

NEW YORK CITY

New York City's Hispanic Community

NY City Hispanics
Are
YOUNGER

39 Hispanic
median age
vs 41 for Non-Hispanic

Lower Hispanic
Median Household
Income

\$52,295
vs \$103,662 for
Non-Hispanic

Larger Hispanic
Households

3.5 Median
Persons per HH
vs 2.9 for Non-Hispanic

More Likely to
Have Children in
Household

43% Kids <18
in HH
vs 28% for Non-Hispanic

Renting Their
Homes

85% Rent
where they live
vs 61% for Non-Hispanic

2024 NYC DMA Hispanic voter profile

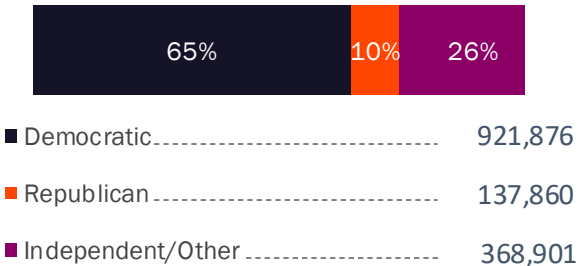
2024 HISPANIC REGISTERED VOTERS

1,428,637



18% of all registered voters

POLITICAL AFFILIATION

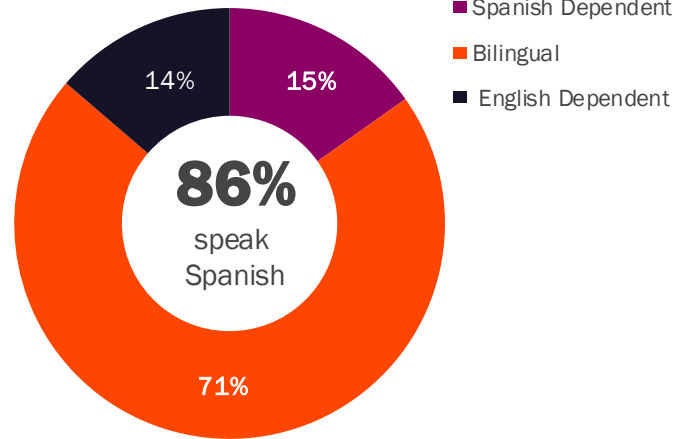


AGE DISTRIBUTION 18+

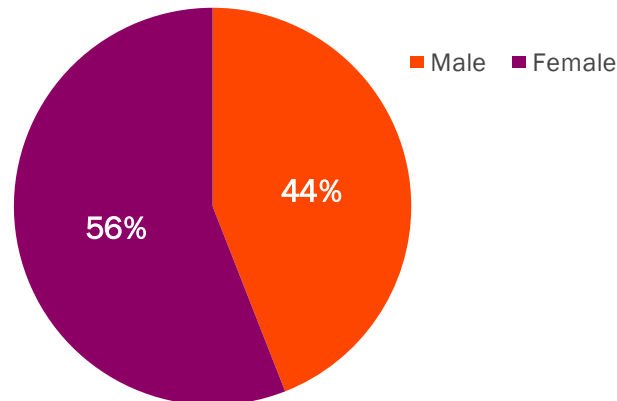
HISPANIC

18-34	26%
35+	74%
18-24	8%
25-34	19%
35-49	25%
50-64	25%
65+	23%

2024 HISPANICS AGE 5+ LANGUAGE USAGE*



REGISTERED VOTER GENDER DISTRIBUTION



COUNTRY OF ORIGIN* POPULATION SHARE

Total Hispanic Population 5,626,481

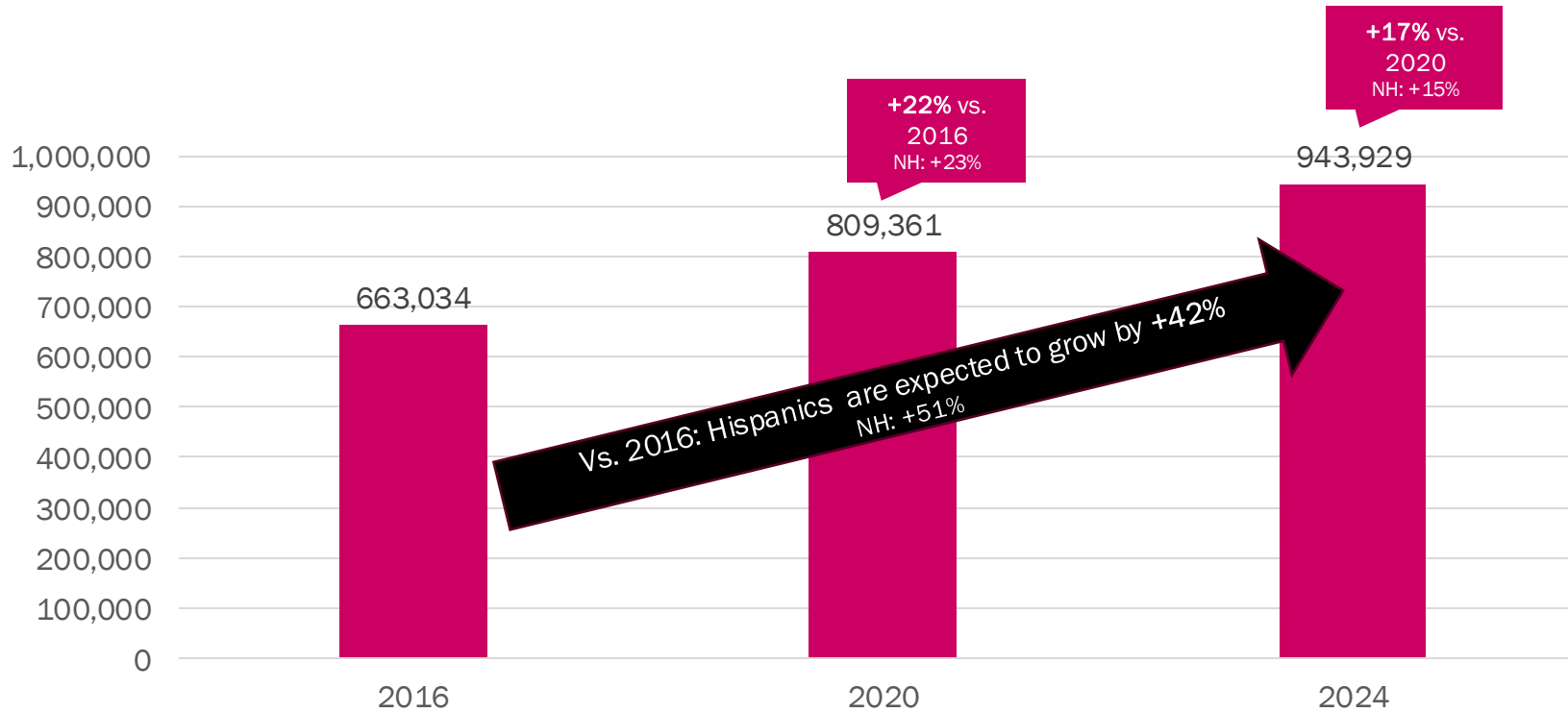
Caribbean	2,766,151	49.2%
Puerto Rican	1,307,634	47%
Dominican	1,285,433	46%
Cuban	173,084	6%
South American	1,134,437	20.2%
Ecuadorian	450,450	40%
Colombian	330,530	29%
Peruvian	181,076	16%
Argentinean	47,803	4%
Venezuelan	45,125	4%
Chilean	30,428	3%
Uruguayan	15,297	1%
Bolivian	14,755	1%
Paraguayan	10,377	1%
Other South American	8,596	1%
Central American	708,948	12.6%
Salvadoran	279,670	39%
Guatemalan	166,688	24%
Honduran	152,402	21%
Panamanian	43,350	6%
Costa Rican	36,224	5%
Nicaraguan	26,125	4%
Other Central American	4,489	1%
Mexican	659,589	11.7%
Other Hispanic	357,356	6.4%

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 NY DMA Hispanic Voters in Presidential Years

AS OF 5/15/2024

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



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



TU & Media Predict
2024 Presidential Tracker

New York City
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

Among likely voters 18+

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

Methodology

- Online survey of 847 likely voters ages 18+

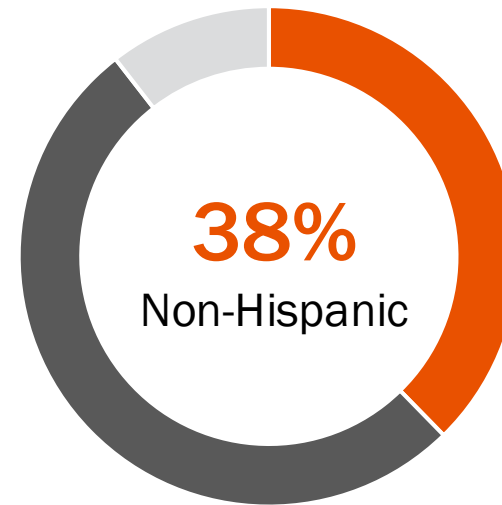
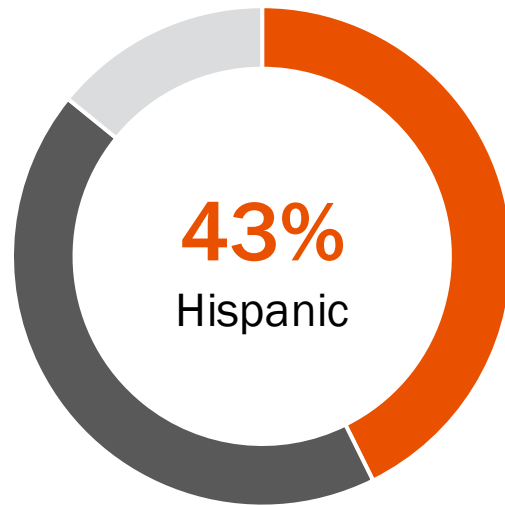
<p><u>A18+</u></p> <p>464 Hispanic (375 SpanDom/Bilingual)</p> <p>383 Non-Hispanic</p>
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- In field 8/1/2024 – 8/6/2024
- Weighted to the registered voter universe by age, gender, education, and political party affiliation. Results from full survey have a margin of error of plus or minus 4.6% for Hispanics and 5.1% for Non-Hispanics.
- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

Only 43% of Hispanics Believe U.S. is Headed in the Right Direction

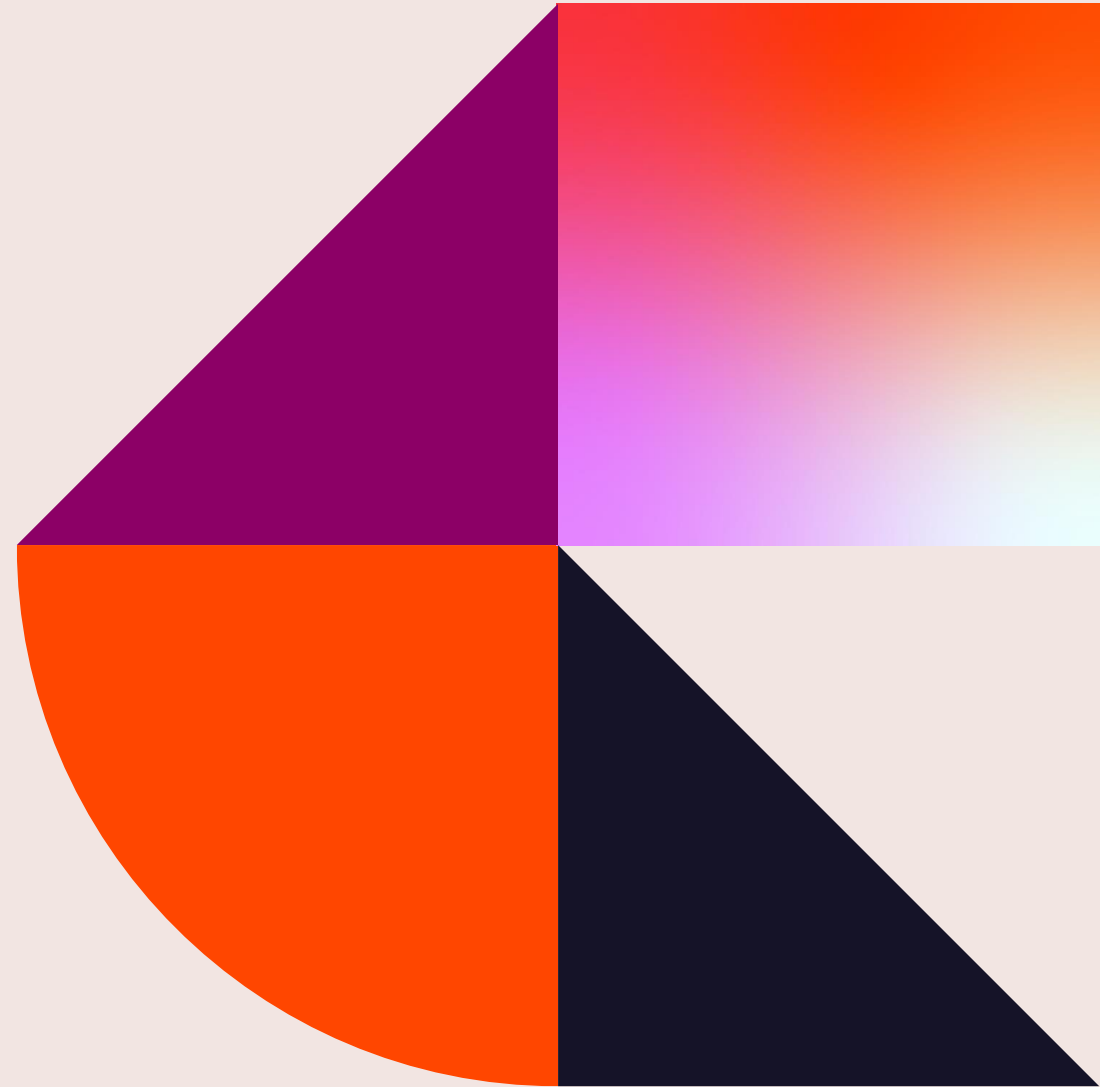
In general, do you believe that the United States is headed in the right direction, or has it gone off on the wrong track?

US Right or Wrong Track



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

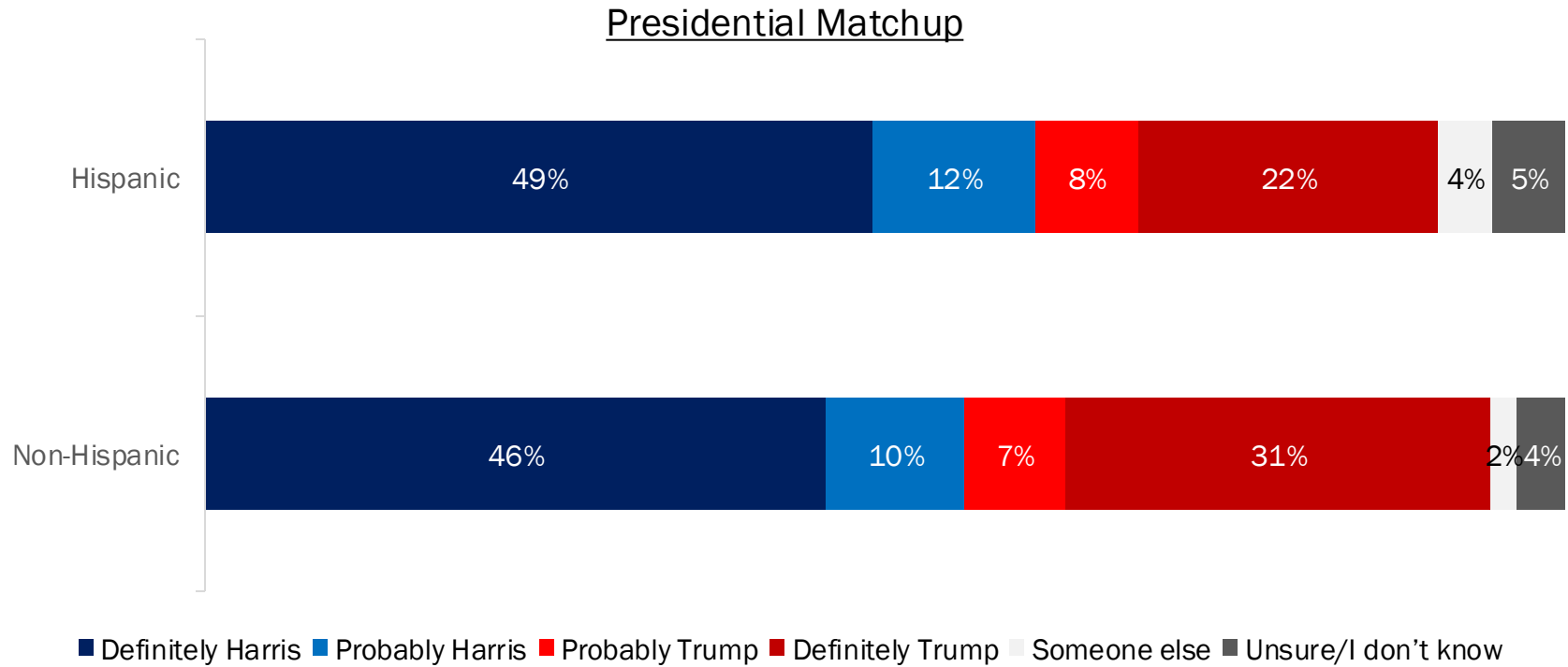
General Election Polling



Matchup: Harris vs Trump

- HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 25% OF HISPANICS UP FOR GRABS (20% 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?

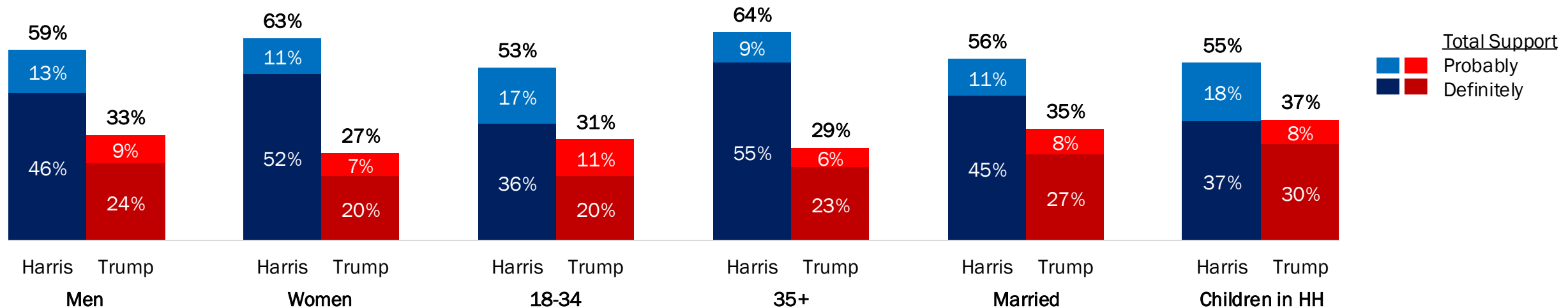


Candidate Support among Hispanics

- HARRIS' STRONGEST SUPPORT AMONG ADULTS 35+
- TRUMP'S STRONGEST SUPPORT AMONG PARENTS

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

Presidential Matchup

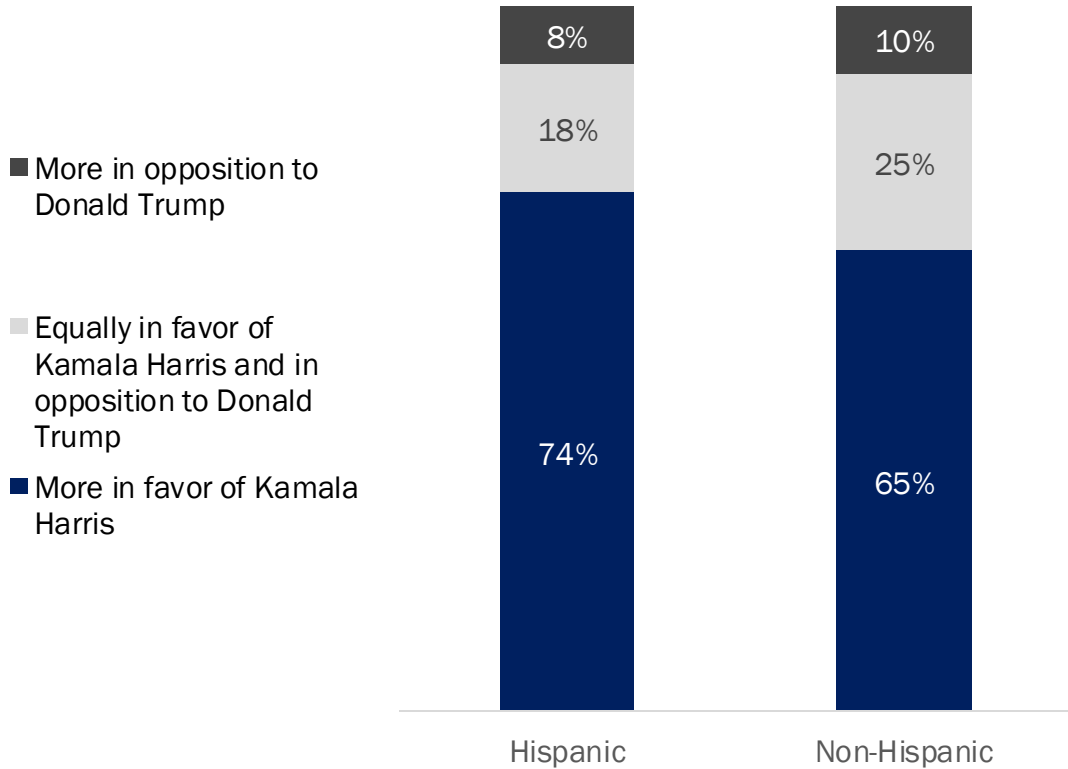


Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of August 2024

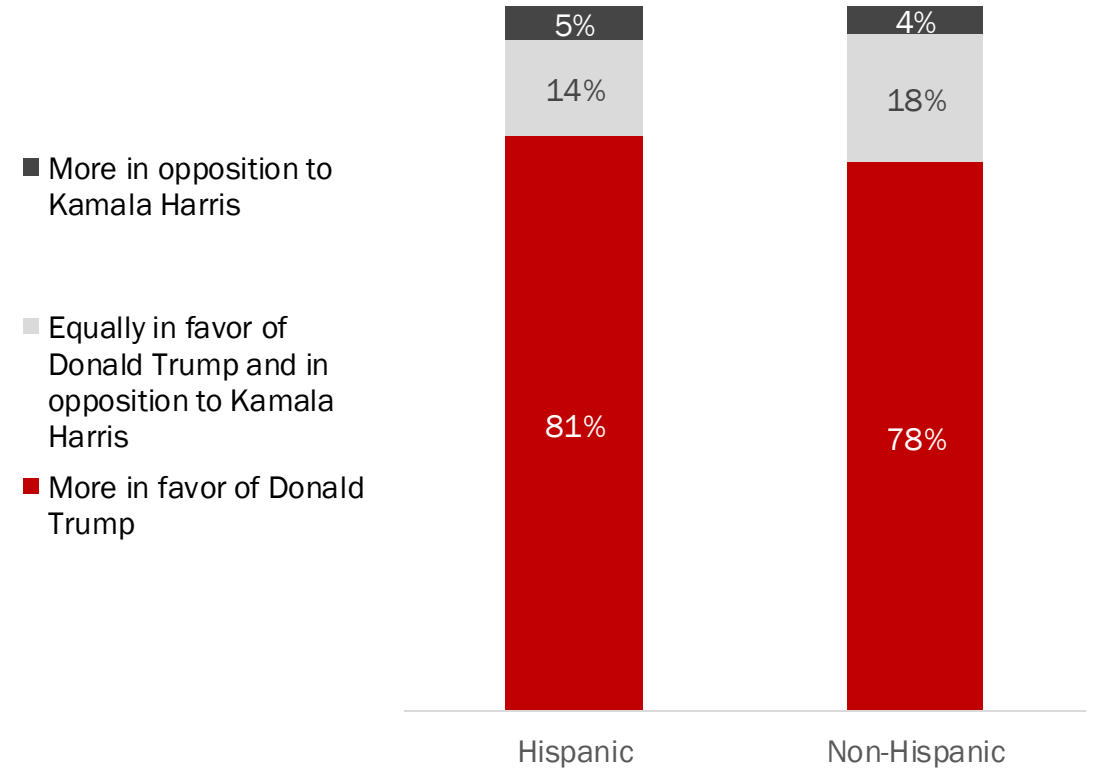
Trump Voters Are More Enthusiastic

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

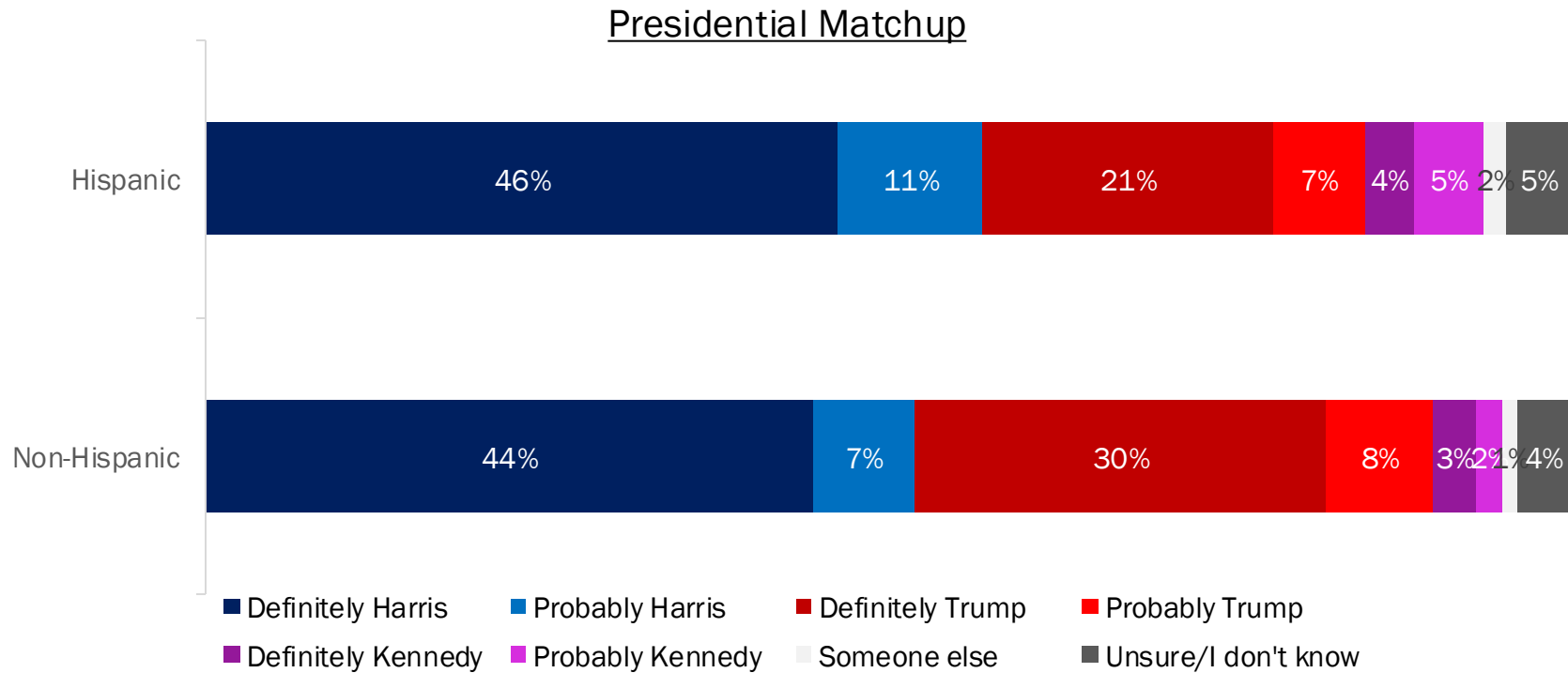


Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of August 2024

Matchup: Harris vs Trump vs Kennedy

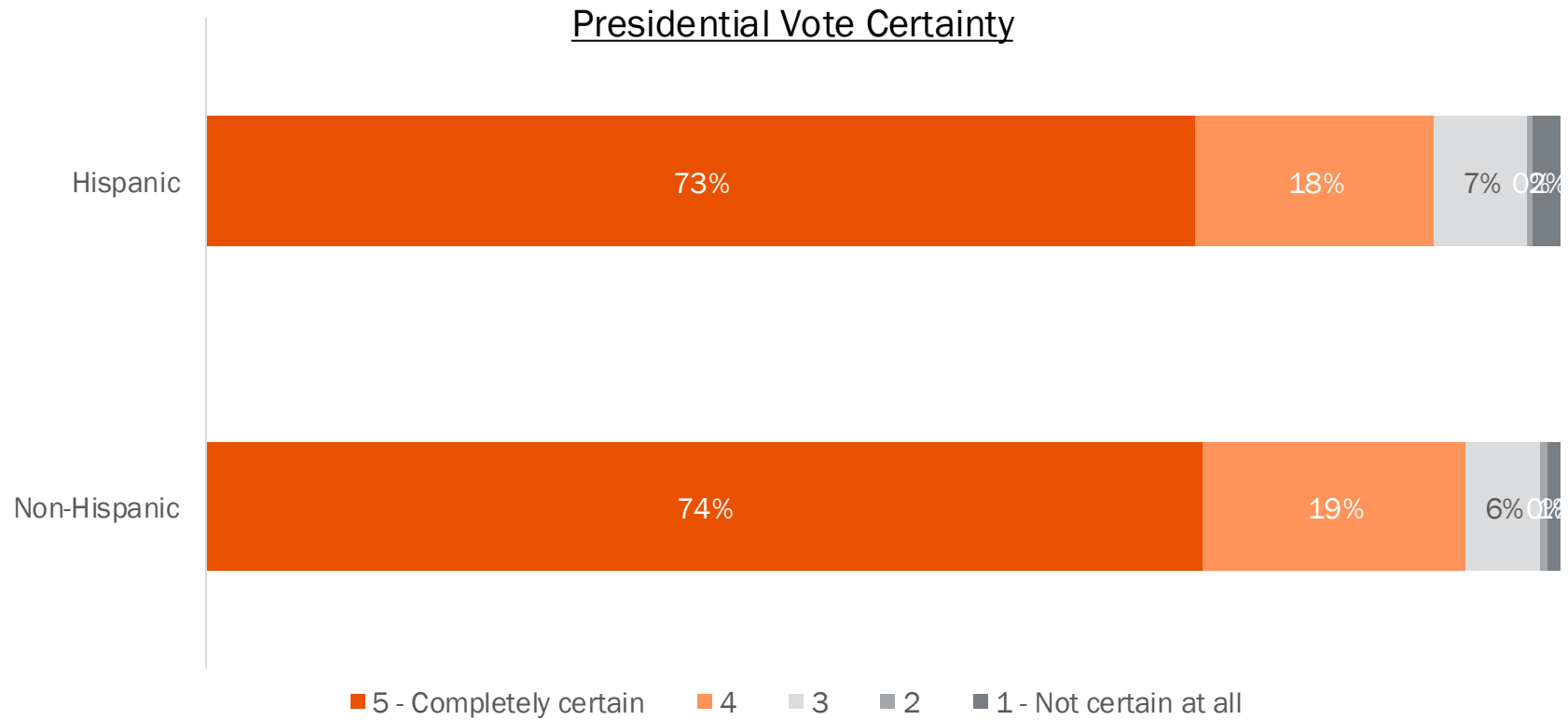
- HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- KENNEDY PERFORMS HIGHER AMONG HISPANICS THAN NON-HISPANICS
- 28% OF HISPANICS UP FOR GRABS (23% NOT DEFINITE, 5% UNSURE)

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?



27% of Hispanics Not Completely Certain about Their Vote for President

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



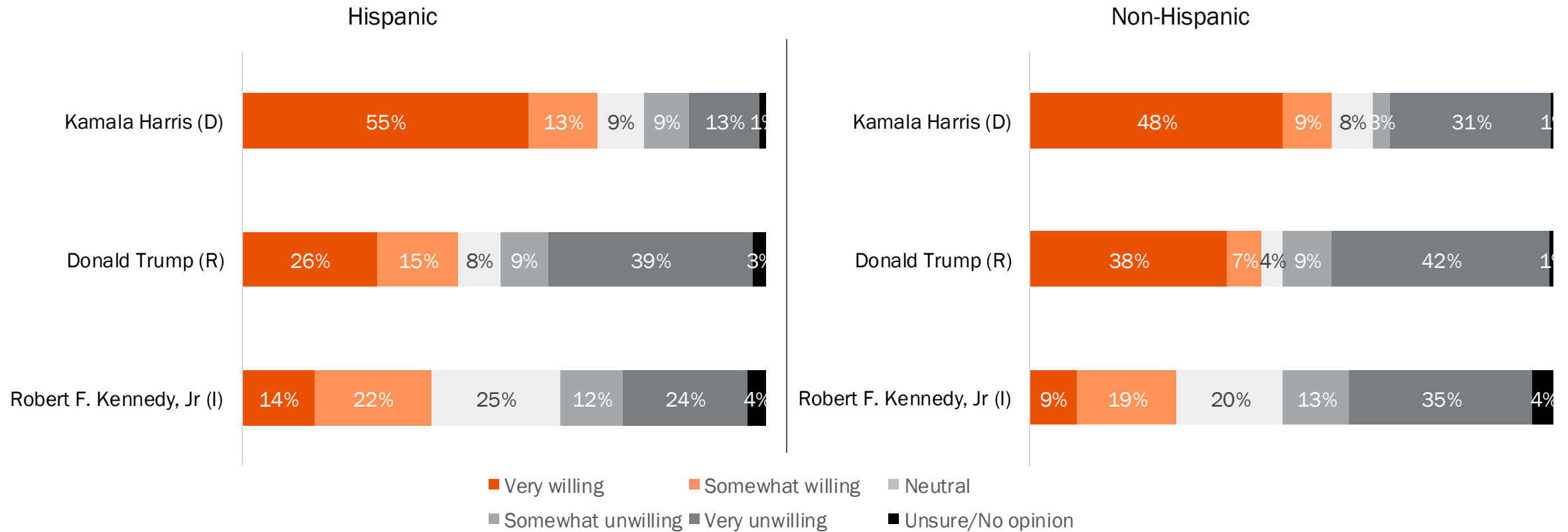
Among likely voters 18+

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.

Candidate Vote Willingness

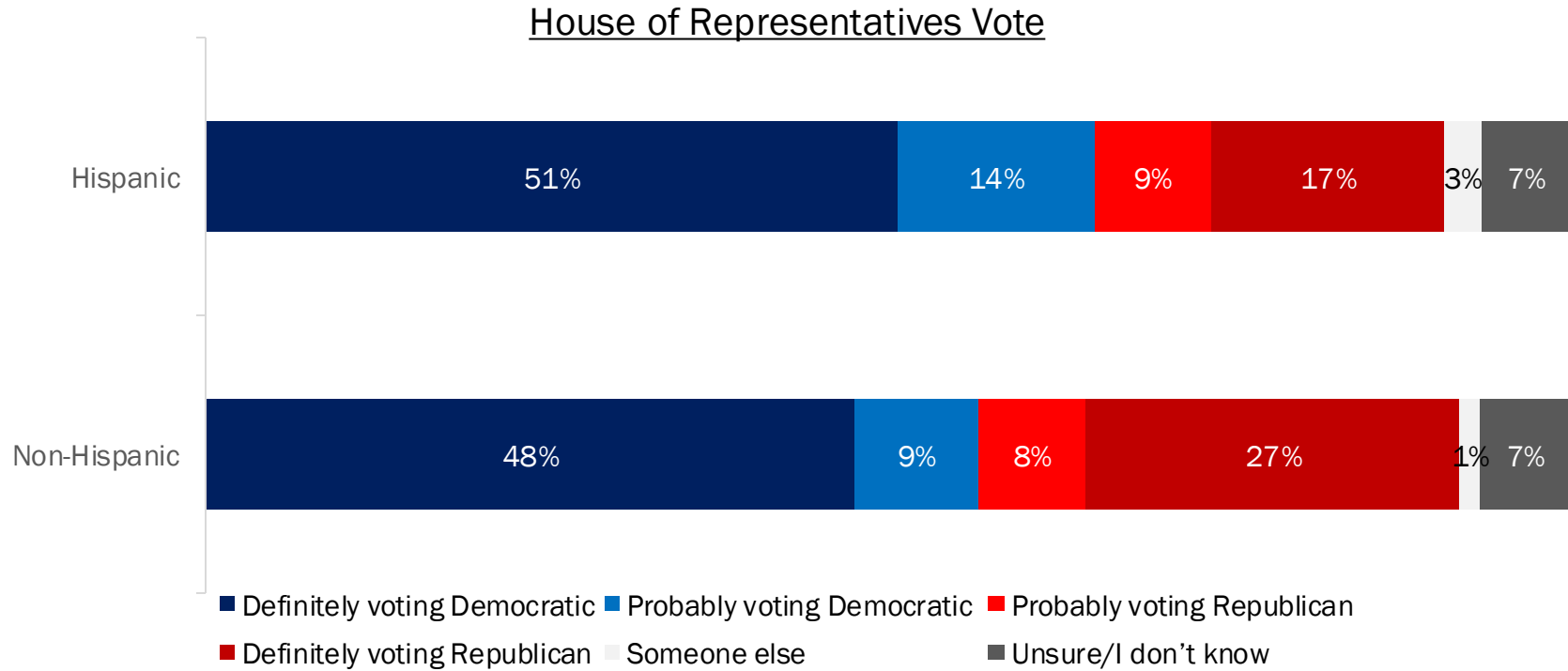


Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of August 2024

House of Representatives Vote

- DEMOCRATS FAVORED BY HISPANICS, HIGHER THAN NON-HISPANICS
- 30% OF HISPANICS UP FOR GRABS (23% NOT DEFINITE, 7% UNSURE)

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

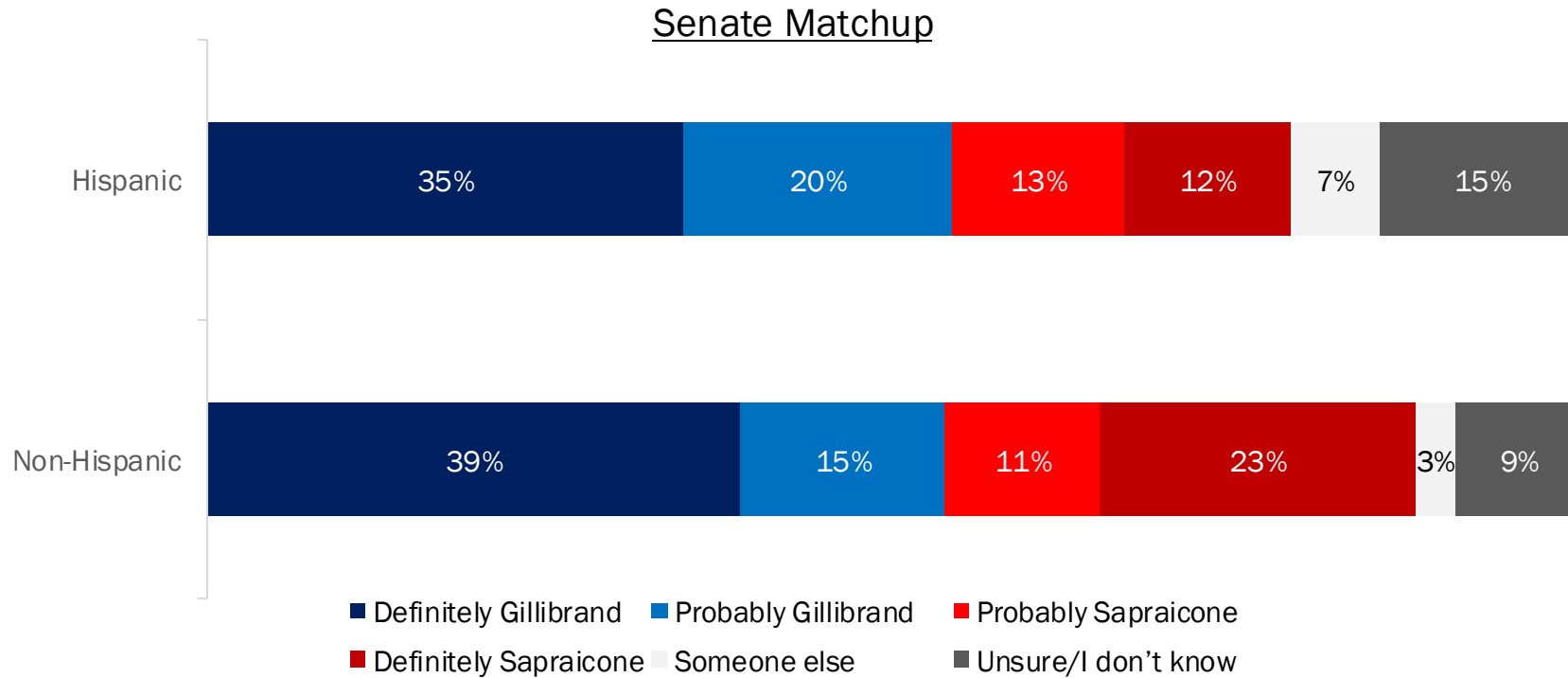


Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of August 2024

Matchup: Gillibrand vs Sapraine

- GILLIBRAND LEADS AMONG HISPANICS, LOWER THAN NON-HISPANICS
- 48% OF HISPANICS UP FOR GRABS (33% NOT DEFINITE, 15% UNSURE)

If the 2024 election for United States Senator from New York were being held today, and the candidates were Mike Sapraine (Republican) & Kirsten Gillibrand (Democrat), for whom would you vote?

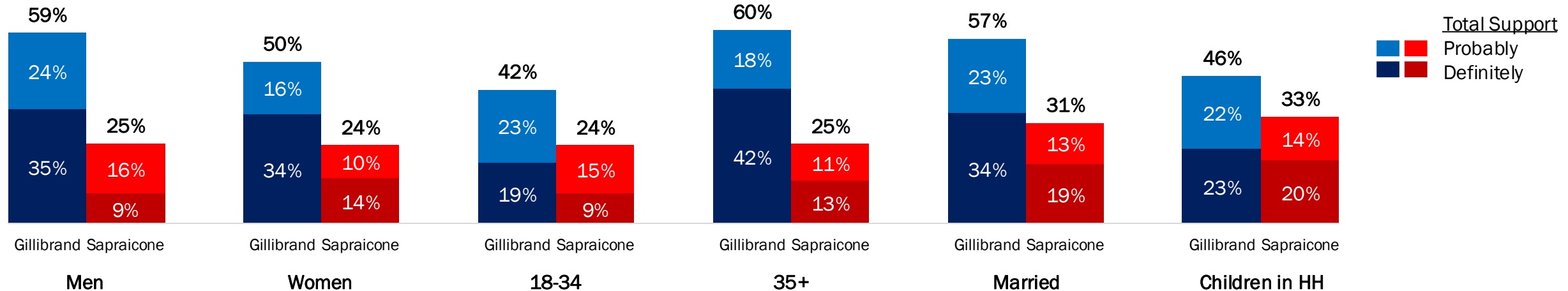


Candidate Support among Hispanics

- GILLIBRAND'S STRONGEST SUPPORT AMONG ADULTS 35+
- SAPRAICONE'S STRONGEST SUPPORT AMONG PARENTS

If the 2024 election for United States Senator from New York were being held today, and the candidates were Mike Sapraine (Republican) & Kirsten Gillibrand (Democrat), for whom would you vote?

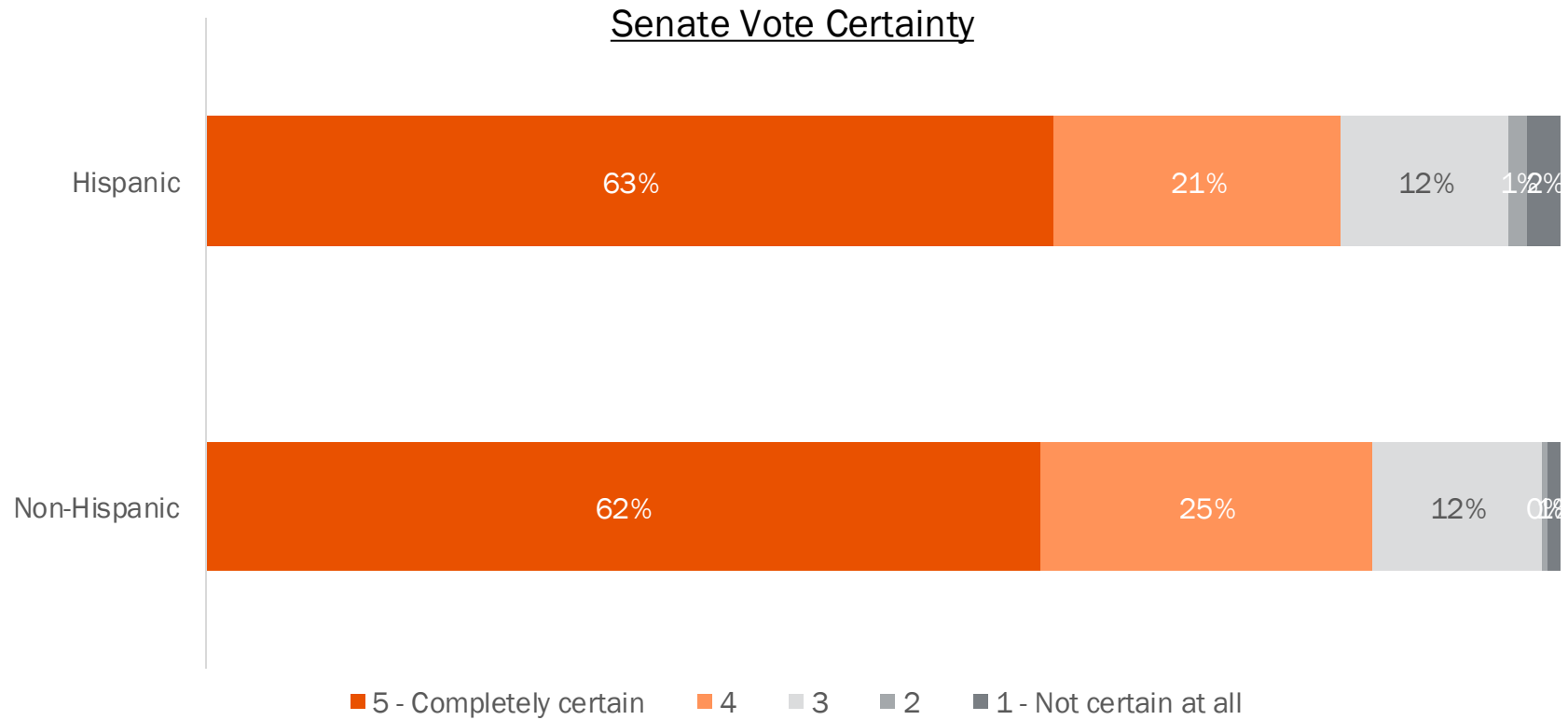
Senate Matchup



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

37% of Hispanics Not Completely Certain about Their Vote for Senator

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

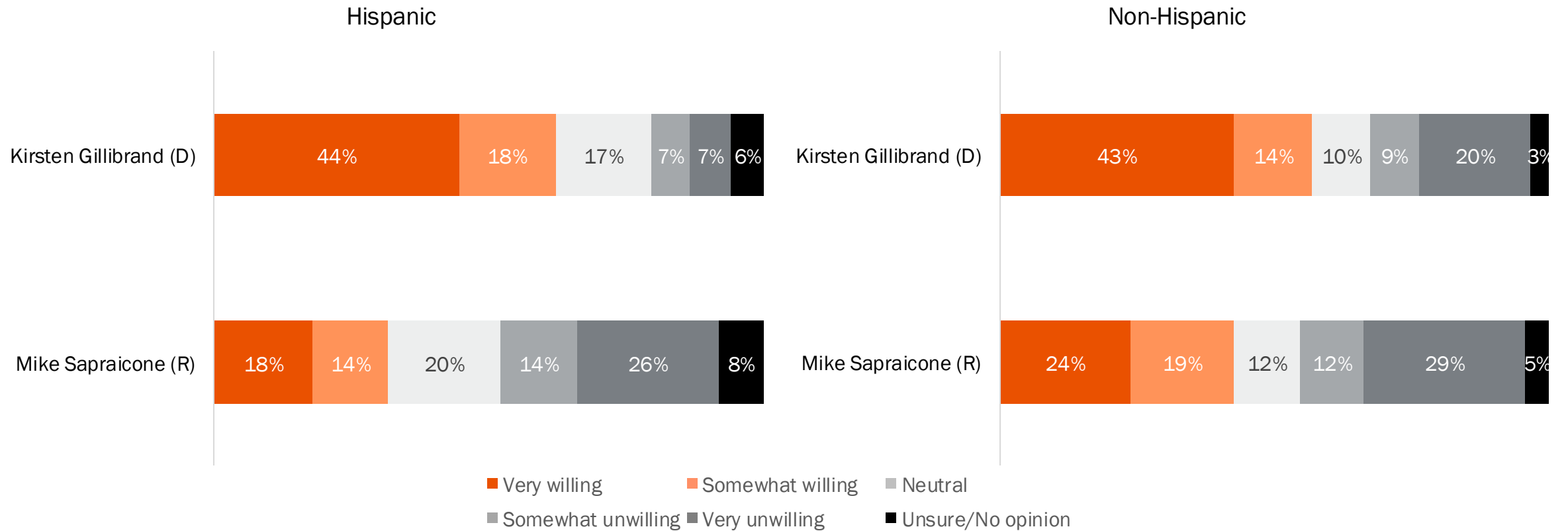


Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of August 2024

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.

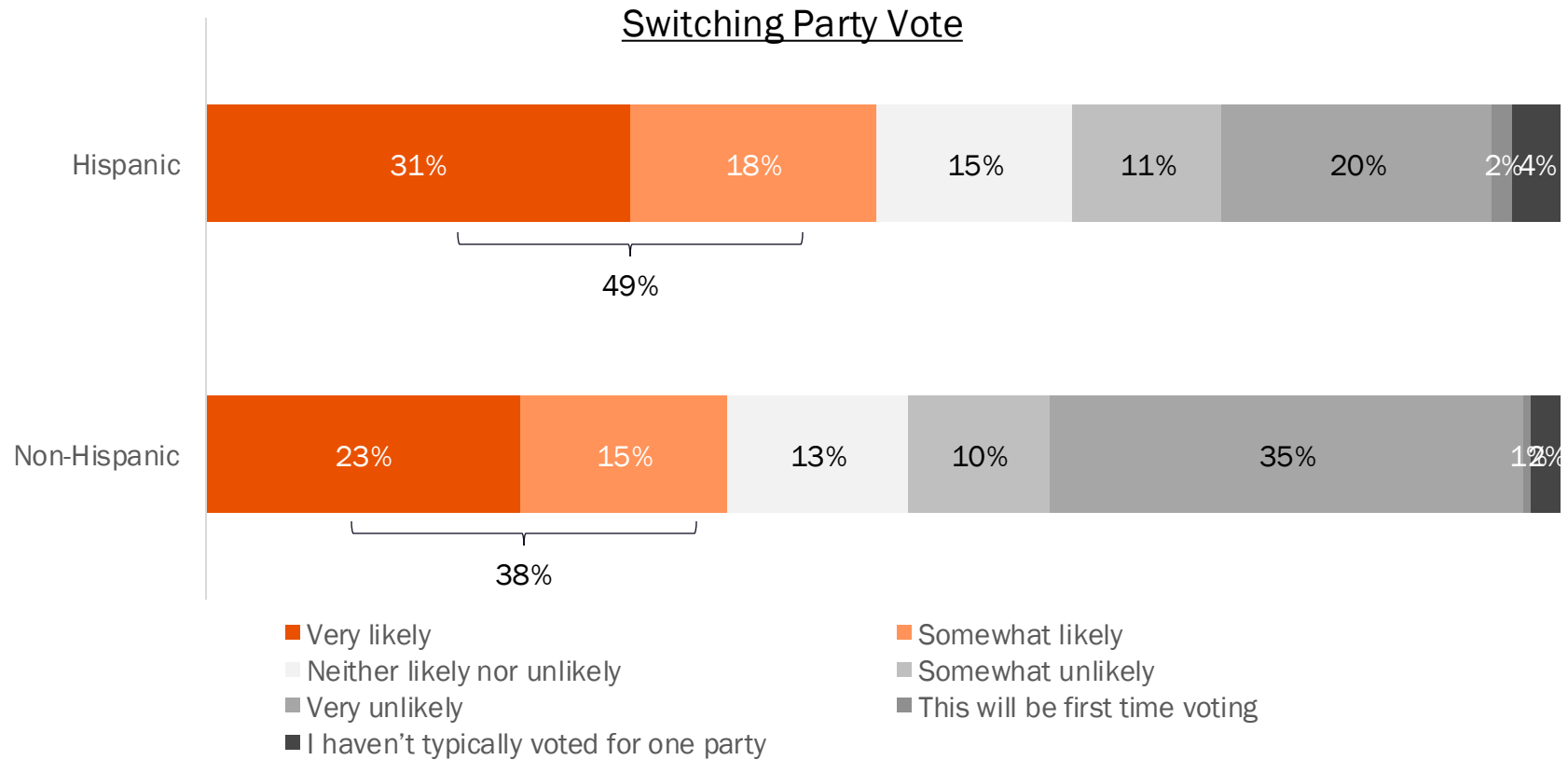
Senate Willingness



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

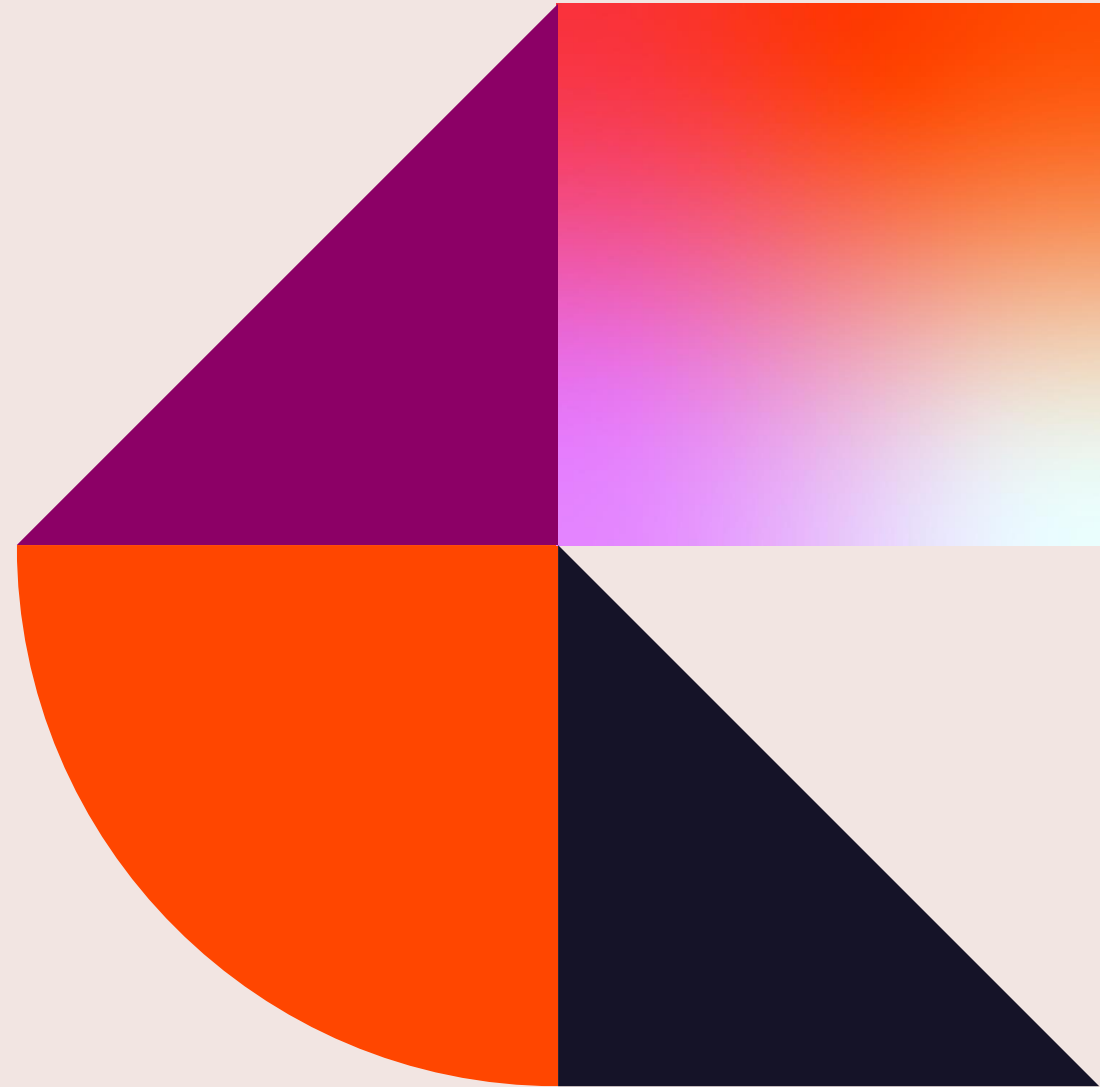
Hispanics More Likely than Non-Hispanics to Be Crossover Voters This Election

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



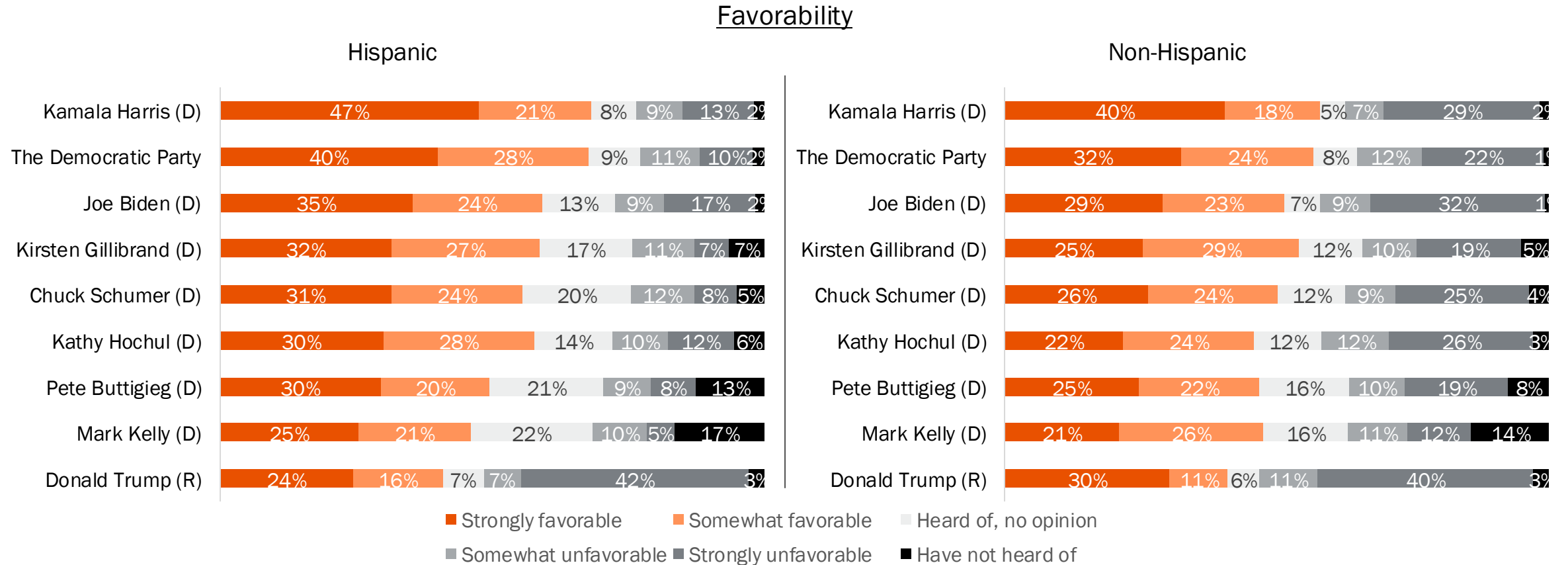
Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of August 2024

Favorability & Job Approval



Favorability

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

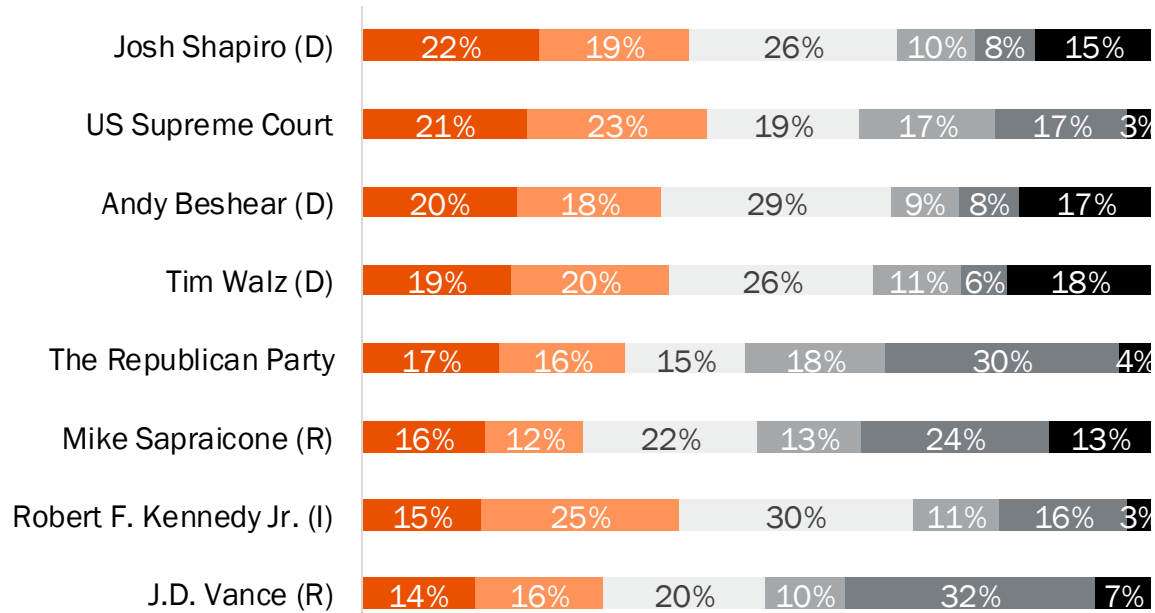


Favorability

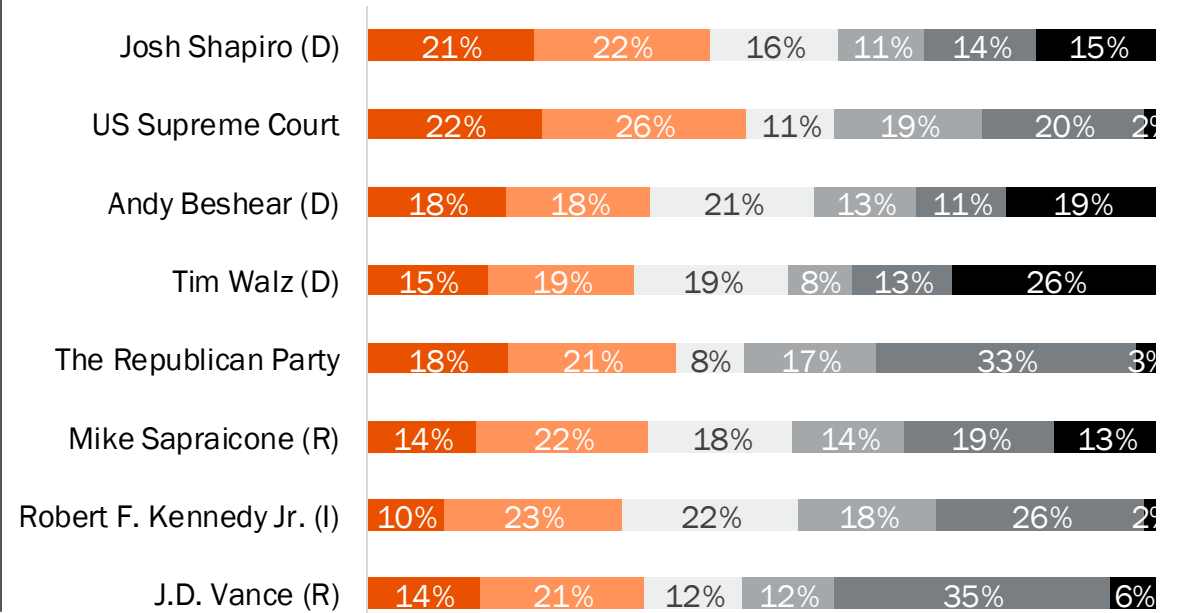
For each individual or institution listed below, please indicate if you have a favorable or unfavorable opinion of them.

Favorability

Hispanic



Non-Hispanic



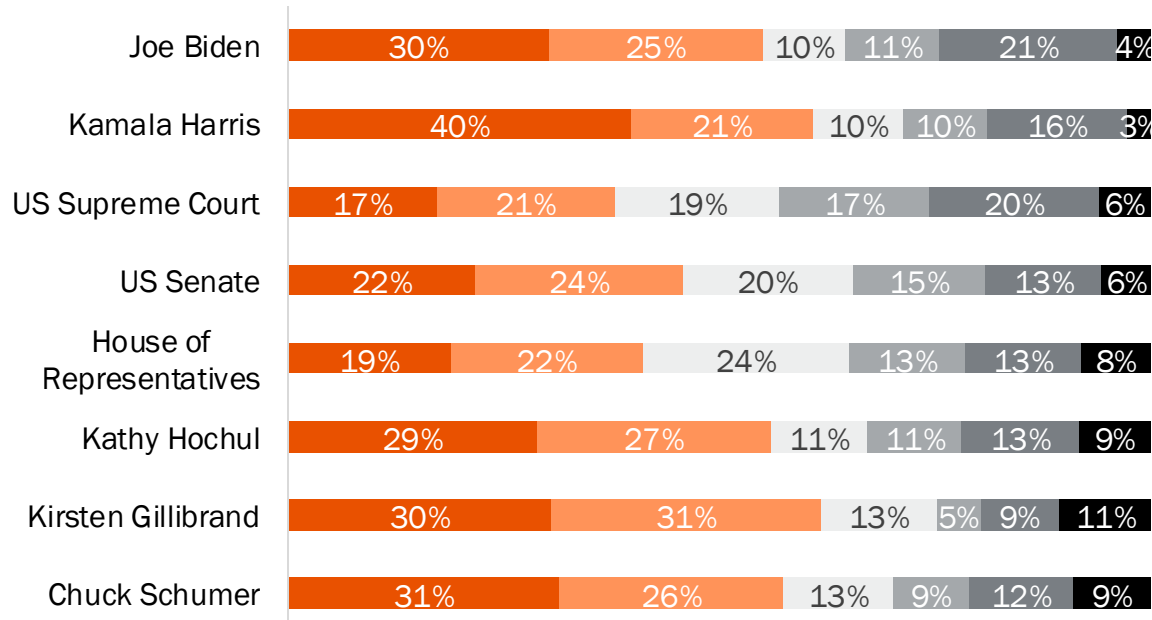
■ Strongly favorable
 ■ Somewhat favorable
 ■ Heard of, no opinion
■ Somewhat unfavorable
 ■ Strongly unfavorable
 ■ Have not heard of

Job Approval

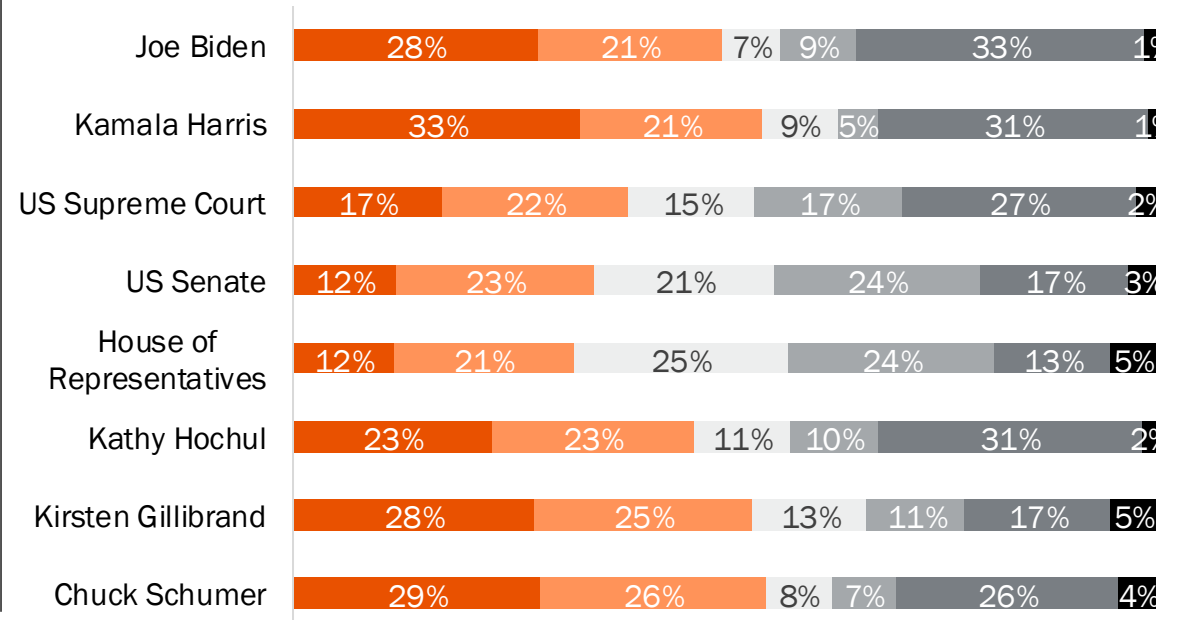
Do you approve or disapprove of the way [x] is handling their job?

Job Approval

Hispanic



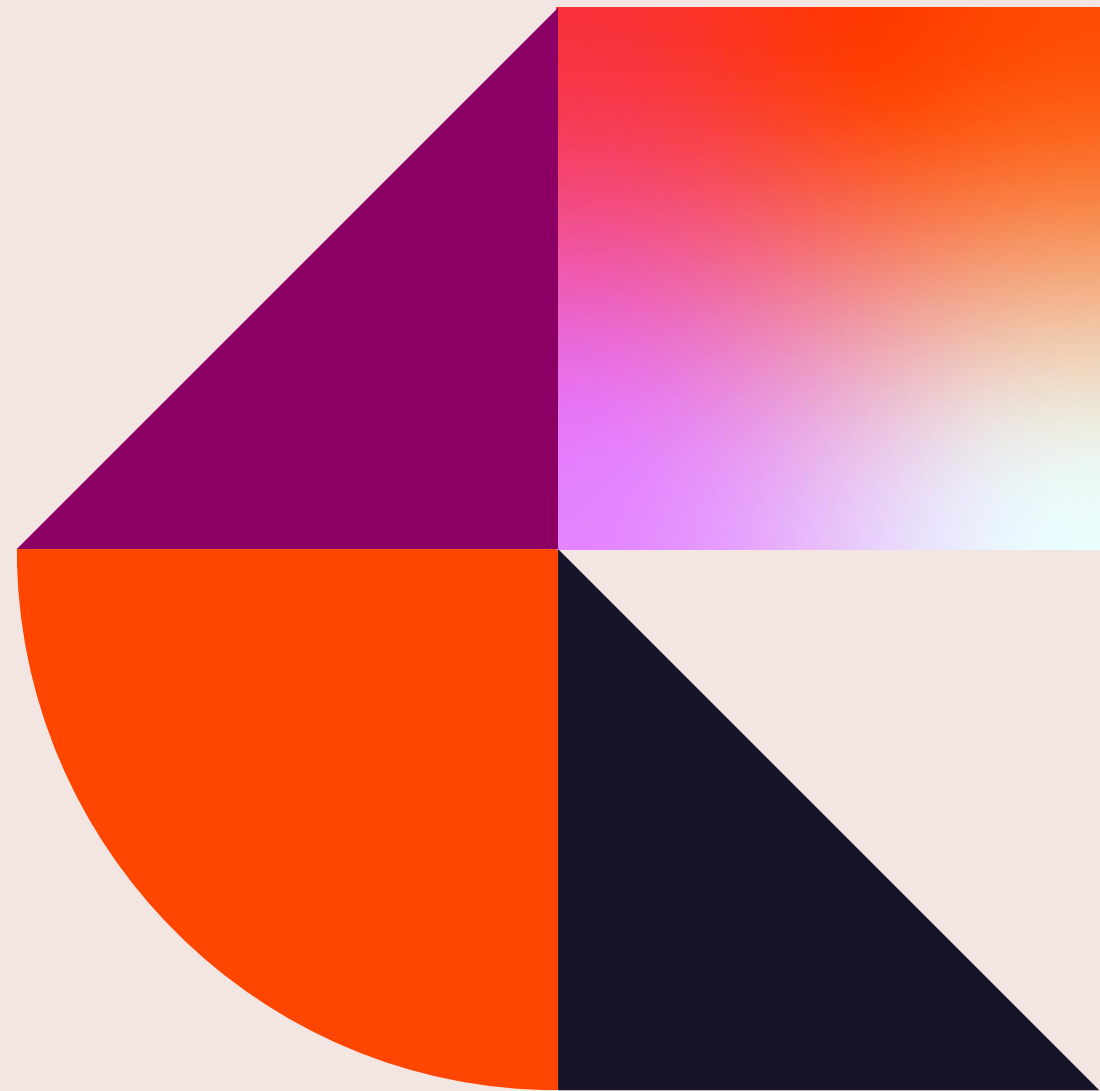
Non-Hispanic



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

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

The Issues



Cost of Living, Inflation, Social Security/ Medicare, Gun Control Top Issues for Hispanic 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	70%	76%	Government spending / deficit	52%	51%
Inflation	70%	67%	Strengthening law enforcement	51%	54%
Social security / Medicare	70%	67%	Opioids / drug abuse	51%	47%
Healthcare	68%	69%	Race relations	51%	45%
Gun control	67%	58%	Infrastructure, such as roads and public transportation	48%	45%
Economy / jobs	62%	65%	Defense / military	48%	50%
Affordable housing	61%	56%	Gun rights / 2nd amendment	47%	43%
Crime and public safety	61%	68%	Police reform	44%	42%
Taxes	60%	60%	Energy policy	42%	49%
Education	58%	55%	Foreign policy	40%	51%
Border security	57%	62%	U.S. relationship with China	38%	42%
Entitlements / social services reform (Medicare, welfare, etc.)	57%	53%	LGBTQ rights	37%	32%
Immigration	56%	58%	Israel / Hamas War	36%	47%
National security	56%	67%	Russia / Ukraine war	34%	41%
Climate change	55%	50%	Culture wars	34%	29%
Abortion	52%	51%			

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	82%
Social security / Medicare	78%
Cost of living	74%
Gun control	73%
Entitlements / social services reform (Medicare, welfare, etc.)	71%
Climate change	71%
Inflation	68%
Affordable housing	68%
Abortion	65%
Economy / jobs	64%

Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Inflation	69%
Cost of living	64%
Gun control	63%
Crime and public safety	59%
Social security / Medicare	55%
Education	52%
Taxes	52%
Affordable housing	51%
Healthcare	51%
Economy / jobs	49%

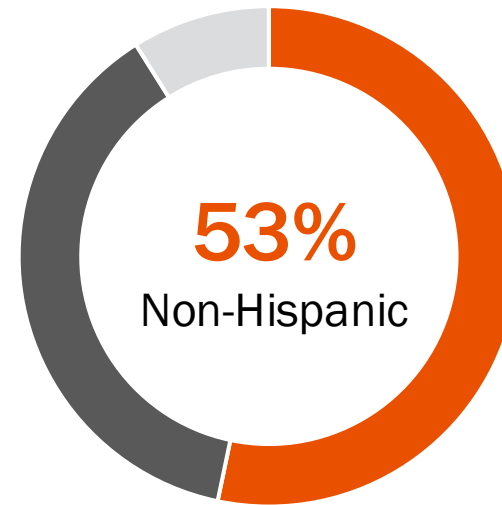
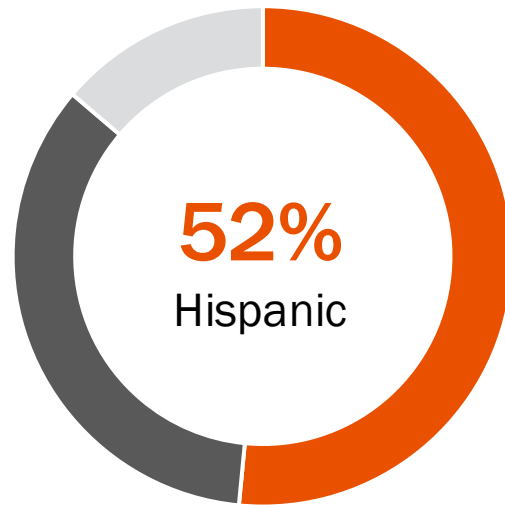
Top 10 Issues Among Definitely <u>Trump</u> Voters	% Hispanic Top Box
Inflation	76%
Economy / jobs	75%
Border security	71%
Cost of living	71%
Immigration	70%
Social security / Medicare	69%
National security	68%
Government spending / deficit	67%
Crime and public safety	65%
Taxes	65%

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

52% 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	12%	7%
Abortion	10%	12%
Cost of living	9%	4%
Healthcare	7%	3%
Economy / jobs	7%	9%
Immigration	7%	8%
Social security / Medicare	6%	6%
Entitlements / social services reform (Medicare, welfare, etc.)	6%	2%
Border security	5%	9%
Israel / Hamas War	3%	3%

Party Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Democrat Top2Box	Republican Top2Box	Democrat Top2Box	Republican Top2Box
Social Security	61%	24%	60%	28%
Abortion	61%	25%	63%	23%
Healthcare	61%	22%	58%	27%
Climate Change	60%	19%	58%	22%
Entitlements Reform	59%	24%	60%	27%
Cost of Living	57%	24%	51%	35%
Education	55%	24%	55%	29%
Gov spending	54%	24%	45%	38%
Economy / jobs	53%	30%	51%	34%
Energy Policy	53%	23%	51%	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
Opioids	52%	28%	49%	31%
Inflation	52%	29%	51%	34%
Foreign policy	52%	31%	51%	36%
Taxes	51%	28%	49%	35%
Crime and public safety	49%	31%	50%	37%
Defense	48%	31%	48%	37%
Immigration	48%	37%	49%	41%
Border Security	47%	38%	44%	44%
National Security	46%	34%	46%	37%

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
Education	60%	24%	53%	32%
Entitlements Reform	58%	28%	54%	33%
Healthcare	58%	28%	55%	31%
Abortion	57%	29%	63%	26%
Social Security	57%	28%	57%	30%
Climate Change	56%	27%	57%	26%
Energy policy	54%	28%	53%	35%
Crime and public safety	54%	30%	46%	43%
Foreign policy	53%	33%	49%	42%
Opioids	52%	29%	49%	35%

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

Candidate Better Able to Handle Issues

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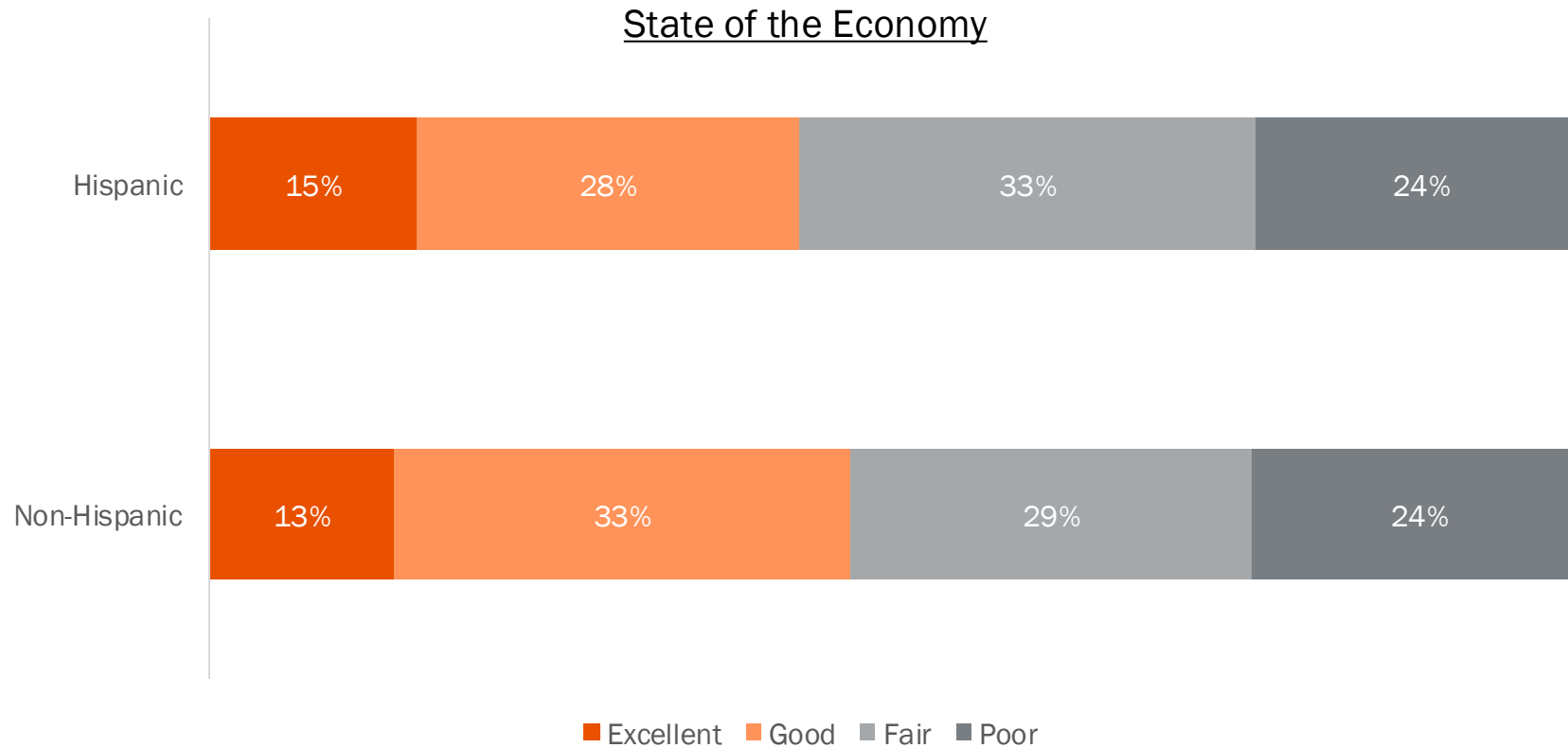
	Hispanic		Non-Hispanic	
	Harris Top2Box	Trump Top2Box	Harris Top2Box	Trump Top2Box
Economy / jobs	52%	35%	51%	39%
Taxes	51%	33%	49%	40%
Cost of Living	49%	35%	50%	40%
Gov spending	49%	33%	48%	38%
Inflation	48%	34%	47%	42%
Defense	48%	36%	45%	46%
National Security	45%	38%	45%	43%
Border Security	43%	43%	46%	47%
Immigration	41%	46%	46%	46%

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

ECONOMY

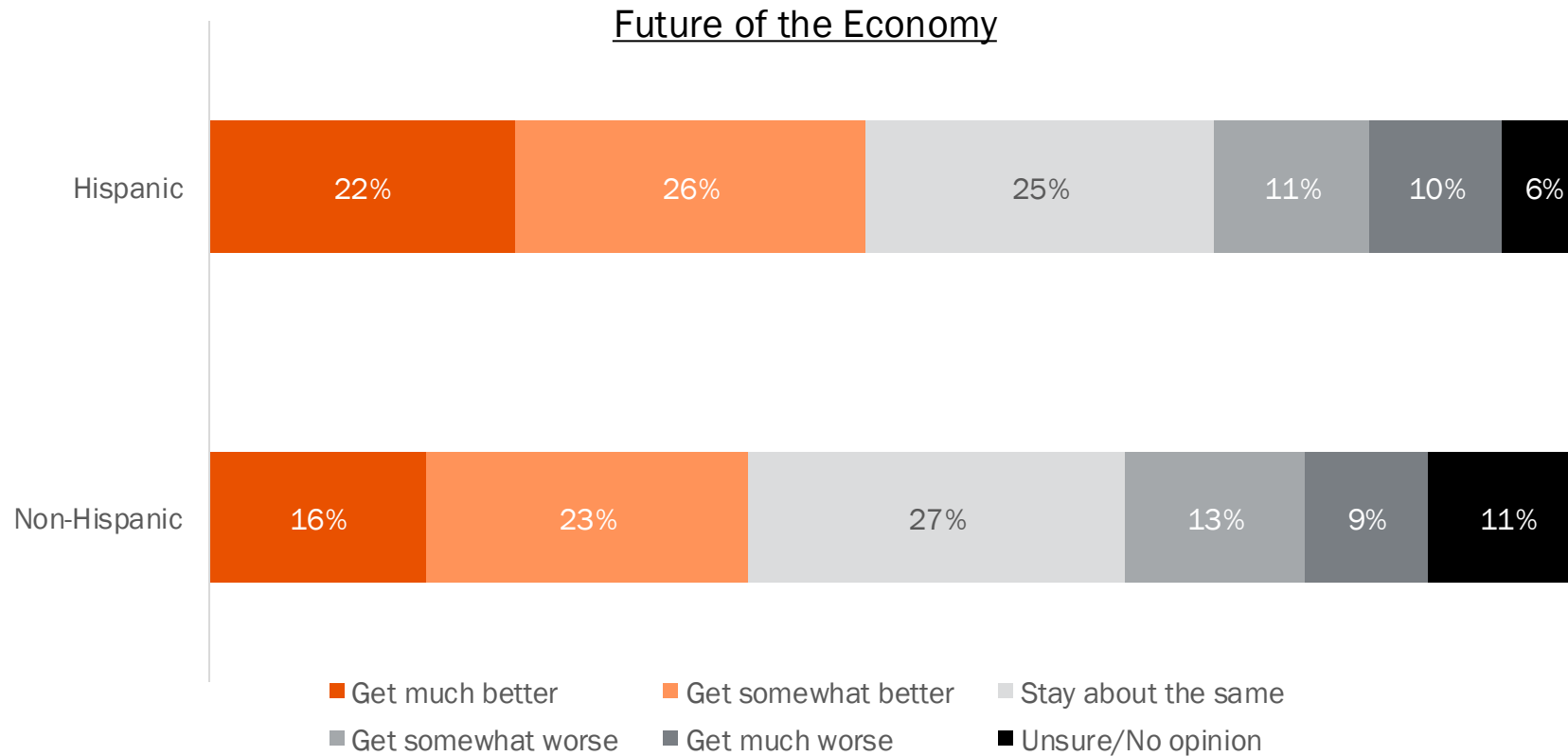
57% of Hispanics Rate the Economy in Their State Right Now as Fair or Poor

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



21% 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
I feel that it is increasingly difficult for middle class families to prosper in the United States	77%	8%	78%	9%
Inflation is putting a significant strain on my budget	73%	13%	72%	13%
I am concerned about the U.S. federal government’s spending and deficit	72%	10%	75%	8%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	68%	10%	60%	10%
I expect my personal economic situation to get better in the next few years	60%	13%	50%	17%
My personal economic situation has become worse in the last year	57%	23%	57%	23%
I have taken, or am considering taking, a second job in order to maintain my standard of living	53%	27%	38%	40%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	51%	30%	40%	40%
The price of gas is putting a strain on my finances	51%	20%	53%	23%
I feel that jobs are getting easier to find	39%	34%	32%	39%
Home ownership is still within reach for most people	37%	39%	31%	55%

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
Drug abuse is a serious public health issue in the United States	82%	6%	87%	3%
Mental health issues are a growing problem for people in the United States	80%	4%	84%	6%
I am generally satisfied with my healthcare coverage	66%	15%	70%	14%
The cost of my health care and insurance is reasonable	56%	20%	53%	28%
Medicaid and Medicare are working well now	53%	19%	53%	21%
The cost of prescription drugs is a financial problem for me	43%	26%	39%	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? <i>[Public Health & Healthcare]</i>	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I would not vote for a political candidate whose views on abortion were at odds with mine	62%	10%	60%	17%
Abortion laws should be created by state governments, not by the federal government	46%	27%	50%	28%

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 at any time during pregnancy	26%	19%
Abortion should be legal only in the case of rape, incest or when the mother's life is in danger	20%	22%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	13%	15%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	11%	10%
Abortion should be illegal in all cases	9%	9%
Abortion should be legal only in the first 15 weeks of pregnancy	6%	9%
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	9%	7%

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	84%	5%	90%	3%
Crime is a growing problem in the United States	81%	7%	81%	7%
I believe that stricter gun control laws would reduce crime	68%	12%	66%	20%
Homelessness is a serious problem in my neighborhood	68%	16%	56%	30%
Government authorities have become too lenient on criminals	68%	10%	70%	12%
Gun violence is a growing problem where I live	65%	12%	54%	29%
Crime is a growing problem where I live	64%	12%	54%	25%
Police departments in the United States are understaffed	61%	13%	66%	11%

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
I feel less safe in my everyday life than I did a year ago	58%	21%	56%	25%
Children in my community are generally safe at the schools they attend	56%	22%	64%	17%
My police department is understaffed	55%	17%	46%	15%
I support second amendment gun rights	51%	25%	49%	32%
Government authorities are doing a good job protecting businesses near where I live and shop	51%	25%	48%	22%
Government authorities are doing a good job combating crime in my neighborhood	48%	28%	47%	26%
My local government should significantly reduce the resources and budgets for police	35%	43%	28%	55%

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? [Immigration & Border Security]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
There are too many undocumented immigrants crossing the border into the United States	72%	13%	77%	8%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	72%	9%	79%	8%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	71%	11%	77%	8%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	69%	12%	77%	10%
There are too many undocumented migrants coming to my state	69%	11%	71%	11%
All migrants who want to enter the United States should be fully vetted first	69%	8%	79%	7%
The arrival of migrants has made the affordable housing problem worse	65%	13%	64%	15%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	65%	14%	73%	11%
We should provide a pathway to legal status (including citizenship) for undocumented immigrants who have been in the U.S. and have not committed a serious crime	64%	16%	57%	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? [Immigration & Border Security]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The rules that I have to live by don't seem to apply to migrants	64%	16%	62%	18%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	64%	11%	75%	7%
Local law enforcement should be able to detain undocumented migrants	63%	14%	72%	11%
We should reform immigration laws to give higher priority to people with needed skills and education	63%	10%	58%	14%
The United States military should be used to secure the southern border	63%	16%	64%	15%
It feels like migrants are being treated better than most Americans	62%	16%	64%	22%
Undocumented migrants have increased crime in my state	59%	17%	61%	20%
The U.S. should complete the construction of a wall on the southern border of the U.S.	54%	21%	58%	22%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	54%	24%	44%	36%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

Immigration & Border Security

How much do you agree or disagree with the following statements? [<i>Immigration & Border Security</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Most undocumented migrants who entered the U.S. over the last few years should be deported	52%	22%	60%	20%
Undocumented migrants will take jobs away from poorer and working-class Americans	51%	25%	54%	26%
The Biden administration is primarily responsible for the situation at the southern border	48%	24%	56%	28%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	47%	27%	36%	34%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	47%	27%	44%	40%
The resettling of all the migrants will, in the long-run, benefit the United States	43%	29%	44%	34%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	39%	37%	52%	37%
I support the way the Biden Administration is managing the southern border	39%	34%	37%	45%
I support the way my state and local officials are handling the migrant issue	37%	37%	33%	44%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	37%	37%	28%	51%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

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 very big threat to the planet	74%	8%	71%	15%
Climate change is a result of human activity	74%	9%	70%	13%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	66%	12%	58%	26%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	61%	10%	54%	22%
Governments should create policies that encourage oil and gas production in the U.S.	55%	15%	65%	16%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	53%	21%	51%	29%
Government regulation and action on climate change is hurting the economy	46%	21%	46%	26%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

Source: Univision political tracker in collaboration with Media Predict as of 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	63%	16%	64%	21%
The United States Justice Department has become politicized in its prosecutions	57%	13%	63%	15%
The federal government of the United States has become too intrusive in the lives of Americans	57%	17%	60%	20%
The federal government of the United States is too big and powerful	56%	16%	61%	18%
The FBI has become politicized in its investigations	54%	15%	60%	18%
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	49%	24%	40%	34%
I want the next president to shrink the size of the federal government	45%	17%	53%	20%

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	71%	7%	67%	9%
I support the Biden Administration’s efforts to forgive student loans	67%	13%	53%	34%
China represents the most serious economic and geo-political threat to the United States	62%	10%	72%	8%
The U.S. government should spend less money supporting the war in Ukraine	57%	20%	49%	29%
The government should ban social media, like Facebook and TikTok, from being used by children	53%	21%	61%	21%
Iran is the primary destabilizing force in the Middle East	49%	11%	58%	9%
I think that the United States spends too much on defense and the military	47%	24%	40%	41%
I support the way the Biden Administration is dealing with the Israel-Hamas war	42%	29%	37%	44%
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	39%	30%	48%	28%
The United State should increase the amount of military aid it sends to Israel	38%	34%	38%	34%
Student loans should not be forgiven and paid for by taxpayers	33%	41%	52%	33%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	29%	47%	26%	51%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

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	70%	9%	76%	6%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	66%	9%	71%	10%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	54%	18%	61%	14%
Social media, like Facebook and TikTok, does more harm than good	50%	25%	54%	20%

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	75%	7%	87%	3%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	65%	11%	63%	11%
More emphasis should be placed on trade schools	64%	8%	76%	5%
Parents should have a say in what is taught to their children in public schools	64%	9%	68%	15%
College is no longer worth the cost for most students	60%	16%	63%	15%
The public schools in my neighborhood are good	54%	18%	65%	14%
The public school system is working well in my state	49%	23%	50%	22%
Public schools where I live are better than they were before the pandemic	44%	23%	33%	26%
Colleges and universities should be allowed to use race in admissions decisions	38%	36%	28%	52%
The federal government’s Department of Education should be eliminated	31%	36%	33%	41%

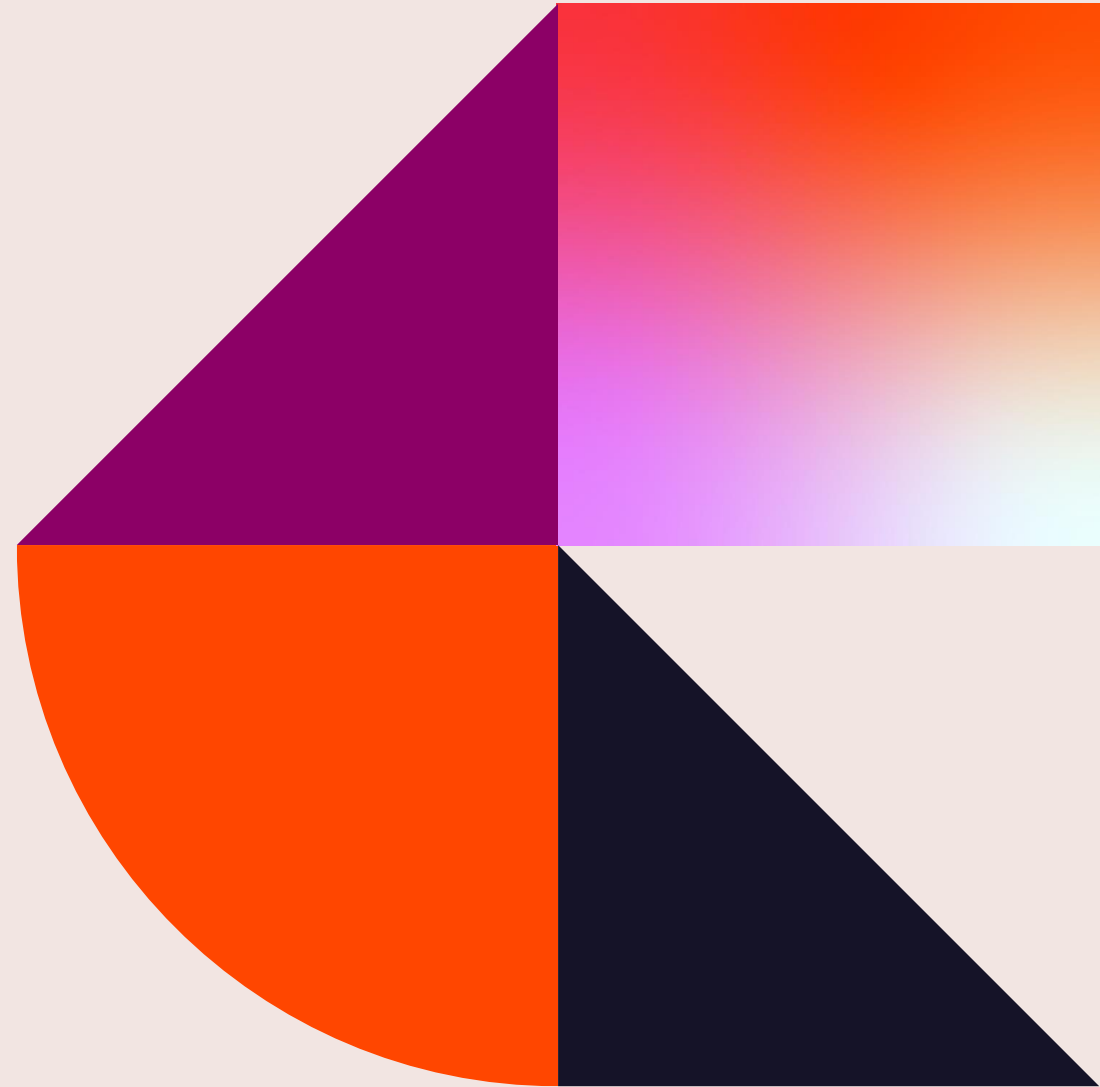
5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

Information Sources & Language Preferences



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

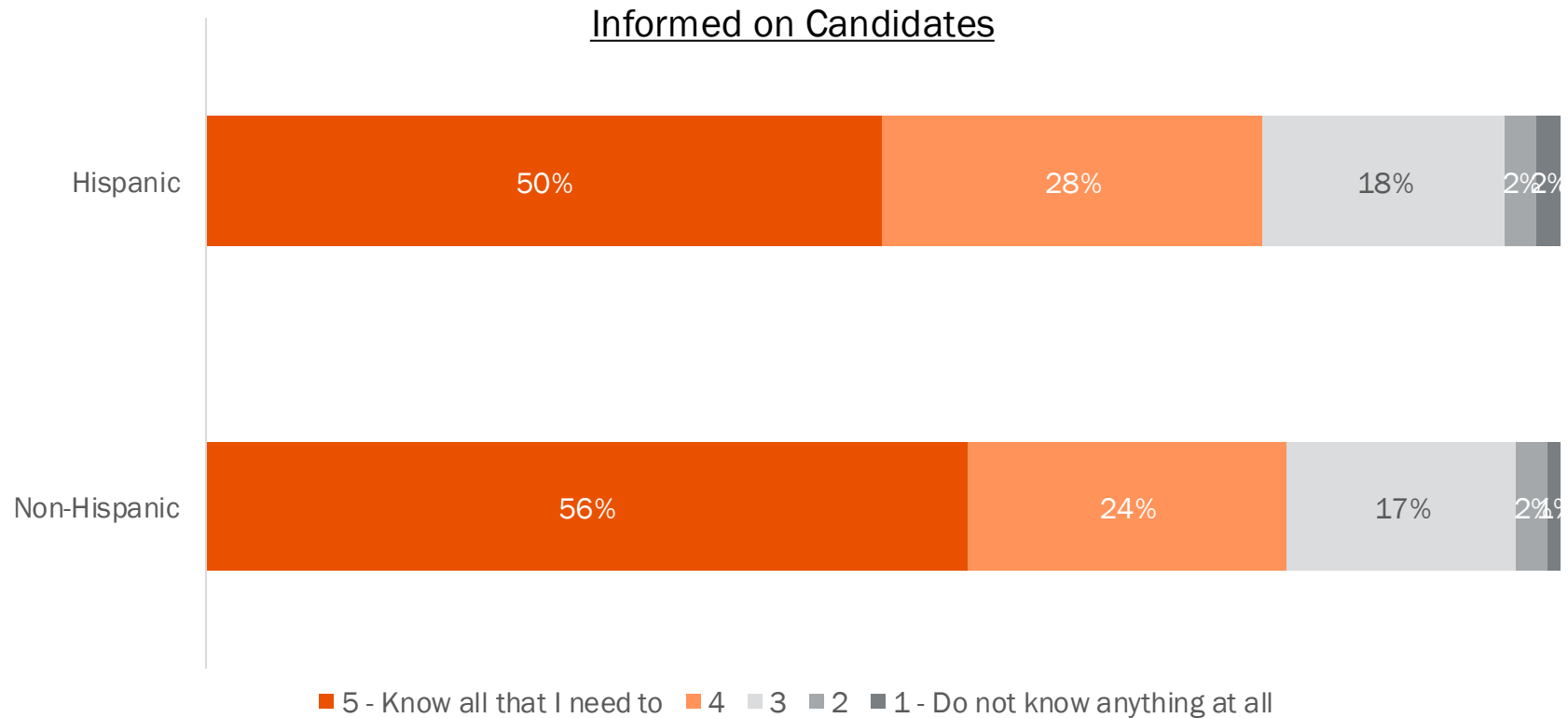
Which of the following sources are you currently using to follow developing political issues? Select all that apply.

Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
YouTube	46%	45%	X, formerly known as Twitter	25%	26%
Local Television	44%	49%	Debates	22%	27%
National Television (like network programs or cable news)	44%	58%	Online publications	21%	28%
Facebook	32%	34%	Snapchat	17%	13%
Instagram	30%	29%	Podcasts	17%	21%
TikTok	29%	23%	Magazines	12%	13%
Newspapers	29%	38%	School	9%	6%
Family	27%	29%	Community organization	8%	7%
Friends	27%	33%	Religious organization/Church	7%	6%
Radio	26%	26%	None of these	3%	2%

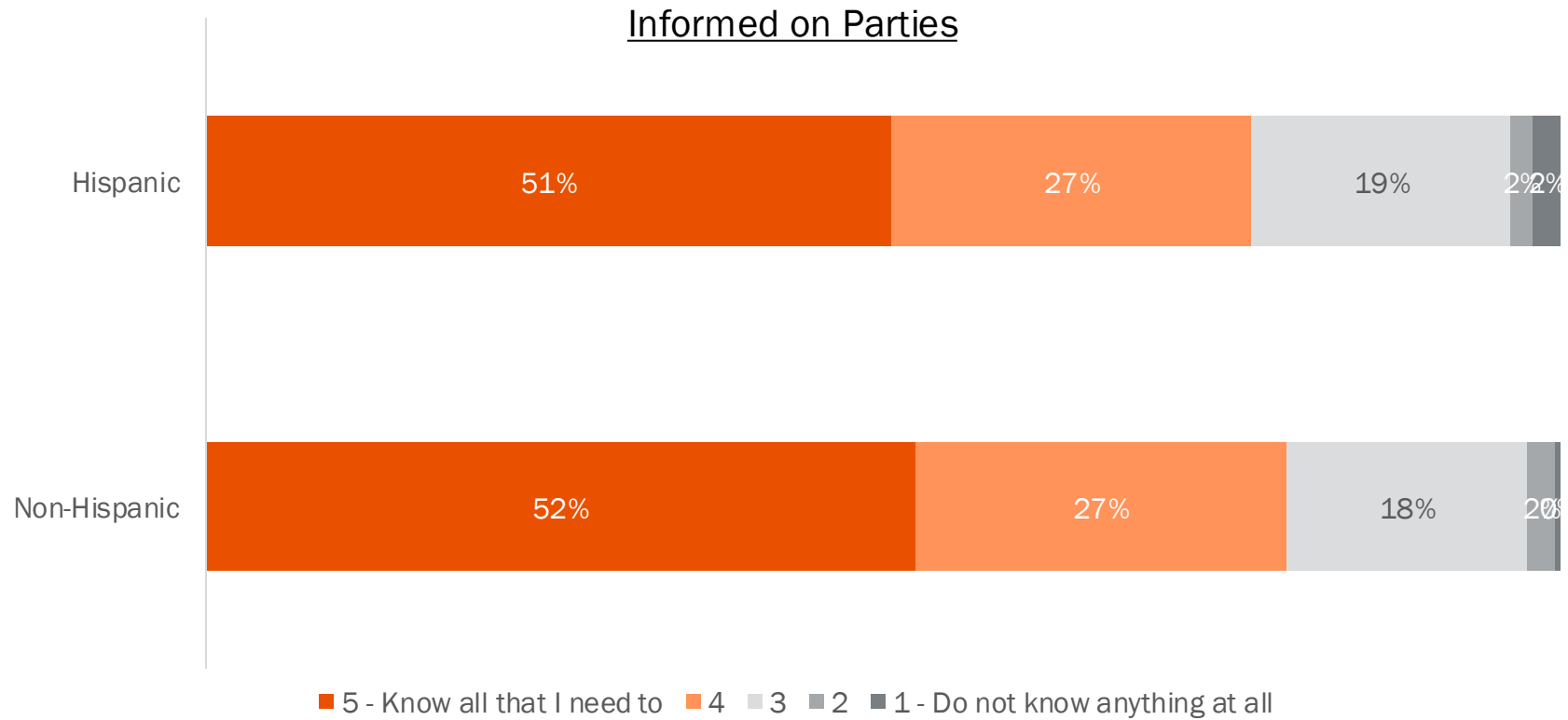
50% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

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?



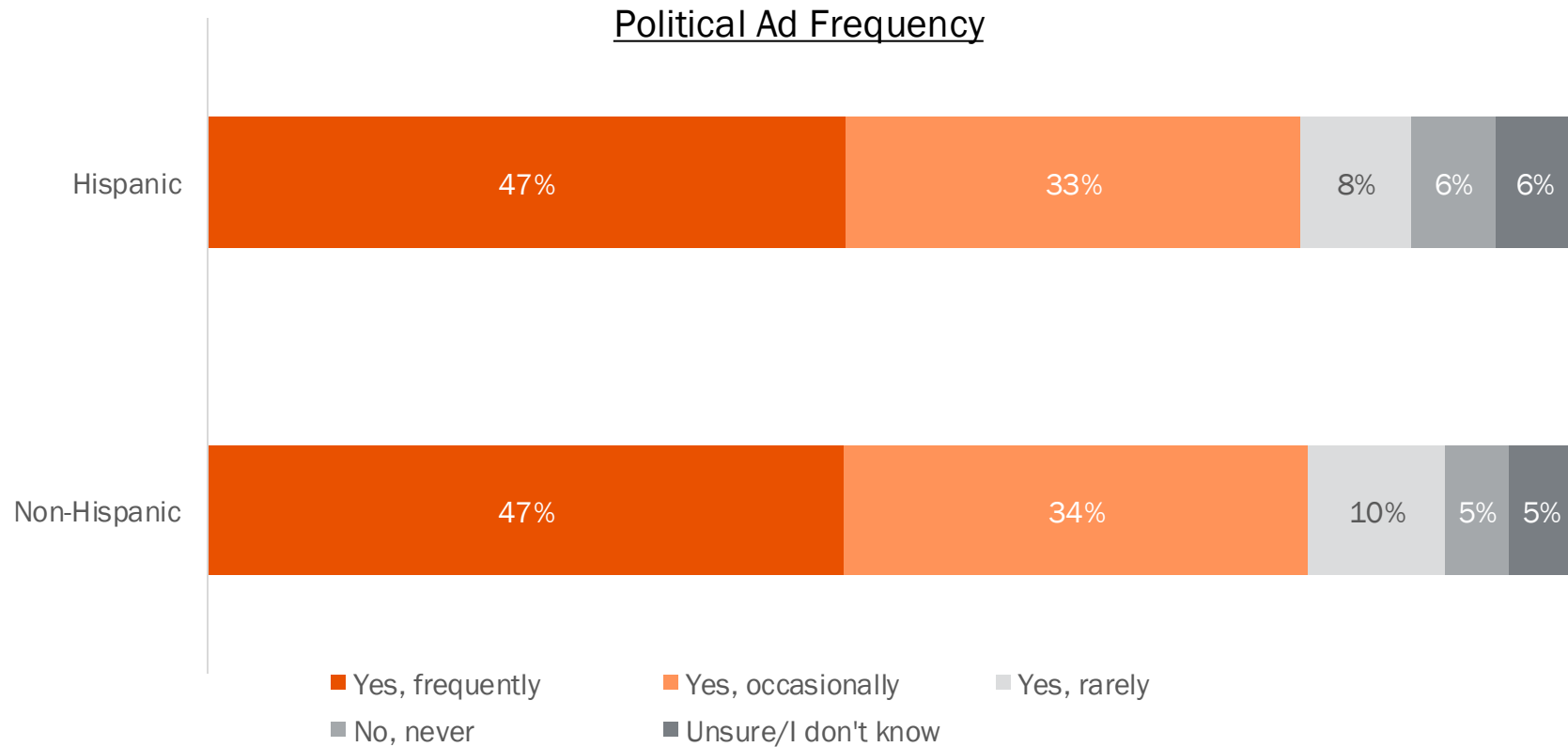
49% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

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



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

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



Among likely voters 18+

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



Messaging in Spanish is *Powerful* and *Connects*

79%

OF HISPANICS AGREE

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

66%

OF HISPANICS AGREE

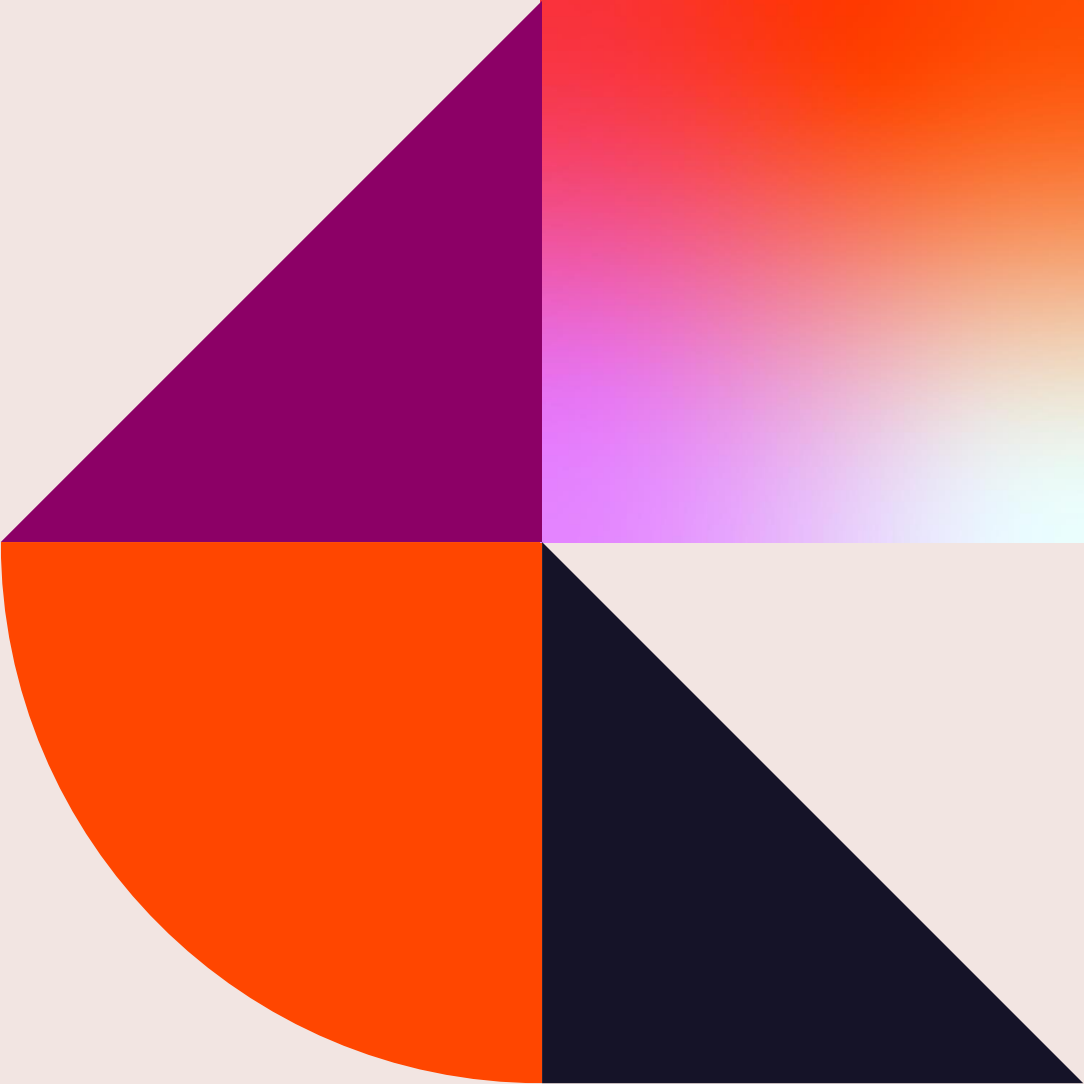
Political parties and candidates who advertise in Spanish are *showing me they want my vote*

61%

OF HISPANICS AGREE

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

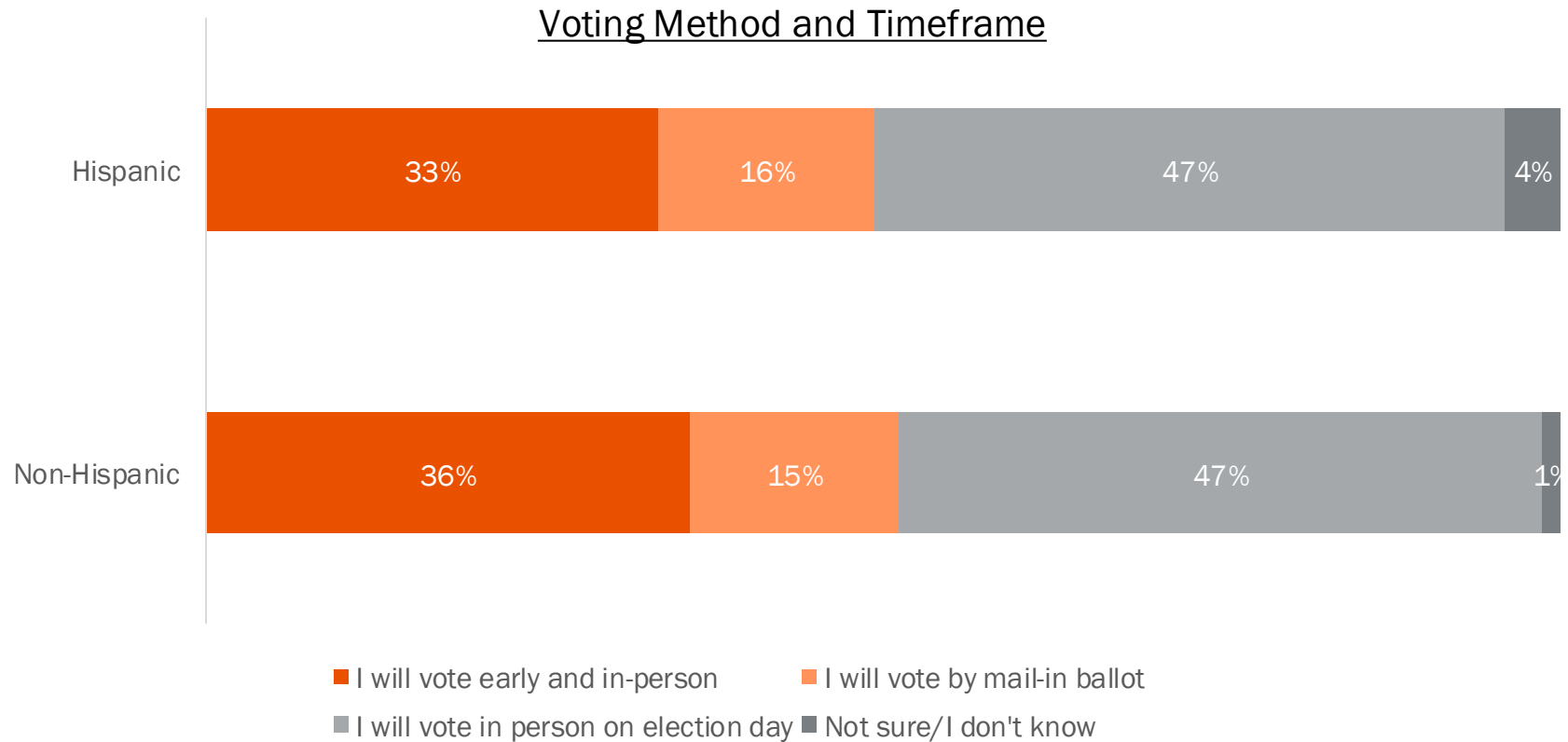
Voting & Campaign Information



Voting Method and Timeframe

- HISPANICS MORE LIKELY TO VOTE EARLY AND IN PERSON OR BY MAIL

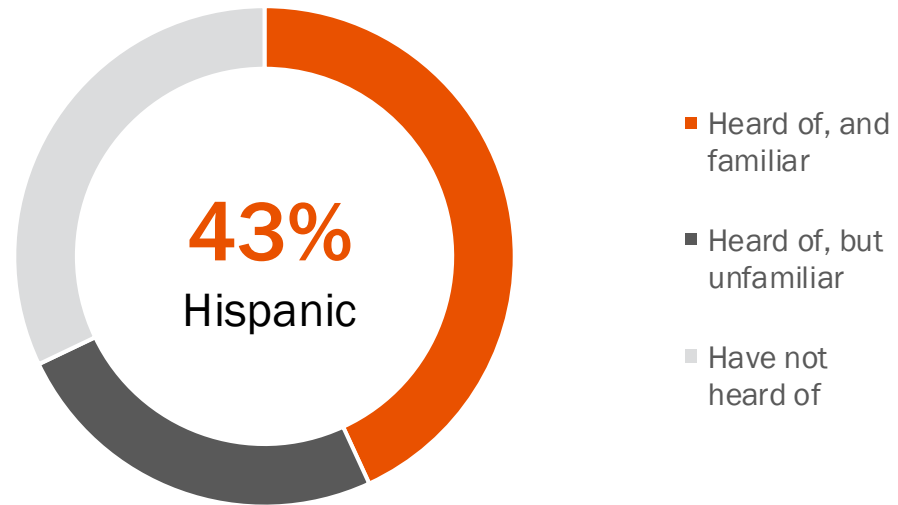
How do you plan to vote in the General election?



Vota Conmigo Familiarity

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

Vota Conmigo Familiarity





Gracias

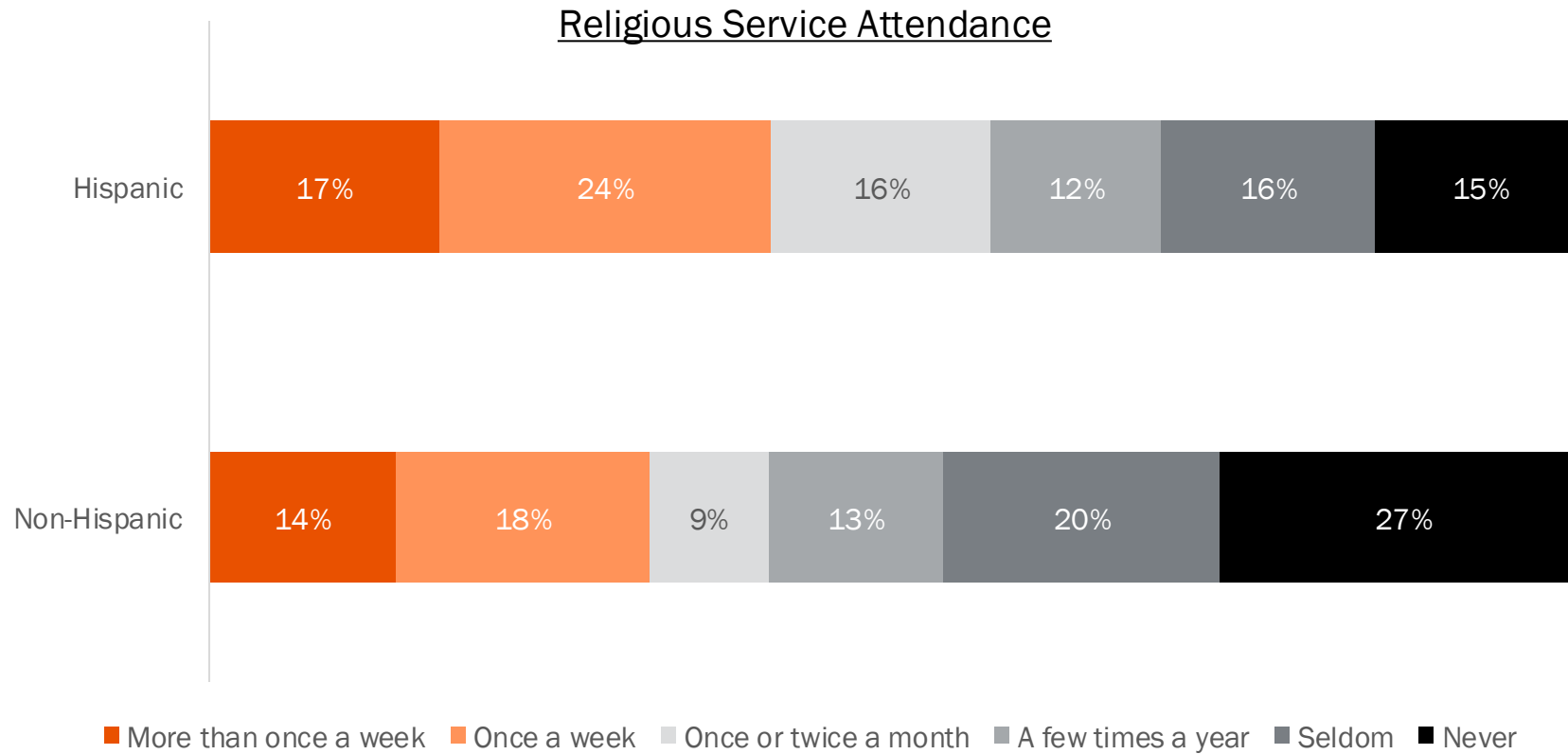
Televisa
Univision

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	71%	8%	70%	10%
I appreciate being personally contacted, by phone or by knocking at my door by a political party, candidate or organization that is looking to influence my vote	47%	31%	35%	48%

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

