

The background of the entire image is a photograph of the California State Capitol building in Sacramento. The central focus is the large, white, neoclassical dome with a dark, ribbed top and a golden finial. The building's facade features classical columns and arched windows. The sky is a clear, bright blue with a few wispy clouds. Green trees and palm trees are visible in the foreground and to the right, framing the building.

**TU & Media Predict**  
**2024 Ballot Propositions**

**California**  
**September 2024**

**Televisa**  
**Univision**

**Consumer**  
Strategy & Insights

**MEDIA**  
**PREDICT**

# Objectives

- Measure awareness of propositions on the General Election Ballot
- Assess the way respondents intend to vote both before and after reading a description of each proposition
- Understand the reasons behind voters' intent
- Compare and contrast Hispanic and Non-Hispanic voters

# Methodology

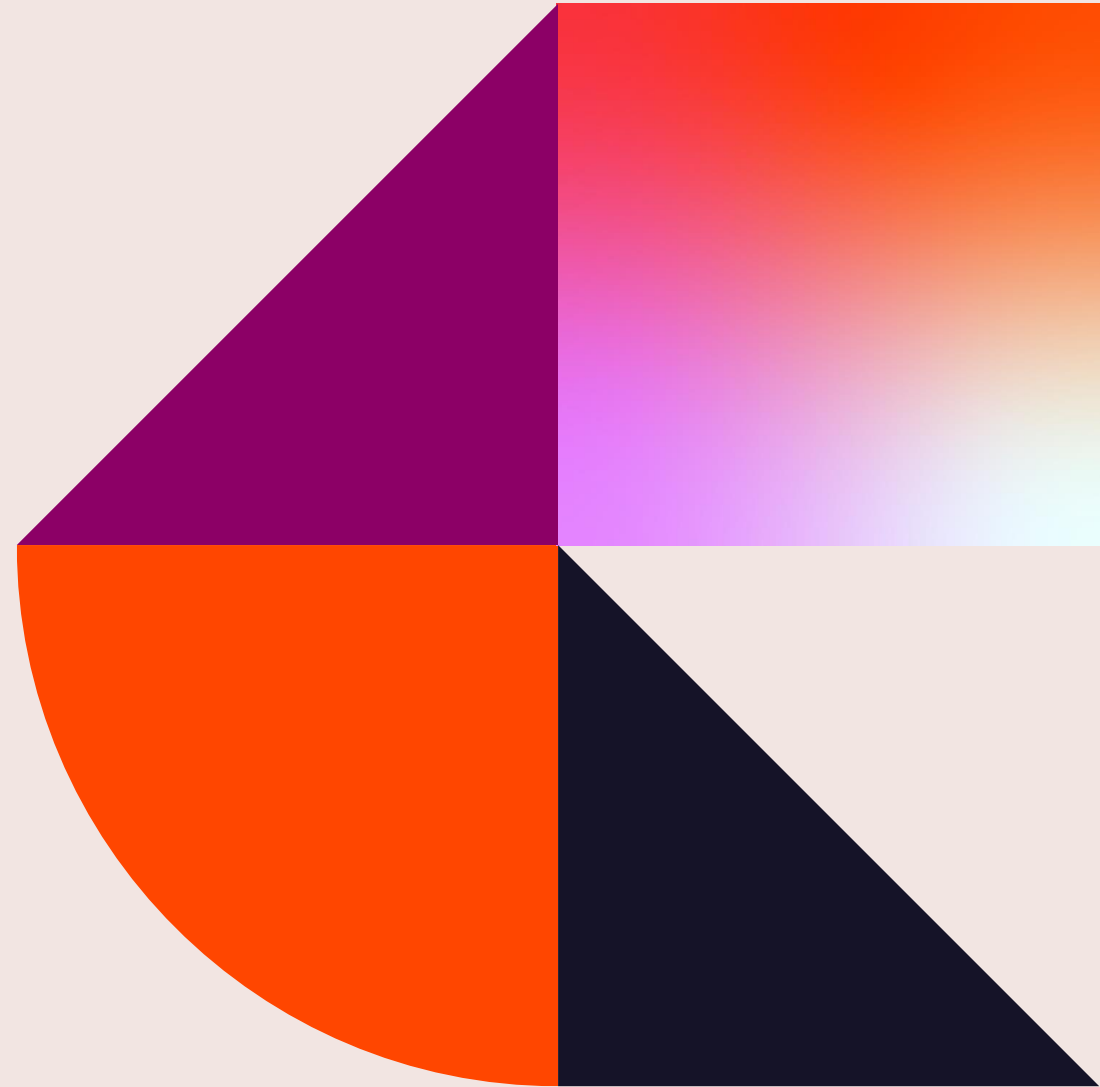
- Online survey of 1,395 likely voters ages 18+

<p><u>A18+</u></p> <p>701 Hispanic (458 SpanDom/Bilingual)</p> <p>694 Non-Hispanic</p>
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- In field 9/11/2024 – 9/13/2024
- 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 3.8% for Hispanics and 3.8% for Non-Hispanics.
- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

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# Proposition Awareness



# Unaided Ballot Proposition Awareness

## - PROPS 32 AND 33 MOST WELL KNOWN BY ALL VOTERS

Thinking of the 2024 general election, what ballot propositions are you currently aware of, if any?

### Unaided Proposition Awareness

	Hispanic	Non-Hispanic
Proposition 32: Raise Minimum Wage. Initiative Statute.	9%	11%
Proposition 33: Expands Local Governments' Authority to Enact Rent Control on Residential Property, Initiative Statute.	9%	13%
Proposition 4: Authorizes Bonds for Safe Drinking Water, Wildfire Preventions, and Protecting Communities and Natural Lands from Climate Risks. Legislative Statute.	6%	5%
Proposition 34: Restricts Spending of Prescription Drug Revenues by Certain Health Care Providers. Initiative Statute.	6%	5%
Proposition 5: Allows Local Bonds for Affordable Housing and Public Infrastructure with 55% Voter Approval. Legislative Constitutional Amendment.	4%	4%
Proposition 35: Provides Permanent Funding for Medi-Cal Health Care Services. Initiative Statute.	3%	3%
Proposition 6: Eliminates Constitutional Provision Allowing Involuntary Servitude for Incarcerated Persons. Legislative Constitutional Amendment.	2%	3%
Proposition 36: Allows Felony Charges and Increases Sentences for Certain Drug and Theft Crimes. Initiative Statute.	2%	3%

# Aided Ballot Proposition Awareness

## - PROP 32 MOST WELL KNOWN BY ALL VOTERS

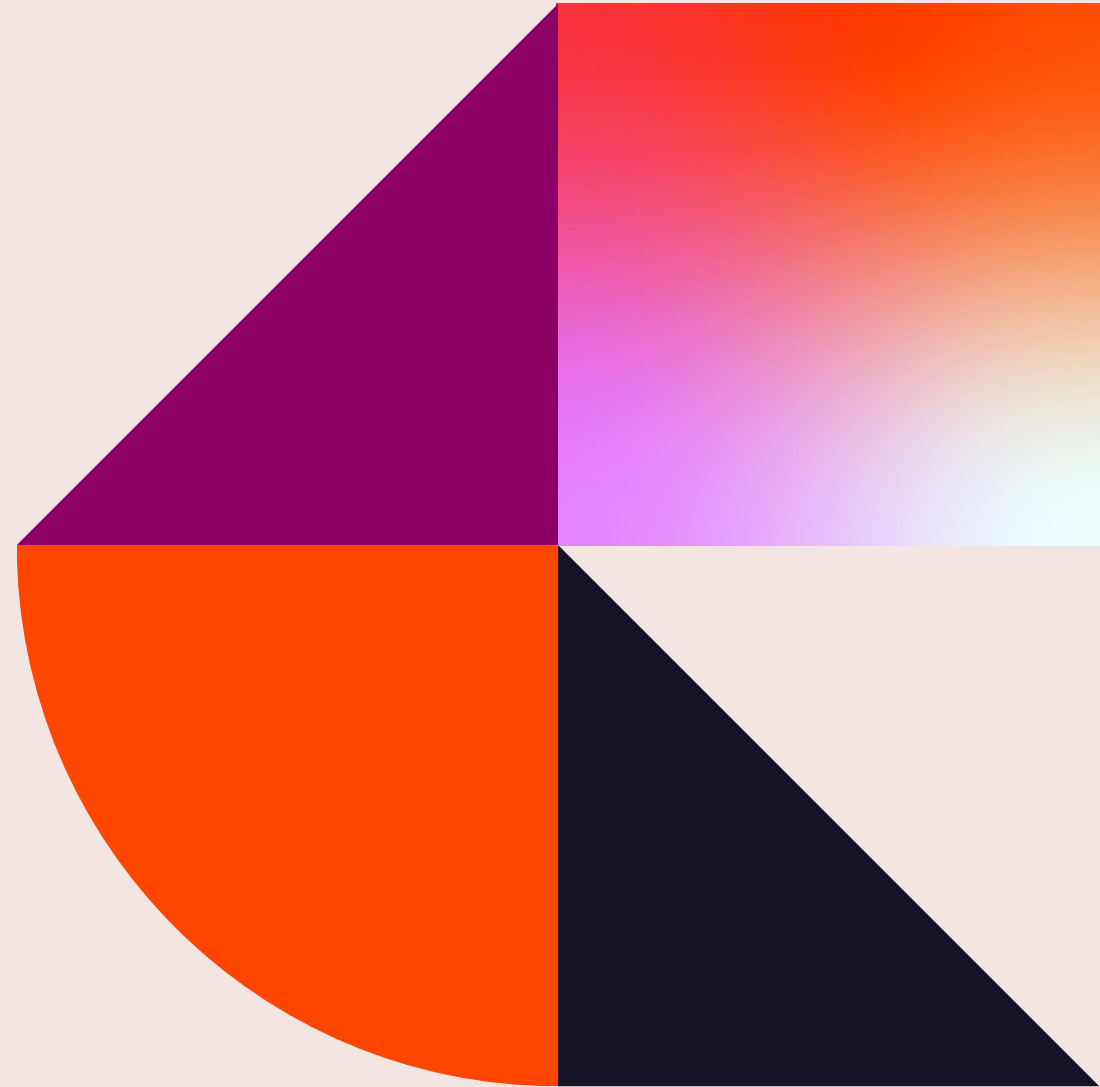
Thinking of the 2024 general election, which of the following ballot propositions have you heard of, if any? Select all that apply.

### Aided Proposition Awareness

	Hispanic	Non-Hispanic
Proposition 32: Raise Minimum Wage. Initiative Statute.	49%	46%
Proposition 5: Allows Local Bonds for Affordable Housing and Public Infrastructure with 55% Voter Approval. Legislative Constitutional Amendment.	37%	35%
Proposition 33: Expands Local Governments' Authority to Enact Rent Control on Residential Property, Initiative Statute.	34%	41%
Proposition 35: Provides Permanent Funding for Medi-Cal Health Care Services. Initiative Statute.	30%	23%
Proposition 4: Authorizes Bonds for Safe Drinking Water, Wildfire Preventions, and Protecting Communities and Natural Lands from Climate Risks. Legislative Statute.	27%	30%
Proposition 34: Restricts Spending of Prescription Drug Revenues by Certain Health Care Providers. Initiative Statute.	24%	23%
Proposition 36: Allows Felony Charges and Increases Sentences for Certain Drug and Theft Crimes. Initiative Statute.	22%	30%
Proposition 6: Eliminates Constitutional Provision Allowing Involuntary Servitude for Incarcerated Persons. Legislative Constitutional Amendment.	20%	16%
None of the above	15%	22%

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# Voting Intent & Reasoning



# PROPOSITION 4

# PROPOSITION 4

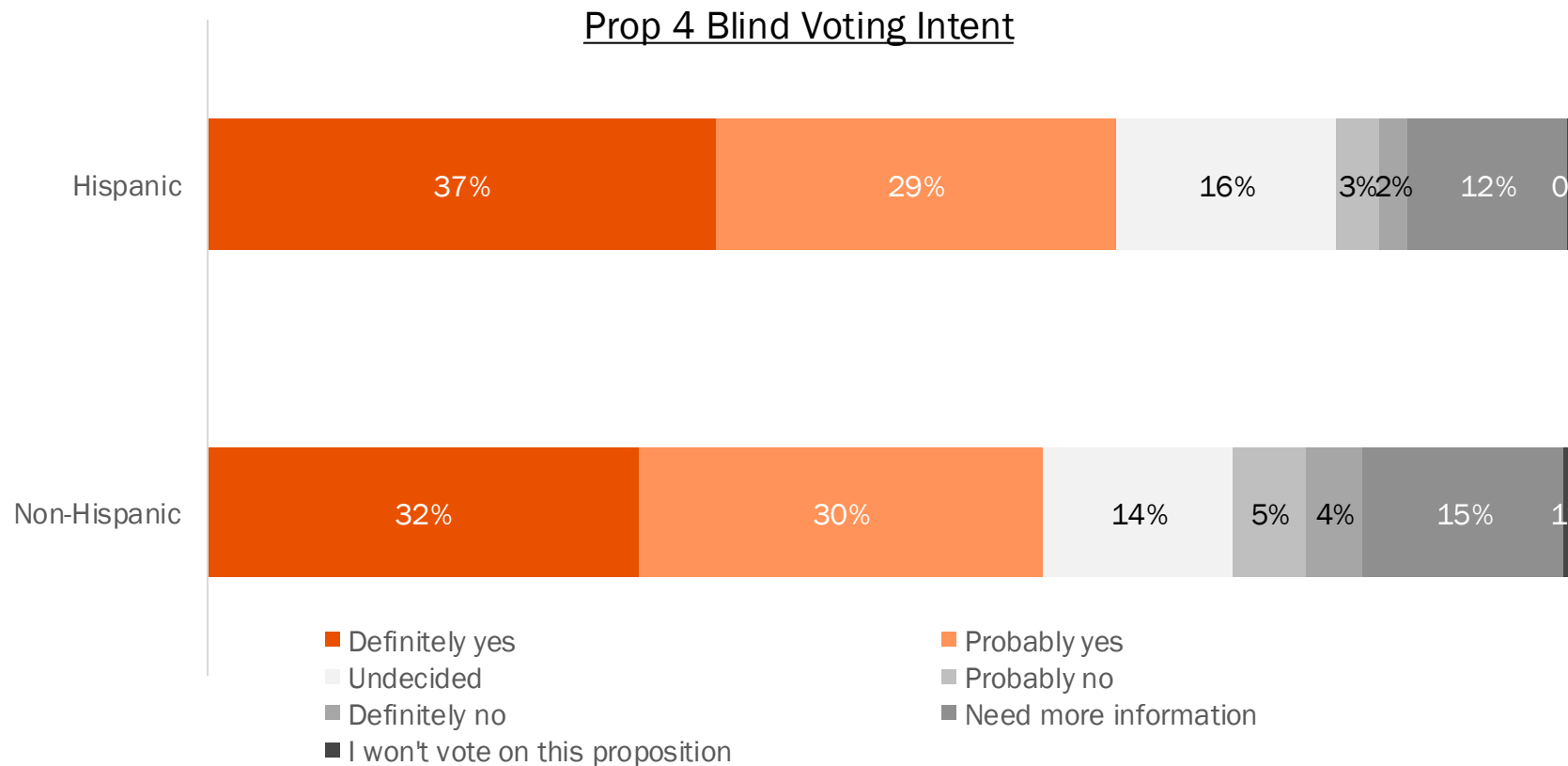
**AUTHORIZES BONDS FOR SAFE DRINKING WATER,  
WILDFIRE PREVENTIONS, AND PROTECTING  
COMMUNITIES AND NATURAL LANDS FROM  
CLIMATE RISKS. LEGISLATIVE STATUTE.**



# Proposition 4 – Blind Intent

- 60% OF HISPANICS UP FOR GRABS (NOT DEFINITE, UNDECIDED, & NEED MORE INFO)

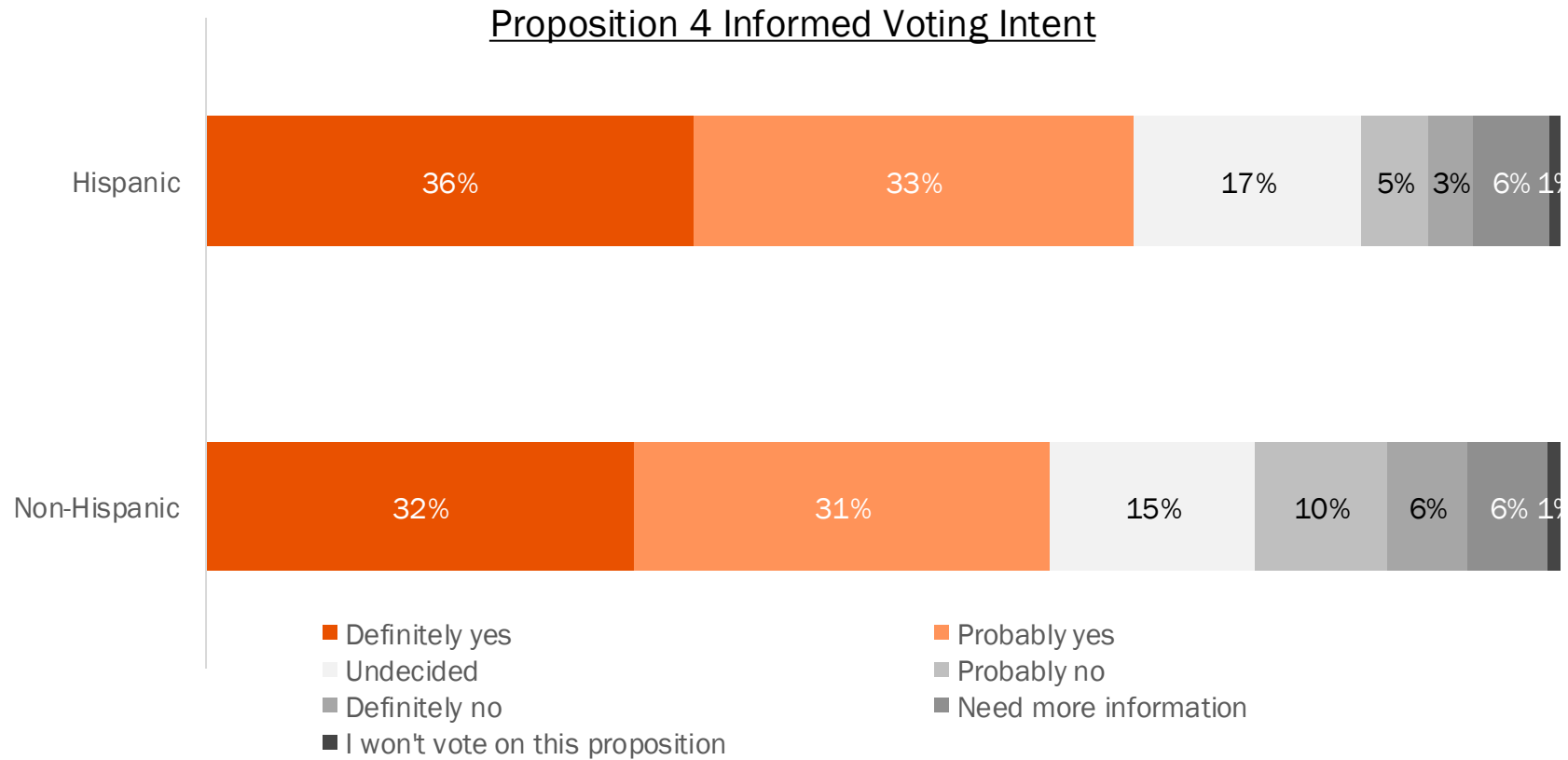
*If the election were held today, would you vote yes or no on this proposition?*



# Proposition 4 – Informed Intent

- 61% OF HISPANICS UP FOR GRABS (NOT DEFINITE, UNDECIDED, & NEED MORE INFO)

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



Among likely voters 18+

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

# Reasons For Proposition 4

<i>Which of the following most closely align with your reasons for voting in favor? Select all that apply.</i>	Hispanic	Non-Hispanic
We must do everything that we can to mitigate climate risks	71%	75%
All/Most of this spending goes to important priorities in California	51%	61%

# Reasons Against Proposition 4

Which of the following most closely align with your reasons for voting against? Select all that apply.	Hispanic	Non-Hispanic
The state has serious fiscal problems and I am concerned the bonds will make them worse	46%	51%
Instead of adding more spending, money should be repurposed from elsewhere in the state budget. It seems that there is a lot of “fat” in the state’s budgets	43%	48%
There is ample money already being spent on the environment and climate	38%	37%
It seems like another “pork barrel” spending measure that will have little real impact	38%	53%
These are nice priorities, but the state can’t afford this spending	27%	47%
Local governments and utilities should pay for this	18%	27%

# PROPOSITION 5

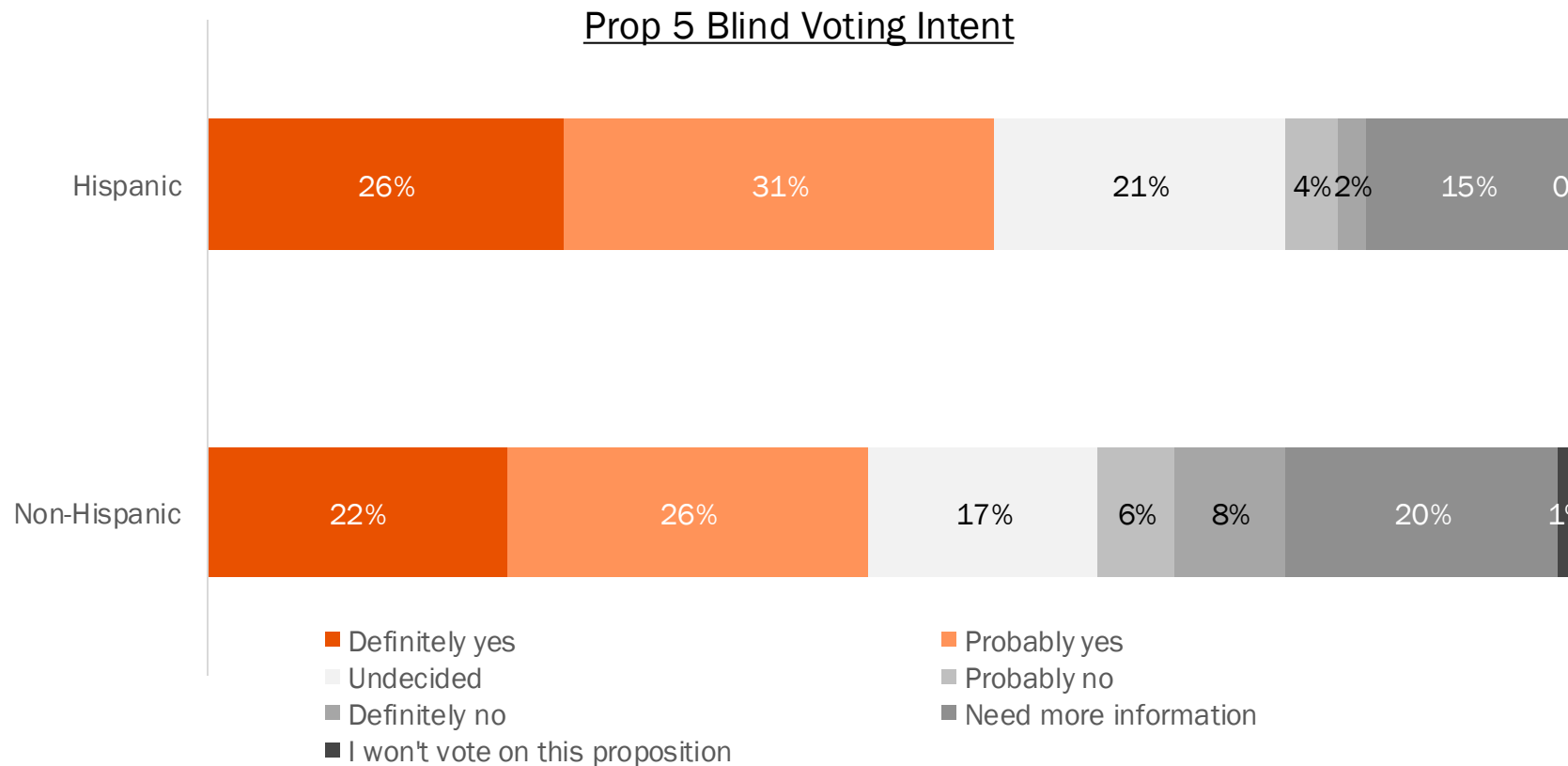
# PROPOSITION 5

**ALLOWS LOCAL BONDS FOR AFFORDABLE HOUSING AND PUBLIC INFRASTRUCTURE WITH 55% VOTER APPROVAL. LEGISLATIVE CONSTITUTIONAL AMENDMENT.**

# Proposition 5 – Blind Intent

- 71% OF HISPANICS UP FOR GRABS (NOT DEFINITE, UNDECIDED, & NEED MORE INFO)

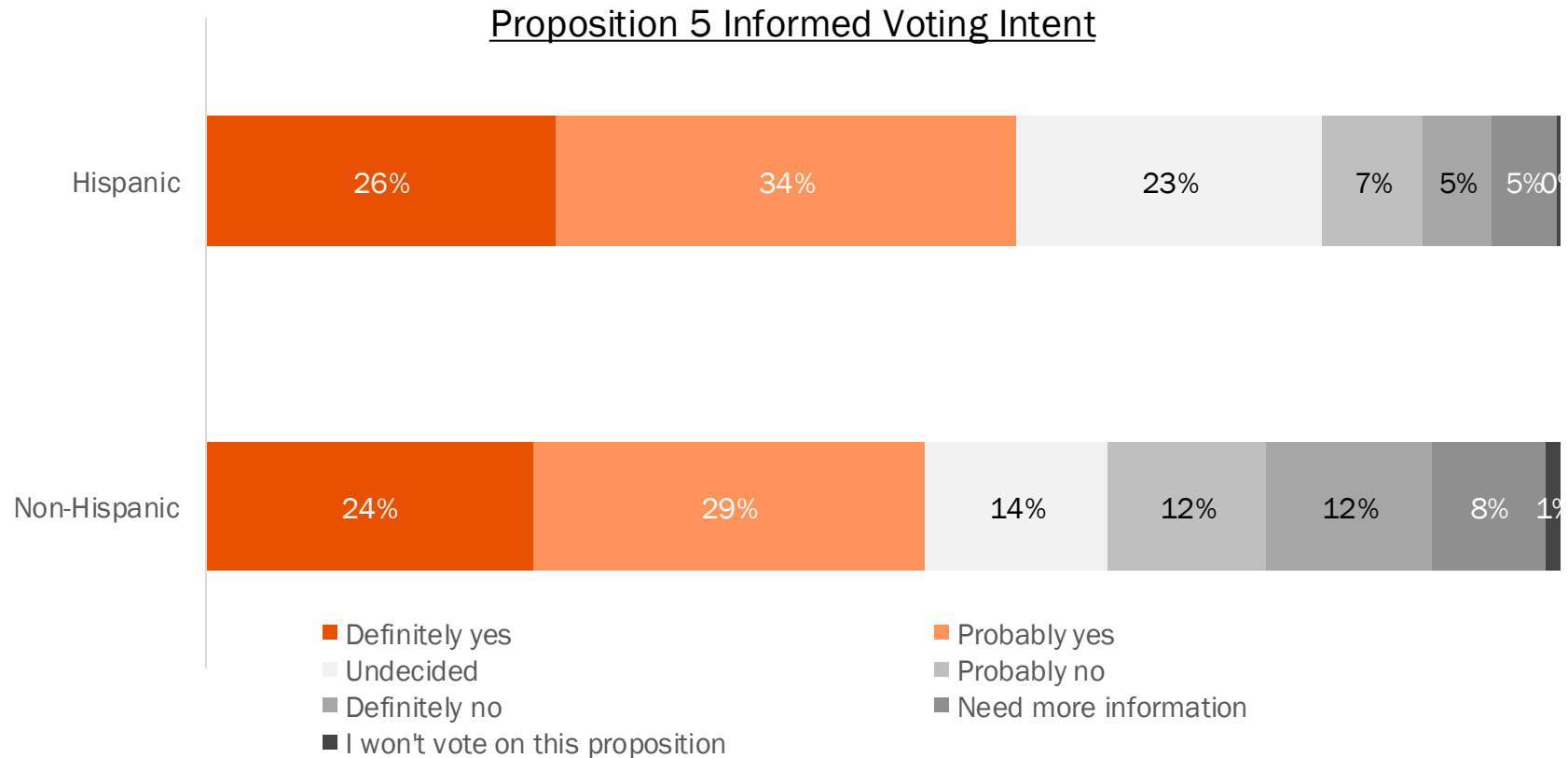
*If the election were held today, would you vote yes or no on this proposition?*



# Proposition 5 – Informed Intent

- 69% OF HISPANICS UP FOR GRABS (NOT DEFINITE, UNDECIDED, & NEED MORE INFO)

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





# Reasons For Proposition 5

Which of the following most closely align with your reasons for voting in favor? Select all that apply.	Hispanic	Non-Hispanic
Affordable housing is a serious issue in California and this seems like a good way to help alleviate the problem	69%	80%
We must do everything that we can to create more affordable housing units in California	60%	65%
We should make it easier for local governments to get approval to finance affordable housing projects	37%	43%

# Reasons Against Proposition 5

Which of the following most closely align with your reasons for voting against? Select all that apply.	Hispanic	Non-Hispanic
This appears to make it easy to raise property taxes	62%	53%
Californians can't afford higher taxes	59%	73%
There is ample money already being spent on lower-income housing	42%	26%
Governments in California have spent a lot on affordable housing and not made things better, and this seems like more of the same	35%	56%
We should not make it easier for governments to spend money	31%	40%

# PROPOSITION 6

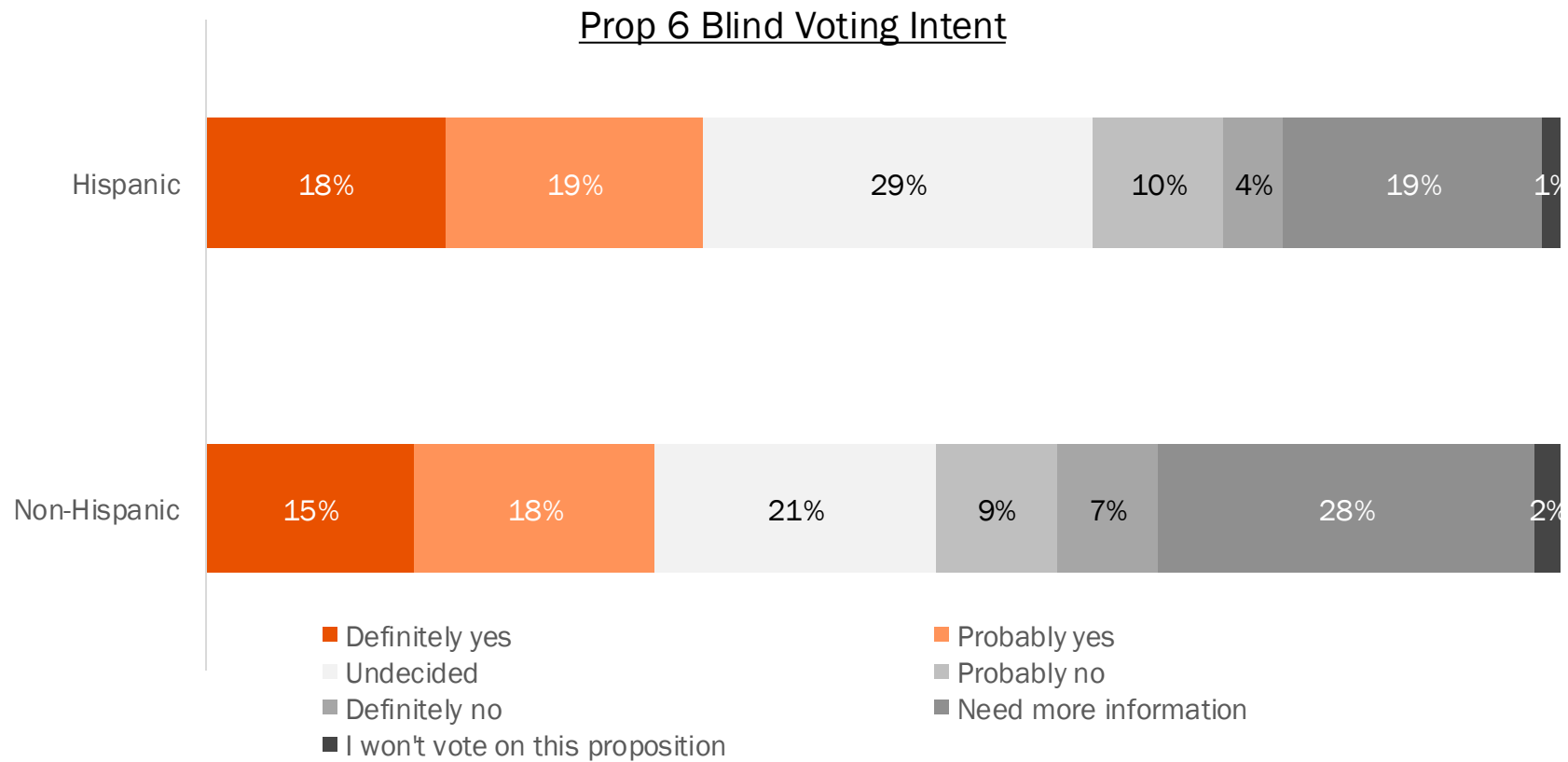
# PROPOSITION 6

**ELIMINATES CONSTITUTIONAL PROVISION  
ALLOWING INVOLUNTARY SERVITUDE FOR  
INCARCERATED PERSONS. LEGISLATIVE  
CONSTITUTIONAL AMENDMENT.**

# Proposition 6 – Blind Intent

- 77% OF HISPANICS UP FOR GRABS (NOT DEFINITE, UNDECIDED, & NEED MORE INFO)

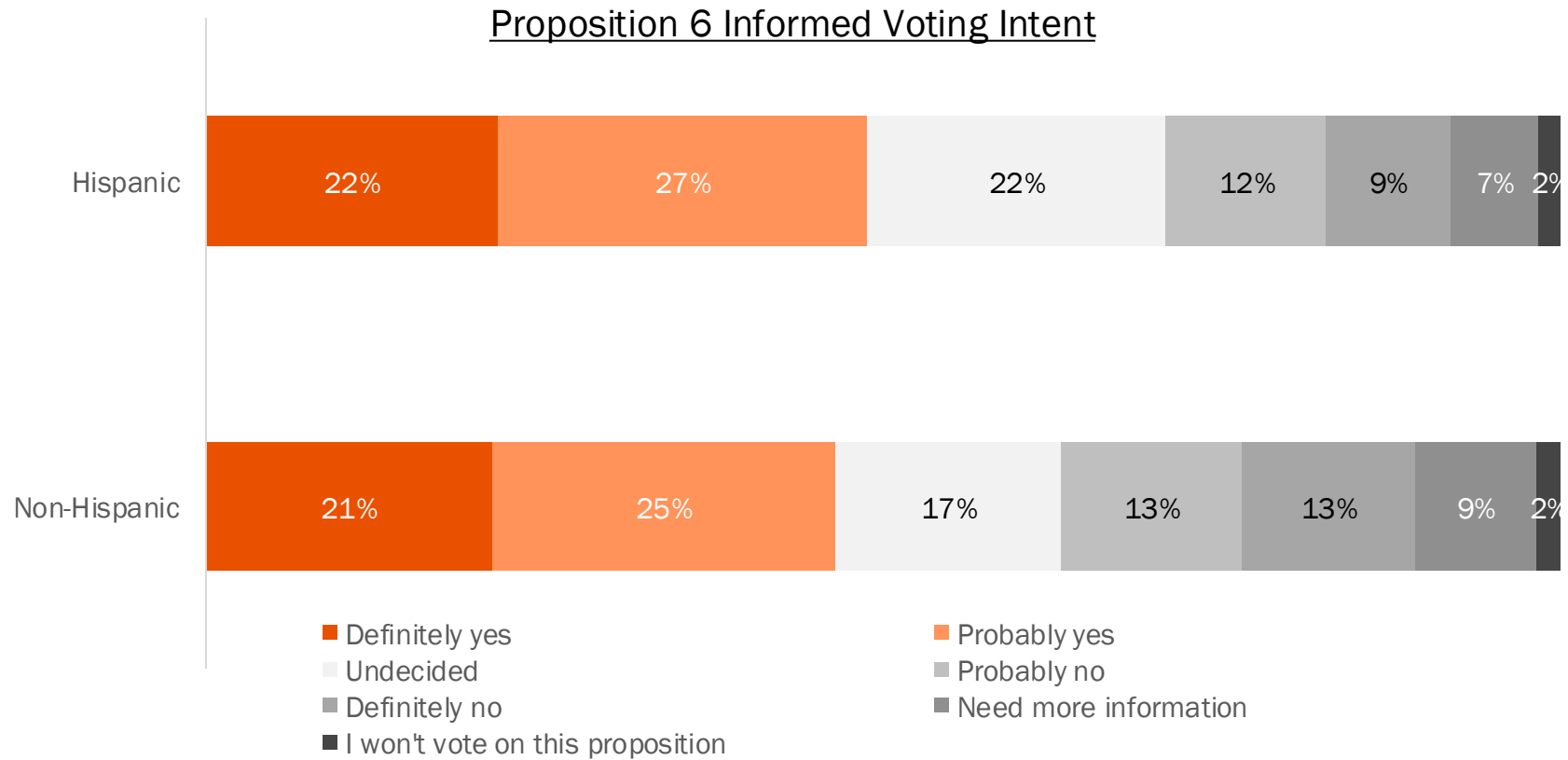
*If the election were held today, would you vote yes or no on this proposition?*



# Proposition 6 – Informed Intent

- 68% OF HISPANICS UP FOR GRABS (NOT DEFINITE, UNDECIDED, & NEED MORE INFO)

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



# Reasons For Proposition 6

Which of the following most closely align with your reasons for voting in favor? Select all that apply.	Hispanic	Non-Hispanic
Voluntary work programs can enhance human dignity and rehabilitation, while involuntary work does the opposite	58%	68%
Involuntary servitude is the same as slavery	40%	45%
Involuntary servitude is wrong	33%	43%
Being in jail is sufficient punishment for crimes	33%	33%
Forcing people to work seems to be an unfair, cruel, and unreasonable punishment	33%	38%

# Reasons Against Proposition 6

Which of the following most closely align with your reasons for voting against? Select all that apply.	Hispanic	Non-Hispanic
I don't see anything wrong with expecting people to work as part of their sentence or punishment	66%	72%
Prisoners should be expected to work if they are able	59%	63%
Having to work does not seem to be an unfair expectation of prisoners	54%	66%
This will raise the costs to taxpayers of the prison system	36%	25%



# PROPOSITION 32

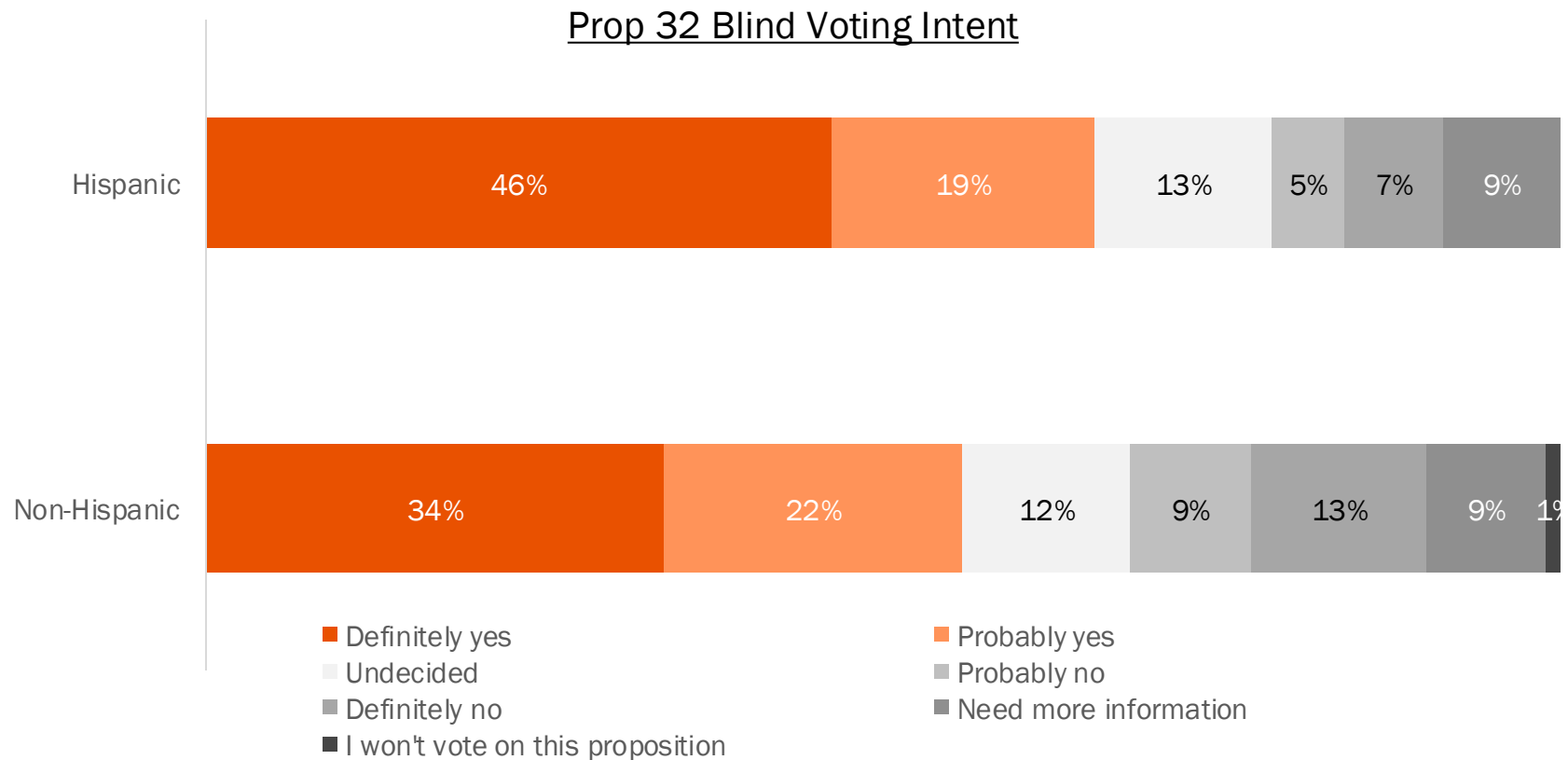
# **PROPOSITION 32**

## **RAISE MINIMUM WAGE. INITIATIVE STATUTE.**

# Proposition 32 – Blind Intent

- 46% OF HISPANICS UP FOR GRABS (NOT DEFINITE, UNDECIDED, & NEED MORE INFO)

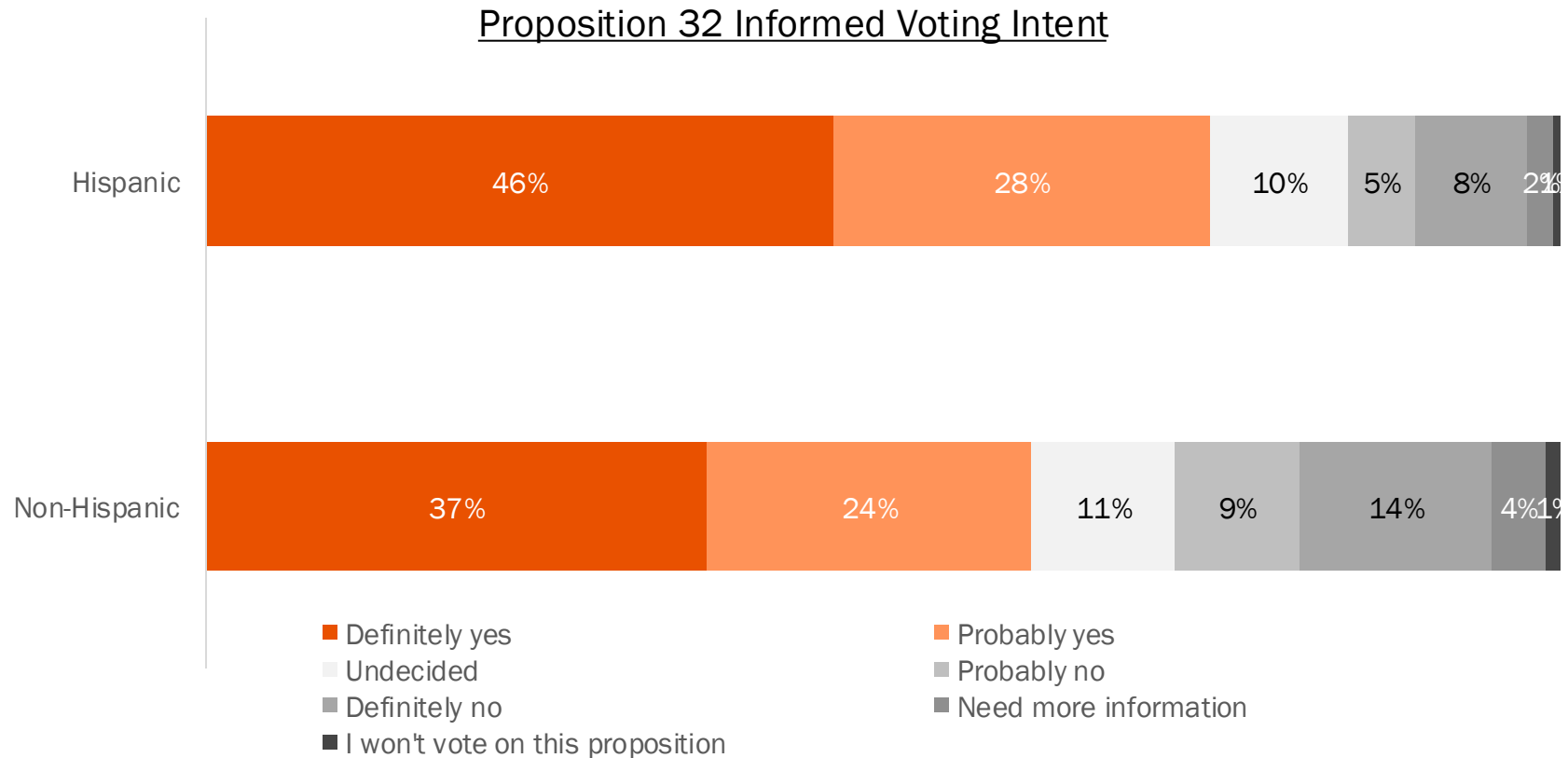
*If the election were held today, would you vote yes or no on this proposition?*



# Proposition 32 – Informed Intent

- 45% OF HISPANICS UP FOR GRABS (NOT DEFINITE, UNDECIDED, & NEED MORE INFO)

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



# Reasons For Proposition 32

Which of the following most closely align with your reasons for voting in favor? Select all that apply.	Hispanic	Non-Hispanic
Given the rise in the cost of living and inflation, it is necessary to raise minimum wages in California	67%	74%
Workers need to be paid a fair and reasonable wage	63%	63%
We just raised the minimum wage in the fast-food industry; workers in other industries also deserve a higher minimum wage	44%	52%
Companies will pay unfair, low wages if they can get away with it; this will help prevent that	44%	44%
These minimum wages are something that businesses can afford	39%	36%

# Reasons Against Proposition 32

Which of the following most closely align with your reasons for voting against? Select all that apply.	Hispanic	Non-Hispanic
We have just seen the negative impacts on the fast-food industry from raising the minimum wage. I don't think that we should do that for the rest of the economy right now	65%	66%
The minimum wage is high enough already	41%	44%
It will likely raise the number of unemployed people in California	40%	46%
We are likely going into a soft economic time, maybe recession. Now is not the time to raise the minimum wage	38%	40%
Businesses in the lower-cost parts of the state will not be able to afford these wages	35%	52%
The market should set wages	25%	39%

# PROPOSITION 33

# PROPOSITION 33

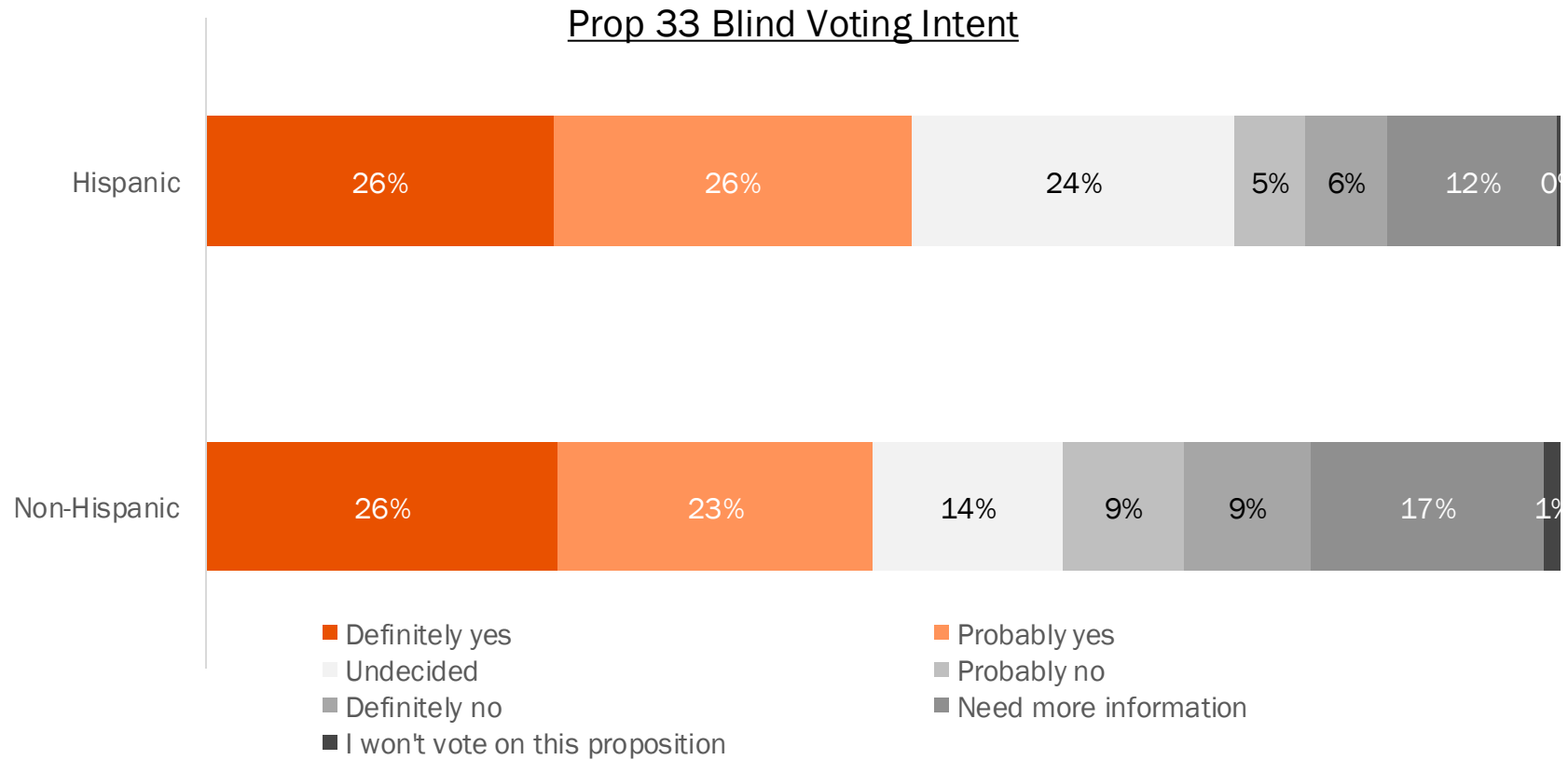
**EXPANDS LOCAL GOVERNMENTS' AUTHORITY  
TO ENACT RENT CONTROL ON RESIDENTIAL  
PROPERTY, INITIATIVE STATUTE.**



# Proposition 33 – Blind Intent

- 67% OF HISPANICS UP FOR GRABS (NOT DEFINITE, UNDECIDED, & NEED MORE INFO)

*If the election were held today, would you vote yes or no on this proposition?*



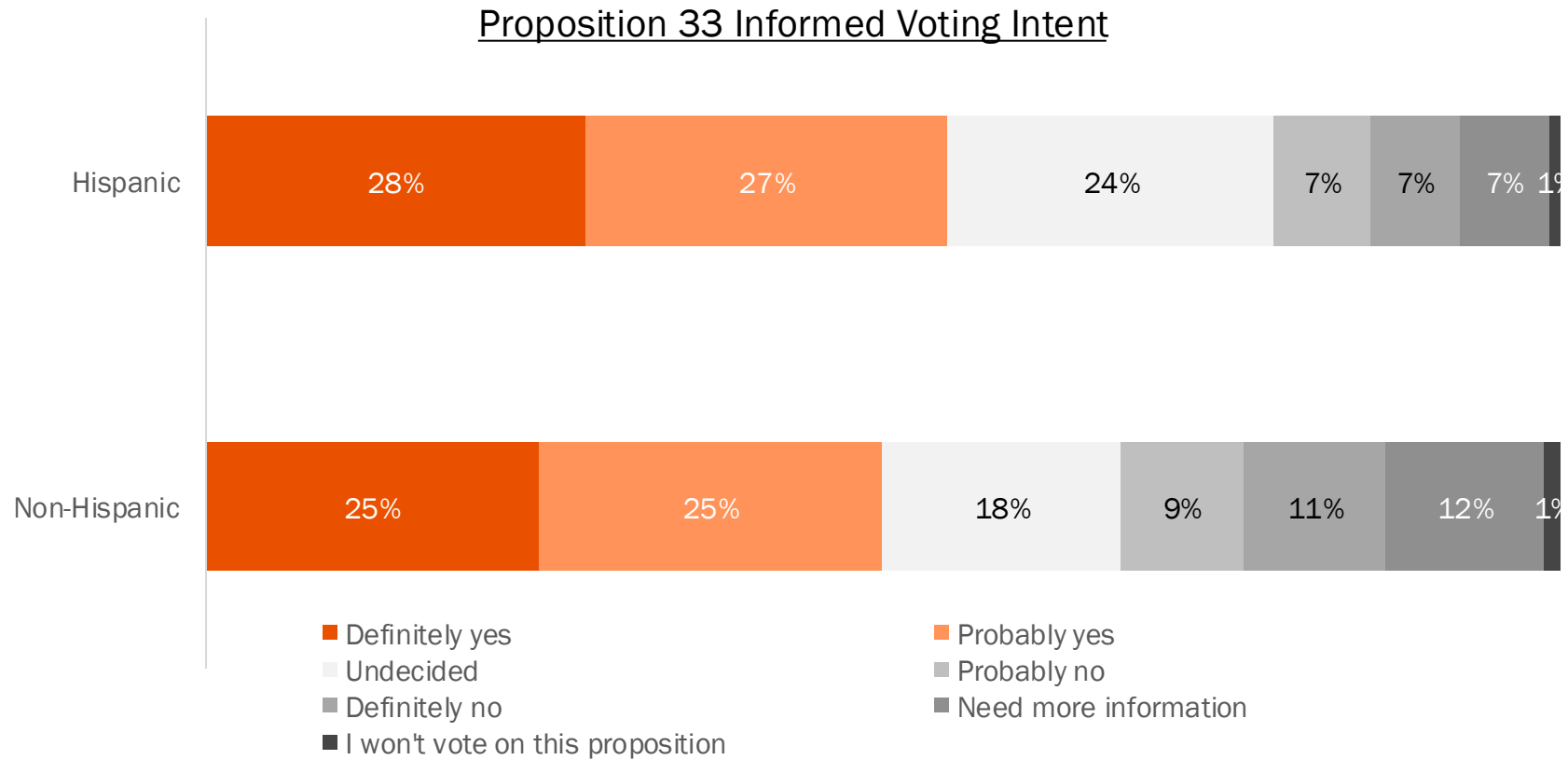
Among likely voters 18+

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

# Proposition 33 – Informed Intent

- 65% OF HISPANICS UP FOR GRABS (NOT DEFINITE, UNDECIDED, & NEED MORE INFO)

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



Among likely voters 18+

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

# Reasons For Proposition 33

Which of the following most closely align with your reasons for voting in favor? Select all that apply.	Hispanic	Non-Hispanic
Capping rent increases will make it easier for working people and families to afford to live in California	62%	62%
California needs much more affordable housing, and this seems like a good way to help	54%	61%
Capping rent increases will help reduce inflation	45%	43%
Giving local governments the ability to make laws will allow them to be better suited to the local community	31%	37%
Giving local governments the ability to make laws will most like make them more effective and successful	29%	33%

# Reasons Against Proposition 33

Which of the following most closely align with your reasons for voting against? Select all that apply.	Hispanic	Non-Hispanic
It is unfair to the landlords, especially small ones	50%	46%
Rent control will end up decreasing, rather than increasing, the supply of rental units	37%	43%
Rent control reduces the incentives to build new affordable housing units and to maintain them	37%	41%
If it lowers property tax revenue, then governments will have to raise other taxes to pay for it	34%	38%
Rent control programs have generally not worked well where they have been tried	31%	41%

# PROPOSITION 34

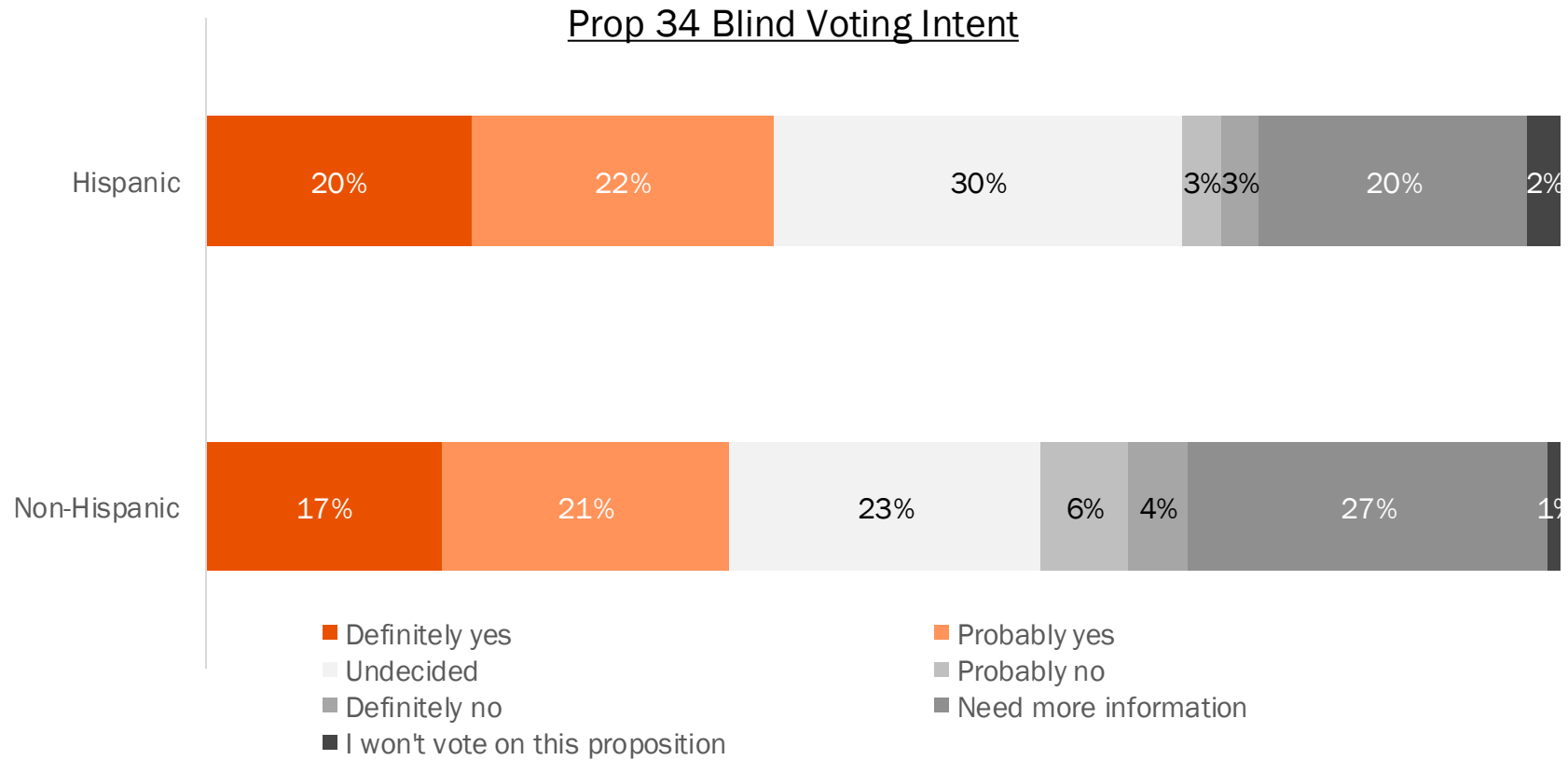
# **PROPOSITION 34**

**RESTRICTS SPENDING OF PRESCRIPTION  
DRUG REVENUES BY CERTAIN HEALTH CARE  
PROVIDERS. INITIATIVE STATUTE.**

# Proposition 34 – Blind Intent

- 75% OF HISPANICS UP FOR GRABS (NOT DEFINITE, UNDECIDED, & NEED MORE INFO)

*If the election were held today, would you vote yes or no on this proposition?*



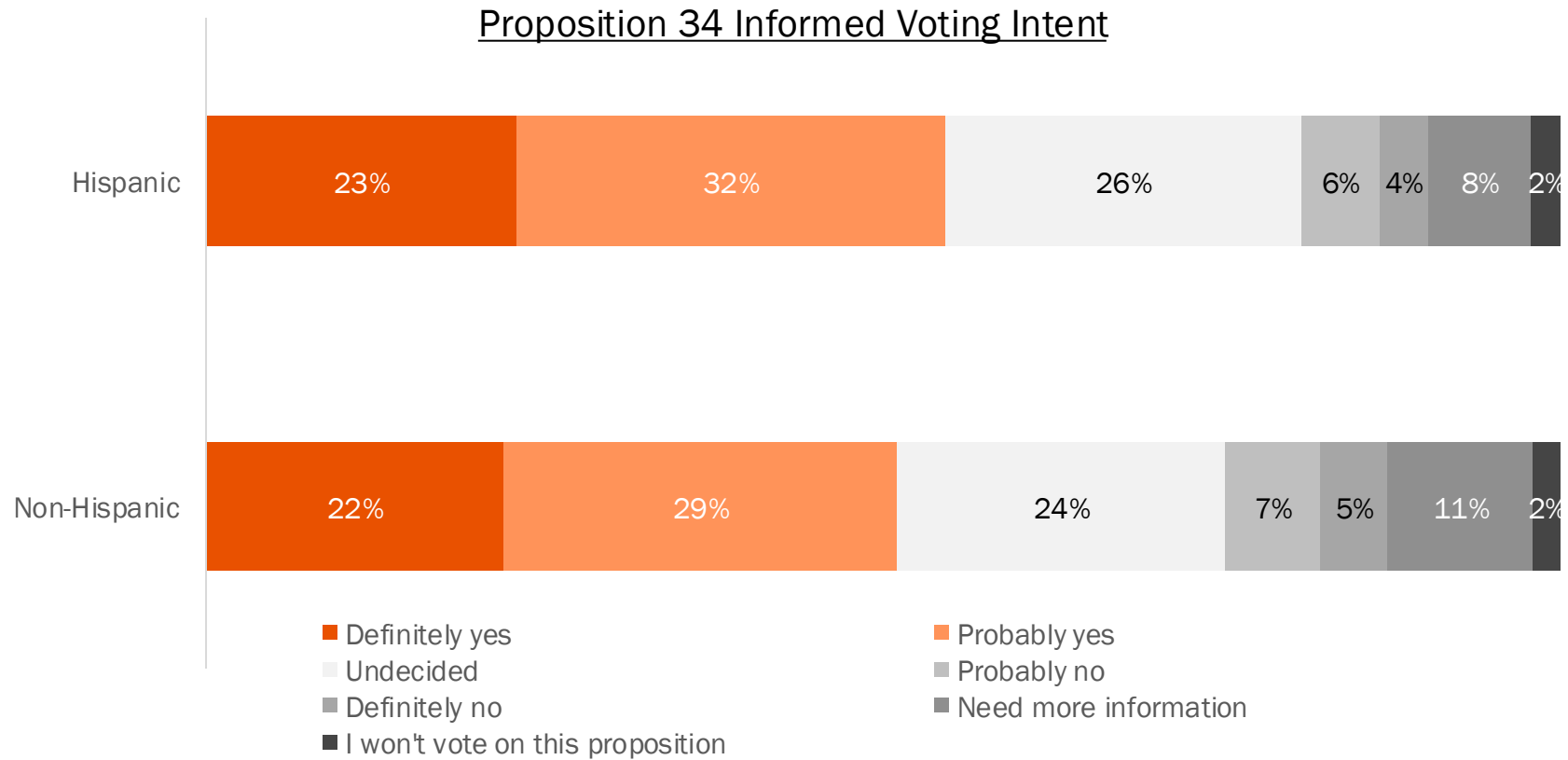
Among likely voters 18+

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

# Proposition 34 – Informed Intent

- 72% OF HISPANICS UP FOR GRABS (NOT DEFINITE, UNDECIDED, & NEED MORE INFO)

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



Among likely voters 18+

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



# Reasons For Proposition 34

Which of the following most closely align with your reasons for voting in favor? Select all that apply.	Hispanic	Non-Hispanic
Prescription drug prices are high, and this seems like a good way to control them	56%	60%
Companies shouldn't be making excess profits on selling prescription medicines	54%	57%
Healthcare providers need to be more tightly regulated and supervised to ensure that their prices are not excessive	52%	62%
Giving Medi-Cal permanent authority to negotiate drug prices is a good idea	42%	53%

# Reasons Against Proposition 34

Which of the following most closely align with your reasons for voting against? Select all that apply.	Hispanic	Non-Hispanic
This seems very complicated and will drive up compliance costs and, therefore, healthcare costs	49%	49%
This would likely drive up the costs for other health care to cover any losses from this rule	46%	35%
The growing involvement of governments and their regulators in healthcare has only been making healthcare more expensive	36%	41%
This will make it less likely for private healthcare companies to want to do business in California	32%	33%
We don't need more rules regarding, or government involvement in, healthcare	26%	42%

# PROPOSITION 35

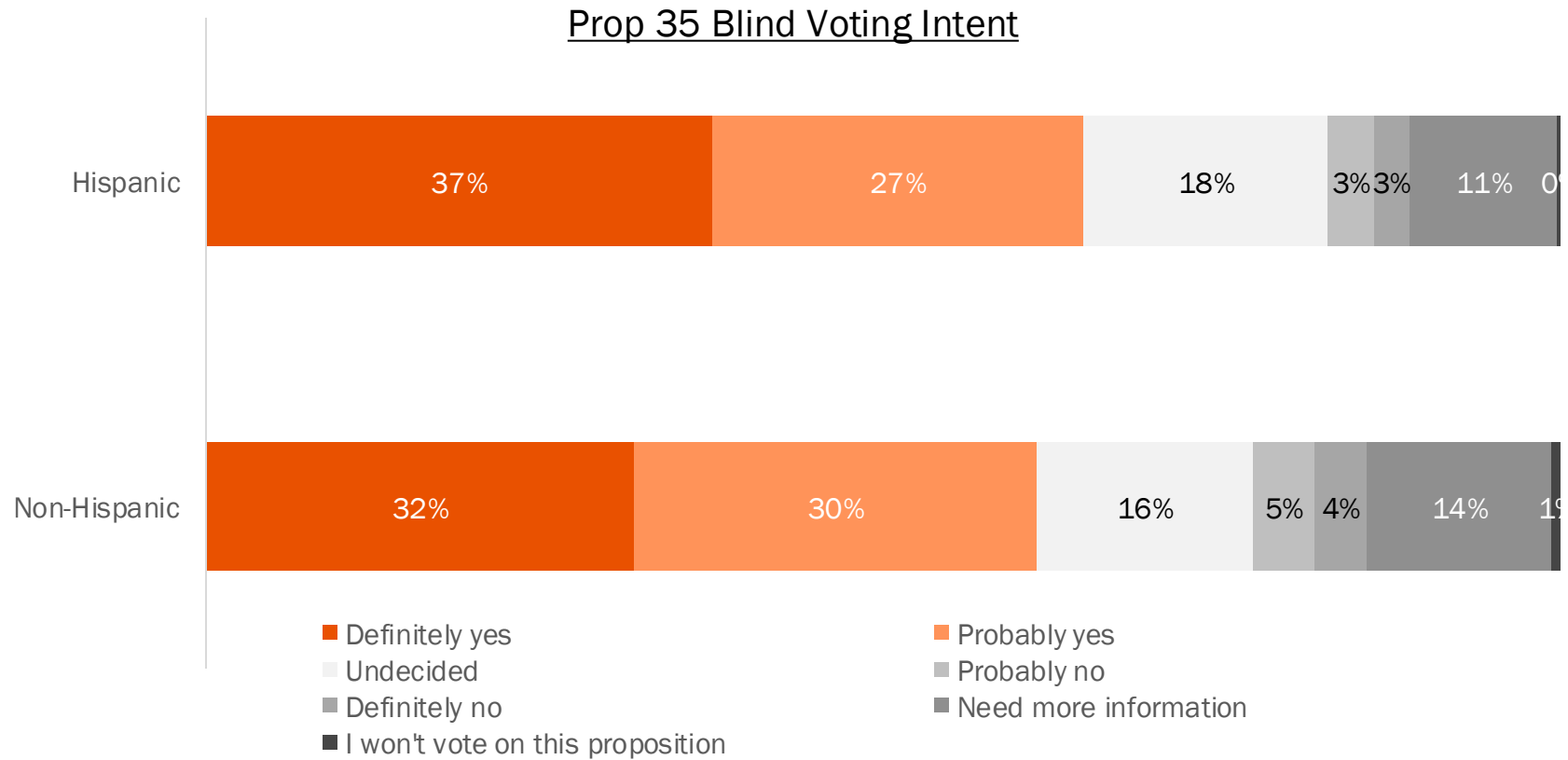
# PROPOSITION 35

**PROVIDES PERMANENT FUNDING FOR MEDICAL HEALTH CARE SERVICES. INITIATIVE STATUTE.**

# Proposition 35 – Blind Intent

- 59% OF HISPANICS UP FOR GRABS (NOT DEFINITE, UNDECIDED, & NEED MORE INFO)

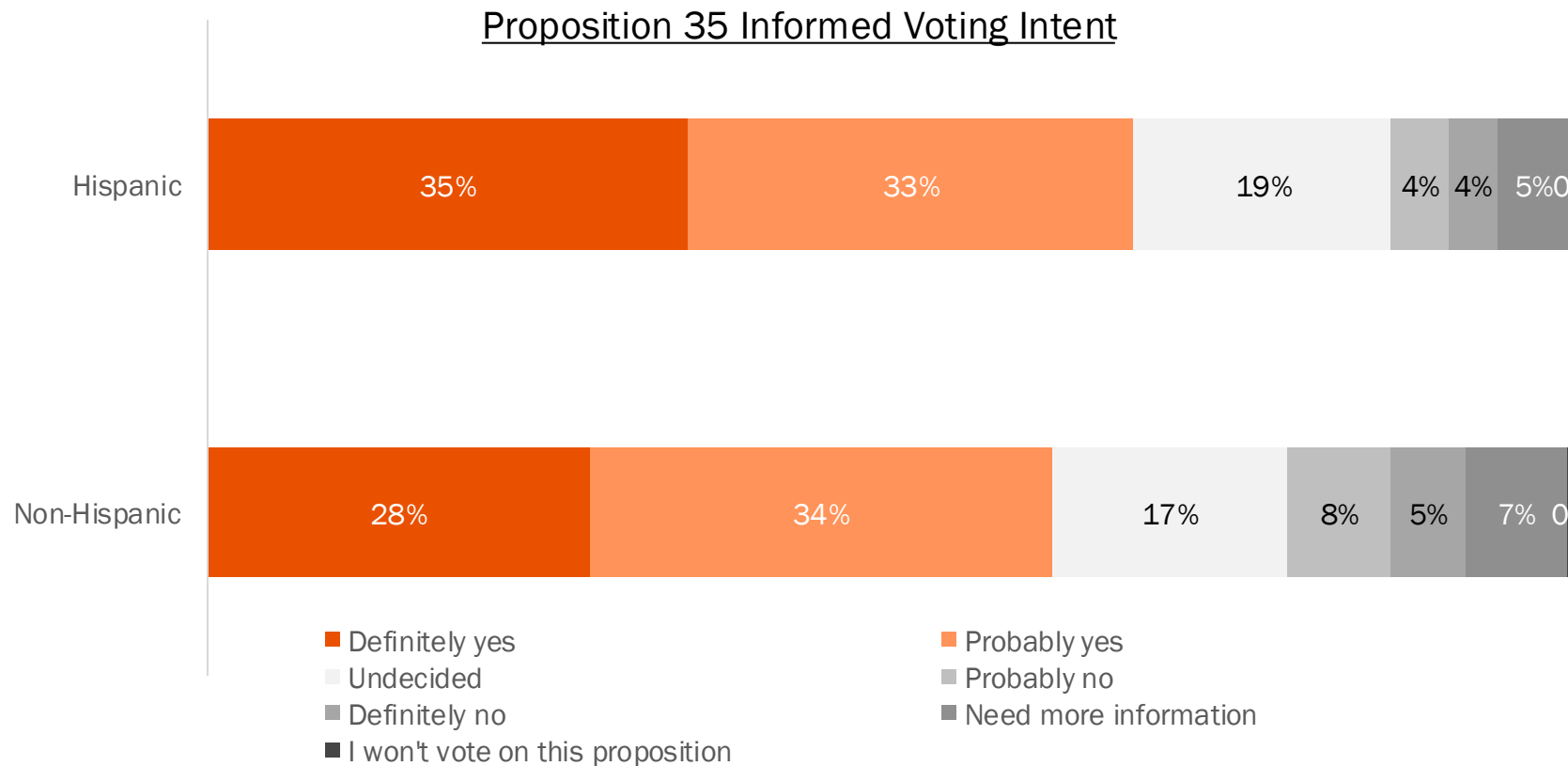
*If the election were held today, would you vote yes or no on this proposition?*



# Proposition 35 – Informed Intent

- 61% OF HISPANICS UP FOR GRABS (NOT DEFINITE, UNDECIDED, & NEED MORE INFO)

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



# Reasons For Proposition 35

Which of the following most closely align with your reasons for voting in favor? Select all that apply.	Hispanic	Non-Hispanic
Medi-Cal needs to be properly funded and this seems like a good way to do it	57%	67%
We need to do what is necessary to fund Medi-Cal	51%	60%
This just makes permanent what is already in place	39%	38%
If this tax goes away, it will create a deficit at Medi-Cal that will have to be covered through another potentially more problematic tax	30%	38%

# Reasons Against Proposition 35

Which of the following most closely align with your reasons for voting against? Select all that apply.	Hispanic	Non-Hispanic
California needs to be finding ways to reduce spending and taxes, not raising them	57%	65%
Californians can't afford this	53%	49%
It makes managed care plans more expensive	51%	35%
We need to make Medi-Cal more efficient before we raise taxes to pay for more spending	45%	48%
It places an unfair burden on people with managed care plans	35%	36%



# PROPOSITION 36

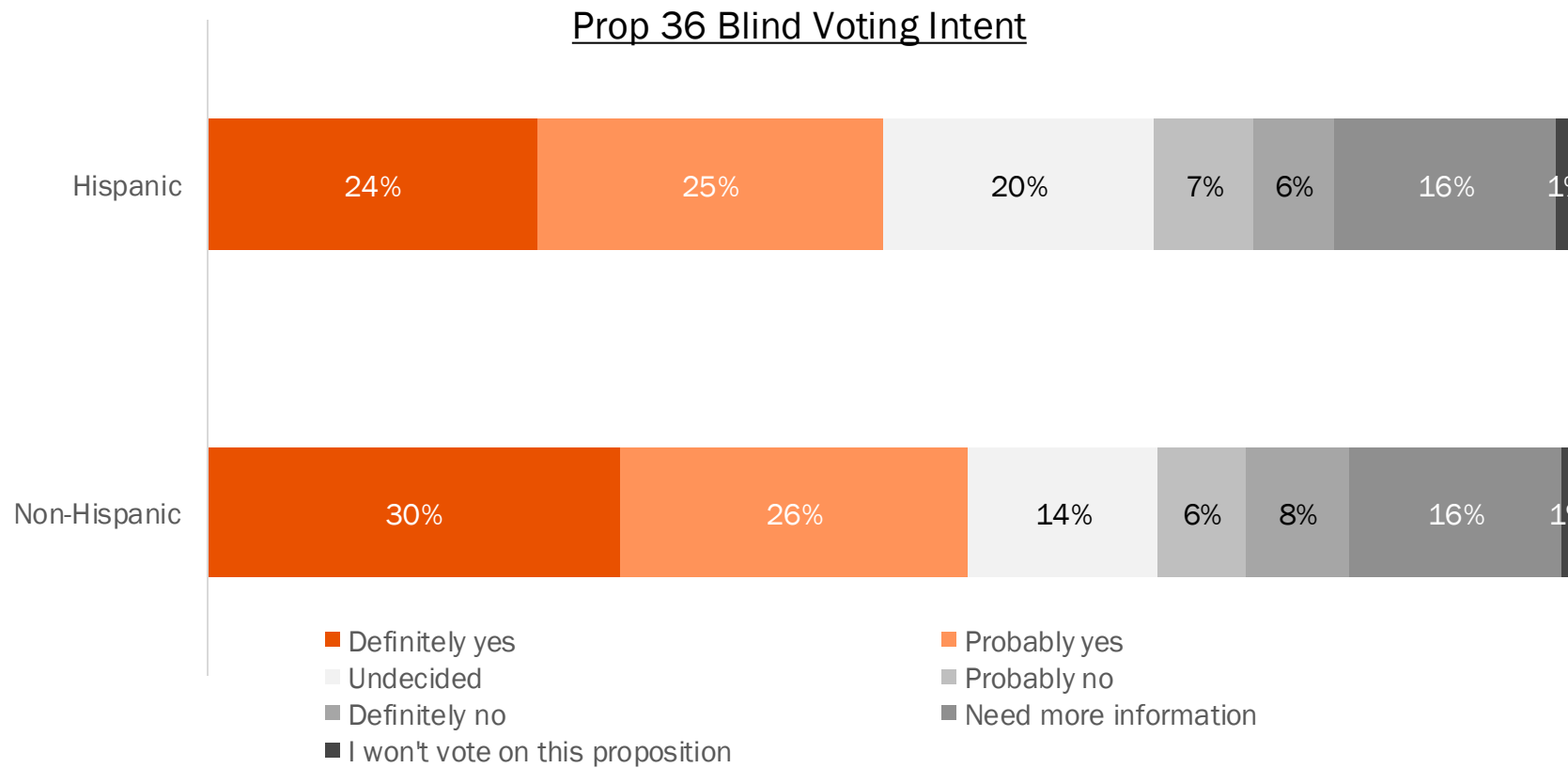
# **PROPOSITION 36**

**ALLOWS FELONY CHARGES AND INCREASES SENTENCES FOR CERTAIN DRUG AND THEFT CRIMES. INITIATIVE STATUTE.**

# Proposition 36 – Blind Intent

- 68% OF HISPANICS UP FOR GRABS (NOT DEFINITE, UNDECIDED, & NEED MORE INFO)

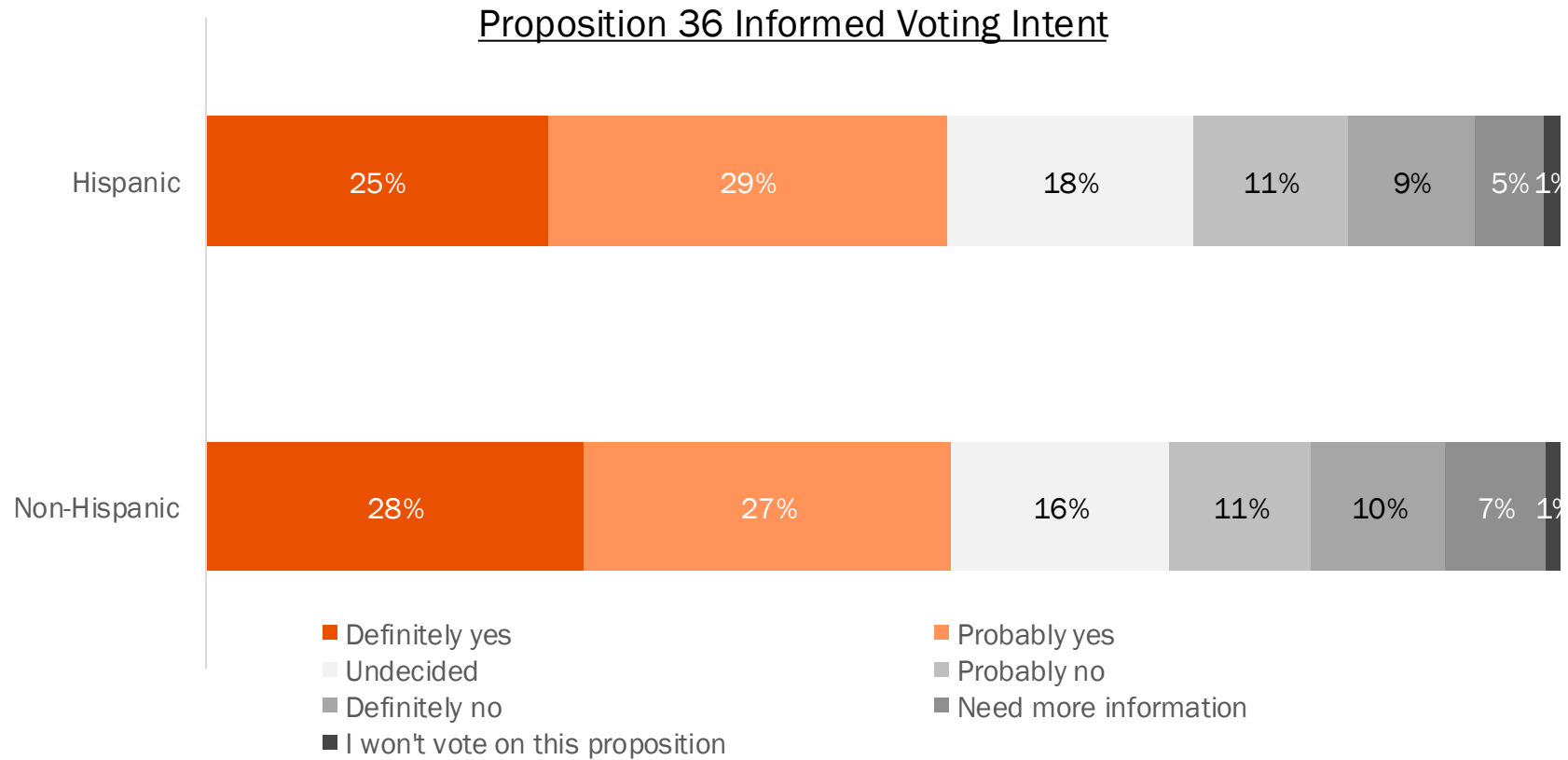
*If the election were held today, would you vote yes or no on this proposition?*



# Proposition 36 – Informed Intent

- 63% OF HISPANICS UP FOR GRABS (NOT DEFINITE, UNDECIDED, & NEED MORE INFO)

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



# Reasons For Proposition 36

Which of the following most closely align with your reasons for voting in favor? Select all that apply.	Hispanic	Non-Hispanic
This will help address the growing crime problem in California	62%	70%
This will make our streets safer	51%	55%
This will help improve the quality of life in California	43%	48%
Will encourage addicts to seek treatment	38%	38%
This is essential to making California “livable” again	36%	49%
This will reduce the number of businesses that are closing stores in California	35%	37%
This will especially help small businesses	29%	36%

# Reasons Against Proposition 36

Which of the following most closely align with your reasons for voting against? Select all that apply.	Hispanic	Non-Hispanic
It is unfair to convict and imprison as felons those who commit these minor types of crimes	49%	48%
It will reduce funds for worthy causes such as mental health and schools	43%	53%
This will overburden our courts and prison system	39%	56%
This will dramatically increase the costs of our judicial system	36%	51%
The punishment will not fit the crime	33%	48%
It will disproportionately impact minorities	27%	45%



# Gracias

Televisa  
Univision

Consumer  
Strategy & Insights