

# TEXAS

# Texas Hispanic Community

TX Hispanics Are  
**YOUNGER**

**38** Hispanic  
median age  
vs 50 for Non-Hispanic

Lower Hispanic  
Median Household  
Income

**\$58,103**  
vs \$90,141 for  
Non-Hispanic

Larger Hispanic  
Households

**4.3** Median  
Persons per HH  
vs 3.0 for Non-Hispanic

More Likely to  
Have Children in  
Household

**54%** Kids <18  
in HH  
vs 34% for Non-Hispanic

More Likely  
Renting Their  
Homes

**39%** Rent  
where they live  
vs 31% for Non-Hispanic

# 2024 Texas Hispanic Voter Profile

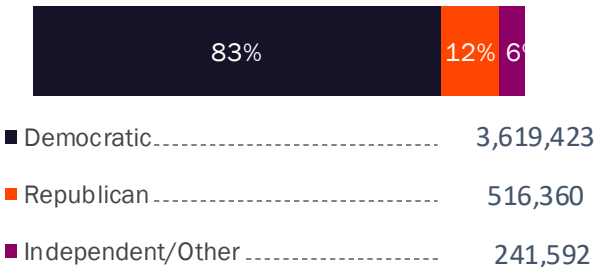
## 2024 HISPANIC REGISTERED VOTERS

**4,377,375**



**29%** of all registered voters

## POLITICAL AFFILIATION

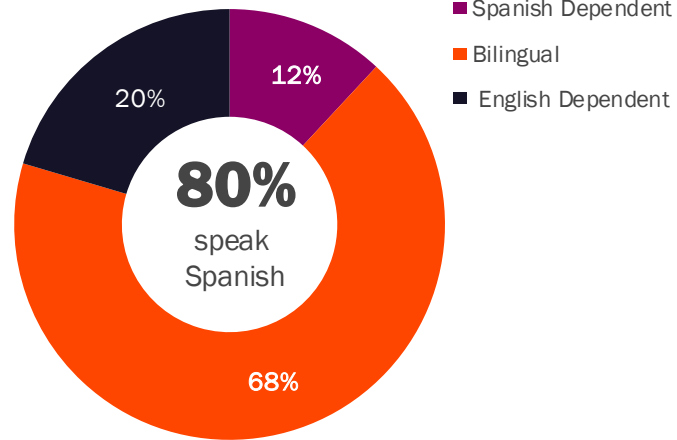


## AGE DISTRIBUTION 18+

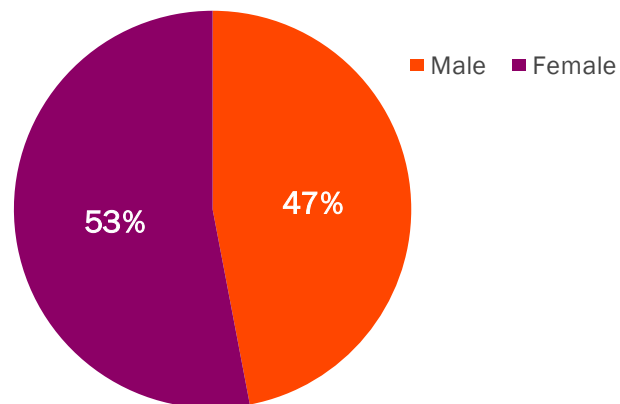
## HISPANIC

18-34	36%
35+	64%
18-24	14%
25-34	21%
35-49	26%
50-64	22%
65+	17%

## 2024 HISPANICS AGE 5+ LANGUAGE USAGE\*



## REGISTERED VOTER GENDER DISTRIBUTION



## COUNTRY OF ORIGIN\* POPULATION SHARE

Total Hispanic Population **12,444,381**

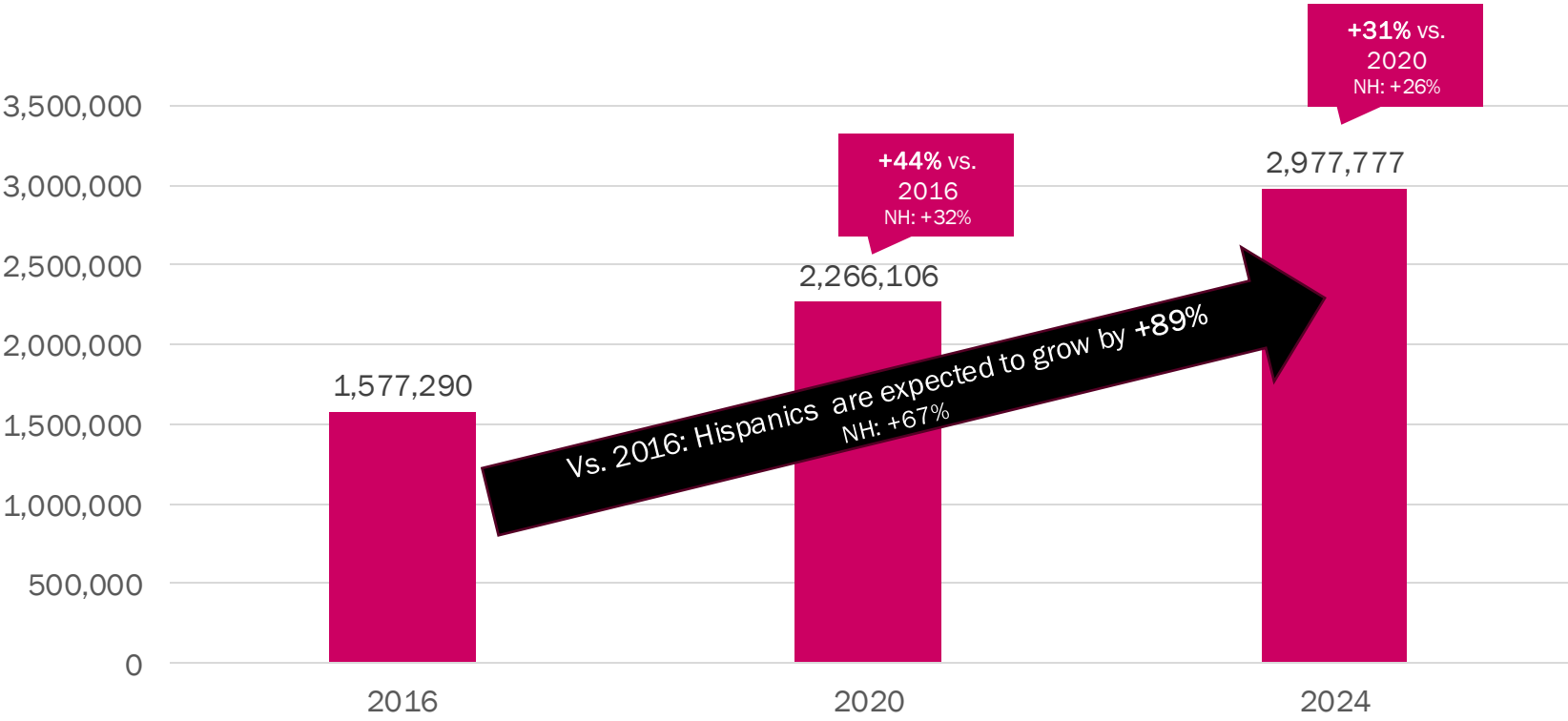
Mexican	10,302,128	82.8%
Central American	803,839	6.5%
Salvadoran	369,986	46%
Honduran	222,491	28%
Guatemalan	136,427	17%
Nicaraguan	35,647	4%
Panamanian	24,050	3%
Costa Rican	13,413	2%
Other Central American	1,825	0%
Other Hispanic	614,842	4.9%
Caribbean	414,570	3.3%
Puerto Rican	259,997	63%
Cuban	122,703	30%
Dominican	31,870	8%
South American	309,002	2.5%
Colombian	108,012	35%
Venezuelan	93,439	30%
Peruvian	38,693	13%
Argentinean	23,092	7%
Ecuadorian	17,798	6%
Chilean	13,310	4%
Bolivian	6,507	2%
Uruguayan	4,442	1%
Other South American	2,342	1%
Paraguayan	1,367	0%

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

# 2024 TX 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.

The background of the image is a photograph of the Texas State Capitol building in Austin, Texas. The building is a grand, classical-style structure with a prominent central dome. The dome is topped with a statue. The building is surrounded by green trees and a well-maintained lawn. In the foreground, there are some streetlights and a few cars parked. The sky is overcast.

TU & Media Predict  
**2024 Presidential Tracker**

Texas  
August 2024

Televisa  
Univision

Consumer  
Strategy & Insights

MEDIA  
PREDICT

# Objectives

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

*Among likely voters 18+*

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

# Methodology

- Online survey of 1,352 likely voters ages 18+

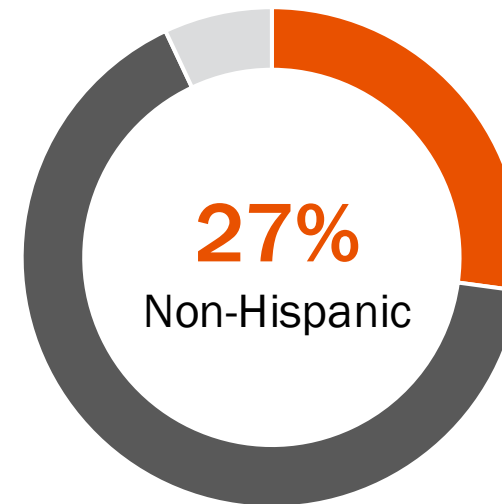
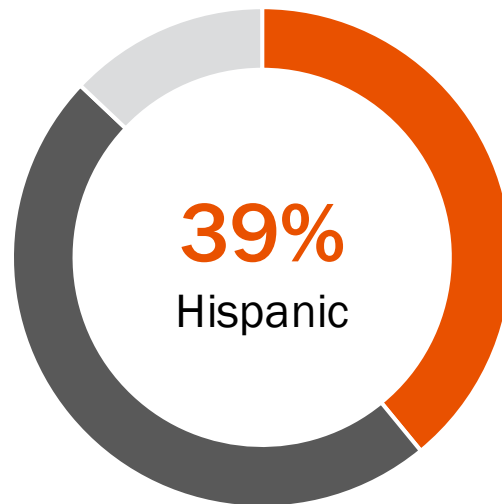
<p><u>A18+</u></p> <p>637 Hispanic (444 SpanDom/Bilingual)</p> <p>715 Non-Hispanic</p>
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- In field 8/1/2024 – 8/5/2024
- Weighted to the registered voter universe by age, gender, education, and political party affiliation. Results from full survey have a margin of error of plus or minus 4.0% for Hispanics and 3.7% for Non-Hispanics.
- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

# Only 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?*

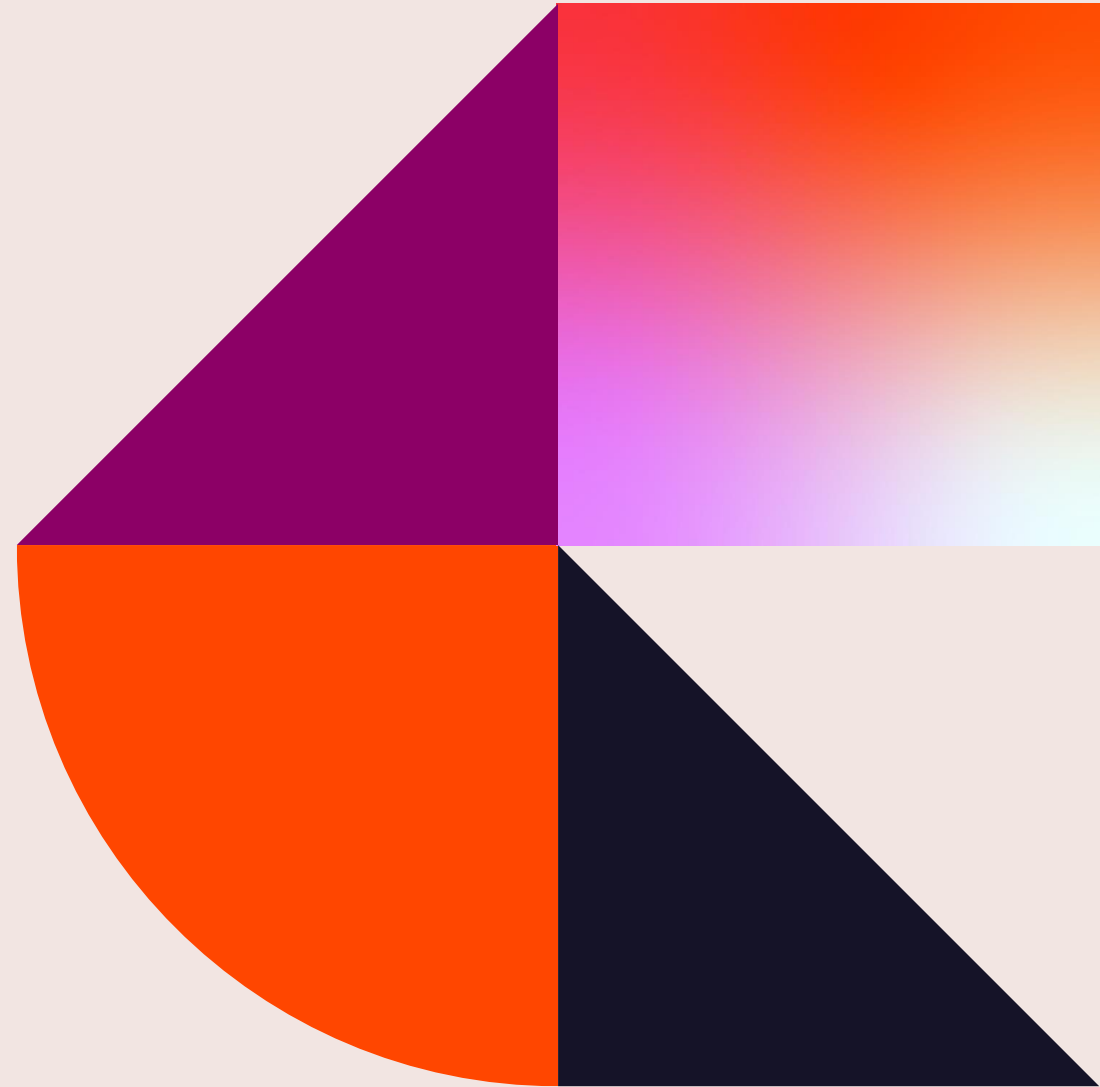
## US Right or Wrong Track



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

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# General Election Polling

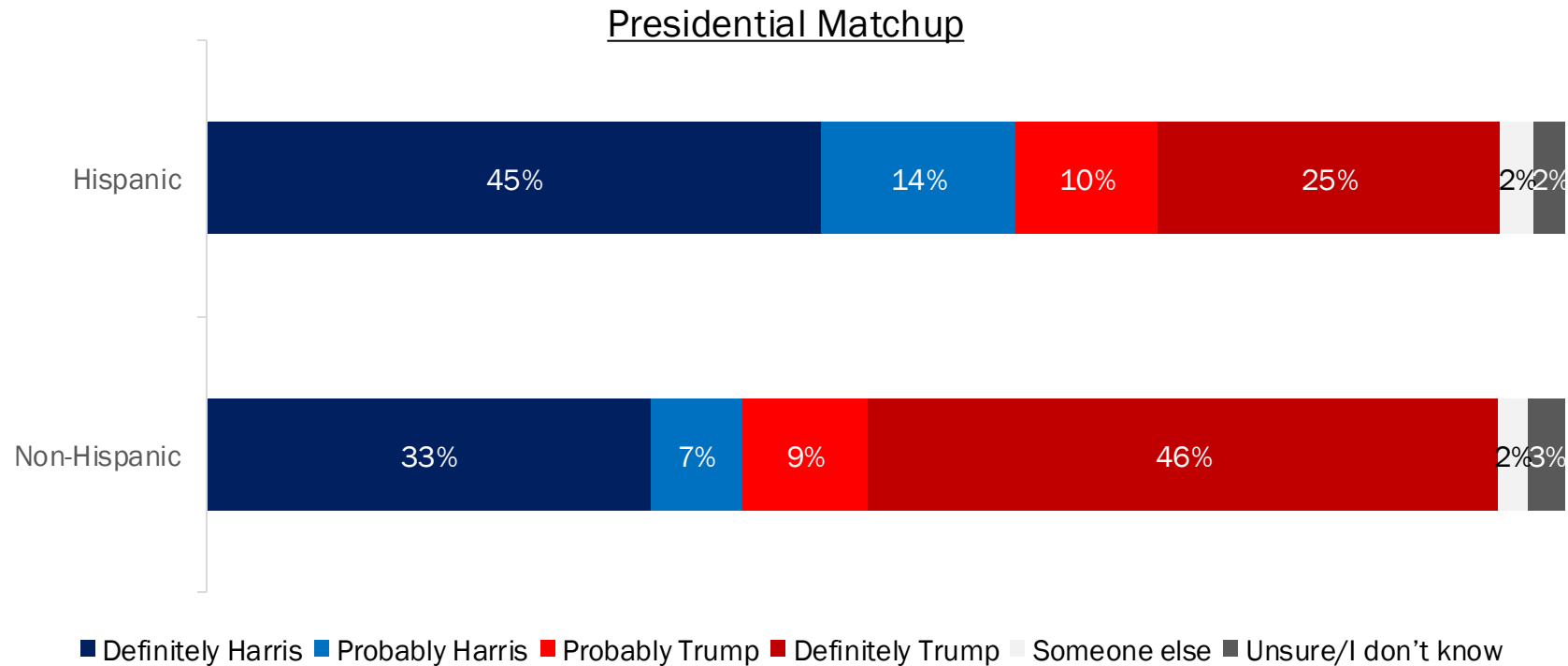




# Matchup: Harris vs Trump

- HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 26% OF HISPANICS UP FOR GRABS (24% NOT DEFINITE, 2% 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?

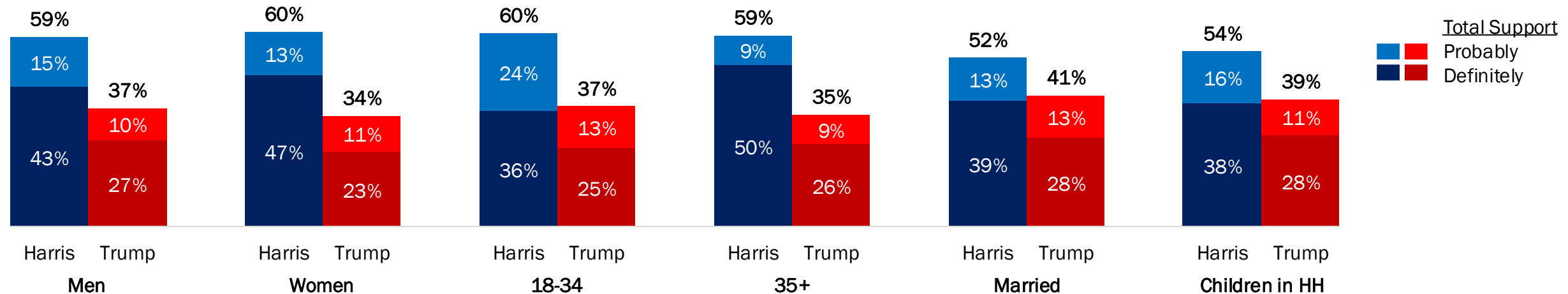


# Candidate Support Among Hispanics

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

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

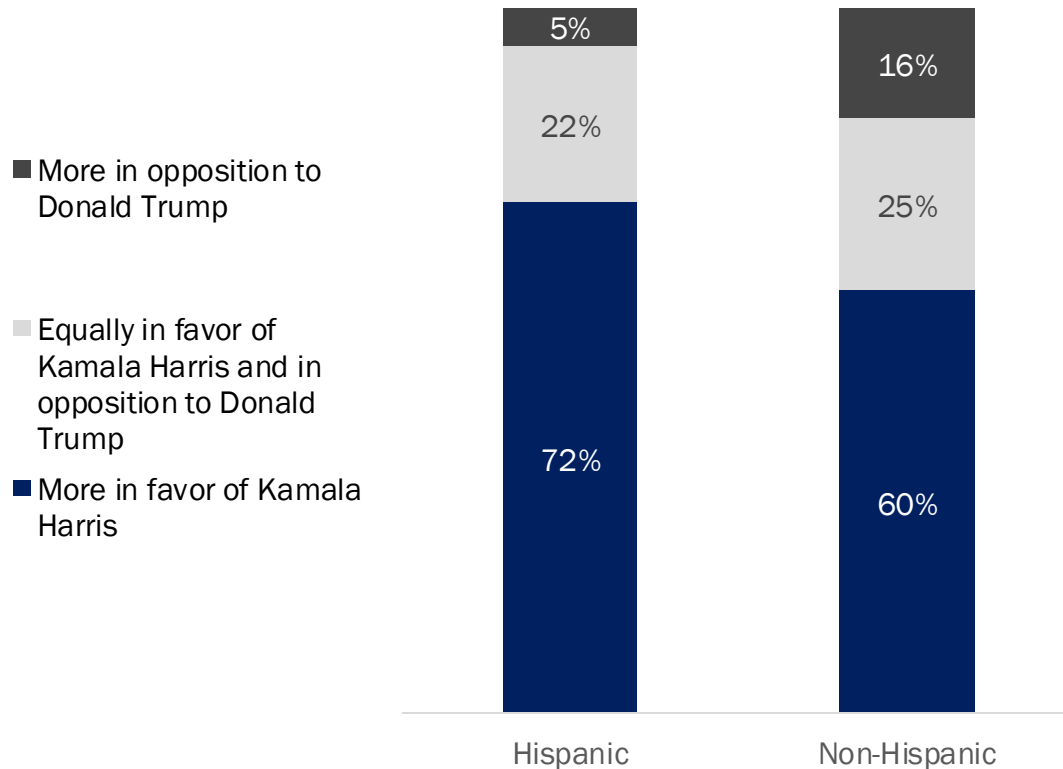
## Presidential Matchup



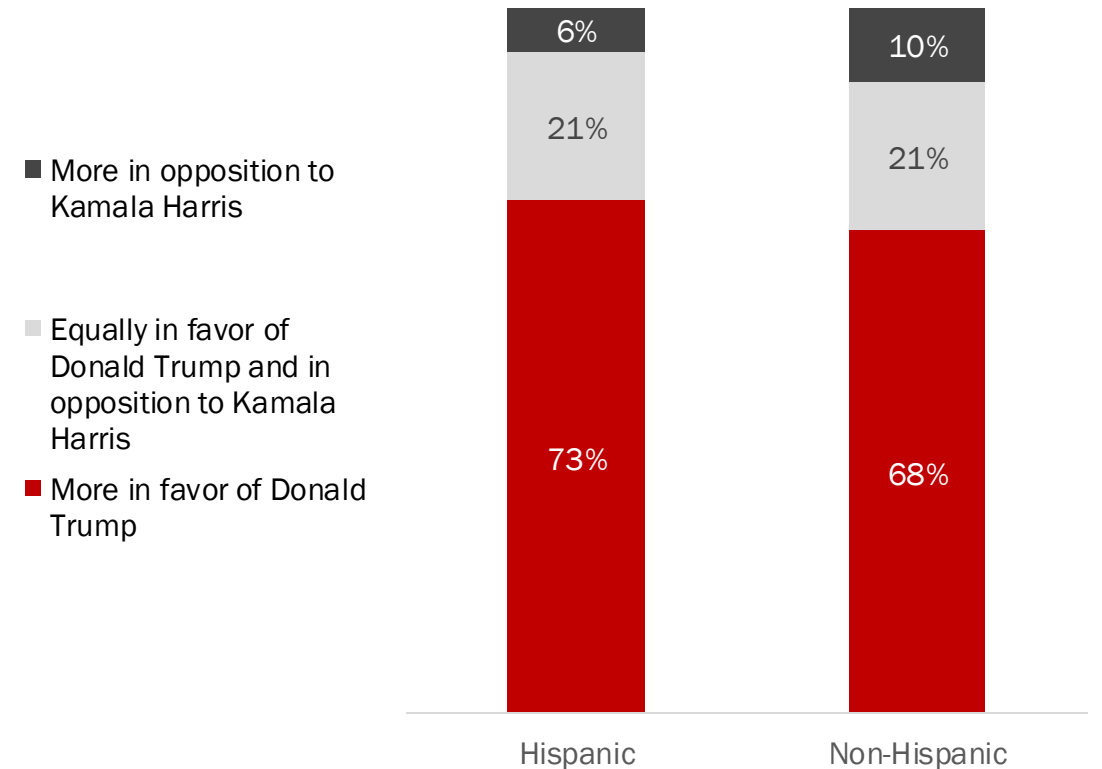
# Hispanic Voter Enthusiasm Slightly Higher for Trump

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

## Voting Harris: Favor Harris or Oppose Trump



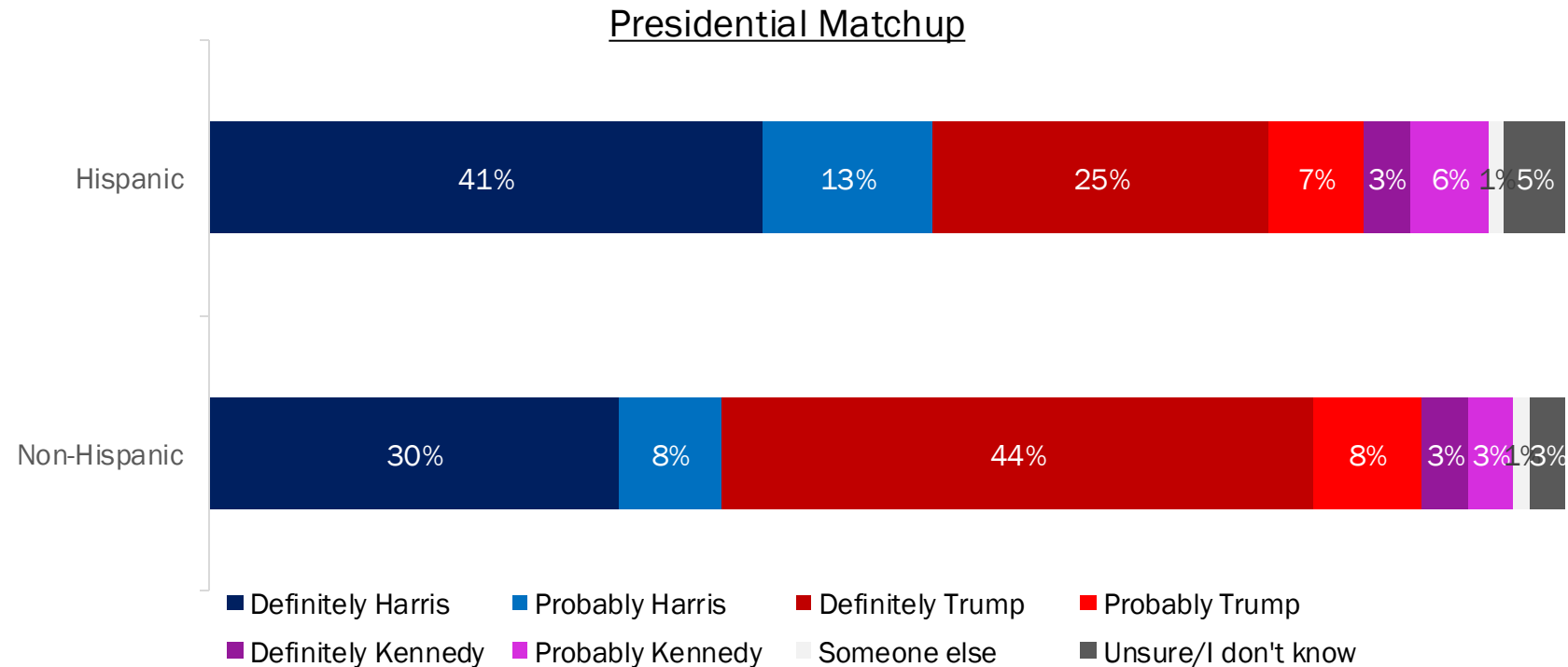
## Voting Trump: Favor Trump or Oppose Harris



# Matchup: Harris vs Trump vs Kennedy

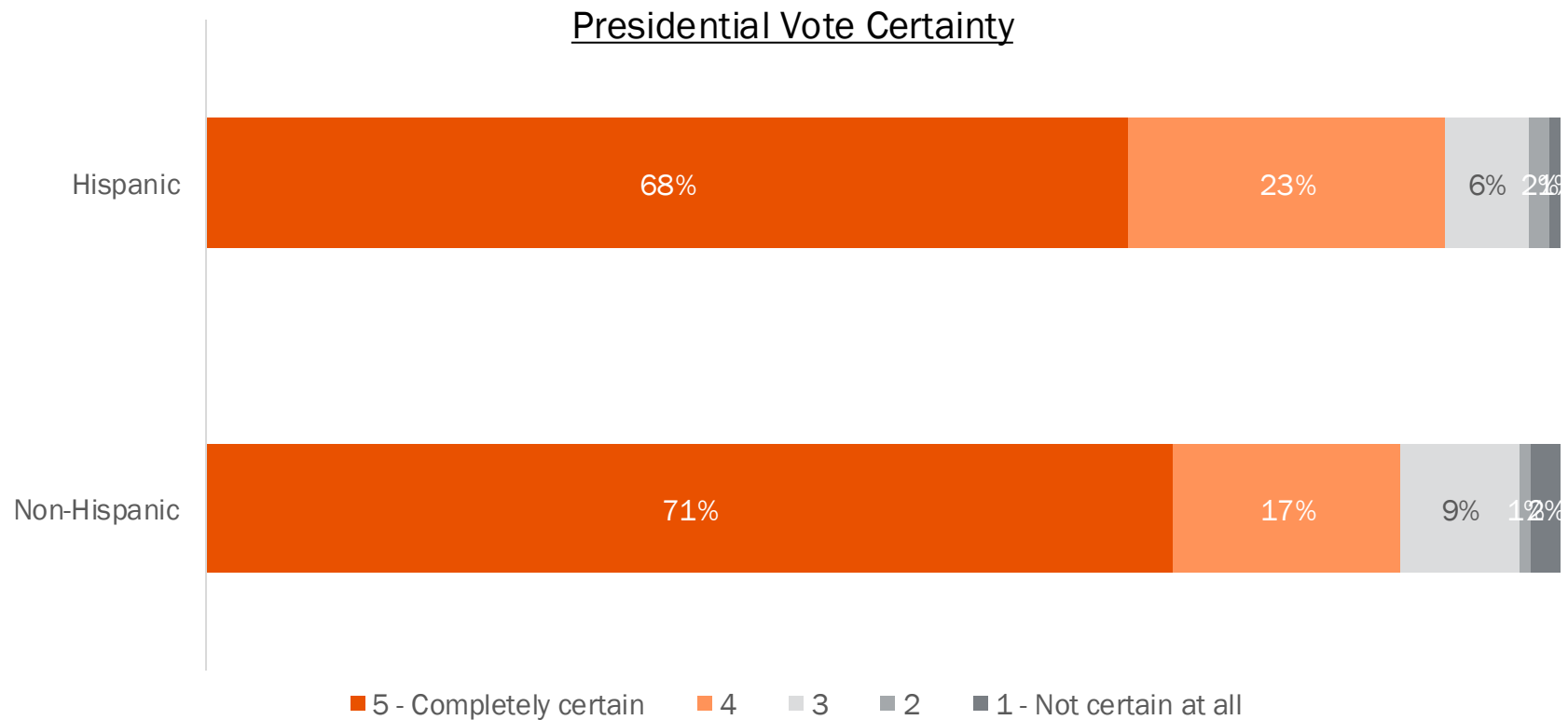
- HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- DEFINITELY KENNEDY 3% AMONG ALL VOTERS
- 31% OF HISPANICS UP FOR GRABS (26% NOT DEFINITE, 5% UNSURE)

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?



# 32% of Hispanics Not Completely Certain About Their Vote for President

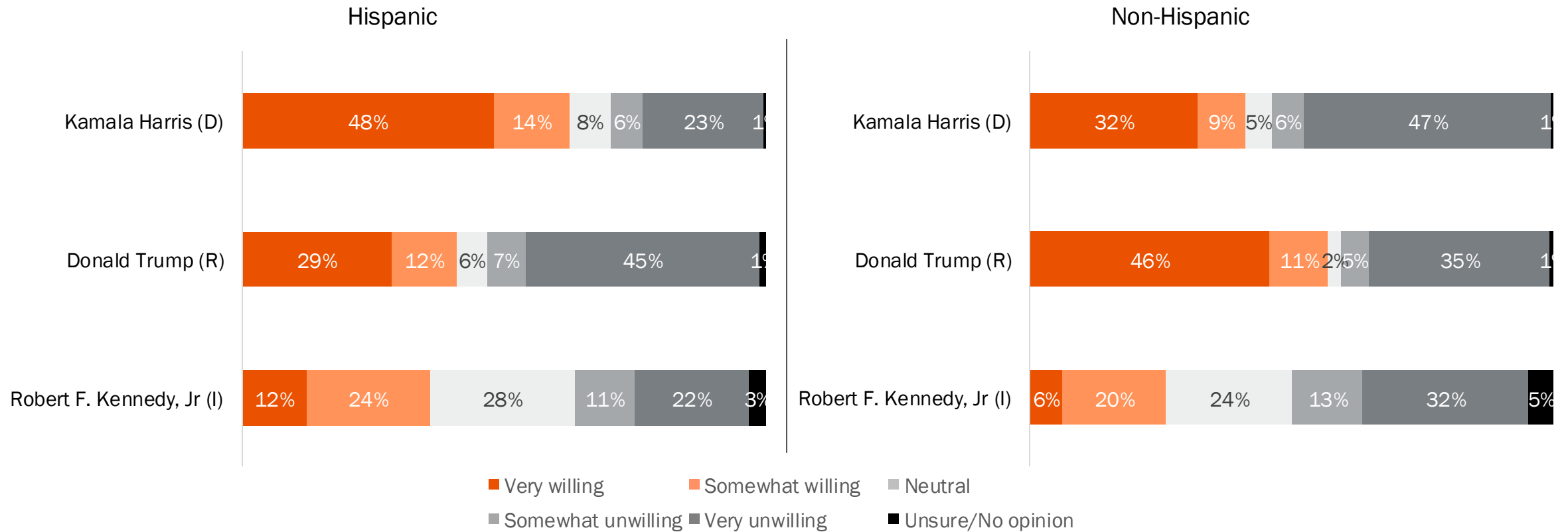
How certain are you that this is the right choice of candidate for you?



# 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

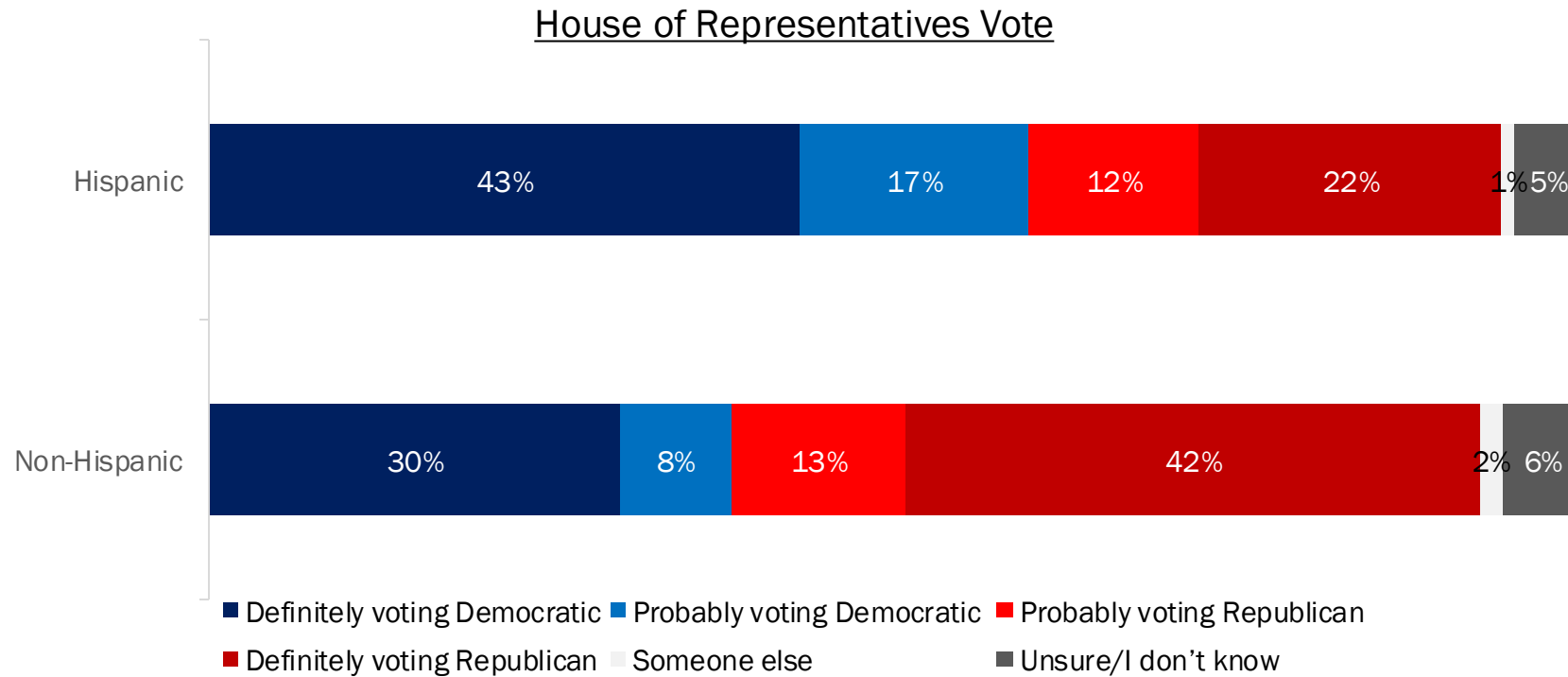


Among likely voters 18+  
Source: Univision political tracker in collaboration with Media Predict as of August 2024

# House of Representatives Vote

- DEMOCRATS FAVORED BY HISPANICS, HIGHER THAN NON-HISPANICS
- 34% OF HISPANICS UP FOR GRABS (29% NOT DEFINITE, 5% UNSURE)

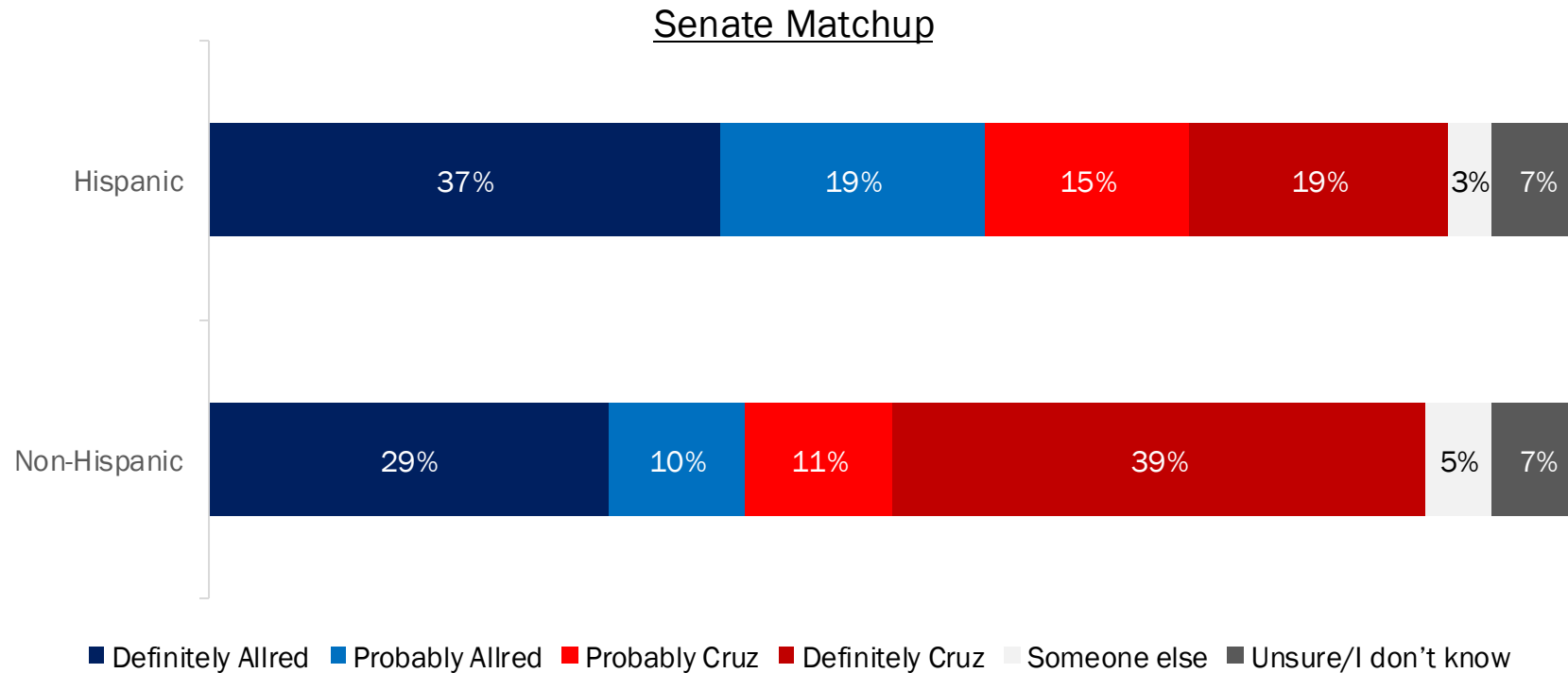
*If the election for the United States House of Representatives were held today, which party's candidate would you vote for?*



# Matchup: Allred vs Cruz

- COLIN ALLRED LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 41% OF HISPANICS UP FOR GRABS (34% NOT DEFINITE, 7% UNSURE)

If the 2024 election for United States Senator from Texas were being held today, and the candidates were Colin Allred (Democrat) & Ted Cruz (Republican), for whom would you vote?



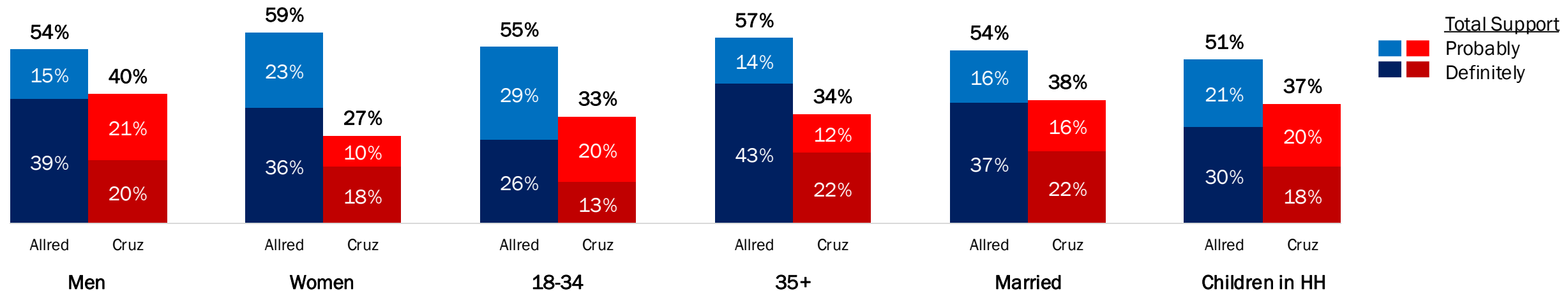


# Candidate Support Among Hispanics

- CRUZ'S STRONGEST SUPPORT AMONG MEN
- ALLRED'S STRONGEST SUPPORT AMONG WOMEN

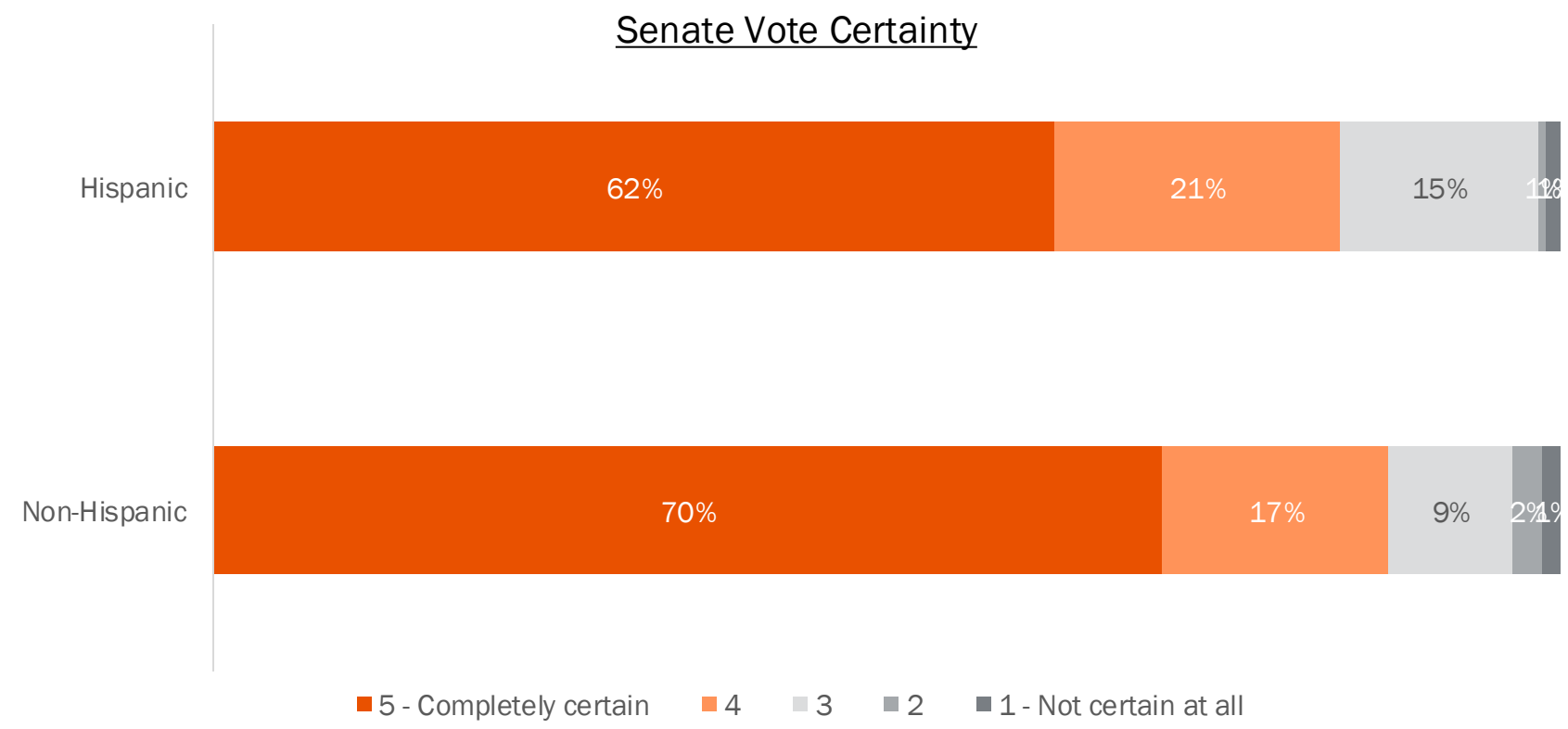
If the 2024 election for United States Senator from Texas were being held today, and the candidates were Colin Allred (Democrat) & Ted Cruz (Republican), for whom would you vote?

## Senate Matchup



# 38% of Hispanics Not Completely Certain About Their Vote for Senator

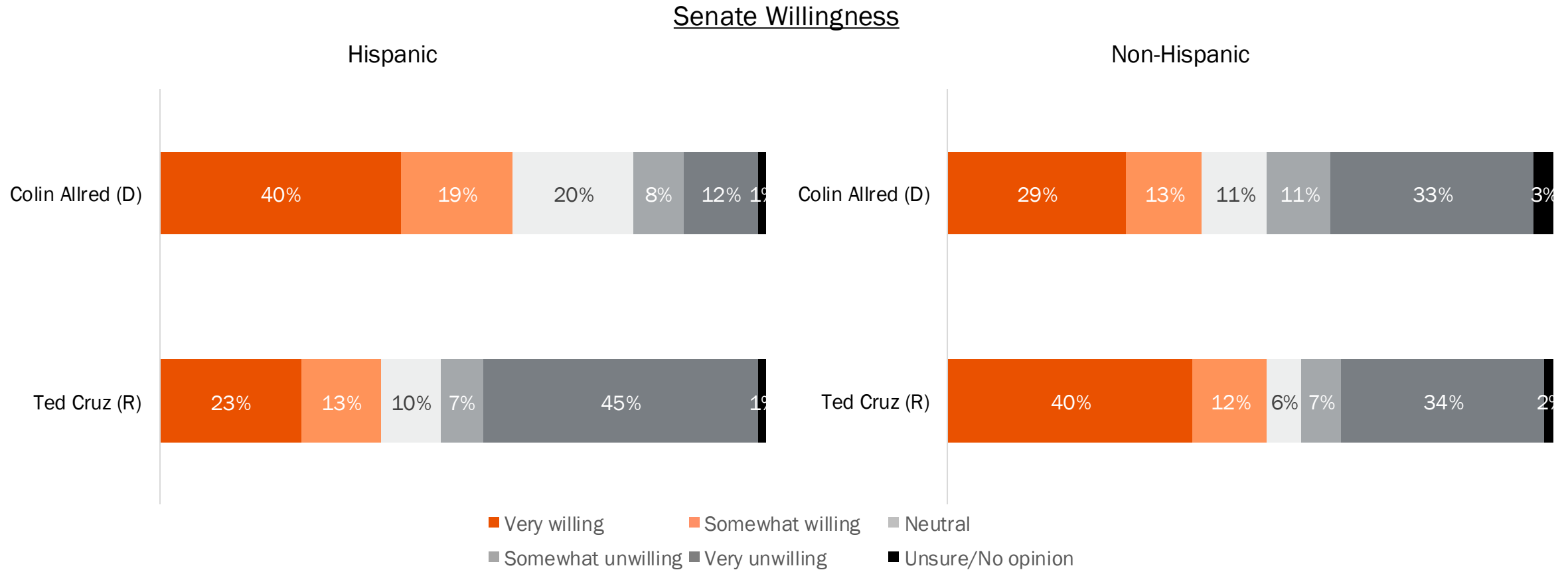
How certain are you that this is the right choice of candidate for you?



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

# Willingness to Vote for Candidates in General Election

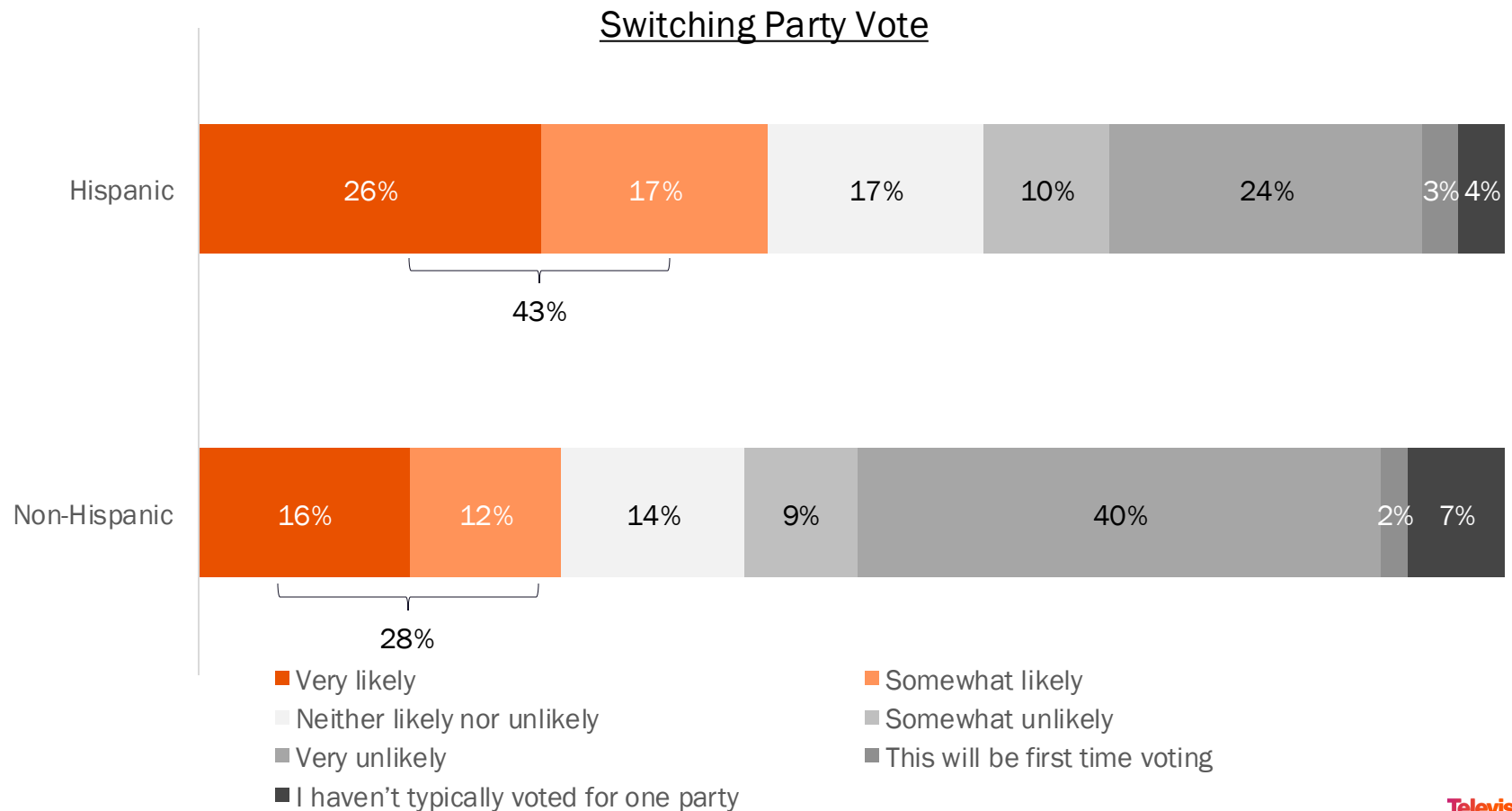
For the candidates listed below, please indicate how willing or unwilling you would be to vote for them in the general election.



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

# 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?

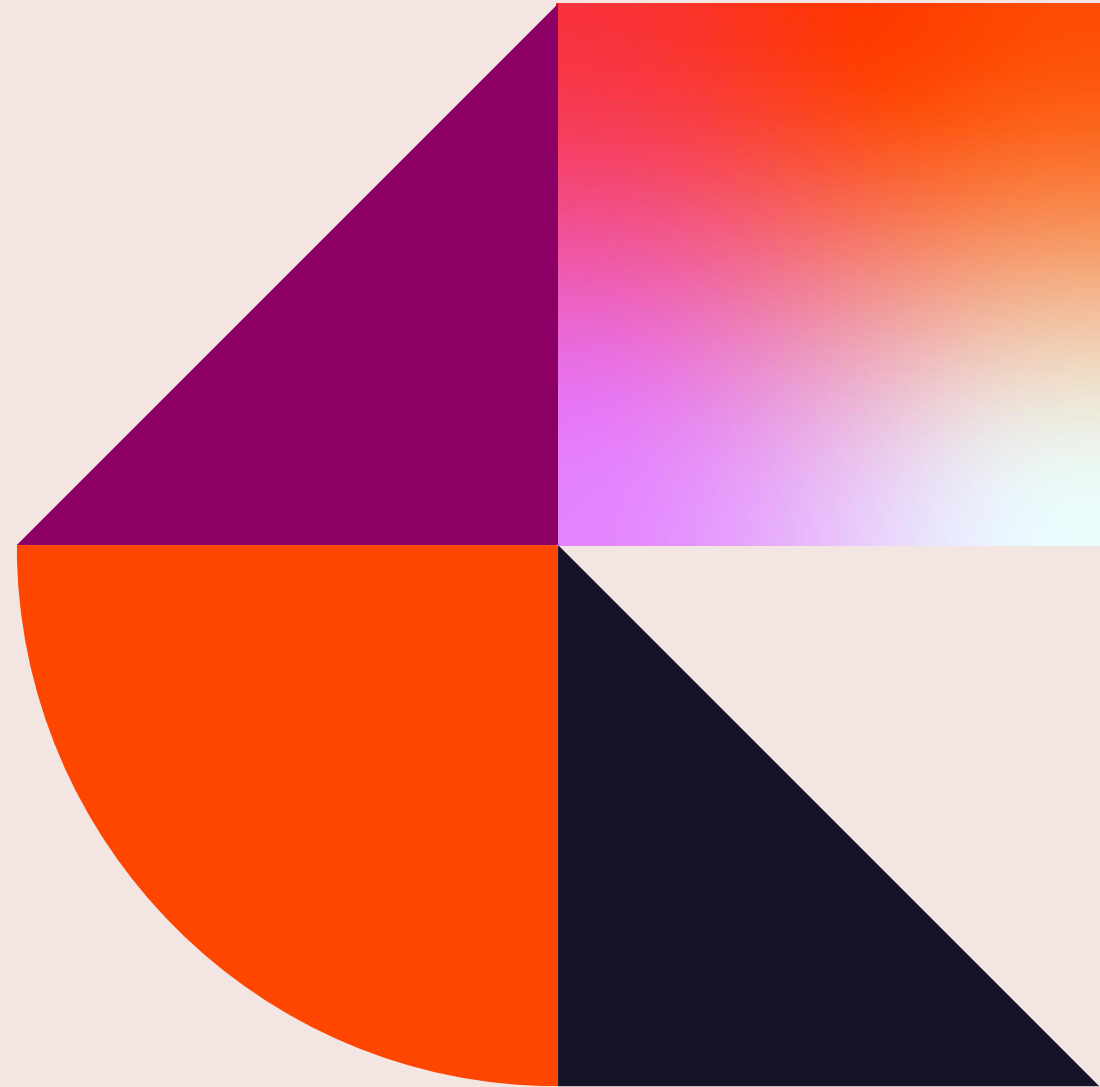


Among likely voters 18+

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

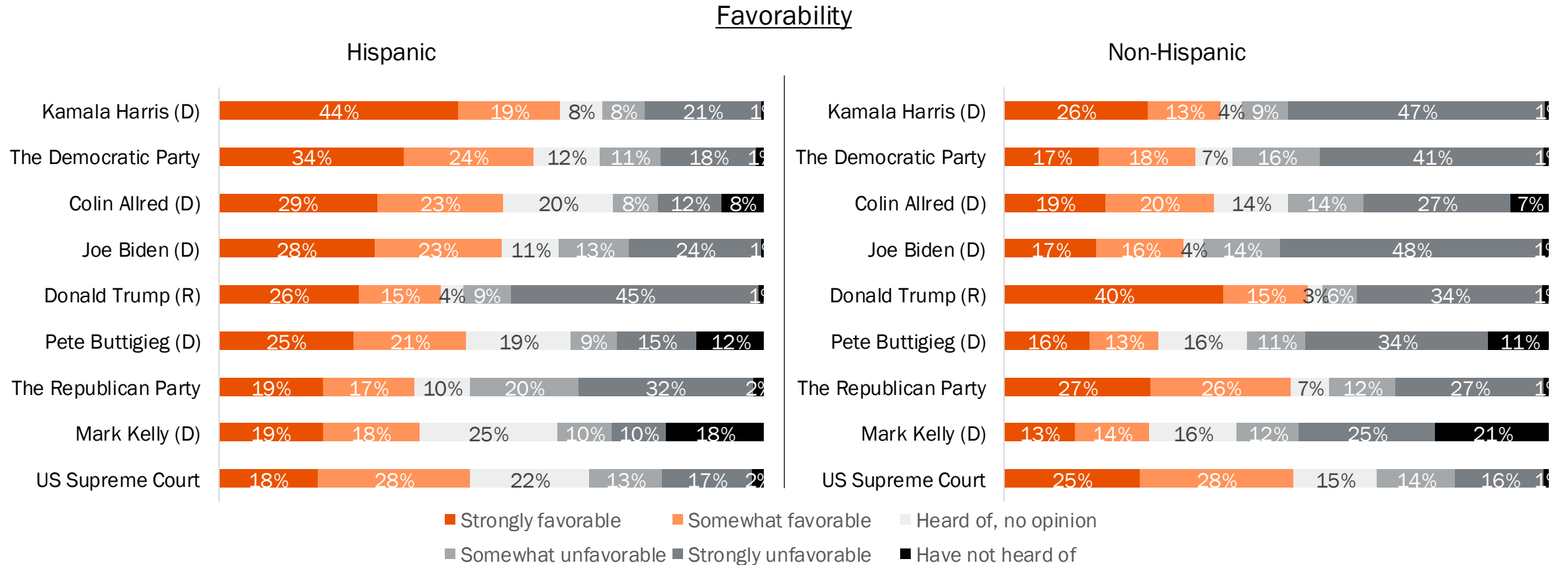
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# Favorability & Job Approval



# Favorability

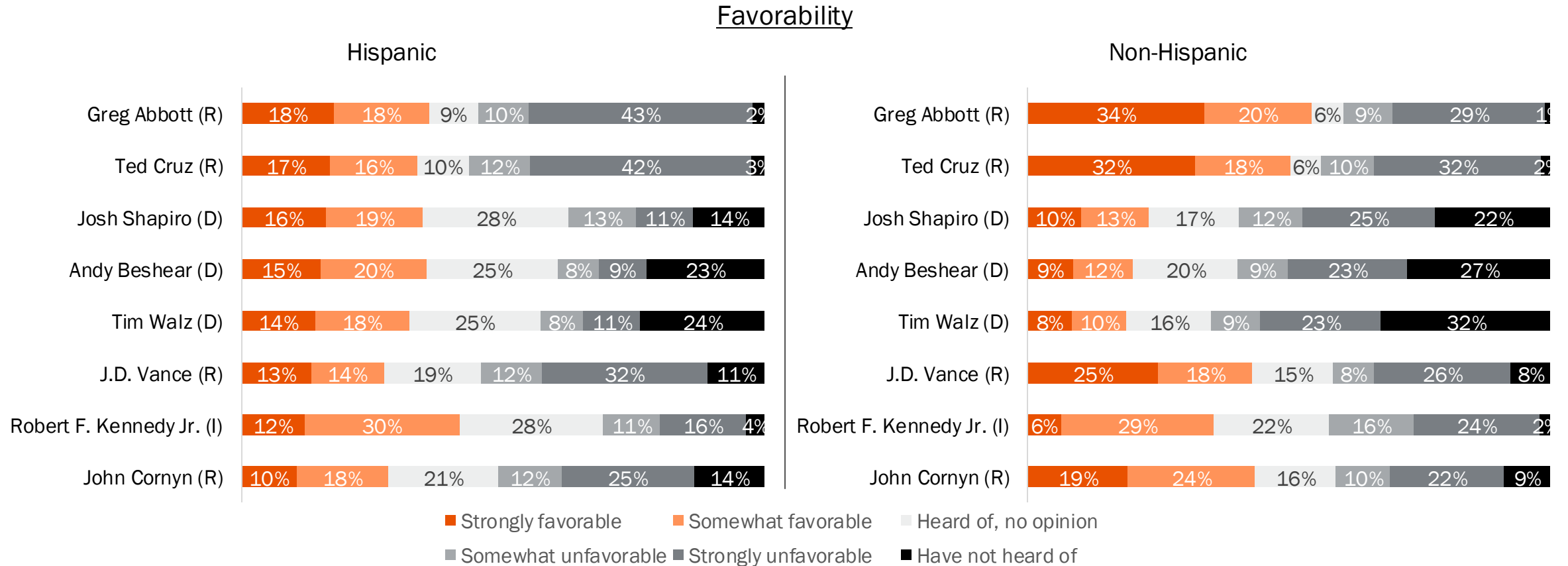
For each individual or institution listed below, please indicate if you have a favorable or unfavorable opinion of them.



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.

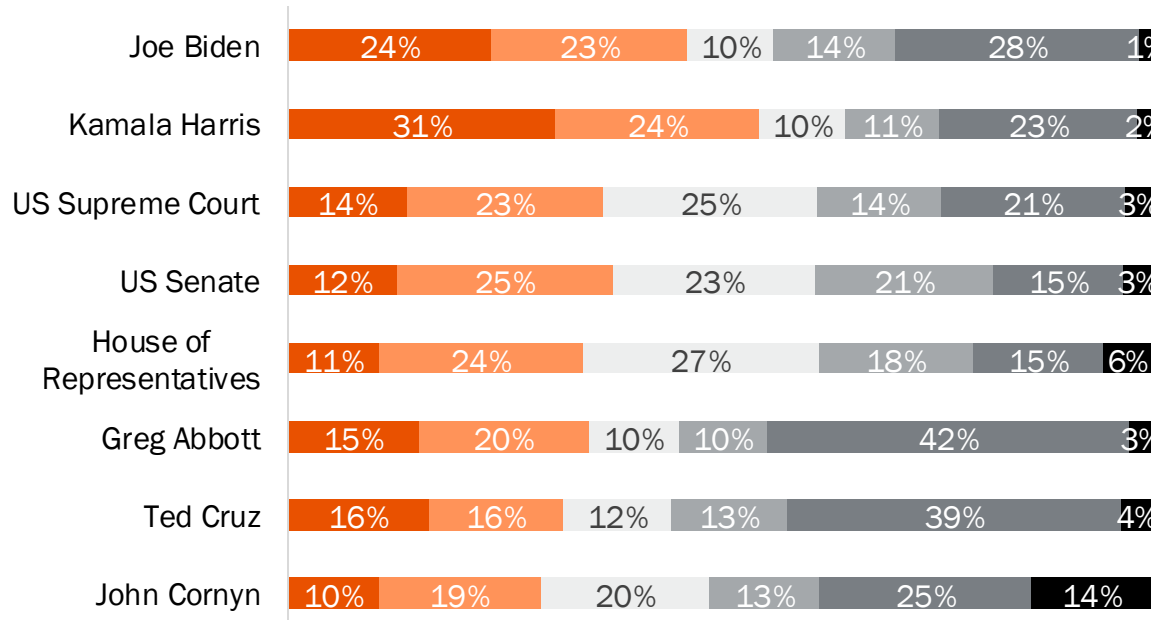


# Job Approval

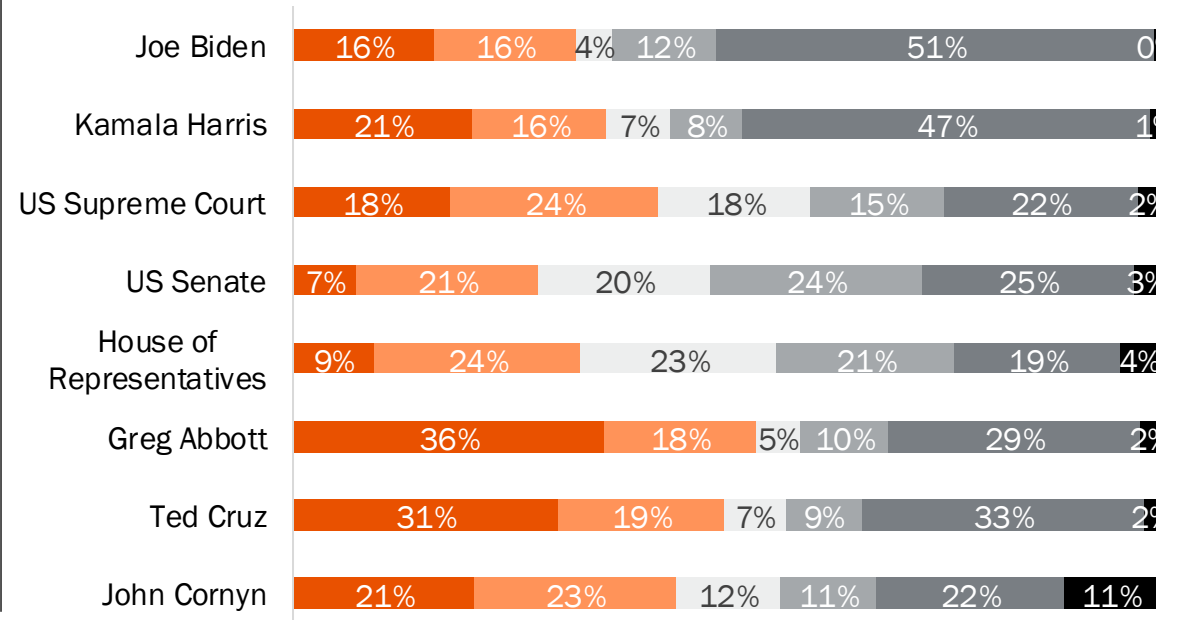
Do you approve or disapprove of the way [x] is handling their job?

## Job Approval

### Hispanic



### Non-Hispanic



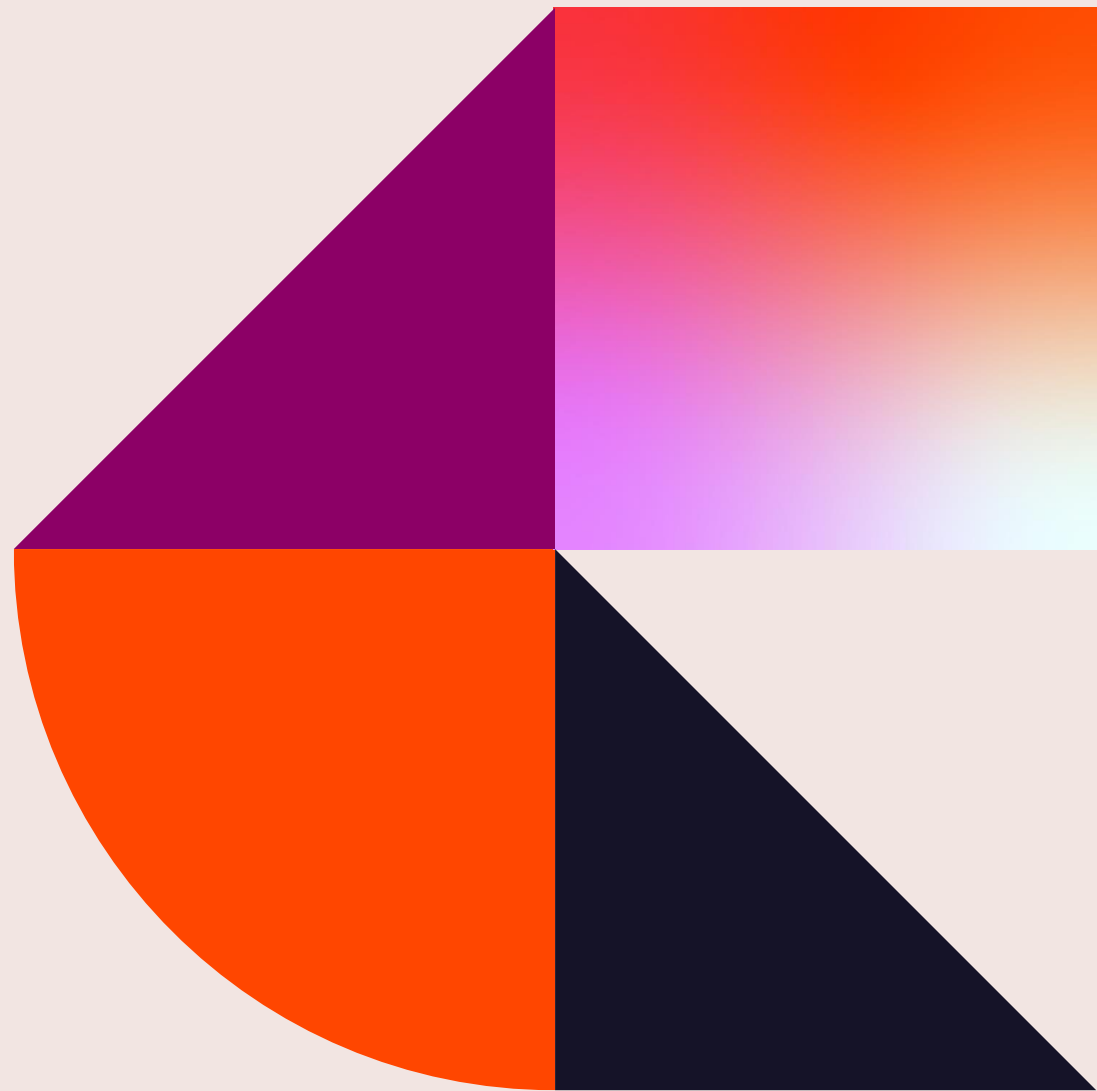
■ Strongly approve   
 ■ Somewhat approve   
 ■ Neutral  
■ Somewhat disapprove   
 ■ Strongly disapprove   
 ■ Unsure/No opinion

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



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# The Issues



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

## - AFFORDABLE HOUSING, GUN CONTROL AMONG SEVERAL ISSUES OF GREATER CONCERN TO 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	77%	76%	Climate change	46%	33%
Inflation	70%	72%	Defense / military	46%	53%
Economy / jobs	69%	68%	Opioids / drug abuse	46%	39%
Healthcare	66%	59%	Infrastructure, such as roads and public transportation	44%	40%
Affordable housing	64%	53%	Strengthening law enforcement	43%	47%
Social security / Medicare	63%	64%	Race relations	43%	33%
Taxes	60%	57%	Gun rights / 2nd amendment	42%	51%
Education	59%	53%	Energy policy	41%	41%
Gun control	59%	42%	U.S. relationship with China	38%	36%
National Security	58%	65%	Police reform	36%	34%
Crime and public safety	58%	60%	Foreign policy	36%	43%
Entitlements / social services reform (Medicare, welfare, etc.)	55%	49%	Israel/Hamas War	34%	35%
Abortion	53%	45%	LGBTQ rights	32%	18%
Border security	53%	63%	Culture wars	32%	21%
Immigration	52%	58%	Russia / Ukraine war	30%	31%
Government spending / deficit	49%	56%			

Among likely voters 18+

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

# Top Issues by Hispanic Voter Type

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

Top 10 Issues Among Definitely Harris Voters	% Hispanic Top Box
Cost of living	79%
Healthcare	75%
Gun control	73%
Social security / Medicare	70%
Economy / jobs	70%
Inflation	68%
Affordable housing	67%
Education	67%
Entitlements / social services reform (Medicare, welfare, etc.)	66%
Abortion	64%

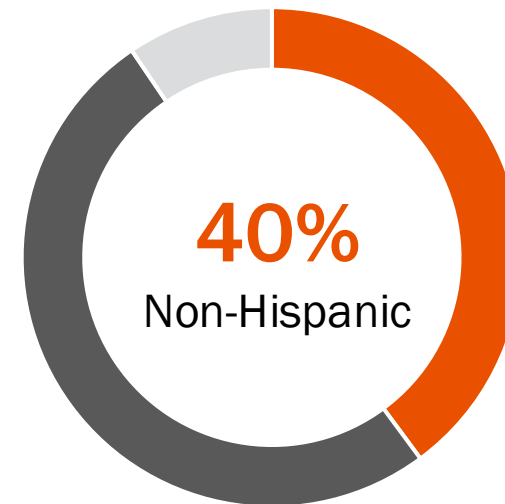
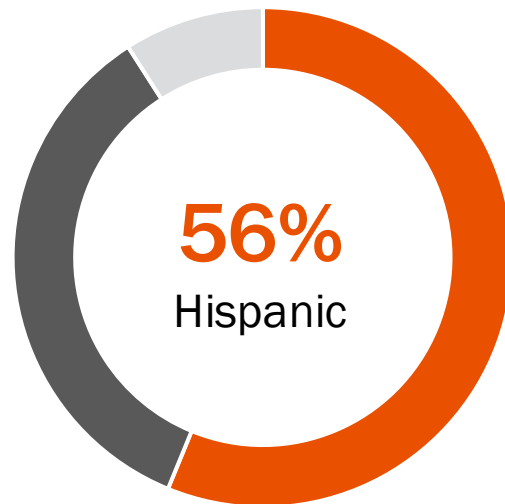
Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	69%
Inflation	64%
Affordable housing	60%
Economy / jobs	57%
Healthcare	56%
Taxes	54%
Education	53%
Gun control	51%
National security	50%
Social security / Medicare	49%

Top 10 Issues Among Definitely Trump Voters	% Hispanic Top Box
Economy / jobs	82%
Cost of living	80%
Inflation	79%
Border security	77%
Crime and public safety	70%
National security	70%
Defense / military	69%
Immigration	69%
Taxes	68%
Social security / Medicare	66%

# 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

## - ABORTION, 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
Abortion	14%	17%
Inflation	14%	11%
Border security	8%	9%
Gun control	6%	1%
Cost of living	6%	9%
Economy / jobs	6%	6%
Social security / Medicare	6%	5%
Climate change	5%	2%
Immigration	5%	11%
Crime and public safety	4%	3%

# 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	58%	28%	40%	44%
Healthcare	57%	28%	40%	45%
Entitlements Reform	57%	29%	40%	47%
Climate Change	56%	25%	39%	39%
Education	55%	29%	38%	45%
Abortion	54%	32%	41%	41%
Economy / jobs	50%	36%	33%	53%
Cost of Living	50%	34%	34%	53%
Energy Policy	49%	31%	34%	49%
Taxes	48%	34%	34%	53%

# 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
Crime and public safety	47%	34%	32%	52%
Inflation	47%	35%	32%	54%
Gov spending	47%	35%	33%	49%
Immigration	47%	38%	29%	58%
Foreign policy	46%	35%	32%	52%
Opioids	45%	29%	33%	45%
National Security	44%	37%	30%	55%
Border Security	44%	40%	29%	58%
Defense	43%	37%	29%	57%

# 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
Healthcare	60%	30%	39%	48%
Abortion	58%	30%	40%	45%
Social Security	58%	31%	38%	51%
Entitlements Reform	57%	31%	41%	47%
Education	57%	32%	40%	46%
Climate Change	56%	25%	38%	40%
Economy / jobs	53%	38%	33%	58%
Inflation	52%	36%	33%	58%
Taxes	52%	36%	35%	55%
Gov spending	51%	34%	33%	56%

Among likely voters 18+

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



# Candidate Better Able to Handle Issues

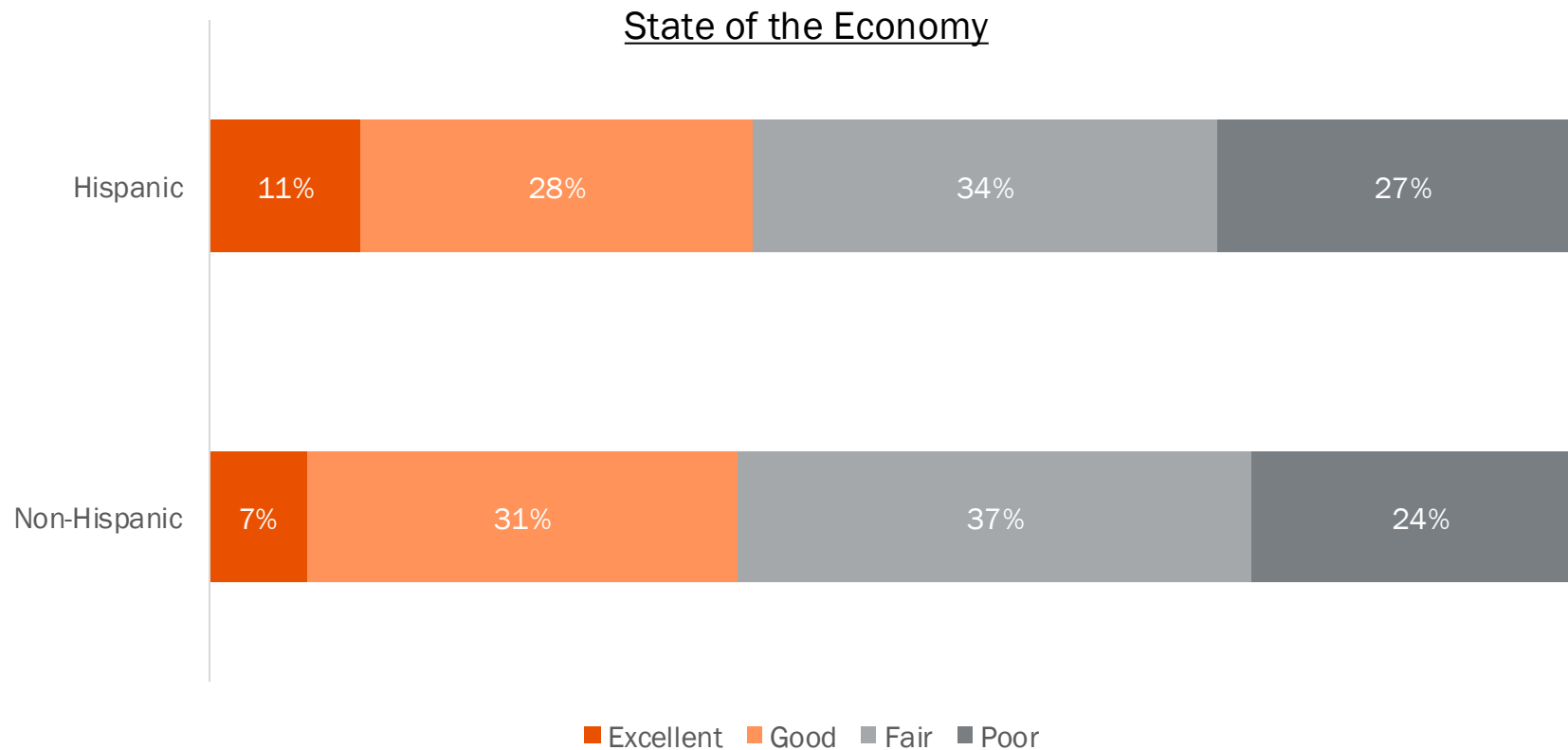
Thinking again about the issues, which candidate do you think would do a better job of handling each of the following issues, Kamala Harris or Donald Trump?

	Hispanic		Non-Hispanic	
	Harris Top2Box	Trump Top2Box	Harris Top2Box	Trump Top2Box
Immigration	51%	37%	31%	61%
Cost of Living	51%	39%	34%	56%
Foreign policy	50%	37%	33%	56%
Crime and public safety	50%	36%	32%	57%
Energy policy	50%	33%	35%	51%
National Security	49%	38%	29%	58%
Opioids	49%	29%	34%	49%
Defense	47%	40%	30%	60%
Border Security	47%	42%	28%	62%

# ECONOMY

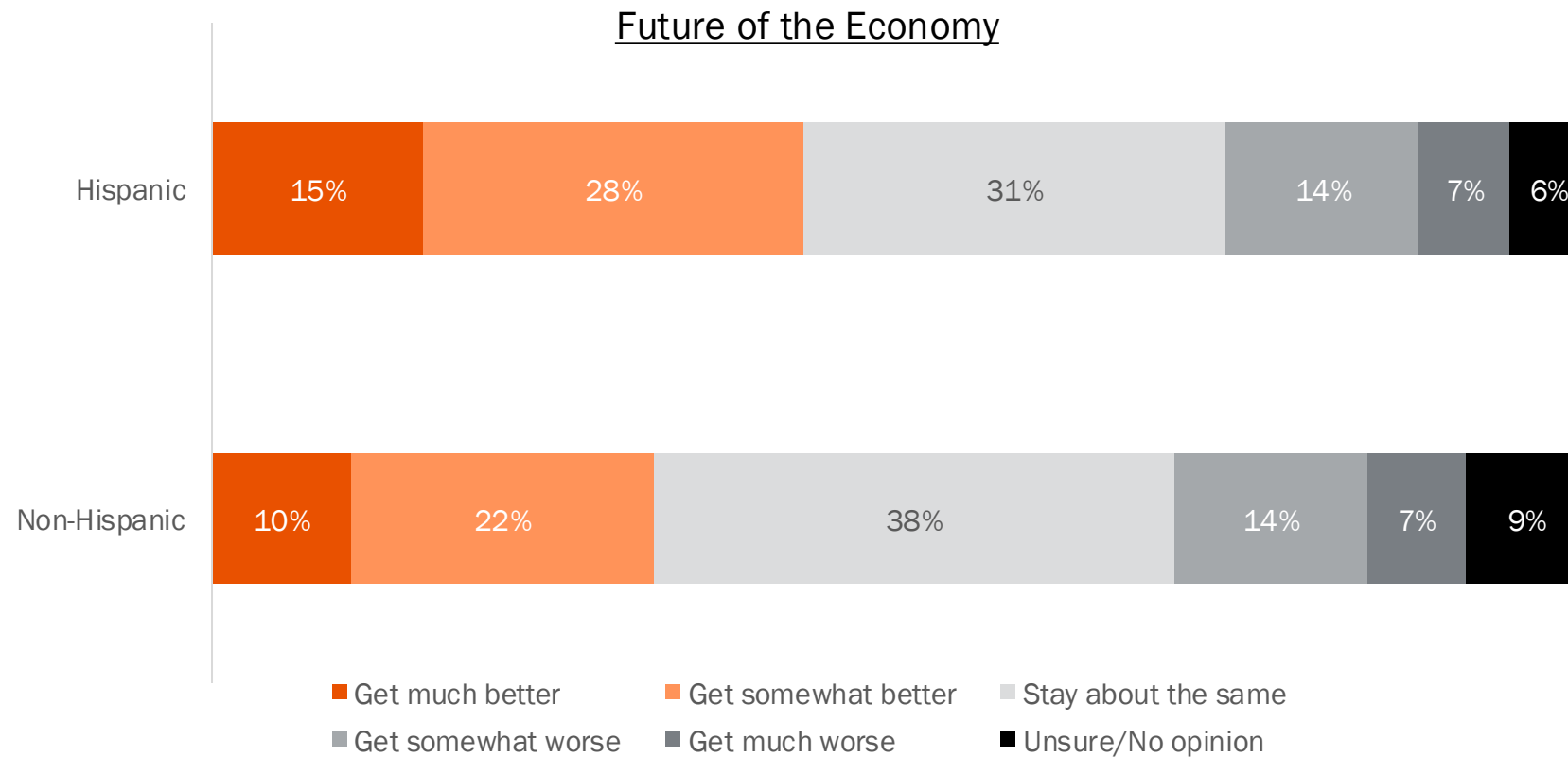
# 61% of Hispanics Rate the Economy in Texas Right Now as Fair or Poor

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



# 21% 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	74%	11%	76%	12%
I feel that it is increasingly difficult for middle class families to prosper in the United States	70%	13%	81%	8%
I am concerned about the U.S. federal government's spending and deficit	70%	8%	77%	10%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	64%	9%	66%	7%
My personal economic situation has become worse in the last year	62%	21%	63%	21%
I expect my personal economic situation to get better in the next few years	61%	12%	50%	20%
The price of gas is putting a strain on my finances	61%	15%	59%	21%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	55%	25%	43%	39%
I have taken, or am considering taking, a second job in order to maintain my standard of living	53%	25%	43%	36%
I feel that jobs are getting easier to find	37%	41%	28%	42%
Home ownership is still within reach for most people	36%	39%	27%	55%

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 &amp; Healthcare</i> ]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Drug abuse is a serious public health issue in the United States	82%	4%	81%	5%
Mental health issues are a growing problem for people in the United States	82%	4%	84%	4%
I am generally satisfied with my healthcare coverage	59%	19%	65%	20%
The cost of prescription drugs is a financial problem for me	47%	25%	42%	34%
Medicaid and Medicare are working well now	45%	22%	41%	27%
The cost of my health care and insurance is reasonable	44%	30%	45%	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 &amp; 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	63%	10%	56%	15%
Abortion laws should be created by state governments, not by the federal government	41%	26%	48%	29%

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	28%	36%
Abortion should be legal at any time during pregnancy	20%	14%
Abortion should be illegal in all cases	12%	11%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	9%	6%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	8%	12%
Abortion should be legal only in the first 15 weeks of pregnancy	7%	8%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	6%	5%
Other	1%	1%
Unsure/I don't know	8%	6%



# CRIME & PUBLIC SAFETY

# Crime & Public Safety

How much do you agree or disagree with the following statements? [ <i>Crime &amp; Public Safety</i> ]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Homelessness is a serious problem in the United States	<b>83%</b>	<b>5%</b>	<b>87%</b>	<b>3%</b>
Crime is a growing problem in the United States	<b>74%</b>	<b>9%</b>	<b>77%</b>	<b>8%</b>
I believe that stricter gun control laws would reduce crime	<b>66%</b>	<b>20%</b>	<b>44%</b>	<b>42%</b>
Children in my community are generally safe at the schools they attend	<b>58%</b>	<b>18%</b>	<b>59%</b>	<b>18%</b>
Police departments in the United States are understaffed	<b>57%</b>	<b>15%</b>	<b>66%</b>	<b>12%</b>
Government authorities have become too lenient on criminals	<b>55%</b>	<b>18%</b>	<b>62%</b>	<b>16%</b>
Government authorities are doing a good job combating crime in my neighborhood	<b>53%</b>	<b>21%</b>	<b>47%</b>	<b>22%</b>

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 &amp; Public Safety</i> ]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Government authorities are doing a good job protecting businesses near where I live and shop	53%	16%	48%	19%
I support second amendment gun rights	53%	25%	69%	14%
Gun violence is a growing problem where I live	51%	26%	41%	36%
I feel less safe in my everyday life than I did a year ago	48%	28%	44%	29%
Crime is a growing problem where I live	47%	30%	48%	30%
Homelessness is a serious problem in my neighborhood	46%	34%	42%	41%
My Police Department is understaffed	46%	21%	45%	18%
My local government should significantly reduce the resources and budgets for police	29%	42%	19%	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

# IMMIGRATION & BORDER SECURITY

# Immigration & Border Security

How much do you agree or disagree with the following statements? [ <i>Immigration &amp; Border Security</i> ]	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	70%	12%	78%	9%
All migrants who want to enter the United States should be fully vetted first	67%	9%	78%	5%
There are too many undocumented immigrants crossing the border into the United States	67%	13%	76%	9%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	64%	14%	77%	8%
We should provide a pathway to legal status (including citizenship) for undocumented immigrants who have been in the U.S. and have not committed a serious crime	63%	14%	51%	26%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	63%	18%	78%	8%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	61%	12%	72%	8%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	61%	19%	78%	9%
We should reform immigration laws to give higher priority to people with needed skills and education	57%	14%	52%	18%

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 &amp; Border Security</i> ]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
There are too many undocumented migrants coming to my state	57%	18%	75%	10%
I support the Texas government's efforts to secure the border	55%	24%	69%	17%
It feels like migrants are being treated better than most Americans	52%	33%	65%	21%
The United States military should be used to secure the southern border	51%	29%	64%	17%
Local law enforcement should be able to detain undocumented migrants	50%	26%	71%	11%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	49%	27%	32%	51%
The arrival of migrants has made the affordable housing problem worse	48%	27%	62%	15%
The rules that I have to live by don't seem to apply to migrants	47%	30%	67%	16%
The Biden administration is primarily responsible for the situation at the southern border	47%	30%	63%	22%
The U.S. should complete the construction of a wall on the southern border of the U.S.	46%	33%	64%	19%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

# Immigration & Border Security

How much do you agree or disagree with the following statements? [ <i>Immigration &amp; Border Security</i> ]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Most undocumented migrants who entered the U.S. over the last few years should be deported	44%	31%	61%	17%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	44%	32%	28%	56%
Undocumented migrants have increased crime in my state	43%	31%	63%	18%
The resettling of all the migrants will, in the long-run, benefit the United States	42%	27%	27%	44%
I support the way my state and local officials are handling the migrant issue	41%	32%	49%	28%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	41%	39%	59%	26%
Undocumented migrants will take jobs away from poorer and working-class Americans	39%	41%	58%	24%
I support the way the Biden Administration is managing the southern border	37%	38%	23%	59%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	32%	33%	29%	45%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	29%	49%	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

# CLIMATE CHANGE & ENERGY POLICY



# Climate Change & Energy Policy

How much do you agree or disagree with the following statements? [ <i>Climate Change &amp; Energy Policy</i> ]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Climate change is a very big threat to the planet	69%	13%	57%	28%
Climate change is a result of human activity	67%	13%	58%	23%
Governments should create policies that encourage oil and gas production in the U.S.	57%	14%	65%	17%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	52%	23%	38%	42%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	48%	28%	32%	48%
Government regulation and action on climate change is hurting the economy	47%	25%	52%	23%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	47%	20%	37%	41%

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 voting in the 2020 election was free and fair and the vote-counting was done accurately	59%	23%	46%	35%
The federal government of the United States has become too intrusive in the lives of Americans	56%	17%	69%	13%
The United States Justice Department has become politicized in its prosecutions	53%	15%	62%	13%
The FBI has become politicized in its investigations	52%	20%	61%	15%
The federal government of the United States is too big and powerful	50%	19%	61%	17%
I am confident that Social Security and Medicare benefits, that are similar to those of current retirees, will be available in the future to younger generations	46%	27%	32%	42%
I want the next president to shrink the size of the federal government	41%	19%	55%	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

# 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	65%	12%	55%	20%
I support the Biden Administration's efforts to forgive student loans	60%	24%	39%	46%
China represents the most serious economic and geo-political threat to the United States	58%	13%	68%	9%
The U.S. government should spend less money supporting the war in Ukraine	55%	20%	55%	22%
Iran is the primary destabilizing force in the Middle East	47%	10%	55%	7%
The government should ban social media, like Facebook and TikTok, from being used by children	46%	31%	45%	32%
I think that the United States spends too much on defense and the military	43%	32%	29%	47%
I support the way the Biden Administration is dealing with the Israel-Hamas war	38%	39%	23%	52%
Student loans should not be forgiven and paid for by taxpayers	37%	42%	53%	30%
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	36%	31%	35%	33%
The United State should increase the amount of military aid it sends to Israel	33%	38%	36%	35%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	31%	43%	22%	52%

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	64%	11%	77%	8%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	59%	14%	61%	17%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	55%	21%	59%	15%
Social media, like Facebook and TikTok, does more harm than good	45%	27%	49%	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

# 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	81%	7%	87%	2%
Parents should have a say in what is taught to their children in public schools	64%	18%	73%	11%
More emphasis should be placed on trade schools	63%	9%	72%	5%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	62%	11%	57%	19%
The public schools in my neighborhood are good	60%	15%	59%	13%
College is no longer worth the cost for most students	60%	15%	70%	12%
The public school system is working well in my state	47%	23%	43%	27%
Public schools where I live are better than they were before the pandemic	37%	24%	25%	30%
Colleges and universities should be allowed to use race in admissions decisions	29%	45%	23%	57%
The federal government's Department of Education should be eliminated	24%	47%	32%	39%

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

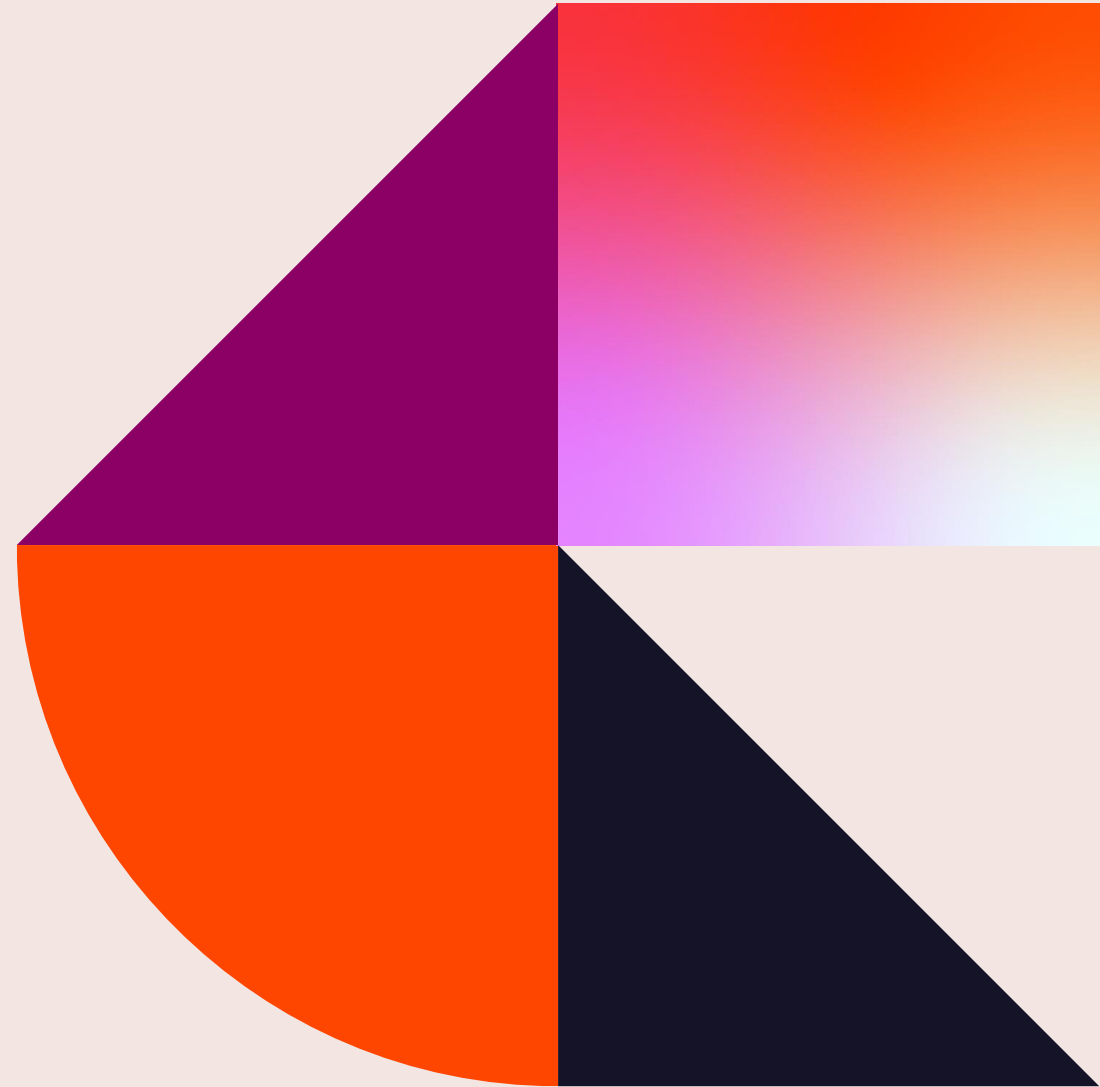
Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

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# 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.

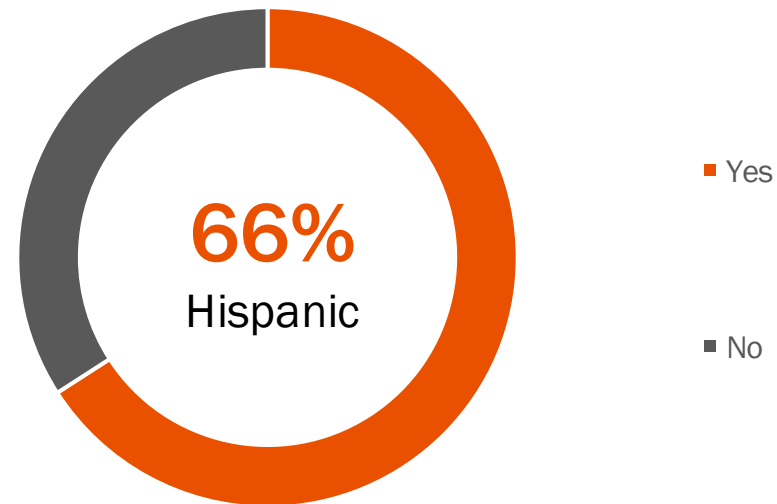
## Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
YouTube	52%	40%	Debates	22%	26%
Local Television	51%	51%	Radio	22%	23%
National Television (like network programs or cable news)	49%	55%	Newspapers	21%	22%
Facebook	42%	35%	Podcasts	20%	20%
TikTok	36%	18%	Snapchat	13%	8%
Instagram	33%	20%	School	11%	4%
Family	32%	30%	Religious organization/Church	7%	9%
Friends	30%	30%	Magazines	7%	8%
X, formerly known as Twitter	28%	23%	Community organization	6%	5%
Online publications	23%	25%	None of these	2%	4%

# Spanish-Language News Viewers & Streamers

Do you watch or stream Spanish-language news?

## Spanish-Language News Viewers & Streamers



# Univision & Telemundo Viewers

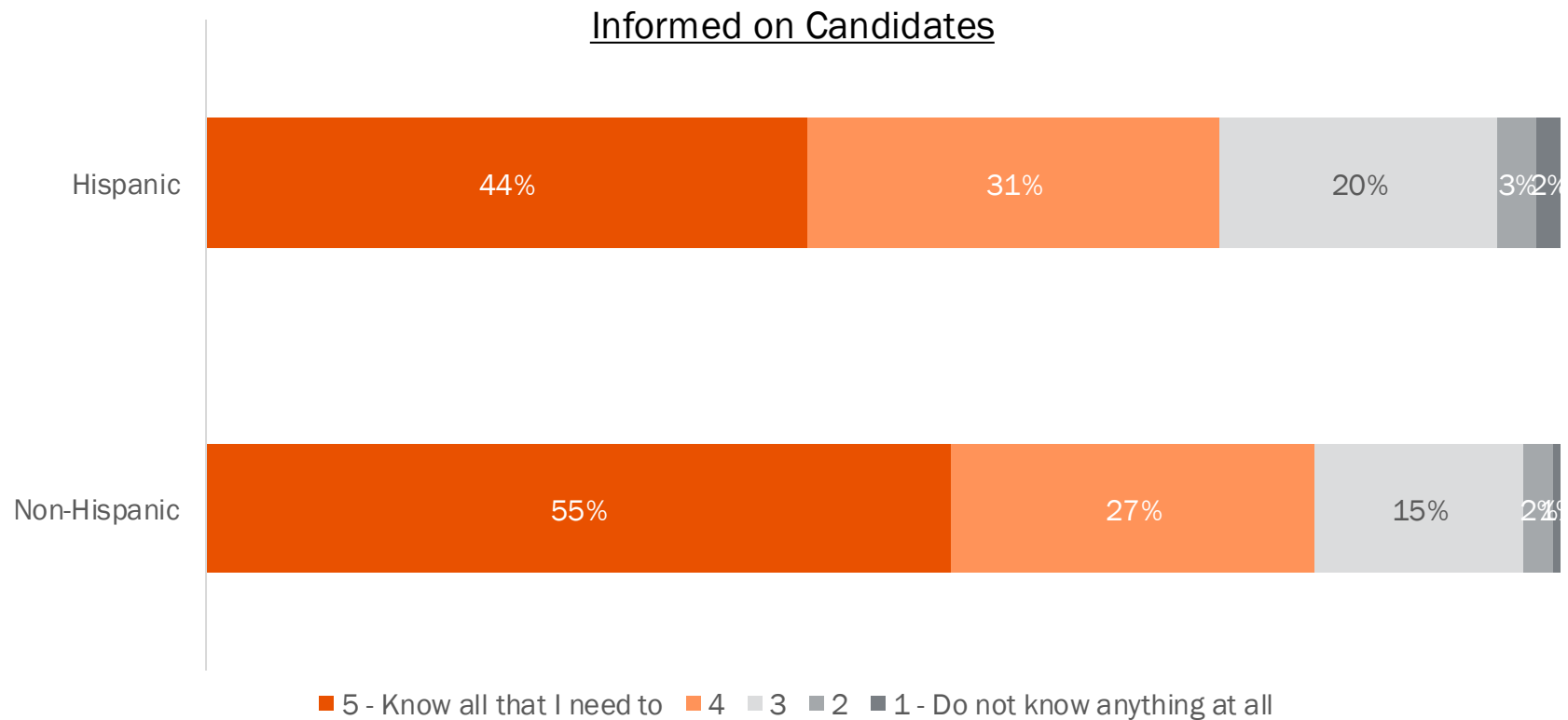
Do you watch or stream newscasts or new content from either of the following organizations? Check all that apply.

## Univision & Telemundo Viewers

	Hispanic
Univision	82%
Telemundo	68%
None of the above	6%

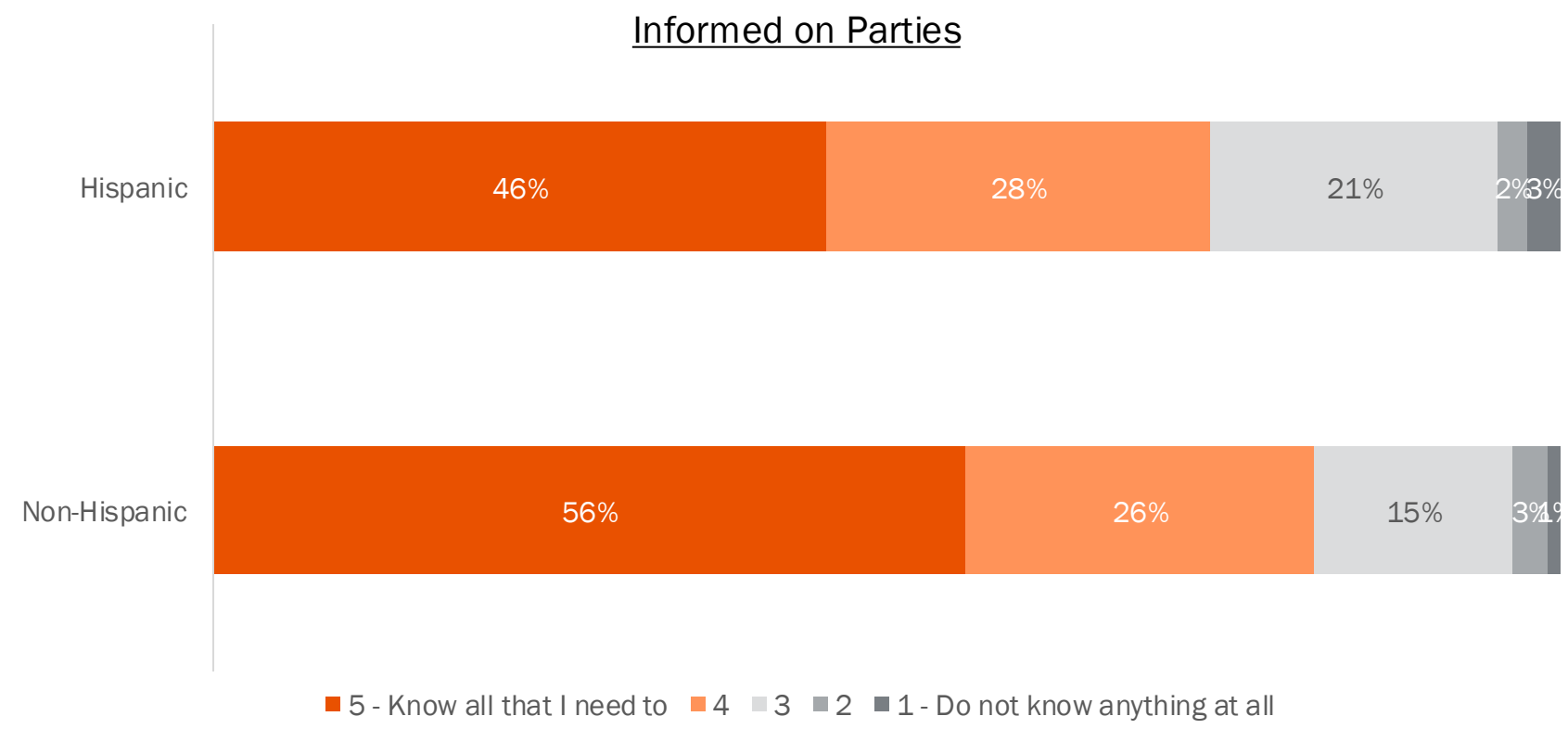
# 56% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

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

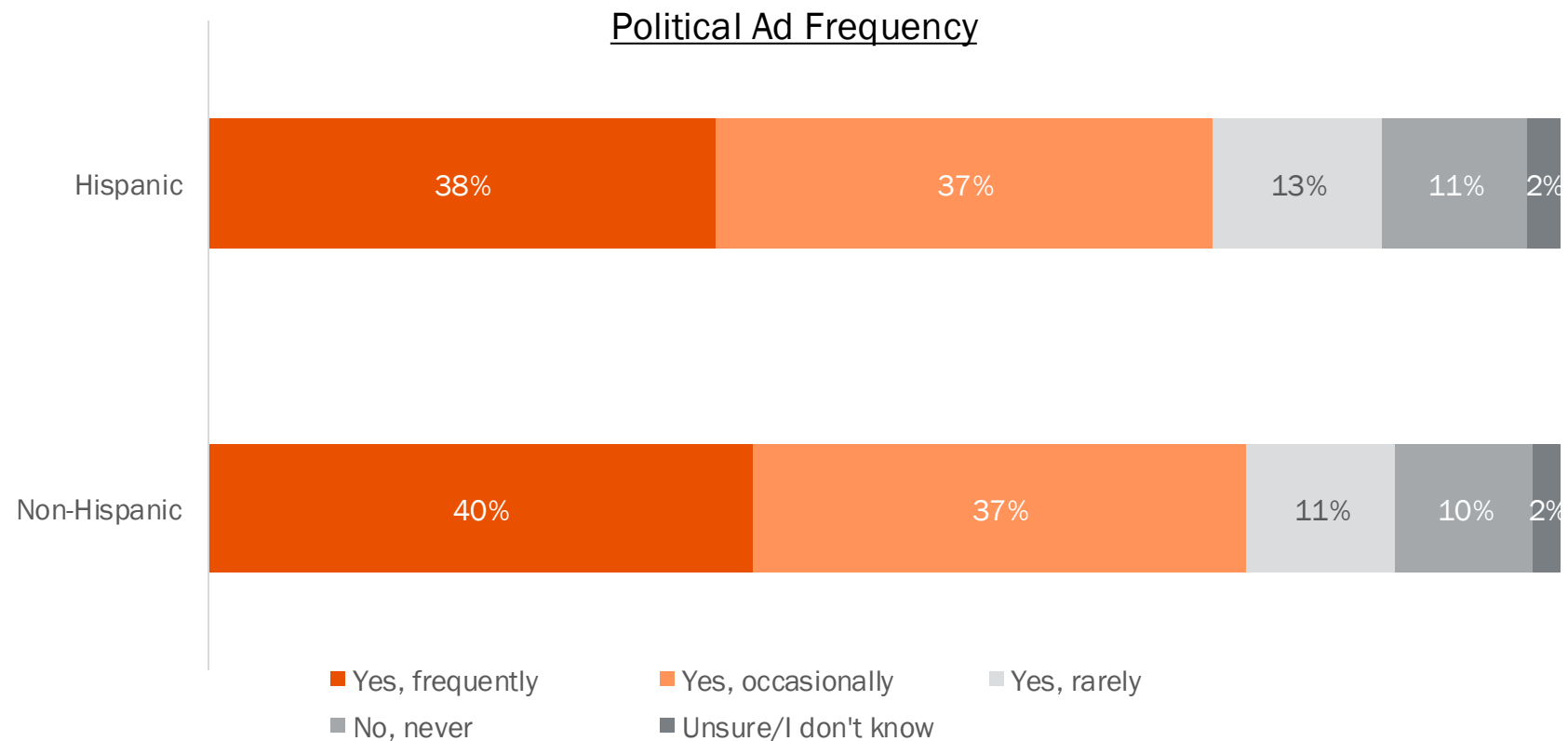
Do you think that you know enough now about where the political parties stand on the issues most important to you to confidently make a voting decision?



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

# 60% of Hispanics Occasionally, Rarely or Never See Political Ads

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







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

# 71%

**OF HISPANICS AGREE**

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

# 68%

**OF HISPANICS AGREE**

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

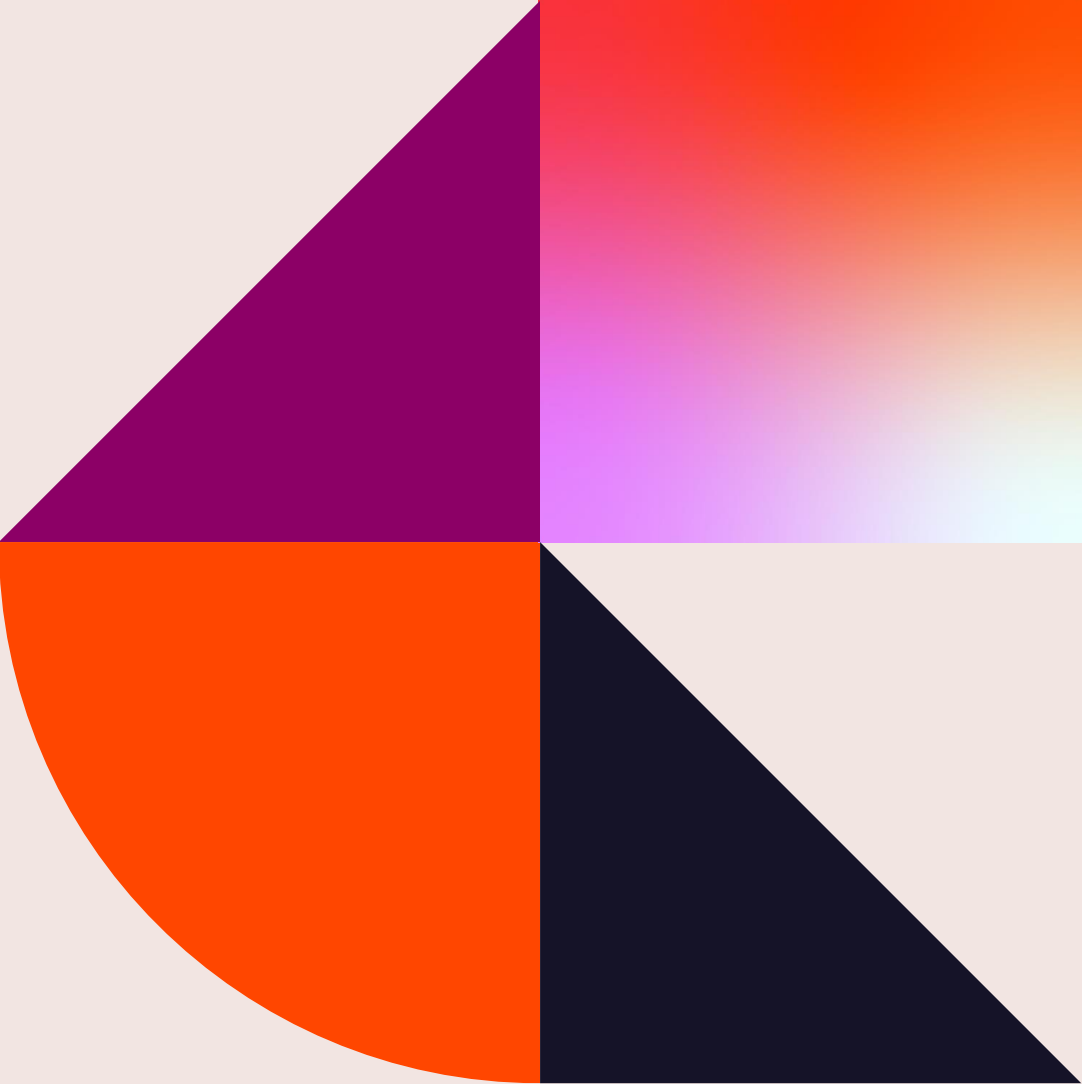
# 62%

**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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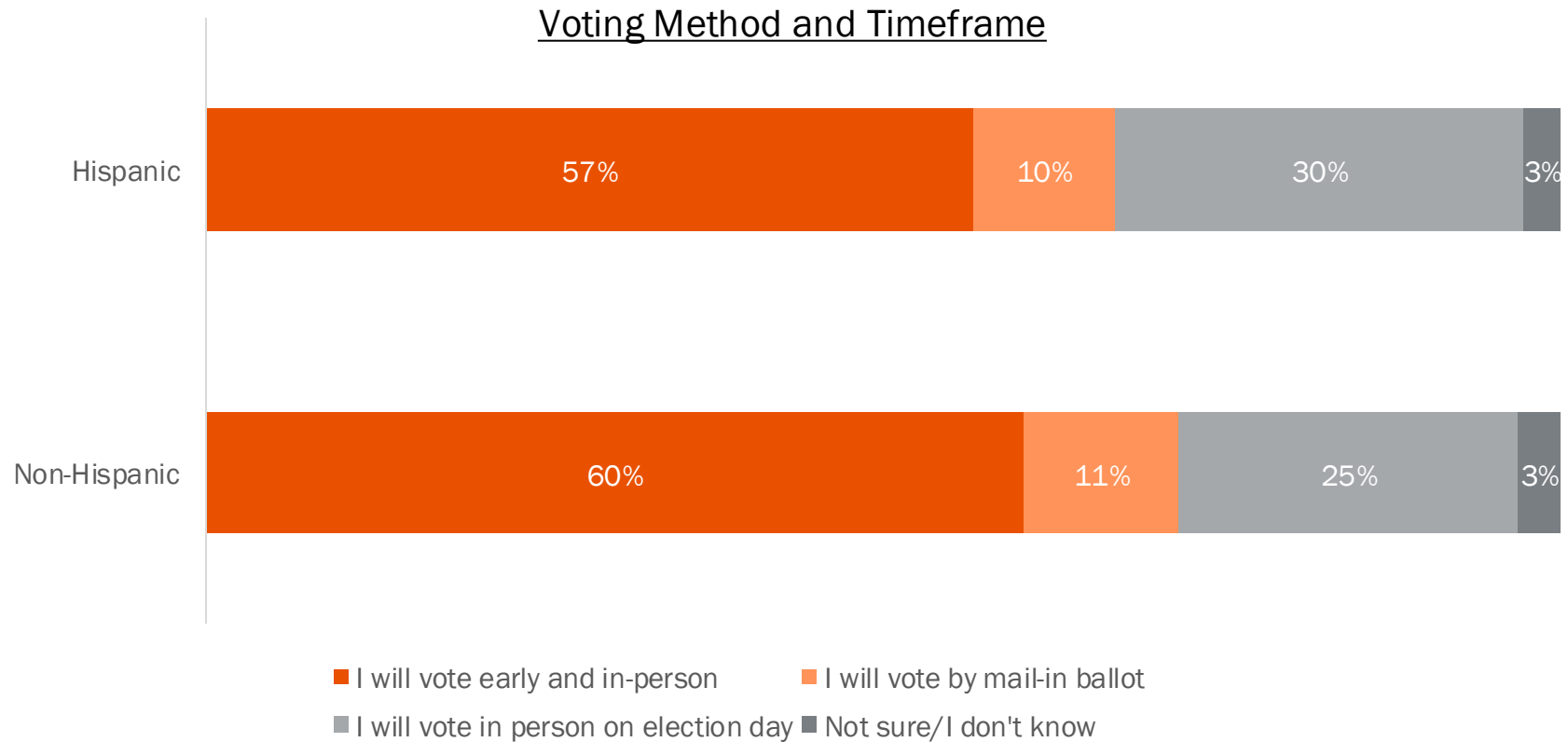
# Voting & Campaign Information



# Voting Method and Timeframe

- MAJORITY WILL VOTE EARLY AND IN-PERSON; HISPANICS MORE LIKELY THAN NON-HISPANICS TO VOTE IN PERSON ON ELECTION DAY

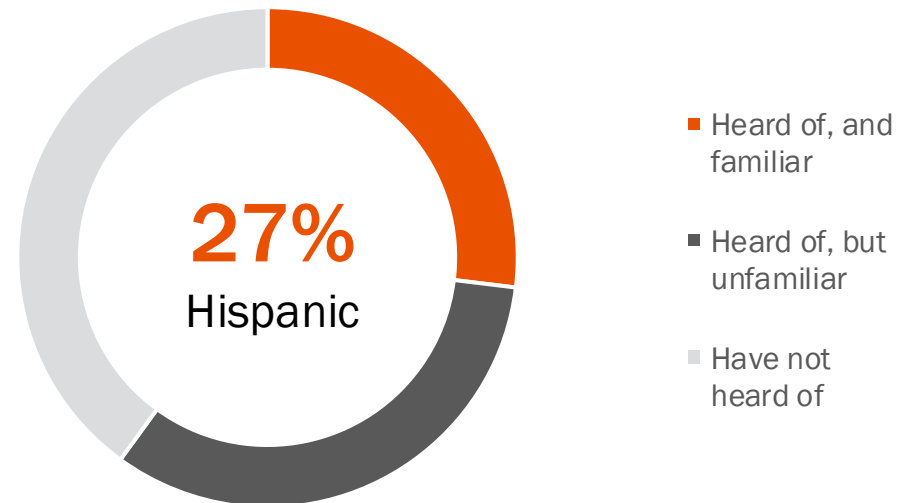
*How do you plan to vote in the General election?*



# Vota Conmigo Familiarity

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

Vota Conmigo Familiarity





# Gracias

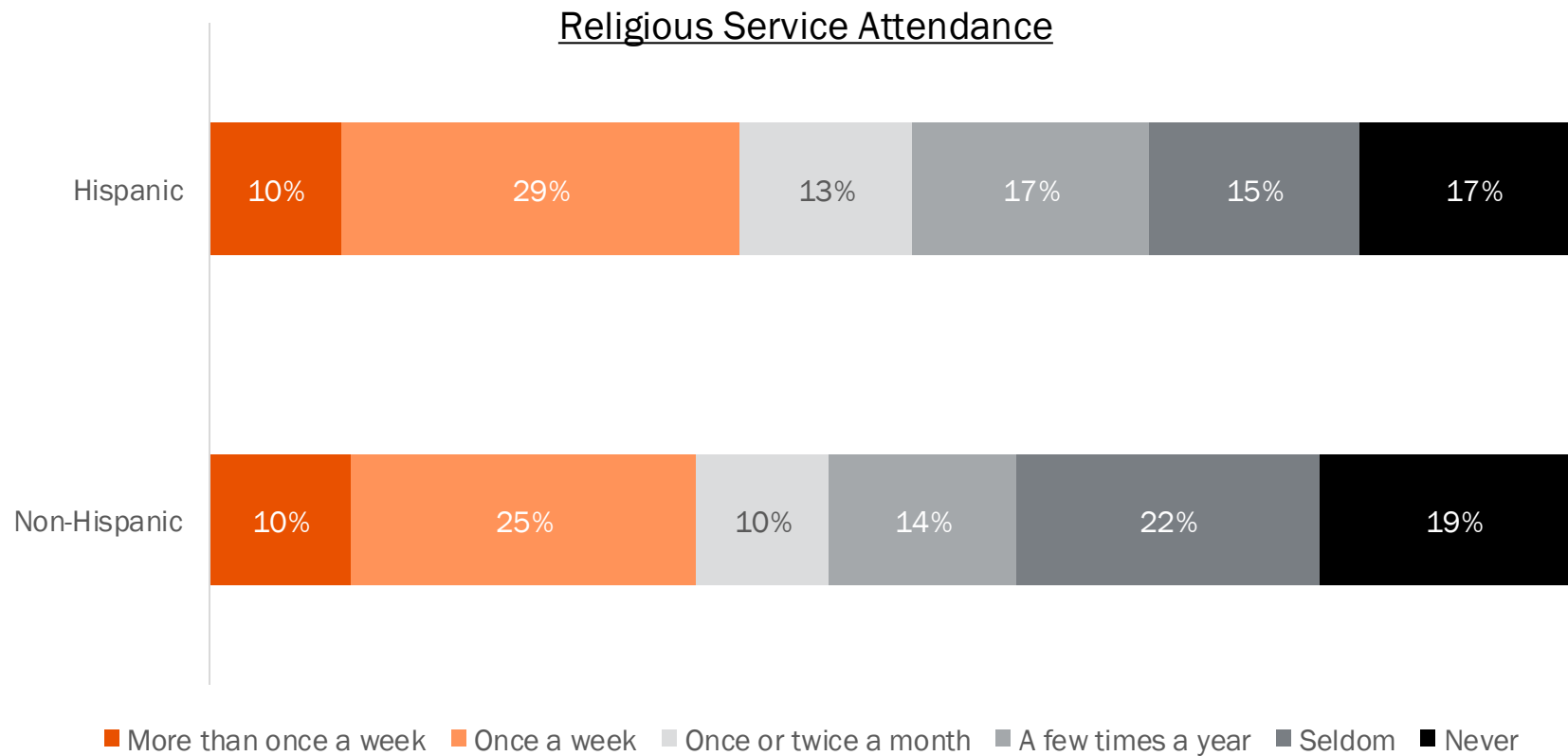
Televisa  
Univision

Consumer  
Strategy & Insights

# APPENDIX

# Religious Service Attendance

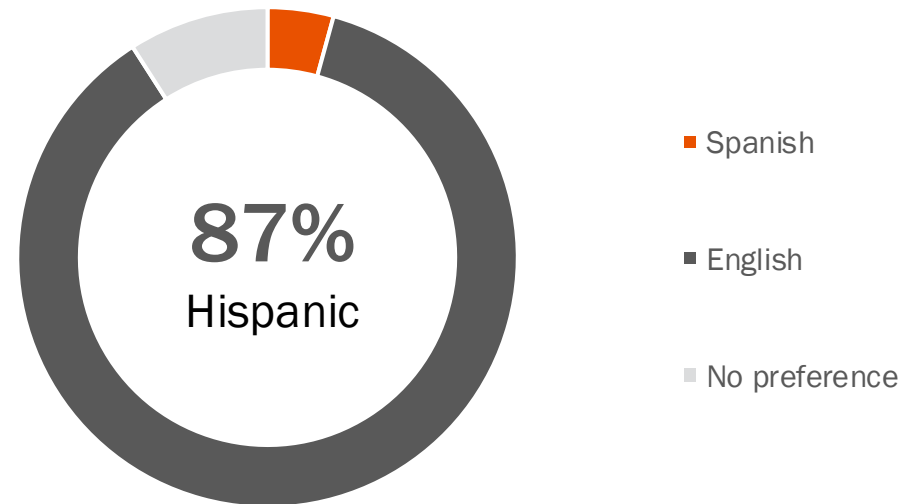
Aside from weddings and funerals, how often would you say that you attend religious services?



# Ballot Language Preference

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

Ballot Language Preference





# 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	65%	9%	61%	12%
I appreciate being personally contacted, by phone or by knocking at my door by a political party, candidate or organization that is looking to influence my vote	36%	39%	25%	55%

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