

# FLORIDA

# Florida's Hispanic Community

FL Hispanics Are  
YOUNGER

**43** Hispanic  
median age  
vs 54 for Non-Hispanic

Lower Hispanic  
Median Household  
Income

**\$63,089**  
vs \$88,249 for  
Non-Hispanic

Larger Hispanic  
Households

**3.8** Median  
Persons per HH  
vs 2.8 for Non-Hispanic

More Likely to  
Have Children in  
Household

**45%** Kids <18  
in HH  
vs 28% for Non-Hispanic

Renting Their  
Homes

**52%** Rent  
where they live  
vs 27% for Non-Hispanic

# 2024 Florida Hispanic Voter Profile

## 2024 HISPANIC REGISTERED VOTERS

**2,753,056**



**22%** of all registered voters

## POLITICAL AFFILIATION

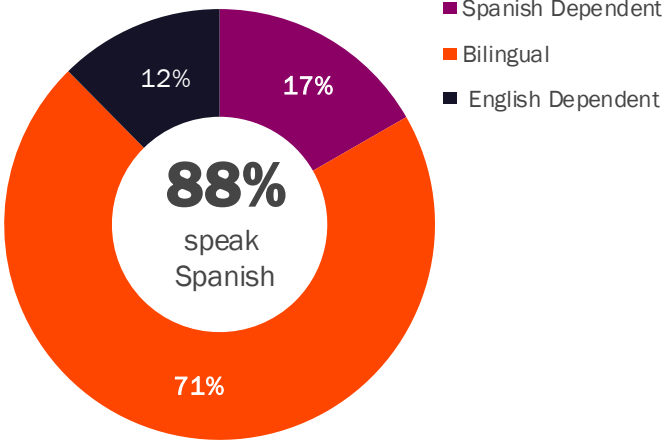


Democratic	866,811
Republican	852,662
Independent/Other	1,033,583

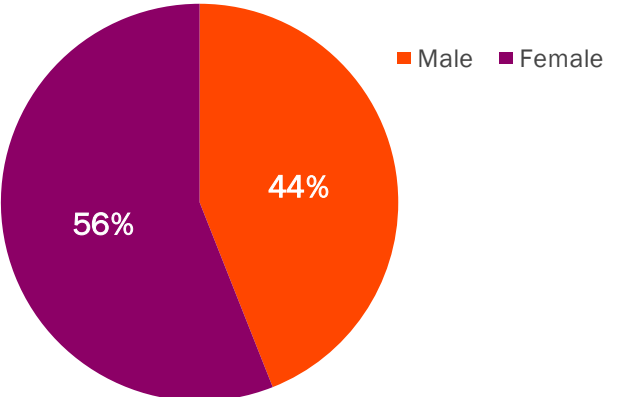
## AGE DISTRIBUTION 18+ HISPANIC

AGE DISTRIBUTION 18+	HISPANIC
18-34	25%
35+	75%
18-24	9%
25-34	16%
35-49	25%
50-64	26%
65+	23%

## 2024 HISPANICS AGE 5+ LANGUAGE USAGE\*



## REGISTERED VOTER GENDER DISTRIBUTION



## COUNTRY OF ORIGIN\* POPULATION SHARE

<b>Total Hispanic Population</b>	<b>6,342,625</b>	
Caribbean	3,321,901	52.4%
Puerto Rican	1,300,902	39%
Cuban	1,714,582	52%
Dominican	306,417	9%
South American	1,187,450	18.7%
Colombian	470,210	40%
Venezuelan	319,392	27%
Peruvian	141,685	12%
Ecuadorian	91,248	8%
Argentinean	78,024	7%
Chilean	36,117	3%
Bolivian	21,411	2%
Uruguayan	20,818	2%
Other South American	5,108	0%
Paraguayan	3,437	0%
Mexican	848,185	13.4%
Central American	682,544	10.8%
Nicaraguan	184,456	27%
Honduran	175,005	26%
Guatemalan	164,732	24%
Salvadoran	83,086	12%
Panamanian	43,051	6%
Costa Rican	30,346	4%
Other Central American	1,868	0%
Other Hispanic	302,545	4.8%

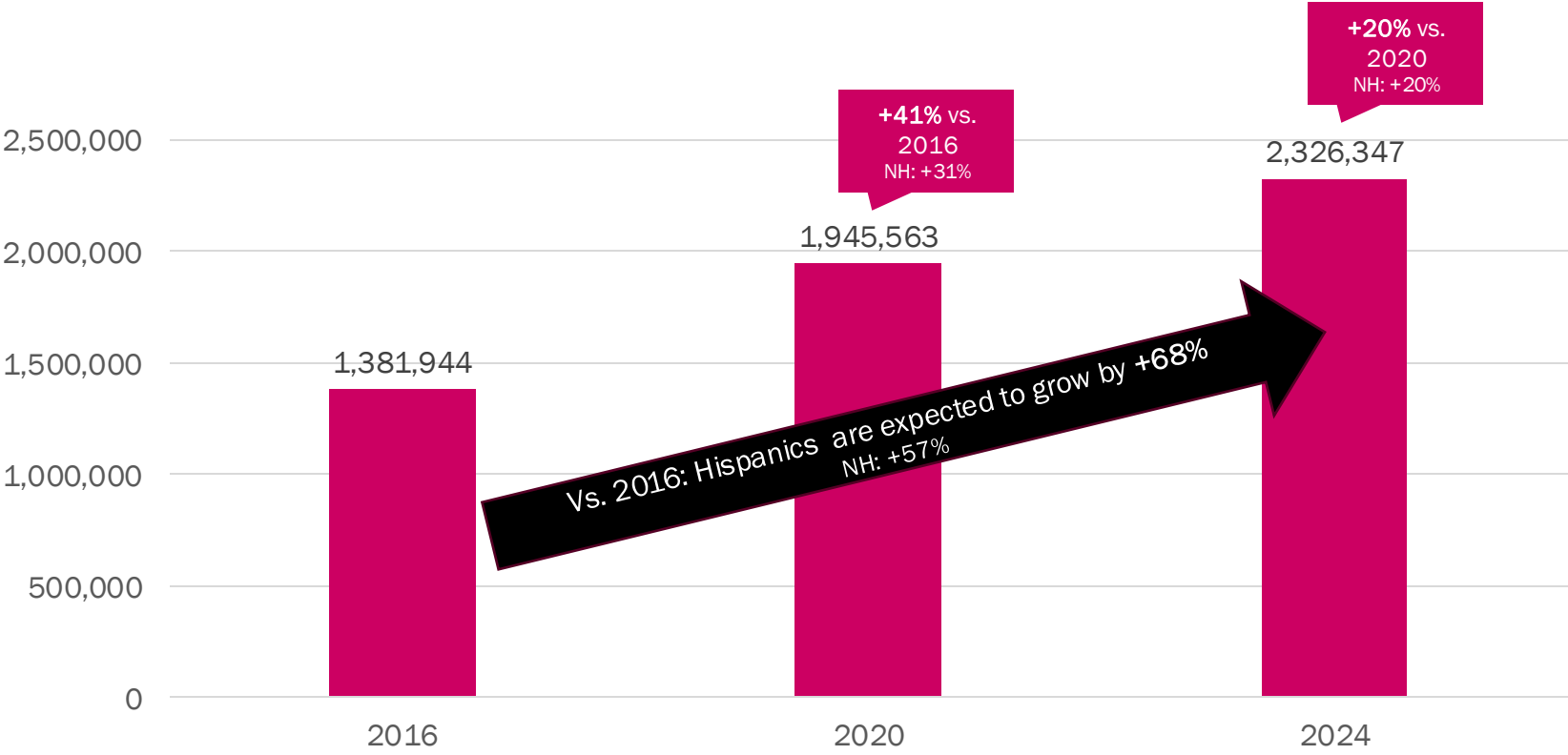
Source: L2 data mapping active registered voters as of 5/15/24 that voted in Presidential Elections. Projected 2024 turnout based on likely voters as of 5/15/24 includes active/non-active. A18+ includes full electorate regardless of age match Percentages are rounded.



# 2024 FL 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.

The image shows the Florida State Capitol building, a grand neoclassical structure with a prominent dome and a portico supported by tall columns. To the left, a modern, tall skyscraper with vertical glass panels rises into the sky. The scene is set against a clear blue sky, with lush green trees and Spanish moss framing the buildings. The foreground features a well-maintained lawn and a set of stone steps leading to the Capitol's entrance.

**TU & Media Predict**  
**2024 Presidential Tracker**

**Florida**  
**September 2024**

**Televisa**  
**Univision**

**Consumer**  
Strategy & Insights

**MEDIA**  
PREDICT

# Objectives

- Measure current landscape of the 2024 General Election
- Assess voter sentiment towards current candidates and government bodies
- Understand key issues and their degree of importance as motivators to vote
- Compare and contrast Hispanic and Non-Hispanic voters

Among likely voters 18+

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

# Methodology

- Online survey of 1,155 likely voters ages 18+

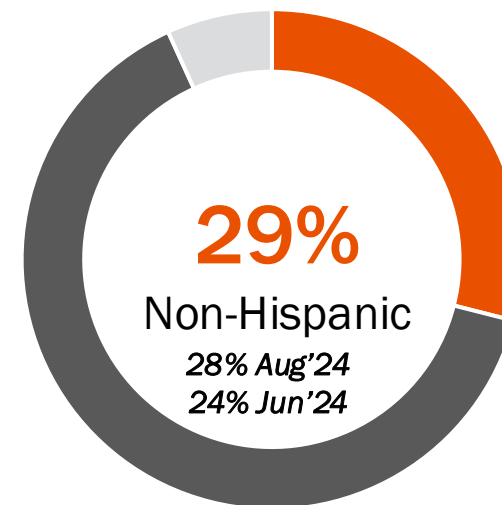
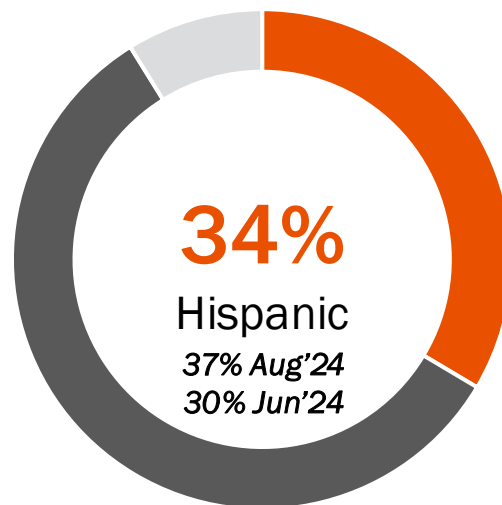
<p><u>A18+</u></p> <p>540 Hispanic (435 SpanDom/Bilingual)</p> <p>615 Non-Hispanic</p>
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- In field 9/12/2024 – 9/16/2024
- Weighted to the registered voter universe by age, gender, education, and political party affiliation. Results from full survey have a margin of error of plus or minus 4.3% for Hispanics and 4.0% for Non-Hispanics.
- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

# Only 34% 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?*

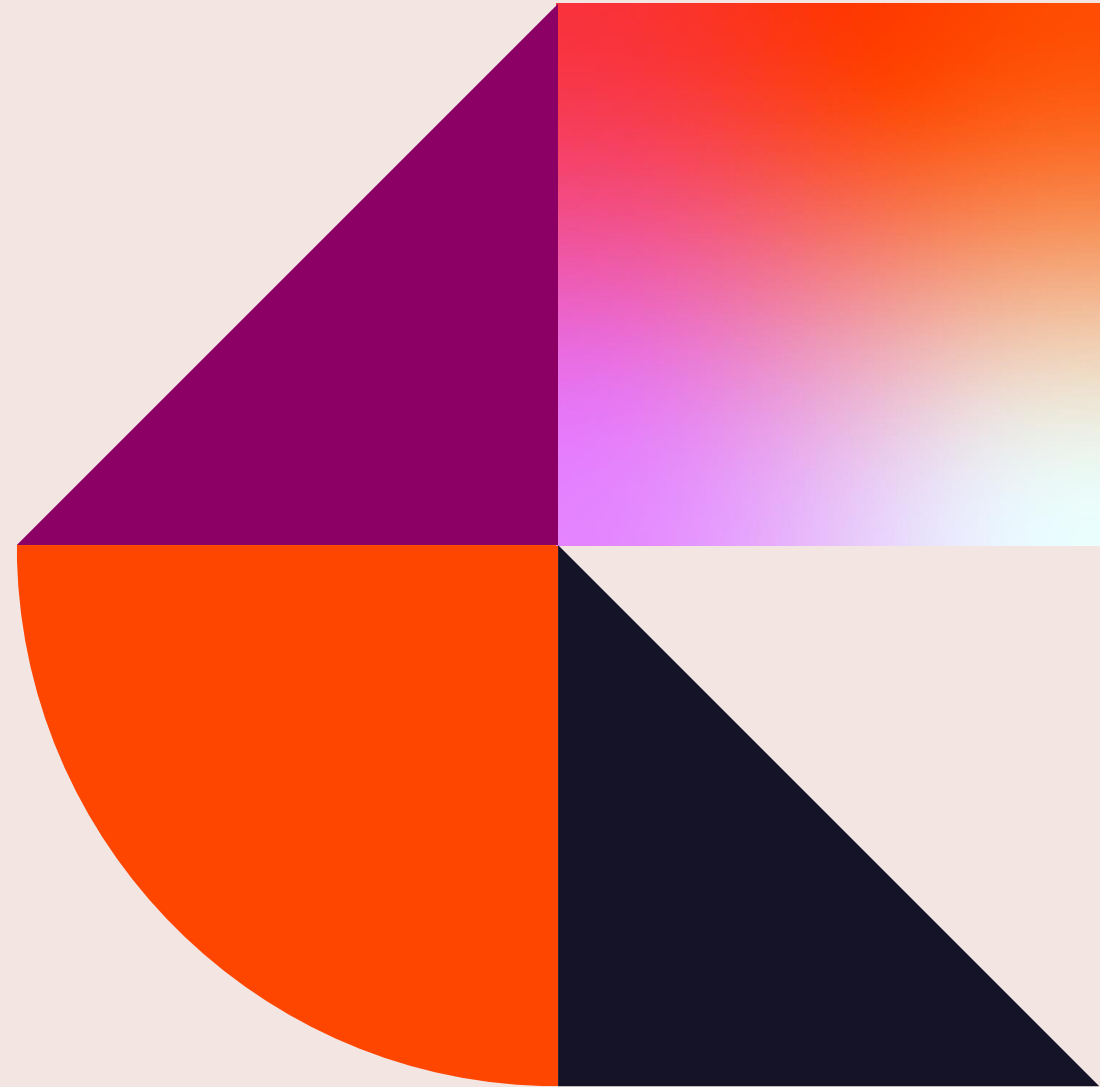
## US Right or Wrong Track



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

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# General Election Polling

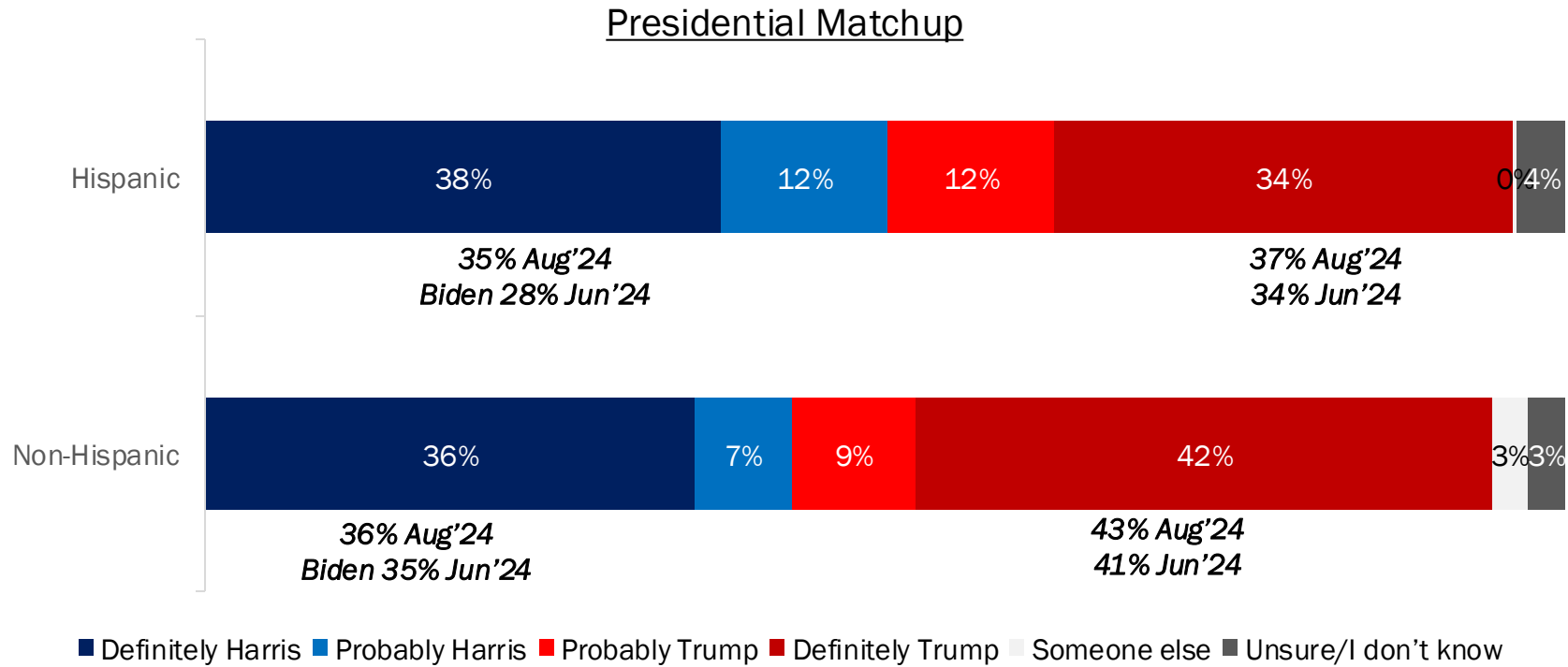




# Matchup: Harris vs Trump

- HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 28% OF HISPANICS UP FOR GRABS (24% NOT DEFINITE, 4% UNSURE)

If the 2024 election for president were being held today, and the candidates were Donald Trump (Republican) & Kamala Harris (Democrat), for whom would you vote?

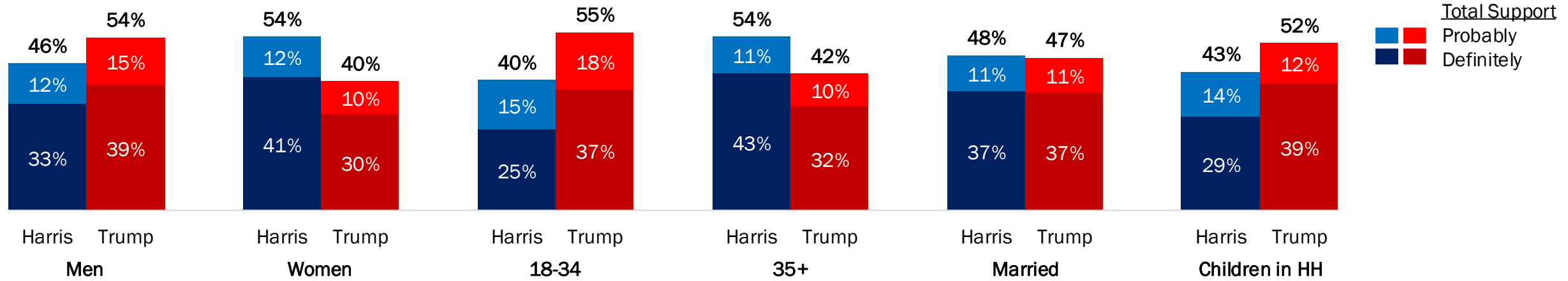


# Candidate Support among Hispanics

- TRUMP'S STRONGEST SUPPORT AMONG ADULTS 18-34
- HARRIS' STRONGEST SUPPORT AMONG WOMEN, ADULTS 35+

If the 2024 election for president were being held today, and the candidates were Donald Trump (Republican) & Kamala Harris (Democrat), for whom would you vote?

## Presidential Matchup



Aug'24: 45% | 48%  
(Top2Box)

45% | 47%

40% | 51%

46% | 46%

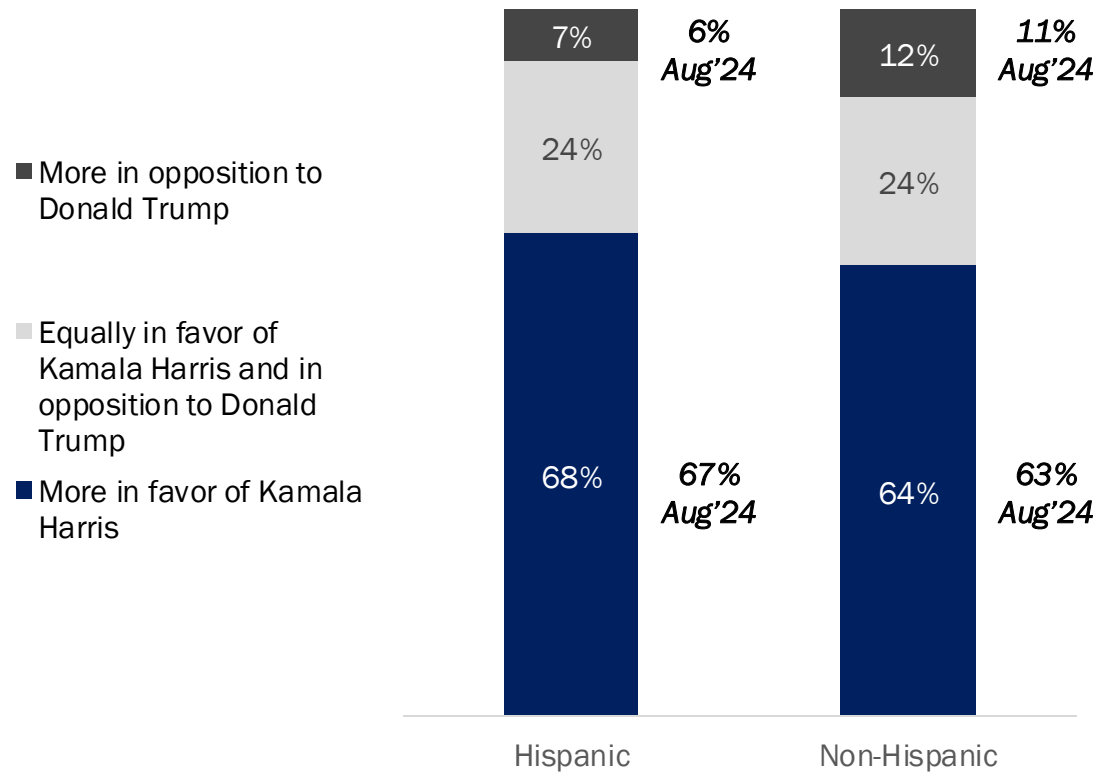
49% | 44%

42% | 51%

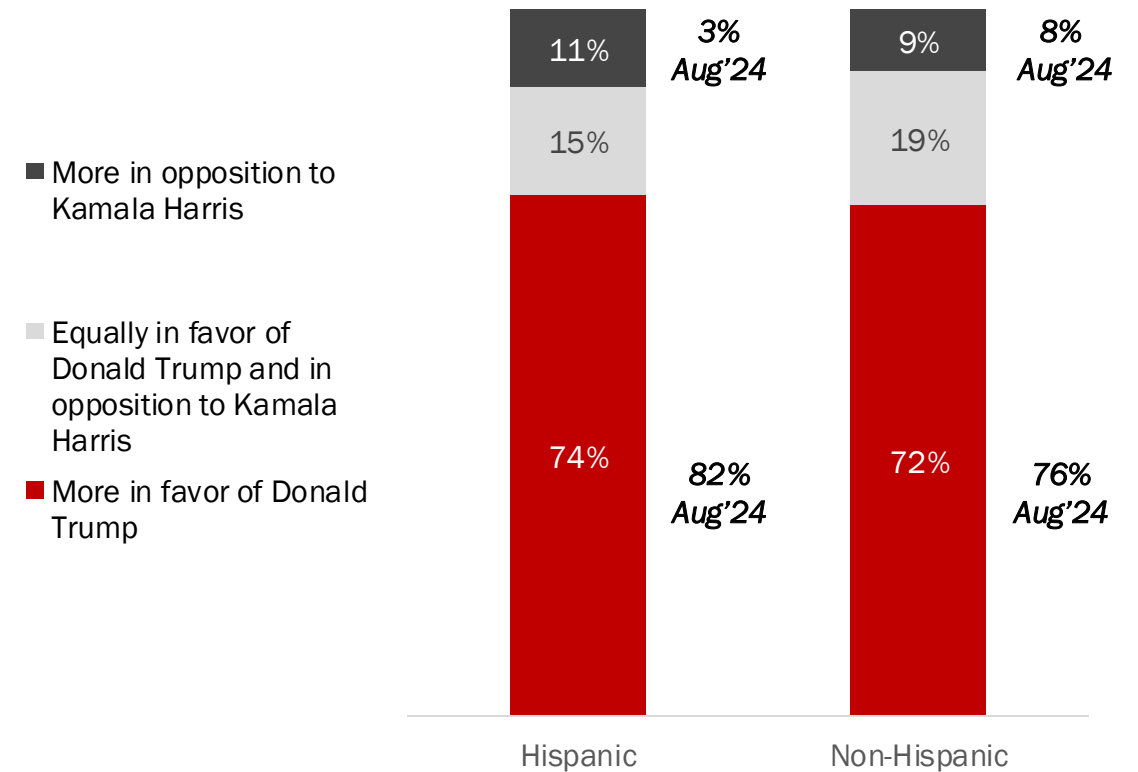
# Trump Voters Are More Enthusiastic

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

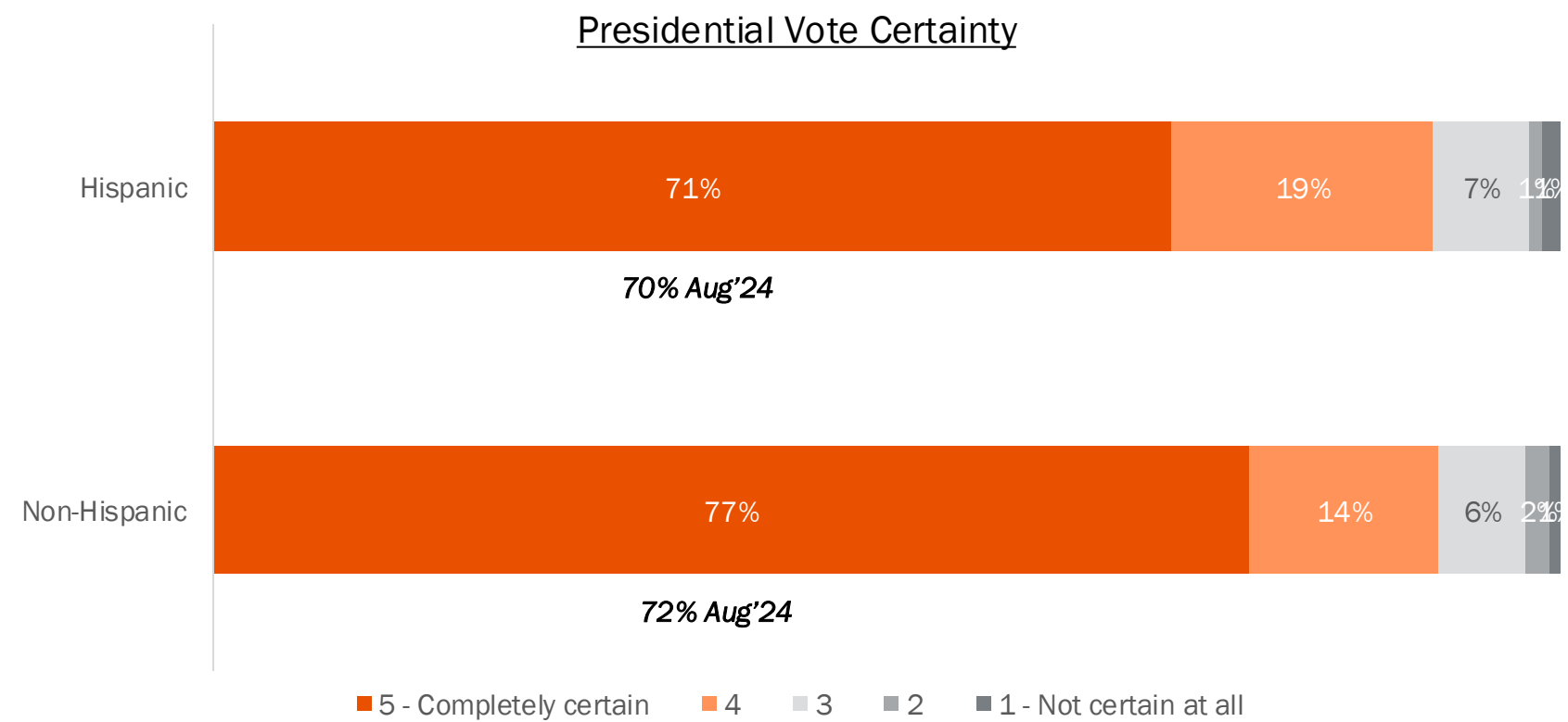


Voting Trump: Favor Trump or Oppose Harris



# 29% of Hispanics Not Completely Certain about Their Vote for President

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

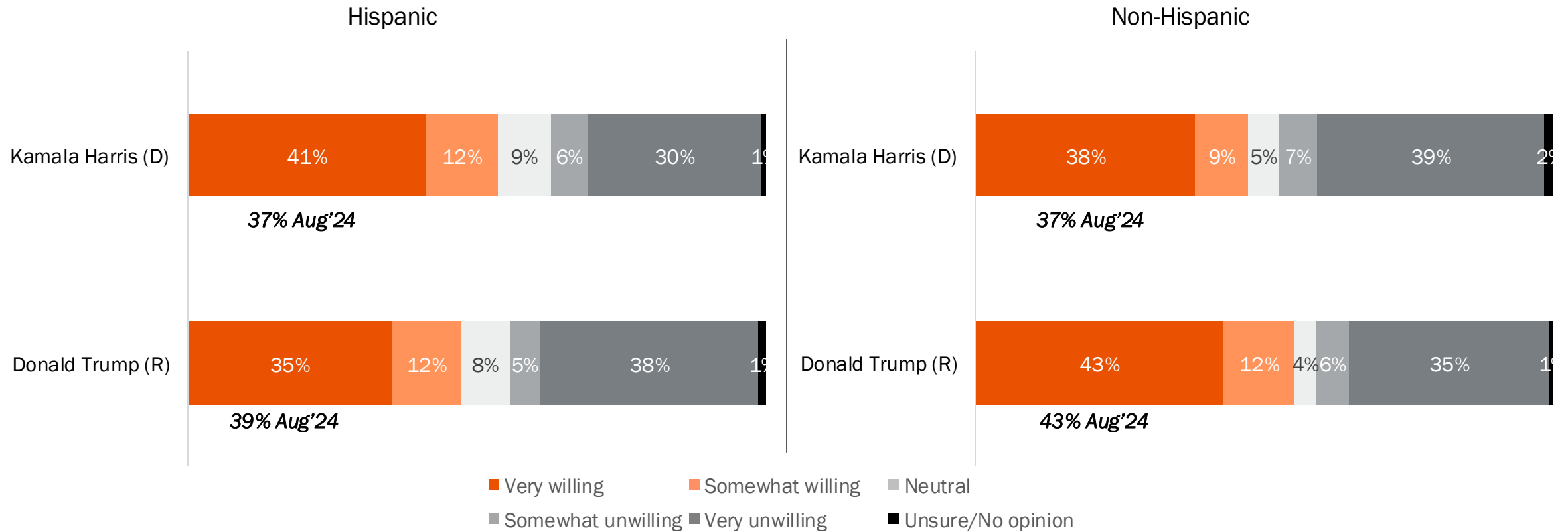


Among likely voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of September 2024

# 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.

## Candidate Vote Willingness

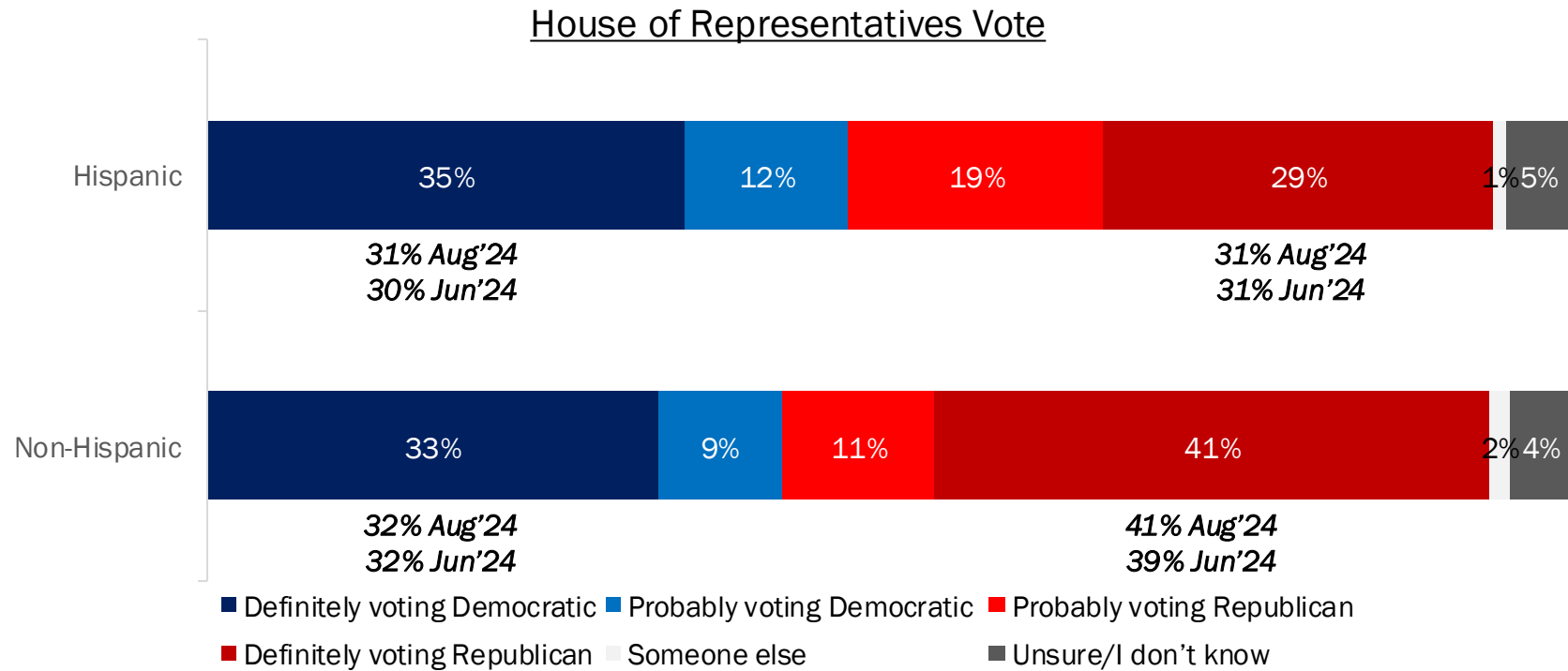


Among likely voters 18+  
Source: Univision political tracker in collaboration with Media Predict as of September 2024

# House of Representatives Vote

- DEMOCRATS TOP BOX LEAD AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 36% OF HISPANICS UP FOR GRABS (31% NOT DEFINITE, 5% UNSURE)

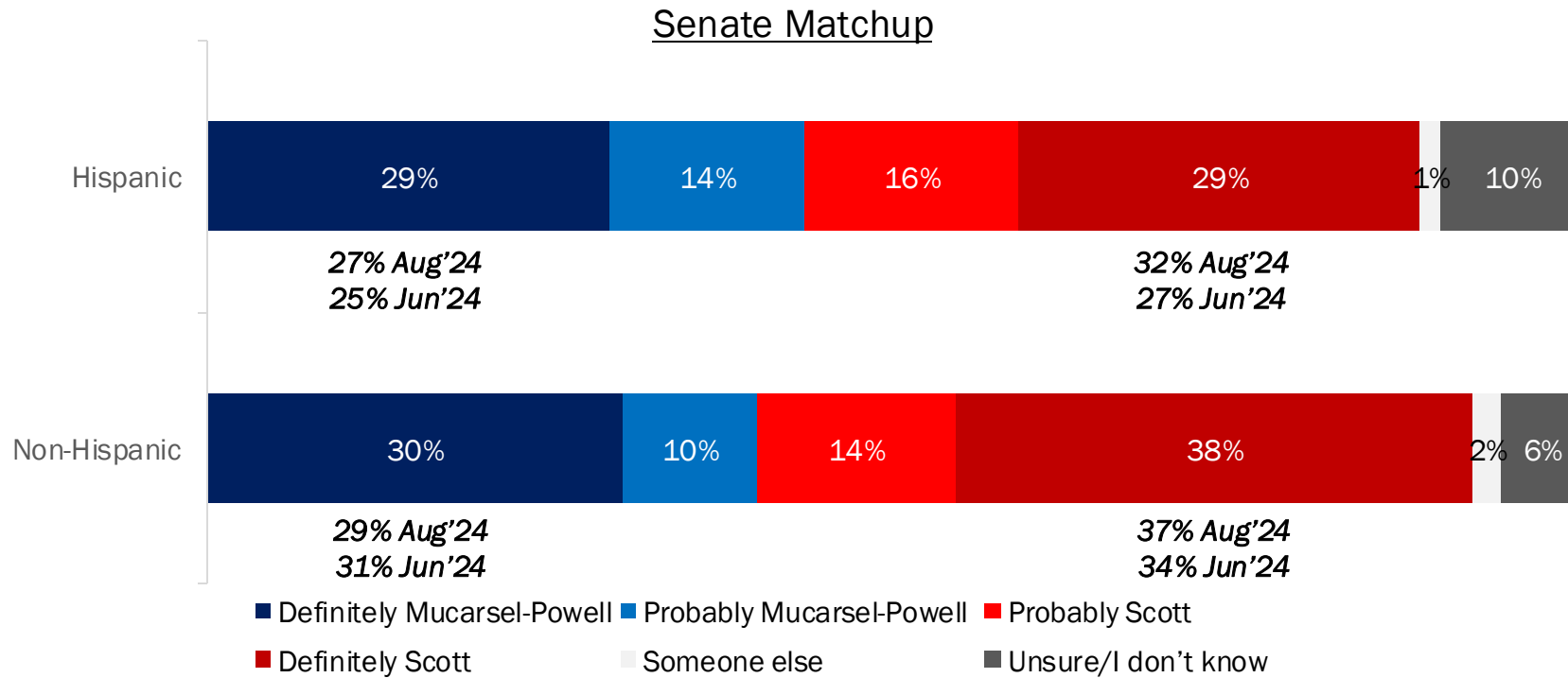
If the election for the United States House of Representatives were held today, which party's candidate would you vote for?



# Matchup: Mucarsel-Powell vs Scott

- SCOTT AND MUCARSEL-POWELL TIE AMONG HISPANICS (TOP BOX)
- 40% OF HISPANICS UP FOR GRABS (30% NOT DEFINITE, 10% UNSURE)

If the 2024 election for United States Senator from Florida were being held today, and the candidates were Debbie Mucarsel-Powell (Democrat) & Rick Scott (Republican), for whom would you vote?

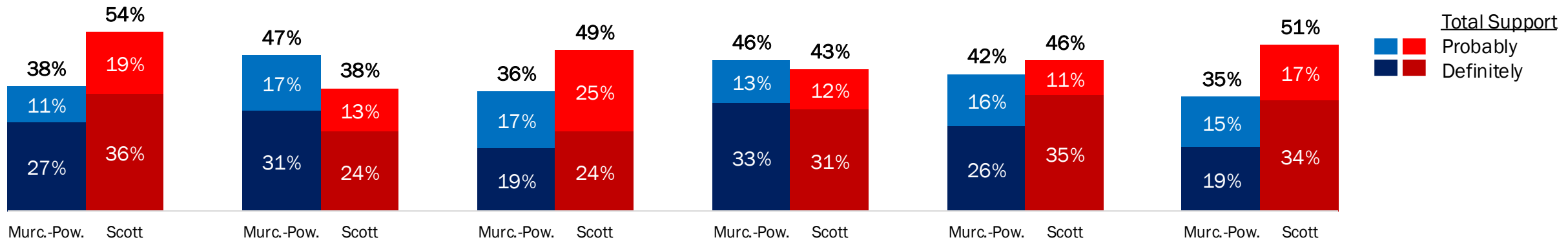


# Candidate Support among Hispanics

- SCOTT'S STRONGEST SUPPORT AMONG MEN
- MURCASEL-POWELL'S STRONGEST SUPPORT AMONG WOMEN

If the 2024 election for United States Senator from Florida were being held today, and the candidates were Debbie Mucarsel-Powell (Democrat) & Rick Scott (Republican), for whom would you vote?

## Senate Matchup



	Men	Women	18-34	35+	Married	Children in HH
Aug'24:	41%   49%	37%   43%	30%   42%	41%   47%	43%   43%	32%   52%
Jun'24:	41%   47%	40%   44%	43%   36%	40%   49%	41%   47%	45%   41%

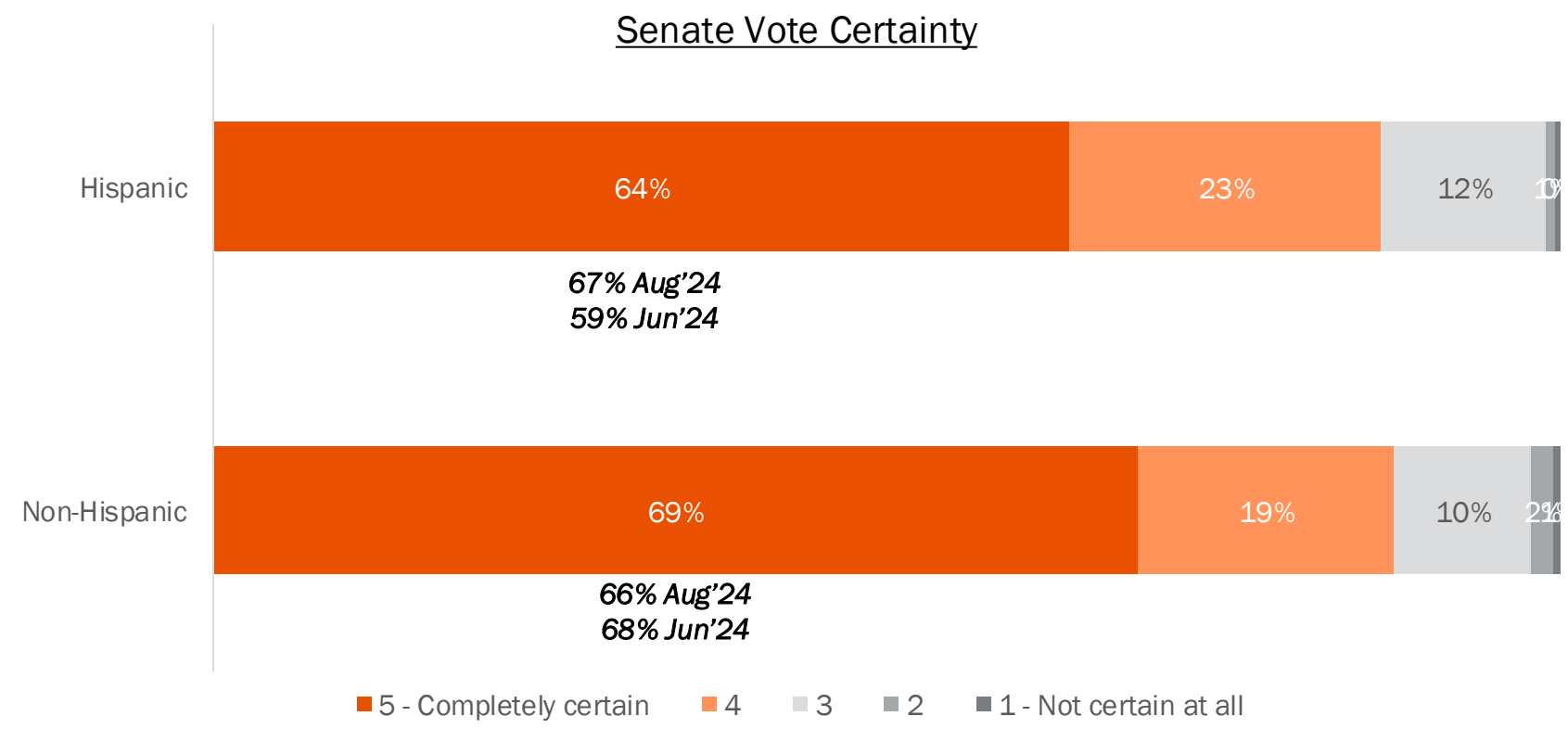
(Top2Box)

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



# 36% of Hispanics Not Completely Certain about Their Vote for Senator

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

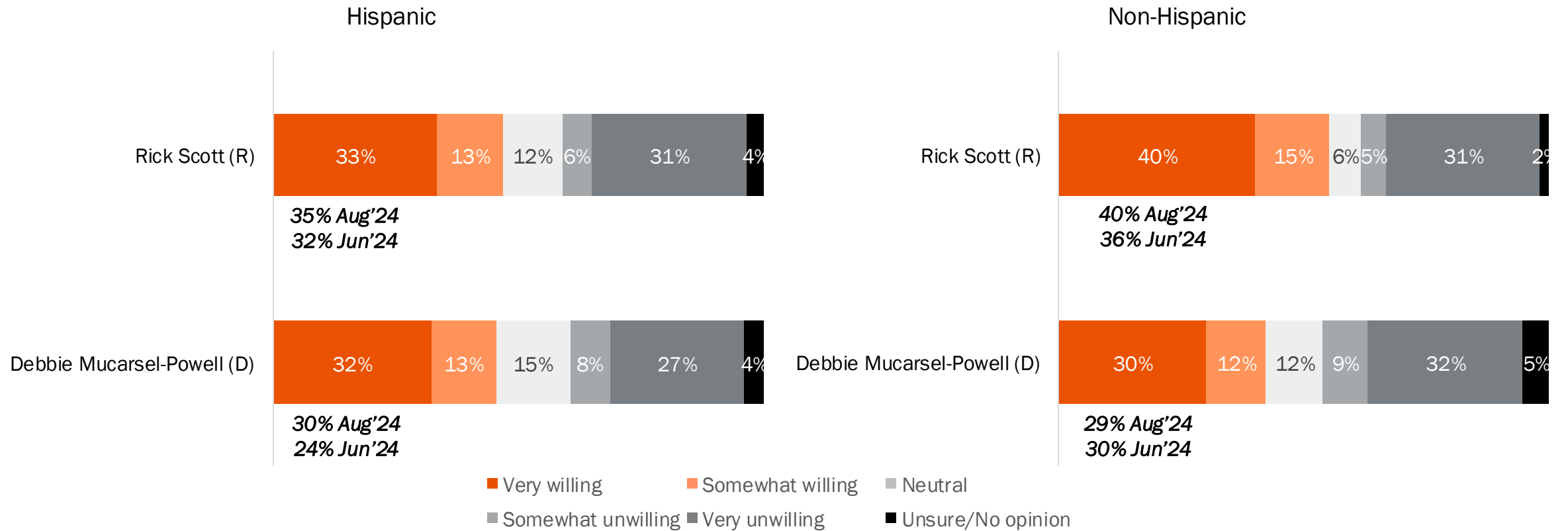


Among likely voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of September 2024

# Willingness to Vote for Candidates in General Election

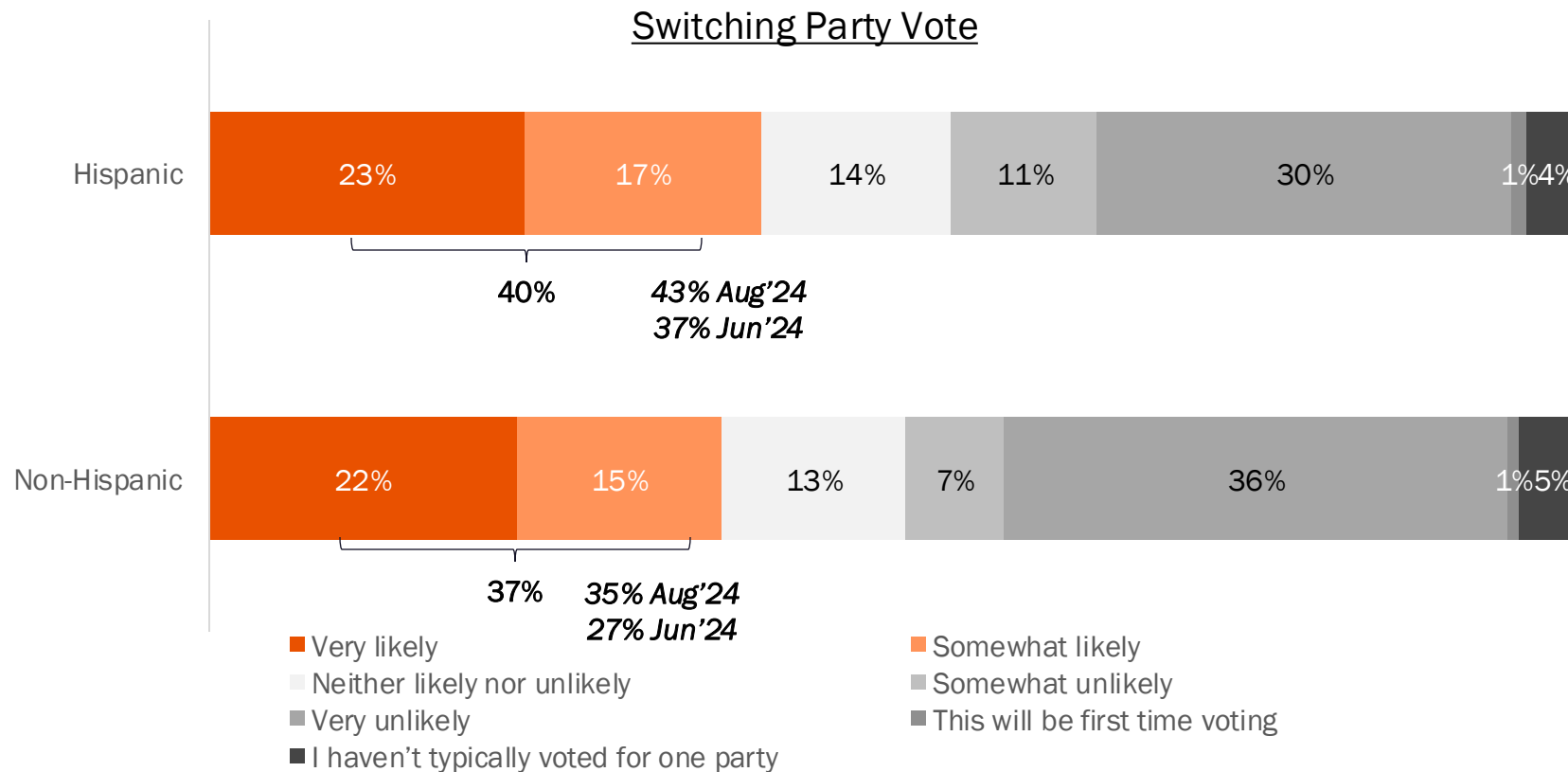
For the candidates listed below, please indicate how willing or unwilling you would be to vote for them in the general election.

## Senate Willingness



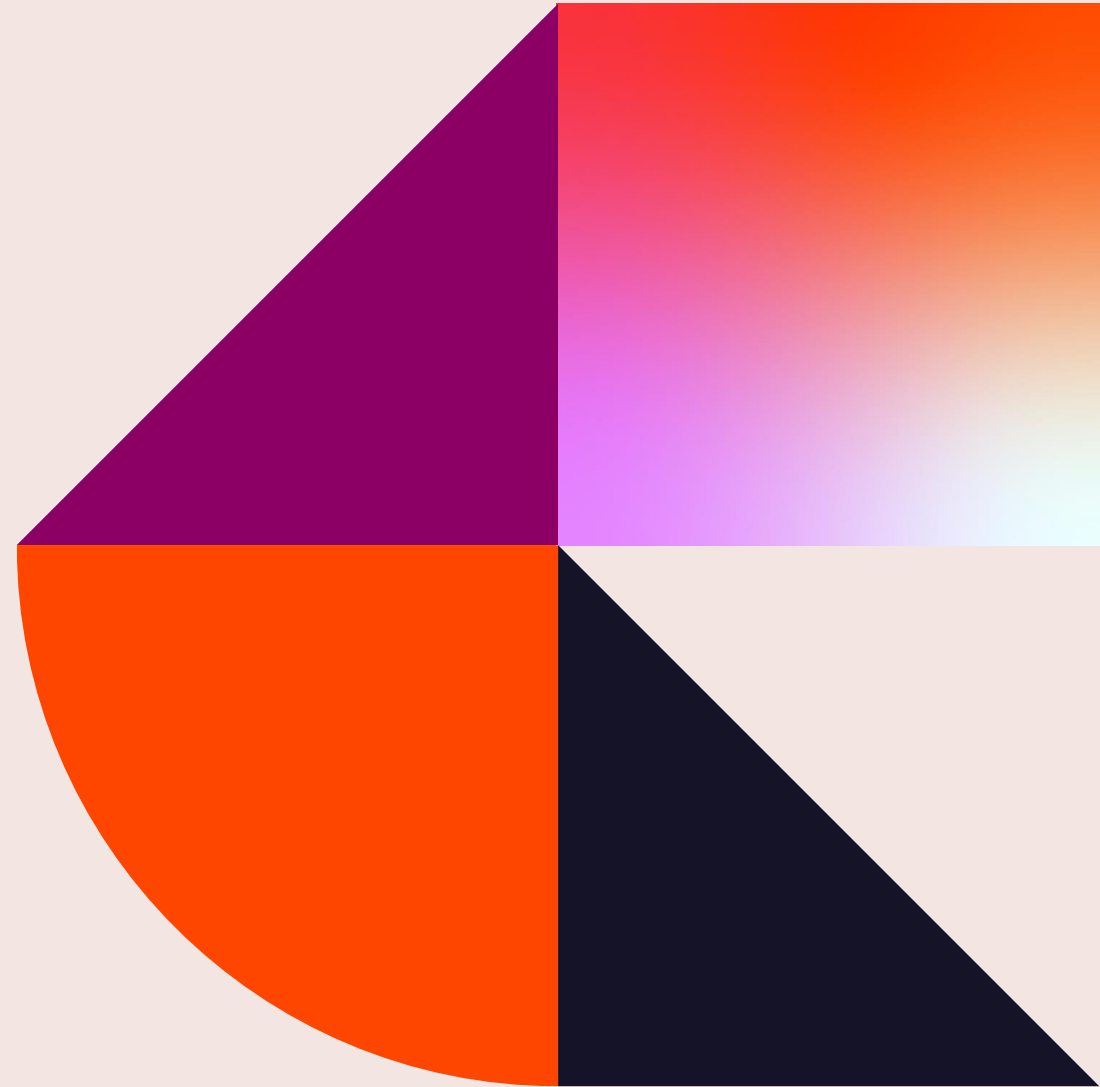
# Hispanics More Likely than Non-Hispanics to Be Crossover Voters This Election

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?



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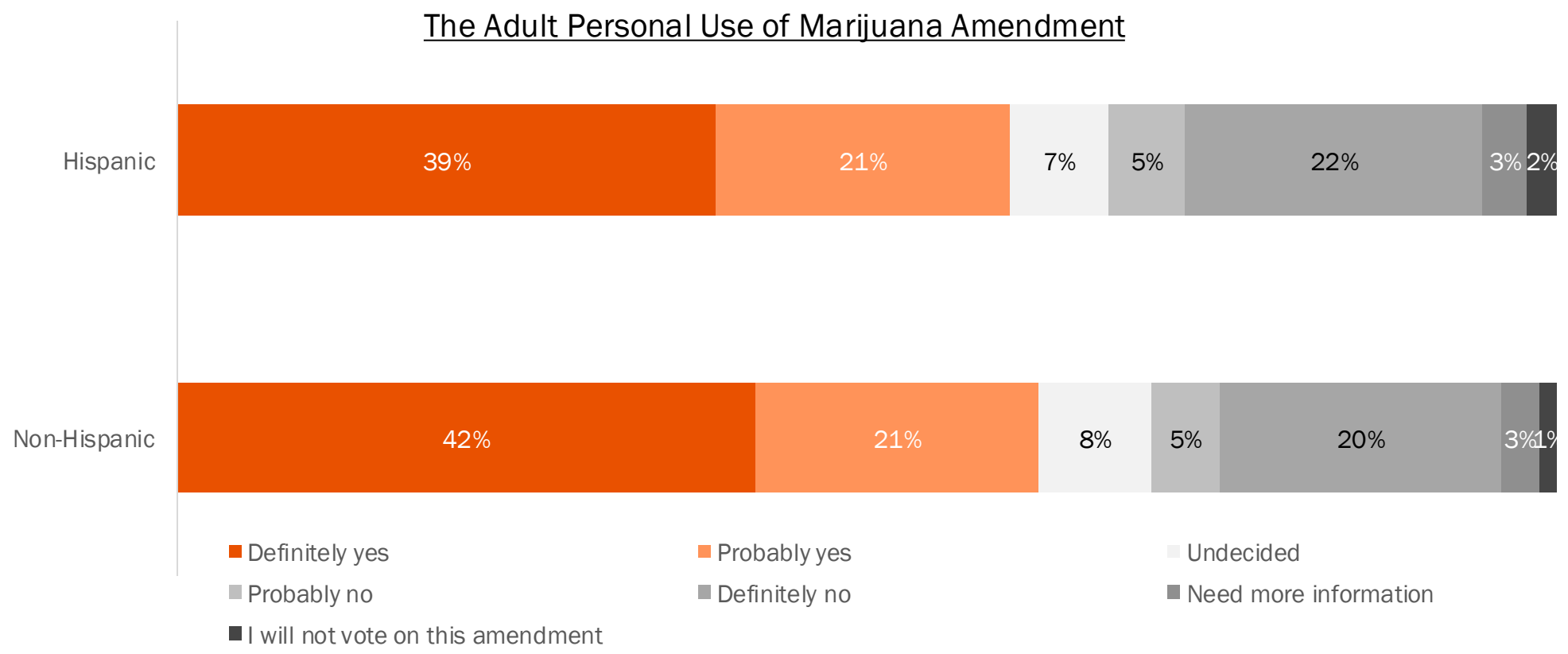
# Constitutional Amendments



# The Adult Personal Use of Marijuana Amendment

- AFTER READING SUMMARY OF THE AMENDMENT, 37% OF HISPANICS UP FOR GRABS (NOT DEFINITE PLUS UNSURE)

The Adult Personal Use of Marijuana is a proposed amendment to the Florida constitution that will appear on the ballot for the November 2024 general election. If the election were held today, would you vote yes or no on this amendment?

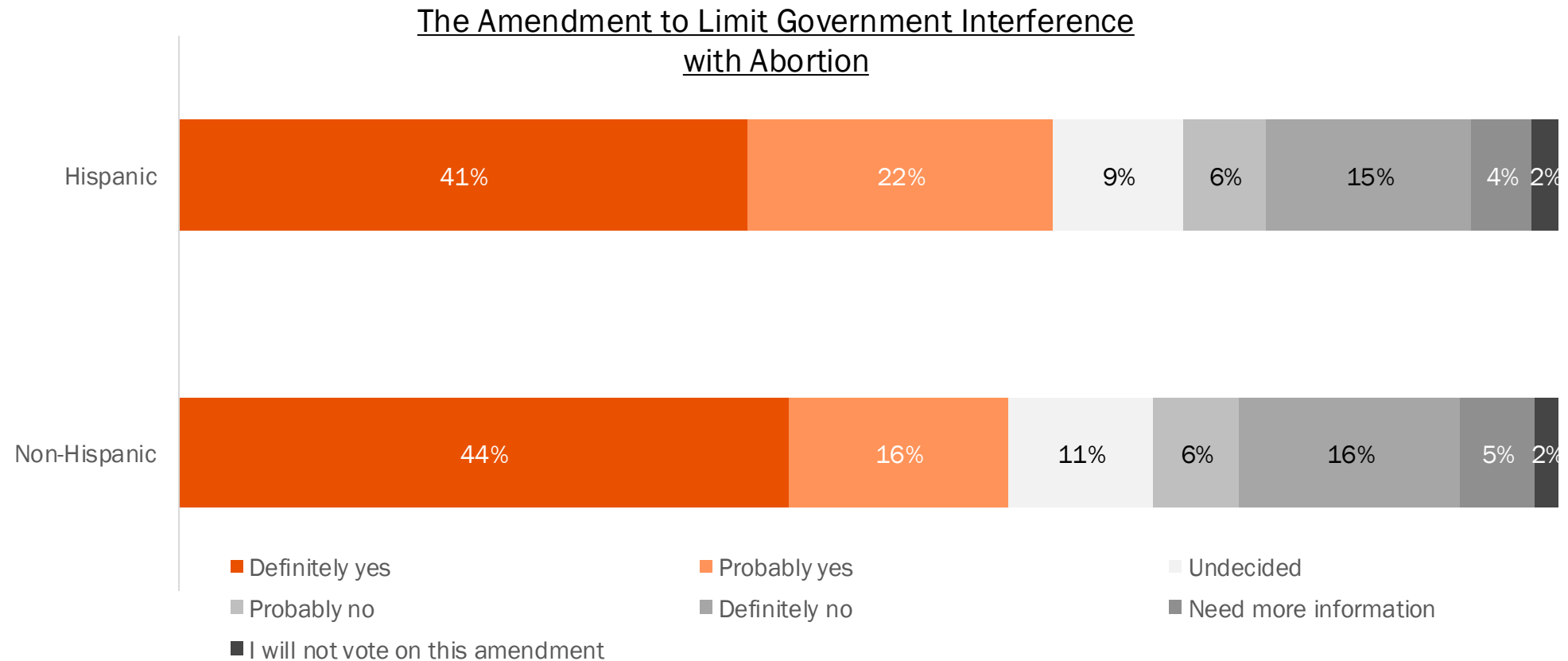


Among likely voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of September 2024

# The Amendment to Limit Government Interference with Abortion

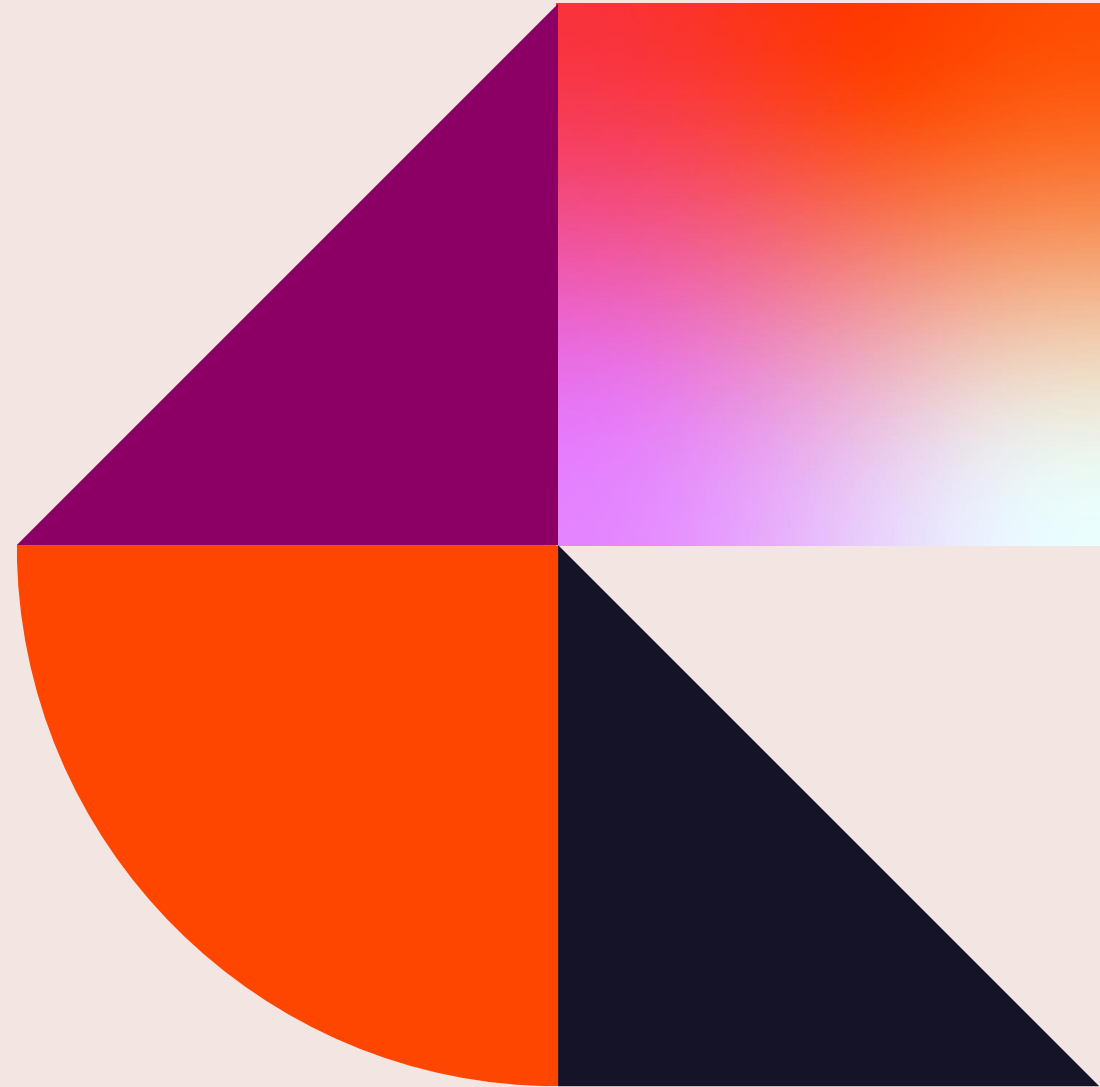
**- AFTER READING SUMMARY OF THE AMENDMENT, 42% OF HISPANICS UP FOR GRABS (NOT DEFINITE PLUS UNSURE)**

*The Amendment to Limit Government Interference with Abortion is a proposed amendment to the Florida constitution that will appear on the ballot for the November 2024 general election. If the election were held today, would you vote yes or no on this amendment?*



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# Favorability & Job Approval



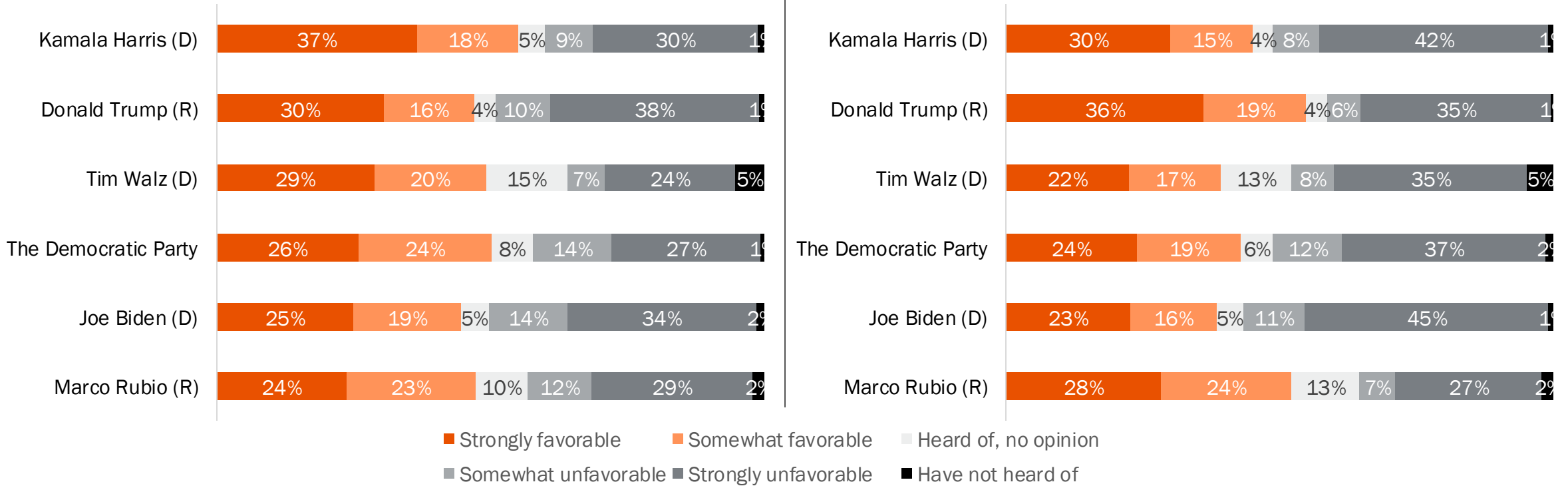
# Favorability

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

## Favorability

### Hispanic

### Non-Hispanic



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



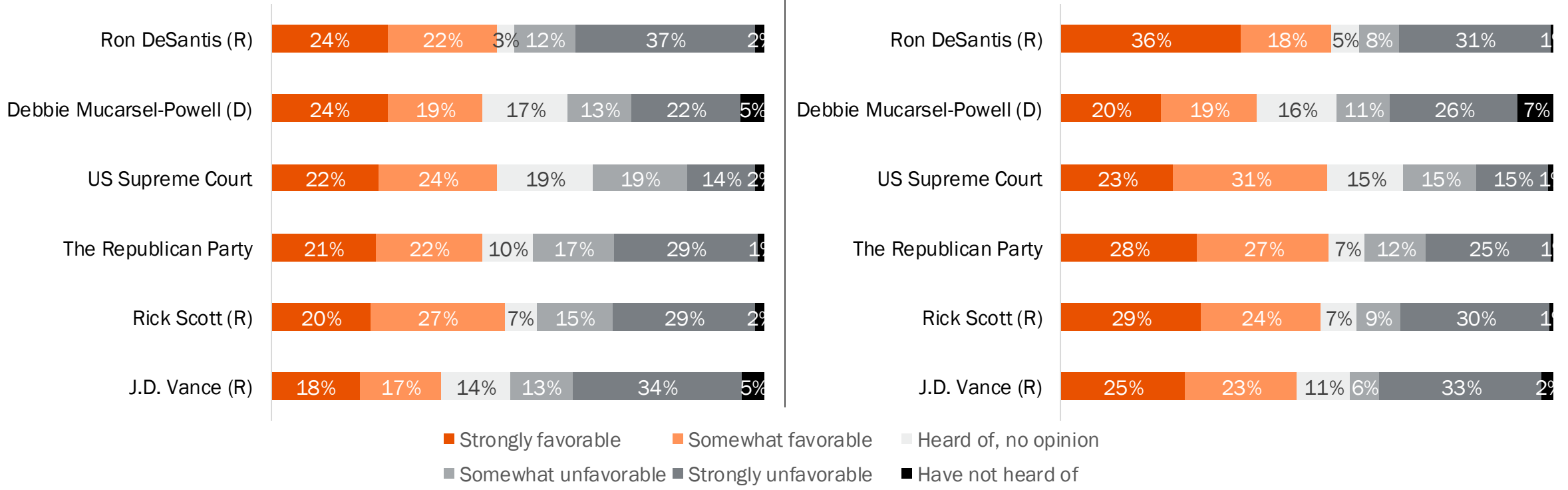
# Favorability

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

## Favorability

### Hispanic

### Non-Hispanic



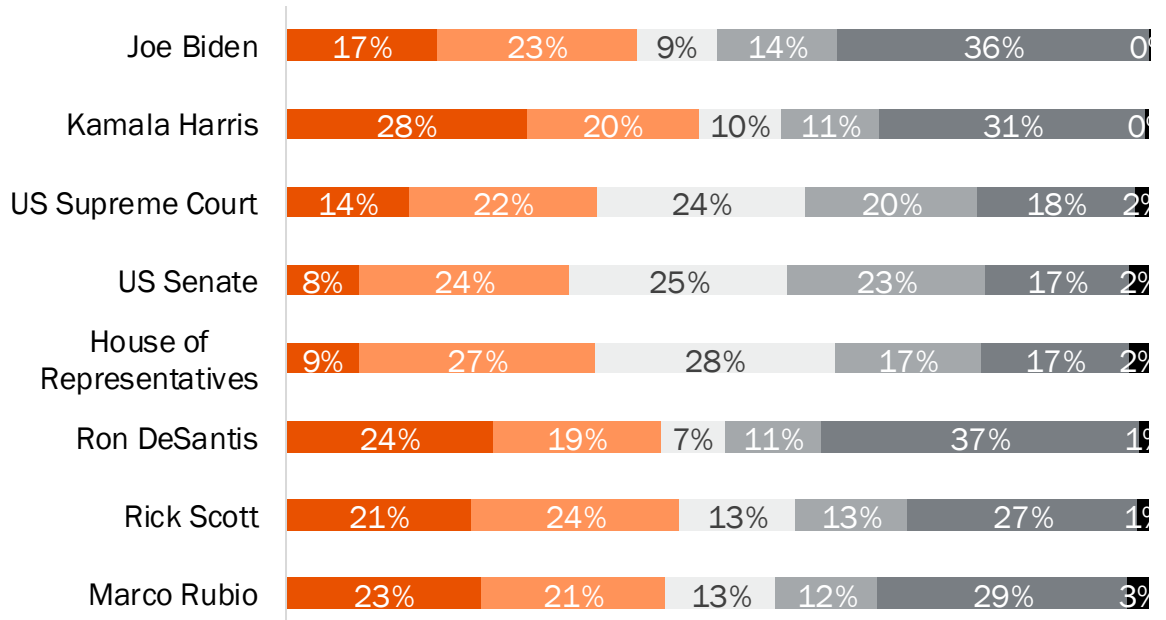
Among likely voters 18+  
Source: Univision political tracker in collaboration with Media Predict as of September 2024

# Job Approval

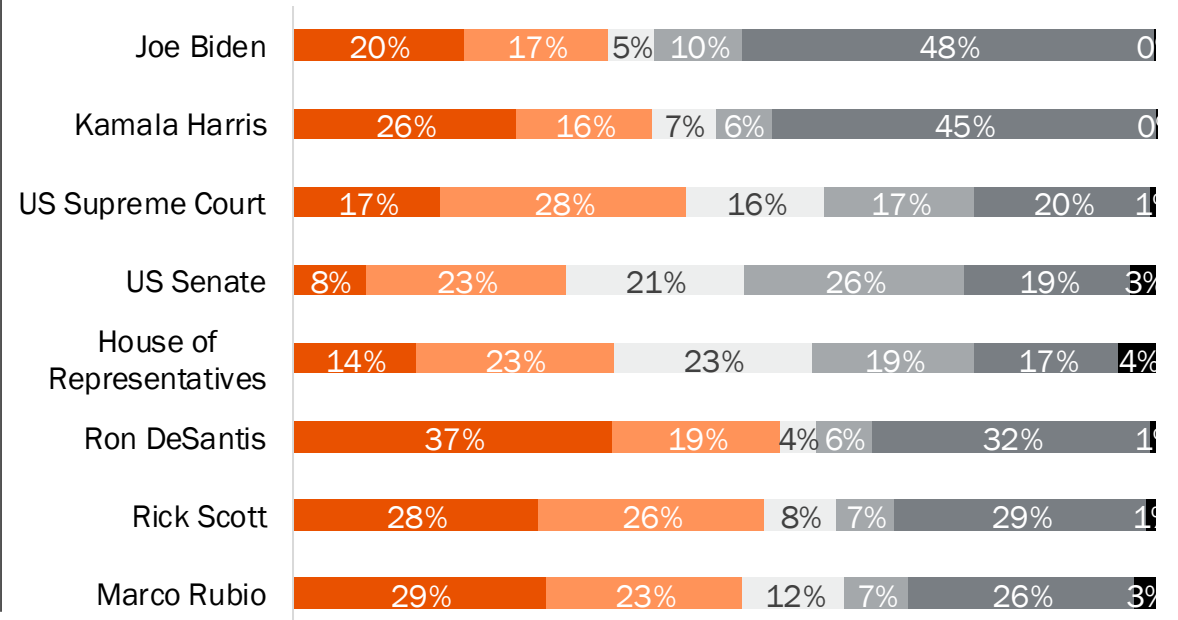
Do you approve or disapprove of the way [x] is handling their job?

## Job Approval

### Hispanic



### Non-Hispanic

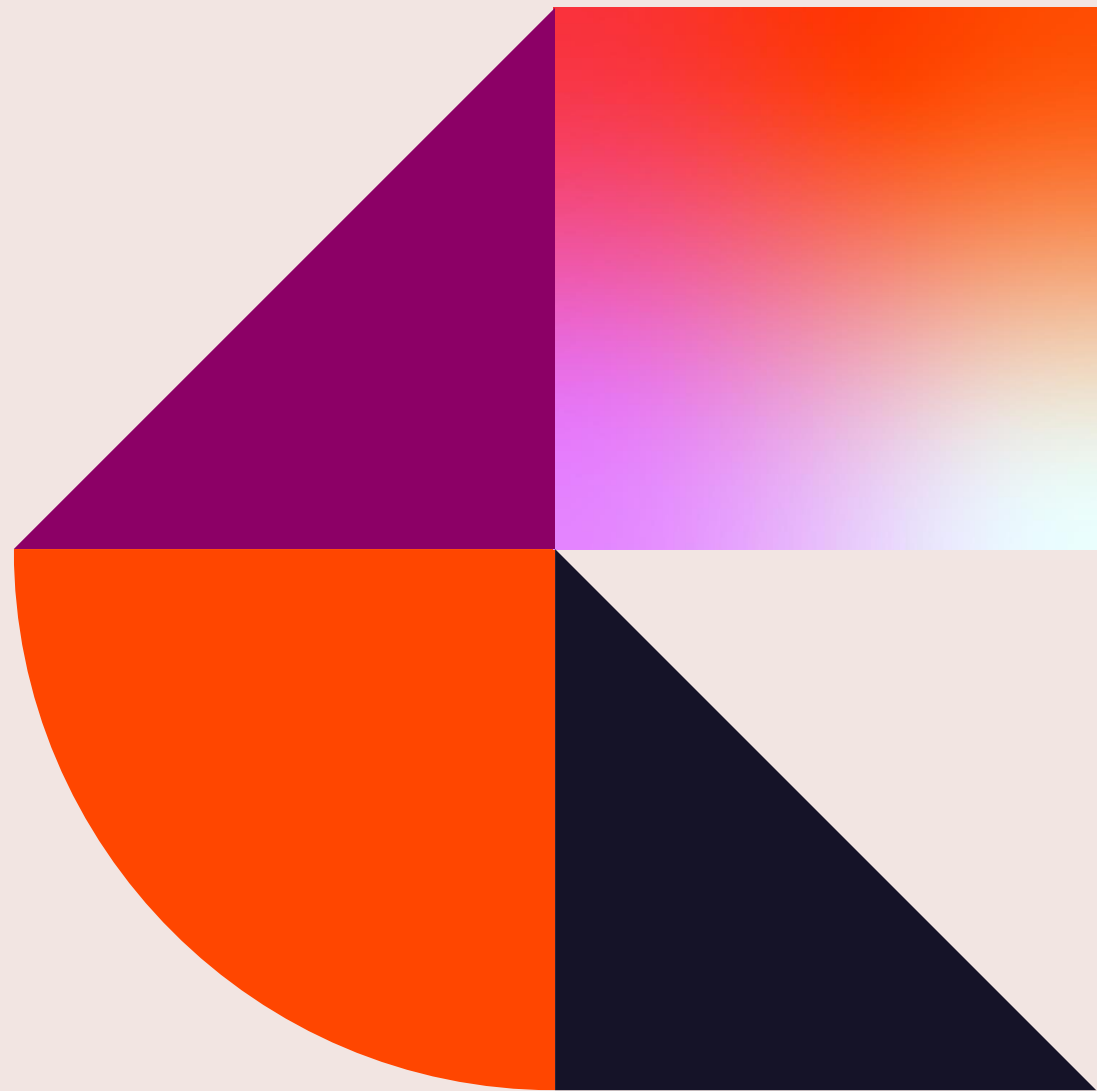


■ Strongly approve   
 ■ Somewhat approve   
 ■ Neutral  
■ Somewhat disapprove   
 ■ Strongly disapprove   
 ■ Unsure/No opinion

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

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# The Issues



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

## - HEALTHCARE, EDUCATION AMONG ISSUES OF GREATER CONCERN TO HISPANICS

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

	Issue Importance TopBox			Issue Importance TopBox	
	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Cost of living	80%	74%	Defense / military	44%	52%
Inflation	79%	70%	Abortion	43%	40%
Economy / jobs	71%	65%	Climate change	42%	34%
Healthcare	68%	58%	Opioids / drug abuse	42%	38%
Social security / Medicare	65%	63%	Energy policy	41%	37%
Affordable housing	64%	51%	Gun rights / 2nd amendment	40%	41%
Immigration	61%	58%	Infrastructure, such as roads and public transportation	39%	36%
National security	60%	64%	Foreign policy	38%	41%
Taxes	60%	54%	Israel / Hamas War	33%	33%
Crime and public safety	60%	57%	Race relations	32%	31%
Border security	58%	58%	Police reform	32%	27%
Education	57%	45%	U.S. relationship with China	30%	32%
Entitlements / social services reform (Medicare, welfare, etc.)	52%	48%	Russia / Ukraine war	27%	29%
Gun control	50%	44%	LGBTQ rights	23%	18%
Government spending / deficit	49%	55%	Culture wars	23%	21%
Strengthening law enforcement	47%	44%			

Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of September 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
Cost of living	82%
Social security / Medicare	79%
Healthcare	79%
Inflation	77%
Gun control	70%
Economy / jobs	69%
Affordable housing	68%
Abortion	63%
Crime and public safety	63%
Entitlements / social services reform (Medicare, welfare, etc.)	62%

Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	78%
Inflation	74%
Healthcare	65%
Economy / jobs	62%
Education	59%
Affordable housing	56%
Taxes	53%
Social security / Medicare	51%
National security	48%
Border security	48%

Top 10 Issues Among Definitely Trump Voters	% Hispanic Top Box
Inflation	85%
Economy / jobs	80%
Cost of living	80%
Immigration	79%
Border security	76%
National security	72%
Crime and public safety	70%
Affordable housing	67%
Taxes	63%
Social security / Medicare	61%

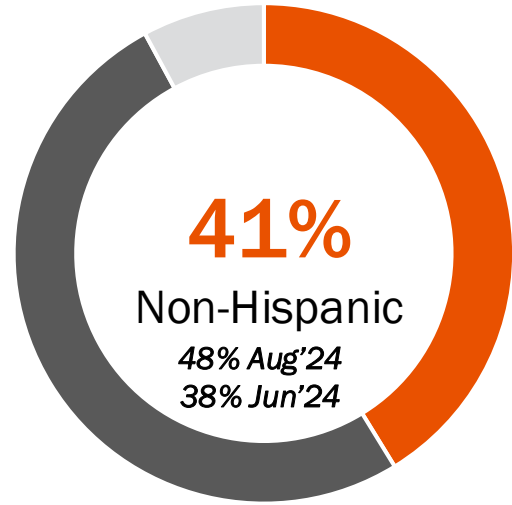
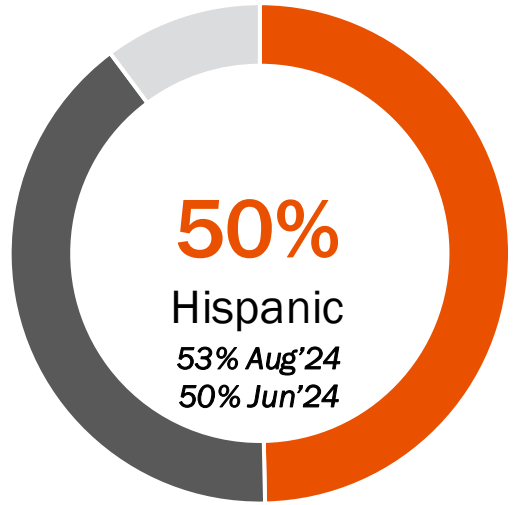
Among likely voters 18+

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

# 50% 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

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

# 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.

	<u>Top 10 Determining Issues</u>	
	Hispanic	Non-Hispanic
Abortion	16%	16%
Inflation	14%	11%
Cost of living	14%	7%
Immigration	13%	16%
Economy / jobs	10%	8%
Border security	4%	6%
Taxes	3%	2%
Social security / Medicare	3%	4%
LGBTQ rights	3%	0%
National security	2%	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
Abortion	53%	29%	46%	38%
Climate Change	52%	30%	47%	35%
Entitlements Reform	52%	34%	43%	42%
Education	49%	35%	42%	41%
Healthcare	49%	35%	46%	41%
Social Security	49%	37%	45%	42%
Energy Policy	47%	35%	41%	42%
Cost of Living	46%	42%	38%	51%
Economy / jobs	44%	45%	38%	51%
Opioids	43%	35%	38%	42%

Among likely voters 18+  
Source: Univision political tracker in collaboration with Media Predict as of September 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
Taxes	42%	42%	39%	47%
Inflation	41%	45%	36%	52%
Foreign policy	41%	44%	36%	51%
Crime and public safety	41%	46%	36%	50%
Immigration	41%	46%	35%	55%
Gov spending	39%	43%	34%	50%
Defense	39%	45%	34%	53%
National Security	38%	45%	35%	53%
Border Security	38%	49%	33%	56%

Among likely voters 18+  
Source: Univision political tracker in collaboration with Media Predict as of September 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
Abortion	53%	32%	49%	39%
Climate Change	51%	29%	45%	33%
Entitlements Reform	50%	37%	44%	43%
Education	49%	35%	43%	42%
Healthcare	49%	35%	45%	43%
Social Security	48%	37%	44%	44%
Energy Policy	47%	37%	43%	47%
Economy / jobs	44%	47%	39%	51%
Cost of Living	44%	46%	38%	51%
Crime and public safety	43%	44%	38%	50%

Among likely voters 18+

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

# Candidate Better Able to Handle Issues

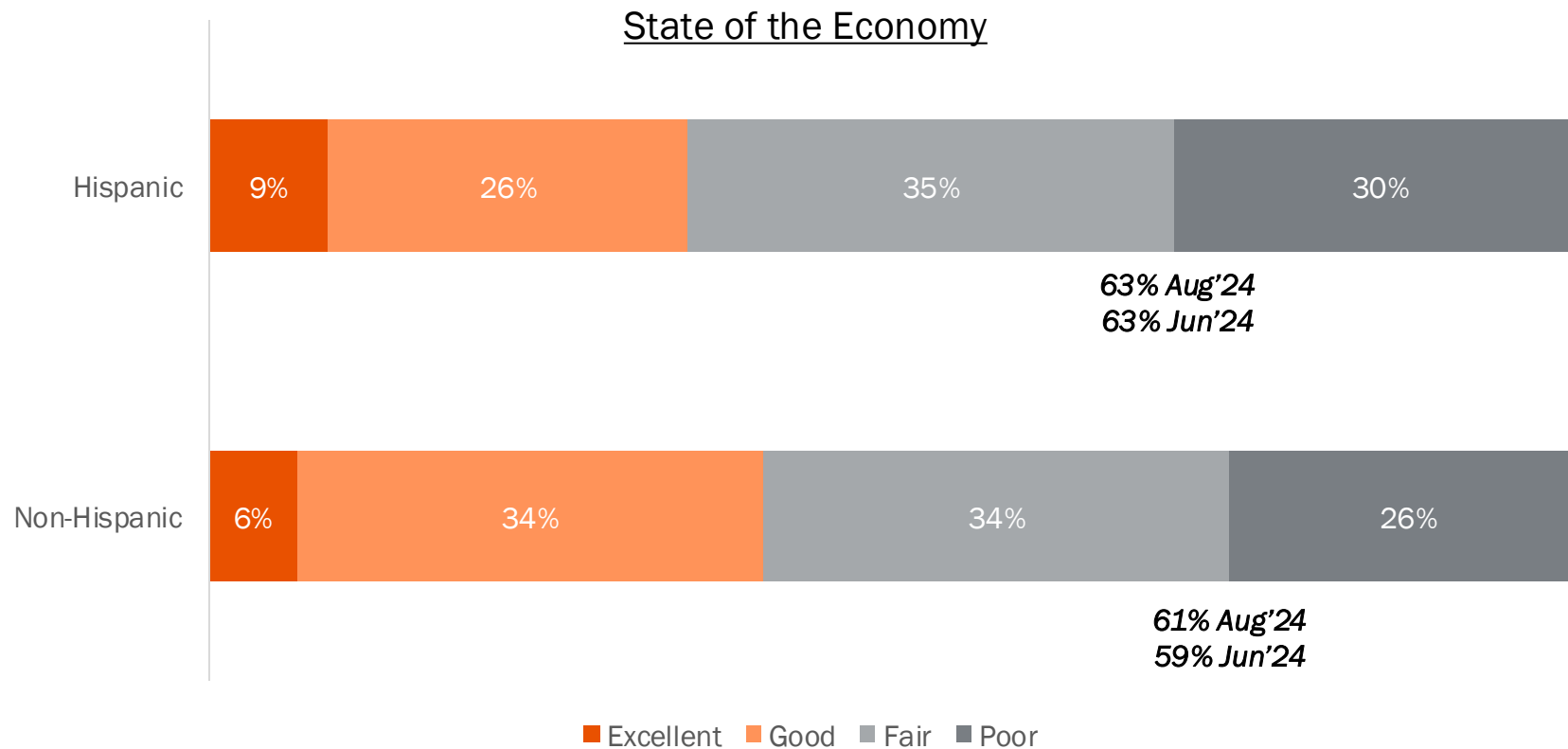
Thinking again about the issues, which candidate do you think would do a better job of handling each of the following issues, Kamala Harris or Donald Trump?

	Hispanic		Non-Hispanic	
	Harris Top2Box	Trump Top2Box	Harris Top2Box	Trump Top2Box
Taxes	43%	43%	39%	49%
Opioids	42%	39%	38%	44%
Immigration	41%	51%	34%	55%
Inflation	40%	51%	38%	53%
National Security	40%	49%	36%	55%
Foreign policy	39%	46%	37%	52%
Defense	37%	50%	36%	56%
Gov spending	37%	43%	35%	49%
Border Security	37%	52%	33%	56%

# ECONOMY

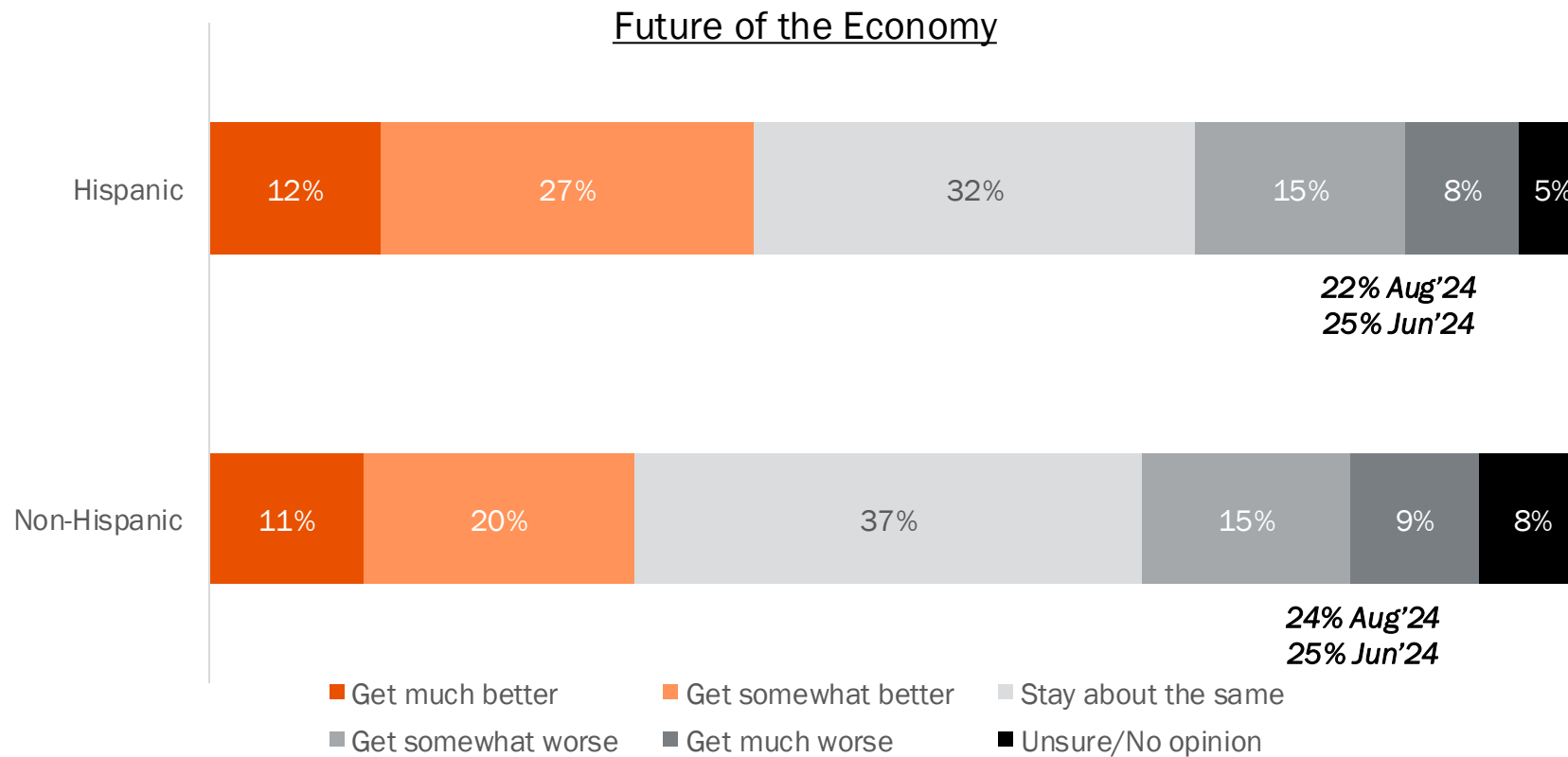
# 65% of Hispanics Rate the Economy in Their State Right Now as Fair or Poor

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



# 23% 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 September 2024

# 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	79%	8%	80%	7%
Inflation is putting a significant strain on my budget	78%	11%	74%	12%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	74%	7%	69%	9%
I am concerned about the U.S. federal government's spending and deficit	68%	10%	76%	9%
The price of gas is putting a strain on my finances	65%	16%	59%	24%
I expect my personal economic situation to get better in the next few years	64%	15%	44%	22%
My personal economic situation has become worse in the last year	59%	18%	58%	24%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	52%	29%	43%	40%
I have taken, or am considering taking, a second job in order to maintain my standard of living	50%	30%	38%	39%
I feel that jobs are getting easier to find	30%	48%	30%	39%
Home ownership is still within reach for most people	28%	54%	27%	56%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

# PUBLIC HEALTH & HEALTHCARE



# Public Health & Healthcare

How much do you agree or disagree with the following statements? [ <i>Public Health &amp; Healthcare</i> ]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Drug abuse is a serious public health issue in the United States	86%	3%	86%	4%
Mental health issues are a growing problem for people in the United States	86%	3%	84%	4%
I am generally satisfied with my healthcare coverage	63%	16%	69%	15%
The cost of my health care and insurance is reasonable	48%	34%	50%	32%
Medicaid and Medicare are working well now	42%	28%	46%	24%
The cost of prescription drugs is a financial problem for me	40%	31%	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 September 2024

# Abortion

How much do you agree or disagree with the following statements? [ <i>Public Health &amp; 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	53%	15%	50%	18%
Abortion laws should be created by state governments, not by the federal government	43%	29%	53%	25%

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	35%	28%
Abortion should be legal at any time during pregnancy	15%	14%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	10%	12%
Abortion should be illegal in all cases	9%	12%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	9%	9%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	8%	6%
Abortion should be legal only in the first 15 weeks of pregnancy	7%	9%
Other	1%	1%
Unsure/I don't know	8%	8%

# CRIME & PUBLIC SAFETY

# Crime & Public Safety

How much do you agree or disagree with the following statements? [ <i>Crime &amp; Public Safety</i> ]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Homelessness is a serious problem in the United States	84%	4%	90%	3%
Crime is a growing problem in the United States	76%	10%	78%	8%
I believe that stricter gun control laws would reduce crime	62%	22%	52%	33%
Government authorities have become too lenient on criminals	61%	17%	62%	16%
Police departments in the United States are understaffed	57%	16%	70%	10%
I support second amendment gun rights	56%	21%	65%	16%
Children in my community are generally safe at the schools they attend	53%	23%	52%	20%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

# Crime & Public Safety

How much do you agree or disagree with the following statements? [ <i>Crime &amp; Public Safety</i> ]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Government authorities are doing a good job protecting businesses near where I live and shop	53%	17%	51%	15%
Homelessness is a serious problem in my neighborhood	52%	30%	51%	31%
Gun violence is a growing problem where I live	49%	28%	46%	34%
I feel less safe in my everyday life than I did a year ago	48%	29%	44%	30%
Government authorities are doing a good job combating crime in my neighborhood	48%	24%	52%	20%
Crime is a growing problem where I live	46%	29%	43%	31%
My police department is understaffed	41%	22%	47%	17%
My local government should significantly reduce the resources and budgets for police	29%	52%	16%	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 September 2024

# IMMIGRATION & BORDER SECURITY

# Immigration & Border Security

How much do you agree or disagree with the following statements? [ <i>Immigration &amp; Border Security</i> ]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	79%	8%	79%	8%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	73%	10%	79%	7%
There are too many undocumented immigrants crossing the border into the United States	73%	13%	74%	9%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	72%	12%	75%	9%
All migrants who want to enter the United States should be fully vetted first	72%	8%	83%	4%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	71%	14%	78%	8%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	69%	10%	67%	10%
We should reform immigration laws to give higher priority to people with needed skills and education	63%	11%	53%	19%
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	59%	20%	52%	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 September 2024

# Immigration & Border Security

How much do you agree or disagree with the following statements? [ <i>Immigration &amp; Border Security</i> ]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The United States military should be used to secure the southern border	57%	23%	64%	17%
There are too many undocumented migrants coming to my state	57%	20%	63%	12%
Local law enforcement should be able to detain undocumented migrants	57%	23%	76%	8%
The arrival of migrants has made the affordable housing problem worse	57%	21%	64%	17%
It feels like migrants are being treated better than most Americans	56%	24%	64%	19%
The U.S. should complete the construction of a wall on the southern border of the U.S.	53%	25%	63%	20%
The rules that I have to live by don't seem to apply to migrants	53%	21%	63%	18%
The Biden administration is primarily responsible for the situation at the southern border	52%	29%	60%	27%
Most undocumented migrants who entered the U.S. over the last few years should be deported	49%	26%	59%	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 September 2024



# Immigration & Border Security

How much do you agree or disagree with the following statements? [ <i>Immigration &amp; Border Security</i> ]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Undocumented migrants will take jobs away from poorer and working-class Americans	48%	31%	58%	26%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	46%	37%	54%	32%
Undocumented migrants have increased crime in my state	44%	29%	49%	23%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	44%	35%	33%	48%
The resettling of all the migrants will, in the long-run, benefit the United States	41%	29%	33%	38%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	40%	40%	32%	55%
I support the way my state and local officials are handling the migrant issue	39%	31%	39%	29%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	33%	37%	26%	51%
I support the way the Biden Administration is managing the southern border	33%	45%	27%	56%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	27%	52%	18%	68%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

# CLIMATE CHANGE & ENERGY POLICY

# Climate Change & Energy Policy

How much do you agree or disagree with the following statements? [ <i>Climate Change &amp; Energy Policy</i> ]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Climate change is a very big threat to the planet	68%	16%	61%	25%
Climate change is a result of human activity	68%	15%	58%	22%
Governments should create policies that encourage oil and gas production in the U.S.	61%	14%	66%	14%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	51%	27%	37%	39%
Government regulation and action on climate change is hurting the economy	44%	25%	45%	28%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	43%	31%	35%	44%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	43%	25%	31%	41%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

# GOVERNMENT

# Government

How much do you agree or disagree with the following statements? [Government]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The federal government of the United States has become too intrusive in the lives of Americans	61%	15%	64%	15%
The federal government of the United States is too big and powerful	58%	17%	58%	19%
The voting in the 2020 election was free and fair and the vote-counting was done accurately	57%	24%	51%	33%
The United States Justice Department has become politicized in its prosecutions	57%	17%	56%	17%
The FBI has become politicized in its investigations	54%	19%	59%	17%
I want the next president to shrink the size of the federal government	45%	21%	54%	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	44%	31%	34%	40%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

# GOVERNMENT POLICY

# Government Policy

How much do you agree or disagree with the following statements? [Government Policy]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
China represents the most serious economic and geo-political threat to the United States	64%	11%	71%	7%
I think that the United States government should provide expanded benefits and entitlements to Americans	59%	13%	56%	19%
Iran is the primary destabilizing force in the Middle East	57%	11%	62%	9%
The U.S. government should spend less money supporting the war in Ukraine	56%	20%	55%	25%
I support the Biden Administration's efforts to forgive student loans	52%	33%	35%	49%
Student loans should not be forgiven and paid for by taxpayers	47%	31%	58%	26%
The government should ban social media, like Facebook and TikTok, from being used by children	47%	31%	47%	30%
I think that the United States spends too much on defense and the military	37%	39%	28%	50%
The United State should increase the amount of military aid it sends to Israel	34%	38%	35%	37%
The age required to collect full Social Security benefits will need to be raised in order to keep the program from running out of money	33%	40%	41%	31%
I support the way the Biden Administration is dealing with the Israel-Hamas war	33%	41%	29%	48%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	24%	46%	23%	53%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

# 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	70%	11%	75%	7%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	65%	14%	67%	10%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	60%	22%	59%	16%
Social media, like Facebook and TikTok, does more harm than good	47%	28%	49%	24%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

# EDUCATION

# Education

How much do you agree or disagree with the following statements? [Education]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Parents should be allowed to know what is being taught in the public schools that their children attend	79%	6%	87%	2%
More emphasis should be placed on trade schools	64%	9%	72%	5%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	64%	14%	60%	17%
Parents should have a say in what is taught to their children in public schools	63%	14%	69%	12%
College is no longer worth the cost for most students	59%	18%	65%	15%
The public schools in my neighborhood are good	58%	16%	57%	14%
The public school system is working well in my state	47%	25%	43%	24%
Public schools where I live are better than they were before the pandemic	34%	25%	26%	26%
The federal government's Department of Education should be eliminated	25%	45%	30%	43%
Colleges and universities should be allowed to use race in admissions decisions	24%	54%	21%	60%

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

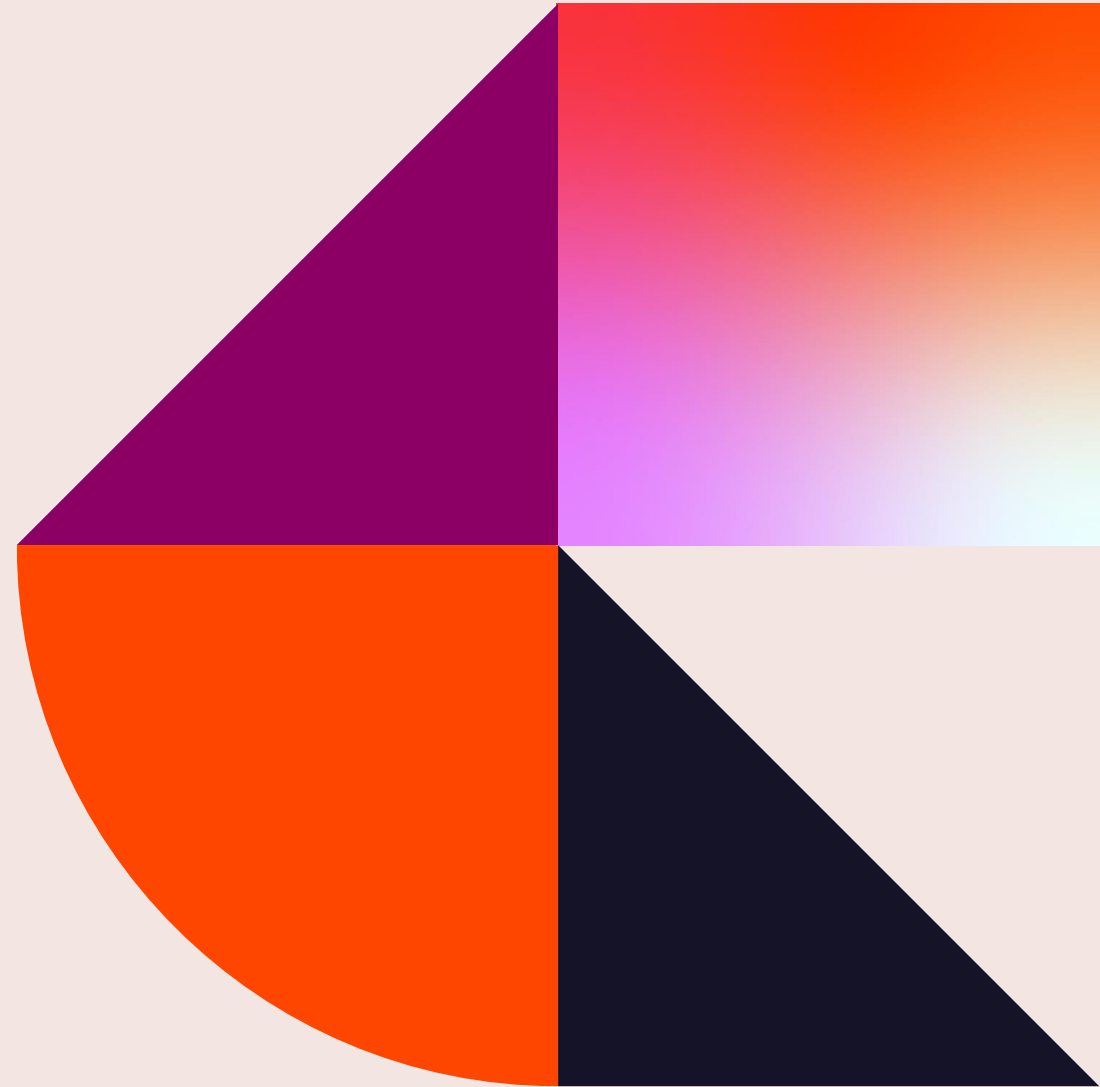
Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

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# Information Sources & Language Preferences



# Local TV, YouTube & 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.

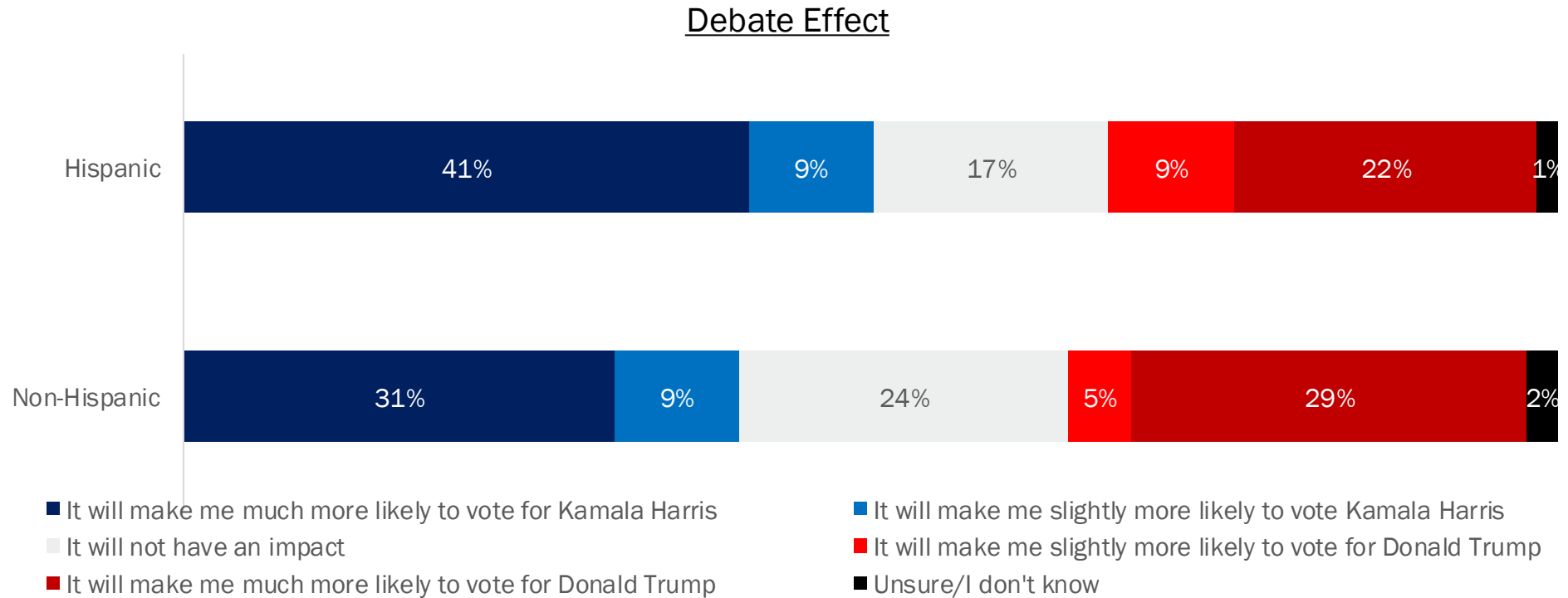
## Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Local Television	53%	50%	TikTok	24%	16%
YouTube	49%	34%	Radio	23%	19%
National Television (like network programs or cable news)	44%	50%	Newspapers	21%	26%
Facebook	36%	33%	Podcasts	21%	18%
Debates	34%	29%	Snapchat	10%	5%
Instagram	34%	19%	Magazines	8%	9%
Family	29%	27%	School	7%	4%
Friends	27%	26%	Community organization	5%	5%
X, formerly known as Twitter	26%	18%	Religious organization/Church	4%	5%
Online publications	24%	24%	None of these	2%	2%

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

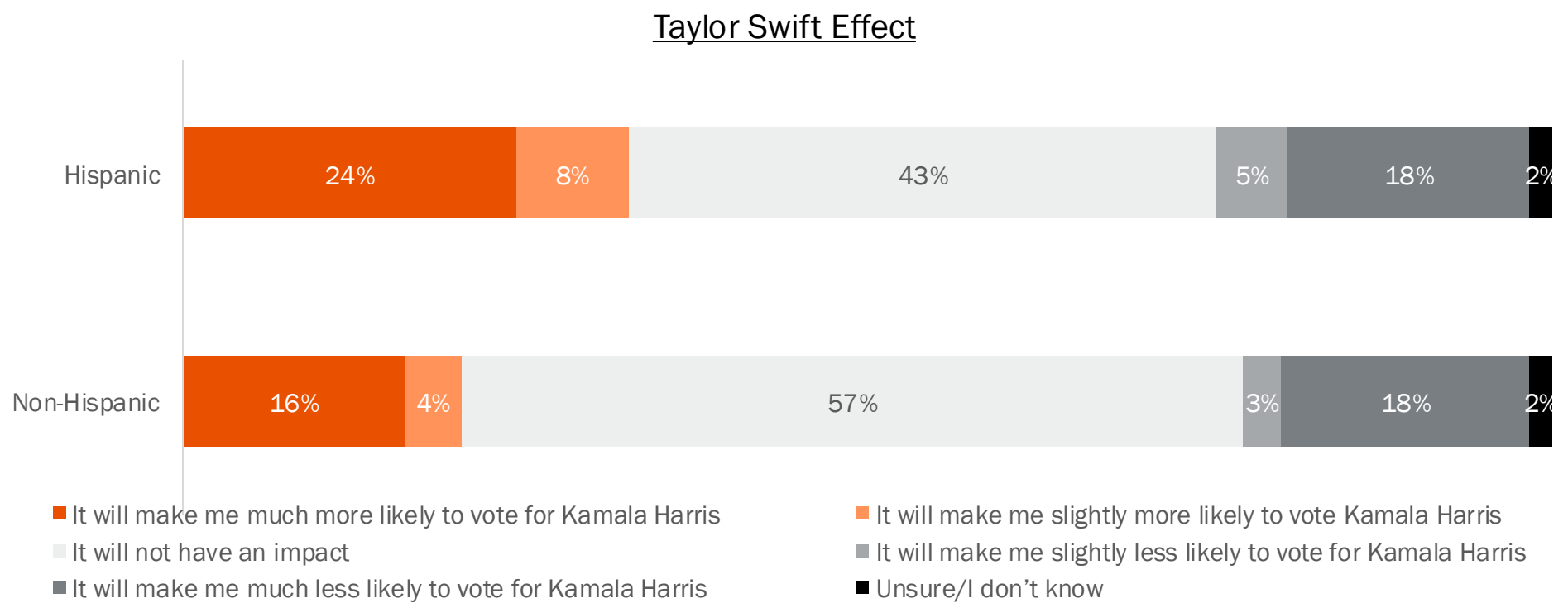
# Debate Effect

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



# Taylor Swift Effect

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

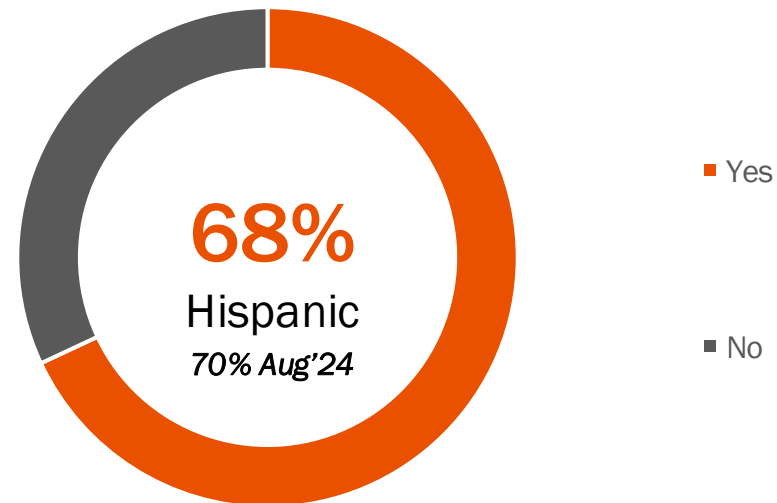


Among likely voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of September 2024

# Spanish-Language News Viewers & Streamers

Do you watch or stream Spanish-language news?

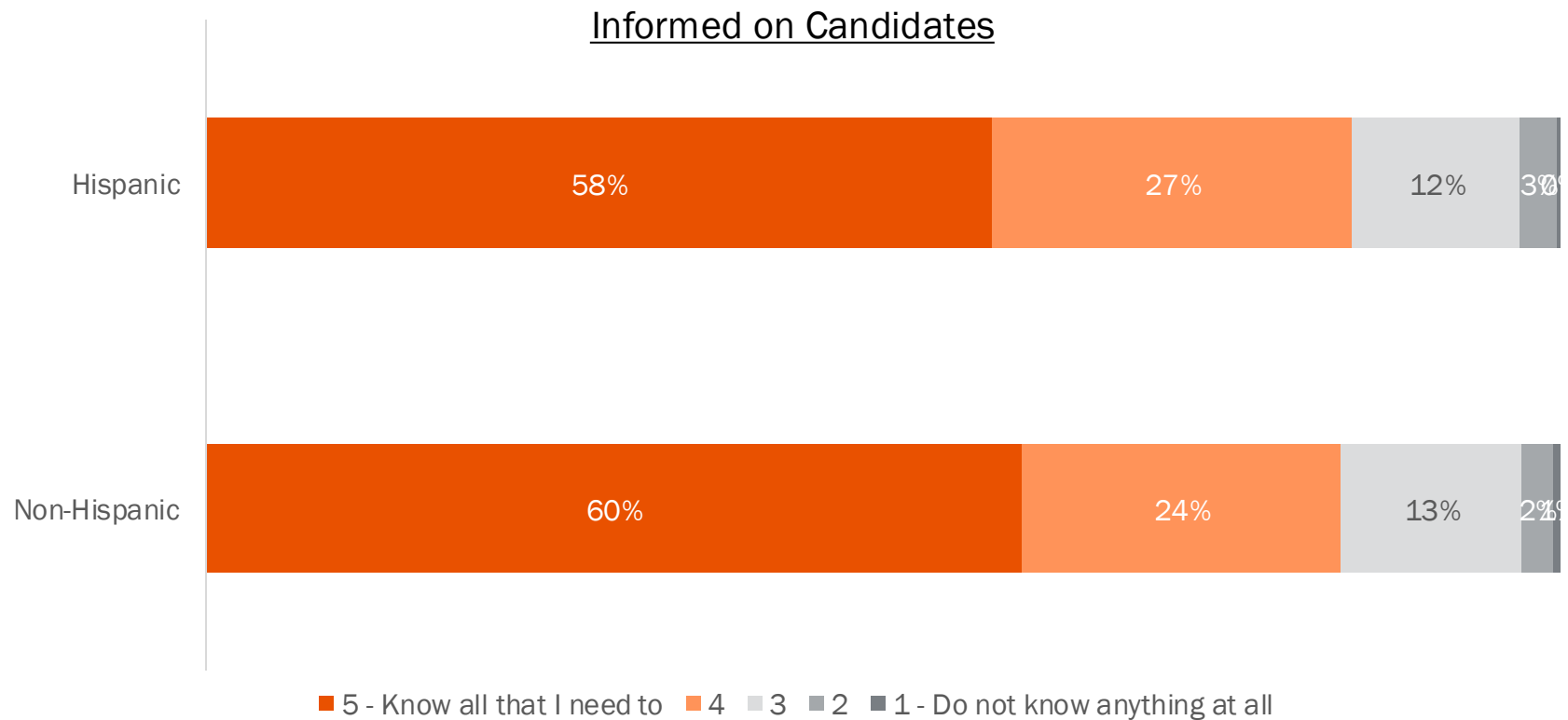
## Spanish-Language News Viewers & Streamers





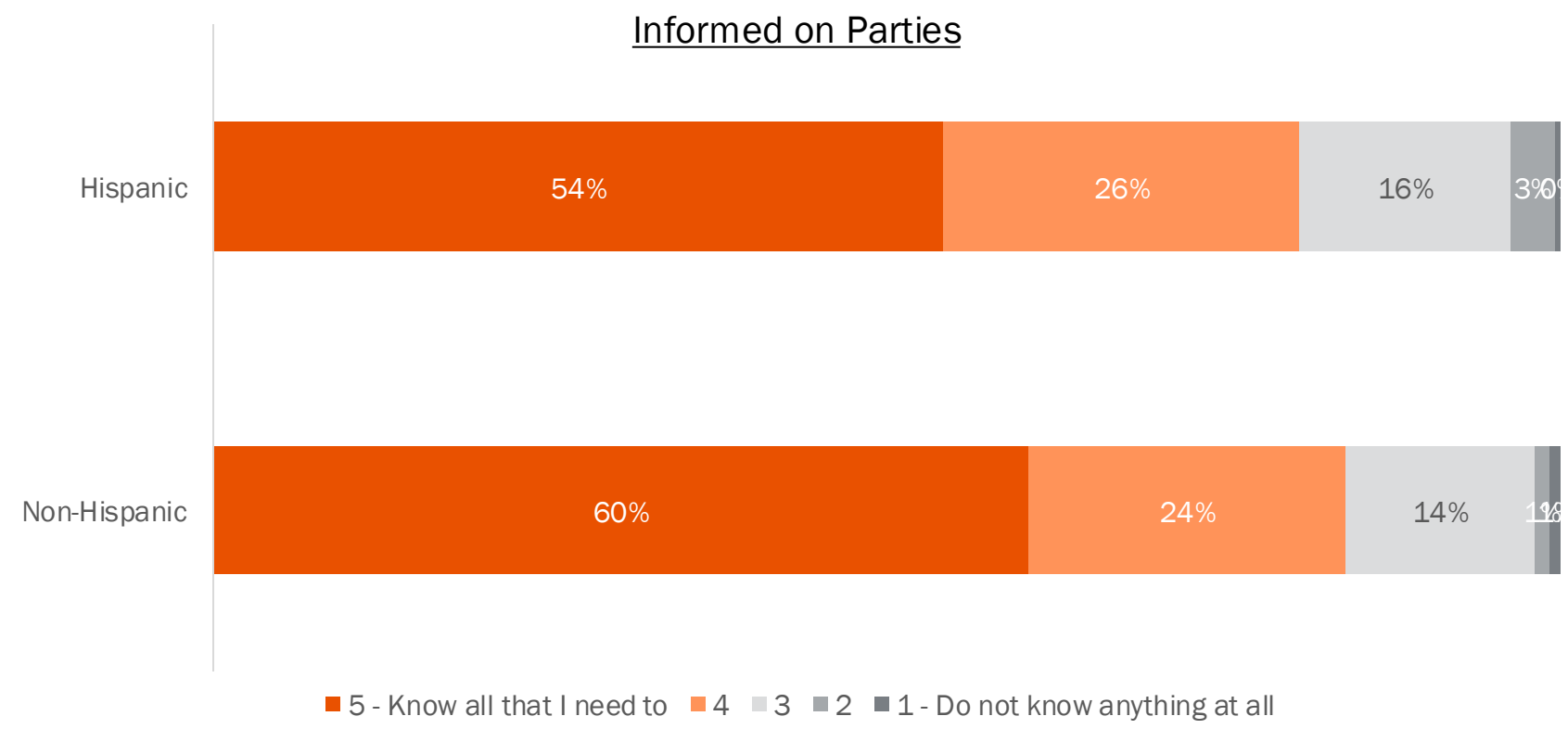
# 42% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

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?



# 46% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

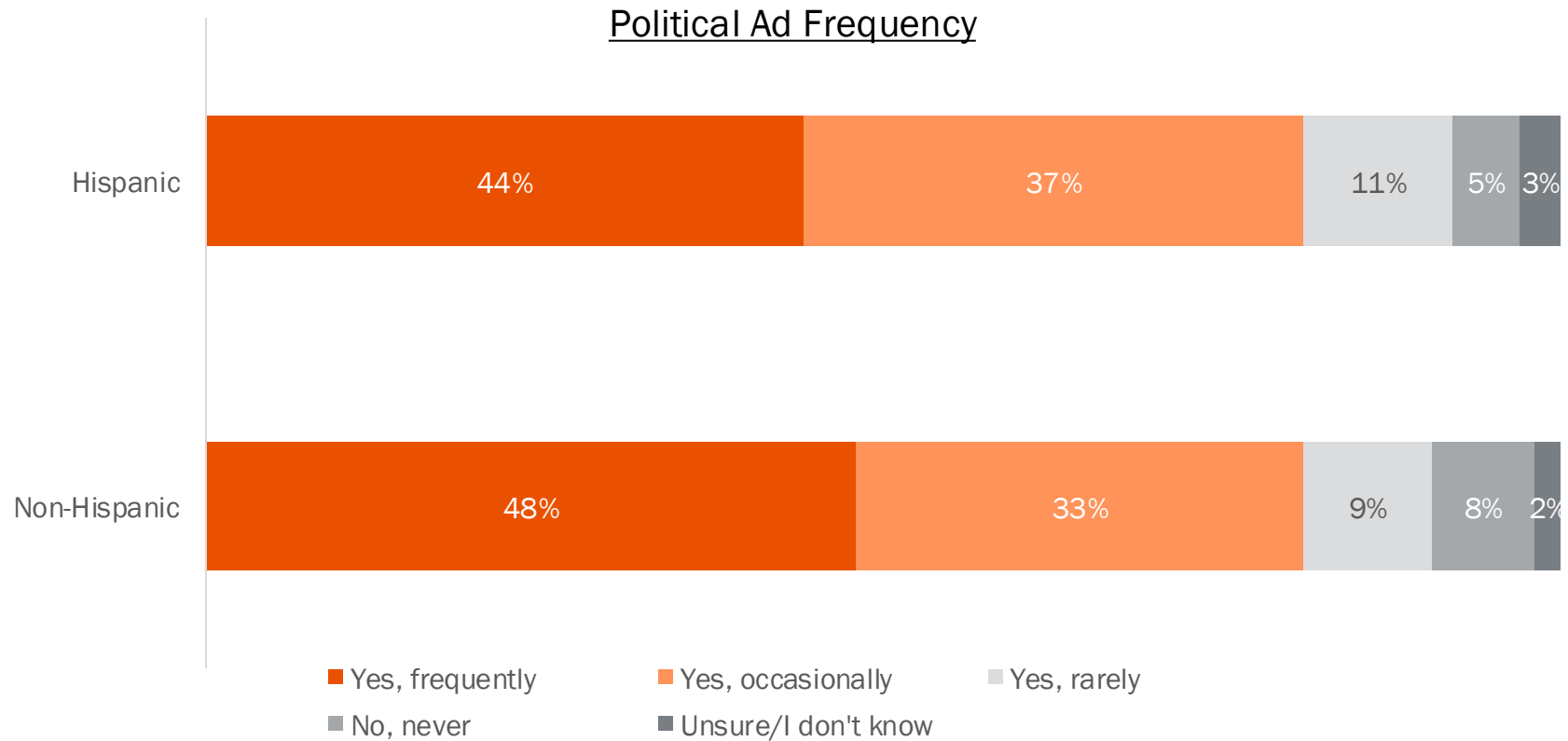
Do you think that you know enough now about where the political parties stand on the issues most important to you to confidently make a voting decision?



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

# 53% 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 September 2024



# Messaging in Spanish is *Powerful* and *Connects*

# 66%

**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*

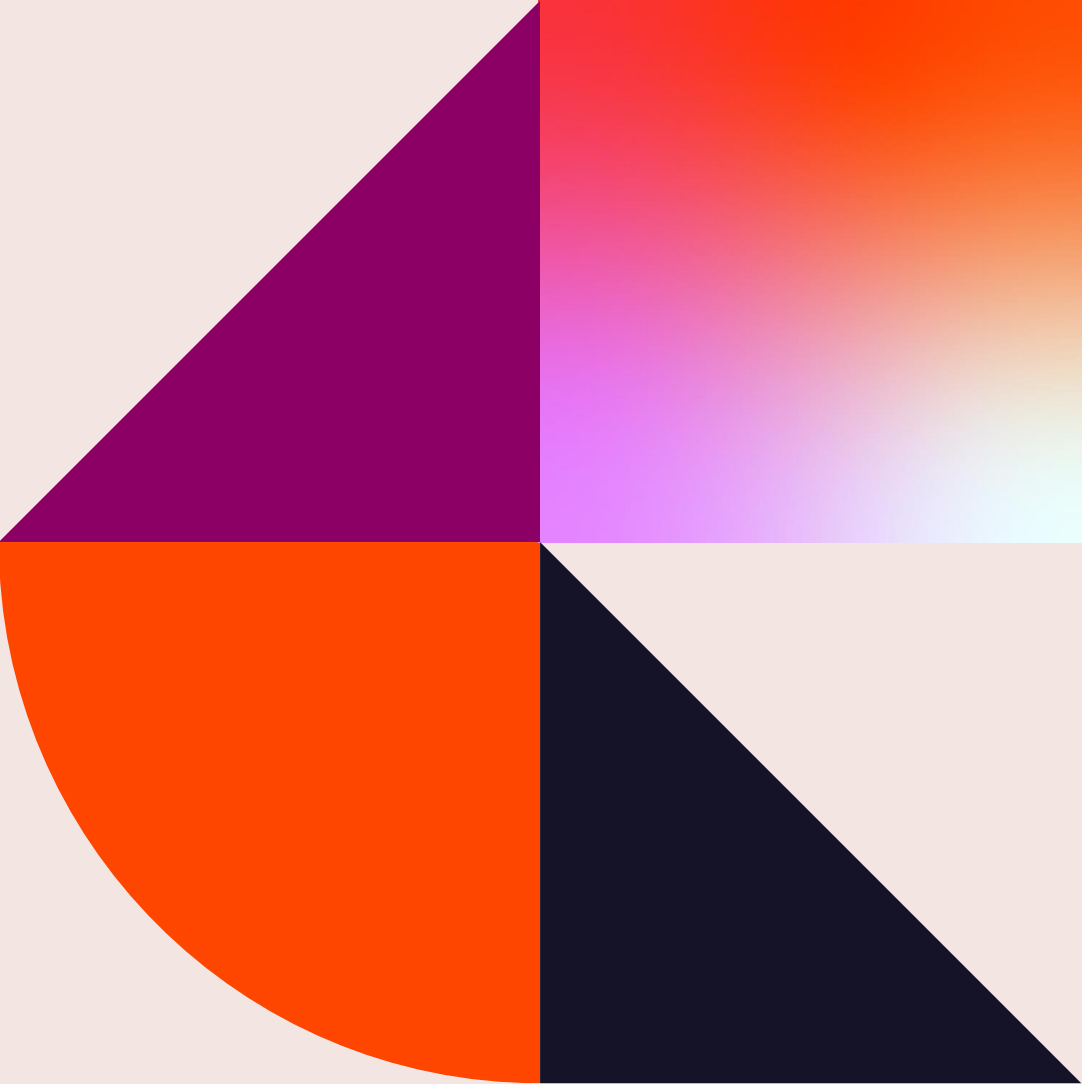
# 56%

**OF HISPANICS AGREE**

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

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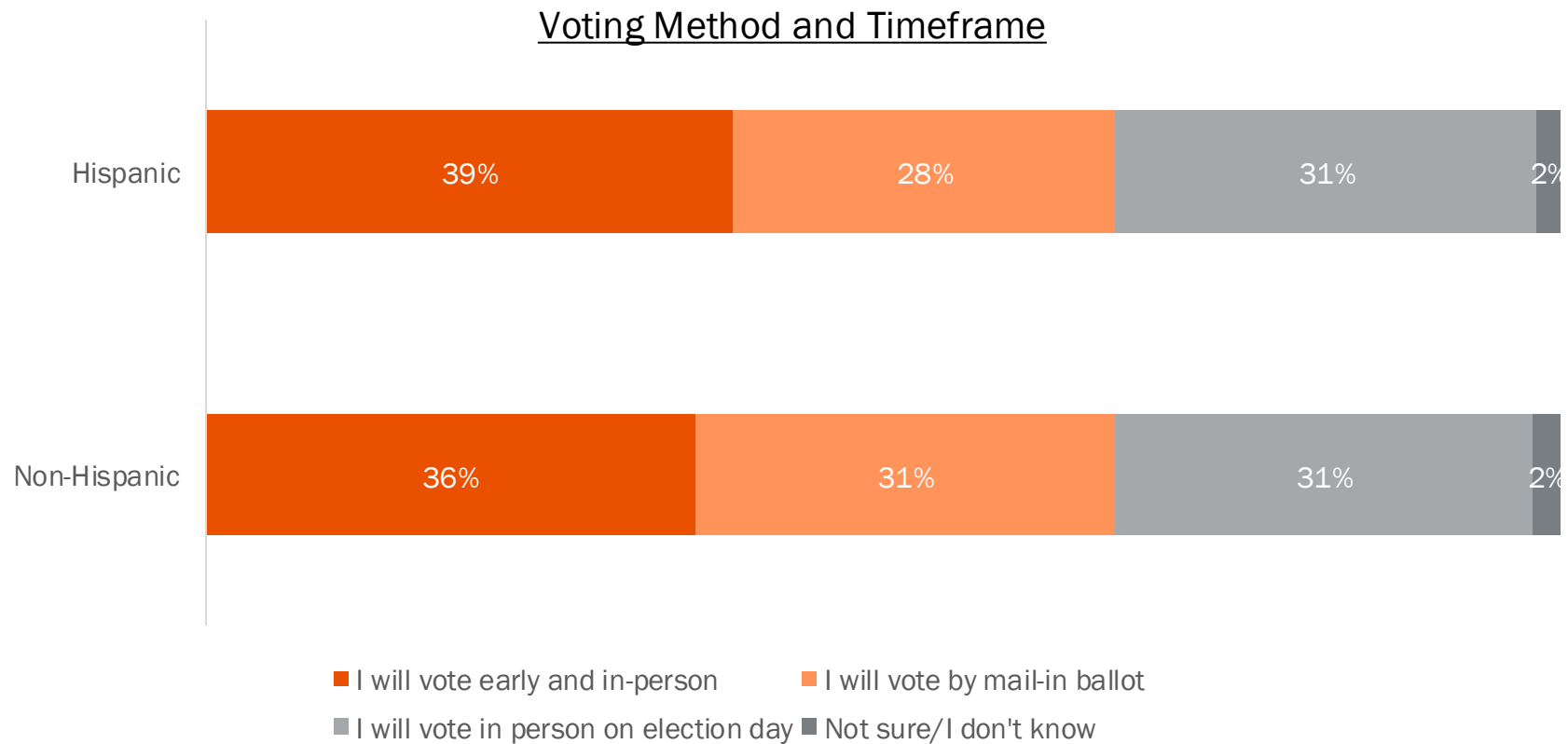
# Voting & Campaign Information



# Voting Method and Timeframe

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

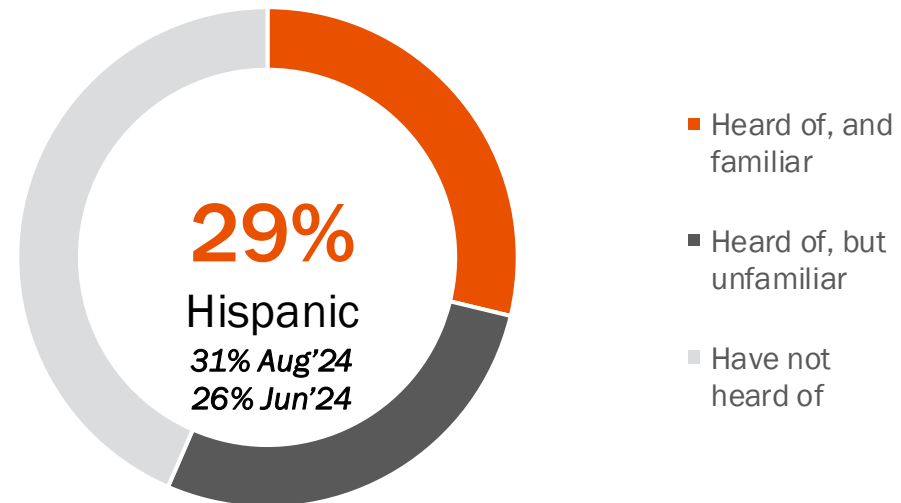
How do you plan to vote in the General election?



# Vota Conmigo Familiarity

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

## Vota Conmigo Familiarity





# Gracias

Televisa  
Univision

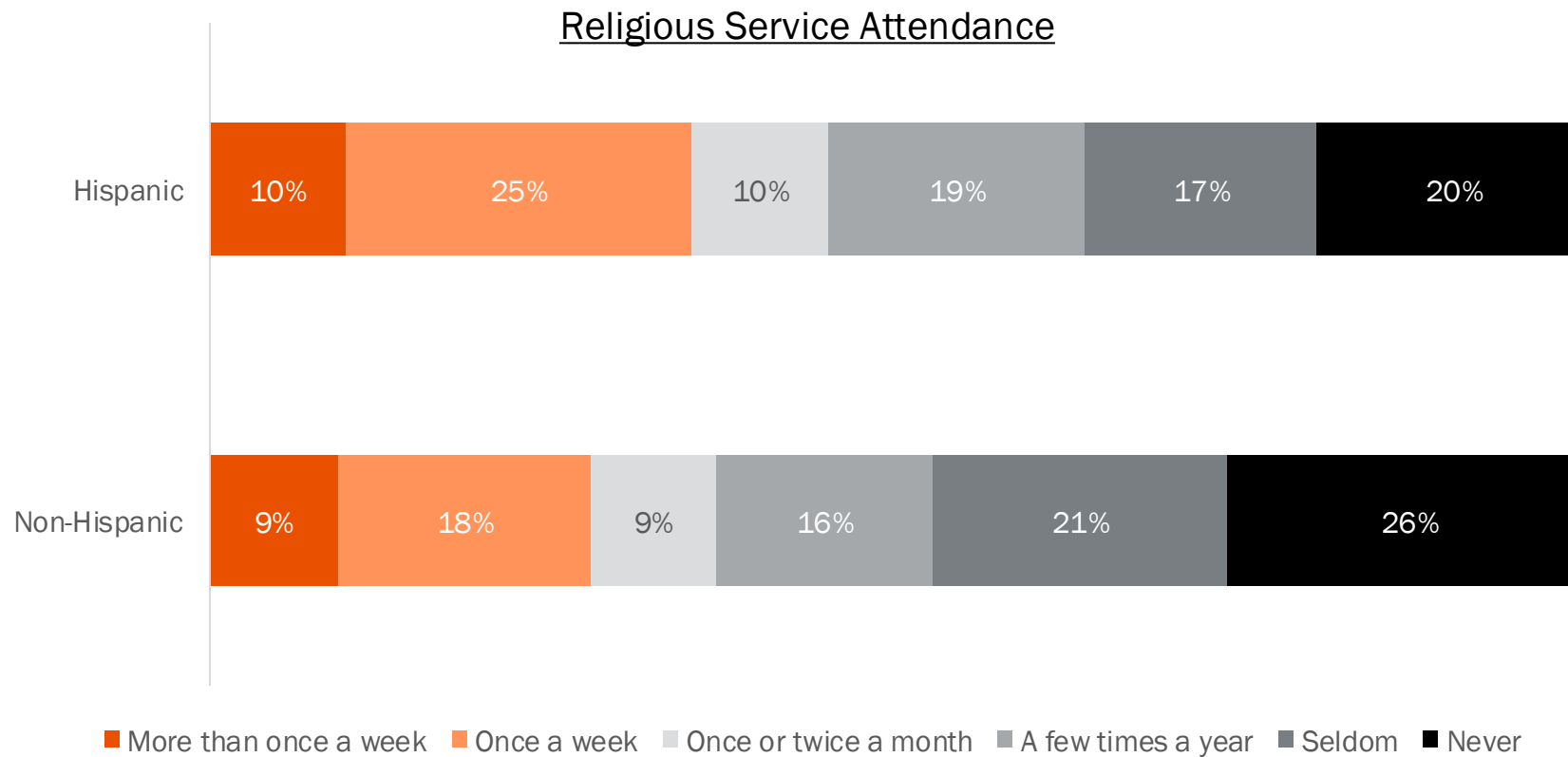
Consumer  
Strategy & Insights



# APPENDIX

# Religious Service Attendance

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



# Political Campaigning

How much do you agree or disagree with the following statements? [Political Campaigning]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I feel that candidates and their campaigns are making a strong effort to win my vote	66%	7%	66%	10%
I appreciate being personally contacted, by phone or by knocking at my door by a political party, candidate or organization that is looking to influence my vote	33%	45%	22%	56%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

# Ballot Language Preference

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

Ballot Language Preference

