

PHOENIX

Phoenix Hispanic Community

PHX Hispanics Are
YOUNGER

38 Hispanic
median age
vs 53 for Non-Hispanic

Lower Hispanic
Median Household
Income

\$66,530
vs \$85,424 for
Non-Hispanic

Larger Hispanic
Households

4.1 Median
Persons per HH
vs 2.8 for Non-Hispanic

More Likely to
Have Children in
Household

55% Kids <18
in HH
vs 29% for Non-Hispanic

Renting Their
Homes

45% Rent
where they live
vs 33% for Non-Hispanic

2024 Phoenix Hispanic voter profile

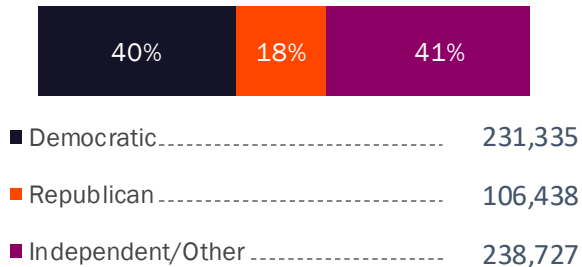
2024 HISPANIC REGISTERED VOTERS

576,500



19% of all registered voters

POLITICAL AFFILIATION

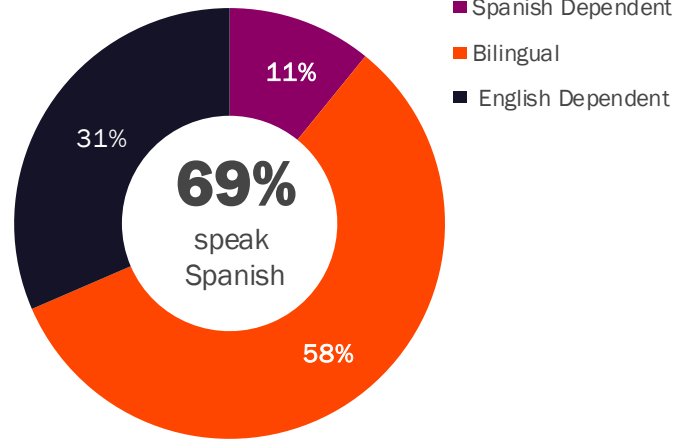


AGE DISTRIBUTION 18+

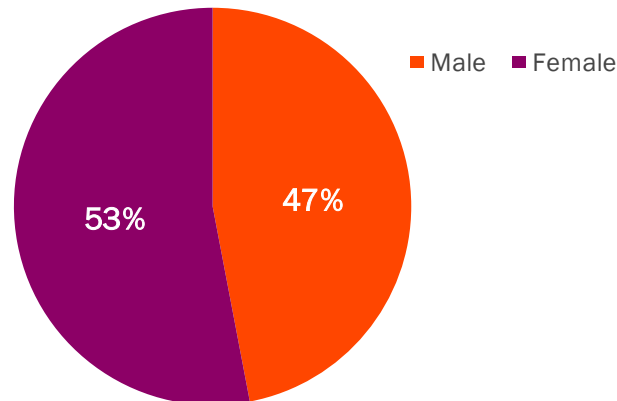
HISPANIC

18-34	38%
35+	62%
18-24	14%
25-34	24%
35-49	24%
50-64	21%
65+	17%

2024 HISPANICS AGE 5+ LANGUAGE USAGE*



REGISTERED VOTER GENDER DISTRIBUTION



COUNTRY OF ORIGIN* POPULATION SHARE

Total Hispanic Population **1,769,542**

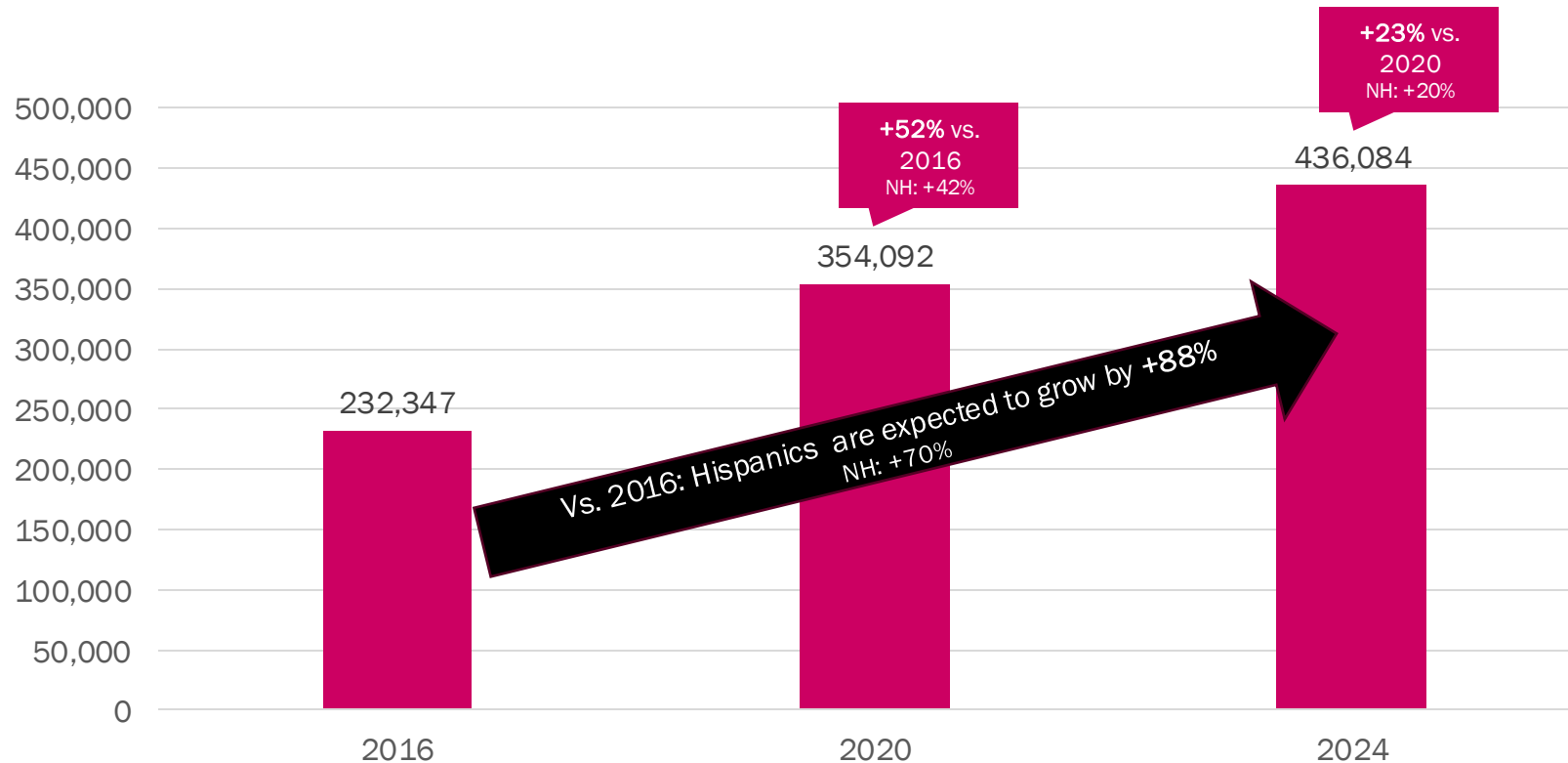
Mexican	1,493,162	84.4%
Other Hispanic	116,257	6.6%
Caribbean	66,814	3.8%
Puerto Rican	42,166	63%
Cuban	18,340	27%
Dominican	6,308	9%
Central American	61,771	3.5%
Guatemalan	26,203	42%
Salvadoran	20,630	33%
Honduran	4,905	8%
Nicaraguan	3,560	6%
Panamanian	2,964	5%
Costa Rican	2,945	5%
Other Central American	564	1%
South American	31,538	1.8%
Colombian	11,065	35%
Peruvian	7,863	25%
Argentinean	3,695	12%
Ecuadorian	3,176	10%
Venezuelan	2,737	9%
Chilean	1,573	5%
Bolivian	629	2%
Other South American	360	1%
Uruguayan	277	1%
Paraguayan	163	1%

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

2024 Phoenix Hispanic Voters in Presidential Years

AS OF 5/15/2024

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



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



TU & Media Predict
2024 Presidential Tracker

Phoenix
August 2024

Televisa
Univision

Consumer
Strategy & Insights

MEDIA
PREDICT

Objectives

- Measure current landscape of the 2024 General Election
- Assess voter sentiment towards current candidates and government bodies
- Understand key issues and their degree of importance as motivators to vote
- Compare and contrast Hispanic and Non-Hispanic voters

Among likely voters 18+

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

Methodology

- Online survey of 1,372 likely voters ages 18+

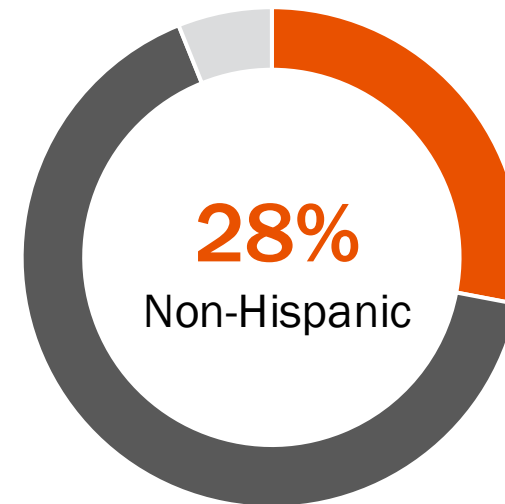
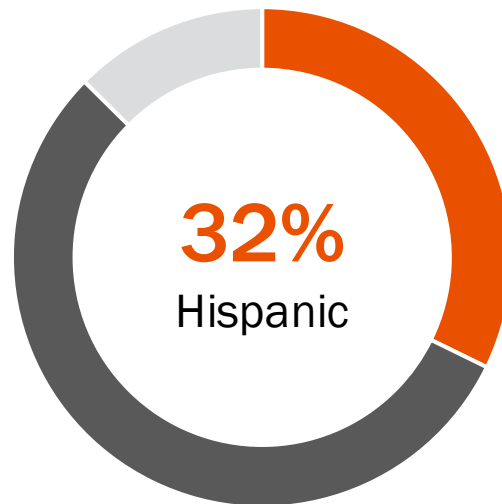
<p><u>A18+</u></p> <p>572 Hispanic (333 SpanDom/Bilingual)</p> <p>800 Non-Hispanic</p>
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- In field 8/1/2024 – 8/12/2024
- Weighted to the registered voter universe by age, gender, education, and political party affiliation. Results from full survey have a margin of error of plus or minus 4.2% for Hispanics and 3.5% for Non-Hispanics.
- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

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

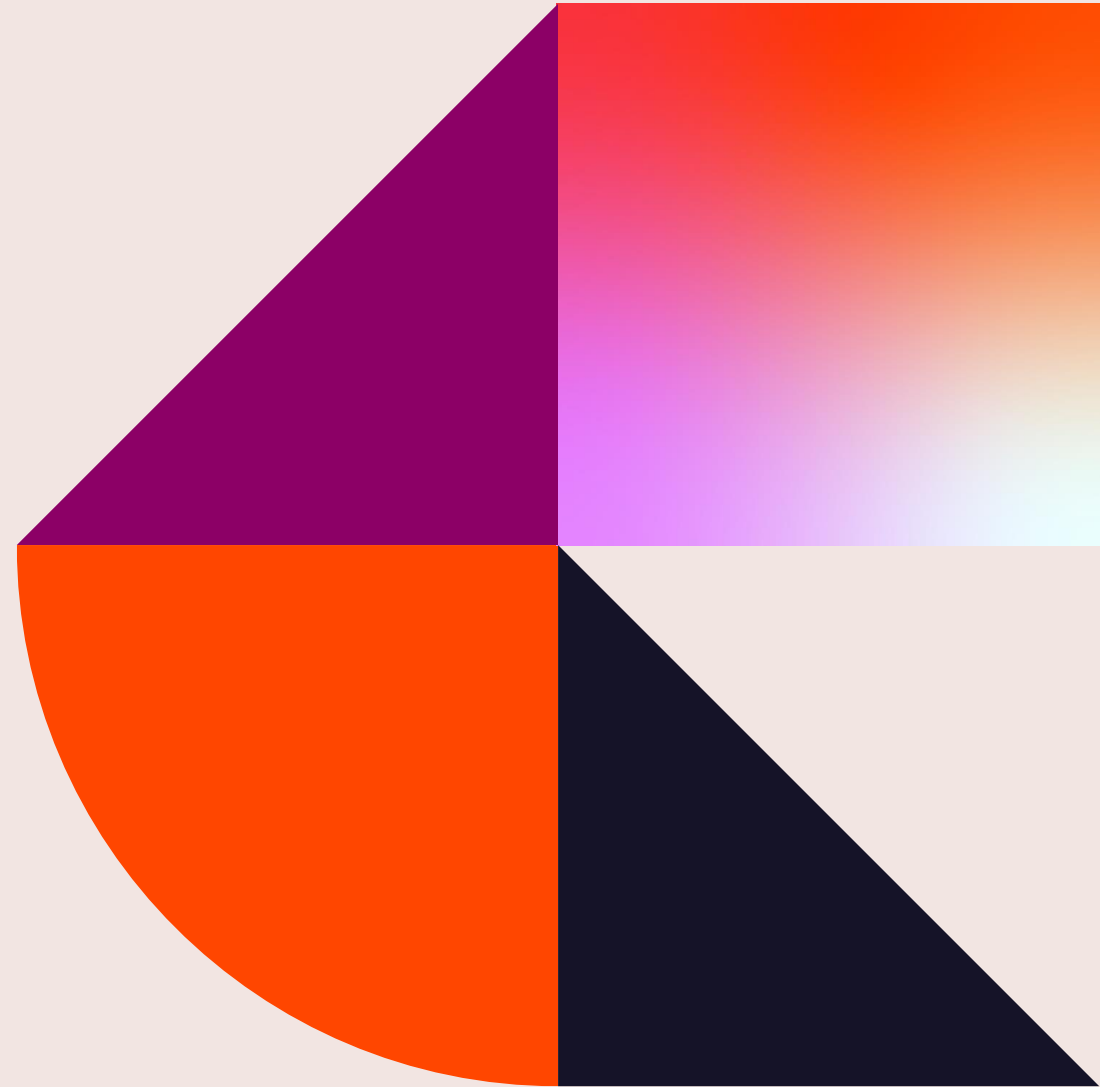
In general, do you believe that the United States is headed in the right direction, or has it gone off on the wrong track?

US Right or Wrong Track



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

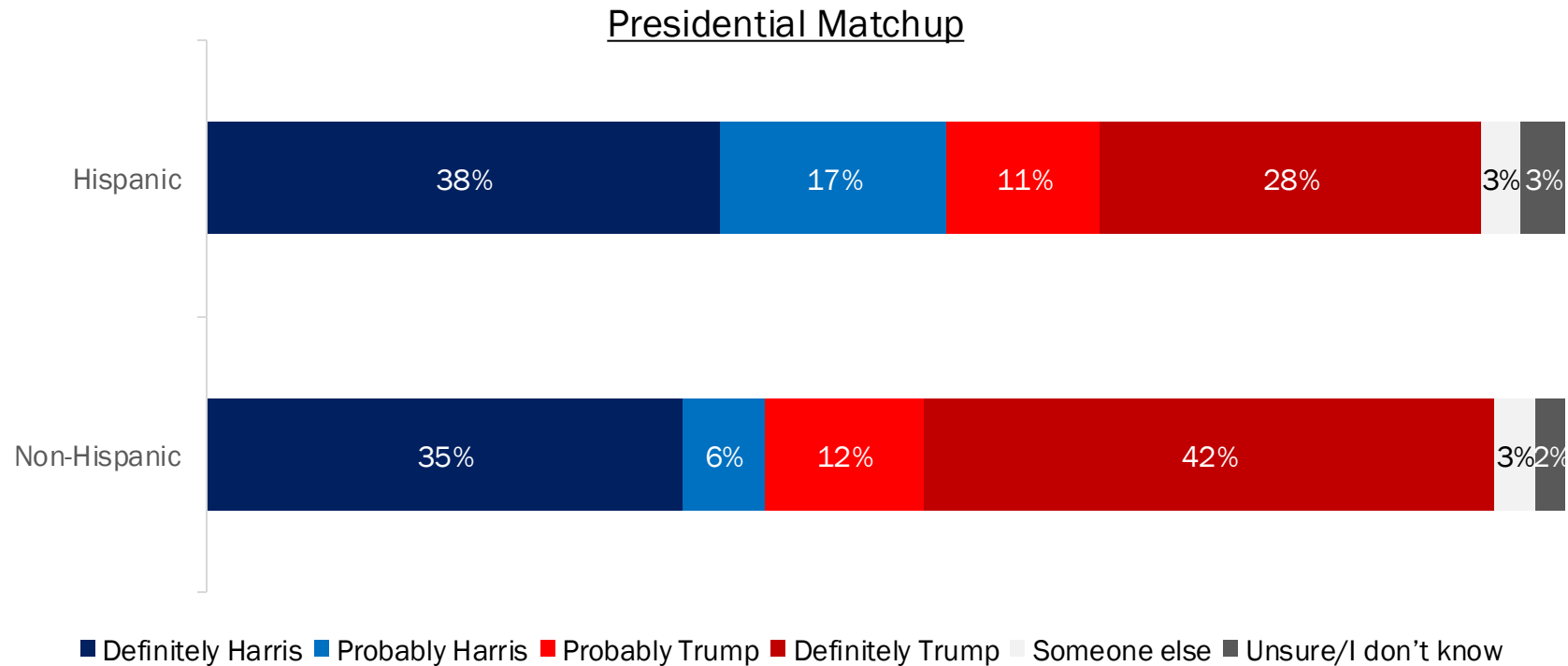
General Election Polling



Matchup: Harris vs Trump

- HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 31% OF HISPANICS UP FOR GRABS (28% NOT DEFINITE, 3% UNSURE)

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

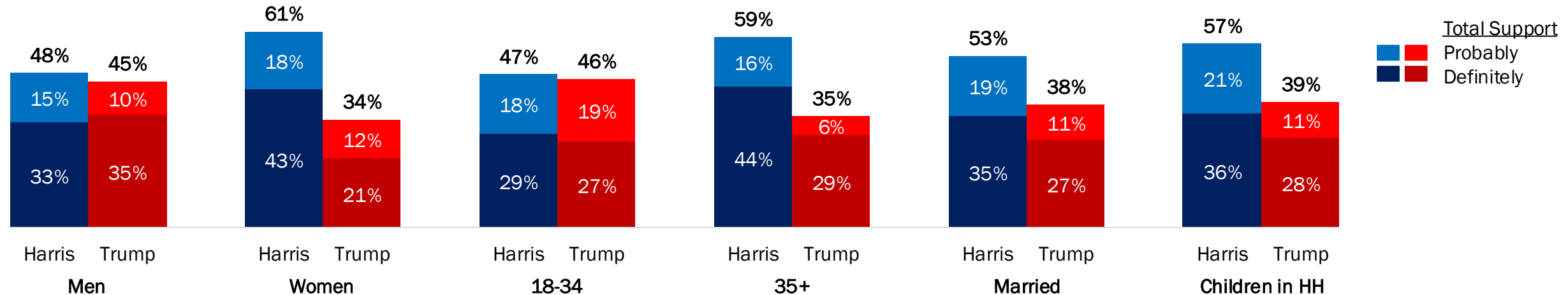


Candidate Support among Hispanics

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

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

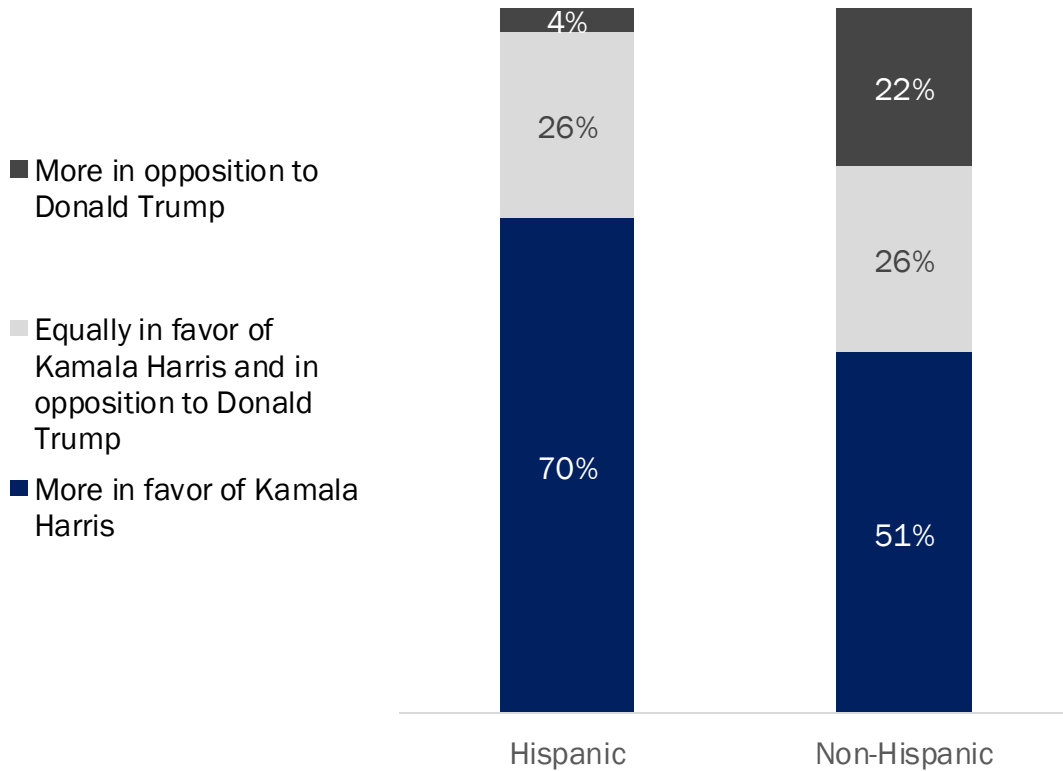
Presidential Matchup



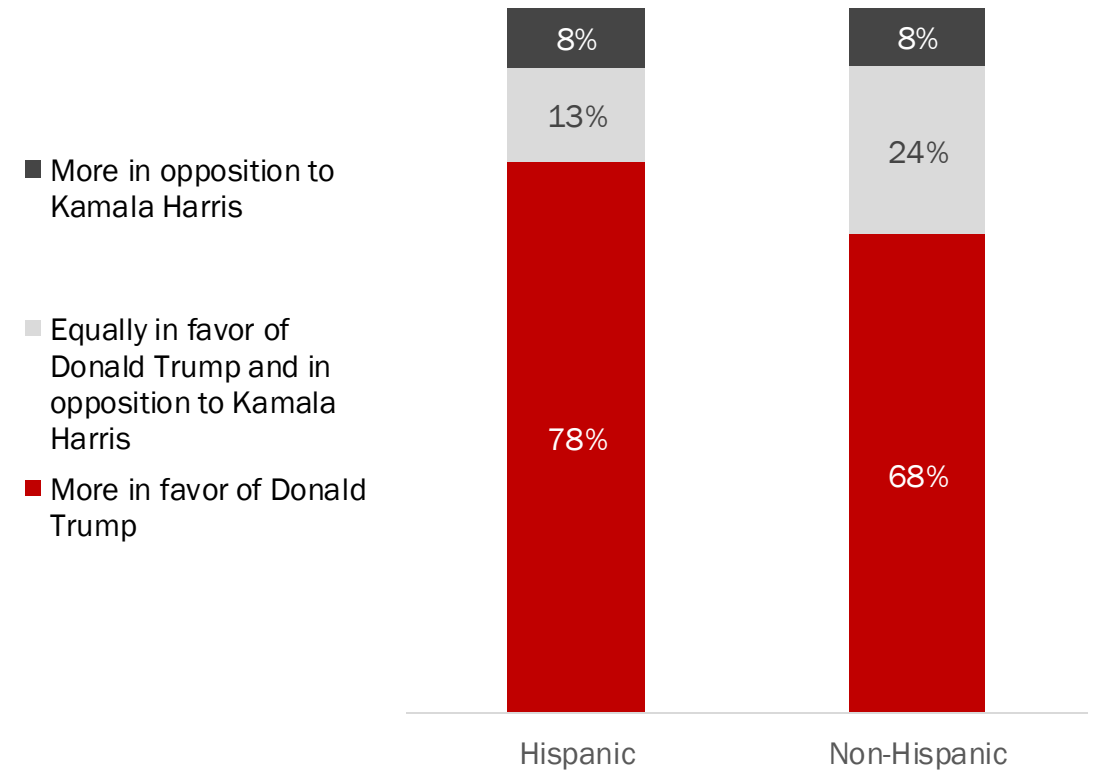
Trump Voters Are More Enthusiastic

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

Voting Harris: Favor Harris or Oppose Trump



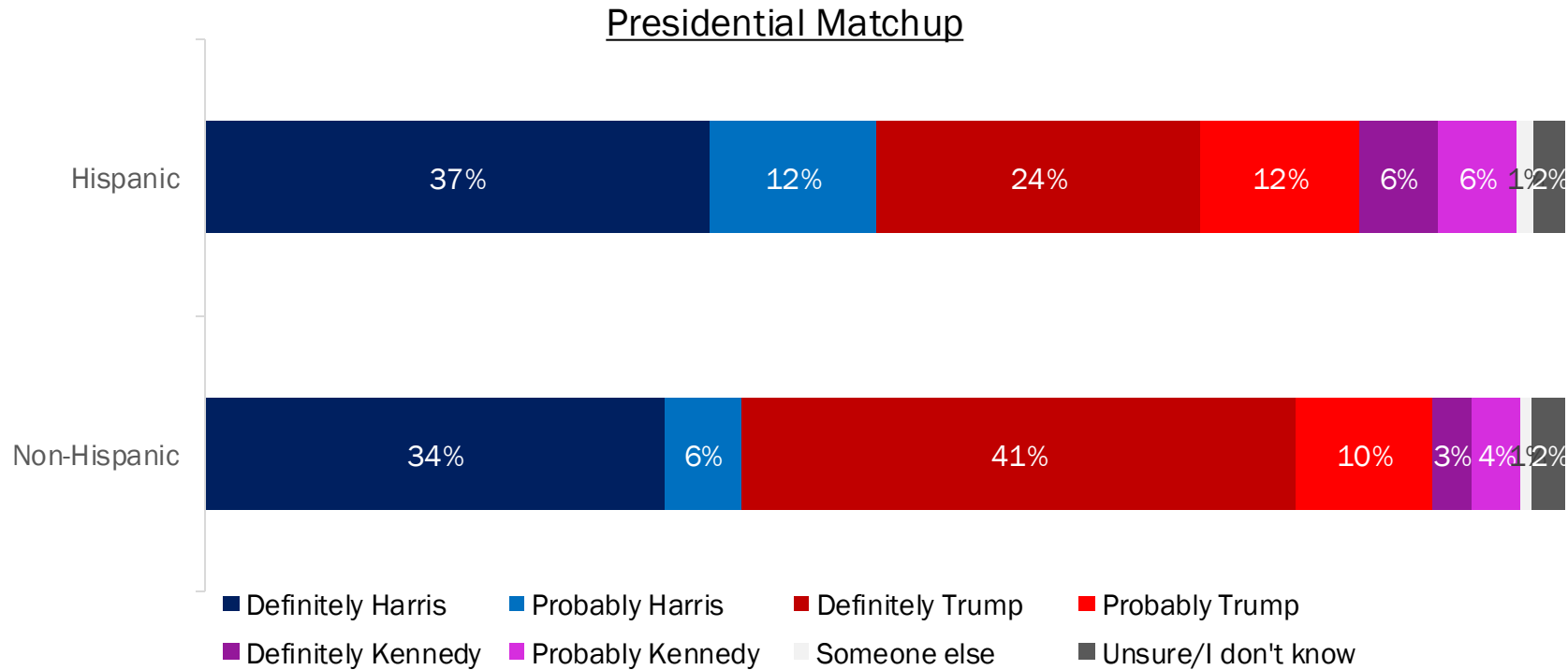
Voting Trump: Favor Trump or Oppose Harris



Matchup: Harris vs Trump vs Kennedy

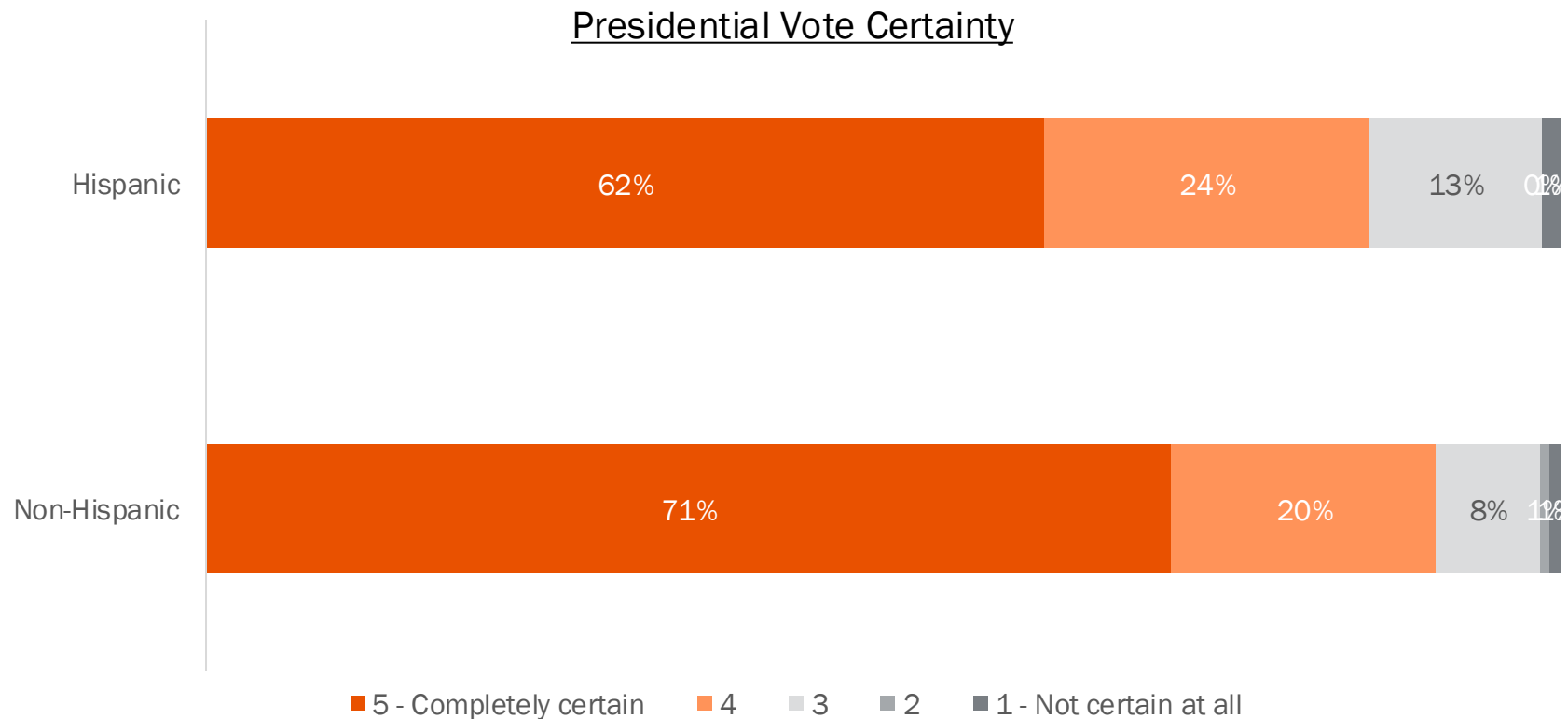
- HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- KENNEDY PERFORMS HIGHER AMONG HISPANICS THAN NON-HISPANICS
- 32% OF HISPANICS UP FOR GRABS (30% NOT DEFINITE, 2% UNSURE)

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



38% of Hispanics Not Completely Certain about Their Vote for President

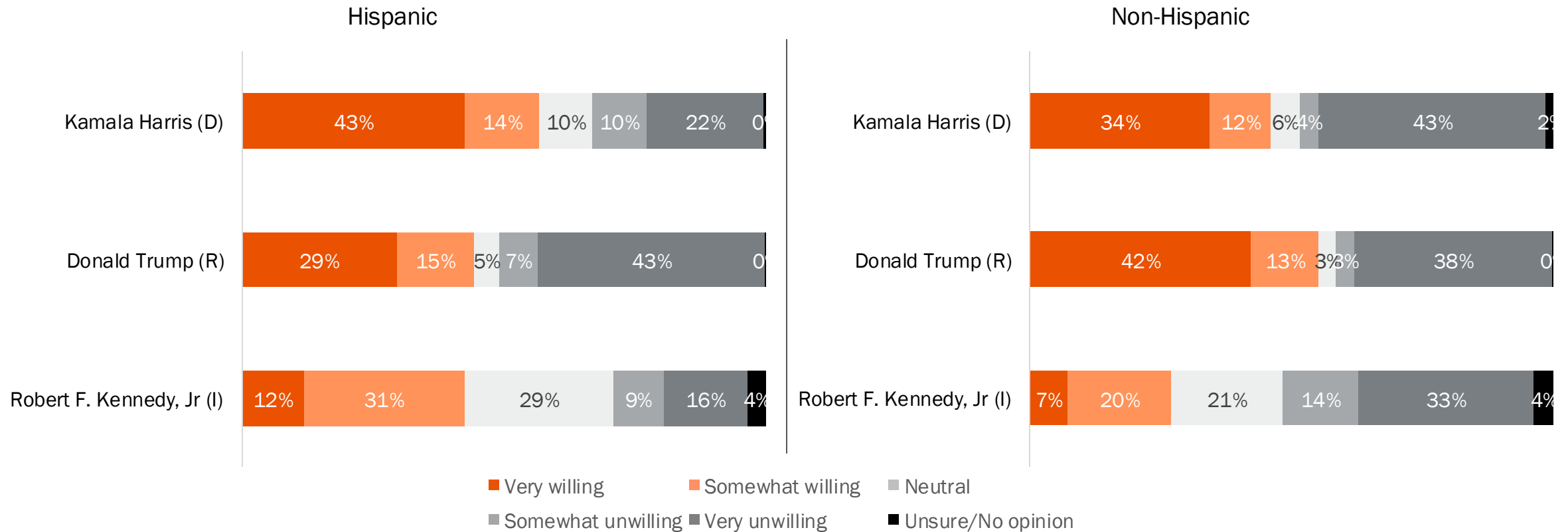
How certain are you that this is the right choice of candidate for you?



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.

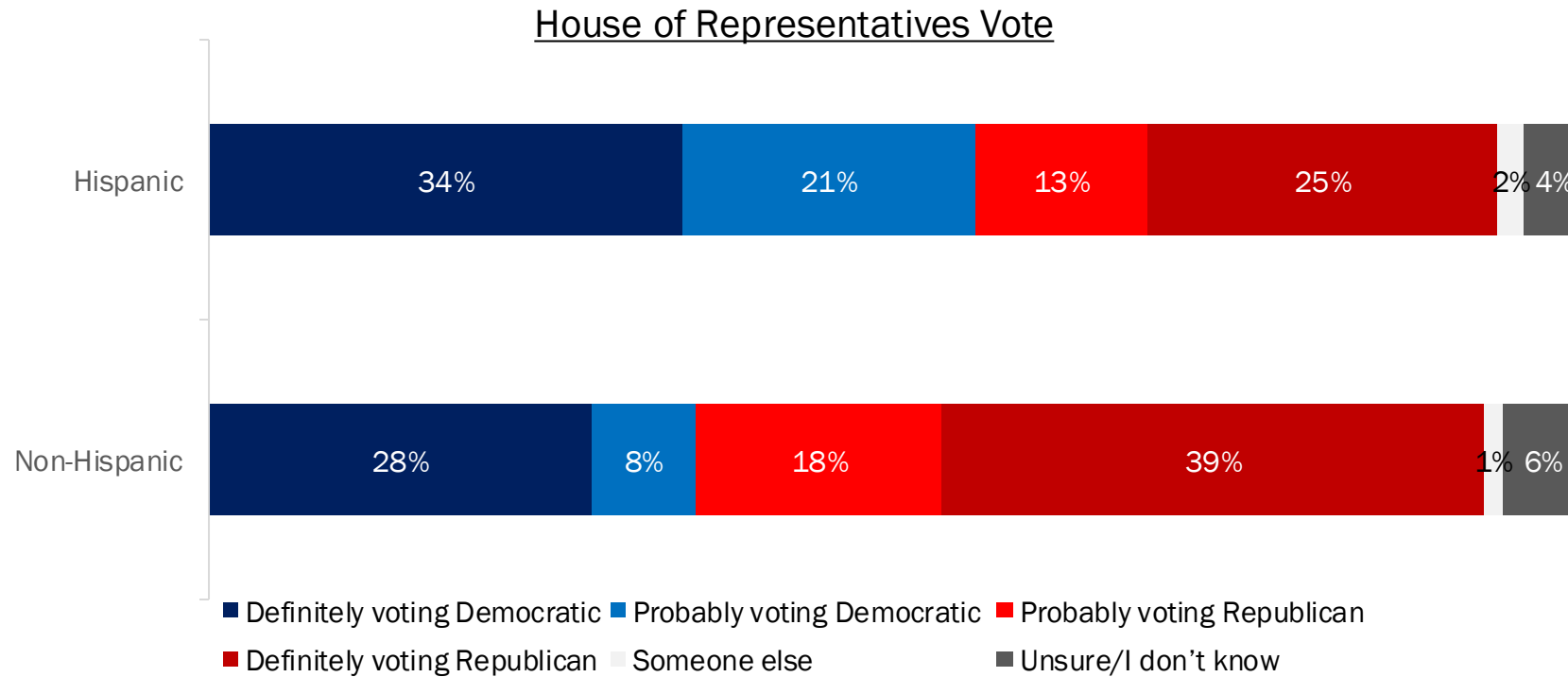
Candidate Vote Willingness



House of Representatives Vote

- DEMOCRATS FAVORED BY HISPANICS, HIGHER THAN NON-HISPANICS
- 38% OF HISPANICS UP FOR GRABS (34% NOT DEFINITE, 4% UNSURE)

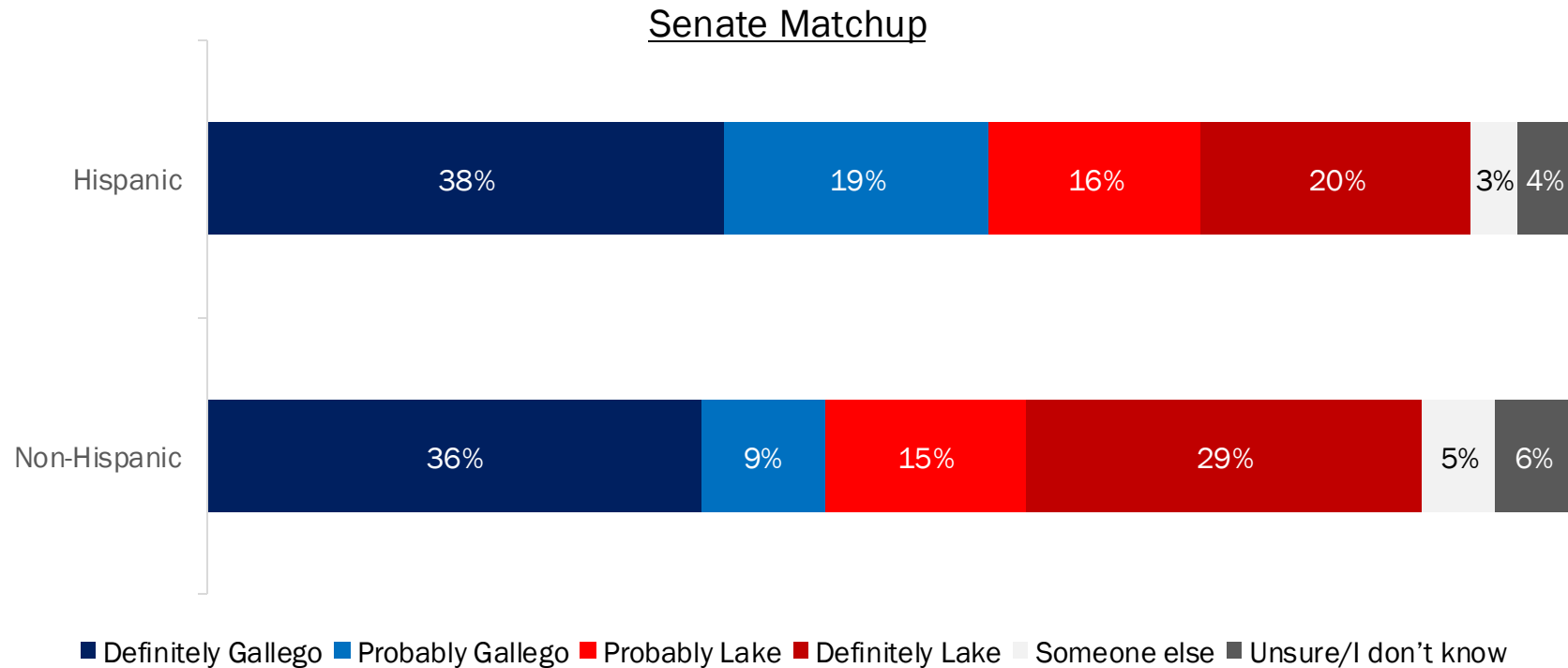
If the election for the United States House of Representatives were held today, which party's candidate would you vote for?



Matchup: Gallego vs Lake

- RUBEN GALLEGO LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 39% OF HISPANICS UP FOR GRABS (35% NOT DEFINITE, 4% UNSURE)

If the 2024 election for United States Senator from Arizona were being held today, and the candidates were Ruben Gallego (Democrat) & Kari Lake (Republican), for whom would you vote?

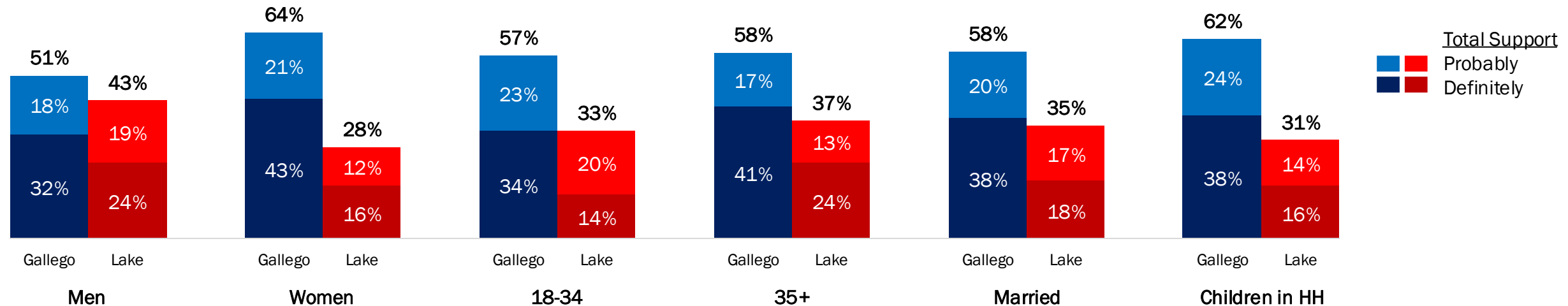


Candidate Support among Hispanics

- GALLEGO'S STRONGEST SUPPORT AMONG WOMEN
- LAKE'S STRONGEST SUPPORT AMONG MEN

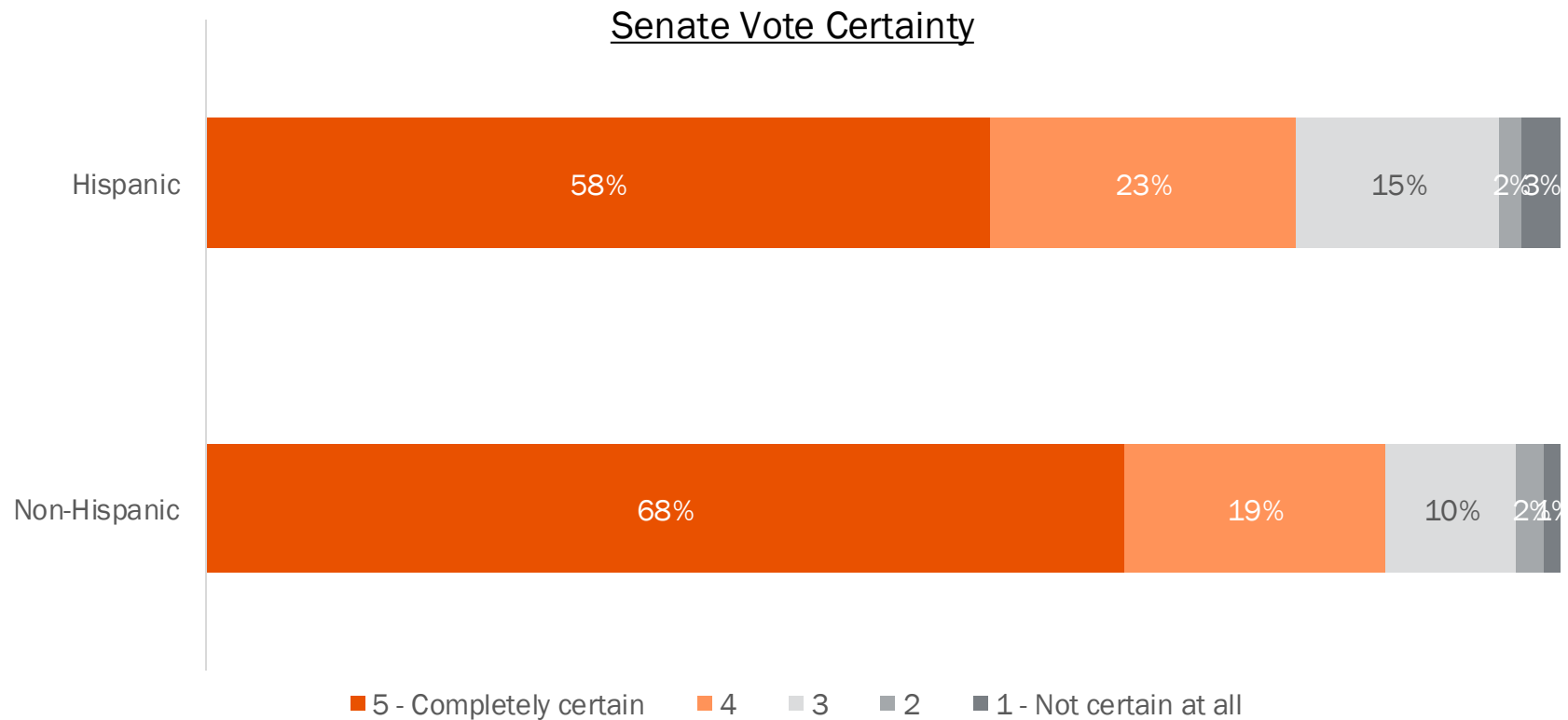
If the 2024 election for United States Senator from Arizona were being held today, and the candidates were Ruben Gallego (Democrat) & Kari Lake (Republican), for whom would you vote?

Senate Matchup



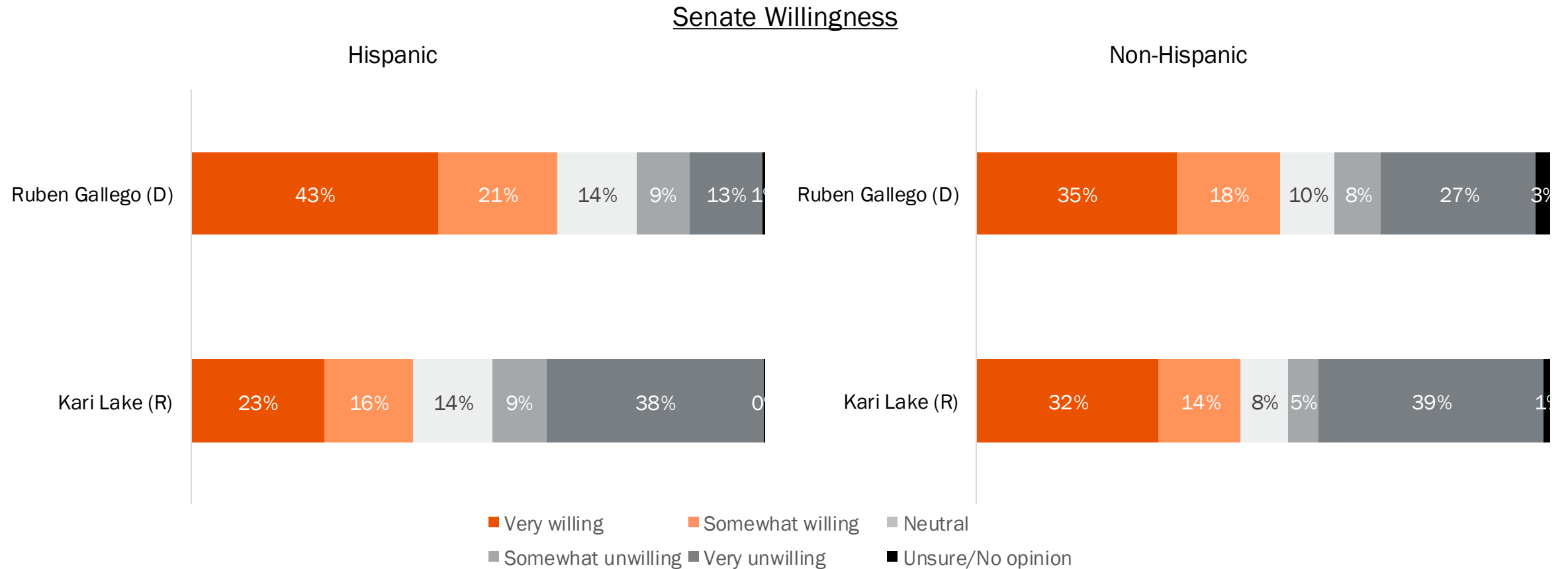
42% of Hispanics Not Completely Certain About Their Vote for Senator

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



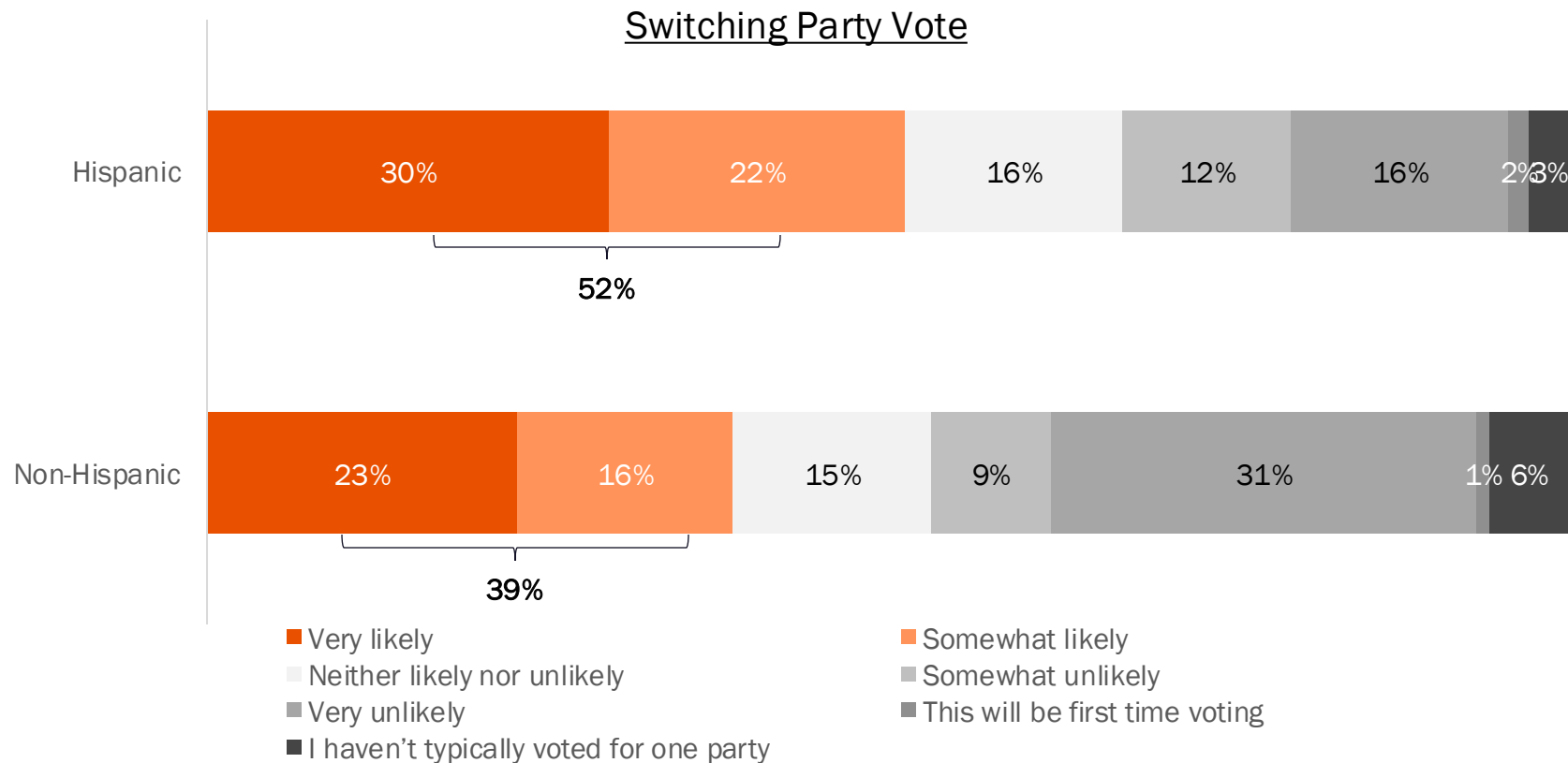
Willingness to Vote for Candidates in General Election

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

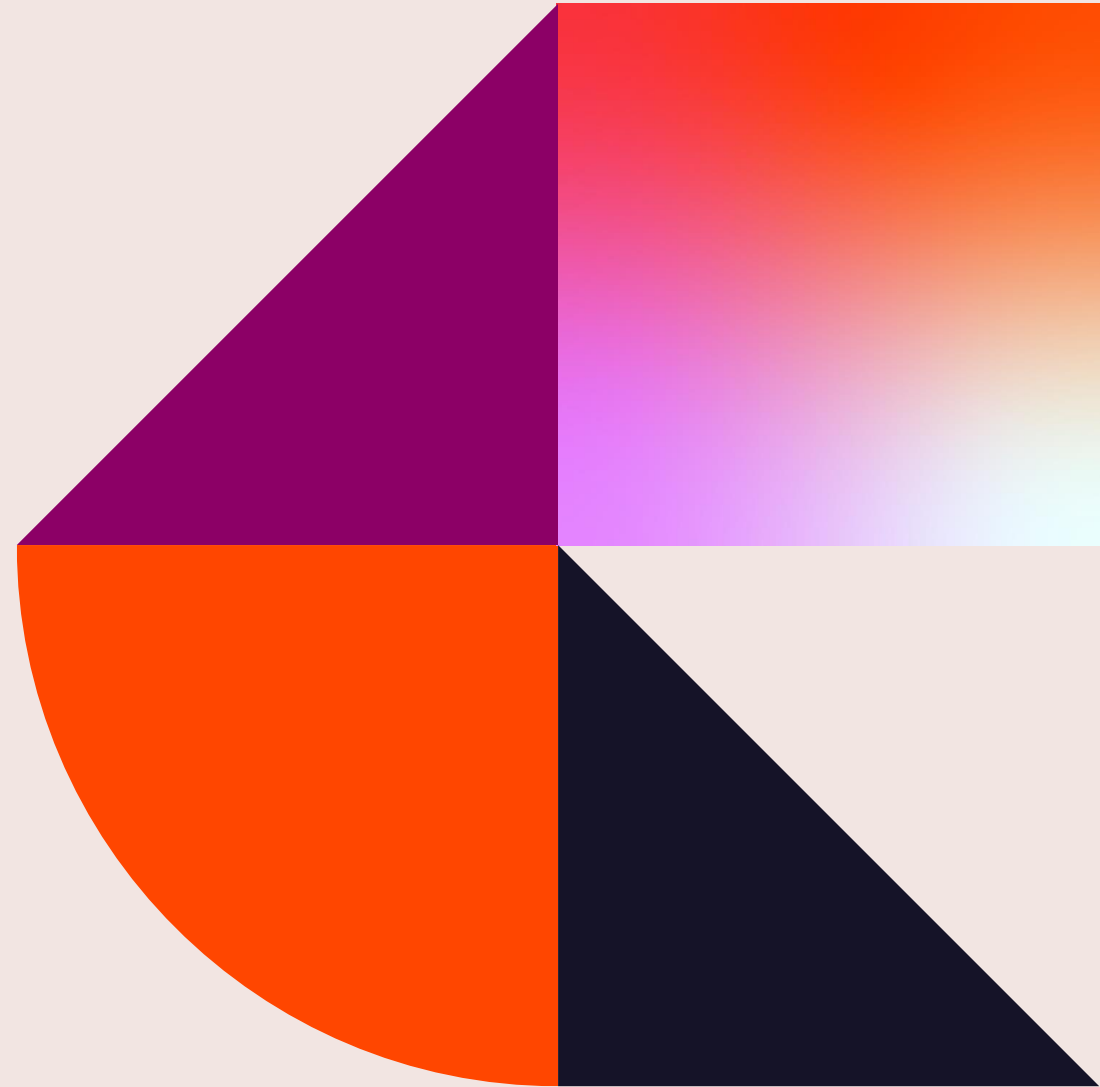


Hispanics More Likely than Non-Hispanics to Be Crossover Voters This Election

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?

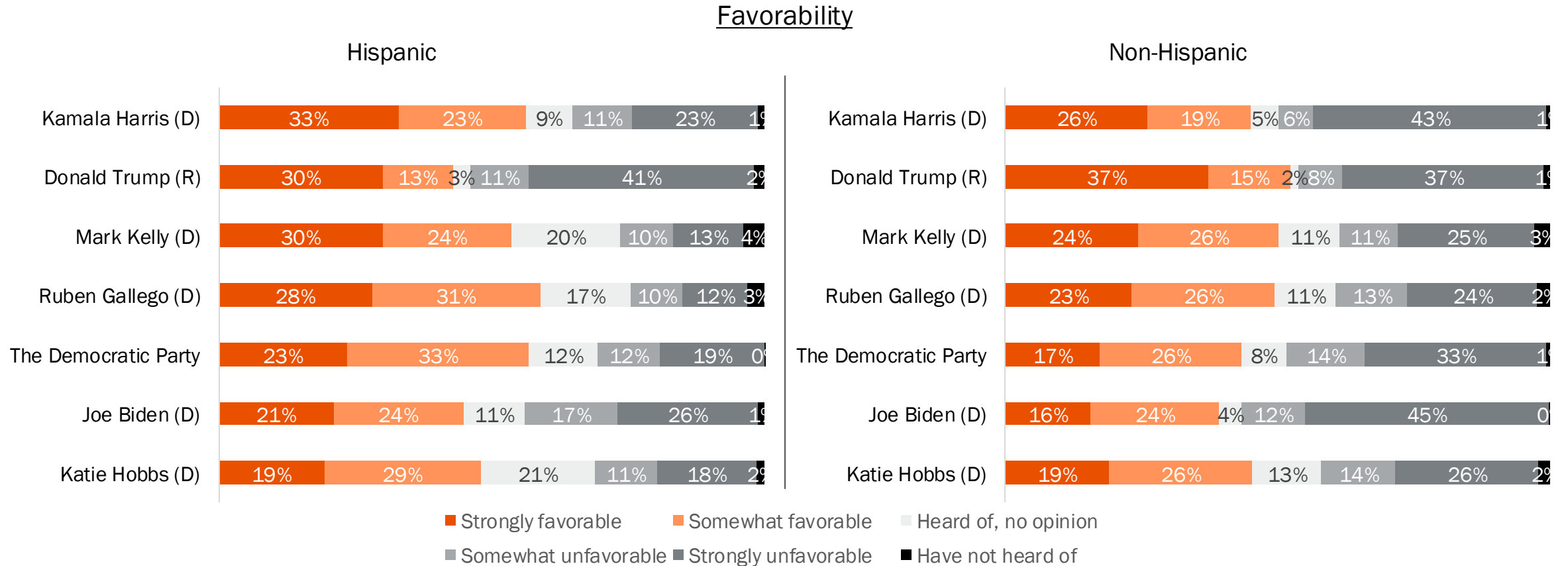


Favorability & Job Approval



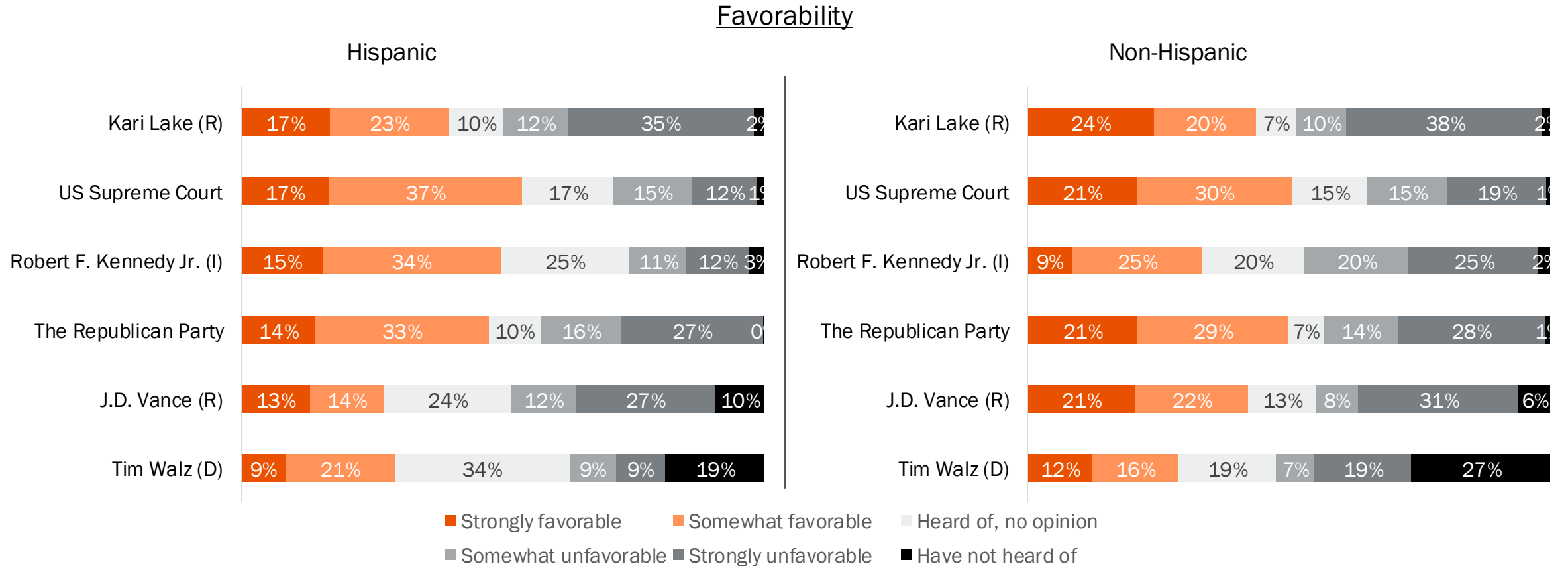
Favorability

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



Favorability

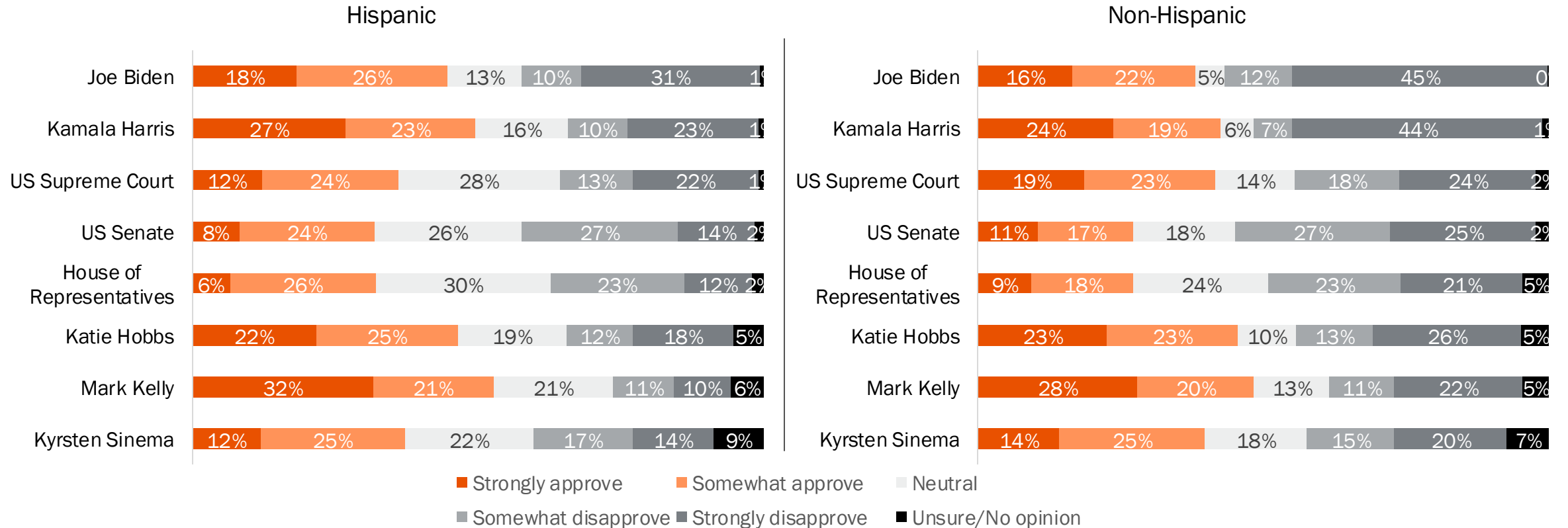
For each individual or institution listed below, please indicate if you have a favorable or unfavorable opinion of them.



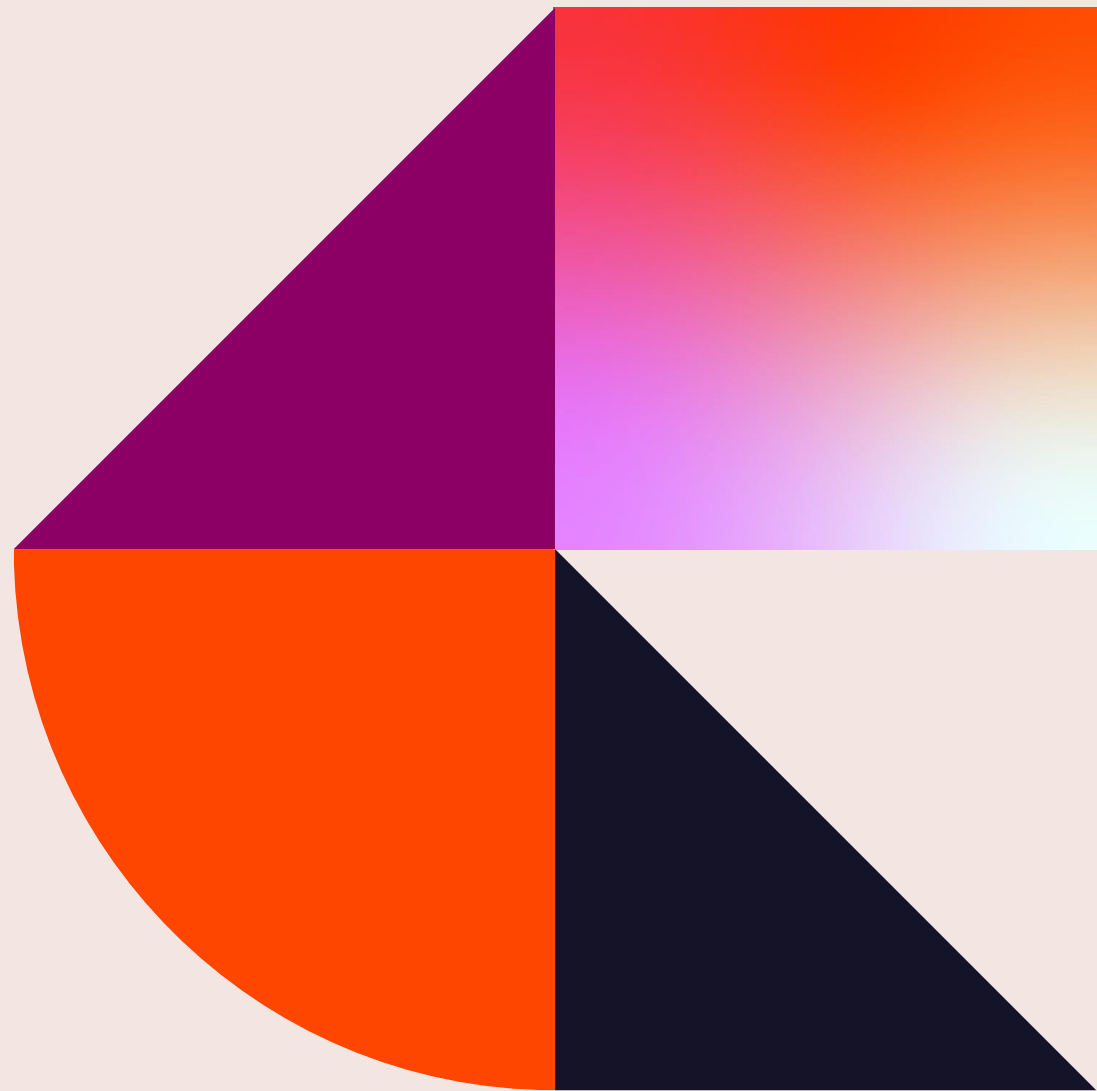
Job Approval

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

Job Approval



The Issues



Cost of Living, Inflation, Affordable Housing

Top Issues for Hispanic Voters

- EDUCATION & CLIMATE CHANGE 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	74%	74%	Gun control	44%	39%
Inflation	68%	70%	Immigration	44%	57%
Affordable housing	67%	56%	Defense / military	44%	47%
Economy / jobs	65%	60%	Border security	44%	58%
Healthcare	61%	54%	Energy policy	42%	37%
Education	56%	42%	Infrastructure, such as roads and public transportation	38%	33%
National security	55%	59%	Strengthening law enforcement	37%	42%
Crime and public safety	54%	53%	Foreign policy	32%	34%
Taxes	53%	50%	Police reform	31%	26%
Social security / Medicare	52%	62%	Race relations	31%	27%
Opioids / drug abuse	51%	42%	Culture wars	26%	18%
Entitlements / social services reform (Medicare, welfare, etc.)	48%	48%	U.S. relationship with China	25%	30%
Abortion	47%	47%	Israel / Hamas War	25%	30%
Climate change	46%	35%	Russia / Ukraine war	25%	26%
Gun rights / 2nd amendment	46%	39%	LGBTQ rights	21%	20%
Government spending / deficit	46%	52%			

Among likely voters 18+

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

Top Issues by Hispanic Voter Type

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

Top 10 Issues Among Definitely Harris Voters	% Hispanic Top Box
Cost of living	75%
Healthcare	72%
Affordable housing	71%
Inflation	67%
Climate change	65%
Economy / jobs	61%
Education	59%
Abortion	57%
Social security / Medicare	57%
Entitlements / social services reform (Medicare, welfare, etc.)	55%

Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	68%
Inflation	62%
Economy / jobs	60%
Affordable housing	59%
Education	57%
Taxes	55%
Healthcare	52%
Crime and public safety	52%
Abortion	48%
Social security / Medicare	48%

Top 10 Issues Among Definitely Trump Voters	% Hispanic Top Box
Cost of living	81%
Economy / jobs	78%
Inflation	76%
National security	74%
Border security	74%
Affordable housing	72%
Crime and public safety	69%
Defense / military	65%
Gun rights / 2nd amendment	65%
Immigration	62%

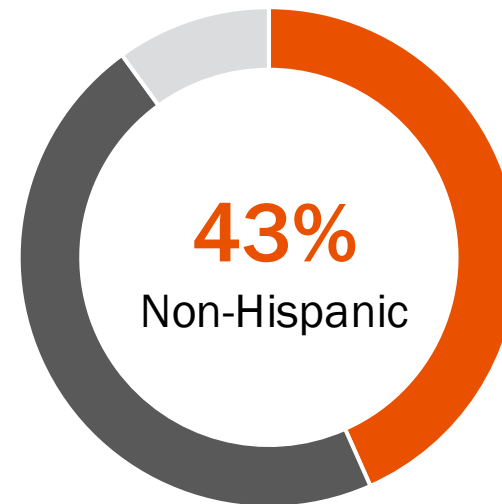
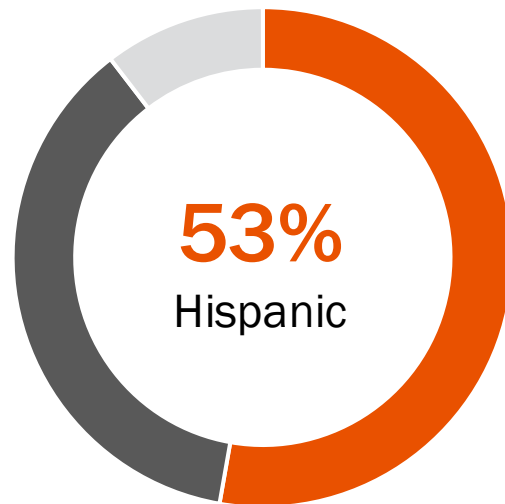
Among likely voters 18+

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

53% of All Hispanics Said There Was One Specific Issue That Will Determine Who They Vote For

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

Determining Issue



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

Issues That Will Determine Who They Vote For

- ABORTION MOST IMPORTANT TO HISPANICS

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

	<u>Top 10 Determining Issues</u>	
	Hispanic	Non-Hispanic
Abortion	23%	19%
Immigration	10%	14%
Cost of living	9%	8%
Inflation	9%	9%
Affordable housing	7%	2%
Economy / jobs	6%	4%
Border security	5%	9%
Israel / Hamas War	3%	0%
Crime and public safety	3%	1%
Healthcare	2%	1%

Party Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Democrat Top2Box	Republican Top2Box	Democrat Top2Box	Republican Top2Box
Abortion	56%	29%	47%	37%
Healthcare	54%	27%	45%	39%
Social Security	52%	30%	44%	40%
Education	52%	32%	42%	37%
Entitlements Reform	51%	30%	44%	38%
Climate Change	49%	25%	46%	33%
Cost of Living	49%	36%	36%	48%
Energy Policy	48%	29%	41%	40%
Inflation	46%	40%	32%	53%
Economy / jobs	46%	36%	36%	50%

Among likely voters 18+

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

Party Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Democrat Top2Box	Republican Top2Box	Democrat Top2Box	Republican Top2Box
Gov spending	45%	33%	32%	50%
Taxes	45%	36%	36%	47%
Crime and public safety	44%	37%	34%	50%
Immigration	44%	41%	32%	56%
Opioids	43%	33%	33%	43%
Border Security	42%	40%	30%	57%
Foreign policy	41%	39%	34%	51%
National Security	38%	42%	33%	52%
Defense	37%	41%	32%	53%

Candidate Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Harris Top2Box	Trump Top2Box	Harris Top2Box	Trump Top2Box
Abortion	56%	29%	48%	39%
Social Security	52%	32%	42%	44%
Entitlements Reform	52%	32%	43%	43%
Climate Change	50%	28%	45%	34%
Healthcare	50%	33%	44%	44%
Education	49%	34%	42%	42%
Energy Policy	46%	33%	40%	44%
Taxes	45%	42%	36%	54%
Cost of Living	45%	42%	35%	55%
Gov spending	44%	40%	33%	53%

Among likely voters 18+

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

Candidate Better Able to Handle Issues

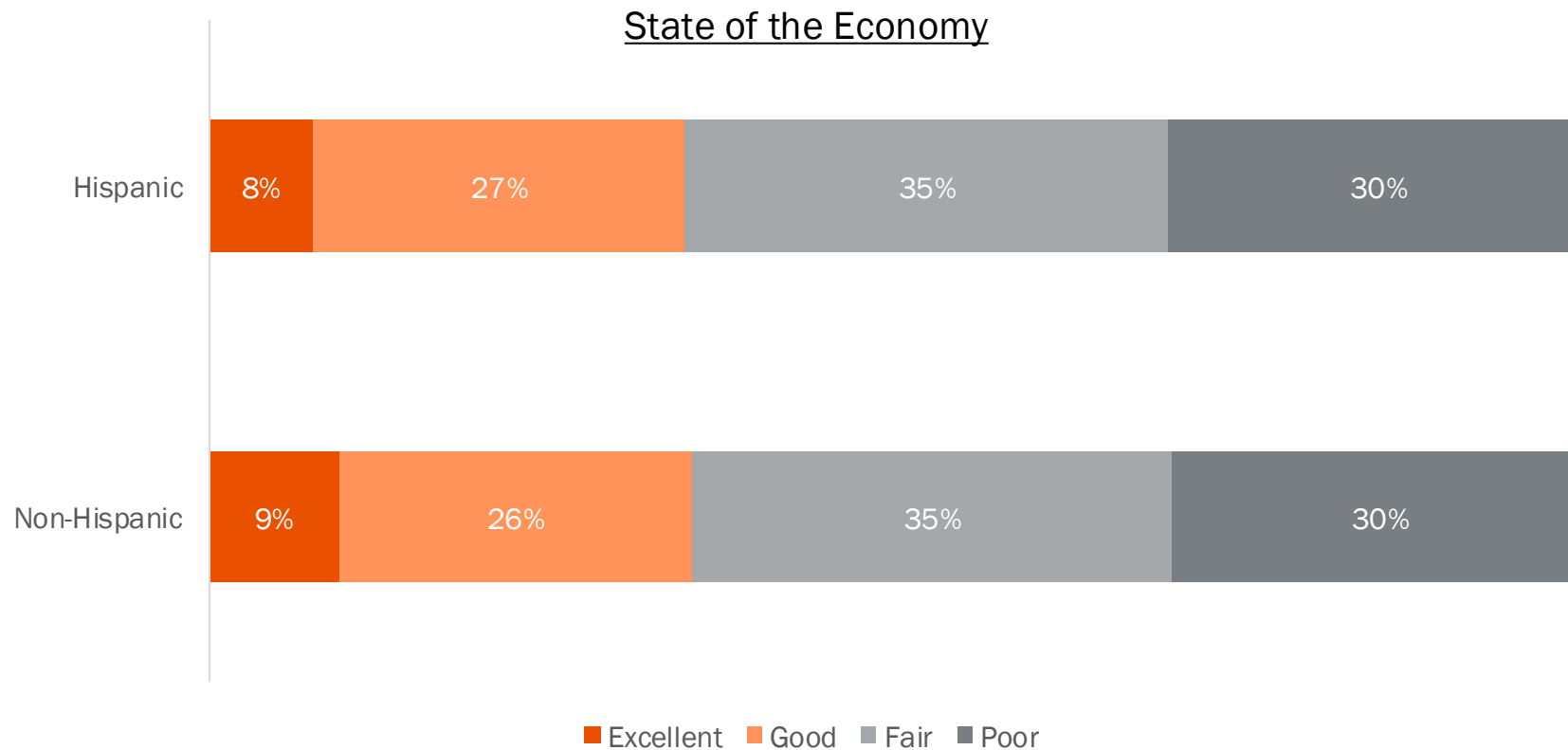
Thinking again about the issues, which candidate do you think would do a better job of handling each of the following issues, Kamala Harris or Donald Trump?

	Hispanic		Non-Hispanic	
	Harris Top2Box	Trump Top2Box	Harris Top2Box	Trump Top2Box
Economy / jobs	44%	42%	37%	55%
Inflation	43%	42%	34%	55%
Opioids	43%	33%	36%	45%
Immigration	42%	44%	31%	60%
Crime and public safety	42%	42%	35%	54%
Foreign policy	40%	43%	34%	54%
Defense	38%	46%	31%	56%
National Security	38%	47%	33%	57%
Border Security	37%	50%	30%	61%

ECONOMY

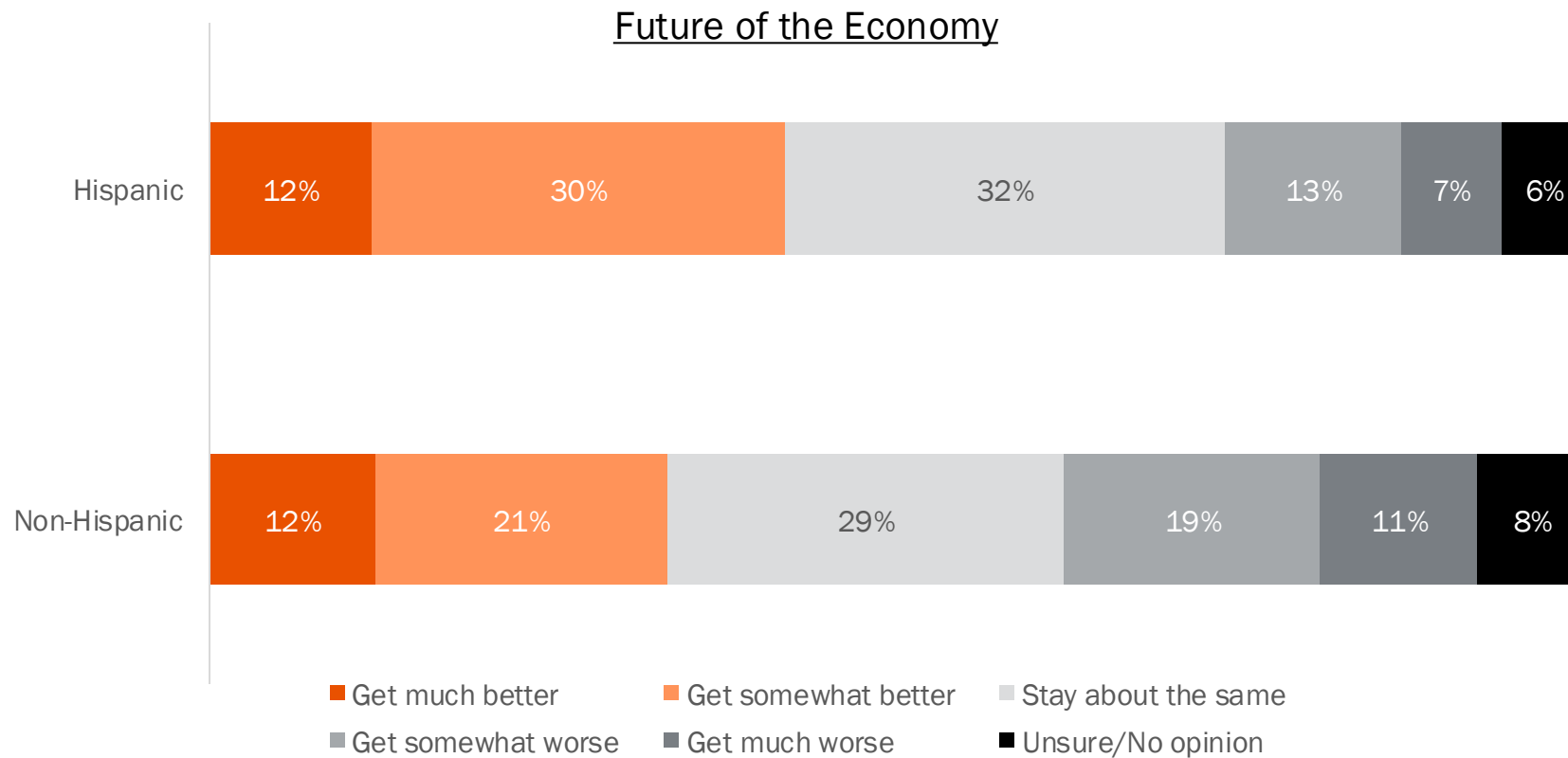
65% of Hispanics Rate the Economy in Their State Right Now as Fair or Poor

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



20% 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?



Economy

How much do you agree or disagree with the following statements? [Economy]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	78%	7%	70%	9%
Inflation is putting a significant strain on my budget	76%	9%	80%	10%
I feel that it is increasingly difficult for middle class families to prosper in the United States	76%	6%	87%	5%
I am concerned about the U.S. federal government's spending and deficit	70%	8%	76%	7%
I expect my personal economic situation to get better in the next few years	64%	14%	45%	23%
The price of gas is putting a strain on my finances	63%	17%	66%	18%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	59%	22%	43%	34%
I have taken, or am considering taking, a second job in order to maintain my standard of living	57%	25%	44%	36%
My personal economic situation has become worse in the last year	55%	23%	65%	19%
Home ownership is still within reach for most people	32%	47%	23%	59%
I feel that jobs are getting easier to find	29%	43%	28%	42%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

PUBLIC HEALTH & HEALTHCARE

Public Health & Healthcare

How much do you agree or disagree with the following statements? [<i>Public Health & Healthcare</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Mental health issues are a growing problem for people in the United States	87%	3%	83%	5%
Drug abuse is a serious public health issue in the United States	84%	6%	88%	5%
I am generally satisfied with my healthcare coverage	63%	16%	68%	18%
The cost of my health care and insurance is reasonable	52%	28%	45%	36%
Medicaid and Medicare are working well now	46%	21%	46%	24%
The cost of prescription drugs is a financial problem for me	46%	29%	41%	36%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

Abortion

How much do you agree or disagree with the following statements? [<i>Public Health & Healthcare</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I would not vote for a political candidate whose views on abortion were at odds with mine	62%	10%	57%	15%
Abortion laws should be created by state governments, not by the federal government	53%	16%	52%	25%

Abortion Policy	Hispanic	Non-Hispanic
<i>Thinking about abortion policy and laws, which of the following comes closest to your view?</i>		
Abortion should be legal only in the case of rape, incest or when the mother's life is in danger	31%	26%
Abortion should be legal at any time during pregnancy	18%	18%
Abortion should be illegal in all cases	14%	12%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	11%	14%
Abortion should be legal only in the first 15 weeks of pregnancy	9%	10%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	8%	8%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	5%	4%
Other	0%	2%
Unsure/I don't know	4%	6%

CRIME & PUBLIC SAFETY

Crime & Public Safety

How much do you agree or disagree with the following statements? [<i>Crime & Public Safety</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Homelessness is a serious problem in the United States	87%	2%	92%	3%
Crime is a growing problem in the United States	75%	5%	83%	8%
Homelessness is a serious problem in my neighborhood	67%	17%	58%	26%
Police departments in the United States are understaffed	65%	13%	74%	8%
I support second amendment gun rights	61%	16%	67%	16%
Crime is a growing problem where I live	59%	18%	53%	26%
Children in my community are generally safe at the schools they attend	57%	20%	58%	16%
I believe that stricter gun control laws would reduce crime	57%	23%	48%	40%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

Crime & Public Safety

How much do you agree or disagree with the following statements? [<i>Crime & Public Safety</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Government authorities have become too lenient on criminals	57%	14%	62%	17%
I feel less safe in my everyday life than I did a year ago	53%	23%	49%	28%
Gun violence is a growing problem where I live	51%	24%	43%	32%
My police department is understaffed	50%	20%	58%	11%
Government authorities are doing a good job combating crime in my neighborhood	47%	24%	43%	27%
Government authorities are doing a good job protecting businesses near where I live and shop	46%	18%	46%	21%
My local government should significantly reduce the resources and budgets for police	31%	39%	21%	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 August 2024

IMMIGRATION & BORDER SECURITY

Immigration & Border Security

How much do you agree or disagree with the following statements? [<i>Immigration & Border Security</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
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	67%	15%	55%	26%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	66%	16%	80%	10%
All migrants who want to enter the United States should be fully vetted first	64%	7%	82%	6%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	63%	18%	74%	10%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	62%	16%	79%	8%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	59%	17%	68%	13%
There are too many undocumented immigrants crossing the border into the United States	59%	21%	80%	8%
We should reform immigration laws to give higher priority to people with needed skills and education	59%	17%	55%	17%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	57%	21%	80%	9%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

Immigration & Border Security

How much do you agree or disagree with the following statements? [<i>Immigration & Border Security</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
There are too many undocumented migrants coming to my state	55%	24%	76%	10%
The United States military should be used to secure the southern border	52%	29%	64%	21%
The arrival of migrants has made the affordable housing problem worse	50%	29%	64%	18%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	50%	29%	38%	46%
It feels like migrants are being treated better than most Americans	49%	34%	65%	20%
The Biden administration is primarily responsible for the situation at the southern border	48%	31%	58%	27%
The rules that I have to live by don't seem to apply to migrants	48%	30%	64%	18%
The U.S. should complete the construction of a wall on the southern border of the U.S.	47%	34%	63%	23%
Most undocumented migrants who entered the U.S. over the last few years should be deported	47%	29%	61%	19%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

Immigration & Border Security

How much do you agree or disagree with the following statements? [<i>Immigration & Border Security</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Local law enforcement should be able to detain undocumented migrants	46%	30%	72%	14%
Undocumented migrants have increased crime in my state	45%	34%	60%	18%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	45%	31%	29%	56%
Undocumented migrants will take jobs away from poorer and working-class Americans	44%	42%	56%	28%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	43%	37%	54%	31%
I support the way the Biden Administration is managing the southern border	40%	35%	27%	57%
The resettling of all the migrants will, in the long-run, benefit the United States	40%	28%	32%	40%
I support the way my state and local officials are handling the migrant issue	39%	30%	26%	47%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	32%	38%	25%	53%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	31%	45%	18%	70%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

CLIMATE CHANGE & ENERGY POLICY

Climate Change & Energy Policy

How much do you agree or disagree with the following statements? [<i>Climate Change & Energy Policy</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Climate change is a very big threat to the planet	67%	14%	59%	25%
Climate change is a result of human activity	62%	15%	62%	21%
Governments should create policies that encourage oil and gas production in the U.S.	56%	18%	62%	19%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	51%	23%	44%	38%
Government regulation and action on climate change is hurting the economy	48%	24%	49%	26%
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%	27%	38%	45%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	47%	22%	38%	39%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

GOVERNMENT

Government

How much do you agree or disagree with the following statements? [Government]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The federal government of the United States has become too intrusive in the lives of Americans	61%	12%	66%	16%
The voting in the 2020 election was free and fair and the vote-counting was done accurately	60%	19%	55%	29%
The federal government of the United States is too big and powerful	58%	15%	64%	14%
The FBI has become politicized in its investigations	55%	14%	60%	16%
The United States Justice Department has become politicized in its prosecutions	55%	14%	64%	14%
I want the next president to shrink the size of the federal government	44%	15%	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	41%	30%	30%	49%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

GOVERNMENT POLICY

Government Policy

How much do you agree or disagree with the following statements? [Government Policy]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I think that the United States government should provide expanded benefits and entitlements to Americans	61%	12%	56%	22%
I support the Biden Administration's efforts to forgive student loans	61%	21%	41%	46%
China represents the most serious economic and geo-political threat to the United States	58%	11%	68%	10%
The U.S. government should spend less money supporting the war in Ukraine	56%	14%	55%	24%
Iran is the primary destabilizing force in the Middle East	47%	9%	61%	8%
I think that the United States spends too much on defense and the military	44%	31%	34%	47%
The government should ban social media, like Facebook and TikTok, from being used by children	43%	33%	46%	33%
Student loans should not be forgiven and paid for by taxpayers	40%	35%	54%	32%
The age required to collect full Social Security benefits will need to be raised in order to keep the program from running out of money	39%	30%	45%	30%
I support the way the Biden Administration is dealing with the Israel-Hamas war	36%	33%	30%	49%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	33%	41%	26%	53%
The United State should increase the amount of military aid it sends to Israel	30%	40%	35%	39%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

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	68%	9%	75%	9%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	60%	17%	63%	15%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	55%	16%	59%	18%
Social media, like Facebook and TikTok, does more harm than good	44%	25%	54%	24%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

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	80%	7%	86%	4%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	65%	8%	60%	17%
College is no longer worth the cost for most students	65%	9%	75%	11%
Parents should have a say in what is taught to their children in public schools	64%	13%	73%	11%
More emphasis should be placed on trade schools	58%	7%	75%	6%
The public schools in my neighborhood are good	57%	18%	51%	19%
The public school system is working well in my state	38%	27%	34%	34%
Public schools where I live are better than they were before the pandemic	34%	28%	28%	32%
The federal government's Department of Education should be eliminated	33%	37%	32%	41%
Colleges and universities should be allowed to use race in admissions decisions	27%	48%	22%	61%

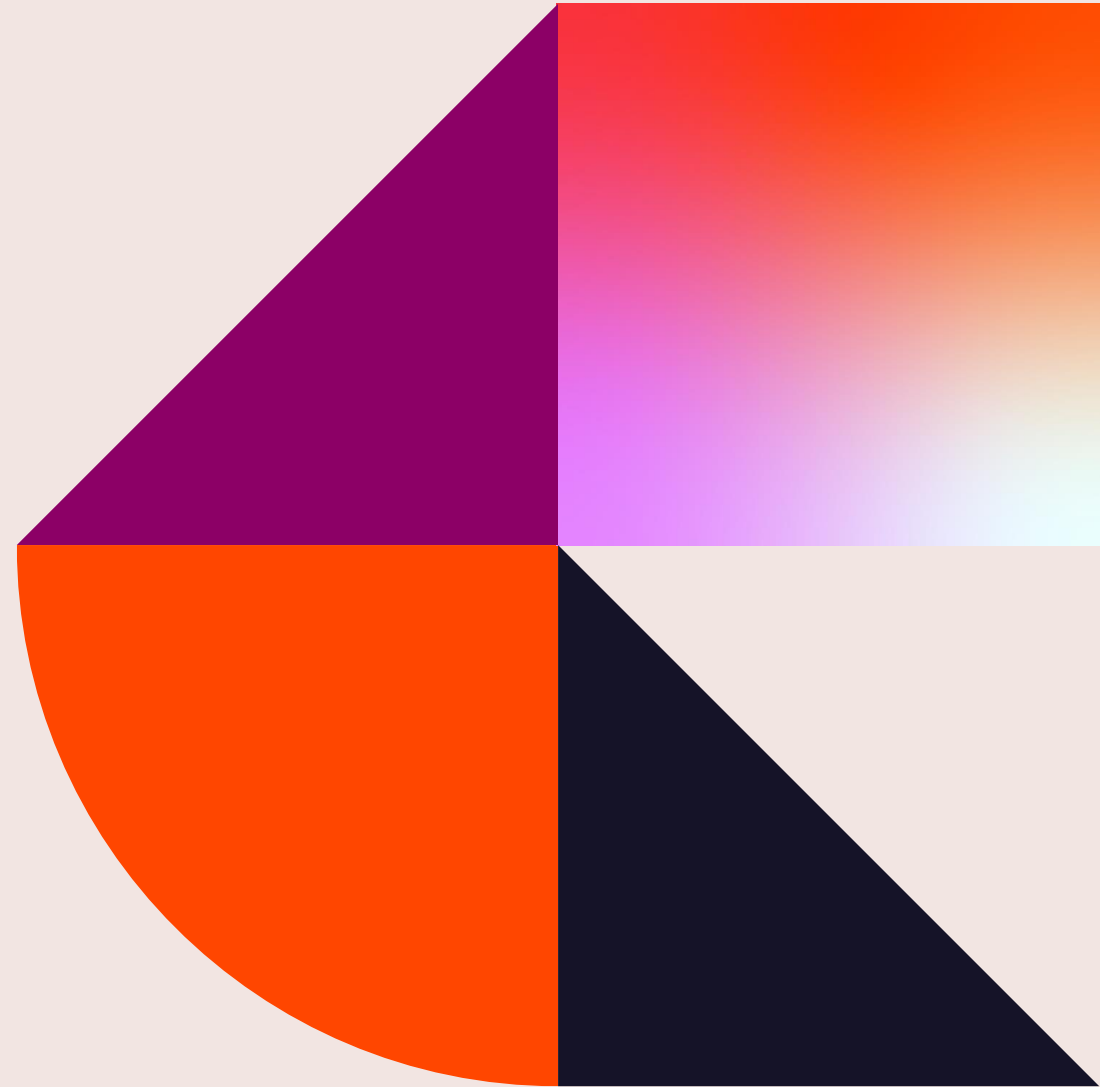
5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

Information Sources & Language Preferences



YouTube & Local 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.

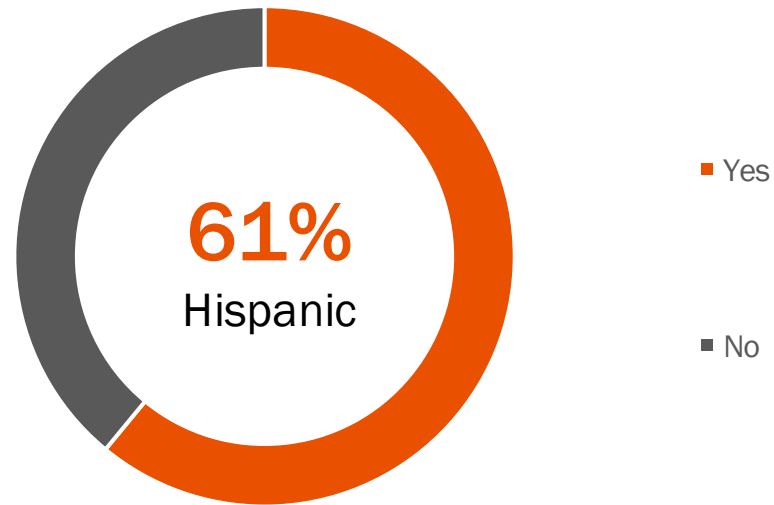
Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
YouTube	49%	38%	Podcasts	22%	20%
Local Television	45%	50%	Radio	22%	24%
Facebook	39%	27%	Newspapers	21%	24%
National Television (like network programs or cable news)	39%	51%	Debates	16%	27%
TikTok	31%	14%	Snapchat	14%	6%
Friends	26%	29%	Community organization	6%	5%
Family	26%	28%	None of these	6%	3%
Instagram	25%	18%	Magazines	5%	8%
Online publications	24%	27%	School	3%	4%
X, formerly known as Twitter	23%	21%	Religious organization/Church	3%	5%

Spanish-Language News Viewers & Streamers

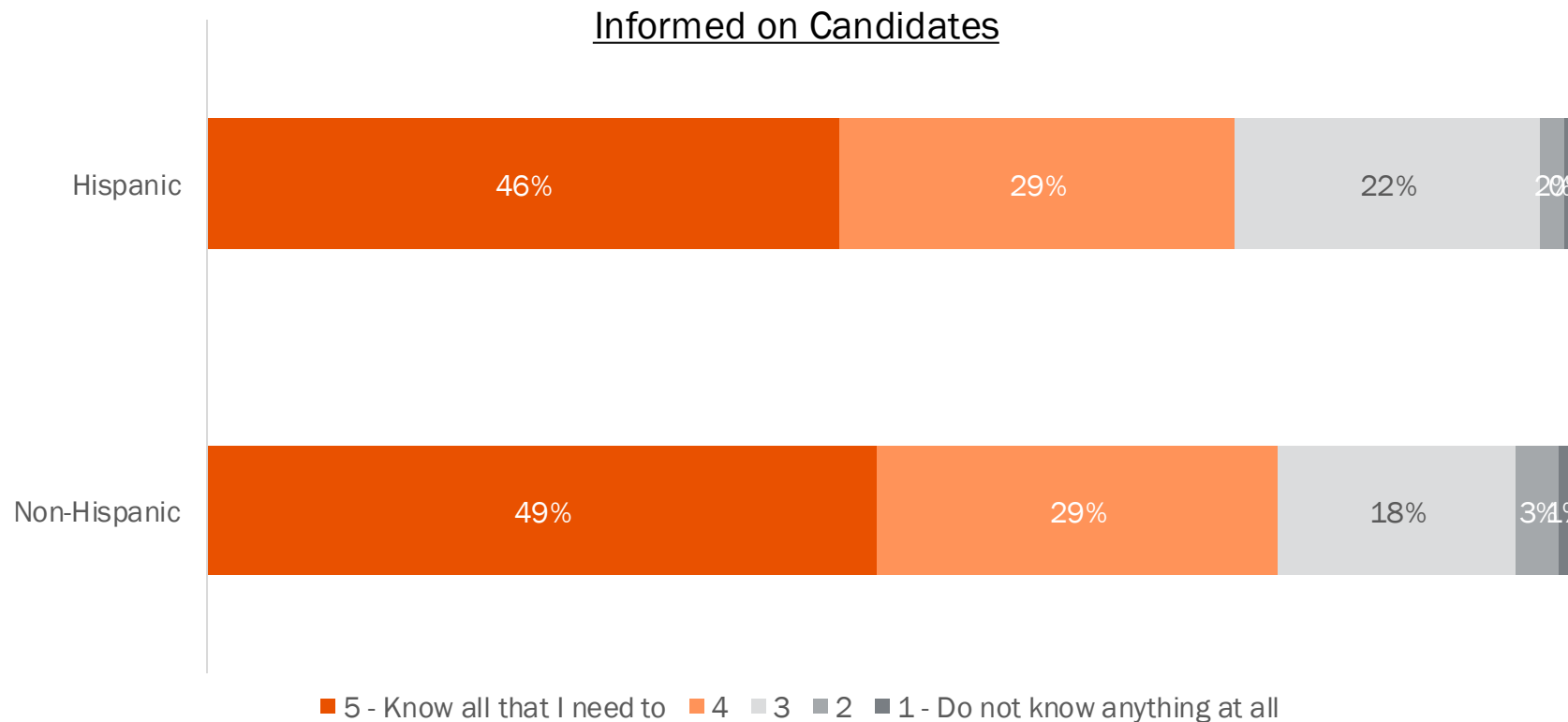
Do you watch or stream Spanish-language news?

Spanish-Language News Viewers & Streamers



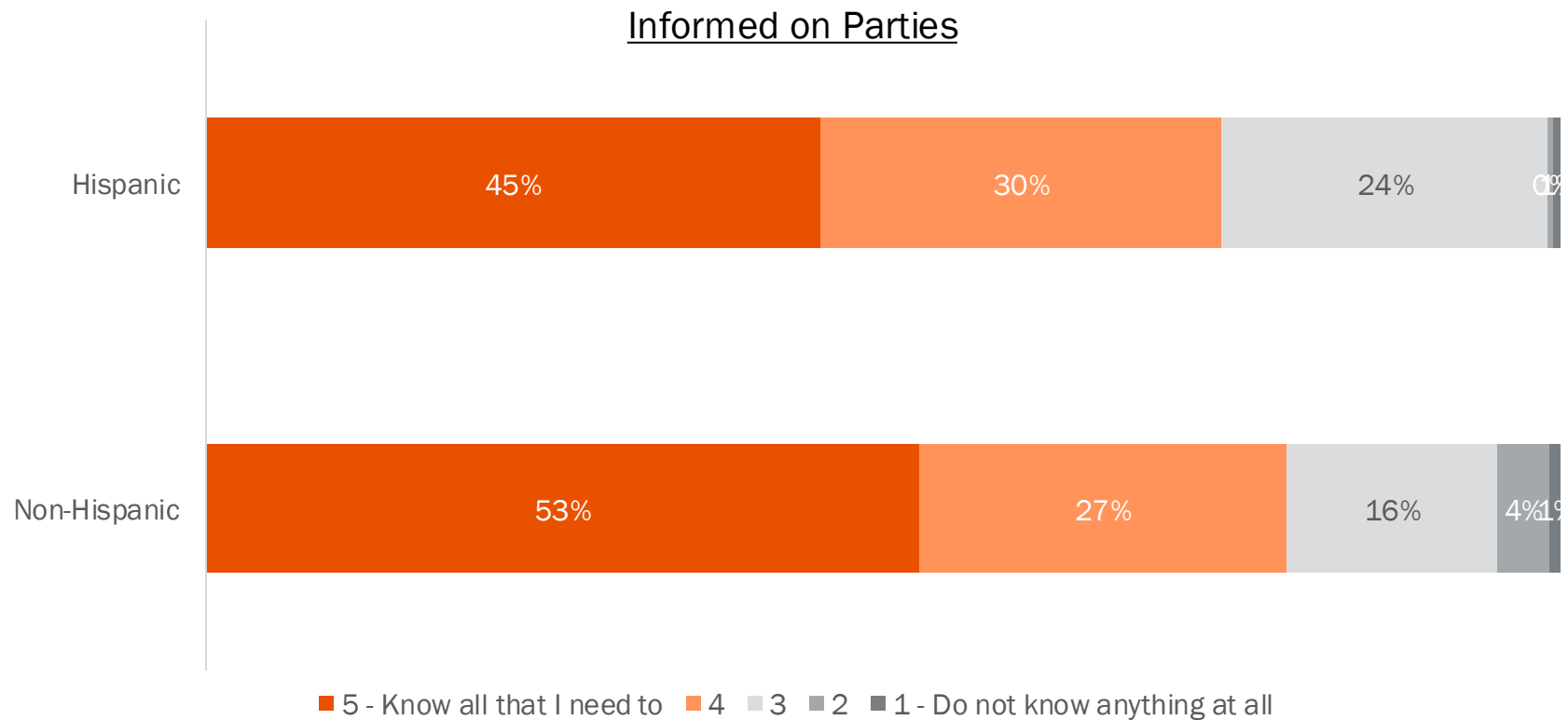
54% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

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?



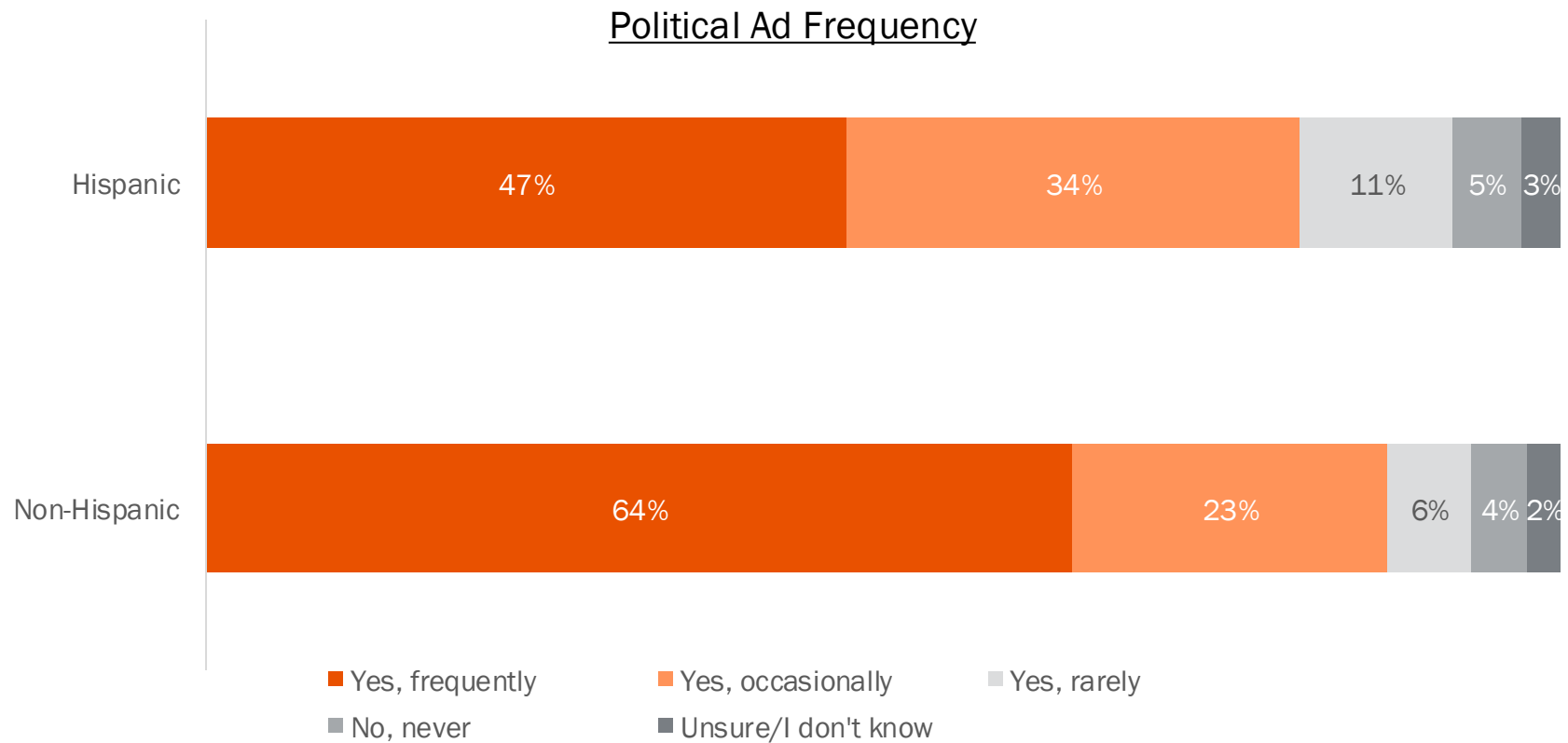
55% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

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?



50% of Hispanics Occasionally, Rarely or Never See Political Ads

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





Messaging in Spanish is *Powerful* and *Connects*

70%

OF HISPANICS AGREE

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

64%

OF HISPANICS AGREE

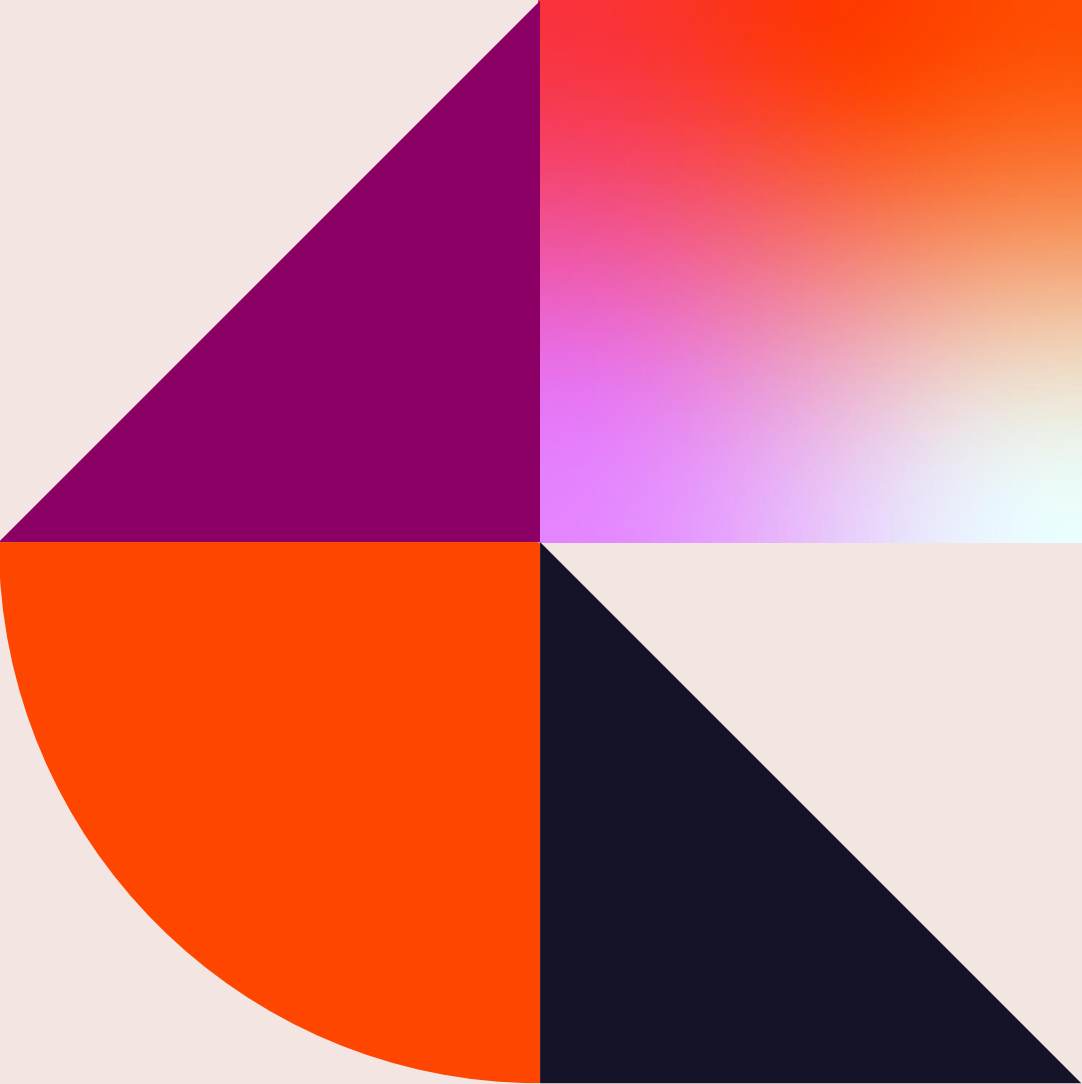
Political parties and candidates who advertise in Spanish are *showing me they want my vote*

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*

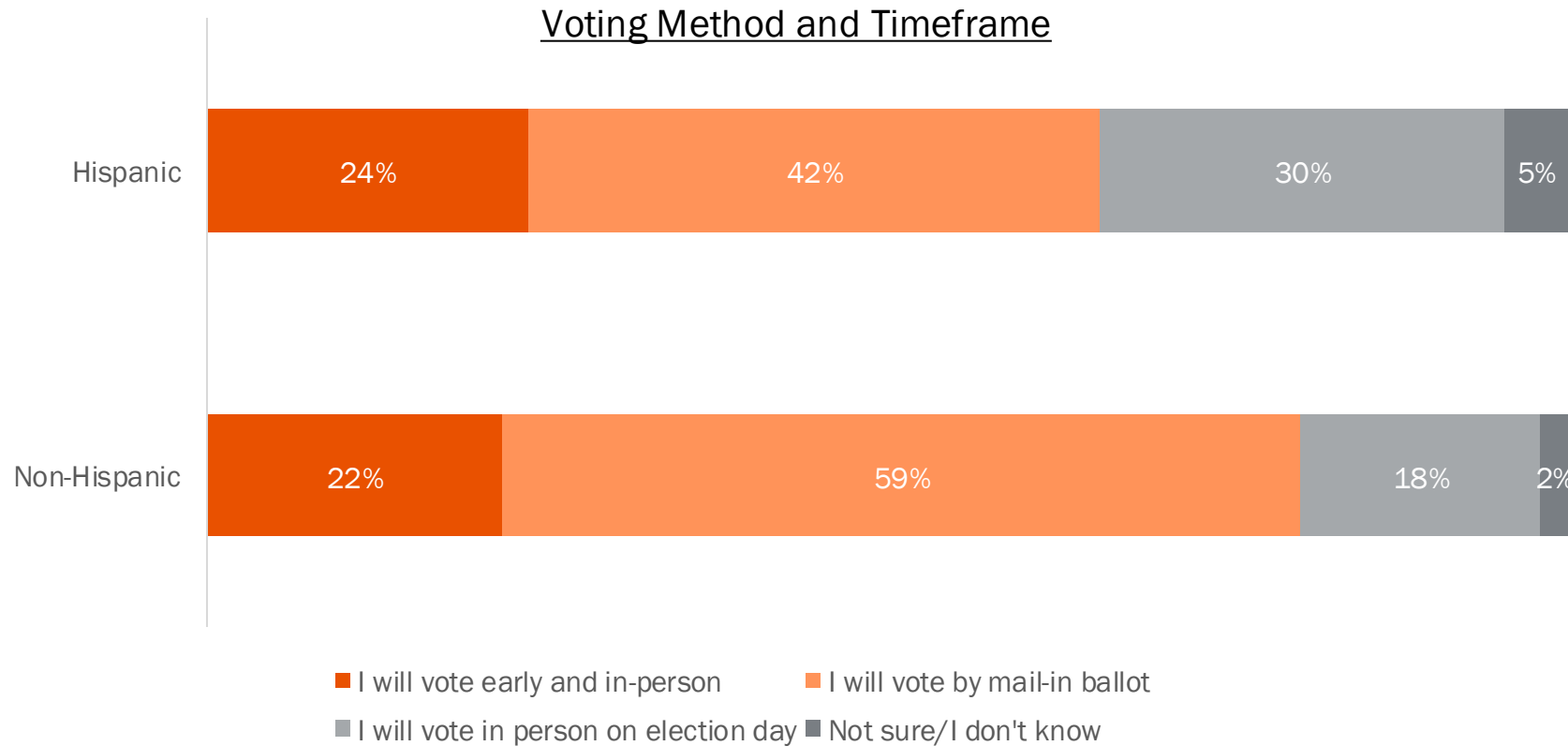
Voting & Campaign Information



Voting Method and Timeframe

- HISPANICS MORE LIKELY THAN NON-HISPANICS TO VOTE EARLY AND IN PERSON

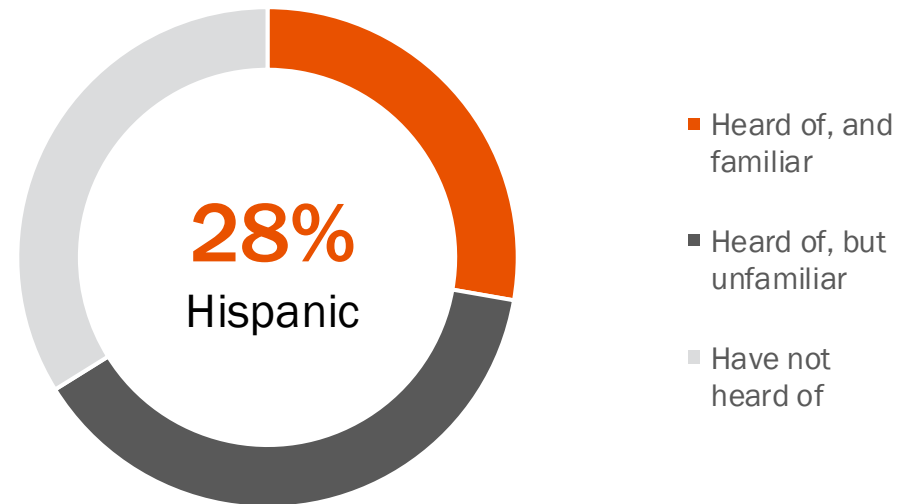
How do you plan to vote in the General election?



Vota Conmigo Familiarity

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

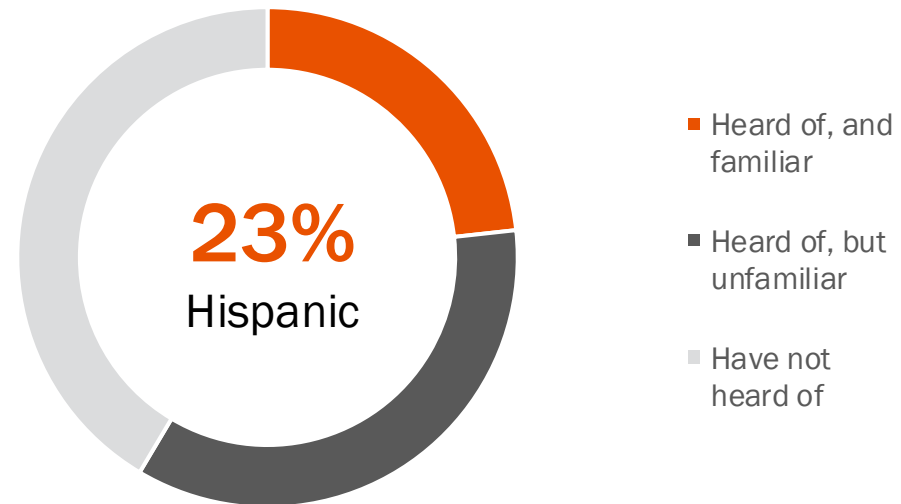
Vota Conmigo Familiarity



Poder Latino Familiarity

How familiar or unfamiliar are you with the “Poder Latino” campaign?

Poder Latino Familiarity





Gracias

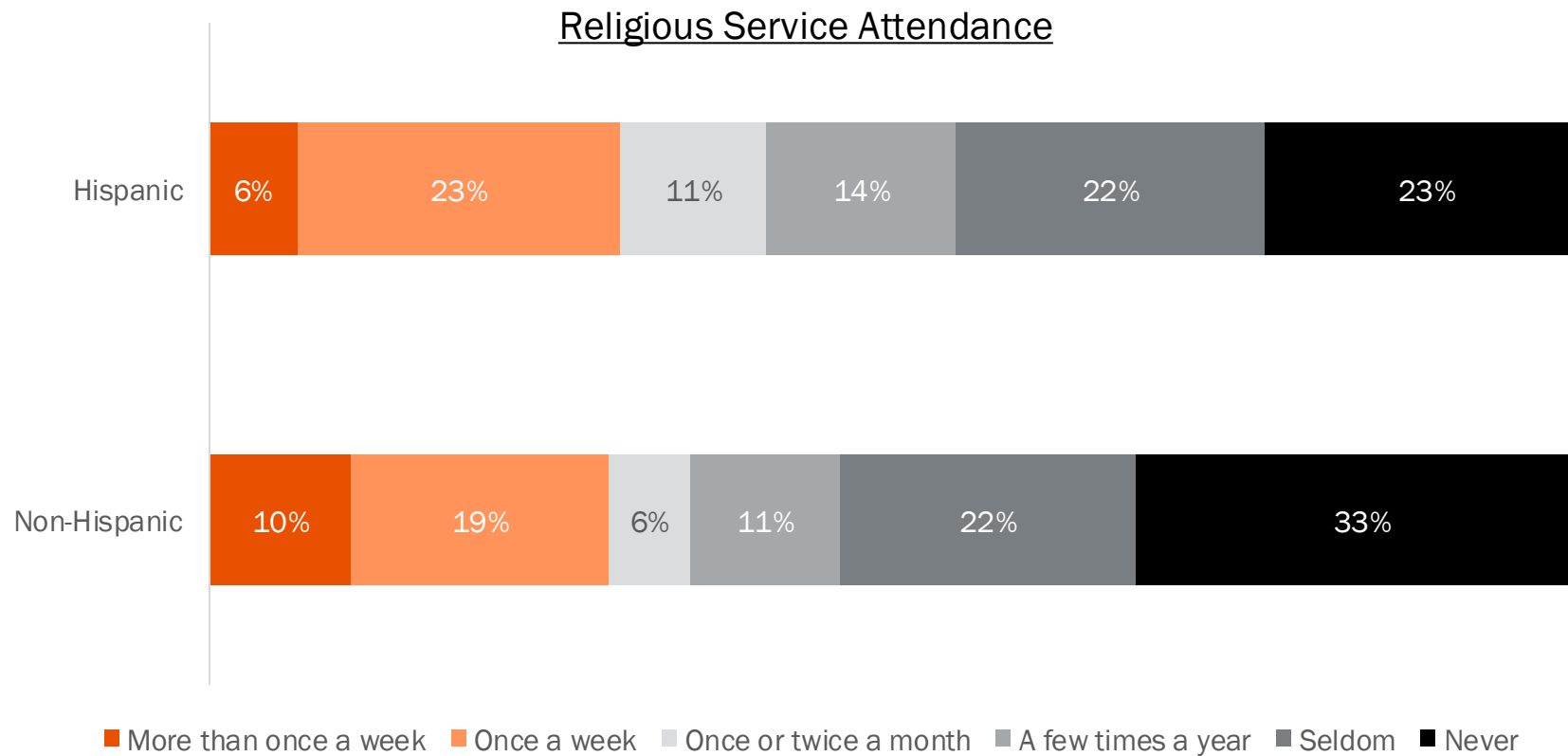
Televisa
Univision

Consumer
Strategy & Insights

APPENDIX

Religious Service Attendance

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



Political Campaigning

How much do you agree or disagree with the following statements? [Political Campaigning]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I feel that candidates and their campaigns are making a strong effort to win my vote	72%	6%	67%	10%
I appreciate being personally contacted, by phone or by knocking at my door by a political party, candidate or organization that is looking to influence my vote	30%	50%	22%	62%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

Ballot Language Preference

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

Ballot Language Preference

