ARIZONA

Arizona's Hispanic Community

AZ Hispanics Are YOUNGER	Lower Hispanic Median Household Income	Larger Hispanic Households	More Likely to Have Children in Household	Renting Their Homes
34 Hispanic median age vs 53 for Non-Hispanic	**$60,888** vs $95,377 for Non-Hispanic	**4.3** Median Persons per HH vs 2.9 for Non-Hispanic	**52%** Kids <18 in HH vs 29% for Non-Hispanic	**46%** Rent where they live vs 30% for Non-Hispanic

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2024 Arizona Hispanic Voter Profile

2024 HISPANIC REGISTERED VOTERS

832,034

VOTE **21%** of all registered voters
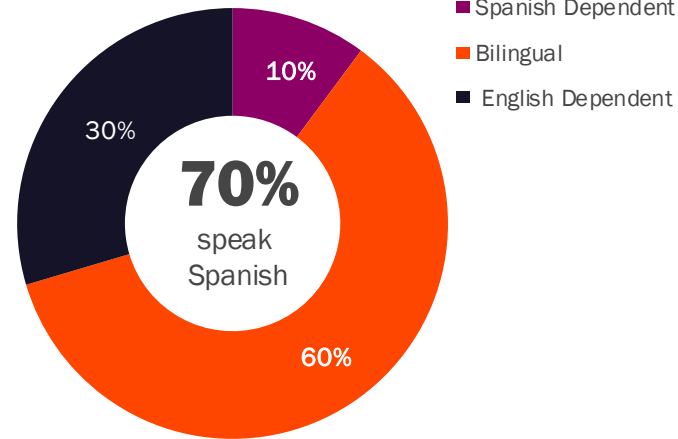
POLITICAL AFFILIATION

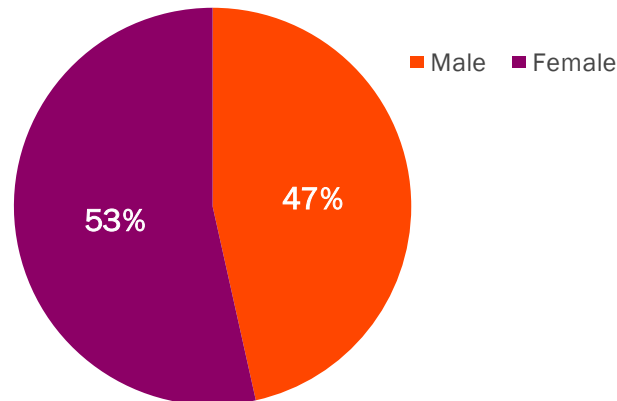| 42%	18%	41%

- Democratic — 345,408
- Republican — 146,813
- Independent/Other — 339,813

AGE DISTRIBUTION 18+
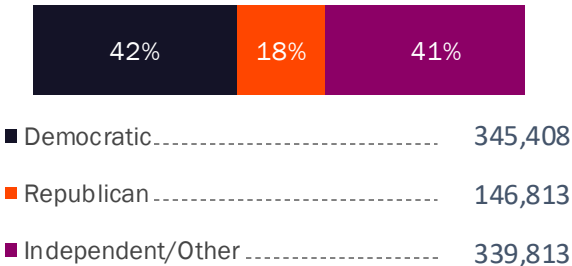
AGE DISTRIBUTION 18+	HISPANIC
18-34	37%
35+	63%
18-24	13%
25-34	24%
35-49	24%
50-64	21%
65+	18%

2024 HISPANICS AGE 5+ LANGUAGE USAGE*

- Spanish Dependent — 10%
- Bilingual — 60%
- English Dependent — 30%

70% speak Spanish

REGISTERED VOTER GENDER DISTRIBUTION

- Male — 47%
- Female — 53%

COUNTRY OF ORIGIN

COUNTRY OF ORIGIN*	POPULATION	SHARE
Total Hispanic Population	2,390,647	
Mexican	2,058,796	86.1%
Other Hispanic	139,516	5.8%
Caribbean	85,120	3.6%
Puerto Rican	57,308	67%
Cuban	20,805	24%
Dominican	7,007	8%
Central American	69,165	2.9%
Guatemalan	28,283	41%
Salvadoran	22,078	32%
Honduran	6,910	10%
Nicaraguan	4,126	6%
Panamanian	3,732	5%
Costa Rican	3,362	5%
Other Central American	674	1%
South American	38,050	1.6%
Colombian	12,992	34%
Peruvian	9,579	25%
Argentinean	4,087	11%
Ecuadorian	3,822	10%
Venezuelan	3,561	9%
Chilean	1,915	5%
Bolivian	1,029	3%
Other South American	520	1%
Uruguayan	310	1%
Paraguayan	235	1%

2024 AZ Hispanic Voters in Presidential Years

As OF 5/15/2024

2016-24 Presidential Elections Hispanic Voter Trend
(2024 Updated Estimates)

+21% vs. 2020
NH: +20%

+50% vs. 2016
NH: +41%

616,072

509,065

339,753

Vs. 2016: Hispanics are expected to grow by **+81%**
NH: +69%

700,000

600,000

500,000

400,000

300,000

200,000

100,000

0

2016   2020   2024

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TU & Media Predict

2024 Presidential Tracker

Arizona
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 1,579 likely voters ages 18+

> A18+
>
> 721 Hispanic
> (426 SpanDom/Bilingual)
>
> 858 Non-Hispanic

- In field 8/1/2024 – 8/8/2024

- 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 3.7% for Hispanics and 3.4% for Non-Hispanics.

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

Only 33% 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

33%
Hispanic

27%
Non-Hispanic
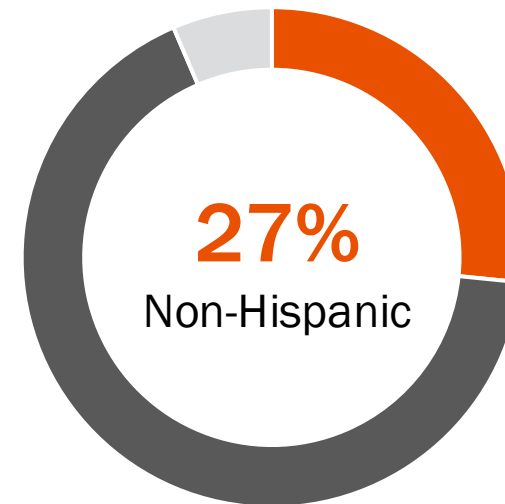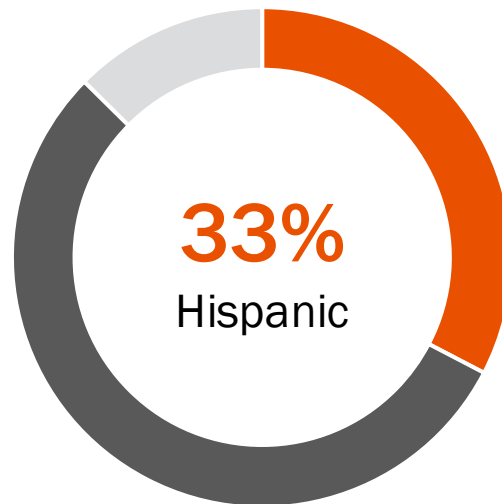
■ Right direction

■ Wrong track

■ Unsure/I don't know

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General Election Polling
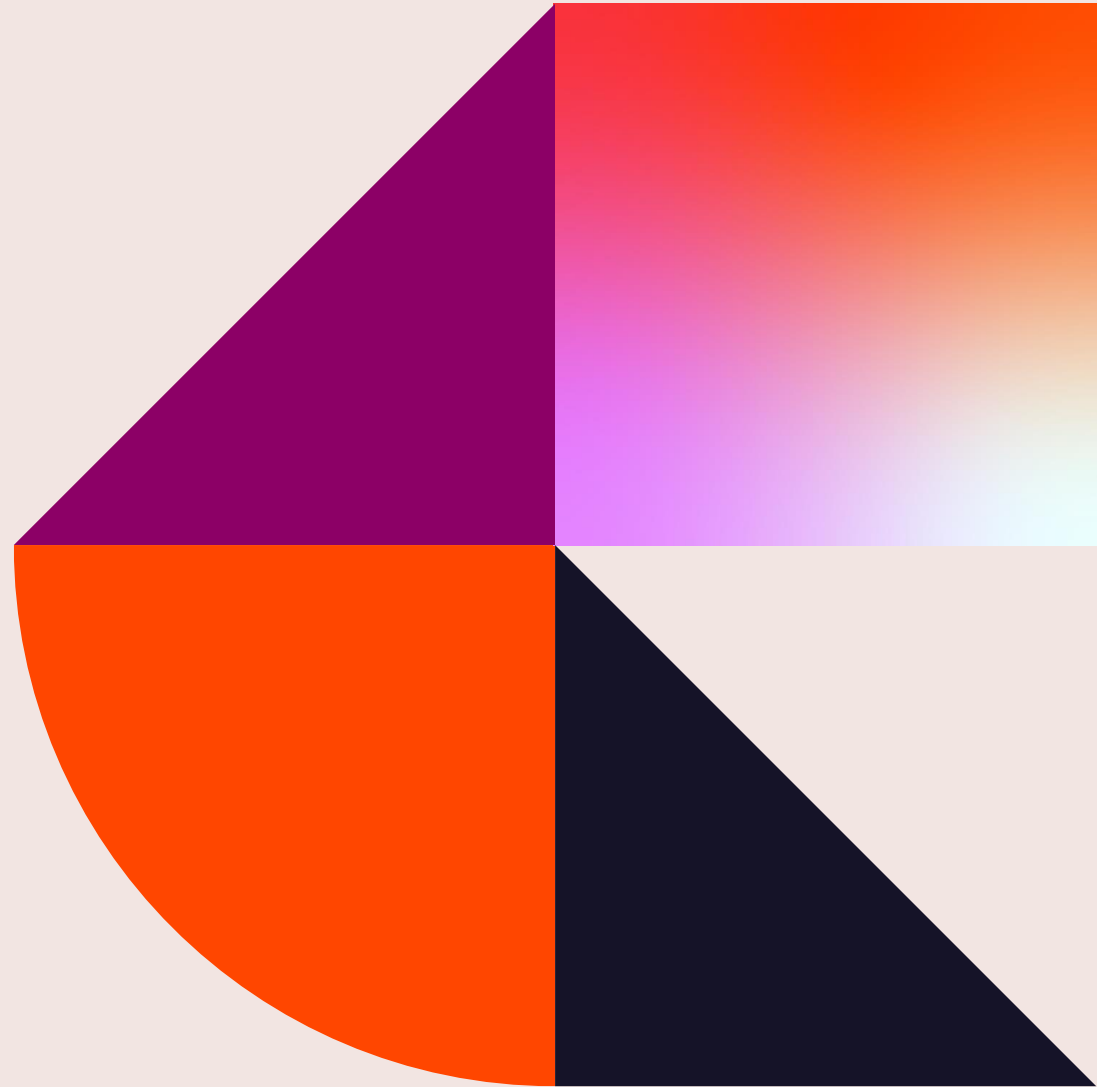
Matchup: Harris vs Trump

- HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 29% OF HISPANICS UP FOR GRABS (25% 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?

Presidential Matchup

Hispanic	43% · 16% · 9% · 25% · 2% 4%	
Non-Hispanic	34% · 5% · 12% · 43% · 3% 2%	

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

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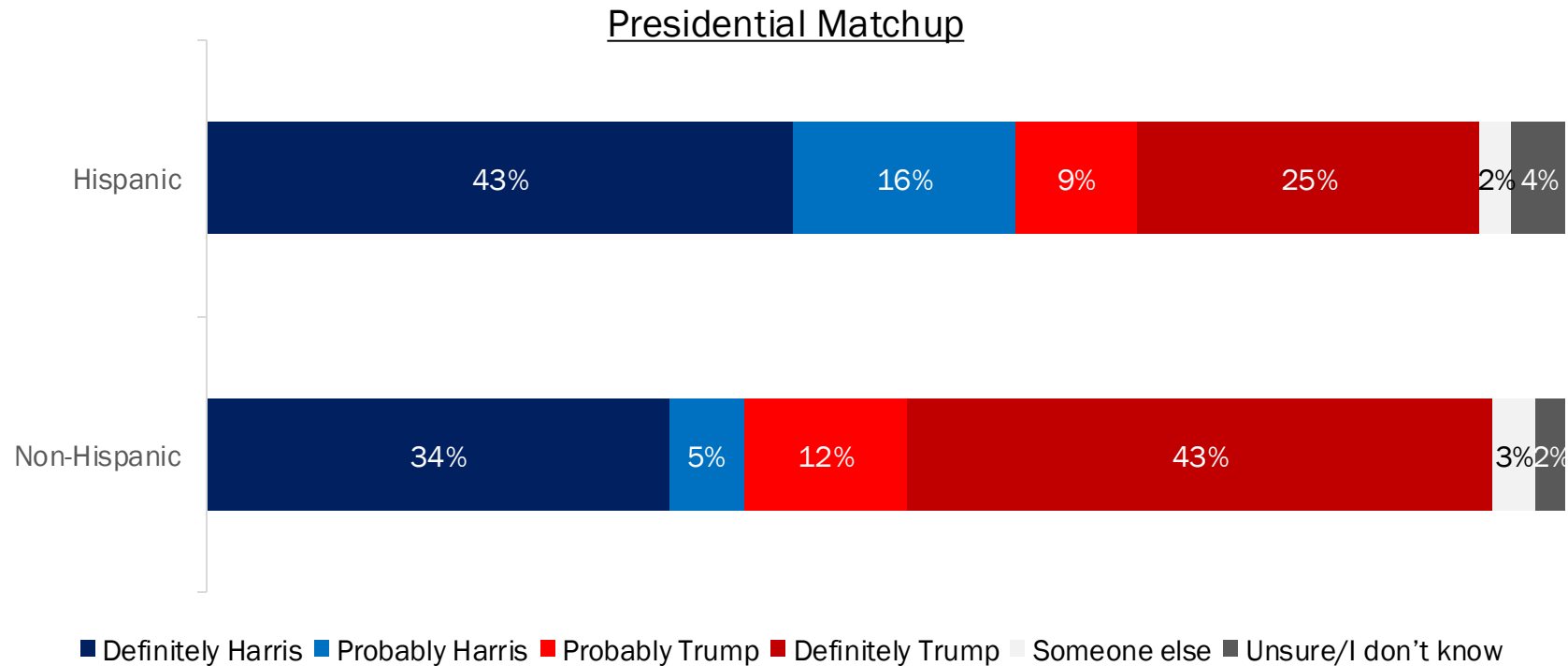
Candidate Support Among Hispanics

- TRUMP'S STRONGEST SUPPORT AMONG MEN
- HARRIS' STRONGEST SUPPORT AMONG WOMEN

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?

Presidential Matchup

Total Support
- Probably
- Definitely

Men
- Harris: 55% (16% Probably, 39% Definitely)
- Trump: 38% (7% Probably, 31% Definitely)

Women
- Harris: 65% (17% Probably, 48% Definitely)
- Trump: 30% (11% Probably, 20% Definitely)

18-34
- Harris: 58% (22% Probably, 36% Definitely)
- Trump: 37% (12% Probably, 25% Definitely)

35+
- Harris: 60% (12% Probably, 48% Definitely)
- Trump: 32% (7% Probably, 25% Definitely)

Married
- Harris: 57% (14% Probably, 43% Definitely)
- Trump: 35% (9% Probably, 26% Definitely)

Children in HH
- Harris: 60% (18% Probably, 42% Definitely)
- Trump: 34% (9% Probably, 25% Definitely)

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10
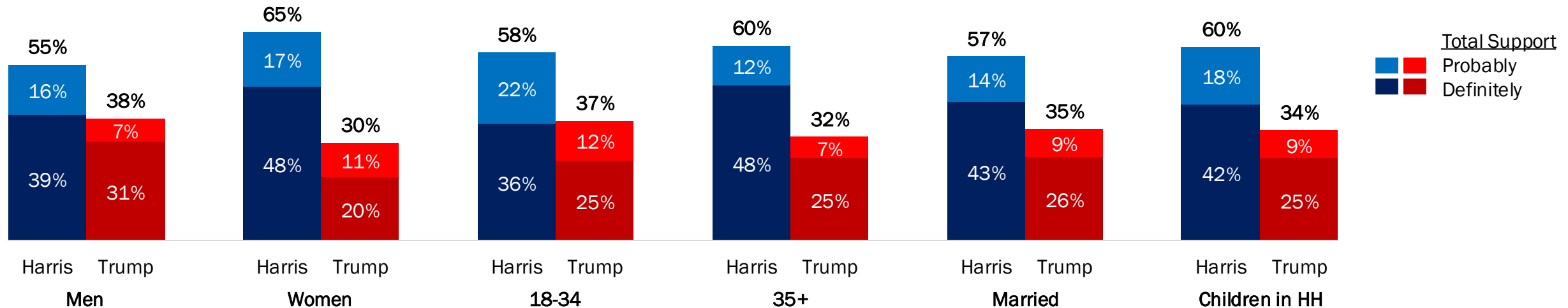
Trump Voters Are More Enthusiastic

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

■ More in opposition to Donald Trump

■ Equally in favor of Kamala Harris and in opposition to Donald Trump

■ More in favor of Kamala Harris

Hispanic
- 3%
- 25%
- 71%

Non-Hispanic
- 21%
- 25%
- 54%
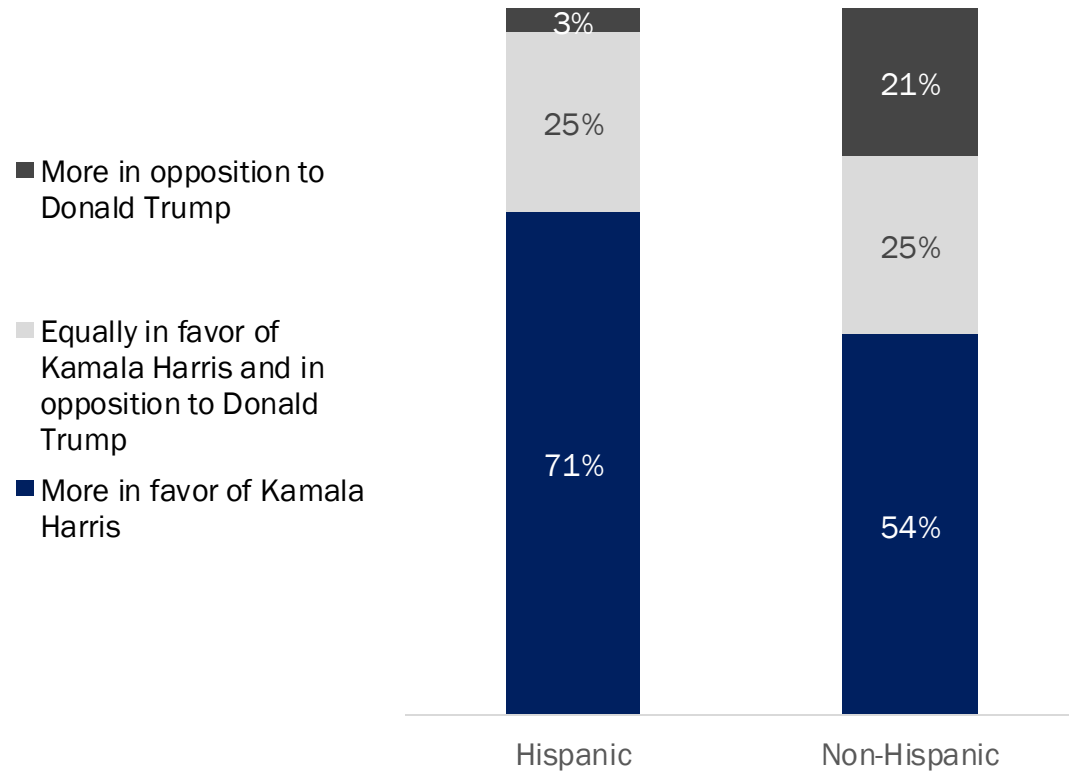
Voting Trump: Favor Trump or Oppose Harris
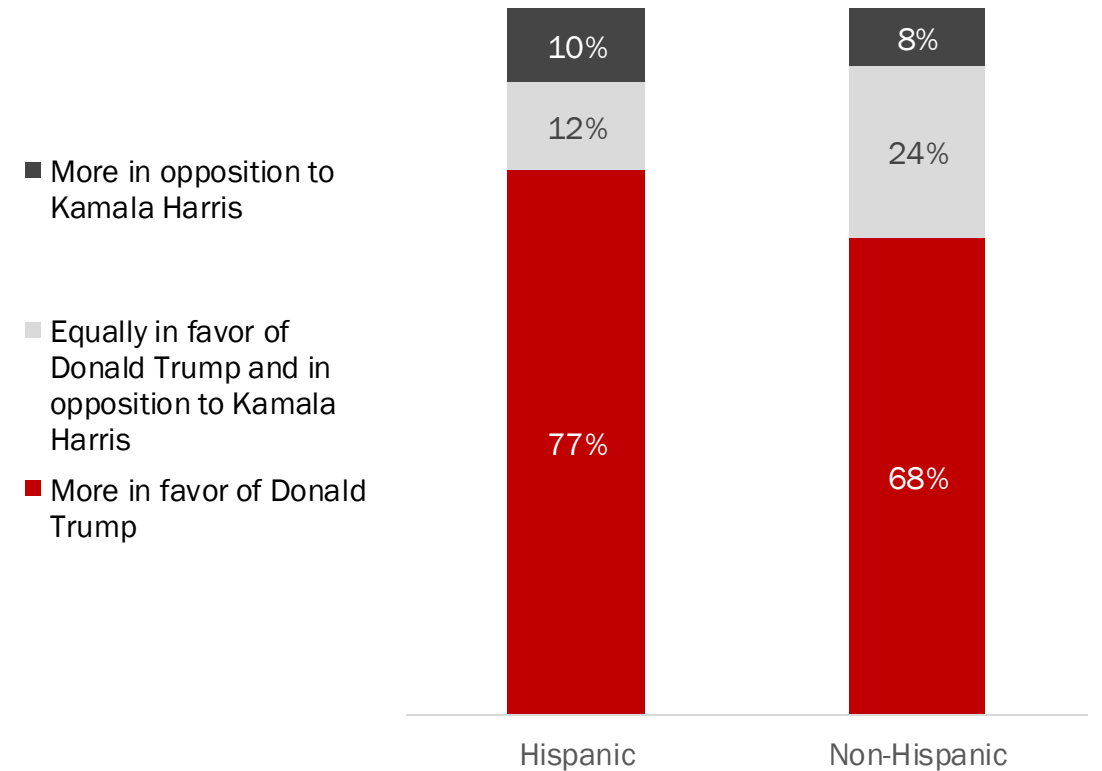
■ More in opposition to Kamala Harris

■ Equally in favor of Donald Trump and in opposition to Kamala Harris

■ More in favor of Donald Trump

Hispanic
- 10%
- 12%
- 77%

Non-Hispanic
- 8%
- 24%
- 68%

Matchup: Harris vs Trump vs Kennedy

- HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- KENNEDY PERFORMS HIGHER AMONG HISPANICS THAN NON-HISPANICS
- 28% OF HISPANICS UP FOR GRABS (25% NOT DEFINITE, 3% UNSURE)

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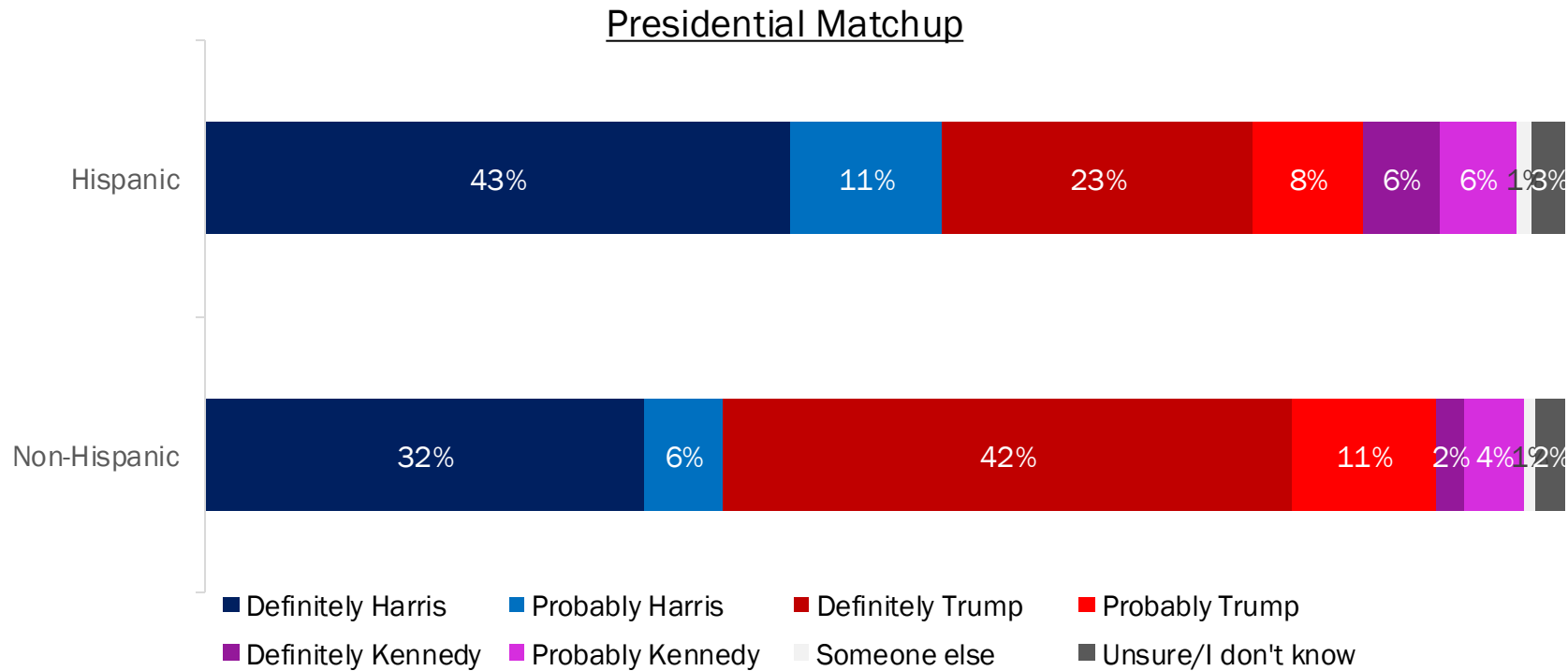
Presidential Matchup

Hispanic
| 43% | 11% | 23% | 8% | 6% | 6% | 1% | 3% |

Non-Hispanic
| 32% | 6% | 42% | 11% | 2% | 4% | 1% | 2% |

■ Definitely Harris   ■ Probably Harris   ■ Definitely Trump   ■ Probably Trump
■ Definitely Kennedy   ■ Probably Kennedy   ■ Someone else   ■ Unsure/I don't know

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35% of Hispanics Not Completely Certain About Their Vote for President

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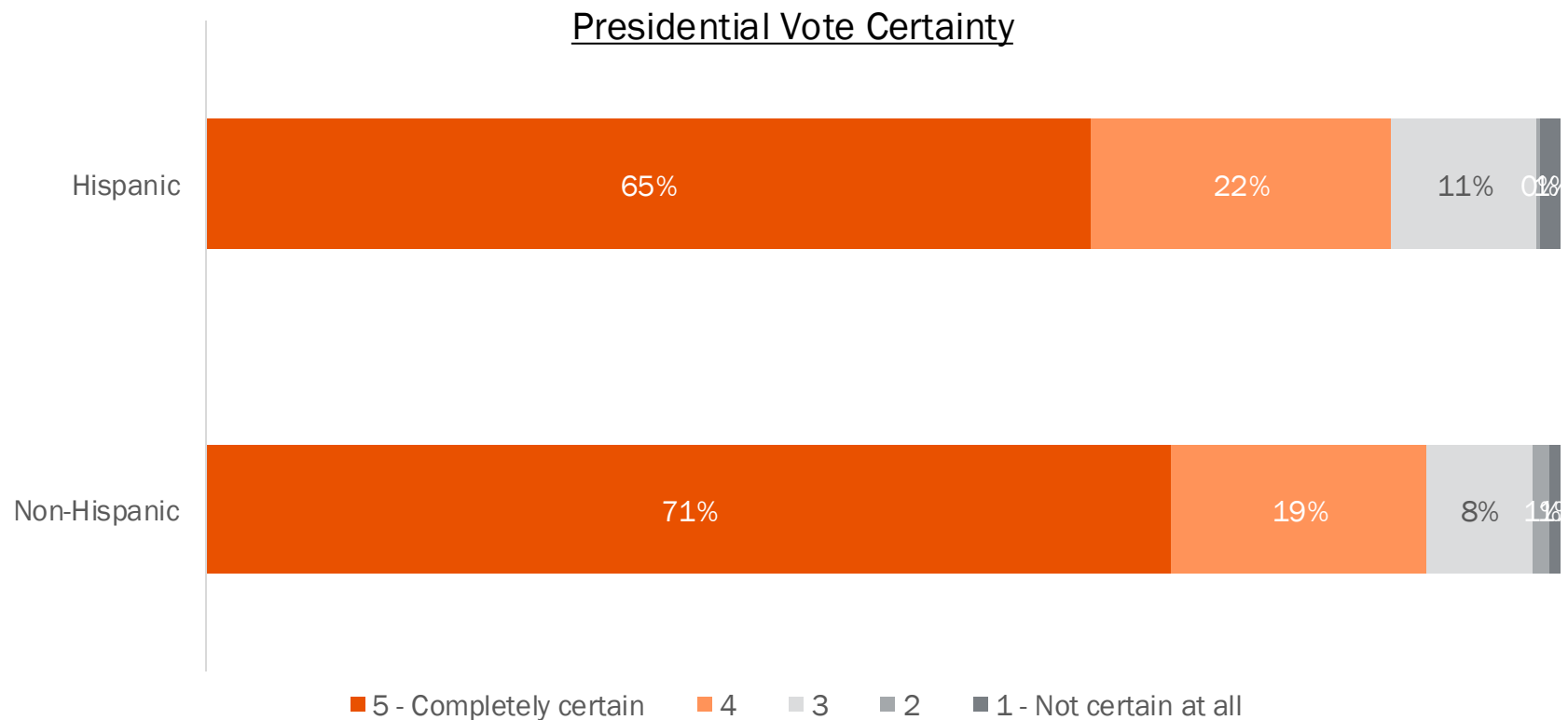
Presidential Vote Certainty

Hispanic	65% — 22% — 11% — 0% 1%	
Non-Hispanic	71% — 19% — 8% — 1% 1%	

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

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Willingness to Vote for Candidates in General Election

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

Candidate Vote Willingness
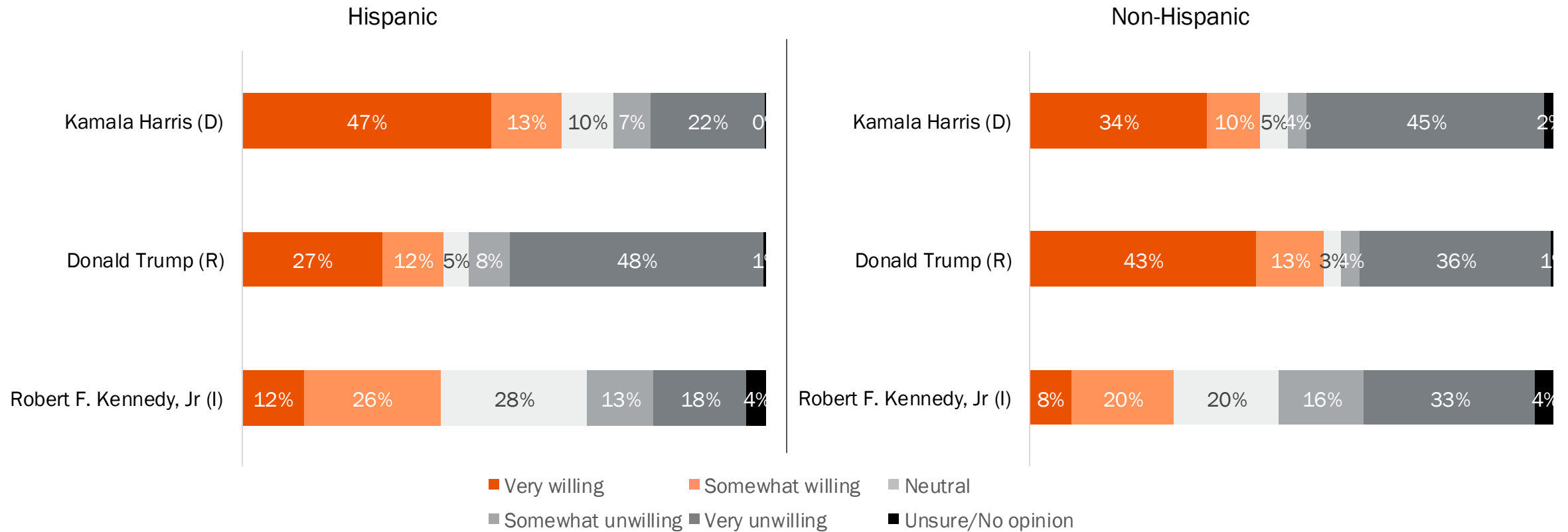
Hispanic

Kamala Harris (D): 47% | 13% | 10% | 7% | 22% | 0%

Donald Trump (R): 27% | 12% | 5% | 8% | 48% | 1%

Robert F. Kennedy, Jr (I): 12% | 26% | 28% | 13% | 18% | 4%

Non-Hispanic

Kamala Harris (D): 34% | 10% | 5% | 4% | 45% | 2%

Donald Trump (R): 43% | 13% | 3% | 4% | 36% | 1%

Robert F. Kennedy, Jr (I): 8% | 20% | 20% | 16% | 33% | 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
- 36% OF HISPANICS UP FOR GRABS (31% NOT DEFINITE, 5% 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

	Definitely voting Democratic	Probably voting Democratic	Probably voting Republican	Definitely voting Republican	Someone else	Unsure/I don't know
Hispanic	41%	22%	9%	22%	2%	5%
Non-Hispanic	29%	8%	17%	38%	2%	6%

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

Matchup: Gallego vs Lake

- RUBEN GALLEGO LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 36% OF HISPANICS UP FOR GRABS (30% NOT DEFINITE, 6% 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?

Senate Matchup

	Definitely Gallego	Probably Gallego	Probably Lake	Definitely Lake	Someone else	Unsure/I don't know
Hispanic	44%	19%	11%	18%	2%	6%
Non-Hispanic	36%	8%	14%	31%	4%	6%

■ Definitely Gallego ■ Probably Gallego ■ Probably Lake ■ Definitely Lake ☐ Someone else ■ Unsure/I don't know

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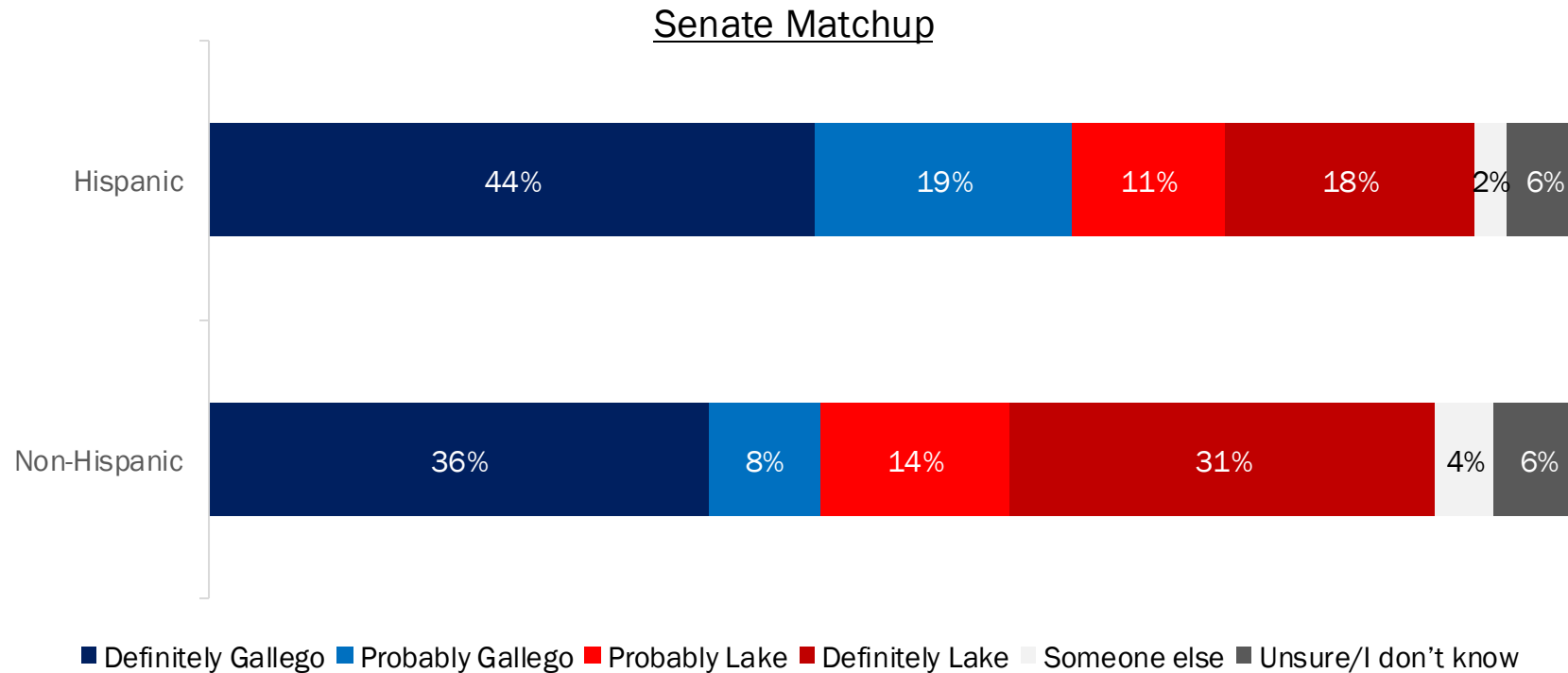
Candidate Support Among Hispanics

- LAKE'S STRONGEST SUPPORT AMONG MEN, MARRIED ADULTS
- GALLEGO'S STRONGEST SUPPORT AMONG WOMEN

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?

Senate Matchup

Total Support
- Probably
- Definitely

Men
- Gallego: 60% (20% / 40%)
- Lake: 33% (12% / 21%)

Women
- Gallego: 66% (17% / 48%)
- Lake: 25% (10% / 15%)

18-34
- Gallego: 63% (24% / 39%)
- Lake: 25% (14% / 12%)

35+
- Gallego: 63% (15% / 48%)
- Lake: 32% (9% / 23%)

Married
- Gallego: 60% (15% / 45%)
- Lake: 33% (13% / 20%)

Children in HH
- Gallego: 64% (18% / 46%)
- Lake: 25% (11% / 14%)

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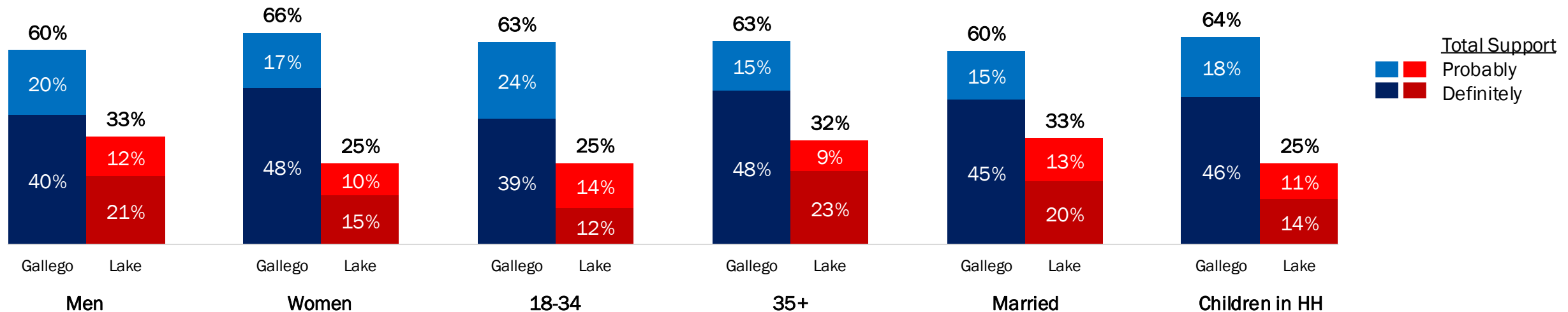
38% of Hispanics Not Completely Certain About Their Vote for Senator

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

Senate Vote Certainty

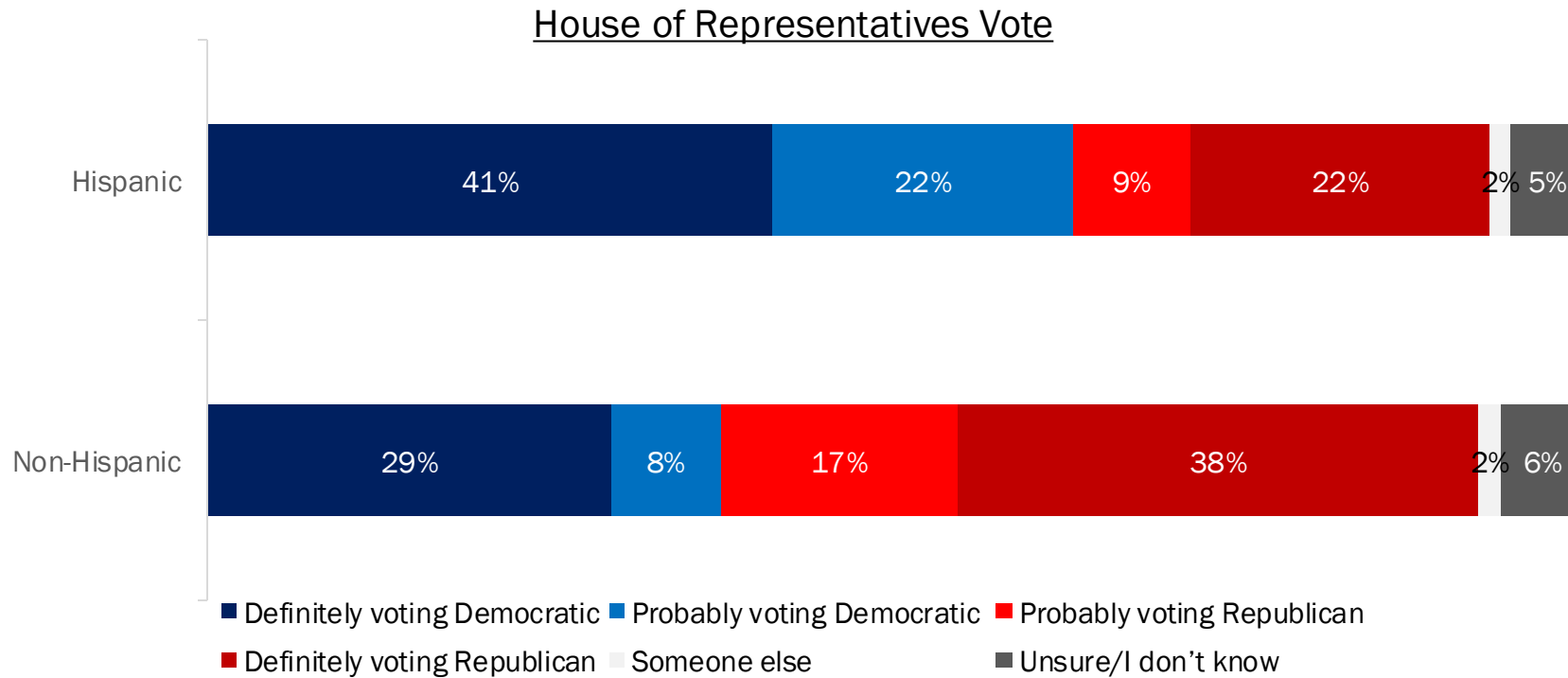|		
Hispanic	62% · 22% · 12% · 2% · 2%	
Non-Hispanic	70% · 18% · 8% · 2% · 1%	

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 August 2024
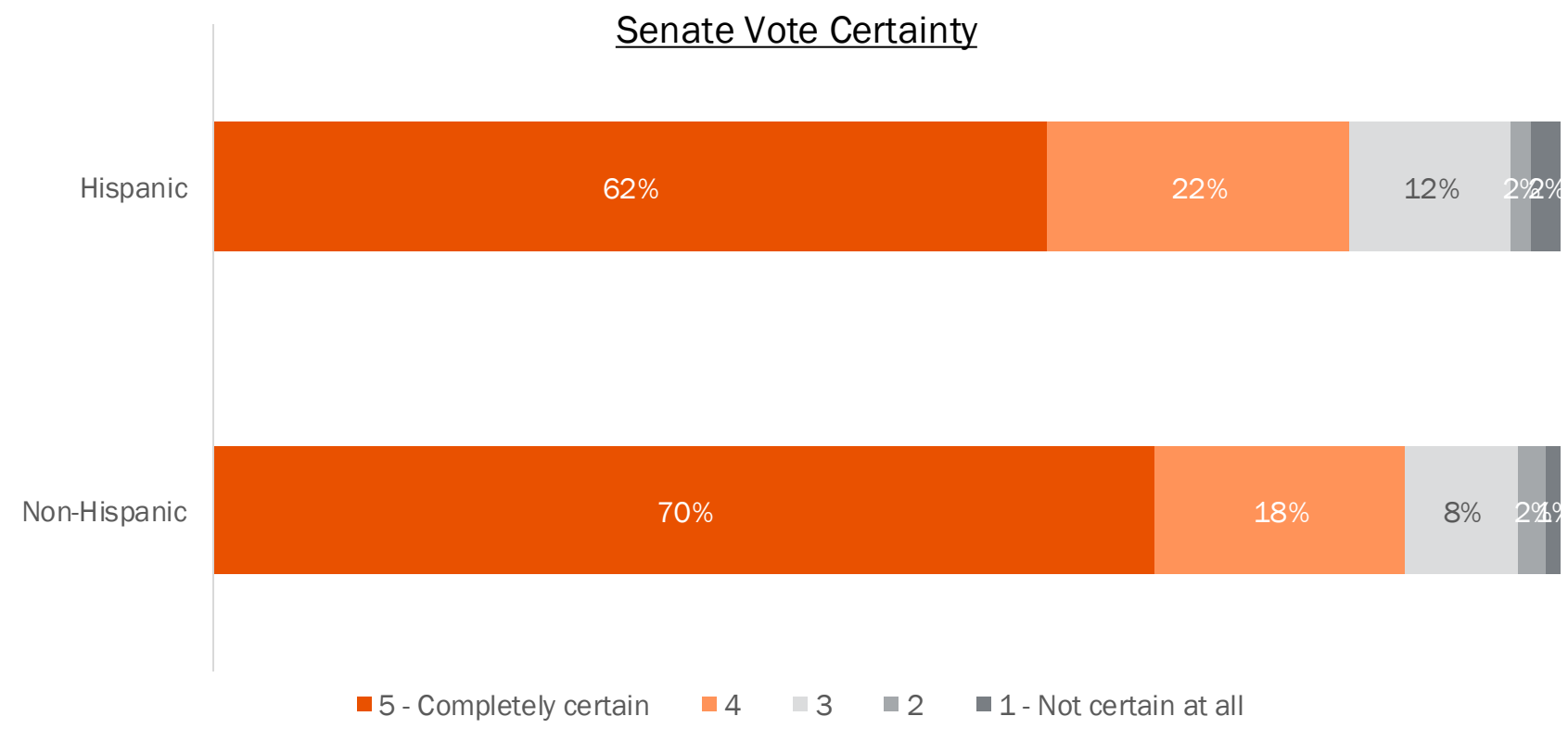
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Willingness to Vote for Candidates in General Election

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

Senate Willingness
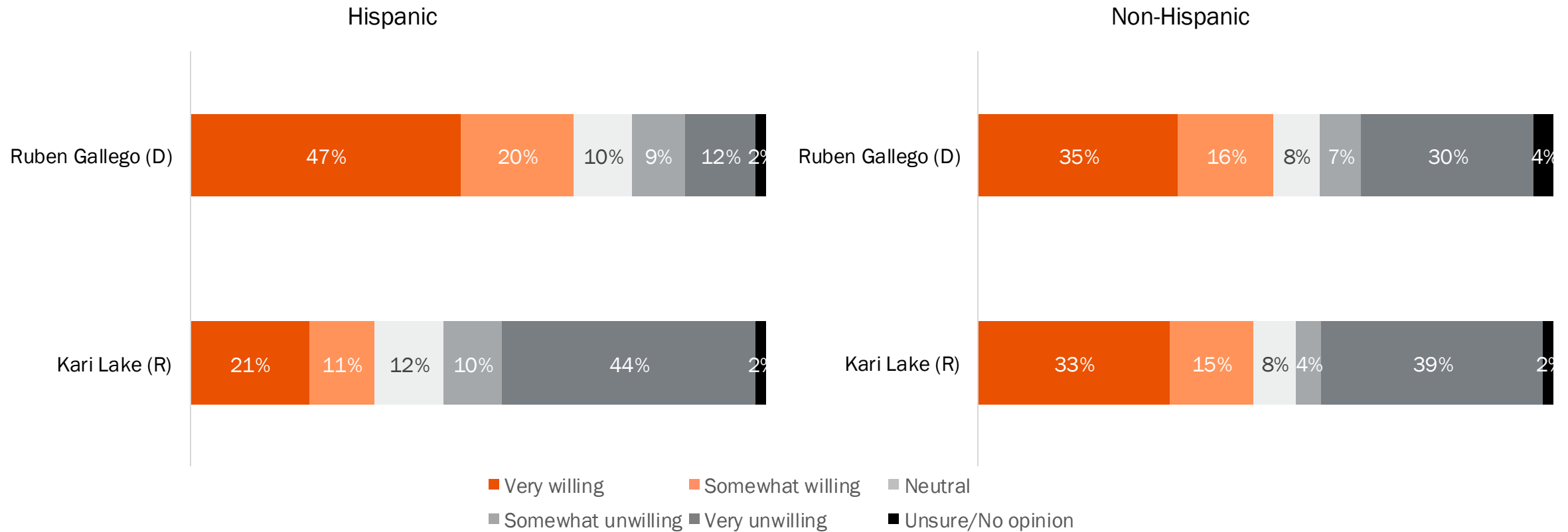
Hispanic

Candidate	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Ruben Gallego (D)	47%	20%	10%	9%	12%	2%
Kari Lake (R)	21%	11%	12%	10%	44%	2%

Non-Hispanic

Candidate	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Ruben Gallego (D)	35%	16%	8%	7%	30%	4%
Kari Lake (R)	33%	15%	8%	4%	39%	2%

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

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

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	29%	20%	15%	11%	20%	2%	2%
Non-Hispanic	22%	14%	14%	9%	33%	1%	7%

Hispanic: 49%

Non-Hispanic: 36%

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

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Favorability & Job Approval

Favorability

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

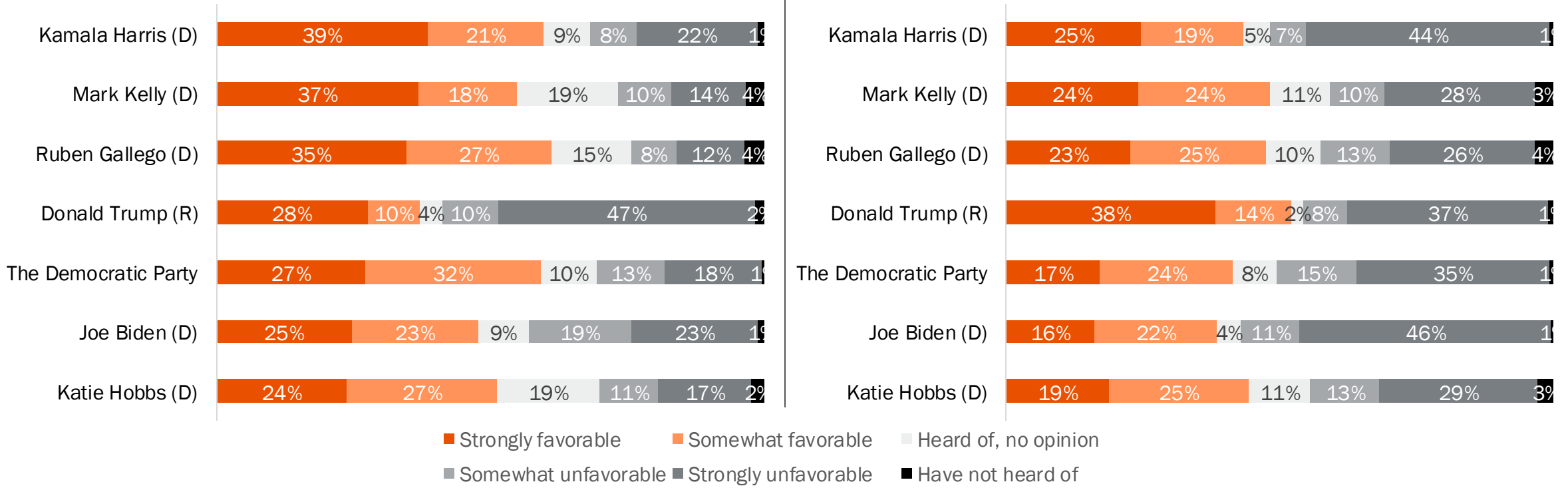## Favorability

Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Kamala Harris (D)	39%	21%	9%	8%	22%	1%
Mark Kelly (D)	37%	18%	19%	10%	14%	4%
Ruben Gallego (D)	35%	27%	15%	8%	12%	4%
Donald Trump (R)	28%	10%	4%	10%	47%	2%
The Democratic Party	27%	32%	10%	13%	18%	1%
Joe Biden (D)	25%	23%	9%	19%	23%	1%
Katie Hobbs (D)	24%	27%	19%	11%	17%	2%

Non-Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Kamala Harris (D)	25%	19%	5%	7%	44%	1%
Mark Kelly (D)	24%	24%	11%	10%	28%	3%
Ruben Gallego (D)	23%	25%	10%	13%	26%	4%
Donald Trump (R)	38%	14%	2%	8%	37%	1%
The Democratic Party	17%	24%	8%	15%	35%	1%
Joe Biden (D)	16%	22%	4%	11%	46%	1%
Katie Hobbs (D)	19%	25%	11%	13%	29%	3%

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

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Favorability

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

Favorability

Hispanic

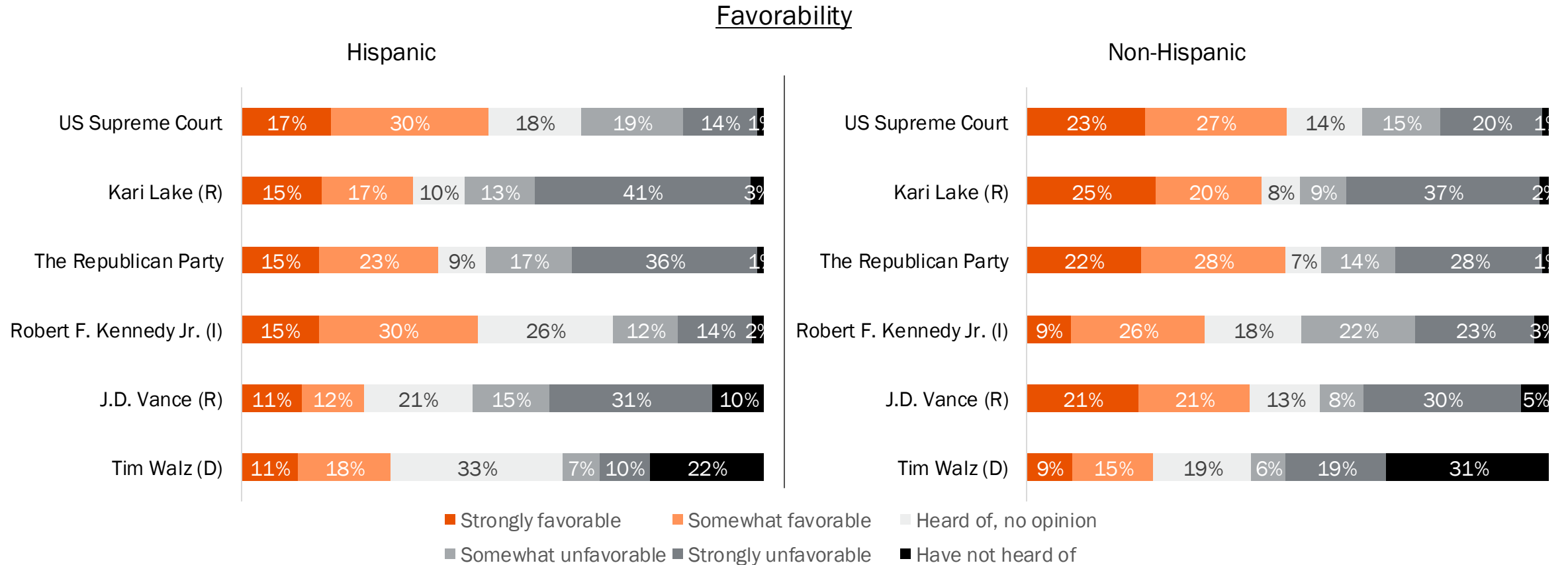|	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
US Supreme Court	17%	30%	18%	19%	14%	1%
Kari Lake (R)	15%	17%	10%	13%	41%	3%
The Republican Party	15%	23%	9%	17%	36%	1%
Robert F. Kennedy Jr. (I)	15%	30%	26%	12%	14%	2%
J.D. Vance (R)	11%	12%	21%	15%	31%	10%
Tim Walz (D)	11%	18%	33%	7%	10%	22%

Non-Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
US Supreme Court	23%	27%	14%	15%	20%	1%
Kari Lake (R)	25%	20%	8%	9%	37%	2%
The Republican Party	22%	28%	7%	14%	28%	1%
Robert F. Kennedy Jr. (I)	9%	26%	18%	22%	23%	3%
J.D. Vance (R)	21%	21%	13%	8%	30%	5%
Tim Walz (D)	9%	15%	19%	6%	19%	31%

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

Job Approval

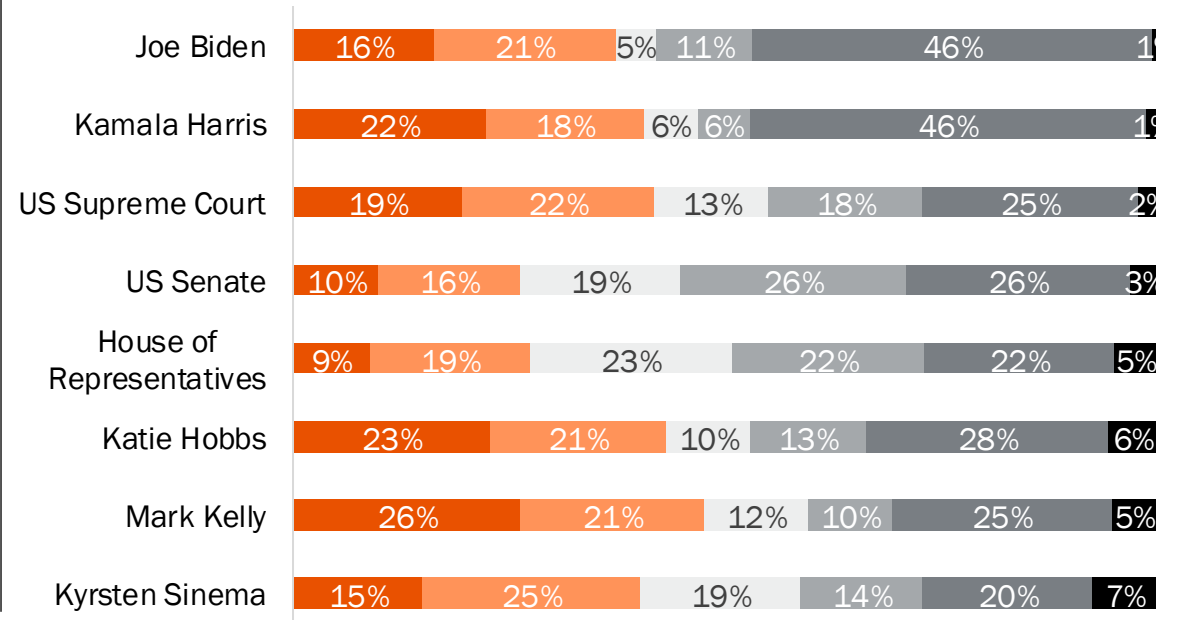*Do you approve or disapprove of the way [x] is handling their job?*

Job Approval

Hispanic
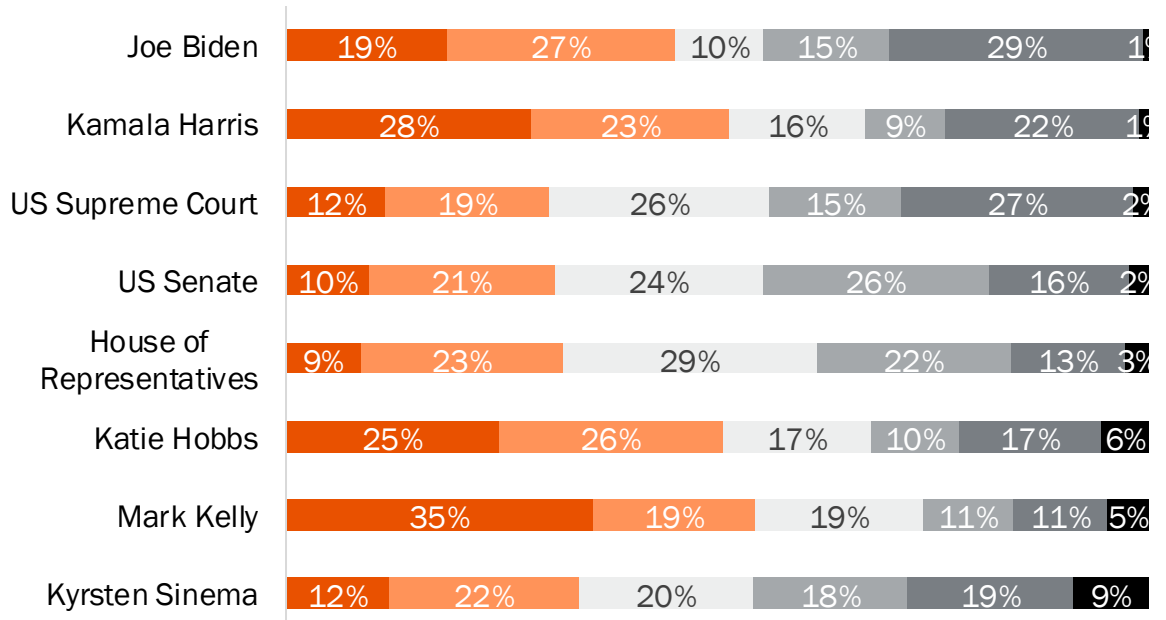
|	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	19%	27%	10%	15%	29%	1%
Kamala Harris	28%	23%	16%	9%	22%	1%
US Supreme Court	12%	19%	26%	15%	27%	2%
US Senate	10%	21%	24%	26%	16%	2%
House of Representatives	9%	23%	29%	22%	13%	3%
Katie Hobbs	25%	26%	17%	10%	17%	6%
Mark Kelly	35%	19%	19%	11%	11%	5%
Kyrsten Sinema	12%	22%	20%	18%	19%	9%

Non-Hispanic

	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	16%	21%	5%	11%	46%	1%
Kamala Harris	22%	18%	6%	6%	46%	1%
US Supreme Court	19%	22%	13%	18%	25%	2%
US Senate	10%	16%	19%	26%	26%	3%
House of Representatives	9%	19%	23%	22%	22%	5%
Katie Hobbs	23%	21%	10%	13%	28%	6%
Mark Kelly	26%	21%	12%	10%	25%	5%
Kyrsten Sinema	15%	25%	19%	14%	20%	7%

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

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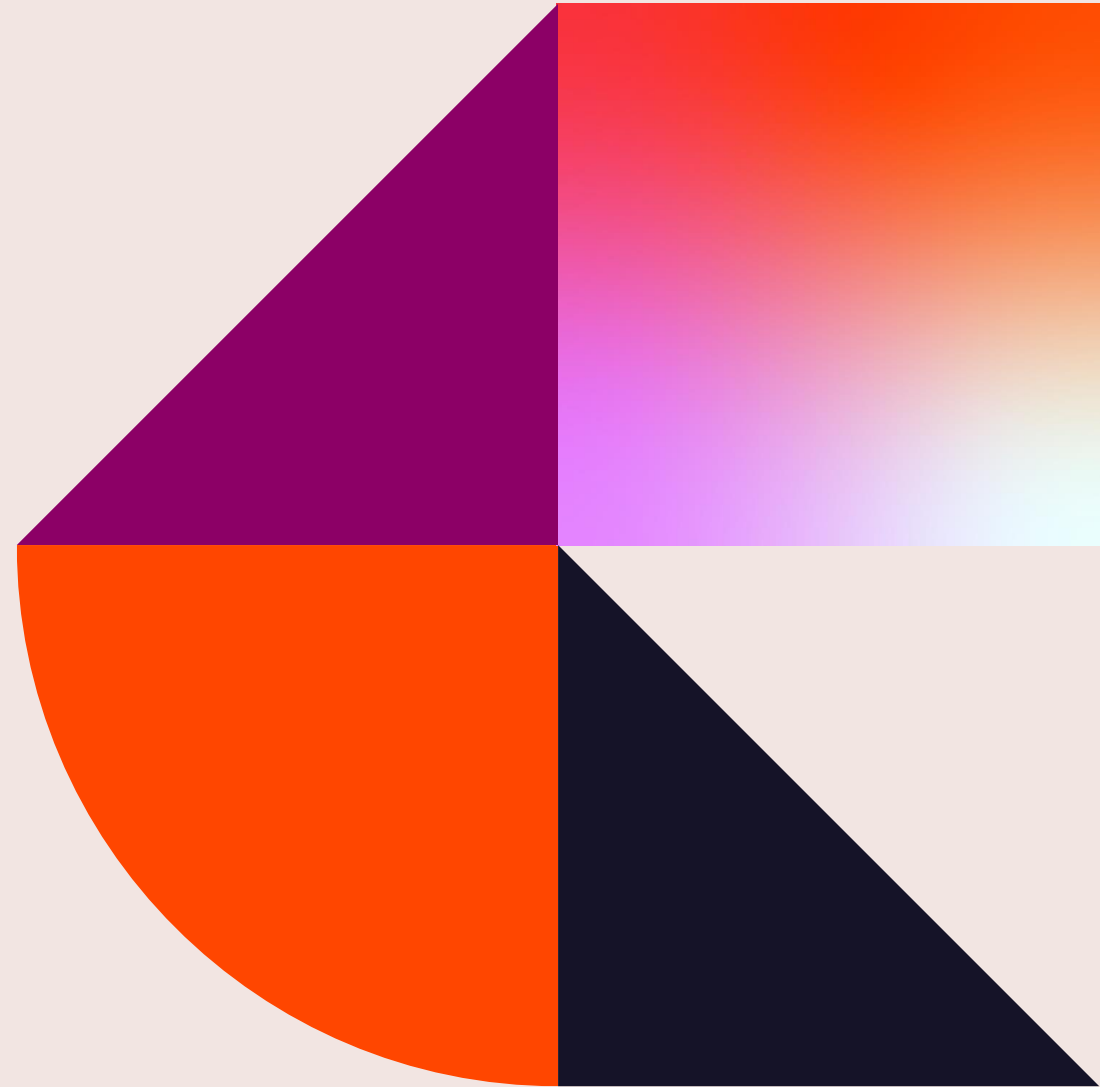
The Issues

Cost of Living, Inflation, Affordable Housing Top Issues for Hispanic Voters

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

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

Issue Importance TopBox

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Cost of living	77%	74%	Climate change	48%	36%
Inflation	72%	71%	Gun rights / 2nd amendment	47%	40%
Affordable housing	72%	53%	Border security	46%	59%
Economy / jobs	68%	59%	Defense / military	45%	48%
Healthcare	66%	56%	Energy policy	42%	37%
Education	61%	41%	Infrastructure, such as roads and public transportation	41%	34%
Taxes	59%	49%	Strengthening law enforcement	40%	45%
Crime and public safety	58%	55%	Police reform	37%	25%
National security	56%	59%	Race relations	34%	26%
Social security / Medicare	55%	62%	Foreign policy	33%	34%
Opioids / drug abuse	55%	41%	Russia / Ukraine war	29%	26%
Abortion	54%	45%	Israel / Hamas War	29%	31%
Entitlements / social services reform (Medicare, welfare, etc.)	52%	50%	U.S. relationship with China	27%	31%
Gun control	50%	41%	Culture wars	27%	18%
Government spending / deficit	49%	51%	LGBTQ rights	23%	20%
Immigration	48%	57%			

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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 Harris Voters	% Hispanic Top Box
Cost of living	81%
Healthcare	78%
Affordable housing	78%
Inflation	76%
Abortion	67%
Education	67%
Economy / jobs	65%
Social security / Medicare	64%
Climate change	63%
Gun control	61%

Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	68%
Affordable housing	62%
Economy / jobs	61%
Inflation	60%
Taxes	56%
Healthcare	54%
Crime and public safety	53%
Education	51%
Abortion	46%
Social security / Medicare	45%

Top 10 Issues Among Definitely Trump Voters	% Hispanic Top Box
Economy / jobs	83%
Inflation	82%
Cost of living	80%
Border security	76%
Affordable housing	75%
National security	75%
Crime and public safety	69%
Defense / military	67%
Gun rights / 2nd amendment	66%
Immigration	66%

55% 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

55%
Hispanic

42%
Non-Hispanic

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

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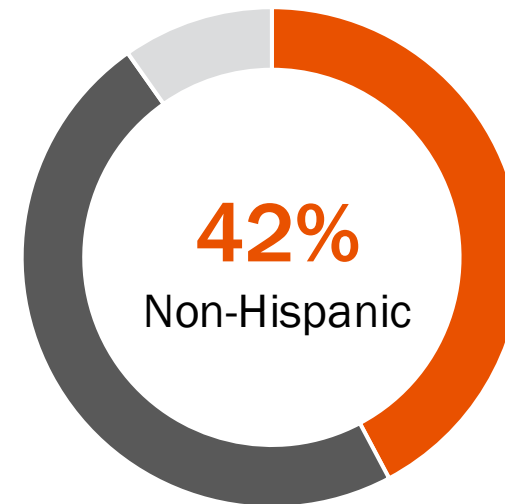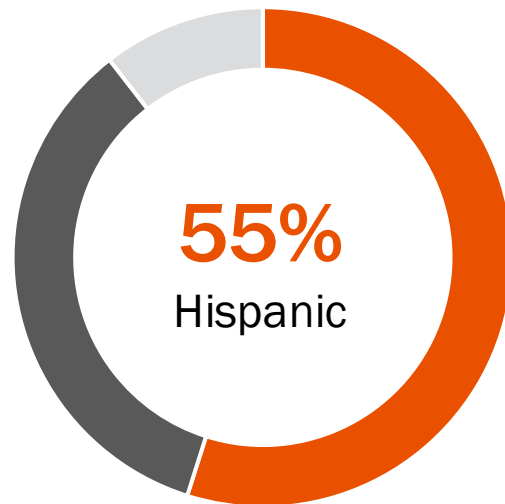
Issues That Will Determine Who They Vote For
- ABORTION MOST IMPORTANT TO HISPANICS

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

Top 10 Determining Issues

	Hispanic	Non-Hispanic
Abortion	23%	16%
Immigration	12%	17%
Cost of living	11%	9%
Inflation	9%	10%
Affordable housing	7%	2%
Social security / Medicare	4%	3%
Economy / jobs	4%	4%
Healthcare	4%	1%
Israel / Hamas War	3%	1%
Border security	2%	9%

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	61%	24%	47%	37%
Healthcare	59%	23%	43%	41%
Social security	58%	27%	42%	42%
Entitlements reform	56%	27%	42%	40%
Education	56%	28%	41%	39%
Climate change	56%	23%	45%	34%
Energy policy	56%	25%	41%	41%
Cost of living	54%	31%	36%	50%
Crime and public safety	51%	33%	35%	50%
Inflation	51%	35%	32%	54%

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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
Economy / jobs	50%	33%	35%	52%
Government spending	49%	31%	32%	50%
Taxes	49%	34%	36%	48%
Immigration	48%	37%	32%	57%
Opioids	48%	30%	33%	44%
Foreign policy	46%	34%	34%	52%
Border security	46%	37%	30%	57%
National security	43%	39%	34%	52%
Defense	42%	40%	32%	53%

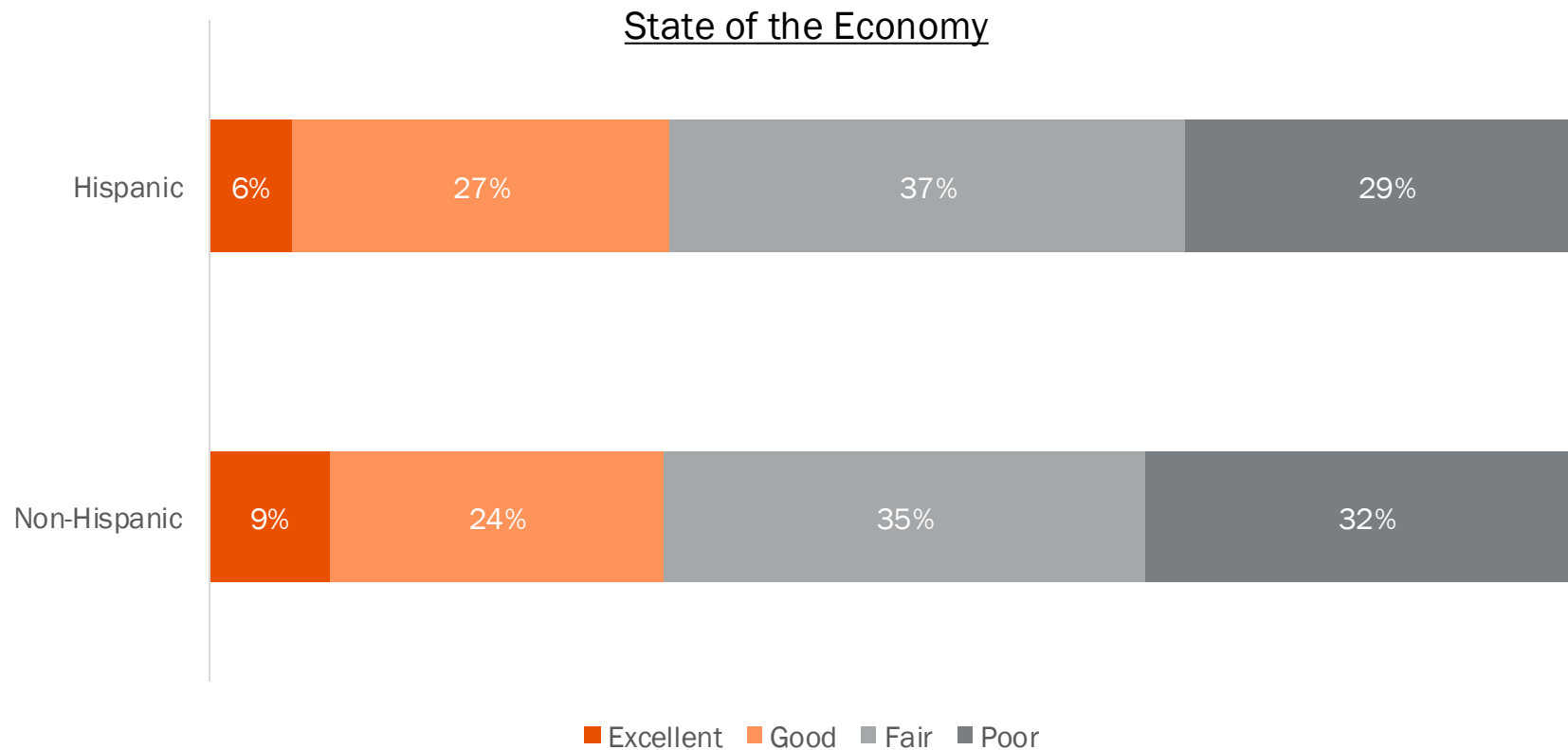# Candidate Better Able to Handle Issues

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
Abortion	61%	25%	47%	41%
Entitlements reform	59%	29%	41%	45%
Social security	59%	28%	40%	46%
Climate change	58%	25%	44%	37%
Healthcare	57%	29%	42%	46%
Education	56%	29%	41%	45%
Energy policy	55%	28%	39%	46%
Cost of living	52%	37%	34%	56%
Taxes	50%	38%	35%	55%
Economy / jobs	50%	36%	35%	57%

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
Opioids	50%	30%	35%	47%
Inflation	49%	37%	34%	56%
Government spending	49%	35%	32%	53%
Crime and public safety	49%	37%	35%	55%
Foreign policy	48%	38%	33%	55%
Immigration	48%	41%	31%	60%
National security	45%	42%	33%	58%
Border security	43%	45%	30%	61%
Defense	42%	43%	31%	57%

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Strategy & Insights

ECONOMY

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

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

State of the Economy

Hispanic
| 6% | 27% | 37% | 29% |

Non-Hispanic
| 9% | 24% | 35% | 32% |

■ Excellent ■ Good ■ Fair ■ Poor

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20% 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%	29%	32%	12%	8%	6%
Non-Hispanic	11%	21%	30%	17%	13%	8%
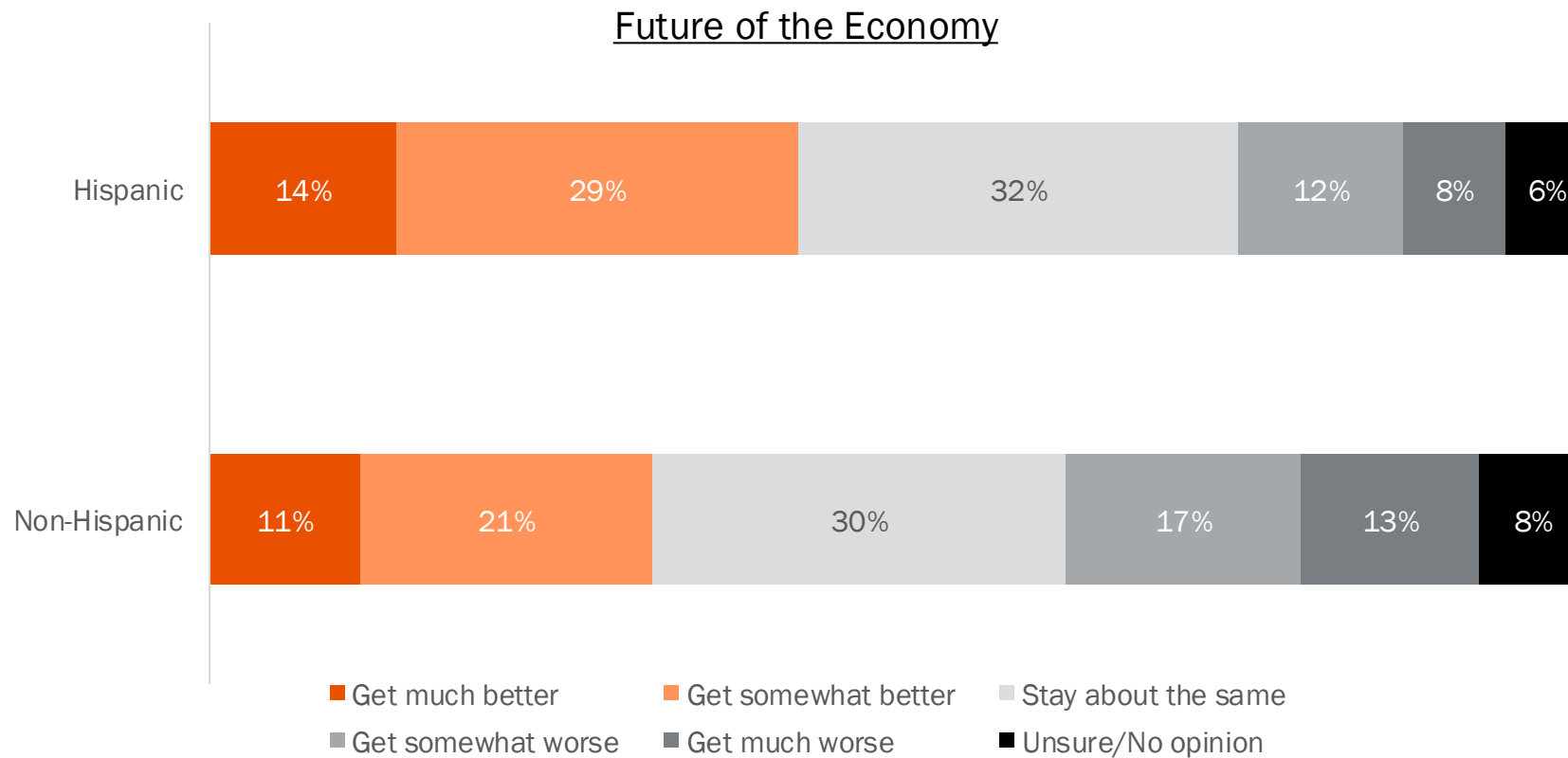
Economy

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	77%	8%	80%	11%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	77%	8%	68%	9%
I feel that it is increasingly difficult for middle class families to prosper in the United States	73%	9%	86%	5%
I am concerned about the U.S. federal government's spending and deficit	70%	9%	76%	8%
The price of gas is putting a strain on my finances	64%	15%	68%	17%
I expect my personal economic situation to get better in the next few years	64%	14%	44%	24%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	58%	25%	40%	35%
My personal economic situation has become worse in the last year	57%	22%	64%	19%
I have taken, or am considering taking, a second job in order to maintain my standard of living	55%	25%	42%	36%
Home ownership is still within reach for most people	34%	47%	23%	60%
I feel that jobs are getting easier to find	32%	42%	28%	44%

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 August 2024

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PUBLIC HEALTH & HEALTHCARE

Public Health & Healthcare

How much do you agree or disagree with the following statements? [*Public Health & Healthcare*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Mental health issues are a growing problem for people in the United States	86%	3%	82%	5%
Drug abuse is a serious public health issue in the United States	84%	4%	87%	5%
I am generally satisfied with my healthcare coverage	62%	17%	68%	18%
The cost of my health care and insurance is reasonable	52%	29%	45%	35%
The cost of prescription drugs is a financial problem for me	48%	28%	40%	37%
Medicaid and Medicare are working well now	46%	23%	46%	25%

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 August 2024

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	64%	10%	56%	15%
Abortion laws should be created by state governments, not by the federal government	51%	20%	50%	25%

Abortion Policy *Thinking about abortion policy and laws, which of the following comes closest to your view?*	Hispanic	Non-Hispanic
Abortion should be legal only in the case of rape, incest or when the mother's life is in danger	32%	26%
Abortion should be legal at any time during pregnancy	20%	19%
Abortion should be illegal in all cases	12%	13%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	11%	13%
Abortion should be legal only in the first 15 weeks of pregnancy	7%	10%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	7%	8%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	5%	4%
Other	1%	2%
Unsure/I don't know	5%	6%

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CRIME & PUBLIC SAFETY

Crime & Public Safety

How much do you agree or disagree with the following statements? [*Crime & Public Safety*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Homelessness is a serious problem in the United States	87%	3%	92%	3%
Crime is a growing problem in the United States	76%	5%	81%	8%
Homelessness is a serious problem in my neighborhood	67%	17%	55%	27%
Police departments in the United States are understaffed	66%	12%	75%	7%
I believe that stricter gun control laws would reduce crime	60%	20%	48%	41%
Government authorities have become too lenient on criminals	59%	13%	65%	15%
I support second amendment gun rights	58%	19%	66%	17%
Crime is a growing problem where I live	58%	20%	51%	25%

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 August 2024

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Crime & Public Safety

How much do you agree or disagree with the following statements? [*Crime & Public Safety*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Children in my community are generally safe at the schools they attend	55%	23%	58%	16%
My police department is understaffed	52%	18%	59%	11%
I feel less safe in my everyday life than I did a year ago	51%	24%	48%	28%
Gun violence is a growing problem where I live	50%	22%	42%	33%
Government authorities are doing a good job protecting businesses near where I live and shop	48%	18%	46%	21%
Government authorities are doing a good job combating crime in my neighborhood	47%	23%	43%	26%
My local government should significantly reduce the resources and budgets for police	31%	39%	21%	64%

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 August 2024

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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
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%	56%	27%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	67%	16%	80%	10%
All migrants who want to enter the United States should be fully vetted first	64%	8%	82%	6%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	62%	17%	79%	8%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	61%	20%	73%	11%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	59%	15%	68%	14%
There are too many undocumented immigrants crossing the border into the United States	59%	21%	79%	9%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	58%	21%	80%	9%
We should reform immigration laws to give higher priority to people with needed skills and education	56%	18%	54%	17%

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 August 2024

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Immigration & Border Security

How much do you agree or disagree with the following statements? [*Immigration & Border Security*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
There are too many undocumented migrants coming to my state	55%	23%	74%	10%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	54%	27%	37%	47%
The United States military should be used to secure the southern border	52%	28%	64%	22%
The arrival of migrants has made the affordable housing problem worse	51%	28%	65%	17%
Local law enforcement should be able to detain undocumented migrants	49%	31%	72%	14%
It feels like migrants are being treated better than most Americans	49%	33%	66%	20%
The rules that I have to live by don't seem to apply to migrants	48%	28%	64%	18%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	47%	30%	28%	56%
Most undocumented migrants who entered the U.S. over the last few years should be deported	46%	30%	62%	18%

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Immigration & Border Security

How much do you agree or disagree with the following statements? [*Immigration & Border Security*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The Biden administration is primarily responsible for the situation at the southern border	45%	35%	60%	26%
The U.S. should complete the construction of a wall on the southern border of the U.S.	45%	33%	64%	23%
Undocumented migrants have increased crime in my state	44%	33%	59%	18%
I support the way my state and local officials are handling the migrant issue	43%	29%	26%	48%
Undocumented migrants will take jobs away from poorer and working-class Americans	42%	40%	57%	27%
I support the way the Biden Administration is managing the southern border	42%	34%	26%	58%
The resettling of all the migrants will, in the long-run, benefit the United States	40%	27%	31%	40%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	39%	41%	54%	32%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	31%	46%	17%	70%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	30%	40%	24%	54%

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 August 2024

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CLIMATE CHANGE & ENERGY POLICY

Climate Change & Energy Policy

How much do you agree or disagree with the following statements? [*Climate Change & Energy Policy*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Climate change is a very big threat to the planet	70%	12%	60%	27%
Climate change is a result of human activity	64%	14%	59%	24%
Governments should create policies that encourage oil and gas production in the U.S.	56%	18%	63%	18%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	53%	23%	44%	39%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	50%	20%	37%	39%
Government regulation and action on climate change is hurting the economy	49%	24%	50%	27%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	45%	29%	36%	46%

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 August 2024

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GOVERNMENT

Government

How much do you agree or disagree with the following statements? [*Government*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The federal government of the United States has become too intrusive in the lives of Americans	63%	13%	66%	14%
The voting in the 2020 election was free and fair and the vote-counting was done accurately	63%	19%	53%	29%
The federal government of the United States is too big and powerful	57%	15%	66%	15%
The United States Justice Department has become politicized in its prosecutions	57%	15%	64%	14%
The FBI has become politicized in its investigations	53%	16%	61%	16%
I want the next president to shrink the size of the federal government	46%	16%	55%	16%
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	41%	29%	31%	47%

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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%	10%	57%	20%
I support the Biden Administration's efforts to forgive student loans	59%	22%	39%	47%
China represents the most serious economic and geo-political threat to the United States	57%	12%	68%	11%
The U.S. government should spend less money supporting the war in Ukraine	56%	18%	55%	24%
The government should ban social media, like Facebook and TikTok, from being used by children	49%	29%	49%	30%
Iran is the primary destabilizing force in the Middle East	48%	11%	62%	9%
I think that the United States spends too much on defense and the military	47%	29%	33%	48%
I support the way the Biden Administration is dealing with the Israel-Hamas war	40%	35%	29%	51%
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%	32%	44%	31%
Student loans should not be forgiven and paid for by taxpayers	38%	37%	54%	31%
The United State should increase the amount of military aid it sends to Israel	33%	41%	36%	39%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	29%	45%	24%	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 likely 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	66%	10%	74%	9%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	62%	15%	64%	14%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	58%	16%	60%	17%
Social media, like Facebook and TikTok, does more harm than good	47%	26%	55%	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 likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of August 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	79%	8%	87%	3%
College is no longer worth the cost for most students	66%	10%	76%	10%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	65%	9%	61%	17%
Parents should have a say in what is taught to their children in public schools	63%	14%	73%	11%
More emphasis should be placed on trade schools	59%	7%	75%	6%
The public schools in my neighborhood are good	54%	20%	49%	20%
The public school system is working well in my state	42%	28%	35%	33%
Public schools where I live are better than they were before the pandemic	37%	23%	27%	31%
The federal government's Department of Education should be eliminated	30%	40%	34%	40%
Colleges and universities should be allowed to use race in admissions decisions	28%	49%	21%	60%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)
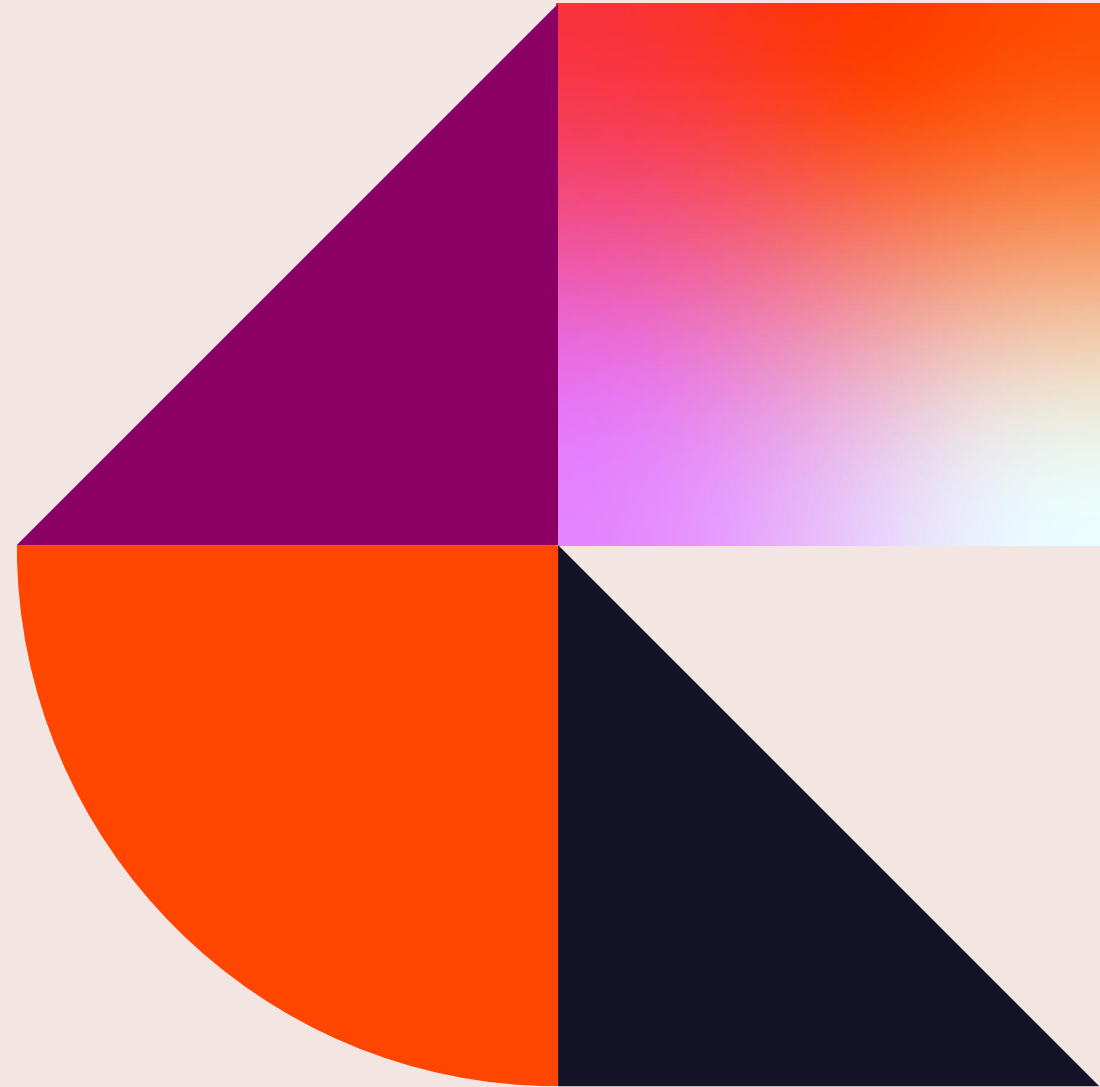*Agree and Disagree above will not sum to 100%*
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of August 2024

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Information Sources & Language Preferences

YouTube, Local TV, Facebook, 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.
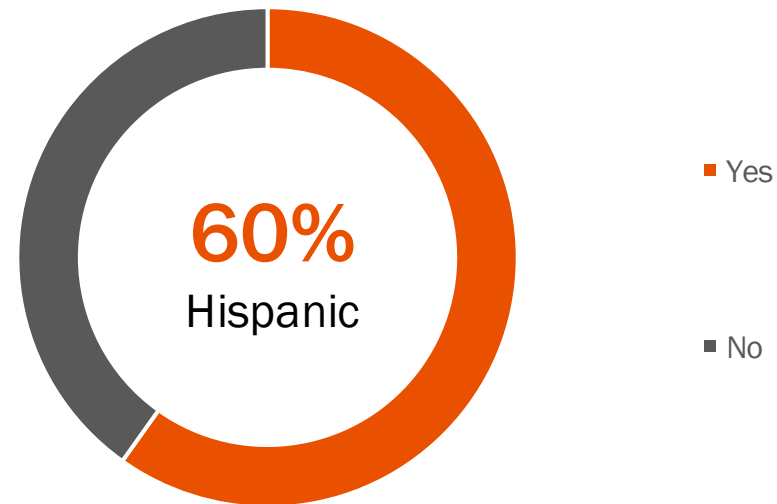
Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
YouTube	55%	37%	Online publications	23%	26%
Local Television	44%	49%	Podcasts	21%	20%
Facebook	40%	25%	Newspapers	19%	23%
National Television (like network programs or cable news)	39%	50%	Debates	15%	25%
TikTok	33%	14%	Snapchat	15%	6%
Instagram	28%	16%	Magazines	6%	8%
Family	25%	27%	Community organization	6%	4%
Friends	25%	28%	School	4%	4%
X, formerly known as Twitter	24%	19%	Religious organization/Church	3%	6%
Radio	23%	23%	None of these	5%	4%

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Spanish-Language News Viewers & Streamers

Do you watch or stream Spanish-language news?

Spanish-Language News Viewers & Streamers

60%
Hispanic

■ Yes

■ No

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54% of Hispanics Need More Information About the Candidates & Their Positions on the Issues
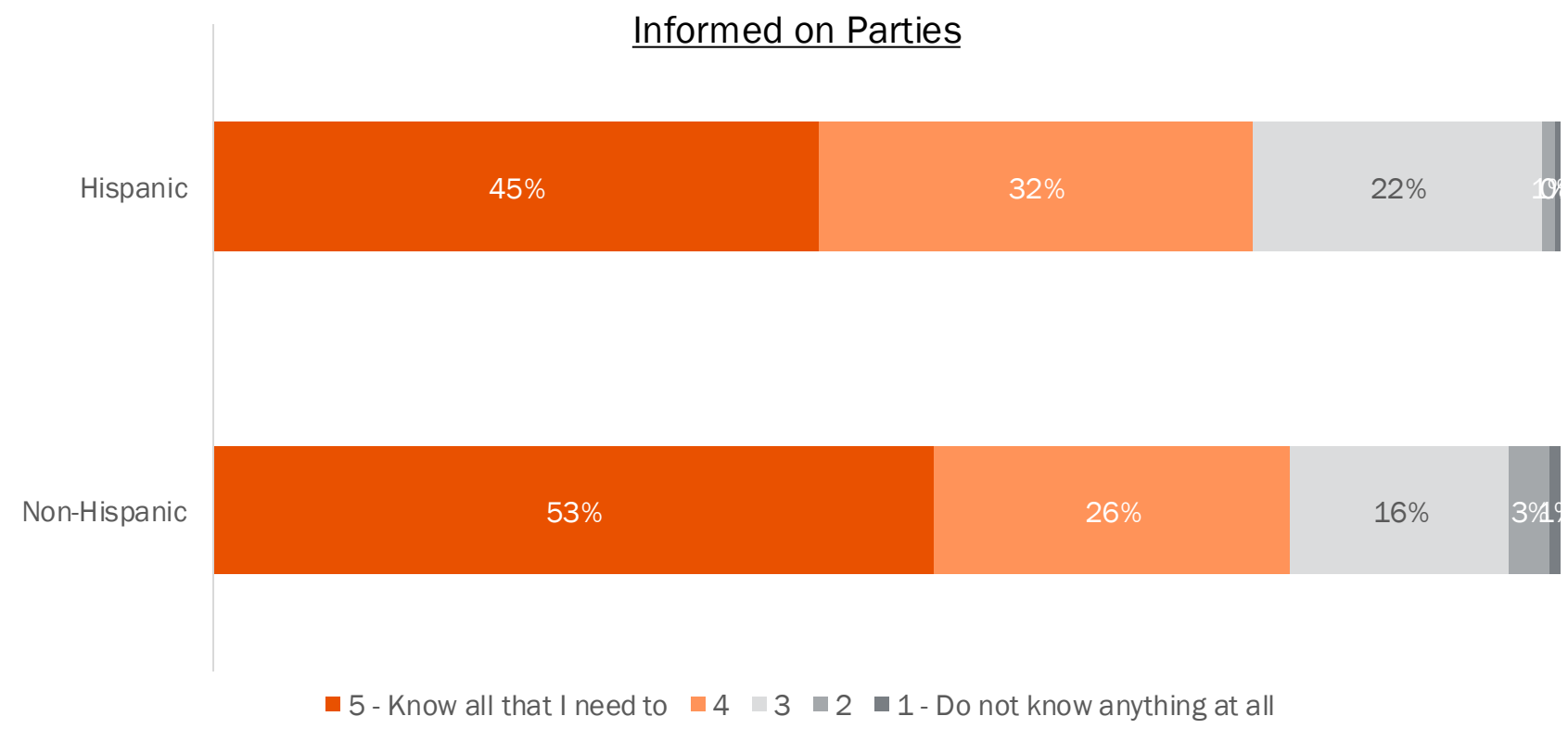
Do you think that you know enough now about the candidates and their positions on the issues most important to you to confidently make a voting decision?
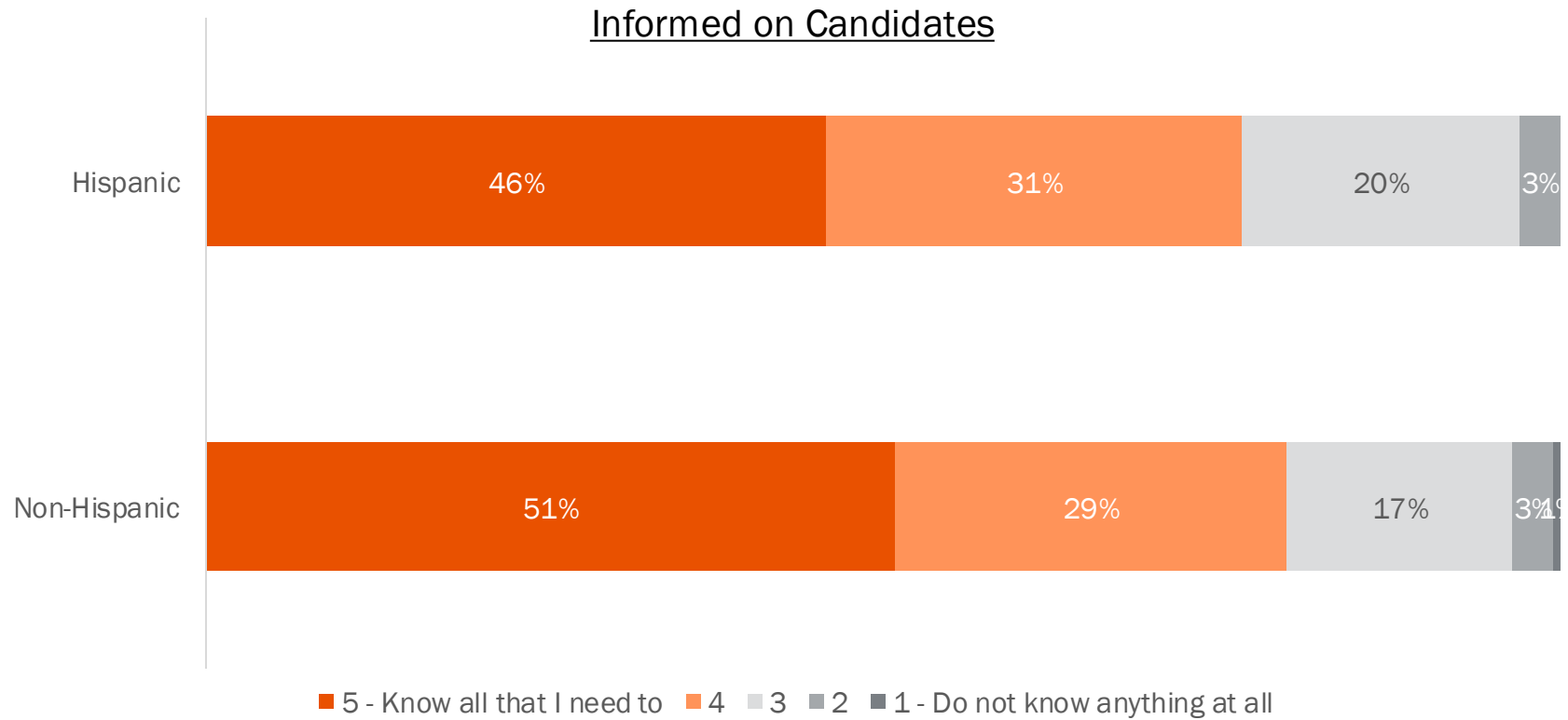
Informed on Candidates

	5 - Know all that I need to	4	3	2	1 - Do not know anything at all
Hispanic	46%	31%	20%	3%	
Non-Hispanic	51%	29%	17%	3%	1%

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

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55% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision
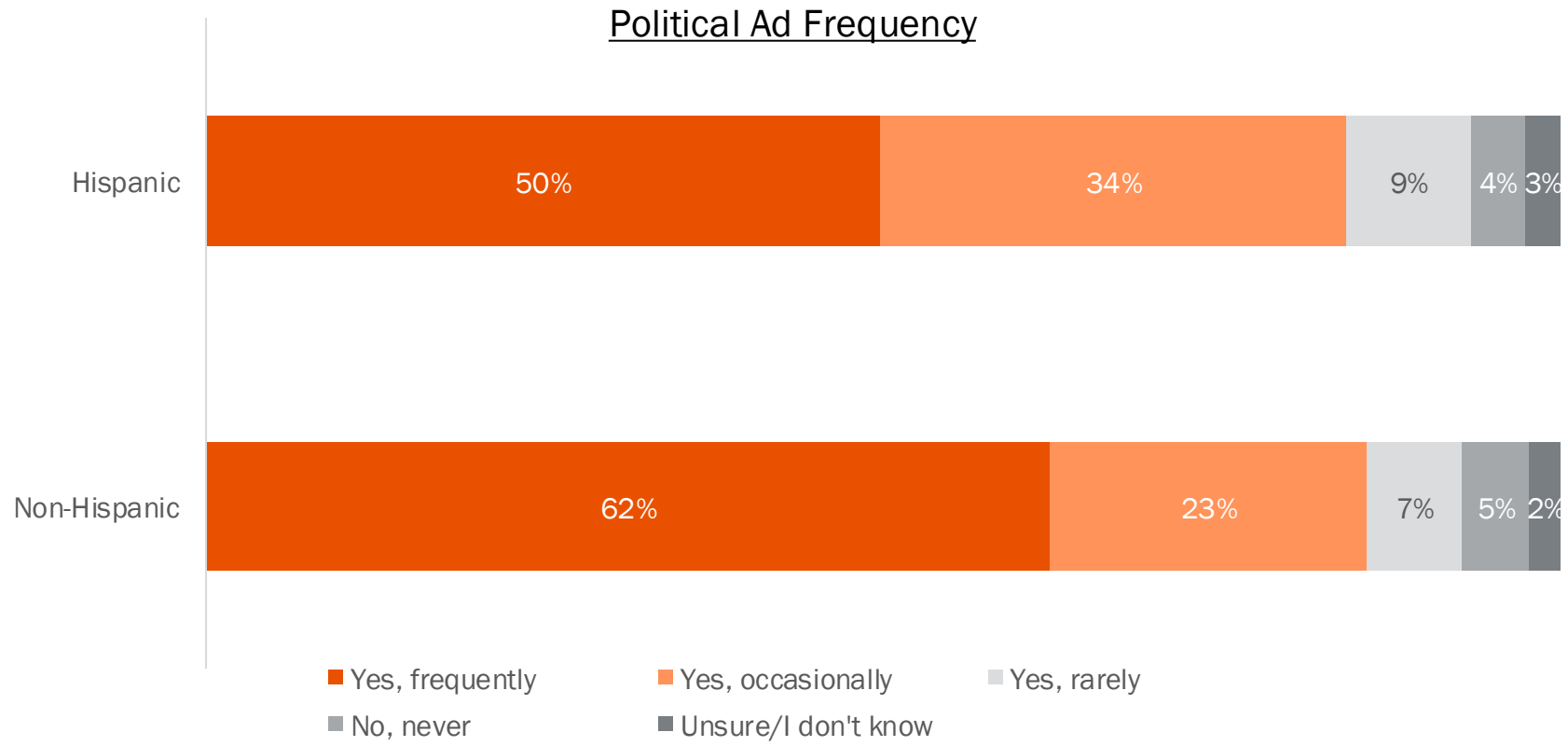
Do you think that you know enough now about where the political parties stand on the issues most important to you to confidently make a voting decision?

Informed on Parties

Hispanic
| 45% | 32% | 22% | 1% |

Non-Hispanic
| 53% | 26% | 16% | 3% 1% |

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

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?

Political Ad Frequency

	Yes, frequently	Yes, occasionally	Yes, rarely	No, never	Unsure/I don't know
Hispanic	50%	34%	9%	4%	3%
Non-Hispanic	62%	23%	7%	5%	2%

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

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Messaging in Spanish is *Powerful* and *Connects*

75%
OF HISPANICS AGREE

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

64%
OF HISPANICS AGREE

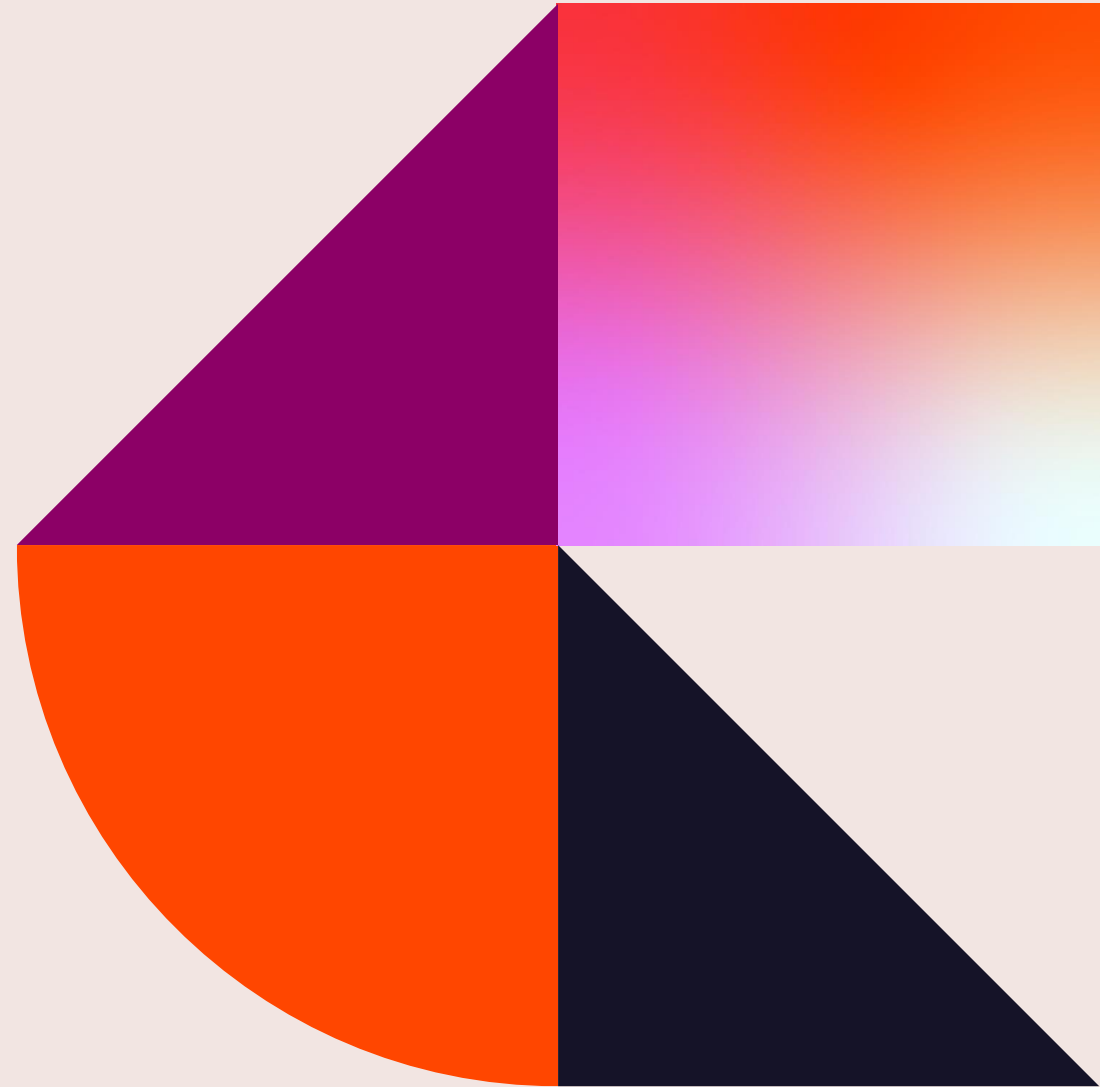Political parties and candidates who advertise in Spanish are *showing me they want my vote*

60%
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*
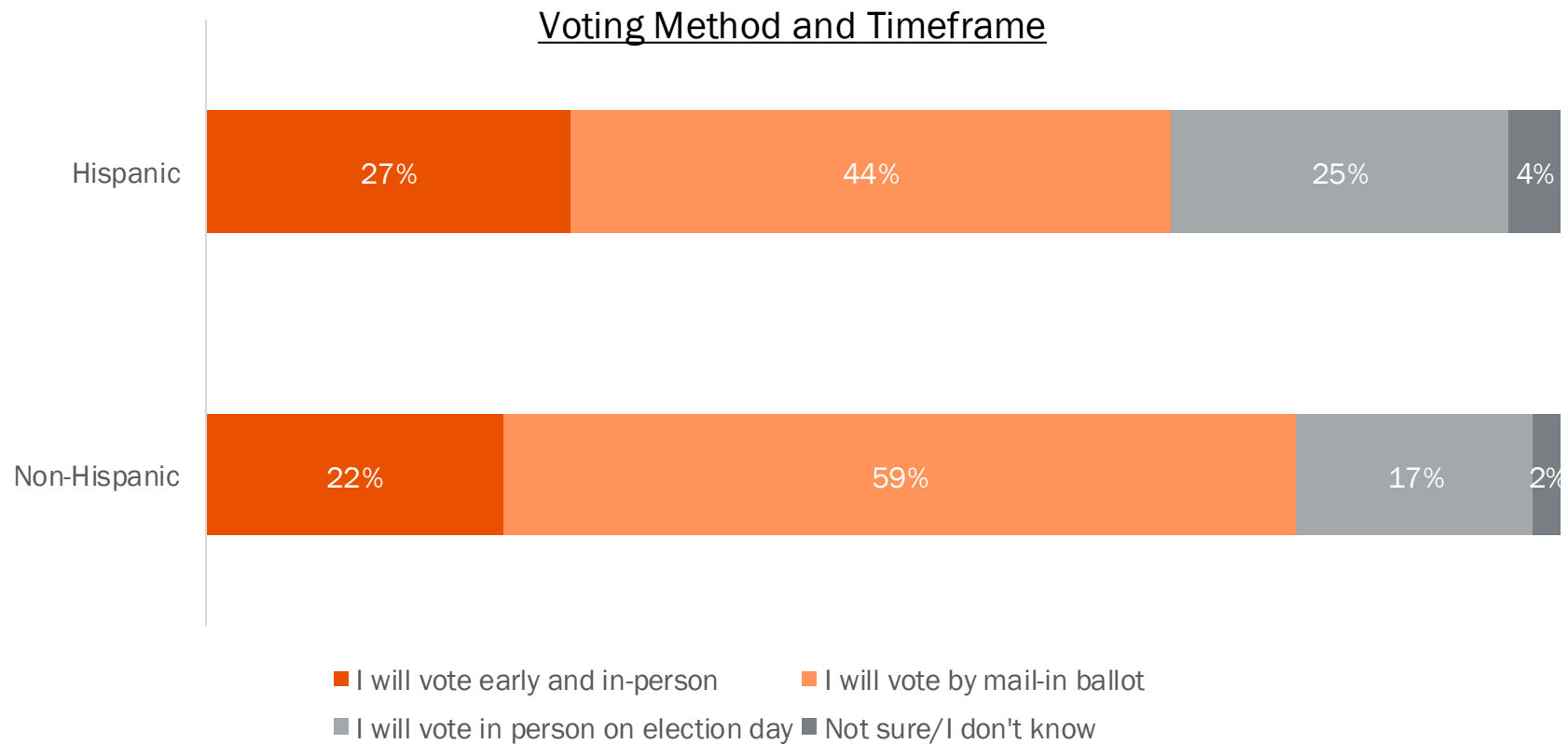
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Voting & Campaign Information

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

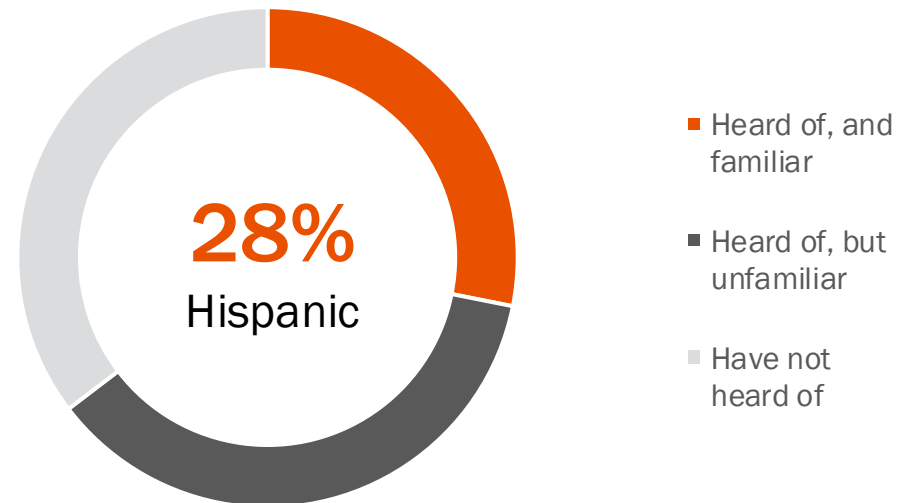*How do you plan to vote in the General election?*

Voting Method and Timeframe

	I will vote early and in-person	I will vote by mail-in ballot	I will vote in person on election day	Not sure/I don't know
Hispanic	27%	44%	25%	4%
Non-Hispanic	22%	59%	17%	2%

■ 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

28%
Hispanic

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

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Poder Latino Familiarity

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

Poder Latino Familiarity

24%
Hispanic

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

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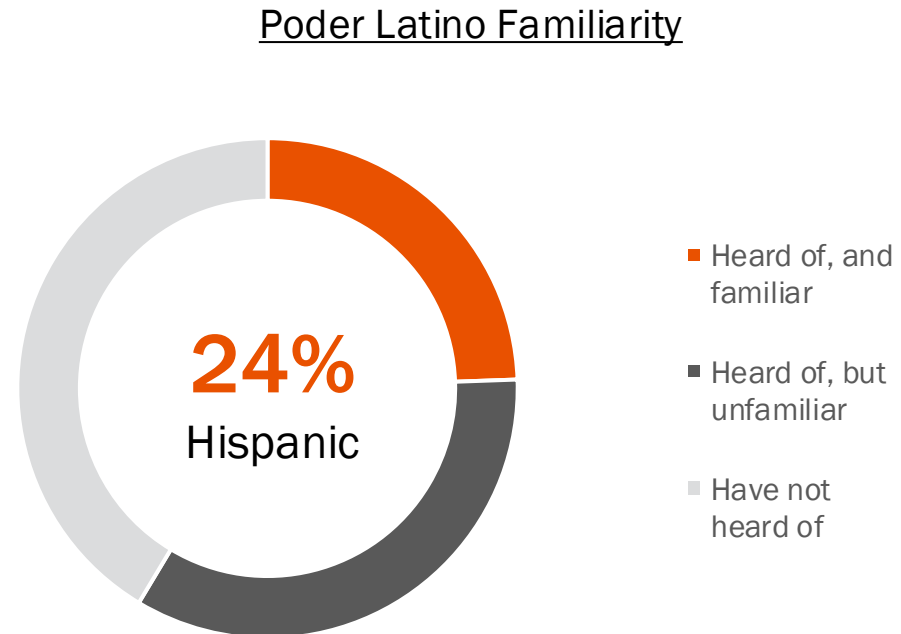
Political Campaigning

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	73%	6%	67%	10%
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	33%	46%	21%	63%

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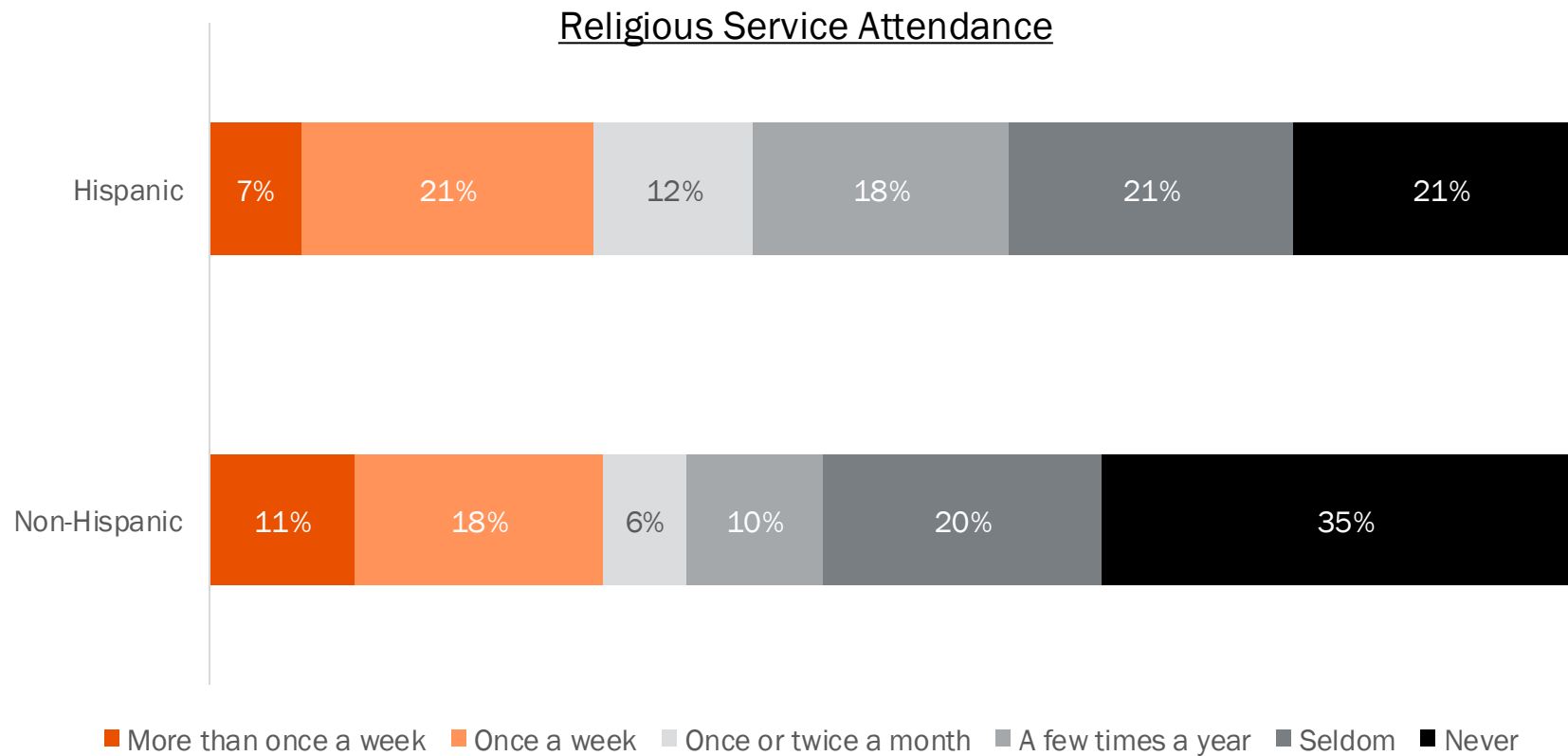*Source: Univision political tracker in collaboration with Media Predict as of August 2024*

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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

Hispanic: 7% | 21% | 12% | 18% | 21% | 21%

Non-Hispanic: 11% | 18% | 6% | 10% | 20% | 35%

Legend: More than once a week | Once a week | Once or twice a month | A few times a year | Seldom | Never

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Ballot Language Preference

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

Ballot Language Preference

89%
Hispanic

■ Spanish

■ English

■ No preference