

GEORGIA

Georgia's Hispanic Community

Georgia Hispanics
Are
YOUNGER

36 Hispanic
median age
vs 47 for Non-Hispanic

Lower Hispanic
Median Household
Income

\$45,955
vs \$88,977 for
Non-Hispanic

Larger Hispanic
Households

4.1 Median
Persons per HH
vs 3.2 for Non-Hispanic

More Likely to
Have Children in
Household

61% Kids <18
in HH
vs 36% for Non-Hispanic

More Likely
Renting Their
Homes

54% Rent
where they live
vs 29% for Non-Hispanic



TU & Media Predict
2024 Presidential Tracker

Georgia
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 1,037 likely voters ages 18+

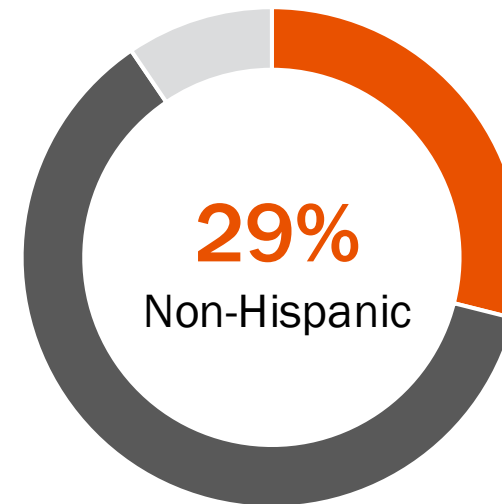
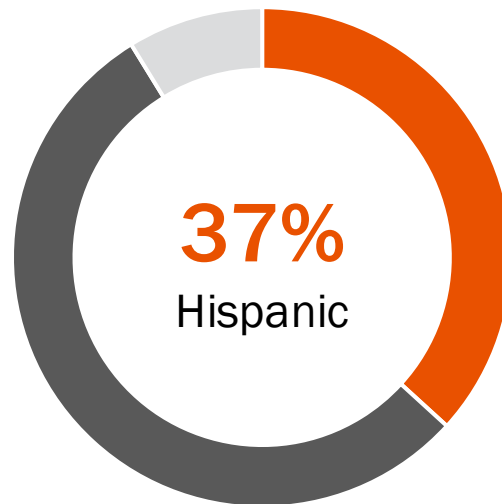
<p><u>A18+</u></p> <p>417 Hispanic (311 SpanDom/Bilingual)</p> <p>620 Non-Hispanic</p>
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- In field 7/15/2024 – 7/28/2024
- Weighted to the registered voter universe by age, gender, education, and political party affiliation. Results from full survey have a margin of error of plus or minus 4.9% for Hispanics and 4.0% for Non-Hispanics.
- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

Only 37% of Hispanics Believe U.S. is Headed in the Right Direction

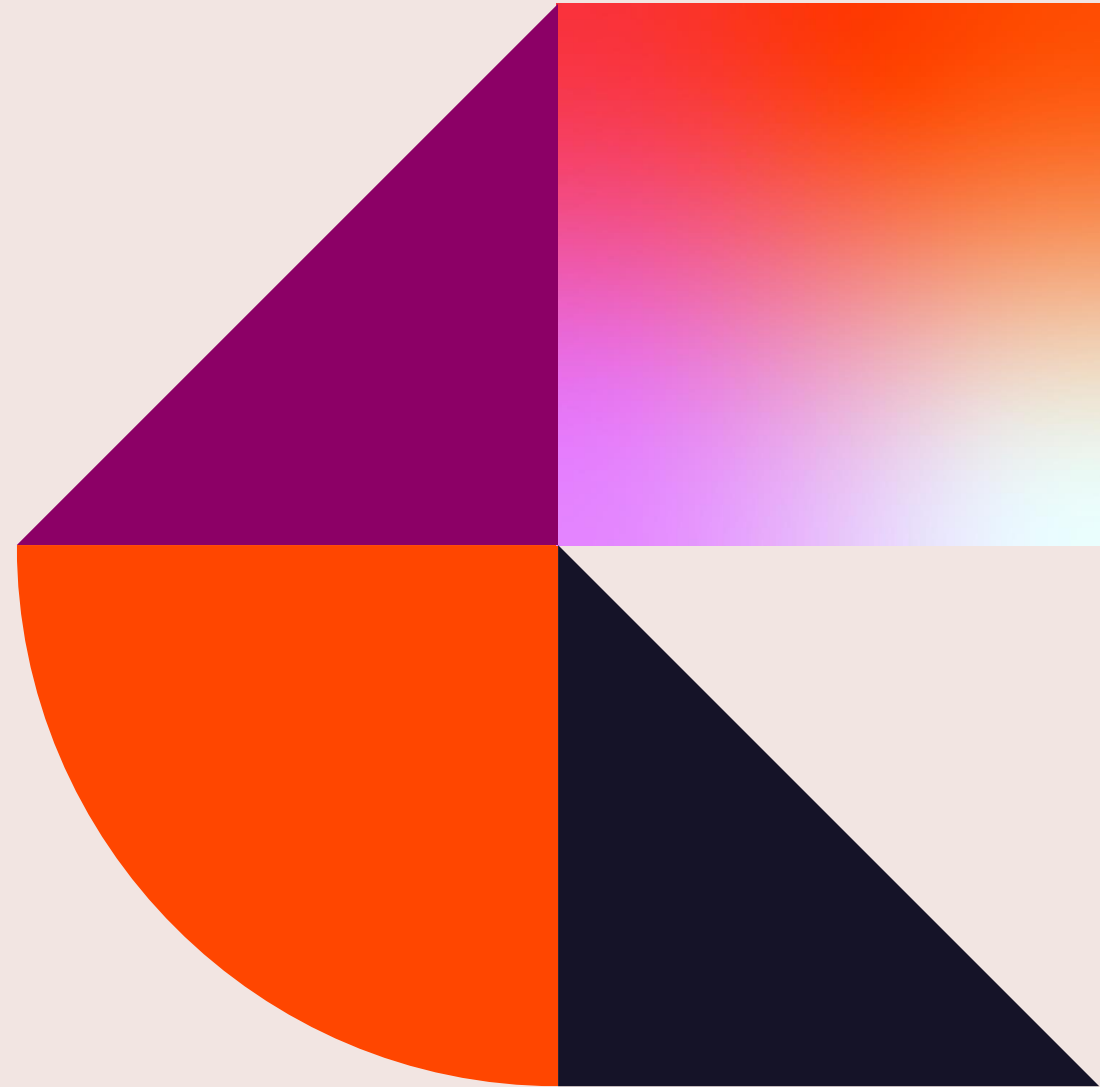
In general, do you believe that the United States is headed in the right direction, or has it gone off on the wrong track?

US Right or Wrong Track



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

General Election Polling



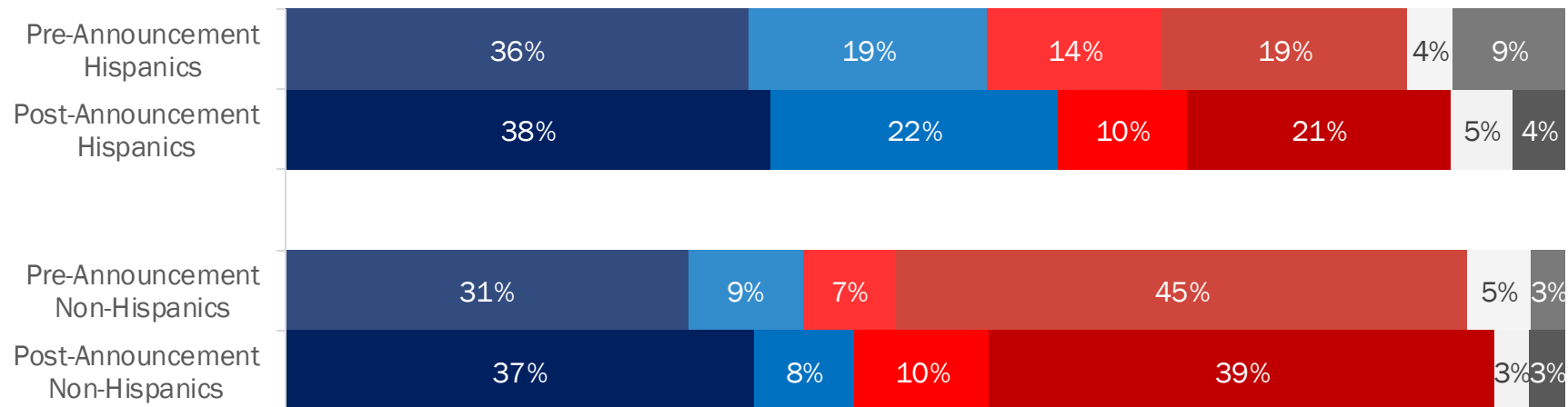
Matchup: Biden/Harris vs Trump

- AFTER ANNOUNCEMENT, DEMOCRATS INCREASED LEAD AMONG HISPANICS (TOP BOX), NOW HIGHER THAN NON-HISPANICS

- 36% OF HISPANICS UP FOR GRABS (32% NOT DEFINITE, 4% UNSURE)

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

Presidential Matchup



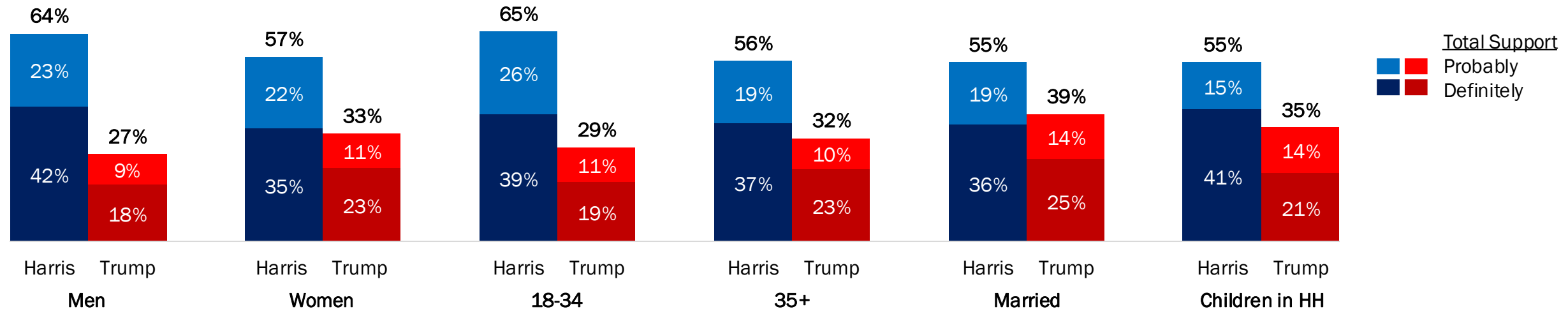
■ Definitely Biden/Harris (D)
 ■ Probably Biden/Harris (D)
 ■ Probably Donald Trump (R)
 ■ Definitely Donald Trump (R)
 ■ Someone else
 ■ Unsure/I don't know

Candidate Support Among Hispanics

- TRUMP'S STRONGEST SUPPORT AMONG MARRIED PEOPLE
- HARRIS' STRONGEST SUPPORT AMONG ADULTS 18-34

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?

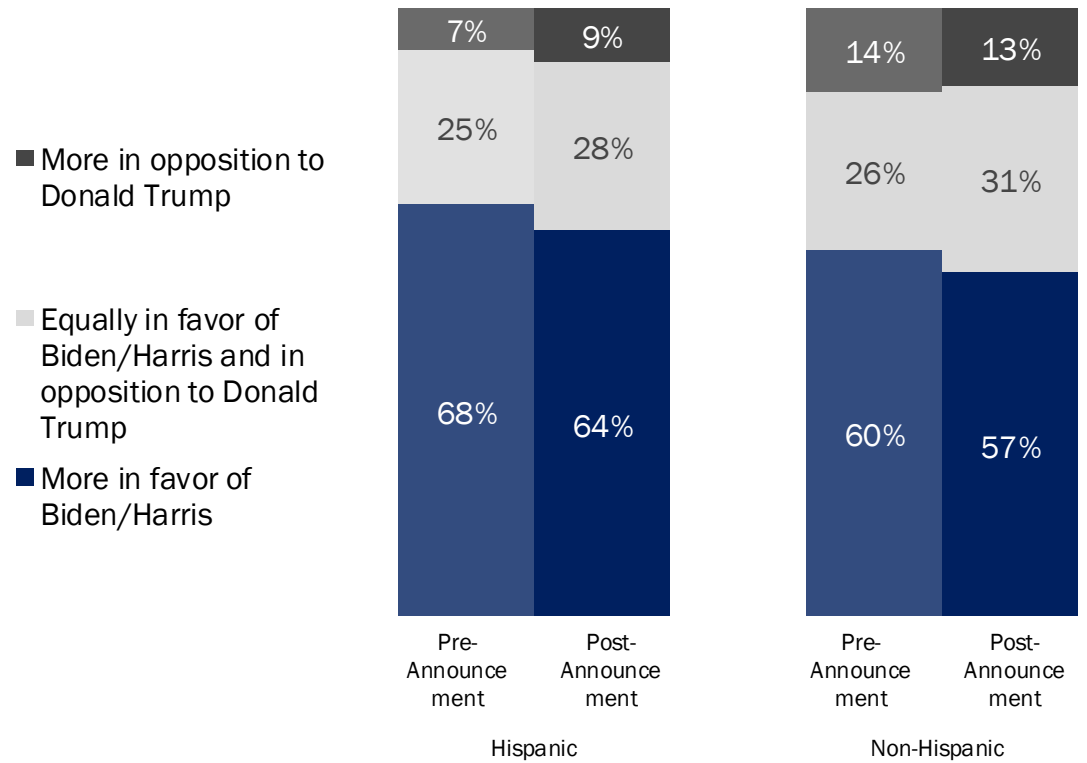
Presidential Matchup



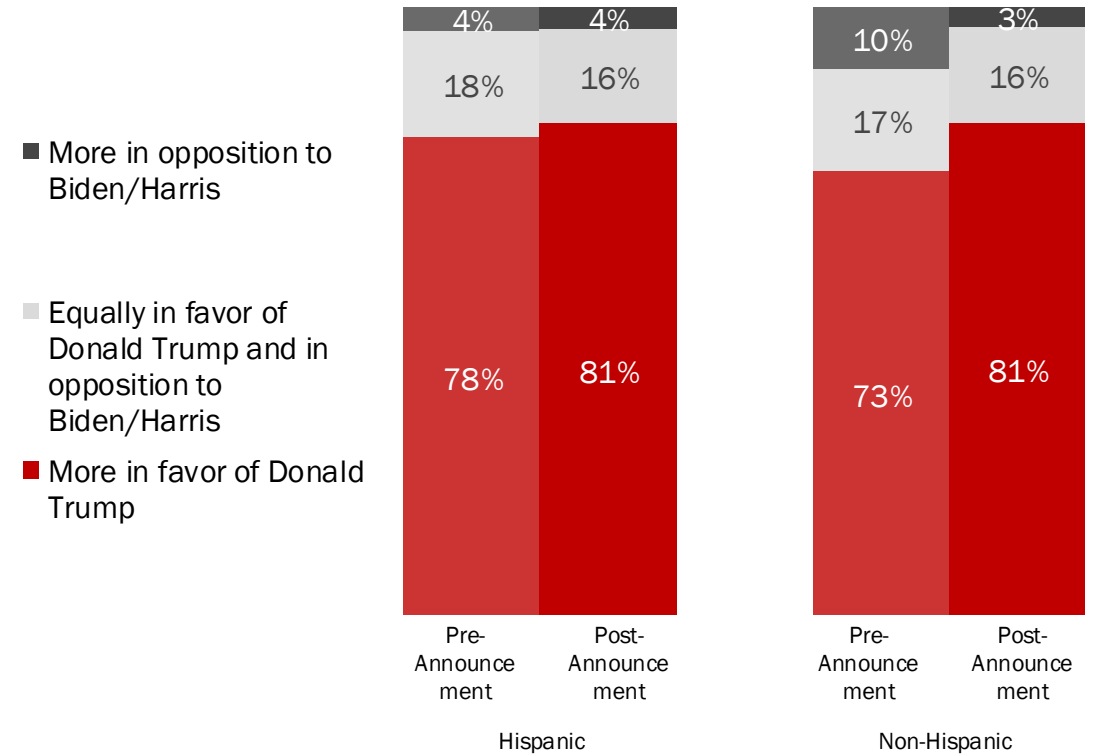
Trump Voters Are More Enthusiastic

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 Biden: Favor Biden/Harris or Oppose Trump



Voting Trump: Favor Trump or Oppose Biden/Harris



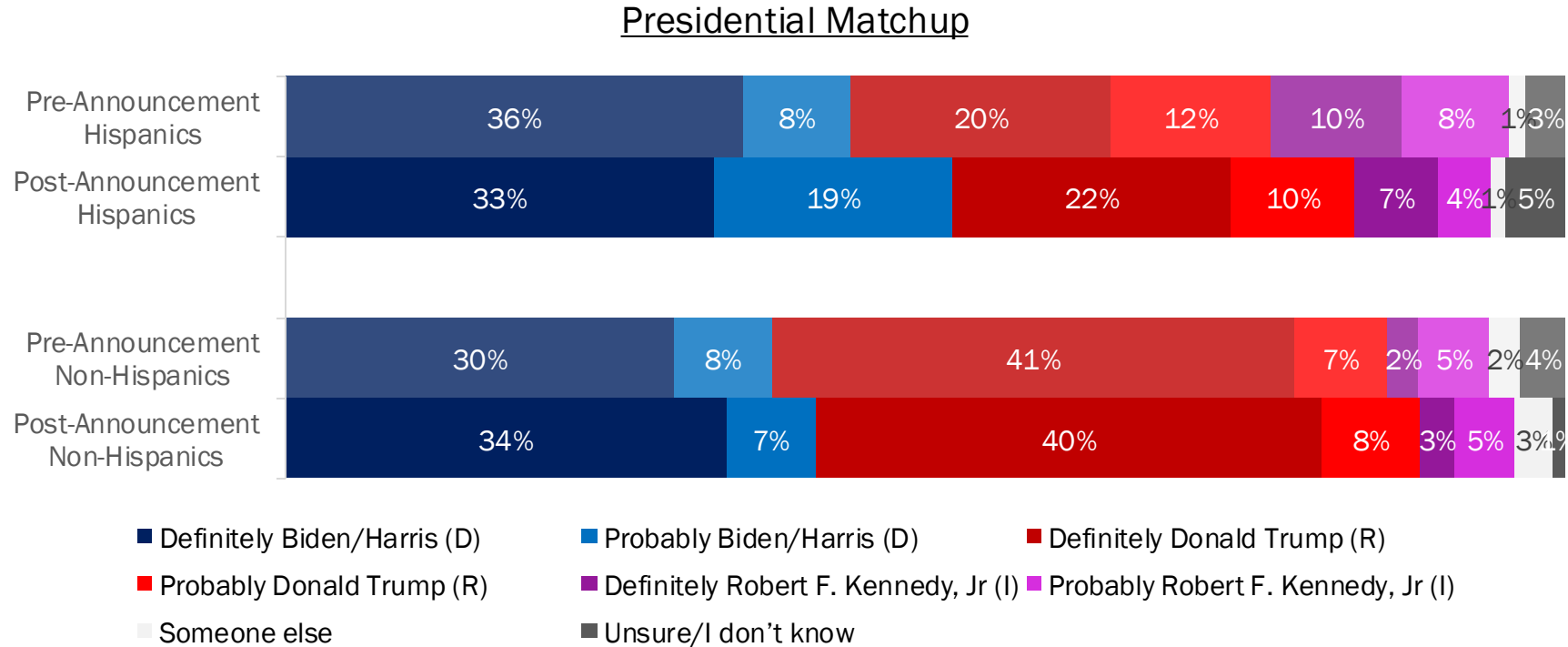
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of July 2024

Matchup Shift: Biden/Harris vs Trump vs Kennedy

- AFTER ANNOUNCEMENT, DEMOCRATS DECREASED LEAD AMONG HISPANICS (TOP BOX), NON-HISPANICS INCREASED

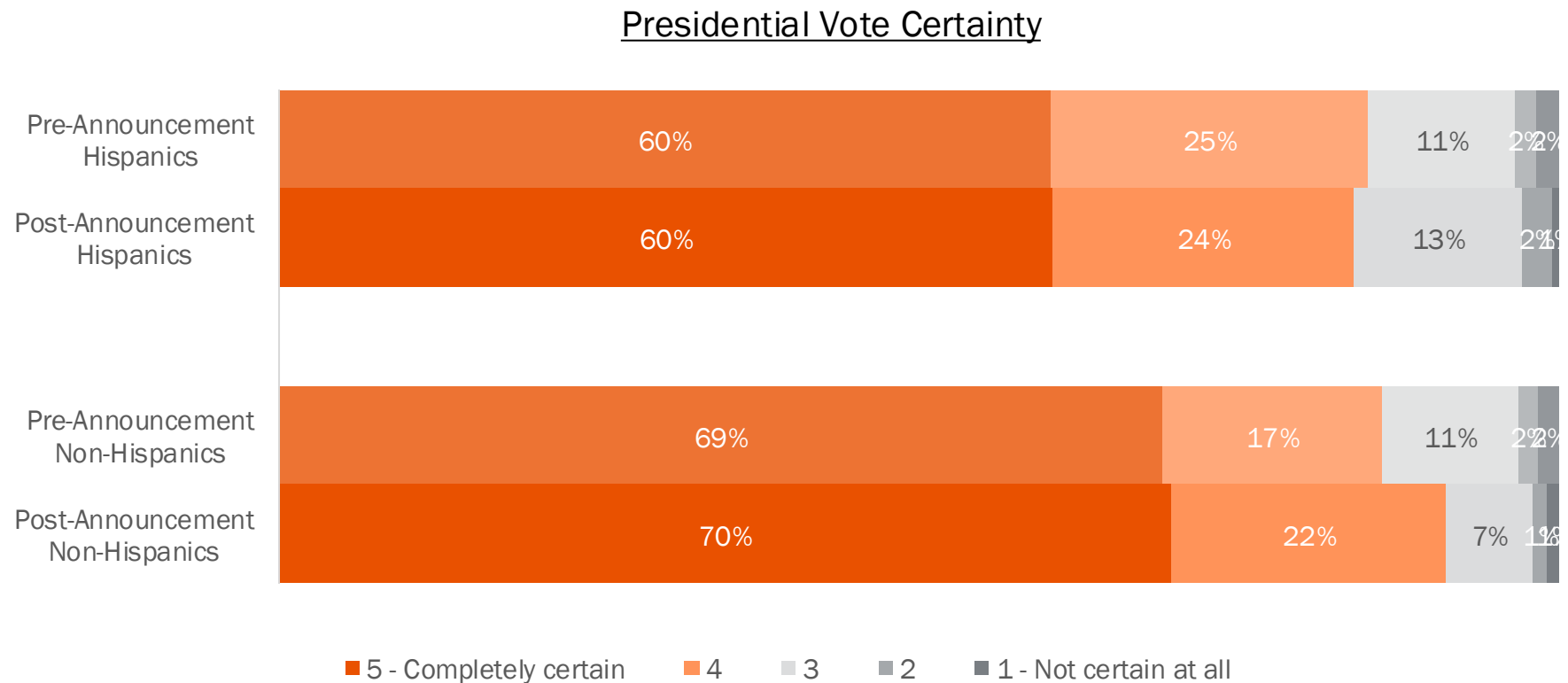
- KENNEDY'S SUPPORT (TOP BOX) DECREASED AMONG HISPANICS POST-ANNOUNCEMENT

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?



After announcement, 40% of Hispanics remain not completely certain of candidate choice

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



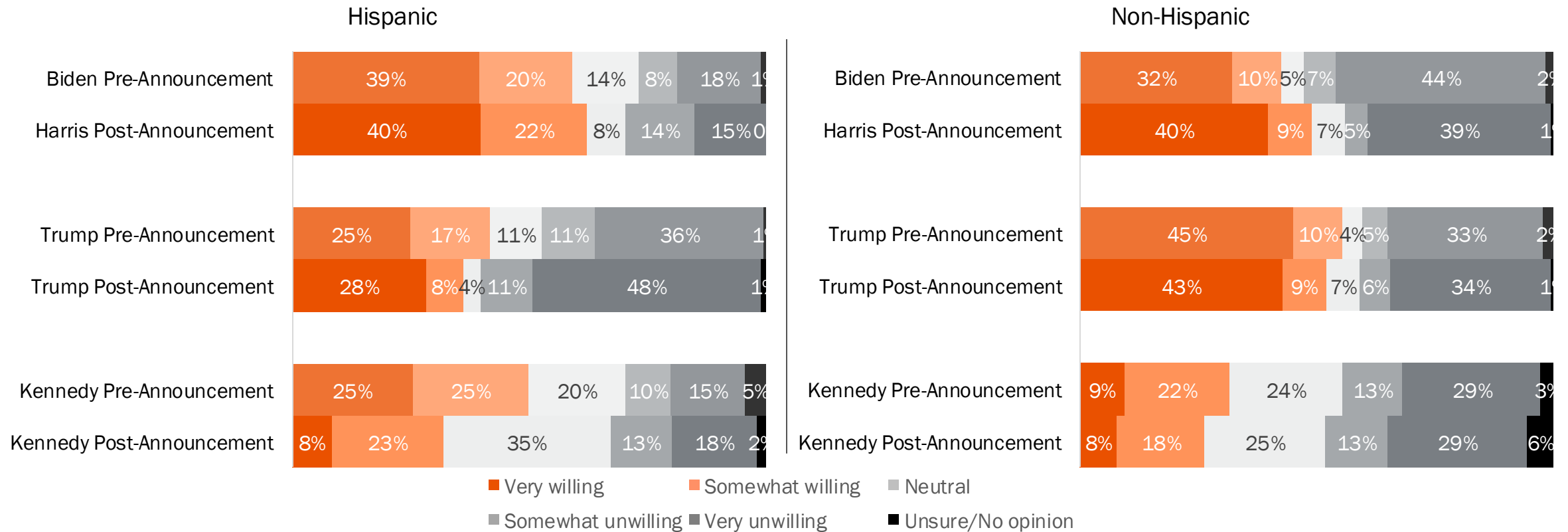
Willingness to Vote Top Box:

Hispanics: Harris increases, Trump increases, Kennedy declines

Non-Hispanics: Harris increases, Trump and Kennedy decline

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

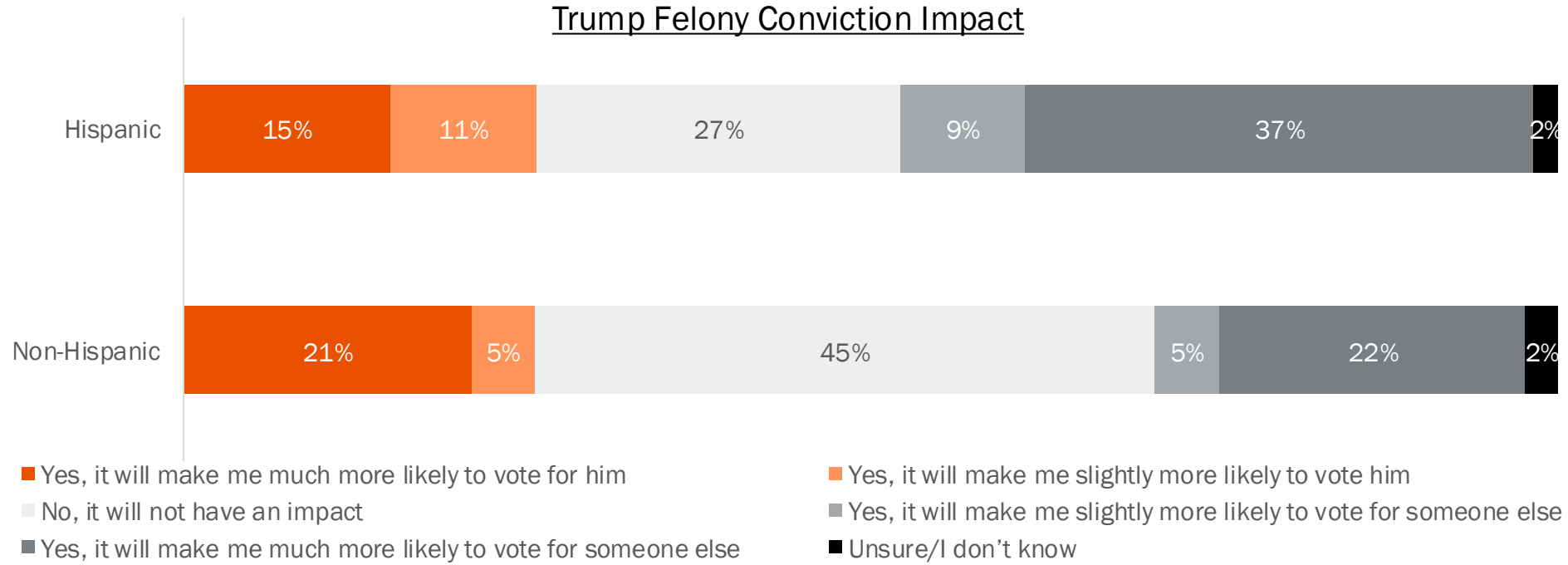
Candidate Vote Willingness



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

Trump Felony Conviction

Thinking again about the upcoming election will Donald Trump's felony convictions in New York affect how you vote?



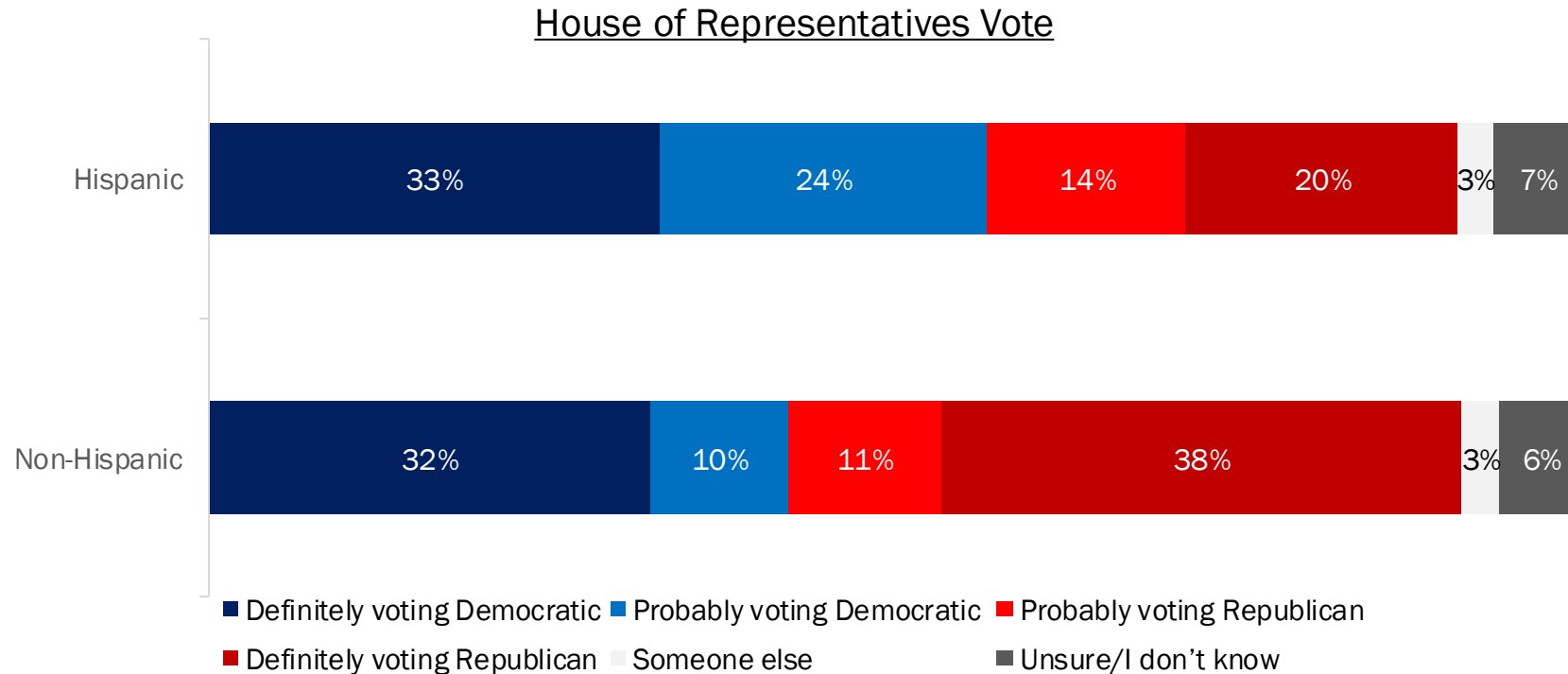
How much do you agree or disagree with the following statements? [Trump Conviction]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The jury decision to convict Donald Trump of multiple felonies in New York was correct	62%	20%	43%	38%
The recent felony trial of Donald Trump in New York was conducted fairly	55%	22%	41%	39%

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

House of Representatives Vote

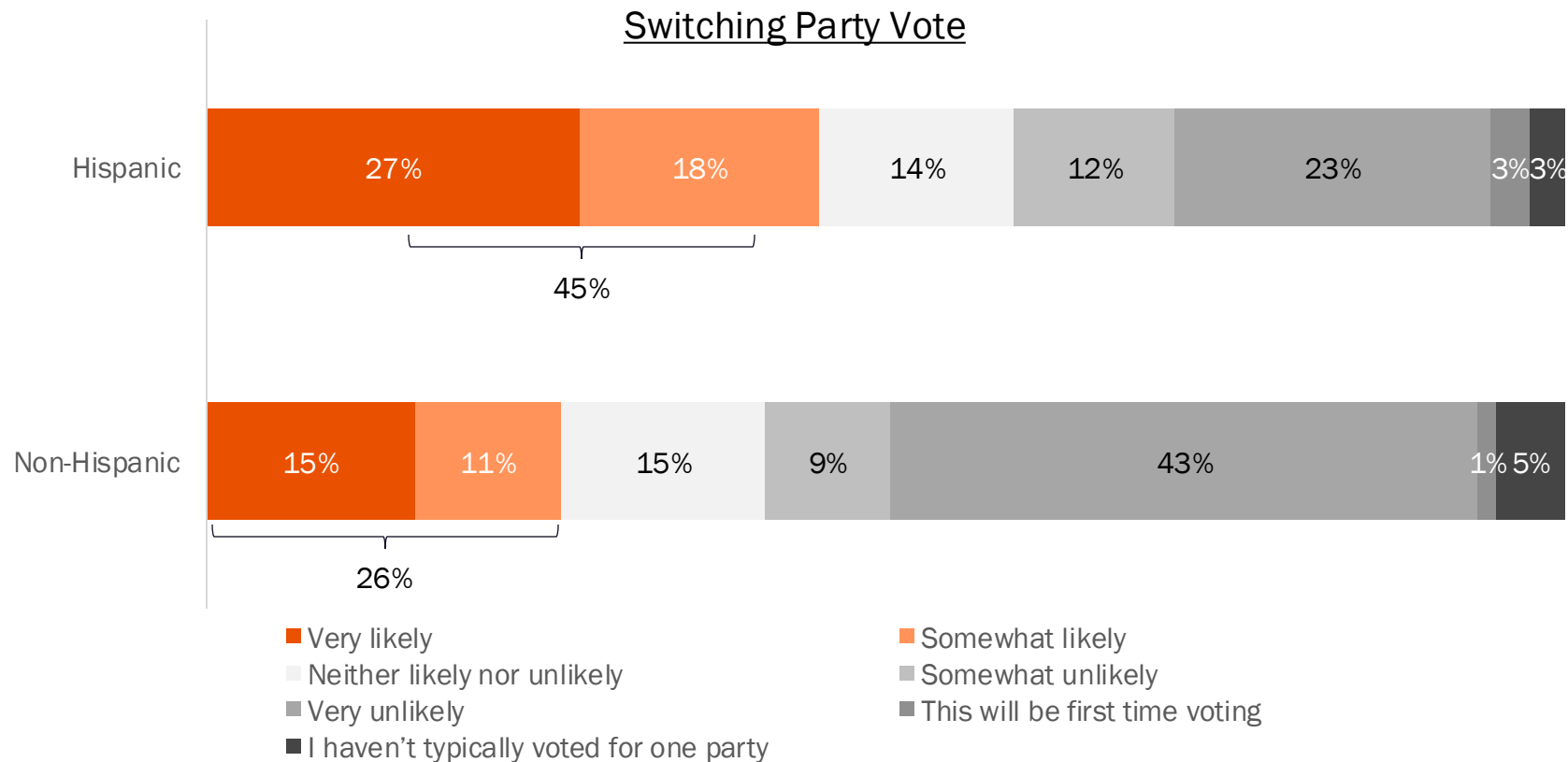
- DEMOCRATS FAVORED BY HISPANICS, HIGHER THAN NON-HISPANICS
- 45% OF HISPANICS UP FOR GRABS (38% NOT DEFINITE, 7% UNSURE)

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

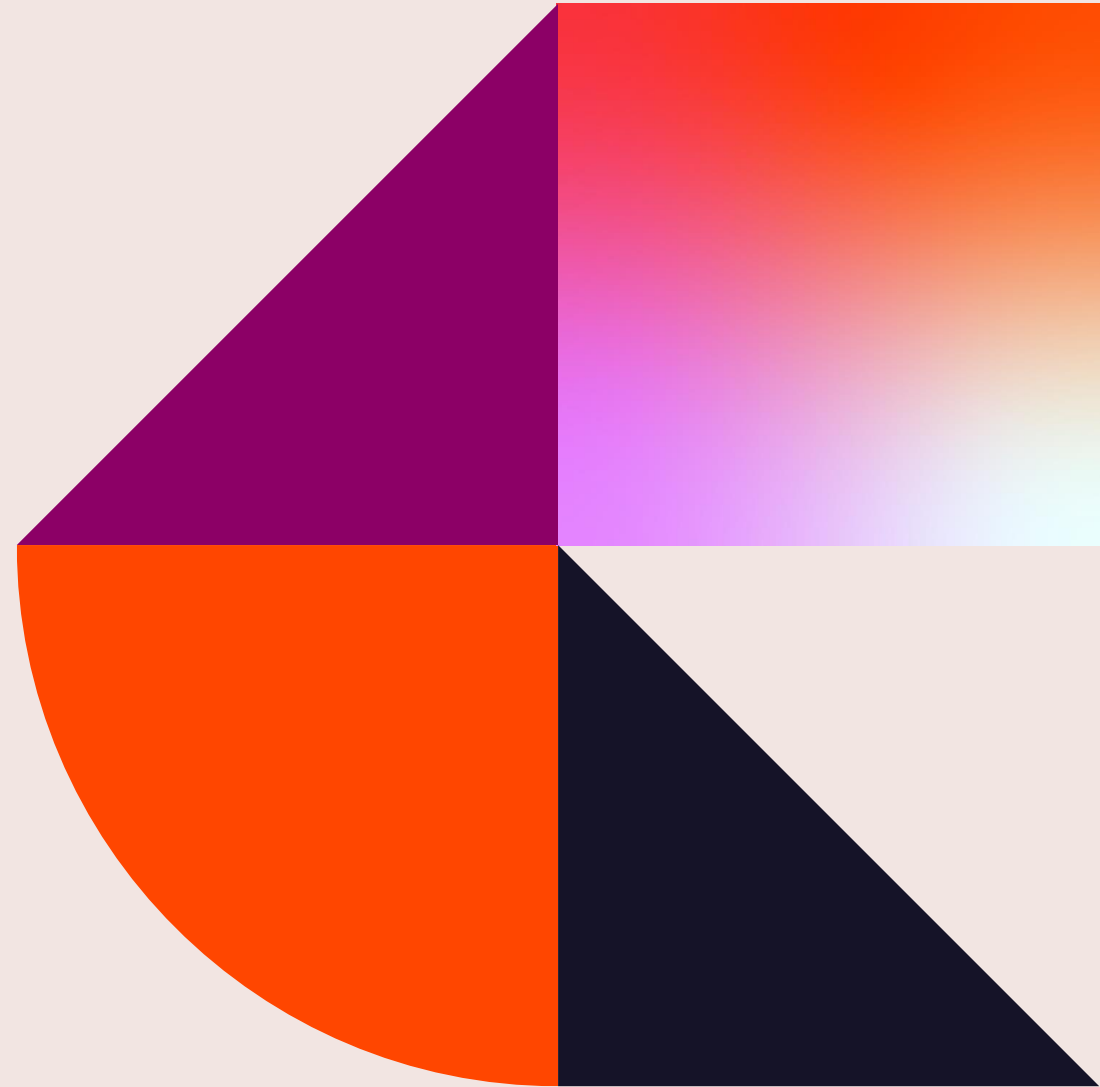


Hispanics More Likely than Non-Hispanics to be Crossover Voters This Election

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?



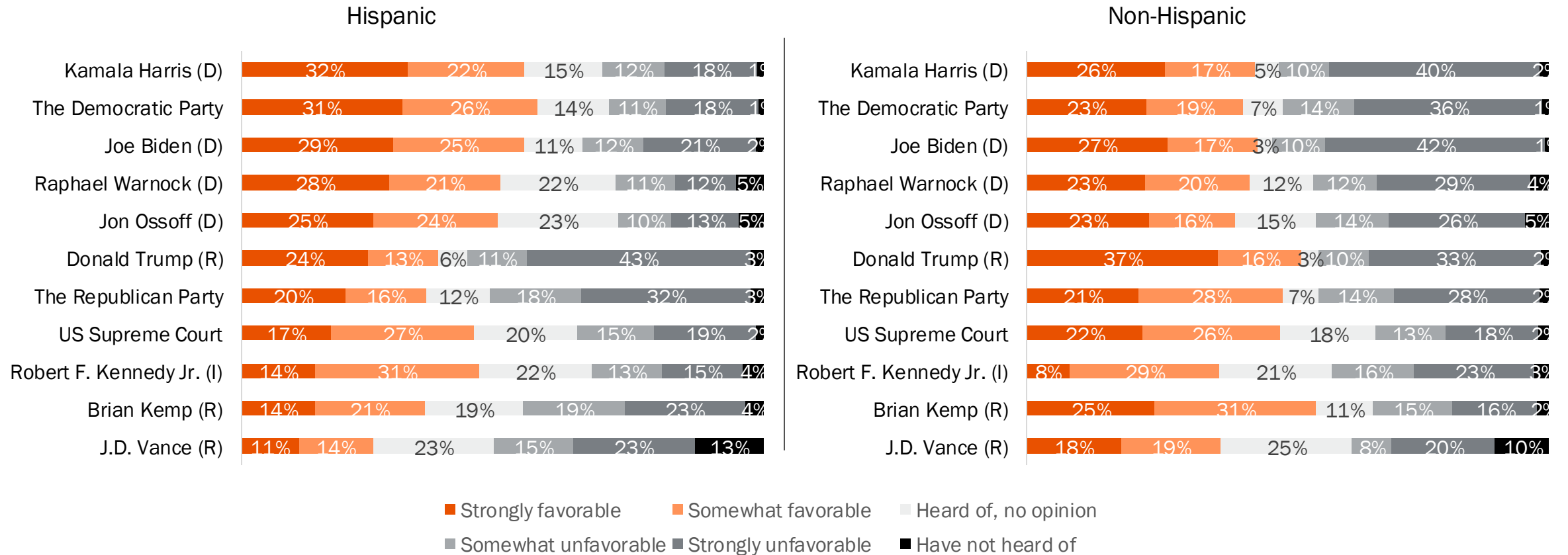
Favorability & Job Approval



Favorability

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

Favorability



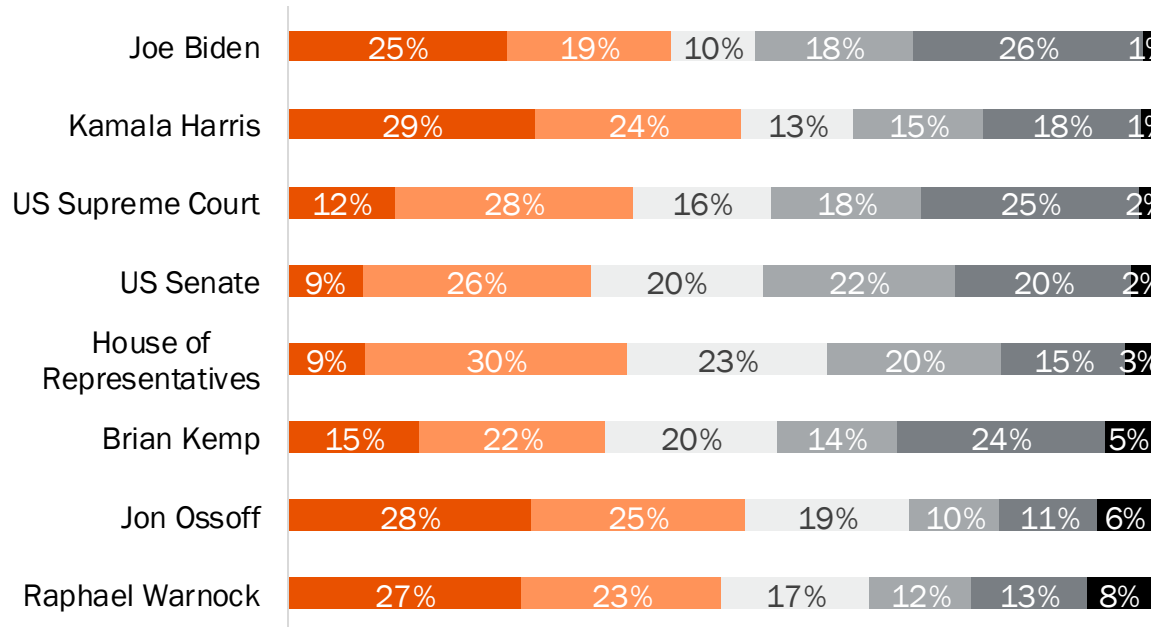
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of July 2024

Job Approval

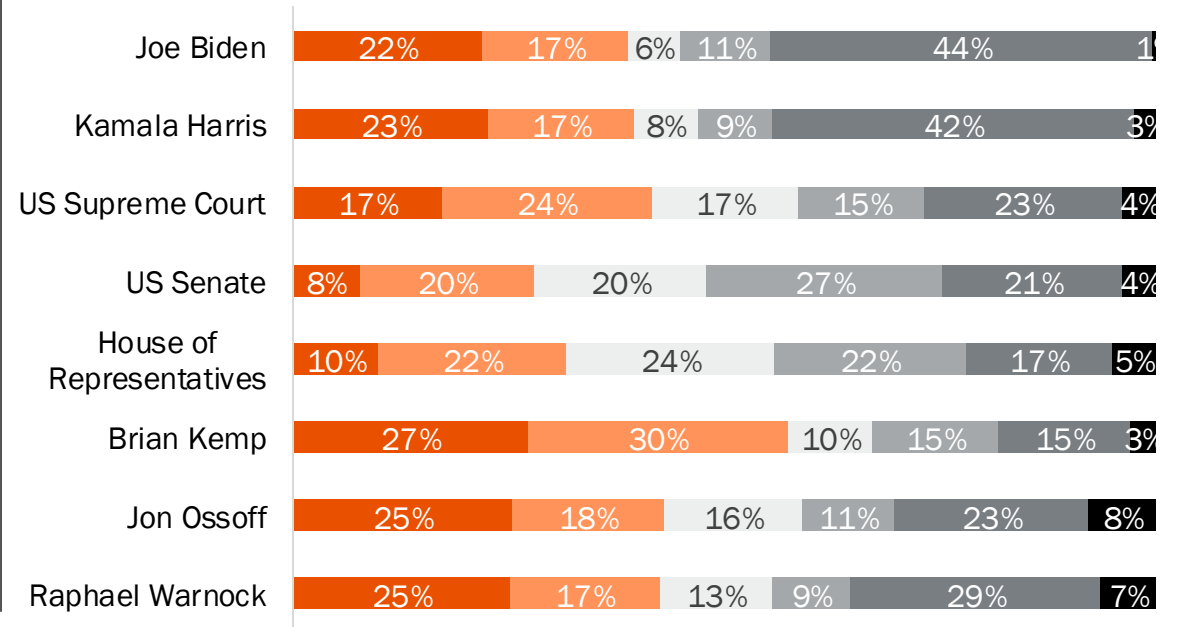
Do you approve or disapprove of the way [x] is handling their job?

Job Approval

Hispanic



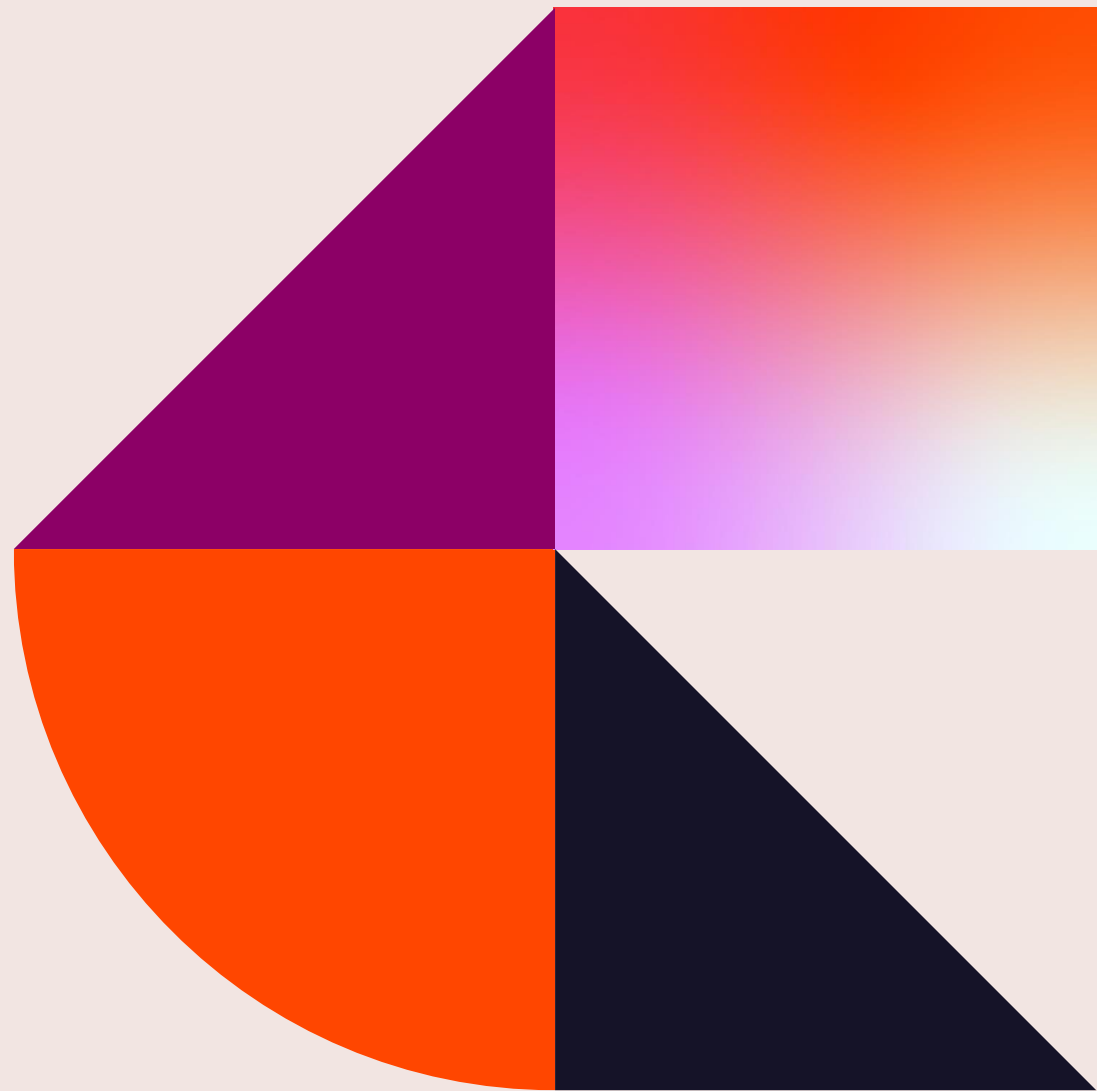
Non-Hispanic



■ 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 July 2024

The Issues



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

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

Issue Importance TopBox

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Cost of living	70%	74%	Race relations	44%	39%
Inflation	66%	70%	Defense / military	42%	49%
Economy / jobs	65%	68%	Immigration	42%	52%
Affordable housing	63%	58%	Gun rights / 2nd amendment	41%	50%
Healthcare	60%	62%	Infrastructure, such as roads and public transportation	41%	40%
Taxes	57%	54%	Foreign policy	38%	37%
Social security / Medicare	54%	63%	Border security	37%	54%
Gun control	53%	45%	Israel/Hamas War	36%	32%
Crime and public safety	52%	60%	Energy policy	36%	39%
Education	51%	52%	Police reform	35%	34%
Opioids / drug abuse	48%	44%	Strengthening law enforcement	34%	46%
Abortion	48%	44%	Russia / Ukraine war	31%	30%
Government spending / deficit	46%	52%	Culture wars	31%	23%
Climate change	46%	38%	U.S. relationship with China	31%	37%
Entitlements / social services reform (Medicare, welfare, etc.)	44%	48%	LGBTQ rights	30%	22%

Top Issues by Hispanic Voter Type

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

Top 10 Issues Among Definitely Biden/Harris Voters	% Hispanic Top Box
Affordable housing	73%
Cost of living	70%
Inflation	67%
Economy / jobs	66%
Gun control	64%
Healthcare	64%
Social security / Medicare	62%
Education	57%
Race relations	57%
Crime and public safety	56%

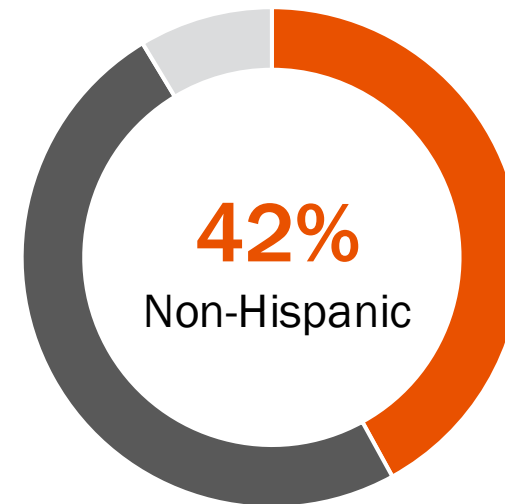
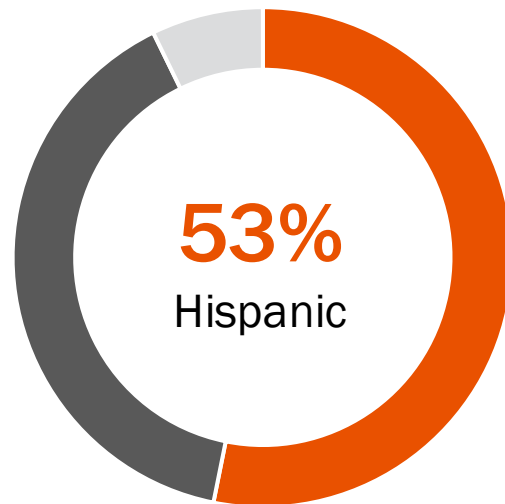
Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	65%
Healthcare	60%
Inflation	60%
Economy / jobs	59%
Affordable housing	55%
Taxes	53%
Social security / Medicare	50%
Opioids / drug abuse	44%
Gun control	44%
Crime and public safety	44%

Top 10 Issues Among Definitely Trump Voters	% Hispanic Top Box
Economy / jobs	78%
Cost of living	75%
Inflation	72%
Taxes	72%
Immigration	71%
Crime and public safety	68%
Border security	67%
Affordable housing	63%
Government spending / deficit	62%
Defense / military	61%

53% 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

- COST OF LIVING, 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
Cost of living	11%	10%
Abortion	11%	12%
Inflation	10%	11%
Immigration	9%	10%
Economy / jobs	7%	11%
homelessness	4%	1%
Healthcare	4%	3%
Gun control	4%	2%
Affordable housing	4%	2%
Crime and public safety	4%	4%

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	57%	28%	46%	36%
Social Security	57%	27%	44%	40%
Healthcare	56%	26%	42%	40%
Education	55%	27%	42%	40%
Climate Change	55%	26%	43%	32%
Entitlements Reform	55%	27%	42%	40%
Energy Policy	53%	29%	41%	39%
Economy / jobs	51%	34%	39%	49%
Opioids	49%	26%	37%	40%
Foreign policy	49%	30%	35%	48%

Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of July 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	48%	34%	38%	47%
Inflation	47%	34%	35%	49%
Crime and public safety	47%	33%	38%	46%
Cost of Living	47%	35%	37%	47%
National Security	46%	35%	34%	50%
Immigration	46%	41%	32%	55%
Border Security	44%	41%	31%	55%
Defense	43%	38%	34%	51%
Gov spending	41%	32%	33%	46%

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, Joe Biden or Donald Trump?

	Hispanic		Non-Hispanic	
	Biden/Harris Top2Box	Trump Top2Box	Biden/Harris Top2Box	Trump Top2Box
Abortion	41%	38%	34%	48%
Healthcare	40%	38%	33%	49%
Climate Change	40%	34%	33%	43%
Energy policy	39%	38%	31%	49%
Social Security	39%	34%	32%	51%
Education	39%	41%	30%	49%
Entitlements Reform	36%	40%	34%	51%
Foreign policy	35%	46%	26%	59%
Immigration	33%	46%	24%	63%
Economy / jobs	33%	50%	28%	59%

Among likely voters 18+

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

Candidate Better Able to Handle Issues

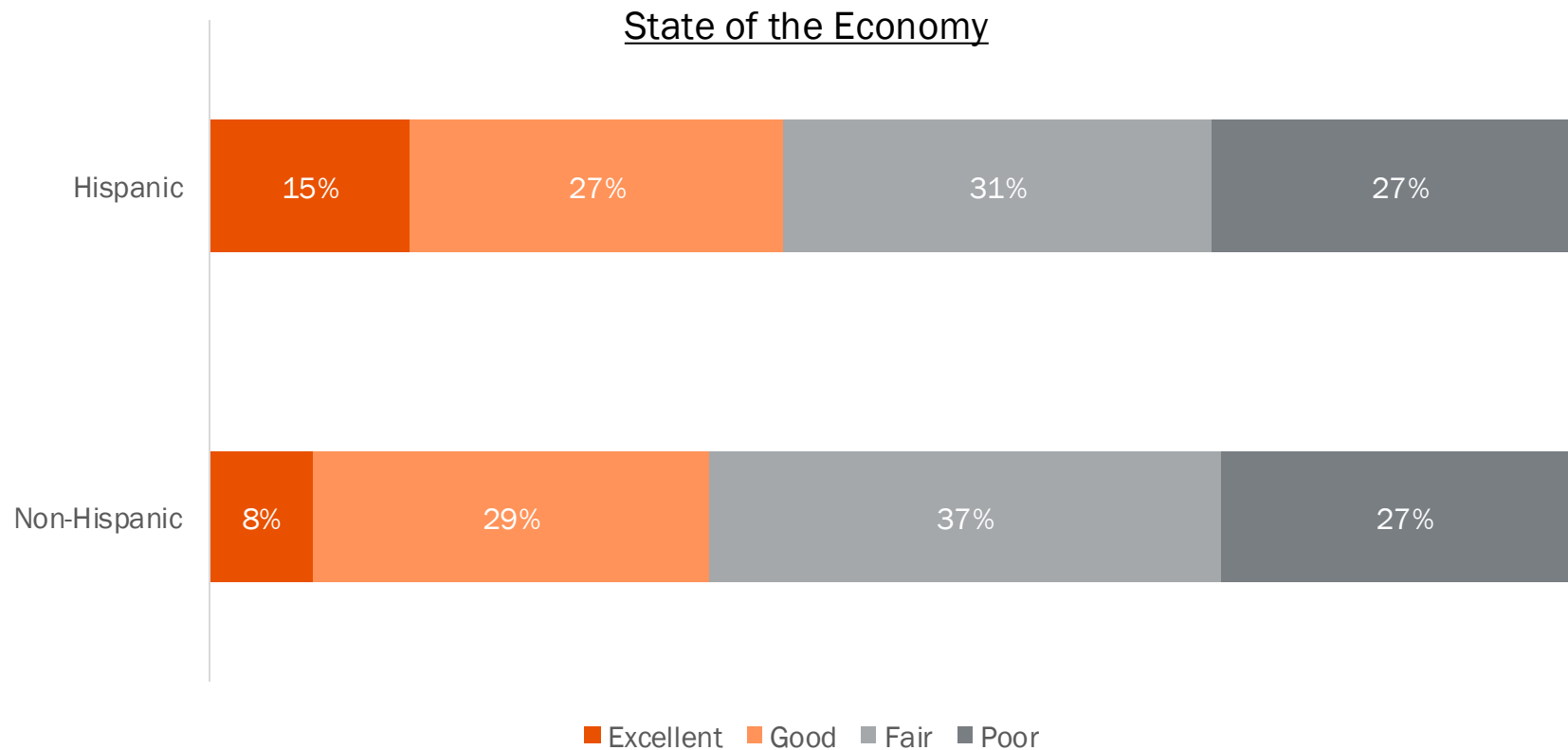
Thinking again about the issues, which candidate do you think would do a better job of handling each of the following issues, Joe Biden or Donald Trump?

	Hispanic		Non-Hispanic	
	Biden/Harris Top2Box	Trump Top2Box	Biden/Harris Top2Box	Trump Top2Box
Opioids	33%	40%	28%	51%
Crime and public safety	33%	42%	29%	58%
Taxes	32%	46%	29%	58%
Cost of Living	32%	49%	27%	59%
National Security	31%	47%	27%	59%
Inflation	31%	48%	26%	61%
Defense	30%	51%	26%	61%
Gov spending	29%	44%	26%	57%
Border Security	27%	53%	22%	65%

ECONOMY

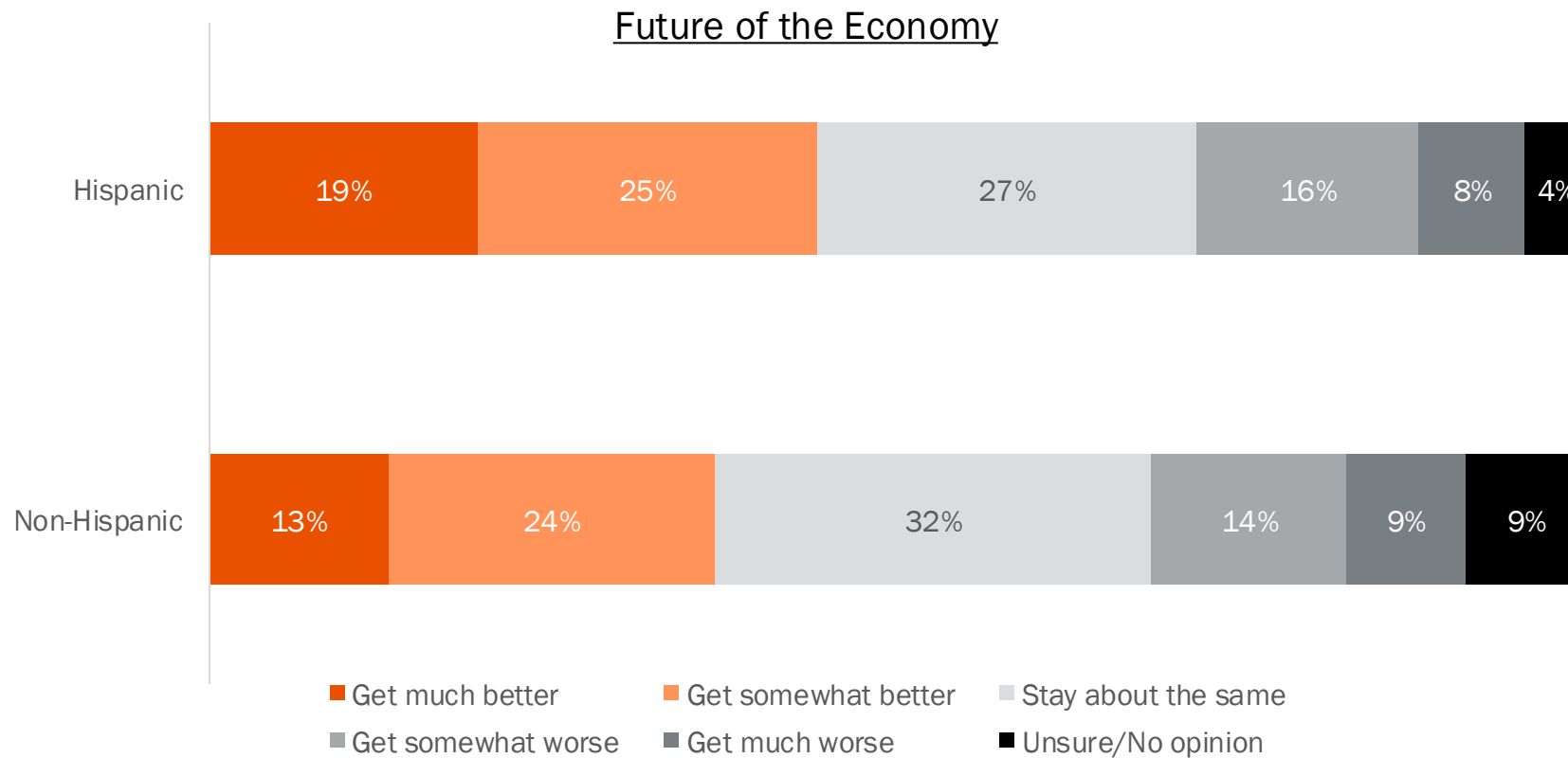
58% of Hispanics Rate the Economy in Their State Right Now as Fair or Poor

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



24% of Hispanic Voters Believe the Economy Will Get Worse

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



Economy

How much do you agree or disagree with the following statements? [Economy]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I am concerned about the U.S. federal government's spending and deficit	74%	10%	75%	5%
I feel that it is increasingly difficult for middle class families to prosper in the United States	73%	9%	78%	7%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	71%	12%	69%	5%
Inflation is putting a significant strain on my budget	68%	15%	79%	9%
The price of gas is putting a strain on my finances	65%	16%	68%	15%
My personal economic situation has become worse in the last year	61%	19%	62%	19%
I expect my personal economic situation to get better in the next few years	61%	14%	53%	20%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	60%	25%	45%	33%
I have taken, or am considering taking, a second job in order to maintain my standard of living	58%	23%	47%	33%
Home ownership is still within reach for most people	38%	44%	26%	55%
I feel that jobs are getting easier to find	32%	44%	32%	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 July 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	84%	5%	83%	4%
Drug abuse is a serious public health issue in the United States	82%	8%	82%	6%
I am generally satisfied with my healthcare coverage	58%	24%	66%	19%
The cost of prescription drugs is a financial problem for me	52%	27%	47%	30%
The cost of my health care and insurance is reasonable	45%	36%	43%	38%
Medicaid and Medicare are working well now	41%	29%	38%	30%

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

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	59%	17%	53%	16%
Abortion laws should be created by state governments, not by the federal government	45%	26%	50%	25%

Abortion Policy <i>Thinking about abortion policy and laws, which of the following comes closest to your view?</i>	Hispanic	Non-Hispanic
	Abortion should be legal only in the case of rape, incest or when the mother's life is in danger	25%
Abortion should be legal at any time during pregnancy	19%	13%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	15%	12%
Abortion should be illegal in all cases	11%	13%
Abortion should be legal only in the first 15 weeks of pregnancy	8%	6%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	8%	9%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	8%	7%
Other	2%	3%
Unsure/I don't know	4%	9%

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	79%	7%	87%	5%
Crime is a growing problem in the United States	76%	9%	83%	6%
I believe that stricter gun control laws would reduce crime	68%	17%	50%	37%
Crime is a growing problem where I live	57%	24%	50%	27%
Police departments in the United States are understaffed	56%	16%	69%	10%
I support second amendment gun rights	56%	24%	69%	17%
I feel less safe in my everyday life than I did a year ago	55%	24%	48%	28%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

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
Government authorities have become too lenient on criminals	53%	22%	55%	16%
Children in my community are generally safe at the schools they attend	52%	25%	60%	18%
Government authorities are doing a good job protecting businesses near where I live and shop	51%	19%	46%	19%
Homelessness is a serious problem in my neighborhood	51%	29%	45%	38%
Government authorities are doing a good job combating crime in my neighborhood	49%	21%	46%	22%
My local government should significantly reduce the resources and budgets for police	38%	34%	20%	60%
My Police Department is understaffed	36%	26%	46%	14%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

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
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	64%	13%	54%	25%
DACA students, who are residents of Georgia, should be eligible for in-state tuition at Georgia colleges and universities	60%	13%	43%	27%
We should reform immigration laws to give higher priority to people with needed skills and education	57%	17%	50%	18%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	56%	19%	75%	9%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	54%	21%	74%	9%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	54%	27%	74%	10%
All migrants who want to enter the United States should be fully vetted first	54%	13%	75%	6%
There are too many undocumented immigrants crossing the border into the United States	53%	20%	71%	9%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	52%	18%	65%	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

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
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	51%	25%	71%	10%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	48%	24%	34%	44%
The rules that I have to live by don't seem to apply to migrants	47%	29%	63%	17%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	45%	32%	33%	51%
Local law enforcement should be able to detain undocumented migrants	45%	30%	68%	12%
The Biden administration is primarily responsible for the situation at the southern border	44%	34%	59%	24%
There are too many undocumented migrants coming to my state	44%	27%	59%	14%
It feels like migrants are being treated better than most Americans	44%	34%	64%	20%
The United States military should be used to secure the southern border	43%	30%	62%	16%
The resettling of all the migrants will, in the long-run, benefit the United States	42%	28%	32%	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 July 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
Most undocumented migrants who entered the U.S. over the last few years should be deported	42%	33%	59%	21%
The arrival of migrants has made the affordable housing problem worse	41%	33%	61%	16%
The U.S. should complete the construction of a wall on the southern border of the U.S.	41%	35%	61%	22%
Undocumented migrants will take jobs away from poorer and working-class Americans	41%	42%	59%	23%
Undocumented migrants have increased crime in my state	40%	34%	52%	23%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	39%	39%	21%	63%
I support the way the Biden Administration is managing the southern border	39%	33%	28%	51%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	39%	39%	55%	29%
I support the way my state and local officials are handling the migrant issue	35%	30%	30%	29%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	34%	31%	27%	46%

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

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 result of human activity	70%	15%	59%	19%
Climate change is a very big threat to the planet	68%	15%	58%	24%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	59%	20%	43%	35%
Governments should create policies that encourage oil and gas production in the U.S.	57%	19%	64%	15%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	55%	20%	36%	38%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	52%	26%	36%	41%
Government regulation and action on climate change is hurting the economy	47%	25%	48%	26%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of July 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	60%	21%	50%	33%
The federal government of the United States has become too intrusive in the lives of Americans	58%	17%	63%	13%
The federal government of the United States is too big and powerful	57%	19%	58%	16%
The United States Justice Department has become politicized in its prosecutions	56%	16%	60%	15%
The FBI has become politicized in its investigations	54%	18%	58%	15%
I want the next president to shrink the size of the federal government	50%	17%	53%	15%
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	49%	27%	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 July 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 support the Biden Administration's efforts to forgive student loans	63%	22%	44%	39%
I think that the United States government should provide expanded benefits and entitlements to Americans	62%	11%	59%	16%
The U.S. government should spend less money supporting the war in Ukraine	55%	22%	55%	21%
China represents the most serious economic and geo-political threat to the United States	54%	19%	67%	8%
I think that the United States spends too much on defense and the military	52%	27%	32%	44%
Iran is the primary destabilizing force in the Middle East	51%	13%	51%	8%
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	42%	27%	36%	33%
Student loans should not be forgiven and paid for by taxpayers	41%	35%	50%	33%
The United State should increase the amount of military aid it sends to Israel	41%	35%	37%	35%
The government should ban social media, like Facebook and TikTok, from being used by children	39%	31%	43%	33%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	36%	37%	25%	49%
I support the way the Biden Administration is dealing with the Israel-Hamas war	32%	41%	29%	47%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

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	66%	11%	73%	8%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	57%	19%	57%	18%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	54%	18%	58%	15%
Social media, like Facebook and TikTok, does more harm than good	48%	26%	47%	27%

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

EDUCATION

Education

How much do you agree or disagree with the following statements? [Education]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Parents should be allowed to know what is being taught in the public schools that their children attend	74%	7%	84%	3%
Parents should have a say in what is taught to their children in public schools	66%	15%	68%	12%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	64%	15%	61%	15%
More emphasis should be placed on trade schools	63%	9%	69%	6%
College is no longer worth the cost for most students	61%	17%	64%	14%
The public schools in my neighborhood are good	55%	20%	60%	15%
The public school system is working well in my state	50%	25%	47%	25%
Public schools where I live are better than they were before the pandemic	38%	27%	26%	27%
Colleges and universities should be allowed to use race in admissions decisions	36%	43%	23%	55%
The federal government's Department of Education should be eliminated	32%	43%	31%	40%

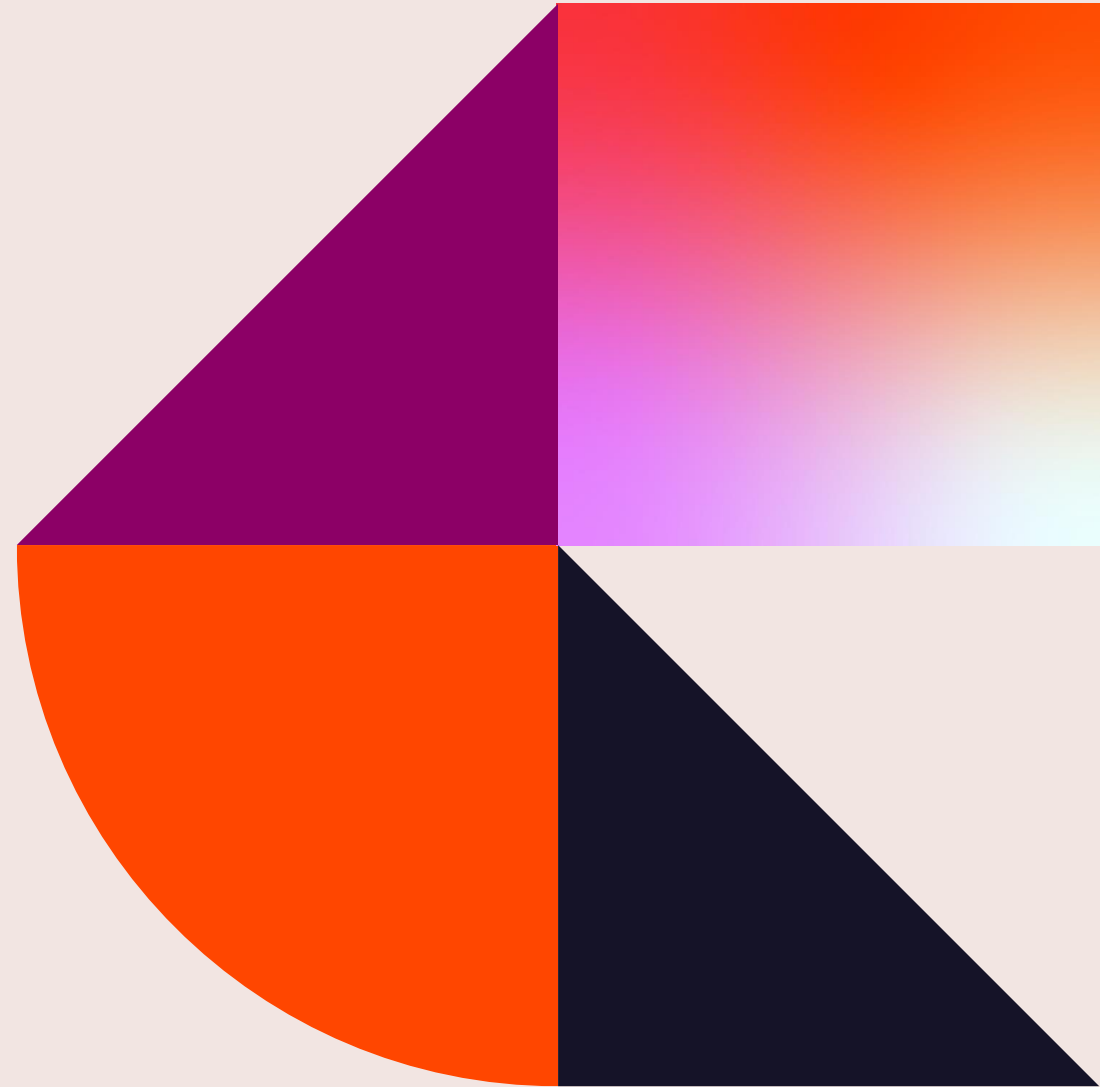
5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

Information Sources & Language Preferences



YouTube, National TV, Social Media and Local TV Most Heavily Used Political Information Sources by Hispanics

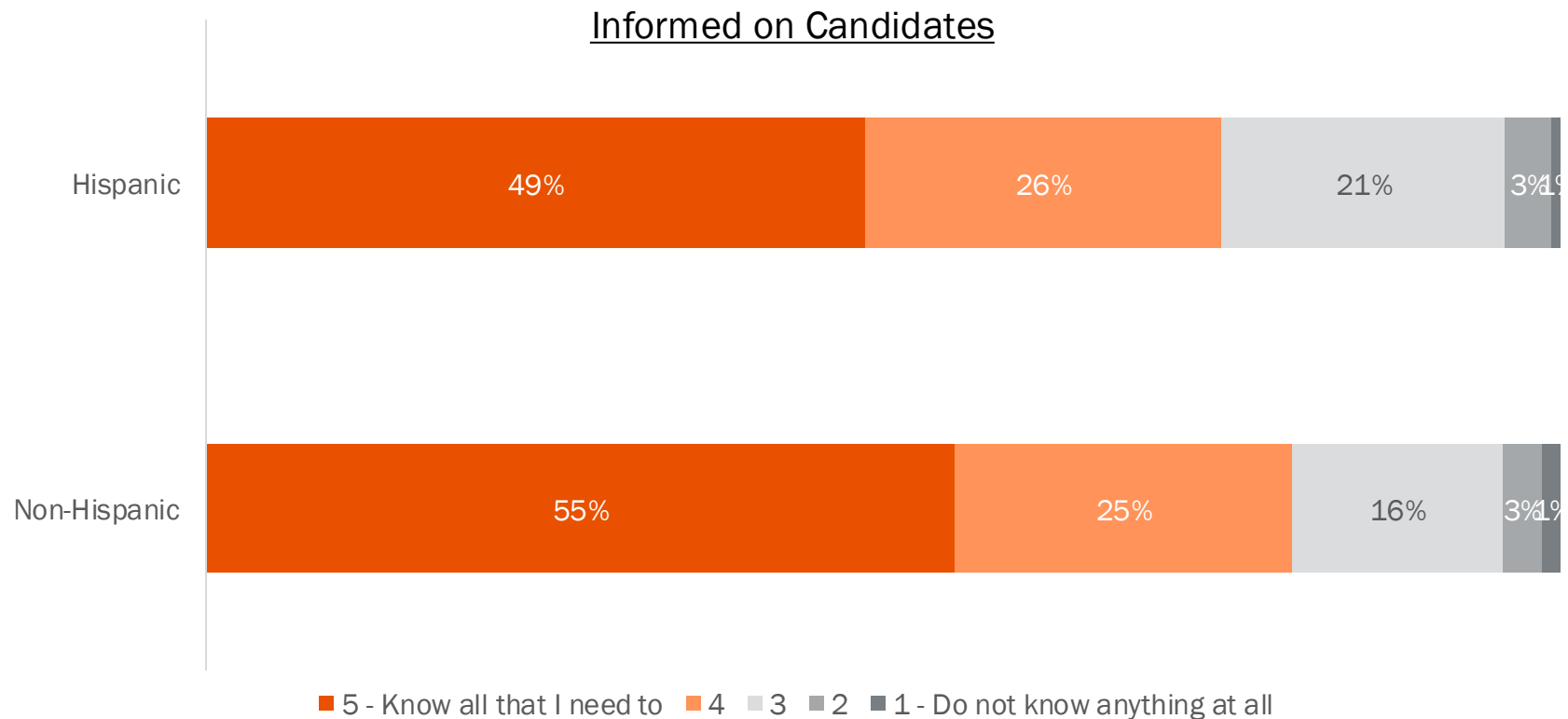
Which of the following sources are you currently using to follow developing political issues? Select all that apply.

Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
YouTube	58%	47%	Podcasts	26%	24%
National Television (like network programs or cable news)	46%	51%	Newspapers	25%	26%
Facebook	45%	41%	Debates	24%	26%
TikTok	43%	25%	Radio	22%	25%
Instagram	41%	24%	Snapchat	17%	11%
Local Television	39%	51%	Magazines	15%	11%
X, formerly known as Twitter	37%	23%	Community organization	11%	5%
Family	28%	32%	School	11%	6%
Friends	28%	29%	Religious organization/Church	10%	10%
Online publications	27%	25%	None of these	2%	3%

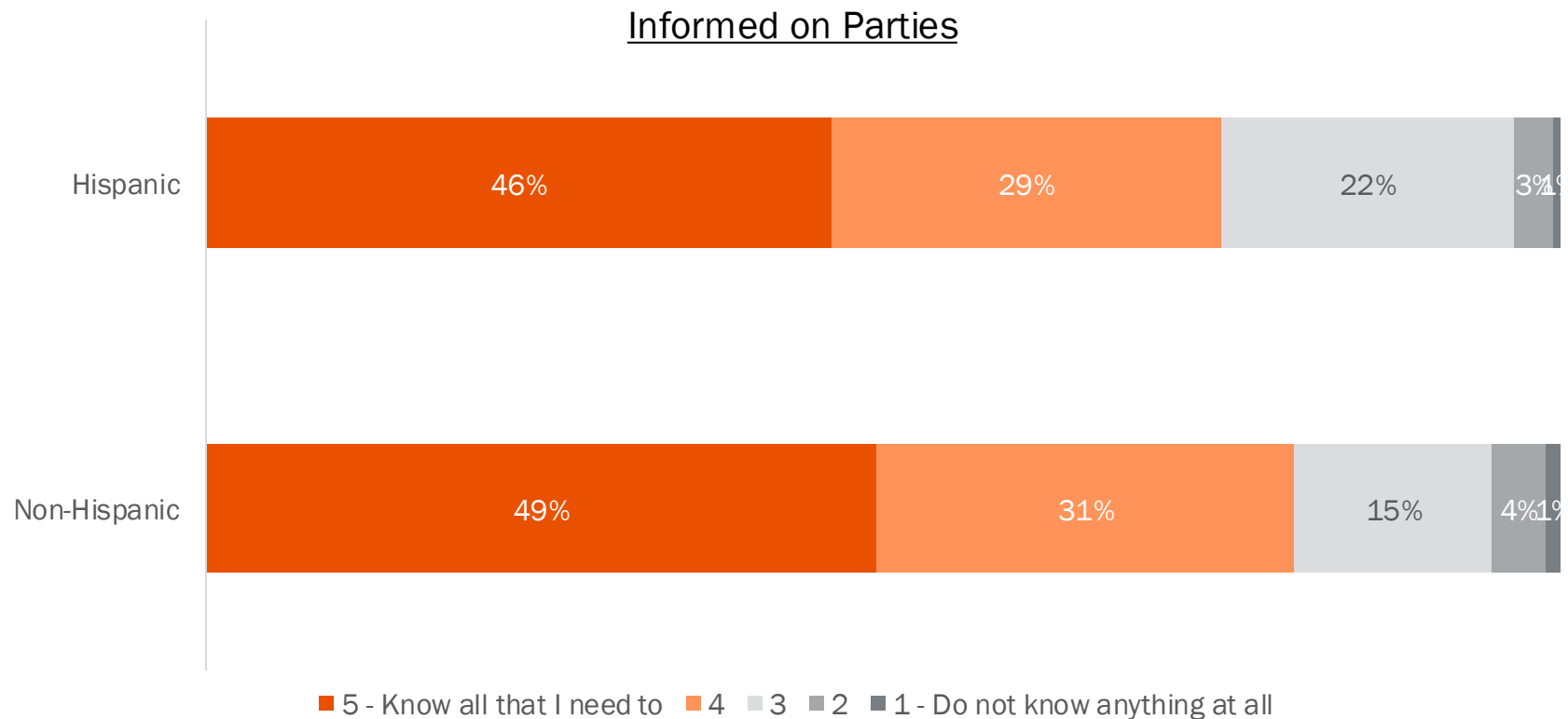
51% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

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?



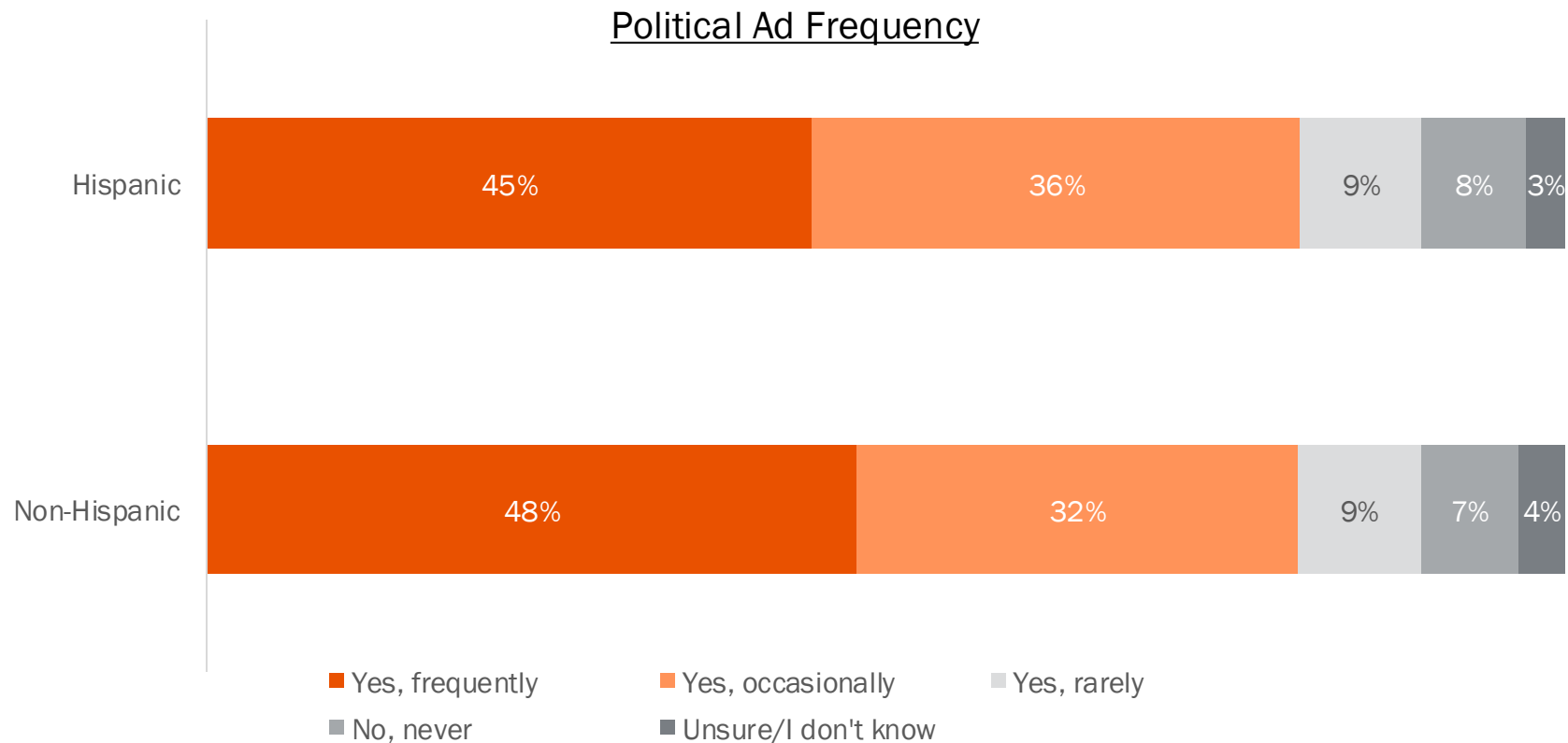
54% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

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



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?





Messaging in Spanish is *Powerful* and *Connects*

79%

OF HISPANICS AGREE

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

67%

OF HISPANICS AGREE

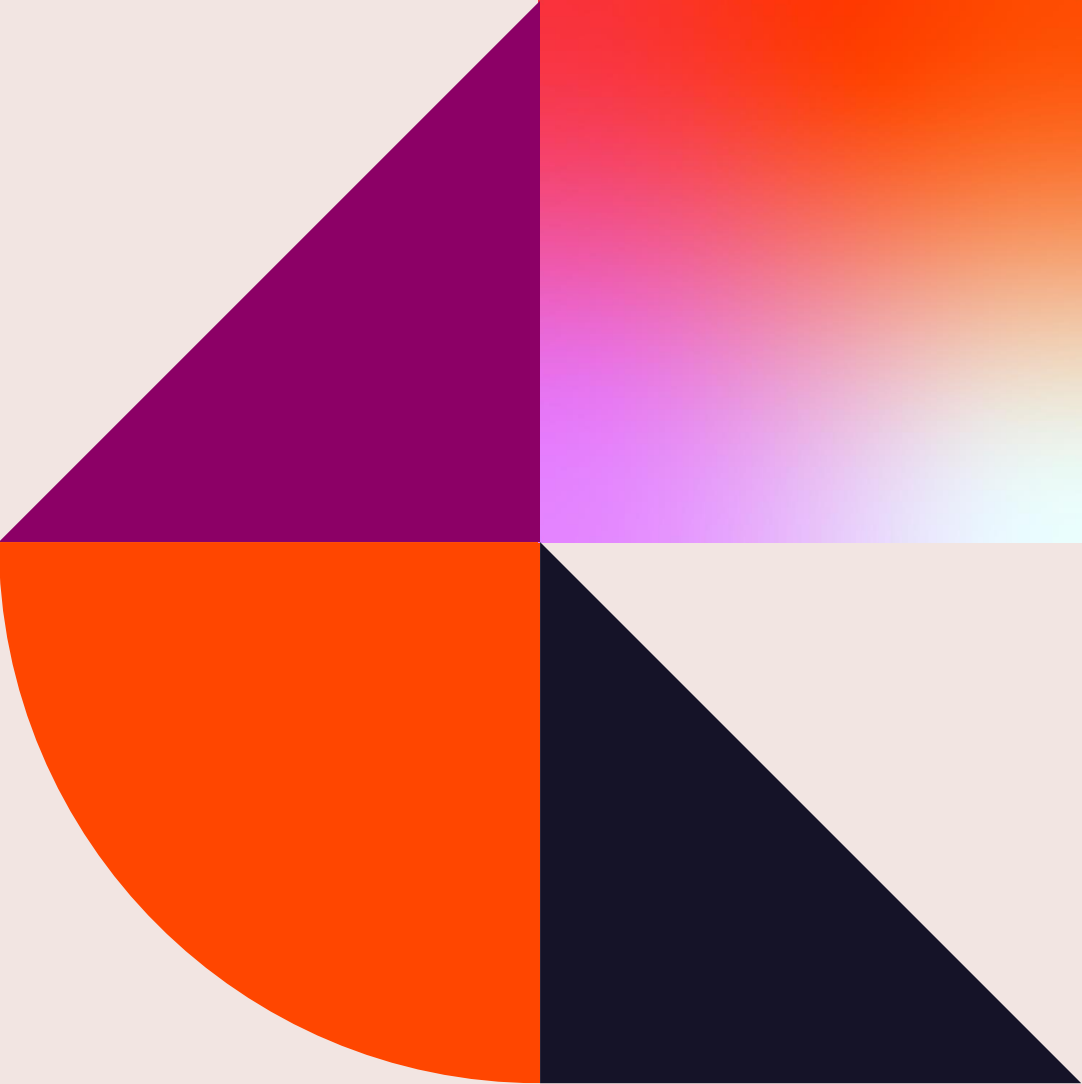
Political parties and candidates who advertise in Spanish are *showing me they want my vote*

61%

OF HISPANICS AGREE

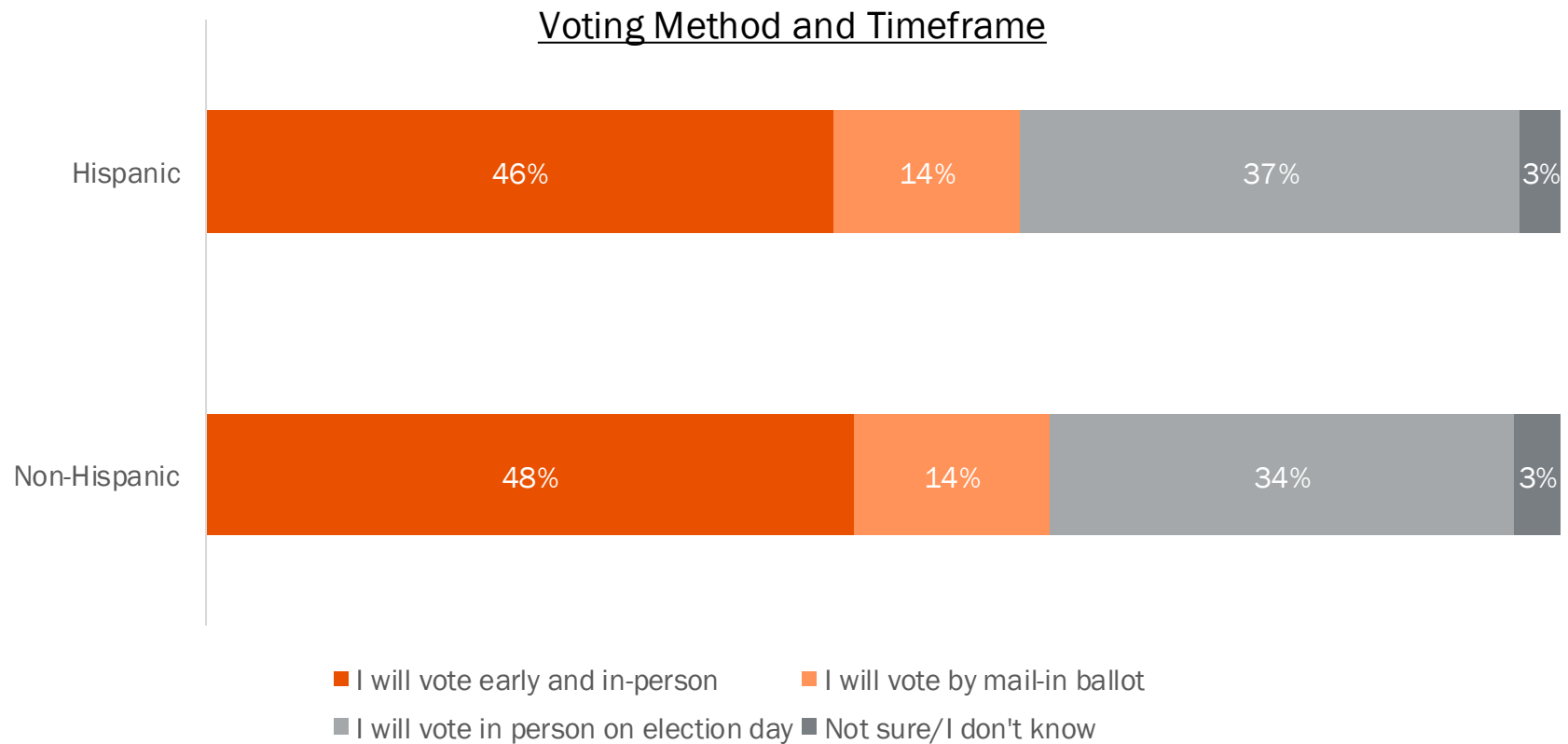
When a political party or candidate communicates with me in Spanish, it suggests that *they are truly interested in Hispanics and our community*

Voting & Campaign Information



Voting Method and Timeframe

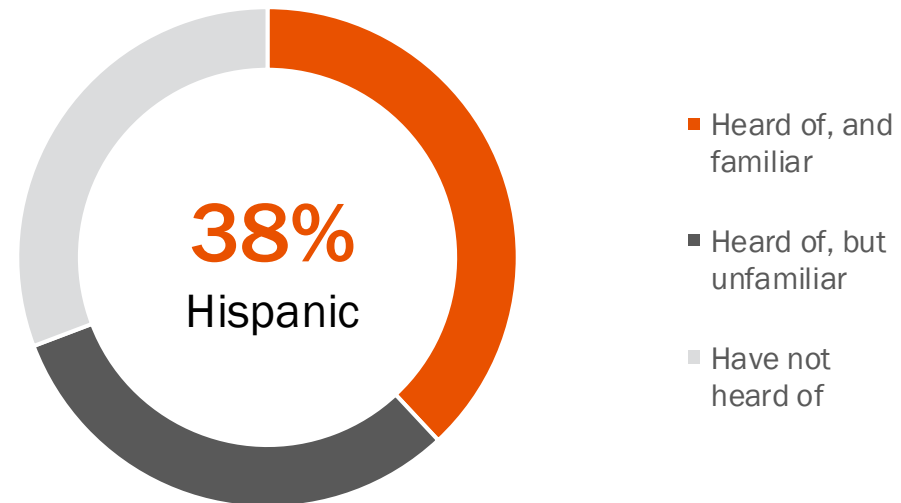
How do you plan to vote in the General election?



Vota Conmigo Familiarity

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

Vota Conmigo Familiarity





Gracias

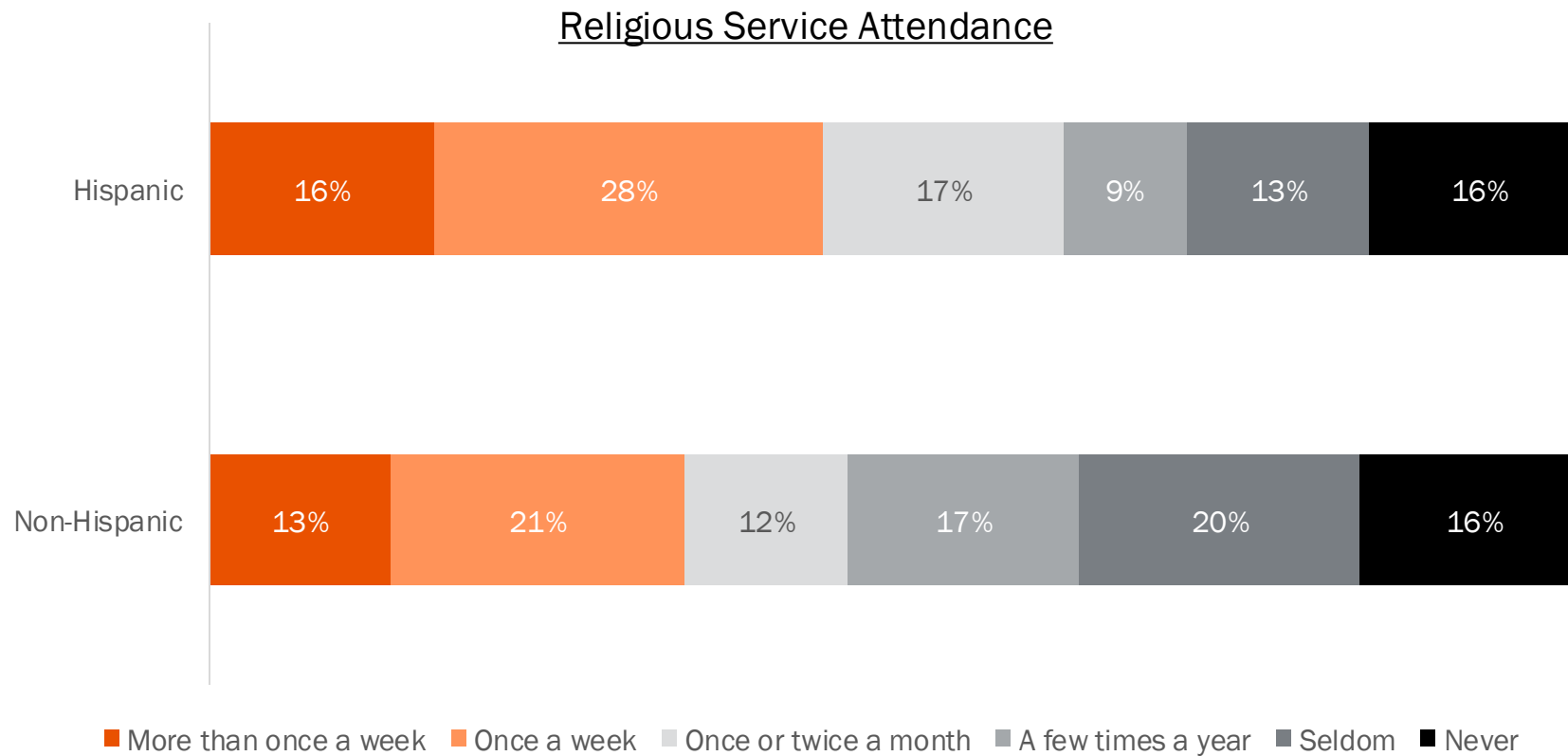
Televisa
Univision

Consumer
Strategy & Insights

APPENDIX

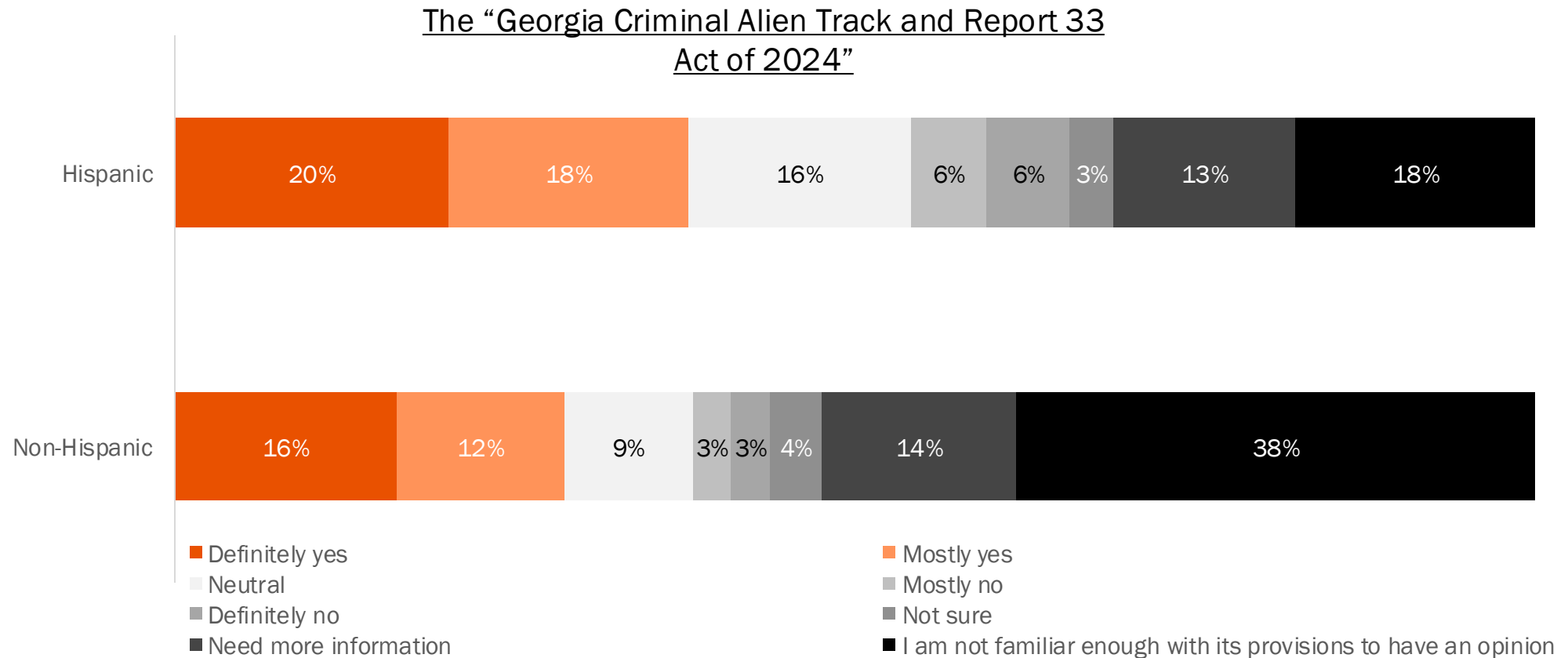
Religious Service Attendance

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



The “Georgia Criminal Alien Track and Report 33 Act of 2024” - 34% OF HISPANICS DON’T KNOW IF THEY WOULD SUPPORT IT

The “Georgia Criminal Alien Track and Report 33 Act of 2024”, House Bill 1105, was recently passed by the Georgia House and Senate. Do you support this Bill?



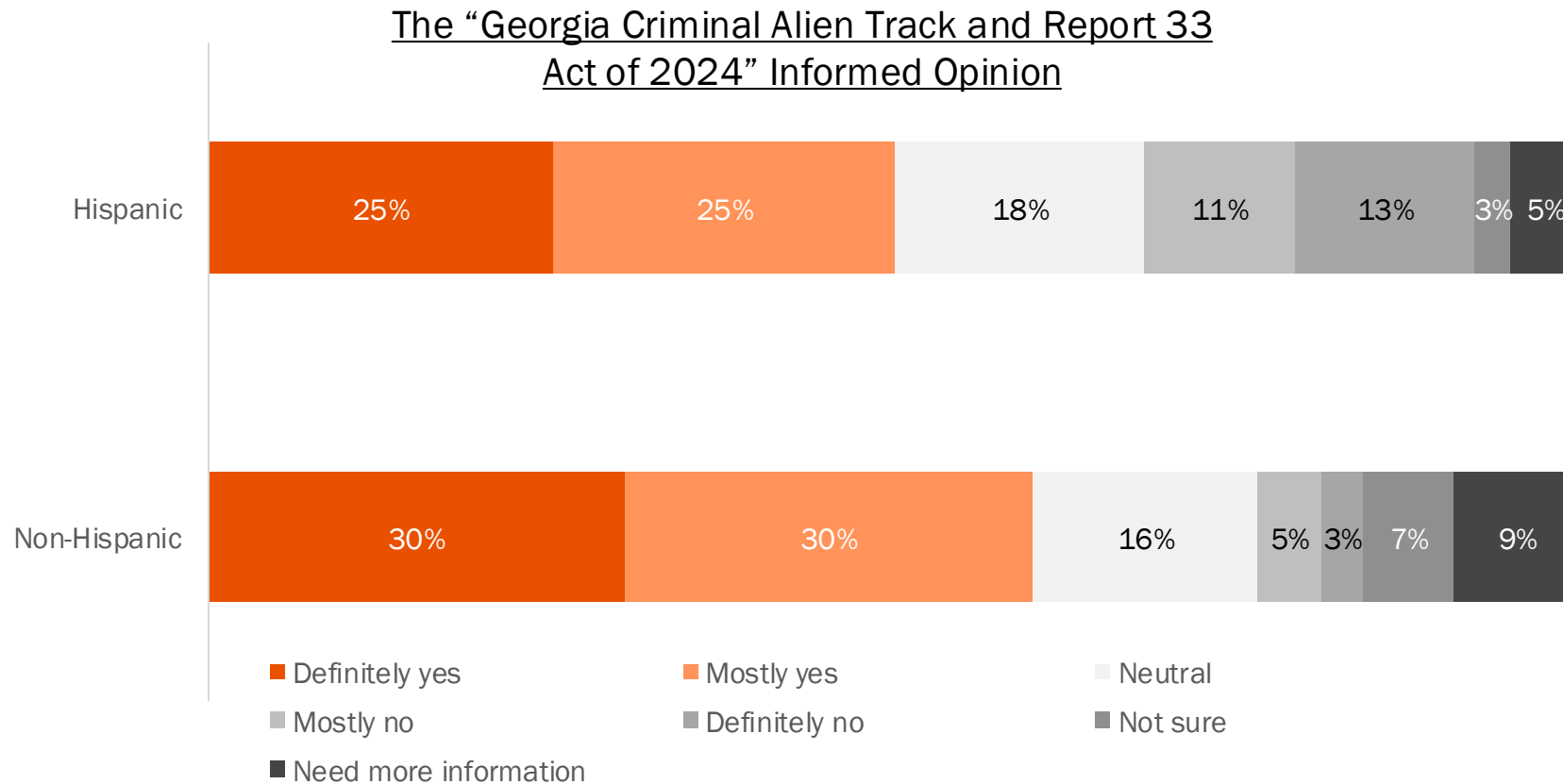
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of July 2024

The “Georgia Criminal Alien Track and Report 33 Act of 2024”

INFORMED OPINION:

AFTER READING A SUMMARY OF THE BILL, 50% OF HISPANICS SUPPORT IT

After reading the summary above, do you support this Bill?



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

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%	11%	62%	14%
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	42%	39%	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 July 2024

Ballot Language Preference

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

Ballot Language Preference

