

LAS VEGAS

Las Vegas Hispanic Community

Las Vegas
Hispanics Are
YOUNGER

39 Hispanic
median age
vs 49 for Non-Hispanic

Lower Hispanic
Median Household
Income

\$65,883
vs \$82,081 for
Non-Hispanic

Larger Hispanic
Households

3.9 Median
Persons per HH
vs 2.8 for Non-Hispanic

More Likely to
Have Children in
Household

51% Kids <18
in HH
vs 33% for Non-Hispanic

Renting Their
Homes

44% Rent
where they live
vs 36% for Non-Hispanic

2024 Las Vegas Hispanic Voter Profile

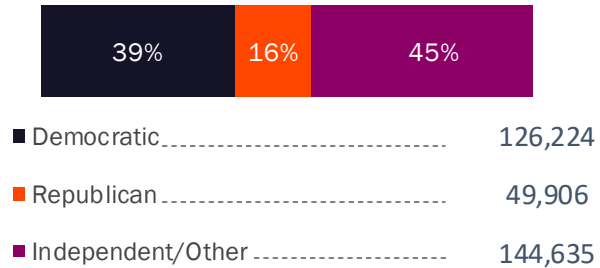
2024 HISPANIC REGISTERED VOTERS

320,765



25% of all registered voters

POLITICAL AFFILIATION

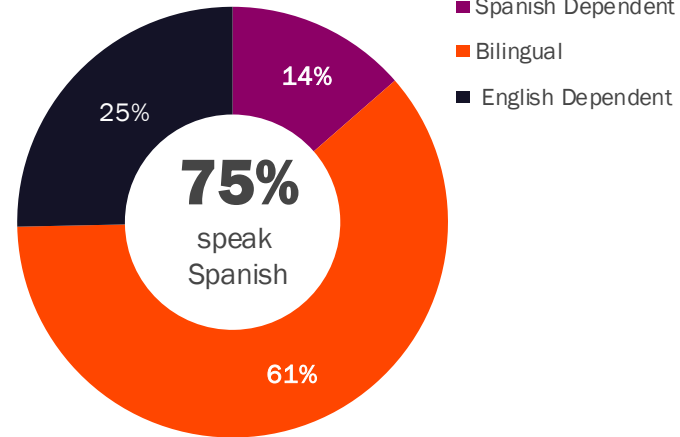


AGE DISTRIBUTION 18+

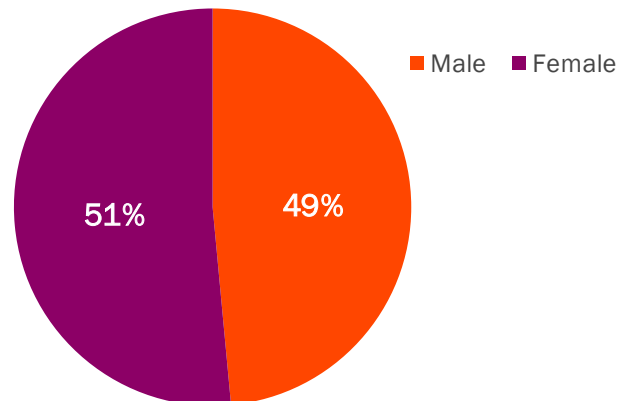
HISPANIC

18-34	42%
35+	58%
18-24	18%
25-34	24%
35-49	24%
50-64	19%
65+	14%

2024 HISPANICS AGE 5+ LANGUAGE USAGE*



REGISTERED VOTER GENDER DISTRIBUTION



COUNTRY OF ORIGIN* POPULATION SHARE

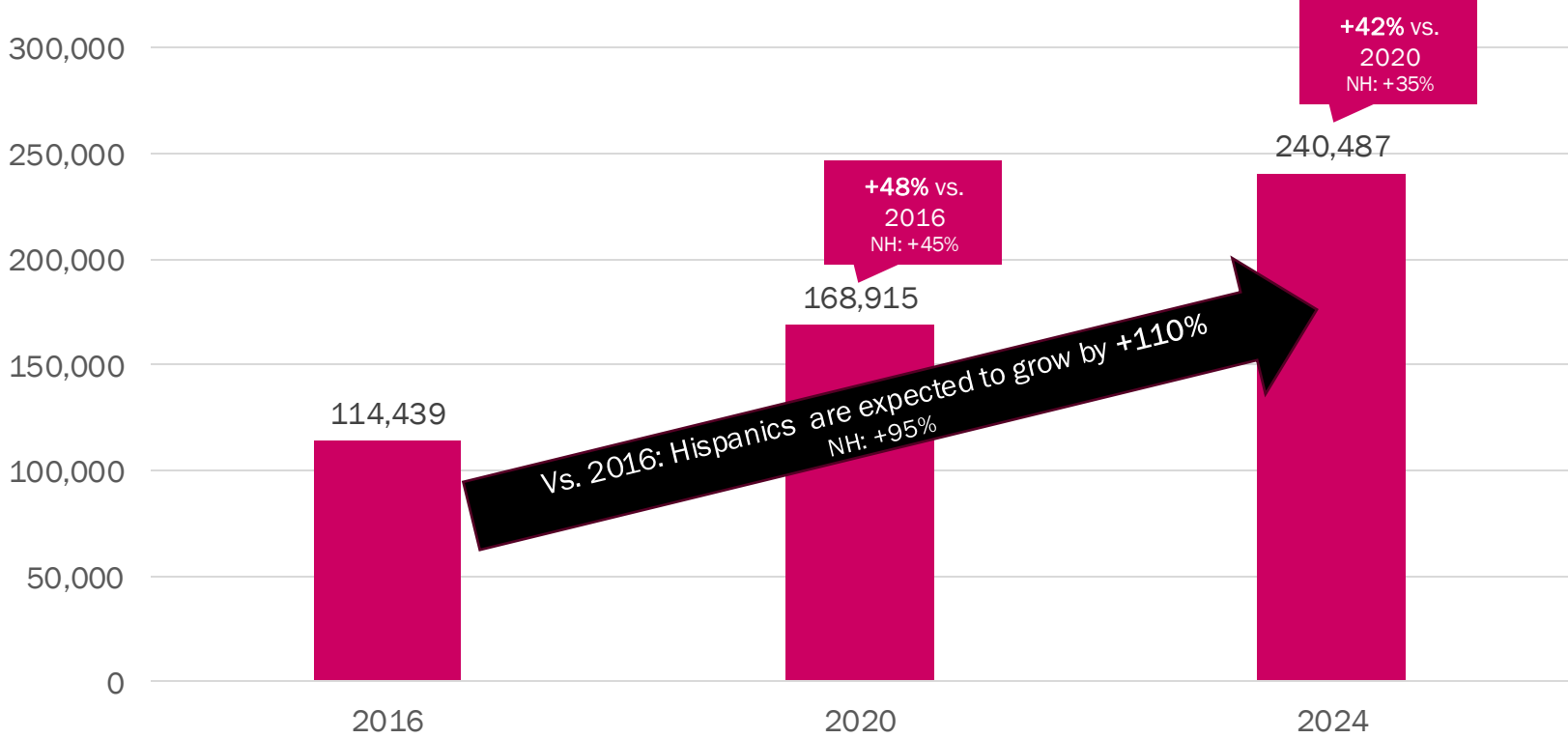
Total Hispanic Population 779,978

Mexican	570,085	73.1%
Central American	75,029	9.6%
Salvadoran	39,813	53%
Guatemalan	18,416	25%
Honduran	6,231	8%
Nicaraguan	5,126	7%
Panamanian	2,576	3%
Costa Rican	1,653	2%
Other Central American	1,214	2%
Caribbean	63,049	8.1%
Cuban	32,027	51%
Puerto Rican	26,663	42%
Dominican	4,359	7%
Other Hispanic	40,119	5.1%
South American	31,696	4.1%
Colombian	8,342	26%
Peruvian	7,700	24%
Ecuadorian	4,526	14%
Argentinean	3,916	12%
Venezuelan	3,078	10%
Bolivian	1,482	5%
Chilean	1,301	4%
Uruguayan	840	3%
Other South American	422	1%
Paraguayan	89	0%

2024 Las Vegas Hispanic Voters in Presidential Years

As OF 5/15/2024

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



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



TU & Media Predict
2024 Presidential Tracker

Las Vegas
August 2024

**Televisa
Univision**

**Consumer
Strategy & Insights**

**MEDIA
PREDICT**

Objectives

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

Methodology

- Online survey of 808 likely voters ages 18+

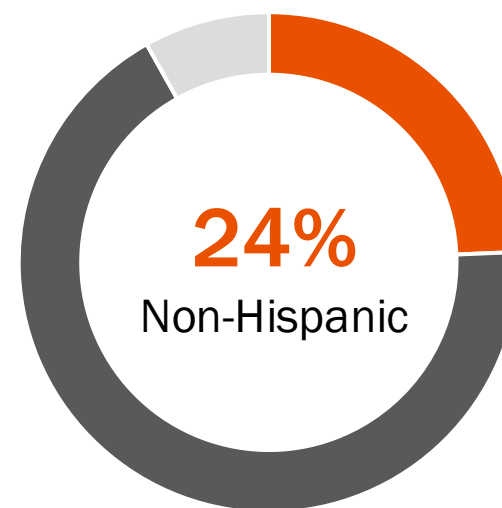
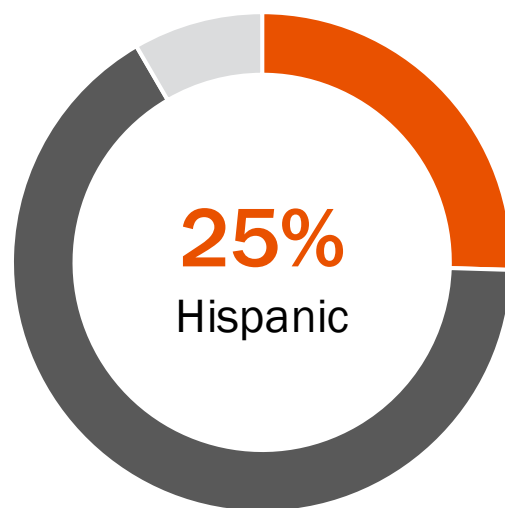
<p><u>A18+</u></p> <p>382 Hispanic (254 SpanDom/Bilingual)</p> <p>426 Non-Hispanic</p>
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- In field 8/1/2024 – 8/13/2024
- Weighted to the registered voter universe by age, gender, education, and political party affiliation. Results from full survey have a margin of error of plus or minus 5.1% for Hispanics and 4.8% for Non-Hispanics.
- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

Only 25% of Hispanics Believe U.S. is Headed in the Right Direction

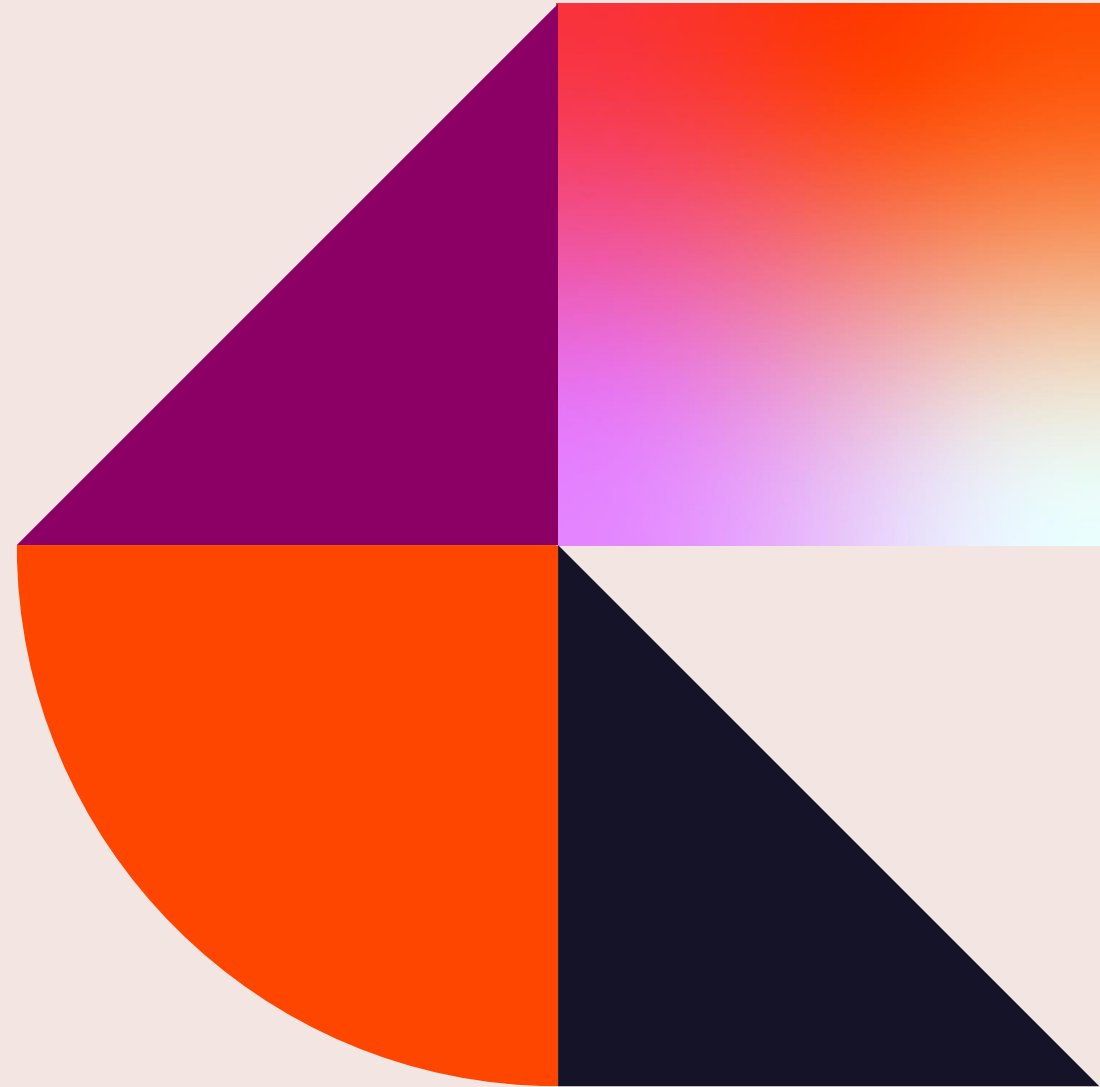
In general, do you believe that the United States is headed in the right direction, or has it gone off on the wrong track?

US Right or Wrong Track



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

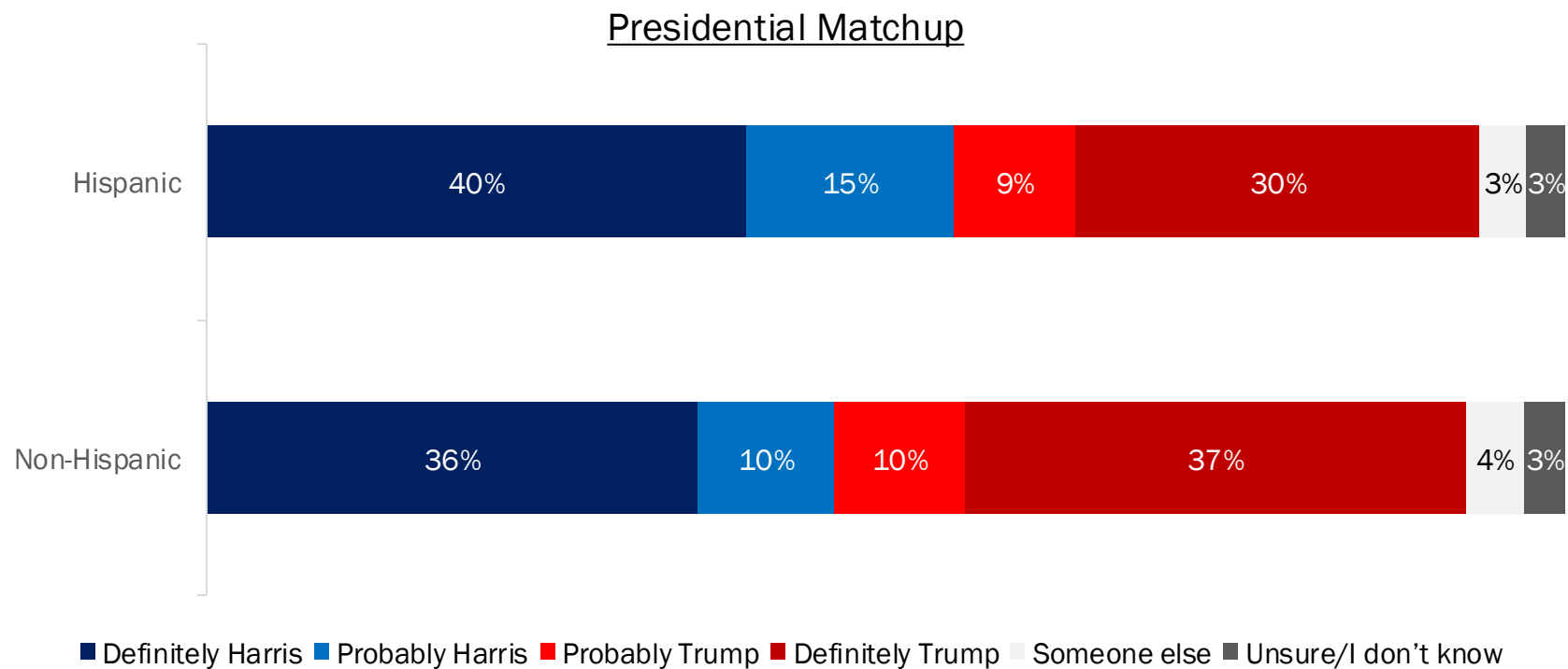
General Election Polling



Matchup: Harris vs Trump

- HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 27% OF HISPANICS UP FOR GRABS (24% NOT DEFINITE, 3% UNSURE)

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

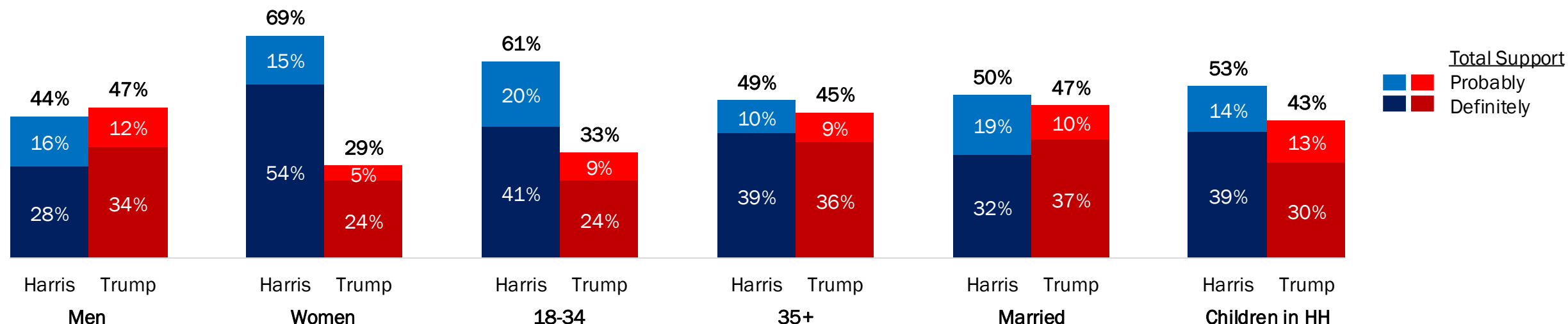


Candidate Support Among Hispanics

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

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?

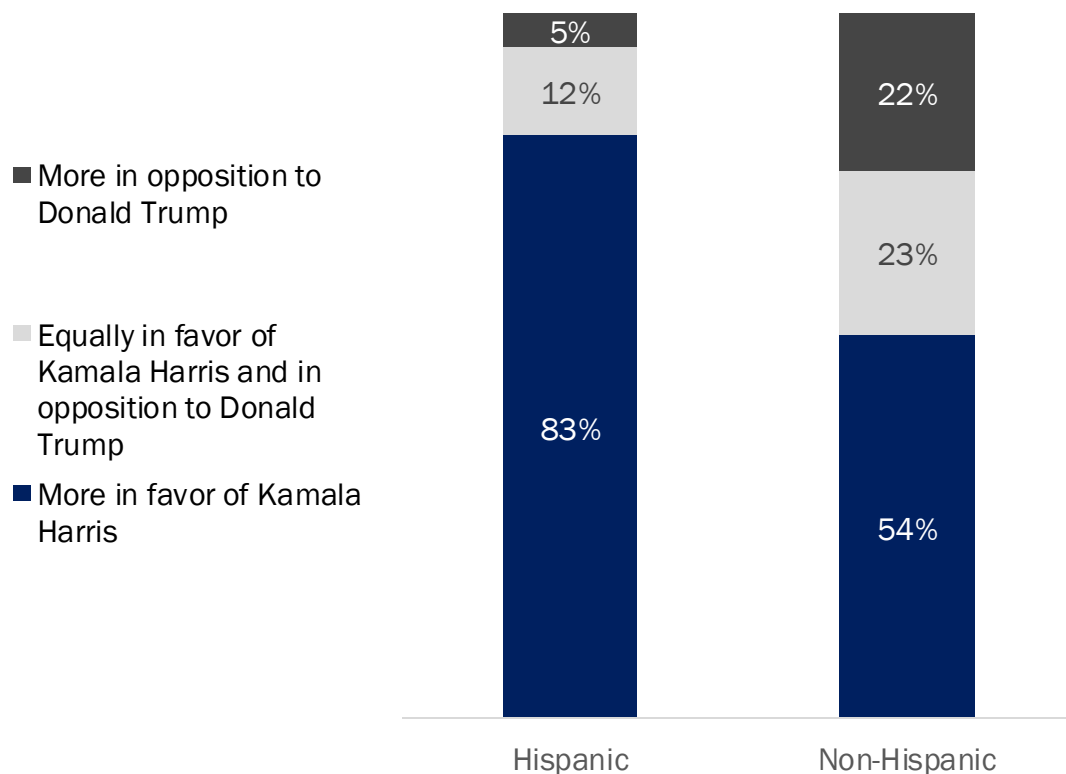
Presidential Matchup



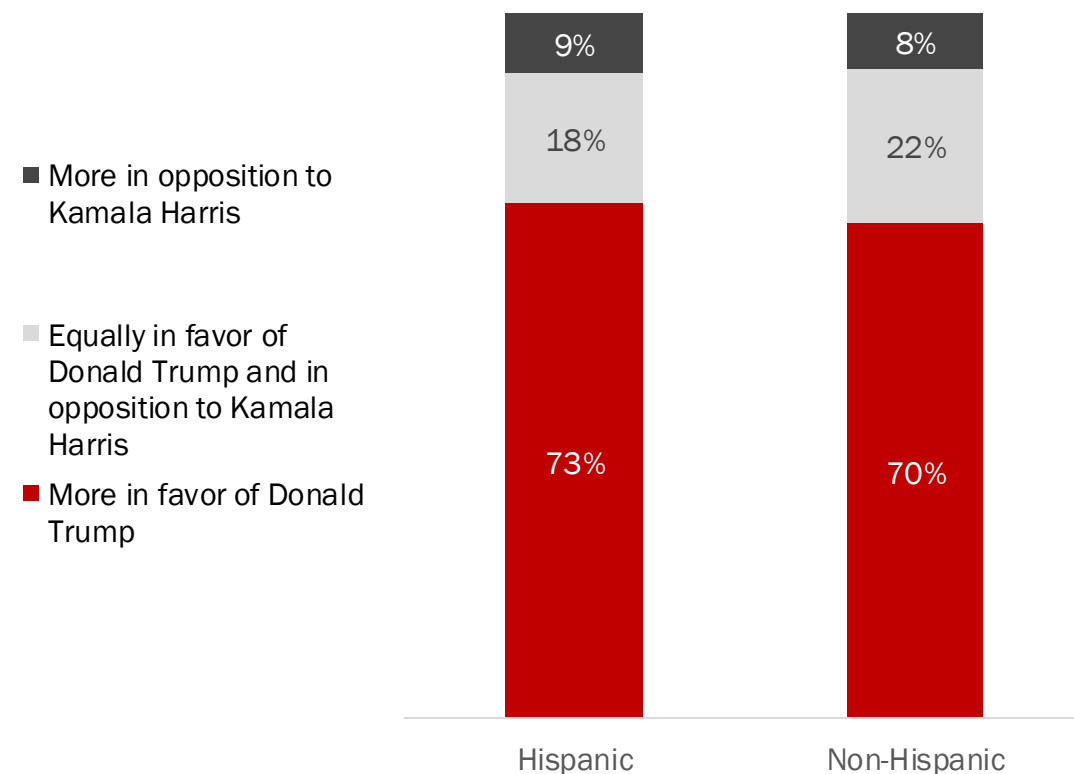
Hispanic Harris Voters Are More Enthusiastic

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

Voting Harris: Favor Harris or Oppose Trump



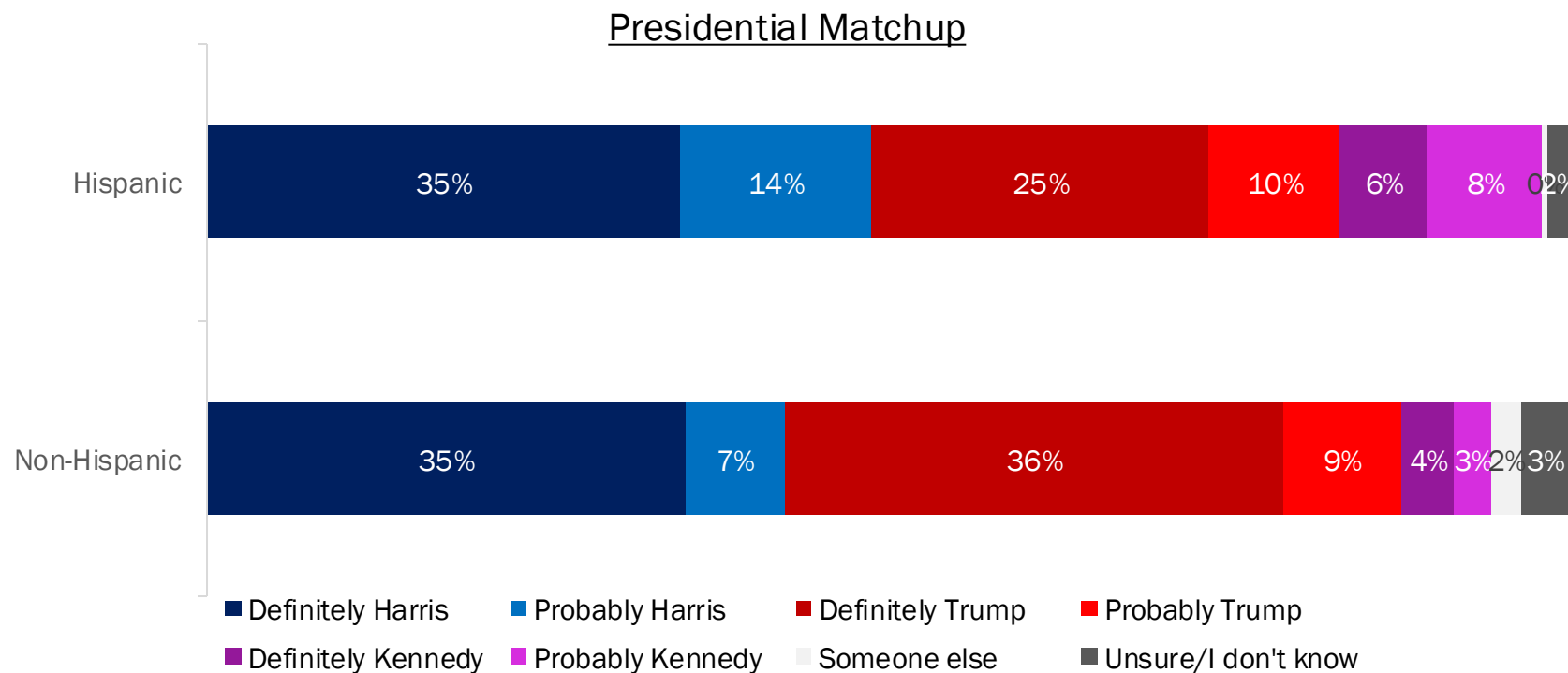
Voting Trump: Favor Trump or Oppose Harris



Matchup: Harris vs Trump vs Kennedy

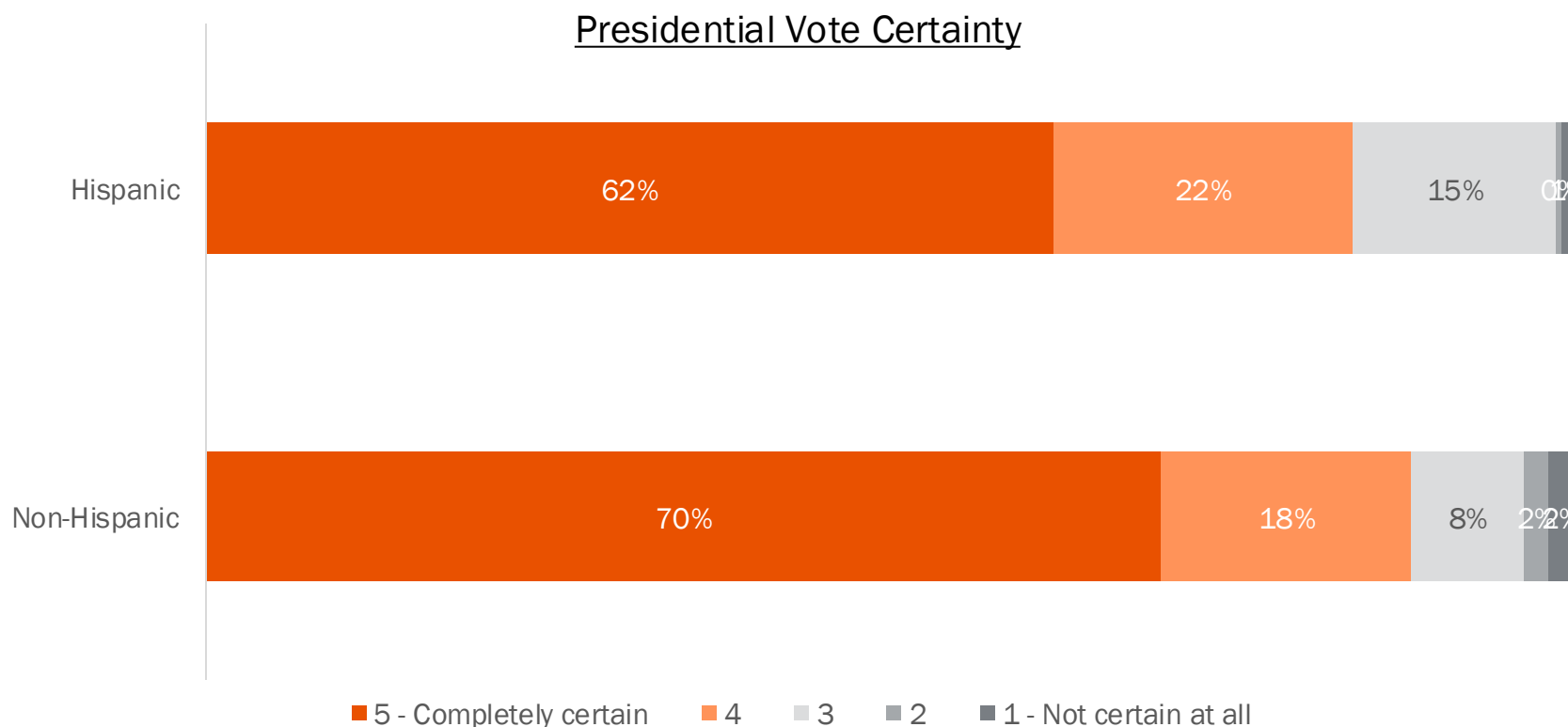
- HARRIS LEADS AMONG HISPANICS, TRUMP AMONG NON-HISPANICS
- KENNEDY PERFORMS HIGHER AMONG HISPANICS THAN NON-HISPANICS
- 34% OF HISPANICS UP FOR GRABS (32% NOT DEFINITE, 2% UNSURE)

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?



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

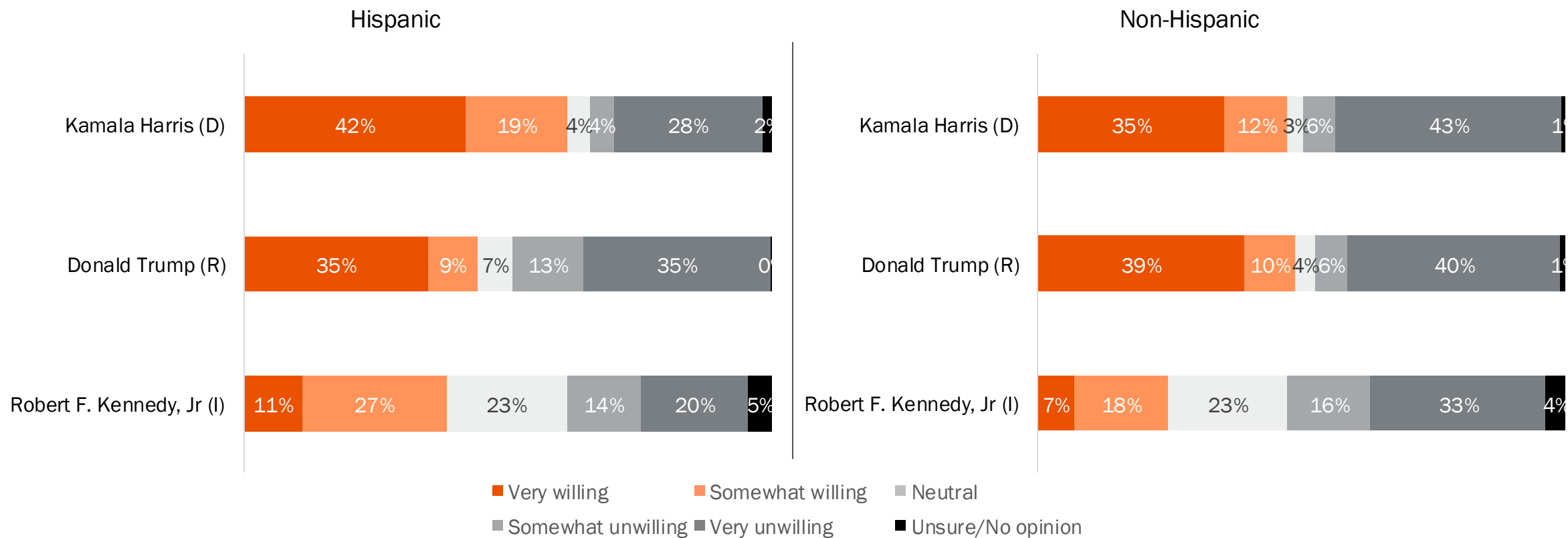
How certain are you that this is the right choice of candidate for you?



Willingness to Vote for Candidates in General Election

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

Candidate Vote Willingness

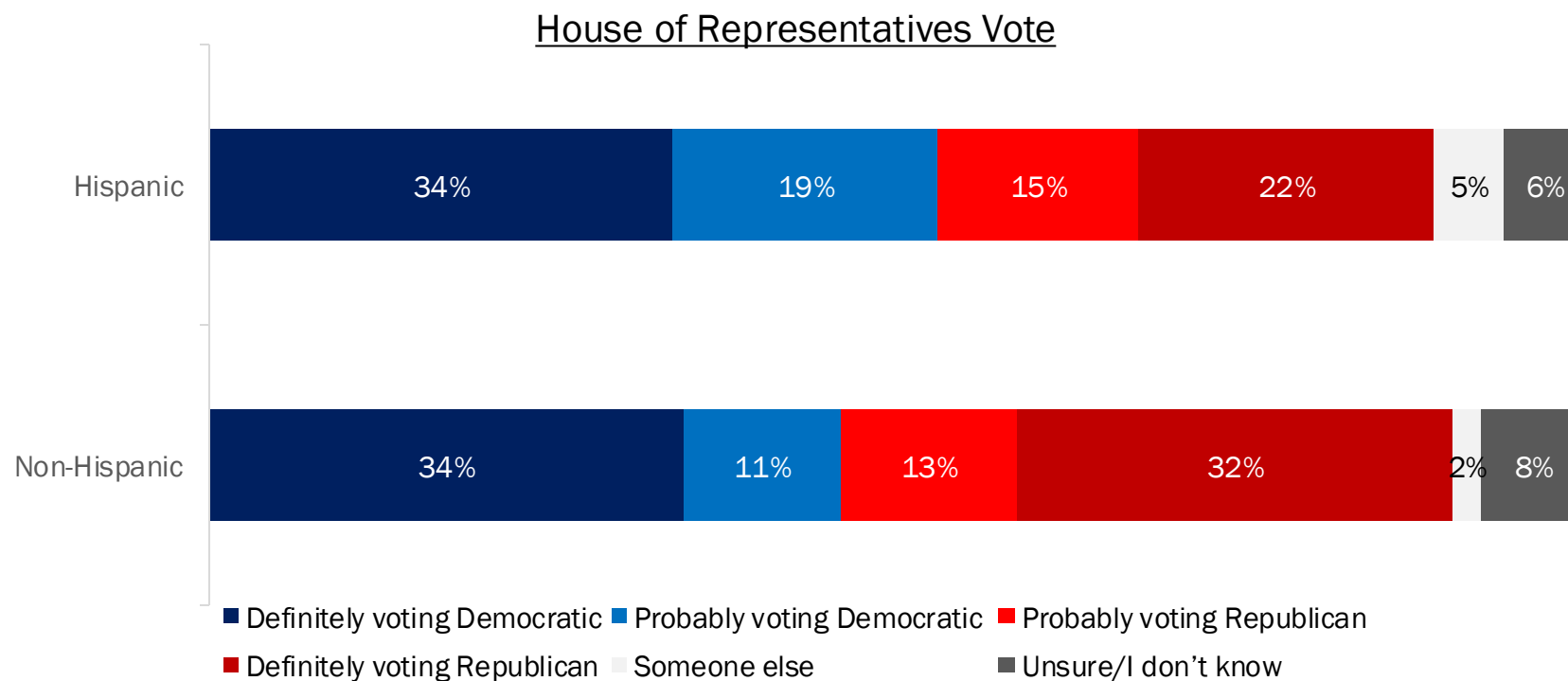


Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of August 2024

House of Representatives Vote

- DEMOCRATS FAVORED BY HISPANICS, SAME AS NON-HISPANICS (TOP BOX)
- 40% OF HISPANICS UP FOR GRABS (34% NOT DEFINITE, 6% UNSURE)

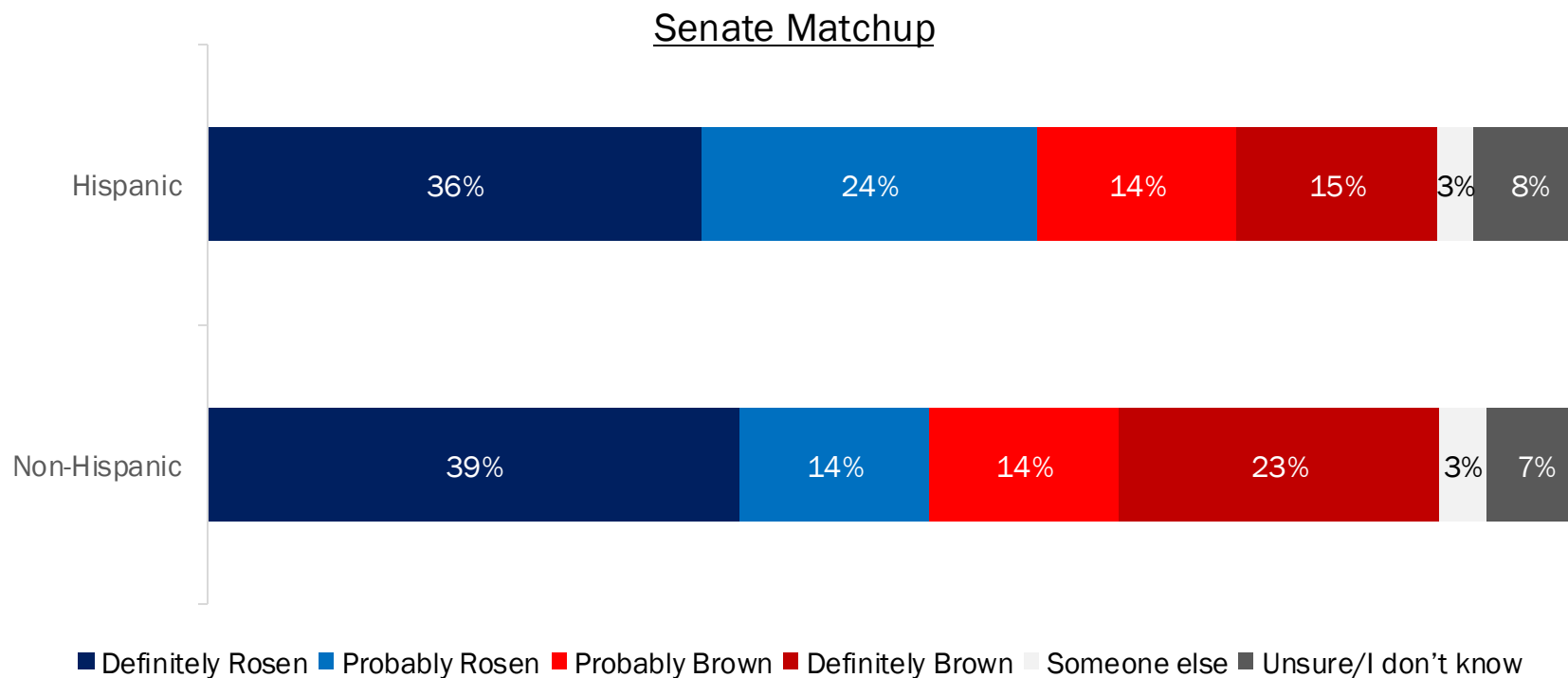
If the election for the United States House of Representatives were held today, which party's candidate would you vote for?



Matchup: Rosen vs Brown

- JACKY ROSEN LEADS AMONG HISPANICS, LOWER THAN NON-HISPANICS (TOP BOX)
- 46% OF HISPANICS UP FOR GRABS (38% NOT DEFINITE, 8% UNSURE)

If the 2024 election for United States Senator from Nevada were being held today, and the candidates were Jacky Rosen (Democrat) & Sam Brown (Republican), for whom would you vote?

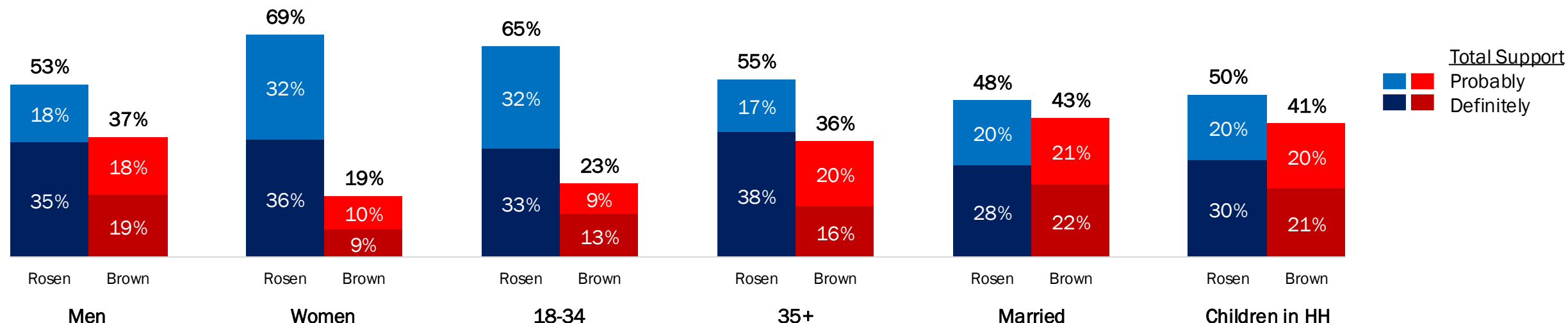


Candidate Support Among Hispanics

- BROWN'S STRONGEST SUPPORT AMONG MARRIED ADULTS
- ROSEN'S STRONGEST SUPPORT AMONG WOMEN

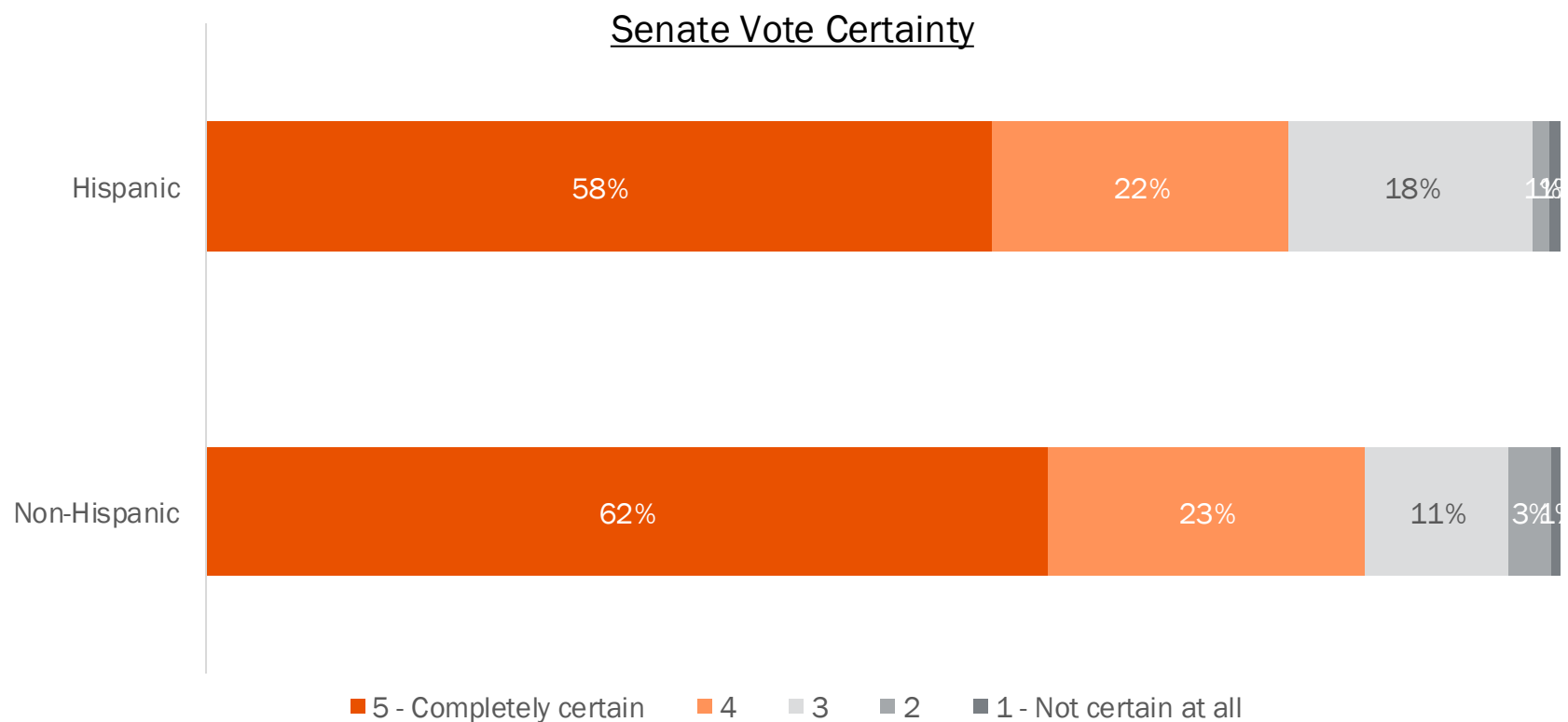
If the 2024 election for United States Senator from Nevada were being held today, and the candidates were Jacky Rosen (Democrat) & Sam Brown (Republican), for whom would you vote?

Senate Matchup



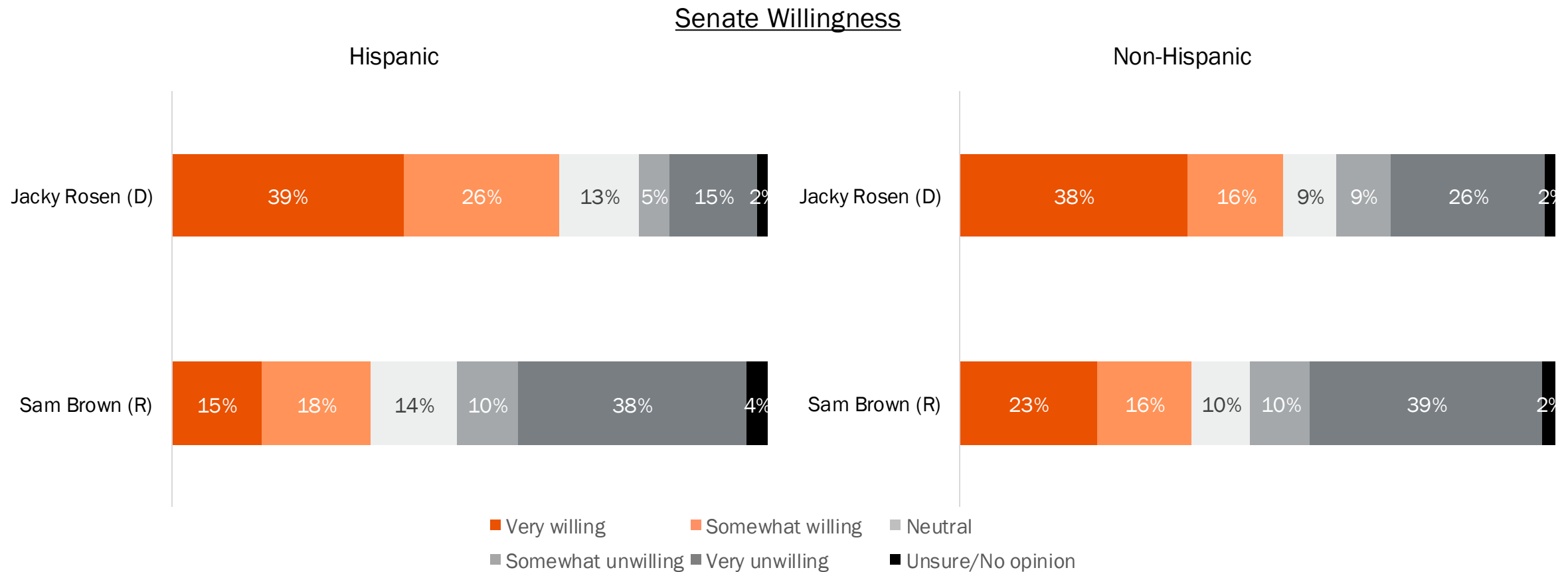
42% of Hispanics Not Completely Certain About Their Vote for Senator

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



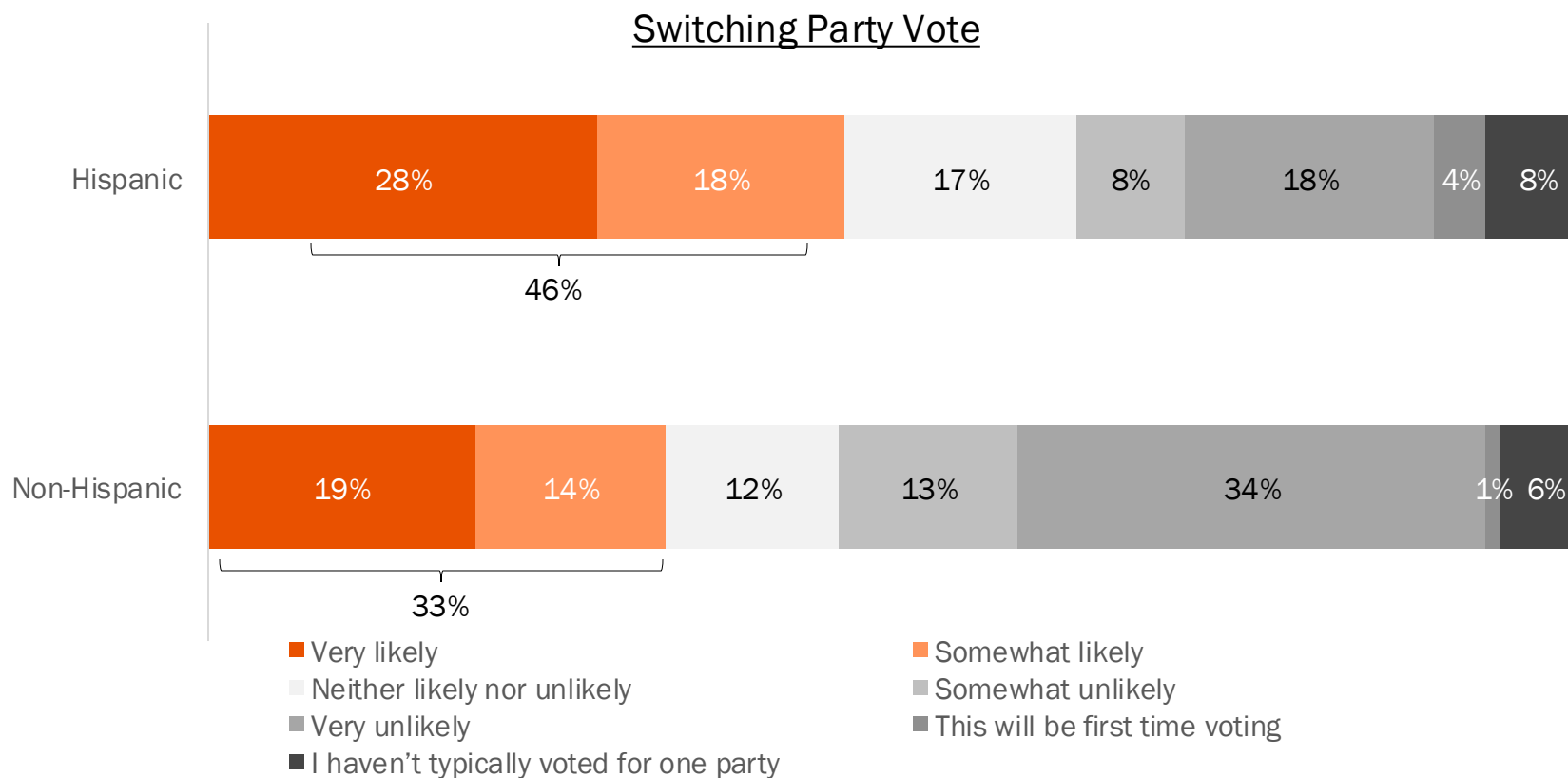
Willingness to Vote for Candidates in General Election

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



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

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



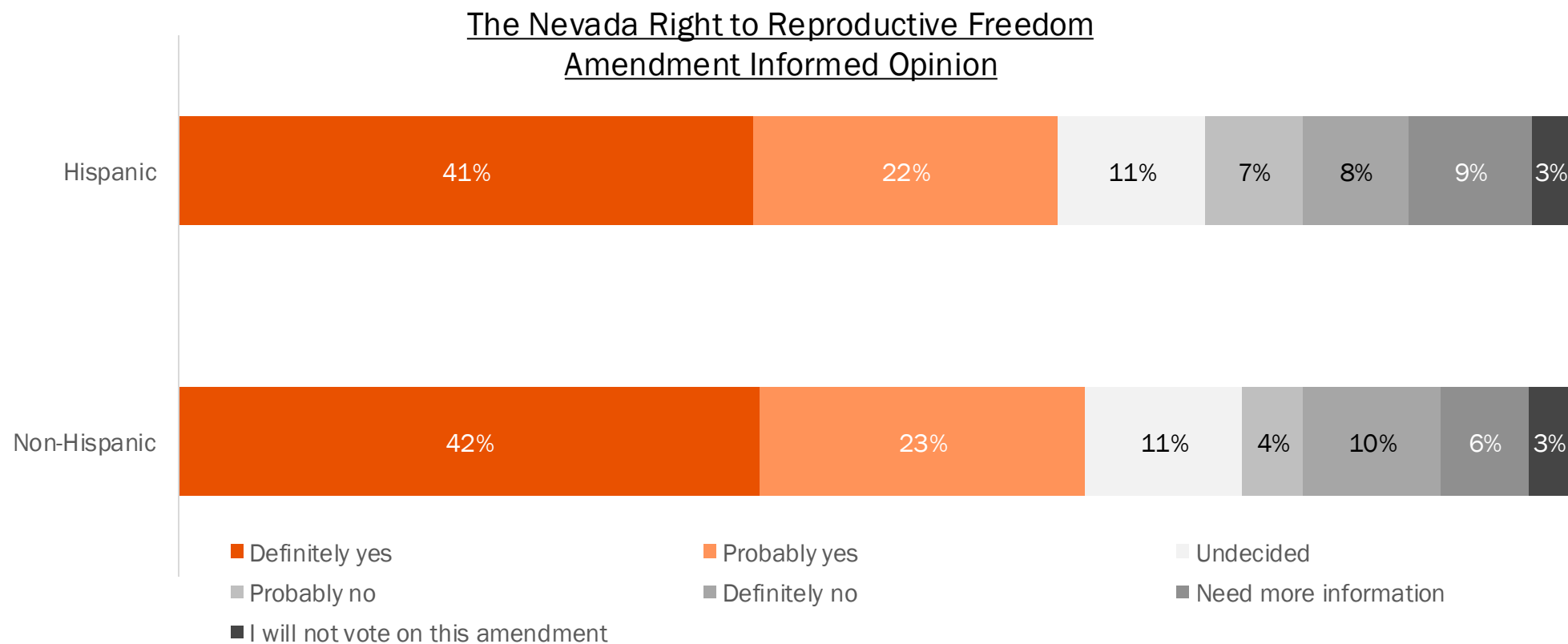
Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of August 2024

The Nevada Right to Reproductive Freedom Amendment Informed Opinion

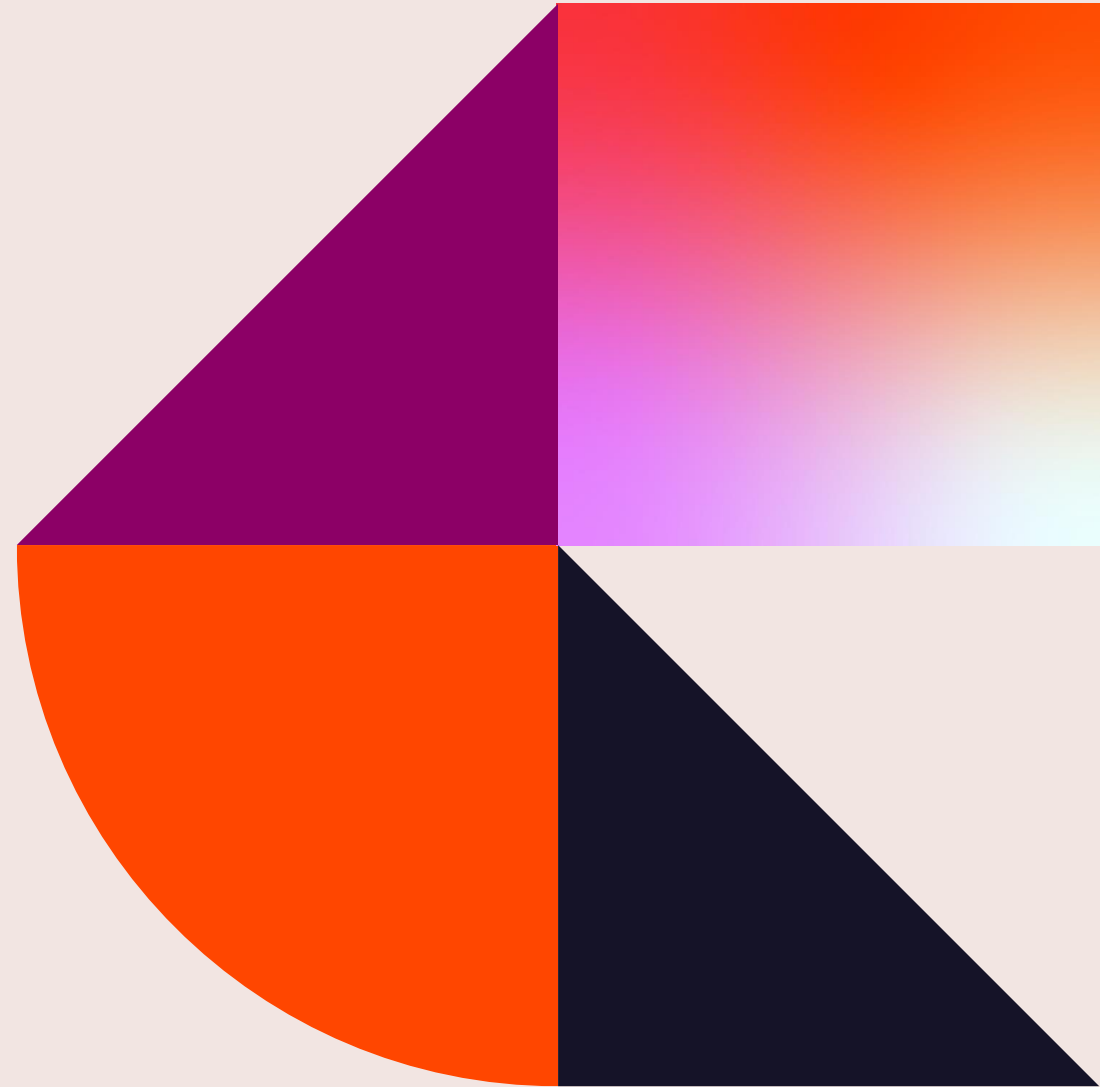
- AFTER READING A SUMMARY OF THE AMENDMENT, 41% OF HISPANICS WOULD DEFINITELY VOTE YES, 8% WOULD DEFINITELY VOTE NO

- 49% OF HISPANICS UP FOR GRABS (29% PROBABLY, 11% UNDECIDED, 9% NEED MORE INFORMATION)

If the election were held today and this measure were on the ballot, would you vote yes or no?

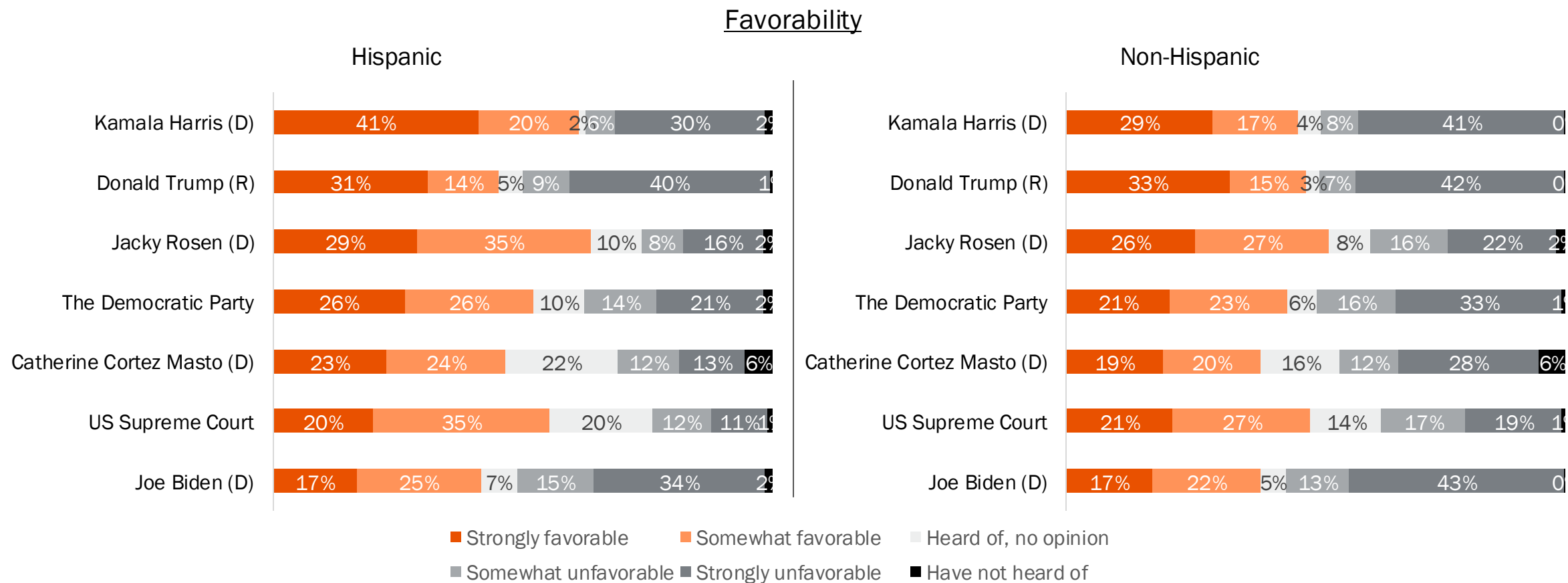


Favorability & Job Approval



Favorability

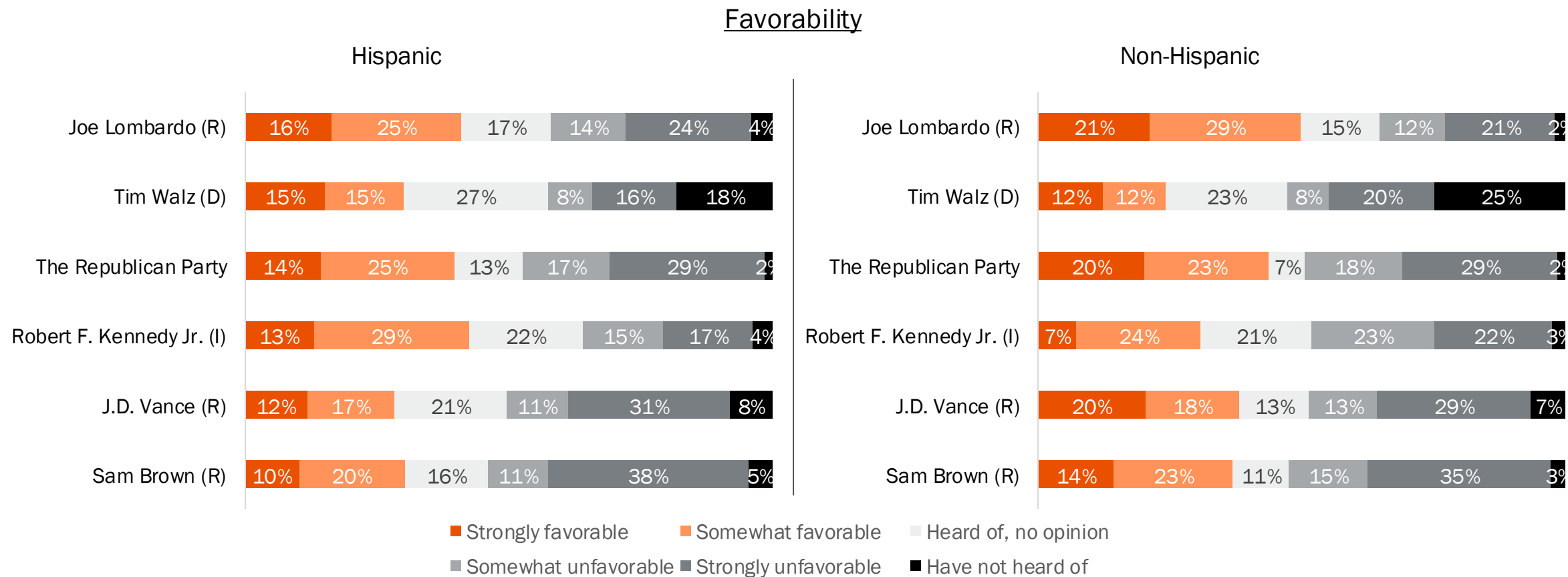
For each individual or institution listed below, please indicate if you have a favorable or unfavorable opinion of them.



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

Favorability

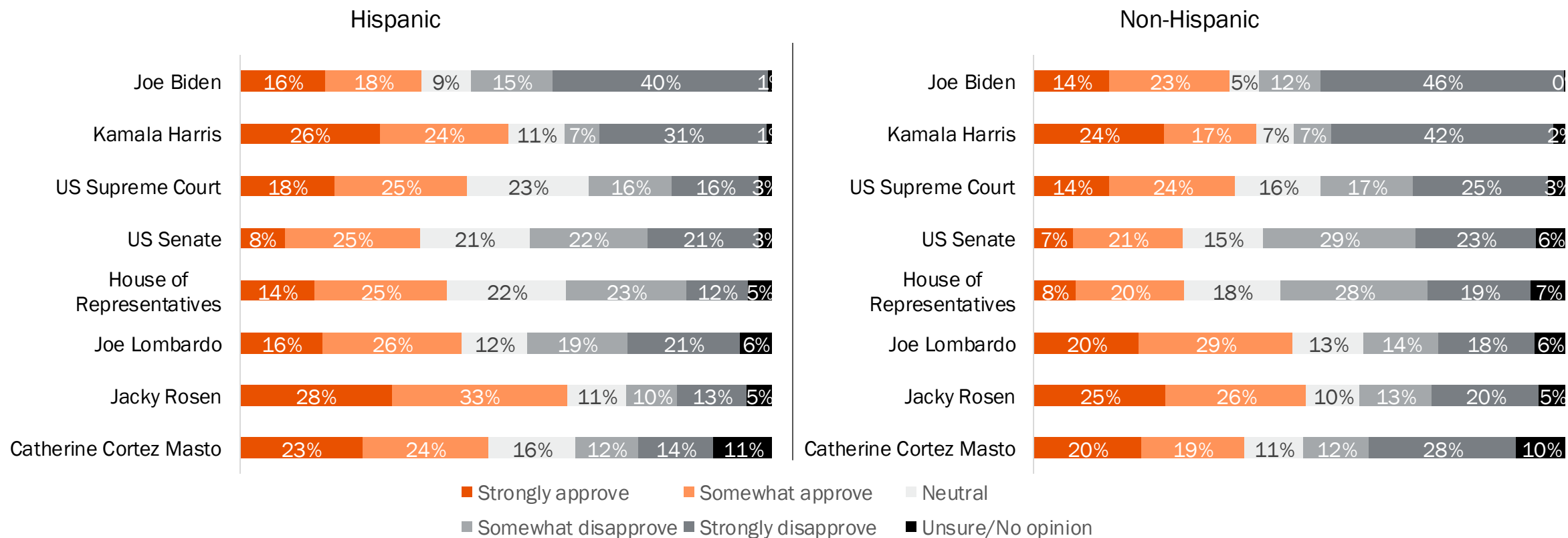
For each individual or institution listed below, please indicate if you have a favorable or unfavorable opinion of them.



Job Approval

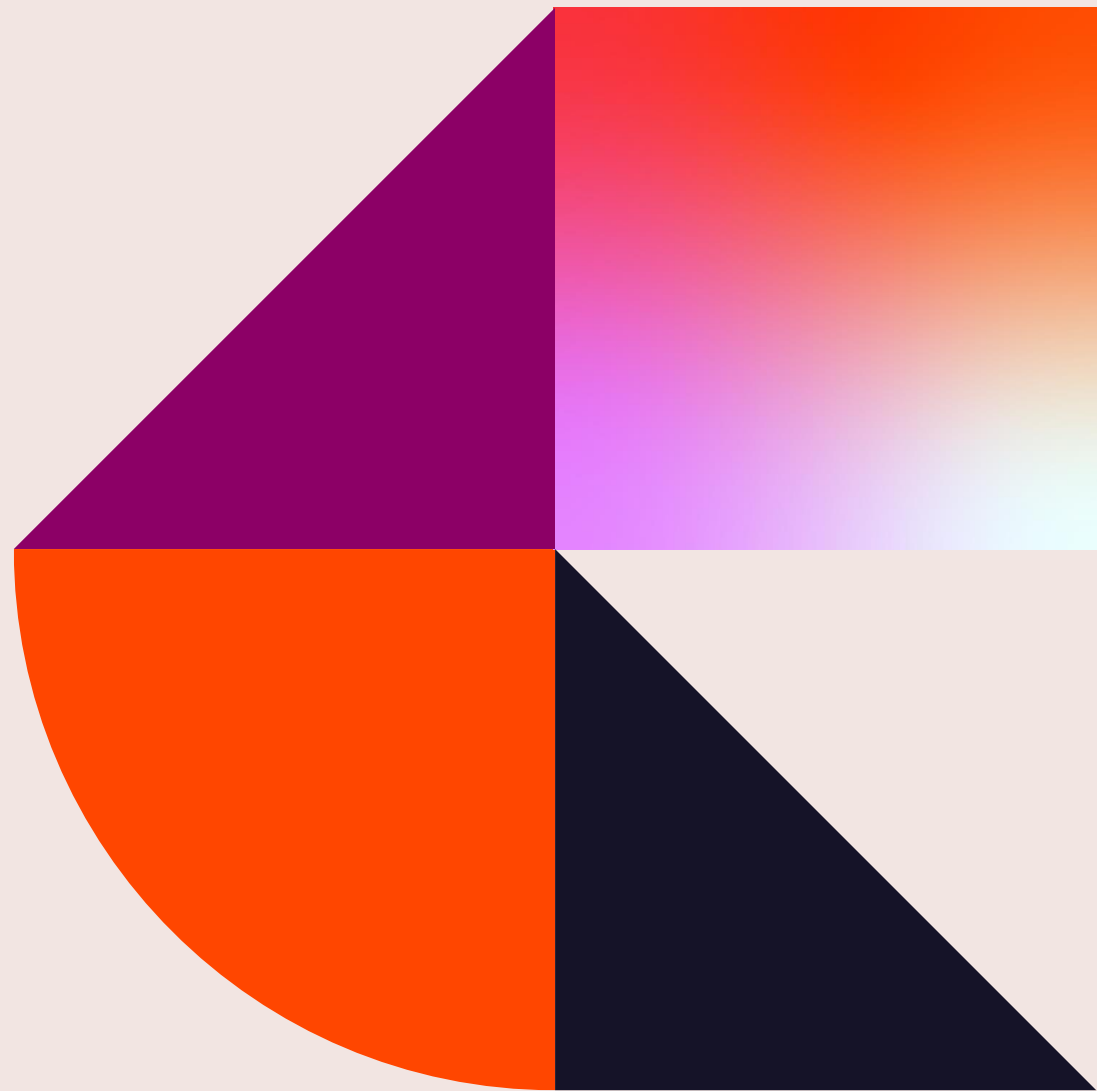
Do you approve or disapprove of the way [x] is handling their job?

Job Approval



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

The Issues



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

- AFFORDABLE HOUSING, EDUCATION OF GREATER CONCERN TO HISPANICS

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

	Issue Importance TopBox			Issue Importance TopBox	
	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Inflation	84%	72%	Climate change	44%	36%
Cost of living	82%	78%	Entitlements / social services reform (Medicare, welfare, etc.)	42%	49%
Economy / jobs	77%	67%	Opioids / drug abuse	42%	39%
Affordable housing	71%	59%	Energy policy	41%	40%
Healthcare	63%	57%	Gun control	39%	40%
Crime and public safety	62%	59%	Foreign policy	39%	35%
Education	60%	48%	Infrastructure, such as roads and public transportation	38%	36%
Taxes	58%	50%	Race relations	36%	34%
Social security / Medicare	53%	59%	Strengthening law enforcement	36%	41%
Immigration	53%	54%	Israel / Hamas War	33%	28%
National security	52%	59%	Police reform	30%	29%
Government spending / deficit	52%	51%	U.S. relationship with China	29%	34%
Abortion	49%	44%	Culture wars	27%	19%
Border security	48%	53%	Russia / Ukraine war	25%	25%
Defense / military	46%	46%	LGBTQ rights	24%	24%
Gun rights / 2nd amendment	45%	42%			

Among likely voters 18+

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

Top Issues by Hispanic Voter Type

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

Top 10 Issues Among Definitely Harris Voters	% Hispanic Top Box
Cost of living	90%
Inflation	87%
Economy / jobs	87%
Affordable housing	83%
Education	73%
Healthcare	70%
Abortion	69%
Taxes	61%
Social security / Medicare	56%
Crime and public safety	56%

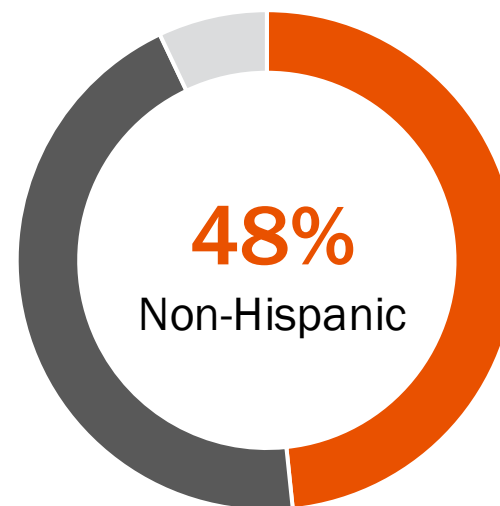
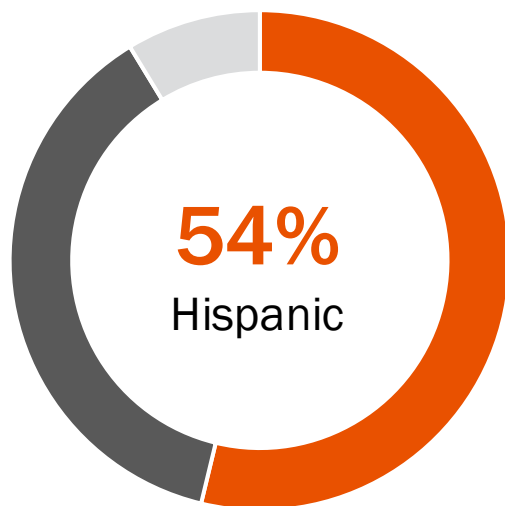
Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	76%
Inflation	73%
Economy / jobs	68%
Healthcare	67%
Affordable housing	65%
Education	61%
Crime and public safety	59%
Taxes	55%
Social security / Medicare	52%
Immigration	49%

Top 10 Issues Among Definitely Trump Voters	% Hispanic Top Box
Inflation	90%
Cost of living	77%
National security	75%
Crime and public safety	74%
Border security	73%
Immigration	73%
Economy / jobs	71%
Defense / military	65%
Affordable housing	63%
Taxes	59%

54% of All Hispanics Said There Was One Specific Issue That Will Determine Who They Vote For

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

Determining Issue



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

Issues That Will Determine Who They Vote For

- COST OF LIVING MOST IMPORTANT TO HISPANICS

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

	<u>Top 10 Determining Issues</u>	
	Hispanic	Non-Hispanic
Cost of living	19%	11%
Inflation	15%	11%
Abortion	13%	15%
Border security	11%	8%
Economy / jobs	6%	6%
Immigration	4%	10%
Affordable housing	3%	2%
Crime and public safety	3%	2%
LGBTQ rights	3%	2%
Entitlements / social services reform (Medicare, welfare, etc.)	3%	3%

Party Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Democrat Top2Box	Republican Top2Box	Democrat Top2Box	Republican Top2Box
Abortion	52%	34%	52%	31%
Entitlements reform	52%	33%	49%	36%
Climate change	52%	29%	46%	30%
Healthcare	49%	31%	45%	36%
Education	49%	33%	46%	37%
Cost of living	48%	36%	39%	47%
Social security	48%	36%	47%	38%
Energy policy	48%	32%	41%	41%
Economy / jobs	47%	35%	42%	45%
Crime and public safety	44%	40%	38%	46%

Among likely voters 18+

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

Party Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Democrat Top2Box	Republican Top2Box	Democrat Top2Box	Republican Top2Box
Opioids	42%	36%	40%	38%
Government spending	42%	38%	38%	41%
Taxes	42%	40%	39%	43%
Inflation	41%	41%	41%	44%
Foreign policy	39%	38%	38%	45%
Border security	37%	48%	35%	53%
Immigration	37%	48%	37%	51%
National security	35%	46%	37%	48%
Defense	35%	49%	36%	50%

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	55%	35%	52%	35%
Entitlements reform	53%	34%	45%	42%
Climate change	53%	31%	45%	33%
Education	53%	36%	44%	39%
Healthcare	52%	34%	46%	38%
Social security	52%	37%	48%	41%
Opioids	47%	36%	37%	43%
Energy policy	47%	37%	42%	45%
Economy / jobs	46%	42%	39%	50%
Crime and public safety	46%	41%	39%	49%

Among likely voters 18+

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

Candidate Better Able to Handle Issues

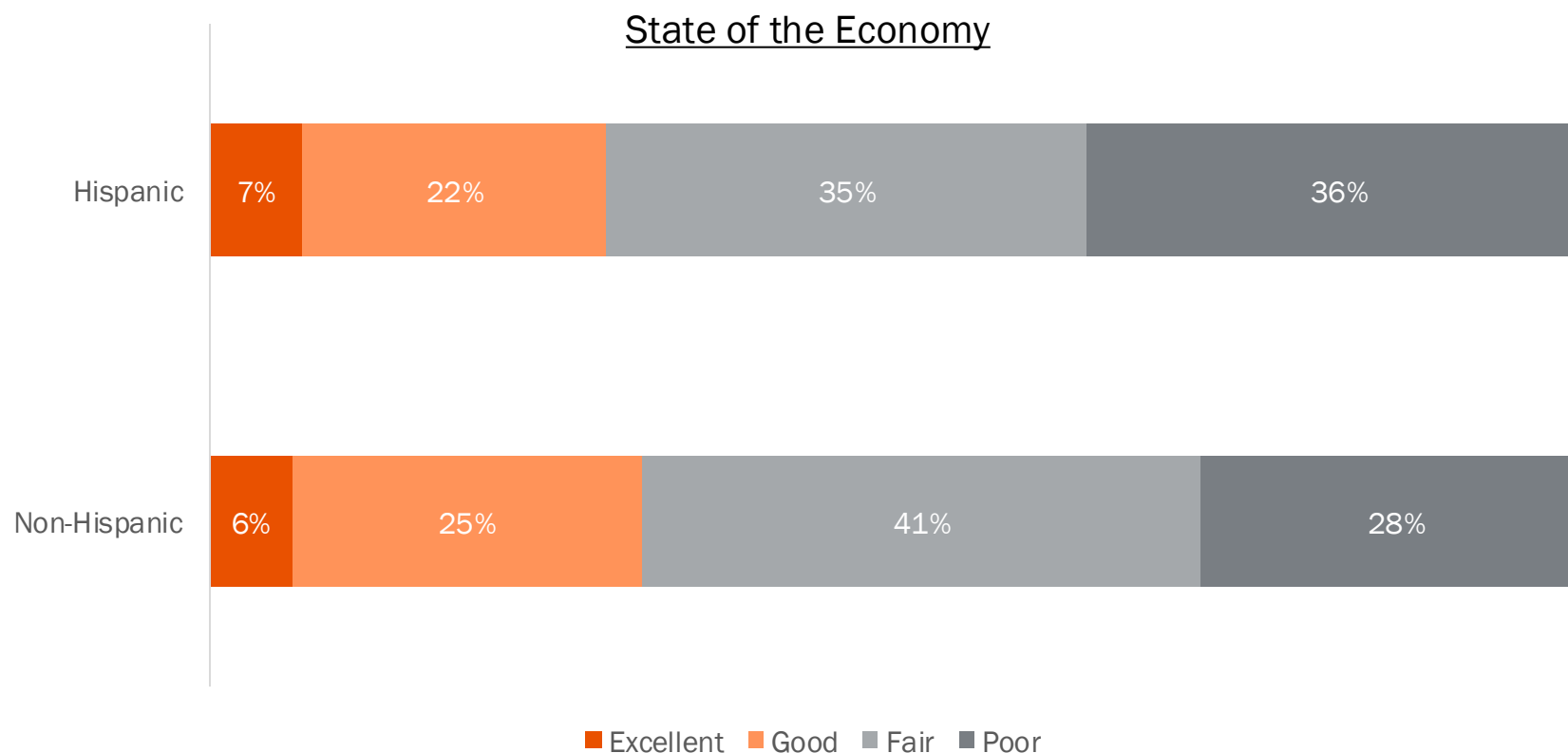
Thinking again about the issues, which candidate do you think would do a better job of handling each of the following issues, Kamala Harris or Donald Trump?

	Hispanic		Non-Hispanic	
	Harris Top2Box	Trump Top2Box	Harris Top2Box	Trump Top2Box
Cost of living	46%	43%	40%	48%
Taxes	43%	45%	39%	47%
Immigration	43%	48%	35%	53%
Government spending	43%	41%	37%	47%
Inflation	43%	45%	37%	49%
National security	41%	48%	37%	52%
Border security	39%	51%	32%	56%
Foreign policy	37%	46%	37%	51%
Defense	37%	52%	35%	53%

ECONOMY

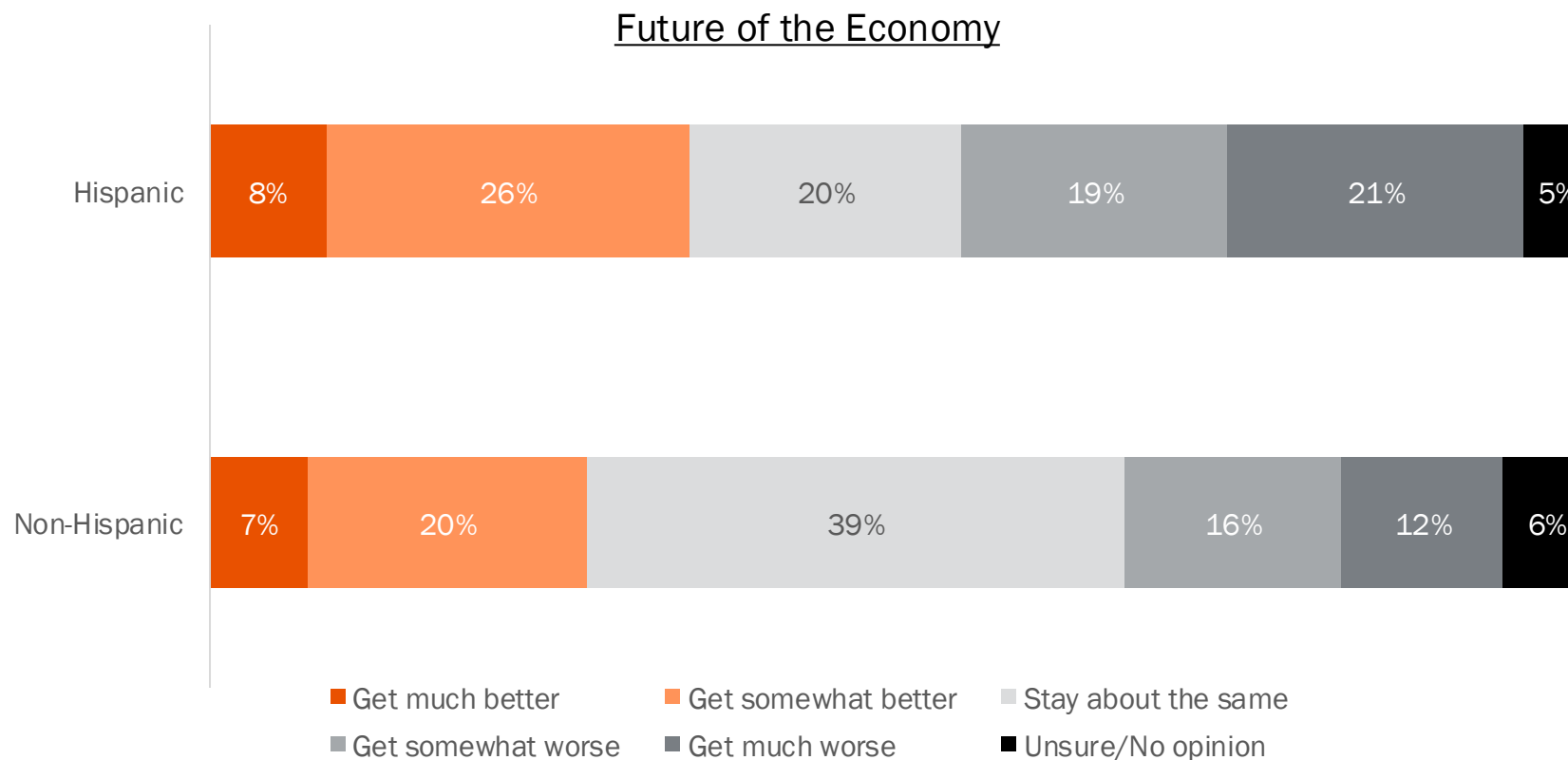
71% of Hispanics Rate the Economy in Their State Right Now as Fair or Poor

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



40% of Hispanic Voters Believe the Economy Will Get Worse

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



Economy

How much do you agree or disagree with the following statements? [Economy]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Inflation is putting a significant strain on my budget	84%	7%	81%	10%
I feel that it is increasingly difficult for middle class families to prosper in the United States	81%	9%	83%	7%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	79%	5%	73%	8%
I am concerned about the U.S. federal government's spending and deficit	76%	8%	75%	7%
My personal economic situation has become worse in the last year	71%	15%	66%	15%
I have taken, or am considering taking, a second job in order to maintain my standard of living	71%	14%	45%	33%
The price of gas is putting a strain on my finances	70%	15%	66%	18%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	66%	17%	44%	34%
I expect my personal economic situation to get better in the next few years	62%	23%	46%	26%
Home ownership is still within reach for most people	34%	57%	19%	66%
I feel that jobs are getting easier to find	24%	58%	20%	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

PUBLIC HEALTH & HEALTHCARE

Public Health & Healthcare

How much do you agree or disagree with the following statements? [<i>Public Health & Healthcare</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Mental health issues are a growing problem for people in the United States	84%	4%	86%	3%
Drug abuse is a serious public health issue in the United States	83%	7%	83%	6%
I am generally satisfied with my healthcare coverage	60%	24%	62%	20%
Medicaid and Medicare are working well now	45%	32%	44%	29%
The cost of prescription drugs is a financial problem for me	44%	25%	37%	38%
The cost of my health care and insurance is reasonable	41%	35%	42%	35%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

Abortion

How much do you agree or disagree with the following statements? [<i>Public Health & Healthcare</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I would not vote for a political candidate whose views on abortion were at odds with mine	62%	11%	54%	14%
Abortion laws should be created by state governments, not by the federal government	51%	21%	51%	27%

Abortion Policy	Hispanic	Non-Hispanic
<i>Thinking about abortion policy and laws, which of the following comes closest to your view?</i>		
Abortion should be legal only in the case of rape, incest or when the mother's life is in danger	27%	26%
Abortion should be legal at any time during pregnancy	16%	15%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	14%	17%
Abortion should be illegal in all cases	11%	6%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	9%	11%
Abortion should be legal only in the first 15 weeks of pregnancy	8%	11%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	8%	8%
Other	1%	1%
Unsure/I don't know	6%	4%

CRIME & PUBLIC SAFETY

Crime & Public Safety

How much do you agree or disagree with the following statements? [<i>Crime & Public Safety</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Homelessness is a serious problem in the United States	88%	5%	91%	3%
Crime is a growing problem in the United States	81%	6%	81%	8%
Homelessness is a serious problem in my neighborhood	71%	16%	61%	24%
Crime is a growing problem where I live	66%	13%	56%	18%
I support second amendment gun rights	65%	12%	67%	18%
Government authorities have become too lenient on criminals	58%	18%	61%	18%
Gun violence is a growing problem where I live	56%	21%	49%	23%
I feel less safe in my everyday life than I did a year ago	54%	23%	51%	23%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

Crime & Public Safety

How much do you agree or disagree with the following statements? [<i>Crime & Public Safety</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Police departments in the United States are understaffed	53%	21%	66%	12%
I believe that stricter gun control laws would reduce crime	51%	33%	48%	38%
My police department is understaffed	42%	22%	47%	17%
Children in my community are generally safe at the schools they attend	41%	35%	47%	28%
Government authorities are doing a good job protecting businesses near where I live and shop	41%	25%	39%	26%
Government authorities are doing a good job combating crime in my neighborhood	39%	32%	38%	27%
My local government should significantly reduce the resources and budgets for police	32%	46%	21%	60%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

IMMIGRATION & BORDER SECURITY

Immigration & Border Security

How much do you agree or disagree with the following statements? [<i>Immigration & Border Security</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	70%	13%	74%	11%
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	67%	17%	55%	28%
All migrants who want to enter the United States should be fully vetted first	66%	8%	77%	6%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	65%	12%	74%	10%
We should reform immigration laws to give higher priority to people with needed skills and education	63%	11%	57%	17%
There are too many undocumented immigrants crossing the border into the United States	60%	17%	73%	12%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	59%	23%	75%	12%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	56%	13%	65%	12%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	54%	23%	69%	13%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

Immigration & Border Security

How much do you agree or disagree with the following statements? [<i>Immigration & Border Security</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The United States military should be used to secure the southern border	53%	25%	59%	22%
The rules that I have to live by don't seem to apply to migrants	53%	28%	62%	20%
The Biden administration is primarily responsible for the situation at the southern border	53%	25%	54%	31%
It feels like migrants are being treated better than most Americans	51%	30%	63%	22%
The arrival of migrants has made the affordable housing problem worse	50%	27%	60%	18%
Local law enforcement should be able to detain undocumented migrants	49%	29%	71%	14%
There are too many undocumented migrants coming to my state	48%	25%	58%	18%
The U.S. should complete the construction of a wall on the southern border of the U.S.	48%	32%	61%	23%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	46%	32%	47%	36%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

Immigration & Border Security

How much do you agree or disagree with the following statements? [<i>Immigration & Border Security</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Undocumented migrants will take jobs away from poorer and working-class Americans	45%	36%	59%	26%
The resettling of all the migrants will, in the long-run, benefit the United States	43%	31%	30%	44%
Undocumented migrants have increased crime in my state	42%	32%	49%	26%
Most undocumented migrants who entered the U.S. over the last few years should be deported	41%	33%	58%	24%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	41%	37%	35%	45%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	36%	35%	25%	48%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	35%	40%	17%	69%
I support the way my state and local officials are handling the migrant issue	35%	30%	25%	33%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	33%	43%	29%	54%
I support the way the Biden Administration is managing the southern border	31%	43%	25%	56%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

CLIMATE CHANGE & ENERGY POLICY

Climate Change & Energy Policy

How much do you agree or disagree with the following statements? [<i>Climate Change & Energy Policy</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Governments should create policies that encourage oil and gas production in the U.S.	61%	19%	62%	17%
Climate change is a very big threat to the planet	61%	20%	59%	23%
Climate change is a result of human activity	60%	22%	58%	24%
Government regulation and action on climate change is hurting the economy	59%	20%	48%	23%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	47%	27%	39%	37%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	47%	29%	39%	38%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	43%	34%	34%	44%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

GOVERNMENT

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	67%	10%	70%	13%
The federal government of the United States is too big and powerful	62%	11%	60%	18%
The United States Justice Department has become politicized in its prosecutions	61%	13%	64%	13%
The FBI has become politicized in its investigations	60%	11%	61%	14%
The voting in the 2020 election was free and fair and the vote-counting was done accurately	50%	27%	50%	32%
I want the next president to shrink the size of the federal government	47%	23%	51%	19%
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	35%	41%	31%	47%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

GOVERNMENT POLICY

Government Policy

How much do you agree or disagree with the following statements? [Government Policy]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I think that the United States government should provide expanded benefits and entitlements to Americans	66%	12%	52%	22%
The U.S. government should spend less money supporting the war in Ukraine	62%	14%	55%	25%
I support the Biden Administration's efforts to forgive student loans	53%	31%	43%	43%
China represents the most serious economic and geo-political threat to the United States	53%	17%	68%	9%
I think that the United States spends too much on defense and the military	46%	29%	32%	43%
Iran is the primary destabilizing force in the Middle East	43%	14%	56%	12%
Student loans should not be forgiven and paid for by taxpayers	41%	39%	48%	36%
The government should ban social media, like Facebook and TikTok, from being used by children	40%	39%	45%	31%
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	36%	36%	40%	34%
The United State should increase the amount of military aid it sends to Israel	35%	42%	32%	40%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	29%	47%	23%	53%
I support the way the Biden Administration is dealing with the Israel-Hamas war	26%	43%	24%	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

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	68%	13%	75%	8%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	56%	19%	61%	13%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	55%	20%	61%	13%
Social media, like Facebook and TikTok, does more harm than good	45%	29%	46%	29%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

EDUCATION

Education

How much do you agree or disagree with the following statements? [Education]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Parents should be allowed to know what is being taught in the public schools that their children attend	79%	7%	87%	3%
College is no longer worth the cost for most students	75%	10%	69%	10%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	72%	6%	61%	15%
Parents should have a say in what is taught to their children in public schools	68%	12%	67%	14%
More emphasis should be placed on trade schools	64%	8%	74%	5%
The public schools in my neighborhood are good	36%	33%	36%	37%
Public schools where I live are better than they were before the pandemic	30%	35%	15%	45%
The federal government's Department of Education should be eliminated	29%	37%	31%	40%
The public school system is working well in my state	29%	43%	20%	51%
Colleges and universities should be allowed to use race in admissions decisions	22%	56%	20%	60%

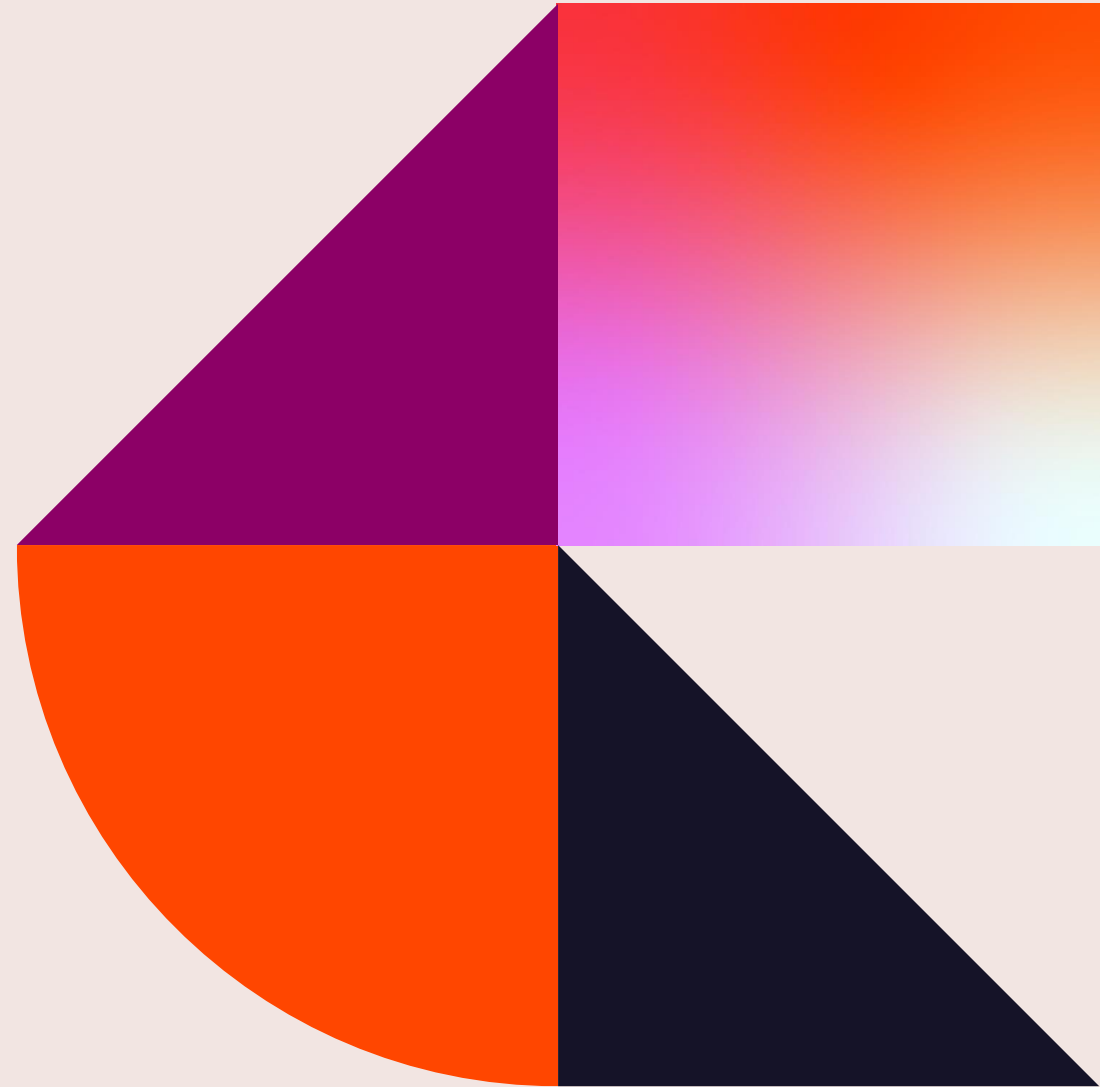
5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

Information Sources & Language Preferences



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

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

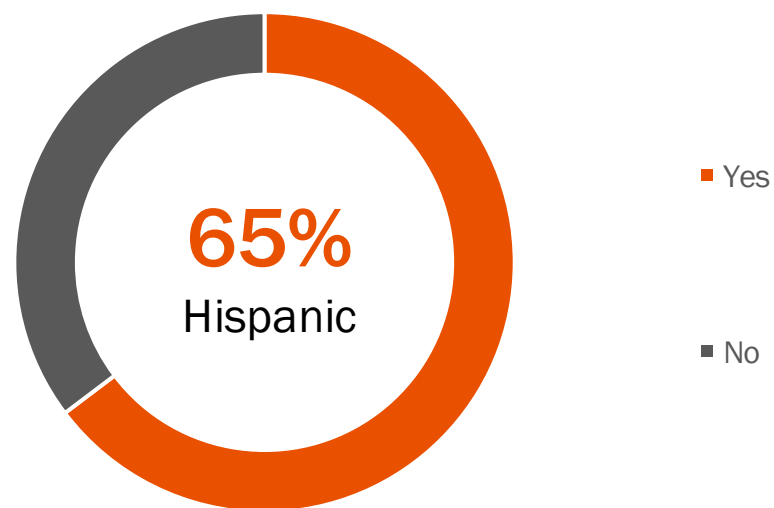
Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
YouTube	58%	42%	Radio	21%	20%
Local Television	42%	50%	Online publications	20%	25%
National Television (like network programs or cable news)	42%	52%	Debates	17%	24%
Instagram	41%	22%	Newspapers	17%	25%
TikTok	40%	19%	Snapchat	17%	7%
Facebook	38%	35%	School	10%	5%
X, formerly known as Twitter	37%	22%	Religious organization/Church	8%	4%
Podcasts	28%	19%	Magazines	8%	8%
Friends	27%	32%	Community organization	5%	5%
Family	23%	26%	None of these	3%	6%

Spanish-Language News Viewers & Streamers

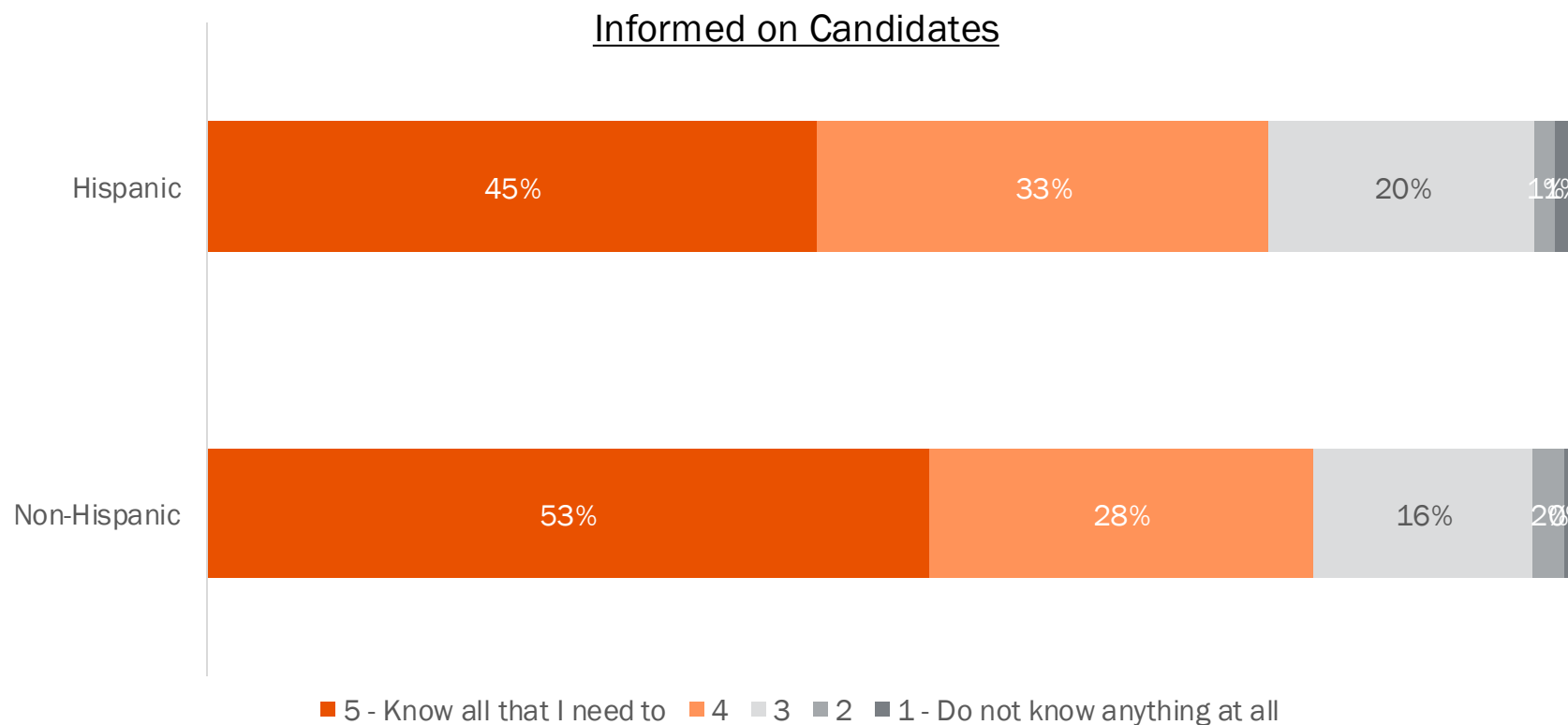
Do you watch or stream Spanish-language news?

Spanish-Language News Viewers & Streamers



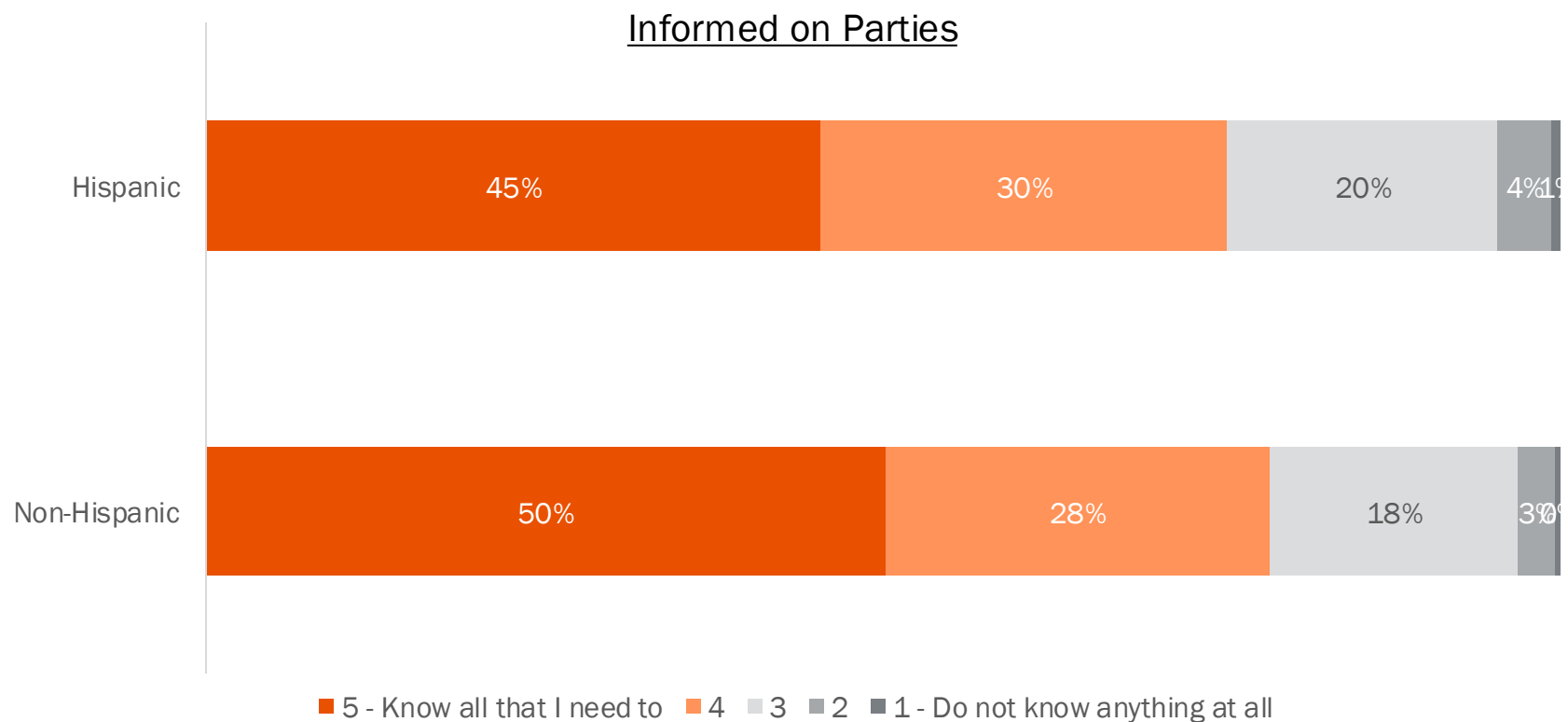
55% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

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?



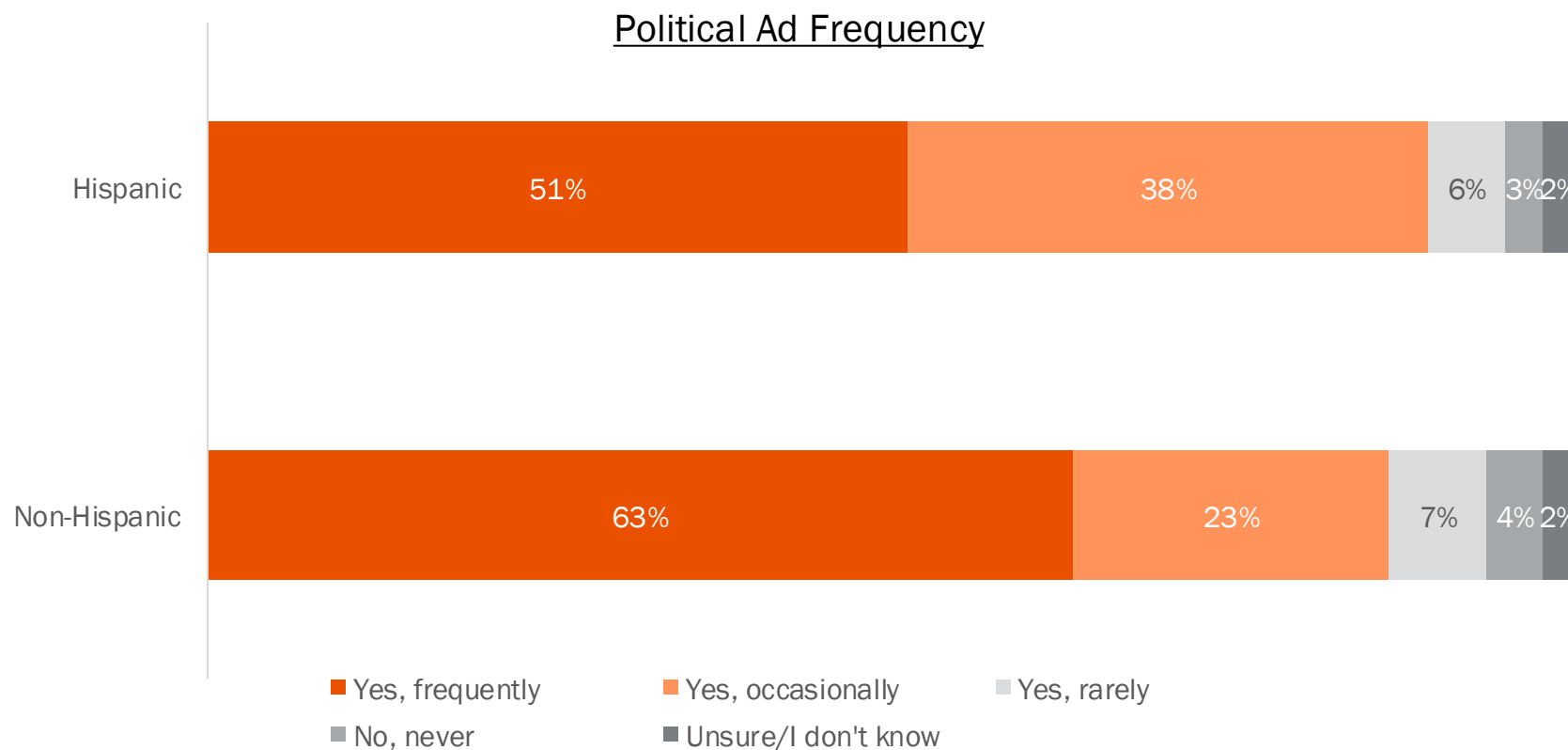
55% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

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?



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?





Messaging in Spanish is *Powerful* and *Connects*

73%

OF HISPANICS AGREE

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

64%

OF HISPANICS AGREE

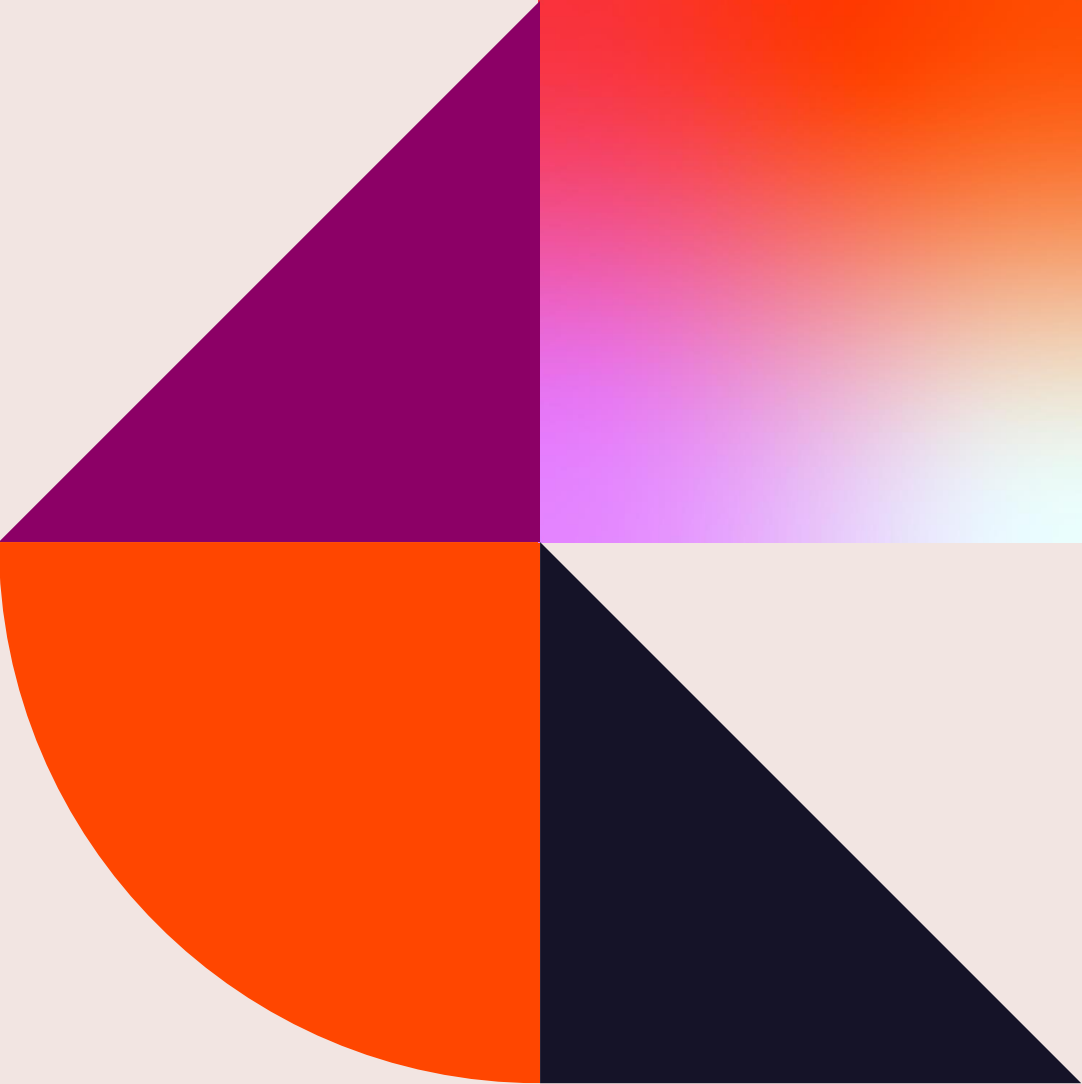
Political parties and candidates who advertise in Spanish are *showing me they want my vote*

61%

OF HISPANICS AGREE

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

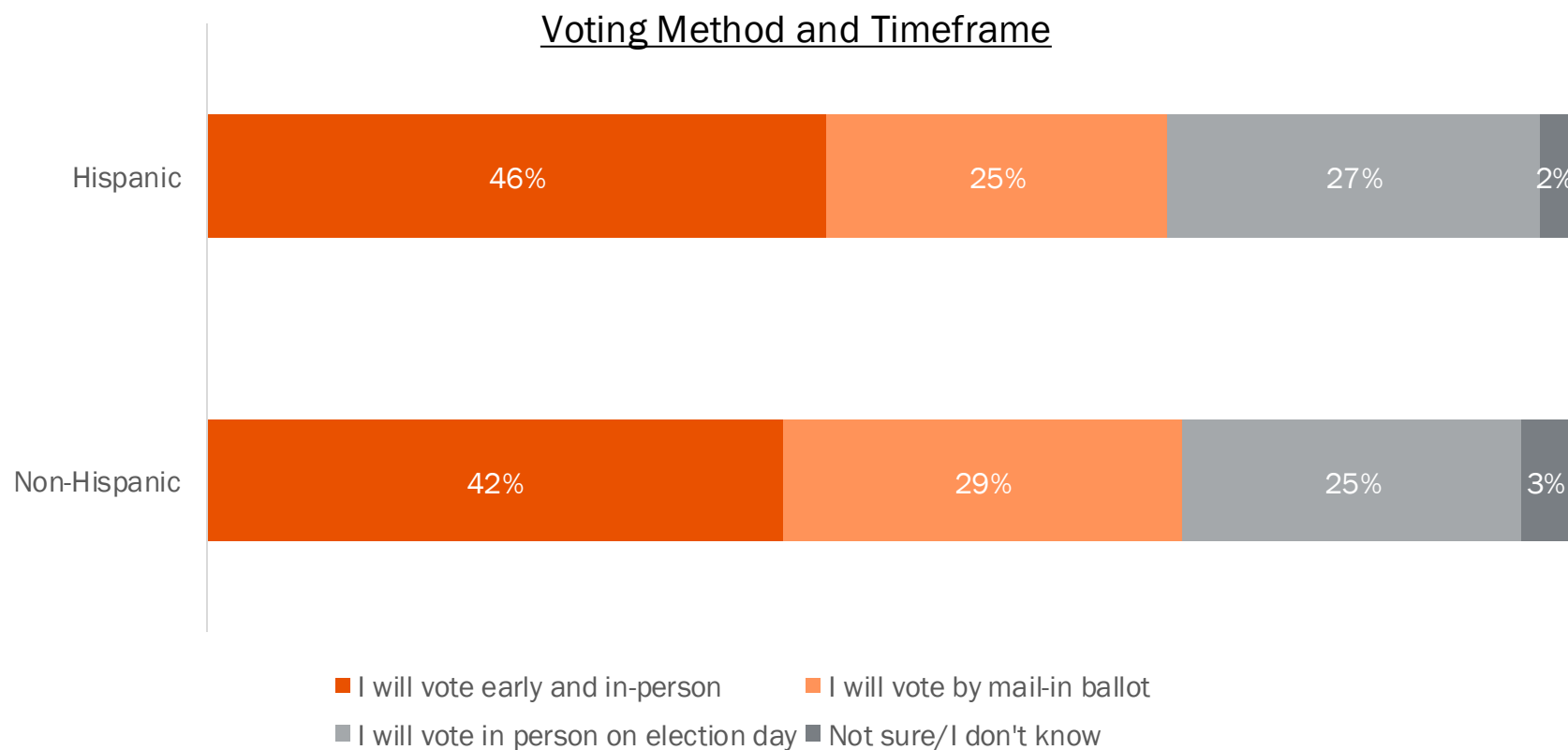
Voting & Campaign Information



Voting Method and Timeframe

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

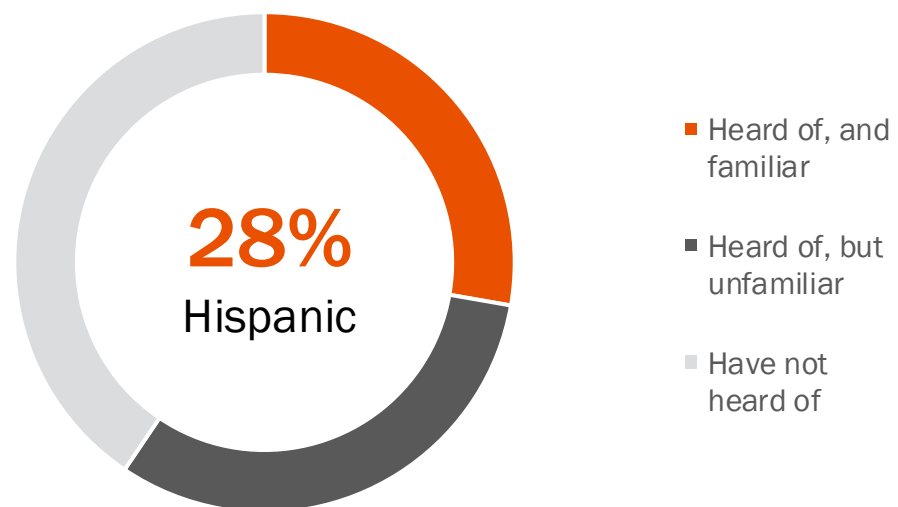
How do you plan to vote in the General election?



Vota Conmigo Familiarity

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

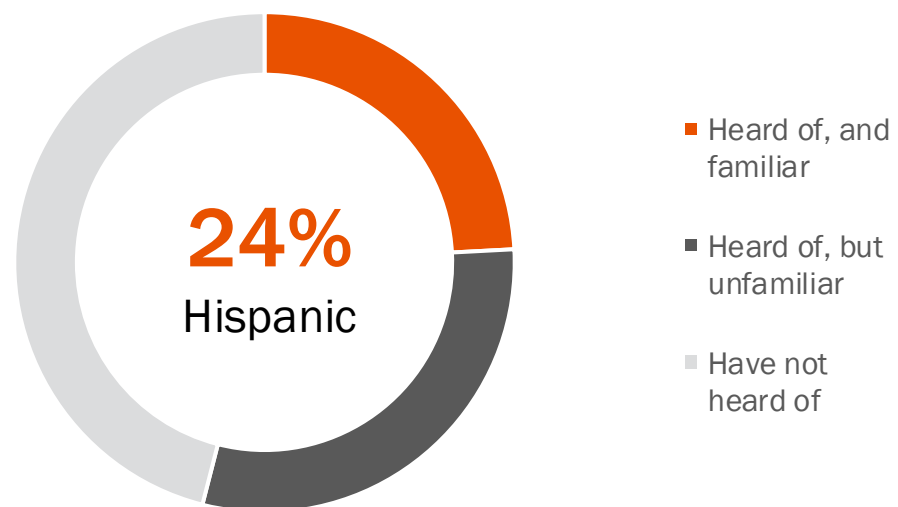
Vota Conmigo Familiarity



Poder Latino Familiarity

How familiar or unfamiliar are you with the “Poder Latino” campaign?

Poder Latino Familiarity





Gracias

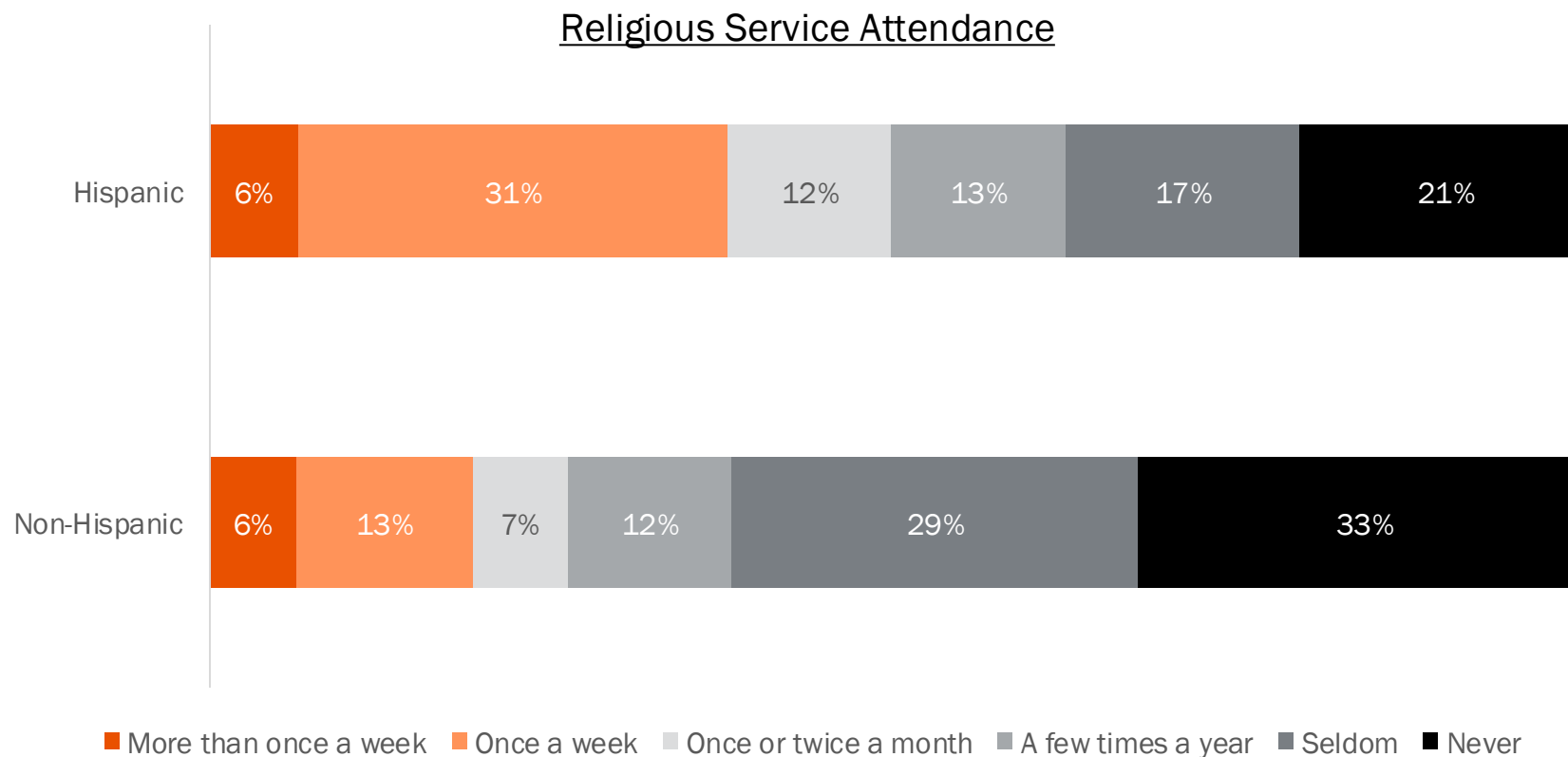
Televisa
Univision

Consumer
Strategy & Insights

APPENDIX

Religious Service Attendance

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



Political Campaigning

How much do you agree or disagree with the following statements? [Political Campaigning]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I feel that candidates and their campaigns are making a strong effort to win my vote	71%	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	35%	44%	19%	62%

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

Ballot Language Preference

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

