NORTH CAROLINA

North Carolina's Hispanic Community

NC Hispanics Are YOUNGER

33 Hispanic median age
vs 50 for Non-Hispanic

Lower Hispanic Median Household Income

$56,013
vs $78,551 for Non-Hispanic

Larger Hispanic Households

4.7 Median Persons per HH
vs 2.8 for Non-Hispanic

More Likely to Have Children in Household

57% Kids <18 in HH
vs 30% for Non-Hispanic

Renting Their Homes

60% Rent where they live
vs 29% for Non-Hispanic

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2024 North Carolina Hispanic voter profile

2024 HISPANIC REGISTERED VOTERS

341,379

6% of all registered voters
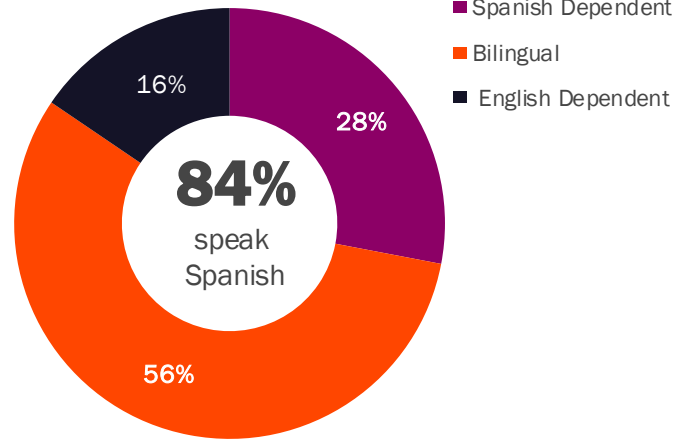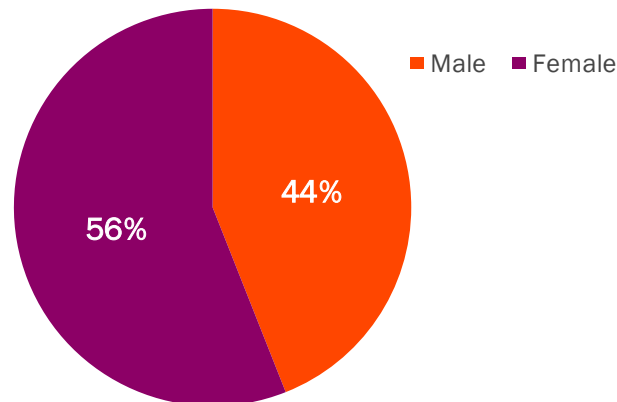
POLITICAL AFFILIATION

| 33% | 18% | 48% |

- ■ Democratic ---- 113,409
- ■ Republican ---- 62,747
- ■ Independent/Other ---- 165,223
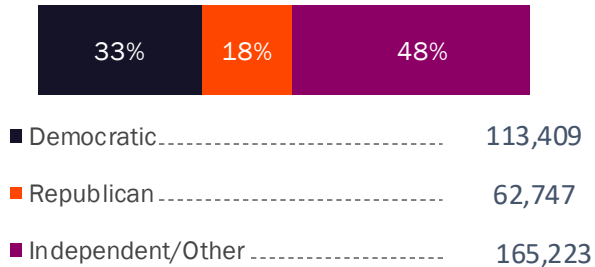
AGE DISTRIBUTION 18+	HISPANIC
18-34	47%
35+	53%
18-24	25%
25-34	22%
35-49	23%
50-64	19%
65+	11%

2024 HISPANICS AGE 5+ LANGUAGE USAGE*

- ■ Spanish Dependent
- ■ Bilingual
- ■ English Dependent

28%
56%
16%

84% speak Spanish

REGISTERED VOTER GENDER DISTRIBUTION

■ Male ■ Female

44%
56%

COUNTRY OF ORIGIN*	POPULATION	SHARE
Total Hispanic Population	1,282,177	
Mexican	666,426	52.0%
Central American	228,479	17.8%
Salvadoran	76,368	33%
Honduran	74,879	33%
Guatemalan	51,470	23%
Costa Rican	9,271	4%
Panamanian	8,607	4%
Nicaraguan	6,972	3%
Other Central American	912	0%
Caribbean	220,094	17.2%
Puerto Rican	144,448	66%
Dominican	37,891	17%
Cuban	37,755	17%
South American	98,183	7.7%
Colombian	36,990	38%
Ecuadorian	16,544	17%
Venezuelan	14,461	15%
Peruvian	13,481	14%
Argentinean	6,695	7%
Chilean	5,659	6%
Uruguayan	1,623	2%
Other South American	1,530	2%
Bolivian	843	1%
Paraguayan	357	0%
Other Hispanic	68,995	5.4%

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2024 NC Hispanic Voters in Presidential Years

AS OF 5/15/2024

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

+48% vs. 2020
NH: +22%

+75% vs. 2016
NH: +31%

291,559

196,872

112,538

Vs. 2016: Hispanics are expected to grow by **+159%**
NH: +59%

| | 2016 | 2020 | 2024 |

350,000
300,000
250,000
200,000
150,000
100,000
50,000
0

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TU & Media Predict

2024 Presidential Tracker

North Carolina
August 2024

Televisa Univision | **Consumer** Strategy & Insights | **MEDIA PREDICT**

Objectives

- Measure current landscape of the 2024 General Election

- 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 1,237 likely voters ages 18+

A18+

457 Hispanic
(316 SpanDom/Bilingual)

780 Non-Hispanic

- In field 8/1/2024 – 8/12/2024

- 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 4.7% for Hispanics and 3.6% for Non-Hispanics.

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

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Only 32% of Hispanics Believe U.S. is Headed in the Right Direction

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

US Right or Wrong Track

32%
Hispanic

27%
Non-Hispanic
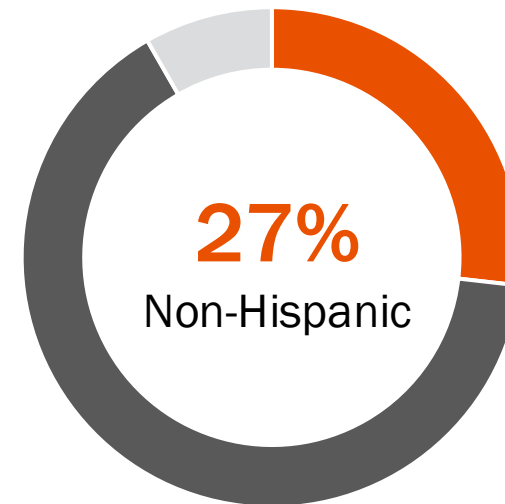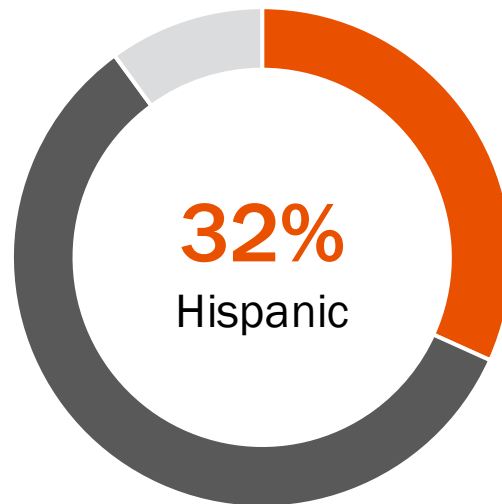
- Right direction
- Wrong track
- Unsure/I don't know

General Election Polling
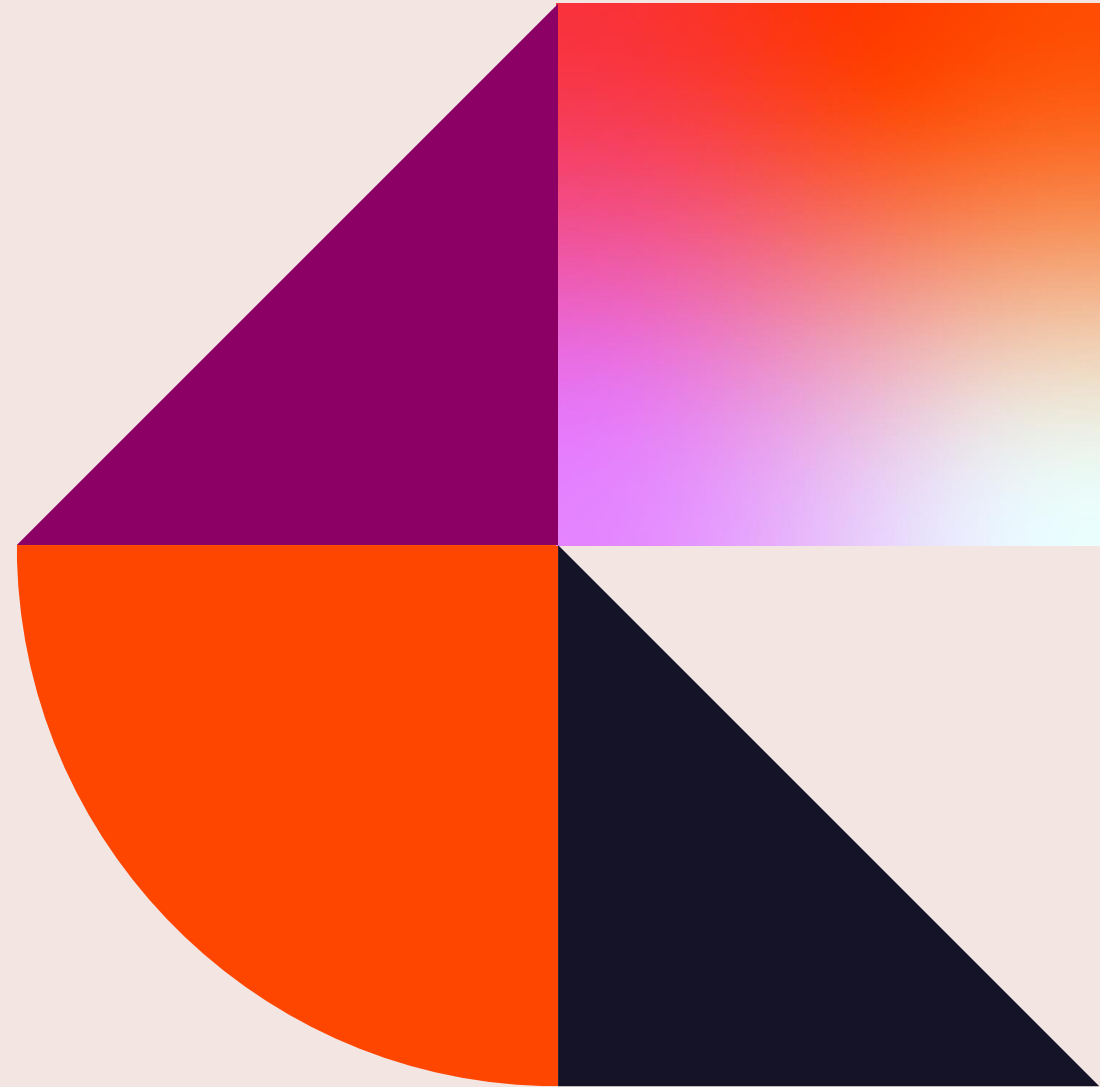
Matchup: Harris vs Trump

- HARRIS LEADS AMONG HISPANICS, SAME AS NON-HISPANICS
- 29% OF HISPANICS UP FOR GRABS (27% NOT DEFINITE, 2% UNSURE)

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

Presidential Matchup

	Definitely Harris	Probably Harris	Probably Trump	Definitely Trump	Someone else	Unsure/I don't know
Hispanic	40%	16%	11%	23%	8%	2%
Non-Hispanic	40%	8%	9%	38%	2%	3%

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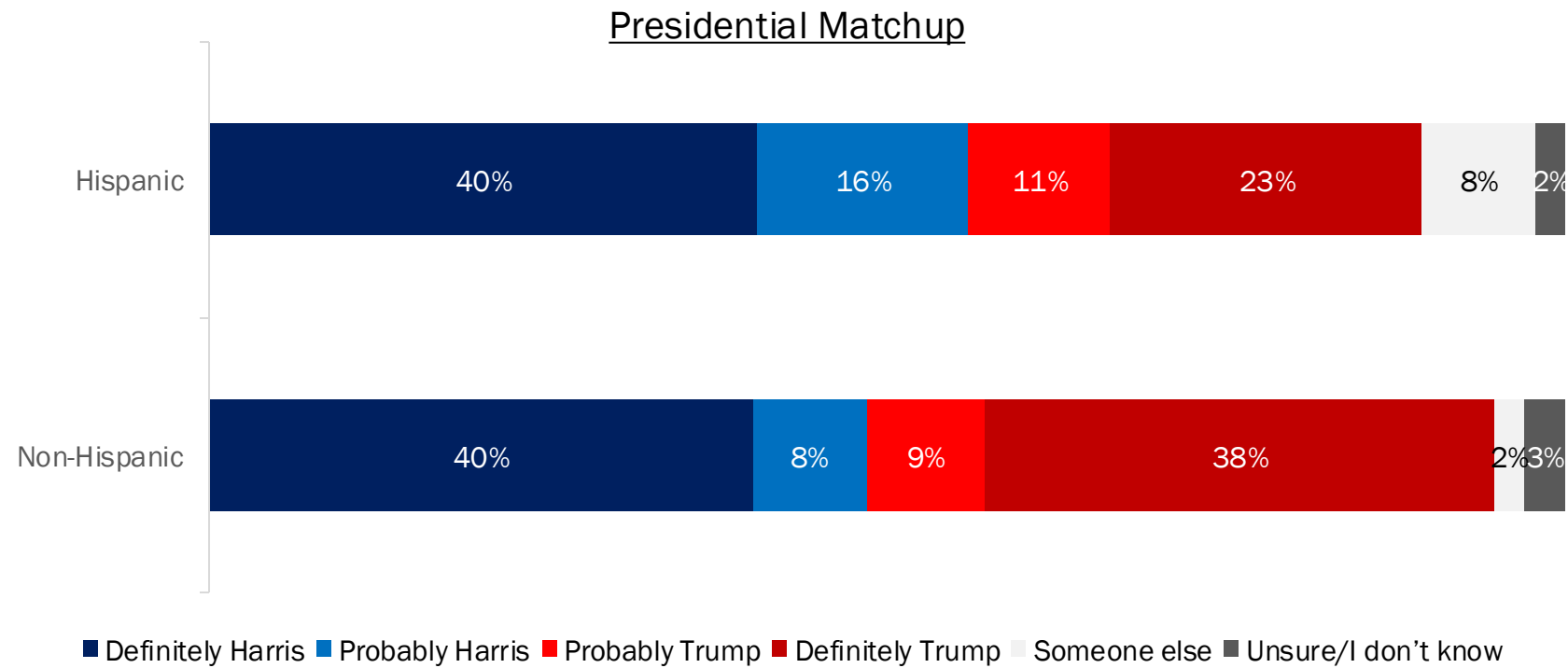
Candidate Support among Hispanics

- HARRIS' STRONGEST SUPPORT AMONG WOMEN
- TRUMP'S STRONGEST SUPPORT AMONG MEN

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

Total Support
- Probably
- Definitely

Men
- Harris: 50% (Probably 11%, Definitely 39%)
- Trump: 39% (Probably 13%, Definitely 26%)

Women
- Harris: 62% (Probably 20%, Definitely 42%)
- Trump: 27% (Probably 8%, Definitely 19%)

18-34
- Harris: 60% (Probably 20%, Definitely 40%)
- Trump: 29% (Probably 10%, Definitely 20%)

35+
- Harris: 52% (Probably 11%, Definitely 41%)
- Trump: 37% (Probably 11%, Definitely 26%)

Married
- Harris: 53% (Probably 11%, Definitely 42%)
- Trump: 34% (Probably 9%, Definitely 24%)

Children in HH
- Harris: 53% (Probably 15%, Definitely 39%)
- Trump: 38% (Probably 13%, Definitely 25%)

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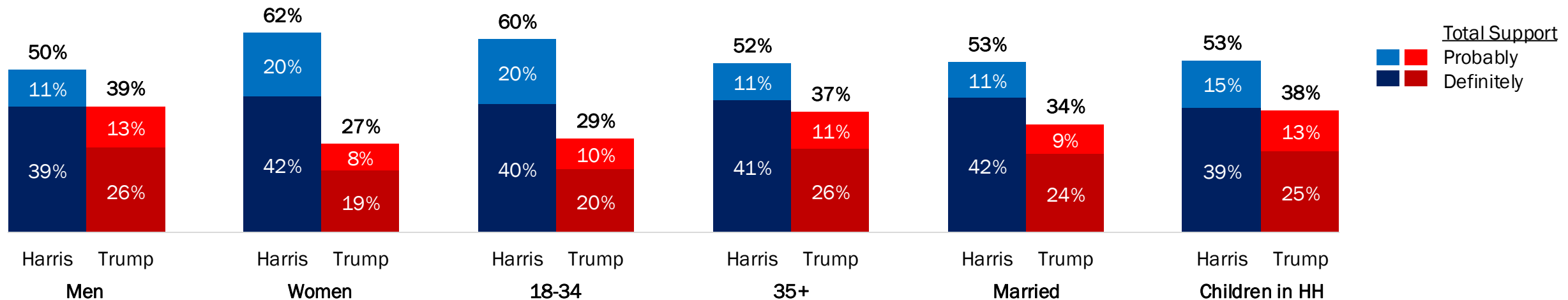
Trump Voters Are More Enthusiastic

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: 13% / 21% / 66%
Non-Hispanic: 19% / 25% / 56%
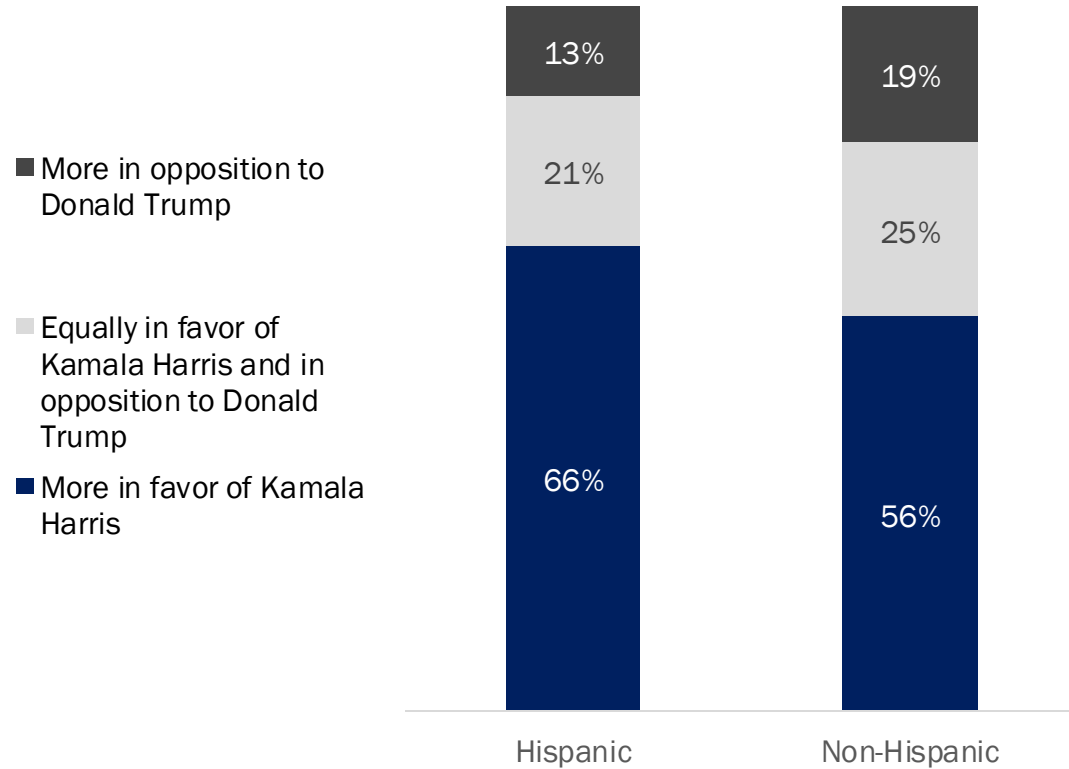
Voting Trump: Favor Trump or Oppose Harris
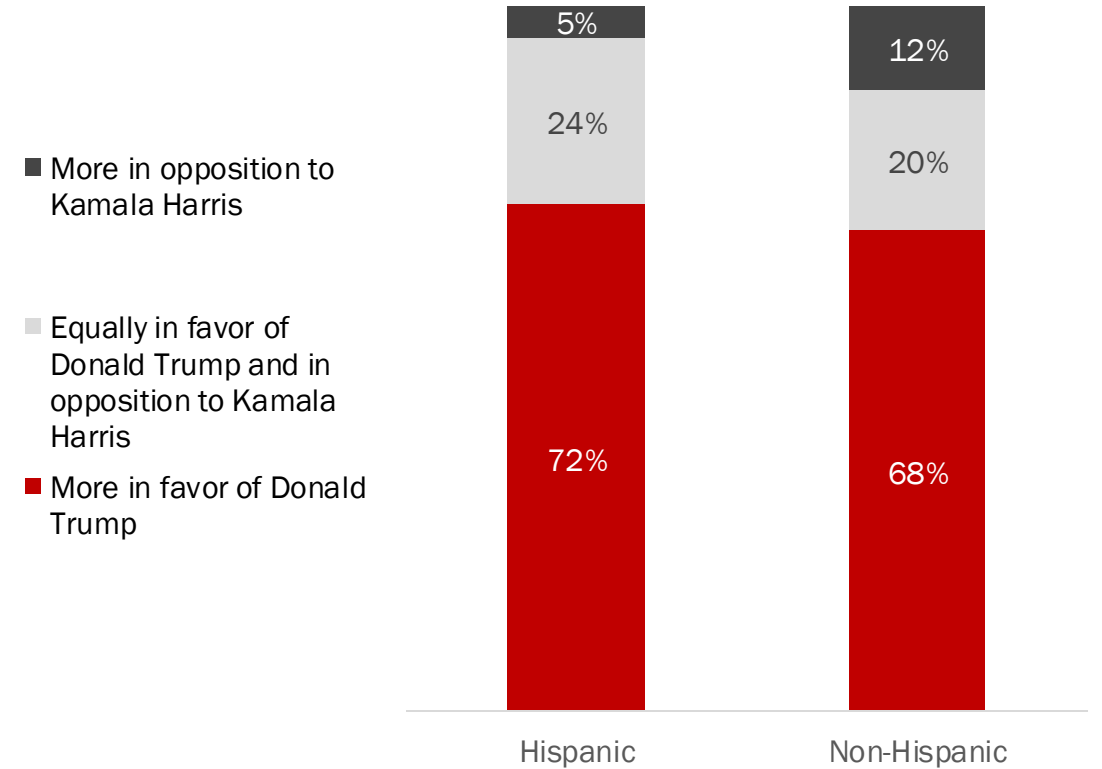
■ More in opposition to Kamala Harris

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

■ More in favor of Donald Trump

Hispanic: 5% / 24% / 72%
Non-Hispanic: 12% / 20% / 68%

44% 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

	5 - Completely certain	4	3	2	1 - Not certain at all
Hispanic	56%	28%	11%	1%	3%
Non-Hispanic	68%	17%	12%	2%	1%

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

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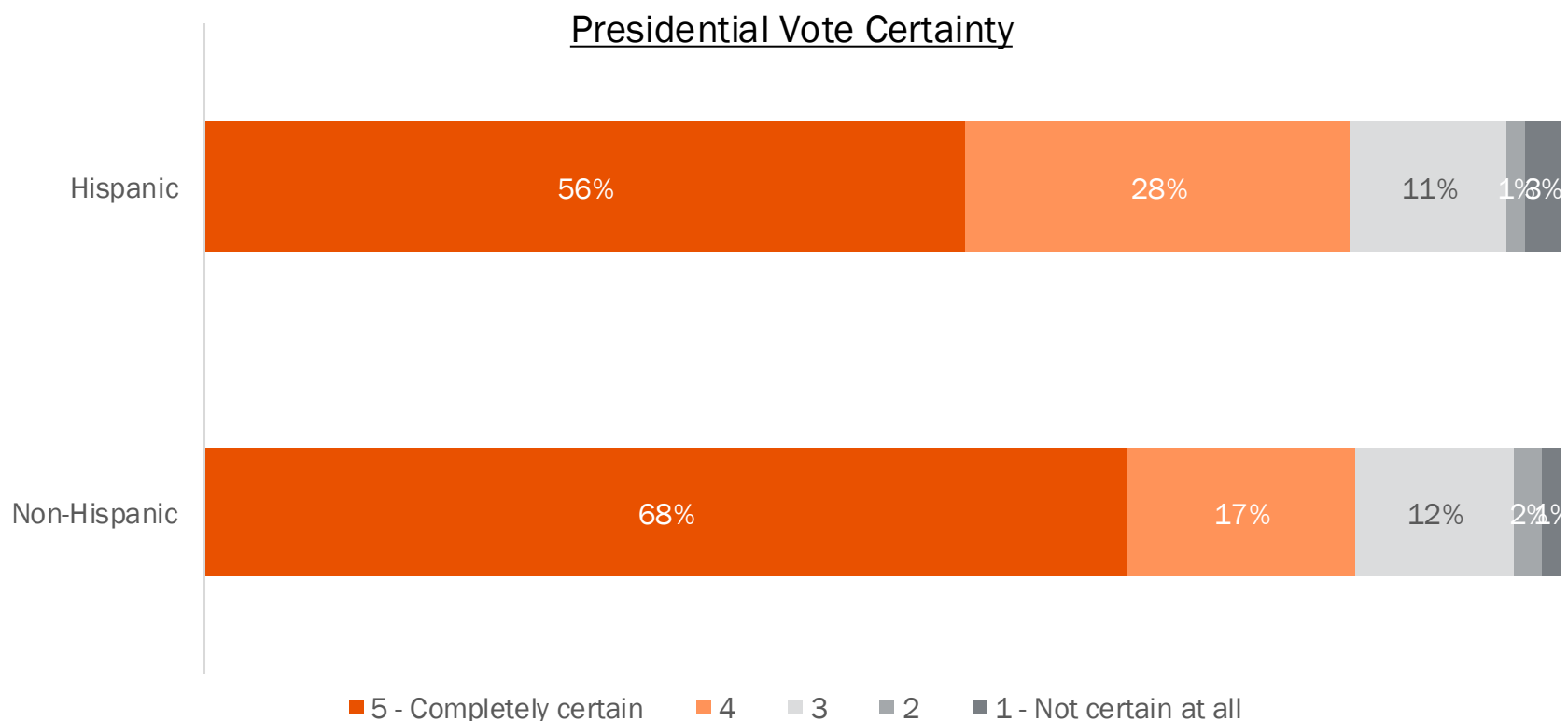
Matchup: Harris vs Trump vs Kennedy

- HARRIS LEADS AMONG HISPANICS, LOWER THAN NON-HISPANICS
- KENNEDY PERFORMS HIGHER AMONG HISPANICS THAN NON-HISPANICS
- 36% OF HISPANICS UP FOR GRABS (33% NOT DEFINITE, 3% 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?
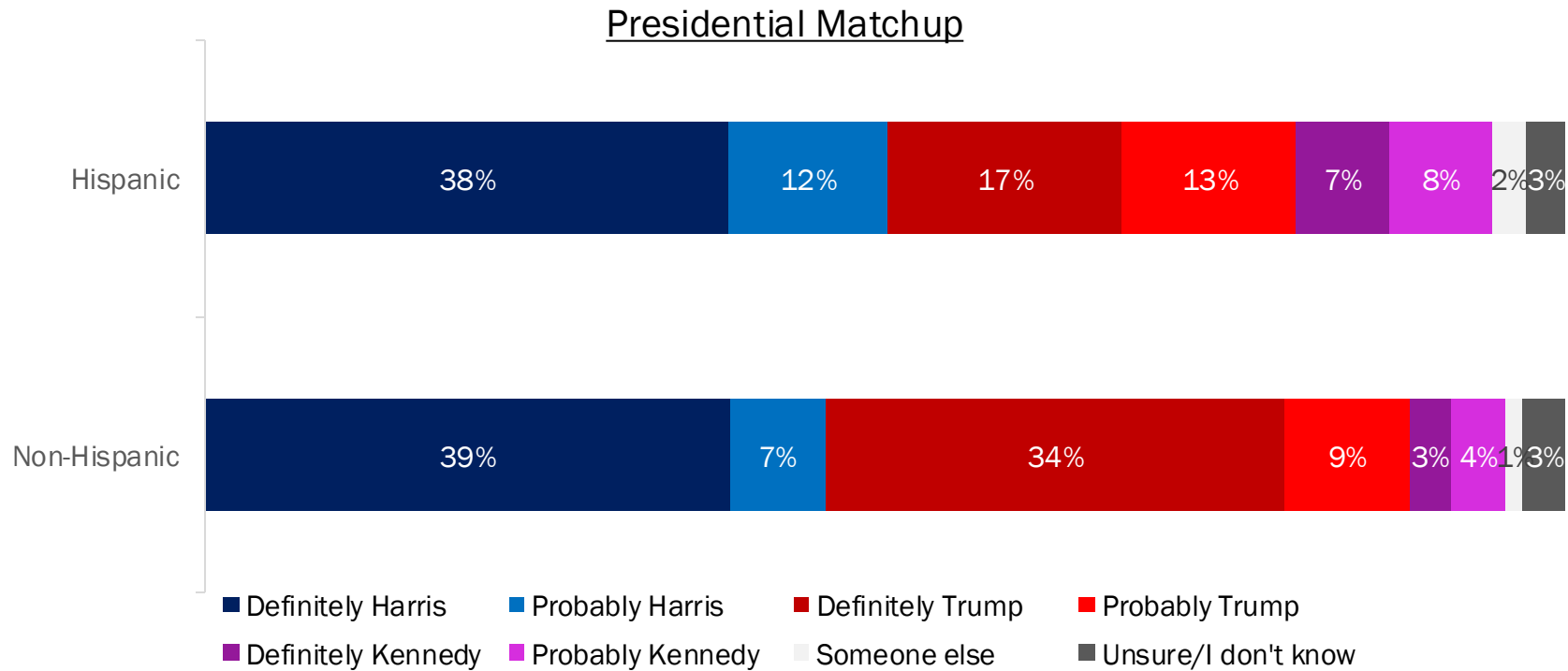
Presidential Matchup

Hispanic: 38% | 12% | 17% | 13% | 7% | 8% | 2% | 3%

Non-Hispanic: 39% | 7% | 34% | 9% | 3% | 4% | 1% | 3%

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

Willingness to Vote for Candidates in General Election

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

Candidate Vote Willingness
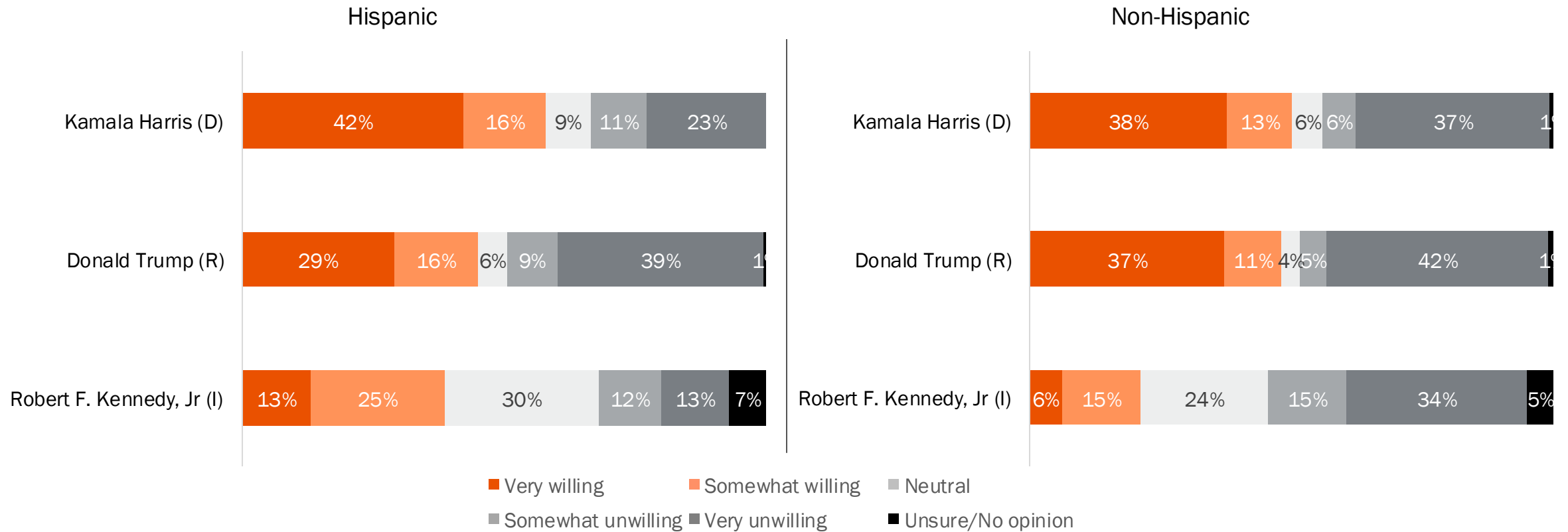
Hispanic

Candidate	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Kamala Harris (D)	42%	16%	9%	11%	23%	
Donald Trump (R)	29%	16%	6%	9%	39%	1%
Robert F. Kennedy, Jr (I)	13%	25%	30%	12%	13%	7%

Non-Hispanic

Candidate	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Kamala Harris (D)	38%	13%	6%	6%	37%	1%
Donald Trump (R)	37%	11%	4%	5%	42%	1%
Robert F. Kennedy, Jr (I)	6%	15%	24%	15%	34%	5%

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

House of Representatives Vote

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

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

House of Representatives Vote

	Definitely voting Democratic	Probably voting Democratic	Probably voting Republican	Definitely voting Republican	Someone else	Unsure/I don't know
Hispanic	37%	17%	19%	14%	5%	8%
Non-Hispanic	33%	13%	14%	33%	2%	5%

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

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Matchup: Stein vs Robinson

- JOSH STEIN LEADS AMONG HISPANICS, LOWER THAN NON-HISPANICS
- 47% OF HISPANICS UP FOR GRABS (32% NOT DEFINITE, 15% UNSURE)

If the election for Governor of North Carolina were being held today, and the candidates were Josh Stein (Democrat) and Mark Robinson (Republican), for whom would you vote?

Governor Matchup

	Definitely Stein	Probably Stein	Probably Robinson	Definitely Robinson	Someone else	Unsure/I don't know
Hispanic	34%	16%	16%	14%	5%	15%
Non-Hispanic	40%	11%	12%	23%	4%	9%

- Definitely Stein
- Probably Stein
- Probably Robinson
- Definitely Robinson
- Someone else
- Unsure/I don't know

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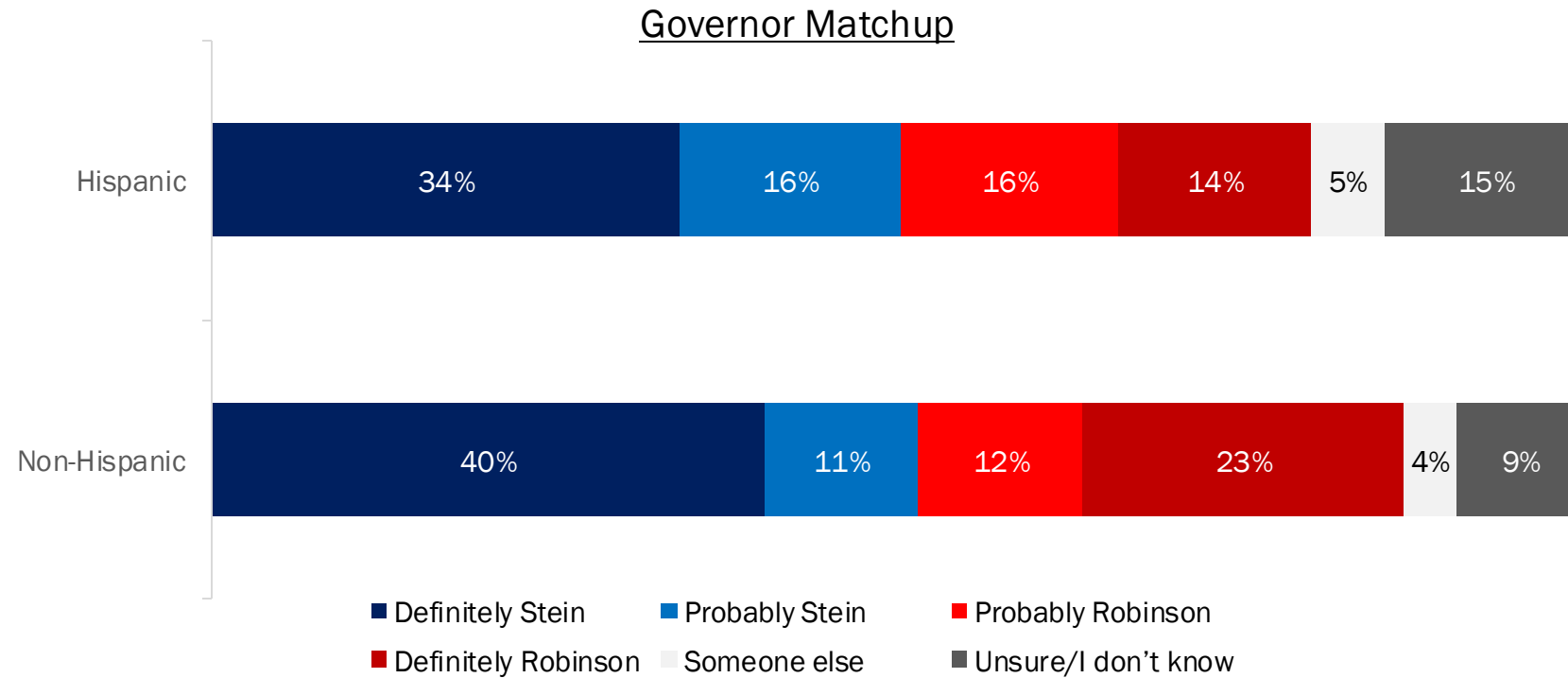
Candidate Support among Hispanics

- STEIN'S STRONGEST SUPPORT AMONG MARRIED ADULTS
- ROBINSON'S STRONGEST SUPPORT AMONG MEN, ADULTS 35+

If the election for Governor of North Carolina were being held today, and the candidates were Josh Stein (Democrat) and Mark Robinson (Republican), for whom would you vote?
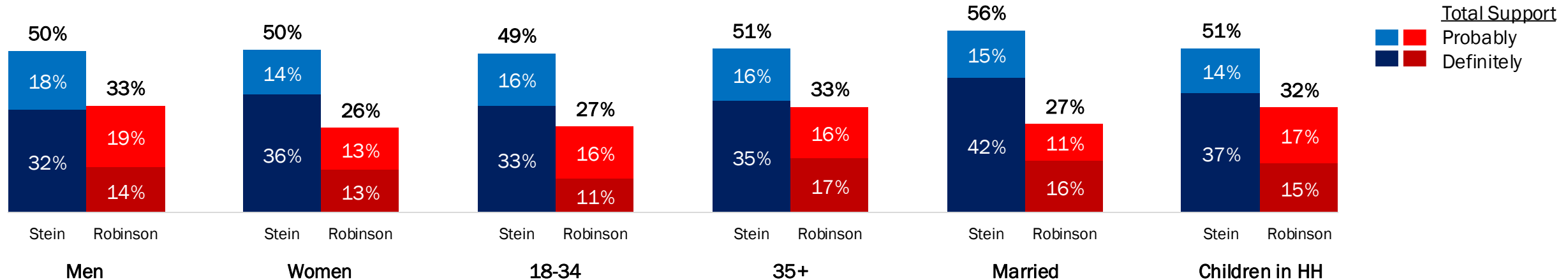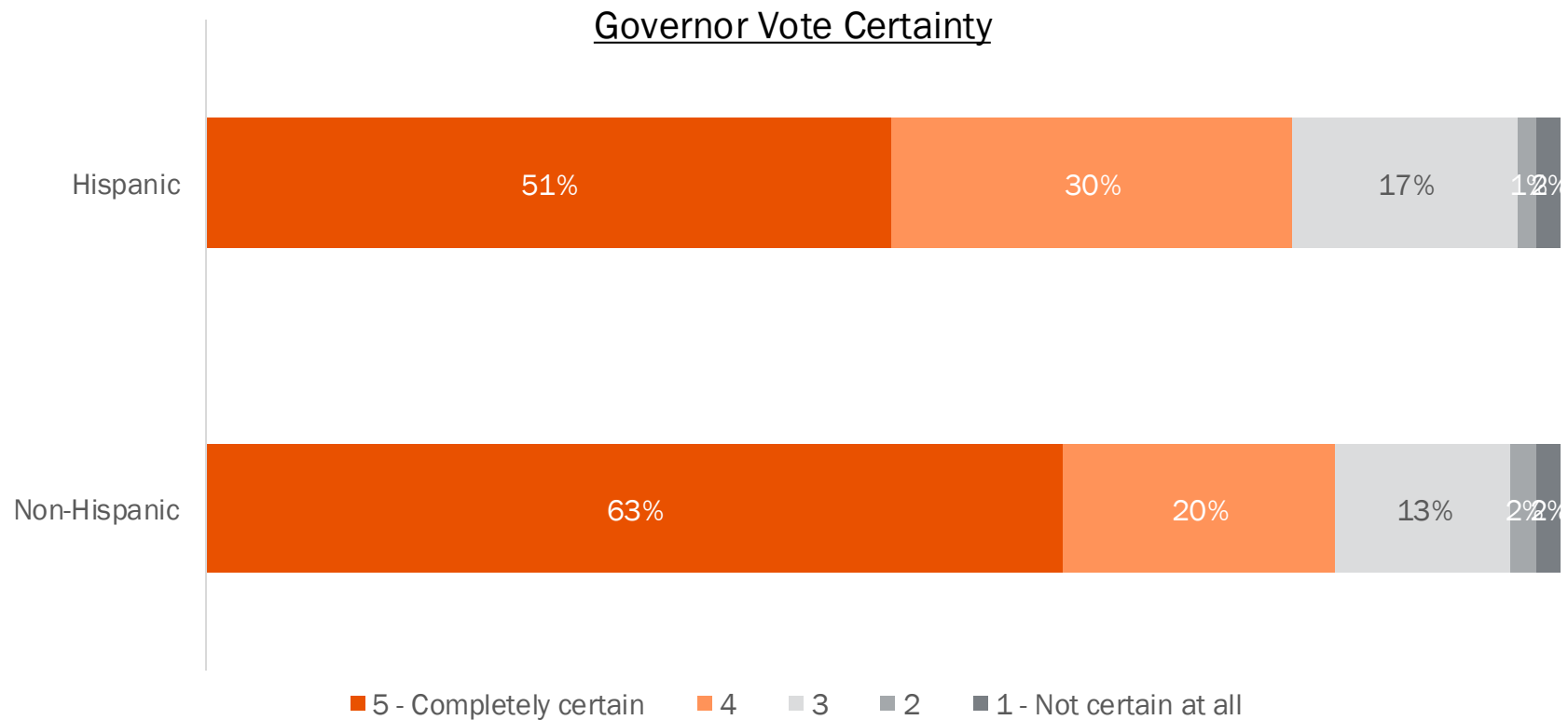
Governor Matchup

Total Support
- Probably
- Definitely

Men

	Stein	Robinson
Total	50%	33%
Probably	18%	19%
Definitely	32%	14%

Women

	Stein	Robinson
Total	50%	26%
Probably	14%	13%
Definitely	36%	13%

18-34

	Stein	Robinson
Total	49%	27%
Probably	16%	16%
Definitely	33%	11%

35+

	Stein	Robinson
Total	51%	33%
Probably	16%	16%
Definitely	35%	17%

Married

	Stein	Robinson
Total	56%	27%
Probably	15%	11%
Definitely	42%	16%

Children in HH

	Stein	Robinson
Total	51%	32%
Probably	14%	17%
Definitely	37%	15%

49% of Hispanics Not Completely Certain about Their Vote for Governor

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

Governor Vote Certainty

	5 - Completely certain	4	3	2	1 - Not certain at all
Hispanic	51%	30%	17%	1%	2%
Non-Hispanic	63%	20%	13%	2%	2%

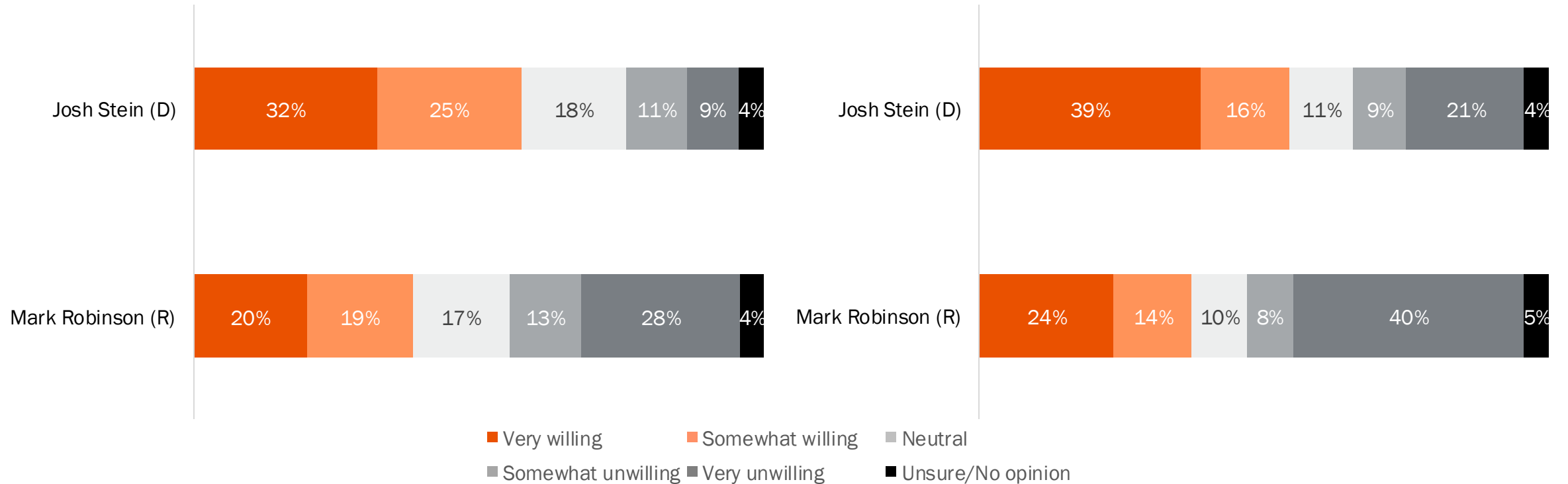Legend: ■ 5 - Completely certain ■ 4 ■ 3 ■ 2 ■ 1 - Not certain at all

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.
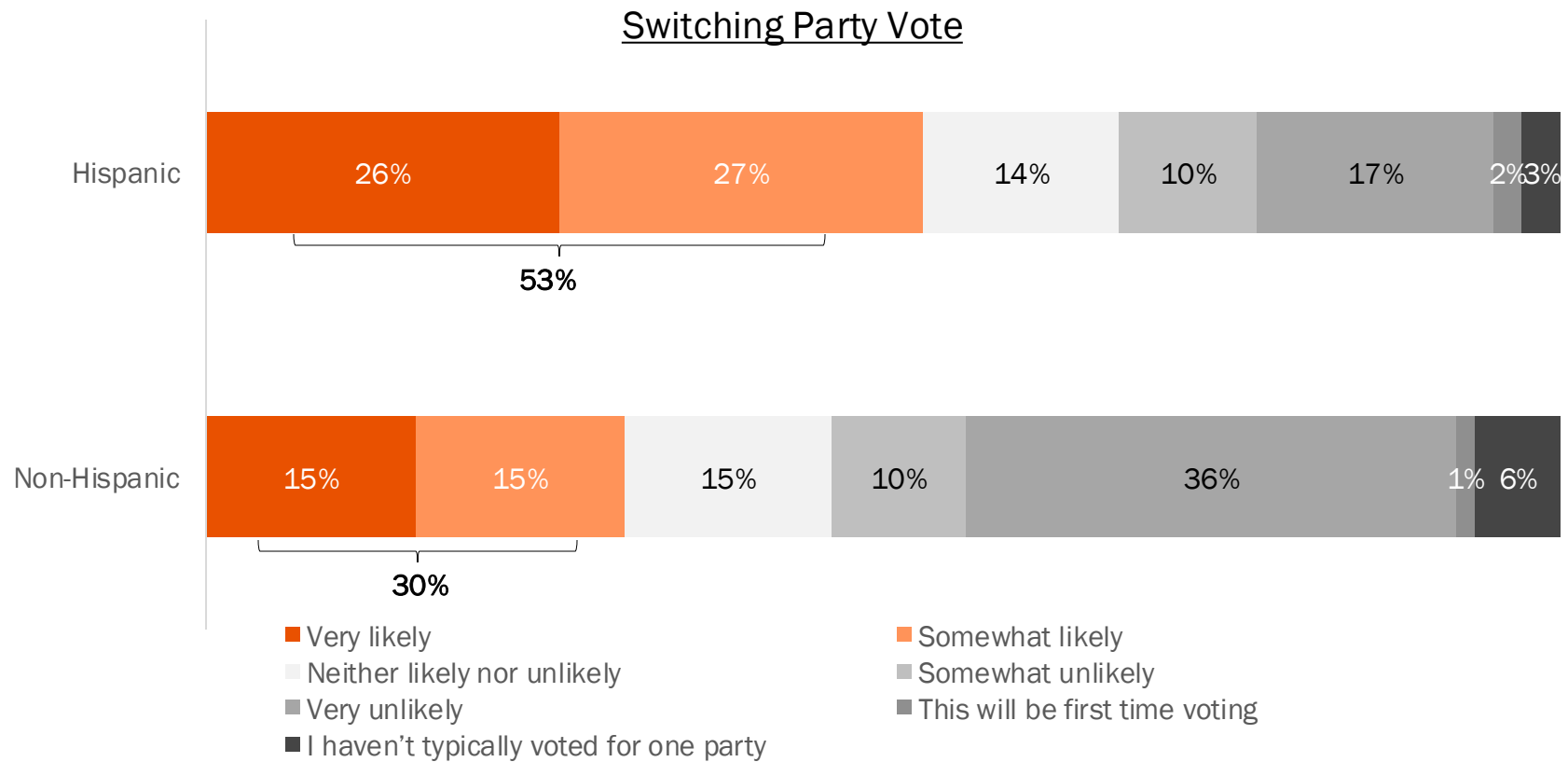
Governor Willingness

Hispanic

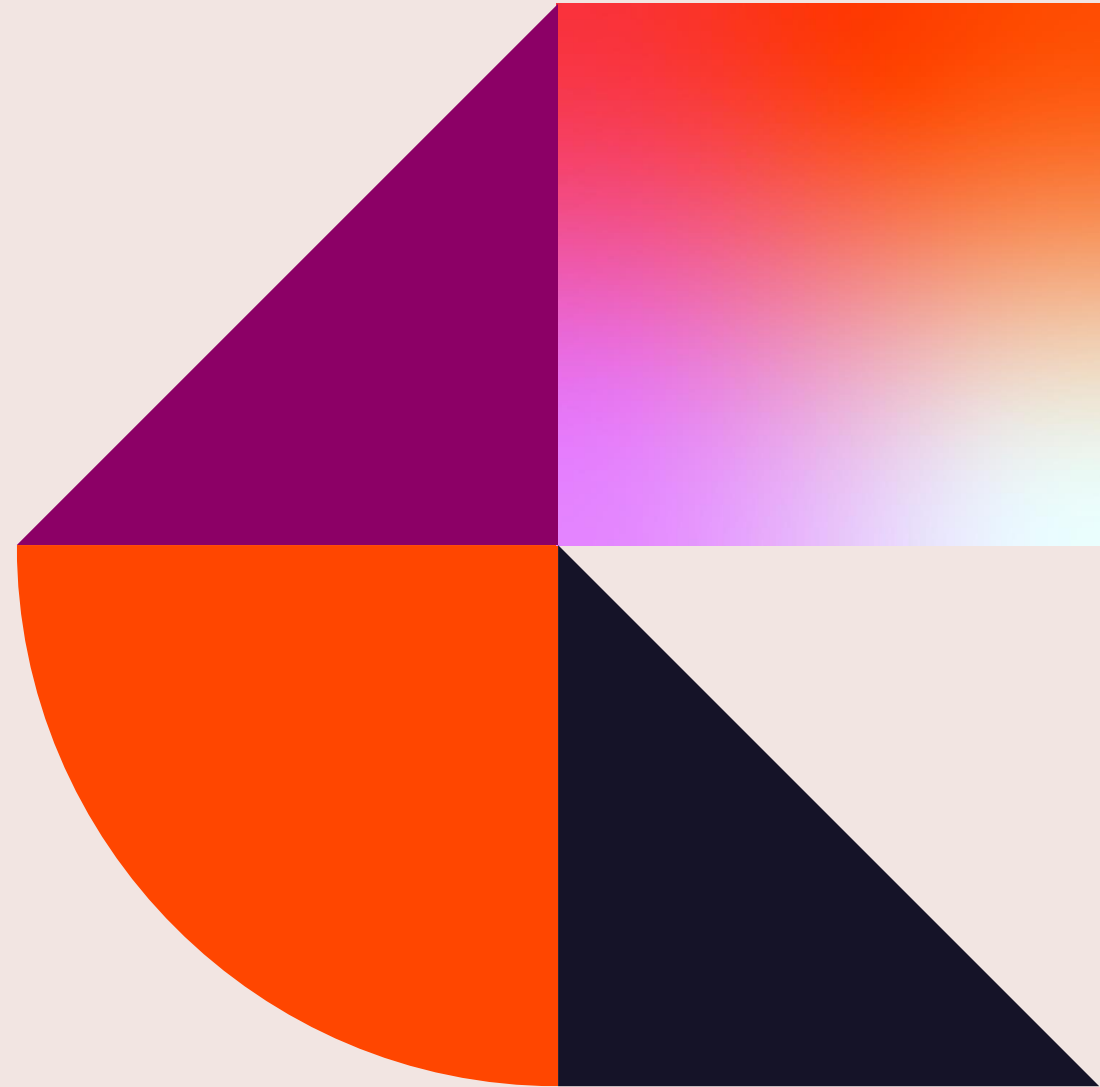**Josh Stein (D)**
Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
32%	25%	18%	11%	9%	4%

Mark Robinson (R)
Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
20%	19%	17%	13%	28%	4%

Non-Hispanic

Josh Stein (D)
Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
39%	16%	11%	9%	21%	4%

Mark Robinson (R)
Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
24%	14%	10%	8%	40%	5%

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?
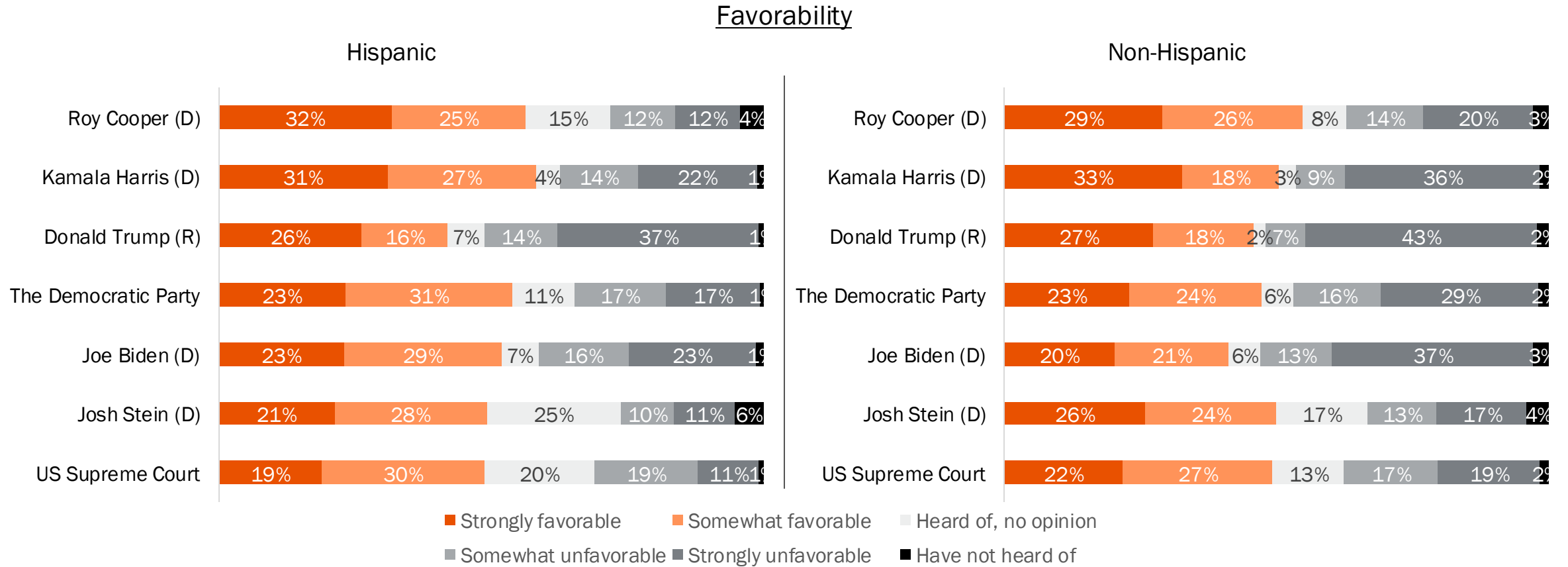
Switching Party Vote

	Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	This will be first time voting	I haven't typically voted for one party
Hispanic	26%	27%	14%	10%	17%	2%	3%
Non-Hispanic	15%	15%	15%	10%	36%	1%	6%

Hispanic: 53% (Very likely + Somewhat likely)
Non-Hispanic: 30% (Very likely + Somewhat likely)

Legend:
- Very likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Very unlikely
- This will be first time voting
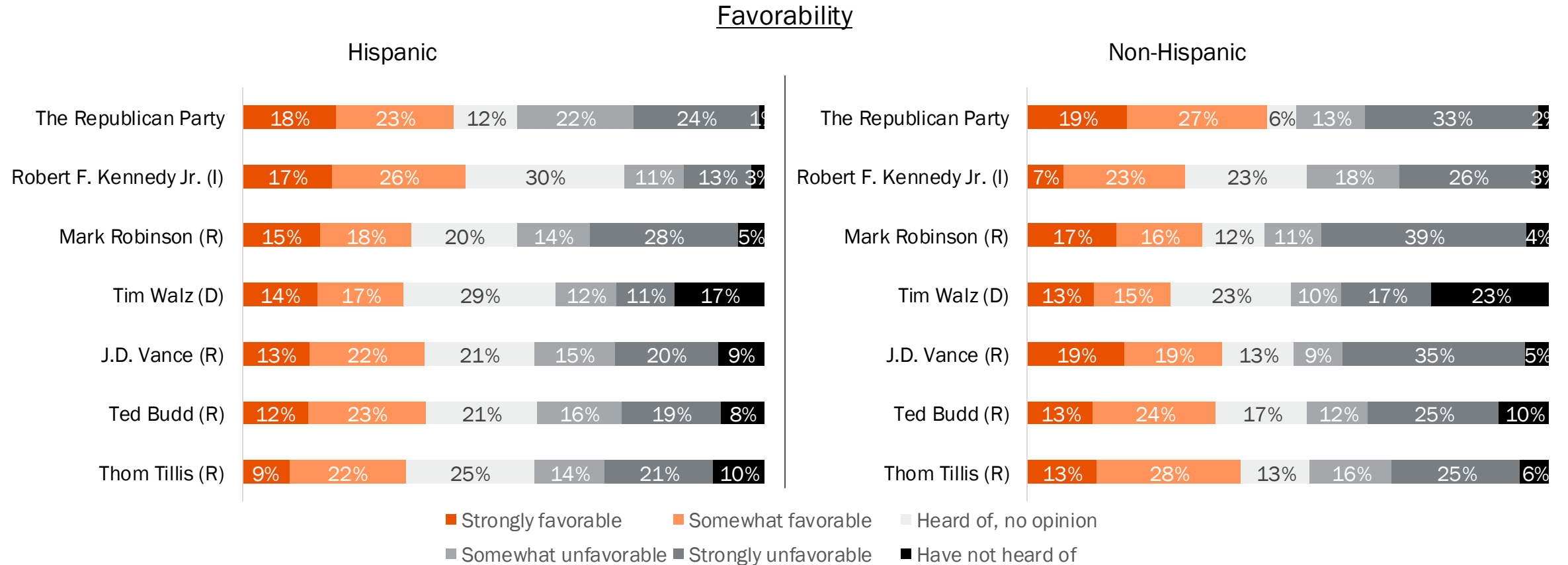- I haven't typically voted for one party

Favorability & Job Approval

Favorability

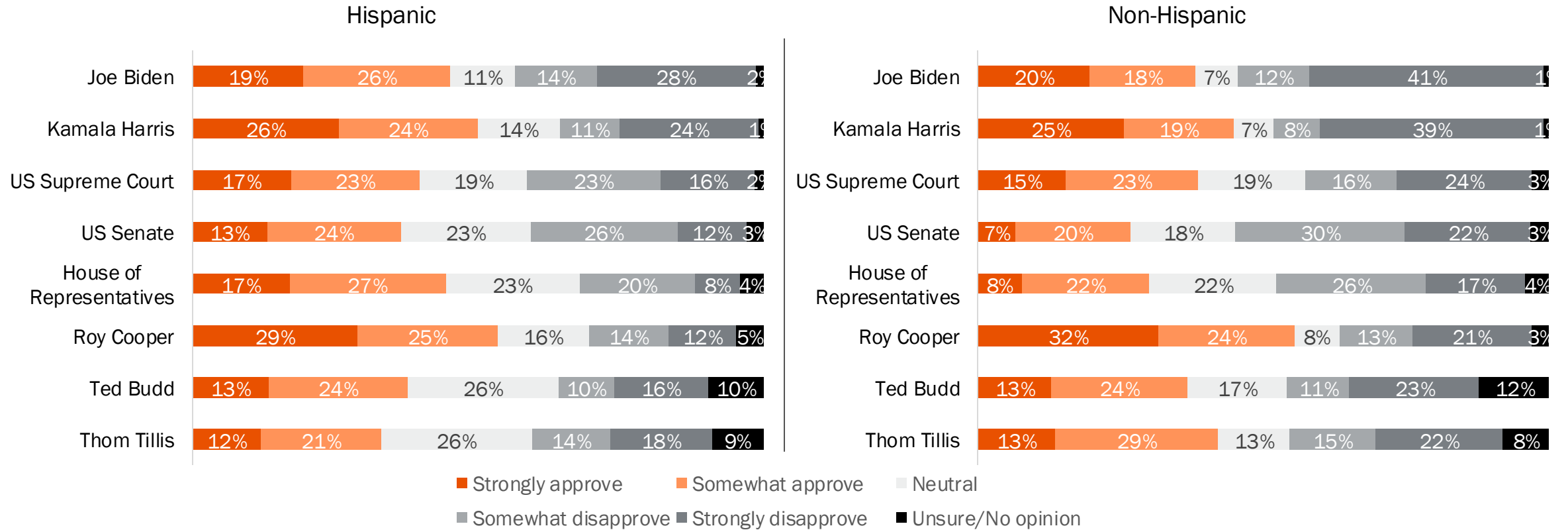*For each individual or institution listed below, please indicate if you have a favorable or unfavorable opinion of them.*
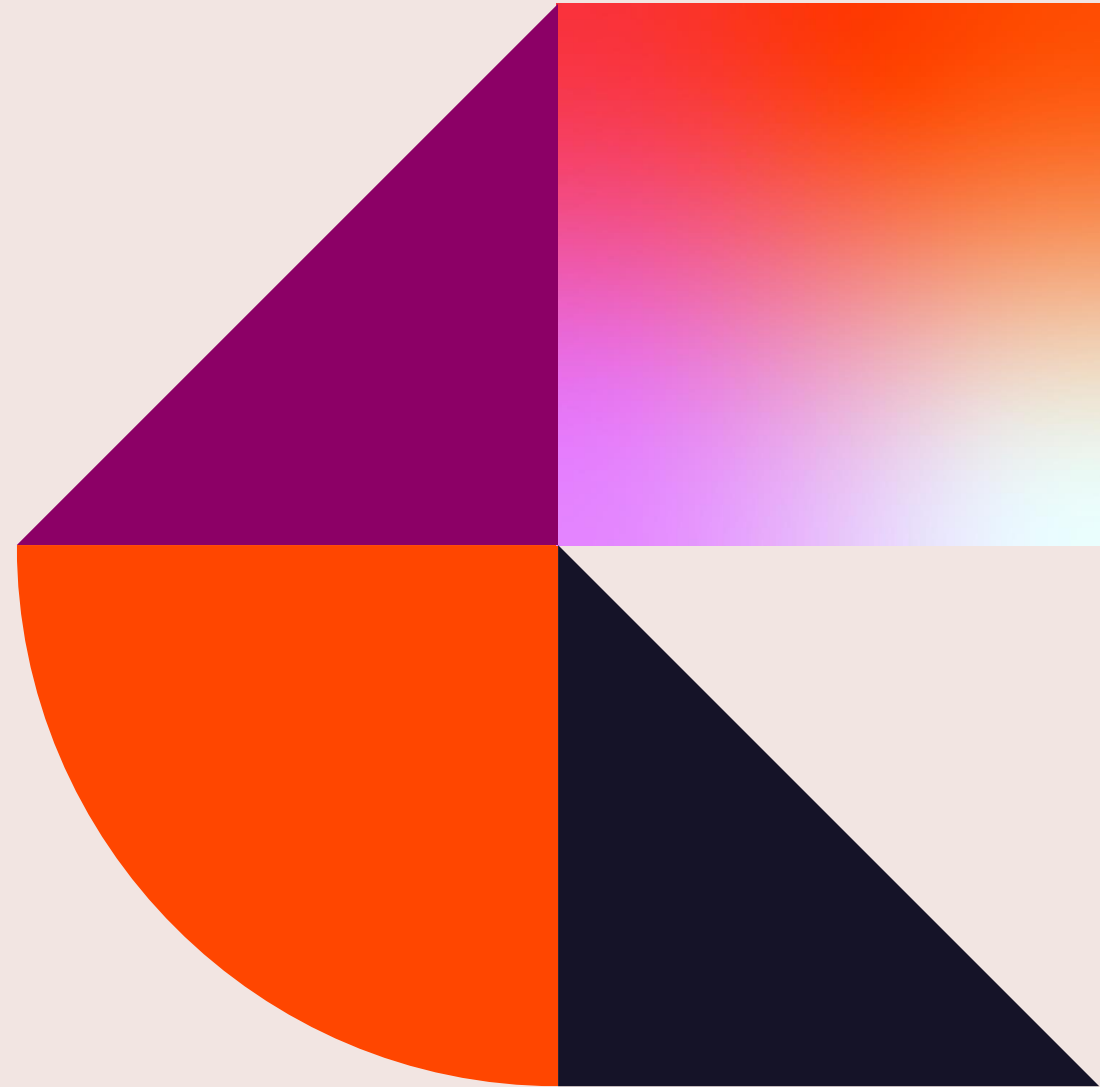
Favorability

Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Roy Cooper (D)	32%	25%	15%	12%	12%	4%
Kamala Harris (D)	31%	27%	4%	14%	22%	1%
Donald Trump (R)	26%	16%	7%	14%	37%	1%
The Democratic Party	23%	31%	11%	17%	17%	1%
Joe Biden (D)	23%	29%	7%	16%	23%	1%
Josh Stein (D)	21%	28%	25%	10%	11%	6%
US Supreme Court	19%	30%	20%	19%	11%	1%

Non-Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Roy Cooper (D)	29%	26%	8%	14%	20%	3%
Kamala Harris (D)	33%	18%	3%	9%	36%	2%
Donald Trump (R)	27%	18%	2%	7%	43%	2%
The Democratic Party	23%	24%	6%	16%	29%	2%
Joe Biden (D)	20%	21%	6%	13%	37%	3%
Josh Stein (D)	26%	24%	17%	13%	17%	4%
US Supreme Court	22%	27%	13%	17%	19%	2%

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

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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
The Republican Party	18%	23%	12%	22%	24%	1%
Robert F. Kennedy Jr. (I)	17%	26%	30%	11%	13%	3%
Mark Robinson (R)	15%	18%	20%	14%	28%	5%
Tim Walz (D)	14%	17%	29%	12%	11%	17%
J.D. Vance (R)	13%	22%	21%	15%	20%	9%
Ted Budd (R)	12%	23%	21%	16%	19%	8%
Thom Tillis (R)	9%	22%	25%	14%	21%	10%

Non-Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
The Republican Party	19%	27%	6%	13%	33%	2%
Robert F. Kennedy Jr. (I)	7%	23%	23%	18%	26%	3%
Mark Robinson (R)	17%	16%	12%	11%	39%	4%
Tim Walz (D)	13%	15%	23%	10%	17%	23%
J.D. Vance (R)	19%	19%	13%	9%	35%	5%
Ted Budd (R)	13%	24%	17%	12%	25%	10%
Thom Tillis (R)	13%	28%	13%	16%	25%	6%

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	19%	26%	11%	14%	28%	2%
Kamala Harris	26%	24%	14%	11%	24%	1%
US Supreme Court	17%	23%	19%	23%	16%	2%
US Senate	13%	24%	23%	26%	12%	3%
House of Representatives	17%	27%	23%	20%	8%	4%
Roy Cooper	29%	25%	16%	14%	12%	5%
Ted Budd	13%	24%	26%	10%	16%	10%
Thom Tillis	12%	21%	26%	14%	18%	9%

Non-Hispanic

	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	20%	18%	7%	12%	41%	1%
Kamala Harris	25%	19%	7%	8%	39%	1%
US Supreme Court	15%	23%	19%	16%	24%	3%
US Senate	7%	20%	18%	30%	22%	3%
House of Representatives	8%	22%	22%	26%	17%	4%
Roy Cooper	32%	24%	8%	13%	21%	3%
Ted Budd	13%	24%	17%	11%	23%	12%
Thom Tillis	13%	29%	13%	15%	22%	8%

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

The Issues

Cost of Living, Economy/Jobs, Inflation, 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	71%	75%	Opioids / drug abuse	42%	41%
Economy / jobs	70%	67%	Strengthening law enforcement	42%	43%
Inflation	69%	71%	Climate change	41%	38%
Affordable housing	63%	56%	Infrastructure, such as roads and public transportation	41%	39%
Healthcare	60%	64%	Energy policy	40%	36%
Taxes	59%	52%	Gun rights / 2nd amendment	39%	43%
Education	58%	53%	Race relations	38%	36%
Social security / Medicare	53%	65%	Defense / military	36%	50%
Crime and public safety	52%	58%	Foreign policy	33%	39%
Government spending / deficit	51%	53%	Police reform	33%	32%
Abortion	50%	45%	Russia / Ukraine war	28%	31%
Gun control	49%	48%	Israel / Hamas War	27%	33%
National security	49%	60%	U.S. relationship with China	26%	33%
Immigration	47%	51%	LGBTQ rights	26%	22%
Entitlements / social services reform (Medicare, welfare, etc.)	46%	48%	Culture wars	25%	20%
Border security	43%	55%			

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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
Healthcare	74%
Cost of living	73%
Economy / jobs	71%
Affordable housing	70%
Inflation	68%
Education	66%
Social security / Medicare	64%
Gun control	64%
Abortion	60%
Climate change	57%

Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Economy / jobs	63%
Inflation	61%
Cost of living	60%
Taxes	57%
Healthcare	56%
Affordable housing	56%
Education	52%
Social security / Medicare	50%
Government spending / deficit	46%
Abortion	46%

Top 10 Issues Among Definitely Trump Voters	% Hispanic Top Box
Cost of living	85%
Inflation	82%
Economy / jobs	78%
Taxes	68%
Border security	63%
Affordable housing	62%
Government spending / deficit	61%
National security	60%
Immigration	57%
Crime and public safety	57%

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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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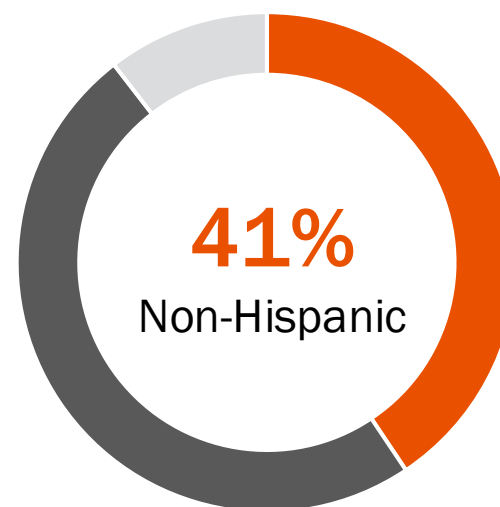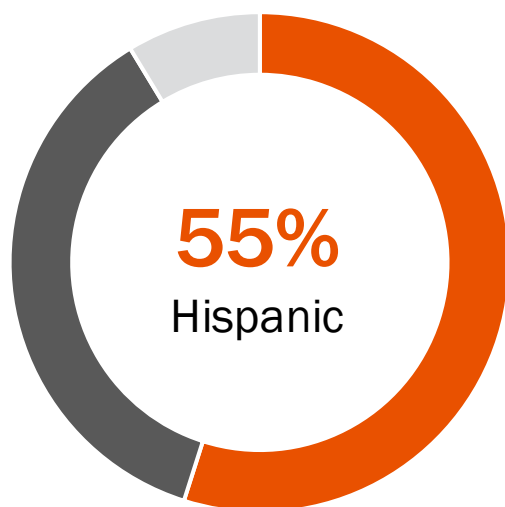
Issues That Will Determine Who They Vote For

- 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%	13%
Abortion	12%	16%
Cost of living	12%	11%
Economy / jobs	12%	9%
Social security / Medicare	5%	5%
Taxes	4%	1%
Gun control	4%	3%
Immigration	4%	8%
Other, please specify	4%	5%
Gun rights / 2nd amendment	4%	1%

Party Better Able to Handle Issues

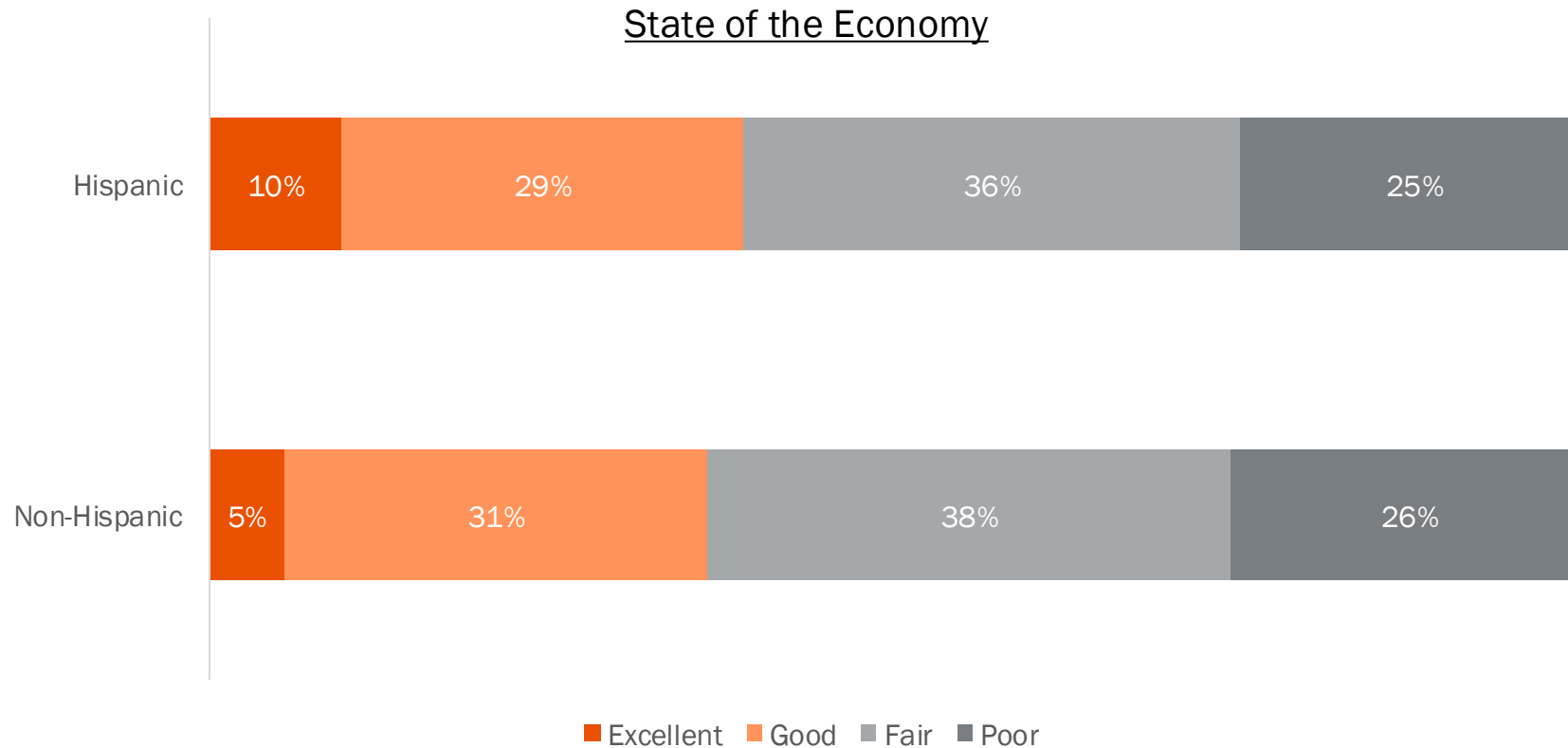*Thinking again about the issues, which party do you think would do a better job of handling each of the following issues, the Democratic Party or the Republican Party?*

	Hispanic		Non-Hispanic	
	Democrat Top2Box	**Republican** Top2Box	**Democrat** Top2Box	**Republican** Top2Box
Abortion	53%	29%	50%	33%
Climate Change	52%	26%	48%	29%
Healthcare	49%	30%	48%	36%
Entitlements Reform	46%	30%	47%	36%
Social Security	46%	29%	49%	35%
Education	46%	33%	46%	35%
Energy Policy	44%	32%	43%	38%
Economy / jobs	43%	38%	40%	46%
Taxes	42%	37%	39%	43%
Opioids	41%	31%	38%	36%

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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
Cost of Living	40%	38%	42%	44%
Crime and public safety	38%	38%	36%	46%
Immigration	38%	43%	35%	49%
National Security	38%	38%	36%	47%
Inflation	38%	38%	40%	45%
Gov spending	37%	41%	38%	42%
Foreign policy	37%	37%	39%	43%
Border Security	37%	44%	32%	51%
Defense	35%	40%	34%	48%

Candidate Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Harris Top2Box	**Trump** Top2Box	**Harris** Top2Box	**Trump** Top2Box
Abortion	57%	30%	50%	35%
Healthcare	54%	27%	48%	39%
Climate Change	53%	24%	49%	33%
Education	52%	28%	46%	38%
Entitlements Reform	50%	30%	48%	39%
Social Security	49%	31%	48%	39%
Energy Policy	46%	31%	42%	41%
Cost of Living	44%	38%	42%	46%
Opioids	43%	30%	40%	40%
Economy / jobs	43%	43%	41%	49%

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
Crime and public safety	42%	41%	38%	48%
Taxes	41%	42%	39%	46%
Immigration	41%	43%	36%	51%
National Security	39%	40%	37%	51%
Foreign policy	38%	38%	40%	47%
Inflation	37%	42%	40%	48%
Gov spending	37%	37%	38%	45%
Defense	36%	44%	35%	51%
Border Security	36%	46%	31%	54%

ECONOMY

61% of Hispanics Rate the Economy in North Carolina Right Now as Fair or Poor

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

State of the Economy

	Excellent	Good	Fair	Poor
Hispanic	10%	29%	36%	25%
Non-Hispanic	5%	31%	38%	26%

■ Excellent ■ Good ■ Fair ■ Poor

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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?

Future of the Economy

	Get much better	Get somewhat better	Stay about the same	Get somewhat worse	Get much worse	Unsure/No opinion
Hispanic	15%	24%	33%	15%	6%	7%
Non-Hispanic	8%	24%	38%	16%	8%	6%

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

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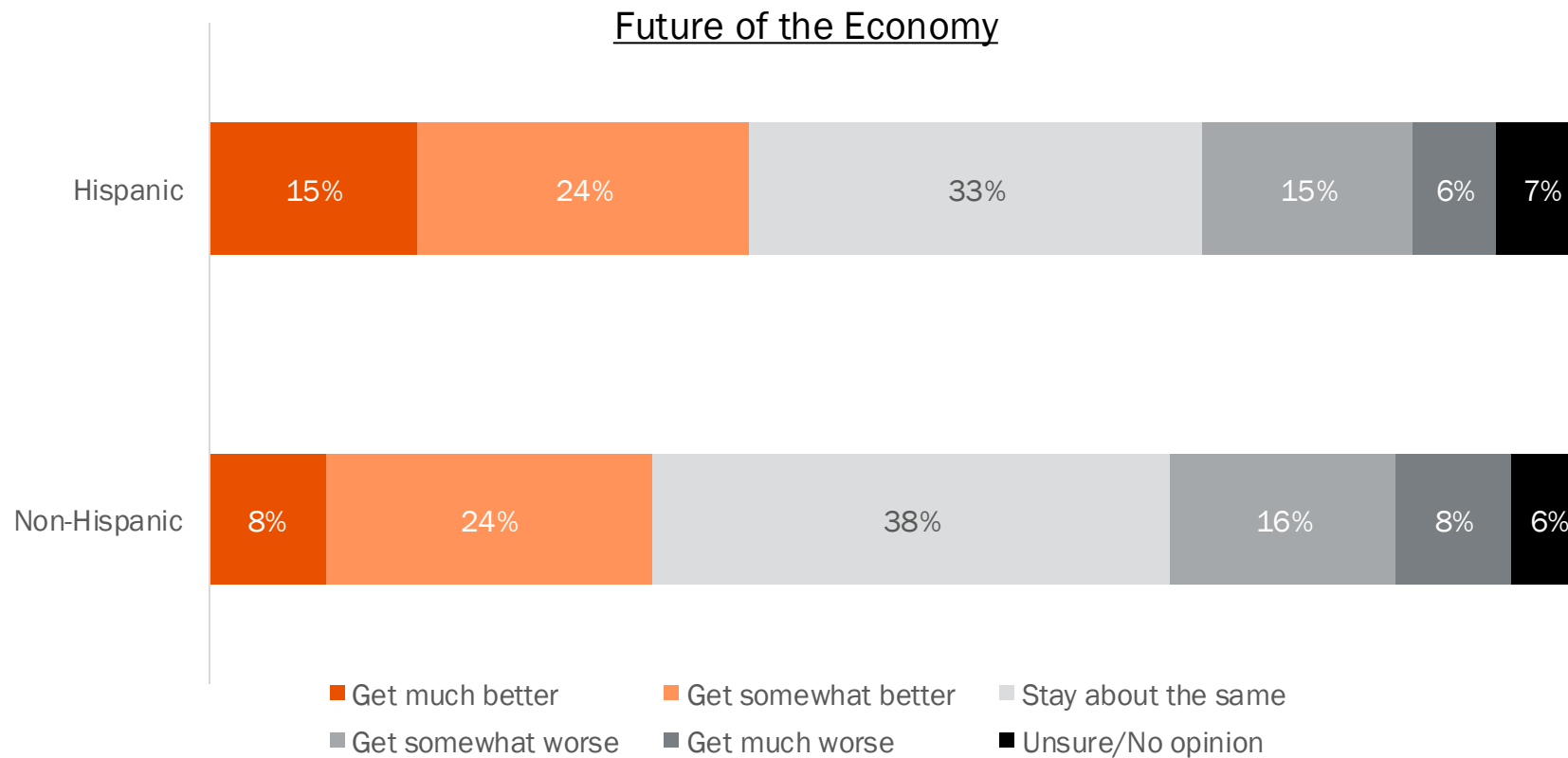
Economy

How much do you agree or disagree with the following statements? [*Economy*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Inflation is putting a significant strain on my budget	78%	10%	79%	10%
I feel that it is increasingly difficult for middle class families to prosper in the United States	76%	9%	81%	6%
I am concerned about the U.S. federal government's spending and deficit	73%	9%	75%	8%
The price of gas is putting a strain on my finances	69%	13%	64%	20%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	68%	8%	69%	8%
I expect my personal economic situation to get better in the next few years	60%	17%	47%	22%
I have taken, or am considering taking, a second job in order to maintain my standard of living	60%	23%	39%	38%
My personal economic situation has become worse in the last year	57%	23%	63%	23%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	56%	22%	43%	37%
Home ownership is still within reach for most people	39%	46%	26%	56%
I feel that jobs are getting easier to find	34%	46%	33%	43%

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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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	81%	5%	86%	4%
Drug abuse is a serious public health issue in the United States	79%	6%	86%	5%
I am generally satisfied with my healthcare coverage	58%	21%	69%	17%
The cost of prescription drugs is a financial problem for me	52%	24%	40%	38%
Medicaid and Medicare are working well now	51%	23%	47%	27%
The cost of my health care and insurance is reasonable	47%	33%	49%	34%

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	60%	14%	59%	14%
Abortion laws should be created by state governments, not by the federal government	48%	24%	46%	28%

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	22%	33%
Abortion should be legal at any time during pregnancy	15%	12%
Abortion should be illegal in all cases	13%	10%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	12%	13%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	12%	7%
Abortion should be legal only in the first 15 weeks of pregnancy	10%	9%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	7%	7%
Other	3%	1%
Unsure/I don't know	5%	7%

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CRIME & PUBLIC SAFETY

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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 the United States	83%	6%	90%	4%
Crime is a growing problem in the United States	75%	7%	80%	8%
I believe that stricter gun control laws would reduce crime	60%	27%	53%	32%
Crime is a growing problem where I live	58%	22%	46%	29%
Government authorities have become too lenient on criminals	57%	19%	63%	19%
Children in my community are generally safe at the schools they attend	57%	17%	61%	18%
I support second amendment gun rights	56%	20%	64%	20%
Gun violence is a growing problem where I live	56%	24%	47%	30%

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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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	56%	27%	43%	36%
Police departments in the United States are understaffed	54%	15%	70%	6%
I feel less safe in my everyday life than I did a year ago	52%	25%	47%	29%
Government authorities are doing a good job combating crime in my neighborhood	51%	26%	48%	24%
Government authorities are doing a good job protecting businesses near where I live and shop	48%	20%	48%	18%
My police department is understaffed	44%	22%	48%	13%
My local government should significantly reduce the resources and budgets for police	33%	37%	19%	62%

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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
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%	17%	54%	25%
All migrants who want to enter the United States should be fully vetted first	63%	11%	77%	6%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	62%	18%	75%	9%
There are too many undocumented immigrants crossing the border into the United States	62%	18%	73%	11%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	61%	21%	74%	11%
We should reform immigration laws to give higher priority to people with needed skills and education	61%	13%	50%	17%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	59%	19%	74%	10%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	58%	16%	68%	11%
The United States military should be used to secure the southern border	56%	19%	60%	21%

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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 situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	56%	14%	66%	11%
The arrival of migrants has made the affordable housing problem worse	53%	22%	58%	16%
Local law enforcement should be able to detain undocumented migrants	52%	23%	67%	13%
The rules that I have to live by don't seem to apply to migrants	52%	24%	60%	20%
There are too many undocumented migrants coming to my state	51%	23%	55%	16%
It feels like migrants are being treated better than most Americans	50%	27%	58%	23%
The Biden administration is primarily responsible for the situation at the southern border	49%	24%	55%	30%
The U.S. should complete the construction of a wall on the southern border of the U.S.	49%	28%	57%	25%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	46%	30%	48%	35%

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Immigration & Border Security

How much do you agree or disagree with the following statements? [*Immigration & Border Security*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Most undocumented migrants who entered the U.S. over the last few years should be deported	44%	34%	54%	20%
Undocumented migrants will take jobs away from poorer and working-class Americans	44%	31%	57%	25%
Undocumented migrants have increased crime in my state	43%	26%	43%	24%
The resettling of all the migrants will, in the long-run, benefit the United States	40%	28%	33%	36%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	37%	39%	31%	51%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	37%	35%	36%	42%
I support the way my state and local officials are handling the migrant issue	35%	25%	28%	29%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	35%	40%	19%	67%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	34%	32%	23%	47%
I support the way the Biden Administration is managing the southern border	34%	38%	29%	52%

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

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CLIMATE CHANGE & ENERGY POLICY

Climate Change & Energy Policy

How much do you agree or disagree with the following statements? [*Climate Change & Energy Policy*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Climate change is a result of human activity	67%	16%	62%	17%
Climate change is a very big threat to the planet	66%	17%	63%	21%
Governments should create policies that encourage oil and gas production in the U.S.	56%	16%	59%	16%
Government regulation and action on climate change is hurting the economy	50%	23%	47%	25%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	44%	29%	42%	35%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	43%	27%	38%	32%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	41%	33%	37%	42%

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

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GOVERNMENT

Government

How much do you agree or disagree with the following statements? [*Government*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The federal government of the United States has become too intrusive in the lives of Americans	62%	15%	62%	14%
The federal government of the United States is too big and powerful	59%	16%	58%	22%
The United States Justice Department has become politicized in its prosecutions	56%	12%	57%	14%
The voting in the 2020 election was free and fair and the vote-counting was done accurately	51%	22%	51%	32%
I want the next president to shrink the size of the federal government	50%	19%	48%	20%
The FBI has become politicized in its investigations	50%	16%	55%	17%
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	44%	28%	35%	41%

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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
China represents the most serious economic and geo-political threat to the United States	57%	12%	67%	8%
The U.S. government should spend less money supporting the war in Ukraine	57%	18%	50%	26%
I think that the United States government should provide expanded benefits and entitlements to Americans	56%	13%	60%	17%
I support the Biden Administration's efforts to forgive student loans	54%	27%	41%	45%
Student loans should not be forgiven and paid for by taxpayers	51%	29%	49%	32%
I think that the United States spends too much on defense and the military	50%	25%	33%	44%
Iran is the primary destabilizing force in the Middle East	49%	14%	56%	7%
The government should ban social media, like Facebook and TikTok, from being used by children	44%	36%	47%	27%
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	42%	29%	38%	33%
The United State should increase the amount of military aid it sends to Israel	33%	40%	36%	38%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	33%	34%	23%	53%
I support the way the Biden Administration is dealing with the Israel-Hamas war	33%	37%	29%	47%

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

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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	74%	9%	77%	7%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	60%	15%	64%	13%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	57%	19%	64%	13%
Social media, like Facebook and TikTok, does more harm than good	43%	30%	53%	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

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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	77%	6%	87%	3%
More emphasis should be placed on trade schools	67%	10%	74%	6%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	66%	9%	62%	15%
Parents should have a say in what is taught to their children in public schools	62%	16%	70%	16%
College is no longer worth the cost for most students	62%	15%	66%	14%
The public schools in my neighborhood are good	54%	19%	55%	19%
The public school system is working well in my state	47%	25%	41%	30%
Public schools where I live are better than they were before the pandemic	36%	22%	26%	33%
The federal government's Department of Education should be eliminated	33%	38%	29%	48%
Colleges and universities should be allowed to use race in admissions decisions	32%	46%	22%	57%

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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Information Sources & Language Preferences

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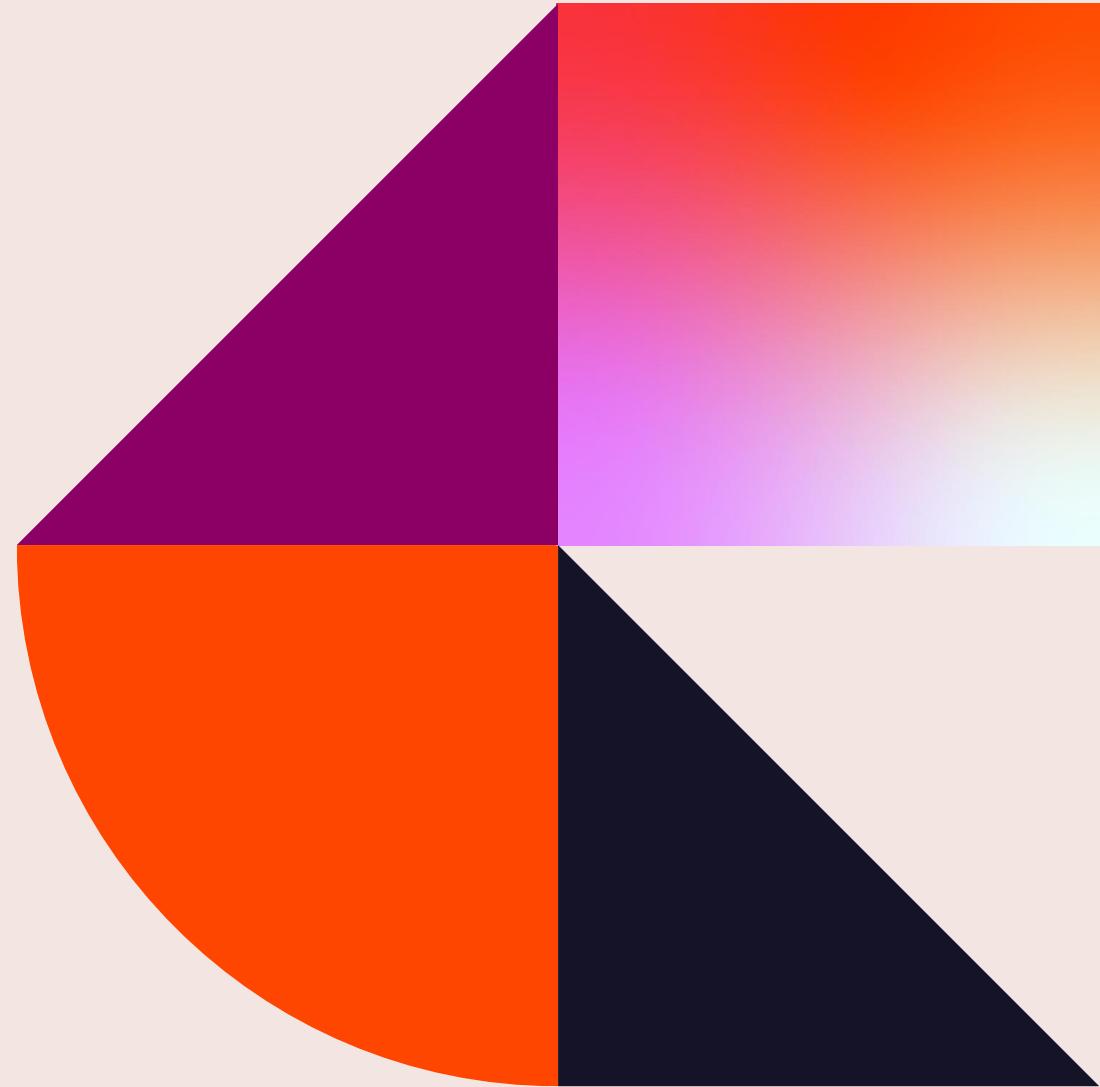
YouTube, Local & National TV Most Heavily Used Political Information Sources by Hispanics

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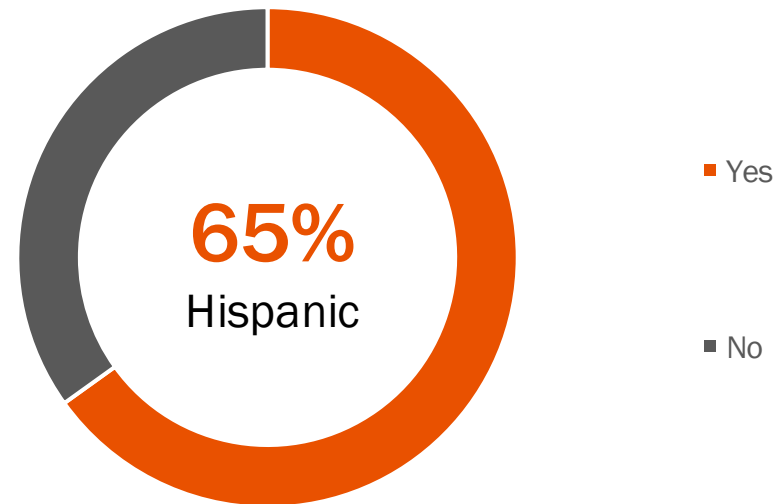
Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
YouTube	51%	34%	Podcasts	25%	16%
Local Television	42%	54%	Online publications	24%	23%
National Television (like network programs or cable news)	40%	55%	Newspapers	22%	21%
Facebook	40%	31%	Debates	19%	23%
TikTok	38%	18%	Snapchat	16%	6%
Instagram	37%	18%	School	12%	4%
Friends	34%	27%	Magazines	12%	6%
X, formerly known as Twitter	30%	16%	Religious organization/Church	9%	7%
Family	29%	27%	Community organization	6%	4%
Radio	25%	20%	None of these	4%	4%

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Spanish-Language News Viewers & Streamers

Do you watch or stream Spanish-language news?

Spanish-Language News Viewers & Streamers

65%
Hispanic

- Yes
- No
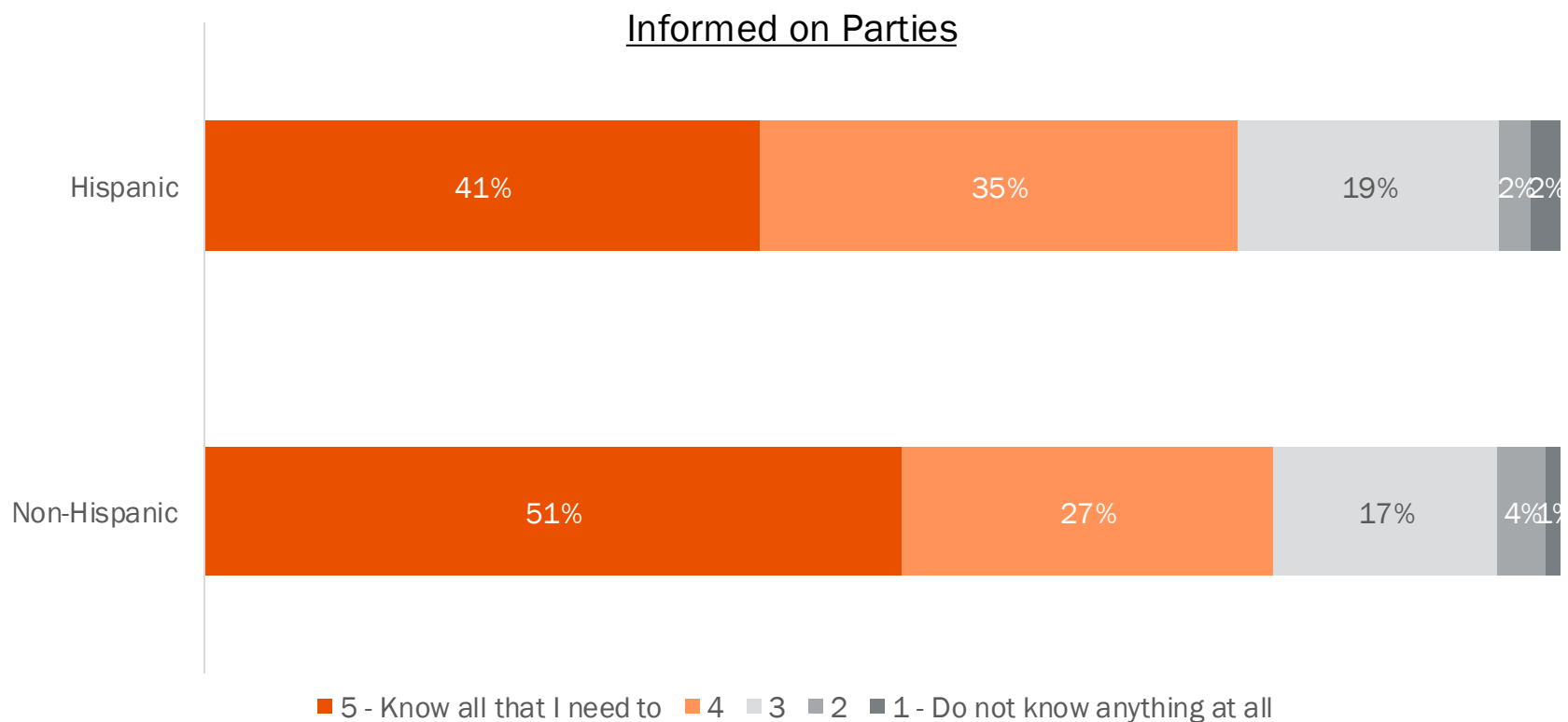
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58% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

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?
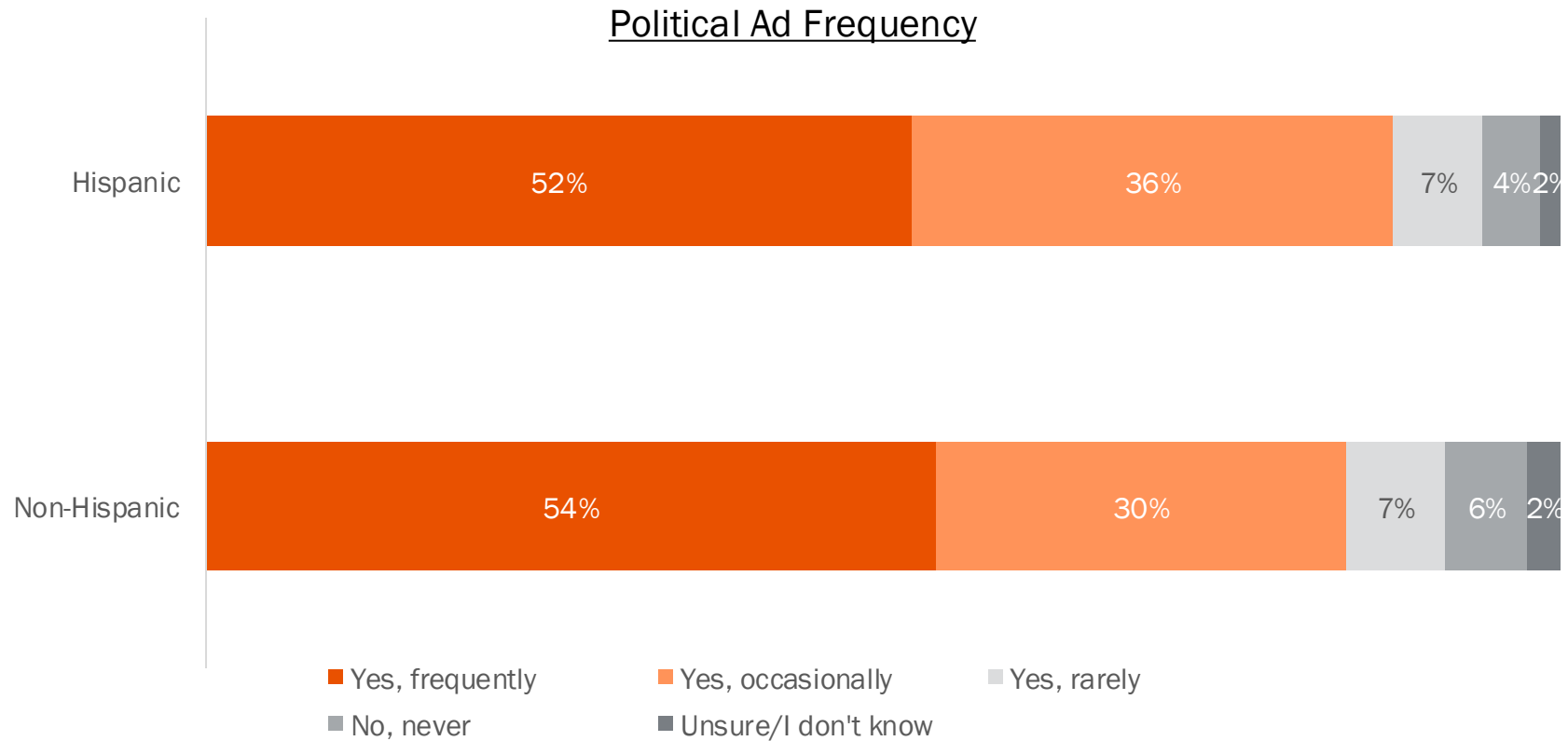
Informed on Candidates

Hispanic: 42% | 34% | 18% | 4% | 1%

Non-Hispanic: 50% | 29% | 15% | 4% | 1%

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

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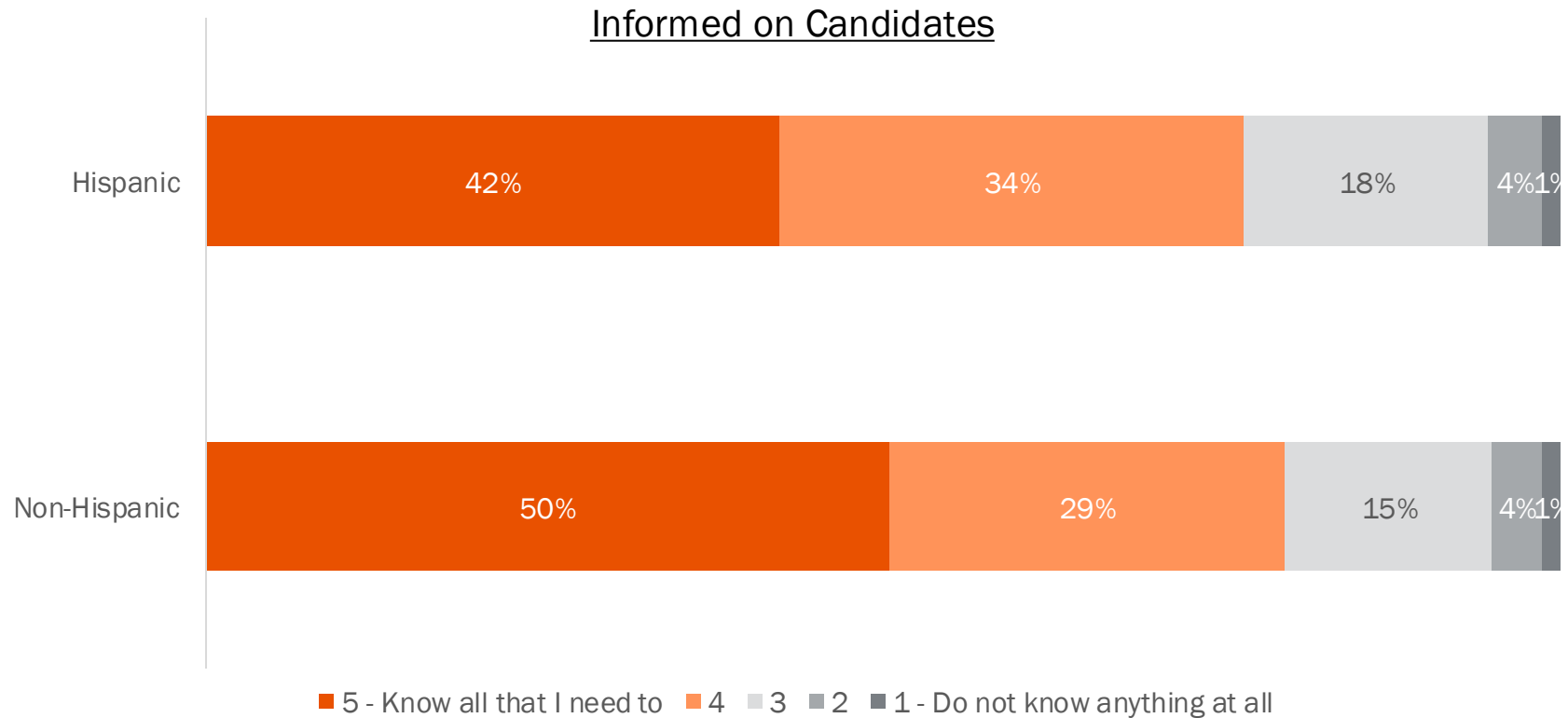
59% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

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	41%	35%	19%	2%	2%
Non-Hispanic	51%	27%	17%	4%	1%

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

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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?

Political Ad Frequency

	Yes, frequently	Yes, occasionally	Yes, rarely	No, never	Unsure/I don't know
Hispanic	52%	36%	7%	4%	2%
Non-Hispanic	54%	30%	7%	6%	2%

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Messaging in Spanish is *Powerful* and *Connects*

76%
OF HISPANICS AGREE

I *appreciate when candidates advertise in Spanish* in trying to win my vote
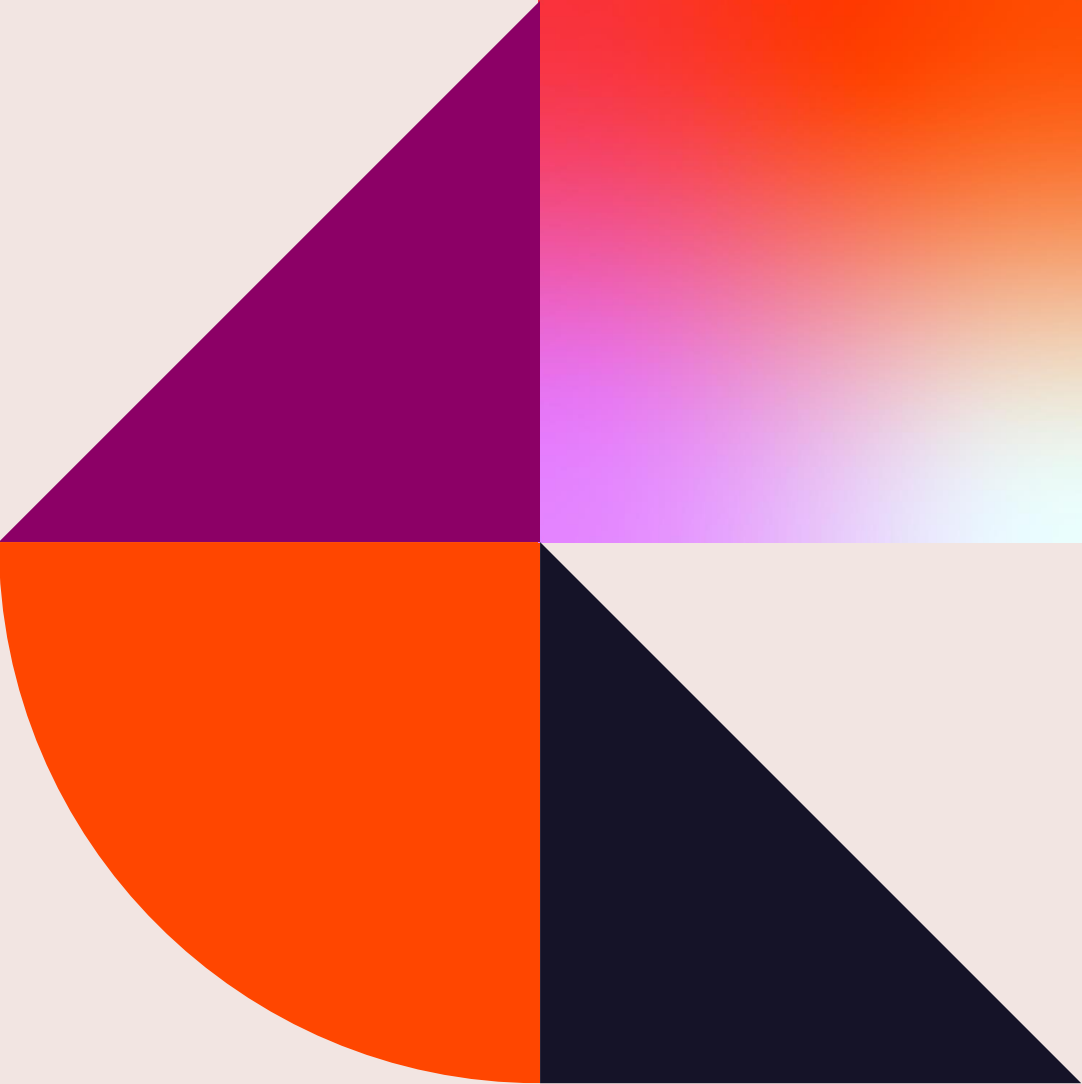
64%
OF HISPANICS AGREE

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

58%
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*
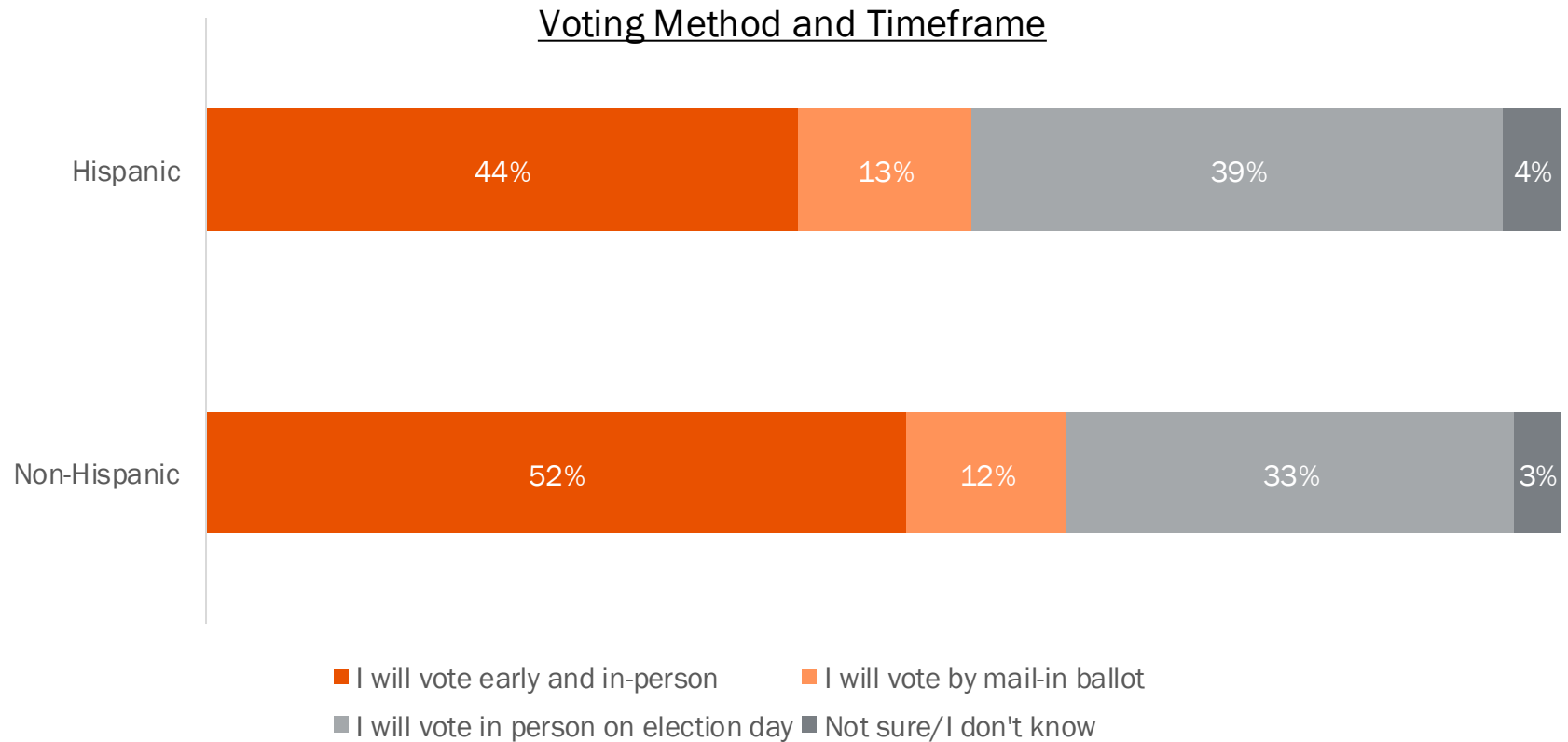
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Voting & Campaign Information

Voting Method and Timeframe
## - HISPANICS MORE LIKELY TO VOTE EARLY AND IN PERSON THAN IN PERSON ON ELECTION DAY

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	44%	13%	39%	4%
Non-Hispanic	52%	12%	33%	3%

Legend:
- 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

Vota Conmigo Familiarity

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

Vota Conmigo Familiarity

33%
Hispanic

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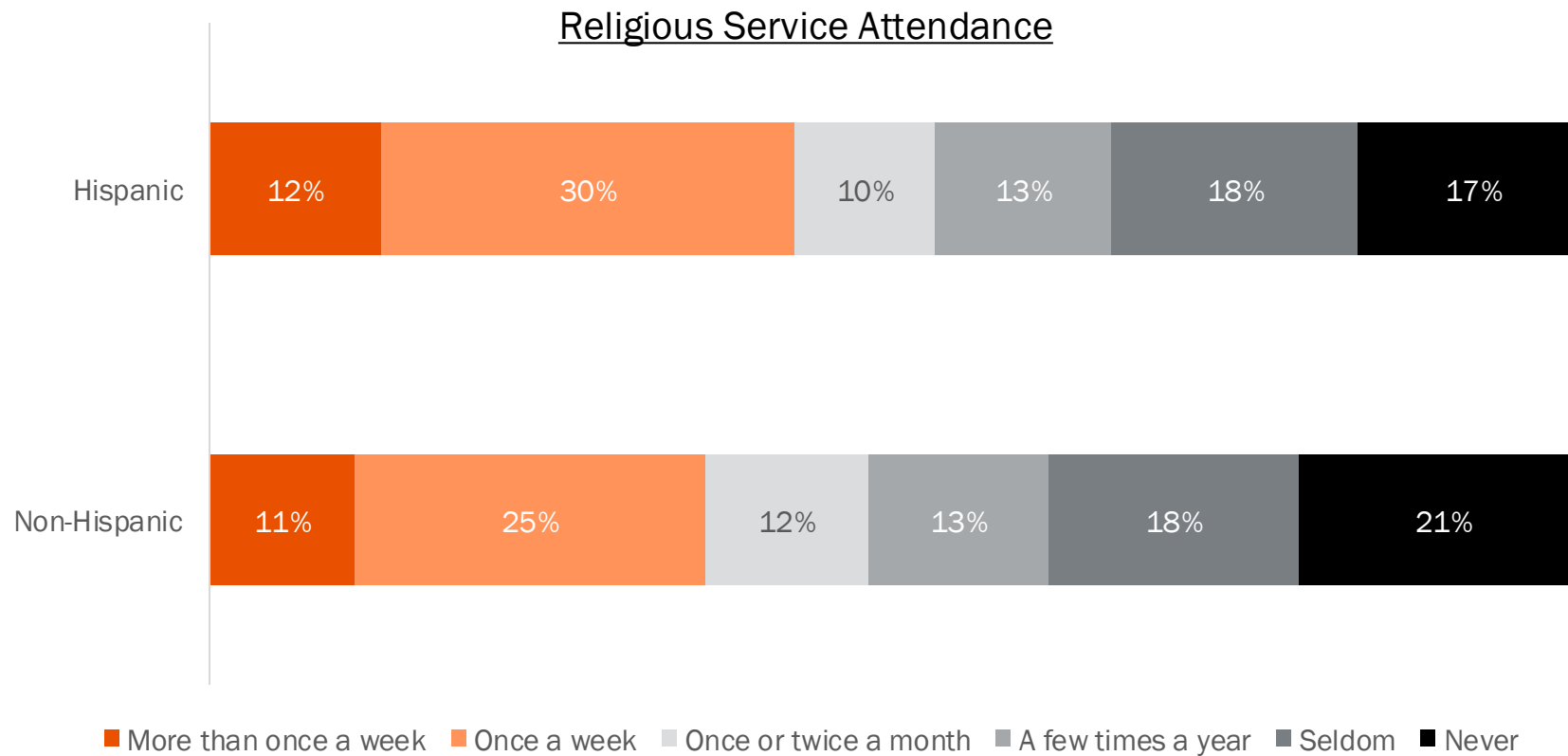- ■ Have not heard of
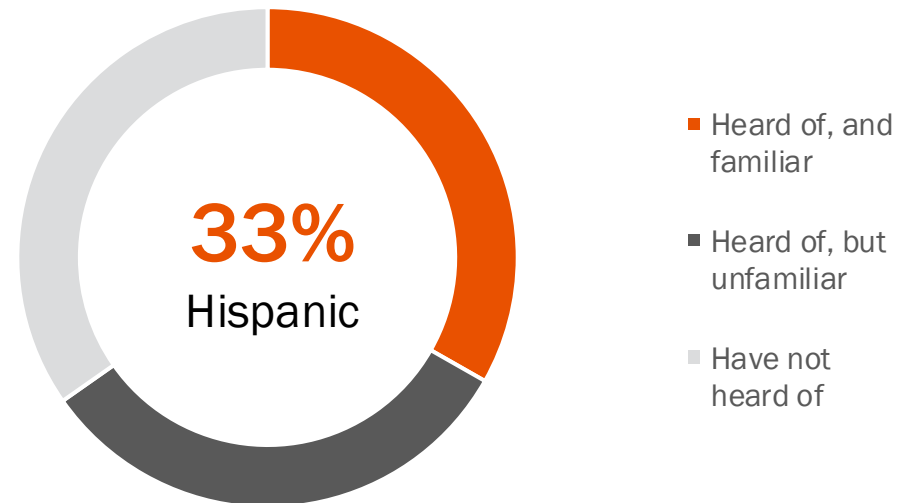
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Gracias

APPENDIX

Religious Service Attendance

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

Religious Service Attendance

Hispanic
| 12% | 30% | 10% | 13% | 18% | 17% |

Non-Hispanic
| 11% | 25% | 12% | 13% | 18% | 21% |

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

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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	69%	8%	67%	9%
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	42%	40%	21%	61%

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Ballot Language Preference

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

Ballot Language Preference

70%
Hispanic

- ■ Spanish
- ■ English
- ■ No preference

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