

MIAMI

Miami's Hispanic Community

Miami Hispanics
Are
YOUNGER

42 Hispanic
median age
vs 52 for Non-Hispanic

Lower Hispanic
Median Household
Income

\$68,874
vs \$80,244 for
Non-Hispanic

Larger Hispanic
Households

3.5 Median
Persons per HH
vs 2.8 for Non-Hispanic

More Likely to
Have Children in
Household

42% Kids <18
in HH
vs 31% for Non-Hispanic

More Likely
Renting Their
Homes

42% Rent
where they live
vs 36% for Non-Hispanic

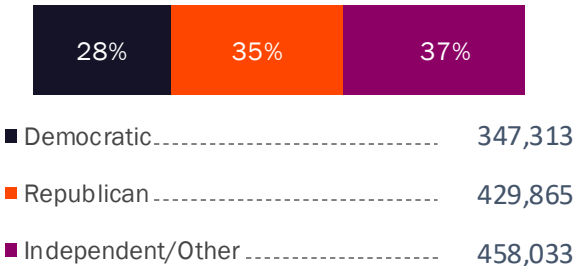
2024 Miami Hispanic Voter Profile

2024 HISPANIC REGISTERED VOTERS

1,235,211

VOTE **51%** of all registered voters

POLITICAL AFFILIATION

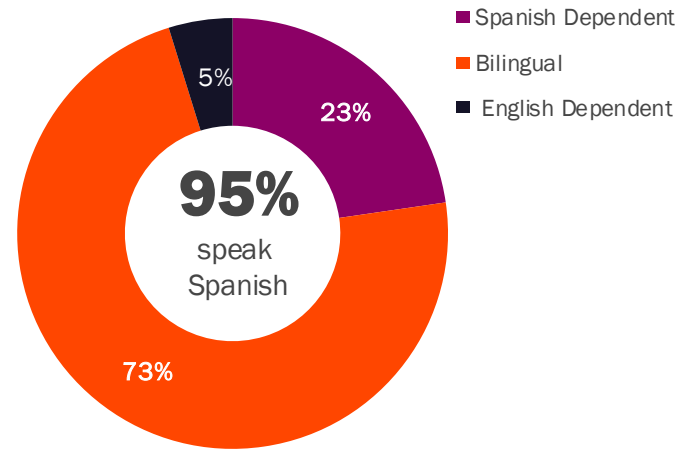


AGE DISTRIBUTION 18+

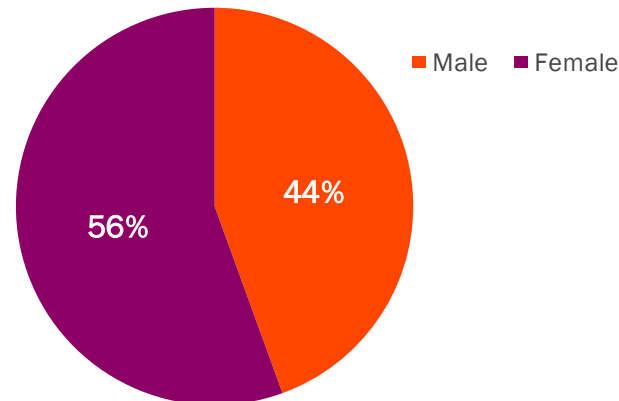
HISPANIC

18-34	39%
35+	61%
18-24	16%
25-34	23%
35-49	23%
50-64	20%
65+	18%

2024 HISPANICS AGE 5+ LANGUAGE USAGE*



REGISTERED VOTER GENDER DISTRIBUTION



COUNTRY OF ORIGIN* POPULATION SHARE

Total Hispanic Population 2,598,351

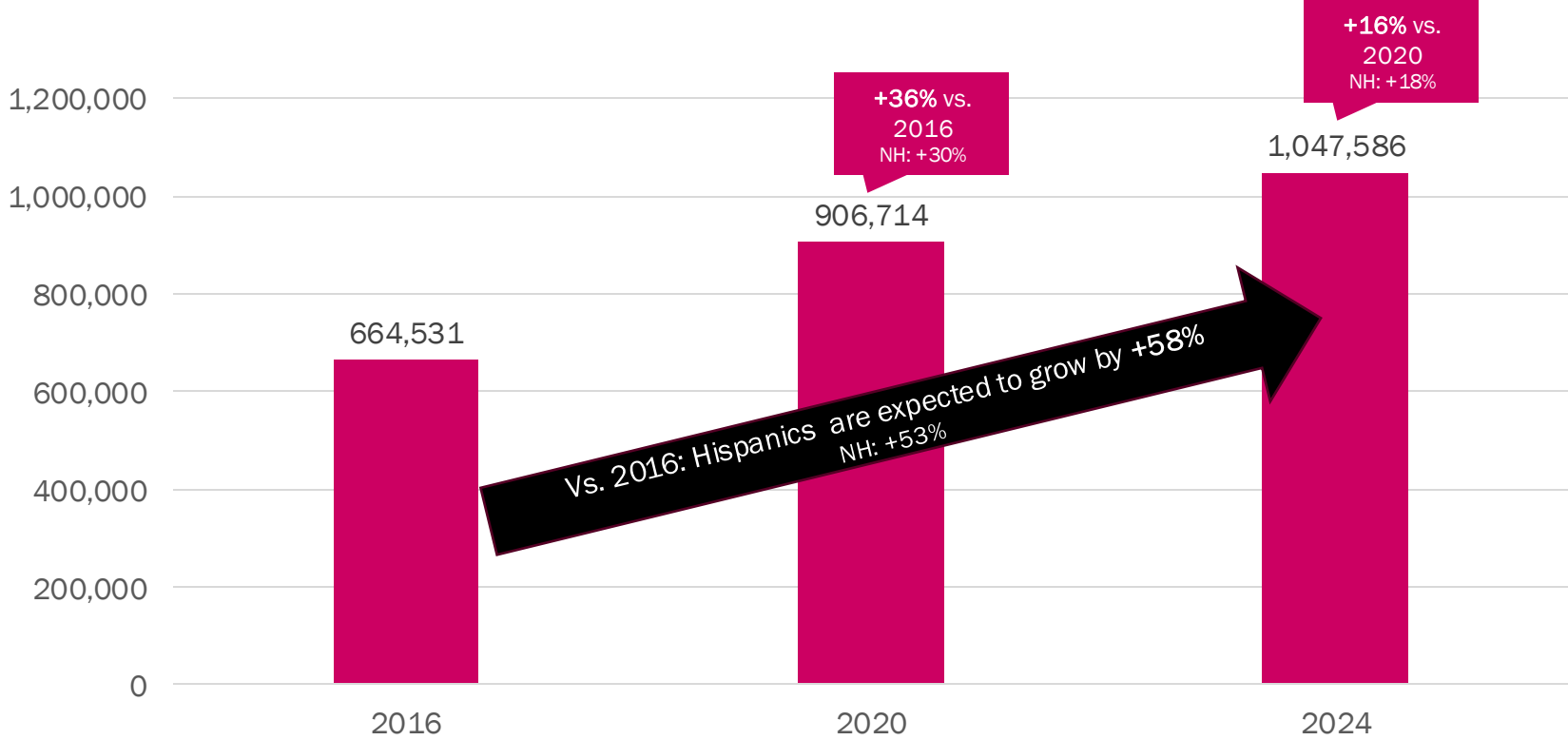
Caribbean	1,457,635	56.1%
Cuban	1,156,157	79%
Puerto Rican	187,595	13%
Dominican	113,883	8%
South American	610,124	23.5%
Colombian	233,325	38%
Venezuelan	169,675	28%
Peruvian	75,059	12%
Argentinean	50,322	8%
Ecuadorian	40,953	7%
Chilean	18,810	3%
Uruguayan	9,881	2%
Bolivian	9,515	2%
Paraguayan	1,405	0%
Other South American	1,179	0%
Central American	337,003	13.0%
Nicaraguan	138,395	41%
Honduran	94,162	28%
Guatemalan	42,178	13%
Salvadoran	36,850	11%
Panamanian	13,700	4%
Costa Rican	11,477	3%
Other Central American	241	0%
Mexican	98,135	3.8%
Other Hispanic	95,454	3.7%

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

2024 Miami 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.

A wide-angle photograph of the Miami skyline at sunset. The sky is filled with soft, pink and orange clouds, with the sun setting behind the buildings. The water in the foreground is calm, reflecting the colors of the sky and the lights of the city. The buildings are illuminated with warm lights, and some have their windows glowing. The overall mood is serene and beautiful.

TU & Media Predict
2024 Presidential Tracker

Miami
August 2024

Televisa
Univision

Consumer
Strategy & Insights

MEDIA
PREDICT

Objectives

- Measure current landscape of the 2024 Primary and 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 685 likely voters ages 18+

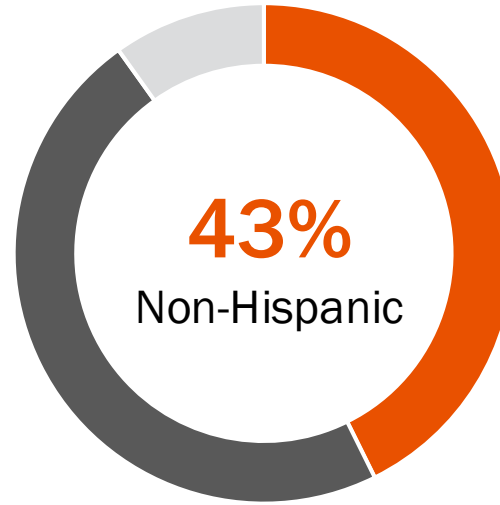
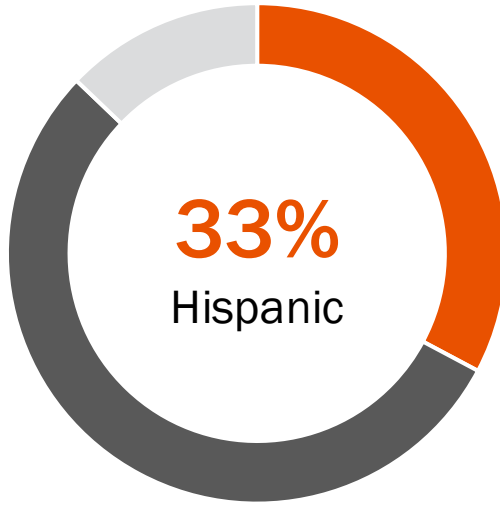
<p><u>A18+</u></p> <p>283 Hispanic (257 SpanDom/Bilingual)</p> <p>402 Non-Hispanic</p>
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- In field 8/1/2024 – 8/8/2024
- Weighted to the registered voter universe by age, gender, education, and political party affiliation. Results from full survey have a margin of error of plus or minus 5.9% for Hispanics and 4.0% for Non-Hispanics.
- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

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

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

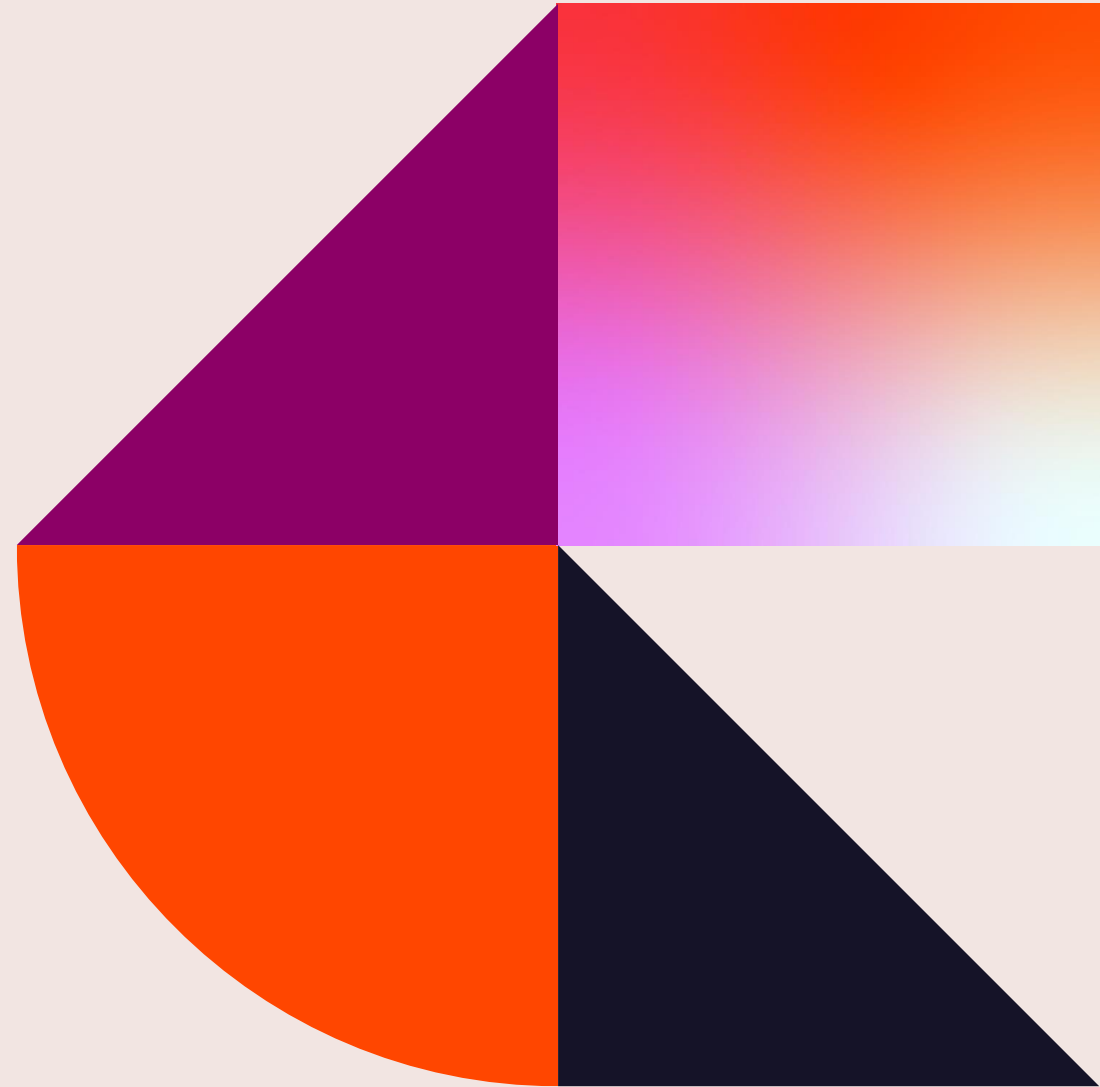
US Right or Wrong Track



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

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

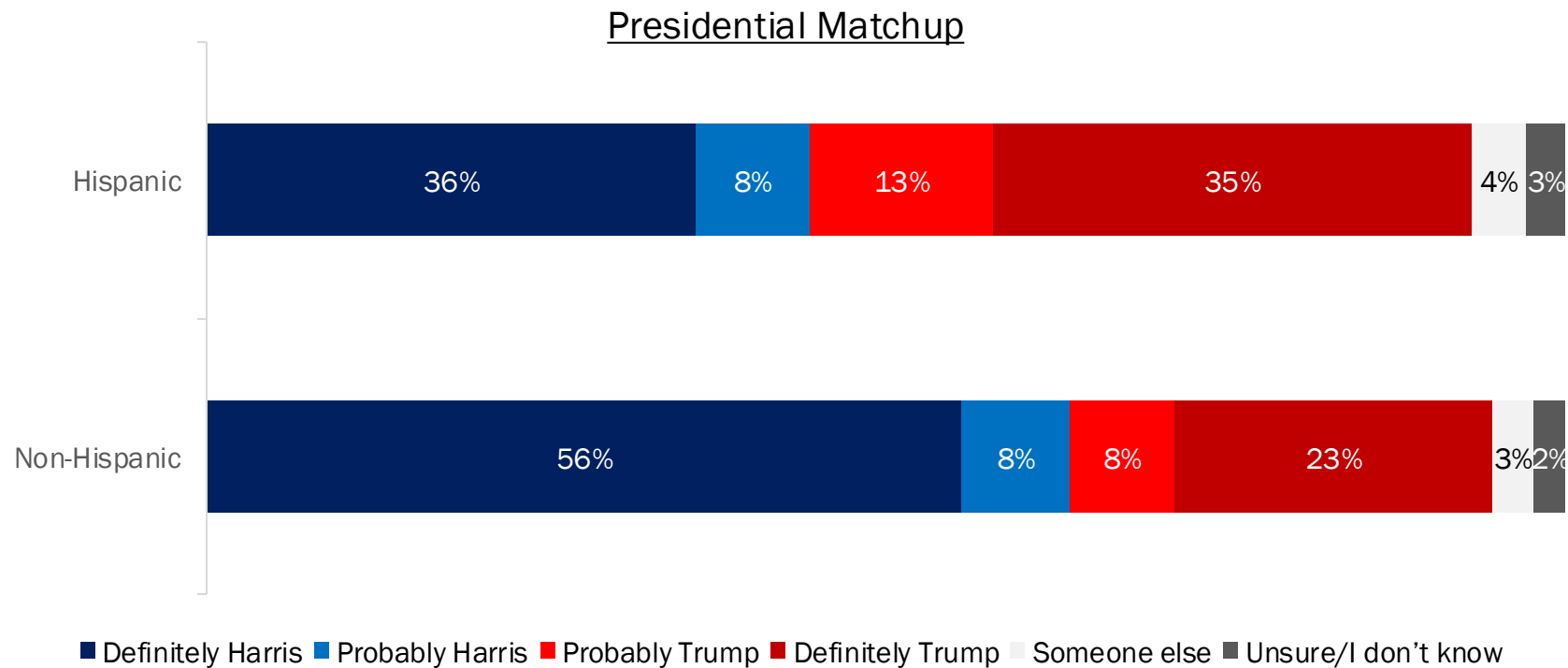
General Election Polling



Matchup: Harris vs Trump

- HARRIS SLIGHT LEAD AMONG HISPANIC DEFINITE VOTERS, LOWER THAN NON-HISPANICS
- 24% OF HISPANICS UP FOR GRABS (21% 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?

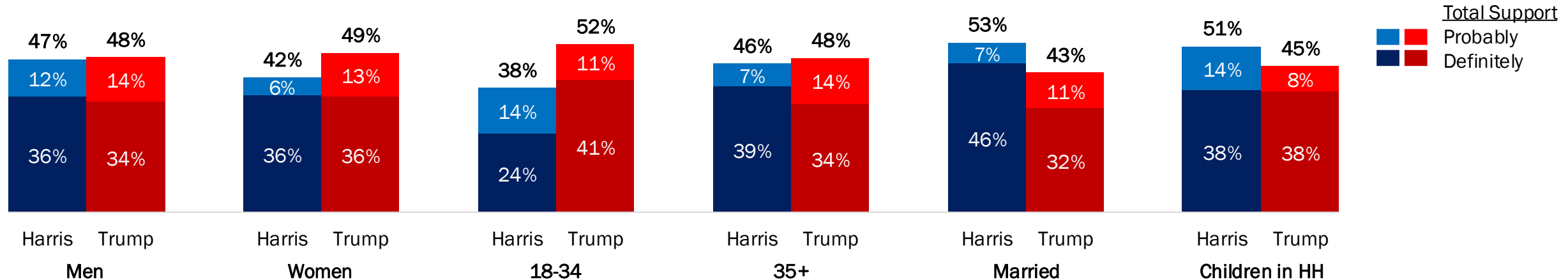


Candidate Support Among Hispanics

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

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

Presidential Matchup

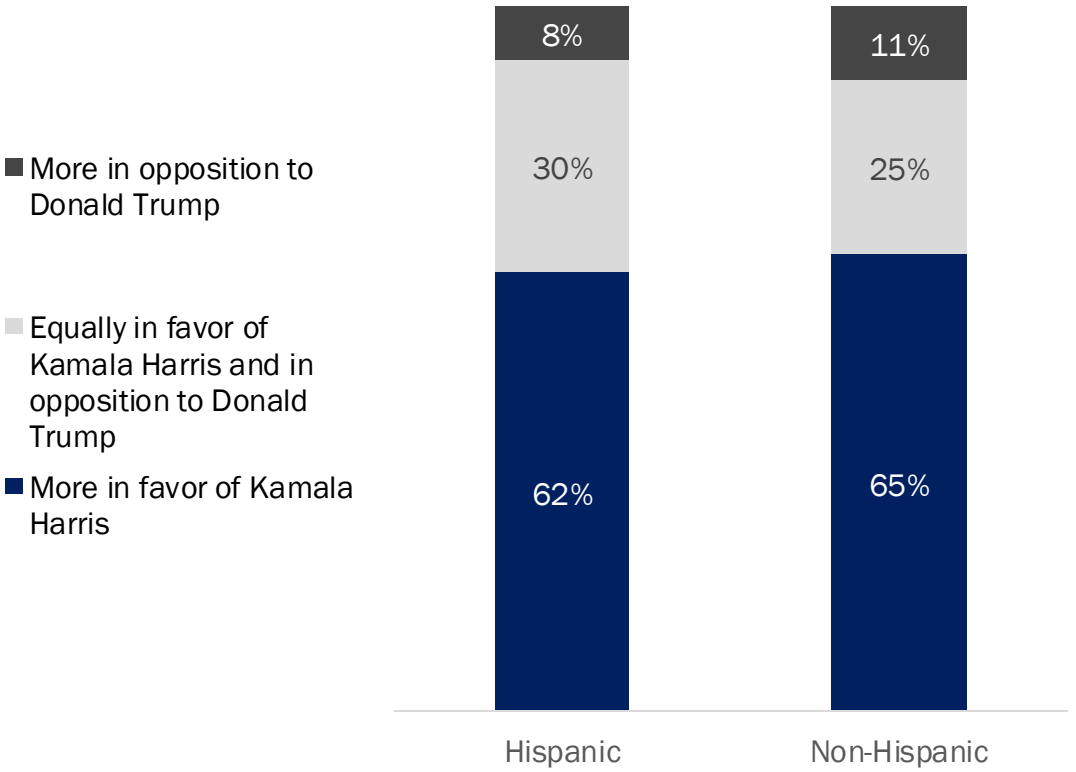


Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of August 2024

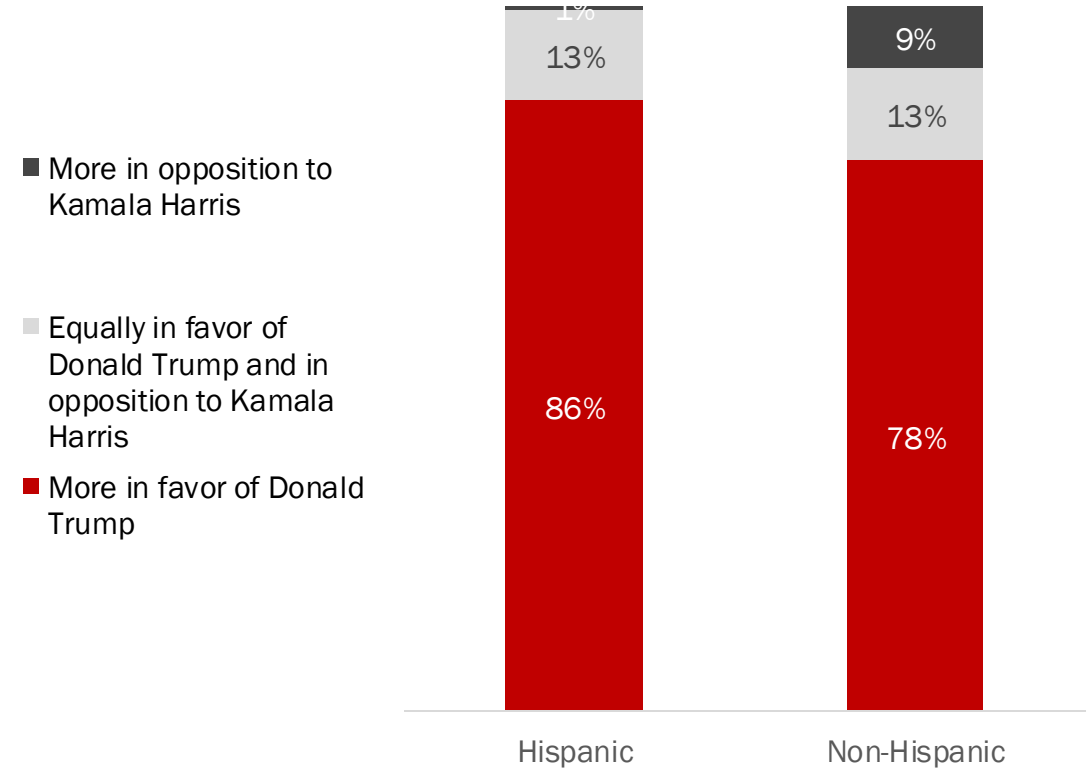
Trump Voters Are More Enthusiastic

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

Voting Harris: Favor Harris or Oppose Trump



Voting Trump: Favor Trump or Oppose Harris

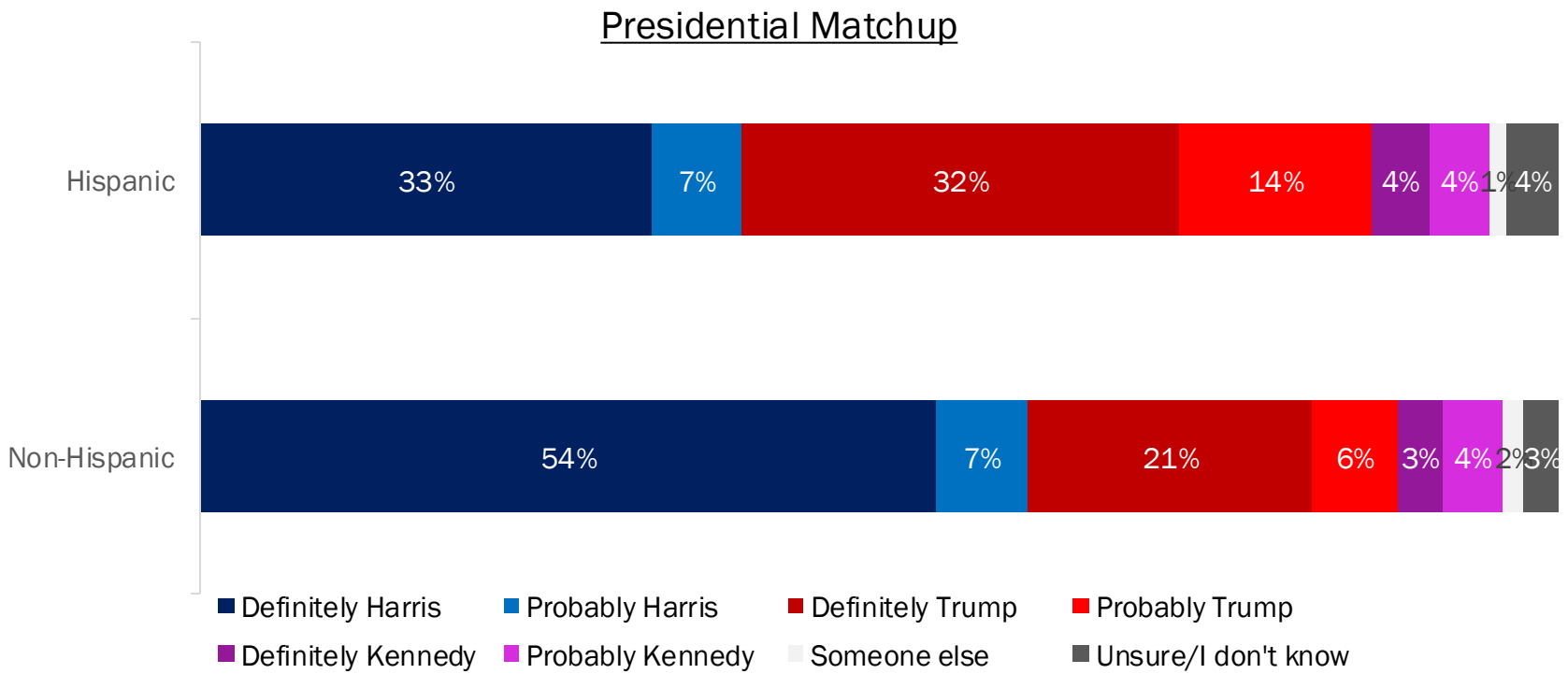


Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of August 2024

Matchup: Harris vs Trump vs Kennedy

- HARRIS EDGES OUT LEAD AMONG HISPANIC DEFINITE VOTERS, LOWER THAN NON-HISPANICS
- KENNEDY PERFORMS HIGHER AMONG HISPANICS THAN NON-HISPANICS
- 29% OF HISPANICS UP FOR GRABS (25% NOT DEFINITE, 4% UNSURE)

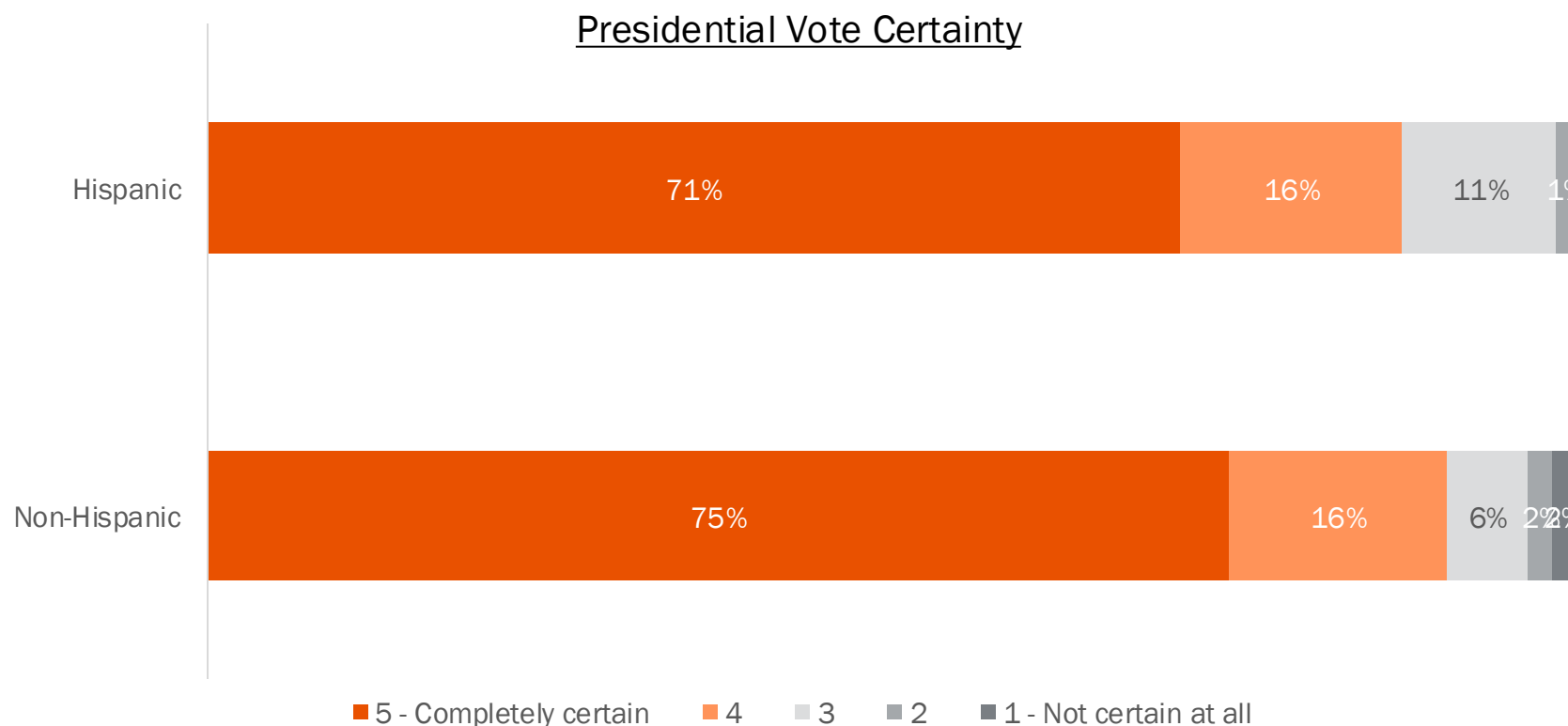
If the election for President were being held today, and the candidates were Kamala Harris (D), Robert F. Kennedy, Jr (I), and Donald Trump (R) for whom would you vote?



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

29% of Hispanics Not Completely Certain About Their Vote for President

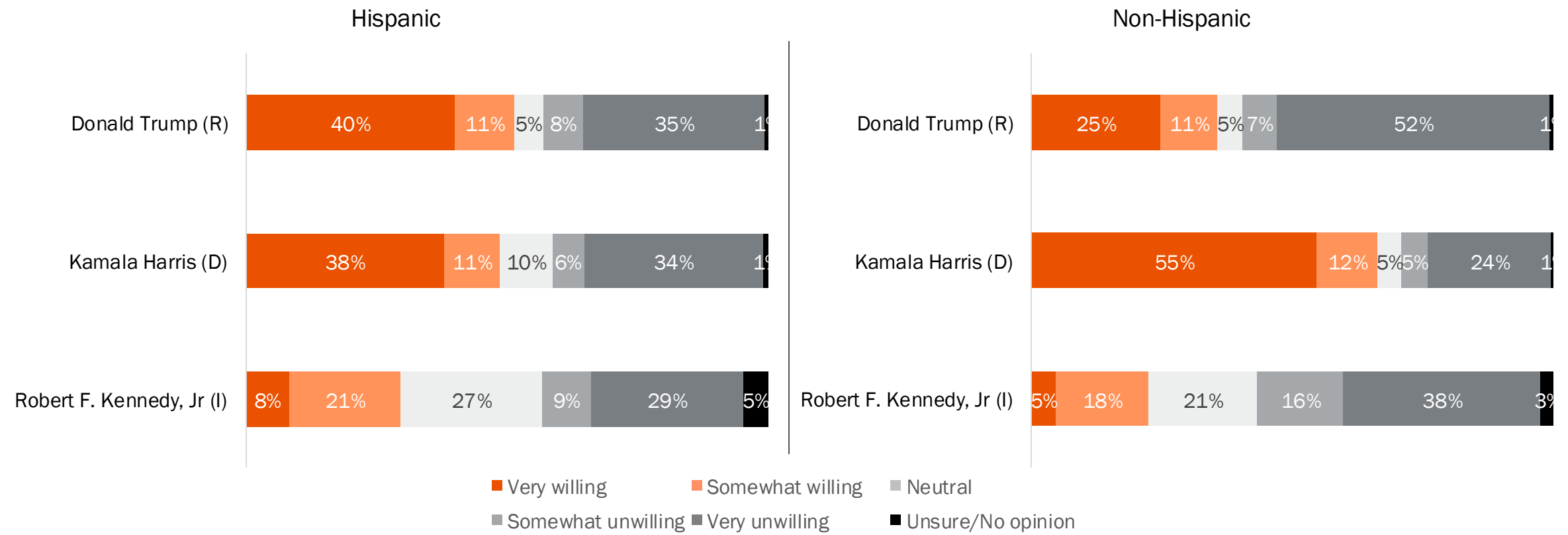
How certain are you that this is the right choice of candidate for you?



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

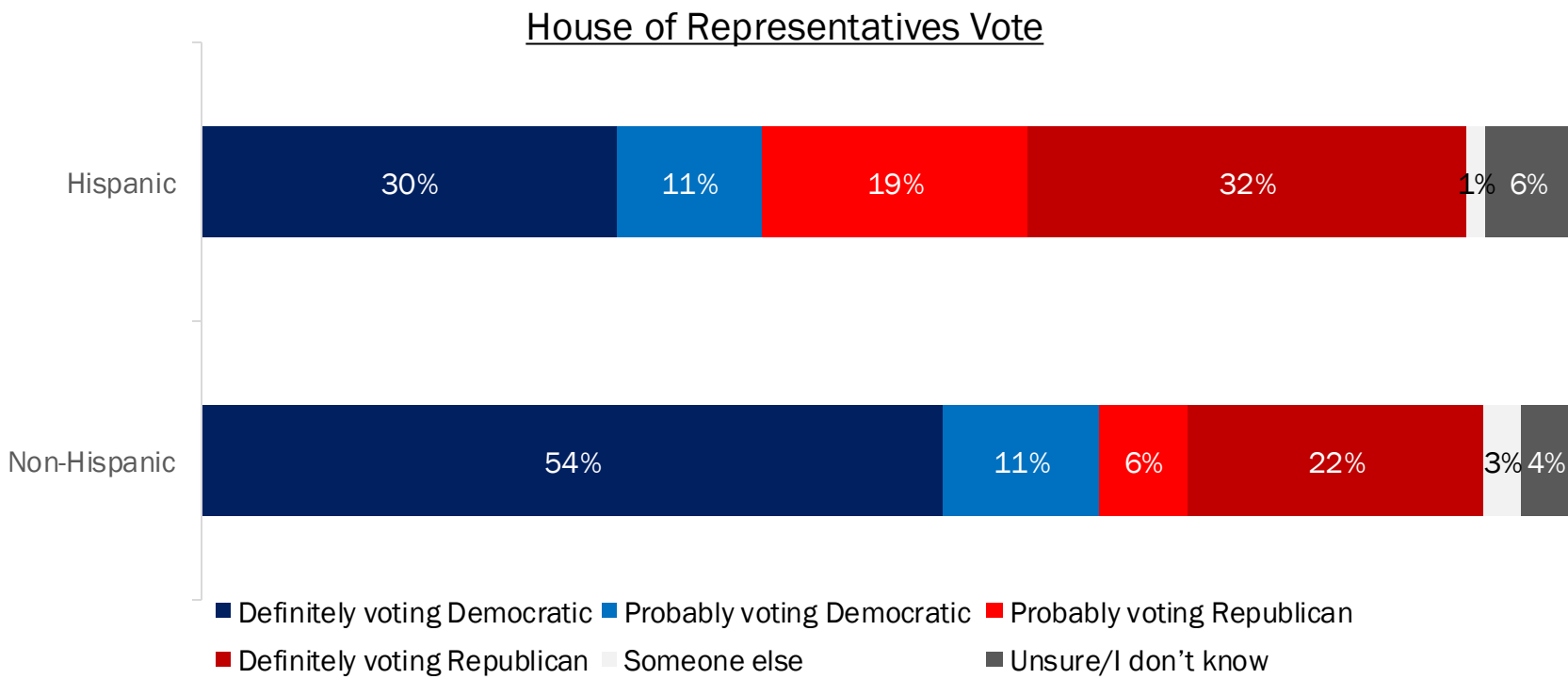


Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of August 2024

House of Representatives Vote

- REPUBLICANS LEAD AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 36% OF HISPANICS UP FOR GRABS (30% 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?

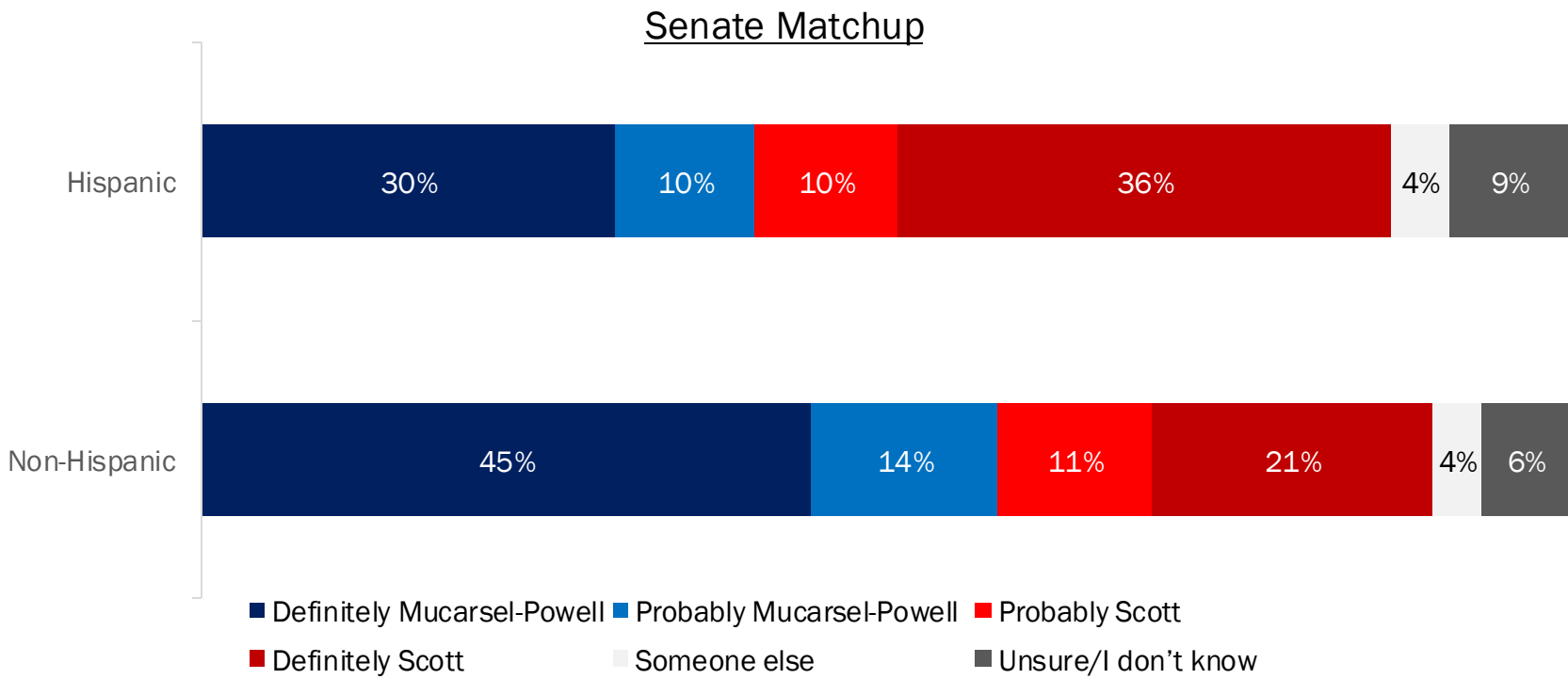


Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of August 2024

Matchup: Mucarsel-Powell vs Scott

- SCOTT LEADS MUCARSEL-POWELL AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 29% OF HISPANICS UP FOR GRABS (20% NOT DEFINITE, 9% UNSURE)

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



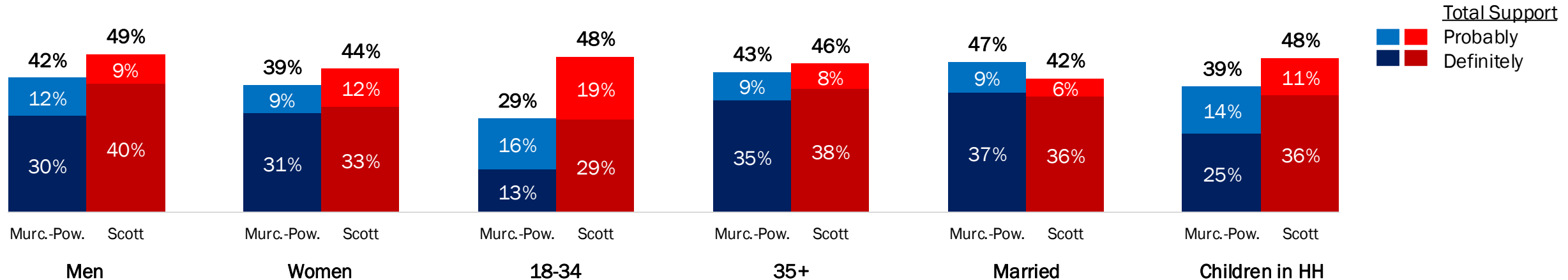
Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of August 2024

Candidate Support Among Hispanics

- SCOTT'S STRONGEST SUPPORT AMONG MEN
- MUCARSEL-POWELL'S STRONGEST SUPPORT AMONG MARRIED ADULTS

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

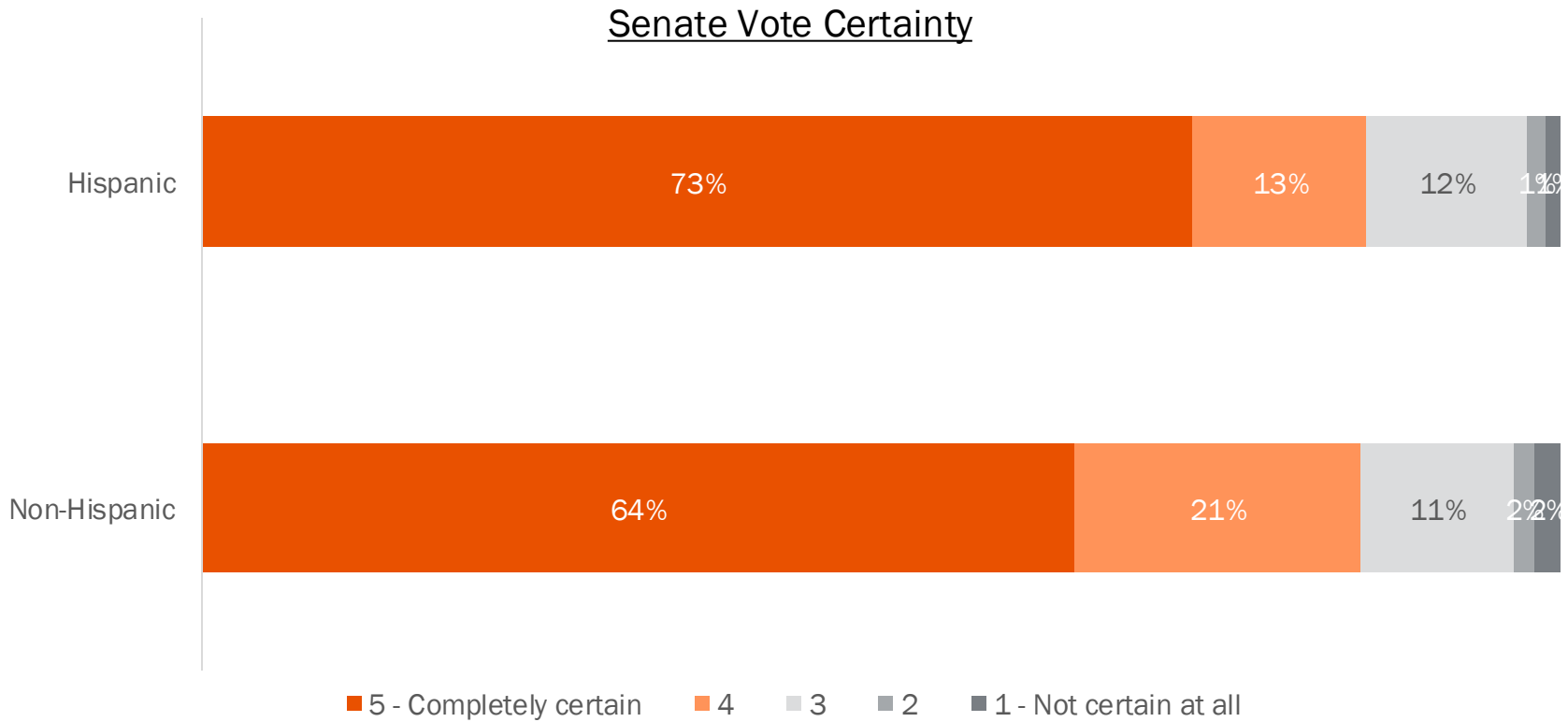
Senate Matchup



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

27% of Hispanics Not Completely Certain About Their Vote for Senator

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

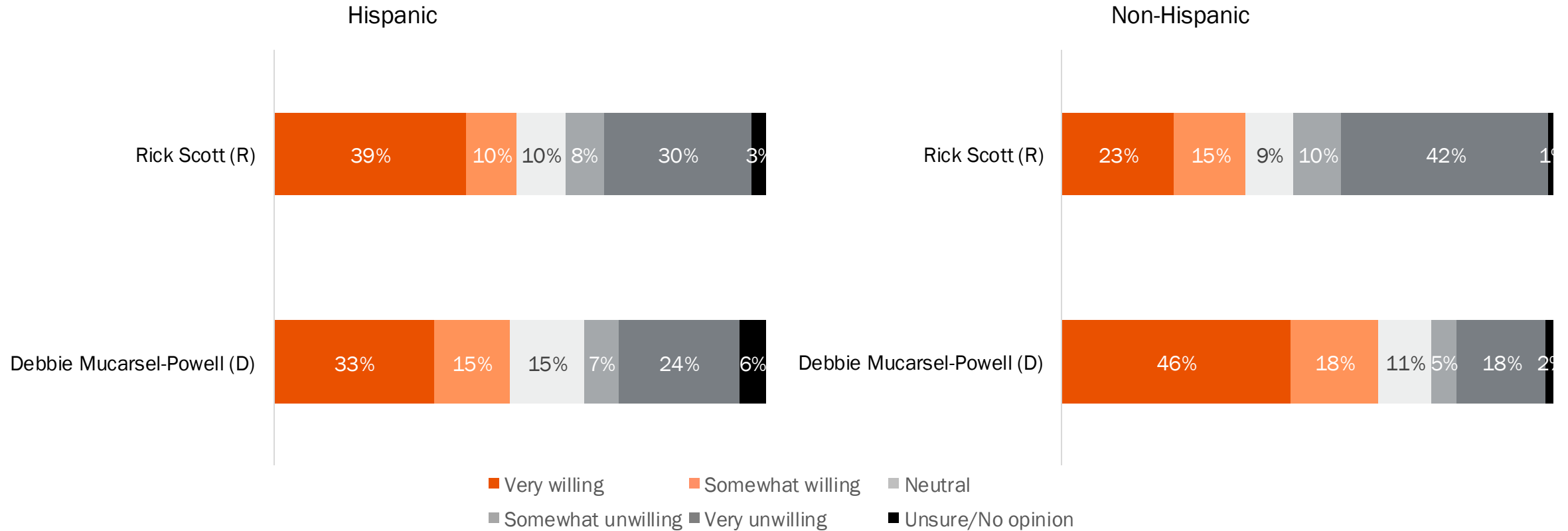


Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of August 2024

Willingness to Vote for Candidates in General Election

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

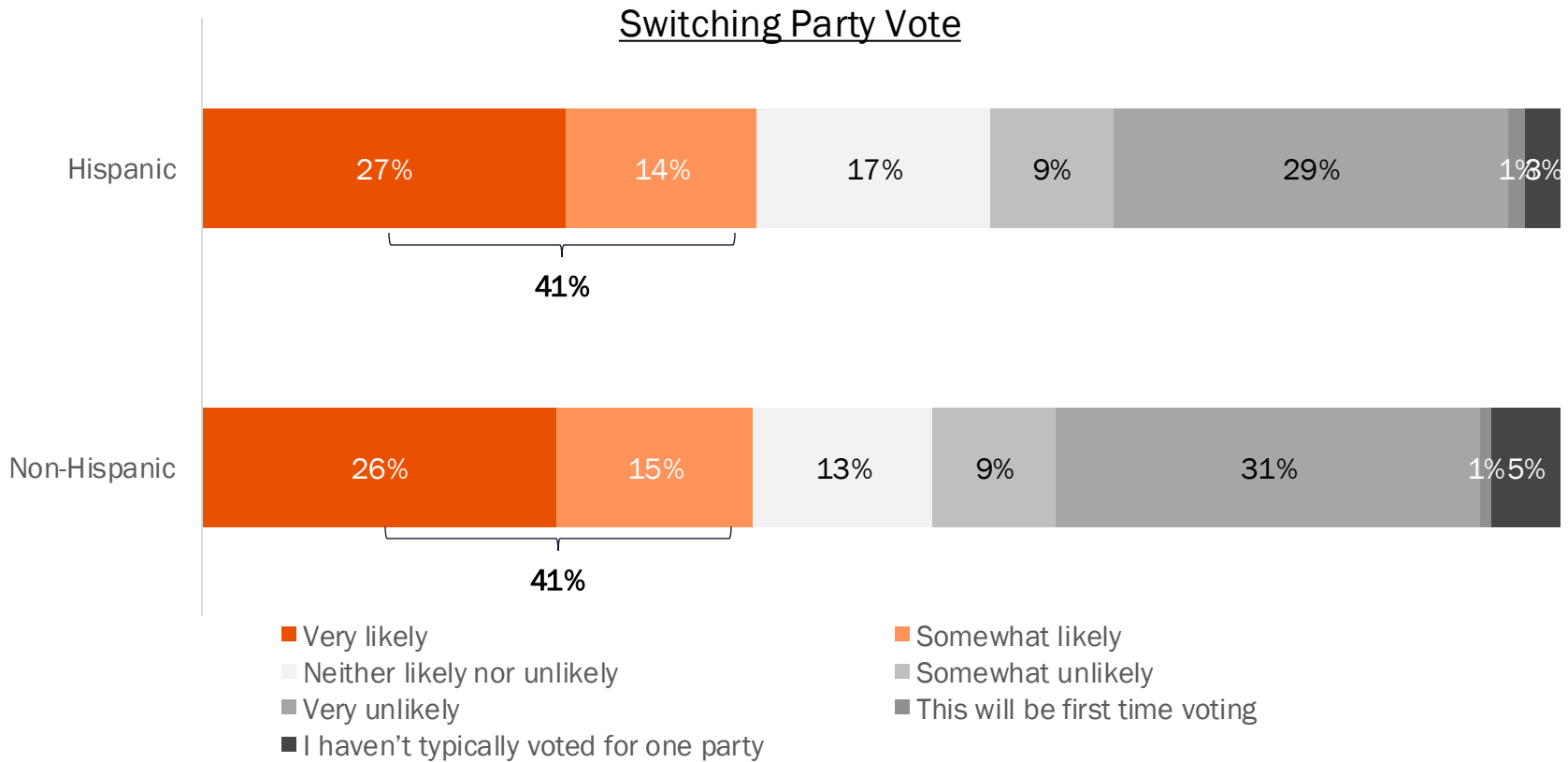
Senate Willingness



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

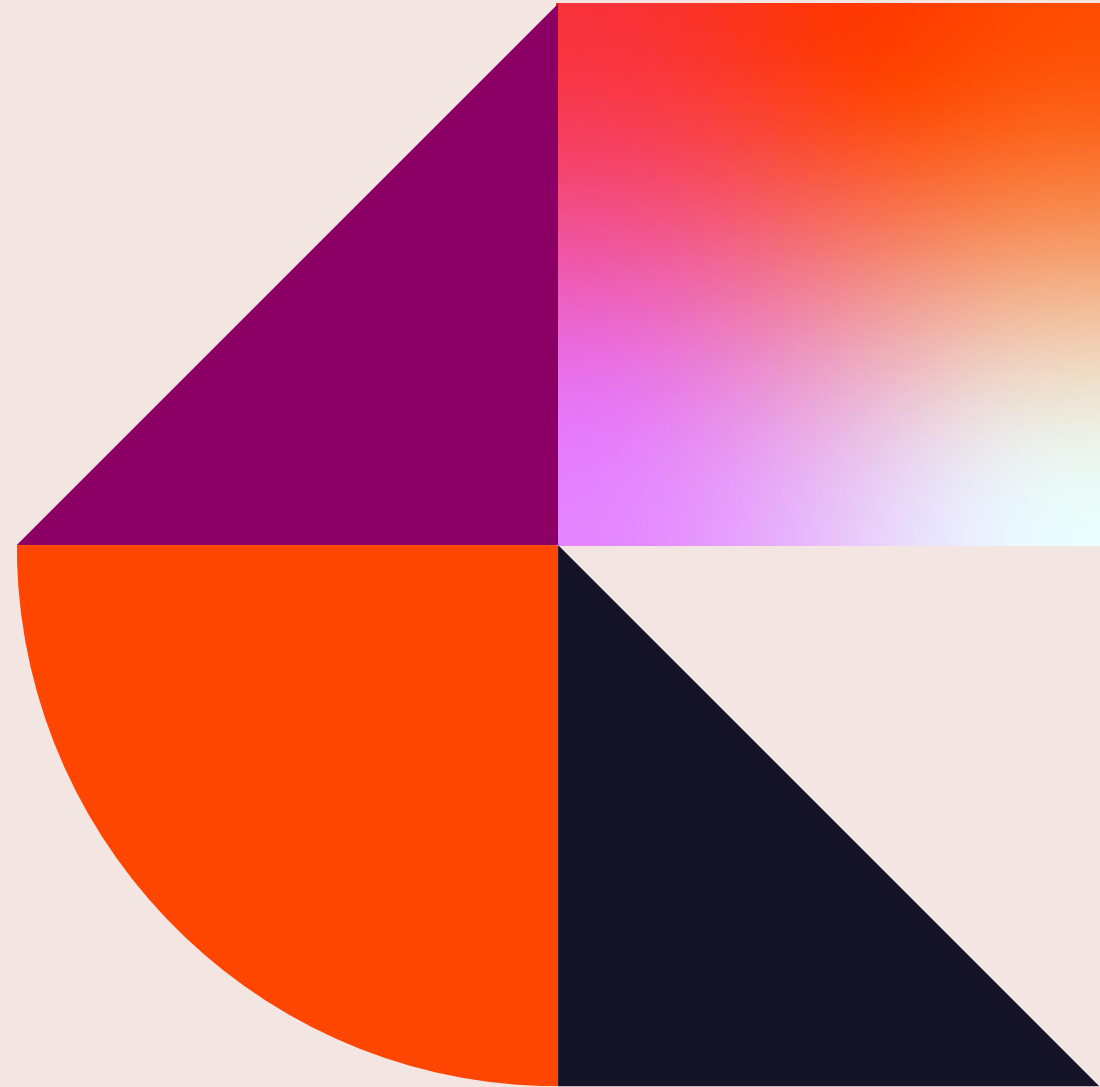
2 in 5 Hispanics are Likely to Be Crossover Voters This Election

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

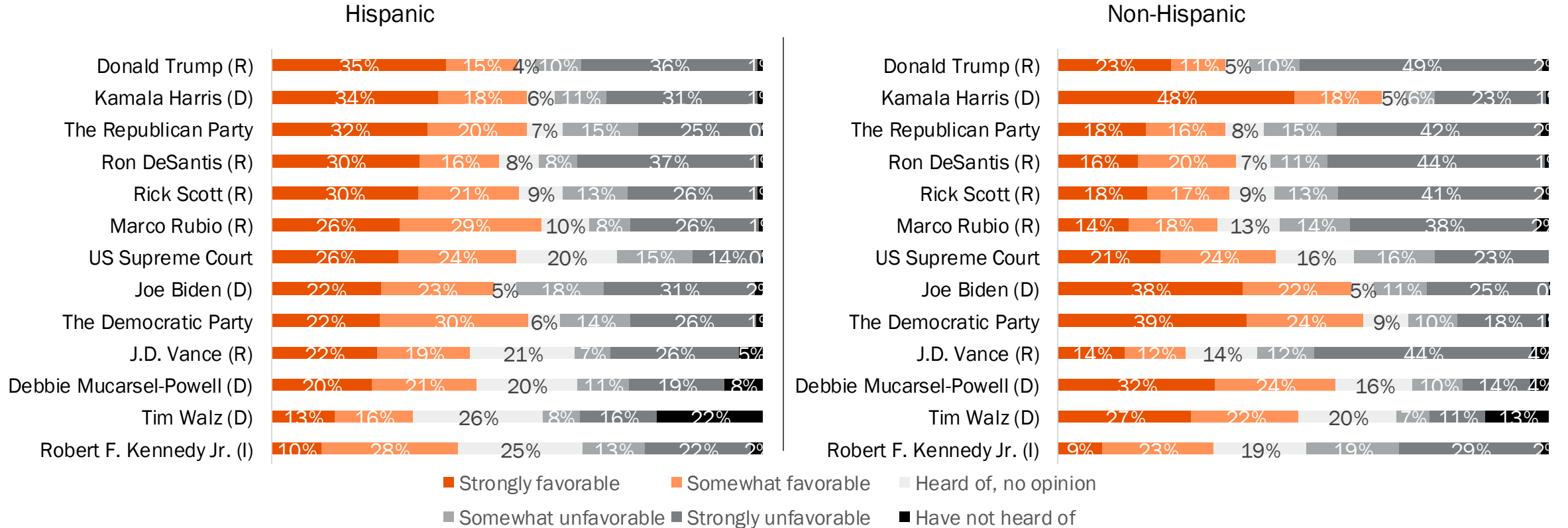
Favorability & Job Approval



Favorability

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

Favorability

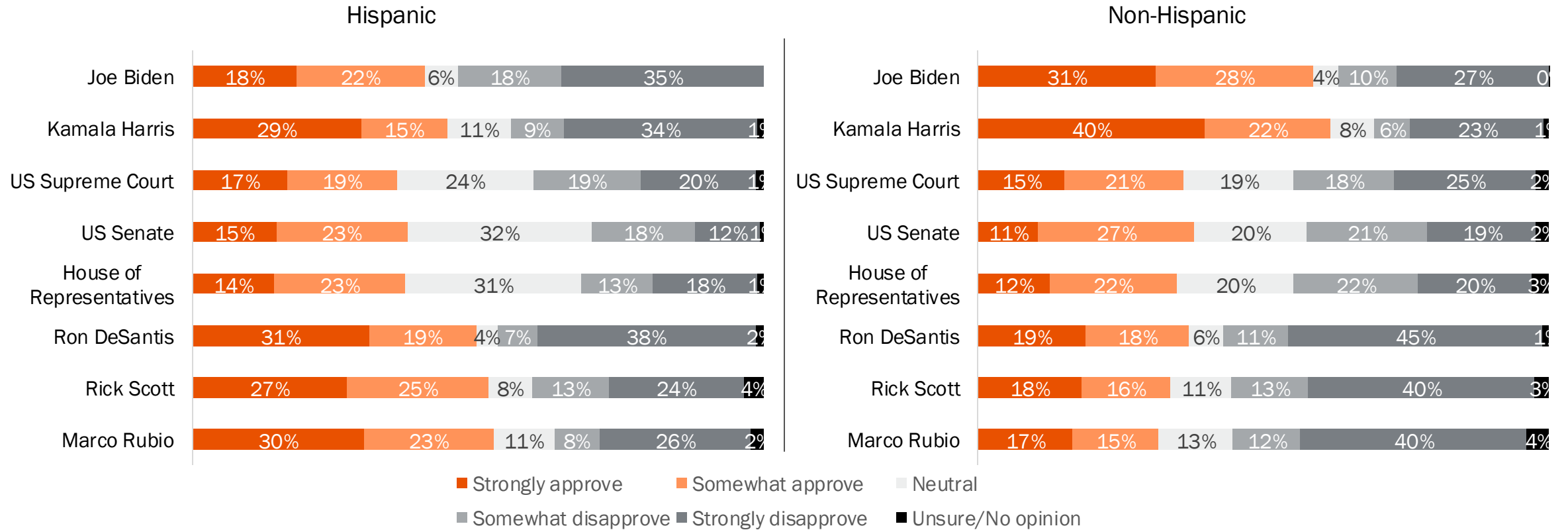


Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of August 2024

Job Approval

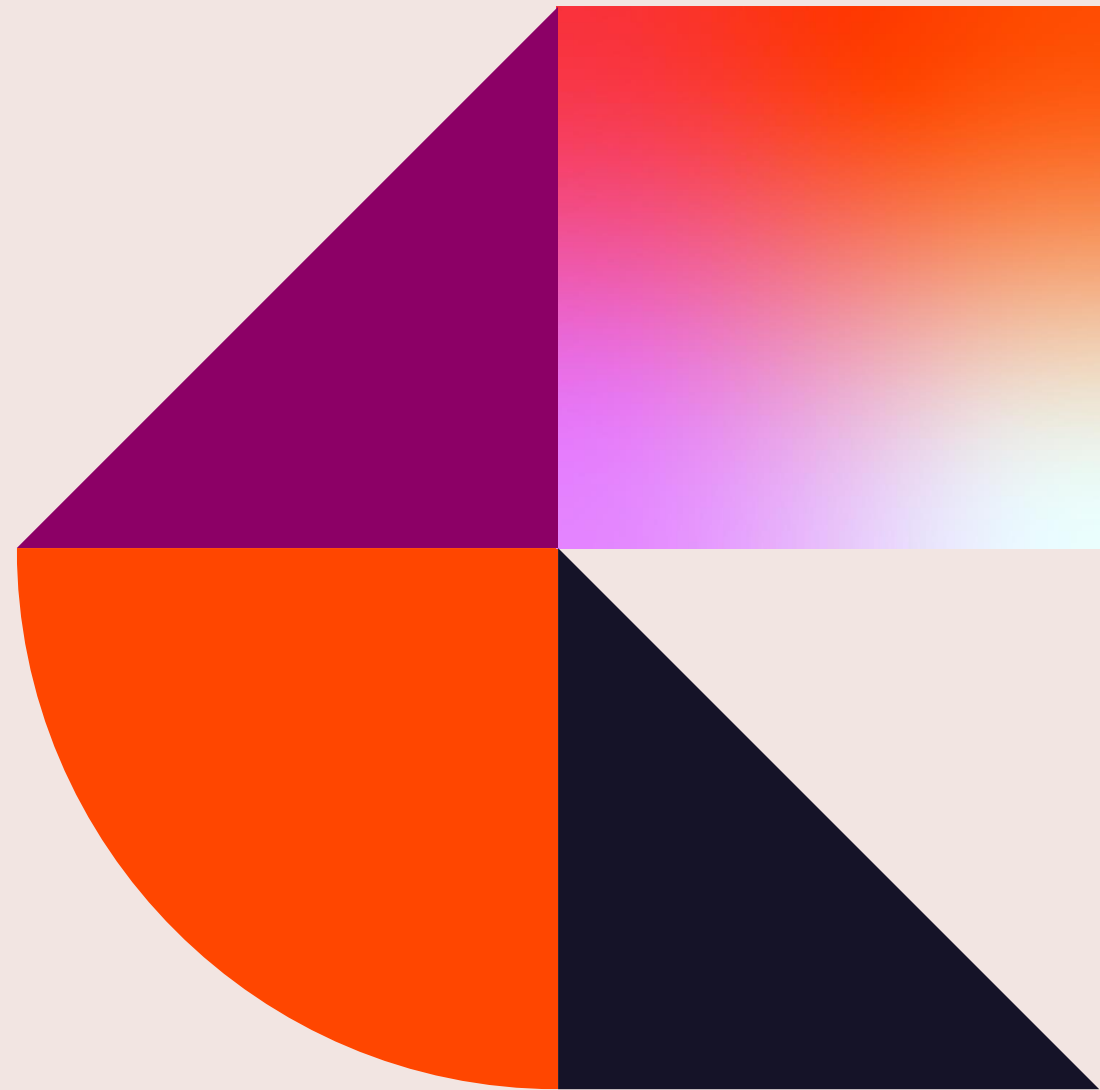
Do you approve or disapprove of the way [x] is handling their job?

Job Approval



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

The Issues



Cost of Living, Inflation, Economy/Jobs, Healthcare

Top Issues for Hispanic Voters

- SOCIAL SECURITY/MEDICARE, BORDER SECURITY, DRUG ABUSE OF GREATER CONCERN FOR HISPANICS

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

	Issue Importance TopBox			Issue Importance TopBox	
	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Cost of living	78%	71%	Defense / military	50%	49%
Inflation	76%	69%	Abortion	50%	56%
Economy / jobs	74%	64%	Climate change	49%	50%
Healthcare	72%	69%	Infrastructure, such as roads and public transportation	49%	48%
National security	67%	62%	Strengthening law enforcement	48%	40%
Crime and public safety	66%	62%	Entitlements / social services reform (Medicare, welfare, etc.)	47%	52%
Affordable housing	65%	58%	Energy policy	45%	43%
Education	61%	52%	Police reform	39%	35%
Taxes	60%	58%	Foreign policy	38%	43%
Social security / Medicare	60%	70%	Race relations	38%	41%
Border security	60%	48%	Russia / Ukraine war	33%	33%
Gun control	60%	60%	Israel / Hamas War	33%	34%
Immigration	56%	51%	U.S. relationship with China	31%	37%
Government spending / deficit	52%	53%	LGBTQ rights	24%	28%
Gun rights / 2nd amendment	52%	42%	Culture wars	23%	28%
Opioids / drug abuse	52%	41%			

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 <u>Harris</u> Voters	% Hispanic Top Box
Healthcare	77%
Cost of living	75%
Economy / jobs	75%
Inflation	70%
Gun control	69%
Affordable housing	65%
Education	64%
Abortion	63%
Climate change	63%
Social security / Medicare	63%

Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	80%
Healthcare	73%
Inflation	71%
Economy / jobs	66%
Affordable housing	65%
Education	64%
Crime and public safety	62%
National security	60%
Gun control	58%
Taxes	58%

Top 10 Issues Among Definitely <u>Trump</u> Voters	% Hispanic Top Box
Inflation	85%
Economy / jobs	82%
Cost of living	80%
Border security	80%
National security	78%
Crime and public safety	76%
Immigration	71%
Healthcare	67%
Taxes	66%
Affordable housing	64%

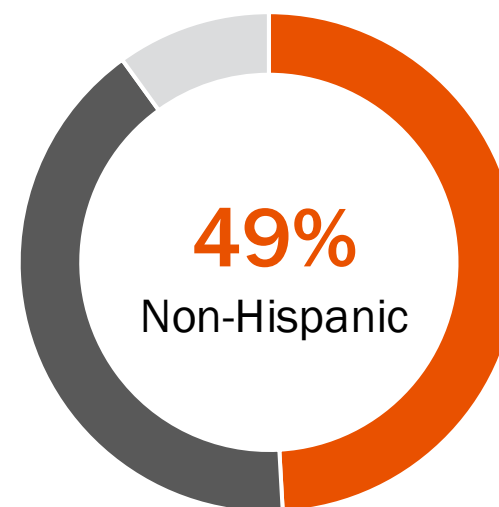
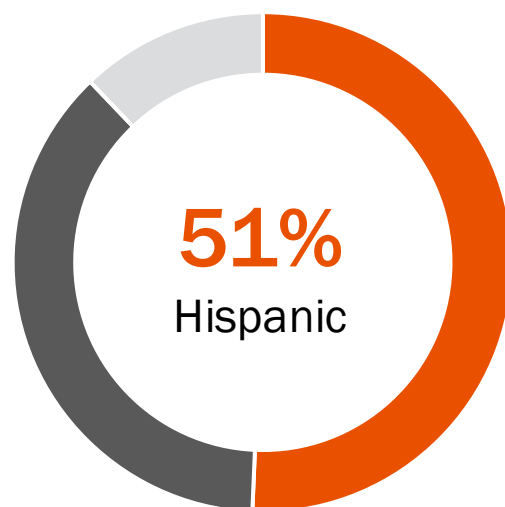
Among likely voters 18+

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

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



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

Issues That Will Determine Who They Vote For

- INFLATION MOST IMPORTANT TO HISPANICS

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

Top 10 Determining Issues

	Hispanic	Non-Hispanic
Inflation	15%	11%
Abortion	13%	18%
Cost of living	9%	7%
Immigration	8%	4%
Social security / Medicare	8%	7%
Economy / jobs	7%	6%
Affordable housing	6%	2%
Border security	5%	7%
Gun control	4%	6%
Russia / Ukraine war	3%	0%

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	48%	32%	66%	21%
Healthcare	46%	42%	63%	24%
Climate Change	46%	33%	60%	22%
Social Security	45%	38%	63%	23%
Entitlements Reform	45%	38%	62%	24%
Education	42%	40%	61%	24%
Energy Policy	42%	38%	56%	27%
Cost of Living	41%	45%	56%	30%
Economy / jobs	40%	45%	57%	29%
Foreign policy	39%	44%	54%	32%

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
Taxes	39%	47%	56%	30%
Crime and public safety	37%	45%	55%	30%
Gov spending	37%	40%	52%	29%
Immigration	36%	47%	49%	36%
National Security	35%	52%	49%	32%
Opioids	35%	41%	51%	23%
Inflation	35%	49%	53%	31%
Defense	33%	51%	48%	34%
Border Security	30%	54%	47%	37%

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	49%	40%	63%	26%
Social Security	48%	40%	63%	26%
Abortion	48%	37%	65%	22%
Climate Change	46%	37%	62%	22%
Education	45%	40%	59%	26%
Entitlements Reform	44%	38%	63%	25%
Energy Policy	43%	40%	58%	29%
Cost of Living	39%	50%	56%	33%
Taxes	39%	48%	55%	33%
Gov spending	39%	50%	51%	32%

Among likely voters 18+

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

Candidate Better Able to Handle Issues

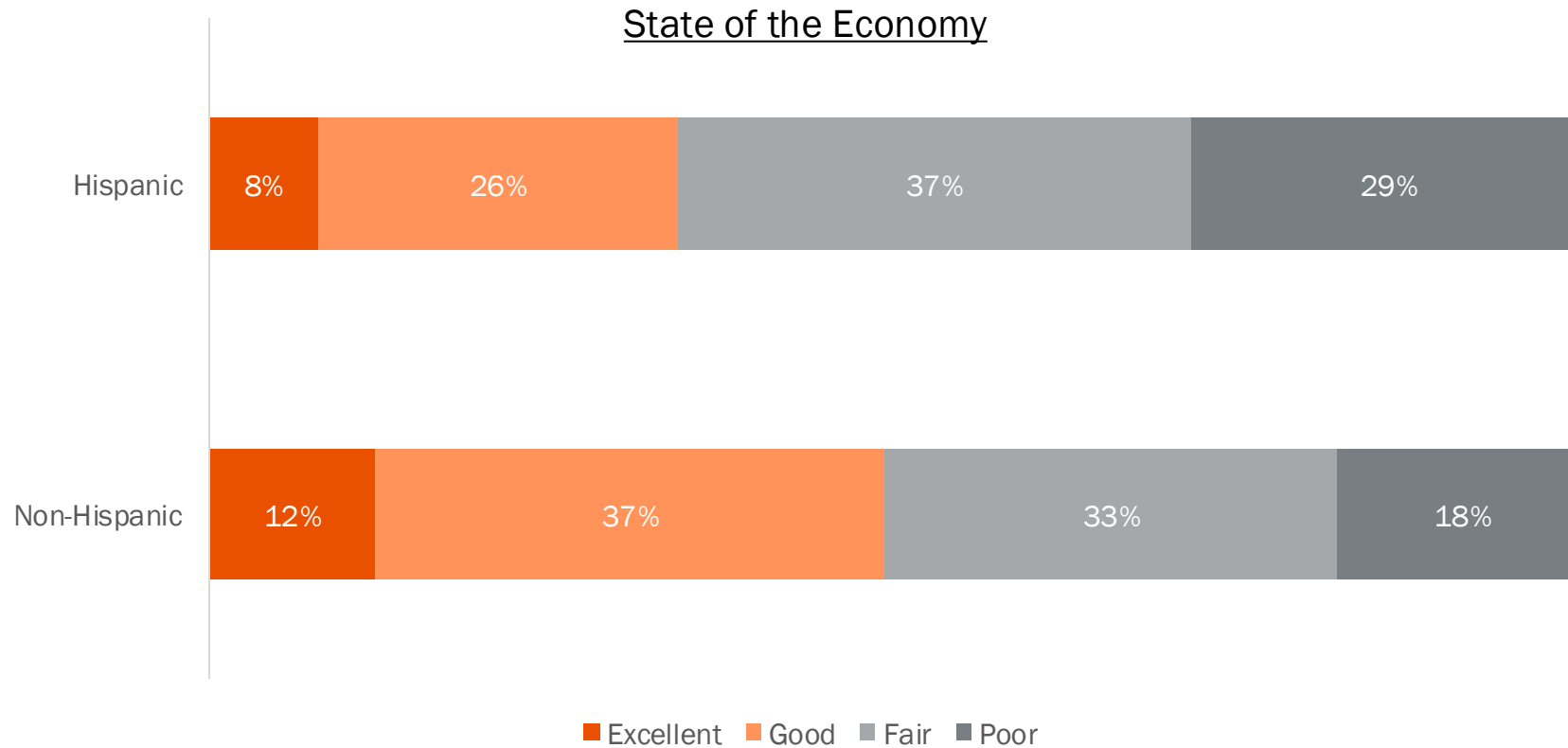
Thinking again about the issues, which candidate do you think would do a better job of handling each of the following issues, Kamala Harris or Donald Trump?

	Hispanic		Non-Hispanic	
	Harris Top2Box	Trump Top2Box	Harris Top2Box	Trump Top2Box
Economy / jobs	38%	51%	54%	33%
Foreign policy	38%	49%	51%	33%
Opioids	38%	43%	54%	26%
Inflation	37%	51%	51%	32%
National Security	35%	52%	50%	32%
Crime and public safety	35%	51%	54%	33%
Defense	35%	52%	47%	35%
Immigration	34%	52%	50%	37%
Border Security	30%	54%	47%	39%

ECONOMY

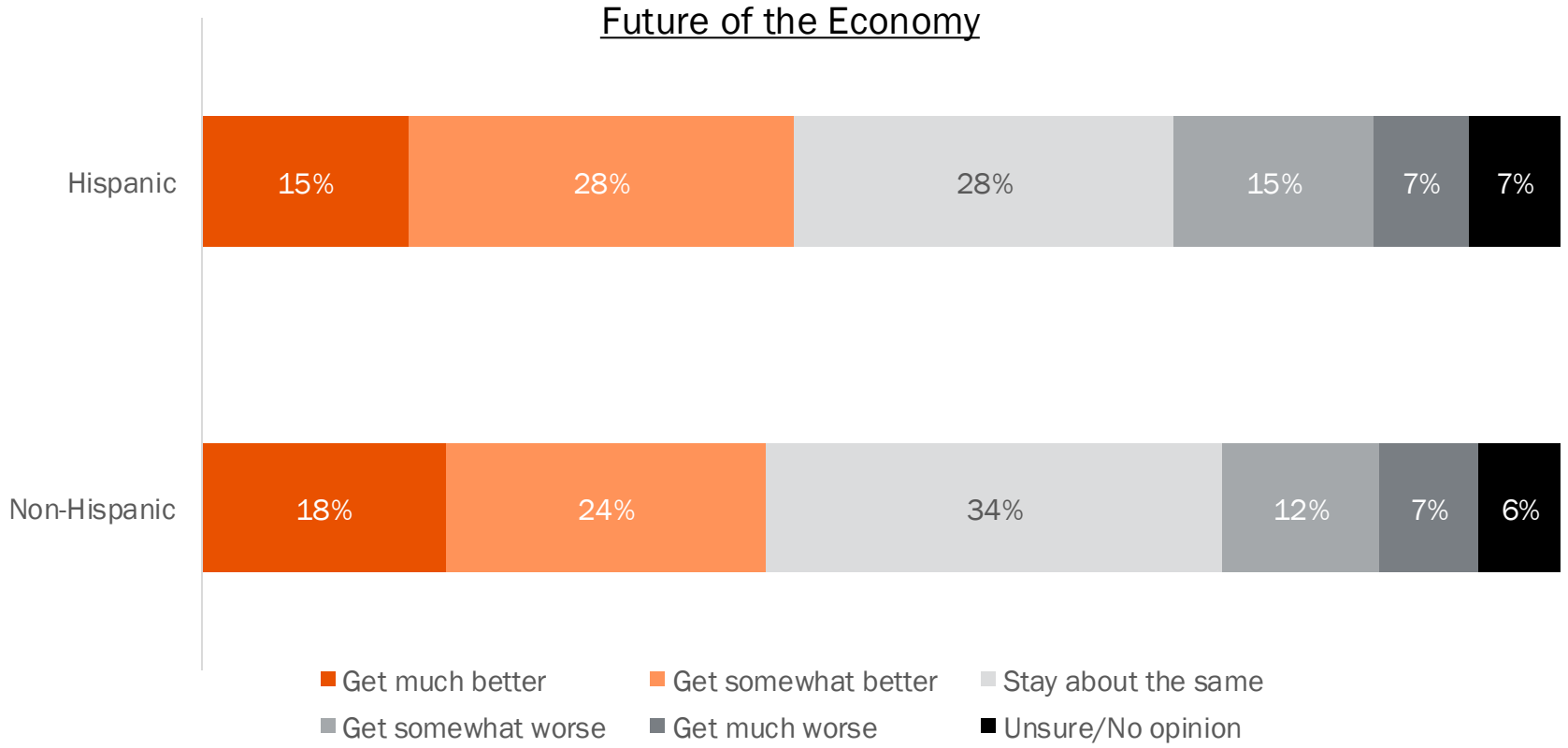
66% of Hispanics Rate the Economy in Their State Right Now as Fair or Poor

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



22% of Hispanic Voters Believe the Economy Will Get Worse

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



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

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	81%	10%	71%	17%
I feel that it is increasingly difficult for middle class families to prosper in the United States	79%	9%	73%	10%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	75%	8%	70%	7%
I am concerned about the U.S. federal government's spending and deficit	71%	10%	73%	9%
The price of gas is putting a strain on my finances	64%	11%	55%	27%
I expect my personal economic situation to get better in the next few years	63%	11%	54%	15%
My personal economic situation has become worse in the last year	60%	19%	53%	26%
I have taken, or am considering taking, a second job in order to maintain my standard of living	52%	25%	45%	37%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	52%	23%	46%	37%
I feel that jobs are getting easier to find	32%	44%	35%	38%
Home ownership is still within reach for most people	30%	53%	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

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	87%	3%	84%	6%
Drug abuse is a serious public health issue in the United States	85%	2%	88%	5%
I am generally satisfied with my healthcare coverage	67%	20%	73%	13%
The cost of my health care and insurance is reasonable	48%	32%	54%	27%
The cost of prescription drugs is a financial problem for me	46%	29%	41%	39%
Medicaid and Medicare are working well now	43%	24%	53%	19%

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	58%	15%	64%	14%
Abortion laws should be created by state governments, not by the federal government	41%	25%	45%	30%

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	32%	24%
Abortion should be legal at any time during pregnancy	13%	20%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	12%	17%
Abortion should be illegal in all cases	9%	12%
Abortion should be legal only in the first 15 weeks of pregnancy	8%	10%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	7%	6%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	6%	6%
Other	1%	1%
Unsure/I don't know	12%	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	85%	3%	89%	5%
Crime is a growing problem in the United States	82%	6%	79%	11%
I believe that stricter gun control laws would reduce crime	69%	17%	72%	16%
Government authorities have become too lenient on criminals	59%	13%	58%	14%
Police departments in the United States are understaffed	57%	12%	62%	13%
Children in my community are generally safe at the schools they attend	55%	19%	58%	19%
I support second amendment gun rights	51%	22%	51%	26%
I feel less safe in my everyday life than I did a year ago	50%	20%	48%	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

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 my neighborhood	49%	29%	50%	34%
Gun violence is a growing problem where I live	48%	24%	60%	21%
Government authorities are doing a good job protecting businesses near where I live and shop	48%	14%	53%	17%
Crime is a growing problem where I live	47%	30%	51%	27%
Government authorities are doing a good job combating crime in my neighborhood	46%	20%	50%	19%
My police department is understaffed	40%	18%	44%	17%
My local government should significantly reduce the resources and budgets for police	24%	51%	26%	52%

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
There are too many undocumented immigrants crossing the border into the United States	75%	9%	70%	10%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	72%	10%	69%	12%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	71%	10%	72%	12%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	71%	12%	73%	9%
All migrants who want to enter the United States should be fully vetted first	69%	10%	78%	6%
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	65%	18%	63%	13%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	65%	15%	72%	11%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	63%	12%	69%	9%
We should reform immigration laws to give higher priority to people with needed skills and education	63%	10%	58%	16%

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
There are too many undocumented migrants coming to my state	59%	18%	60%	13%
The United States military should be used to secure the southern border	56%	20%	60%	21%
The arrival of migrants has made the affordable housing problem worse	56%	20%	57%	22%
Local law enforcement should be able to detain undocumented migrants	51%	22%	64%	14%
The Biden administration is primarily responsible for the situation at the southern border	51%	28%	48%	37%
The rules that I have to live by don't seem to apply to migrants	50%	23%	57%	22%
It feels like migrants are being treated better than most Americans	49%	29%	55%	29%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	45%	32%	43%	41%
The U.S. should complete the construction of a wall on the southern border of the U.S.	45%	30%	53%	27%
Most undocumented migrants who entered the U.S. over the last few years should be deported	42%	29%	52%	22%

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 resettling of all the migrants will, in the long-run, benefit the United States	42%	21%	44%	26%
Undocumented migrants have increased crime in my state	42%	34%	47%	28%
Undocumented migrants will take jobs away from poorer and working-class Americans	41%	35%	56%	30%
I support the way my state and local officials are handling the migrant issue	41%	26%	41%	35%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	37%	39%	47%	35%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	35%	35%	50%	28%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	33%	35%	34%	34%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	30%	43%	29%	53%
I support the way the Biden Administration is managing the southern border	30%	43%	41%	38%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of 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
Climate change is a result of human activity	70%	14%	71%	11%
Climate change is a very big threat to the planet	69%	16%	76%	12%
Governments should create policies that encourage oil and gas production in the U.S.	63%	15%	62%	16%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	53%	22%	57%	25%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	51%	16%	51%	25%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	44%	32%	50%	27%
Government regulation and action on climate change is hurting the economy	40%	24%	48%	28%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

GOVERNMENT

Government

How much do you agree or disagree with the following statements? [Government]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The voting in the 2020 election was free and fair and the vote-counting was done accurately	61%	21%	69%	16%
The United States Justice Department has become politicized in its prosecutions	55%	17%	59%	15%
The federal government of the United States is too big and powerful	54%	16%	55%	20%
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	50%	22%	50%	25%
The federal government of the United States has become too intrusive in the lives of Americans	48%	17%	61%	17%
The FBI has become politicized in its investigations	46%	20%	51%	21%
I want the next president to shrink the size of the federal government	39%	23%	47%	21%

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	65%	8%	65%	11%
China represents the most serious economic and geo-political threat to the United States	58%	10%	69%	10%
Iran is the primary destabilizing force in the Middle East	56%	9%	63%	9%
The U.S. government should spend less money supporting the war in Ukraine	52%	23%	50%	25%
I support the Biden Administration's efforts to forgive student loans	52%	32%	60%	30%
The government should ban social media, like Facebook and TikTok, from being used by children	51%	24%	54%	24%
Student loans should not be forgiven and paid for by taxpayers	40%	42%	44%	35%
I think that the United States spends too much on defense and the military	39%	39%	43%	37%
The age required to collect full Social Security benefits will need to be raised in order to keep the program from running out of money	34%	38%	47%	30%
I support the way the Biden Administration is dealing with the Israel-Hamas war	30%	41%	45%	34%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	28%	38%	29%	52%
The United State should increase the amount of military aid it sends to Israel	25%	42%	44%	33%

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 should be heavily regulated by the federal government	67%	10%	74%	9%
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	67%	9%	78%	7%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	64%	18%	68%	15%
Social media, like Facebook and TikTok, does more harm than good	46%	26%	52%	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

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	78%	8%	86%	4%
Parents should have a say in what is taught to their children in public schools	70%	11%	65%	16%
More emphasis should be placed on trade schools	68%	4%	71%	7%
The public schools in my neighborhood are good	64%	15%	60%	13%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	58%	15%	62%	16%
College is no longer worth the cost for most students	56%	17%	61%	21%
The public school system is working well in my state	45%	27%	49%	25%
Public schools where I live are better than they were before the pandemic	35%	23%	30%	25%
Colleges and universities should be allowed to use race in admissions decisions	26%	50%	32%	48%
The federal government's Department of Education should be eliminated	23%	52%	26%	49%

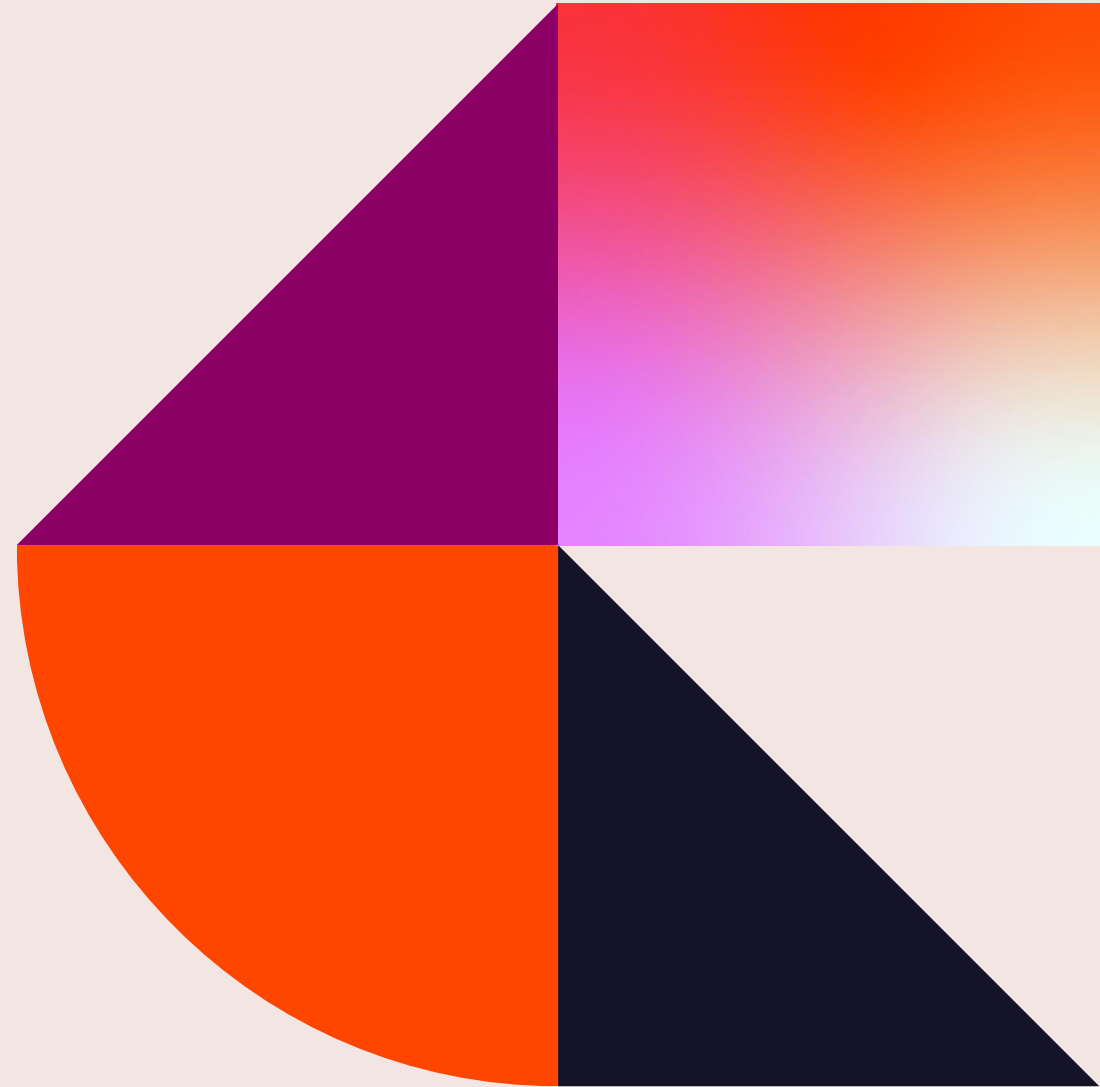
5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

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

Constitutional Amendments

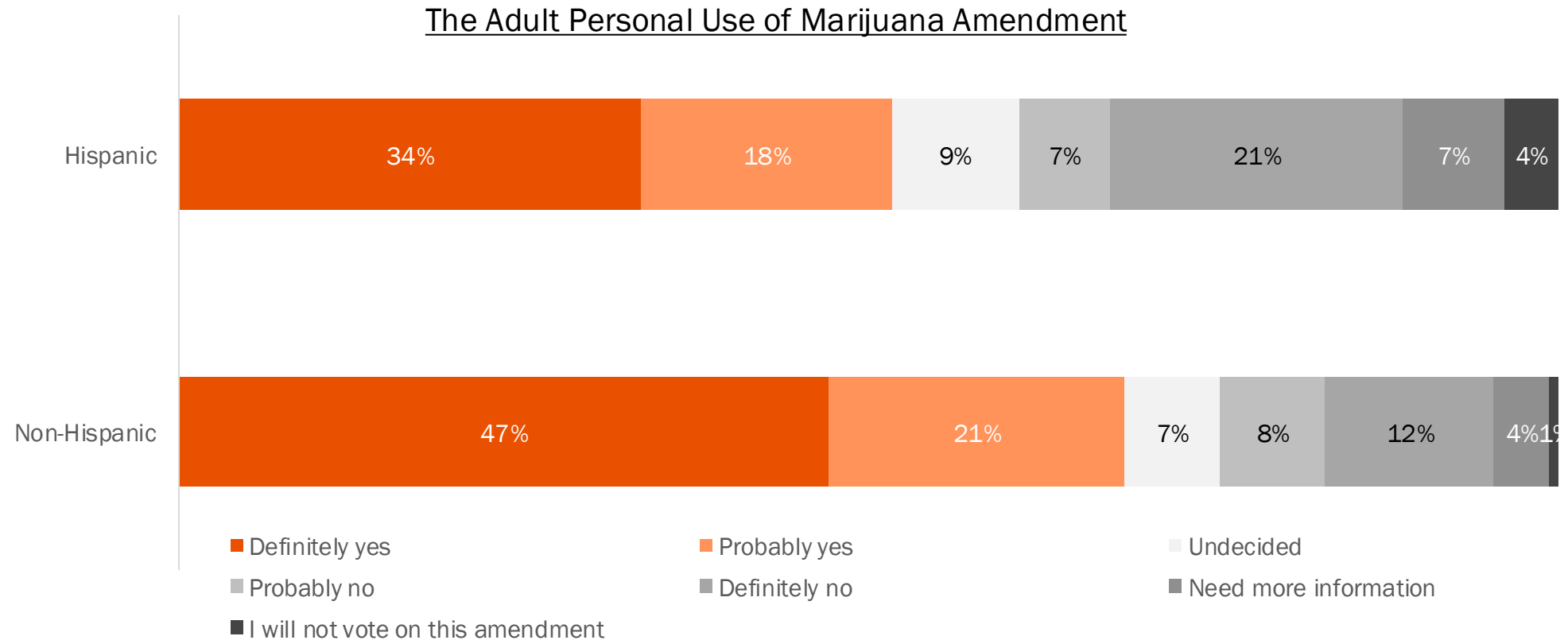


The Adult Personal Use of Marijuana Amendment

- 34% OF HISPANICS WOULD DEFINITELY VOTE YES, 21% WOULD DEFINITELY VOTE NO

- 41% OF HISPANICS UP FOR GRABS (25% PROBABLY, 9% UNDECIDED, 7% NEED MORE INFORMATION)

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

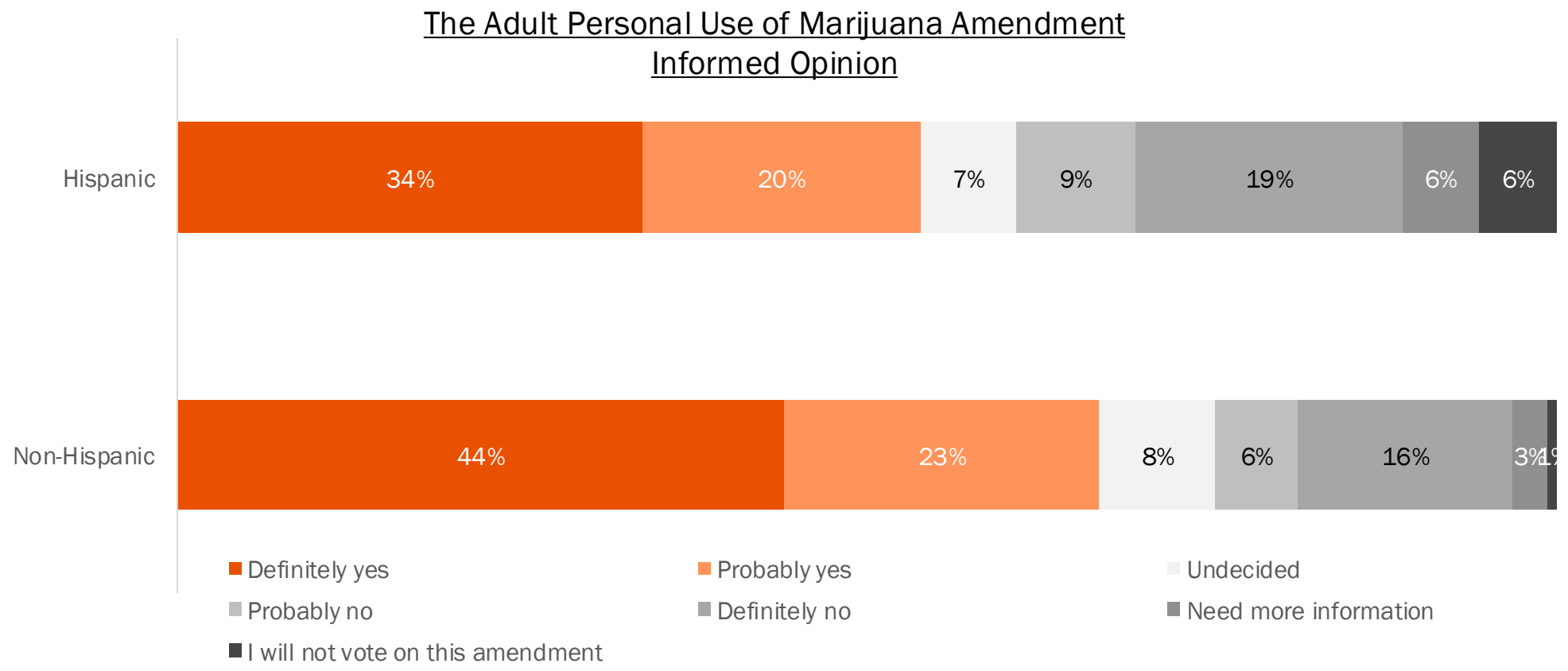


The Adult Personal Use of Marijuana Amendment Informed Opinion

- AFTER READING A SUMMARY OF THE AMENDMENT, 34% OF HISPANICS WOULD DEFINITELY VOTE YES, 19% WOULD DEFINITELY VOTE NO

- 42% OF HISPANICS UP FOR GRABS (29% PROBABLY, 7% UNDECIDED, 6% NEED MORE INFORMATION)

Again, if the election were held today, would you vote yes or no on this amendment?



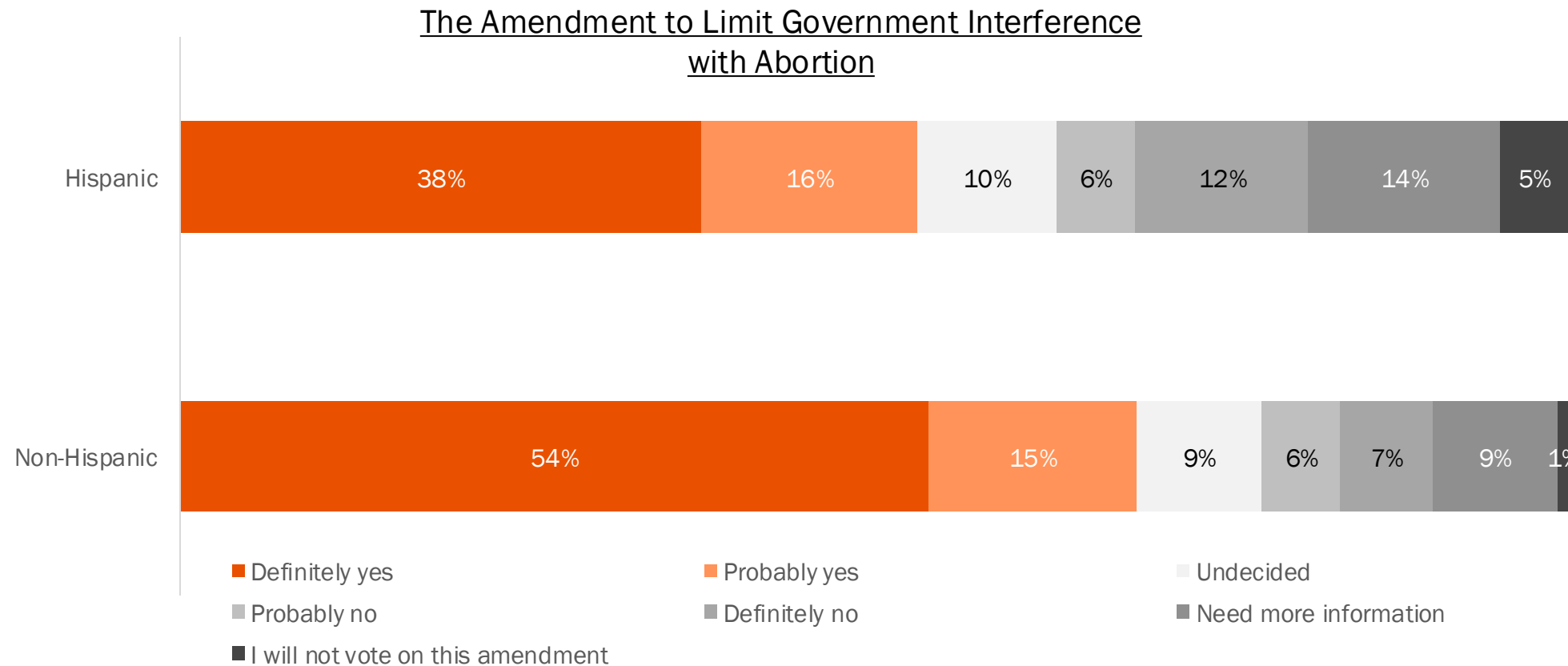
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of August 2024

The Amendment to Limit Government Interference with Abortion

- 38% OF HISPANICS WOULD DEFINITELY VOTE YES, 12% WOULD DEFINITELY VOTE NO

- 46% OF HISPANICS UP FOR GRABS (22% PROBABLY, 10% UNDECIDED, 14% NEED MORE INFORMATION)

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

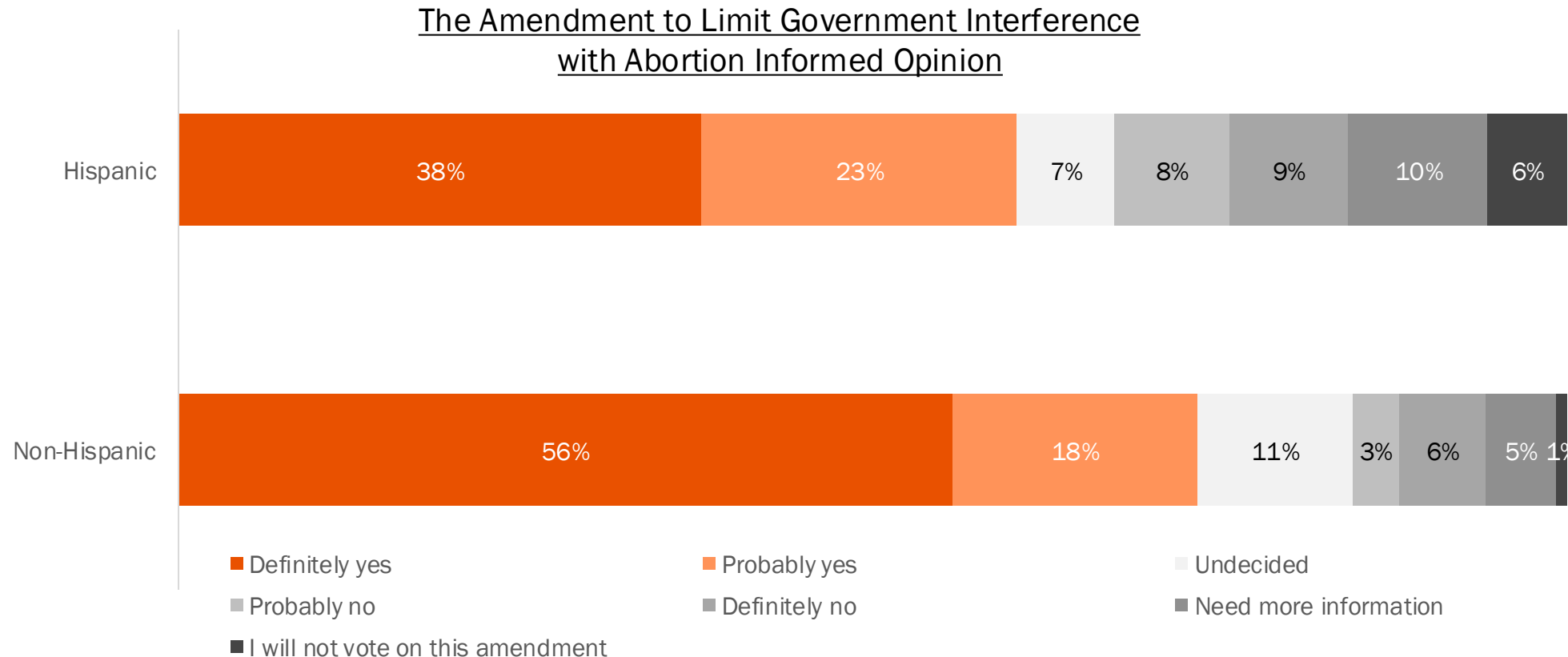


The Amendment to Limit Government Interference with Abortion Informed Opinion

- AFTER READING A SUMMARY OF THE AMENDMENT, 38% OF HISPANICS WOULD DEFINITELY VOTE YES, 9% WOULD DEFINITELY VOTE NO

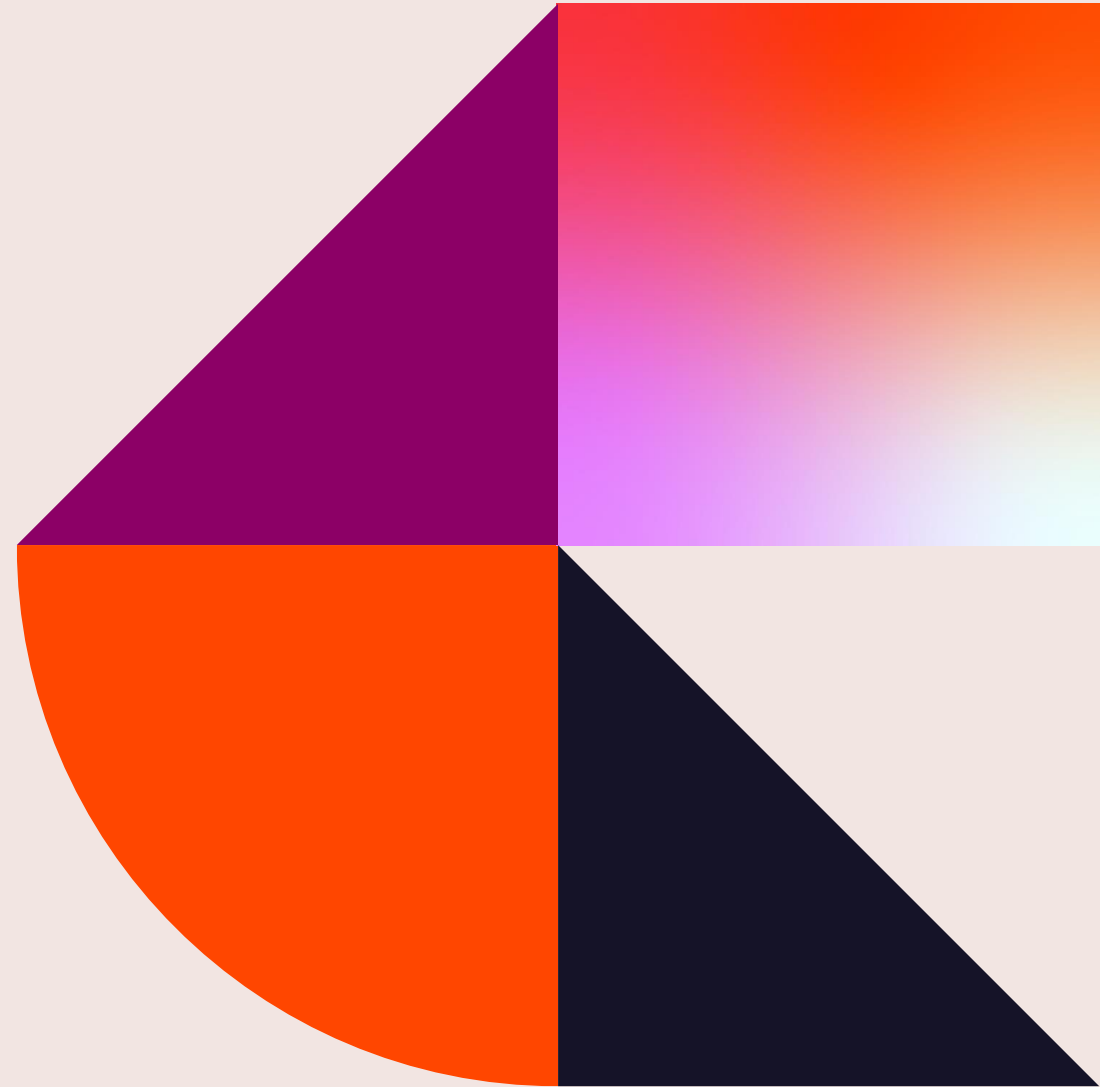
- 48% OF HISPANICS UP FOR GRABS (31% PROBABLY, 7% UNDECIDED, 10% NEED MORE INFORMATION)

Again, if the election were held today, would you vote yes or no on this amendment?



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

Information Sources & Language Preferences



Local & 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.

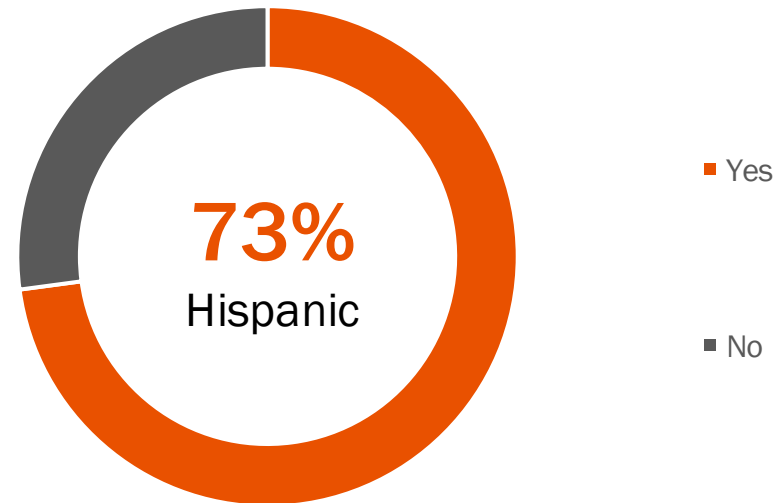
Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Local Television	55%	56%	TikTok	24%	23%
National Television (like network programs or cable news)	53%	60%	Debates	24%	22%
YouTube	46%	41%	Podcasts	22%	22%
Instagram	41%	27%	Newspapers	22%	31%
Family	32%	27%	Magazines	10%	15%
Friends	31%	28%	Community organization	8%	7%
X, formerly known as Twitter	30%	24%	Snapchat	8%	9%
Online publications	28%	22%	Religious organization/Church	5%	8%
Facebook	27%	37%	School	5%	8%
Radio	26%	22%	None of these	3%	3%

Spanish-Language News Viewers & Streamers

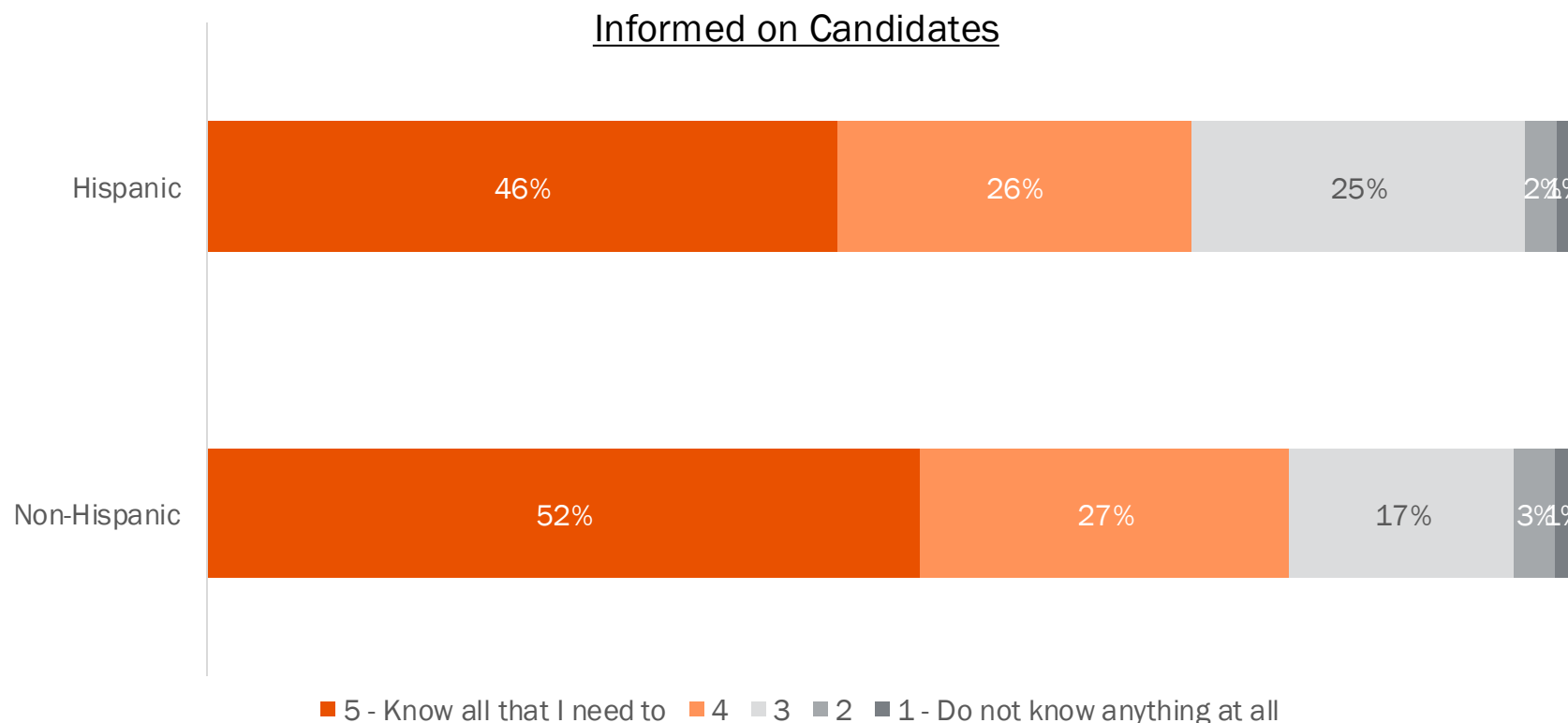
Do you watch or stream Spanish-language news?

Spanish-Language News Viewers & Streamers



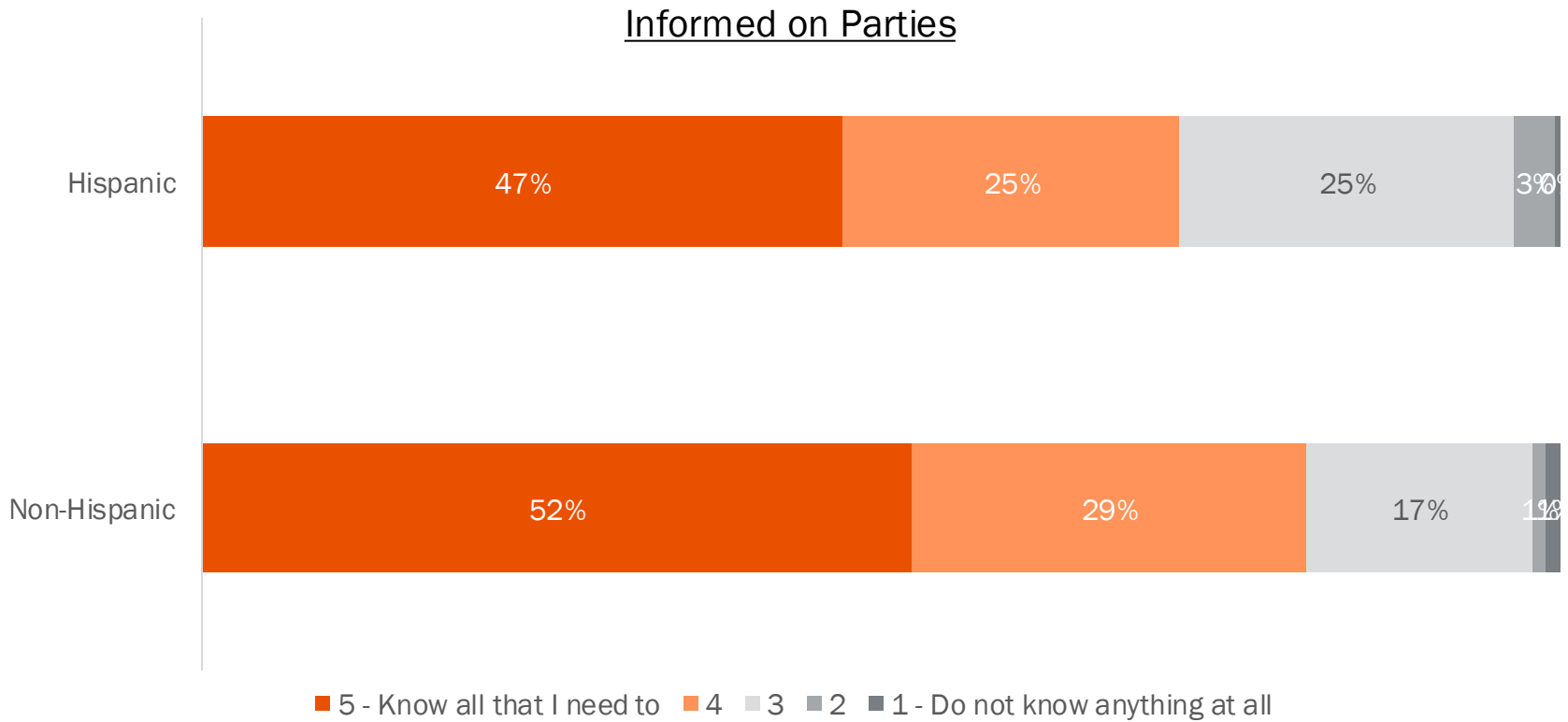
54% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

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?



53% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

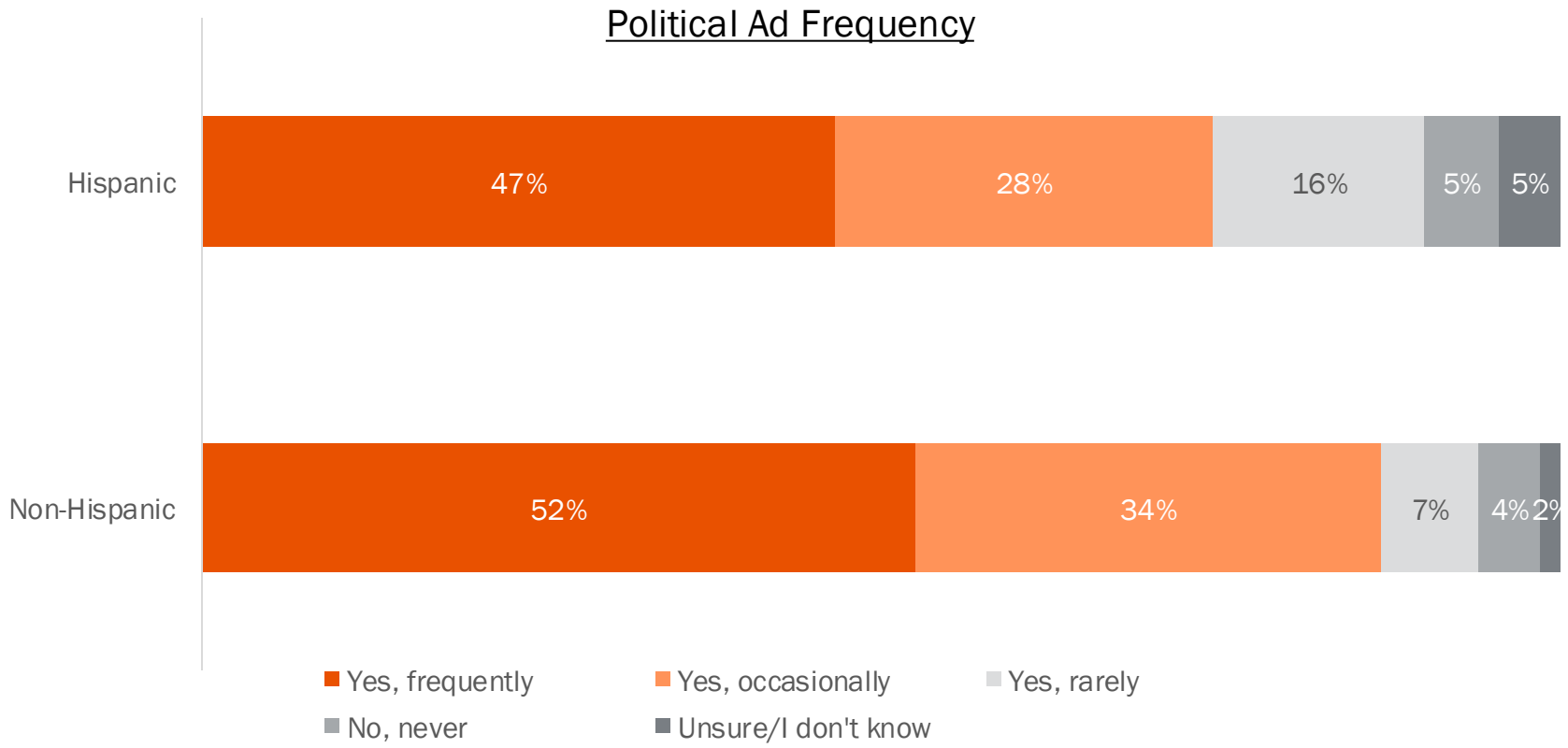
Do you think that you know enough now about where the political parties stand on the issues most important to you to confidently make a voting decision?



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

49% of Hispanics Occasionally, Rarely or Never See Political Ads

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



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



Messaging in Spanish is *Powerful* and *Connects*

67%

OF HISPANICS AGREE

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

63%

OF HISPANICS AGREE

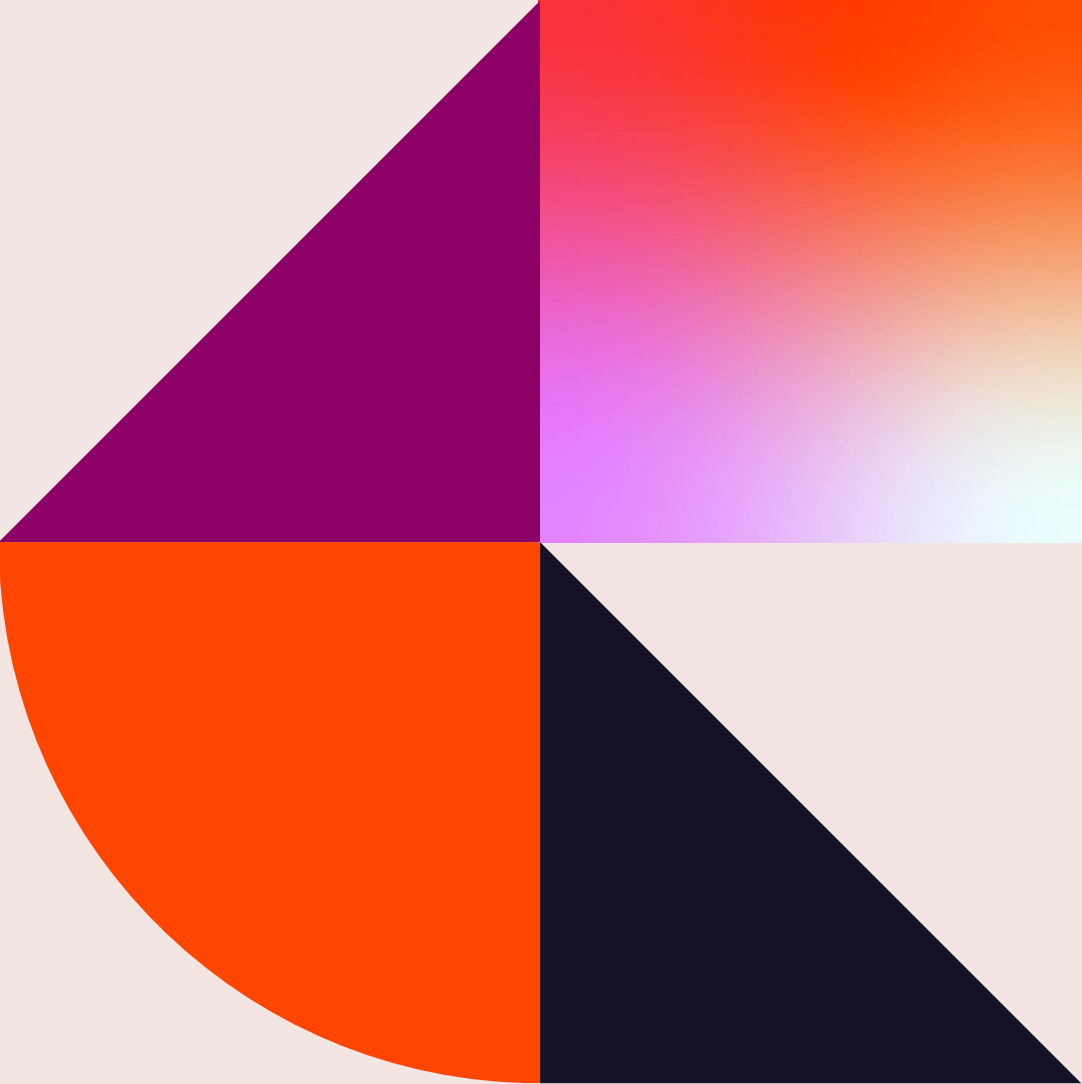
Political parties and candidates who advertise in Spanish are *showing me they want my vote*

54%

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*

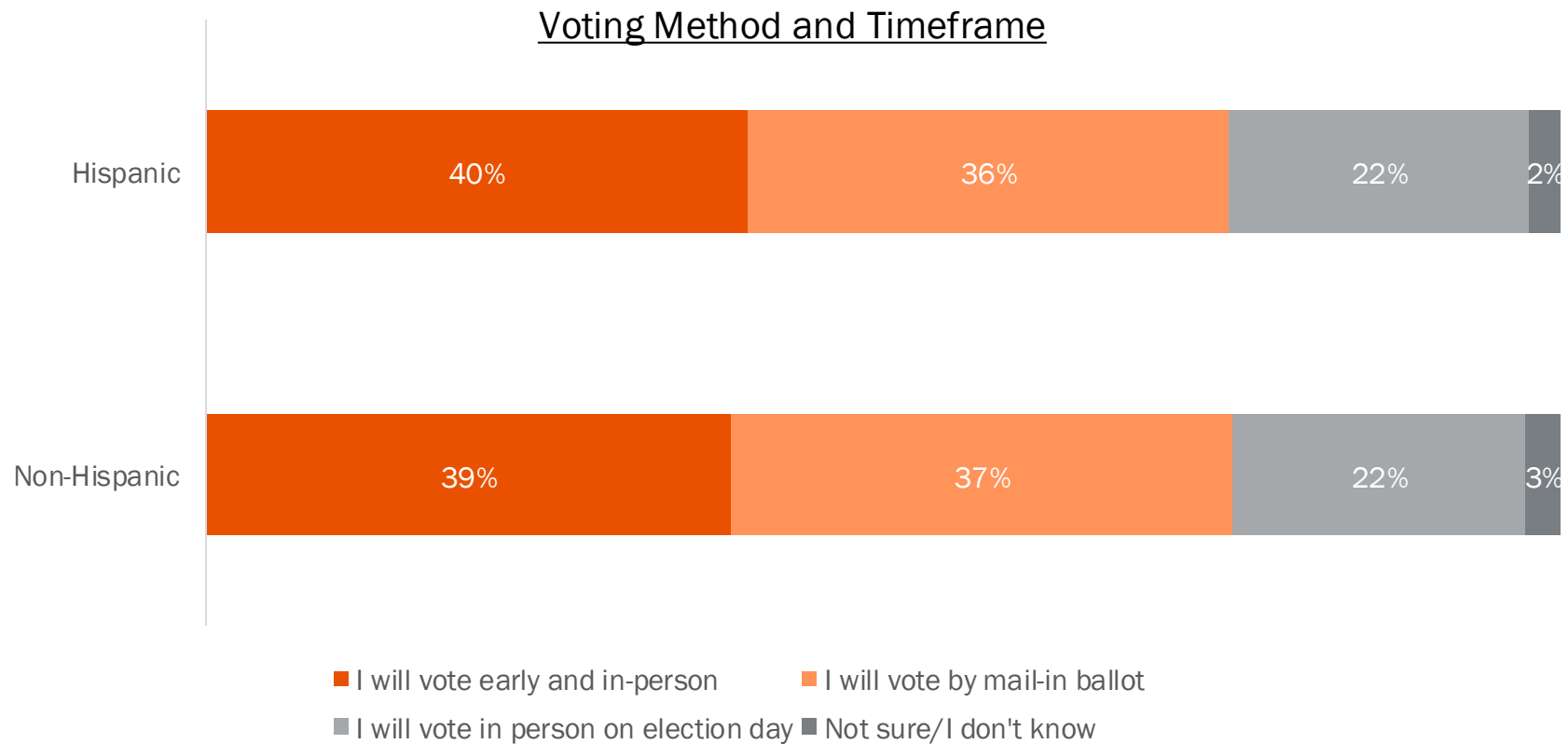
Voting & Campaign Information



Voting Method and Timeframe

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

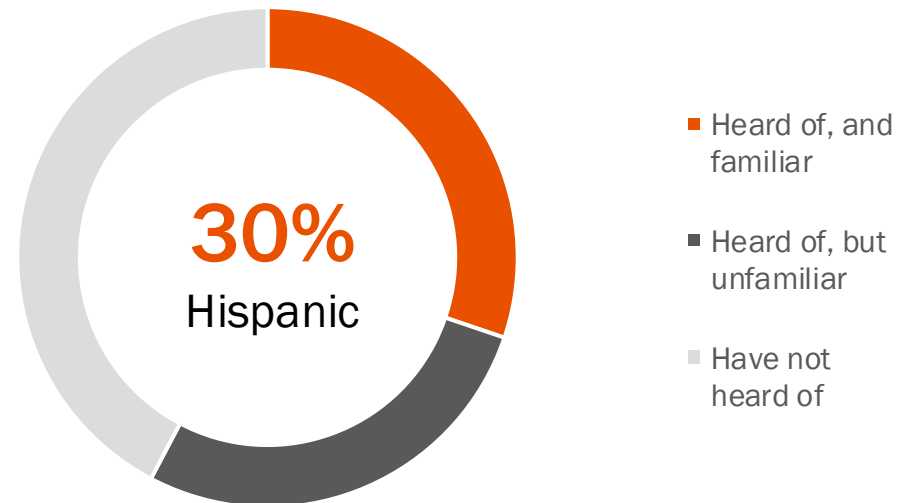
How do you plan to vote in the General election?



Vota Conmigo Familiarity

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

Vota Conmigo Familiarity





Gracias

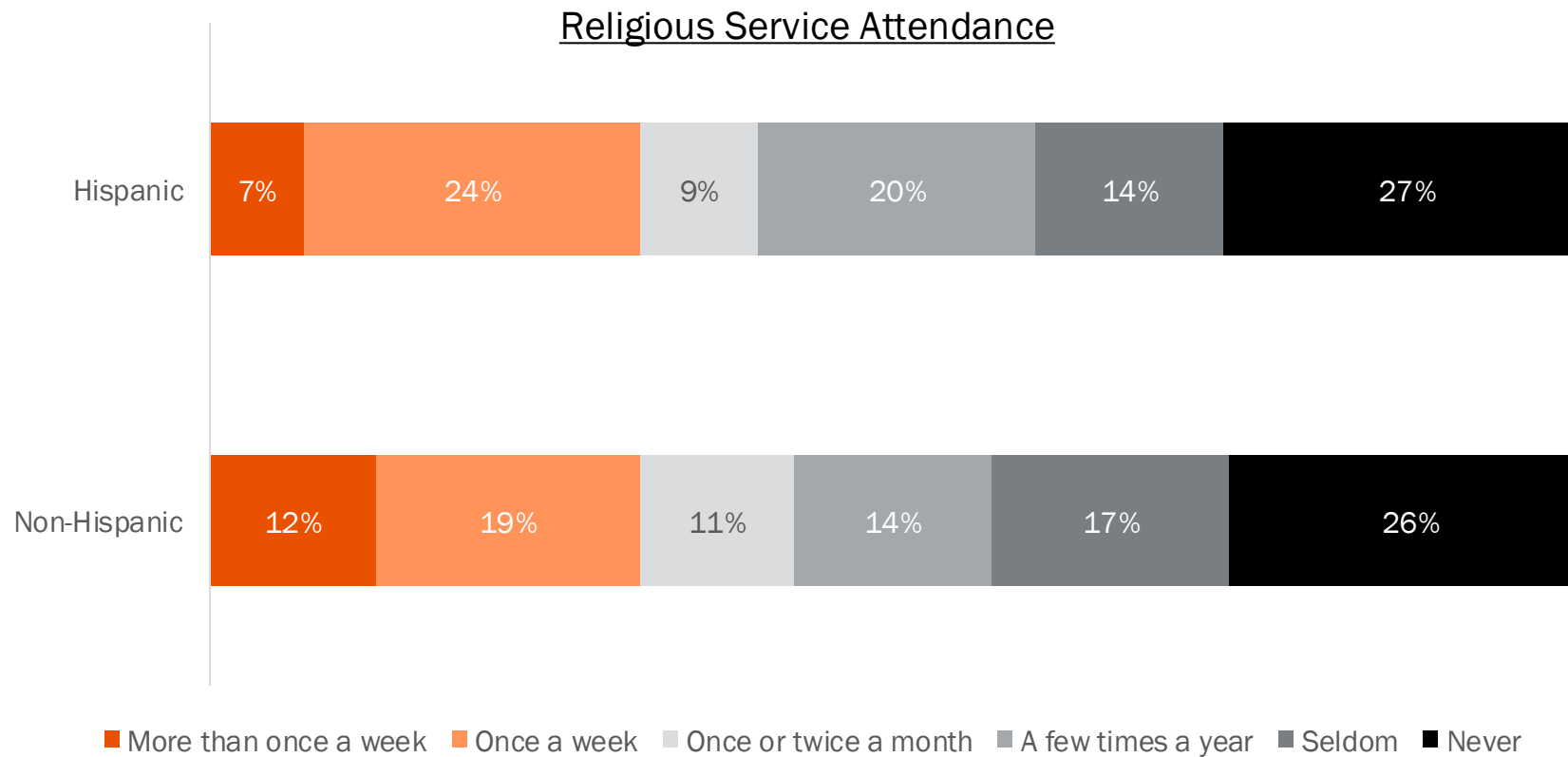
Televisa
Univision

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	72%	8%	76%	6%
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	31%	48%	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

Ballot Language Preference

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

Ballot Language Preference

