PENNSYLVANIA

Pennsylvania's Hispanic Community

Pennsylvania Hispanics Are YOUNGER	**Lower Hispanic Median Household Income**	**Larger Hispanic Households**	**More Likely to Have Children in Household**	**More Likely Renting Their Homes**
34 Hispanic median age vs 52 for Non-Hispanic	**$49,509** vs $88,712 for Non-Hispanic	**3.8** Median Persons per HH vs 3.0 for Non-Hispanic	**54%** Kids <18 in HH vs 31% for Non-Hispanic	**59%** Rent where they live vs 25% for Non-Hispanic

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TU & Media Predict

2024 Presidential Tracker

Congressional District PA-07
August 2024

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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 445 registered voters ages 18+

A18+
156 Hispanic (109 SpanDom/Bilingual)
289 Non-Hispanic

- In field 8/5/2024 – 8/25/2024

- 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 8.0% for Hispanics and 5.9% for Non-Hispanics.

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

Only 25% 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?
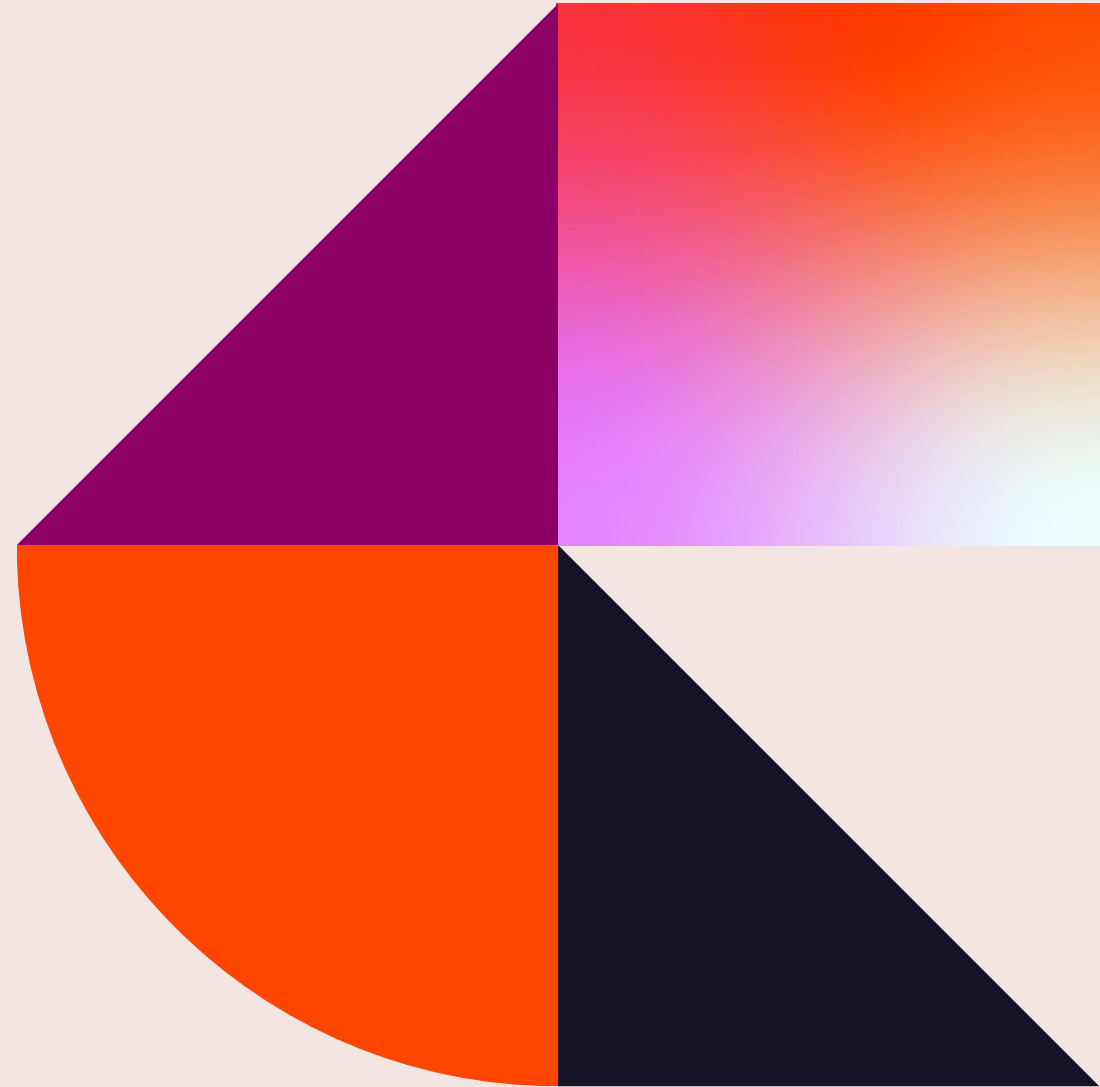
US Right or Wrong Track

25%
Hispanic

25%
Non-Hispanic
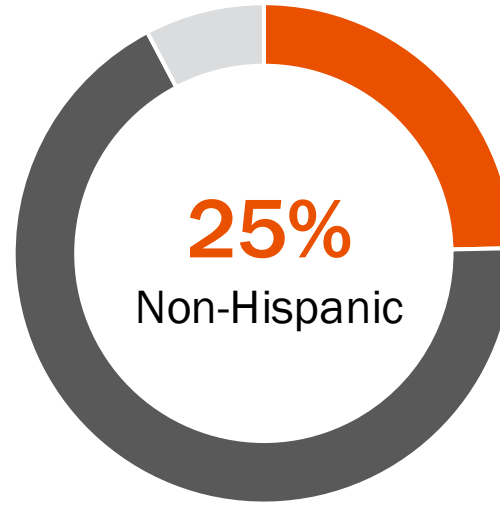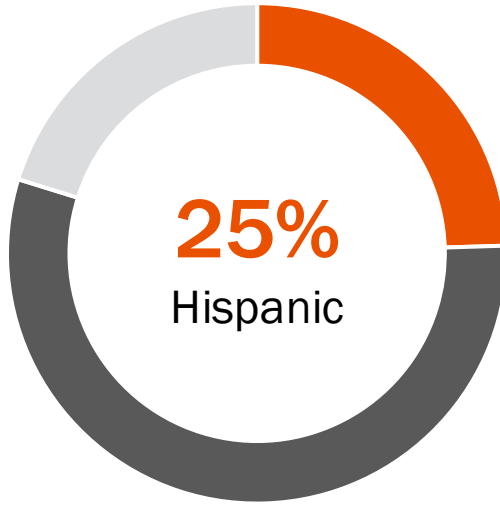
- ■ Right direction
- ■ Wrong track
- ■ Unsure/I don't know

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General Election Polling

House of Representatives Vote: Wild vs Mackenzie

- WILD LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 43% OF HISPANICS UP FOR GRABS (34% NOT DEFINITE, 9% UNSURE)

If the election for the United States House of Representatives were held today, and the candidates were Susan Wild (Democrat) and Ryan Mackenzie (Republican), for whom would you vote?

House of Representatives Vote

Hispanic

| 46% | 27% | 7% | 6% | 5% | 9% |

Non-Hispanic

| 32% | 16% | 14% | 26% | 1% | 11% |

- ■ Definitely Wild
- ■ Probably Wild
- ■ Probably Mackenzie
- ■ Definitely Mackenzie
- ■ Someone else
- ■ Unsure/I don't know

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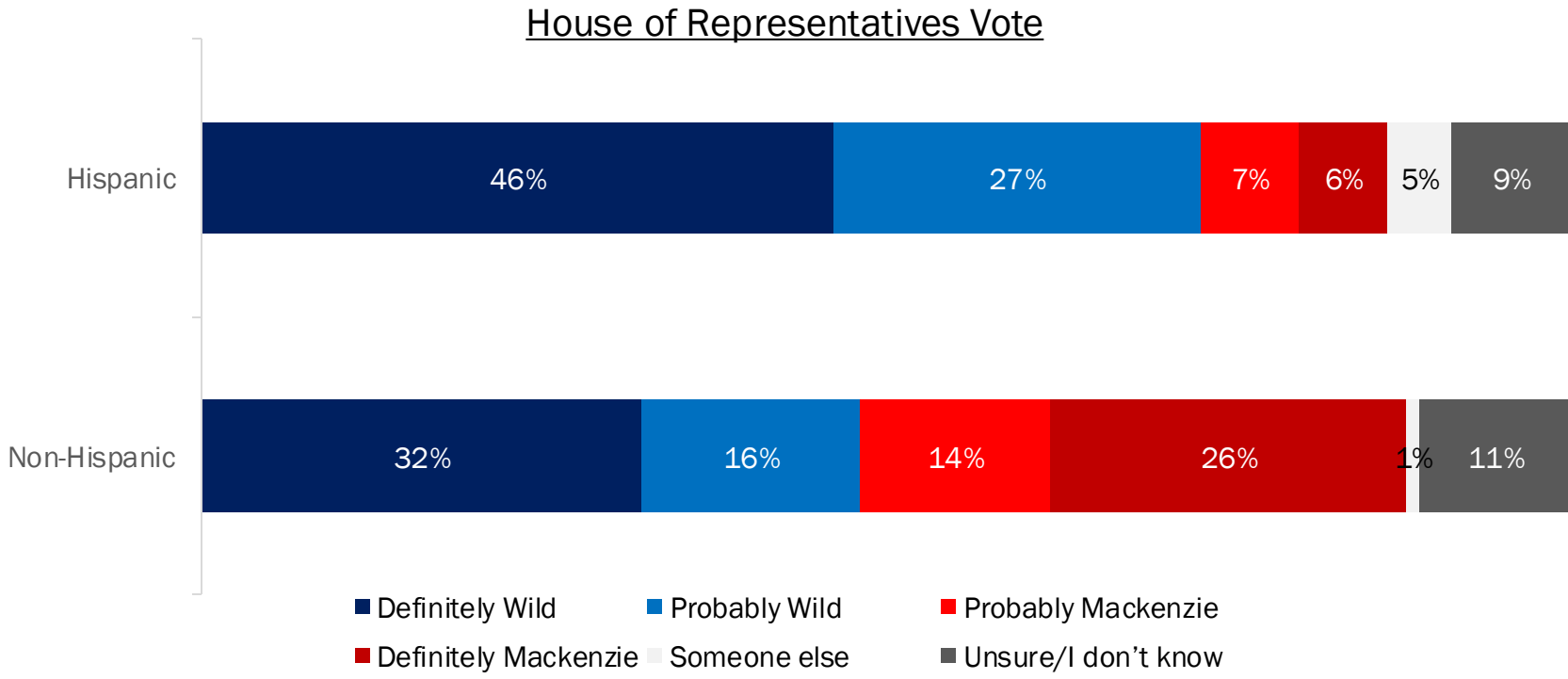*Source: Univision political tracker in collaboration with Media Predict as of August 2024*

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39% of Hispanics Not Completely Certain About Their Vote for US House of Representatives

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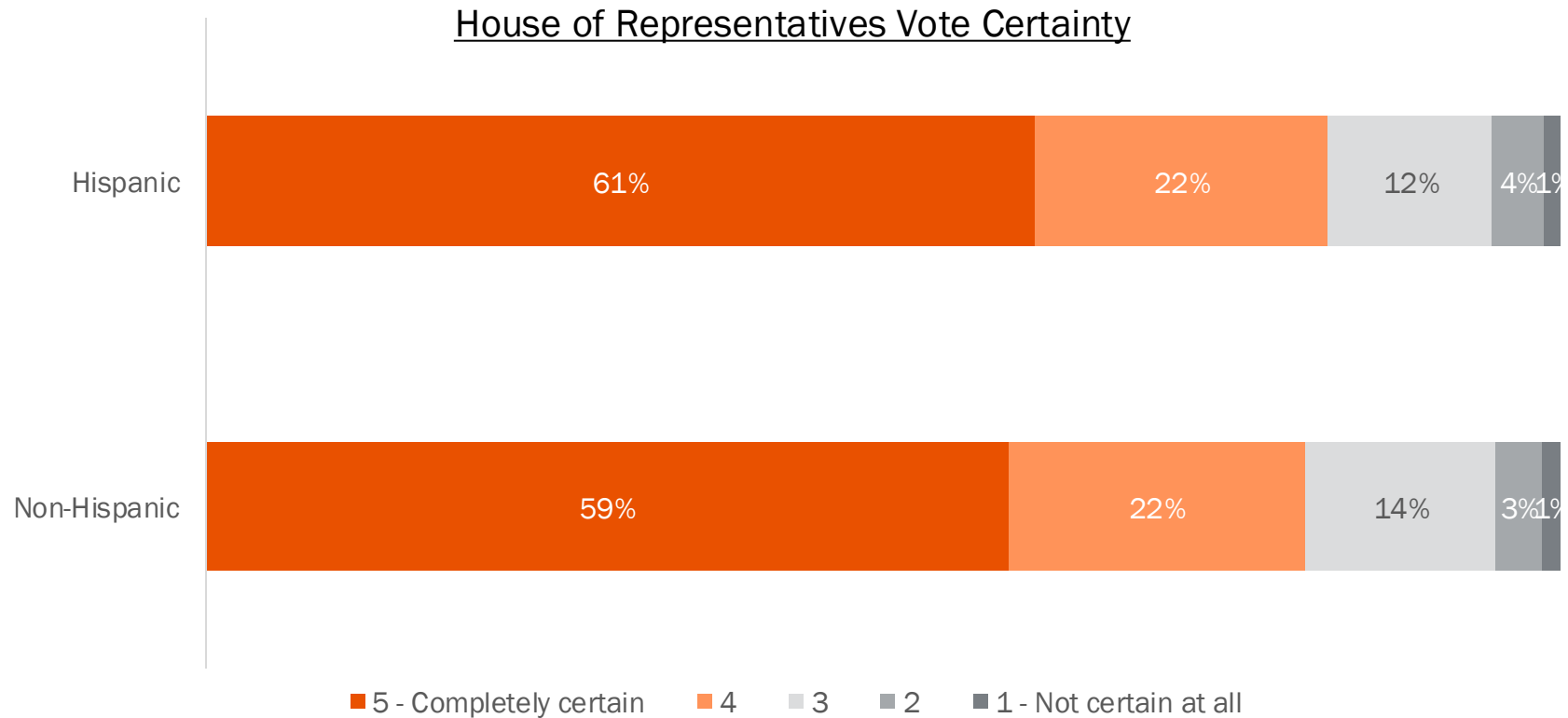
House of Representatives Vote Certainty

Hispanic: 61% | 22% | 12% | 4% | 1%

Non-Hispanic: 59% | 22% | 14% | 3% | 1%

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

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Willingness to Vote for Candidates in US House of Representatives 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
Susan Wild (D)	47%	22%	17%	3%	5%	6%
Ryan Mackenzie (R)	15%	5%	20%	19%	38%	4%

Non-Hispanic

Candidate	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Susan Wild (D)	33%	14%	11%	6%	30%	5%
Ryan Mackenzie (R)	24%	17%	15%	11%	30%	4%

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

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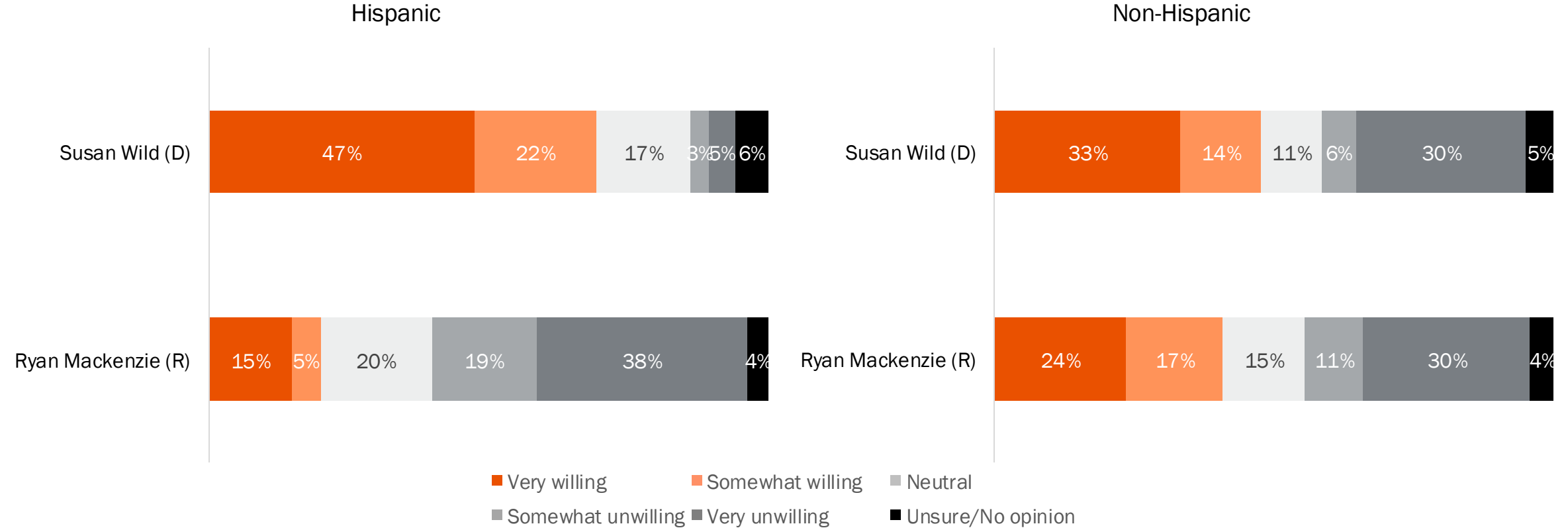
Senate Matchup: Casey vs McCormick

- CASEY JR. LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 53% OF HISPANICS UP FOR GRABS (37% NOT DEFINITE, 16% UNSURE)

If the 2024 election for United States Senator from Pennsylvania were being held today, and the candidates were Bob Casey Jr. (Democrat) & David McCormick (Republican), for whom would you vote?

Senate Matchup

	Definitely Casey	Probably Casey	Probably McCormick	Definitely McCormick	Someone else	Unsure/I don't know
Hispanic	36%	27%	10%	5%	6%	16%
Non-Hispanic	35%	13%	14%	23%	2%	13%

Legend: ■ Definitely Casey ■ Probably Casey ■ Probably McCormick ■ Definitely McCormick ■ Someone else ■ Unsure/I don't know

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

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44% of Hispanics Not Completely Certain About Their Vote for Senator

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

Senate Vote Certainty

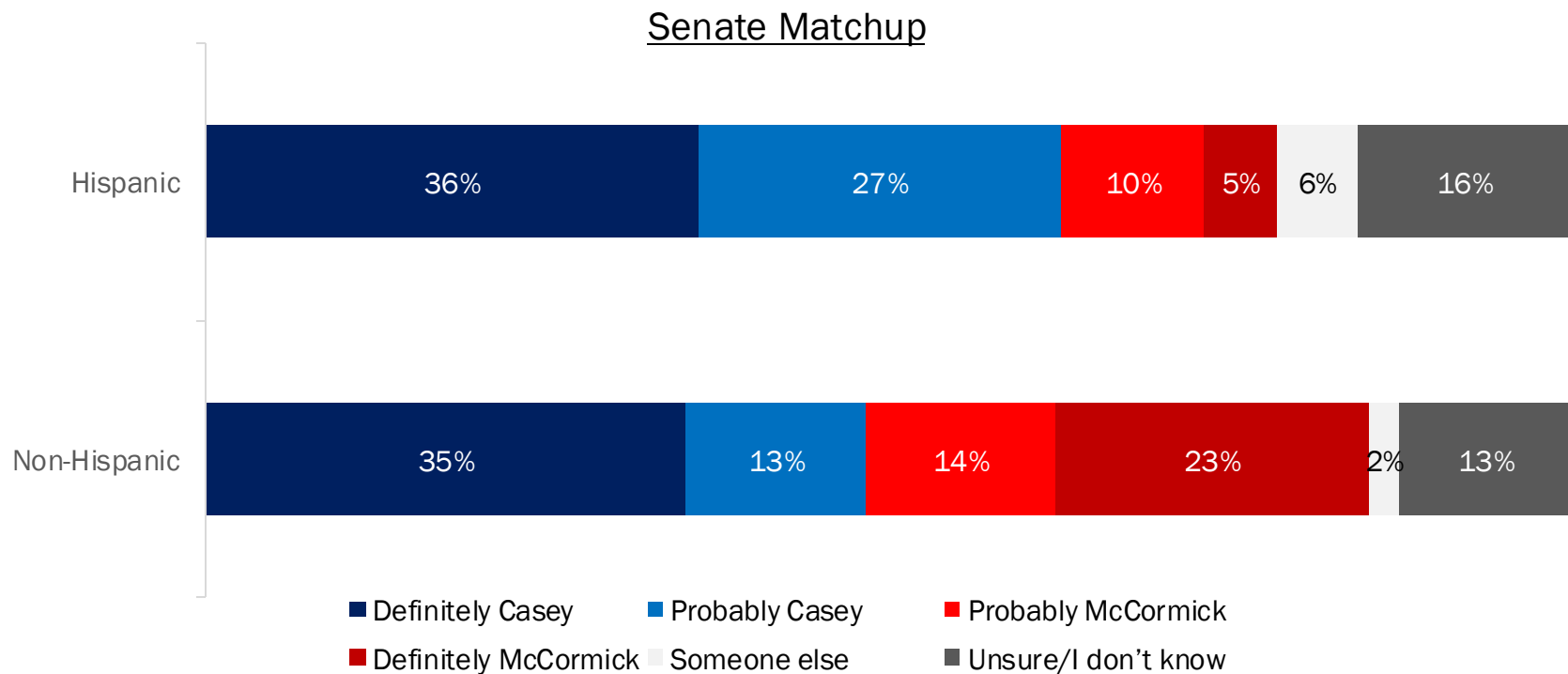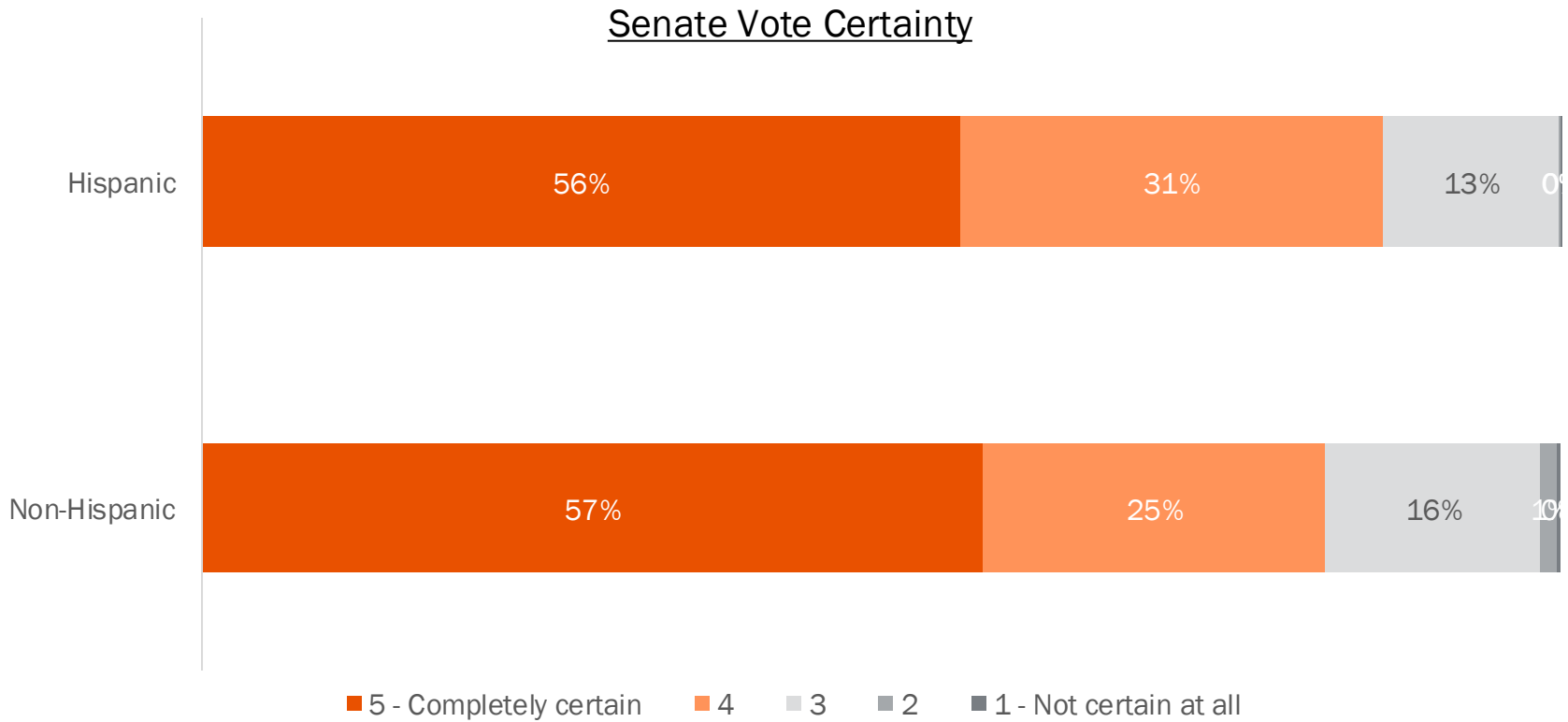|			
Hispanic	56%	31%	13%	0%
Non-Hispanic	57%	25%	16%	1%

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

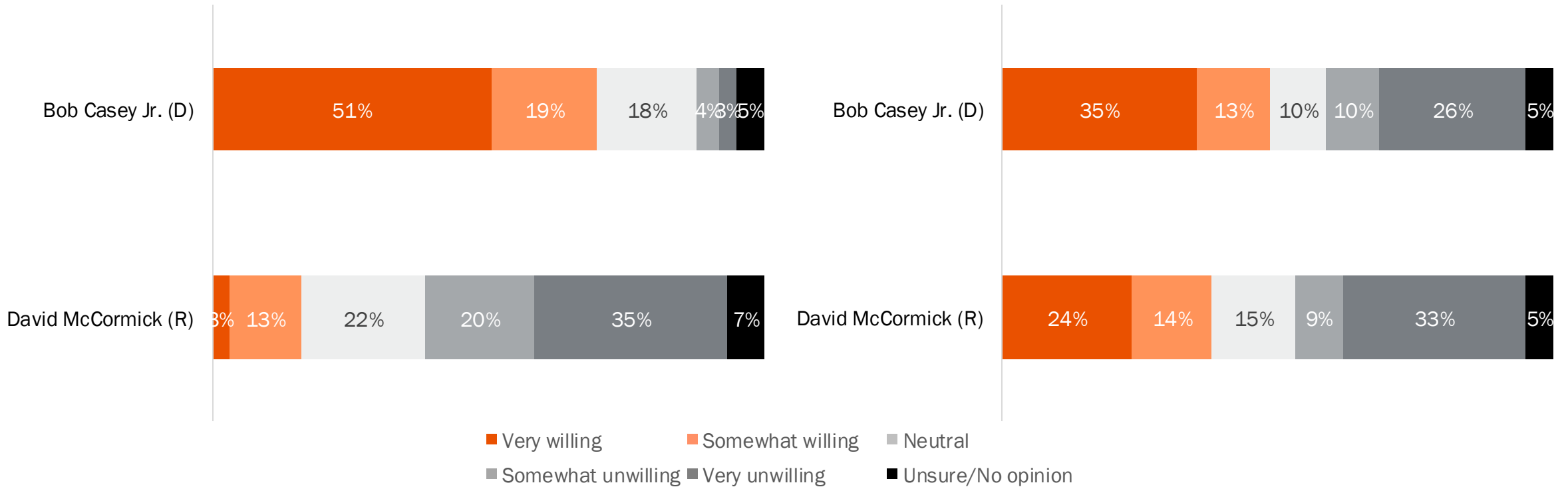Televisa Univision | Consumer Strategy & Insights

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Willingness to Vote for Candidates in General Election

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

Senate Willingness

Hispanic

Bob Casey Jr. (D)	51% / 19% / 18% / 4% / 3% / 5%	
David McCormick (R)	3% / 13% / 22% / 20% / 35% / 7%	

Non-Hispanic

Bob Casey Jr. (D)	35% / 13% / 10% / 10% / 26% / 5%	
David McCormick (R)	24% / 14% / 15% / 9% / 33% / 5%	

- ■ Very willing
- ■ Somewhat willing
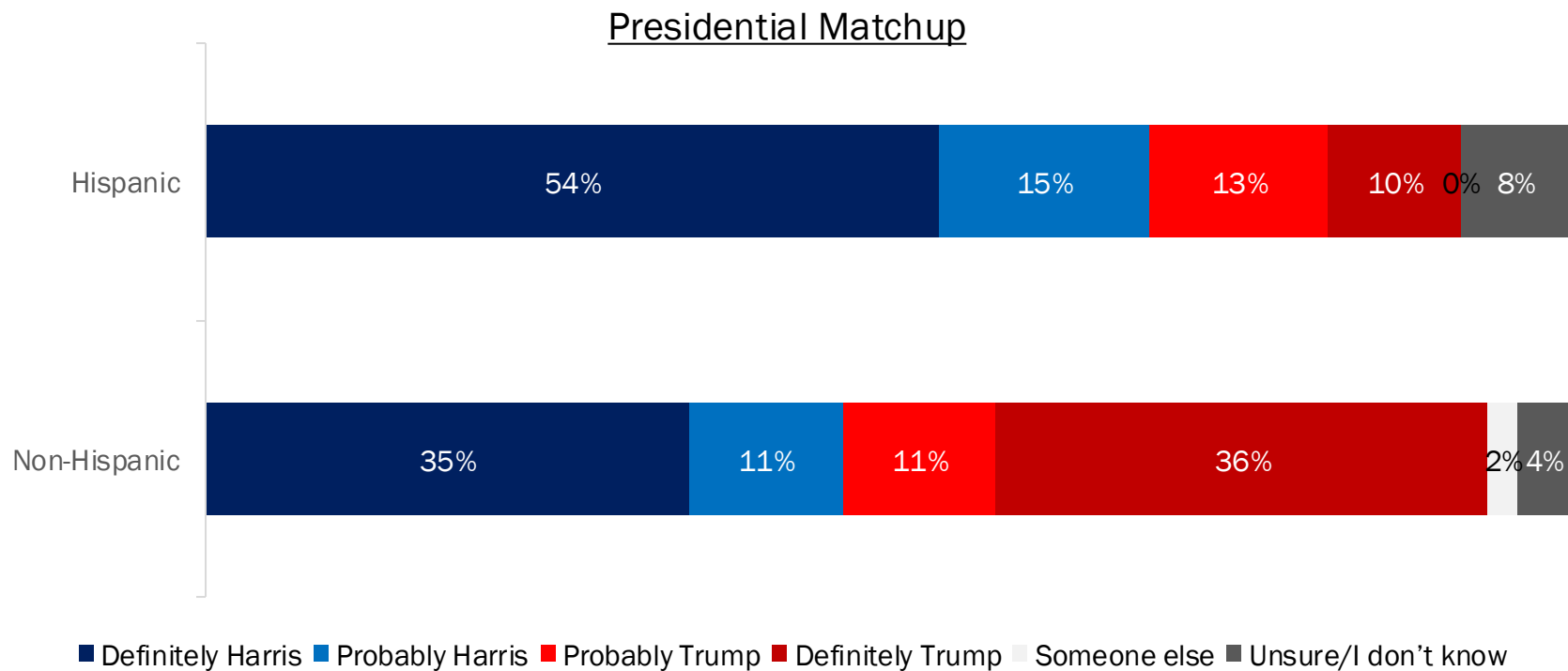- ■ Neutral
- ■ Somewhat unwilling
- ■ Very unwilling
- ■ Unsure/No opinion

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

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Presidential Matchup: Harris vs Trump

- HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 36% OF HISPANICS UP FOR GRABS (28% NOT DEFINITE, 8% 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	54%	15%	13%	10%	0%	8%
Non-Hispanic	35%	11%	11%	36%	2%	4%

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

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39% of Hispanics Not Completely Certain About Their Vote for President

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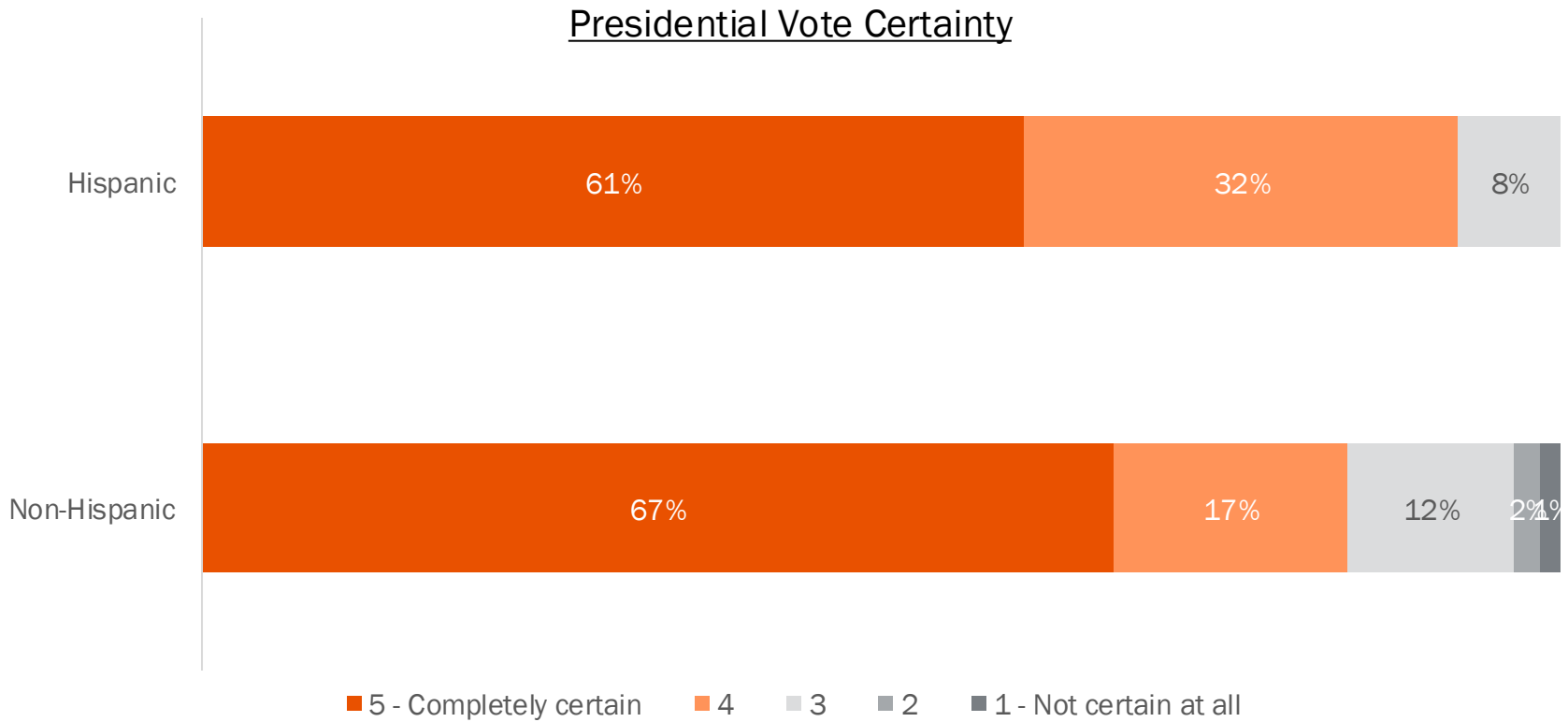
Presidential Vote Certainty

	5 - Completely certain	4	3	2	1 - Not certain at all
Hispanic	61%	32%	8%		
Non-Hispanic	67%	17%	12%	2%	1%

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

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Willingness to Vote for Candidates in General Election

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

Candidate Vote Willingness

Hispanic

	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Kamala Harris (D)	53%	17%	11%	16%	2%	
Donald Trump (R)	16%	9%	6%	5%	65%	0%

Non-Hispanic

	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Kamala Harris (D)	36%	8%	6%	5%	43%	1%
Donald Trump (R)	35%	13%	6%	5%	41%	1%

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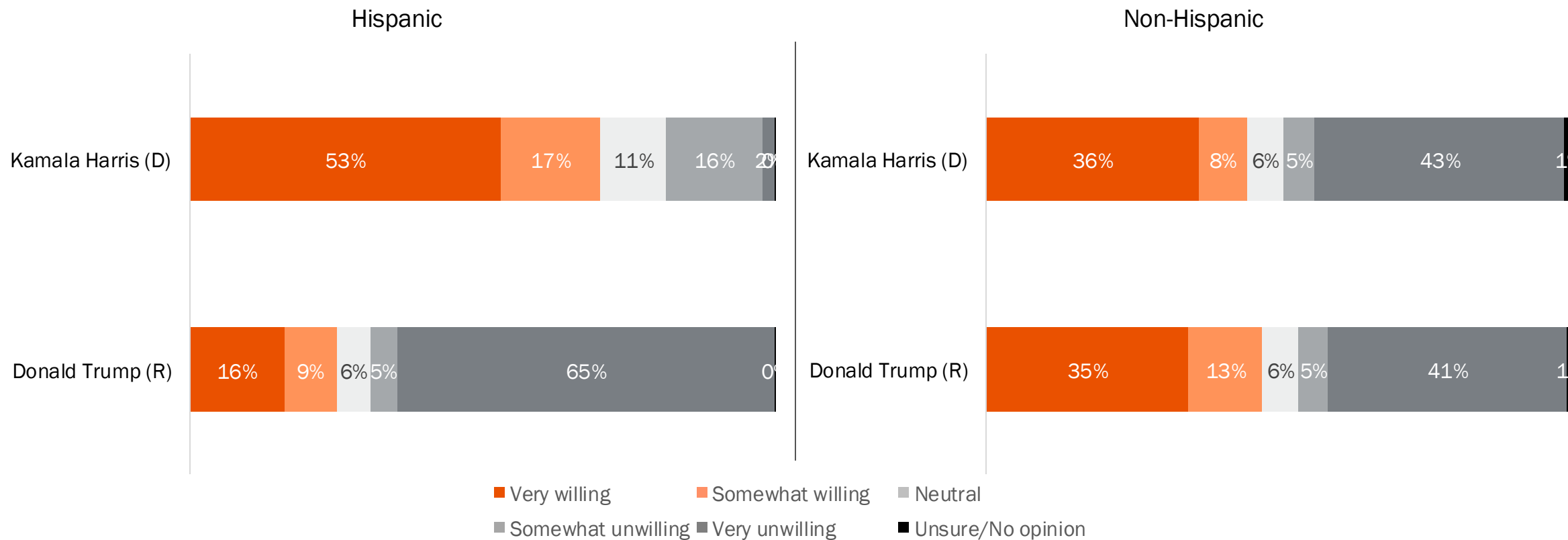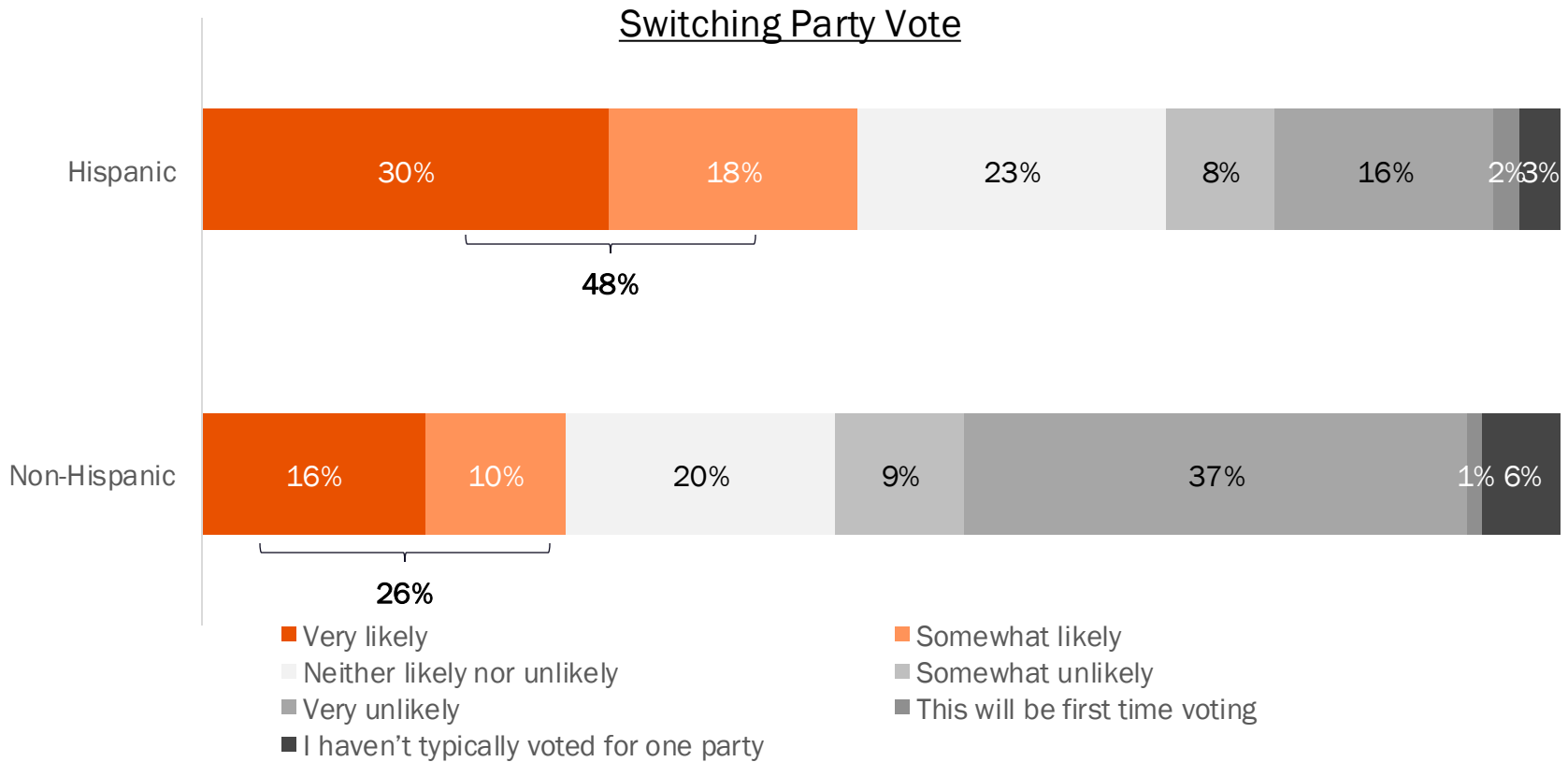■ Somewhat unwilling   ■ Very unwilling   ■ Unsure/No opinion

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

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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?
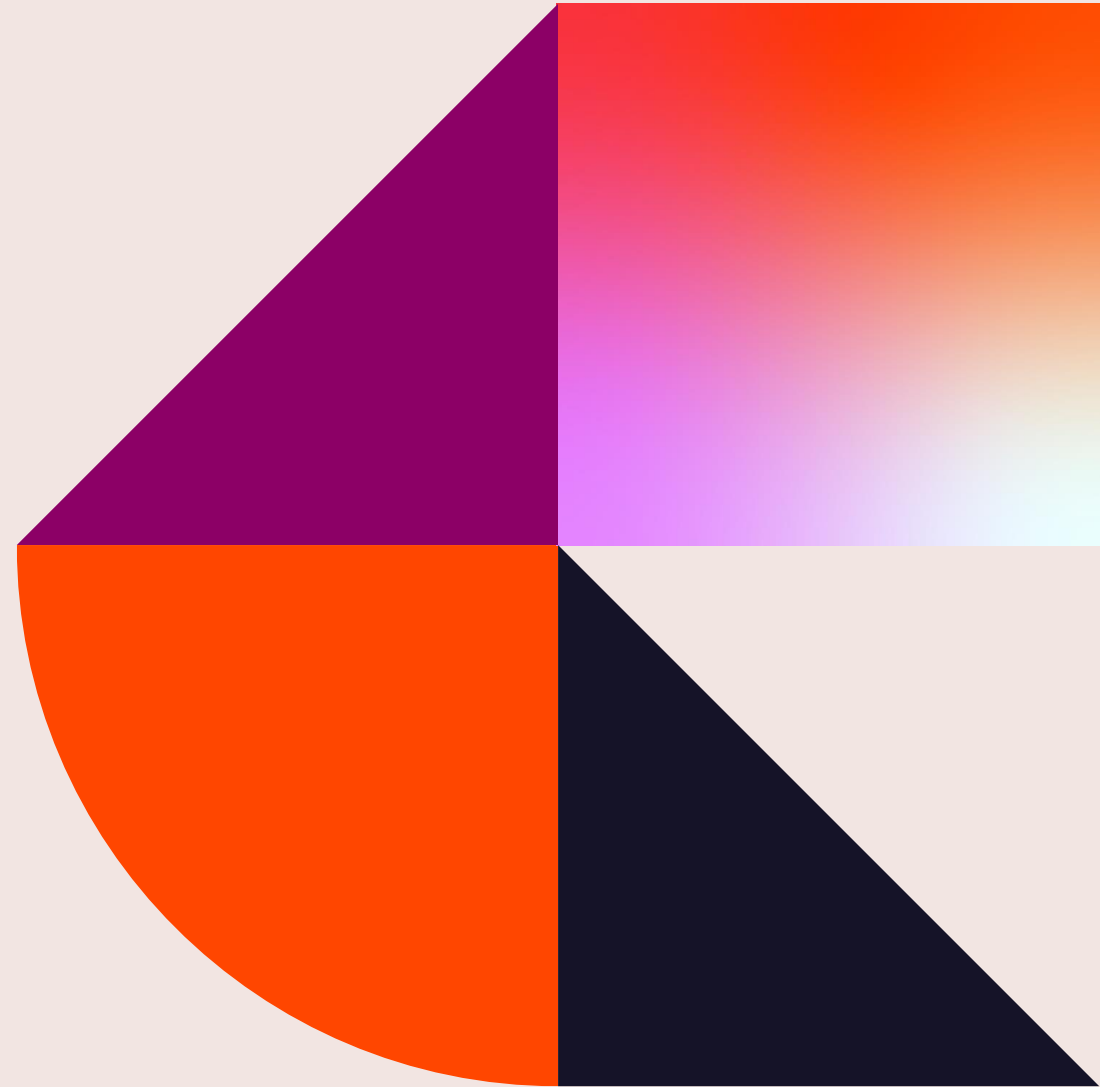
Switching Party Vote

Hispanic
- 30% Very likely
- 18% Somewhat likely
- 23% Neither likely nor unlikely
- 8% Somewhat unlikely
- 16% Very unlikely
- 2% This will be first time voting
- 3% I haven't typically voted for one party

48%

Non-Hispanic
- 16% Very likely
- 10% Somewhat likely
- 20% Neither likely nor unlikely
- 9% Somewhat unlikely
- 37% Very unlikely
- 1% This will be first time voting
- 6% I haven't typically voted for one party

26%

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

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

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Favorability & Job Approval

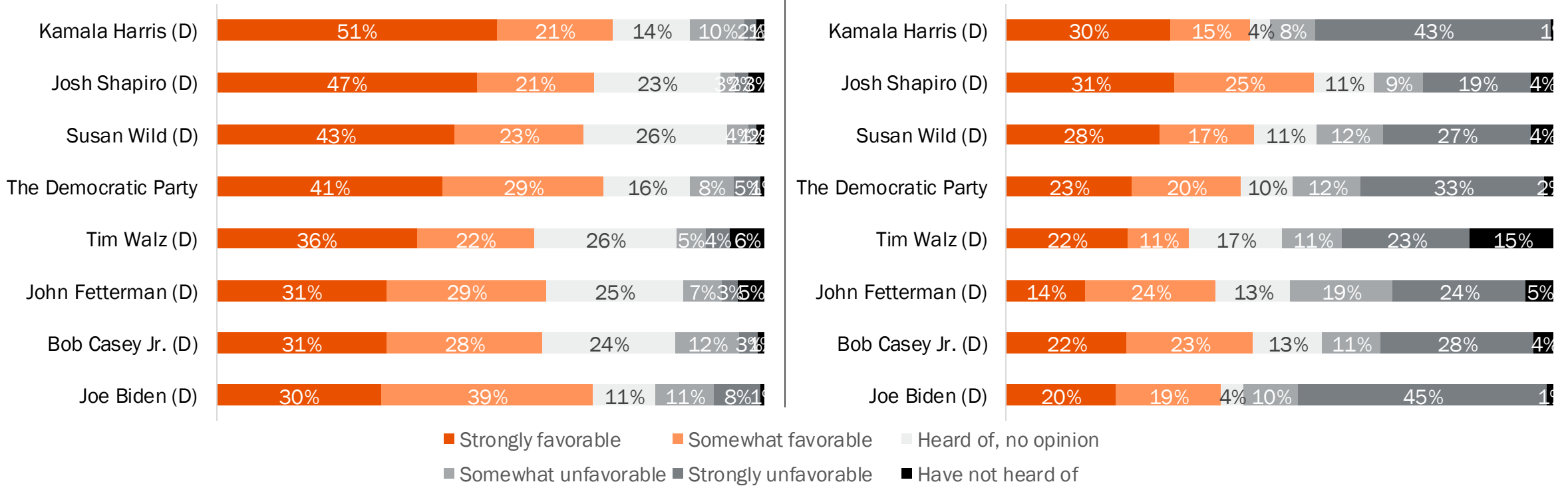Televisa
Univision
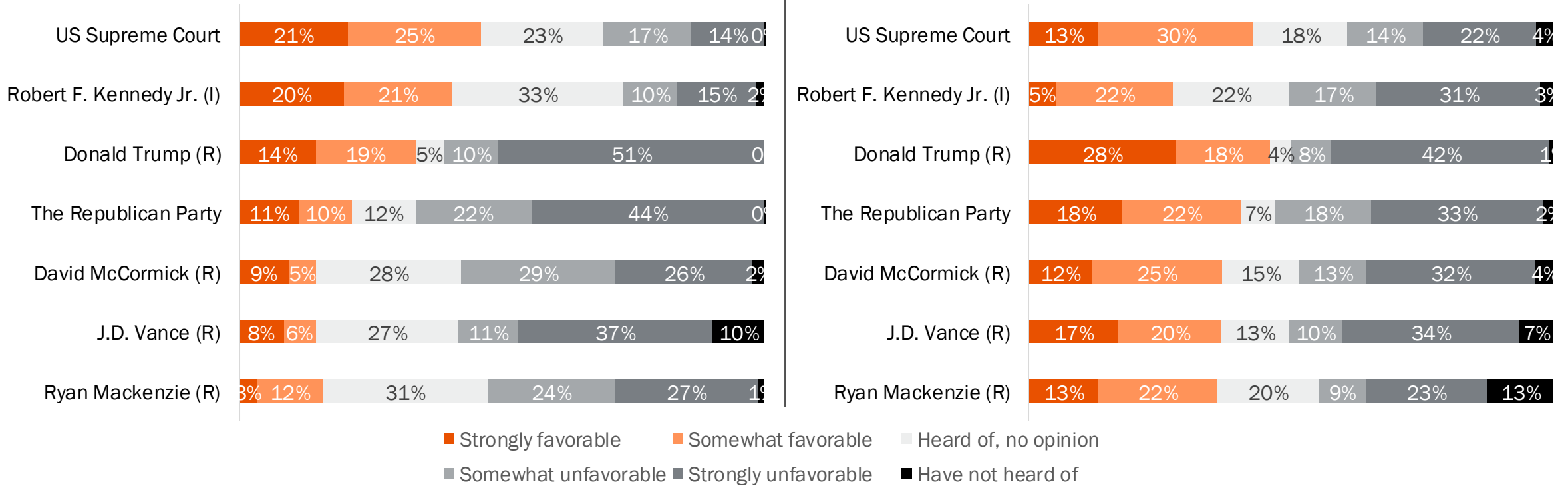
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Favorability

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
Kamala Harris (D)	51%	21%	14%	10%	2%	1%
Josh Shapiro (D)	47%	21%	23%	3%	2%	3%
Susan Wild (D)	43%	23%	26%	4%	1%	2%
The Democratic Party	41%	29%	16%	8%	5%	1%
Tim Walz (D)	36%	22%	26%	5%	4%	6%
John Fetterman (D)	31%	29%	25%	7%	3%	5%
Bob Casey Jr. (D)	31%	28%	24%	12%	3%	1%
Joe Biden (D)	30%	39%	11%	11%	8%	1%

Non-Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Kamala Harris (D)	30%	15%	4%	8%	43%	1%
Josh Shapiro (D)	31%	25%	11%	9%	19%	4%
Susan Wild (D)	28%	17%	11%	12%	27%	4%
The Democratic Party	23%	20%	10%	12%	33%	2%
Tim Walz (D)	22%	11%	17%	11%	23%	15%
John Fetterman (D)	14%	24%	13%	19%	24%	5%
Bob Casey Jr. (D)	22%	23%	13%	11%	28%	4%
Joe Biden (D)	20%	19%	4%	10%	45%	1%

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.
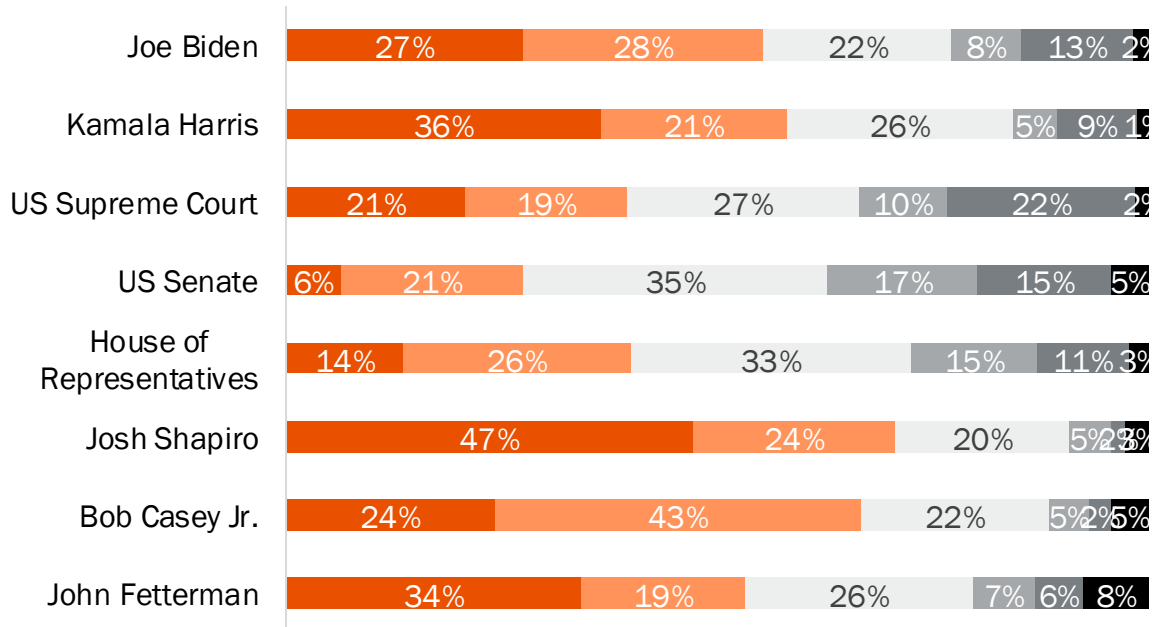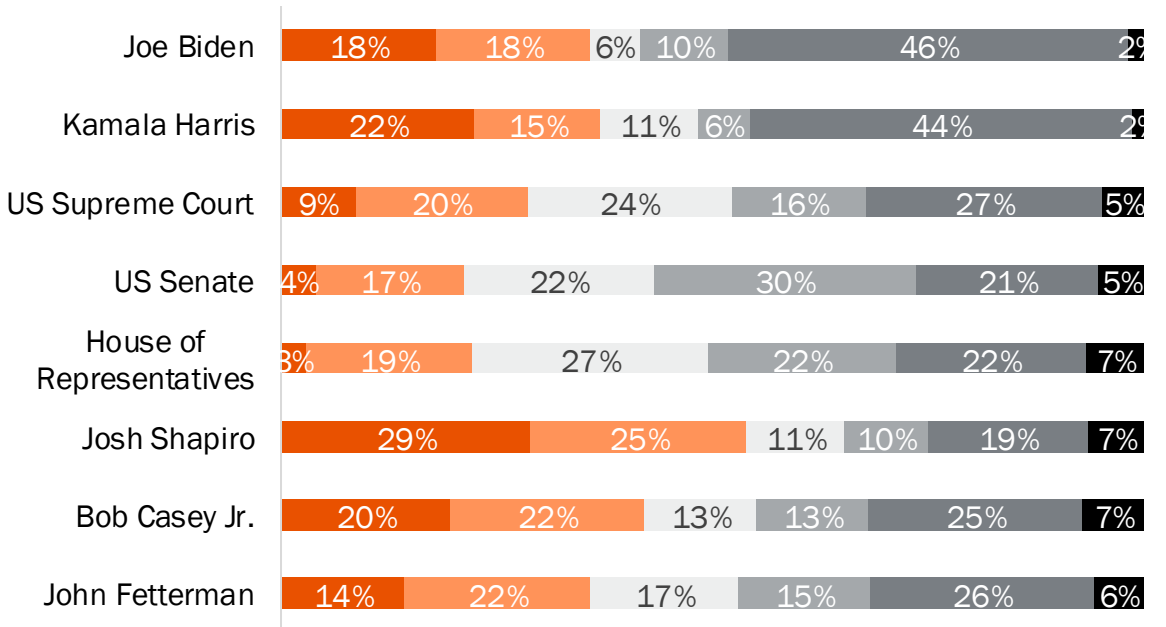
Favorability

Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
US Supreme Court	21%	25%	23%	17%	14%	0%
Robert F. Kennedy Jr. (I)	20%	21%	33%	10%	15%	2%
Donald Trump (R)	14%	19%	5%	10%	51%	0
The Republican Party	11%	10%	12%	22%	44%	0%
David McCormick (R)	9%	5%	28%	29%	26%	2%
J.D. Vance (R)	8%	6%	27%	11%	37%	10%
Ryan Mackenzie (R)	8%	12%	31%	24%	27%	1%

Non-Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
US Supreme Court	13%	30%	18%	14%	22%	4%
Robert F. Kennedy Jr. (I)	5%	22%	22%	17%	31%	3%
Donald Trump (R)	28%	18%	4%	8%	42%	1%
The Republican Party	18%	22%	7%	18%	33%	2%
David McCormick (R)	12%	25%	15%	13%	32%	4%
J.D. Vance (R)	17%	20%	13%	10%	34%	7%
Ryan Mackenzie (R)	13%	22%	20%	9%	23%	13%

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	27%	28%	22%	8%	13%	2%
Kamala Harris	36%	21%	26%	5%	9%	1%
US Supreme Court	21%	19%	27%	10%	22%	2%
US Senate	6%	21%	35%	17%	15%	5%
House of Representatives	14%	26%	33%	15%	11%	3%
Josh Shapiro	47%	24%	20%	5%	2%	2%
Bob Casey Jr.	24%	43%	22%	5%	2%	5%
John Fetterman	34%	19%	26%	7%	6%	8%

Non-Hispanic

	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	18%	18%	6%	10%	46%	2%
Kamala Harris	22%	15%	11%	6%	44%	2%
US Supreme Court	9%	20%	24%	16%	27%	5%
US Senate	4%	17%	22%	30%	21%	5%
House of Representatives	3%	19%	27%	22%	22%	7%
Josh Shapiro	29%	25%	11%	10%	19%	7%
Bob Casey Jr.	20%	22%	13%	13%	25%	7%
John Fetterman	14%	22%	17%	15%	26%	6%

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

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The Issues

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Cost of Living & Inflation Top Issues for All Voters
- AFFORDABLE HOUSING, HEALTHCARE AMONG SEVERAL ISSUES OF GREATER CONCERN TO 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	87%	70%	Opioids / drug abuse	54%	38%
Inflation	81%	69%	National security	54%	59%
Affordable housing	75%	50%	Gun rights / 2nd amendment	49%	41%
Economy / jobs	73%	66%	Strengthening law enforcement	48%	38%
Healthcare	72%	60%	Border security	43%	53%
Social security / Medicare	71%	60%	Police reform	42%	31%
Education	67%	42%	Energy policy	41%	35%
Entitlements / social services reform (Medicare, welfare, etc.)	66%	47%	Foreign policy	39%	34%
Gun control	63%	38%	Immigration	39%	51%
Crime and public safety	62%	55%	LGBTQ rights	38%	18%
Climate change	61%	43%	Defense / military	37%	48%
Taxes	60%	56%	Israel / Hamas War	37%	25%
Abortion	59%	41%	Culture wars	32%	21%
Race relations	58%	30%	U.S. relationship with China	30%	33%
Infrastructure, such as roads and public transportation	55%	37%	Russia / Ukraine war	28%	25%
Government spending / deficit	55%	50%			

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69% 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
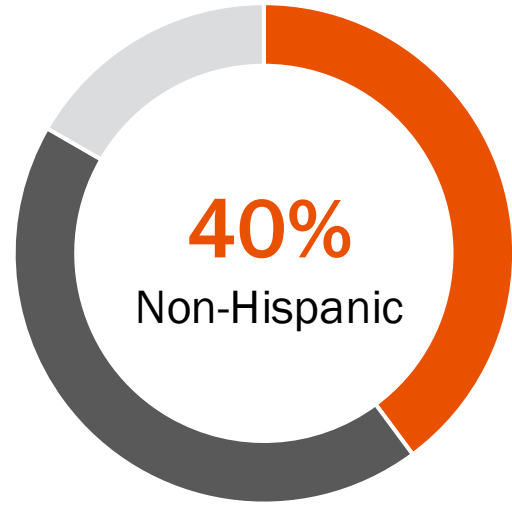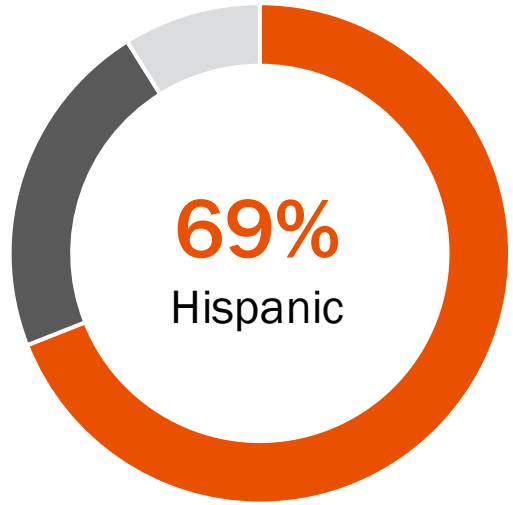
69%
Hispanic

40%
Non-Hispanic

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

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

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

Top 10 Determining Issues

	Hispanic	Non-Hispanic
Abortion	24%	18%
Cost of living	11%	19%
Border security	7%	11%
Economy / jobs	7%	3%
Affordable housing	7%	2%
Healthcare	5%	1%
Culture wars	5%	0%
Gun control	5%	1%
Opioids / drug abuse	5%	1%
Taxes	4%	0%

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

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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
Abortion	70%	14%	52%	31%
Social Security	69%	10%	46%	34%
Healthcare	69%	10%	48%	33%
Education	66%	14%	44%	31%
Climate Change	66%	12%	50%	25%
Energy Policy	63%	12%	43%	34%
Entitlements Reform	63%	15%	46%	35%
Economy / jobs	62%	17%	41%	42%
Opioids	59%	18%	39%	34%
Crime and public safety	59%	14%	36%	44%

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Party Better Able to Handle Issues

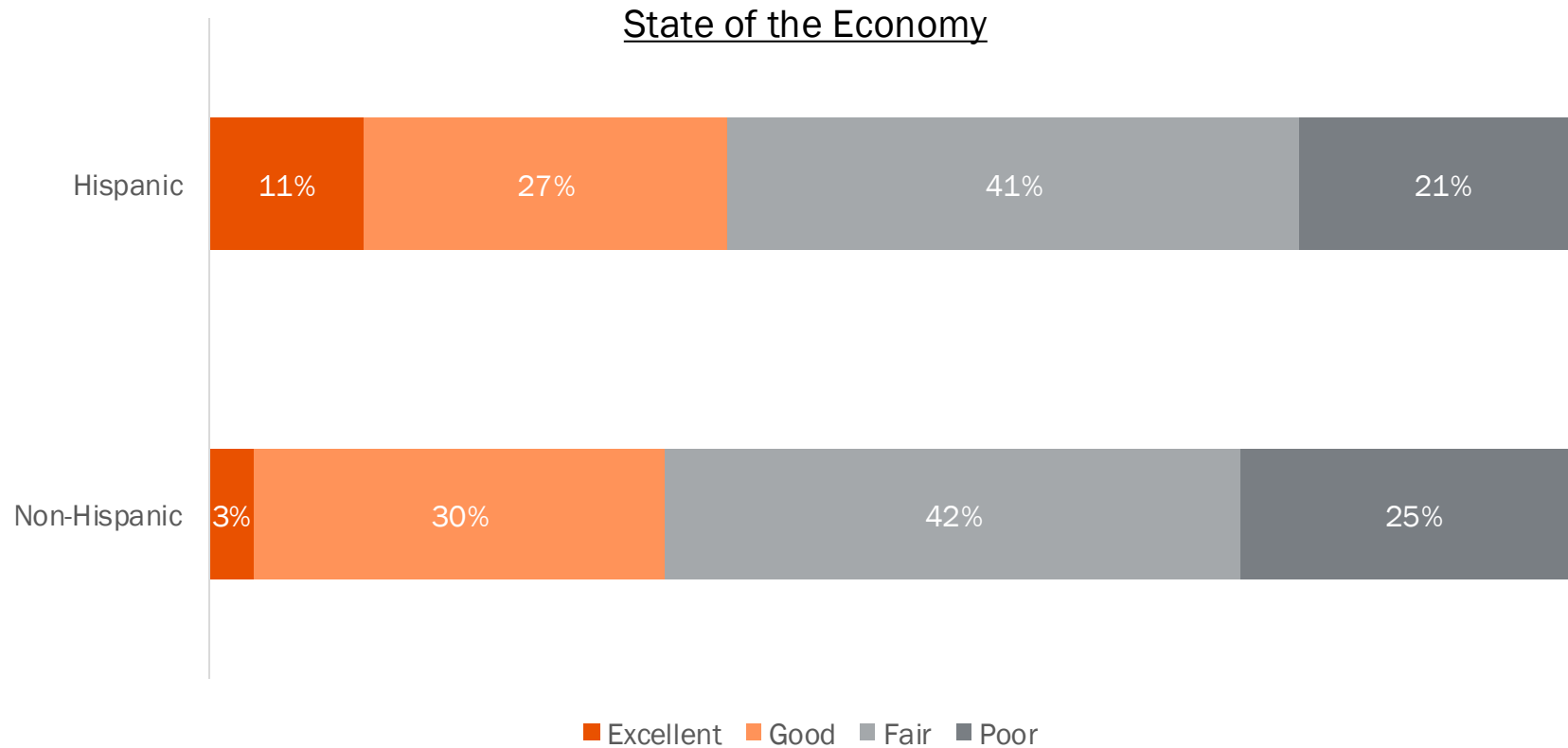*Thinking again about the issues, which party do you think would do a better job of handling each of the following issues, the Democratic Party or the Republican Party?*

	Hispanic		Non-Hispanic	
	Democrat Top2Box	**Republican** Top2Box	**Democrat** Top2Box	**Republican** Top2Box
Cost of Living	58%	16%	37%	45%
Inflation	57%	22%	37%	45%
National Security	56%	18%	35%	47%
Taxes	55%	14%	38%	42%
Immigration	52%	24%	33%	51%
Defense	49%	28%	34%	48%
Gov spending	48%	21%	36%	42%
Border Security	48%	29%	34%	51%
Foreign policy	47%	22%	37%	44%

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

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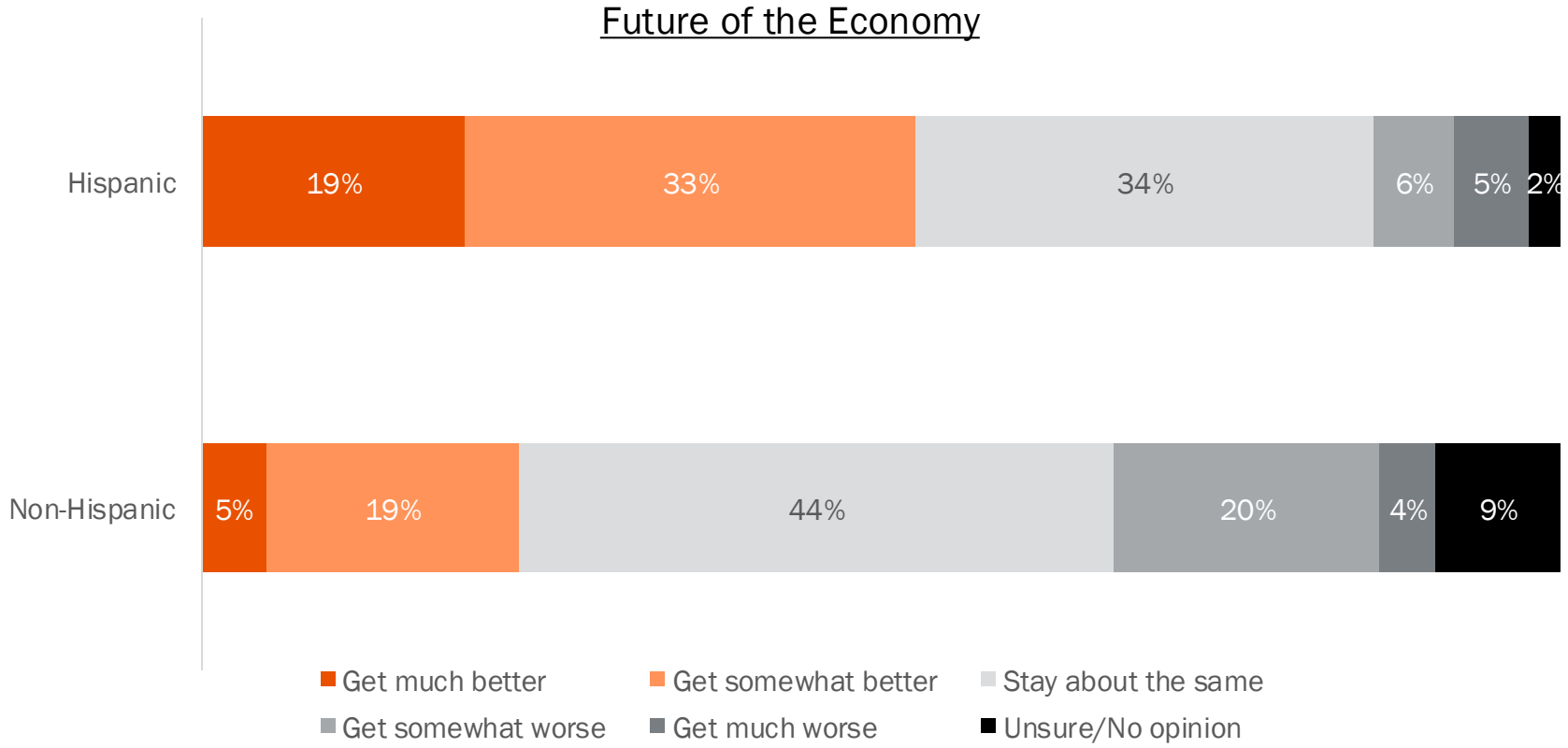**Televisa Univision** | **Consumer** Strategy & Insights

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
Social Security	67%	22%	46%	38%
Healthcare	64%	20%	47%	37%
Abortion	63%	24%	50%	33%
Energy Policy	62%	19%	43%	38%
Education	61%	24%	46%	32%
Entitlements Reform	60%	22%	46%	37%
Cost of Living	59%	24%	40%	47%
Climate Change	58%	19%	48%	26%
Crime and public safety	58%	23%	38%	46%
Taxes	56%	26%	38%	44%

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Candidate Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Harris Top2Box	**Trump** Top2Box	**Harris** Top2Box	**Trump** Top2Box
Opioids	55%	25%	39%	37%
National Security	49%	31%	35%	50%
Economy / jobs	48%	31%	39%	45%
Immigration	47%	33%	34%	53%
Inflation	45%	30%	38%	49%
Defense	45%	34%	36%	51%
Foreign policy	39%	30%	39%	47%
Gov spending	37%	33%	36%	44%
Border Security	35%	41%	32%	54%

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ECONOMY

62% 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	11%	27%	41%	21%
Non-Hispanic	3%	30%	42%	25%

■ Excellent ■ Good ■ Fair ■ Poor

45% of Hispanic Voters Believe the Economy Will Stay the Same or 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	19%	33%	34%	6%	5%	2%
Non-Hispanic	5%	19%	44%	20%	4%	9%

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

Among registered 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%	11%	81%	4%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	74%	4%	63%	8%
I expect my personal economic situation to get better in the next few years	73%	9%	42%	18%
My personal economic situation has become worse in the last year	69%	17%	55%	23%
Inflation is putting a significant strain on my budget	66%	13%	71%	10%
The price of gas is putting a strain on my finances	66%	13%	60%	20%
I am concerned about the U.S. federal government's spending and deficit	64%	5%	72%	9%
I have taken, or am considering taking, a second job in order to maintain my standard of living	59%	21%	42%	38%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	57%	19%	41%	40%
Home ownership is still within reach for most people	38%	43%	16%	64%
I feel that jobs are getting easier to find	34%	44%	29%	36%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)
Agree and Disagree above will not sum to 100%
Among registered 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	85%	5%	82%	2%
Drug abuse is a serious public health issue in the United States	84%	5%	88%	1%
The cost of prescription drugs is a financial problem for me	59%	20%	37%	41%
I am generally satisfied with my healthcare coverage	57%	23%	64%	17%
Medicaid and Medicare are working well now	50%	25%	37%	27%
The cost of my health care and insurance is reasonable	45%	25%	41%	38%

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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	**64%**	**11%**	56%	18%
Abortion laws should be created by state governments, not by the federal government	**44%**	**27%**	43%	30%

Abortion Policy *Thinking about abortion policy and laws, which of the following comes closest to your view?*	Hispanic	Non-Hispanic
Abortion should be legal at any time during pregnancy	**27%**	16%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	**19%**	13%
Abortion should be illegal in all cases	**17%**	10%
Abortion should be legal only in the case of rape, incest or when the mother's life is in danger	**15%**	27%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	**8%**	9%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	**6%**	6%
Abortion should be legal only in the first 15 weeks of pregnancy	**4%**	11%
Other	**0%**	1%
Unsure/I don't know	**5%**	7%

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

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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%	5%	83%	3%
I believe that stricter gun control laws would reduce crime	75%	9%	46%	33%
Children in my community are generally safe at the schools they attend	66%	10%	59%	14%
Crime is a growing problem in the United States	66%	10%	75%	10%
Government authorities are doing a good job protecting businesses near where I live and shop	56%	9%	42%	13%
Homelessness is a serious problem in my neighborhood	56%	20%	32%	44%
Crime is a growing problem where I live	51%	23%	38%	34%
Government authorities are doing a good job combating crime in my neighborhood	51%	12%	43%	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 registered 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 support second amendment gun rights	50%	27%	55%	22%
Gun violence is a growing problem where I live	46%	23%	34%	36%
I feel less safe in my everyday life than I did a year ago	45%	31%	34%	35%
Government authorities have become too lenient on criminals	44%	20%	53%	20%
Police departments in the United States are understaffed	42%	15%	60%	11%
My local government should significantly reduce the resources and budgets for police	37%	26%	13%	64%
My police department is understaffed	34%	20%	35%	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 registered voters 18+
Source: Univision political tracker in collaboration with Media Predict as of August 2024

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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	78%	7%	48%	31%
All migrants who want to enter the United States should be fully vetted first	64%	7%	76%	4%
There are too many undocumented immigrants crossing the border into the United States	63%	10%	73%	8%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	63%	12%	73%	11%
We should reform immigration laws to give higher priority to people with needed skills and education	63%	8%	48%	16%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	61%	19%	74%	10%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	59%	10%	33%	44%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	57%	7%	74%	9%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	54%	24%	27%	55%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)
Agree and Disagree above will not sum to 100%
Among registered 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 rules that I have to live by don't seem to apply to migrants	54%	24%	60%	20%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	53%	23%	70%	10%
Local law enforcement should be able to detain undocumented migrants	52%	15%	67%	10%
The resettling of all the migrants will, in the long-run, benefit the United States	52%	15%	26%	39%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	48%	19%	67%	9%
It feels like migrants are being treated better than most Americans	47%	29%	61%	23%
There are too many undocumented migrants coming to my state	46%	25%	53%	18%
The United States military should be used to secure the southern border	46%	33%	60%	20%
The U.S. should complete the construction of a wall on the southern border of the U.S.	41%	38%	58%	23%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)
Agree and Disagree above will not sum to 100%
Among registered 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
Government benefits like healthcare should be provided to undocumented immigrants free of cost	39%	39%	13%	70%
I support the way the Biden Administration is managing the southern border	39%	24%	23%	57%
The arrival of migrants has made the affordable housing problem worse	39%	28%	59%	14%
I support the way my state and local officials are handling the migrant issue	39%	20%	22%	33%
The Biden administration is primarily responsible for the situation at the southern border	37%	43%	55%	31%
Most undocumented migrants who entered the U.S. over the last few years should be deported	36%	35%	55%	19%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	35%	24%	18%	54%
Undocumented migrants have increased crime in my state	35%	33%	43%	26%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	34%	43%	49%	36%
Undocumented migrants will take jobs away from poorer and working-class Americans	33%	46%	55%	25%

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 registered 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	77%	6%	61%	15%
Climate change is a very big threat to the planet	74%	8%	60%	20%
Governments should create policies that encourage oil and gas production in the U.S.	63%	18%	62%	17%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	60%	18%	39%	33%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	56%	7%	33%	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	54%	24%	31%	40%
Government regulation and action on climate change is hurting the economy	48%	15%	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 registered 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	64%	7%	49%	31%
The United States Justice Department has become politicized in its prosecutions	63%	10%	55%	16%
The federal government of the United States is too big and powerful	62%	12%	55%	15%
The federal government of the United States has become too intrusive in the lives of Americans	61%	7%	58%	13%
The FBI has become politicized in its investigations	58%	10%	55%	16%
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	48%	30%	27%	45%
I want the next president to shrink the size of the federal government	42%	15%	44%	20%

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GOVERNMENT POLICY

Government Policy

How much do you agree or disagree with the following statements? [*Government Policy*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I support the Biden Administration's efforts to forgive student loans	71%	12%	41%	42%
I think that the United States government should provide expanded benefits and entitlements to Americans	63%	10%	55%	14%
I think that the United States spends too much on defense and the military	61%	15%	28%	48%
China represents the most serious economic and geo-political threat to the United States	53%	11%	67%	10%
The government should ban social media, like Facebook and TikTok, from being used by children	51%	29%	39%	31%
Iran is the primary destabilizing force in the Middle East	51%	12%	51%	12%
The U.S. government should spend less money supporting the war in Ukraine	50%	14%	50%	23%
I support the way the Biden Administration is dealing with the Israel-Hamas war	41%	33%	24%	45%
The age required to collect full Social Security benefits will need to be raised in order to keep the program from running out of money	39%	34%	37%	28%
Student loans should not be forgiven and paid for by taxpayers	36%	40%	47%	33%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	34%	28%	24%	49%
The United State should increase the amount of military aid it sends to Israel	30%	40%	26%	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 registered voters 18+
Source: Univision political tracker in collaboration with Media Predict as of August 2024

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TECHNOLOGY

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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	71%	10%	77%	5%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	70%	12%	62%	11%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	60%	12%	64%	11%
Social media, like Facebook and TikTok, does more harm than good	47%	29%	55%	17%

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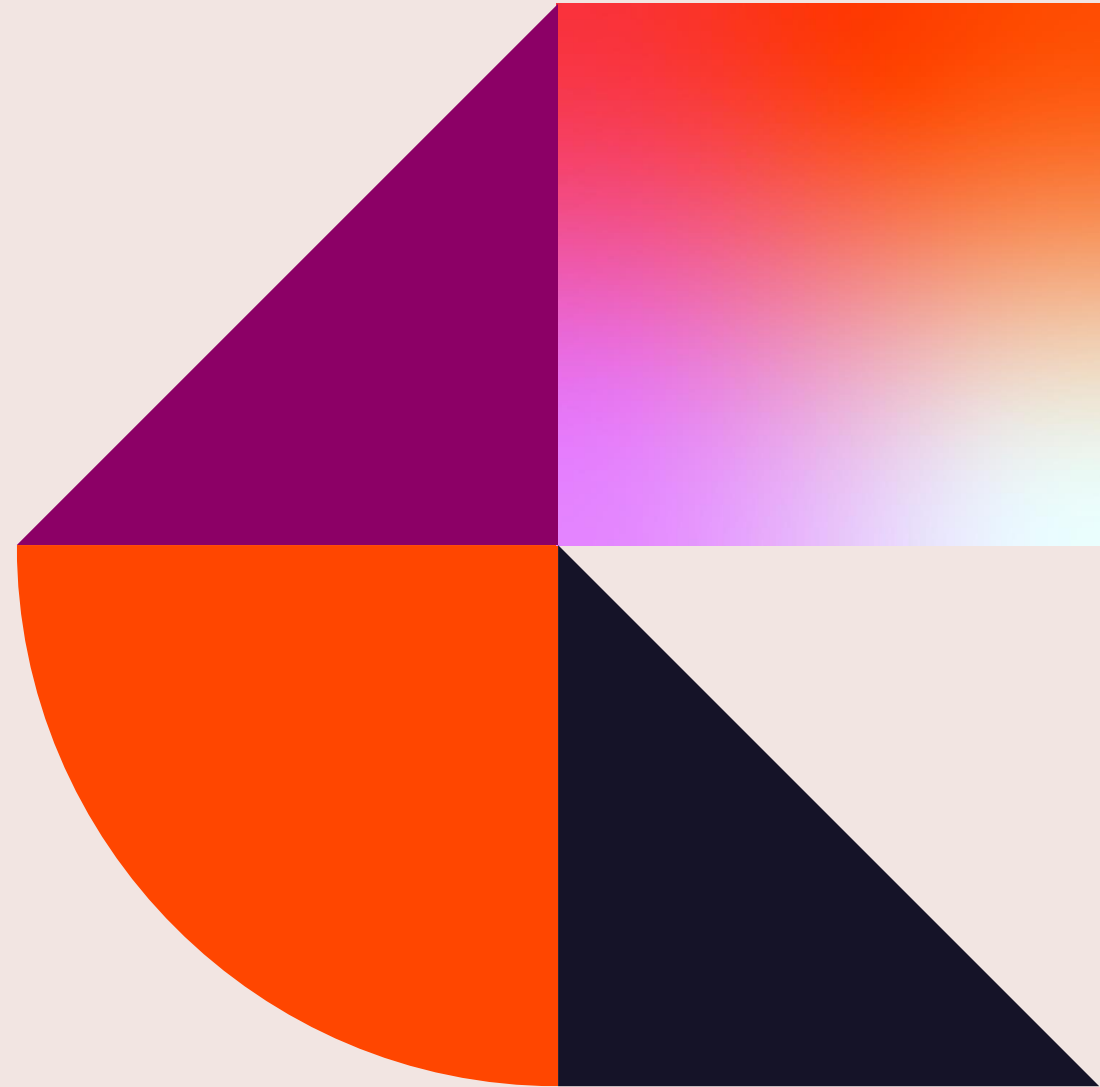*Agree and Disagree above will not sum to 100%*
Among registered voters 18+
Source: Univision political tracker in collaboration with Media Predict as of August 2024

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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	73%	9%	79%	4%
More emphasis should be placed on trade schools	67%	7%	69%	5%
College is no longer worth the cost for most students	67%	9%	67%	12%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	66%	13%	57%	16%
Parents should have a say in what is taught to their children in public schools	56%	14%	63%	16%
The public schools in my neighborhood are good	48%	18%	61%	12%
Public schools where I live are better than they were before the pandemic	38%	22%	19%	27%
The public school system is working well in my state	38%	25%	40%	25%
Colleges and universities should be allowed to use race in admissions decisions	31%	49%	15%	60%
The federal government's Department of Education should be eliminated	25%	46%	26%	44%

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

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Information Sources & Language Preferences

Facebook, Local 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.
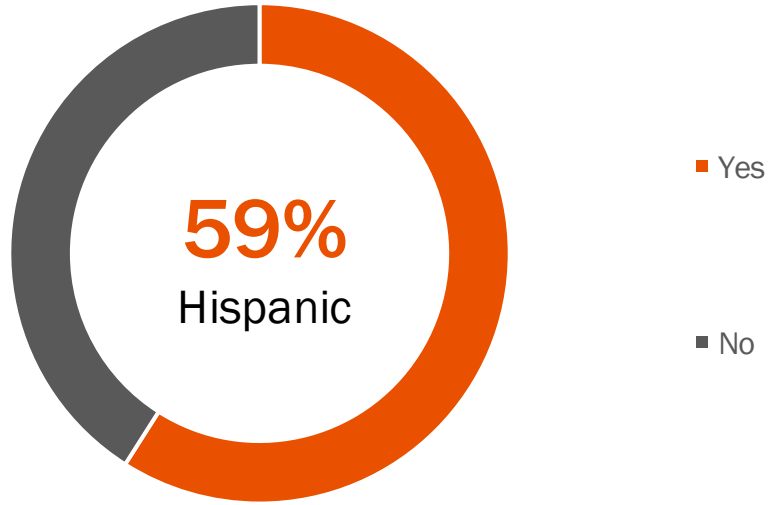
Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Facebook	55%	34%	Friends	26%	36%
Local Television	50%	48%	Online publications	23%	29%
YouTube	47%	30%	X, formerly known as Twitter	22%	16%
TikTok	44%	16%	Debates	21%	28%
Instagram	38%	20%	Snapchat	11%	6%
National Television (like network programs or cable news)	36%	54%	School	9%	5%
Radio	36%	20%	Community organization	9%	6%
Family	31%	40%	Magazines	4%	7%
Newspapers	30%	32%	Religious organization/Church	2%	4%
Podcasts	26%	19%	None of these	7%	4%

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

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Spanish-Language News Viewers & Streamers

Do you watch or stream Spanish-language news?

<u>Spanish-Language News Viewers & Streamers</u>

59%
Hispanic

- Yes
- No

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?
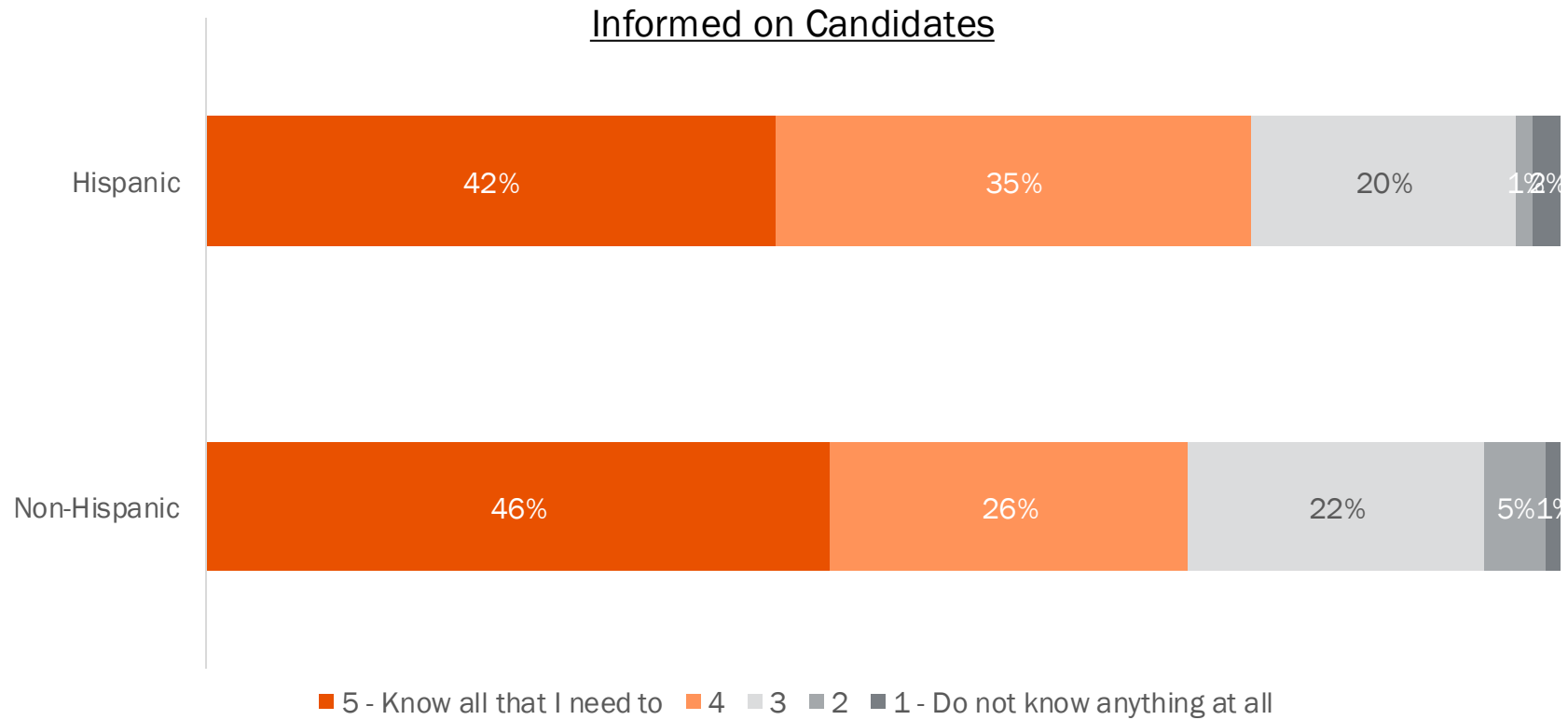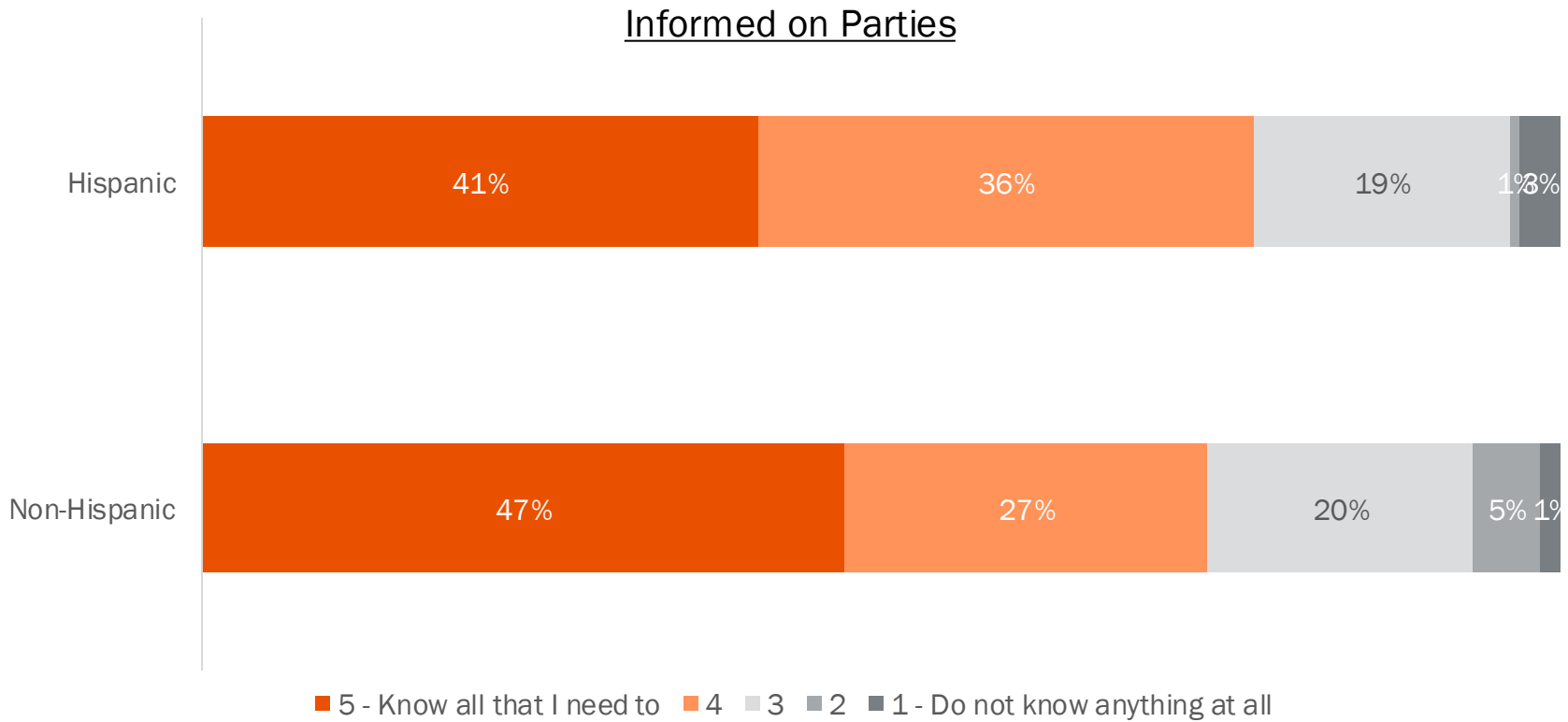
Informed on Candidates

	5 - Know all that I need to	4	3	2	1 - Do not know anything at all
Hispanic	42%	35%	20%	1%	2%
Non-Hispanic	46%	26%	22%	5%	1%

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

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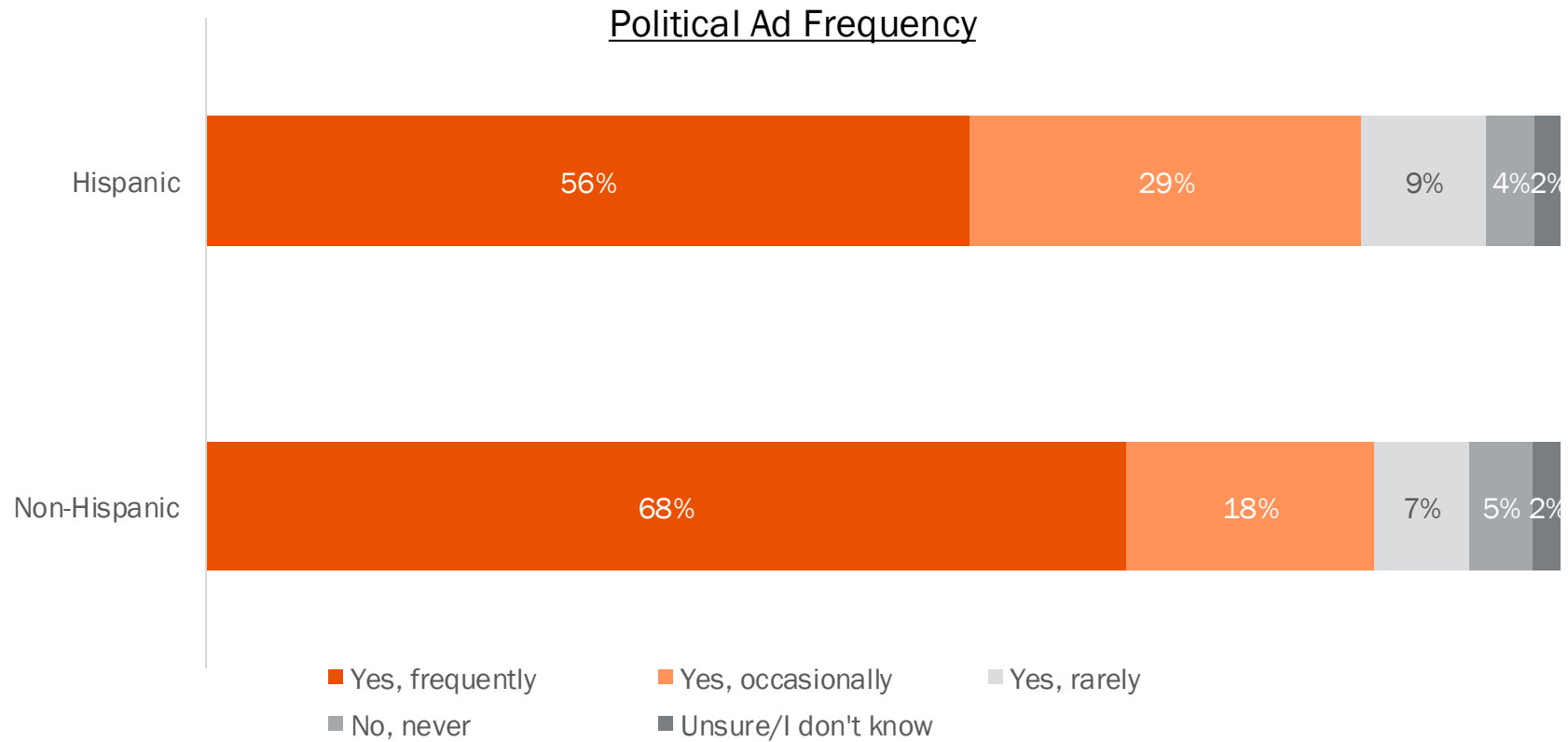# 59% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

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%	36%	19%	1%	3%
Non-Hispanic	47%	27%	20%	5%	1%

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

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42% 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

Hispanic
- 56%
- 29%
- 9%
- 4%
- 2%

Non-Hispanic
- 68%
- 18%
- 7%
- 5%
- 2%

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

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Messaging in Spanish is *Powerful* and *Connects*

81%
OF HISPANICS AGREE
I *appreciate when candidates advertise in Spanish* in trying to win my vote

73%
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*
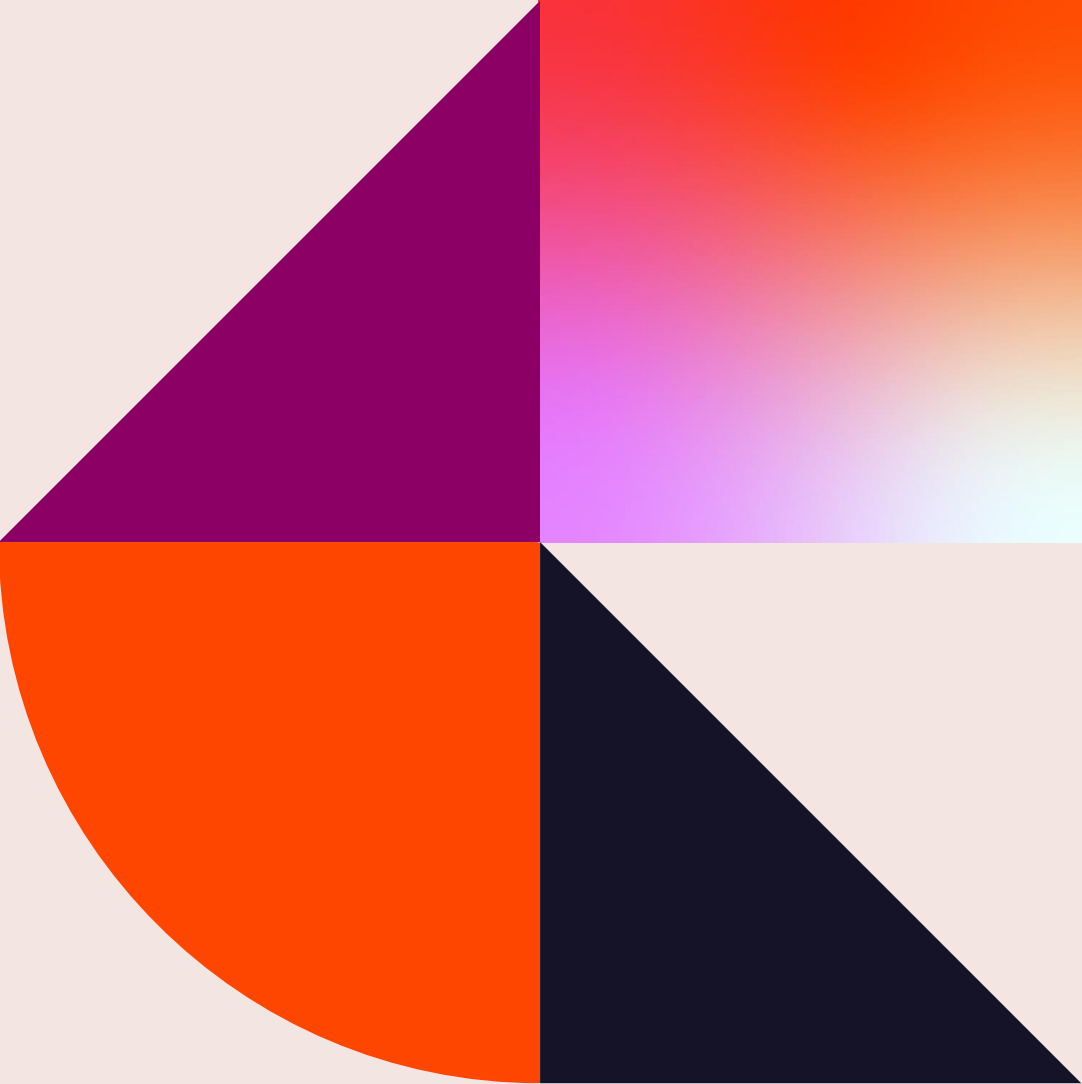
63%
OF HISPANICS AGREE
Political parties and candidates who advertise in Spanish are *showing me they want my vote*

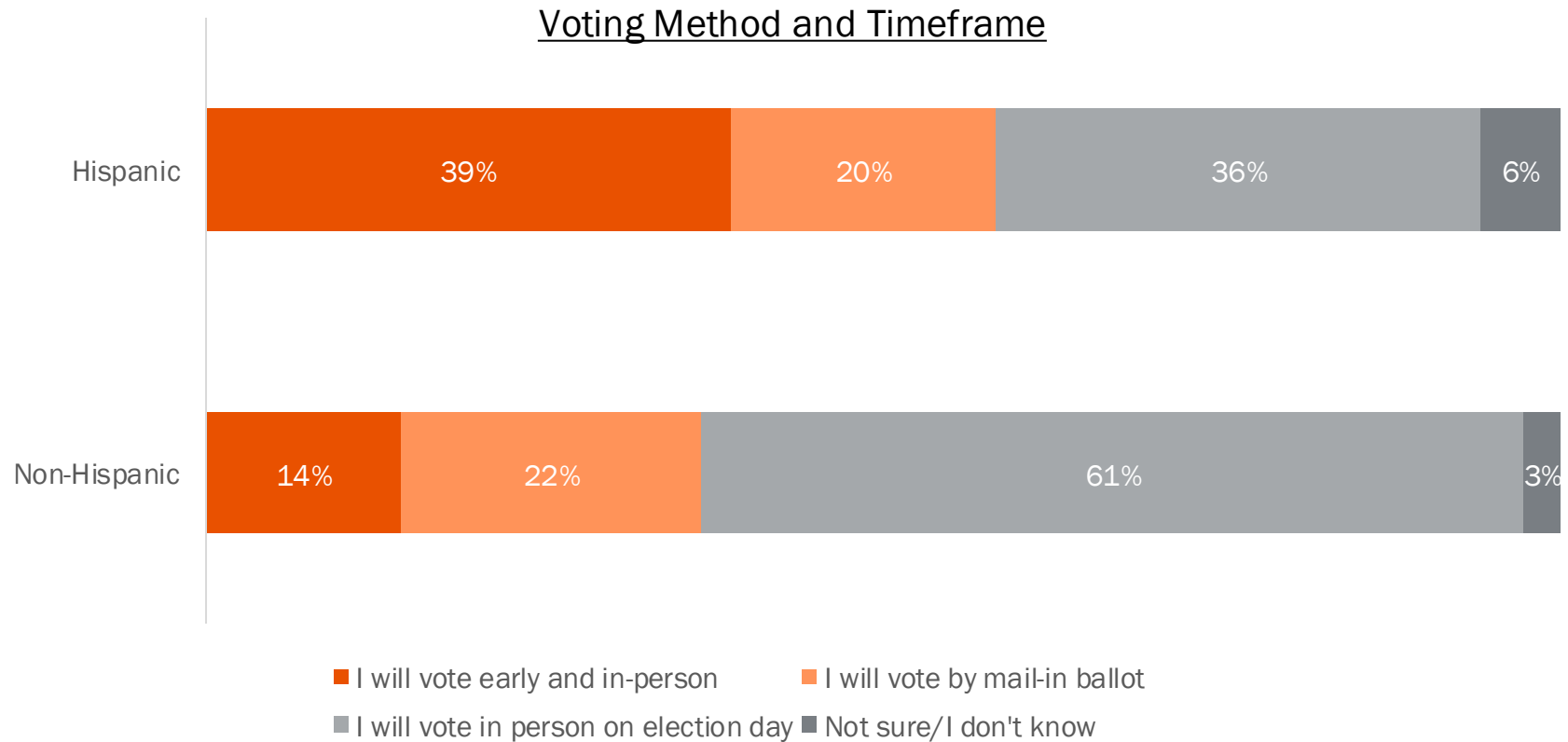**Televisa Univision**

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Voting & Campaign Information

Voting Method and Timeframe
- HISPANICS MORE LIKELY THAN NON-HISPANICS TO VOTE EARLY AND IN PERSON

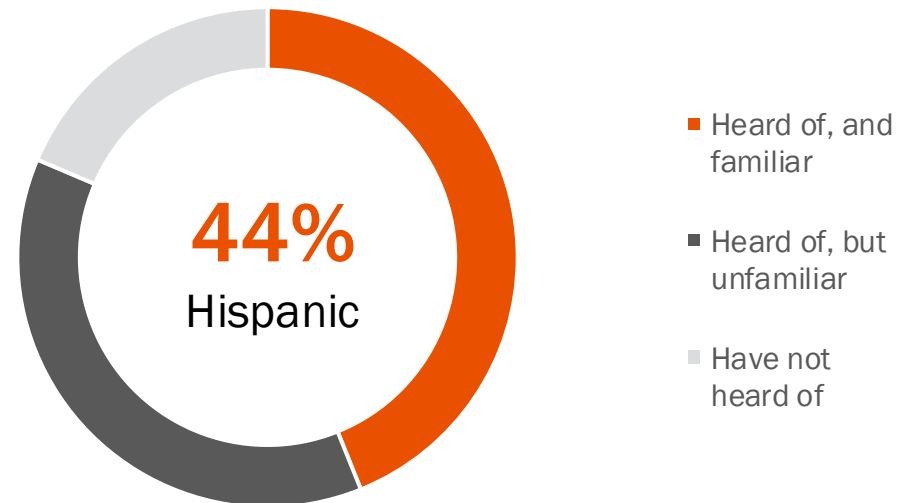*How do you plan to vote in the General election?*

Voting Method and Timeframe

Hispanic: 39% | 20% | 36% | 6%

Non-Hispanic: 14% | 22% | 61% | 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

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Vota Conmigo Familiarity

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

Vota Conmigo Familiarity

44%
Hispanic

■ Heard of, and familiar

■ Heard of, but unfamiliar

■ Have not heard of

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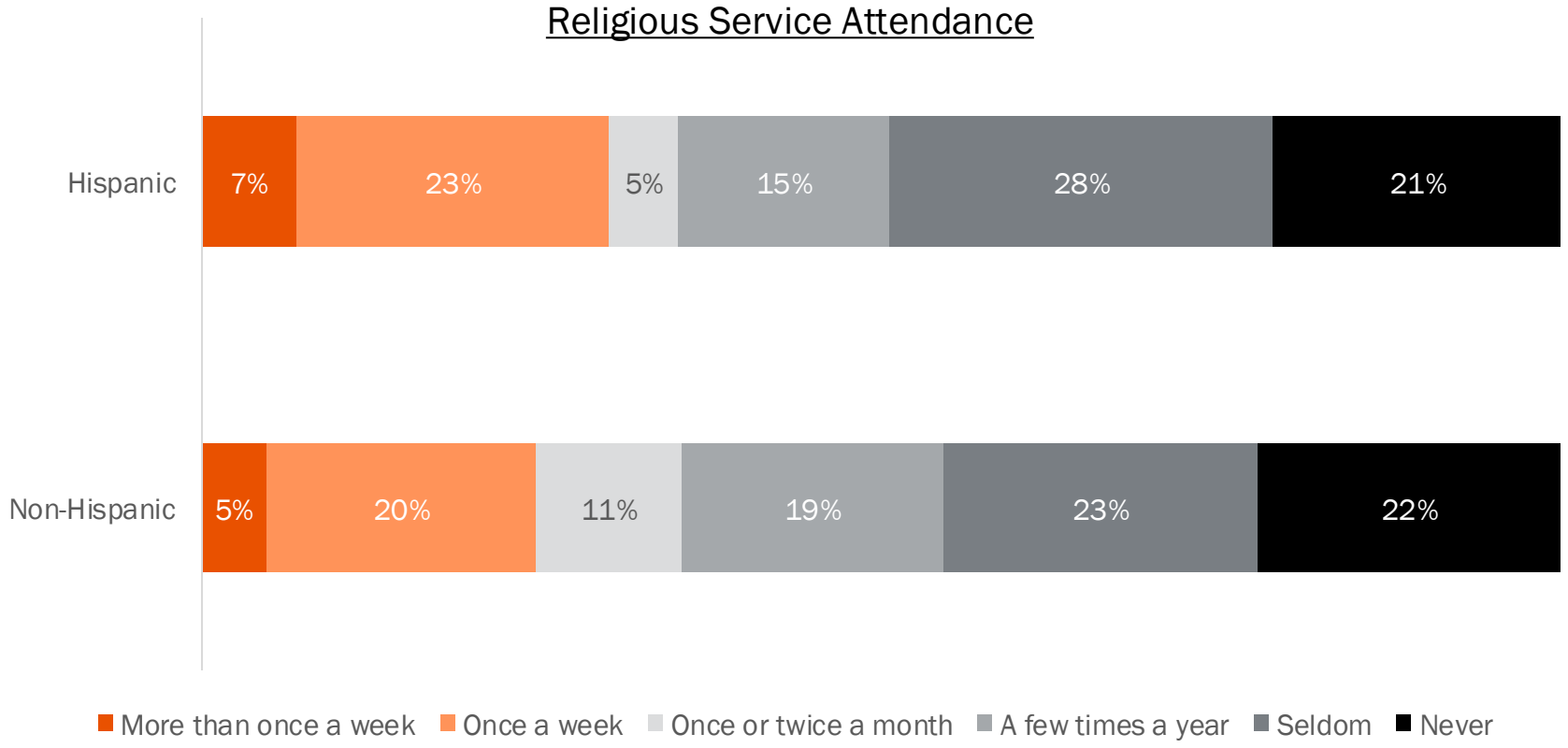
Gracias

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APPENDIX

Religious Service Attendance

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

Religious Service Attendance

Hispanic
| 7% | 23% | 5% | 15% | 28% | 21% |

Non-Hispanic
| 5% | 20% | 11% | 19% | 23% | 22% |

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

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Ballot Language Preference

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

Ballot Language Preference

83%
Hispanic

■ Spanish

■ English

■ No preference

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