TAMPA

Tampa's Hispanic Community

Tampa Hispanics Are YOUNGER	Lower Hispanic Median Household Income	Larger Hispanic Households	More Likely to Have Children in Household	More Likely Renting Their Homes
40 Hispanic median age vs 56 for Non-Hispanic	**$59,5896** vs $73,008 for Non-Hispanic	**3.5** Median Persons per HH vs 2.8 for Non-Hispanic	**47%** Kids <18 in HH vs 30% for Non-Hispanic	**37%** Rent where they live vs 27% for Non-Hispanic

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2024 Tampa Hispanic Voter Profile

2024 HISPANIC REGISTERED VOTERS

460,881
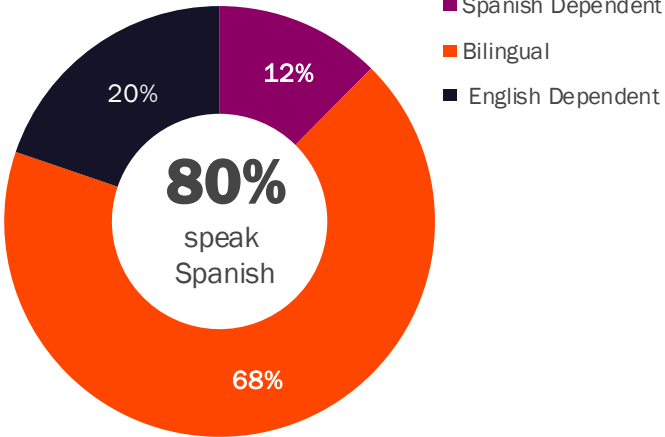
16% of all registered voters

POLITICAL AFFILIATION

34%	28%	38%

- Democratic 157,656
- Republican 130,132
- Independent/Other 173,093

AGE DISTRIBUTION 18+

AGE DISTRIBUTION 18+	HISPANIC
18-34	28%
35+	72%
18-24	11%
25-34	17%
35-49	26%
50-64	25%
65+	21%

2024 HISPANICS AGE 5+ LANGUAGE USAGE*

- Spanish Dependent
- Bilingual
- English Dependent

12%
20%
68%

80% speak Spanish

REGISTERED VOTER GENDER DISTRIBUTION

- Male
- Female

43%
57%
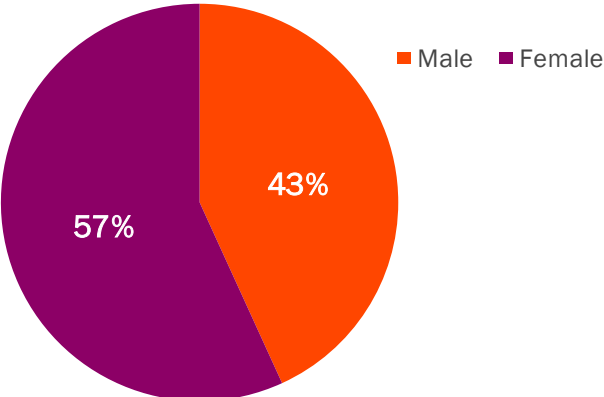
COUNTRY OF ORIGIN*

COUNTRY OF ORIGIN*	POPULATION	SHARE
Total Hispanic Population	1,187,595	
Caribbean	612,475	51.6%
Puerto Rican	346,382	57%
Cuban	216,935	35%
Dominican	49,158	8%
Mexican	283,780	23.9%
South American	136,970	11.5%
Colombian	63,508	46%
Venezuelan	25,155	18%
Peruvian	18,826	14%
Ecuadorian	13,683	10%
Argentinean	6,573	5%
Chilean	3,442	3%
Uruguayan	2,842	2%
Bolivian	2,345	2%
Other South American	354	0%
Paraguayan	242	0%
Central American	78,397	6.6%
Honduran	21,736	28%
Guatemalan	17,216	22%
Nicaraguan	13,311	17%
Panamanian	10,636	14%
Salvadoran	10,125	13%
Costa Rican	4,468	6%
Other Central American	905	1%
Other Hispanic	75,973	6.4%

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2024 Tampa Hispanic Voters in Presidential Years

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

+23% vs. 2020
NH: +20%

+48% vs. 2016
NH: +33%

396,577

321,915

217,350

Vs. 2016: Hispanics are expected to grow by **+82%**
NH: +60%

2016   2020   2024
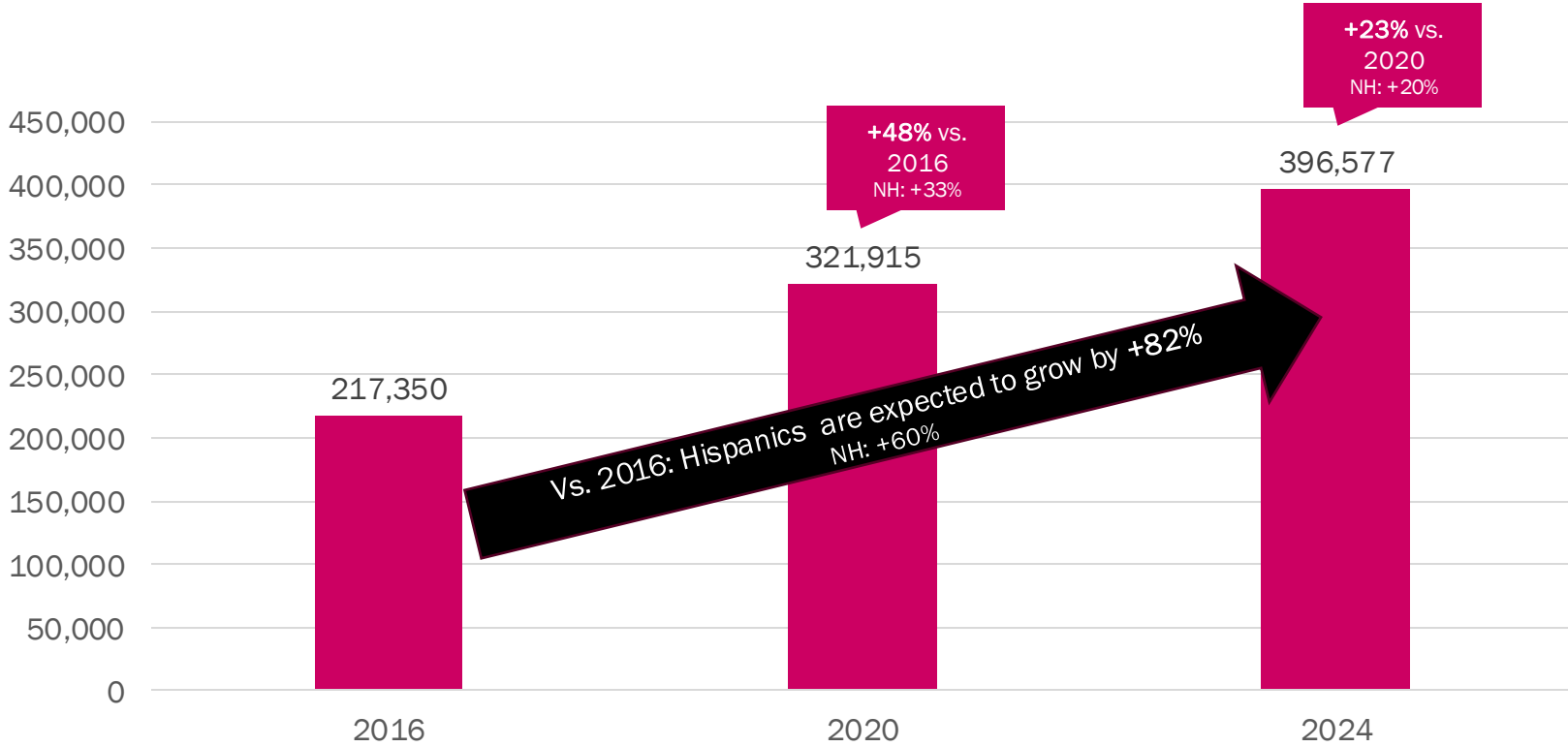
Source: L2 data mapping active registered voters as of 5/15/24 that voted in Presidential Elections. Projected 2024 turnout based on likely voters as of 5/15/24 includes active/non-active. A18+ includes full electorate regardless of age match Percentages are rounded.

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TU & Media Predict

2024 Presidential Tracker

Tampa
August 2024

Objectives

- Measure current landscape of the 2024 Primary and General Elections

- Assess voter sentiment towards current candidates and government bodies

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

- Compare and contrast Hispanic and Non-Hispanic voters

Methodology

- Online survey of 549 likely voters ages 18+

A18+

264 Hispanic
(193 SpanDom/Bilingual)
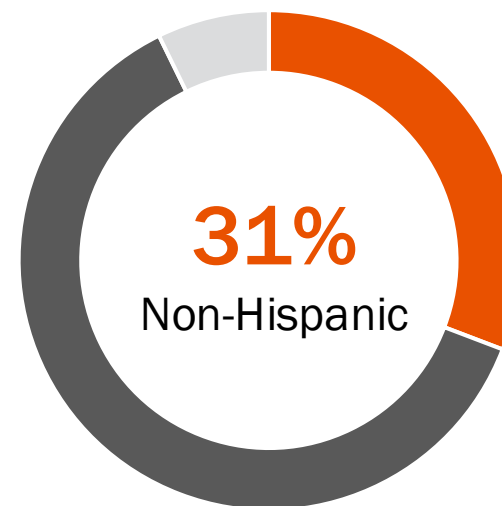
285 Non-Hispanic

- In field 8/1/2024 – 8/9/2024

- 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 6.2% for Hispanics and 5.9% for Non-Hispanics.

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

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Only 37% 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

37%
Hispanic

31%
Non-Hispanic
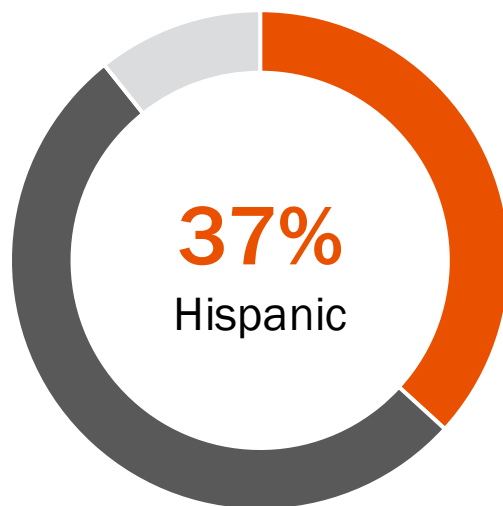
■ Right direction

■ Wrong track

■ Unsure/I don't know

General Election Polling
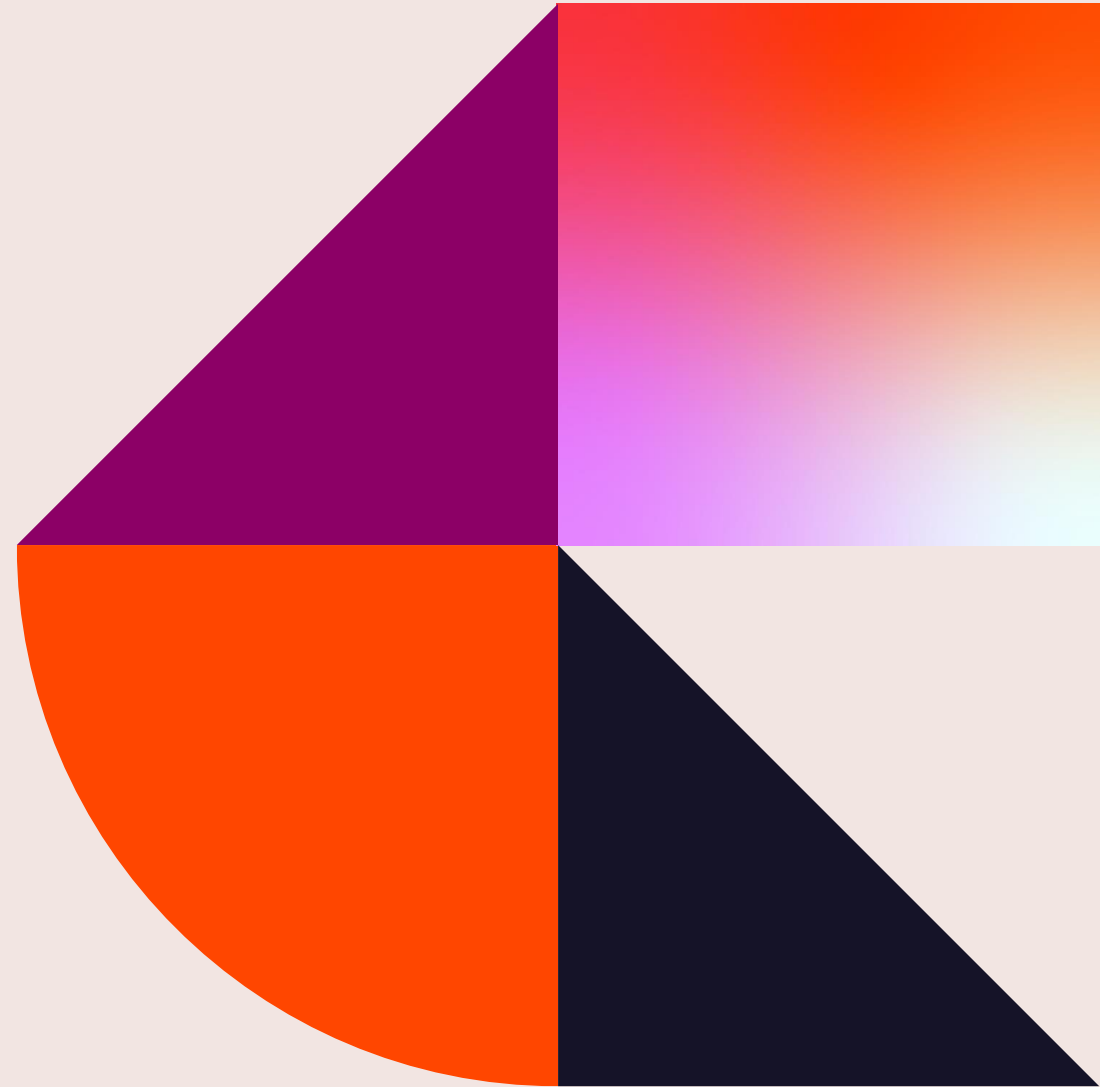
Matchup: Harris vs Trump

- HARRIS LEADS AMONG HISPANIC DEFINITE VOTERS, HIGHER THAN NON-HISPANICS
- 27% OF HISPANICS UP FOR GRABS (23% NOT DEFINITE, 4% UNSURE)

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

Presidential Matchup

	Definitely Harris	Probably Harris	Probably Trump	Definitely Trump	Someone else	Unsure/I don't know
Hispanic	37%	8%	15%	34%	3%	4%
Non-Hispanic	34%	7%	11%	41%	3%	4%

■ Definitely Harris ■ Probably Harris ■ Probably Trump ■ Definitely Trump ■ Someone else ■ Unsure/I don't know
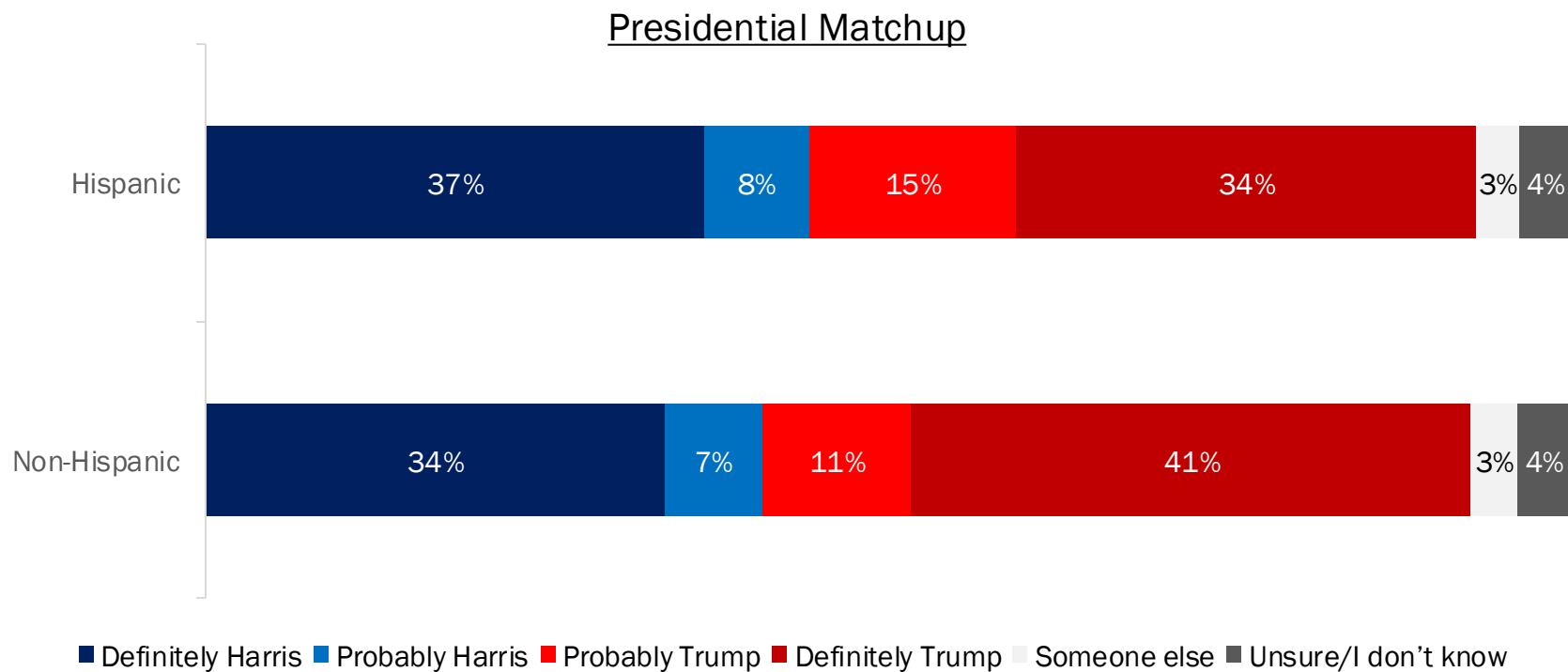
Candidate Support Among Hispanics

- TRUMP'S STRONGEST SUPPORT AMONG MEN
- 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

Men
- Harris: 35% (Probably 10%, Definitely 25%)
- Trump: 59% (Probably 24%, Definitely 35%)

Women
- Harris: 53% (Probably 5%, Definitely 48%)
- Trump: 40% (Probably 7%, Definitely 32%)

18-34
- Harris: 39% (Probably 14%, Definitely 25%)
- Trump: 54% (Probably 16%, Definitely 38%)

35+
- Harris: 46% (Probably 5%, Definitely 41%)
- Trump: 47% (Probably 15%, Definitely 32%)

Married
- Harris: 43% (Probably 6%, Definitely 37%)
- Trump: 50% (Probably 20%, Definitely 30%)

Children in HH
- Harris: 35% (Probably 4%, Definitely 32%)
- Trump: 58% (Probably 23%, Definitely 35%)

Total Support
- Probably
- Definitely

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10
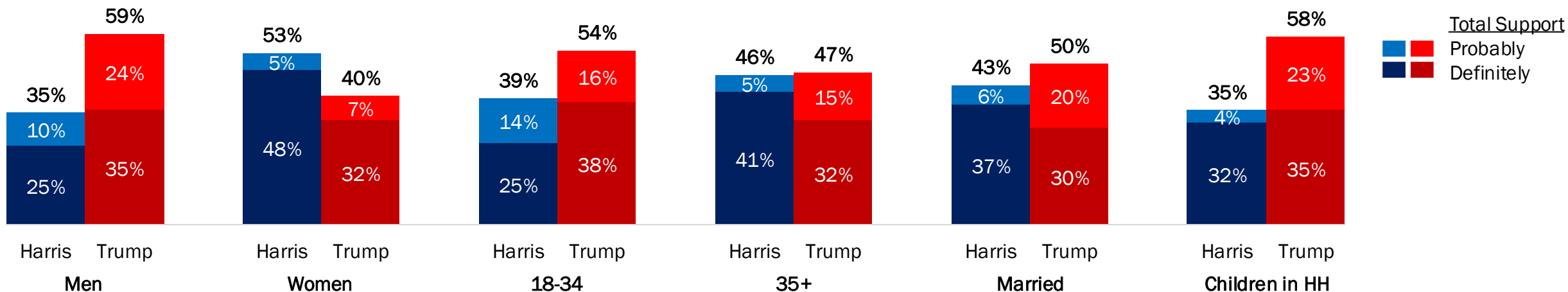
Trump Voters Are More Enthusiastic

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

- **More in opposition to Donald Trump**
- **Equally in favor of Kamala Harris and in opposition to Donald Trump**
- **More in favor of Kamala Harris**

	Hispanic	Non-Hispanic
More in opposition to Donald Trump	6%	12%
Equally in favor	34%	27%
More in favor of Kamala Harris	59%	61%
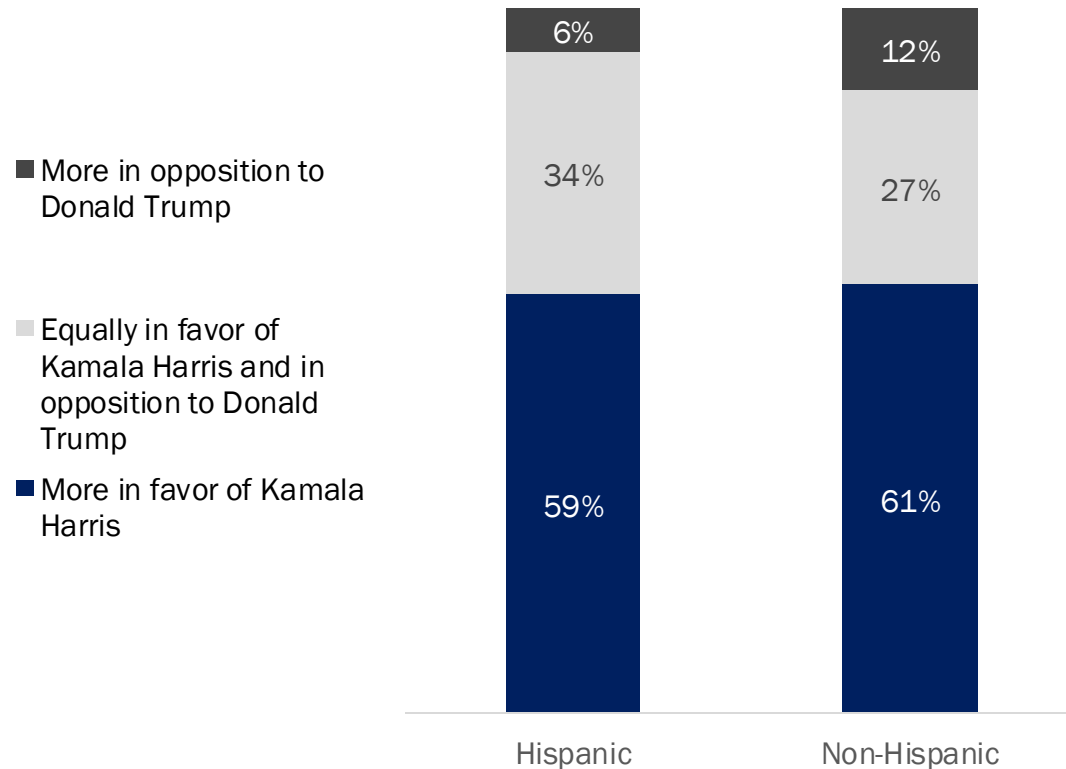
Voting Trump: Favor Trump or Oppose Harris

- **More in opposition to Kamala Harris**
- **Equally in favor of Donald Trump and in opposition to Kamala Harris**
- **More in favor of Donald Trump**

	Hispanic	Non-Hispanic
More in opposition to Kamala Harris	5%	8%
Equally in favor	27%	15%
More in favor of Donald Trump	68%	77%

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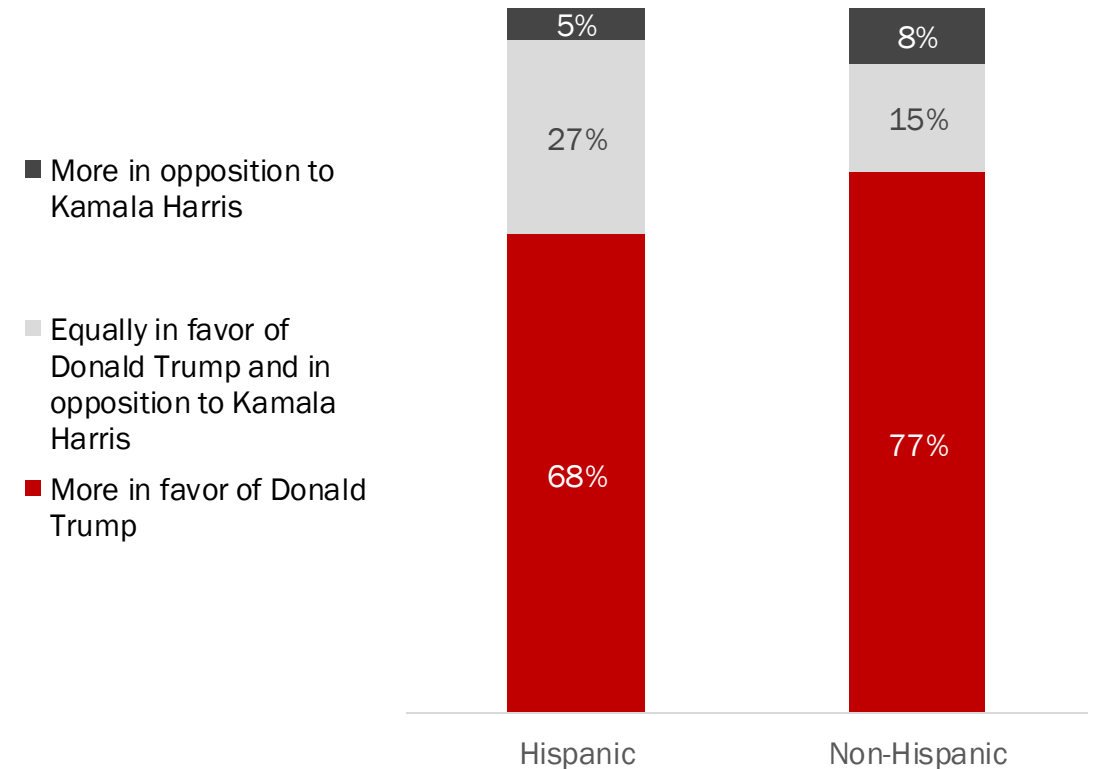
Matchup: Harris vs Trump vs Kennedy

- HARRIS SLIGHT LEAD AMONG HISPANICS, LOWER THAN NON-HISPANICS
- KENNEDY PERFORMS HIGHER AMONG HISPANICS THAN NON-HISPANICS
- 28% OF HISPANICS UP FOR GRABS (24% NOT DEFINITE, 4% 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?

Presidential Matchup

Hispanic: 32% | 7% | 31% | 11% | 9% | 6% | 0% | 4%

Non-Hispanic: 35% | 5% | 42% | 8% | 2% | 3% | 1% | 4%

Legend:
- ■ Definitely Harris
- ■ Probably Harris
- ■ Definitely Trump
- ■ Probably Trump
- ■ Definitely Kennedy
- ■ Probably Kennedy
- ■ Someone else
- ■ Unsure/I don't know

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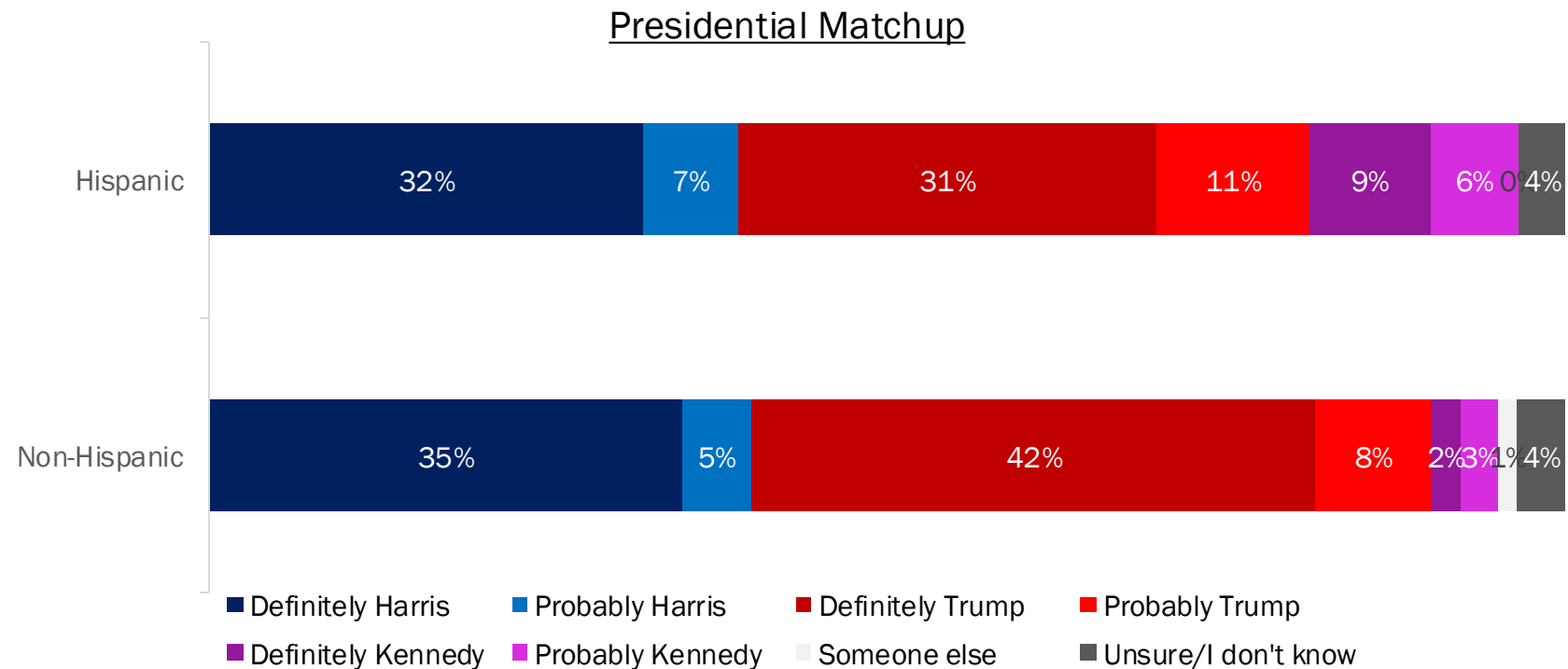
29% of Hispanics Not Completely Certain About Their Vote for President

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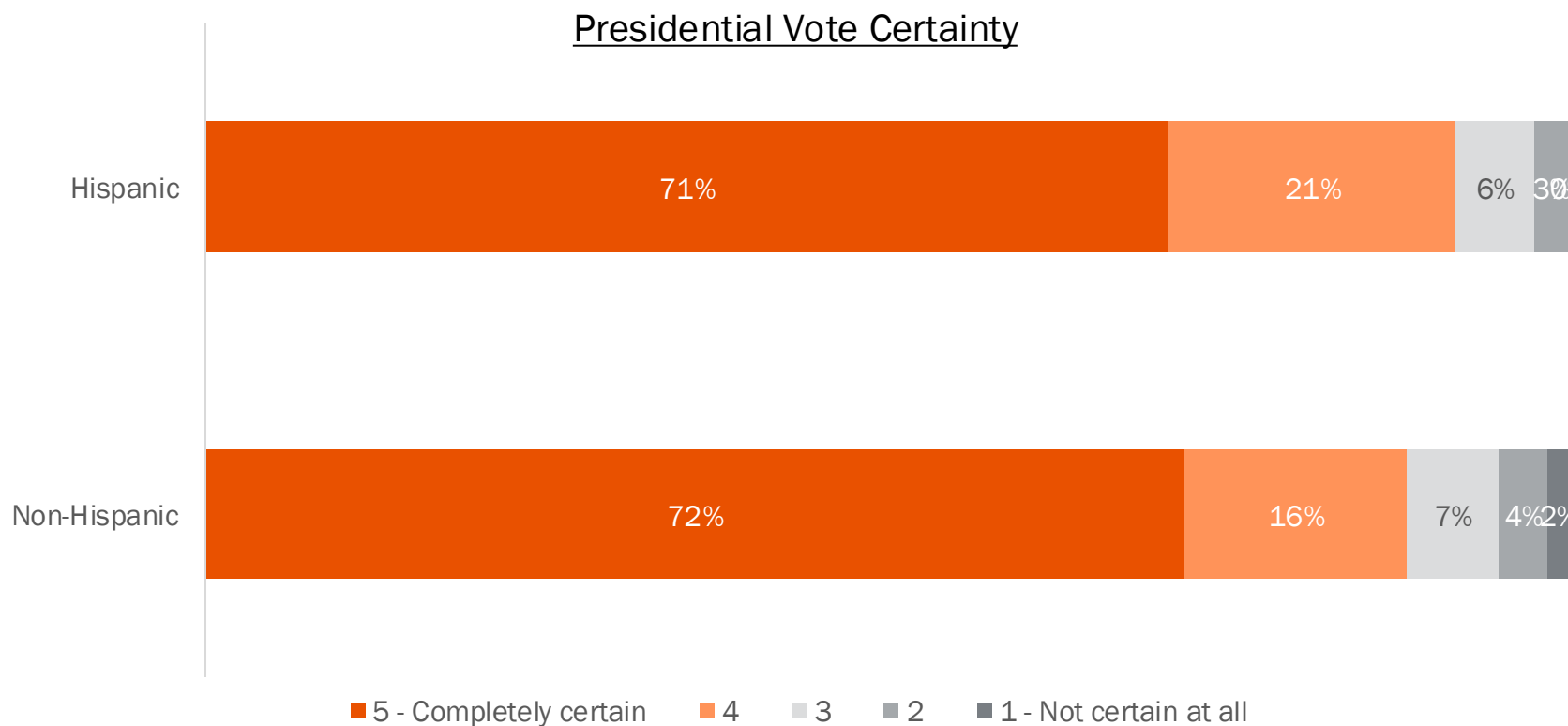
Presidential Vote Certainty

Hispanic	71%	21%	6%	3%

Non-Hispanic	72%	16%	7%	4% 2%

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

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Willingness to Vote for Candidates in General Election

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

Candidate Vote Willingness
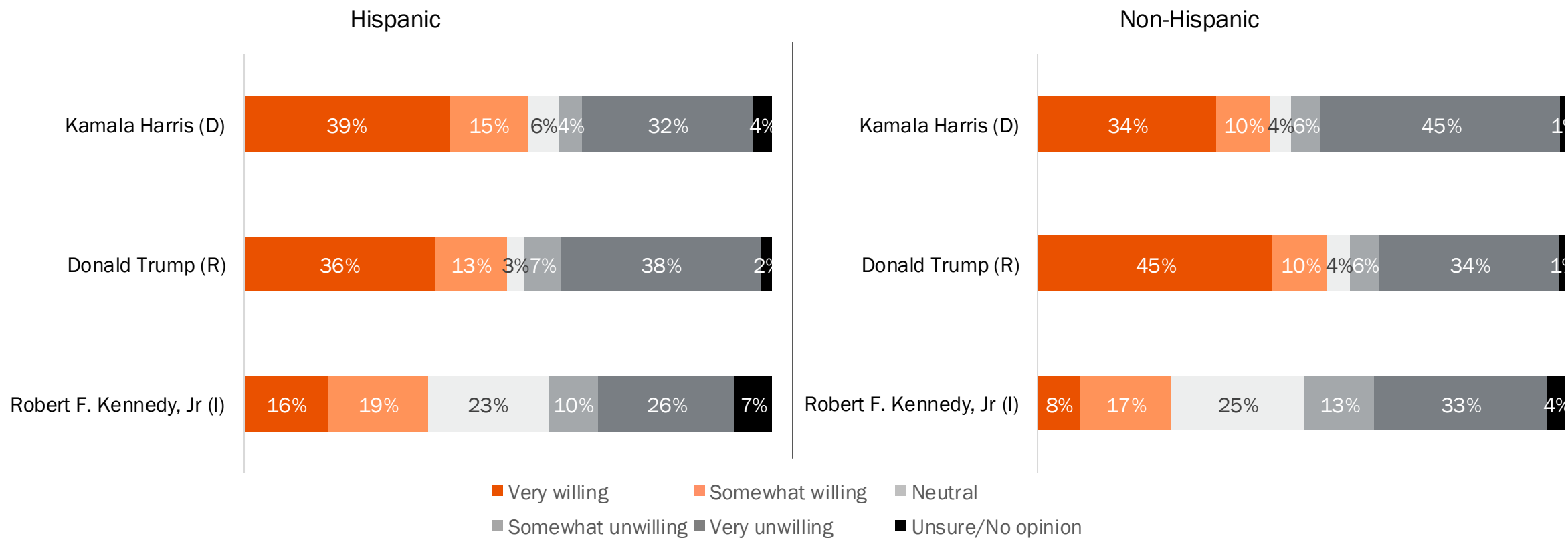
Hispanic

Candidate	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Kamala Harris (D)	39%	15%	6%	4%	32%	4%
Donald Trump (R)	36%	13%	3%	7%	38%	2%
Robert F. Kennedy, Jr (I)	16%	19%	23%	10%	26%	7%

Non-Hispanic

Candidate	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Kamala Harris (D)	34%	10%	4%	6%	45%	1%
Donald Trump (R)	45%	10%	4%	6%	34%	1%
Robert F. Kennedy, Jr (I)	8%	17%	25%	13%	33%	4%

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

House of Representatives Vote

- DEMOCRATS SLIGHT LEAD AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 36% OF HISPANICS UP FOR GRABS (32% NOT DEFINITE, 4% UNSURE)

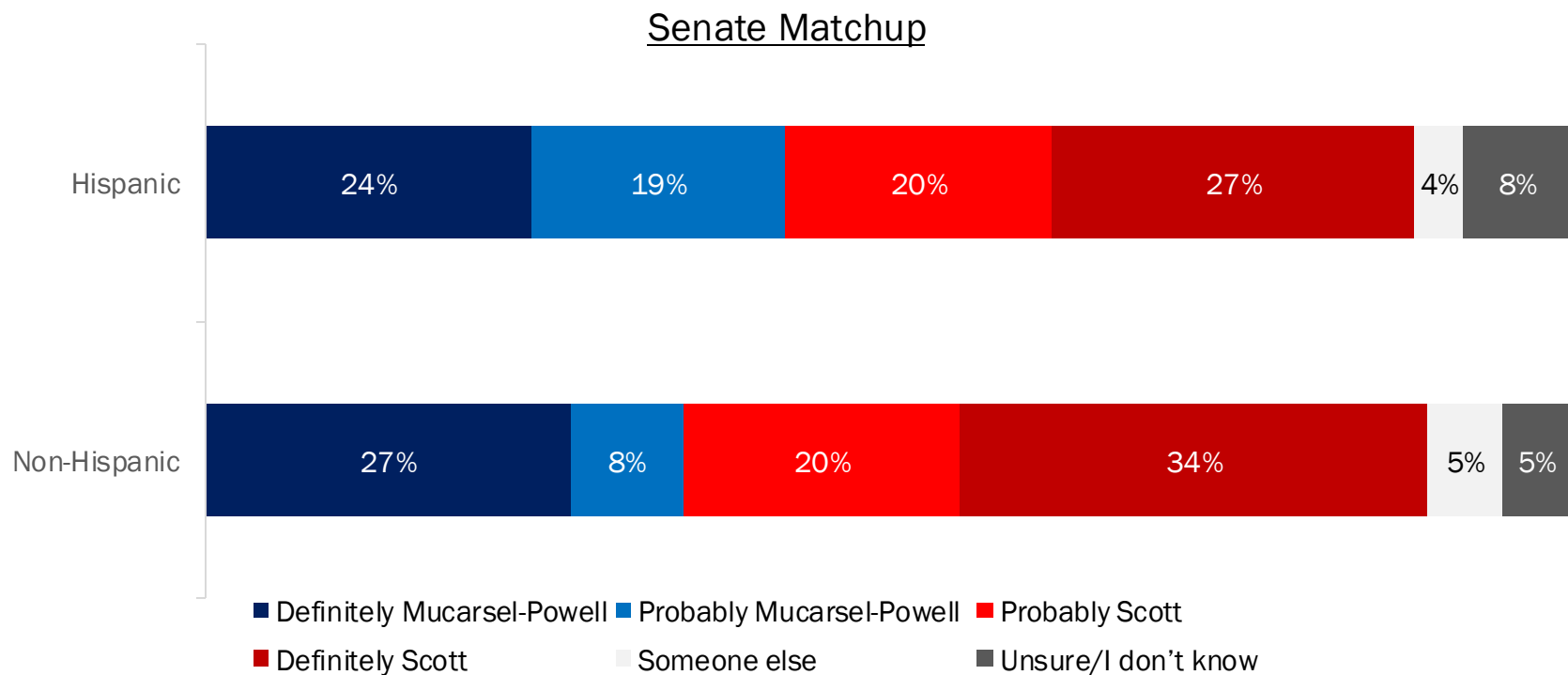*If the election for the United States House of Representatives were held today, which party's candidate would you vote for?*

House of Representatives Vote

Group	Definitely voting Democratic	Probably voting Democratic	Probably voting Republican	Definitely voting Republican	Someone else	Unsure/I don't know
Hispanic	31%	15%	17%	30%	2%	4%
Non-Hispanic	28%	10%	15%	38%	3%	7%

■ Definitely voting Democratic ■ Probably voting Democratic ■ Probably voting Republican
■ Definitely voting Republican ■ Someone else ■ Unsure/I don't know

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Matchup: Mucarsel-Powell vs Scott

- SCOTT LEADS AMONG HISPANICS, LOWER THAN NON-HISPANICS
- 47% OF HISPANICS UP FOR GRABS (39% NOT DEFINITE, 8% UNSURE)

If the 2024 election for United States Senator from Florida were being held today, and the candidates were Debbie Mucarsel-Powell (Democrat) & Rick Scott (Republican), for whom would you vote?

Senate Matchup

	Definitely Mucarsel-Powell	Probably Mucarsel-Powell	Probably Scott	Definitely Scott	Someone else	Unsure/I don't know
Hispanic	24%	19%	20%	27%	4%	8%
Non-Hispanic	27%	8%	20%	34%	5%	5%

■ Definitely Mucarsel-Powell ■ Probably Mucarsel-Powell ■ Probably Scott
■ Definitely Scott ■ Someone else ■ Unsure/I don't know

Candidate Support Among Hispanics

- SCOTT'S STRONGEST SUPPORT AMONG MEN
- MUCARSEL-POWELL'S STRONGEST SUPPORT AMONG WOMEN

If the 2024 election for United States Senator from Florida were being held today, and the candidates were Debbie Mucarsel-Powell (Democrat) & Rick Scott (Republican), for whom would you vote?
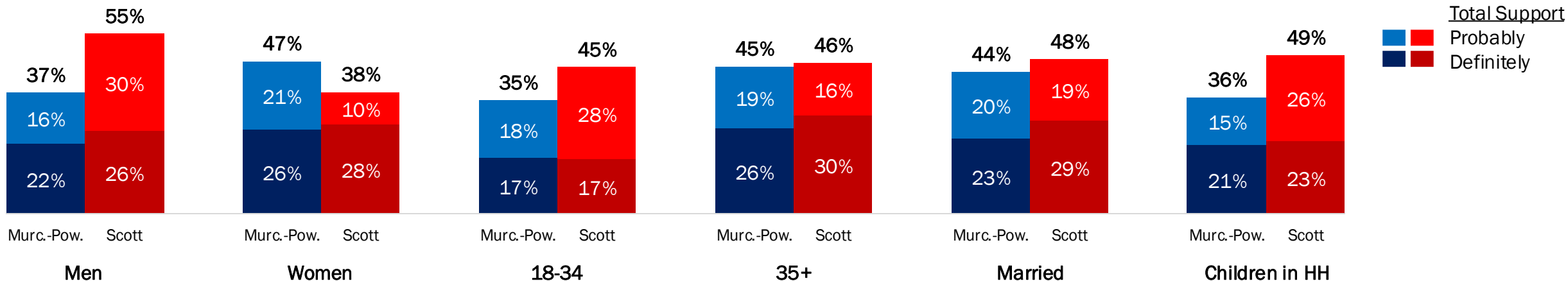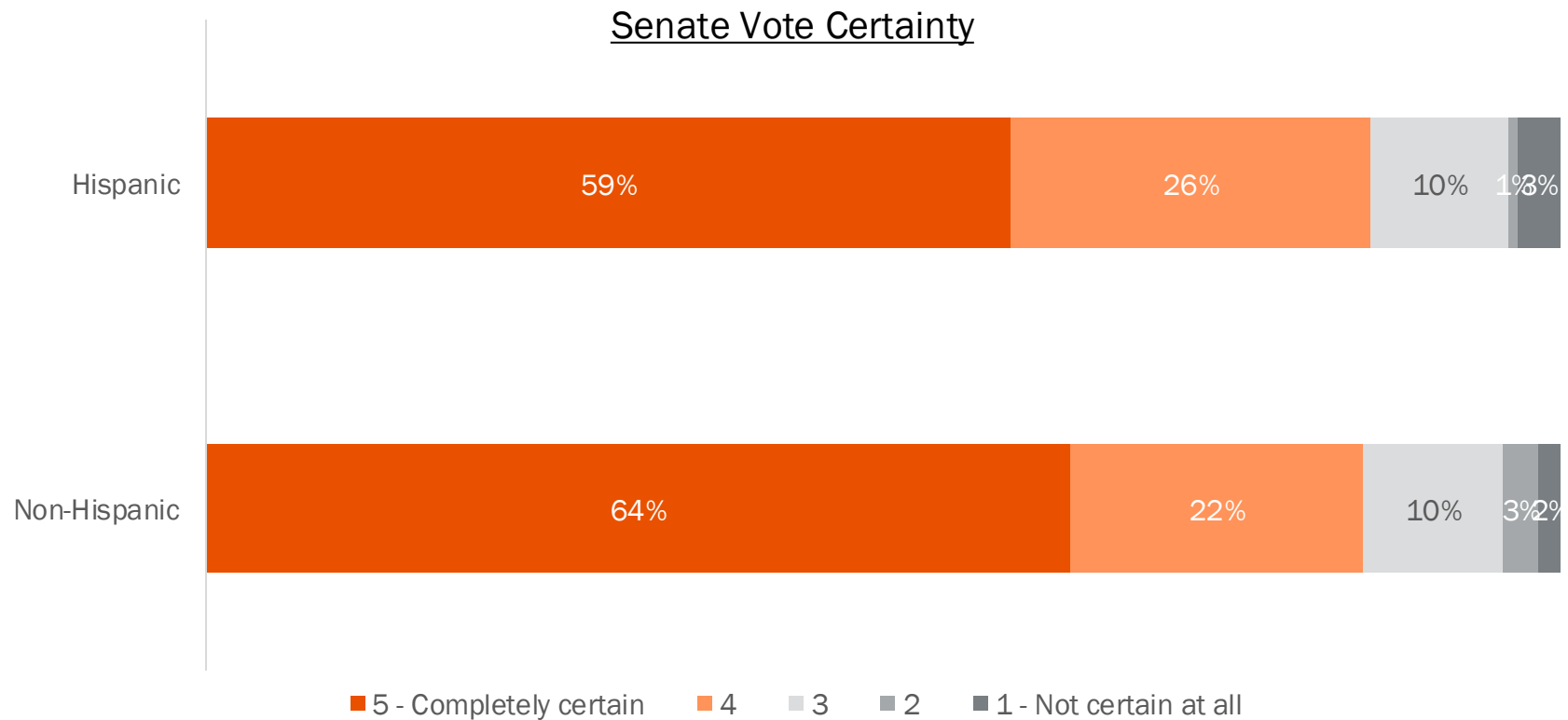
Senate Matchup

Men
- Murc.-Pow.: 37% (Probably 16%, Definitely 22%)
- Scott: 55% (Probably 30%, Definitely 26%)

Women
- Murc.-Pow.: 47% (Probably 21%, Definitely 26%)
- Scott: 38% (Probably 10%, Definitely 28%)

18-34
- Murc.-Pow.: 35% (Probably 18%, Definitely 17%)
- Scott: 45% (Probably 28%, Definitely 17%)

35+
- Murc.-Pow.: 45% (Probably 19%, Definitely 26%)
- Scott: 46% (Probably 16%, Definitely 30%)

Married
- Murc.-Pow.: 44% (Probably 20%, Definitely 23%)
- Scott: 48% (Probably 19%, Definitely 29%)

Children in HH
- Murc.-Pow.: 36% (Probably 15%, Definitely 21%)
- Scott: 49% (Probably 26%, Definitely 23%)

Total Support
- Probably
- Definitely

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41% of Hispanics Not Completely Certain About Their Vote for Senator

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

Senate Vote Certainty

Hispanic: 59% | 26% | 10% | 1% | 3%

Non-Hispanic: 64% | 22% | 10% | 3% | 2%

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

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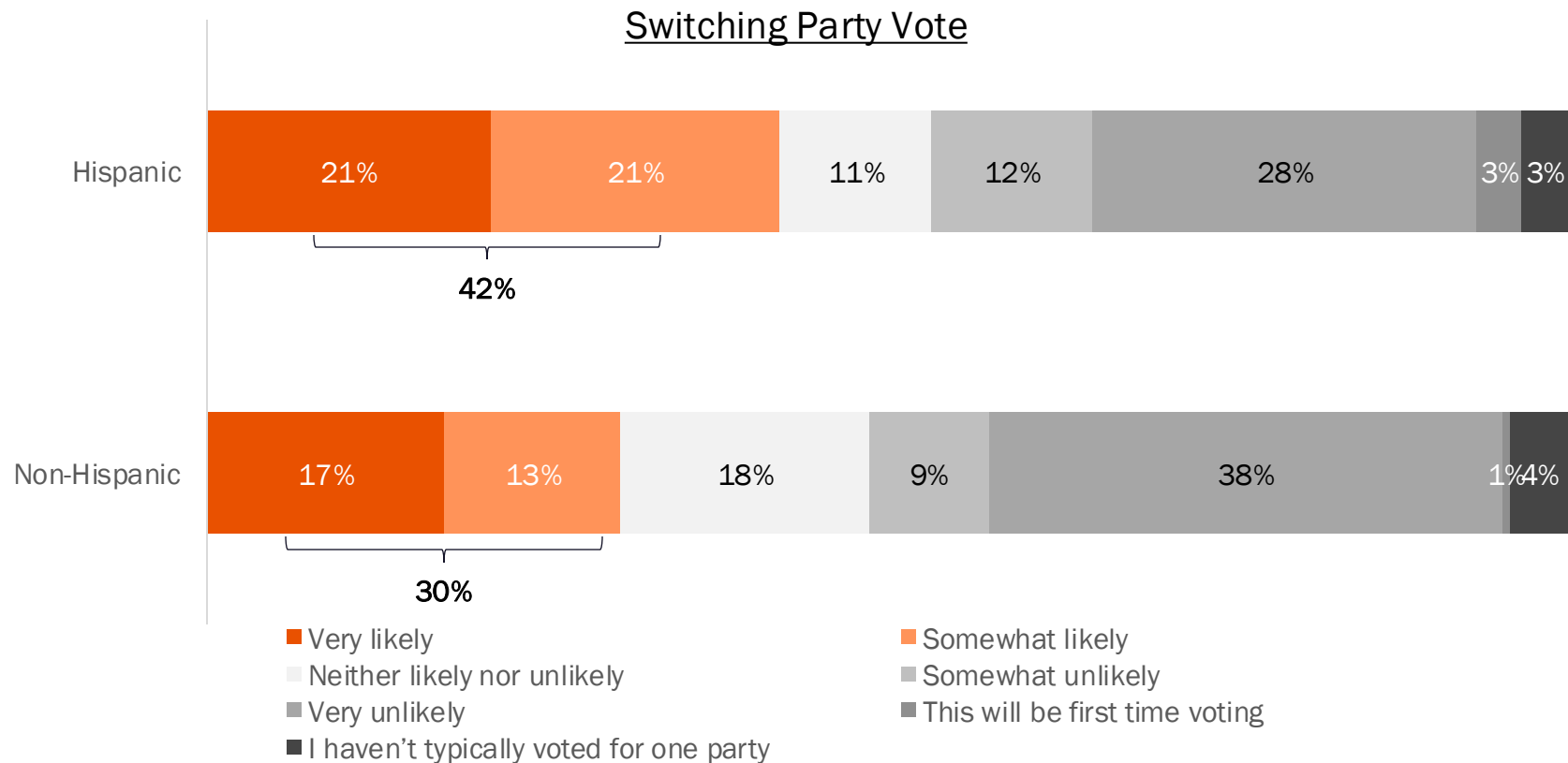# Willingness to Vote for Candidates in General Election

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

Senate Willingness

Hispanic

Rick Scott (R)
| Very willing 33% | Somewhat willing 19% | Neutral 10% | Somewhat unwilling 7% | Very unwilling 26% | Unsure 5% |

Debbie Mucarsel-Powell (D)
| Very willing 29% | Somewhat willing 18% | Neutral 13% | Somewhat unwilling 8% | Very unwilling 24% | Unsure 7% |

Non-Hispanic

Rick Scott (R)
| Very willing 39% | Somewhat willing 17% | Neutral 6% | Somewhat unwilling 6% | Very unwilling 29% | Unsure 2% |

Debbie Mucarsel-Powell (D)
| Very willing 26% | Somewhat willing 12% | Neutral 17% | Somewhat unwilling 9% | Very unwilling 32% | Unsure 4% |

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

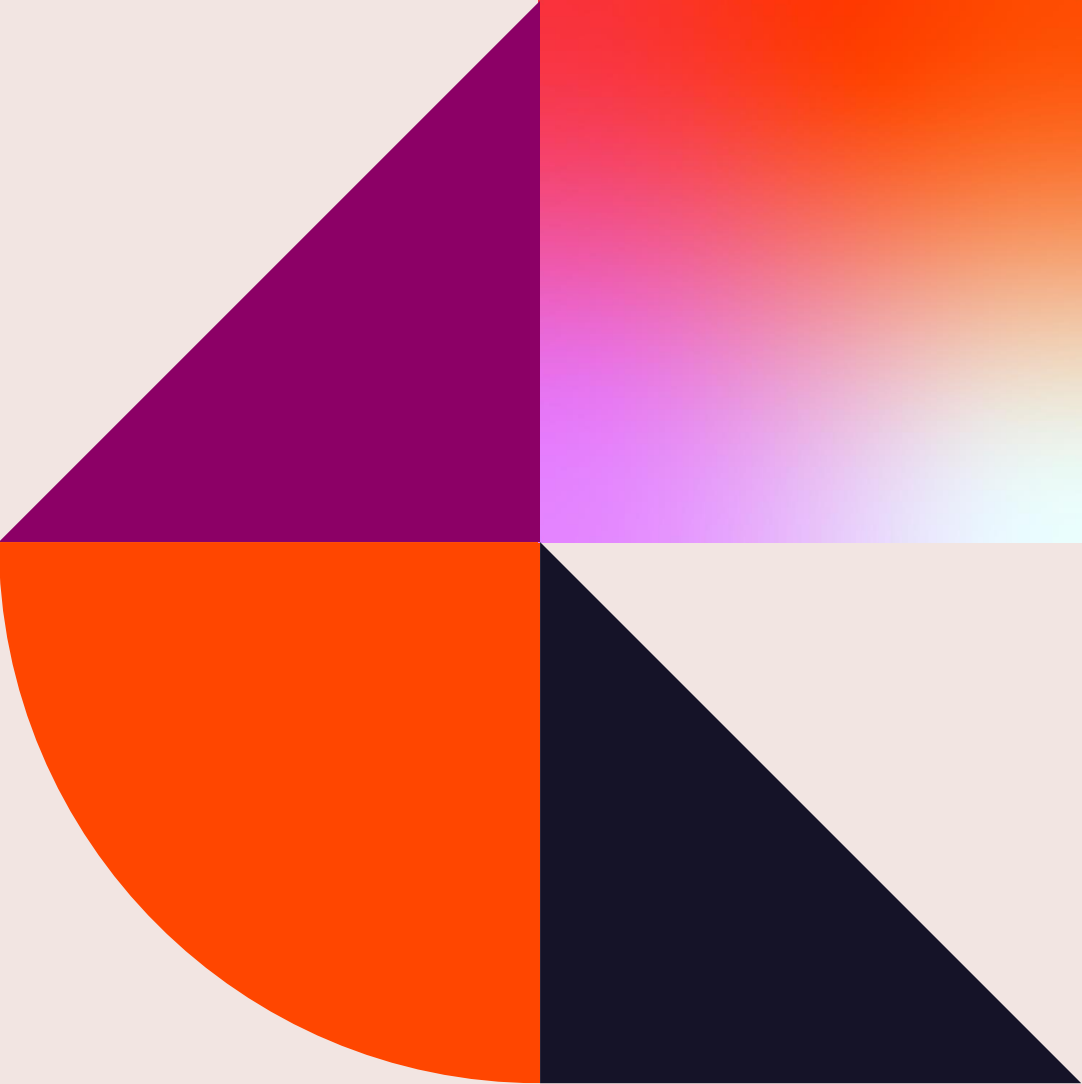Televisa Univision | Consumer Strategy & Insights

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

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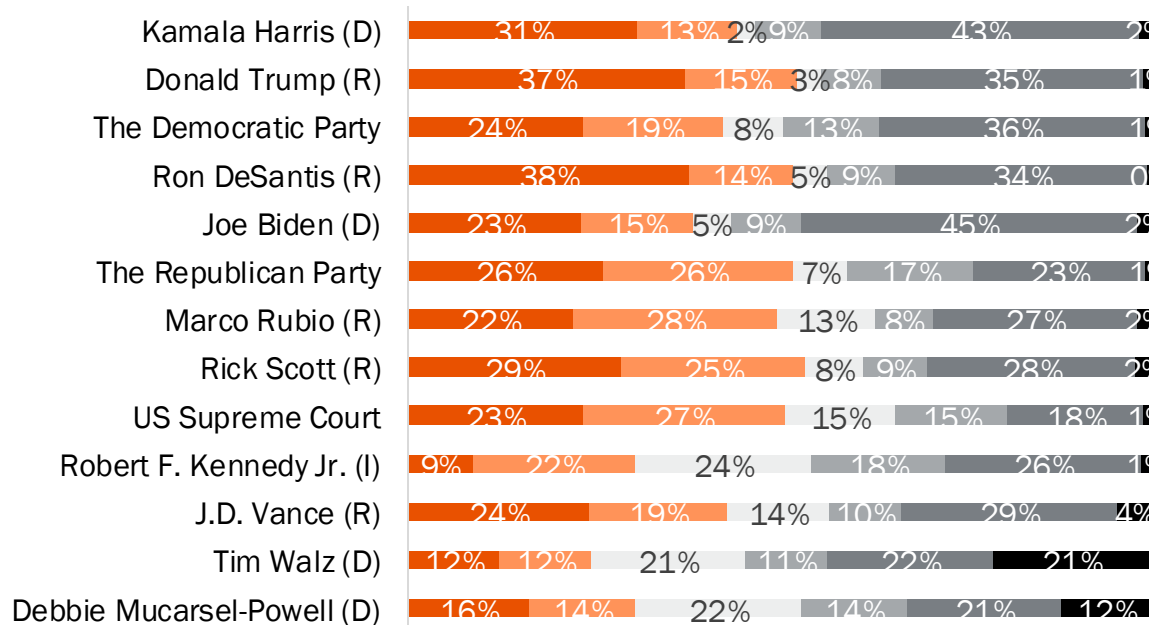
Switching Party Vote

Hispanic	21%	21%	11%	12%	28%	3%	3%

42%

Non-Hispanic	17%	13%	18%	9%	38%	1%	4%

30%

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

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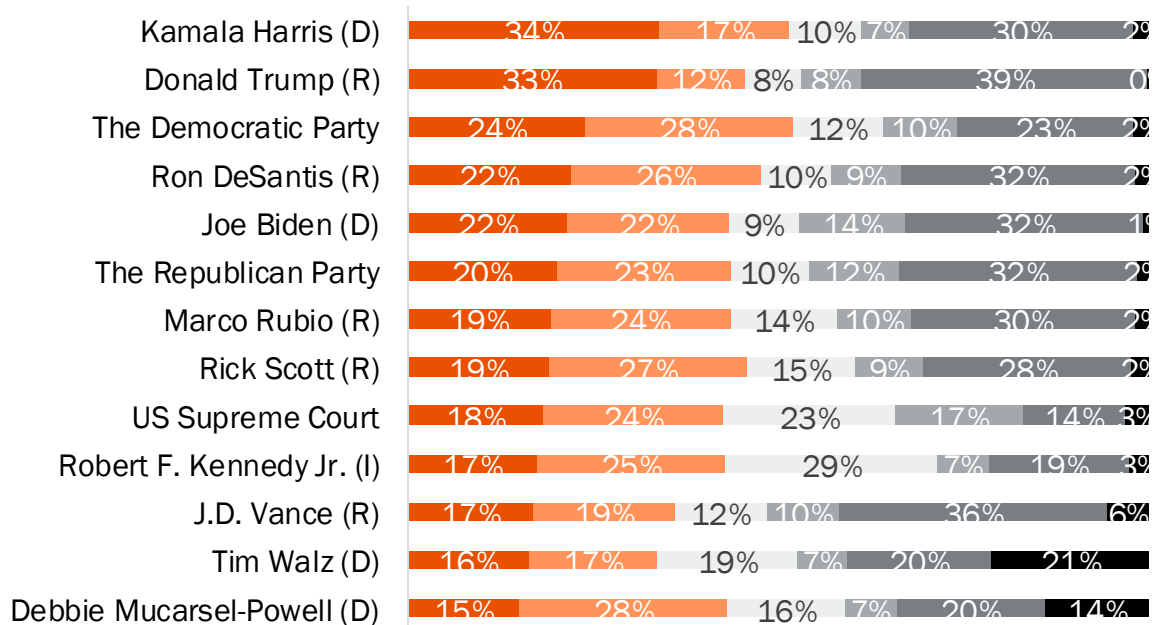
20

Favorability & Job Approval

Favorability

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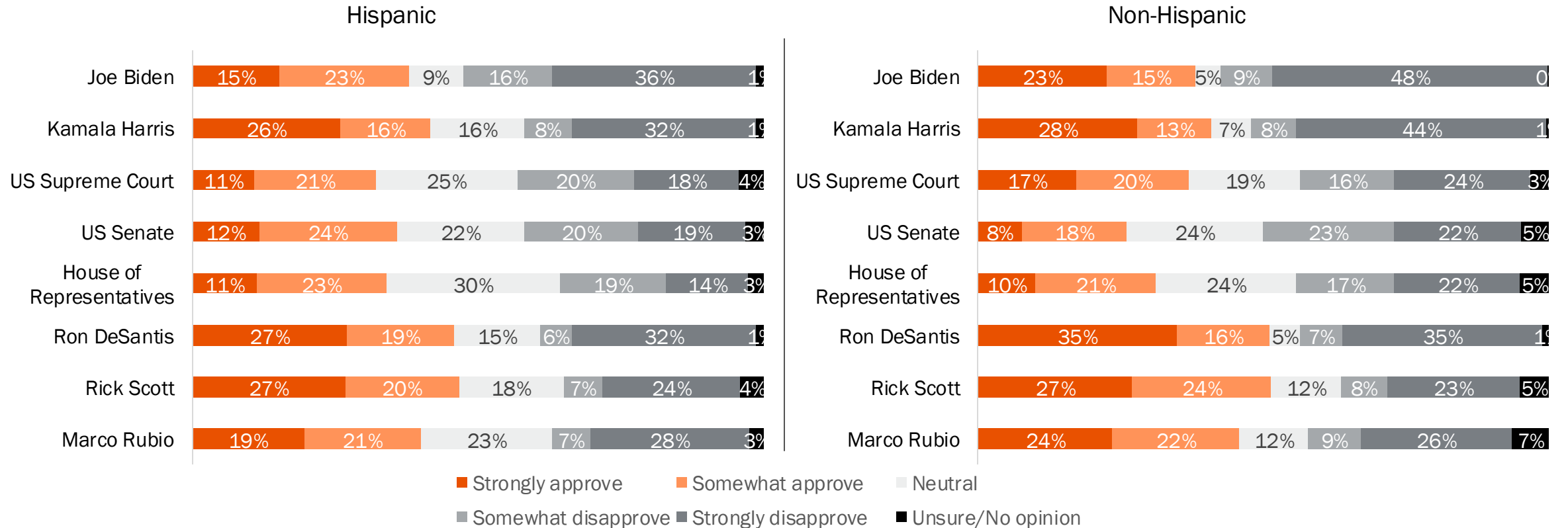
Favorability

Hispanic

Kamala Harris (D)	34%	17%	10%	7%	30%	2%
Donald Trump (R)	33%	12%	8%	8%	39%	0%
The Democratic Party	24%	28%	12%	10%	23%	2%
Ron DeSantis (R)	22%	26%	10%	9%	32%	2%
Joe Biden (D)	22%	22%	9%	14%	32%	1%
The Republican Party	20%	23%	10%	12%	32%	2%
Marco Rubio (R)	19%	24%	14%	10%	30%	2%
Rick Scott (R)	19%	27%	15%	9%	28%	2%
US Supreme Court	18%	24%	23%	17%	14%	3%
Robert F. Kennedy Jr. (I)	17%	25%	29%	7%	19%	3%
J.D. Vance (R)	17%	19%	12%	10%	36%	6%
Tim Walz (D)	16%	17%	19%	7%	20%	21%
Debbie Mucarsel-Powell (D)	15%	28%	16%	7%	20%	14%

Non-Hispanic

Kamala Harris (D)	31%	13%	2%	9%	43%	2%
Donald Trump (R)	37%	15%	3%	8%	35%	1%
The Democratic Party	24%	19%	8%	13%	36%	1%
Ron DeSantis (R)	38%	14%	5%	9%	34%	0%
Joe Biden (D)	23%	15%	5%	9%	45%	2%
The Republican Party	26%	26%	7%	17%	23%	1%
Marco Rubio (R)	22%	28%	13%	8%	27%	2%
Rick Scott (R)	29%	25%	8%	9%	28%	2%
US Supreme Court	23%	27%	15%	15%	18%	1%
Robert F. Kennedy Jr. (I)	9%	22%	24%	18%	26%	1%
J.D. Vance (R)	24%	19%	14%	10%	29%	4%
Tim Walz (D)	12%	12%	21%	11%	22%	21%
Debbie Mucarsel-Powell (D)	16%	14%	22%	14%	21%	12%

■ Strongly favorable ■ Somewhat favorable ■ Heard of, no opinion
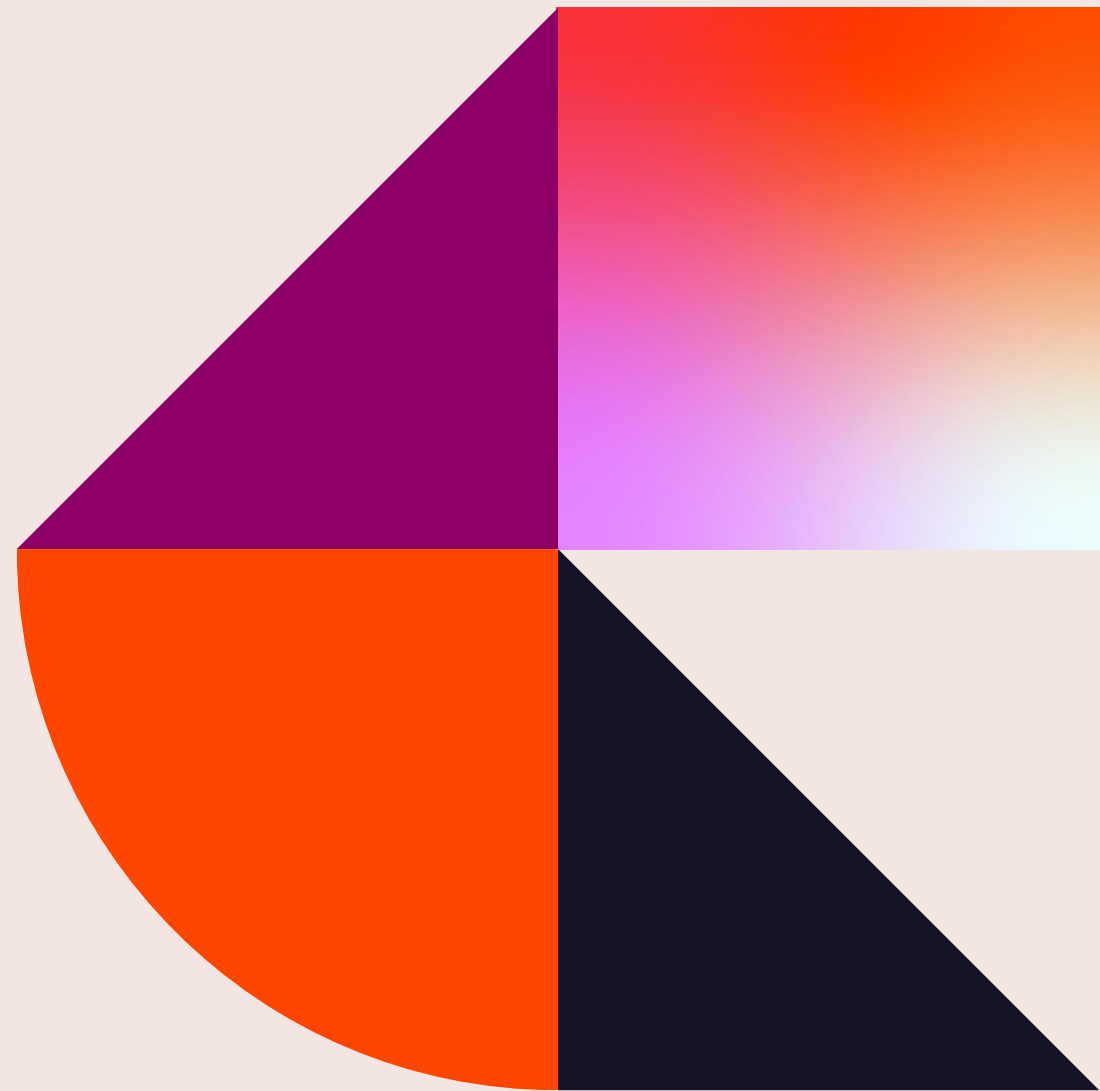■ Somewhat unfavorable ■ Strongly unfavorable ■ Have not heard of

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Job Approval

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

Job Approval

Hispanic

	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	15%	23%	9%	16%	36%	1%
Kamala Harris	26%	16%	16%	8%	32%	1%
US Supreme Court	11%	21%	25%	20%	18%	4%
US Senate	12%	24%	22%	20%	19%	3%
House of Representatives	11%	23%	30%	19%	14%	3%
Ron DeSantis	27%	19%	15%	6%	32%	1%
Rick Scott	27%	20%	18%	7%	24%	4%
Marco Rubio	19%	21%	23%	7%	28%	3%

Non-Hispanic

	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	23%	15%	5%	9%	48%	0
Kamala Harris	28%	13%	7%	8%	44%	1%
US Supreme Court	17%	20%	19%	16%	24%	3%
US Senate	8%	18%	24%	23%	22%	5%
House of Representatives	10%	21%	24%	17%	22%	5%
Ron DeSantis	35%	16%	5%	7%	35%	1%
Rick Scott	27%	24%	12%	8%	23%	5%
Marco Rubio	24%	22%	12%	9%	26%	7%

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

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The Issues

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

- CRIME AND PUBLIC SAFETY, ENTITLEMENTS / SOCIAL SERVICES REFORM AMONG SEVERAL ISSUES OF GREATER CONCERN FOR 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	76%	75%	Climate change	45%	39%
Healthcare	73%	62%	Gun rights / 2nd amendment	44%	44%
Economy / jobs	69%	67%	Opioids / drug abuse	44%	40%
Social security / Medicare	67%	65%	Race relations	42%	30%
Inflation	66%	69%	Defense / military	41%	50%
Crime and public safety	63%	52%	Strengthening law enforcement	39%	44%
Affordable housing	63%	55%	Foreign policy	38%	36%
National security	56%	61%	Abortion	37%	45%
Taxes	56%	52%	Energy policy	36%	38%
Entitlements / social services reform (Medicare, welfare, etc.)	56%	46%	Police reform	35%	26%
Education	56%	51%	U.S. relationship with China	32%	34%
Government spending / deficit	55%	49%	Culture wars	31%	18%
Immigration	50%	55%	Israel / Hamas War	29%	31%
Border security	49%	52%	Russia / Ukraine war	28%	28%
Gun control	48%	42%	LGBTQ rights	23%	21%
Infrastructure, such as roads and public transportation	48%	41%			

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%
Cost of living	75%
Social security / Medicare	73%
Inflation	65%
Economy / jobs	65%
Affordable housing	63%
Gun control	61%
Crime and public safety	60%
Climate change	60%
Entitlements / social services reform (Medicare, welfare, etc.)	57%

Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Healthcare	68%
Cost of living	67%
Economy / jobs	57%
Social security / Medicare	56%
Inflation	56%
Affordable housing	55%
Government spending / deficit	54%
Taxes	53%
Crime and public safety	52%
National security	51%

Top 10 Issues Among Definitely __Trump__ Voters	% Hispanic Top Box
Cost of living	87%
Economy / jobs	84%
Border security	81%
Crime and public safety	77%
Immigration	76%
Inflation	75%
Government spending / deficit	70%
Affordable housing	70%
Social security / Medicare	69%
National security	69%

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

56% Hispanic

38% Non-Hispanic

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

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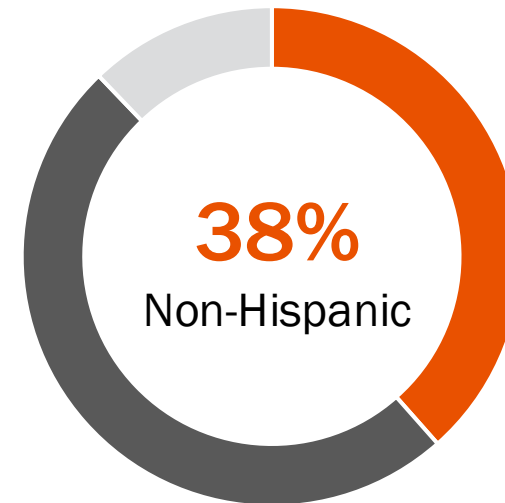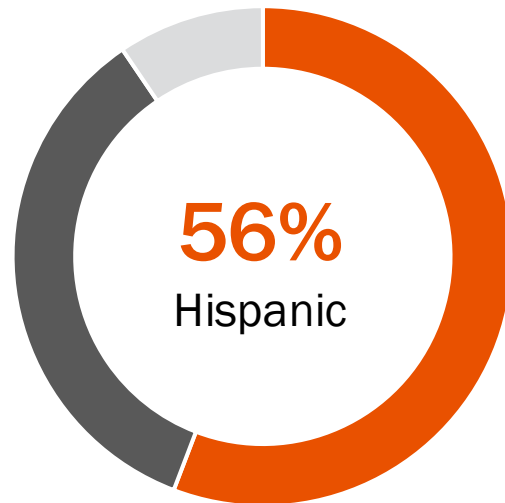
Issues That Will Determine Who They Vote For
- INFLATION MOST IMPORTANT TO HISPANICS

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

Top 10 Determining Issues

	Hispanic	Non-Hispanic
Inflation	14%	9%
Cost of living	12%	10%
Immigration	10%	11%
Economy / jobs	9%	9%
Abortion	6%	18%
LGBTQ rights	5%	1%
Israel / Hamas War	5%	1%
Taxes	5%	1%
Healthcare	5%	2%
Border security	4%	6%

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
Climate Change	47%	30%	47%	30%
Education	46%	38%	41%	40%
Healthcare	45%	40%	44%	39%
Social Security	45%	37%	45%	40%
Abortion	45%	32%	47%	36%
Cost of Living	45%	43%	38%	48%
Entitlements Reform	45%	39%	47%	39%
Economy / jobs	44%	42%	40%	50%
Inflation	44%	46%	40%	48%
Crime and public safety	41%	43%	37%	48%

Party Better Able to Handle Issues

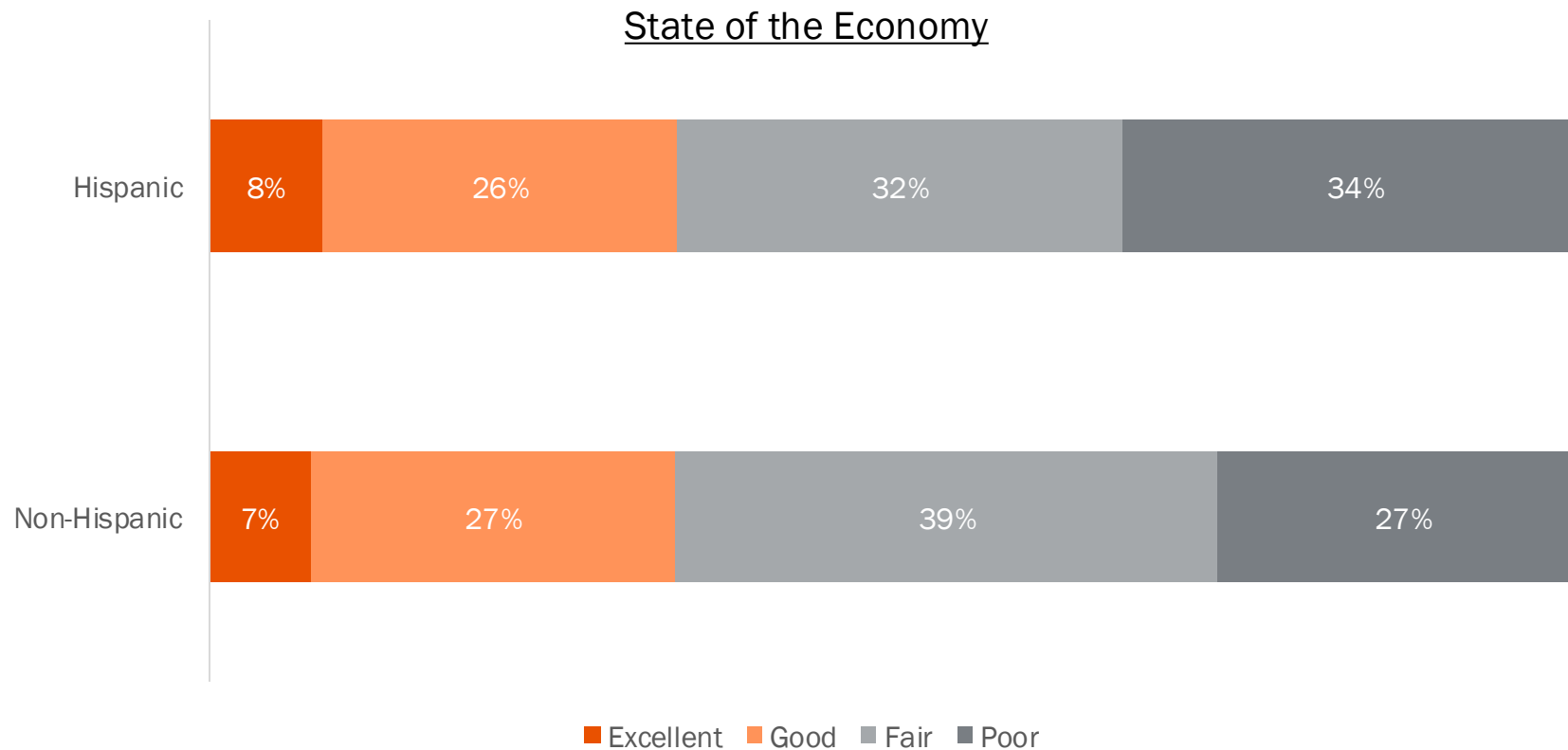*Thinking again about the issues, which party do you think would do a better job of handling each of the following issues, the Democratic Party or the Republican Party?*

	Hispanic		Non-Hispanic	
	Democrat Top2Box	**Republican** Top2Box	**Democrat** Top2Box	**Republican** Top2Box
Foreign policy	40%	46%	37%	47%
Taxes	40%	43%	39%	47%
Energy Policy	39%	42%	40%	45%
Immigration	38%	46%	38%	52%
Opioids	37%	40%	36%	41%
National Security	37%	44%	36%	53%
Border Security	37%	49%	34%	53%
Gov spending	35%	38%	33%	49%
Defense	34%	49%	34%	51%

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Candidate Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Harris Top2Box	**Trump** Top2Box	**Harris** Top2Box	**Trump** Top2Box
Abortion	48%	34%	45%	40%
Entitlements Reform	45%	43%	42%	42%
Social Security	44%	44%	42%	44%
Education	43%	40%	40%	43%
Climate Change	43%	37%	46%	33%
Healthcare	43%	42%	43%	42%
Cost of Living	43%	46%	36%	52%
Energy Policy	41%	40%	38%	47%
Economy / jobs	41%	46%	37%	53%
Inflation	40%	50%	36%	54%

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

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Candidate Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Harris Top2Box	**Trump** Top2Box	**Harris** Top2Box	**Trump** Top2Box
Opioids	38%	43%	37%	42%
Taxes	38%	49%	36%	54%
Immigration	36%	52%	33%	58%
Crime and public safety	36%	50%	37%	50%
Border Security	35%	51%	34%	59%
Gov spending	34%	43%	34%	50%
National Security	34%	52%	33%	54%
Foreign policy	34%	49%	36%	53%
Defense	33%	49%	35%	55%

ECONOMY

66% of Hispanics Rate the Economy in Their State Right Now as Fair or Poor

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

State of the Economy

	Excellent	Good	Fair	Poor
Hispanic	8%	26%	32%	34%
Non-Hispanic	7%	27%	39%	27%

■ Excellent ■ Good ■ Fair ■ Poor

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25% of Hispanic Voters Believe the Economy Will Get Worse

Thinking ahead to a few months from now… Do you believe the economy in your state will get better, get worse, or stay about the same as it is now?

Future of the Economy

	Get much better	Get somewhat better	Stay about the same	Get somewhat worse	Get much worse	Unsure/No opinion
Hispanic	11%	27%	31%	17%	8%	6%
Non-Hispanic	10%	18%	40%	15%	8%	9%

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

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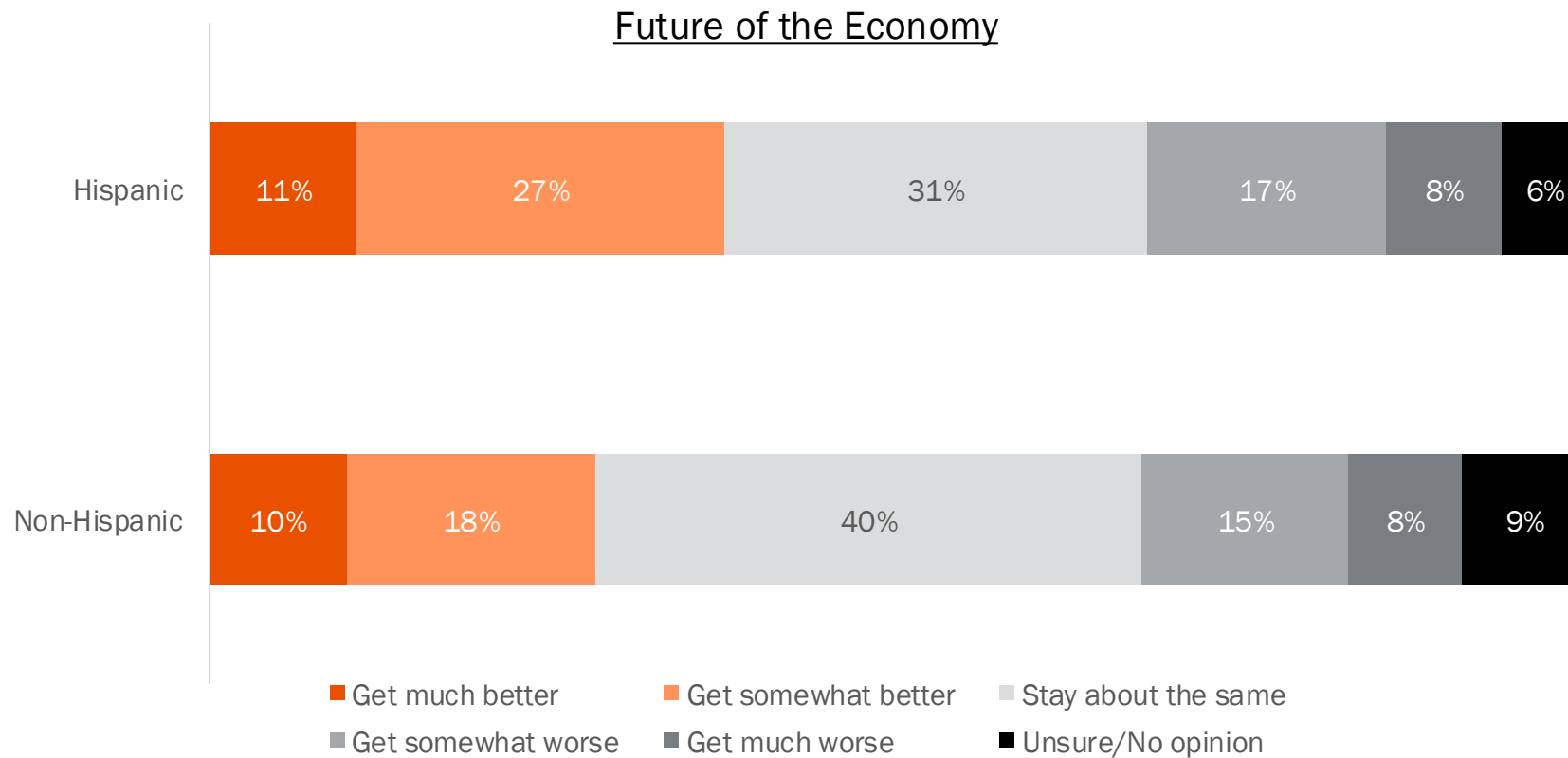
Economy

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	75%	7%	81%	10%
I feel that it is increasingly difficult for middle class families to prosper in the United States	74%	10%	84%	8%
I am concerned about the U.S. federal government's spending and deficit	72%	9%	78%	7%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	71%	6%	75%	7%
The price of gas is putting a strain on my finances	67%	17%	67%	18%
My personal economic situation has become worse in the last year	62%	18%	65%	21%
I expect my personal economic situation to get better in the next few years	57%	17%	47%	25%
I have taken, or am considering taking, a second job in order to maintain my standard of living	53%	25%	47%	36%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	52%	26%	48%	33%
I feel that jobs are getting easier to find	35%	38%	31%	41%
Home ownership is still within reach for most people	35%	49%	27%	58%

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

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PUBLIC HEALTH & HEALTHCARE

Public Health & Healthcare

How much do you agree or disagree with the following statements? [*Public Health & Healthcare*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Drug abuse is a serious public health issue in the United States	87%	4%	86%	4%
Mental health issues are a growing problem for people in the United States	84%	2%	85%	6%
I am generally satisfied with my healthcare coverage	63%	18%	72%	20%
The cost of my health care and insurance is reasonable	50%	31%	46%	38%
The cost of prescription drugs is a financial problem for me	49%	32%	39%	41%
Medicaid and Medicare are working well now	48%	24%	48%	28%

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Abortion

How much do you agree or disagree with the following statements? [*Public Health & Healthcare*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I would not vote for a political candidate whose views on abortion were at odds with mine	58%	11%	54%	18%
Abortion laws should be created by state governments, not by the federal government	49%	20%	49%	27%

Abortion Policy *Thinking about abortion policy and laws, which of the following comes closest to your view?*	Hispanic	Non-Hispanic
Abortion should be legal only in the case of rape, incest or when the mother's life is in danger	32%	30%
Abortion should be illegal in all cases	12%	5%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	12%	12%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	12%	8%
Abortion should be legal at any time during pregnancy	11%	20%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	6%	6%
Abortion should be legal only in the first 15 weeks of pregnancy	6%	9%
Other	1%	3%
Unsure/I don't know	8%	7%

Crime & Public Safety

How much do you agree or disagree with the following statements? [*Crime & Public Safety*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Homelessness is a serious problem in the United States	83%	6%	87%	4%
Crime is a growing problem in the United States	77%	4%	79%	9%
I support second amendment gun rights	59%	20%	64%	18%
Government authorities are doing a good job protecting businesses near where I live and shop	59%	11%	54%	16%
Police departments in the United States are understaffed	57%	11%	67%	10%
Government authorities have become too lenient on criminals	56%	23%	61%	15%
Children in my community are generally safe at the schools they attend	55%	15%	60%	19%
I believe that stricter gun control laws would reduce crime	54%	23%	47%	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

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Crime & Public Safety

How much do you agree or disagree with the following statements? [*Crime & Public Safety*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Government authorities are doing a good job combating crime in my neighborhood	53%	15%	51%	19%
Homelessness is a serious problem in my neighborhood	50%	30%	56%	29%
I feel less safe in my everyday life than I did a year ago	47%	24%	44%	32%
Crime is a growing problem where I live	42%	35%	46%	29%
Gun violence is a growing problem where I live	41%	34%	51%	27%
My police department is understaffed	39%	21%	47%	17%
My local government should significantly reduce the resources and budgets for police	32%	44%	19%	67%

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

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Immigration & Border Security

How much do you agree or disagree with the following statements? [*Immigration & Border Security*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	74%	10%	76%	10%
There are too many undocumented immigrants crossing the border into the United States	73%	8%	73%	9%
All migrants who want to enter the United States should be fully vetted first	72%	8%	79%	6%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	72%	11%	76%	10%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	70%	11%	77%	11%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	67%	11%	76%	10%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	63%	11%	70%	11%
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	59%	17%	53%	28%
It feels like migrants are being treated better than most Americans	59%	20%	63%	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? [*Immigration & Border Security*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
There are too many undocumented migrants coming to my state	57%	16%	63%	12%
We should reform immigration laws to give higher priority to people with needed skills and education	56%	7%	50%	21%
The arrival of migrants has made the affordable housing problem worse	53%	20%	58%	24%
The United States military should be used to secure the southern border	53%	21%	63%	17%
Most undocumented migrants who entered the U.S. over the last few years should be deported	50%	28%	55%	20%
The U.S. should complete the construction of a wall on the southern border of the U.S.	50%	31%	61%	22%
The rules that I have to live by don't seem to apply to migrants	49%	30%	63%	18%
The Biden administration is primarily responsible for the situation at the southern border	49%	31%	56%	29%
Local law enforcement should be able to detain undocumented migrants	49%	21%	66%	15%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	47%	35%	50%	32%

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Immigration & Border Security

How much do you agree or disagree with the following statements? [*Immigration & Border Security*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Undocumented migrants will take jobs away from poorer and working-class Americans	46%	30%	59%	27%
Undocumented migrants have increased crime in my state	45%	27%	50%	23%
The resettling of all the migrants will, in the long-run, benefit the United States	44%	26%	33%	41%
I support the way my state and local officials are handling the migrant issue	43%	30%	37%	34%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	40%	40%	31%	53%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	40%	33%	34%	44%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	39%	33%	22%	55%
I support the way the Biden Administration is managing the southern border	34%	41%	26%	54%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	29%	50%	18%	68%

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

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CLIMATE CHANGE & ENERGY POLICY

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Climate Change & Energy Policy

How much do you agree or disagree with the following statements? [*Climate Change & Energy Policy*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Climate change is a very big threat to the planet	67%	11%	61%	22%
Climate change is a result of human activity	65%	17%	59%	22%
Governments should create policies that encourage oil and gas production in the U.S.	58%	15%	61%	19%
Government regulation and action on climate change is hurting the economy	51%	17%	42%	29%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	46%	22%	39%	38%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	45%	19%	36%	36%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	41%	32%	36%	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

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GOVERNMENT

Government

How much do you agree or disagree with the following statements? [*Government*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The federal government of the United States is too big and powerful	63%	11%	57%	17%
The voting in the 2020 election was free and fair and the vote-counting was done accurately	59%	24%	50%	33%
I want the next president to shrink the size of the federal government	56%	15%	50%	20%
The federal government of the United States has become too intrusive in the lives of Americans	56%	15%	64%	17%
The FBI has become politicized in its investigations	55%	17%	52%	20%
The United States Justice Department has become politicized in its prosecutions	54%	14%	59%	16%
I am confident that Social Security and Medicare benefits, that are similar to those of current retirees, will be available in the future to younger generations	41%	32%	31%	46%

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GOVERNMENT POLICY

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Government Policy

How much do you agree or disagree with the following statements? [*Government Policy*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
China represents the most serious economic and geo-political threat to the United States	70%	10%	66%	9%
I think that the United States government should provide expanded benefits and entitlements to Americans	63%	12%	58%	20%
The U.S. government should spend less money supporting the war in Ukraine	63%	14%	51%	31%
Iran is the primary destabilizing force in the Middle East	58%	7%	56%	8%
I support the Biden Administration's efforts to forgive student loans	52%	30%	36%	48%
The government should ban social media, like Facebook and TikTok, from being used by children	47%	23%	48%	36%
I think that the United States spends too much on defense and the military	46%	23%	28%	53%
Student loans should not be forgiven and paid for by taxpayers	39%	41%	54%	31%
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	34%	38%	39%	36%
I support the way the Biden Administration is dealing with the Israel-Hamas war	32%	39%	27%	49%
The United State should increase the amount of military aid it sends to Israel	31%	45%	35%	38%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	29%	50%	17%	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

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TECHNOLOGY

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Technology

How much do you agree or disagree with the following statements? [*Technology*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Artificial Intelligence (AI) technology will be used to create a significant amount of misleading and deceptive information, pictures and video that will be hard to identify as fake	70%	9%	74%	9%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	62%	19%	58%	14%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	61%	17%	60%	16%
Social media, like Facebook and TikTok, does more harm than good	47%	30%	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

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EDUCATION

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Education

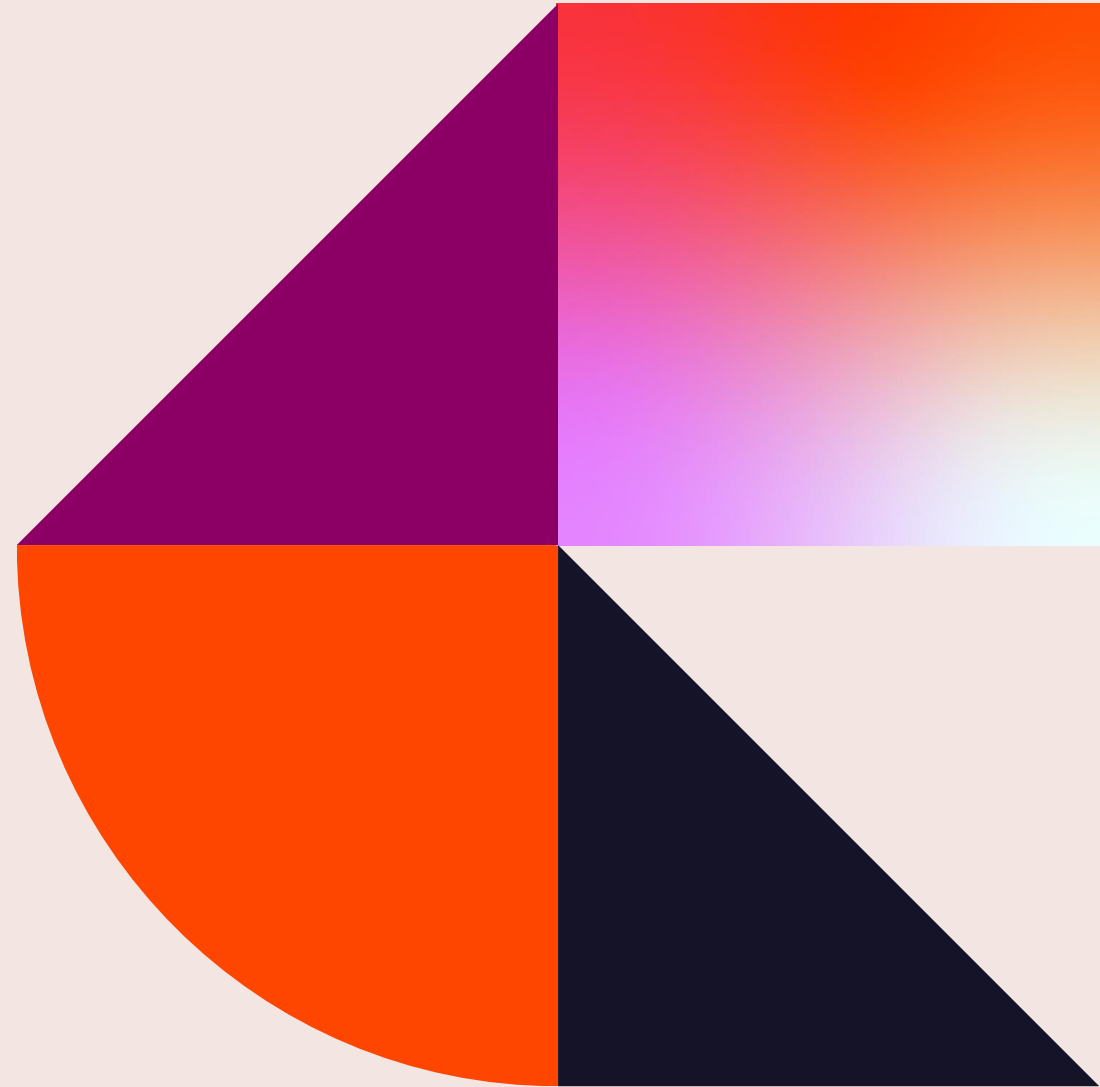| How much do you agree or disagree with the following statements? [*Education*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Parents should be allowed to know what is being taught in the public schools that their children attend	81%	4%	86%	7%
More emphasis should be placed on trade schools	66%	9%	71%	8%
Parents should have a say in what is taught to their children in public schools	65%	14%	68%	15%
College is no longer worth the cost for most students	61%	16%	69%	14%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	60%	16%	61%	22%
The public schools in my neighborhood are good	52%	19%	56%	19%
The public school system is working well in my state	39%	23%	44%	29%
Public schools where I live are better than they were before the pandemic	36%	24%	24%	33%
The federal government's Department of Education should be eliminated	33%	40%	30%	46%
Colleges and universities should be allowed to use race in admissions decisions	29%	47%	23%	60%

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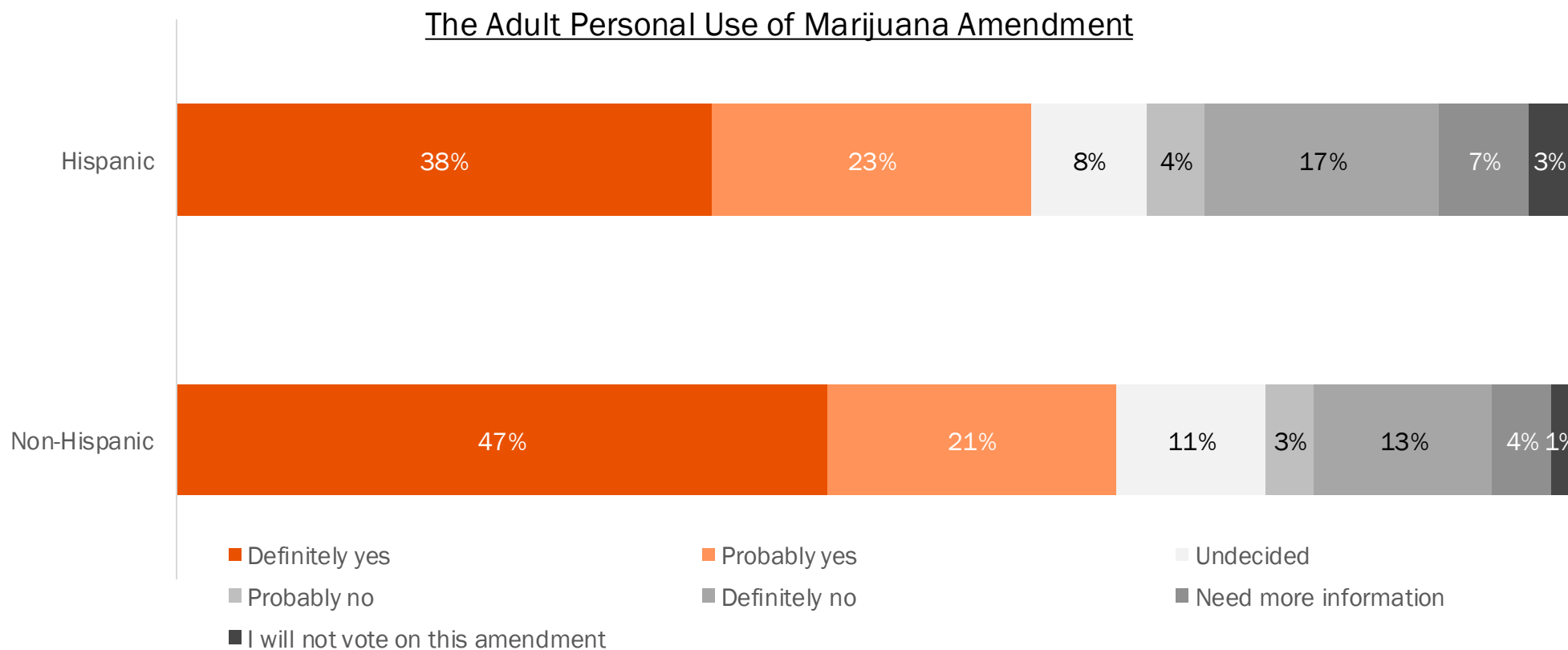*Source: Univision political tracker in collaboration with Media Predict as of August 2024*

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Constitutional Amendments

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The Adult Personal Use of Marijuana Amendment

- 38% OF HISPANICS WOULD DEFINITELY VOTE YES, 17% WOULD DEFINITELY VOTE NO

- 42% OF HISPANICS UP FOR GRABS (27% PROBABLY, 8% UNDECIDED, 7% NEED MORE INFORMATION)

The Adult Personal Use of Marijuana is a proposed amendment to the Florida constitution that will appear on the ballot for the November 2024 general election. If the election were held today, would you vote yes or no on this amendment?
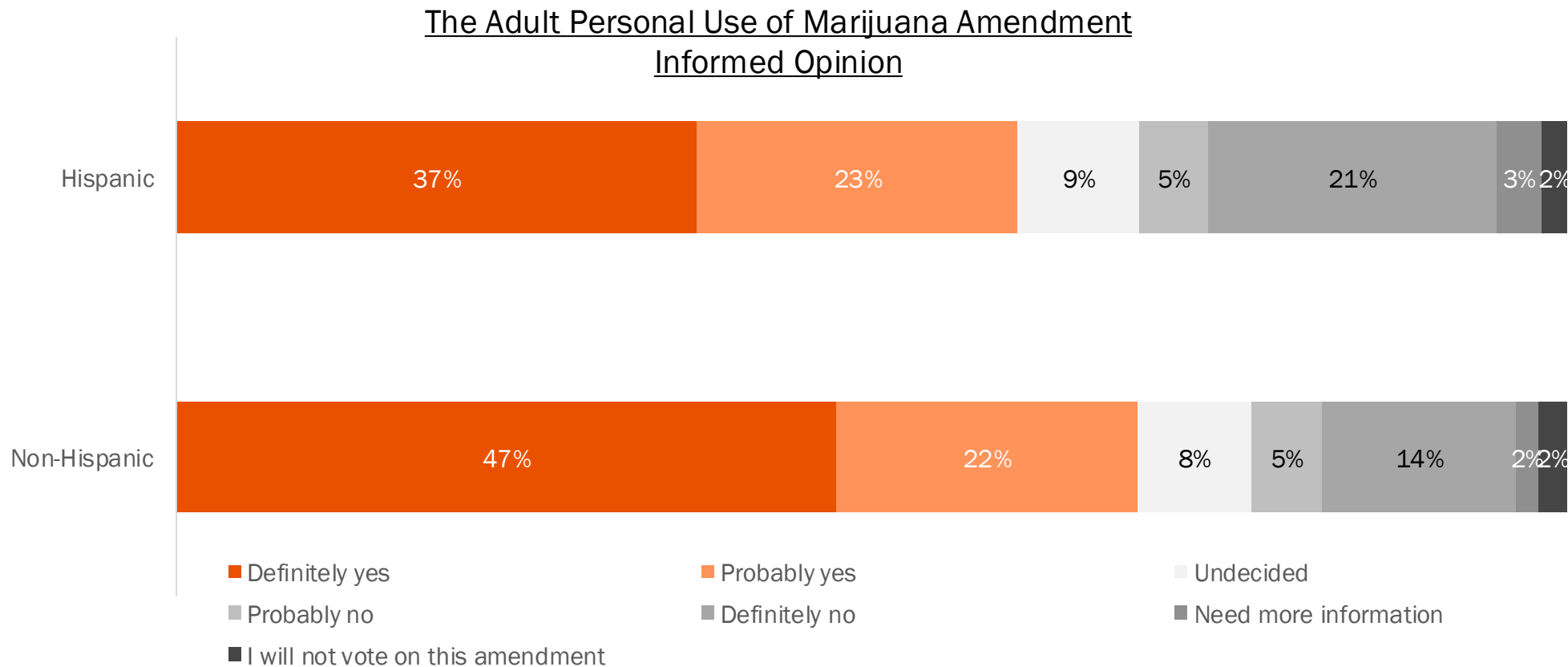
The Adult Personal Use of Marijuana Amendment

Hispanic: 38% | 23% | 8% | 4% | 17% | 7% | 3%

Non-Hispanic: 47% | 21% | 11% | 3% | 13% | 4% | 1%

Legend:
- ■ Definitely yes
- ■ Probably yes
- ■ Undecided
- ■ Probably no
- ■ Definitely no
- ■ Need more information
- ■ I will not vote on this amendment

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The Adult Personal Use of Marijuana Amendment Informed Opinion
- AFTER READING A SUMMARY OF THE AMENDMENT, 37% OF HISPANICS WOULD DEFINITELY VOTE YES, 21% WOULD DEFINITELY VOTE NO
- 40% OF HISPANICS UP FOR GRABS (28% PROBABLY, 9% UNDECIDED, 3% NEED MORE INFORMATION)

Again, if the election were held today, would you vote yes or no on this amendment?
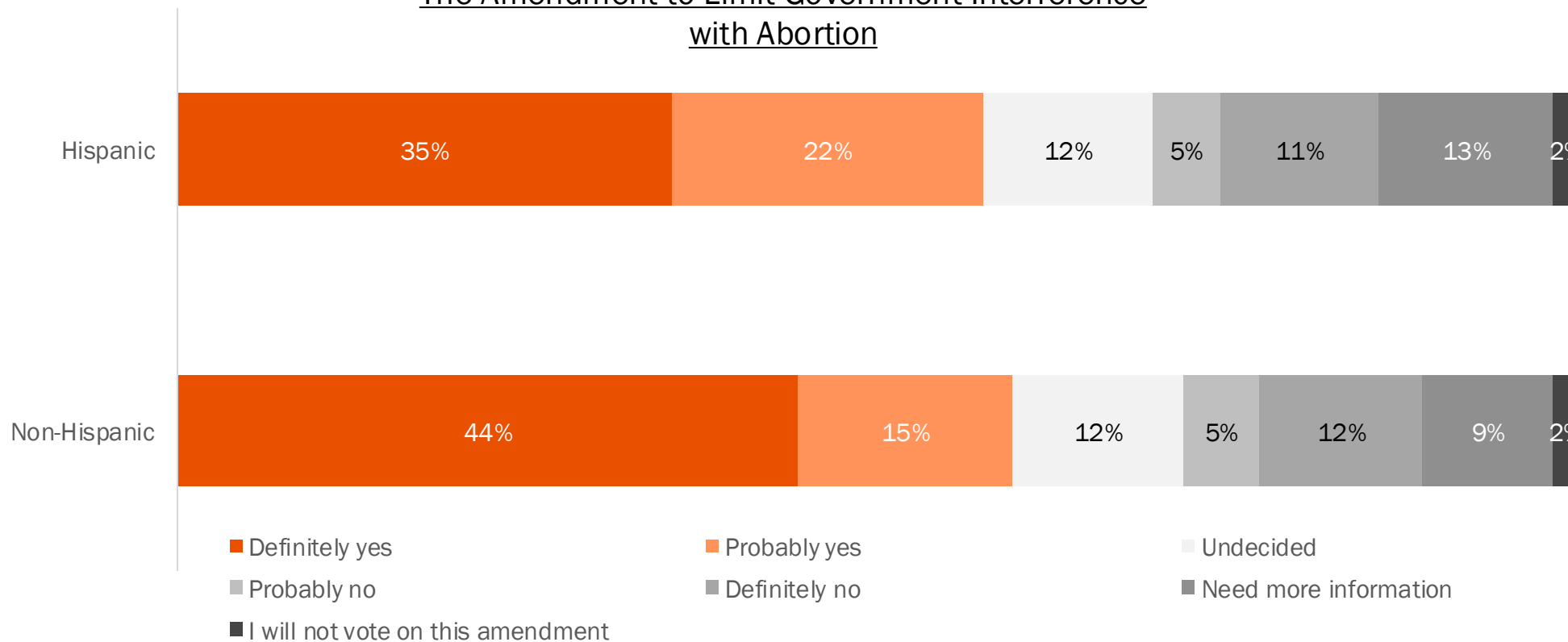
The Adult Personal Use of Marijuana Amendment
Informed Opinion

Hispanic: 37% | 23% | 9% | 5% | 21% | 3% | 2%

Non-Hispanic: 47% | 22% | 8% | 5% | 14% | 2% | 2%

- ■ Definitely yes
- ■ Probably yes
- ▪ Undecided
- ■ Probably no
- ■ Definitely no
- ■ Need more information
- ■ I will not vote on this amendment

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The Amendment to Limit Government Interference with Abortion

- 35% OF HISPANICS WOULD DEFINITELY VOTE YES, 11% WOULD DEFINITELY VOTE NO
- 52% OF HISPANICS UP FOR GRABS (27% PROBABLY, 12% UNDECIDED, 13% NEED MORE INFORMATION)

The Amendment to Limit Government Interference with Abortion is a proposed amendment to the Florida constitution that will appear on the ballot for the November 2024 general election. If the election were held today, would you vote yes or no on this amendment?

The Amendment to Limit Government Interference with Abortion

	Definitely yes	Probably yes	Undecided	Probably no	Definitely no	Need more information	I will not vote
Hispanic	35%	22%	12%	5%	11%	13%	2%
Non-Hispanic	44%	15%	12%	5%	12%	9%	2%

- Definitely yes
- Probably yes
- Undecided
- Probably no
- Definitely no
- Need more information
- I will not vote on this amendment

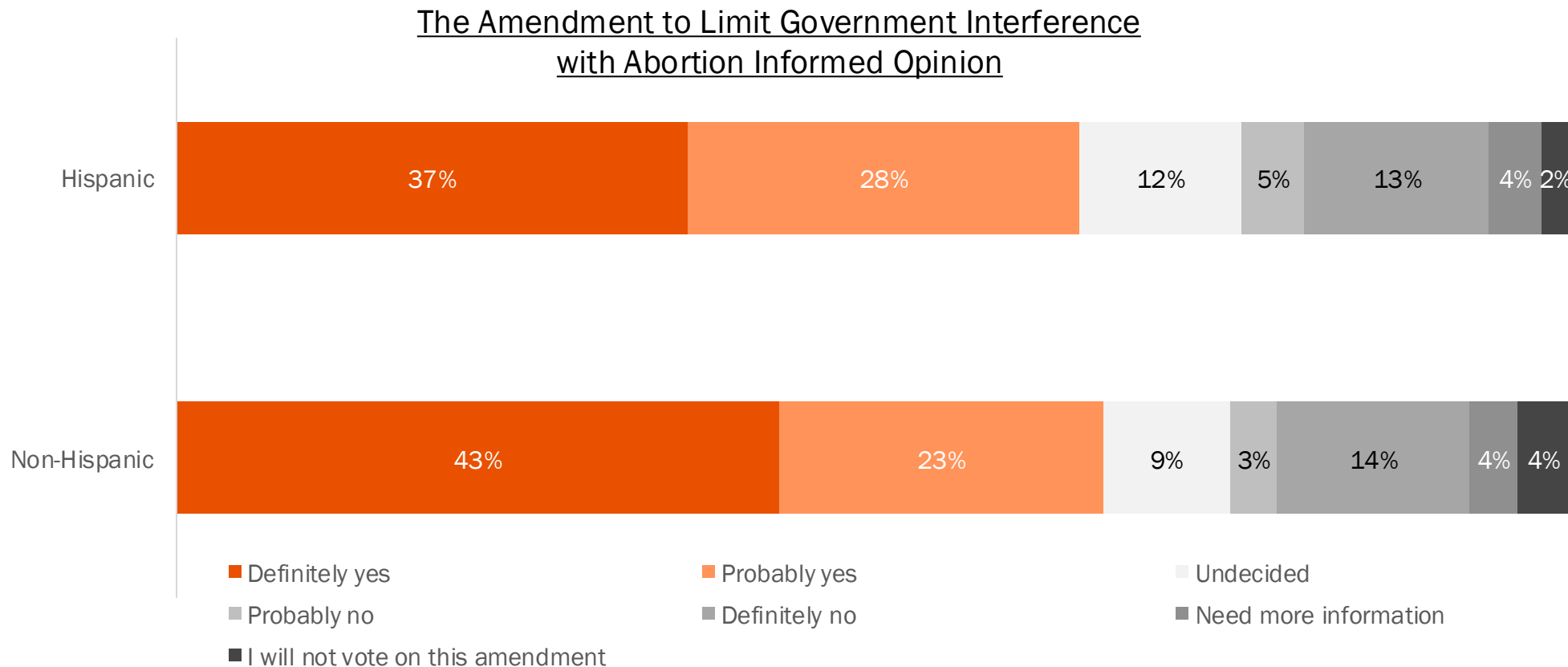Televisa Univision | Consumer Strategy & Insights

The Amendment to Limit Government Interference with Abortion Informed Opinion
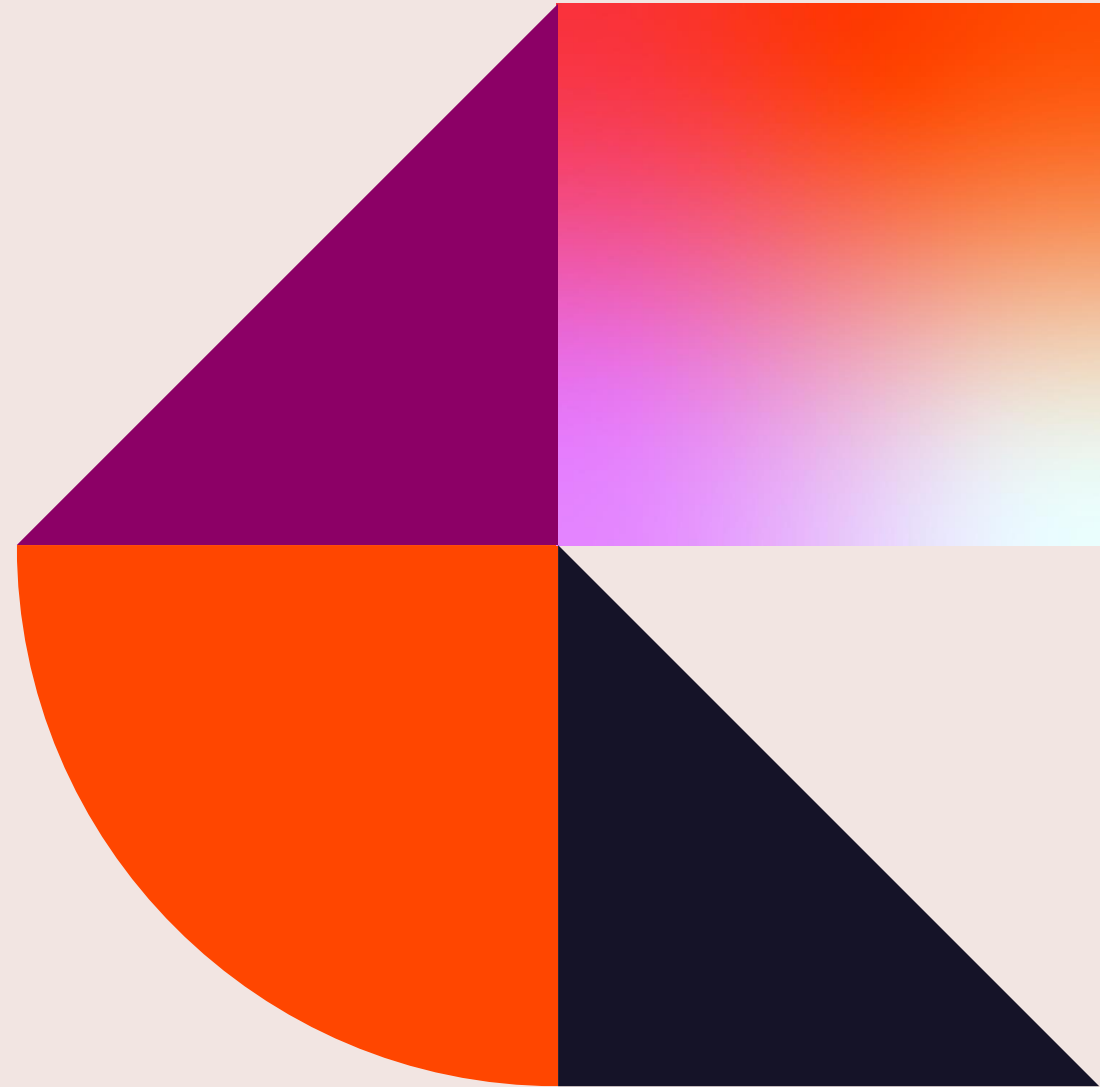
- AFTER READING A SUMMARY OF THE AMENDMENT, 37% OF HISPANICS WOULD DEFINITELY VOTE YES, 13% WOULD DEFINITELY VOTE NO

- 49% OF HISPANICS UP FOR GRABS (33% PROBABLY, 12% UNDECIDED, 4% NEED MORE INFORMATION)

Again, if the election were held today, would you vote yes or no on this amendment?

The Amendment to Limit Government Interference with Abortion Informed Opinion

	Definitely yes	Probably yes	Undecided	Probably no	Definitely no	Need more information	I will not vote
Hispanic	37%	28%	12%	5%	13%	4%	2%
Non-Hispanic	43%	23%	9%	3%	14%	4%	4%

- Definitely yes
- Probably yes
- Undecided
- Probably no
- Definitely no
- Need more information
- I will not vote on this amendment

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Information Sources & Language Preferences

YouTube, Local TV, Facebook, 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.
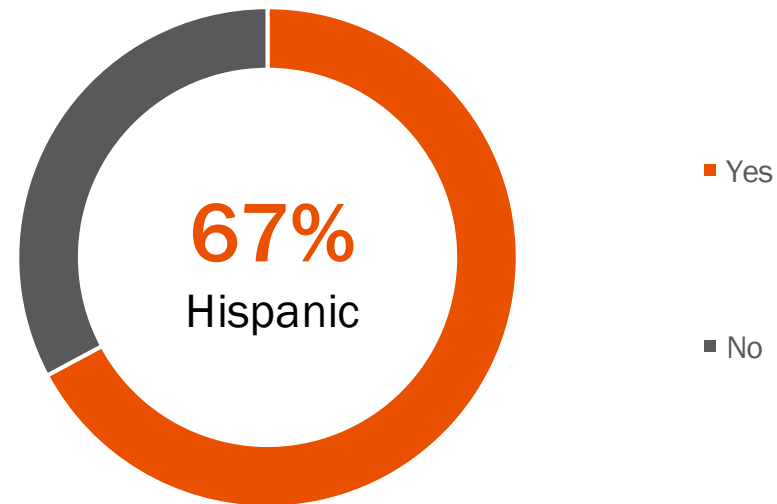
Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
YouTube	53%	34%	Family	23%	26%
Local Television	44%	53%	Radio	22%	21%
Facebook	42%	34%	Podcasts	22%	19%
National Television (like network programs or cable news)	40%	56%	Debates	21%	26%
Instagram	37%	12%	Snapchat	14%	5%
TikTok	35%	17%	Magazines	12%	7%
Online publications	29%	24%	Religious organization/Church	9%	6%
Friends	27%	28%	Community organization	7%	5%
X, formerly known as Twitter	25%	19%	School	7%	3%
Newspapers	24%	25%	None of these	1%	3%

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Spanish-Language News Viewers & Streamers

Do you watch or stream Spanish-language news?

Spanish-Language News Viewers & Streamers

67%
Hispanic

- Yes
- No

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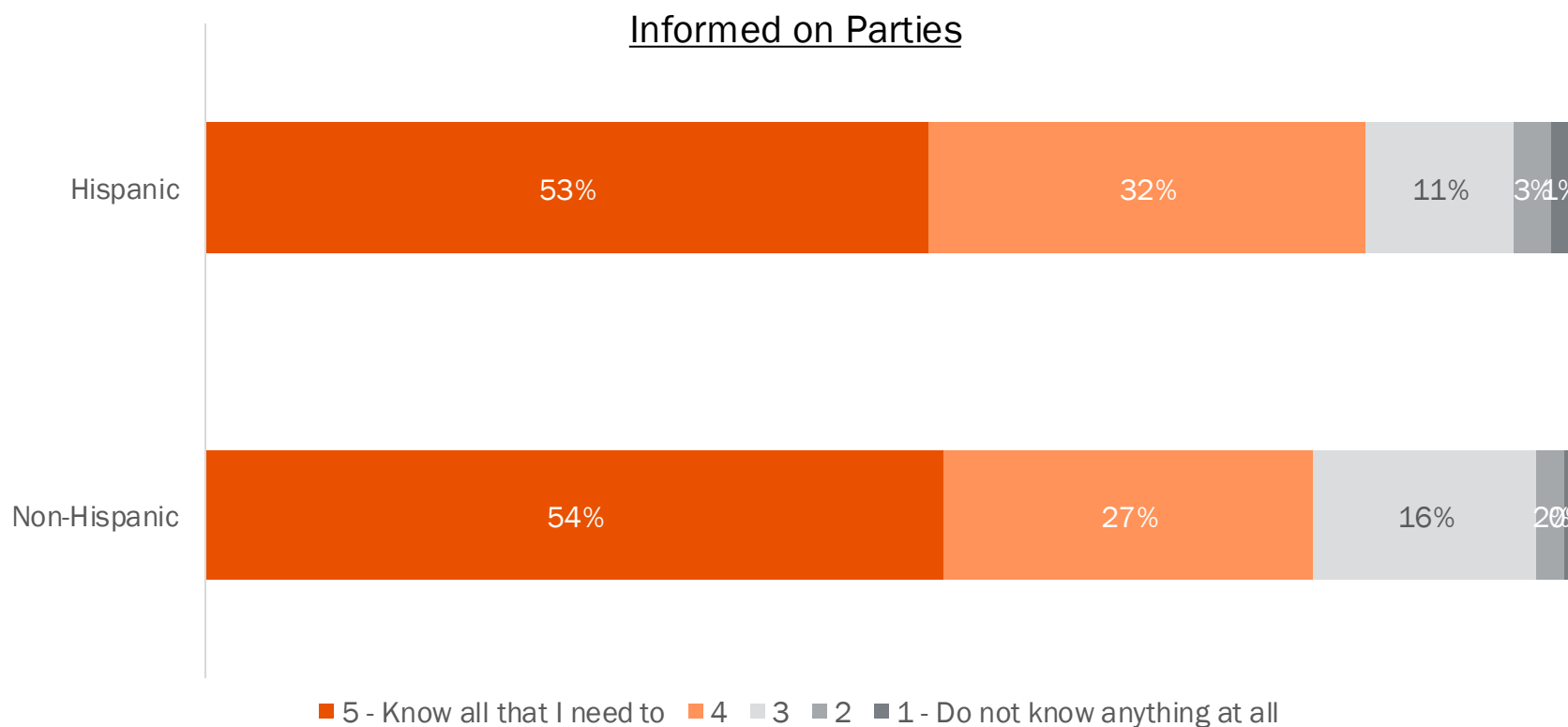
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48% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

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

Informed on Candidates

	5 - Know all that I need to	4	3	2	1 - Do not know anything at all
Hispanic	52%	23%	21%	2%	1%
Non-Hispanic	55%	23%	19%	4%	0%

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

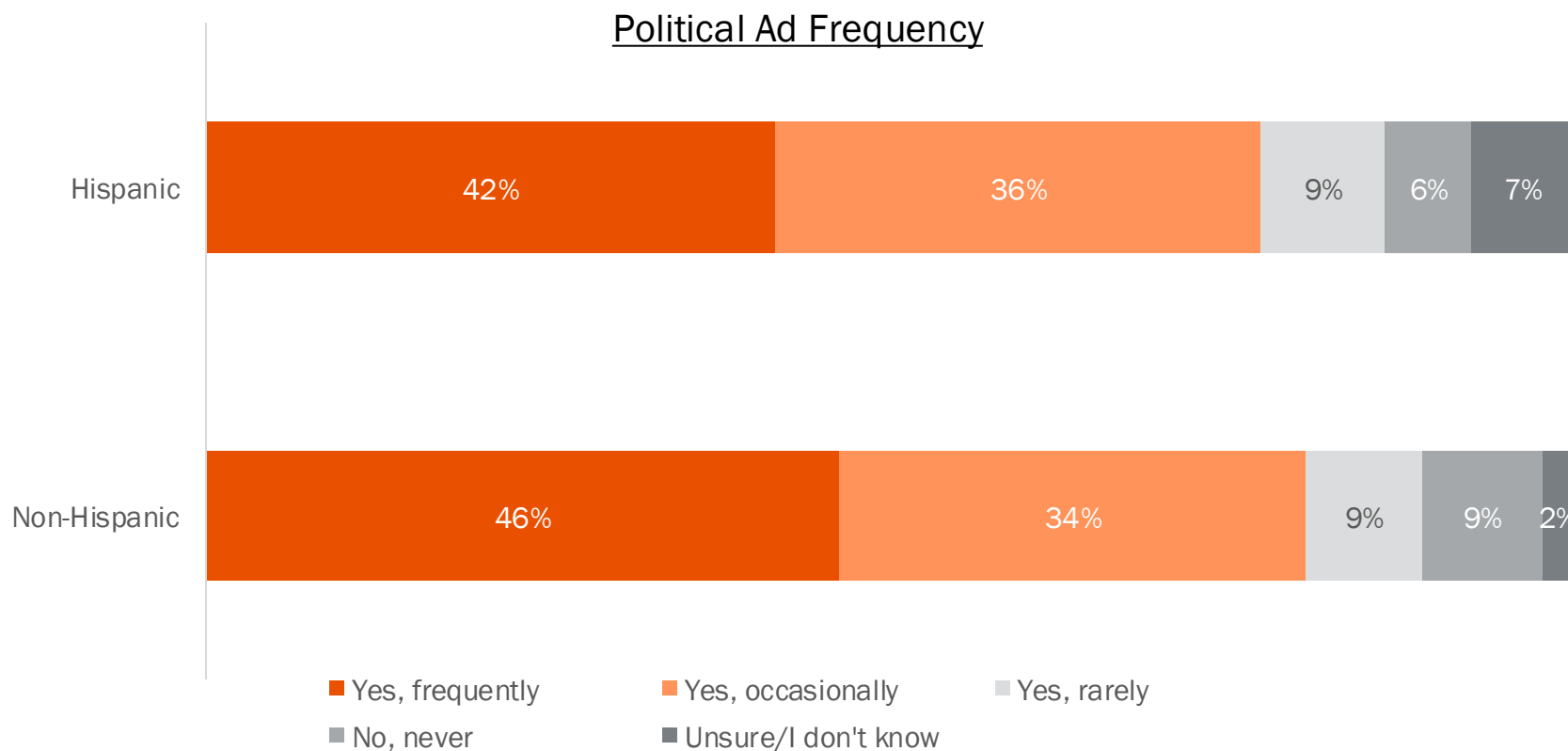Televisa Univision | Consumer Strategy & Insights
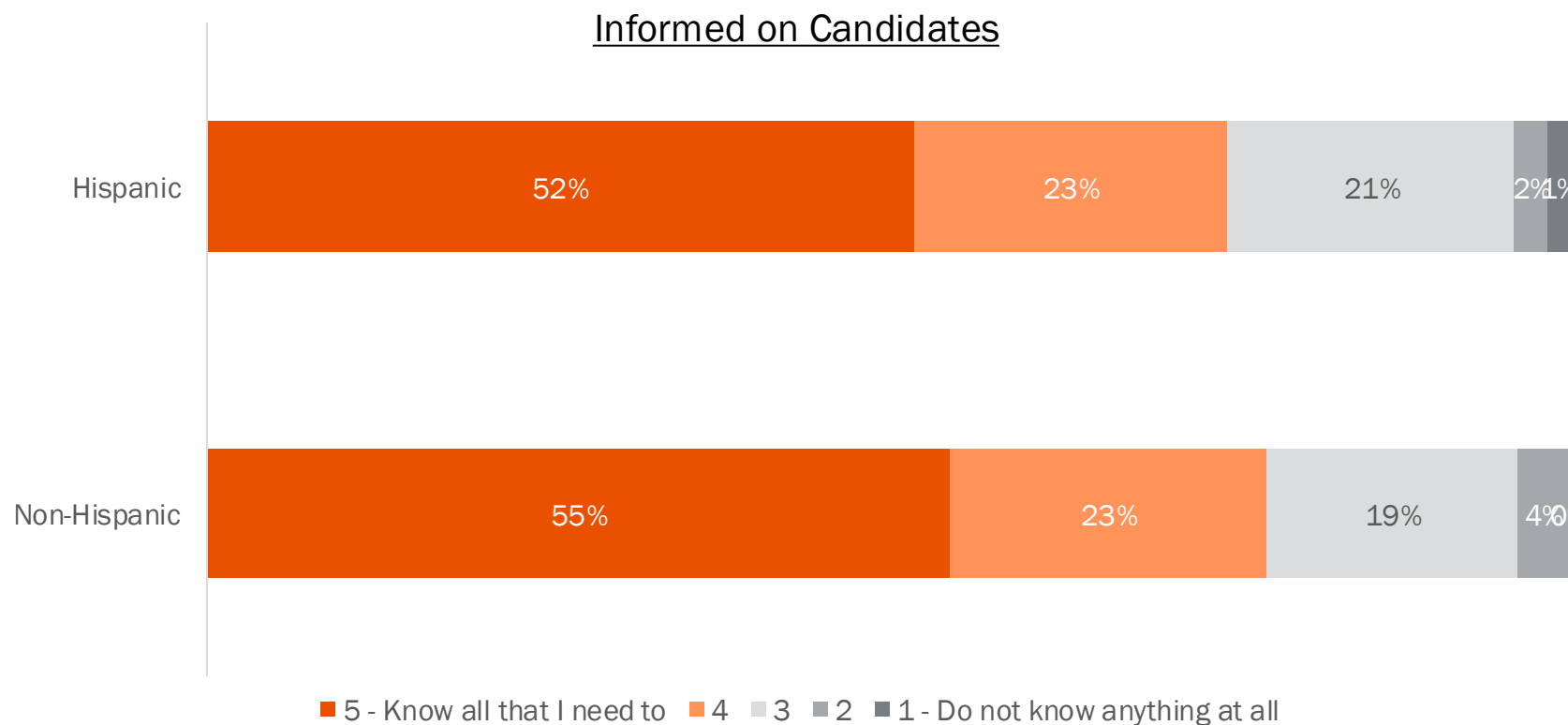
47% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

Do you think that you know enough now about where the political parties stand on the issues most important to you to confidently make a voting decision?

Informed on Parties

	5 - Know all that I need to	4	3	2	1
Hispanic	53%	32%	11%	3%	1%
Non-Hispanic	54%	27%	16%	2%	0%

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

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51% of Hispanics Occasionally, Rarely or Never See Political Ads

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

Political Ad Frequency

	Yes, frequently	Yes, occasionally	Yes, rarely	No, never	Unsure/I don't know
Hispanic	42%	36%	9%	6%	7%
Non-Hispanic	46%	34%	9%	9%	2%

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

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Messaging in Spanish is *Powerful* and *Connects*

70%
OF HISPANICS AGREE

I appreciate when candidates advertise in Spanish in trying to win my vote
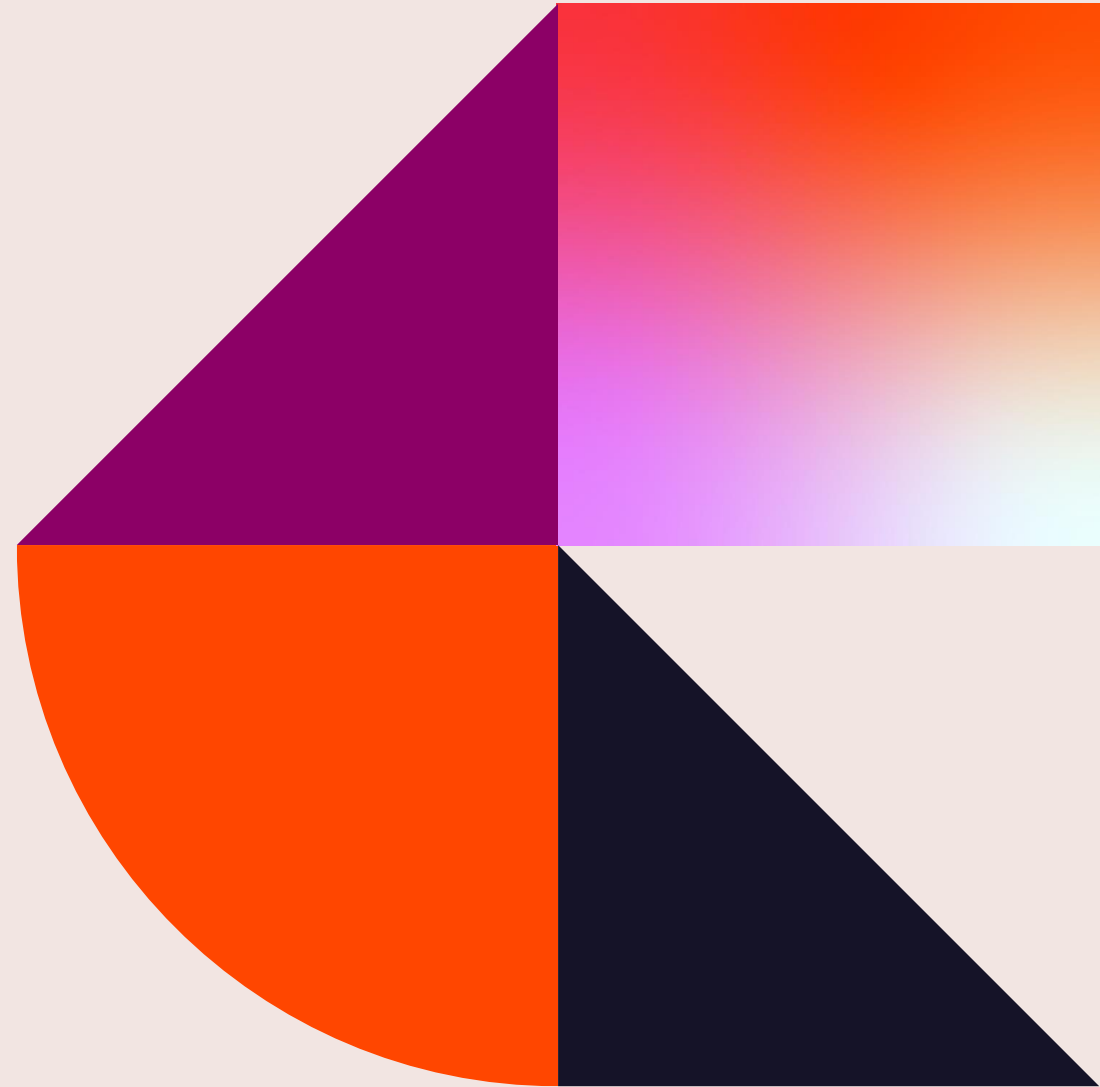
66%
OF HISPANICS AGREE

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

64%
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*
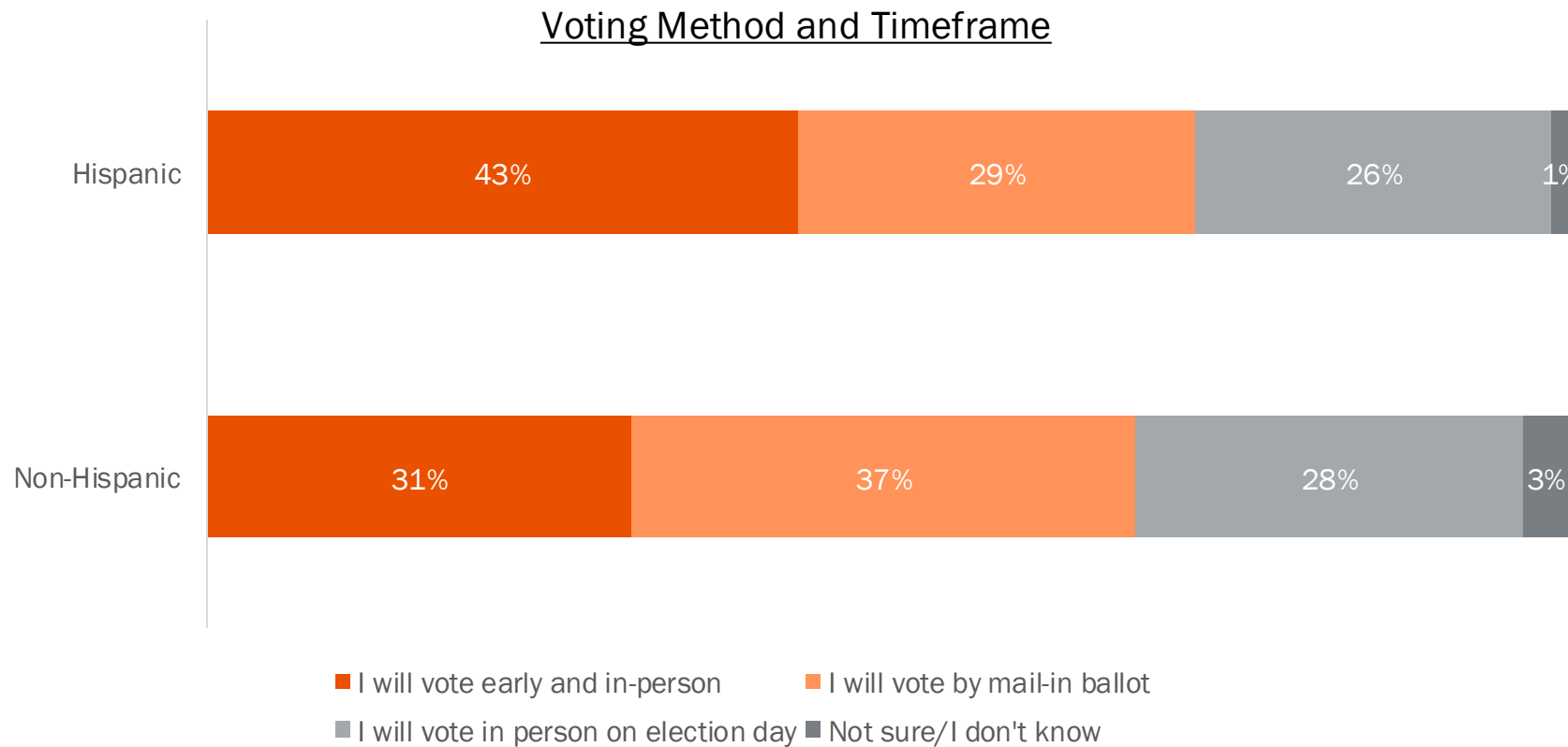
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Voting & Campaign Information

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Voting Method and Timeframe

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

How do you plan to vote in the General election?

Voting Method and Timeframe

	I will vote early and in-person	I will vote by mail-in ballot	I will vote in person on election day	Not sure/I don't know
Hispanic	43%	29%	26%	1%
Non-Hispanic	31%	37%	28%	3%

■ I will vote early and in-person   ■ I will vote by mail-in ballot
■ I will vote in person on election day   ■ Not sure/I don't know

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Vota Conmigo Familiarity

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

Vota Conmigo Familiarity

32%
Hispanic

■ Heard of, and familiar

■ Heard of, but unfamiliar
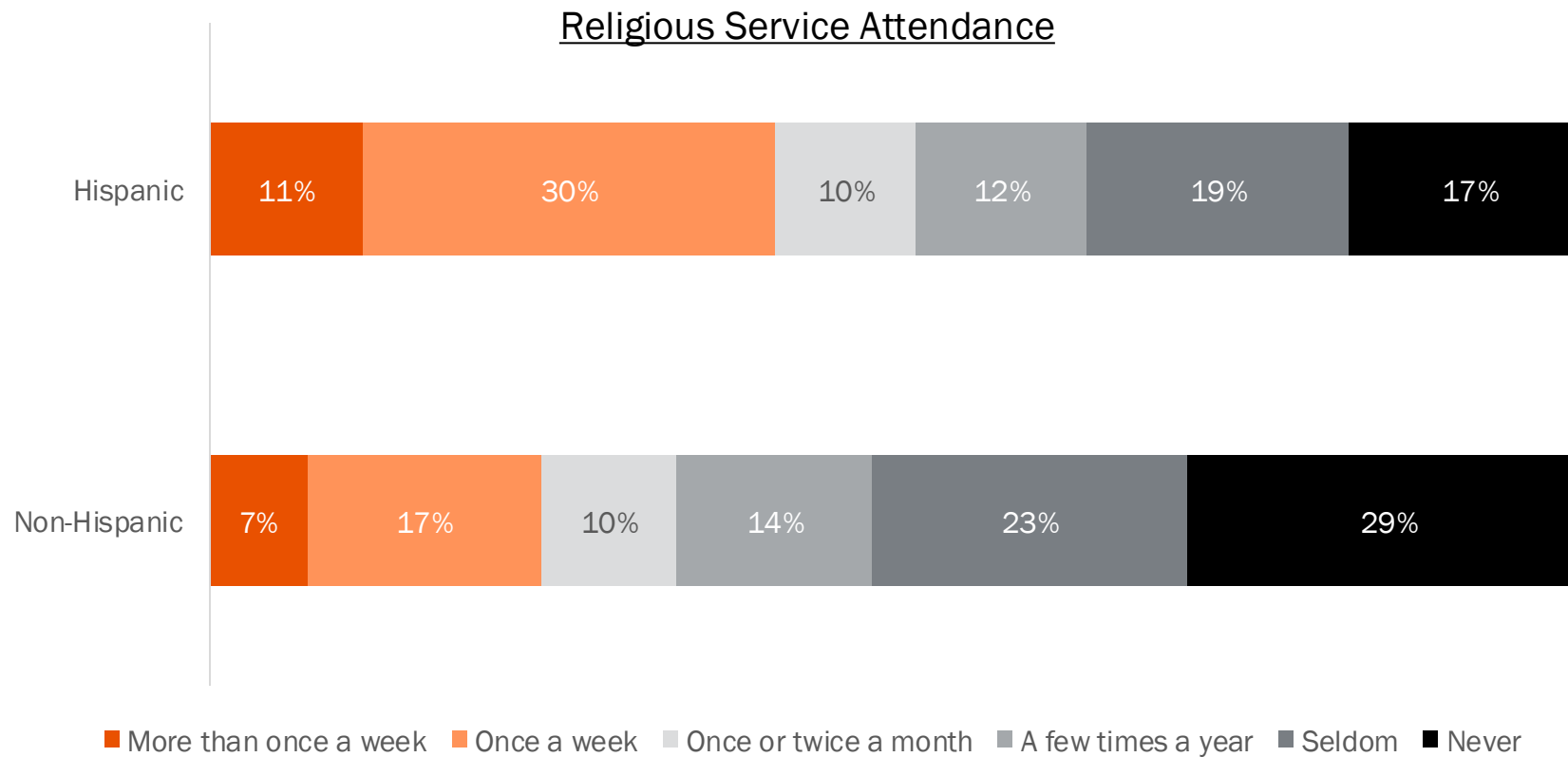
■ Have not heard of
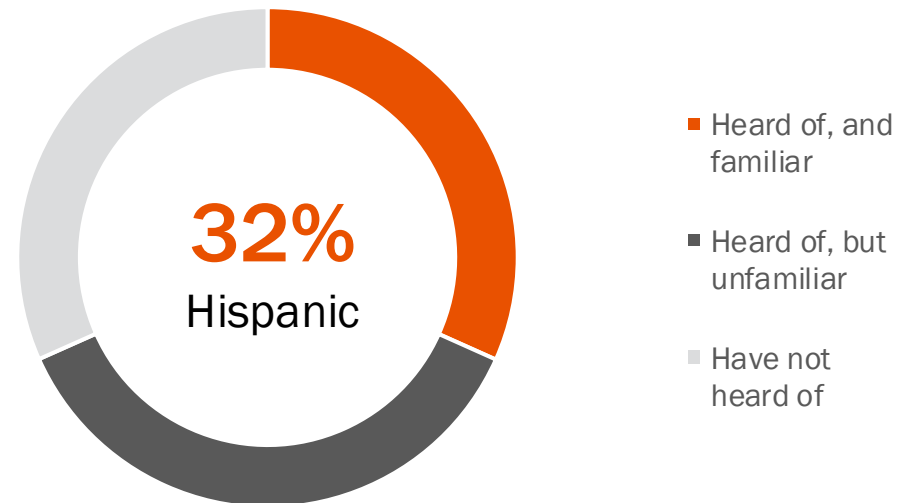
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Gracias

APPENDIX

Religious Service Attendance

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

Religious Service Attendance

	More than once a week	Once a week	Once or twice a month	A few times a year	Seldom	Never
Hispanic	11%	30%	10%	12%	19%	17%
Non-Hispanic	7%	17%	10%	14%	23%	29%

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

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Political Campaigning

How much do you agree or disagree with the following statements? [Political *Campaigning*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I feel that candidates and their campaigns are making a strong effort to win my vote	69%	6%	66%	14%
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	37%	43%	23%	61%

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Ballot Language Preference

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

Ballot Language Preference

71%
Hispanic

■ Spanish

■ English

■ No preference

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