

TAMPA

Tampa's Hispanic Community

**Tampa Hispanics
Are
YOUNGER**

40 Hispanic
median age
vs 56 for Non-Hispanic

**Lower Hispanic
Median Household
Income**

\$59,589K
vs \$73,008K for
Non-Hispanic

**Larger Hispanic
Households**

3.5 Median
Persons per HH
vs 2.8 for Non-Hispanic

**More Likely to
Have Children in
Household**

47% Kids <18
in HH
vs 30% for Non-Hispanic

**More Likely
Renting Their
Homes**

37% Rent
where they live
vs 27% for Non-Hispanic

A wide-angle photograph of the Tampa skyline at dusk. The city's lights are reflected in the water of the harbor. Several prominent skyscrapers are visible, including the Sun Life Tower and the USF Tower. The sky is a deep blue, and the water is calm.

TU & Media Predict 2024 Presidential Tracker

Tampa
June 2024

Televisa
Univision

Consumer
Strategy & Insights

MEDIA
PREDICT

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 742 likely voters ages 18+

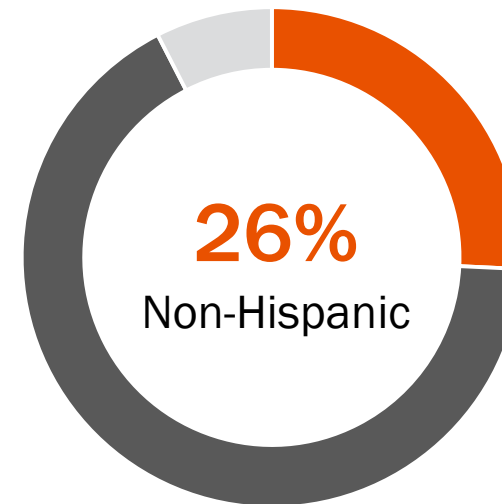
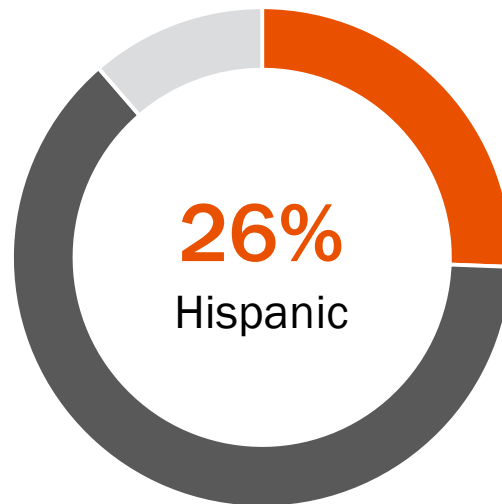
<u>A18+</u>
340 Hispanic (267 SpanDom/Bilingual)
402 Non-Hispanic

- 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 5.4% for Hispanics and 5.0% for Non-Hispanics.
- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

Only 26% of Hispanics Believe U.S. is Headed in the Right Direction

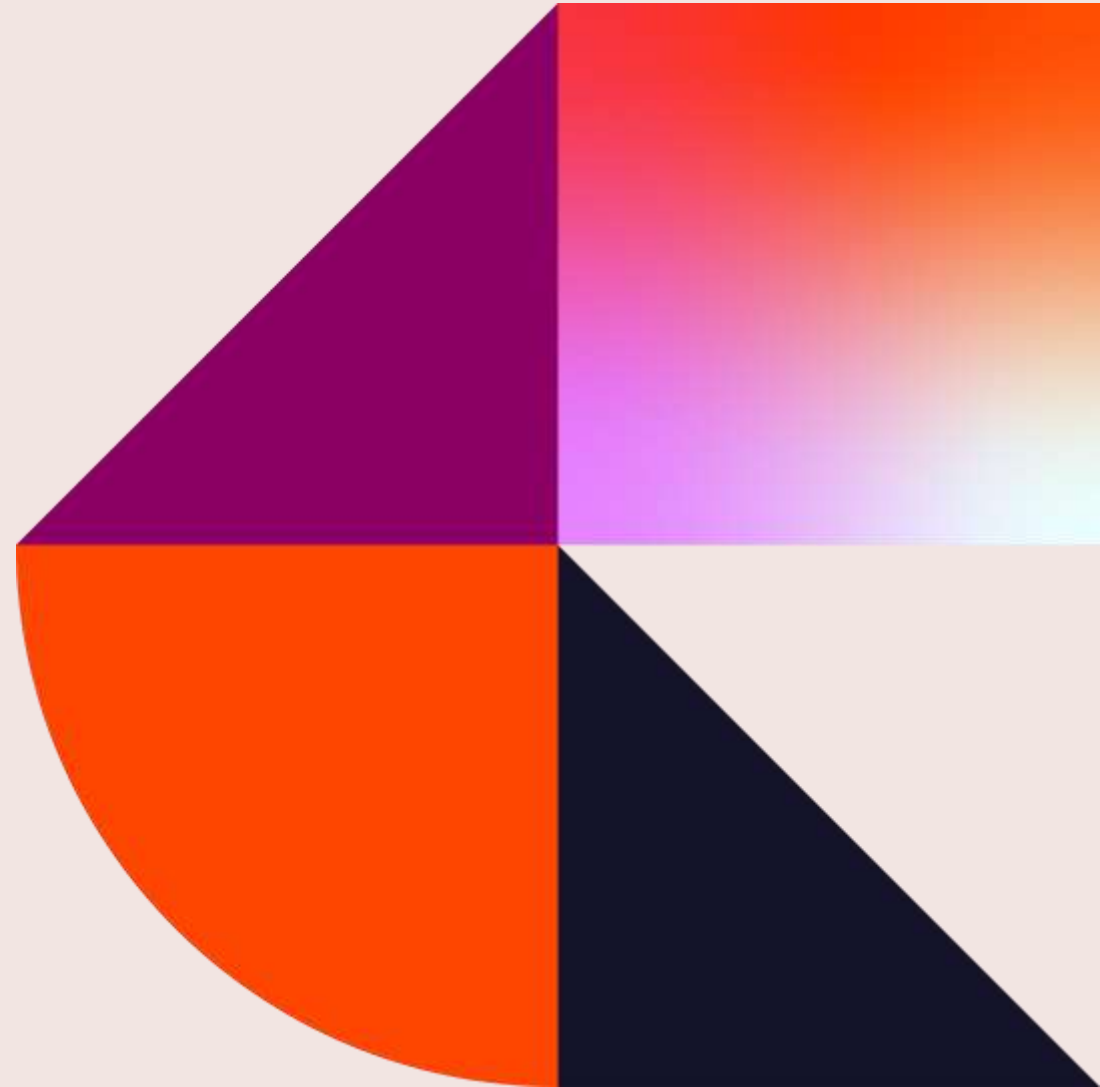
In general, do you believe that the United States is headed in the right direction, or has it gone off on the wrong track?

US Right or Wrong Track



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

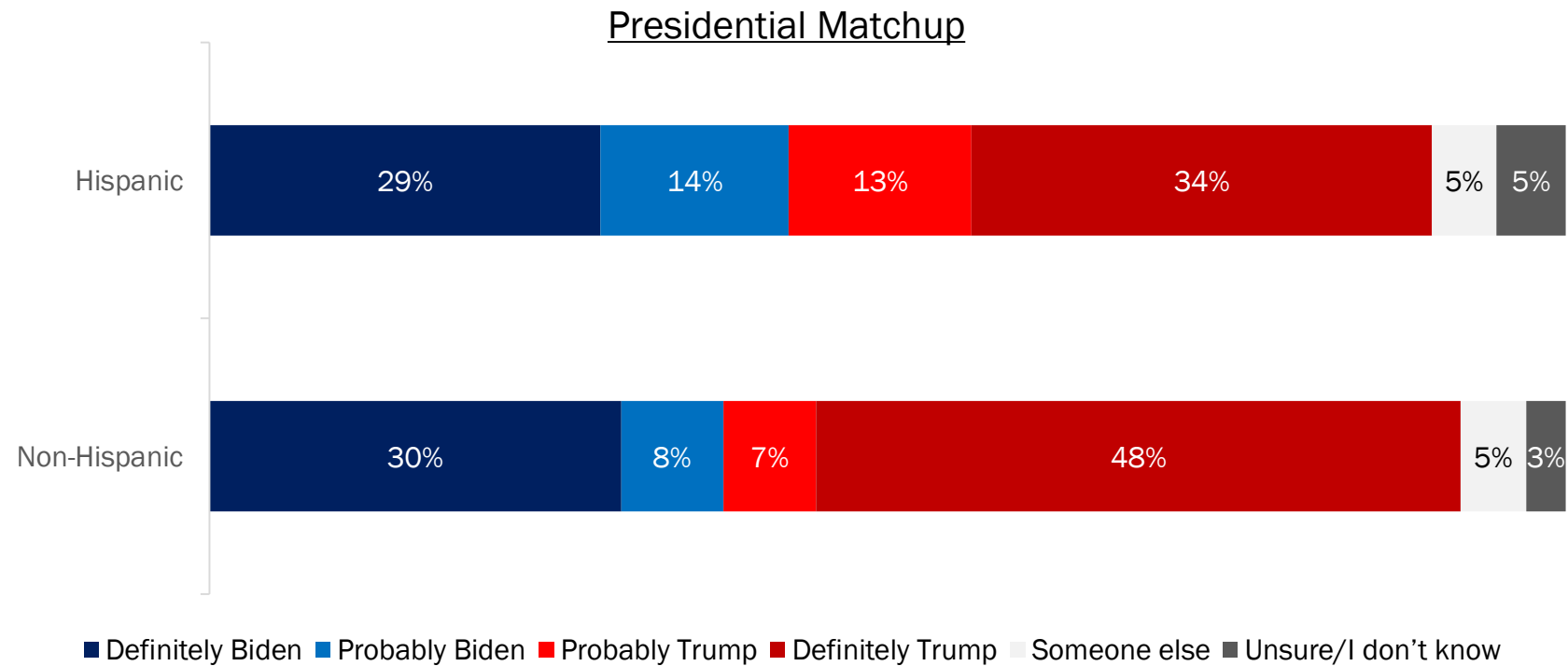
General Election Polling



Matchup: Biden vs Trump

- DONALD TRUMP LEADS AMONG HISPANICS, LOWER THAN NON-HISPANICS
- 32% OF HISPANICS UP FOR GRABS (27% NOT DEFINITE, 5% UNSURE)

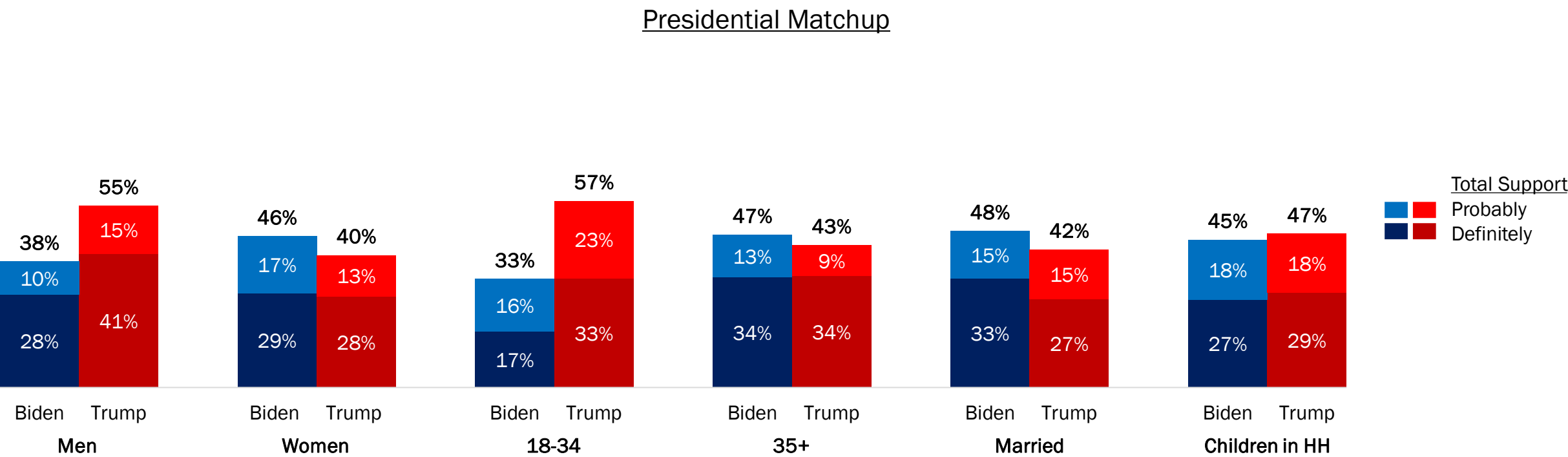
If the 2024 election for president were being held today, and the candidates were Donald Trump (Republican) & Joe Biden (Democrat), for whom would you vote?



Candidate Support Among Hispanics

- TRUMP’S STRONGEST SUPPORT AMONG 18-34
- BIDEN’S STRONGEST SUPPORT AMONG MARRIED

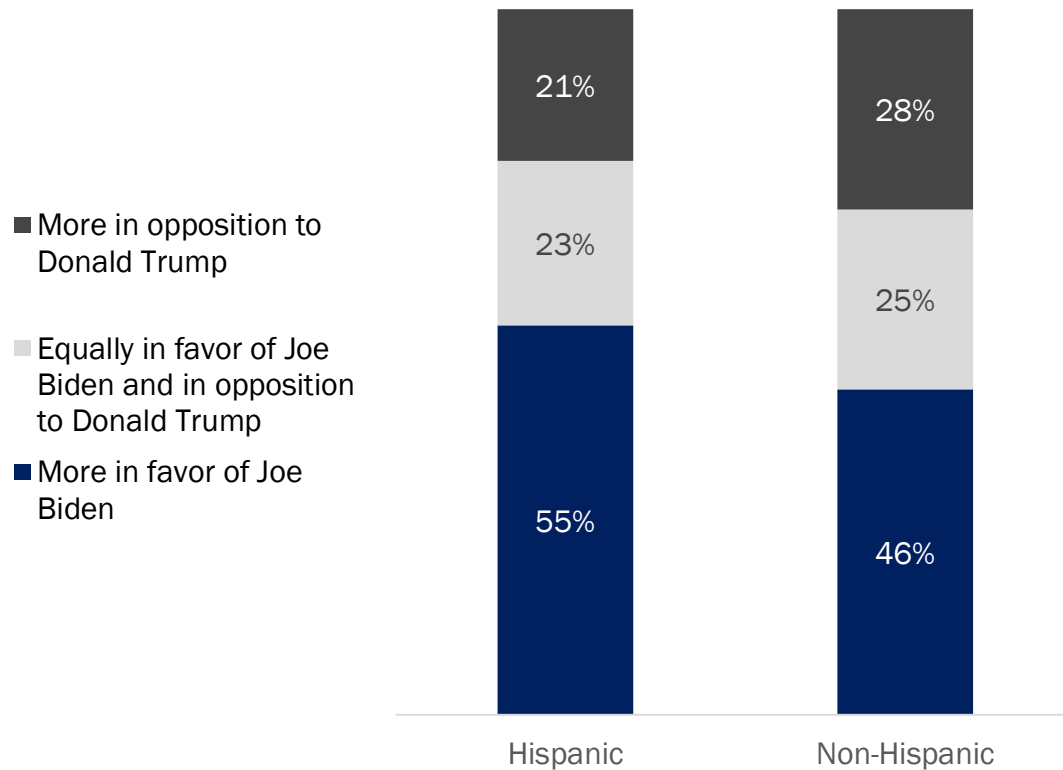
If the 2024 election for president were being held today, and the candidates were Donald Trump (Republican) & Joe Biden (Democrat), for whom would you vote?



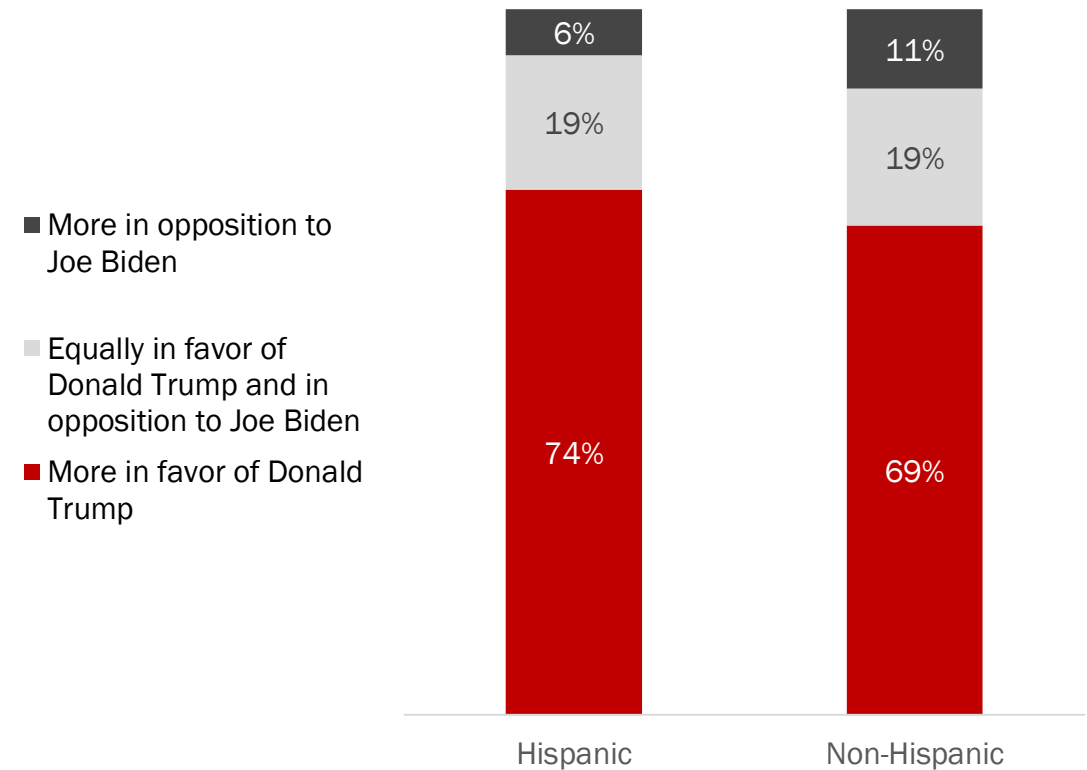
Trump Voters Are More Enthusiastic

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

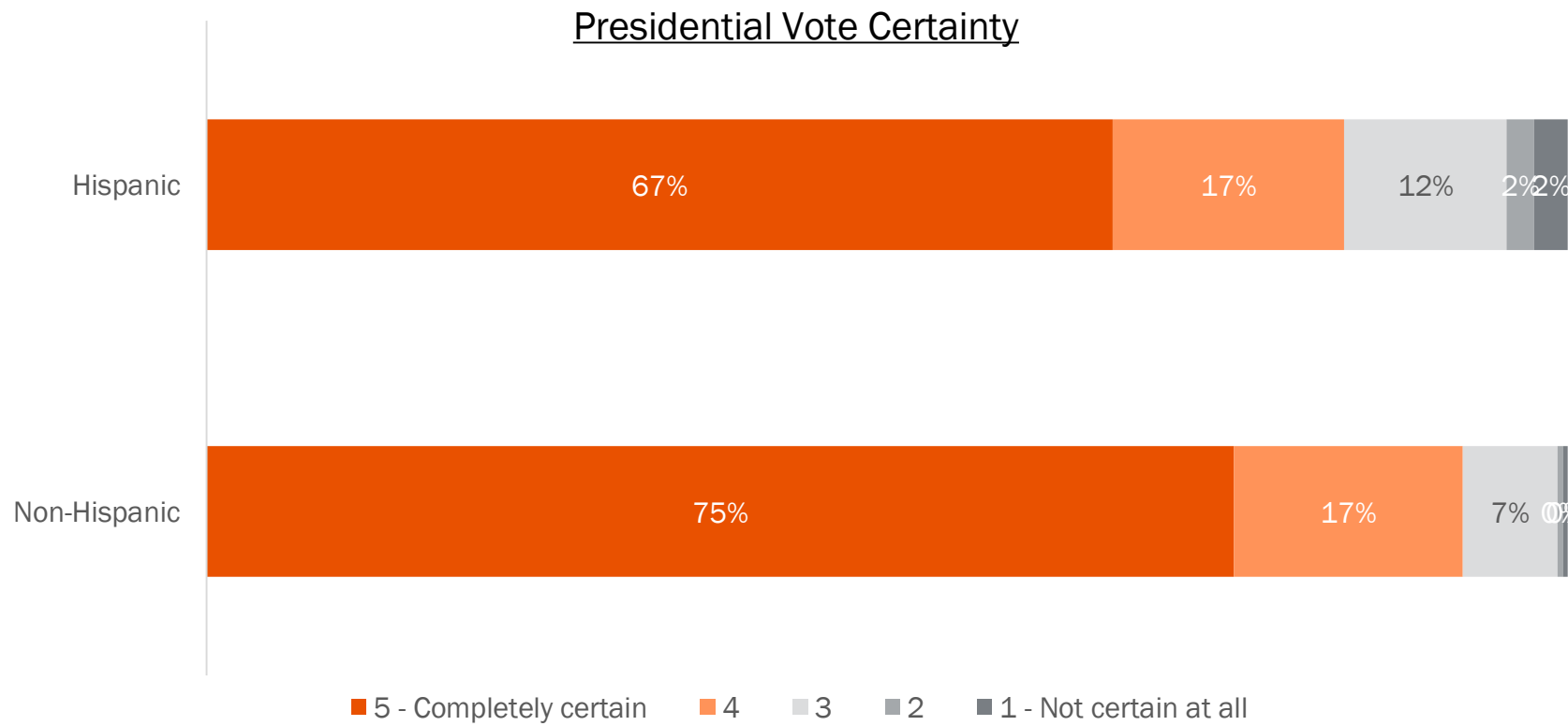


Voting Trump: Favor Trump or Oppose Biden



33% of Hispanics Not Completely Certain About Their Vote for President

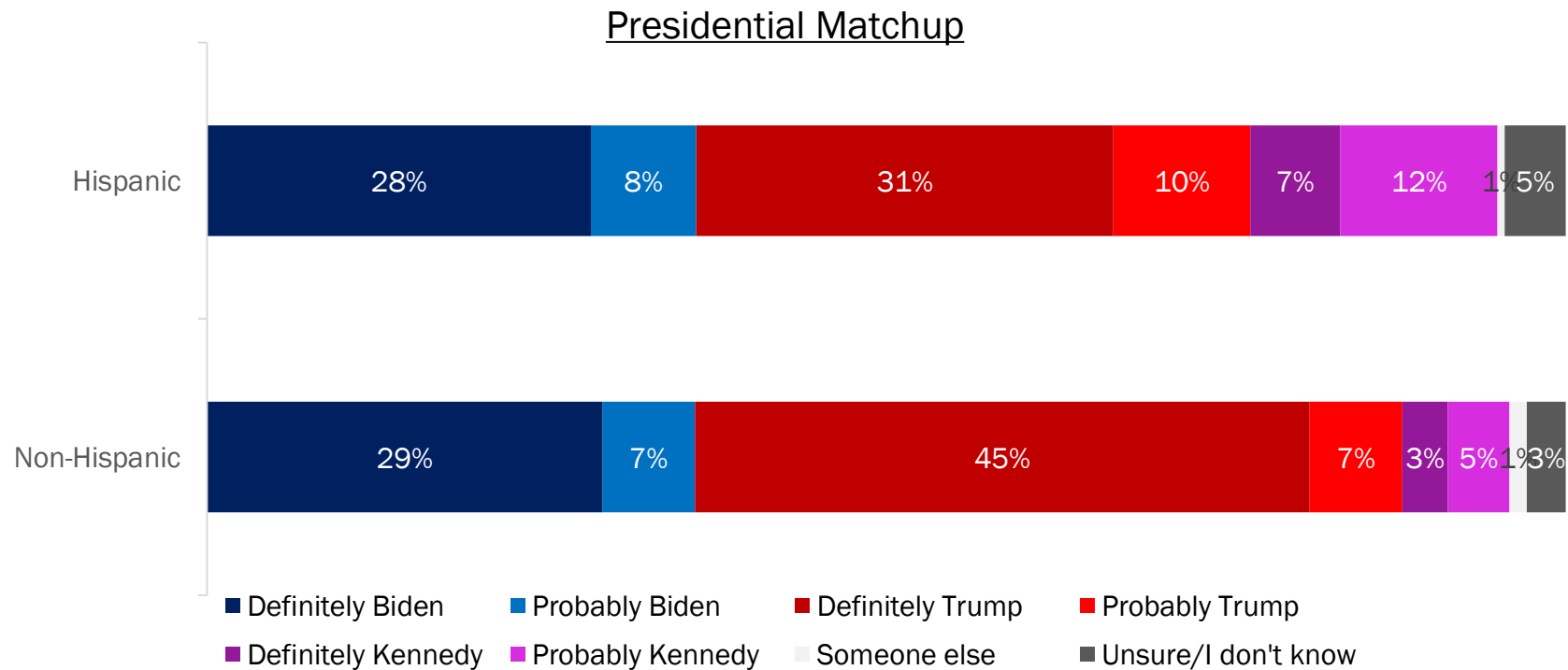
How certain are you that this is the right choice of candidate for you?



Matchup: Biden vs Trump vs Kennedy

- DONALD TRUMP LEADS AMONG HISPANICS, LOWER THAN NON-HISPANICS
- KENNEDY PERFORMS HIGHER AMONG HISPANICS THAN NON-HISPANICS
- 35% OF HISPANICS UP FOR GRABS (30% NOT DEFINITE, 5% UNSURE)

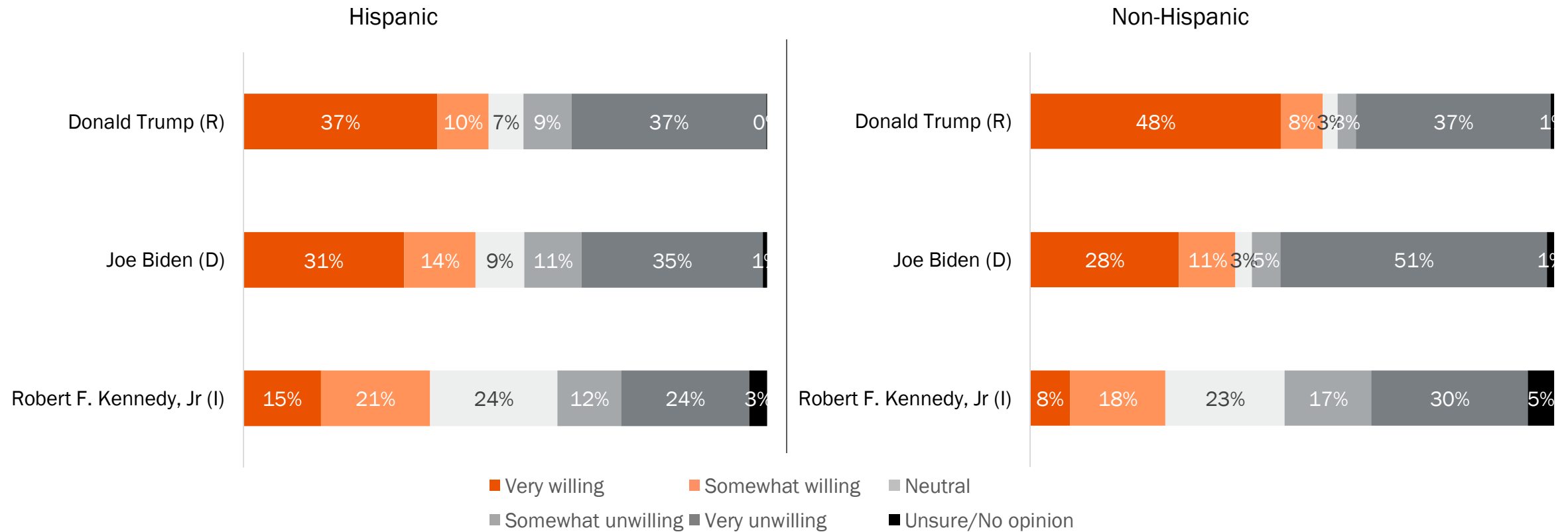
If the election for President were being held today, and the candidates were Joe Biden (D), Robert F. Kennedy, Jr (I), and Donald Trump (R) for whom would you vote?



Willingness to Vote for Candidates in General Election

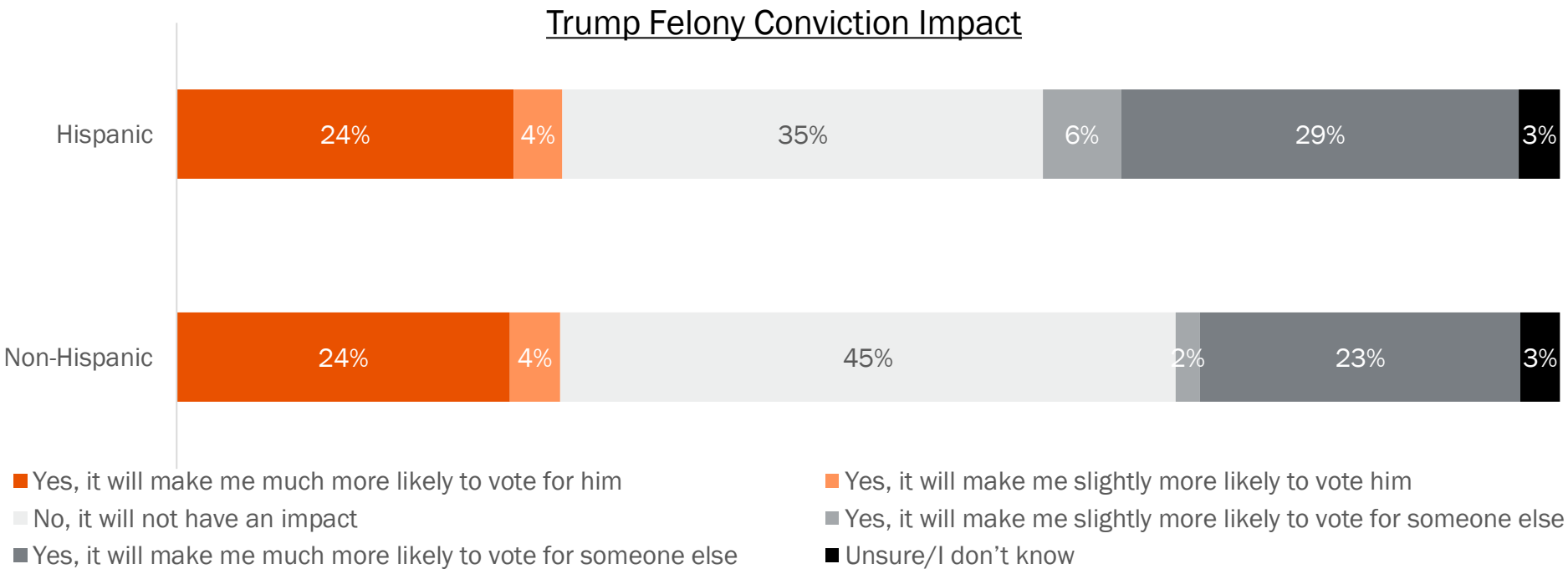
For the candidates listed below, please indicate how willing or unwilling you would be to vote for them in the general election.

Candidate Vote Willingness



Trump Felony Conviction

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

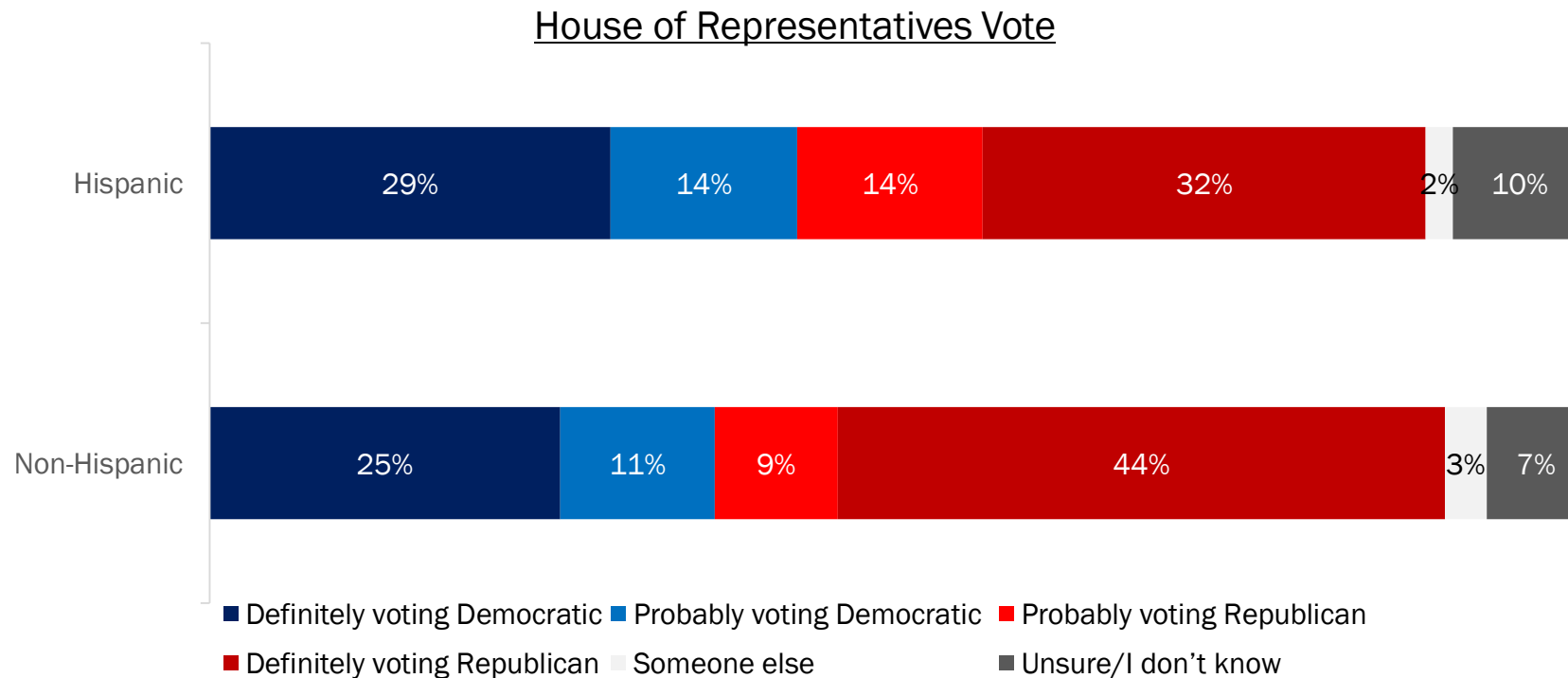


How much do you agree or disagree with the following statements? [Trump Conviction]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The jury decision to convict Donald Trump of multiple felonies in New York was correct	55%	27%	42%	44%
The recent felony trial of Donald Trump in New York was conducted fairly	52%	30%	43%	45%

House of Representatives Vote

- REPUBLICANS FAVORED BY HISPANICS, LOWER THAN NON-HISPANICS
- 38% OF HISPANICS UP FOR GRABS (28% NOT DEFINITE, 10% UNSURE)

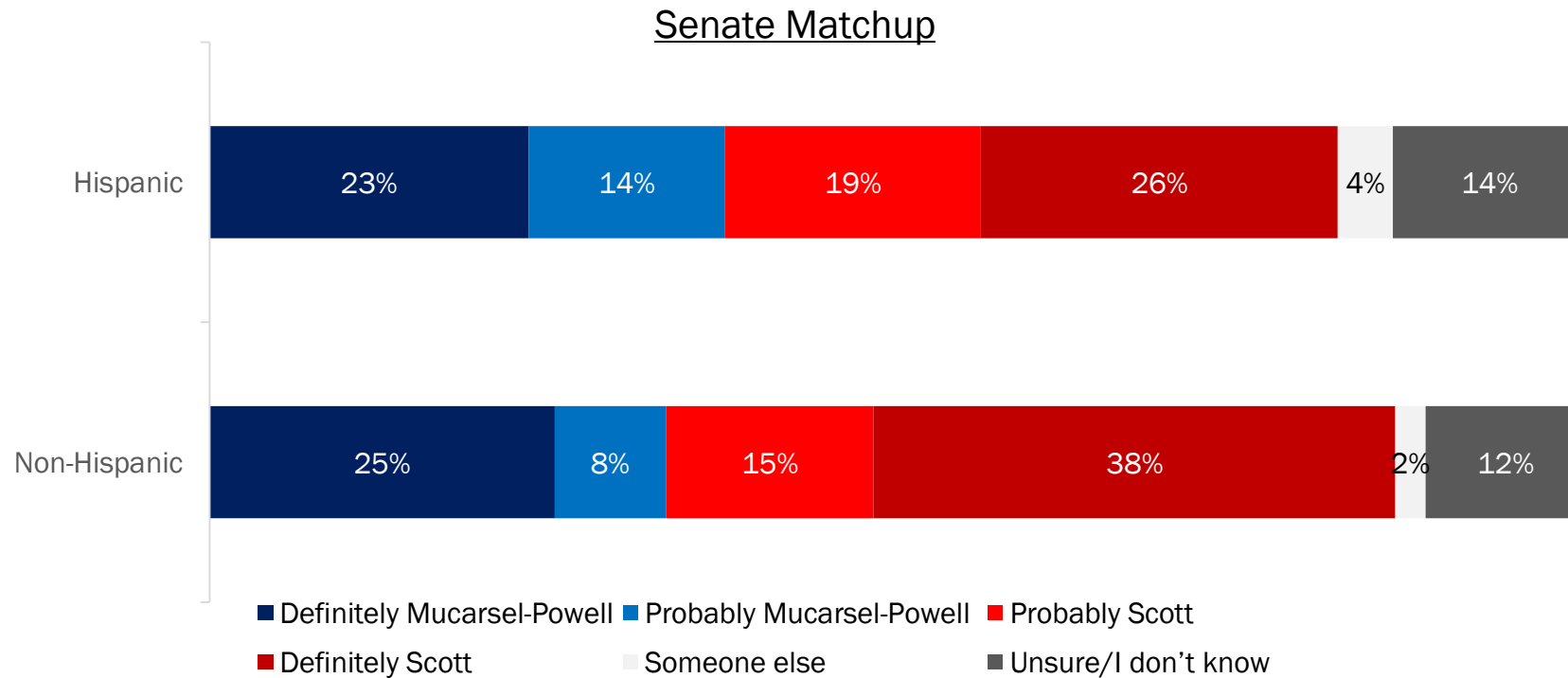
If the election for the United States House of Representatives were held today, which party's candidate would you vote for?



Matchup: Mucarsel-Powell vs Scott

- SCOTT LEADS AMONG HISPANICS, LOWER THAN NON-HISPANICS
- 47% OF HISPANICS UP FOR GRABS (33% NOT DEFINITE, 14% 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?

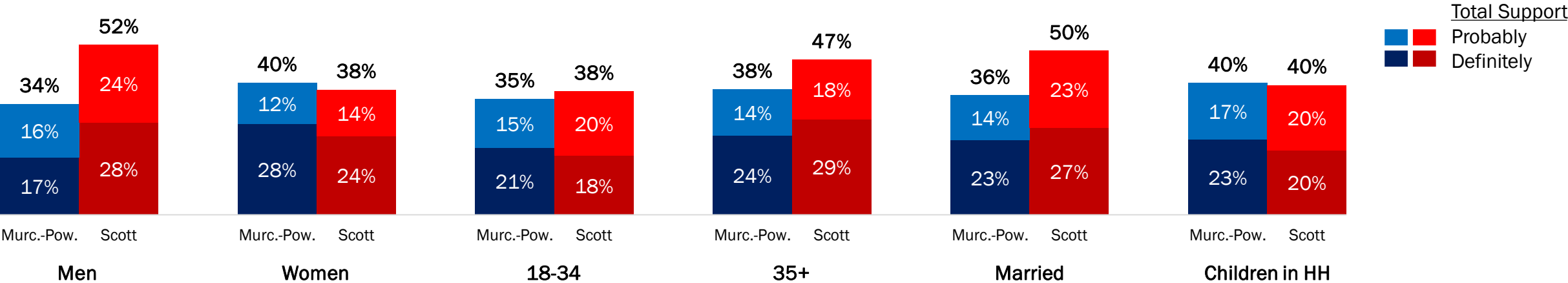


Candidate Support Among Hispanics

- SCOTT’S STRONGEST SUPPORT AMONG MEN
- MUCARSEL-POWELL’S STRONGEST SUPPORT AMONG WOMEN, PARENTS

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?

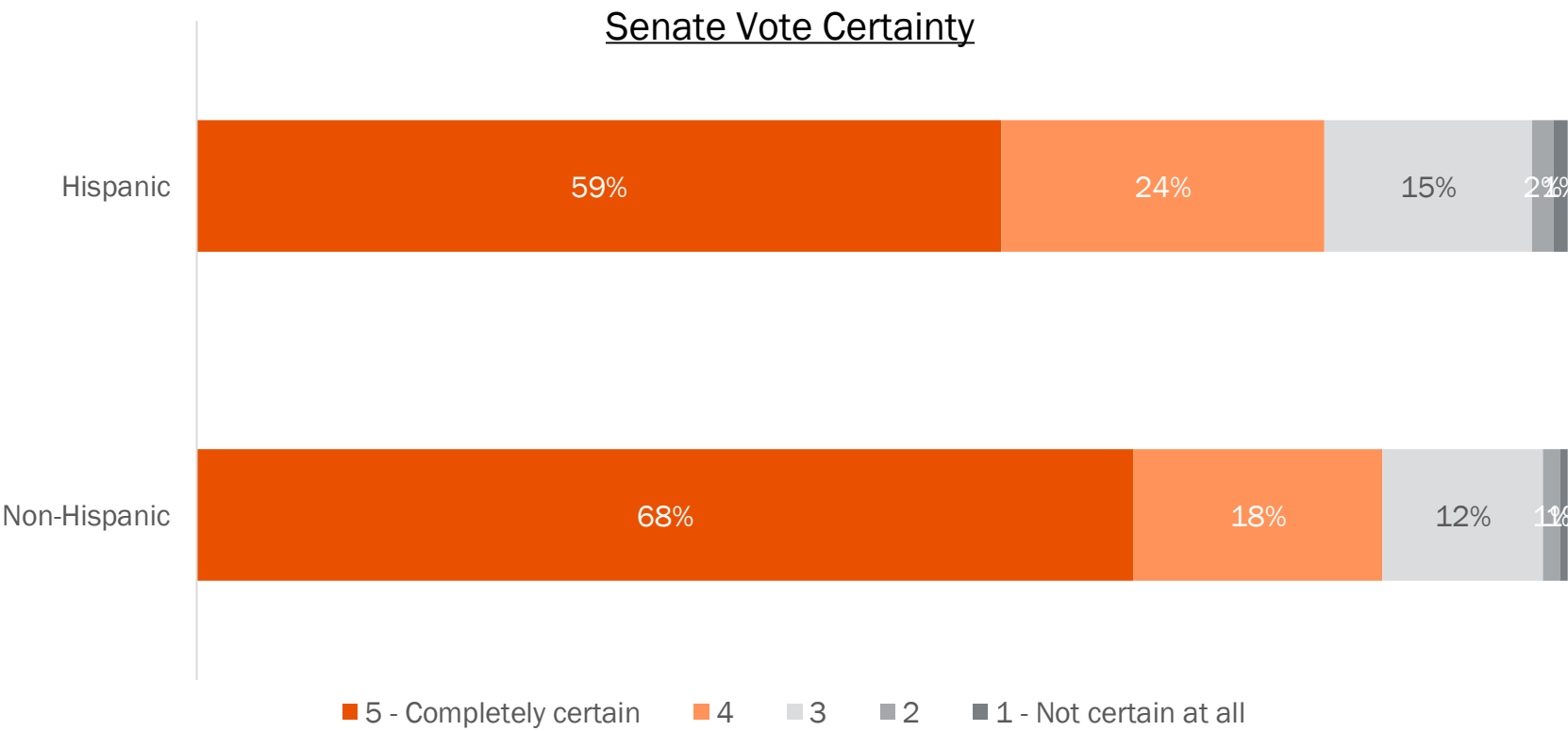
Senate Matchup



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

41% of Hispanics Not Completely Certain About Their Vote for Senator

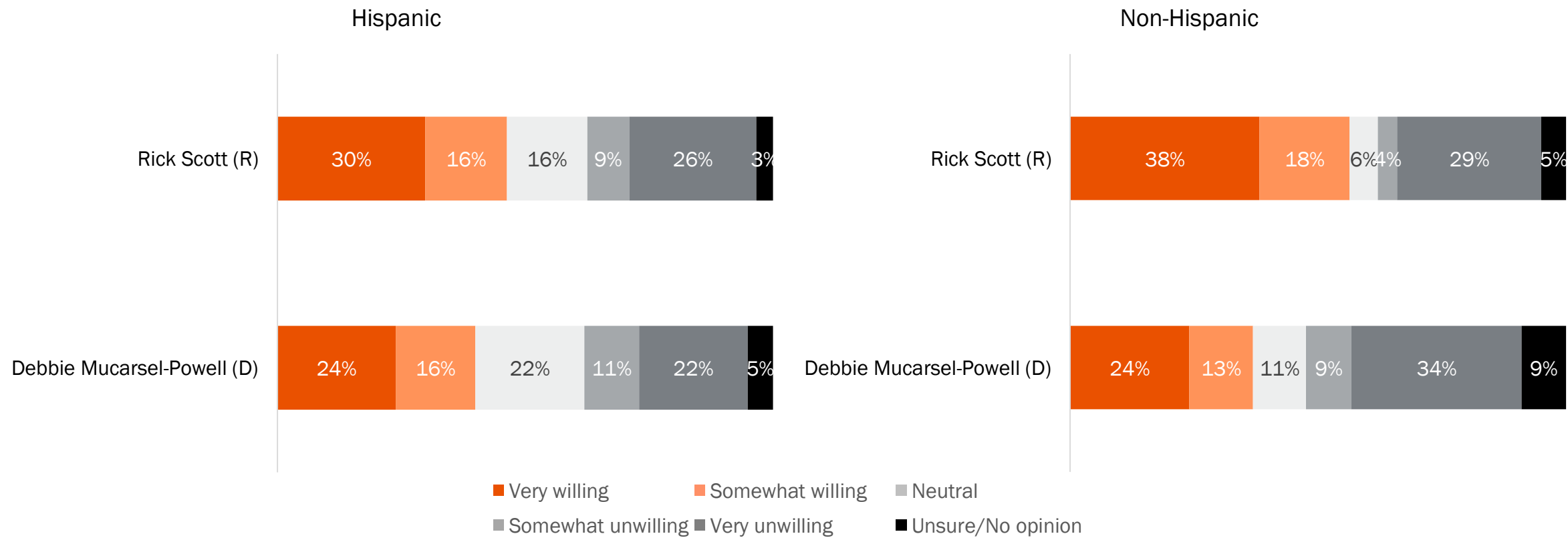
How certain are you that this is the right choice of candidate for you?



Willingness to Vote for Candidates in General Election

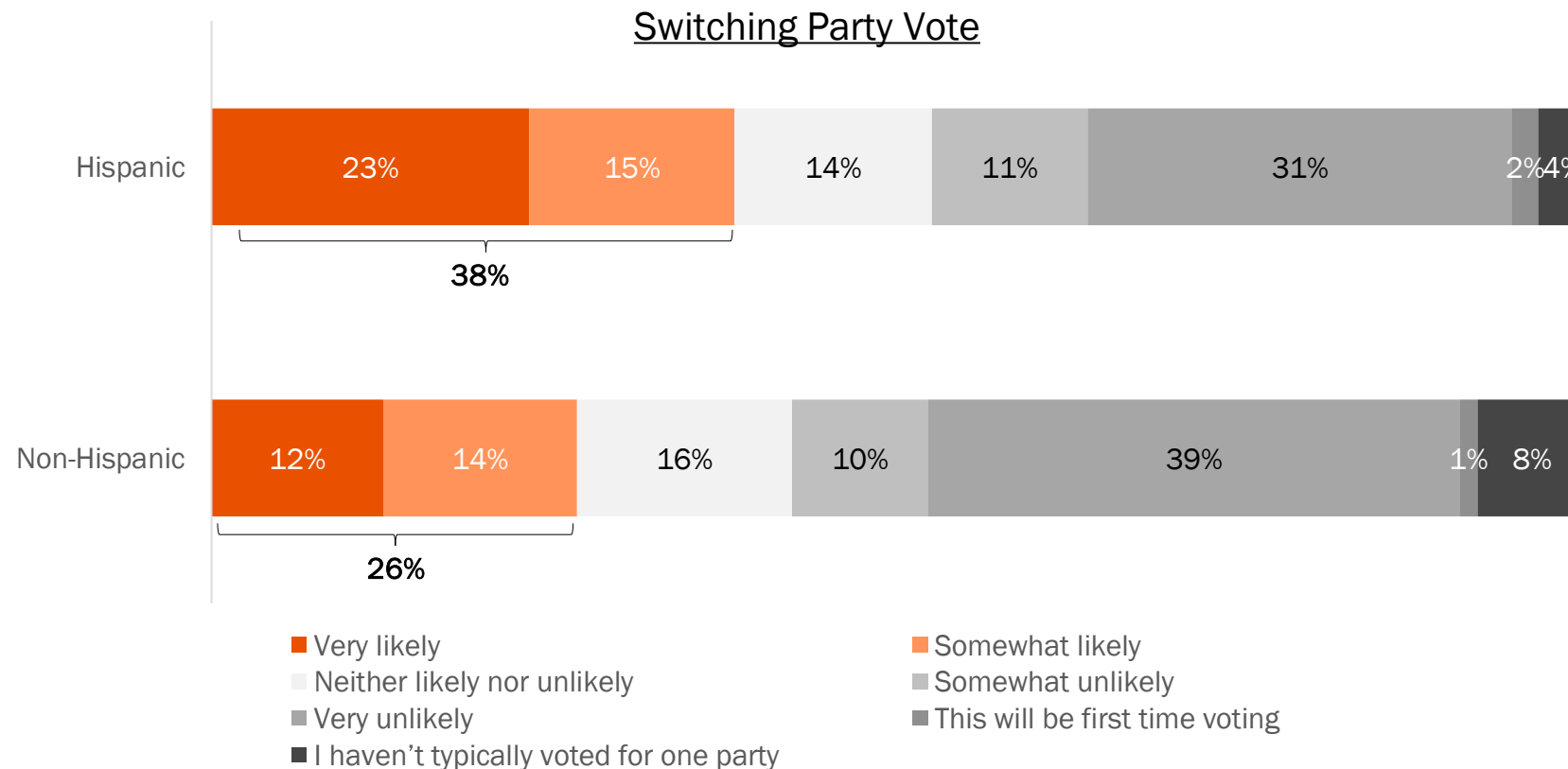
For the candidates listed below, please indicate how willing or unwilling you would be to vote for them in the general election.

Senate Willingness

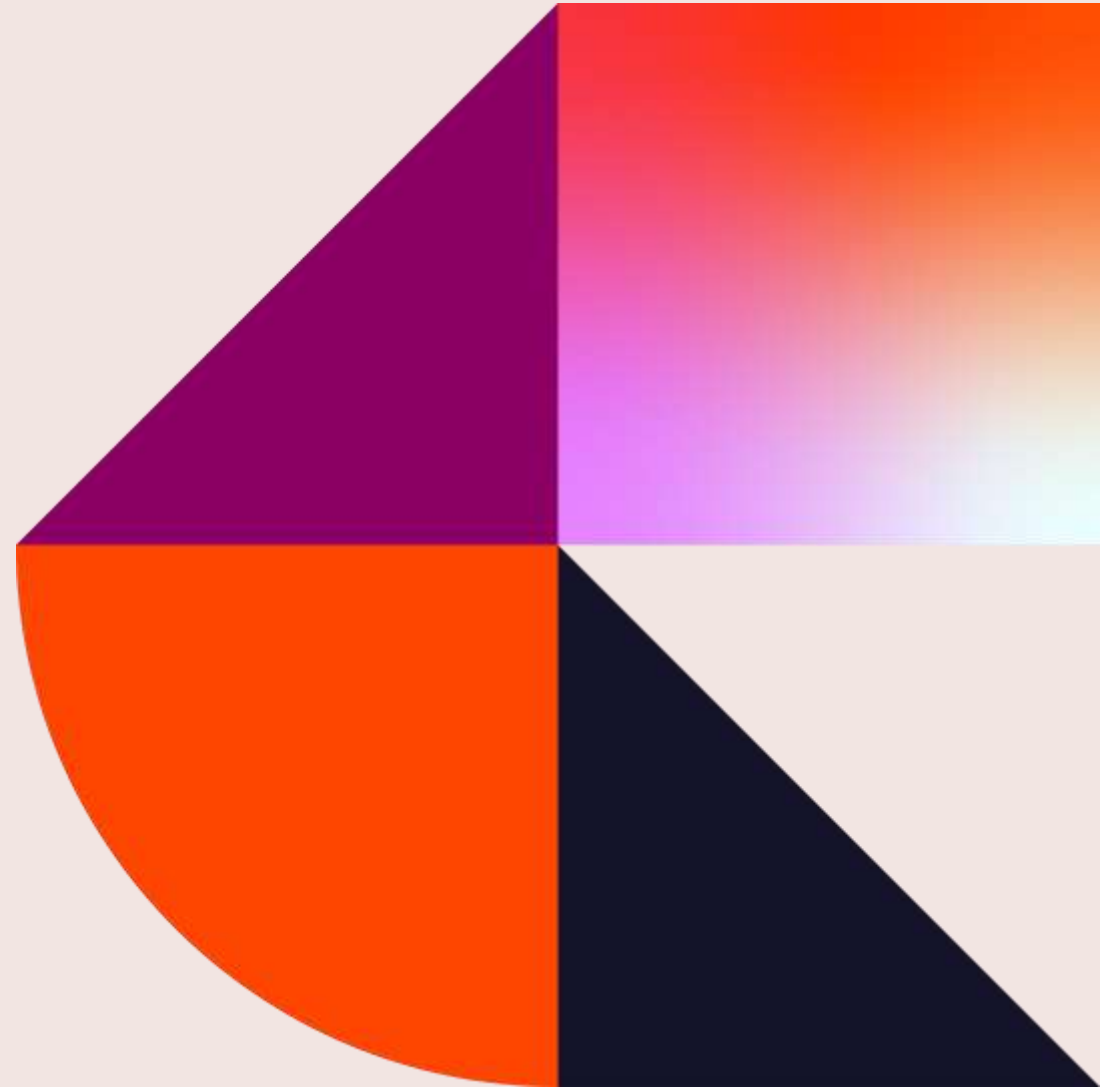


Hispanics More Likely than Non-Hispanics to be Crossover Voters This Election

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?



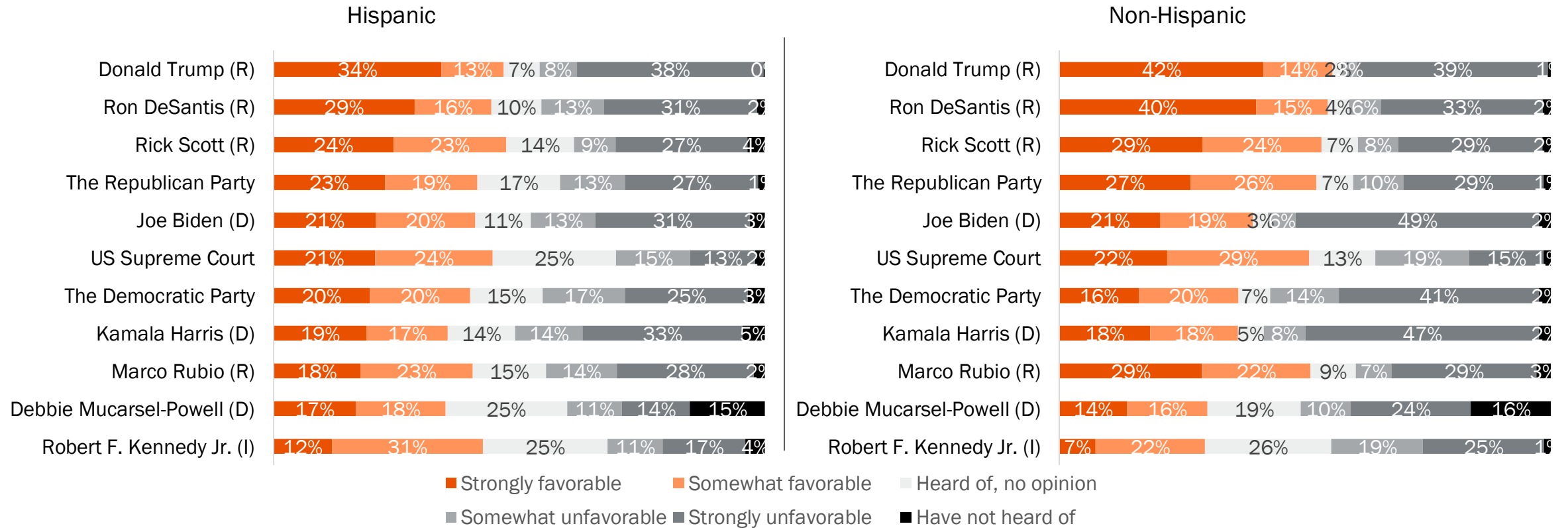
Favorability & Job Approval



Favorability

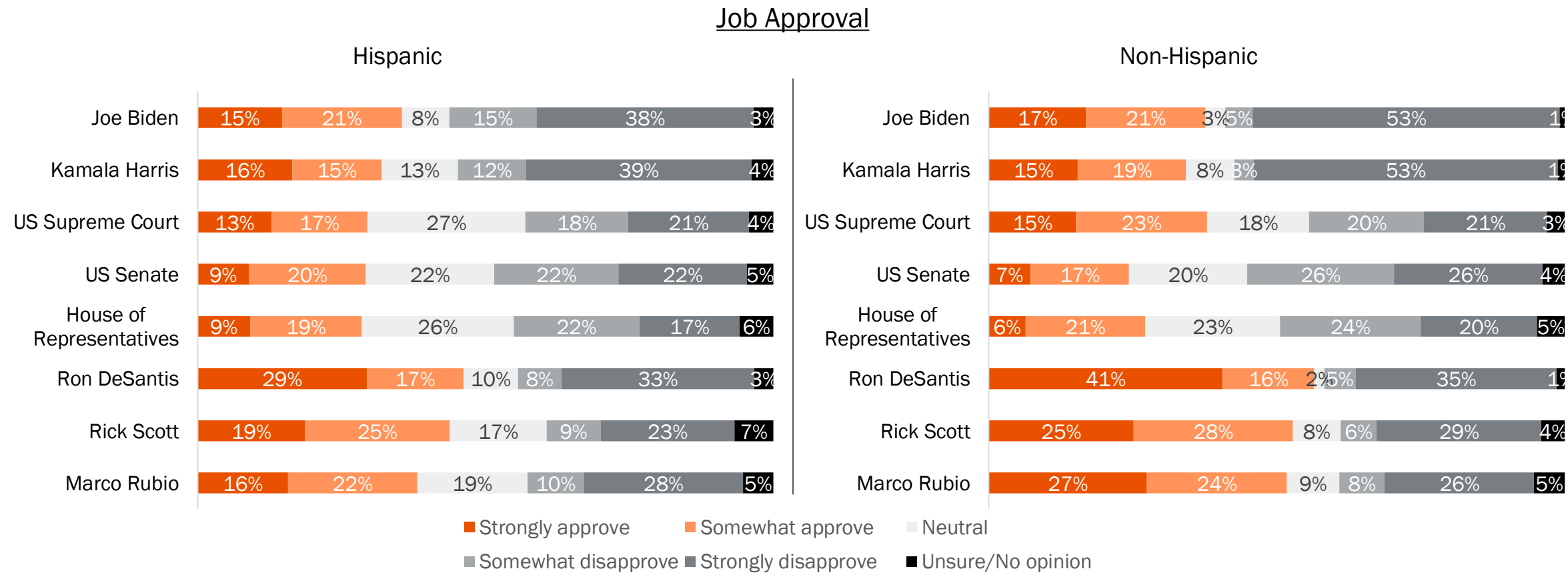
For each individual or institution listed below, please indicate if you have a favorable or unfavorable opinion of them.

Favorability

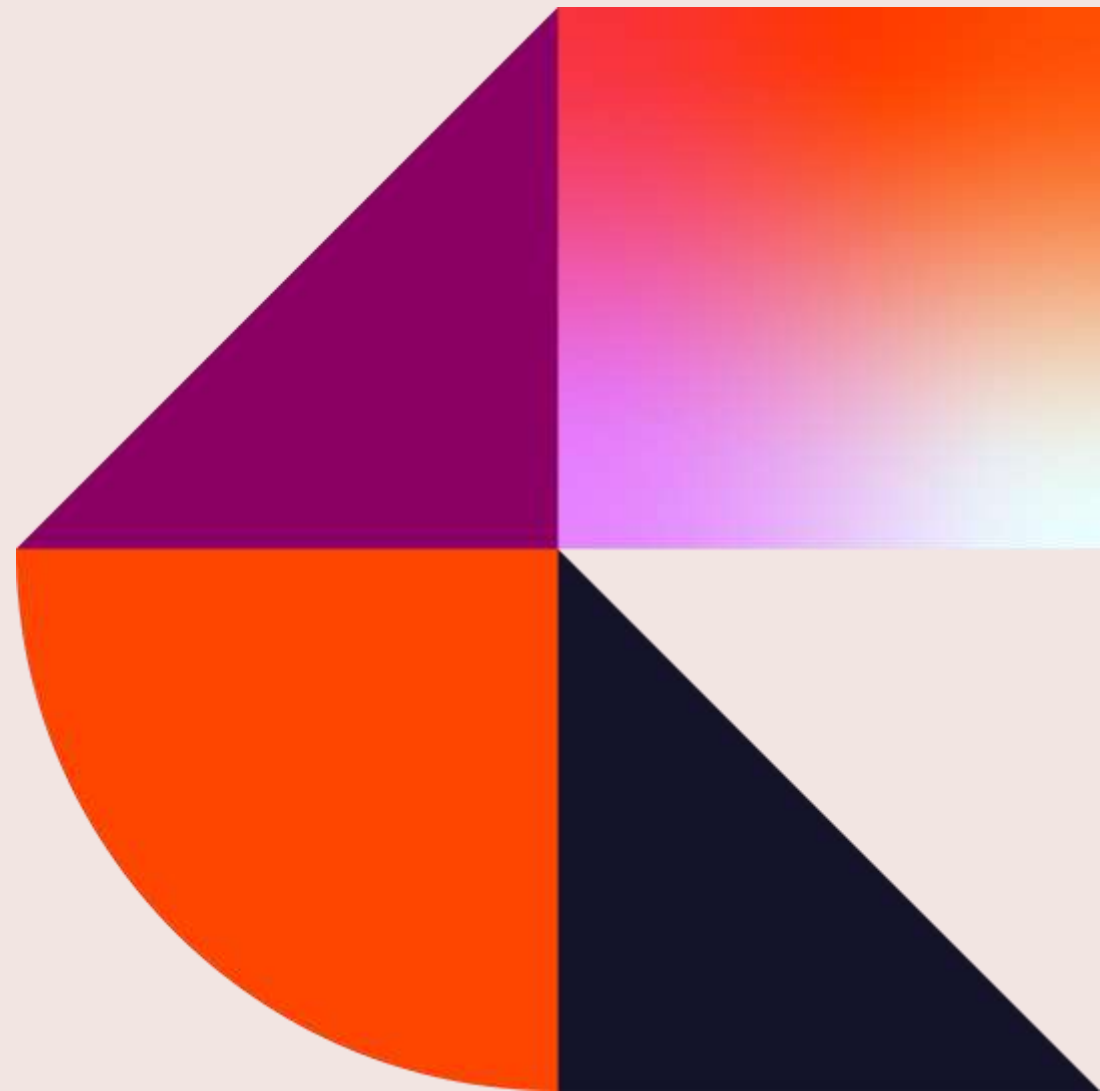


Job Approval

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



The Issues



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

- AFFORDABLE HOUSING, HEALTHCARE, AMONG SEVERAL ISSUES 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	80%	78%	Gun rights / 2nd amendment	47%	46%
Inflation	78%	73%	Climate change	46%	37%
Economy / jobs	71%	64%	Opioids / drug abuse	46%	43%
Affordable housing	71%	56%	Abortion	45%	46%
Healthcare	70%	57%	Strengthening law enforcement	43%	49%
Crime and public safety	63%	61%	Defense / military	42%	56%
Social security / Medicare	63%	64%	Race relations	38%	29%
Taxes	61%	56%	Foreign policy	37%	47%
Education	60%	45%	Energy policy	37%	38%
Entitlements / social services reform (Medicare, welfare, etc.)	58%	52%	U.S. relationship with China	37%	35%
Border security	55%	64%	Police reform	32%	29%
Government spending / deficit	54%	54%	Israel/Hamas War	31%	32%
Immigration	53%	61%	LGBTQ rights	24%	20%
Infrastructure, such as roads and public transportation	51%	41%	Russia / Ukraine war	24%	31%
Gun control	49%	42%	Culture wars	24%	23%

Among likely voters 18+

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

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
Cost of living	79%
Healthcare	78%
Affordable housing	76%
Inflation	71%
Gun control	70%
Economy / jobs	65%
Climate change	64%
Social security / Medicare	63%
Entitlements / social services reform (Medicare, welfare, etc.)	63%
Infrastructure, such as roads and public transportation	60%

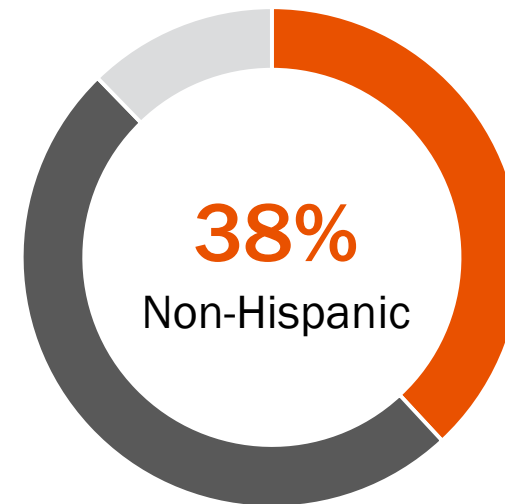
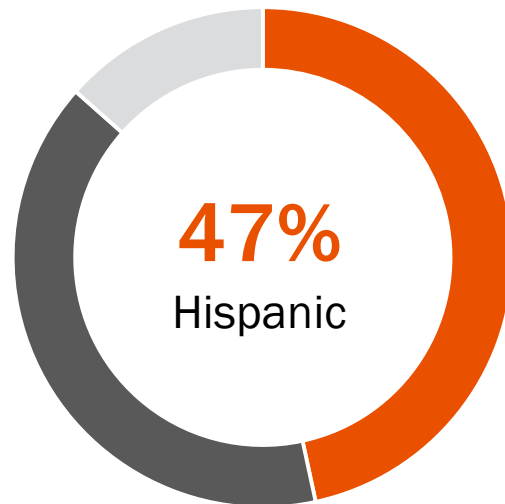
Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	78%
Inflation	76%
Affordable housing	72%
Healthcare	67%
Economy / jobs	66%
Crime and public safety	62%
Taxes	61%
Education	61%
Social security / Medicare	58%
Entitlements / social services reform (Medicare, welfare, etc.)	57%

Top 10 Issues Among Definitely <u>Trump</u> Voters	% Hispanic Top Box
Inflation	85%
Cost of living	84%
Economy / jobs	83%
Border security	80%
Immigration	74%
Gun rights / 2nd amendment	70%
Crime and public safety	68%
Government spending / deficit	68%
Social security / Medicare	67%
Affordable housing	66%

47% of All Hispanics Said There Was One Specific Issue That Will Determine Who They Vote For

Thinking again about the issues, is there one specific issue that will determine who you will vote for?

Determining Issue



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

Issues That Will Determine Who They Vote For

- COST OF LIVING, ECONOMY/JOB'S MOST IMPORTANT TO HISPANICS

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

<u>Top 10 Determining Issues</u>		
	Hispanic	Non-Hispanic
Cost of living	13%	7%
Economy / jobs	12%	9%
Immigration	10%	10%
Healthcare	9%	3%
Border security	7%	8%
Inflation	7%	13%
LGBTQ rights	7%	1%
Social security / Medicare	6%	5%
Abortion	5%	21%
Affordable housing	4%	2%

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	43%	35%	39%	47%
Climate Change	43%	30%	43%	33%
Social Security	42%	38%	40%	45%
Healthcare	42%	37%	37%	44%
Economy / jobs	41%	40%	33%	53%
Taxes	40%	42%	35%	51%
Immigration	40%	46%	32%	56%
Abortion	39%	34%	39%	41%
Energy Policy	39%	35%	37%	46%

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
Cost of Living	38%	41%	33%	53%
Education	38%	36%	34%	44%
Inflation	38%	41%	35%	53%
Crime and public safety	37%	41%	31%	53%
Gov spending	36%	37%	29%	52%
Border Security	36%	47%	29%	57%
Opioids	36%	37%	30%	45%
Foreign policy	35%	45%	33%	55%
National Security	35%	44%	31%	56%
Defense	35%	43%	30%	58%

Among likely voters 18+

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

Candidate Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Biden Top2Box	Trump Top2Box	Biden Top2Box	Trump Top2Box
Entitlements Reform	47%	39%	38%	48%
Healthcare	44%	42%	37%	48%
Climate Change	42%	34%	41%	38%
Social Security	41%	41%	39%	47%
Abortion	40%	38%	39%	44%
Education	40%	39%	37%	48%
Energy policy	39%	39%	36%	48%
Cost of Living	37%	47%	32%	57%
Foreign policy	37%	47%	33%	56%

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	36%	48%	34%	55%
Crime and public safety	36%	46%	34%	53%
Inflation	35%	48%	33%	56%
National Security	34%	49%	32%	57%
Defense	34%	47%	32%	59%
Opioids	34%	43%	33%	48%
Economy / jobs	33%	52%	33%	57%
Immigration	32%	50%	30%	59%
Gov spending	30%	50%	31%	53%
Border Security	28%	55%	26%	62%

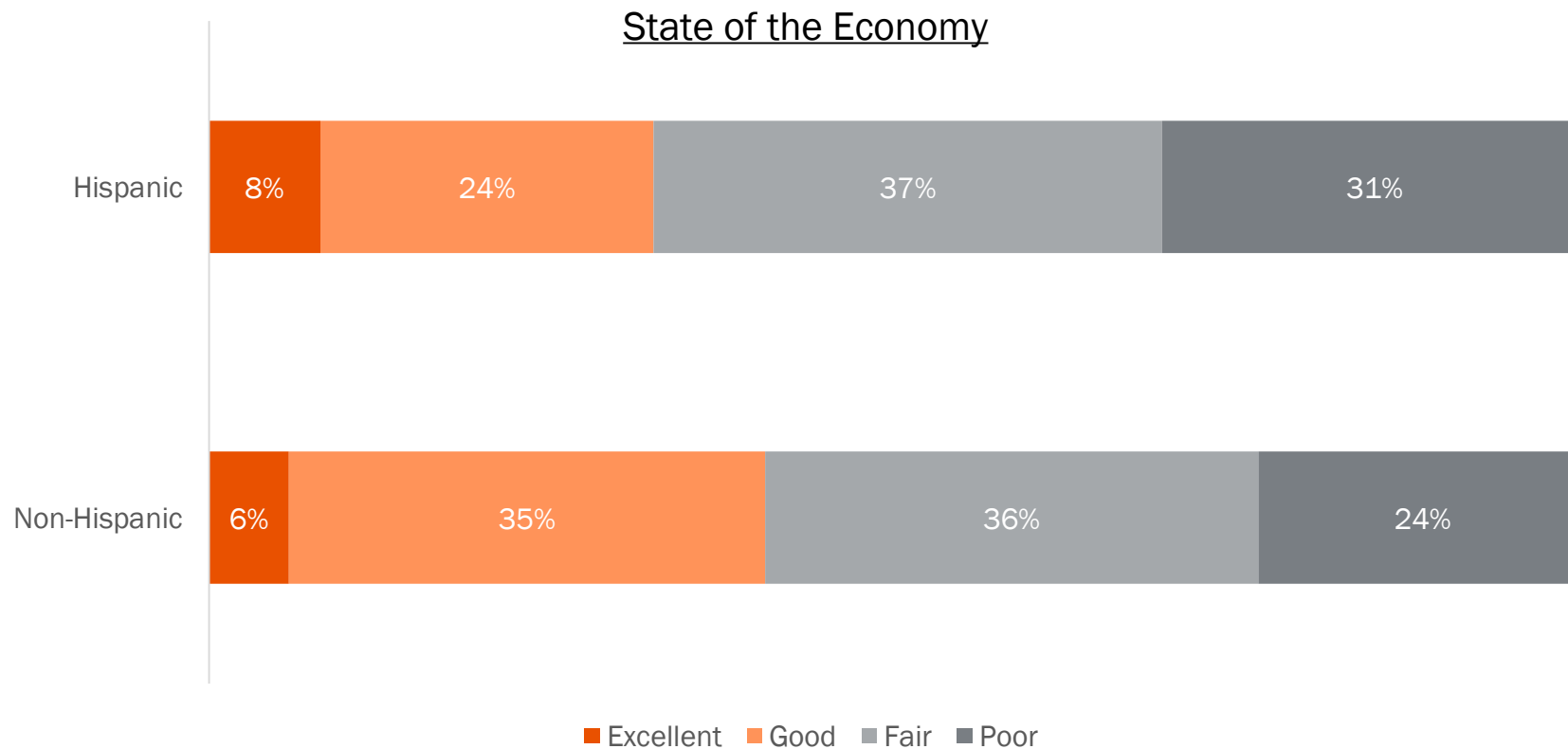
Among likely voters 18+

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

ECONOMY

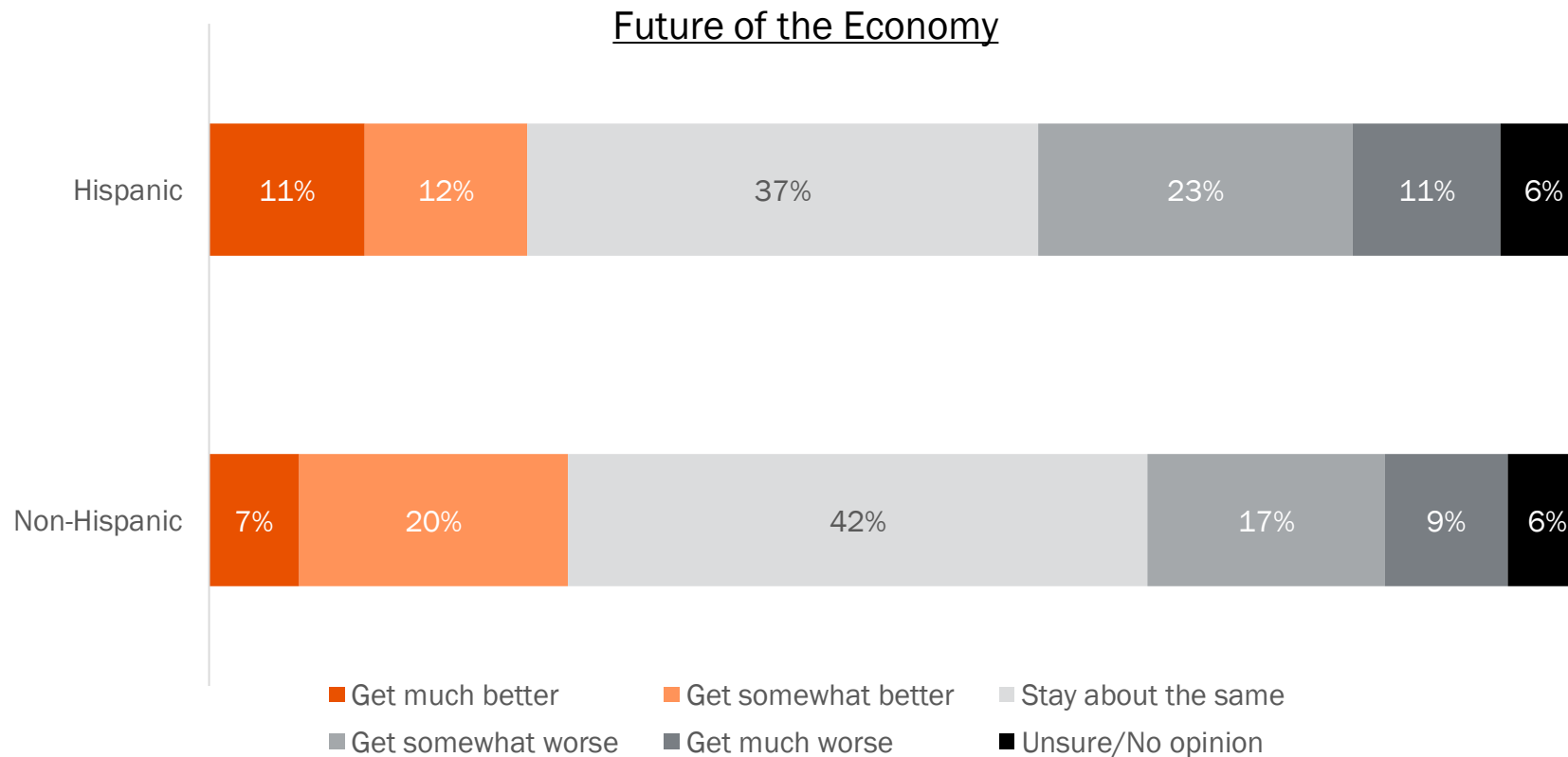
68% of Hispanics Rate the Economy in Their State Right Now as Fair or Poor

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



34% of Hispanic Voters Believe the Economy Will Get Worse

Thinking ahead to a few months from now... Do you believe the economy in your state will get better, get worse, or stay about the same as it is now?



Economy

How much do you agree or disagree with the following statements? [Economy]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Inflation is putting a significant strain on my budget	79%	8%	81%	9%
I feel that it is increasingly difficult for middle class families to prosper in the United States	77%	7%	85%	5%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	76%	5%	67%	10%
I am concerned about the U.S. federal government's spending and deficit	74%	9%	78%	8%
The price of gas is putting a strain on my finances	69%	12%	60%	18%
My personal economic situation has become worse in the last year	61%	17%	63%	20%
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 expect my personal economic situation to get better in the next few years	52%	20%	48%	26%
I have taken, or am considering taking, a second job in order to maintain my standard of living	51%	30%	42%	38%
Home ownership is still within reach for most people	29%	55%	21%	66%
I feel that jobs are getting easier to find	29%	49%	34%	40%

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

PUBLIC HEALTH & HEALTHCARE

Public Health & Healthcare

How much do you agree or disagree with the following statements? [<i>Public Health & Healthcare</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Mental health issues are a growing problem for people in the United States	84%	5%	84%	4%
Drug abuse is a serious public health issue in the United States	82%	8%	87%	4%
I am generally satisfied with my healthcare coverage	53%	24%	69%	14%
The cost of prescription drugs is a financial problem for me	47%	30%	39%	37%
Medicaid and Medicare are working well now	39%	27%	41%	28%
The cost of my health care and insurance is reasonable	33%	43%	46%	35%

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? <i>[Public Health & Healthcare]</i>	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I would not vote for a political candidate whose views on abortion were at odds with mine	54%	15%	55%	12%
Abortion laws should be created by state governments, not by the federal government	40%	26%	52%	25%

Abortion Policy <i>Thinking about abortion policy and laws, which of the following comes closest to your view?</i>	Hispanic	Non-Hispanic
Abortion should be legal only in the case of rape, incest or when the mother's life is in danger	24%	30%
Abortion should be legal at any time during pregnancy	16%	15%
Abortion should be illegal in all cases	13%	9%
Abortion should be legal only in the first 15 weeks of pregnancy	11%	11%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	10%	11%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	8%	8%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	5%	5%
Other	3%	1%
Unsure/I don't know	11%	11%

CRIME & PUBLIC SAFETY

Crime & Public Safety

How much do you agree or disagree with the following statements? [<i>Crime & Public Safety</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Homelessness is a serious problem in the United States	89%	3%	92%	3%
Crime is a growing problem in the United States	79%	6%	79%	10%
Police departments in the United States are understaffed	57%	11%	71%	8%
I support second amendment gun rights	56%	22%	64%	18%
Government authorities have become too lenient on criminals	56%	20%	67%	15%
I believe that stricter gun control laws would reduce crime	52%	32%	51%	39%
I feel less safe in my everyday life than I did a year ago	50%	25%	46%	31%

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

Crime & Public Safety

How much do you agree or disagree with the following statements? [<i>Crime & Public Safety</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Government authorities are doing a good job combating crime in my neighborhood	50%	24%	51%	21%
Homelessness is a serious problem in my neighborhood	50%	30%	52%	31%
Children in my community are generally safe at the schools they attend	49%	24%	60%	18%
Government authorities are doing a good job protecting businesses near where I live and shop	48%	23%	51%	19%
Crime is a growing problem where I live	42%	34%	46%	31%
My Police Department is understaffed	36%	22%	47%	14%
My local government should significantly reduce the resources and budgets for police	27%	49%	22%	65%

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

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
All migrants who want to enter the United States should be fully vetted first	68%	9%	82%	3%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	68%	14%	80%	8%
There are too many undocumented immigrants crossing the border into the United States	68%	12%	79%	8%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	66%	10%	79%	7%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	64%	15%	75%	10%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	64%	18%	79%	10%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	63%	10%	75%	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	61%	18%	56%	31%
The United States military should be used to secure the southern border	59%	21%	68%	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 June 2024

Immigration & Border Security

How much do you agree or disagree with the following statements? <i>[Immigration & Border Security]</i>	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The arrival of migrants has made the affordable housing problem worse	56%	24%	62%	16%
Local law enforcement should be able to detain undocumented migrants	54%	23%	76%	10%
There are too many undocumented migrants coming to my state	53%	24%	67%	12%
We should reform immigration laws to give higher priority to people with needed skills and education	53%	15%	49%	23%
It feels like migrants are being treated better than most Americans	51%	32%	65%	20%
The rules that I have to live by don't seem to apply to migrants	50%	21%	67%	17%
The Biden administration is primarily responsible for the situation at the southern border	50%	29%	58%	29%
The U.S. should complete the construction of a wall on the southern border of the U.S.	50%	30%	64%	22%
Most undocumented migrants who entered the U.S. over the last few years should be deported	49%	27%	65%	20%

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

Immigration & Border Security

How much do you agree or disagree with the following statements? [Immigration & Border Security]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	45%	33%	56%	31%
Undocumented migrants will take jobs away from poorer and working-class Americans	42%	34%	60%	24%
Undocumented migrants have increased crime in my state	41%	29%	53%	23%
The resettling of all the migrants will, in the long-run, benefit the United States	41%	30%	26%	49%
I support the way my state and local officials are handling the migrant issue	38%	33%	43%	32%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	35%	41%	35%	51%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	35%	43%	33%	53%
I support the way the Biden Administration is managing the southern border	31%	47%	26%	58%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	30%	37%	19%	57%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	24%	55%	15%	70%

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

CLIMATE CHANGE & ENERGY POLICY

Climate Change & Energy Policy

How much do you agree or disagree with the following statements? [<i>Climate Change & Energy Policy</i>]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Climate change is a result of human activity	60%	20%	59%	21%
Climate change is a very big threat to the planet	59%	26%	56%	25%
Governments should create policies that encourage oil and gas production in the U.S.	57%	19%	65%	16%
Government regulation and action on climate change is hurting the economy	54%	20%	49%	24%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	43%	31%	32%	41%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	43%	32%	35%	41%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	39%	36%	29%	50%

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

GOVERNMENT

Government

How much do you agree or disagree with the following statements? [Government]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The federal government of the United States has become too intrusive in the lives of Americans	65%	14%	66%	15%
The federal government of the United States is too big and powerful	60%	16%	58%	21%
The voting in the 2020 election was free and fair and the vote-counting was done accurately	54%	25%	47%	38%
I want the next president to shrink the size of the federal government	52%	13%	53%	17%
The United States Justice Department has become politicized in its prosecutions	52%	17%	58%	20%
The FBI has become politicized in its investigations	51%	17%	57%	19%
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	37%	37%	29%	47%

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

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	64%	11%	57%	21%
China represents the most serious economic and geo-political threat to the United States	60%	12%	71%	7%
The U.S. government should spend less money supporting the war in Ukraine	60%	20%	51%	24%
Iran is the primary destabilizing force in the Middle East	52%	9%	57%	7%
The government should ban social media, like Facebook and TikTok, from being used by children	49%	30%	48%	31%
I support the Biden Administration's efforts to forgive student loans	49%	31%	38%	48%
Student loans should not be forgiven and paid for by taxpayers	41%	40%	51%	34%
I think that the United States spends too much on defense and the military	39%	29%	27%	51%
The United State should increase the amount of military aid it sends to Israel	29%	42%	36%	32%
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	29%	44%	40%	31%
I support the way the Biden Administration is dealing with the Israel-Hamas war	26%	46%	27%	52%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	24%	49%	20%	58%

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

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	74%	8%	80%	5%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	61%	14%	64%	15%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	56%	16%	60%	17%
Social media, like Facebook and TikTok, does more harm than good	44%	28%	56%	21%

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

EDUCATION

Education

How much do you agree or disagree with the following statements? [Education]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Parents should be allowed to know what is being taught in the public schools that their children attend	81%	4%	90%	2%
More emphasis should be placed on trade schools	69%	6%	79%	4%
College is no longer worth the cost for most students	65%	12%	71%	14%
Parents should have a say in what is taught to their children in public schools	64%	14%	74%	13%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	64%	13%	61%	16%
The public schools in my neighborhood are good	52%	18%	56%	16%
The public school system is working well in my state	41%	32%	44%	29%
Public schools where I live are better than they were before the pandemic	29%	29%	25%	27%
The federal government's Department of Education should be eliminated	29%	41%	36%	43%
Colleges and universities should be allowed to use race in admissions decisions	21%	59%	18%	64%

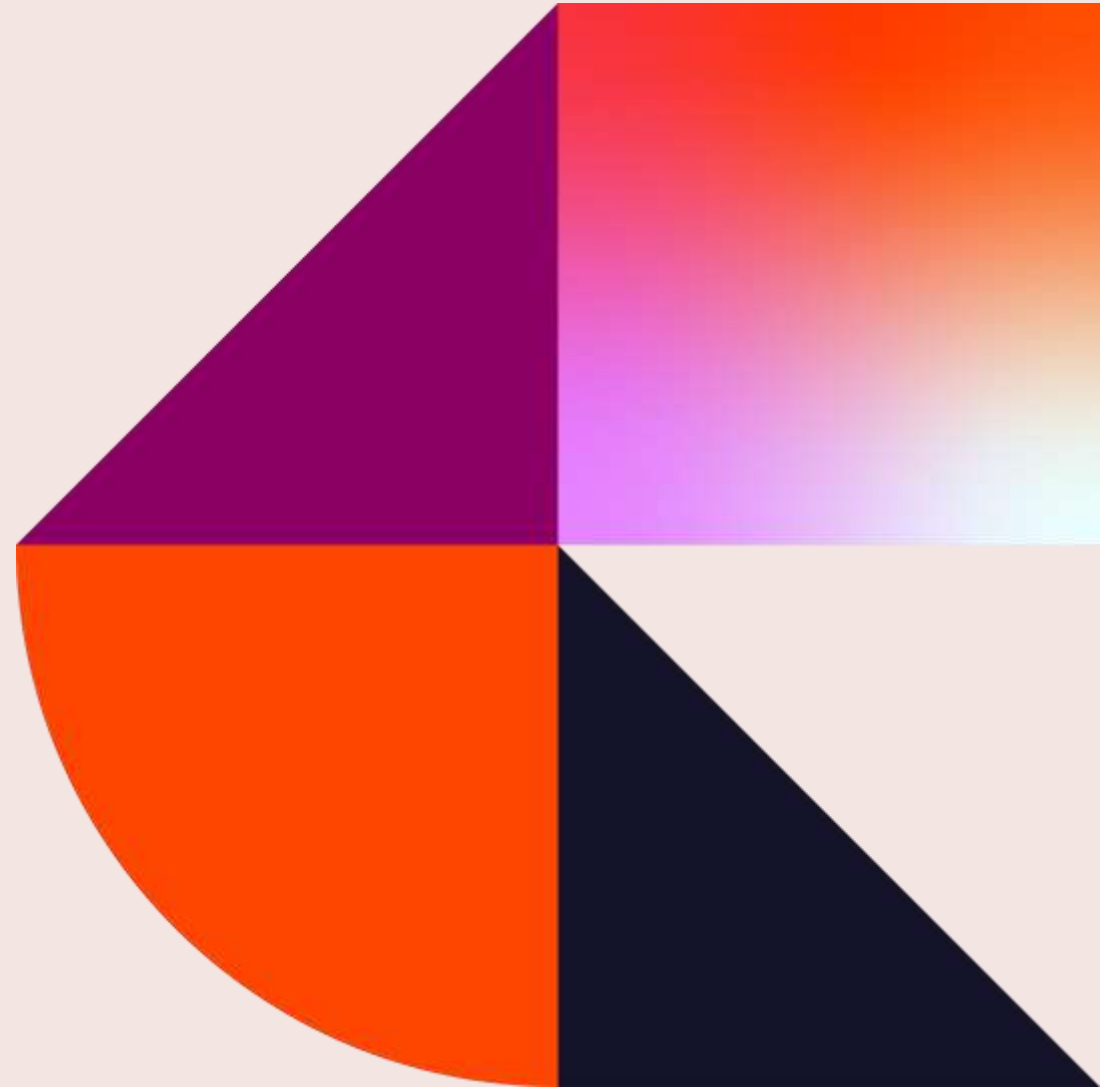
5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

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



Local TV & National TV Most Heavily Used Political Information Sources by Hispanics

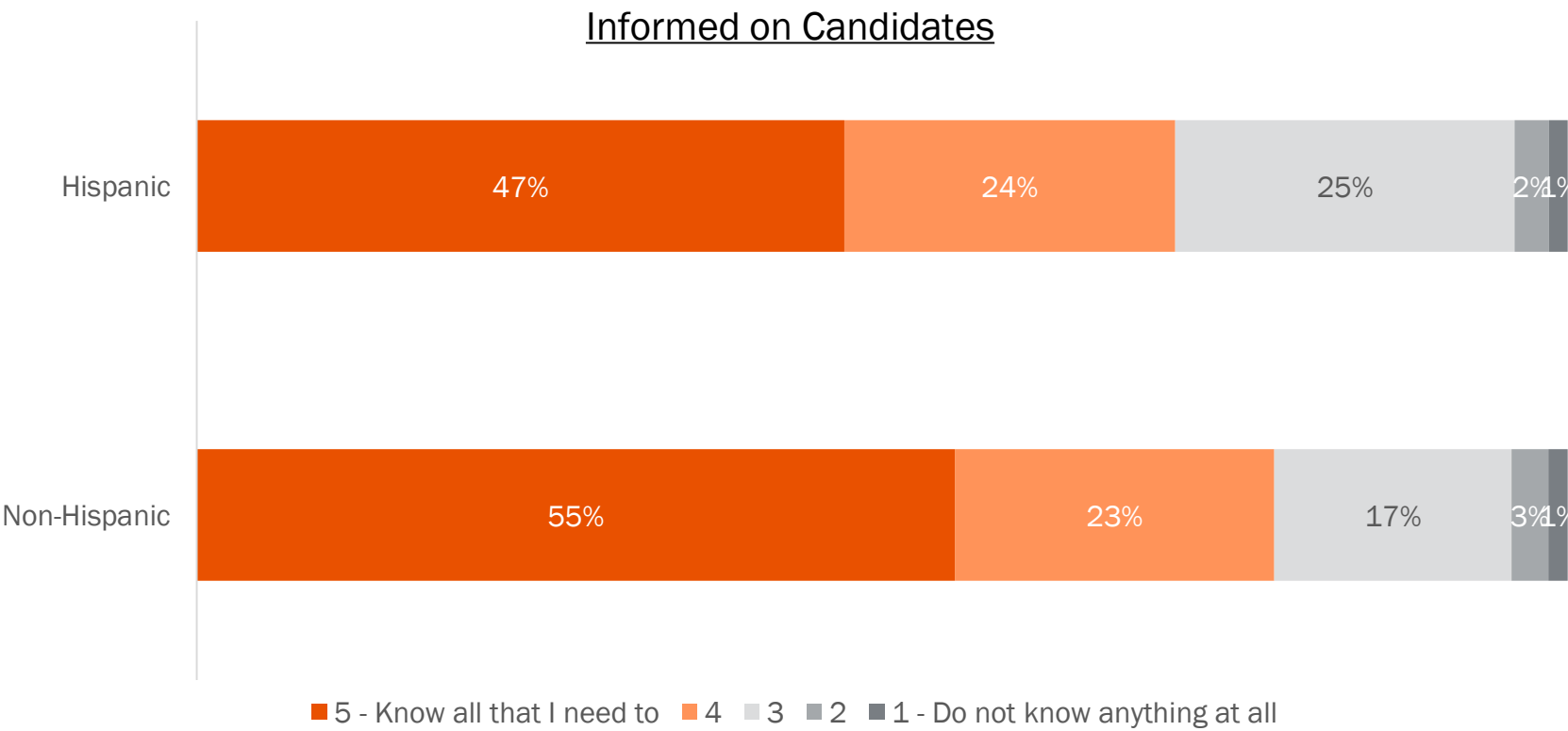
Which of the following sources are you currently using to follow developing political issues? Select all that apply.

Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Local Television	48%	55%	TikTok	22%	12%
National Television (like network programs or cable news)	45%	59%	X, formerly known as Twitter	20%	14%
YouTube	43%	29%	Radio	20%	22%
Facebook	37%	26%	Debates	19%	20%
Instagram	29%	15%	Snapchat	11%	4%
Friends	29%	30%	Magazines	9%	11%
Online publications	28%	21%	Community organization	9%	5%
Family	24%	30%	Religious organization/Church	7%	8%
Podcasts	22%	16%	School	3%	4%
Newspapers	22%	25%	None of these	2%	5%

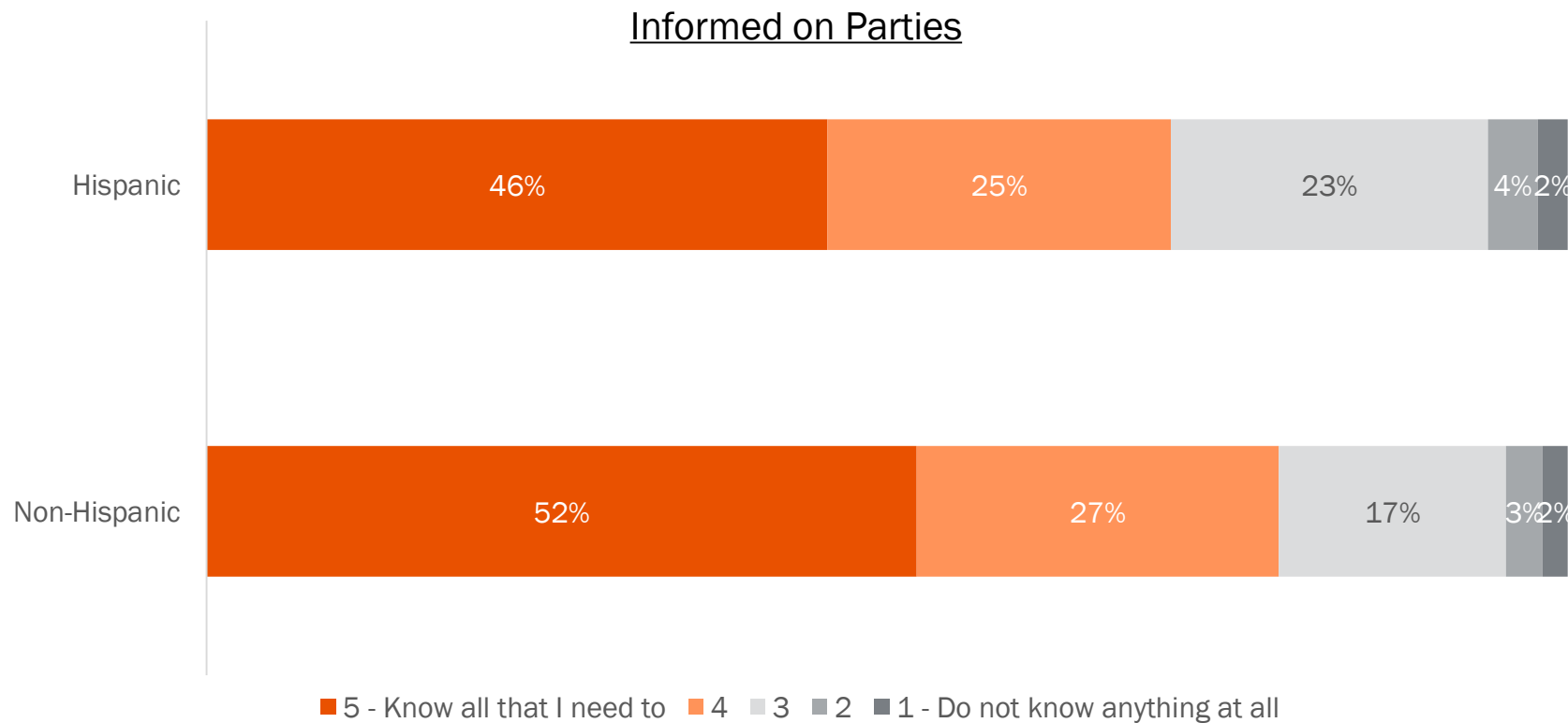
53% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

Do you think that you know enough now about the candidates and their positions on the issues most important to you to confidently make a voting decision?



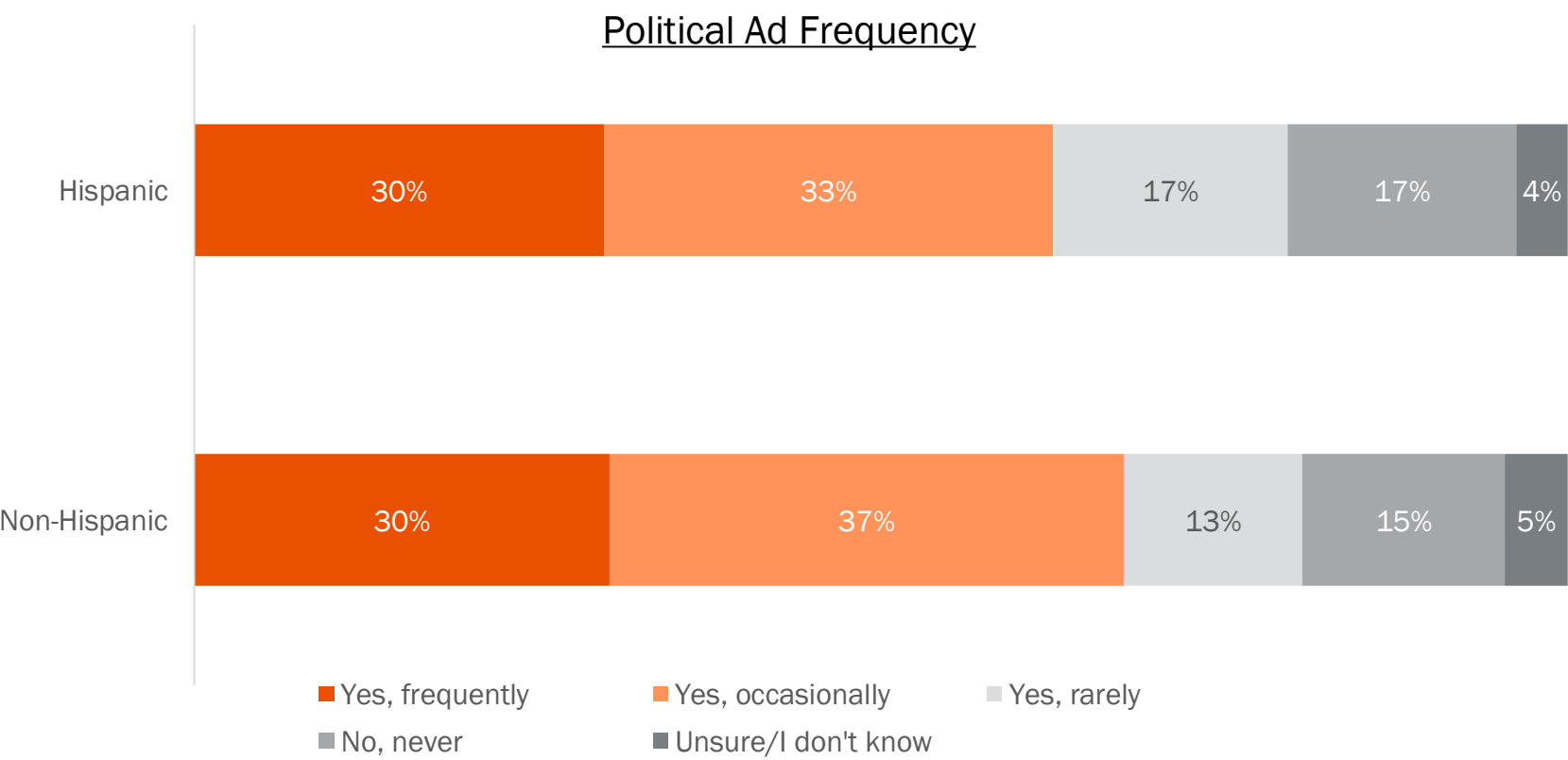
54% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

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



67% of Hispanics Occasionally, Rarely or Never See Political Ads

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





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

66%

OF HISPANICS AGREE

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

61%

OF HISPANICS AGREE

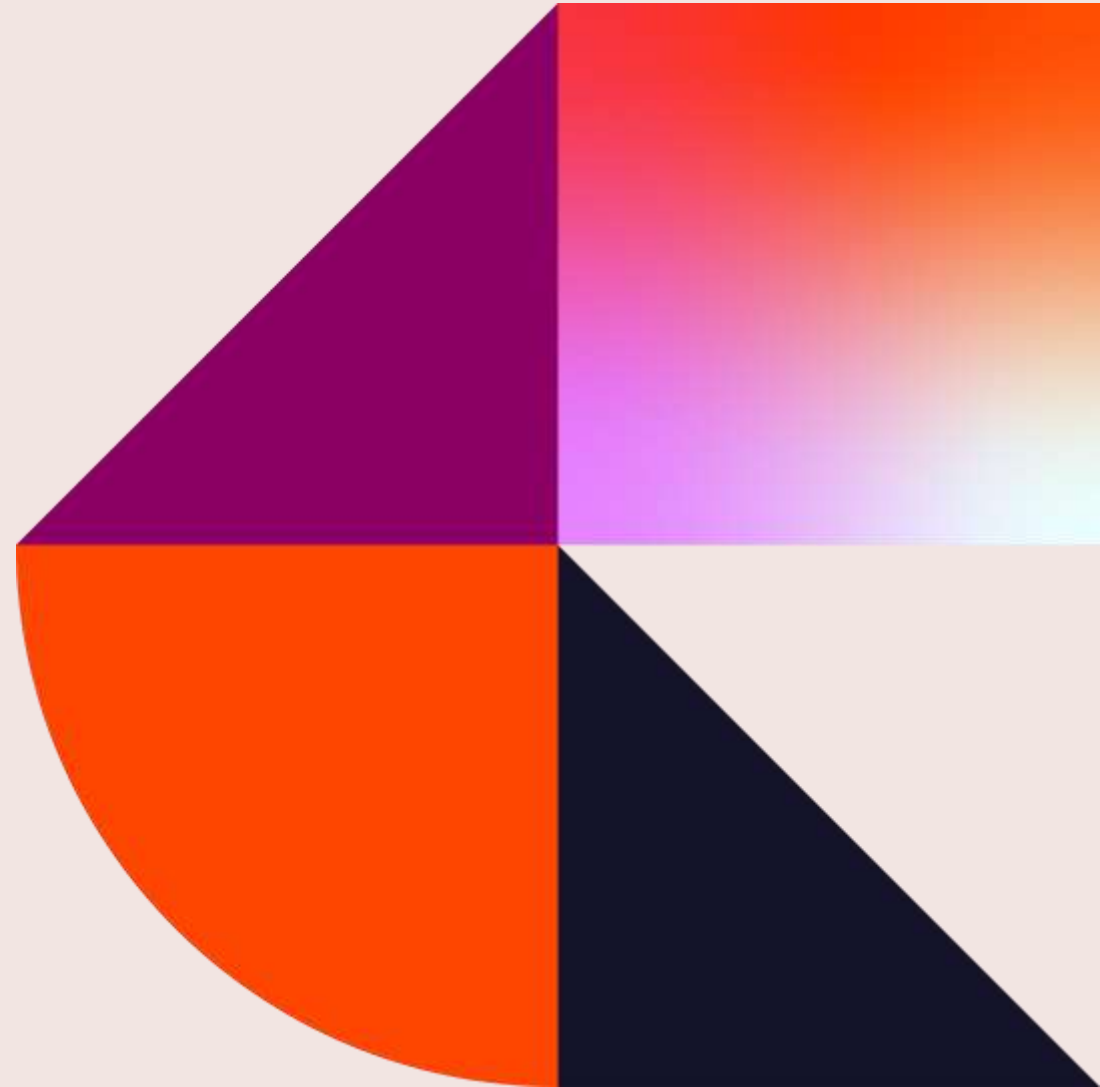
Political parties and candidates who advertise in Spanish are **showing me they want my vote**

53%

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**

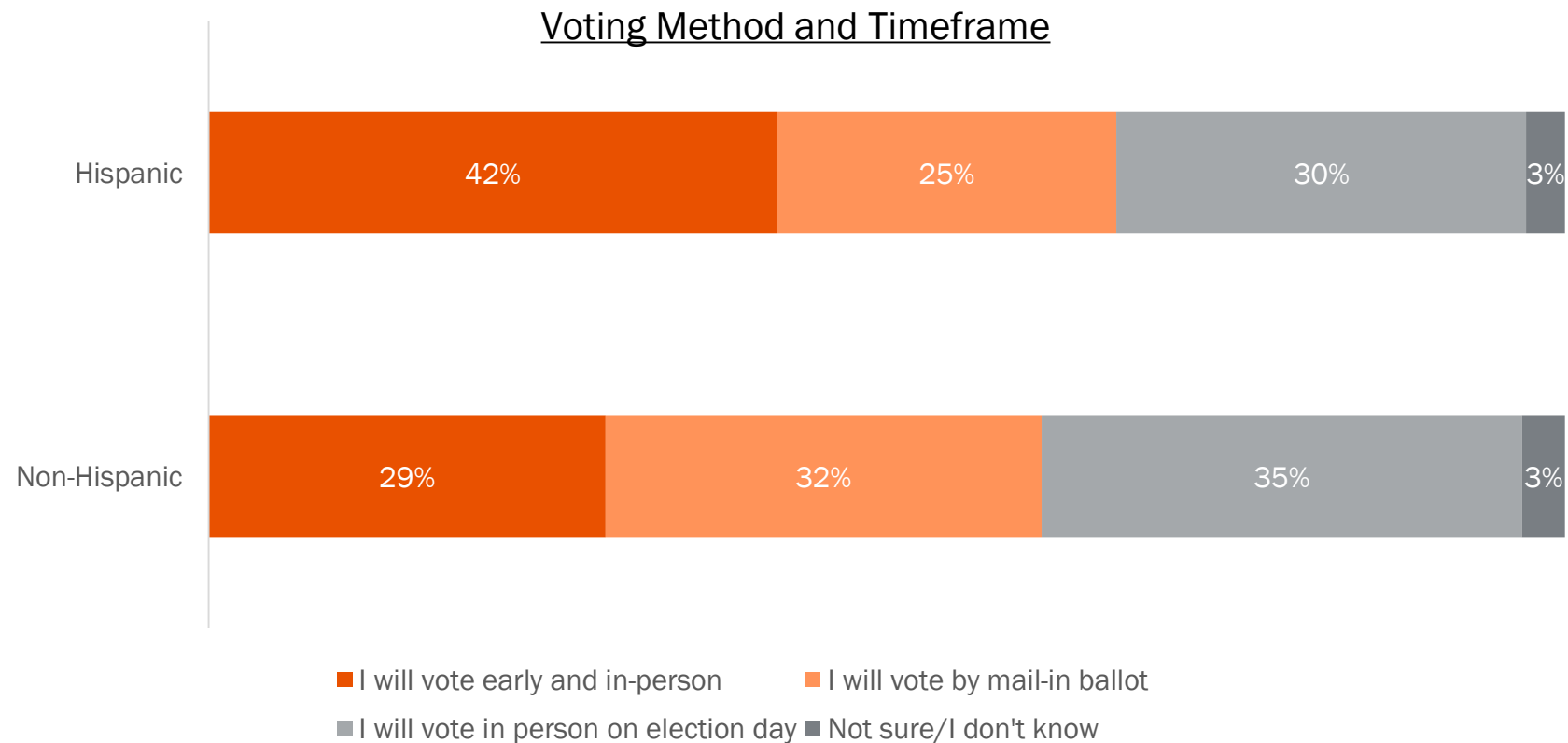
Voting & Campaign Information



Voting Method and Timeframe

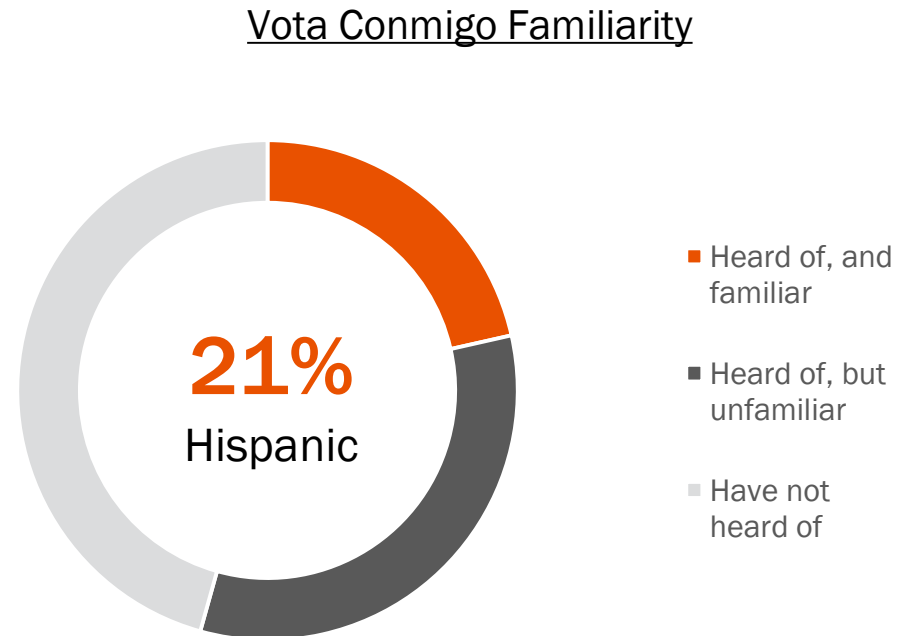
- HISPANICS MORE LIKELY THAN NON-HISPANICS TO VOTE EARLY AND IN PERSON

How do you plan to vote in the General election?



Vota Conmigo Familiarity

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



The background features several large, overlapping geometric shapes in vibrant colors. In the top right, there is a quarter-circle in shades of orange and pink. To its right is a solid pink square. In the bottom right, there is a semi-circle divided vertically, with a yellow half on the left and a pink half on the right.

Gracias

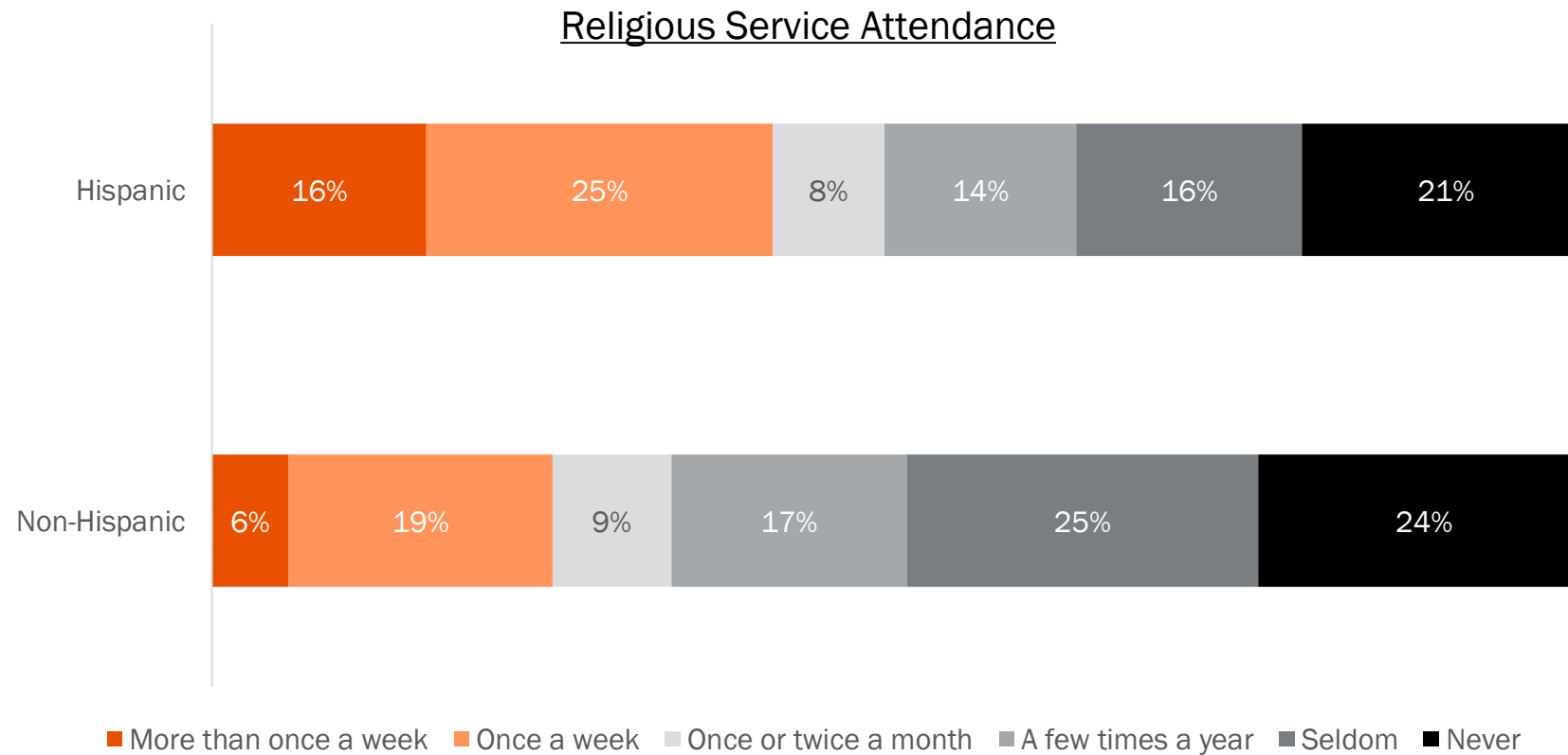
Televisa
Univision

Consumer
Strategy & Insights

APPENDIX

Religious Service Attendance

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



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	55%	14%	58%	12%
I appreciate being personally contacted, by phone or by knocking at my door by a political party, candidate or organization that is looking to influence my vote	30%	52%	17%	68%

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

Ballot Language Preference

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

