%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	63%	12%	63%	13%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	58%	19%	57%	16%
Social media, like Facebook and TikTok, does more harm than good	46%	29%	50%	22%

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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EDUCATION

Education

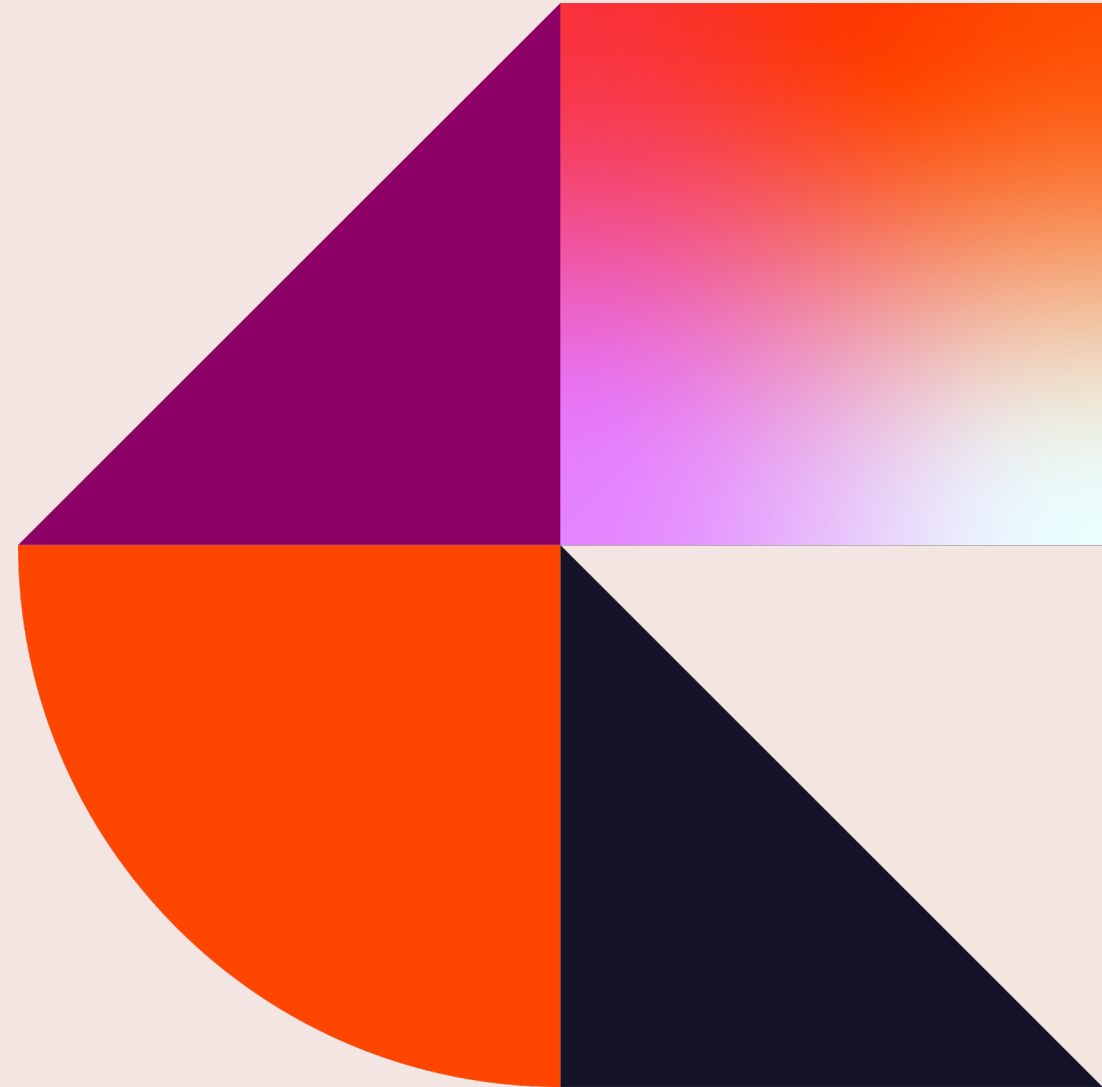| How much do you agree or disagree with the following statements? [*Education*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Parents should be allowed to know what is being taught in the public schools that their children attend	80%	6%	87%	3%
More emphasis should be placed on trade schools	67%	8%	71%	6%
Parents should have a say in what is taught to their children in public schools	63%	16%	69%	14%
The public schools in my neighborhood are good	63%	15%	62%	13%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	63%	11%	57%	20%
College is no longer worth the cost for most students	63%	13%	66%	15%
The public school system is working well in my state	51%	23%	42%	28%
Public schools where I live are better than they were before the pandemic	40%	23%	27%	30%
Colleges and universities should be allowed to use race in admissions decisions	32%	43%	25%	56%
The federal government's Department of Education should be eliminated	31%	40%	33%	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 likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of April 2024

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Information Sources & Language Preferences

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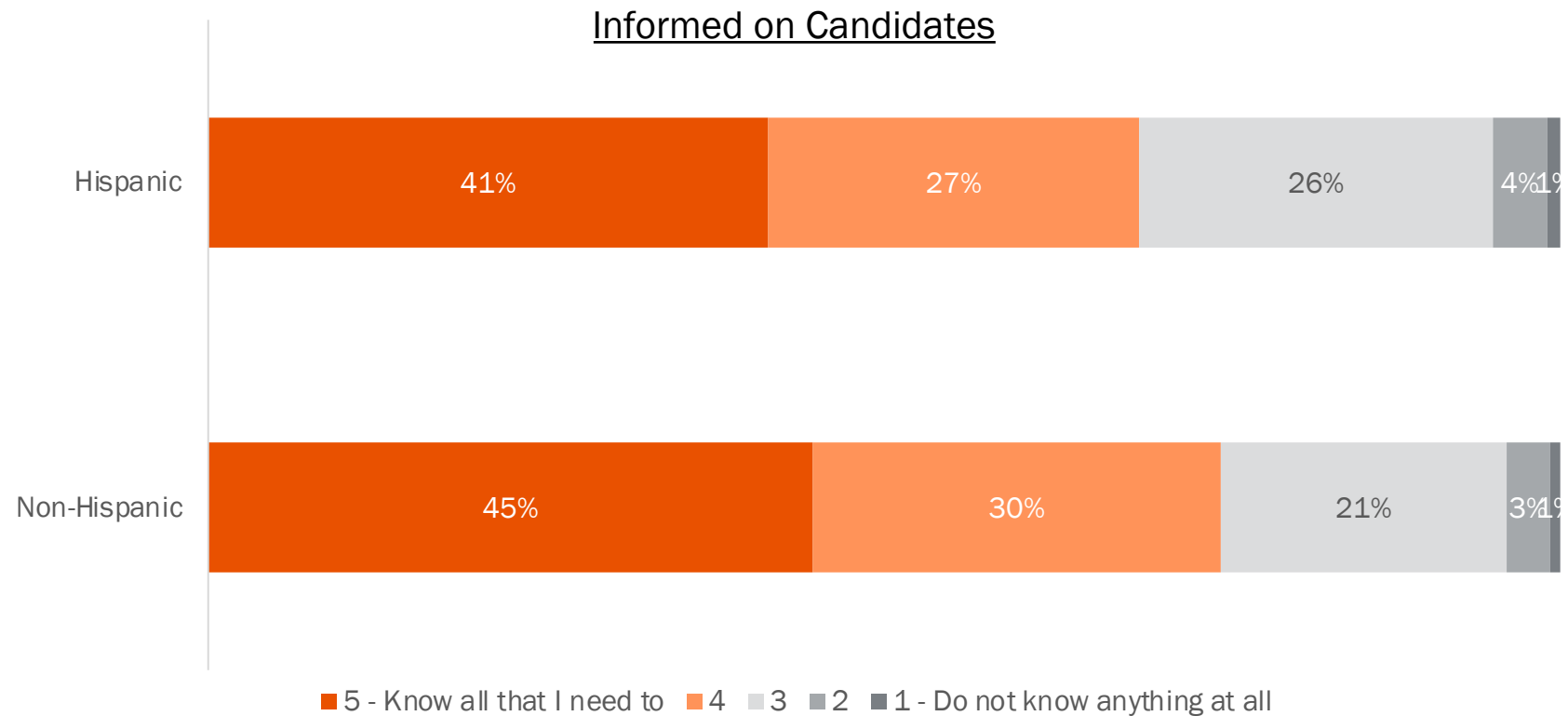# National TV & Local TV Most Heavily Used Political Information Sources by Hispanics

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
National Television (like network programs or cable news)	51%	55%	Newspapers	24%	26%
Local Television	49%	53%	Radio	23%	25%
YouTube	45%	36%	Podcasts	18%	20%
Facebook	40%	35%	Debates	13%	16%
TikTok	31%	17%	Snapchat	12%	7%
X, formerly known as Twitter	29%	20%	Magazines	10%	12%
Instagram	28%	18%	Religious organization/Church	10%	12%
Family	27%	31%	School	9%	5%
Online publications	25%	26%	Community organization	7%	7%
Friends	25%	30%	None of these	3%	4%

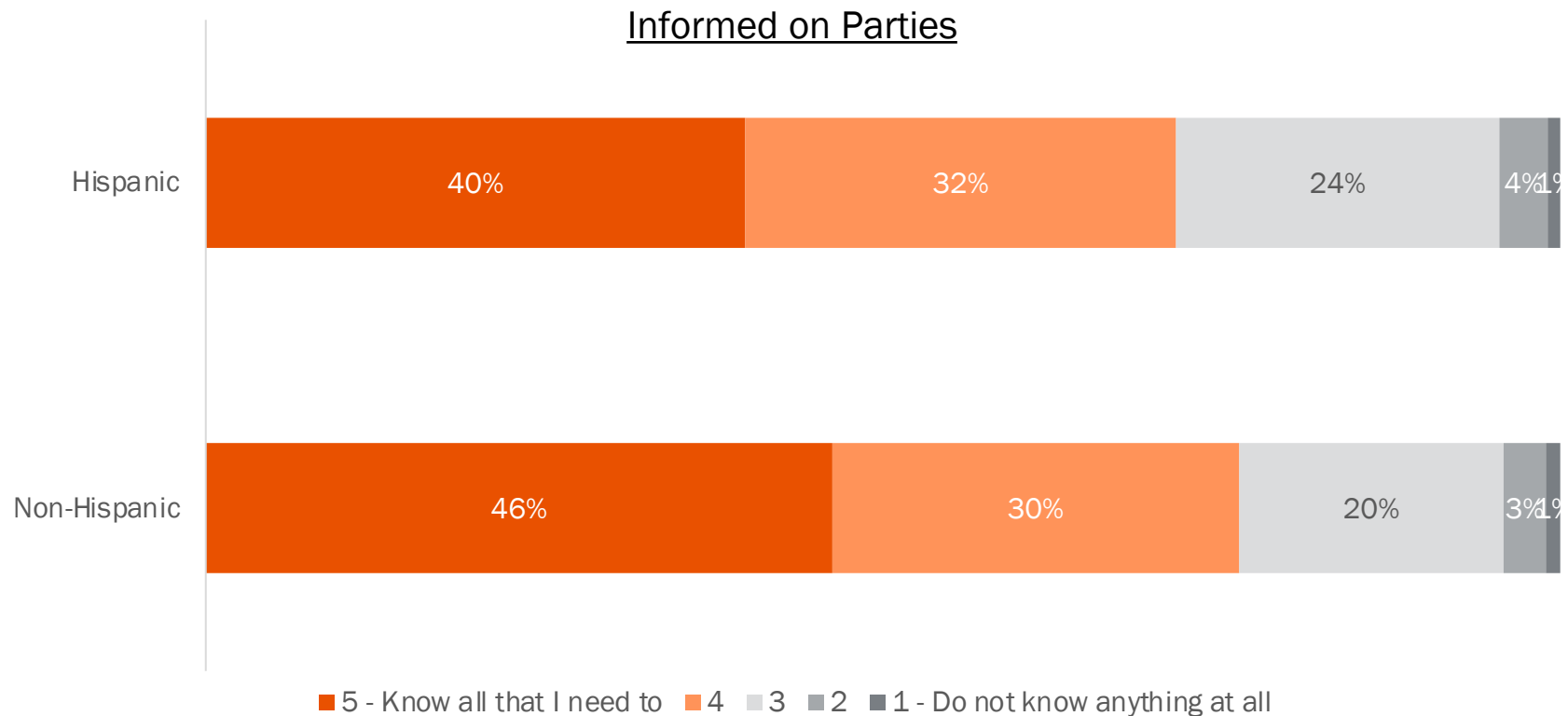Televisa Univision | **Consumer** Strategy & Insights

59% 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?
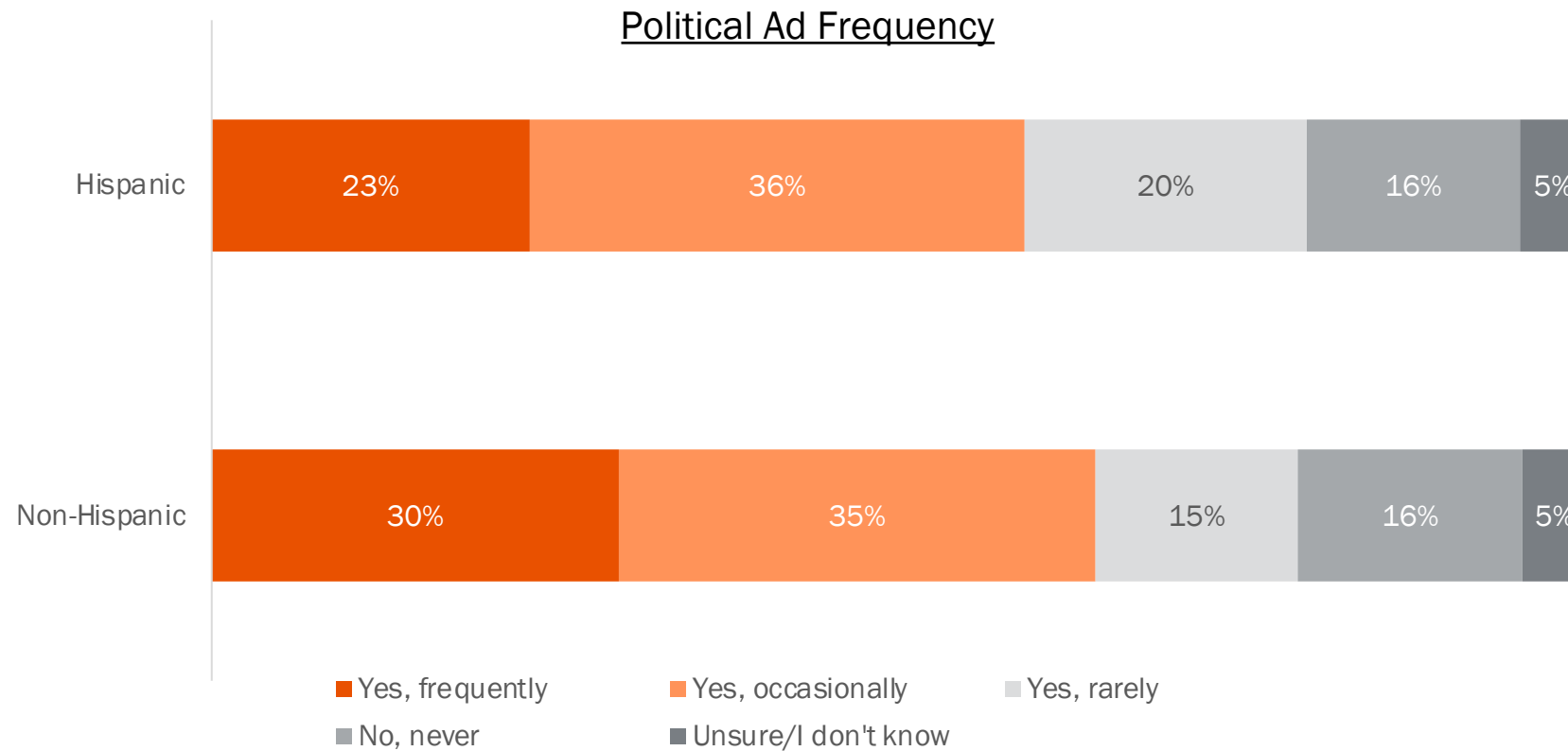
Informed on Candidates

	Hispanic	Non-Hispanic
5 - Know all that I need to	41%	45%
4	27%	30%
3	26%	21%
2	4%	3%
1 - Do not know anything at all	1%	1%

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

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60% 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	40%	32%	24%	4%	1%
Non-Hispanic	46%	30%	20%	3%	1%

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

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72% 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% | 36% | 20% | 16% | 5% |

Non-Hispanic

| 30% | 35% | 15% | 16% | 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*

69%
OF HISPANICS AGREE

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

63%
OF HISPANICS AGREE

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

56%
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*
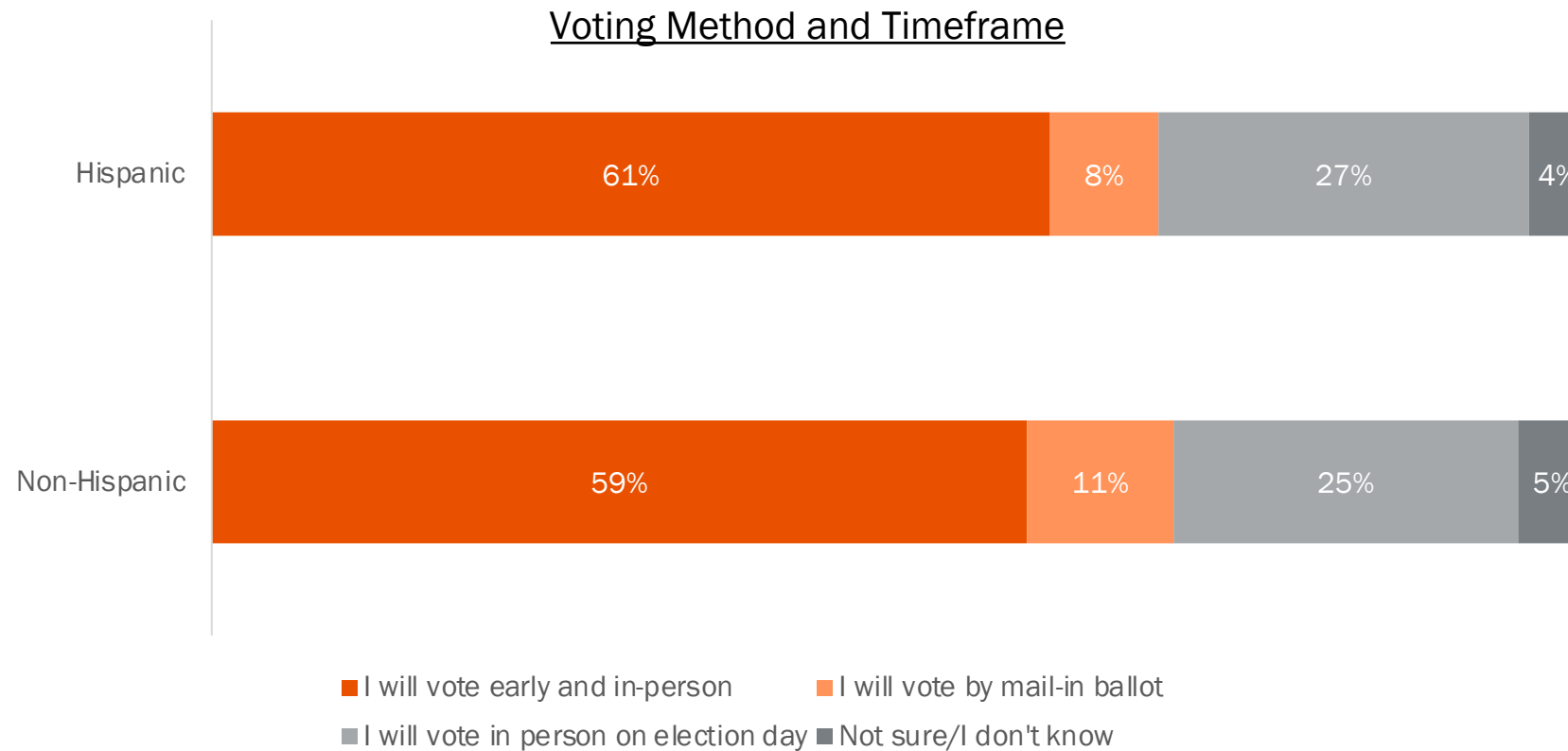
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Voting & Campaign Information

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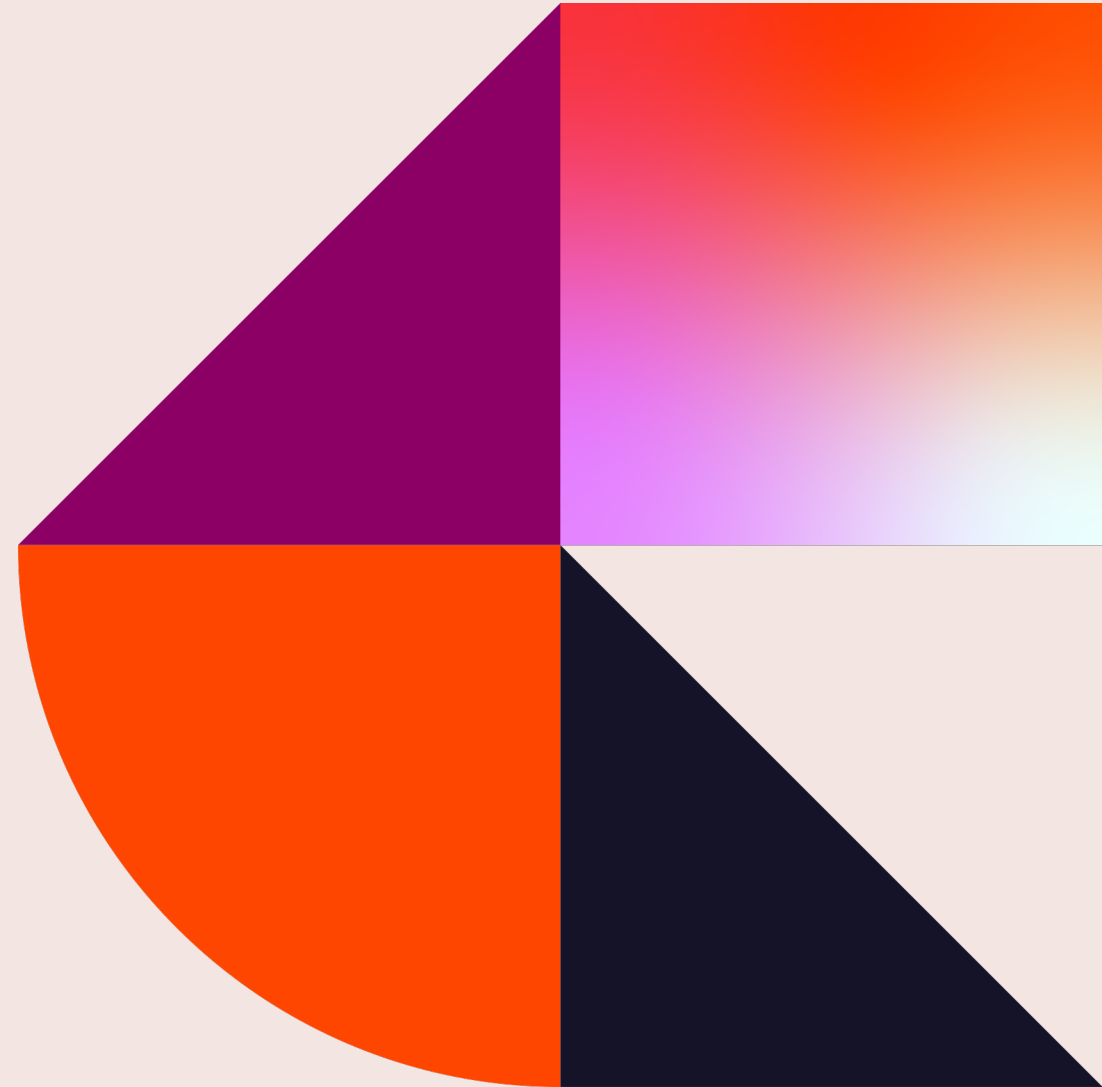
Voting Method and Timeframe

- 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

Hispanic: 61% | 8% | 27% | 4%
Non-Hispanic: 59% | 11% | 25% | 5%

Legend:
- 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

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Vota Conmigo Familiarity

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

Vota Conmigo Familiarity

26%
Hispanic

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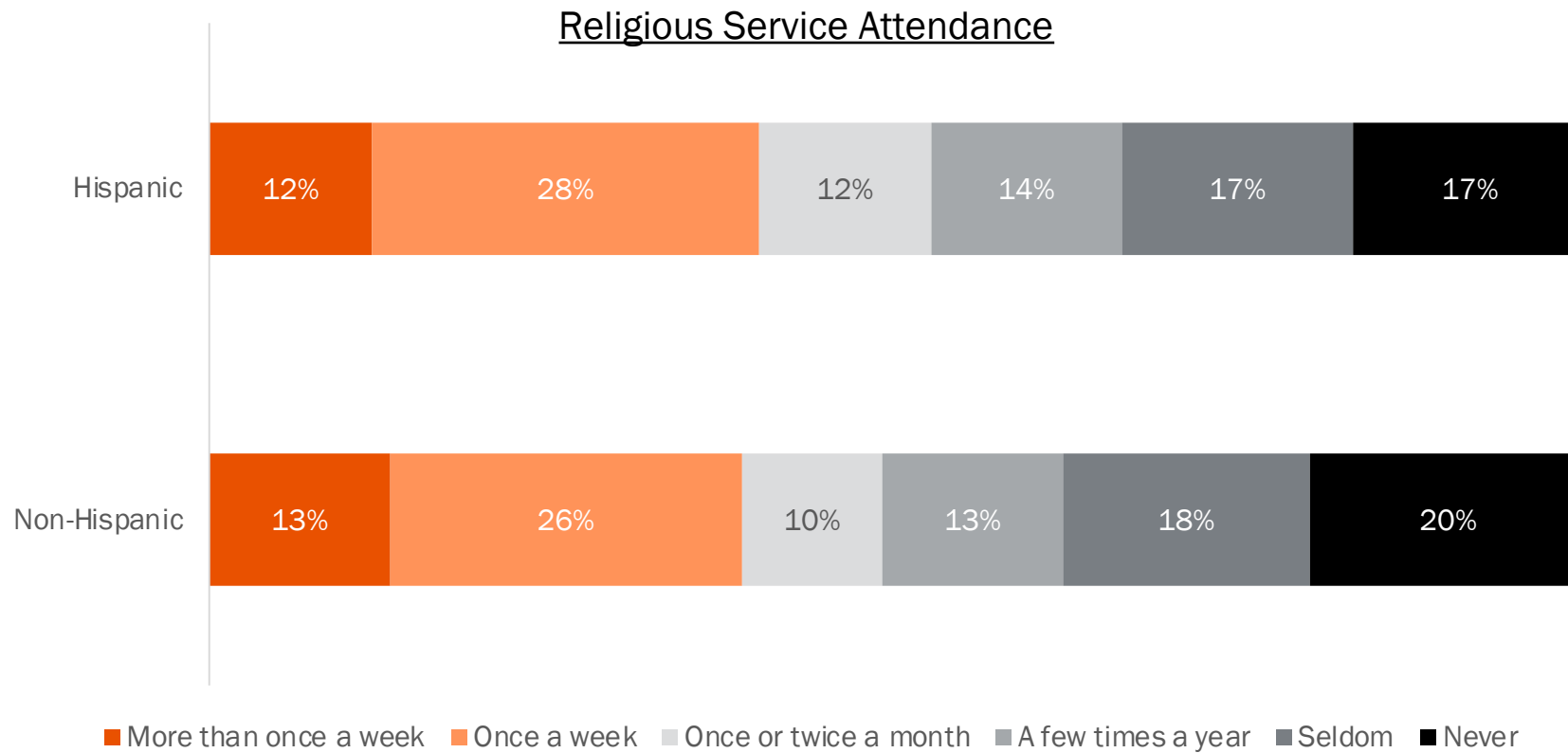
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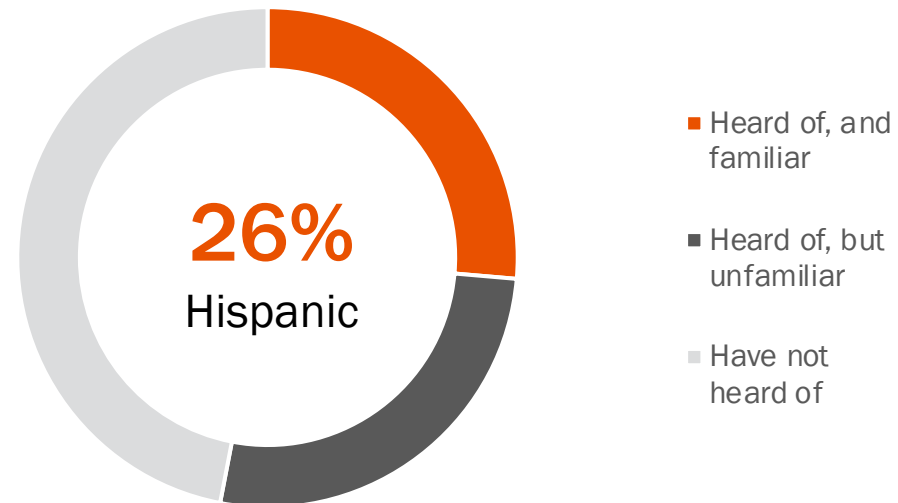
Gracias

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	12%	28%	12%	14%	17%	17%
Non-Hispanic	13%	26%	10%	13%	18%	20%

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

Poder Latino Familiarity

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

Poder Latino Familiarity

23%
Hispanic

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

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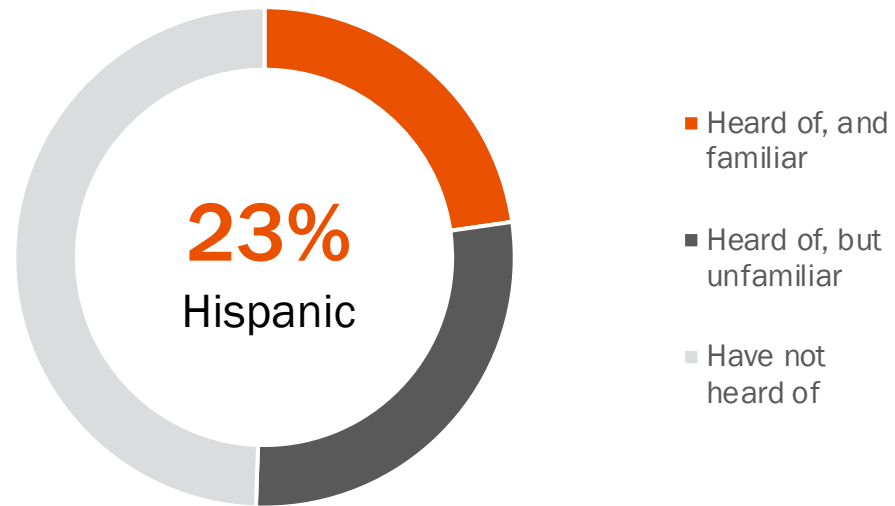
Political Campaigning

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	63%	11%	54%	15%
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	39%	40%	28%	54%

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Ballot Language Preference

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

Ballot Language Preference

84%
Hispanic

- Spanish
- English
- No preference

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