ORLANDO

Orlando's Hispanic Community

Orlando Hispanics Are YOUNGER	**Lower Hispanic Median Household Income**	**Larger Hispanic Households**	**More Likely to Have Children in Household**	**More Likely Renting Their Homes**
41 Hispanic median age vs 55 for Non-Hispanic	**$63,389K** vs $74,443K for Non-Hispanic	**3.7** Median Persons per HH vs 2.7 for Non-Hispanic	**48%** Kids <18 in HH vs 29% for Non-Hispanic	**38%** Rent where they live vs 28% for Non-Hispanic

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TU & Media Predict

2024 Presidential Tracker

Orlando
June 2024

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Objectives

- Measure current landscape of the 2024 Primary and General Elections

- Assess voter sentiment towards current candidates and government bodies

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

- Compare and contrast Hispanic and Non-Hispanic voters

Methodology

- Online survey of 748 likely voters ages 18+

| A18+ |
| :---: |
| 334 Hispanic (261 SpanDom/Bilingual) |
| 414 Non-Hispanic |

- In field 6/13/2024 – 6/24/2024

- 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 5.5% for Hispanics and 4.9% for Non-Hispanics.

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

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Only 31% 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?
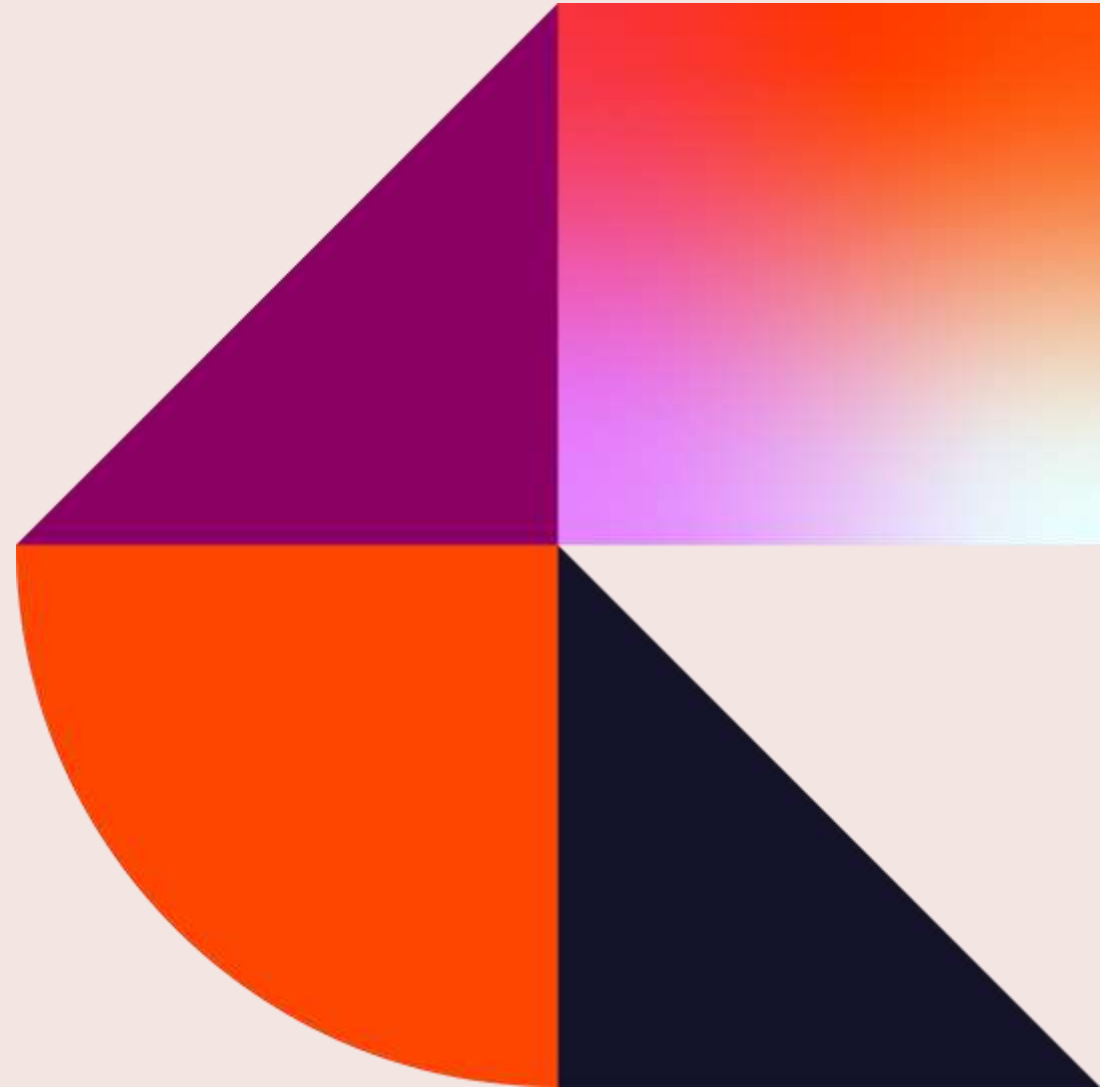
US Right or Wrong Track

31%
Hispanic

22%
Non-Hispanic
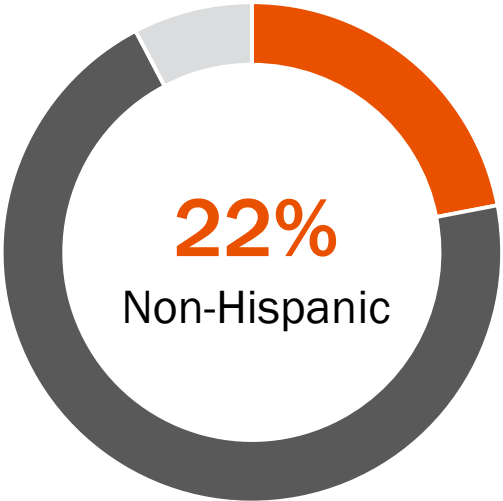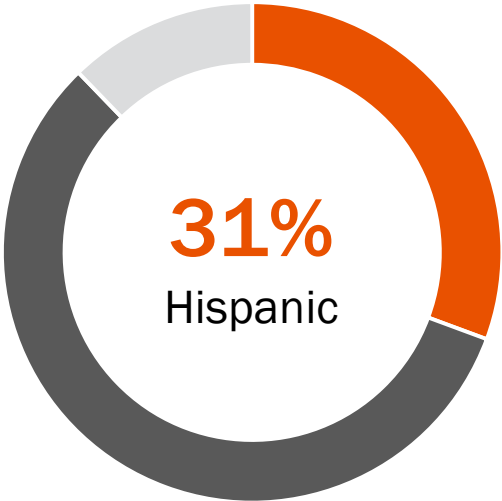
- Right direction
- Wrong track
- Unsure/I don't know

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General Election Polling

Matchup: Biden vs Trump

- JOE BIDEN LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 32% OF HISPANICS UP FOR GRABS (25% NOT DEFINITE, 7% UNSURE)

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

Presidential Matchup

	Definitely Biden	Probably Biden	Probably Trump	Definitely Trump	Someone else	Unsure/I don't know
Hispanic	35%	16%	9%	28%	5%	7%
Non-Hispanic	32%	6%	11%	43%	6%	2%

■ Definitely Biden ■ Probably Biden ■ Probably Trump ■ Definitely Trump □ Someone else ■ Unsure/I don't know

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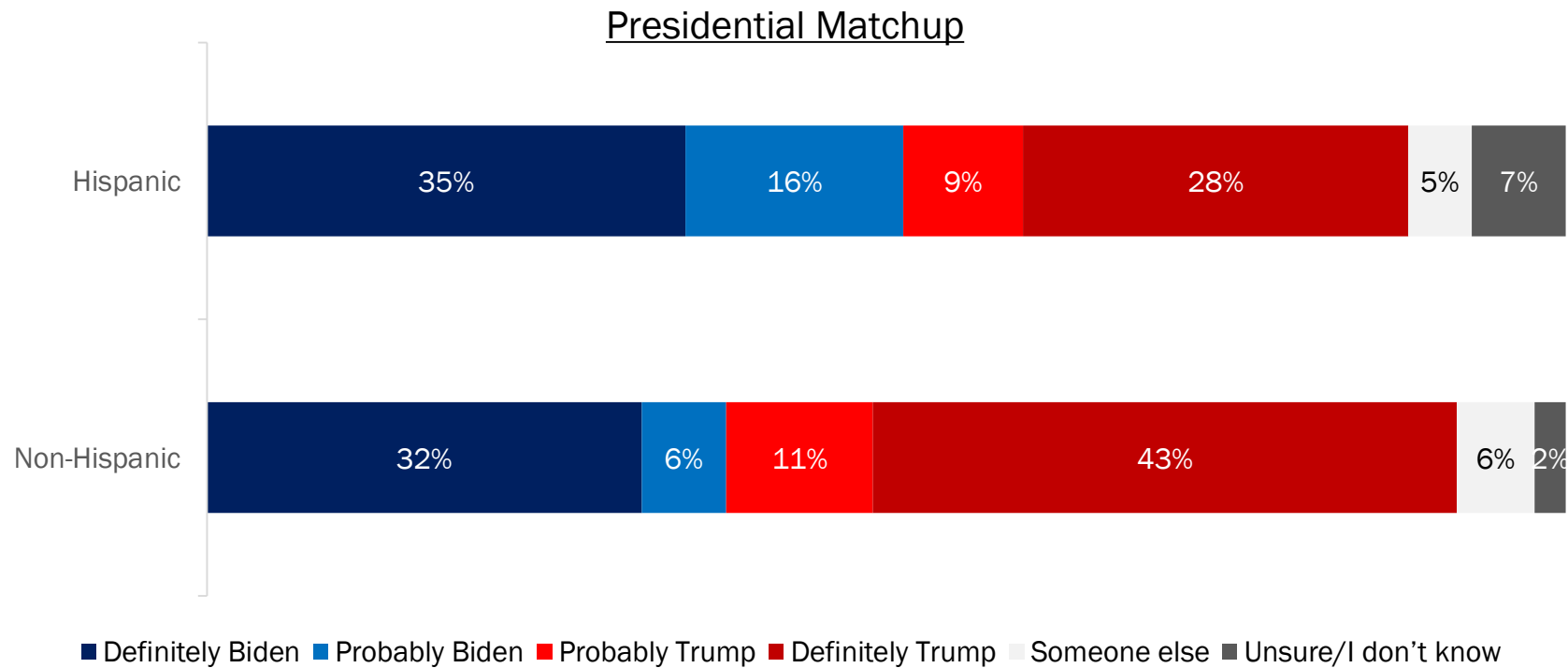
Candidate Support Among Hispanics

- TRUMP'S STRONGEST SUPPORT AMONG MARRIED
- BIDEN'S STRONGEST SUPPORT AMONG MEN, ADULTS 35+

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

Presidential Matchup
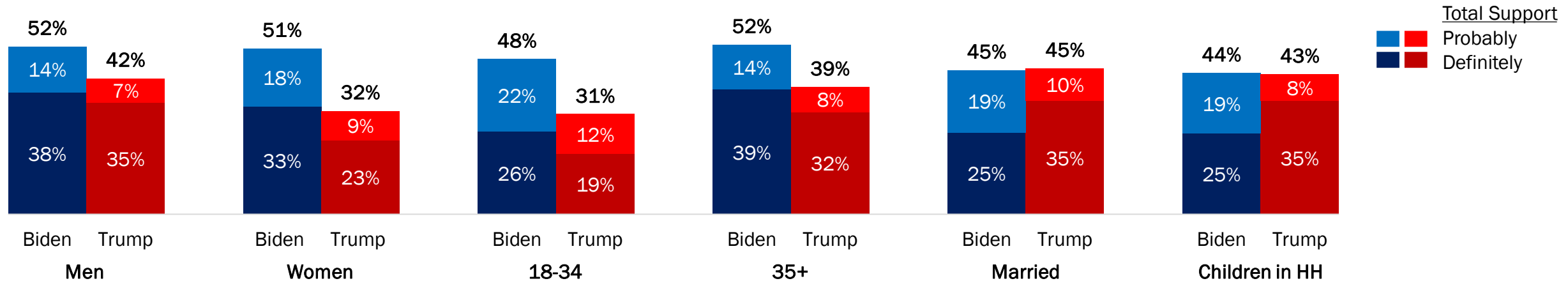

Men
- Biden: 52% (14% Probably, 38% Definitely)
- Trump: 42% (7% Probably, 35% Definitely)

Women
- Biden: 51% (18% Probably, 33% Definitely)
- Trump: 32% (9% Probably, 23% Definitely)

18-34
- Biden: 48% (22% Probably, 26% Definitely)
- Trump: 31% (12% Probably, 19% Definitely)

35+
- Biden: 52% (14% Probably, 39% Definitely)
- Trump: 39% (8% Probably, 32% Definitely)

Married
- Biden: 45% (19% Probably, 25% Definitely)
- Trump: 45% (10% Probably, 35% Definitely)

Children in HH
- Biden: 44% (19% Probably, 25% Definitely)
- Trump: 43% (8% Probably, 35% Definitely)

Total Support
- Probably
- Definitely

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Trump Voters Are More Enthusiastic

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

Voting Biden: Favor Biden or Oppose Trump

- ■ More in opposition to Donald Trump
- ■ Equally in favor of Joe Biden and in opposition to Donald Trump
- ■ More in favor of Joe Biden

Hispanic: 14% / 28% / 59%
Non-Hispanic: 22% / 24% / 54%
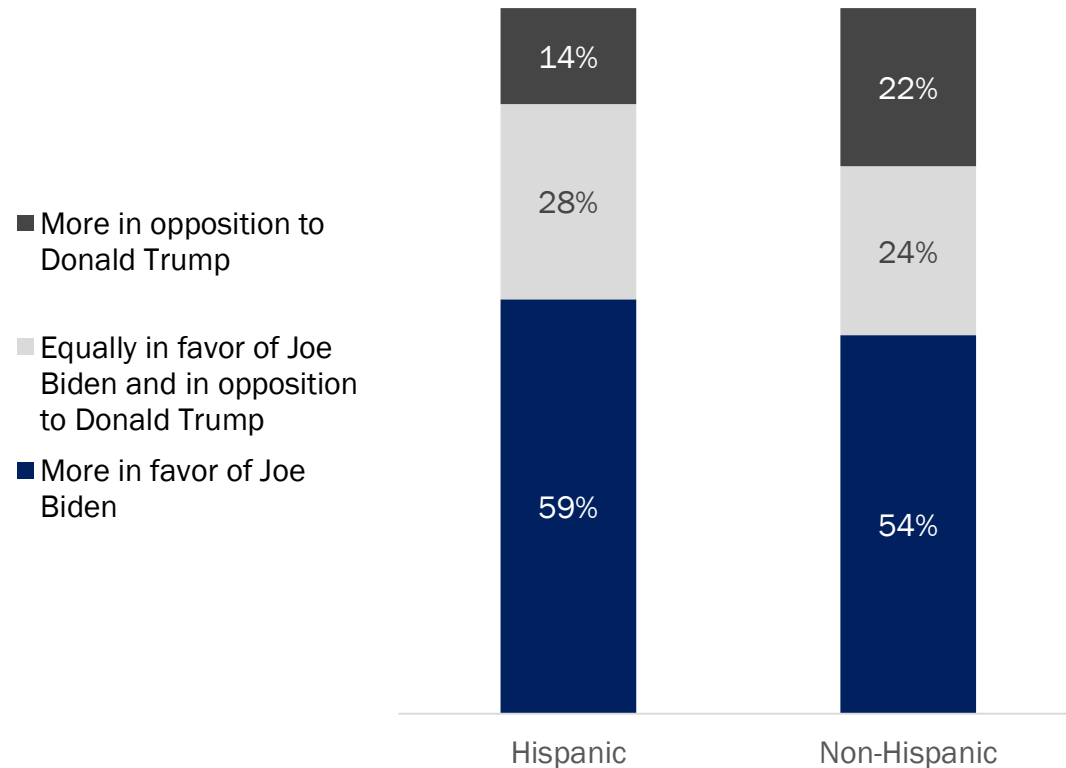
Voting Trump: Favor Trump or Oppose Biden

- ■ More in opposition to Joe Biden
- ■ Equally in favor of Donald Trump and in opposition to Joe Biden
- ■ More in favor of Donald Trump

Hispanic: 11% / 18% / 71%
Non-Hispanic: 12% / 23% / 65%

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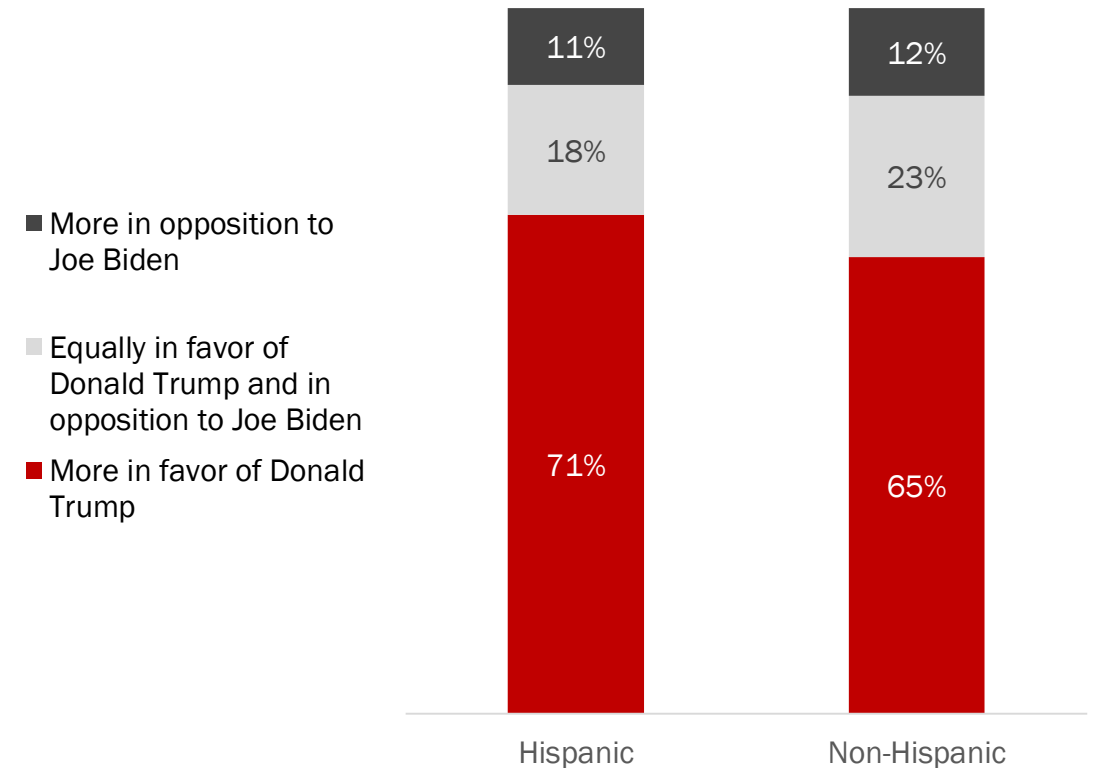
36% of Hispanics Not Completely Certain About Their Vote for President

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

Presidential Vote Certainty

	5 - Completely certain	4	3	2	1 - Not certain at all
Hispanic	64%	18%	15%	1%	2%
Non-Hispanic	70%	17%	9%	2%	1%

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

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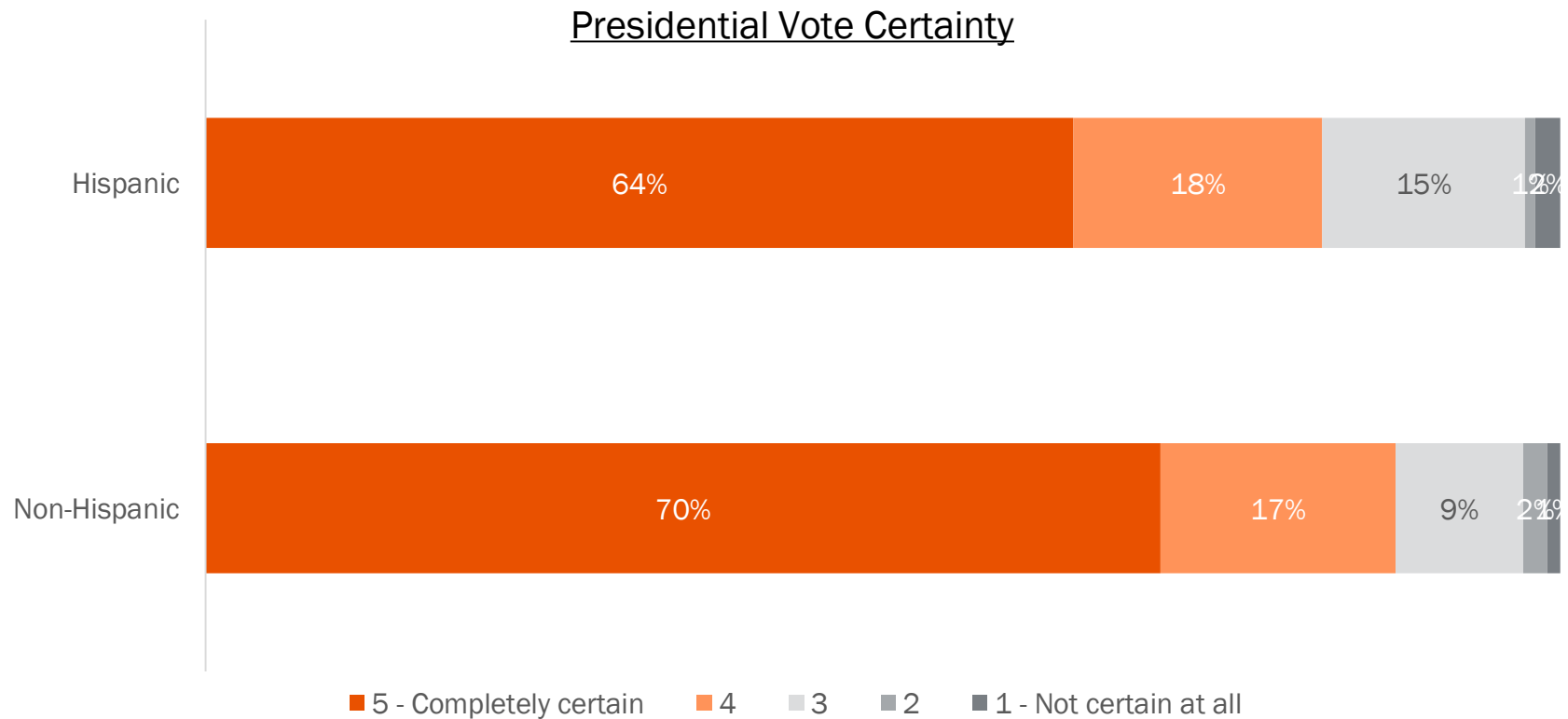
Matchup: Biden vs Trump vs Kennedy

- JOE BIDEN LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- KENNEDY PERFORMS HIGHER AMONG HISPANICS THAN NON-HISPANICS
- 35% OF HISPANICS UP FOR GRABS (28% NOT DEFINITE, 7% UNSURE)

If the election for President were being held today, and the candidates were Joe Biden (D), Robert F. Kennedy, Jr (I), and Donald Trump (R) for whom would you vote?
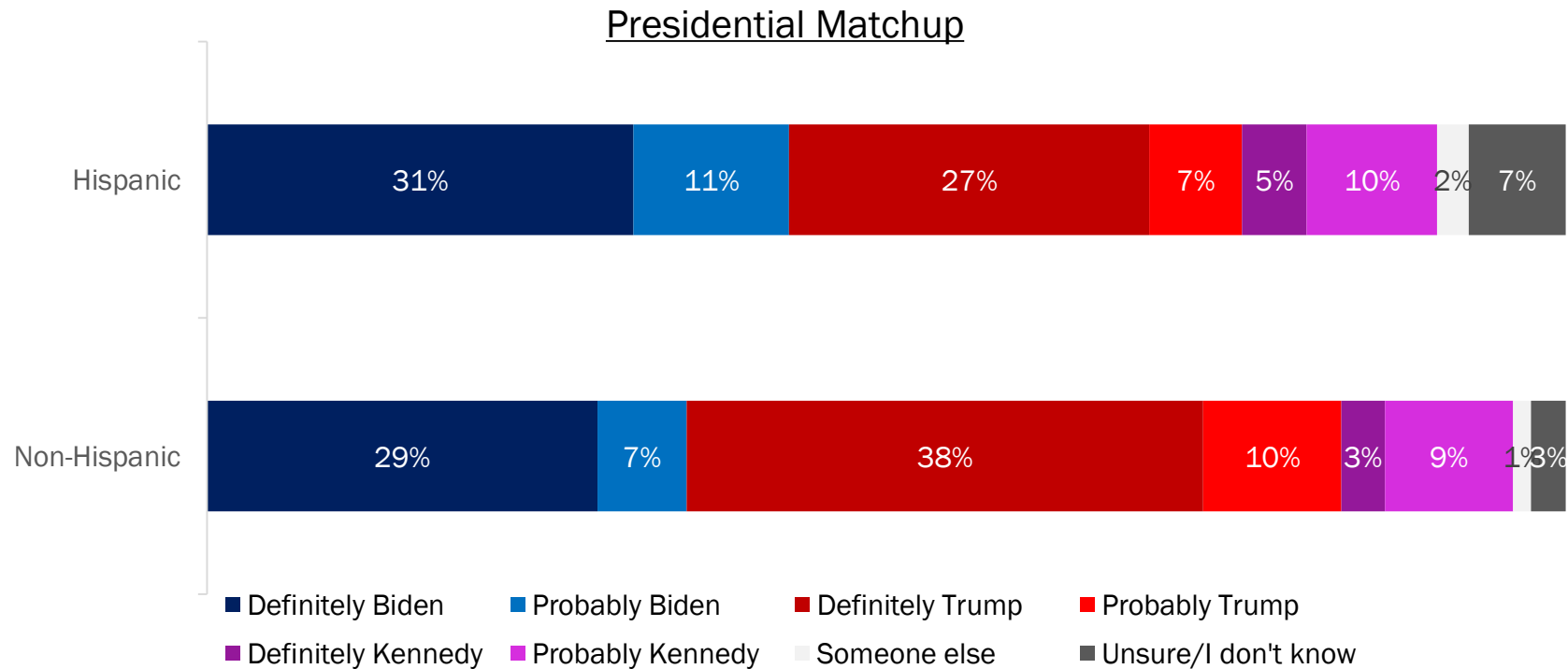
Presidential Matchup

	Definitely Biden	Probably Biden	Definitely Trump	Probably Trump	Definitely Kennedy	Probably Kennedy	Someone else	Unsure/I don't know
Hispanic	31%	11%	27%	7%	5%	10%	2%	7%
Non-Hispanic	29%	7%	38%	10%	3%	9%	1%	3%

■ Definitely Biden   ■ Probably Biden   ■ Definitely Trump   ■ Probably Trump
■ Definitely Kennedy   ■ Probably Kennedy   ■ Someone else   ■ Unsure/I don't know

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Willingness to Vote for Candidates in General Election

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

Candidate Vote Willingness

Hispanic

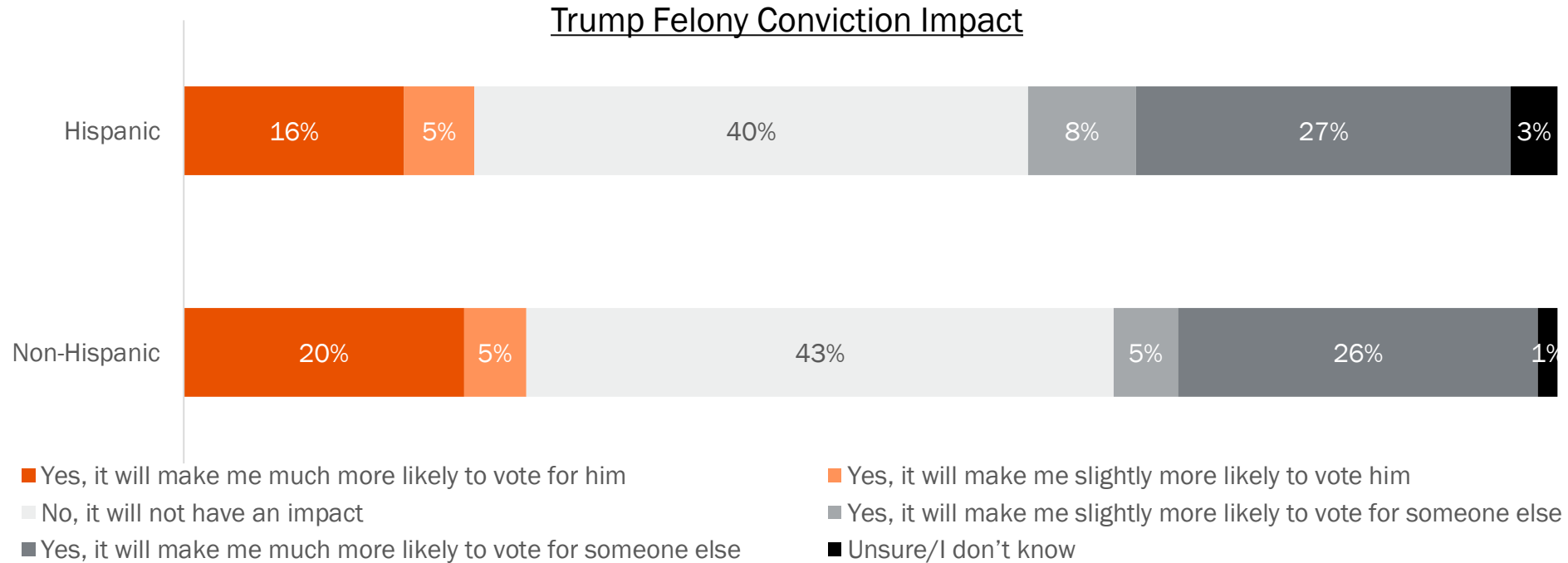| Candidate	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Joe Biden (D)	36%	16%	10%	7%	28%	3%
Donald Trump (R)	32%	12%	8%	7%	41%	2%
Robert F. Kennedy, Jr (I)	8%	23%	31%	9%	23%	6%

Non-Hispanic

Candidate	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Joe Biden (D)	30%	9%	4%	7%	49%	1%
Donald Trump (R)	43%	10%	4%	6%	37%	0%
Robert F. Kennedy, Jr (I)	7%	20%	22%	12%	36%	3%

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

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Trump Felony Conviction

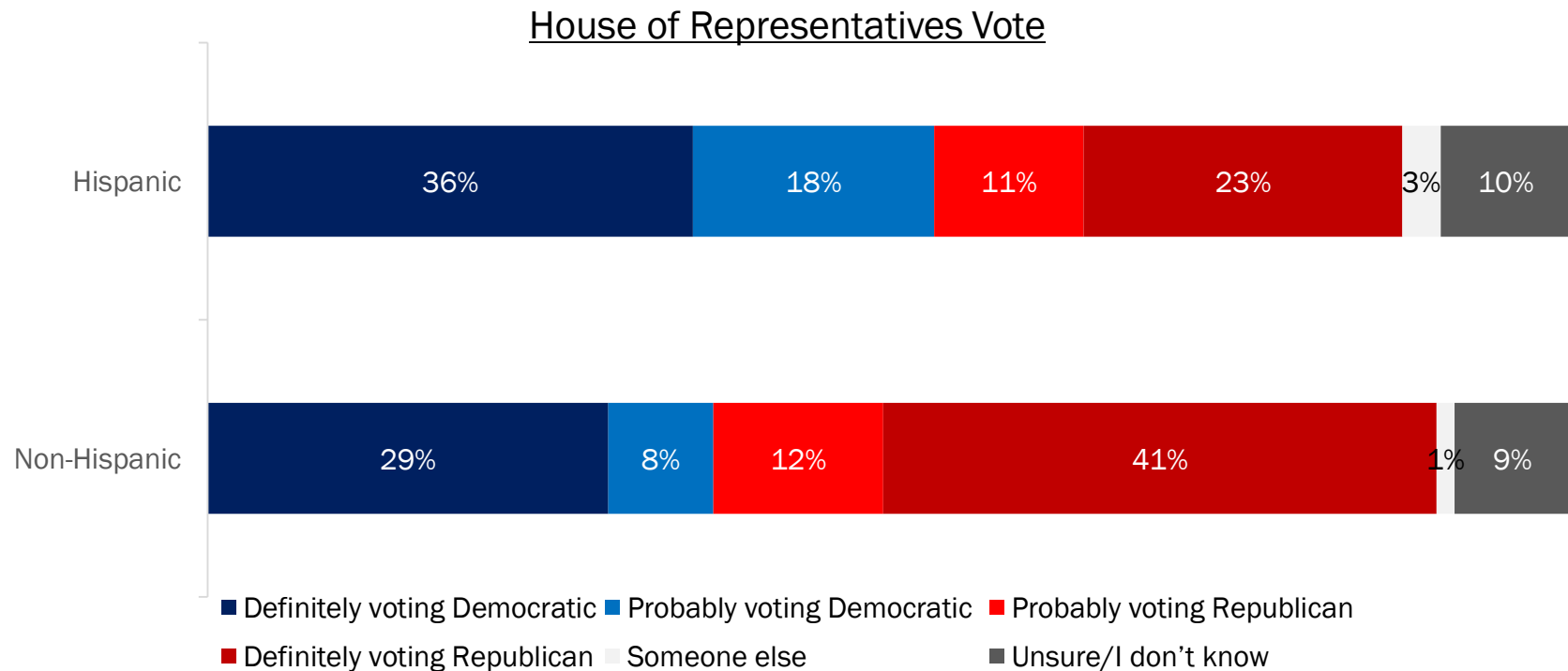*Thinking again about the upcoming election will Donald Trump's felony convictions in New York affect how you vote?*

Trump Felony Conviction Impact

	Yes, much more for him	Yes, slightly more for him	No impact	Slightly more for someone else	Much more for someone else	Unsure
Hispanic	16%	5%	40%	8%	27%	3%
Non-Hispanic	20%	5%	43%	5%	26%	1%

- ■ Yes, it will make me much more likely to vote for him
- ■ Yes, it will make me slightly more likely to vote him
- ■ No, it will not have an impact
- ■ Yes, it will make me slightly more likely to vote for someone else
- ■ Yes, it will make me much more likely to vote for someone else
- ■ Unsure/I don't know

How much do you agree or disagree with the following statements? [*Trump Conviction*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The jury decision to convict Donald Trump of multiple felonies in New York was correct	59%	23%	48%	39%
The recent felony trial of Donald Trump in New York was conducted fairly	58%	24%	46%	40%

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House of Representatives Vote

- DEMOCRATS FAVORED BY HISPANICS, HIGHER THAN NON-HISPANICS
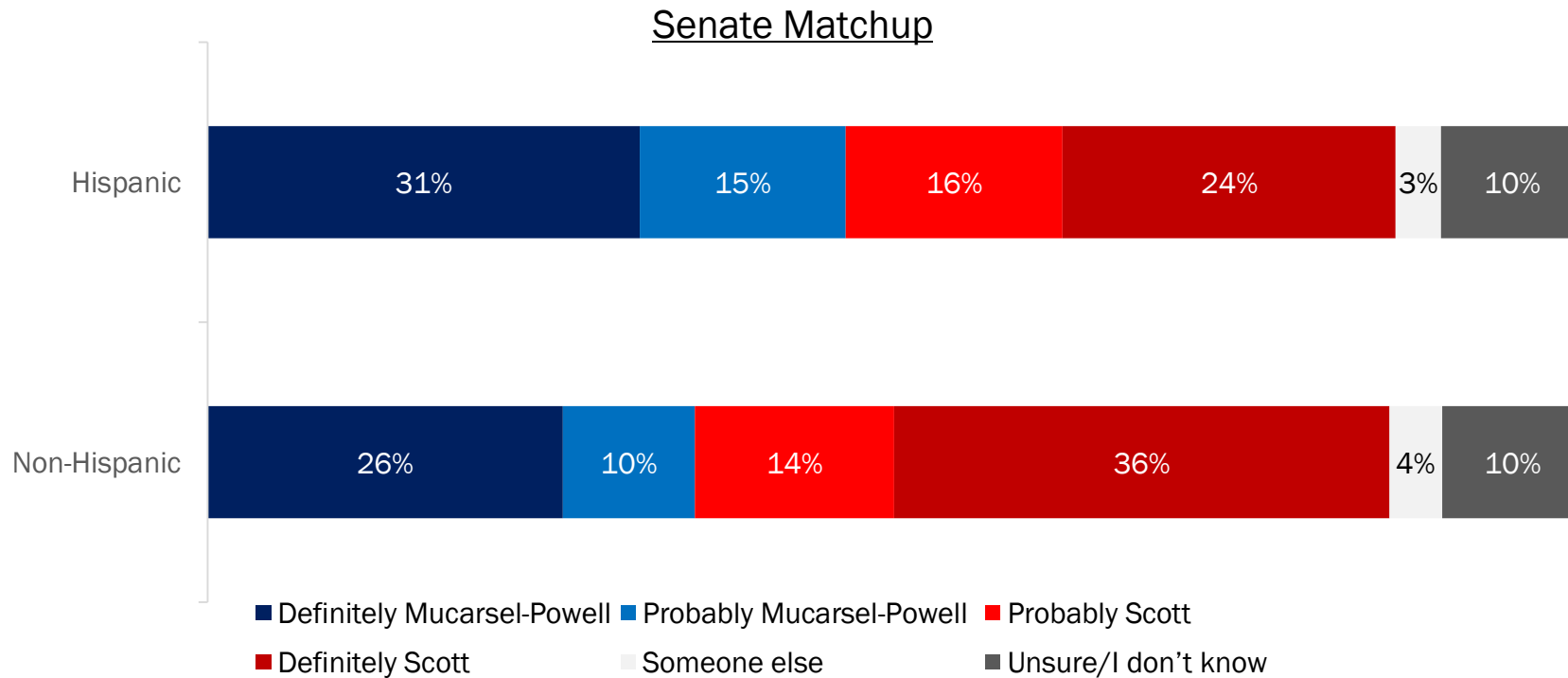## - 39% OF HISPANICS UP FOR GRABS (29% NOT DEFINITE, 10% UNSURE)

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

	Definitely voting Democratic	Probably voting Democratic	Probably voting Republican	Definitely voting Republican	Someone else	Unsure/I don't know
Hispanic	36%	18%	11%	23%	3%	10%
Non-Hispanic	29%	8%	12%	41%	1%	9%

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

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Matchup: Mucarsel-Powell vs Scott

- DEBBIE MUCARSEL-POWELL LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 41% OF HISPANICS UP FOR GRABS (31% NOT DEFINITE, 10% UNSURE)

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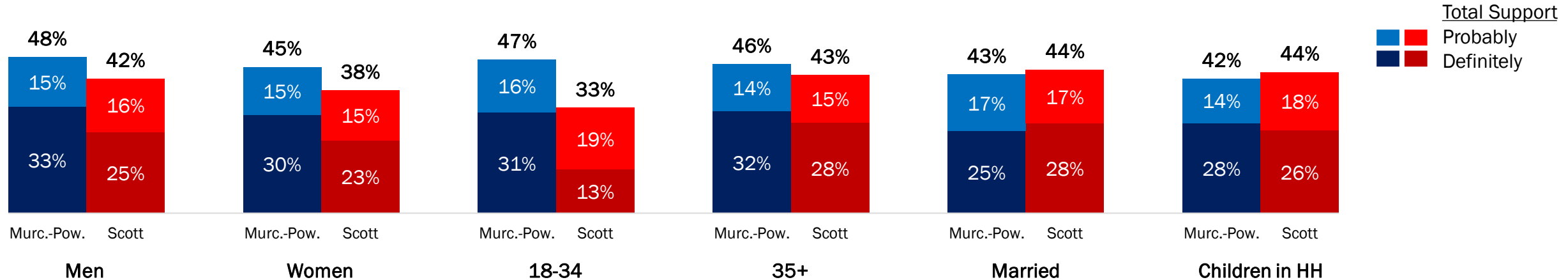
Senate Matchup

	Definitely Mucarsel-Powell	Probably Mucarsel-Powell	Probably Scott	Definitely Scott	Someone else	Unsure/I don't know
Hispanic	31%	15%	16%	24%	3%	10%
Non-Hispanic	26%	10%	14%	36%	4%	10%

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

Candidate Support Among Hispanics

- SCOTT'S STRONGEST SUPPORT AMONG MARRIED, PARENTS
- MUCARSEL-POWELL'S STRONGEST SUPPORT AMONG MEN

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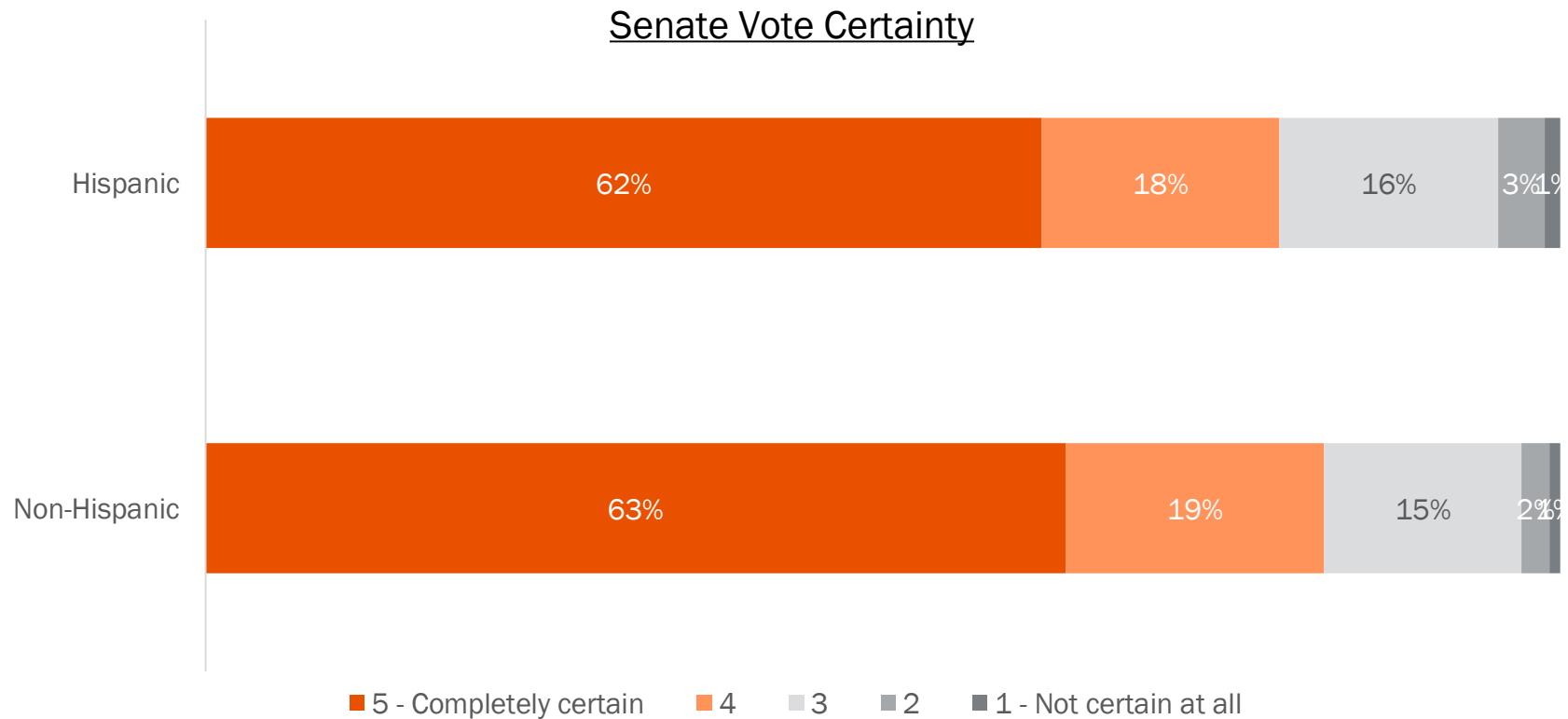
Senate Matchup

Total Support
- Probably
- Definitely

Men
- Murc.-Pow.: 48% (15% Probably, 33% Definitely)
- Scott: 42% (16% Probably, 25% Definitely)

Women
- Murc.-Pow.: 45% (15% Probably, 30% Definitely)
- Scott: 38% (15% Probably, 23% Definitely)

18-34
- Murc.-Pow.: 47% (16% Probably, 31% Definitely)
- Scott: 33% (19% Probably, 13% Definitely)

35+
- Murc.-Pow.: 46% (14% Probably, 32% Definitely)
- Scott: 43% (15% Probably, 28% Definitely)

Married
- Murc.-Pow.: 43% (17% Probably, 25% Definitely)
- Scott: 44% (17% Probably, 28% Definitely)

Children in HH
- Murc.-Pow.: 42% (14% Probably, 28% Definitely)
- Scott: 44% (18% Probably, 26% Definitely)

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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?

Senate Vote Certainty

Hispanic	62%	18%	16%	3% 1%
Non-Hispanic	63%	19%	15%	2% 1%

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

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.
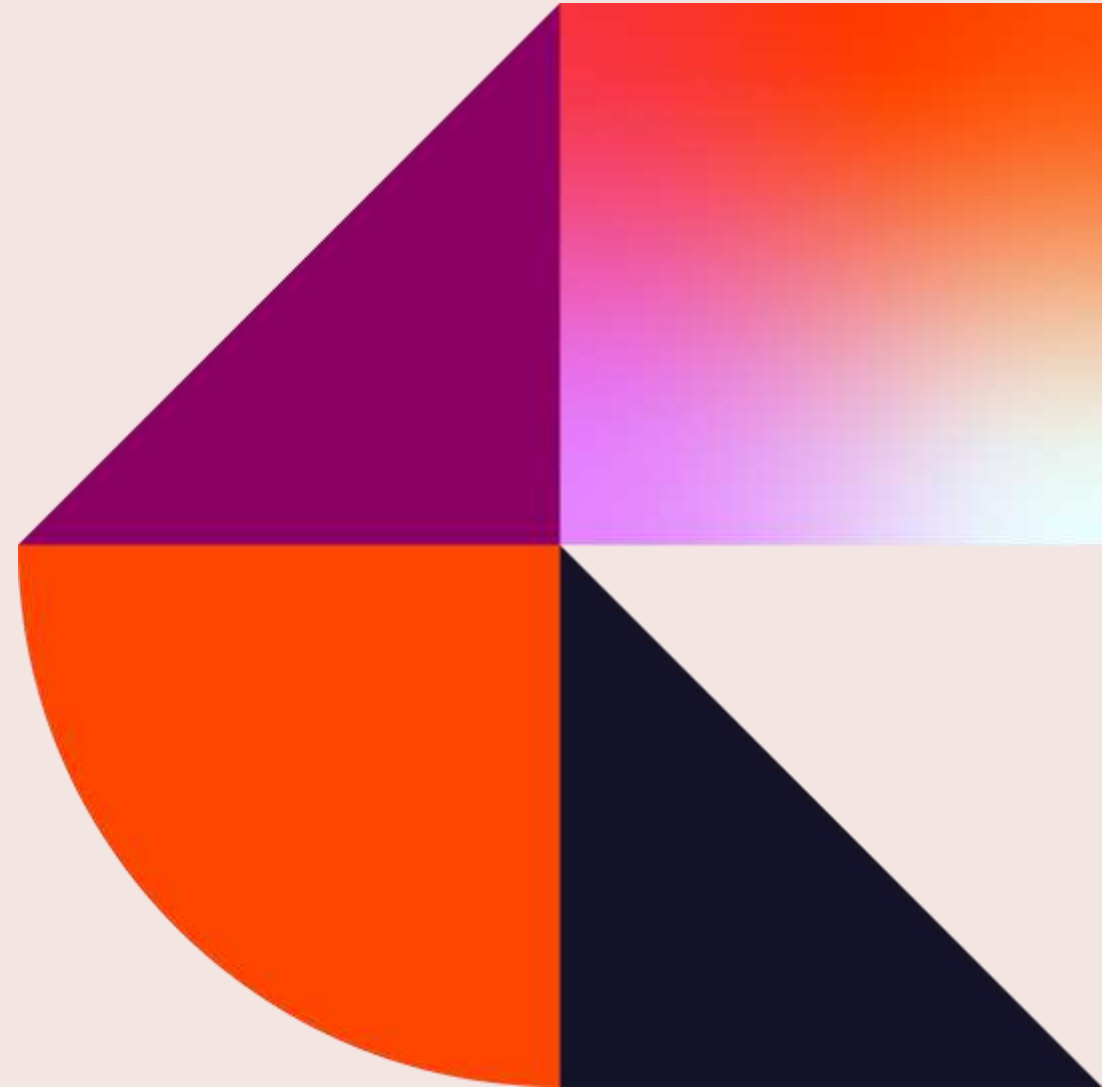
Senate Willingness

Hispanic

Debbie Mucarsel-Powell (D)
Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
32%	17%	22%	8%	18%	3%

Rick Scott (R)
Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
31%	11%	17%	10%	30%	1%

Non-Hispanic

Debbie Mucarsel-Powell (D)
Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
25%	14%	15%	8%	35%	4%

Rick Scott (R)
Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
36%	17%	7%	7%	30%	3%

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

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?
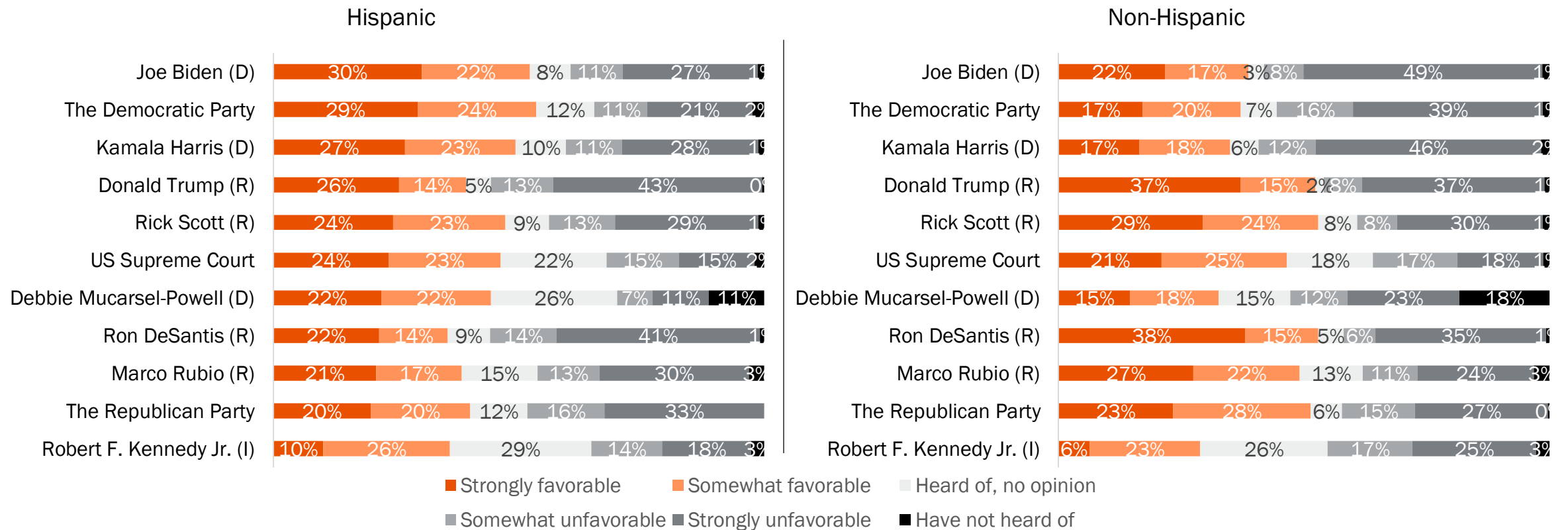
Switching Party Vote

	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
Hispanic	22%	18%	19%	10%	25%	1%	4%
Non-Hispanic	12%	12%	16%	8%	42%	1%	9%

Hispanic: 40%
Non-Hispanic: 24%

Legend:
- 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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Favorability &
Job Approval

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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
Joe Biden (D)	30%	22%	8%	11%	27%	1%
The Democratic Party	29%	24%	12%	11%	21%	2%
Kamala Harris (D)	27%	23%	10%	11%	28%	1%
Donald Trump (R)	26%	14%	5%	13%	43%	0%
Rick Scott (R)	24%	23%	9%	13%	29%	1%
US Supreme Court	24%	23%	22%	15%	15%	2%
Debbie Mucarsel-Powell (D)	22%	22%	26%	7%	11%	11%
Ron DeSantis (R)	22%	14%	9%	14%	41%	1%
Marco Rubio (R)	21%	17%	15%	13%	30%	3%
The Republican Party	20%	20%	12%	16%	33%	
Robert F. Kennedy Jr. (I)	10%	26%	29%	14%	18%	3%

Non-Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Joe Biden (D)	22%	17%	3%	8%	49%	1%
The Democratic Party	17%	20%	7%	16%	39%	1%
Kamala Harris (D)	17%	18%	6%	12%	46%	2%
Donald Trump (R)	37%	15%	2%	8%	37%	1%
Rick Scott (R)	29%	24%	8%	8%	30%	1%
US Supreme Court	21%	25%	18%	17%	18%	1%
Debbie Mucarsel-Powell (D)	15%	18%	15%	12%	23%	18%
Ron DeSantis (R)	38%	15%	5%	6%	35%	1%
Marco Rubio (R)	27%	22%	13%	11%	24%	3%
The Republican Party	23%	28%	6%	15%	27%	0%
Robert F. Kennedy Jr. (I)	6%	23%	26%	17%	25%	3%

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

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	23%	25%	8%	12%	30%	1%
Kamala Harris	20%	22%	15%	10%	31%	2%
US Supreme Court	15%	22%	20%	21%	18%	2%
US Senate	8%	22%	28%	20%	19%	3%
House of Representatives	11%	24%	25%	20%	17%	3%
Ron DeSantis	20%	16%	6%	12%	44%	2%
Rick Scott	24%	21%	12%	14%	27%	3%
Marco Rubio	20%	19%	13%	9%	33%	6%

Non-Hispanic

	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	16%	19%	4%	11%	50%	0%
Kamala Harris	15%	17%	8%	8%	50%	2%
US Supreme Court	12%	24%	18%	22%	22%	2%
US Senate	9%	17%	21%	26%	26%	3%
House of Representatives	10%	18%	21%	23%	23%	5%
Ron DeSantis	38%	15%	4%	7%	37%	0%
Rick Scott	26%	24%	10%	11%	27%	2%
Marco Rubio	26%	21%	11%	12%	25%	4%

The Issues

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

- AFFORDABLE HOUSING, 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	78%	79%	Strengthening law enforcement	49%	48%
Inflation	75%	74%	Opioids / drug abuse	47%	45%
Economy / jobs	70%	63%	Defense / military	46%	53%
Healthcare	68%	64%	Infrastructure, such as roads and public transportation	44%	39%
Crime and public safety	67%	61%	Abortion	43%	45%
Affordable housing	65%	54%	Race relations	41%	34%
Social security / Medicare	63%	66%	Gun rights / 2nd amendment	40%	46%
Taxes	58%	56%	Energy policy	39%	36%
Education	56%	49%	Foreign policy	38%	38%
Entitlements / social services reform (Medicare, welfare, etc.)	56%	47%	U.S. relationship with China	37%	35%
Immigration	54%	58%	Police reform	36%	32%
Government spending / deficit	52%	54%	Israel/Hamas War	36%	32%
Border security	52%	60%	Russia / Ukraine war	34%	30%
Gun control	51%	40%	LGBTQ rights	30%	19%
Climate change	49%	35%	Culture wars	29%	20%

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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 <u>Biden</u> Voters	% Hispanic Top Box
Inflation	74%
Cost of living	74%
Healthcare	69%
Entitlements / social services reform (Medicare, welfare, etc.)	67%
Social security / Medicare	67%
Climate change	66%
Gun control	66%
Economy / jobs	66%
Crime and public safety	65%
Affordable housing	62%

Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	77%
Inflation	70%
Healthcare	70%
Economy / jobs	65%
Affordable housing	65%
Crime and public safety	64%
Taxes	59%
Education	58%
Social security / Medicare	56%
Entitlements / social services reform (Medicare, welfare, etc.)	52%

Top 10 Issues Among Definitely <u>Trump</u> Voters	% Hispanic Top Box
Cost of living	83%
Economy / jobs	82%
Inflation	82%
Border security	75%
Crime and public safety	73%
Government spending / deficit	71%
Immigration	68%
Affordable housing	68%
Social security / Medicare	67%
Taxes	64%

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49% 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

49%
Hispanic

37%
Non-Hispanic

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

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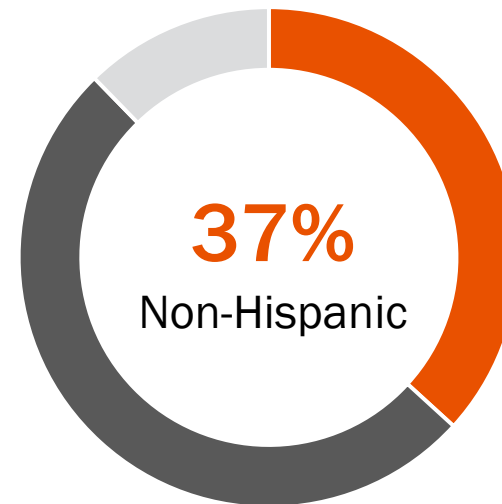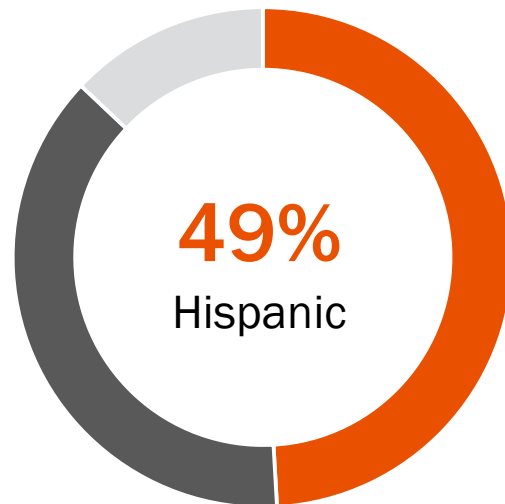
Issues That Will Determine Who They Vote For
- ABORTION MOST IMPORTANT TO HISPANICS

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

Top 10 Determining Issues

	Hispanic	Non-Hispanic
Abortion	15%	14%
Cost of living	12%	11%
Inflation	10%	9%
Immigration	7%	11%
Border security	7%	11%
Social security / Medicare	6%	4%
Entitlements / social services reform (Medicare, welfare, etc.)	5%	0%
LGBTQ rights	5%	3%
Taxes	4%	3%
Economy / jobs	4%	5%

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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
Healthcare	55%	28%	41%	38%
Entitlements Reform	54%	27%	39%	38%
Social Security	54%	28%	41%	37%
Climate Change	52%	25%	44%	29%
Abortion	52%	24%	43%	34%
Education	51%	29%	39%	39%
Cost of Living	48%	35%	36%	48%
Foreign policy	47%	33%	36%	50%
Economy / jobs	46%	38%	38%	49%

Party Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Democrat Top2Box	**Republican** Top2Box	**Democrat** Top2Box	**Republican** Top2Box
Crime and public safety	45%	34%	32%	49%
Taxes	45%	35%	34%	49%
Energy Policy	45%	30%	38%	39%
Inflation	44%	38%	32%	50%
Gov spending	42%	36%	32%	49%
Immigration	42%	36%	32%	54%
Border Security	40%	38%	30%	54%
National Security	40%	39%	34%	52%
Opioids	40%	31%	32%	39%
Defense	39%	39%	32%	54%

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, Joe Biden or Donald Trump?

	Hispanic		Non-Hispanic	
	Biden Top2Box	**Trump** Top2Box	**Biden** Top2Box	**Trump** Top2Box
Climate Change	50%	24%	42%	32%
Healthcare	48%	32%	41%	40%
Social Security	48%	32%	41%	42%
Entitlements Reform	46%	31%	40%	43%
Abortion	46%	27%	43%	36%
Education	46%	33%	38%	44%
Foreign policy	43%	39%	36%	51%
Economy / jobs	42%	41%	34%	55%
Energy Policy	42%	33%	37%	45%

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, Joe Biden or Donald Trump?

	Hispanic		Non-Hispanic	
	Biden Top2Box	**Trump** Top2Box	**Biden** Top2Box	**Trump** Top2Box
Taxes	41%	38%	34%	54%
Immigration	41%	41%	32%	56%
Cost of Living	40%	41%	34%	52%
Crime and public safety	39%	40%	34%	54%
Opioids	38%	32%	34%	42%
National Security	37%	42%	33%	55%
Inflation	37%	40%	32%	55%
Border Security	35%	44%	31%	58%
Gov spending	34%	39%	31%	51%
Defense	33%	42%	33%	56%

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ECONOMY

62% of Hispanics Rate the Economy in Their State Right Now as Fair or Poor

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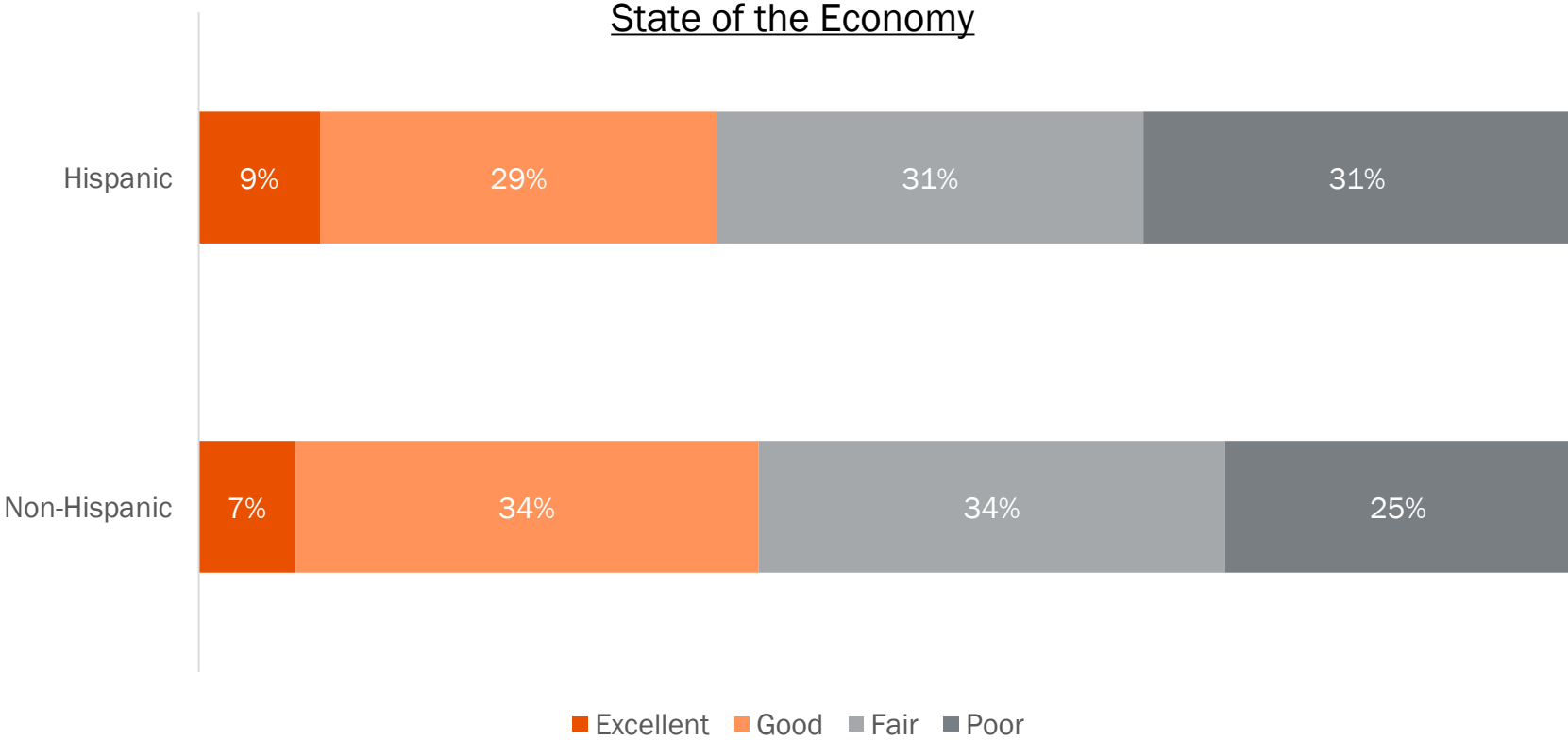
State of the Economy

	Excellent	Good	Fair	Poor
Hispanic	9%	29%	31%	31%
Non-Hispanic	7%	34%	34%	25%

Legend: ■ Excellent ■ Good ■ Fair ■ Poor

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27% 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	13%	20%	34%	14%	13%	6%
Non-Hispanic	7%	22%	42%	16%	8%	5%

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

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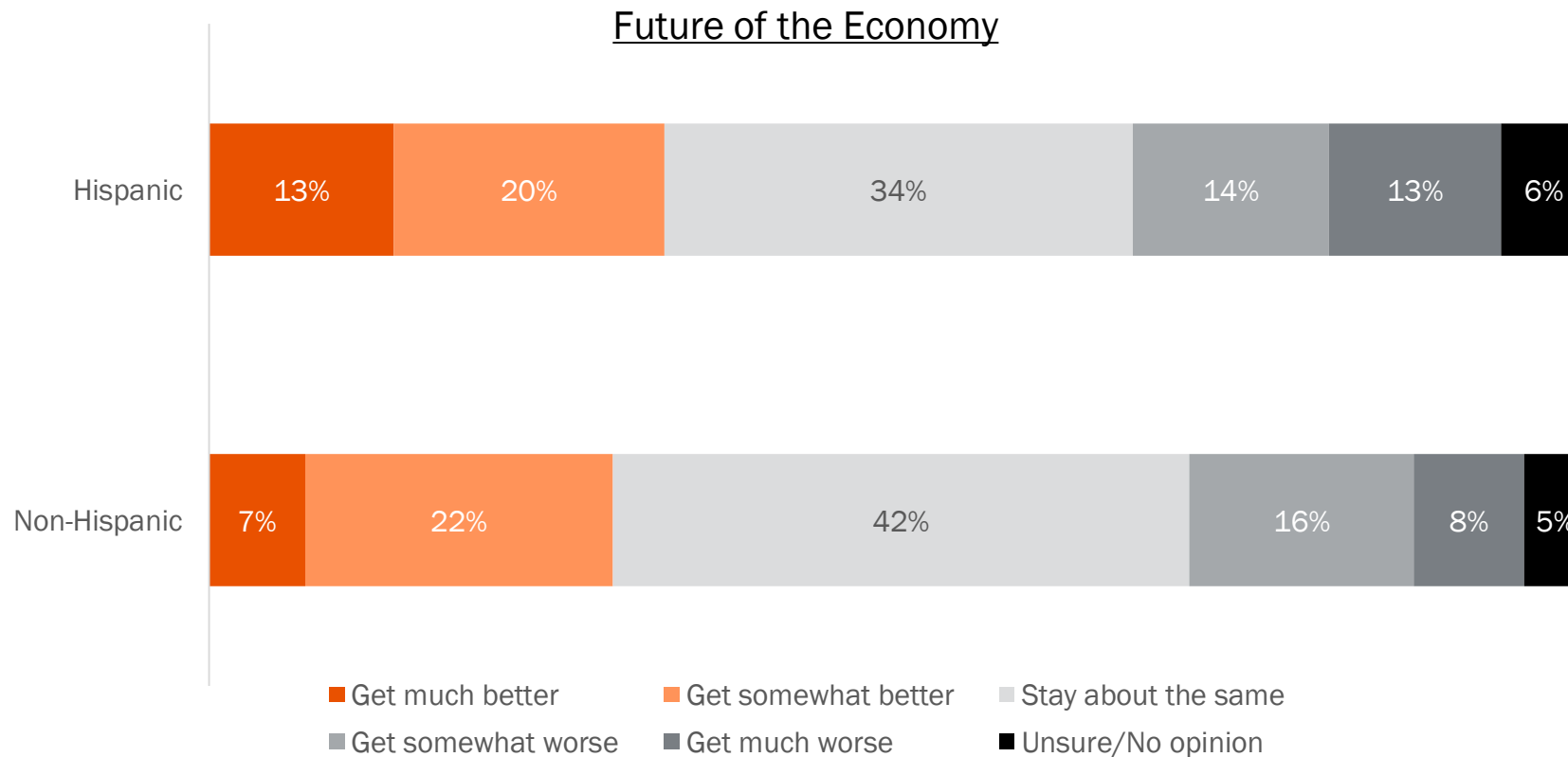
Economy

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	81%	6%	84%	6%
Inflation is putting a significant strain on my budget	80%	8%	76%	10%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	76%	8%	66%	7%
I am concerned about the U.S. federal government's spending and deficit	74%	10%	77%	6%
The price of gas is putting a strain on my finances	65%	17%	65%	17%
I expect my personal economic situation to get better in the next few years	65%	16%	41%	23%
My personal economic situation has become worse in the last year	63%	18%	59%	23%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	54%	26%	42%	38%
I have taken, or am considering taking, a second job in order to maintain my standard of living	53%	30%	43%	35%
Home ownership is still within reach for most people	36%	48%	18%	62%
I feel that jobs are getting easier to find	32%	39%	31%	43%

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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
Mental health issues are a growing problem for people in the United States	84%	4%	86%	4%
Drug abuse is a serious public health issue in the United States	83%	5%	86%	5%
I am generally satisfied with my healthcare coverage	59%	19%	67%	19%
The cost of prescription drugs is a financial problem for me	48%	33%	41%	38%
Medicaid and Medicare are working well now	44%	24%	45%	28%
The cost of my health care and insurance is reasonable	43%	34%	43%	38%

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 June 2024

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	55%	11%	55%	15%
Abortion laws should be created by state governments, not by the federal government	38%	25%	45%	25%

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	27%	26%
Abortion should be legal at any time during pregnancy	15%	16%
Abortion should be illegal in all cases	15%	10%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	10%	7%
Abortion should be legal only in the first 15 weeks of pregnancy	9%	11%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	9%	13%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	6%	8%
Other	1%	1%
Unsure/I don't know	7%	8%

CRIME & PUBLIC SAFETY

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	82%	7%	90%	3%
Crime is a growing problem in the United States	78%	10%	79%	9%
I believe that stricter gun control laws would reduce crime	65%	18%	48%	40%
Children in my community are generally safe at the schools they attend	59%	18%	58%	20%
Government authorities have become too lenient on criminals	58%	17%	66%	14%
Police departments in the United States are understaffed	57%	17%	69%	10%
Government authorities are doing a good job protecting businesses near where I live and shop	55%	15%	49%	14%

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 June 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
I feel less safe in my everyday life than I did a year ago	53%	25%	45%	33%
Homelessness is a serious problem in my neighborhood	52%	28%	51%	32%
I support second amendment gun rights	52%	21%	68%	17%
Government authorities are doing a good job combating crime in my neighborhood	49%	18%	50%	22%
My Police Department is understaffed	42%	22%	47%	14%
Crime is a growing problem where I live	42%	29%	47%	32%
My local government should significantly reduce the resources and budgets for police	25%	50%	17%	64%

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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	70%	11%	77%	11%
All migrants who want to enter the United States should be fully vetted first	69%	9%	80%	6%
We should reform immigration laws to give higher priority to people with needed skills and education	66%	12%	48%	22%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	65%	10%	78%	9%
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%	15%	49%	30%
There are too many undocumented immigrants crossing the border into the United States	63%	12%	74%	9%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	63%	16%	79%	8%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	56%	17%	76%	9%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	56%	11%	69%	10%

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 June 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
There are too many undocumented migrants coming to my state	52%	18%	61%	14%
The United States military should be used to secure the southern border	50%	26%	66%	19%
The arrival of migrants has made the affordable housing problem worse	49%	28%	60%	17%
The rules that I have to live by don't seem to apply to migrants	47%	21%	63%	18%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	45%	30%	33%	47%
The Biden administration is primarily responsible for the situation at the southern border	45%	33%	58%	25%
It feels like migrants are being treated better than most Americans	44%	29%	64%	20%
Local law enforcement should be able to detain undocumented migrants	43%	29%	76%	11%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	43%	32%	31%	54%

Immigration & Border Security

How much do you agree or disagree with the following statements? [*Immigration & Border Security*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The resettling of all the migrants will, in the long-run, benefit the United States	42%	21%	32%	40%
Undocumented migrants will take jobs away from poorer and working-class Americans	40%	38%	56%	27%
The U.S. should complete the construction of a wall on the southern border of the U.S.	40%	37%	61%	24%
Undocumented migrants have increased crime in my state	39%	31%	49%	22%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	34%	42%	54%	34%
I support the way my state and local officials are handling the migrant issue	34%	29%	42%	32%
Most undocumented migrants who entered the U.S. over the last few years should be deported	34%	36%	58%	18%
I support the way the Biden Administration is managing the southern border	34%	38%	26%	56%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	33%	46%	15%	71%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	26%	40%	21%	54%

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 June 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	70%	13%	59%	23%
Climate change is a result of human activity	69%	13%	56%	24%
Governments should create policies that encourage oil and gas production in the U.S.	62%	15%	64%	15%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	48%	23%	39%	40%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	45%	19%	35%	41%
Government regulation and action on climate change is hurting the economy	45%	24%	46%	24%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	37%	36%	32%	46%

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GOVERNMENT

Government

How much do you agree or disagree with the following statements? [*Government*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The voting in the 2020 election was free and fair and the vote-counting was done accurately	65%	17%	52%	31%
The federal government of the United States has become too intrusive in the lives of Americans	61%	12%	67%	14%
The federal government of the United States is too big and powerful	58%	17%	62%	16%
The United States Justice Department has become politicized in its prosecutions	51%	21%	60%	16%
The FBI has become politicized in its investigations	47%	20%	59%	18%
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	43%	36%	30%	46%
I want the next president to shrink the size of the federal government	43%	19%	55%	16%

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 June 2024

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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	62%	13%	56%	20%
China represents the most serious economic and geo-political threat to the United States	61%	11%	73%	7%
I support the Biden Administration's efforts to forgive student loans	60%	24%	38%	51%
The government should ban social media, like Facebook and TikTok, from being used by children	51%	33%	51%	27%
The U.S. government should spend less money supporting the war in Ukraine	50%	17%	54%	24%
Iran is the primary destabilizing force in the Middle East	47%	13%	57%	6%
I think that the United States spends too much on defense and the military	43%	30%	28%	52%
Student loans should not be forgiven and paid for by taxpayers	40%	42%	54%	30%
I support the way the Biden Administration is dealing with the Israel-Hamas war	34%	39%	26%	51%
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%	38%	39%	32%
The United State should increase the amount of military aid it sends to Israel	32%	34%	34%	37%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	28%	42%	18%	59%

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 June 2024

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TECHNOLOGY

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Technology

How much do you agree or disagree with the following statements? [*Technology*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Artificial Intelligence (AI) technology will be used to create a significant amount of misleading and deceptive information, pictures and video that will be hard to identify as fake	72%	13%	79%	6%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	69%	12%	71%	9%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	62%	18%	65%	10%
Social media, like Facebook and TikTok, does more harm than good	46%	27%	52%	23%

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 June 2024

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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	76%	7%	89%	3%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	67%	10%	61%	16%
Parents should have a say in what is taught to their children in public schools	67%	13%	73%	13%
More emphasis should be placed on trade schools	66%	5%	75%	5%
College is no longer worth the cost for most students	64%	13%	69%	13%
The public schools in my neighborhood are good	60%	11%	57%	15%
The public school system is working well in my state	48%	22%	46%	26%
Public schools where I live are better than they were before the pandemic	34%	22%	25%	29%
Colleges and universities should be allowed to use race in admissions decisions	28%	50%	20%	60%
The federal government's Department of Education should be eliminated	25%	49%	30%	45%

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 June 2024

Information Sources & Language Preferences

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Local TV & National TV, YouTube Most Heavily Used Political Information Sources by Hispanics
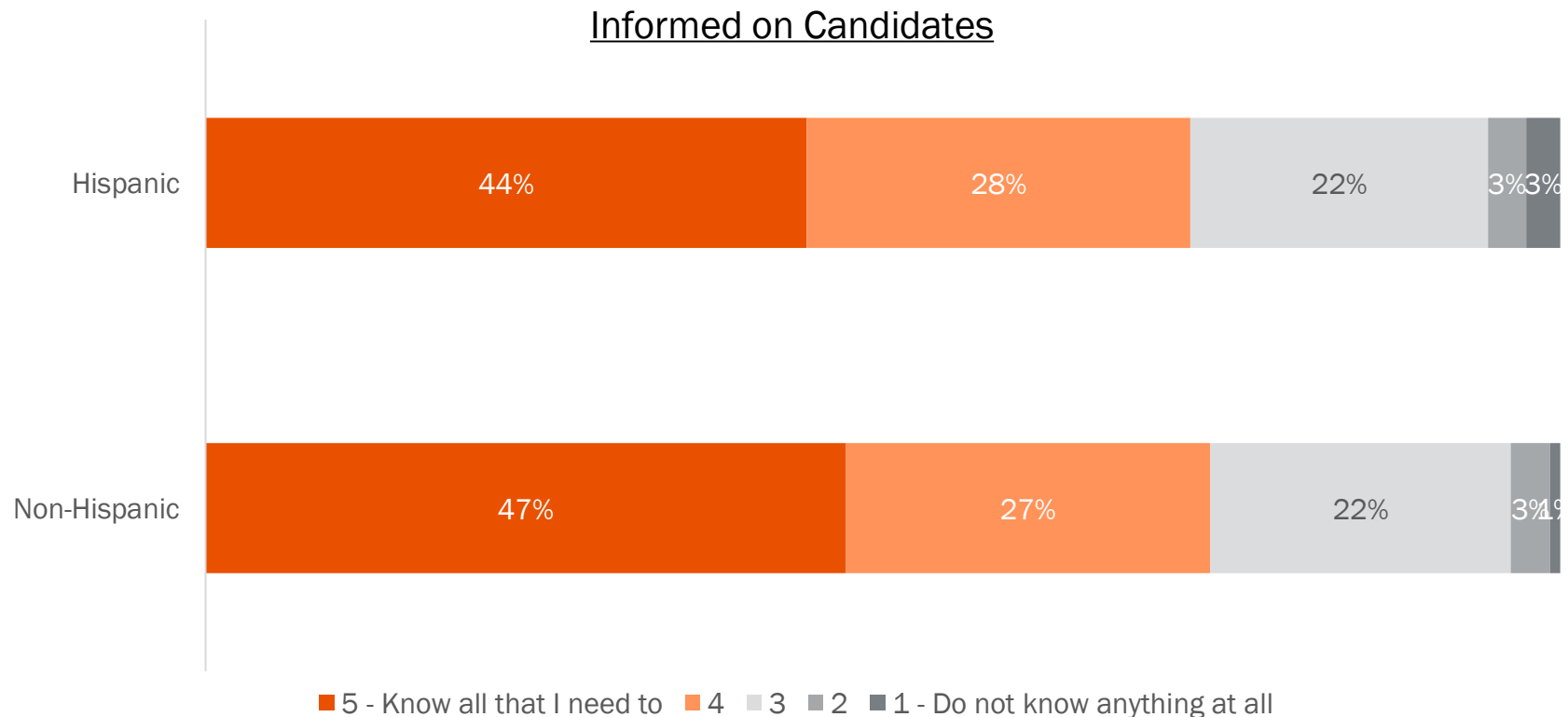
Which of the following sources are you currently using to follow developing political issues? Select all that apply.

Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Local Television	50%	57%	Friends	22%	29%
YouTube	45%	31%	Family	21%	27%
National Television (like network programs or cable news)	45%	60%	Podcasts	21%	13%
Facebook	43%	34%	Debates	16%	19%
Instagram	33%	15%	Magazines	10%	9%
Online publications	30%	25%	Snapchat	8%	6%
TikTok	28%	15%	Religious organization/Church	7%	8%
Radio	26%	20%	Community organization	6%	4%
Newspapers	25%	28%	School	6%	2%
X, formerly known as Twitter	23%	16%	None of these	3%	3%

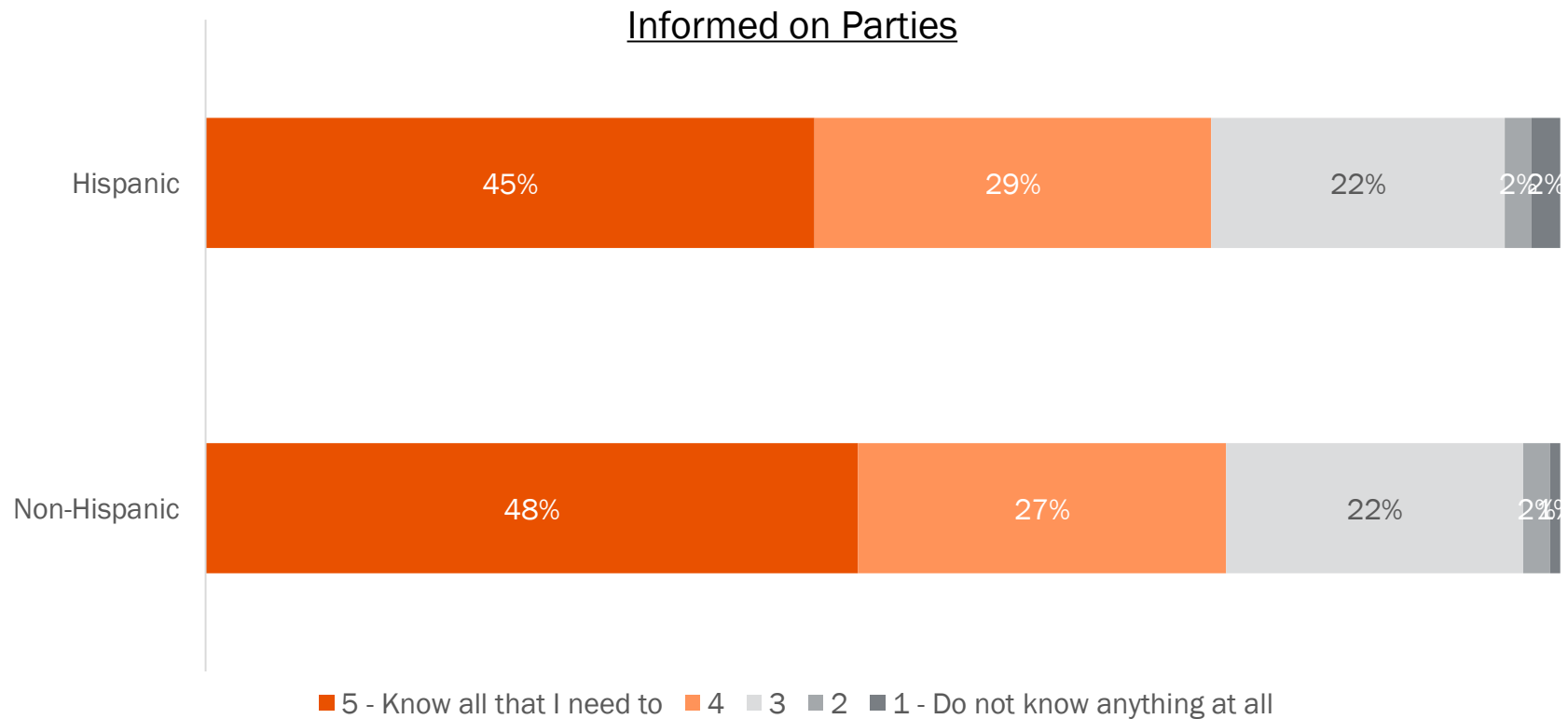Televisa Univision | Consumer Strategy & Insights

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?
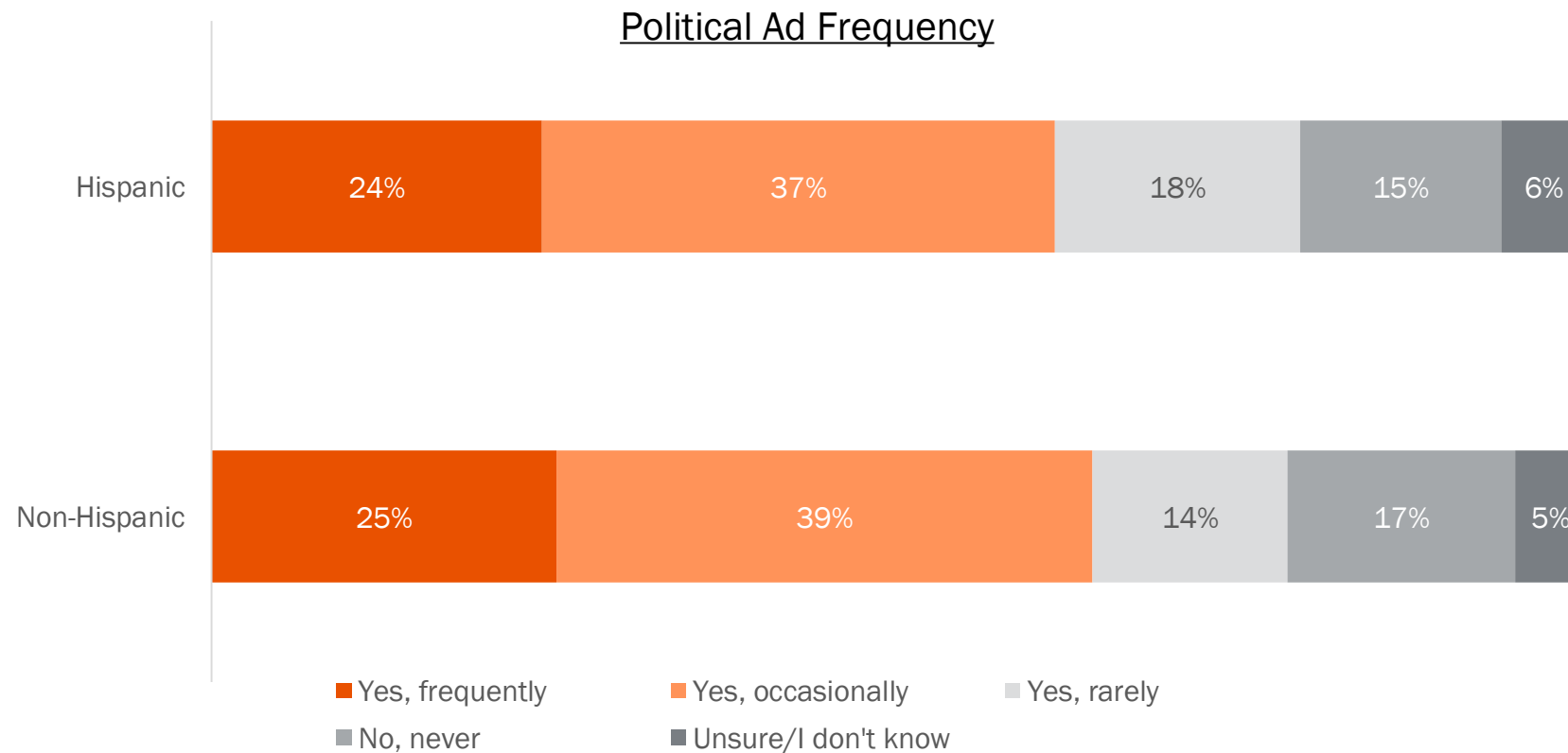

Informed on Candidates

	5 - Know all that I need to	4	3	2	1 - Do not know anything at all
Hispanic	44%	28%	22%	3%	3%
Non-Hispanic	47%	27%	22%	3%	1%

55% 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

Hispanic

| 45% | 29% | 22% | 2% | 2% |

Non-Hispanic

| 48% | 27% | 22% | 2% | 1% |

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

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70% 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

Hispanic
| 24% | 37% | 18% | 15% | 6% |

Non-Hispanic
| 25% | 39% | 14% | 17% | 5% |

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

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Messaging in Spanish is *Powerful* and *Connects*

70%
OF HISPANICS AGREE

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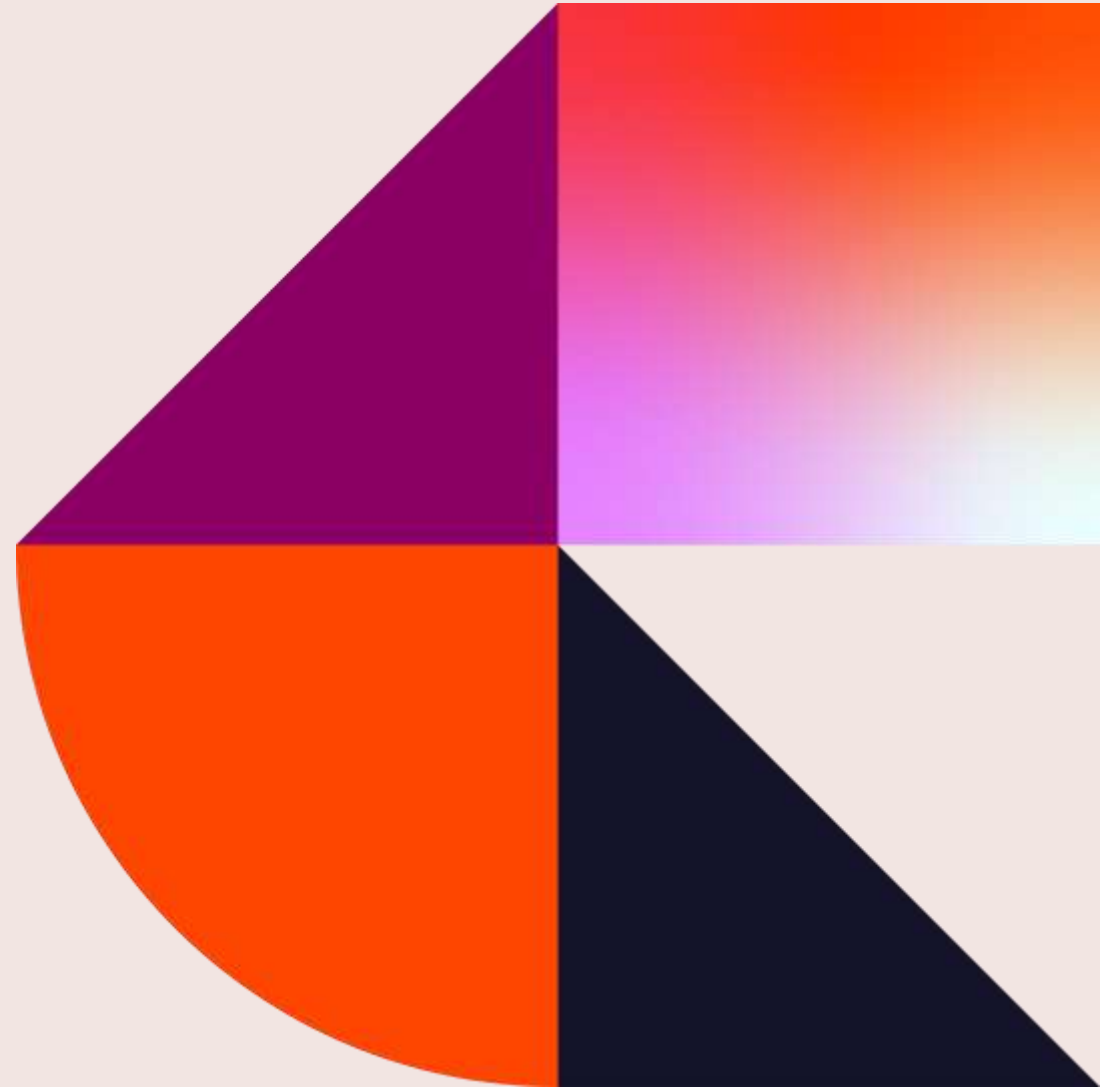
66%
OF HISPANICS AGREE

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

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*
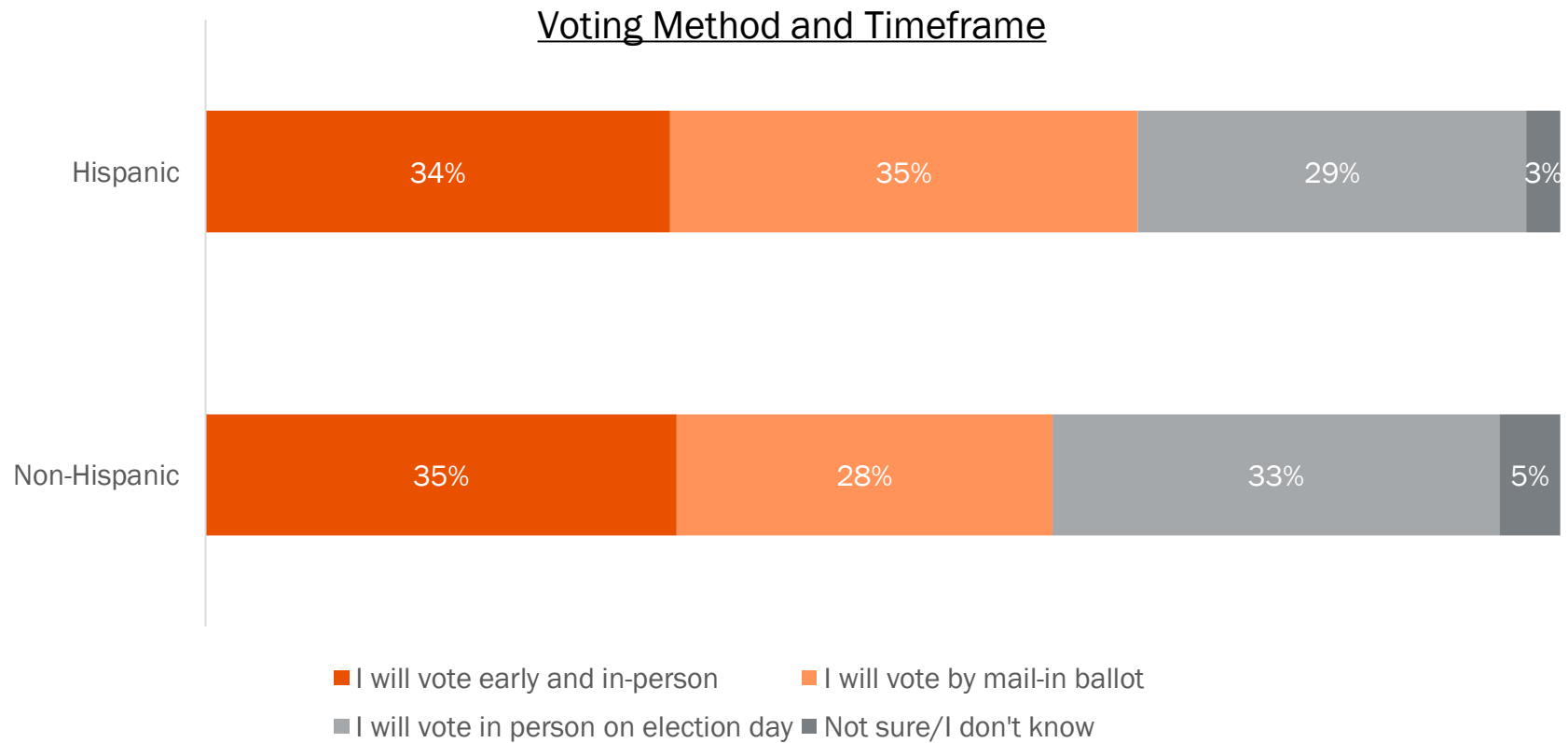
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Voting & Campaign Information

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Voting Method and Timeframe
- HISPANICS MORE LIKELY THAN NON-HISPANICS TO VOTE BY MAIL-IN BALLOT

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	34%	35%	29%	3%
Non-Hispanic	35%	28%	33%	5%

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

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Vota Conmigo Familiarity

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

Vota Conmigo Familiarity

21%
Hispanic

- ■ Heard of, and familiar
- ■ Heard of, but unfamiliar
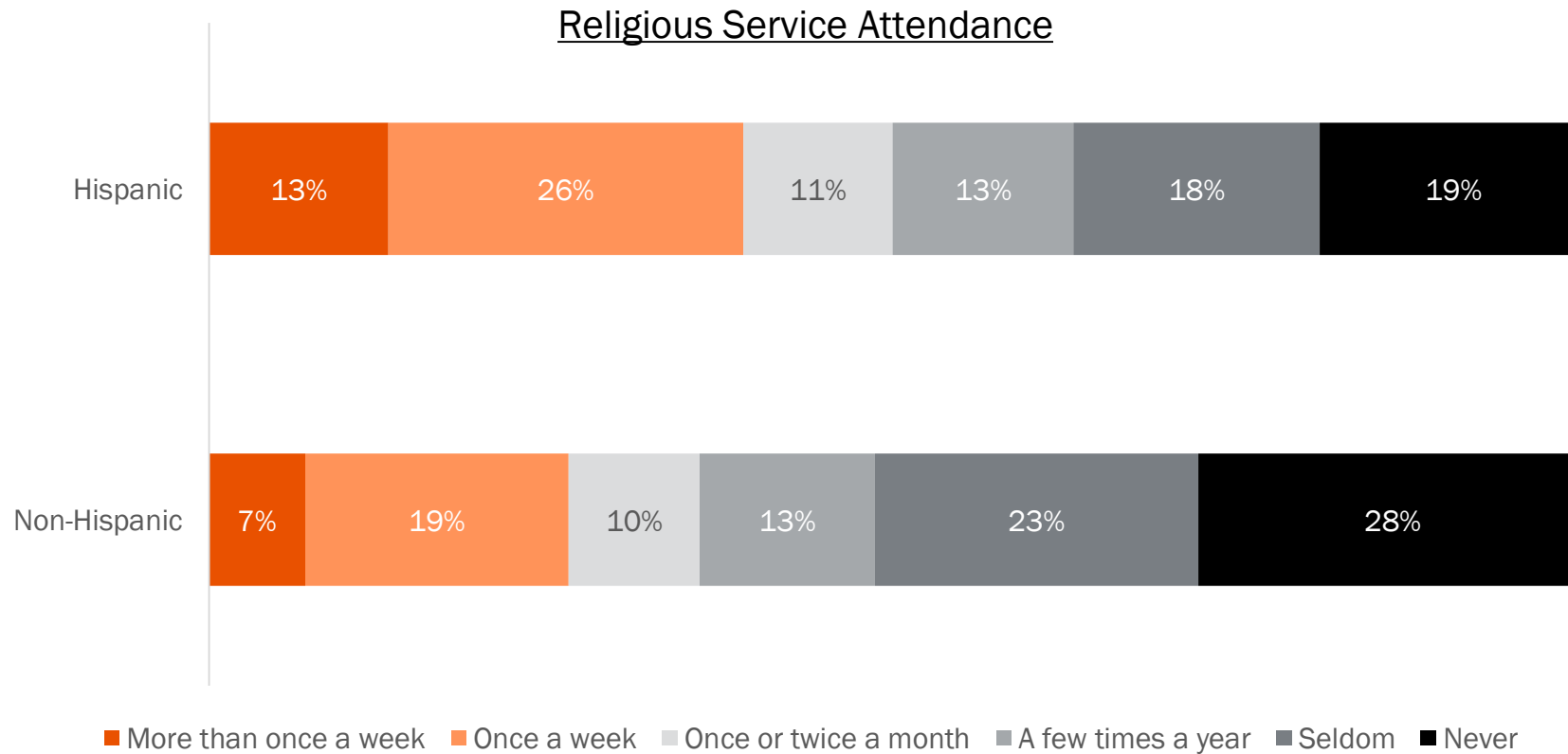- ■ Have not heard of
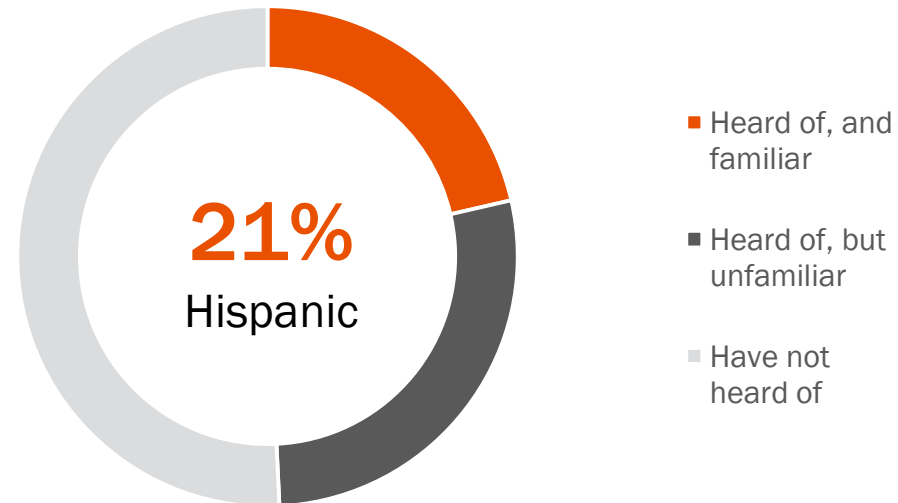
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APPENDIX

Religious Service Attendance

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

Religious Service Attendance

	More than once a week	Once a week	Once or twice a month	A few times a year	Seldom	Never
Hispanic	13%	26%	11%	13%	18%	19%
Non-Hispanic	7%	19%	10%	13%	23%	28%

Legend: More than once a week | Once a week | Once or twice a month | A few times a year | Seldom | Never

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Political Campaigning

How much do you agree or disagree with the following statements? [Political *Campaigning*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I feel that candidates and their campaigns are making a strong effort to win my vote	56%	17%	55%	11%
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	31%	51%	19%	62%

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Ballot Language Preference

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

Ballot Language Preference

69%
Hispanic

- ■ Spanish
- ■ English
- ■ No preference

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