HOUSTON

Houston's Hispanic Community

Houston Hispanics Are YOUNGER

37 Hispanic median age
vs 48 for Non-Hispanic

Lower Hispanic Median Household Income

$62,572
vs $105,789 for Non-Hispanic

Larger Hispanic Households

4.3 Median Persons per HH
vs 3.0 for Non-Hispanic

More Likely to Have Children in Household

55% Kids <18 in HH
vs 33% for Non-Hispanic

More Likely Renting Their Homes

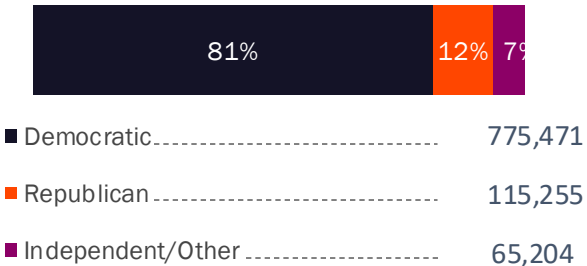**40%** Rent where they live
vs 30% for Non-Hispanic

TelevisaUnivision

2

2024 Houston Hispanic Voter Profile

2024 HISPANIC REGISTERED VOTERS

955,930

VOTE
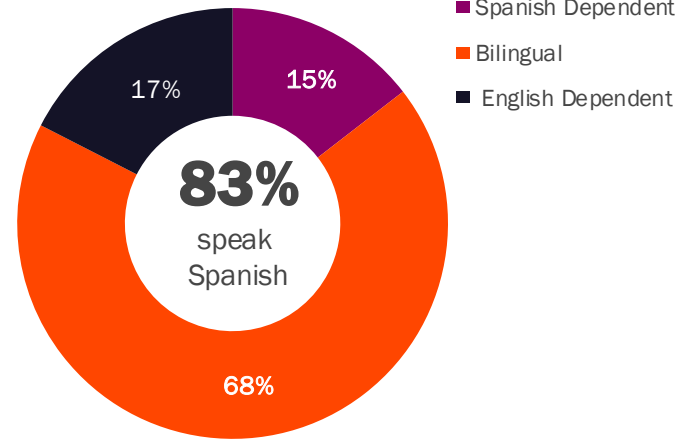
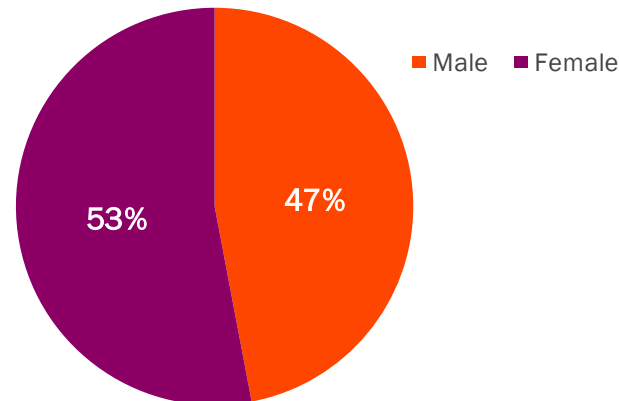## 25% of all registered voters

POLITICAL AFFILIATION

81%	12%	7%

- ■ Democratic 775,471
- ■ Republican 115,255
- ■ Independent/Other 65,204

AGE DISTRIBUTION 18+	HISPANIC
18-34	37%
35+	63%
18-24	15%
25-34	22%
35-49	26%
50-64	22%
65+	15%

2024 HISPANICS AGE 5+ LANGUAGE USAGE*

- ■ Spanish Dependent
- ■ Bilingual
- ■ English Dependent

15%
68%
17%

83% speak Spanish

REGISTERED VOTER GENDER DISTRIBUTION

- ■ Male ■ Female

47%
53%

COUNTRY OF ORIGIN*	POPULATION	SHARE
Total Hispanic Population	3,057,172	
Mexican	2,203,086	72.1%
Central American	428,736	14.0%
Salvadoran	214,579	50%
Honduran	126,652	30%
Guatemalan	59,847	14%
Nicaraguan	17,343	4%
Panamanian	5,179	1%
Costa Rican	4,753	1%
Other Central American	383	0%
South American	166,114	5.4%
Colombian	61,217	37%
Venezuelan	57,728	35%
Peruvian	15,097	9%
Argentinean	12,153	7%
Ecuadorian	7,569	5%
Chilean	6,774	4%
Uruguayan	2,456	1%
Bolivian	2,267	1%
Paraguayan	472	0%
Other South American	381	0%
Other Hispanic	131,618	4.3%
Caribbean	127,618	4.2%
Puerto Rican	60,271	47%
Cuban	56,951	45%
Dominican	10,396	8%

Televisa Univision | **Consumer** Strategy & Insights

2024 Houston Hispanic Voters in Presidential Years

AS OF 5/15/2024

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

+32% vs. 2020
NH: +24%

+46% vs. 2016
NH: +33%

652,395

495,410

339,252

Vs. 2016: Hispanics are expected to grow by **+92%**
NH: +64%

700,000
600,000
500,000
400,000
300,000
200,000
100,000
0

2016   2020   2024

Televisa Univision | **Consumer** Strategy & Insights

TU & Media Predict

2024 Presidential Tracker

Houston
August 2024

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 564 likely voters ages 18+

| A18+ |
| :---: |
| 284 Hispanic (217 SpanDom/Bilingual) |
| 280 Non-Hispanic |

- In field 8/1/2024 – 8/8/2024

- 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 5.9% for Hispanics and 6.0% for Non-Hispanics.

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

Televisa Univision | Consumer Strategy & Insights

Only 32% 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

32%
Hispanic

31%
Non-Hispanic
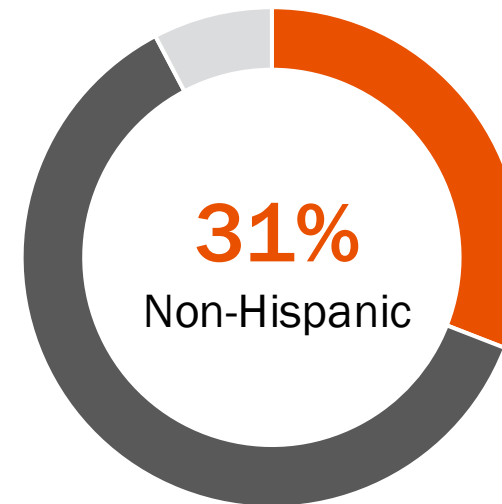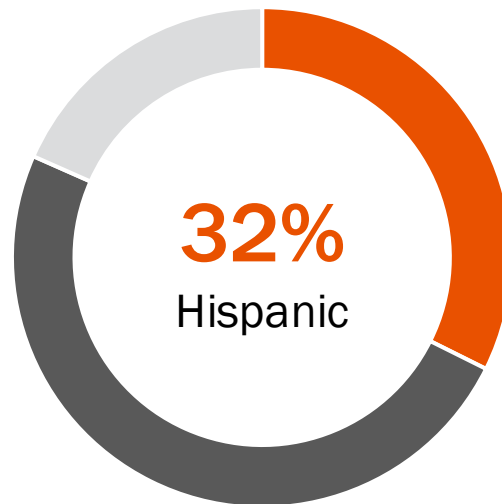
- Right direction
- Wrong track
- Unsure/I don't know

Televisa Univision | **Consumer** Strategy & Insights

General Election Polling
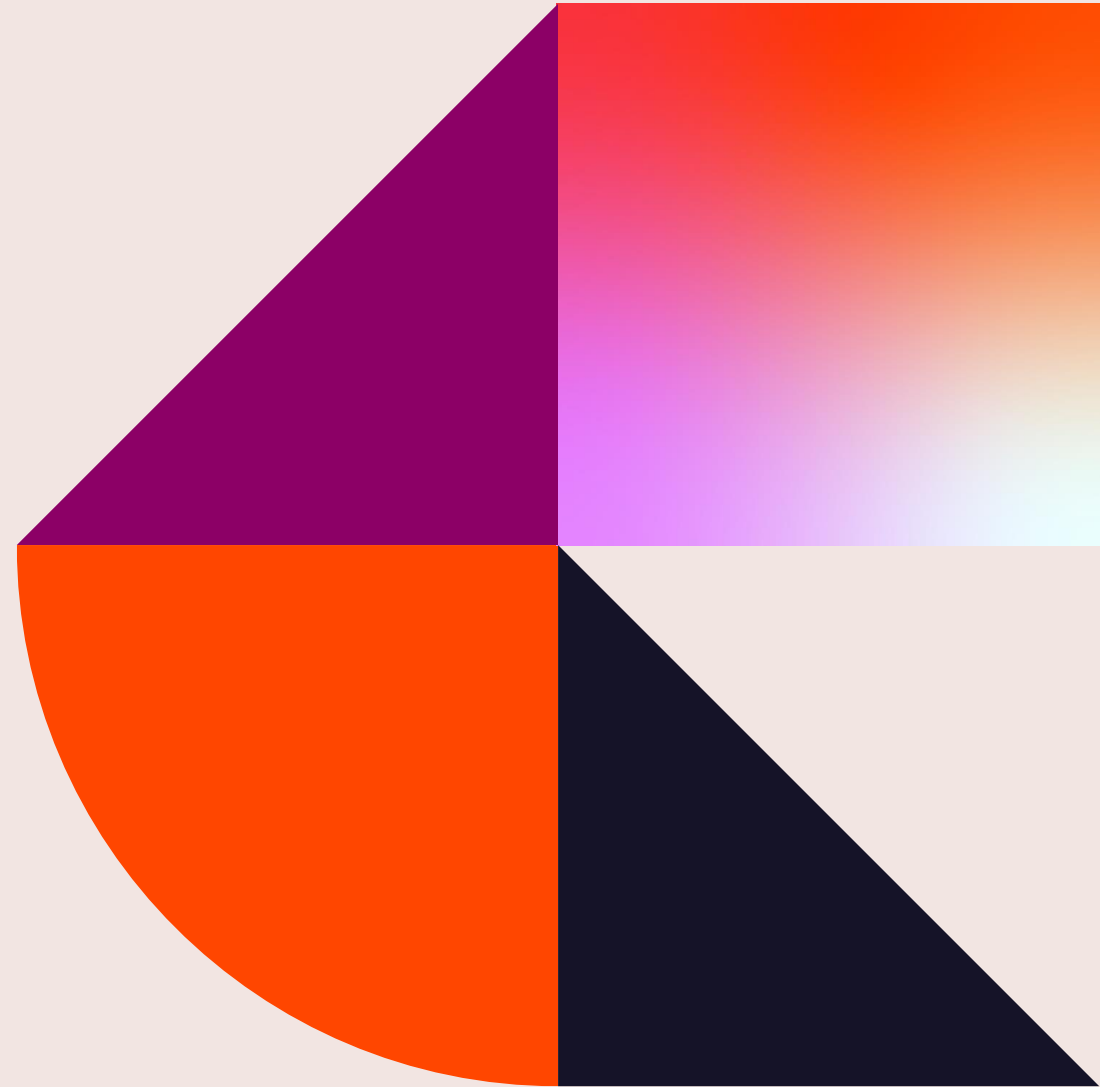
Matchup: Harris vs Trump

- HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 37% OF HISPANICS UP FOR GRABS (30% NOT DEFINITE, 7% 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

	Definitely Harris	Probably Harris	Probably Trump	Definitely Trump	Someone else	Unsure/I don't know
Hispanic	40%	16%	14%	22%	1%	7%
Non-Hispanic	38%	6%	9%	42%	1%	3%

■ Definitely Harris ■ Probably Harris ■ Probably Trump ■ Definitely Trump □ Someone else ■ Unsure/I don't know
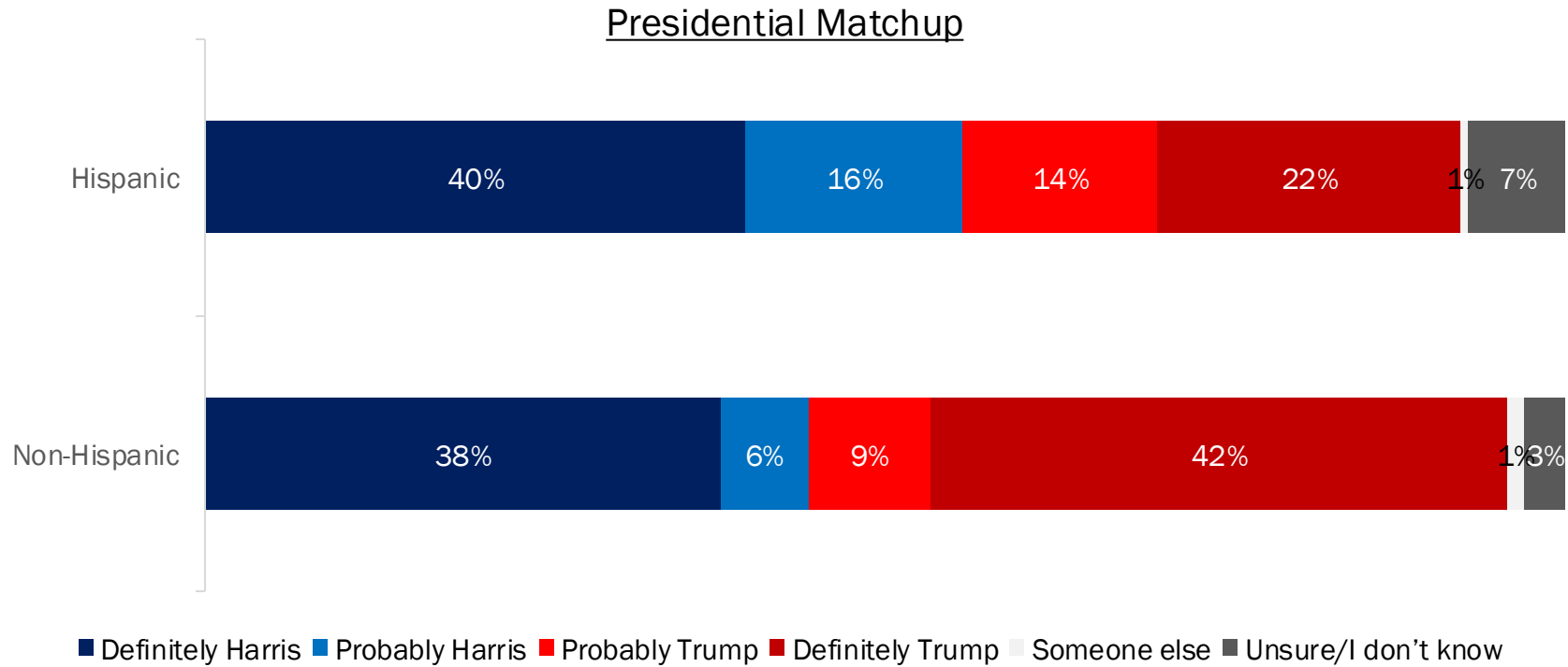
Candidate Support among Hispanics
- HARRIS' STRONGEST SUPPORT AMONG WOMEN
- TRUMP'S STRONGEST SUPPORT AMONG MARRIED ADULTS

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
- Harris 51% (16% Probably, 36% Definitely)
- Trump 41% (12% Probably, 29% Definitely)

Women
- Harris 60% (16% Probably, 43% Definitely)
- Trump 32% (16% Probably, 16% Definitely)

18-34
- Harris 57% (20% Probably, 38% Definitely)
- Trump 40% (16% Probably, 24% Definitely)

35+
- Harris 55% (14% Probably, 41% Definitely)
- Trump 34% (13% Probably, 21% Definitely)

Married
- Harris 52% (20% Probably, 32% Definitely)
- Trump 42% (16% Probably, 26% Definitely)

Children in HH
- Harris 51% (19% Probably, 32% Definitely)
- Trump 40% (16% Probably, 24% Definitely)

Total Support
Probably
Definitely

Televisa Univision | Consumer Strategy & Insights

10
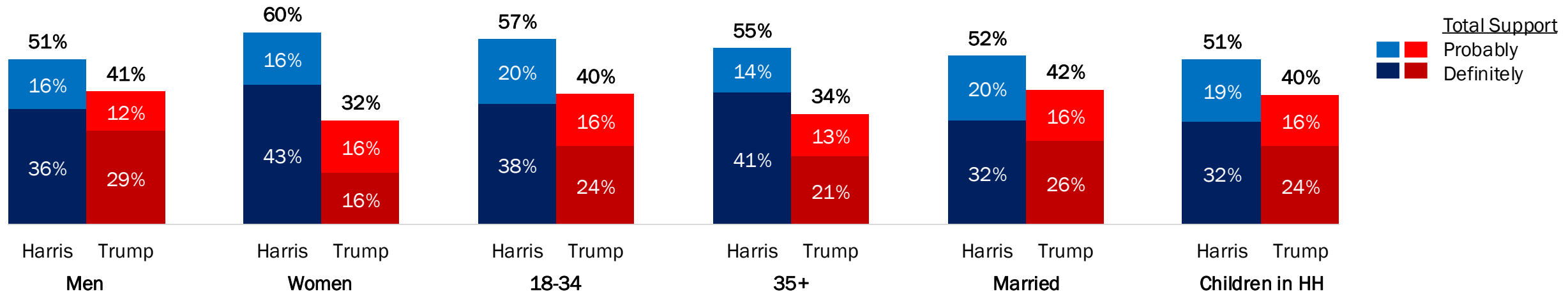
Trump Voters Are More Enthusiastic

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: 9% / 22% / 69%
Non-Hispanic: 15% / 22% / 64%
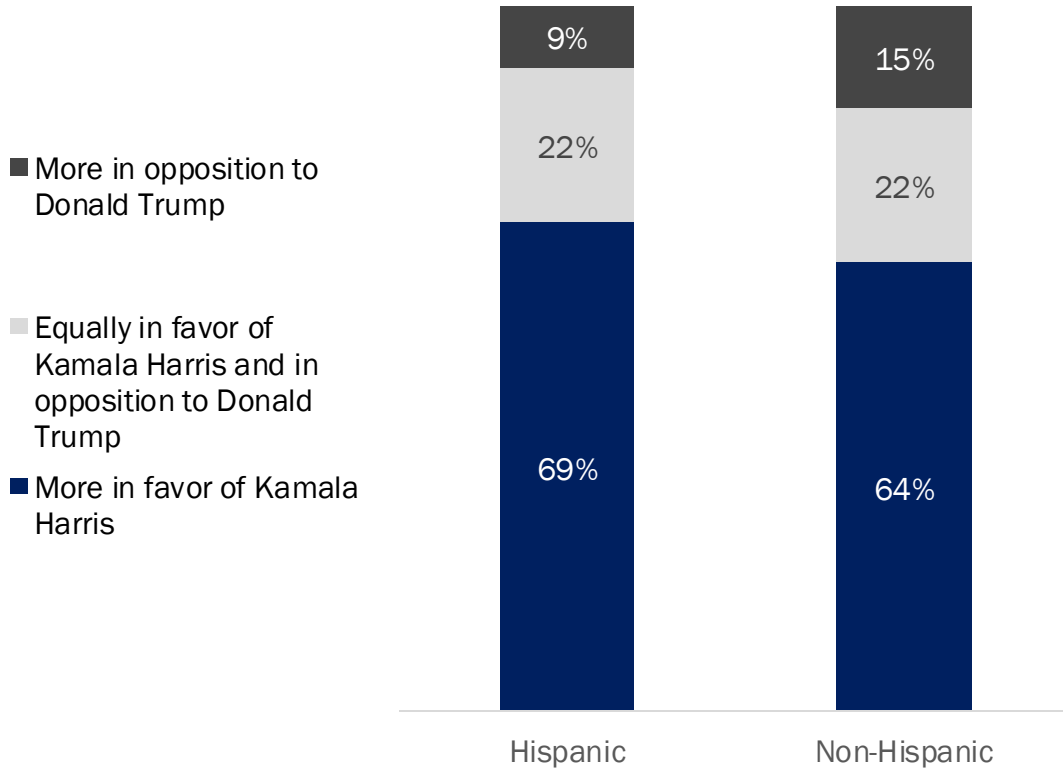
Voting Trump: Favor Trump or Oppose Harris
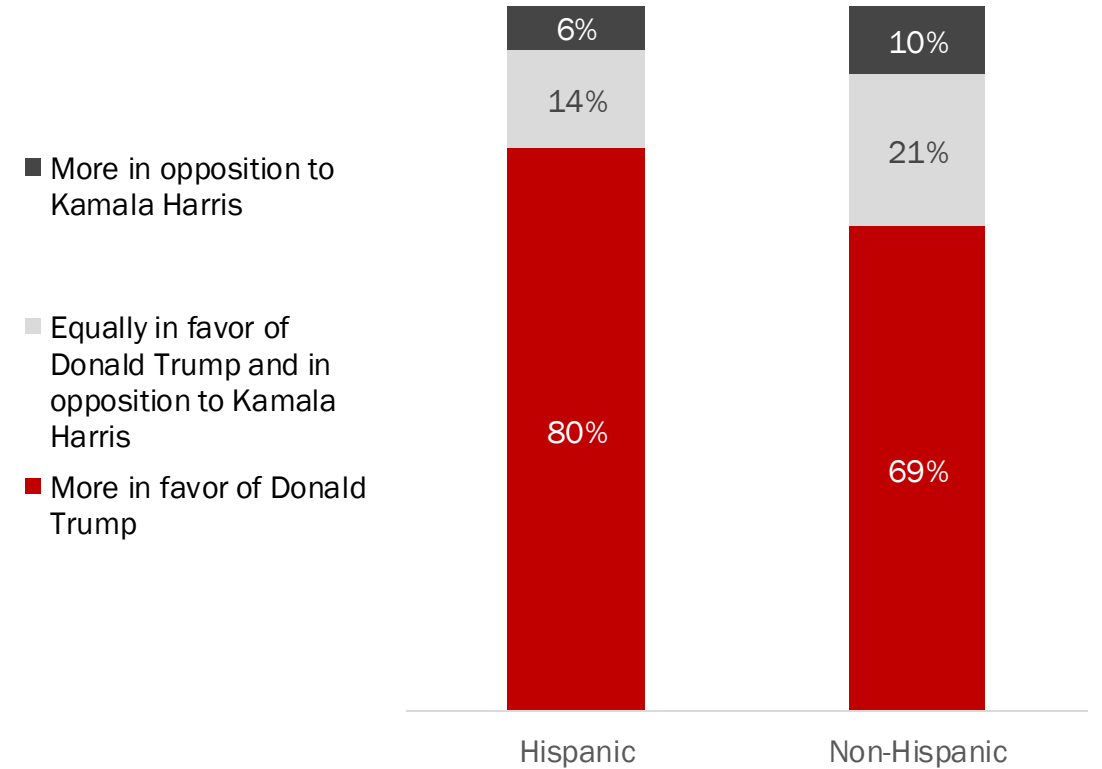
■ More in opposition to Kamala Harris

■ Equally in favor of Donald Trump and in opposition to Kamala Harris

■ More in favor of Donald Trump

Hispanic: 6% / 14% / 80%
Non-Hispanic: 10% / 21% / 69%

Matchup: Harris vs Trump vs Kennedy

- HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 38% OF HISPANICS UP FOR GRABS (29% NOT DEFINITE, 9% UNSURE)

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

Presidential Matchup

	Definitely Harris	Probably Harris	Definitely Trump	Probably Trump	Definitely Kennedy	Probably Kennedy	Someone else	Unsure/I don't know
Hispanic	37%	12%	21%	10%	3%	7%	0%	9%
Non-Hispanic	34%	10%	39%	8%	3%	1%	1%	3%

Legend:
- ■ Definitely Harris
- ■ Probably Harris
- ■ Definitely Trump
- ■ Probably Trump
- ■ Definitely Kennedy
- ■ Probably Kennedy
- □ Someone else
- ■ Unsure/I don't know

Televisa Univision | Consumer Strategy & Insights

42% of Hispanics Not Completely Certain About Their Vote for President

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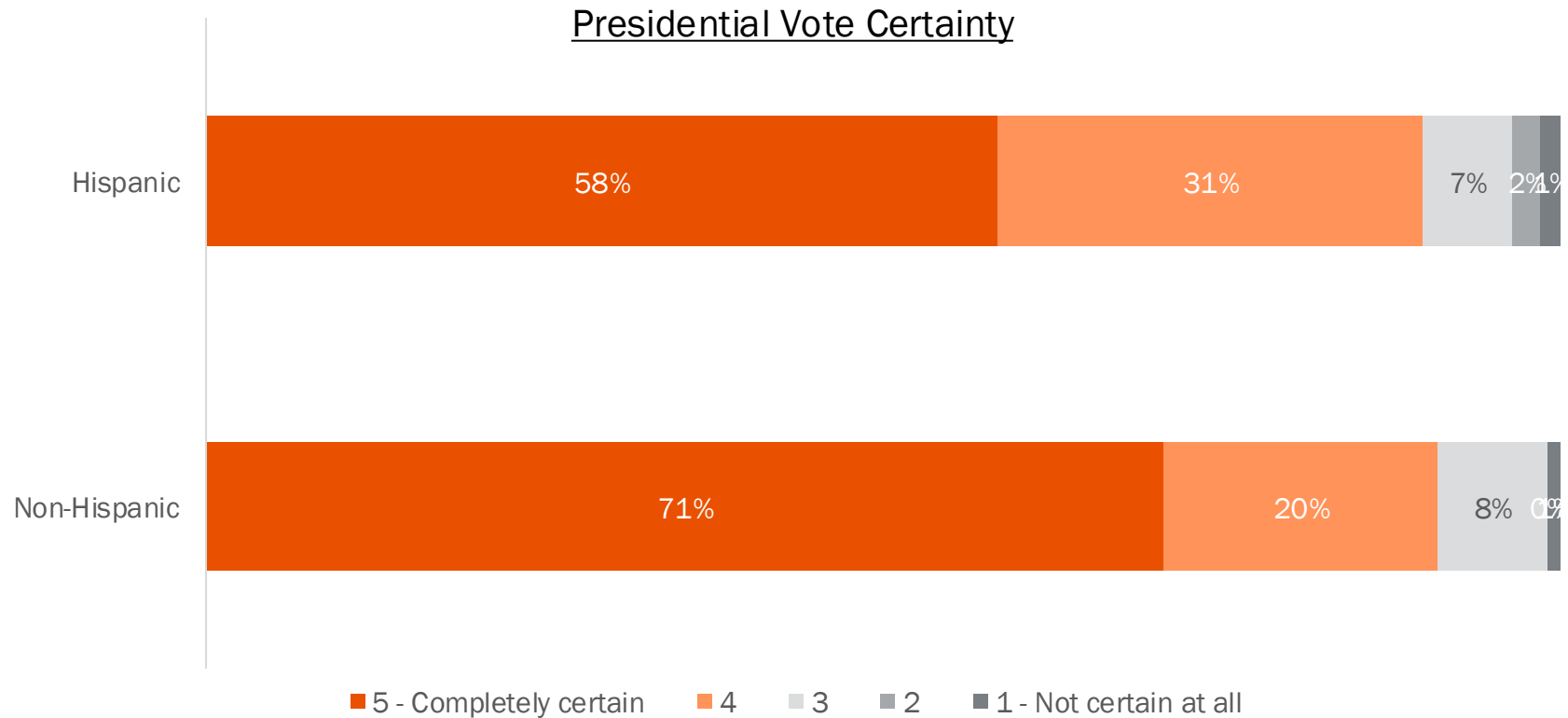
Presidential Vote Certainty

Hispanic	58%	31% 7% 2% 1%
Non-Hispanic	71%	20% 8% 0%

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

Televisa Univision | Consumer Strategy & Insights

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
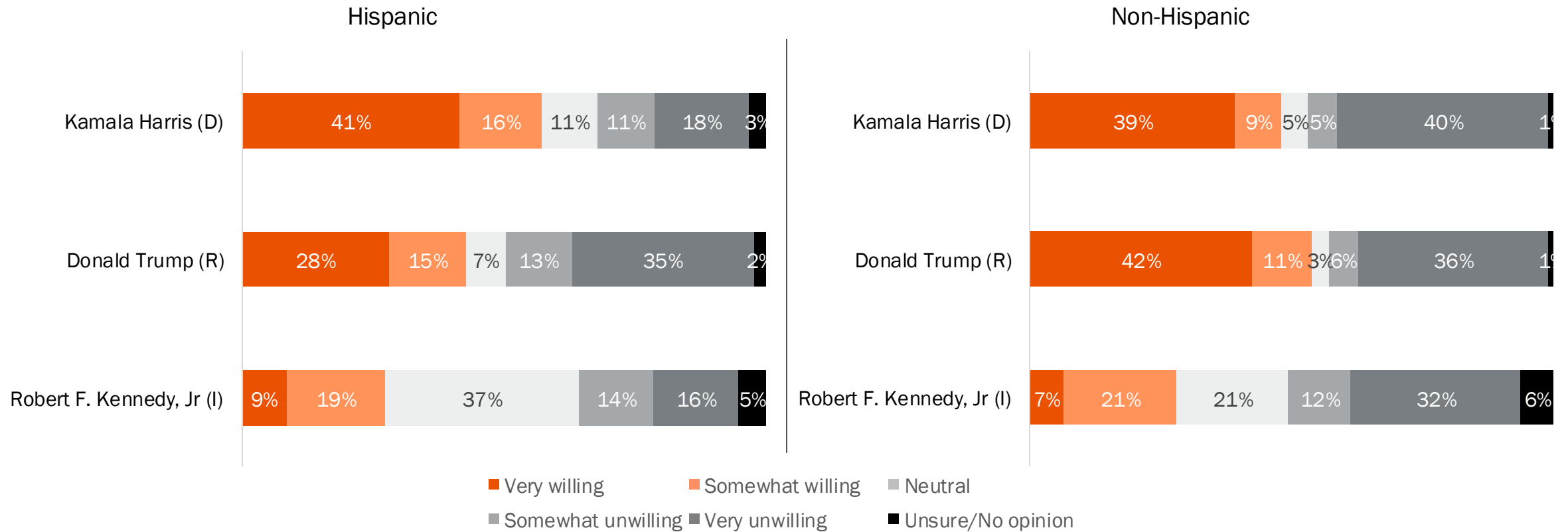
Hispanic

Candidate	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Kamala Harris (D)	41%	16%	11%	11%	18%	3%
Donald Trump (R)	28%	15%	7%	13%	35%	2%
Robert F. Kennedy, Jr (I)	9%	19%	37%	14%	16%	5%

Non-Hispanic

Candidate	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Kamala Harris (D)	39%	9%	5%	5%	40%	1%
Donald Trump (R)	42%	11%	3%	6%	36%	1%
Robert F. Kennedy, Jr (I)	7%	21%	21%	12%	32%	6%

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

House of Representatives Vote

- DEMOCRATS FAVORED BY HISPANIC DEFINITE VOTERS, LOWER THAN NON-HISPANICS
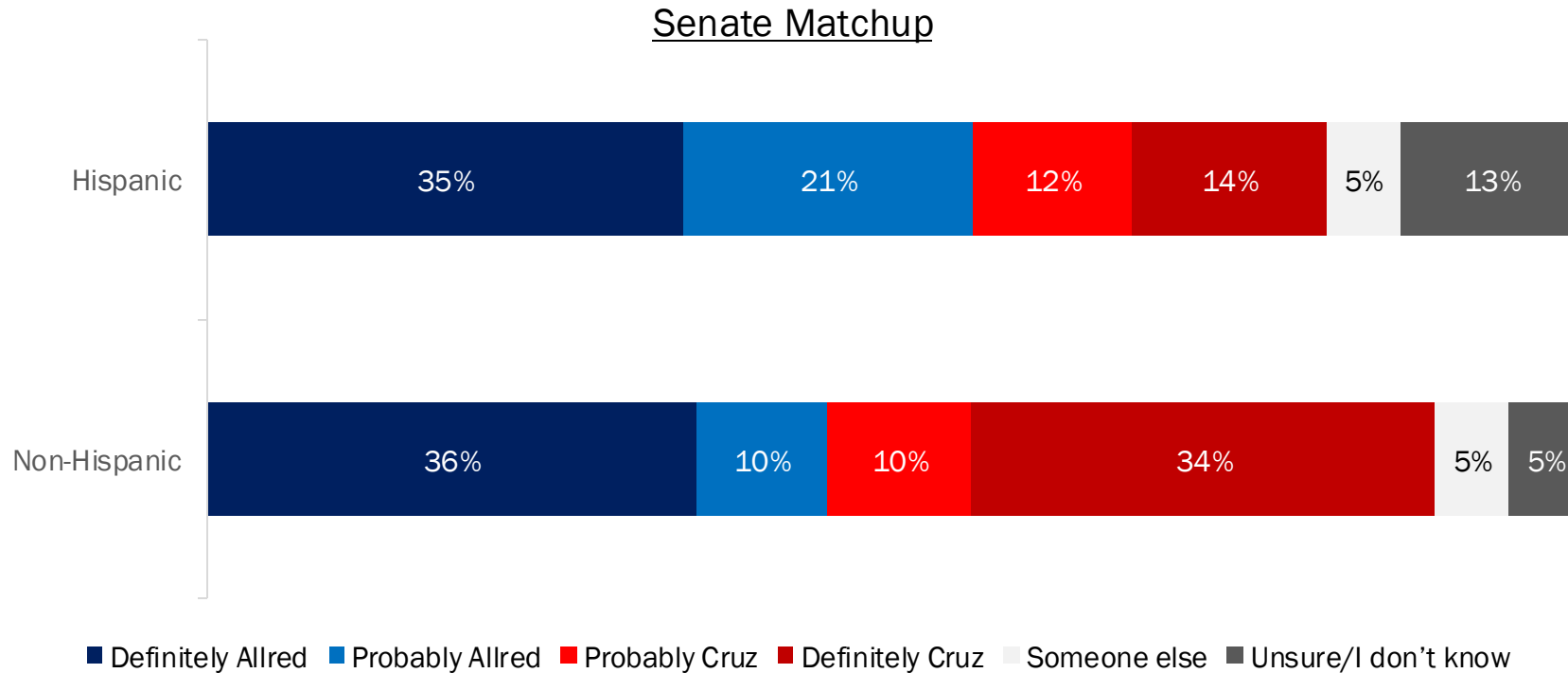## - 44% OF HISPANICS UP FOR GRABS (36% NOT DEFINITE, 8% UNSURE)

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

	Definitely voting Democratic	Probably voting Democratic	Probably voting Republican	Definitely voting Republican	Someone else	Unsure/I don't know
Hispanic	34%	21%	15%	22%	0%	8%
Non-Hispanic	35%	8%	13%	38%	1%	4%

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

Televisa Univision | Consumer Strategy & Insights

Matchup: Allred vs Cruz

- COLIN ALLRED LEADS AMONG HISPANIC DEFINITE VOTERS, LOWER THAN NON-HISPANICS
- 46% OF HISPANICS UP FOR GRABS (33% NOT DEFINITE, 13% UNSURE)

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

Senate Matchup

	Definitely Allred	Probably Allred	Probably Cruz	Definitely Cruz	Someone else	Unsure/I don't know
Hispanic	35%	21%	12%	14%	5%	13%
Non-Hispanic	36%	10%	10%	34%	5%	5%

Legend: ■ Definitely Allred ■ Probably Allred ■ Probably Cruz ■ Definitely Cruz □ Someone else ■ Unsure/I don't know

Candidate Support among Hispanics

- ALLRED'S STRONGEST SUPPORT AMONG MARRIED ADULTS
- CRUZ'S STRONGEST SUPPORT AMONG MEN

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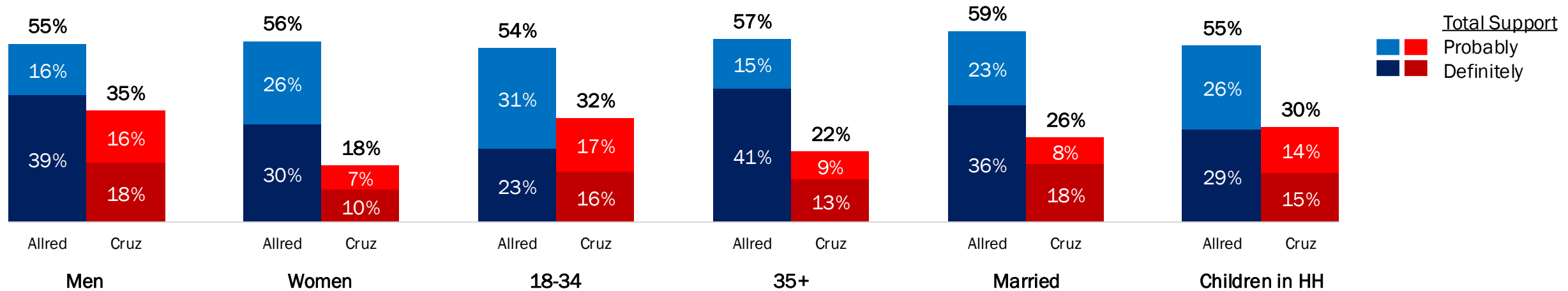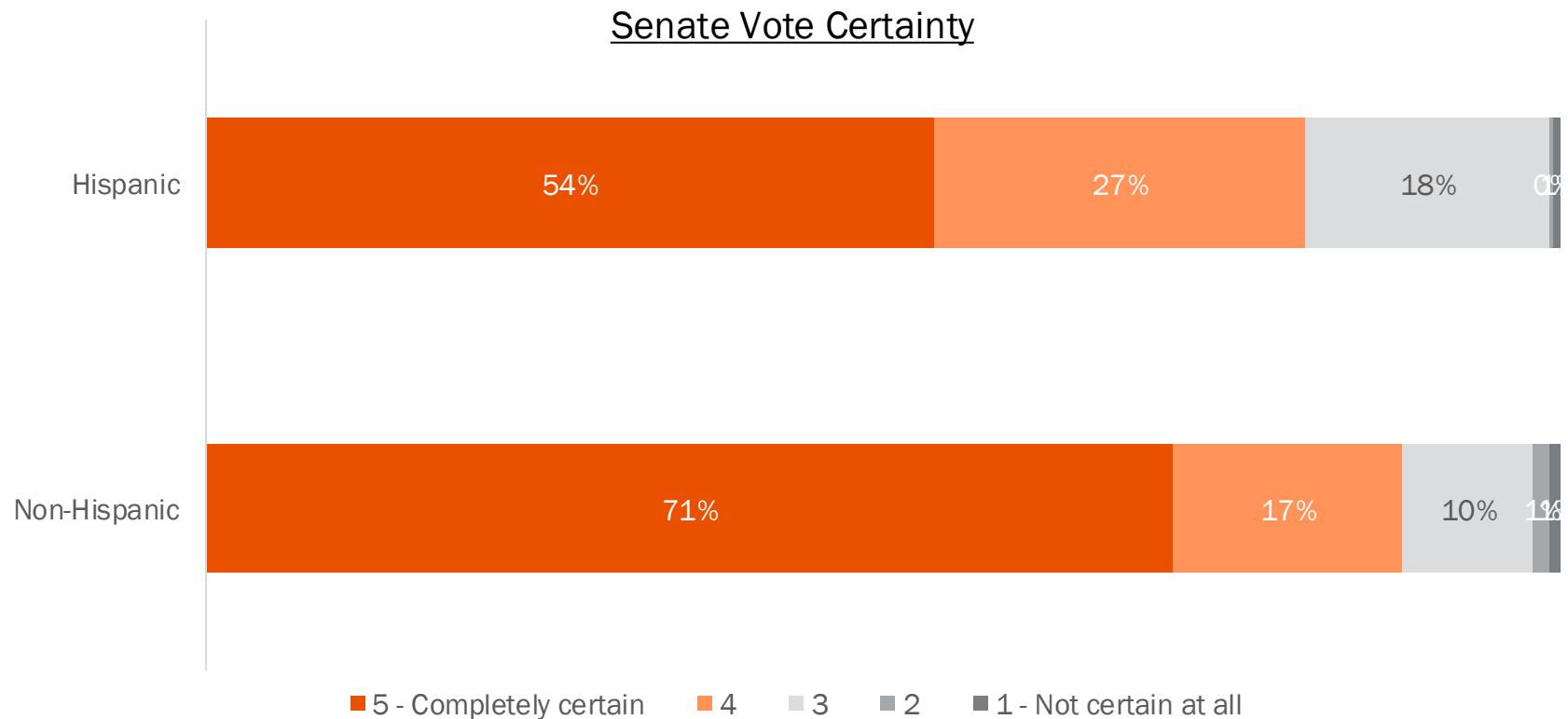
Senate Matchup

Total Support
Probably
Definitely

Men
Allred 55%: 16% / 39%
Cruz 35%: 16% / 18%

Women
Allred 56%: 26% / 30%
Cruz 18%: 7% / 10%

18-34
Allred 54%: 31% / 23%
Cruz 32%: 17% / 16%

35+
Allred 57%: 15% / 41%
Cruz 22%: 9% / 13%

Married
Allred 59%: 23% / 36%
Cruz 26%: 8% / 18%

Children in HH
Allred 55%: 26% / 29%
Cruz 30%: 14% / 15%

Televisa Univision | Consumer Strategy & Insights

46% of Hispanics Not Completely Certain About Their Vote for Senator

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

Senate Vote Certainty

Hispanic	54%	27%	18% 0%
Non-Hispanic	71%	17%	10% 1%

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

Televisa Univision | Consumer Strategy & Insights

Willingness to Vote for Candidates in General Election

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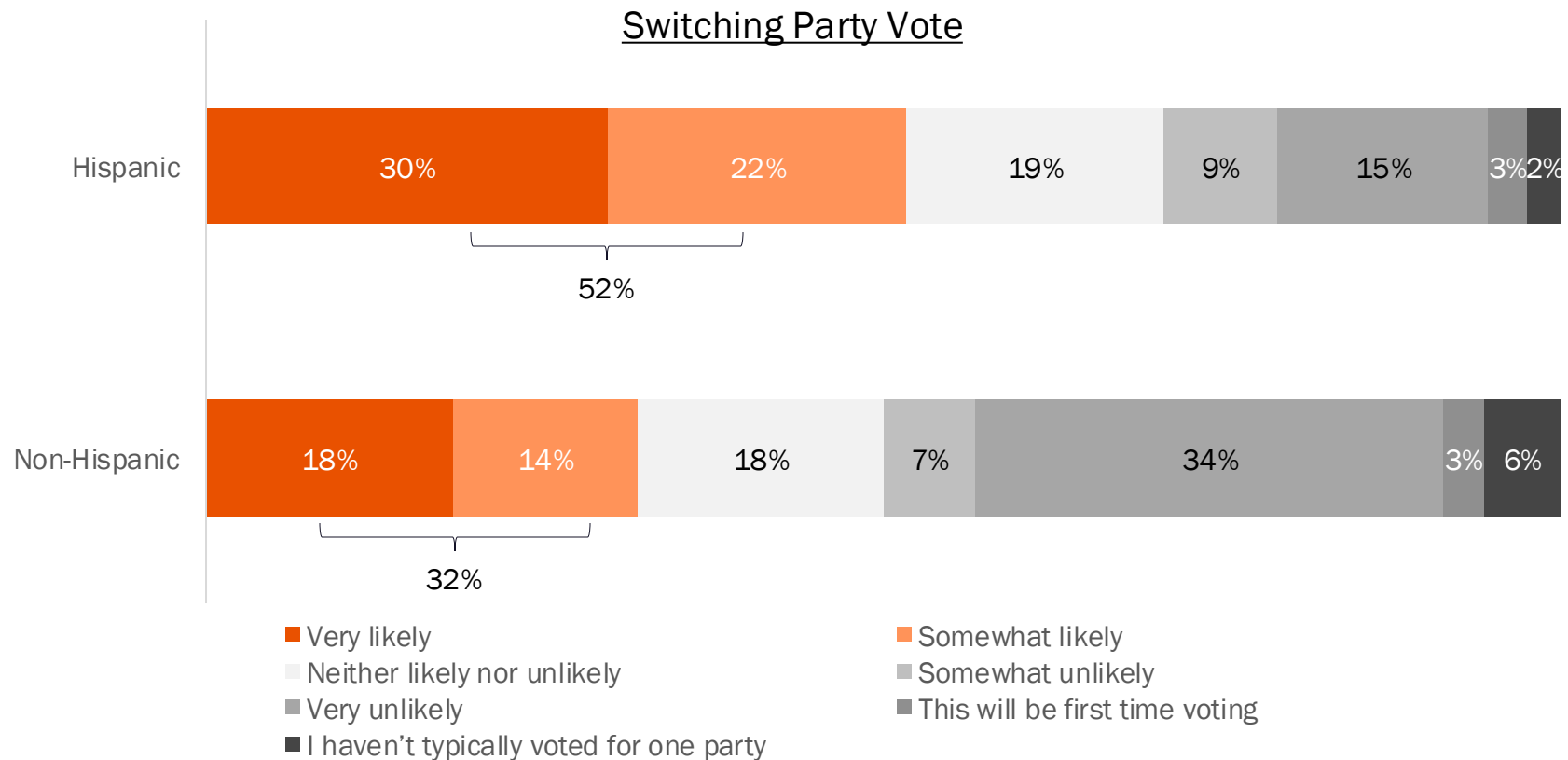
Senate Willingness
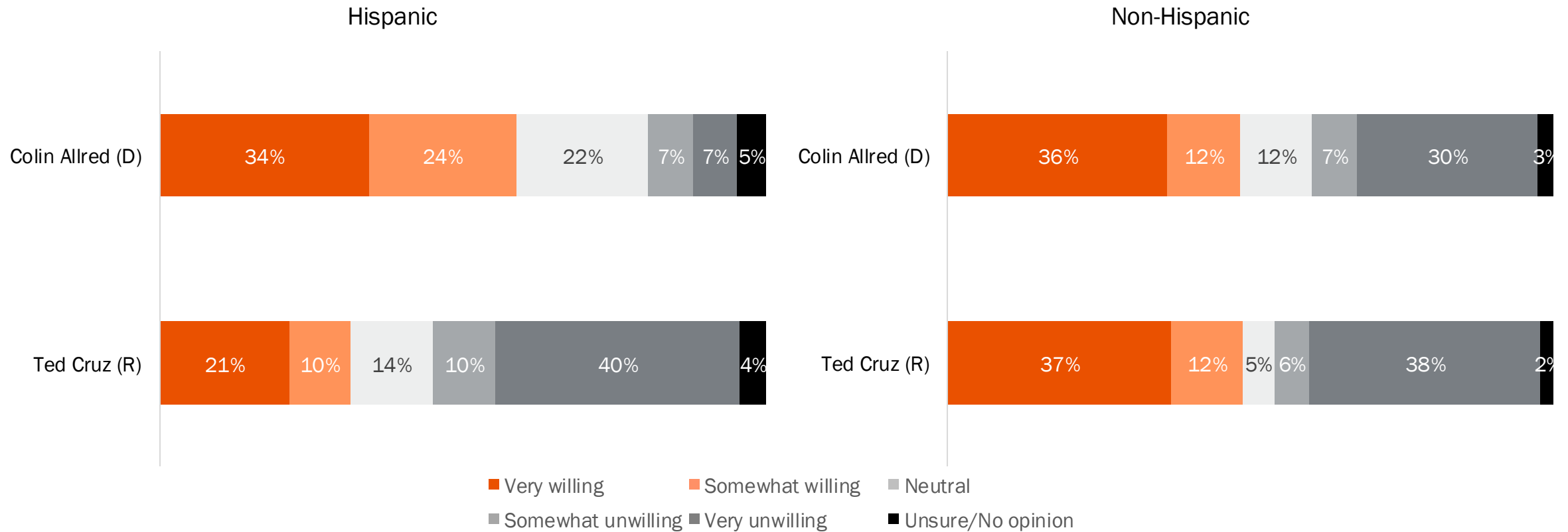
Hispanic

Candidate	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Colin Allred (D)	34%	24%	22%	7%	7%	5%
Ted Cruz (R)	21%	10%	14%	10%	40%	4%

Non-Hispanic

Candidate	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Colin Allred (D)	36%	12%	12%	7%	30%	3%
Ted Cruz (R)	37%	12%	5%	6%	38%	2%

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

Televisa Univision | Consumer Strategy & Insights

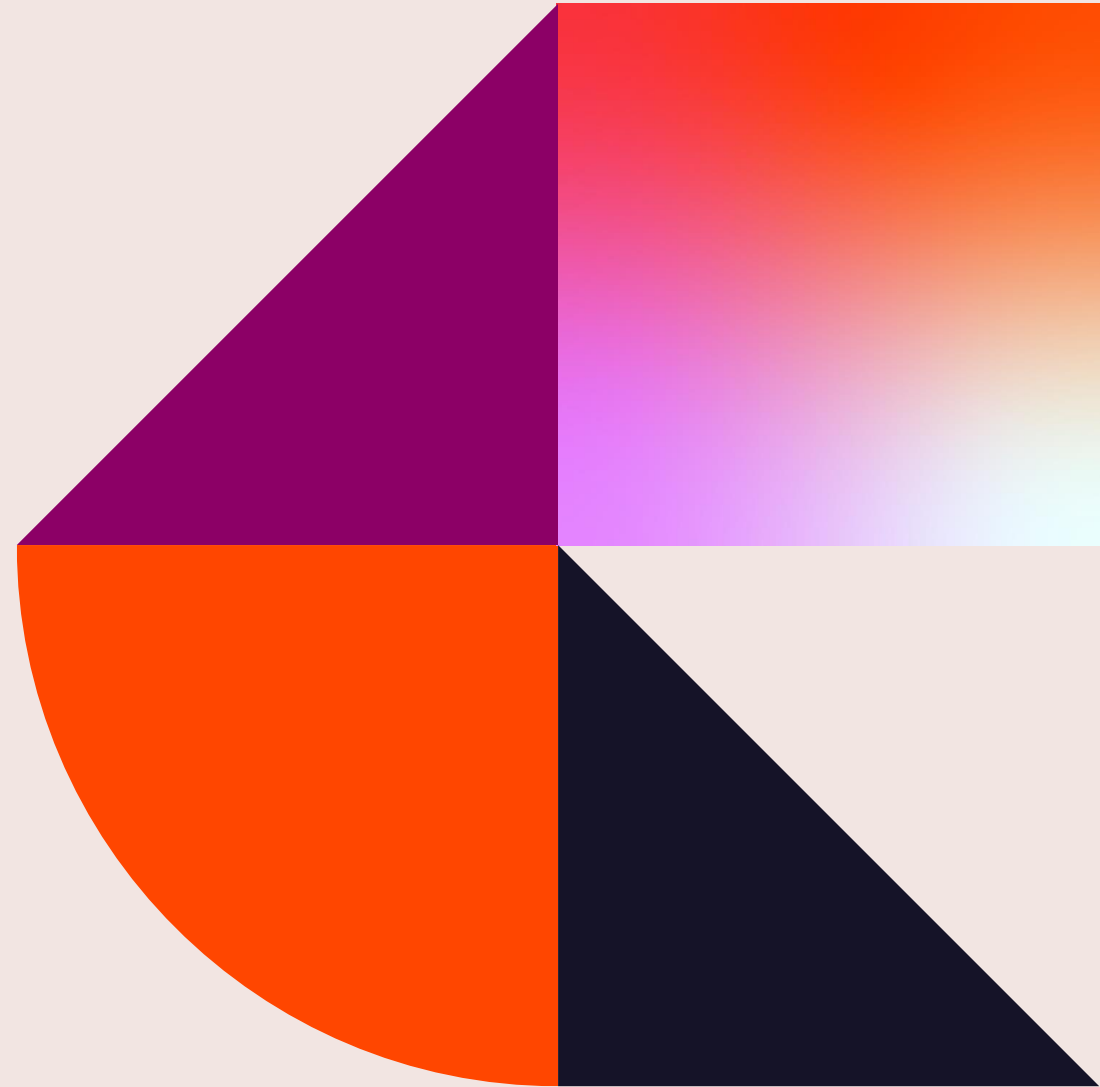# Hispanics More Likely than Non-Hispanics to Be Crossover Voters This Election

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

	Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	First time voting	Haven't voted for one party
Hispanic	30%	22%	19%	9%	15%	3%	2%
Non-Hispanic	18%	14%	18%	7%	34%	3%	6%

Hispanic: 52%

Non-Hispanic: 32%

■ 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

Televisa Univision | Consumer Strategy & Insights
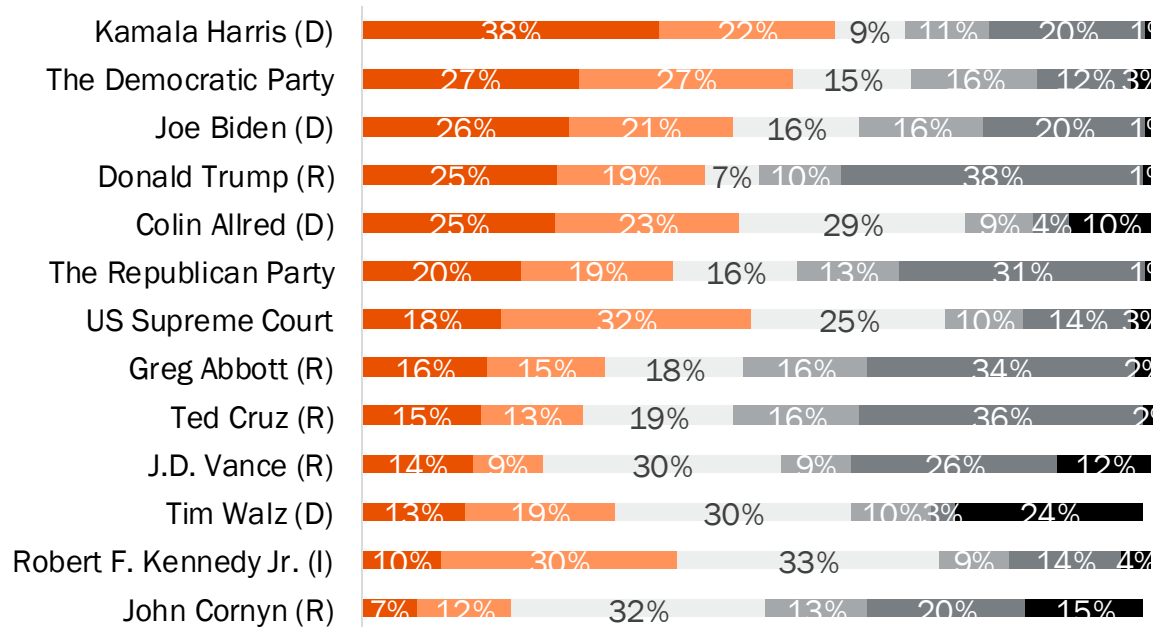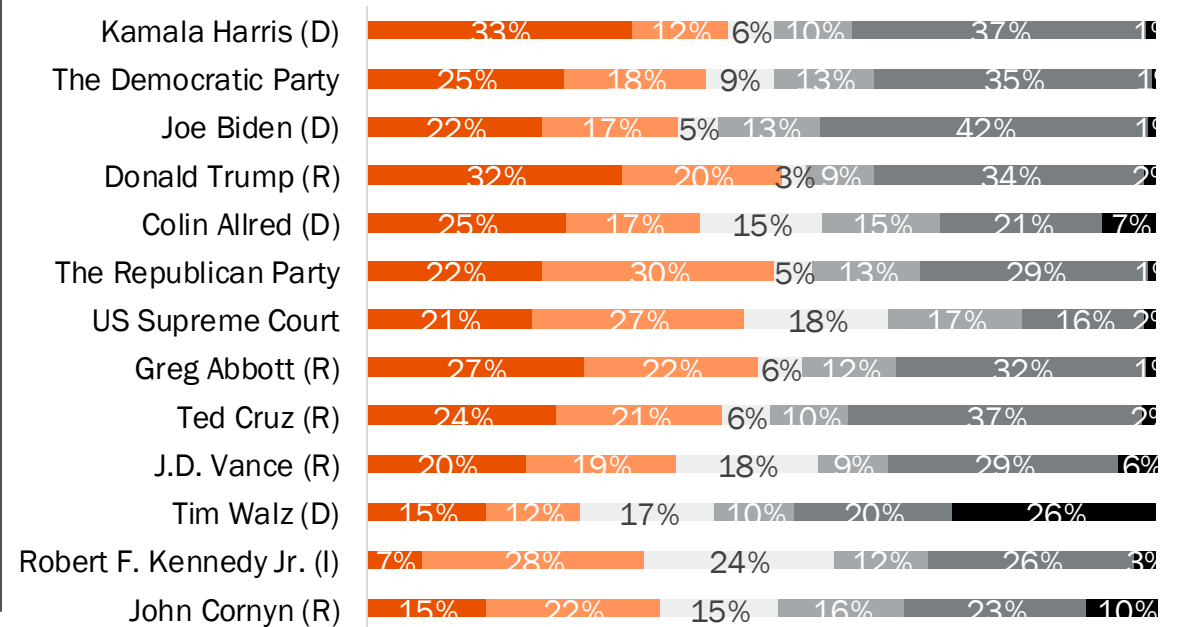
Favorability & Job Approval

Favorability

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

Favorability

Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Kamala Harris (D)	38%	22%	9%	11%	20%	1%
The Democratic Party	27%	27%	15%	16%	12%	3%
Joe Biden (D)	26%	21%	16%	16%	20%	1%
Donald Trump (R)	25%	19%	7%	10%	38%	1%
Colin Allred (D)	25%	23%	29%	9%	4%	10%
The Republican Party	20%	19%	16%	13%	31%	1%
US Supreme Court	18%	32%	25%	10%	14%	3%
Greg Abbott (R)	16%	15%	18%	16%	34%	2%
Ted Cruz (R)	15%	13%	19%	16%	36%	2%
J.D. Vance (R)	14%	9%	30%	9%	26%	12%
Tim Walz (D)	13%	19%	30%	10%	3%	24%
Robert F. Kennedy Jr. (I)	10%	30%	33%	9%	14%	4%
John Cornyn (R)	7%	12%	32%	13%	20%	15%

Non-Hispanic

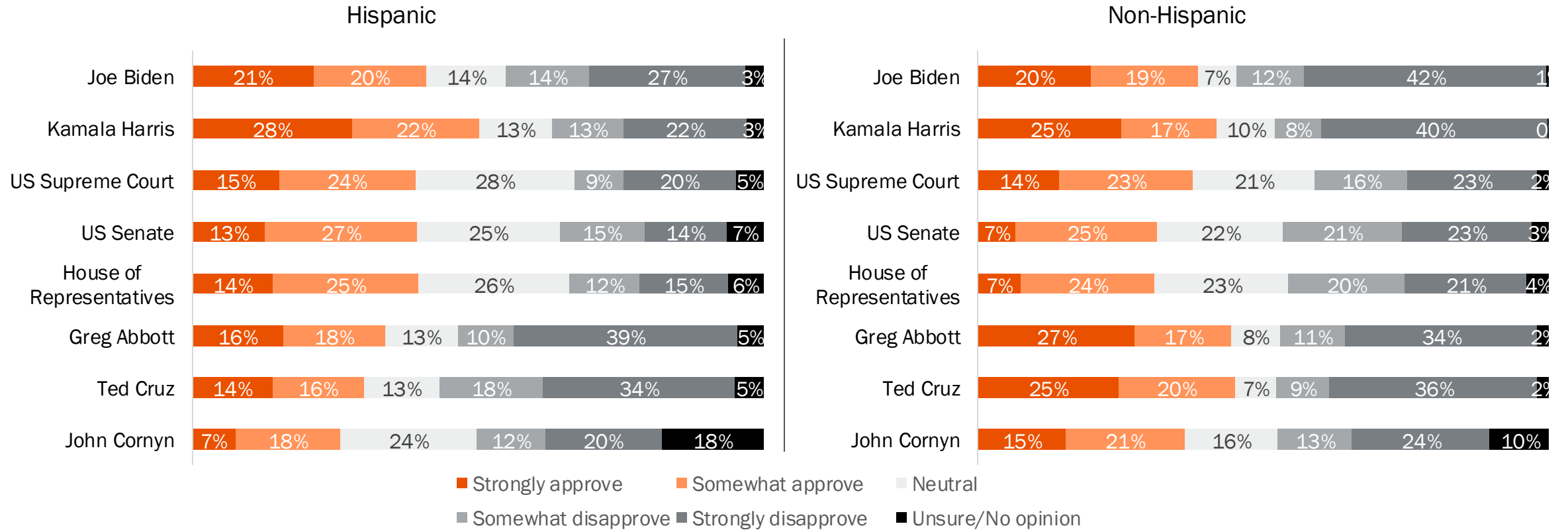|	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Kamala Harris (D)	33%	12%	6%	10%	37%	1%
The Democratic Party	25%	18%	9%	13%	35%	1%
Joe Biden (D)	22%	17%	5%	13%	42%	1%
Donald Trump (R)	32%	20%	3%	9%	34%	2%
Colin Allred (D)	25%	17%	15%	15%	21%	7%
The Republican Party	22%	30%	5%	13%	29%	1%
US Supreme Court	21%	27%	18%	17%	16%	2%
Greg Abbott (R)	27%	22%	6%	12%	32%	1%
Ted Cruz (R)	24%	21%	6%	10%	37%	2%
J.D. Vance (R)	20%	19%	18%	9%	29%	6%
Tim Walz (D)	15%	12%	17%	10%	20%	26%
Robert F. Kennedy Jr. (I)	7%	28%	24%	12%	26%	3%
John Cornyn (R)	15%	22%	15%	16%	23%	10%

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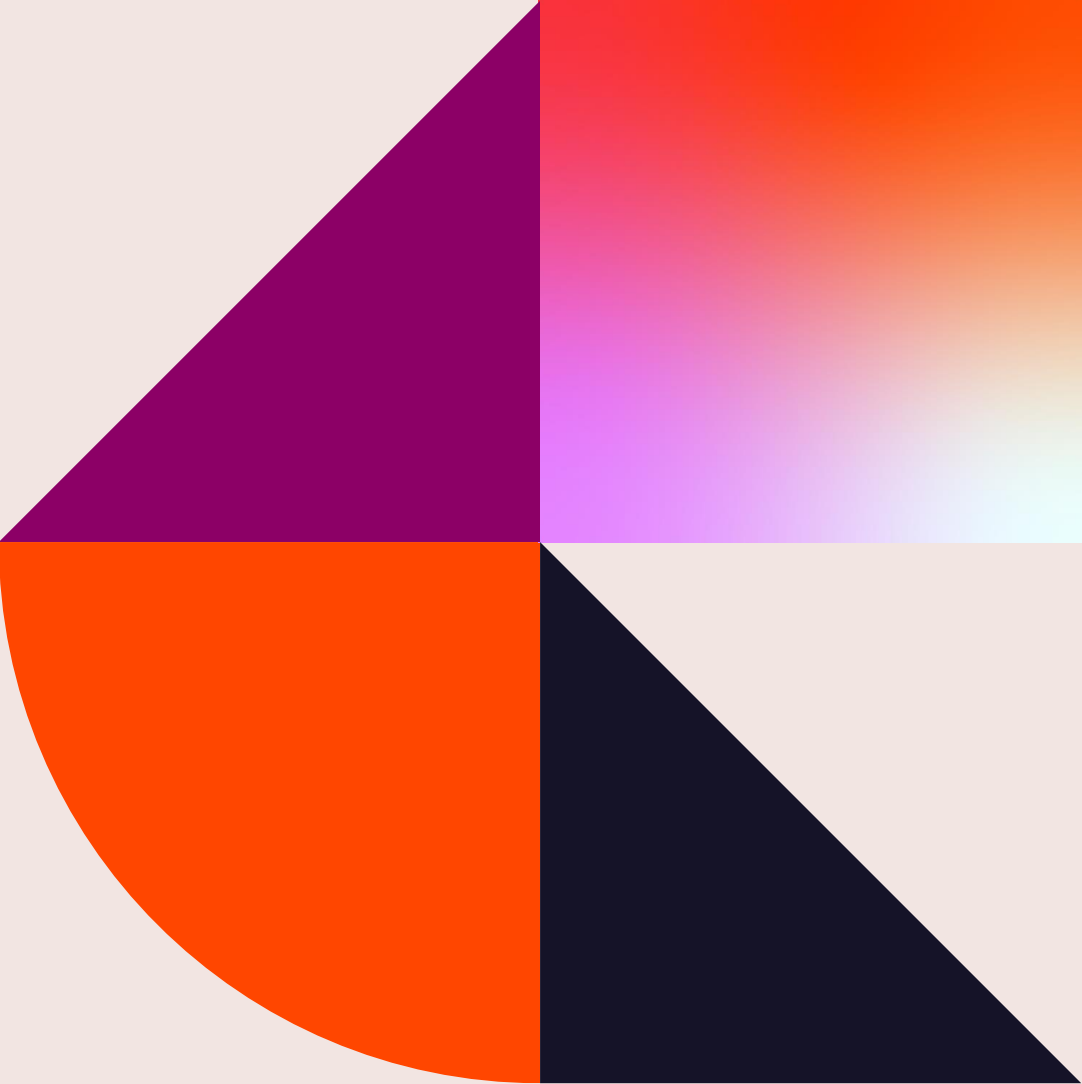■ Somewhat unfavorable ■ Strongly unfavorable ■ Have not heard of

Job Approval

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

Job Approval

Hispanic

	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	21%	20%	14%	14%	27%	3%
Kamala Harris	28%	22%	13%	13%	22%	3%
US Supreme Court	15%	24%	28%	9%	20%	5%
US Senate	13%	27%	25%	15%	14%	7%
House of Representatives	14%	25%	26%	12%	15%	6%
Greg Abbott	16%	18%	13%	10%	39%	5%
Ted Cruz	14%	16%	13%	18%	34%	5%
John Cornyn	7%	18%	24%	12%	20%	18%

Non-Hispanic

	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	20%	19%	7%	12%	42%	1%
Kamala Harris	25%	17%	10%	8%	40%	0%
US Supreme Court	14%	23%	21%	16%	23%	2%
US Senate	7%	25%	22%	21%	23%	3%
House of Representatives	7%	24%	23%	20%	21%	4%
Greg Abbott	27%	17%	8%	11%	34%	2%
Ted Cruz	25%	20%	7%	9%	36%	2%
John Cornyn	15%	21%	16%	13%	24%	10%

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

The Issues

Cost of Living, Inflation, Economy/Jobs Top Issues Among All Voters

- CLIMATE CHANGE 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	70%	76%	Border security	46%	57%
Inflation	65%	73%	Immigration	44%	54%
Economy / jobs	64%	72%	Opioids / drug abuse	42%	39%
Crime and public safety	60%	66%	Strengthening law enforcement	41%	50%
Affordable housing	60%	52%	Defense / military	41%	50%
Healthcare	60%	64%	Infrastructure, such as roads and public transportation	40%	44%
Gun control	56%	47%	Gun rights / 2nd amendment	39%	49%
Taxes	56%	56%	Energy policy	38%	50%
Education	54%	55%	Police reform	36%	40%
Abortion	51%	45%	Foreign policy	33%	46%
Social security / Medicare	51%	62%	Culture wars	31%	26%
Government spending / deficit	50%	56%	Israel / Hamas War	30%	39%
Race relations	48%	40%	U.S. relationship with China	29%	37%
Climate change	48%	38%	LGBTQ rights	26%	20%
Entitlements / social services reform (Medicare, welfare, etc.)	47%	50%	Russia / Ukraine war	25%	36%
National security	47%	64%			

Televisa Univision

Consumer Strategy & Insights

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
Gun control	74%
Cost of living	74%
Affordable housing	73%
Healthcare	71%
Economy / jobs	67%
Crime and public safety	66%
Abortion	65%
Inflation	63%
Race relations	61%
Education	61%

Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	66%
Inflation	65%
Economy / jobs	58%
Affordable housing	57%
Crime and public safety	52%
Taxes	51%
Government spending / deficit	51%
Healthcare	50%
Education	49%
Gun control	48%

Top 10 Issues Among Definitely Trump Voters	% Hispanic Top Box
Cost of living	68%
Economy / jobs	67%
Inflation	64%
Taxes	64%
Crime and public safety	63%
Defense / military	61%
Government spending / deficit	58%
Border security	56%
Infrastructure, such as roads and public transportation	55%
Healthcare	54%

51% 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

51%
Hispanic

43%
Non-Hispanic
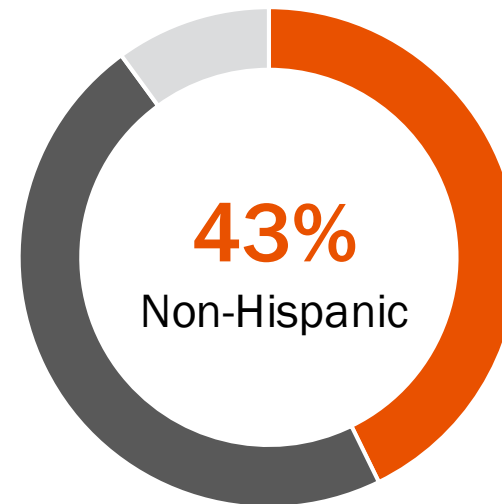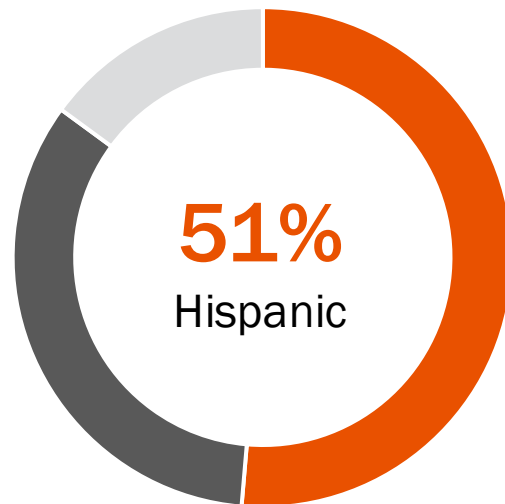
- Yes
- No
- Unsure/I don't know

27

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.

Top 10 Determining Issues

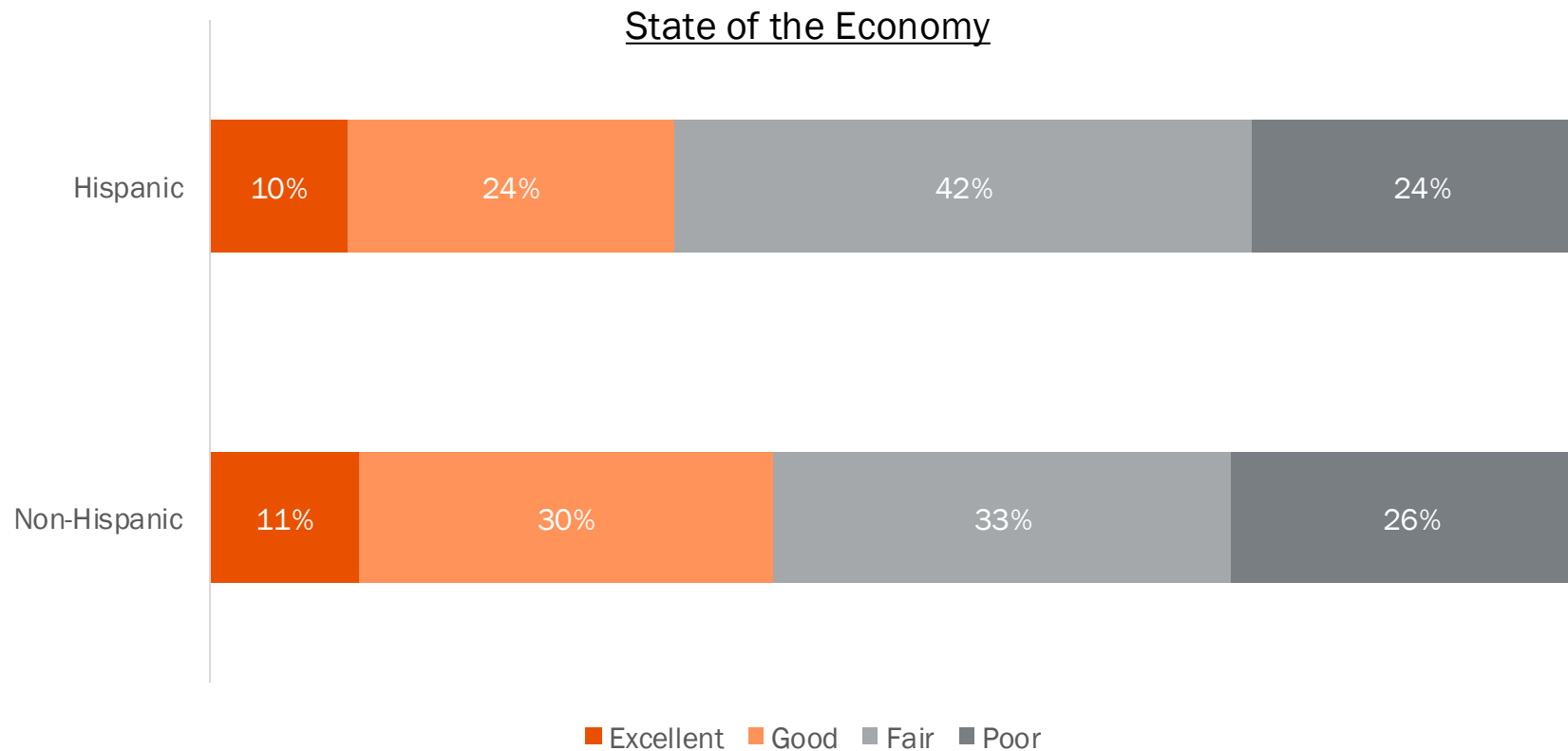|	Hispanic	Non-Hispanic
Abortion	15%	14%
Inflation	14%	13%
Economy / jobs	12%	5%
Immigration	8%	10%
Cost of living	8%	5%
Social security / Medicare	6%	10%
Israel / Hamas War	6%	2%
Affordable housing	5%	1%
Crime and public safety	4%	1%
Education	3%	1%

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
Healthcare	54%	25%	46%	40%
Social security	53%	27%	47%	40%
Entitlements reform	52%	24%	46%	41%
Abortion	52%	27%	48%	32%
Climate change	47%	24%	45%	33%
Education	47%	26%	44%	39%
Government spending	46%	28%	40%	45%
Economy / jobs	46%	31%	40%	46%
Energy policy	45%	26%	42%	44%
Crime and public safety	45%	28%	39%	46%

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	44%	31%	41%	46%
Foreign policy	44%	31%	39%	48%
Immigration	43%	36%	37%	49%
Opioids	43%	24%	38%	42%
Cost of living	43%	35%	42%	46%
Inflation	42%	33%	41%	47%
Border security	42%	40%	37%	51%
Defense	40%	36%	37%	50%
National security	38%	37%	38%	48%

TelevisaUnivision | Consumer Strategy & Insights

Candidate Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Harris Top2Box	**Trump** Top2Box	**Harris** Top2Box	**Trump** Top2Box
Healthcare	57%	28%	46%	44%
Education	56%	28%	45%	41%
Entitlements reform	51%	33%	46%	46%
Abortion	51%	31%	46%	37%
Social security	49%	32%	44%	47%
Climate change	47%	19%	45%	39%
Government spending	45%	36%	39%	50%
Energy policy	45%	31%	40%	49%
Economy / jobs	45%	39%	39%	50%
Cost of living	44%	37%	40%	52%

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%	38%	41%	50%
Immigration	43%	43%	37%	55%
Crime and public safety	43%	39%	39%	51%
Foreign policy	42%	38%	40%	49%
Inflation	42%	37%	39%	51%
Opioids	41%	34%	39%	44%
National security	41%	44%	34%	54%
Border security	39%	46%	33%	57%
Defense	38%	45%	37%	53%

ECONOMY

66% 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

	Excellent	Good	Fair	Poor
Hispanic	10%	24%	42%	24%
Non-Hispanic	11%	30%	33%	26%

■ Excellent ■ Good ■ Fair ■ Poor

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?
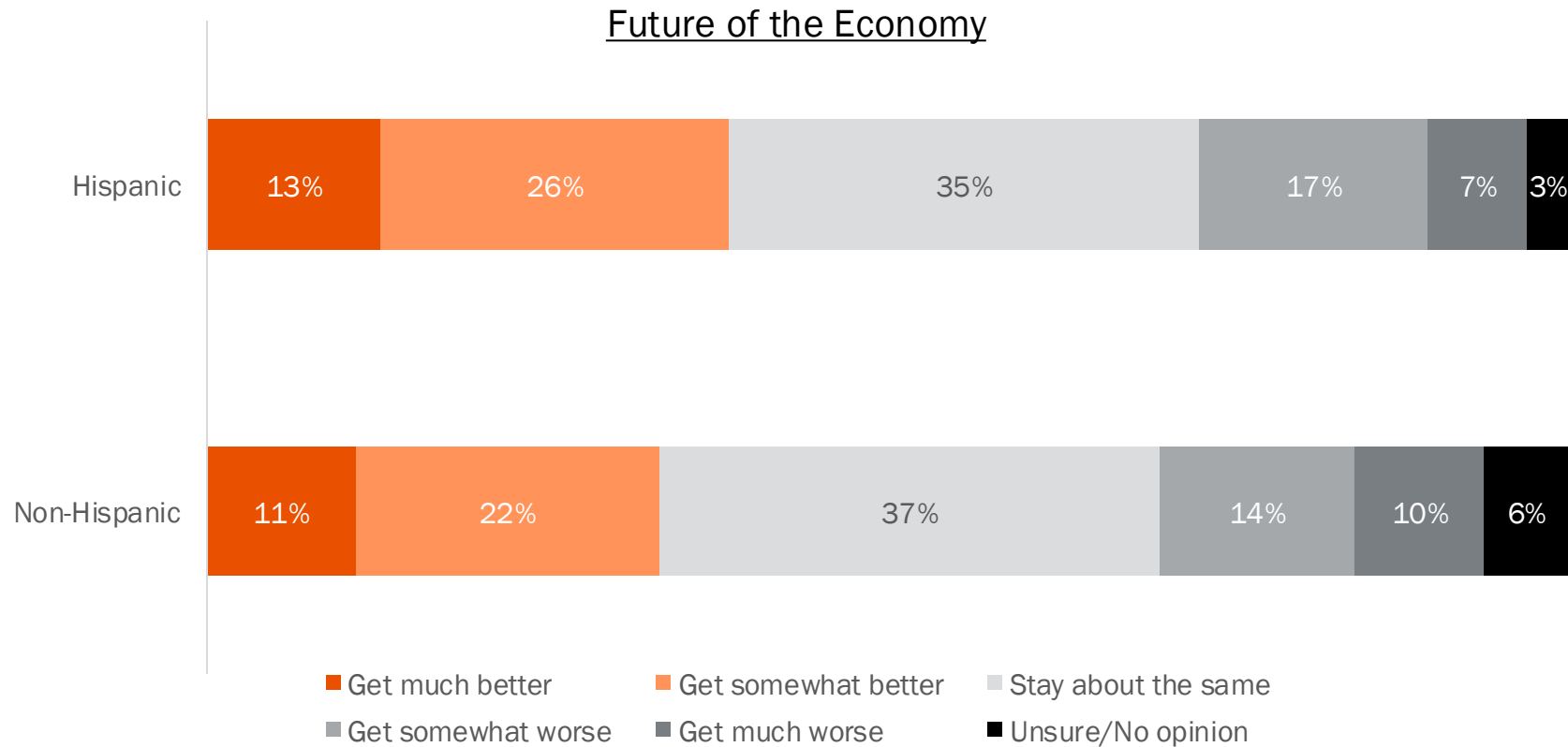
Future of the Economy

	Get much better	Get somewhat better	Stay about the same	Get somewhat worse	Get much worse	Unsure/No opinion
Hispanic	13%	26%	35%	17%	7%	3%
Non-Hispanic	11%	22%	37%	14%	10%	6%

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

Televisa Univision | Consumer Strategy & Insights

Economy

How much do you agree or disagree with the following statements? [*Economy*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Inflation is putting a significant strain on my budget	71%	14%	73%	12%
I am concerned about the U.S. federal government's spending and deficit	69%	8%	78%	9%
I feel that it is increasingly difficult for middle class families to prosper in the United States	67%	13%	77%	8%
My personal economic situation has become worse in the last year	63%	22%	61%	23%
The price of gas is putting a strain on my finances	61%	22%	56%	23%
I expect my personal economic situation to get better in the next few years	61%	16%	53%	19%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	59%	7%	62%	11%
I have taken, or am considering taking, a second job in order to maintain my standard of living	56%	24%	46%	33%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	55%	25%	48%	37%
Home ownership is still within reach for most people	37%	35%	30%	48%
I feel that jobs are getting easier to find	32%	46%	30%	42%

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

36

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	79%	7%	81%	8%
Mental health issues are a growing problem for people in the United States	78%	6%	81%	6%
I am generally satisfied with my healthcare coverage	53%	25%	64%	19%
The cost of prescription drugs is a financial problem for me	46%	30%	43%	35%
Medicaid and Medicare are working well now	42%	24%	46%	25%
The cost of my health care and insurance is reasonable	42%	31%	51%	33%

Televisa Univision | **Consumer** Strategy & Insights

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	55%	14%	58%	15%
Abortion laws should be created by state governments, not by the federal government	38%	27%	52%	26%

Abortion Policy *Thinking about abortion policy and laws, which of the following comes closest to your view?*	Hispanic	Non-Hispanic
Abortion should be legal at any time during pregnancy	23%	14%
Abortion should be legal only in the case of rape, incest or when the mother's life is in danger	22%	25%
Abortion should be illegal in all cases	14%	13%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	9%	5%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	8%	11%
Abortion should be legal only in the first 15 weeks of pregnancy	7%	10%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	6%	11%
Other	1%	3%
Unsure/I don't know	10%	8%

CRIME & PUBLIC SAFETY

Televisa Univision

Consumer
Strategy & Insights

Crime & Public Safety

How much do you agree or disagree with the following statements? [*Crime & Public Safety*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Homelessness is a serious problem in the United States	82%	6%	88%	3%
Crime is a growing problem in the United States	74%	7%	81%	7%
I believe that stricter gun control laws would reduce crime	62%	23%	51%	33%
Government authorities have become too lenient on criminals	58%	20%	61%	17%
Children in my community are generally safe at the schools they attend	57%	16%	51%	21%
Police departments in the United States are understaffed	57%	16%	61%	12%
I support second amendment gun rights	56%	18%	64%	14%

Televisa Univision | **Consumer** Strategy & Insights

41

Crime & Public Safety

How much do you agree or disagree with the following statements? [*Crime & Public Safety*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Gun violence is a growing problem where I live	51%	27%	51%	25%
Homelessness is a serious problem in my neighborhood	49%	32%	49%	35%
I feel less safe in my everyday life than I did a year ago	48%	29%	48%	23%
Government authorities are doing a good job protecting businesses near where I live and shop	48%	20%	43%	26%
Crime is a growing problem where I live	47%	30%	55%	25%
My police department is understaffed	46%	21%	48%	19%
Government authorities are doing a good job combating crime in my neighborhood	44%	26%	40%	29%
My local government should significantly reduce the resources and budgets for police	30%	42%	24%	50%

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

Televisa Univision | **Consumer** Strategy & Insights

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
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	66%	15%	74%	11%
We should reform immigration laws to give higher priority to people with needed skills and education	66%	11%	51%	17%
All migrants who want to enter the United States should be fully vetted first	64%	10%	81%	5%
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	60%	13%	49%	28%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	60%	16%	73%	11%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	59%	18%	75%	9%
There are too many undocumented immigrants crossing the border into the United States	59%	13%	76%	9%
I support the Texas government's efforts to secure the border	57%	21%	68%	16%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	57%	18%	74%	9%

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

Televisa Univision | Consumer Strategy & Insights

Immigration & Border Security

How much do you agree or disagree with the following statements? [*Immigration & Border Security*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
There are too many undocumented migrants coming to my state	53%	20%	75%	9%
Local law enforcement should be able to detain undocumented migrants	53%	23%	68%	13%
The United States military should be used to secure the southern border	52%	27%	61%	18%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	51%	12%	71%	9%
It feels like migrants are being treated better than most Americans	50%	34%	64%	20%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	50%	25%	38%	45%
The U.S. should complete the construction of a wall on the southern border of the U.S.	49%	30%	67%	19%
The Biden administration is primarily responsible for the situation at the southern border	47%	28%	60%	25%
The resettling of all the migrants will, in the long-run, benefit the United States	47%	25%	29%	42%
The arrival of migrants has made the affordable housing problem worse	45%	26%	60%	15%

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

Televisa Univision | **Consumer** Strategy & Insights

45

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 rules that I have to live by don't seem to apply to migrants	44%	30%	65%	18%
Undocumented migrants will take jobs away from poorer and working-class Americans	43%	39%	55%	26%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	43%	35%	56%	30%
Undocumented migrants have increased crime in my state	42%	28%	65%	18%
Most undocumented migrants who entered the U.S. over the last few years should be deported	41%	32%	59%	18%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	39%	28%	34%	41%
I support the way my state and local officials are handling the migrant issue	38%	33%	49%	31%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	38%	32%	23%	61%
I support the way the Biden Administration is managing the southern border	37%	36%	33%	54%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	35%	33%	37%	49%

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

Televisa Univision | Consumer Strategy & Insights

46

CLIMATE CHANGE & ENERGY POLICY

Climate Change & Energy Policy

How much do you agree or disagree with the following statements? [*Climate Change & Energy Policy*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Climate change is a result of human activity	70%	10%	63%	15%
Climate change is a very big threat to the planet	66%	15%	62%	22%
Governments should create policies that encourage oil and gas production in the U.S.	53%	15%	71%	12%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	51%	22%	42%	36%
Government regulation and action on climate change is hurting the economy	51%	19%	51%	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	47%	23%	38%	43%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	45%	18%	38%	37%

Televisa Univision | Consumer Strategy & Insights

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	58%	18%	50%	30%
The federal government of the United States has become too intrusive in the lives of Americans	56%	15%	70%	11%
The United States Justice Department has become politicized in its prosecutions	52%	12%	59%	14%
The federal government of the United States is too big and powerful	51%	19%	63%	15%
The FBI has become politicized in its investigations	50%	12%	58%	14%
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%	27%	40%	37%
I want the next president to shrink the size of the federal government	43%	20%	60%	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 August 2024

GOVERNMENT POLICY

Televisa
Univision

Consumer
Strategy & Insights

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	60%	8%	57%	17%
I support the Biden Administration's efforts to forgive student loans	58%	23%	45%	38%
The U.S. government should spend less money supporting the war in Ukraine	52%	18%	58%	17%
China represents the most serious economic and geo-political threat to the United States	52%	13%	66%	9%
Iran is the primary destabilizing force in the Middle East	51%	12%	53%	5%
The government should ban social media, like Facebook and TikTok, from being used by children	48%	26%	45%	30%
I think that the United States spends too much on defense and the military	46%	25%	37%	41%
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	41%	28%	41%	26%
Student loans should not be forgiven and paid for by taxpayers	38%	36%	47%	36%
The United State should increase the amount of military aid it sends to Israel	33%	30%	43%	34%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	33%	37%	24%	49%
I support the way the Biden Administration is dealing with the Israel-Hamas war	30%	37%	30%	49%

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

Televisa Univision | Consumer Strategy & Insights

TECHNOLOGY

Technology

How much do you agree or disagree with the following statements? [*Technology*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Artificial Intelligence (AI) technology will be used to create a significant amount of misleading and deceptive information, pictures and video that will be hard to identify as fake	64%	8%	70%	9%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	59%	21%	59%	17%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	55%	19%	59%	19%
Social media, like Facebook and TikTok, does more harm than good	45%	26%	45%	26%

Televisa Univision | Consumer Strategy & Insights

EDUCATION

Education

| How much do you agree or disagree with the following statements? [*Education*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Parents should be allowed to know what is being taught in the public schools that their children attend	77%	8%	87%	2%
More emphasis should be placed on trade schools	66%	7%	68%	7%
The public schools in my neighborhood are good	66%	13%	57%	15%
Parents should have a say in what is taught to their children in public schools	63%	14%	73%	11%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	61%	14%	60%	16%
College is no longer worth the cost for most students	61%	14%	71%	14%
The public school system is working well in my state	44%	28%	36%	34%
Public schools where I live are better than they were before the pandemic	39%	23%	29%	31%
Colleges and universities should be allowed to use race in admissions decisions	32%	45%	27%	52%
The federal government's Department of Education should be eliminated	25%	45%	32%	38%

Televisa Univision | Consumer Strategy & Insights

Information Sources & Language Preferences
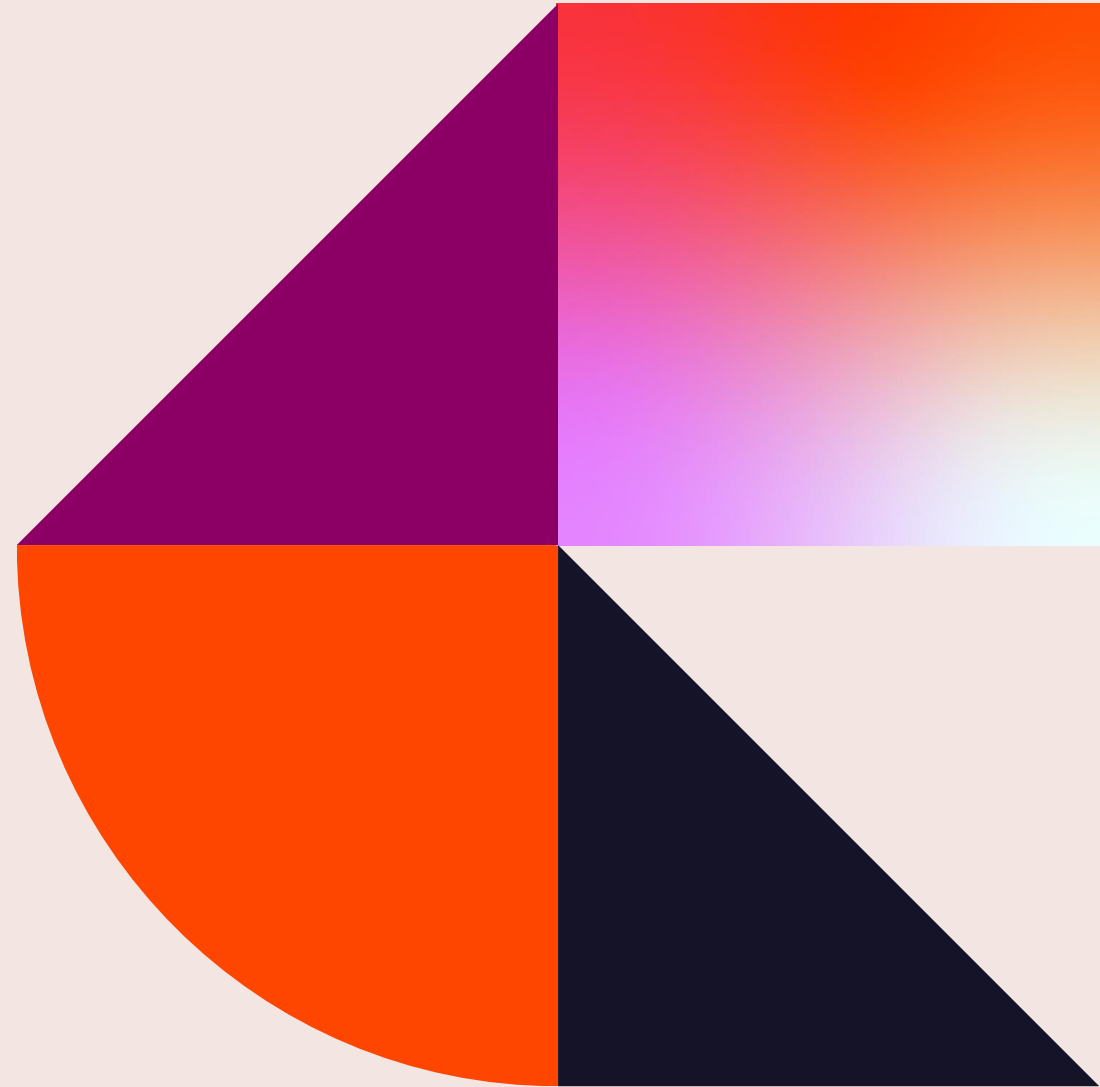
Local TV, YouTube & National TV Most Heavily Used Political Information Sources by Hispanics

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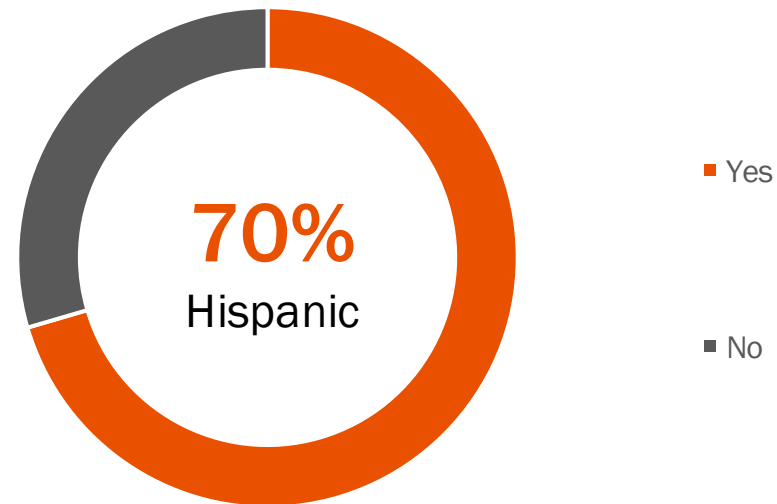
Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Local Television	48%	54%	Online publications	24%	28%
YouTube	46%	48%	Radio	23%	27%
National Television (like network programs or cable news)	44%	58%	Podcasts	22%	24%
Facebook	41%	43%	Debates	17%	23%
Instagram	40%	31%	Snapchat	12%	11%
TikTok	40%	23%	Magazines	10%	14%
X, formerly known as Twitter	35%	24%	School	10%	7%
Friends	33%	37%	Community organization	6%	8%
Family	33%	36%	Religious organization/Church	4%	12%
Newspapers	25%	25%	None of these	3%	3%

Televisa Univision | **Consumer** Strategy & Insights

Spanish-Language News Viewers & Streamers

Do you watch or stream Spanish-language news?

Spanish-Language News Viewers & Streamers

70%
Hispanic

■ Yes

■ No

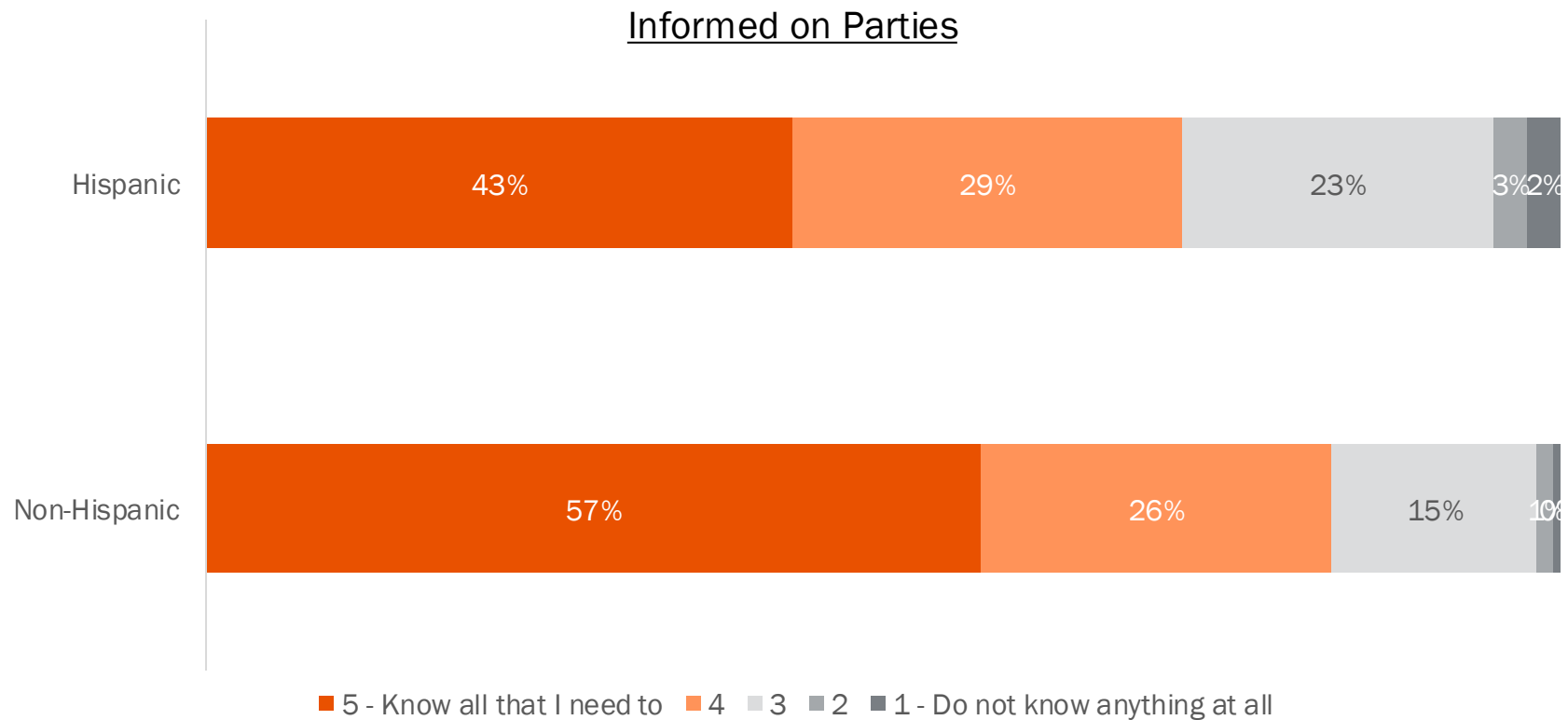Televisa Univision

Consumer Strategy & Insights

59% 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?
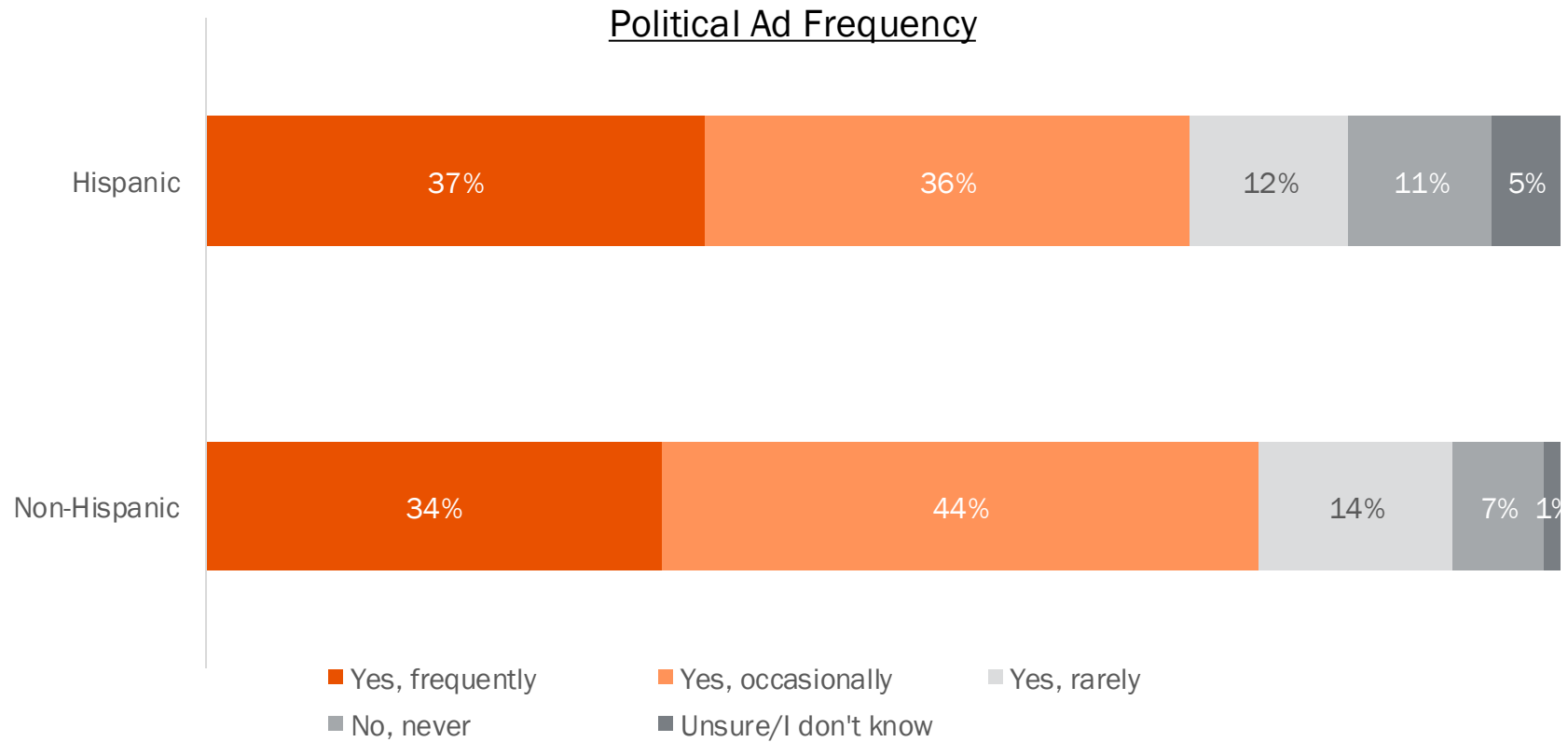
Informed on Candidates

	5 - Know all that I need to	4	3	2	1 - Do not know anything at all
Hispanic	41%	33%	18%	6%	2%
Non-Hispanic	54%	26%	19%	1%	

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

Televisa Univision | Consumer Strategy & Insights
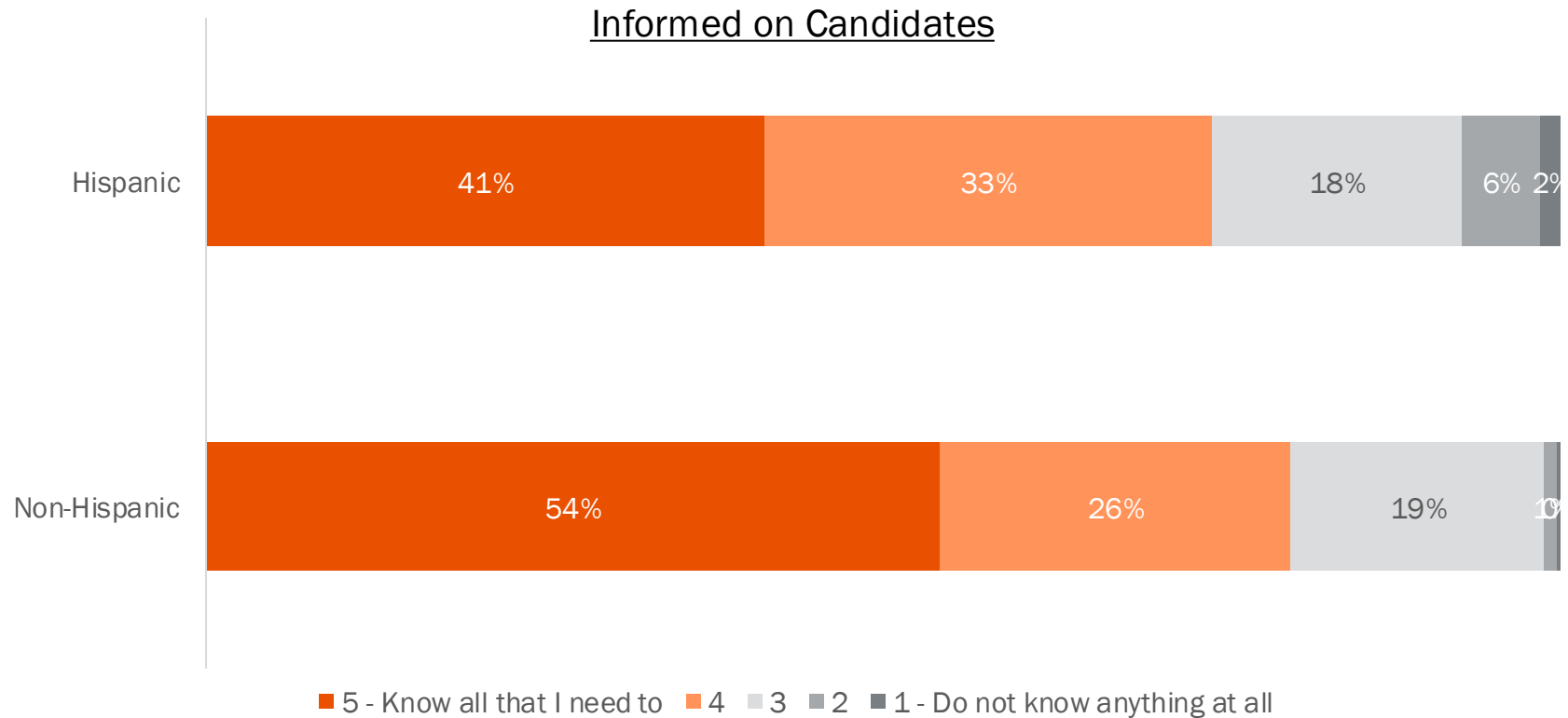
57% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

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

Category	5 - Know all that I need to	4	3	2	1 - Do not know anything at all
Hispanic	43%	29%	23%	3%	2%
Non-Hispanic	57%	26%	15%	1%	—

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

Televisa Univision | Consumer Strategy & Insights

59% 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
- 37%
- 36%
- 12%
- 11%
- 5%

Non-Hispanic
- 34%
- 44%
- 14%
- 7%
- 1%

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

Televisa Univision | **Consumer** Strategy & Insights

Messaging in Spanish is *Powerful* and *Connects*

75%
OF HISPANICS AGREE

I *appreciate when candidates advertise in Spanish* in trying to win my vote
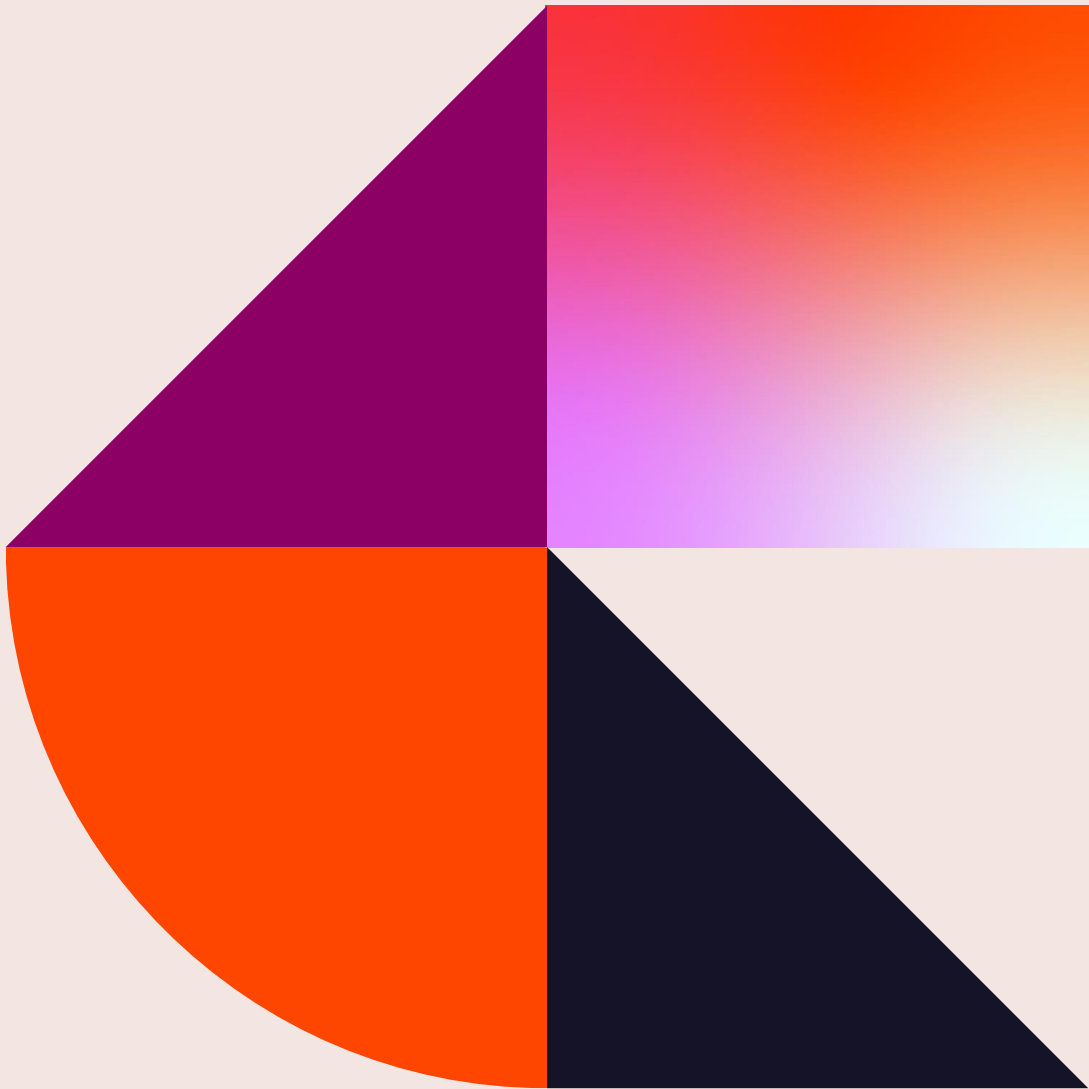
65%
OF HISPANICS AGREE

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

67%
OF HISPANICS AGREE

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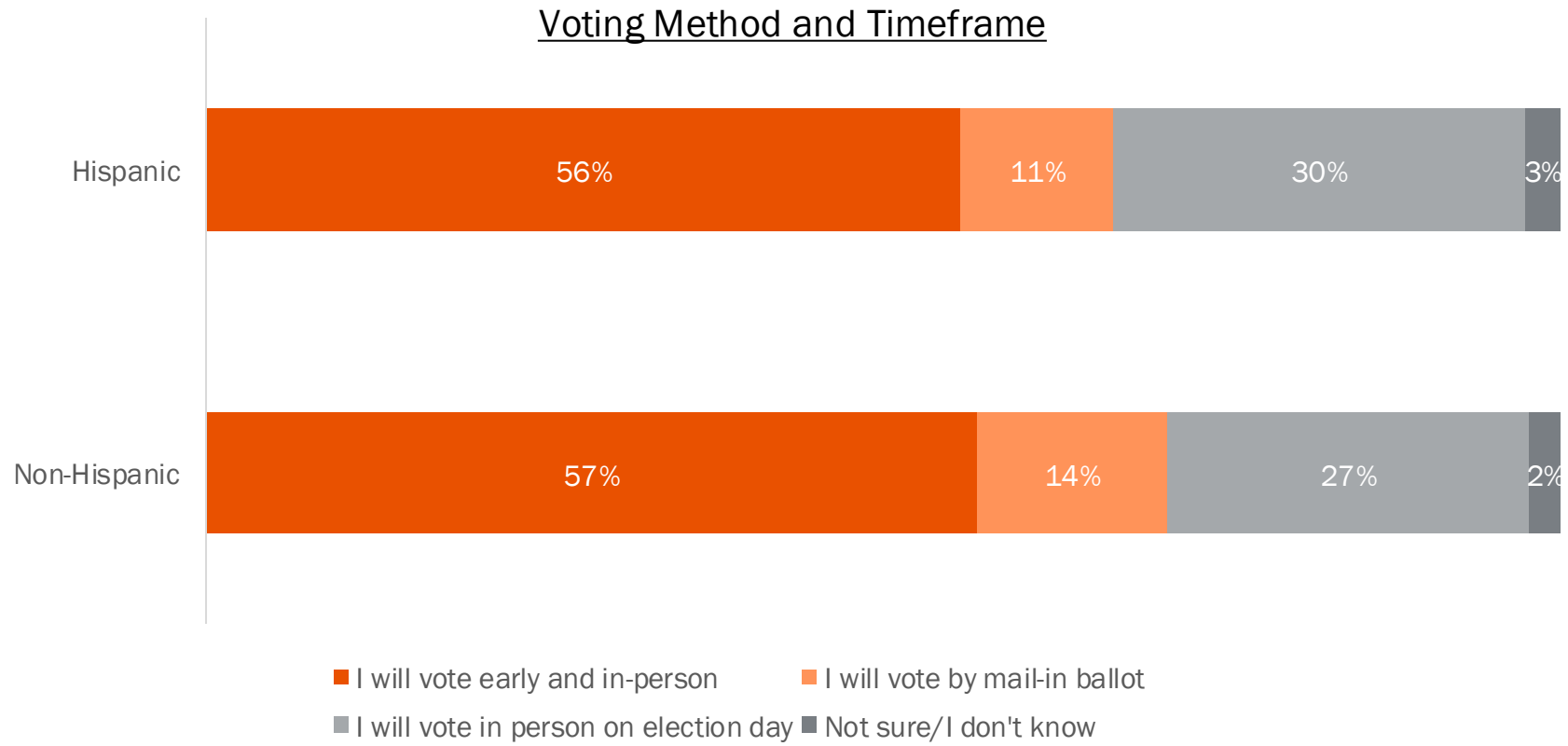
Televisa Univision

Consumer Strategy & Insights

Voting & Campaign Information

Voting Method and Timeframe
- MJAORITY OF VOTERS LIKELY TO VOTE EARLY AND IN PERSON

How do you plan to vote in the General election?

Voting Method and Timeframe

	I will vote early and in-person	I will vote by mail-in ballot	I will vote in person on election day	Not sure/I don't know
Hispanic	56%	11%	30%	3%
Non-Hispanic	57%	14%	27%	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

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

Televisa Univision | Consumer Strategy & Insights

Vota Conmigo Familiarity

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

Vota Conmigo Familiarity

27%
Hispanic

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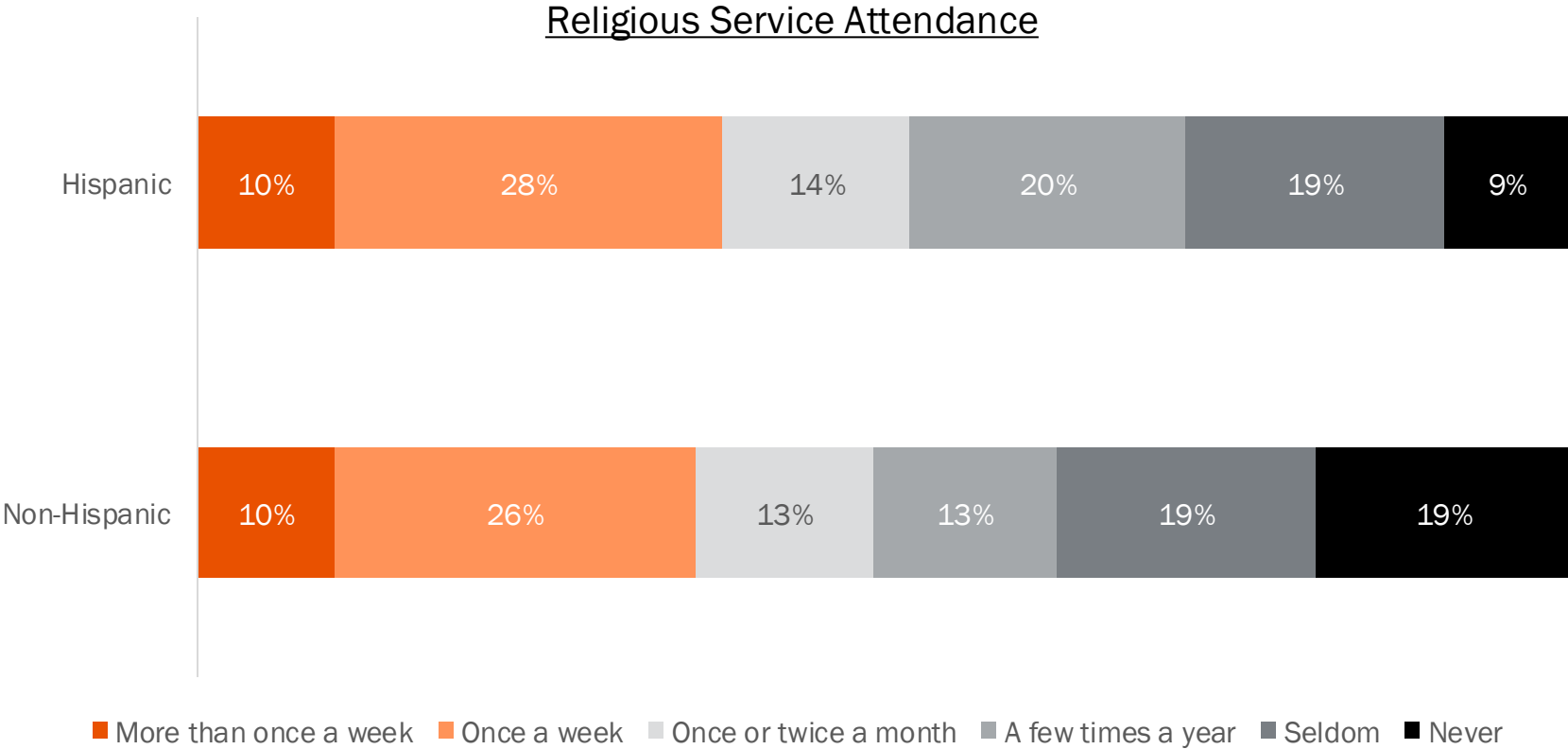- Have not heard of
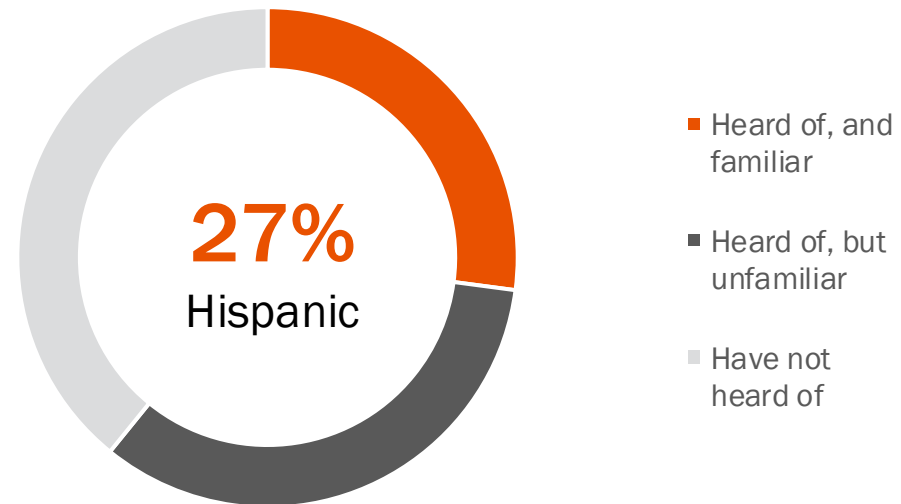
Gracias

Televisa Univision | **Consumer** Strategy & Insights

APPENDIX

Religious Service Attendance

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

Religious Service Attendance

	More than once a week	Once a week	Once or twice a month	A few times a year	Seldom	Never
Hispanic	10%	28%	14%	20%	19%	9%
Non-Hispanic	10%	26%	13%	13%	19%	19%

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

Televisa Univision | Consumer Strategy & Insights

Ballot Language Preference

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

Ballot Language Preference
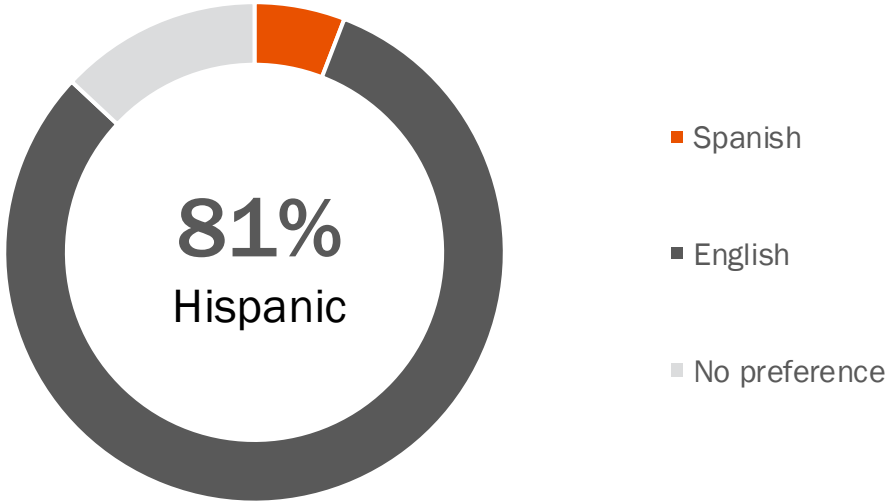
81%
Hispanic

- Spanish
- English
- No preference

Political Campaigning

How much do you agree or disagree with the following statements? [Political *Campaigning*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I feel that candidates and their campaigns are making a strong effort to win my vote	63%	10%	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	41%	35%	31%	51%

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

Televisa Univision

Consumer
Strategy & Insights