

TU & Media Predict

2024 Presidential Tracker

Arizona LV18-34

April 2024

Televisa
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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 484 likely voters ages 18-34

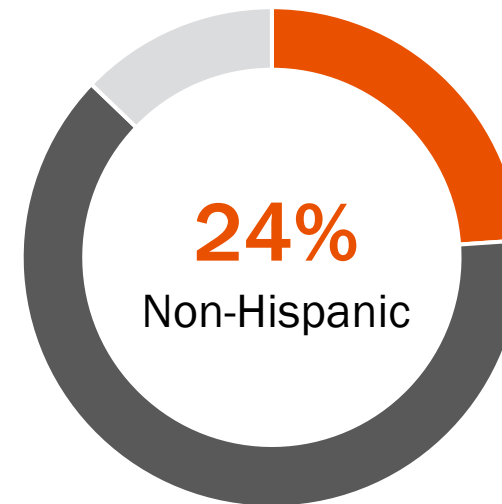
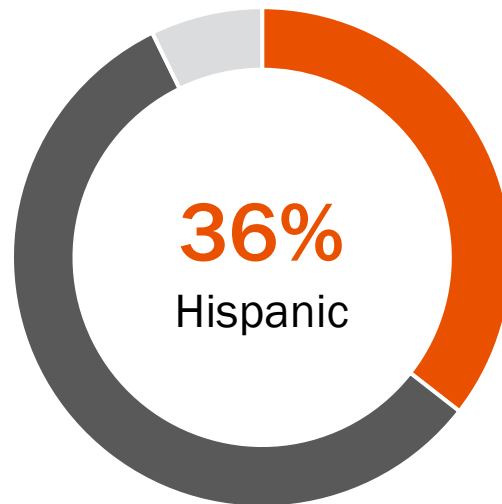
<p><u>A18-34</u></p> <p>290 Hispanic (204 SpanDom/Bilingual)</p> <p>194 Non-Hispanic</p>
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- In field 4/10/2024 – 4/21/2024
- Weighted to the registered voter universe by age, gender, education, and political party affiliation. Results from full survey have a margin of error of plus or minus 5.9% for Hispanics and 7.2% for Non-Hispanics.
- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

36% of Hispanics Believe U.S. is Headed in the Right Direction

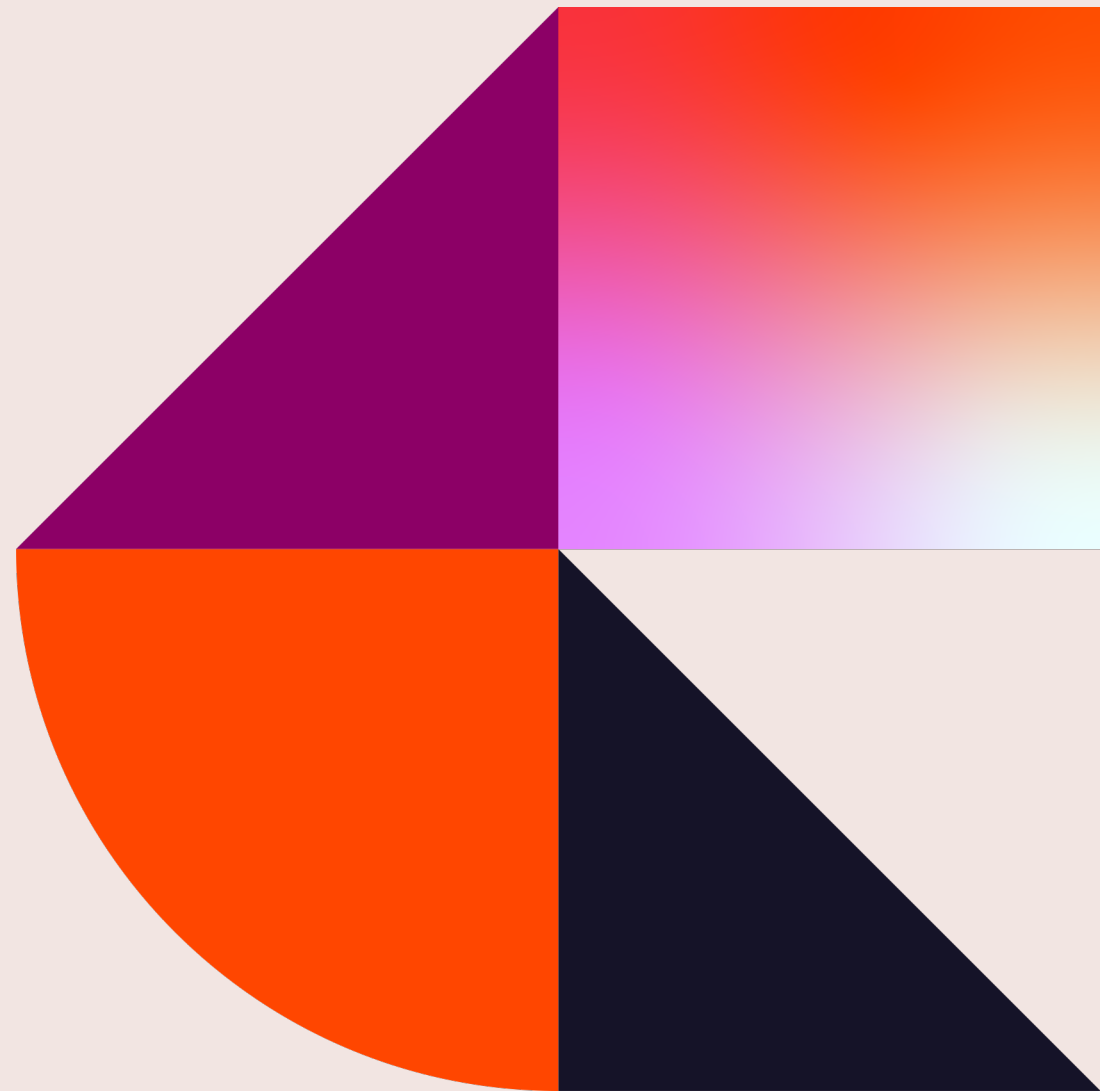
In general, do you believe that the United States is headed in the right direction, or has it gone off on the wrong track?

US Right or Wrong Track



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

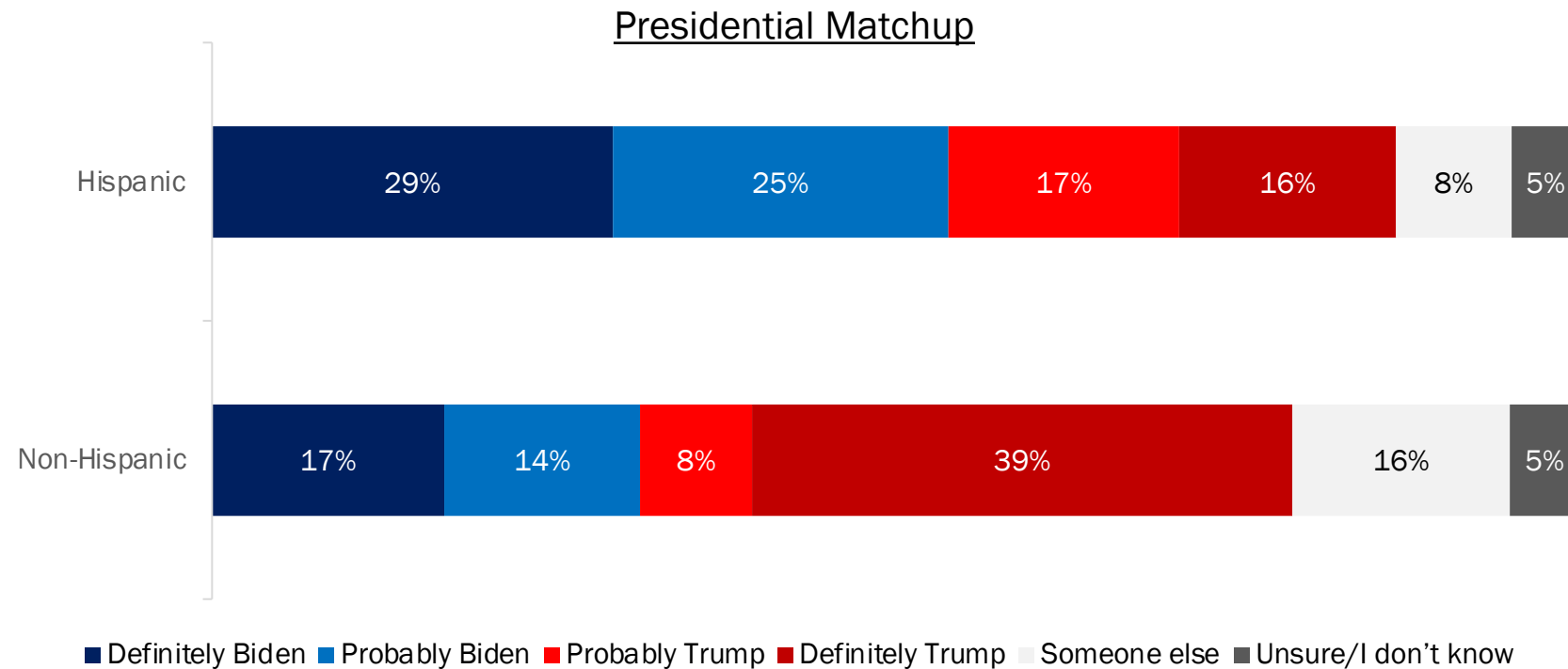
General Election Polling



Matchup: Biden vs Trump

- JOE BIDEN LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 47% OF HISPANICS UP FOR GRABS (42% 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?

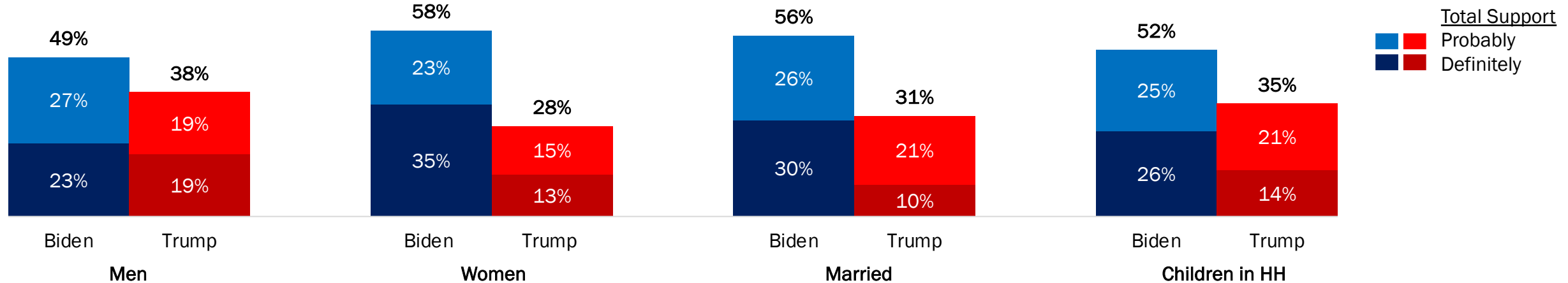


Candidate Support among Hispanics

- BIDEN'S STRONGEST SUPPORT AMONG WOMEN
- TRUMP'S STRONGEST SUPPORT AMONG MEN

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

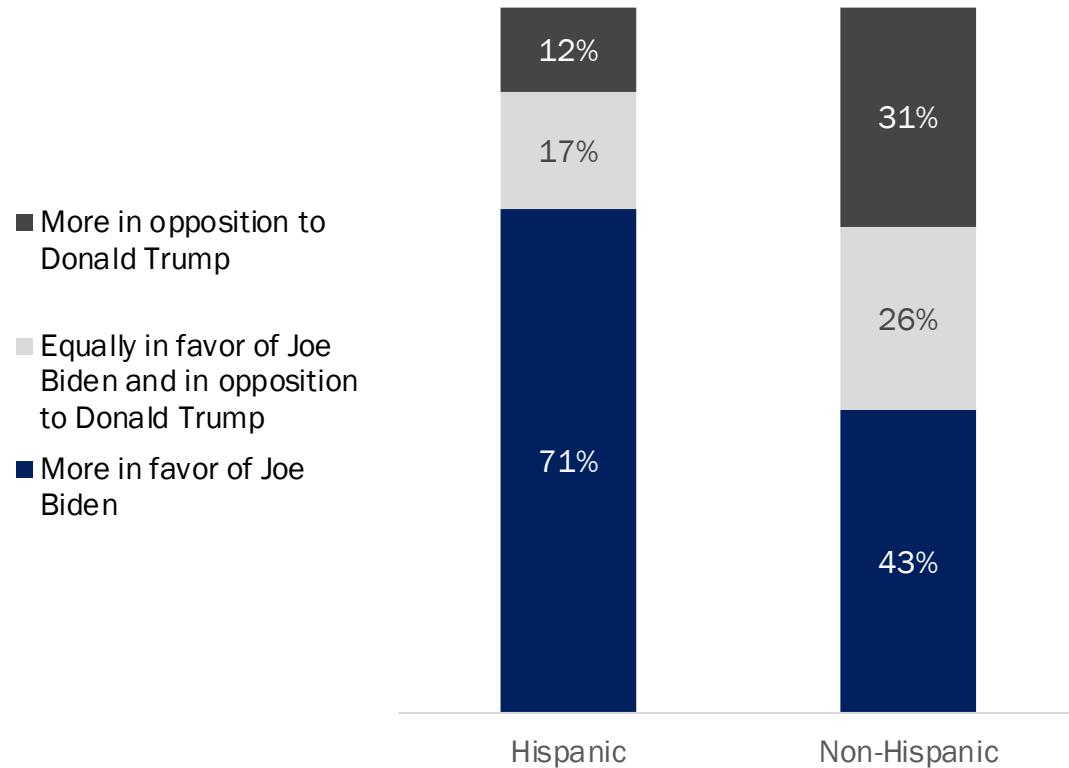


Among likely voters 18-34
 Source: Univision political tracker in collaboration with Media Predict as of April 2024

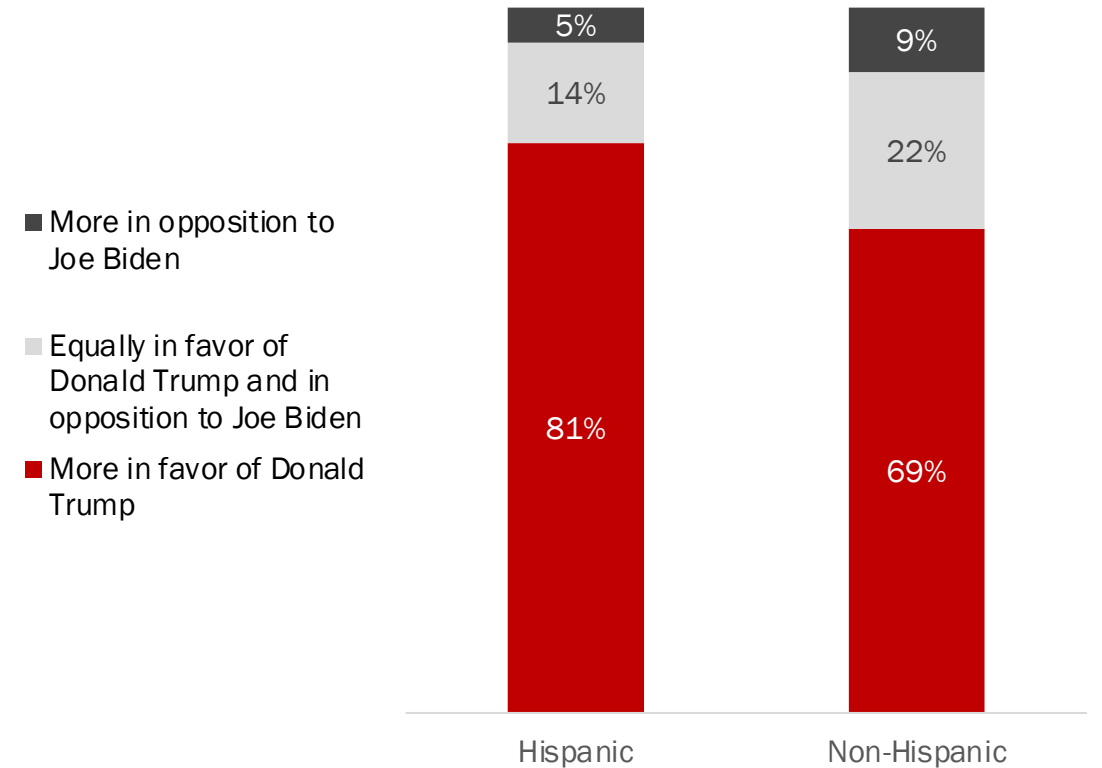
Trump Voters Are More Enthusiastic

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



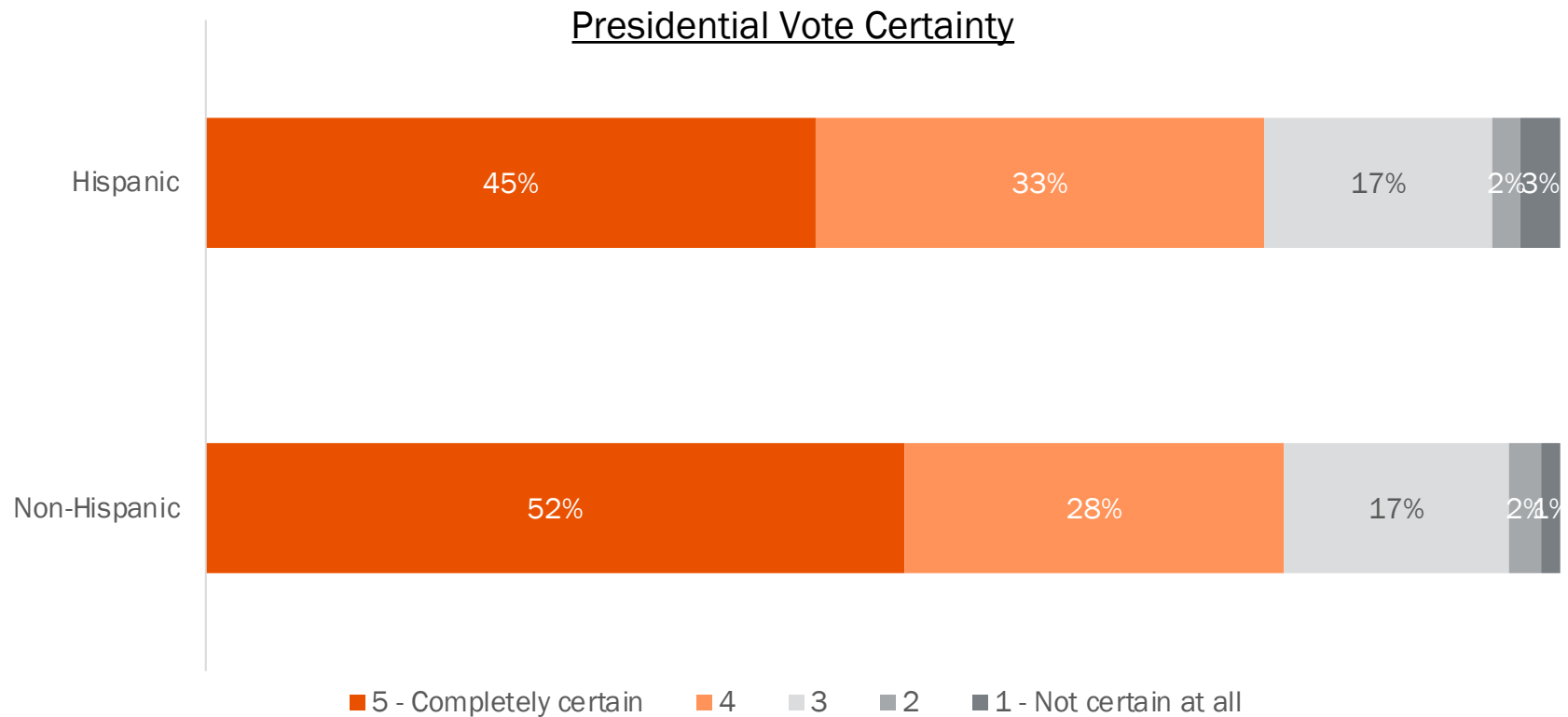
Voting Trump: Favor Trump or Oppose Biden



Among likely voters 18-34
 Source: Univision political tracker in collaboration with Media Predict as of April 2024

55% of Hispanics Not Completely Certain about Their Vote for President

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

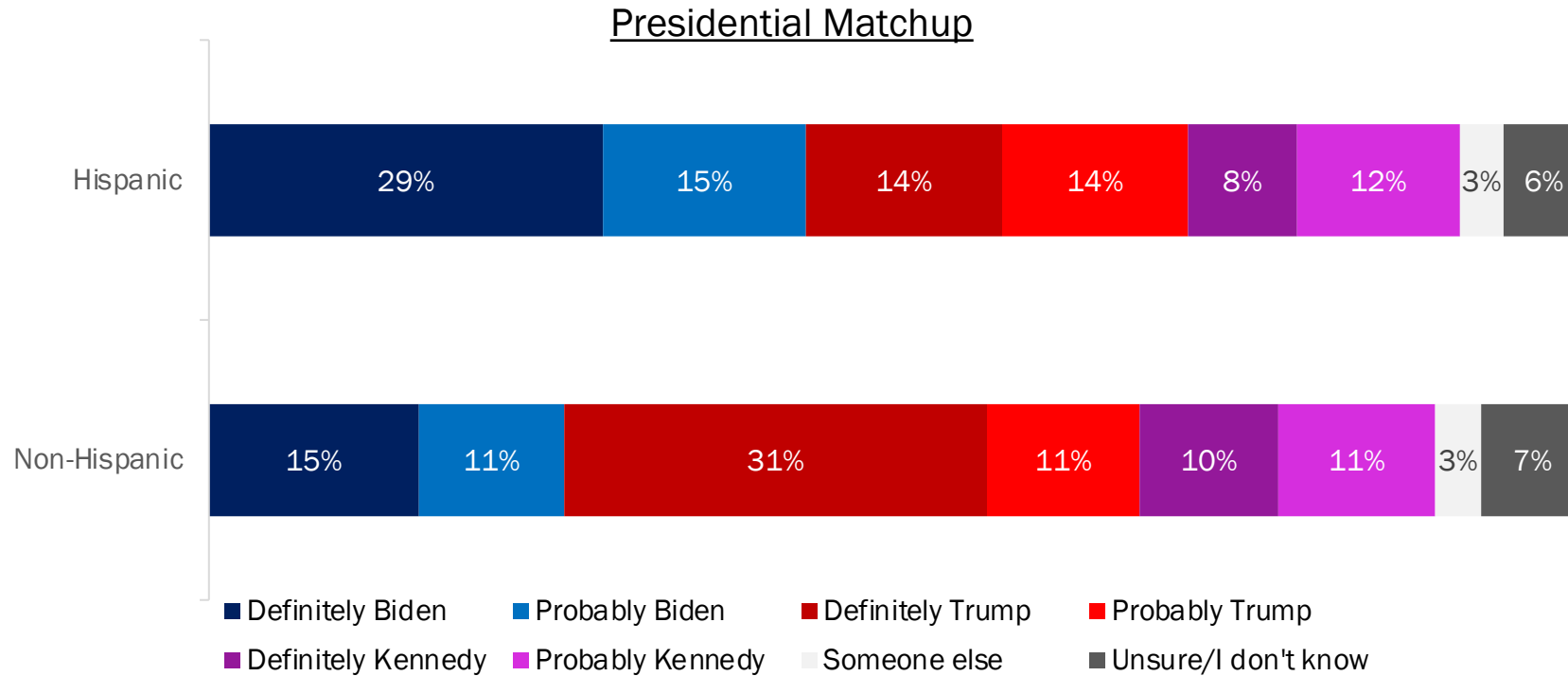


Among likely voters 18-34
 Source: Univision political tracker in collaboration with Media Predict as of April 2024

Matchup: Biden vs Trump vs Kennedy

- JOE BIDEN LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- KENNEDY PERFORMS LOWER WITH HISPANICS THAN NON-HISPANICS
- 47% OF HISPANICS UP FOR GRABS (41% NOT DEFINITE, 6% UNSURE)

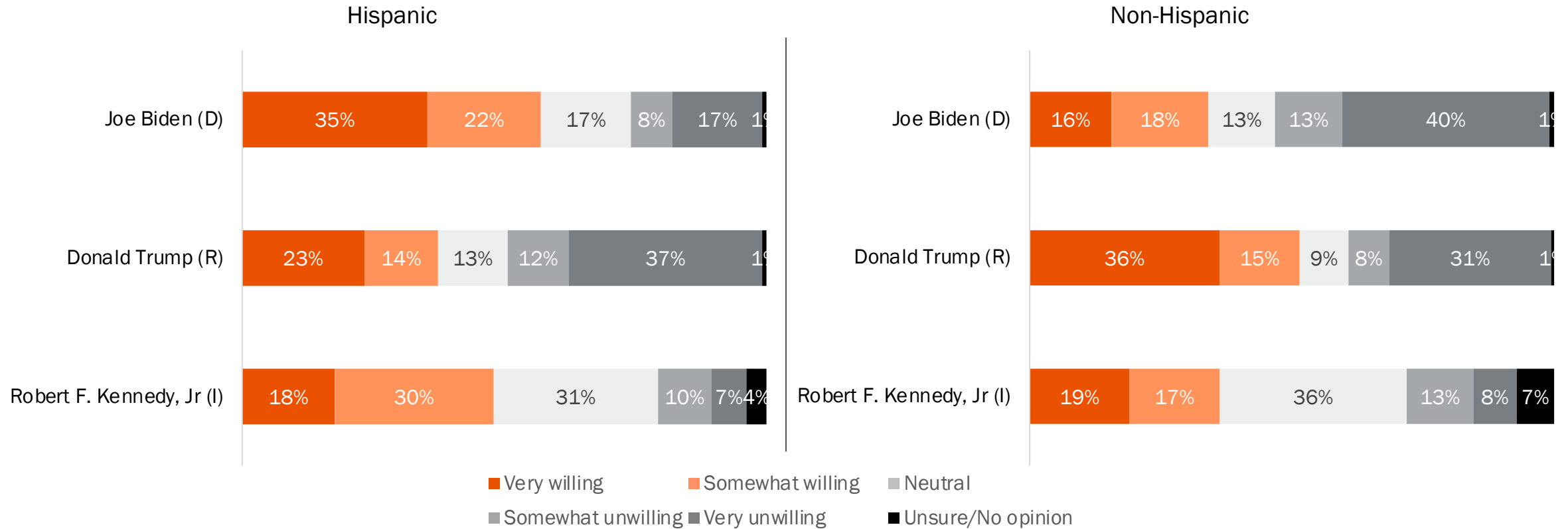
If the election for President were being held today, and the candidates were Joe Biden (D), Robert F. Kennedy, Jr (I), and Donald Trump (R) for whom would you vote?



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

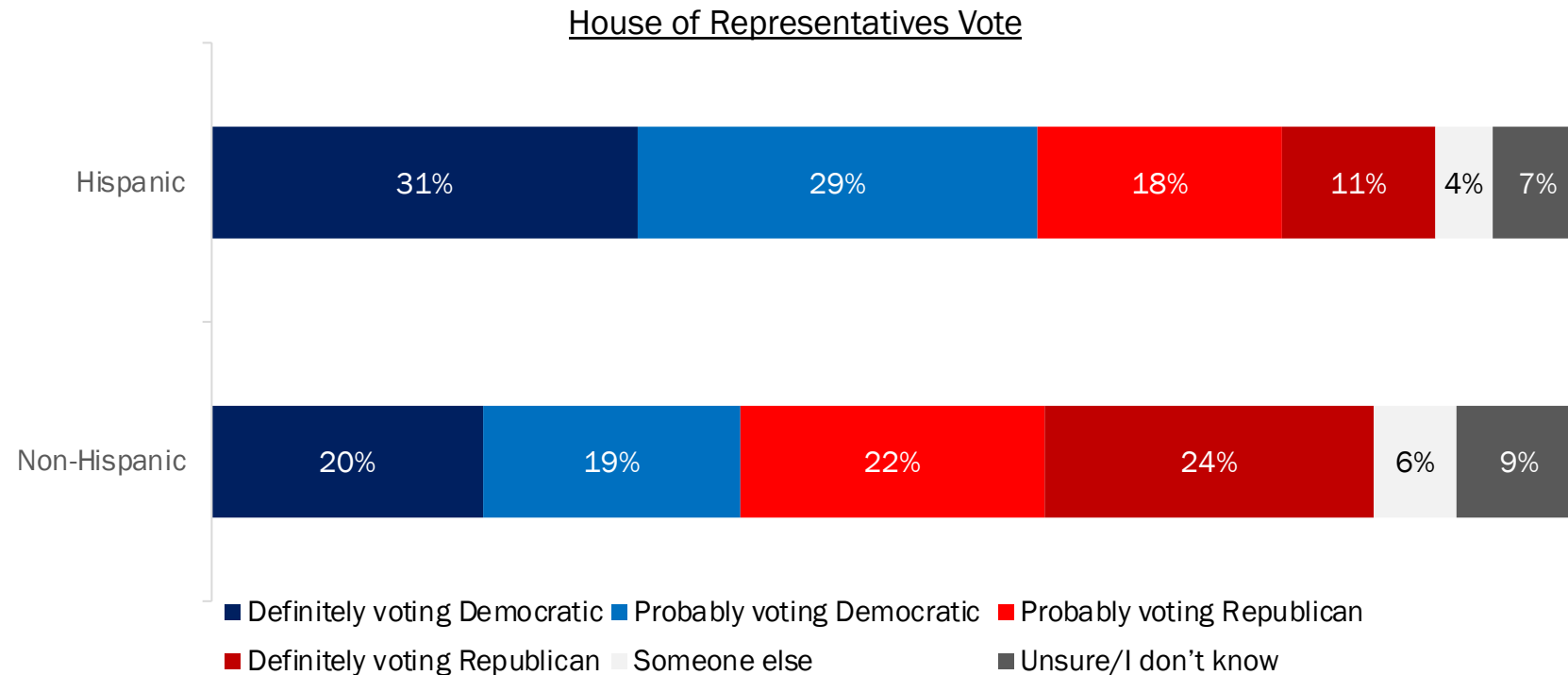


Among likely voters 18-34
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House of Representatives Vote

- DEMOCRATS FAVORED BY HISPANICS, HIGHER THAN NON-HISPANICS
- 54% OF HISPANICS UP FOR GRABS (47% NOT DEFINITE, 7% UNSURE)

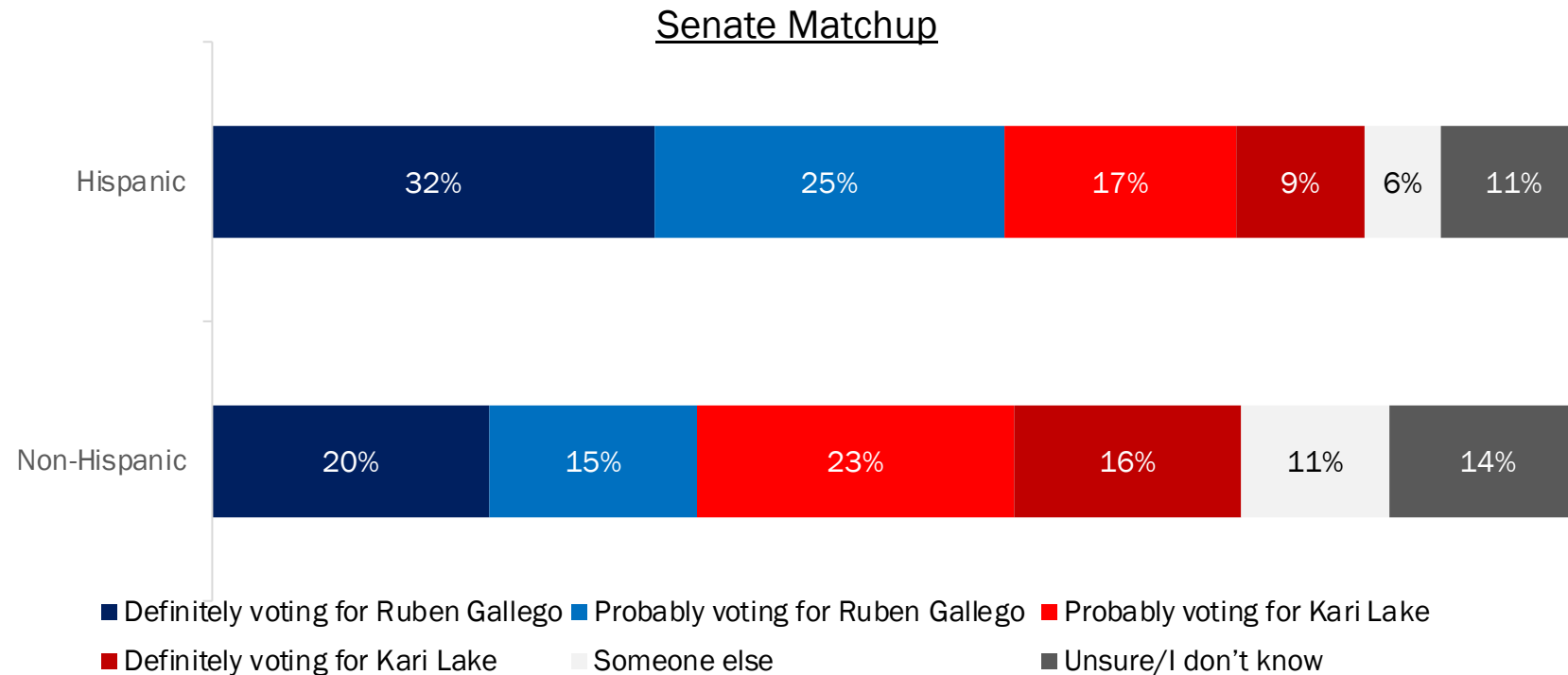
If the election for the United States House of Representatives were held today, which party's candidate would you vote for?



Matchup: Gallego vs Lake

- GALLEGO LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 53% OF HISPANICS UP FOR GRABS (42% NOT DEFINITE, 11% UNSURE)

If the 2024 election for United States Senator from Arizona were being held today, and the candidates were Ruben Gallego (Democrat) & Kari Lake (Republican), for whom would you vote?

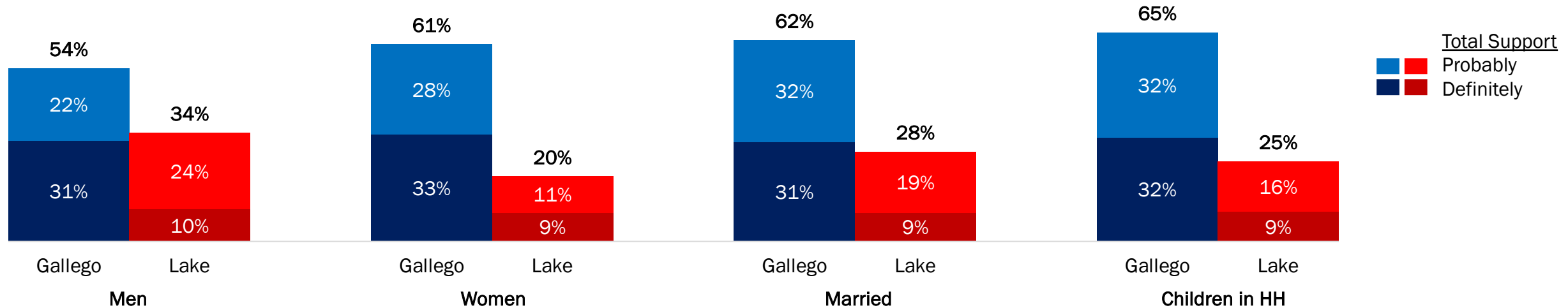


Candidate Support among Hispanics

- GALLEGO'S STRONGEST SUPPORT AMONG PARENTS
- LAKE'S STRONGEST SUPPORT AMONG MEN

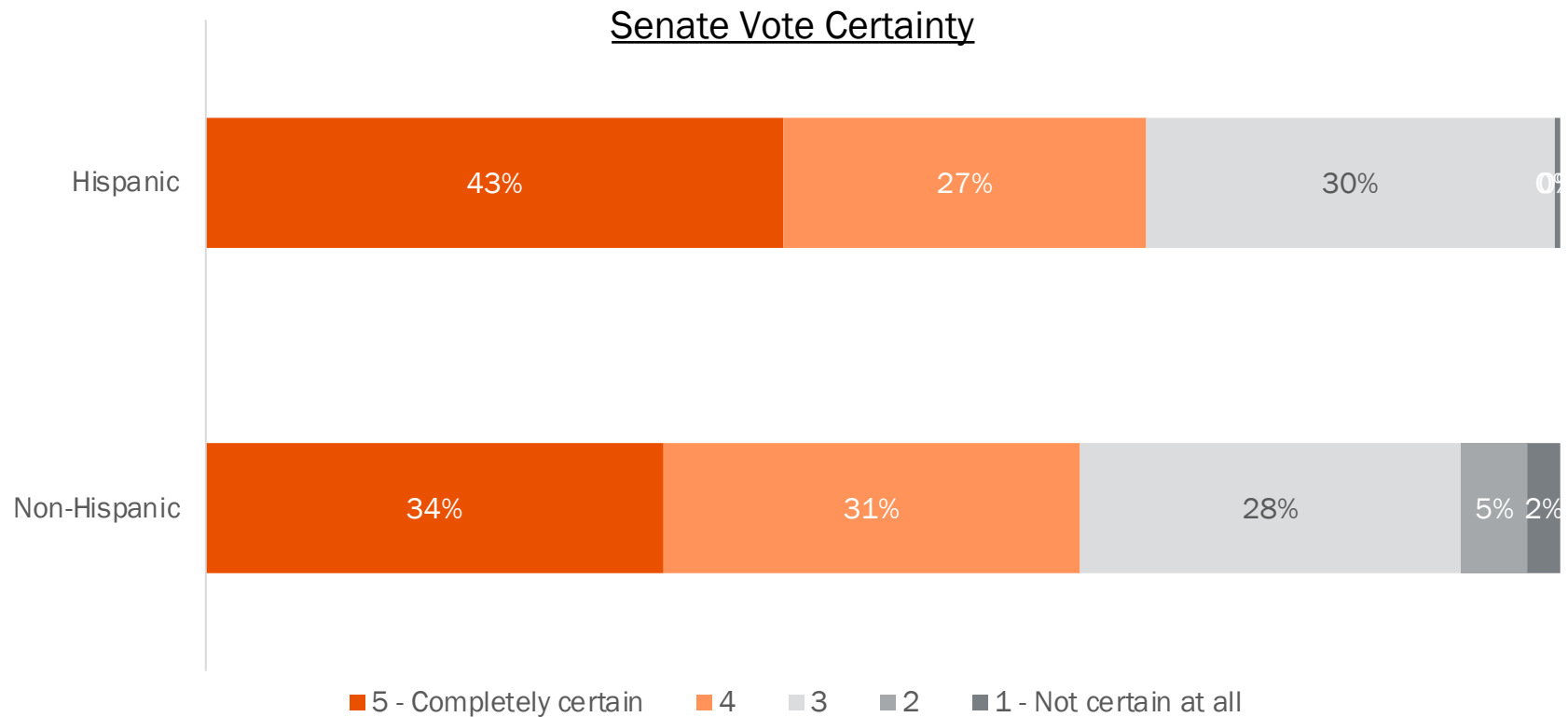
If the 2024 election for United States Senator from Arizona were being held today, and the candidates were Ruben Gallego (Democrat) & Kari Lake (Republican), for whom would you vote?

Senate Matchup



57% of Hispanics Not Completely Certain about Their Vote for Senator

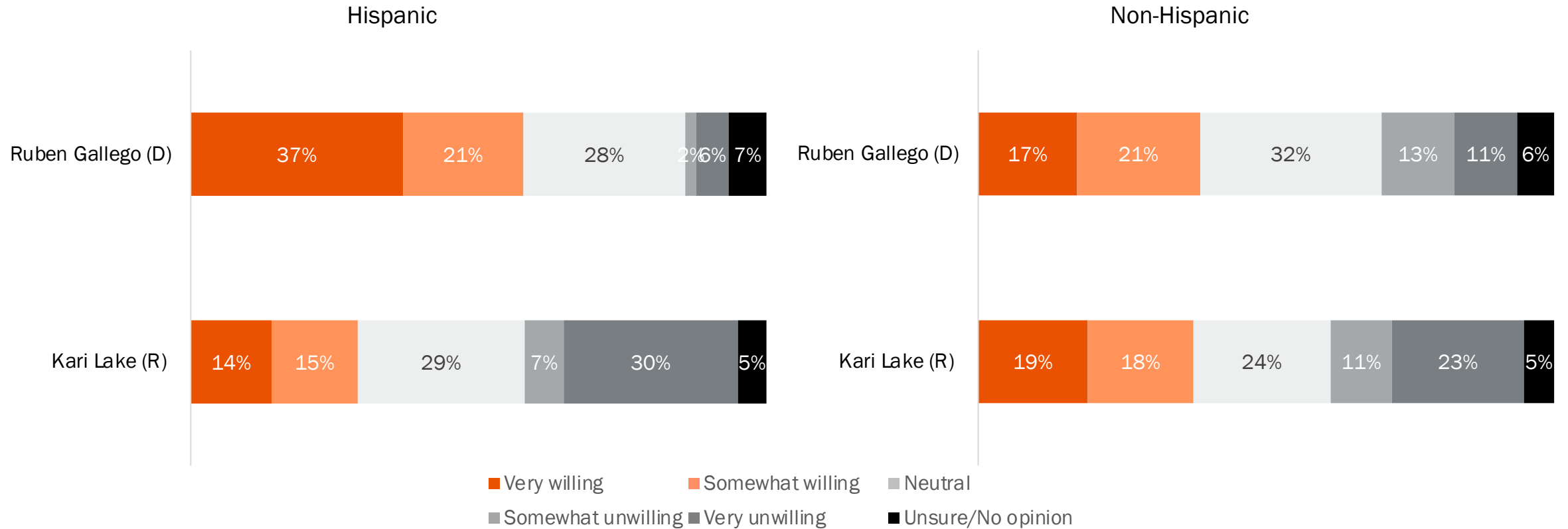
How certain are you that this is the right choice of candidate for you?



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.

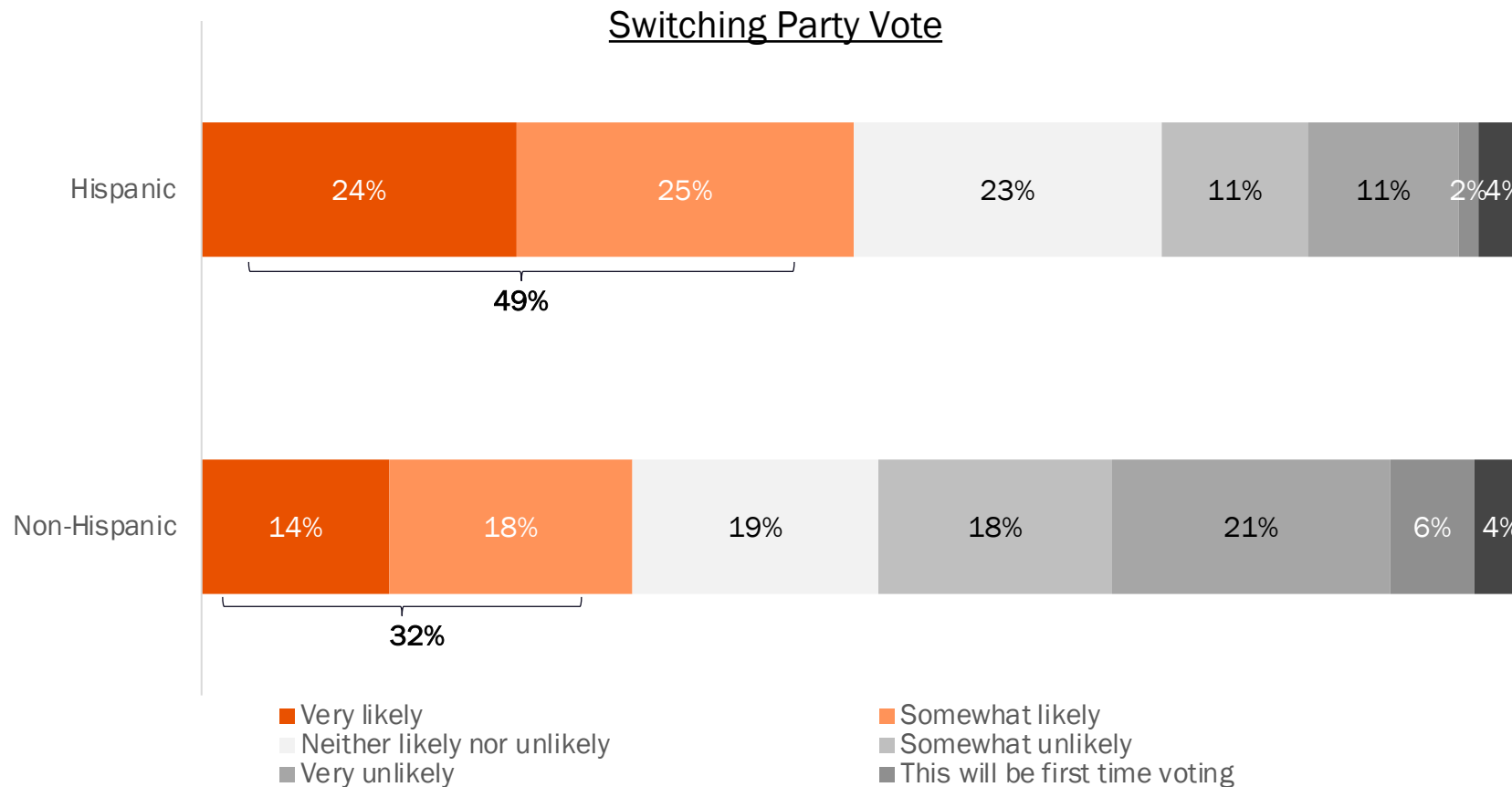
Senate Willingness



Among likely voters 18-34
Source: Univision political tracker in collaboration with Media Predict as of April 2024

Hispanics More Likely than Non-Hispanics to be Crossover Voters This Election (49% vs 32%)

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?

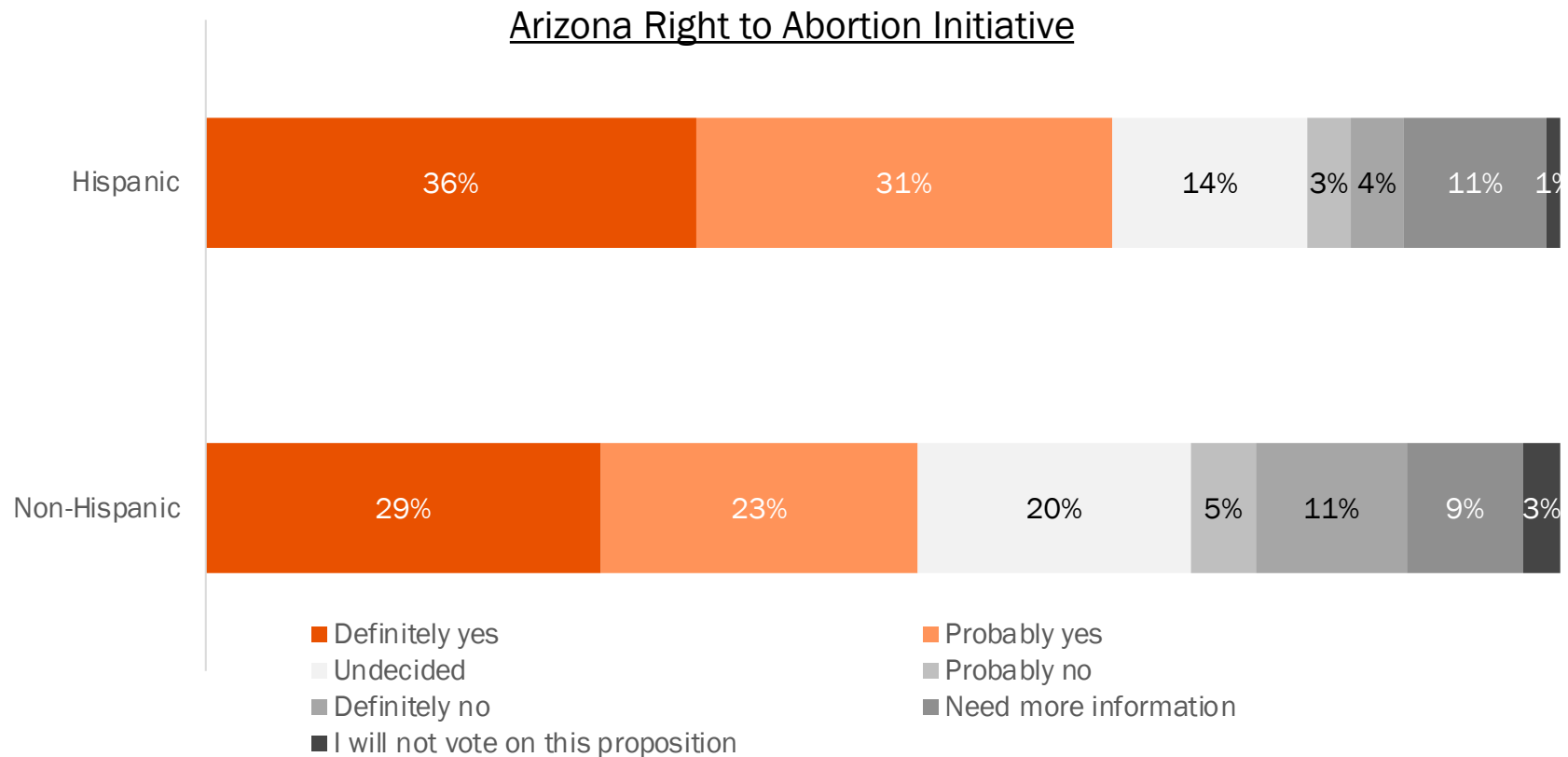


Among likely voters 18-34
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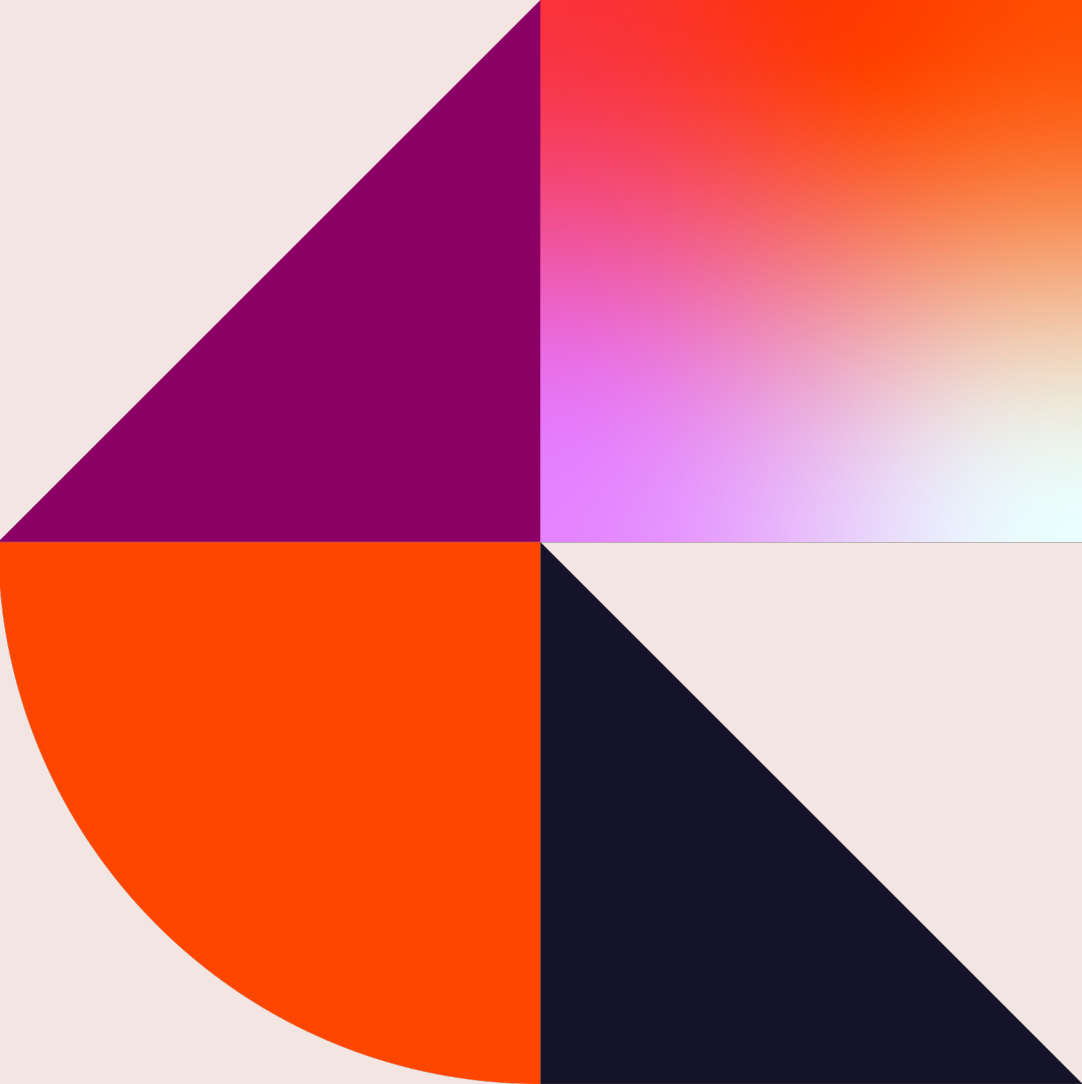
Arizona Right to Abortion Initiative

- AFTER READING A SUMMARY OF THE INITIATIVE, 36% OF HISPANICS & 29% OF NON-HISPANICS WOULD DEFINITELY VOTE YES

If the election were held today and this measure were on the ballot, would you vote yes or no?



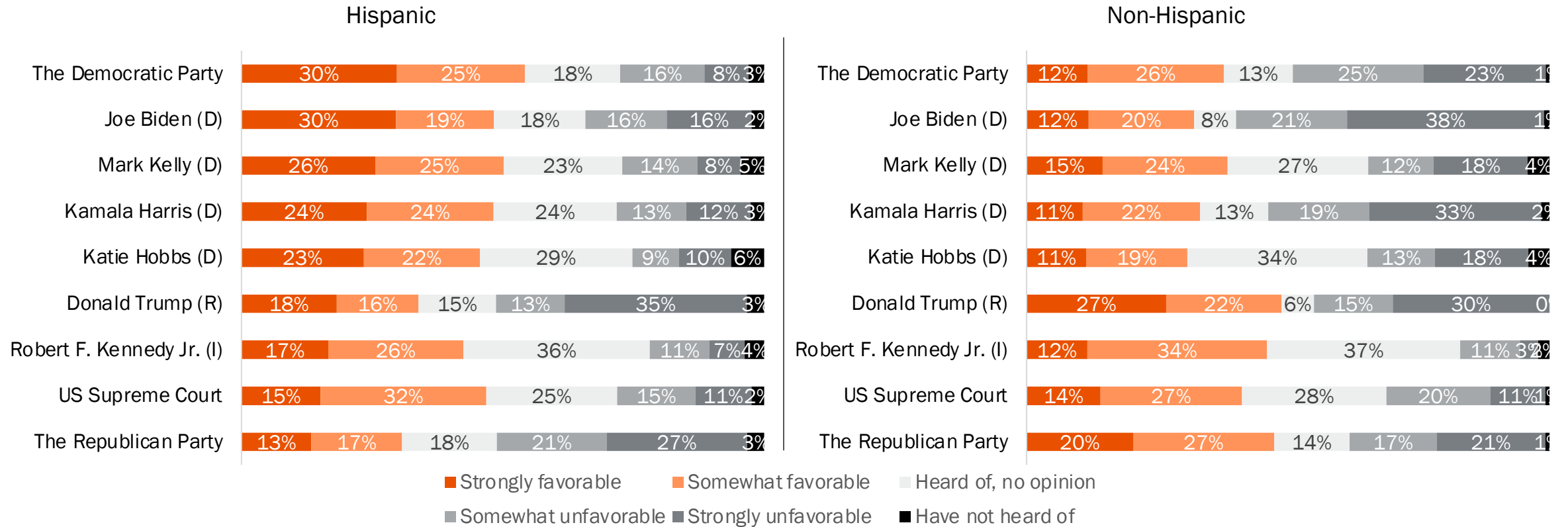
Favorability & Job Approval



Favorability

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

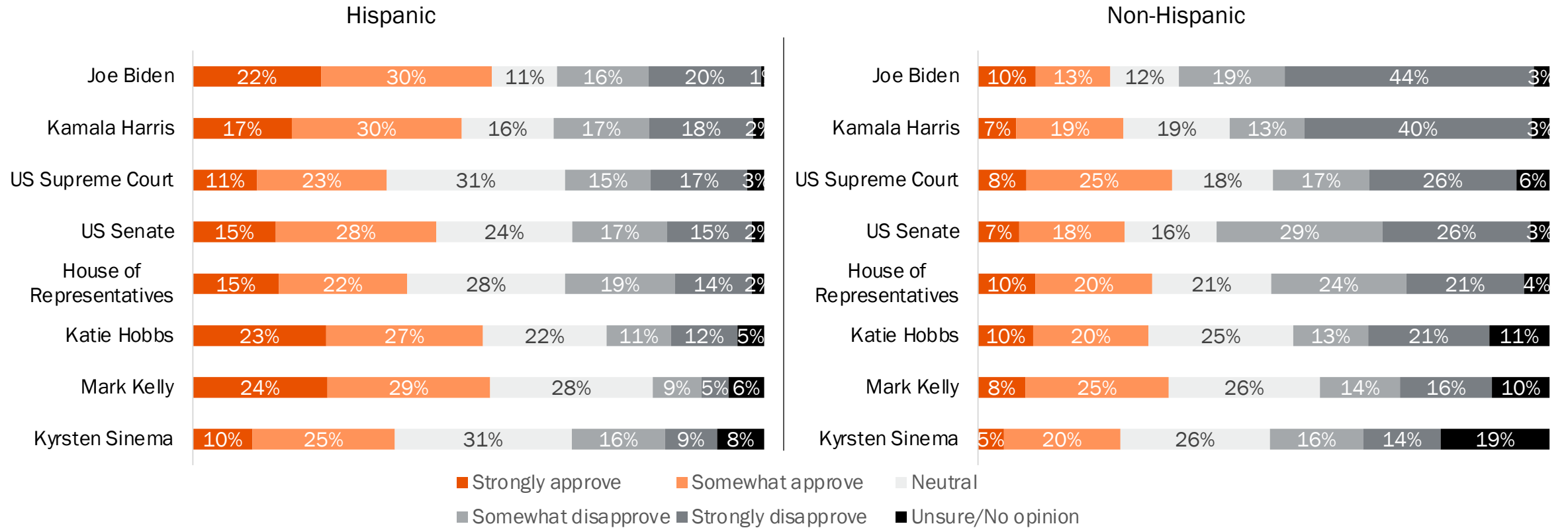
Favorability



Job Approval

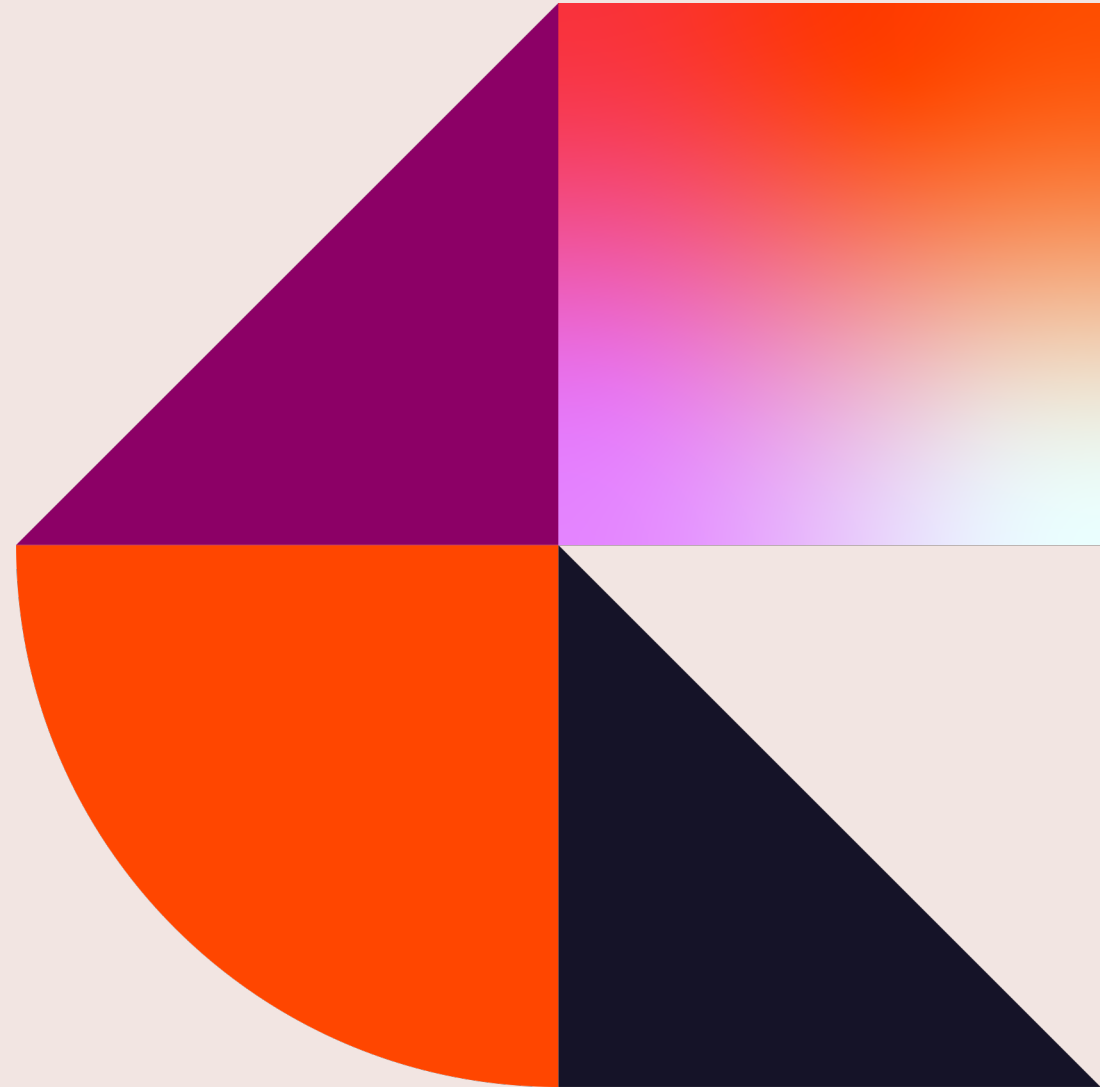
Do you approve or disapprove of the way [x] is handling their job?

Job Approval



Among likely voters 18-34
 Source: Univision political tracker in collaboration with Media Predict as of April 2024

The Issues



Cost of Living, Affordable Housing, Inflation Top Issues for Hispanics Among Several Issues of Greater Concern

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

Issue Importance TopBox

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Cost of living	68%	76%	Gun rights / 2nd amendment	37%	41%
Affordable housing	63%	61%	Opioids / drug abuse	36%	42%
Inflation	63%	63%	LGBTQ rights	36%	22%
Economy / jobs	59%	60%	Infrastructure, such as roads and public transportation	35%	34%
Education	57%	58%	Energy policy	34%	29%
Healthcare	55%	51%	Race relations	34%	30%
Crime and public safety	49%	49%	Border security	33%	42%
Government spending / deficit	47%	42%	Defense / military	33%	34%
Social security / Medicare	47%	36%	Israel/Hamas War	33%	26%
Taxes	46%	42%	Police reform	33%	28%
Entitlements / social services reform (Medicare, welfare, etc.)	45%	33%	Strengthening law enforcement	32%	35%
Gun control	45%	35%	Foreign policy	30%	26%
Abortion	44%	45%	U.S. relationship with China	29%	27%
Climate change	43%	33%	Culture wars	25%	20%
Immigration	40%	40%	Russia / Ukraine war	23%	26%

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
Affordable housing	71%
Economy / jobs	68%
Healthcare	67%
Inflation	65%
Cost of living	65%
Education	63%
Social security / Medicare	62%
Entitlements / social services reform (Medicare, welfare, etc.)	58%
Crime and public safety	55%
Taxes	54%

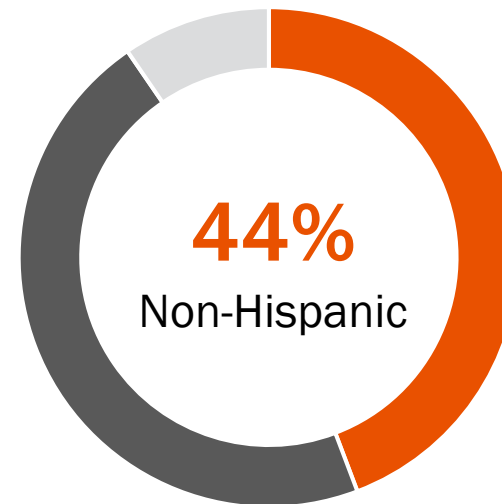
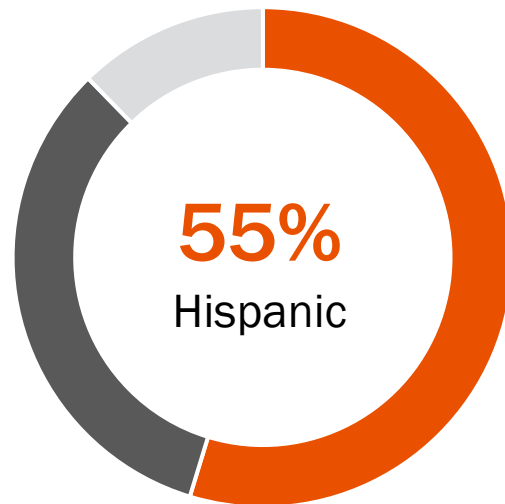
Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	68%
Affordable housing	60%
Inflation	59%
Education	57%
Economy / jobs	54%
Healthcare	49%
Government spending / deficit	44%
Abortion	43%
Climate change	43%
Gun control	43%

Top 10 Issues Among Definitely <u>Trump</u> Voters	% Hispanic Top Box
Inflation	73%
Cost of living	71%
Economy / jobs	61%
Affordable housing	60%
Crime and public safety	59%
Government spending / deficit	57%
Healthcare	52%
Defense / military	49%
Education	49%
Social security / Medicare	49%

55% 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

- ABORTION & INFLATION 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
Abortion	16%	14%
Inflation	14%	14%
Economy / jobs	10%	10%
Immigration	9%	8%
Affordable housing	8%	1%
Cost of living	8%	9%
Healthcare	4%	2%
Israel/Hamas War	4%	3%
Gun rights / 2nd amendment	3%	3%
Education	3%	5%

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	54%	27%	30%	31%
Social Security	52%	22%	32%	42%
Abortion	50%	25%	37%	38%
Immigration	50%	30%	27%	45%
Cost of Living	49%	25%	32%	43%
Healthcare	49%	26%	37%	34%
Crime and public safety	48%	25%	22%	49%
Climate Change	48%	23%	38%	32%
Inflation	48%	28%	30%	42%

Party Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Democrat Top2Box	Republican Top2Box	Democrat Top2Box	Republican Top2Box
Economy / jobs	47%	29%	27%	41%
Energy policy	46%	25%	35%	33%
Gov spending	45%	27%	26%	40%
Opioids	45%	25%	28%	37%
Taxes	44%	27%	28%	42%
Foreign policy	41%	31%	25%	45%
Defense	40%	33%	24%	48%
Border Security	40%	33%	23%	49%
National Security	38%	29%	25%	47%

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
Abortion	52%	29%	33%	36%
Entitlements Reform	50%	26%	32%	38%
Crime and public safety	49%	30%	26%	52%
Healthcare	48%	31%	34%	38%
Social Security	48%	31%	32%	38%
Climate Change	48%	27%	34%	36%
Immigration	45%	36%	26%	51%
Taxes	44%	36%	33%	44%
Gov spending	44%	33%	25%	48%

Candidate Better Able to Handle Issues

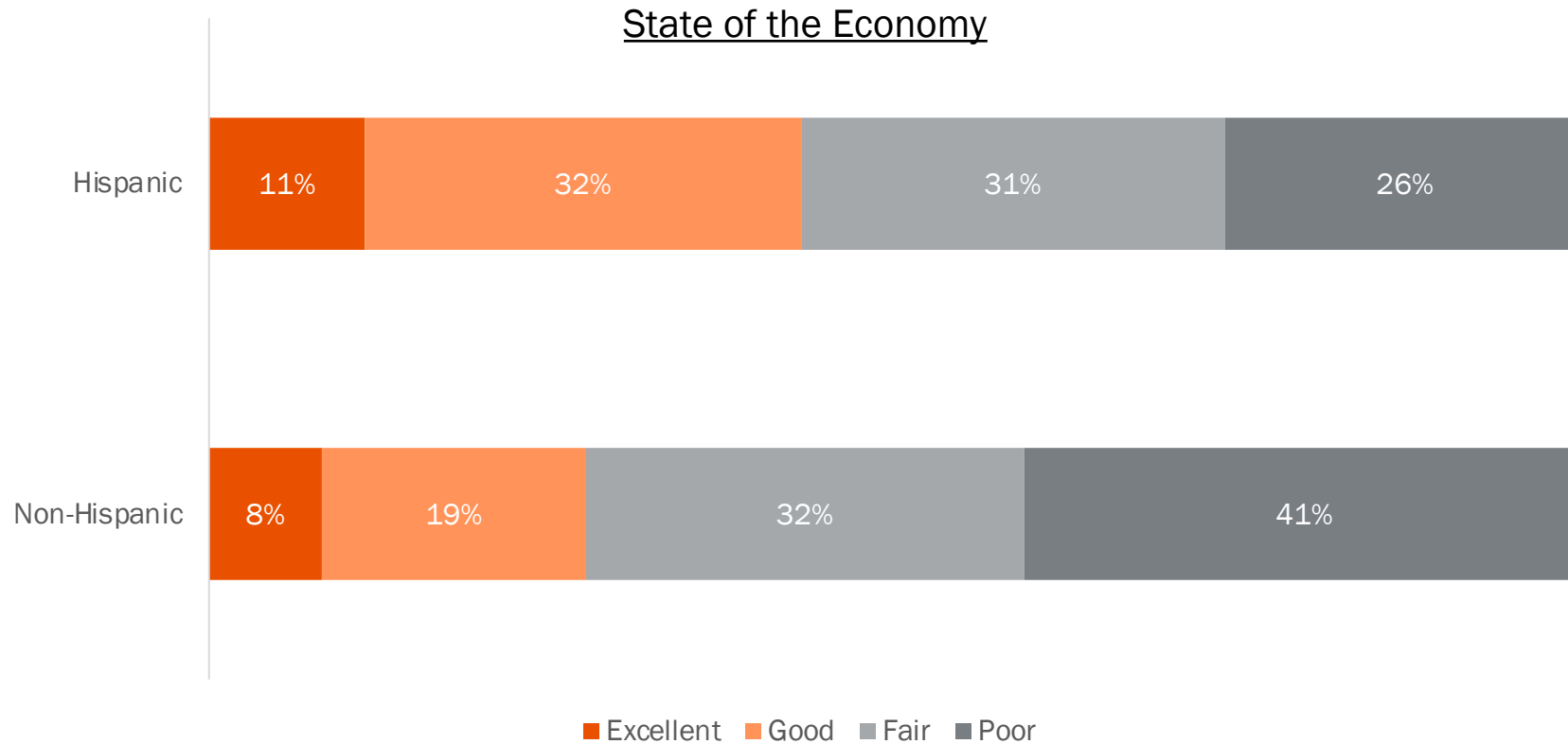
Thinking again about the issues, which candidate do you think would do a better job of handling each of the following issues, Joe Biden or Donald Trump?

	Hispanic		Non-Hispanic	
	Biden Top2Box	Trump Top2Box	Biden Top2Box	Trump Top2Box
Cost of Living	44%	32%	27%	50%
Energy policy	44%	29%	30%	42%
Inflation	43%	35%	23%	51%
Opioids	43%	28%	26%	42%
Foreign policy	43%	31%	23%	48%
National Security	38%	38%	23%	53%
Economy / jobs	38%	41%	27%	52%
Border Security	38%	44%	20%	55%
Defense	37%	39%	23%	52%

ECONOMY

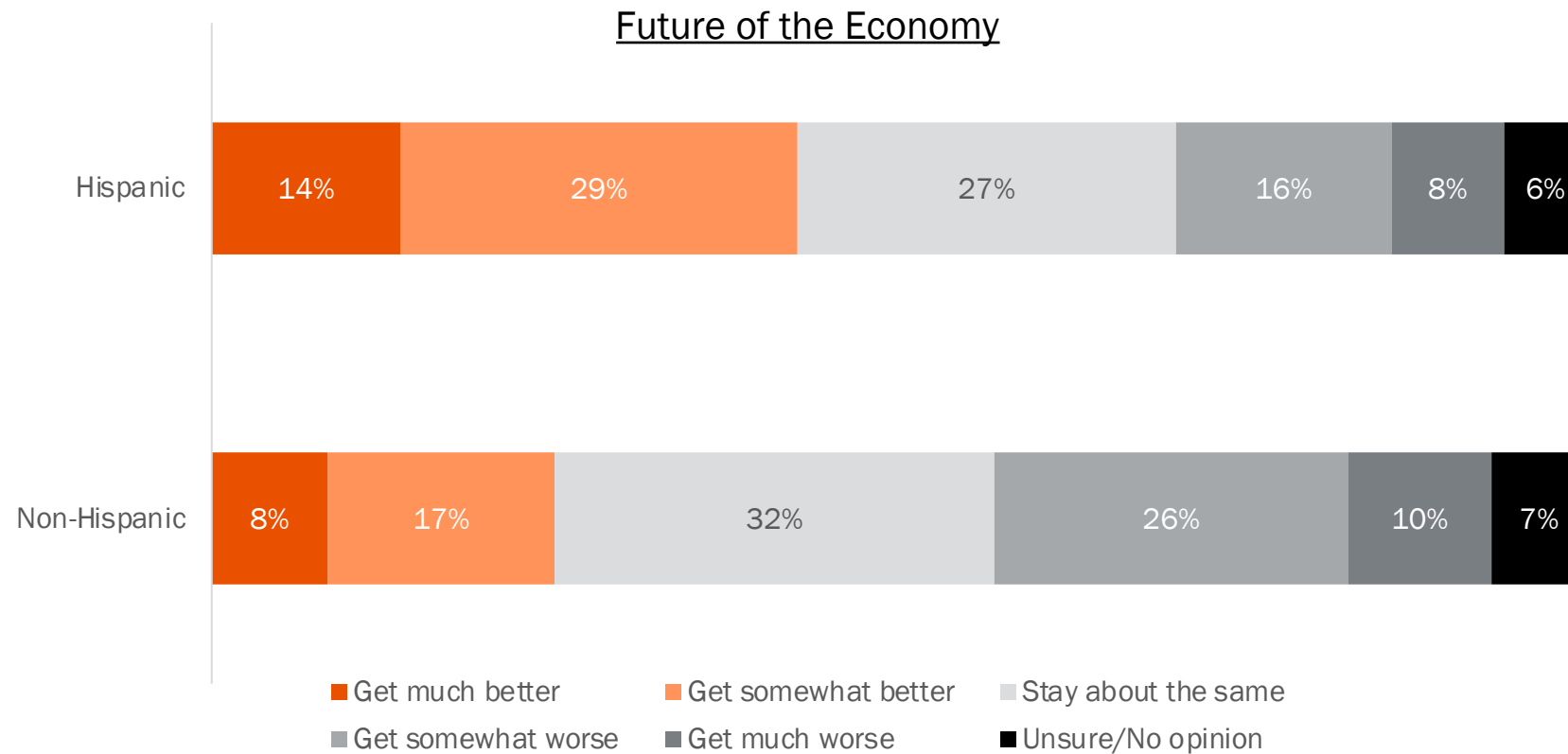
57% of Hispanics Rate the Economy in Their State Right Now as Fair or Poor

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



24% 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
I feel that it is increasingly difficult for middle class families to prosper in the United States	77%	7%	84%	6%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	71%	9%	72%	5%
Inflation is putting a significant strain on my budget	69%	12%	77%	9%
The price of gas is putting a strain on my finances	67%	15%	74%	11%
I expect my personal economic situation to get better in the next few years	65%	12%	49%	22%
I have taken, or am considering taking, a second job in order to maintain my standard of living	63%	18%	62%	16%
I am concerned about the U.S. federal government's spending and deficit	61%	11%	67%	7%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	61%	19%	62%	16%
My personal economic situation has become worse in the last year	60%	19%	64%	11%
I feel that jobs are getting easier to find	40%	38%	22%	58%
Home ownership is still within reach for most people	40%	40%	29%	53%

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

Agree and Disagree above will not sum to 100%

Among likely voters 18-34

Source: Univision political tracker in collaboration with Media Predict as of April 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	79%	5%	79%	5%
Drug abuse is a serious public health issue in the United States	78%	5%	78%	6%
I am generally satisfied with my healthcare coverage	53%	19%	50%	27%
The cost of prescription drugs is a financial problem for me	48%	24%	46%	27%
Medicaid and Medicare are working well now	44%	18%	25%	31%
The cost of my health care and insurance is reasonable	44%	26%	38%	36%

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 18-34

Source: Univision political tracker in collaboration with Media Predict as of April 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	57%	13%	54%	14%
Abortion laws should be created by state governments, not by the federal government	49%	16%	40%	24%

Abortion Policy	Hispanic	Non-Hispanic
<i>Thinking about abortion policy and laws, which of the following comes closest to your view?</i>		
Abortion should be legal only in the case of rape, incest or when the mother's life is in danger	19%	19%
Abortion should be legal at any time during pregnancy	17%	18%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	14%	12%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	13%	7%
Abortion should be legal only in the first 15 weeks of pregnancy	12%	9%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	9%	8%
Abortion should be illegal in all cases	9%	16%
Other	2%	0%
Unsure/I don't know	5%	10%

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	75%	8%	79%	5%
Crime is a growing problem in the United States	68%	13%	76%	9%
Homelessness is a serious problem in my neighborhood	59%	18%	53%	25%
Crime is a growing problem where I live	56%	17%	50%	20%
I support second amendment gun rights	56%	18%	62%	14%
I believe that stricter gun control laws would reduce crime	54%	26%	40%	36%
Government authorities have become too lenient on criminals	52%	18%	55%	17%

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 18-34

Source: Univision political tracker in collaboration with Media Predict as of April 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
Children in my community are generally safe at the schools they attend	52%	25%	45%	27%
I feel less safe in my everyday life than I did a year ago	51%	27%	42%	26%
Police departments in the United States are understaffed	50%	20%	51%	19%
Government authorities are doing a good job protecting businesses near where I live and shop	47%	21%	40%	19%
Government authorities are doing a good job combating crime in my neighborhood	43%	24%	39%	22%
My local government should significantly reduce the resources and budgets for police	43%	23%	35%	38%
My Police Department is understaffed	43%	24%	39%	22%

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 18-34

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

IMMIGRATION & BORDER SECURITY

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
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	65%	14%	55%	20%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	56%	19%	59%	17%
We should reform immigration laws to give higher priority to people with needed skills and education	53%	19%	44%	22%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	53%	19%	52%	16%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	53%	20%	61%	19%
All migrants who want to enter the United States should be fully vetted first	52%	17%	61%	15%
There are too many undocumented immigrants crossing the border into the United States	51%	20%	59%	16%
There are too many undocumented migrants coming to my state	50%	26%	56%	20%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	49%	17%	60%	15%
The arrival of migrants has made the affordable housing problem worse	49%	29%	55%	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 18-34

Source: Univision political tracker in collaboration with Media Predict as of April 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
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	48%	22%	35%	38%
The United States military should be used to secure the southern border	47%	31%	47%	23%
The Biden administration is primarily responsible for the situation at the southern border	47%	29%	49%	27%
The resettling of all the migrants will, in the long-run, benefit the United States	47%	17%	30%	28%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	46%	21%	54%	22%
The U.S. should complete the construction of a wall on the southern border of the U.S.	44%	30%	50%	27%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	43%	30%	28%	49%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	43%	32%	49%	26%
Local law enforcement should be able to detain undocumented migrants	42%	31%	54%	21%
The rules that I have to live by don't seem to apply to migrants	41%	27%	53%	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 18-34

Source: Univision political tracker in collaboration with Media Predict as of April 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
It feels like migrants are being treated better than most Americans	41%	33%	52%	26%
Most undocumented migrants who entered the U.S. over the last few years should be deported	40%	31%	47%	29%
I support the way the Biden Administration is managing the southern border	39%	28%	25%	46%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	39%	22%	26%	43%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	39%	29%	29%	45%
Undocumented migrants have increased crime in my state	38%	35%	47%	24%
I support the way my state and local officials are handling the migrant issue	36%	30%	28%	33%
Undocumented migrants will take jobs away from poorer and working-class Americans	36%	39%	50%	25%

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 18-34

Source: Univision political tracker in collaboration with Media Predict as of April 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 very big threat to the planet	66%	15%	54%	19%
Climate change is a result of human activity	60%	12%	65%	18%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	58%	19%	39%	29%
Governments should create policies that encourage oil and gas production in the U.S.	54%	20%	52%	15%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	51%	14%	43%	25%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	51%	22%	40%	34%
Government regulation and action on climate change is hurting the economy	45%	22%	44%	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 18-34

Source: Univision political tracker in collaboration with Media Predict as of April 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 is too big and powerful	60%	13%	57%	15%
The FBI has become politicized in its investigations	57%	11%	48%	12%
The federal government of the United States has become too intrusive in the lives of Americans	56%	10%	57%	18%
The United States Justice Department has become politicized in its prosecutions	55%	11%	51%	15%
The voting in the 2020 election was free and fair and the vote-counting was done accurately	55%	15%	43%	29%
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	49%	26%	31%	45%
I want the next president to shrink the size of the federal government	48%	16%	46%	17%

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 18-34

Source: Univision political tracker in collaboration with Media Predict as of April 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	66%	12%	51%	10%
I support the Biden Administration's efforts to forgive student loans	57%	21%	46%	29%
The U.S. government should spend less money supporting the war in Ukraine	55%	15%	51%	21%
China represents the most serious economic and geo-political threat to the United States	54%	12%	44%	18%
I think that the United States spends too much on defense and the military	50%	24%	42%	30%
I support the way the Biden Administration is dealing with the Israel-Hamas war	45%	28%	24%	44%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	45%	23%	29%	31%
Iran is the primary destabilizing force in the Middle East	44%	11%	40%	21%
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	43%	24%	35%	33%
The government should ban social media, like Facebook and TikTok, from being used by children	42%	36%	42%	35%
Student loans should not be forgiven and paid for by taxpayers	42%	32%	36%	37%
The United State should increase the amount of military aid it sends to Israel	36%	33%	34%	37%

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 18-34

Source: Univision political tracker in collaboration with Media Predict as of April 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	65%	15%	65%	9%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	56%	19%	55%	12%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	53%	18%	55%	15%
Social media, like Facebook and TikTok, does more harm than good	47%	32%	47%	22%

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 18-34

Source: Univision political tracker in collaboration with Media Predict as of April 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	73%	10%	73%	7%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	65%	9%	57%	15%
College is no longer worth the cost for most students	58%	15%	68%	11%
More emphasis should be placed on trade schools	57%	13%	57%	12%
Parents should have a say in what is taught to their children in public schools	56%	21%	57%	22%
The public schools in my neighborhood are good	50%	19%	42%	21%
The public school system is working well in my state	45%	29%	32%	34%
Public schools where I live are better than they were before the pandemic	37%	24%	27%	33%
Colleges and universities should be allowed to use race in admissions decisions	37%	34%	23%	45%
The federal government's Department of Education should be eliminated	33%	31%	31%	35%

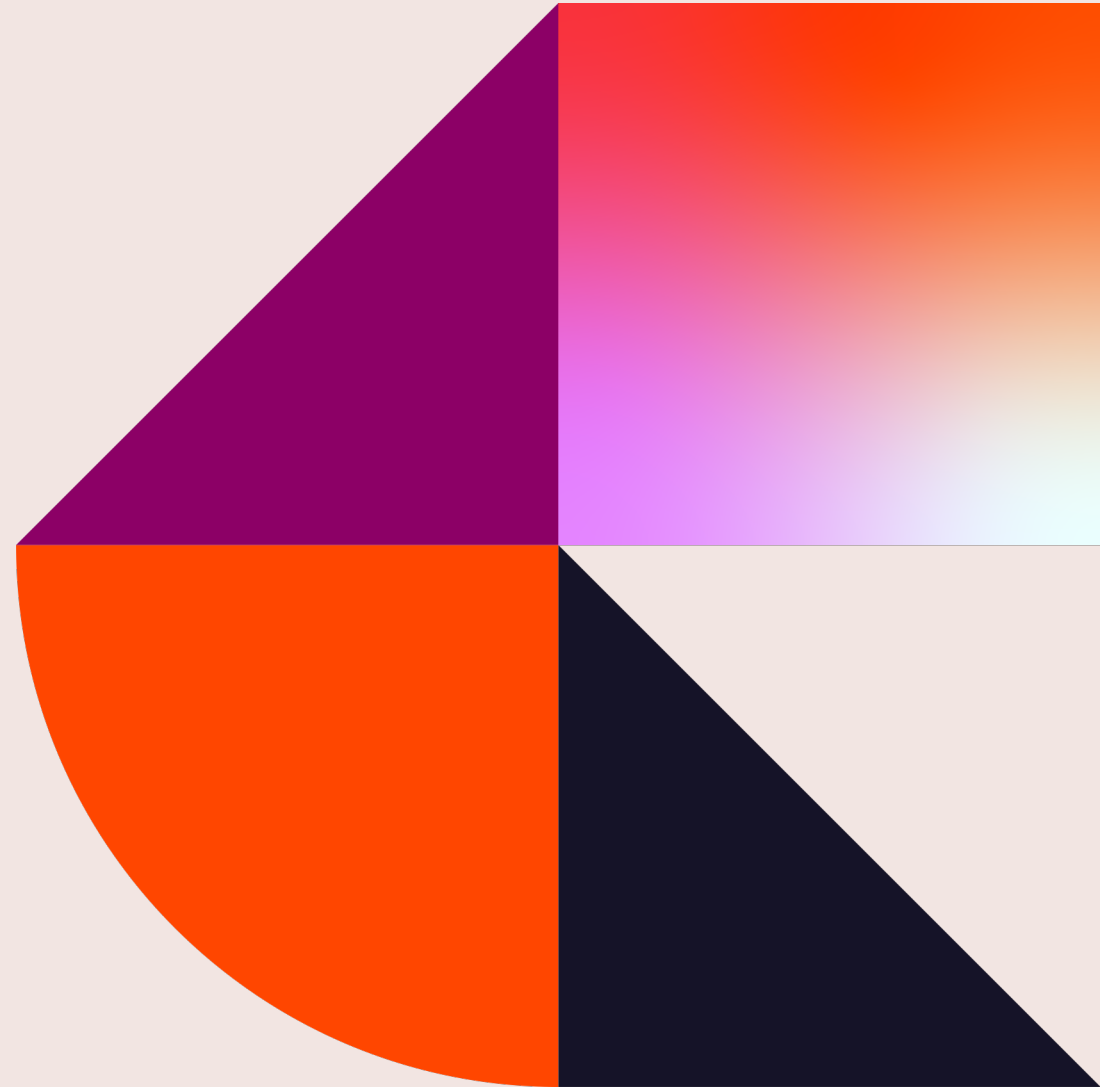
5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18-34

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

Information Sources & Language Preferences



YouTube, Social Media and National TV Among Most Heavily Used Political Information Source by Hispanics

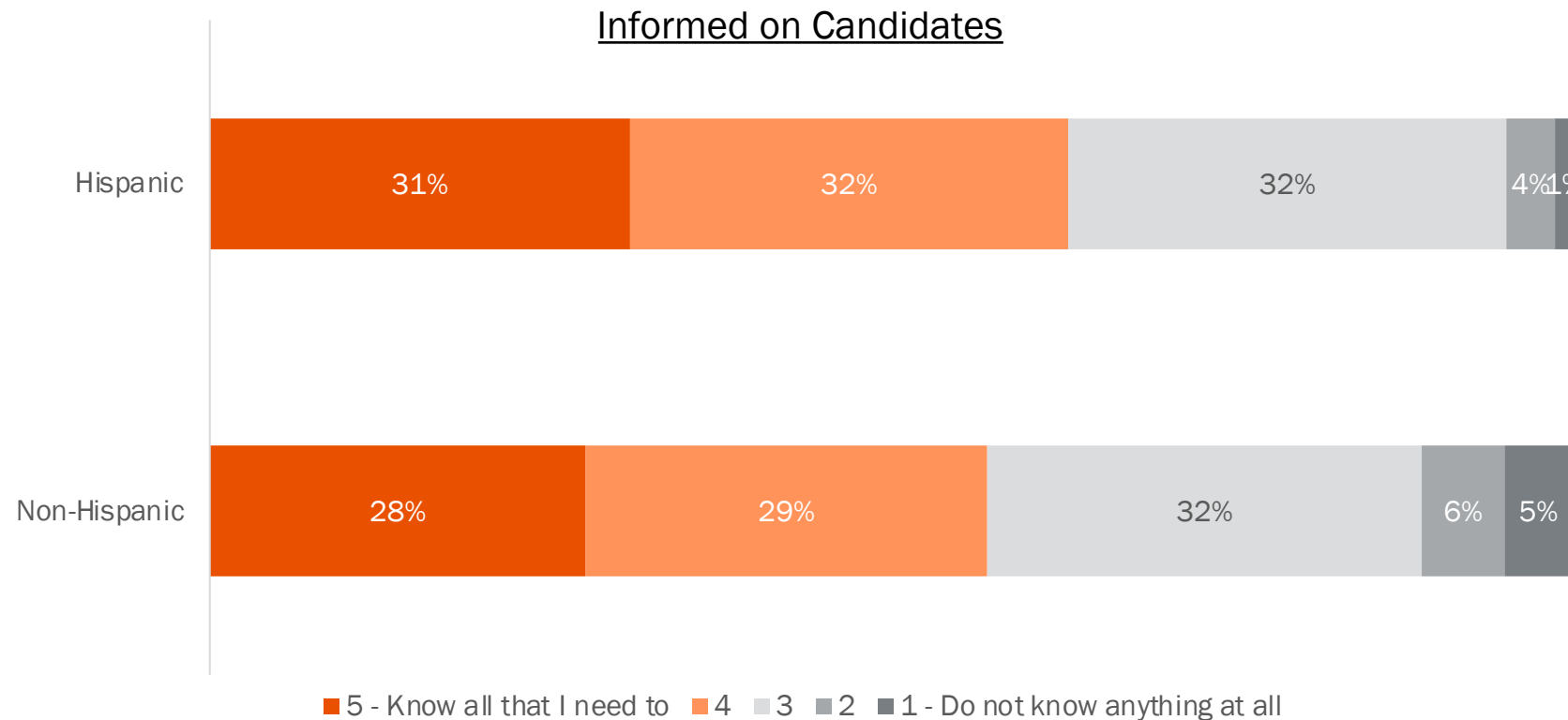
Which of the following sources are you currently using to follow developing political issues? Select all that apply.

Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
YouTube	54%	56%	Podcasts	22%	30%
TikTok	45%	29%	Online publications	20%	29%
Facebook	38%	38%	Newspapers	20%	14%
Instagram	36%	36%	Snapchat	18%	16%
National Television (like network programs or cable news)	36%	37%	School	13%	13%
Local Television	34%	29%	Debates	11%	18%
Friends	30%	37%	Magazines	7%	13%
X, formerly known as Twitter	28%	32%	Community organization	7%	7%
Family	26%	35%	Religious organization/Church	3%	9%
Radio	24%	21%	None of these	3%	2%

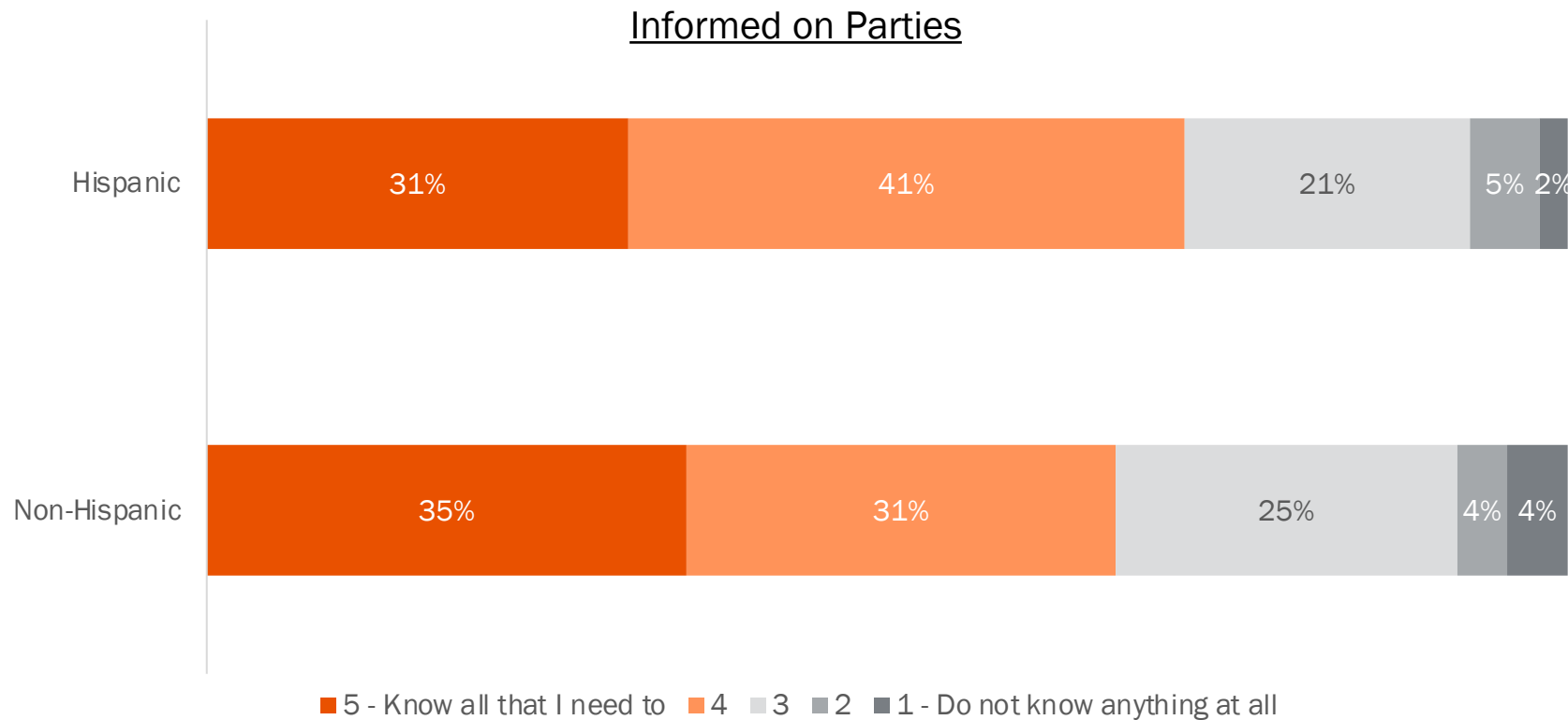
69% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

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?



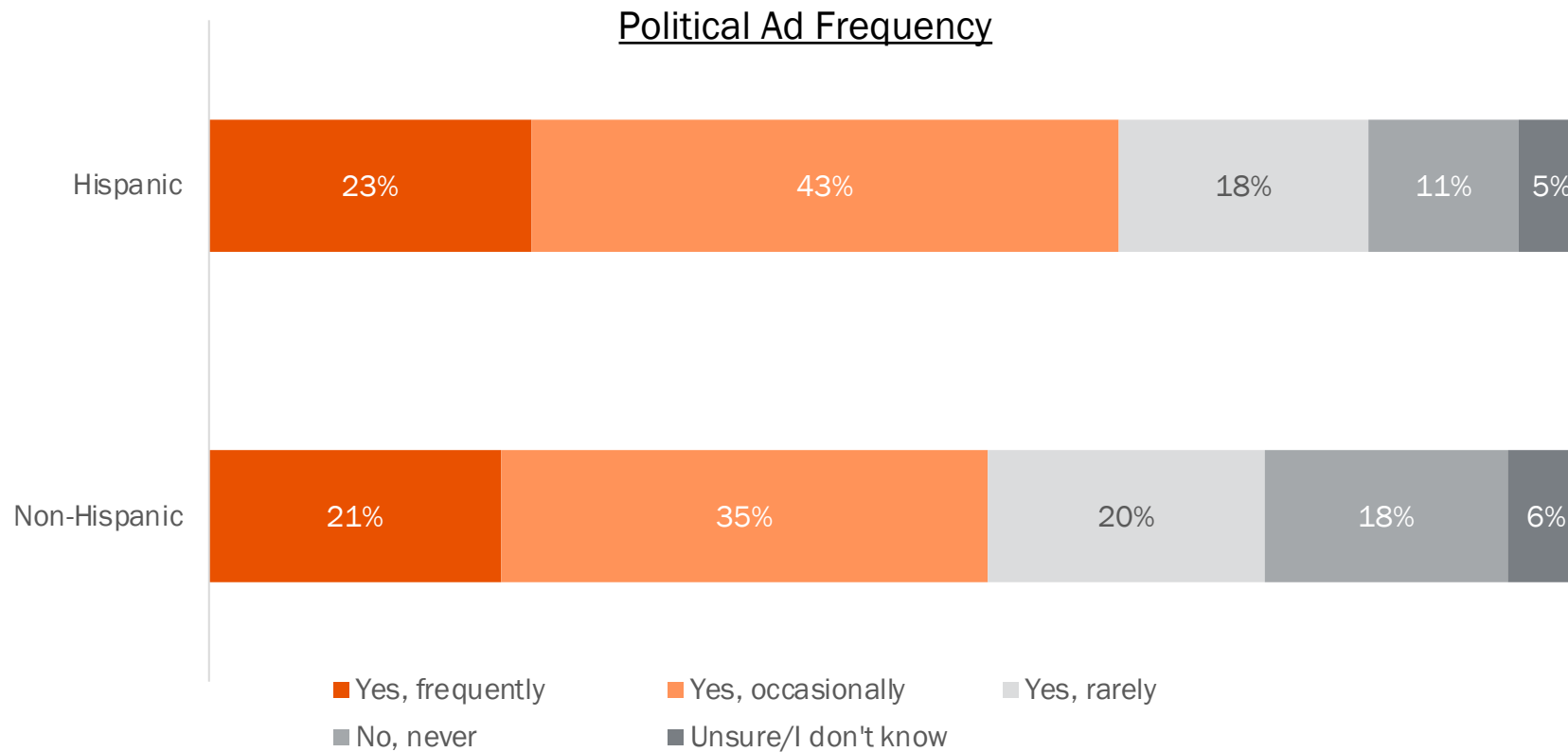
69% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

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?



72% 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*

88%

OF HISPANICS AGREE

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

58%

OF HISPANICS AGREE

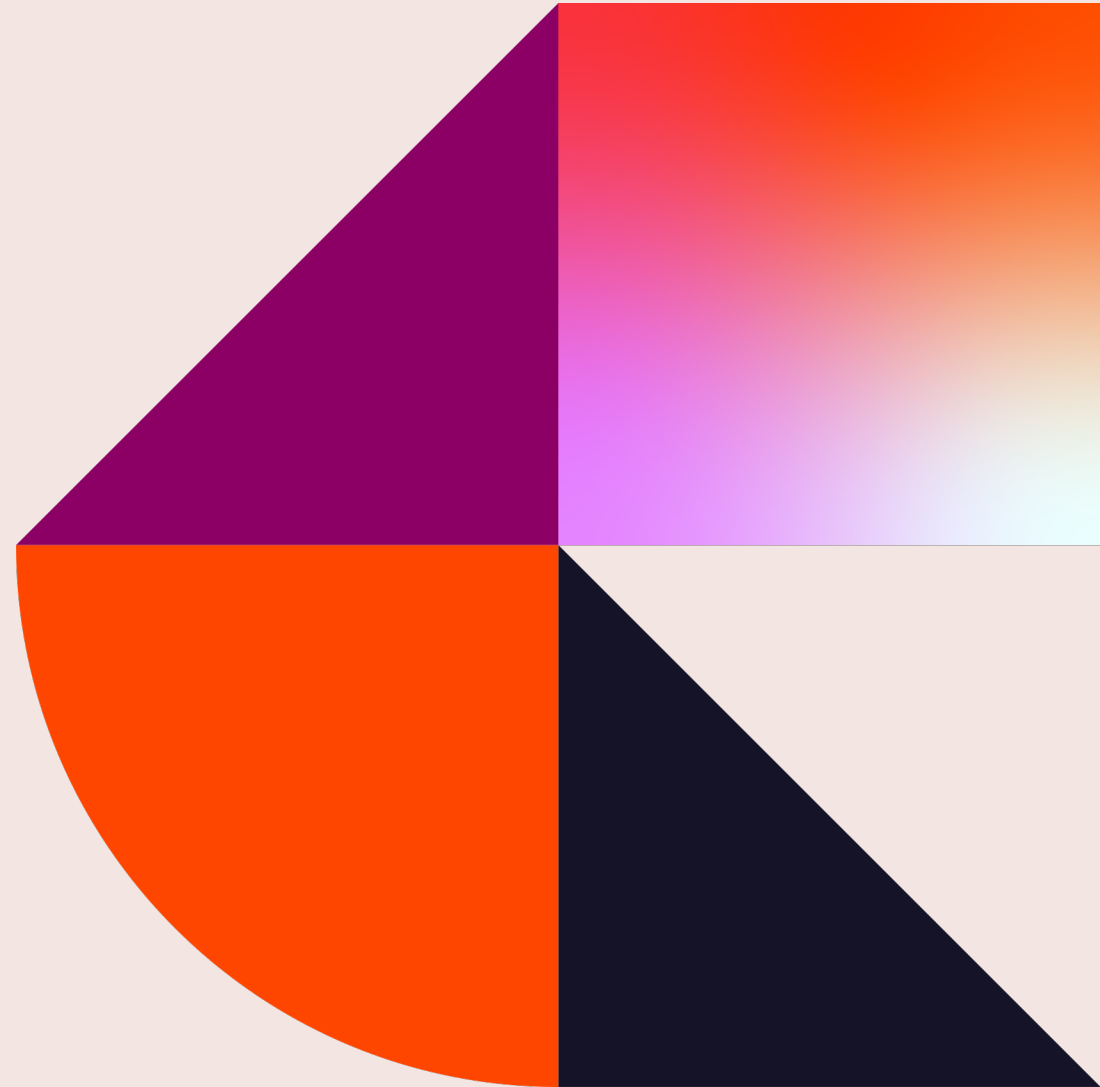
Political parties and candidates who advertise in Spanish are *showing me they want my vote*

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*

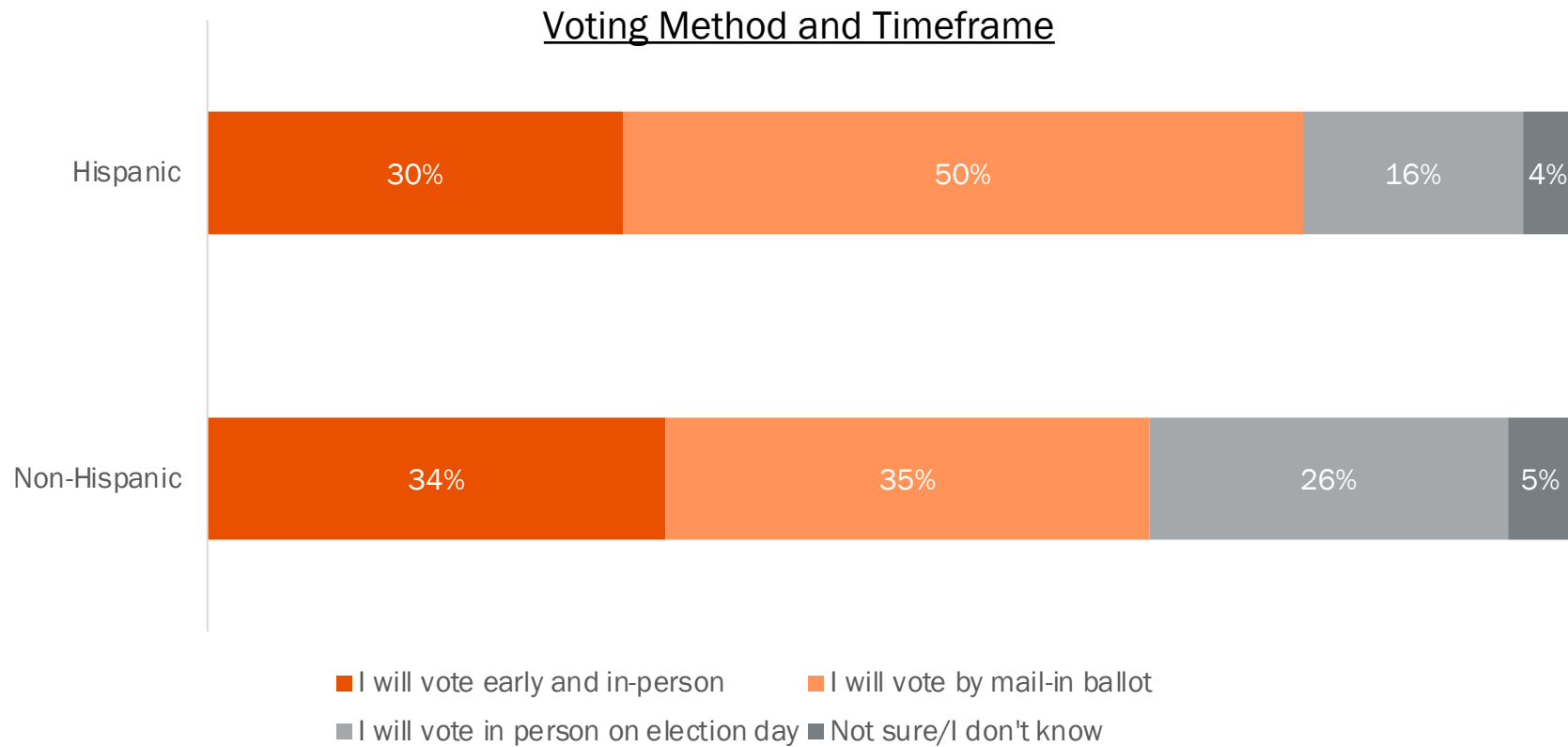
Voting & Campaign Information



Voting Method and Timeframe

- HISPANICS MORE LIKELY THAN NON-HISPANICS TO VOTE BY MAIL

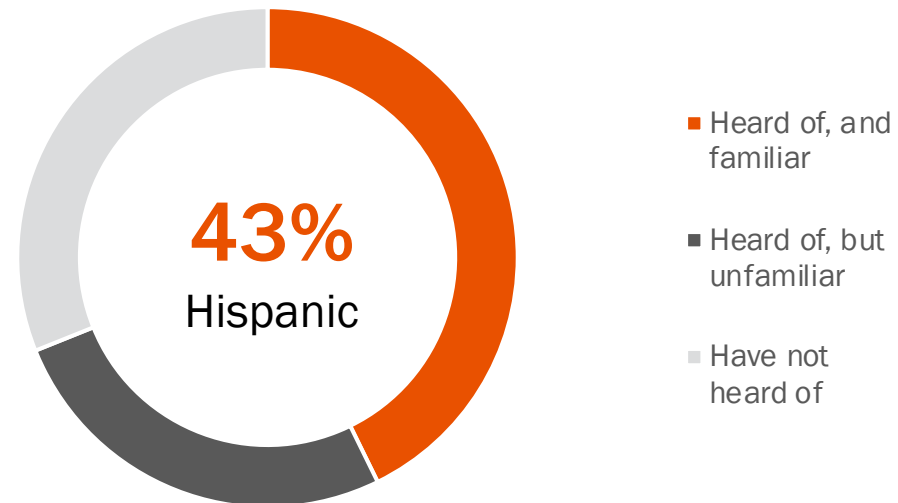
How do you plan to vote in the General election?



Vota Conmigo Familiarity

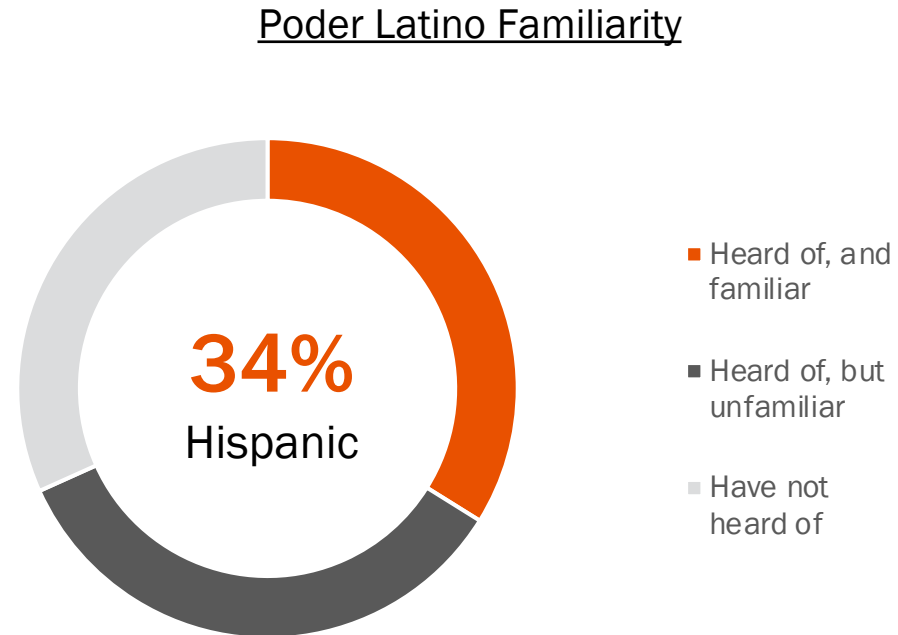
How familiar or unfamiliar are you with the “Vota Conmigo” campaign?

Vota Conmigo Familiarity



Poder Latino Familiarity

How familiar or unfamiliar are you with the “Poder Latino” campaign?



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	60%	13%	50%	21%
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	43%	36%	22%	57%

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 18-34

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

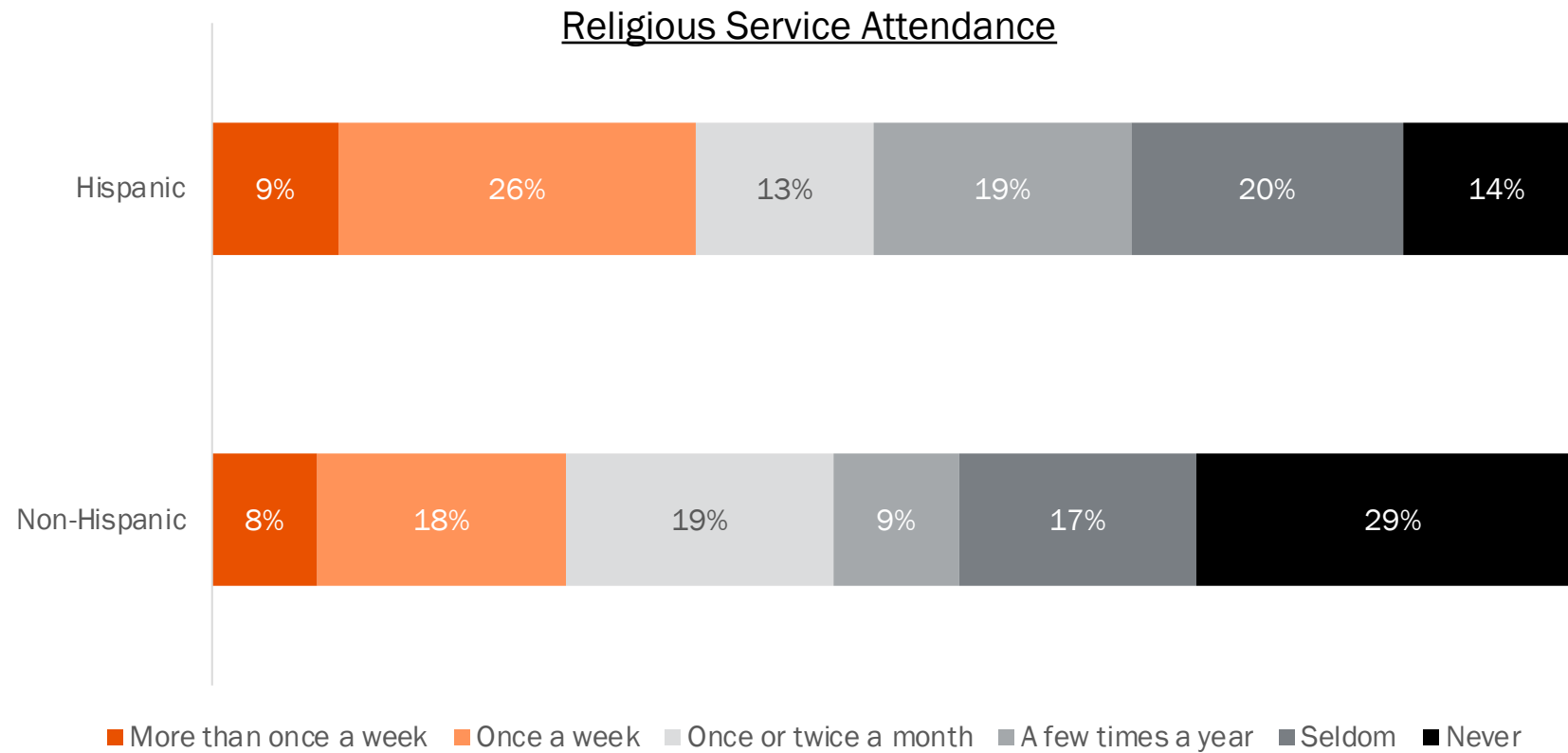


Gracias

TelevisaUnivision

Religious Service Attendance

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



Ballot Language Preference

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

Ballot Language Preference

