

RALEIGH

Raleigh's Hispanic Community

Raleigh Hispanics
Are
YOUNGER

39 Hispanic
median age
vs 48 for Non-Hispanic

Lower Hispanic
Median Household
Income

\$64,358K
vs \$78,912K for
Non-Hispanic

Larger Hispanic
Households

3.9 Median
Persons per HH
vs 2.8 for Non-Hispanic

More Likely to
Have Children in
Household

53% Kids <18
in HH
vs 35% for Non-Hispanic

More Likely
Renting Their
Homes

41% Rent
where they live
vs 31% for Non-Hispanic

2024 Raleigh Hispanic voter profile

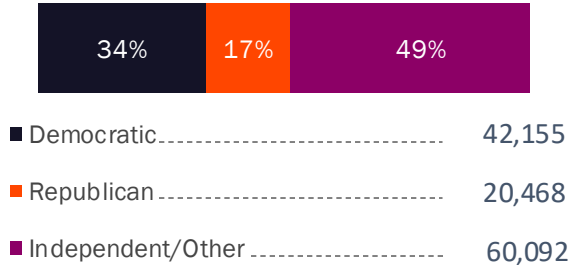
2024 HISPANIC REGISTERED VOTERS

122,715



7% of all registered voters

POLITICAL AFFILIATION

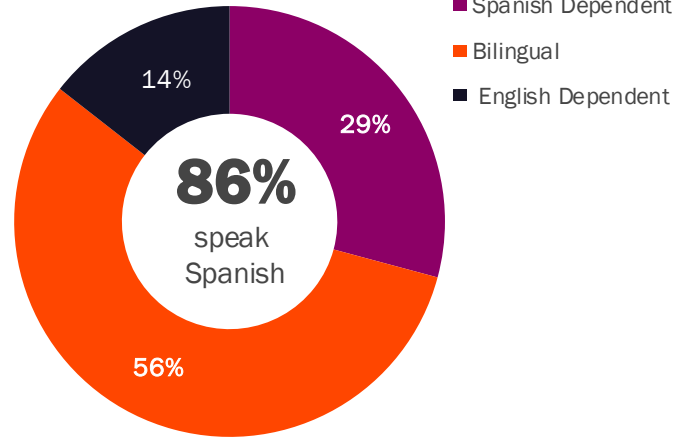


AGE DISTRIBUTION 18+

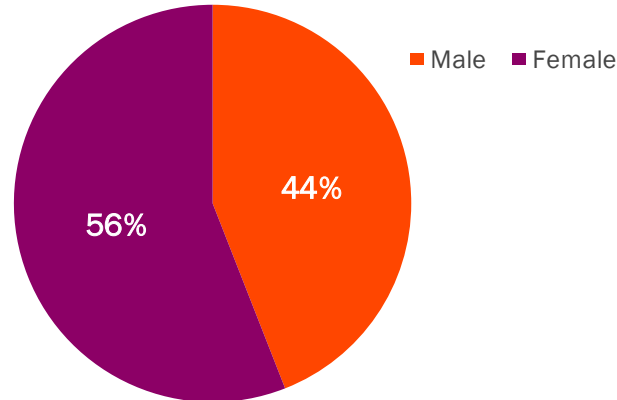
HISPANIC

18-34	46%
35+	54%
18-24	24%
25-34	22%
35-49	24%
50-64	19%
65+	11%

2024 HISPANICS AGE 5+ LANGUAGE USAGE*



REGISTERED VOTER GENDER DISTRIBUTION



COUNTRY OF ORIGIN* POPULATION SHARE

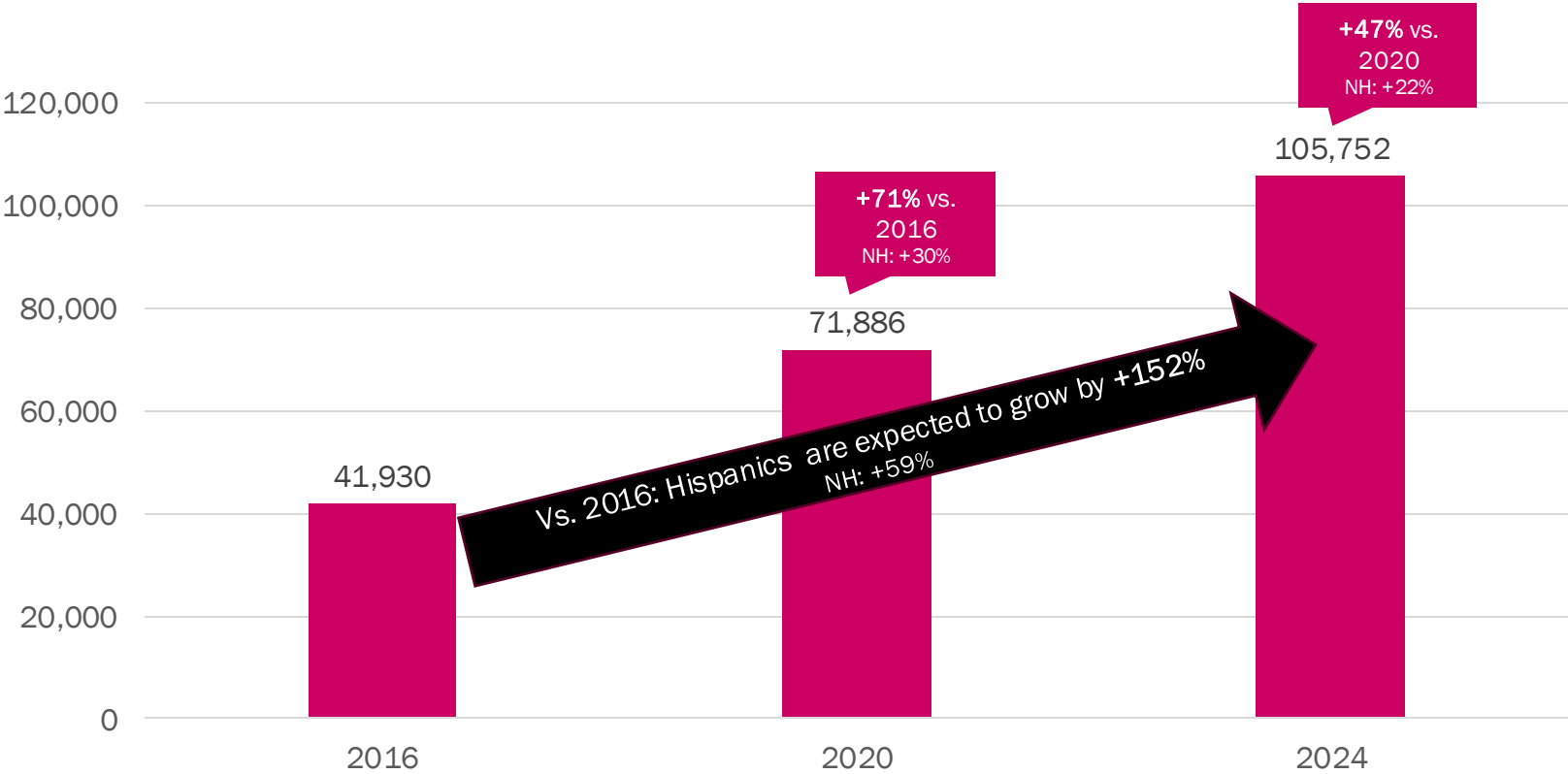
Total Hispanic Population	447,185	
Mexican	228,977	51.2%
Caribbean	82,616	18.5%
Puerto Rican	55,999	68%
Dominican	13,364	16%
Cuban	13,253	16%
Central American	80,869	18.1%
Honduran	26,211	32%
Salvadoran	26,022	32%
Guatemalan	18,539	23%
Panamanian	4,228	5%
Costa Rican	2,829	3%
Nicaraguan	2,409	3%
Other Central American	631	1%
South American	30,289	6.8%
Colombian	10,857	36%
Venezuelan	4,775	16%
Peruvian	4,589	15%
Ecuadorian	4,083	13%
Argentinean	2,399	8%
Chilean	1,981	7%
Uruguayan	782	3%
Other South American	464	2%
Bolivian	210	1%
Paraguayan	149	0%
Other Hispanic	24,434	5.5%

Source: L2 data mapping active registered voters. *Produced by the Geoscape® Intelligence System (GIS), ©2024 Claritas, LLC. Percentages are rounded.

2024 Raleigh 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

Raleigh
August 2024

Televisa
Univision

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

Among likely voters 18+

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

Methodology

- Online survey of 704 likely voters ages 18+

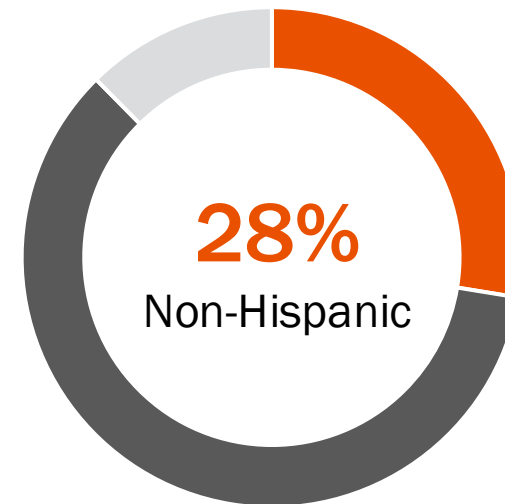
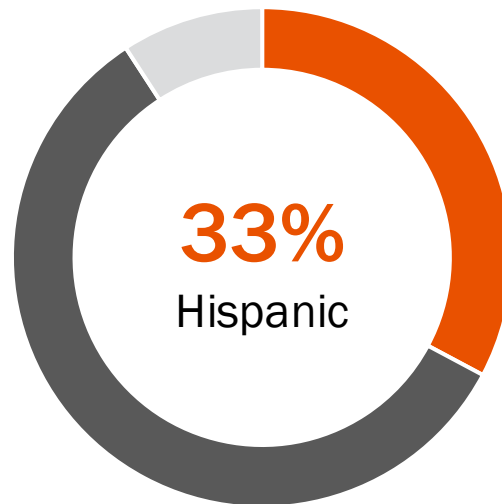
<p><u>A18+</u></p> <p>223 Hispanic (158 SpanDom/Bilingual)</p> <p>481 Non-Hispanic</p>
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- In field 8/1/2024 – 8/22/2024
- Weighted to the registered voter universe by age, gender, education, and political party affiliation. Results from full survey have a margin of error of plus or minus 6.7% for Hispanics and 4.6% for Non-Hispanics.
- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

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

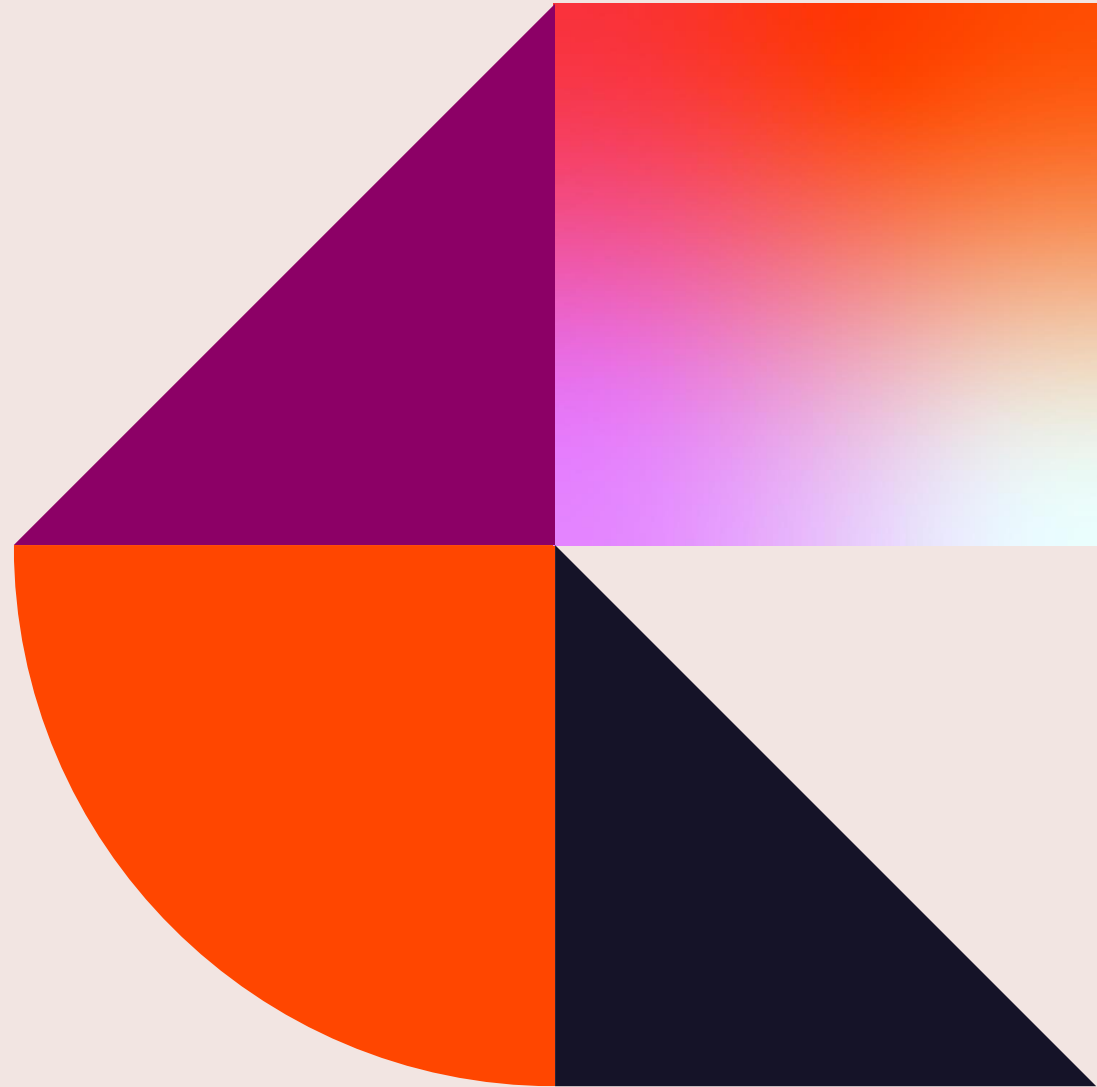
In general, do you believe that the United States is headed in the right direction, or has it gone off on the wrong track?

US Right or Wrong Track



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

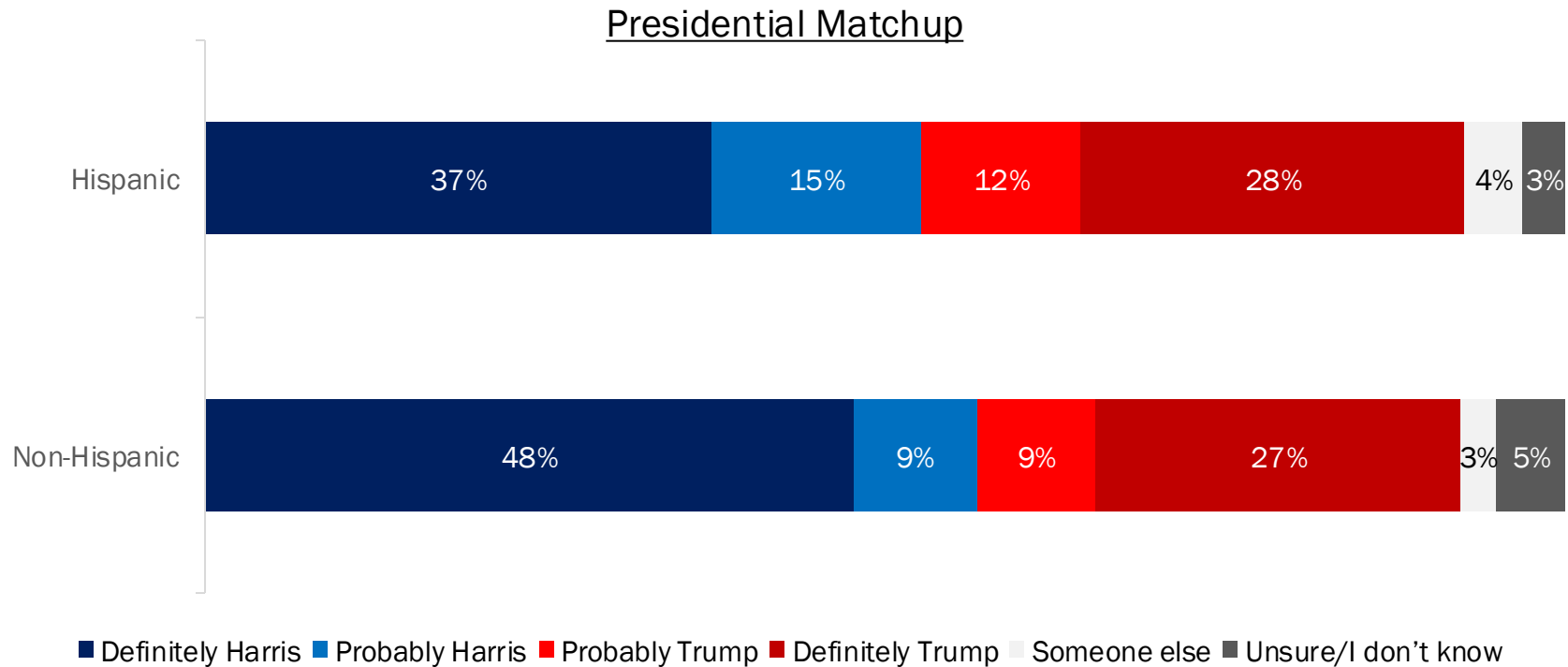
General Election Polling



Matchup: Harris vs Trump

- KAMALA HARRIS LEADS AMONG HISPANICS, LOWER THAN NON-HISPANICS
- 30% OF HISPANICS UP FOR GRABS (27% 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?

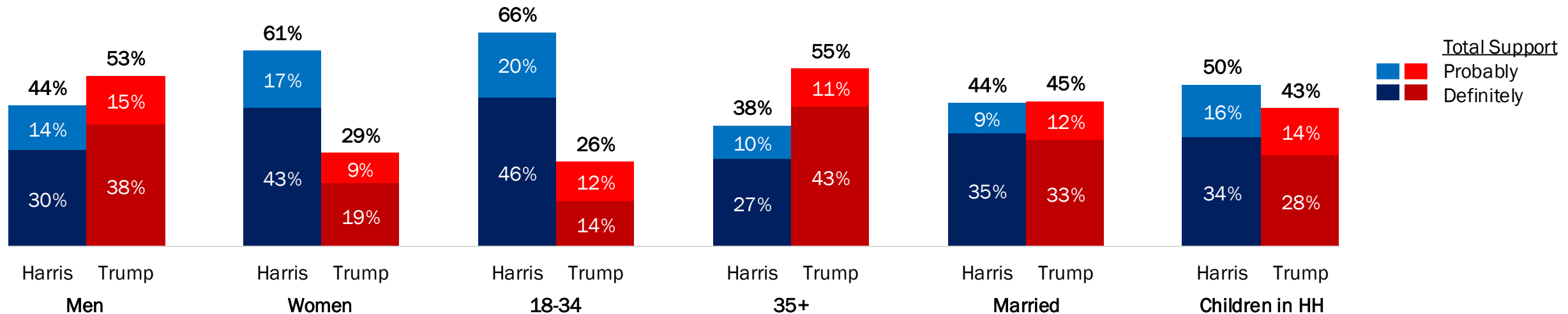


Candidate Support among Hispanics

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

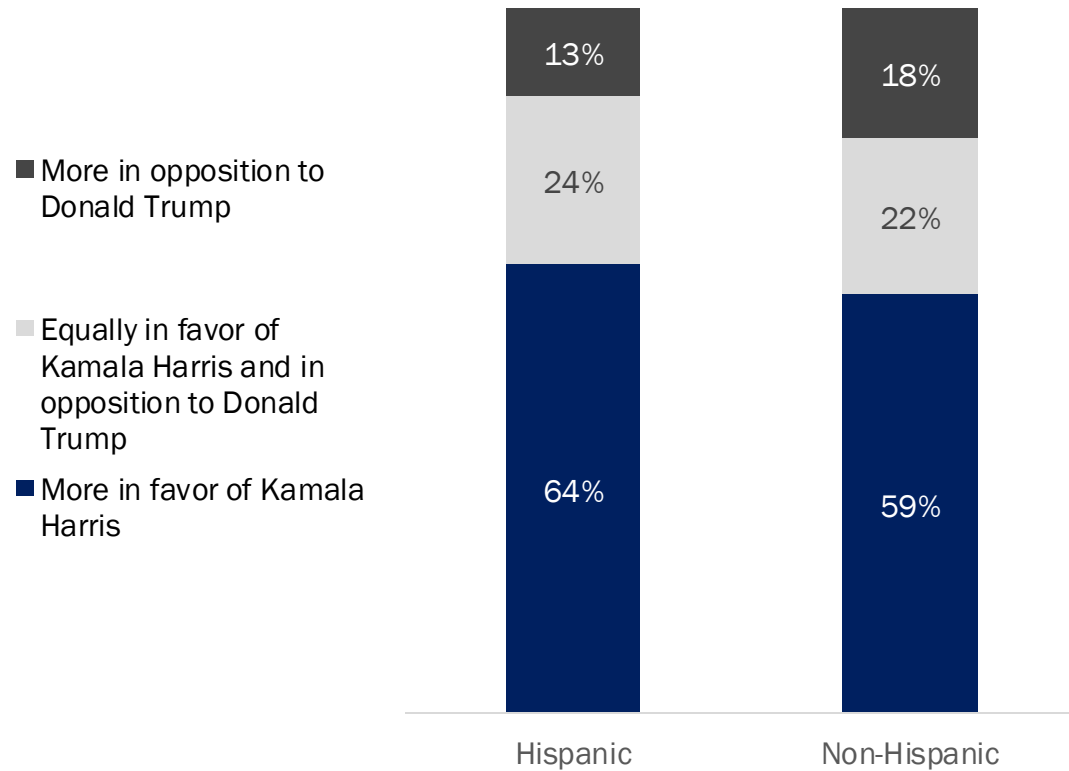


Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of August 2024

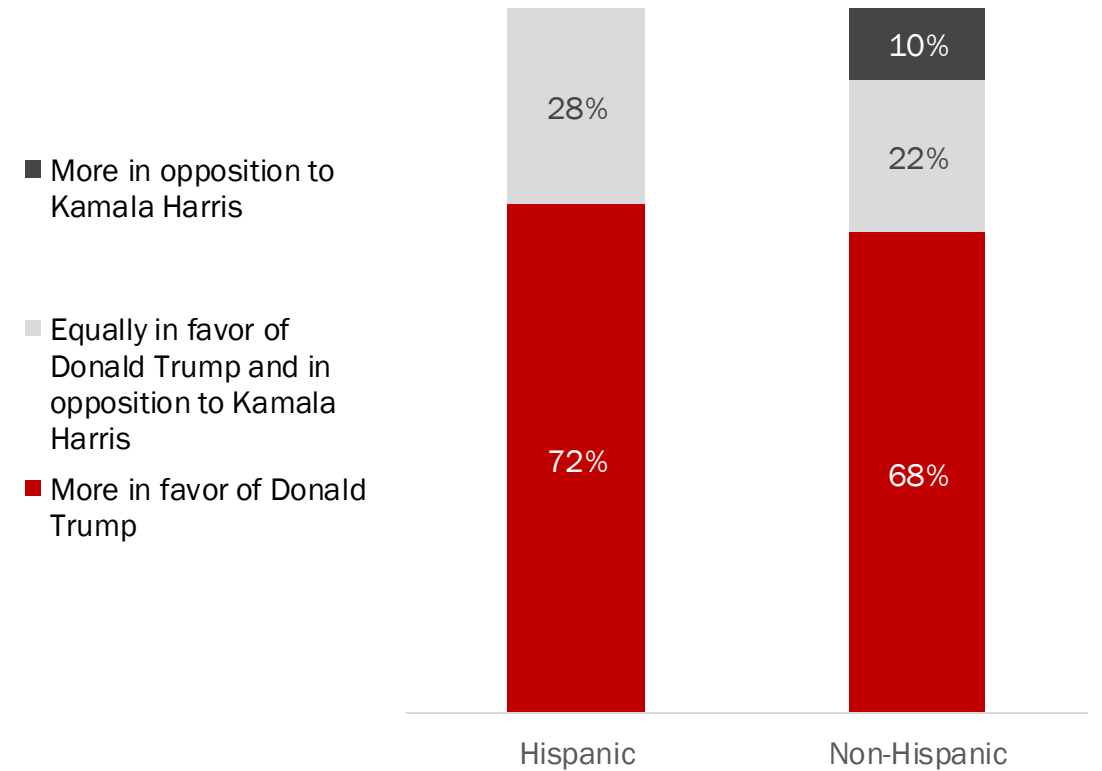
Trump Voters Are More Enthusiastic

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



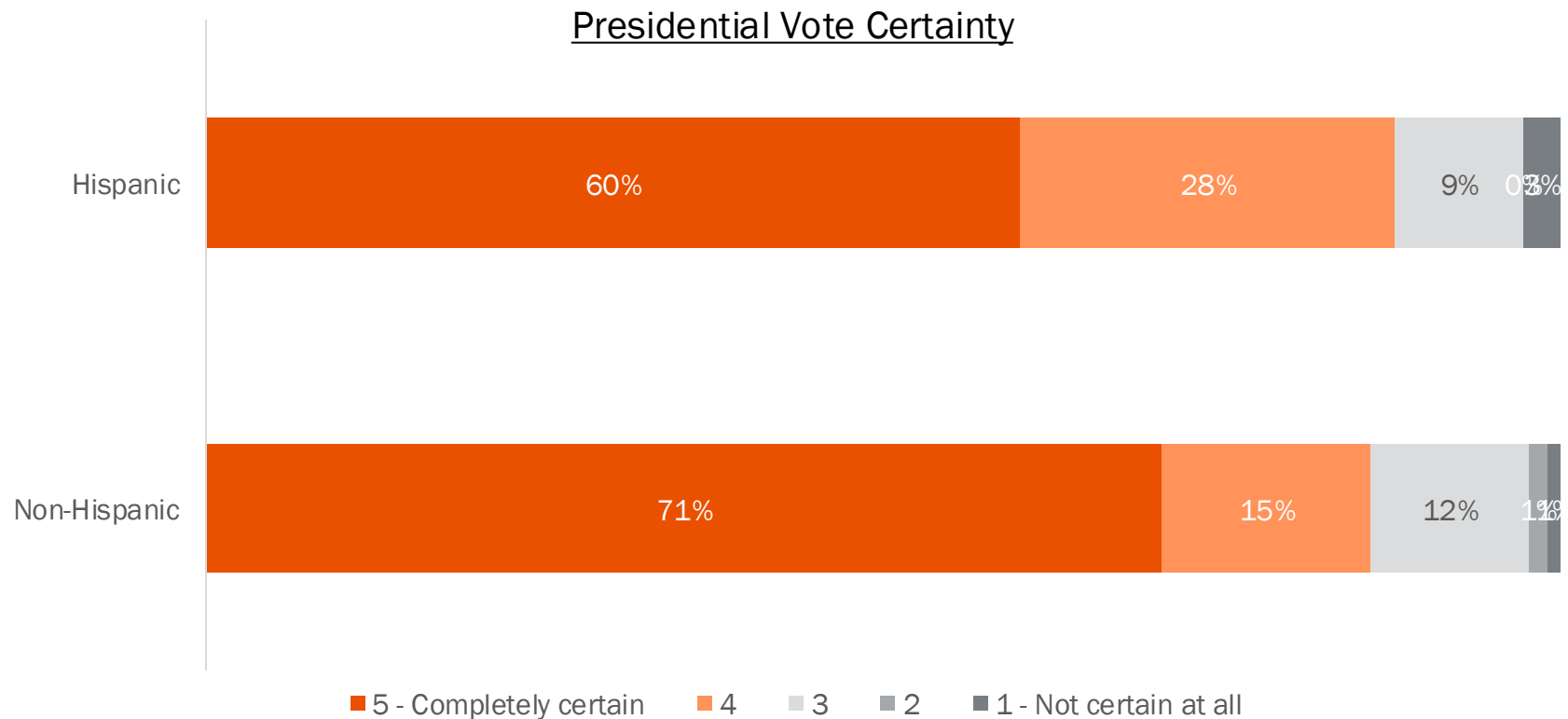
Voting Trump: Favor Trump or Oppose Harris



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

40% of Hispanics Not Completely Certain about Their Vote for President

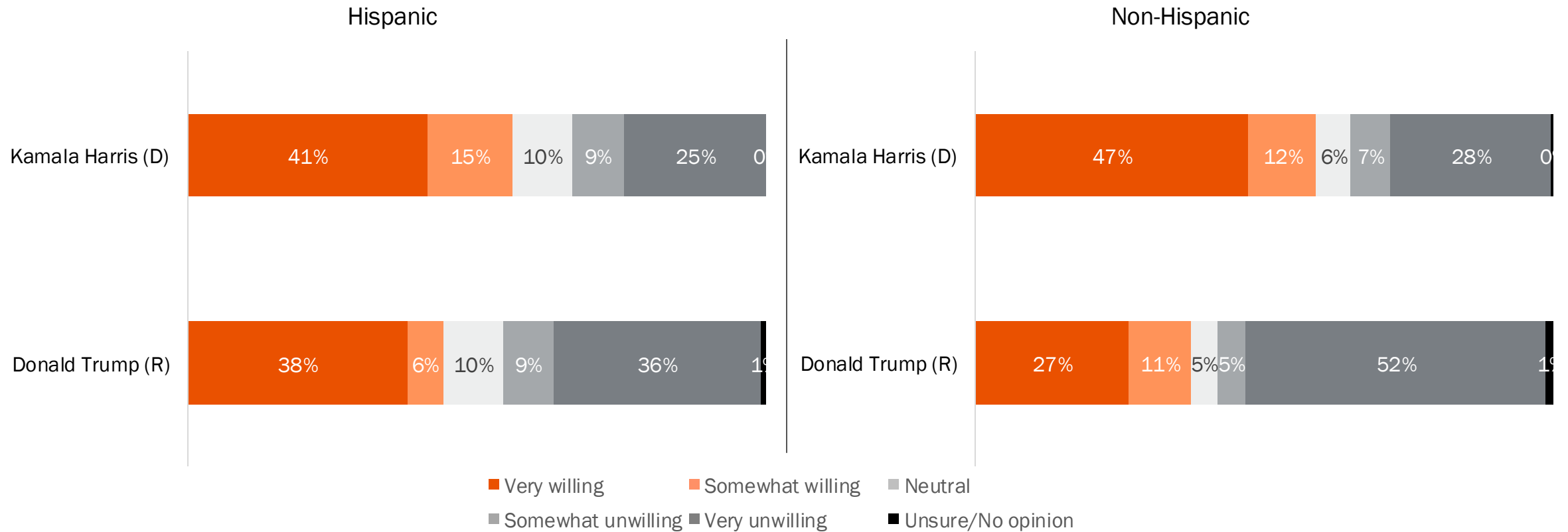
How certain are you that this is the right choice of candidate for you?



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

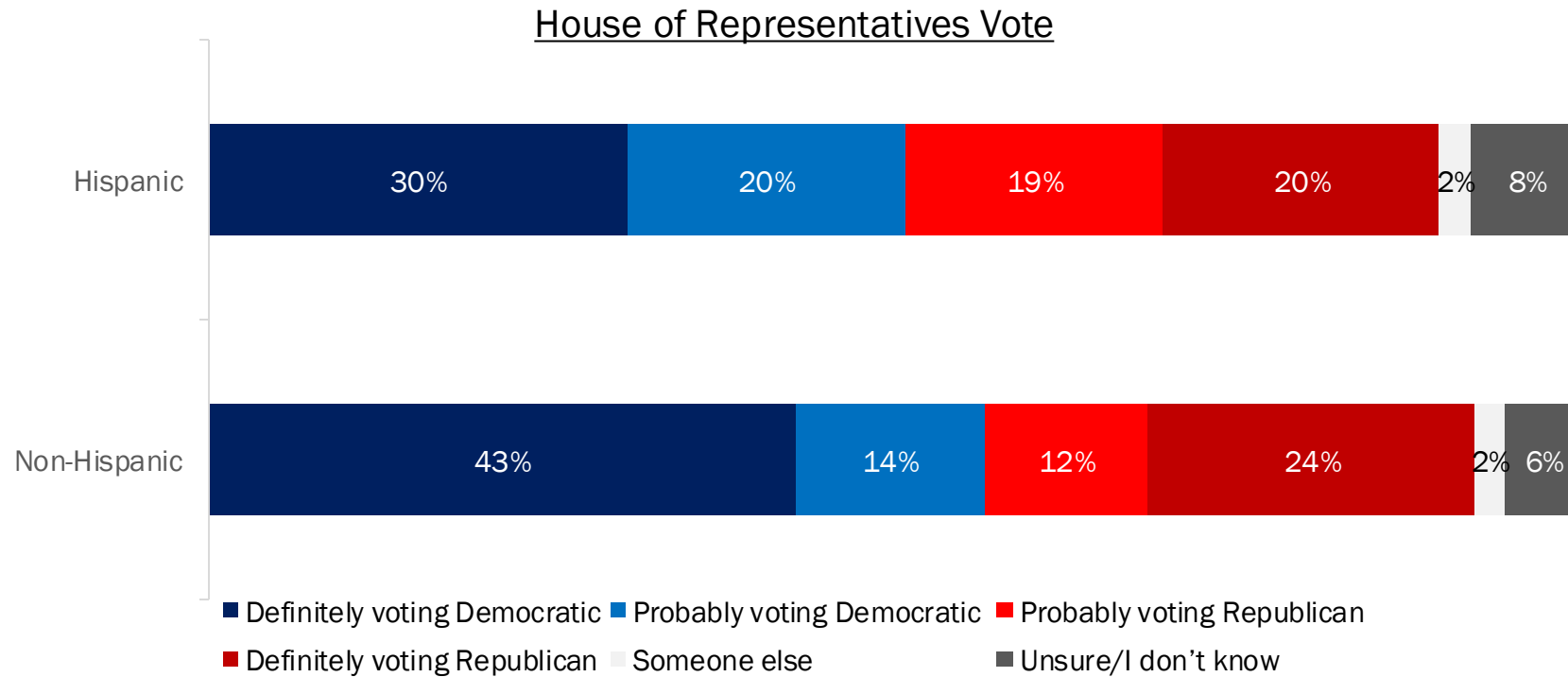


Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of August 2024

House of Representatives Vote

- DEMOCRATS FAVORED BY HISPANICS, LOWER THAN NON-HISPANICS
- 47% OF HISPANICS UP FOR GRABS (39% NOT DEFINITE, 8% UNSURE)

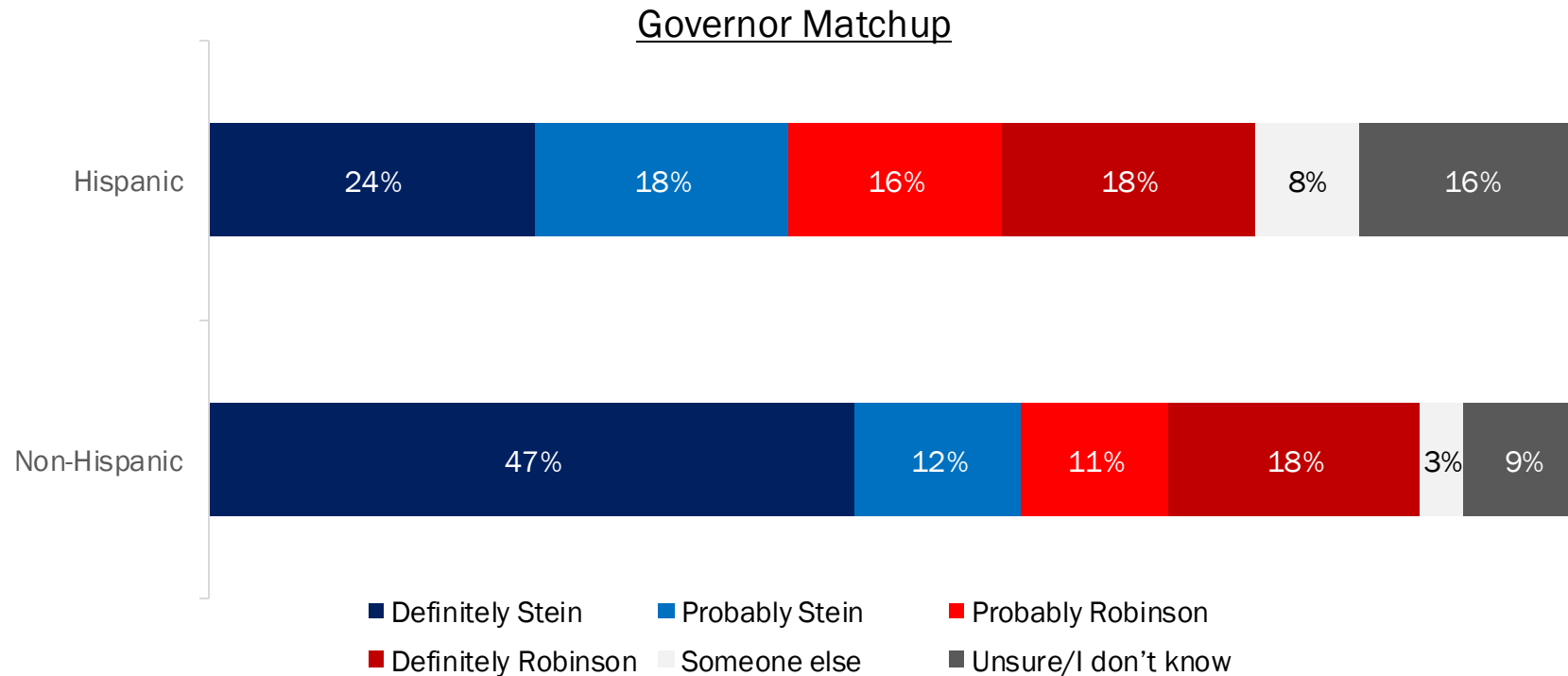
If the election for the United States House of Representatives were held today, which party's candidate would you vote for?



Matchup: Stein vs Robinson

- JOSH STEIN LEADS AMONG HISPANICS, LOWER THAN NON-HISPANICS
- 50% OF HISPANICS UP FOR GRABS (34% NOT DEFINITE, 16% UNSURE)

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

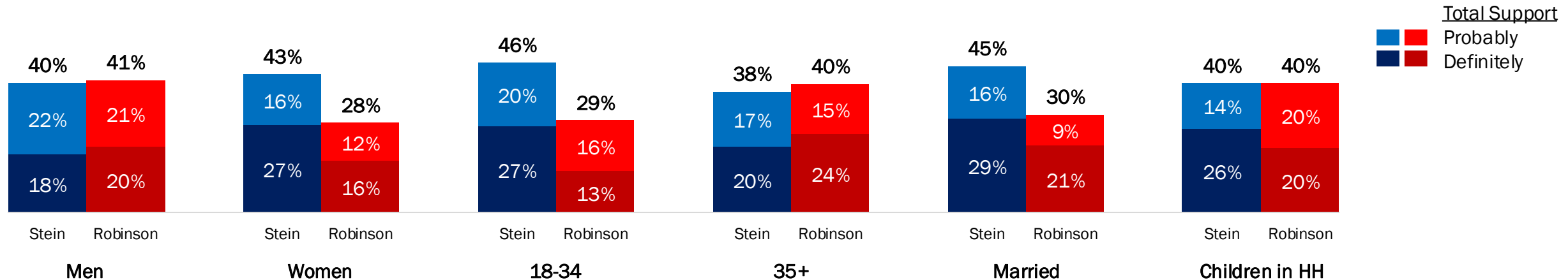


Candidate Support among Hispanics

- STEIN'S STRONGEST SUPPORT AMONG ADULTS 18-34
- ROBINSON'S STRONGEST SUPPORT AMONG MEN

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

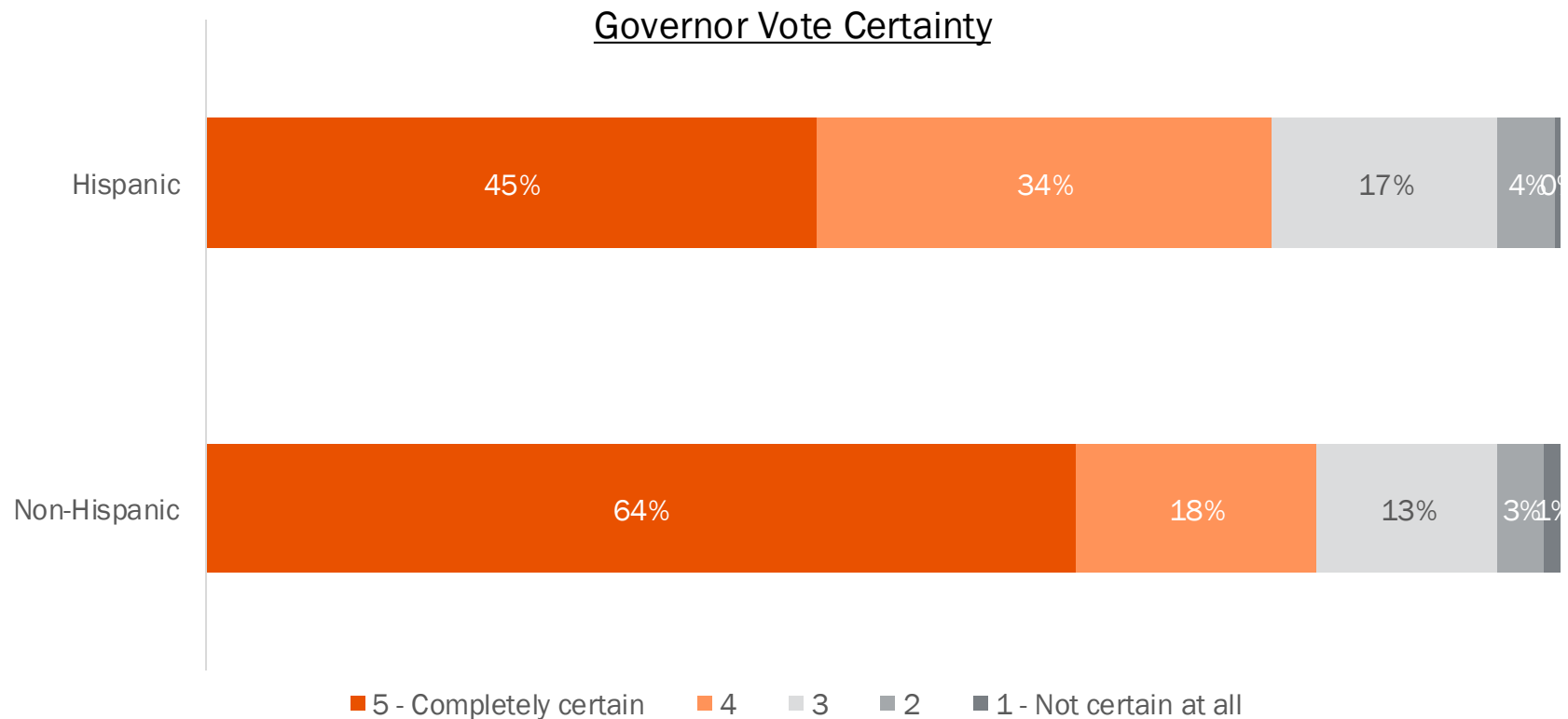
Governor Matchup



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

55% of Hispanics Not Completely Certain about Their Vote for Governor

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



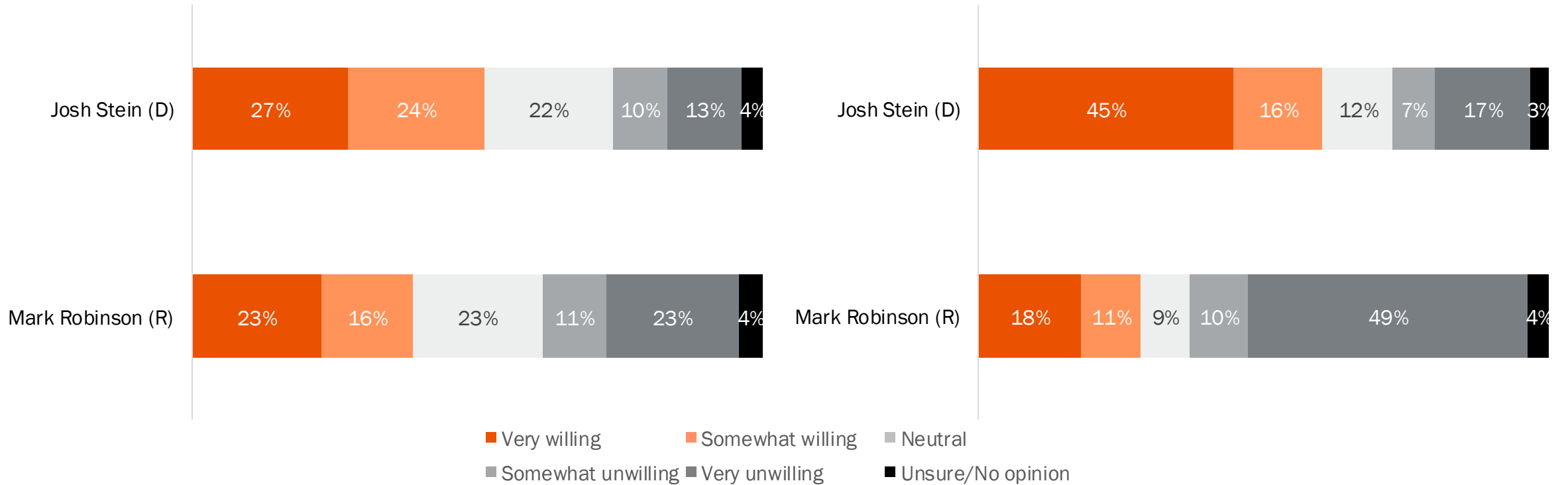
Willingness to Vote for Candidates in General Election

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

Governor Willingness

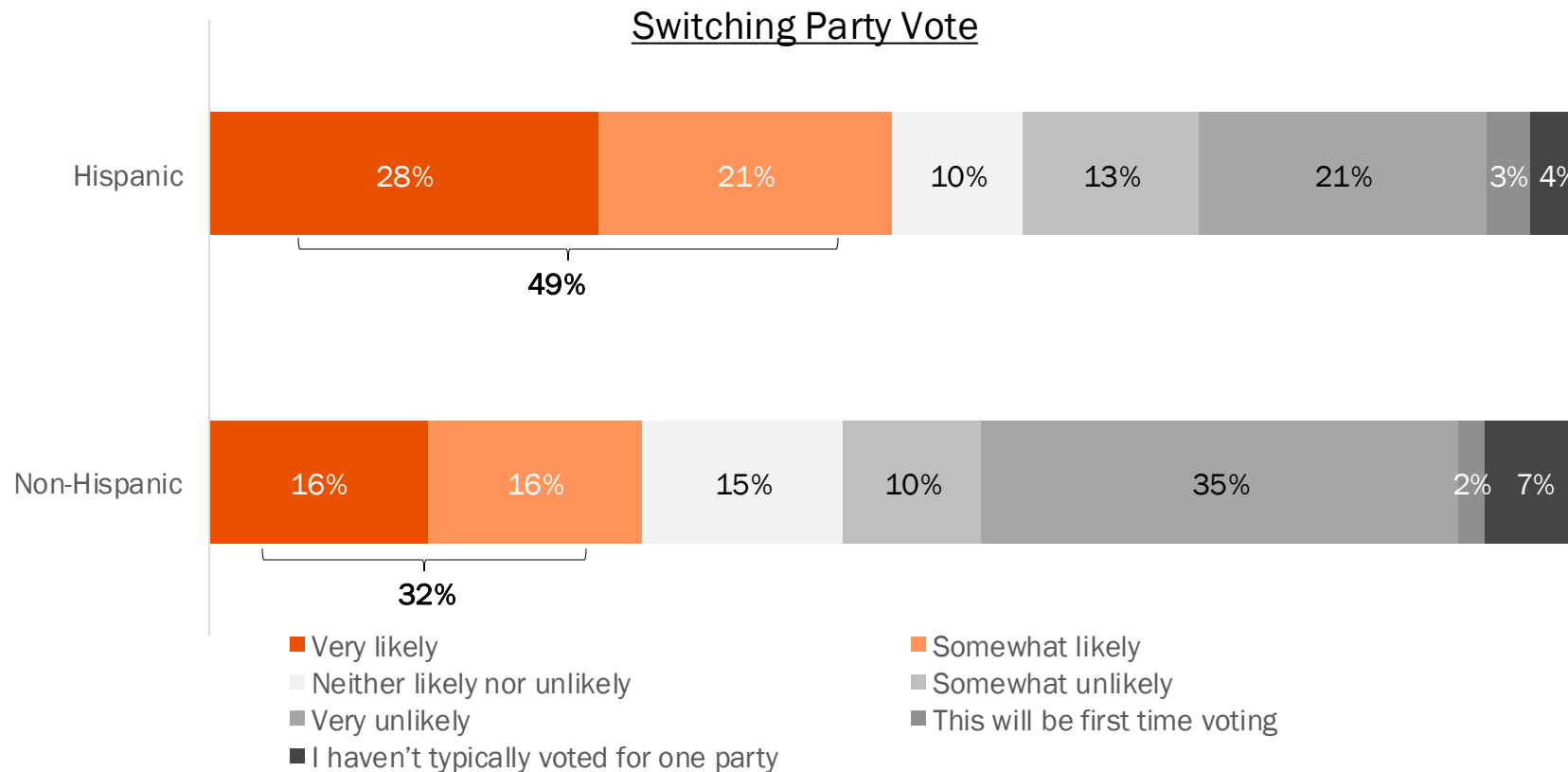
Hispanic

Non-Hispanic

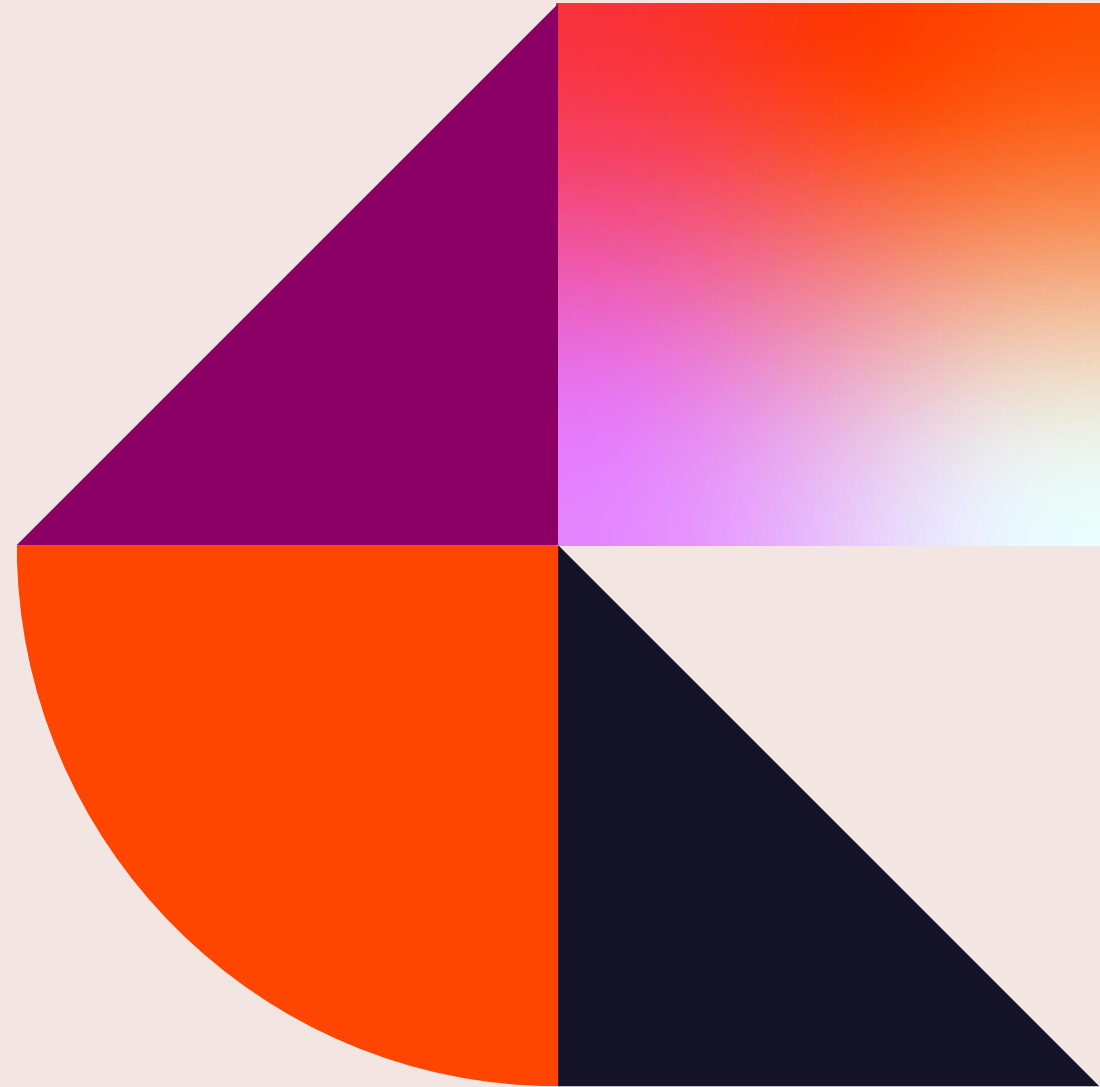


Hispanics More Likely than Non-Hispanics to Be Crossover Voters This Election

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?

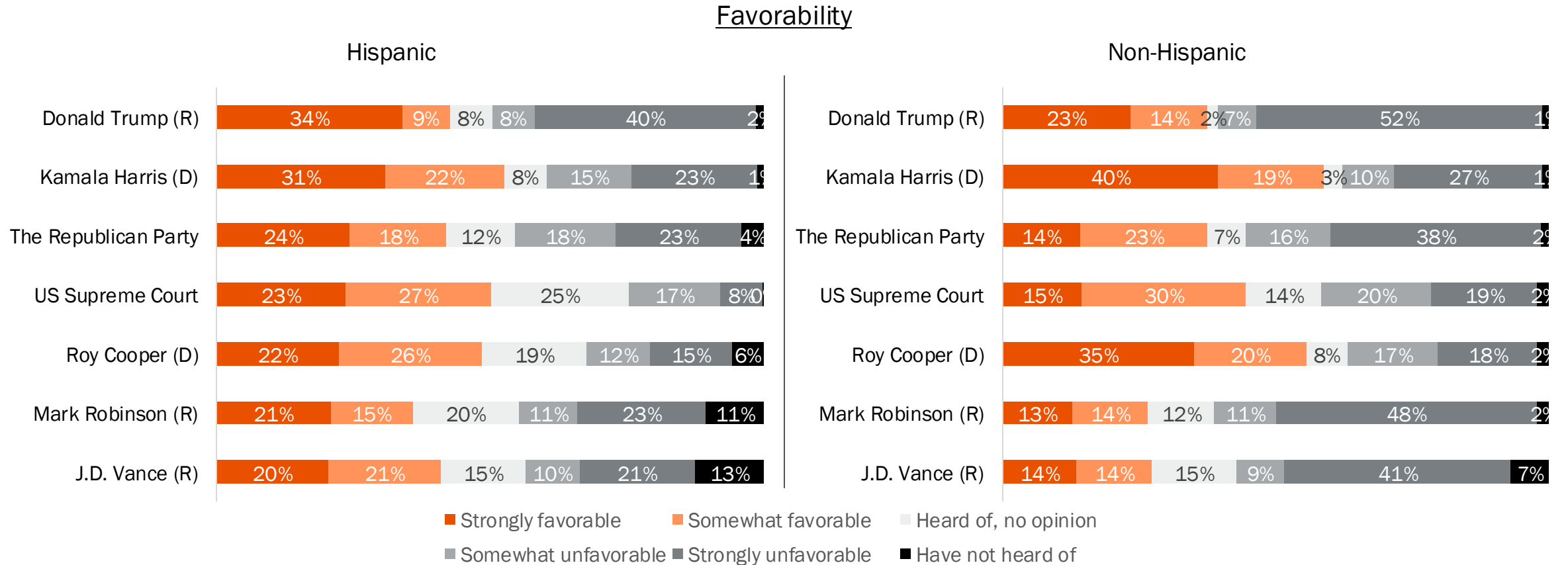


Favorability & Job Approval



Favorability

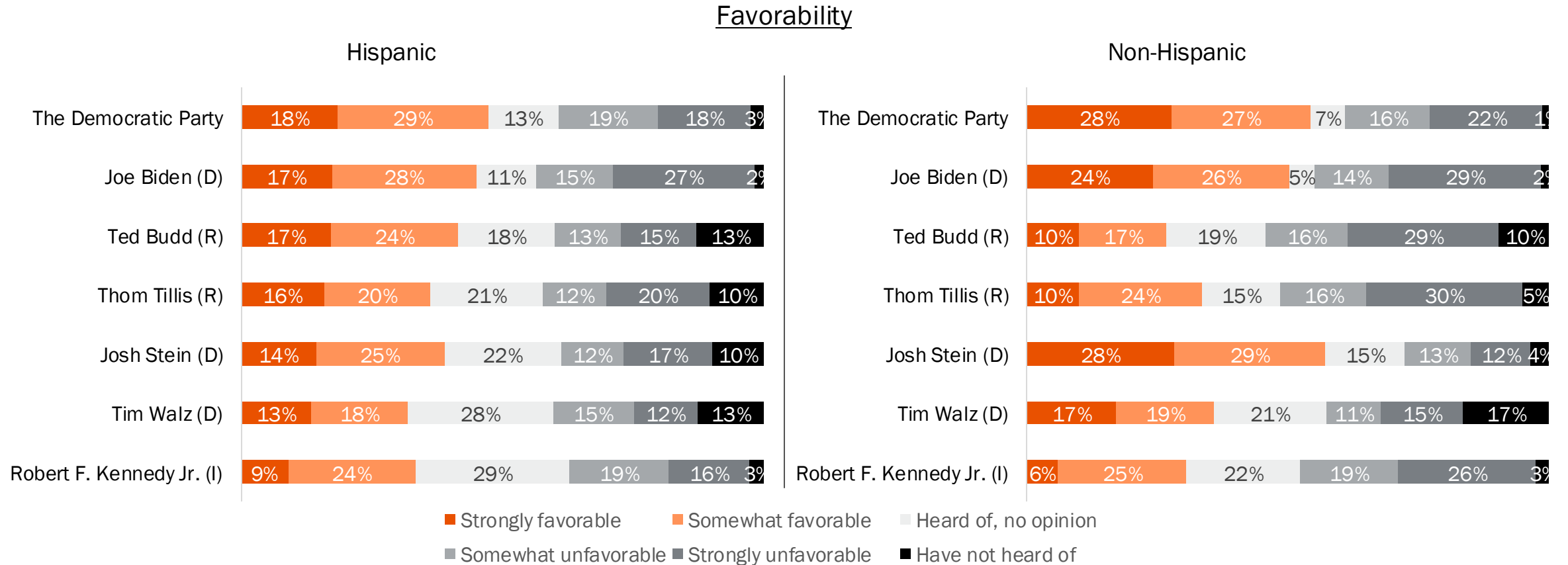
For each individual or institution listed below, please indicate if you have a favorable or unfavorable opinion of them.



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

Favorability

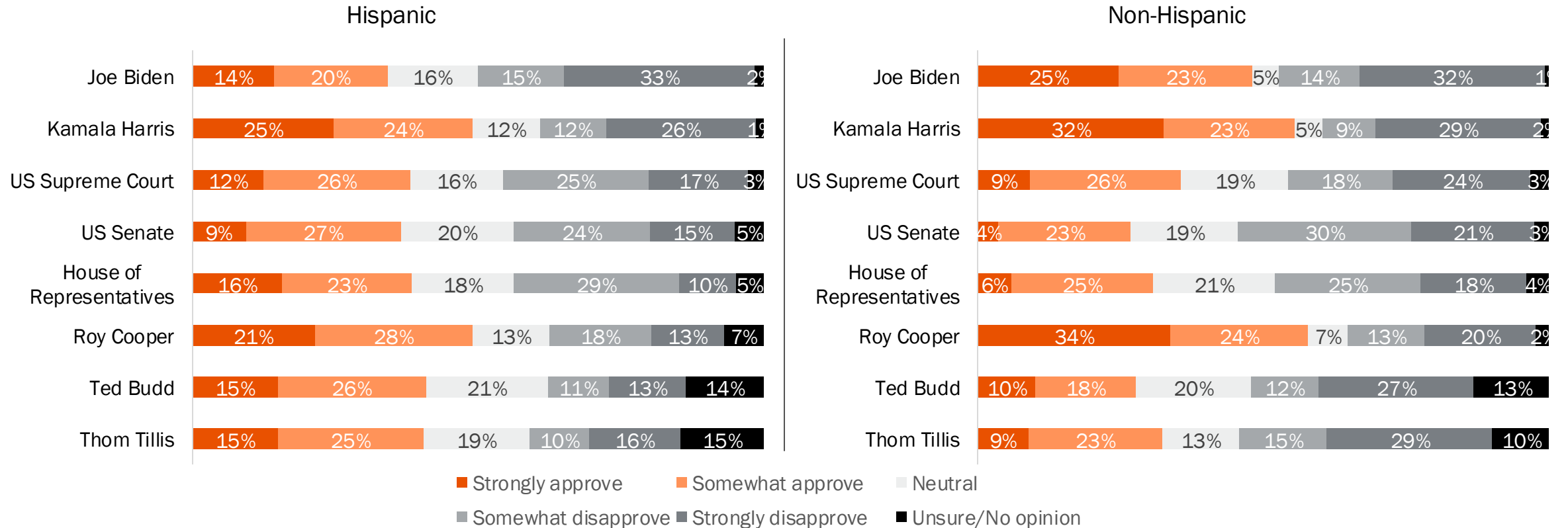
For each individual or institution listed below, please indicate if you have a favorable or unfavorable opinion of them.



Job Approval

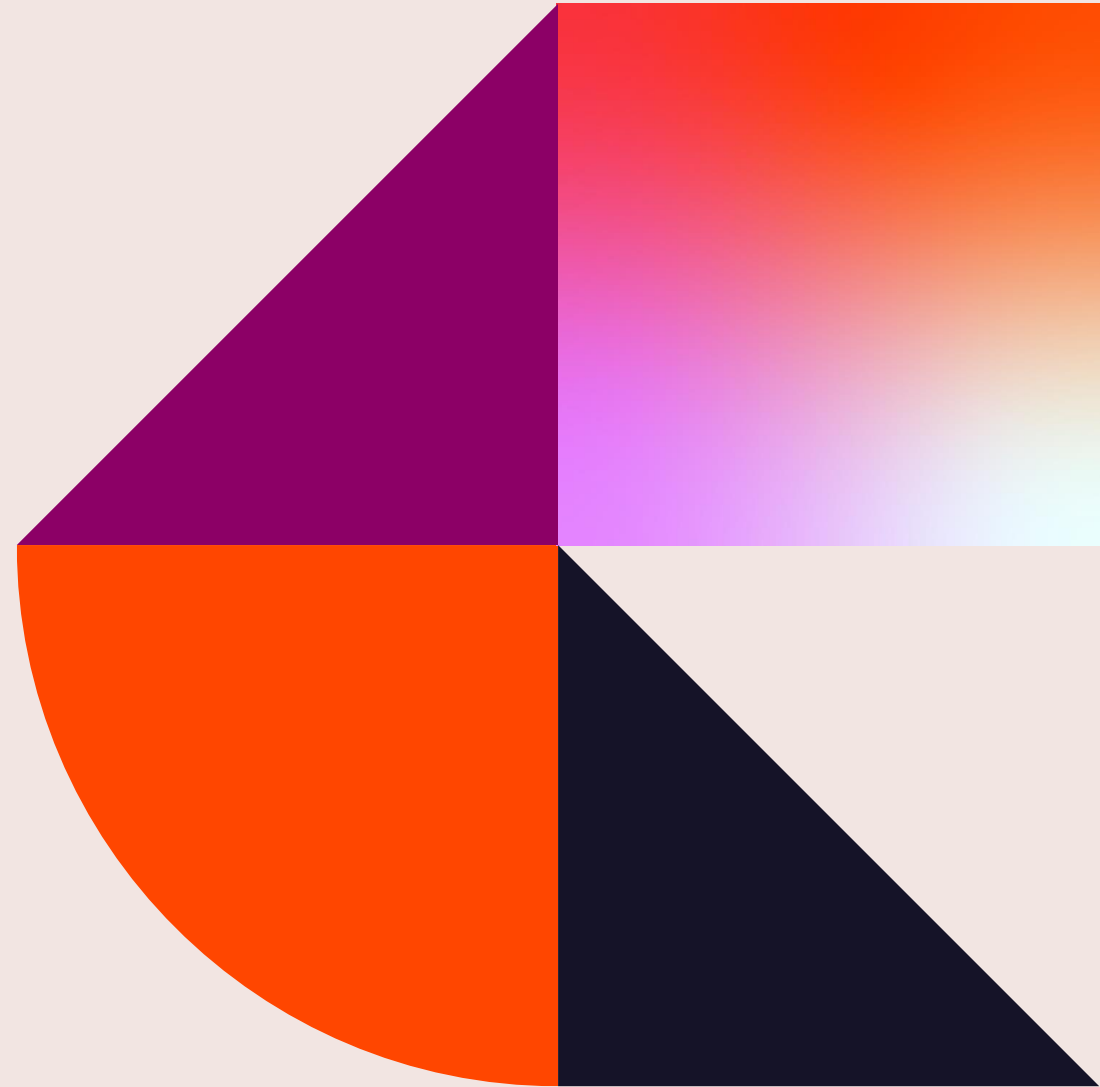
Do you approve or disapprove of the way [x] is handling their job?

Job Approval



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

The Issues



Economy/Jobs, Cost of Living, Affordable Housing Top Issues for Hispanic Voters

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

	Issue Importance TopBox			Issue Importance TopBox	
	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Economy / jobs	75%	67%	Opioids / drug abuse	45%	39%
Cost of living	73%	73%	Energy policy	45%	39%
Affordable housing	68%	58%	Strengthening law enforcement	42%	40%
Inflation	66%	67%	Gun rights / 2nd amendment	39%	43%
Healthcare	65%	69%	Climate change	39%	45%
Taxes	65%	56%	Border security	38%	50%
Crime and public safety	62%	54%	Foreign policy	37%	38%
Education	62%	55%	Race relations	35%	40%
Entitlements / social services reform (Medicare, welfare, etc.)	56%	55%	Defense / military	34%	49%
Social security / Medicare	56%	70%	Police reform	32%	32%
Government spending / deficit	50%	50%	LGBTQ rights	30%	26%
National security	49%	57%	Israel / Hamas War	23%	28%
Gun control	49%	51%	Russia / Ukraine war	23%	28%
Abortion	47%	49%	Culture wars	23%	20%
Infrastructure, such as roads and public transportation	46%	38%	U.S. relationship with China	22%	30%
Immigration	45%	46%			

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
Healthcare	82%
Affordable housing	78%
Economy / jobs	76%
Cost of living	72%
Inflation	72%
Social security / Medicare	72%
Entitlements / social services reform (Medicare, welfare, etc.)	69%
Education	69%
Gun control	68%
Crime and public safety	68%

Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Economy / jobs	66%
Healthcare	66%
Entitlements / social services reform (Medicare, welfare, etc.)	62%
Social security / Medicare	57%
Cost of living	55%
Affordable housing	54%
Taxes	53%
Crime and public safety	53%
Education	52%
Inflation	44%

Top 10 Issues Among Definitely Trump Voters	% Hispanic Top Box
Cost of living	96%
Inflation	86%
Economy / jobs	84%
Taxes	79%
Government spending / deficit	73%
Affordable housing	73%
National security	72%
Border security	70%
Crime and public safety	68%
Education	64%

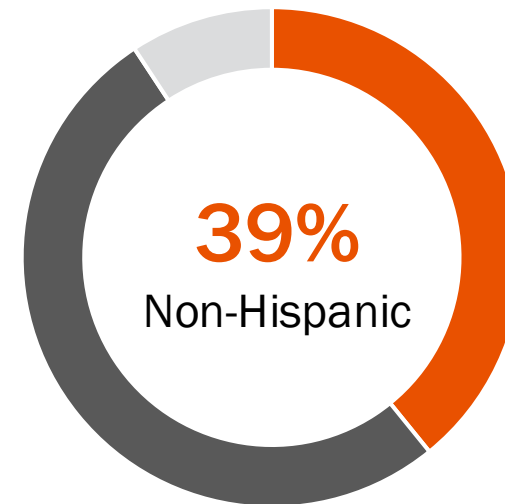
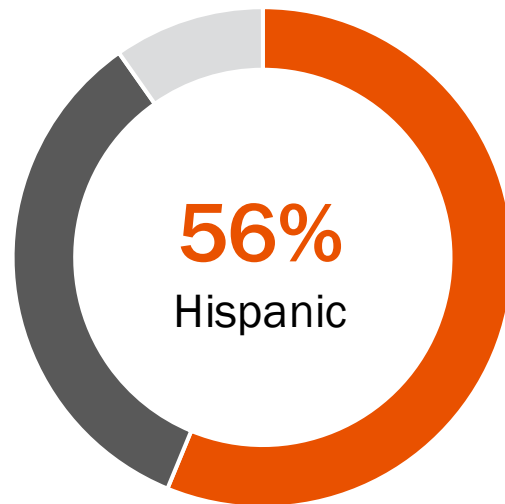
Among likely voters 18+

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

56% 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

- ECONOMY / JOBS MOST IMPORTANT TO HISPANICS

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

Top 10 Determining Issues

	Hispanic	Non-Hispanic
Economy / jobs	14%	8%
Immigration	11%	5%
Cost of living	10%	14%
Inflation	9%	13%
Taxes	6%	2%
Social security / Medicare	5%	7%
LGBTQ rights	4%	1%
Gun rights / 2nd amendment	4%	0%
Affordable housing	4%	3%
Abortion	4%	14%

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
Social Security	48%	36%	58%	31%
Climate Change	47%	32%	53%	27%
Abortion	46%	38%	57%	29%
Healthcare	46%	35%	57%	30%
Entitlements Reform	45%	37%	55%	31%
Economy / jobs	43%	41%	49%	37%
Education	41%	42%	53%	29%
Energy Policy	41%	37%	53%	32%
Cost of Living	41%	41%	52%	36%
Taxes	40%	40%	48%	38%

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	37%	42%	46%	35%
Crime and public safety	37%	44%	49%	36%
Foreign policy	37%	40%	44%	39%
Opioids	36%	39%	45%	32%
National Security	35%	47%	42%	42%
Immigration	35%	44%	43%	45%
Border Security	34%	47%	39%	47%
Defense	33%	44%	41%	41%
Inflation	30%	46%	47%	38%

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
Education	50%	32%	55%	31%
Healthcare	50%	36%	58%	32%
Abortion	49%	37%	58%	30%
Climate Change	48%	30%	57%	25%
Cost of Living	48%	39%	50%	37%
Social Security	48%	36%	56%	30%
Entitlements Reform	47%	37%	57%	32%
Energy Policy	45%	35%	50%	34%
Taxes	43%	44%	49%	38%
Economy / jobs	42%	45%	50%	38%

Among likely voters 18+

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

Candidate Better Able to Handle Issues

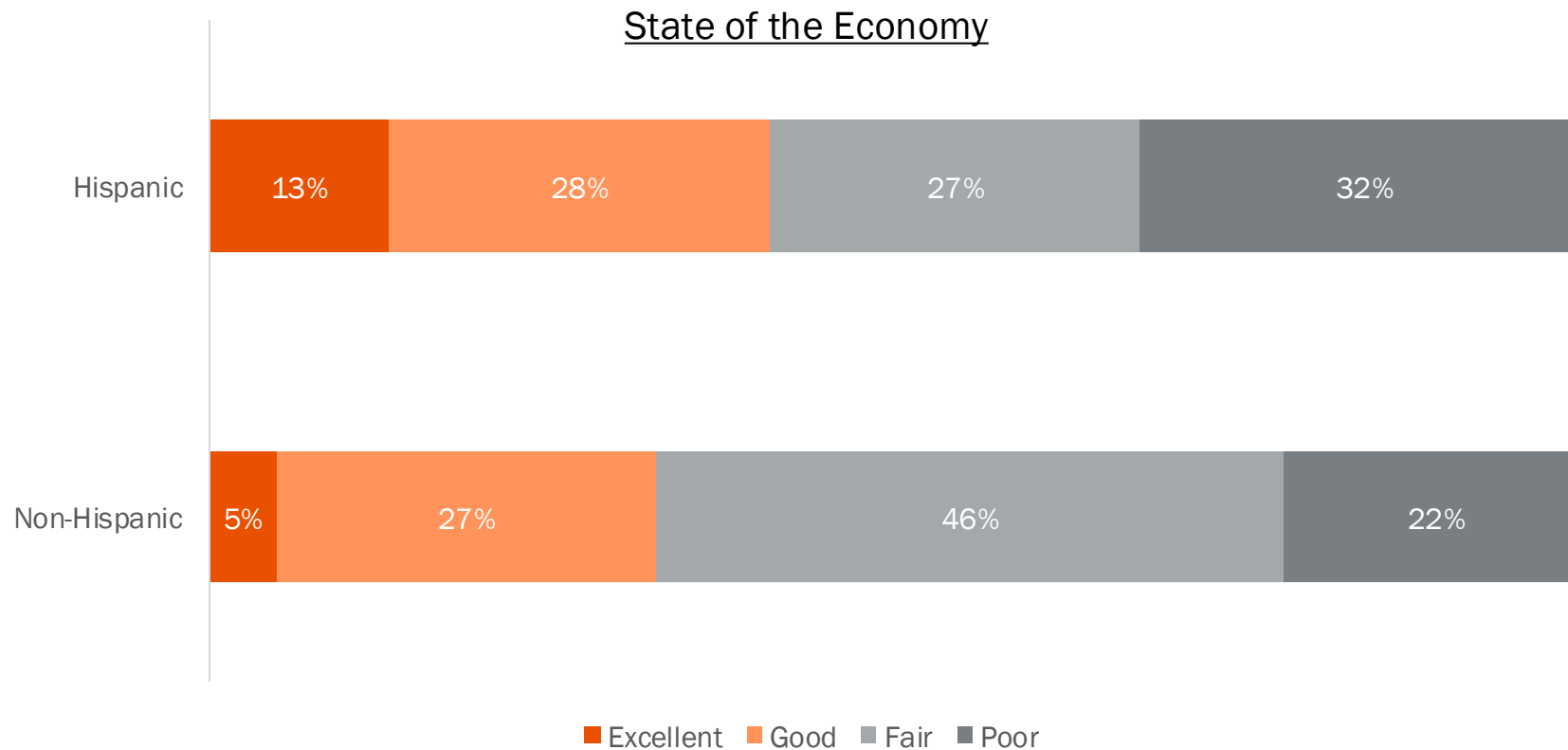
Thinking again about the issues, which candidate do you think would do a better job of handling each of the following issues, Kamala Harris or Donald Trump?

	Hispanic		Non-Hispanic	
	Harris Top2Box	Trump Top2Box	Harris Top2Box	Trump Top2Box
Crime and public safety	40%	44%	49%	38%
National Security	38%	41%	47%	40%
Opioids	38%	39%	48%	30%
Immigration	38%	46%	44%	44%
Gov spending	36%	43%	46%	37%
Foreign policy	35%	41%	47%	38%
Inflation	33%	46%	48%	39%
Border Security	32%	48%	39%	47%
Defense	30%	44%	45%	43%

ECONOMY

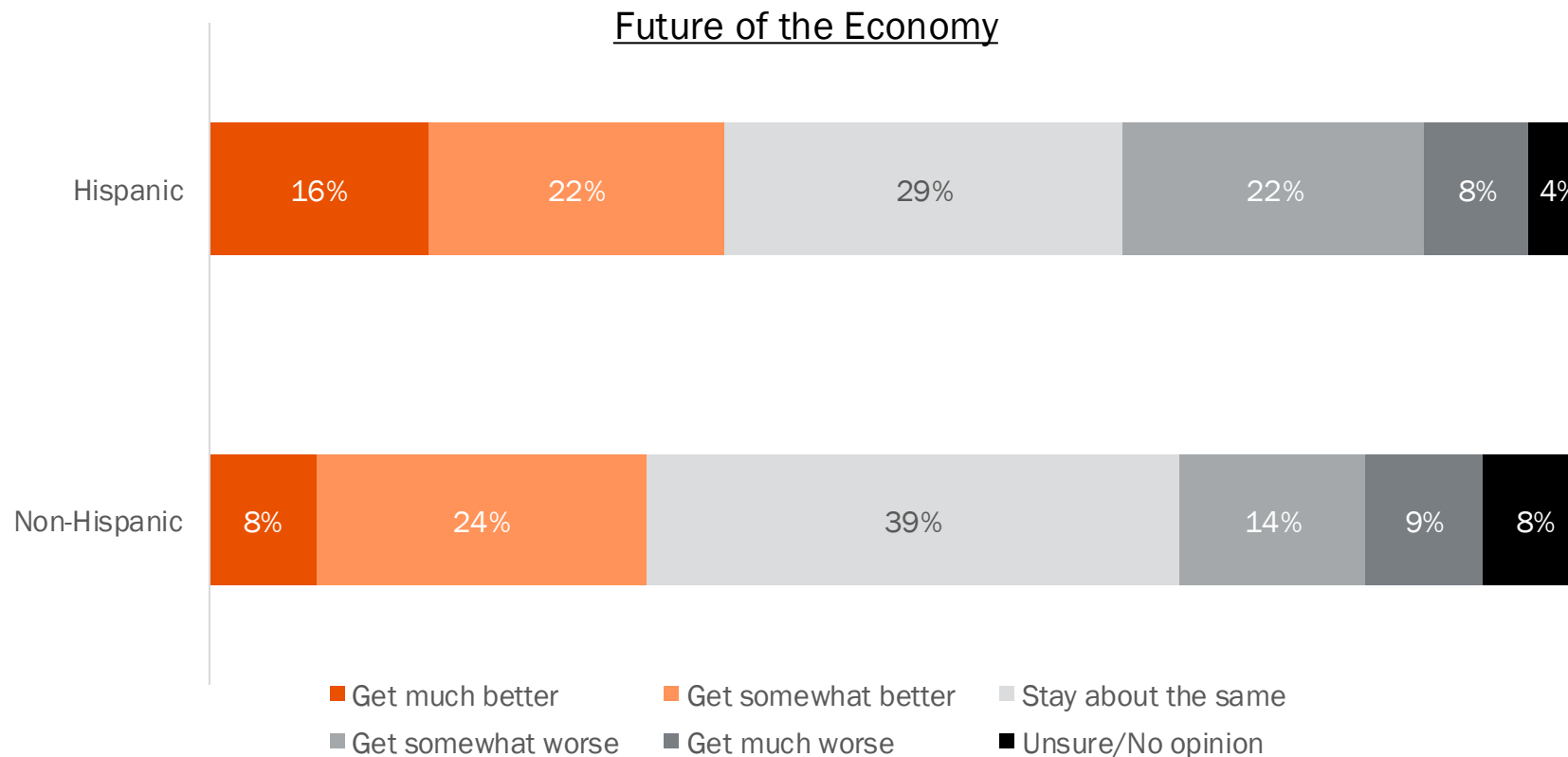
59% of Hispanics Rate the Economy in Their North Carolina Right Now as Fair or Poor

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



30% 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
Inflation is putting a significant strain on my budget	80%	9%	73%	11%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	76%	9%	69%	8%
I feel that it is increasingly difficult for middle class families to prosper in the United States	76%	13%	79%	7%
I am concerned about the U.S. federal government's spending and deficit	71%	10%	70%	11%
The price of gas is putting a strain on my finances	70%	16%	61%	23%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	65%	21%	45%	40%
My personal economic situation has become worse in the last year	63%	20%	60%	23%
I have taken, or am considering taking, a second job in order to maintain my standard of living	62%	24%	40%	42%
I expect my personal economic situation to get better in the next few years	56%	22%	51%	22%
Home ownership is still within reach for most people	40%	42%	28%	53%
I feel that jobs are getting easier to find	33%	51%	30%	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	77%	8%	83%	6%
Drug abuse is a serious public health issue in the United States	75%	10%	84%	7%
I am generally satisfied with my healthcare coverage	56%	23%	66%	23%
The cost of prescription drugs is a financial problem for me	54%	22%	39%	37%
Medicaid and Medicare are working well now	44%	31%	49%	29%
The cost of my health care and insurance is reasonable	40%	37%	46%	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	51%	15%	64%	13%
Abortion laws should be created by state governments, not by the federal government	42%	26%	42%	31%

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	24%	32%
Abortion should be illegal in all cases	17%	7%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	14%	14%
Abortion should be legal at any time during pregnancy	11%	16%
Abortion should be legal only in the first 15 weeks of pregnancy	9%	9%
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)	7%	7%
Other	1%	2%
Unsure/I don't know	10%	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	81%	6%	88%	5%
Crime is a growing problem in the United States	75%	11%	77%	10%
Homelessness is a serious problem in my neighborhood	61%	19%	42%	37%
Crime is a growing problem where I live	61%	17%	47%	28%
Police departments in the United States are understaffed	61%	11%	64%	9%
Government authorities have become too lenient on criminals	57%	15%	55%	25%
I support second amendment gun rights	56%	17%	63%	18%
Children in my community are generally safe at the schools they attend	53%	22%	59%	17%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

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
I believe that stricter gun control laws would reduce crime	53%	25%	56%	31%
I feel less safe in my everyday life than I did a year ago	53%	23%	43%	32%
Gun violence is a growing problem where I live	51%	26%	50%	25%
Government authorities are doing a good job protecting businesses near where I live and shop	49%	23%	44%	20%
Government authorities are doing a good job combating crime in my neighborhood	45%	30%	48%	23%
My police department is understaffed	44%	21%	44%	15%
My local government should significantly reduce the resources and budgets for police	30%	44%	21%	56%

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
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	59%	19%	68%	16%
There are too many undocumented immigrants crossing the border into the United States	58%	17%	69%	12%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	58%	19%	69%	13%
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	58%	22%	58%	22%
All migrants who want to enter the United States should be fully vetted first	56%	15%	73%	7%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	56%	21%	68%	14%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	56%	14%	66%	15%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	50%	16%	67%	9%
The United States military should be used to secure the southern border	50%	27%	56%	25%

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

Agree and Disagree above will not sum to 100%

Among 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
We should reform immigration laws to give higher priority to people with needed skills and education	50%	14%	50%	19%
The Biden administration is primarily responsible for the situation at the southern border	48%	22%	49%	35%
The arrival of migrants has made the affordable housing problem worse	47%	26%	55%	20%
Local law enforcement should be able to detain undocumented migrants	47%	29%	61%	19%
The rules that I have to live by don't seem to apply to migrants	46%	26%	55%	23%
There are too many undocumented migrants coming to my state	45%	28%	51%	20%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	43%	29%	42%	41%
It feels like migrants are being treated better than most Americans	42%	37%	56%	28%
The U.S. should complete the construction of a wall on the southern border of the U.S.	42%	32%	52%	28%

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
Undocumented migrants have increased crime in my state	42%	29%	40%	31%
Most undocumented migrants who entered the U.S. over the last few years should be deported	42%	32%	51%	23%
Undocumented migrants will take jobs away from poorer and working-class Americans	40%	32%	52%	31%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	38%	33%	39%	37%
I support the way my state and local officials are handling the migrant issue	36%	28%	30%	29%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	35%	41%	20%	62%
The resettling of all the migrants will, in the long-run, benefit the United States	34%	33%	38%	30%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	33%	30%	27%	42%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	31%	38%	38%	44%
I support the way the Biden Administration is managing the southern border	26%	39%	29%	47%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

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 result of human activity	70%	12%	67%	15%
Climate change is a very big threat to the planet	58%	18%	71%	15%
Governments should create policies that encourage oil and gas production in the U.S.	50%	19%	52%	20%
Government regulation and action on climate change is hurting the economy	48%	26%	42%	29%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	46%	23%	46%	31%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	45%	27%	40%	28%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	38%	33%	41%	38%

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	62%	13%	65%	12%
The United States Justice Department has become politicized in its prosecutions	59%	13%	56%	16%
The federal government of the United States is too big and powerful	57%	12%	57%	21%
I want the next president to shrink the size of the federal government	55%	16%	47%	26%
The FBI has become politicized in its investigations	55%	20%	54%	17%
The voting in the 2020 election was free and fair and the vote-counting was done accurately	51%	23%	58%	23%
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	40%	34%	34%	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

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	62%	14%	65%	14%
The U.S. government should spend less money supporting the war in Ukraine	55%	18%	46%	26%
China represents the most serious economic and geo-political threat to the United States	52%	13%	65%	10%
I support the Biden Administration's efforts to forgive student loans	51%	27%	51%	37%
The government should ban social media, like Facebook and TikTok, from being used by children	48%	27%	45%	32%
I think that the United States spends too much on defense and the military	47%	29%	35%	42%
Student loans should not be forgiven and paid for by taxpayers	45%	34%	41%	41%
Iran is the primary destabilizing force in the Middle East	42%	17%	50%	10%
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	40%	32%	37%	35%
The United State should increase the amount of military aid it sends to Israel	30%	43%	31%	41%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	28%	37%	21%	57%
I support the way the Biden Administration is dealing with the Israel-Hamas war	28%	40%	27%	44%

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

Agree and Disagree above will not sum to 100%

Among 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	67%	12%	74%	8%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	59%	17%	63%	12%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	55%	16%	62%	13%
Social media, like Facebook and TikTok, does more harm than good	43%	25%	49%	26%

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	75%	7%	85%	5%
More emphasis should be placed on trade schools	60%	9%	70%	10%
College is no longer worth the cost for most students	58%	16%	64%	19%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	57%	14%	61%	16%
Parents should have a say in what is taught to their children in public schools	56%	14%	67%	18%
The public schools in my neighborhood are good	48%	21%	58%	19%
The public school system is working well in my state	37%	27%	40%	32%
Colleges and universities should be allowed to use race in admissions decisions	30%	45%	20%	57%
Public schools where I live are better than they were before the pandemic	29%	30%	24%	33%
The federal government's Department of Education should be eliminated	25%	38%	23%	53%

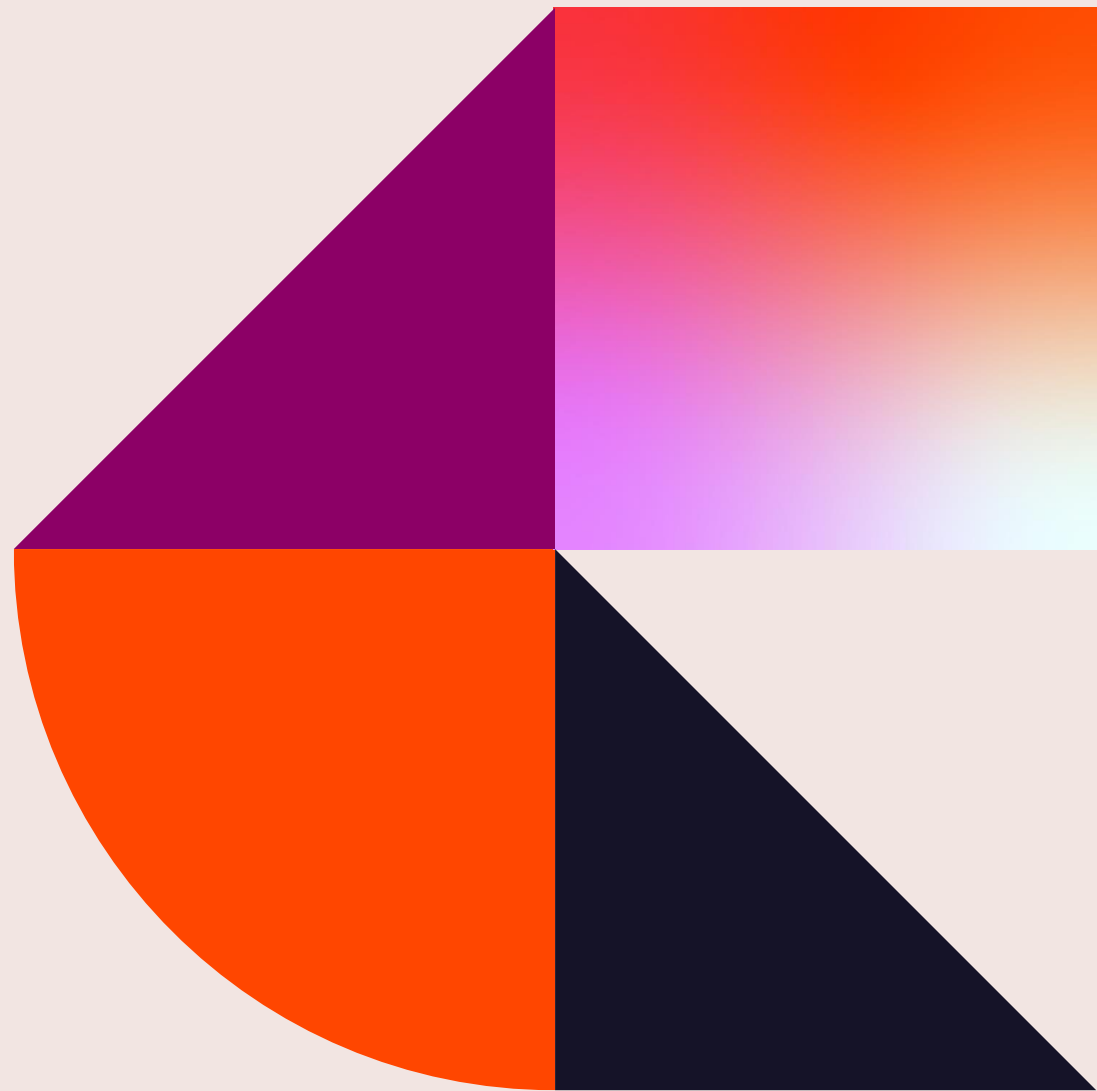
5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

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 & 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.

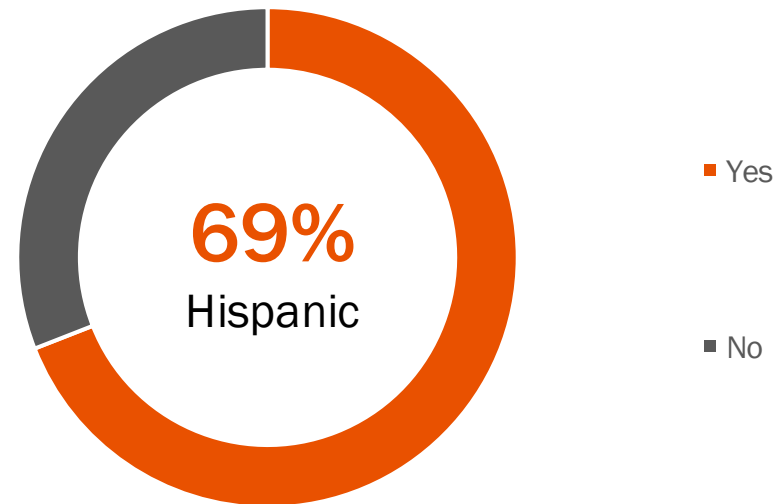
Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
YouTube	56%	38%	X, formerly known as Twitter	27%	14%
Local Television	44%	57%	Newspapers	25%	21%
National Television (like network programs or cable news)	44%	53%	Online publications	23%	24%
TikTok	42%	21%	Debates	19%	22%
Facebook	41%	33%	Snapchat	17%	6%
Friends	37%	30%	School	14%	3%
Instagram	35%	19%	Community organization	11%	5%
Family	32%	29%	Religious organization/Church	11%	8%
Radio	28%	25%	Magazines	9%	7%
Podcasts	27%	20%	None of these	3%	2%

Spanish-Language News Viewers & Streamers

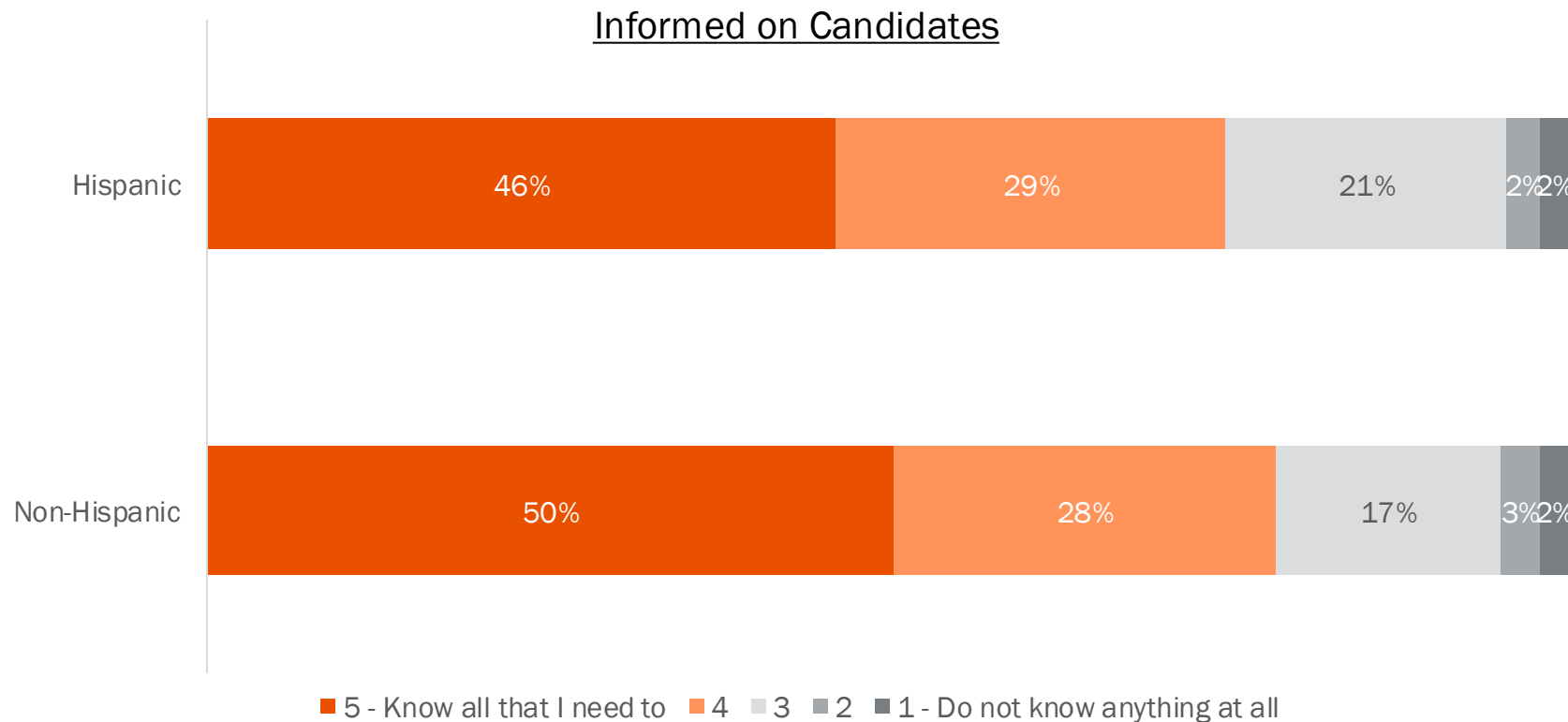
Do you watch or stream Spanish-language news?

Spanish-Language News Viewers & Streamers



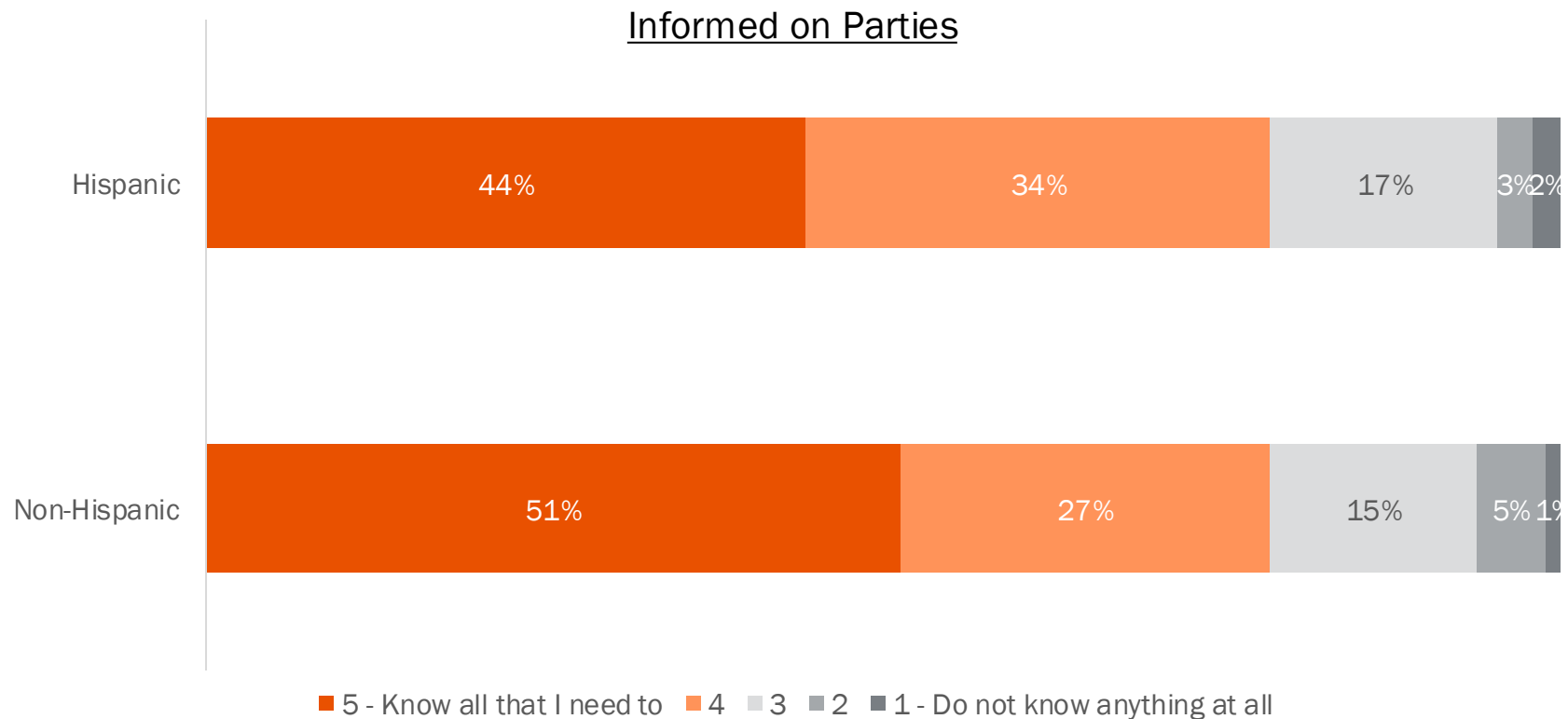
54% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

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?



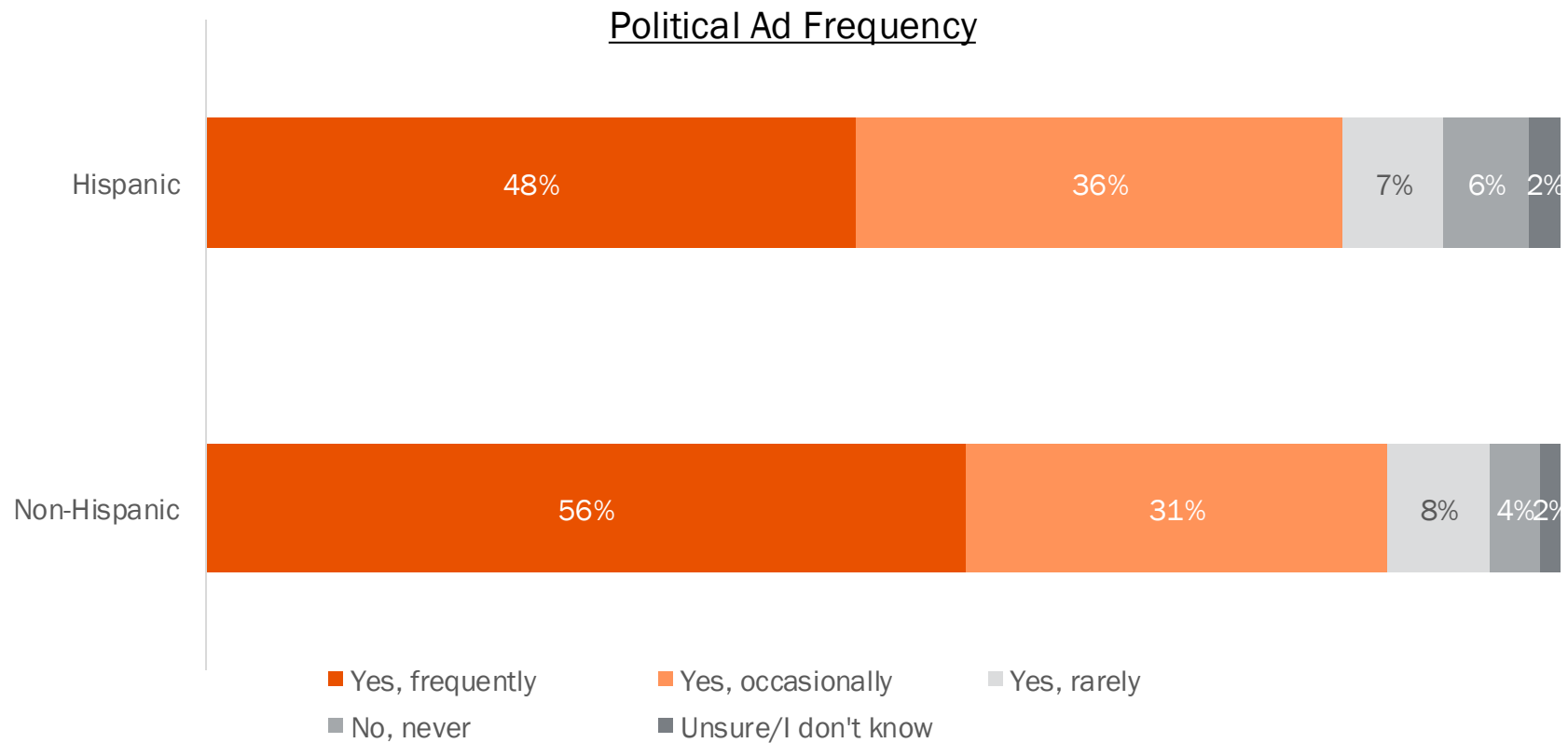
56% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

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?



49% 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?



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



Messaging in Spanish is *Powerful* and *Connects*

81%

OF HISPANICS AGREE

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

57%

OF HISPANICS AGREE

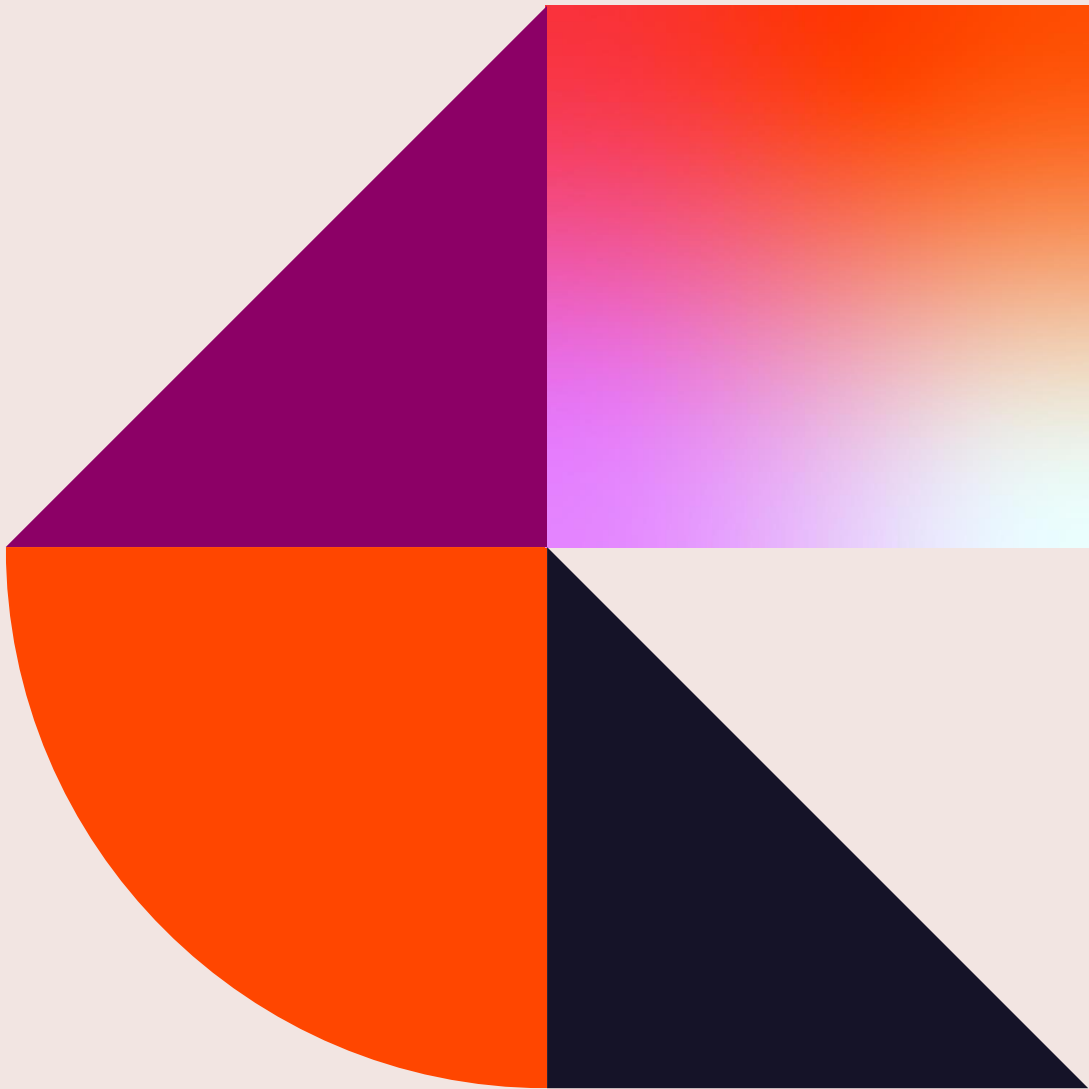
Political parties and candidates who advertise in Spanish are *showing me they want my vote*

51%

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*

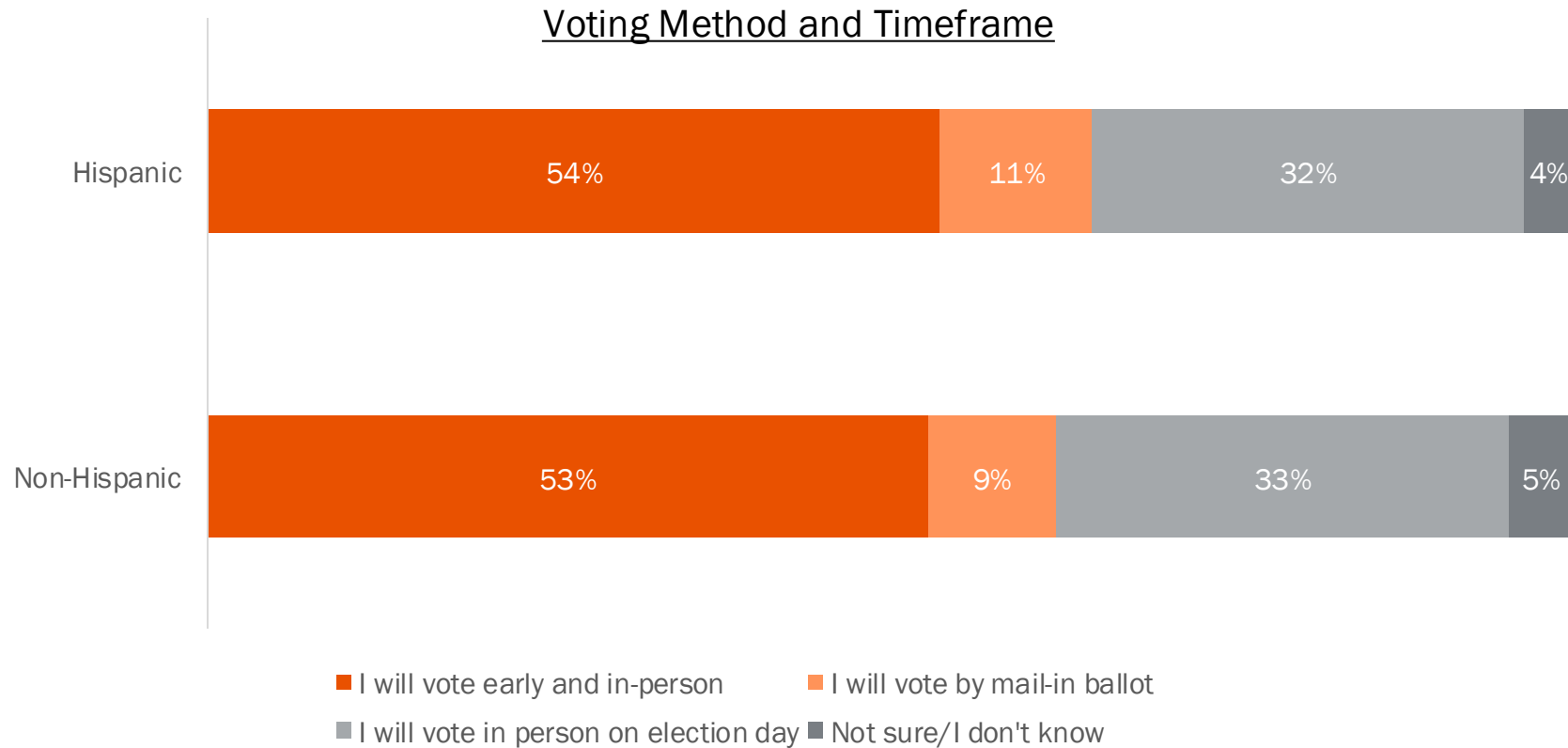
Voting & Campaign Information



Voting Method and Timeframe

- HISPANICS MORE LIKELY TO VOTE EARLY AND IN PERSON OR BY MAIL

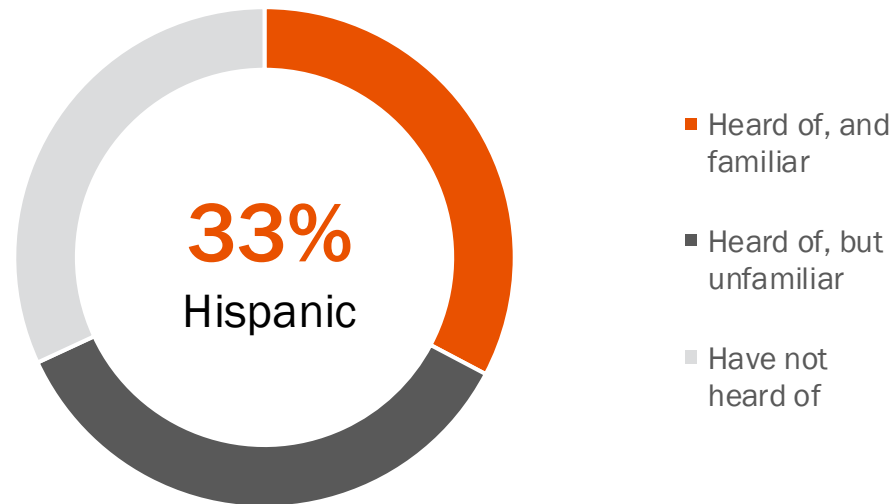
How do you plan to vote in the General election?



Vota Conmigo Familiarity

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

Vota Conmigo Familiarity





Gracias

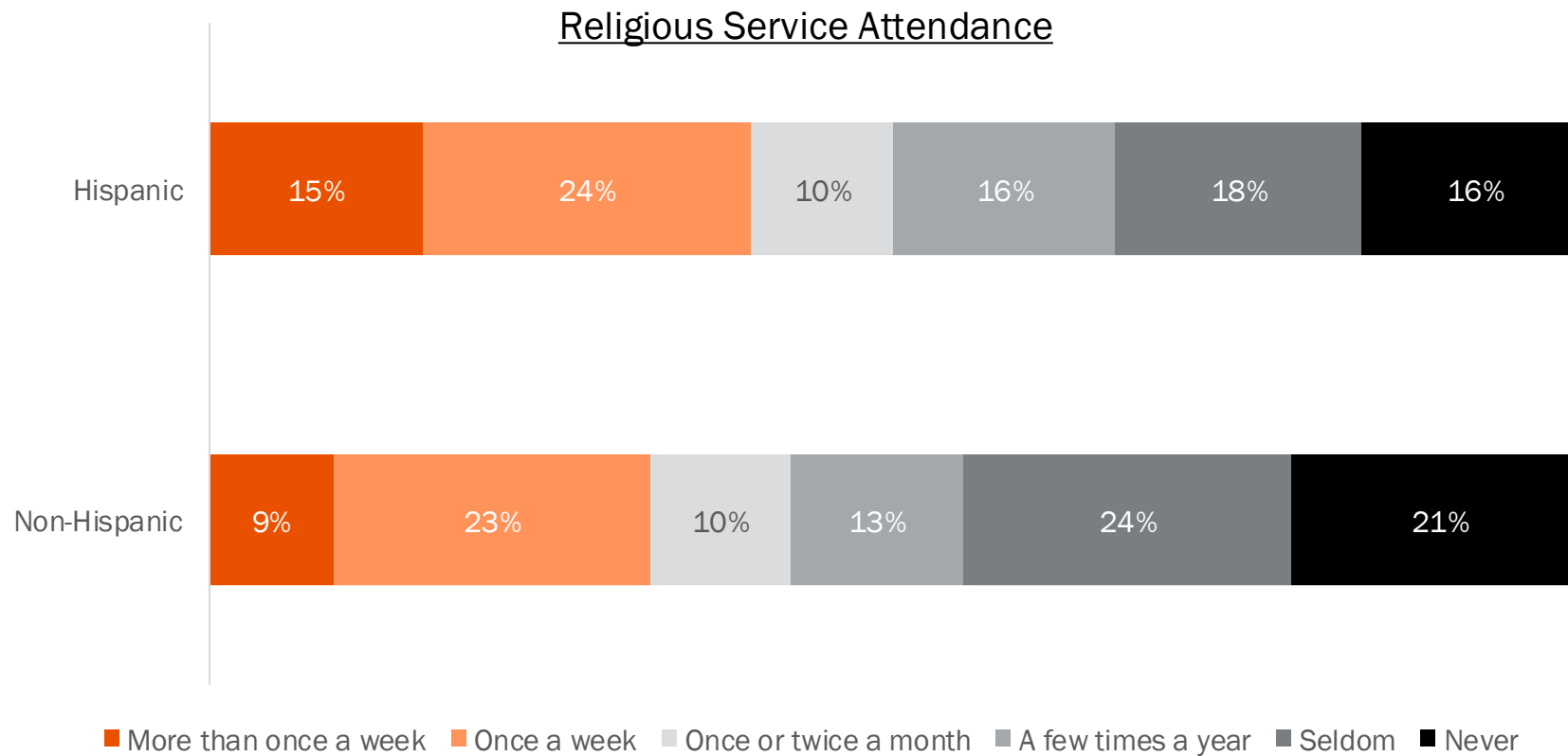
Televisa
Univision

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	69%	7%	72%	6%
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	40%	36%	27%	53%

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