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Pennsylvania's Hispanic Community

Pennsylvania Hispanics Are YOUNGER

34 Hispanic median age
vs 52 for Non-Hispanic

Lower Hispanic Median Household Income

$49,509
vs $88,712 for Non-Hispanic

Larger Hispanic Households

3.8 Median Persons per HH
vs 3.0 for Non-Hispanic

More Likely to Have Children in Household

54% Kids <18 in HH
vs 31% for Non-Hispanic

More Likely Renting Their Homes

59% Rent where they live
vs 25% for Non-Hispanic

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TU & Media Predict

2024 Presidential Tracker

Pennsylvania
July 2024

TelevisaUnivision | Consumer Strategy & Insights | MEDIA PREDICT

Objectives

- Measure current landscape of the 2024 General Elections

- Assess voter sentiment towards current candidates and government bodies

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

- Compare and contrast Hispanic and Non-Hispanic voters

Methodology

- Online survey of 1,232 likely voters ages 18+

A18+
501 Hispanic (354 SpanDom/Bilingual)
731 Non-Hispanic

- In field 7/15/2024 – 7/28/2024

- Weighted to the registered voter universe by age, gender, education, and political party affiliation. Results from full survey have a margin of error of plus or minus 4.5% for Hispanics and 3.7% for Non-Hispanics.

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

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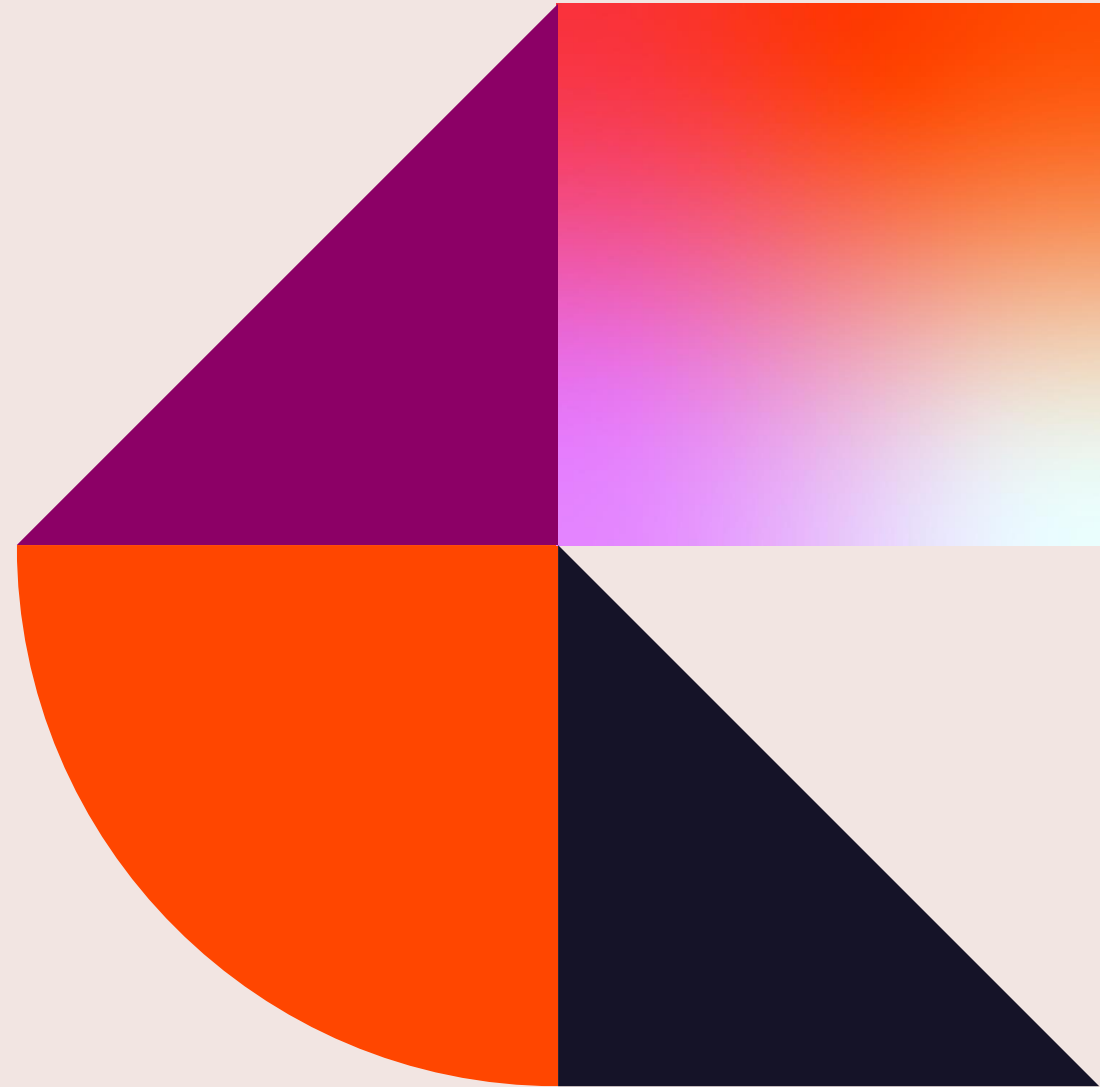# Only 33% of Hispanics Believe U.S. is Headed in the Right Direction

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

33%
Hispanic

28%
Non-Hispanic
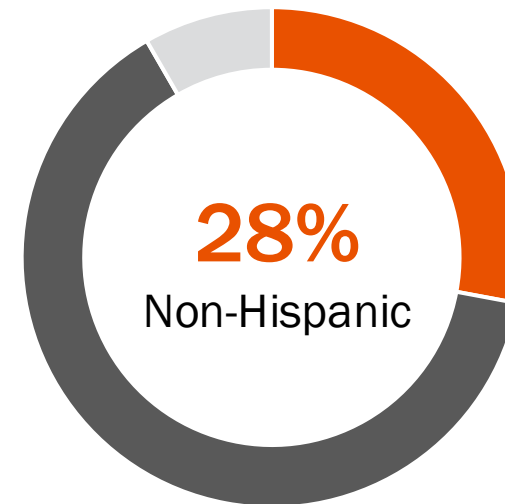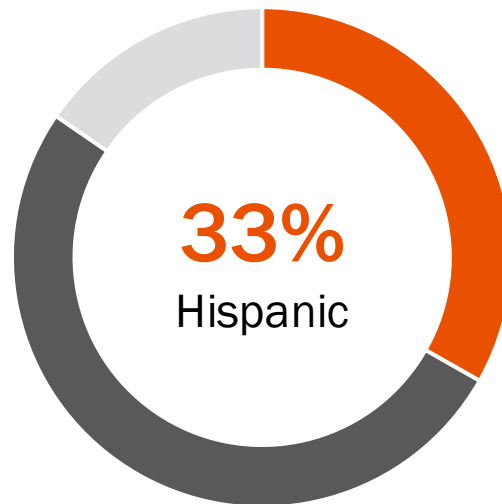
- Right direction
- Wrong track
- Unsure/I don't know

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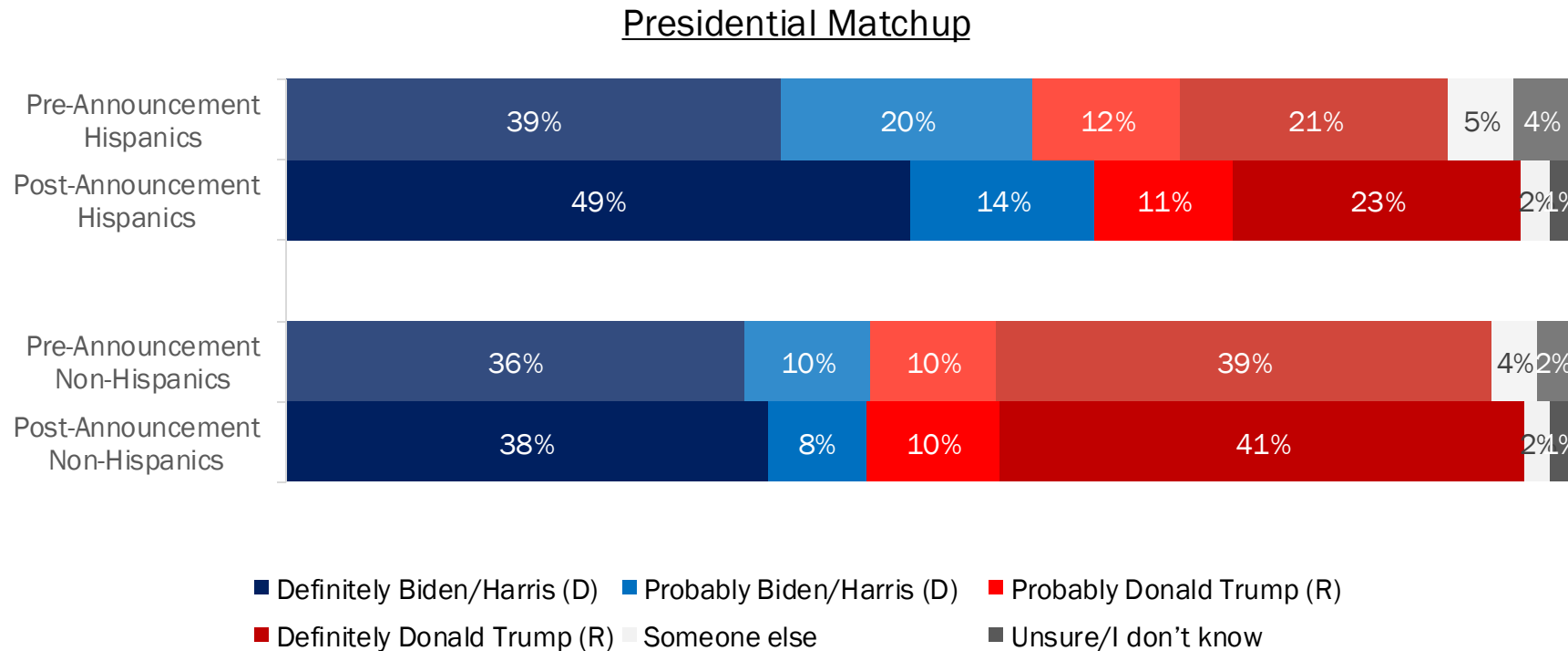
General Election Polling

Matchup Shift: Biden/Harris vs Trump

- AFTER ANNOUNCEMENT, DEMOCRATS INCREASED LEAD AMONG HISPANICS (TOP BOX), GREATER THAN NON-HISPANICS
- 26% OF HISPANICS STILL UP FOR GRABS POST-ANNOUNCEMENT (25% NOT DEFINITE, 1% UNSURE)

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

Presidential Matchup

	Definitely Biden/Harris (D)	Probably Biden/Harris (D)	Probably Donald Trump (R)	Definitely Donald Trump (R)	Someone else	Unsure/I don't know
Pre-Announcement Hispanics	39%	20%	12%	21%	5%	4%
Post-Announcement Hispanics	49%	14%	11%	23%	2%	1%
Pre-Announcement Non-Hispanics	36%	10%	10%	39%	4%	2%
Post-Announcement Non-Hispanics	38%	8%	10%	41%	2%	1%

Legend:
- ■ Definitely Biden/Harris (D)
- ■ Probably Biden/Harris (D)
- ■ Probably Donald Trump (R)
- ■ Definitely Donald Trump (R)
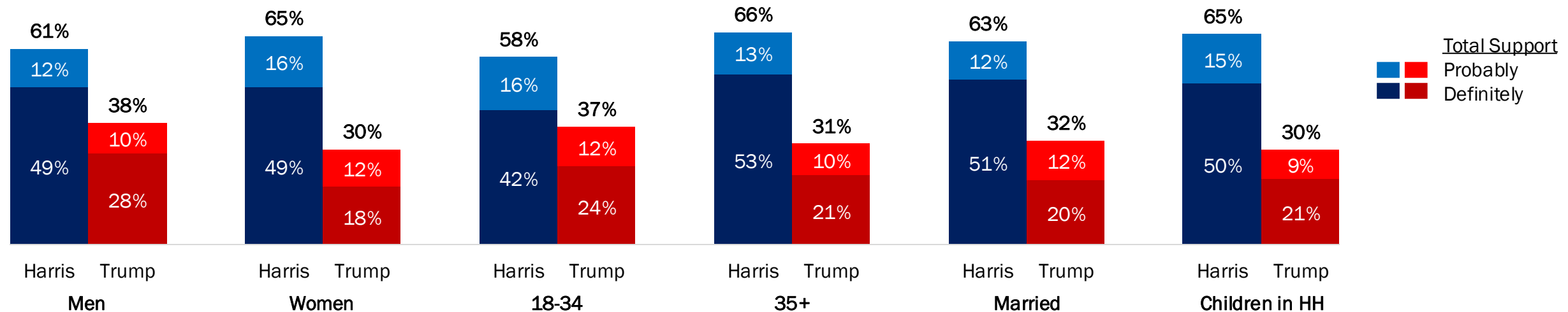- ■ Someone else
- ■ Unsure/I don't know

Candidate Support Among Hispanics

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

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

Presidential Matchup

Men
- Harris: 61% (12% Probably, 49% Definitely)
- Trump: 38% (10% Probably, 28% Definitely)

Women
- Harris: 65% (16% Probably, 49% Definitely)
- Trump: 30% (12% Probably, 18% Definitely)

18-34
- Harris: 58% (16% Probably, 42% Definitely)
- Trump: 37% (12% Probably, 24% Definitely)

35+
- Harris: 66% (13% Probably, 53% Definitely)
- Trump: 31% (10% Probably, 21% Definitely)

Married
- Harris: 63% (12% Probably, 51% Definitely)
- Trump: 32% (12% Probably, 20% Definitely)

Children in HH
- Harris: 65% (15% Probably, 50% Definitely)
- Trump: 30% (9% Probably, 21% Definitely)

Total Support
- Probably
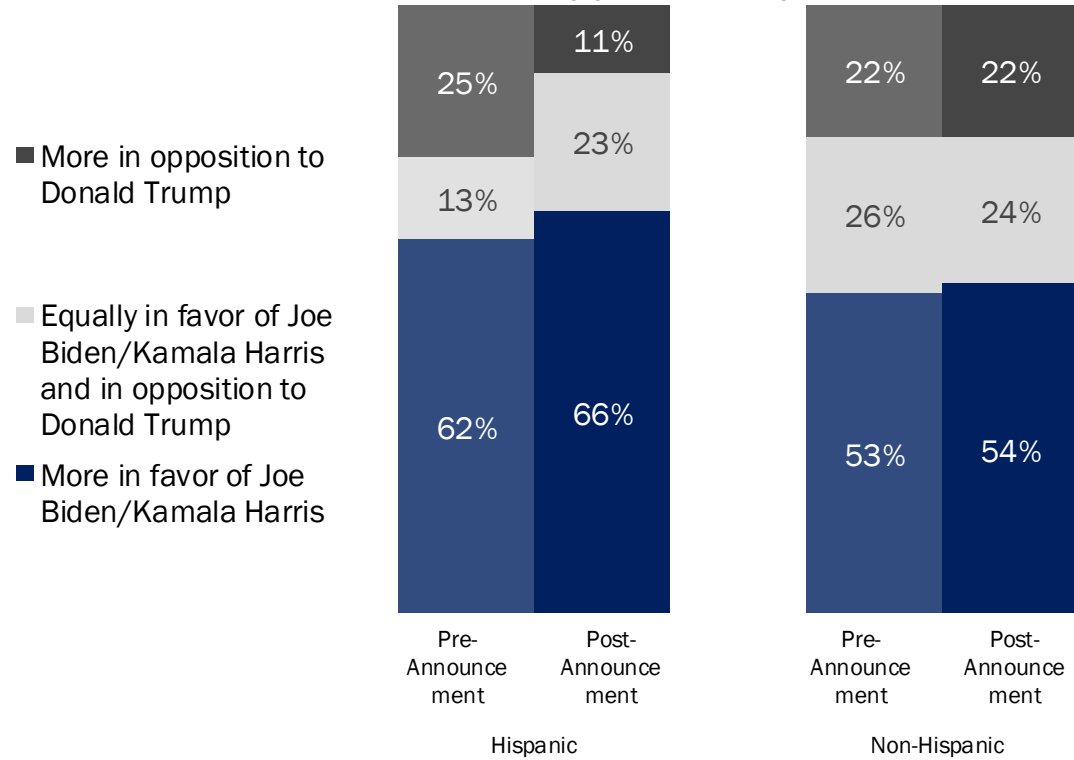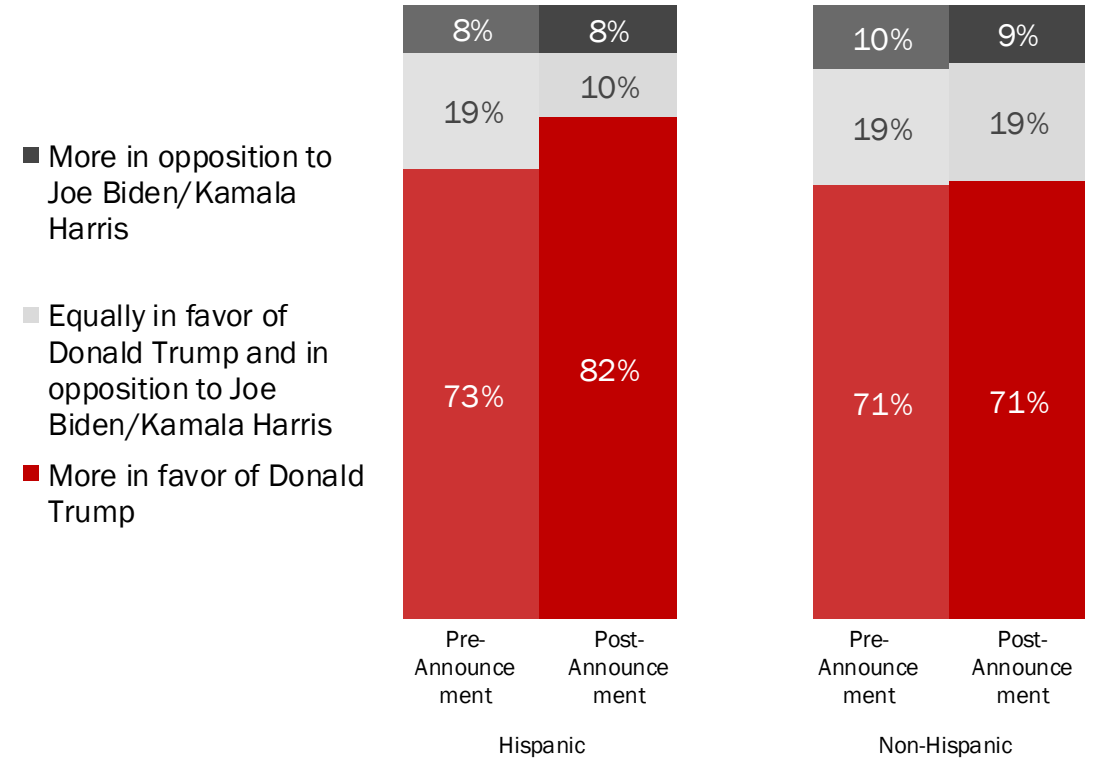- Definitely

Trump Voters Are More Enthusiastic

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

Voting Biden/Harris: Favor Biden/Harris or Oppose Trump

Hispanic

	Pre-Announcement	Post-Announcement
More in opposition to Donald Trump	9%	11%
Equally in favor of Joe Biden/Kamala Harris and in opposition to Donald Trump	25%	23%
(light)	13%	
More in favor of Joe Biden/Kamala Harris	62%	66%

Non-Hispanic

	Pre-Announcement	Post-Announcement
More in opposition to Donald Trump	22%	22%
Equally in favor	26%	24%
More in favor of Joe Biden/Kamala Harris	53%	54%

Legend:
- More in opposition to Donald Trump
- Equally in favor of Joe Biden/Kamala Harris and in opposition to Donald Trump
- More in favor of Joe Biden/Kamala Harris

Voting Trump: Favor Trump or Oppose Biden/Harris

Hispanic

	Pre-Announcement	Post-Announcement
More in opposition to Joe Biden/Kamala Harris	8%	8%
Equally in favor of Donald Trump and in opposition to Joe Biden/Kamala Harris	19%	10%
More in favor of Donald Trump	73%	82%

Non-Hispanic

	Pre-Announcement	Post-Announcement
More in opposition to Joe Biden/Kamala Harris	10%	9%
Equally in favor	19%	19%
More in favor of Donald Trump	71%	71%

Legend:
- More in opposition to Joe Biden/Kamala Harris
- Equally in favor of Donald Trump and in opposition to Joe Biden/Kamala Harris
- More in favor of Donald Trump

Matchup Shift: Biden/Harris vs Trump vs Kennedy

- AFTER ANNOUNCEMENT, DEMOCRATS INCREASED LEAD AMONG HISPANICS (TOP BOX), NON-HISPANICS DECLINED
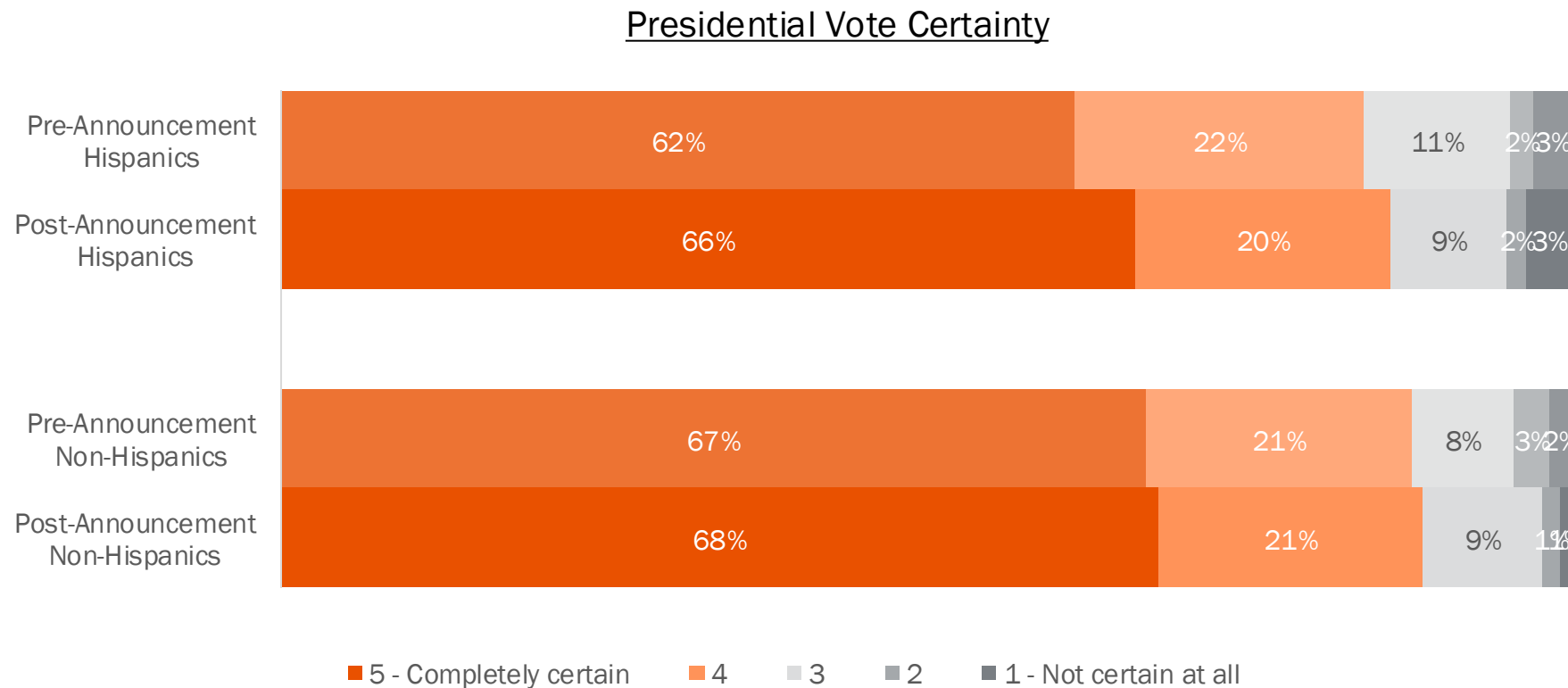## - KENNEDY'S SUPPORT (TOP BOX) DECLINED SLIGHTLY AMONG HISPANICS, NON-HISPANICS FLAT

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

Presidential Matchup

	Definitely Biden/Harris (D)	Probably Biden/Harris (D)	Definitely Donald Trump (R)	Probably Donald Trump (R)	Definitely Robert F. Kennedy, Jr (I)	Probably Robert F. Kennedy, Jr (I)	Someone else	Unsure/I don't know
Pre-Announcement Hispanics	37%	15%	21%	9%	6%	7%	2%	4%
Post-Announcement Hispanics	47%	10%	21%	10%	5%	5%	2%	1%
Pre-Announcement Non-Hispanics	36%	7%	38%	7%	3%	5%	1%	3%
Post-Announcement Non-Hispanics	34%	8%	37%	10%	3%	4%	1%	3%

■ Definitely Biden/Harris (D)   ■ Probably Biden/Harris (D)   ■ Definitely Donald Trump (R)
■ Probably Donald Trump (R)   ■ Definitely Robert F. Kennedy, Jr (I)   ■ Probably Robert F. Kennedy, Jr (I)
■ Someone else   ■ Unsure/I don't know

After announcement, 34% of Hispanics remain not completely certain of candidate choice

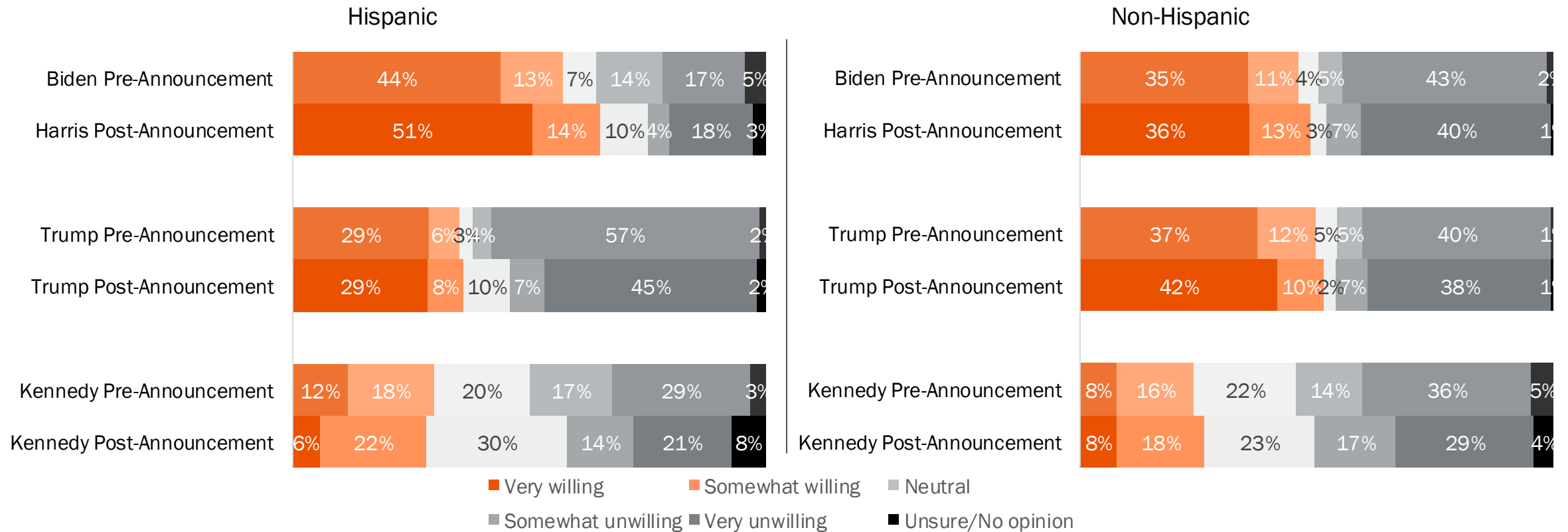*How certain are you that this is the right choice of candidate for you?*

Presidential Vote Certainty

	5 - Completely certain	4	3	2	1 - Not certain at all
Pre-Announcement Hispanics	62%	22%	11%	2%	3%
Post-Announcement Hispanics	66%	20%	9%	2%	3%
Pre-Announcement Non-Hispanics	67%	21%	8%	3%	2%
Post-Announcement Non-Hispanics	68%	21%	9%	1%	1%

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

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Willingness to Vote Top Box:

Hispanics: Harris increases, Trump flat, Kennedy declines
Non-Hispanics: Harris increases, Trump increases, Kennedy flat

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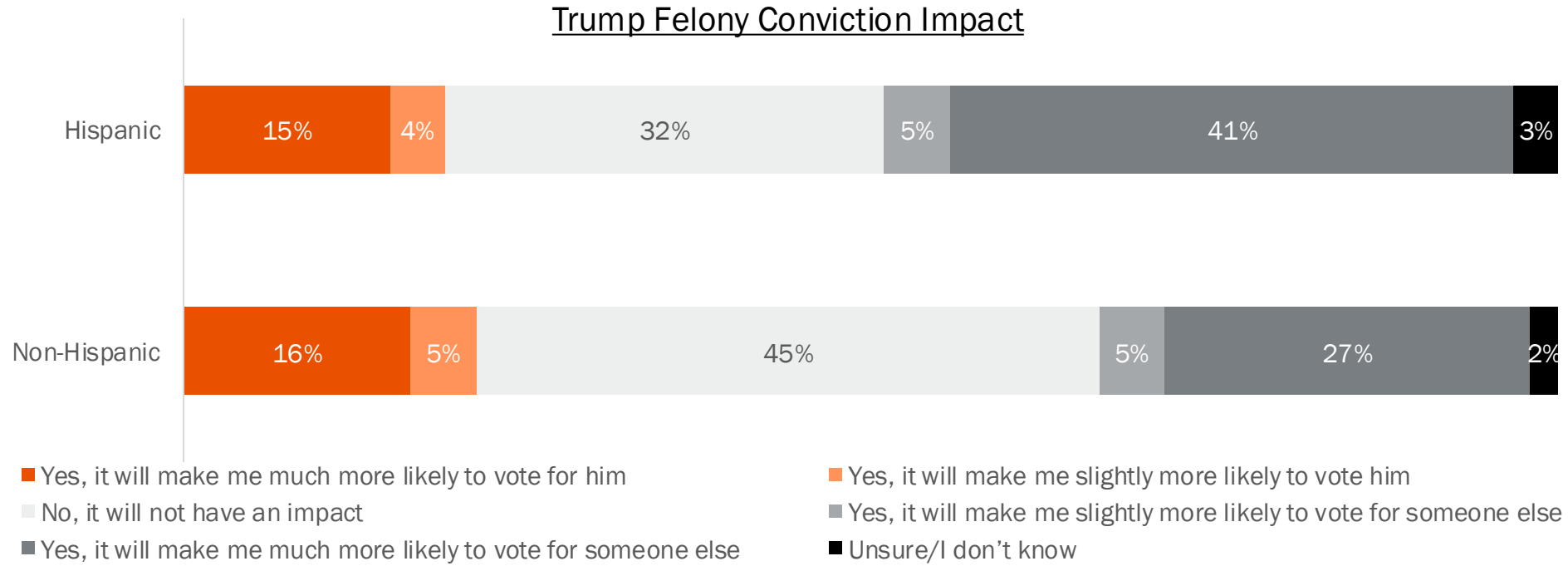
Candidate Vote Willingness

Hispanic

	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Biden Pre-Announcement	44%	13%	7%	14%	17%	5%
Harris Post-Announcement	51%	14%	10%	4%	18%	3%
Trump Pre-Announcement	29%	6%	3%	4%	57%	2%
Trump Post-Announcement	29%	8%	10%	7%	45%	2%
Kennedy Pre-Announcement	12%	18%	20%	17%	29%	3%
Kennedy Post-Announcement	6%	22%	30%	14%	21%	8%

Non-Hispanic

	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Biden Pre-Announcement	35%	11%	4%	5%	43%	2%
Harris Post-Announcement	36%	13%	3%	7%	40%	1%
Trump Pre-Announcement	37%	12%	5%	5%	40%	1%
Trump Post-Announcement	42%	10%	2%	7%	38%	1%
Kennedy Pre-Announcement	8%	16%	22%	14%	36%	5%
Kennedy Post-Announcement	8%	18%	23%	17%	29%	4%

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

Trump Felony Conviction

Thinking again about the upcoming election will Donald Trump's felony convictions in New York affect how you vote?

Trump Felony Conviction Impact

Hispanic
| 15% | 4% | 32% | 5% | 41% | 3% |

Non-Hispanic
| 16% | 5% | 45% | 5% | 27% | 2% |

- 🟧 Yes, it will make me much more likely to vote for him
- 🟧 Yes, it will make me slightly more likely to vote him
- ⬜ No, it will not have an impact
- ⬛ Yes, it will make me slightly more likely to vote for someone else
- ⬛ Yes, it will make me much more likely to vote for someone else
- ⬛ Unsure/I don't know

How much do you agree or disagree with the following statements? [*Trump Conviction*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The jury decision to convict Donald Trump of multiple felonies in New York was correct	61%	18%	48%	36%
The recent felony trial of Donald Trump in New York was conducted fairly	57%	20%	47%	37%

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House of Representatives Vote

- DEMOCRATS FAVORED BY HISPANICS, HIGHER THAN NON-HISPANICS
- 30% OF HISPANICS UP FOR GRABS (26% NOT DEFINITE, 4% 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	50%	15%	11%	18%	1%	4%
Non-Hispanic	37%	10%	12%	35%	1%	4%

- ■ Definitely voting Democratic
- ■ Probably voting Democratic
- ■ Probably voting Republican
- ■ Definitely voting Republican
- ■ Someone else
- ■ Unsure/I don't know
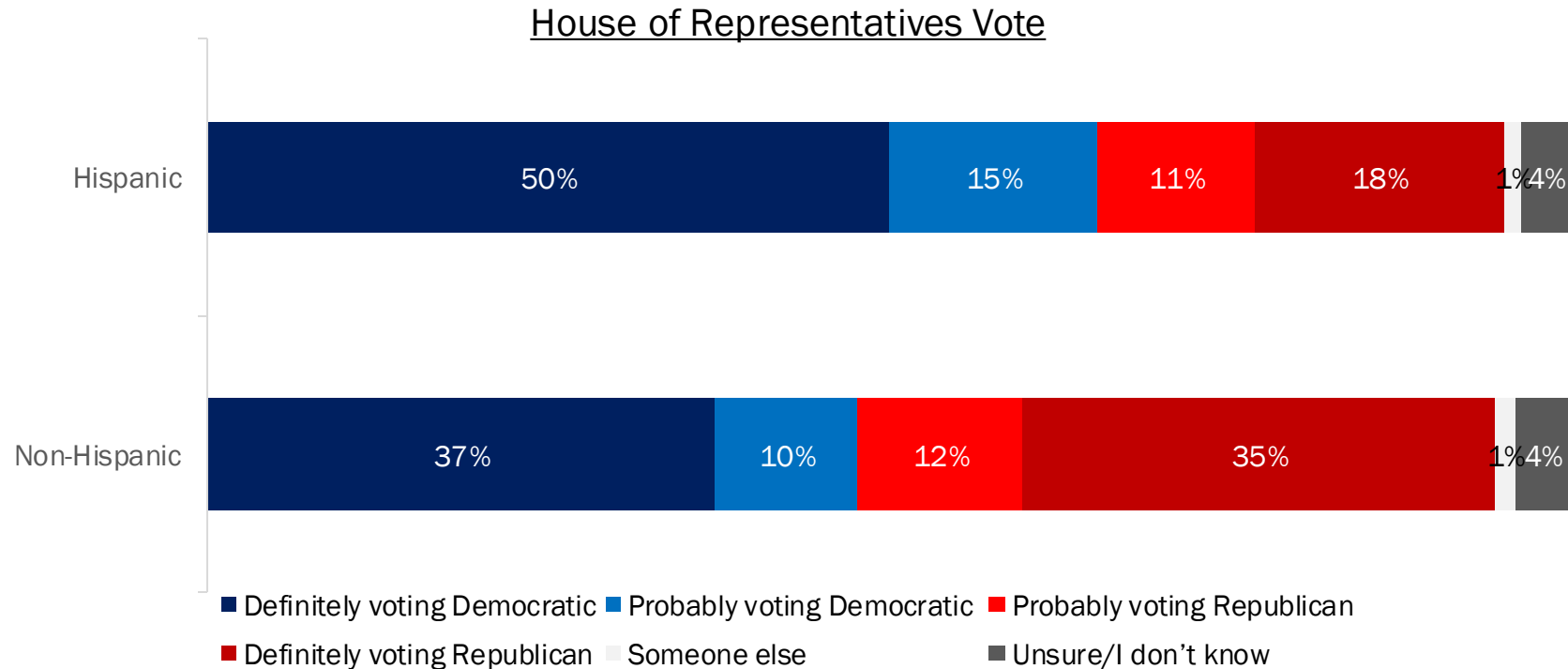
Matchup: Casey vs McCormick

- BOB CASEY JR. LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 37% OF HISPANICS UP FOR GRABS (26% NOT DEFINITE, 11% 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 Jr.	Probably Casey Jr.	Probably McCormick	Definitely McCormick	Someone else	Unsure/I don't know
Hispanic	47%	18%	8%	10%	7%	11%
Non-Hispanic	38%	10%	13%	29%	1%	10%

■ Definitely Casey Jr.   ■ Probably Casey Jr.   ■ Probably McCormick
■ Definitely McCormick   ■ Someone else   ■ Unsure/I don't know

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

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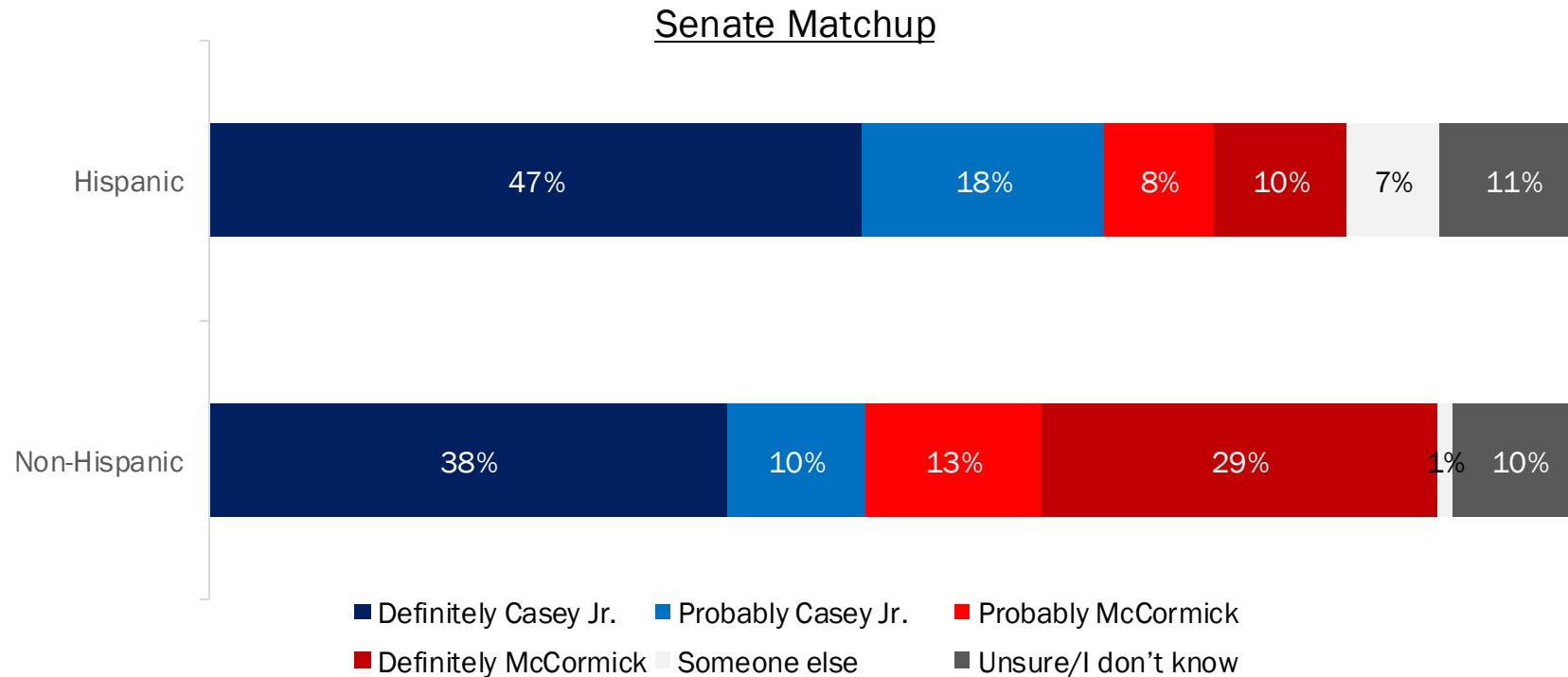
Candidate Support Among Hispanics

- McCORMICK'S STRONGEST SUPPORT AMONG 18-34 ADULTS
- CASEY'S STRONGEST SUPPORT AMONG 35+ ADULTS

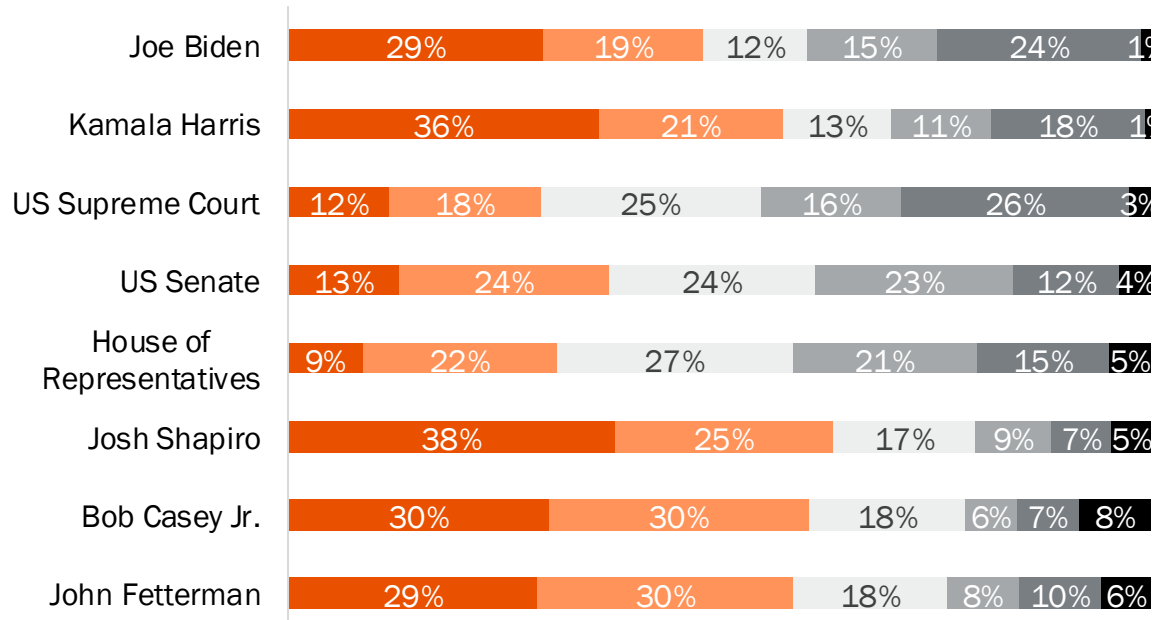*If the 2024 election for United States Senator from Pennsylvania were being held today, and the candidates were Bob Casey Jr. (Democrat) & David McCormick (Republican), for whom would you vote?*

Senate Matchup

Men
- Casey Jr.: 68% (19% / 49%)
- McCormick: 20% (12% / 9%)

Women
- Casey Jr.: 62% (17% / 46%)
- McCormick: 15% (4% / 10%)

18-34
- Casey Jr.: 53% (23% / 30%)
- McCormick: 24% (10% / 14%)

35+
- Casey Jr.: 70% (15% / 55%)
- McCormick: 15% (7% / 8%)

Married
- Casey Jr.: 69% (17% / 52%)
- McCormick: 18% (8% / 10%)

Children in HH
- Casey Jr.: 65% (15% / 49%)
- McCormick: 21% (11% / 10%)

Total Support
- Probably
- Definitely

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16
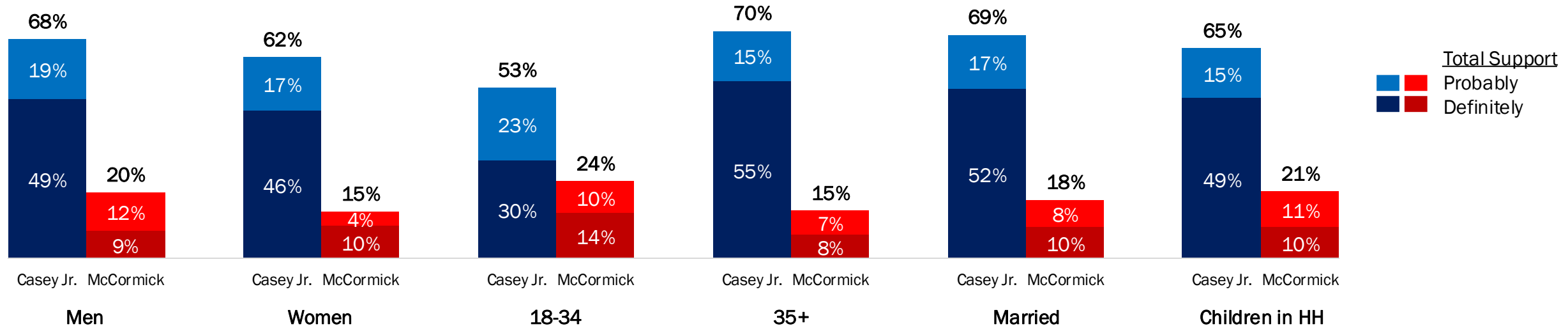
39% of Hispanics Not Completely Certain About Their Vote for Senator

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	61%	22%	15%	1%	1%
Non-Hispanic	67%	21%	10%	2%	1%

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

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17
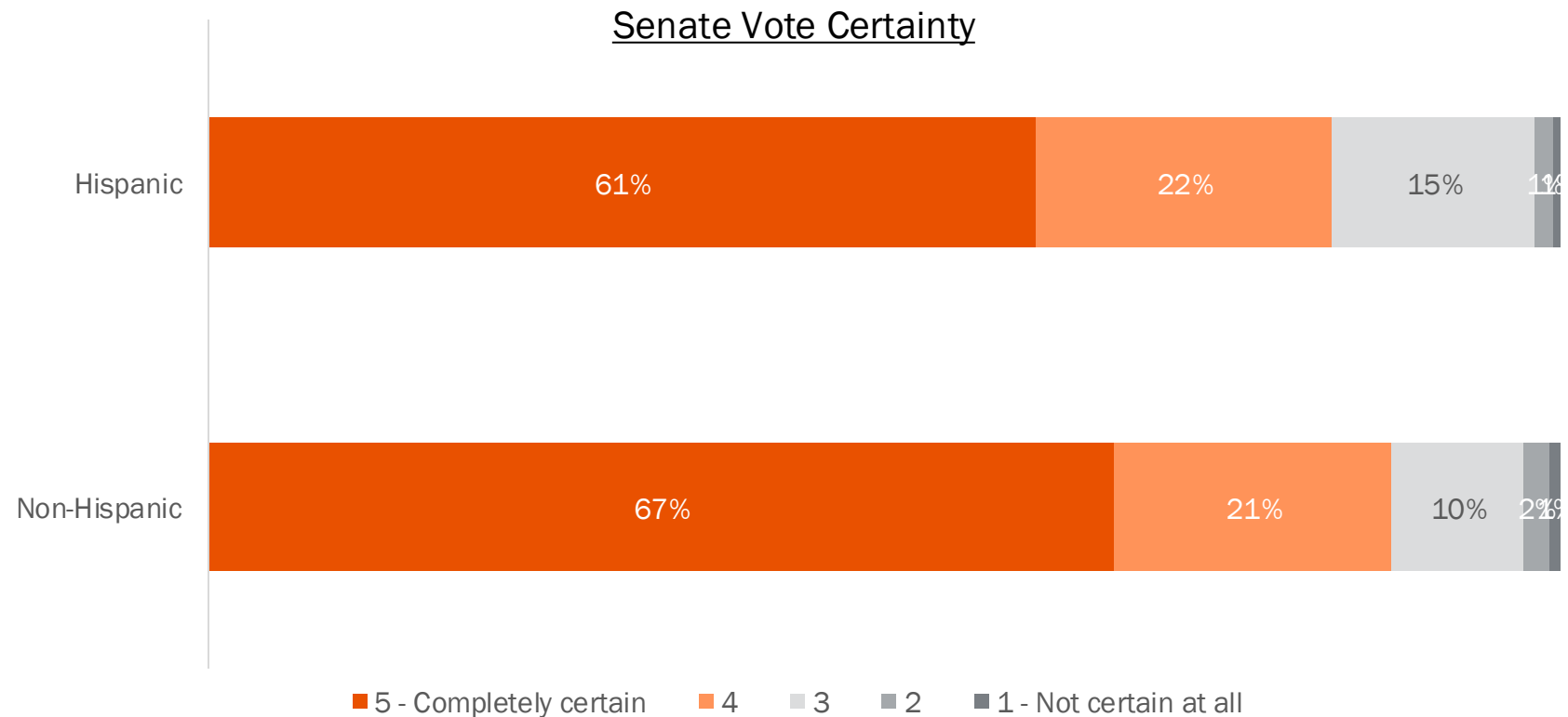
Willingness to Vote for Candidates in General Election

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)
| 49% | 21% | 11% | 6% | 8% | 6% |

David McCormick (R)
| 12% | 11% | 17% | 12% | 41% | 6% |

Non-Hispanic

Bob Casey Jr. (D)
| 39% | 14% | 9% | 10% | 24% | 4% |

David McCormick (R)
| 29% | 15% | 11% | 8% | 33% | 4% |

Legend:
- Very willing
- Somewhat willing
- Neutral
- Somewhat unwilling
- Very unwilling
- Unsure/No opinion
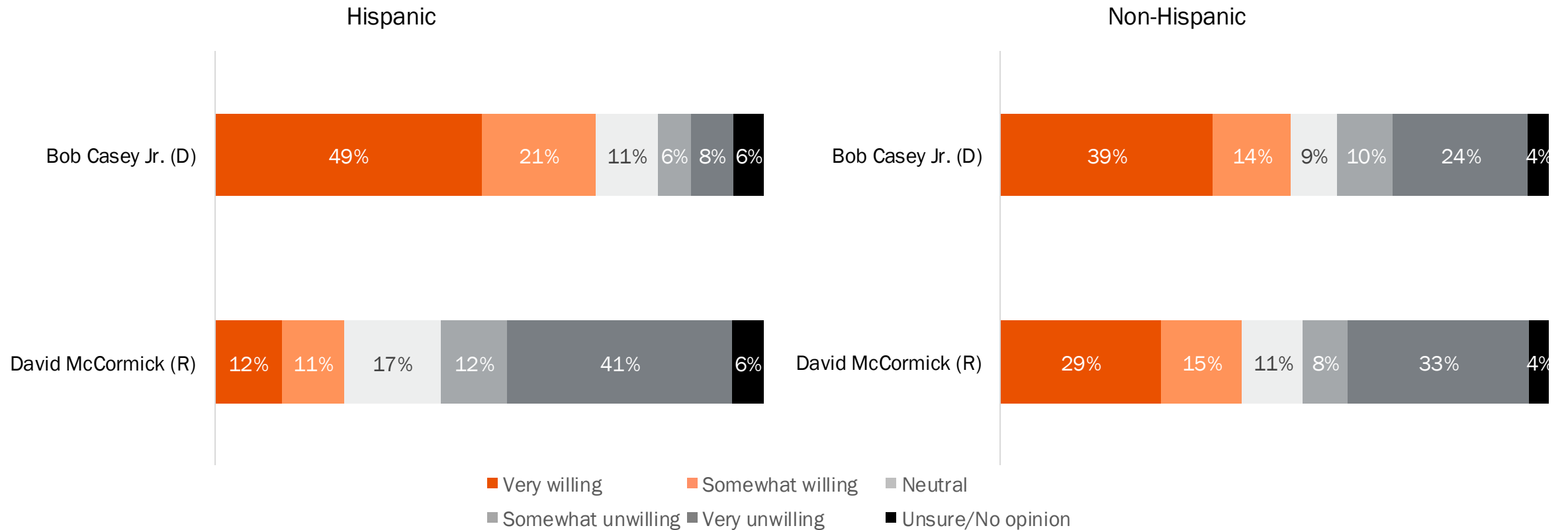
Hispanics More Likely than Non-Hispanics to be Crossover Voters This Election

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

Hispanic
| 29% | 14% | 17% | 7% | 26% | 1% 5% |

43%

Non-Hispanic
| 15% | 12% | 15% | 12% | 40% | 1% 6% |

27%

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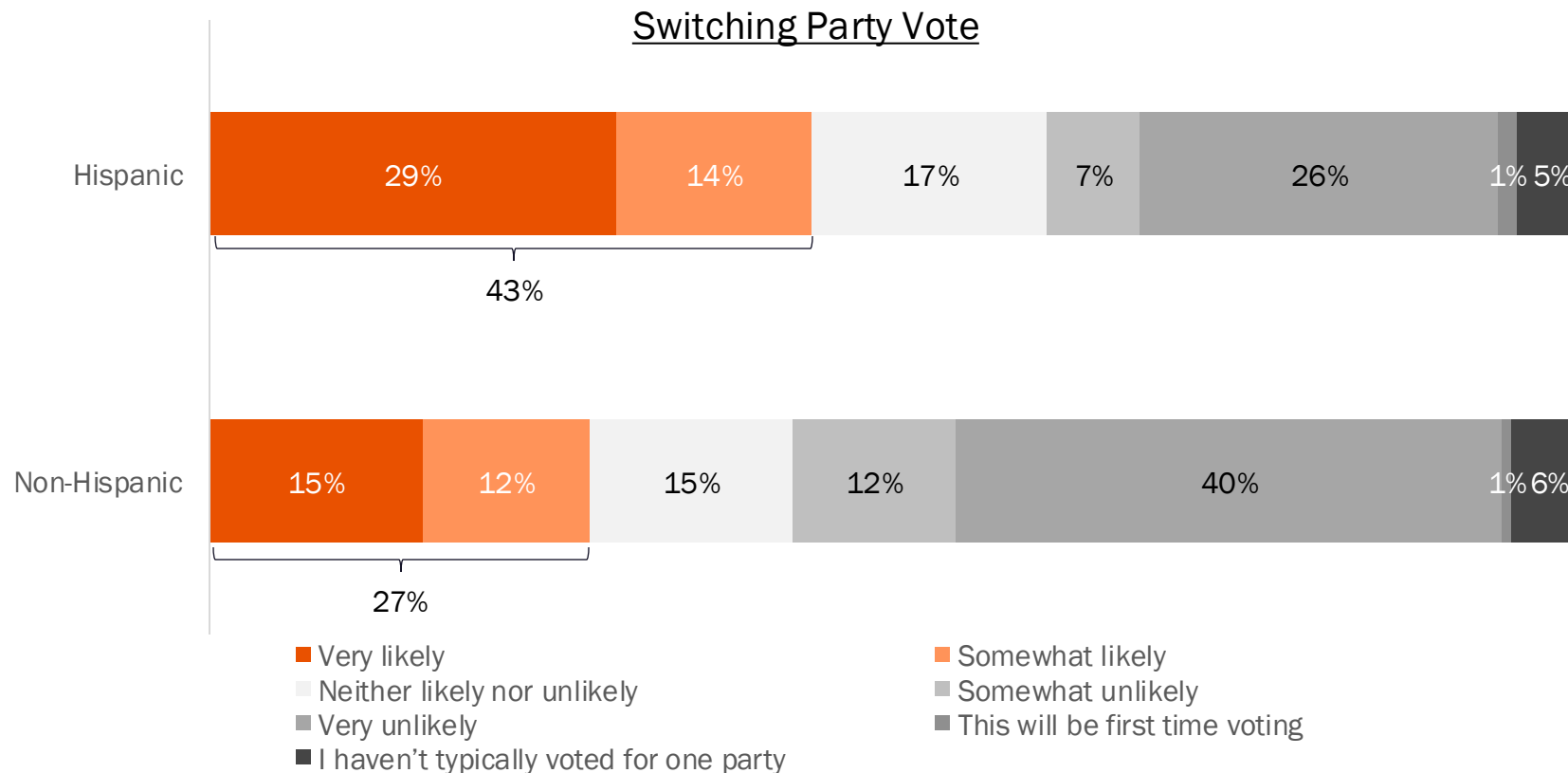
Favorability & Job Approval
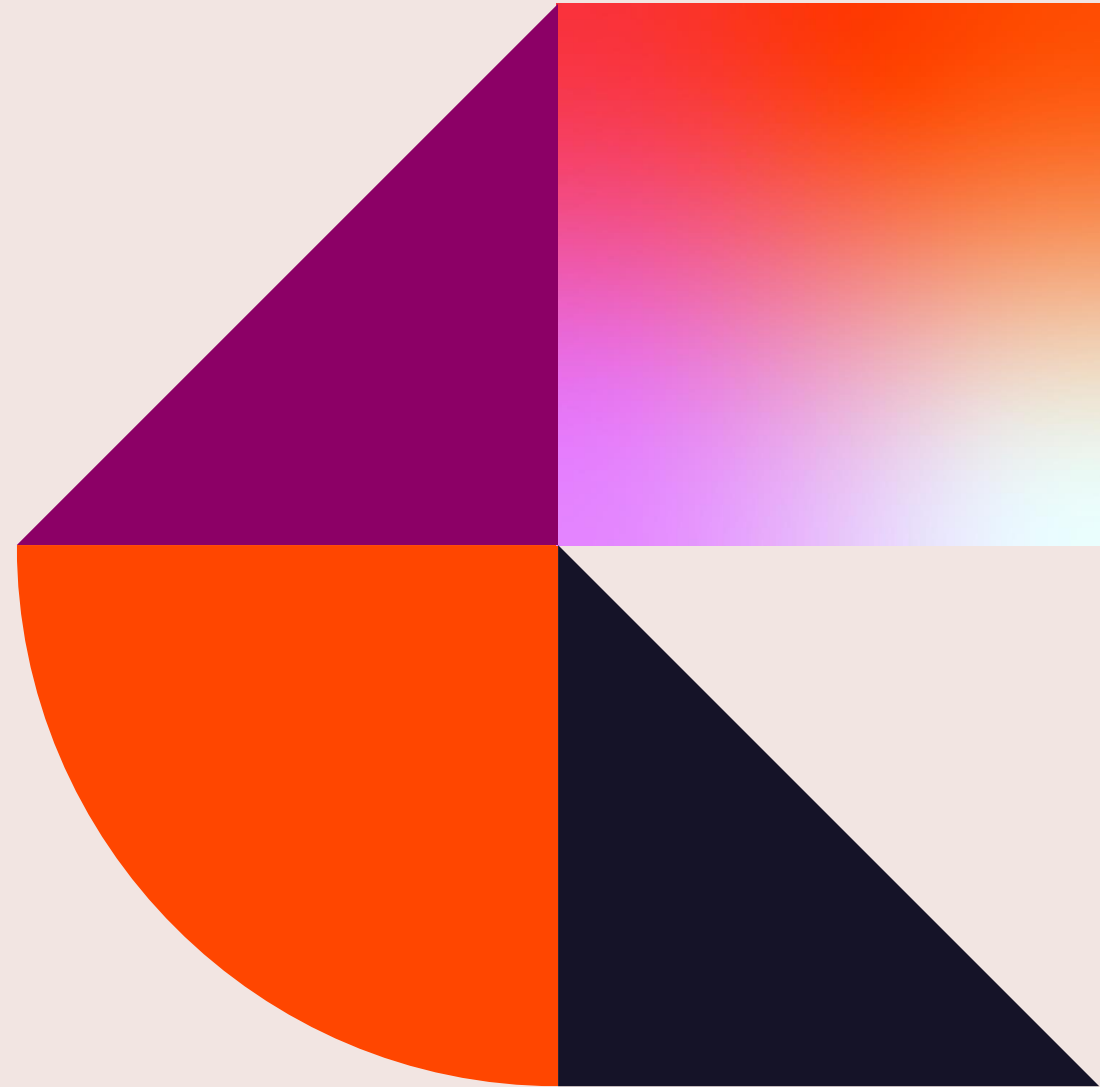
Favorability

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

Favorability

Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Kamala Harris (D)	42%	24%	5%	10%	17%	1%
The Democratic Party	40%	28%	7%	12%	11%	2%
Josh Shapiro (D)	40%	25%	14%	11%	7%	2%
Bob Casey Jr. (D)	36%	27%	16%	11%	6%	3%
Joe Biden (D)	36%	21%	7%	14%	20%	1%
John Fetterman (D)	29%	30%	20%	10%	9%	3%
Donald Trump (R)	22%	12%	5%	9%	49%	2%
US Supreme Court	19%	24%	21%	17%	19%	1%
The Republican Party	15%	14%	11%	16%	42%	2%
Robert F. Kennedy Jr. (I)	10%	26%	25%	13%	22%	4%
J.D. Vance (R)	9%	10%	23%	14%	37%	7%
David McCormick (R)	8%	15%	21%	16%	36%	4%

Non-Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Kamala Harris (D)	28%	17%	4%	8%	41%	1%
The Democratic Party	25%	21%	6%	15%	32%	1%
Josh Shapiro (D)	34%	22%	10%	14%	18%	1%
Bob Casey Jr. (D)	28%	22%	11%	13%	24%	1%
Joe Biden (D)	25%	19%	2%	11%	42%	1%
John Fetterman (D)	23%	23%	13%	17%	22%	1%
Donald Trump (R)	35%	13%	2%	8%	40%	1%
US Supreme Court	20%	28%	13%	18%	20%	1%
The Republican Party	25%	22%	6%	13%	33%	1%
Robert F. Kennedy Jr. (I)	8%	24%	22%	20%	24%	1%
J.D. Vance (R)	22%	17%	17%	9%	27%	8%
David McCormick (R)	18%	24%	13%	13%	30%	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

Joe Biden	29%	19%	12%	15%	24%	1%
Kamala Harris	36%	21%	13%	11%	18%	1%
US Supreme Court	12%	18%	25%	16%	26%	3%
US Senate	13%	24%	24%	23%	12%	4%
House of Representatives	9%	22%	27%	21%	15%	5%
Josh Shapiro	38%	25%	17%	9%	7%	5%
Bob Casey Jr.	30%	30%	18%	6%	7%	8%
John Fetterman	29%	30%	18%	8%	10%	6%

Non-Hispanic

Joe Biden	22%	19%	6%	10%	43%	1%
Kamala Harris	24%	17%	9%	7%	42%	2%
US Supreme Court	14%	20%	22%	17%	26%	2%
US Senate	7%	22%	22%	25%	20%	3%
House of Representatives	9%	22%	27%	23%	15%	4%
Josh Shapiro	33%	21%	12%	13%	17%	3%
Bob Casey Jr.	26%	23%	13%	12%	21%	5%
John Fetterman	22%	24%	14%	15%	21%	4%

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

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The Issues

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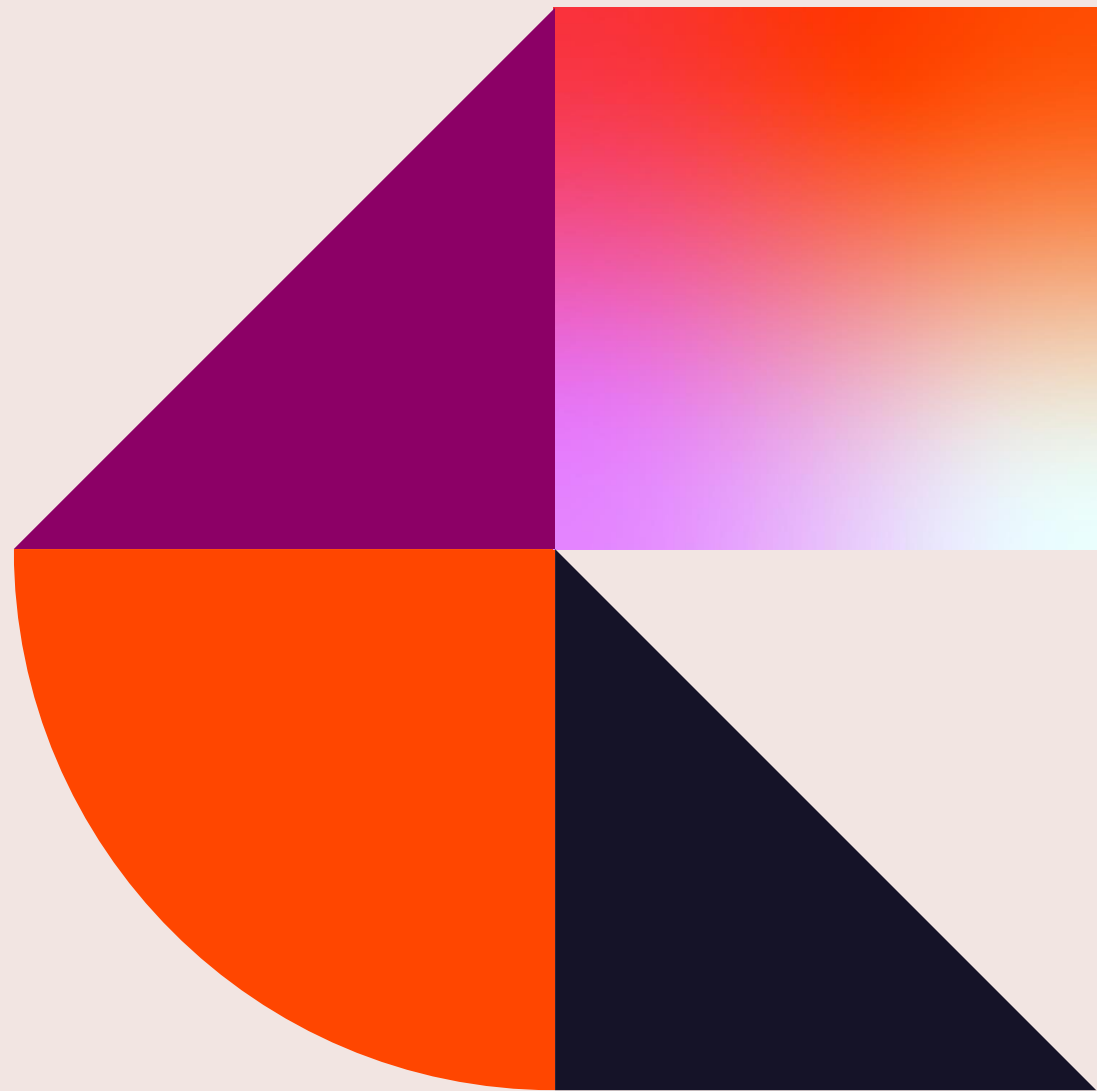
Cost of Living, Inflation, Social Security Top Issues for Hispanics

- AFFORDABLE HOUSING, EDUCATION 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	82%	77%	Infrastructure, such as roads and public transportation	45%	38%
Inflation	74%	74%	Gun rights / 2nd amendment	42%	47%
Social security / Medicare	70%	63%	Strengthening law enforcement	42%	45%
Economy / jobs	68%	65%	Immigration	41%	52%
Healthcare	67%	63%	Race relations	40%	30%
Affordable housing	67%	50%	Border security	40%	55%
Education	60%	46%	Energy policy	40%	36%
Crime and public safety	59%	56%	Police reform	38%	29%
Entitlements / social services reform (Medicare, welfare, etc.)	59%	50%	Defense / military	37%	45%
Taxes	58%	59%	LGBTQ rights	36%	22%
Gun control	57%	46%	Foreign policy	32%	36%
Climate change	54%	37%	Russia / Ukraine war	30%	28%
Abortion	51%	45%	U.S. relationship with China	30%	32%
Opioids / drug abuse	49%	40%	Culture wars	30%	20%
Government spending / deficit	48%	47%	Israel/Hamas War	29%	28%

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Top Issues by Hispanic Voter Type

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

Top 10 Issues Among Definitely Biden/Harris Voters	% Hispanic Top Box
Cost of living	84%
Healthcare	74%
Inflation	73%
Social security / Medicare	71%
Climate change	70%
Economy / jobs	67%
Gun control	66%
Affordable housing	66%
Entitlements / social services reform (Medicare, welfare, etc.)	66%
Abortion	63%

Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	74%
Affordable housing	69%
Social security / Medicare	69%
Inflation	66%
Economy / jobs	60%
Crime and public safety	58%
Healthcare	58%
Education	57%
Entitlements / social services reform (Medicare, welfare, etc.)	54%
Gun control	54%

Top 10 Issues Among Definitely Trump Voters	% Hispanic Top Box
Cost of living	90%
Inflation	85%
Economy / jobs	80%
Taxes	68%
Social security / Medicare	67%
Healthcare	65%
Government spending / deficit	64%
Crime and public safety	63%
Affordable housing	62%
Border security	59%

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55% of All Hispanics Said There Was One Specific Issue That Will Determine Who They Vote For

Thinking again about the issues, is there one specific issue that will determine who you will vote for?

Determining Issue

55%
Hispanic

38%
Non-Hispanic

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

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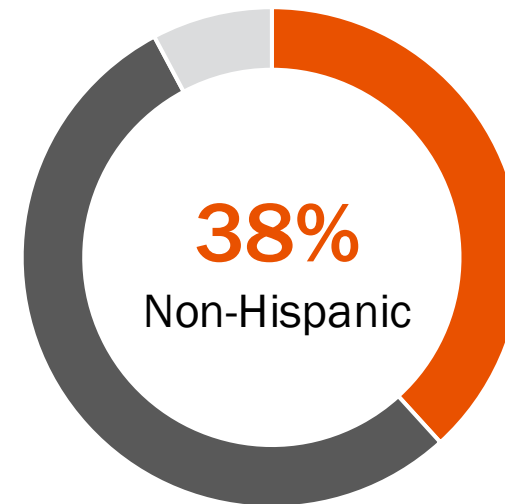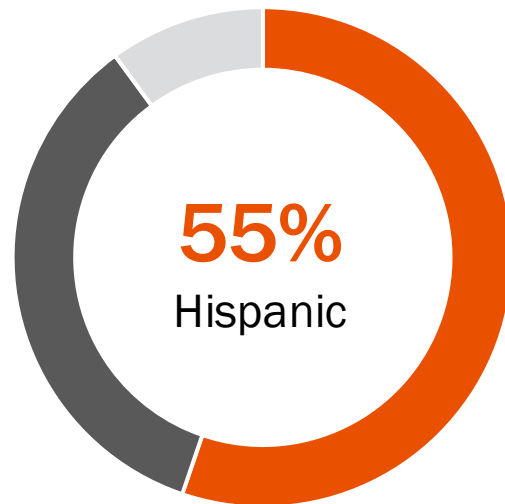
Issues That Will Determine Who They Vote For
- ABORTION MOST IMPORTANT TO HISPANICS

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

Top 10 Determining Issues

	Hispanic	Non-Hispanic
Abortion	20%	15%
Social security / Medicare	11%	6%
Cost of living	11%	8%
Inflation	8%	13%
Economy / jobs	8%	4%
Affordable housing	5%	2%
Crime and public safety	5%	2%
Immigration	4%	7%
Education	4%	1%
Climate change	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
Entitlements Reform	63%	23%	48%	37%
Healthcare	63%	25%	47%	36%
Abortion	63%	22%	50%	33%
Social Security	62%	26%	48%	38%
Climate Change	61%	21%	49%	29%
Education	60%	23%	45%	37%
Energy Policy	56%	24%	44%	39%
Cost of Living	55%	31%	41%	47%
Economy / jobs	54%	31%	43%	45%
Inflation	52%	30%	40%	45%

Party Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Democrat Top2Box	**Republican** Top2Box	**Democrat** Top2Box	**Republican** Top2Box
Opioids	52%	23%	42%	38%
Taxes	52%	34%	39%	44%
Crime and public safety	51%	31%	40%	46%
Foreign policy	50%	29%	40%	45%
Gov spending	49%	31%	39%	43%
Defense	47%	36%	38%	47%
Immigration	47%	38%	36%	52%
National Security	47%	35%	38%	48%
Border Security	44%	39%	34%	54%

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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, Joe Biden or Donald Trump?

	Hispanic		Non-Hispanic	
	Biden/Harris Top2Box	**Trump** Top2Box	**Biden/Harris** Top2Box	**Trump** Top2Box
Climate Change	49%	27%	33%	43%
Abortion	49%	31%	34%	45%
Entitlements Reform	48%	37%	31%	50%
Healthcare	47%	34%	32%	53%
Social Security	46%	37%	32%	51%
Education	46%	36%	32%	49%
Opioids	40%	30%	26%	51%
Cost of Living	38%	45%	27%	61%
Energy policy	38%	34%	29%	54%
Taxes	37%	45%	26%	58%

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, Joe Biden or Donald Trump?

	Hispanic		Non-Hispanic	
	Biden/Harris Top2Box	**Trump** Top2Box	**Biden/Harris** Top2Box	**Trump** Top2Box
Foreign policy	37%	42%	26%	60%
Inflation	36%	49%	26%	61%
Economy / jobs	35%	45%	26%	62%
Crime and public safety	34%	46%	25%	60%
National Security	34%	45%	26%	63%
Gov spending	33%	42%	23%	57%
Defense	31%	48%	25%	62%
Immigration	31%	51%	23%	66%
Border Security	29%	55%	21%	66%

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ECONOMY

67% 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	13%	21%	38%	29%
Non-Hispanic	5%	28%	37%	29%

■ Excellent ■ Good ■ Fair ■ Poor

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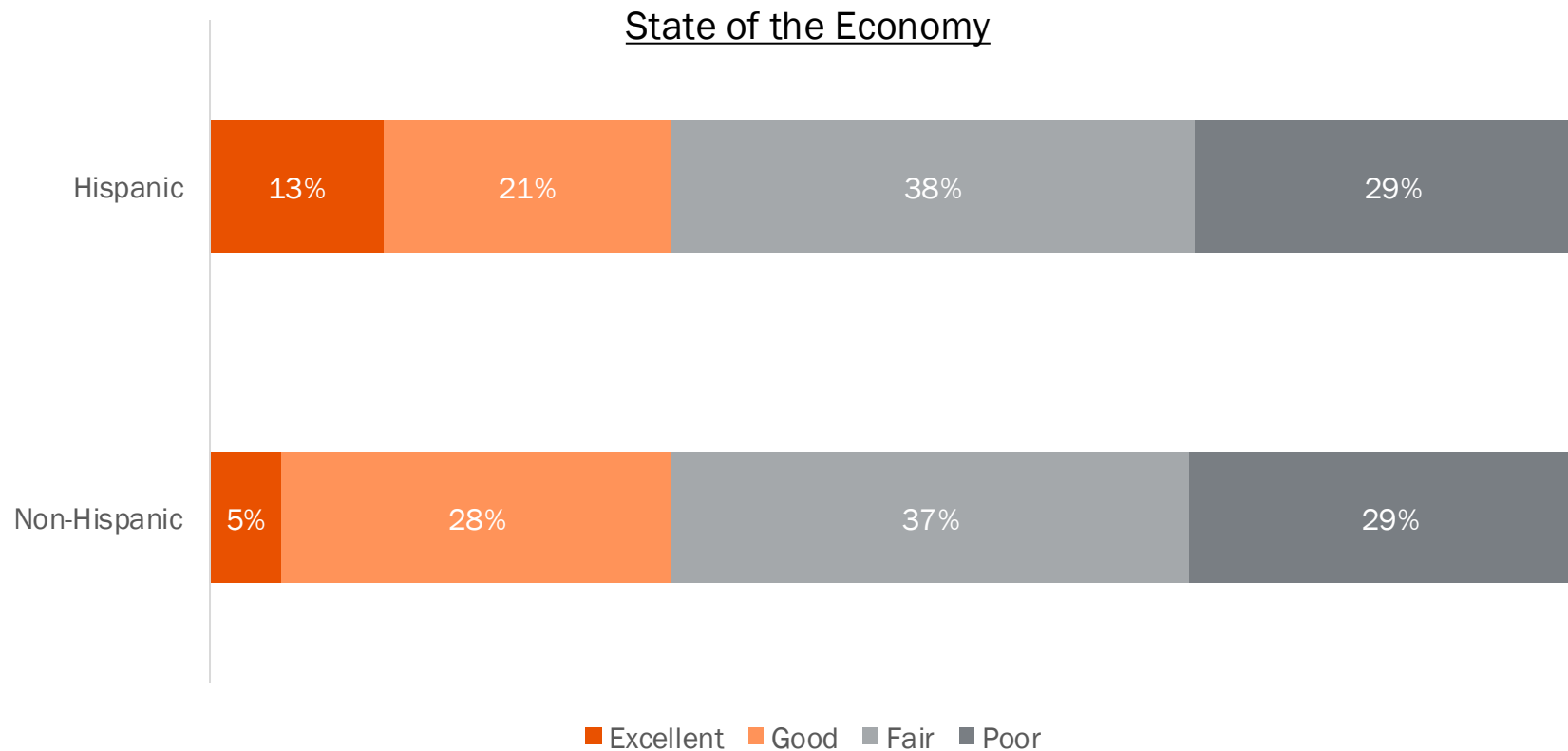
23% of Hispanic Voters Believe the Economy Will Get Worse

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: 15% | 22% | 34% | 15% | 8% | 6%

Non-Hispanic: 11% | 21% | 34% | 17% | 11% | 7%

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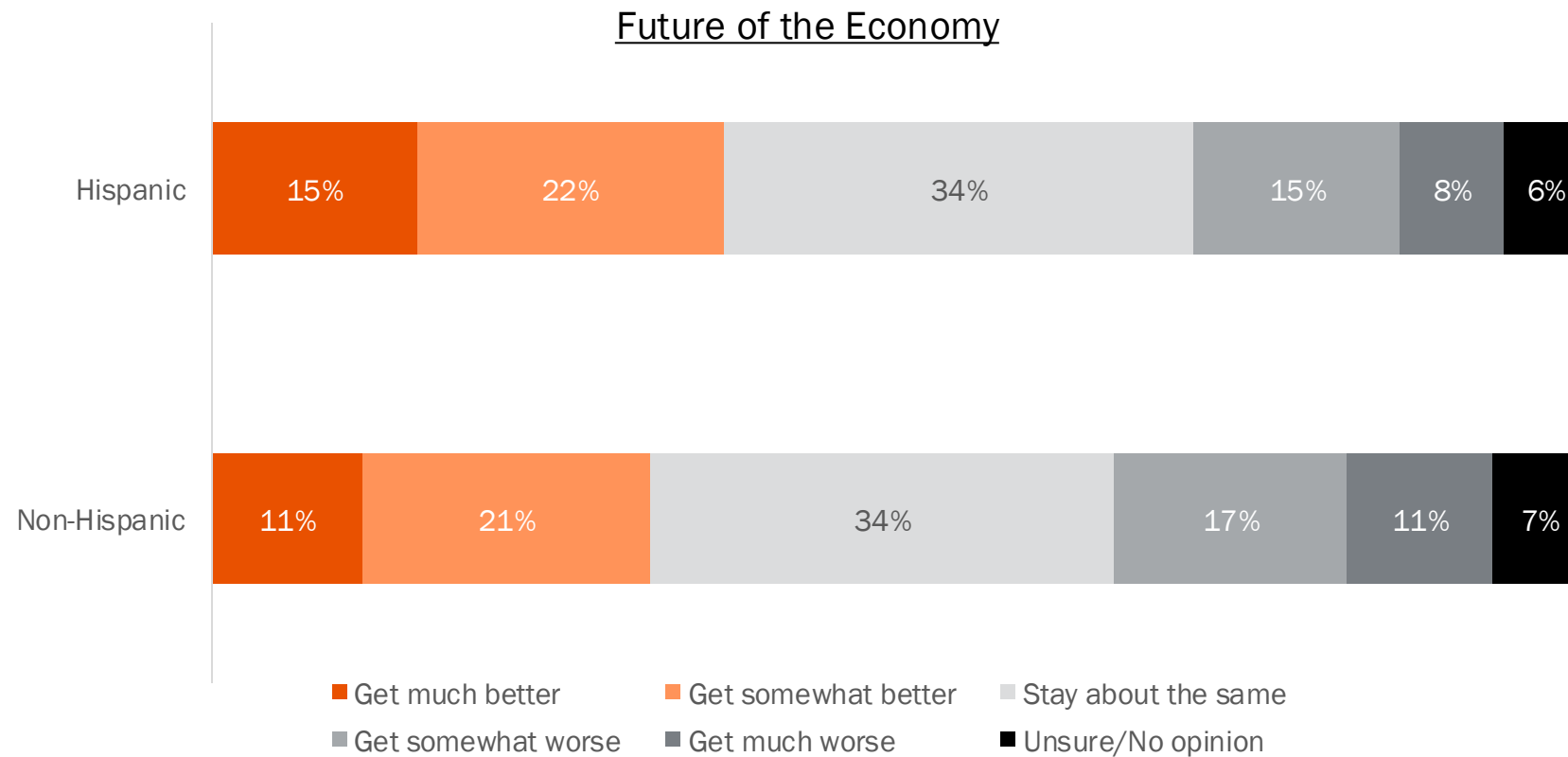
Economy

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	75%	6%	82%	7%
Inflation is putting a significant strain on my budget	74%	11%	77%	12%
I am concerned about the U.S. federal government's spending and deficit	67%	14%	75%	8%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	66%	9%	62%	8%
The price of gas is putting a strain on my finances	63%	17%	64%	18%
My personal economic situation has become worse in the last year	61%	18%	60%	22%
I expect my personal economic situation to get better in the next few years	60%	16%	48%	23%
I have taken, or am considering taking, a second job in order to maintain my standard of living	58%	21%	44%	36%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	55%	27%	42%	35%
Home ownership is still within reach for most people	36%	41%	25%	56%
I feel that jobs are getting easier to find	34%	43%	35%	37%

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 July 2024

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PUBLIC HEALTH & HEALTHCARE

Public Health & Healthcare

How much do you agree or disagree with the following statements? [*Public Health & Healthcare*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Mental health issues are a growing problem for people in the United States	81%	4%	84%	4%
Drug abuse is a serious public health issue in the United States	77%	7%	84%	5%
I am generally satisfied with my healthcare coverage	66%	15%	71%	14%
Medicaid and Medicare are working well now	52%	18%	50%	23%
The cost of prescription drugs is a financial problem for me	46%	26%	39%	38%
The cost of my health care and insurance is reasonable	46%	31%	49%	33%

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 July 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	58%	13%	53%	19%
Abortion laws should be created by state governments, not by the federal government	41%	25%	49%	28%

Abortion Policy *Thinking about abortion policy and laws, which of the following comes closest to your view?*	Hispanic	Non-Hispanic
Abortion should be legal only in the case of rape, incest or when the mother's life is in danger	32%	32%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	17%	12%
Abortion should be legal at any time during pregnancy	12%	18%
Abortion should be illegal in all cases	9%	10%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	7%	4%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	7%	8%
Abortion should be legal only in the first 15 weeks of pregnancy	6%	9%
Other	1%	2%
Unsure/I don't know	9%	7%

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	83%	4%	88%	3%
Crime is a growing problem in the United States	72%	7%	80%	8%
I believe that stricter gun control laws would reduce crime	66%	17%	50%	33%
Homelessness is a serious problem in my neighborhood	59%	22%	40%	39%
Crime is a growing problem where I live	56%	24%	46%	32%
I feel less safe in my everyday life than I did a year ago	55%	28%	48%	32%
Police departments in the United States are understaffed	54%	15%	72%	9%

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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	52%	17%	63%	18%
Government authorities have become too lenient on criminals	52%	23%	61%	18%
Children in my community are generally safe at the schools they attend	49%	29%	61%	17%
My Police Department is understaffed	48%	17%	49%	17%
Government authorities are doing a good job protecting businesses near where I live and shop	45%	22%	47%	18%
Government authorities are doing a good job combating crime in my neighborhood	42%	30%	45%	24%
My local government should significantly reduce the resources and budgets for police	34%	40%	21%	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 July 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
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	65%	12%	73%	11%
All migrants who want to enter the United States should be fully vetted first	64%	9%	75%	7%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	64%	11%	74%	12%
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	63%	18%	56%	26%
There are too many undocumented immigrants crossing the border into the United States	60%	12%	72%	11%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	59%	16%	74%	12%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	58%	16%	72%	10%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	56%	9%	65%	10%
Local law enforcement should be able to detain undocumented migrants	53%	23%	70%	13%

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 July 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 arrival of migrants has made the affordable housing problem worse	52%	20%	61%	18%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	52%	21%	36%	43%
The United States military should be used to secure the southern border	50%	26%	62%	19%
It feels like migrants are being treated better than most Americans	49%	30%	63%	23%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	49%	31%	33%	51%
The rules that I have to live by don't seem to apply to migrants	47%	24%	63%	20%
The Biden administration is primarily responsible for the situation at the southern border	46%	31%	54%	30%
We should reform immigration laws to give higher priority to people with needed skills and education	46%	16%	53%	16%
The resettling of all the migrants will, in the long-run, benefit the United States	45%	23%	32%	40%

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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 U.S. should complete the construction of a wall on the southern border of the U.S.	44%	35%	60%	24%
Undocumented migrants will take jobs away from poorer and working-class Americans	43%	33%	59%	25%
There are too many undocumented migrants coming to my state	43%	29%	56%	20%
Most undocumented migrants who entered the U.S. over the last few years should be deported	42%	29%	57%	21%
I support the way the Biden Administration is managing the southern border	42%	35%	29%	53%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	41%	42%	51%	35%
Undocumented migrants have increased crime in my state	39%	30%	46%	25%
I support the way my state and local officials are handling the migrant issue	37%	23%	30%	32%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	35%	29%	21%	49%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	32%	40%	17%	64%

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 July 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 very big threat to the planet	74%	9%	59%	25%
Climate change is a result of human activity	73%	8%	59%	19%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	59%	20%	41%	37%
Governments should create policies that encourage oil and gas production in the U.S.	53%	22%	62%	15%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	52%	15%	39%	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%	32%	35%	45%
Government regulation and action on climate change is hurting the economy	46%	23%	46%	24%

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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	61%	15%	52%	32%
The federal government of the United States has become too intrusive in the lives of Americans	56%	14%	59%	16%
The FBI has become politicized in its investigations	52%	17%	59%	15%
The United States Justice Department has become politicized in its prosecutions	52%	15%	57%	16%
The federal government of the United States is too big and powerful	51%	21%	56%	17%
I am confident that Social Security and Medicare benefits, that are similar to those of current retirees, will be available in the future to younger generations	45%	26%	32%	43%
I want the next president to shrink the size of the federal government	38%	24%	50%	17%

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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	73%	5%	60%	15%
I support the Biden Administration's efforts to forgive student loans	63%	19%	46%	42%
China represents the most serious economic and geo-political threat to the United States	61%	10%	67%	9%
The U.S. government should spend less money supporting the war in Ukraine	53%	20%	53%	23%
The government should ban social media, like Facebook and TikTok, from being used by children	53%	22%	50%	29%
I think that the United States spends too much on defense and the military	51%	26%	31%	47%
Iran is the primary destabilizing force in the Middle East	44%	13%	49%	9%
I support the way the Biden Administration is dealing with the Israel-Hamas war	37%	30%	30%	47%
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	37%	33%	35%	30%
Student loans should not be forgiven and paid for by taxpayers	35%	39%	50%	32%
The United State should increase the amount of military aid it sends to Israel	30%	42%	32%	39%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	27%	47%	22%	54%

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 July 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	66%	11%	74%	8%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	65%	10%	63%	13%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	62%	10%	58%	13%
Social media, like Facebook and TikTok, does more harm than good	49%	21%	52%	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 July 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	78%	8%	87%	3%
More emphasis should be placed on trade schools	67%	2%	72%	6%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	65%	10%	60%	15%
College is no longer worth the cost for most students	61%	13%	67%	14%
Parents should have a say in what is taught to their children in public schools	61%	18%	65%	16%
The public schools in my neighborhood are good	50%	26%	60%	18%
The public school system is working well in my state	45%	31%	44%	28%
Public schools where I live are better than they were before the pandemic	34%	31%	23%	32%
Colleges and universities should be allowed to use race in admissions decisions	31%	50%	18%	61%
The federal government's Department of Education should be eliminated	28%	45%	28%	47%

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

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Information Sources & Language Preferences
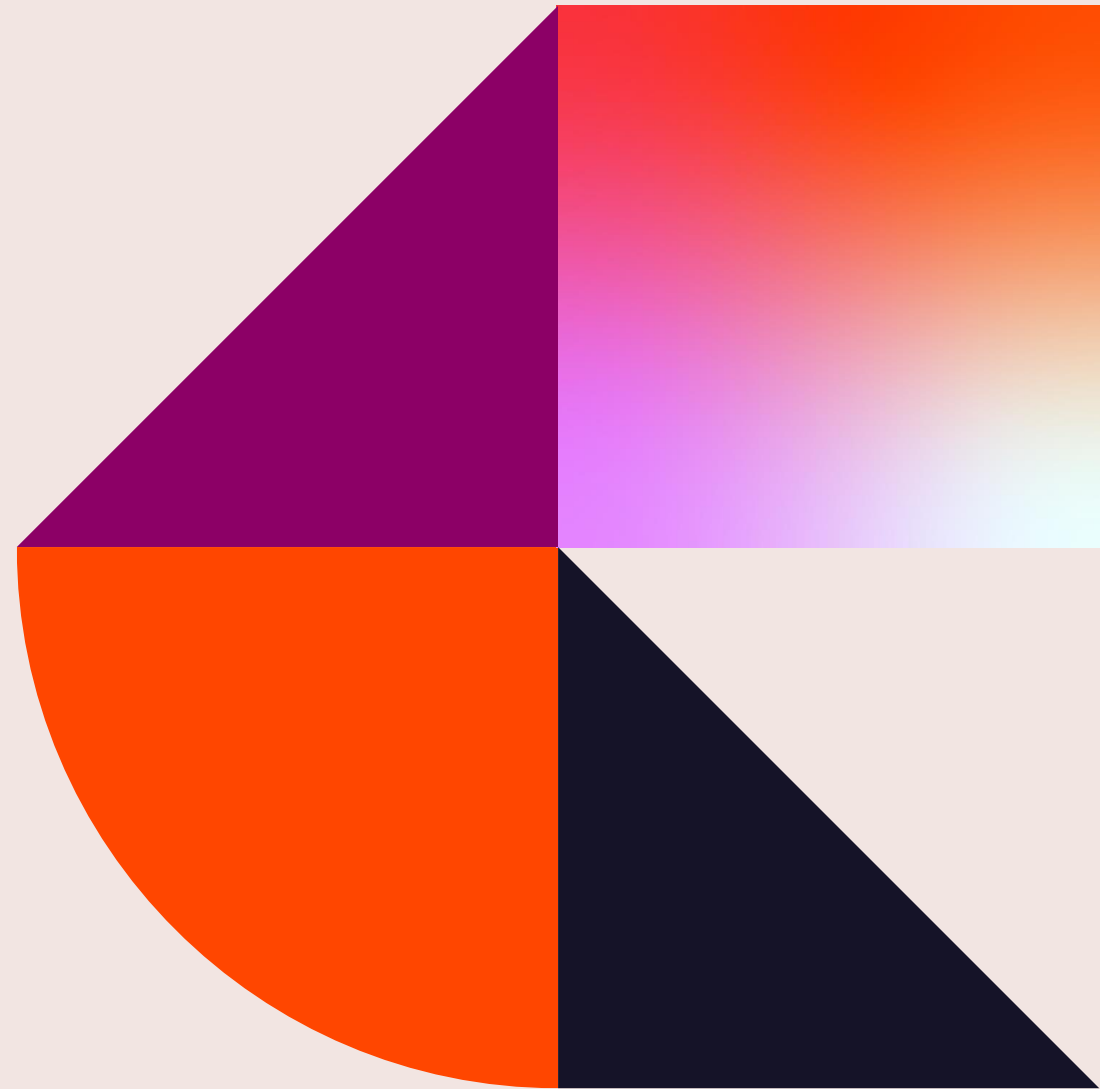
YouTube, Local TV, Facebook and National TV Most Heavily Used Political Information Sources by Hispanics
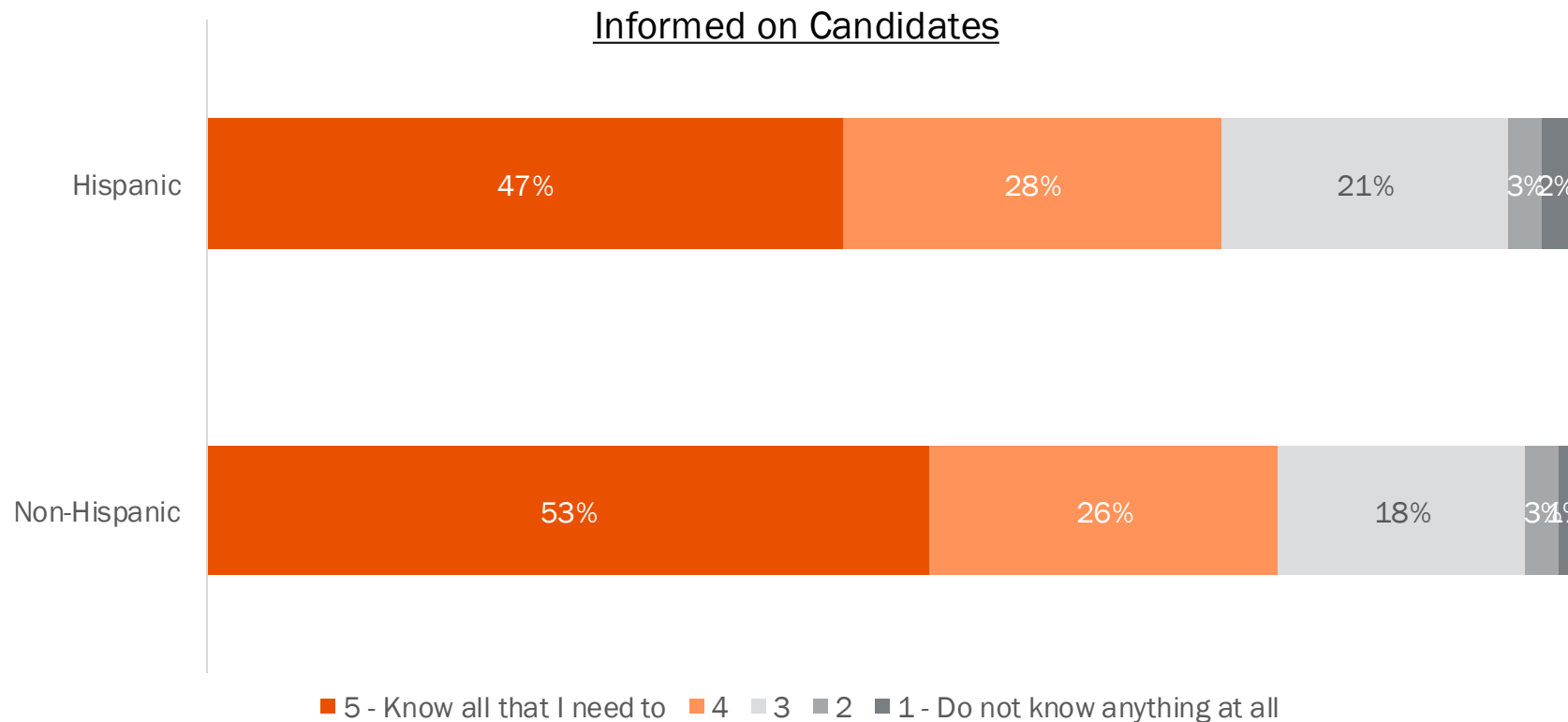
Which of the following sources are you currently using to follow developing political issues? Select all that apply.

Information Sources

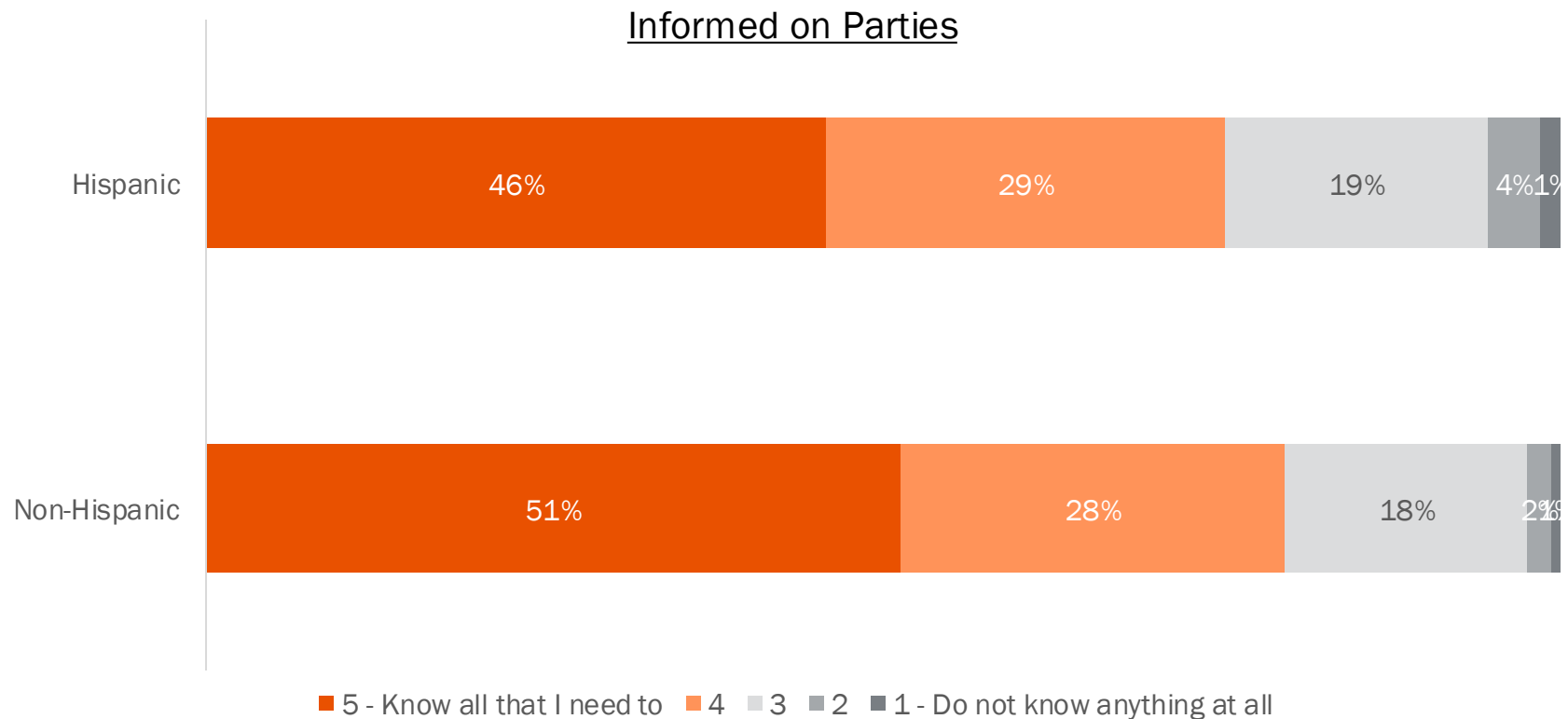|	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
YouTube	51%	31%	Radio	26%	22%
Local Television	50%	51%	Podcasts	25%	13%
Facebook	46%	32%	Newspapers	24%	29%
National Television (like network programs or cable news)	44%	54%	Online publications	23%	22%
Instagram	34%	18%	Snapchat	17%	8%
TikTok	32%	16%	School	8%	4%
X, formerly known as Twitter	31%	18%	Magazines	8%	8%
Friends	29%	29%	Community organization	5%	4%
Family	26%	29%	Religious organization/Church	5%	5%
Debates	26%	24%	None of these	5%	5%

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53% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

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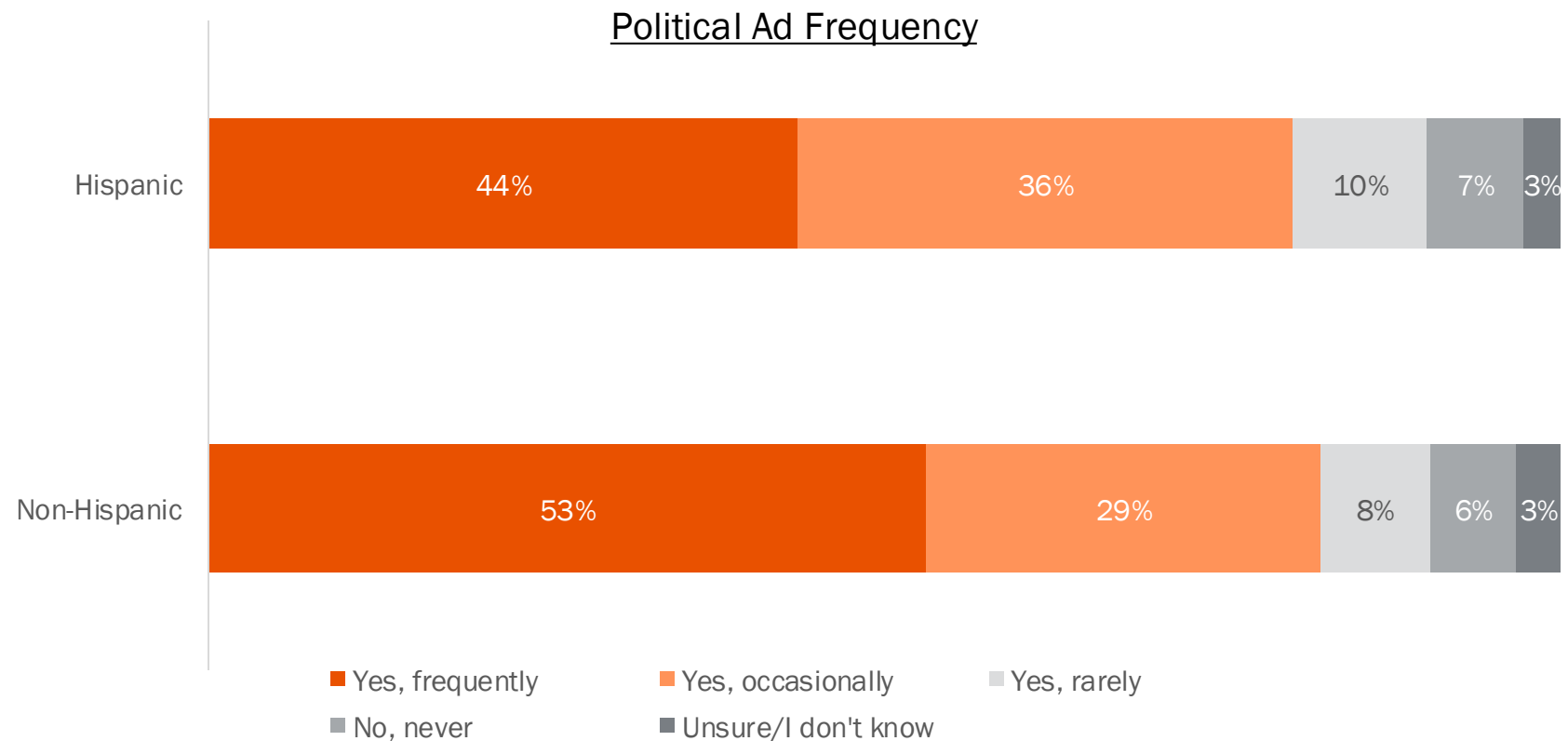
Informed on Candidates

Hispanic
| 47% | 28% | 21% | 3% | 2% |

Non-Hispanic
| 53% | 26% | 18% | 3% | 1% |

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

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54% 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	46%	29%	19%	4%	1%
Non-Hispanic	51%	28%	18%	2%	

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

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56% 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
| 44% | 36% | 10% | 7% | 3% |

Non-Hispanic
| 53% | 29% | 8% | 6% | 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*

67%
OF HISPANICS AGREE

I *appreciate when candidates advertise in Spanish* in trying to win my vote
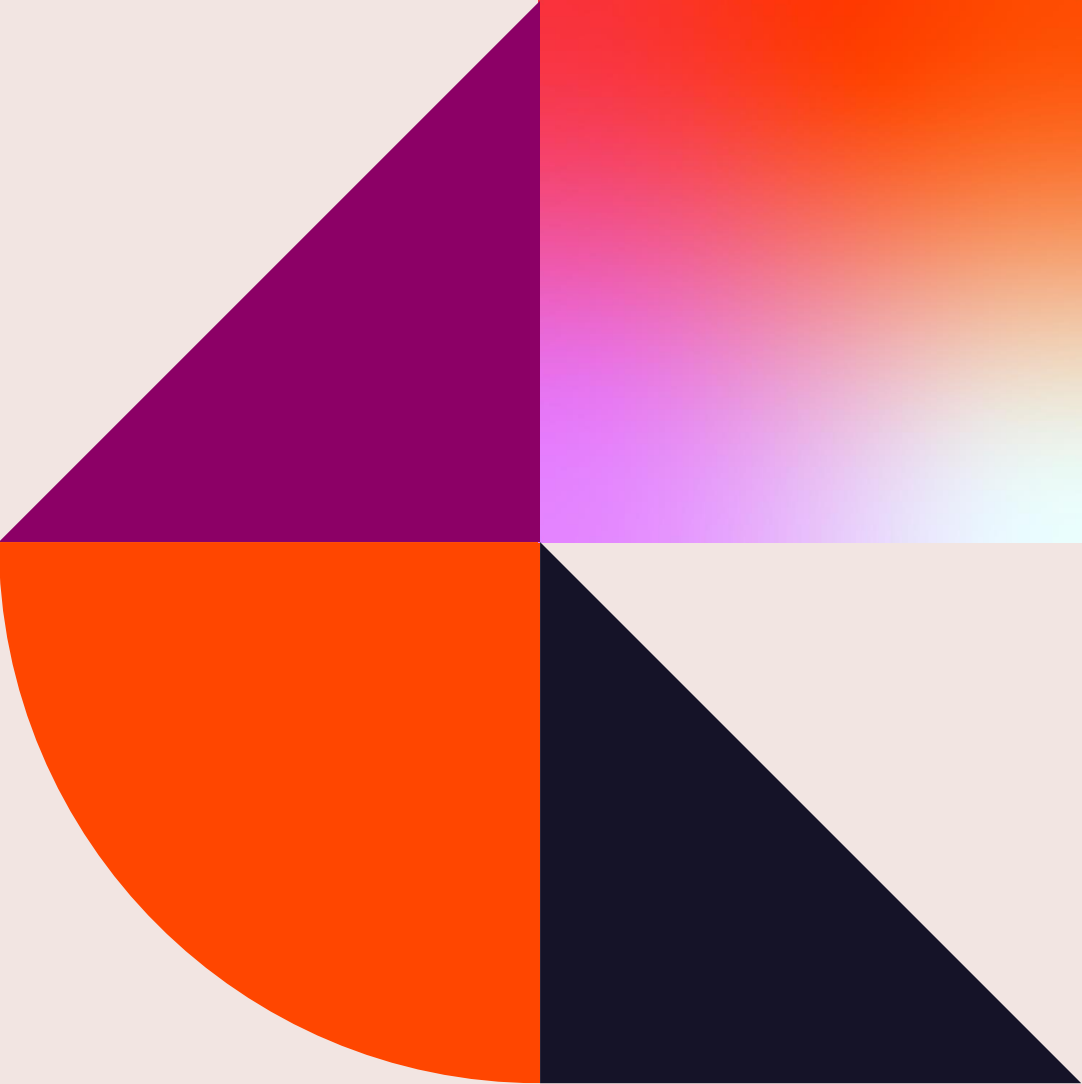
62%
OF HISPANICS AGREE

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

57%
OF HISPANICS AGREE

When a political party or candidate communicates with me in Spanish, it suggests that *they are truly interested in Hispanics and our community*
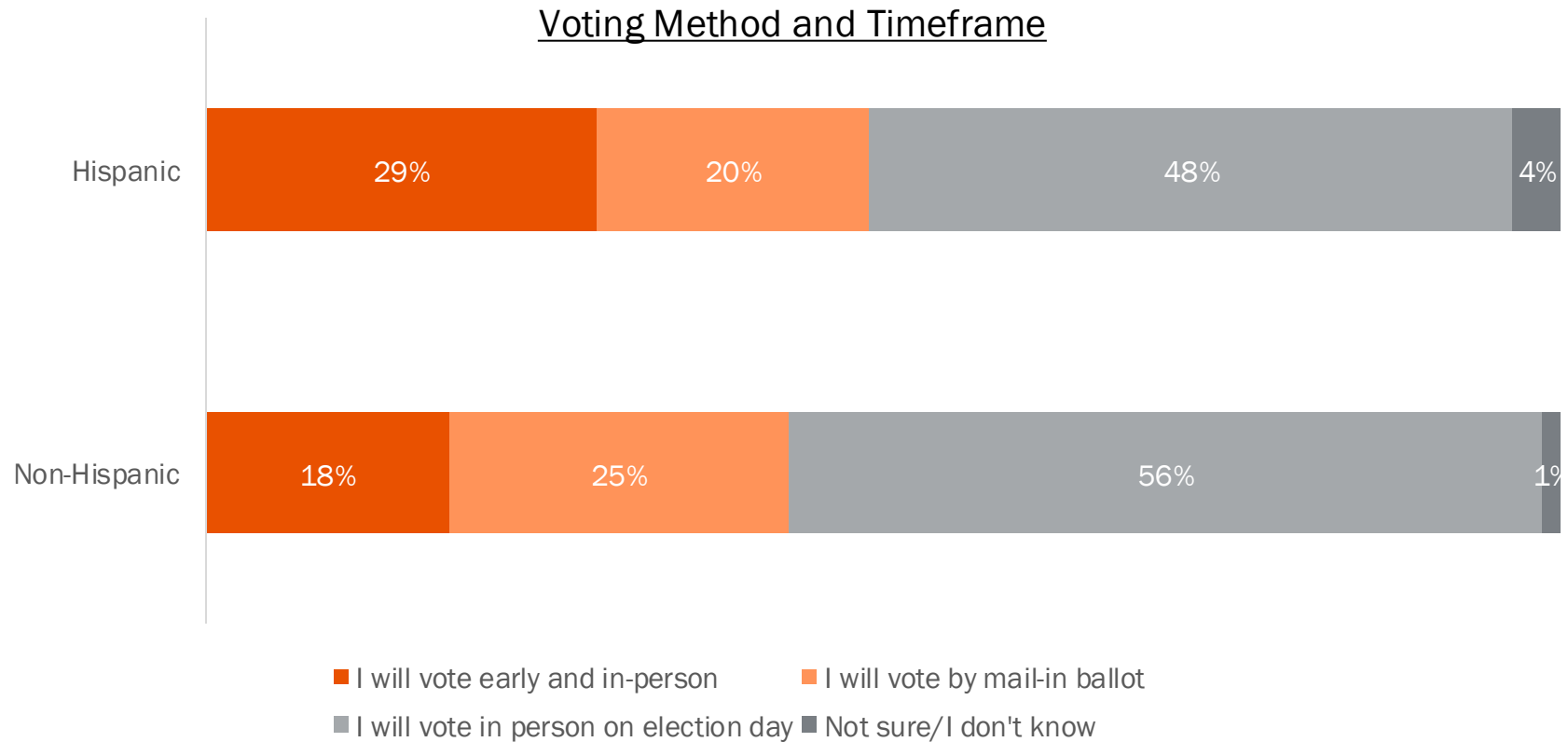
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of July 2024

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Voting & Campaign Information

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

How do you plan to vote in the General election?

Voting Method and Timeframe

	I will vote early and in-person	I will vote by mail-in ballot	I will vote in person on election day	Not sure/I don't know
Hispanic	29%	20%	48%	4%
Non-Hispanic	18%	25%	56%	1%

■ 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

32%
Hispanic

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

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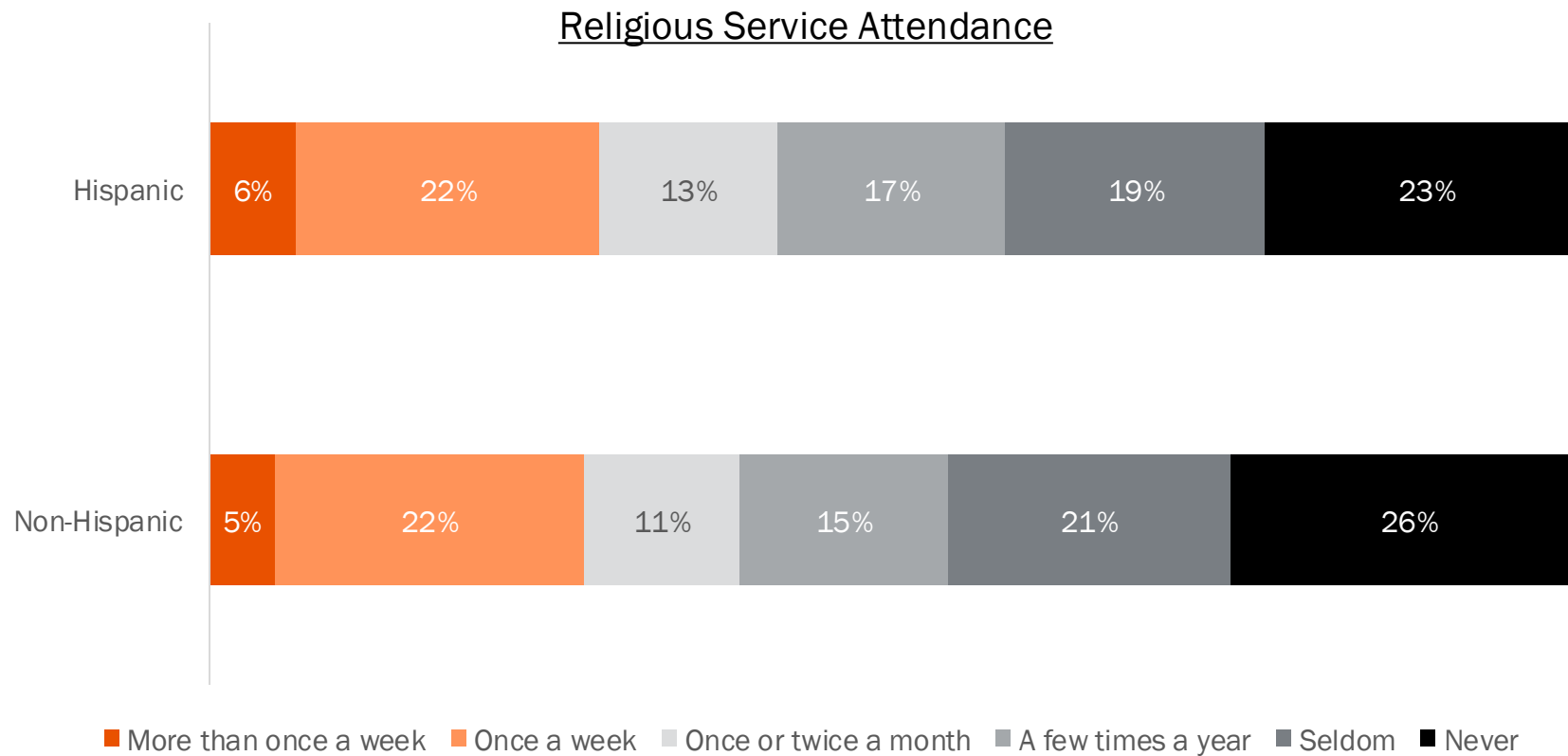
Consumer Strategy & Insights
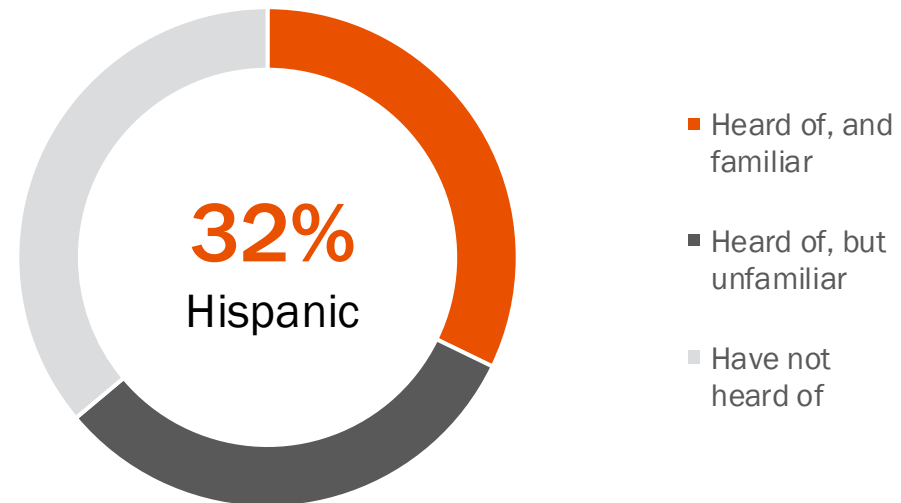
Gracias

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APPENDIX

Religious Service Attendance

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

Religious Service Attendance

Hispanic: More than once a week 6% | Once a week 22% | Once or twice a month 13% | A few times a year 17% | Seldom 19% | Never 23%

Non-Hispanic: More than once a week 5% | Once a week 22% | Once or twice a month 11% | A few times a year 15% | Seldom 21% | Never 26%

Legend: ■ 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

81%
Hispanic

■ Spanish

■ English

■ No preference

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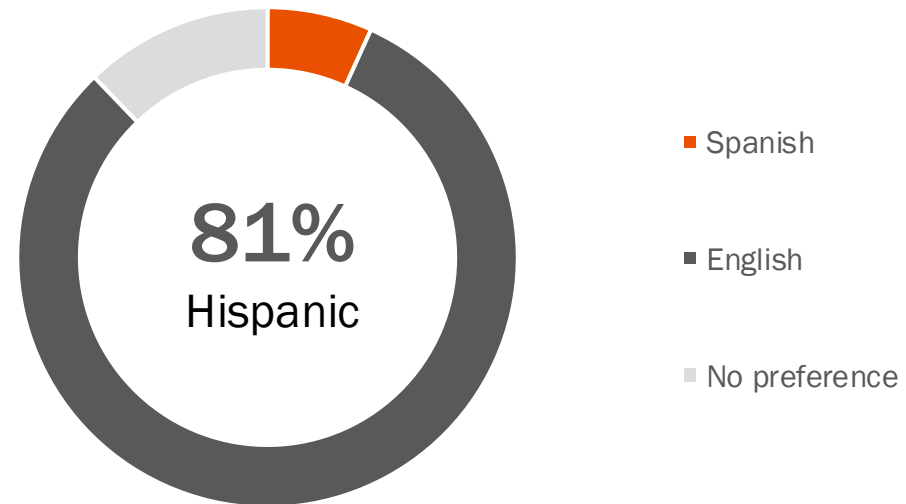
Political Campaigning

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	61%	13%	63%	12%
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	36%	41%	23%	60%