

ARIZONA

Arizona's Hispanic Community

AZ Hispanics Are
YOUNGER

34 Hispanic
median age
vs 53 for Non-Hispanic

Lower Hispanic
Median Household
Income

\$60,888
vs \$95,377 for
Non-Hispanic

Larger Hispanic
Households

4.3 Median
Persons per HH
vs 2.9 for Non-Hispanic

More Likely to
Have Children in
Household

52% Kids <18
in HH
vs 29% for Non-Hispanic

Renting Their
Homes

46% Rent
where they live
vs 30% for Non-Hispanic

2024 AZ-03 Hispanic voter profile

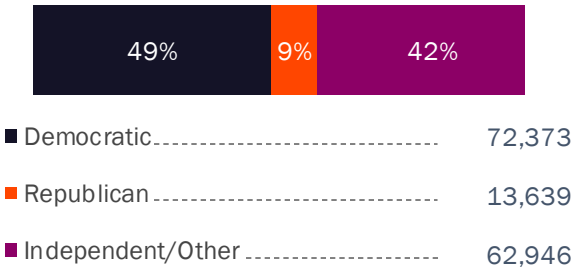
2024 HISPANIC REGISTERED VOTERS

148,958



50% of all registered voters

POLITICAL AFFILIATION

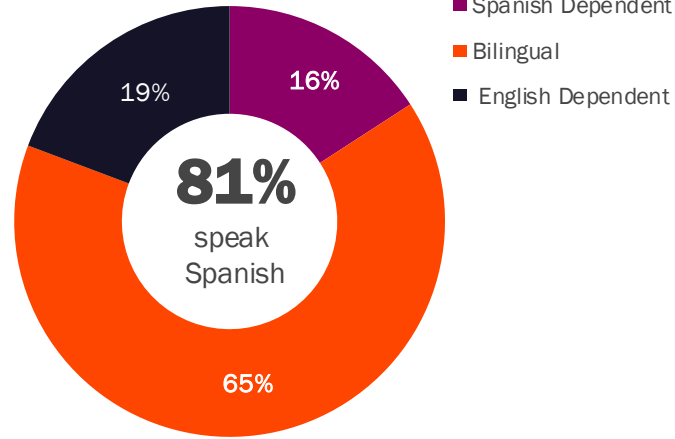


AGE DISTRIBUTION 18+

HISPANIC

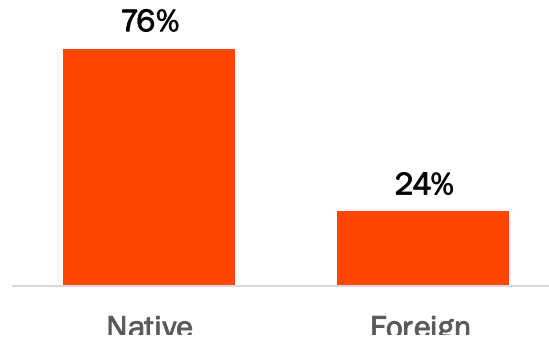
18-34	47%
35+	53%
18-24	18%
25-34	29%
35-49	21%
50-64	18%
65+	14%

2024 HISPANICS AGE 5+ LANGUAGE USAGE*



HISPANIC CITIZENS A18+ (ACS 5Y)

NATIVE/FOREIGN BORN *



COUNTRY OF ORIGIN* POPULATION SHARE

Total Hispanic Population 527,200

Mexican	473,860	89.9%
Other Hispanic	19,738	3.7%
Central American	19,148	3.6%
Guatemalan	10,443	55%
Salvadoran	5,433	28%
Honduran	1,746	9%
Panamanian	603	3%
Nicaraguan	523	3%
Costa Rican	319	2%
Other Central American	81	0%
Caribbean	11,254	2.1%
Puerto Rican	6,141	55%
Cuban	3,271	29%
Dominican	1,842	16%
South American	3,200	0.6%
Colombian	1,263	39%
Peruvian	769	24%
Ecuadorian	331	10%
Venezuelan	291	9%
Argentinean	258	8%
Chilean	108	3%
Other South American	106	3%
Bolivian	59	2%
Paraguayan	12	0%
Uruguayan	3	0%

The image shows the Arizona State Capitol building at dusk. The building is a grand, classical structure with a prominent pediment featuring a decorative sunburst design. The facade is made of light-colored stone. In the foreground, three arched doorways are illuminated from within. Three vertical banners are displayed in the windows above the arches. The left banner says 'DAZZLING', the middle one 'AZ700' with the Arizona state flag, and the right one 'AMAZING'. The sky is a deep blue with some light clouds.

TU & Media Predict
2024 Presidential Tracker

Congressional District AZ-03
August 2024

Televisa
Univision

Consumer
Strategy & Insights

MEDIA
PREDICT

Objectives

- Measure current landscape of the 2024 General Election
- 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 391 registered voters ages 18+

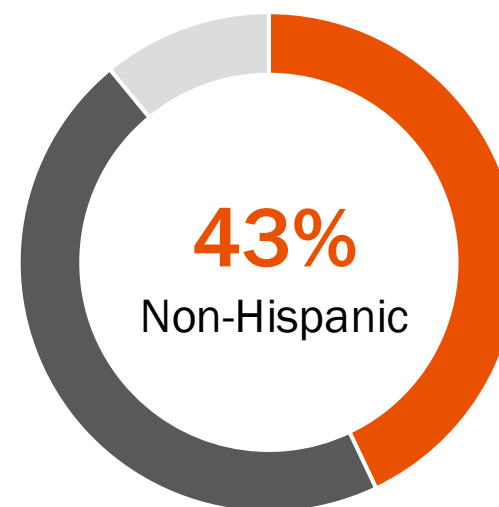
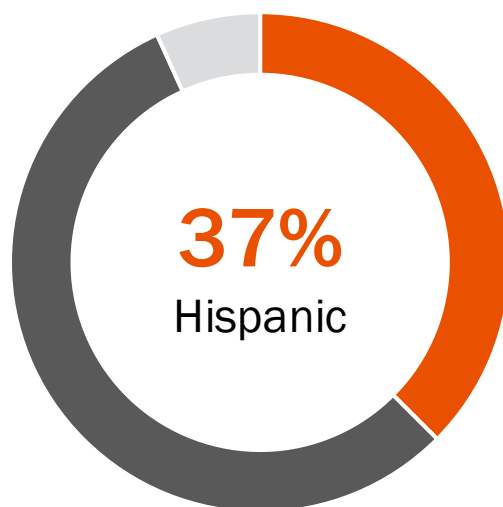
<p><u>A18+</u></p> <p>230 Hispanic (140 SpanDom/Bilingual)</p> <p>161 Non-Hispanic</p>
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- In field 8/5/2024 – 8/30/2024
- Weighted to the registered voter universe by age, gender, education, and political party affiliation. Results from full survey have a margin of error of plus or minus 6.6% for Hispanics and 7.9% for Non-Hispanics.
- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

Only 37% of Hispanics Believe U.S. is Headed in the Right Direction

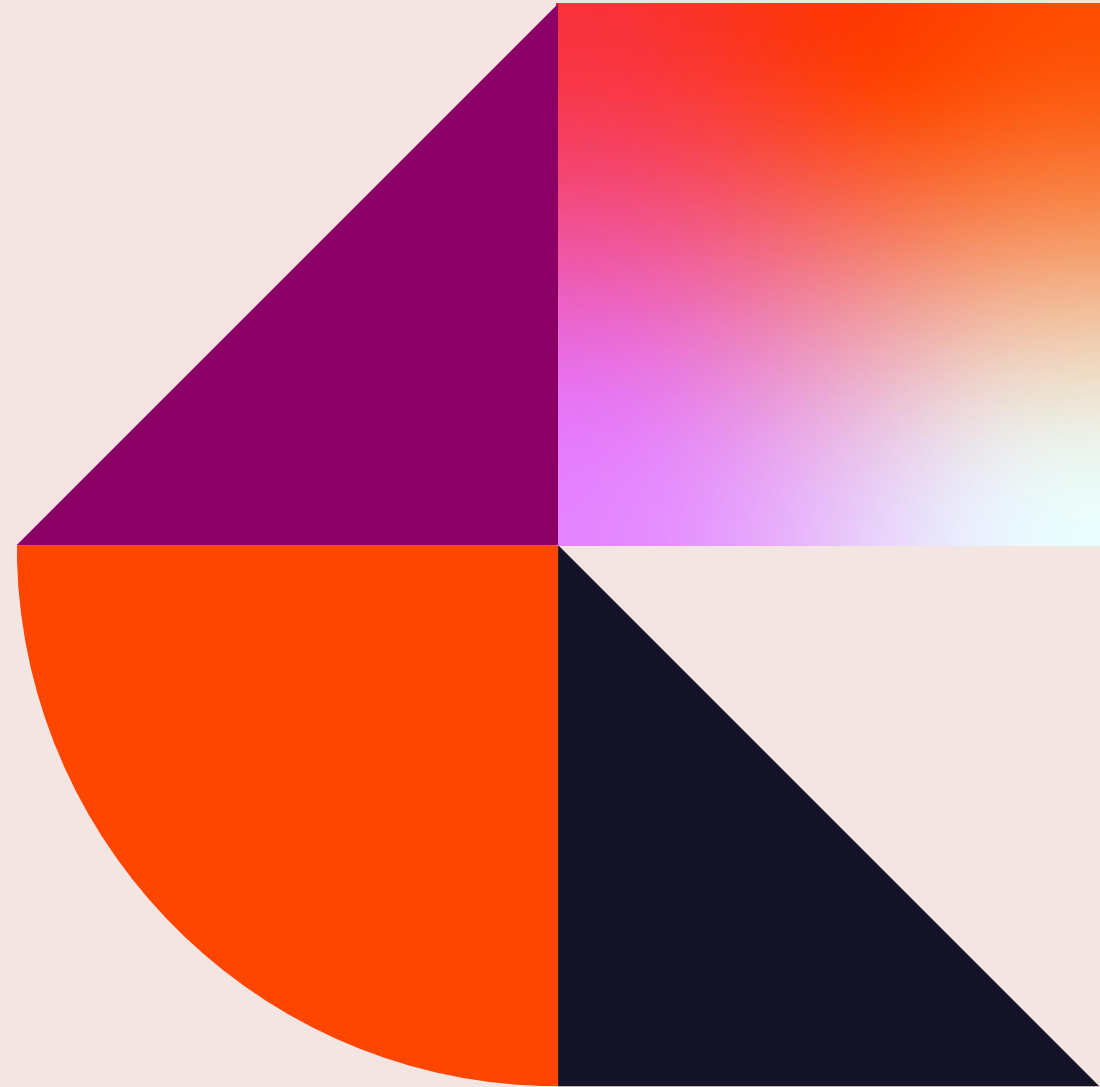
In general, do you believe that the United States is headed in the right direction, or has it gone off on the wrong track?

US Right or Wrong Track



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

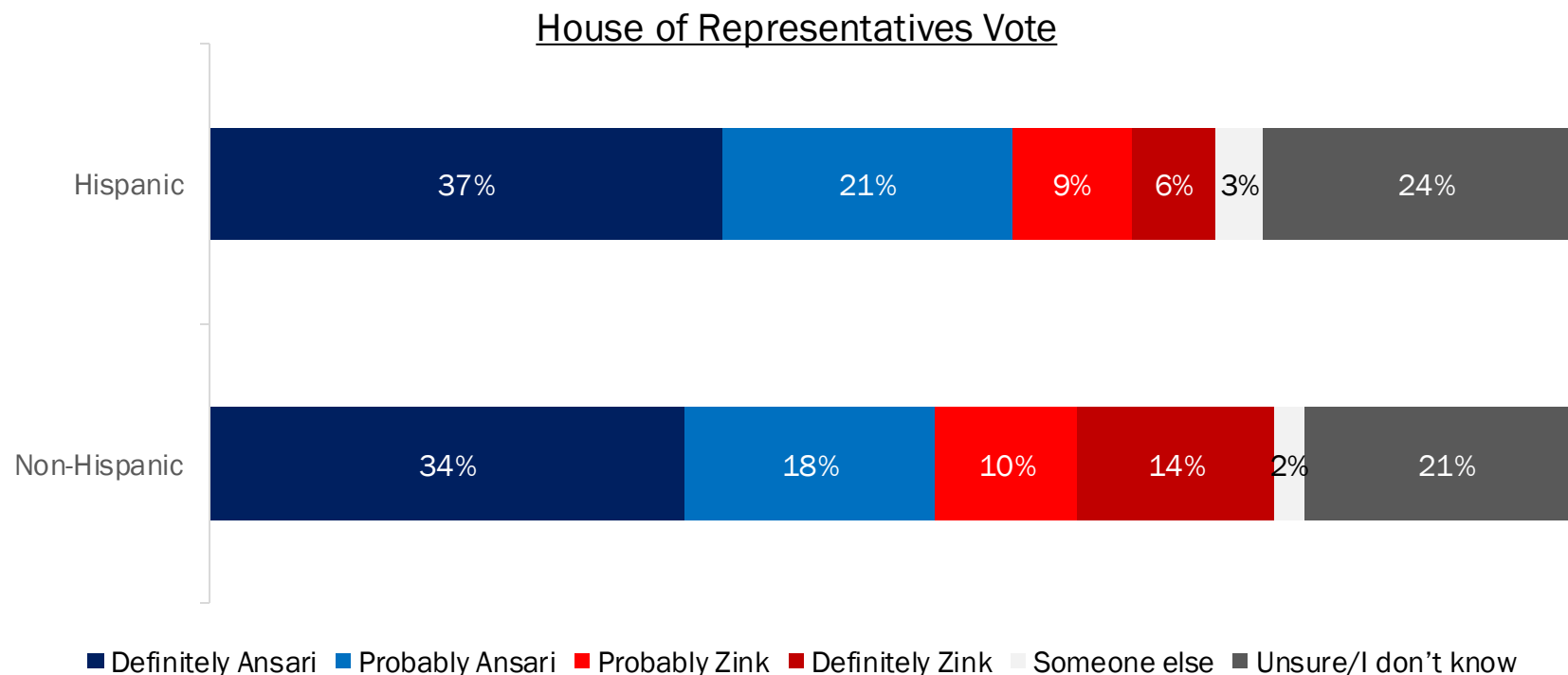
General Election Polling



House of Representatives Vote: Ansari vs Zink

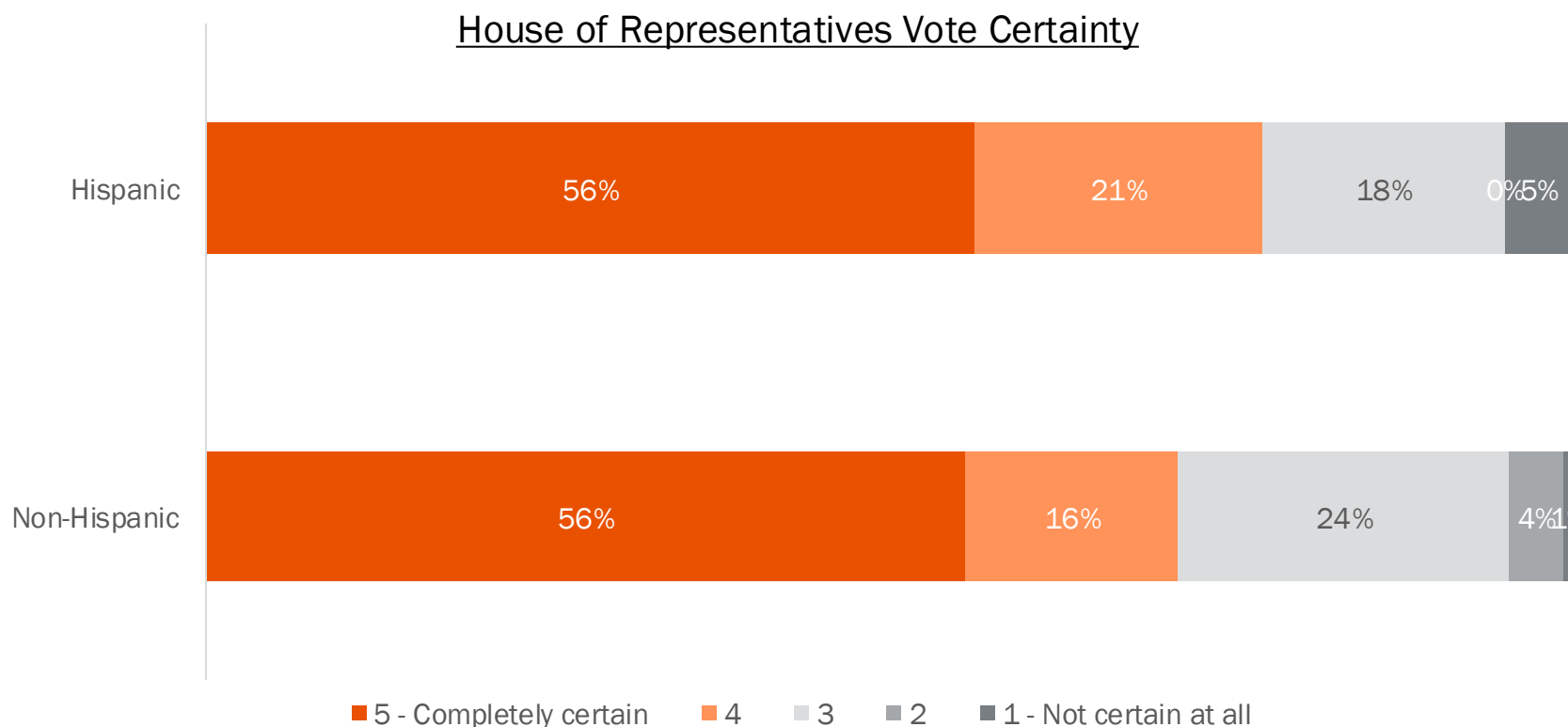
- ANSARI LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 54% OF HISPANICS UP FOR GRABS (30% NOT DEFINITE, 24% UNSURE)

If the election for the United States House of Representatives were held today, and the candidates were Yassamin Ansari (Democrat) and Jeff Zink (Republican), for whom would you vote?



44% of Hispanics Not Completely Certain about Their Vote for U.S. House of Representatives

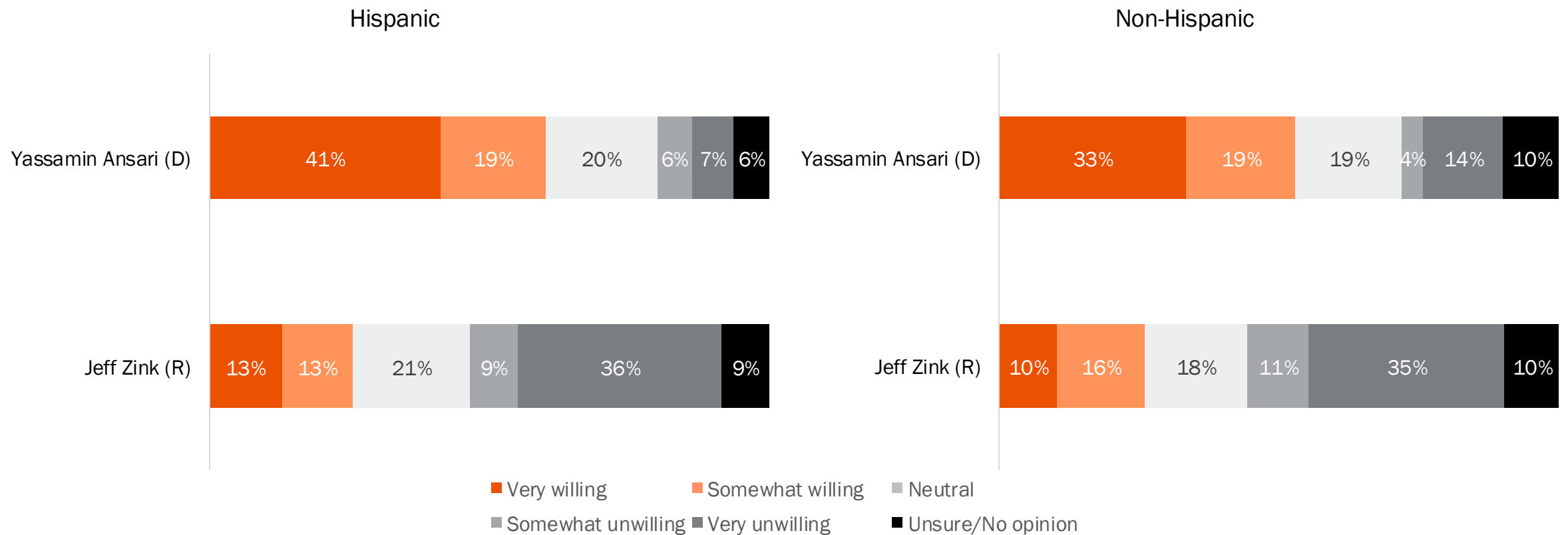
How certain are you that this is the right choice of candidate for you?



Willingness to Vote for Candidates in U.S. House of Representatives 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

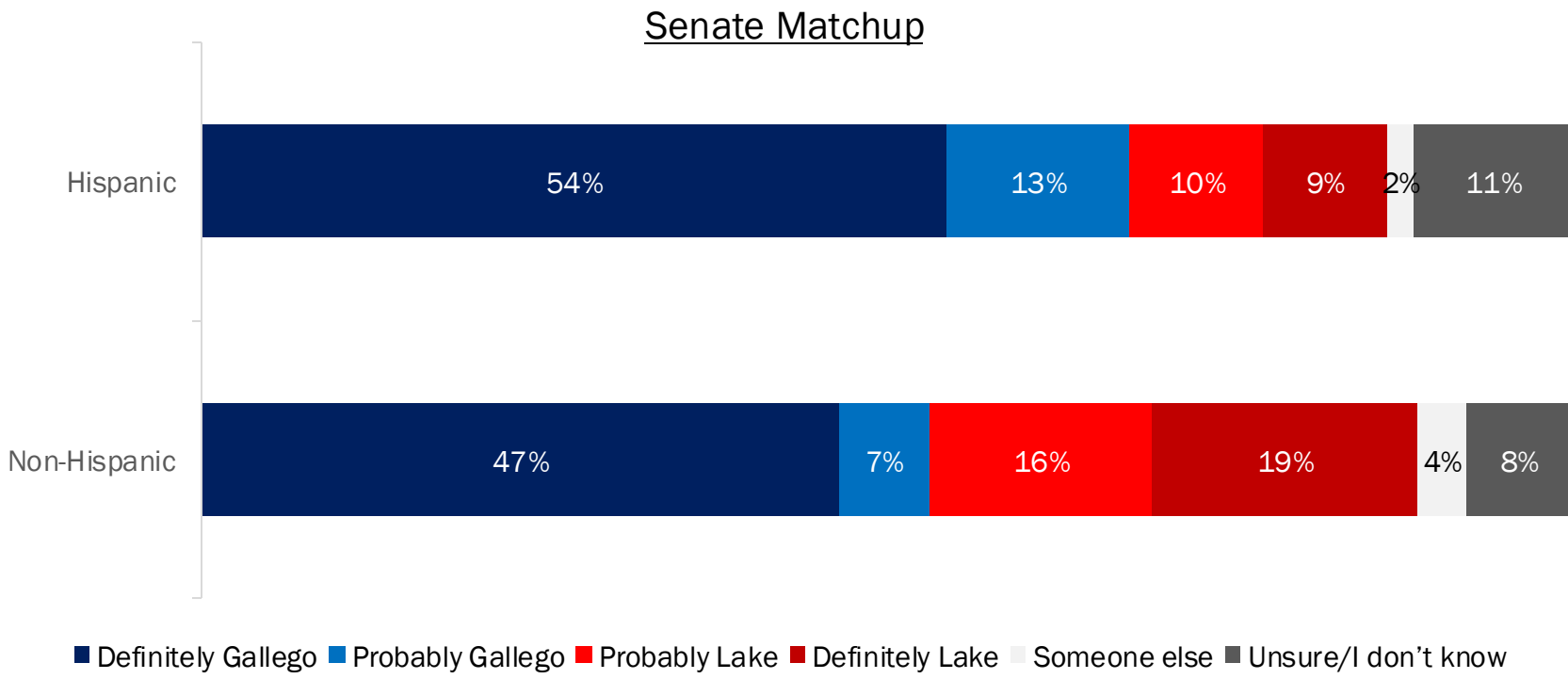


Among registered voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of August 2024

Matchup: Gallego vs Lake

- RUBEN GALLEGO LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 34% OF HISPANICS UP FOR GRABS (23% NOT DEFINITE, 11% UNSURE)

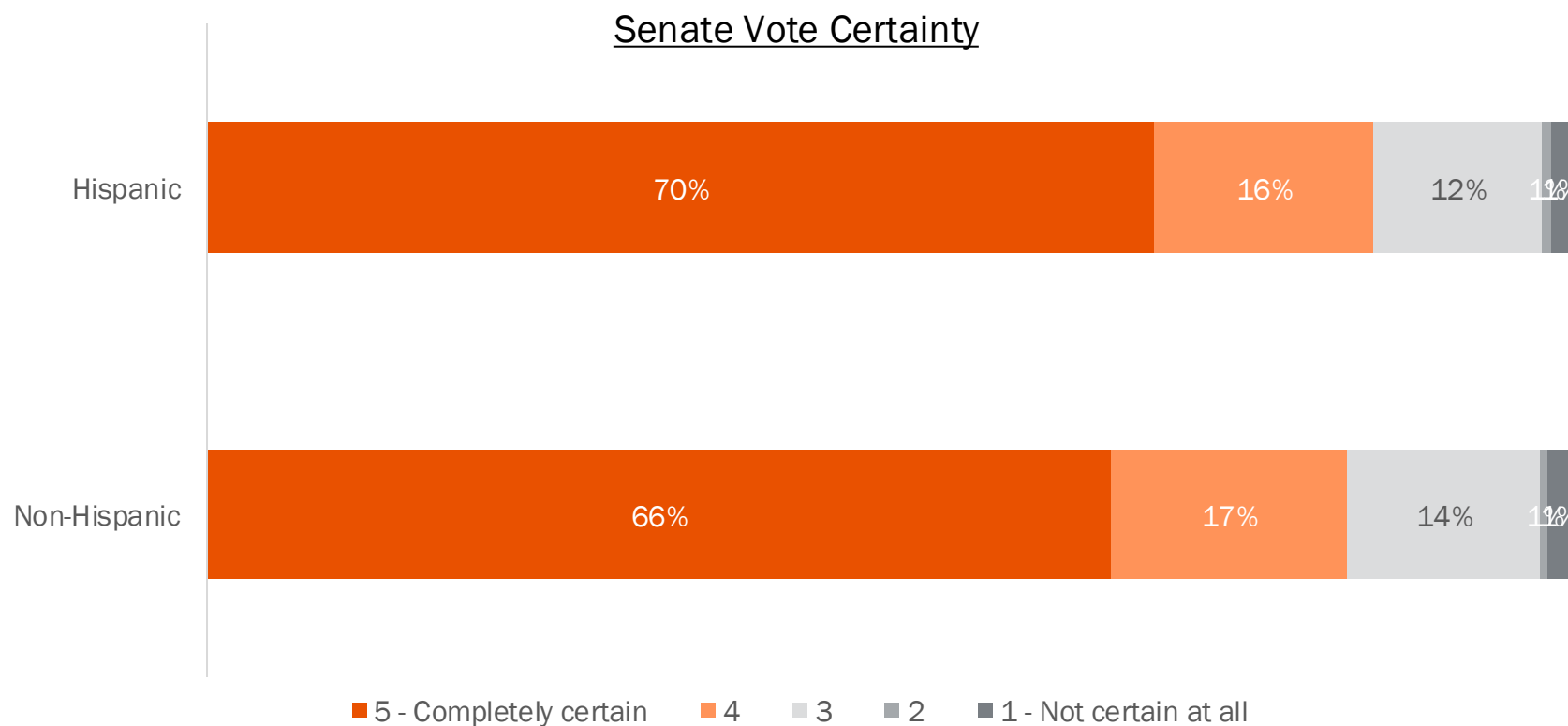
If the 2024 election for United States Senator from Arizona were being held today, and the candidates were Ruben Gallego (Democrat) & Kari Lake (Republican), for whom would you vote?



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

30% of Hispanics Not Completely Certain about Their Vote for Senator

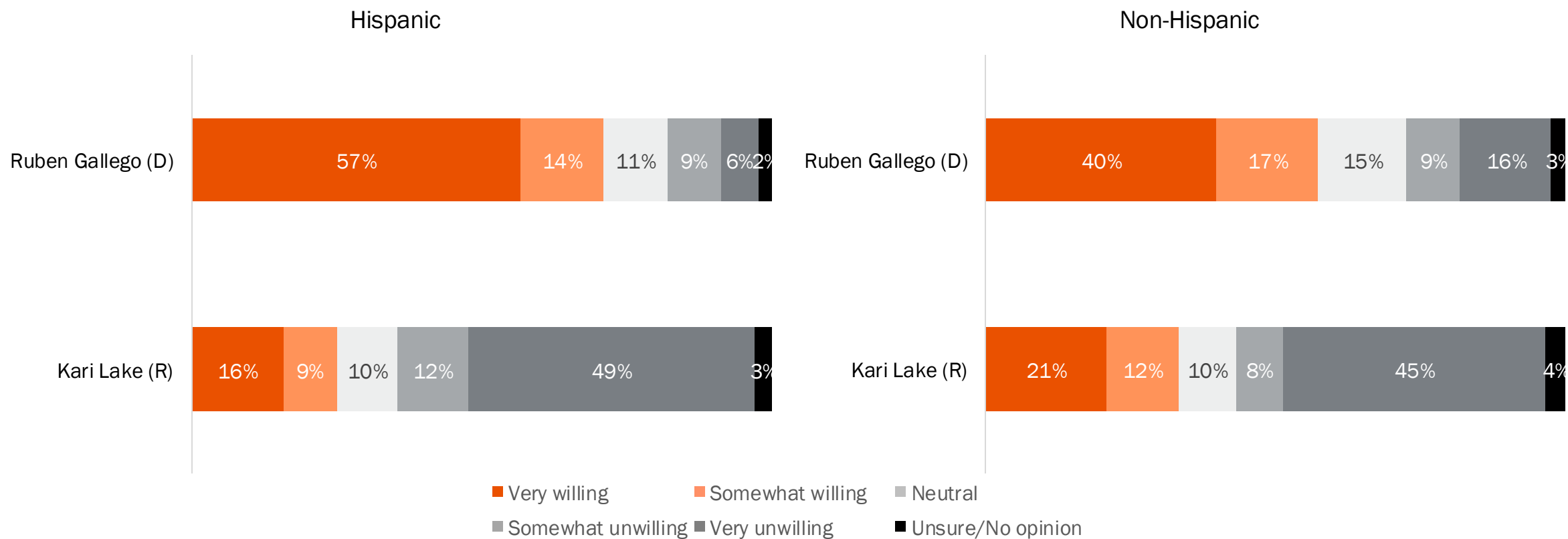
How certain are you that this is the right choice of candidate for you?



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

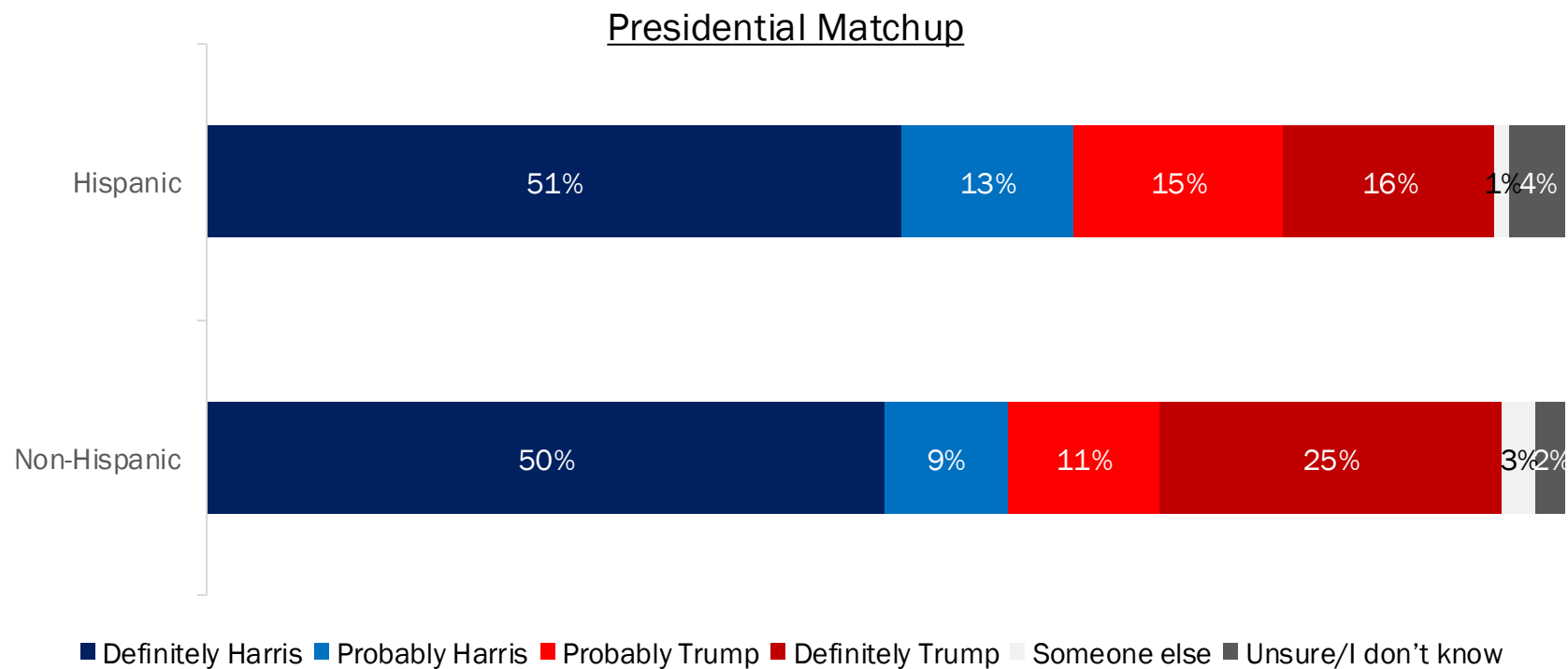


Among registered voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of August 2024

Matchup: Harris vs Trump

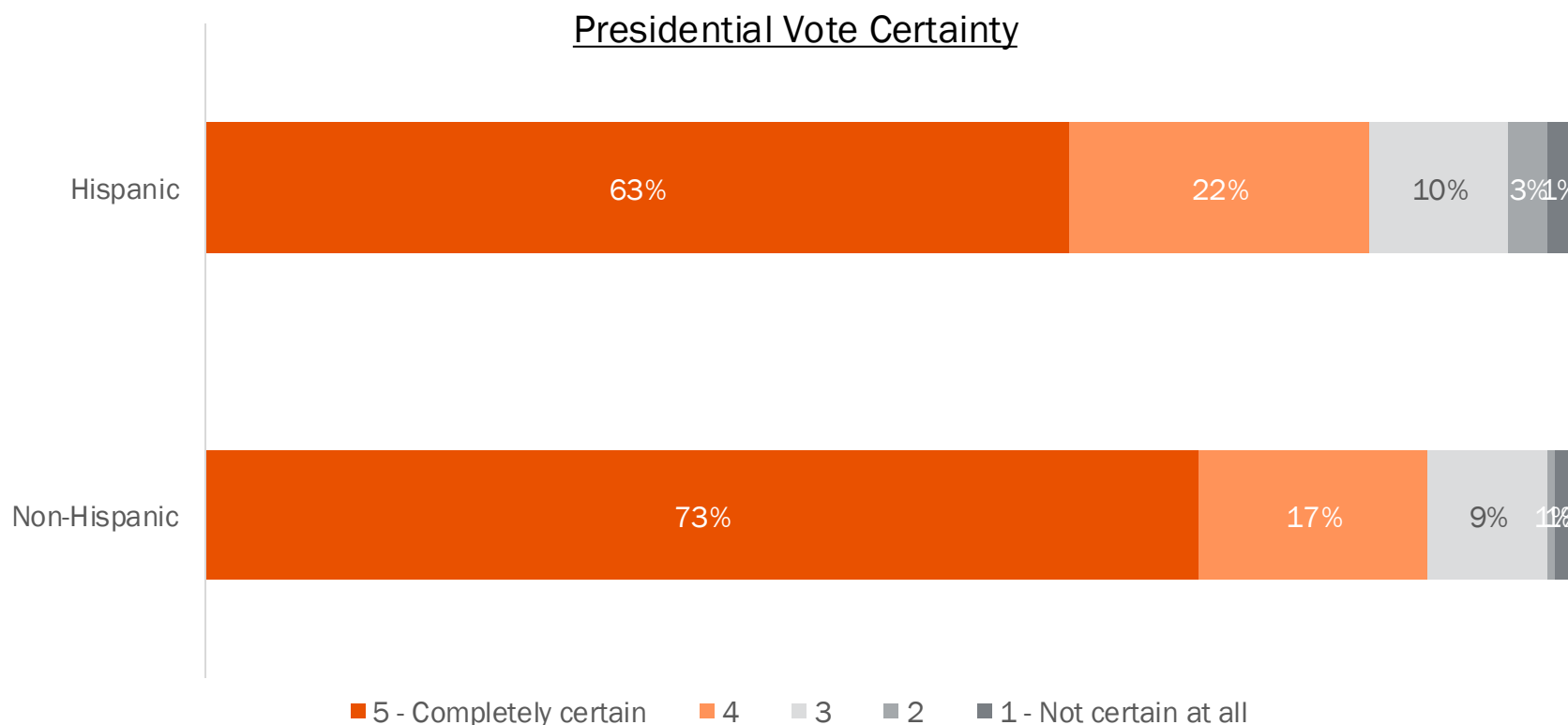
- KAMALA HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 32% OF HISPANICS UP FOR GRABS (28% NOT DEFINITE, 4% UNSURE)

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



37% of Hispanics Not Completely Certain about Their Vote for President

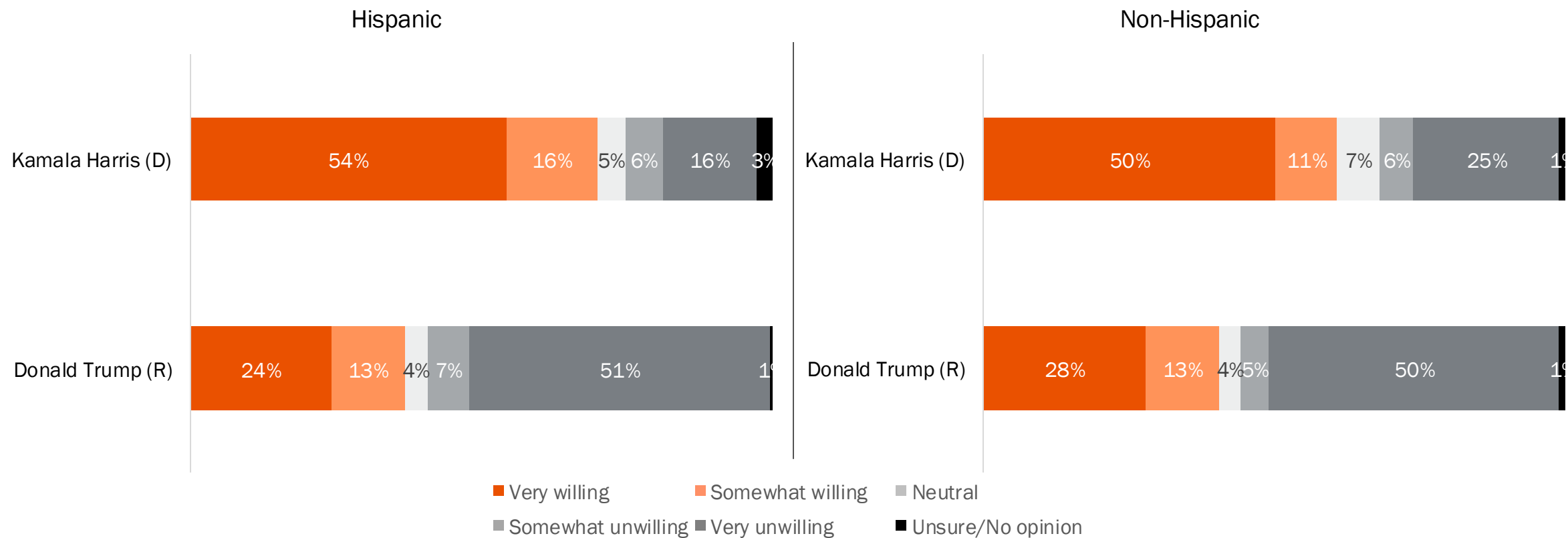
How certain are you that this is the right choice of candidate for you?



Willingness to Vote for Candidates in General Election

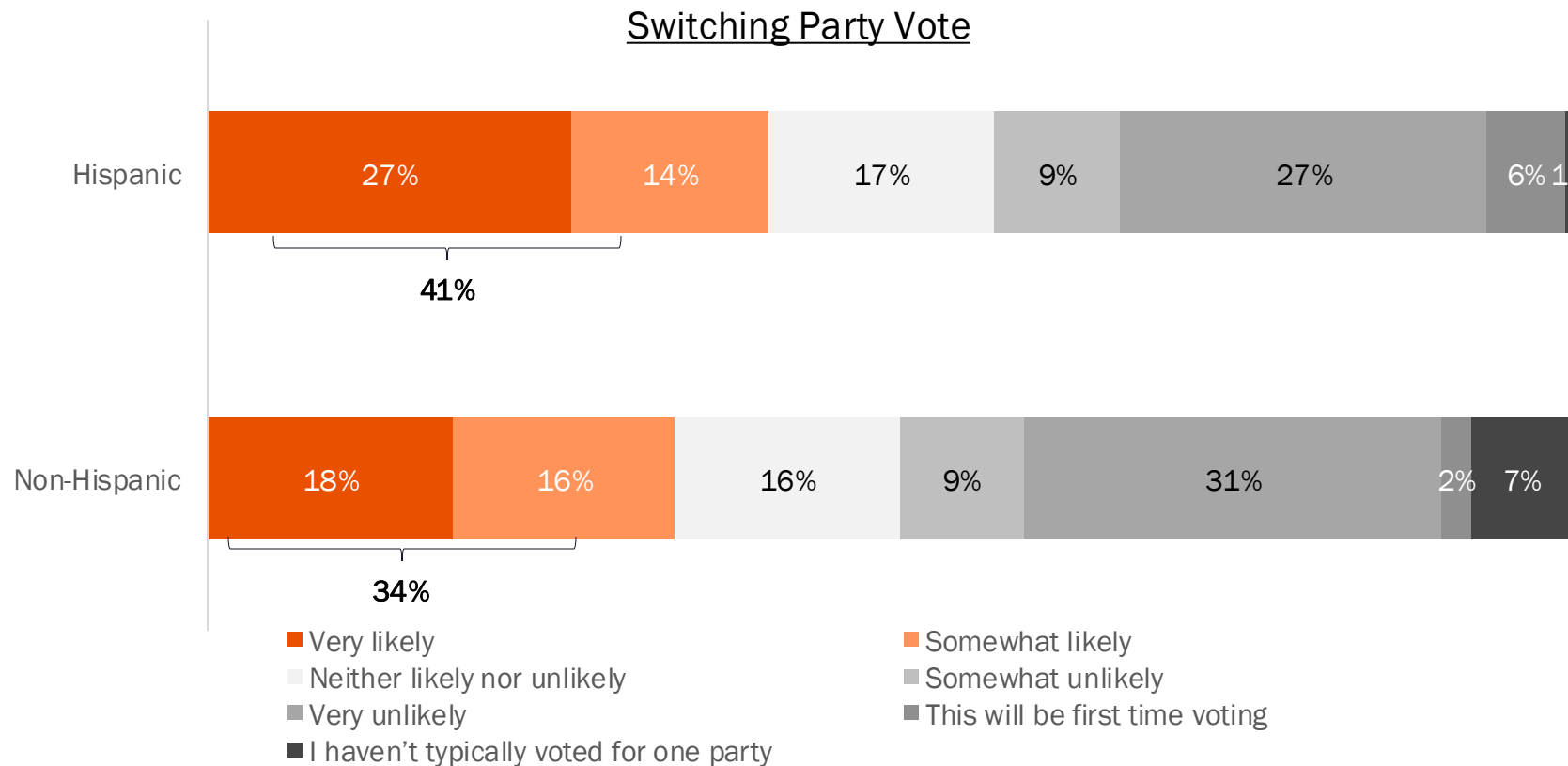
For the candidates listed below, please indicate how willing or unwilling you would be to vote for them in the general election.

Candidate Vote Willingness

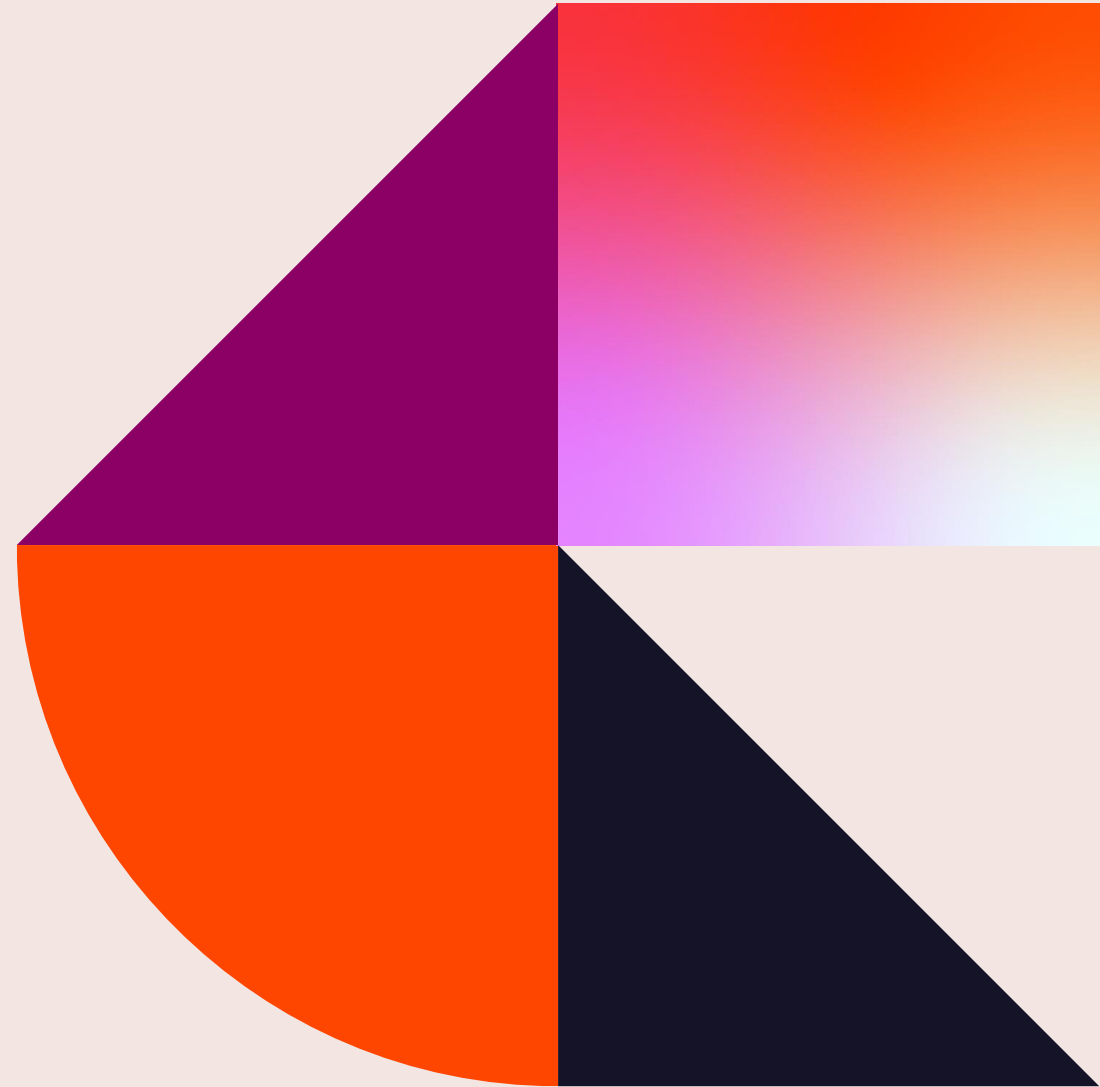


Hispanics More Likely than Non-Hispanics to Be Crossover Voters This Election

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



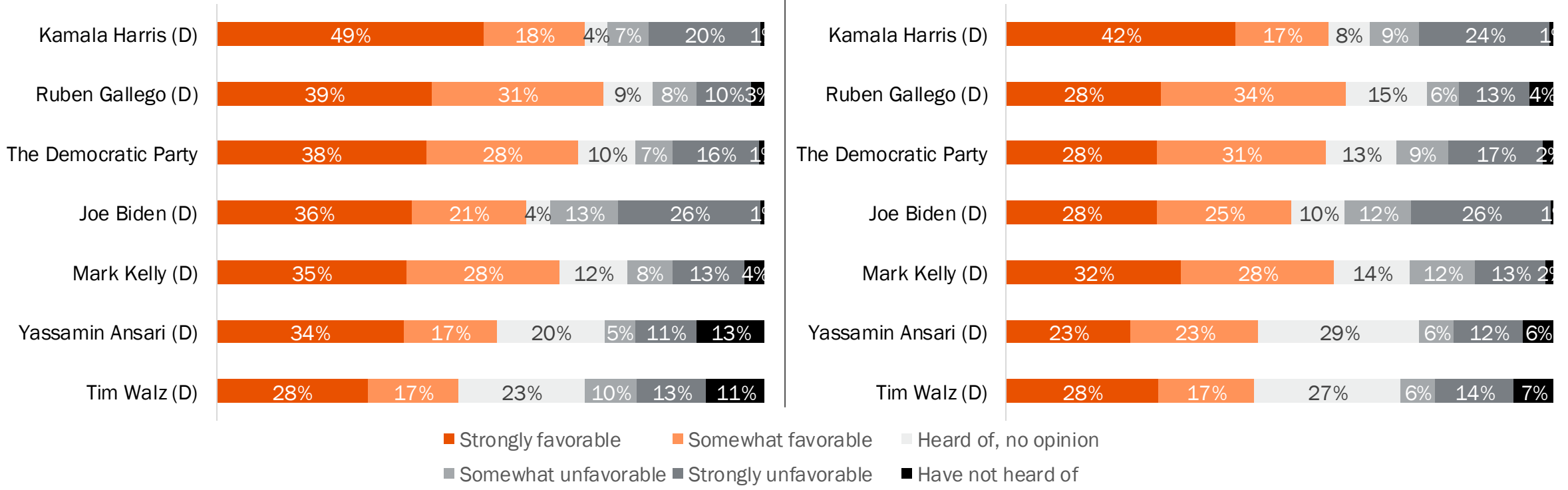
Favorability

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

Favorability

Hispanic

Non-Hispanic



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

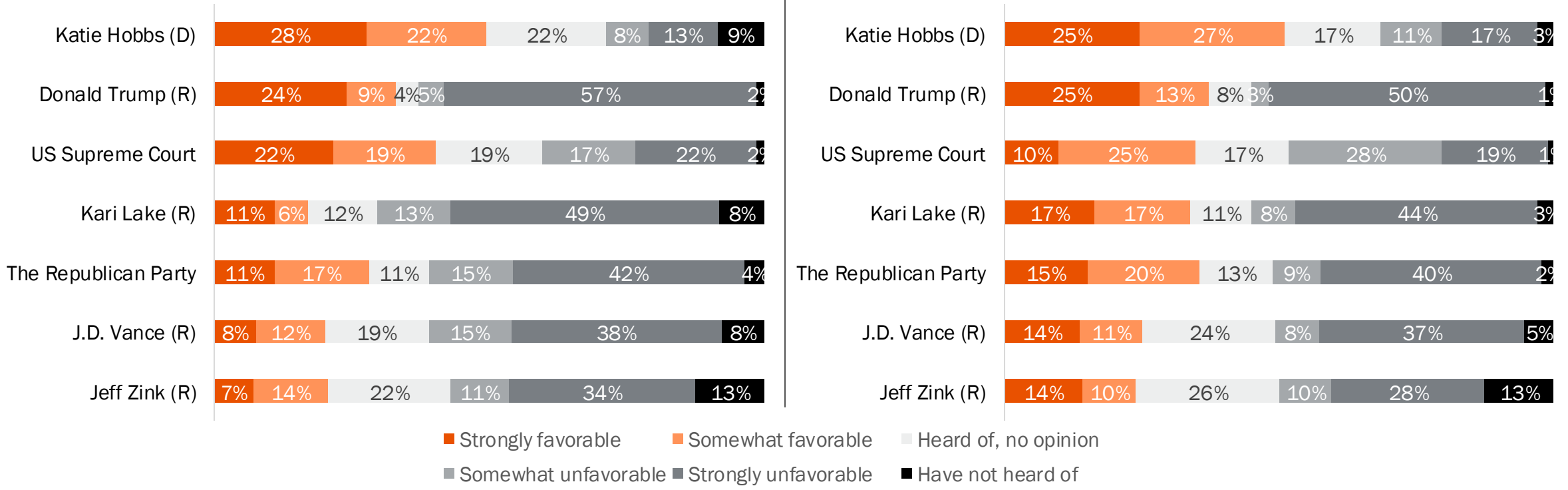
Favorability

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

Favorability

Hispanic

Non-Hispanic



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

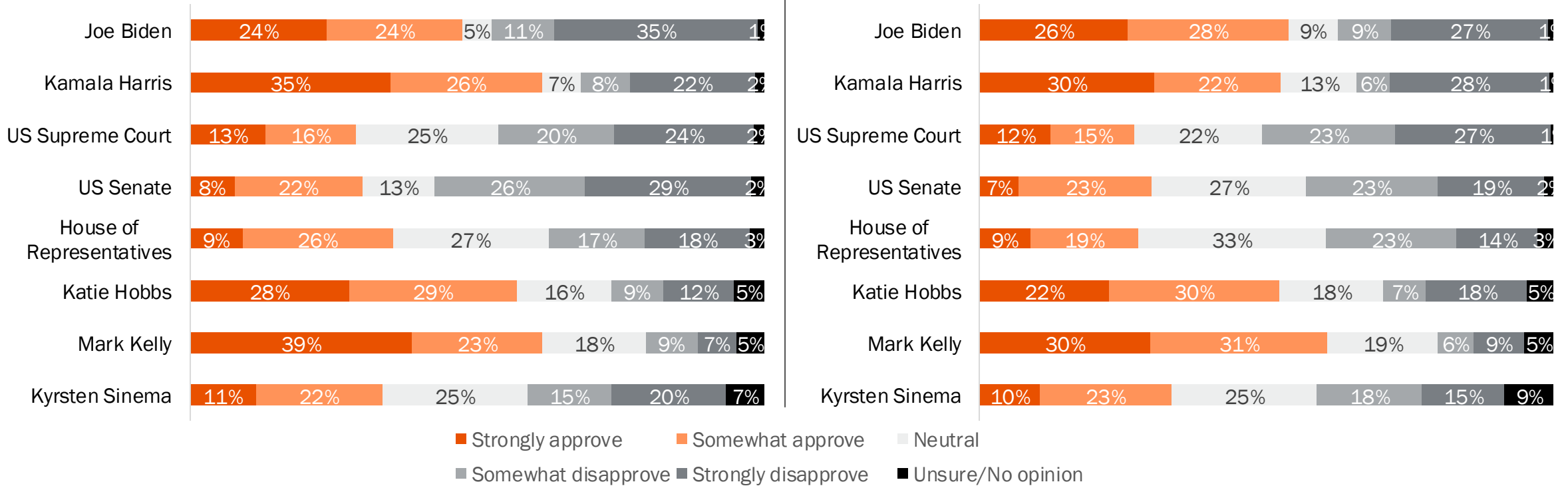
Job Approval

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

Job Approval

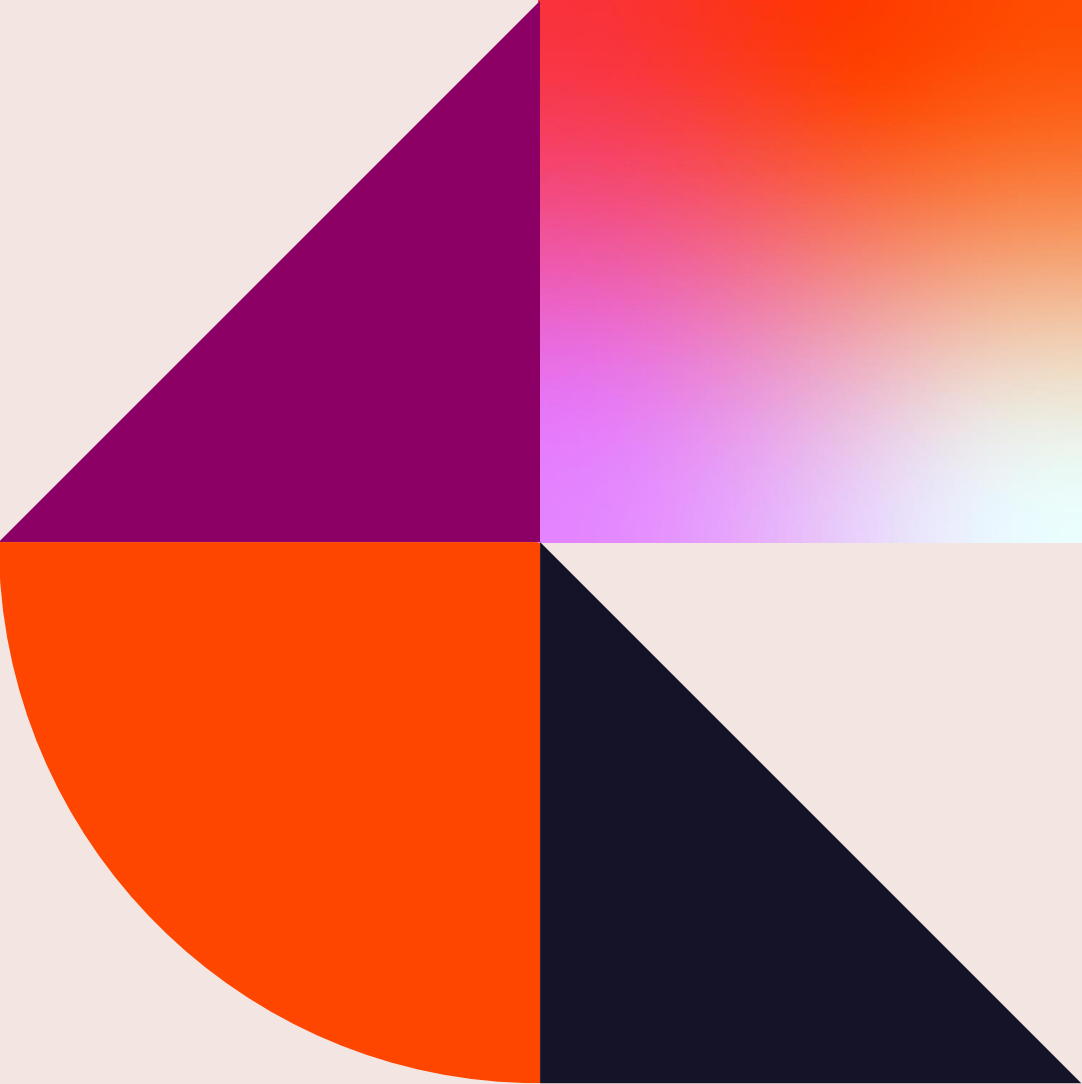
Hispanic

Non-Hispanic



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

The Issues



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

- CRIME & IMMIGRATION AMONG SEVERAL ISSUES OF GREATER CONCERN TO HISPANICS

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

	Issue Importance TopBox			Issue Importance TopBox	
	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Cost of living	81%	75%	Defense / military	45%	41%
Inflation	73%	63%	Climate change	44%	39%
Economy / jobs	70%	62%	Energy policy	43%	31%
Affordable housing	68%	62%	Entitlements / social services reform (Medicare, welfare, etc.)	42%	56%
Crime and public safety	62%	44%	Gun rights / 2nd amendment	41%	43%
Healthcare	61%	57%	Border security	40%	48%
Taxes	59%	51%	Race relations	37%	38%
Immigration	57%	44%	Strengthening law enforcement	33%	37%
Education	54%	48%	U.S. relationship with China	31%	33%
Social security / Medicare	52%	58%	Police reform	30%	40%
Gun control	51%	49%	Foreign policy	27%	28%
National security	51%	50%	Russia / Ukraine war	22%	23%
Opioids / drug abuse	50%	46%	LGBTQ rights	21%	27%
Abortion	47%	48%	Israel / Hamas War	20%	21%
Government spending / deficit	47%	44%	Culture wars	14%	24%
Infrastructure, such as roads and public transportation	45%	35%			

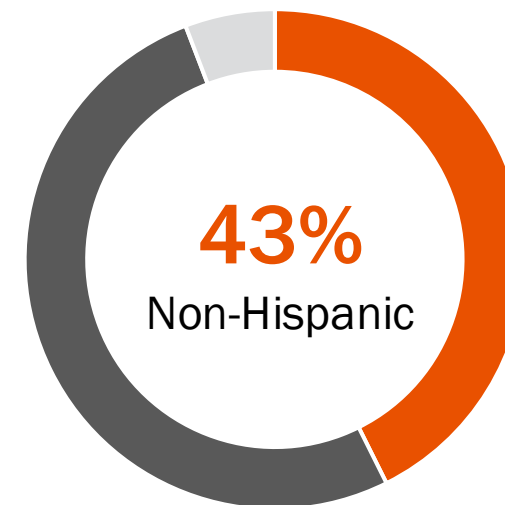
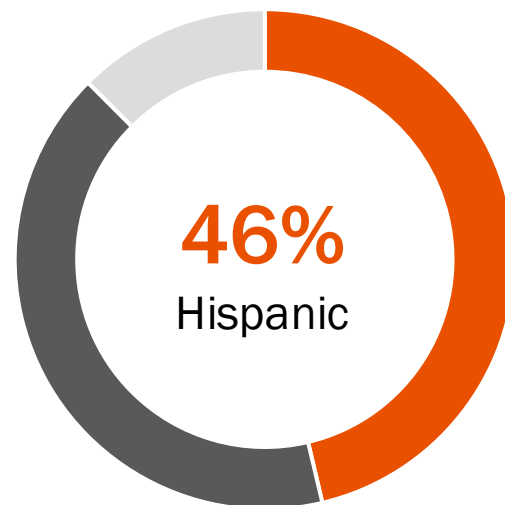
Among registered voters 18+

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

46% 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?

Determining Issue



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

Issues That Will Determine Who They Vote For

- IMMIGRATION MOST IMPORTANT TO HISPANICS

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

Top 10 Determining Issues

	Hispanic	Non-Hispanic
Immigration	19%	2%
Inflation	16%	18%
Abortion	15%	40%
Cost of living	12%	4%
Social security / Medicare	8%	3%
Economy / jobs	5%	5%
Border security	4%	4%
Israel / Hamas War	3%	0%
Climate change	3%	1%
Gun control	3%	0%

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
Abortion	64%	16%	58%	27%
Entitlements reform	63%	19%	59%	23%
Social security	62%	17%	63%	23%
Healthcare	60%	19%	59%	25%
Climate change	60%	21%	56%	27%
Crime and public safety	58%	22%	52%	32%
Immigration	58%	32%	51%	37%
Economy / jobs	57%	27%	54%	31%
Energy policy	56%	21%	54%	25%
Cost of living	56%	28%	55%	31%

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
Taxes	56%	27%	52%	32%
Education	54%	16%	57%	27%
Inflation	54%	27%	54%	31%
Government spending	53%	27%	52%	29%
Foreign policy	51%	29%	51%	32%
Opioids	51%	22%	55%	27%
National security	51%	30%	49%	39%
Defense	49%	29%	50%	35%
Border security	47%	36%	51%	38%

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, Kamala Harris or Donald Trump?

	Hispanic		Non-Hispanic	
	Harris Top2Box	Trump Top2Box	Harris Top2Box	Trump Top2Box
Abortion	67%	17%	58%	31%
Climate change	62%	19%	56%	27%
Healthcare	62%	27%	55%	33%
Energy policy	62%	23%	51%	33%
Entitlements reform	62%	25%	53%	30%
Social security	60%	29%	60%	31%
Education	59%	18%	57%	27%
Cost of living	58%	31%	52%	33%
Crime and public safety	55%	32%	53%	38%
Foreign policy	55%	33%	52%	37%

Among registered voters 18+

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

Candidate Better Able to Handle Issues

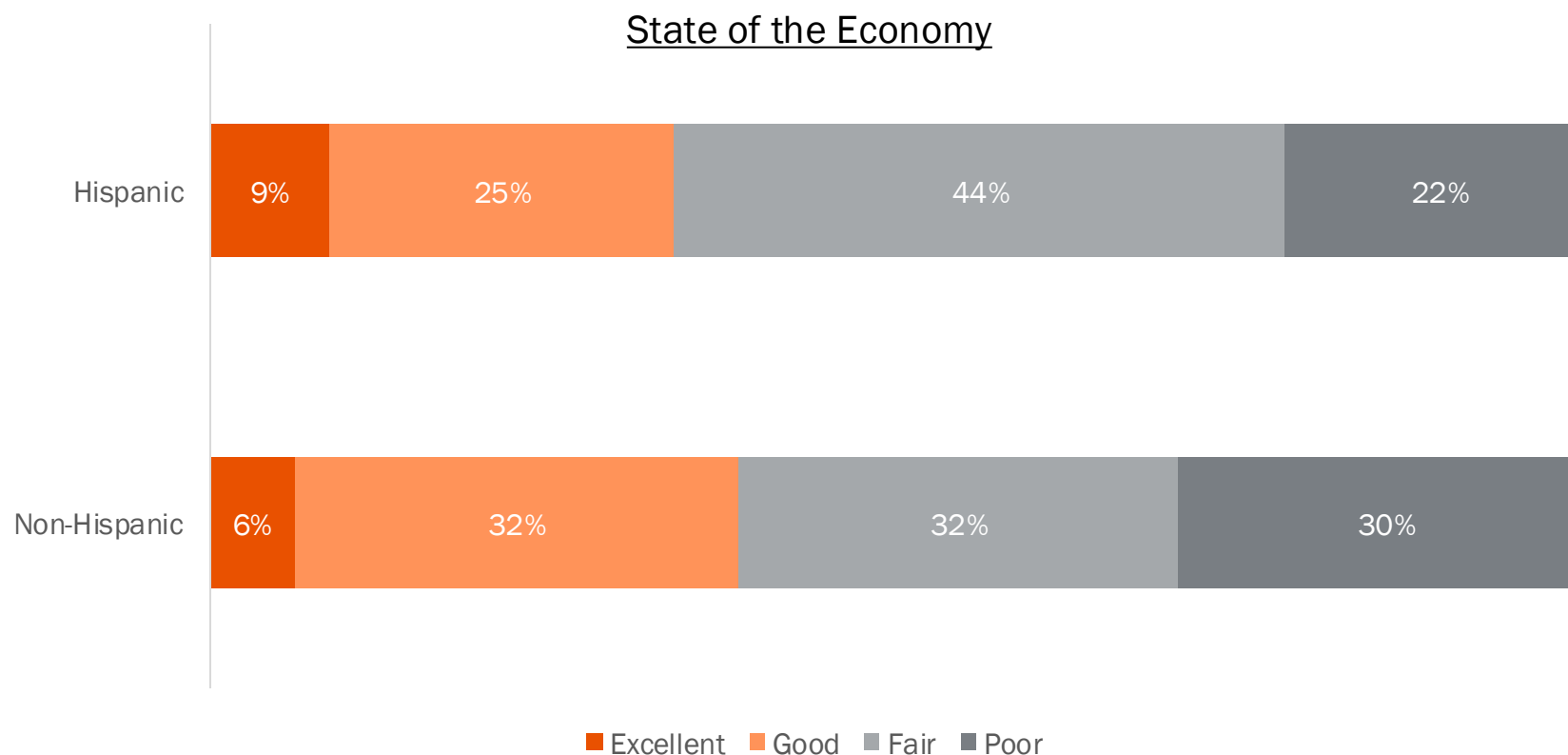
Thinking again about the issues, which candidate do you think would do a better job of handling each of the following issues, Kamala Harris or Donald Trump?

	Hispanic		Non-Hispanic	
	Harris Top2Box	Trump Top2Box	Harris Top2Box	Trump Top2Box
Economy / jobs	54%	36%	49%	39%
Immigration	54%	36%	45%	46%
Government spending	51%	34%	51%	38%
Taxes	50%	37%	51%	39%
Opioids	49%	31%	53%	31%
Inflation	49%	37%	49%	37%
National security	48%	34%	46%	47%
Border security	47%	42%	44%	48%
Defense	47%	40%	48%	39%

ECONOMY

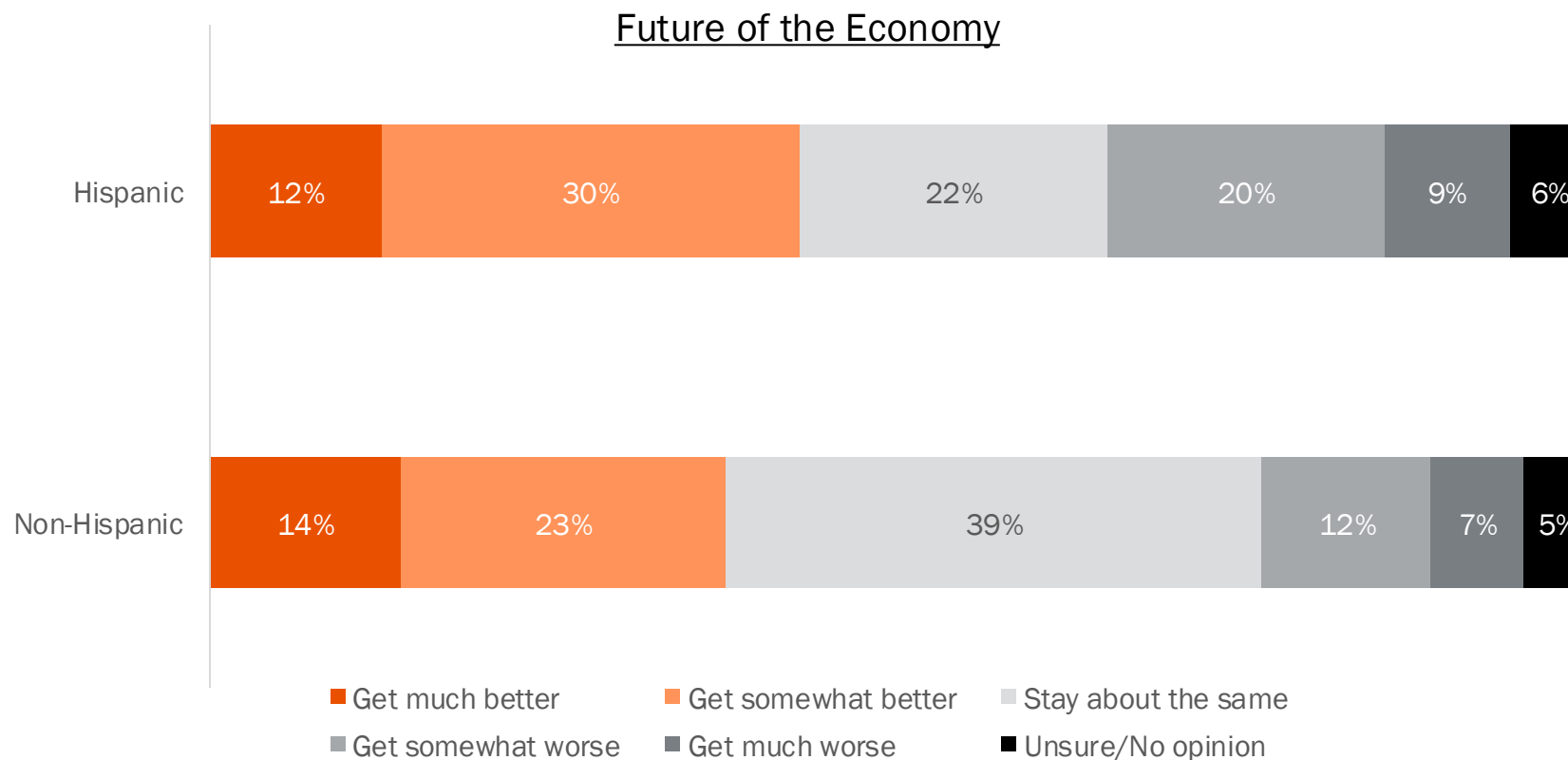
66% of Hispanics Rate the Economy in Their State Right Now as Fair or Poor

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



29% 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
Inflation is putting a significant strain on my budget	75%	13%	79%	6%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	75%	9%	66%	11%
I feel that it is increasingly difficult for middle class families to prosper in the United States	73%	8%	82%	7%
The price of gas is putting a strain on my finances	68%	19%	66%	16%
I expect my personal economic situation to get better in the next few years	65%	21%	55%	19%
I have taken, or am considering taking, a second job in order to maintain my standard of living	59%	21%	54%	29%
I am concerned about the U.S. federal government's spending and deficit	59%	8%	71%	3%
My personal economic situation has become worse in the last year	56%	22%	66%	20%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	55%	31%	50%	27%
Home ownership is still within reach for most people	31%	49%	24%	58%
I feel that jobs are getting easier to find	29%	42%	30%	43%

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

Agree and Disagree above will not sum to 100%

Among registered voters 18+

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

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
Drug abuse is a serious public health issue in the United States	81%	7%	88%	4%
Mental health issues are a growing problem for people in the United States	79%	4%	90%	3%
I am generally satisfied with my healthcare coverage	51%	20%	68%	18%
The cost of prescription drugs is a financial problem for me	41%	32%	33%	34%
The cost of my health care and insurance is reasonable	39%	35%	49%	32%
Medicaid and Medicare are working well now	37%	27%	45%	23%

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

Agree and Disagree above will not sum to 100%

Among registered voters 18+

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

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	57%	14%	60%	17%
Abortion laws should be created by state governments, not by the federal government	45%	24%	42%	27%

Abortion Policy <i>Thinking about abortion policy and laws, which of the following comes closest to your view?</i>	Hispanic	Non-Hispanic
	Abortion should be legal only in the case of rape, incest or when the mother's life is in danger	23%
Abortion should be legal at any time during pregnancy	18%	17%
Abortion should be illegal in all cases	15%	12%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	11%	7%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	9%	6%
Abortion should be legal only in the first 15 weeks of pregnancy	9%	8%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	8%	16%
Other	1%	1%
Unsure/I don't know	6%	8%

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

Agree and Disagree above will not sum to 100%

Among registered voters 18+

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

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	90%	3%	92%	3%
Crime is a growing problem in the United States	79%	7%	82%	11%
I believe that stricter gun control laws would reduce crime	65%	24%	54%	29%
Homelessness is a serious problem in my neighborhood	65%	15%	77%	16%
I support second amendment gun rights	58%	16%	63%	17%
Gun violence is a growing problem where I live	55%	24%	53%	24%
Government authorities have become too lenient on criminals	53%	14%	46%	25%
Crime is a growing problem where I live	51%	18%	61%	14%

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

Agree and Disagree above will not sum to 100%

Among registered voters 18+

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

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
Children in my community are generally safe at the schools they attend	50%	20%	57%	21%
Police departments in the United States are understaffed	50%	17%	64%	13%
My police department is understaffed	46%	14%	58%	14%
I feel less safe in my everyday life than I did a year ago	38%	30%	43%	26%
Government authorities are doing a good job protecting businesses near where I live and shop	36%	30%	41%	28%
Government authorities are doing a good job combating crime in my neighborhood	33%	34%	39%	38%
My local government should significantly reduce the resources and budgets for police	28%	44%	29%	55%

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

Agree and Disagree above will not sum to 100%

Among registered voters 18+

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

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%	13%	64%	17%
All migrants who want to enter the United States should be fully vetted first	61%	10%	66%	12%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	59%	21%	74%	11%
We should reform immigration laws to give higher priority to people with needed skills and education	59%	14%	54%	19%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	52%	25%	42%	31%
There are too many undocumented immigrants crossing the border into the United States	52%	22%	66%	12%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	51%	22%	65%	16%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	48%	27%	70%	15%
There are too many undocumented migrants coming to my state	47%	32%	66%	16%

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

Agree and Disagree above will not sum to 100%

Among registered voters 18+

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

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
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	46%	20%	63%	12%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	43%	31%	70%	15%
The resettling of all the migrants will, in the long-run, benefit the United States	43%	28%	32%	32%
The United States military should be used to secure the southern border	43%	41%	57%	23%
The arrival of migrants has made the affordable housing problem worse	42%	38%	62%	18%
I support the way the Biden Administration is managing the southern border	42%	36%	36%	43%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	42%	32%	38%	47%
The Biden administration is primarily responsible for the situation at the southern border	41%	38%	46%	38%
Local law enforcement should be able to detain undocumented migrants	40%	43%	64%	19%

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

Agree and Disagree above will not sum to 100%

Among registered voters 18+

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

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
The U.S. should complete the construction of a wall on the southern border of the U.S.	39%	46%	55%	30%
It feels like migrants are being treated better than most Americans	39%	46%	58%	21%
The rules that I have to live by don't seem to apply to migrants	36%	41%	59%	22%
Undocumented migrants will take jobs away from poorer and working-class Americans	35%	47%	49%	31%
Most undocumented migrants who entered the U.S. over the last few years should be deported	34%	40%	49%	23%
Undocumented migrants have increased crime in my state	34%	45%	49%	22%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	30%	41%	30%	39%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	30%	49%	41%	40%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	30%	46%	19%	63%
I support the way my state and local officials are handling the migrant issue	28%	36%	20%	47%

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

Agree and Disagree above will not sum to 100%

Among registered voters 18+

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

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 result of human activity	72%	17%	70%	16%
Climate change is a very big threat to the planet	71%	13%	65%	22%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	56%	24%	47%	30%
Governments should create policies that encourage oil and gas production in the U.S.	52%	20%	62%	18%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	43%	22%	40%	28%
Government regulation and action on climate change is hurting the economy	42%	29%	47%	30%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	40%	38%	46%	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 registered voters 18+

Source: Univision political tracker in collaboration with Media Predict as of August 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	59%	20%	63%	20%
The federal government of the United States is too big and powerful	55%	20%	59%	19%
The United States Justice Department has become politicized in its prosecutions	54%	18%	52%	18%
The federal government of the United States has become too intrusive in the lives of Americans	49%	20%	61%	17%
The FBI has become politicized in its investigations	45%	25%	53%	16%
I want the next president to shrink the size of the federal government	34%	21%	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	29%	32%	38%	41%

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

Agree and Disagree above will not sum to 100%

Among registered voters 18+

Source: Univision political tracker in collaboration with Media Predict as of August 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 think that the United States government should provide expanded benefits and entitlements to Americans	68%	7%	67%	12%
I support the Biden Administration's efforts to forgive student loans	54%	28%	50%	33%
The U.S. government should spend less money supporting the war in Ukraine	53%	21%	59%	21%
Iran is the primary destabilizing force in the Middle East	47%	8%	51%	13%
The government should ban social media, like Facebook and TikTok, from being used by children	45%	36%	44%	36%
I think that the United States spends too much on defense and the military	45%	30%	41%	35%
China represents the most serious economic and geo-political threat to the United States	44%	15%	65%	8%
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	36%	37%	38%	37%
Student loans should not be forgiven and paid for by taxpayers	34%	35%	41%	39%
I support the way the Biden Administration is dealing with the Israel-Hamas war	26%	41%	30%	43%
The United State should increase the amount of military aid it sends to Israel	24%	42%	35%	40%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	22%	50%	21%	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 registered voters 18+

Source: Univision political tracker in collaboration with Media Predict as of August 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	76%	7%	69%	16%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	61%	17%	66%	13%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	53%	19%	61%	16%
Social media, like Facebook and TikTok, does more harm than good	51%	22%	48%	28%

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

Agree and Disagree above will not sum to 100%

Among registered voters 18+

Source: Univision political tracker in collaboration with Media Predict as of August 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	75%	8%	87%	6%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	62%	14%	63%	16%
College is no longer worth the cost for most students	62%	12%	68%	15%
Parents should have a say in what is taught to their children in public schools	60%	16%	68%	14%
More emphasis should be placed on trade schools	52%	11%	75%	5%
The public schools in my neighborhood are good	45%	27%	44%	22%
The public school system is working well in my state	33%	36%	39%	32%
Public schools where I live are better than they were before the pandemic	29%	34%	24%	30%
The federal government's Department of Education should be eliminated	25%	50%	23%	53%
Colleges and universities should be allowed to use race in admissions decisions	24%	47%	25%	53%

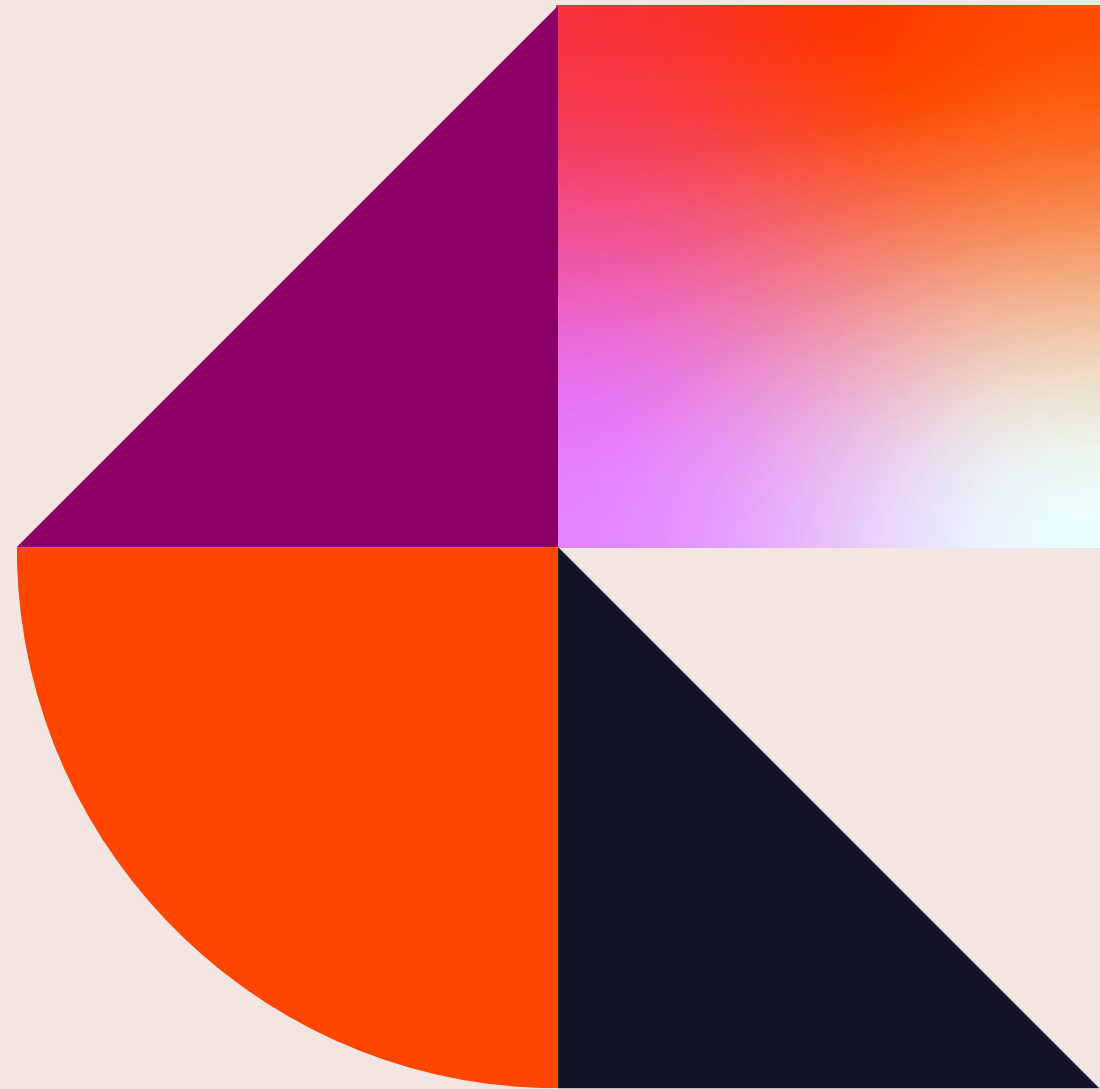
5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among registered voters 18+

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

Information Sources & Language Preferences



YouTube, Local & 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.

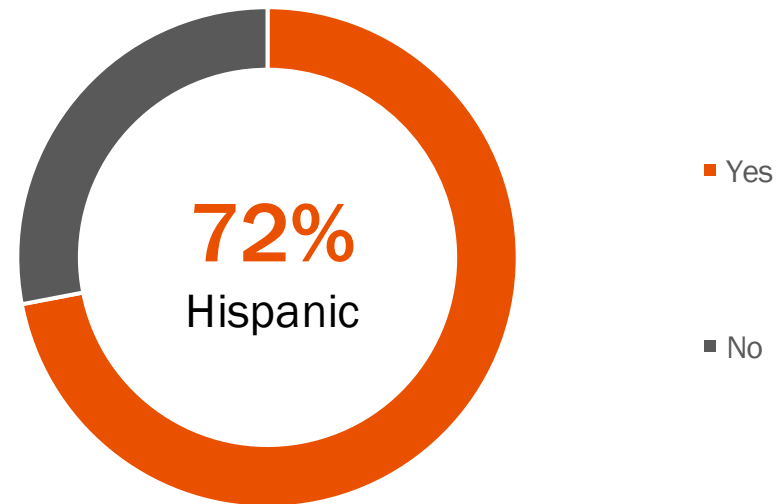
Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
YouTube	50%	44%	Family	17%	25%
Local Television	49%	57%	Podcasts	16%	26%
National Television (like network programs or cable news)	45%	46%	Debates	16%	23%
TikTok	41%	18%	Newspapers	16%	22%
X, formerly known as Twitter	35%	25%	Snapchat	13%	5%
Facebook	33%	36%	Magazines	8%	9%
Radio	28%	22%	School	7%	5%
Instagram	26%	21%	Community organization	7%	7%
Friends	19%	28%	Religious organization/Church	4%	9%
Online publications	18%	28%	None of these	1%	2%

Spanish-Language News Viewers & Streamers

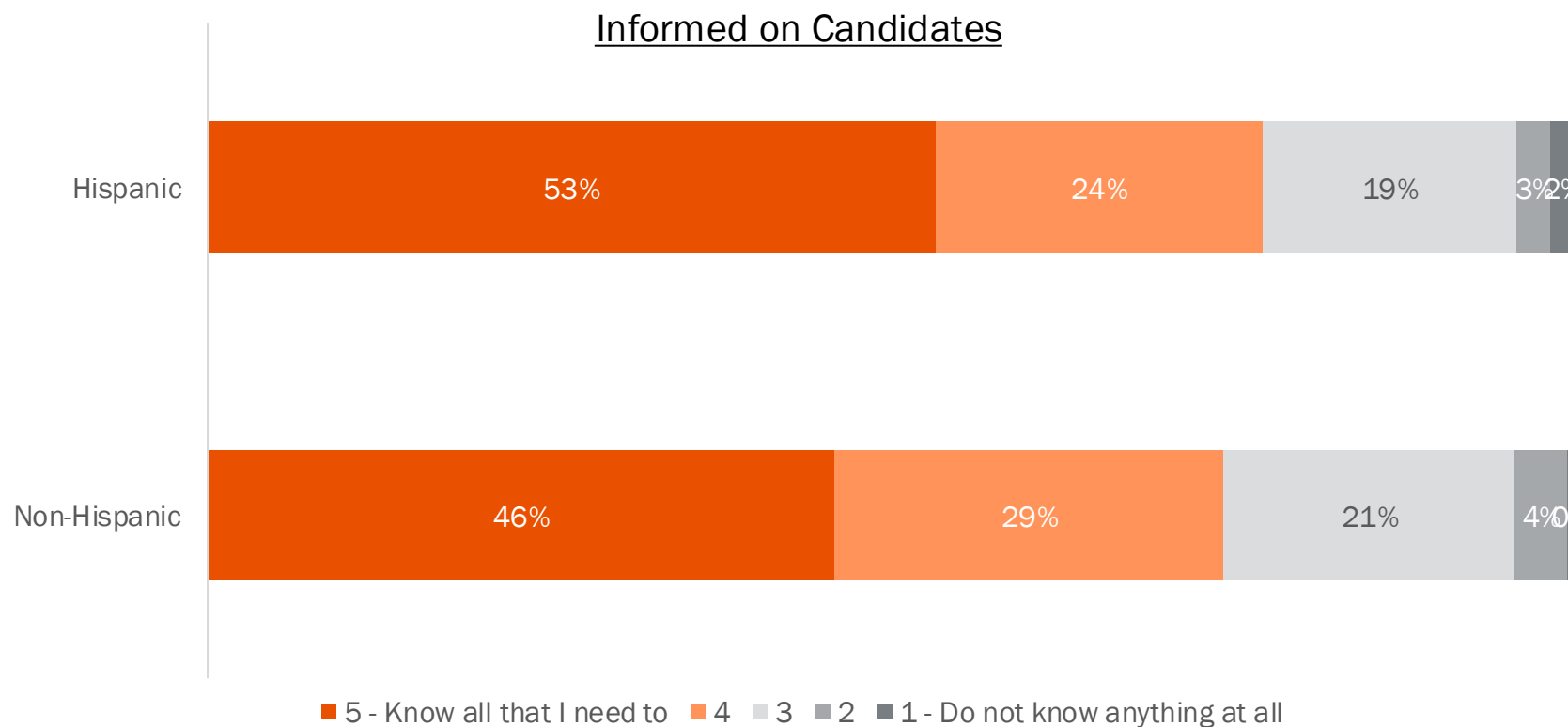
Do you watch or stream Spanish-language news?

Spanish-Language News Viewers & Streamers



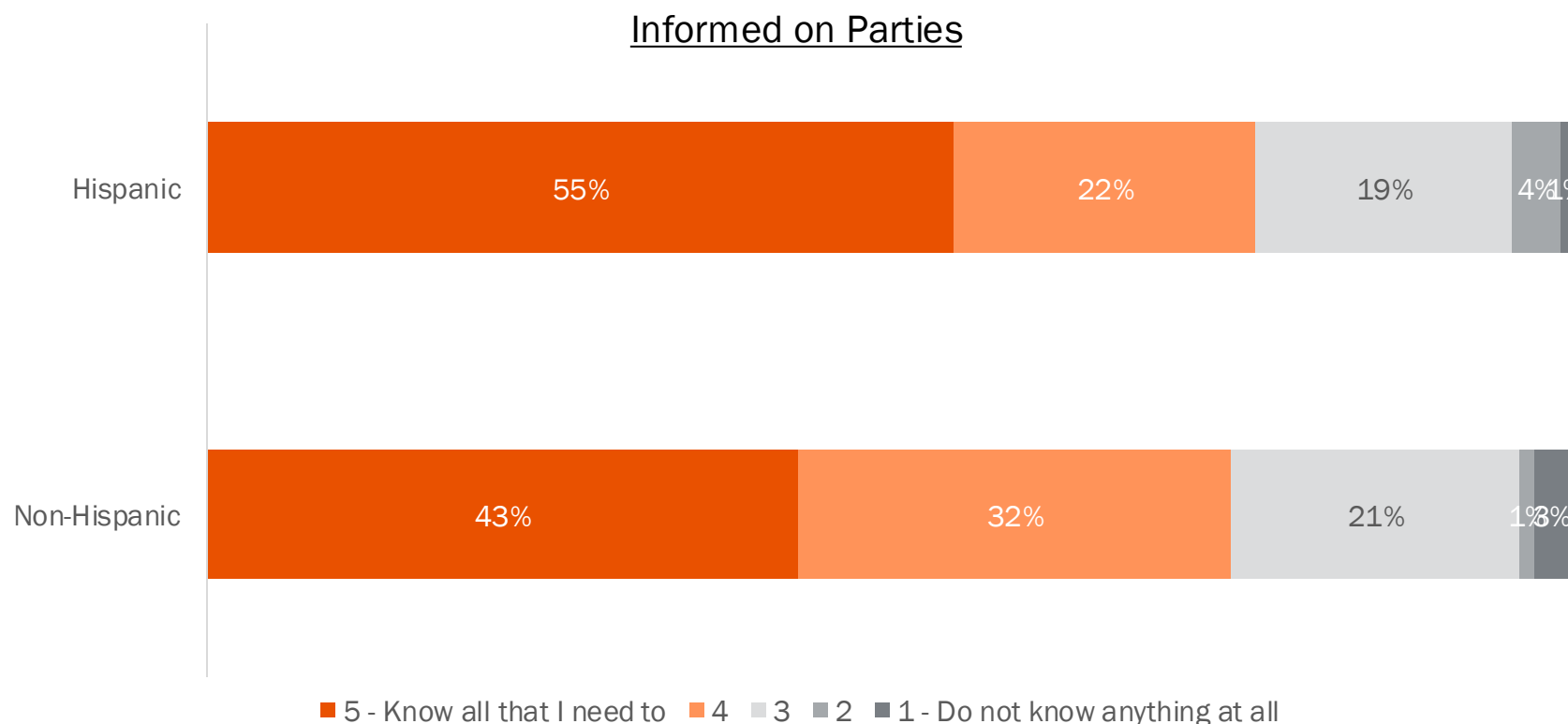
47% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

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?



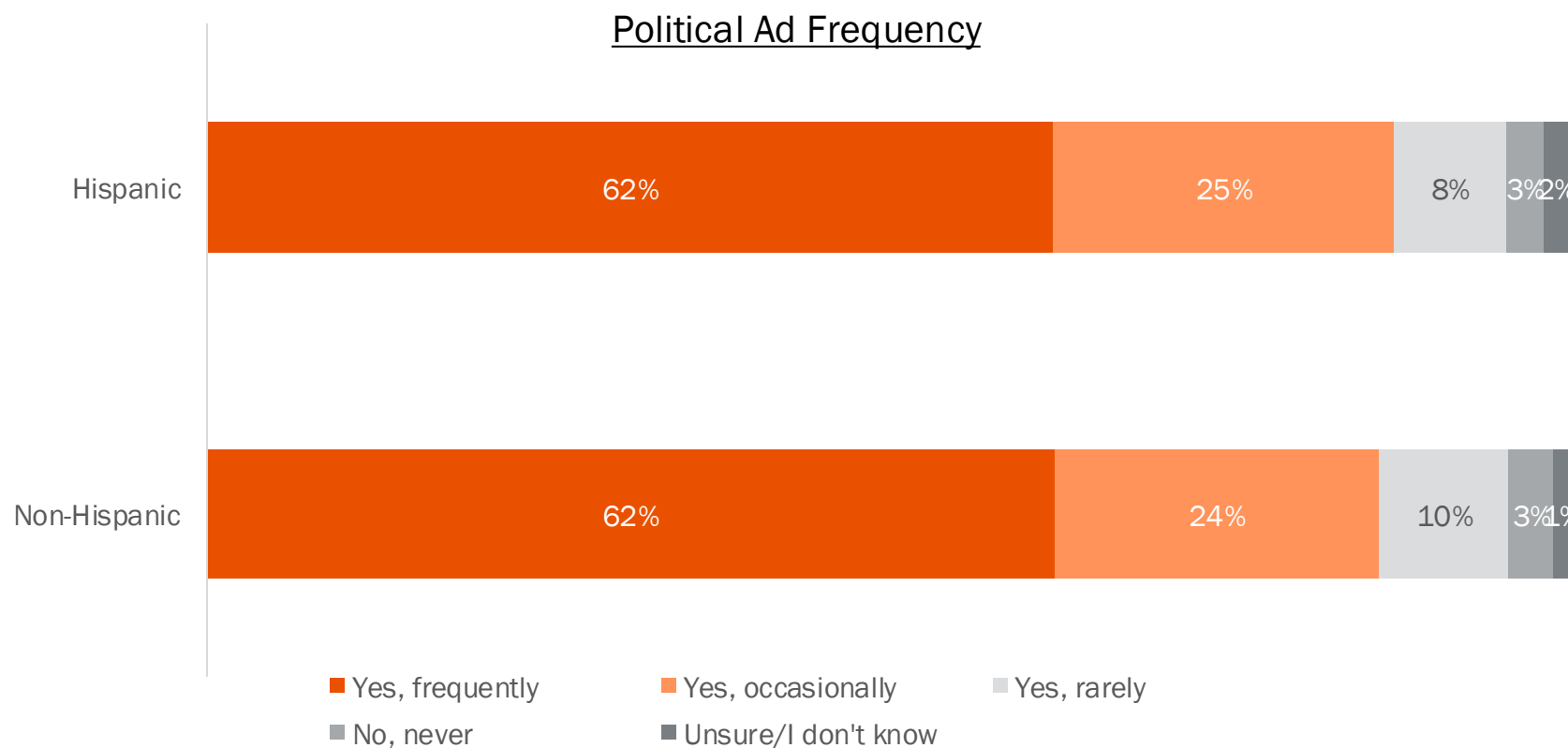
45% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

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?



36% 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*

74%

OF HISPANICS AGREE

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

64%

OF HISPANICS AGREE

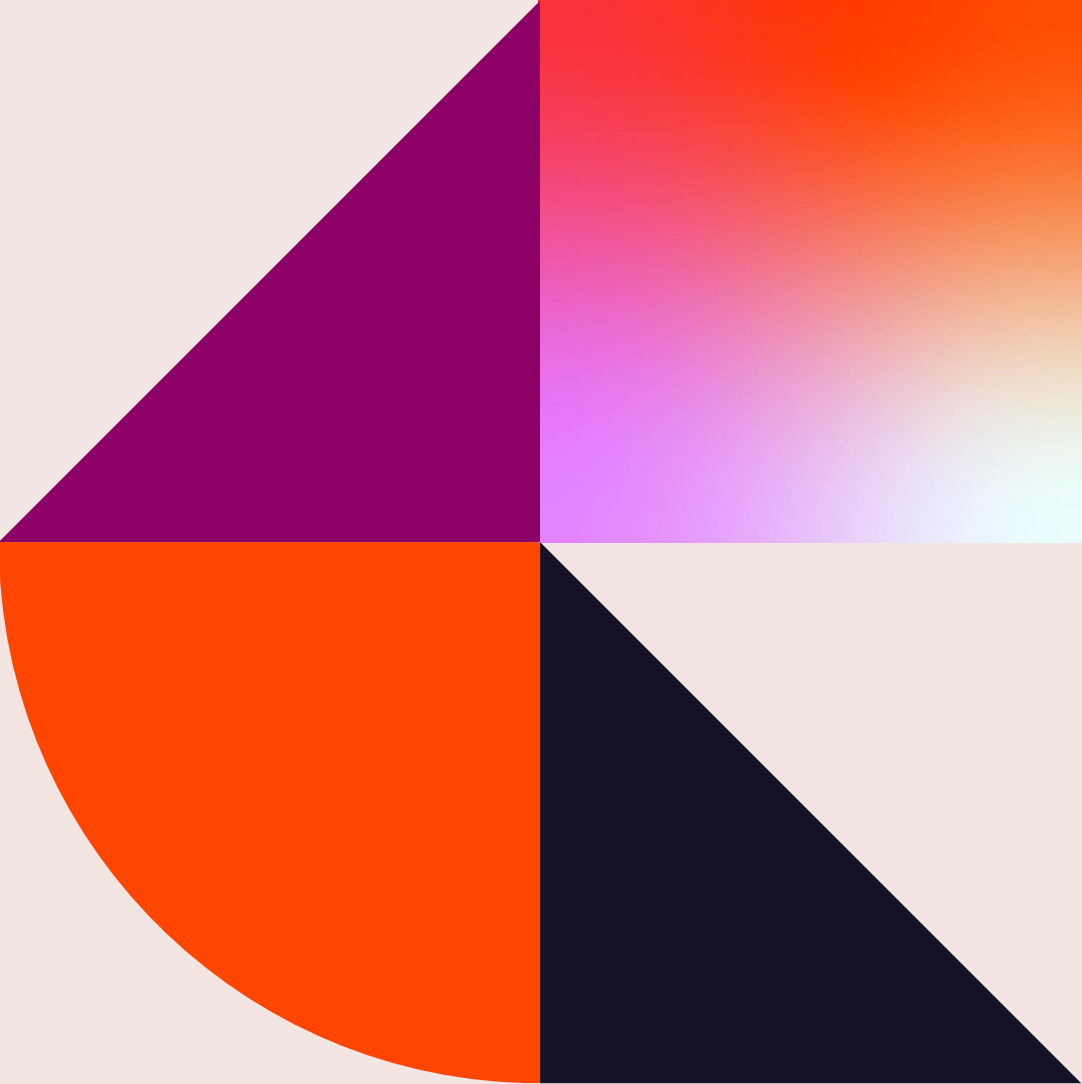
Political parties and candidates who advertise in Spanish are *showing me they want my vote*

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*

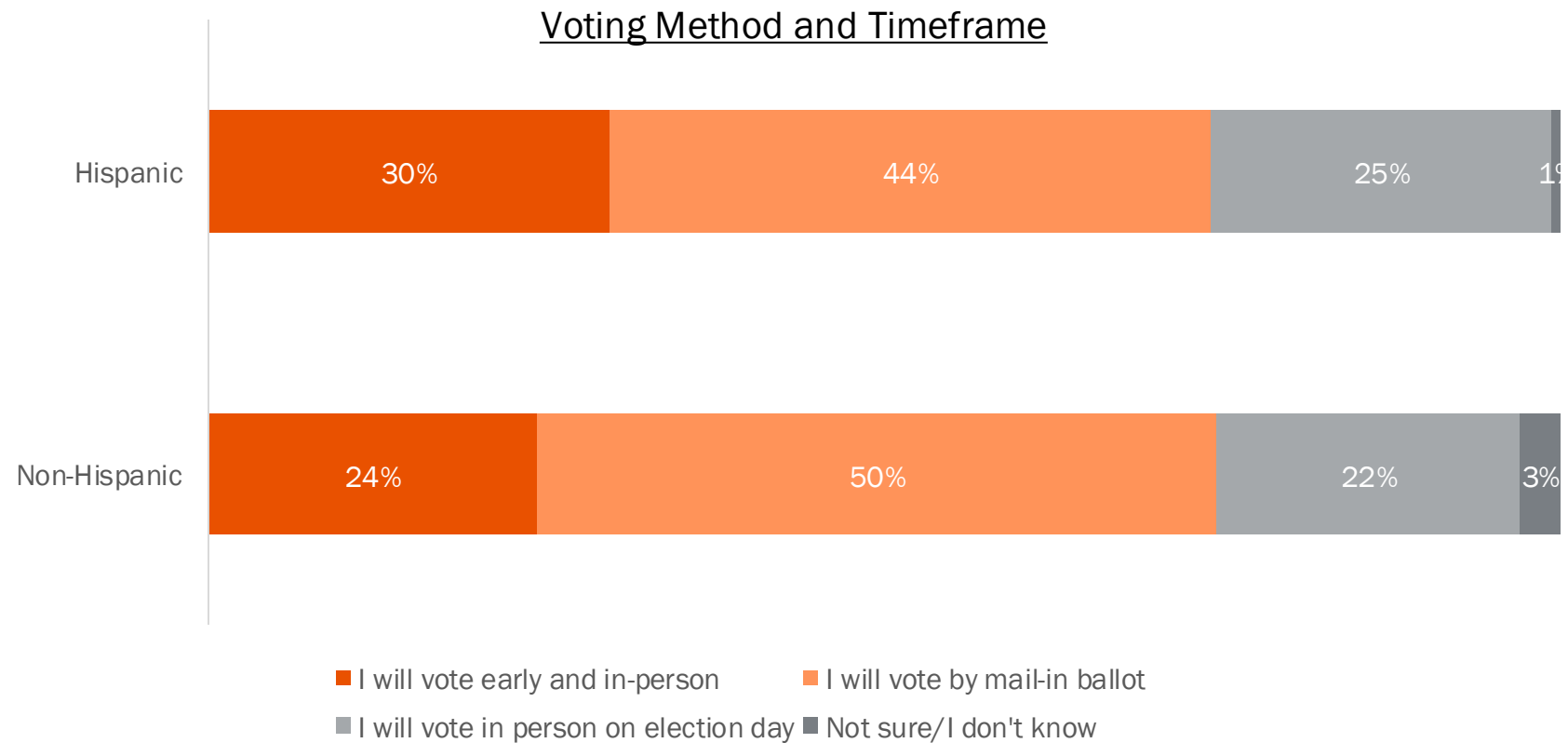
Voting & Campaign Information



Voting Method and Timeframe

- HISPANICS MORE LIKELY THAN NON-HISPANICS TO VOTE EARLY AND IN PERSON

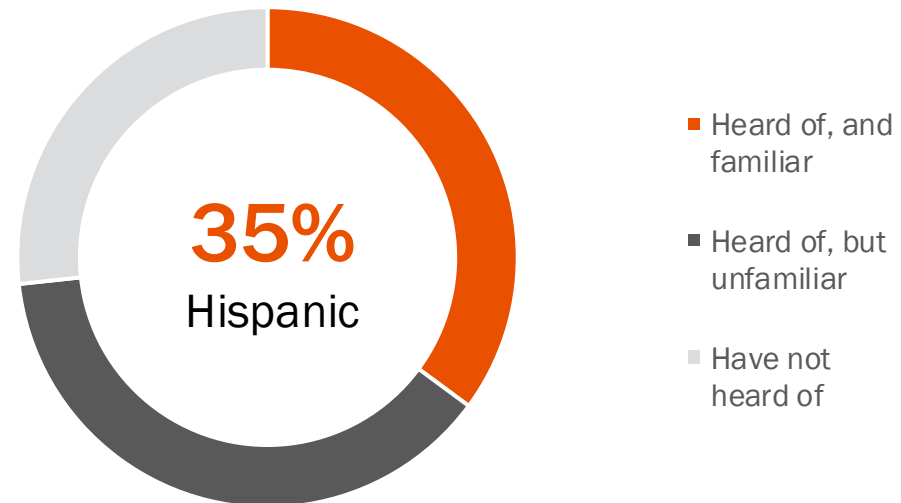
How do you plan to vote in the General election?



Vota Conmigo Familiarity

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

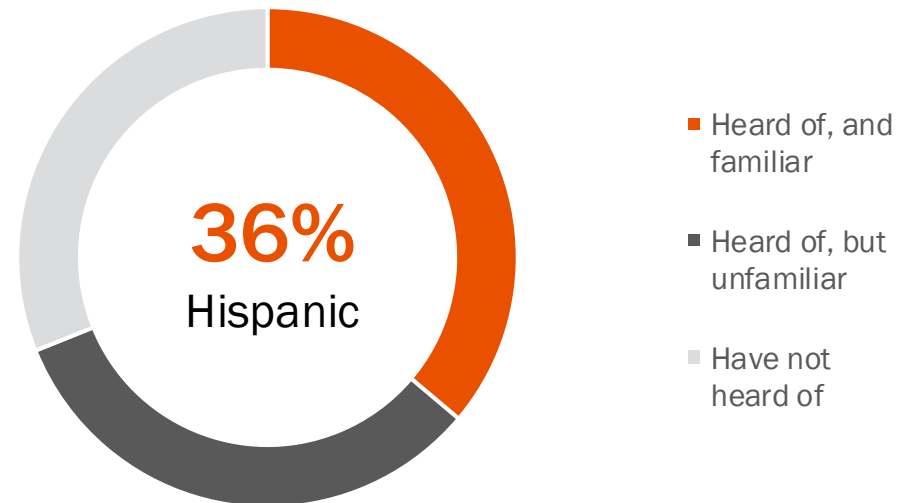
Vota Conmigo Familiarity



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	71%	10%	74%	5%
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	32%	53%	32%	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 registered voters 18+

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



Gracias

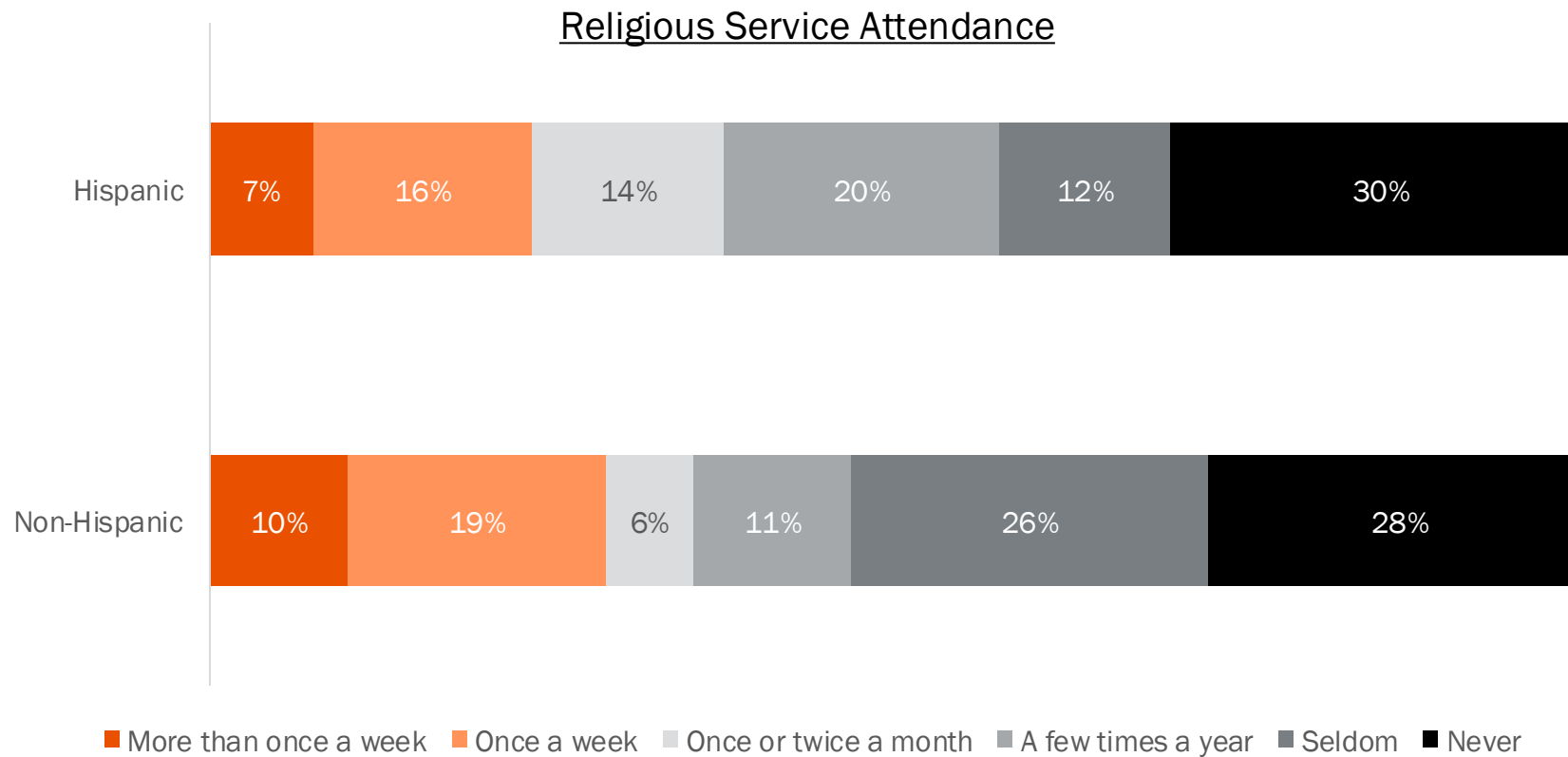
Televisa
Univision

Consumer
Strategy & Insights

APPENDIX

Religious Service Attendance

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



Ballot Language Preference

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

