CALIFORNIA

California's Hispanic Community

California Hispanics Are YOUNGER

40 Hispanic median age
vs 51 for Non-Hispanic

Lower Hispanic Median Household Income

$65,654
vs $126,094 for Non-Hispanic

Larger Hispanic Households

4.4 Median Persons per HH
vs 3.0 for Non-Hispanic

More Likely to Have Children in Household

47% Kids <18 in HH
vs 28% for Non-Hispanic

More Likely Renting Their Homes

55% Rent where they live
vs 33% for Non-Hispanic

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TU & Media Predict

2024 Presidential Tracker

Congressional District CA-22
July 2024

Objectives

- Measure current landscape of the 2024 Primary and General Elections

- Assess voter sentiment towards current candidates and government bodies

- Understand key issues and their degree of importance as motivators to vote

- Compare and contrast Hispanic and Non-Hispanic voters

Methodology

- Online survey of 424 likely voters ages 18+

A18+
227 Hispanic (147 SpanDom/Bilingual)
197 Non-Hispanic

- In field 7/5/2024 – 7/23/2024

- Weighted to the registered voter universe by age, gender, education, and political party affiliation. Results from full survey have a margin of error of plus or minus 6.6% for Hispanics and 7.1% for Non-Hispanics.

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

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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

22%
Non-Hispanic
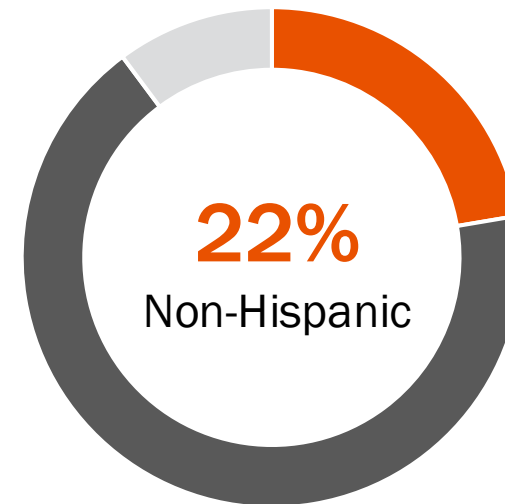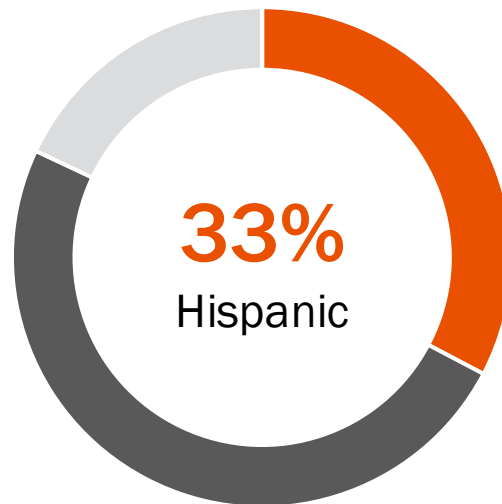
- Right direction
- Wrong track
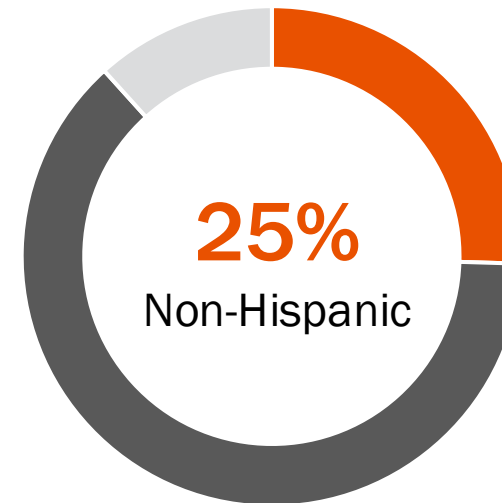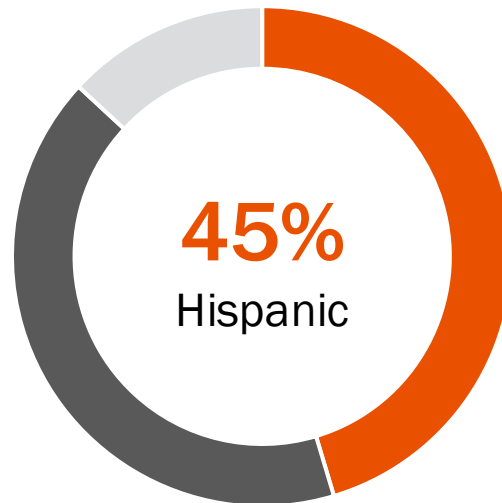- Unsure/I don't know

45% of Hispanics Believe California is Headed in the Right Direction

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

California Right or Wrong Track

45%
Hispanic

25%
Non-Hispanic

■ Right direction

■ Wrong track

■ Unsure/I don't know

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41% of Hispanic Voters Believe Quality of Life in California Has Gotten Worse

In general, do you believe that the quality of life in California has become better or worse in the last few years?
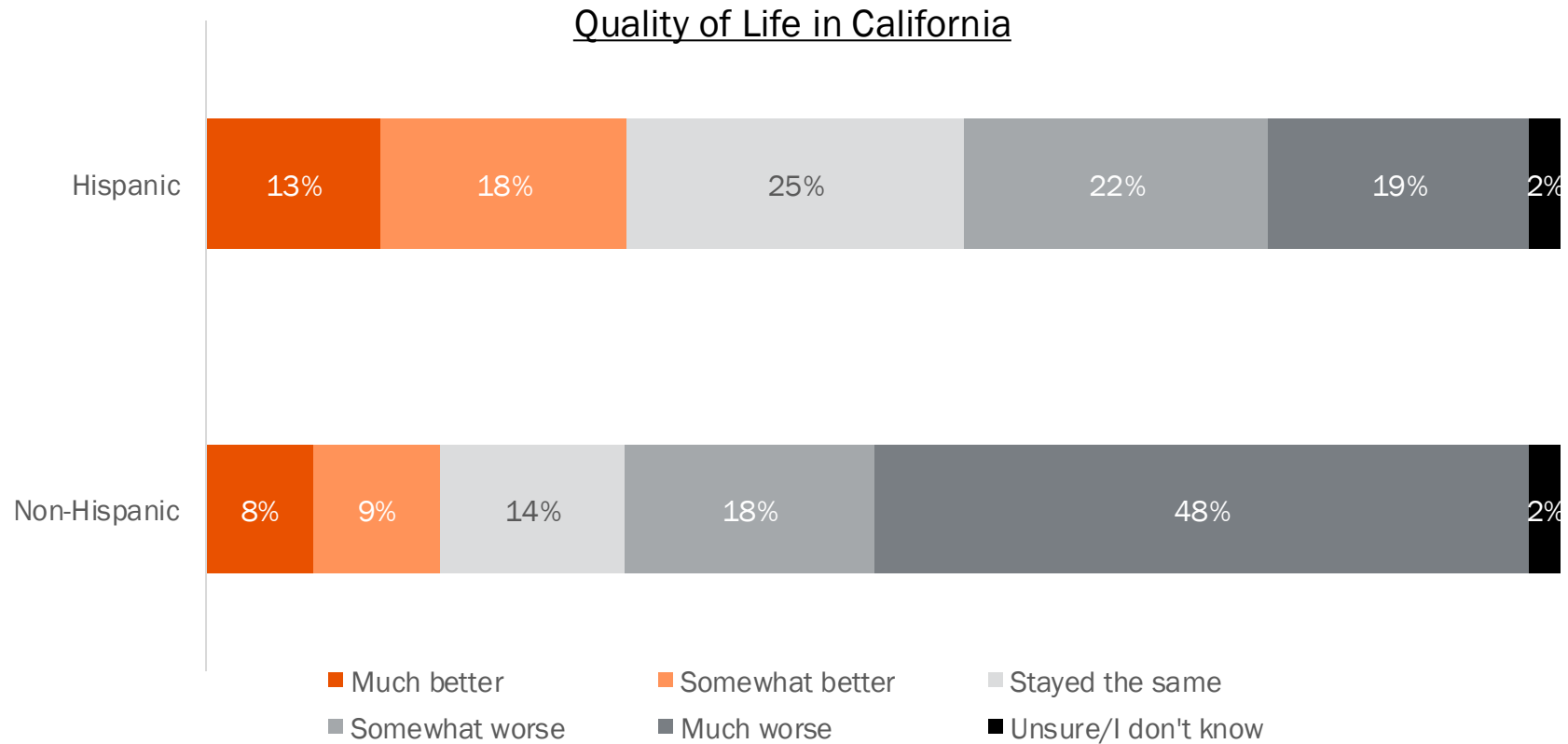
Quality of Life in California

	Much better	Somewhat better	Stayed the same	Somewhat worse	Much worse	Unsure/I don't know
Hispanic	13%	18%	25%	22%	19%	2%
Non-Hispanic	8%	9%	14%	18%	48%	2%

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General Election Polling
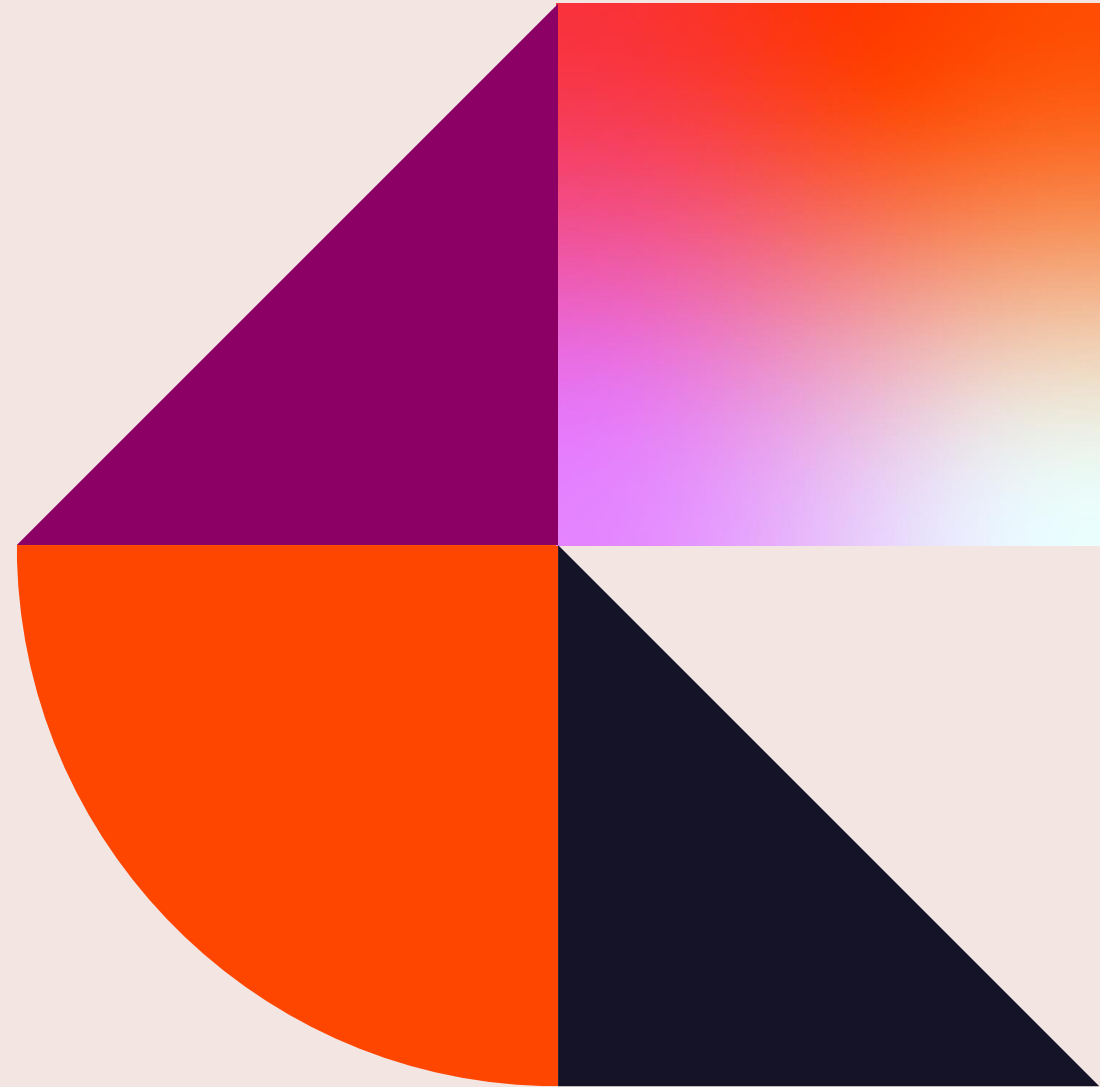
Willingness to Vote for Candidates in General Election

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

	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Donald Trump (R)	20%	12%	11%	12%	42%	3%
Robert F. Kennedy, Jr (I)	22%	34%	21%	8%	11%	3%

Non-Hispanic

	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Donald Trump (R)	40%	10%	5%	7%	38%	1%
Robert F. Kennedy, Jr (I)	11%	27%	31%	13%	17%	1%

Legend:
- Very willing
- Somewhat willing
- Neutral
- Somewhat unwilling
- Very unwilling
- Unsure/No opinion
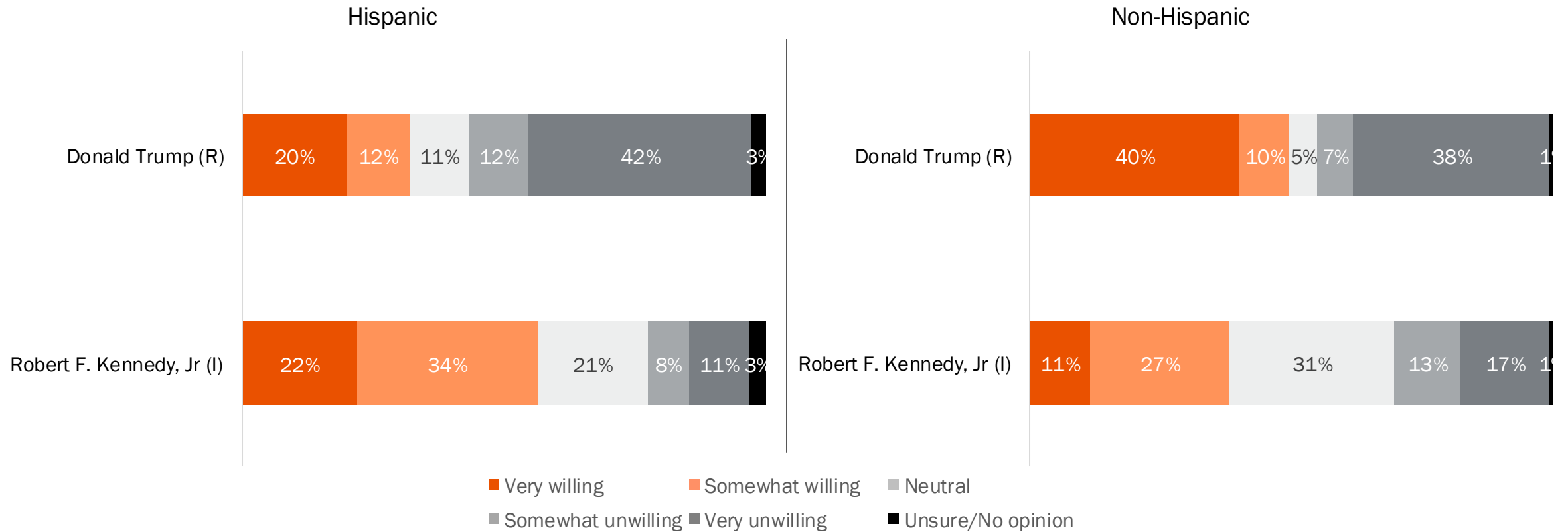
US Senate Vote

- SCHIFF FAVORED BY HISPANICS, HIGHER THAN NON-HISPANICS
- 53% OF HISPANICS UP FOR GRABS (34% NOT DEFINITE, 19% UNSURE)

If the election for United States Senator from California were being held today, and the candidates were Adam Schiff (Democrat) and Steve Garvey (Republican), for whom would you vote?

US Senate Vote

	Definitely voting Schiff	Probably voting Schiff	Probably voting Garvey	Definitely voting Garvey	Someone else	Unsure/I don't know
Hispanic	32%	23%	11%	8%	7%	19%
Non-Hispanic	20%	14%	16%	29%	5%	17%

■ Definitely voting Schiff   ■ Probably voting Schiff   ■ Probably voting Garvey
■ Definitely voting Garvey   Someone else   ■ Unsure/I don't know

48% of Hispanics Not Completely Certain About Their Vote for US Senate

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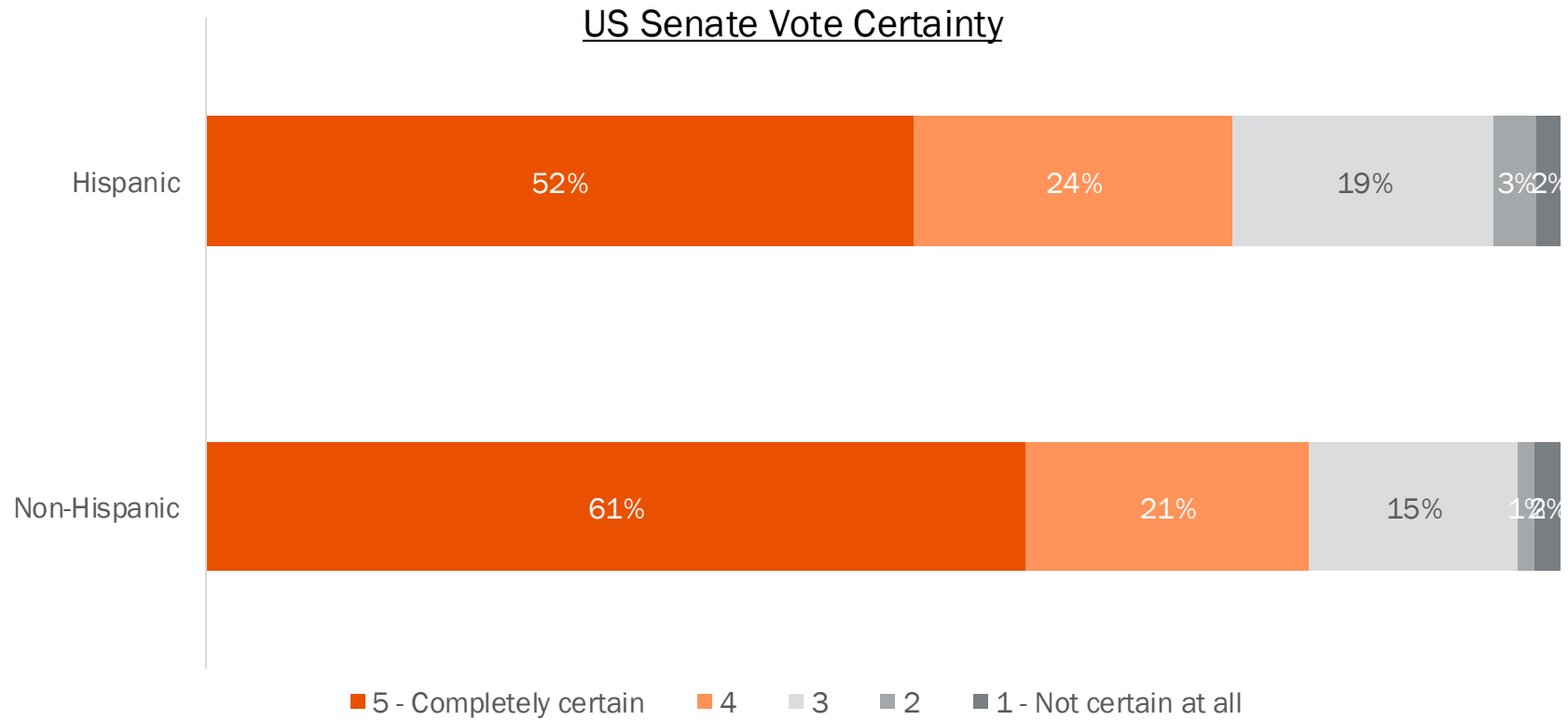
US Senate Vote Certainty

Hispanic: 52% | 24% | 19% | 3% | 2%

Non-Hispanic: 61% | 21% | 15% | 1% | 2%

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

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Willingness to Vote for Candidates in US Senate Election

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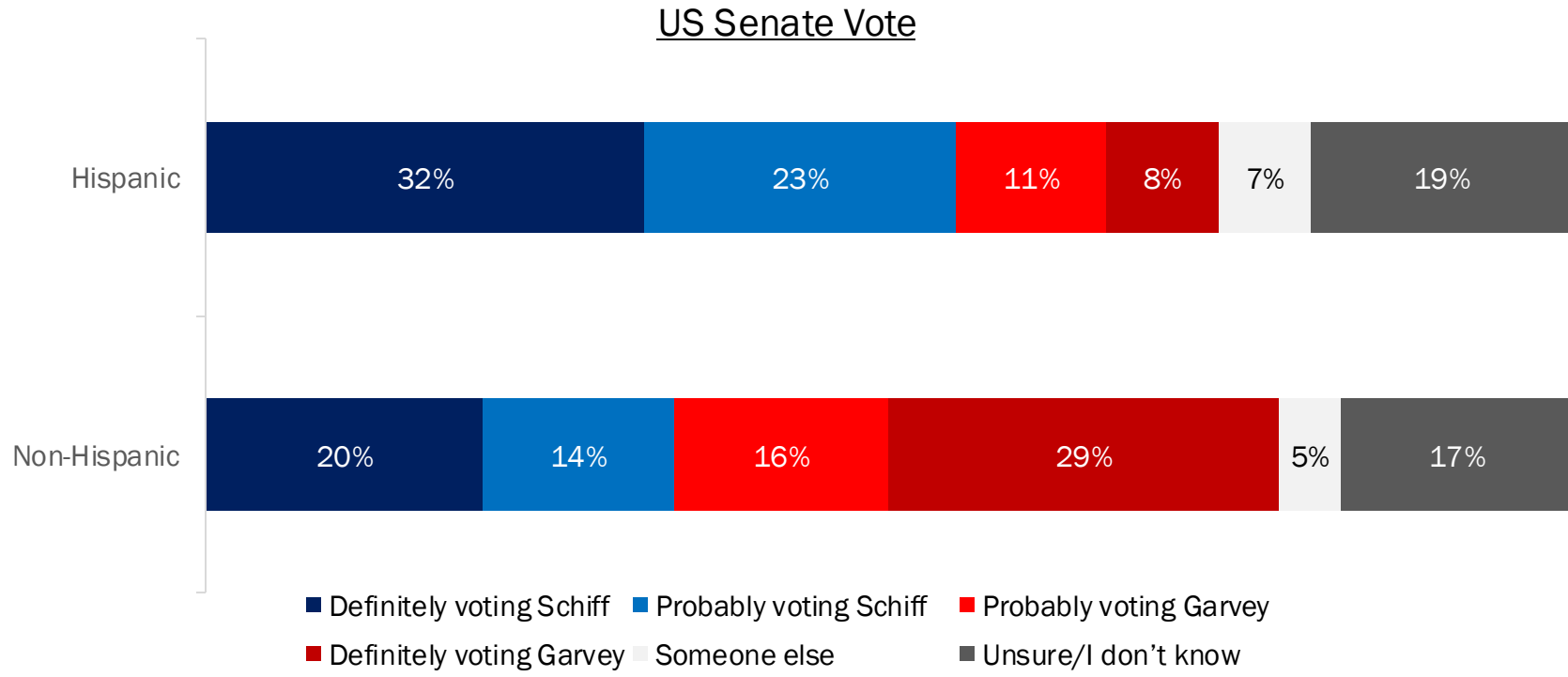
Candidate Vote Willingness

Hispanic

Adam Schiff (D): 38% | 19% | 26% | 5% | 6% | 5%

Steve Garvey (R): 13% | 11% | 26% | 15% | 29% | 6%

Non-Hispanic

Adam Schiff (D): 23% | 20% | 17% | 4% | 34% | 3%

Steve Garvey (R): 30% | 19% | 17% | 7% | 24% | 3%

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

House of Representatives Vote

- SALAS FAVORED BY HISPANICS, HIGHER THAN NON-HISPANICS
- 55% OF HISPANICS UP FOR GRABS (40% NOT DEFINITE, 15% UNSURE)

If the election for the United States House of Representatives were held today, and the candidates were Rudy Salas (Democrat) and David Valadao (Republican), for whom would you vote?

House of Representatives Vote

Hispanic: 31% | 27% | 13% | 7% | 7% | 15%

Non-Hispanic: 23% | 14% | 21% | 28% | 2% | 12%

- ■ Definitely voting Salas
- ■ Probably voting Salas
- ■ Probably voting Valadao
- ■ Definitely voting Valadao
- ■ Someone else
- ■ Unsure/I don't know

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45% of Hispanics Not Completely Certain About Their Vote for US House of Representatives

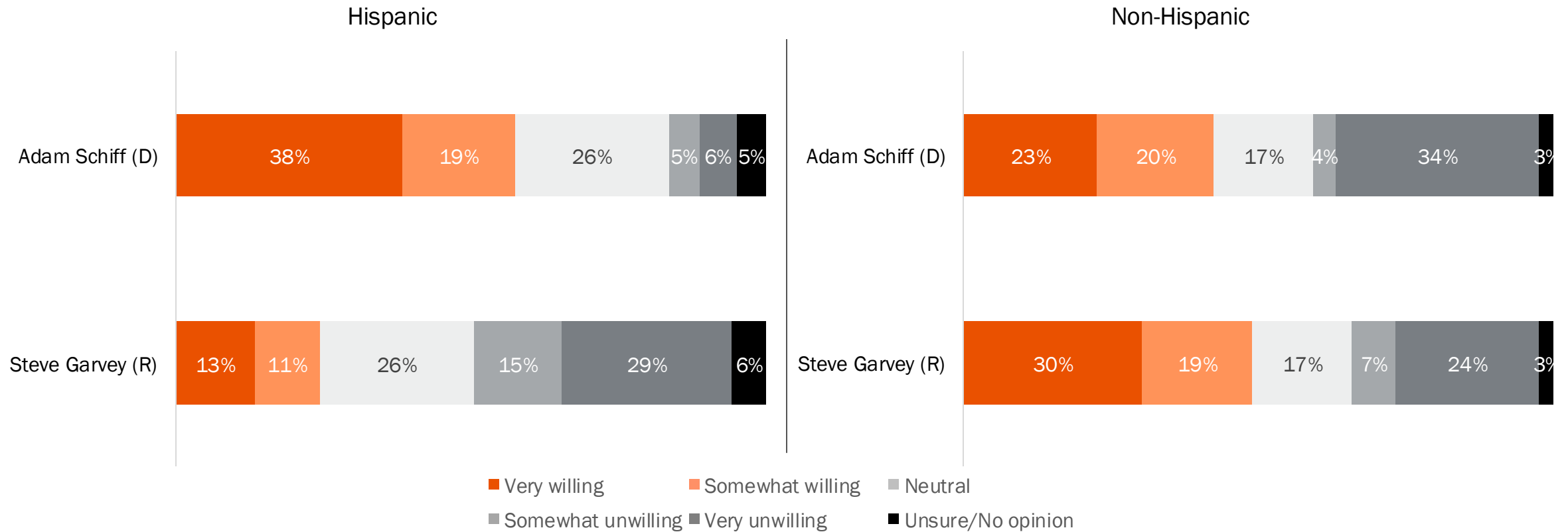*How certain are you that this is the right choice of candidate for you?*
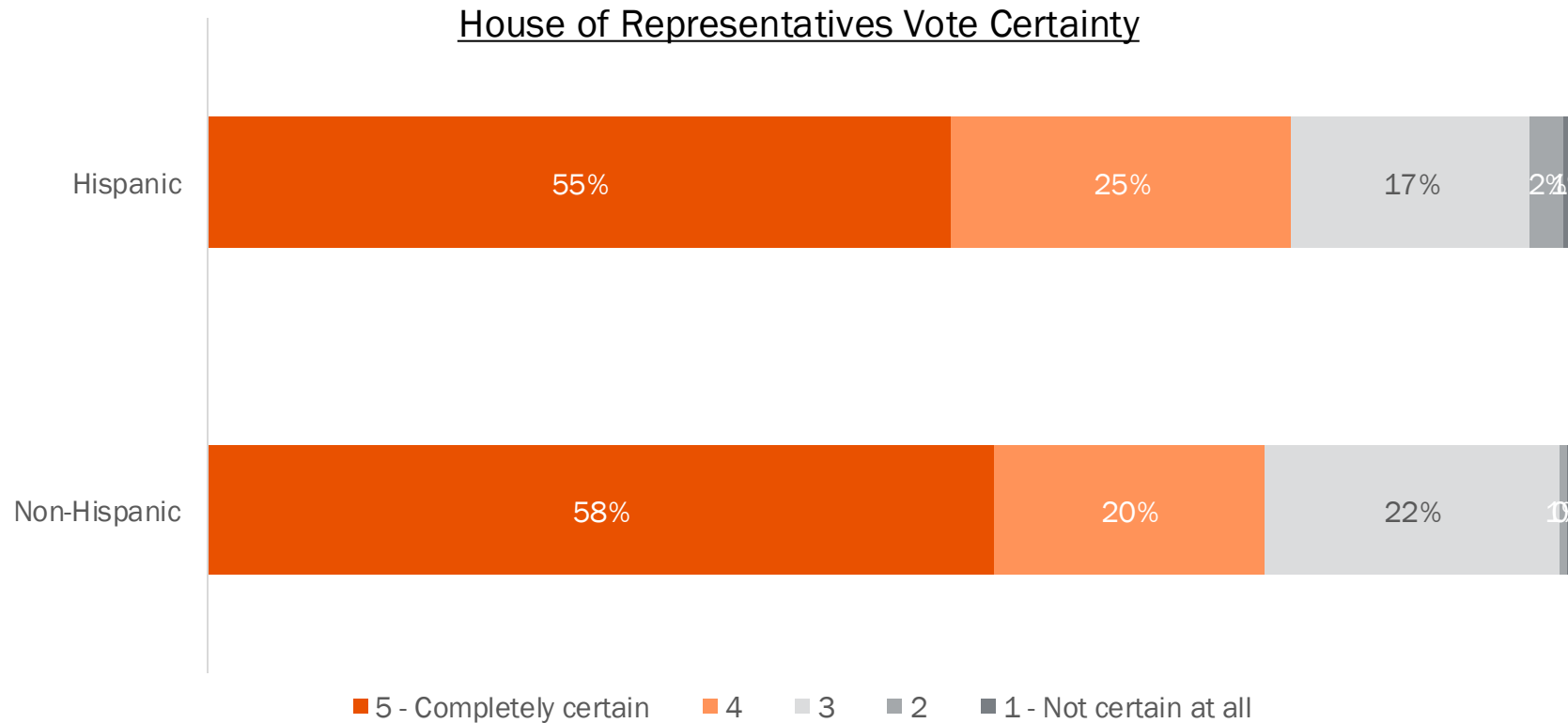
House of Representatives Vote Certainty

	5 - Completely certain	4	3	2	1 - Not certain at all
Hispanic	55%	25%	17%	2%	1%
Non-Hispanic	58%	20%	22%		1%

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

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Willingness to Vote for Candidates in US House of Representatives Election

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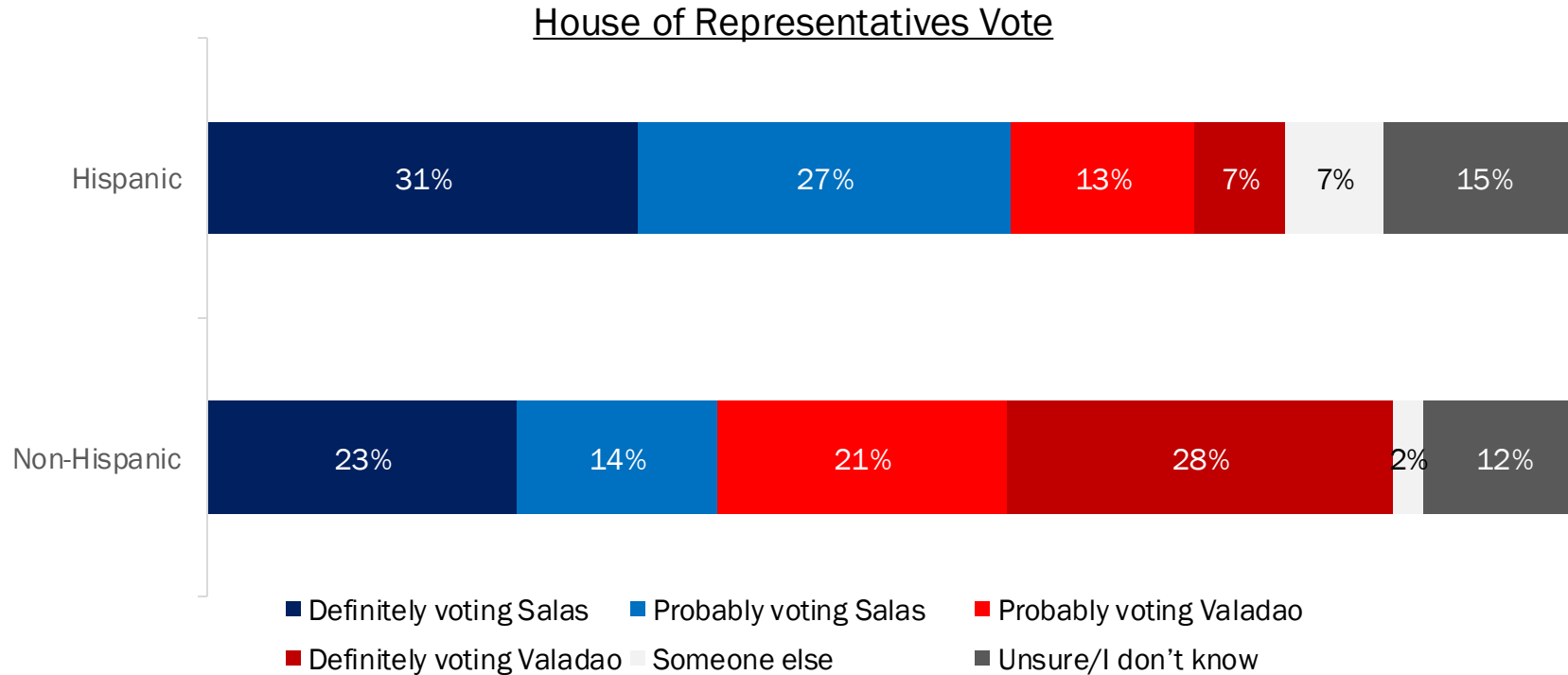
Candidate Vote Willingness

Hispanic

Rudy Salas (D)
- Very willing: 40%
- Somewhat willing: 22%
- Neutral: 17%
- Somewhat unwilling: 10%
- Very unwilling: 7%
- Unsure/No opinion: 3%

David Valadao (R)
- Very willing: 12%
- Somewhat willing: 16%
- Neutral: 24%
- Somewhat unwilling: 15%
- Very unwilling: 30%
- Unsure/No opinion: 4%

Non-Hispanic

Rudy Salas (D)
- Very willing: 24%
- Somewhat willing: 18%
- Neutral: 20%
- Somewhat unwilling: 11%
- Very unwilling: 23%
- Unsure/No opinion: 3%

David Valadao (R)
- Very willing: 32%
- Somewhat willing: 20%
- Neutral: 19%
- Somewhat unwilling: 7%
- Very unwilling: 20%
- Unsure/No opinion: 3%

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

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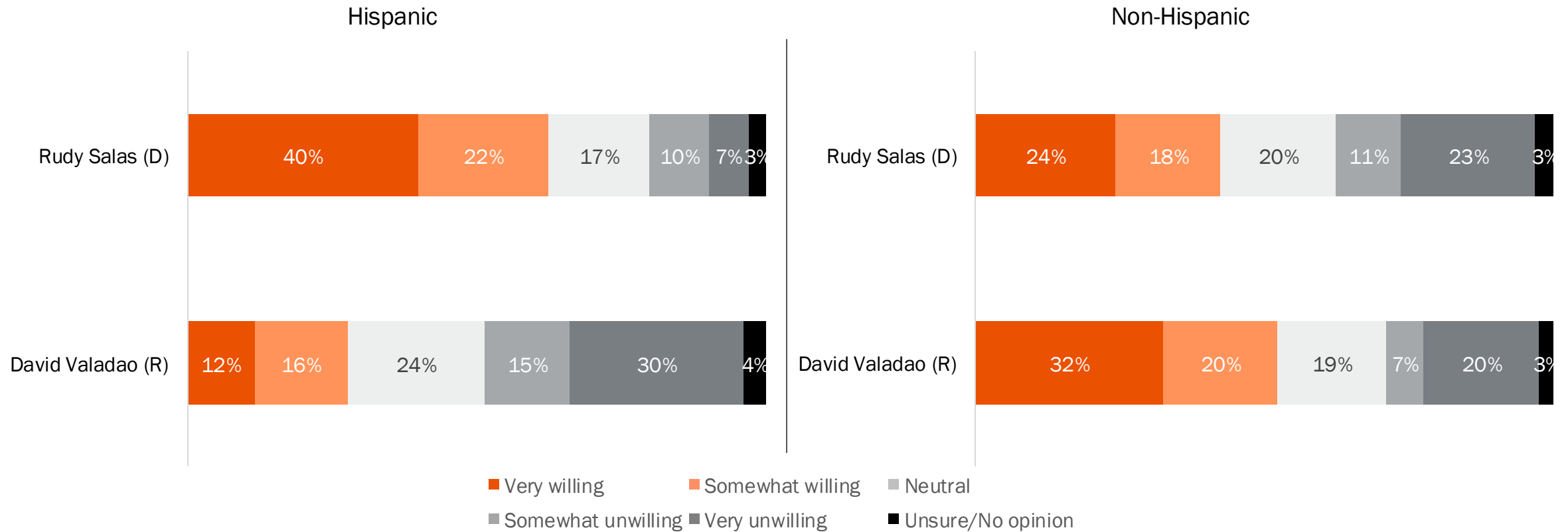
Hispanics More Likely than Non-Hispanics to be Crossover Voters This Election

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?
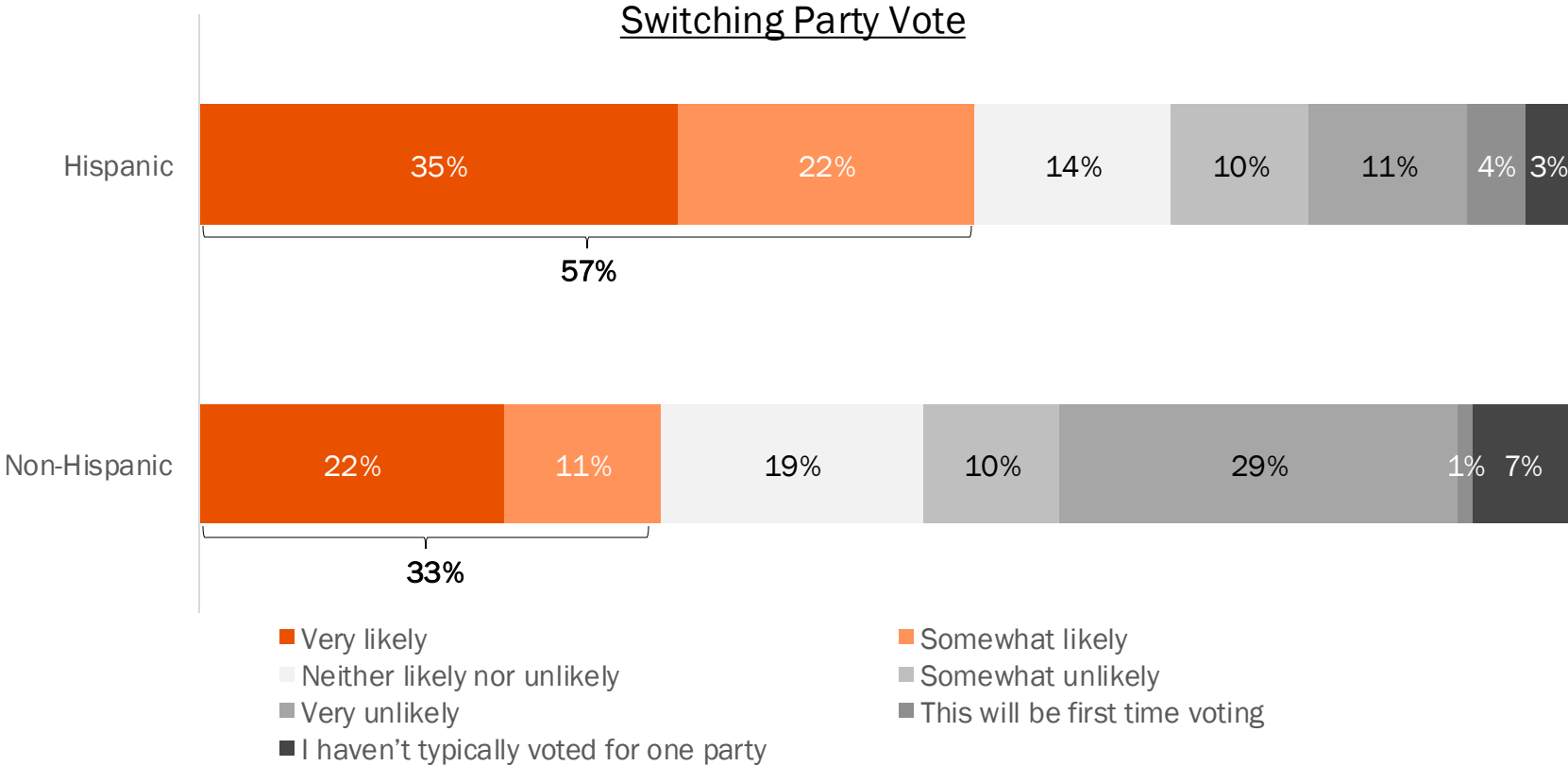
Switching Party Vote
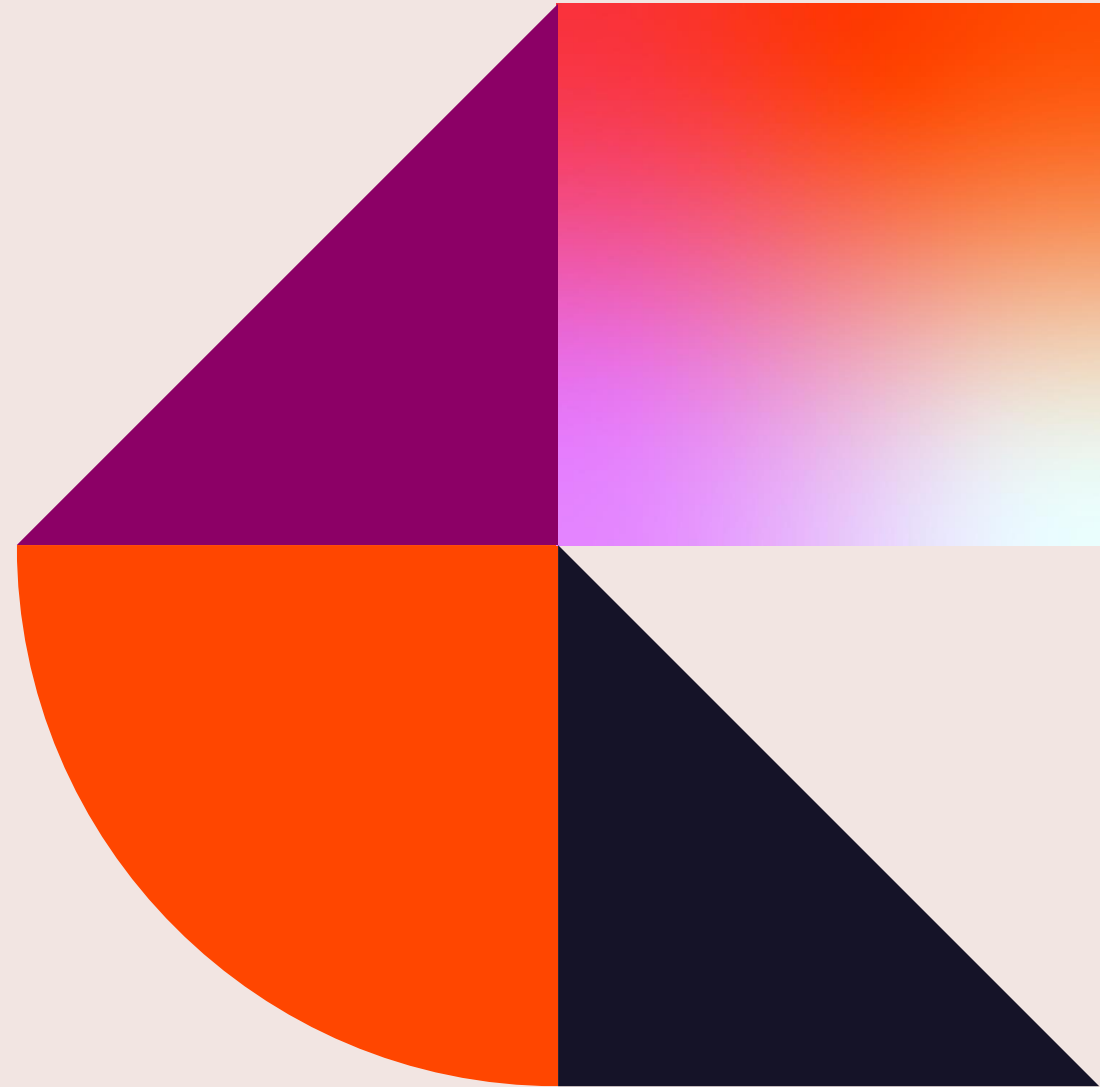
Hispanic
| 35% | 22% | 14% | 10% | 11% | 4% | 3% |

57%

Non-Hispanic
| 22% | 11% | 19% | 10% | 29% | 1% | 7% |

33%

- ■ 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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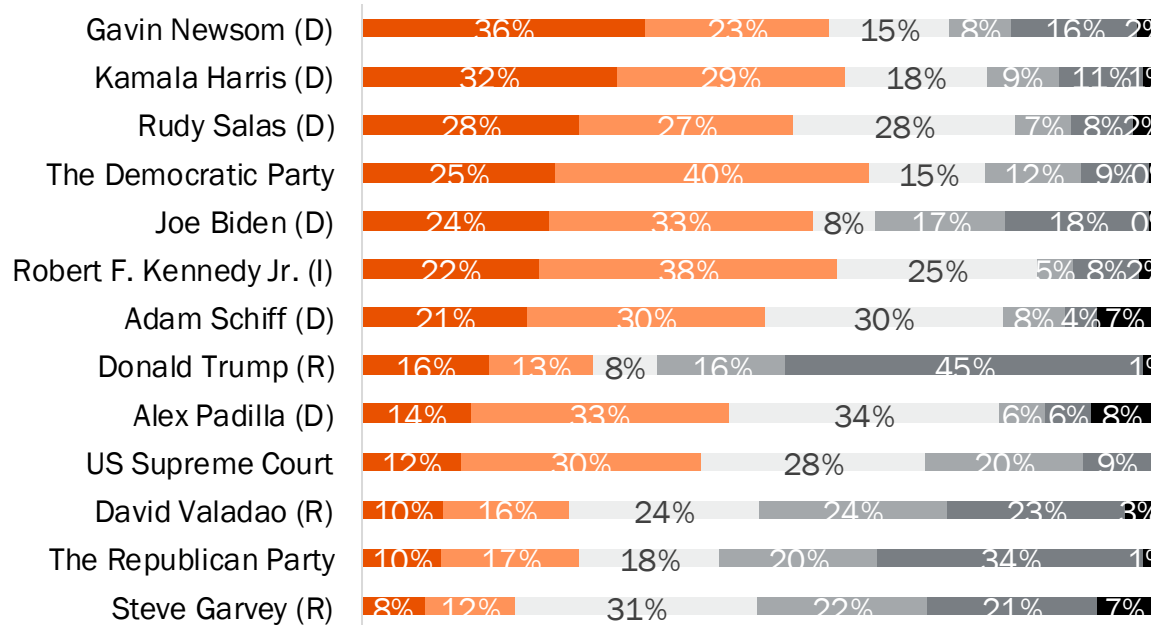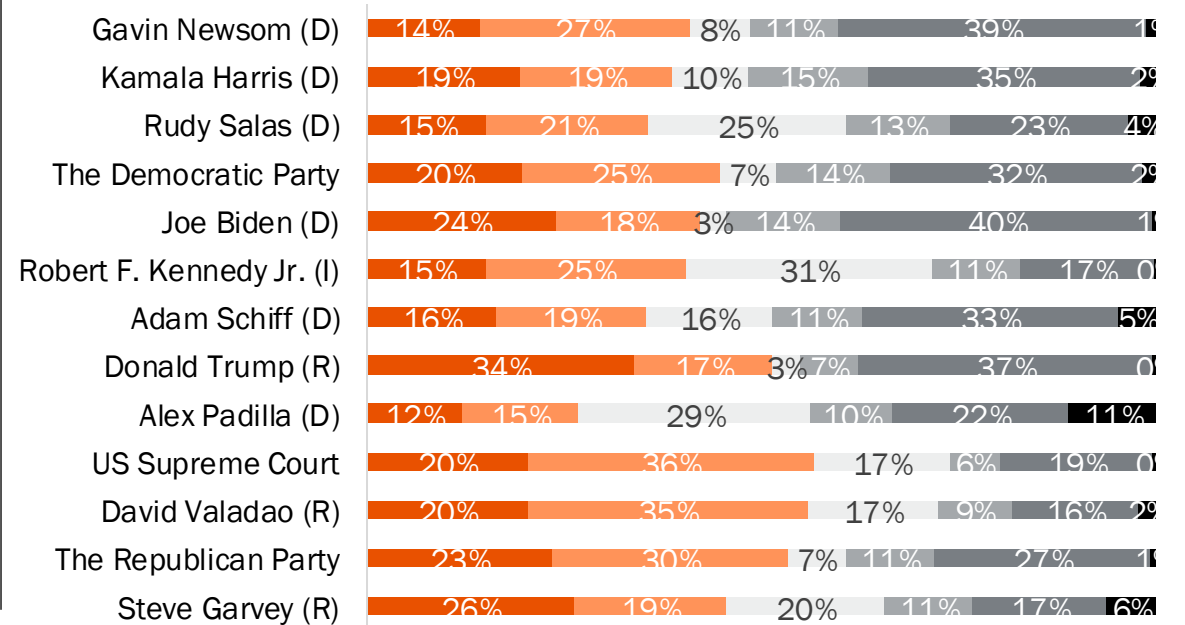
Favorability & Job Approval

Favorability

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

Favorability

Hispanic

Gavin Newsom (D)	36%	23%	15%	8%	16% 2%
Kamala Harris (D)	32%	29%	18%	9%	11% 1%
Rudy Salas (D)	28%	27%	28%	7%	8% 2%
The Democratic Party	25%	40%	15%	12%	9% 0%
Joe Biden (D)	24%	33%	8%	17%	18% 0%
Robert F. Kennedy Jr. (I)	22%	38%	25%	5%	8% 2%
Adam Schiff (D)	21%	30%	30%	8% 4%	7%
Donald Trump (R)	16%	13%	8%	16%	45% 1%
Alex Padilla (D)	14%	33%	34%	6% 6%	8%
US Supreme Court	12%	30%	28%	20%	9%
David Valadao (R)	10%	16%	24%	24%	23% 3%
The Republican Party	10%	17%	18%	20%	34% 1%
Steve Garvey (R)	8%	12%	31%	22%	21% 7%

Non-Hispanic

Gavin Newsom (D)	14%	27%	8%	11%	39% 1%
Kamala Harris (D)	19%	19%	10%	15%	35% 2%
Rudy Salas (D)	15%	21%	25%	13%	23% 4%
The Democratic Party	20%	25%	7%	14%	32% 2%
Joe Biden (D)	24%	18%	3%	14%	40% 1%
Robert F. Kennedy Jr. (I)	15%	25%	31%	11%	17% 0%
Adam Schiff (D)	16%	19%	16%	11%	33% 5%
Donald Trump (R)	34%	17%	3% 7%	37%	0%
Alex Padilla (D)	12%	15%	29%	10%	22% 11%
US Supreme Court	20%	36%	17%	6%	19% 0%
David Valadao (R)	20%	35%	17%	9%	16% 2%
The Republican Party	23%	30%	7%	11%	27% 1%
Steve Garvey (R)	26%	19%	20%	11%	17% 6%

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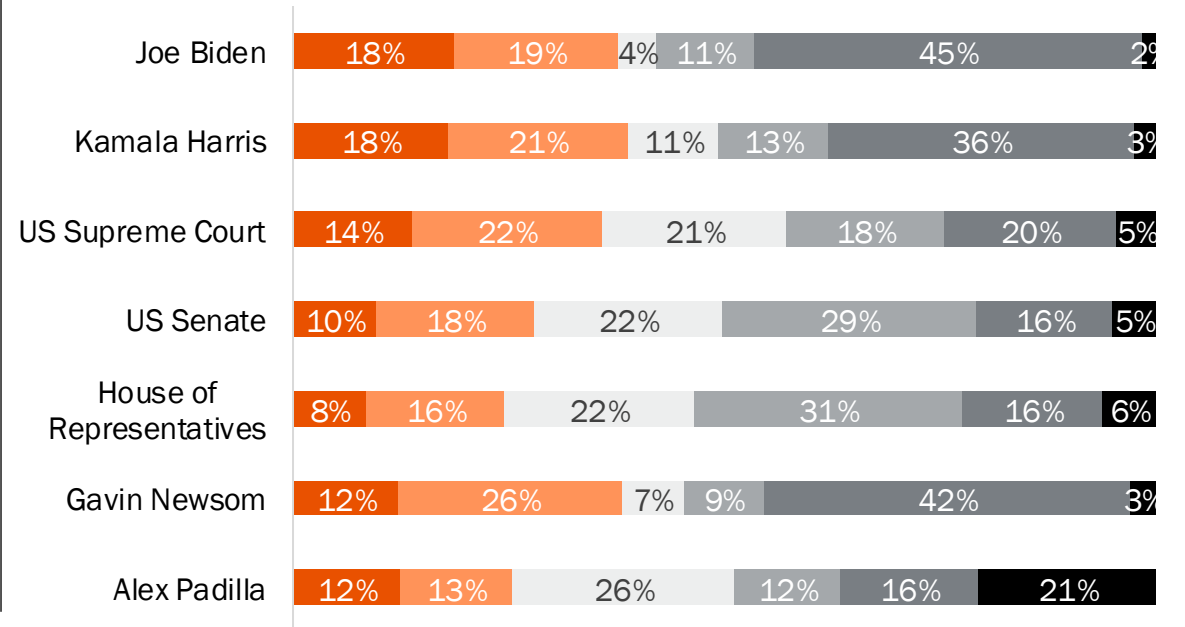■ Somewhat unfavorable ■ Strongly unfavorable ■ Have not heard of

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Job Approval

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

Job Approval

Hispanic
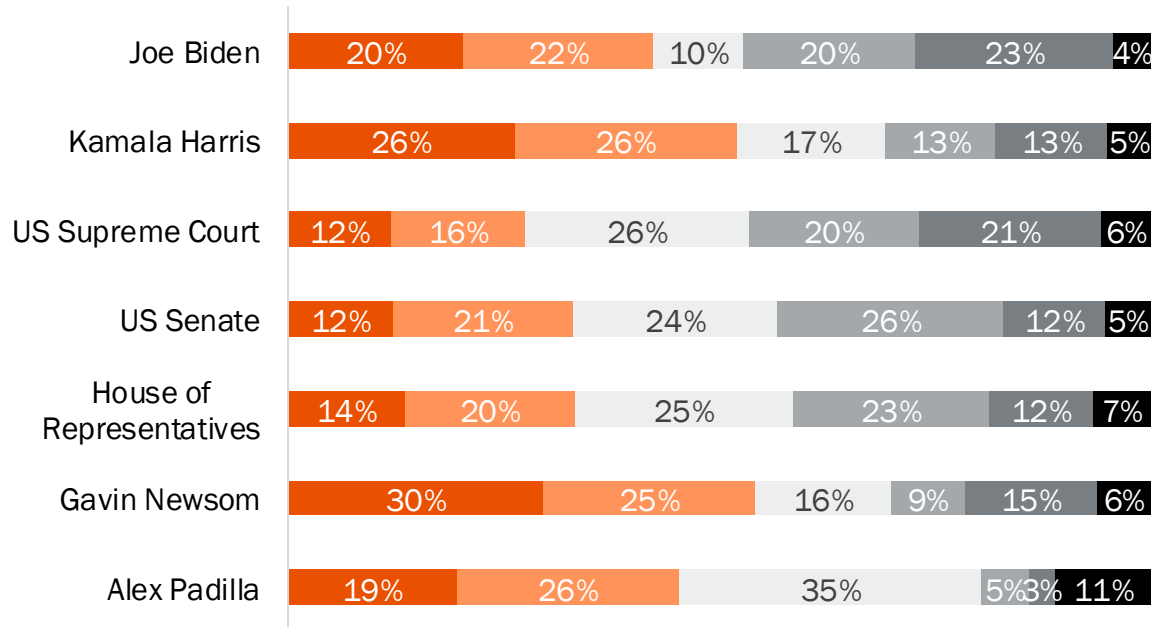
	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	20%	22%	10%	20%	23%	4%
Kamala Harris	26%	26%	17%	13%	13%	5%
US Supreme Court	12%	16%	26%	20%	21%	6%
US Senate	12%	21%	24%	26%	12%	5%
House of Representatives	14%	20%	25%	23%	12%	7%
Gavin Newsom	30%	25%	16%	9%	15%	6%
Alex Padilla	19%	26%	35%	5%	3%	11%

Non-Hispanic

	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	18%	19%	4%	11%	45%	2%
Kamala Harris	18%	21%	11%	13%	36%	3%
US Supreme Court	14%	22%	21%	18%	20%	5%
US Senate	10%	18%	22%	29%	16%	5%
House of Representatives	8%	16%	22%	31%	16%	6%
Gavin Newsom	12%	26%	7%	9%	42%	3%
Alex Padilla	12%	13%	26%	12%	16%	21%

■ Strongly approve ■ Somewhat approve ▨ Neutral
▨ Somewhat disapprove ▨ Strongly disapprove ■ Unsure/No opinion
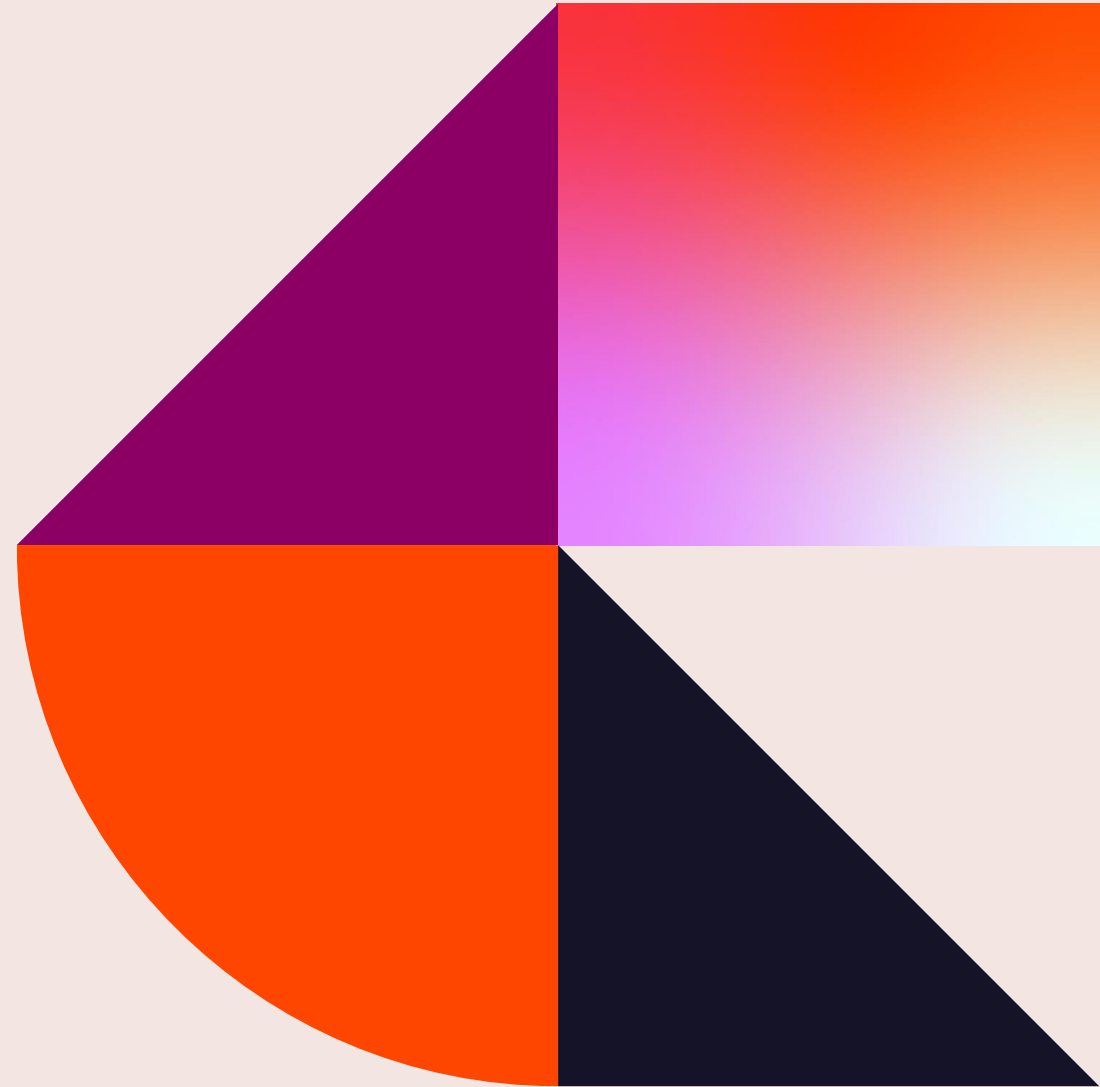
The Issues

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

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

Issue Importance TopBox

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Affordable housing	72%	61%	Gun rights / 2nd amendment	40%	51%
Cost of living	70%	73%	Strengthening law enforcement	40%	47%
Economy / jobs	63%	65%	Opioids / drug abuse	37%	54%
Education	62%	60%	Race relations	36%	39%
Inflation	60%	68%	Abortion	36%	54%
Gas prices	57%	62%	Energy policy	33%	45%
Social security / Medicare	57%	67%	Police reform	33%	38%
Healthcare	55%	67%	Infrastructure, such as roads and public transportation	32%	44%
Mental health	54%	58%	Defense / military	28%	52%
Taxes	54%	55%	Border security	28%	55%
Crime and public safety	53%	63%	LGBTQ rights	25%	25%
Entitlements / social services reform (Medicare, welfare, etc.)	51%	57%	Culture wars	25%	26%
Homelessness	50%	62%	Israel/Hamas War	23%	34%
Climate change	49%	47%	Foreign policy	22%	38%
Gun control	47%	46%	U.S. relationship with China	20%	32%
Government spending / deficit	46%	52%	Russia / Ukraine war	17%	35%
Immigration	41%	50%			

41% 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

41%
Hispanic

39%
Non-Hispanic

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

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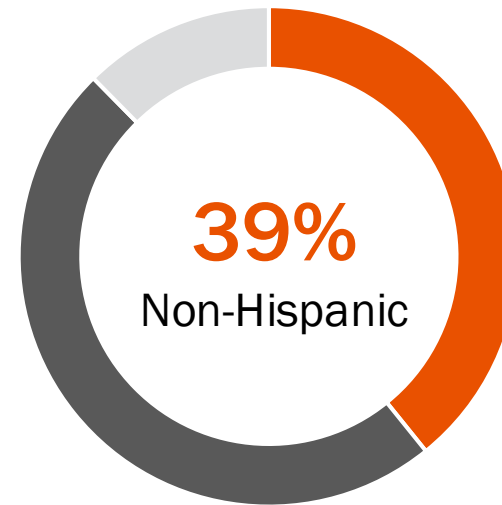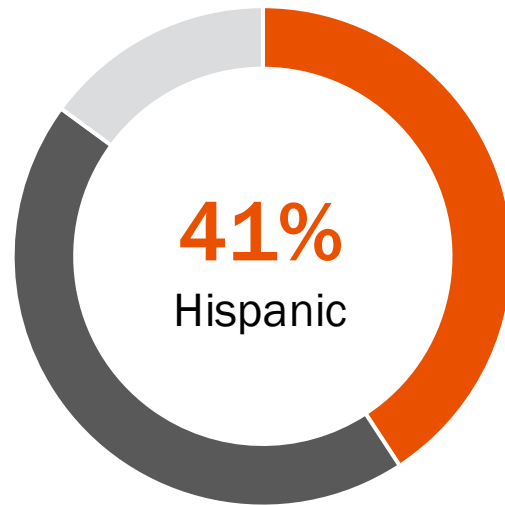
Issues That Will Determine Who They Vote For
- INFLATION MOST IMPORTANT TO HISPANICS

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

Top 10 Determining Issues

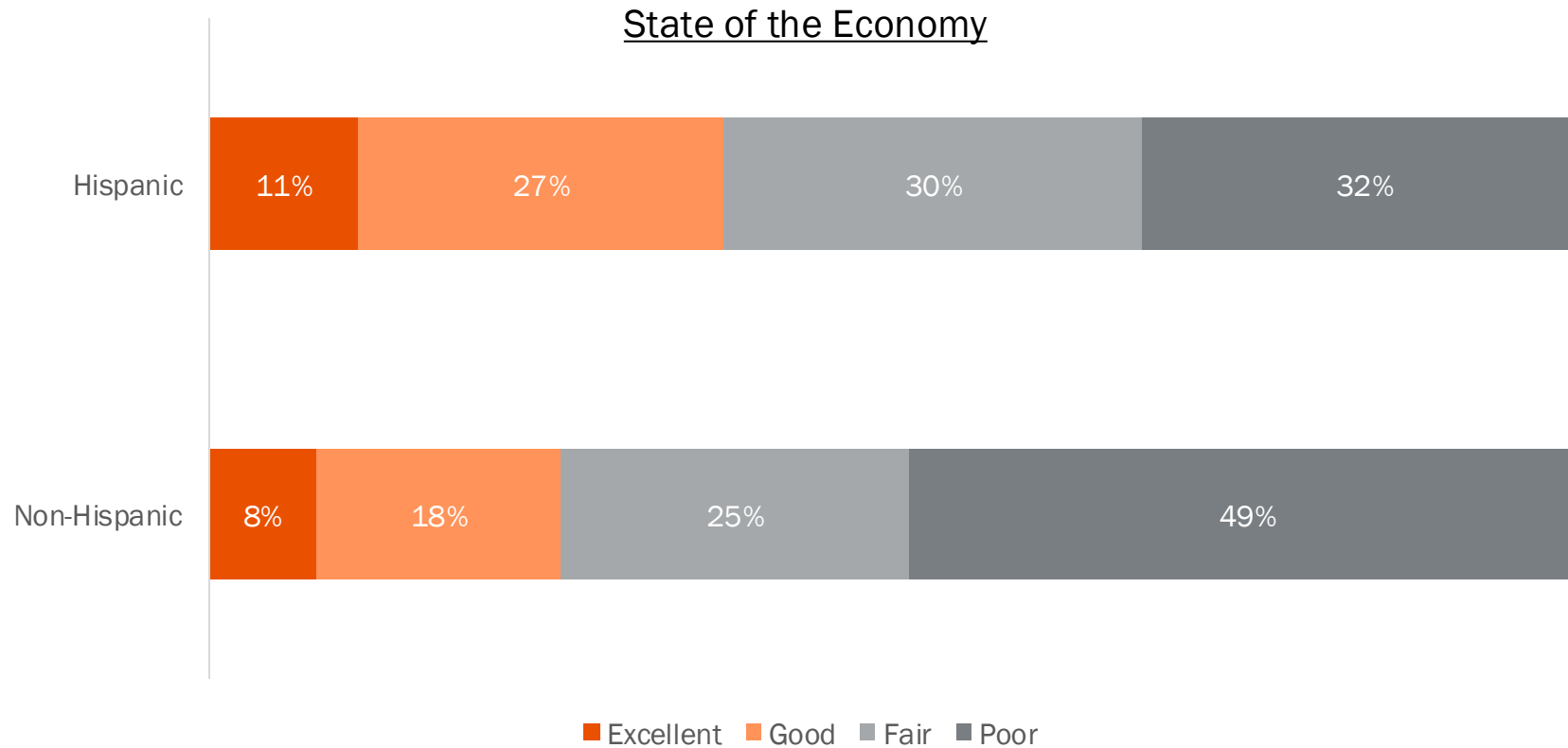|	Hispanic	Non-Hispanic
Inflation	15%	10%
Cost of living	13%	7%
Economy / jobs	12%	9%
Healthcare	10%	1%
Immigration	9%	5%
Abortion	7%	14%
LGBTQ rights	4%	3%
Government spending / deficit	4%	1%
Education	3%	1%
Climate change	3%	1%

Party Better Able to Handle Issues

Thinking again about the issues, which party do you think would do a better job of handling each of the following issues, the Democratic Party or the Republican Party?

	Hispanic		Non-Hispanic	
	Democrat Top2Box	**Republican** Top2Box	**Democrat** Top2Box	**Republican** Top2Box
Entitlements Reform	58%	14%	41%	31%
Education	58%	18%	39%	31%
Energy Policy	57%	11%	35%	35%
Social Security	57%	15%	38%	35%
Abortion	56%	16%	46%	29%
Healthcare	56%	14%	43%	38%
Economy / jobs	55%	21%	35%	44%
Climate Change	54%	12%	39%	27%
Cost of Living	50%	23%	34%	45%
Taxes	46%	21%	32%	47%

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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
Gov spending	45%	20%	31%	40%
Foreign policy	44%	27%	30%	39%
Inflation	43%	28%	34%	46%
Crime and public safety	43%	27%	31%	43%
National Security	42%	25%	25%	45%
Immigration	41%	30%	27%	49%
Opioids	40%	17%	29%	32%
Border Security	34%	34%	26%	48%
Defense	34%	32%	25%	51%

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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

	Excellent	Good	Fair	Poor
Hispanic	11%	27%	30%	32%
Non-Hispanic	8%	18%	25%	49%

■ Excellent   ■ Good   ■ Fair   ■ Poor

24% 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 | 14% | 23% | 35% | 15% | 9% | 5% |

| Non-Hispanic | 11% | 15% | 28% | 24% | 20% | 2% |

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

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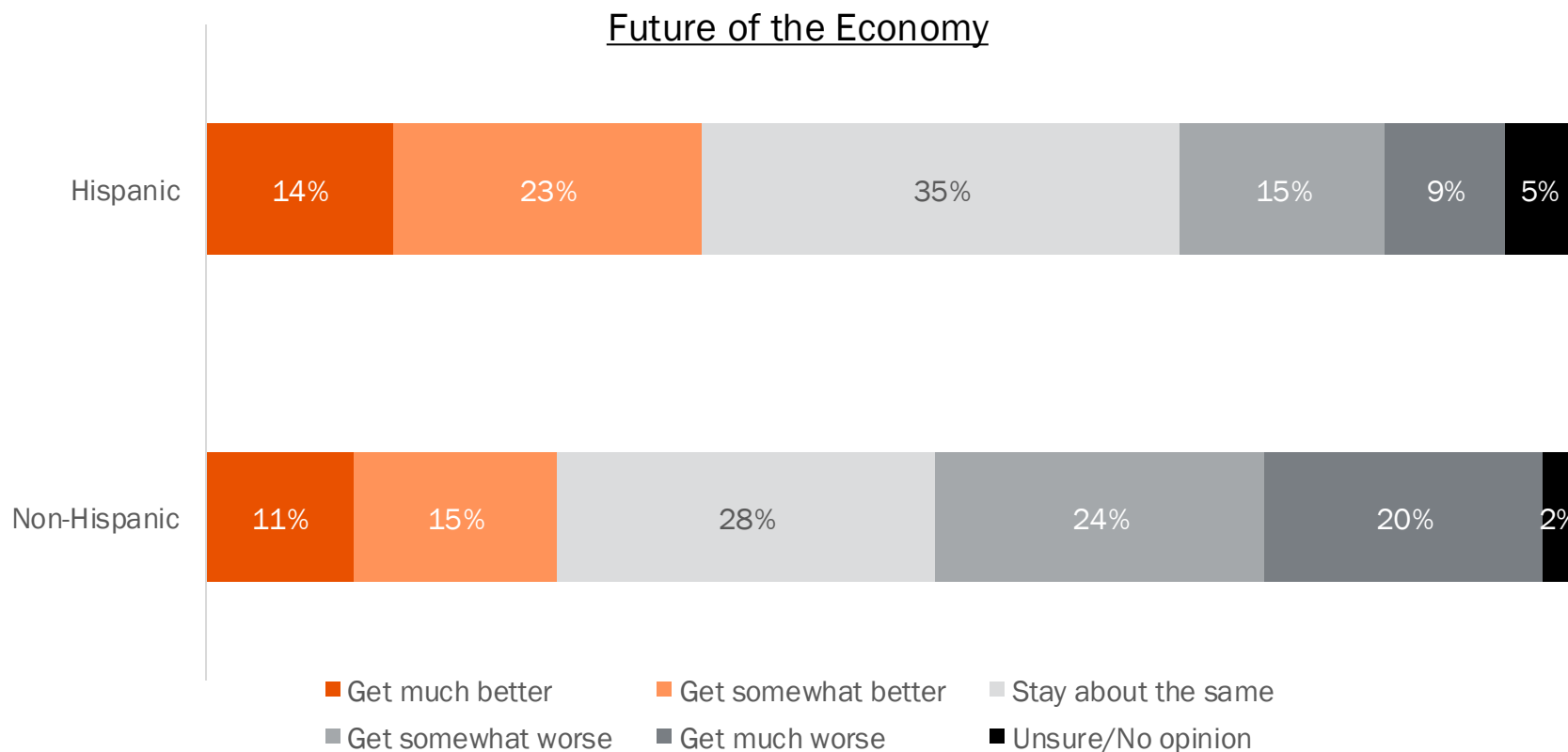
Economy

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	84%	5%	85%	8%
I feel that it is increasingly difficult for middle class families to prosper in the United States	79%	7%	83%	6%
The price of gas is putting a strain on my finances	68%	18%	77%	12%
I am concerned about the U.S. federal government's spending and deficit	68%	10%	76%	10%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	66%	7%	61%	10%
My personal economic situation has become worse in the last year	63%	17%	71%	12%
I expect my personal economic situation to get better in the next few years	62%	17%	38%	32%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	57%	19%	52%	28%
I have taken, or am considering taking, a second job in order to maintain my standard of living	54%	17%	56%	23%
I feel that jobs are getting easier to find	34%	43%	19%	53%
Home ownership is still within reach for most people	32%	53%	20%	65%

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 July 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	84%	3%	84%	3%
Drug abuse is a serious public health issue in the United States	81%	6%	87%	6%
I am generally satisfied with my healthcare coverage	64%	20%	59%	17%
Medicaid and Medicare are working well now	55%	16%	41%	29%
The cost of my health care and insurance is reasonable	49%	24%	40%	29%
The cost of prescription drugs is a financial problem for me	40%	27%	38%	37%

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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	54%	7%	54%	13%
Abortion laws should be created by state governments, not by the federal government	44%	19%	56%	22%

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	23%	23%
Abortion should be legal at any time during pregnancy	19%	18%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	12%	9%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	12%	9%
Abortion should be illegal in all cases	10%	14%
Abortion should be legal only in the first 15 weeks of pregnancy	8%	10%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	7%	7%
Other	1%	1%
Unsure/I don't know	9%	10%

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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	84%	6%	88%	3%
Crime is a growing problem in the United States	78%	7%	82%	7%
Homelessness is a serious problem in my neighborhood	64%	16%	75%	9%
I believe that stricter gun control laws would reduce crime	58%	23%	45%	41%
Children in my community are generally safe at the schools they attend	58%	14%	50%	26%
I support second amendment gun rights	58%	14%	75%	11%
Police departments in the United States are understaffed	56%	17%	69%	10%

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 July 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
Government authorities have become too lenient on criminals	54%	17%	65%	9%
Crime is a growing problem where I live	54%	17%	70%	13%
I feel less safe in my everyday life than I did a year ago	47%	27%	56%	19%
My Police Department is understaffed	44%	22%	55%	17%
Government authorities are doing a good job protecting businesses near where I live and shop	41%	19%	33%	34%
Government authorities are doing a good job combating crime in my neighborhood	41%	24%	39%	38%
My local government should significantly reduce the resources and budgets for police	33%	36%	22%	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 July 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	71%	6%	61%	16%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	54%	22%	78%	8%
We should reform immigration laws to give higher priority to people with needed skills and education	53%	13%	53%	17%
All migrants who want to enter the United States should be fully vetted first	51%	17%	70%	12%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	49%	16%	33%	43%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	47%	22%	30%	54%
The resettling of all the migrants will, in the long-run, benefit the United States	47%	15%	31%	36%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	46%	31%	71%	13%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	46%	26%	64%	18%

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 July 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
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	44%	26%	73%	14%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	43%	25%	72%	13%
There are too many undocumented immigrants crossing the border into the United States	41%	29%	71%	12%
I support the way my state and local officials are handling the migrant issue	40%	20%	25%	46%
The United States military should be used to secure the southern border	39%	39%	56%	19%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	38%	25%	21%	62%
The Biden administration is primarily responsible for the situation at the southern border	37%	33%	53%	25%
There are too many undocumented migrants coming to my state	35%	30%	66%	14%
The arrival of migrants has made the affordable housing problem worse	33%	38%	56%	21%

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 July 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
The rules that I have to live by don't seem to apply to migrants	33%	34%	64%	17%
The U.S. should complete the construction of a wall on the southern border of the U.S.	33%	45%	53%	26%
It feels like migrants are being treated better than most Americans	33%	42%	61%	23%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	32%	42%	51%	33%
Undocumented migrants have increased crime in my state	32%	45%	54%	20%
Local law enforcement should be able to detain undocumented migrants	32%	48%	69%	17%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	31%	28%	18%	58%
I support the way the Biden Administration is managing the southern border	31%	32%	22%	56%
Most undocumented migrants who entered the U.S. over the last few years should be deported	31%	41%	50%	26%
Undocumented migrants will take jobs away from poorer and working-class Americans	24%	55%	47%	28%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)
Agree and Disagree above will not sum to 100%
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of July 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	74%	9%	67%	18%
Climate change is a result of human activity	71%	9%	64%	16%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	58%	20%	43%	36%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	52%	16%	38%	29%
Governments should create policies that encourage oil and gas production in the U.S.	50%	21%	55%	20%
Government regulation and action on climate change is hurting the economy	47%	22%	46%	25%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	47%	23%	38%	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 July 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	67%	12%	50%	32%
The jury decision to convict Donald Trump of multiple felonies in New York was correct	63%	12%	51%	32%
The recent felony trial of Donald Trump in New York was conducted fairly	56%	17%	45%	32%
The federal government of the United States is too big and powerful	52%	16%	55%	18%
The federal government of the United States has become too intrusive in the lives of Americans	50%	17%	62%	12%
The United States Justice Department has become politicized in its prosecutions	44%	22%	56%	12%
The FBI has become politicized in its investigations	43%	26%	44%	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	42%	35%	29%	41%
I want the next president to shrink the size of the federal government	31%	31%	49%	14%

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

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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 support the Biden Administration's efforts to forgive student loans	65%	15%	46%	39%
I think that the United States government should provide expanded benefits and entitlements to Americans	57%	11%	61%	13%
The U.S. government should spend less money supporting the war in Ukraine	53%	18%	47%	24%
China represents the most serious economic and geo-political threat to the United States	51%	11%	58%	9%
The government should ban social media, like Facebook and TikTok, from being used by children	45%	33%	47%	26%
I think that the United States spends too much on defense and the military	44%	23%	32%	42%
Iran is the primary destabilizing force in the Middle East	32%	13%	46%	10%
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	31%	31%	40%	37%
I support the way the Biden Administration is dealing with the Israel-Hamas war	31%	34%	33%	43%
The United State should increase the amount of military aid it sends to Israel	30%	36%	30%	37%
Student loans should not be forgiven and paid for by taxpayers	28%	42%	45%	39%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	23%	38%	15%	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 July 2024

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TECHNOLOGY

Technology

| How much do you agree or disagree with the following statements? [*Technology*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Artificial Intelligence (AI) technology will be used to create a significant amount of misleading and deceptive information, pictures and video that will be hard to identify as fake	67%	14%	80%	6%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	56%	18%	62%	12%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	56%	17%	65%	8%
Social media, like Facebook and TikTok, does more harm than good	35%	32%	43%	32%

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 July 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	65%	12%	81%	5%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	62%	15%	50%	17%
More emphasis should be placed on trade schools	59%	12%	62%	7%
The public schools in my neighborhood are good	56%	17%	54%	19%
College is no longer worth the cost for most students	56%	23%	58%	18%
Parents should have a say in what is taught to their children in public schools	53%	21%	68%	16%
The public school system is working well in my state	45%	25%	35%	38%
Public schools where I live are better than they were before the pandemic	38%	19%	21%	30%
Colleges and universities should be allowed to use race in admissions decisions	32%	46%	23%	56%
The federal government's Department of Education should be eliminated	26%	42%	24%	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 July 2024

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Information Sources & Language Preferences
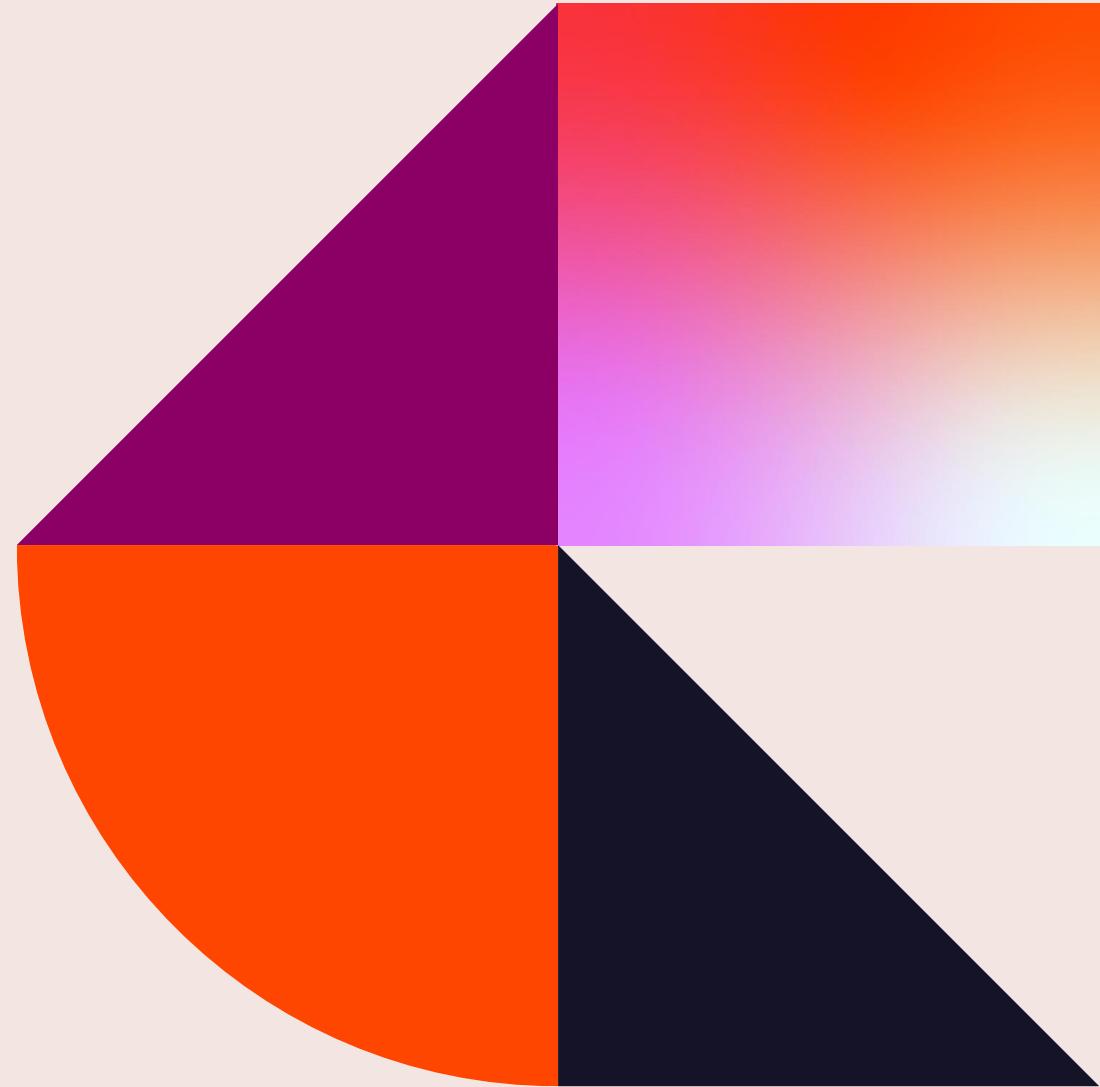
YouTube, Local TV Most Heavily Used Political Information Sources by Hispanics
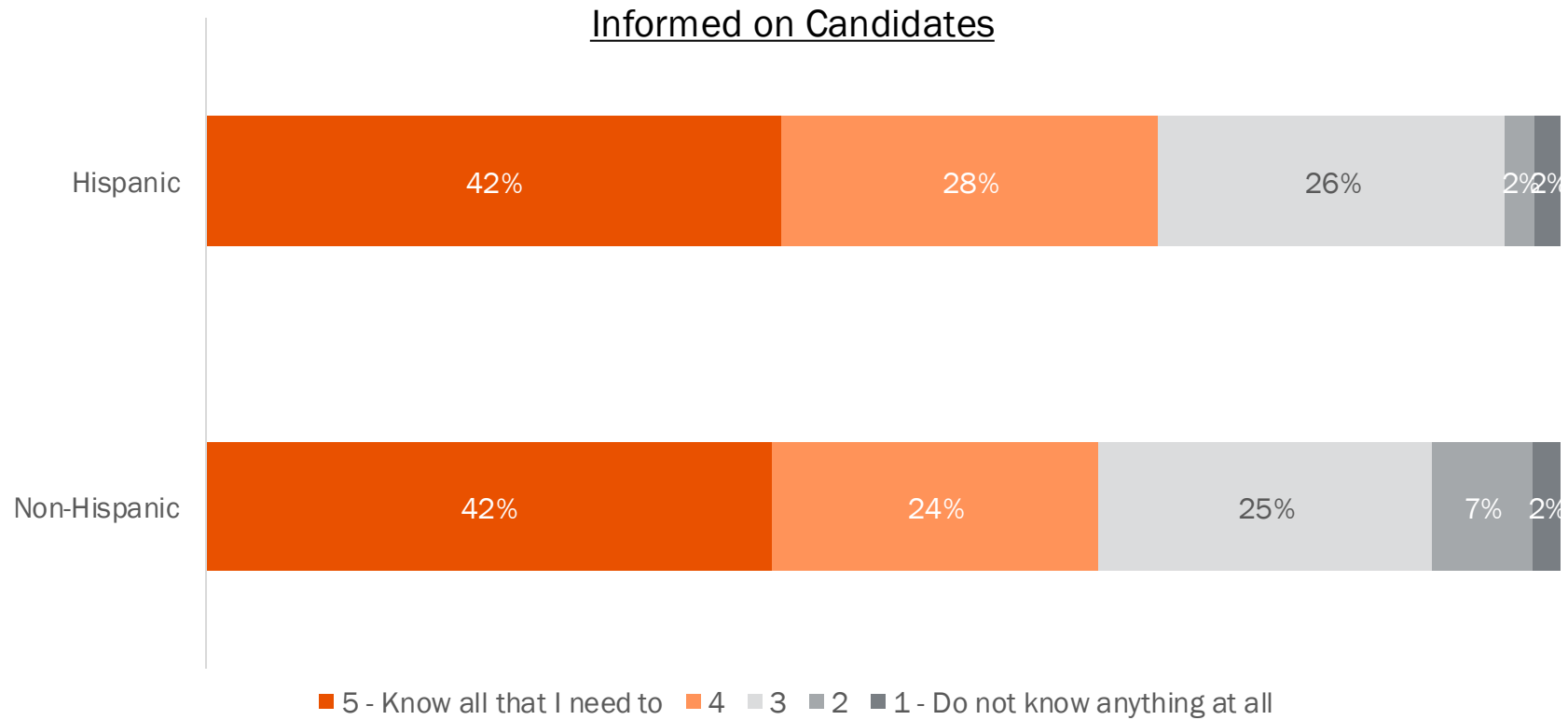
Which of the following sources are you currently using to follow developing political issues? Select all that apply.

Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
YouTube	49%	37%	Newspapers	24%	29%
Local Television	45%	58%	Snapchat	20%	6%
TikTok	41%	20%	Debates	19%	33%
National Television (like network programs or cable news)	37%	58%	Podcasts	19%	21%
Instagram	36%	16%	Radio	18%	26%
Facebook	36%	31%	School	12%	5%
Family	34%	30%	Magazines	7%	14%
X, formerly known as Twitter	31%	20%	Community organization	6%	5%
Friends	27%	33%	Religious organization/Church	3%	10%
Online publications	25%	31%	None of these	2%	3%

58% of Hispanics Need More Information About the Candidates & Their Positions on the Issues
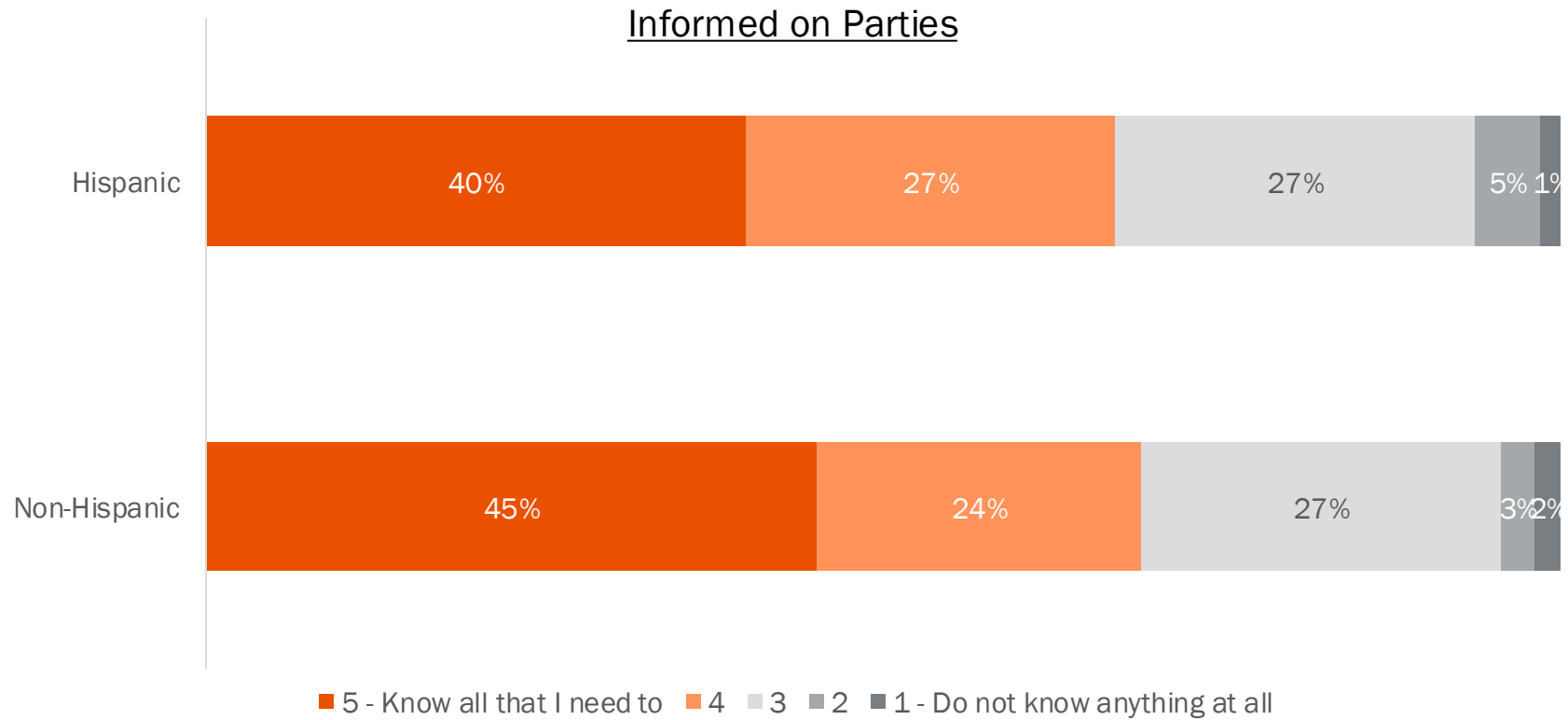
Do you think that you know enough now about the candidates and their positions on the issues most important to you to confidently make a voting decision?

Informed on Candidates

	5 - Know all that I need to	4	3	2	1 - Do not know anything at all
Hispanic	42%	28%	26%	2%	2%
Non-Hispanic	42%	24%	25%	7%	2%

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

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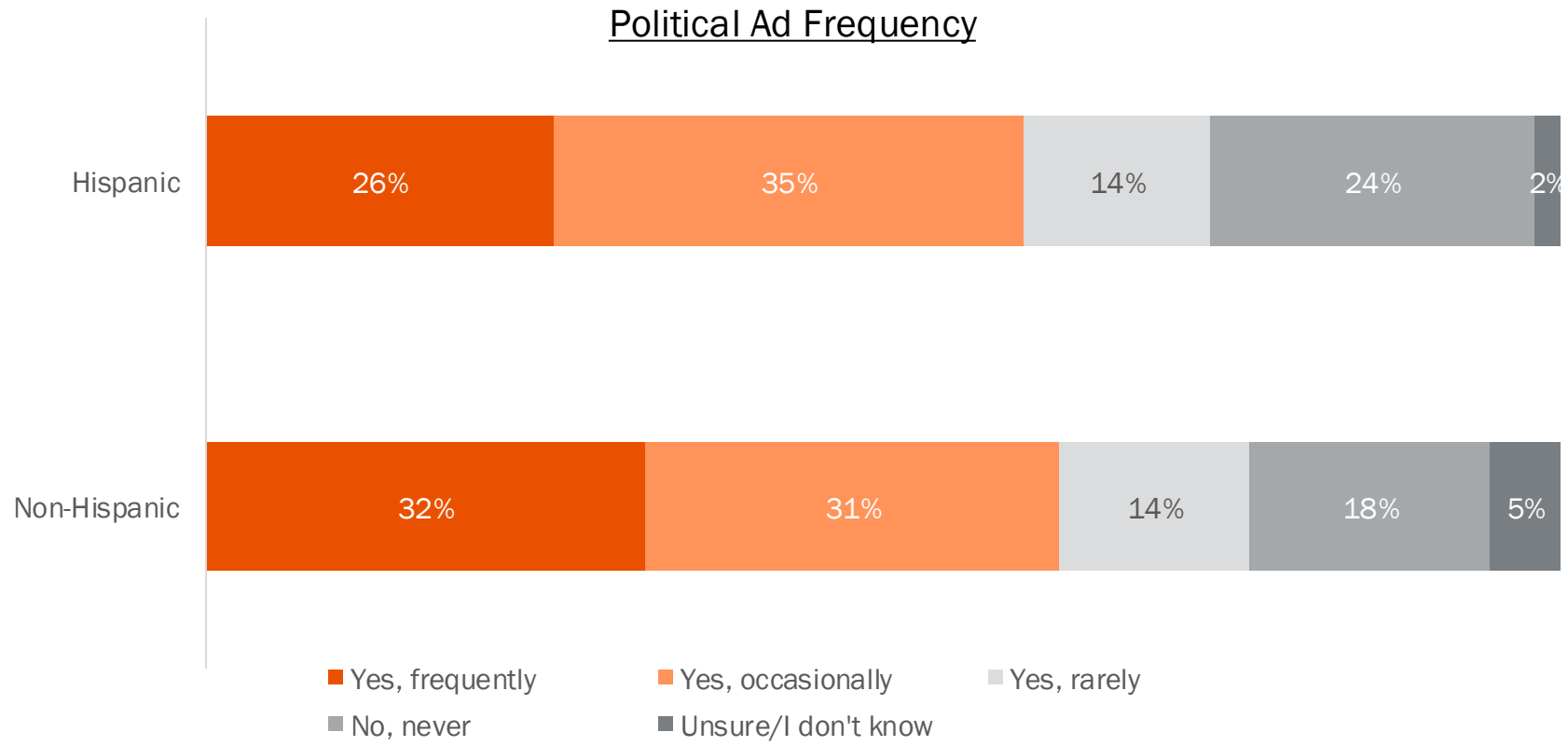# 60% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

Do you think that you know enough now about where the political parties stand on the issues most important to you to confidently make a voting decision?

Informed on Parties

	5 - Know all that I need to	4	3	2	1 - Do not know anything at all
Hispanic	40%	27%	27%	5%	1%
Non-Hispanic	45%	24%	27%	3%	2%

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

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73% of Hispanics Occasionally, Rarely or Never See Political Ads

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

Political Ad Frequency

Hispanic
| 26% | 35% | 14% | 24% | 2% |

Non-Hispanic
| 32% | 31% | 14% | 18% | 5% |

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

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54

Messaging in Spanish is *Powerful* and *Connects*

77%
OF HISPANICS AGREE

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

62%
OF HISPANICS AGREE

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

57%
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*
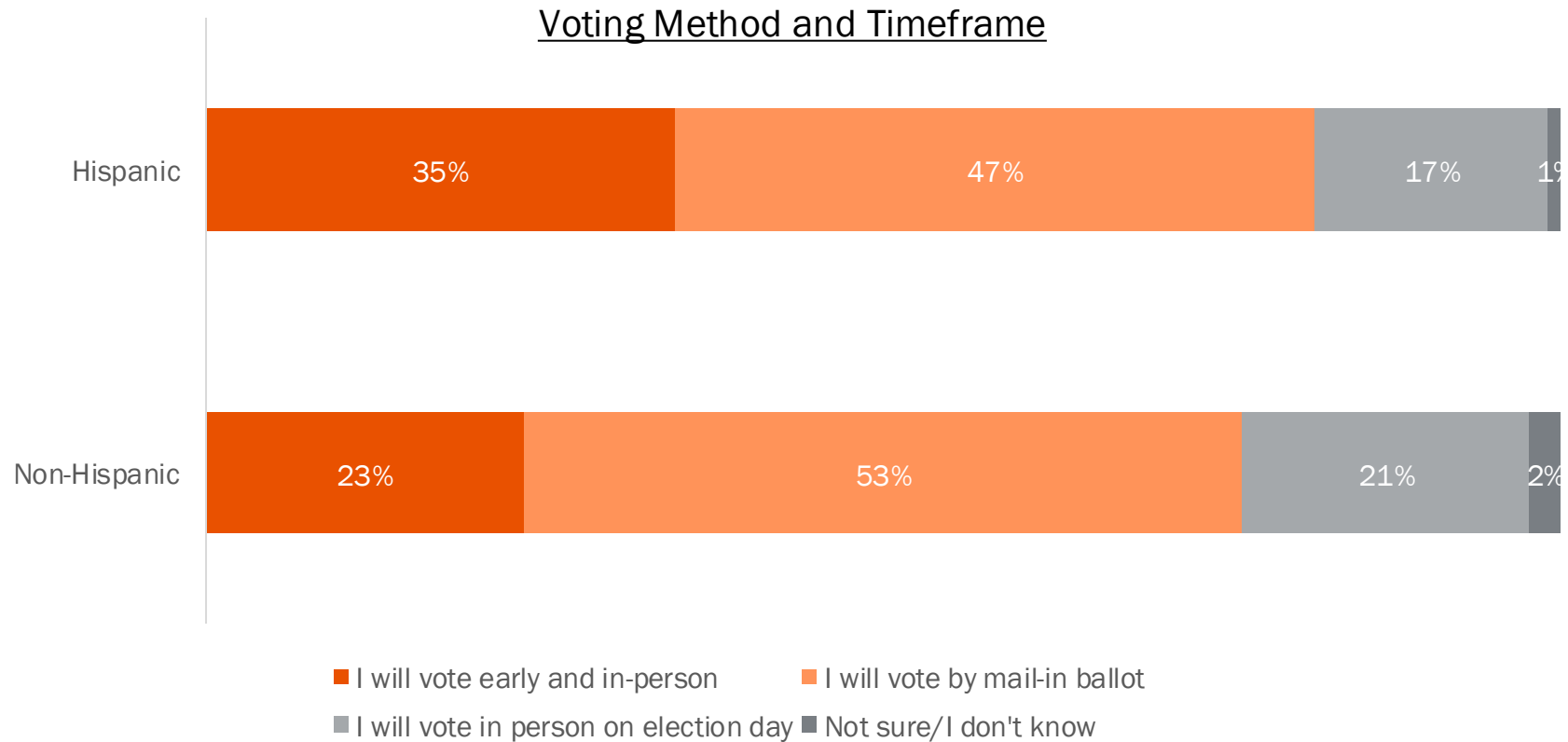
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Voting & Campaign Information
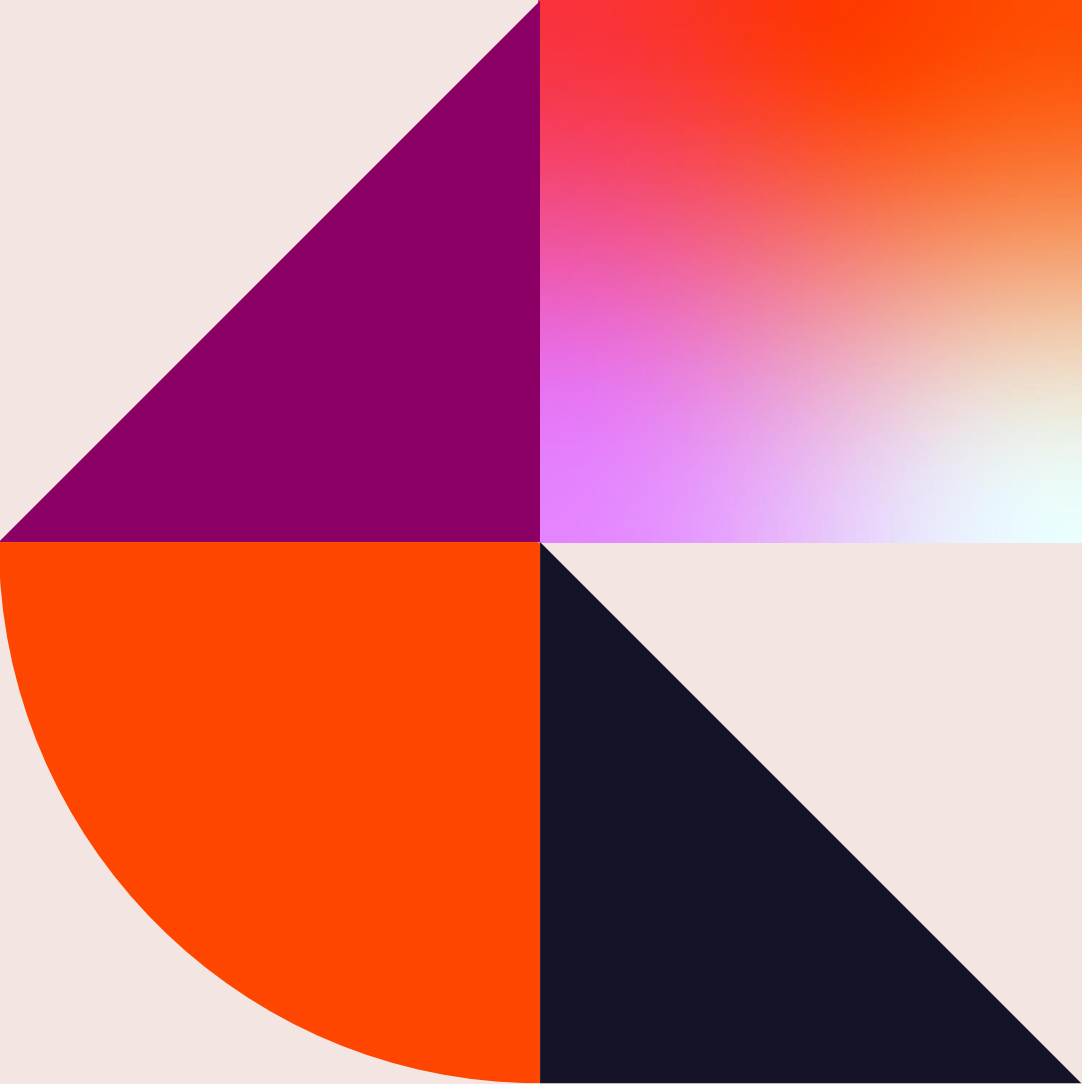
Voting Method and Timeframe

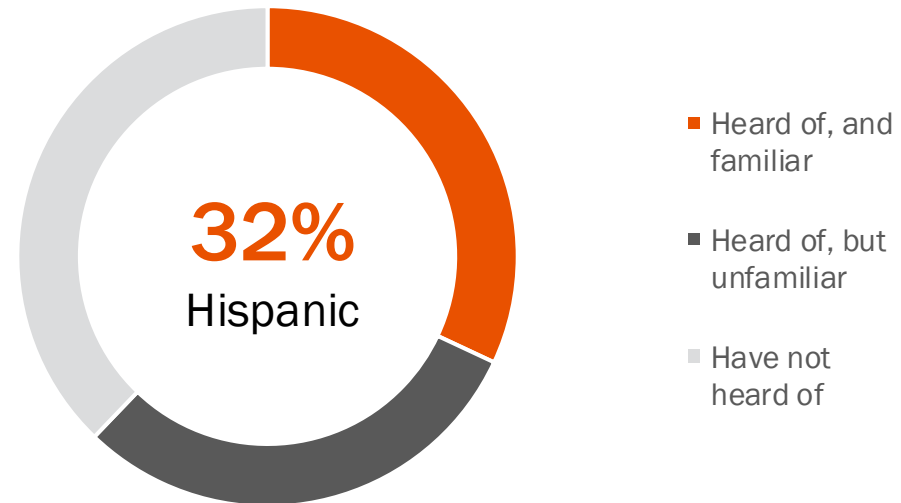## - HISPANICS MORE LIKELY THAN NON-HISPANICS TO VOTE EARLY AND IN PERSON

How do you plan to vote in the General election?

Voting Method and Timeframe

Hispanic	35%	47%	17%	1%
Non-Hispanic	23%	53%	21%	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

32%
Hispanic

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

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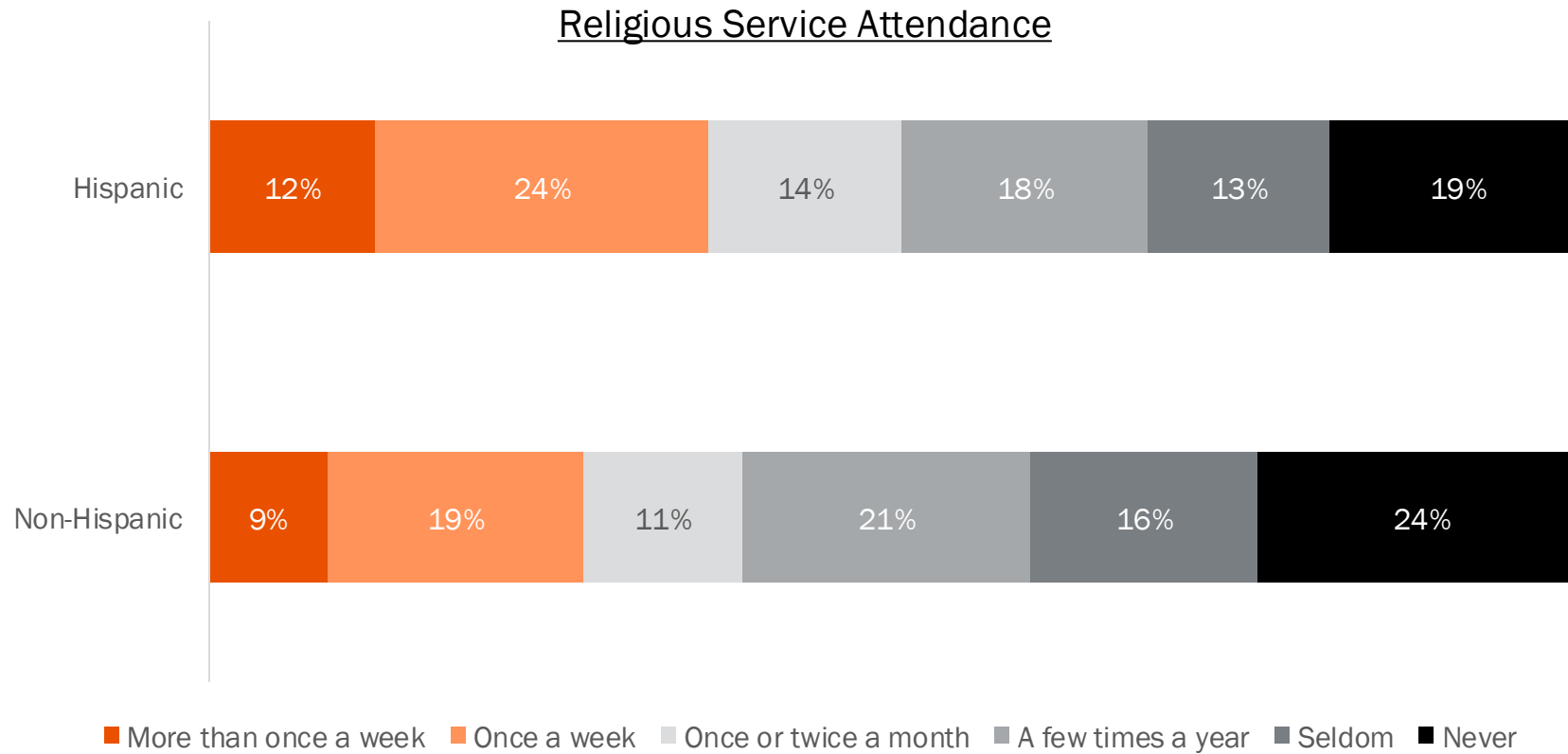**Consumer** Strategy & Insights

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

Hispanic
| 12% | 24% | 14% | 18% | 13% | 19% |

Non-Hispanic
| 9% | 19% | 11% | 21% | 16% | 24% |

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

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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	54%	10%	52%	19%
I appreciate being personally contacted, by phone or by knocking at my door by a political party, candidate or organization that is looking to influence my vote	32%	43%	23%	53%

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Ballot Language Preference

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

Ballot Language Preference

92%
Hispanic

- ■ Spanish
- ■ English
- ■ No preference
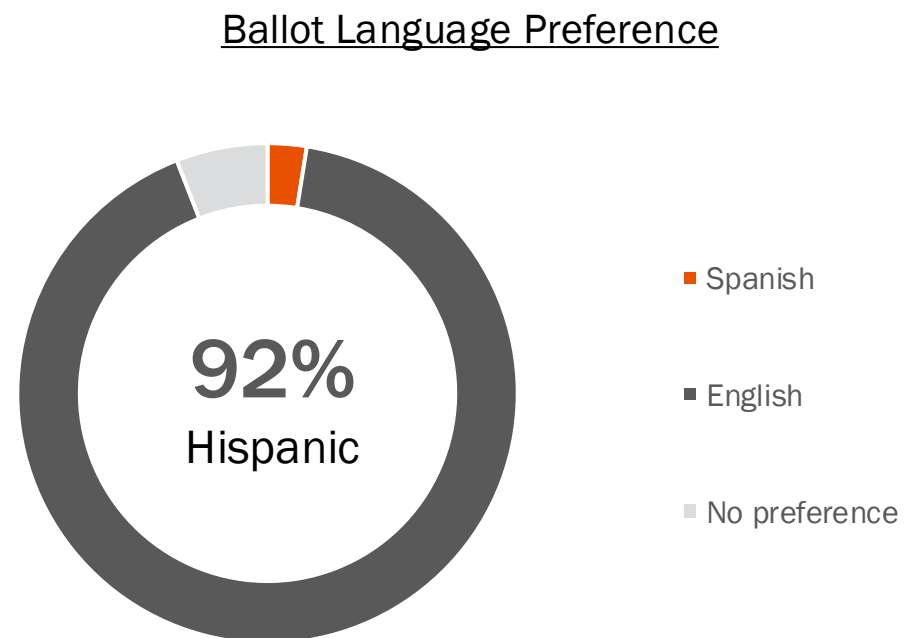
Poder Latino Familiarity

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

Poder Latino Familiarity
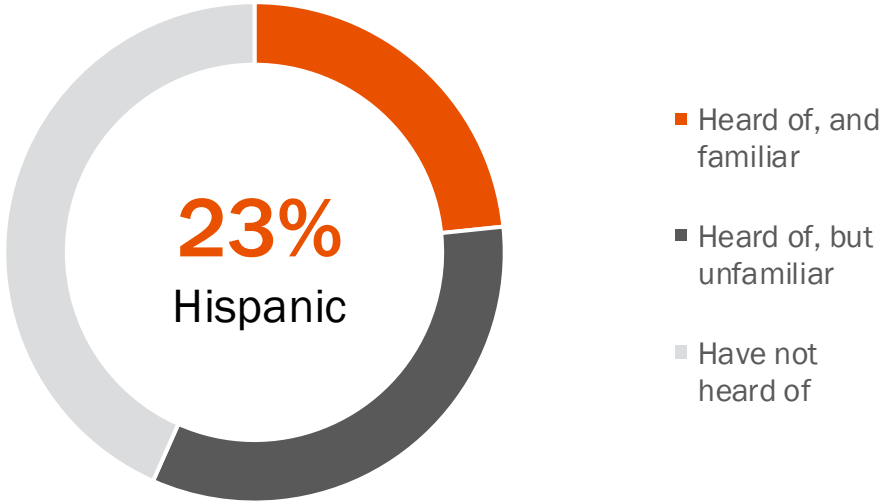
23%
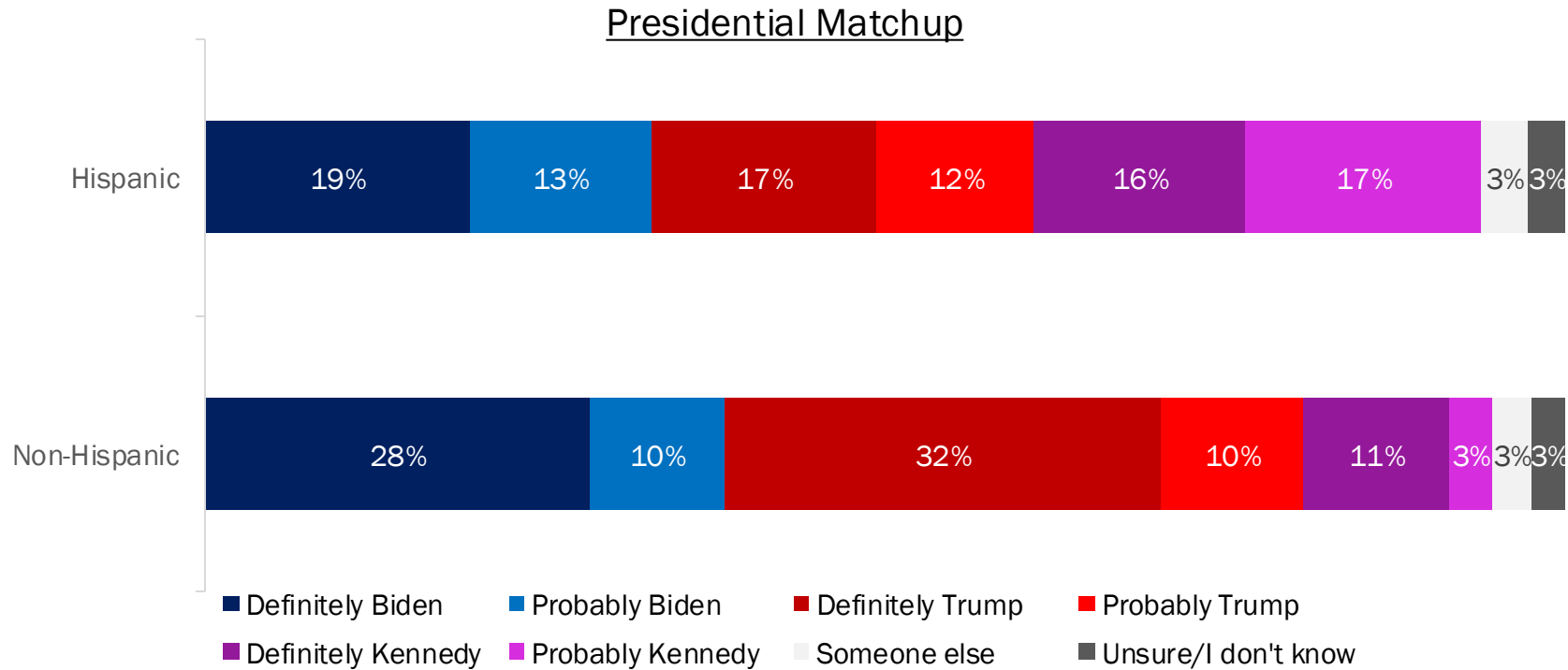Hispanic

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

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SLIDES WITH BIDEN

Matchup: Biden vs Trump vs Kennedy

- DEFINITELY JOE BIDEN FAVORED AMONG HISPANICS, LOWER THAN NON-HISPANICS
- KENNEDY PERFORMS HIGHER AMONG HISPANICS THAN NON-HISPANICS
- 45% OF HISPANICS UP FOR GRABS (42% NOT DEFINITE, 3% UNSURE)

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

Presidential Matchup

Hispanic

| 19% | 13% | 17% | 12% | 16% | 17% | 3% | 3% |

Non-Hispanic

| 28% | 10% | 32% | 10% | 11% | 3% | 3% | 3% |

Legend:
- ■ Definitely Biden
- ■ Probably Biden
- ■ Definitely Trump
- ■ Probably Trump
- ■ Definitely Kennedy
- ■ Probably Kennedy
- □ Someone else
- ■ Unsure/I don't know

Top Issues by Hispanic Voter Type

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

Top 10 Issues Among Definitely Biden Voters	% Hispanic Top Box
Affordable housing	81%
Climate change	73%
Mental health	72%
Crime and public safety	71%
Entitlements / social services reform (Medicare, welfare, etc.)	71%
Cost of living	67%
Social security / Medicare	67%
Education	66%
Strengthening law enforcement	64%
Economy / jobs	62%

Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Economy / jobs	73%
Cost of living	72%
Affordable housing	71%
Inflation	62%
Education	61%
Mental health	56%
Taxes	55%
Healthcare	54%
Social security / Medicare	51%
Gas Prices	50%

Top 10 Issues Among Definitely Trump Voters	% Hispanic Top Box
Cost of living	75%
Gas Prices	66%
Affordable housing	62%
Inflation	62%
Government spending / deficit	55%
Education	54%
Taxes	53%
Immigration	48%
Homelessness	47%
Gun rights / 2nd amendment	45%

53% 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	47% · 32% · 14% · 4% · 3%	
Non-Hispanic	69% · 16% · 12% · 2% · 1%	

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

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