

# 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-06 Hispanic Voter Profile

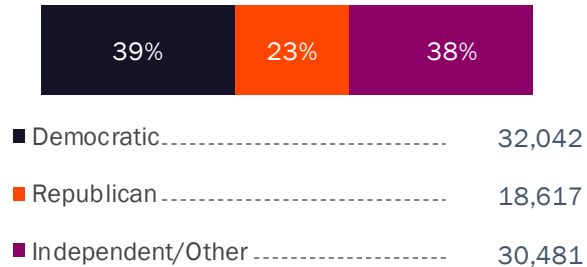
## 2024 HISPANIC REGISTERED VOTERS

**81,140**



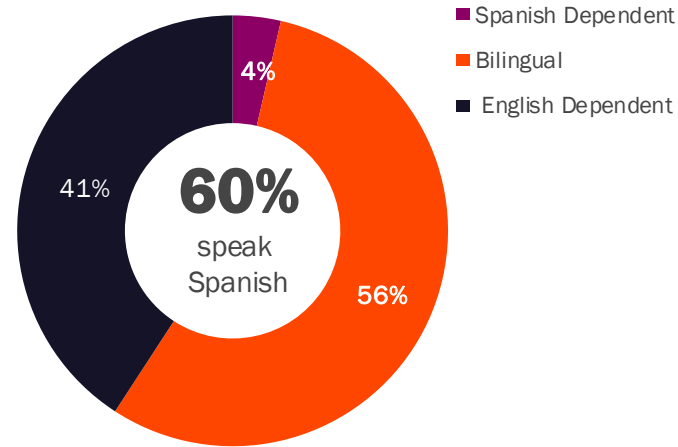
**17%** of all registered voters

## POLITICAL AFFILIATION



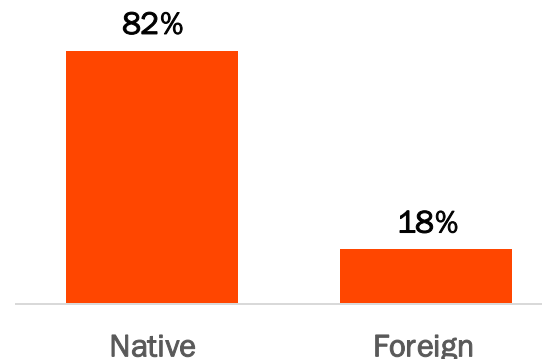
AGE DISTRIBUTION 18+	HISPANIC
18-34	30%
35+	70%
18-24	10%
25-34	20%
35-49	25%
50-64	22%
65+	23%

## 2024 HISPANICS AGE 5+ LANGUAGE USAGE\*



## HISPANIC CITIZENS A18+ (ACS 5Y)

### NATIVE/FOREIGN BORN \*



## COUNTRY OF ORIGIN\* POPULATION SHARE

Country of Origin	Population	Share
<b>Total Hispanic Population</b>	<b>215,091</b>	
Mexican	181,674	84.5%
Other Hispanic	12,341	5.7%
Caribbean	11,888	5.5%
Puerto Rican	10,340	87%
Cuban	1,207	10%
Dominican	341	3%
South American	4,635	2.2%
Colombian	1,513	33%
Peruvian	1,208	26%
Venezuelan	499	11%
Ecuadorian	468	10%
Argentinean	313	7%
Bolivian	236	5%
Chilean	223	5%
Other South American	117	3%
Paraguayan	58	1%
Uruguayan	-	0%
Central American	4,553	2.1%
Salvadoran	1,098	24%
Guatemalan	1,051	23%
Honduran	996	22%
Panamanian	587	13%
Nicaraguan	443	10%
Costa Rican	272	6%
Other Central American	106	2%

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 and floral motif. The facade is made of light-colored stone. In the foreground, three arched doorways are illuminated from within. Three large campaign banners are displayed in the windows above the arches. The left banner features the word 'BAZZLIN' and a landscape image. The middle banner features 'AZ700' with the Arizona state flag and the text 'STATE OF THE FUTURE'. The right banner features the word 'AMAZING' and a colorful abstract design. The sky is a deep blue with some light clouds.

TU & Media Predict  
**2024 Presidential Tracker**

Congressional District AZ-06  
August 2024

Televisa  
Univision

Consumer  
Strategy & Insights

MEDIA  
PREDICT

# Objectives

- Measure current landscape of the 2024 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 437 registered voters ages 18+

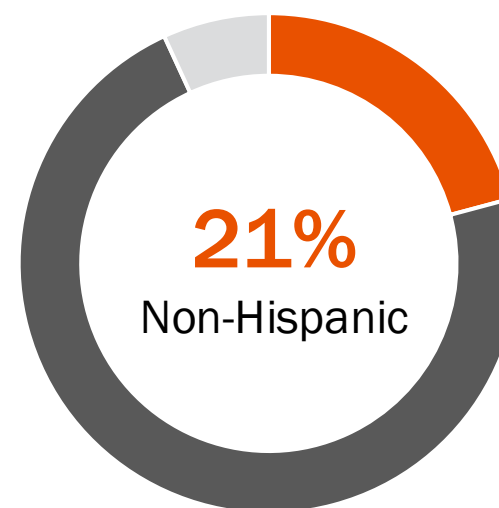
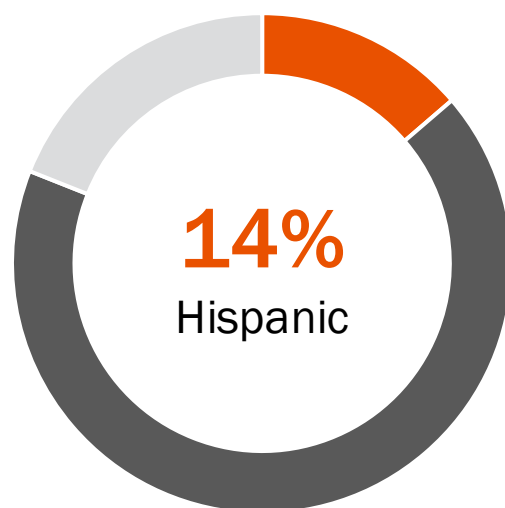
<p><u>A18+</u></p> <p>213 Hispanic (122 SpanDom/Bilingual)</p> <p>224 Non-Hispanic</p>
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- In field 8/5/2024 – 8/22/2024
- Weighted to the registered voter universe by age, gender, education, and political party affiliation. Results from full survey have a margin of error of plus or minus 6.9% for Hispanics and 6.7% for Non-Hispanics.
- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

# Only 14% 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?*

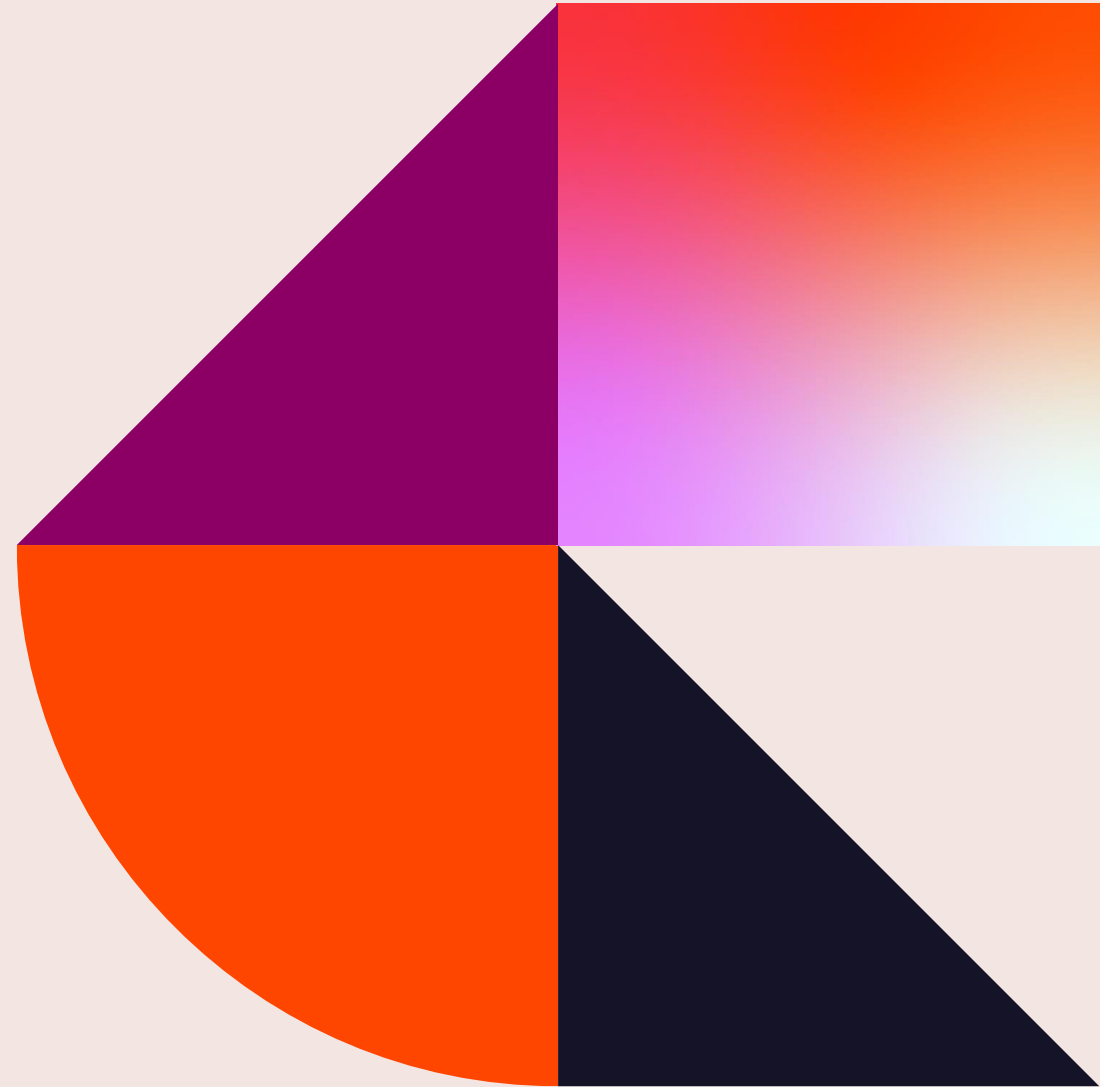
## US Right or Wrong Track



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

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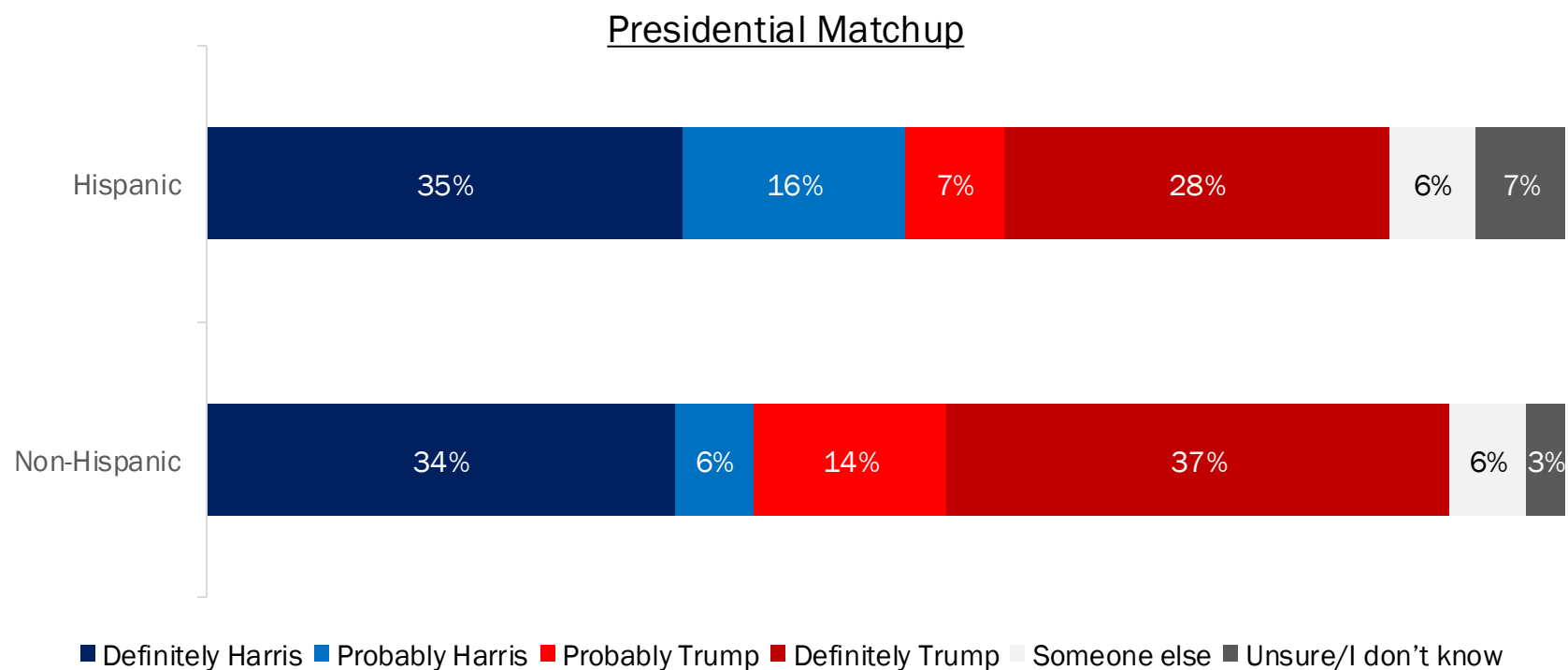
# General Election Polling



# Matchup: Harris vs Trump

- HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 30% OF HISPANICS UP FOR GRABS (23% NOT DEFINITE, 7% 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?

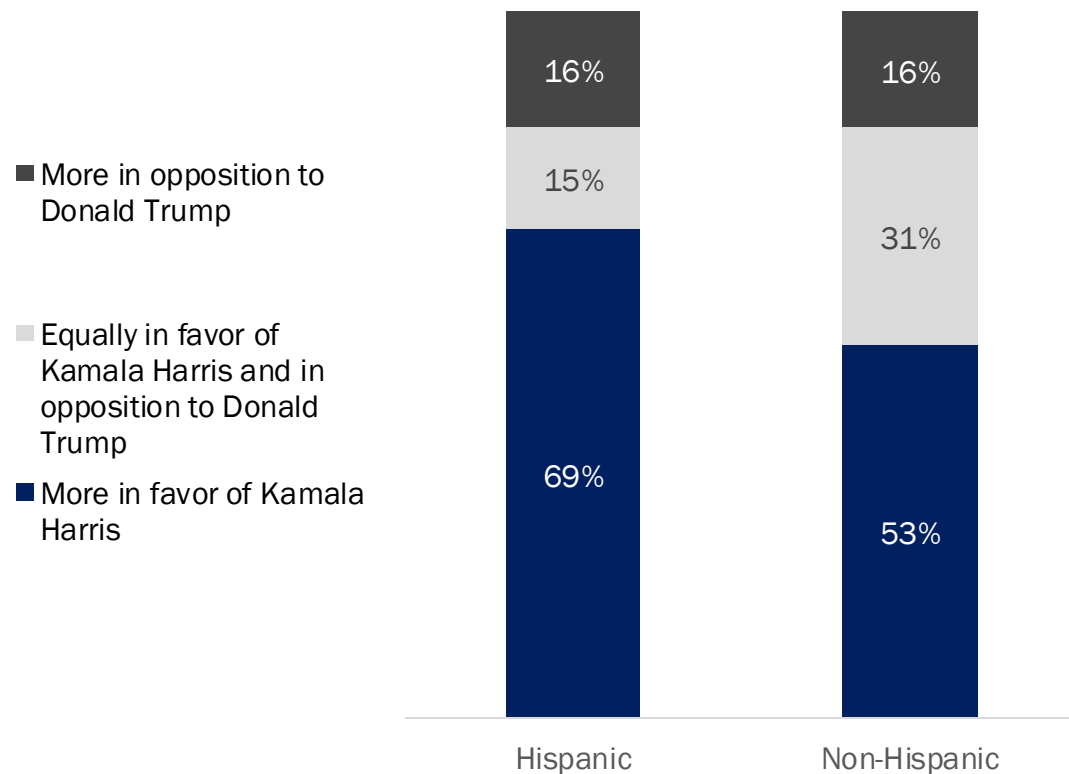




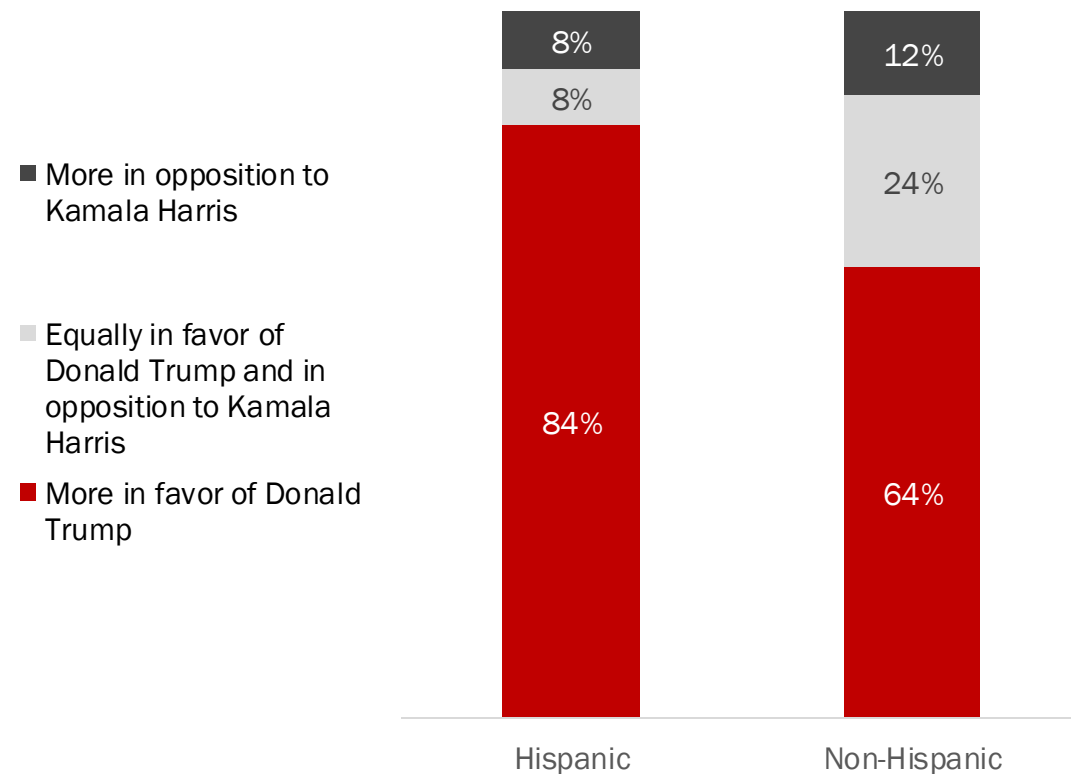
# Trump Voters Are More Enthusiastic

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 Harris: Favor Harris or Oppose Trump

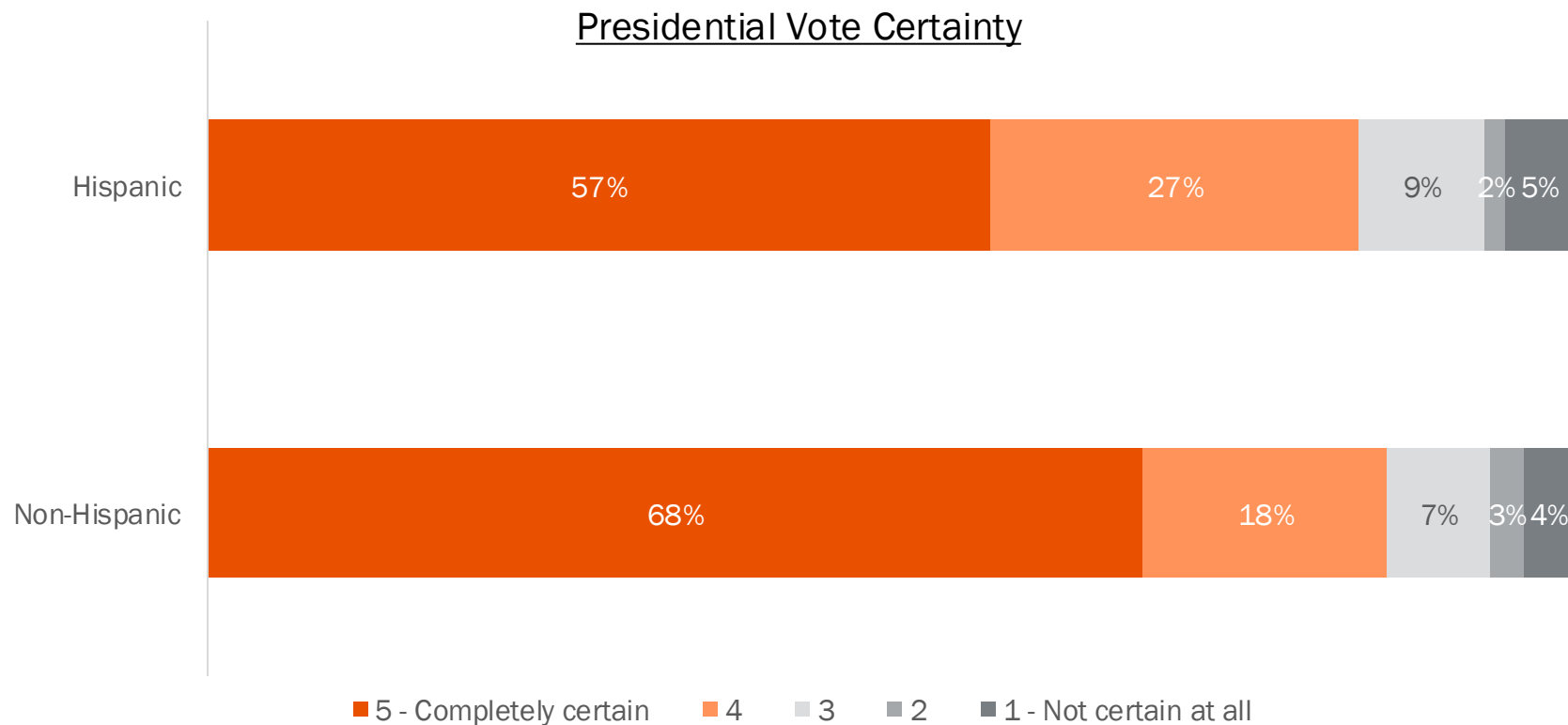


## Voting Trump: Favor Trump or Oppose Harris



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

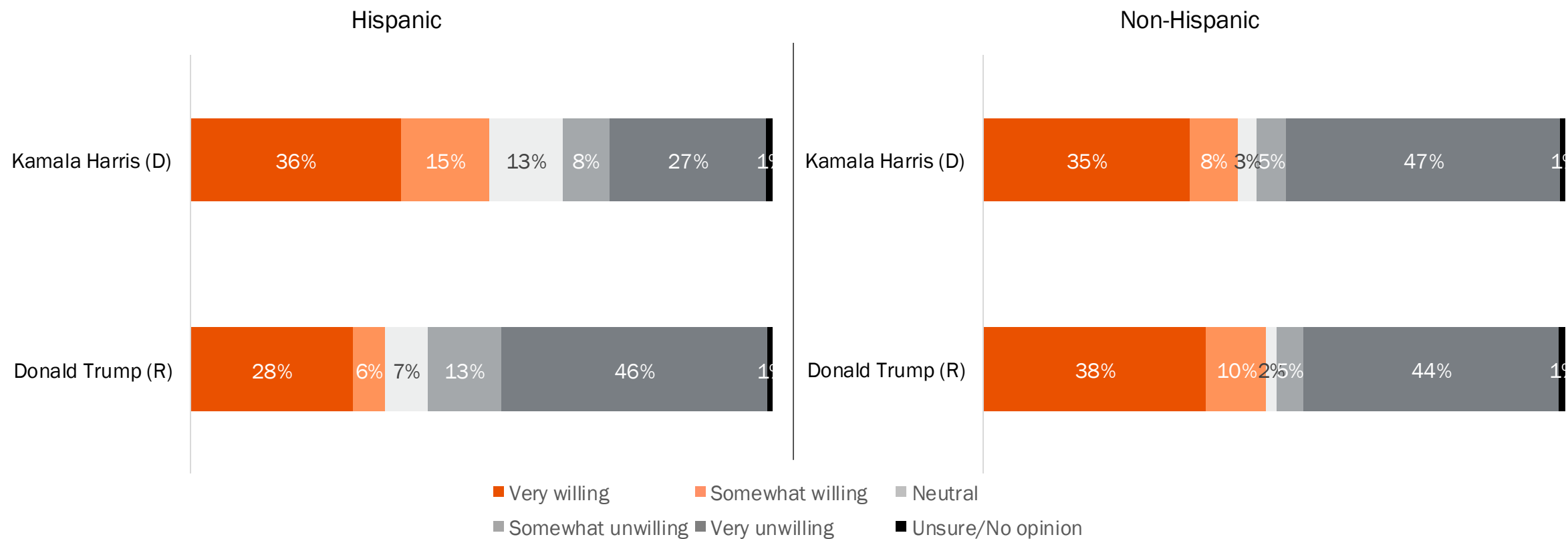
How certain are you that this is the right choice of candidate for you?



# Willingness to Vote for Candidates in General Election

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

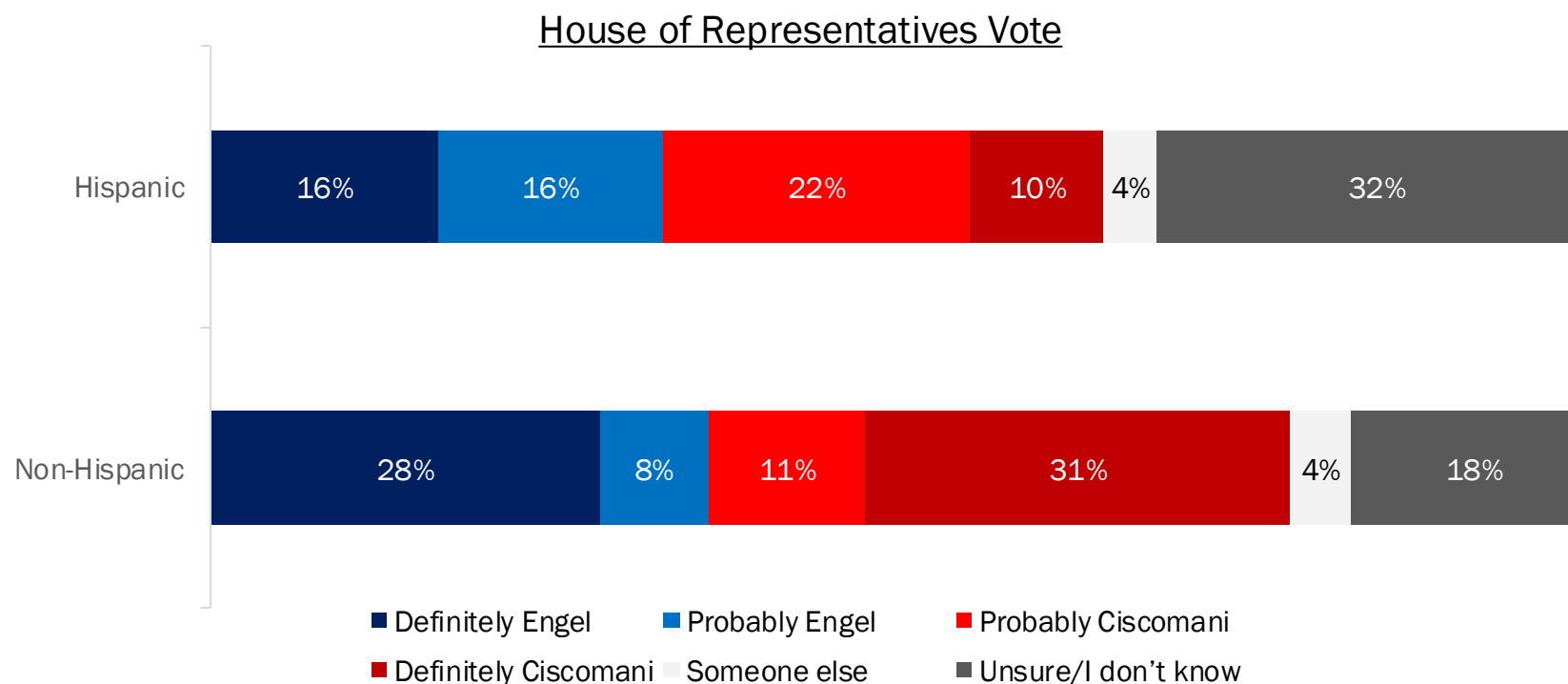
## Candidate Vote Willingness



# House of Representatives Vote: Engel vs Ciscomani

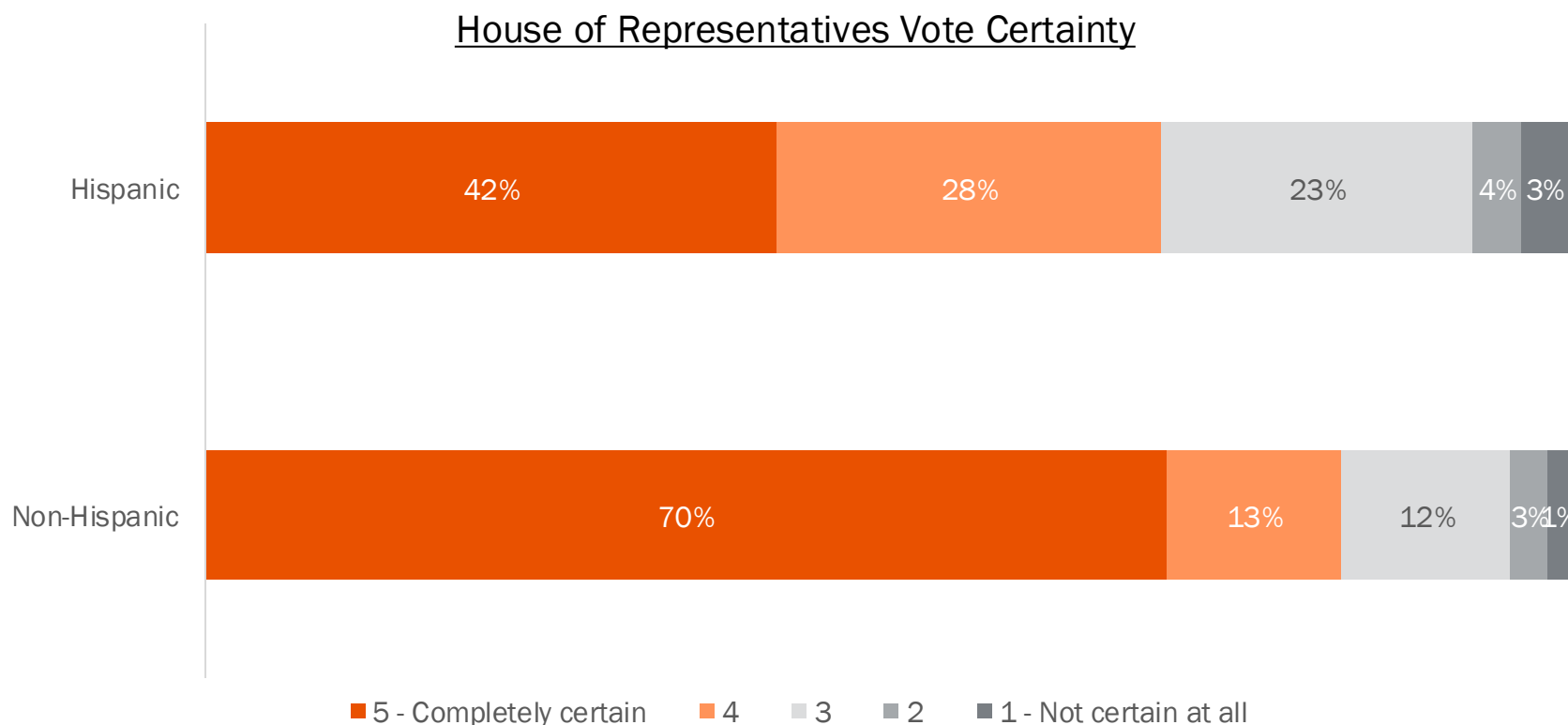
- ENGEL FAVORED BY HISPANICS (TOP BOX), LOWER THAN NON-HISPANICS
- 70% OF HISPANICS UP FOR GRABS (38% NOT DEFINITE, 32% UNSURE)

If the election for the United States House of Representatives were held today, and the candidates were Kirsten Engel (Democrat) and Juan Ciscomani (Republican), for whom would you vote?



# 58% of Hispanics Not Completely Certain About Their Vote for U.S. House of Representatives

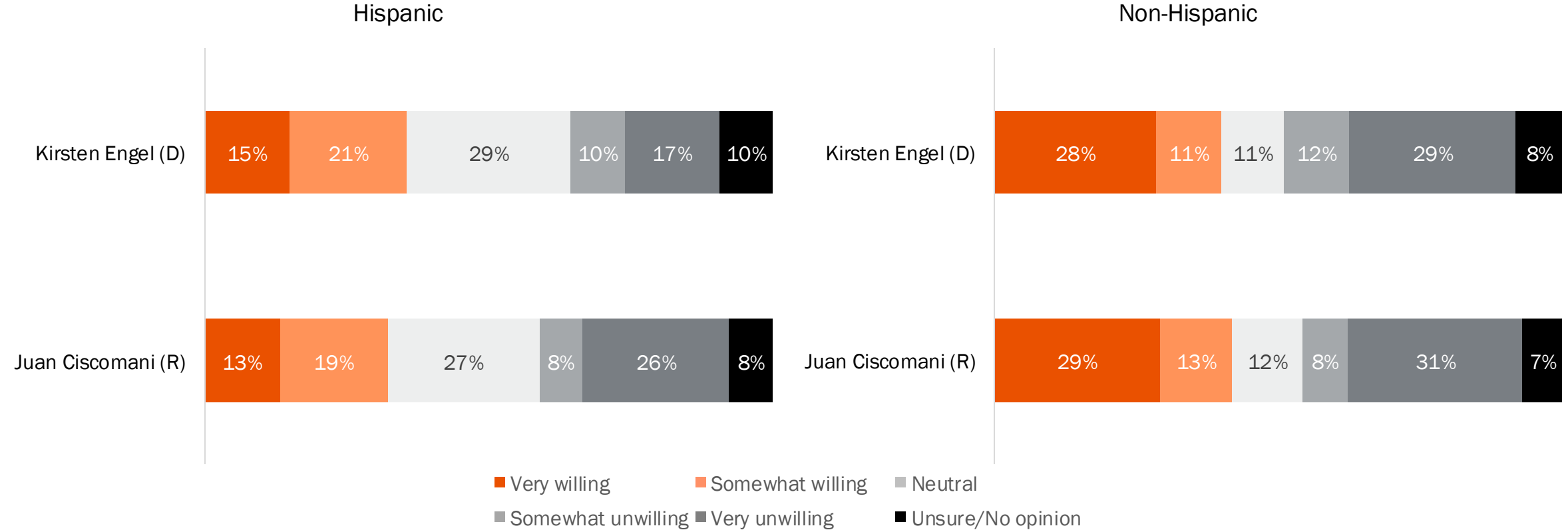
How certain are you that this is the right choice of candidate for you?



# 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

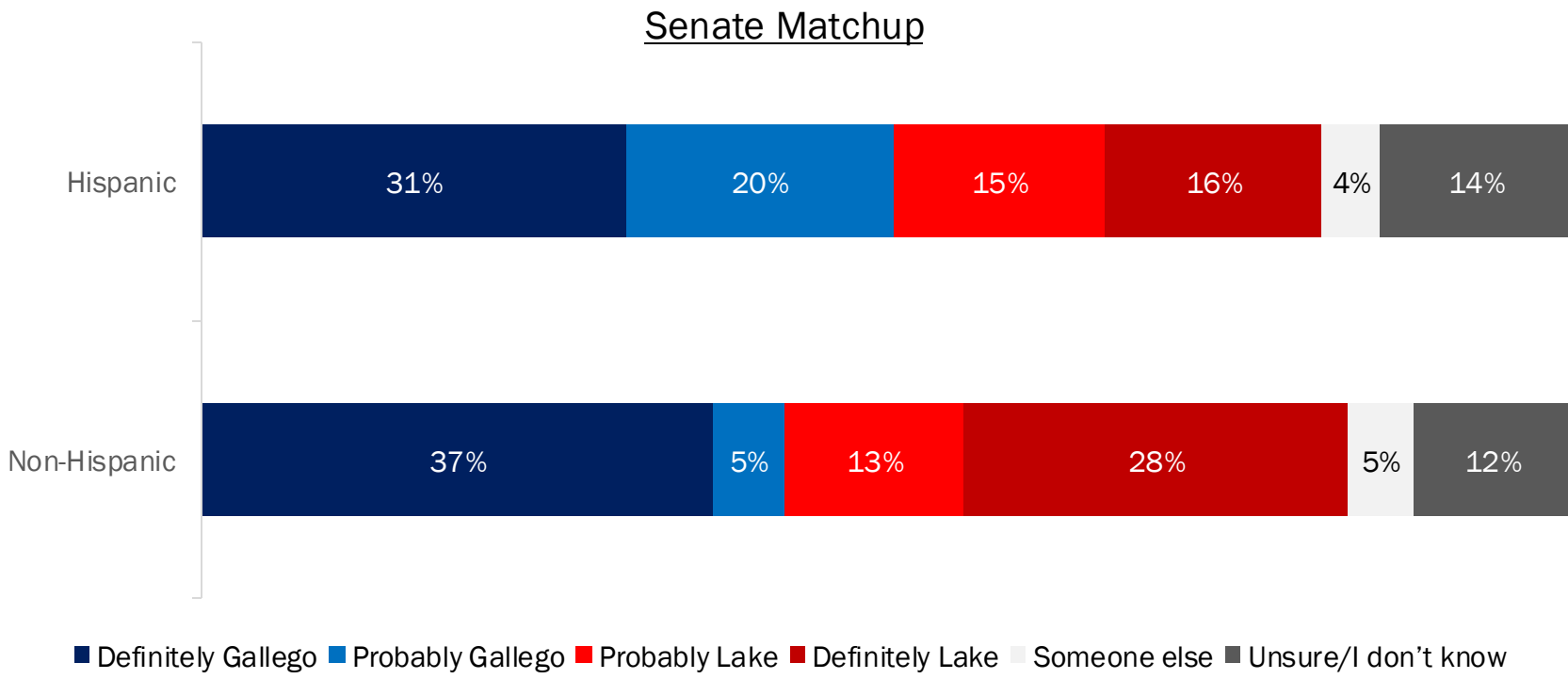


Among registered voters 18+  
Source: Univision political tracker in collaboration with Media Predict as of August 2024

# Matchup: Gallego vs Lake

- GALLEGO LEADS AMONG HISPANICS, LOWER THAN NON-HISPANICS (TOP BOX)
- 49% OF HISPANICS UP FOR GRABS (35% NOT DEFINITE, 14% UNSURE)

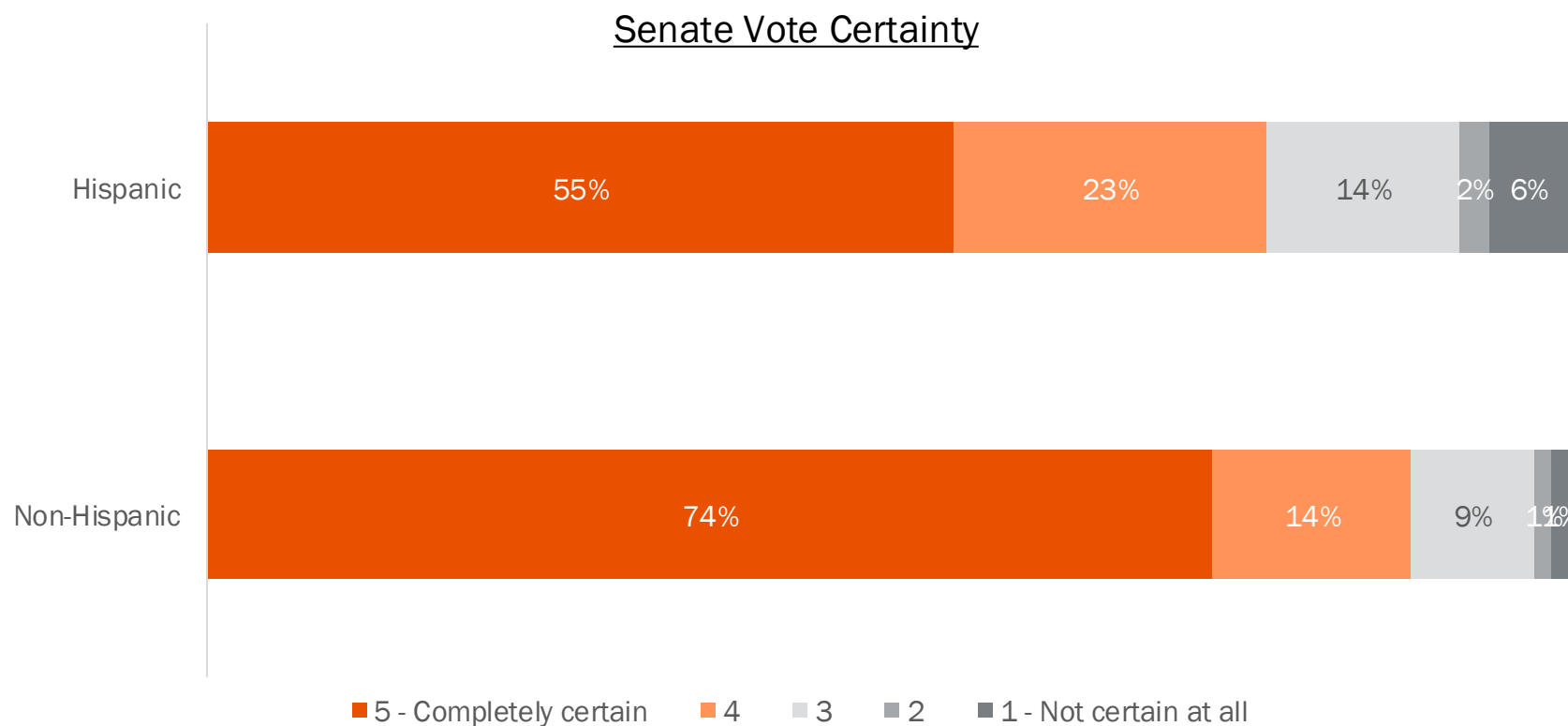
If the 2024 election for United States Senator from Arizona were being held today, and the candidates were Ruben Gallego (Democrat) & Kari Lake (Republican), for whom would you vote?



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

# 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?

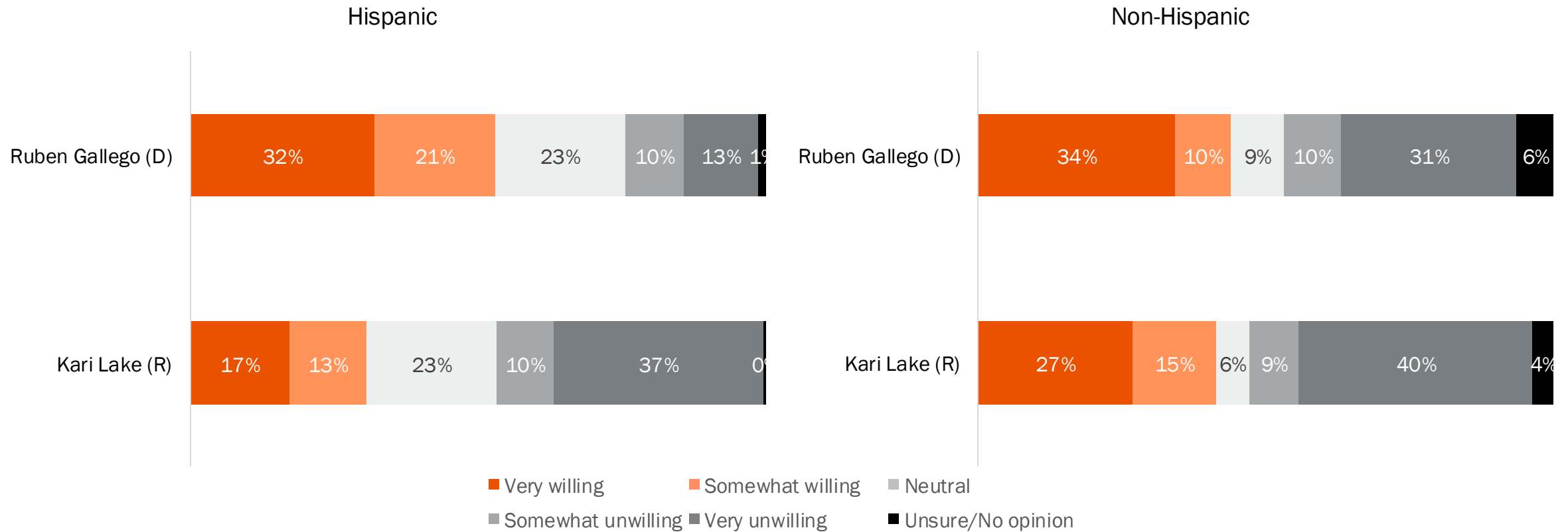




# Willingness to Vote for Candidates in General Election

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

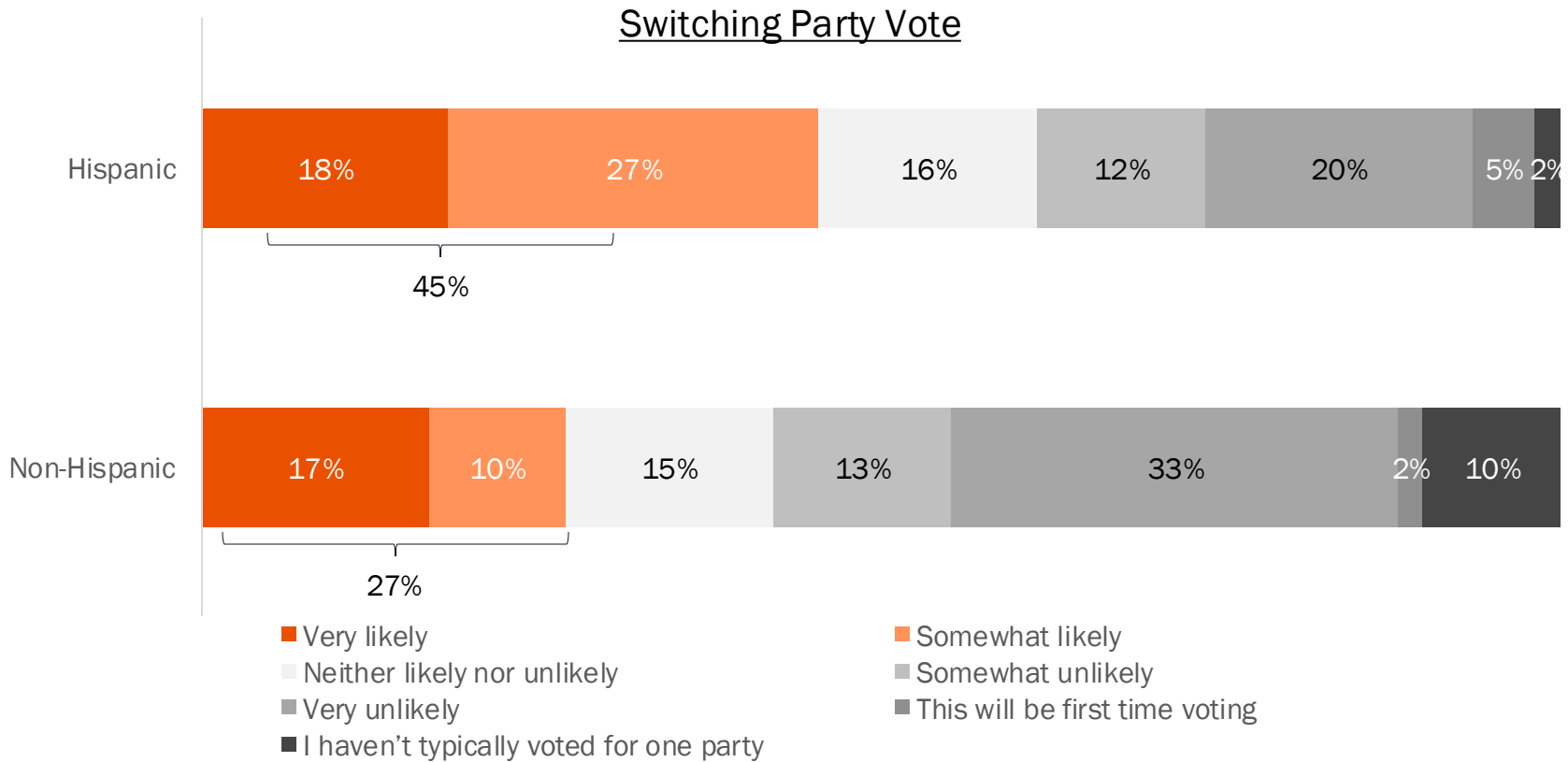
## Senate Willingness



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

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

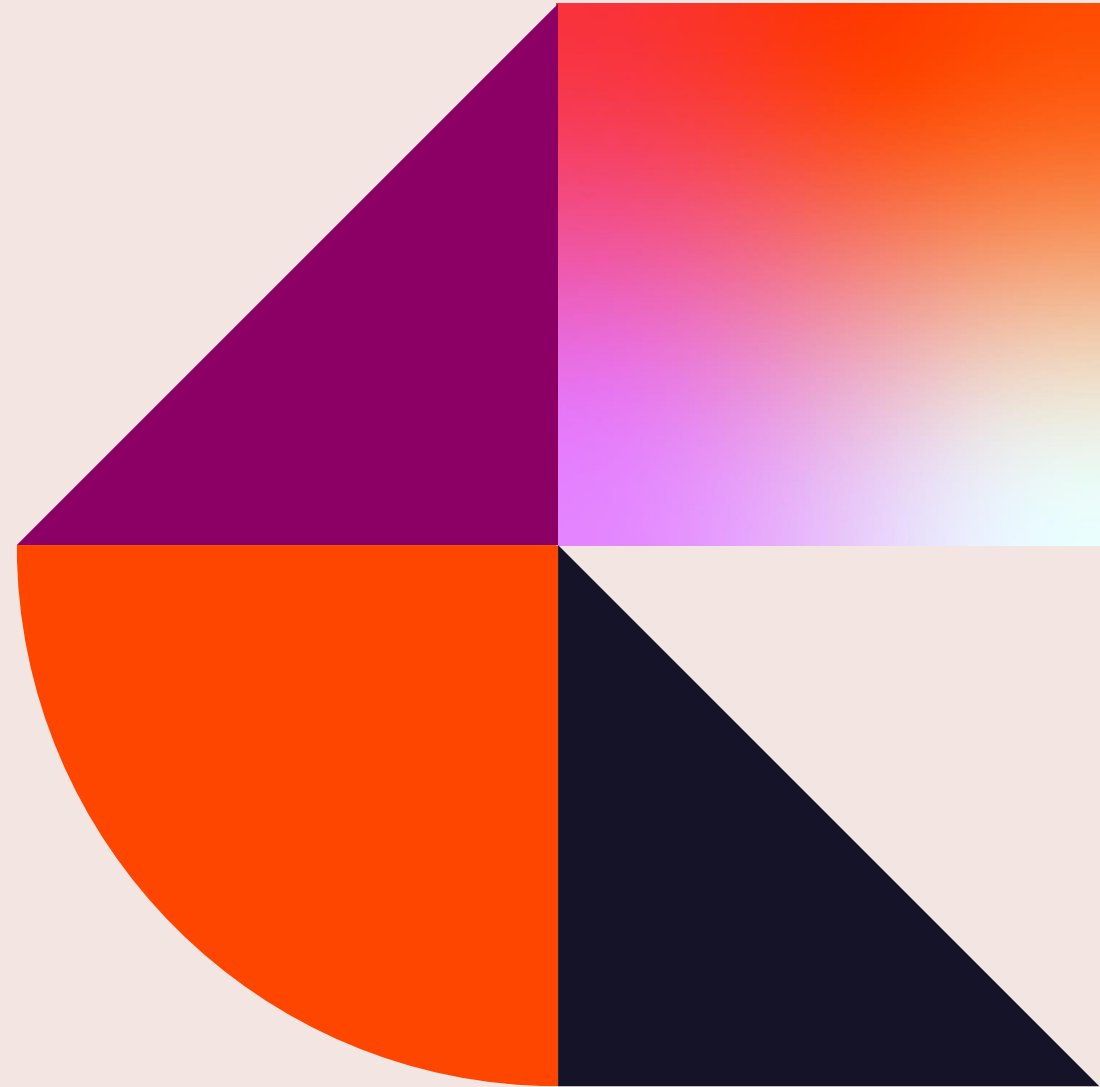
In the upcoming general election in November, how likely or unlikely are you to vote for a candidate from a political party that you typically have not voted for in the past?



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

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# Favorability & Job Approval



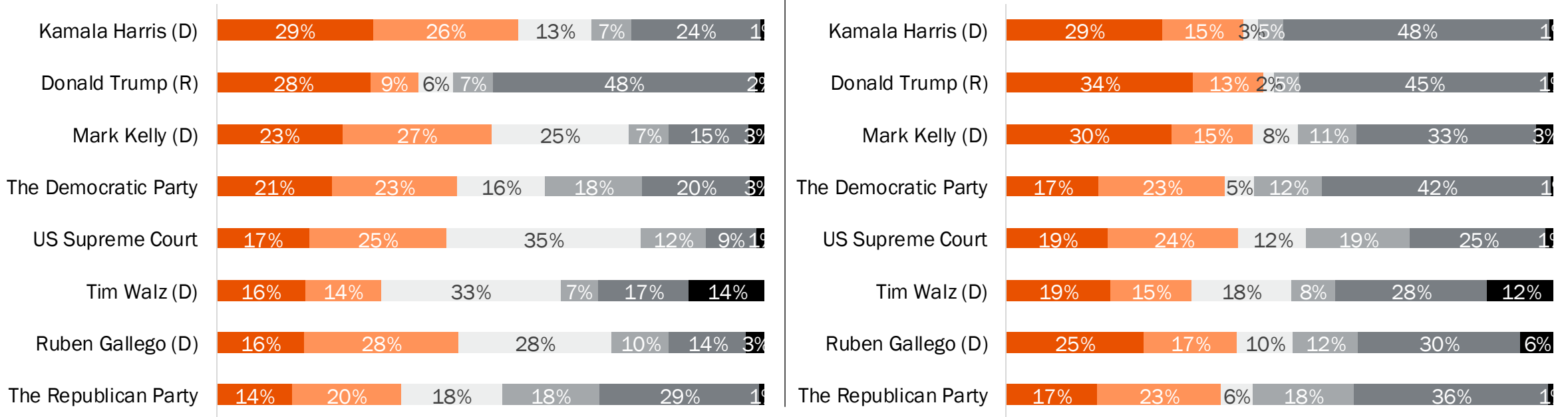
# Favorability

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

## Favorability

### Hispanic

### Non-Hispanic

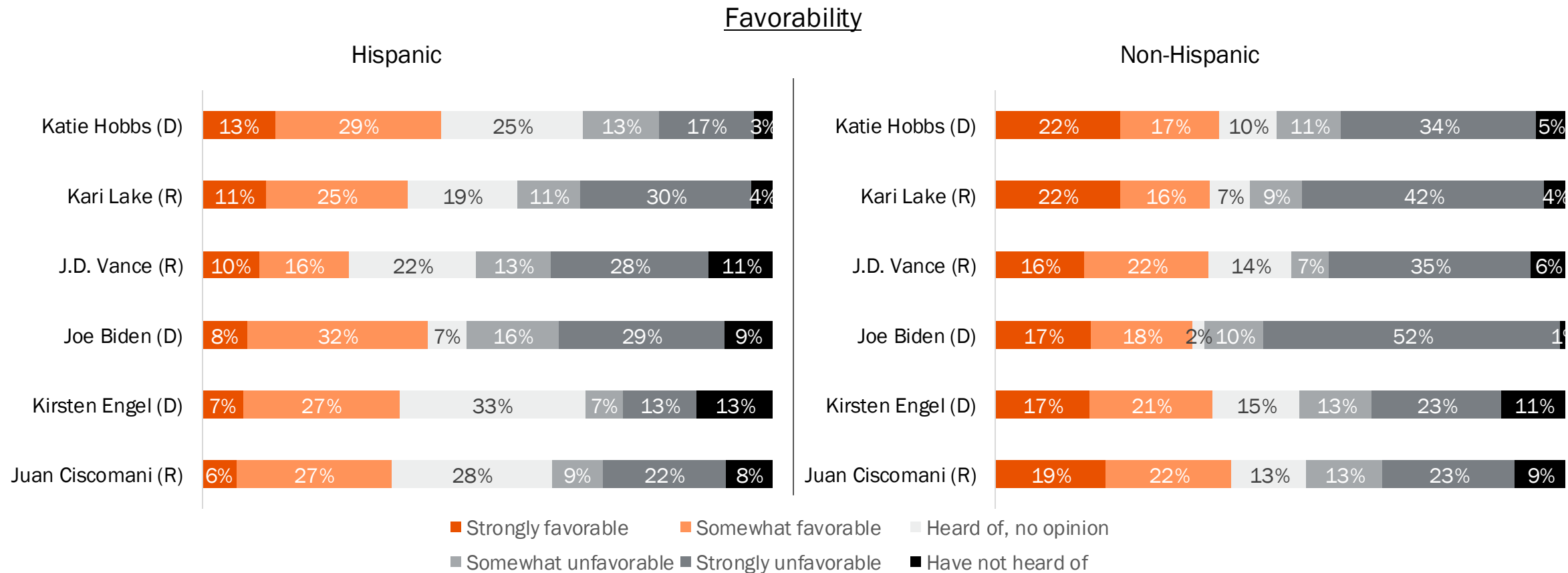


■ Strongly favorable   
 ■ Somewhat favorable   
 ■ Heard of, no opinion   
 ■ Somewhat unfavorable   
 ■ Strongly unfavorable   
 ■ Have not heard of

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.

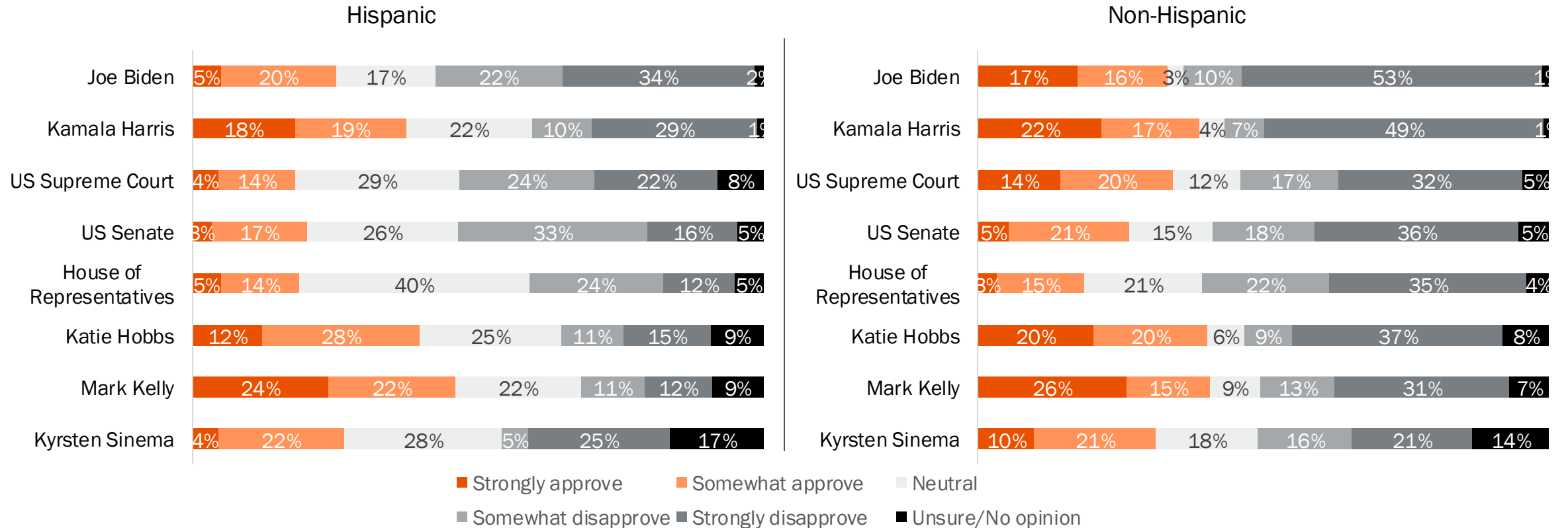


Among registered voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of August 2024

# Job Approval

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

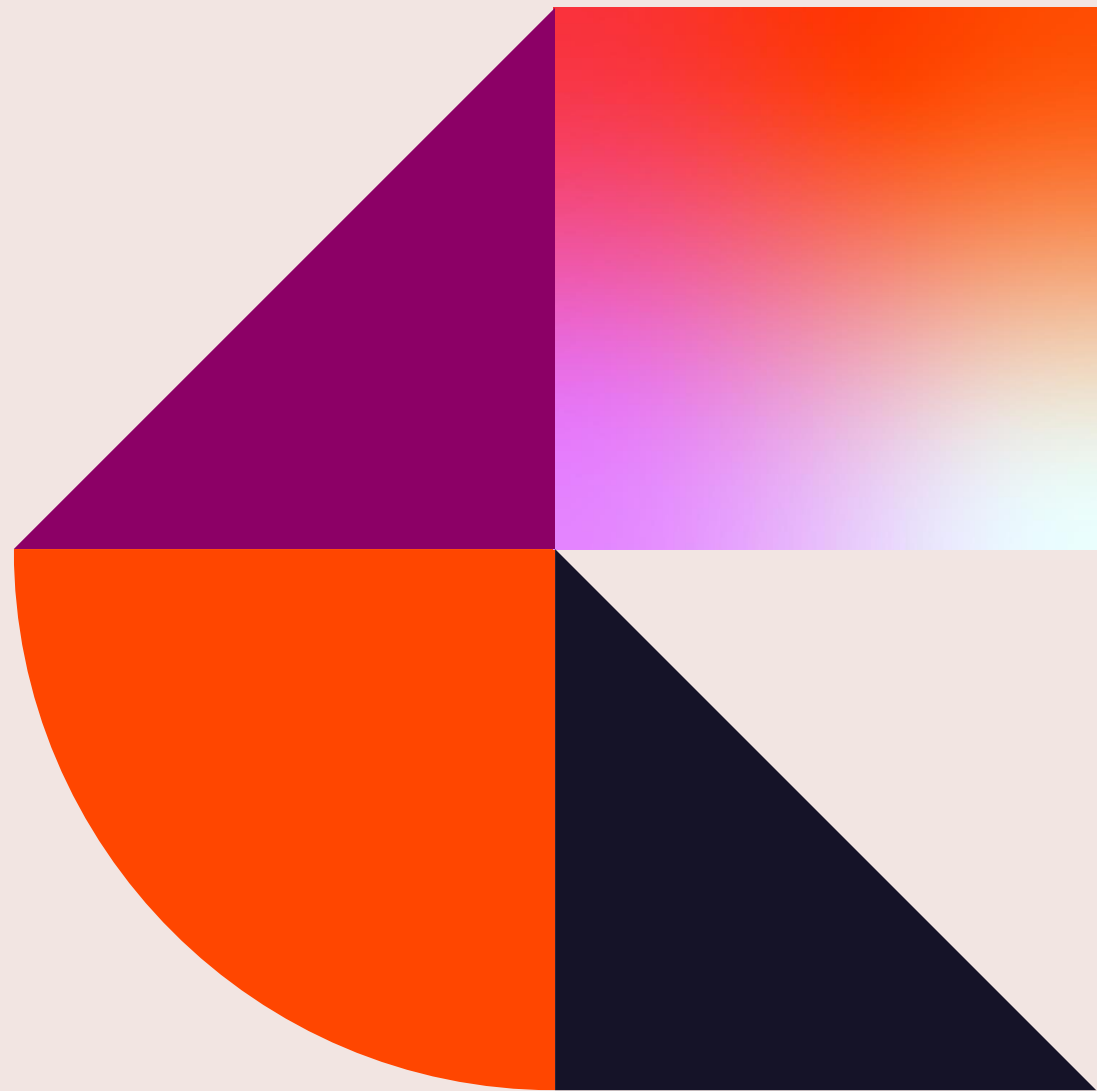
## Job Approval



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

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# The Issues



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

- EDUCATION, OPIOIDS/DRUG ABUSE 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
Economy / jobs	85%	60%	Gun rights / 2nd amendment	44%	46%
Cost of living	85%	74%	Infrastructure, such as roads and public transportation	41%	38%
Inflation	84%	65%	Immigration	41%	54%
Affordable housing	72%	51%	Climate change	40%	37%
Healthcare	64%	62%	Energy policy	39%	35%
Crime and public safety	59%	55%	Strengthening law enforcement	39%	45%
Education	58%	48%	Police reform	39%	22%
Social security / Medicare	54%	67%	Defense / military	37%	48%
Taxes	54%	54%	Race relations	34%	23%
Abortion	52%	49%	Foreign policy	28%	29%
Opioids / drug abuse	50%	37%	Israel / Hamas War	27%	28%
National security	49%	58%	Russia / Ukraine war	27%	24%
Government spending / deficit	49%	46%	U.S. relationship with China	25%	26%
Entitlements / social services reform (Medicare, welfare, etc.)	49%	52%	Culture wars	25%	15%
Gun control	49%	47%	LGBTQ rights	22%	21%
Border security	46%	57%			

Among registered voters 18+

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



# Top Issues by Hispanic Voter Type

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

Top 10 Issues Among Definitely Harris Voters	% Hispanic Top Box
Cost of living	91%
Inflation	89%
Economy / jobs	88%
Affordable housing	82%
Abortion	68%
Healthcare	64%
Education	64%
Crime and public safety	60%
Opioids / drug abuse	54%
Social security / Medicare	51%

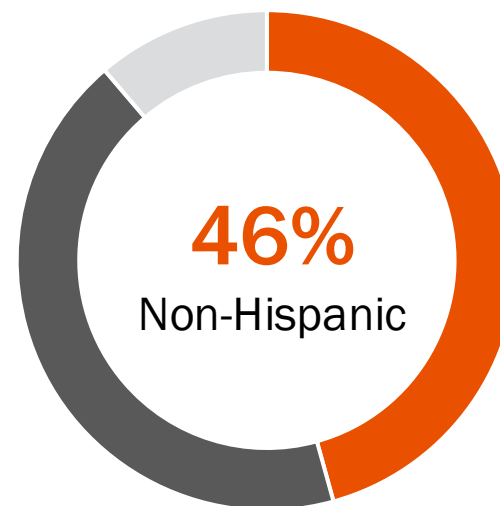
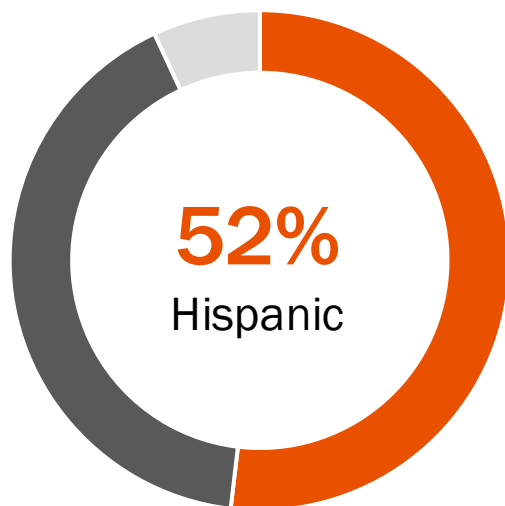
Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	87%
Economy / jobs	83%
Inflation	75%
Affordable housing	73%
Healthcare	64%
Social security / Medicare	58%
Education	55%
Crime and public safety	52%
Entitlements / social services reform (Medicare, welfare, etc.)	51%
Taxes	50%

Top 10 Issues Among Definitely Trump Voters	% Hispanic Top Box
Inflation	90%
Economy / jobs	85%
Border security	85%
Taxes	79%
Cost of living	74%
Immigration	74%
National security	72%
Government spending / deficit	69%
Crime and public safety	69%
Defense / military	66%

# 52% 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

## - ABORTION MOST IMPORTANT TO HISPANICS

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

	<u>Top 10 Determining Issues</u>	
	Hispanic	Non-Hispanic
Abortion	27%	16%
Inflation	15%	10%
Economy / jobs	11%	5%
Healthcare	9%	2%
Immigration	7%	14%
Cost of living	7%	13%
Affordable housing	4%	2%
Gun control	4%	0%
Opioids / drug abuse	3%	1%
Border security	3%	10%

# 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	49%	29%	44%	39%
Social Security	49%	31%	44%	42%
Education	46%	26%	40%	35%
Abortion	45%	31%	46%	36%
Climate Change	43%	27%	43%	29%
Healthcare	42%	29%	42%	39%
Cost of Living	41%	31%	37%	46%
Opioids	41%	31%	34%	37%
Inflation	39%	32%	32%	49%
Economy / jobs	38%	35%	35%	49%

# 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	36%	32%	32%	49%
Immigration	35%	36%	34%	52%
Crime and public safety	35%	33%	32%	50%
Energy Policy	34%	27%	35%	42%
Gov spending	33%	32%	29%	45%
Foreign policy	32%	37%	35%	47%
National Security	31%	38%	33%	51%
Defense	28%	44%	34%	50%
Border Security	26%	41%	30%	53%

# 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
Education	56%	31%	45%	39%
Abortion	55%	29%	50%	35%
Entitlements Reform	53%	30%	44%	41%
Climate Change	52%	26%	45%	32%
Cost of Living	50%	33%	37%	50%
Economy / jobs	49%	40%	38%	52%
Healthcare	48%	32%	43%	42%
Social Security	48%	32%	43%	42%
Taxes	44%	37%	36%	50%
Inflation	44%	36%	38%	51%

# 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?

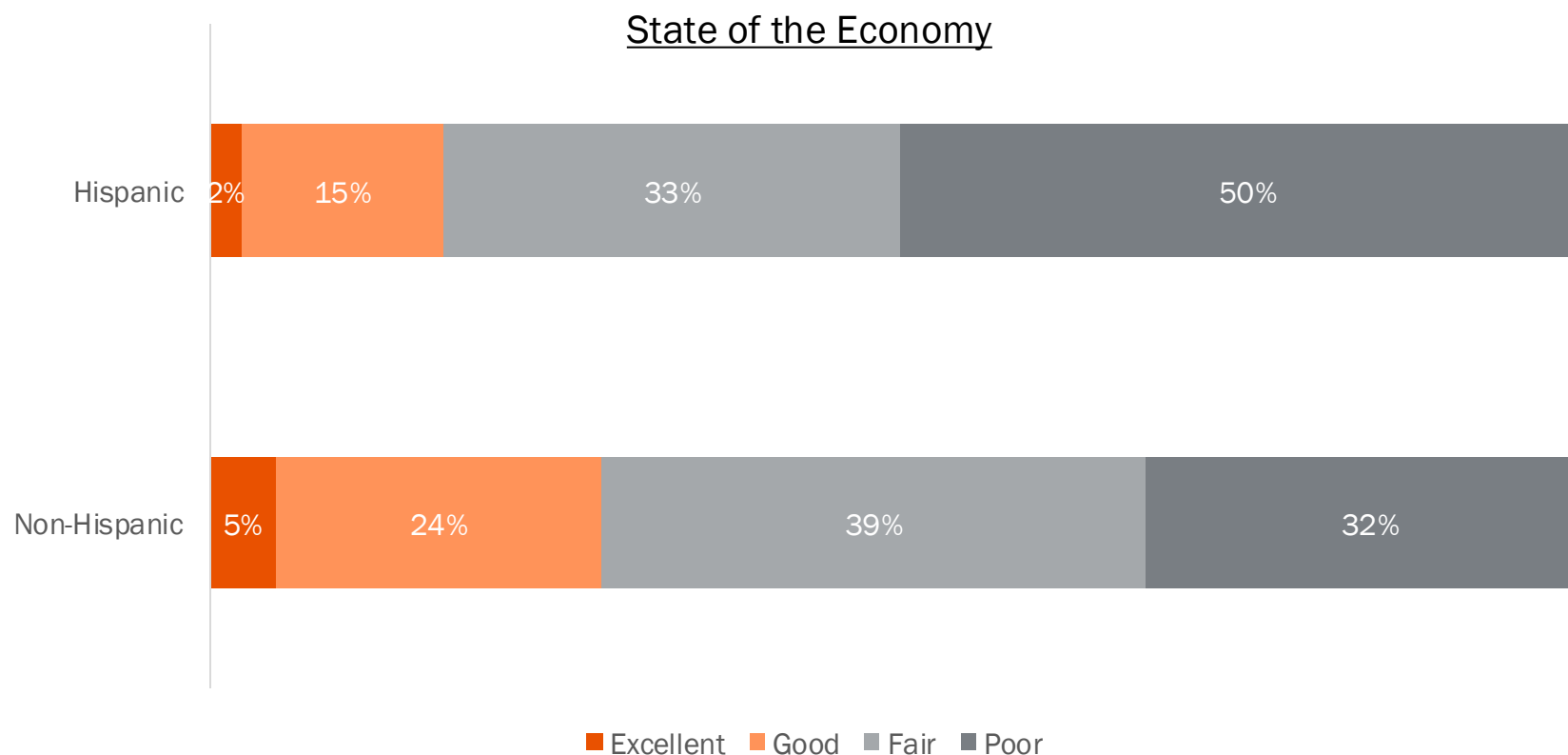
	Hispanic		Non-Hispanic	
	Harris Top2Box	Trump Top2Box	Harris Top2Box	Trump Top2Box
Energy Policy	43%	28%	42%	42%
Crime and public safety	43%	37%	38%	48%
Immigration	42%	43%	34%	54%
Gov spending	42%	35%	33%	47%
Opioids	42%	30%	36%	41%
National Security	40%	42%	33%	51%
Defense	37%	39%	35%	51%
Foreign policy	35%	44%	35%	50%
Border Security	31%	47%	32%	54%

# ECONOMY



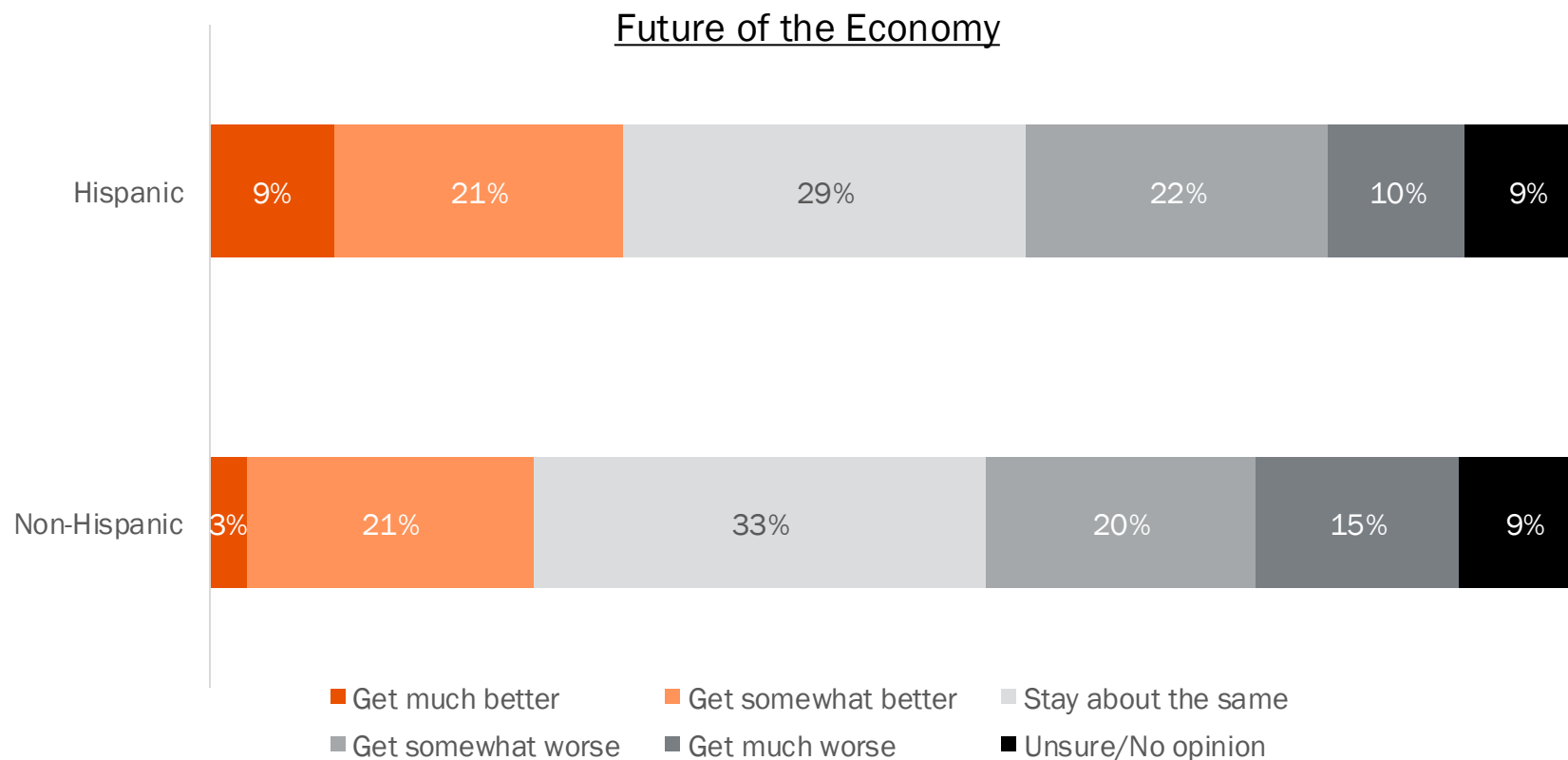
# 83% of Hispanics Rate the Economy in Their State Right Now as Fair or Poor

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



# 32% 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	84%	5%	76%	15%
I feel that it is increasingly difficult for middle class families to prosper in the United States	79%	6%	85%	6%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	74%	8%	69%	9%
My personal economic situation has become worse in the last year	68%	8%	60%	21%
I am concerned about the U.S. federal government's spending and deficit	64%	12%	74%	8%
The price of gas is putting a strain on my finances	63%	7%	63%	23%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	61%	13%	38%	40%
I have taken, or am considering taking, a second job in order to maintain my standard of living	55%	13%	34%	48%
I expect my personal economic situation to get better in the next few years	52%	15%	33%	35%
Home ownership is still within reach for most people	17%	65%	13%	72%
I feel that jobs are getting easier to find	14%	62%	24%	50%

# PUBLIC HEALTH & HEALTHCARE

# Public Health & Healthcare

How much do you agree or disagree with the following statements? [ <i>Public Health &amp; Healthcare</i> ]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Drug abuse is a serious public health issue in the United States	84%	4%	86%	5%
Mental health issues are a growing problem for people in the United States	81%	4%	82%	3%
I am generally satisfied with my healthcare coverage	46%	27%	67%	22%
The cost of prescription drugs is a financial problem for me	40%	26%	36%	45%
The cost of my health care and insurance is reasonable	29%	41%	47%	33%
Medicaid and Medicare are working well now	26%	29%	50%	31%

# Abortion

How much do you agree or disagree with the following statements? [ <i>Public Health &amp; 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	56%	13%	57%	20%
Abortion laws should be created by state governments, not by the federal government	40%	23%	46%	34%

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	35%
Abortion should be legal only in the first 15 weeks of pregnancy	12%	10%
Abortion should be illegal in all cases	12%	9%
Abortion should be legal at any time during pregnancy	11%	21%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	10%	7%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	8%	14%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	8%	5%
Other	2%	2%
Unsure/I don't know	2%	5%

# CRIME & PUBLIC SAFETY

# Crime & Public Safety

How much do you agree or disagree with the following statements? [ <i>Crime &amp; Public Safety</i> ]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Homelessness is a serious problem in the United States	89%	2%	91%	1%
Crime is a growing problem in the United States	73%	9%	78%	11%
I support second amendment gun rights	57%	14%	64%	18%
Homelessness is a serious problem in my neighborhood	54%	24%	57%	27%
Crime is a growing problem where I live	50%	20%	46%	25%
Gun violence is a growing problem where I live	48%	29%	38%	39%
Police departments in the United States are understaffed	46%	21%	74%	9%
I believe that stricter gun control laws would reduce crime	46%	26%	44%	44%



# Crime & Public Safety

How much do you agree or disagree with the following statements? [ <i>Crime &amp; Public Safety</i> ]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I feel less safe in my everyday life than I did a year ago	46%	26%	45%	34%
Children in my community are generally safe at the schools they attend	45%	25%	51%	18%
Government authorities have become too lenient on criminals	44%	23%	66%	15%
My police department is understaffed	36%	22%	57%	10%
Government authorities are doing a good job combating crime in my neighborhood	33%	37%	37%	28%
My local government should significantly reduce the resources and budgets for police	28%	39%	16%	68%
Government authorities are doing a good job protecting businesses near where I live and shop	25%	39%	40%	27%

# IMMIGRATION & BORDER SECURITY

# Immigration & Border Security

How much do you agree or disagree with the following statements? [ <i>Immigration &amp; Border Security</i> ]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	66%	14%	74%	13%
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	63%	17%	55%	34%
All migrants who want to enter the United States should be fully vetted first	62%	8%	77%	6%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	58%	19%	77%	12%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	55%	19%	69%	15%
There are too many undocumented immigrants crossing the border into the United States	54%	27%	74%	15%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	50%	27%	76%	10%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	49%	17%	65%	12%
There are too many undocumented migrants coming to my state	48%	23%	69%	11%

# Immigration & Border Security

How much do you agree or disagree with the following statements? [ <i>Immigration &amp; Border Security</i> ]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
We should reform immigration laws to give higher priority to people with needed skills and education	48%	19%	53%	21%
Local law enforcement should be able to detain undocumented migrants	47%	23%	68%	15%
The United States military should be used to secure the southern border	47%	31%	55%	29%
It feels like migrants are being treated better than most Americans	45%	33%	60%	26%
The arrival of migrants has made the affordable housing problem worse	45%	24%	57%	23%
The Biden administration is primarily responsible for the situation at the southern border	40%	39%	56%	28%
The rules that I have to live by don't seem to apply to migrants	38%	27%	60%	24%
The U.S. should complete the construction of a wall on the southern border of the U.S.	36%	35%	55%	34%
Most undocumented migrants who entered the U.S. over the last few years should be deported	36%	36%	58%	24%

# Immigration & Border Security

How much do you agree or disagree with the following statements? [ <i>Immigration &amp; Border Security</i> ]	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	34%	34%	30%	46%
Undocumented migrants will take jobs away from poorer and working-class Americans	32%	41%	54%	32%
Undocumented migrants have increased crime in my state	32%	36%	53%	26%
The resettling of all the migrants will, in the long-run, benefit the United States	31%	25%	30%	49%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	28%	35%	22%	58%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	28%	38%	49%	36%
I support the way the Biden Administration is managing the southern border	28%	43%	21%	62%
I support the way my state and local officials are handling the migrant issue	25%	39%	20%	46%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	19%	56%	12%	72%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	13%	41%	20%	55%

# CLIMATE CHANGE & ENERGY POLICY

# Climate Change & Energy Policy

How much do you agree or disagree with the following statements? [ <i>Climate Change &amp; Energy Policy</i> ]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Climate change is a result of human activity	63%	12%	56%	29%
Climate change is a very big threat to the planet	60%	14%	56%	33%
Governments should create policies that encourage oil and gas production in the U.S.	48%	22%	57%	23%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	44%	27%	39%	44%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	43%	21%	34%	41%
Government regulation and action on climate change is hurting the economy	34%	28%	45%	28%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	28%	45%	35%	48%

# GOVERNMENT



# Government

How much do you agree or disagree with the following statements? [Government]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The federal government of the United States has become too intrusive in the lives of Americans	60%	13%	64%	17%
The federal government of the United States is too big and powerful	54%	18%	59%	20%
The voting in the 2020 election was free and fair and the vote-counting was done accurately	53%	25%	44%	40%
The FBI has become politicized in its investigations	53%	16%	58%	21%
The United States Justice Department has become politicized in its prosecutions	49%	10%	59%	23%
I want the next president to shrink the size of the federal government	39%	15%	54%	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	17%	46%	30%	53%

# 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	64%	5%	53%	20%
The U.S. government should spend less money supporting the war in Ukraine	59%	14%	49%	29%
I support the Biden Administration's efforts to forgive student loans	51%	23%	33%	52%
The government should ban social media, like Facebook and TikTok, from being used by children	48%	34%	49%	29%
China represents the most serious economic and geo-political threat to the United States	41%	17%	62%	9%
I think that the United States spends too much on defense and the military	40%	33%	28%	48%
Iran is the primary destabilizing force in the Middle East	38%	15%	58%	9%
Student loans should not be forgiven and paid for by taxpayers	29%	44%	53%	31%
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	26%	42%	39%	34%
The United State should increase the amount of military aid it sends to Israel	23%	53%	29%	46%
I support the way the Biden Administration is dealing with the Israel-Hamas war	22%	41%	22%	54%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	22%	49%	17%	60%

# TECHNOLOGY

# Technology

How much do you agree or disagree with the following statements? [ <i>Technology</i> ]	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	<b>66%</b>	<b>10%</b>	<b>77%</b>	<b>7%</b>
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	<b>65%</b>	<b>10%</b>	<b>58%</b>	<b>22%</b>
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	<b>53%</b>	<b>17%</b>	<b>60%</b>	<b>17%</b>
Social media, like Facebook and TikTok, does more harm than good	<b>38%</b>	<b>28%</b>	<b>55%</b>	<b>22%</b>

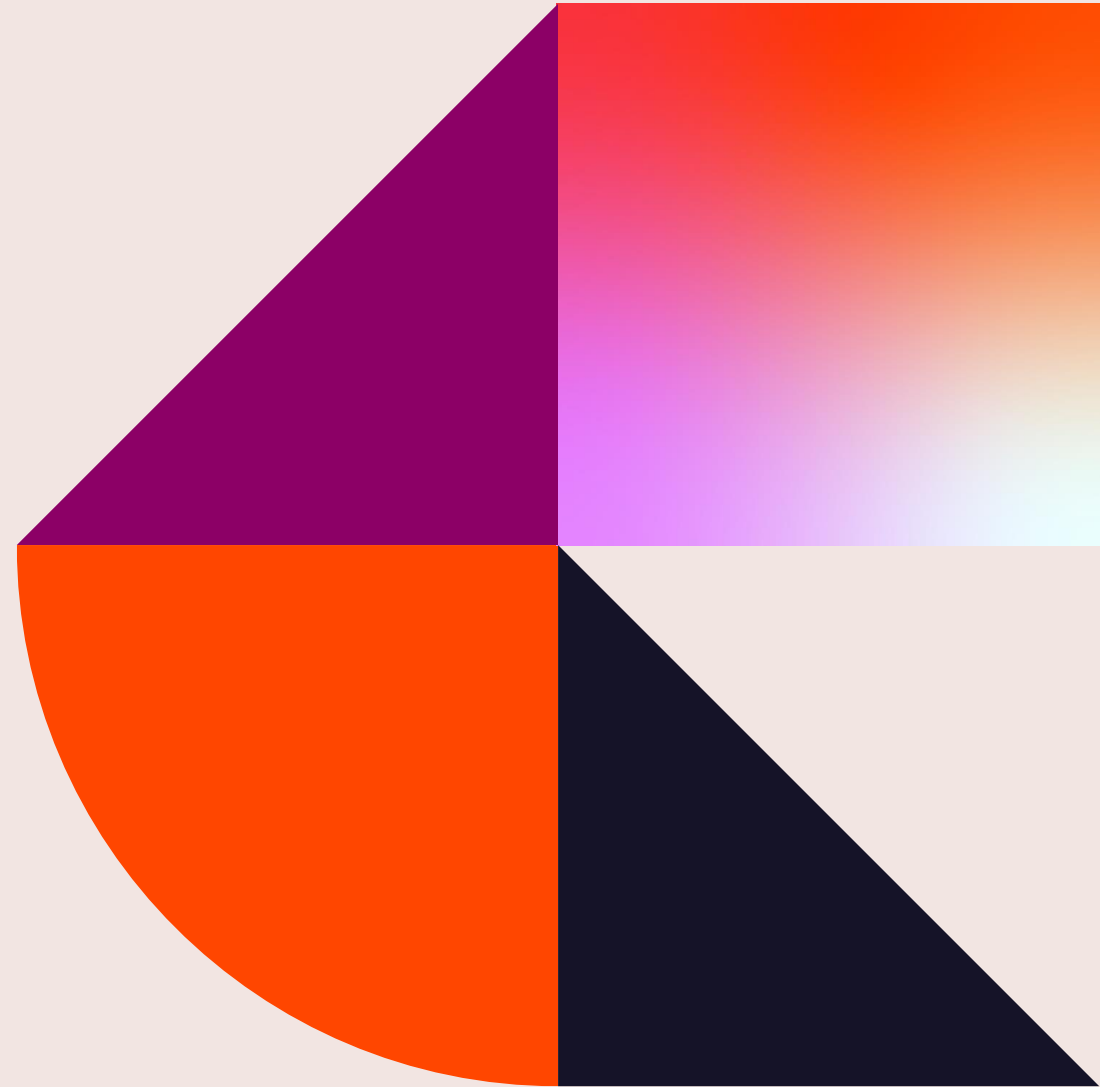
# EDUCATION

# 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	78%	4%	85%	2%
College is no longer worth the cost for most students	66%	13%	74%	8%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	64%	6%	61%	21%
More emphasis should be placed on trade schools	63%	7%	75%	5%
Parents should have a say in what is taught to their children in public schools	58%	15%	72%	14%
The public schools in my neighborhood are good	43%	19%	43%	19%
Public schools where I live are better than they were before the pandemic	28%	30%	16%	32%
The public school system is working well in my state	24%	36%	30%	37%
The federal government's Department of Education should be eliminated	20%	42%	31%	45%
Colleges and universities should be allowed to use race in admissions decisions	15%	55%	17%	64%

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# Information Sources & Language Preferences





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

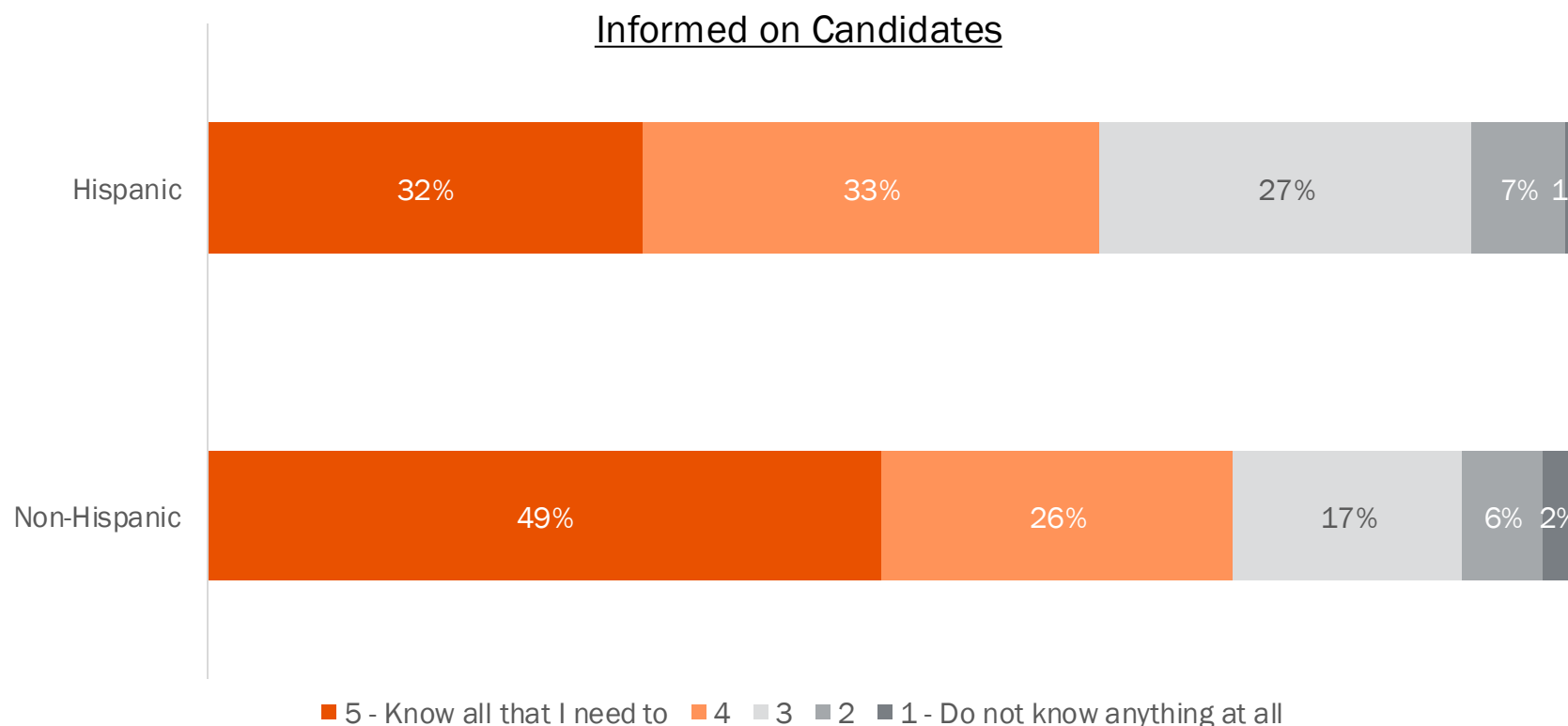
Which of the following sources are you currently using to follow developing political issues? Select all that apply.

## Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
YouTube	49%	30%	Friends	22%	35%
Local Television	47%	49%	Newspapers	21%	21%
National Television (like network programs or cable news)	43%	50%	Family	20%	33%
Facebook	35%	29%	Podcasts	16%	15%
Instagram	28%	12%	Snapchat	12%	4%
Online publications	25%	34%	School	7%	1%
Debates	24%	24%	Magazines	6%	6%
TikTok	24%	14%	Community organization	5%	5%
Radio	23%	21%	None of these	3%	7%
X, formerly known as Twitter	23%	12%	Religious organization/Church	2%	5%

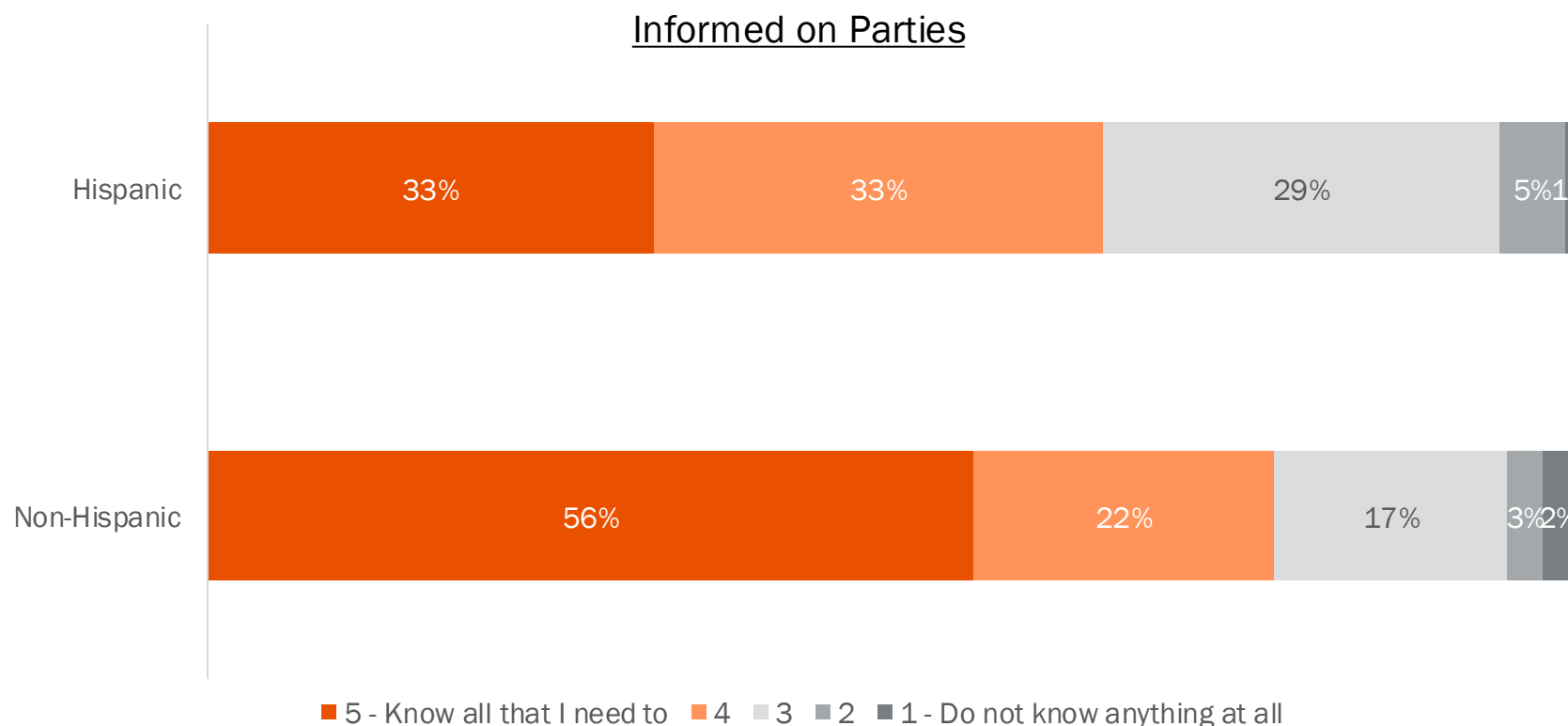
# 68% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

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?



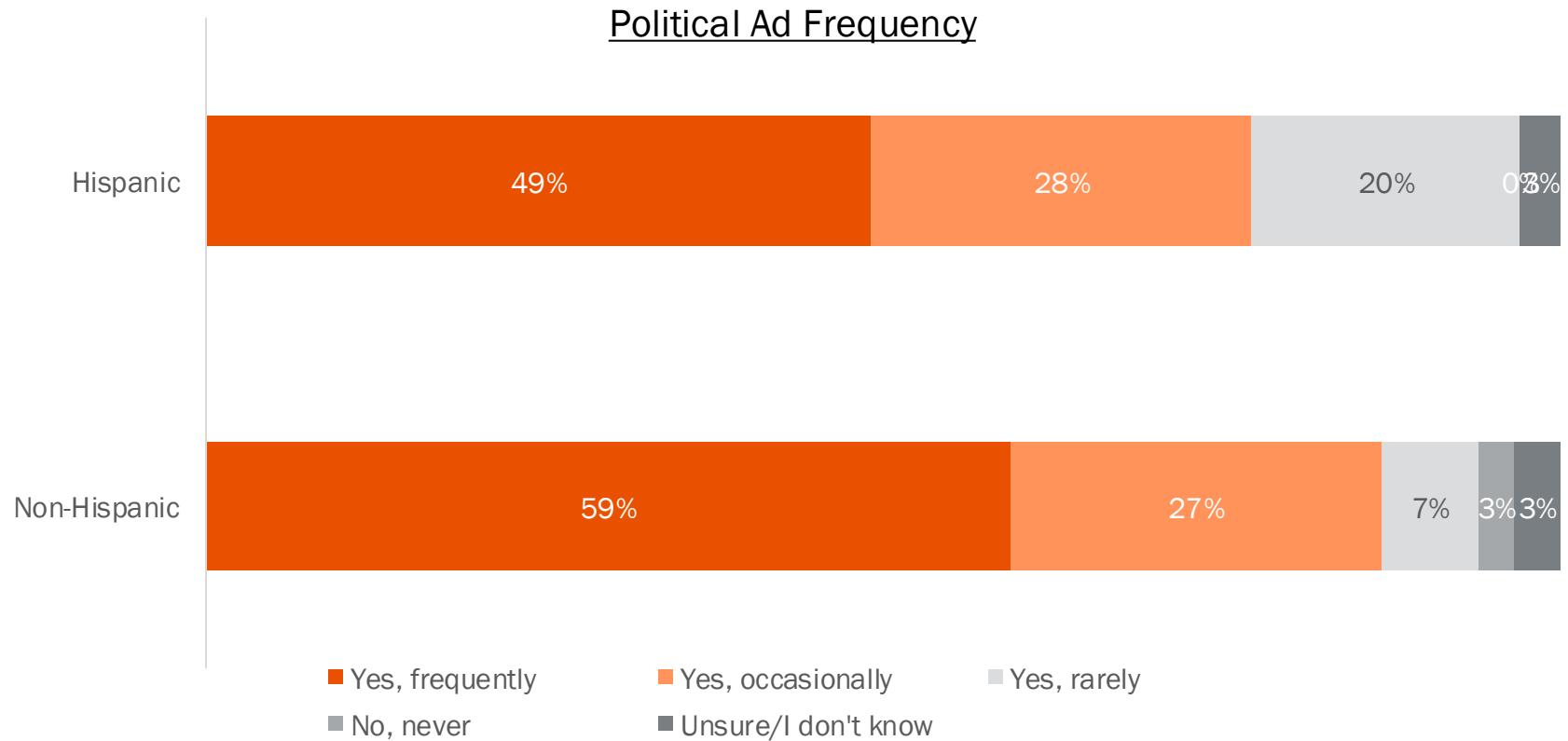
# 67% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

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?



# 48% 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?



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



**Messaging  
in Spanish  
is *Powerful*  
and  
*Connects***

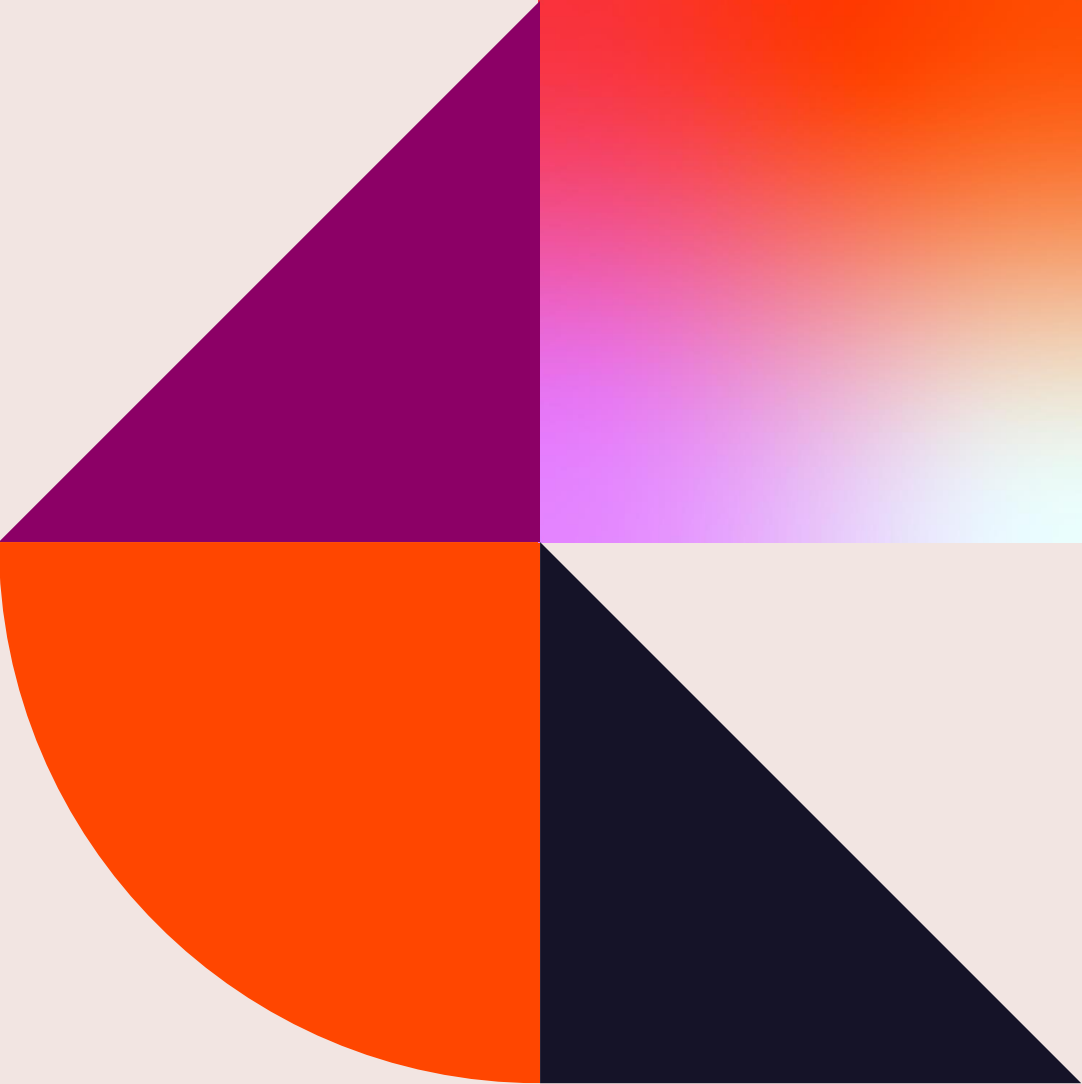
**58%**

**OF HISPANICS AGREE**

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

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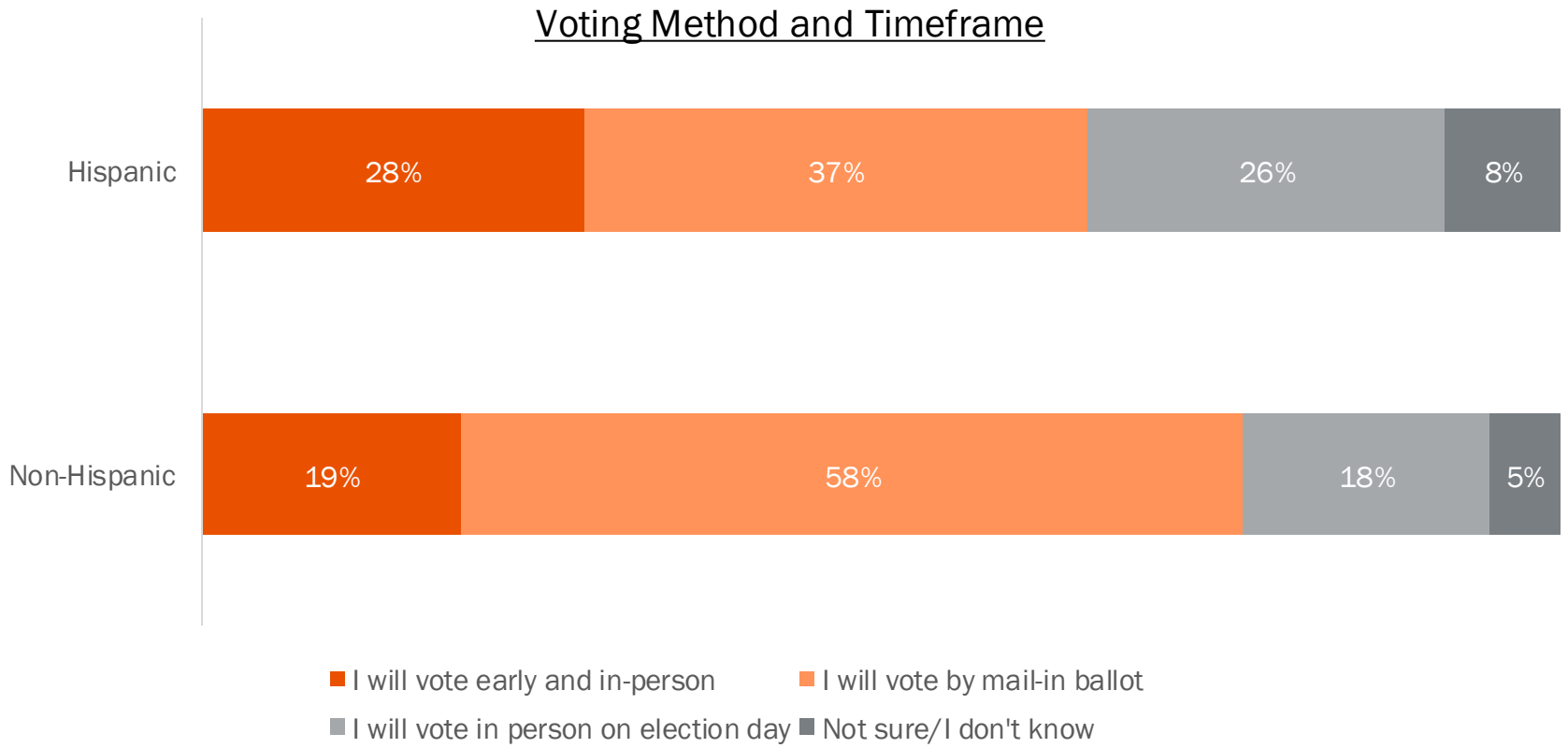
# Voting & Campaign Information



# 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?

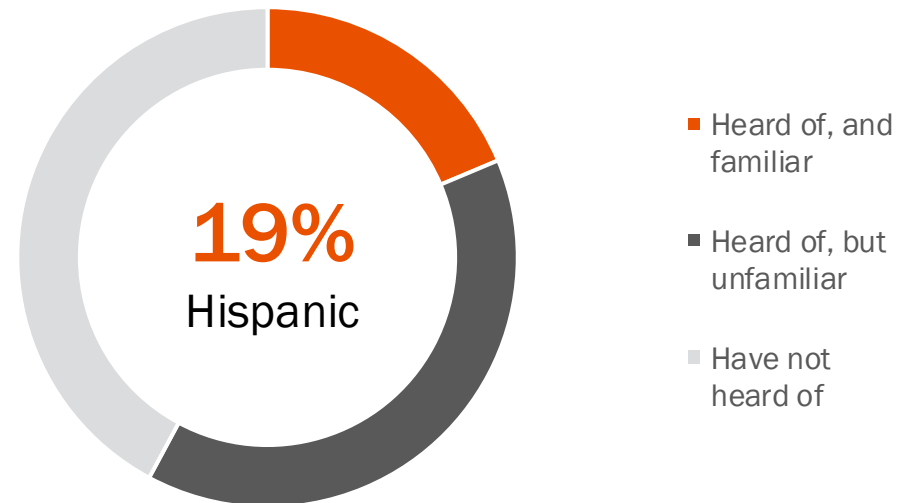


Among registered voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of August 2024

# Vota Conmigo Familiarity

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

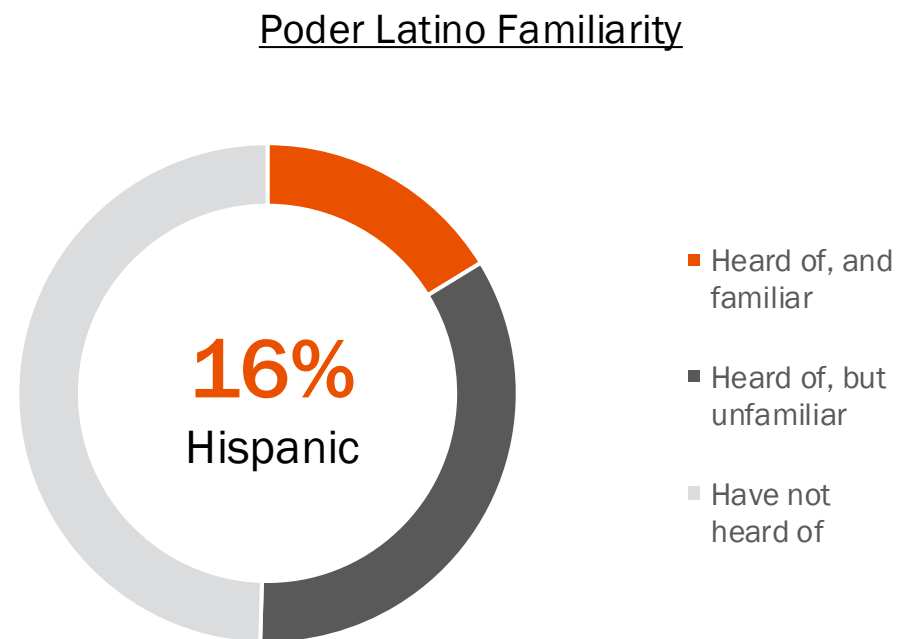
Vota Conmigo Familiarity





# Poder Latino Familiarity

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



# 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%	16%	58%	13%
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	25%	58%	15%	70%



# Gracias

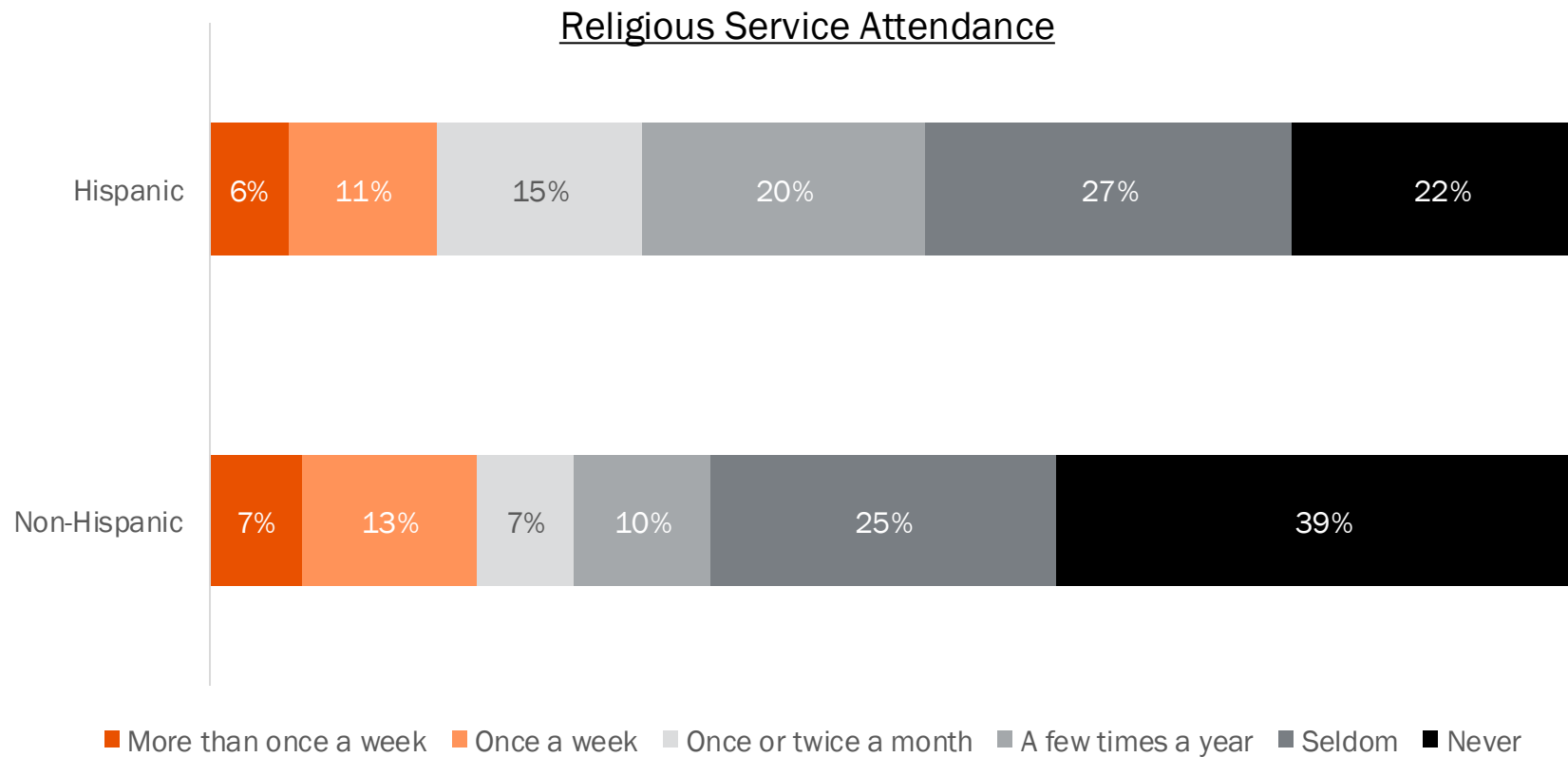
Televisa  
Univision

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...

