NEW JERSEY

New Jersey's Hispanic Community

NJ Hispanics Are YOUNGER

42 Hispanic median age
vs 53 for Non-Hispanic

Lower Hispanic Median Household Income

$65,853
vs $120,581 for Non-Hispanic

Larger Hispanic Households

4.1 Median Persons per HH
vs 3.0 for Non-Hispanic

More Likely to Have Children in Household

45% Kids <18 in HH
vs 28% for Non-Hispanic

Renting Their Homes

61% Rent where they live
vs 28% for Non-Hispanic

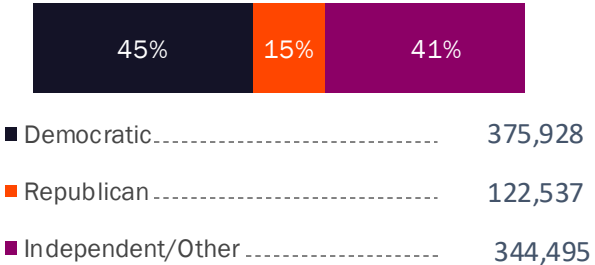Televisa Univision | Consumer Strategy & Insights

2024 NJ Hispanic Voter Profile

2024 HISPANIC REGISTERED VOTERS

842,960
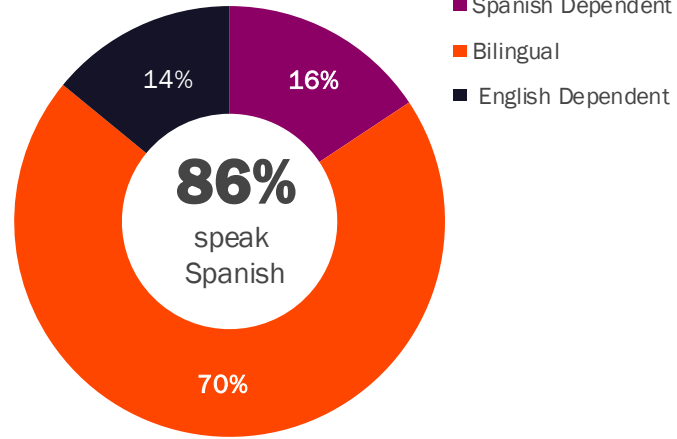
15% of all registered voters

POLITICAL AFFILIATION

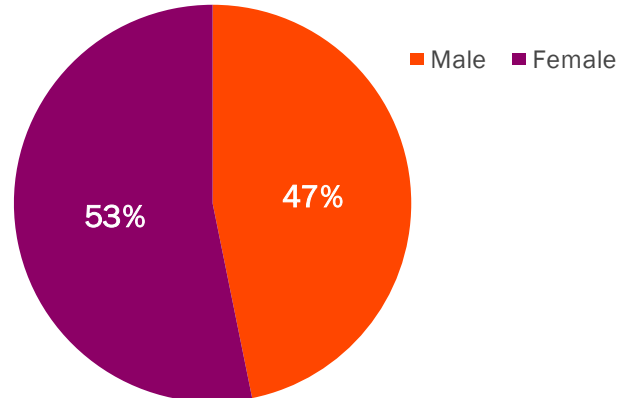| 45%	15%	41%

■ Democratic	375,928
■ Republican	122,537
■ Independent/Other	344,495

AGE DISTRIBUTION 18+	HISPANIC
18-34	29%
35+	71%
18-24	10%
25-34	19%
35-49	26%
50-64	25%
65+	20%

2024 HISPANICS AGE 5+ LANGUAGE USAGE*

- ■ Spanish Dependent
- ■ Bilingual
- ■ English Dependent

86% speak Spanish

14% · 16% · 70%

REGISTERED VOTER GENDER DISTRIBUTION

- ■ Male ■ Female

53% · 47%

COUNTRY OF ORIGIN*	POPULATION	SHARE
Total Hispanic Population	2,161,610	
Caribbean	1,019,383	47.2%
Puerto Rican	534,540	52%
Dominican	380,381	37%
Cuban	104,462	10%
South American	491,441	22.7%
Ecuadorian	164,474	33%
Colombian	151,575	31%
Peruvian	100,792	21%
Venezuelan	21,288	4%
Argentinean	19,328	4%
Chilean	13,876	3%
Uruguayan	9,308	2%
Bolivian	5,551	1%
Other South American	3,315	1%
Paraguayan	1,934	0%
Central American	269,968	12.5%
Salvadoran	82,548	31%
Guatemalan	78,993	29%
Honduran	63,179	23%
Costa Rican	25,211	9%
Nicaraguan	11,560	4%
Panamanian	8,086	3%
Other Central American	391	0%
Mexican	251,935	11.7%
Other Hispanic	128,883	6.0%

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2024 NJ Hispanic Voters in Presidential Years

AS OF 5/15/2024

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

| | +20% vs. 2020 NH: +13% |
| +35% vs. 2016 NH: +29% | |

623,202

521,112

385,664

Vs. 2016: Hispanics are expected to grow by +62% NH: +46%

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

2016   2020   2024

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TU & Media Predict

2024 Presidential Tracker

New Jersey
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 929 likely voters ages 18+

A18+
398 Hispanic (296 SpanDom/Bilingual)
531 Non-Hispanic

- In field 8/1/2024 – 8/6/2024

- 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 5.0% for Hispanics and 4.3% for Non-Hispanics.

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

Only 35% 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

35%
Hispanic

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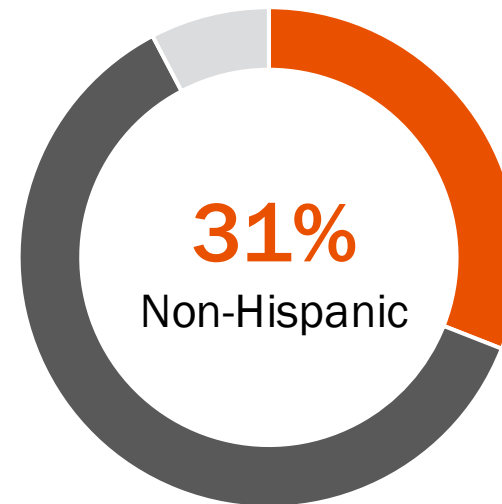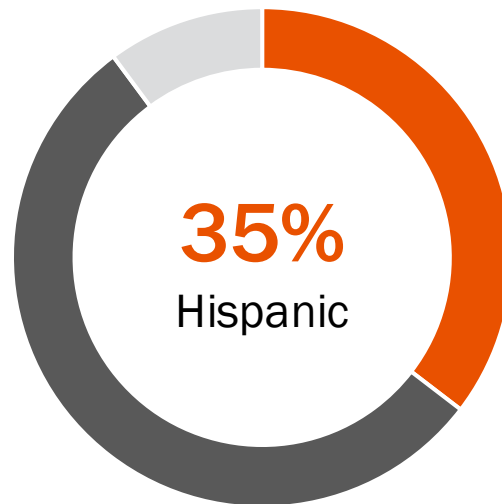
- Right direction
- Wrong track
- Unsure/I don't know

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General Election Polling
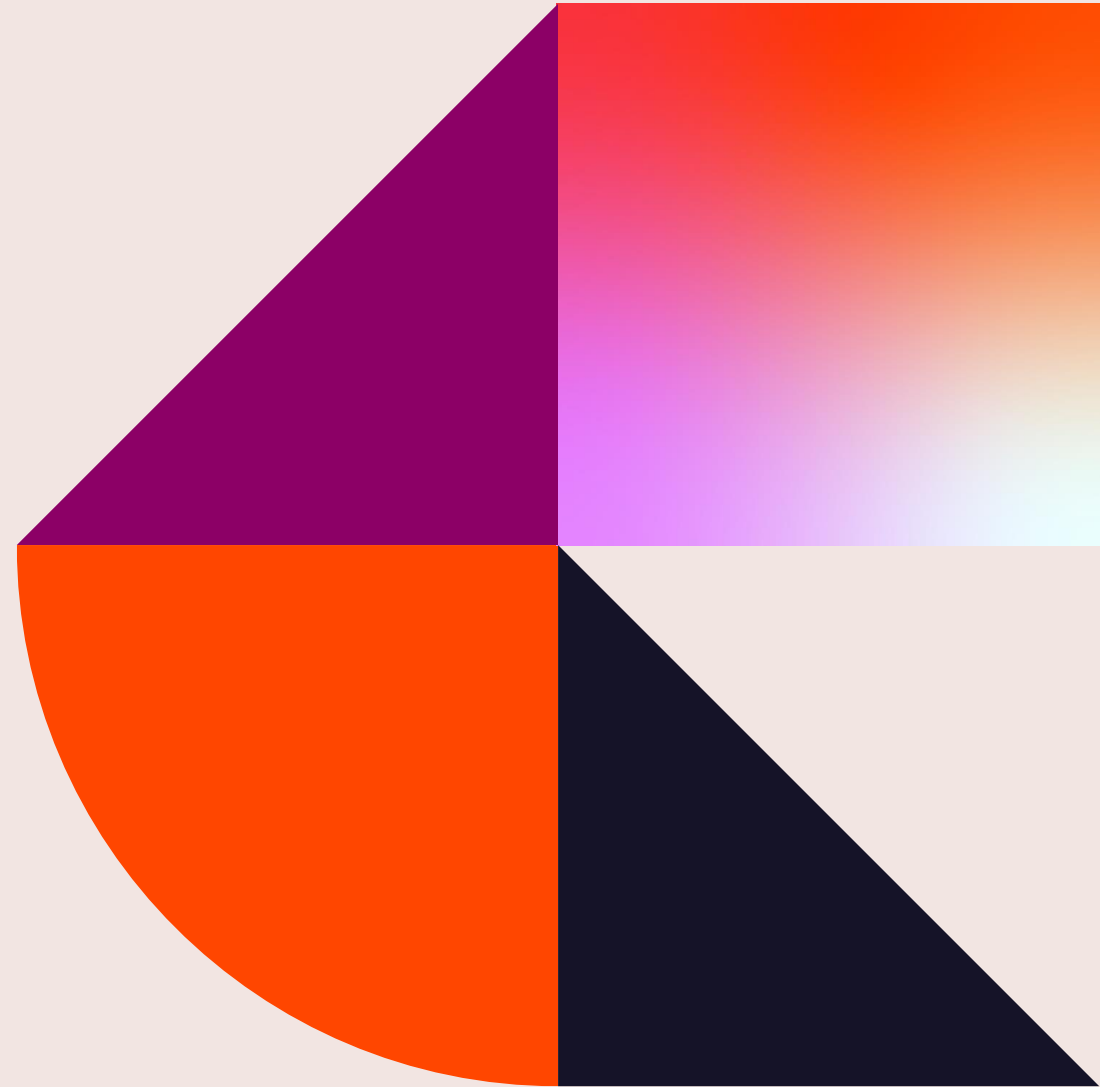
Matchup: Harris vs Trump

- HARRIS LEADS AMONG HISPANICS, LOWER THAN NON-HISPANICS (TOP BOX)
- 37% OF HISPANICS UP FOR GRABS (32% NOT DEFINITE, 5% UNSURE)

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

Presidential Matchup

	Definitely Harris	Probably Harris	Probably Trump	Definitely Trump	Someone else	Unsure/I don't know
Hispanic	42%	17%	15%	20%	2%	5%
Non-Hispanic	45%	8%	8%	35%	2%	2%

■ Definitely Harris ■ Probably Harris ■ Probably Trump ■ Definitely Trump ■ Someone else ■ Unsure/I don't know
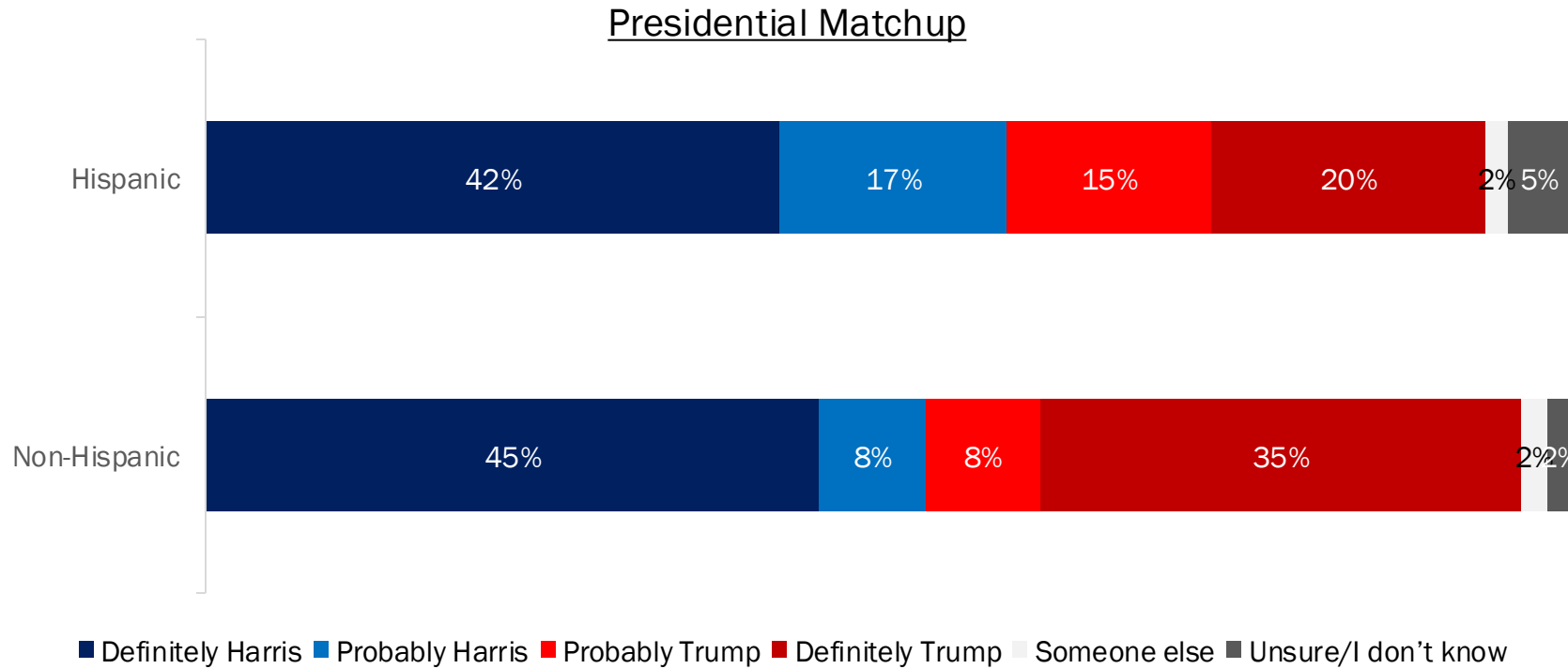
Candidate Support Among Hispanics

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

Men
- Harris: 49% (Probably 17%, Definitely 31%)
- Trump: 47% (Probably 24%, Definitely 23%)

Women
- Harris: 69% (Probably 16%, Definitely 53%)
- Trump: 23% (Probably 5%, Definitely 17%)

18-34
- Harris: 63% (Probably 26%, Definitely 37%)
- Trump: 28% (Probably 13%, Definitely 15%)

35+
- Harris: 56% (Probably 12%, Definitely 45%)
- Trump: 39% (Probably 16%, Definitely 23%)

Married
- Harris: 51% (Probably 22%, Definitely 29%)
- Trump: 47% (Probably 22%, Definitely 26%)

Children in HH
- Harris: 50% (Probably 17%, Definitely 32%)
- Trump: 47% (Probably 23%, Definitely 24%)

Total Support
- Probably
- Definitely

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

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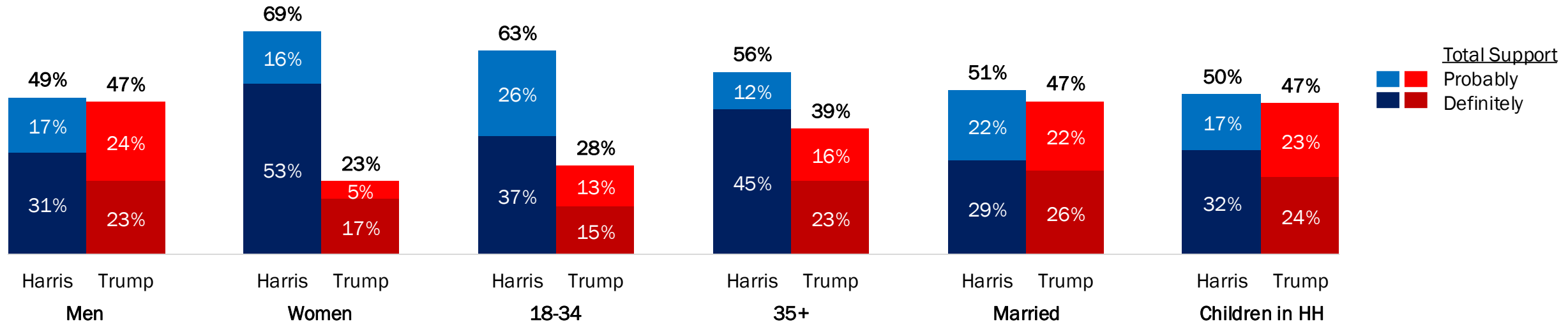
Trump Voters Are More Enthusiastic

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

Voting Harris: Favor Harris or Oppose Trump

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

	Hispanic	Non-Hispanic
More in opposition to Donald Trump	11%	15%
Equally in favor	30%	28%
More in favor of Kamala Harris	59%	57%

Voting Trump: Favor Trump or Oppose Harris
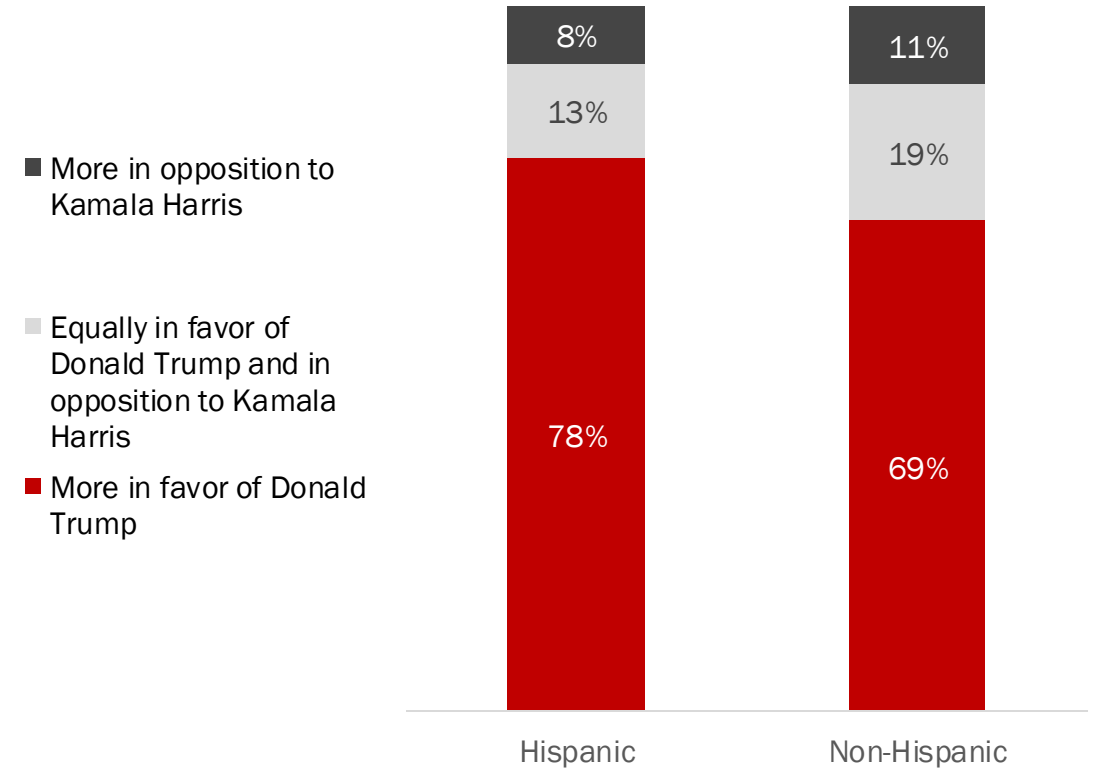
- More in opposition to Kamala Harris
- Equally in favor of Donald Trump and in opposition to Kamala Harris
- More in favor of Donald Trump

	Hispanic	Non-Hispanic
More in opposition to Kamala Harris	8%	11%
Equally in favor	13%	19%
More in favor of Donald Trump	78%	69%

Matchup: Harris vs Trump vs Kennedy

- HARRIS LEADS AMONG HISPANICS, LOWER THAN NON-HISPANICS (TOP BOX)
- KENNEDY PERFORMS HIGHER AMONG HISPANICS THAN NON-HISPANICS
- 34% OF HISPANICS UP FOR GRABS (28% NOT DEFINITE, 6% 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?
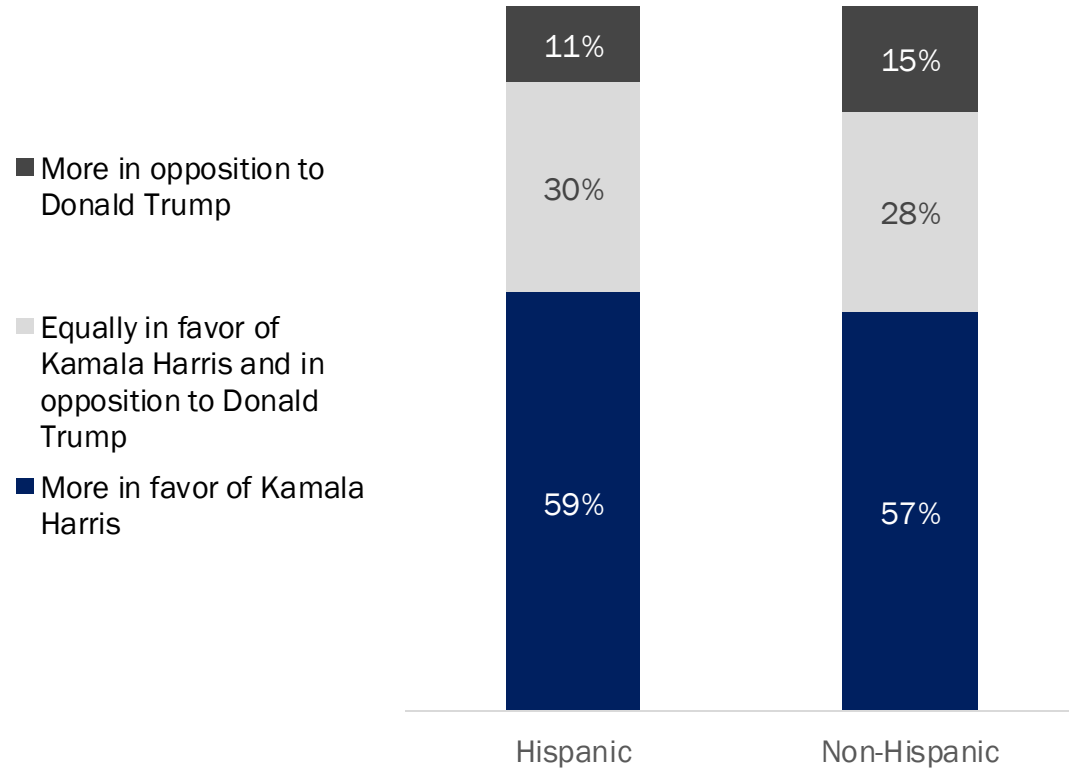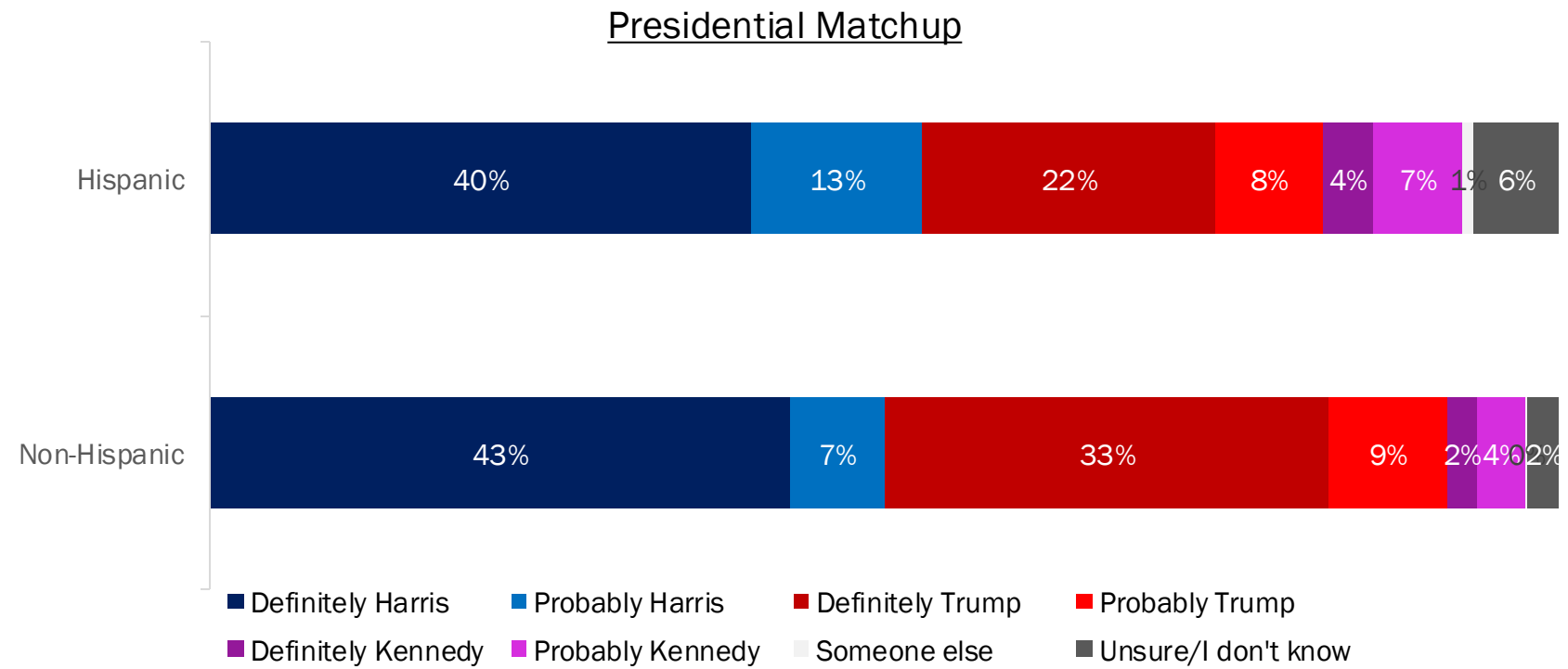
Presidential Matchup

Group	Definitely Harris	Probably Harris	Definitely Trump	Probably Trump	Definitely Kennedy	Probably Kennedy	Someone else	Unsure/I don't know
Hispanic	40%	13%	22%	8%	4%	7%	1%	6%
Non-Hispanic	43%	7%	33%	9%	2%	4%		2%

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

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40% of Hispanics Not Completely Certain About Their Vote for President

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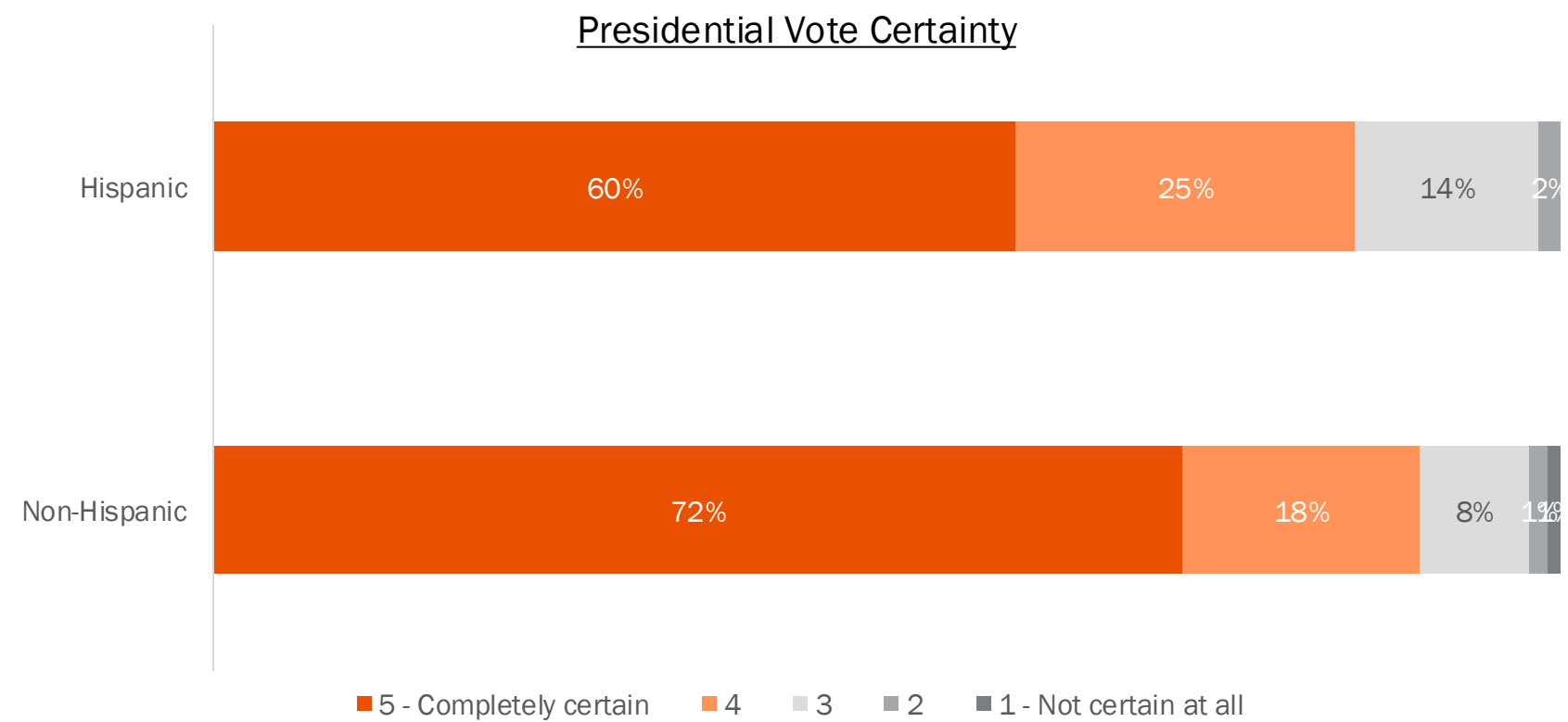
Presidential Vote Certainty

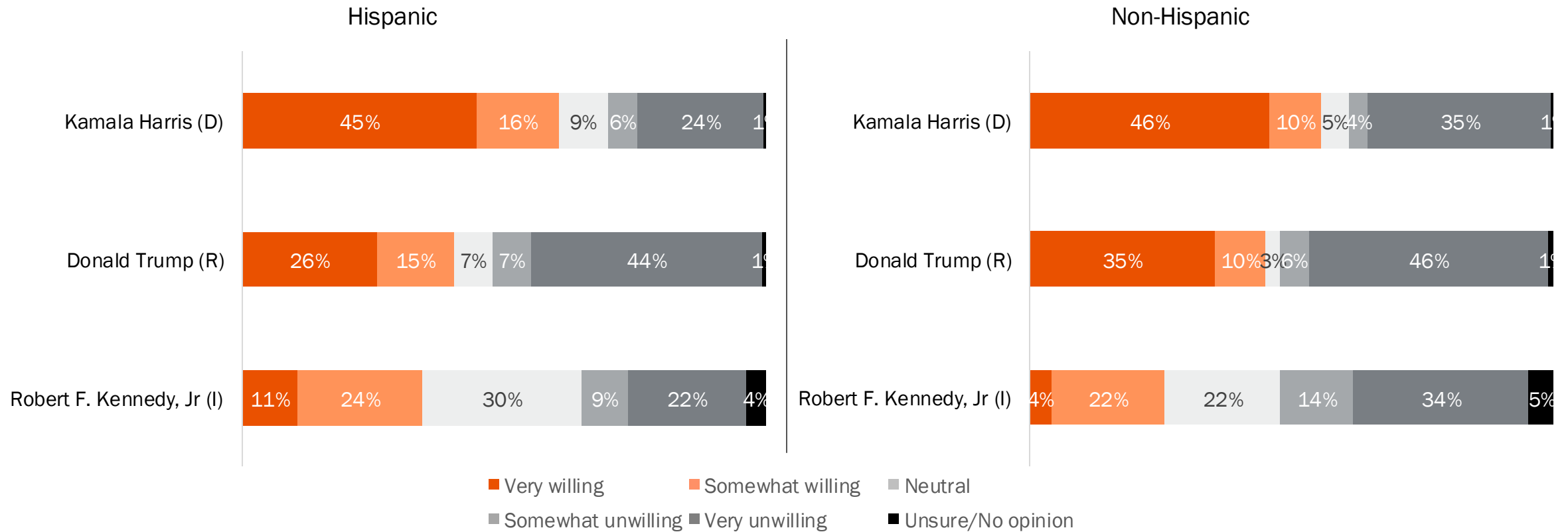|		
Hispanic	60%	25%	14%	2%
Non-Hispanic	72%	18%	8%	1% 1%

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

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13

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						
Kamala Harris (D)	45%	16%	9%	6%	24%	1%
Donald Trump (R)	26%	15%	7%	7%	44%	1%
Robert F. Kennedy, Jr (I)	11%	24%	30%	9%	22%	4%

Non-Hispanic

Candidate						
Kamala Harris (D)	46%	10%	5%	4%	35%	1%
Donald Trump (R)	35%	10%	3%	6%	46%	1%
Robert F. Kennedy, Jr (I)	4%	22%	22%	14%	34%	5%

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

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House of Representatives Vote

- DEMOCRATS FAVORED BY HISPANICS, LOWER THAN NON-HISPANICS (TOP BOX)
- 41% OF HISPANICS UP FOR GRABS (32% NOT DEFINITE, 9% UNSURE)

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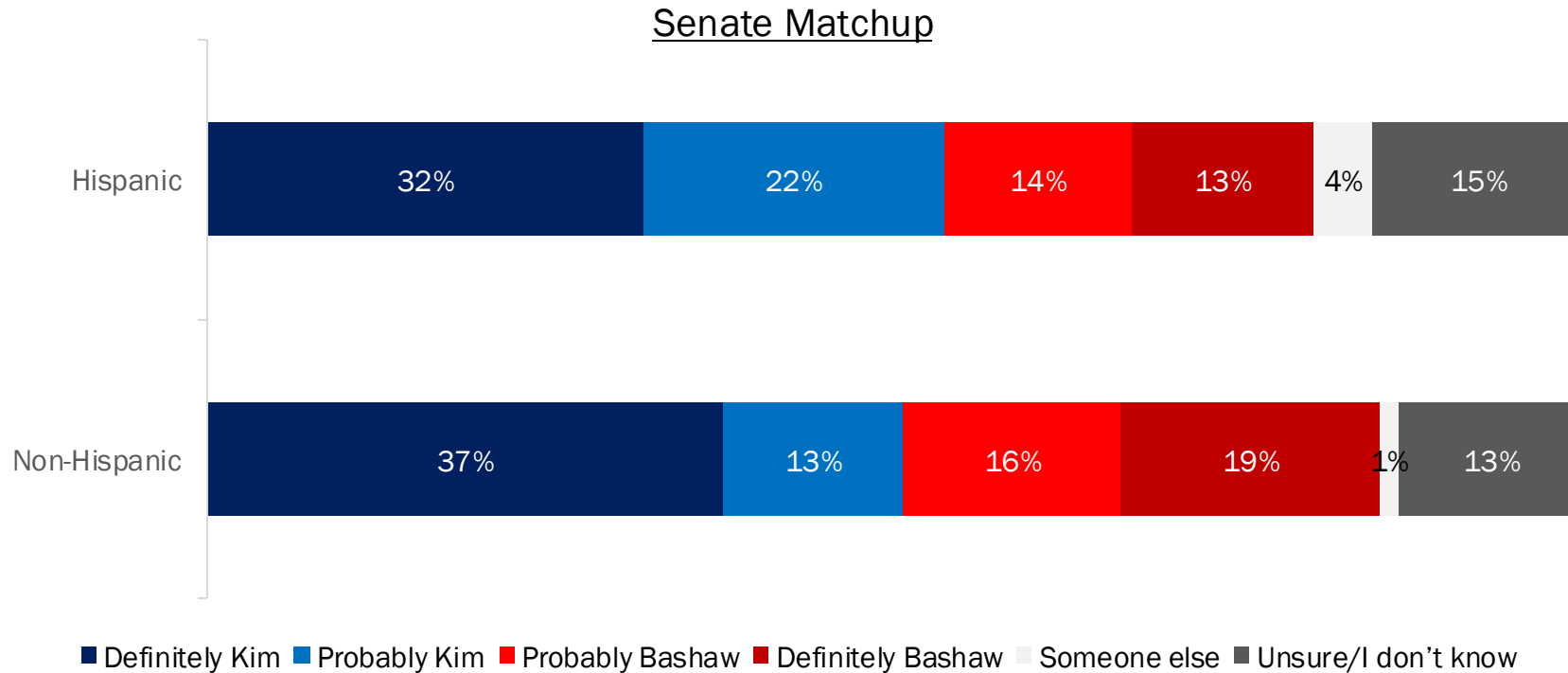
House of Representatives Vote

	Definitely voting Democratic	Probably voting Democratic	Probably voting Republican	Definitely voting Republican	Someone else	Unsure/I don't know
Hispanic	39%	20%	12%	19%	1%	9%
Non-Hispanic	41%	11%	10%	30%	1%	6%

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

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Matchup: Kim vs Bashaw

- ANDY KIM LEADS AMONG HISPANICS, LOWER THAN NON-HISPANICS (TOP BOX)
- 51% OF HISPANICS UP FOR GRABS (36% NOT DEFINITE, 15% UNSURE)

If the election for United States Senator from New Jersey were being held today, and the candidates were Curtis Bashaw (Republican) and Andy Kim (Democrat), for whom would you vote?

Senate Matchup

	Definitely Kim	Probably Kim	Probably Bashaw	Definitely Bashaw	Someone else	Unsure/I don't know
Hispanic	32%	22%	14%	13%	4%	15%
Non-Hispanic	37%	13%	16%	19%	1%	13%

■ Definitely Kim ■ Probably Kim ■ Probably Bashaw ■ Definitely Bashaw ■ Someone else ■ Unsure/I don't know

Candidate Support Among Hispanics

- BASHAW'S STRONGEST SUPPORT AMONG MARRIED ADULTS
- KIM'S STRONGEST SUPPORT AMONG WOMEN

If the election for United States Senator from New Jersey were being held today, and the candidates were Curtis Bashaw (Republican) and Andy Kim (Democrat), for whom would you vote?
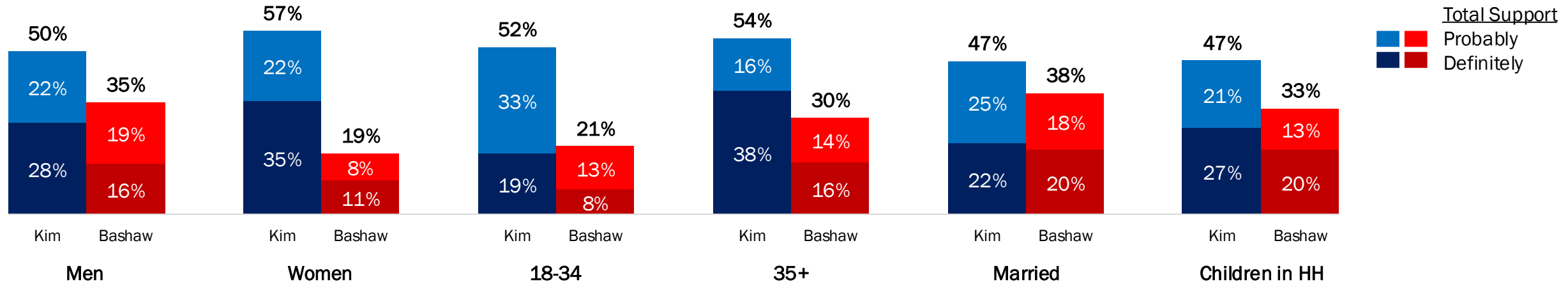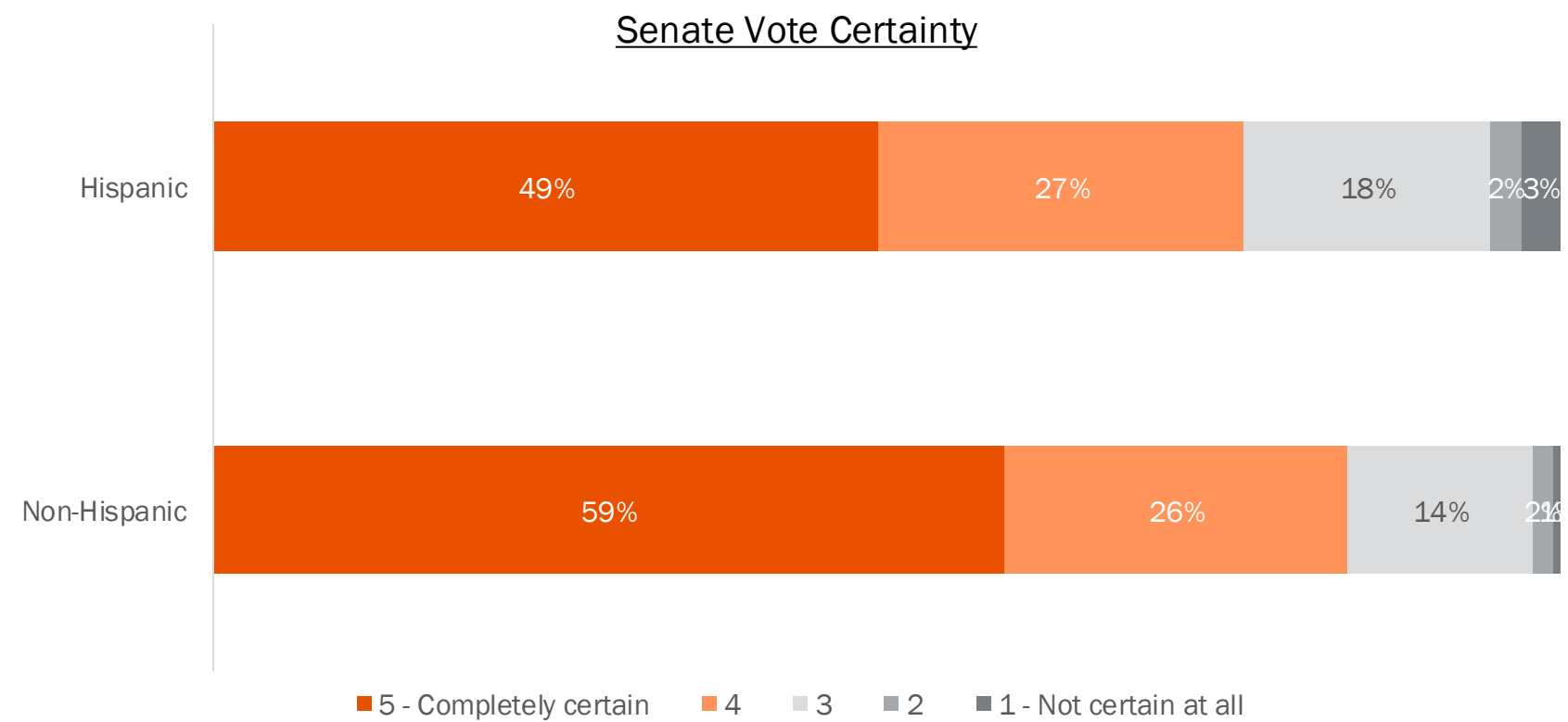
Senate Matchup

Total Support
- Probably
- Definitely

Men
- Kim: 50% (22% / 28%)
- Bashaw: 35% (19% / 16%)

Women
- Kim: 57% (22% / 35%)
- Bashaw: 19% (8% / 11%)

18-34
- Kim: 52% (33% / 19%)
- Bashaw: 21% (13% / 8%)

35+
- Kim: 54% (16% / 38%)
- Bashaw: 30% (14% / 16%)

Married
- Kim: 47% (25% / 22%)
- Bashaw: 38% (18% / 20%)

Children in HH
- Kim: 47% (21% / 27%)
- Bashaw: 33% (13% / 20%)

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51% of Hispanics Not Completely Certain About Their Vote for Senator

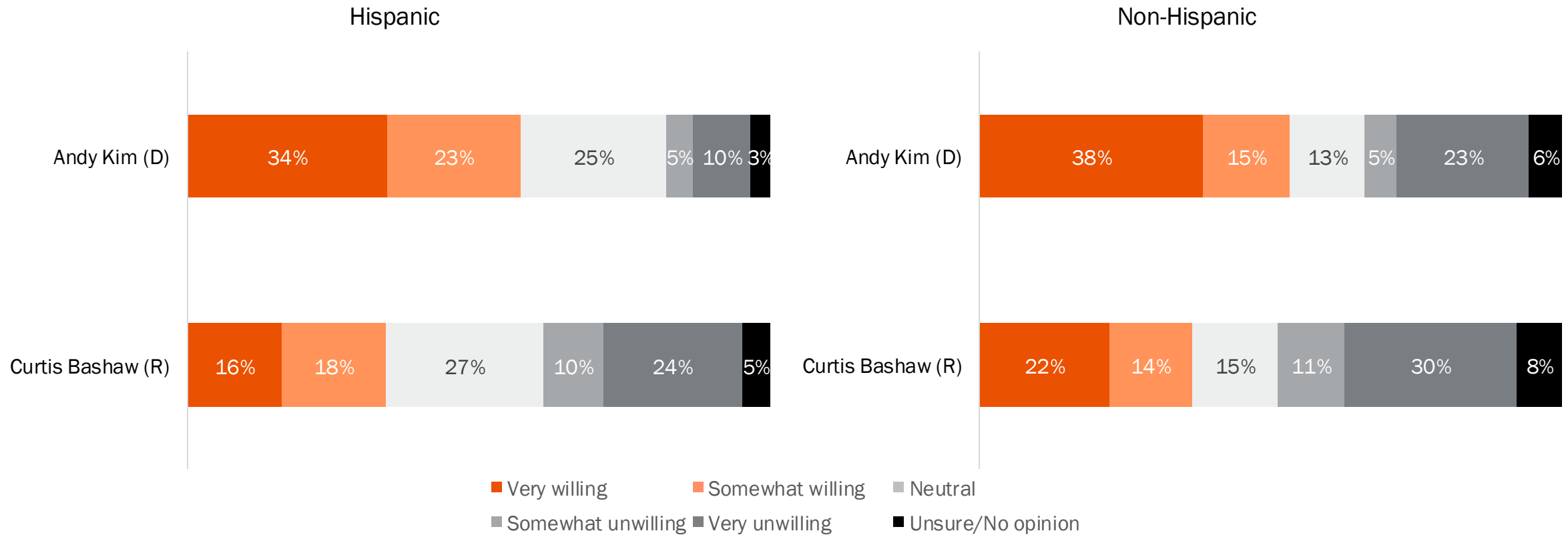*How certain are you that this is the right choice of candidate for you?*

Senate Vote Certainty

Hispanic
| 49% | 27% | 18% | 2% | 3% |

Non-Hispanic
| 59% | 26% | 14% | 2% | 1% |

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

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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.
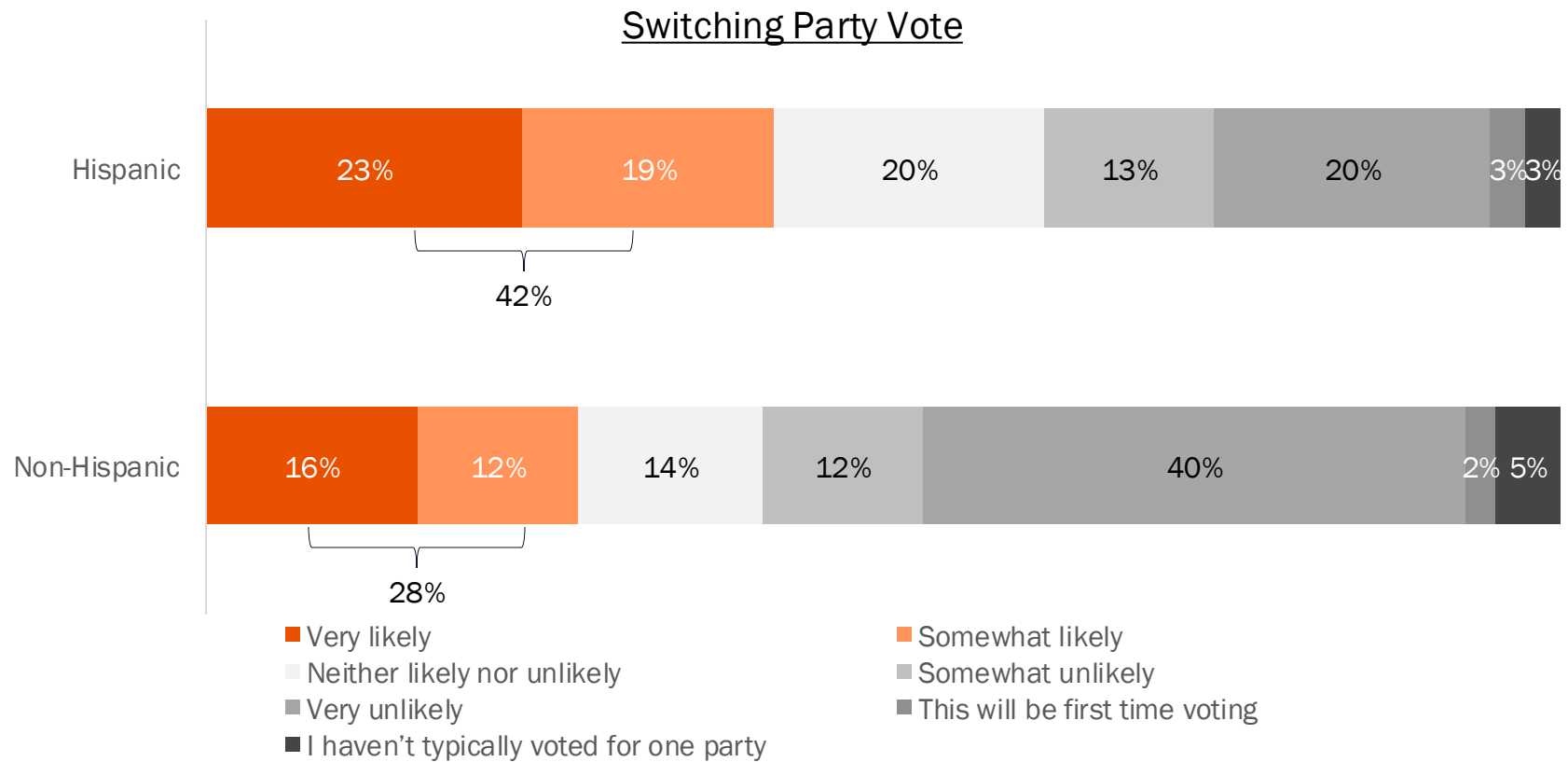
Senate Willingness

Hispanic

Andy Kim (D)
34% | 23% | 25% | 5% | 10% | 3%

Curtis Bashaw (R)
16% | 18% | 27% | 10% | 24% | 5%

Non-Hispanic

Andy Kim (D)
38% | 15% | 13% | 5% | 23% | 6%

Curtis Bashaw (R)
22% | 14% | 15% | 11% | 30% | 8%

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

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	Not one party
Hispanic	23%	19%	20%	13%	20%	3%	3%

42%

	Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	First time	Not one party
Non-Hispanic	16%	12%	14%	12%	40%	2%	5%

28%

- ■ 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

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20

Favorability & Job Approval

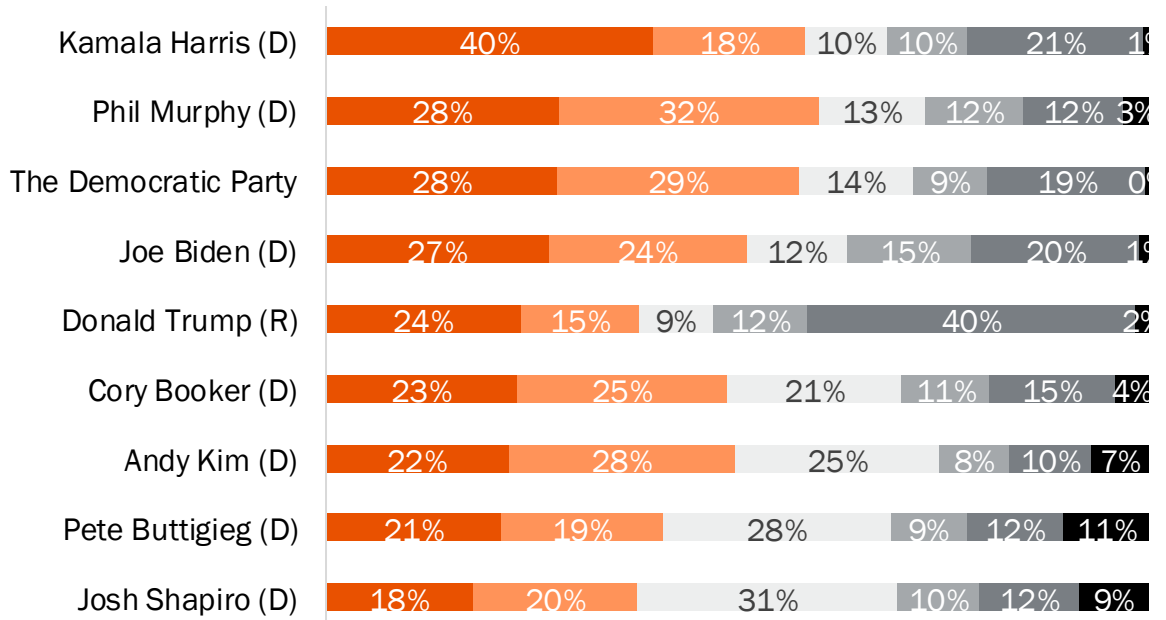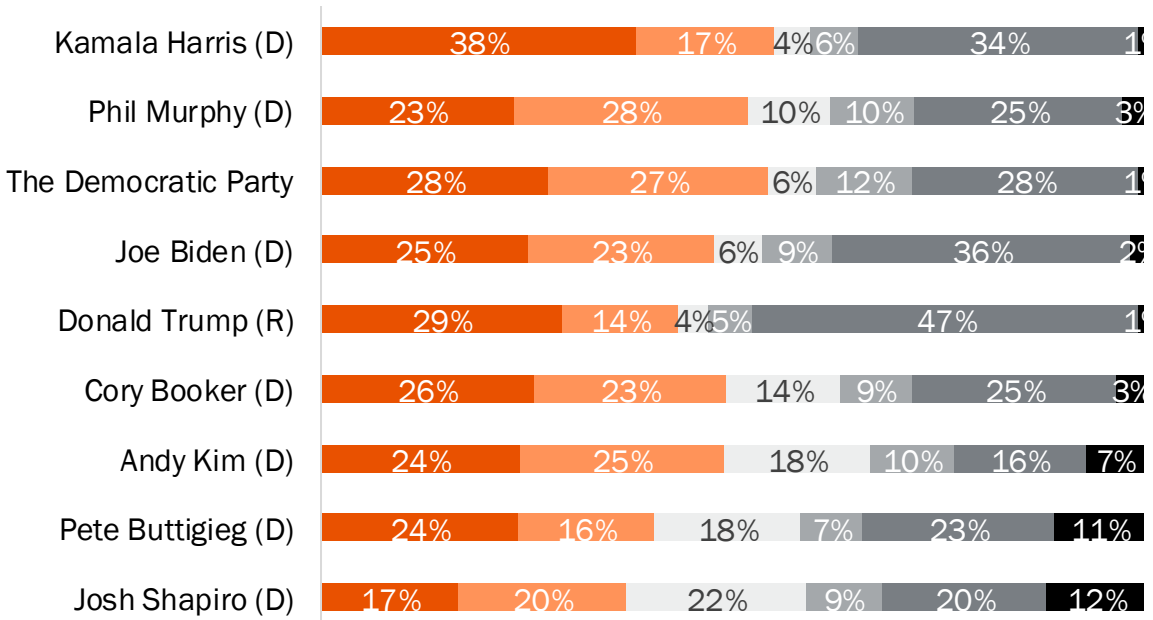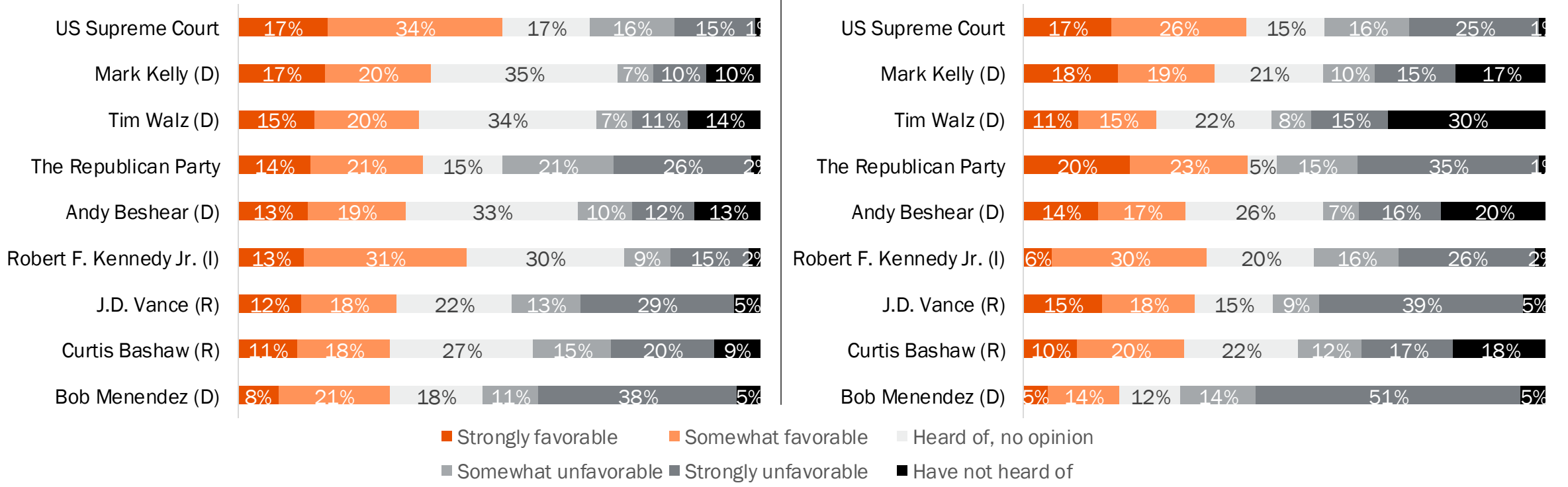Televisa Univision | **Consumer** Strategy & Insights

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)	40%	18%	10%	10%	21%	1%
Phil Murphy (D)	28%	32%	13%	12%	12%	3%
The Democratic Party	28%	29%	14%	9%	19%	0%
Joe Biden (D)	27%	24%	12%	15%	20%	1%
Donald Trump (R)	24%	15%	9%	12%	40%	2%
Cory Booker (D)	23%	25%	21%	11%	15%	4%
Andy Kim (D)	22%	28%	25%	8%	10%	7%
Pete Buttigieg (D)	21%	19%	28%	9%	12%	11%
Josh Shapiro (D)	18%	20%	31%	10%	12%	9%

Non-Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Kamala Harris (D)	38%	17%	4%	6%	34%	1%
Phil Murphy (D)	23%	28%	10%	10%	25%	3%
The Democratic Party	28%	27%	6%	12%	28%	1%
Joe Biden (D)	25%	23%	6%	9%	36%	2%
Donald Trump (R)	29%	14%	4%	5%	47%	1%
Cory Booker (D)	26%	23%	14%	9%	25%	3%
Andy Kim (D)	24%	25%	18%	10%	16%	7%
Pete Buttigieg (D)	24%	16%	18%	7%	23%	11%
Josh Shapiro (D)	17%	20%	22%	9%	20%	12%

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

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
US Supreme Court	17%	34%	17%	16%	15%	1%
Mark Kelly (D)	17%	20%	35%	7%	10%	10%
Tim Walz (D)	15%	20%	34%	7%	11%	14%
The Republican Party	14%	21%	15%	21%	26%	2%
Andy Beshear (D)	13%	19%	33%	10%	12%	13%
Robert F. Kennedy Jr. (I)	13%	31%	30%	9%	15%	2%
J.D. Vance (R)	12%	18%	22%	13%	29%	5%
Curtis Bashaw (R)	11%	18%	27%	15%	20%	9%
Bob Menendez (D)	8%	21%	18%	11%	38%	5%

Non-Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
US Supreme Court	17%	26%	15%	16%	25%	1%
Mark Kelly (D)	18%	19%	21%	10%	15%	17%
Tim Walz (D)	11%	15%	22%	8%	15%	30%
The Republican Party	20%	23%	5%	15%	35%	1%
Andy Beshear (D)	14%	17%	26%	7%	16%	20%
Robert F. Kennedy Jr. (I)	6%	30%	20%	16%	26%	2%
J.D. Vance (R)	15%	18%	15%	9%	39%	5%
Curtis Bashaw (R)	10%	20%	22%	12%	17%	18%
Bob Menendez (D)	5%	14%	12%	14%	51%	5%

Legend:
- ■ 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
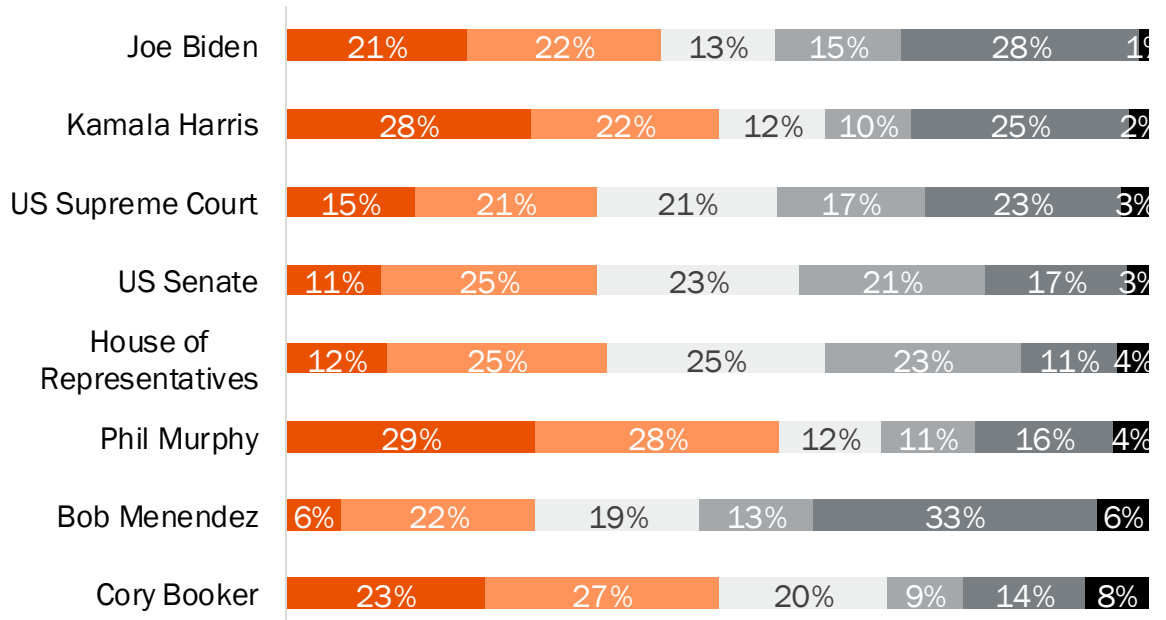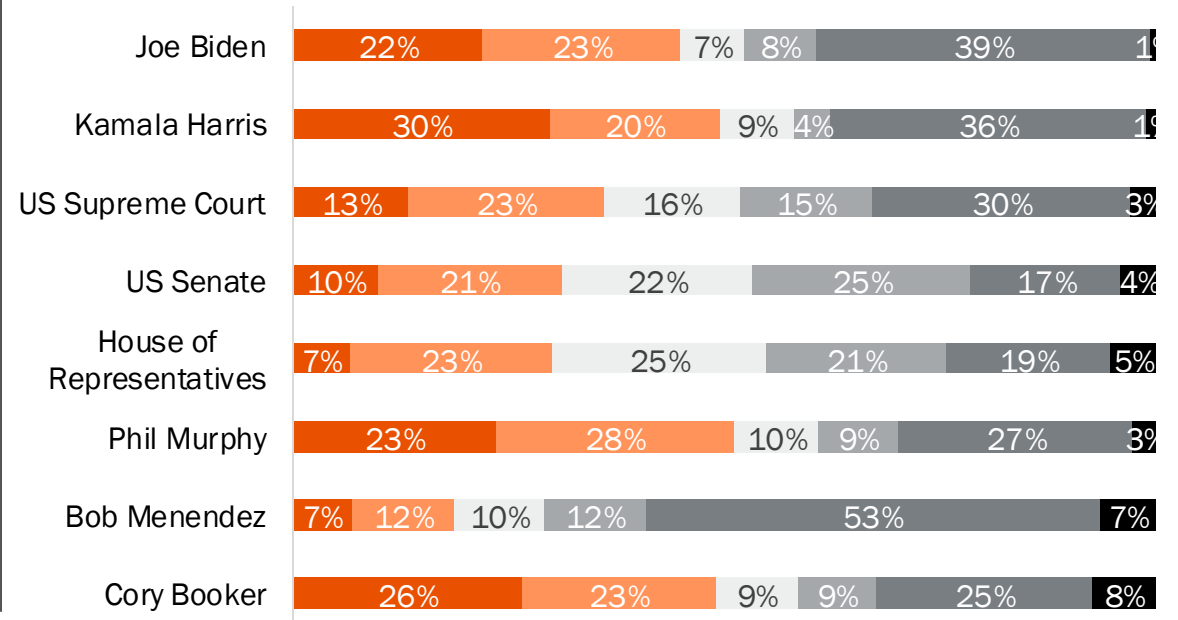
	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	21%	22%	13%	15%	28%	1%
Kamala Harris	28%	22%	12%	10%	25%	2%
US Supreme Court	15%	21%	21%	17%	23%	3%
US Senate	11%	25%	23%	21%	17%	3%
House of Representatives	12%	25%	25%	23%	11%	4%
Phil Murphy	29%	28%	12%	11%	16%	4%
Bob Menendez	6%	22%	19%	13%	33%	6%
Cory Booker	23%	27%	20%	9%	14%	8%

Non-Hispanic

	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	22%	23%	7%	8%	39%	1%
Kamala Harris	30%	20%	9%	4%	36%	1%
US Supreme Court	13%	23%	16%	15%	30%	3%
US Senate	10%	21%	22%	25%	17%	4%
House of Representatives	7%	23%	25%	21%	19%	5%
Phil Murphy	23%	28%	10%	9%	27%	3%
Bob Menendez	7%	12%	10%	12%	53%	7%
Cory Booker	26%	23%	9%	9%	25%	8%

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

The Issues

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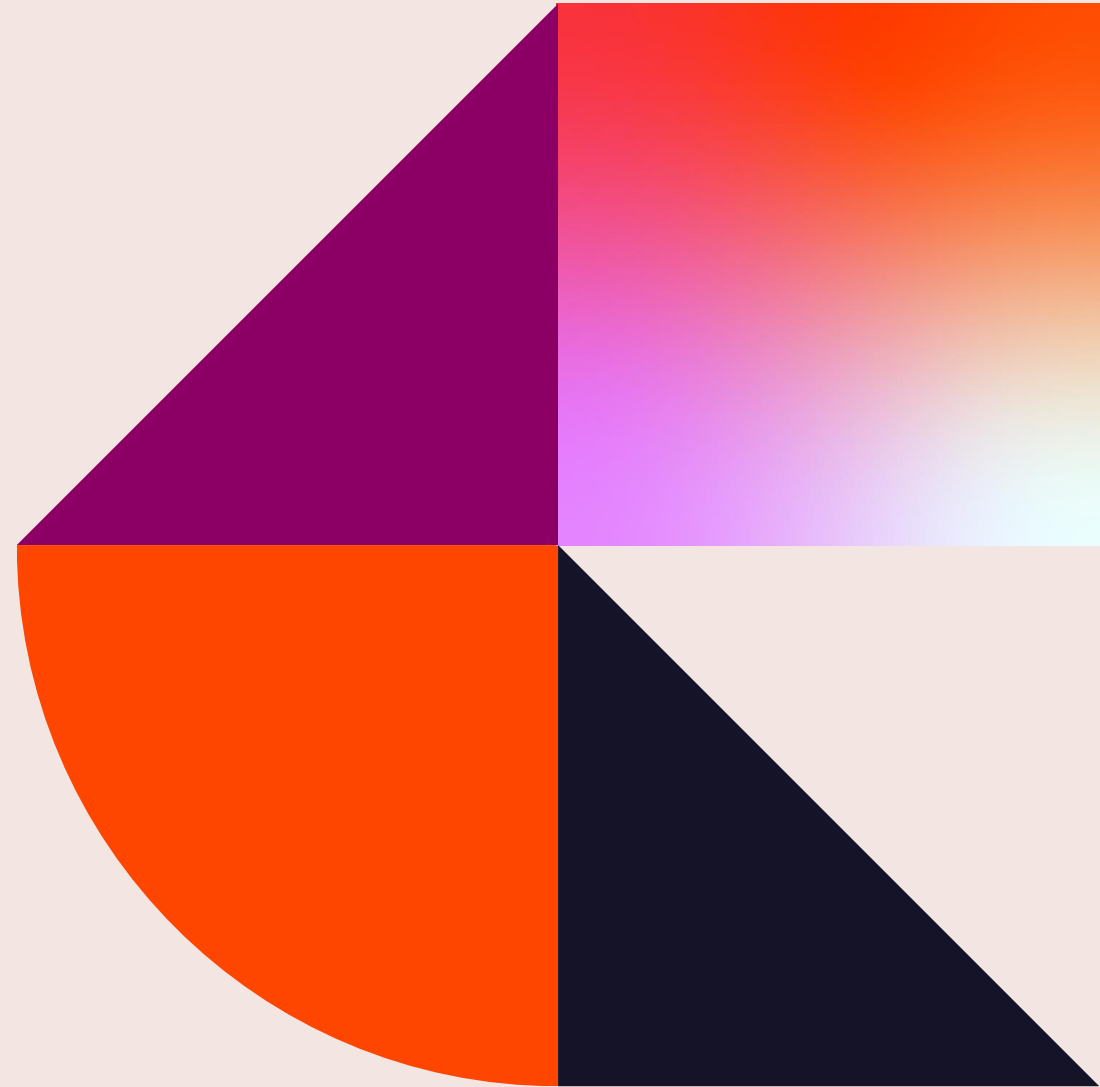
Cost of Living, Inflation, Healthcare, Economy/Jobs Top Issues for All Voters

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

Issue Importance TopBox

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Cost of living	73%	73%	Border security	44%	53%
Inflation	64%	67%	Defense / military	44%	44%
Healthcare	63%	63%	Immigration	43%	51%
Economy / jobs	63%	65%	Foreign policy	41%	40%
Affordable housing	57%	49%	Strengthening law enforcement	41%	44%
Crime and public safety	56%	59%	Abortion	40%	46%
National security	56%	62%	Energy policy	39%	37%
Education	53%	47%	Gun rights / 2nd amendment	36%	35%
Social security / Medicare	53%	62%	Race relations	36%	33%
Taxes	52%	58%	Police reform	34%	32%
Gun control	50%	51%	Israel / Hamas War	34%	33%
Entitlements / social services reform (Medicare, welfare, etc.)	48%	46%	Russia / Ukraine war	29%	29%
Climate change	48%	43%	U.S. relationship with China	26%	31%
Government spending / deficit	48%	47%	Culture wars	24%	21%
Infrastructure, such as roads and public transportation	45%	37%	LGBTQ rights	20%	28%
Opioids / drug abuse	45%	43%			

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	74%
Healthcare	69%
Climate change	67%
Economy / jobs	61%
Social security / Medicare	61%
Gun control	60%
Entitlements / social services reform (Medicare, welfare, etc.)	55%
Inflation	55%
National security	54%
Abortion	54%

Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	69%
Affordable housing	68%
Inflation	64%
Healthcare	64%
Economy / jobs	63%
Crime and public safety	58%
Education	53%
National security	52%
Government spending / deficit	50%
Social security / Medicare	49%

Top 10 Issues Among Definitely Trump Voters	% Hispanic Top Box
Inflation	84%
Cost of living	77%
Taxes	75%
Crime and public safety	69%
Economy / jobs	68%
National security	66%
Immigration	66%
Border security	63%
Strengthening law enforcement	59%
Infrastructure, such as roads and public transportation	56%

55% 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

55%
Hispanic

41%
Non-Hispanic

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

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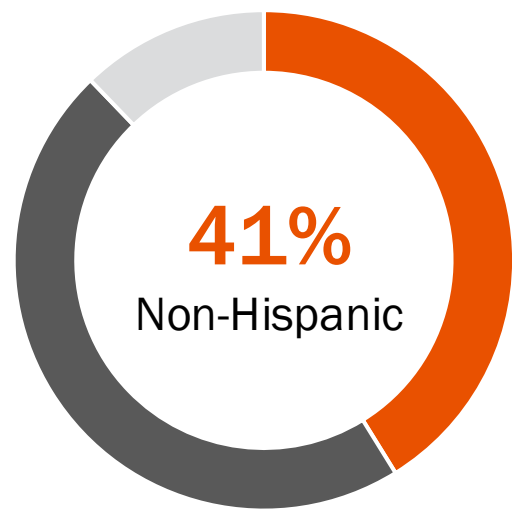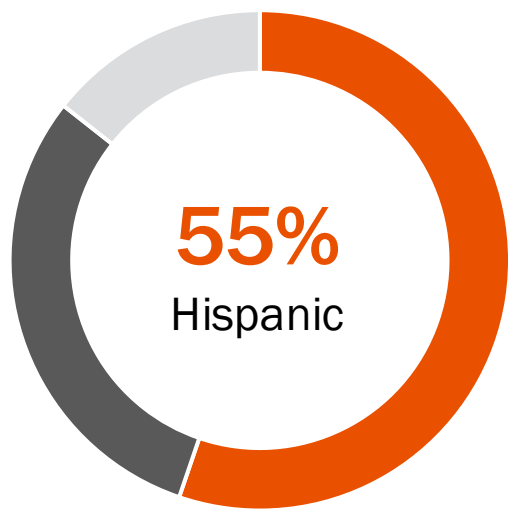
Issues That Will Determine Who They Vote For
- INFLATION MOST IMPORTANT TO HISPANICS

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

Top 10 Determining Issues

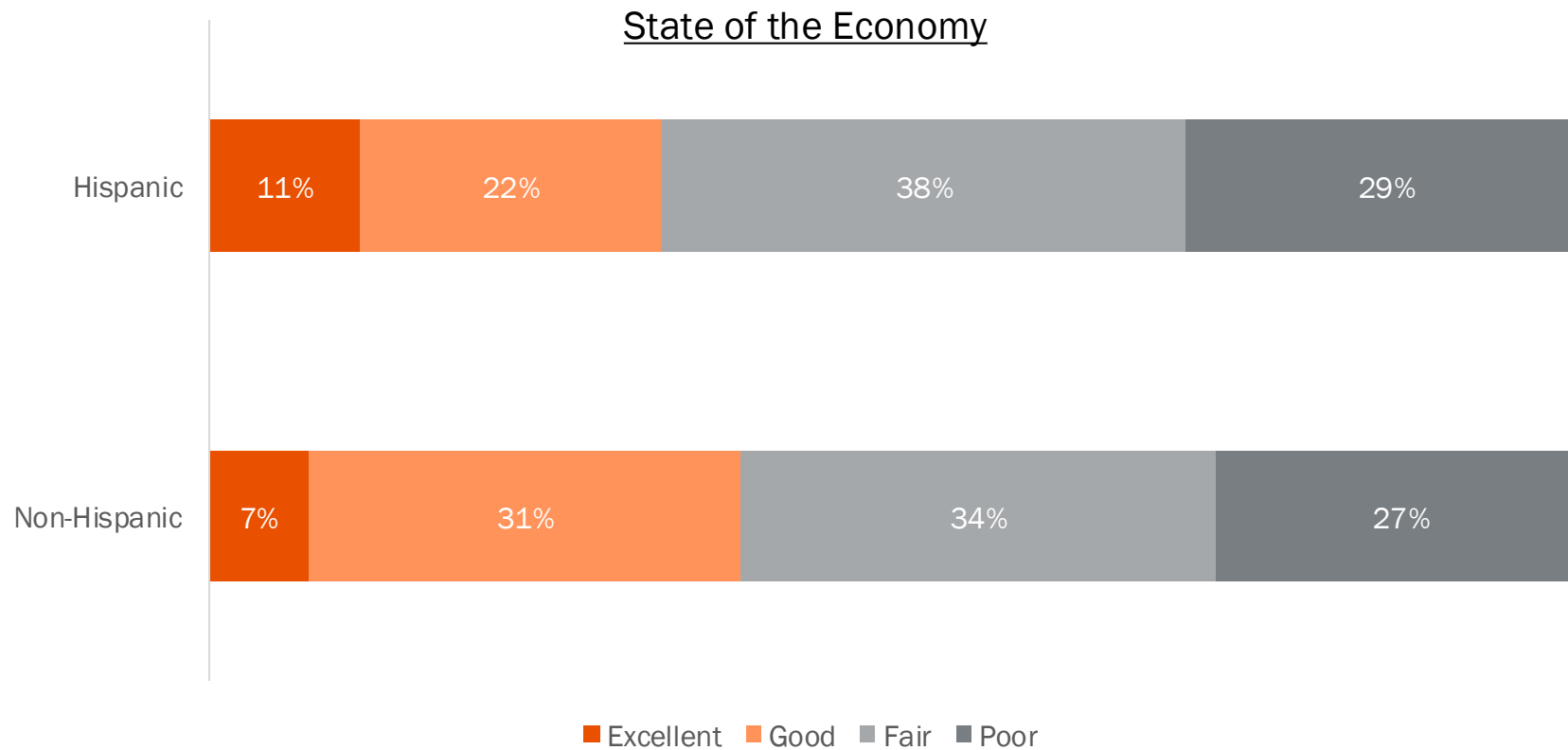|	Hispanic	Non-Hispanic
Inflation	16%	9%
Immigration	13%	13%
Social security / Medicare	12%	3%
Cost of living	9%	7%
Economy / jobs	9%	7%
Abortion	6%	21%
Affordable housing	4%	3%
National security	4%	2%
Israel / Hamas War	3%	2%
Taxes	3%	2%

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
Social Security	55%	26%	52%	35%
Healthcare	55%	29%	56%	34%
Entitlements Reform	54%	26%	53%	33%
Education	52%	30%	52%	35%
Climate Change	52%	26%	50%	27%
Abortion	50%	32%	58%	30%
Energy Policy	47%	28%	48%	36%
Opioids	47%	28%	43%	36%
Cost of Living	46%	35%	44%	41%
Foreign policy	44%	36%	43%	42%

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
National Security	43%	36%	39%	46%
Economy / jobs	43%	35%	46%	42%
Inflation	43%	37%	41%	42%
Crime and public safety	43%	35%	41%	42%
Immigration	42%	38%	43%	45%
Gov spending	42%	35%	42%	39%
Taxes	42%	36%	44%	42%
Border Security	38%	43%	40%	48%
Defense	37%	40%	39%	44%

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Candidate Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Harris Top2Box	**Trump** Top2Box	**Harris** Top2Box	**Trump** Top2Box
Education	58%	27%	51%	35%
Abortion	58%	24%	57%	31%
Social Security	58%	26%	53%	35%
Entitlements Reform	57%	26%	51%	37%
Healthcare	56%	25%	53%	35%
Climate Change	54%	21%	51%	28%
Cost of Living	50%	35%	47%	43%
Opioids	49%	25%	44%	37%
Crime and public safety	48%	37%	45%	45%
Foreign policy	47%	35%	45%	43%

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Candidate Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Harris Top2Box	**Trump** Top2Box	**Harris** Top2Box	**Trump** Top2Box
Energy policy	47%	25%	48%	37%
Inflation	46%	37%	43%	45%
Economy / jobs	46%	37%	47%	45%
Immigration	46%	39%	43%	48%
Taxes	45%	39%	45%	44%
Gov spending	44%	34%	42%	44%
National Security	44%	40%	43%	47%
Defense	41%	40%	41%	47%
Border Security	41%	45%	40%	50%

ECONOMY

67% of Hispanics Rate the Economy in New Jersey Right Now as Fair or Poor

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

<u>State of the Economy</u>

Hispanic
Excellent	Good	Fair	Poor
11%	22%	38%	29%

Non-Hispanic
Excellent	Good	Fair	Poor
7%	31%	34%	27%

■ Excellent ■ Good ■ Fair ■ Poor

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35

26% of Hispanic Voters Believe the Economy Will Get Worse

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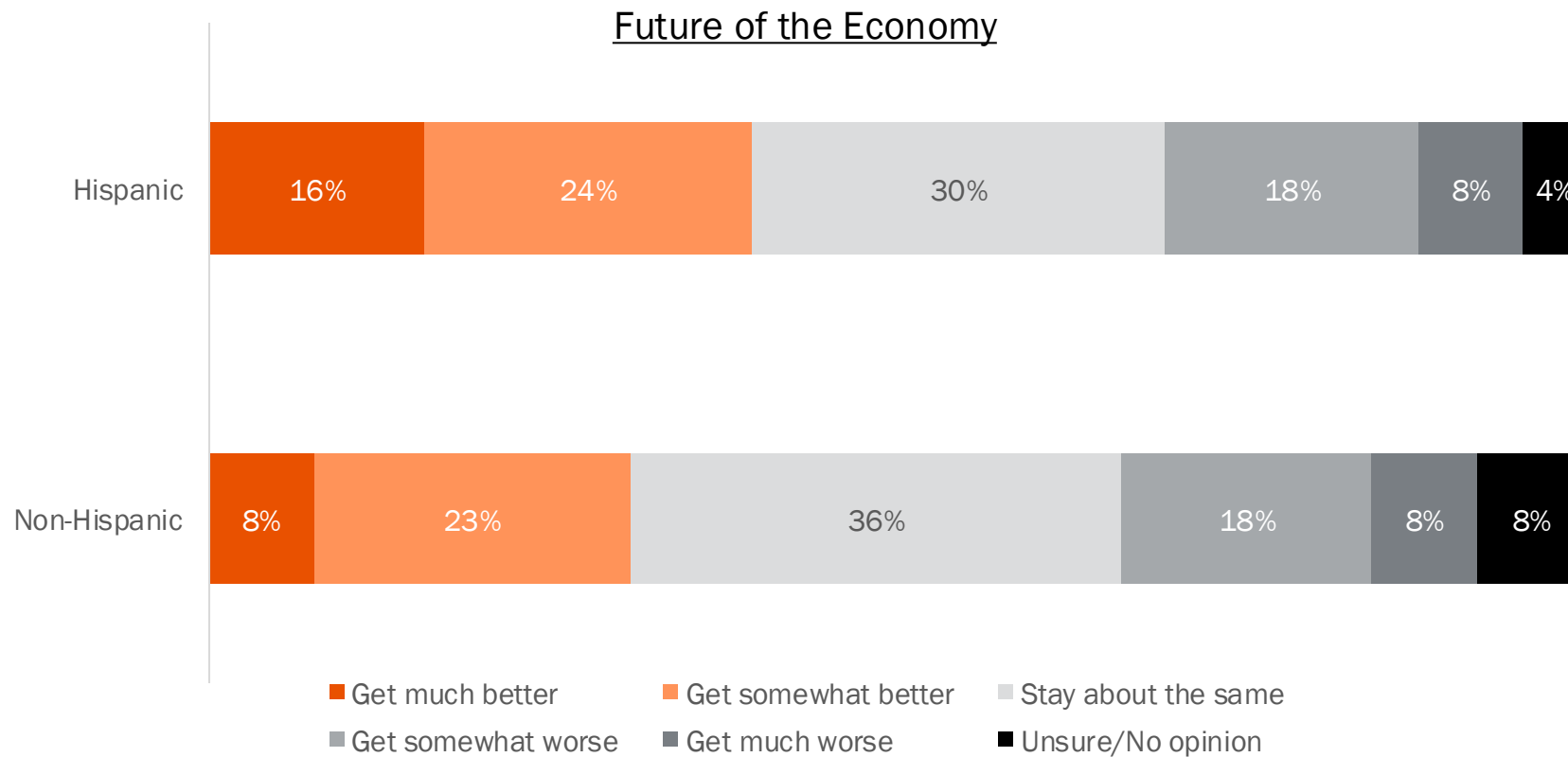
Future of the Economy

	Get much better	Get somewhat better	Stay about the same	Get somewhat worse	Get much worse	Unsure/No opinion
Hispanic	16%	24%	30%	18%	8%	4%
Non-Hispanic	8%	23%	36%	18%	8%	8%

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36

Economy

How much do you agree or disagree with the following statements? [*Economy*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I feel that it is increasingly difficult for middle class families to prosper in the United States	72%	11%	80%	6%
Inflation is putting a significant strain on my budget	70%	16%	77%	13%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	69%	7%	61%	11%
I am concerned about the U.S. federal government's spending and deficit	62%	14%	72%	8%
I expect my personal economic situation to get better in the next few years	61%	15%	49%	20%
The price of gas is putting a strain on my finances	58%	24%	57%	24%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	55%	28%	46%	36%
My personal economic situation has become worse in the last year	54%	29%	58%	23%
I have taken, or am considering taking, a second job in order to maintain my standard of living	54%	27%	45%	35%
Home ownership is still within reach for most people	35%	44%	26%	56%
I feel that jobs are getting easier to find	30%	48%	28%	45%

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37

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
Mental health issues are a growing problem for people in the United States	80%	7%	85%	3%
Drug abuse is a serious public health issue in the United States	79%	8%	86%	4%
I am generally satisfied with my healthcare coverage	57%	19%	69%	19%
Medicaid and Medicare are working well now	48%	24%	49%	22%
The cost of prescription drugs is a financial problem for me	46%	30%	37%	40%
The cost of my health care and insurance is reasonable	46%	33%	43%	39%

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? [*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%**	**17%**	60%	17%
Abortion laws should be created by state governments, not by the federal government	**40%**	**29%**	45%	31%

Abortion Policy *Thinking about abortion policy and laws, which of the following comes closest to your view?*	Hispanic	Non-Hispanic
Abortion should be legal only in the case of rape, incest or when the mother's life is in danger	**24%**	18%
Abortion should be legal at any time during pregnancy	**14%**	20%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	**13%**	8%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	**13%**	16%
Abortion should be illegal in all cases	**10%**	11%
Abortion should be legal only in the first 15 weeks of pregnancy	**10%**	7%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	**9%**	12%
Other	**1%**	2%
Unsure/I don't know	**5%**	7%

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CRIME & PUBLIC SAFETY

Crime & Public Safety

How much do you agree or disagree with the following statements? [*Crime & Public Safety*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Homelessness is a serious problem in the United States	80%	9%	89%	3%
Crime is a growing problem in the United States	74%	11%	77%	8%
I believe that stricter gun control laws would reduce crime	59%	25%	57%	28%
Government authorities have become too lenient on criminals	56%	20%	59%	16%
Children in my community are generally safe at the schools they attend	53%	17%	70%	12%
I support second amendment gun rights	52%	26%	50%	26%
Crime is a growing problem where I live	50%	29%	39%	38%
I feel less safe in my everyday life than I did a year ago	49%	32%	42%	35%

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Crime & Public Safety

How much do you agree or disagree with the following statements? [*Crime & Public Safety*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Homelessness is a serious problem in my neighborhood	46%	31%	32%	49%
Gun violence is a growing problem where I live	45%	32%	35%	41%
Government authorities are doing a good job protecting businesses near where I live and shop	45%	28%	53%	14%
Police departments in the United States are understaffed	42%	23%	57%	15%
Government authorities are doing a good job combating crime in my neighborhood	41%	31%	53%	18%
My police department is understaffed	35%	27%	32%	27%
My local government should significantly reduce the resources and budgets for police	28%	43%	21%	57%

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IMMIGRATION & BORDER SECURITY

Immigration & Border Security

How much do you agree or disagree with the following statements? [*Immigration & Border Security*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
All migrants who want to enter the United States should be fully vetted first	69%	9%	77%	6%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	68%	13%	71%	10%
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	66%	15%	58%	23%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	65%	13%	74%	9%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	63%	17%	69%	14%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	59%	14%	69%	9%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	59%	16%	68%	9%
The United States military should be used to secure the southern border	57%	22%	60%	21%
We should reform immigration laws to give higher priority to people with needed skills and education	56%	17%	52%	17%

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

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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
There are too many undocumented immigrants crossing the border into the United States	55%	18%	70%	10%
It feels like migrants are being treated better than most Americans	54%	27%	59%	27%
The arrival of migrants has made the affordable housing problem worse	52%	19%	55%	20%
There are too many undocumented migrants coming to my state	52%	24%	55%	20%
Local law enforcement should be able to detain undocumented migrants	52%	24%	66%	15%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	50%	28%	36%	44%
The rules that I have to live by don't seem to apply to migrants	50%	24%	56%	21%
The resettling of all the migrants will, in the long-run, benefit the United States	49%	23%	35%	37%
Undocumented migrants have increased crime in my state	48%	28%	44%	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

Immigration & Border Security

How much do you agree or disagree with the following statements? [*Immigration & Border Security*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	48%	26%	43%	35%
Most undocumented migrants who entered the U.S. over the last few years should be deported	46%	26%	51%	24%
The U.S. should complete the construction of a wall on the southern border of the U.S.	45%	29%	54%	27%
The Biden administration is primarily responsible for the situation at the southern border	45%	31%	52%	33%
Undocumented migrants will take jobs away from poorer and working-class Americans	45%	33%	54%	30%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	41%	37%	46%	42%
I support the way the Biden Administration is managing the southern border	38%	35%	28%	49%
I support the way my state and local officials are handling the migrant issue	34%	29%	30%	34%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	34%	39%	22%	60%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	31%	32%	25%	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

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47

CLIMATE CHANGE & ENERGY POLICY

Climate Change & Energy Policy

How much do you agree or disagree with the following statements? [*Climate Change & Energy Policy*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Climate change is a very big threat to the planet	74%	16%	65%	20%
Climate change is a result of human activity	68%	16%	64%	18%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	60%	21%	46%	33%
Governments should create policies that encourage oil and gas production in the U.S.	60%	22%	56%	19%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	54%	26%	39%	40%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	49%	18%	42%	31%
Government regulation and action on climate change is hurting the economy	45%	27%	41%	27%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)
Agree and Disagree above will not sum to 100%
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of 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	59%	19%	56%	26%
The federal government of the United States has become too intrusive in the lives of Americans	53%	17%	58%	17%
The United States Justice Department has become politicized in its prosecutions	51%	20%	56%	17%
The federal government of the United States is too big and powerful	51%	22%	51%	20%
The FBI has become politicized in its investigations	47%	21%	50%	21%
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%	29%	36%	40%
I want the next president to shrink the size of the federal government	43%	23%	44%	21%

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GOVERNMENT POLICY

Government Policy

How much do you agree or disagree with the following statements? [*Government Policy*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I think that the United States government should provide expanded benefits and entitlements to Americans	62%	14%	61%	14%
I support the Biden Administration's efforts to forgive student loans	60%	21%	47%	37%
The government should ban social media, like Facebook and TikTok, from being used by children	54%	29%	46%	27%
The U.S. government should spend less money supporting the war in Ukraine	53%	23%	49%	28%
China represents the most serious economic and geo-political threat to the United States	52%	17%	66%	11%
Iran is the primary destabilizing force in the Middle East	49%	12%	51%	10%
I think that the United States spends too much on defense and the military	45%	24%	36%	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	38%	35%	35%	31%
The United State should increase the amount of military aid it sends to Israel	37%	39%	34%	33%
I support the way the Biden Administration is dealing with the Israel-Hamas war	37%	37%	32%	45%
Student loans should not be forgiven and paid for by taxpayers	36%	37%	46%	34%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	30%	38%	22%	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

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TECHNOLOGY

Technology

How much do you agree or disagree with the following statements? [*Technology*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Artificial Intelligence (AI) technology will be used to create a significant amount of misleading and deceptive information, pictures and video that will be hard to identify as fake	68%	10%	76%	7%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	55%	16%	69%	10%
Social media, like Facebook and TikTok, does more harm than good	55%	23%	51%	23%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	53%	21%	66%	12%

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EDUCATION

Education

| How much do you agree or disagree with the following statements? [*Education*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Parents should be allowed to know what is being taught in the public schools that their children attend	73%	8%	84%	3%
More emphasis should be placed on trade schools	62%	10%	73%	5%
College is no longer worth the cost for most students	61%	19%	65%	13%
The public schools in my neighborhood are good	59%	16%	66%	12%
Parents should have a say in what is taught to their children in public schools	58%	18%	65%	15%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	58%	13%	56%	16%
The public school system is working well in my state	56%	16%	57%	22%
Public schools where I live are better than they were before the pandemic	40%	23%	26%	25%
Colleges and universities should be allowed to use race in admissions decisions	36%	41%	22%	58%
The federal government's Department of Education should be eliminated	26%	49%	28%	46%

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

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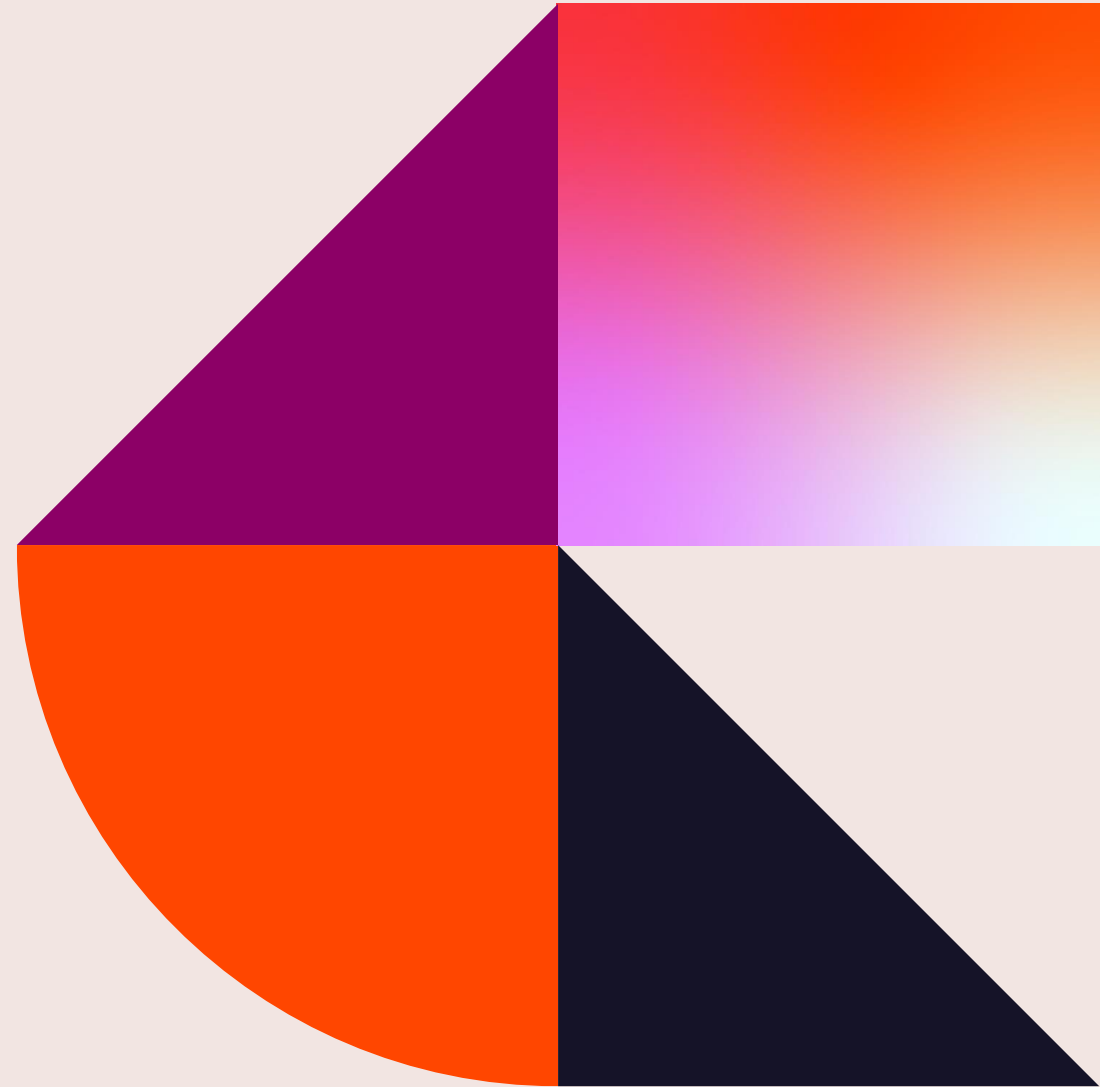
Local TV & National TV, YouTube Most Heavily Used Political Information Sources by Hispanics

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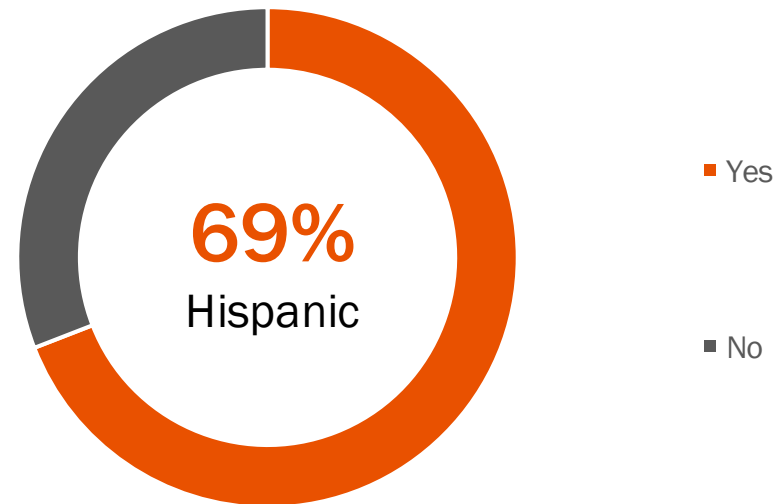
Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Local Television	49%	51%	Newspapers	27%	36%
YouTube	49%	34%	Radio	26%	23%
National Television (like network programs or cable news)	48%	57%	Debates	25%	26%
TikTok	39%	17%	Podcasts	24%	20%
Instagram	38%	22%	School	12%	4%
X, formerly known as Twitter	33%	21%	Snapchat	12%	5%
Facebook	32%	30%	Magazines	12%	13%
Friends	32%	35%	Community organization	9%	5%
Online publications	30%	30%	Religious organization/Church	6%	5%
Family	29%	30%	None of these	3%	3%

Spanish-Language News Viewers & Streamers

Do you watch or stream Spanish-language news?

Spanish-Language News Viewers & Streamers
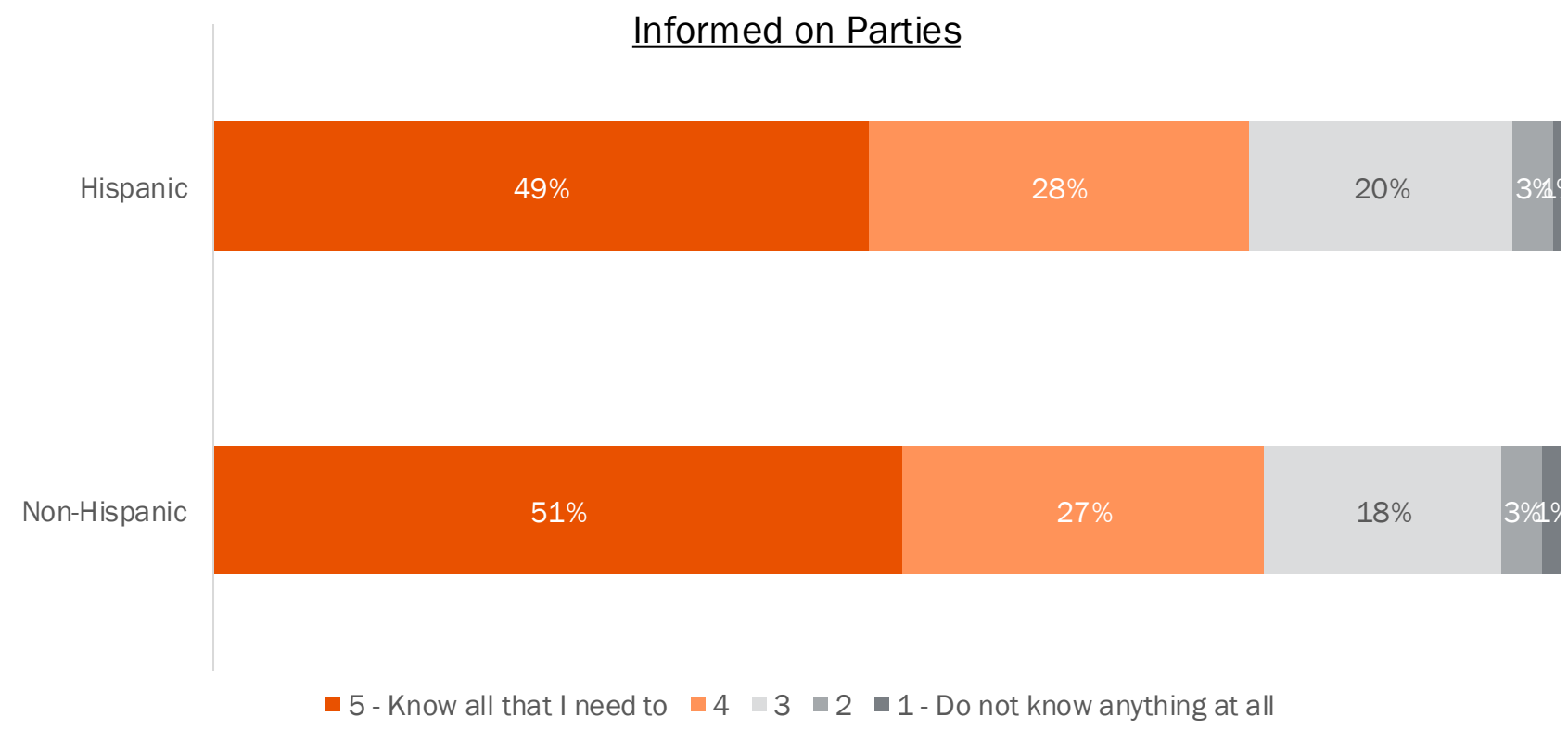

69% Hispanic

■ Yes

■ No

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

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

Informed on Candidates

	5 - Know all that I need to	4	3	2	1 - Do not know anything at all
Hispanic	49%	30%	18%	2%	0%
Non-Hispanic	50%	26%	18%	4%	1%

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

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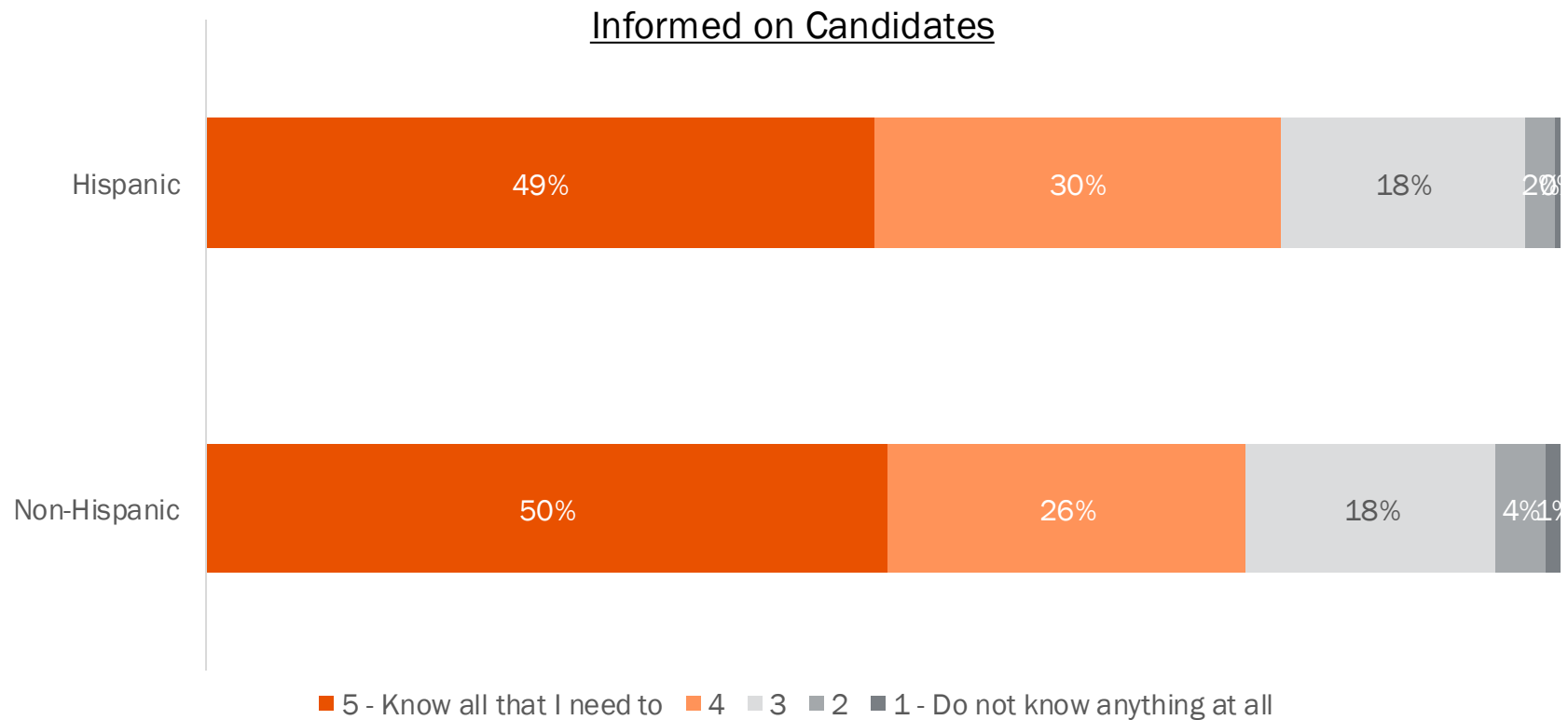
51% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision
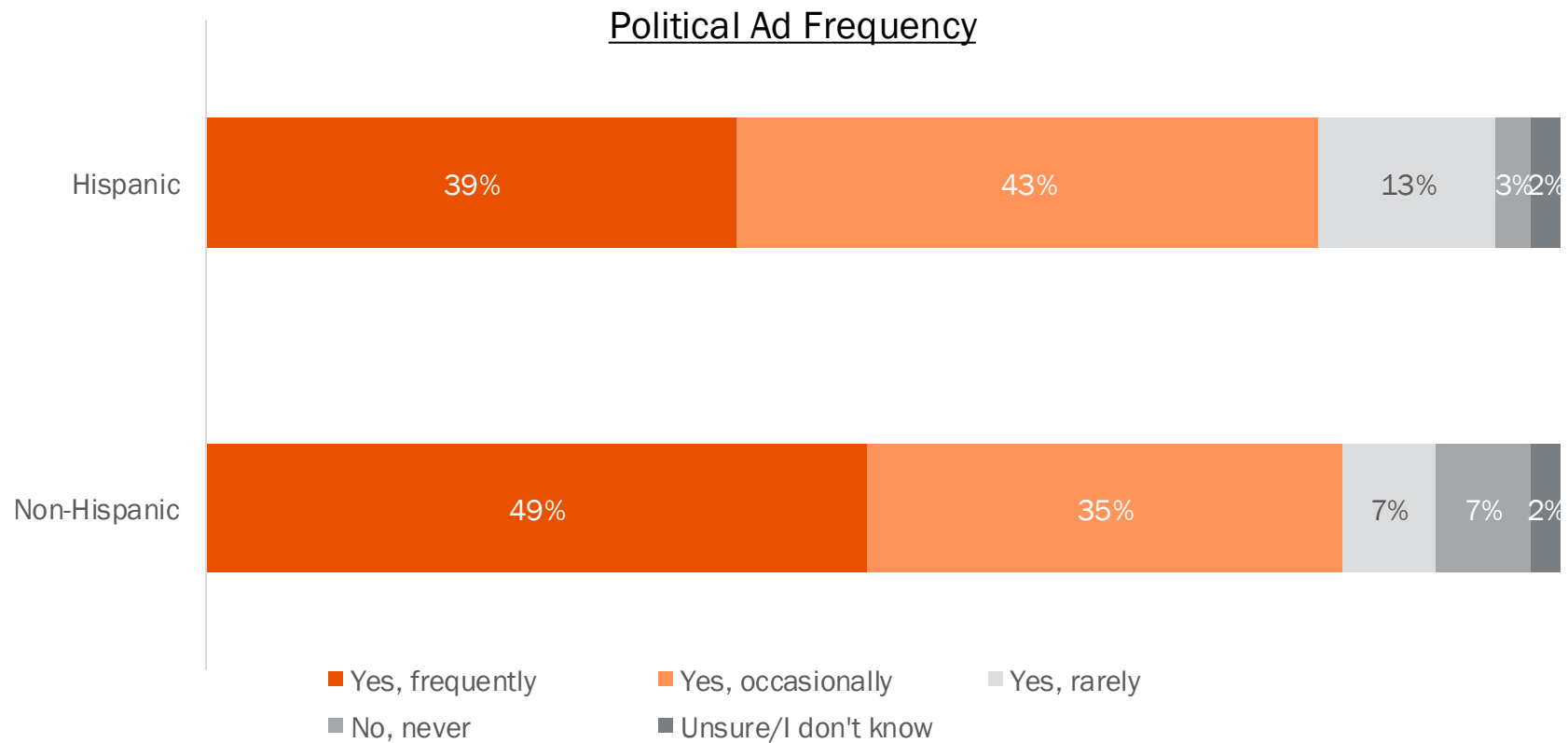
Do you think that you know enough now about where the political parties stand on the issues most important to you to confidently make a voting decision?

Informed on Parties

	5 - Know all that I need to	4	3	2	1 - Do not know anything at all
Hispanic	49%	28%	20%	3%	1%
Non-Hispanic	51%	27%	18%	3%	1%

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

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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

	Yes, frequently	Yes, occasionally	Yes, rarely	No, never	Unsure/I don't know
Hispanic	39%	43%	13%	3%	2%
Non-Hispanic	49%	35%	7%	7%	2%

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

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Messaging in Spanish is *Powerful* and *Connects*

75%
OF HISPANICS AGREE

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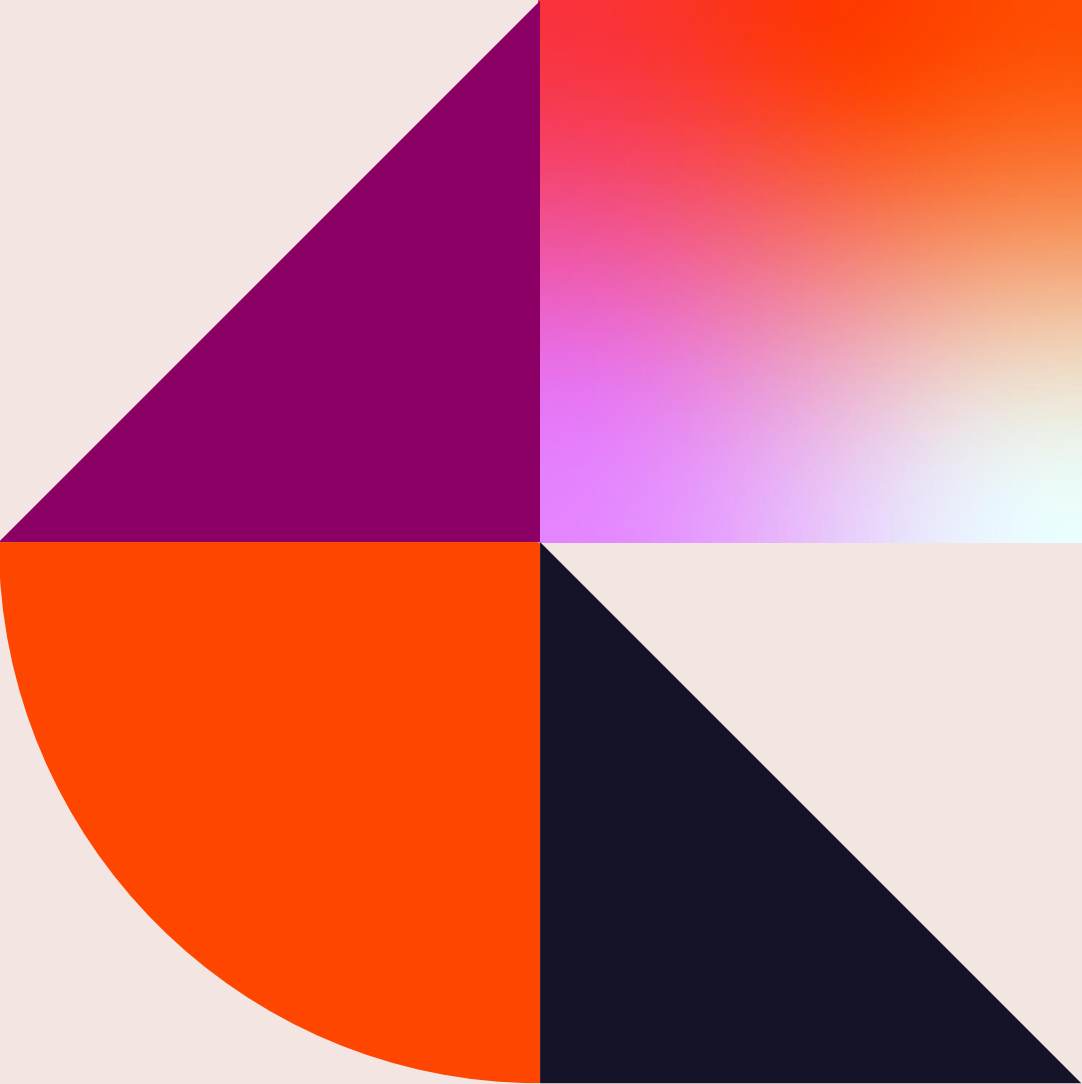
66%
OF HISPANICS AGREE

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

57%
OF HISPANICS AGREE

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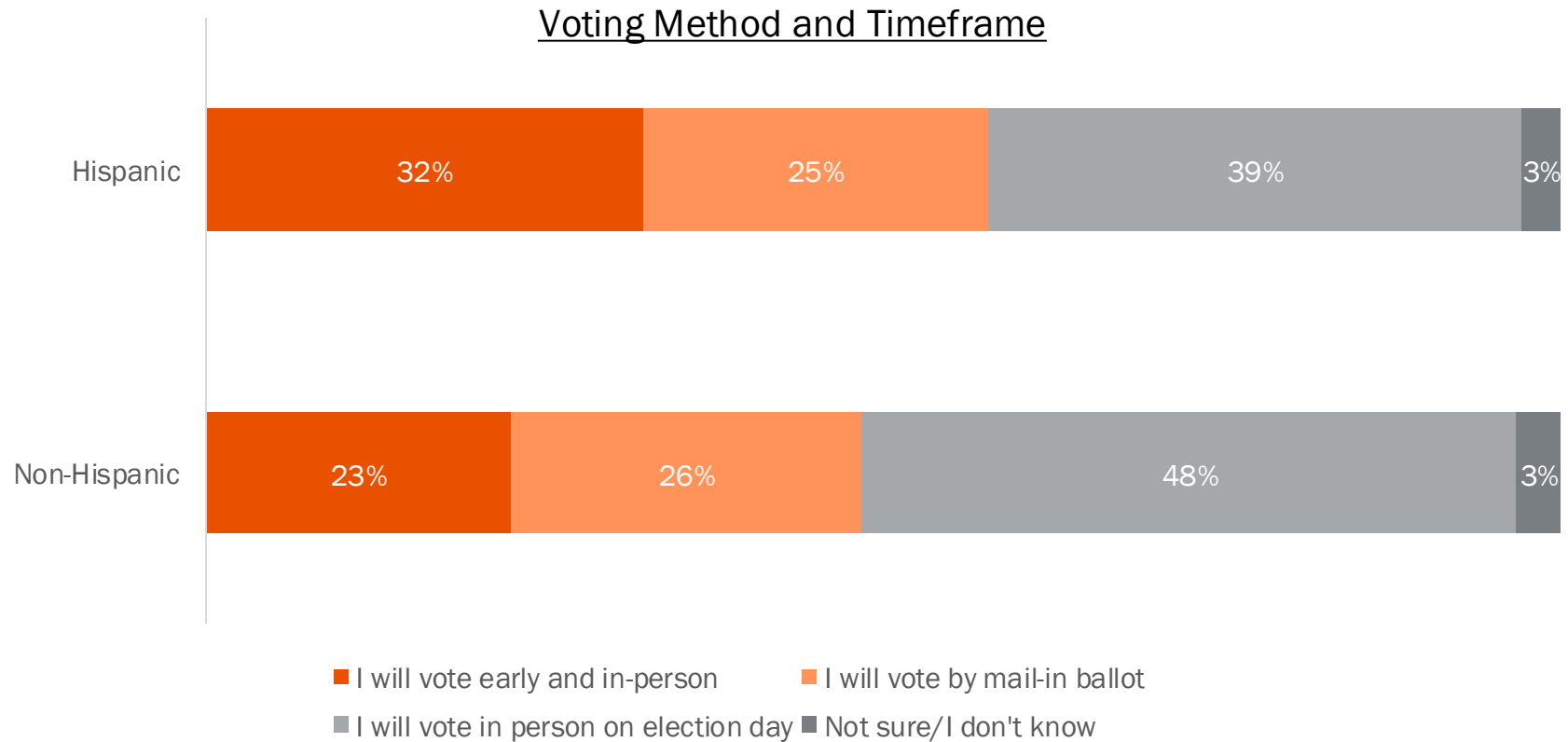
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Voting & Campaign Information

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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?

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	32%	25%	39%	3%
Non-Hispanic	23%	26%	48%	3%

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

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Vota Conmigo Familiarity

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

Vota Conmigo Familiarity

26%
Hispanic

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

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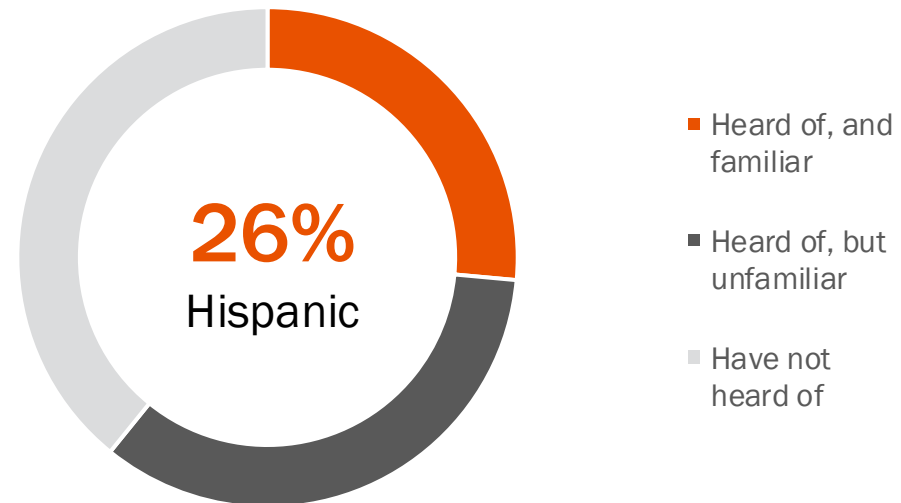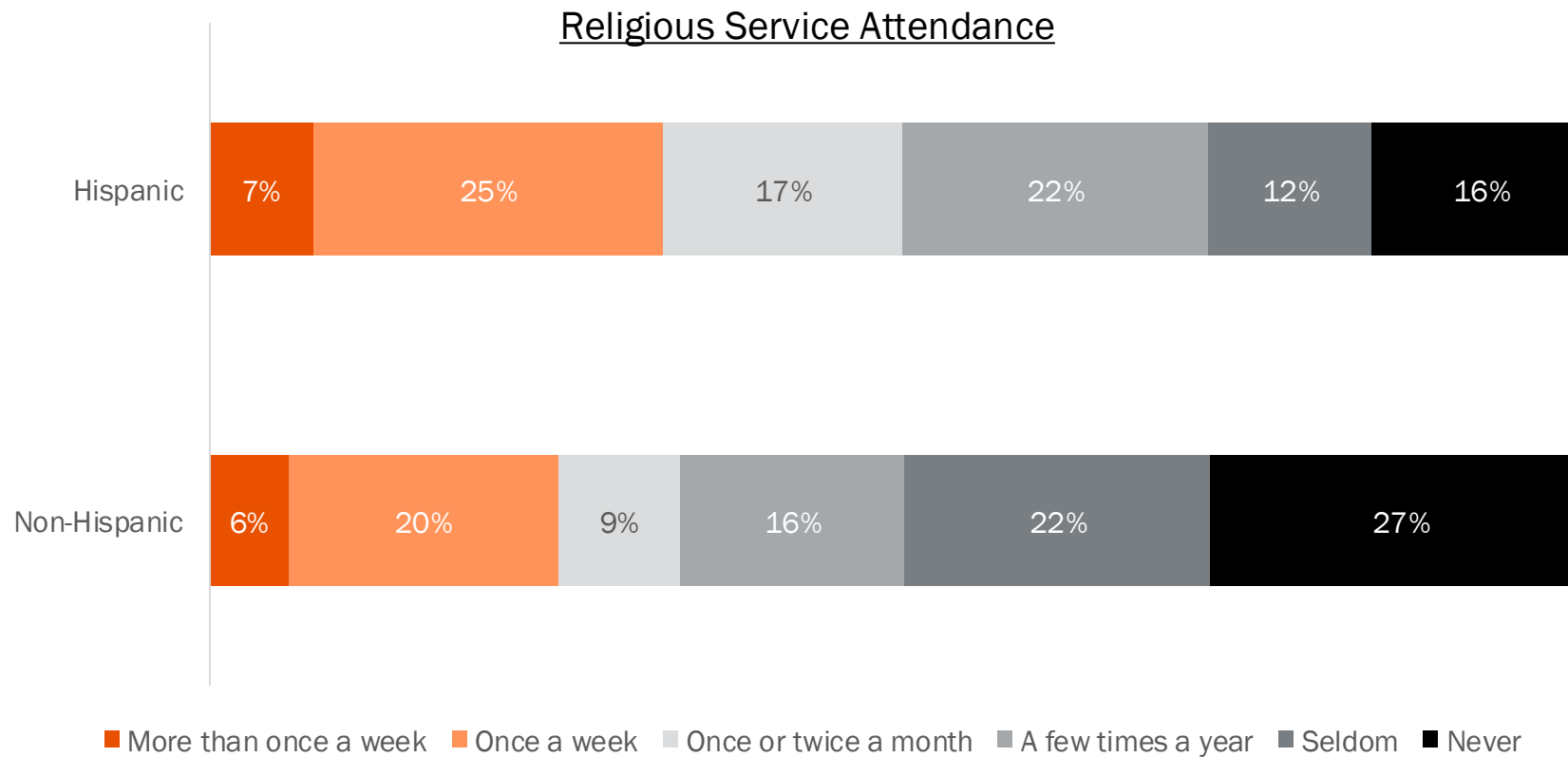
Gracias

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APPENDIX

Religious Service Attendance

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

Religious Service Attendance

Hispanic

More than once a week	Once a week	Once or twice a month	A few times a year	Seldom	Never
7%	25%	17%	22%	12%	16%

Non-Hispanic

More than once a week	Once a week	Once or twice a month	A few times a year	Seldom	Never
6%	20%	9%	16%	22%	27%

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

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Ballot Language Preference

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

Ballot Language Preference

76%
Hispanic

■ Spanish

■ English

■ No preference
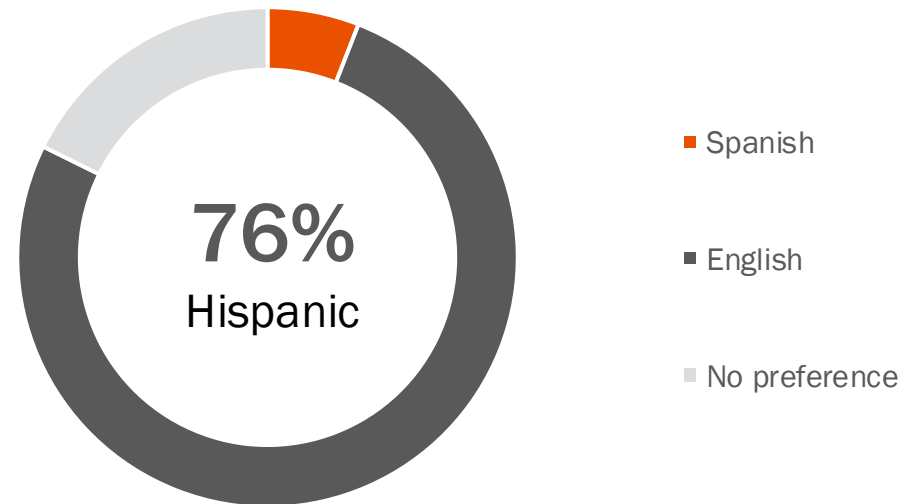
Political Campaigning

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	72%	7%	66%	8%
I appreciate being personally contacted, by phone or by knocking at my door by a political party, candidate or organization that is looking to influence my vote	41%	36%	25%	59%

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