

DALLAS

Dallas Hispanic Community

Dallas Hispanics
Are
YOUNGER

37 Hispanic
median age
vs 47 for Non-Hispanic

Lower Hispanic
Median Household
Income

\$68,242
vs \$98,316 for
Non-Hispanic

Larger Hispanic
Households

4.3 Median
Persons per HH
vs 3.1 for Non-Hispanic

More Likely to
Have Children in
Household

56% Kids <18
in HH
vs 36% for Non-Hispanic

More Likely
Renting Their
Homes

39% Rent
where they live
vs 32% for Non-Hispanic

2024 Dallas Hispanic Voter Profile

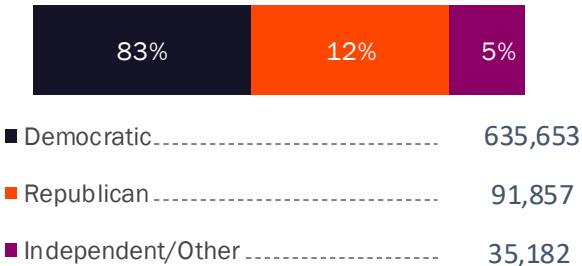
2024 HISPANIC REGISTERED VOTERS

762,692



18% of all registered voters

POLITICAL AFFILIATION

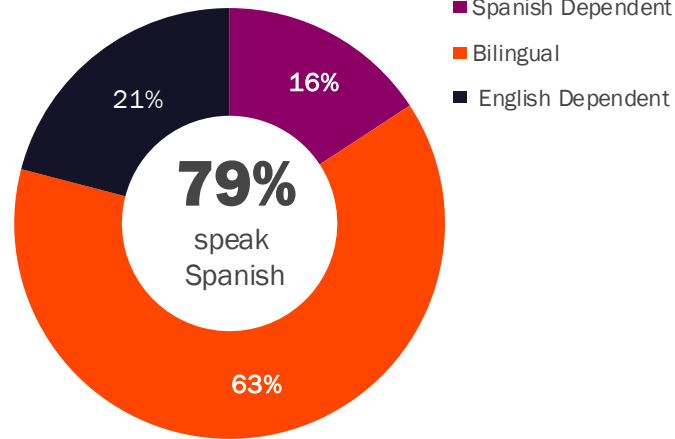


AGE DISTRIBUTION 18+

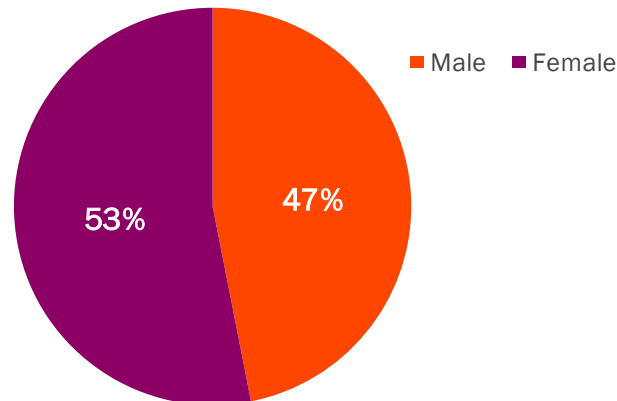
HISPANIC

18-34	41%
35+	59%
18-24	17%
25-34	24%
35-49	26%
50-64	21%
65+	12%

2024 HISPANICS AGE 5+ LANGUAGE USAGE*



REGISTERED VOTER GENDER DISTRIBUTION



COUNTRY OF ORIGIN* POPULATION SHARE

Total Hispanic Population 2,617,006

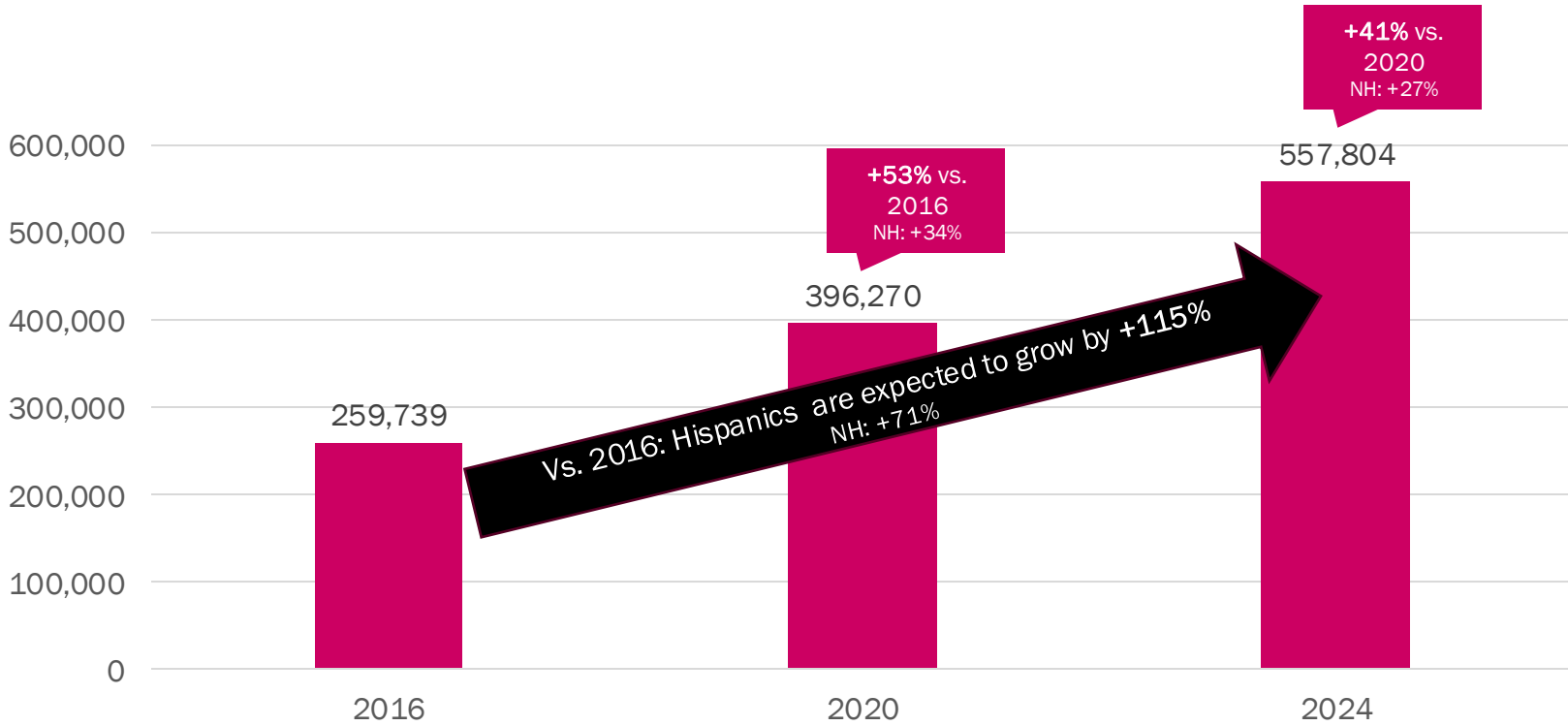
Mexican	2,099,454	80.2%
Central American	219,459	8.4%
Salvadoran	109,641	50%
Honduran	50,538	23%
Guatemalan	41,054	19%
Nicaraguan	7,316	3%
Panamanian	5,736	3%
Costa Rican	4,165	2%
Other Central American	1,009	0%
Other Hispanic	114,585	4.4%
Caribbean	109,090	4.2%
Puerto Rican	70,685	65%
Cuban	29,820	27%
Dominican	8,585	8%
South American	74,418	2.8%
Colombian	22,557	30%
Venezuelan	20,376	27%
Peruvian	12,699	17%
Argentinean	6,435	9%
Ecuadorian	5,284	7%
Chilean	3,203	4%
Bolivian	1,571	2%
Other South American	1,306	2%
Uruguayan	874	1%
Paraguayan	113	0%

Source: L2 data mapping active registered voters as of 5/15/24 that voted in Presidential Elections. Projected 2024 turnout based on likely voters as of 5/15/24 includes active/non-active. A18+ includes full electorate regardless of age match. Percentages are rounded.

2024 Dallas Hispanic Voters in Presidential Years

AS OF 5/15/2024

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



Source: L2 data mapping active registered voters as of 5/15/24 that voted in Presidential Elections. Projected 2024 turnout based on likely voters as of 5/15/24 includes active/non-active. A18+ includes full electorate regardless of age match Percentages are rounded.



TU & Media Predict
2024 Presidential Tracker

Dallas
August 2024

Televisa
Univision

Consumer
Strategy & Insights

MEDIA
PREDICT

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

Among likely voters 18+

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

Methodology

- Online survey of 552 likely voters ages 18+

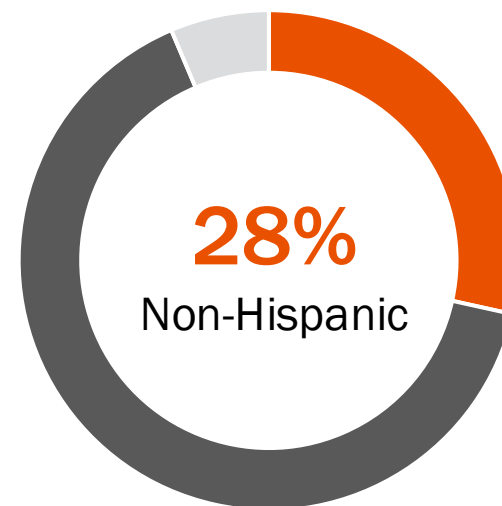
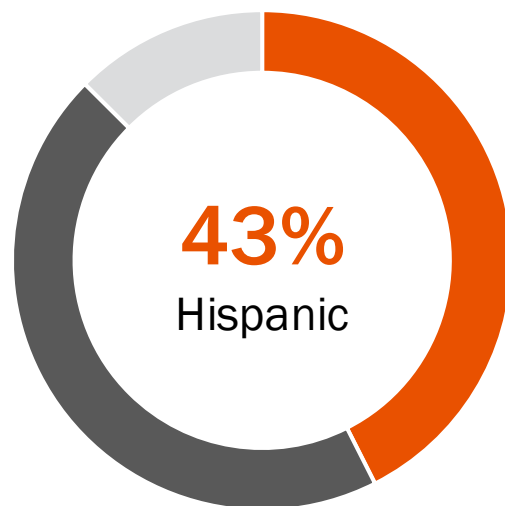
<p><u>A18+</u></p> <p>257 Hispanic (193 SpanDom/Bilingual)</p> <p>295 Non-Hispanic</p>
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- In field 8/1/2024 – 8/9/2024
- Weighted to the registered voter universe by age, gender, education, and political party affiliation. Results from full survey have a margin of error of plus or minus 6.2% for Hispanics and 5.8% for Non-Hispanics.
- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

Only 43% of Hispanics Believe U.S. is Headed in the Right Direction

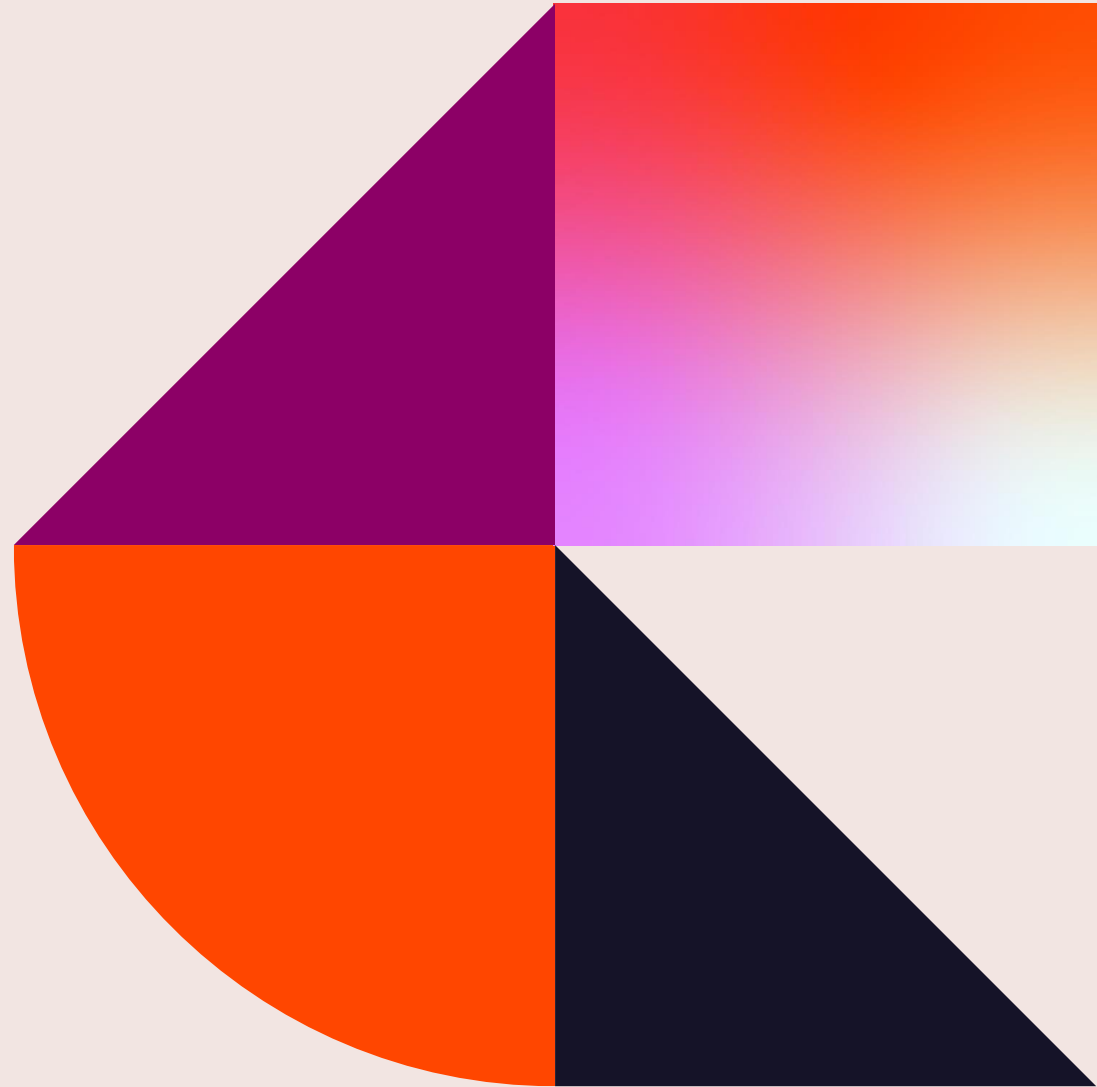
In general, do you believe that the United States is headed in the right direction, or has it gone off on the wrong track?

US Right or Wrong Track



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

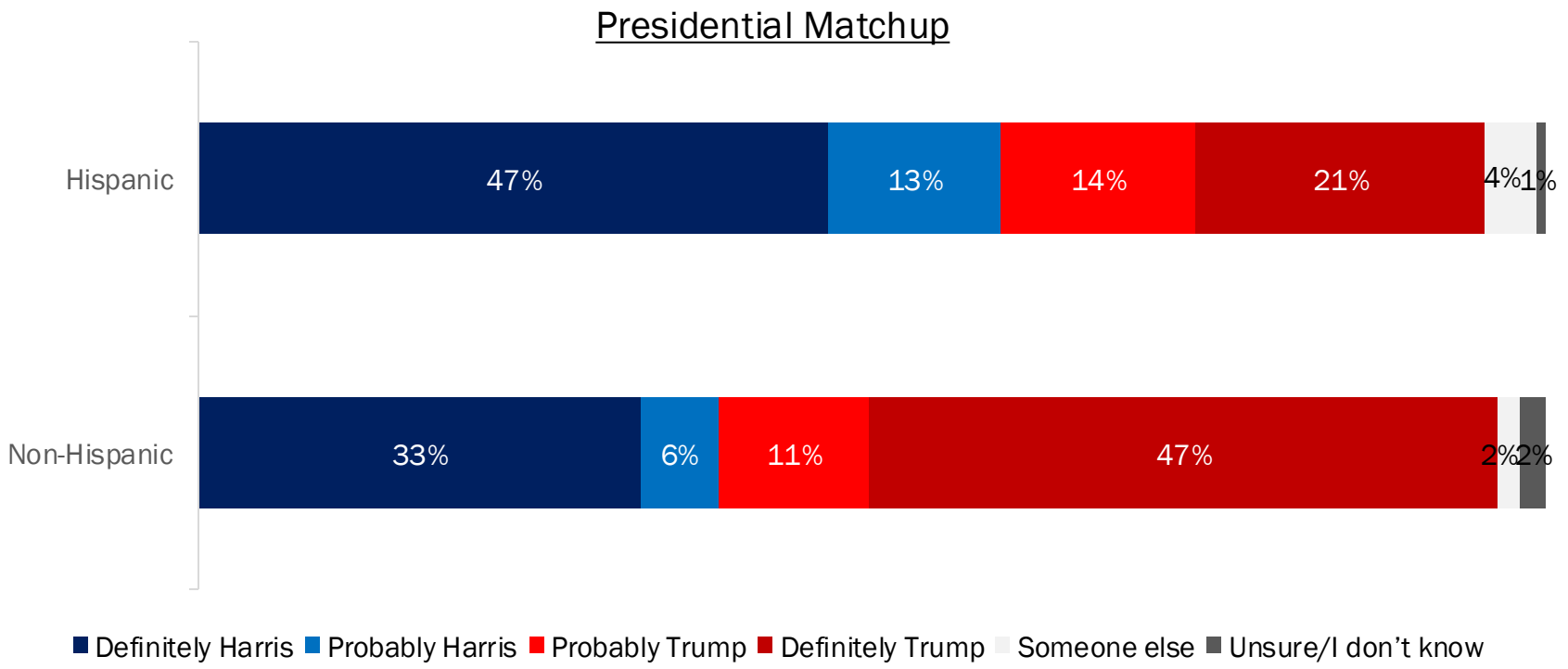
General Election Polling



Matchup: Harris vs Trump

- HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 28% OF HISPANICS UP FOR GRABS (27% NOT DEFINITE, 1% 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?



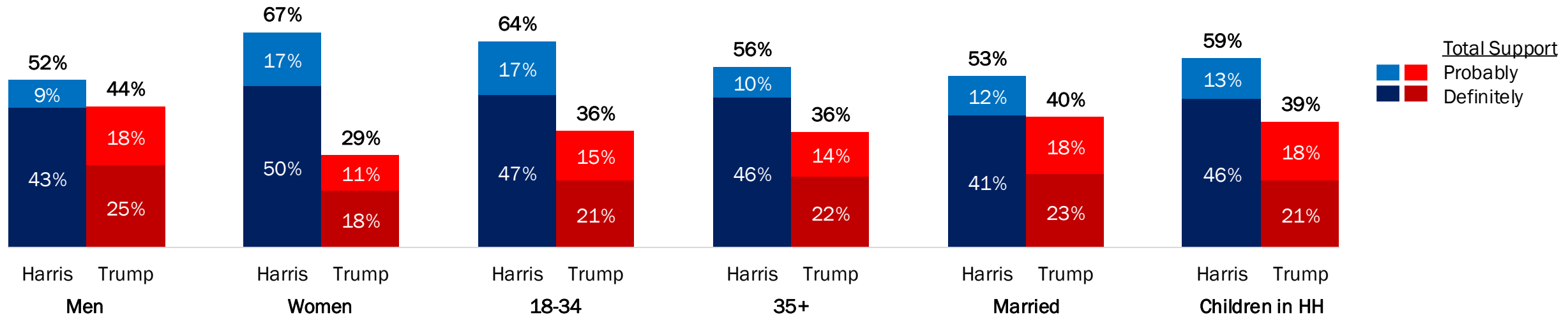
Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of August 2024

Candidate Support among Hispanics

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

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

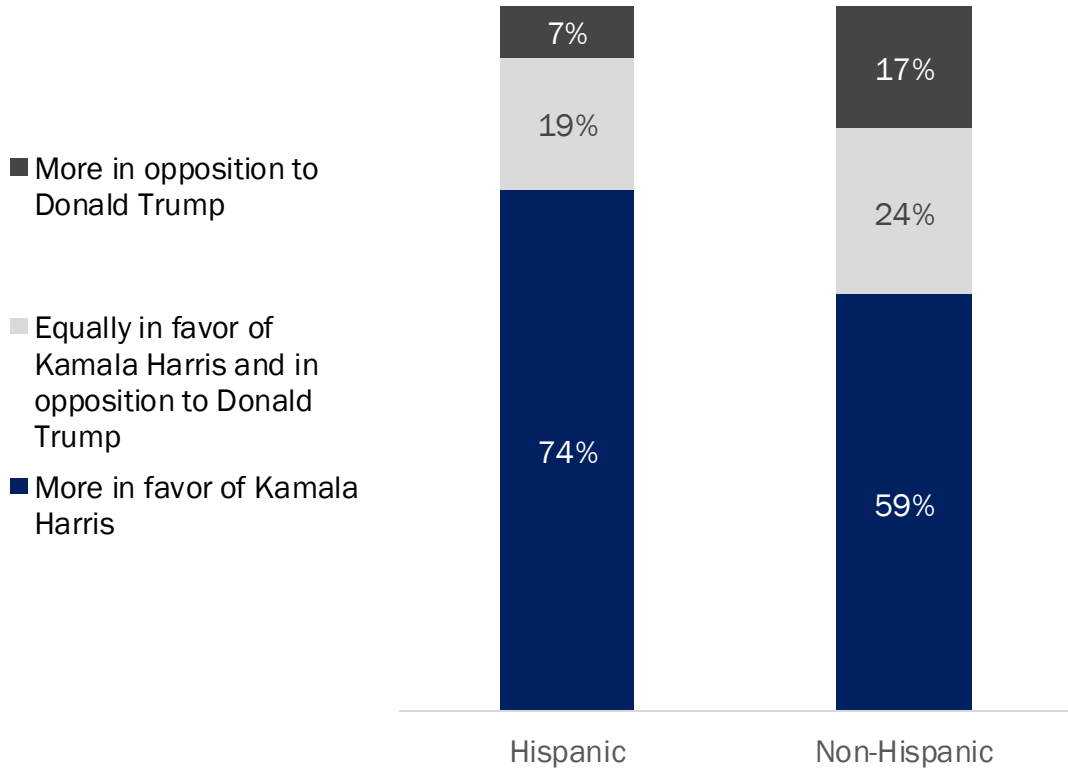


Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of August 2024

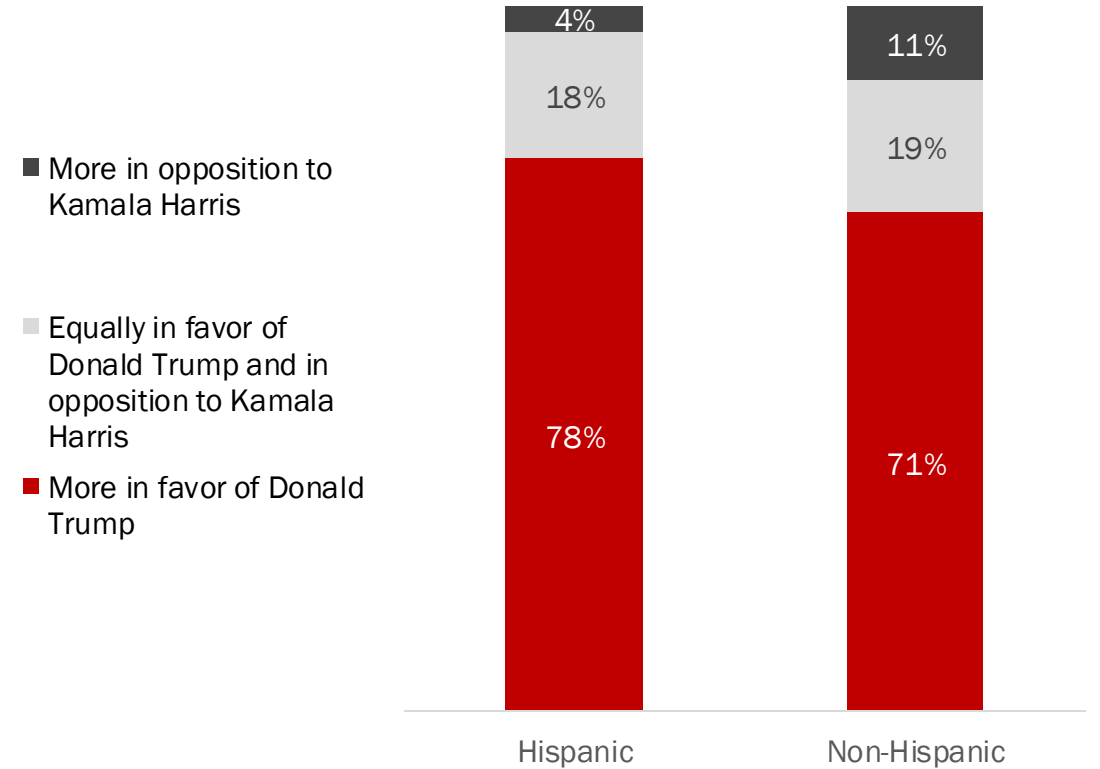
Trump Voters Are More Enthusiastic

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

Voting Harris: Favor Harris or Oppose Trump



Voting Trump: Favor Trump or Oppose Harris

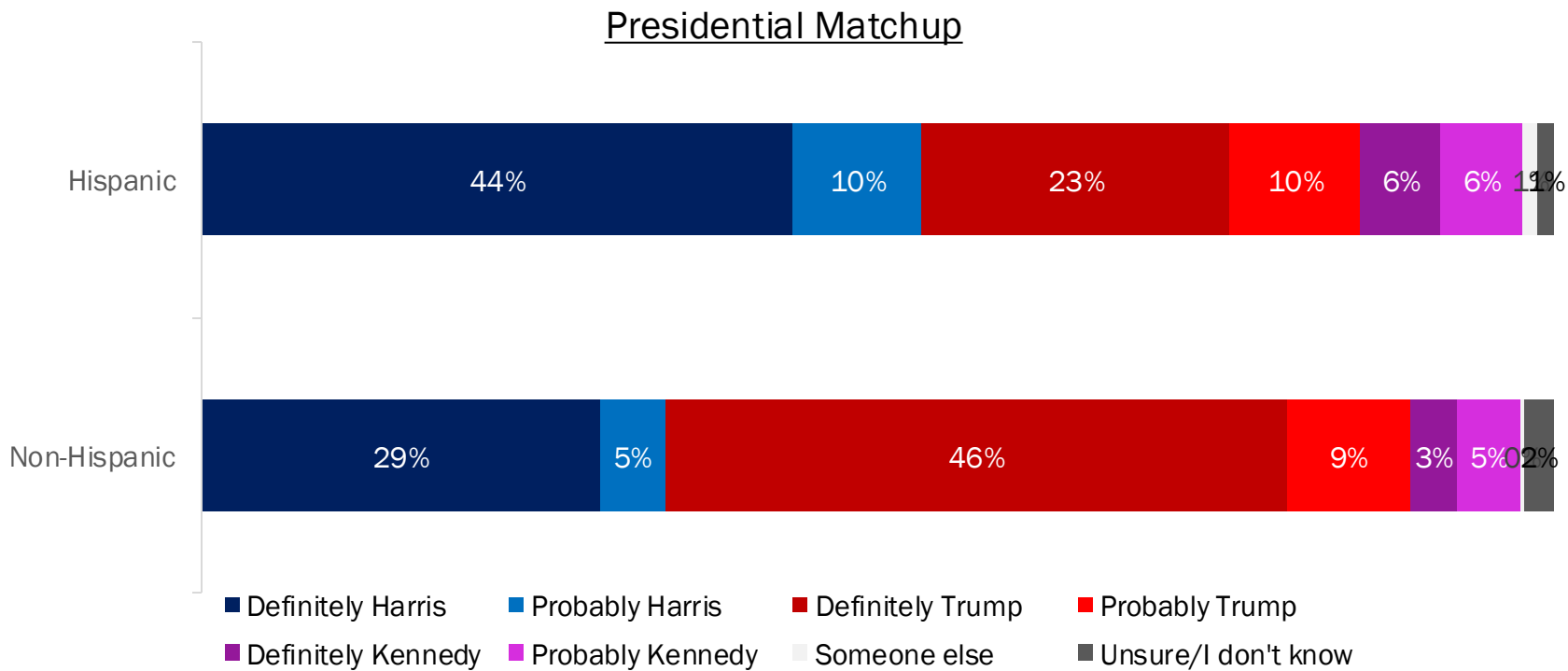


Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of August 2024

Matchup: Harris vs Trump vs Kennedy

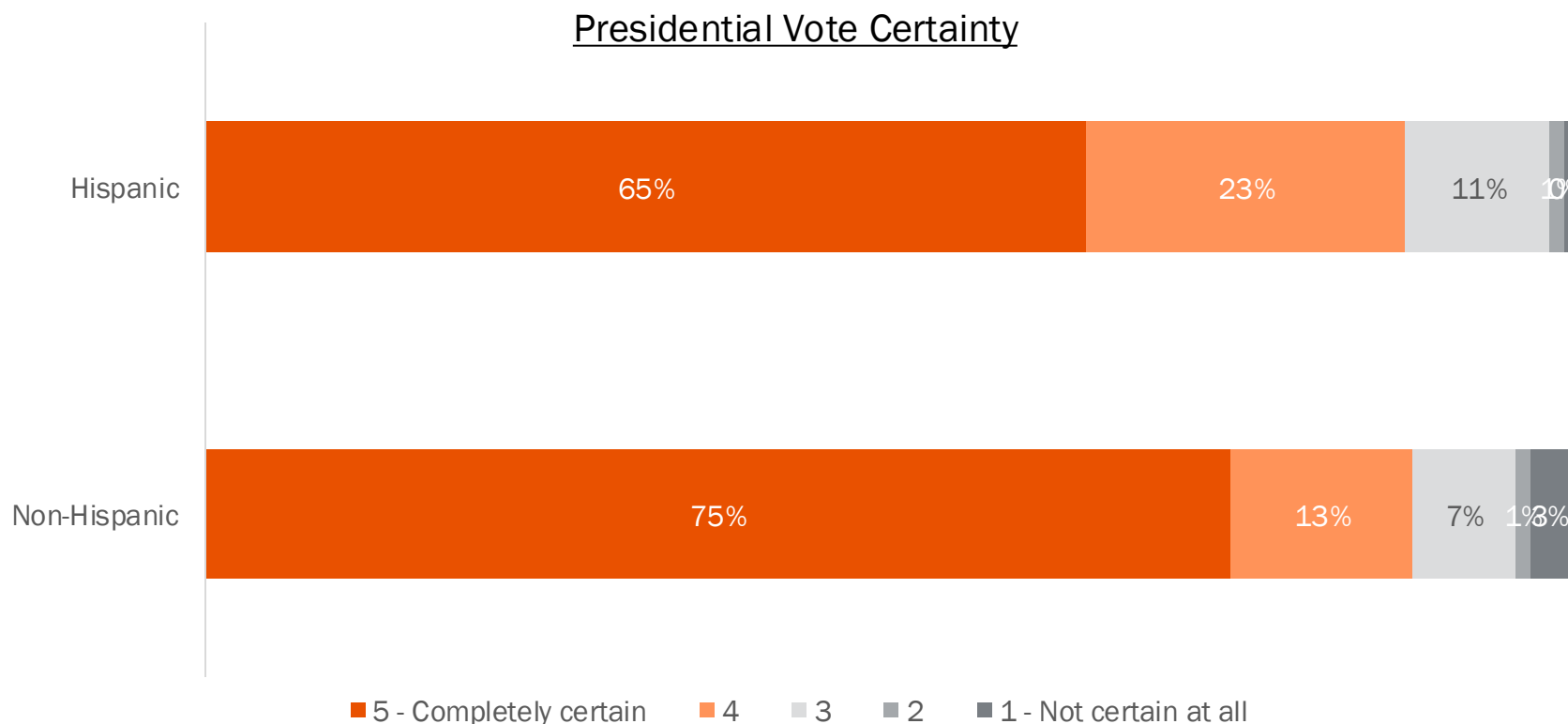
- HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- KENNEDY PERFORMS HIGHER AMONG HISPANICS THAN NON-HISPANICS
- 27% OF HISPANICS UP FOR GRABS (26% NOT DEFINITE, 1% UNSURE)

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



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

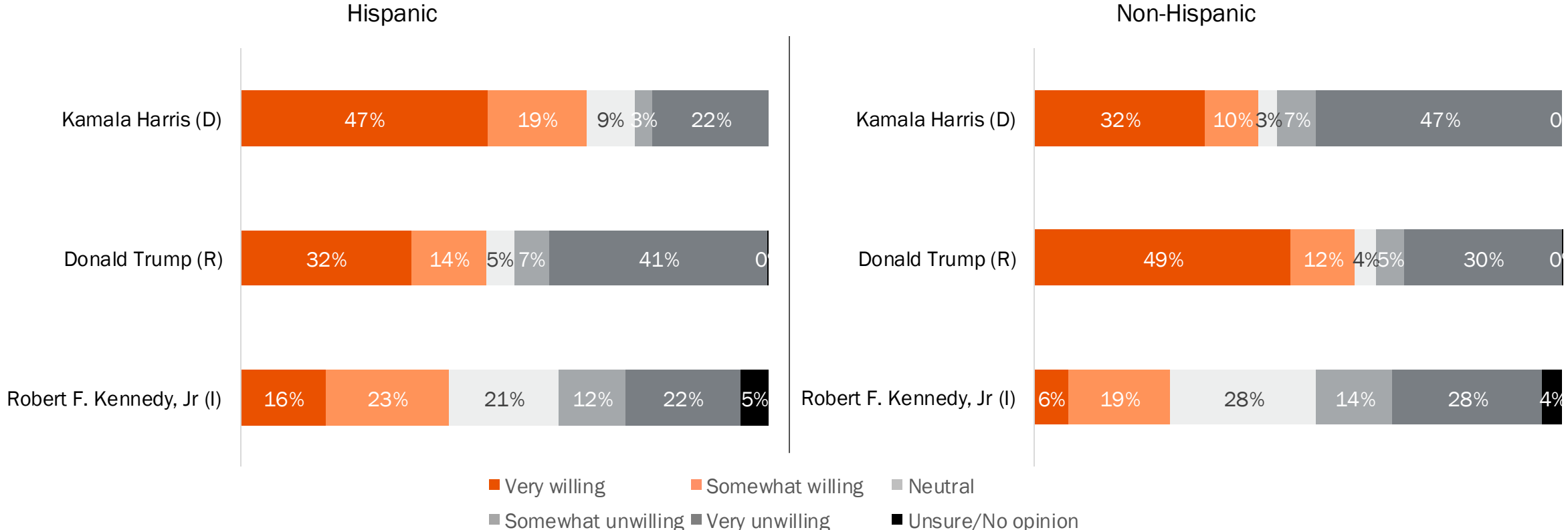
How certain are you that this is the right choice of candidate for you?



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

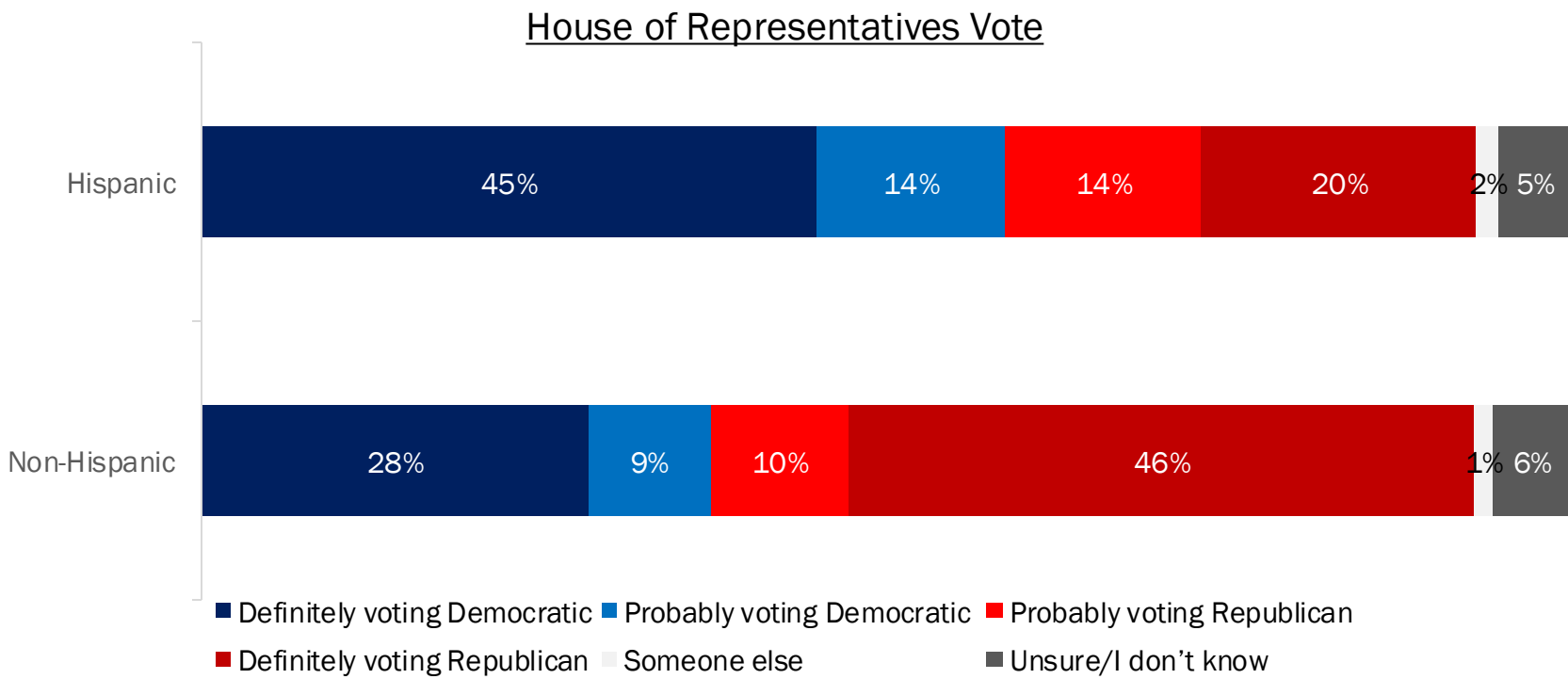


Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of August 2024

House of Representatives Vote

- DEMOCRATS FAVORED BY HISPANICS, HIGHER THAN NON-HISPANICS
- 33% OF HISPANICS UP FOR GRABS (28% NOT DEFINITE, 5% UNSURE)

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

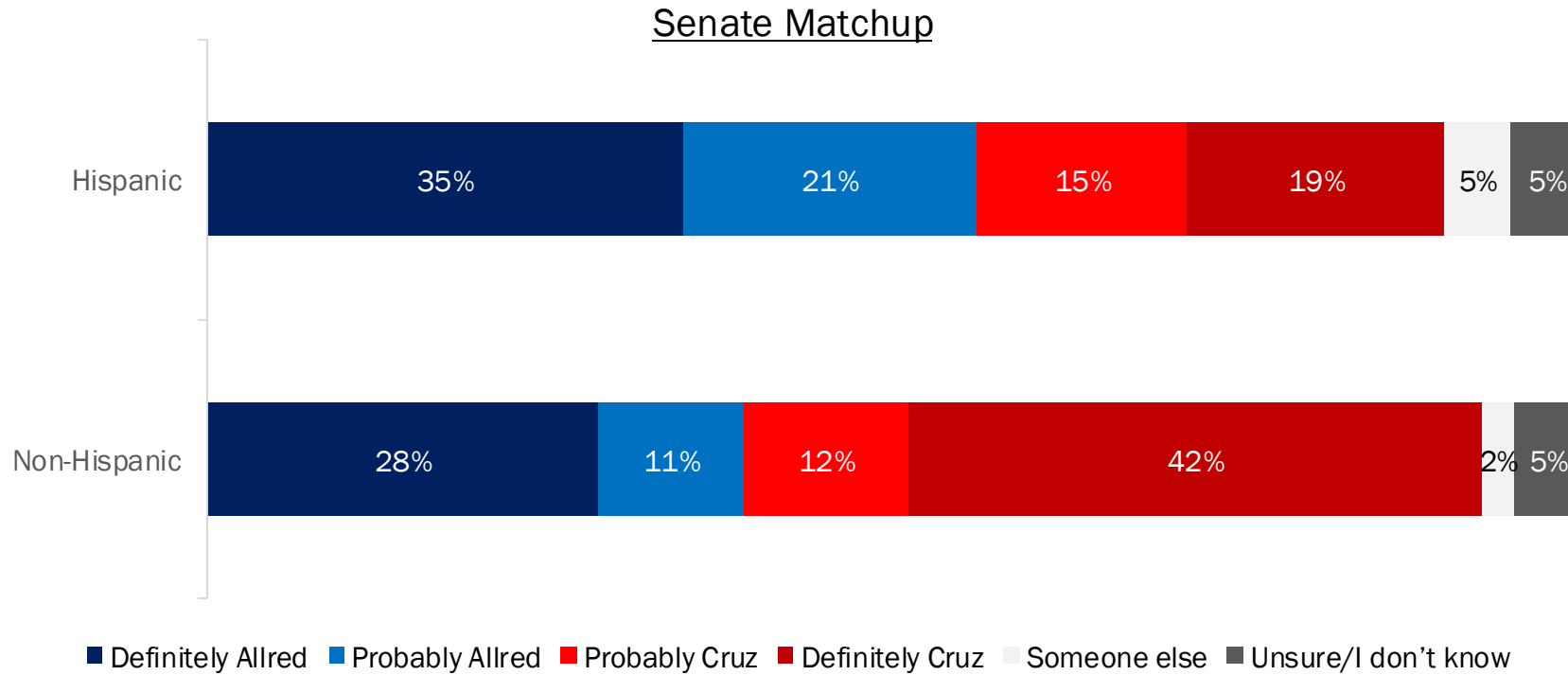


Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of August 2024

Matchup: Allred vs Cruz

- COLIN ALLRED LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 41% OF HISPANICS UP FOR GRABS (36% NOT DEFINITE, 5% UNSURE)

If the 2024 election for United States Senator from Texas were being held today, and the candidates were Colin Allred (Democrat) & Ted Cruz (Republican), for whom would you vote?

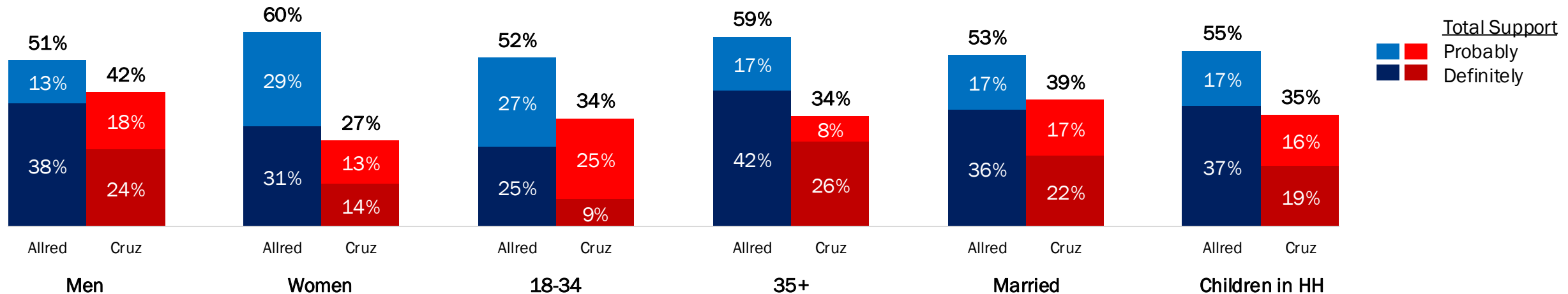


Candidate Support among Hispanics

- ALLRED'S STRONGEST SUPPORT AMONG WOMEN
- CRUZ'S STRONGEST SUPPORT AMONG MEN

If the 2024 election for United States Senator from Texas were being held today, and the candidates were Colin Allred (Democrat) & Ted Cruz (Republican), for whom would you vote?

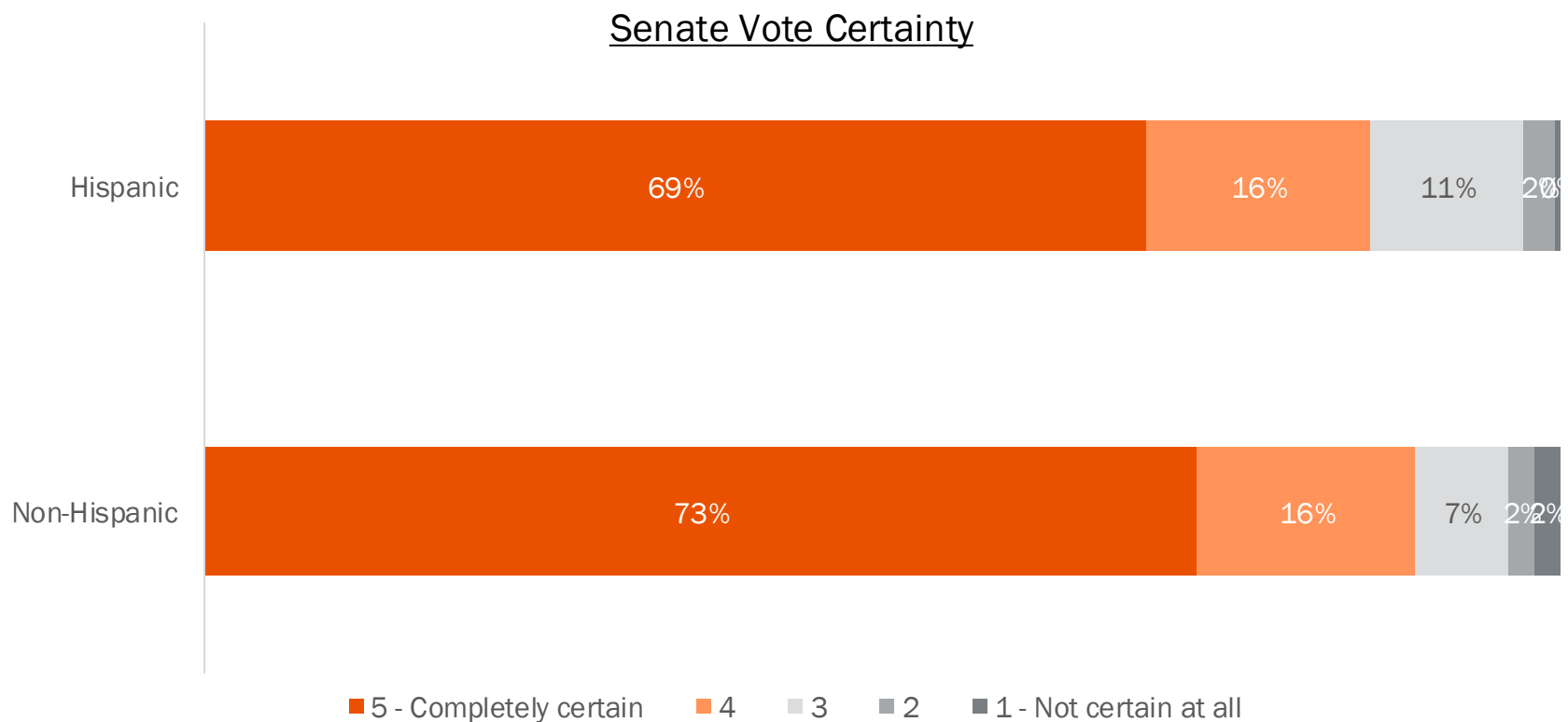
Senate Matchup



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

31% of Hispanics Not Completely Certain About Their Vote for Senator

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



Among likely voters 18+

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

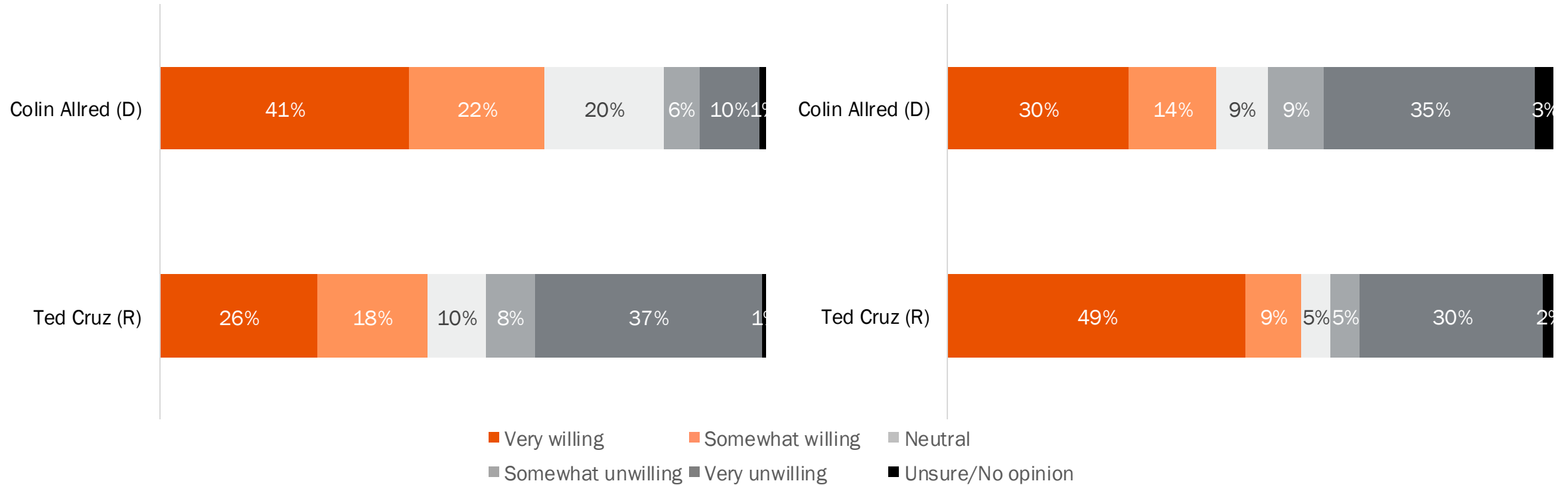
Willingness to Vote for Candidates in General Election

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

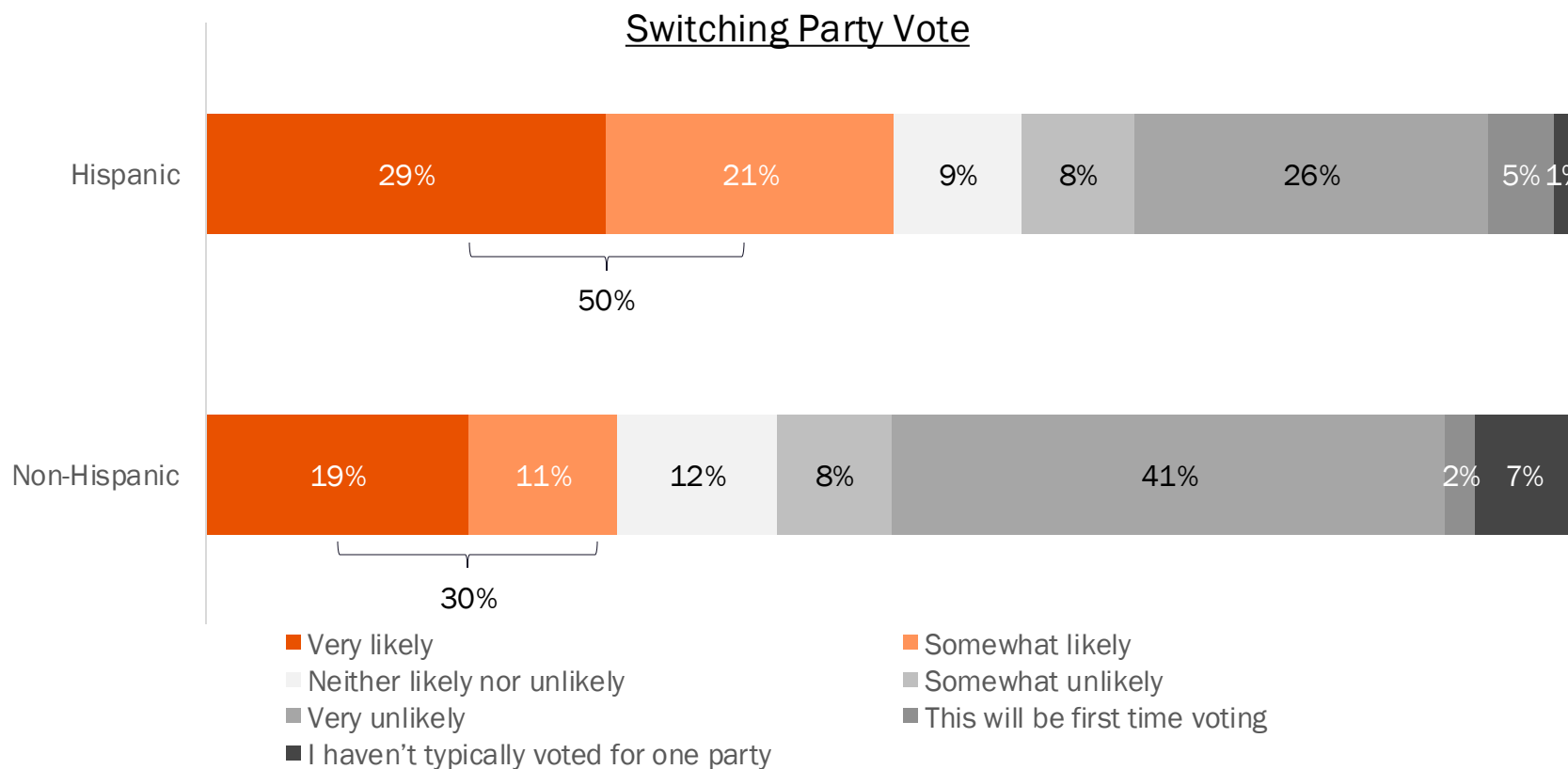
Non-Hispanic



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

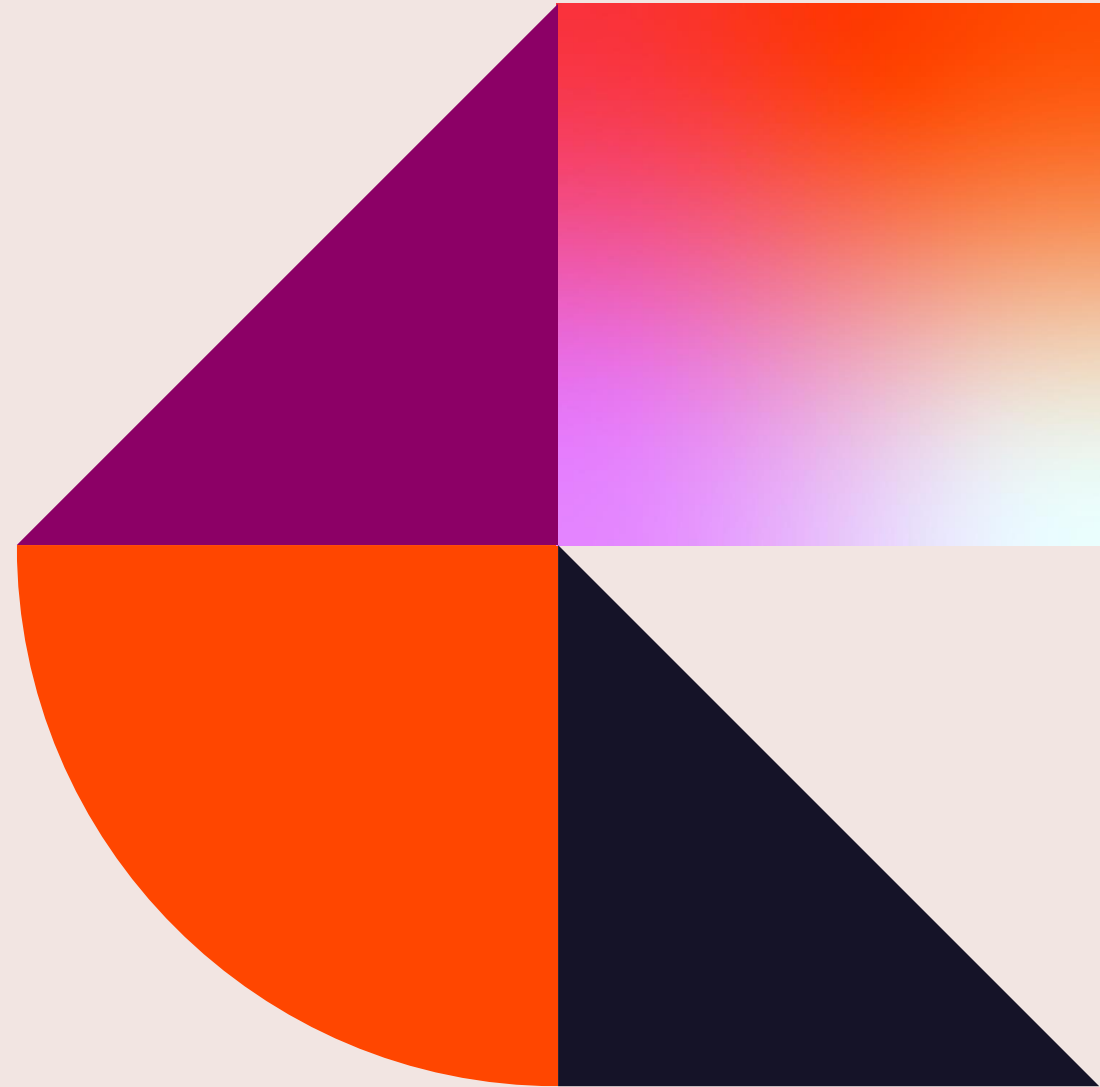
Hispanics More Likely than Non-Hispanics to Be Crossover Voters This Election

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



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

Favorability & Job Approval

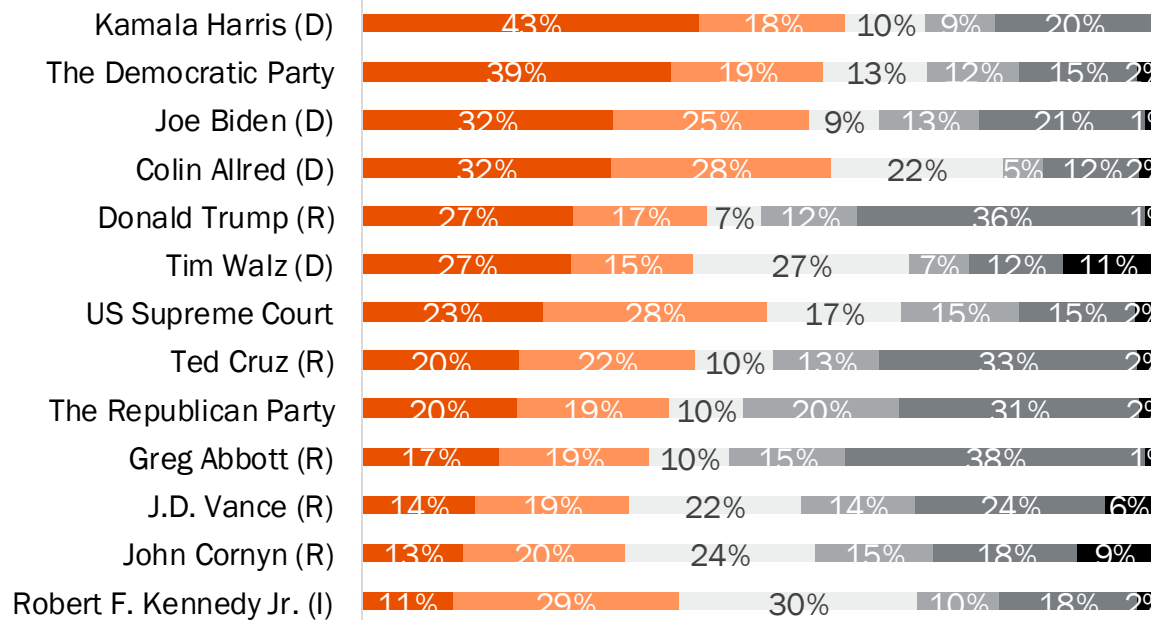


Favorability

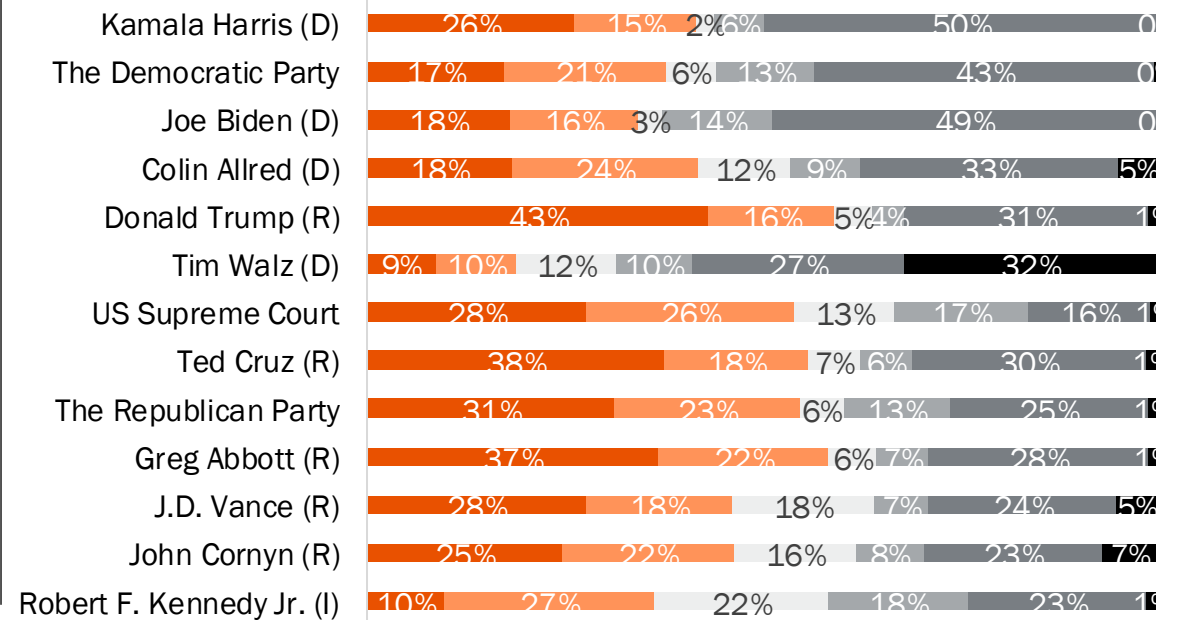
For each individual or institution listed below, please indicate if you have a favorable or unfavorable opinion of them.

Favorability

Hispanic



Non-Hispanic



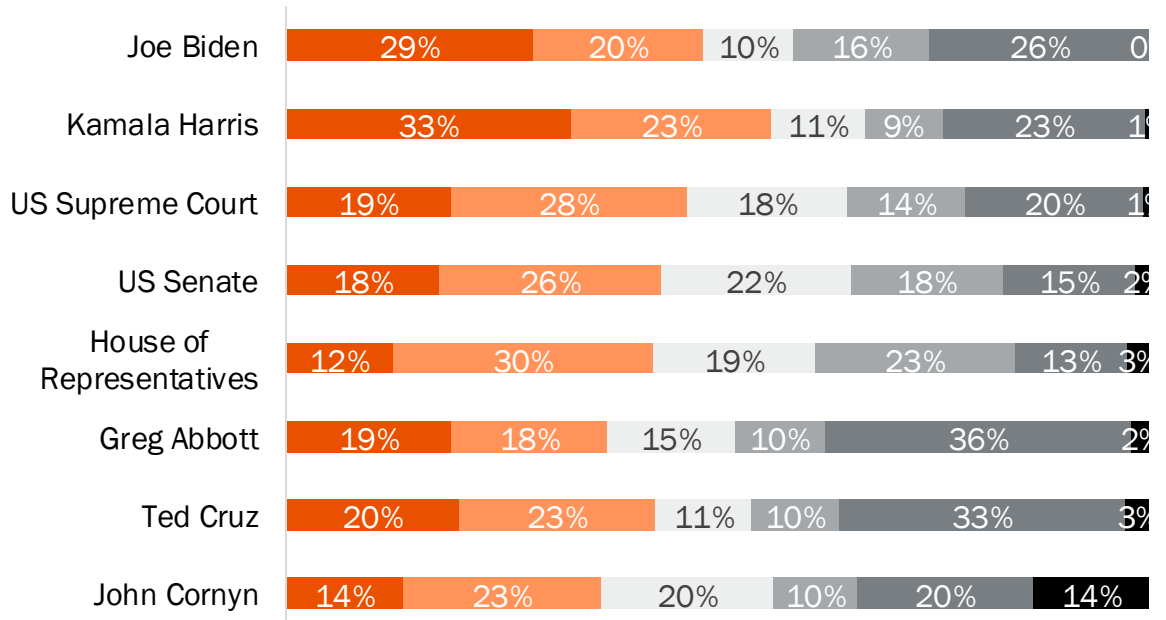
■ Strongly favorable
 ■ Somewhat favorable
 ■ Heard of, no opinion
■ Somewhat unfavorable
 ■ Strongly unfavorable
 ■ Have not heard of

Job Approval

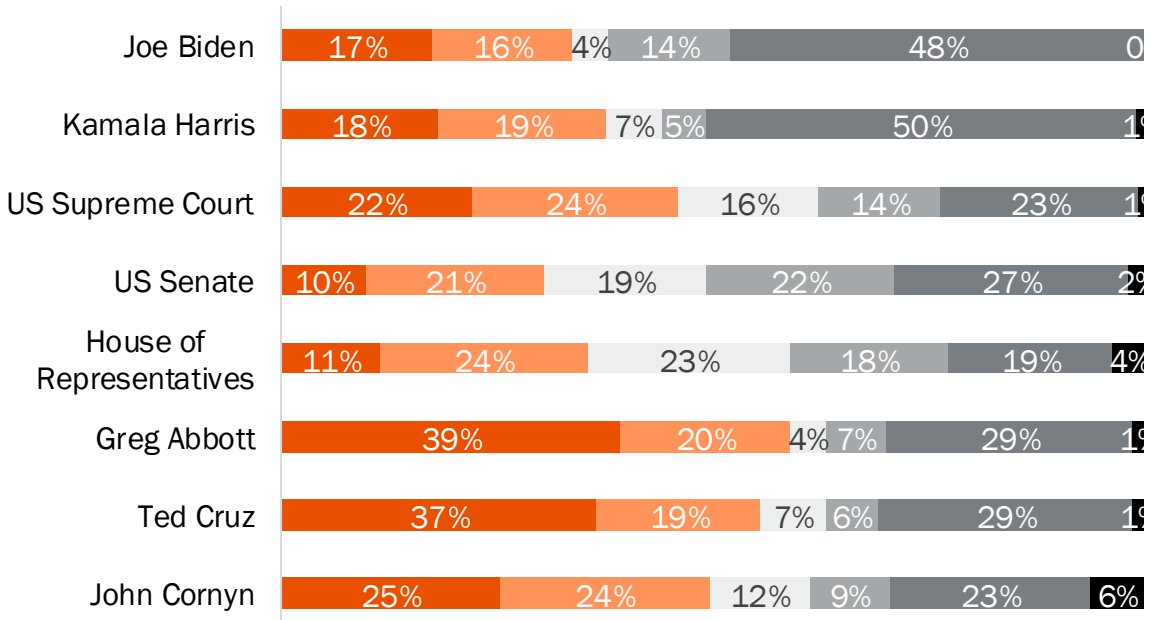
Do you approve or disapprove of the way [x] is handling their job?

Job Approval

Hispanic



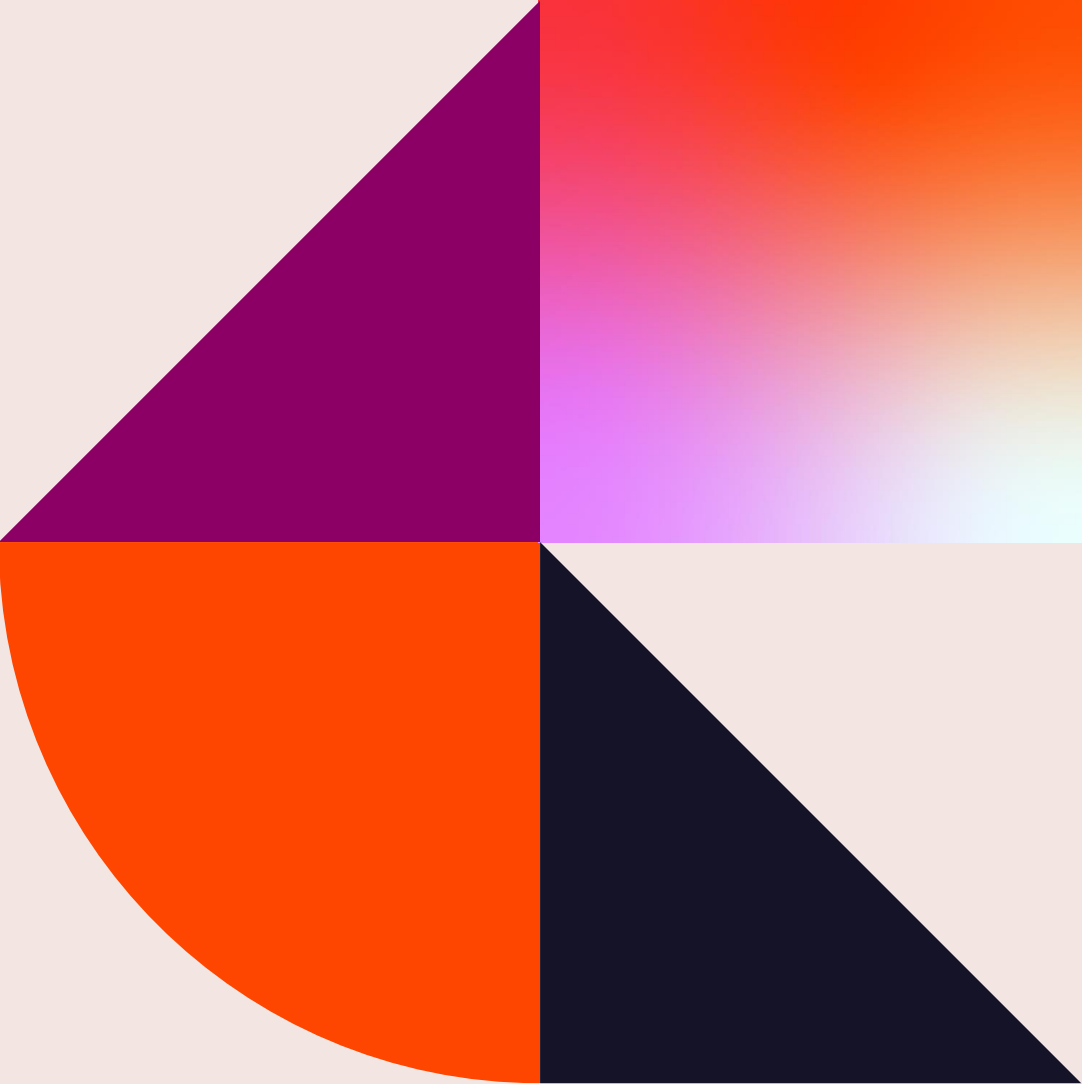
Non-Hispanic



■ 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 August 2024

The Issues



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

- EDUCATION, ENTITLEMENTS/SOCIAL SERVICES REFORM, ABORTION AMONG SEVERAL ISSUES OF GREATER IMPORTANCE 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	75%	76%	Climate change	48%	31%
Economy / jobs	70%	69%	Race relations	46%	37%
Inflation	66%	72%	Border security	45%	65%
Healthcare	64%	55%	Government spending / deficit	44%	57%
Social security / Medicare	62%	63%	Gun rights / 2nd amendment	44%	54%
Affordable housing	62%	58%	Defense / military	43%	53%
Taxes	61%	58%	Strengthening law enforcement	42%	41%
Education	61%	51%	Foreign policy	41%	40%
Crime and public safety	60%	59%	Energy policy	41%	41%
Entitlements / social services reform (Medicare, welfare, etc.)	59%	48%	Police reform	40%	31%
Abortion	58%	44%	U.S. relationship with China	38%	37%
Gun control	57%	45%	Israel / Hamas War	37%	34%
National security	52%	65%	LGBTQ rights	35%	20%
Opioids / drug abuse	52%	43%	Russia / Ukraine war	30%	32%
Immigration	52%	55%	Culture wars	28%	26%
Infrastructure, such as roads and public transportation	49%	37%			

Among likely voters 18+

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

Top Issues by Hispanic Voter Type

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

Top 10 Issues Among Definitely Harris Voters	% Hispanic Top Box
Healthcare	81%
Social security / Medicare	78%
Economy / jobs	77%
Abortion	75%
Cost of living	74%
Education	74%
Gun control	73%
Entitlements / social services reform (Medicare, welfare, etc.)	70%
Affordable housing	69%
Crime and public safety	67%

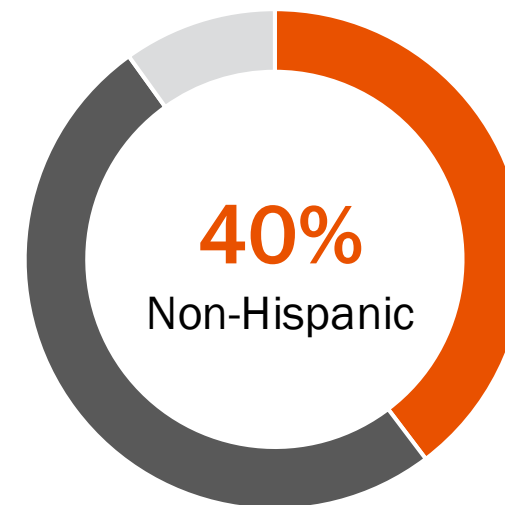
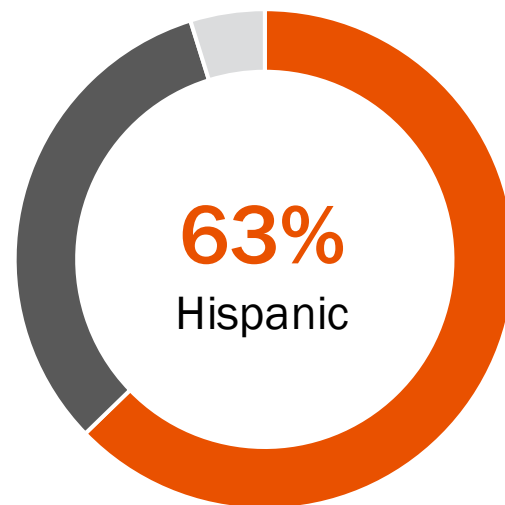
Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	68%
Inflation	64%
Economy / jobs	59%
Affordable housing	55%
Taxes	51%
Entitlements / social services reform (Medicare, welfare, etc.)	47%
Education	46%
Healthcare	45%
Gun control	45%
Opioids / drug abuse	43%

Top 10 Issues Among Definitely Trump Voters	% Hispanic Top Box
Cost of living	83%
Inflation	78%
Crime and public safety	76%
Taxes	75%
National security	73%
Economy / jobs	72%
Border security	67%
Immigration	64%
Opioids / drug abuse	64%
Healthcare	60%

63% of All Hispanics Said There Was One Specific Issue That Will Determine Who They Vote For

Thinking again about the issues, is there one specific issue that will determine who you will vote for?

Determining Issue



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

Issues That Will Determine Who They Vote For

- ABORTION MOST IMPORTANT TO HISPANICS

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

	Hispanic	Non-Hispanic
Abortion	11%	16%
Border security	9%	8%
Inflation	8%	11%
Economy / jobs	8%	7%
Immigration	7%	14%
Cost of living	7%	12%
Gun control	7%	1%
Taxes	7%	2%
Social security / Medicare	5%	2%
Affordable housing	5%	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
Healthcare	61%	27%	37%	45%
Climate change	57%	24%	38%	39%
Education	57%	28%	35%	45%
Abortion	56%	30%	37%	46%
Entitlements reform	55%	30%	37%	48%
Energy policy	54%	30%	33%	49%
Social security	54%	29%	38%	45%
Cost of living	52%	35%	31%	55%
Economy / jobs	52%	36%	31%	54%
Immigration	51%	35%	28%	61%

Among likely voters 18+

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

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
Crime and public safety	50%	37%	29%	52%
Foreign policy	50%	34%	27%	55%
Taxes	49%	35%	32%	54%
Inflation	49%	33%	30%	55%
Government spending	49%	35%	30%	52%
Border security	48%	41%	26%	60%
National security	46%	38%	27%	55%
Defense	45%	40%	27%	56%
Opioids	45%	33%	30%	46%

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

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
Healthcare	59%	30%	38%	50%
Social security	58%	27%	37%	51%
Education	58%	30%	36%	50%
Abortion	58%	25%	39%	49%
Entitlements reform	58%	30%	36%	48%
Climate change	56%	23%	36%	39%
Economy / jobs	55%	34%	31%	58%
Cost of living	54%	38%	35%	56%
Inflation	53%	39%	31%	60%
Immigration	52%	36%	29%	63%

Among likely voters 18+

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

Candidate Better Able to Handle Issues

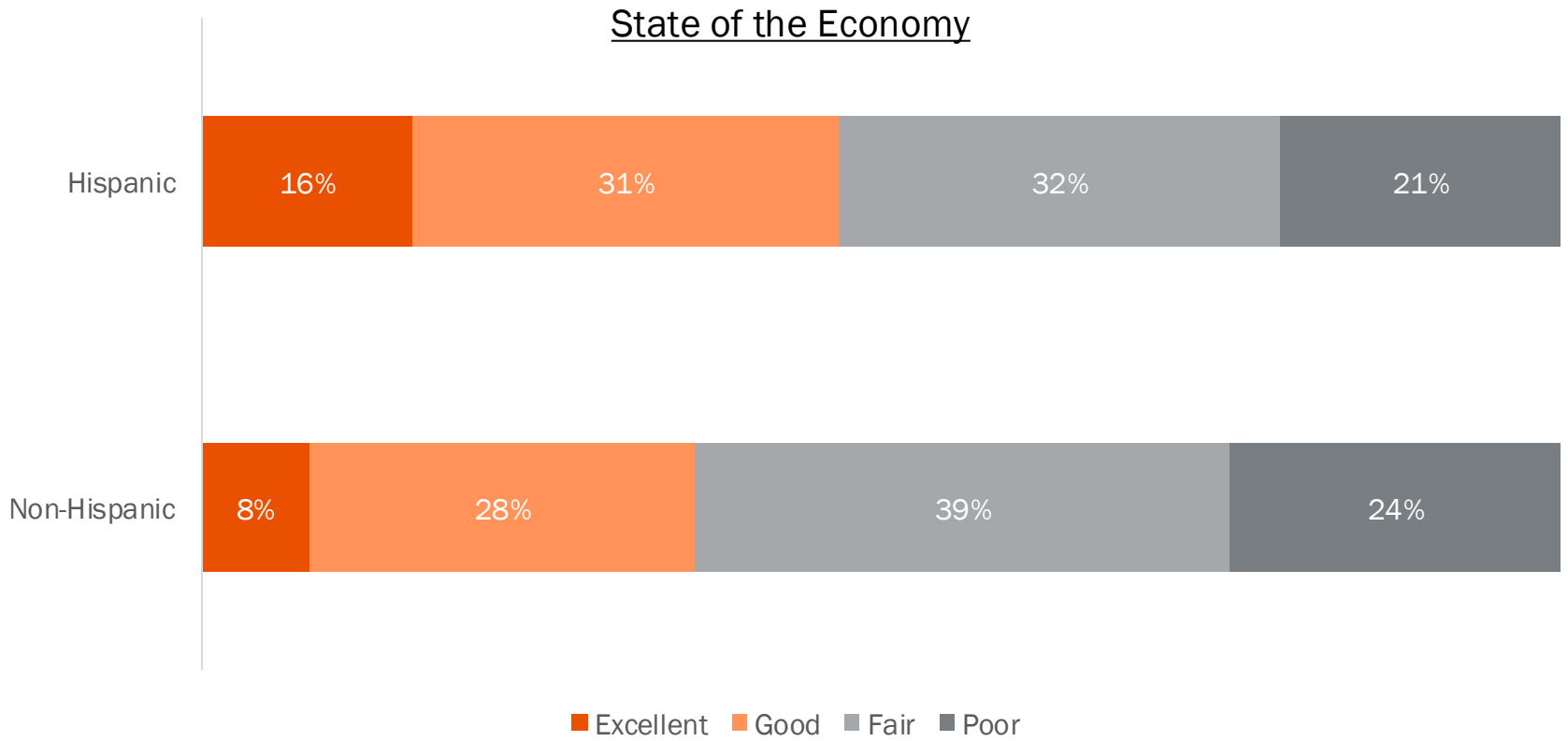
Thinking again about the issues, which candidate do you think would do a better job of handling each of the following issues, Kamala Harris or Donald Trump?

	Hispanic		Non-Hispanic	
	Harris Top2Box	Trump Top2Box	Harris Top2Box	Trump Top2Box
National security	51%	37%	28%	61%
Energy policy	51%	34%	34%	52%
Government spending	51%	35%	30%	59%
Crime and public safety	51%	35%	30%	58%
Opioids	50%	29%	28%	49%
Taxes	49%	38%	33%	56%
Foreign policy	48%	38%	29%	60%
Border security	48%	41%	26%	64%
Defense	47%	38%	25%	62%

ECONOMY

53% of Hispanics Rate the Economy in Their State Right Now as Fair or Poor

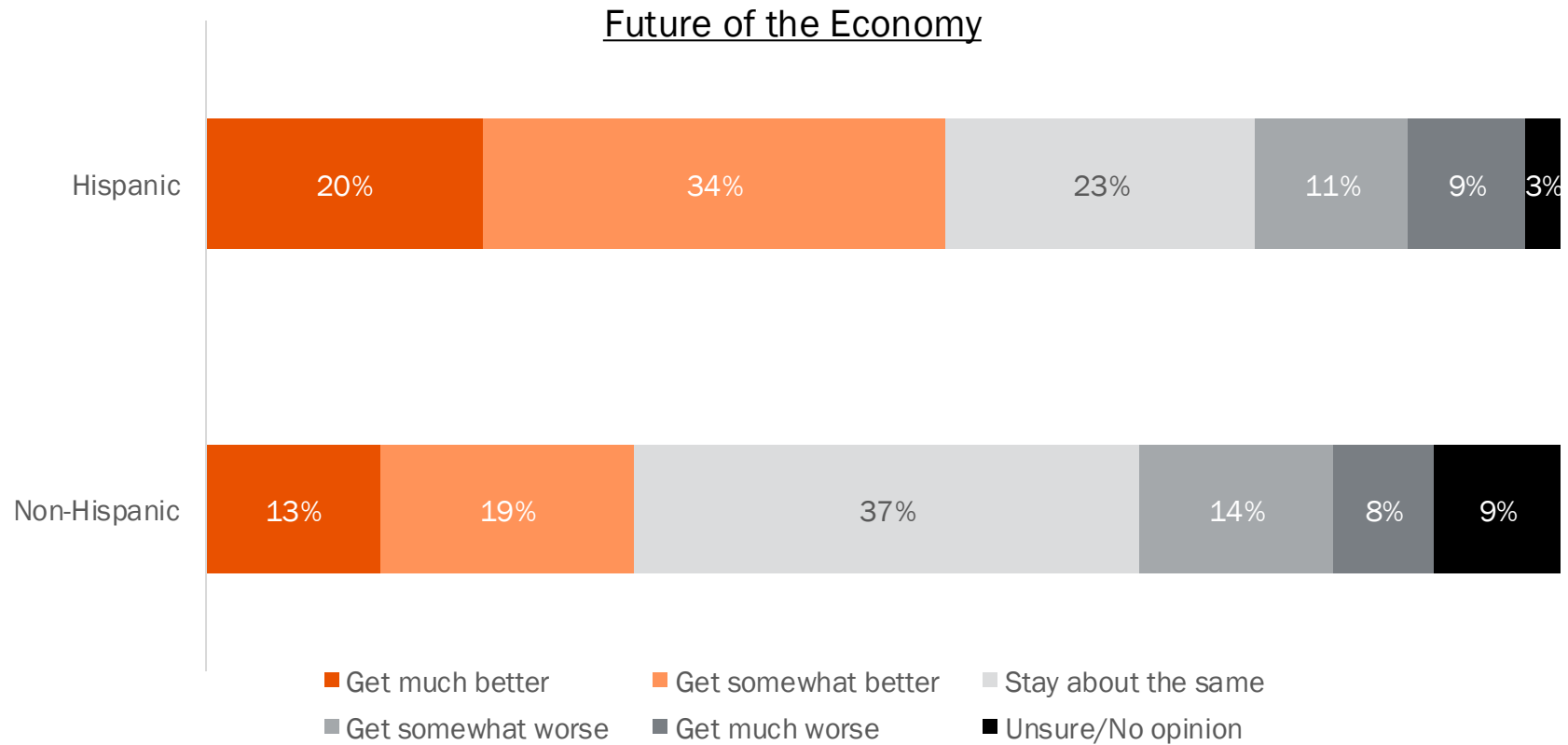
How would you rate the economy in your state right now?



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

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?



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

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	75%	8%	79%	13%
I am concerned about the U.S. federal government's spending and deficit	74%	11%	76%	11%
I feel that it is increasingly difficult for middle class families to prosper in the United States	74%	12%	80%	8%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	73%	5%	73%	5%
I expect my personal economic situation to get better in the next few years	68%	8%	51%	21%
My personal economic situation has become worse in the last year	64%	18%	65%	20%
I have taken, or am considering taking, a second job in order to maintain my standard of living	62%	22%	46%	37%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	60%	23%	47%	36%
The price of gas is putting a strain on my finances	60%	18%	65%	20%
Home ownership is still within reach for most people	38%	47%	26%	59%
I feel that jobs are getting easier to find	38%	41%	27%	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 August 2024

PUBLIC HEALTH & HEALTHCARE

Public Health & Healthcare

How much do you agree or disagree with the following statements? [<i>Public Health & Healthcare</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Mental health issues are a growing problem for people in the United States	85%	5%	84%	6%
Drug abuse is a serious public health issue in the United States	80%	4%	81%	3%
I am generally satisfied with my healthcare coverage	58%	22%	64%	21%
The cost of prescription drugs is a financial problem for me	55%	20%	45%	32%
The cost of my health care and insurance is reasonable	43%	30%	43%	39%
Medicaid and Medicare are working well now	42%	24%	40%	29%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

Abortion

How much do you agree or disagree with the following statements? [<i>Public Health & Healthcare</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I would not vote for a political candidate whose views on abortion were at odds with mine	61%	9%	59%	11%
Abortion laws should be created by state governments, not by the federal government	54%	24%	50%	28%

Abortion Policy	Hispanic	Non-Hispanic
<i>Thinking about abortion policy and laws, which of the following comes closest to your view?</i>		
Abortion should be legal only in the case of rape, incest or when the mother's life is in danger	28%	35%
Abortion should be legal at any time during pregnancy	17%	12%
Abortion should be illegal in all cases	16%	11%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	14%	13%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	10%	8%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	7%	7%
Abortion should be legal only in the first 15 weeks of pregnancy	5%	5%
Other	1%	1%
Unsure/I don't know	2%	7%

CRIME & PUBLIC SAFETY

Crime & Public Safety

How much do you agree or disagree with the following statements? [<i>Crime & Public Safety</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Homelessness is a serious problem in the United States	85%	5%	87%	4%
Crime is a growing problem in the United States	79%	6%	77%	9%
Police departments in the United States are understaffed	67%	13%	65%	11%
Gun violence is a growing problem where I live	64%	18%	38%	38%
I believe that stricter gun control laws would reduce crime	64%	21%	46%	41%
Government authorities have become too lenient on criminals	63%	14%	61%	16%
Children in my community are generally safe at the schools they attend	59%	19%	57%	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 August 2024

Crime & Public Safety

How much do you agree or disagree with the following statements? [<i>Crime & Public Safety</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I feel less safe in my everyday life than I did a year ago	58%	22%	43%	31%
Government authorities are doing a good job protecting businesses near where I live and shop	58%	14%	50%	17%
Homelessness is a serious problem in my neighborhood	57%	30%	37%	45%
Crime is a growing problem where I live	57%	25%	41%	32%
I support second amendment gun rights	57%	23%	67%	17%
Government authorities are doing a good job combating crime in my neighborhood	55%	20%	50%	21%
My police department is understaffed	51%	19%	41%	19%
My local government should significantly reduce the resources and budgets for police	43%	41%	18%	60%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

IMMIGRATION & BORDER SECURITY

Immigration & Border Security

How much do you agree or disagree with the following statements? [<i>Immigration & Border Security</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
All migrants who want to enter the United States should be fully vetted first	72%	8%	78%	6%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	68%	17%	80%	8%
We should provide a pathway to legal status (including citizenship) for undocumented immigrants who have been in the U.S. and have not committed a serious crime	68%	16%	57%	23%
We should reform immigration laws to give higher priority to people with needed skills and education	66%	13%	54%	19%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	64%	17%	80%	9%
There are too many undocumented immigrants crossing the border into the United States	64%	15%	77%	9%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	64%	12%	70%	6%
There are too many undocumented migrants coming to my state	62%	17%	73%	12%
I support the Texas government's efforts to secure the border	61%	22%	70%	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 August 2024

Immigration & Border Security

How much do you agree or disagree with the following statements? [<i>Immigration & Border Security</i>]	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.	60%	16%	78%	8%
The rules that I have to live by don't seem to apply to migrants	60%	24%	64%	18%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	59%	19%	78%	6%
The Biden administration is primarily responsible for the situation at the southern border	58%	25%	64%	23%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	57%	25%	31%	51%
The resettling of all the migrants will, in the long-run, benefit the United States	57%	18%	31%	39%
The U.S. should complete the construction of a wall on the southern border of the U.S.	55%	29%	65%	18%
It feels like migrants are being treated better than most Americans	54%	29%	67%	20%
Undocumented migrants have increased crime in my state	54%	27%	59%	19%
The United States military should be used to secure the southern border	54%	26%	68%	15%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

Immigration & Border Security

How much do you agree or disagree with the following statements? [<i>Immigration & Border Security</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	51%	37%	61%	26%
Local law enforcement should be able to detain undocumented migrants	51%	28%	68%	13%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	50%	29%	30%	56%
I support the way my state and local officials are handling the migrant issue	49%	33%	51%	27%
The arrival of migrants has made the affordable housing problem worse	48%	25%	63%	15%
I support the way the Biden Administration is managing the southern border	46%	38%	21%	58%
Most undocumented migrants who entered the U.S. over the last few years should be deported	46%	33%	63%	15%
Undocumented migrants will take jobs away from poorer and working-class Americans	44%	33%	57%	22%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	42%	34%	21%	66%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	37%	30%	29%	42%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

CLIMATE CHANGE & ENERGY POLICY

Climate Change & Energy Policy

How much do you agree or disagree with the following statements? [<i>Climate Change & Energy Policy</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Climate change is a very big threat to the planet	78%	13%	55%	31%
Climate change is a result of human activity	72%	12%	56%	24%
Governments should create policies that encourage oil and gas production in the U.S.	67%	15%	65%	17%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	63%	19%	40%	42%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	54%	25%	34%	47%
Government regulation and action on climate change is hurting the economy	51%	21%	54%	20%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	49%	23%	40%	39%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

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	64%	24%	48%	38%
The FBI has become politicized in its investigations	62%	13%	62%	16%
The federal government of the United States has become too intrusive in the lives of Americans	57%	16%	68%	15%
The United States Justice Department has become politicized in its prosecutions	56%	15%	63%	12%
The federal government of the United States is too big and powerful	56%	17%	63%	17%
I want the next president to shrink the size of the federal government	53%	16%	55%	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	50%	30%	31%	44%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

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	68%	12%	56%	17%
I support the Biden Administration's efforts to forgive student loans	62%	23%	37%	49%
The U.S. government should spend less money supporting the war in Ukraine	60%	19%	56%	24%
China represents the most serious economic and geo-political threat to the United States	58%	16%	67%	10%
I think that the United States spends too much on defense and the military	53%	22%	30%	42%
The government should ban social media, like Facebook and TikTok, from being used by children	51%	29%	45%	34%
Iran is the primary destabilizing force in the Middle East	47%	12%	54%	7%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	44%	37%	24%	54%
I support the way the Biden Administration is dealing with the Israel-Hamas war	43%	33%	22%	49%
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	40%	28%	32%	35%
The United State should increase the amount of military aid it sends to Israel	36%	39%	39%	31%
Student loans should not be forgiven and paid for by taxpayers	35%	43%	52%	31%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

TECHNOLOGY

Technology

How much do you agree or disagree with the following statements? [Technology]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Artificial Intelligence (AI) technology will be used to create a significant amount of misleading and deceptive information, pictures and video that will be hard to identify as fake	71%	10%	77%	7%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	67%	16%	61%	18%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	66%	15%	59%	13%
Social media, like Facebook and TikTok, does more harm than good	53%	26%	52%	22%

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

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	85%	5%	88%	3%
More emphasis should be placed on trade schools	70%	8%	74%	4%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	68%	10%	54%	18%
Parents should have a say in what is taught to their children in public schools	67%	15%	72%	12%
College is no longer worth the cost for most students	64%	16%	68%	13%
The public schools in my neighborhood are good	63%	15%	59%	13%
The public school system is working well in my state	59%	23%	43%	28%
Public schools where I live are better than they were before the pandemic	45%	25%	27%	32%
Colleges and universities should be allowed to use race in admissions decisions	43%	37%	25%	57%
The federal government's Department of Education should be eliminated	39%	40%	34%	38%

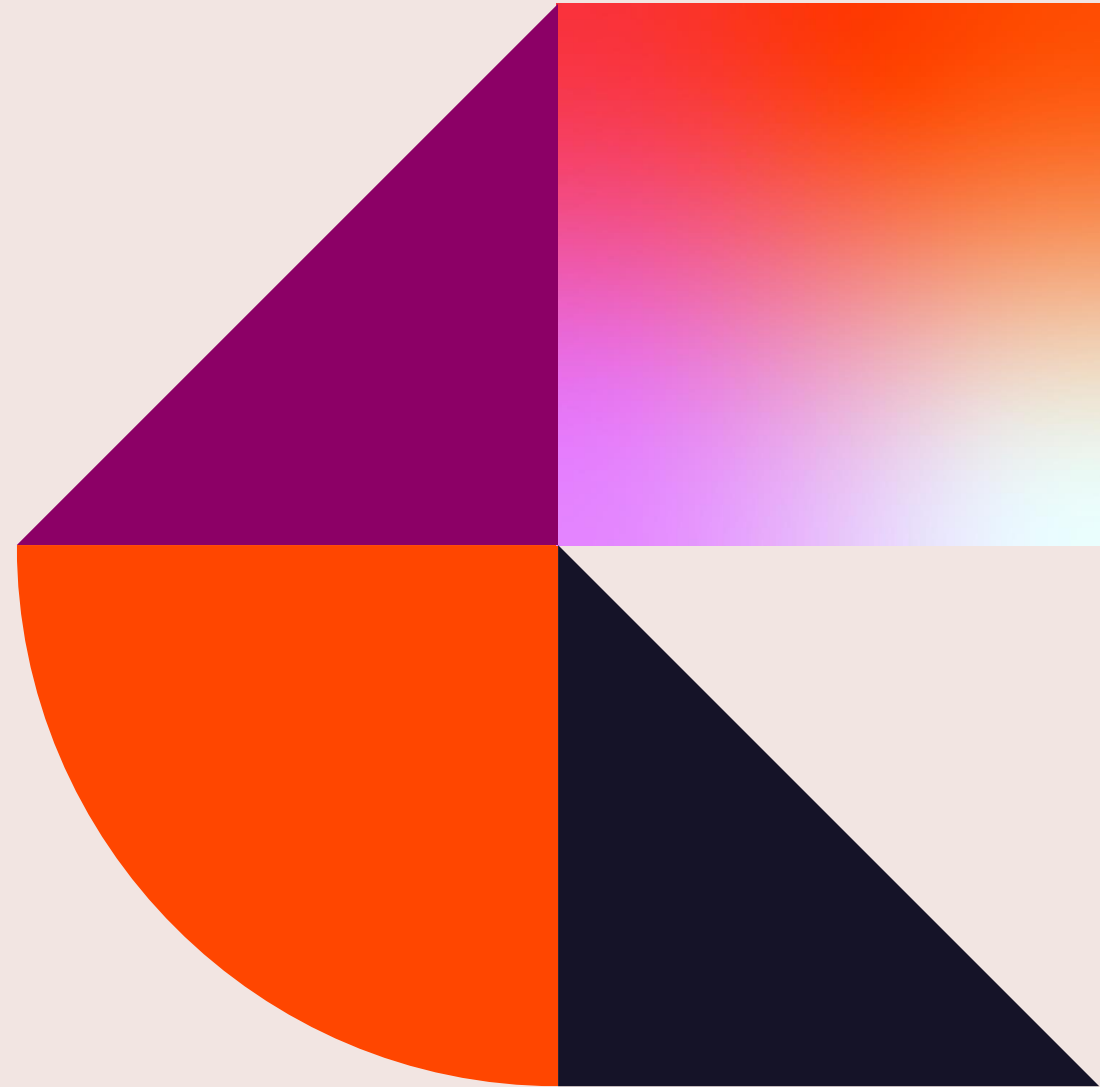
5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

Information Sources & Language Preferences



YouTube, 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

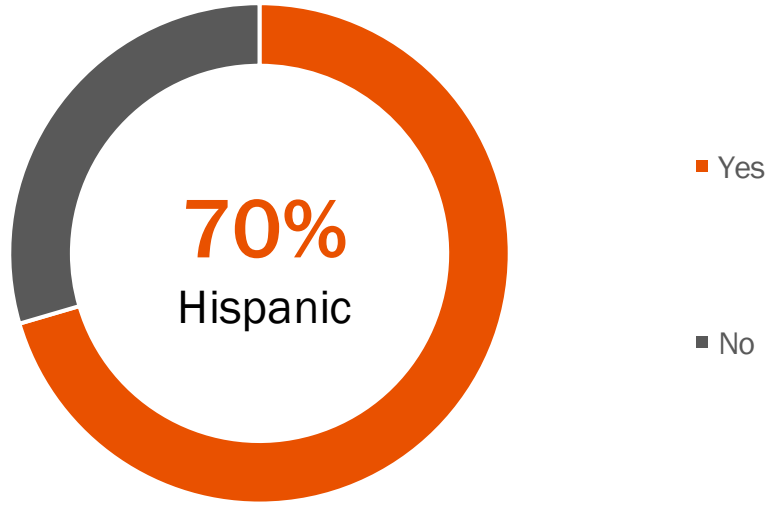
	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
YouTube	52%	46%	Friends	25%	27%
Local Television	47%	49%	Radio	24%	22%
National Television (like network programs or cable news)	46%	51%	Newspapers	20%	23%
Facebook	40%	36%	Podcasts	19%	24%
TikTok	38%	24%	Snapchat	16%	13%
Instagram	36%	24%	School	12%	5%
X, formerly known as Twitter	35%	32%	Religious organization/Church	11%	12%
Online publications	32%	24%	Magazines	9%	8%
Debates	25%	27%	Community organization	7%	8%
Family	25%	25%	None of these	1%	4%

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

Spanish-Language News Viewers & Streamers

Do you watch or stream Spanish-language news?

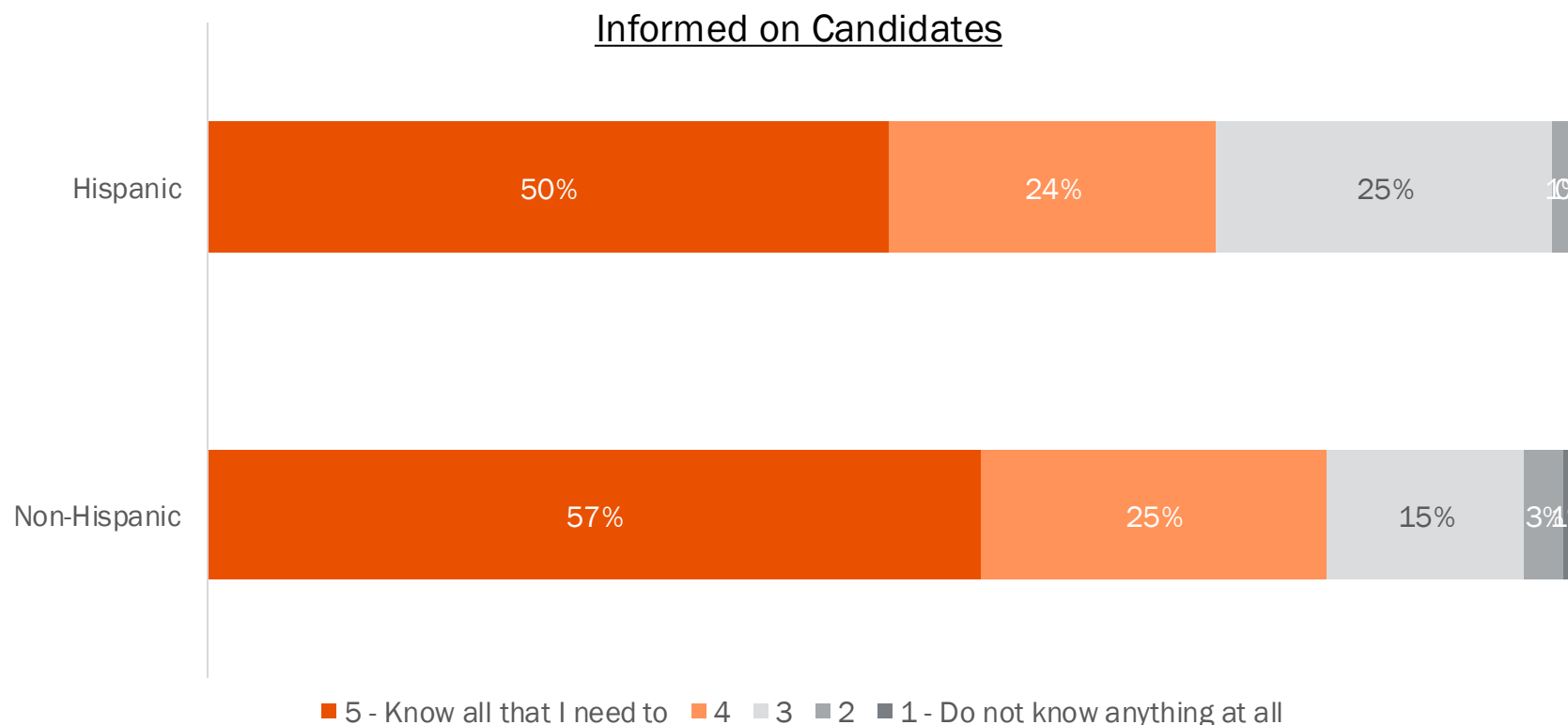
Spanish-Language News Viewers & Streamers



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

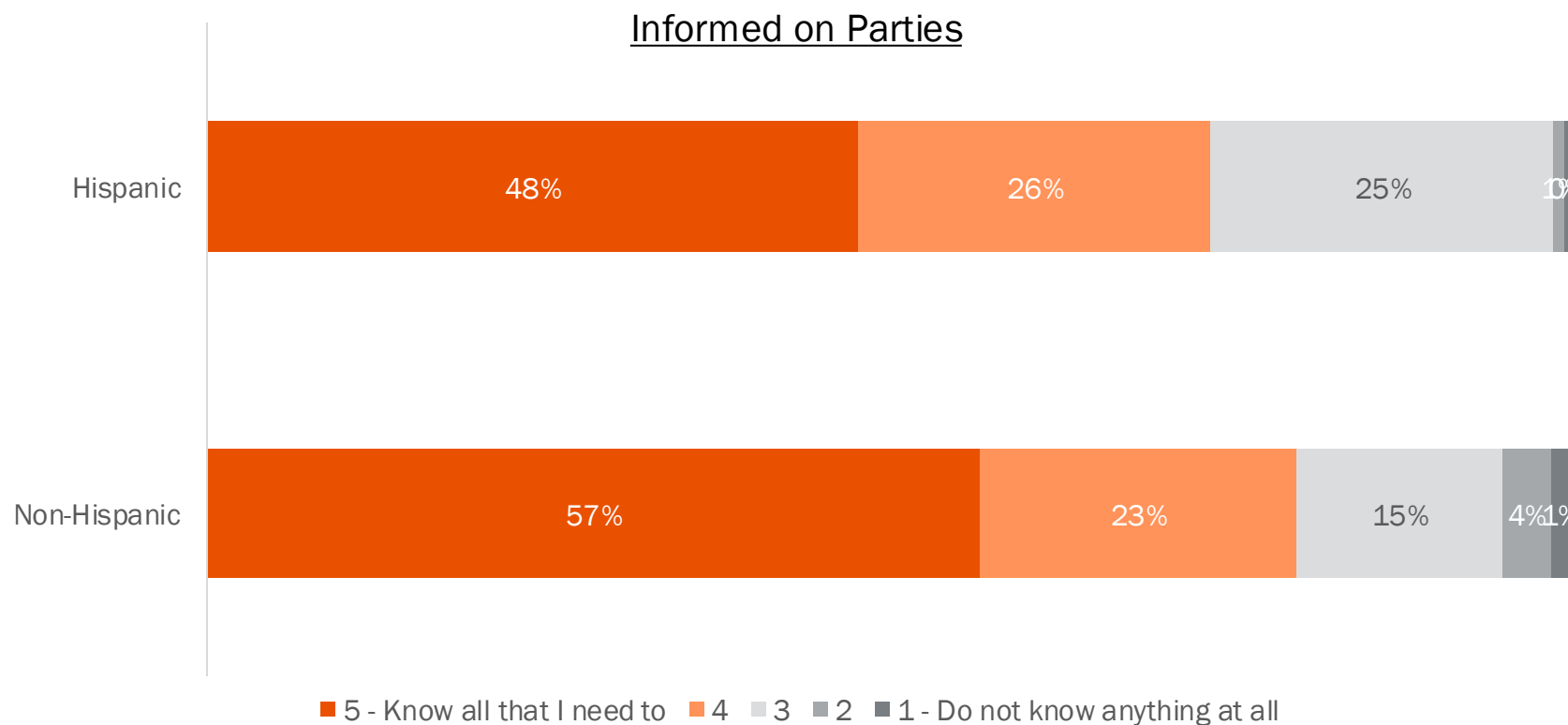
50% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

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?



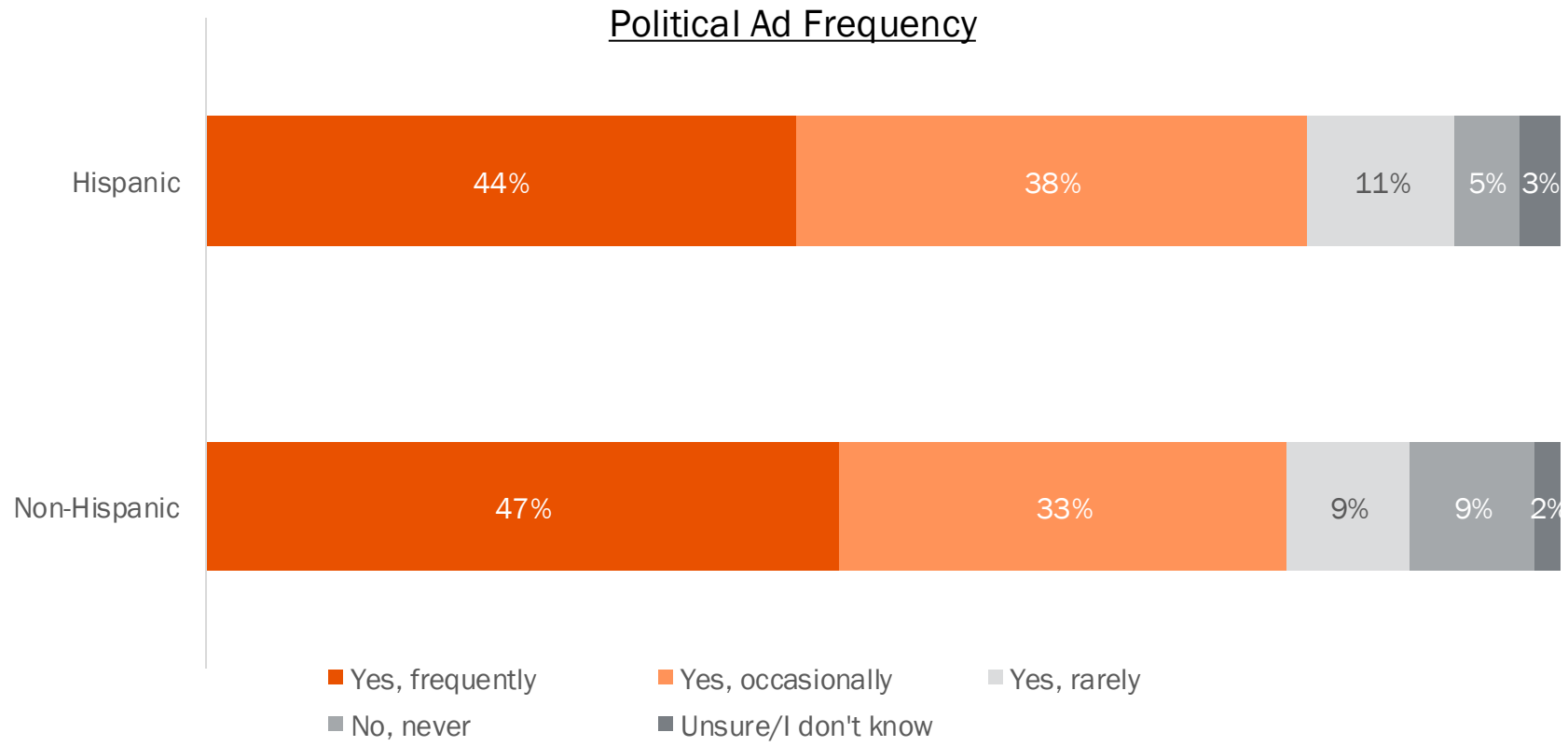
52% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

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?



54% of Hispanics Occasionally, Rarely or Never See Political Ads

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



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



Messaging in Spanish is *Powerful* and *Connects*

79%

OF HISPANICS AGREE

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

76%

OF HISPANICS AGREE

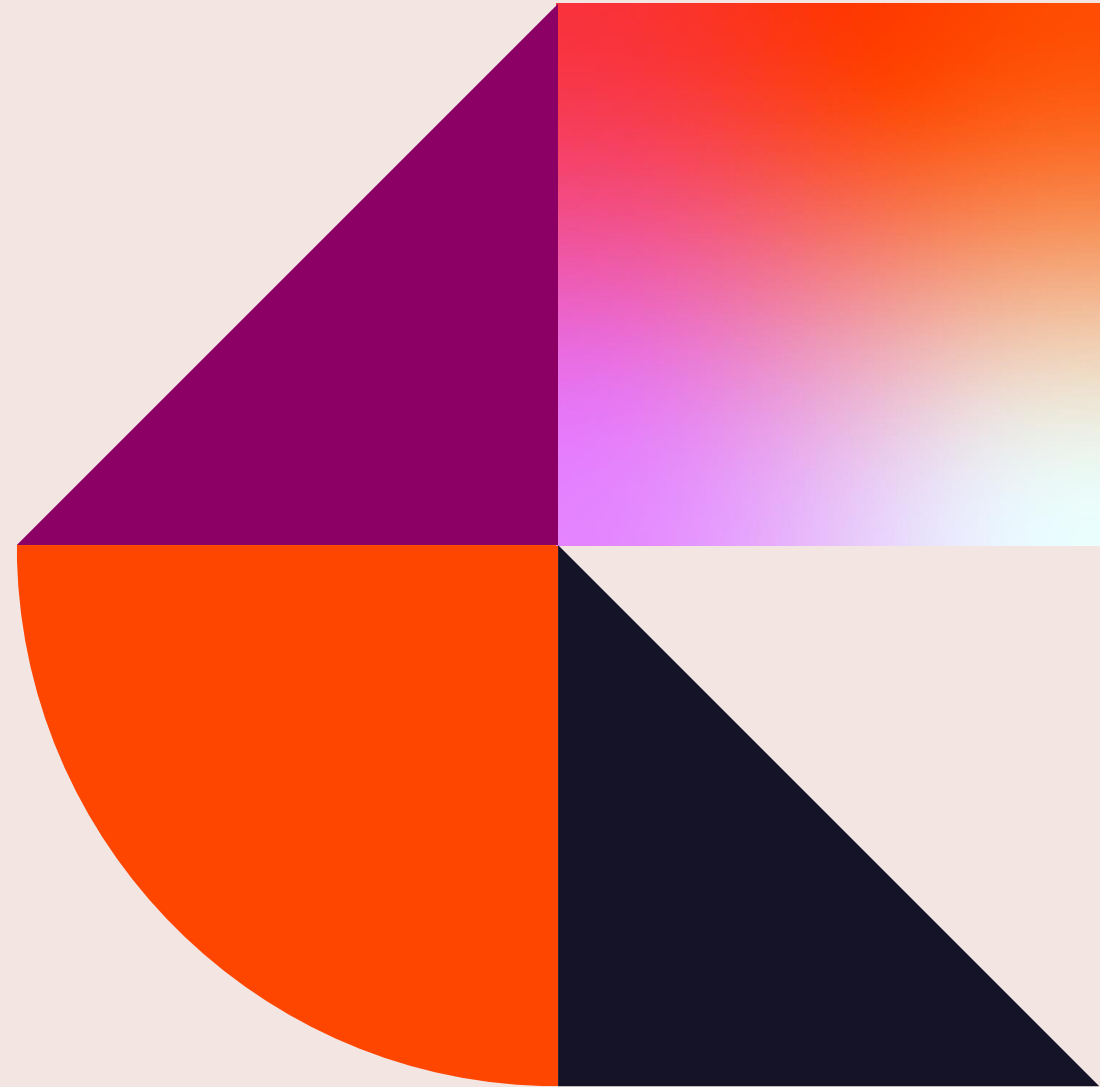
Political parties and candidates who advertise in Spanish are *showing me they want my vote*

66%

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*

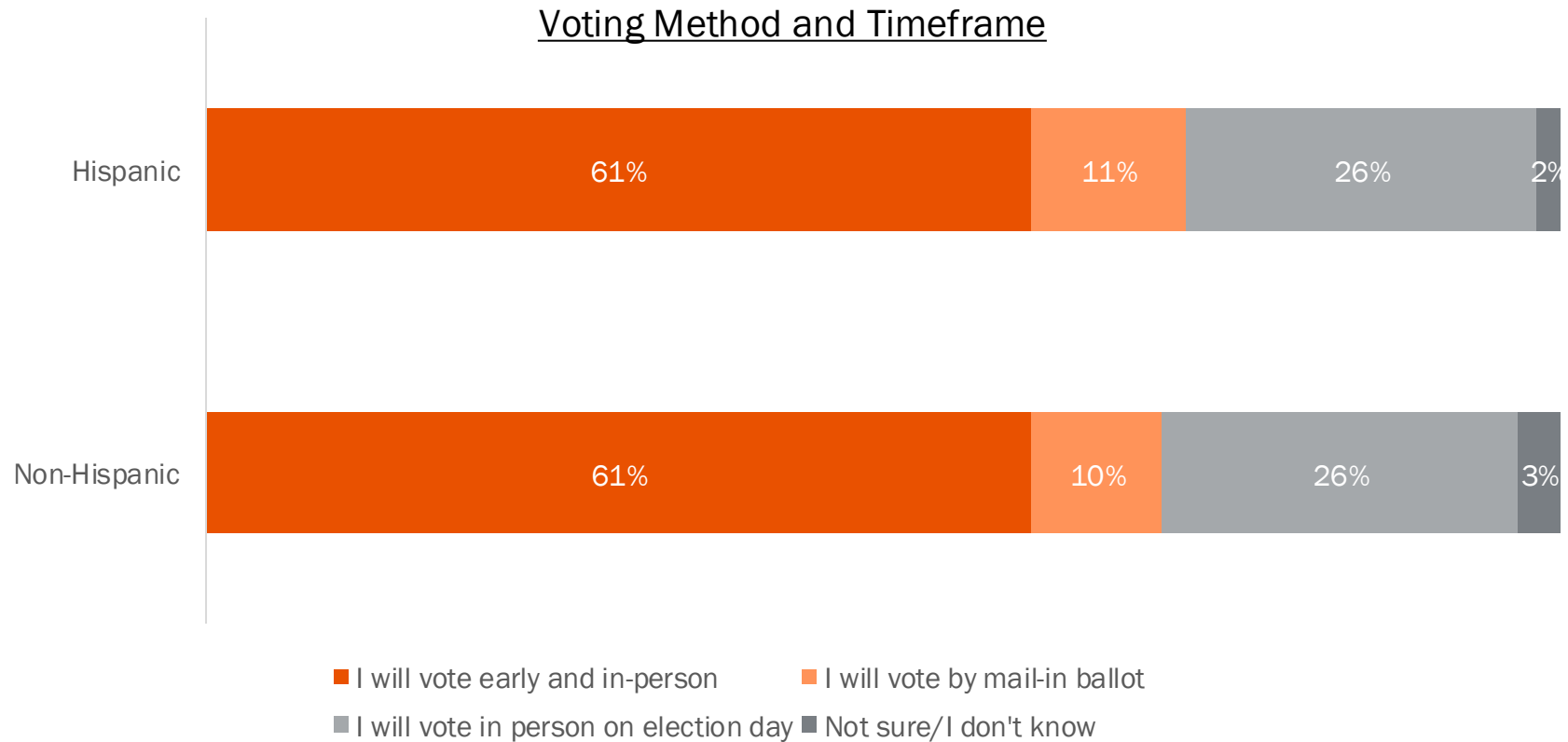
Voting & Campaign Information



Voting Method and Timeframe

- MAJORITY OF VOTERS LIKELY TO VOTE EARLY AND IN PERSON

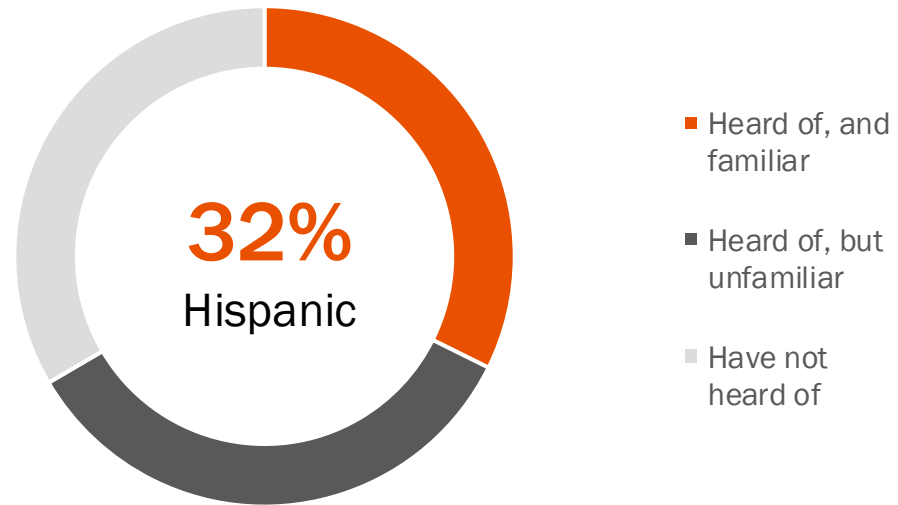
How do you plan to vote in the General election?



Vota Conmigo Familiarity

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

Vota Conmigo Familiarity





Gracias

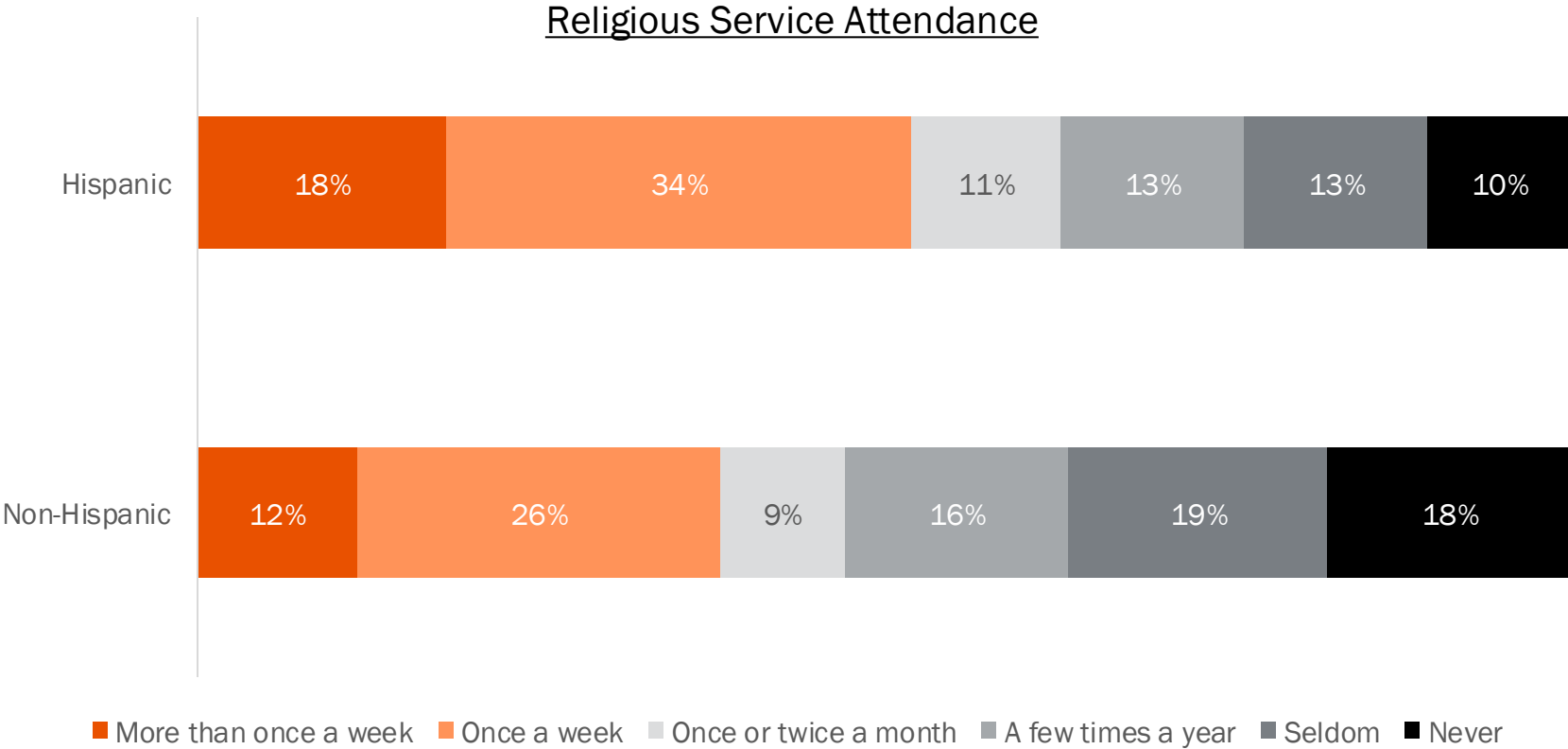
Televisa
Univision

Consumer
Strategy & Insights

APPENDIX

Religious Service Attendance

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

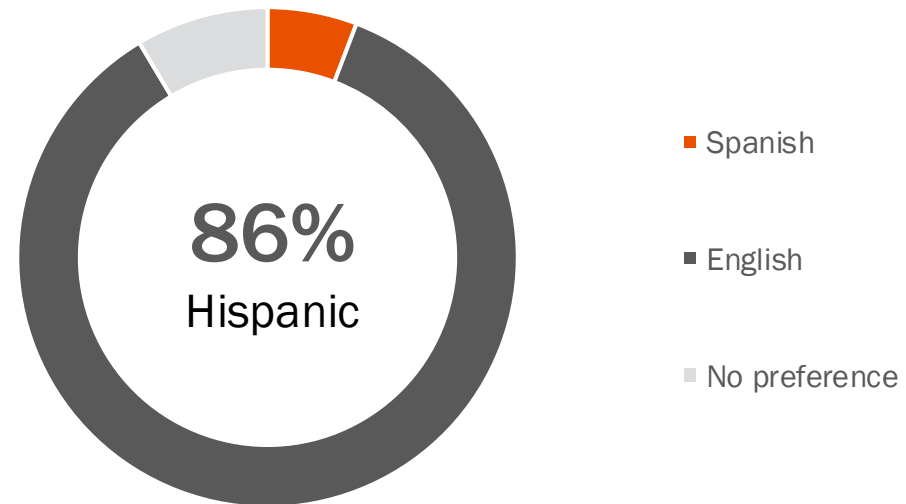


Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of August 2024

Ballot Language Preference

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

Ballot Language Preference



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	70%	9%	57%	12%
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	46%	36%	24%	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 August 2024