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

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TU & Media Predict

2024 Presidential Tracker

Texas
September 2024

Televisa Univision | **Consumer** Strategy & Insights | MEDIA PREDICT

Objectives

- Measure current landscape of the 2024 General Election

- Assess voter sentiment towards current candidates and government bodies

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

- Compare and contrast Hispanic and Non-Hispanic voters

Methodology

- Online survey of 1,193 likely voters ages 18+

A18+
588 Hispanic (416 SpanDom/Bilingual)
605 Non-Hispanic

- In field 9/12/2024 – 9/15/2024

- 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 4.1% for Hispanics and 4.1% for Non-Hispanics.

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

Only 41% 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

41%
Hispanic

26%
Non-Hispanic
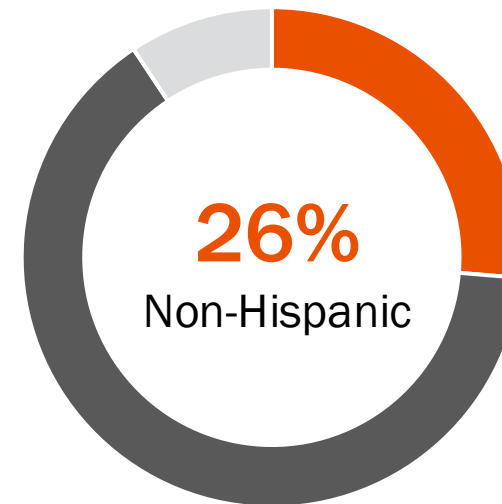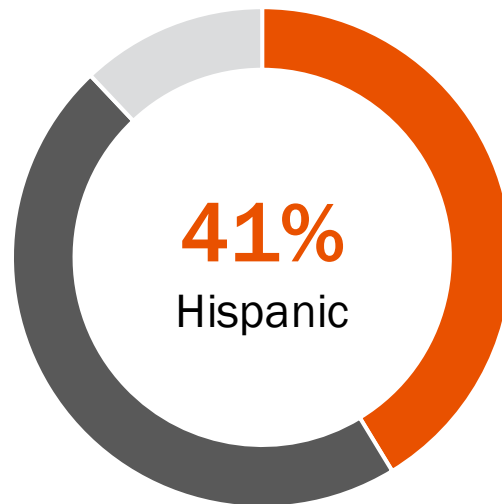
- Right direction
- Wrong track
- Unsure/I don't know

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General Election Polling
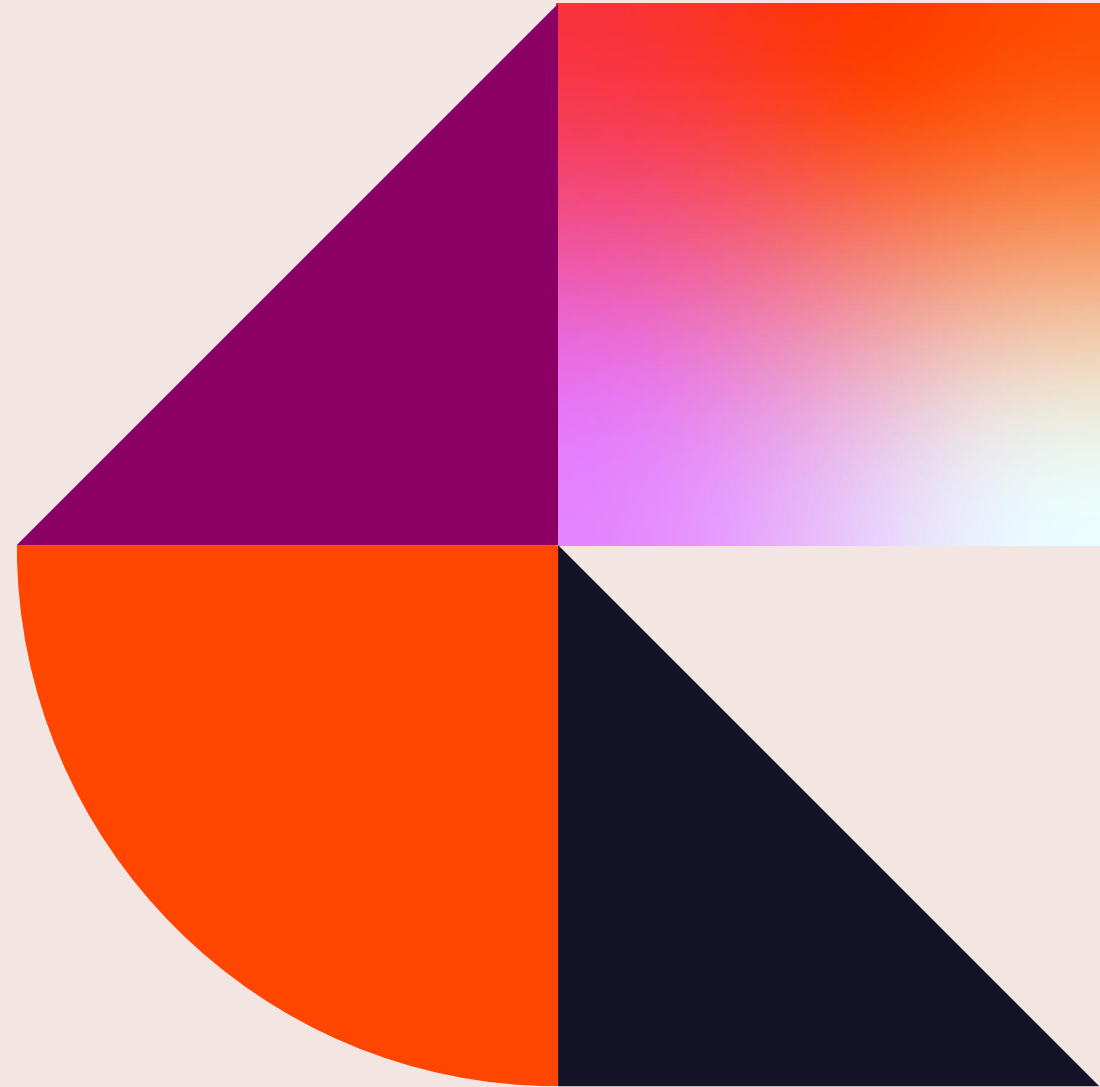
Matchup: Harris vs Trump

- HARRIS LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 27% OF HISPANICS UP FOR GRABS (26% NOT DEFINITE, 1% 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

Hispanic
46% | 15% | 11% | 24% | 3% | 1%

45% Aug'24
Biden 39% Apr'24

25% Aug'24
24% Apr'24

Non-Hispanic
32% | 9% | 9% | 44% | 3% | 3%

33% Aug'24
Biden 30% Apr'24

46% Aug'24
39% Apr'24

■ Definitely Harris ■ Probably Harris ■ Probably Trump ■ Definitely Trump ▢ Someone else ■ Unsure/I don't know

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

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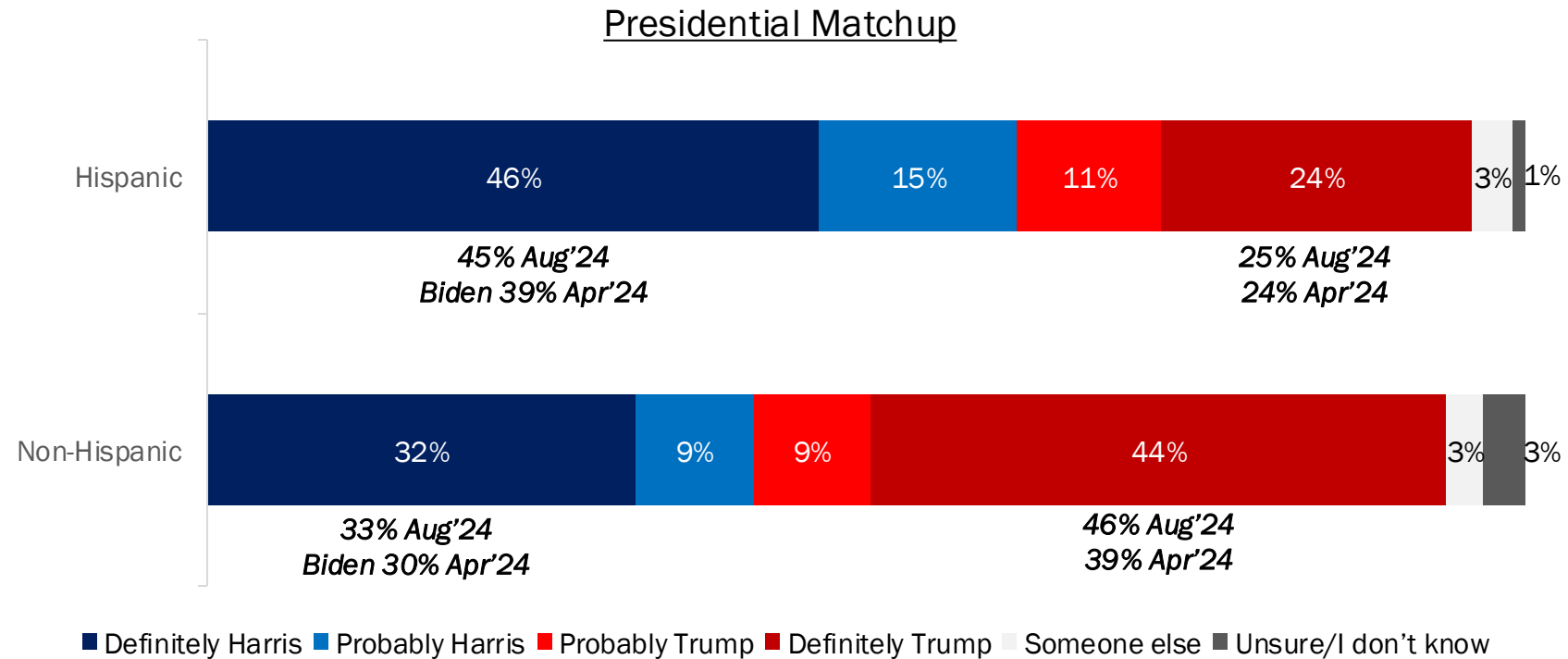
Candidate Support Among Hispanics

- TRUMP'S STRONGEST SUPPORT AMONG ADULTS 18-34

- HARRIS' STRONGEST SUPPORT AMONG WOMEN, ADULTS 35+

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

Presidential Matchup

Men

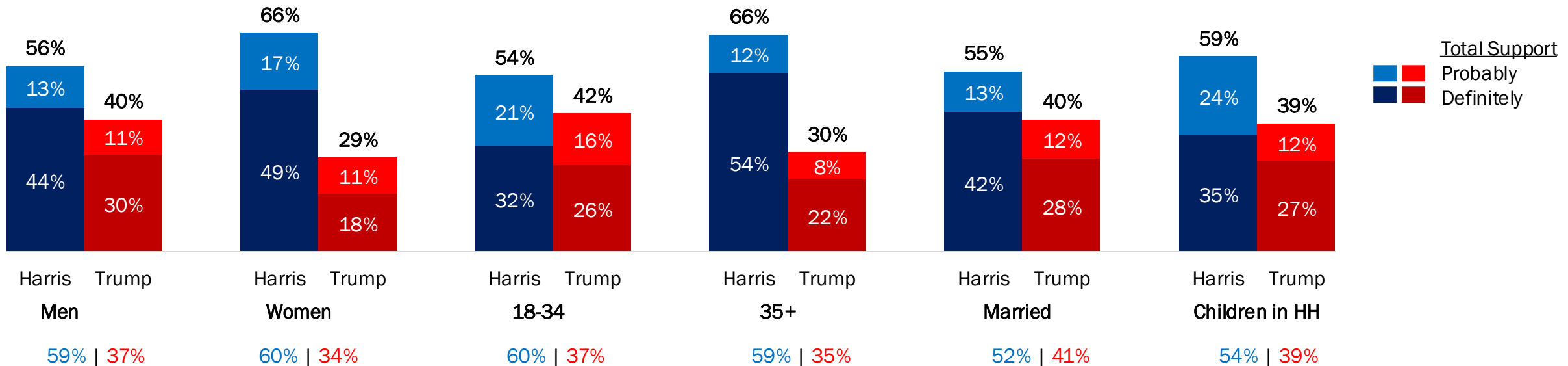|	Harris	Trump
Total	56%	40%
Probably	13%	11%
Definitely	44%	30%

Women

	Harris	Trump
Total	66%	29%
Probably	17%	11%
Definitely	49%	18%

18-34

	Harris	Trump
Total	54%	42%
Probably	21%	16%
Definitely	32%	26%

35+

	Harris	Trump
Total	66%	30%
Probably	12%	8%
Definitely	54%	22%

Married

	Harris	Trump
Total	55%	40%
Probably	13%	12%
Definitely	42%	28%

Children in HH

	Harris	Trump
Total	59%	39%
Probably	24%	12%
Definitely	35%	27%

Total Support
Probably
Definitely

Aug'24:
(Top2Box)

	Men	Women	18-34	35+	Married	Children in HH
	59% | 37%	60% | 34%	60% | 37%	59% | 35%	52% | 41%	54% | 39%

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Hispanic Harris 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
- 8% | 5% Aug'24
- 19%
- 73% | 72% Aug'24

Non-Hispanic
- 14% | 16% Aug'24
- 25%
- 61% | 60% Aug'24

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
- 9% | 6% Aug'24
- 19%
- 71% | 73% Aug'24
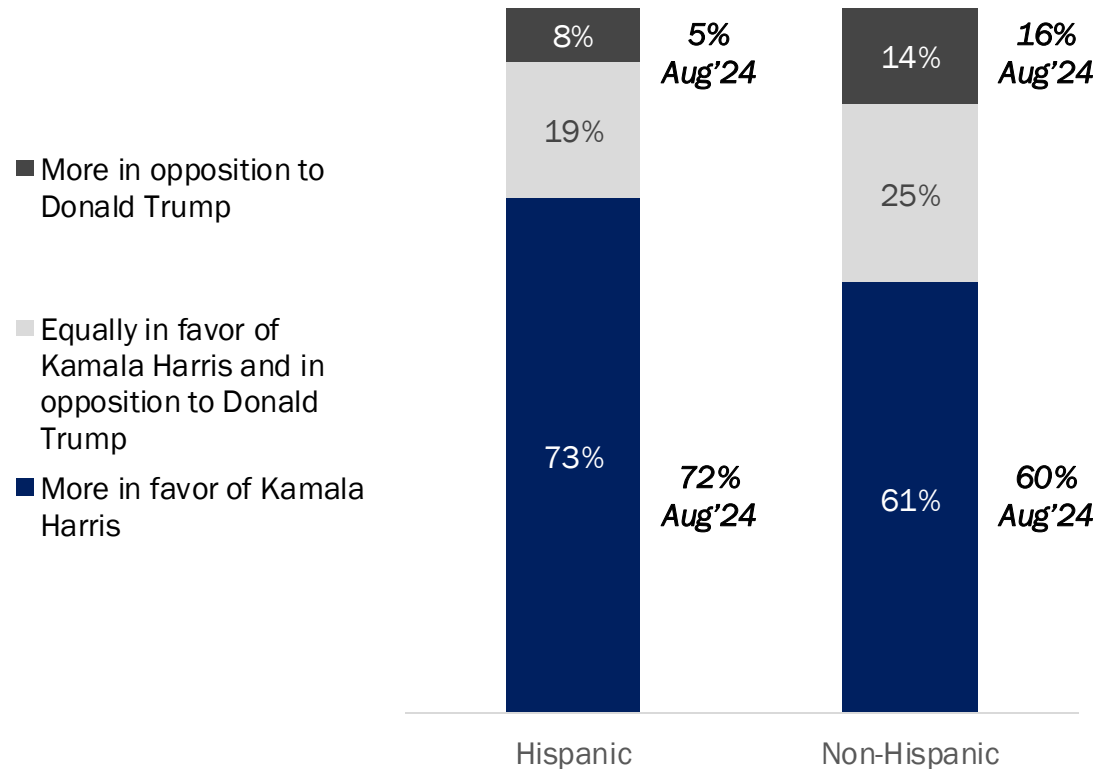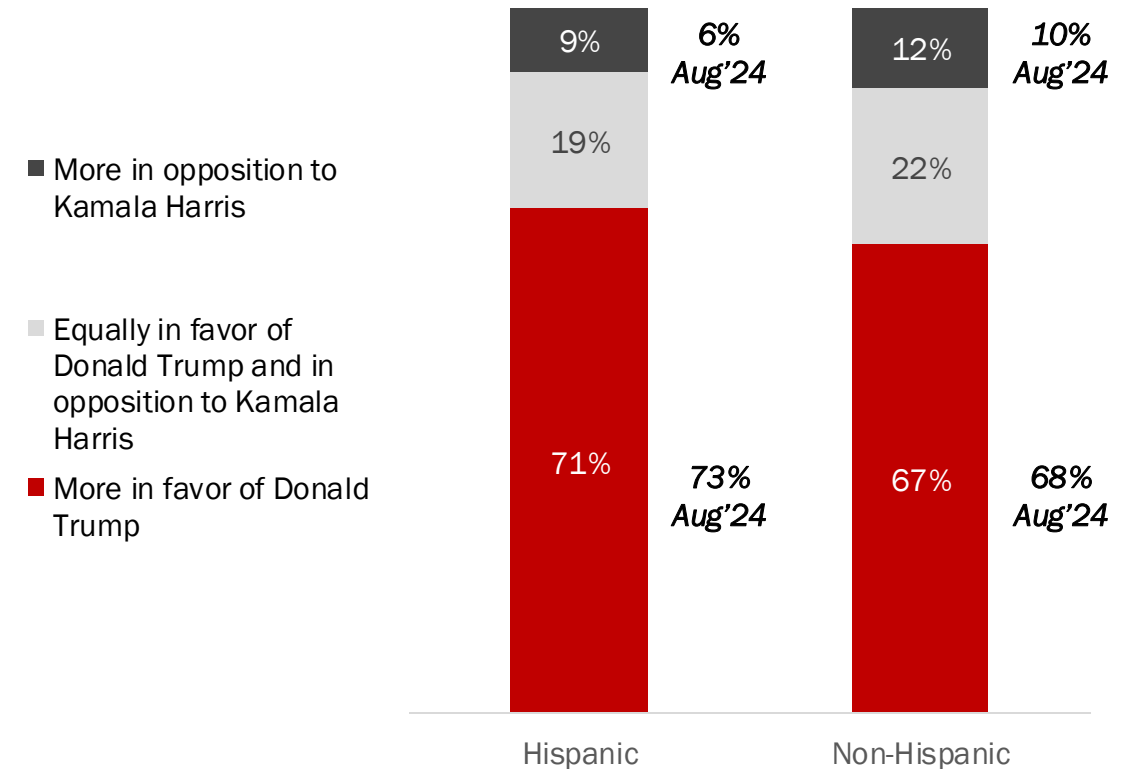
Non-Hispanic
- 12% | 10% Aug'24
- 22%
- 67% | 68% Aug'24

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

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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?
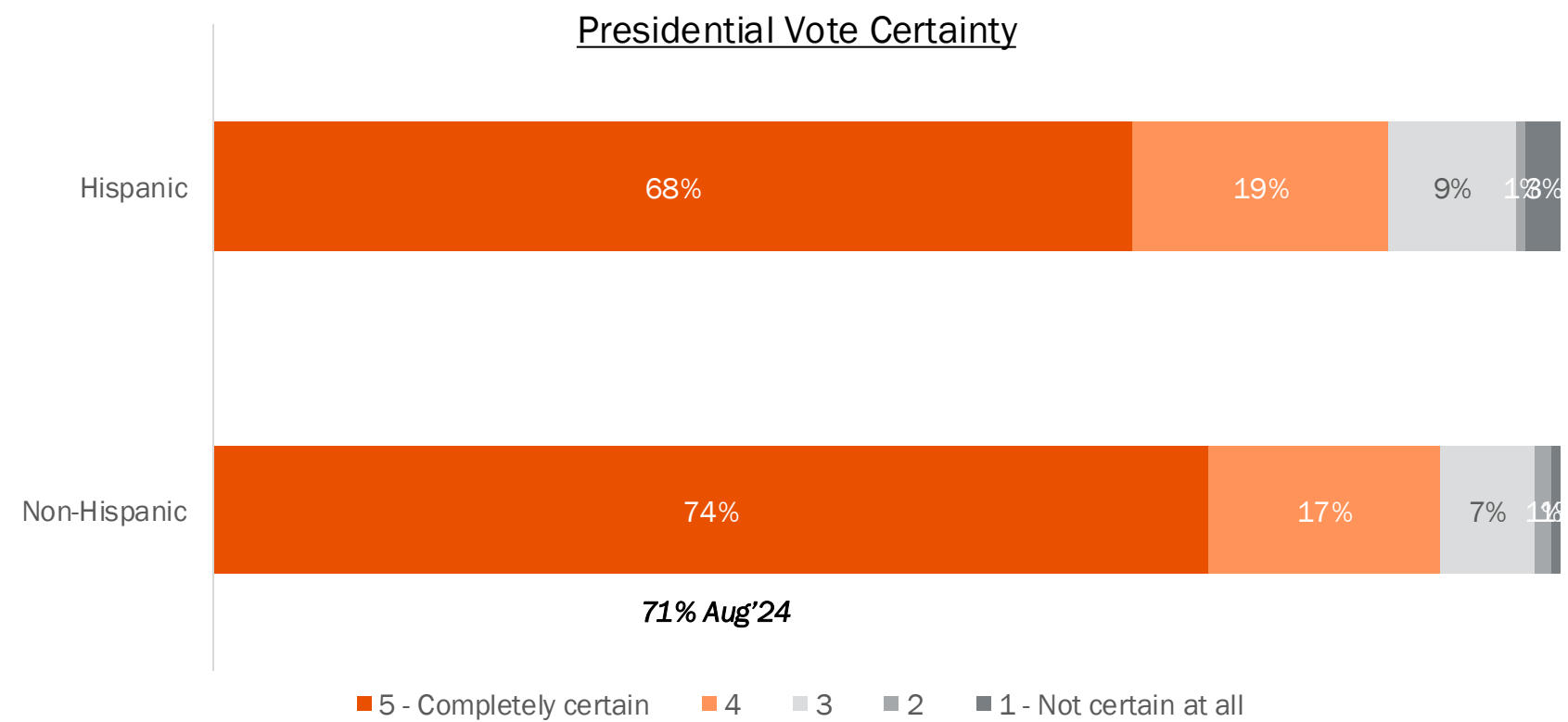
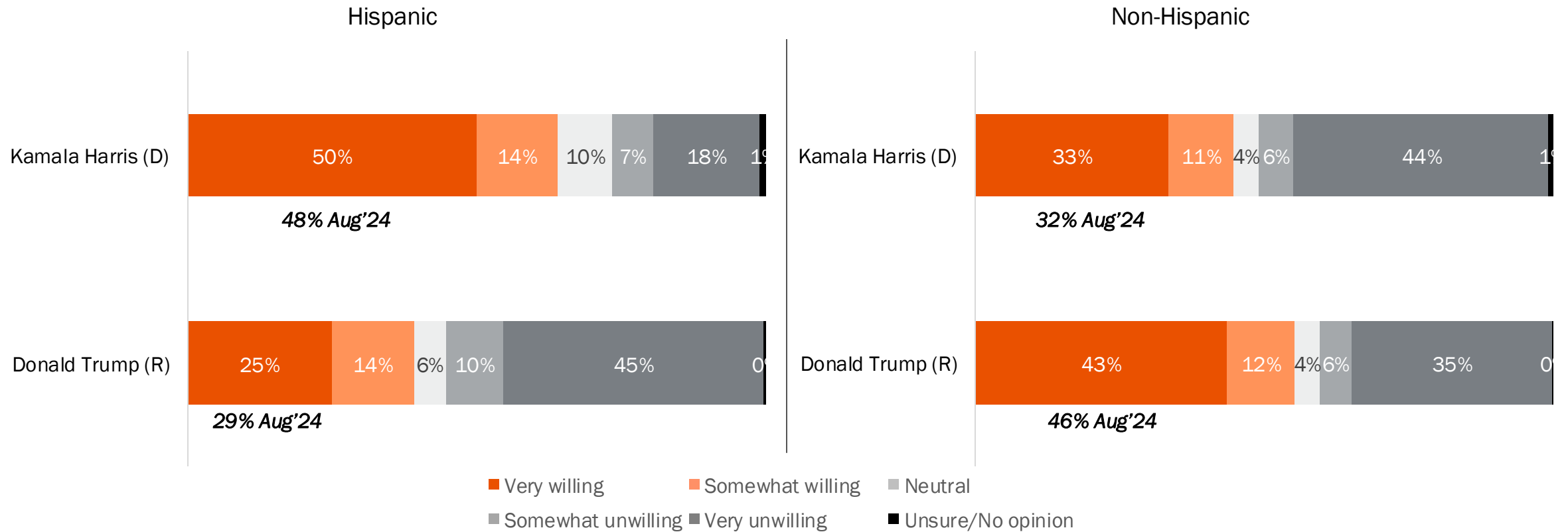## Presidential Vote Certainty

Hispanic
| 68% | 19% | 9% | 1% | 3% |

Non-Hispanic
| 74% | 17% | 7% | 1% | 1% |

71% Aug'24

■ 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

Kamala Harris (D)
| 50% | 14% | 10% | 7% | 18% | 1% |

48% Aug'24

Donald Trump (R)
| 25% | 14% | 6% | 10% | 45% | 0% |

29% Aug'24

Non-Hispanic

Kamala Harris (D)
| 33% | 11% | 4% | 6% | 44% | 1% |

32% Aug'24

Donald Trump (R)
| 43% | 12% | 4% | 6% | 35% | 0% |

46% Aug'24

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

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House of Representatives Vote

- DEMOCRATS FAVORED BY HISPANICS, HIGHER THAN NON-HISPANICS
- 33% OF HISPANICS UP FOR GRABS (28% 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?

House of Representatives Vote

Hispanic

| 45% | 14% | 14% | 19% | 2% | 5% |

43% Aug'24
39% Apr'24

22% Aug'24
20% Apr'24

Non-Hispanic

| 31% | 8% | 14% | 40% | 3% | 4% |

30% Aug'24
27% Apr'24

42% Aug'24
40% Apr'24

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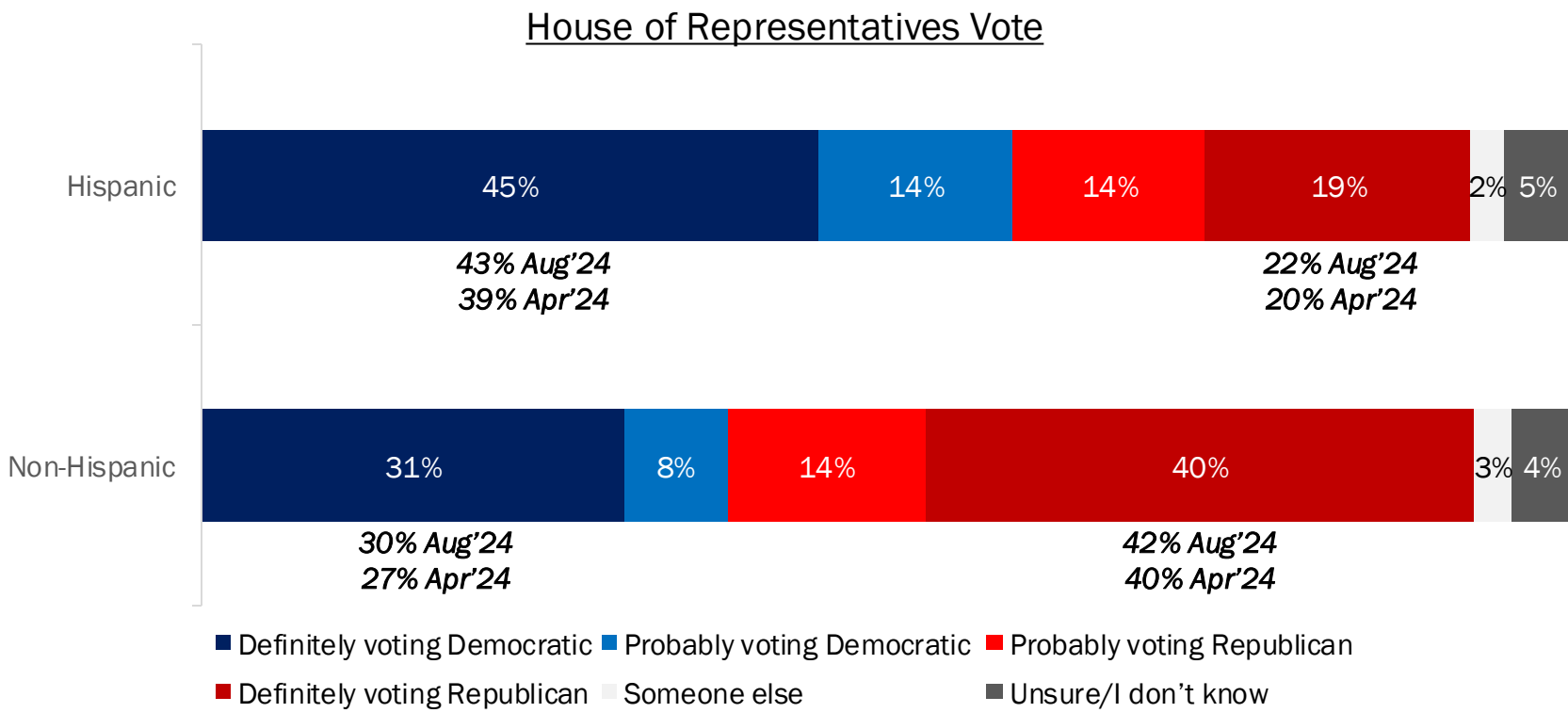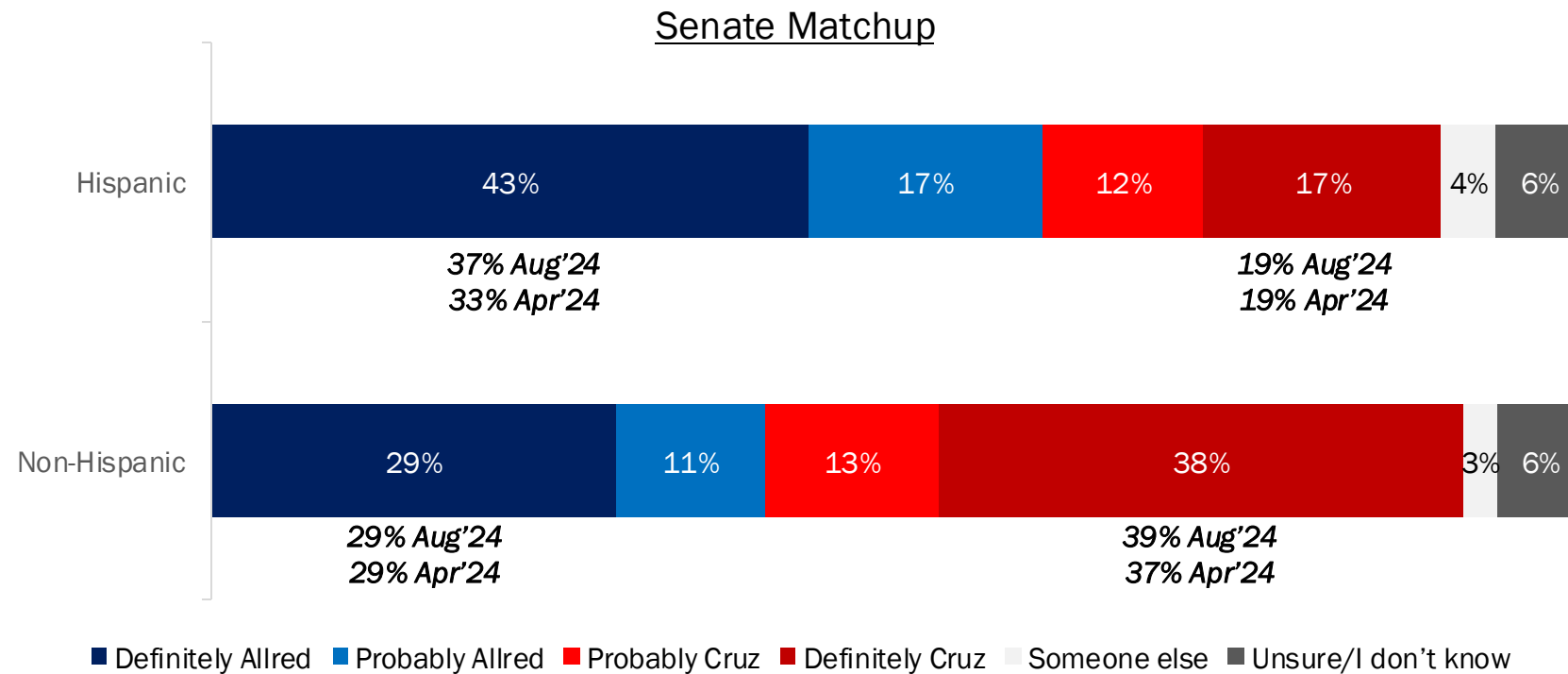
■ Definitely voting Republican ■ Someone else ■ Unsure/I don't know

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

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Matchup: Allred vs Cruz

- ALLRED LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 35% OF HISPANICS UP FOR GRABS (29% NOT DEFINITE, 6% 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?

Senate Matchup

Hispanic

| 43% | 17% | 12% | 17% | 4% | 6% |

37% Aug'24
33% Apr'24

19% Aug'24
19% Apr'24

Non-Hispanic

| 29% | 11% | 13% | 38% | 3% | 6% |

29% Aug'24
29% Apr'24

39% Aug'24
37% Apr'24

■ Definitely Allred　■ Probably Allred　■ Probably Cruz　■ Definitely Cruz　☐ Someone else　■ Unsure/I don't know

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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?
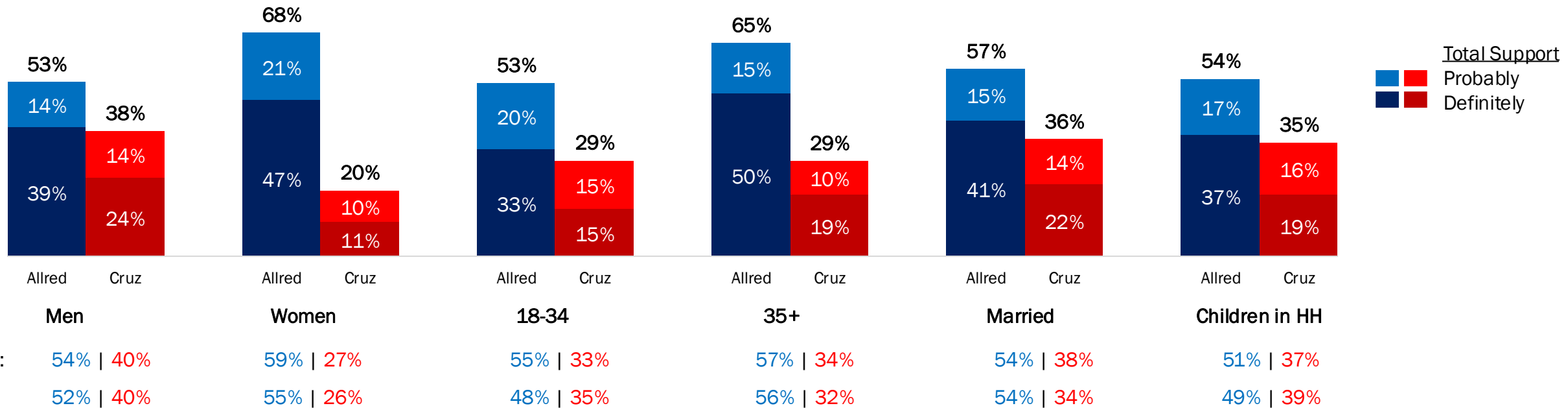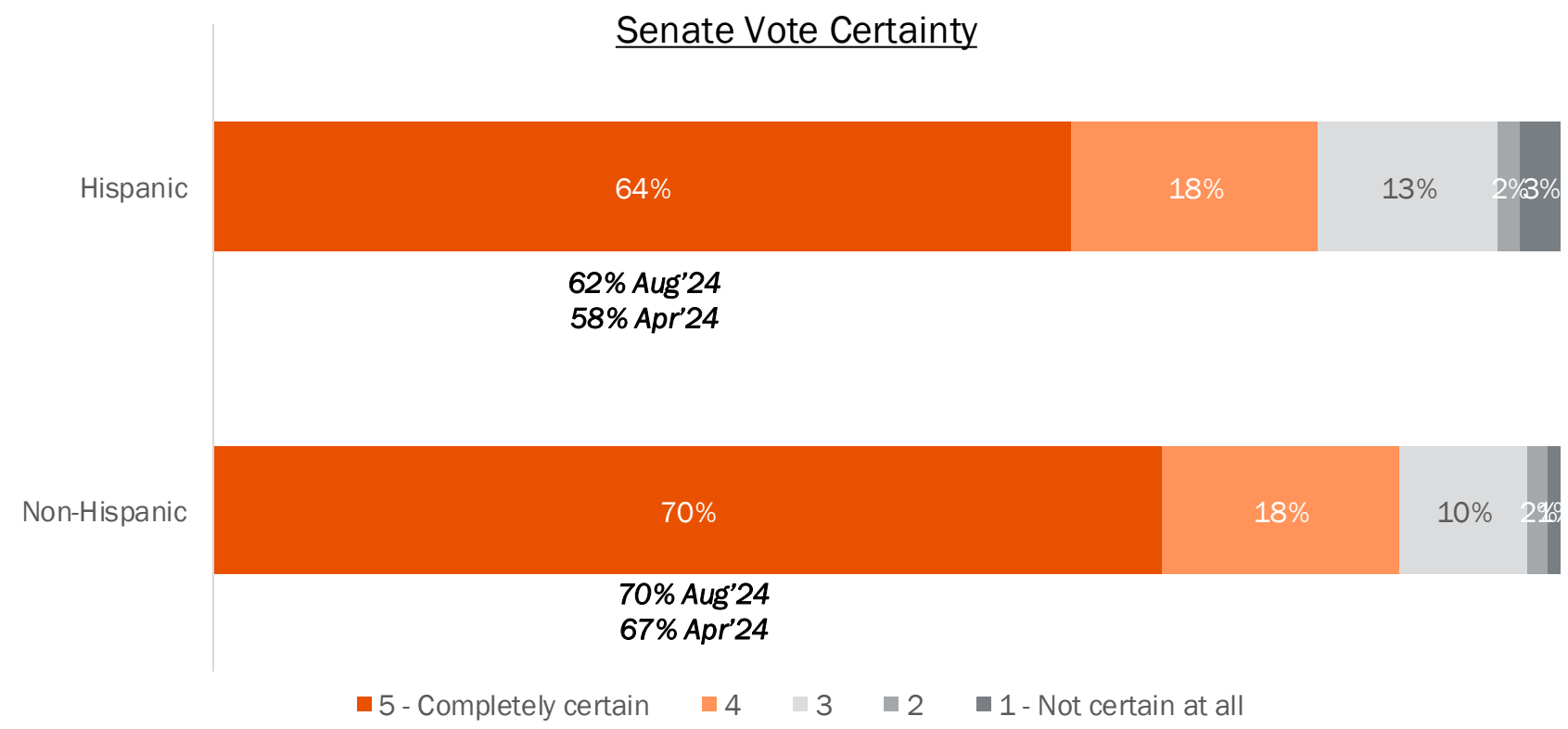
Senate Matchup

Total Support
Probably
Definitely

	Men	Women	18-34	35+	Married	Children in HH
Aug'24:	54% | 40%	59% | 27%	55% | 33%	57% | 34%	54% | 38%	51% | 37%
Apr'24:	52% | 40%	55% | 26%	48% | 35%	56% | 32%	54% | 34%	49% | 39%

(Top2Box)

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36% of Hispanics Not Completely Certain About Their Vote for Senator

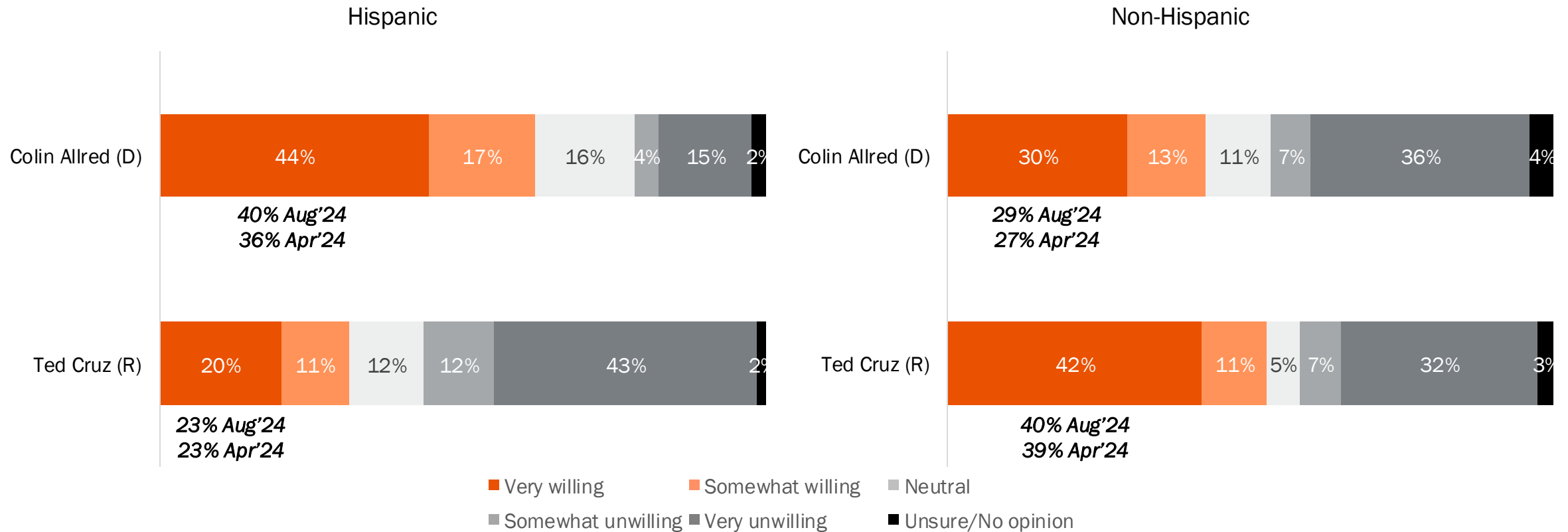*How certain are you that this is the right choice of candidate for you?*

Senate Vote Certainty

Hispanic	64%	18%	13%	2%	3%

62% Aug'24
58% Apr'24

Non-Hispanic	70%	18%	10%	2%	1%

70% Aug'24
67% Apr'24

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

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

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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.
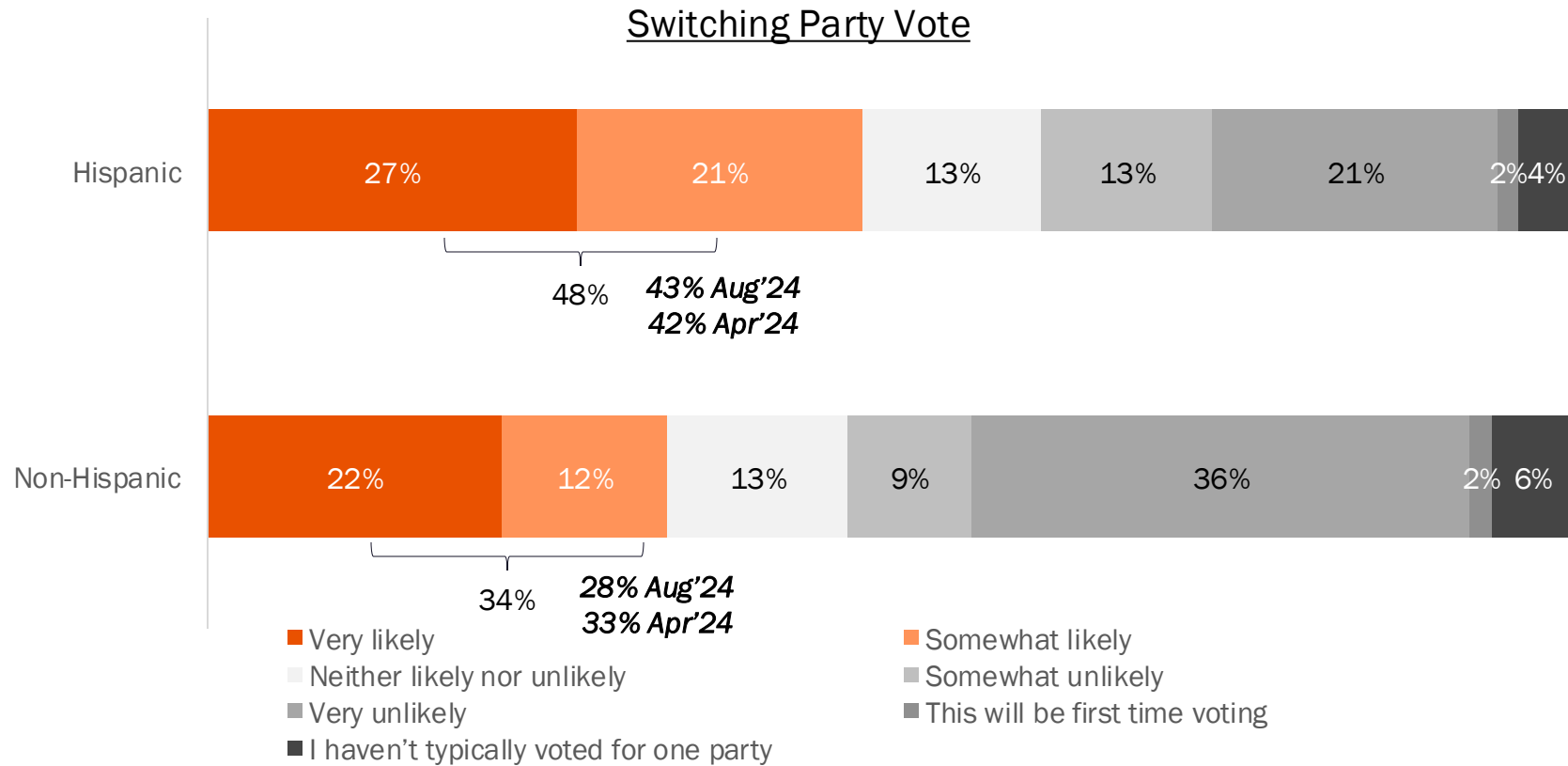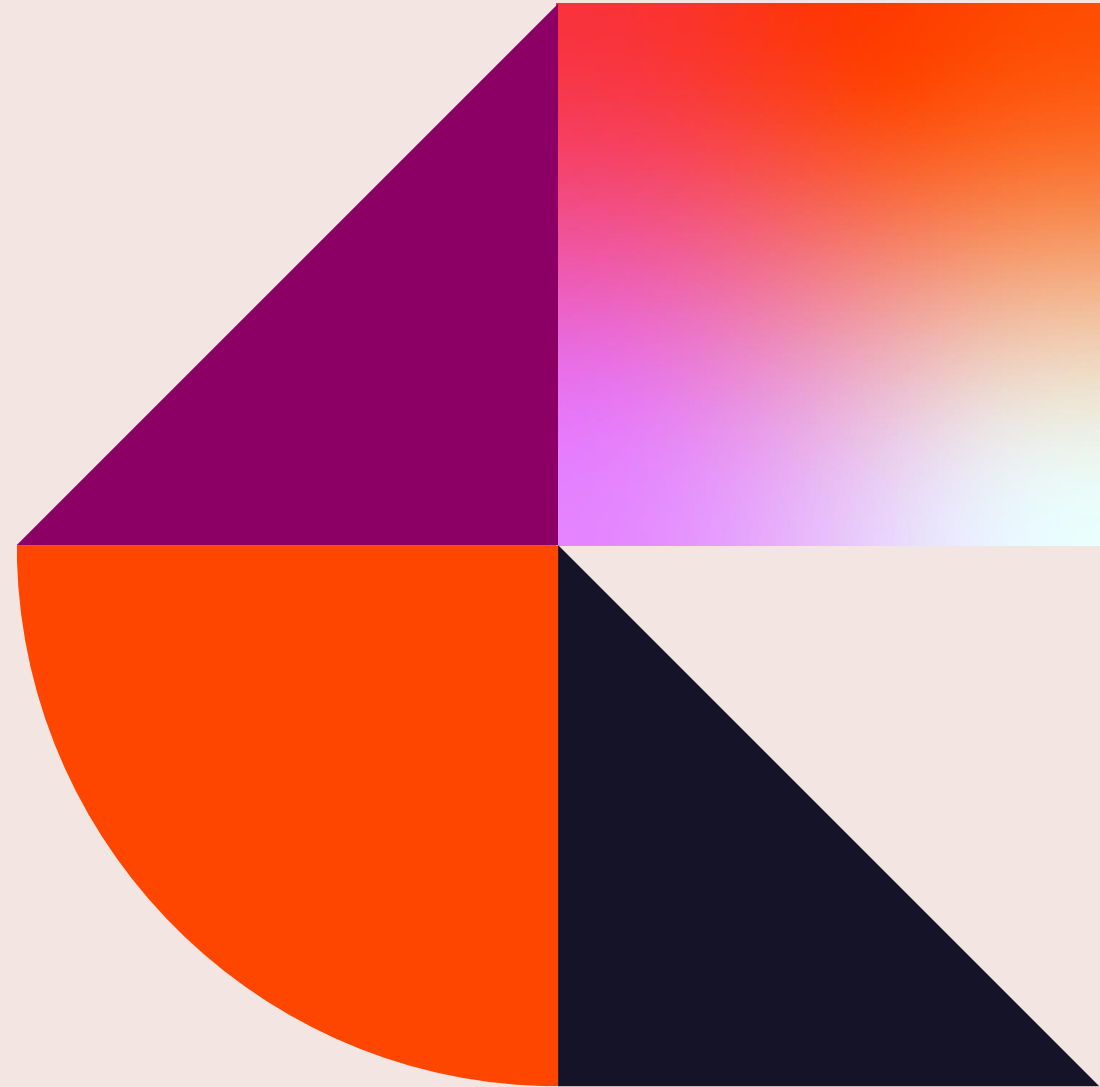
Senate Willingness

Hispanic

Colin Allred (D)
| 44% | 17% | 16% | 4% | 15% | 2% |

40% Aug'24
36% Apr'24

Ted Cruz (R)
| 20% | 11% | 12% | 12% | 43% | 2% |

23% Aug'24
23% Apr'24

Non-Hispanic

Colin Allred (D)
| 30% | 13% | 11% | 7% | 36% | 4% |

29% Aug'24
27% Apr'24

Ted Cruz (R)
| 42% | 11% | 5% | 7% | 32% | 3% |

40% Aug'24
39% Apr'24

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

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

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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?
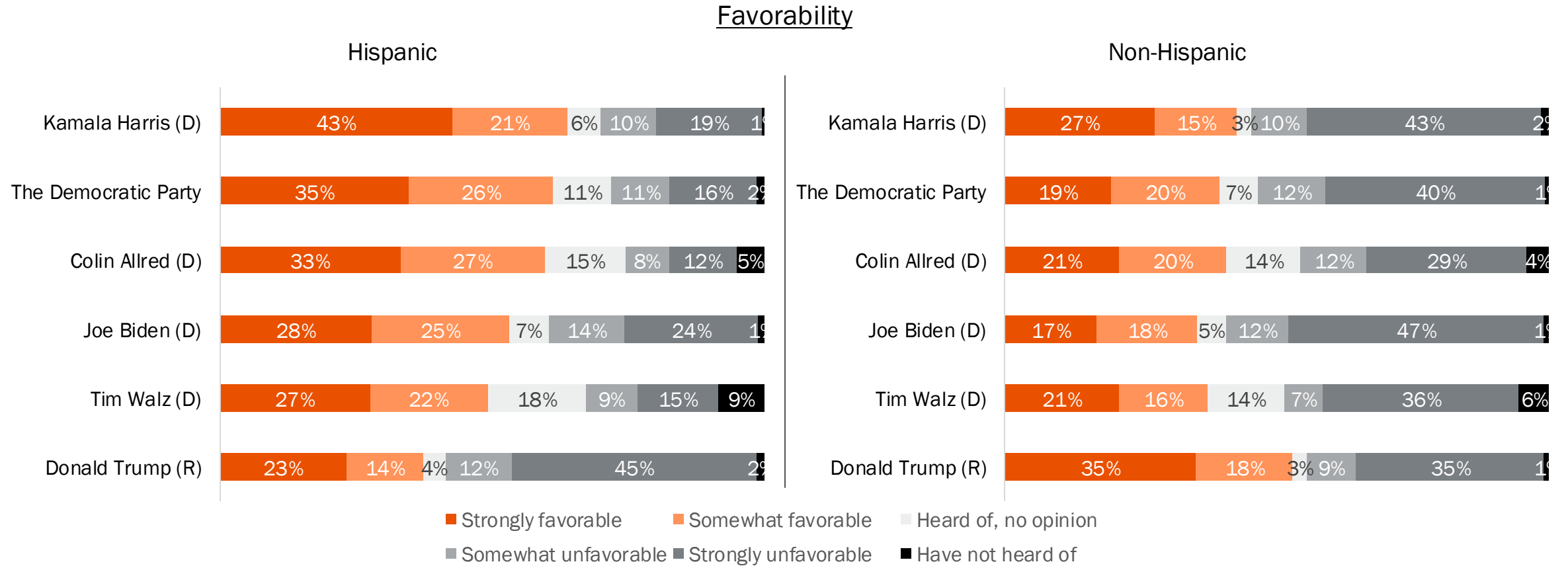
Switching Party Vote

Hispanic
| 27% | 21% | 13% | 13% | 21% | 2% | 4% |

48%
43% Aug'24
42% Apr'24

Non-Hispanic
| 22% | 12% | 13% | 9% | 36% | 2% | 6% |

34%
28% Aug'24
33% Apr'24

- ■ 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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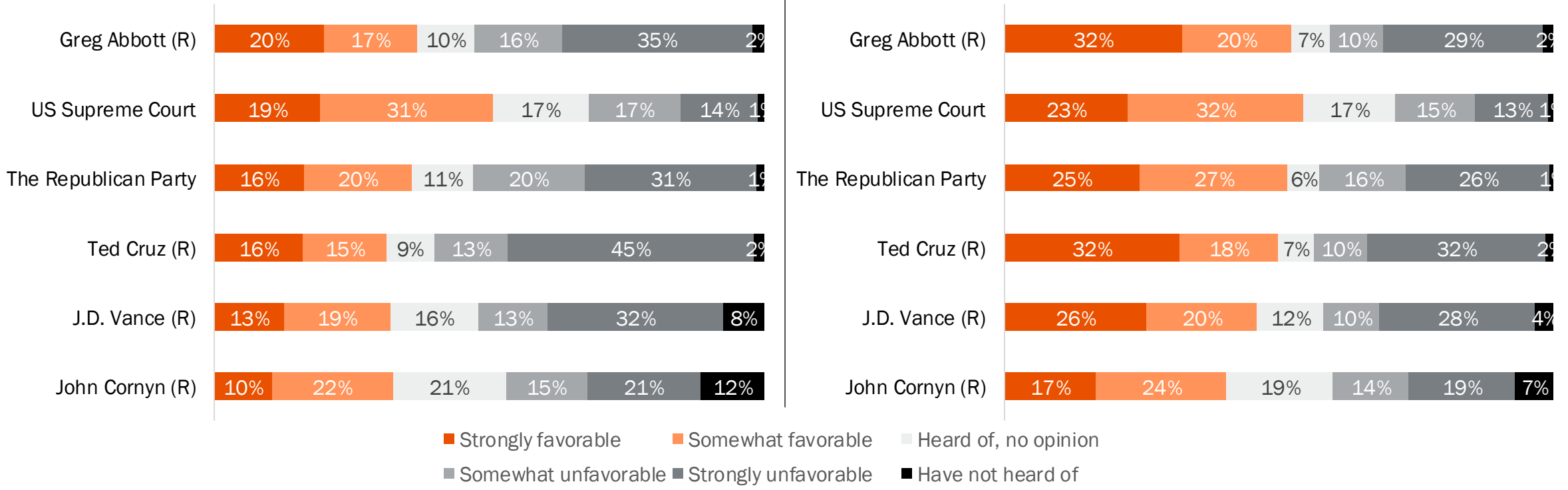
17

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

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Kamala Harris (D)	43%	21%	6%	10%	19%	1%
The Democratic Party	35%	26%	11%	11%	16%	2%
Colin Allred (D)	33%	27%	15%	8%	12%	5%
Joe Biden (D)	28%	25%	7%	14%	24%	1%
Tim Walz (D)	27%	22%	18%	9%	15%	9%
Donald Trump (R)	23%	14%	4%	12%	45%	2%

Non-Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Kamala Harris (D)	27%	15%	3%	10%	43%	2%
The Democratic Party	19%	20%	7%	12%	40%	1%
Colin Allred (D)	21%	20%	14%	12%	29%	4%
Joe Biden (D)	17%	18%	5%	12%	47%	1%
Tim Walz (D)	21%	16%	14%	7%	36%	6%
Donald Trump (R)	35%	18%	3%	9%	35%	1%

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

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Favorability

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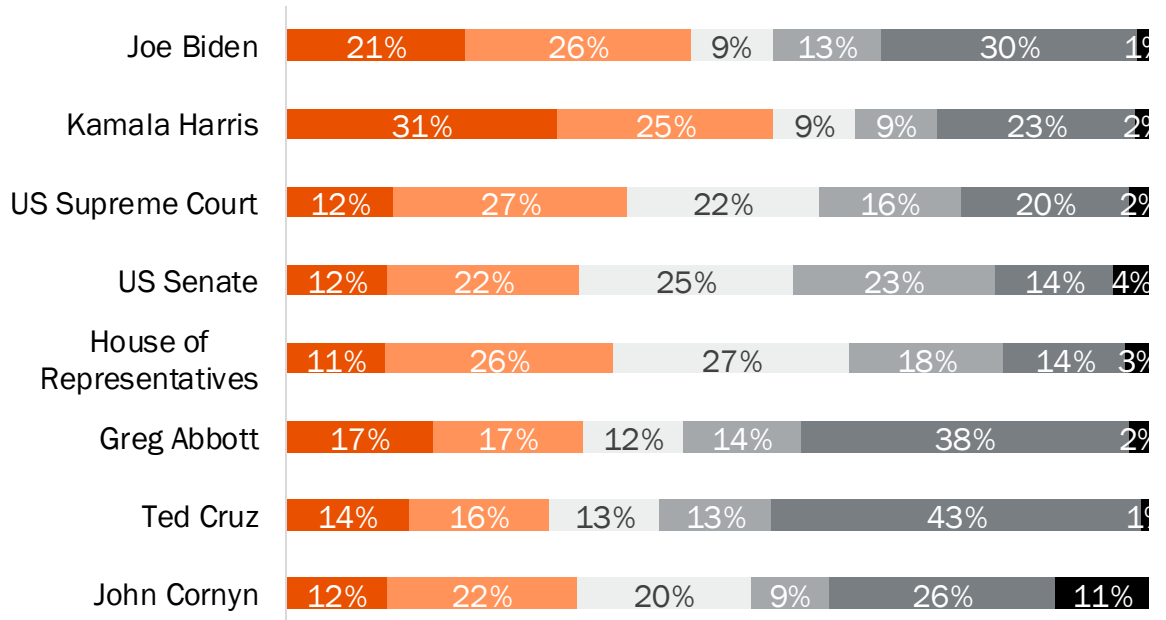
Favorability

Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Greg Abbott (R)	20%	17%	10%	16%	35%	2%
US Supreme Court	19%	31%	17%	17%	14%	1%
The Republican Party	16%	20%	11%	20%	31%	1%
Ted Cruz (R)	16%	15%	9%	13%	45%	2%
J.D. Vance (R)	13%	19%	16%	13%	32%	8%
John Cornyn (R)	10%	22%	21%	15%	21%	12%

Non-Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Greg Abbott (R)	32%	20%	7%	10%	29%	2%
US Supreme Court	23%	32%	17%	15%	13%	1%
The Republican Party	25%	27%	6%	16%	26%	1%
Ted Cruz (R)	32%	18%	7%	10%	32%	2%
J.D. Vance (R)	26%	20%	12%	10%	28%	4%
John Cornyn (R)	17%	24%	19%	14%	19%	7%

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

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

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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	21%	26%	9%	13%	30%	1%
Kamala Harris	31%	25%	9%	9%	23%	2%
US Supreme Court	12%	27%	22%	16%	20%	2%
US Senate	12%	22%	25%	23%	14%	4%
House of Representatives	11%	26%	27%	18%	14%	3%
Greg Abbott	17%	17%	12%	14%	38%	2%
Ted Cruz	14%	16%	13%	13%	43%	1%
John Cornyn	12%	22%	20%	9%	26%	11%

Non-Hispanic

	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	14%	20%	6%	10%	50%	1%
Kamala Harris	21%	17%	8%	8%	45%	1%
US Supreme Court	17%	28%	19%	15%	18%	3%
US Senate	8%	21%	24%	24%	19%	4%
House of Representatives	10%	28%	24%	18%	15%	5%
Greg Abbott	34%	18%	5%	9%	31%	3%
Ted Cruz	31%	18%	9%	9%	31%	2%
John Cornyn	18%	23%	15%	14%	19%	10%

Legend: ■ 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 September 2024

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The Issues

Cost of Living, Economy/Jobs, Healthcare, Inflation, Taxes Top Issues for Hispanics

- EDUCATION, GUN CONTROL, CLIMATE CHANGE OF GREATER CONCERN TO HISPANICS

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

Issue Importance TopBox

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Cost of living	76%	79%	Climate change	48%	33%
Economy / jobs	69%	69%	Infrastructure, such as roads and public transportation	45%	40%
Healthcare	67%	58%	Energy policy	44%	45%
Inflation	65%	73%	Gun rights / 2nd amendment	43%	49%
Taxes	65%	60%	Opioids / drug abuse	42%	43%
Social security / Medicare	64%	65%	Defense / military	42%	52%
Affordable housing	63%	55%	Race relations	39%	32%
Education	60%	49%	Strengthening law enforcement	39%	49%
Crime and public safety	59%	63%	Police reform	37%	31%
Gun control	58%	46%	U.S. relationship with China	34%	39%
National security	56%	66%	Foreign policy	32%	42%
Entitlements / social services reform (Medicare, welfare, etc.)	55%	52%	Russia / Ukraine war	32%	29%
Abortion	51%	43%	Israel / Hamas War	31%	35%
Government spending / deficit	50%	56%	Culture wars	30%	23%
Border security	50%	65%	LGBTQ rights	26%	17%
Immigration	50%	59%			

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

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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	78%
Healthcare	73%
Social security / Medicare	71%
Entitlements / social services reform (Medicare, welfare, etc.)	70%
Gun control	69%
Economy / jobs	67%
Affordable housing	67%
Taxes	66%
Inflation	66%
Education	64%

Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	69%
Economy / jobs	63%
Healthcare	59%
Social security / Medicare	59%
Education	58%
Crime and public safety	56%
Inflation	56%
Taxes	56%
Affordable housing	55%
Gun control	52%

Top 10 Issues Among Definitely Trump Voters	% Hispanic Top Box
Cost of living	84%
Economy / jobs	82%
Inflation	76%
Border security	76%
Taxes	74%
Immigration	73%
Affordable housing	66%
Healthcare	65%
Government spending / deficit	64%
Crime and public safety	64%

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

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57% 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

57%
Hispanic
56% Aug'24
51% Apr'24

42%
Non-Hispanic
40% Aug'24
42% Apr'24

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

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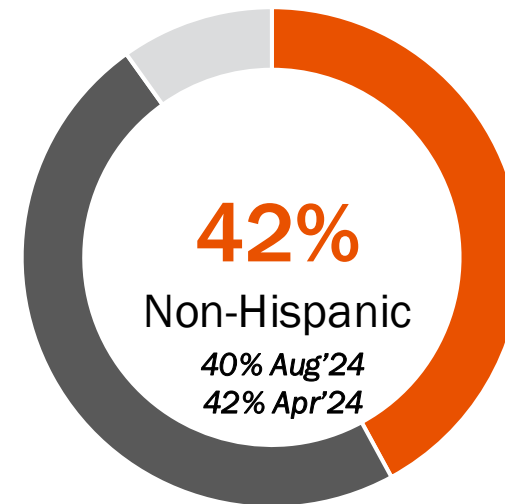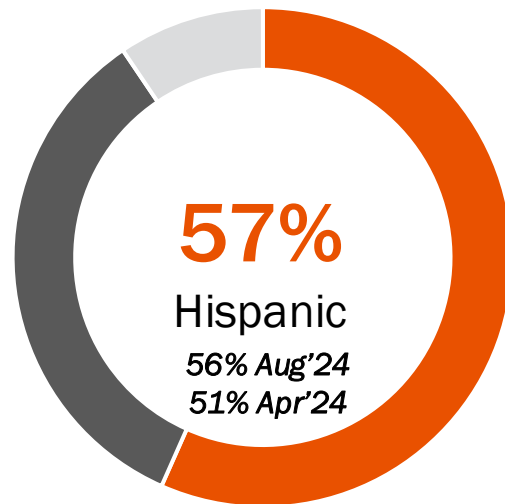
Issues That Will Determine Who They Vote For
- ABORTION MOST IMPORTANT TO HISPANICS

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

Top 10 Determining Issues

	Hispanic	Non-Hispanic
Abortion	19%	18%
Inflation	11%	9%
Immigration	8%	15%
Cost of living	7%	9%
Economy / jobs	7%	5%
Border security	5%	9%
Social security / Medicare	5%	5%
Gun control	5%	2%
Healthcare	3%	2%
LGBTQ rights	3%	1%

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

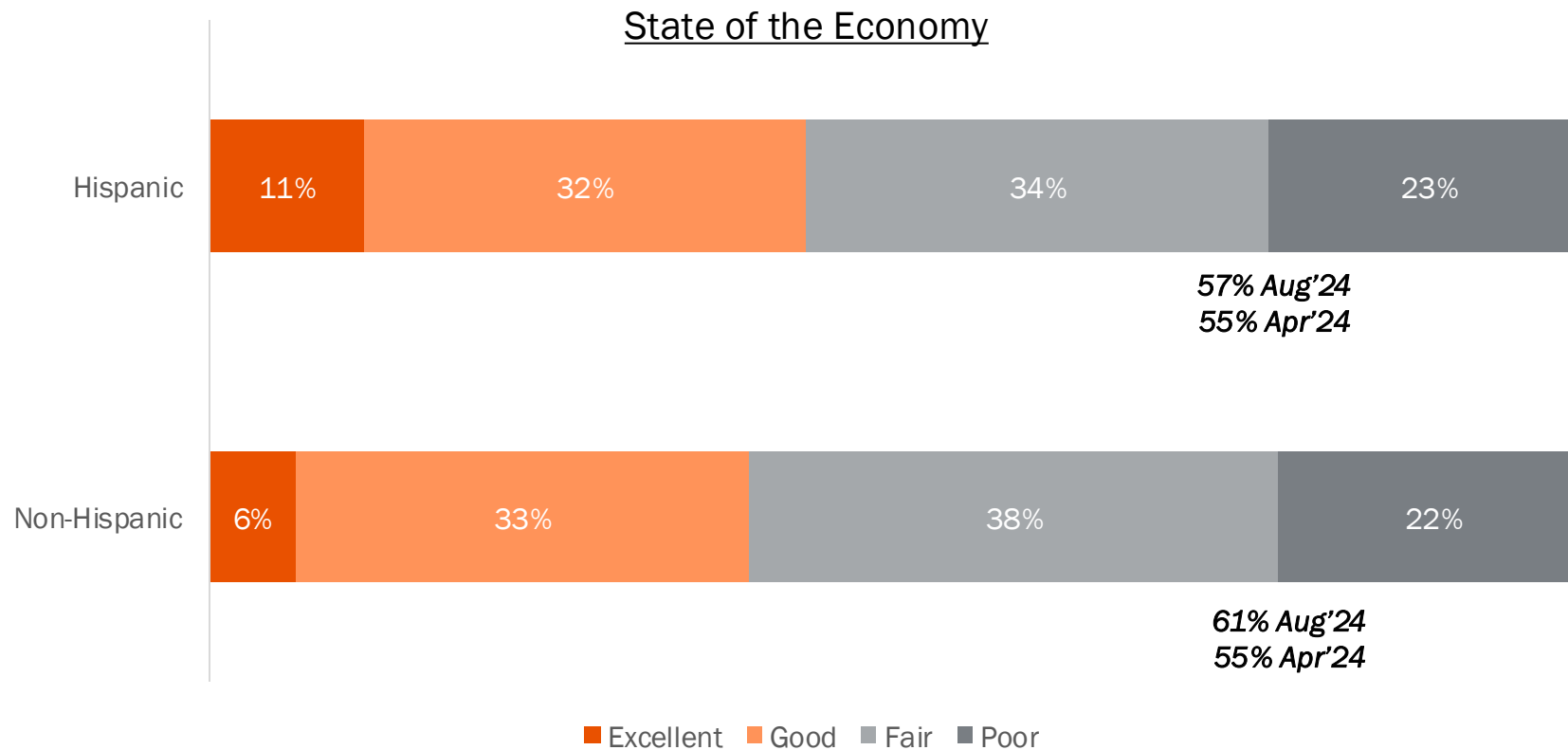Televisa Univision | Consumer Strategy & Insights | 26

Party Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Democrat Top2Box	**Republican** Top2Box	**Democrat** Top2Box	**Republican** Top2Box
Entitlements Reform	58%	22%	42%	41%
Abortion	58%	24%	44%	41%
Social Security	57%	24%	43%	43%
Healthcare	56%	24%	42%	42%
Cost of Living	55%	29%	35%	50%
Taxes	54%	30%	36%	48%
Education	53%	26%	38%	43%
Climate Change	52%	23%	41%	34%
Inflation	50%	32%	34%	53%
Gov spending	49%	29%	29%	50%

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

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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
Economy / jobs	49%	31%	35%	51%
Opioids	48%	24%	35%	40%
Crime and public safety	48%	29%	32%	52%
Immigration	47%	38%	31%	56%
Energy Policy	47%	27%	36%	48%
Foreign policy	46%	32%	32%	51%
Defense	46%	32%	30%	53%
National Security	46%	35%	31%	52%
Border Security	43%	37%	30%	56%

Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of September 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
Social Security	59%	28%	42%	44%
Abortion	58%	29%	45%	42%
Healthcare	58%	27%	42%	44%
Education	57%	26%	38%	45%
Entitlements Reform	57%	27%	43%	45%
Climate Change	55%	24%	42%	35%
Taxes	54%	35%	37%	52%
Economy / jobs	53%	33%	36%	54%
Cost of Living	52%	35%	36%	52%
Crime and public safety	52%	33%	33%	52%

Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of September 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
Energy Policy	51%	29%	36%	48%
Gov spending	51%	31%	32%	51%
Inflation	50%	34%	35%	54%
Opioids	49%	30%	36%	43%
Foreign policy	48%	35%	31%	55%
Immigration	47%	40%	29%	58%
National Security	46%	37%	31%	57%
Border Security	43%	42%	30%	58%
Defense	42%	37%	30%	56%

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

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ECONOMY

57% 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

Hispanic: Excellent 11%, Good 32%, Fair 34%, Poor 23%

57% Aug'24
55% Apr'24

Non-Hispanic: Excellent 6%, Good 33%, Fair 38%, Poor 22%

61% Aug'24
55% Apr'24

■ Excellent   ■ Good   ■ Fair   ■ Poor

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

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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?
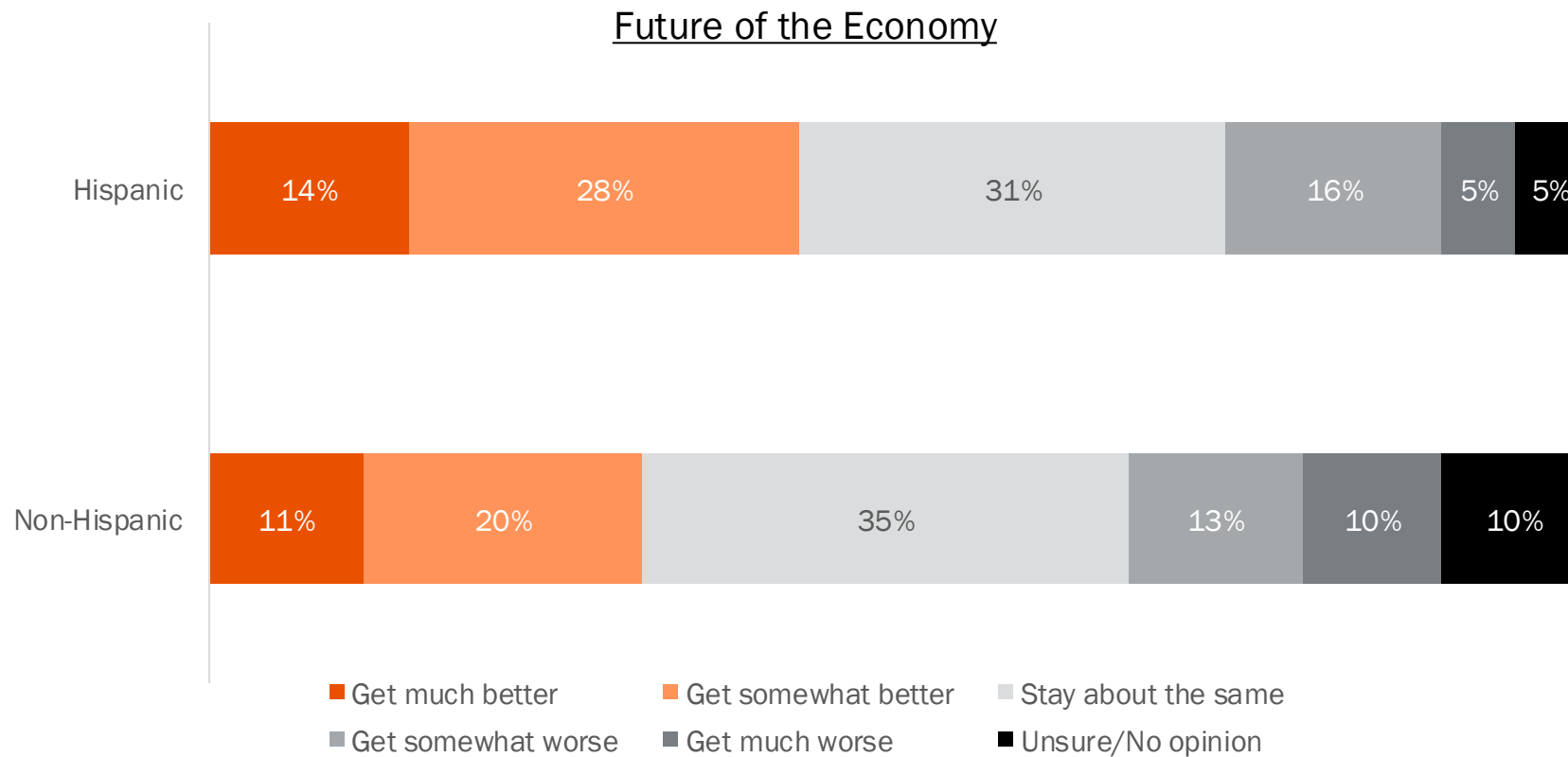
Future of the Economy

	Get much better	Get somewhat better	Stay about the same	Get somewhat worse	Get much worse	Unsure/No opinion
Hispanic	14%	28%	31%	16%	5%	5%
Non-Hispanic	11%	20%	35%	13%	10%	10%

Legend:
- 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
I feel that it is increasingly difficult for middle class families to prosper in the United States	75%	9%	80%	7%
I am concerned about the U.S. federal government's spending and deficit	73%	8%	75%	9%
Inflation is putting a significant strain on my budget	72%	11%	76%	11%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	66%	7%	65%	9%
I expect my personal economic situation to get better in the next few years	62%	13%	44%	24%
The price of gas is putting a strain on my finances	61%	18%	54%	25%
My personal economic situation has become worse in the last year	61%	21%	63%	20%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	55%	26%	40%	39%
I have taken, or am considering taking, a second job in order to maintain my standard of living	49%	27%	44%	36%
Home ownership is still within reach for most people	39%	39%	27%	55%
I feel that jobs are getting easier to find	36%	42%	26%	46%

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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	81%	5%	85%	4%
Mental health issues are a growing problem for people in the United States	80%	4%	82%	2%
I am generally satisfied with my healthcare coverage	56%	20%	62%	21%
The cost of prescription drugs is a financial problem for me	51%	28%	42%	40%
The cost of my health care and insurance is reasonable	48%	31%	43%	36%
Medicaid and Medicare are working well now	47%	19%	39%	31%

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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	**63%**	**12%**	56%	15%
Abortion laws should be created by state governments, not by the federal government	**41%**	**28%**	51%	28%

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	**31%**	35%
Abortion should be legal at any time during pregnancy	**17%**	11%
Abortion should be illegal in all cases	**15%**	12%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	**10%**	12%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	**8%**	8%
Abortion should be legal only in the first 15 weeks of pregnancy	**6%**	8%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	**6%**	5%
Other	**1%**	2%
Unsure/I don't know	**5%**	6%

Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of September 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
Homelessness is a serious problem in the United States	81%	5%	89%	2%
Crime is a growing problem in the United States	75%	7%	77%	10%
I believe that stricter gun control laws would reduce crime	62%	19%	46%	40%
Police departments in the United States are understaffed	61%	11%	70%	11%
I support second amendment gun rights	58%	18%	71%	14%
Government authorities have become too lenient on criminals	57%	18%	62%	18%
Children in my community are generally safe at the schools they attend	55%	19%	54%	23%

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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
Gun violence is a growing problem where I live	54%	22%	42%	35%
Homelessness is a serious problem in my neighborhood	53%	27%	40%	43%
Government authorities are doing a good job protecting businesses near where I live and shop	53%	15%	50%	17%
I feel less safe in my everyday life than I did a year ago	51%	25%	44%	30%
Crime is a growing problem where I live	50%	25%	48%	30%
My police department is understaffed	48%	15%	47%	16%
Government authorities are doing a good job combating crime in my neighborhood	48%	20%	45%	25%
My local government should significantly reduce the resources and budgets for police	29%	44%	20%	60%

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IMMIGRATION & BORDER SECURITY

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	71%	12%	80%	10%
All migrants who want to enter the United States should be fully vetted first	71%	7%	78%	6%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	67%	13%	77%	10%
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	66%	15%	53%	26%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	65%	11%	77%	9%
There are too many undocumented immigrants crossing the border into the United States	64%	14%	78%	9%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	64%	16%	79%	10%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	62%	11%	74%	7%
I support the Texas government's efforts to secure the border	58%	21%	68%	19%

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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
There are too many undocumented migrants coming to my state	58%	19%	73%	10%
The rules that I have to live by don't seem to apply to migrants	56%	20%	64%	17%
We should reform immigration laws to give higher priority to people with needed skills and education	56%	10%	54%	15%
The United States military should be used to secure the southern border	55%	23%	65%	18%
Local law enforcement should be able to detain undocumented migrants	54%	24%	71%	10%
The arrival of migrants has made the affordable housing problem worse	54%	21%	65%	16%
It feels like migrants are being treated better than most Americans	53%	24%	65%	19%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	49%	25%	34%	46%
The Biden administration is primarily responsible for the situation at the southern border	48%	29%	60%	25%
The U.S. should complete the construction of a wall on the southern border of the U.S.	47%	31%	67%	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 September 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
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	46%	34%	29%	57%
Undocumented migrants have increased crime in my state	45%	29%	60%	19%
Most undocumented migrants who entered the U.S. over the last few years should be deported	44%	28%	63%	16%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	44%	37%	55%	29%
The resettling of all the migrants will, in the long-run, benefit the United States	43%	28%	31%	42%
I support the way my state and local officials are handling the migrant issue	42%	32%	47%	31%
I support the way the Biden Administration is managing the southern border	40%	35%	27%	57%
Undocumented migrants will take jobs away from poorer and working-class Americans	38%	43%	60%	23%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	37%	35%	31%	44%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	28%	46%	18%	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 September 2024

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CLIMATE CHANGE & ENERGY POLICY

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	72%	9%	56%	26%
Climate change is a result of human activity	69%	11%	54%	24%
Governments should create policies that encourage oil and gas production in the U.S.	62%	13%	68%	14%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	54%	23%	39%	41%
Government regulation and action on climate change is hurting the economy	47%	23%	51%	24%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	45%	24%	32%	44%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	44%	30%	34%	43%

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	62%	16%	49%	34%
The federal government of the United States is too big and powerful	58%	15%	64%	16%
The federal government of the United States has become too intrusive in the lives of Americans	58%	13%	68%	12%
The United States Justice Department has become politicized in its prosecutions	52%	17%	64%	13%
The FBI has become politicized in its investigations	52%	13%	58%	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	47%	29%	32%	44%
I want the next president to shrink the size of the federal government	46%	19%	56%	14%

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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	66%	11%	52%	20%
I support the Biden Administration's efforts to forgive student loans	60%	24%	37%	48%
China represents the most serious economic and geo-political threat to the United States	59%	12%	65%	10%
The U.S. government should spend less money supporting the war in Ukraine	56%	19%	54%	24%
The government should ban social media, like Facebook and TikTok, from being used by children	51%	28%	44%	31%
I think that the United States spends too much on defense and the military	47%	27%	33%	46%
Iran is the primary destabilizing force in the Middle East	46%	11%	59%	10%
Student loans should not be forgiven and paid for by taxpayers	42%	35%	55%	31%
I support the way the Biden Administration is dealing with the Israel-Hamas war	39%	30%	27%	51%
The United State should increase the amount of military aid it sends to Israel	35%	34%	36%	34%
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	33%	39%	36%	35%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	31%	41%	24%	48%

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 September 2024

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TECHNOLOGY

Technology

How much do you agree or disagree with the following statements? [*Technology*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Artificial Intelligence (AI) technology will be used to create a significant amount of misleading and deceptive information, pictures and video that will be hard to identify as fake	67%	9%	73%	8%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	63%	13%	60%	13%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	56%	18%	63%	13%
Social media, like Facebook and TikTok, does more harm than good	49%	27%	50%	23%

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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	82%	4%	89%	3%
College is no longer worth the cost for most students	67%	13%	66%	12%
More emphasis should be placed on trade schools	66%	7%	73%	6%
Parents should have a say in what is taught to their children in public schools	65%	12%	72%	12%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	62%	13%	58%	19%
The public schools in my neighborhood are good	61%	14%	57%	16%
The public school system is working well in my state	49%	26%	42%	29%
Public schools where I live are better than they were before the pandemic	38%	27%	27%	31%
Colleges and universities should be allowed to use race in admissions decisions	34%	41%	26%	58%
The federal government's Department of Education should be eliminated	30%	45%	35%	39%

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Information Sources & Language Preferences
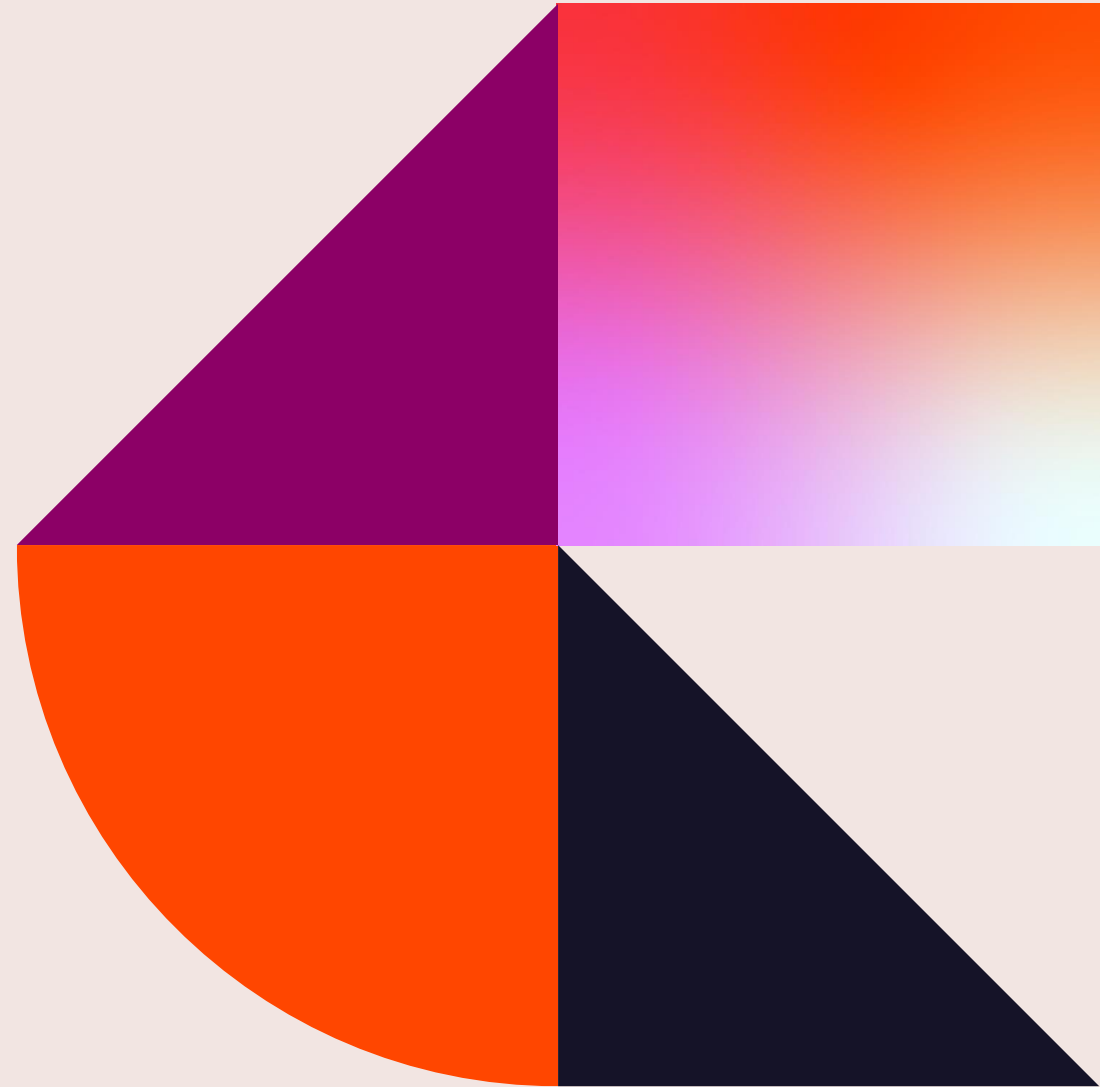
Local TV, YouTube, National TV Most Heavily Used Political Information Sources by Hispanics

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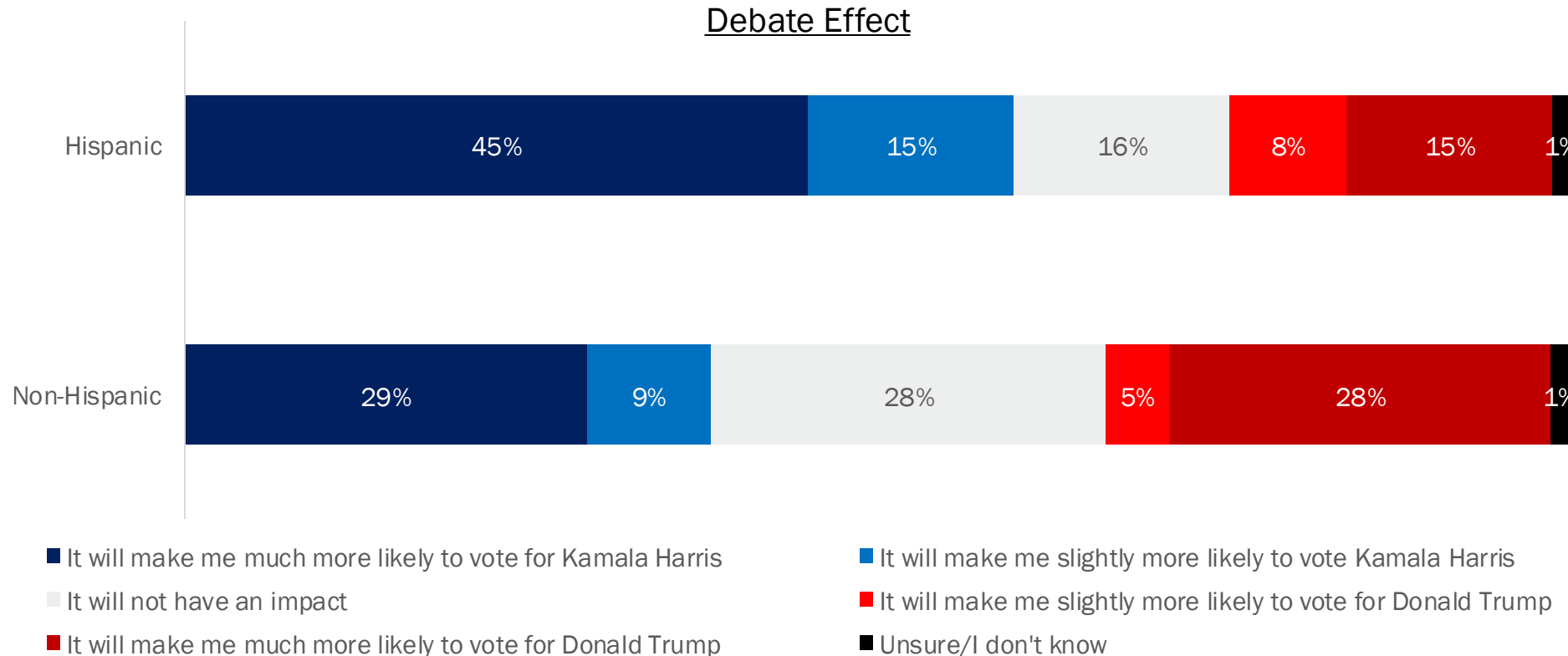
Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Local Television	52%	49%	Radio	23%	20%
YouTube	45%	40%	Newspapers	22%	21%
National Television (like network programs or cable news)	42%	50%	Online publications	22%	25%
Facebook	41%	34%	Podcasts	20%	18%
TikTok	35%	17%	Snapchat	15%	7%
Friends	29%	31%	Magazines	10%	8%
Instagram	29%	21%	Religious organization/Church	9%	13%
Family	29%	33%	Community organization	6%	6%
X, formerly known as Twitter	28%	20%	School	6%	4%
Debates	27%	28%	None of these	4%	4%

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

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Debate Effect

- 45% OF HISPANICS SAID THE PRESIDENTIAL DEBATE MADE THEM MUCH MORE LIKELY TO VOTE FOR HARRIS, HIGHER THAN NON-HISPANICS
- 15% OF HISPANICS SAID THE DEBATE MADE THEM MUCH MORE LIKELY TO VOTE FOR TRUMP, LOWER THAN NON-HISPANICS
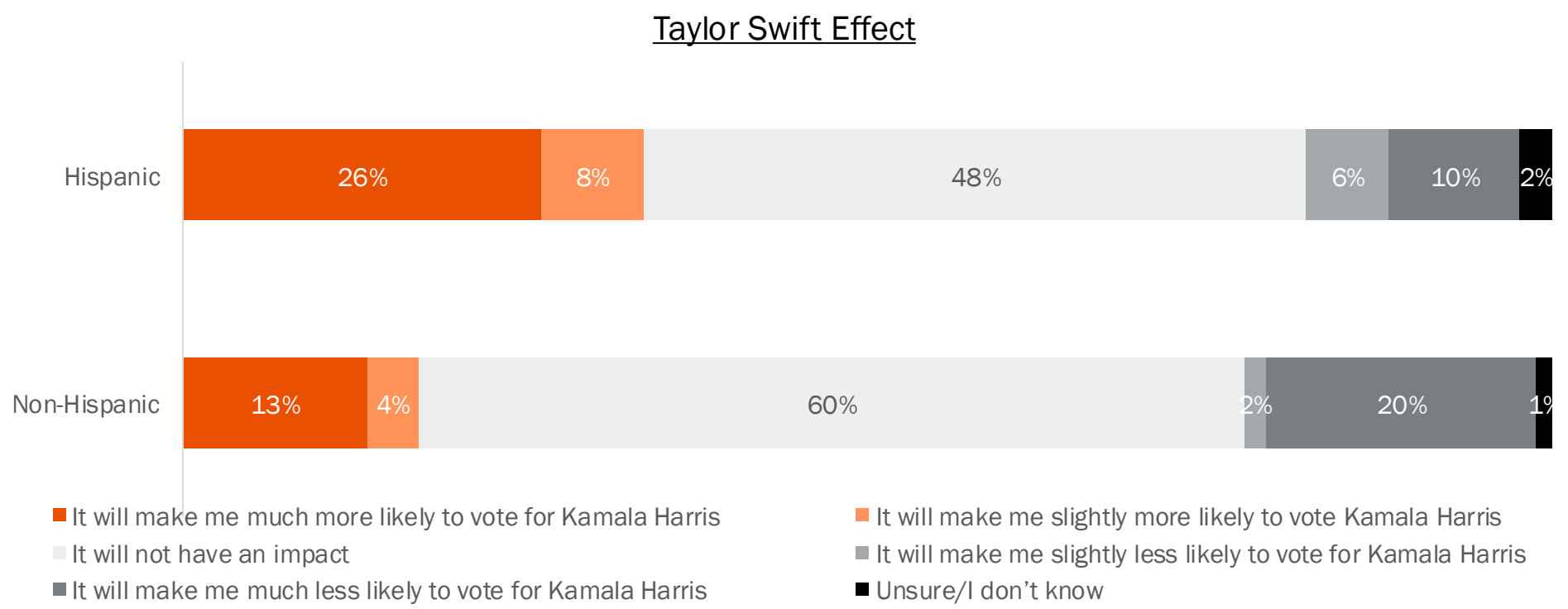
You said that you saw or heard about the presidential debate on September 10, 2024. How, if at all, will it affect how you vote?

Debate Effect

	It will make me much more likely to vote for Kamala Harris	It will make me slightly more likely to vote Kamala Harris	It will not have an impact	It will make me slightly more likely to vote for Donald Trump	It will make me much more likely to vote for Donald Trump	Unsure/I don't know
Hispanic	45%	15%	16%	8%	15%	1%
Non-Hispanic	29%	9%	28%	5%	28%	1%

■ It will make me much more likely to vote for Kamala Harris ■ It will make me slightly more likely to vote Kamala Harris
■ It will not have an impact ■ It will make me slightly more likely to vote for Donald Trump
■ It will make me much more likely to vote for Donald Trump ■ Unsure/I don't know

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

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Taylor Swift Effect

- 26% OF HISPANICS SAY TAYLOR SWIFT'S ENDORSEMENT OF HARRIS WILL MAKE THEM MUCH MORE LIKELY TO VOTE FOR HER, HIGHER THAN NON-HISPANIC
- 48% OF HISPANICS SAY ENDORSEMENT WILL NOT HAVE AN IMPACT ON VOTING DECISION

*Taylor Swift has endorsed Kamala Harris for President. How, if at all, will it affect how you vote?*

Taylor Swift Effect

	Much more likely	Slightly more	Not have an impact	Slightly less	Much less	Unsure
Hispanic	26%	8%	48%	6%	10%	2%
Non-Hispanic	13%	4%	60%	2%	20%	1%

- ■ It will make me much more likely to vote for Kamala Harris
- ■ It will make me slightly more likely to vote Kamala Harris
- ■ It will not have an impact
- ■ It will make me slightly less likely to vote for Kamala Harris
- ■ It will make me much less likely to vote for Kamala Harris
- ■ Unsure/I don't know

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Spanish-Language News Viewers & Streamers

Do you watch or stream Spanish-language news?

Spanish-Language News Viewers & Streamers

62%
Hispanic

■ Yes

■ No
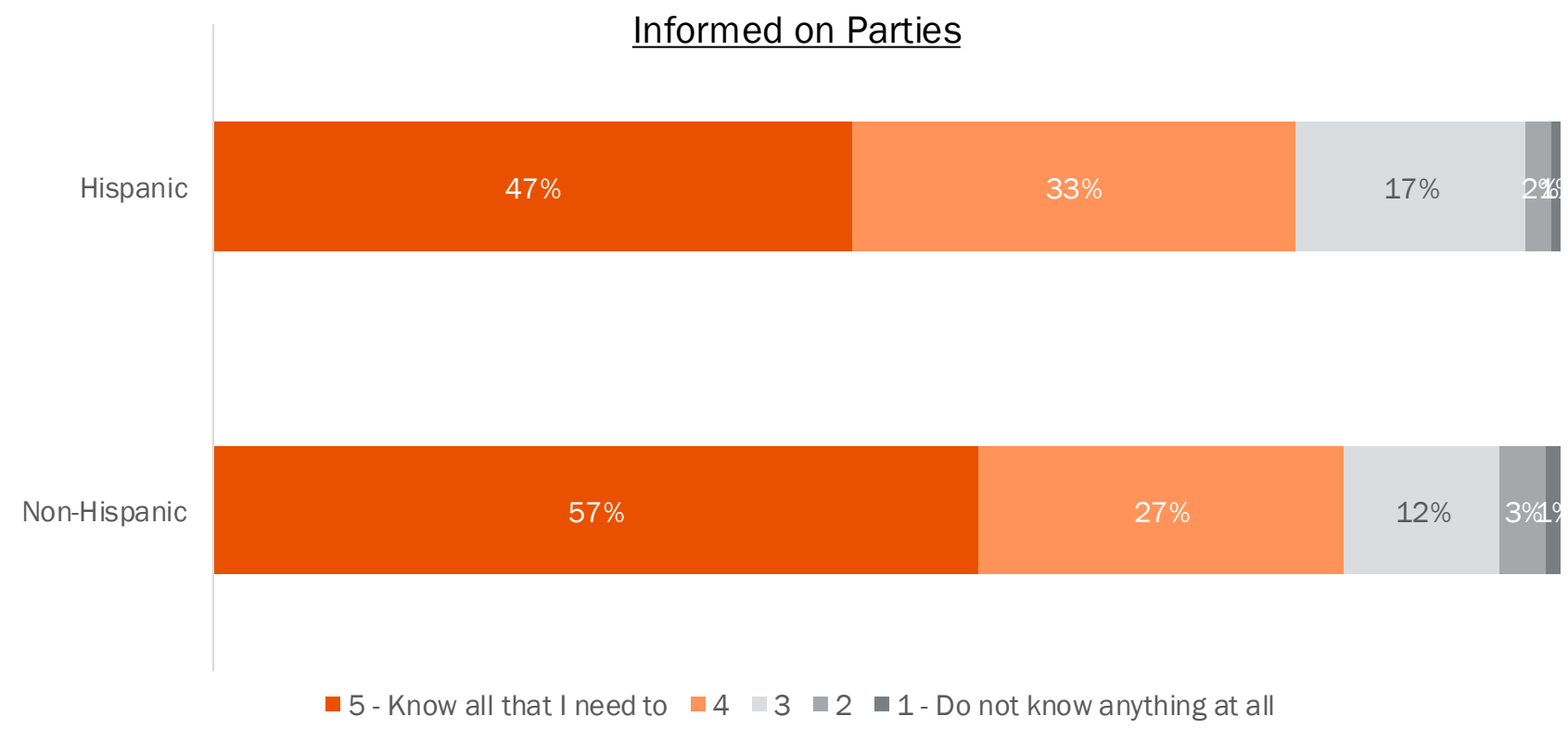
Televisa Univision | Consumer Strategy & Insights
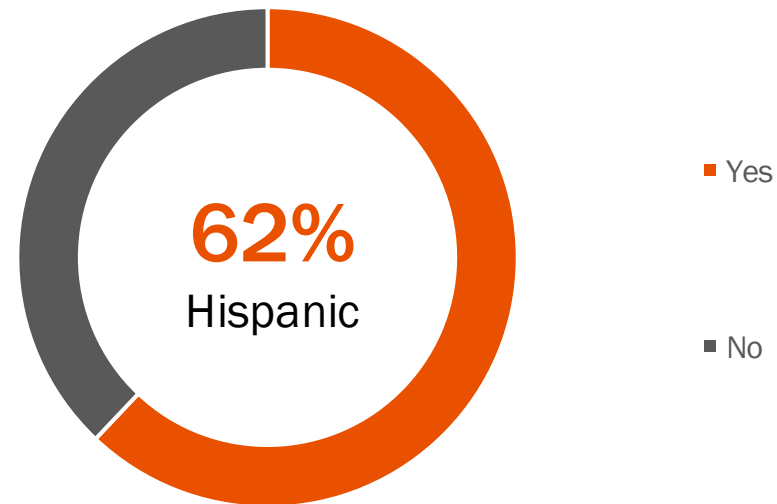
51% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

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

Hispanic
- 49%
- 31%
- 17%
- 2% 1%

Non-Hispanic
- 57%
- 28%
- 12%
- 2% 1%

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

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60
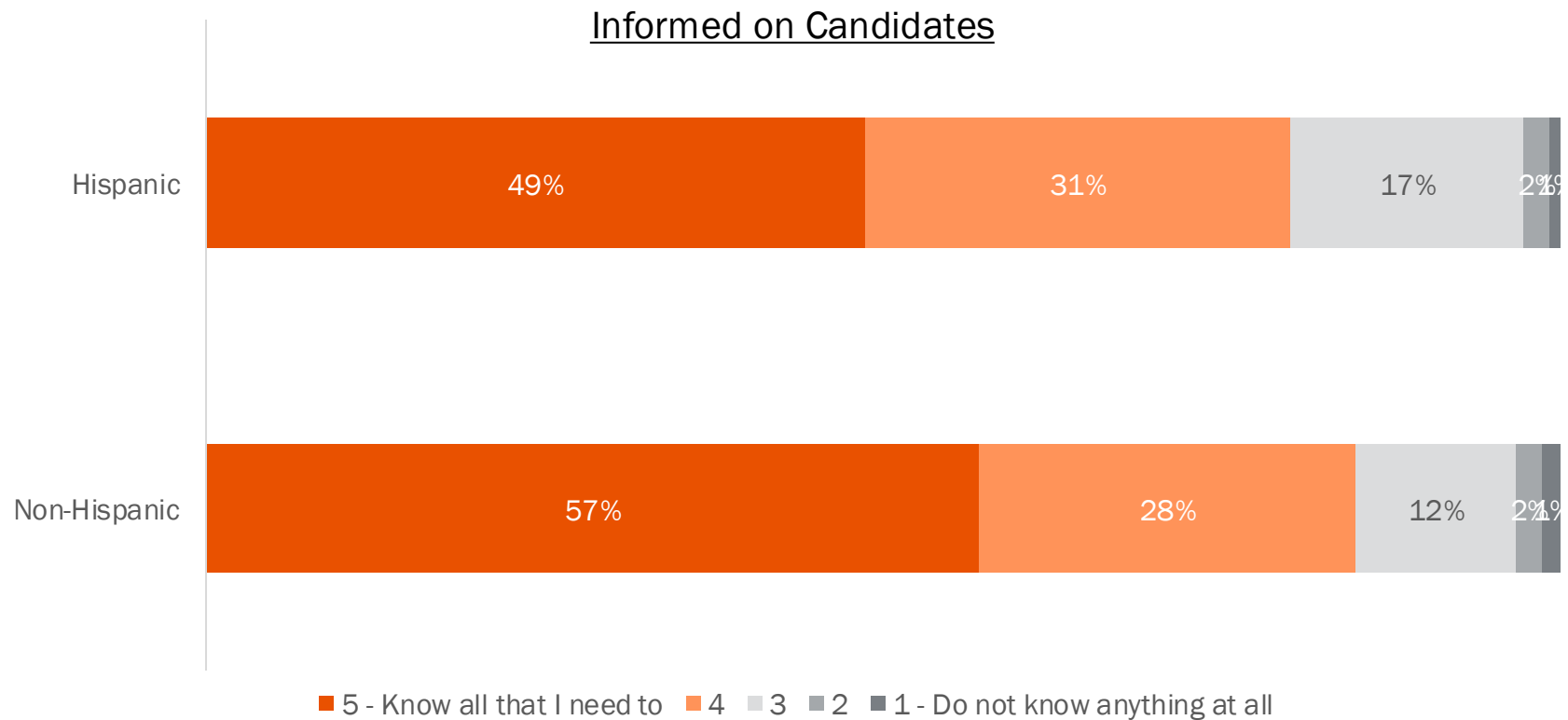
53% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision
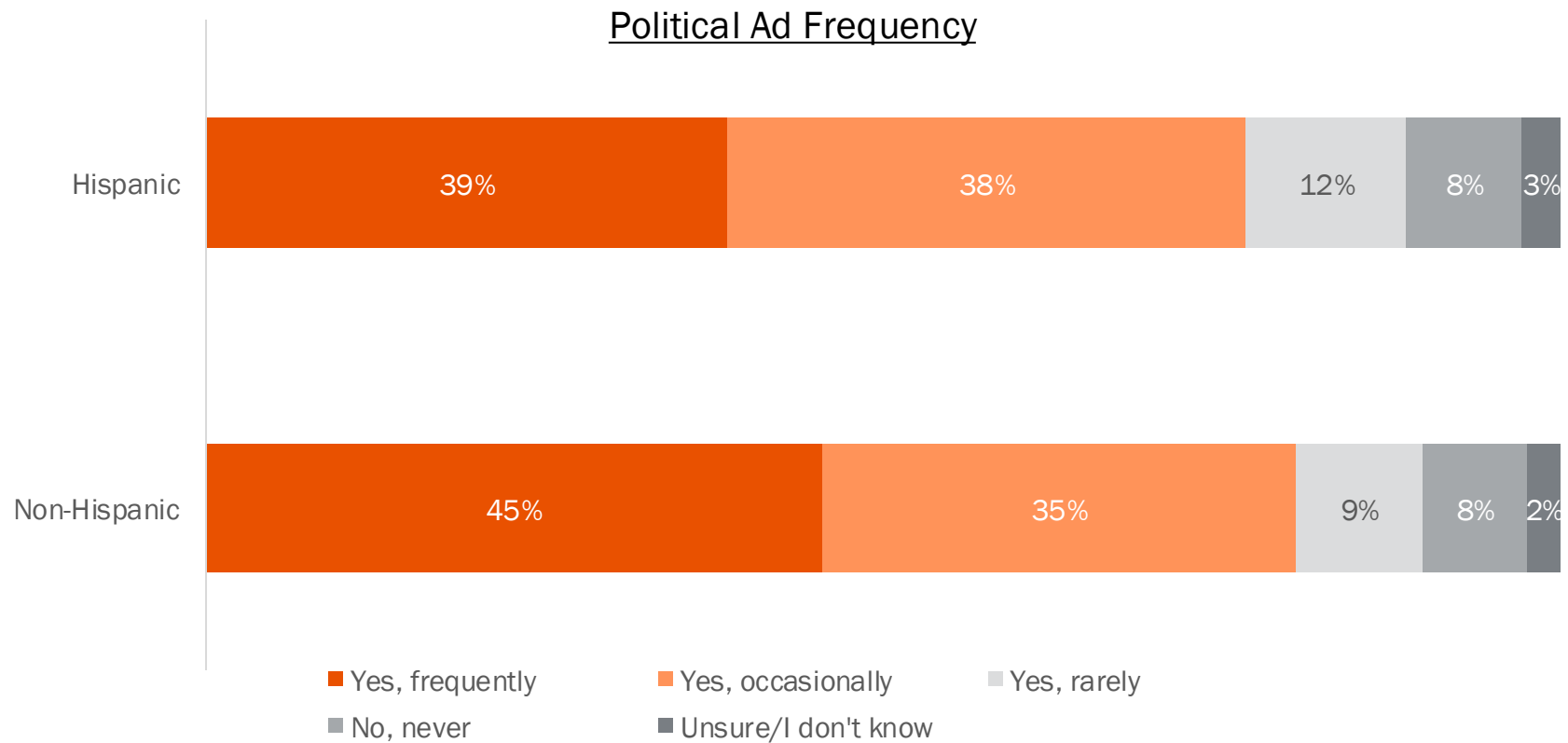
Do you think that you know enough now about where the political parties stand on the issues most important to you to confidently make a voting decision?

Informed on Parties

	5 - Know all that I need to	4	3	2	1 - Do not know anything at all
Hispanic	47%	33%	17%	2%	1%
Non-Hispanic	57%	27%	12%	3%	1%

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

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61% 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	39%	38%	12%	8%	3%
Non-Hispanic	45%	35%	9%	8%	2%

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

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

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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
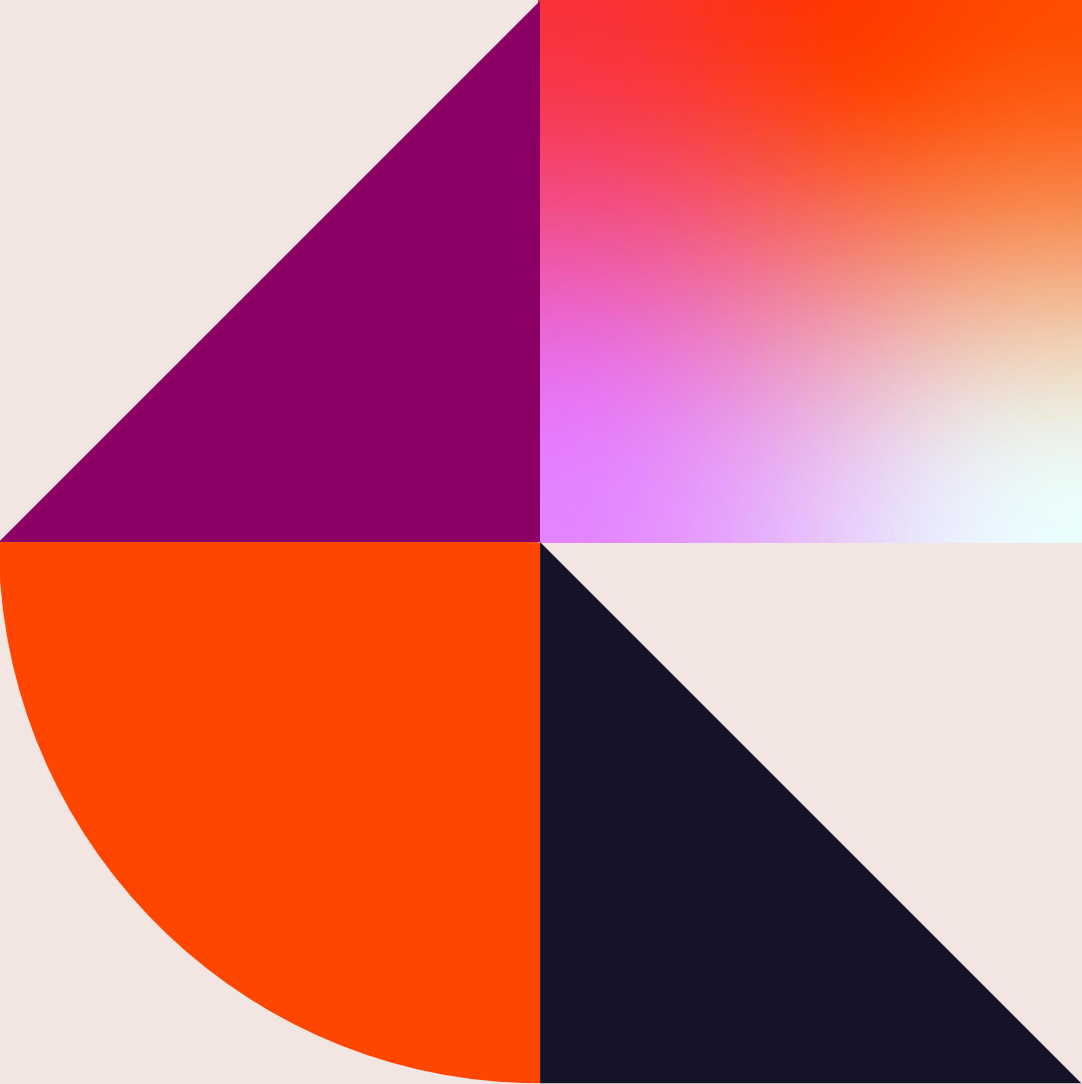
63%
OF HISPANICS AGREE

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

63%
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*
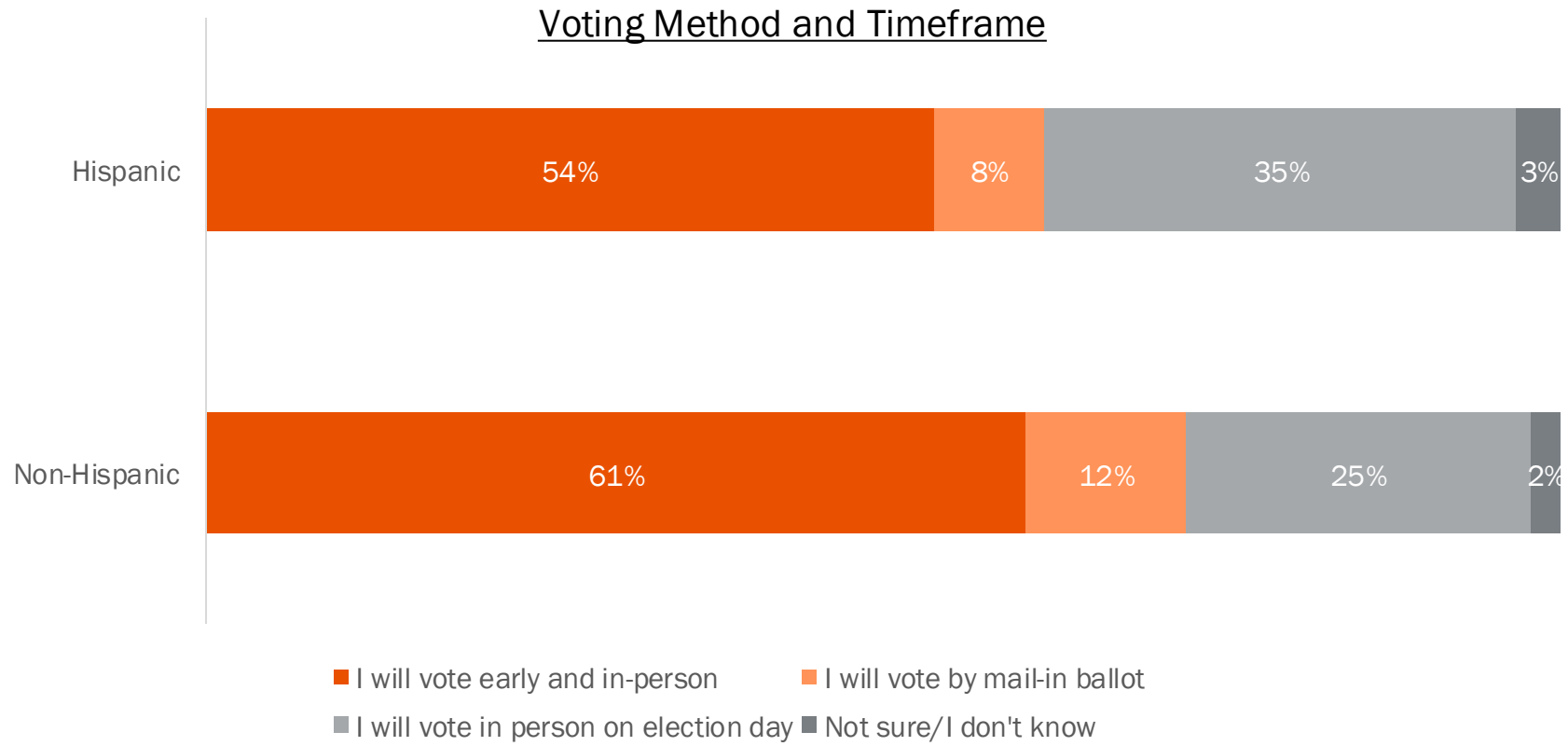
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Voting & Campaign Information

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Voting Method and Timeframe

- MAJORITY WILL VOTE EARLY AND IN-PERSON; HISPANICS MORE LIKELY THAN NON-HISPANICS TO VOTE IN PERSON ON ELECTION DAY
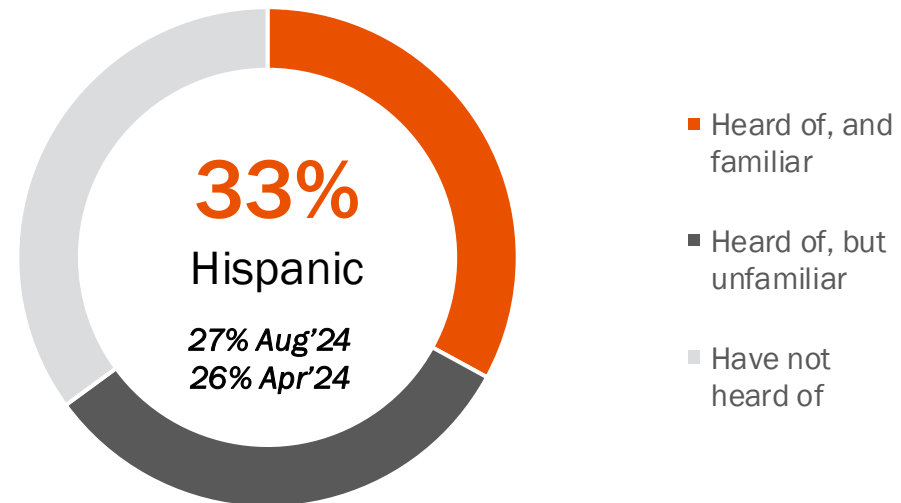
How do you plan to vote in the General election?

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	54%	8%	35%	3%
Non-Hispanic	61%	12%	25%	2%

- 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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65

Vota Conmigo Familiarity

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

Vota Conmigo Familiarity

33%
Hispanic

27% Aug'24
26% Apr'24

■ Heard of, and familiar

■ Heard of, but unfamiliar

■ Have not heard of

Gracias

APPENDIX
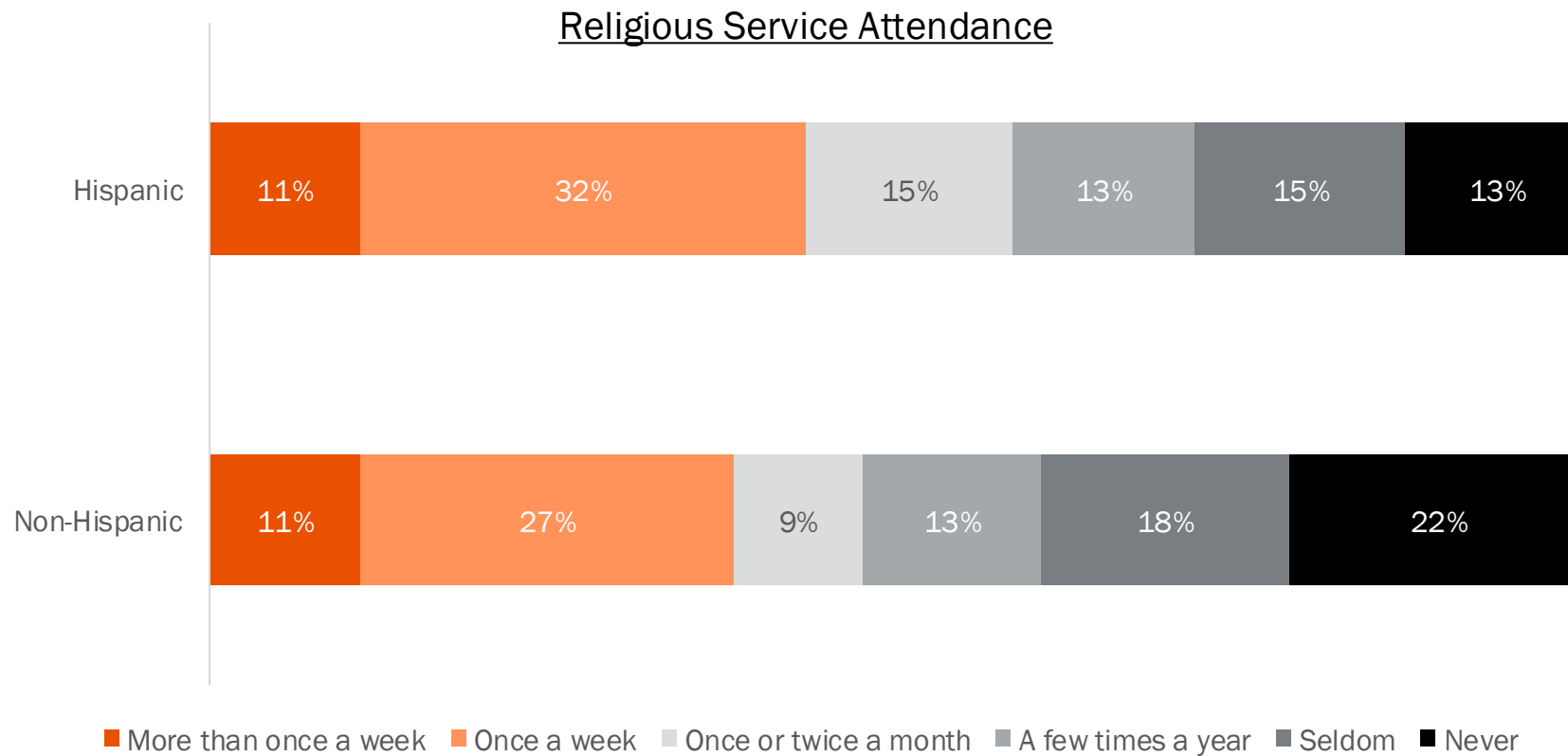
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Religious Service Attendance

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

Religious Service Attendance

Hispanic
| 11% | 32% | 15% | 13% | 15% | 13% |

Non-Hispanic
| 11% | 27% | 9% | 13% | 18% | 22% |

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

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Ballot Language Preference

When voting, I prefer to receive a ballot in…

Ballot Language Preference

85%
Hispanic

- Spanish
- English
- No preference
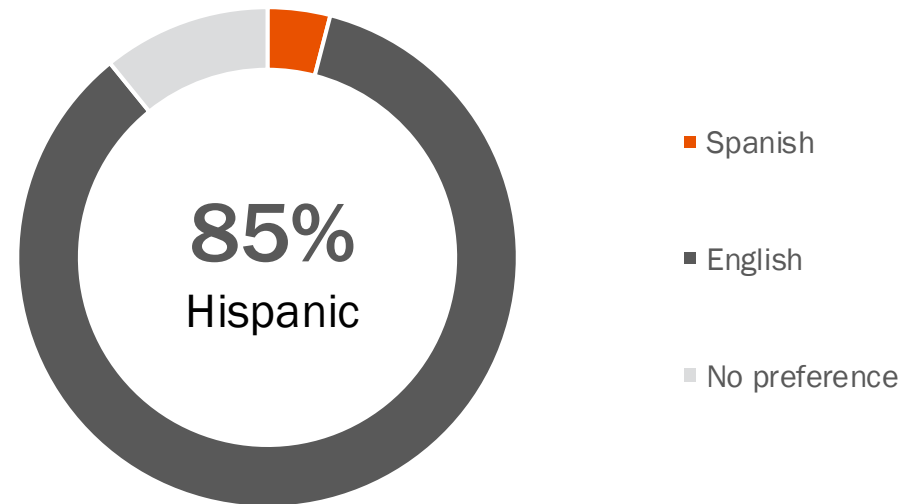
Political Campaigning

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	70%	9%	68%	10%
I appreciate being personally contacted, by phone or by knocking at my door by a political party, candidate or organization that is looking to influence my vote	35%	42%	28%	53%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)
Agree and Disagree above will not sum to 100%
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of September 2024

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