



**TU & Media Predict**  
**2024 Presidential Tracker**

**Swing States**  
**- AZ FL GA MI NC NV PA TX WI**  
**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

# Methodology

- Online survey of 3,850 registered voters ages 18+

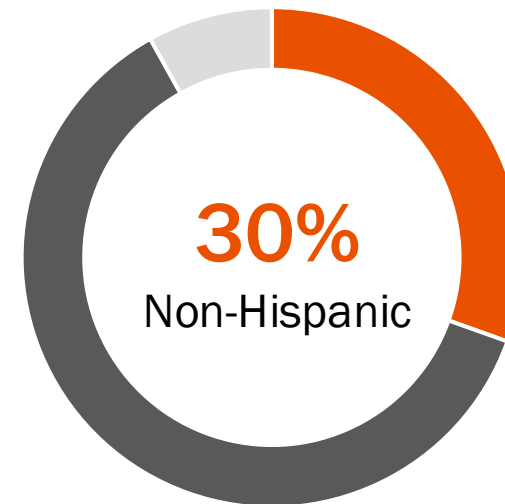
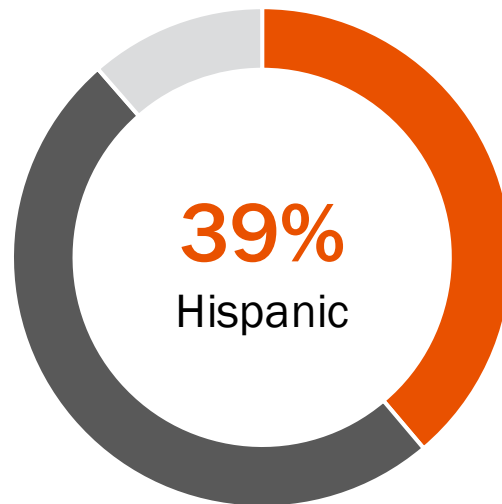
<p><u>A18+</u></p> <p>1,907 Hispanic (1,373 SpanDom/Bilingual)</p> <p>1,943 Non-Hispanic</p>
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- In field 8/23/2024 – 8/27/2024
- Weighted to the registered voter universe by age, gender, education, and political party affiliation. Results from full survey have a margin of error of plus or minus 2.3% for Hispanics and 2.3% for Non-Hispanics.
- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

# 39% 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

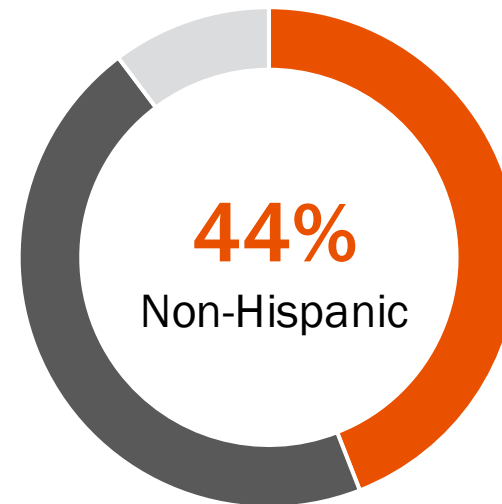
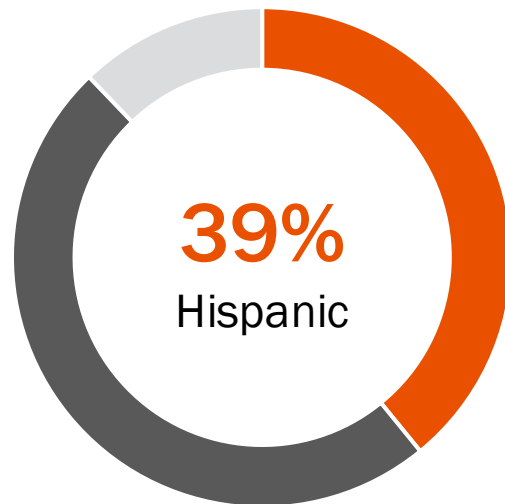


- Right direction
- Wrong track
- Unsure/I don't know

# 39% of Hispanics Believe Their State is Headed in the Right Direction

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

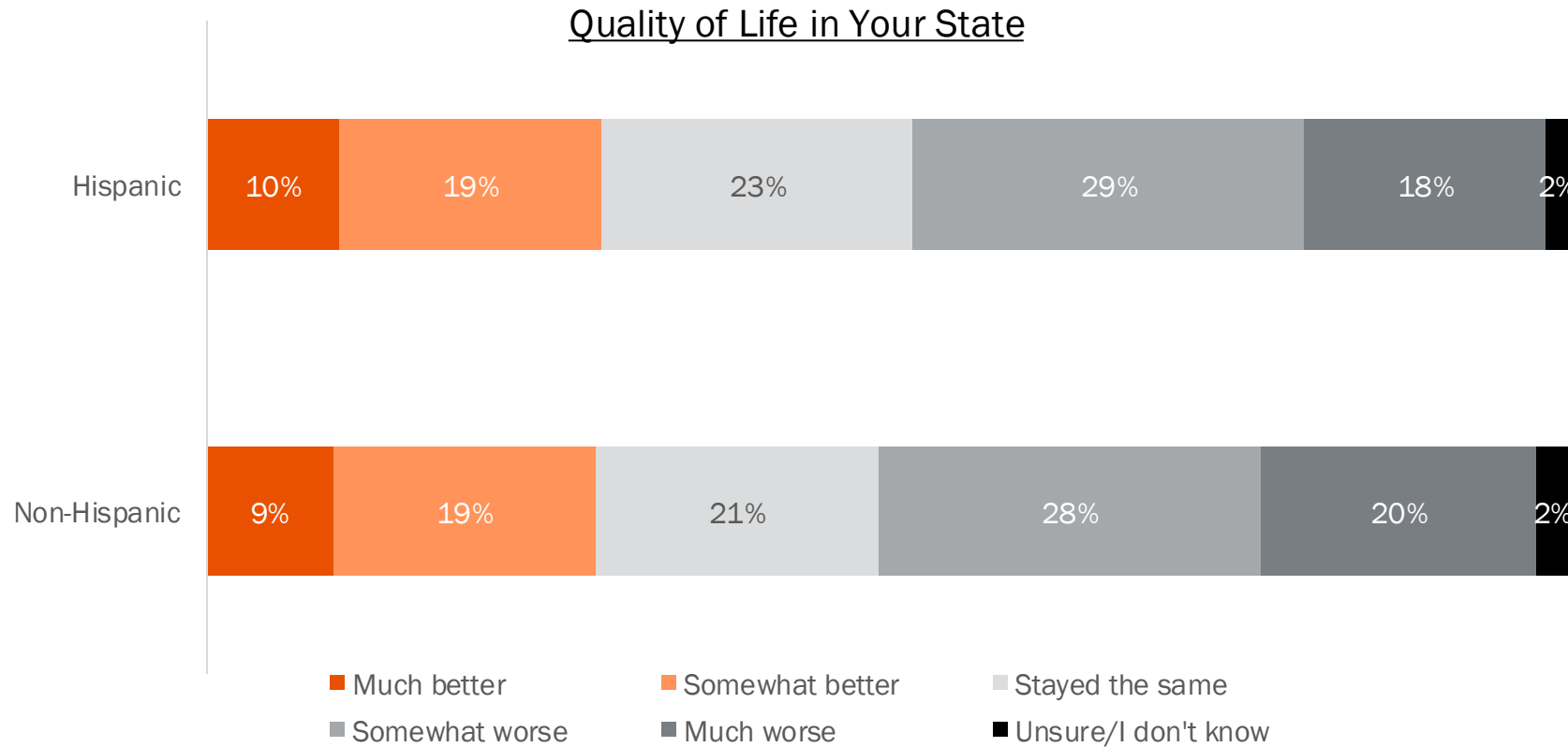
## State Right or Wrong Track



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

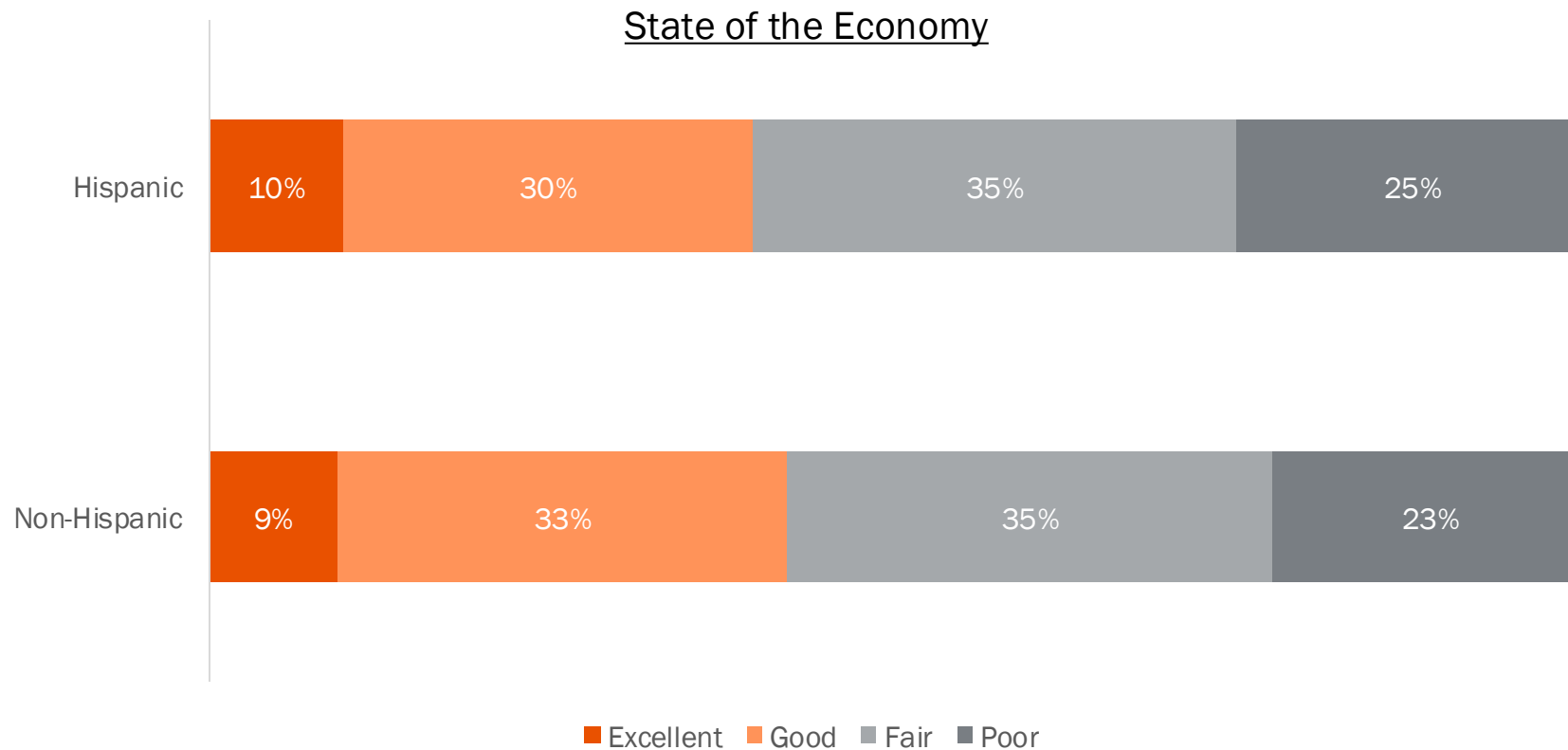
# 47% of Hispanic Voters Believe Quality of Life in Their State Has Gotten Worse

*In general, do you believe that the quality of life in your state has become better or worse in the last few years?*



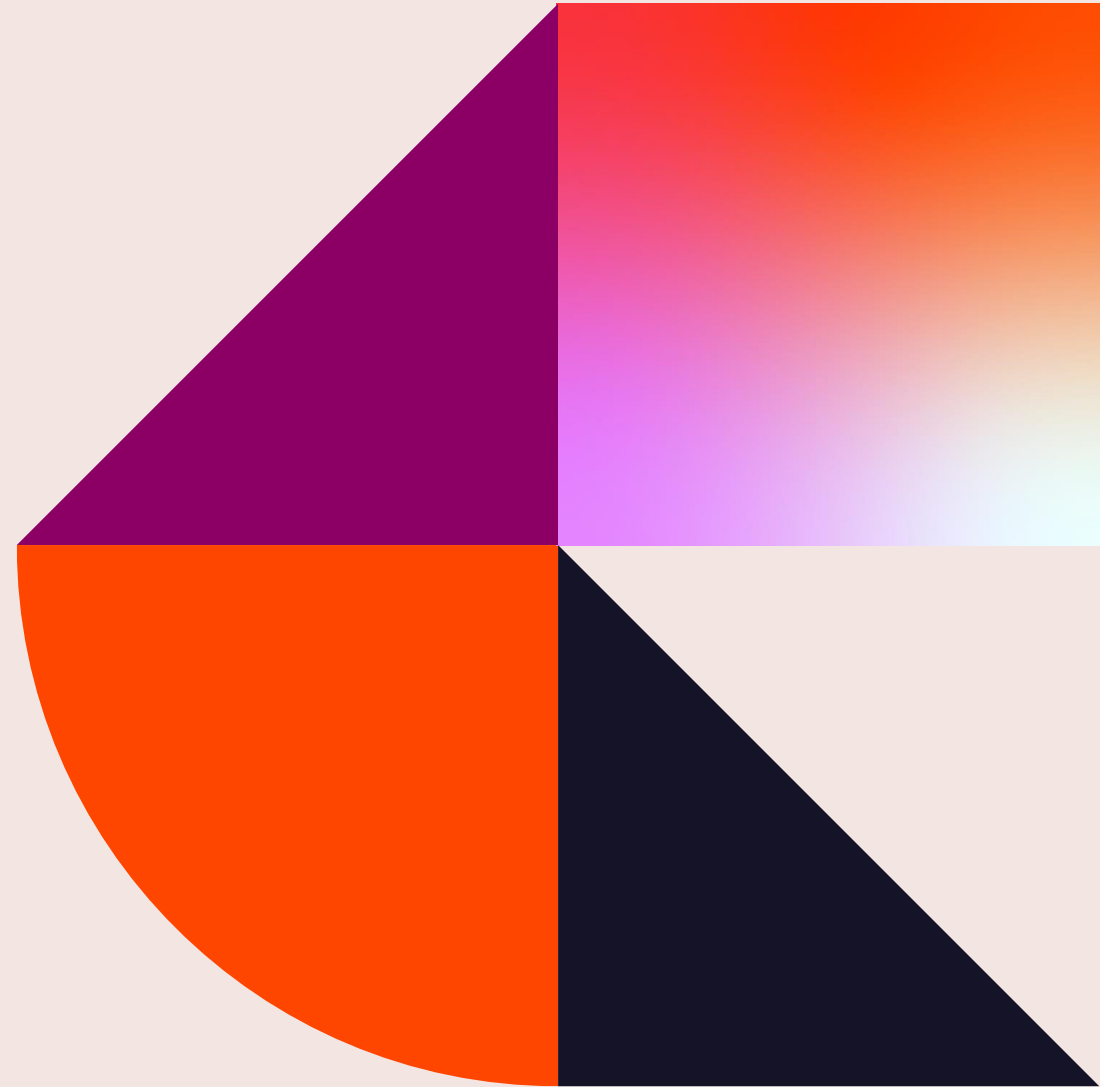
# 61% of Hispanics Rate the Economy in Their State Right Now as Fair or Poor

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



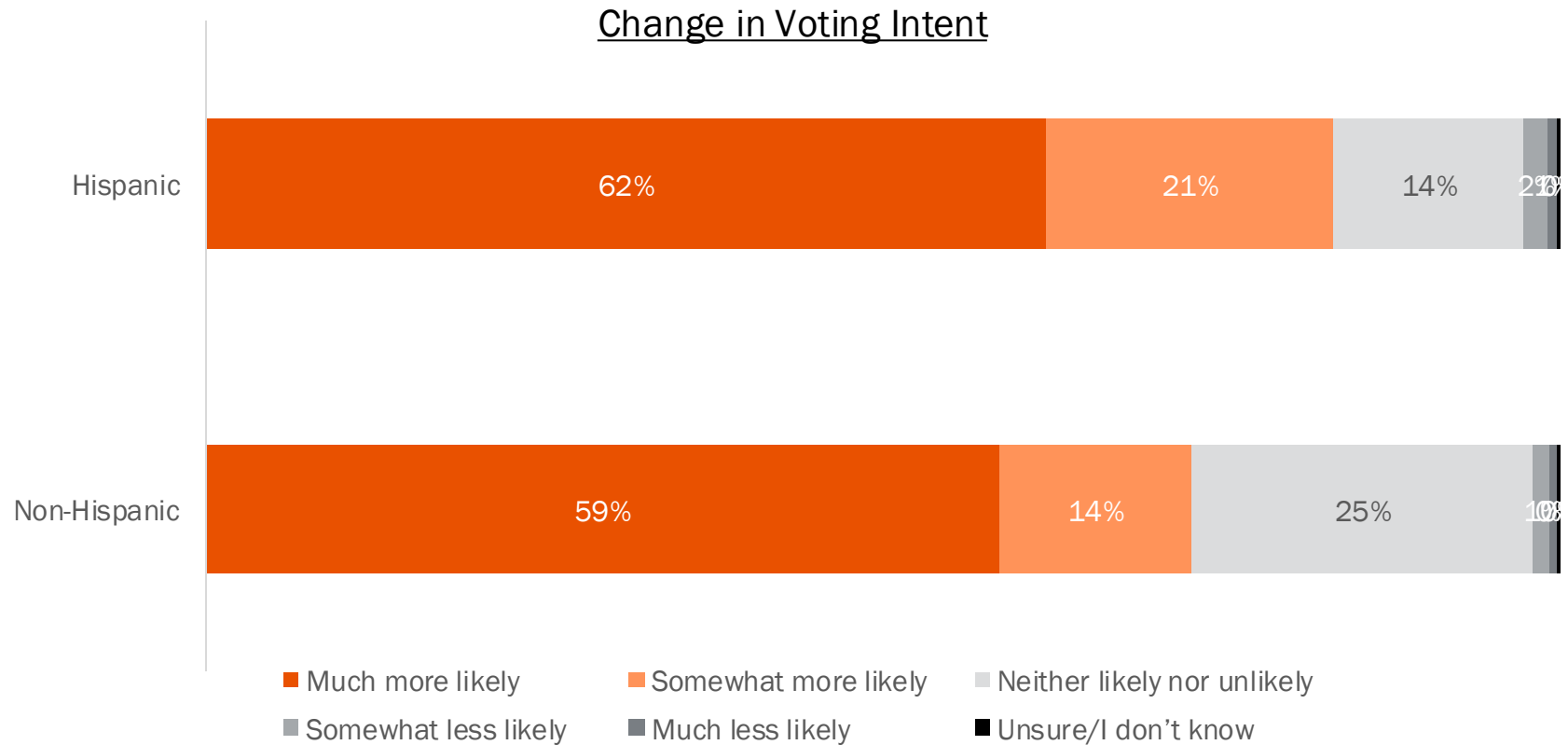
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# General Election Polling



# 62% of Hispanics Have Become Much More Likely To Vote In November

Over the last few months, have you become more or less likely to vote in the November 2024 general election?

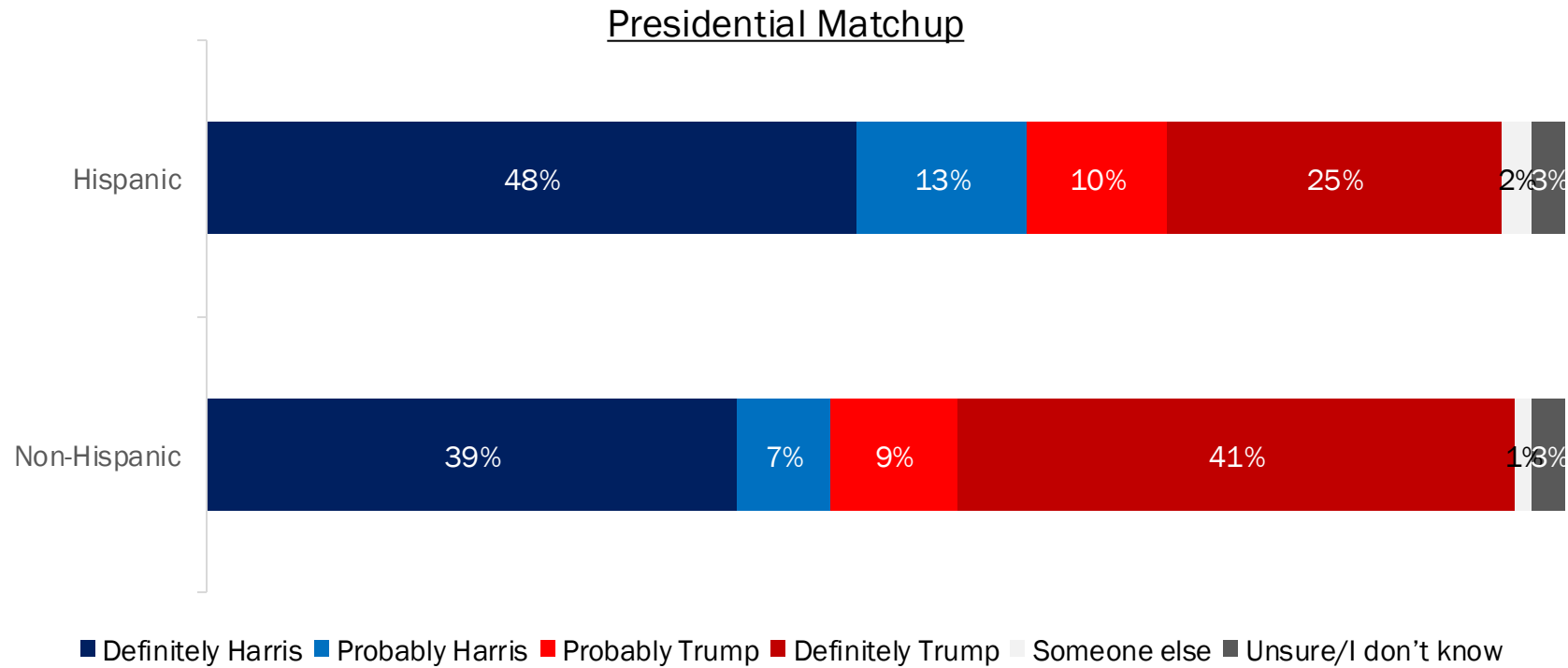




# Matchup: Harris vs Trump

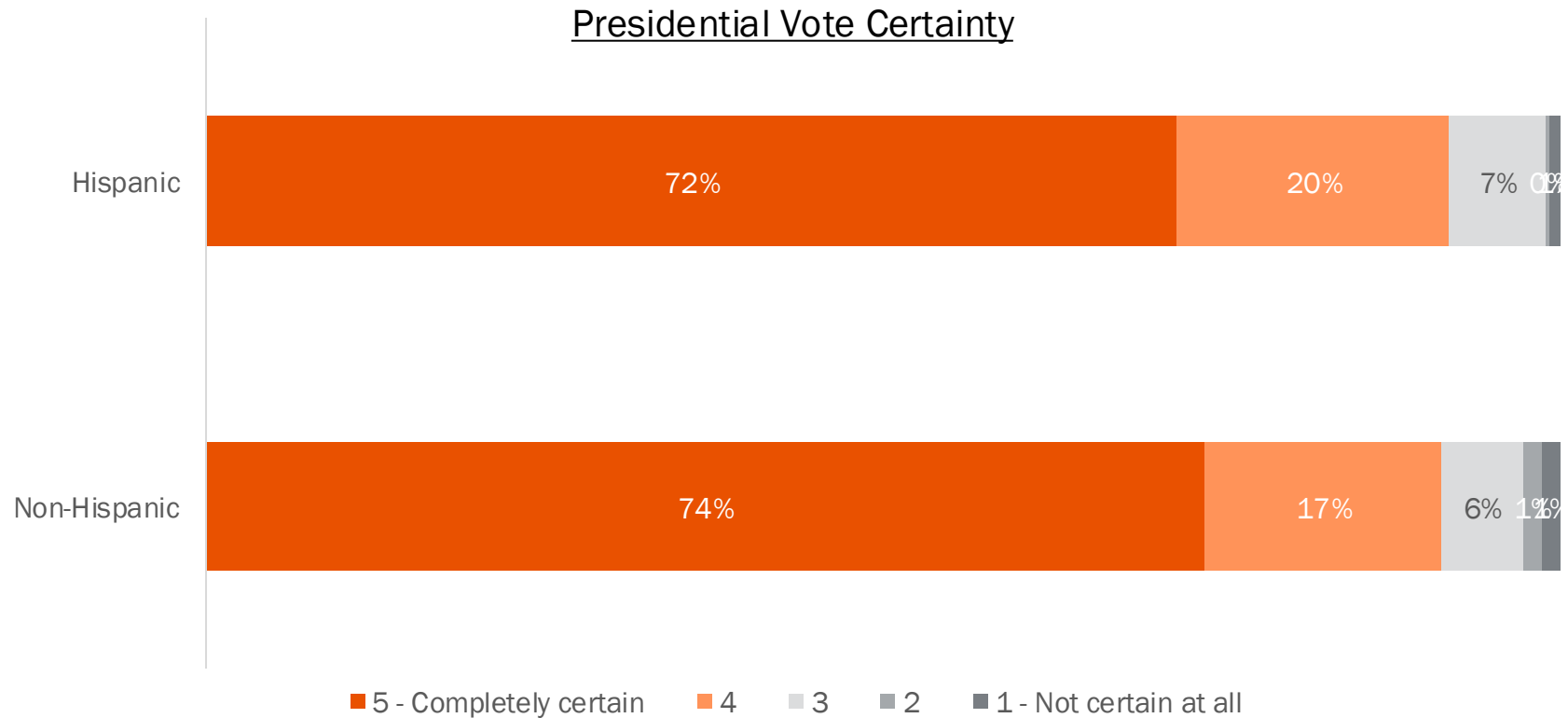
- KAMALA HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 26% OF HISPANICS UP FOR GRABS (NOT DEFINITE PLUS UNSURE)

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



# 28% of Hispanics Not Completely Certain about Their Vote for President

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

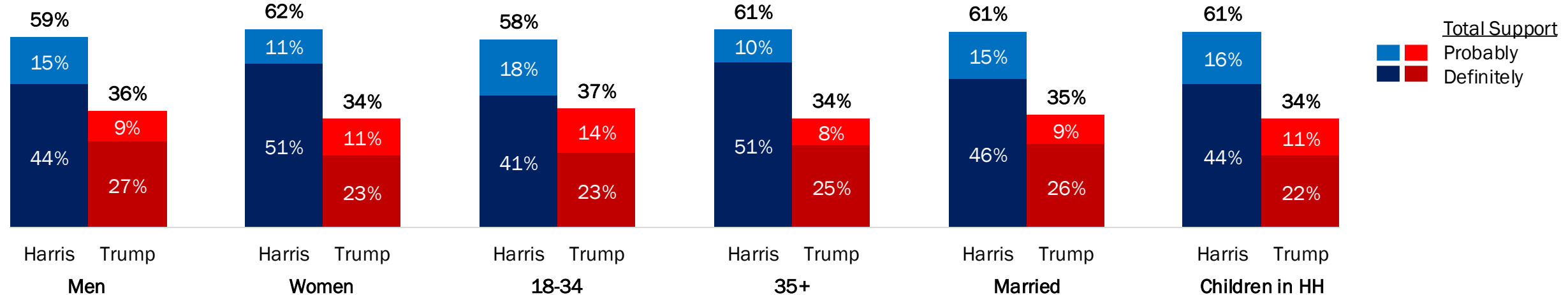


# Candidate Support among Hispanics

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

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?

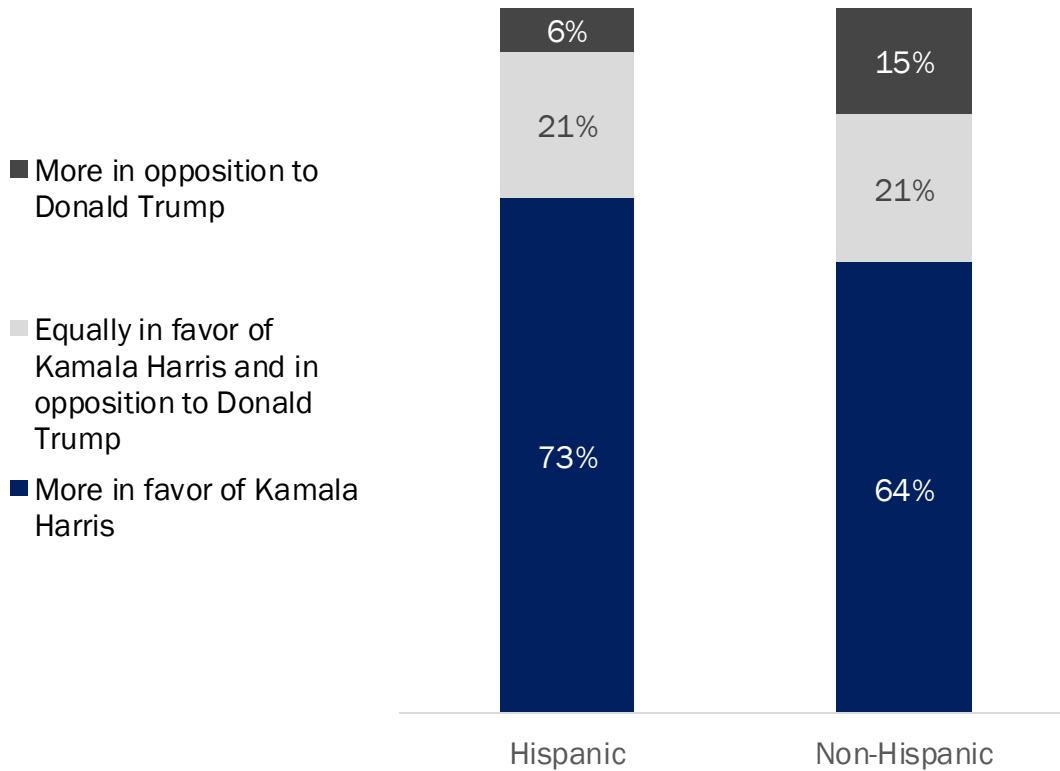
## Presidential Matchup



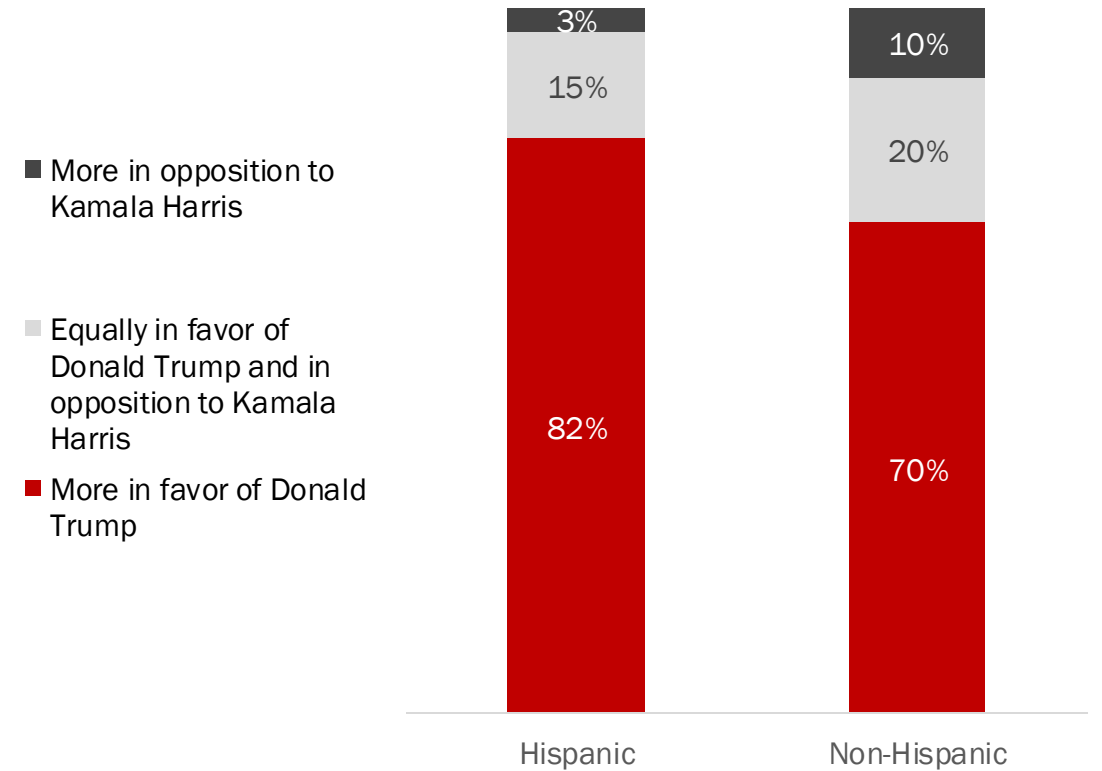
# Trump Voters Are More Enthusiastic

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



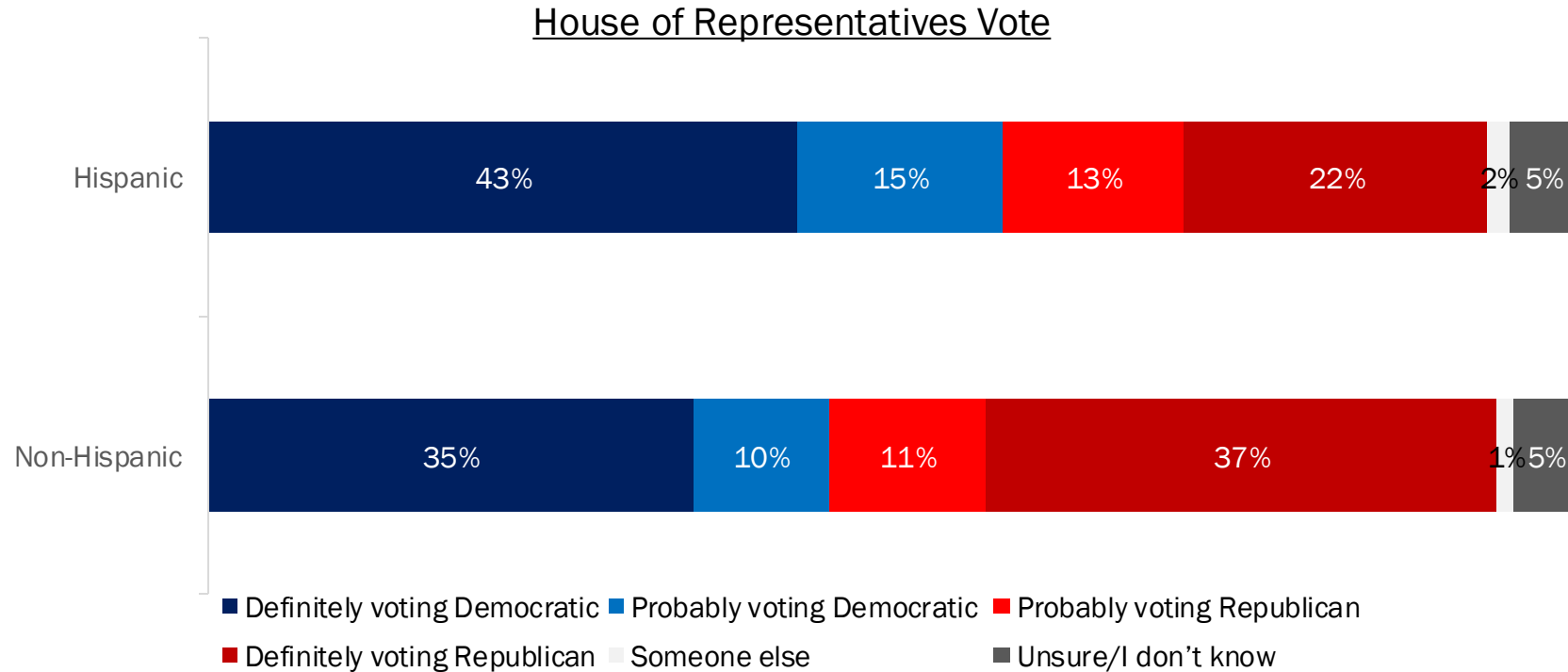
## Voting Trump: Favor Trump or Oppose Harris



# House of Representatives Vote

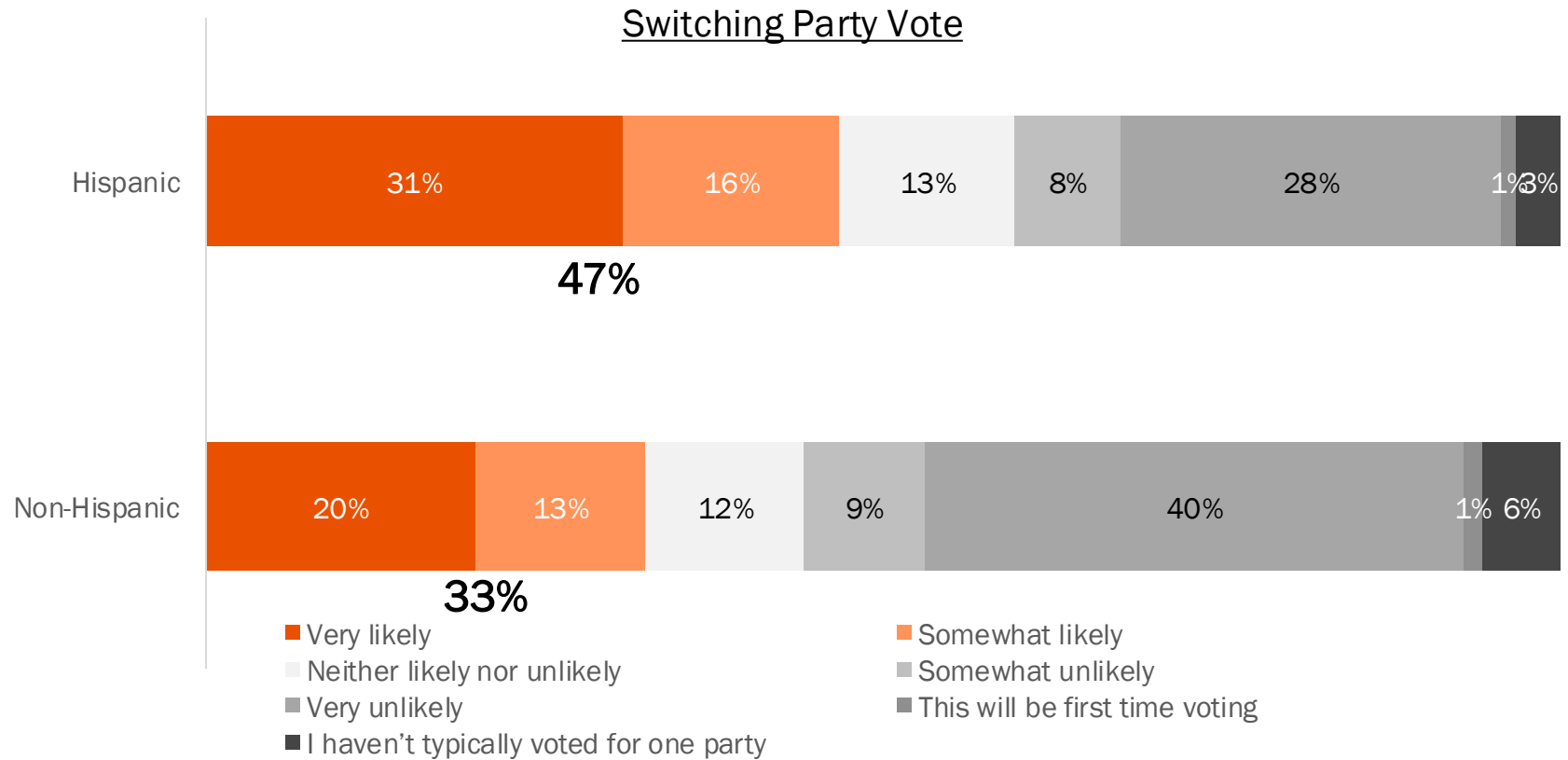
- DEMOCRATS FAVORED BY HISPANICS, HIGHER THAN NON-HISPANICS
- 33% OF HISPANICS UP FOR GRABS (NOT DEFINITE PLUS UNSURE)

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



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

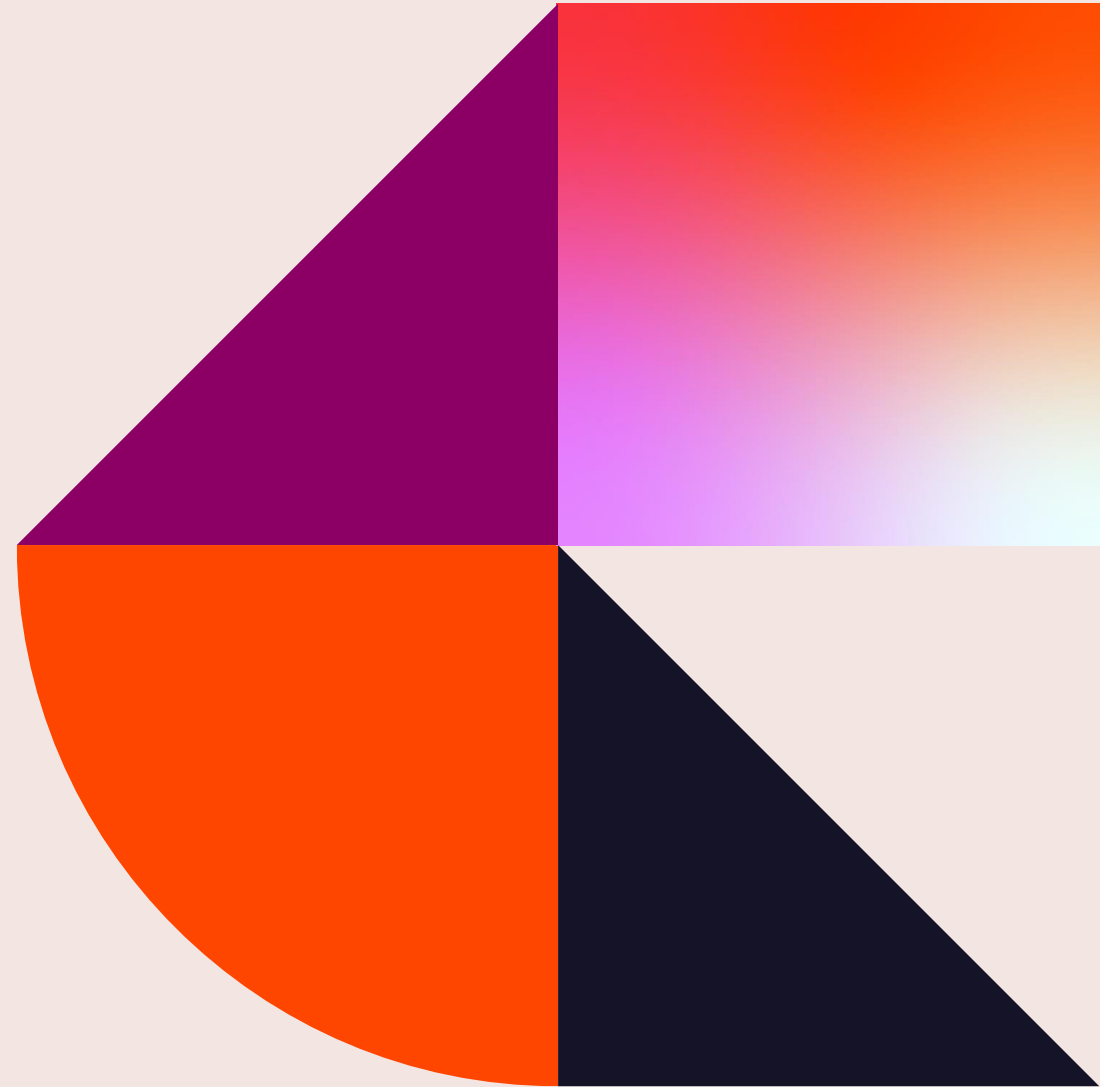
In the upcoming general election in November, how likely or unlikely are you to vote for a candidate from a political party that you typically have not voted for in the past?



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

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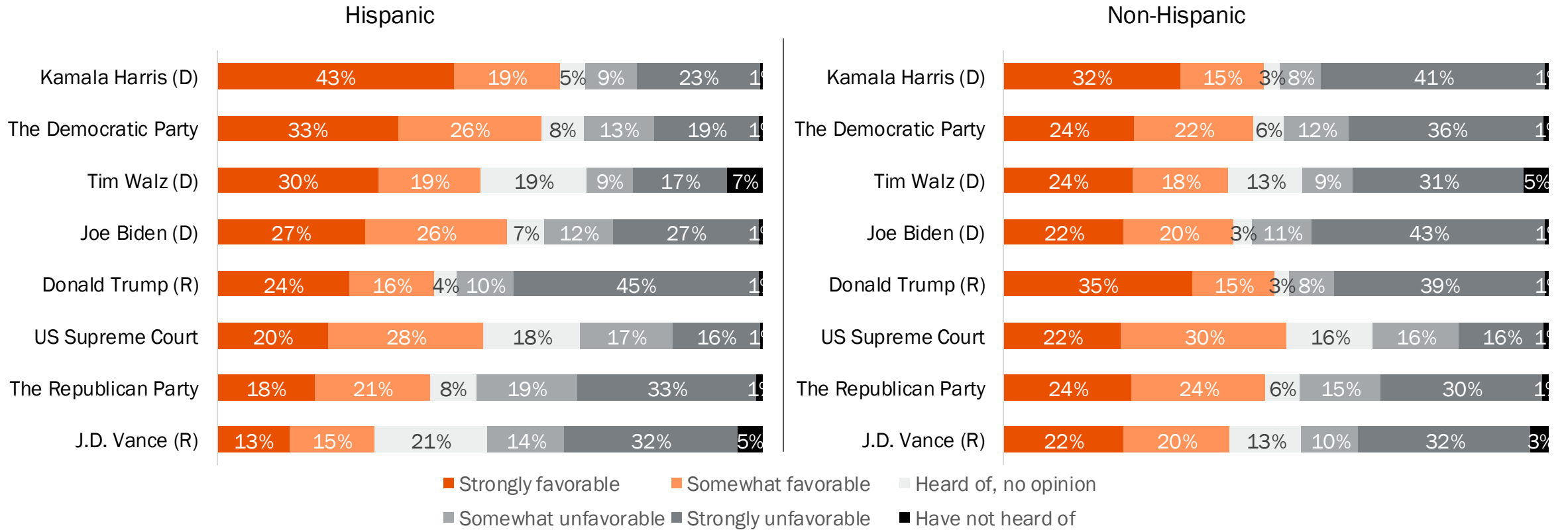
# Favorability & Job Approval



# Favorability

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

## Favorability



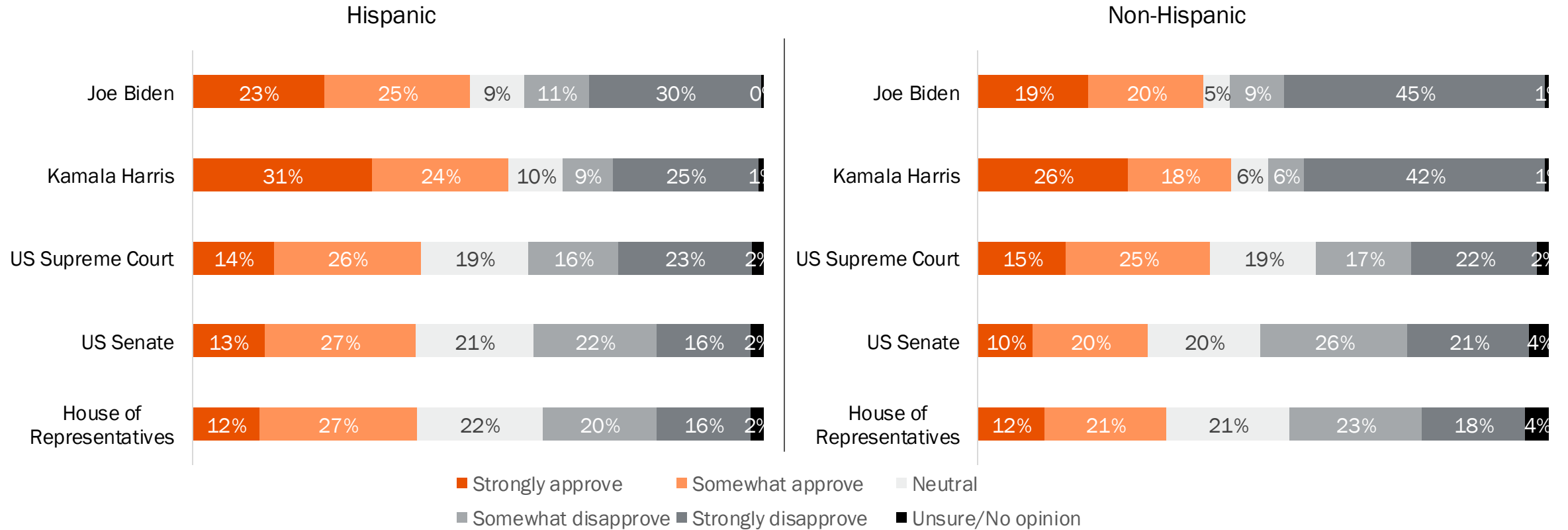
Among likely voters 18+  
Source: Univision political tracker in collaboration with Media Predict as of August 2024



# Job Approval

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

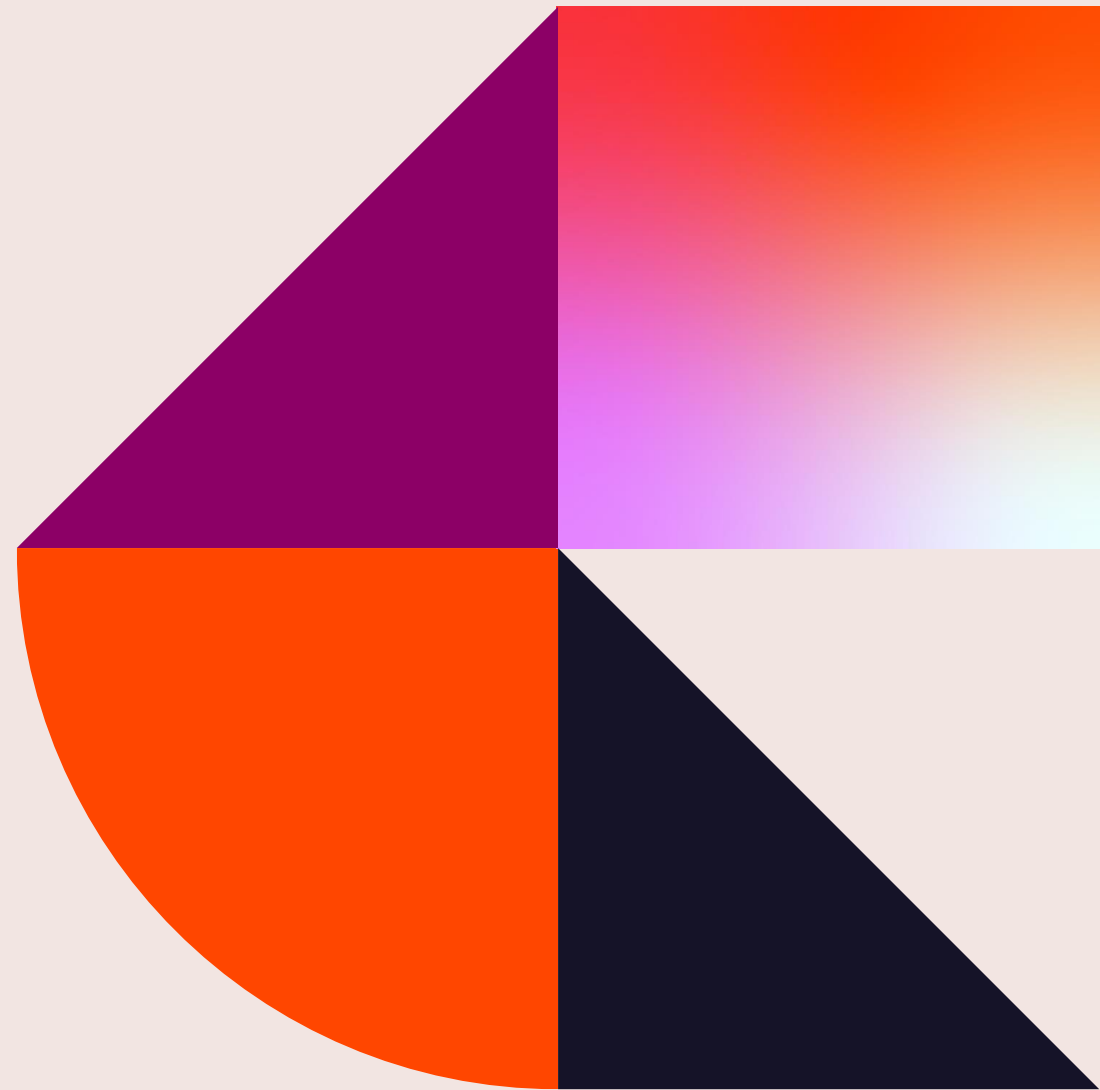
## Job Approval



Among likely voters 18+  
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# The Issues



# Cost of Living, Inflation, Economy/Jobs, Healthcare, Top Issues for All Voters

## - AFFORDABLE HOUSING OF GREATER CONCERN FOR HISPANICS

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

	Issue Importance TopBox			Issue Importance TopBox	
	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Cost of living	76%	76%	Climate change	47%	40%
Inflation	72%	73%	Opioids / drug abuse	46%	43%
Economy / jobs	69%	67%	Strengthening law enforcement	45%	46%
Healthcare	68%	60%	Infrastructure, such as roads and public transportation	44%	40%
Affordable housing	65%	54%	Defense / military	44%	51%
Social security / Medicare	64%	64%	Gun rights / 2nd amendment	43%	46%
Taxes	59%	57%	Energy policy	42%	41%
Education	58%	47%	Race relations	40%	33%
Crime and public safety	58%	59%	Police reform	38%	31%
National security	57%	63%	Foreign policy	36%	40%
Gun control	54%	44%	U.S. relationship with China	33%	37%
Entitlements / social services reform (Medicare, welfare, etc.)	54%	51%	Israel / Hamas War	32%	32%
Border security	52%	60%	Russia / Ukraine war	28%	29%
Immigration	52%	57%	LGBTQ rights	28%	22%
Government spending / deficit	50%	53%	Culture wars	28%	23%
Abortion	49%	45%			

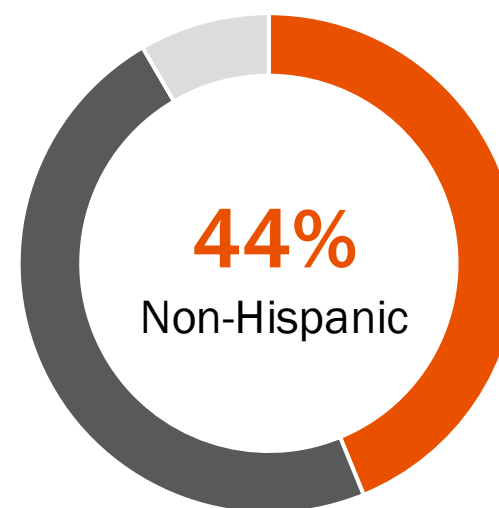
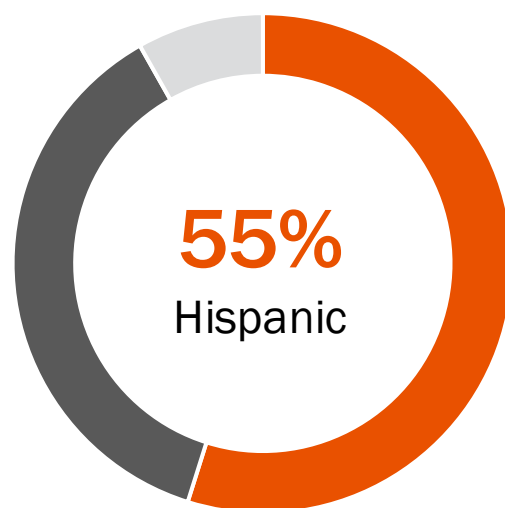
Among likely voters 18+

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

# 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



- 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	17%	15%
Inflation	16%	12%
Cost of living	12%	9%
Immigration	9%	10%
Economy / jobs	6%	8%
Social security / Medicare	5%	6%
Affordable housing	4%	3%
Border security	3%	6%
Climate change	3%	4%
Healthcare	3%	2%

# 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	58%	26%	48%	38%
Social security	58%	27%	48%	39%
Healthcare	58%	27%	48%	38%
Abortion	58%	27%	50%	34%
Climate change	57%	24%	48%	29%
Education	56%	27%	45%	38%
Energy policy	53%	28%	42%	41%
Cost of living	53%	33%	41%	47%
Economy / jobs	52%	34%	41%	48%
Inflation	51%	33%	40%	49%

# 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
Taxes	51%	33%	40%	46%
Opioids	47%	30%	38%	38%
Crime and public safety	47%	34%	38%	47%
Immigration	47%	37%	37%	52%
Foreign policy	46%	36%	38%	47%
Government spending	46%	32%	36%	45%
National security	44%	37%	36%	49%
Defense	44%	37%	36%	51%
Border security	42%	40%	34%	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	60%	27%	49%	38%
Entitlements reform	58%	28%	45%	42%
Social security	58%	28%	46%	41%
Healthcare	58%	26%	46%	42%
Education	58%	29%	44%	40%
Climate change	57%	25%	45%	35%
Cost of living	55%	34%	41%	50%
Energy policy	53%	30%	41%	45%
Economy / jobs	52%	36%	40%	51%
Taxes	51%	33%	39%	48%

Among likely voters 18+

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



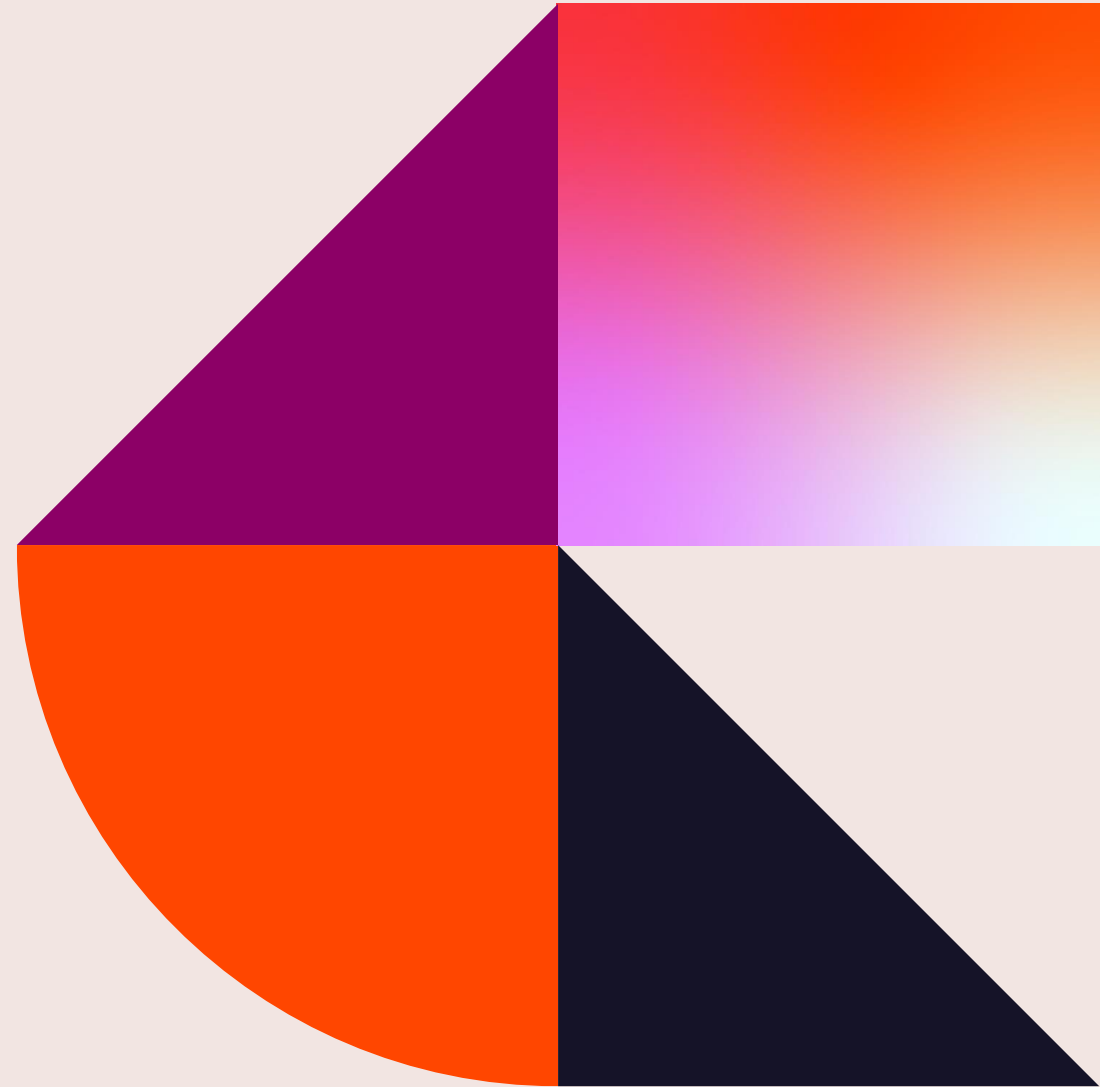
# Candidate Better Able to Handle Issues

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
Inflation	51%	35%	38%	51%
Opioids	49%	30%	38%	42%
Foreign policy	48%	36%	38%	49%
Crime and public safety	48%	35%	38%	49%
Government spending	47%	34%	37%	48%
Immigration	47%	40%	35%	54%
National security	46%	38%	36%	52%
Defense	45%	38%	36%	52%
Border security	43%	42%	34%	55%

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# Information Sources & Language Preferences



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

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

## Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Local Television	51%	51%	Debates	22%	23%
National Television (like network programs or cable news)	47%	51%	Newspapers	22%	24%
YouTube	45%	34%	Radio	20%	20%
Facebook	39%	29%	Podcasts	20%	15%
Instagram	29%	17%	Snapchat	10%	7%
TikTok	29%	16%	Magazines	9%	7%
Friends	25%	25%	Community organization	6%	5%
Family	25%	24%	School	6%	4%
Online publications	25%	21%	Religious organization/Church	5%	6%
X, formerly known as Twitter	24%	19%	None of these	2%	4%

# Debates & Current Events Top Influencers on All Voters

- LOCAL EVENTS, SOCIAL MEDIA CAMPAIGNS AND ADVERTISING MUCH MORE INFLUENTIAL TO HISPANICS

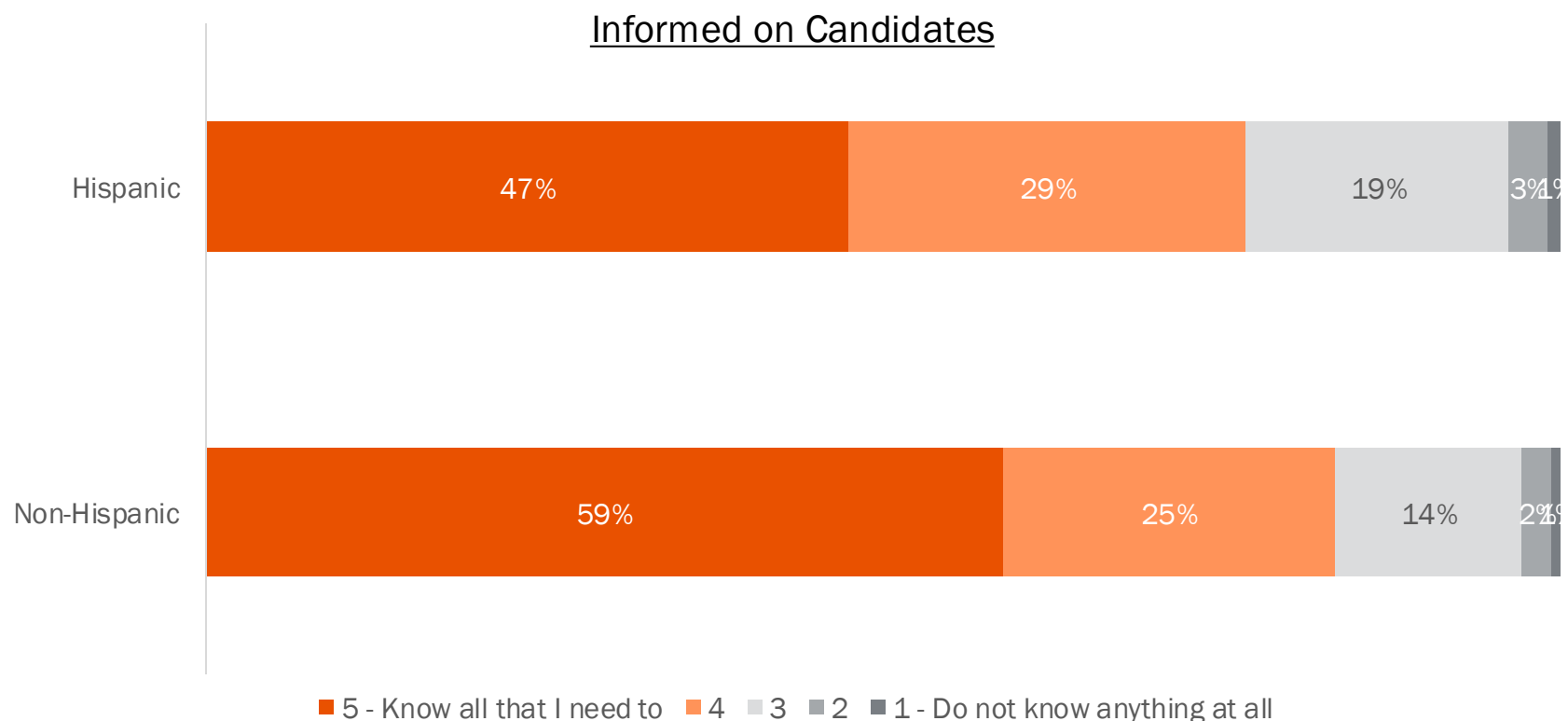
Thinking about the ways that you get information about candidates and elections, how influential are the following in helping you decide how you will vote in November?

## Voting Influencers Top2Box

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Debates	68%	66%	Presidential endorsement	47%	36%
Current events	64%	65%	Local events (rallies, protests)	47%	34%
Candidate interviews on TV/radio	62%	58%	Social Media Campaigns	45%	27%
Political programming/news on TV/online	58%	48%	Advertising	45%	31%
Articles in online publications	53%	39%	Religious beliefs	38%	37%
Political programming/news on radio/podcasts	52%	39%	Advocates canvassing	35%	24%
Party loyalty	50%	44%	Lawn signs	32%	21%
Articles in print publications	48%	39%	Celebrity endorsements	32%	20%
Family/Friends/Colleagues	48%	40%			

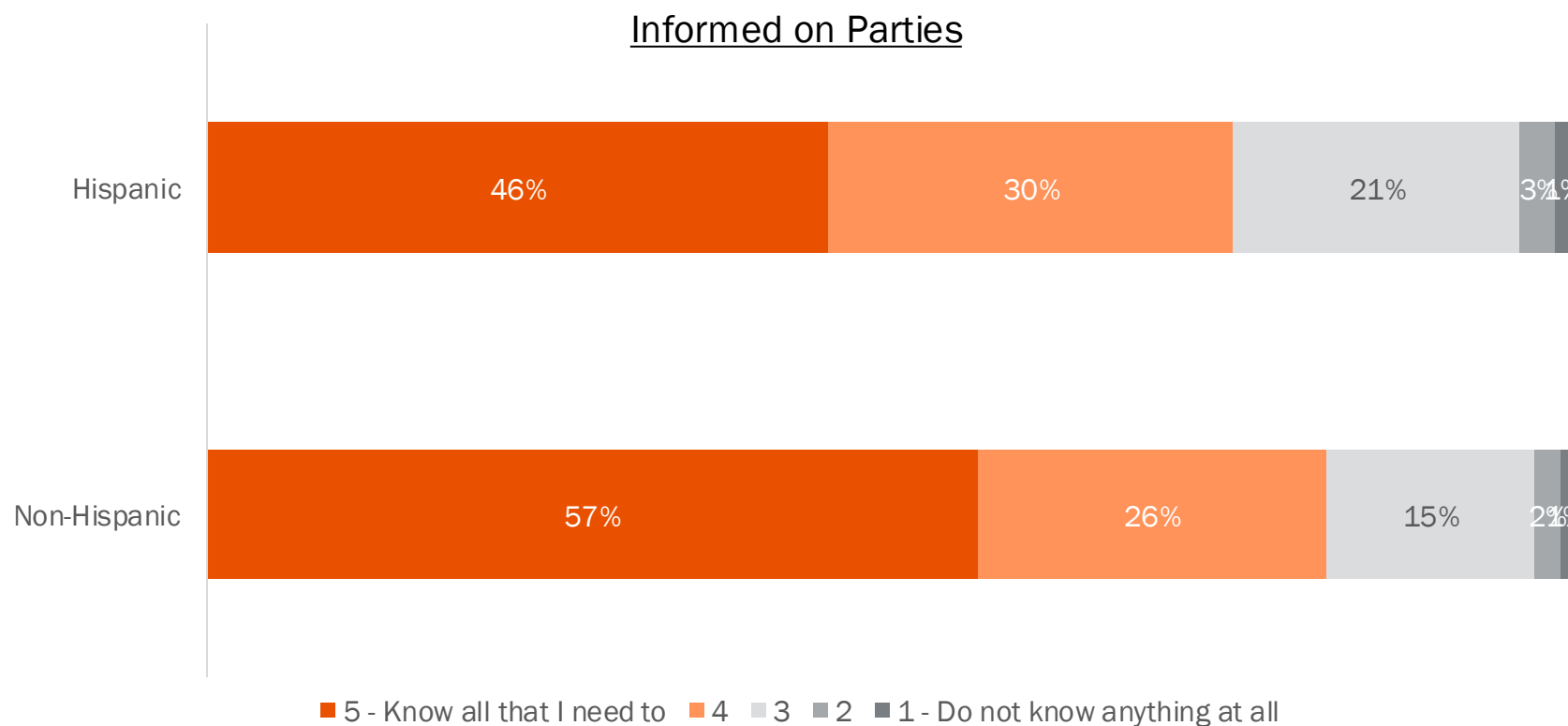
# 53% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

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?



# 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?



# Televised and Online Ads Most Preferred Communication Type by Hispanics, More than Non-Hispanics

How would you prefer to be communicated with by political candidates and parties? Select all that apply.

<u>Communication Type Preference</u>		
	Hispanic	Non-Hispanic
Televised Ads	40%	33%
Online ads (includes websites, apps and social media like Facebook, Twitter and YouTube)	39%	25%
Emails	30%	27%
Direct mail	23%	22%
Text messages	22%	16%
Radio ads	18%	12%
Prefer not to be contacted	16%	28%
Phone calls	14%	10%
Door-to-door/in-person canvassing	10%	7%



# Messaging in Spanish is **Powerful** and **Connects**

# 73%

**OF HISPANICS AGREE**

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

# 66%

**OF HISPANICS AGREE**

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

# 60%

**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*





# Gracias

Televisa  
Univision

Consumer  
Strategy & Insights