CALIFORNIA CAL-27

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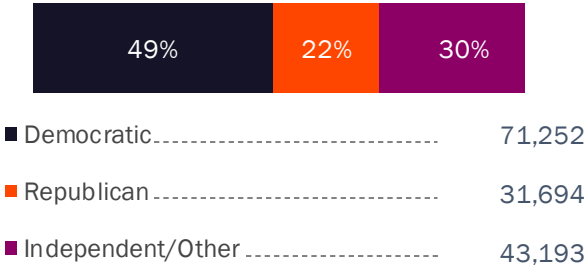
55% Rent where they live
vs 33% for Non-Hispanic

Televisa Univision | Consumer Strategy & Insights

2024 CA-27 Hispanic voter profile

2024 HISPANIC REGISTERED VOTERS

146,139

33% of all registered voters

POLITICAL AFFILIATION

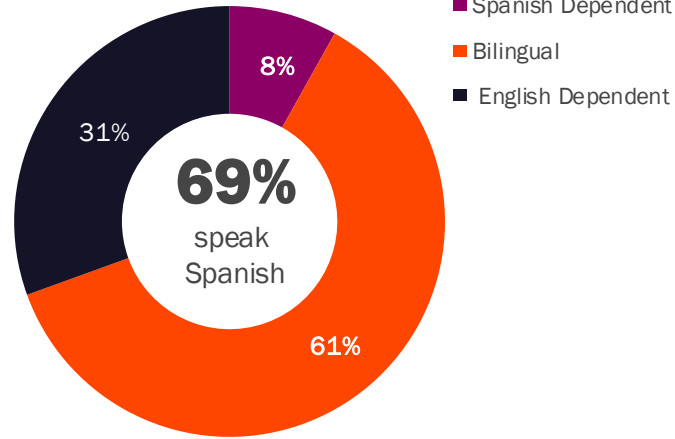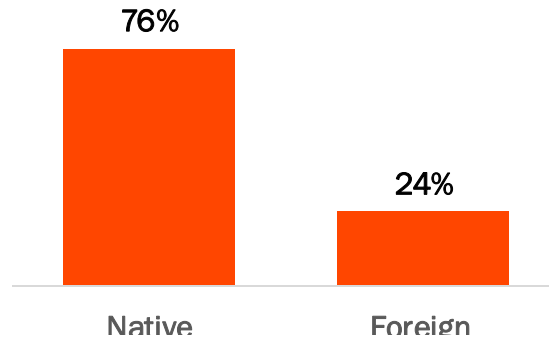| 49%	22%	30%

■ Democratic	71,252
■ Republican	31,694
■ Independent/Other	43,193

AGE DISTRIBUTION 18+	HISPANIC
18-34	36%
35+	64%
18-24	13%
25-34	23%
35-49	27%
50-64	22%
65+	15%

2024 HISPANICS AGE 5+ LANGUAGE USAGE*

- ■ Spanish Dependent
- ■ Bilingual
- ■ English Dependent

8%
31%
61%

69% speak Spanish

HISPANIC CITIZENS A18+ (ACS 5Y)

NATIVE/FOREIGN BORN *

76% Native
24% Foreign

COUNTRY OF ORIGIN*	POPULATION	SHARE
Total Hispanic Population	339,039	
Mexican	251,181	74.1%
Caribbean	7,662	2.3%
Puerto Rican	4,163	54%
Cuban	3,185	42%
Dominican	314	4%
Central American	55,247	16.3%
Salvadoran	31,475	57%
Guatemalan	16,096	29%
Nicaraguan	3,057	6%
Honduran	2,671	5%
Other Central American	777	1%
Costa Rican	713	1%
Panamanian	458	1%
South American	10,964	3.2%
Peruvian	3,093	28%
Argentinean	2,045	19%
Colombian	1,976	18%
Ecuadorian	1,556	14%
Chilean	1,051	10%
Venezuelan	574	5%
Bolivian	534	5%
Uruguayan	79	1%
Other South American	38	0%
Paraguayan	18	0%
Other Hispanic	13,985	4.1%

Televisa Univision | Consumer Strategy & Insights

TU & Media Predict

2024 Presidential Tracker

Congressional District CA-27
July 2024

Televisa Univision | **Consumer** Strategy & Insights | **MEDIA PREDICT**

Objectives

- Measure current landscape of the 2024 General Elections

- Assess voter sentiment towards current candidates and government bodies

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

- Compare and contrast Hispanic and Non-Hispanic voters

Methodology

- Online survey of 406 likely voters ages 18+

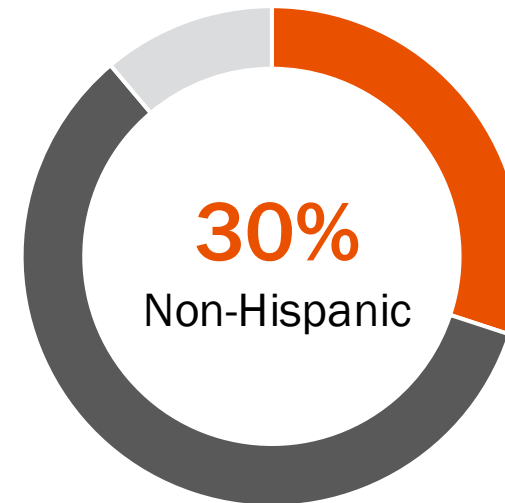| A18+ |
| :---: |
| 175 Hispanic (128 SpanDom/Bilingual) |
| 231 Non-Hispanic |

- In field 7/5/2024 – 7/26/2024

- 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 7.6% for Hispanics and 6.6% for Non-Hispanics.

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

Televisa Univision | Consumer Strategy & Insights

Only 31% 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

31%
Hispanic

30%
Non-Hispanic

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

Televisa Univision | Consumer Strategy & Insights
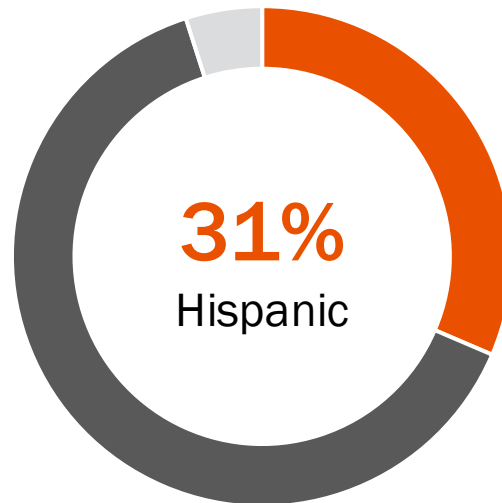
49% of Hispanics Believe California is Headed in the Right Direction

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

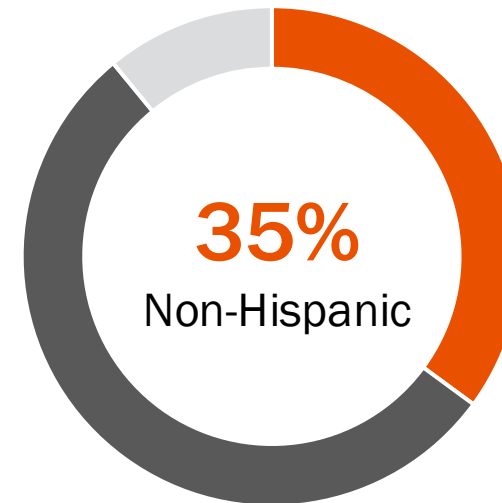## California Right or Wrong Track

49%
Hispanic

35%
Non-Hispanic

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

Televisa Univision | Consumer Strategy & Insights
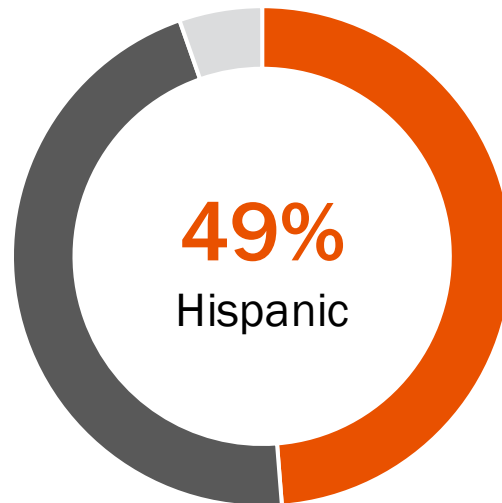
64% of Hispanic Voters Believe Quality of Life in California Has Gotten Worse

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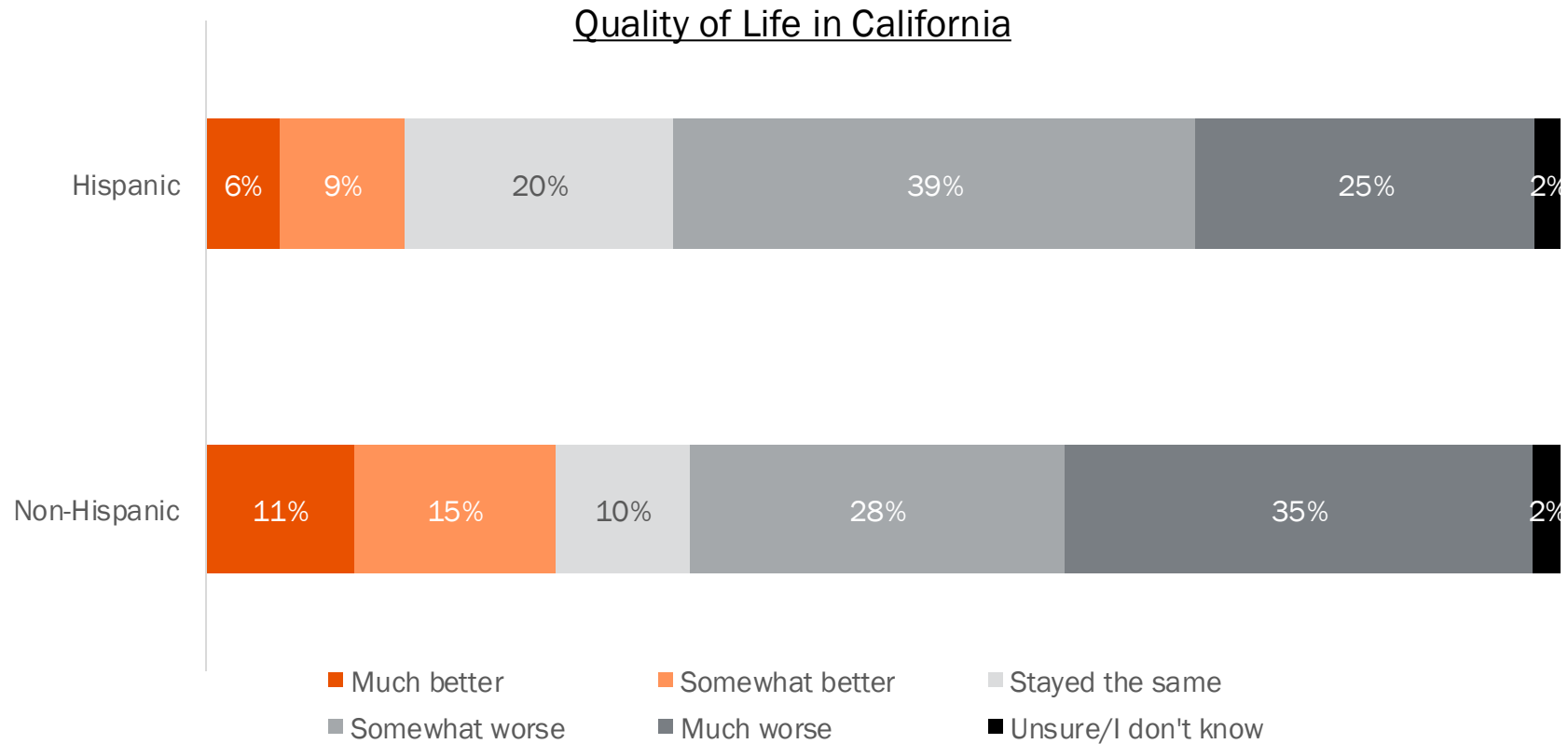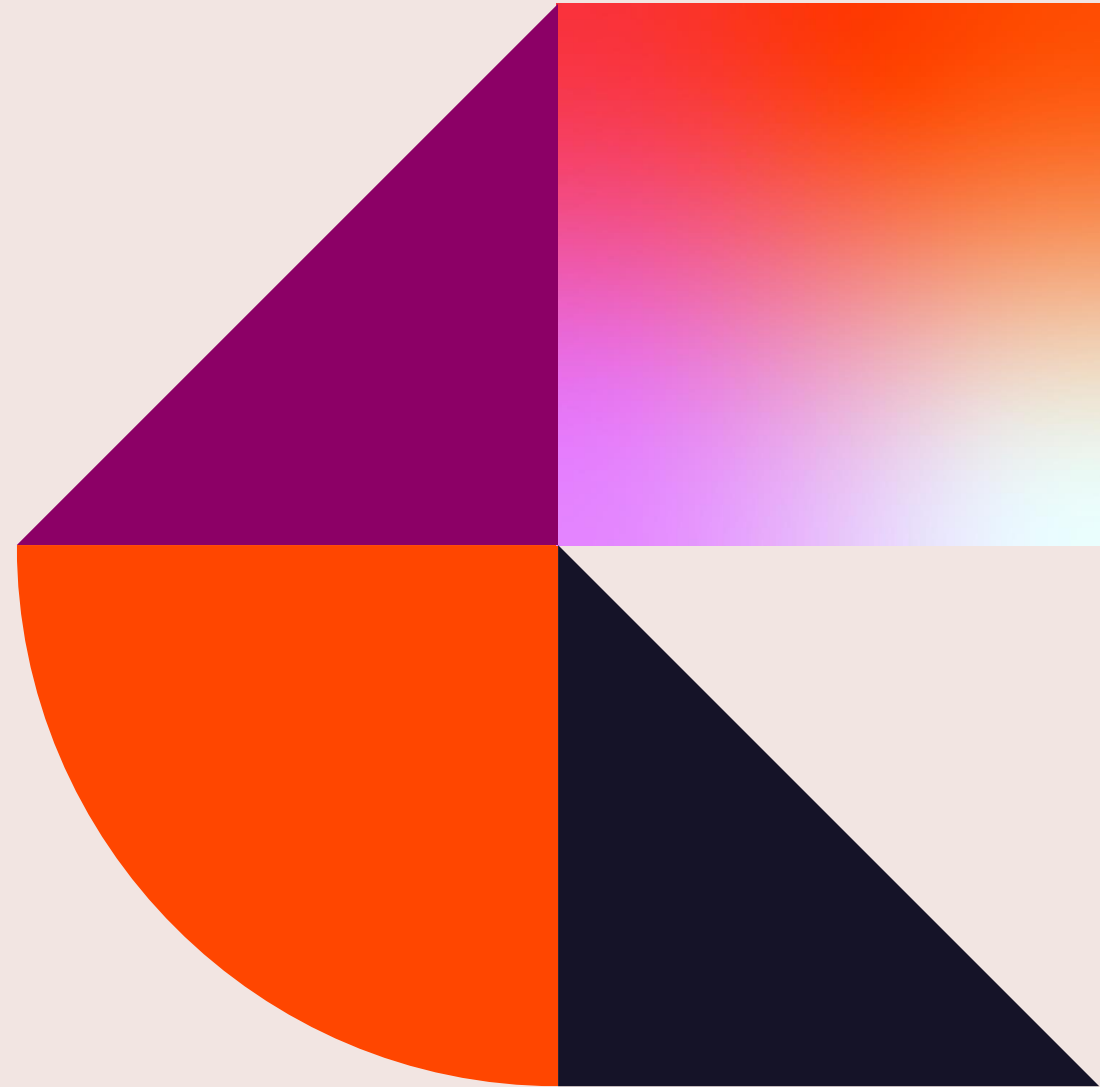
Quality of Life in California

Hispanic
- 6% Much better
- 9% Somewhat better
- 20% Stayed the same
- 39% Somewhat worse
- 25% Much worse
- 2% Unsure/I don't know

Non-Hispanic
- 11% Much better
- 15% Somewhat better
- 10% Stayed the same
- 28% Somewhat worse
- 35% Much worse
- 2% Unsure/I don't know

Legend:
- ■ Much better
- ■ Somewhat better
- ■ Stayed the same
- ■ Somewhat worse
- ■ Much worse
- ■ Unsure/I don't know

General Election Polling

Televisa Univision | **Consumer** Strategy & Insights

US Senate Vote: Schiff vs Garvey
- SCHIFF FAVORED BY HISPANICS, HIGHER THAN NON-HISPANICS
- 46% OF HISPANICS UP FOR GRABS (30% NOT DEFINITE, 16% 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 Schiff	Probably Schiff	Probably Garvey	Definitely Garvey	Someone else	Unsure/I don't know
Hispanic	40%	18%	12%	10%	5%	16%
Non-Hispanic	31%	12%	13%	32%	6%	7%

■ Definitely Schiff ■ Probably Schiff ■ Probably Garvey ■ Definitely Garvey ■ Someone else ■ Unsure/I don't know
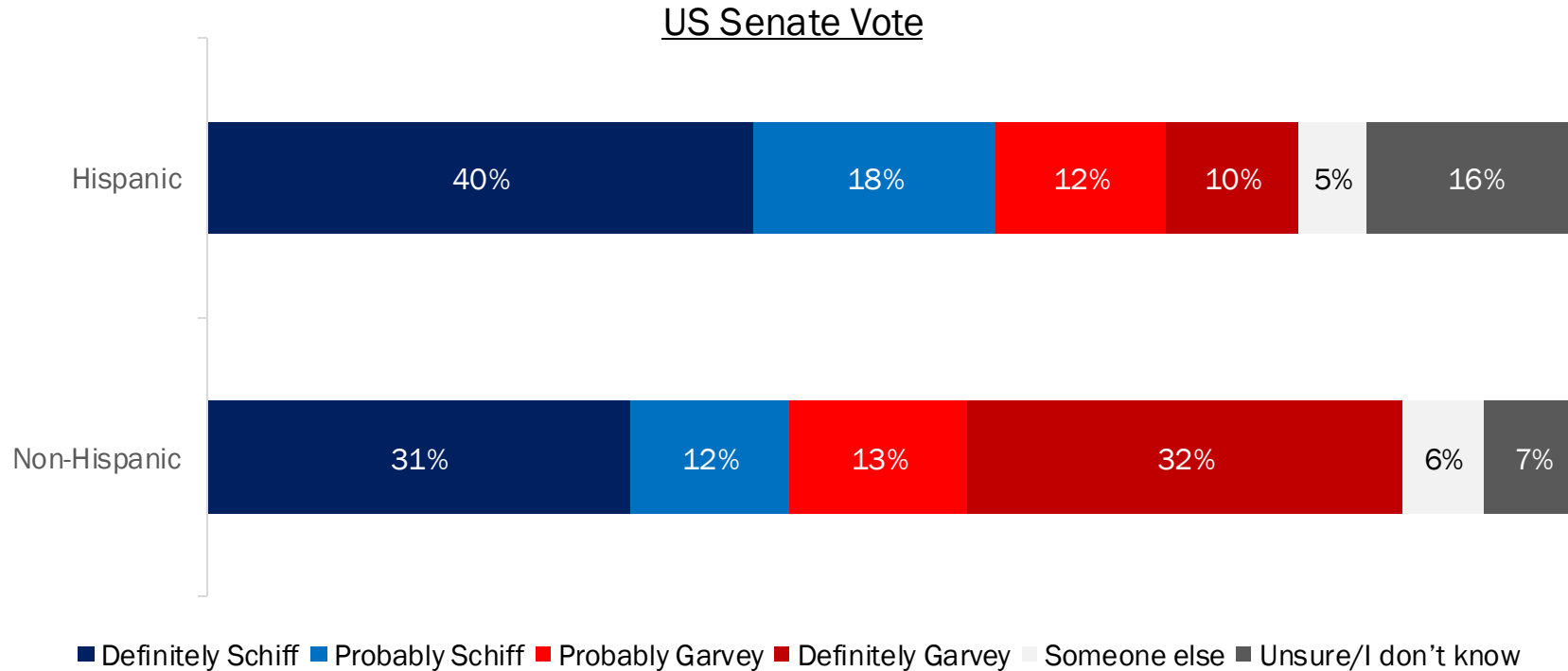
46% of Hispanics Not Completely Certain about Their Vote for US Senate

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

US Senate Vote Certainty

Hispanic

| 54% | 25% | 17% | 3% 1% |

Non-Hispanic

| 65% | 20% | 13% | 1% 2% |

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

Televisa Univision | Consumer Strategy & Insights

11

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): 43% | 13% | 14% | 8% | 15% | 7%

Steve Garvey (R): 10% | 16% | 23% | 7% | 36% | 8%

Non-Hispanic

Adam Schiff (D): 34% | 15% | 10% | 9% | 29% | 4%

Steve Garvey (R): 32% | 16% | 12% | 7% | 30% | 3%

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

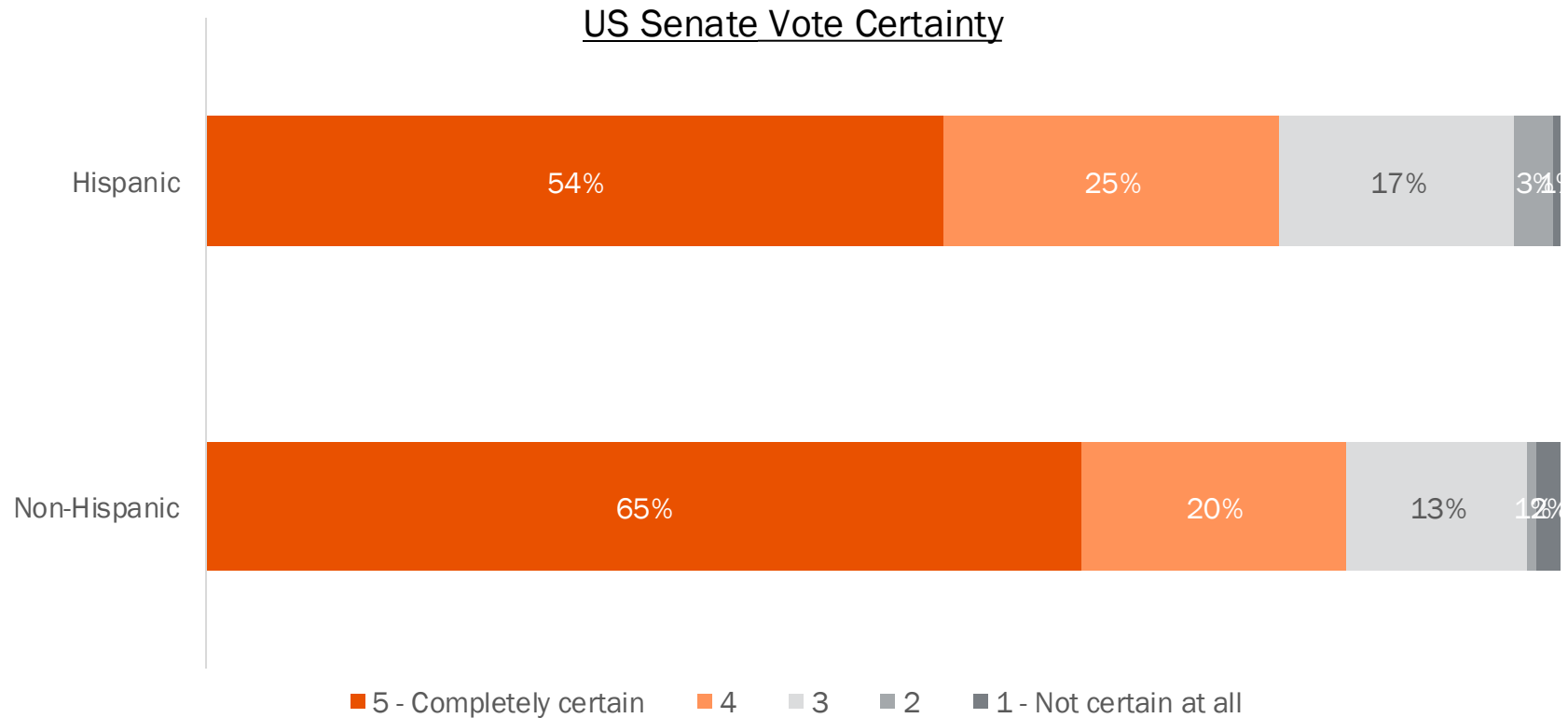# House of Representatives Vote: Whitesides vs Garcia

- WHITESIDES FAVORED BY HISPANICS, HIGHER THAN NON-HISPANICS
- 55% OF HISPANICS UP FOR GRABS (42% NOT DEFINITE, 13% UNSURE)

If the election for the United States House of Representatives were held today, and the candidates were George Whitesides (Democrat) and Mike Garcia (Republican), for whom would you vote?

House of Representatives Vote

Hispanic

| 32% | 22% | 20% | 9% | 4% | 13% |

Non-Hispanic

| 28% | 12% | 16% | 28% | 6% | 10% |

■ Definitely Whitesides ■ Probably Whitesides ■ Probably Garcia
■ Definitely Garcia ■ Someone else ■ Unsure/I don't know

Televisa Univision | Consumer Strategy & Insights

13

50% of Hispanics Not Completely Certain about Their Vote for US House of Representatives

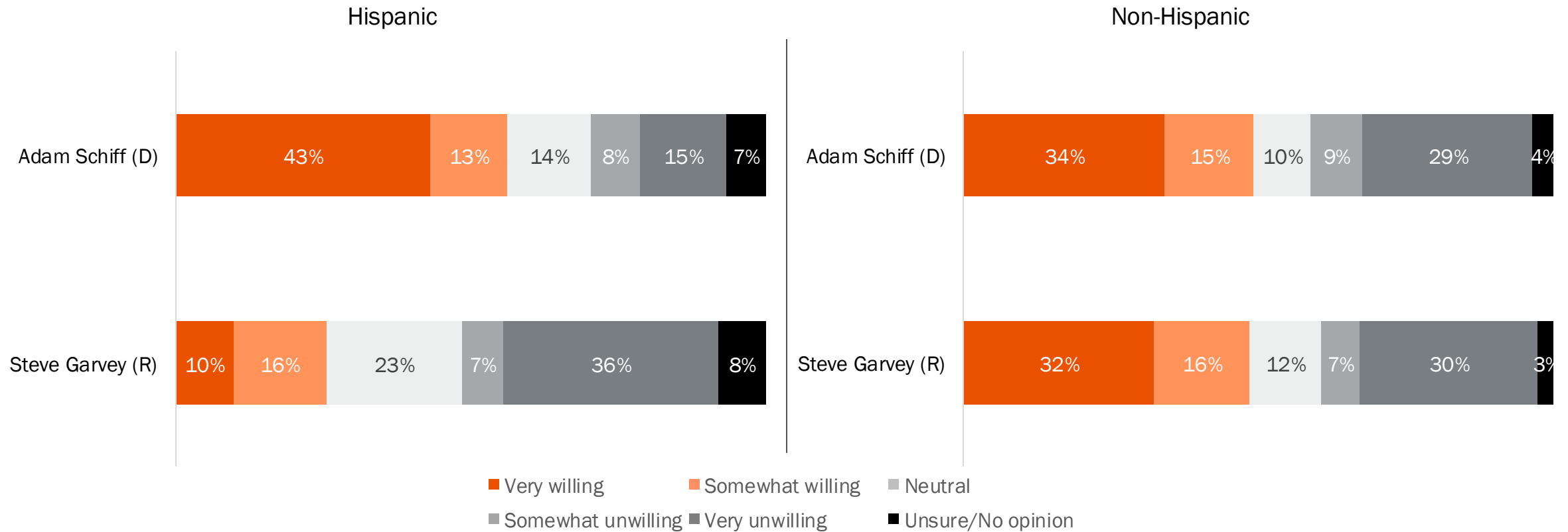*How certain are you that this is the right choice of candidate for you?*
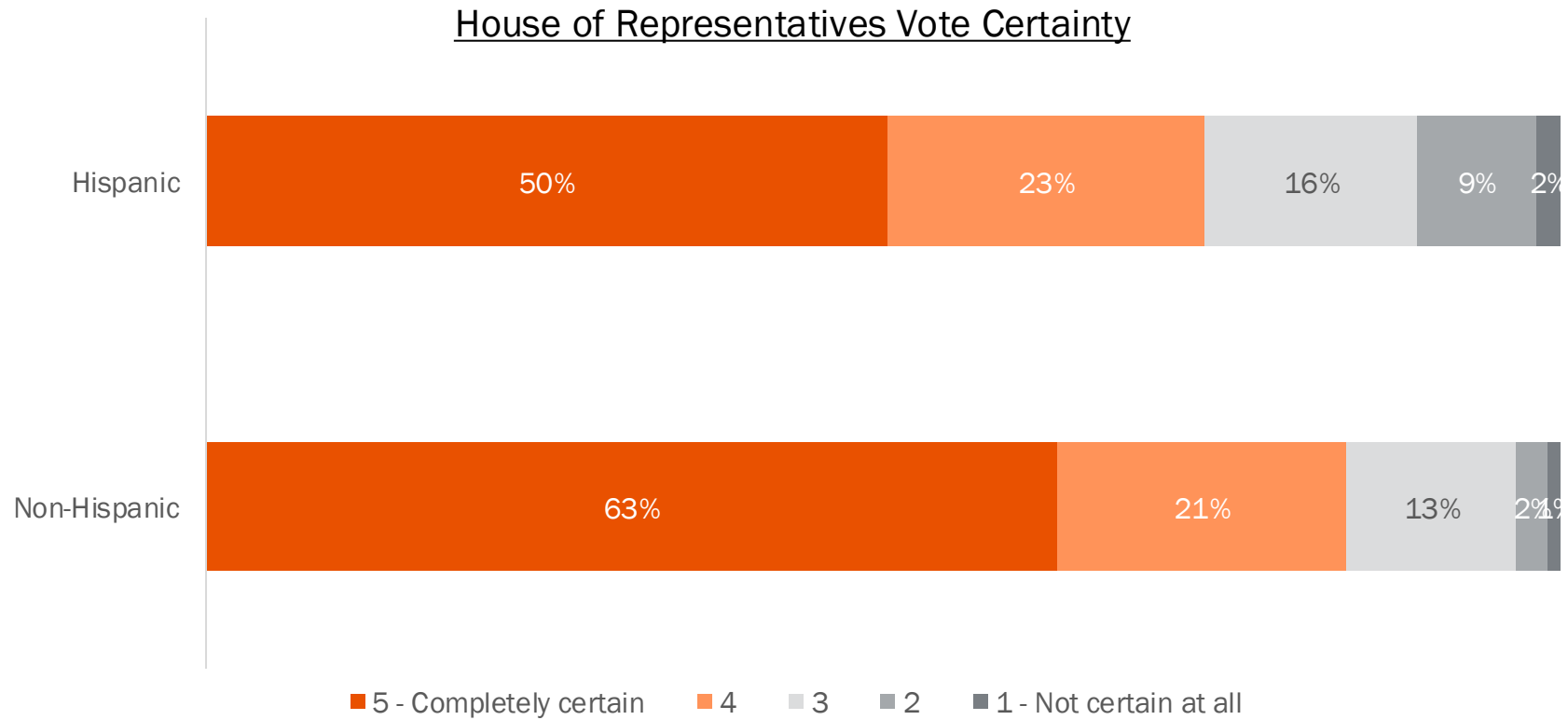
House of Representatives Vote Certainty

Hispanic: 50% | 23% | 16% | 9% | 2%

Non-Hispanic: 63% | 21% | 13% | 2% 1%

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

Televisa Univision | Consumer Strategy & Insights

14

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.
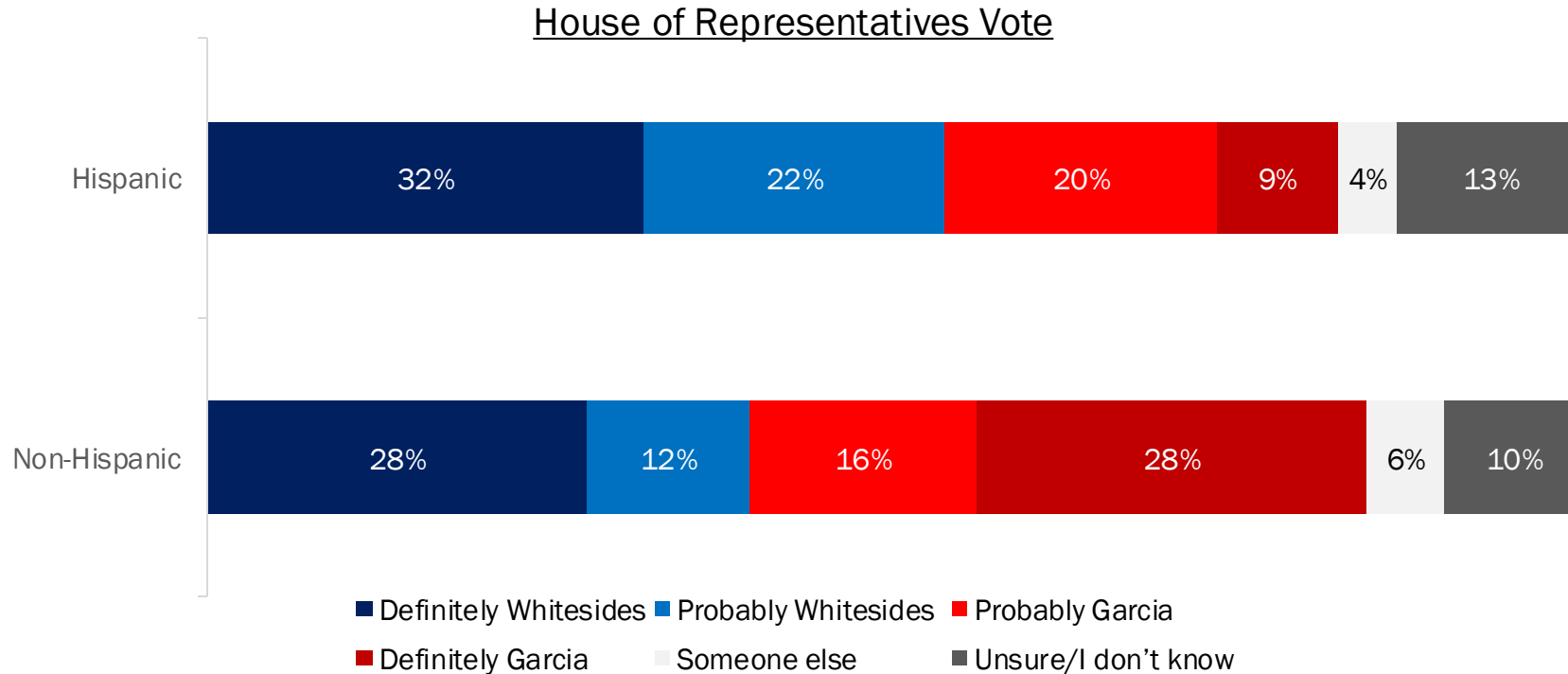
Candidate Vote Willingness

Hispanic

George Whitesides (D): 40% | 9% | 20% | 10% | 13% | 8%

Mike Garcia (R): 12% | 17% | 17% | 9% | 37% | 8%

Non-Hispanic

George Whitesides (D): 28% | 16% | 13% | 7% | 29% | 7%

Mike Garcia (R): 33% | 16% | 10% | 8% | 30% | 3%

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

Televisa Univision | Consumer Strategy & Insights

15
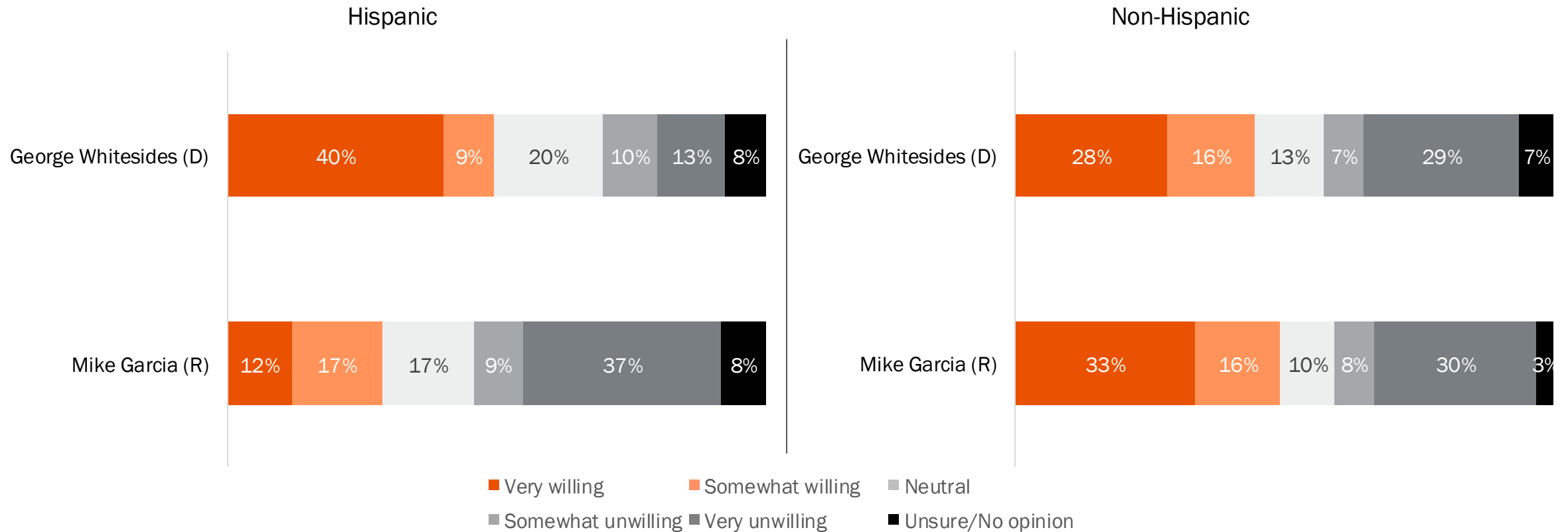
Hispanics More Likely than Non-Hispanics to be Crossover Voters This Election

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 20%, Somewhat likely 17%, Neither likely nor unlikely 15%, Somewhat unlikely 13%, Very unlikely 33%, This will be first time voting 1%, I haven't typically voted for one party 3% — (Very likely + Somewhat likely = 37%)

Non-Hispanic: Very likely 17%, Somewhat likely 13%, Neither likely nor unlikely 13%, Somewhat unlikely 11%, Very unlikely 41%, This will be first time voting 1%, I haven't typically voted for one party 4% — (Very likely + Somewhat likely = 30%)

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

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

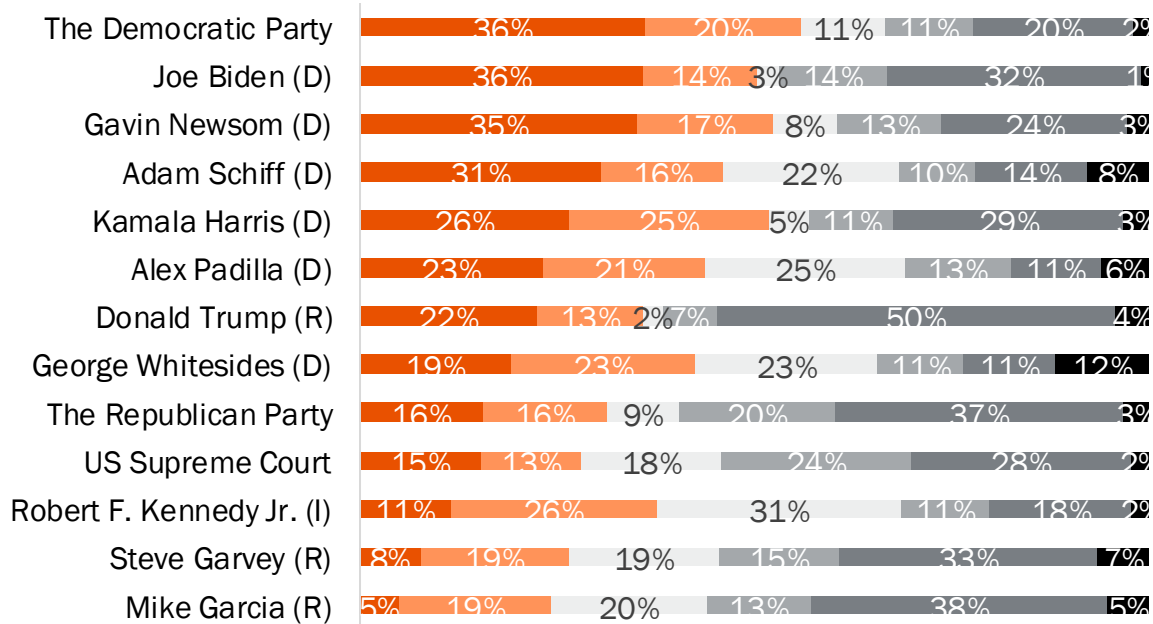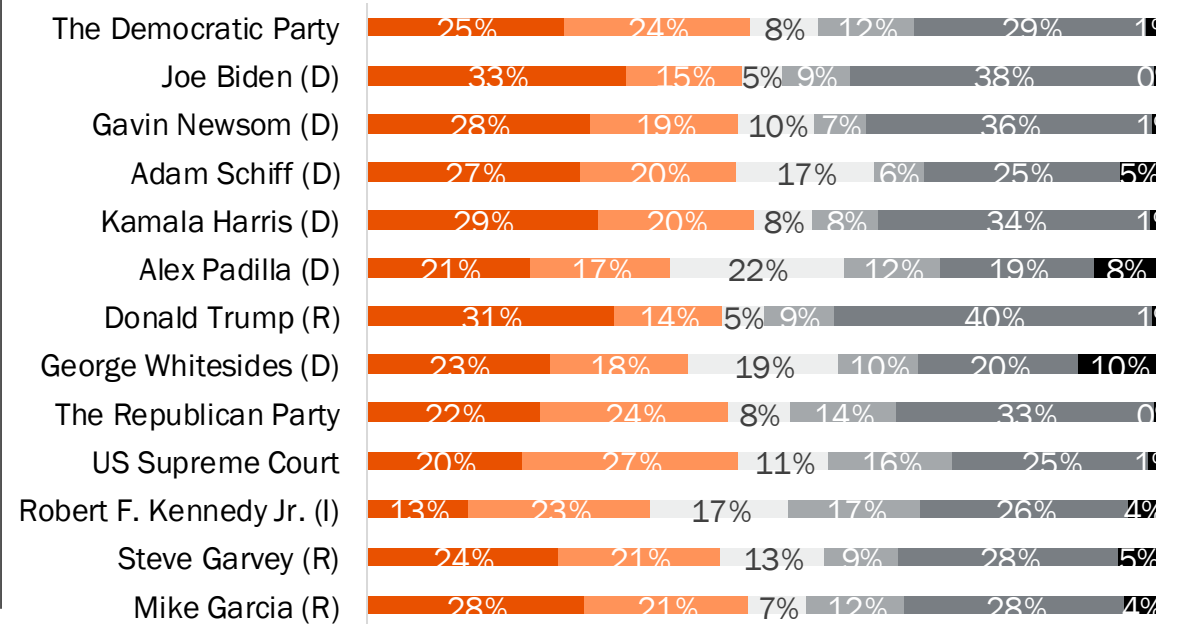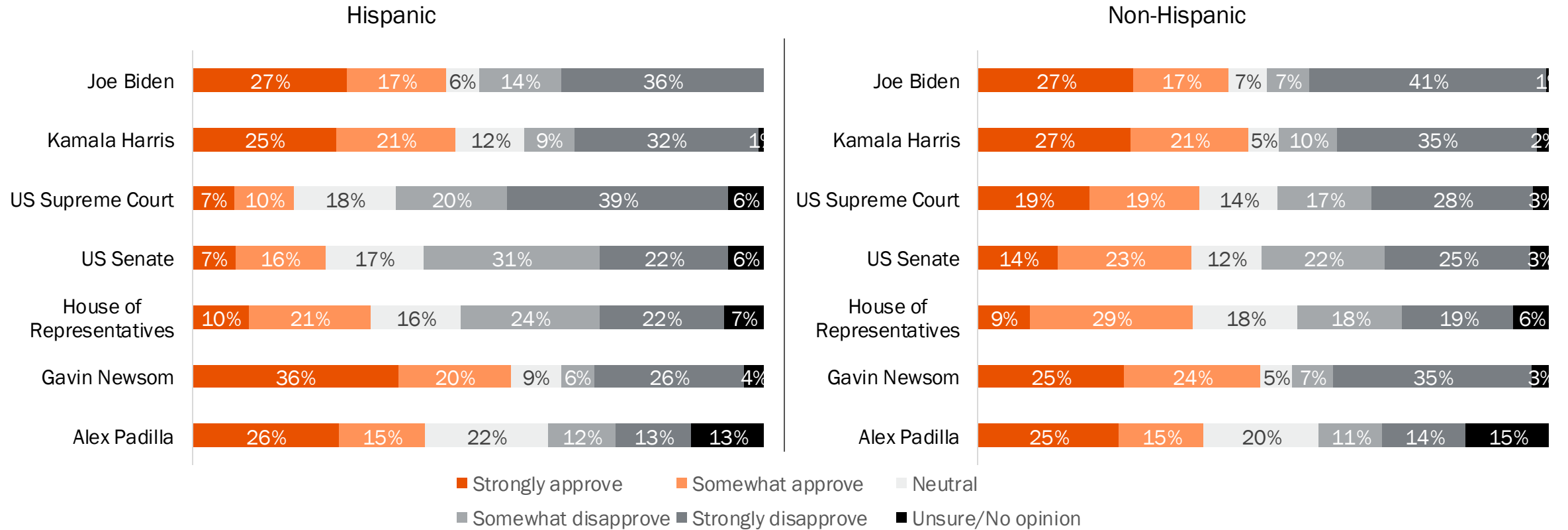|	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
The Democratic Party	36%	20%	11%	11%	20%	2%
Joe Biden (D)	36%	14%	3%	14%	32%	1%
Gavin Newsom (D)	35%	17%	8%	13%	24%	3%
Adam Schiff (D)	31%	16%	22%	10%	14%	8%
Kamala Harris (D)	26%	25%	5%	11%	29%	3%
Alex Padilla (D)	23%	21%	25%	13%	11%	6%
Donald Trump (R)	22%	13%	2%	7%	50%	4%
George Whitesides (D)	19%	23%	23%	11%	11%	12%
The Republican Party	16%	16%	9%	20%	37%	3%
US Supreme Court	15%	13%	18%	24%	28%	2%
Robert F. Kennedy Jr. (I)	11%	26%	31%	11%	18%	2%
Steve Garvey (R)	8%	19%	19%	15%	33%	7%
Mike Garcia (R)	5%	19%	20%	13%	38%	5%

Non-Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
The Democratic Party	25%	24%	8%	12%	29%	1%
Joe Biden (D)	33%	15%	5%	9%	38%	0%
Gavin Newsom (D)	28%	19%	10%	7%	36%	1%
Adam Schiff (D)	27%	20%	17%	6%	25%	5%
Kamala Harris (D)	29%	20%	8%	8%	34%	1%
Alex Padilla (D)	21%	17%	22%	12%	19%	8%
Donald Trump (R)	31%	14%	5%	9%	40%	1%
George Whitesides (D)	23%	18%	19%	10%	20%	10%
The Republican Party	22%	24%	8%	14%	33%	0%
US Supreme Court	20%	27%	11%	16%	25%	1%
Robert F. Kennedy Jr. (I)	13%	23%	17%	17%	26%	4%
Steve Garvey (R)	24%	21%	13%	9%	28%	5%
Mike Garcia (R)	28%	21%	7%	12%	28%	4%

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	27%	17%	6%	14%	36%	
Kamala Harris	25%	21%	12%	9%	32%	1%
US Supreme Court	7%	10%	18%	20%	39%	6%
US Senate	7%	16%	17%	31%	22%	6%
House of Representatives	10%	21%	16%	24%	22%	7%
Gavin Newsom	36%	20%	9%	6%	26%	4%
Alex Padilla	26%	15%	22%	12%	13%	13%

Non-Hispanic

	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	27%	17%	7%	7%	41%	1%
Kamala Harris	27%	21%	5%	10%	35%	2%
US Supreme Court	19%	19%	14%	17%	28%	3%
US Senate	14%	23%	12%	22%	25%	3%
House of Representatives	9%	29%	18%	18%	19%	6%
Gavin Newsom	25%	24%	5%	7%	35%	3%
Alex Padilla	25%	15%	20%	11%	14%	15%

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

Televisa Univision | Consumer Strategy & Insights

The Issues

Cost of Living, Inflation, Housing, Economy/Jobs Top Issues for All Voters
-Education, Mental Health of Greater Concern for Hispanics

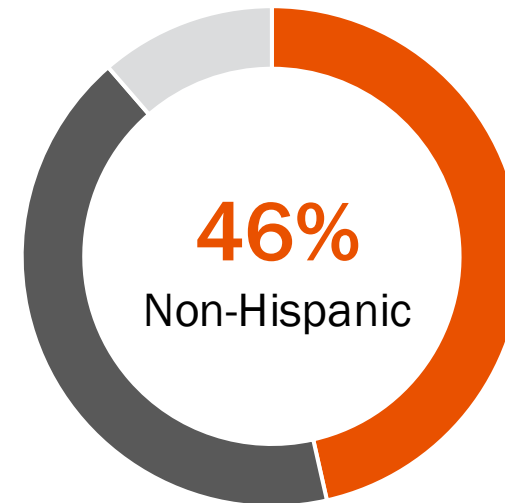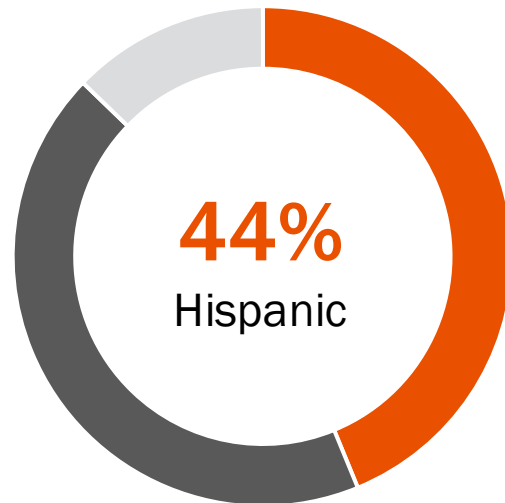*Thinking about the issues, how important are the following issues to you?*

Issue Importance TopBox

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Cost of living	80%	76%	Government spending / deficit	45%	49%
Inflation	76%	70%	Gun rights / 2nd amendment	44%	44%
Affordable housing	73%	61%	Abortion	44%	47%
Economy / jobs	72%	68%	Opioids / drug abuse	43%	44%
Healthcare	69%	65%	Defense / military	42%	54%
Education	65%	53%	Energy policy	41%	44%
Mental health	64%	52%	Border security	40%	54%
Social security / Medicare	64%	62%	Israel/Hamas War	38%	30%
Homelessness	63%	58%	Foreign policy	38%	43%
Crime and public safety	63%	62%	Race relations	37%	35%
Gas prices	62%	60%	Russia / Ukraine war	35%	31%
Taxes	58%	58%	U.S. relationship with China	34%	40%
Entitlements / social services reform (Medicare, welfare, etc.)	51%	48%	Strengthening law enforcement	33%	54%
Gun control	51%	46%	Police reform	31%	36%
Immigration	50%	49%	LGBTQ rights	31%	28%
Climate change	49%	45%	Culture wars	25%	25%
Infrastructure, such as roads and public transportation	47%	48%			

44% 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

44%
Hispanic

46%
Non-Hispanic

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

Televisa Univision

Consumer Strategy & Insights

22

Issues That Will Determine Who They Vote For
- INFLATION AND SOCIAL SECURITY/MEDICARE 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%	8%
Social security / Medicare	14%	6%
Israel/Hamas War	13%	2%
Abortion	12%	14%
Immigration	8%	8%
Cost of living	7%	11%
Border security	7%	4%
LGBTQ rights	4%	1%
Economy / jobs	4%	5%
Affordable housing	3%	3%

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
Education	61%	25%	45%	28%
Entitlements Reform	60%	23%	48%	30%
Healthcare	60%	21%	46%	33%
Social Security	60%	21%	49%	33%
Abortion	58%	24%	56%	28%
Climate Change	57%	14%	55%	20%
Energy Policy	55%	20%	48%	31%
Economy / jobs	51%	40%	44%	40%
Immigration	51%	31%	37%	45%
Inflation	50%	36%	38%	40%

Televisa Univision | **Consumer** Strategy & Insights
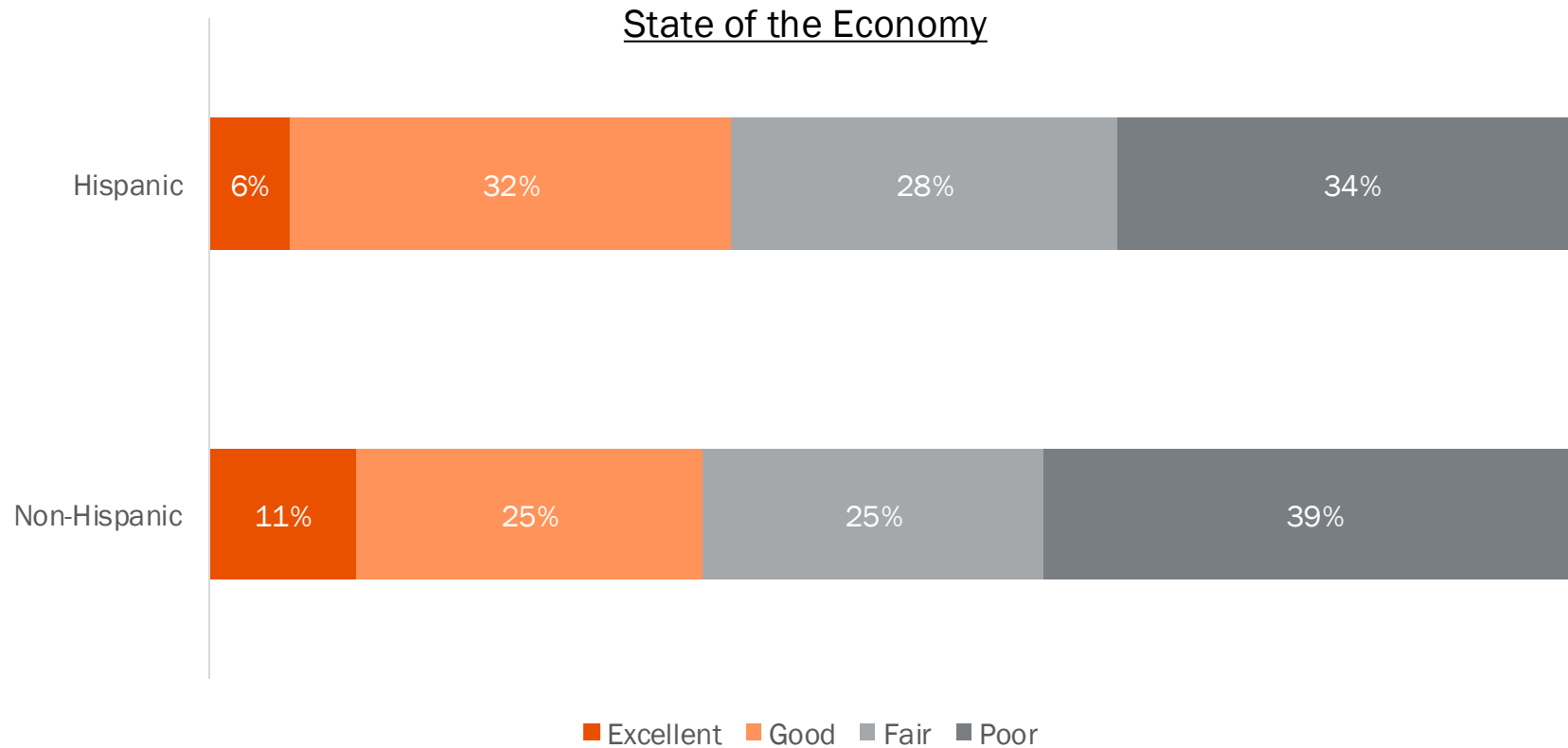
Party Better Able to Handle Issues

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
National Security	49%	34%	38%	44%
Cost of Living	48%	33%	45%	36%
Foreign policy	48%	29%	38%	40%
Gov spending	48%	33%	36%	34%
Defense	46%	37%	37%	44%
Taxes	46%	35%	42%	37%
Crime and public safety	46%	32%	40%	41%
Border Security	43%	40%	35%	49%
Opioids	38%	19%	40%	32%

Televisa
Univision

Consumer
Strategy & Insights

25

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: 6% Excellent, 32% Good, 28% Fair, 34% Poor

Non-Hispanic: 11% Excellent, 25% Good, 25% Fair, 39% Poor

Legend: ■ Excellent ■ Good ■ Fair ■ Poor

Televisa Univision | Consumer Strategy & Insights

27

31% of Hispanic Voters Believe the Economy Will Get Worse

Thinking ahead to a few months from now… Do you believe the economy in your state will get better, get worse, or stay about the same as it is now?

Future of the Economy

	Get much better	Get somewhat better	Stay about the same	Get somewhat worse	Get much worse	Unsure/No opinion
Hispanic	15%	24%	25%	21%	10%	4%
Non-Hispanic	16%	17%	32%	14%	17%	4%

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

Televisa Univision | Consumer Strategy & Insights
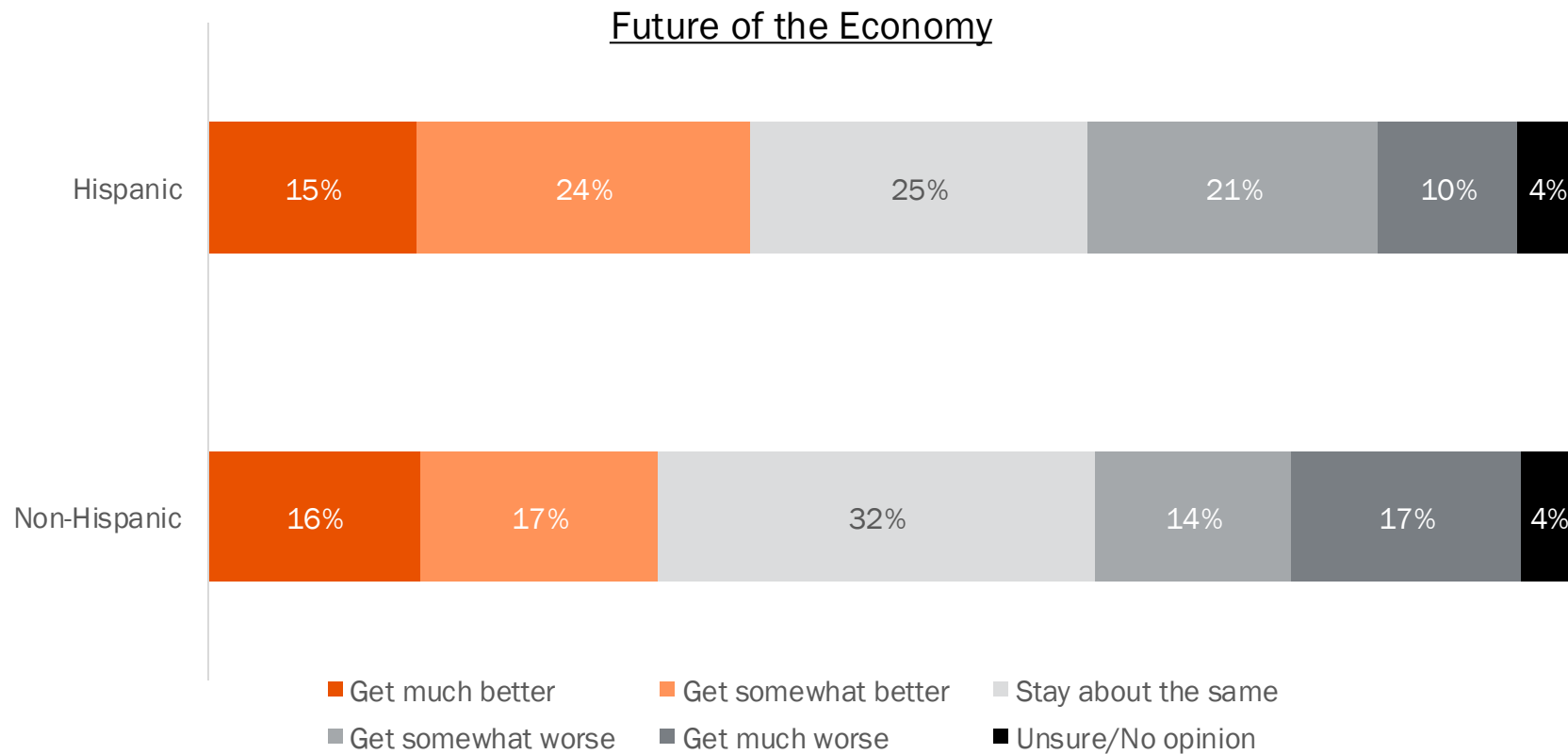
Economy

How much do you agree or disagree with the following statements? [*Economy*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I feel that it is increasingly difficult for middle class families to prosper in the United States	78%	10%	89%	3%
Inflation is putting a significant strain on my budget	77%	10%	78%	8%
I am concerned about the U.S. federal government's spending and deficit	73%	11%	74%	8%
The price of gas is putting a strain on my finances	72%	20%	70%	15%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	72%	9%	70%	9%
I expect my personal economic situation to get better in the next few years	60%	19%	48%	23%
My personal economic situation has become worse in the last year	57%	25%	63%	15%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	57%	27%	47%	31%
I have taken, or am considering taking, a second job in order to maintain my standard of living	54%	25%	53%	28%
I feel that jobs are getting easier to find	24%	55%	26%	49%
Home ownership is still within reach for most people	19%	65%	26%	66%

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

Televisa Univision | Consumer Strategy & Insights

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	83%	7%	89%	5%
Mental health issues are a growing problem for people in the United States	81%	8%	86%	5%
I am generally satisfied with my healthcare coverage	66%	21%	69%	17%
Medicaid and Medicare are working well now	47%	26%	45%	23%
The cost of prescription drugs is a financial problem for me	40%	26%	34%	44%
The cost of my health care and insurance is reasonable	38%	44%	44%	35%

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

Televisa Univision | Consumer Strategy & Insights

31

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	56%	19%	64%	13%
Abortion laws should be created by state governments, not by the federal government	40%	30%	47%	29%

Abortion Policy *Thinking about abortion policy and laws, which of the following comes closest to your view?*	Hispanic	Non-Hispanic
Abortion should be legal only in the case of rape, incest or when the mother's life is in danger	32%	19%
Abortion should be legal at any time during pregnancy	22%	17%
Abortion should be illegal in all cases	12%	11%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	10%	15%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	7%	10%
Abortion should be legal only in the first 15 weeks of pregnancy	6%	10%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	5%	8%
Other	2%	3%
Unsure/I don't know	5%	6%

32

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	89%	4%	91%	3%
Crime is a growing problem in the United States	79%	12%	82%	6%
Crime is a growing problem where I live	71%	16%	65%	17%
Homelessness is a serious problem in my neighborhood	71%	17%	65%	19%
Government authorities have become too lenient on criminals	65%	17%	63%	16%
I believe that stricter gun control laws would reduce crime	65%	24%	55%	34%
Police departments in the United States are understaffed	61%	14%	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

Televisa Univision | Consumer Strategy & Insights

Crime & Public Safety

How much do you agree or disagree with the following statements? [*Crime & Public Safety*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I feel less safe in my everyday life than I did a year ago	60%	22%	64%	18%
My Police Department is understaffed	58%	14%	58%	12%
I support second amendment gun rights	51%	24%	62%	22%
Children in my community are generally safe at the schools they attend	43%	35%	55%	26%
My local government should significantly reduce the resources and budgets for police	30%	47%	25%	59%
Government authorities are doing a good job protecting businesses near where I live and shop	26%	45%	39%	36%
Government authorities are doing a good job combating crime in my neighborhood	20%	48%	38%	41%

Televisa Univision | Consumer Strategy & Insights

IMMIGRATION &
BORDER SECURITY

Televisa
Univision

Consumer
Strategy & Insights

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	75%	11%	68%	18%
We should reform immigration laws to give higher priority to people with needed skills and education	58%	19%	59%	17%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	57%	25%	72%	11%
There are too many undocumented immigrants crossing the border into the United States	57%	28%	75%	11%
All migrants who want to enter the United States should be fully vetted first	56%	16%	75%	7%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	53%	29%	71%	12%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	53%	29%	48%	36%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	53%	23%	70%	10%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	46%	25%	70%	9%

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

Televisa Univision | Consumer Strategy & Insights

Immigration & Border Security

How much do you agree or disagree with the following statements? [*Immigration & Border Security*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
There are too many undocumented migrants coming to my state	43%	28%	66%	13%
Local law enforcement should be able to detain undocumented migrants	42%	43%	63%	16%
The resettling of all the migrants will, in the long-run, benefit the United States	42%	27%	37%	34%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	41%	39%	70%	13%
The United States military should be used to secure the southern border	40%	36%	57%	22%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	39%	40%	37%	46%
The Biden administration is primarily responsible for the situation at the southern border	38%	40%	53%	35%
The U.S. should complete the construction of a wall on the southern border of the U.S.	38%	44%	55%	31%
I support the way the Biden Administration is managing the southern border	37%	42%	33%	45%

Televisa Univision | Consumer Strategy & Insights

38

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 arrival of migrants has made the affordable housing problem worse	35%	45%	56%	24%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	35%	52%	50%	38%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	34%	38%	25%	59%
The rules that I have to live by don't seem to apply to migrants	33%	38%	55%	24%
Undocumented migrants have increased crime in my state	31%	51%	53%	26%
It feels like migrants are being treated better than most Americans	30%	55%	54%	30%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	29%	41%	26%	49%
I support the way my state and local officials are handling the migrant issue	27%	36%	28%	43%
Undocumented migrants will take jobs away from poorer and working-class Americans	26%	53%	54%	31%
Most undocumented migrants who entered the U.S. over the last few years should be deported	25%	50%	53%	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 July 2024

Televisa Univision | Consumer Strategy & Insights

39

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 result of human activity	71%	13%	63%	19%
Climate change is a very big threat to the planet	70%	17%	73%	15%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	57%	27%	47%	34%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	50%	25%	48%	28%
Government regulation and action on climate change is hurting the economy	43%	26%	43%	30%
Governments should create policies that encourage oil and gas production in the U.S.	41%	25%	57%	24%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	38%	33%	39%	43%

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

GOVERNMENT

Televisa
Univision

Consumer
Strategy & Insights

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	71%	18%	59%	25%
The federal government of the United States is too big and powerful	65%	11%	61%	17%
The jury decision to convict Donald Trump of multiple felonies in New York was correct	60%	25%	53%	32%
The United States Justice Department has become politicized in its prosecutions	57%	22%	57%	19%
The recent felony trial of Donald Trump in New York was conducted fairly	53%	27%	56%	27%
The federal government of the United States has become too intrusive in the lives of Americans	51%	16%	59%	19%
The FBI has become politicized in its investigations	50%	23%	52%	20%
I want the next president to shrink the size of the federal government	40%	24%	47%	24%
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	37%	41%	34%	43%

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

43

Televisa Univision | Consumer Strategy & Insights

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	73%	5%	56%	11%
I support the Biden Administration's efforts to forgive student loans	65%	18%	55%	35%
China represents the most serious economic and geo-political threat to the United States	61%	14%	66%	10%
The U.S. government should spend less money supporting the war in Ukraine	59%	23%	51%	32%
Iran is the primary destabilizing force in the Middle East	52%	12%	54%	10%
I think that the United States spends too much on defense and the military	47%	25%	37%	45%
The government should ban social media, like Facebook and TikTok, from being used by children	44%	35%	49%	25%
Student loans should not be forgiven and paid for by taxpayers	32%	53%	41%	42%
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	29%	38%	39%	33%
I support the way the Biden Administration is dealing with the Israel-Hamas war	28%	44%	31%	43%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	23%	55%	25%	52%
The United State should increase the amount of military aid it sends to Israel	20%	63%	31%	45%

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

Televisa Univision | Consumer Strategy & Insights

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	80%	8%	80%	4%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	70%	12%	63%	15%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	54%	26%	65%	12%
Social media, like Facebook and TikTok, does more harm than good	38%	32%	58%	16%

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

Televisa Univision | Consumer Strategy & Insights

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	84%	6%	92%	3%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	63%	12%	66%	14%
Parents should have a say in what is taught to their children in public schools	62%	18%	73%	13%
College is no longer worth the cost for most students	62%	11%	73%	13%
The public schools in my neighborhood are good	61%	21%	61%	16%
More emphasis should be placed on trade schools	58%	9%	79%	3%
The public school system is working well in my state	46%	29%	39%	36%
Colleges and universities should be allowed to use race in admissions decisions	27%	49%	24%	59%
Public schools where I live are better than they were before the pandemic	24%	41%	29%	27%
The federal government's Department of Education should be eliminated	20%	61%	29%	48%

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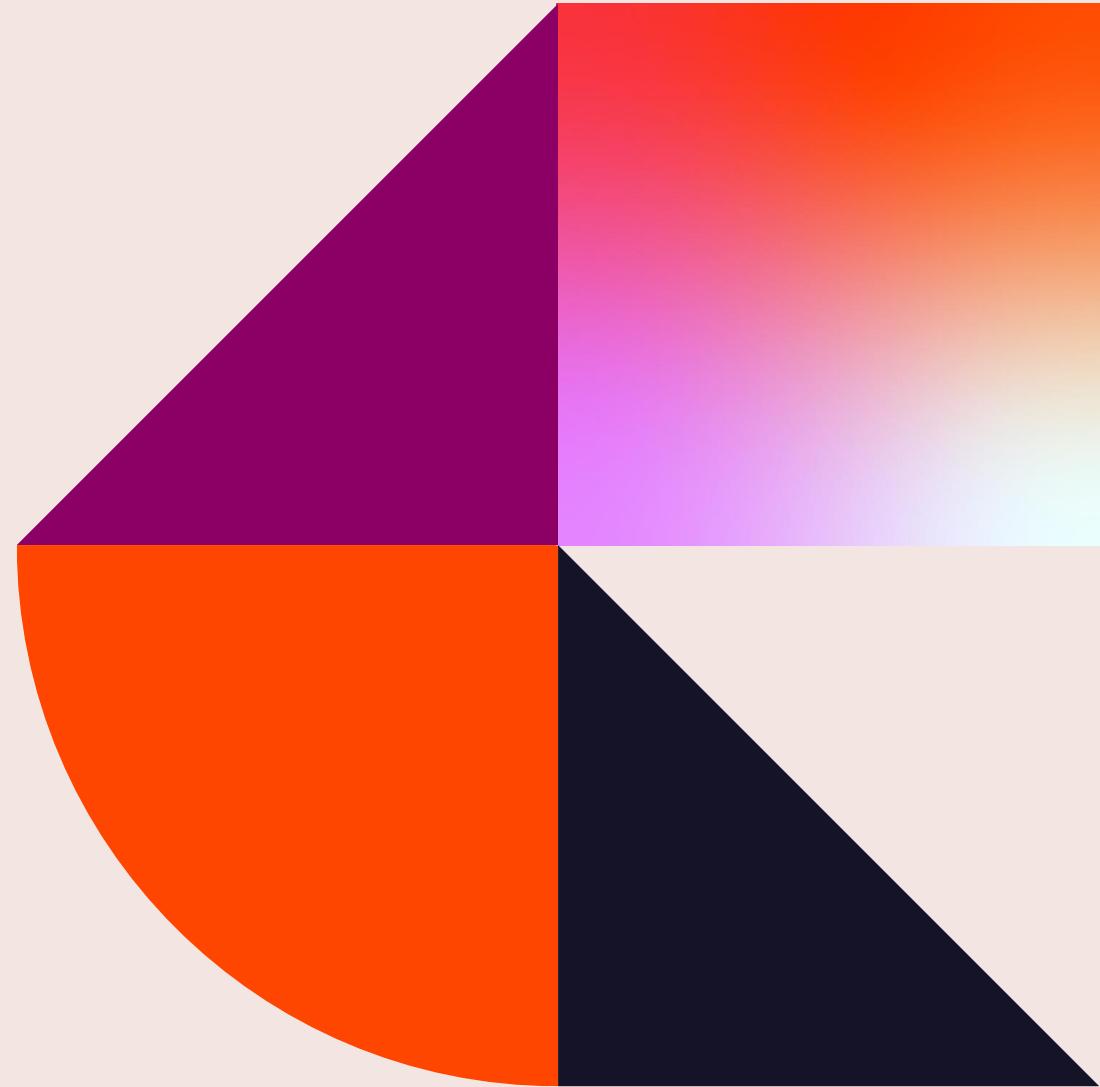*Agree and Disagree above will not sum to 100%*
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of July 2024

Televisa Univision | Consumer Strategy & Insights

Information Sources & Language Preferences

Televisa Univision | **Consumer** Strategy & Insights

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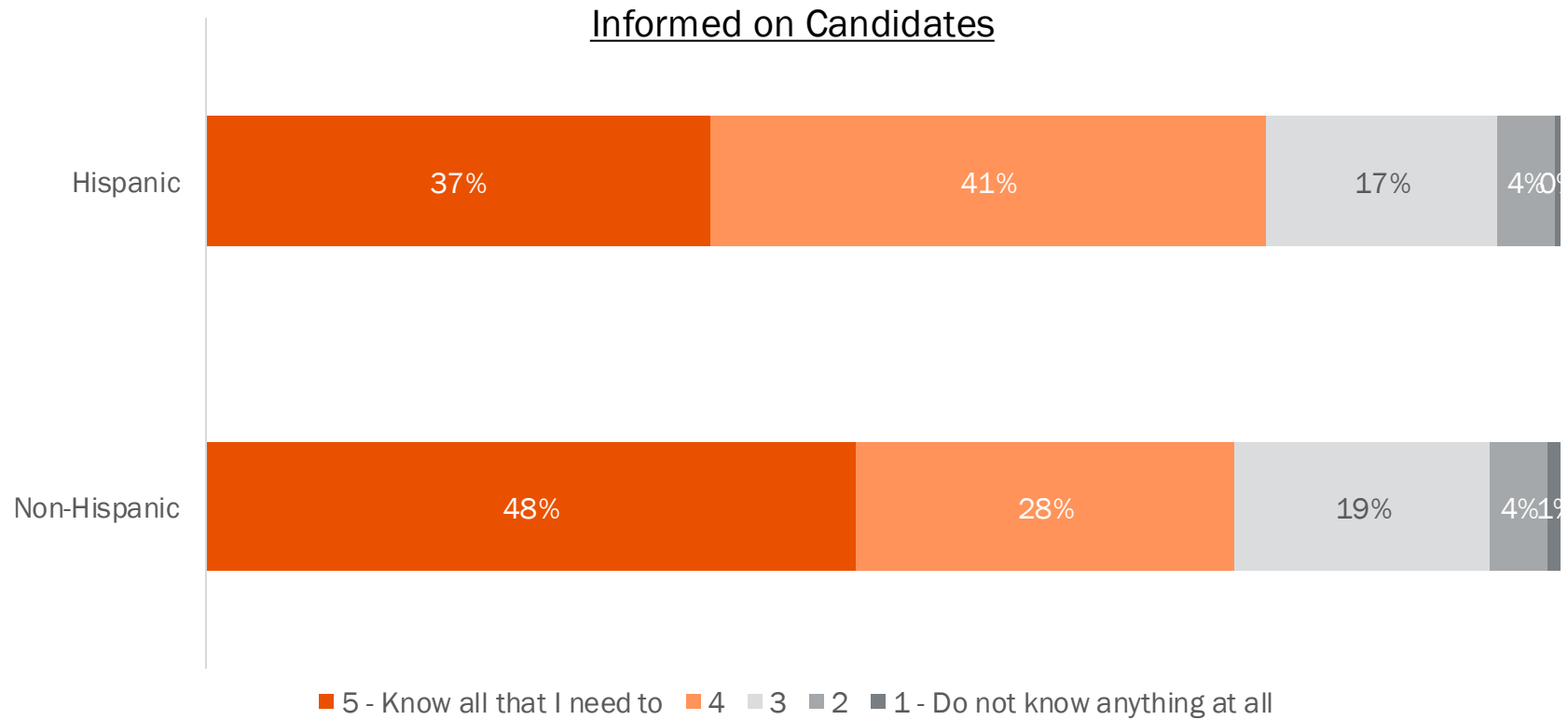
Which of the following sources are you currently using to follow developing political issues? Select all that apply.

Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Local Television	64%	43%	Friends	28%	35%
National Television (like network programs or cable news)	50%	48%	Debates	27%	32%
YouTube	41%	47%	Podcasts	27%	26%
Instagram	40%	30%	X, formerly known as Twitter	26%	22%
Online publications	39%	33%	Snapchat	16%	7%
Family	33%	35%	Magazines	13%	11%
Facebook	32%	34%	Religious organization/Church	11%	10%
TikTok	32%	24%	School	6%	6%
Radio	29%	28%	Community organization	6%	7%
Newspapers	29%	31%	None of these	4%	4%

63% of Hispanics Need More Information About the Candidates & Their Positions on the Issues
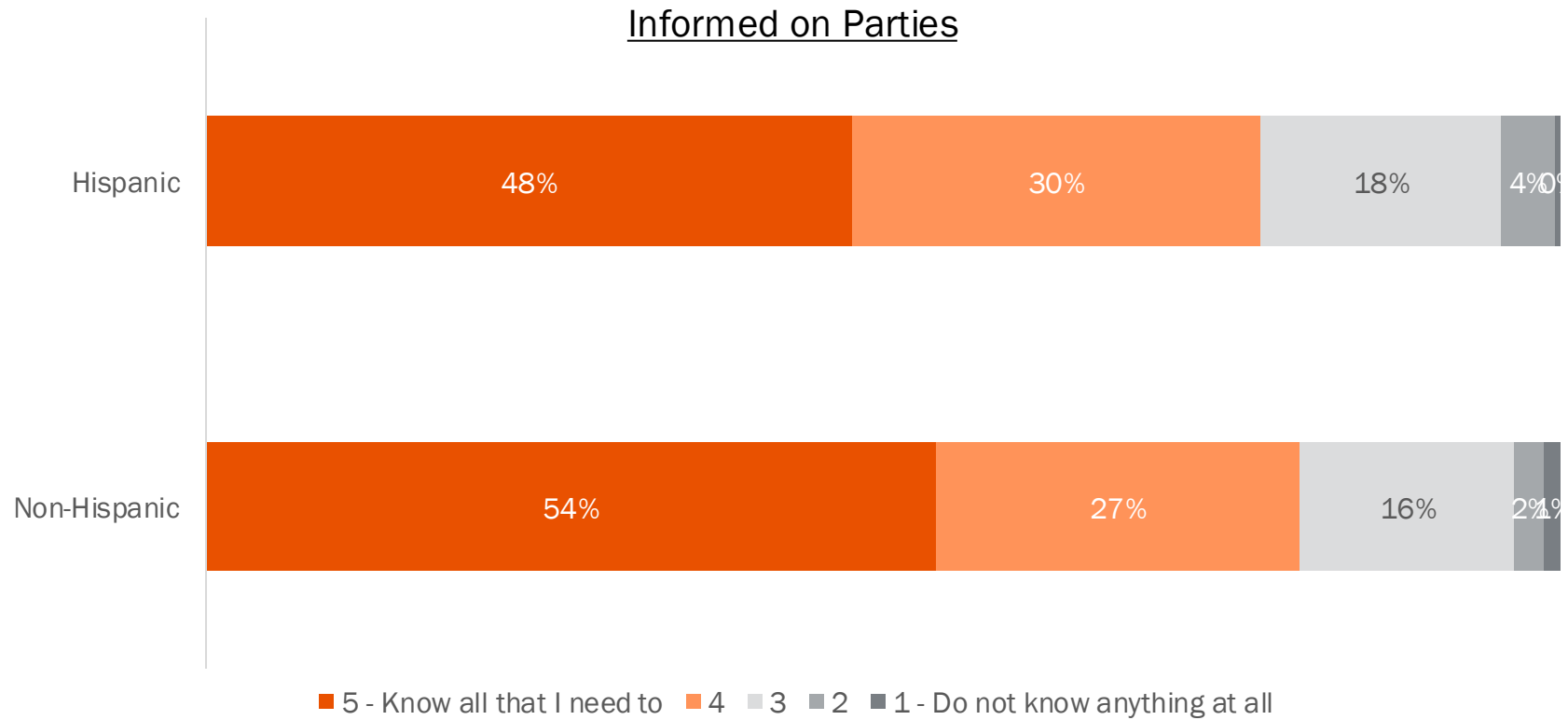
Do you think that you know enough now about the candidates and their positions on the issues most important to you to confidently make a voting decision?

Informed on Candidates

Hispanic	37%	41%	17%	4% 0%
Non-Hispanic	48%	28%	19%	4% 1%

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

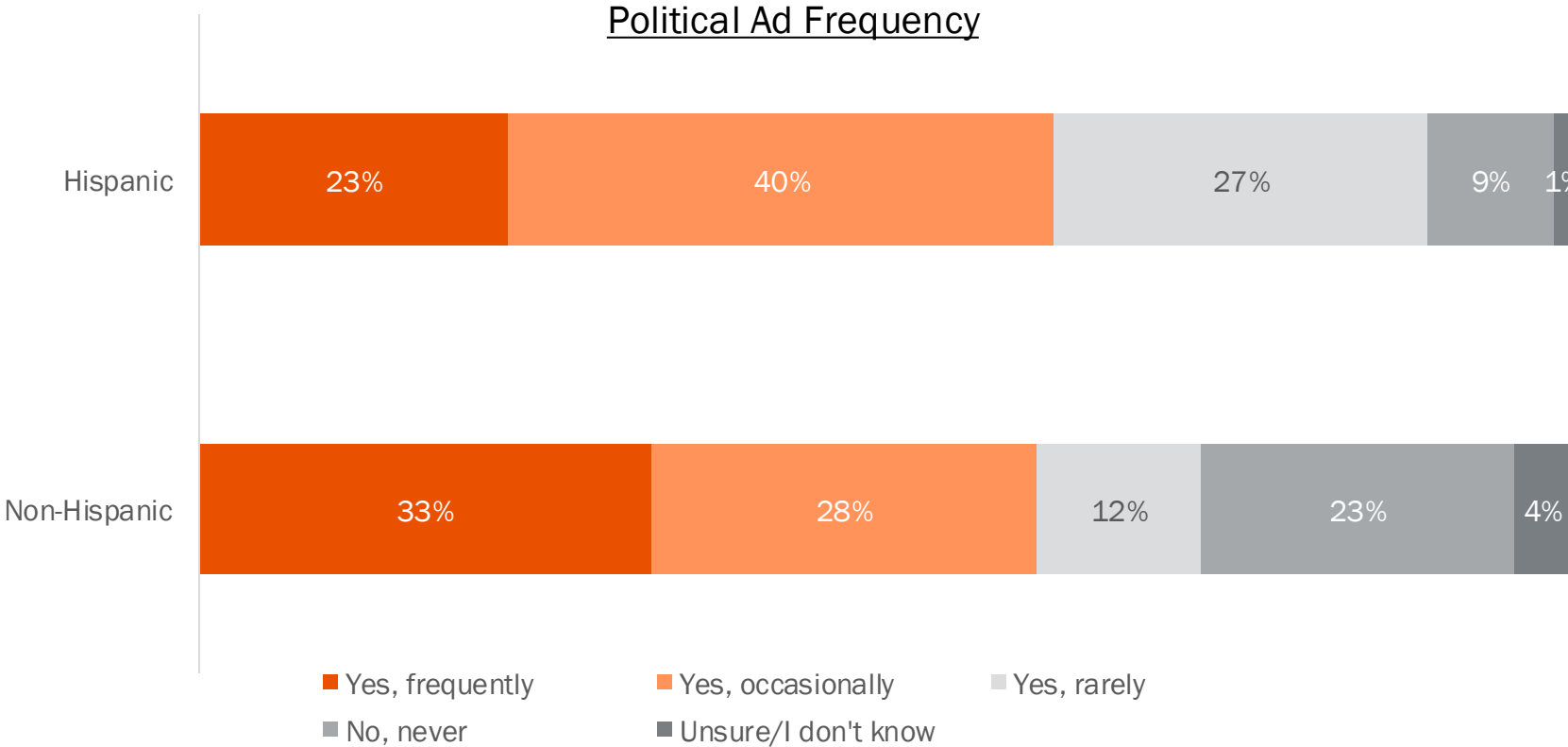Televisa Univision | Consumer Strategy & Insights

52% 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	48%	30%	18%	4%	0%
Non-Hispanic	54%	27%	16%	2%	1%

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

Televisa Univision | Consumer Strategy & Insights

76% 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
| 23% | 40% | 27% | 9% | 1% |

Non-Hispanic
| 33% | 28% | 12% | 23% | 4% |

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

Televisa Univision | Consumer Strategy & Insights

54

Messaging in Spanish is *Powerful* and *Connects*

66%
OF HISPANICS AGREE

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

66%
OF HISPANICS AGREE

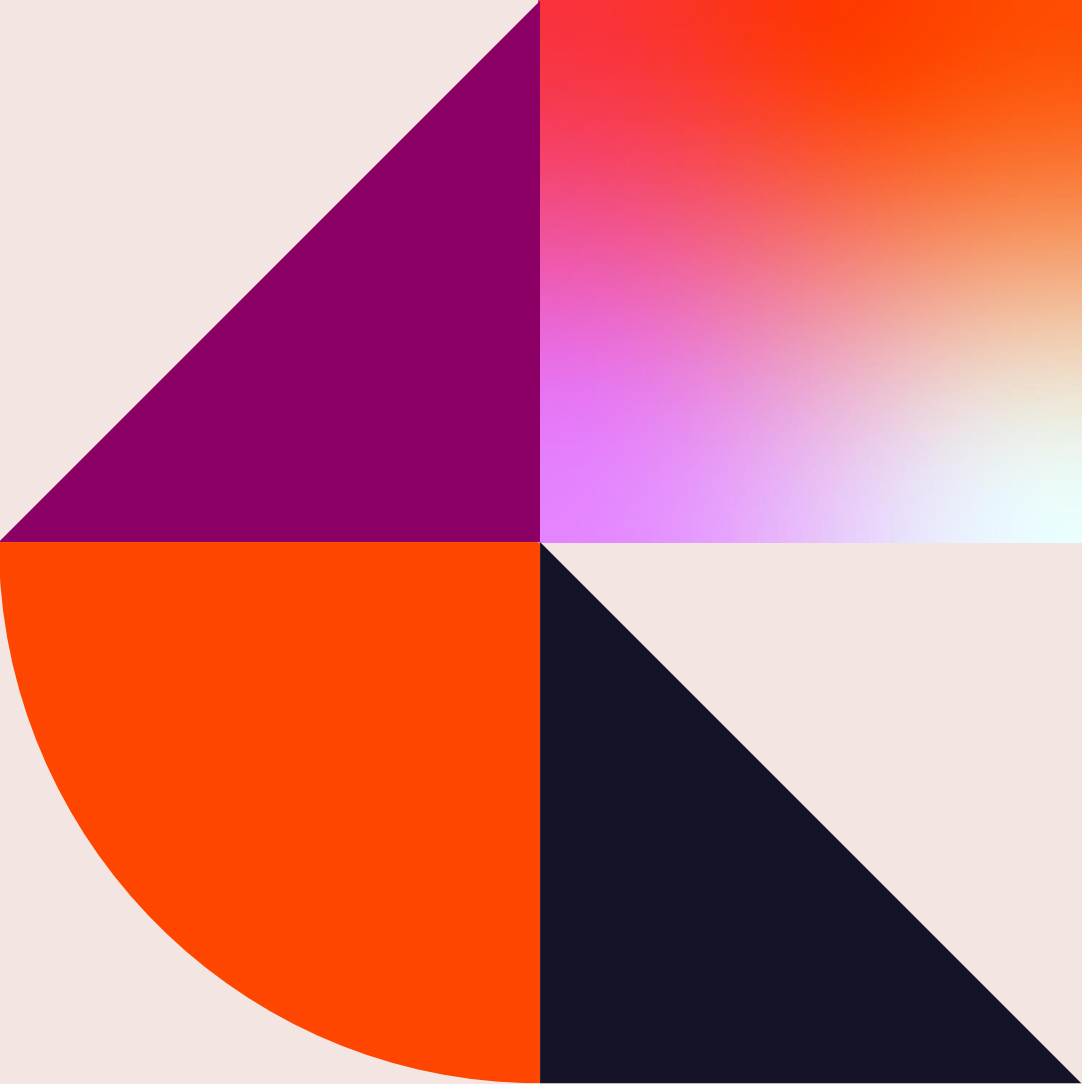Political parties and candidates who advertise in Spanish are *showing me they want my vote*

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*

Televisa Univision

Consumer Strategy & Insights
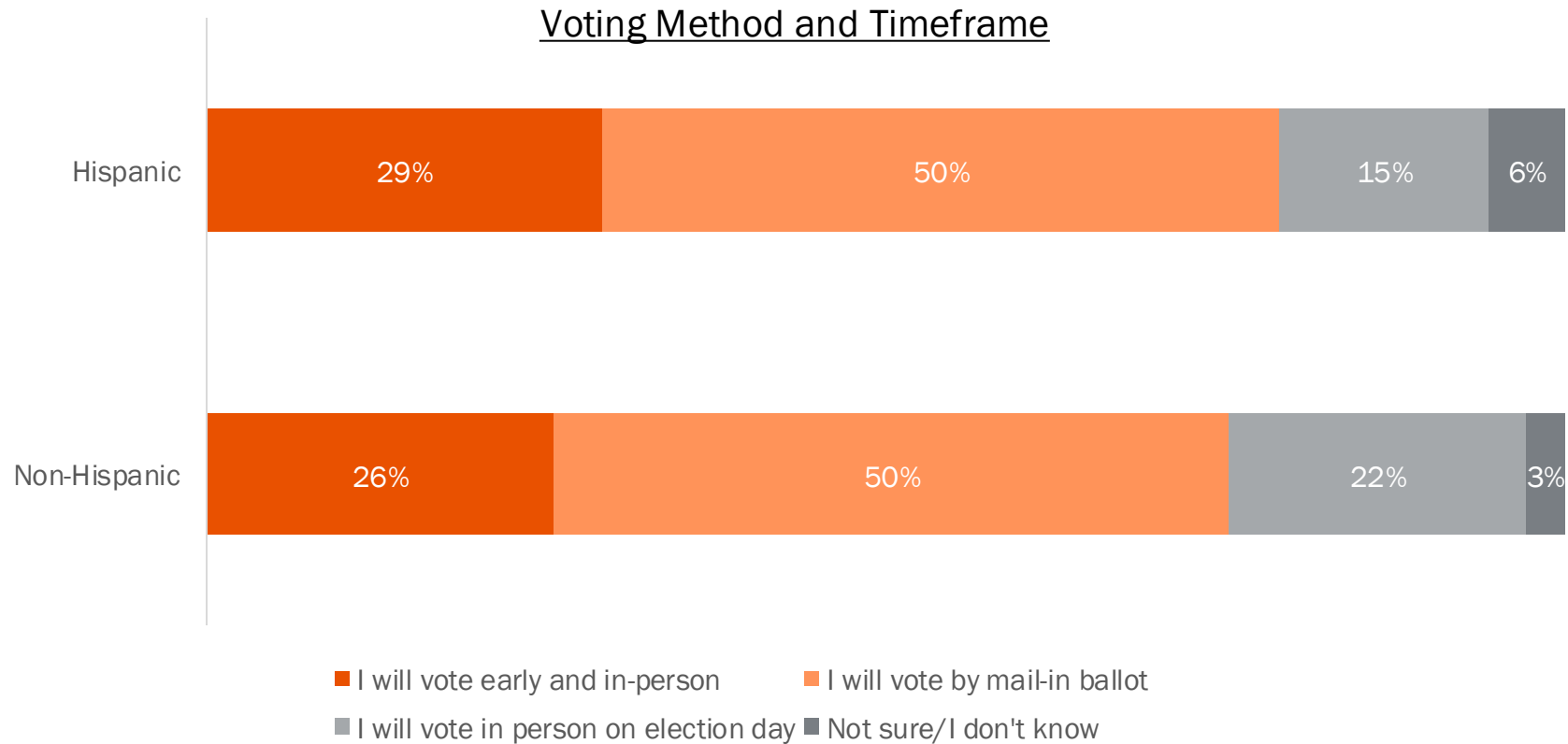
Voting & Campaign Information

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

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

Voting Method and Timeframe

	I will vote early and in-person	I will vote by mail-in ballot	I will vote in person on election day	Not sure/I don't know
Hispanic	29%	50%	15%	6%
Non-Hispanic	26%	50%	22%	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

Televisa Univision | Consumer Strategy & Insights

Vota Conmigo Familiarity

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

Vota Conmigo Familiarity

20%
Hispanic

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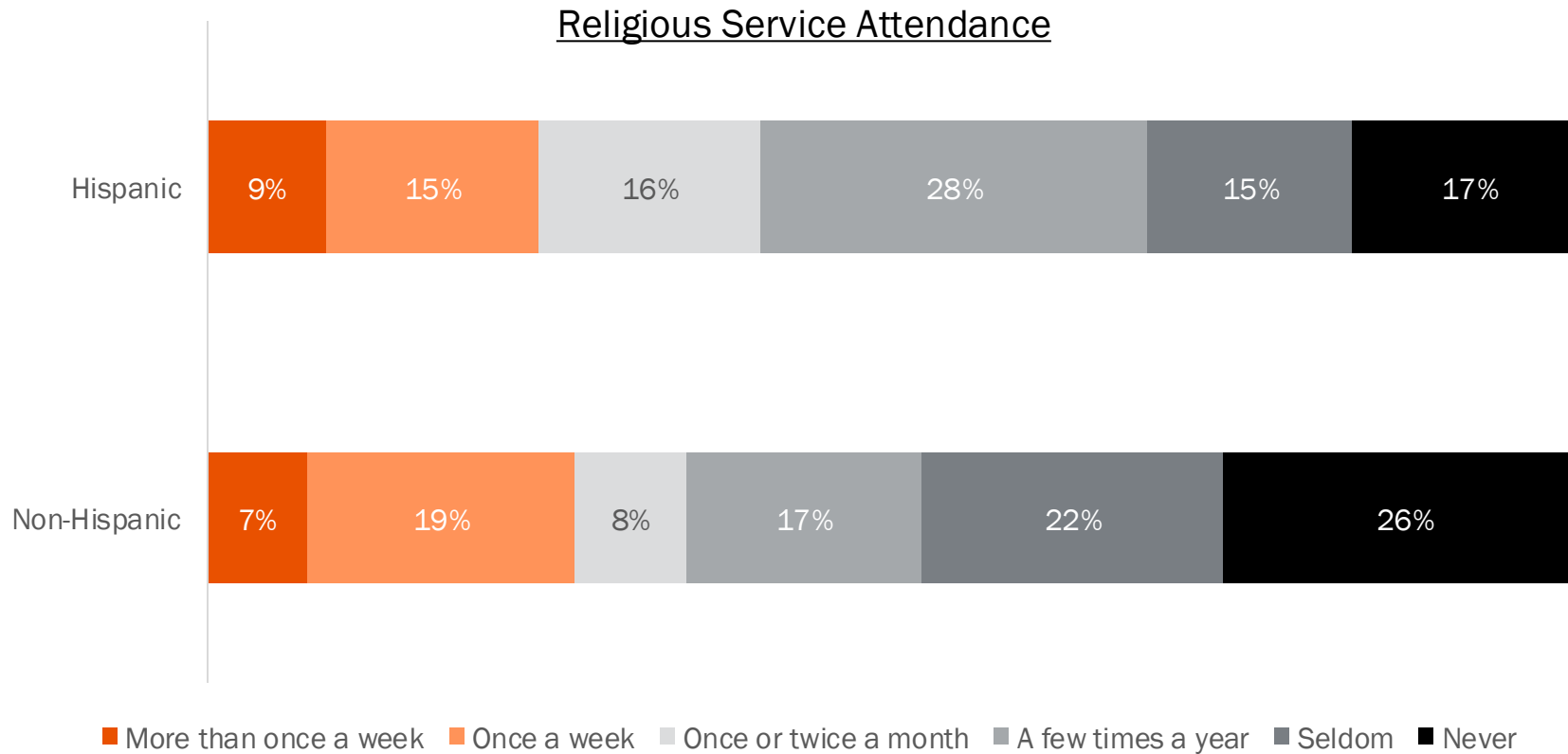- ■ Heard of, but unfamiliar
- ■ Have not heard of
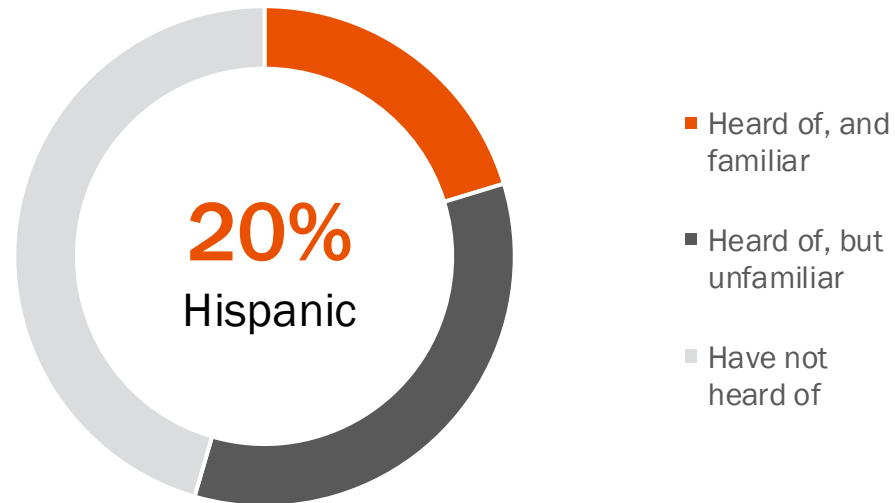
Televisa Univision

Consumer Strategy & Insights

Gracias

APPENDIX

Religious Service Attendance

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

Religious Service Attendance

Hispanic: 9% | 15% | 16% | 28% | 15% | 17%

Non-Hispanic: 7% | 19% | 8% | 17% | 22% | 26%

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

Televisa Univision | Consumer Strategy & Insights

61

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	57%	13%	60%	13%
I appreciate being personally contacted, by phone or by knocking at my door by a political party, candidate or organization that is looking to influence my vote	22%	63%	22%	61%

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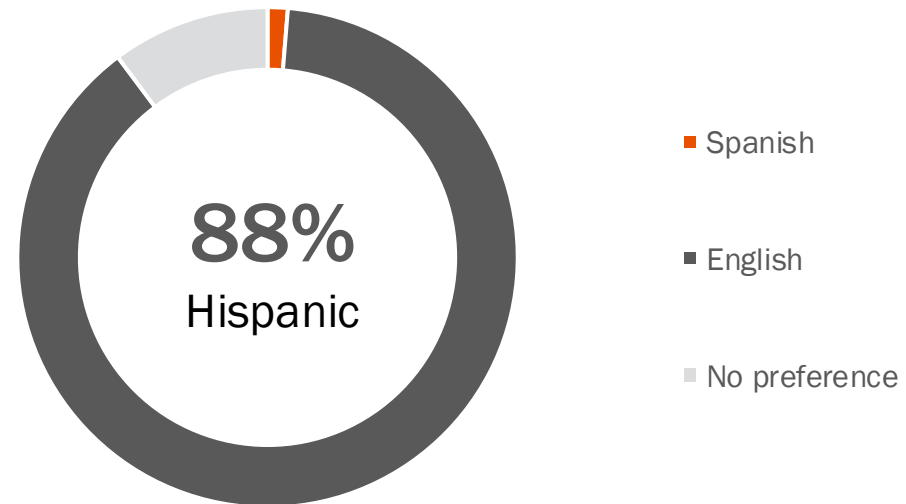*Agree and Disagree above will not sum to 100%*
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of July 2024

Televisa Univision | Consumer Strategy & Insights
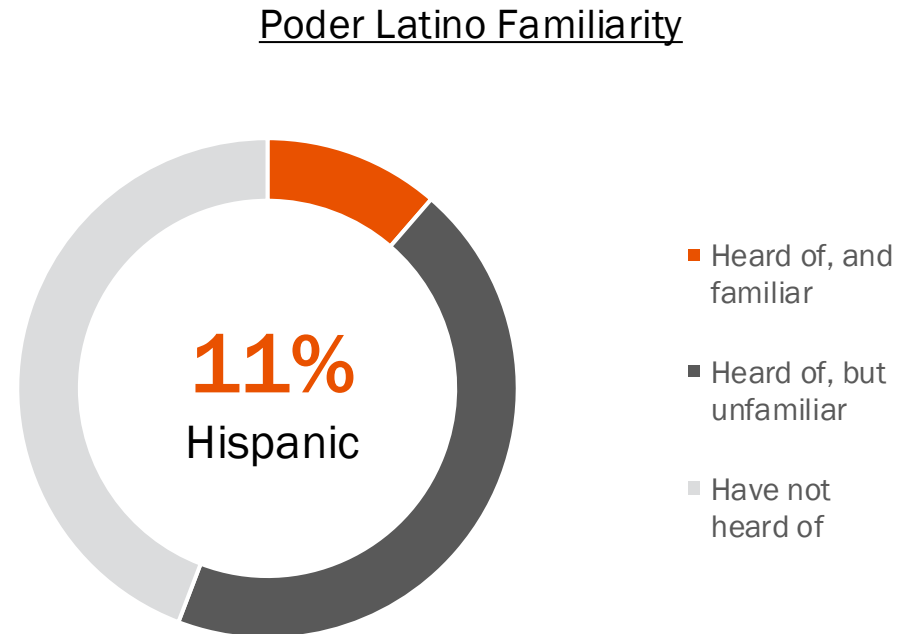
Ballot Language Preference

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

Ballot Language Preference

88%
Hispanic

- ■ Spanish
- ■ English
- ■ No preference

Televisa Univision | **Consumer** Strategy & Insights

Poder Latino Familiarity

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

Poder Latino Familiarity

11%
Hispanic

■ Heard of, and familiar

■ Heard of, but unfamiliar

■ Have not heard of

Televisa Univision

Consumer Strategy & Insights

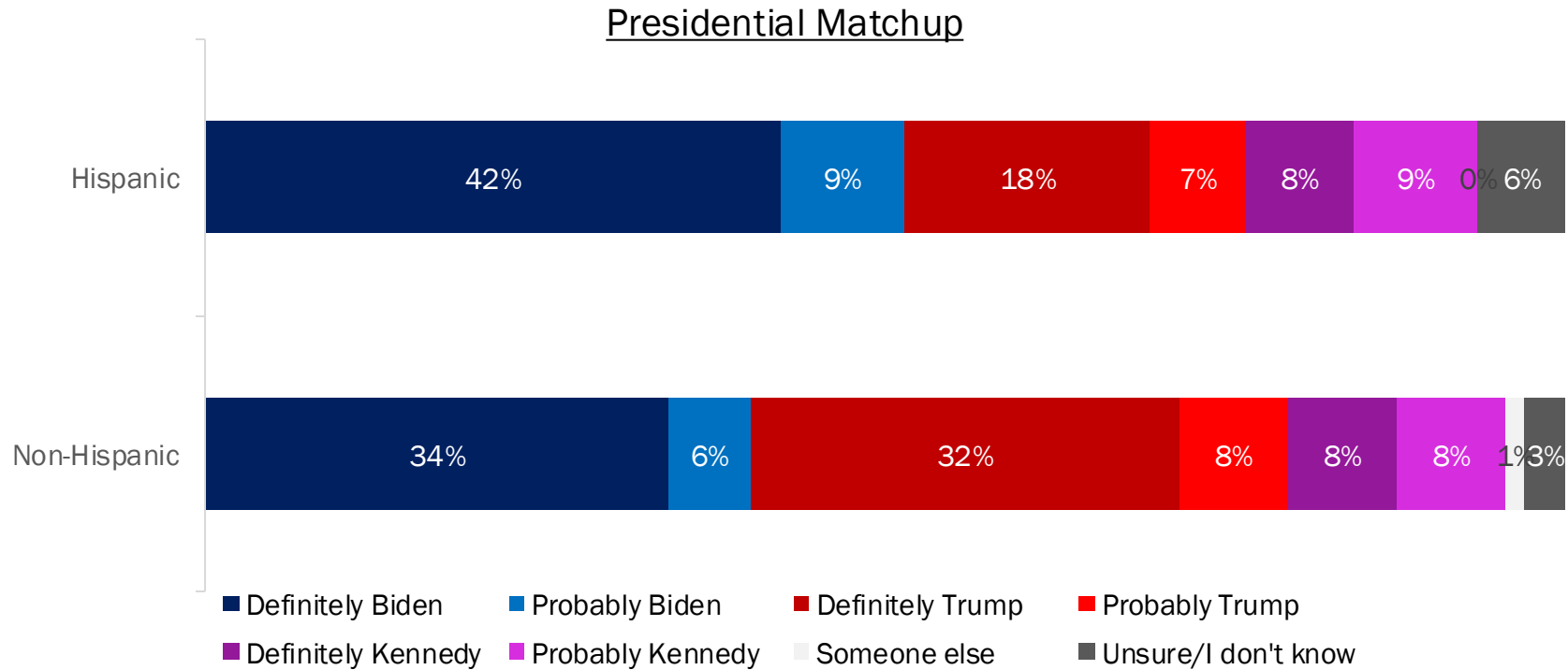# SLIDES WITH BIDEN

Televisa
Univision

Consumer
Strategy & Insights

65

Matchup: Biden vs Trump vs Kennedy (Top Box)

- JOE BIDEN LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS

- KENNEDY PERFORMS AT PAR WITH HISPANICS AND NON-HISPANICS

- 31% OF HISPANICS UP FOR GRABS (25% NOT DEFINITE, 6% 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

	Definitely Biden	Probably Biden	Definitely Trump	Probably Trump	Definitely Kennedy	Probably Kennedy	Someone else	Unsure/I don't know
Hispanic	42%	9%	18%	7%	8%	9%	0%	6%
Non-Hispanic	34%	6%	32%	8%	8%	8%	1%	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
Mental Health	79%
Social security / Medicare	78%
Healthcare	77%
Climate change	75%
Affordable housing	73%
Economy / jobs	70%
Homelessness	69%
Cost of living	69%
Inflation	65%
Gun control	62%

Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	86%
Inflation	76%
Affordable housing	75%
Economy / jobs	72%
Education	70%
Healthcare	70%
Mental Health	63%
Social security / Medicare	61%
Gas prices	60%
Taxes	60%

Top 10 Issues Among Definitely Trump Voters	% Hispanic Top Box
Inflation	85%
Border security	81%
Cost of living	80%
Immigration	78%
Crime and public safety	70%
Gas prices	65%
Taxes	61%
Affordable housing	60%
Economy / jobs	59%
Government spending / deficit	56%

Televisa Univision | Consumer Strategy & Insights

48% 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

	5 - Completely certain	4	3	2	1 - Not certain at all
Hispanic	52%	28%	15%	4%	1%
Non-Hispanic	66%	21%	11%	1%	1%

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

Televisa Univision | Consumer Strategy & Insights