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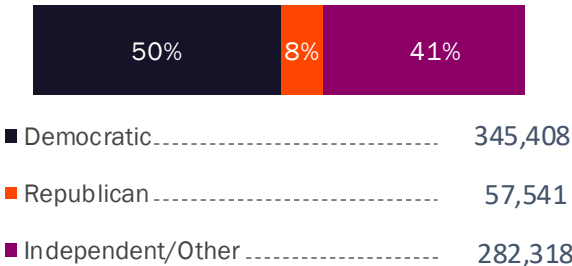
54% Rent where they live
vs 29% for Non-Hispanic

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2024 Georgia Hispanic voter profile

2024 HISPANIC REGISTERED VOTERS

412,693
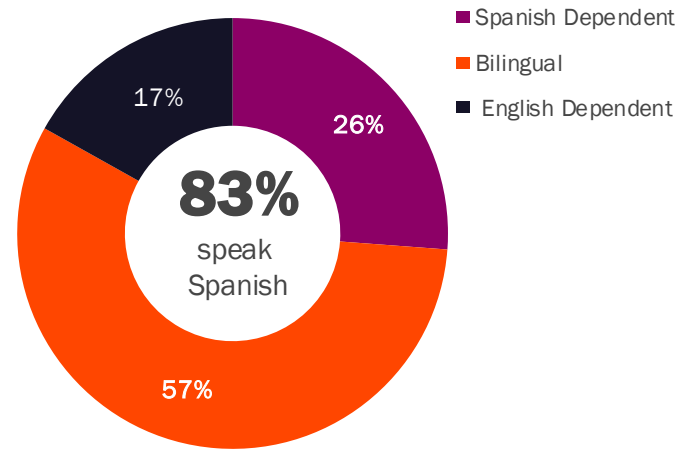
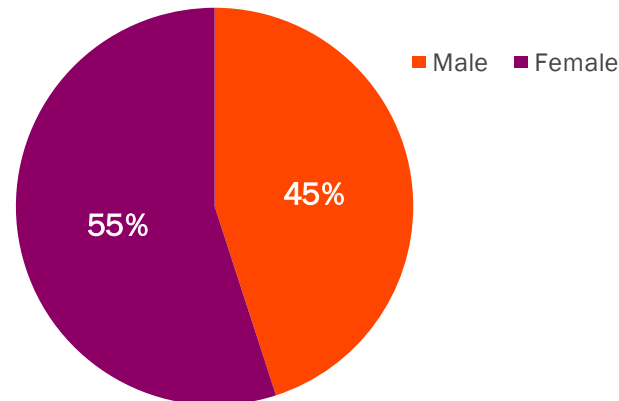**6%** of all registered voters

POLITICAL AFFILIATION

50%	8%	41%

- Democratic — 345,408
- Republican — 57,541
- Independent/Other — 282,318

AGE DISTRIBUTION 18+

AGE DISTRIBUTION 18+	HISPANIC
18-34	47%
35+	53%
18-24	22%
25-34	25%
35-49	24%
50-64	19%
65+	10%

2024 HISPANICS AGE 5+ LANGUAGE USAGE*

83% speak Spanish

- Spanish Dependent — 26%
- Bilingual — 57%
- English Dependent — 17%

REGISTERED VOTER GENDER DISTRIBUTION

- Male — 45%
- Female — 55%

COUNTRY OF ORIGIN*	POPULATION	SHARE
Total Hispanic Population	1,268,261	
Mexican	671,866	53.0%
Caribbean	218,856	17.3%
Puerto Rican	146,538	67%
Cuban	41,648	19%
Dominican	30,670	14%
Central American	200,680	15.8%
Guatemalan	73,998	37%
Salvadoran	56,920	28%
Honduran	39,378	20%
Panamanian	16,640	8%
Nicaraguan	7,548	4%
Costa Rican	5,821	3%
Other Central American	375	0%
South American	111,179	8.8%
Colombian	46,100	41%
Venezuelan	28,091	25%
Peruvian	15,151	14%
Ecuadorian	7,008	6%
Argentinean	5,931	5%
Uruguayan	3,488	3%
Chilean	2,759	2%
Bolivian	1,090	1%
Other South American	922	1%
Paraguayan	639	1%
Other Hispanic	65,680	5.2%

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2024 GA Hispanic Voters in Presidential Years

AS OF 5/15/2024

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

- 2016: 121,124
- 2020: 203,921 — **+68%** vs. 2016 — NH: +32%
- 2024: 303,898 — **+49%** vs. 2020 — NH: +25%

Vs. 2016: Hispanics are expected to grow by +151% — NH: +65%

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TU & Media Predict

2024 Presidential Tracker

Georgia
September 2024

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

Methodology

- Online survey of 1,065 likely voters ages 18+

A18+
348 Hispanic (257 SpanDom/Bilingual)
717 Non-Hispanic

- In field 9/12/2024 – 9/19/2024

- 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 5.4% for Hispanics and 3.7% for Non-Hispanics.

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

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Only 33% of Hispanics Believe U.S. is Headed in the Right Direction

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

<u>US Right or Wrong Track</u>

33%
Hispanic
37% Jul'24

30%
Non-Hispanic
29% Jul'24
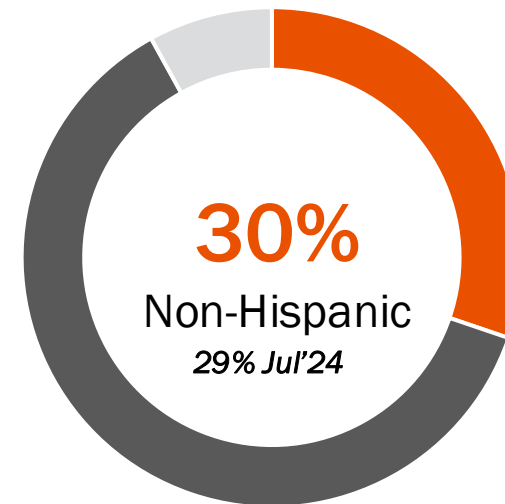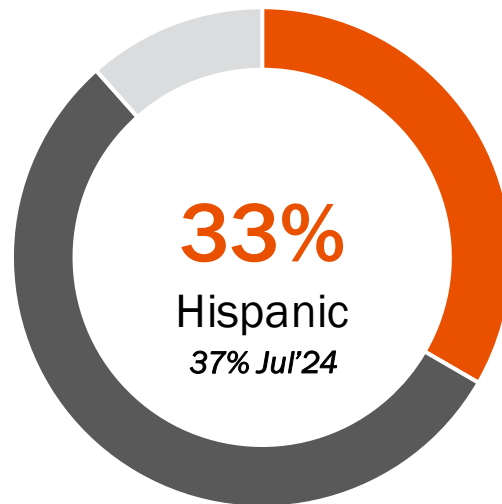
- ■ Right direction
- ■ Wrong track
- ■ Unsure/I don't know

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General Election Polling

Matchup: Harris vs Trump

- KAMALA HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 33% OF HISPANICS UP FOR GRABS (28% NOT DEFINITE, 5% 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?

Presidential Matchup

Hispanic

| 44% | 16% | 12% | 22% | 1% | 5% |

Post Biden Announcement
38% Jul'24

Post Biden Announcement
21% Jul'24

Non-Hispanic

| 37% | 9% | 10% | 40% | 2% | 3% |

Post Biden Announcement
37% Jul'24

Post Biden Announcement
39% Jul'24

■ Definitely Harris   ■ Probably Harris   ■ Probably Trump   ■ Definitely Trump   ☐ Someone else   ■ Unsure/I don't know

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

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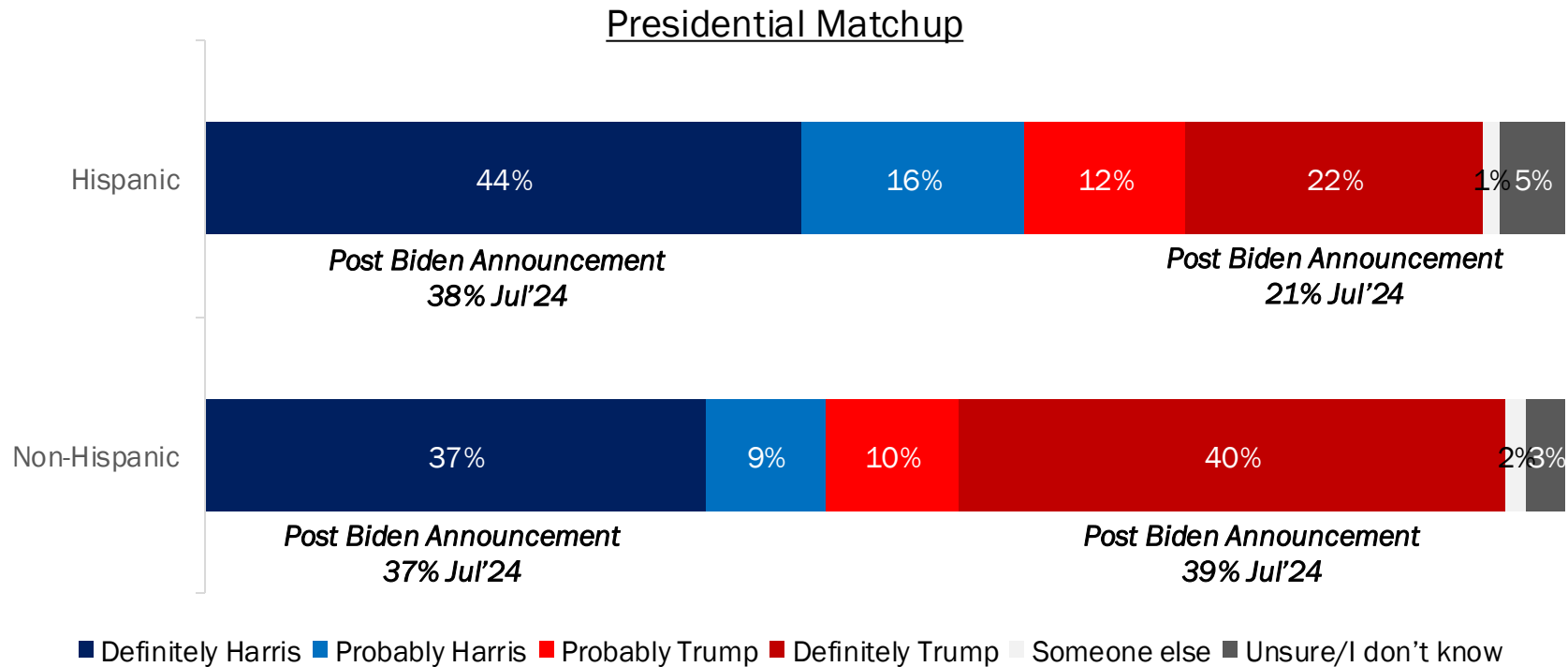
Candidate Support among Hispanics

- HARRIS' STRONGEST SUPPORT AMONG WOMEN
- TRUMP'S STRONGEST SUPPORT AMONG MEN, MARRIED ADULTS, AND PARENTS

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

	Men		Women		18-34		35+		Married		Children in HH	
	Harris	Trump	Harris	Trump	Harris	Trump	Harris	Trump	Harris	Trump	Harris	Trump
Total	57%	39%	63%	29%	60%	34%	60%	33%	56%	39%	60%	39%
Probably	17%	15%	15%	9%	19%	15%	13%	7%	10%	12%	15%	13%
Definitely	40%	23%	48%	21%	41%	19%	48%	26%	46%	27%	45%	26%

Total Support
Probably
Definitely

Jul'24: (Top2Box)

	Men	Women	18-34	35+	Married	Children in HH
	57% | 39%	57% | 33%	65% | 29%	56% | 32%	55% | 39%	55% | 35%
	Biden	Biden	Biden	Biden	Biden	Biden

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10
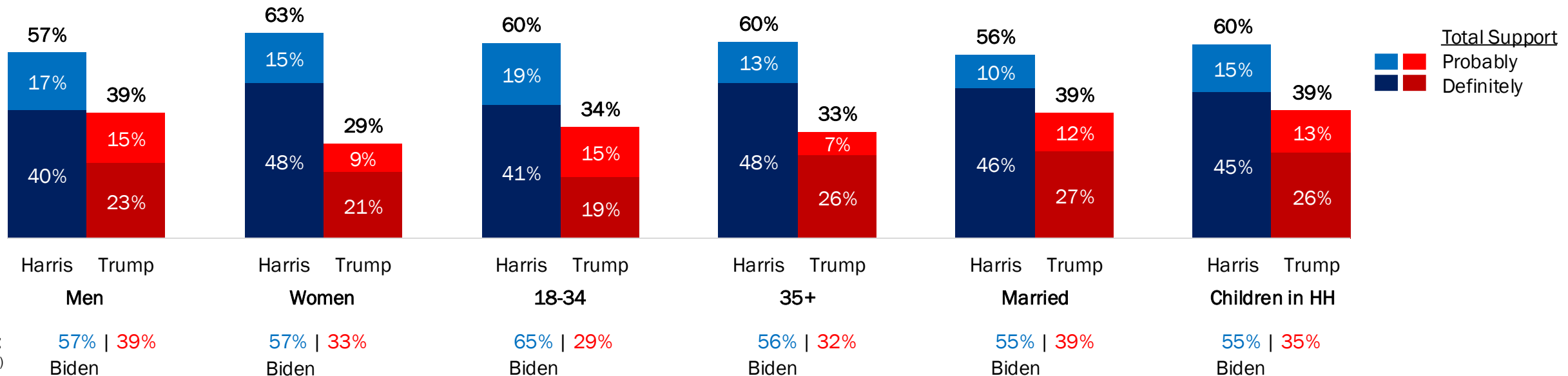
Hispanic Trump Voters Are More Enthusiastic

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

- More in opposition to Donald Trump
- Equally in favor of Kamala Harris and in opposition to Donald Trump
- More in favor of Kamala Harris

	Hispanic	Non-Hispanic
More in opposition to Donald Trump	6%	9%
Equally in favor of Kamala Harris and in opposition to Donald Trump	20%	17%
More in favor of Kamala Harris	74%	74%
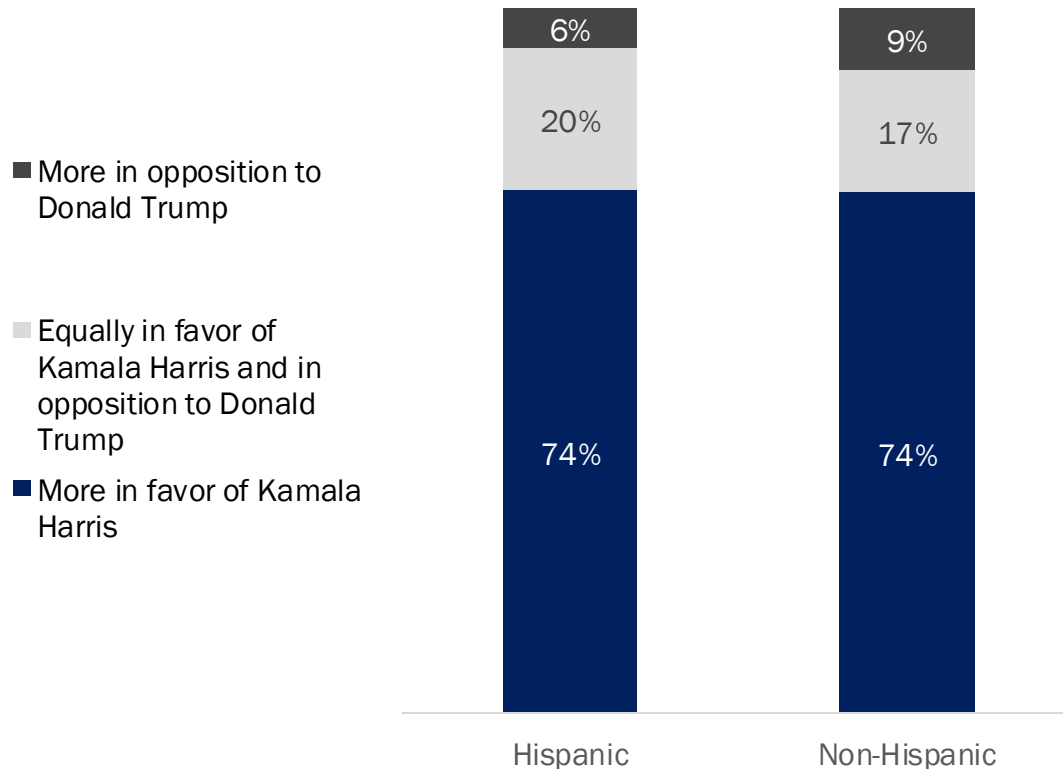
Voting Trump: Favor Trump or Oppose Harris

- More in opposition to Kamala Harris
- Equally in favor of Donald Trump and in opposition to Kamala Harris
- More in favor of Donald Trump

	Hispanic	Non-Hispanic
More in opposition to Kamala Harris	3%	13%
Equally in favor of Donald Trump and in opposition to Kamala Harris	14%	17%
More in favor of Donald Trump	83%	70%

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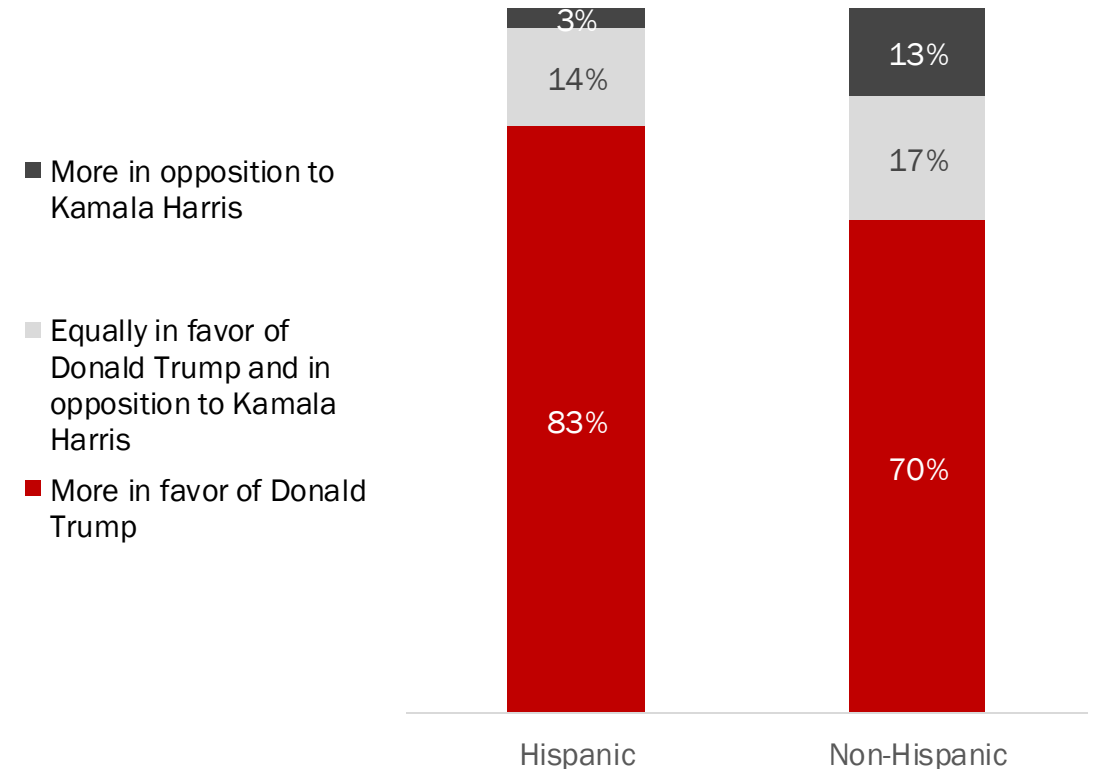
38% of Hispanics Not Completely Certain about Their Vote for President

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

Presidential Vote Certainty

Hispanic
| 62% | 24% | 10% | 1% 2% |

*Post Biden Announcement
60% Jul'24*

Non-Hispanic
| 74% | 15% | 8% | 1% 2% |

*Post Biden Announcement
70% Jul'24*

■ 5 - Completely certain ■ 4 ■ 3 ■ 2 ■ 1 - Not certain at all
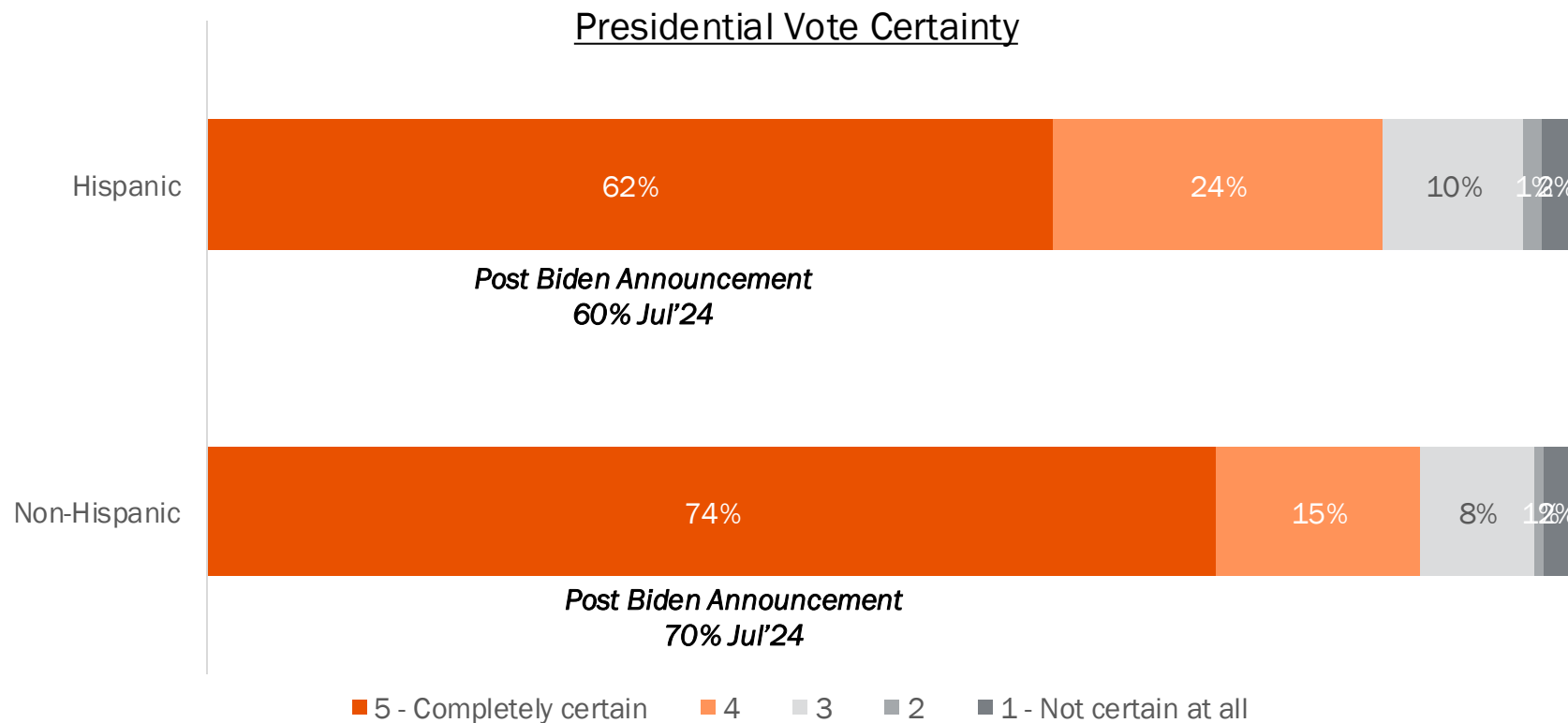
Willingness to Vote for Candidates in General Election

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

Candidate Vote Willingness
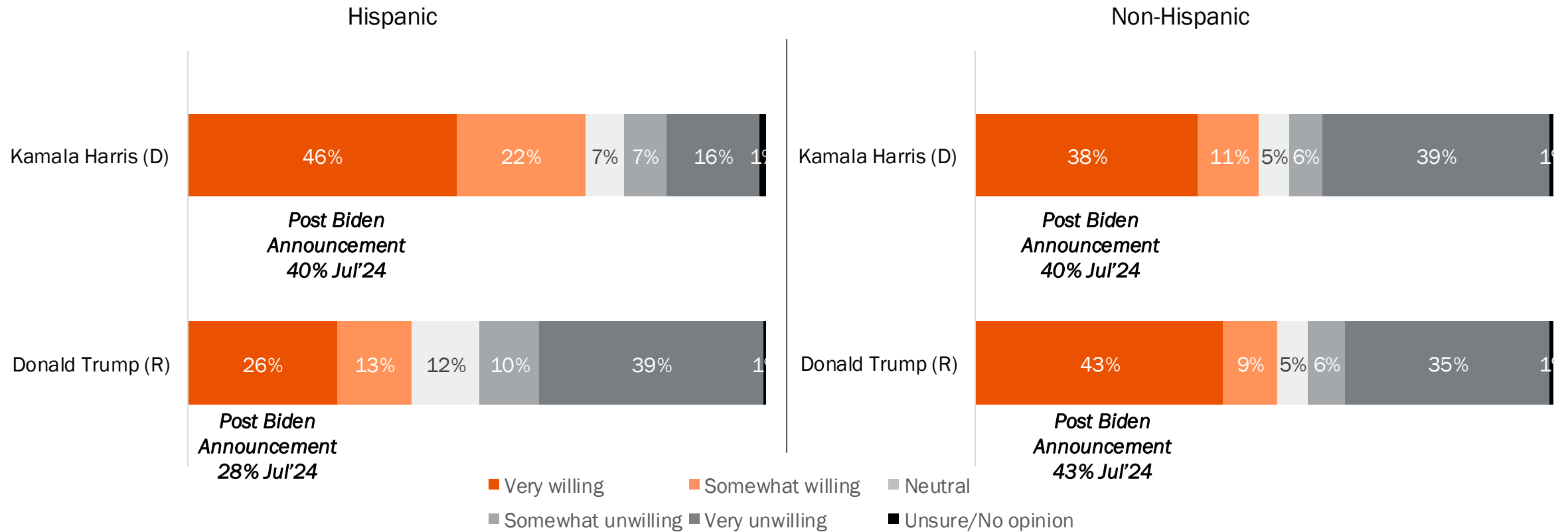
Hispanic

Kamala Harris (D)

| 46% | 22% | 7% | 7% | 16% | 1% |

Post Biden Announcement 40% Jul'24

Donald Trump (R)

| 26% | 13% | 12% | 10% | 39% | 1% |

Post Biden Announcement 28% Jul'24

Non-Hispanic

Kamala Harris (D)

| 38% | 11% | 5% | 6% | 39% | 1% |

Post Biden Announcement 40% Jul'24

Donald Trump (R)

| 43% | 9% | 5% | 6% | 35% | 1% |

Post Biden Announcement 43% Jul'24

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

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House of Representatives Vote
- DEMOCRATS LEAD AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 46% OF HISPANICS UP FOR GRABS (38% NOT DEFINITE, 8% UNSURE)

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

House of Representatives Vote

Hispanic
38% | 20% | 18% | 17% | 1% | 8%
33% Jul'24 — 20% Jul'24

Non-Hispanic
34% | 10% | 11% | 38% | 1% | 6%
32% Jul'24 — 38% Jul'24

■ Definitely voting Democratic ■ Probably voting Democratic ■ Probably voting Republican
■ Definitely voting Republican ■ Someone else ■ Unsure/I don't know

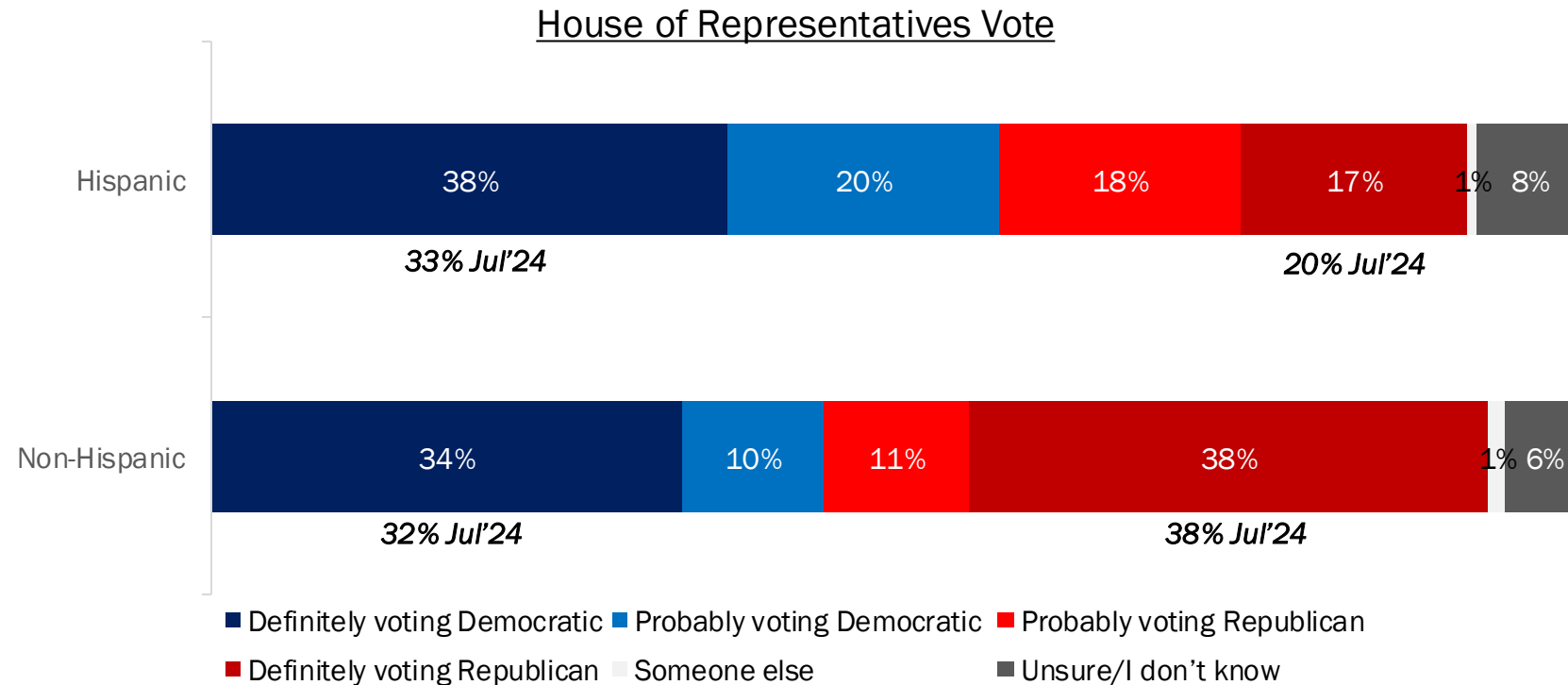*Among likely voters 18+*
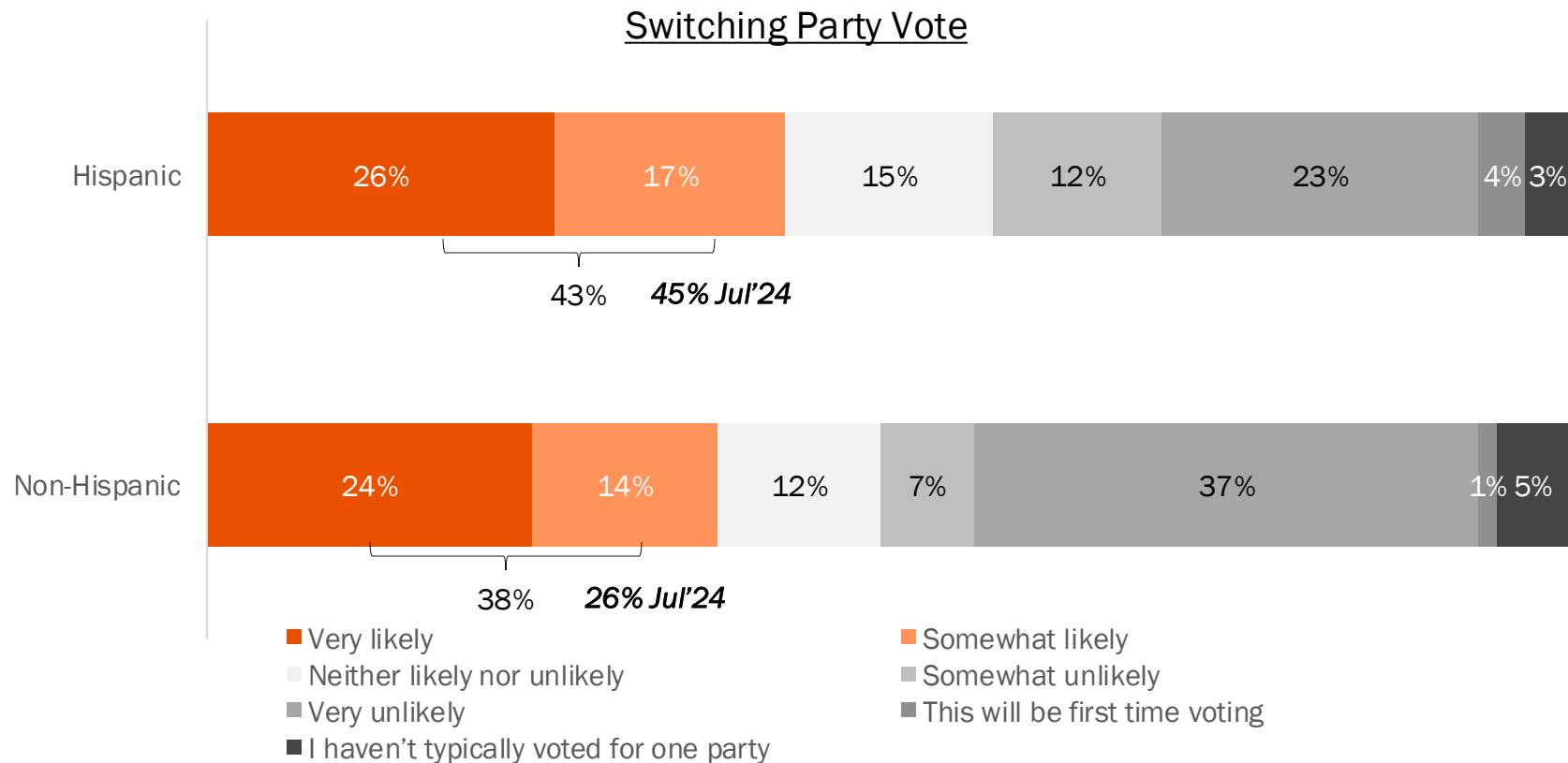*Source: Univision political tracker in collaboration with Media Predict as of September 2024*

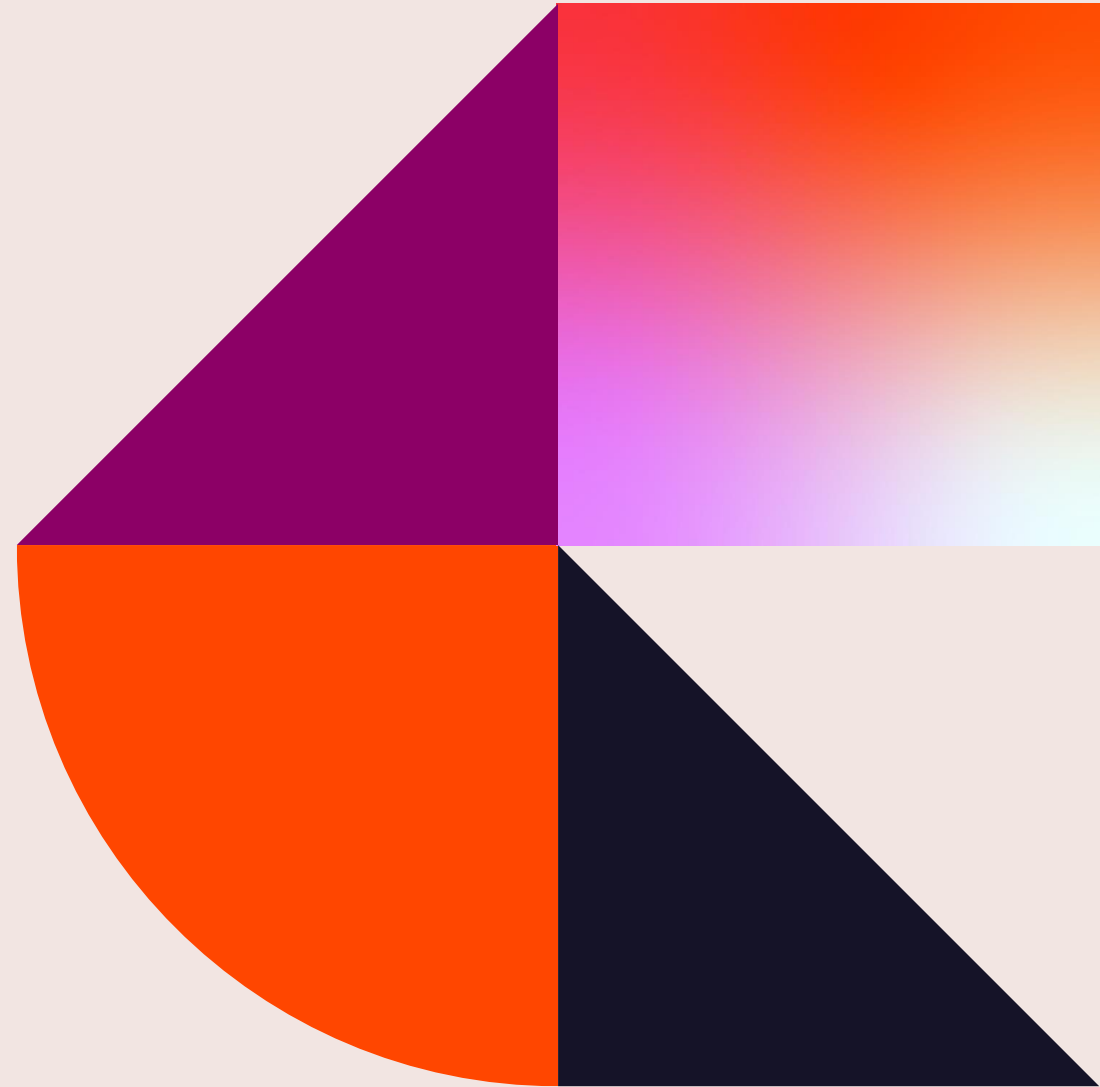Televisa Univision | Consumer Strategy & Insights | 14

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

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

Switching Party Vote

Hispanic
| 26% | 17% | 15% | 12% | 23% | 4% | 3% |

43%   **45% Jul'24**

Non-Hispanic
| 24% | 14% | 12% | 7% | 37% | 1% | 5% |

38%   **26% Jul'24**

- ■ Very likely
- ■ Somewhat likely
- ■ Neither likely nor unlikely
- ■ Somewhat unlikely
- ■ Very unlikely
- ■ This will be first time voting
- ■ I haven't typically voted for one party

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

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Favorability & Job Approval

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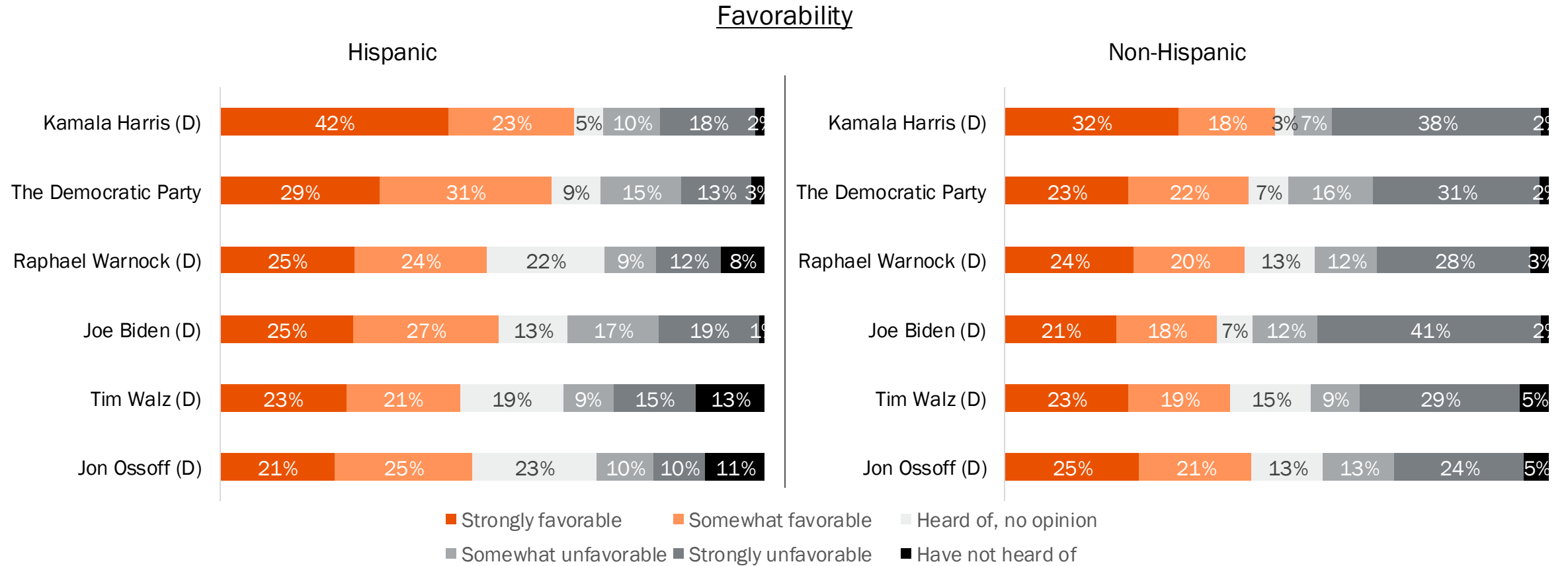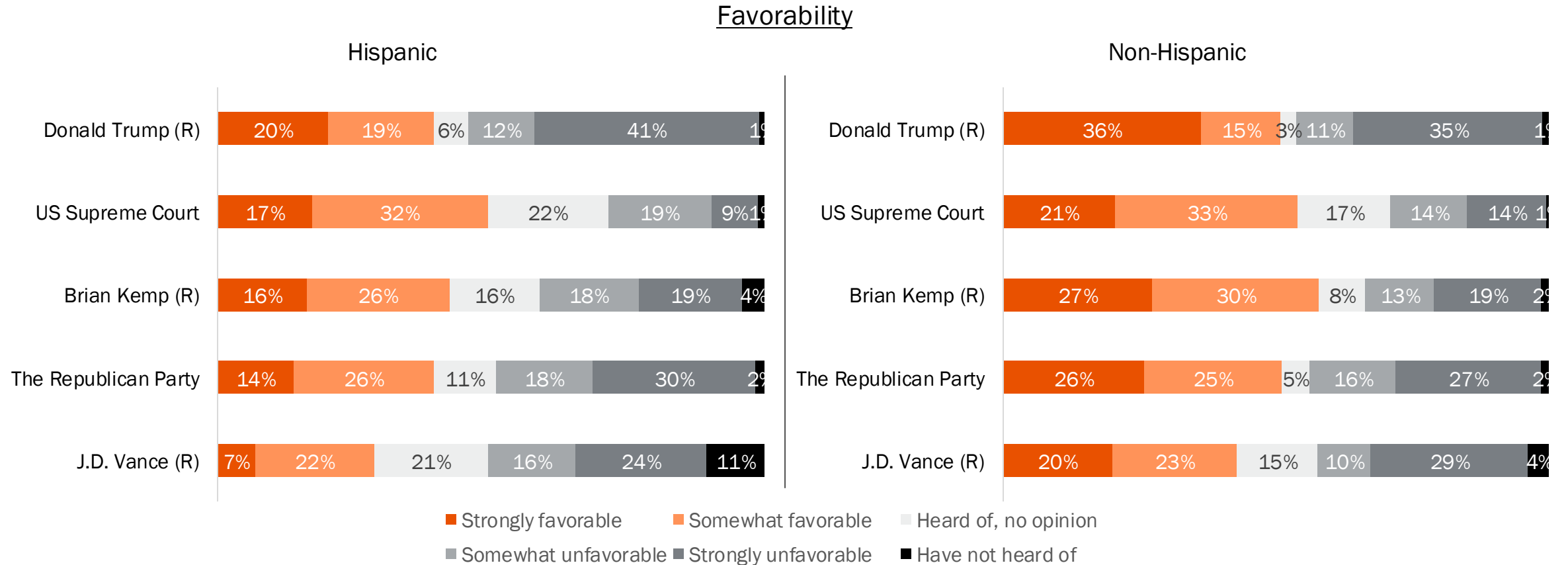
Favorability

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

Favorability

Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Kamala Harris (D)	42%	23%	5%	10%	18%	2%
The Democratic Party	29%	31%	9%	15%	13%	3%
Raphael Warnock (D)	25%	24%	22%	9%	12%	8%
Joe Biden (D)	25%	27%	13%	17%	19%	1%
Tim Walz (D)	23%	21%	19%	9%	15%	13%
Jon Ossoff (D)	21%	25%	23%	10%	10%	11%

Non-Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Kamala Harris (D)	32%	18%	3%	7%	38%	2%
The Democratic Party	23%	22%	7%	16%	31%	2%
Raphael Warnock (D)	24%	20%	13%	12%	28%	3%
Joe Biden (D)	21%	18%	7%	12%	41%	2%
Tim Walz (D)	23%	19%	15%	9%	29%	5%
Jon Ossoff (D)	25%	21%	13%	13%	24%	5%

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

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

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Favorability

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

Favorability
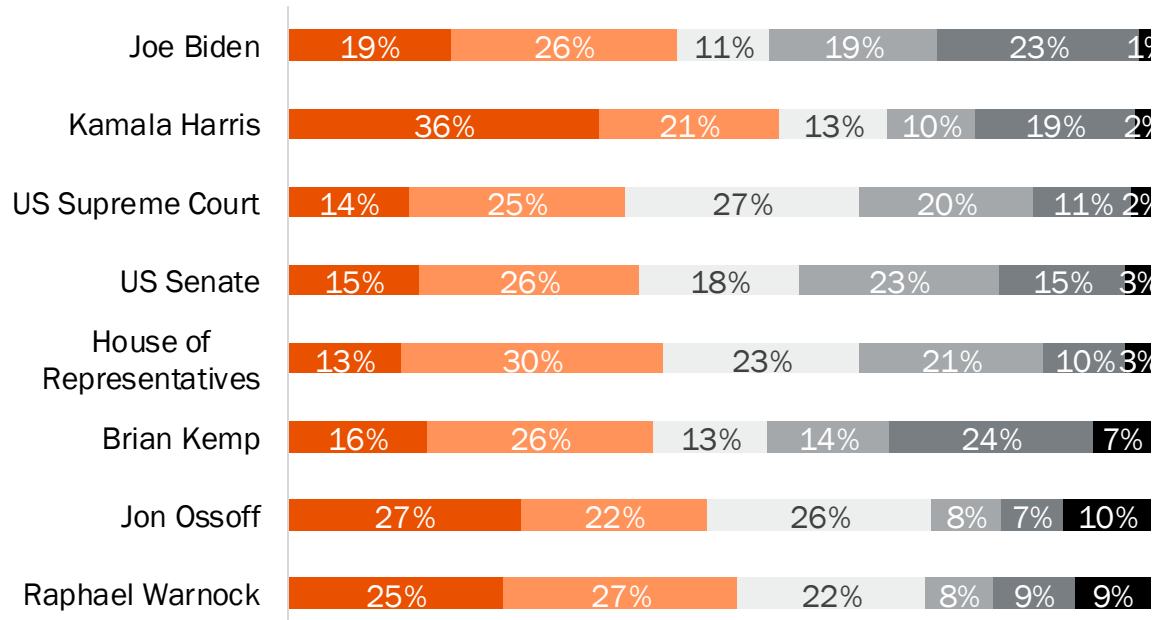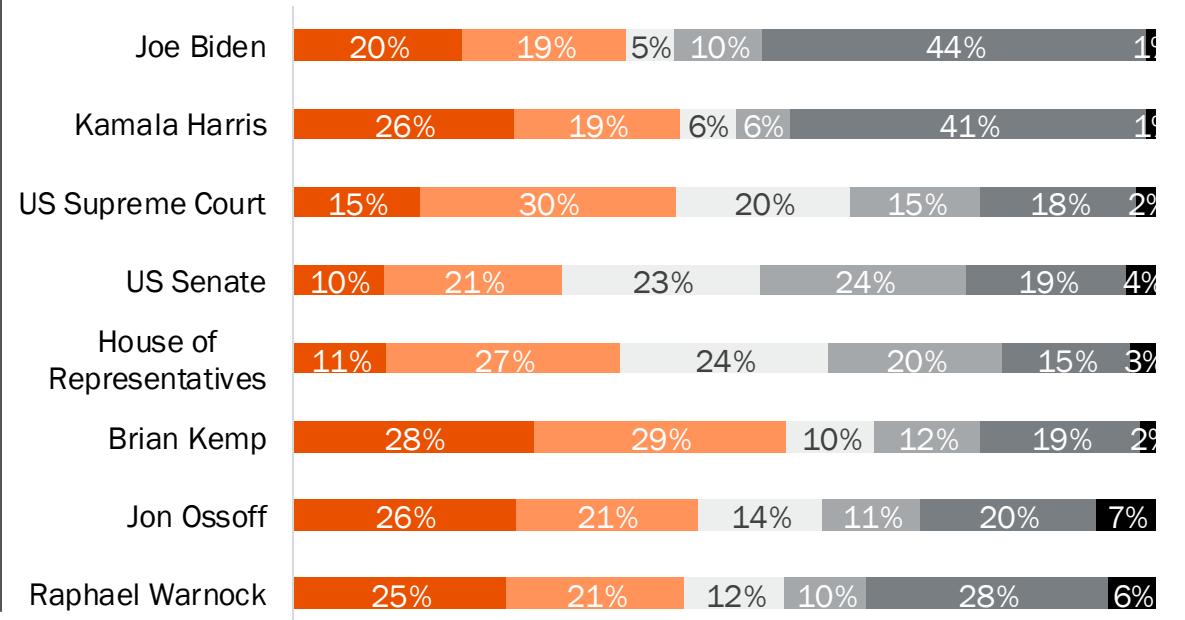
Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Donald Trump (R)	20%	19%	6%	12%	41%	1%
US Supreme Court	17%	32%	22%	19%	9%	1%
Brian Kemp (R)	16%	26%	16%	18%	19%	4%
The Republican Party	14%	26%	11%	18%	30%	2%
J.D. Vance (R)	7%	22%	21%	16%	24%	11%

Non-Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Donald Trump (R)	36%	15%	3%	11%	35%	1%
US Supreme Court	21%	33%	17%	14%	14%	1%
Brian Kemp (R)	27%	30%	8%	13%	19%	2%
The Republican Party	26%	25%	5%	16%	27%	2%
J.D. Vance (R)	20%	23%	15%	10%	29%	4%

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

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

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Job Approval

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

Job Approval

Hispanic

	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	19%	26%	11%	19%	23%	1%
Kamala Harris	36%	21%	13%	10%	19%	2%
US Supreme Court	14%	25%	27%	20%	11%	2%
US Senate	15%	26%	18%	23%	15%	3%
House of Representatives	13%	30%	23%	21%	10%	3%
Brian Kemp	16%	26%	13%	14%	24%	7%
Jon Ossoff	27%	22%	26%	8%	7%	10%
Raphael Warnock	25%	27%	22%	8%	9%	9%

Non-Hispanic

	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	20%	19%	5%	10%	44%	1%
Kamala Harris	26%	19%	6%	6%	41%	1%
US Supreme Court	15%	30%	20%	15%	18%	2%
US Senate	10%	21%	23%	24%	19%	4%
House of Representatives	11%	27%	24%	20%	15%	3%
Brian Kemp	28%	29%	10%	12%	19%	2%
Jon Ossoff	26%	21%	14%	11%	20%	7%
Raphael Warnock	25%	21%	12%	10%	28%	6%

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

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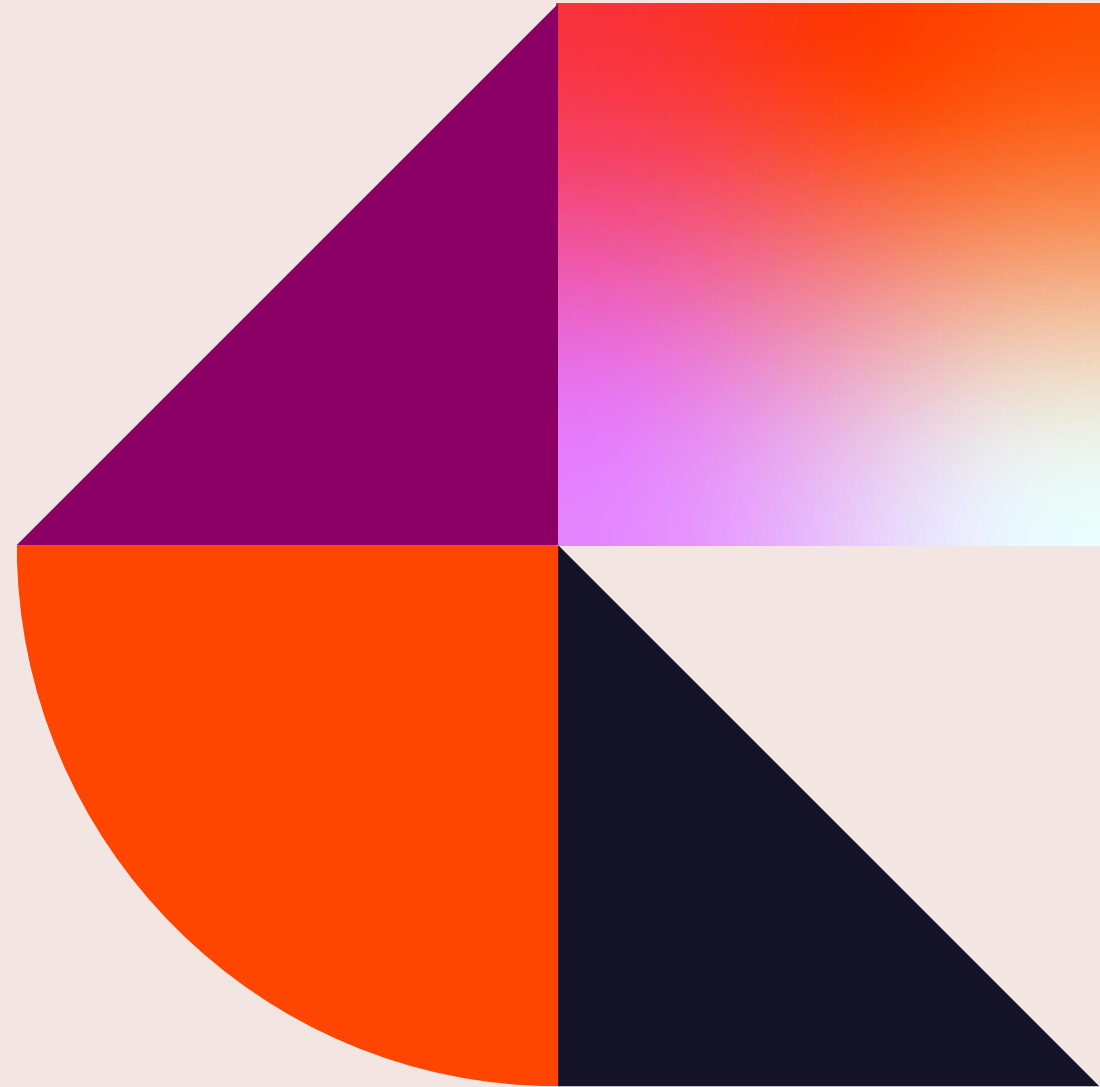
The Issues

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

- EDUCATION ONE OF MANY ISSUES OF GREATER CONCERN 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	74%	78%	Abortion	45%	46%
Inflation	73%	79%	Gun rights / 2nd amendment	43%	46%
Economy / jobs	69%	71%	Defense / military	42%	54%
Affordable housing	65%	58%	Immigration	41%	57%
Healthcare	61%	65%	Infrastructure, such as roads and public transportation	41%	44%
Education	61%	51%	Energy policy	41%	41%
Taxes	59%	60%	Police reform	40%	37%
Social security / Medicare	58%	65%	Opioids / drug abuse	40%	43%
Crime and public safety	55%	61%	Foreign policy	37%	42%
Gun control	51%	48%	Strengthening law enforcement	36%	44%
National security	50%	67%	Israel / Hamas War	33%	31%
Entitlements / social services reform (Medicare, welfare, etc.)	50%	51%	U.S. relationship with China	31%	35%
Government spending / deficit	49%	56%	Culture wars	30%	24%
Race relations	48%	39%	Russia / Ukraine war	29%	30%
Climate change	48%	39%	LGBTQ rights	27%	21%
Border security	45%	58%			

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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	76%
Inflation	73%
Affordable housing	72%
Healthcare	69%
Economy / jobs	68%
Social security / Medicare	67%
Education	65%
Race relations	64%
Gun control	63%
Climate change	60%

Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	75%
Inflation	74%
Economy / jobs	67%
Education	65%
Affordable housing	63%
Taxes	62%
Healthcare	58%
Social security / Medicare	55%
Crime and public safety	55%
National security	49%

Top 10 Issues Among Definitely Trump Voters	% Hispanic Top Box
Economy / jobs	76%
Inflation	70%
Cost of living	70%
National security	64%
Taxes	62%
Government spending / deficit	59%
Crime and public safety	56%
Gun rights / 2nd amendment	55%
Defense / military	52%
Affordable housing	52%

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

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59% 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

59%
Hispanic
53% Jul'24

45%
Non-Hispanic
42% Jul'24

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

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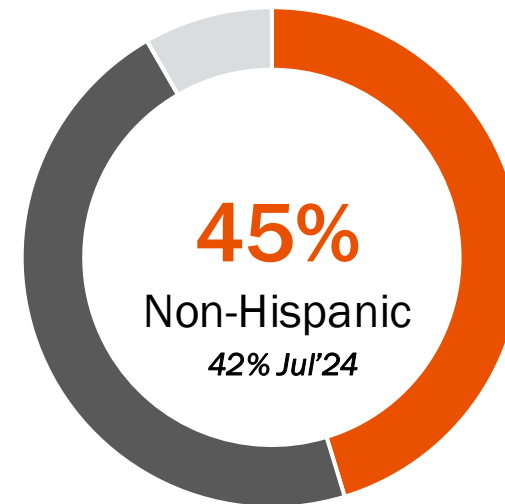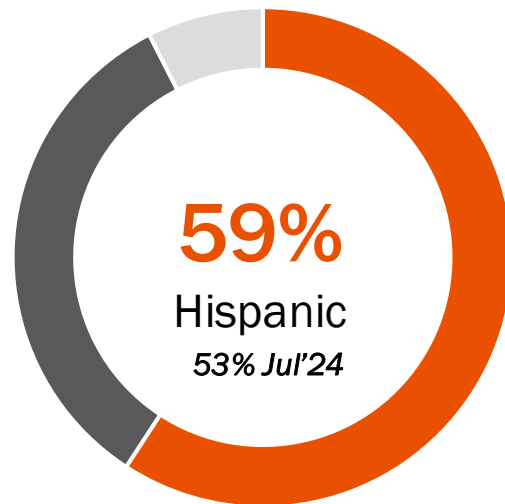
Issues That Will Determine Who They Vote For
- INFLATION MOST IMPORTANT TO HISPANICS

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

Top 10 Determining Issues

	Hispanic	Non-Hispanic
Inflation	19%	12%
Cost of living	15%	9%
Economy / jobs	13%	9%
Abortion	9%	12%
Immigration	5%	10%
Affordable housing	4%	4%
Gun control	4%	3%
Taxes	3%	3%
Border security	3%	2%
Other, please specify	3%	2%

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

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Party Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Democrat Top2Box	**Republican** Top2Box	**Democrat** Top2Box	**Republican** Top2Box
Healthcare	64%	24%	47%	38%
Abortion	60%	26%	49%	36%
Climate change	58%	24%	48%	32%
Entitlements reform	57%	25%	45%	39%
Education	57%	27%	45%	38%
Opioids	54%	28%	40%	37%
Social security	54%	28%	46%	40%
Cost of living	54%	32%	43%	44%
Economy / jobs	53%	32%	42%	46%
Energy policy	52%	29%	45%	39%

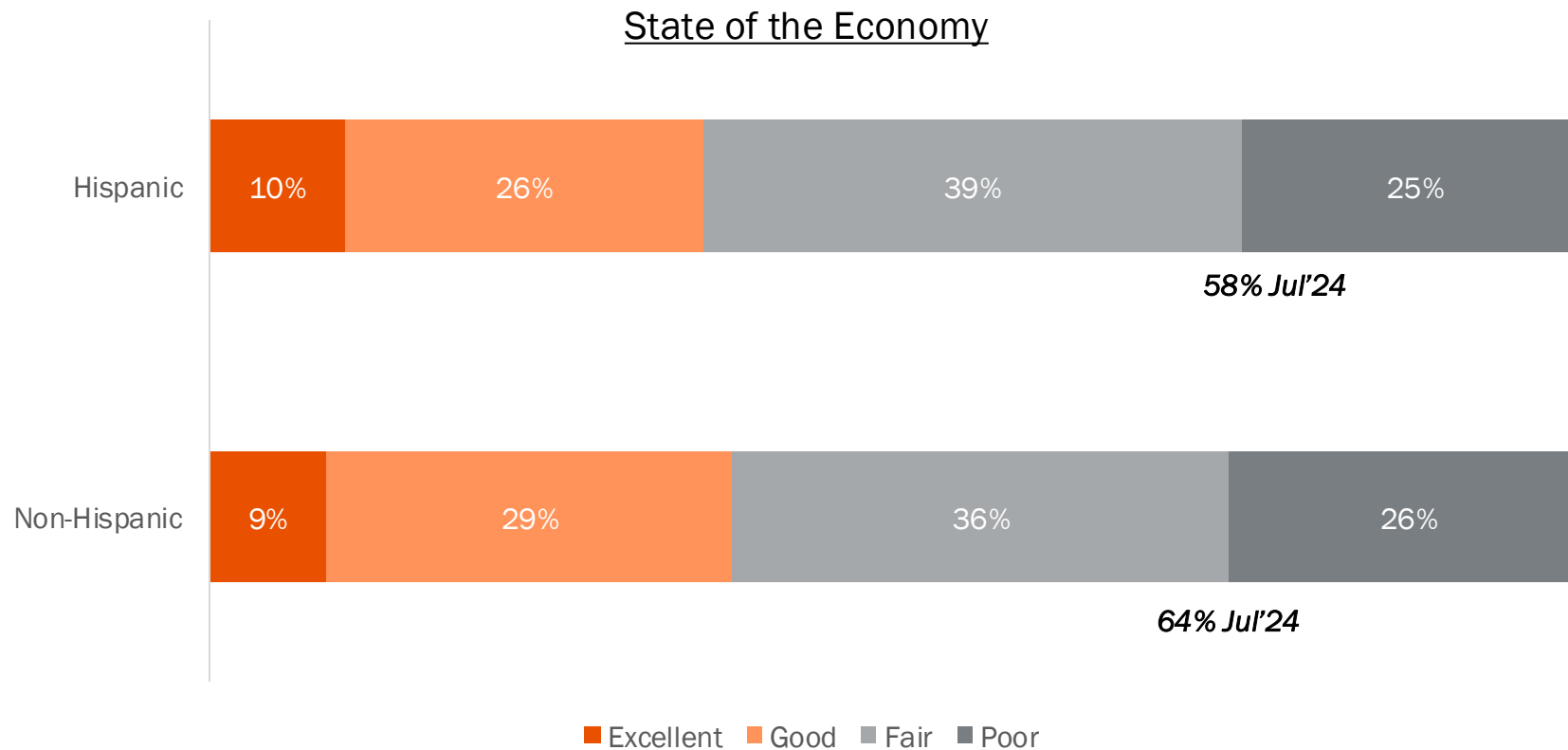Televisa Univision | **Consumer** Strategy & Insights

Party Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Democrat Top2Box	**Republican** Top2Box	**Democrat** Top2Box	**Republican** Top2Box
Taxes	51%	32%	42%	45%
Inflation	50%	31%	41%	46%
Immigration	50%	33%	35%	51%
Crime and public safety	49%	32%	40%	45%
Foreign policy	49%	32%	40%	46%
Government spending	47%	30%	39%	42%
Defense	47%	39%	37%	48%
Border security	47%	36%	36%	51%
National security	44%	36%	37%	49%

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

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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	67%	24%	48%	38%
Healthcare	61%	25%	46%	42%
Education	60%	28%	45%	41%
Entitlements reform	60%	28%	47%	41%
Energy policy	56%	28%	42%	42%
Social security	56%	33%	46%	45%
Climate change	55%	24%	46%	34%
Cost of living	54%	37%	42%	49%
Taxes	53%	36%	40%	49%
Crime and public safety	53%	32%	39%	48%

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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
Economy / jobs	50%	40%	43%	48%
Opioids	50%	30%	39%	42%
Inflation	48%	38%	39%	51%
Immigration	48%	38%	36%	53%
Government spending	48%	37%	38%	46%
Foreign policy	47%	36%	38%	52%
National security	46%	39%	36%	51%
Border security	44%	43%	33%	56%
Defense	42%	43%	35%	54%

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

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ECONOMY

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64% of Hispanics Rate the Economy in Their State Right Now as Fair or Poor

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

State of the Economy

Hispanic
| 10% | 26% | 39% | 25% |

58% Jul'24

Non-Hispanic
| 9% | 29% | 36% | 26% |

64% Jul'24

■ Excellent ■ Good ■ Fair ■ Poor

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

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26% of Hispanic Voters Believe the Economy Will Get Worse

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

Future of the Economy

Hispanic
| 18% | 26% | 26% | 20% | 6% | 4% |

24% Jul'24

Non-Hispanic
| 14% | 24% | 32% | 13% | 8% | 8% |

23% Jul'24

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

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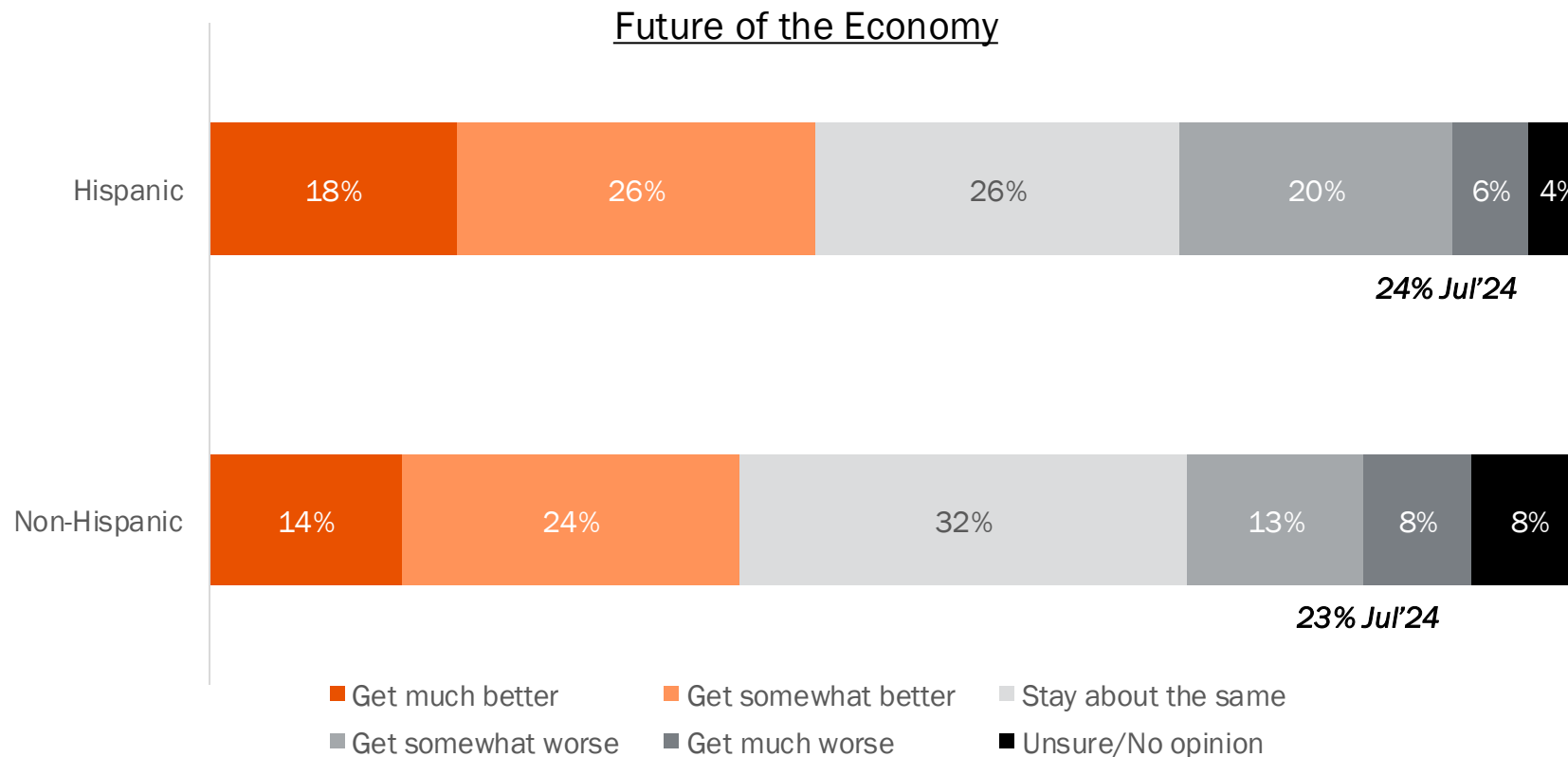
Economy

How much do you agree or disagree with the following statements? [*Economy*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Inflation is putting a significant strain on my budget	77%	9%	80%	8%
I feel that it is increasingly difficult for middle class families to prosper in the United States	77%	8%	78%	8%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	74%	9%	71%	7%
I am concerned about the U.S. federal government's spending and deficit	69%	12%	77%	8%
The price of gas is putting a strain on my finances	69%	15%	65%	18%
I expect my personal economic situation to get better in the next few years	64%	15%	57%	17%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	64%	21%	48%	34%
I have taken, or am considering taking, a second job in order to maintain my standard of living	64%	19%	47%	33%
My personal economic situation has become worse in the last year	63%	18%	60%	20%
Home ownership is still within reach for most people	36%	46%	33%	49%
I feel that jobs are getting easier to find	26%	53%	32%	44%

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PUBLIC HEALTH & HEALTHCARE

Public Health & Healthcare

How much do you agree or disagree with the following statements? [*Public Health & Healthcare*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Drug abuse is a serious public health issue in the United States	83%	6%	84%	6%
Mental health issues are a growing problem for people in the United States	82%	6%	85%	4%
The cost of prescription drugs is a financial problem for me	52%	25%	47%	32%
I am generally satisfied with my healthcare coverage	52%	30%	67%	18%
The cost of my health care and insurance is reasonable	45%	36%	45%	36%
Medicaid and Medicare are working well now	41%	28%	45%	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 September 2024

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Abortion

How much do you agree or disagree with the following statements? [*Public Health & Healthcare*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I would not vote for a political candidate whose views on abortion were at odds with mine	**62%**	**16%**	57%	15%
Abortion laws should be created by state governments, not by the federal government	**50%**	**28%**	53%	20%

Abortion Policy *Thinking about abortion policy and laws, which of the following comes closest to your view?*	Hispanic	Non-Hispanic
Abortion should be legal only in the case of rape, incest or when the mother's life is in danger	**28%**	29%
Abortion should be legal at any time during pregnancy	**15%**	13%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	**12%**	12%
Abortion should be illegal in all cases	**11%**	13%
Abortion should be legal only in the first 15 weeks of pregnancy	**10%**	8%
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)	**9%**	6%
Other	**3%**	1%
Unsure/I don't know	**5%**	8%

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CRIME & PUBLIC SAFETY

Crime & Public Safety

How much do you agree or disagree with the following statements? [*Crime & Public Safety*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Homelessness is a serious problem in the United States	84%	7%	87%	3%
Crime is a growing problem in the United States	76%	9%	81%	5%
I support second amendment gun rights	60%	19%	70%	13%
I believe that stricter gun control laws would reduce crime	58%	25%	53%	33%
Gun violence is a growing problem where I live	57%	23%	51%	29%
I feel less safe in my everyday life than I did a year ago	53%	27%	53%	25%
Crime is a growing problem where I live	52%	21%	51%	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

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Crime & Public Safety

How much do you agree or disagree with the following statements? [*Crime & Public Safety*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Homelessness is a serious problem in my neighborhood	52%	29%	46%	34%
Police departments in the United States are understaffed	50%	19%	66%	10%
Government authorities are doing a good job combating crime in my neighborhood	49%	21%	50%	21%
Government authorities have become too lenient on criminals	48%	26%	63%	17%
Government authorities are doing a good job protecting businesses near where I live and shop	48%	20%	53%	17%
Children in my community are generally safe at the schools they attend	46%	34%	51%	24%
My police department is understaffed	43%	25%	47%	18%
My local government should significantly reduce the resources and budgets for police	37%	34%	25%	52%

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IMMIGRATION & BORDER SECURITY

Immigration & Border Security

How much do you agree or disagree with the following statements? [*Immigration & Border Security*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
We should provide a pathway to legal status (including citizenship) for undocumented immigrants who have been in the U.S. and have not committed a serious crime	69%	17%	56%	26%
All migrants who want to enter the United States should be fully vetted first	63%	12%	77%	6%
poli24_immigration_deep_ - georgia	61%	16%	45%	23%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	59%	17%	78%	7%
There are too many undocumented immigrants crossing the border into the United States	59%	19%	73%	10%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	58%	18%	72%	8%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	58%	24%	75%	11%
We should reform immigration laws to give higher priority to people with needed skills and education	58%	17%	54%	15%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	56%	17%	73%	8%

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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Immigration & Border Security

How much do you agree or disagree with the following statements? [*Immigration & Border Security*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	53%	17%	69%	8%
The United States military should be used to secure the southern border	51%	25%	66%	16%
The Biden administration is primarily responsible for the situation at the southern border	51%	32%	60%	24%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	50%	27%	37%	42%
The U.S. should complete the construction of a wall on the southern border of the U.S.	49%	32%	63%	18%
There are too many undocumented migrants coming to my state	48%	28%	61%	14%
The arrival of migrants has made the affordable housing problem worse	47%	28%	62%	17%
The resettling of all the migrants will, in the long-run, benefit the United States	46%	25%	36%	36%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	45%	32%	33%	50%
The rules that I have to live by don't seem to apply to migrants	44%	30%	65%	16%

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Immigration & Border Security

How much do you agree or disagree with the following statements? [*Immigration & Border Security*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Undocumented migrants have increased crime in my state	44%	35%	55%	20%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	44%	36%	54%	28%
Local law enforcement should be able to detain undocumented migrants	43%	32%	70%	11%
Most undocumented migrants who entered the U.S. over the last few years should be deported	43%	36%	60%	16%
It feels like migrants are being treated better than most Americans	42%	36%	66%	17%
Undocumented migrants will take jobs away from poorer and working-class Americans	42%	39%	61%	23%
I support the way the Biden Administration is managing the southern border	40%	34%	29%	52%
I support the way my state and local officials are handling the migrant issue	39%	24%	35%	22%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	39%	34%	23%	58%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	34%	29%	27%	47%

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CLIMATE CHANGE & ENERGY POLICY

Climate Change & Energy Policy

How much do you agree or disagree with the following statements? [*Climate Change & Energy Policy*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Climate change is a very big threat to the planet	72%	10%	59%	20%
Climate change is a result of human activity	70%	14%	60%	18%
Governments should create policies that encourage oil and gas production in the U.S.	60%	15%	67%	12%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	58%	22%	44%	33%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	56%	17%	36%	32%
Government regulation and action on climate change is hurting the economy	51%	20%	50%	21%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	49%	31%	36%	39%

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GOVERNMENT

Government

How much do you agree or disagree with the following statements? [*Government*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The federal government of the United States has become too intrusive in the lives of Americans	60%	19%	67%	10%
The federal government of the United States is too big and powerful	59%	16%	60%	16%
The United States Justice Department has become politicized in its prosecutions	55%	14%	60%	13%
The voting in the 2020 election was free and fair and the vote-counting was done accurately	54%	24%	51%	29%
The FBI has become politicized in its investigations	53%	16%	58%	16%
I want the next president to shrink the size of the federal government	48%	22%	53%	16%
I am confident that Social Security and Medicare benefits, that are similar to those of current retirees, will be available in the future to younger generations	45%	28%	40%	34%

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GOVERNMENT POLICY

Government Policy

How much do you agree or disagree with the following statements? [*Government Policy*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I think that the United States government should provide expanded benefits and entitlements to Americans	62%	11%	64%	14%
I support the Biden Administration's efforts to forgive student loans	58%	23%	46%	38%
The U.S. government should spend less money supporting the war in Ukraine	56%	24%	58%	18%
China represents the most serious economic and geo-political threat to the United States	52%	22%	63%	12%
The government should ban social media, like Facebook and TikTok, from being used by children	51%	28%	45%	31%
I think that the United States spends too much on defense and the military	49%	25%	35%	41%
Iran is the primary destabilizing force in the Middle East	41%	17%	55%	9%
Student loans should not be forgiven and paid for by taxpayers	41%	38%	50%	32%
I support the way the Biden Administration is dealing with the Israel-Hamas war	37%	35%	30%	43%
The United State should increase the amount of military aid it sends to Israel	37%	39%	40%	34%
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	37%	36%	38%	32%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	35%	38%	30%	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 September 2024

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TECHNOLOGY

Technology

How much do you agree or disagree with the following statements? [*Technology*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Artificial Intelligence (AI) technology will be used to create a significant amount of misleading and deceptive information, pictures and video that will be hard to identify as fake	64%	12%	72%	9%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	60%	16%	59%	15%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	59%	16%	62%	13%
Social media, like Facebook and TikTok, does more harm than good	48%	32%	45%	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 September 2024

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EDUCATION

Education

| How much do you agree or disagree with the following statements? [*Education*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Parents should be allowed to know what is being taught in the public schools that their children attend	74%	9%	87%	3%
College is no longer worth the cost for most students	70%	12%	68%	13%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	65%	15%	60%	17%
Parents should have a say in what is taught to their children in public schools	65%	17%	73%	10%
More emphasis should be placed on trade schools	64%	8%	70%	6%
The public schools in my neighborhood are good	54%	26%	60%	16%
The public school system is working well in my state	49%	28%	49%	24%
Public schools where I live are better than they were before the pandemic	40%	29%	32%	25%
Colleges and universities should be allowed to use race in admissions decisions	36%	45%	27%	55%
The federal government's Department of Education should be eliminated	31%	39%	32%	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 September 2024

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Information Sources & Language Preferences
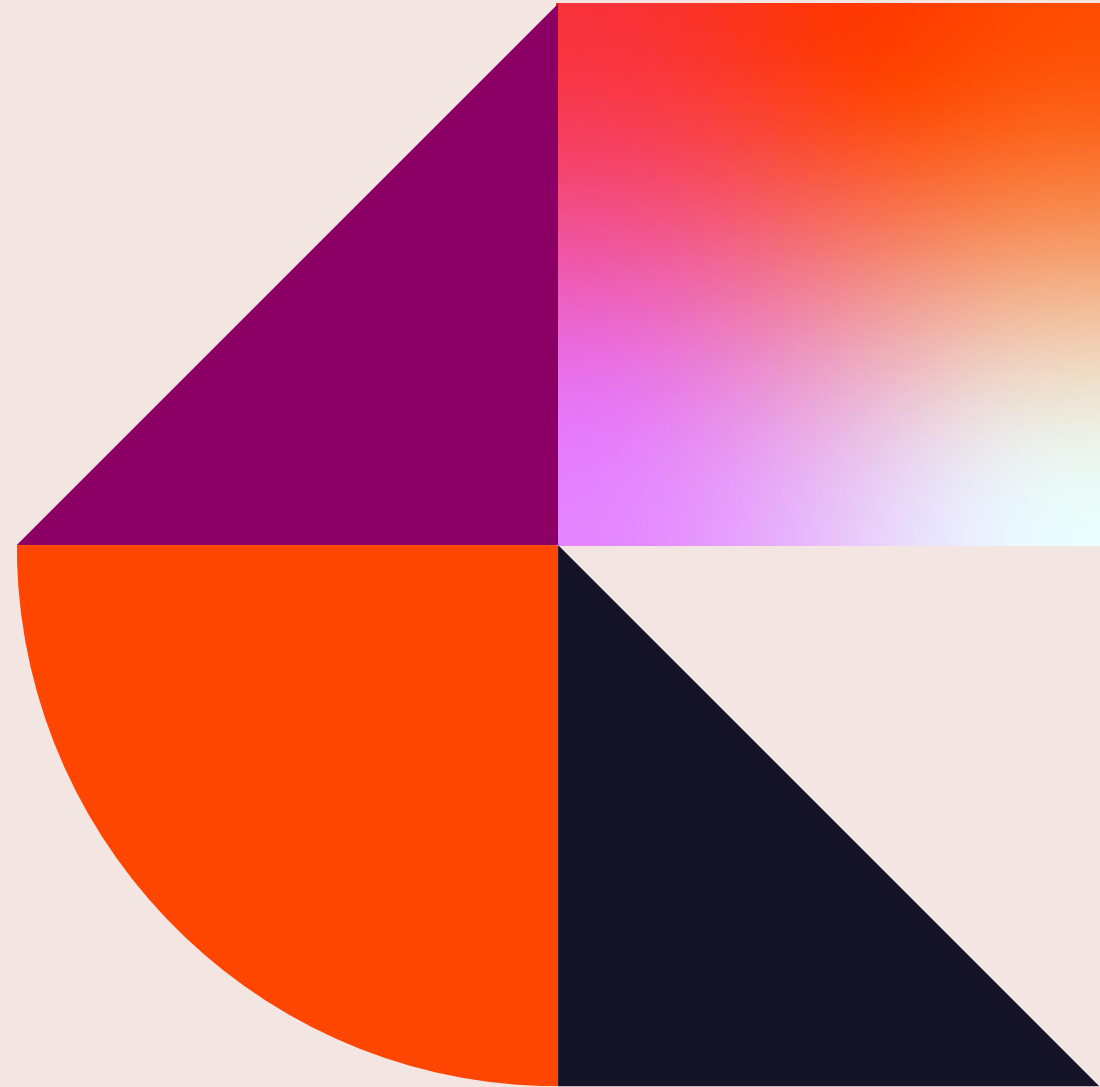
YouTube, Social Media & National TV, Among the Most Heavily Used Political Information Sources by Hispanics

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	53%	44%	Online publications	27%	20%
Facebook	44%	38%	Newspapers	25%	24%
Instagram	44%	26%	Radio	22%	22%
National Television (like network programs or cable news)	41%	48%	Podcasts	22%	19%
TikTok	40%	24%	Snapchat	20%	7%
Local Television	39%	51%	School	15%	5%
Family	38%	32%	Religious organization/Church	12%	9%
X, formerly known as Twitter	36%	21%	Magazines	9%	8%
Friends	33%	30%	Community organization	7%	7%
Debates	31%	28%	None of these	1%	4%

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

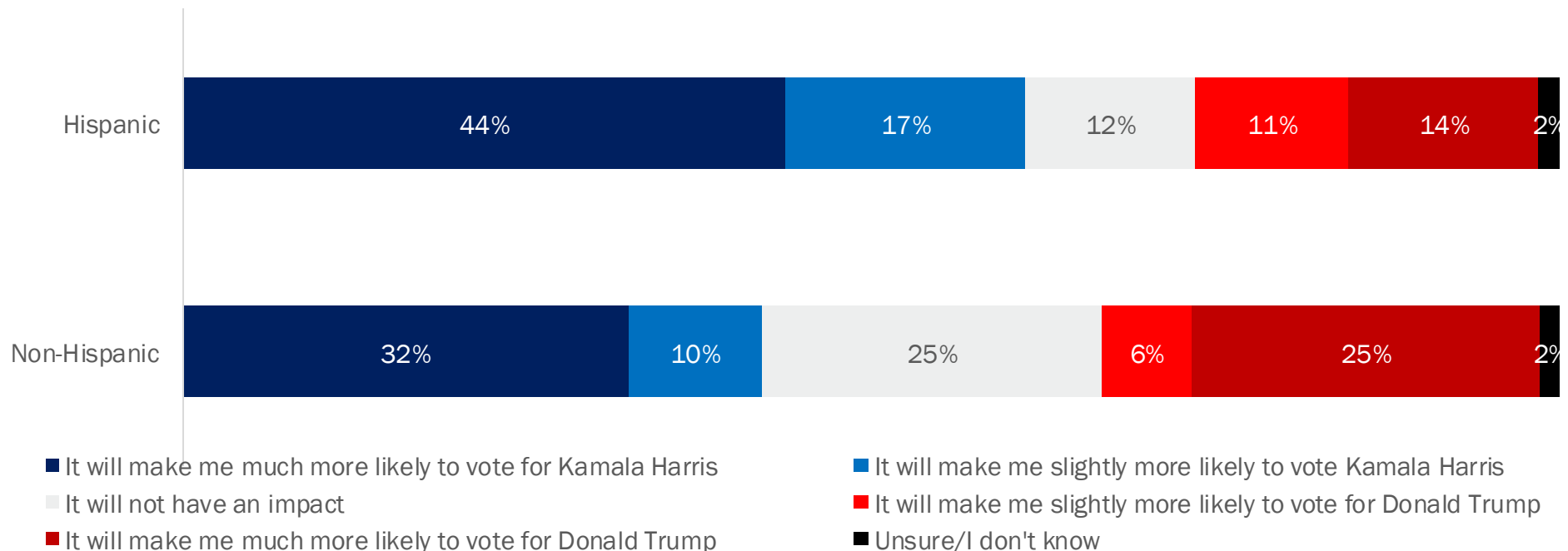Televisa Univision | Consumer Strategy & Insights | 54

Debate Effect

- 44% OF HISPANICS SAID THE PRESIDENTIAL DEBATE MADE THEM MUCH MORE LIKELY TO VOTE FOR HARRIS, HIGHER THAN NON-HISPANICS
- 14% OF HISPANICS SAID THE DEBATE MADE THEM MUCH MORE LIKELY TO VOTE FOR TRUMP, LOWER THAN NON-HISPANICS

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?

Debate Effect

	Much more likely Harris	Slightly more likely Harris	No impact	Slightly more likely Trump	Much more likely Trump	Unsure
Hispanic	44%	17%	12%	11%	14%	2%
Non-Hispanic	32%	10%	25%	6%	25%	2%

- It will make me much more likely to vote for Kamala Harris
- It will make me slightly more likely to vote Kamala Harris
- It will not have an impact
- It will make me slightly more likely to vote for Donald Trump
- It will make me much more likely to vote for Donald Trump
- Unsure/I don't know

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

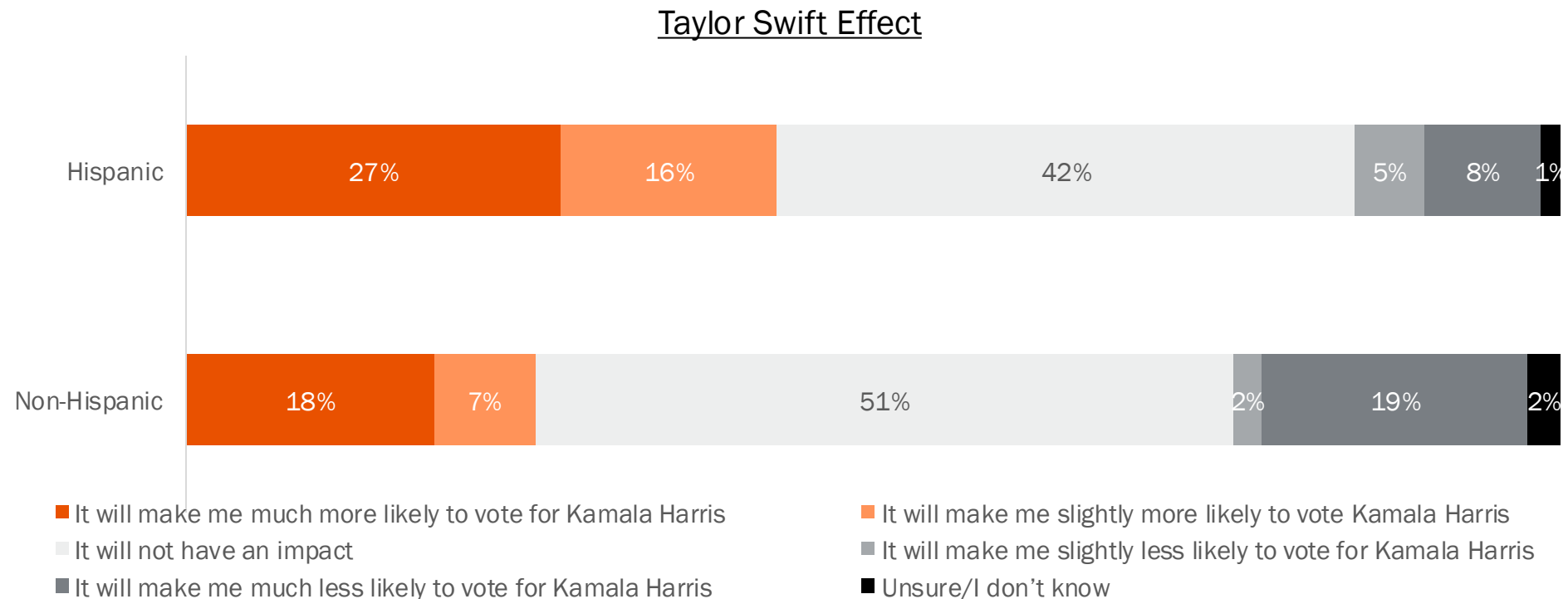Televisa Univision | Consumer Strategy & Insights

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Taylor Swift Effect

- 27% OF HISPANICS SAY TAYLOR SWIFT'S ENDORSEMENT OF HARRIS WILL MAKE THEM MUCH MORE LIKELY TO VOTE FOR HER, HIGHER THAN NON-HISPANIC
- 42% OF HISPANICS SAY ENDORSEMENT WILL NOT HAVE AN IMPACT ON VOTING DECISION

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

Taylor Swift Effect

	Much more likely	Slightly more	No impact	Slightly less	Much less	Unsure
Hispanic	27%	16%	42%	5%	8%	1%
Non-Hispanic	18%	7%	51%	2%	19%	2%

- ■ It will make me much more likely to vote for Kamala Harris
- ■ It will make me slightly more likely to vote Kamala Harris
- ■ It will not have an impact
- ■ It will make me slightly less likely to vote for Kamala Harris
- ■ It will make me much less likely to vote for Kamala Harris
- ■ Unsure/I don't know

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Spanish-Language News Viewers & Streamers

Do you watch or stream Spanish-language news?

Spanish-Language News Viewers & Streamers

65%
Hispanic

- Yes
- No

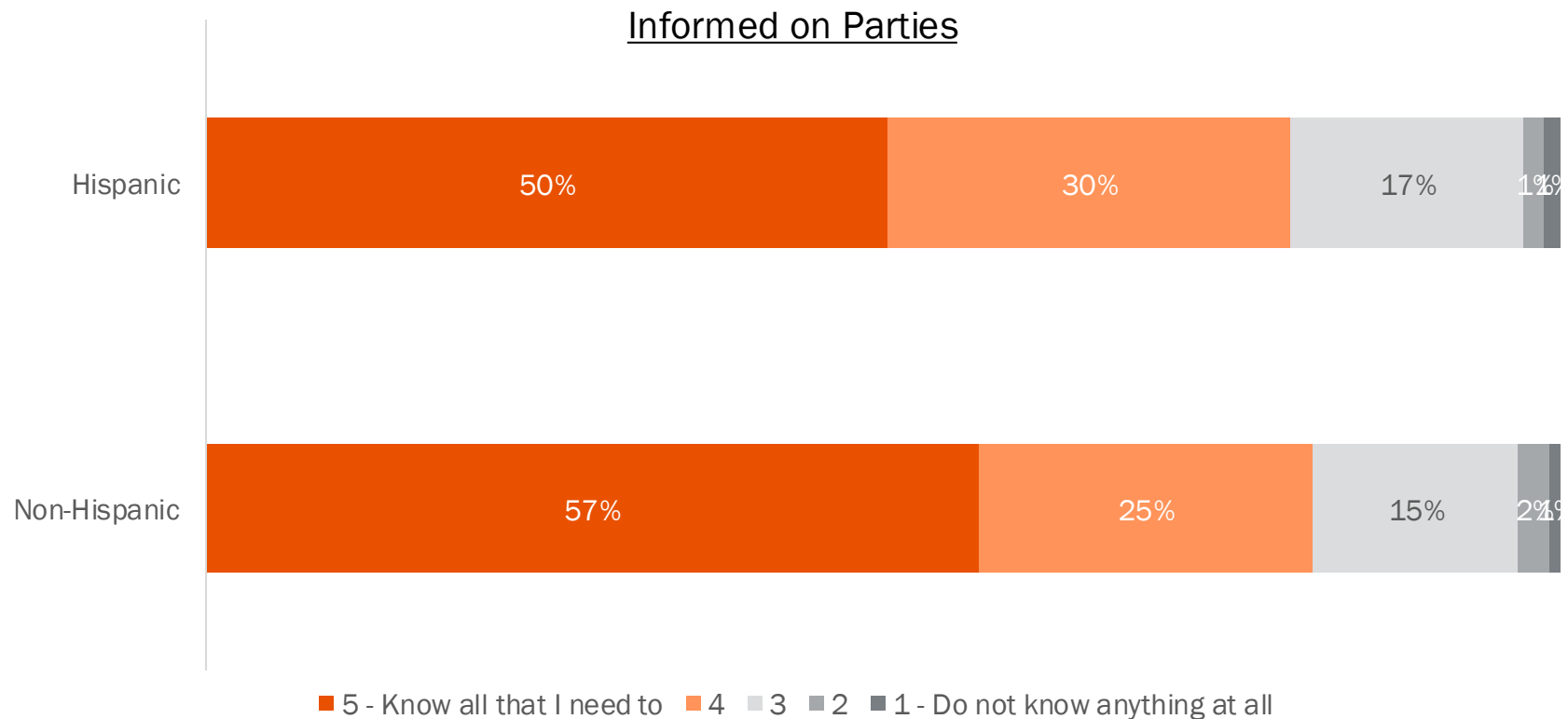Televisa Univision | Consumer Strategy & Insights
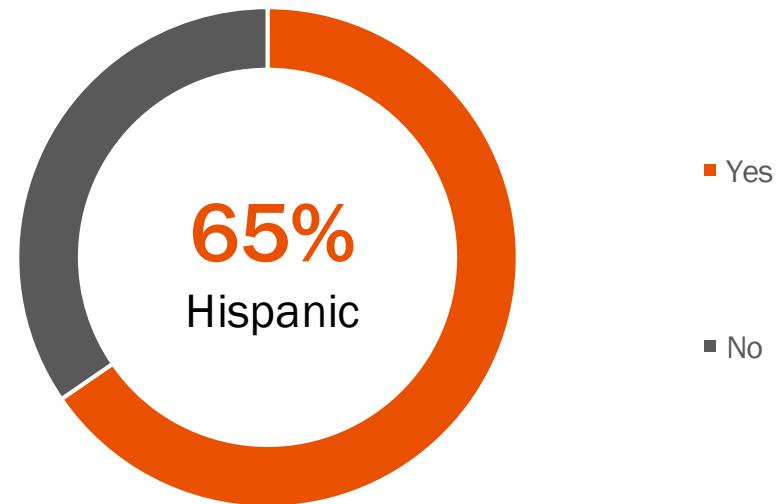
47% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

Do you think that you know enough now about the candidates and their positions on the issues most important to you to confidently make a voting decision?
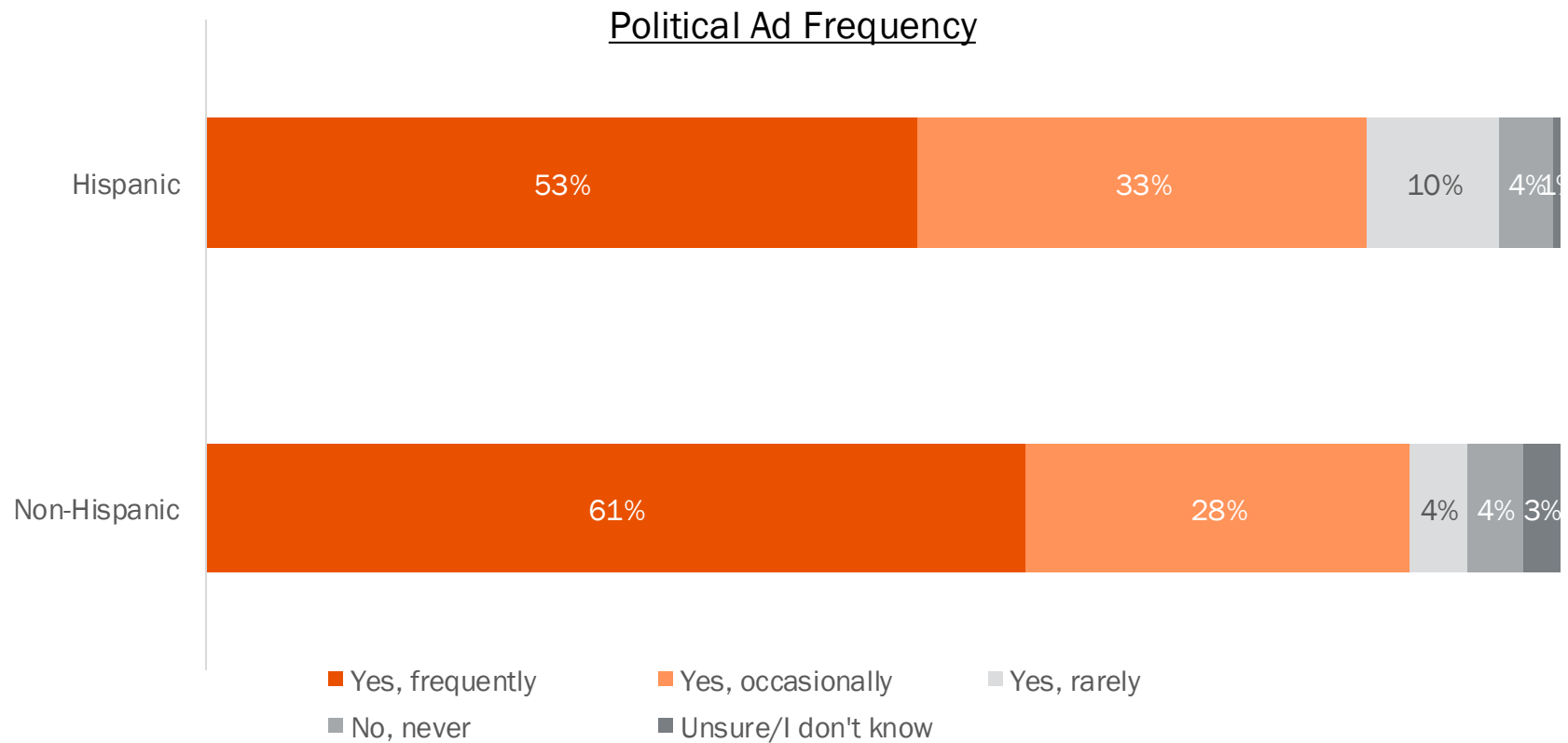
Informed on Candidates

Hispanic: 53% | 29% | 17% | 1% 1%

Non-Hispanic: 60% | 24% | 14% | 1% 1%

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

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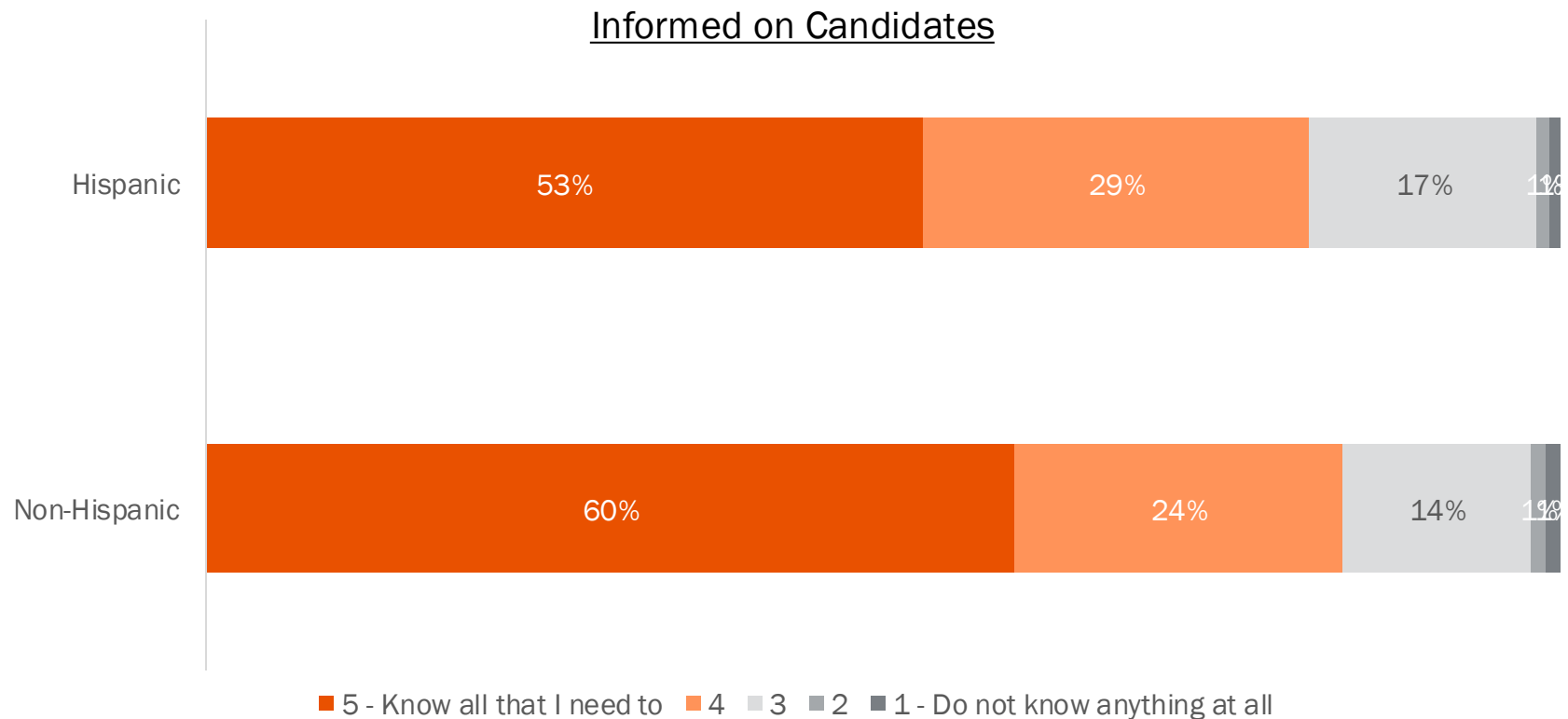
50% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

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

Informed on Parties

	5 - Know all that I need to	4	3	2	1 - Do not know anything at all
Hispanic	50%	30%	17%	1%	2%
Non-Hispanic	57%	25%	15%	2%	1%

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

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47% of Hispanics Occasionally, Rarely or Never See Political Ads

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

Political Ad Frequency

Hispanic
| 53% | 33% | 10% | 4% | 1% |

Non-Hispanic
| 61% | 28% | 4% | 4% | 3% |

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

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Messaging in Spanish is *Powerful* and *Connects*

77%
OF HISPANICS AGREE

I *appreciate when candidates advertise in Spanish* in trying to win my vote
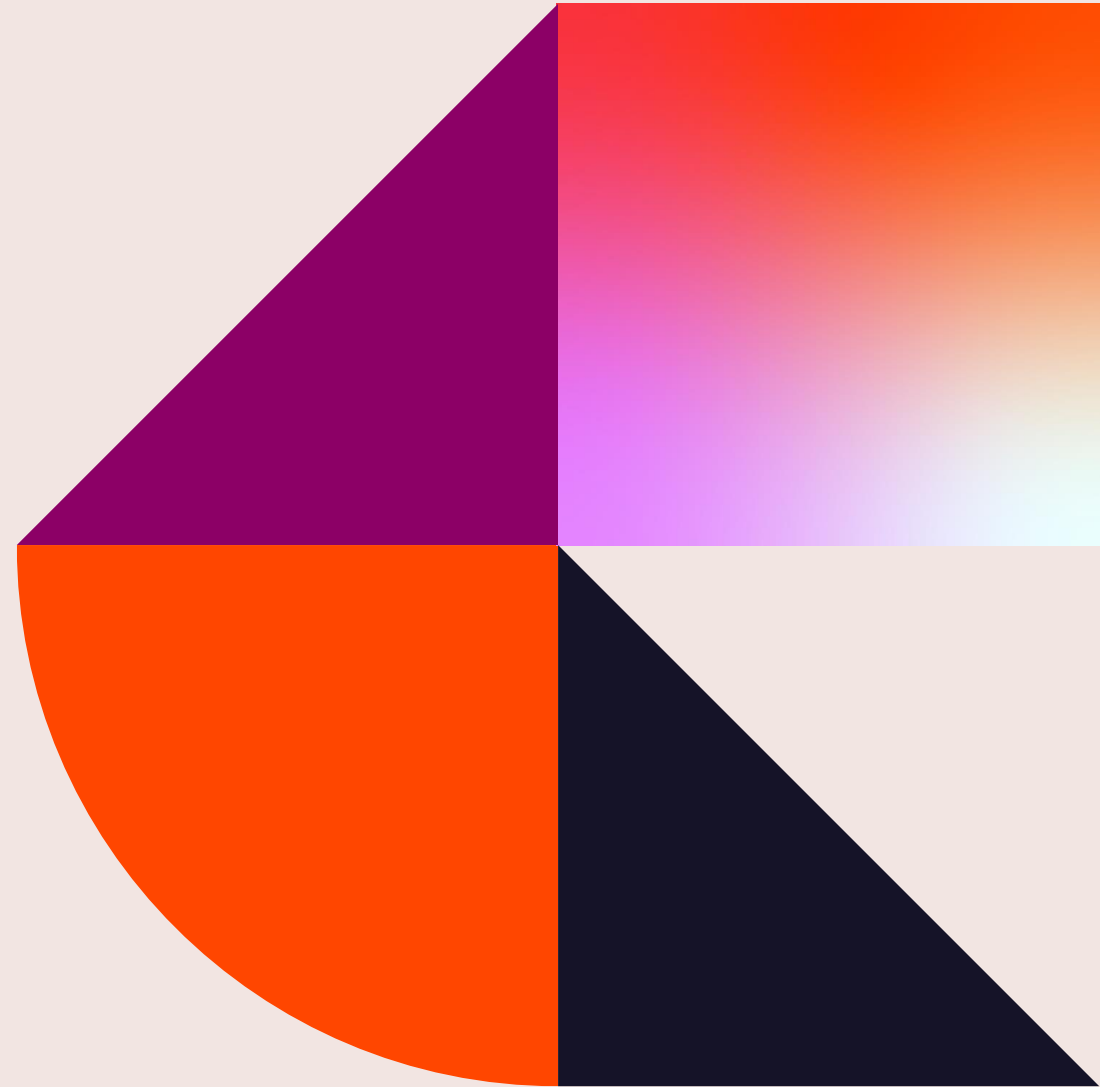
66%
OF HISPANICS AGREE

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

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*
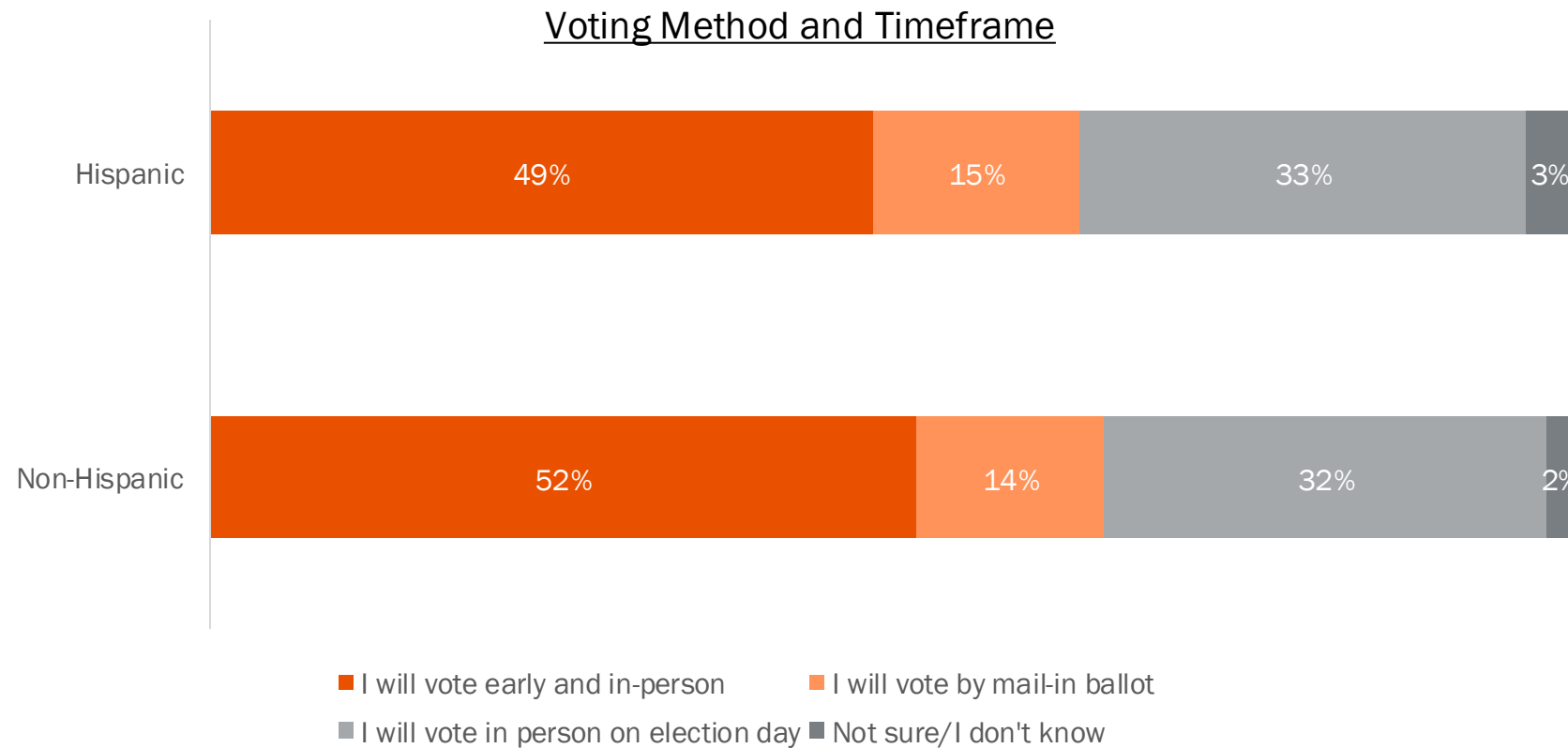
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Voting & Campaign Information

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

How do you plan to vote in the General election?

Voting Method and Timeframe

Hispanic: 49% | 15% | 33% | 3%

Non-Hispanic: 52% | 14% | 32% | 2%

■ I will vote early and in-person   ■ I will vote by mail-in ballot
■ I will vote in person on election day   ■ Not sure/I don't know

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Vota Conmigo Familiarity

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

Vota Conmigo Familiarity

34%
Hispanic
38% Jul'24

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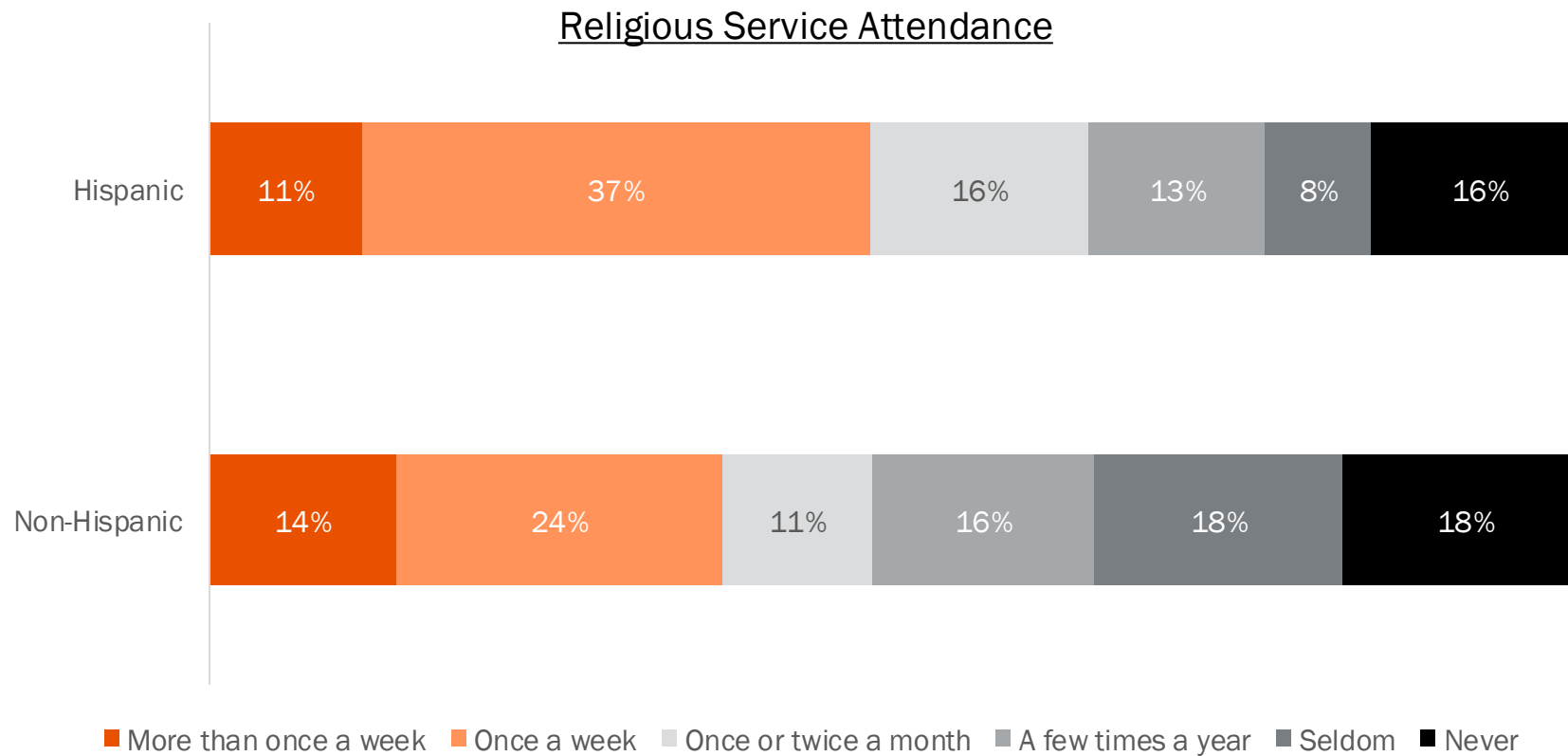
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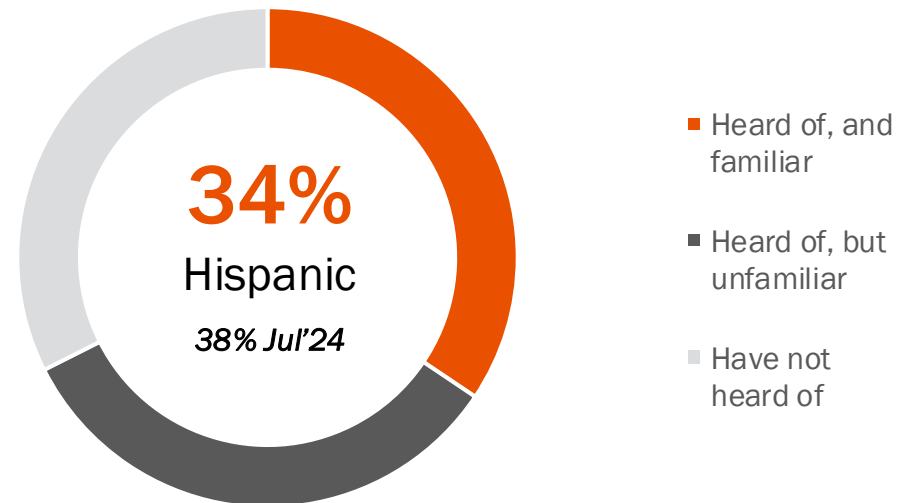
Gracias

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APPENDIX

Religious Service Attendance

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

Religious Service Attendance

	More than once a week	Once a week	Once or twice a month	A few times a year	Seldom	Never
Hispanic	11%	37%	16%	13%	8%	16%
Non-Hispanic	14%	24%	11%	16%	18%	18%

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

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

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Ballot Language Preference

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

Ballot Language Preference

75%
Hispanic

■ Spanish

■ English

■ No preference

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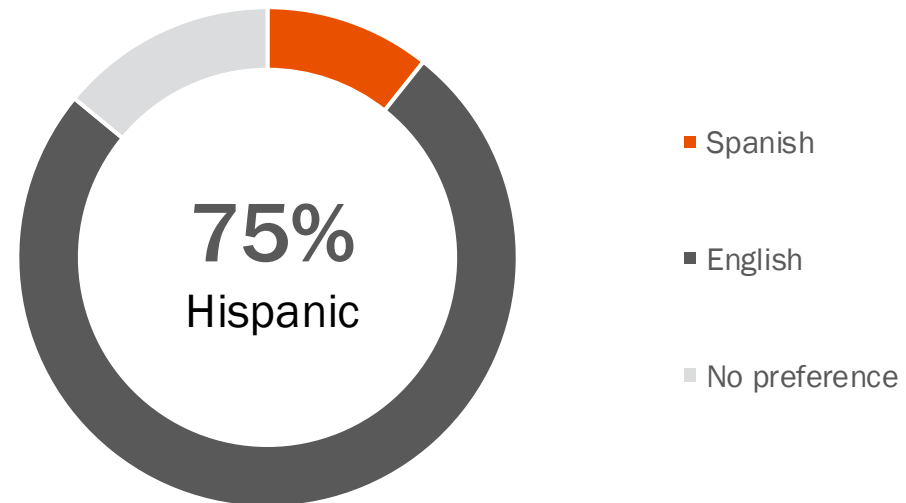
Political Campaigning

How much do you agree or disagree with the following statements? [Political *Campaigning*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I feel that candidates and their campaigns are making a strong effort to win my vote	74%	8%	74%	8%
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	36%	46%	29%	52%

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