

New Research Showcases Critical Insights into Pennsylvania Voters Ahead of 2024 Elections

Cost of living, inflation, and social security/Medicare top the list of concerns for likely Hispanic voters in the Keystone.

(Miami, FL) – August 15, 2024 - TelevisaUnivision Consumer Strategy & Insights, in collaboration with Media Predict, released new research offering a first look at the issues driving Pennsylvania’s Hispanic voters since the change in the Democratic presidential ticket. The research conducted by TelevisaUnivision’s sales division offers a detailed profile of Keystone state Hispanics, who tend to be younger, have larger households, and are more likely to have children and rent their homes compared to non-Hispanics.

The research surveyed 1,232 likely voters in Pennsylvania from July 15-28. Findings revealed that after President Biden announced he would be exiting the campaign, Hispanic support for Harris and the Democratic ticket increased by 10%, however Hispanic Trump voters also became more enthusiastic in their support for him. In addition, 34% of Hispanic voters remain unsure of their choice for President.

A majority (53%) of Pennsylvania Hispanics say they need more information about the candidates and their positions on the issues, highlighting an urgent need for campaigns to engage Hispanic voters, including in Spanish.

“President Biden carried Pennsylvania by just over 80,000 votes in 2020, and we expect more than 318,000 Hispanics to vote in this election. To win in Pennsylvania, you need to win Hispanic voters, but our latest polling reveals that 54% of Latinos believe they don’t have all the party information they need to make a voting decision in November,” said Michele Day, Senior Vice President of the Political, Advocacy, and Government Group at TelevisaUnivision. “There is no wonder why when historically, just 2% of political ad spending is directed to Spanish-speaking Latinos and Pennsylvania Latinos want and appreciate hearing from candidates in Spanish.”

The research also looks at the high-stakes Senate race between incumbent Democratic Senator Bob Casey and Republican Dave McCormick, which has seen record-breaking campaign ad spending and increased pressure since Biden announced he was stepping down as the presidential nominee. Findings reveal Casey maintains a strong lead over McCormick among Hispanic voters (47% to 10%), but a smaller lead among non-Hispanics (38% to 29%). Yet, 37% of Hispanic voters are still up for grabs, defined as not definite or unsure of candidate choice.

TelevisaUnivision Consumer Strategy & Insights is dedicated to developing comprehensive research and insights for commercial purposes. Our primary objective is to provide political advertising stakeholders with a deeper understanding of the Hispanic electorate in the markets we serve. It is important to note that our work is separate from and does not represent the work of TelevisaUnivision News. Our focus remains solely on delivering valuable data and analysis to inform and guide political media strategies and decisions.

Voter turnout projections from L2 indicate Pennsylvania anticipates a 26% increase in voter turnout during the general election.

The latest batch of research also sheds light on the voting patterns and top-of-mind issues among Latinos. Insights include:

- Just 33% of Hispanic voters in Pennsylvania believe the U.S. is heading in the right direction.
- Cost of living is overwhelmingly the top issue for the state's Hispanic voters, followed by inflation, social security/Medicare, and economy/jobs.
- Close to one in four Hispanics believe the economy will get worse.
- 55% of Hispanics say that there is one specific issue that will determine who they will vote for, in comparison to 38% of non-Hispanics. Abortion ranks as a top voting issue for 20% of Hispanic voters (vs. 15% non-Hispanics).
- Hispanic voters overwhelmingly believe the Democratic party does a better job of handling top policy issues, whereas opinions vary among non-Hispanics.
- Hispanic voters are more concerned about climate change than non-Hispanics. 74% of Hispanics agree climate change is a very big threat to the planet in comparison to 59% of non-Hispanics. Three in five Hispanics agree that action should be taken on climate change even if it means significant restrictions on personal transportation in comparison to 41% of non-Hispanics.

With Hispanic voter registration totals being larger than the expected margin of victory in races across the country, including in swing states that will impact the presidential election, Democrats and Republicans are competing for support from more than 392,000 registered Hispanic voters in a state where Hispanic voters are far more likely than non-Hispanics to be crossover voters. 43% of Pennsylvania Hispanics said they were very likely or somewhat likely to vote for a candidate from a political party they typically haven't voted for in the past, compared to 27% of non-Hispanics.

As the 2024 election cycle continues, TelevisaUnivision plans to release more research around Hispanic voters in key states—offering critically-important insights as the election cycle intensifies.

Hispanics are the second fastest-growing racial and ethnic group in the U.S. electorate since the last midterm elections, with an estimated 36.2 million eligible U.S. Hispanic voters this year.

To access the latest research or request more information, please reach out to political@univision.net.

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