ORLANDO

Orlando's Hispanic Community

Orlando Hispanics Are YOUNGER

41 Hispanic median age
vs 55 for Non-Hispanic

Lower Hispanic Median Household Income

$63,389
vs $74,44 for Non-Hispanic

Larger Hispanic Households

3.7 Median Persons per HH
vs 2.7 for Non-Hispanic

More Likely to Have Children in Household

48% Kids <18 in HH
vs 29% for Non-Hispanic

More Likely Renting Their Homes
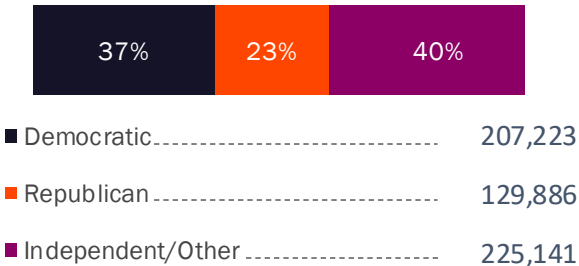
38% Rent where they live
vs 28% for Non-Hispanic

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2024 Orlando Hispanic Voter Profile

2024 HISPANIC REGISTERED VOTERS

562,250

21% of all registered voters

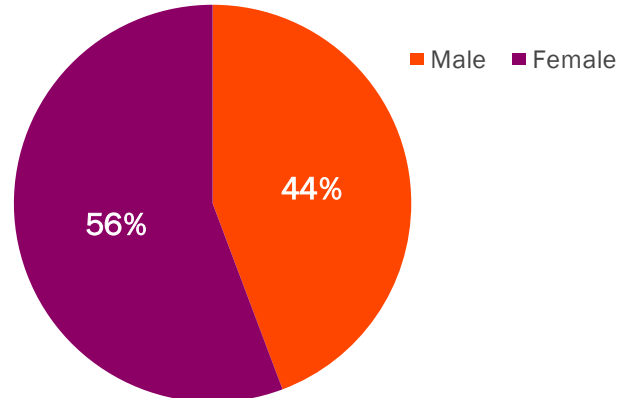## POLITICAL AFFILIATION

37%	23%	40%

- Democratic — 207,223
- Republican — 129,886
- Independent/Other — 225,141

AGE DISTRIBUTION 18+

AGE DISTRIBUTION 18+	HISPANIC
18-34	28%
35+	72%
18-24	10%
25-34	18%
35-49	27%
50-64	25%
65+	21%

2024 HISPANICS AGE 5+ LANGUAGE USAGE*

- Spanish Dependent — 10%
- Bilingual — 75%
- English Dependent — 15%

85% speak Spanish
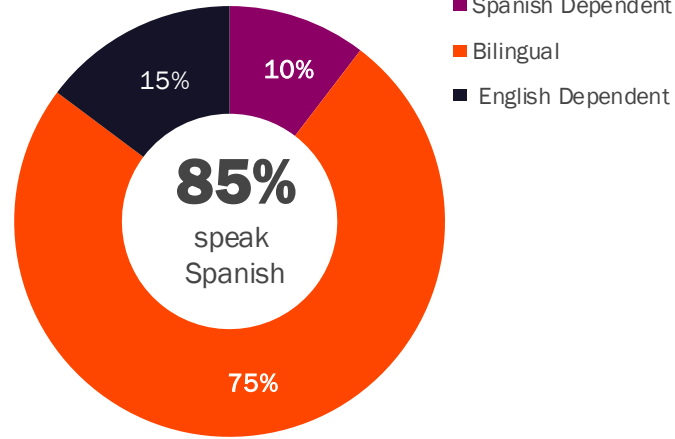
REGISTERED VOTER GENDER DISTRIBUTION

- Male 44%
- Female 56%

COUNTRY OF ORIGIN*	POPULATION	SHARE
Total Hispanic Population	1,236,290	
Caribbean	720,430	58.3%
Puerto Rican	530,402	74%
Cuban	104,632	15%
Dominican	85,396	12%
South American	237,346	19.2%
Colombian	86,783	37%
Venezuelan	86,615	36%
Peruvian	22,386	9%
Ecuadorian	20,407	9%
Argentinean	8,994	4%
Chilean	5,548	2%
Uruguayan	2,226	1%
Other South American	1,915	1%
Bolivian	1,554	1%
Paraguayan	918	0%
Mexican	145,687	11.8%
Central American	79,960	6.5%
Guatemalan	24,953	31%
Honduran	15,163	19%
Nicaraguan	12,106	15%
Salvadoran	11,669	15%
Panamanian	9,066	11%
Costa Rican	6,757	8%
Other Central American	246	0%
Other Hispanic	52,867	4.3%

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2024 Orlando Hispanic Voters in Presidential Years

AS OF 5/15/2024

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

+23% vs. 2020
NH: +20%

+40% vs. 2016
NH: +31%

459,700

372,813

266,580

Vs. 2016: Hispanics are expected to grow by +72%
NH: +57%

500,000
450,000
400,000
350,000
300,000
250,000
200,000
150,000
100,000
50,000
0

2016   2020   2024

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TU & Media Predict

2024 Presidential Tracker

Orlando
August 2024

Objectives

- Measure current landscape of the 2024 Primary and General Elections

- Assess voter sentiment towards current candidates and government bodies

- Understand key issues and their degree of importance as motivators to vote

- Compare and contrast Hispanic and Non-Hispanic voters

Methodology

- Online survey of 544 likely voters ages 18+

A18+
266 Hispanic (209 SpanDom/Bilingual)
278 Non-Hispanic

- In field 8/1/2024 – 8/8/2024

- Weighted to the registered voter universe by age, gender, education, and political party affiliation. Results from full survey have a margin of error of plus or minus 6.1% for Hispanics and 6.0% for Non-Hispanics.

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

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Only 37% 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

37%
Hispanic

25%
Non-Hispanic
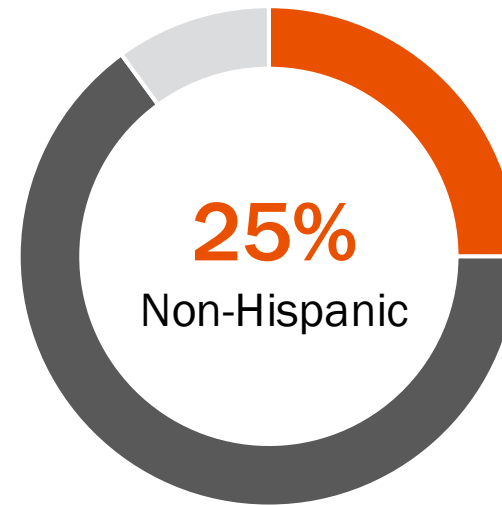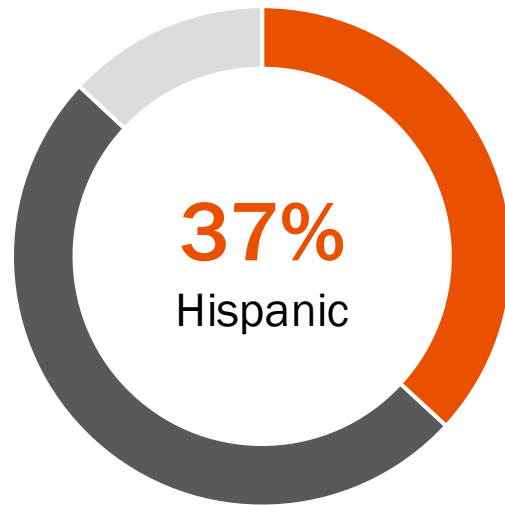
■ Right direction

■ Wrong track

■ Unsure/I don't know

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General Election Polling
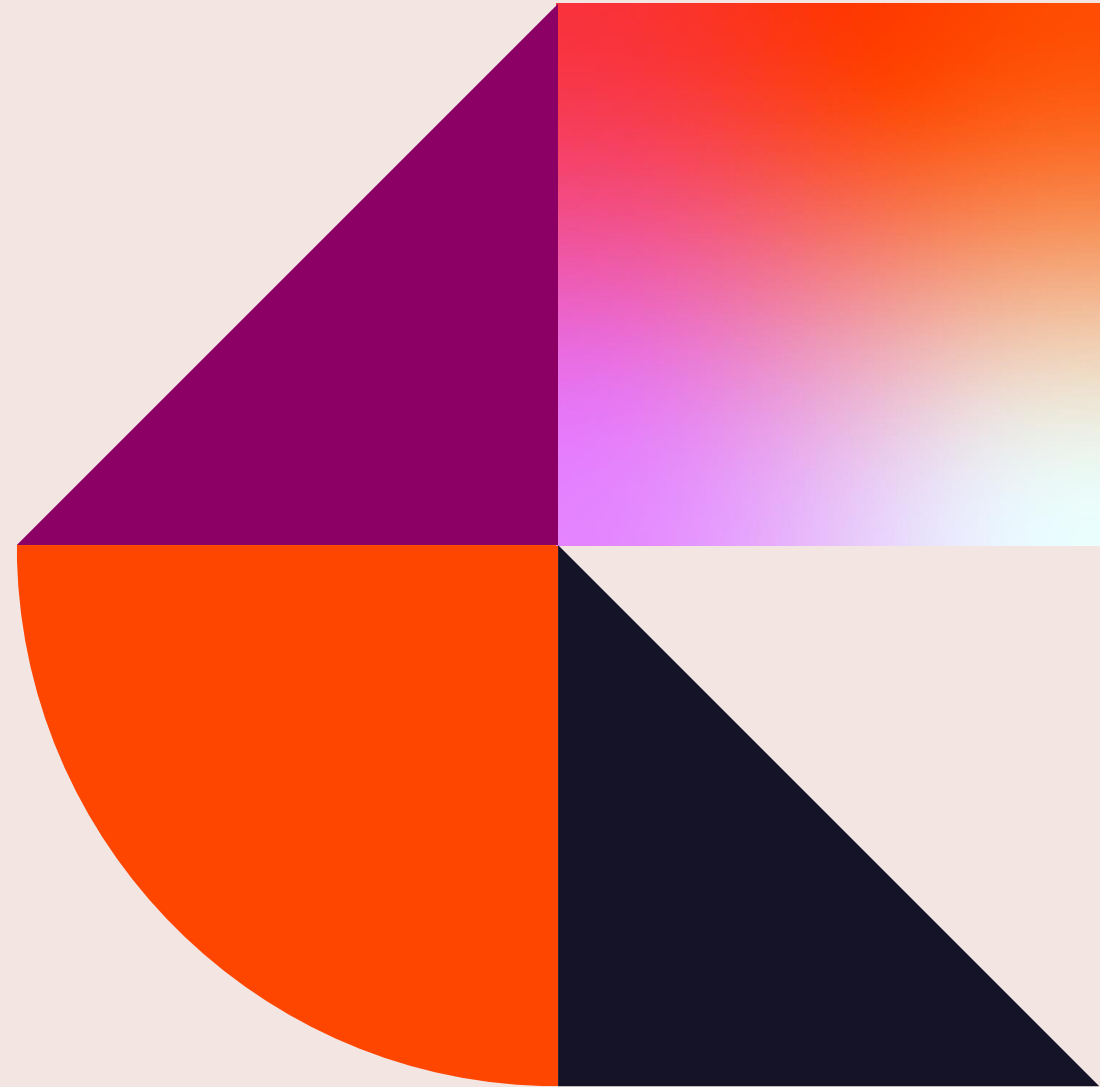
Matchup: Harris vs Trump

- HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 25% OF HISPANICS UP FOR GRABS (22% NOT DEFINITE, 3% UNSURE)

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

Presidential Matchup

	Definitely Harris	Probably Harris	Probably Trump	Definitely Trump	Someone else	Unsure/I don't know
Hispanic	46%	12%	10%	24%	5%	3%
Non-Hispanic	31%	9%	9%	46%	2%	4%

■ Definitely Harris ■ Probably Harris ■ Probably Trump ■ Definitely Trump ■ Someone else ■ Unsure/I don't know

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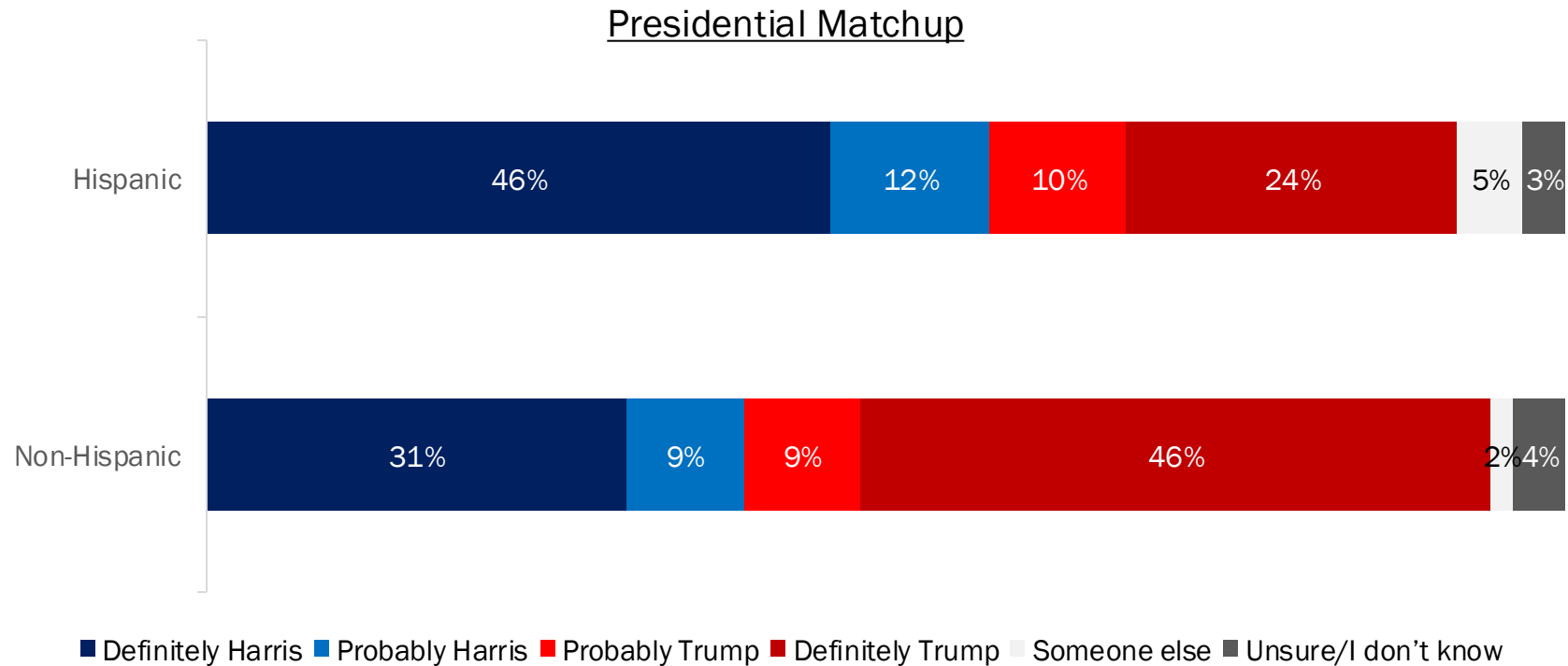
Candidate Support Among Hispanics

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

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

Presidential Matchup

Total Support
- Probably
- Definitely

	Harris	Trump
Men	54% (13% / 42%)	37% (11% / 26%)
Women	62% (11% / 51%)	32% (9% / 23%)
18-34	55% (18% / 37%)	39% (18% / 21%)
35+	58% (9% / 49%)	33% (7% / 26%)
Married	57% (13% / 44%)	34% (5% / 29%)
Children in HH	56% (14% / 41%)	36% (10% / 27%)

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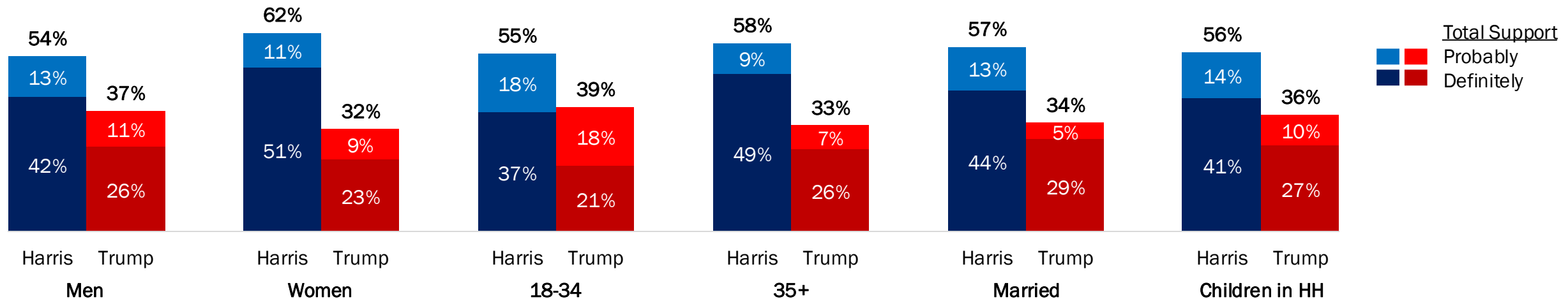
Harris Hispanic Voters Are More Enthusiastic

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

Legend:
- ■ 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: 3% / 20% / 78%
Non-Hispanic: 13% / 22% / 65%
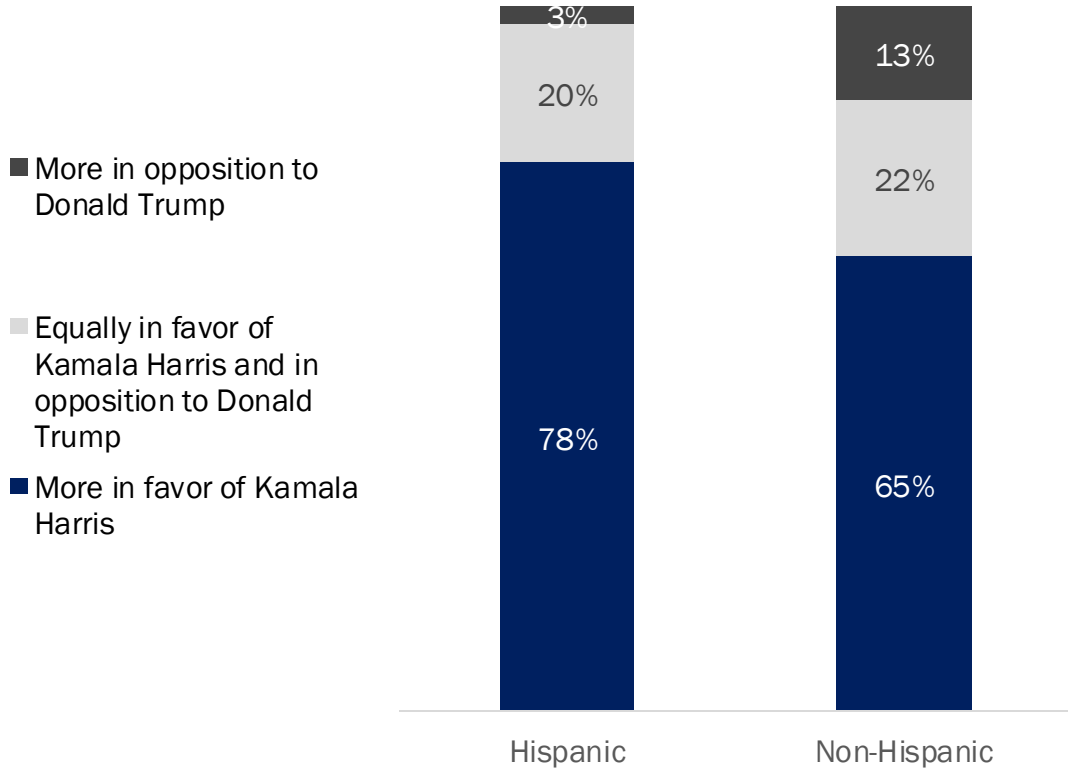
Voting Trump: Favor Trump or Oppose Harris
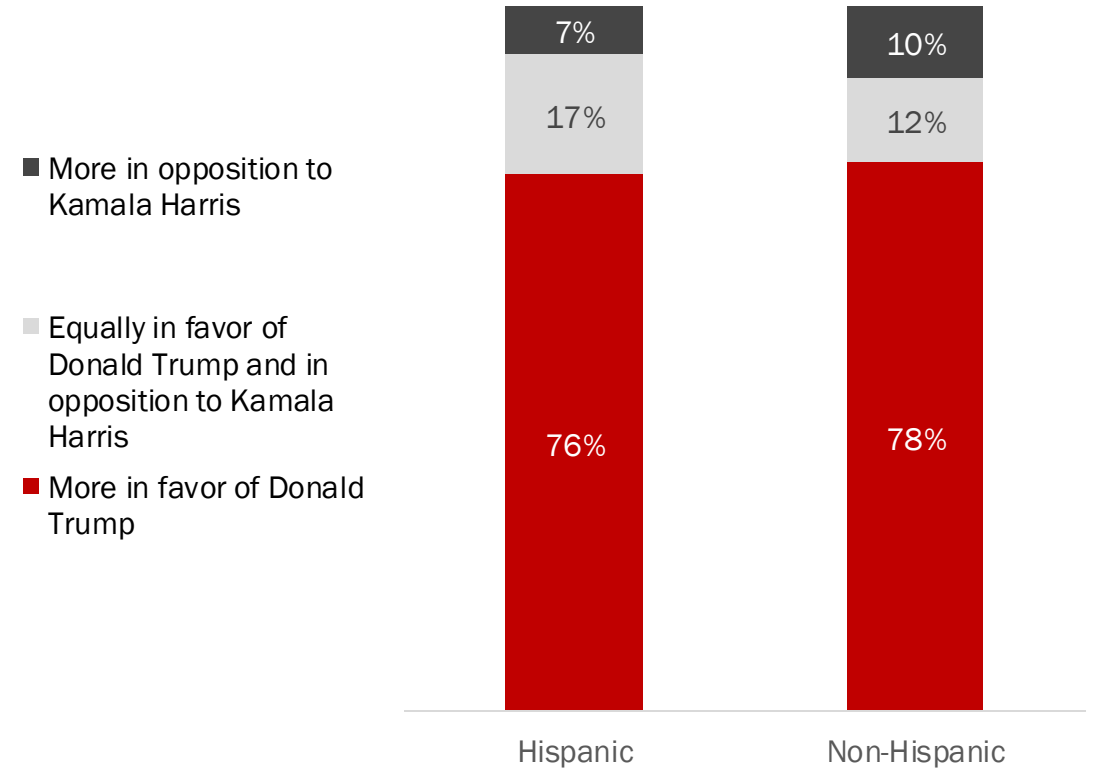
Legend:
- ■ More in opposition to Kamala Harris
- ■ Equally in favor of Donald Trump and in opposition to Kamala Harris
- ■ More in favor of Donald Trump

Hispanic: 7% / 17% / 76%
Non-Hispanic: 10% / 12% / 78%

Matchup: Harris vs Trump vs Kennedy

- HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- KENNEDY PERFORMS HIGHER AMONG HISPANICS THAN NON-HISPANICS
- 25% OF HISPANICS UP FOR GRABS (21% NOT DEFINITE, 4% UNSURE)

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

Presidential Matchup

Hispanic

Definitely Harris	Probably Harris	Definitely Trump	Probably Trump	Definitely Kennedy	Probably Kennedy	Someone else	Unsure/I don't know
43%	10%	26%	6%	4%	5%	2%	4%

Non-Hispanic

Definitely Harris	Probably Harris	Definitely Trump	Probably Trump	Definitely Kennedy	Probably Kennedy	Someone else	Unsure/I don't know
31%	6%	42%	8%	2%	5%	1%	4%

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

34% of Hispanics Not Completely Certain About Their Vote for President

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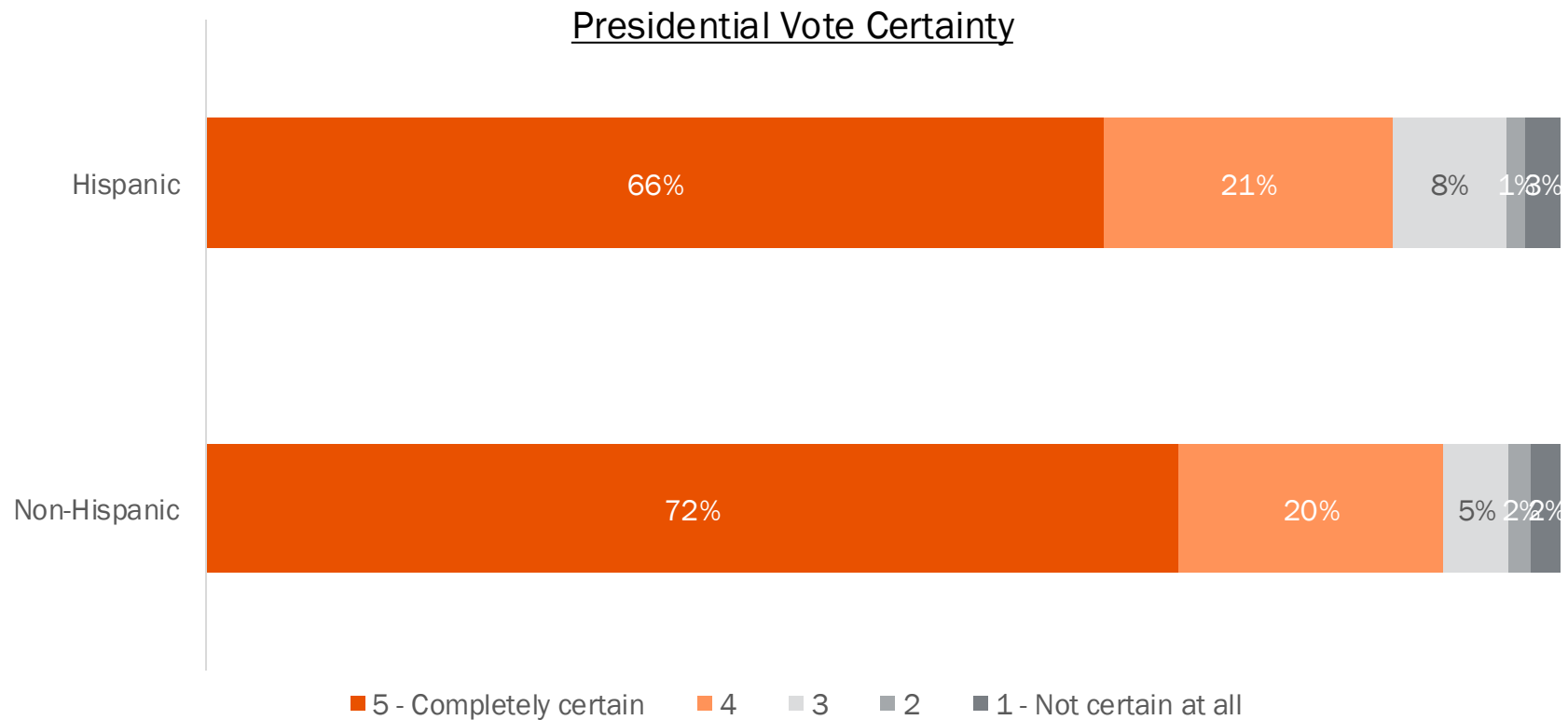
Presidential Vote Certainty

Hispanic	66%	21%	8%	1%	3%
Non-Hispanic	72%	20%	5%	2%	2%

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

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Willingness to Vote for Candidates in General Election

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

Candidate Vote Willingness

Hispanic

Candidate	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Kamala Harris (D)	47%	13%	8%	7%	23%	2%
Donald Trump (R)	28%	11%	8%	7%	44%	2%
Robert F. Kennedy, Jr (I)	11%	24%	31%	9%	21%	3%

Non-Hispanic

Candidate	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Kamala Harris (D)	33%	10%	3%	8%	44%	2%
Donald Trump (R)	44%	12%	5%	3%	34%	1%
Robert F. Kennedy, Jr (I)	6%	19%	26%	15%	30%	5%

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

House of Representatives Vote

- DEMOCRATS LEAD AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 40% OF HISPANICS UP FOR GRABS (34% NOT DEFINITE, 6% UNSURE)

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

House of Representatives Vote

Hispanic	39%	21%	13%	18%	3% 6%
Non-Hispanic	28%	9%	11%	41%	1% 10%

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

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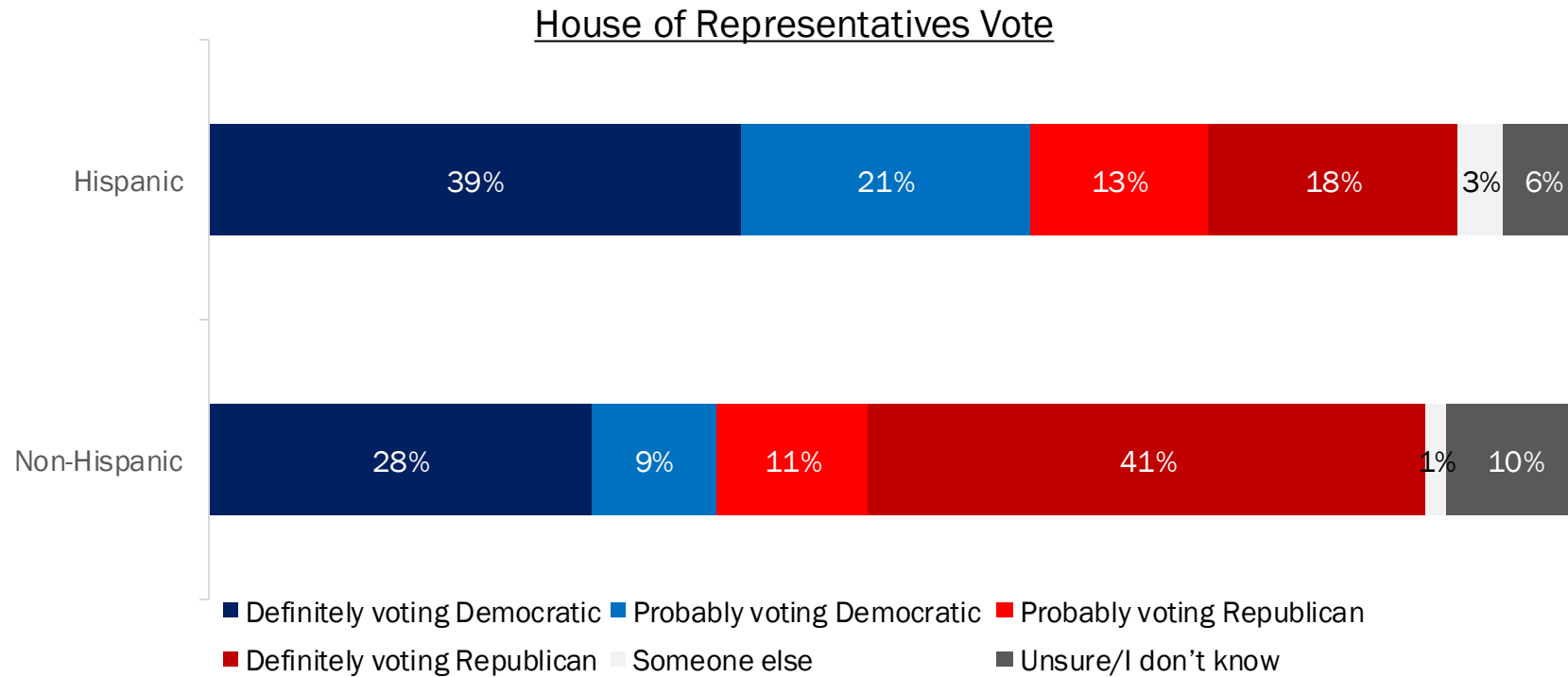
Matchup: Mucarsel-Powell vs Scott

- DEBBIE MUCARSEL-POWELL LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 42% OF HISPANICS UP FOR GRABS (30% NOT DEFINITE, 12% UNSURE)

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

Senate Matchup

Hispanic	28%	15%	15%	26%	4%	12%
Non-Hispanic	22%	15%	12%	41%	3%	7%

■ Definitely Mucarsel-Powell ■ Probably Mucarsel-Powell ■ Probably Scott
■ Definitely Scott ■ Someone else ■ Unsure/I don't know
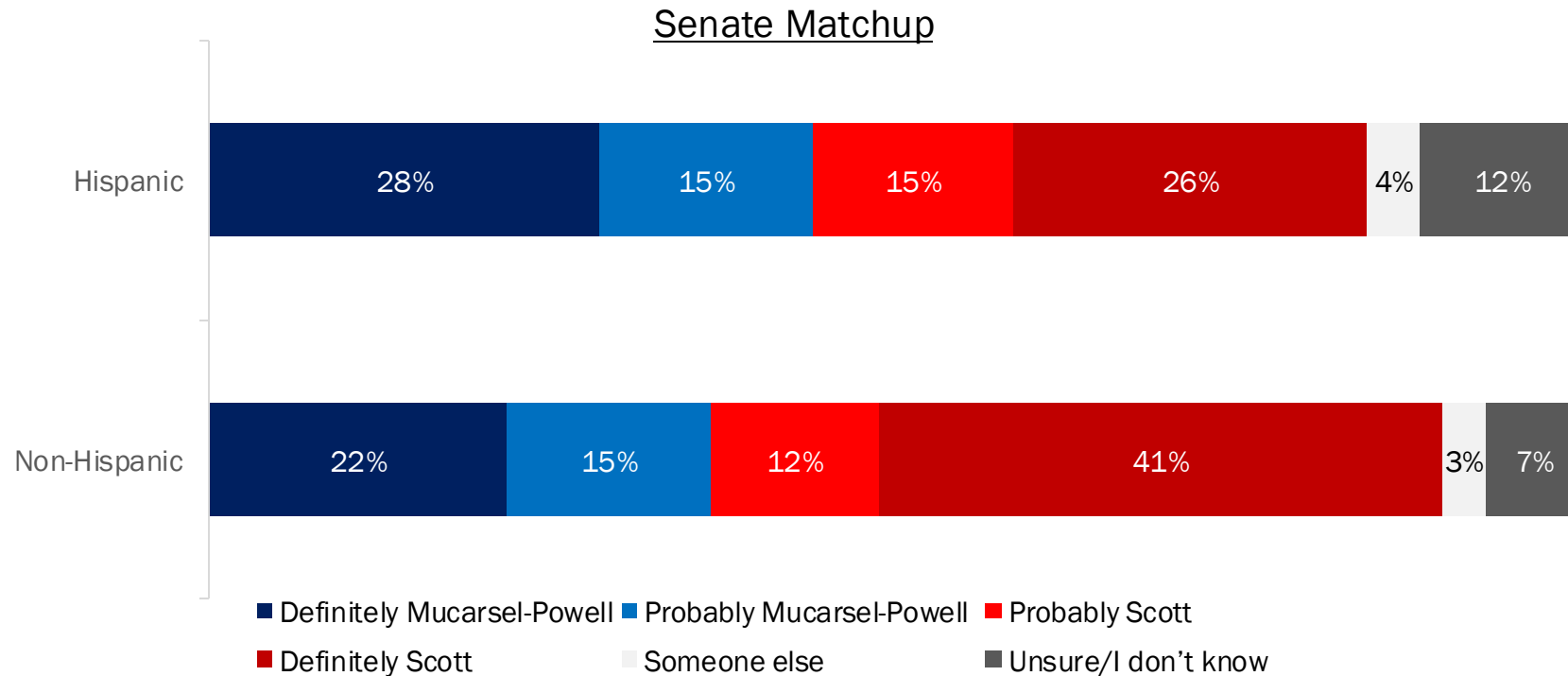
Candidate Support Among Hispanics

- SCOTT'S STRONGEST SUPPORT AMONG MEN
- MURCASEL-POWELL'S STRONGEST SUPPORT AMONG WOMEN, ADULTS 35+

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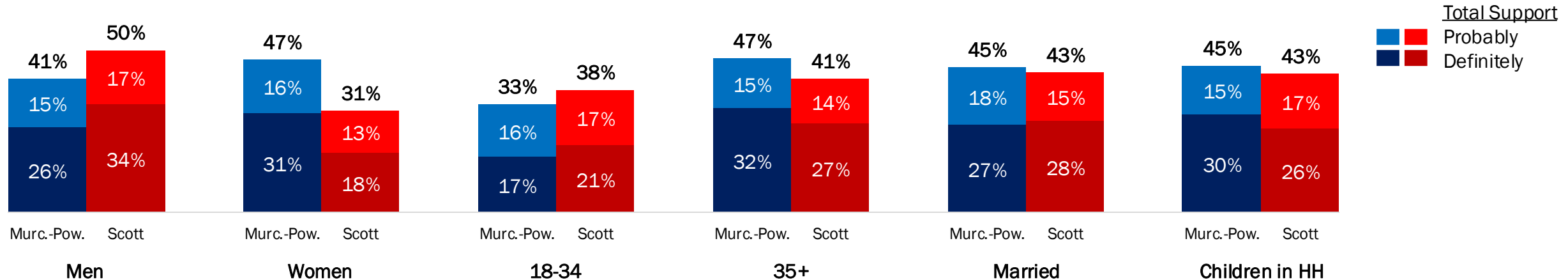
Senate Matchup

Total Support
- Probably
- Definitely

Men
	Murc.-Pow.	Scott
Total	41%	50%
Probably	15%	17%
Definitely	26%	34%

Women
	Murc.-Pow.	Scott
Total	47%	31%
Probably	16%	13%
Definitely	31%	18%

18-34
	Murc.-Pow.	Scott
Total	33%	38%
Probably	16%	17%
Definitely	17%	21%

35+
	Murc.-Pow.	Scott
Total	47%	41%
Probably	15%	14%
Definitely	32%	27%

Married
	Murc.-Pow.	Scott
Total	45%	43%
Probably	18%	15%
Definitely	27%	28%

Children in HH
	Murc.-Pow.	Scott
Total	45%	43%
Probably	15%	17%
Definitely	30%	26%

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

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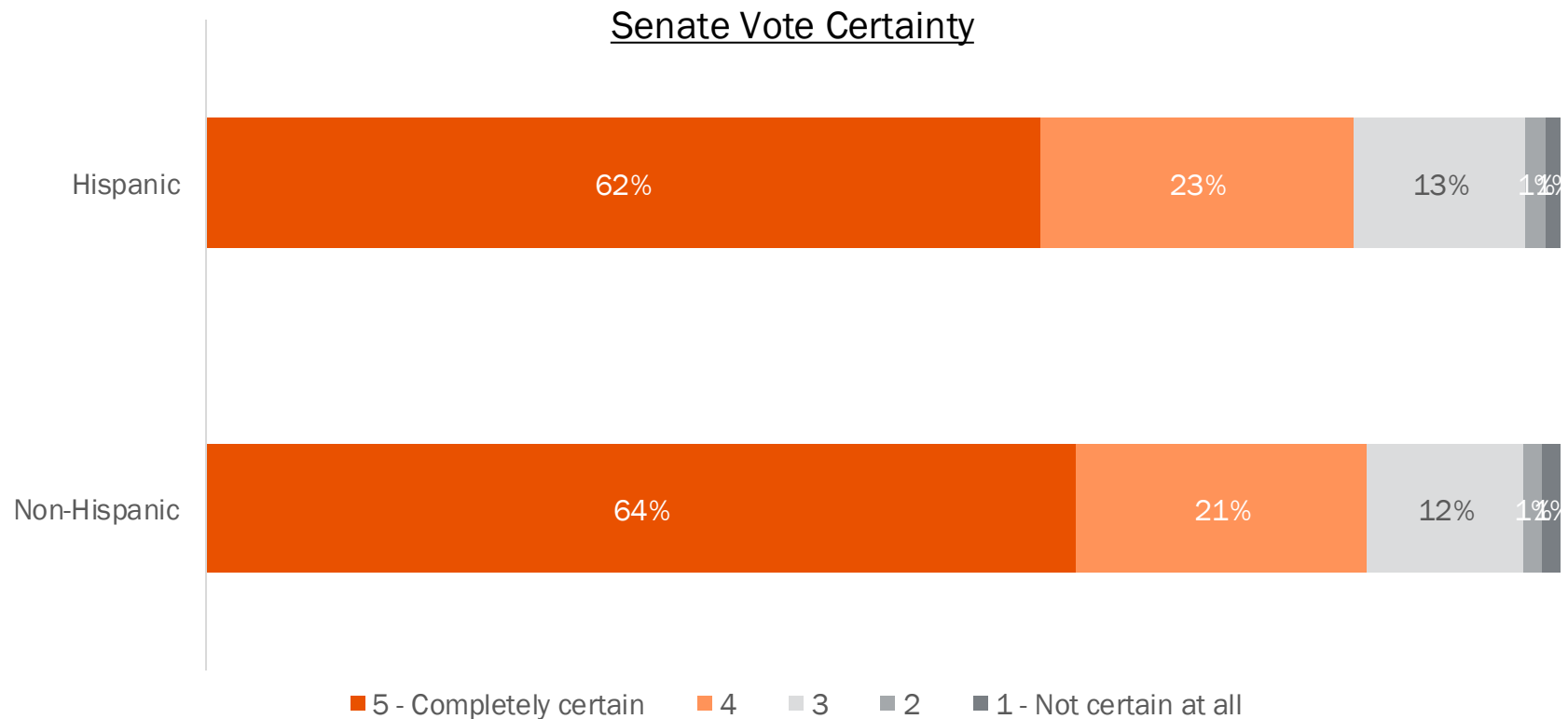
Senate Vote Certainty

	5 - Completely certain	4	3	2	1 - Not certain at all
Hispanic	62%	23%	13%	1%	1%
Non-Hispanic	64%	21%	12%	1%	1%

■ 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.

Senate Willingness
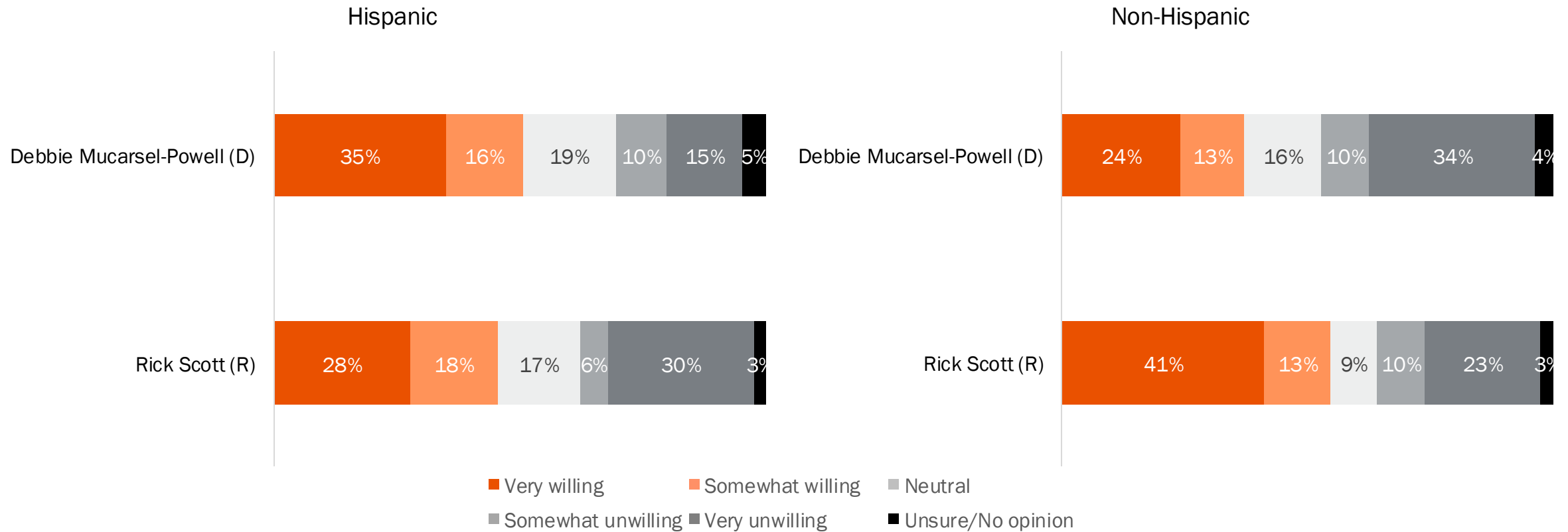
Hispanic

Candidate	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Debbie Mucarsel-Powell (D)	35%	16%	19%	10%	15%	5%
Rick Scott (R)	28%	18%	17%	6%	30%	3%

Non-Hispanic

Candidate	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Debbie Mucarsel-Powell (D)	24%	13%	16%	10%	34%	4%
Rick Scott (R)	41%	13%	9%	10%	23%	3%

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

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

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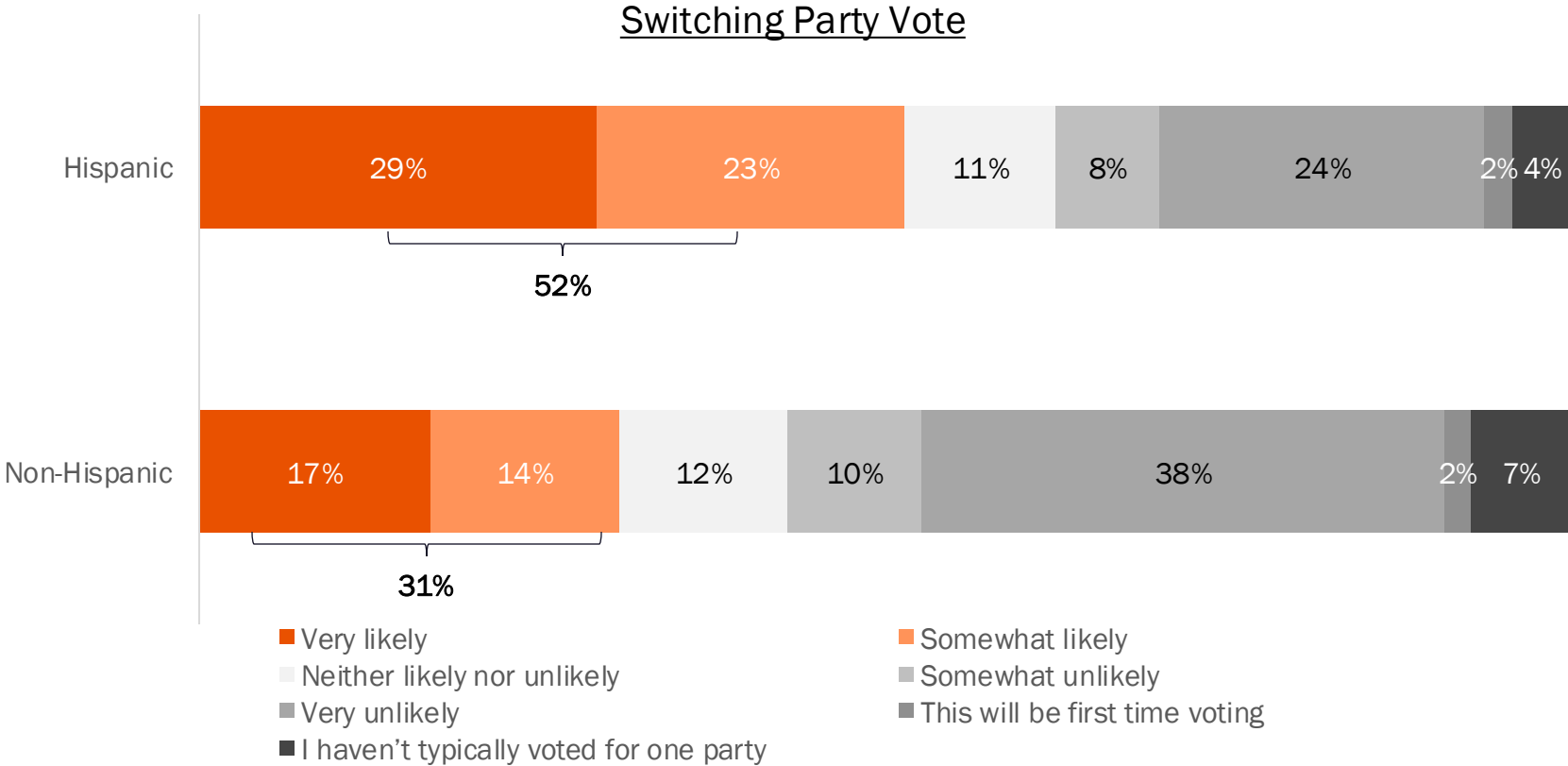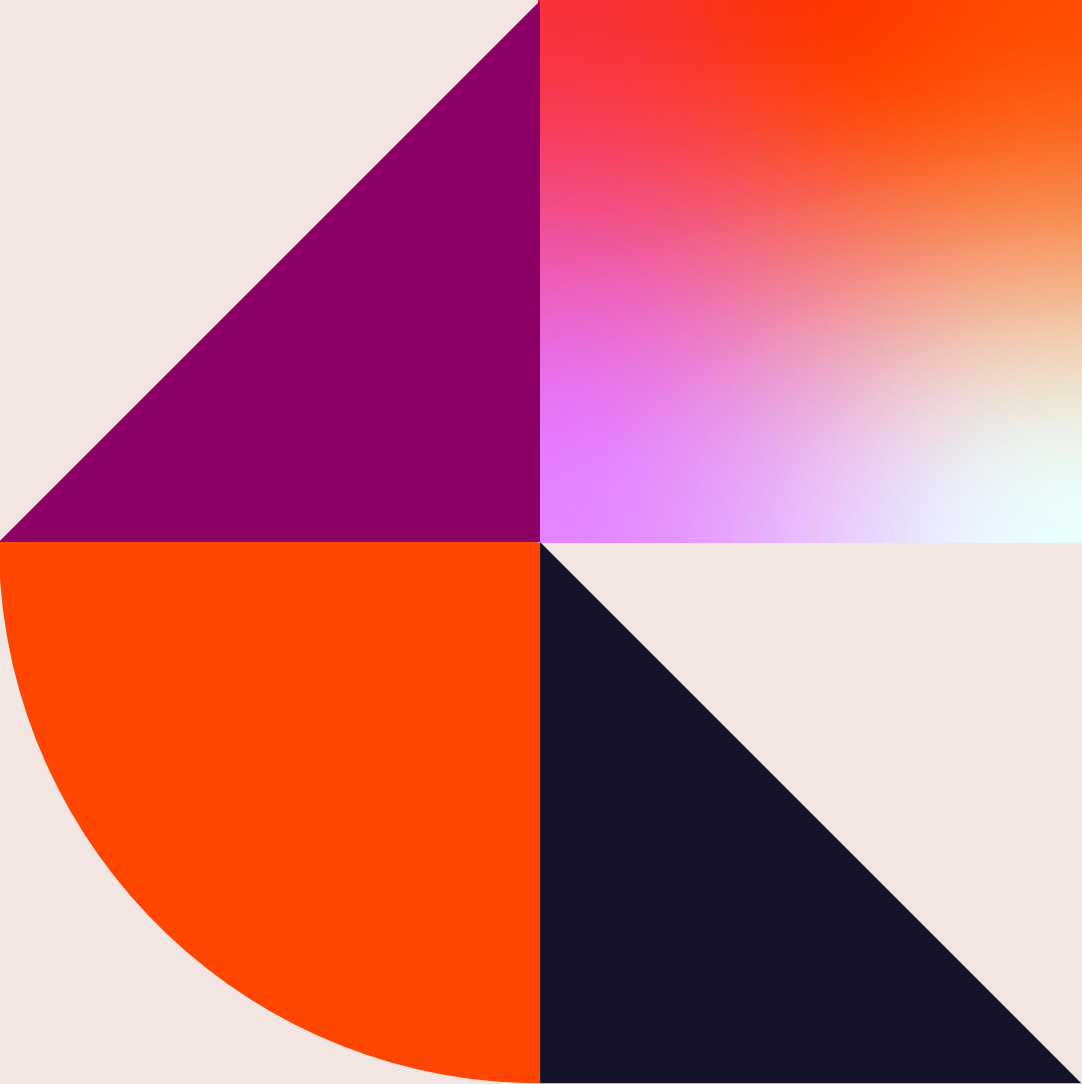
Switching Party Vote

	Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	First time	Haven't voted one party
Hispanic	29%	23%	11%	8%	24%	2%	4%
Non-Hispanic	17%	14%	12%	10%	38%	2%	7%

Hispanic: **52%**
Non-Hispanic: **31%**

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

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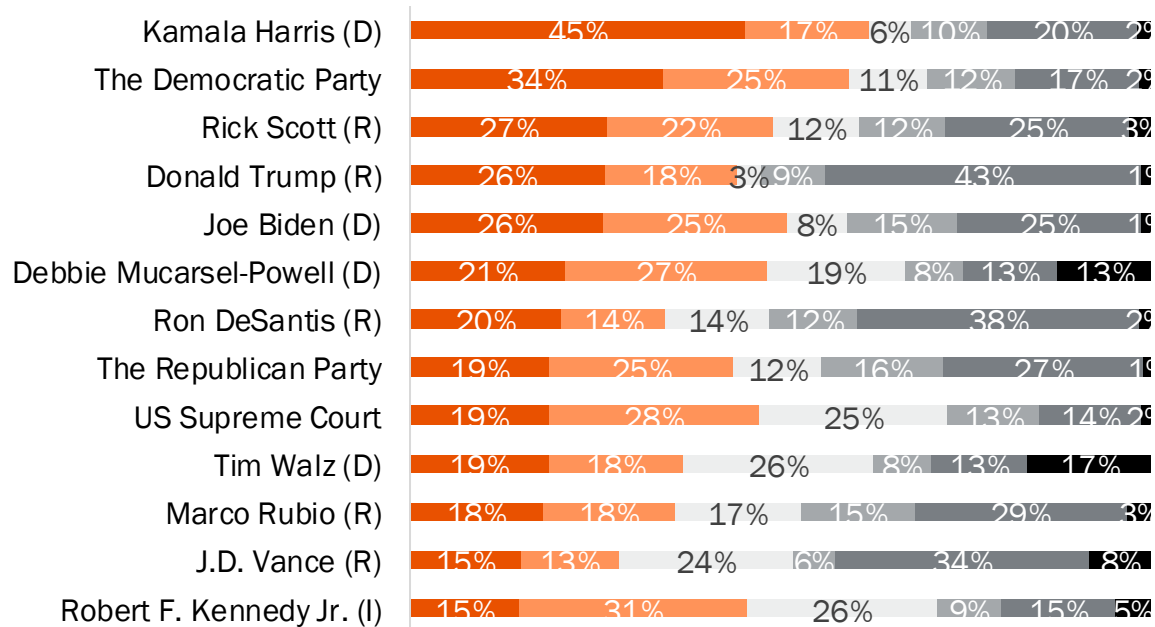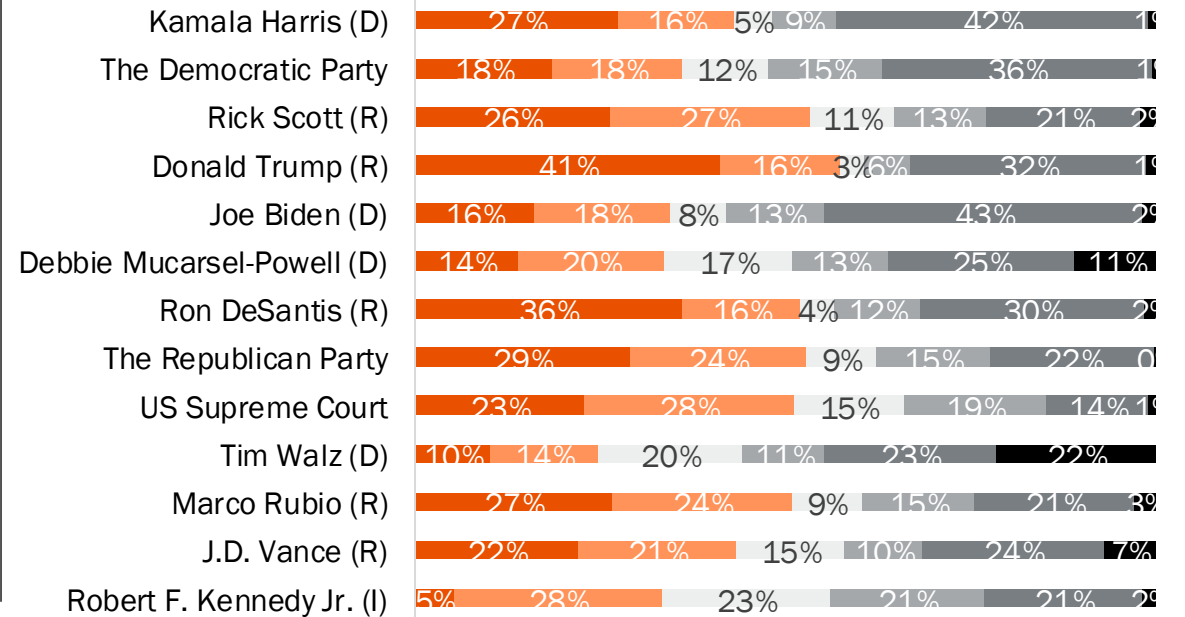
Favorability & Job Approval

Favorability

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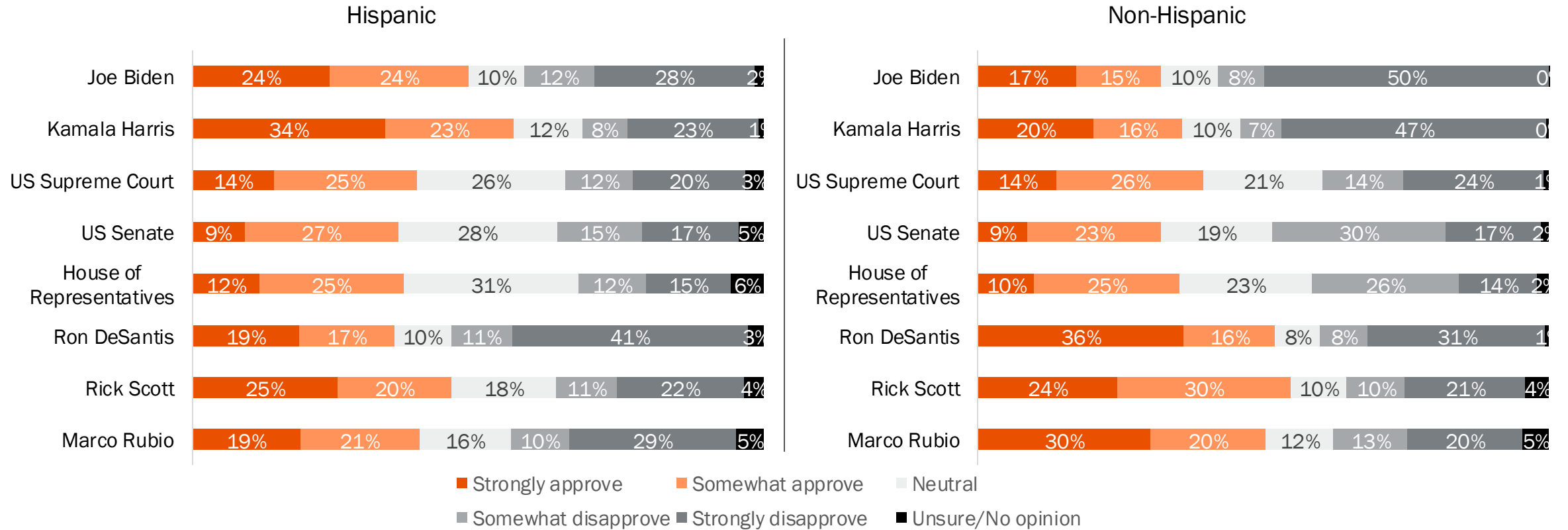
Favorability

Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Kamala Harris (D)	45%	17%	6%	10%	20%	2%
The Democratic Party	34%	25%	11%	12%	17%	2%
Rick Scott (R)	27%	22%	12%	12%	25%	3%
Donald Trump (R)	26%	18%	3%	9%	43%	1%
Joe Biden (D)	26%	25%	8%	15%	25%	1%
Debbie Mucarsel-Powell (D)	21%	27%	19%	8%	13%	13%
Ron DeSantis (R)	20%	14%	14%	12%	38%	2%
The Republican Party	19%	25%	12%	16%	27%	1%
US Supreme Court	19%	28%	25%	13%	14%	2%
Tim Walz (D)	19%	18%	26%	8%	13%	17%
Marco Rubio (R)	18%	18%	17%	15%	29%	3%
J.D. Vance (R)	15%	13%	24%	6%	34%	8%
Robert F. Kennedy Jr. (I)	15%	31%	26%	9%	15%	5%

Non-Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Kamala Harris (D)	27%	16%	5%	9%	42%	1%
The Democratic Party	18%	18%	12%	15%	36%	1%
Rick Scott (R)	26%	27%	11%	13%	21%	2%
Donald Trump (R)	41%	16%	3%	6%	32%	1%
Joe Biden (D)	16%	18%	8%	13%	43%	2%
Debbie Mucarsel-Powell (D)	14%	20%	17%	13%	25%	11%
Ron DeSantis (R)	36%	16%	4%	12%	30%	2%
The Republican Party	29%	24%	9%	15%	22%	0
US Supreme Court	23%	28%	15%	19%	14%	1%
Tim Walz (D)	10%	14%	20%	11%	23%	22%
Marco Rubio (R)	27%	24%	9%	15%	21%	3%
J.D. Vance (R)	22%	21%	15%	10%	24%	7%
Robert F. Kennedy Jr. (I)	5%	28%	23%	21%	21%	2%

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

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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	24%	24%	10%	12%	28%	2%
Kamala Harris	34%	23%	12%	8%	23%	1%
US Supreme Court	14%	25%	26%	12%	20%	3%
US Senate	9%	27%	28%	15%	17%	5%
House of Representatives	12%	25%	31%	12%	15%	6%
Ron DeSantis	19%	17%	10%	11%	41%	3%
Rick Scott	25%	20%	18%	11%	22%	4%
Marco Rubio	19%	21%	16%	10%	29%	5%

Non-Hispanic

	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	17%	15%	10%	8%	50%	0%
Kamala Harris	20%	16%	10%	7%	47%	0%
US Supreme Court	14%	26%	21%	14%	24%	1%
US Senate	9%	23%	19%	30%	17%	2%
House of Representatives	10%	25%	23%	26%	14%	2%
Ron DeSantis	36%	16%	8%	8%	31%	1%
Rick Scott	24%	30%	10%	10%	21%	4%
Marco Rubio	30%	20%	12%	13%	20%	5%

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

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The Issues

Cost of Living, Economy/Jobs, Social Security/Medicare Top Issues for Hispanic Voters

- HEALTHCARE, AFFORDABLE HOUSING, EDUCATION AMONG SEVERAL ISSUES OF GREATER CONCERN FOR HISPANICS

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

Issue Importance TopBox

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Cost of living	76%	71%	Infrastructure, such as roads and public transportation	45%	41%
Economy / jobs	75%	64%	Border security	44%	59%
Social security / Medicare	72%	64%	Opioids / drug abuse	44%	43%
Healthcare	69%	55%	Defense / military	44%	55%
Inflation	69%	71%	Gun rights / 2nd amendment	43%	50%
Affordable housing	63%	50%	Race relations	43%	34%
Education	63%	48%	Energy policy	41%	39%
National security	63%	64%	Strengthening law enforcement	40%	46%
Crime and public safety	62%	61%	Police reform	33%	30%
Taxes	58%	57%	U.S. relationship with China	30%	37%
Gun control	58%	37%	Foreign policy	29%	39%
Entitlements / social services reform (Medicare, welfare, etc.)	57%	47%	Israel / Hamas War	27%	34%
Climate change	52%	32%	Culture wars	23%	22%
Government spending / deficit	50%	49%	Russia / Ukraine war	23%	27%
Abortion	50%	47%	LGBTQ rights	23%	24%
Immigration	45%	53%			

Top Issues by Hispanic Voter Type

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

Top 10 Issues Among Definitely Harris Voters	% Hispanic Top Box
Cost of living	80%
Social security / Medicare	80%
Gun control	79%
Economy / jobs	76%
Healthcare	76%
Inflation	68%
Affordable housing	67%
Crime and public safety	65%
National security	64%
Education	63%

Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Economy / jobs	70%
Inflation	68%
Cost of living	65%
Education	65%
Healthcare	63%
Affordable housing	62%
Social security / Medicare	58%
Crime and public safety	55%
National security	52%
Entitlements / social services reform (Medicare, welfare, etc.)	51%

Top 10 Issues Among Definitely Trump Voters	% Hispanic Top Box
Cost of living	80%
Economy / jobs	76%
Taxes	70%
Social security / Medicare	69%
Inflation	68%
National security	67%
Government spending / deficit	66%
Border security	65%
Healthcare	63%
Crime and public safety	63%

48% 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

48%
Hispanic

46%
Non-Hispanic
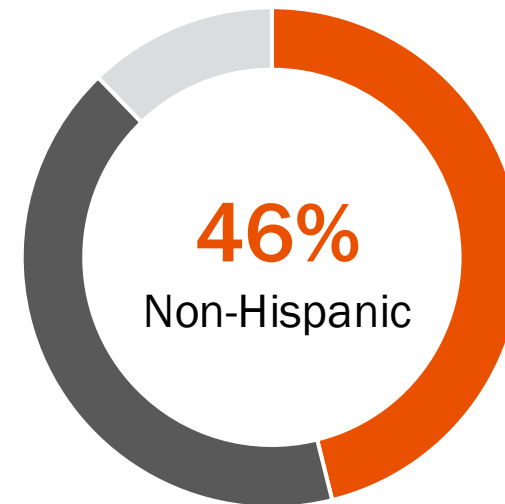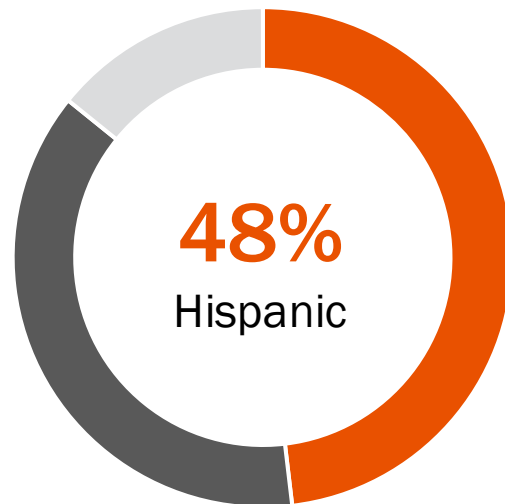
- Yes
- No
- Unsure/I don't know

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Issues That Will Determine Who They Vote For
- INFLATION & COST OF LIVING 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	14%	7%
Cost of living	14%	6%
Abortion	10%	17%
Social security / Medicare	10%	3%
Gun control	6%	4%
Immigration	5%	11%
Border security	5%	9%
Healthcare	5%	1%
Economy / jobs	4%	7%
Education	3%	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
Healthcare	62%	25%	41%	44%
Abortion	60%	26%	45%	37%
Climate change	59%	24%	43%	35%
Entitlements reform	58%	27%	40%	41%
Energy policy	58%	26%	35%	47%
Social security	58%	26%	40%	45%
Education	55%	28%	40%	41%
Crime and public safety	52%	32%	35%	50%
Cost of living	52%	33%	37%	53%
Taxes	52%	32%	37%	47%

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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
Government spending	51%	30%	33%	51%
Economy / jobs	51%	32%	36%	52%
Opioids	51%	29%	35%	42%
Inflation	48%	31%	35%	53%
Foreign policy	48%	33%	33%	52%
Immigration	47%	39%	33%	52%
Defense	45%	38%	30%	55%
National security	45%	36%	35%	51%
Border security	43%	40%	33%	57%

Candidate Better Able to Handle Issues

Thinking again about the issues, which candidate do you think would do a better job of handling each of the following issues, Kamala Harris or Donald Trump?
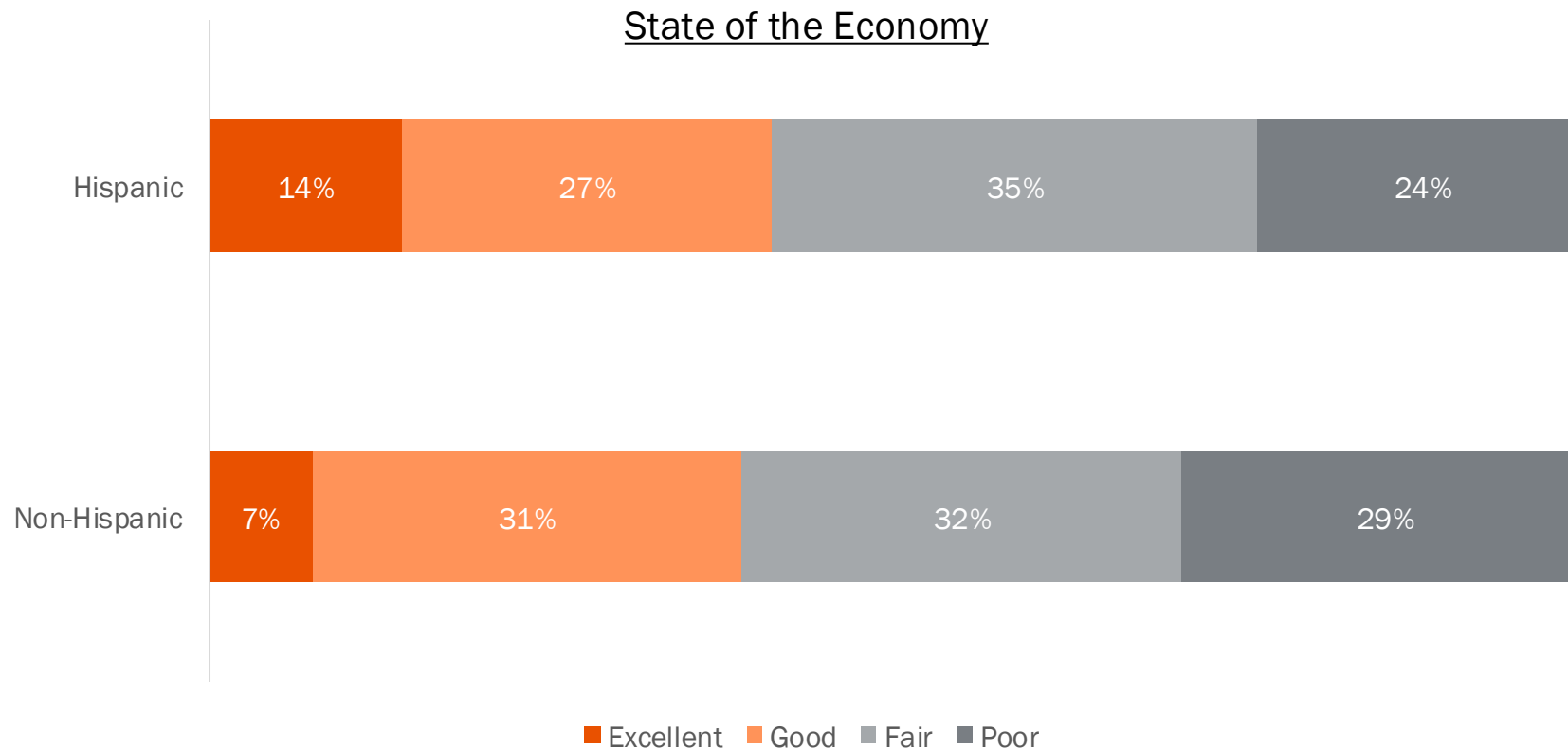
	Hispanic		Non-Hispanic	
	Harris Top2Box	**Trump** Top2Box	**Harris** Top2Box	**Trump** Top2Box
Healthcare	60%	34%	40%	47%
Abortion	59%	27%	45%	41%
Social security	59%	30%	38%	49%
Entitlements reform	57%	30%	39%	45%
Education	57%	30%	41%	47%
Climate change	53%	24%	43%	38%
Crime and public safety	53%	38%	37%	55%
Cost of living	50%	38%	38%	55%
Opioids	50%	29%	35%	47%
Energy policy	50%	32%	39%	48%

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Candidate Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Harris Top2Box	**Trump** Top2Box	**Harris** Top2Box	**Trump** Top2Box
Inflation	49%	37%	38%	55%
Foreign policy	49%	38%	36%	55%
Taxes	49%	34%	38%	52%
Economy / jobs	48%	37%	38%	56%
Government spending	48%	34%	35%	52%
Immigration	46%	42%	33%	55%
Defense	45%	43%	34%	58%
National security	45%	38%	35%	58%
Border security	41%	44%	33%	57%

ECONOMY

59% 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?

State of the Economy

	Excellent	Good	Fair	Poor
Hispanic	14%	27%	35%	24%
Non-Hispanic	7%	31%	32%	29%

■ Excellent ■ Good ■ Fair ■ Poor

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22% of Hispanic Voters Believe the Economy Will Get Worse

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

Future of the Economy

Hispanic	14%	29%	31%	12%	10%	4%
Non-Hispanic	7%	24%	34%	16%	9%	10%

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

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

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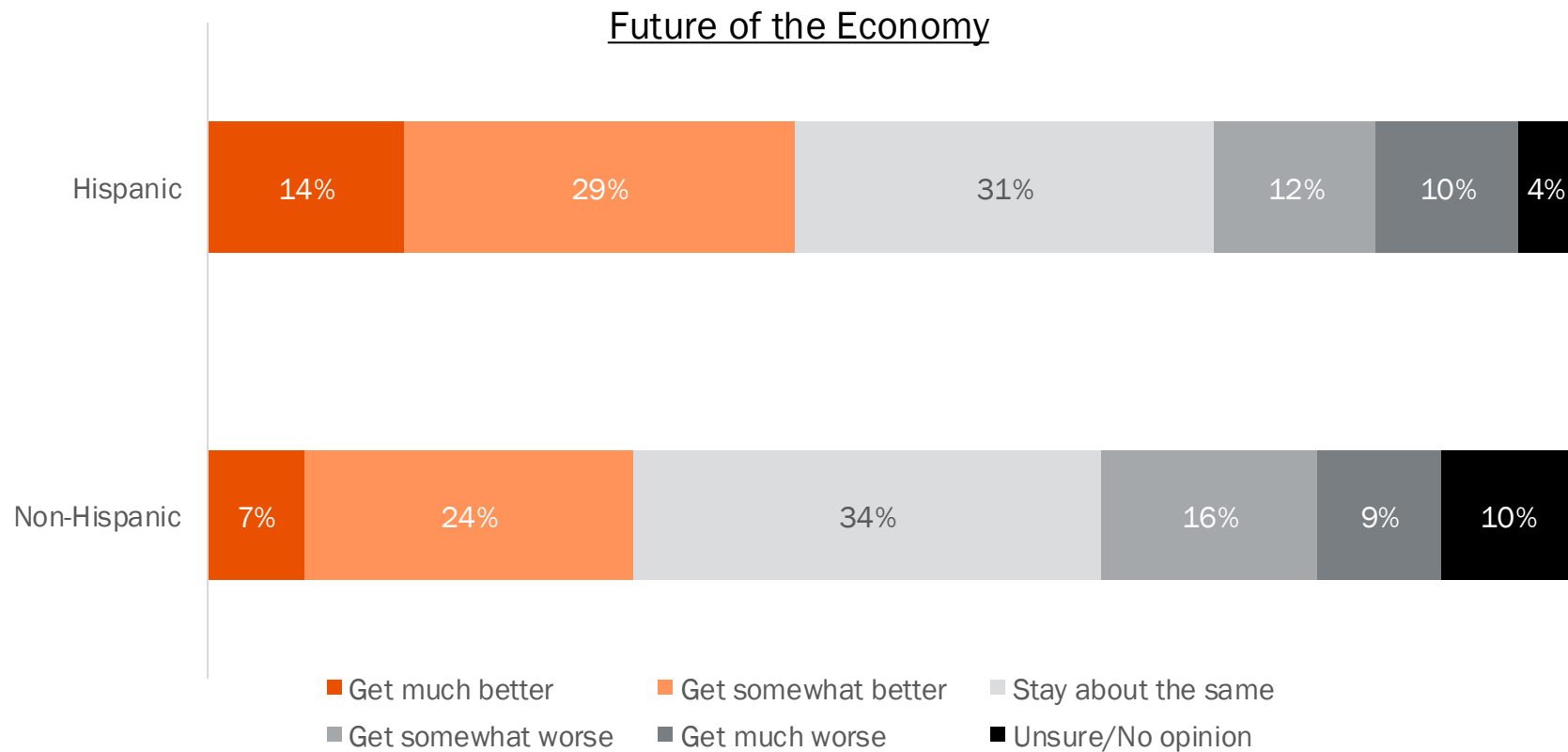
Economy

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	76%	10%	84%	7%
Inflation is putting a significant strain on my budget	75%	8%	83%	6%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	73%	7%	74%	6%
The price of gas is putting a strain on my finances	71%	14%	71%	12%
I am concerned about the U.S. federal government's spending and deficit	71%	11%	79%	8%
I expect my personal economic situation to get better in the next few years	64%	12%	48%	23%
My personal economic situation has become worse in the last year	61%	21%	66%	17%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	59%	22%	46%	28%
I have taken, or am considering taking, a second job in order to maintain my standard of living	56%	24%	49%	27%
Home ownership is still within reach for most people	36%	51%	25%	55%
I feel that jobs are getting easier to find	35%	48%	32%	40%

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
Drug abuse is a serious public health issue in the United States	80%	5%	83%	6%
Mental health issues are a growing problem for people in the United States	80%	7%	85%	4%
I am generally satisfied with my healthcare coverage	59%	20%	65%	19%
The cost of prescription drugs is a financial problem for me	49%	29%	48%	29%
The cost of my health care and insurance is reasonable	47%	35%	43%	38%
Medicaid and Medicare are working well now	45%	19%	43%	27%

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

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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	**62%**	**11%**	59%	13%
Abortion laws should be created by state governments, not by the federal government	**41%**	**27%**	47%	21%

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	**26%**	29%
Abortion should be illegal in all cases	**16%**	14%
Abortion should be legal at any time during pregnancy	**16%**	15%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	**11%**	10%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	**9%**	7%
Abortion should be legal only in the first 15 weeks of pregnancy	**7%**	7%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	**6%**	9%
Other	**1%**	1%
Unsure/I don't know	**9%**	7%

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CRIME & PUBLIC SAFETY

Crime & Public Safety

How much do you agree or disagree with the following statements? [*Crime & Public Safety*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Homelessness is a serious problem in the United States	82%	6%	88%	5%
Crime is a growing problem in the United States	76%	9%	80%	7%
I believe that stricter gun control laws would reduce crime	64%	20%	50%	36%
Children in my community are generally safe at the schools they attend	60%	19%	55%	18%
Government authorities are doing a good job protecting businesses near where I live and shop	56%	15%	51%	12%
Government authorities are doing a good job combating crime in my neighborhood	54%	15%	49%	21%
Government authorities have become too lenient on criminals	53%	21%	61%	16%
Police departments in the United States are understaffed	53%	18%	67%	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

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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
I feel less safe in my everyday life than I did a year ago	52%	27%	48%	27%
I support second amendment gun rights	51%	27%	65%	17%
Homelessness is a serious problem in my neighborhood	46%	29%	52%	27%
Crime is a growing problem where I live	45%	29%	46%	26%
Gun violence is a growing problem where I live	38%	31%	48%	30%
My police department is understaffed	38%	24%	41%	14%
My local government should significantly reduce the resources and budgets for police	28%	46%	22%	62%

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

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	69%	14%	49%	31%
All migrants who want to enter the United States should be fully vetted first	69%	10%	74%	6%
There are too many undocumented immigrants crossing the border into the United States	68%	15%	79%	9%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	67%	16%	79%	7%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	61%	17%	79%	7%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	60%	17%	76%	15%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	59%	15%	70%	9%
We should reform immigration laws to give higher priority to people with needed skills and education	58%	14%	49%	20%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	57%	15%	76%	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

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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 United States military should be used to secure the southern border	54%	23%	61%	16%
Local law enforcement should be able to detain undocumented migrants	50%	23%	70%	11%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	50%	28%	31%	53%
The arrival of migrants has made the affordable housing problem worse	49%	29%	64%	15%
It feels like migrants are being treated better than most Americans	49%	27%	65%	16%
There are too many undocumented migrants coming to my state	49%	25%	65%	16%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	47%	25%	33%	49%
The resettling of all the migrants will, in the long-run, benefit the United States	47%	21%	36%	41%
The rules that I have to live by don't seem to apply to migrants	46%	25%	65%	17%
The U.S. should complete the construction of a wall on the southern border of the U.S.	44%	34%	66%	18%

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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Immigration & Border Security

How much do you agree or disagree with the following statements? [*Immigration & Border Security*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I support the way my state and local officials are handling the migrant issue	40%	30%	44%	29%
Undocumented migrants have increased crime in my state	39%	38%	49%	23%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	39%	38%	56%	30%
The Biden administration is primarily responsible for the situation at the southern border	38%	36%	56%	27%
Undocumented migrants will take jobs away from poorer and working-class Americans	37%	43%	63%	23%
I support the way the Biden Administration is managing the southern border	37%	34%	26%	55%
Most undocumented migrants who entered the U.S. over the last few years should be deported	37%	29%	59%	20%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	32%	30%	20%	53%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	30%	47%	19%	66%

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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 very big threat to the planet	70%	11%	54%	24%
Climate change is a result of human activity	67%	12%	55%	21%
Governments should create policies that encourage oil and gas production in the U.S.	57%	15%	68%	13%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	56%	23%	39%	37%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	49%	17%	37%	37%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	47%	31%	33%	45%
Government regulation and action on climate change is hurting the economy	40%	25%	50%	24%

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 voting in the 2020 election was free and fair and the vote-counting was done accurately	63%	13%	46%	33%
The federal government of the United States has become too intrusive in the lives of Americans	57%	12%	71%	8%
The federal government of the United States is too big and powerful	57%	16%	60%	17%
The United States Justice Department has become politicized in its prosecutions	56%	12%	67%	12%
The FBI has become politicized in its investigations	47%	16%	60%	15%
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	46%	27%	33%	43%
I want the next president to shrink the size of the federal government	42%	18%	57%	17%

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

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GOVERNMENT POLICY

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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	64%	9%	55%	22%
I support the Biden Administration's efforts to forgive student loans	59%	22%	37%	47%
The U.S. government should spend less money supporting the war in Ukraine	56%	15%	57%	23%
China represents the most serious economic and geo-political threat to the United States	56%	12%	70%	9%
The government should ban social media, like Facebook and TikTok, from being used by children	51%	29%	52%	24%
Iran is the primary destabilizing force in the Middle East	49%	10%	57%	9%
I think that the United States spends too much on defense and the military	41%	25%	31%	49%
Student loans should not be forgiven and paid for by taxpayers	37%	44%	52%	32%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	35%	40%	26%	55%
I support the way the Biden Administration is dealing with the Israel-Hamas war	33%	36%	25%	52%
The United State should increase the amount of military aid it sends to Israel	29%	38%	39%	32%
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	28%	40%	43%	27%

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

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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	70%	12%	74%	8%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	64%	17%	64%	14%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	60%	16%	65%	10%
Social media, like Facebook and TikTok, does more harm than good	46%	26%	55%	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

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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	76%	5%	86%	4%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	69%	8%	62%	17%
The public schools in my neighborhood are good	67%	12%	51%	17%
More emphasis should be placed on trade schools	63%	6%	76%	5%
College is no longer worth the cost for most students	59%	19%	71%	13%
Parents should have a say in what is taught to their children in public schools	57%	17%	71%	12%
The public school system is working well in my state	54%	20%	43%	27%
Public schools where I live are better than they were before the pandemic	36%	20%	26%	30%
Colleges and universities should be allowed to use race in admissions decisions	24%	47%	22%	62%
The federal government's Department of Education should be eliminated	22%	49%	33%	39%

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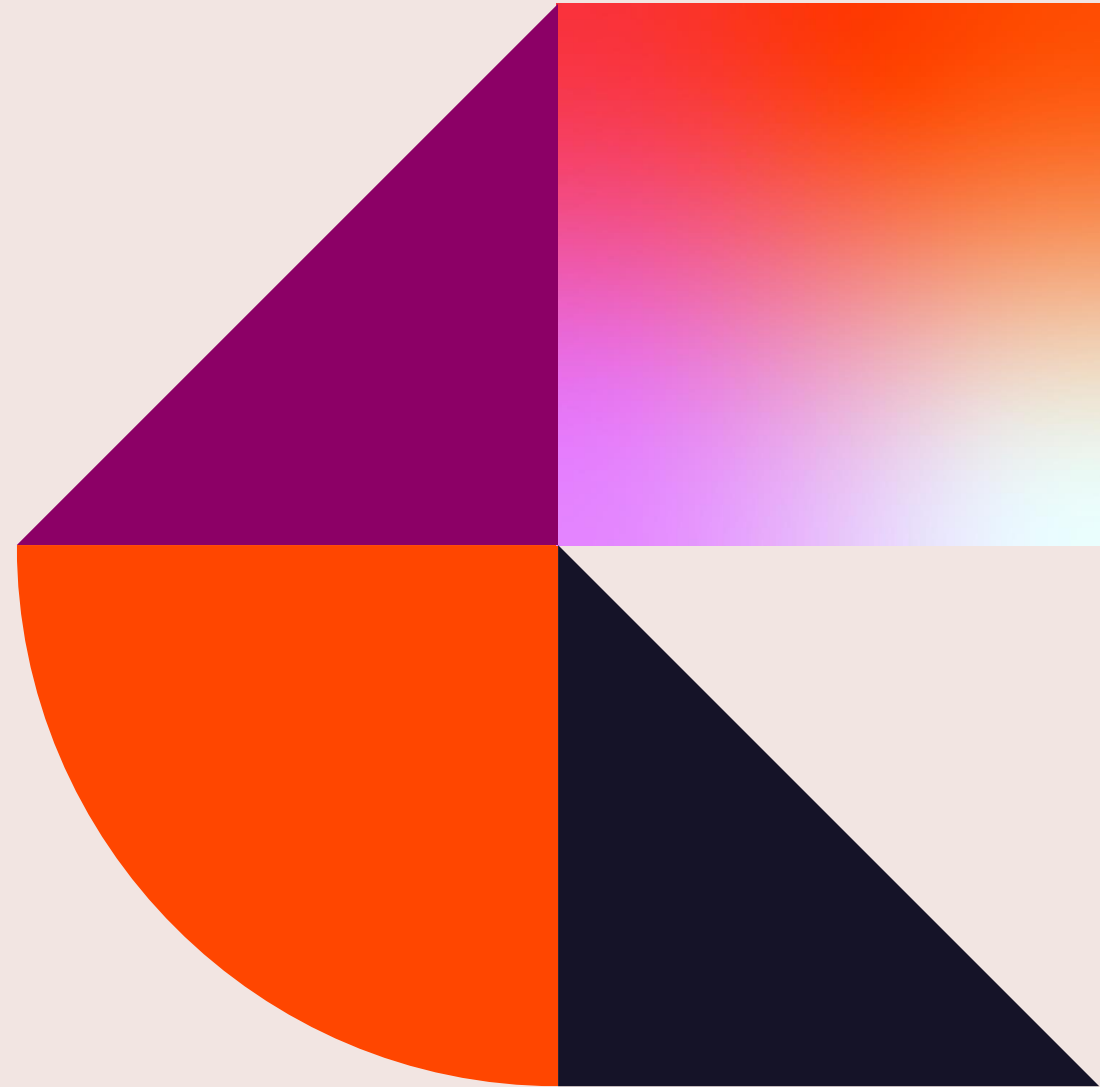*Agree and Disagree above will not sum to 100%*
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of August 2024

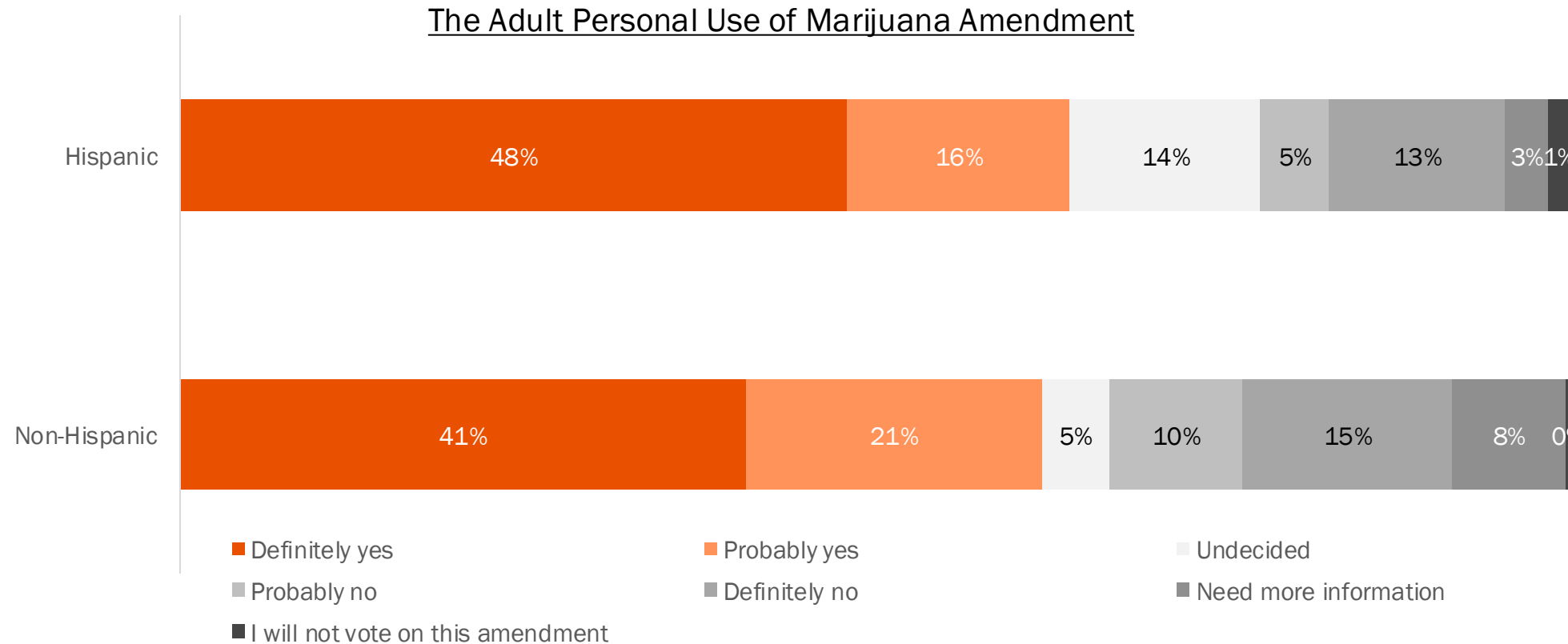Televisa Univision | Consumer Strategy & Insights

Constitutional Amendments

The Adult Personal Use of Marijuana Amendment

- 48% OF HISPANICS WOULD DEFINITELY VOTE YES, 13% WOULD DEFINITELY VOTE NO
- 38% OF HISPANICS UP FOR GRABS (21% PROBABLY, 14% UNDECIDED, 3% NEED MORE INFORMATION)

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

The Adult Personal Use of Marijuana Amendment

	Definitely yes	Probably yes	Undecided	Probably no	Definitely no	Need more information	I will not vote on this amendment
Hispanic	48%	16%	14%	5%	13%	3%	1%
Non-Hispanic	41%	21%	5%	10%	15%	8%	0%

Legend:
- ■ Definitely yes
- ■ Probably yes
- ■ Undecided
- ■ Probably no
- ■ Definitely no
- ■ Need more information
- ■ I will not vote on this amendment

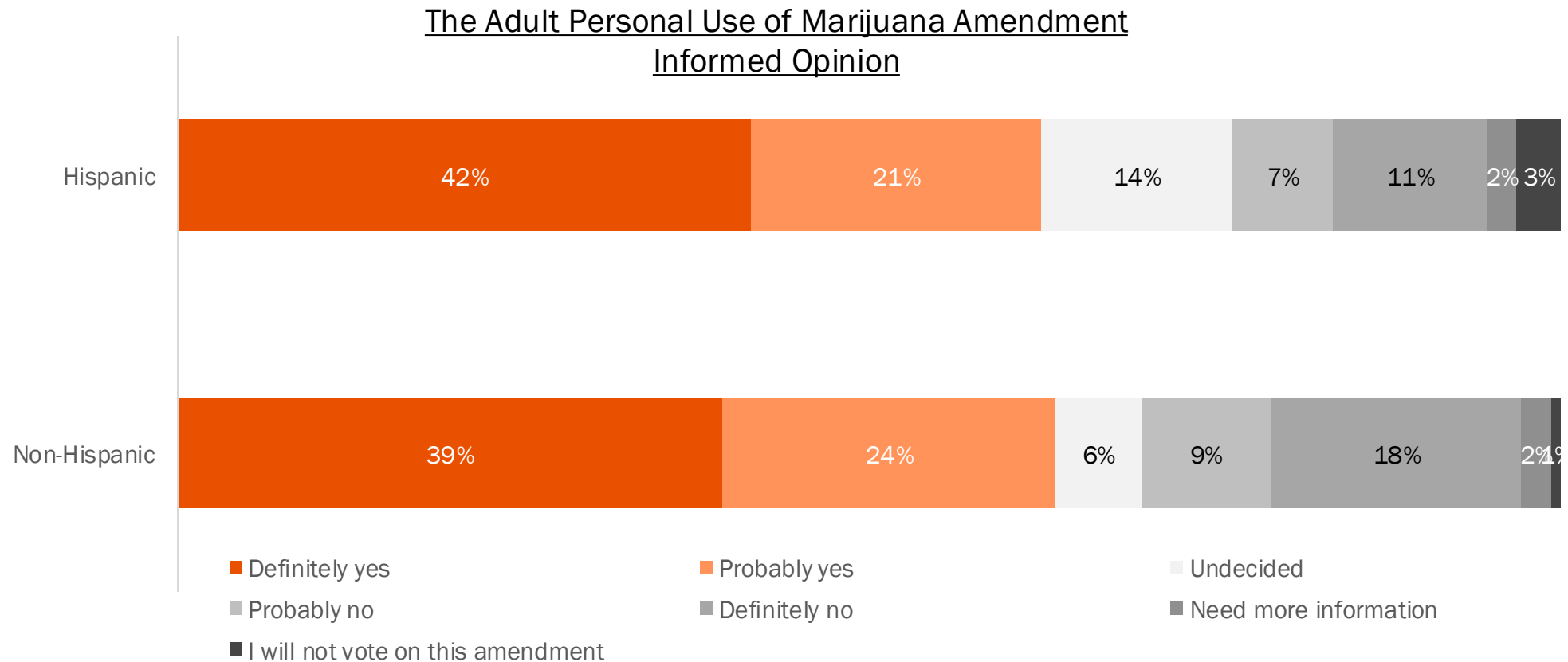Televisa Univision | Consumer Strategy & Insights

The Adult Personal Use of Marijuana Amendment Informed Opinion
- AFTER READING A SUMMARY OF THE AMENDMENT, 42% OF HISPANICS WOULD DEFINITELY VOTE YES, 11% WOULD DEFINITELY VOTE NO
- 44% OF HISPANICS UP FOR GRABS (28% PROBABLY, 14% UNDECIDED, 2% NEED MORE INFORMATION)

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

The Adult Personal Use of Marijuana Amendment Informed Opinion

Hispanic
- Definitely yes: 42%
- Probably yes: 21%
- Undecided: 14%
- Probably no: 7%
- Definitely no: 11%
- Need more information: 2%
- I will not vote on this amendment: 3%

Non-Hispanic
- Definitely yes: 39%
- Probably yes: 24%
- Undecided: 6%
- Probably no: 9%
- Definitely no: 18%
- Need more information: 2%
- I will not vote on this amendment: 1%

Legend:
- Definitely yes
- Probably yes
- Undecided
- Probably no
- Definitely no
- Need more information
- I will not vote on this amendment

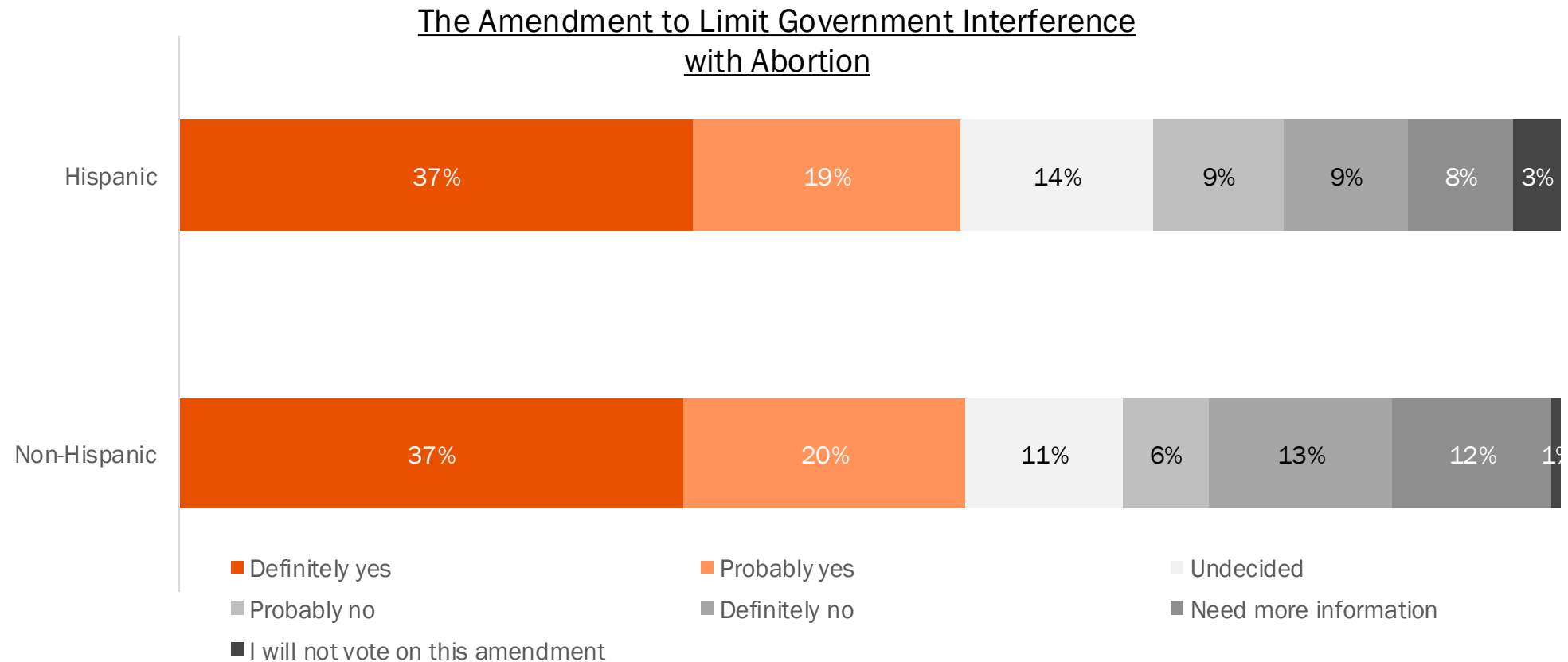Televisa Univision | Consumer Strategy & Insights

The Amendment to Limit Government Interference with Abortion

- 37% OF HISPANICS WOULD DEFINITELY VOTE YES, 9% WOULD DEFINITELY VOTE NO
- 50% OF HISPANICS UP FOR GRABS (28% PROBABLY, 14% UNDECIDED, 8% NEED MORE INFORMATION)

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

The Amendment to Limit Government Interference with Abortion

	Definitely yes	Probably yes	Undecided	Probably no	Definitely no	Need more information	I will not vote
Hispanic	37%	19%	14%	9%	9%	8%	3%
Non-Hispanic	37%	20%	11%	6%	13%	12%	1%

- Definitely yes
- Probably yes
- Undecided
- Probably no
- Definitely no
- Need more information
- I will not vote on this amendment

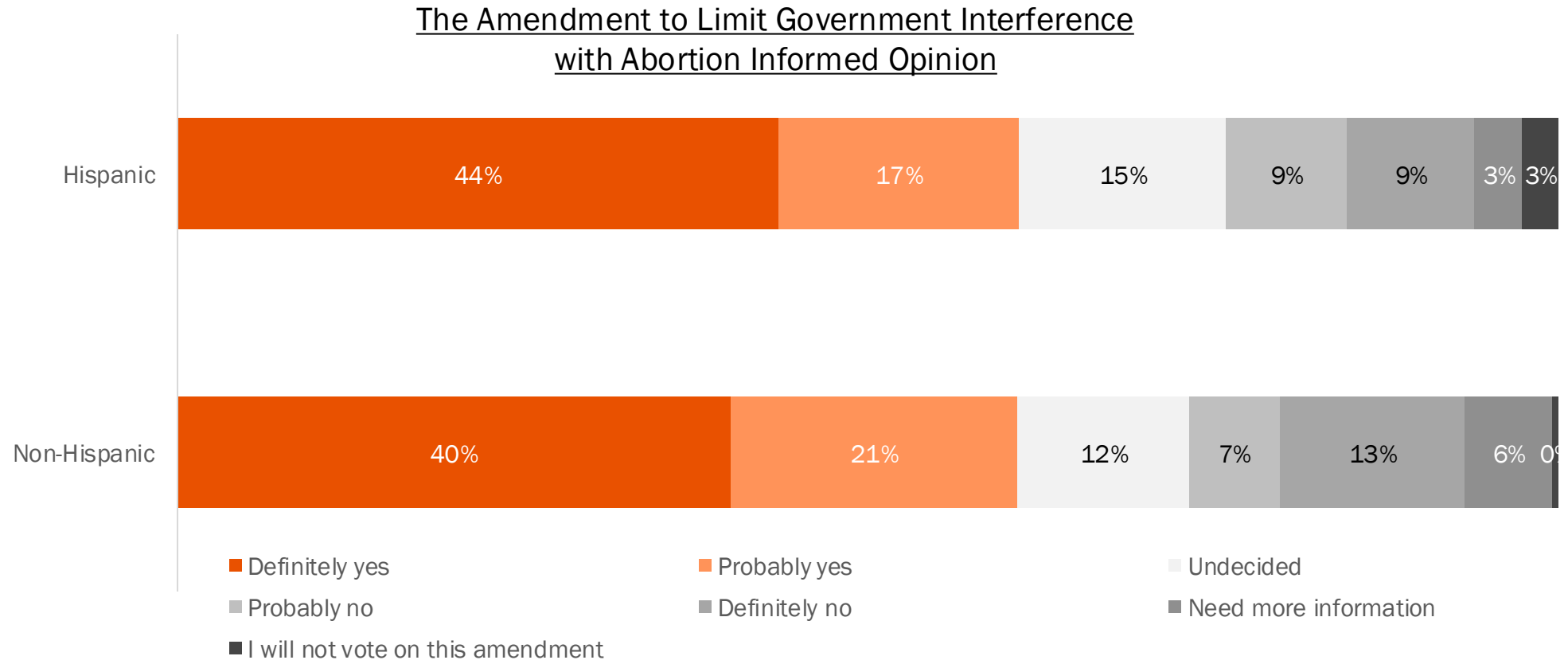Televisa Univision | Consumer Strategy & Insights

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The Amendment to Limit Government Interference with Abortion Informed Opinion

- AFTER READING A SUMMARY OF THE AMENDMENT, 44% OF HISPANICS WOULD DEFINITELY VOTE YES, 9% WOULD DEFINITELY VOTE NO
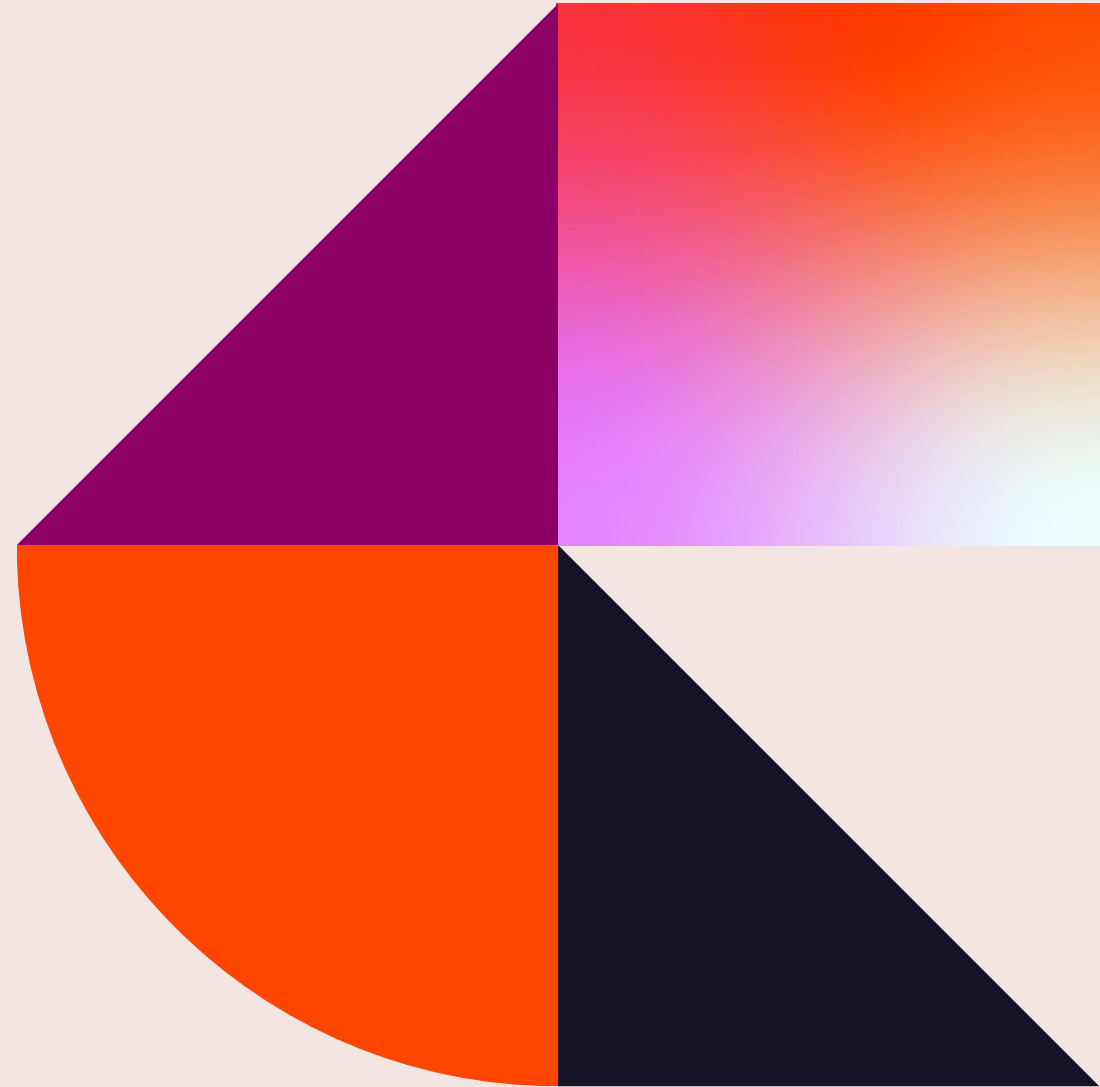**- 44% OF HISPANICS UP FOR GRABS (26% PROBABLY, 15% UNDECIDED, 3% NEED MORE INFORMATION)**

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

The Amendment to Limit Government Interference with Abortion Informed Opinion

	Definitely yes	Probably yes	Undecided	Probably no	Definitely no	Need more info	Will not vote
Hispanic	44%	17%	15%	9%	9%	3%	3%
Non-Hispanic	40%	21%	12%	7%	13%	6%	0%

- Definitely yes
- Probably yes
- Undecided
- Probably no
- Definitely no
- Need more information
- I will not vote on this amendment

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Information Sources & Language Preferences

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

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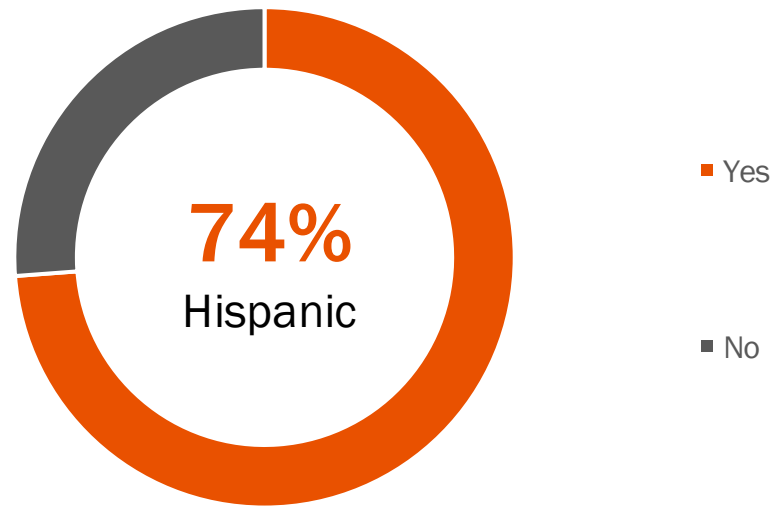
Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Local Television	56%	52%	Friends	27%	34%
YouTube	54%	39%	Newspapers	25%	27%
National Television (like network programs or cable news)	48%	60%	Debates	25%	25%
Facebook	44%	33%	X, formerly known as Twitter	25%	20%
Instagram	33%	21%	Snapchat	15%	9%
Family	30%	26%	Magazines	12%	9%
TikTok	30%	16%	Religious organization/Church	10%	10%
Online publications	30%	32%	School	9%	5%
Podcasts	28%	19%	Community organization	5%	5%
Radio	27%	21%	None of these	2%	6%

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Spanish-Language News Viewers & Streamers

Do you watch or stream Spanish-language news?
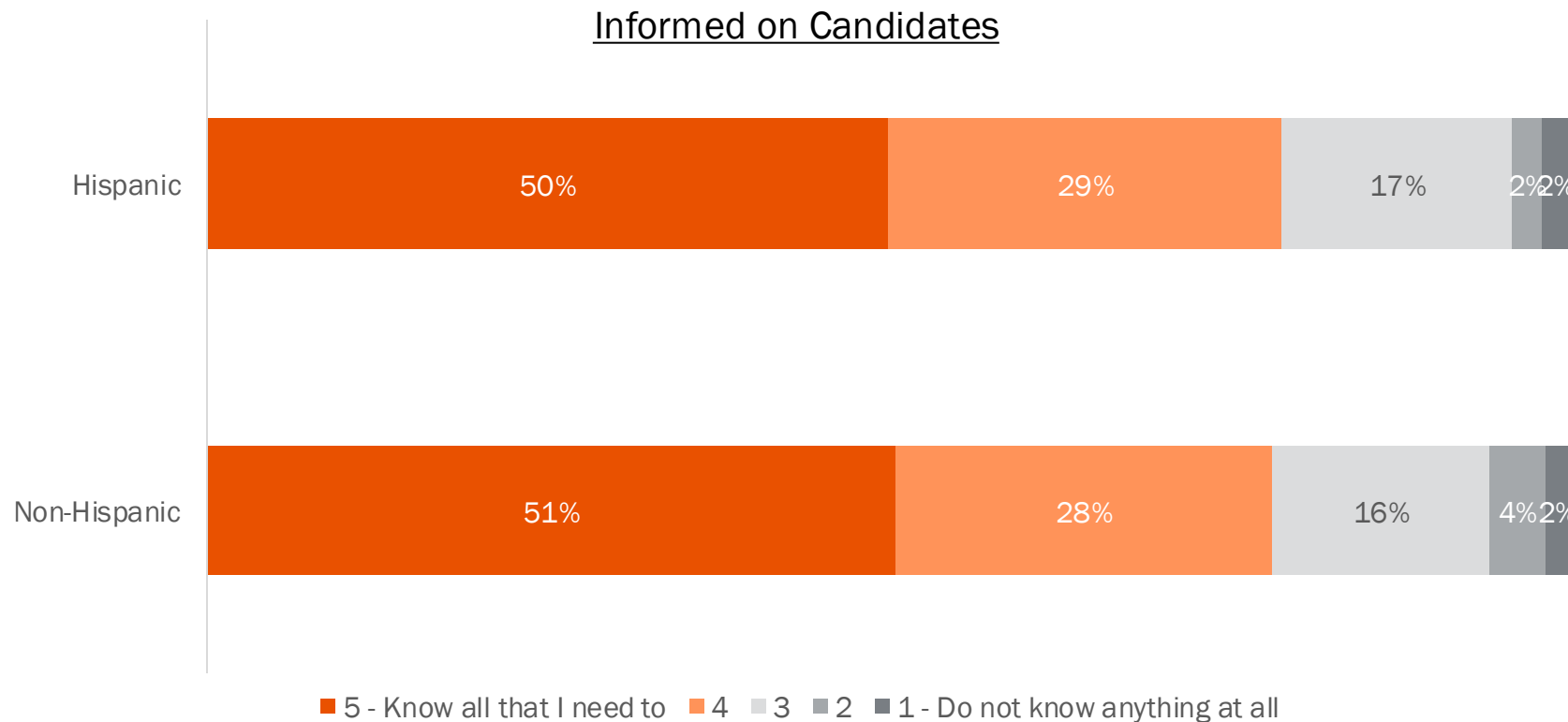
Spanish-Language News Viewers & Streamers
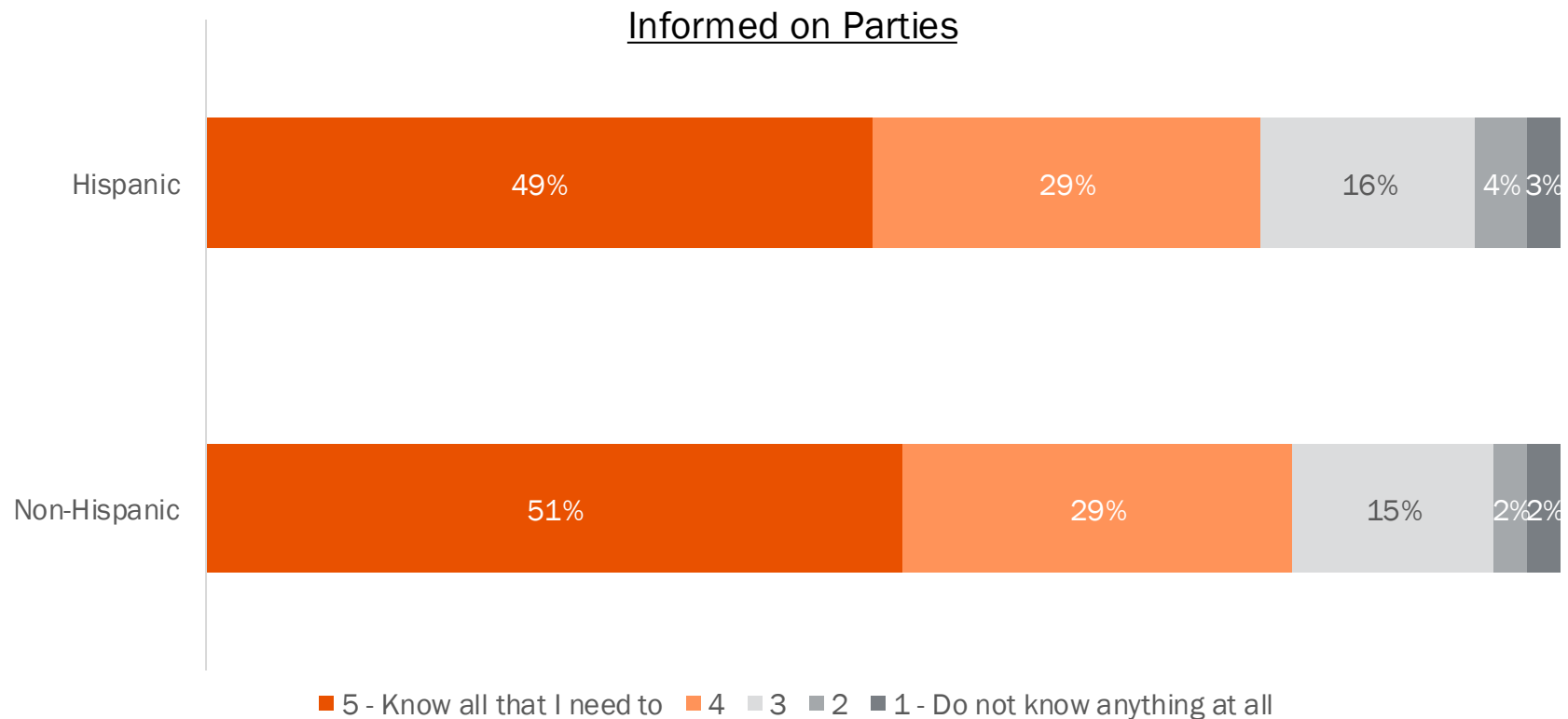

74%
Hispanic

■ Yes

■ No

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?

Informed on Candidates

	5 - Know all that I need to	4	3	2	1 - Do not know anything at all
Hispanic	50%	29%	17%	2%	2%
Non-Hispanic	51%	28%	16%	4%	2%

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

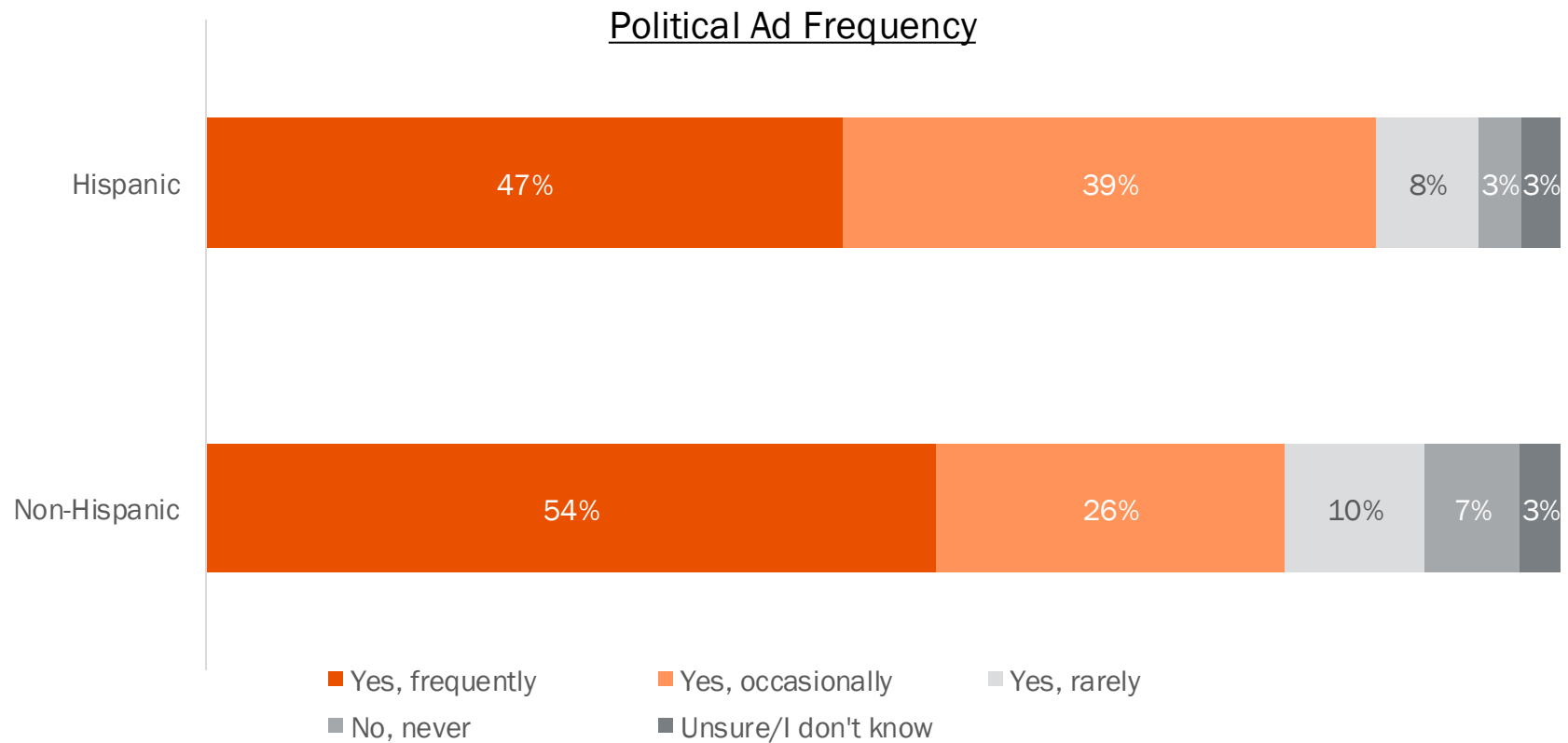Televisa Univision | Consumer Strategy & Insights

51% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

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

Informed on Parties

	5 - Know all that I need to	4	3	2	1 - Do not know anything at all
Hispanic	49%	29%	16%	4%	3%
Non-Hispanic	51%	29%	15%	2%	2%

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

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50% 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	47%	39%	8%	3%	3%
Non-Hispanic	54%	26%	10%	7%	3%

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

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Messaging in Spanish is *Powerful* and *Connects*

78%
OF HISPANICS AGREE

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

70%
OF HISPANICS AGREE

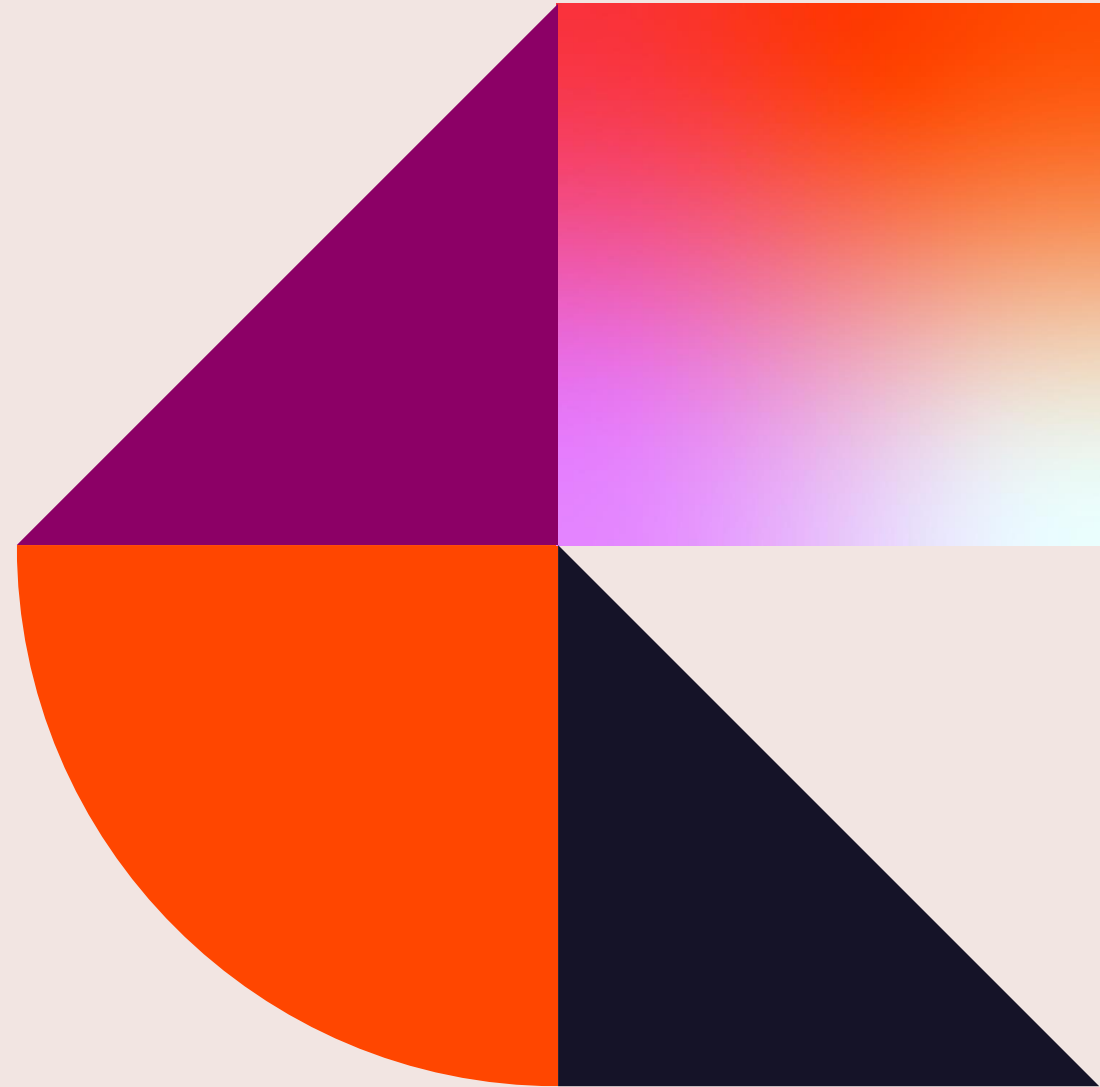Political parties and candidates who advertise in Spanish are *showing me they want my vote*

65%
OF HISPANICS AGREE

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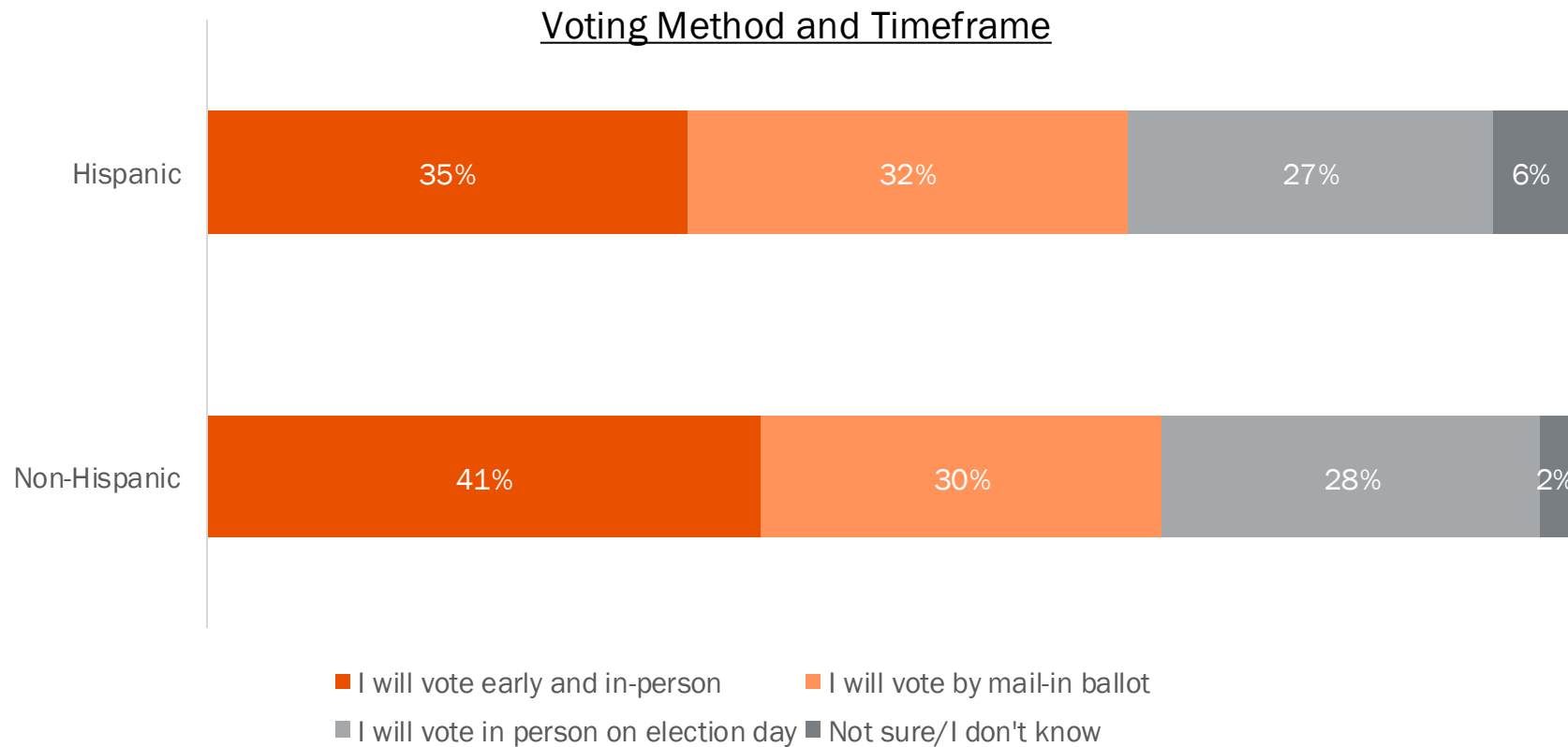
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Voting & Campaign Information

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Voting Method and Timeframe
- HISPANICS MORE LIKELY THAN NON-HISPANICS TO VOTE BY MAIL

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	35%	32%	27%	6%
Non-Hispanic	41%	30%	28%	2%

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

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Vota Conmigo Familiarity

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

Vota Conmigo Familiarity

30%
Hispanic

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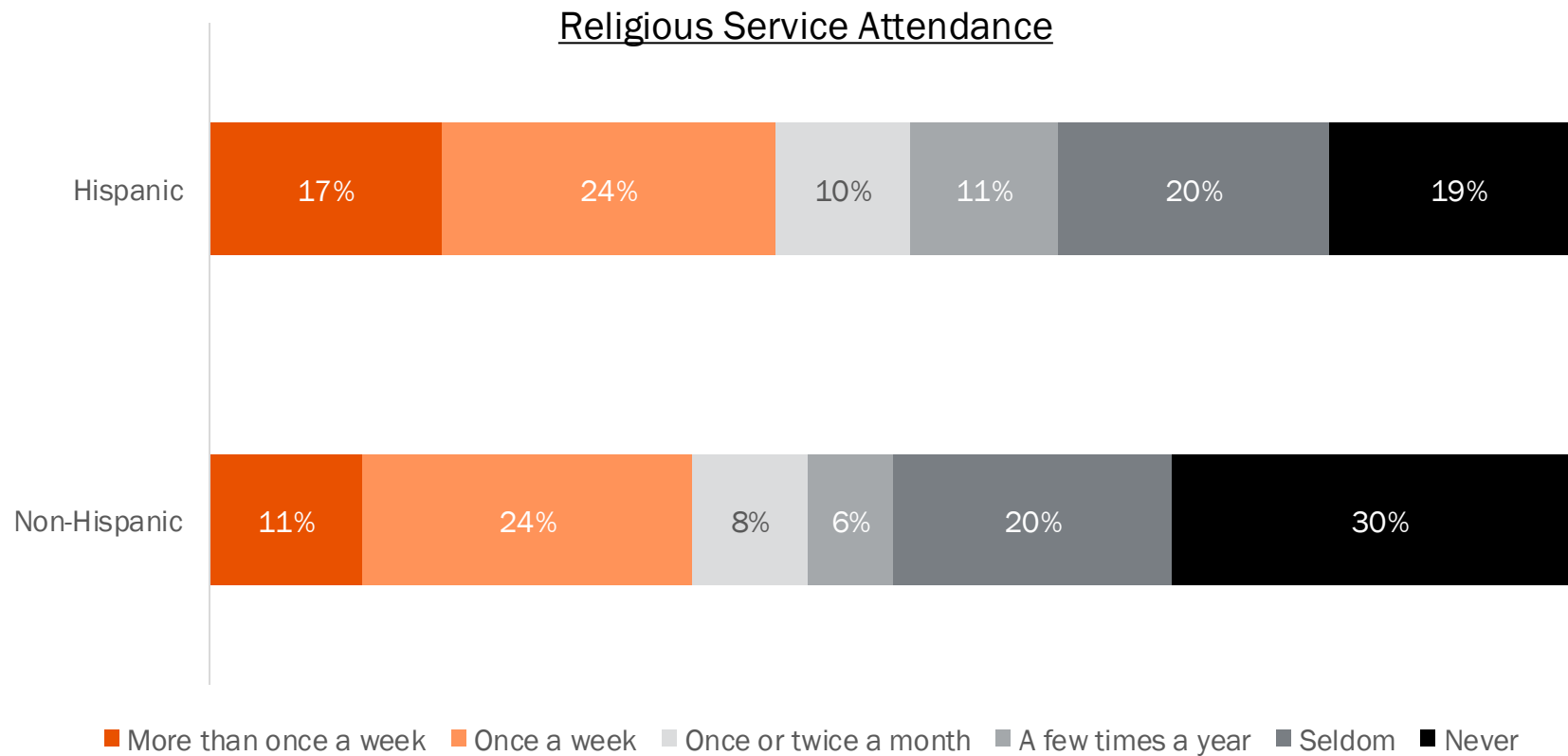- ■ Have not heard of
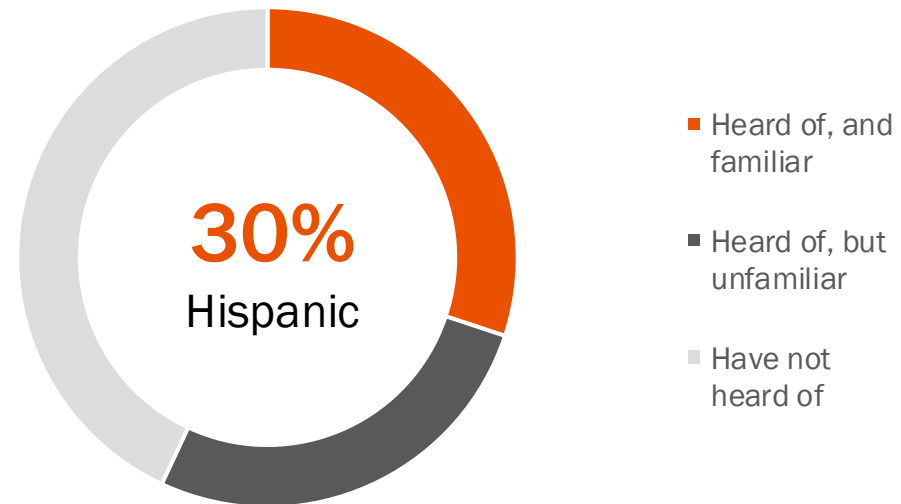
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Gracias

APPENDIX

Religious Service Attendance

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

Religious Service Attendance

Hispanic
| 17% | 24% | 10% | 11% | 20% | 19% |

Non-Hispanic
| 11% | 24% | 8% | 6% | 20% | 30% |

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

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

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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%	69%	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	38%	43%	23%	60%

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

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Ballot Language Preference

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

Ballot Language Preference

71%
Hispanic

- Spanish
- English
- No preference