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

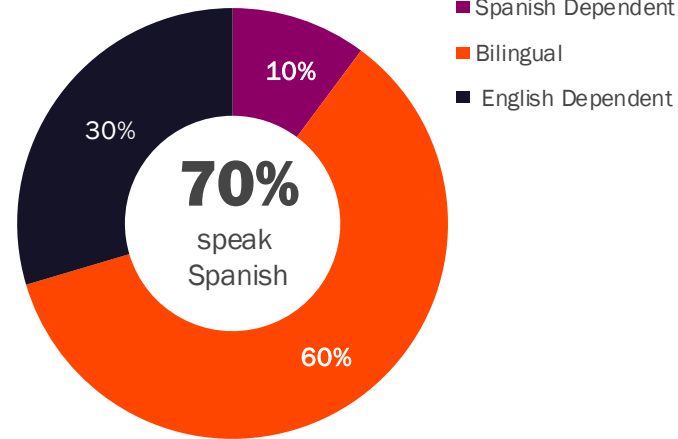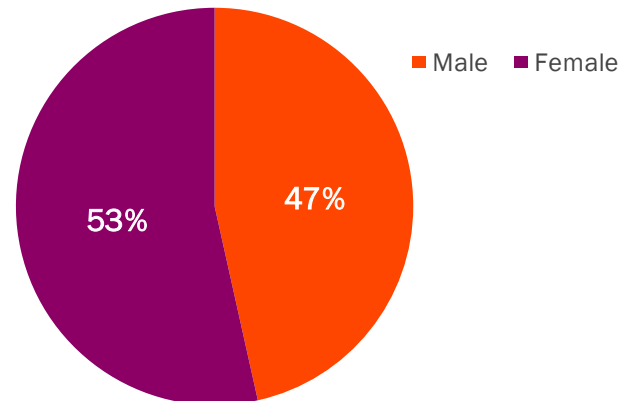**21%** of all registered voters

POLITICAL AFFILIATION

42%	18%	41%

- Democratic 345,408
- Republican 146,813
- Independent/Other 339,813
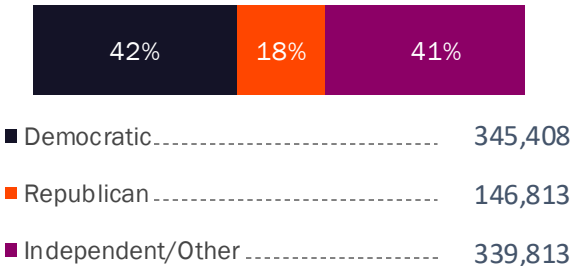
AGE DISTRIBUTION 18+	HISPANIC
18-34	37%
35+	63%
18-24	13%
25-34	24%
35-49	24%
50-64	21%
65+	18%

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*	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%

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2024 AZ Hispanic Voters in Presidential Years

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

+21% vs. 2020
NH: +20%

+50% vs. 2016
NH: +41%

616,072

509,065

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

339,753

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
September 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 1,711 likely voters ages 18+

A18+

685 Hispanic
(397 SpanDom/Bilingual)

1,026 Non-Hispanic

- In field 9/12/2024 – 9/19/2024

- 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 3.8% for Hispanics and 3.1% for Non-Hispanics.

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

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Only 38% 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

38%
Hispanic
33% Aug'24
43% Apr'24

24%
Non-Hispanic
27% Aug'24
22% Apr'24
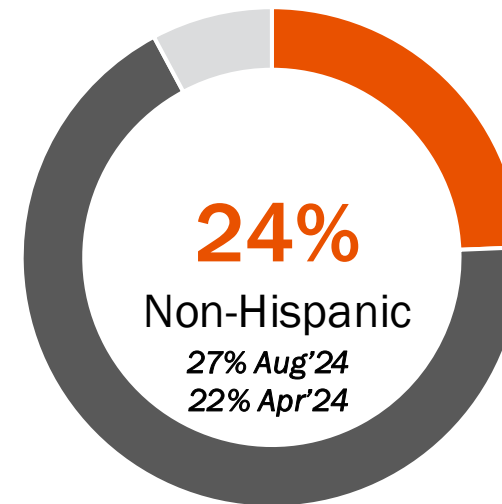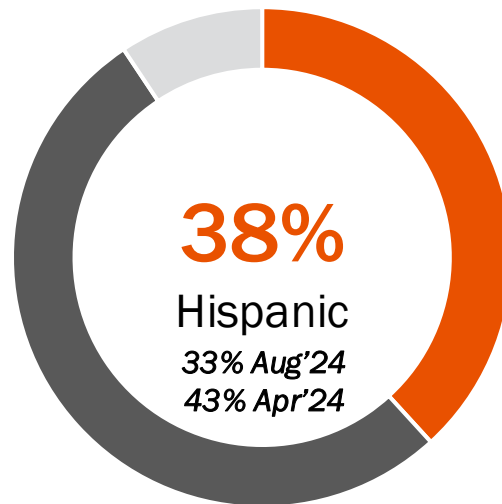
- ■ Right direction
- ■ Wrong track
- ■ Unsure/I don't know

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General Election Polling
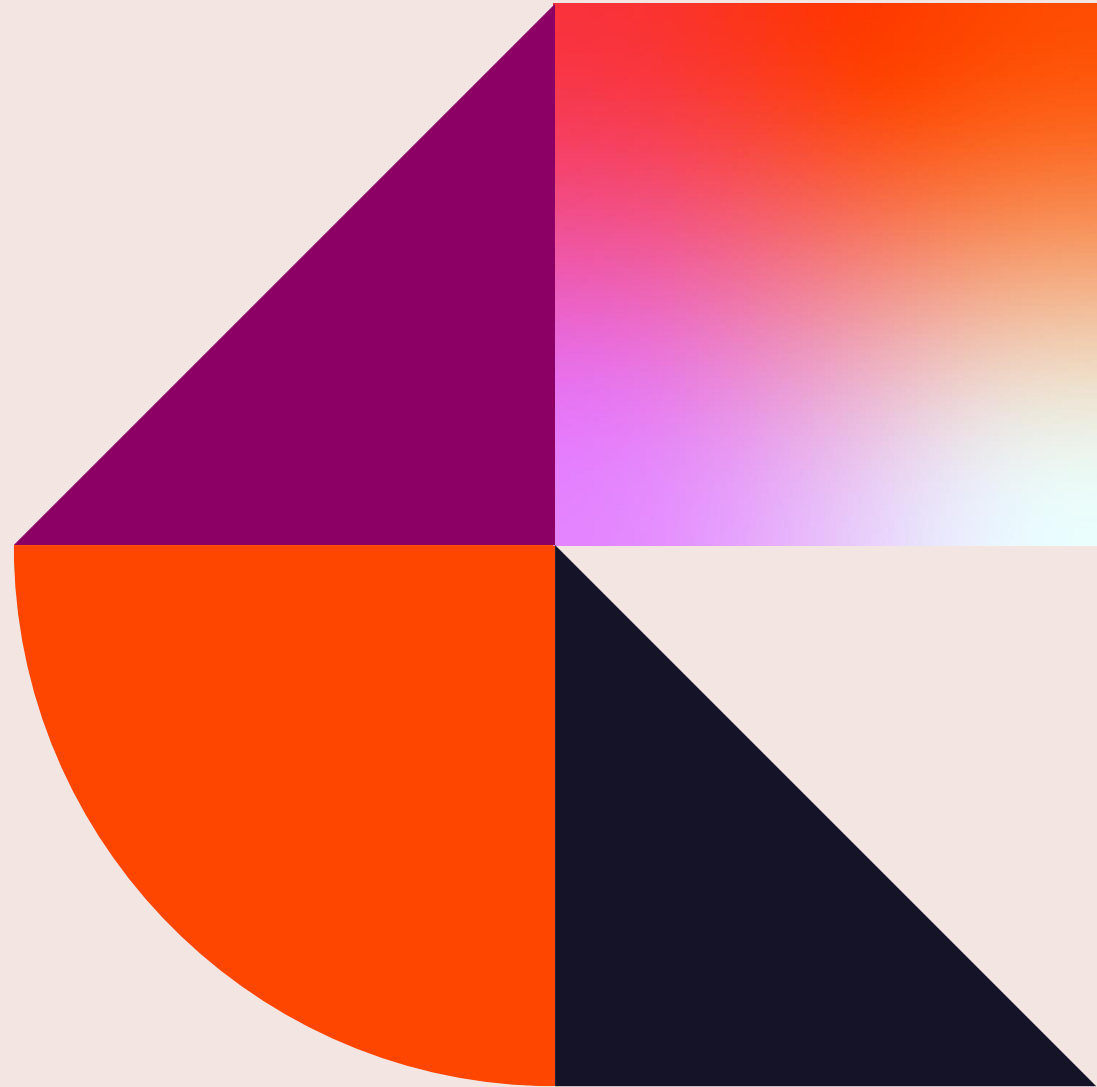
Matchup: Harris vs Trump

- KAMALA HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 29% OF HISPANICS UP FOR GRABS (26% NOT DEFINITE, 3% 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

| 52% | 15% | 11% | 18% | 2% | 3% |

43% Aug'24
Biden 37% Apr'24

25% Aug'24
18% Apr'24

Non-Hispanic

| 36% | 7% | 7% | 46% | 2% | 2% |

34% Aug'24
Biden 30% Apr'24

43% Aug'24
41% Apr'24

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

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

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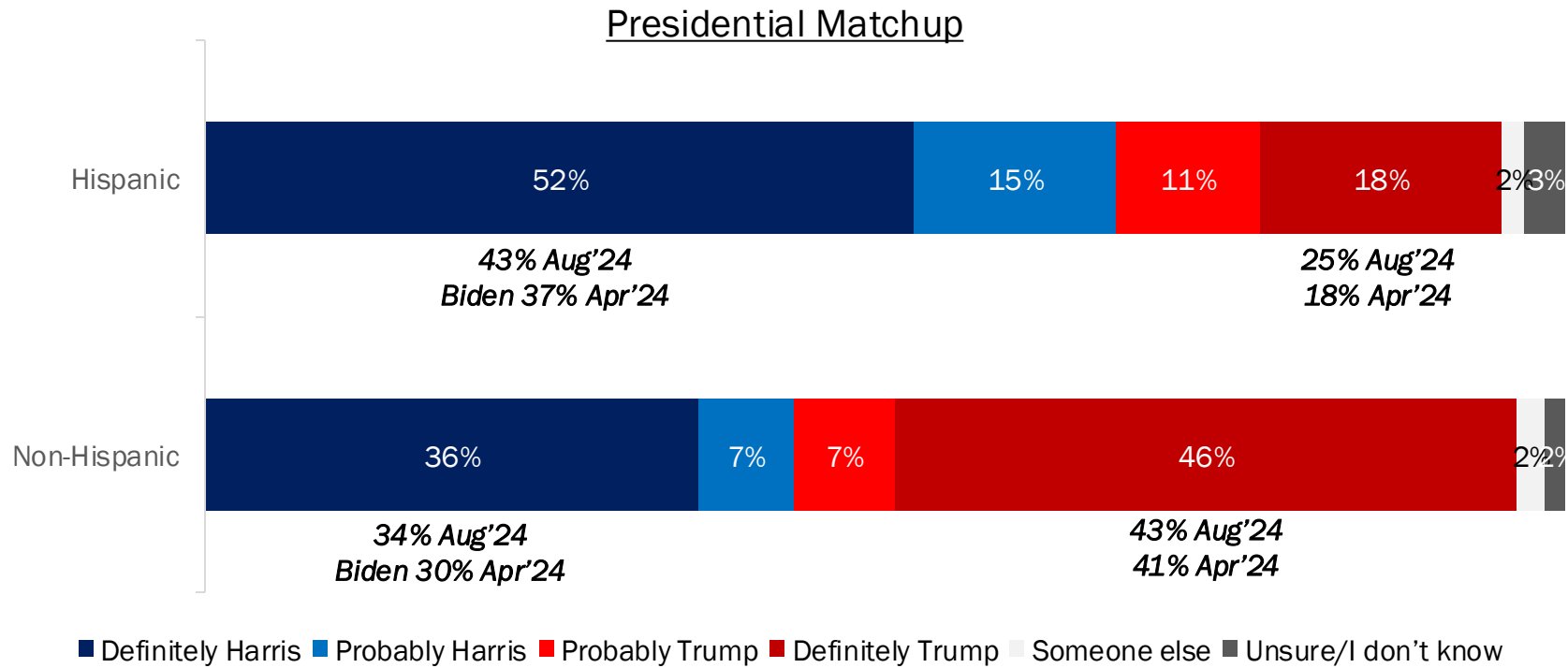
Candidate Support among Hispanics

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

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	Trump
Total	66%	32%
Probably	16%	13%
Definitely	50%	20%

Women
	Harris	Trump
Total	68%	25%
Probably	14%	9%
Definitely	54%	16%

18-34
	Harris	Trump
Total	64%	31%
Probably	21%	13%
Definitely	42%	18%

35+
	Harris	Trump
Total	70%	26%
Probably	9%	8%
Definitely	61%	18%

Married
	Harris	Trump
Total	66%	31%
Probably	12%	9%
Definitely	55%	22%

Children in HH
	Harris	Trump
Total	59%	38%
Probably	14%	12%
Definitely	46%	26%

Aug'24:
(Top2Box)

Men	Women	18-34	35+	Married	Children in HH
55% | 38%	65% | 30%	58% | 37%	60% | 32%	57% | 35%	60% | 34%

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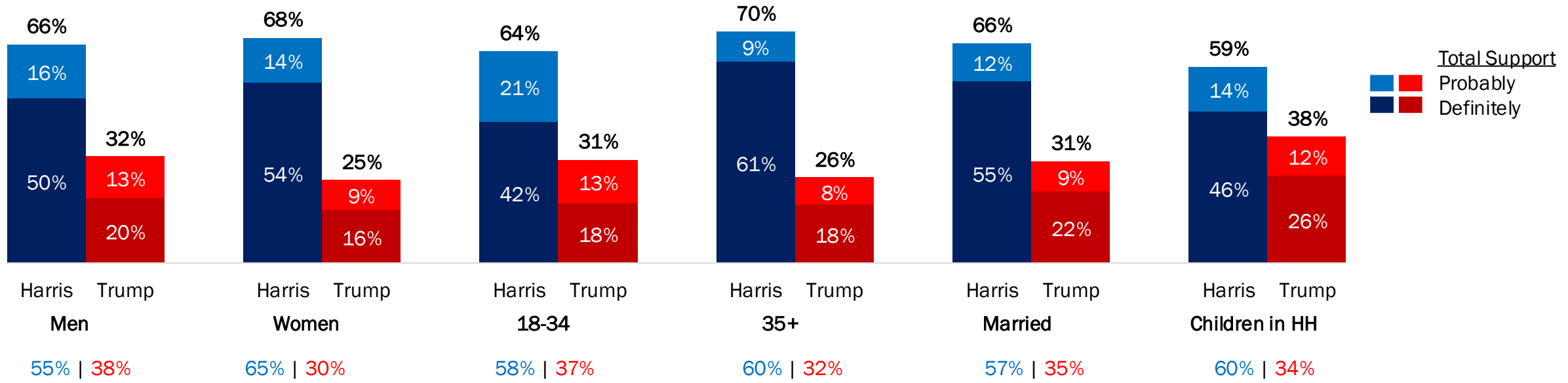
Trump Voters Are More Enthusiastic

You indicated that you probably or definitely intend to vote for [candidate] for President. Is that vote more in favor of [candidate] or more in opposition to [opposition candidate]?

Voting 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:
- 7% / 3% Aug'24
- 18%
- 74% / 71% Aug'24

Non-Hispanic:
- 17% / 21% Aug'24
- 28%
- 55% / 54% Aug'24

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:
- 6% / 10% Aug'24
- 13%
- 80% / 77% Aug'24

Non-Hispanic:
- 13% / 8% Aug'24
- 22%
- 65% / 68% Aug'24

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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?
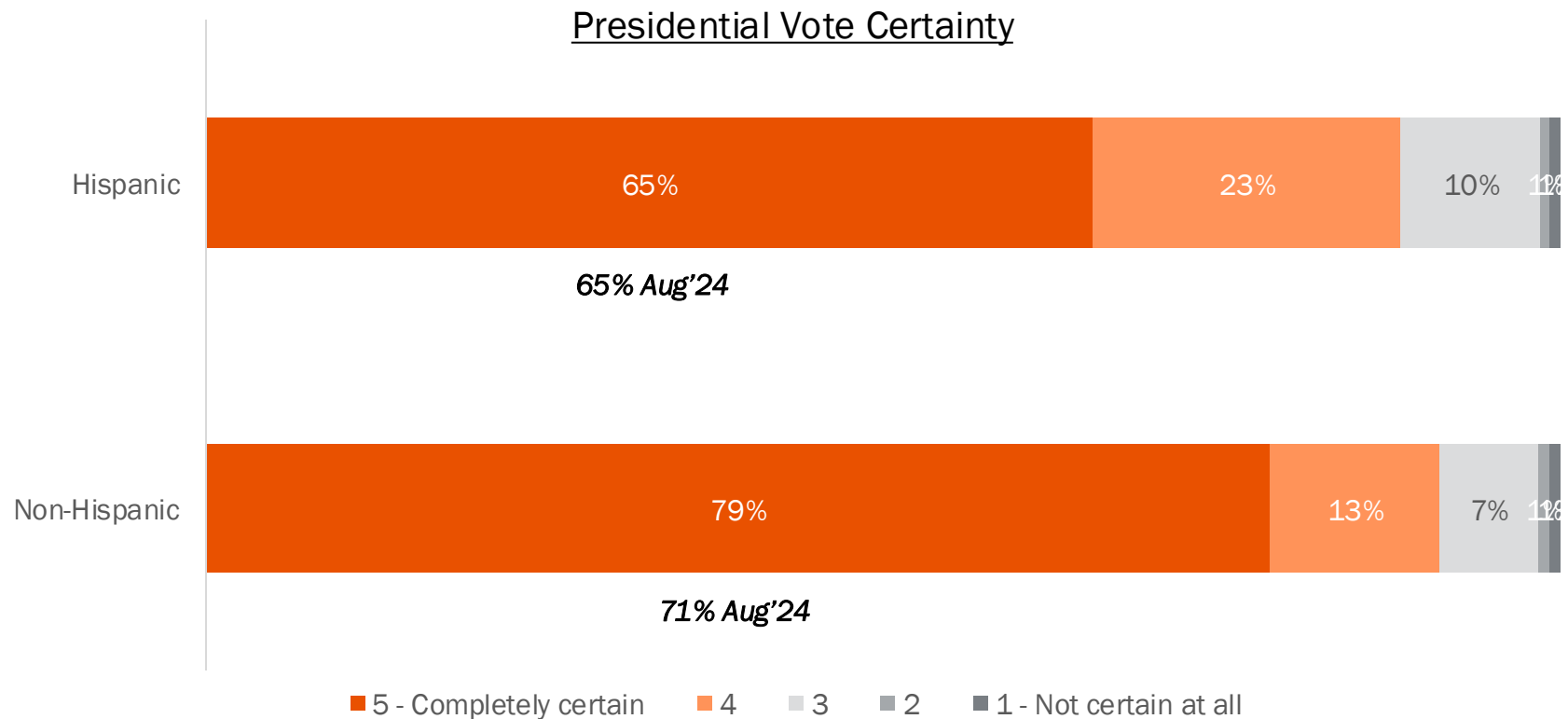
Presidential Vote Certainty

Hispanic
| 65% | 23% | 10% | 1% |

65% Aug'24

Non-Hispanic
| 79% | 13% | 7% | 1% |

71% Aug'24

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
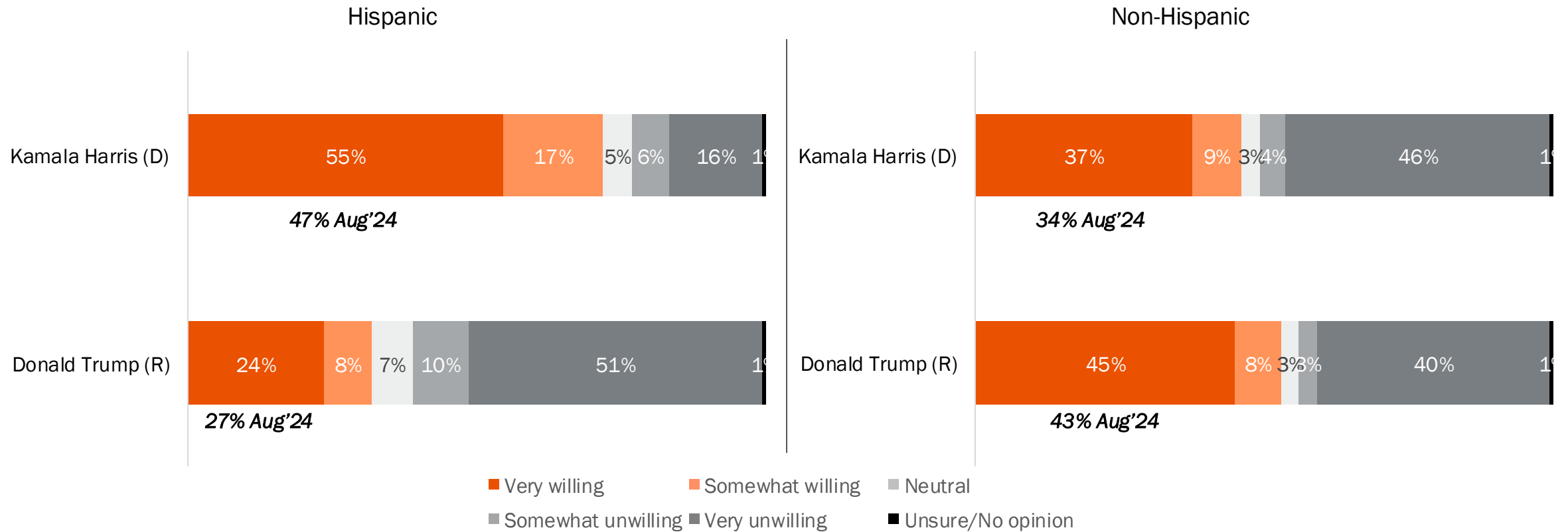
Hispanic

Kamala Harris (D)
| 55% | 17% | 5% | 6% | 16% | 1% |

47% Aug'24

Donald Trump (R)
| 24% | 8% | 7% | 10% | 51% | 1% |

27% Aug'24

Non-Hispanic

Kamala Harris (D)
| 37% | 9% | 3% | 4% | 46% | 1% |

34% Aug'24

Donald Trump (R)
| 45% | 8% | 3% | 3% | 40% | 1% |

43% Aug'24

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

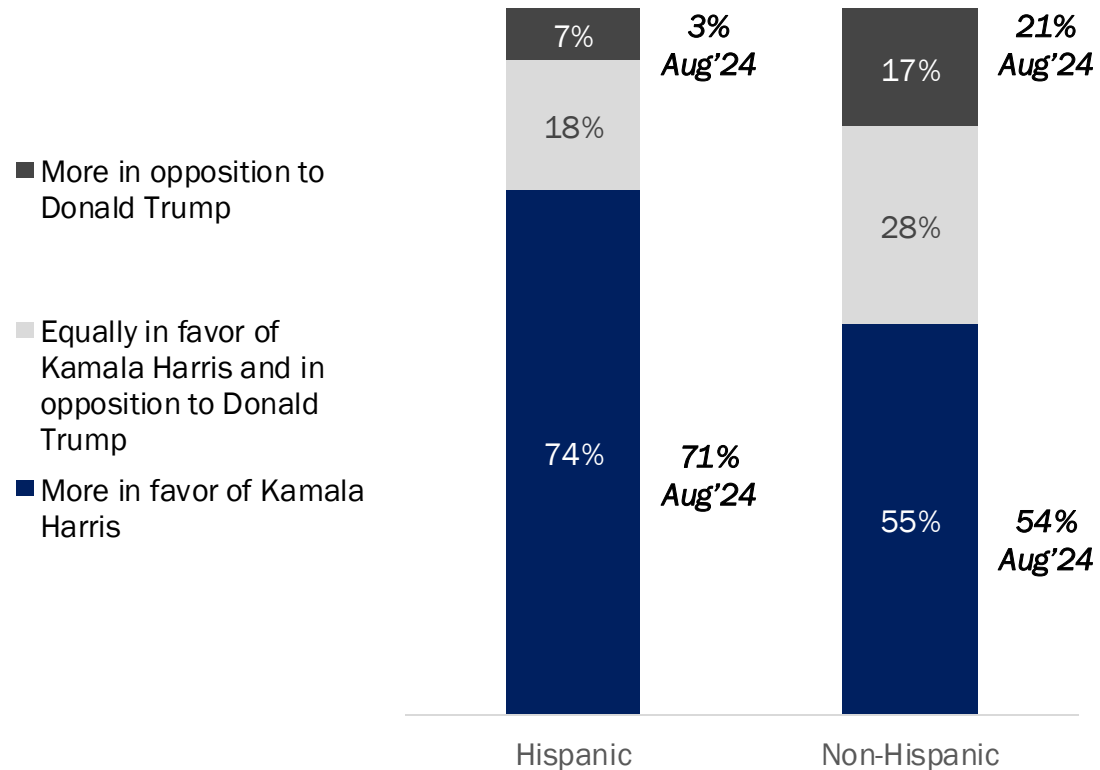*Among likely voters 18+*
Source: Univision political tracker in collaboration with Media Predict as of September 2024

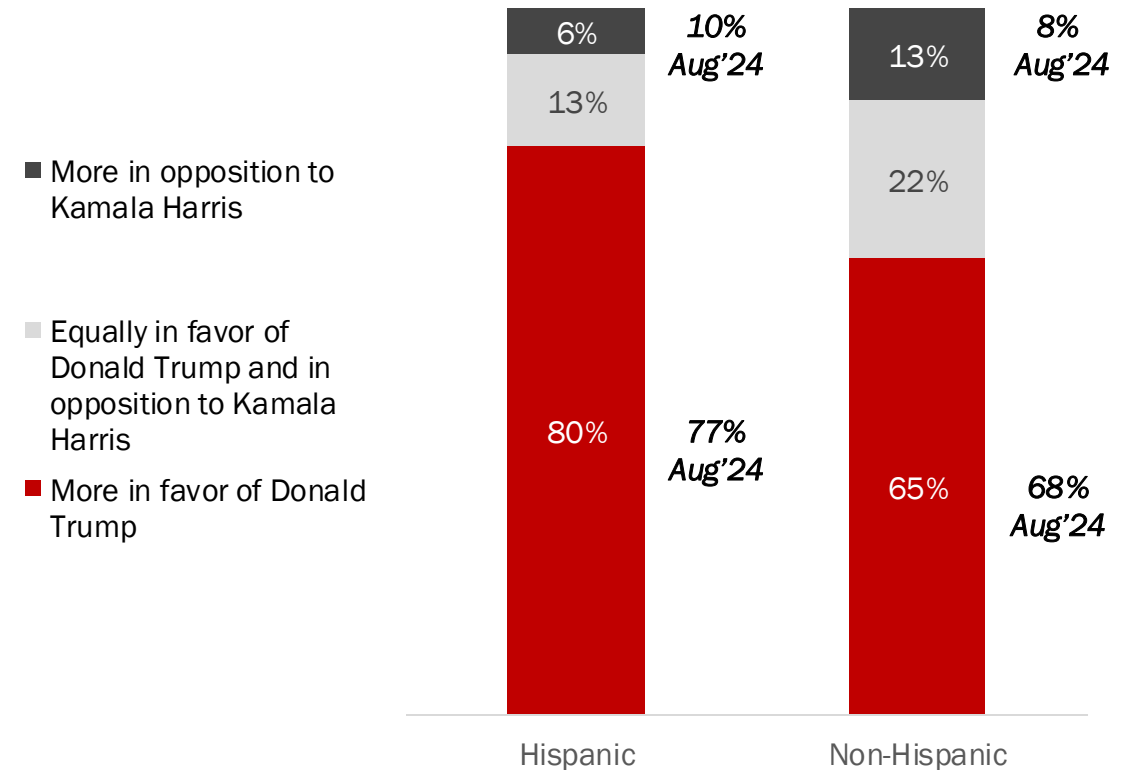Televisa Univision | Consumer Strategy & Insights

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House of Representatives Vote

- DEMOCRATS FAVORED BY HISPANICS, HIGHER THAN NON-HISPANICS
- 35% OF HISPANICS UP FOR GRABS (25% NOT DEFINITE, 10% UNSURE)

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

House of Representatives Vote

Hispanic

| 47% | 16% | 9% | 16% | 2% | 10% |

41% Aug'24
38% Apr'24

22% Aug'24
14% Apr'24

Non-Hispanic

| 31% | 10% | 13% | 39% | 1% | 5% |

29% Aug'24
28% Apr'24

38% Aug'24
38% Apr'24

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

Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of September 2024
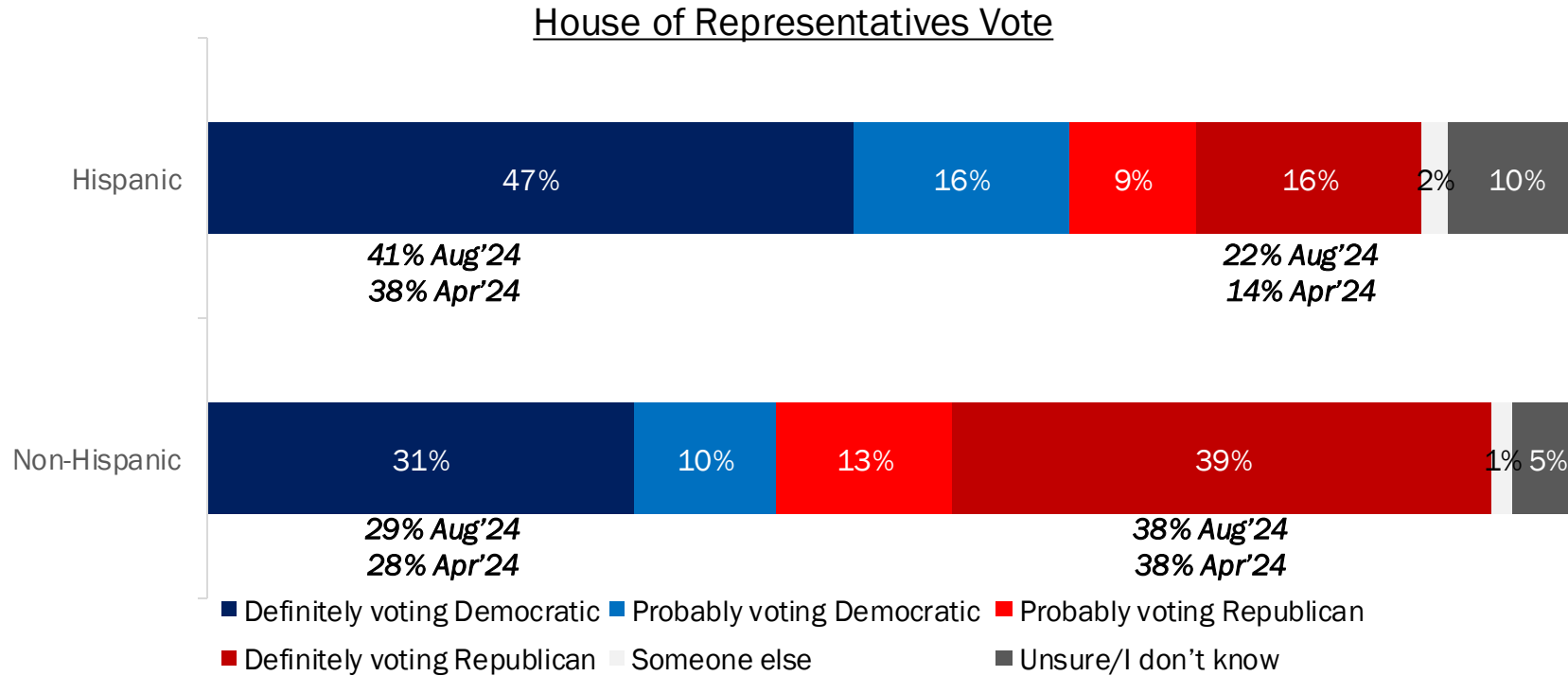
14

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Matchup: Gallego vs Lake

- RUBEN GALLEGO LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 41% OF HISPANICS UP FOR GRABS (29% NOT DEFINITE, 12% 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	47%	19%	10%	11%	2%	12%
Non-Hispanic	37%	10%	12%	33%	2%	5%

Hispanic:
44% Aug'24 | 18% Aug'24
41% Apr'24 | 12% Apr'24

Non-Hispanic:
36% Aug'24 | 31% Aug'24
34% Apr'24 | 33% Apr'24

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

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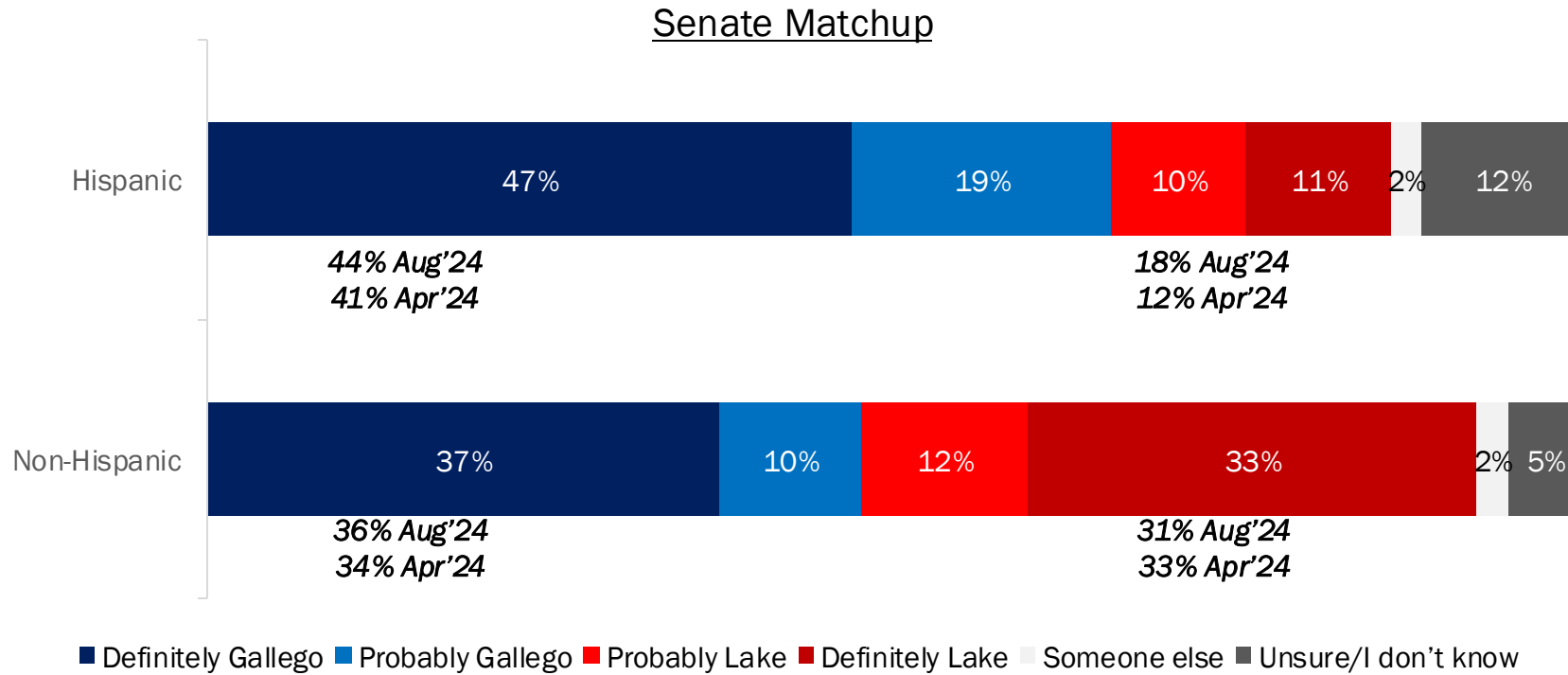
Candidate Support among Hispanics

- LAKE'S STRONGEST SUPPORT AMONG PARENTS
- GALLEGO'S STRONGEST SUPPORT AMONG ADULTS 35+

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
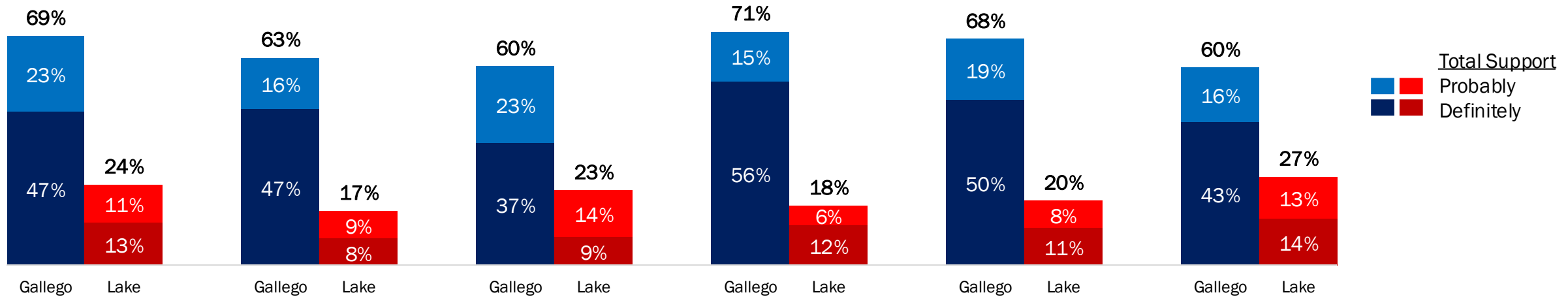
	Men		Women		18-34		35+		Married		Children in HH	
	Gallego	Lake	Gallego	Lake	Gallego	Lake	Gallego	Lake	Gallego	Lake	Gallego	Lake
Aug'24:	60%	33%	66%	25%	63%	25%	63%	32%	60%	33%	64%	25%
Apr'24:	60%	33%	59%	22%	57%	26%	62%	28%	62%	29%	64%	27%

(Top2Box)

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

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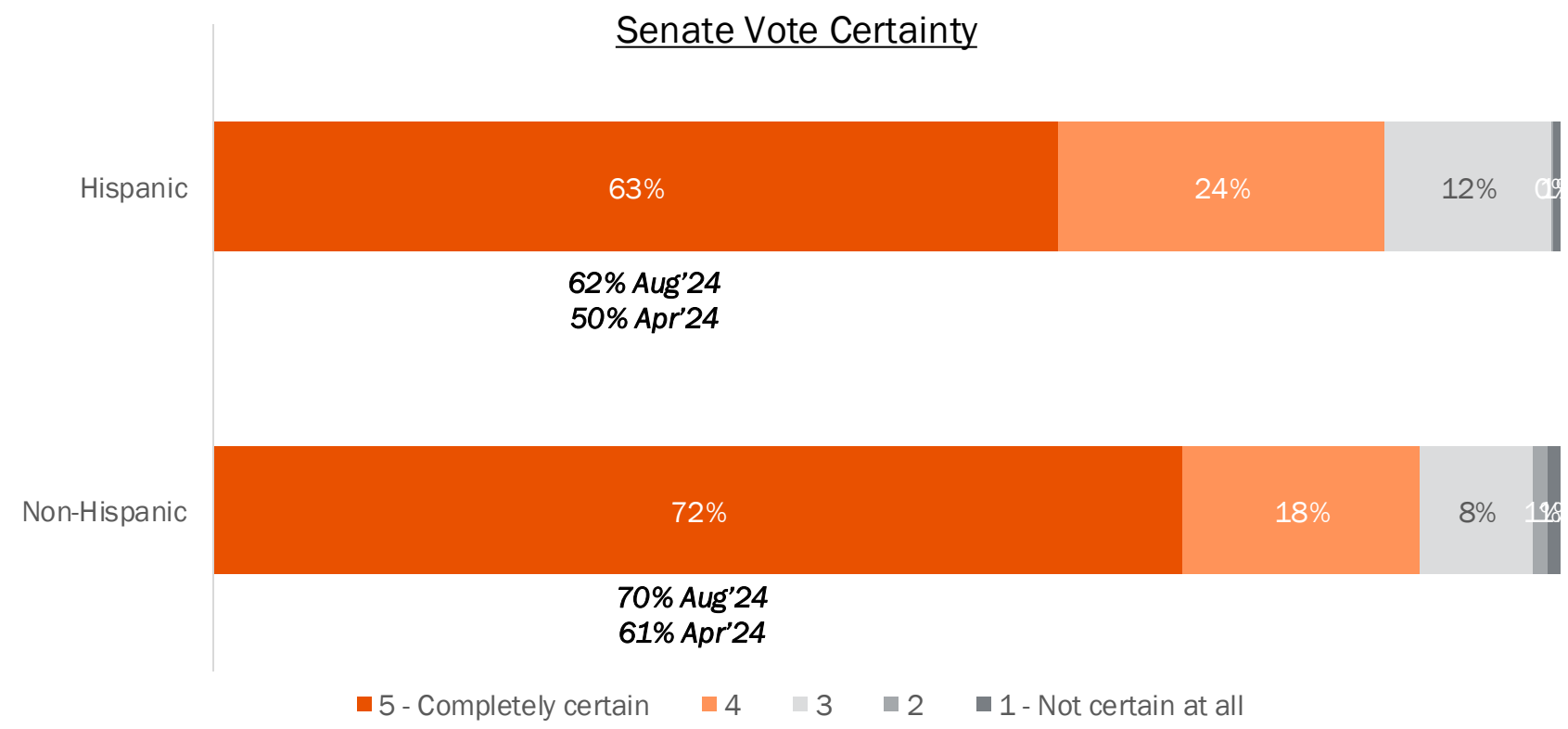
Senate Vote Certainty

Hispanic

| 63% | 24% | 12% | 0% |

62% Aug'24
50% Apr'24

Non-Hispanic

| 72% | 18% | 8% | 1% |

70% Aug'24
61% Apr'24

■ 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 September 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

Ruben Gallego (D)
| 50% | 17% | 12% | 6% | 10% | 4% |

47% Aug'24
43% Apr'24

Kari Lake (R)
| 14% | 11% | 12% | 13% | 46% | 5% |

21% Aug'24
15% Apr'24

Non-Hispanic

Ruben Gallego (D)
| 37% | 13% | 7% | 8% | 33% | 2% |

35% Aug'24
30% Apr'24

Kari Lake (R)
| 33% | 10% | 6% | 6% | 42% | 2% |

33% Aug'24
32% Apr'24

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

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

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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

Hispanic

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
28%	18%	14%	11%	24%	2%	4%

46%

49% Aug'24
42% Apr'24

Non-Hispanic

| 16% | 13% | 13% | 9% | 39% | 1% | 8% |

29%

36% Aug'24
28% Apr'24

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

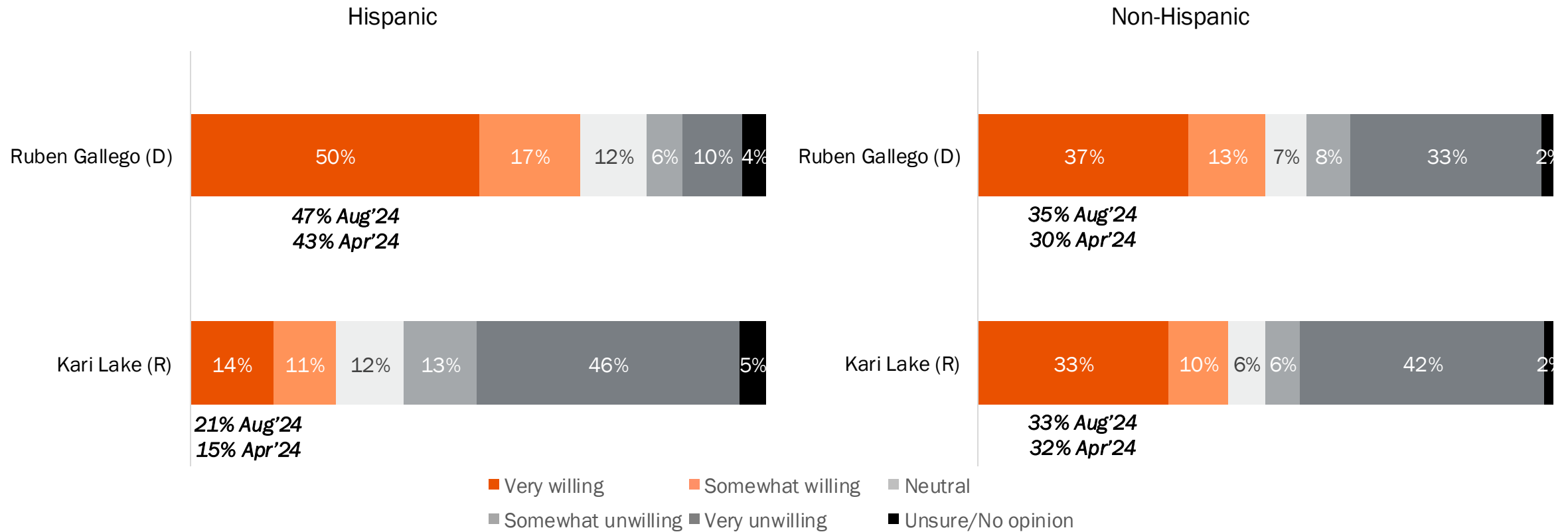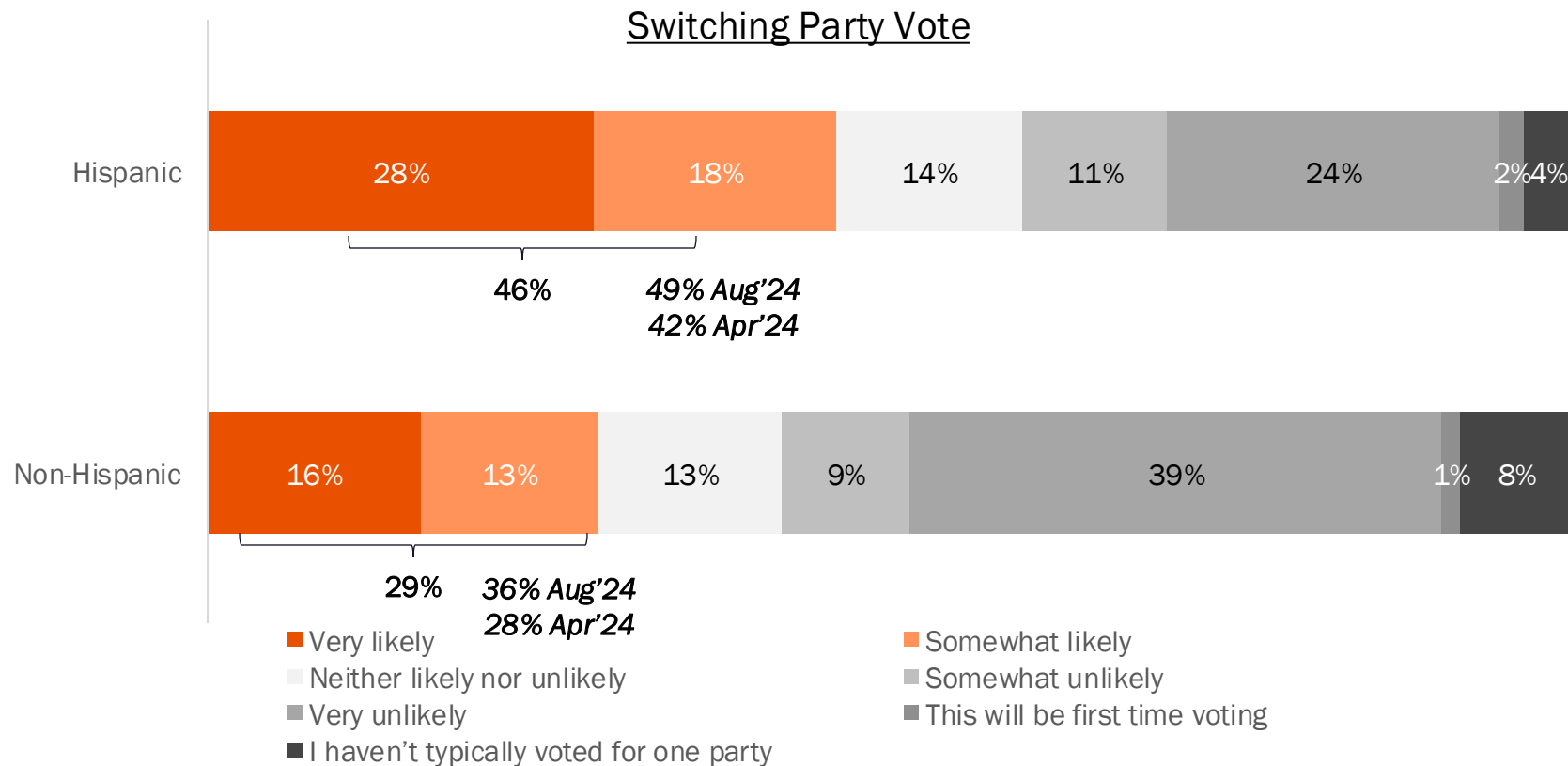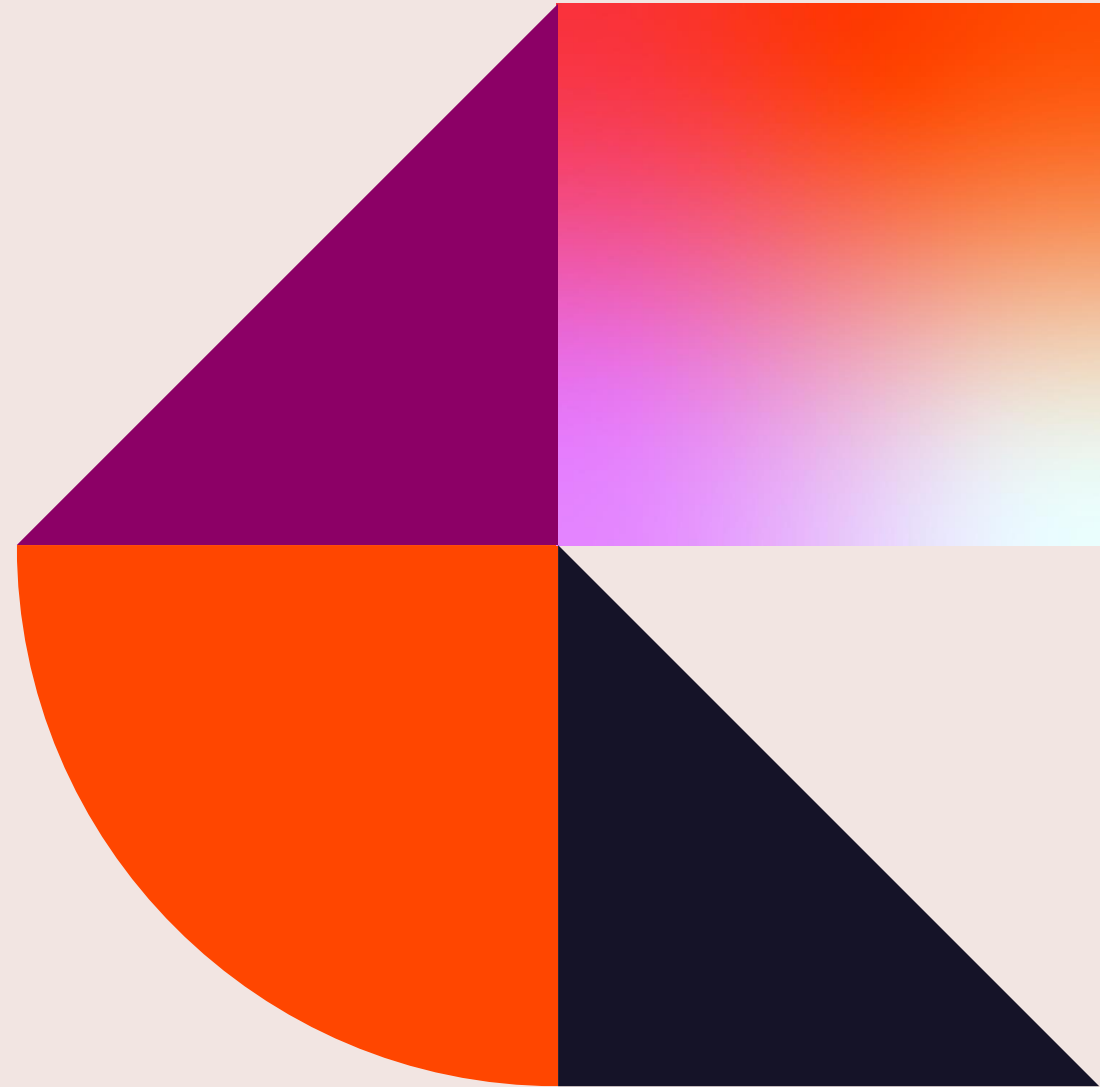*Among likely voters 18+*
Source: Univision political tracker in collaboration with Media Predict as of September 2024

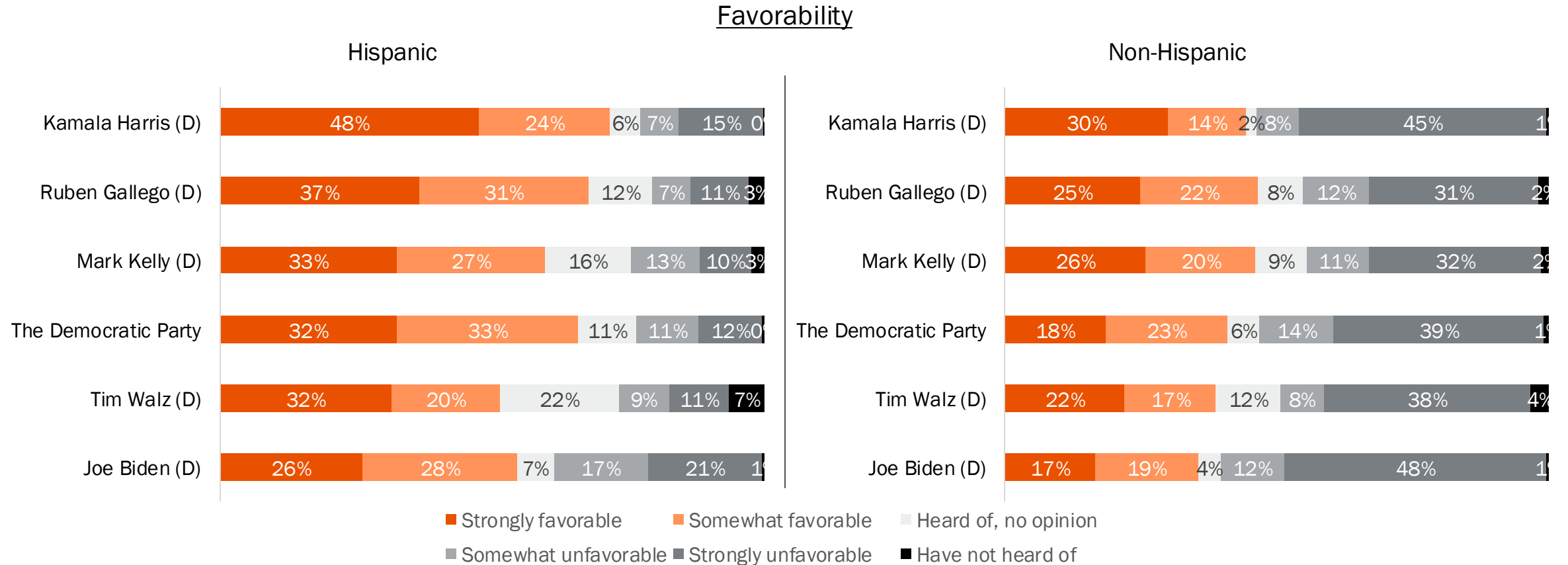Televisa Univision | Consumer Strategy & Insights

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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)	48%	24%	6%	7%	15%	0%
Ruben Gallego (D)	37%	31%	12%	7%	11%	3%
Mark Kelly (D)	33%	27%	16%	13%	10%	3%
The Democratic Party	32%	33%	11%	11%	12%	0%
Tim Walz (D)	32%	20%	22%	9%	11%	7%
Joe Biden (D)	26%	28%	7%	17%	21%	1%

Non-Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Kamala Harris (D)	30%	14%	2%	8%	45%	1%
Ruben Gallego (D)	25%	22%	8%	12%	31%	2%
Mark Kelly (D)	26%	20%	9%	11%	32%	2%
The Democratic Party	18%	23%	6%	14%	39%	1%
Tim Walz (D)	22%	17%	12%	8%	38%	4%
Joe Biden (D)	17%	19%	4%	12%	48%	1%

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

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

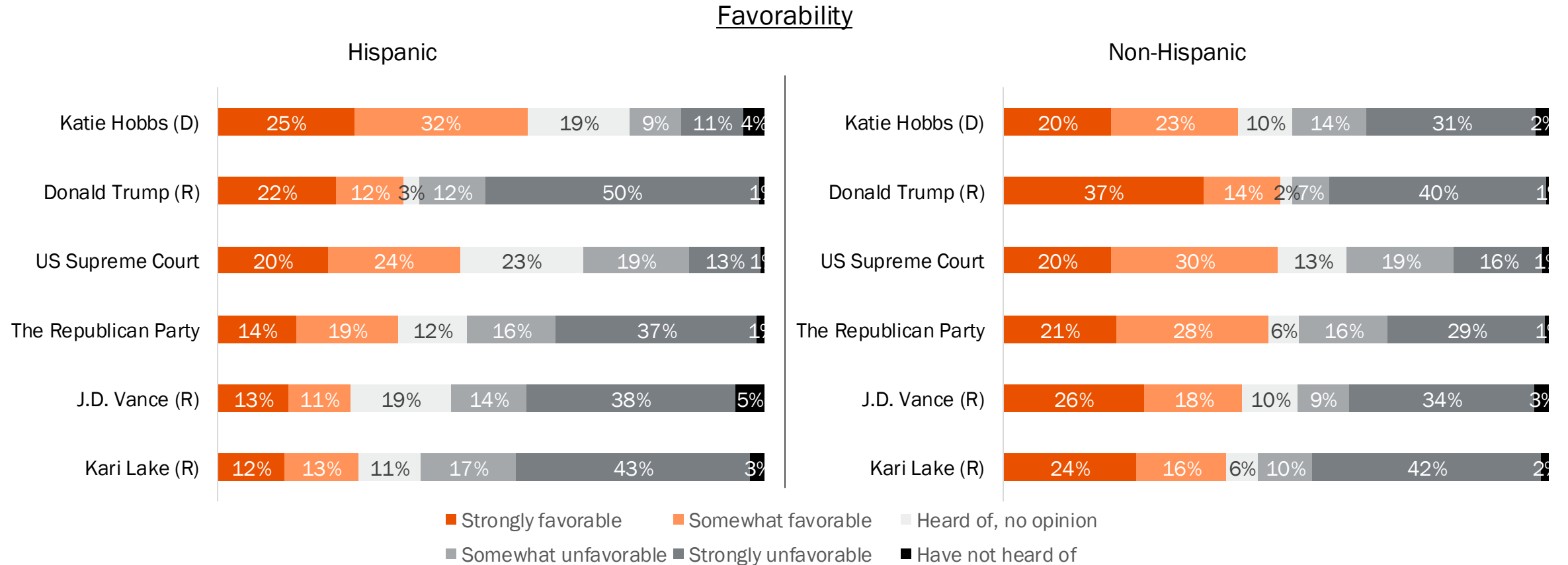Televisa Univision | Consumer Strategy & Insights

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Favorability

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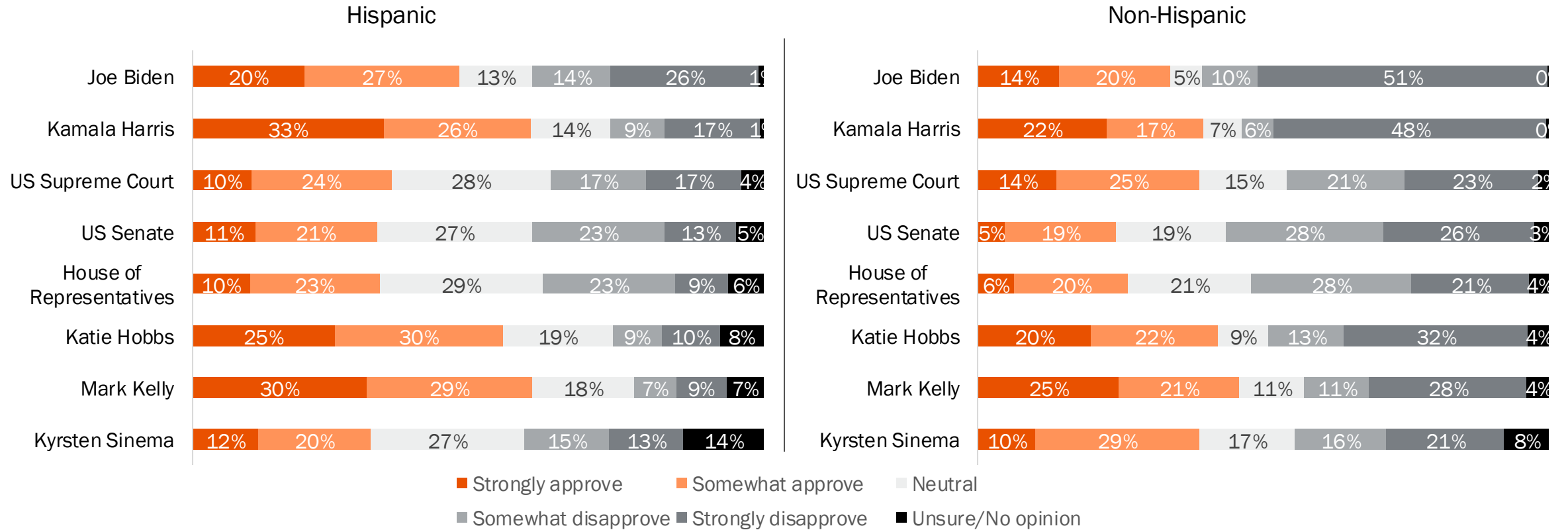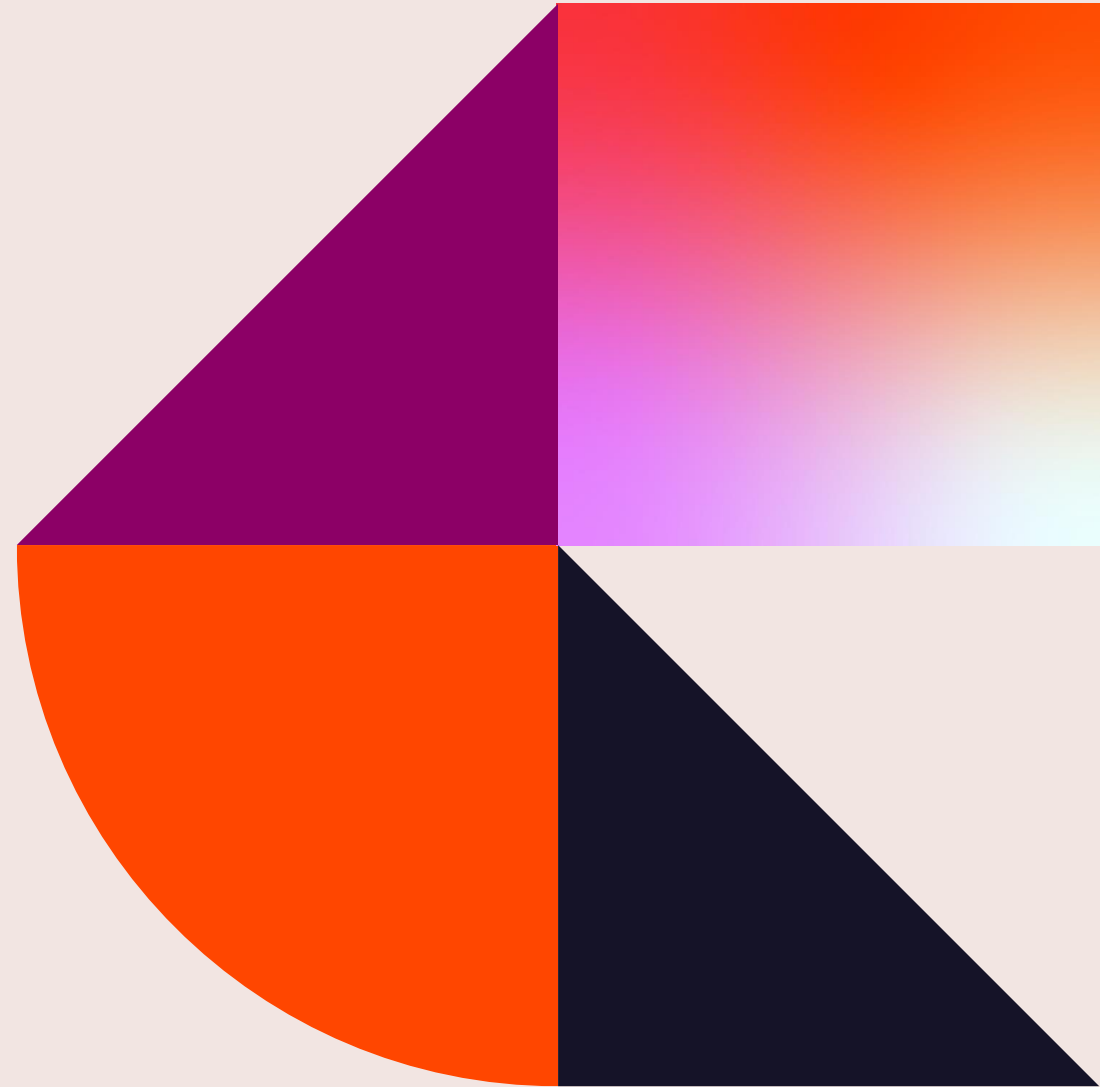
Favorability

Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Katie Hobbs (D)	25%	32%	19%	9%	11%	4%
Donald Trump (R)	22%	12%	3%	12%	50%	1%
US Supreme Court	20%	24%	23%	19%	13%	1%
The Republican Party	14%	19%	12%	16%	37%	1%
J.D. Vance (R)	13%	11%	19%	14%	38%	5%
Kari Lake (R)	12%	13%	11%	17%	43%	3%

Non-Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Katie Hobbs (D)	20%	23%	10%	14%	31%	2%
Donald Trump (R)	37%	14%	2%	7%	40%	1%
US Supreme Court	20%	30%	13%	19%	16%	1%
The Republican Party	21%	28%	6%	16%	29%	1%
J.D. Vance (R)	26%	18%	10%	9%	34%	3%
Kari Lake (R)	24%	16%	6%	10%	42%	2%

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

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Job Approval

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

Job Approval

Hispanic

	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	20%	27%	13%	14%	26%	1%
Kamala Harris	33%	26%	14%	9%	17%	1%
US Supreme Court	10%	24%	28%	17%	17%	4%
US Senate	11%	21%	27%	23%	13%	5%
House of Representatives	10%	23%	29%	23%	9%	6%
Katie Hobbs	25%	30%	19%	9%	10%	8%
Mark Kelly	30%	29%	18%	7%	9%	7%
Kyrsten Sinema	12%	20%	27%	15%	13%	14%

Non-Hispanic

	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	14%	20%	5%	10%	51%	0
Kamala Harris	22%	17%	7%	6%	48%	0
US Supreme Court	14%	25%	15%	21%	23%	2%
US Senate	5%	19%	19%	28%	26%	3%
House of Representatives	6%	20%	21%	28%	21%	4%
Katie Hobbs	20%	22%	9%	13%	32%	4%
Mark Kelly	25%	21%	11%	11%	28%	4%
Kyrsten Sinema	10%	29%	17%	16%	21%	8%

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

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

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The Issues

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

- EDUCATION, ABORTION, GUN CONTROL 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	76%	78%	Government spending / deficit	45%	51%
Inflation	72%	74%	Gun rights / 2nd amendment	42%	42%
Economy / jobs	68%	64%	Border security	41%	59%
Affordable housing	67%	55%	Defense / military	40%	50%
Healthcare	63%	56%	Infrastructure, such as roads and public transportation	39%	36%
Education	59%	40%	Energy policy	38%	36%
Abortion	58%	45%	Race relations	38%	24%
Social security / Medicare	55%	61%	Strengthening law enforcement	35%	45%
Taxes	54%	53%	Police reform	33%	25%
National security	51%	63%	Foreign policy	28%	36%
Crime and public safety	51%	56%	LGBTQ rights	27%	19%
Gun control	50%	37%	U.S. relationship with China	26%	31%
Entitlements / social services reform (Medicare, welfare, etc.)	49%	47%	Israel / Hamas War	25%	28%
Immigration	48%	59%	Russia / Ukraine war	25%	26%
Opioids / drug abuse	47%	40%	Culture wars	23%	17%
Climate change	47%	36%			

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

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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	75%
Inflation	73%
Healthcare	71%
Affordable housing	71%
Abortion	70%
Economy / jobs	69%
Education	65%
Social security / Medicare	62%
Gun control	60%
Climate change	57%

Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	71%
Affordable housing	63%
Inflation	62%
Economy / jobs	60%
Healthcare	50%
Education	49%
Opioids / drug abuse	46%
Crime and public safety	45%
Social security / Medicare	45%
Abortion	44%

Top 10 Issues Among Definitely Trump Voters	% Hispanic Top Box
Cost of living	88%
Inflation	83%
Economy / jobs	76%
Border security	71%
Immigration	70%
Crime and public safety	69%
National security	69%
Taxes	68%
Government spending / deficit	67%
Affordable housing	64%

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

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57% 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

57%
Hispanic
55% Aug'24
52% Apr'24

45%
Non-Hispanic
42% Aug'24
44% Apr'24

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

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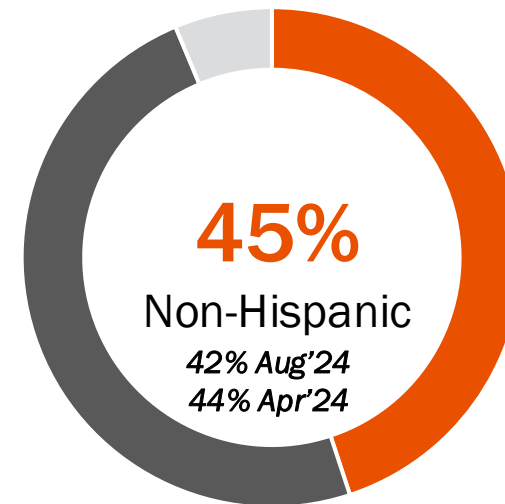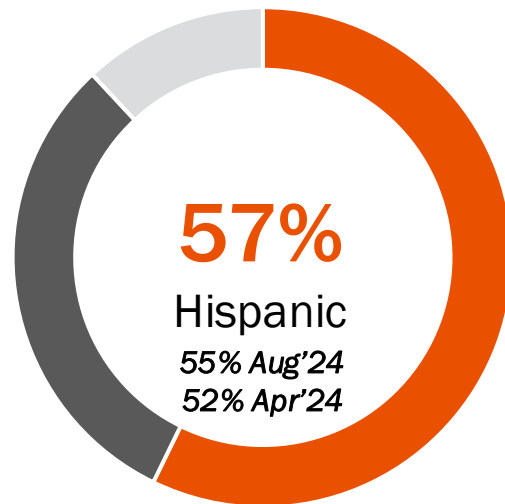
Issues That Will Determine Who They Vote For
- ABORTION MOST IMPORTANT TO HISPANICS

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

Top 10 Determining Issues

	Hispanic	Non-Hispanic
Abortion	27%	26%
Inflation	10%	8%
Immigration	10%	15%
Cost of living	9%	9%
Economy / jobs	8%	6%
Border security	5%	12%
Healthcare	3%	1%
Climate change	3%	2%
Gun control	3%	1%
Israel / Hamas War	2%	1%

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

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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
Abortion	64%	22%	48%	36%
Social Security	59%	21%	42%	40%
Healthcare	58%	21%	44%	40%
Entitlements Reform	56%	21%	44%	40%
Climate Change	56%	20%	46%	32%
Energy Policy	56%	21%	40%	43%
Education	55%	23%	42%	40%
Taxes	55%	24%	37%	49%
Opioids	54%	21%	34%	43%
Cost of Living	54%	25%	38%	51%

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

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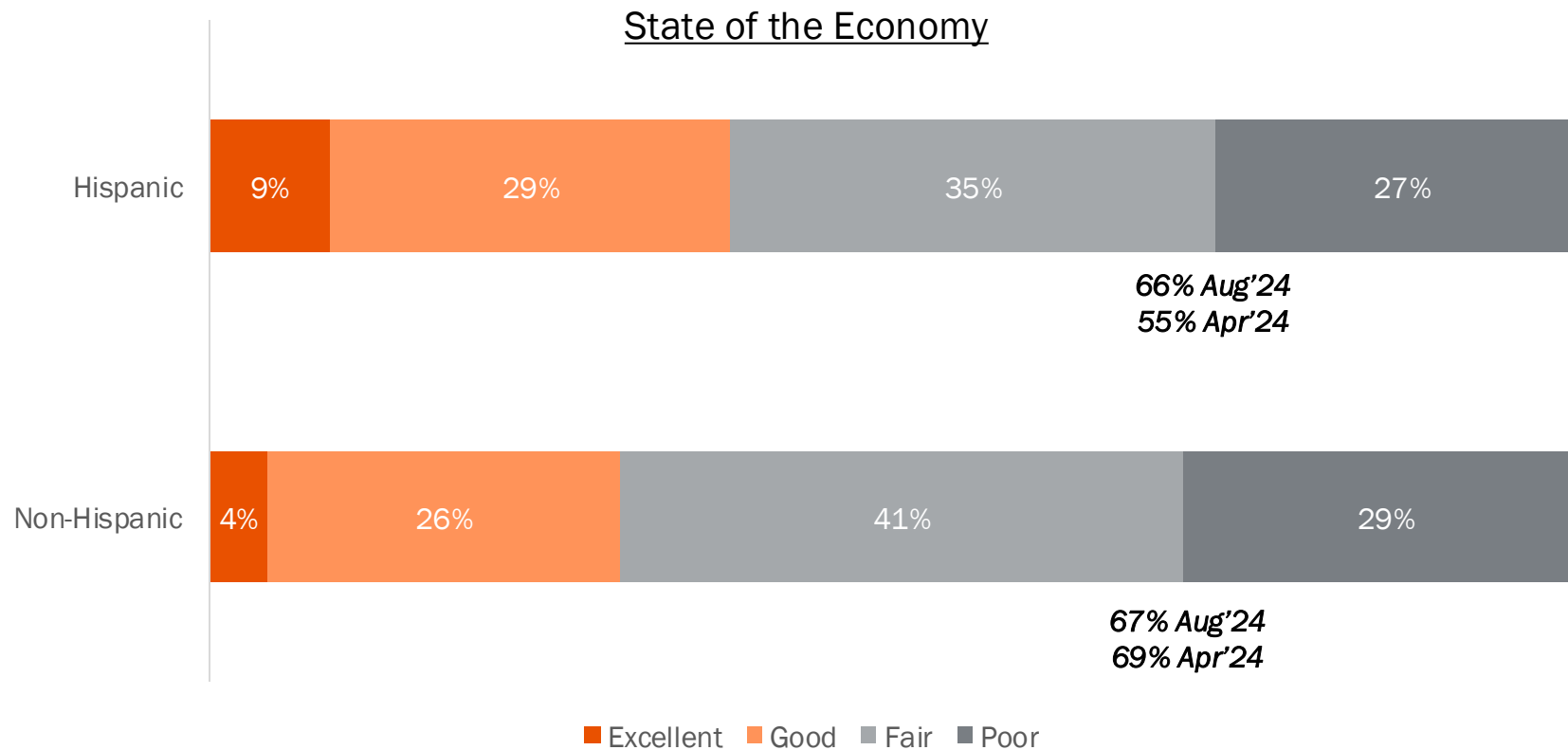Televisa Univision | **Consumer** Strategy & Insights

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	53%	27%	38%	50%
Immigration	53%	29%	34%	54%
Inflation	53%	28%	36%	51%
Foreign policy	51%	26%	36%	50%
Crime and public safety	50%	28%	35%	49%
Gov spending	49%	24%	32%	48%
Border Security	49%	31%	33%	55%
National Security	47%	26%	33%	52%
Defense	47%	29%	33%	53%

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

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Candidate Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Harris Top2Box	**Trump** Top2Box	**Harris** Top2Box	**Trump** Top2Box
Abortion	67%	22%	49%	38%
Education	64%	21%	43%	42%
Healthcare	63%	24%	45%	42%
Entitlements Reform	61%	24%	44%	44%
Climate Change	61%	21%	46%	34%
Social Security	61%	25%	44%	46%
Taxes	59%	29%	40%	51%
Economy / jobs	58%	31%	38%	55%
Immigration	57%	32%	33%	59%
Energy Policy	57%	23%	42%	46%

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Candidate Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Harris Top2Box	**Trump** Top2Box	**Harris** Top2Box	**Trump** Top2Box
Cost of Living	56%	32%	39%	53%
Inflation	56%	31%	37%	54%
Opioids	56%	24%	36%	44%
Foreign policy	55%	28%	37%	53%
Crime and public safety	55%	32%	37%	52%
Gov spending	54%	28%	35%	49%
Border Security	53%	34%	31%	59%
National Security	52%	31%	35%	56%
Defense	50%	33%	33%	56%

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

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ECONOMY

62% 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?

State of the Economy

Hispanic

9%	29%	35%	27%

66% Aug'24
55% Apr'24

Non-Hispanic

4%	26%	41%	29%

67% Aug'24
69% Apr'24

■ Excellent ■ Good ■ Fair ■ Poor

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

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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

Hispanic	17%	31%	26%	13%	7%	6%

20% Aug'24
22% Apr'24

Non-Hispanic	7%	22%	33%	17%	12%	10%

30% Aug'24
41% Apr'24

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

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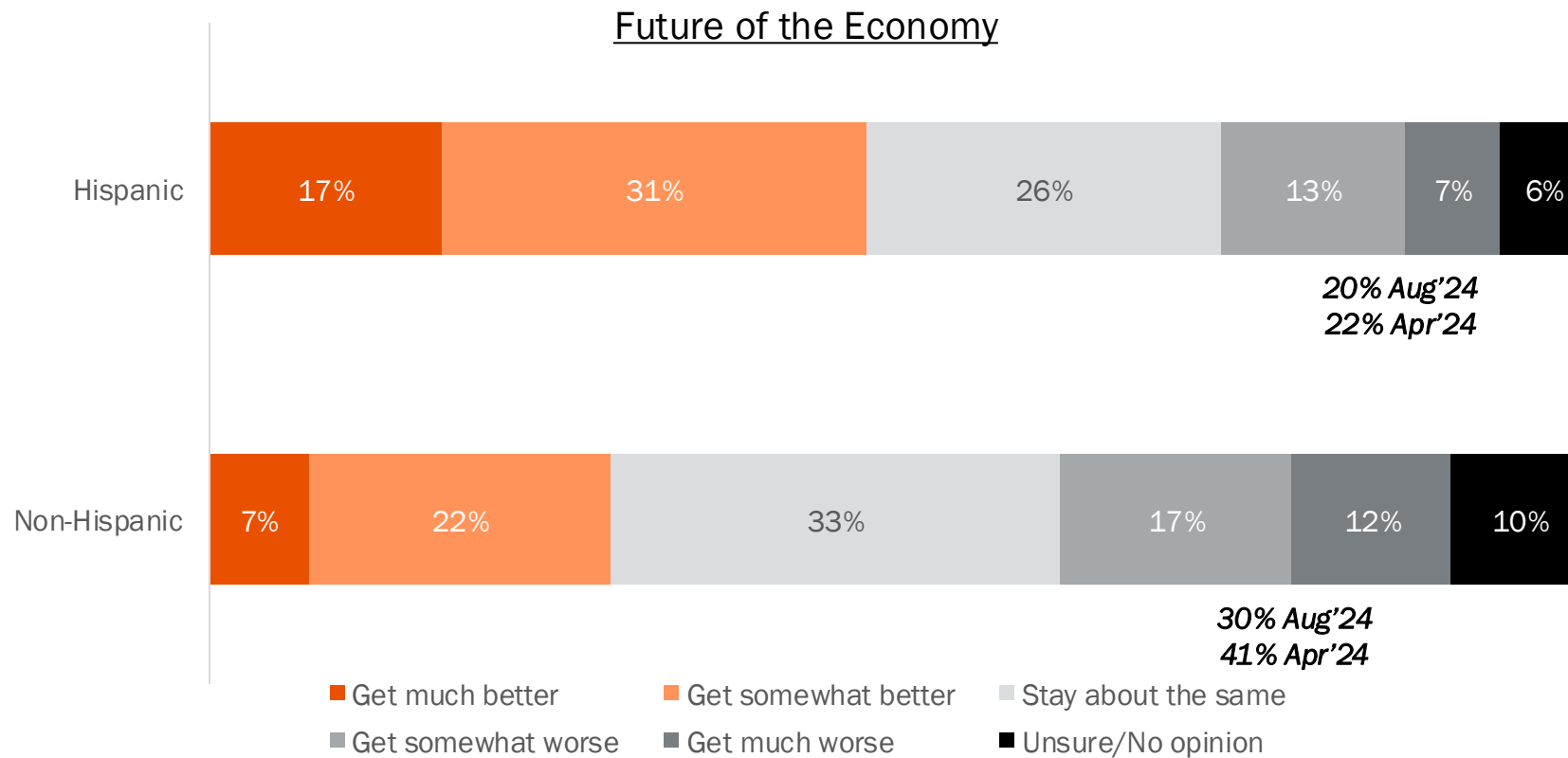
Economy

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%	11%	78%	12%
I feel that it is increasingly difficult for middle class families to prosper in the United States	73%	12%	84%	6%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	71%	6%	69%	9%
I expect my personal economic situation to get better in the next few years	70%	10%	42%	25%
I am concerned about the U.S. federal government's spending and deficit	67%	12%	77%	8%
The price of gas is putting a strain on my finances	63%	19%	66%	21%
I have taken, or am considering taking, a second job in order to maintain my standard of living	57%	25%	41%	37%
My personal economic situation has become worse in the last year	55%	24%	66%	21%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	53%	27%	42%	39%
I feel that jobs are getting easier to find	34%	43%	23%	49%
Home ownership is still within reach for most people	32%	47%	18%	67%

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 September 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
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	83%	5%	87%	3%
I am generally satisfied with my healthcare coverage	63%	18%	67%	17%
Medicaid and Medicare are working well now	48%	21%	45%	27%
The cost of my health care and insurance is reasonable	45%	29%	46%	35%
The cost of prescription drugs is a financial problem for me	40%	35%	35%	40%

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 September 2024

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Abortion

How much do you agree or disagree with the following statements? [*Public Health & Healthcare*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I would not vote for a political candidate whose views on abortion were at odds with mine	65%	17%	53%	20%
Abortion laws should be created by state governments, not by the federal government	45%	26%	52%	27%

Abortion Policy *Thinking about abortion policy and laws, which of the following comes closest to your view?*	Hispanic	Non-Hispanic
Abortion should be legal only in the case of rape, incest or when the mother's life is in danger	30%	30%
Abortion should be legal at any time during pregnancy	18%	17%
Abortion should be illegal in all cases	11%	8%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	11%	16%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	10%	7%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	7%	5%
Abortion should be legal only in the first 15 weeks of pregnancy	6%	11%
Other	0%	1%
Unsure/I don't know	5%	5%

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

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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	88%	4%	91%	2%
Crime is a growing problem in the United States	73%	10%	79%	10%
Homelessness is a serious problem in my neighborhood	61%	20%	53%	30%
I support second amendment gun rights	60%	15%	73%	15%
I believe that stricter gun control laws would reduce crime	58%	24%	44%	44%
Police departments in the United States are understaffed	57%	13%	71%	10%
Government authorities have become too lenient on criminals	54%	18%	63%	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 September 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	53%	22%	59%	19%
Gun violence is a growing problem where I live	52%	24%	39%	37%
Crime is a growing problem where I live	50%	27%	50%	25%
Government authorities are doing a good job combating crime in my neighborhood	49%	25%	42%	29%
My police department is understaffed	48%	17%	53%	15%
I feel less safe in my everyday life than I did a year ago	47%	26%	47%	30%
Government authorities are doing a good job protecting businesses near where I live and shop	45%	20%	46%	21%
My local government should significantly reduce the resources and budgets for police	32%	38%	17%	70%

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 September 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
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	67%	13%	82%	9%
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	66%	14%	50%	31%
All migrants who want to enter the United States should be fully vetted first	63%	11%	81%	5%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	61%	18%	77%	10%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	59%	16%	74%	9%
There are too many undocumented immigrants crossing the border into the United States	57%	19%	77%	10%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	57%	16%	79%	8%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	54%	12%	70%	10%
We should reform immigration laws to give higher priority to people with needed skills and education	54%	13%	53%	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 likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of September 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
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	50%	22%	33%	49%
There are too many undocumented migrants coming to my state	49%	23%	73%	12%
The resettling of all the migrants will, in the long-run, benefit the United States	47%	27%	31%	44%
The United States military should be used to secure the southern border	47%	29%	61%	22%
Local law enforcement should be able to detain undocumented migrants	47%	28%	75%	12%
The arrival of migrants has made the affordable housing problem worse	46%	24%	64%	19%
It feels like migrants are being treated better than most Americans	45%	30%	65%	22%
I support the way the Biden Administration is managing the southern border	43%	30%	21%	61%
The U.S. should complete the construction of a wall on the southern border of the U.S.	42%	33%	60%	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 September 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
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	41%	30%	26%	58%
The rules that I have to live by don't seem to apply to migrants	41%	29%	65%	18%
Most undocumented migrants who entered the U.S. over the last few years should be deported	39%	32%	61%	20%
Undocumented migrants will take jobs away from poorer and working-class Americans	37%	40%	59%	27%
The Biden administration is primarily responsible for the situation at the southern border	37%	37%	58%	28%
I support the way my state and local officials are handling the migrant issue	36%	28%	24%	48%
Undocumented migrants have increased crime in my state	35%	33%	57%	22%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	33%	44%	53%	34%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	29%	48%	14%	73%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	28%	32%	20%	57%

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 September 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%	59%	29%
Climate change is a result of human activity	69%	11%	58%	22%
Governments should create policies that encourage oil and gas production in the U.S.	52%	17%	64%	17%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	51%	22%	38%	43%
Government regulation and action on climate change is hurting the economy	48%	23%	50%	27%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	41%	20%	32%	45%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	41%	30%	33%	49%

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 September 2024

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GOVERNMENT

Government

How much do you agree or disagree with the following statements? [*Government*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The voting in the 2020 election was free and fair and the vote-counting was done accurately	60%	21%	51%	35%
The federal government of the United States has become too intrusive in the lives of Americans	58%	15%	71%	14%
The federal government of the United States is too big and powerful	53%	16%	63%	18%
The United States Justice Department has become politicized in its prosecutions	49%	17%	61%	18%
The FBI has become politicized in its investigations	47%	20%	58%	20%
I want the next president to shrink the size of the federal government	46%	19%	58%	17%
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	42%	31%	28%	50%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)
Agree and Disagree above will not sum to 100%
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of September 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	61%	8%	55%	22%
I support the Biden Administration's efforts to forgive student loans	57%	20%	34%	53%
The U.S. government should spend less money supporting the war in Ukraine	57%	17%	51%	26%
China represents the most serious economic and geo-political threat to the United States	56%	12%	70%	10%
Iran is the primary destabilizing force in the Middle East	48%	11%	60%	8%
I think that the United States spends too much on defense and the military	45%	30%	28%	52%
The government should ban social media, like Facebook and TikTok, from being used by children	45%	31%	42%	35%
I support the way the Biden Administration is dealing with the Israel-Hamas war	37%	30%	25%	55%
Student loans should not be forgiven and paid for by taxpayers	35%	41%	56%	29%
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	33%	34%	38%	33%
The United State should increase the amount of military aid it sends to Israel	33%	34%	34%	39%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	27%	41%	20%	56%

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 September 2024

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TECHNOLOGY

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Technology

How much do you agree or disagree with the following statements? [*Technology*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Artificial Intelligence (AI) technology will be used to create a significant amount of misleading and deceptive information, pictures and video that will be hard to identify as fake	70%	9%	78%	7%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	61%	12%	59%	16%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	58%	17%	61%	15%
Social media, like Facebook and TikTok, does more harm than good	53%	22%	51%	26%

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 September 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	74%	7%	89%	3%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	63%	9%	61%	17%
College is no longer worth the cost for most students	62%	15%	74%	11%
Parents should have a say in what is taught to their children in public schools	60%	14%	72%	14%
More emphasis should be placed on trade schools	60%	10%	76%	5%
The public schools in my neighborhood are good	54%	16%	50%	19%
The public school system is working well in my state	40%	28%	34%	35%
Public schools where I live are better than they were before the pandemic	36%	25%	21%	33%
Colleges and universities should be allowed to use race in admissions decisions	28%	47%	18%	65%
The federal government's Department of Education should be eliminated	23%	44%	30%	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 likely voters 18+
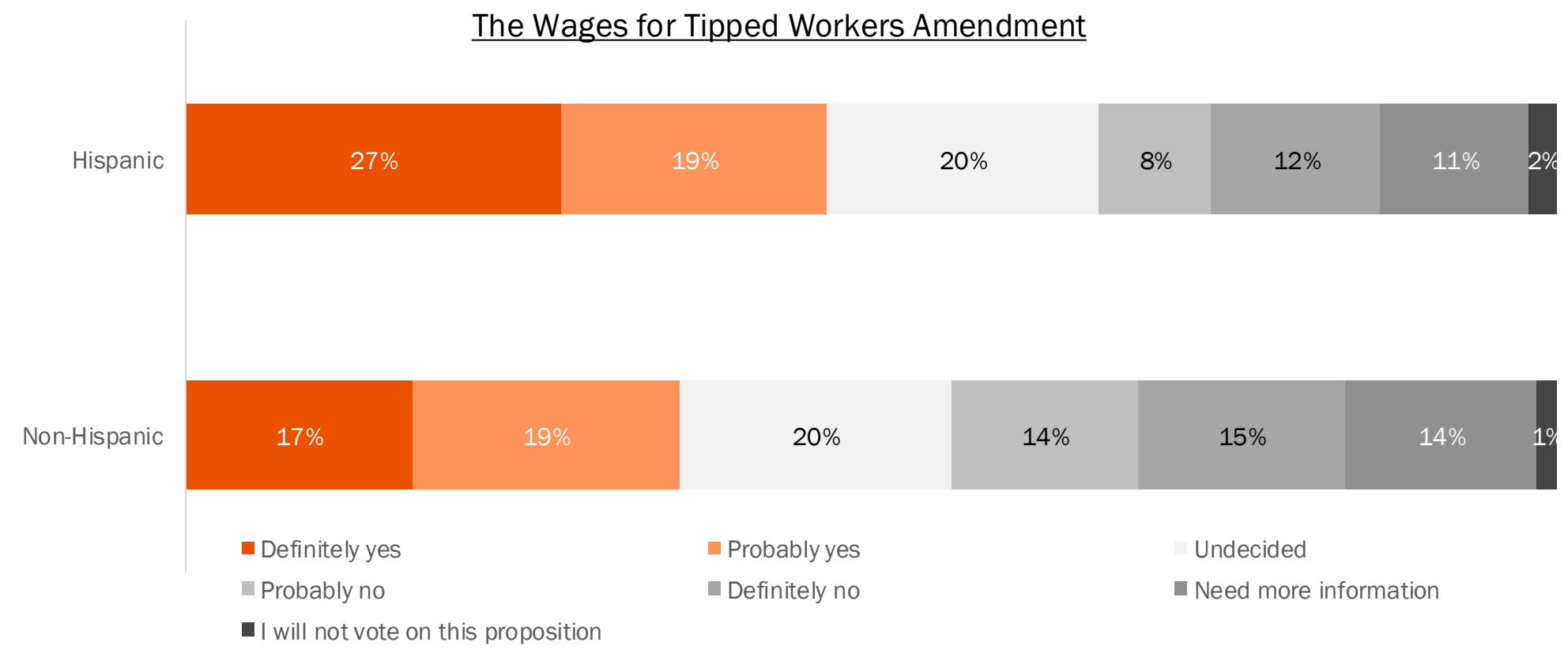*Source: Univision political tracker in collaboration with Media Predict as of September 2024*

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Ballot
Propositions
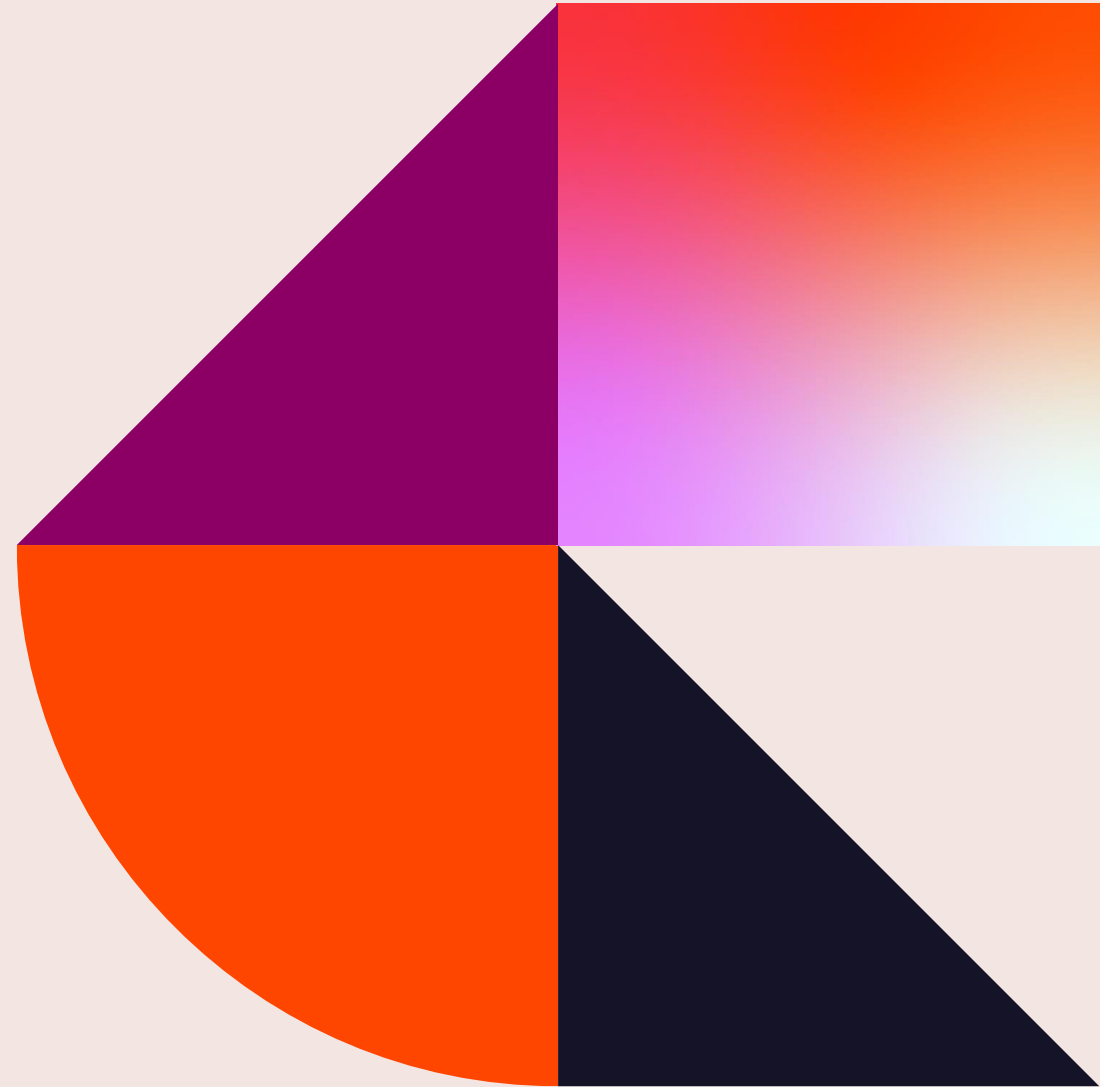
The Wages for Tipped Workers Amendment – Informed Intent (After Reading Summary)

- 58% OF HISPANICS UP FOR GRABS (NOT DEFINITE PLUS UNSURE)

The Wages for Tipped Workers Amendment is a proposed amendment to the Arizona constitution that will appear on the ballot for the November 2024 general election. If the election were held today, would you vote yes or no on this amendment?
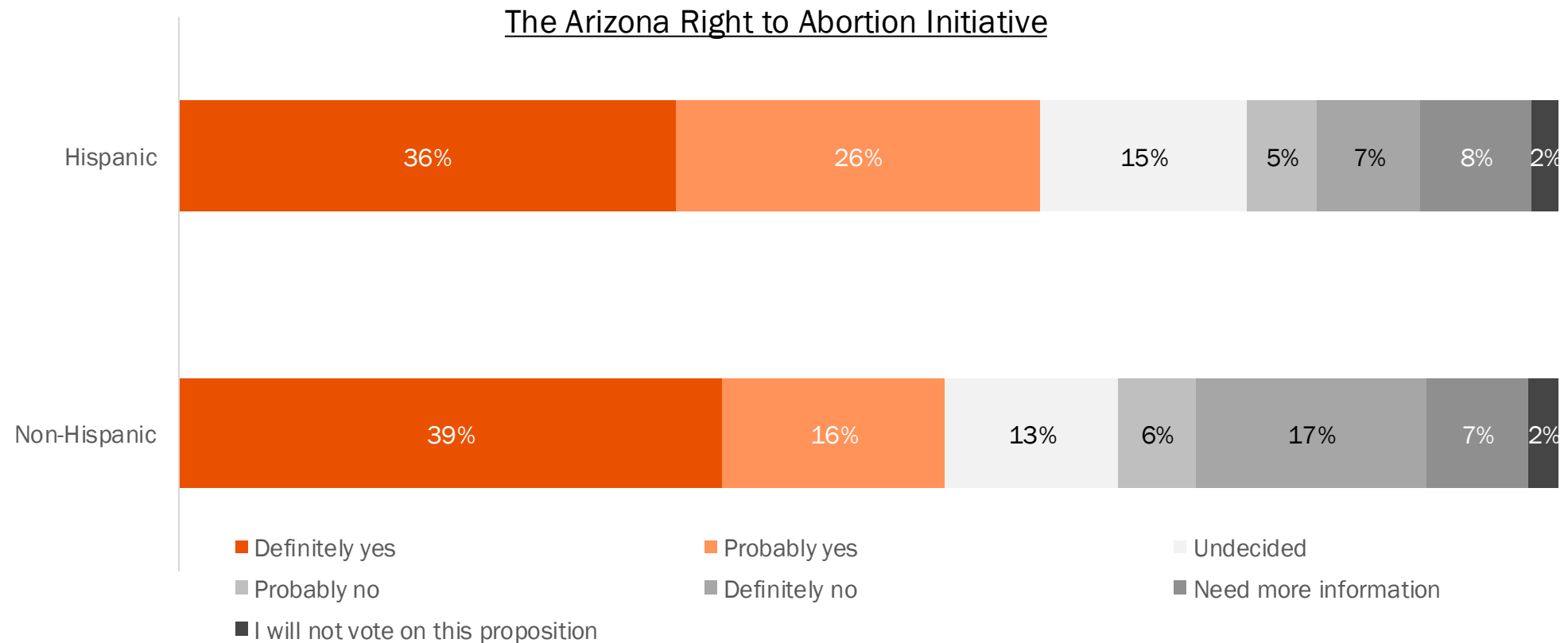
The Wages for Tipped Workers Amendment

Hispanic
| 27% | 19% | 20% | 8% | 12% | 11% | 2% |

Non-Hispanic
| 17% | 19% | 20% | 14% | 15% | 14% | 1% |

Legend:
- Definitely yes
- Probably yes
- Undecided
- Probably no
- Definitely no
- Need more information
- I will not vote on this proposition

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The Arizona Right to Abortion Initiative – Informed Intent (After Reading Summary)

- 54% OF HISPANICS UP FOR GRABS (NOT DEFINITE PLUS UNSURE)

The Arizona Right to Abortion Initiative is a proposed amendment to the Arizona constitution that may appear on the ballot for the November 2024 general election. If the election were held today, would you vote yes or no on this amendment?
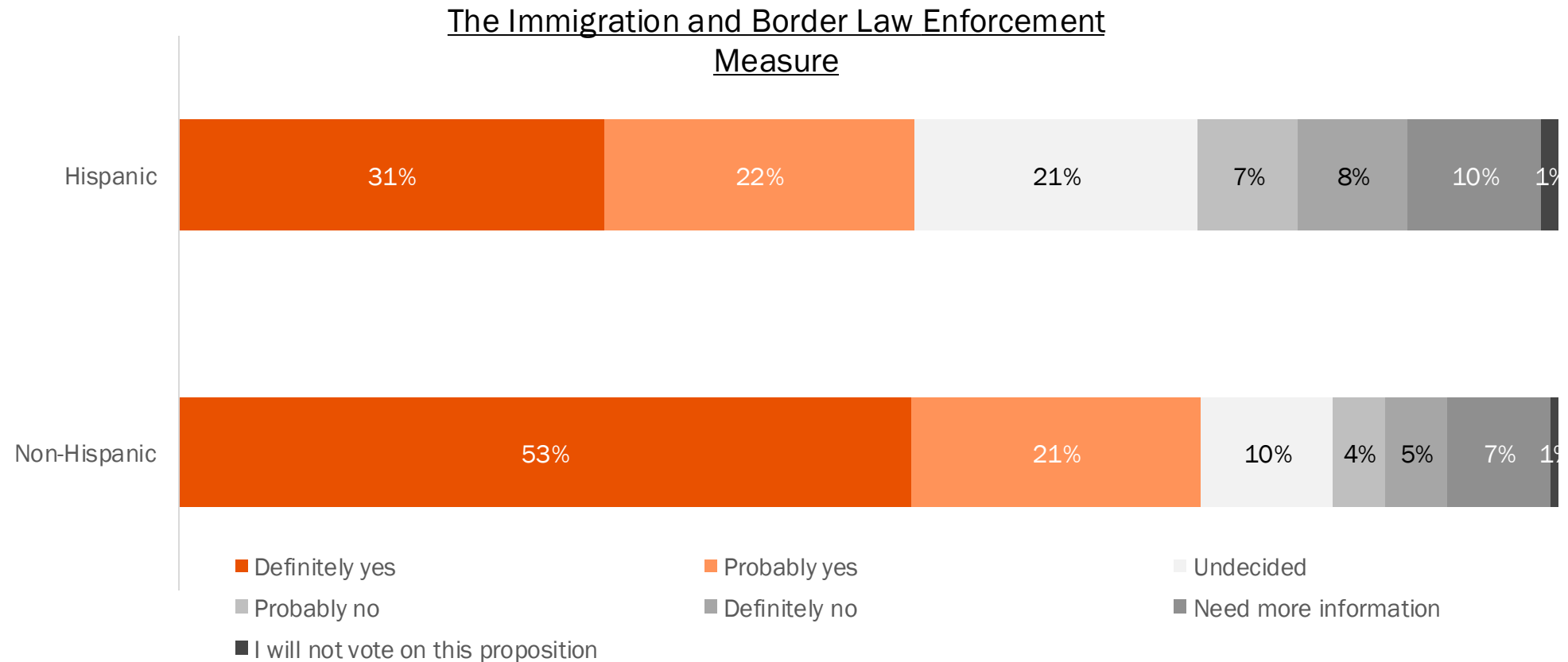
The Arizona Right to Abortion Initiative

Hispanic: 36% | 26% | 15% | 5% | 7% | 8% | 2%

Non-Hispanic: 39% | 16% | 13% | 6% | 17% | 7% | 2%

Legend:
- Definitely yes
- Probably yes
- Undecided
- Probably no
- Definitely no
- Need more information
- I will not vote on this proposition

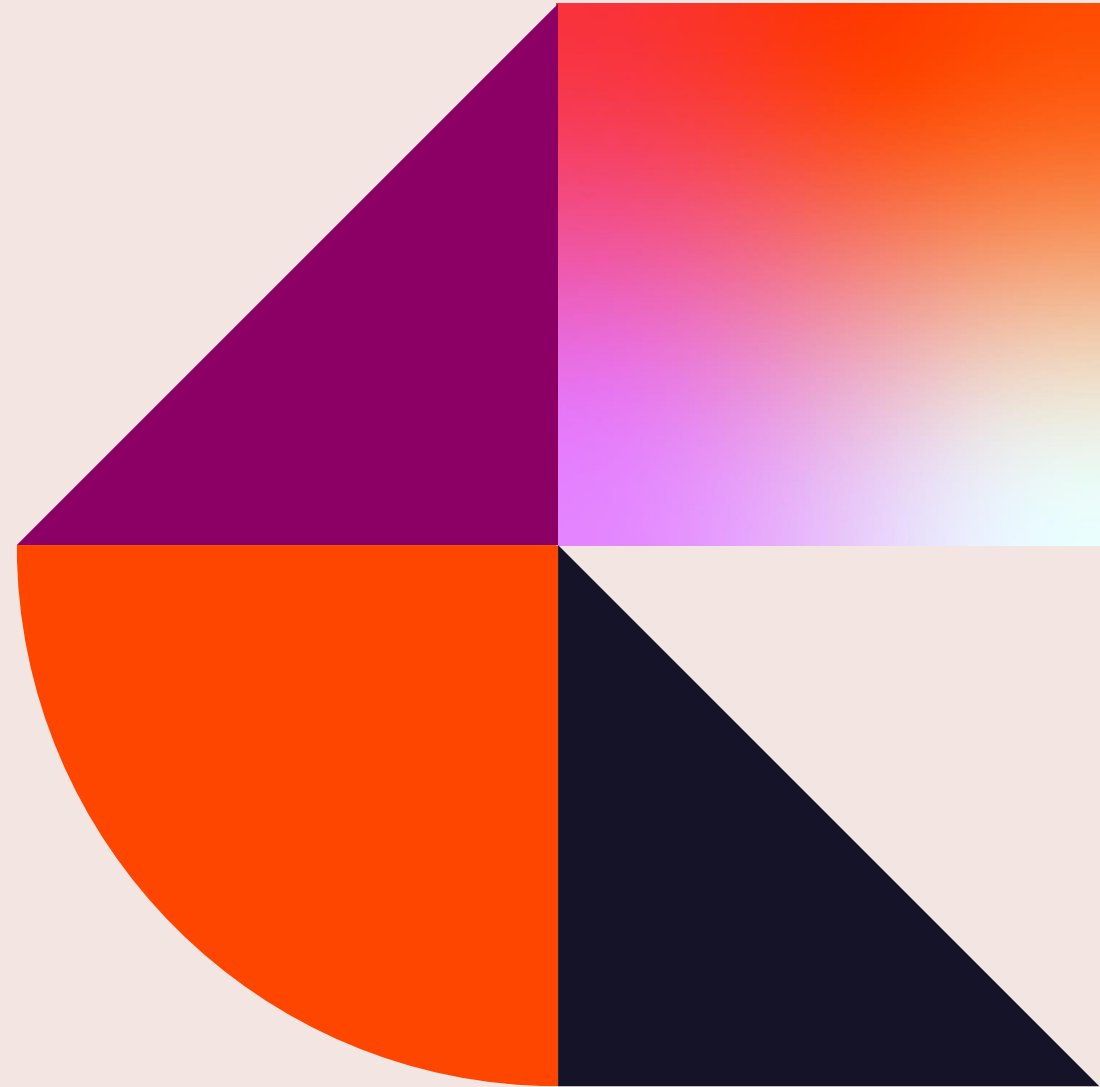Televisa Univision | Consumer Strategy & Insights

The Immigration and Border Law Enforcement – Informed Intent (After Reading Summary)

- 60% OF HISPANICS UP FOR GRABS (NOT DEFINITE PLUS UNSURE)

The Immigration and Border Law Enforcement Measure is a proposition that will appear on the ballot for the November 2024 general election. If the election were held today, would you vote yes or no on this amendment?

The Immigration and Border Law Enforcement Measure

	Definitely yes	Probably yes	Undecided
Probably no	Definitely no	Need more information
I will not vote on this proposition

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Information Sources & Language Preferences

YouTube, Local & National TV, Facebook 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.
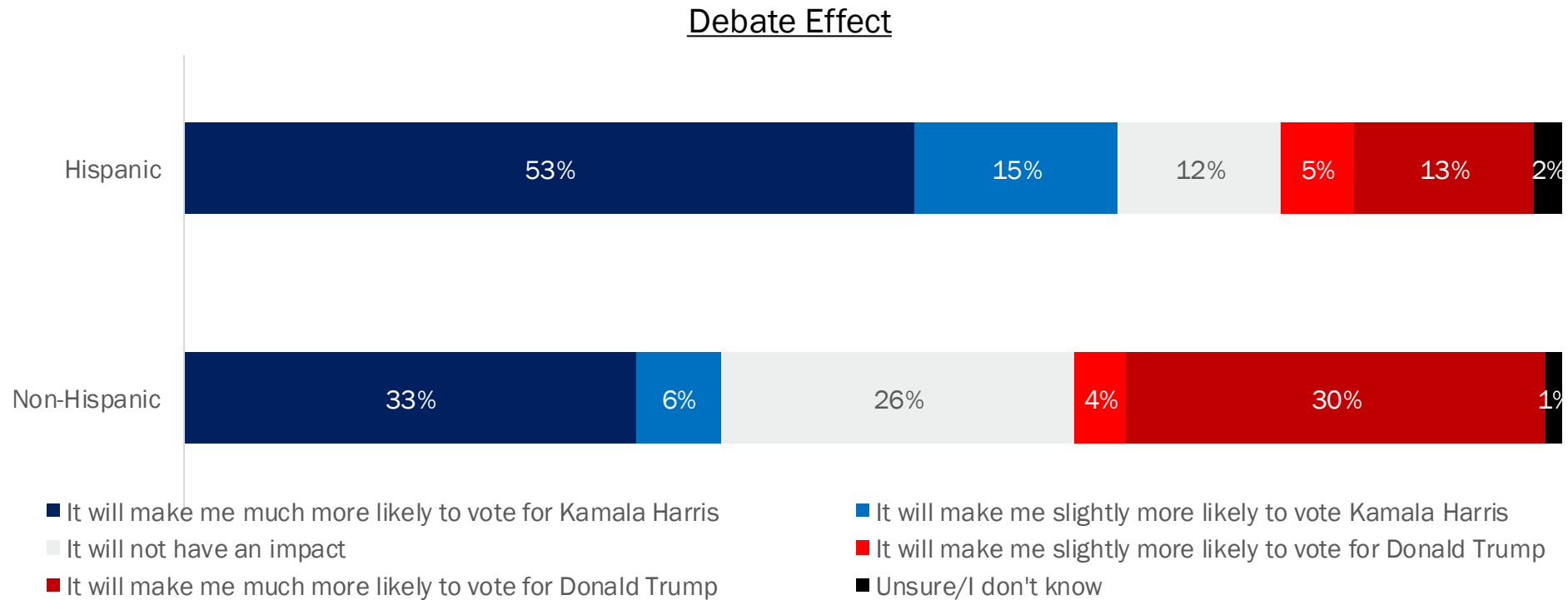
Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
YouTube	50%	36%	Radio	22%	24%
Local Television	44%	51%	Friends	22%	30%
National Television (like network programs or cable news)	40%	53%	Online publications	21%	25%
Facebook	39%	30%	Newspapers	20%	22%
TikTok	34%	15%	Snapchat	17%	6%
Instagram	34%	16%	Magazines	8%	7%
Family	29%	31%	Religious organization/Church	6%	6%
Debates	26%	34%	Community organization	6%	5%
X, formerly known as Twitter	25%	19%	School	4%	3%
Podcasts	23%	22%	None of these	2%	4%

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

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Debate Effect

- 53% OF HISPANICS SAID THE PRESIDENTIAL DEBATE MADE THEM MUCH MORE LIKELY TO VOTE FOR HARRIS, HIGHER THAN NON-HISPANICS
- 13% OF HISPANICS SAID THE DEBATE MADE THEM MUCH MORE LIKELY TO VOTE FOR TRUMP, LOWER THAN NON-HISPANICS

You said that you saw or heard about the presidential debate on September 10, 2024. How, if at all, will it affect how you vote?
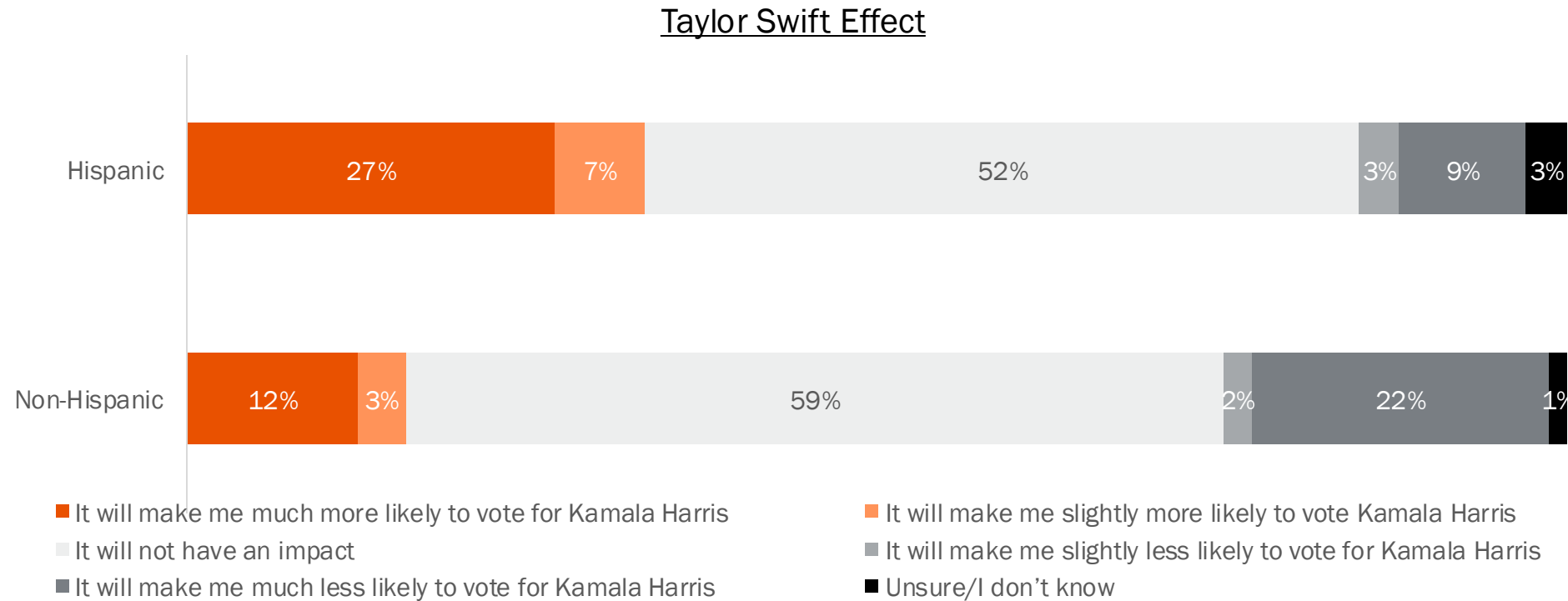
Debate Effect

	Much more likely Harris	Slightly more likely Harris	No impact	Slightly more likely Trump	Much more likely Trump	Unsure
Hispanic	53%	15%	12%	5%	13%	2%
Non-Hispanic	33%	6%	26%	4%	30%	1%

- ■ It will make me much more likely to vote for Kamala Harris
- ■ It will make me slightly more likely to vote Kamala Harris
- ■ It will not have an impact
- ■ It will make me slightly more likely to vote for Donald Trump
- ■ It will make me much more likely to vote for Donald Trump
- ■ Unsure/I don't know

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Taylor Swift Effect

- 27% OF HISPANICS SAY TAYLOR SWIFT'S ENDORSEMENT OF HARRIS WILL MAKE THEM MUCH MORE LIKELY TO VOTE FOR HER, HIGHER THAN NON-HISPANICS
## - 52% OF HISPANICS SAY ENDORSEMENT WILL NOT HAVE AN IMPACT ON VOTING DECISION

Taylor Swift has endorsed Kamala Harris for President. How, if at all, will it affect how you vote?

Taylor Swift Effect

	Much more likely	Slightly more	No impact	Slightly less	Much less	Unsure
Hispanic	27%	7%	52%	3%	9%	3%
Non-Hispanic	12%	3%	59%	2%	22%	1%

■ It will make me much more likely to vote for Kamala Harris
■ It will make me slightly more likely to vote Kamala Harris
■ It will not have an impact
■ It will make me slightly less likely to vote for Kamala Harris
■ It will make me much less likely to vote for Kamala Harris
■ Unsure/I don't know

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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

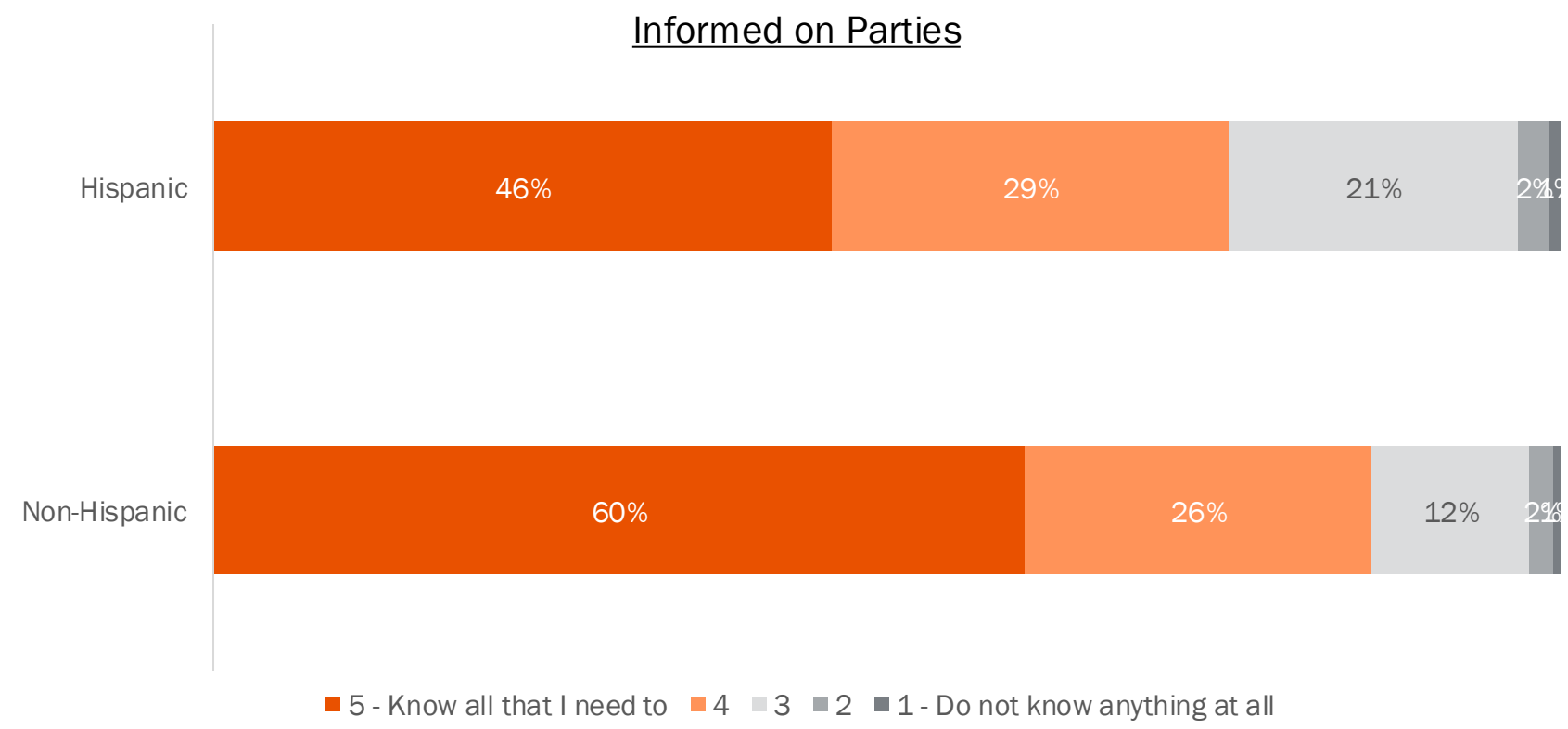Televisa Univision | Consumer Strategy & Insights
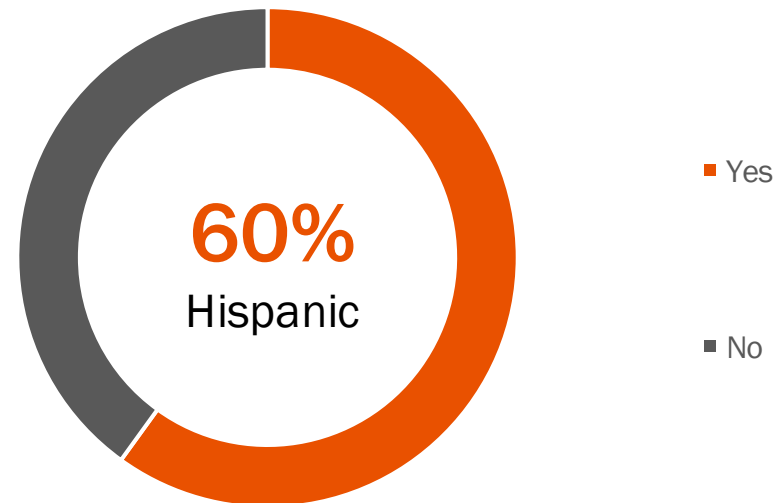
54% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

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

Hispanic
- 46%
- 33%
- 19%
- 1% 1%

Non-Hispanic
- 58%
- 25%
- 13%
- 2% 1%

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

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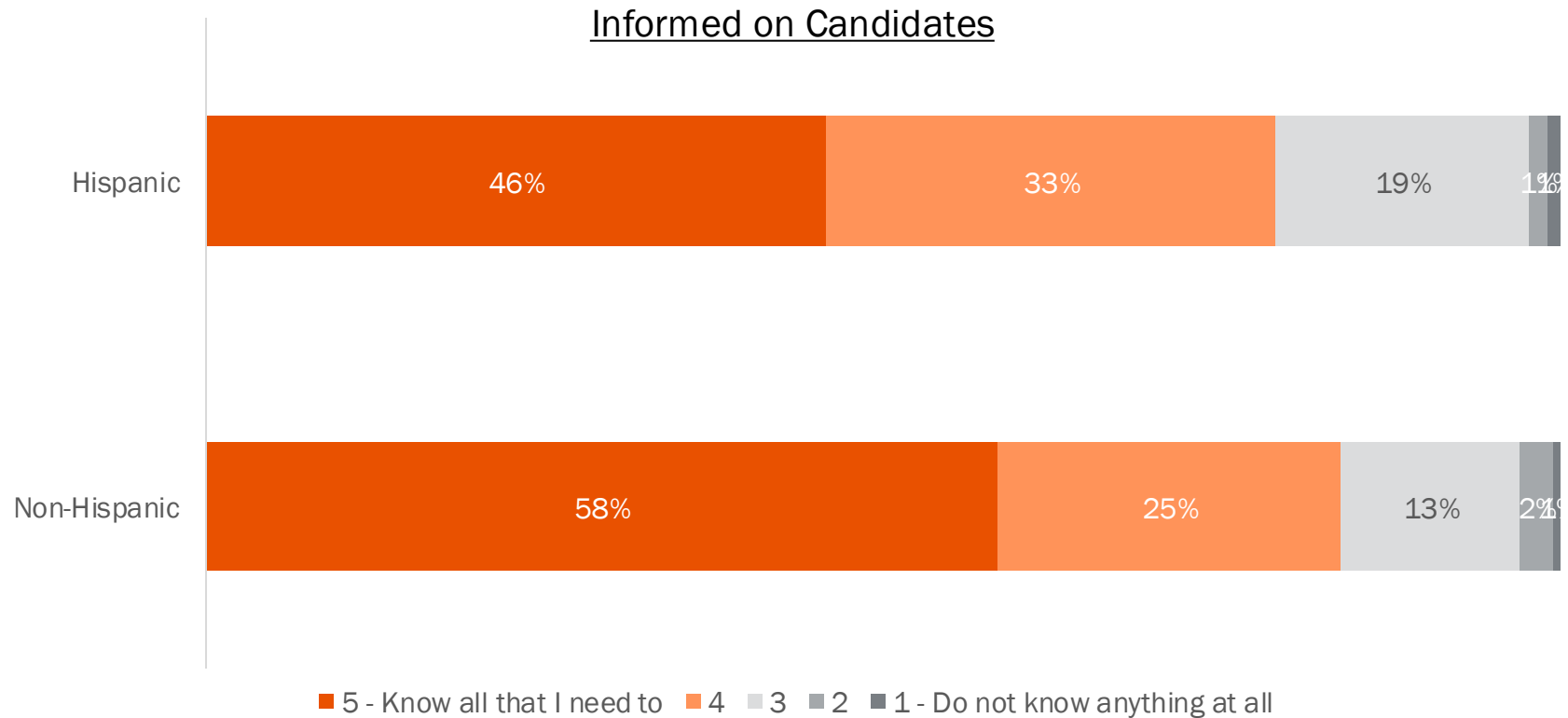
54% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision
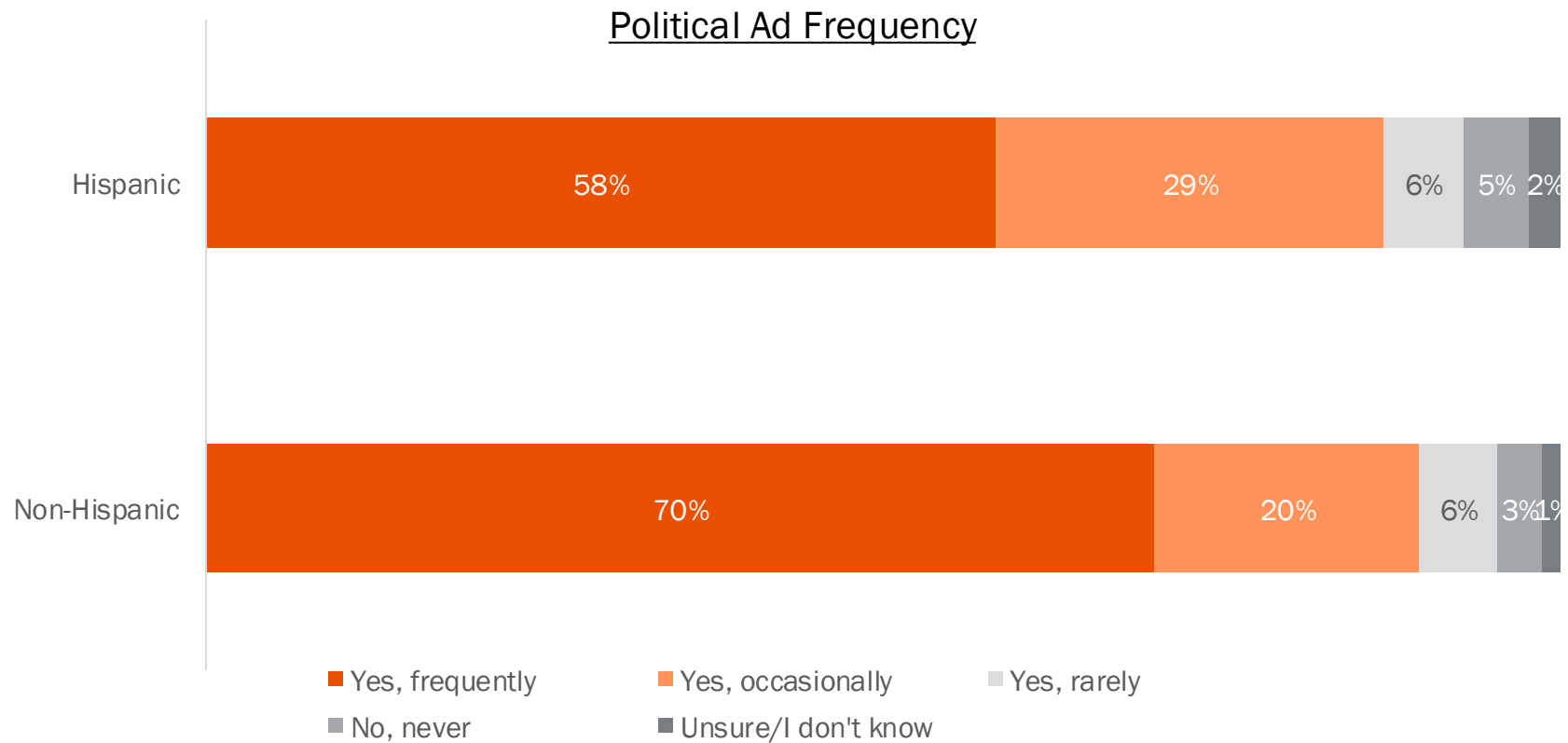
Do you think that you know enough now about where the political parties stand on the issues most important to you to confidently make a voting decision?

Informed on Parties

Hispanic	46%	29%	21%	2% 1%
Non-Hispanic	60%	26%	12%	2% 1%

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

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

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Only 58% of Hispanics Frequently See Political Ads

In the last 30 days, have you heard or seen any ads from political candidates or their campaigns in an effort to win your vote?

Political Ad Frequency

Hispanic: 58% | 29% | 6% | 5% | 2%

Non-Hispanic: 70% | 20% | 6% | 3% | 1%

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

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

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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
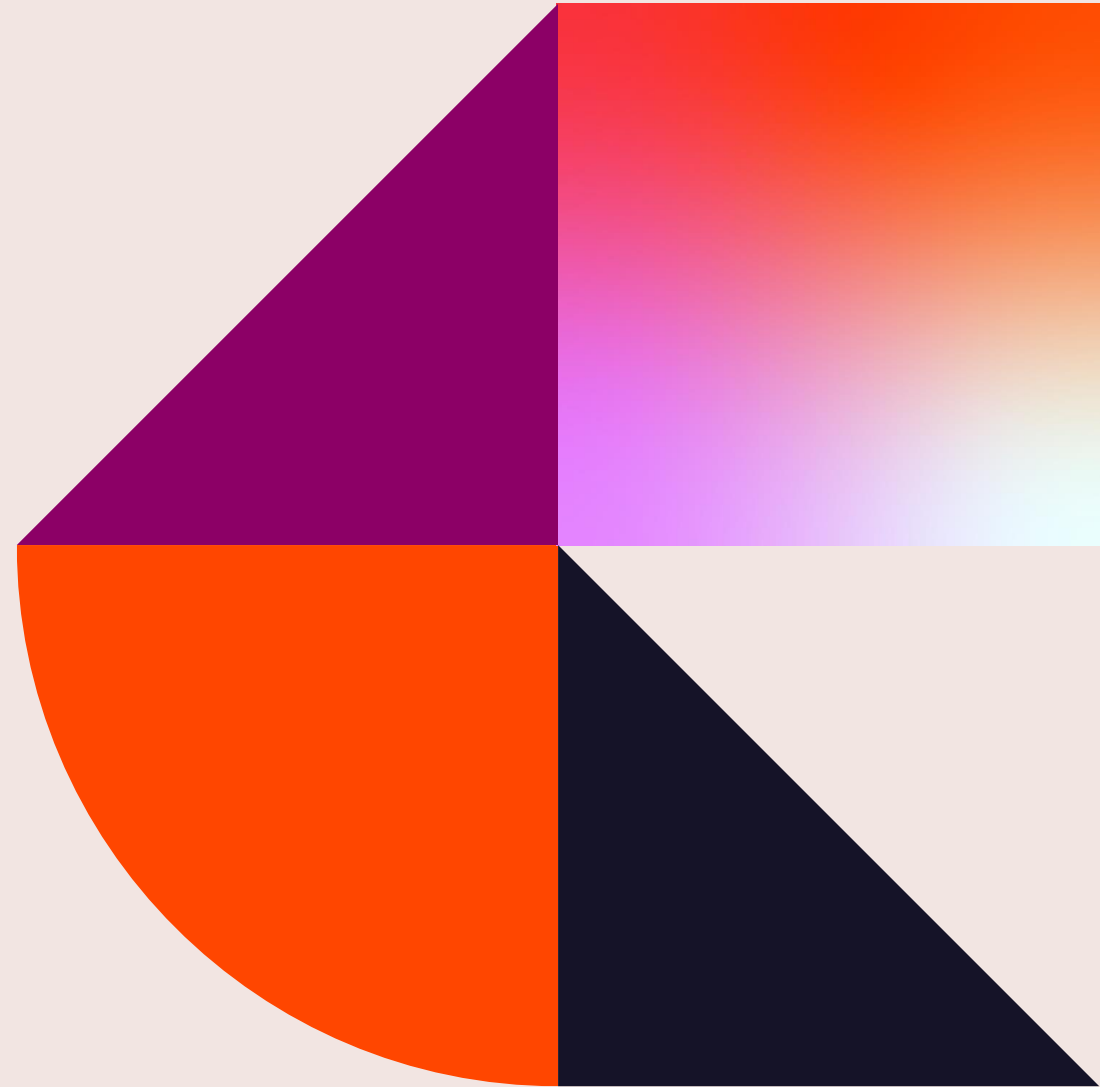
59%
OF HISPANICS AGREE

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

56%
OF HISPANICS AGREE

When a political party or candidate communicates with me in Spanish, it suggests that *they are truly interested in Hispanics and our community*
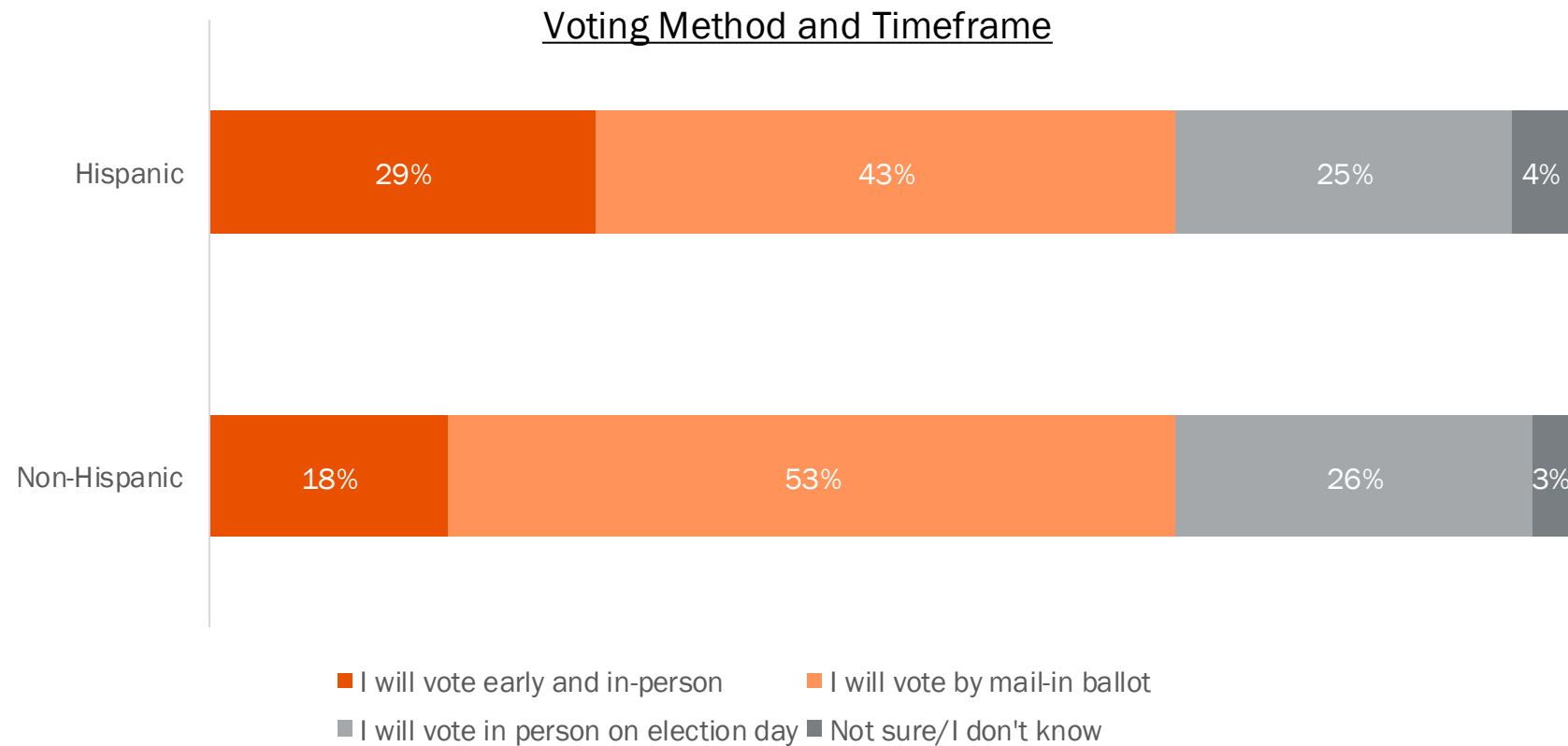
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Voting & Campaign Information

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

How do you plan to vote in the General election?

Voting Method and Timeframe

Hispanic	29%	43%	25%	4%
Non-Hispanic	18%	53%	26%	3%

- 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

38%
Hispanic
28% Aug'24
36% Apr'24

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

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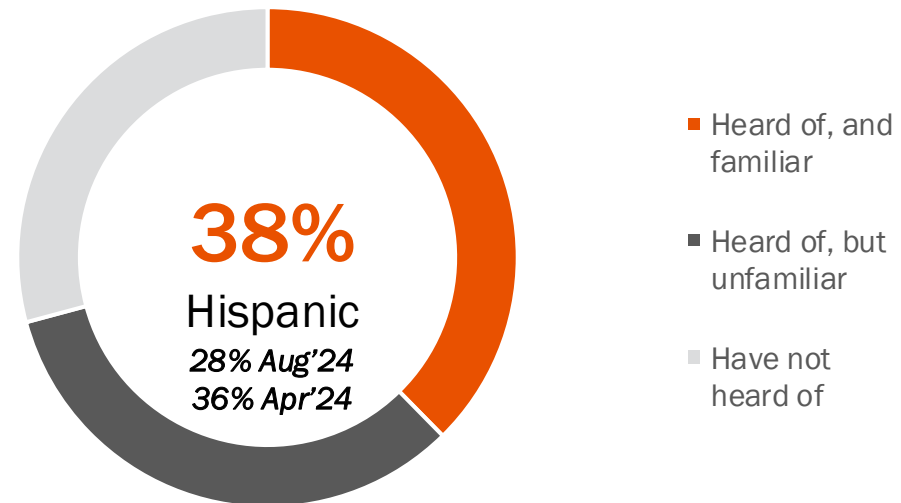
Political Campaigning

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	66%	8%	72%	9%
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	35%	41%	16%	67%

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Gracias

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APPENDIX

Religious Service Attendance

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

Religious Service Attendance

	More than once a week	Once a week	Once or twice a month	A few times a year	Seldom	Never
Hispanic	11%	24%	14%	18%	14%	19%
Non-Hispanic	6%	17%	7%	13%	22%	34%

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

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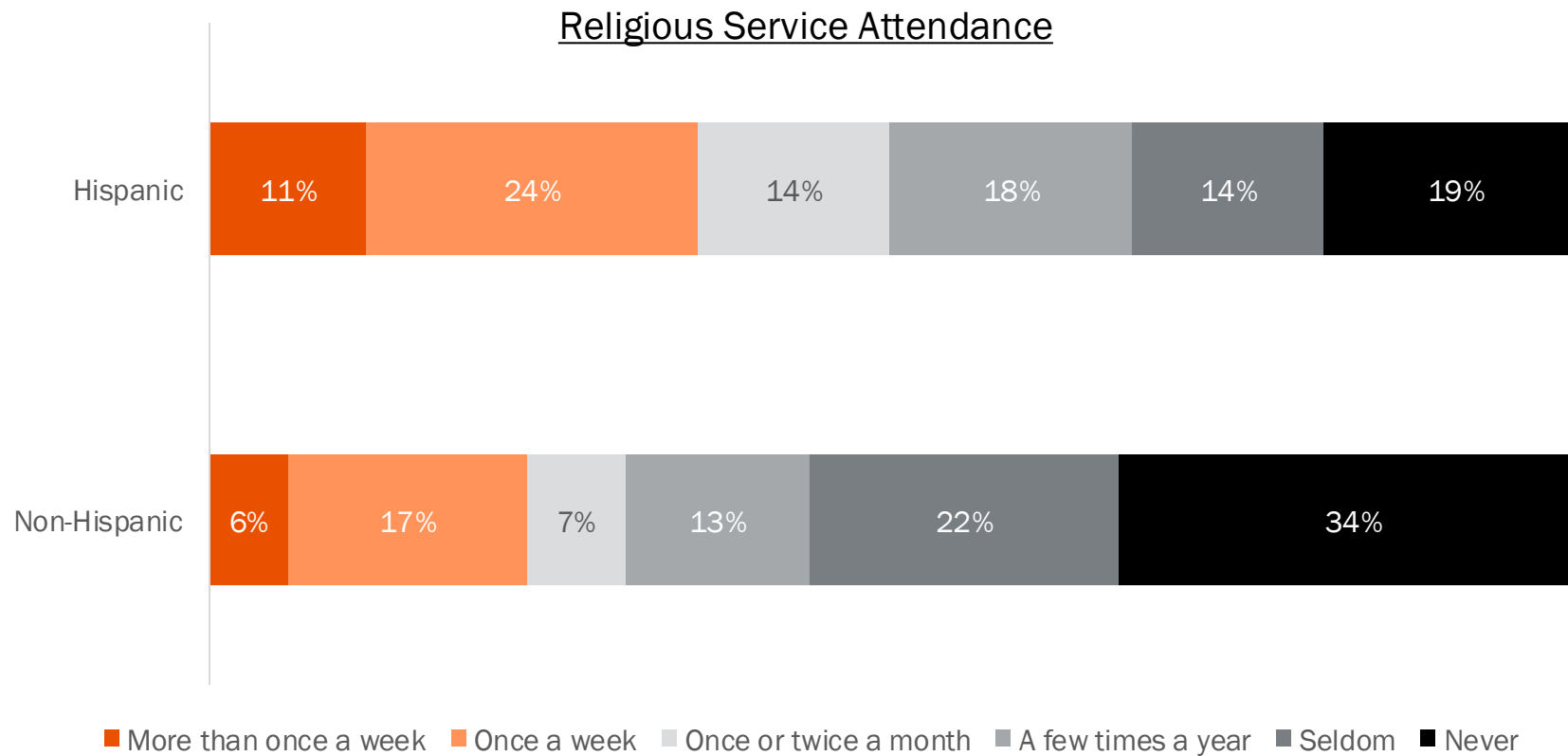
Ballot Language Preference

When voting, I prefer to receive a ballot in…

Ballot Language Preference

88% Hispanic

- ■ Spanish
- ■ English
- ■ No preference