

NEW L2 VOTER REGISTRATION PROFILE AND GENERAL ELECTION PROJECTED TURNOUT

2024 Arizona Hispanic Voter Profile

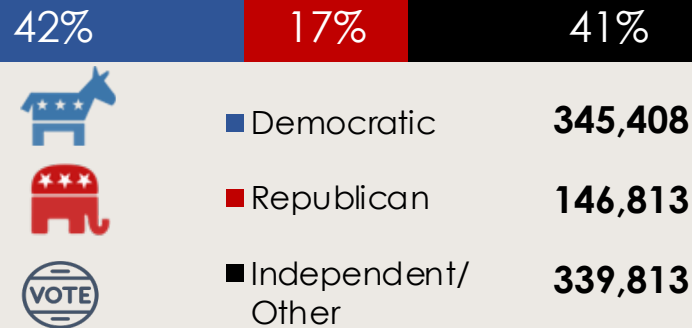
2024 Hispanic Registered Voters

832,034
21% Of All Registered Voters

Registered Voter Gender Distribution

47% Male 53% Female

Registered Political Affiliation

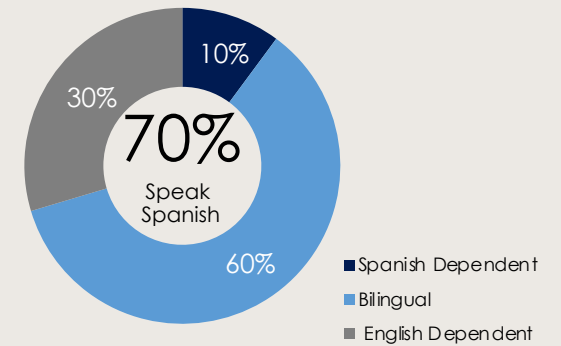


Age Distribution 18+

Hispanic

Age Distribution 18+	Hispanic
18-34	37%
35+	63%
18-24	13%
25-34	24%
35-49	24%
50-64	21%
65+	18%

2023 Hispanic Age 5+ Language Usage*



Country of Origin* Population % Share

Country of Origin*	Population	% Share
Total Hispanic Population	2,374,054	
Mexican	2,079,318	87.6%
Other Hispanic	121,253	5.1%
Caribbean	77,390	3.3%
Central American	62,686	2.6%
South American	33,407	1.4%

Presidential Election Hispanic Projection: Arizona

L2 projects 18+ voter increase of +21%

Demo	Hispanic Votes 2020 General	Hispanic Turnout % 2020 General	Hispanic Votes 2024 General	Hispanic Votes Projected 2020-24
A18+	509K	61%	616K	+21%
A18-34	138K	45%	199K	+44%
A35+	371K	71%	416K	+12%

TU & Media Predict 2024 Presidential Tracker

Arizona
April 2024

Televisa
Univision

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 1,629 likely voters ages 18+

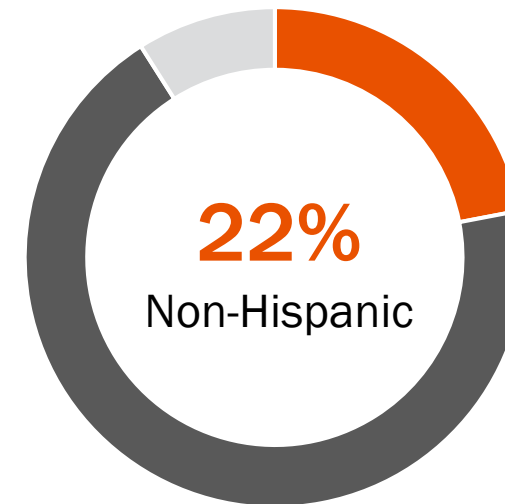
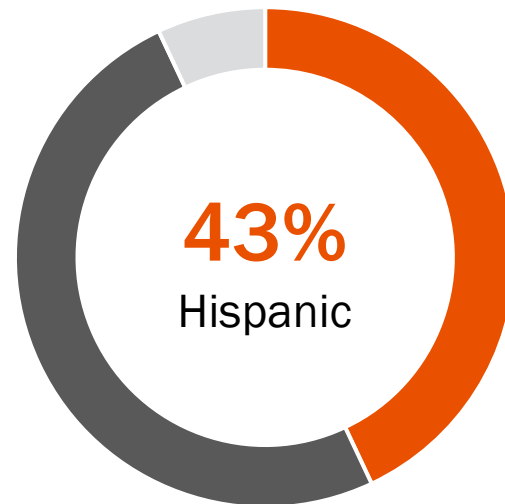
<u>A18+</u>
762 Hispanic (471 SpanDom/Bilingual)
867 Non-Hispanic

- 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 3.6% for Hispanics and 3.4% for Non-Hispanics.
- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

43% of Hispanics Believe U.S. is Headed in the Right Direction

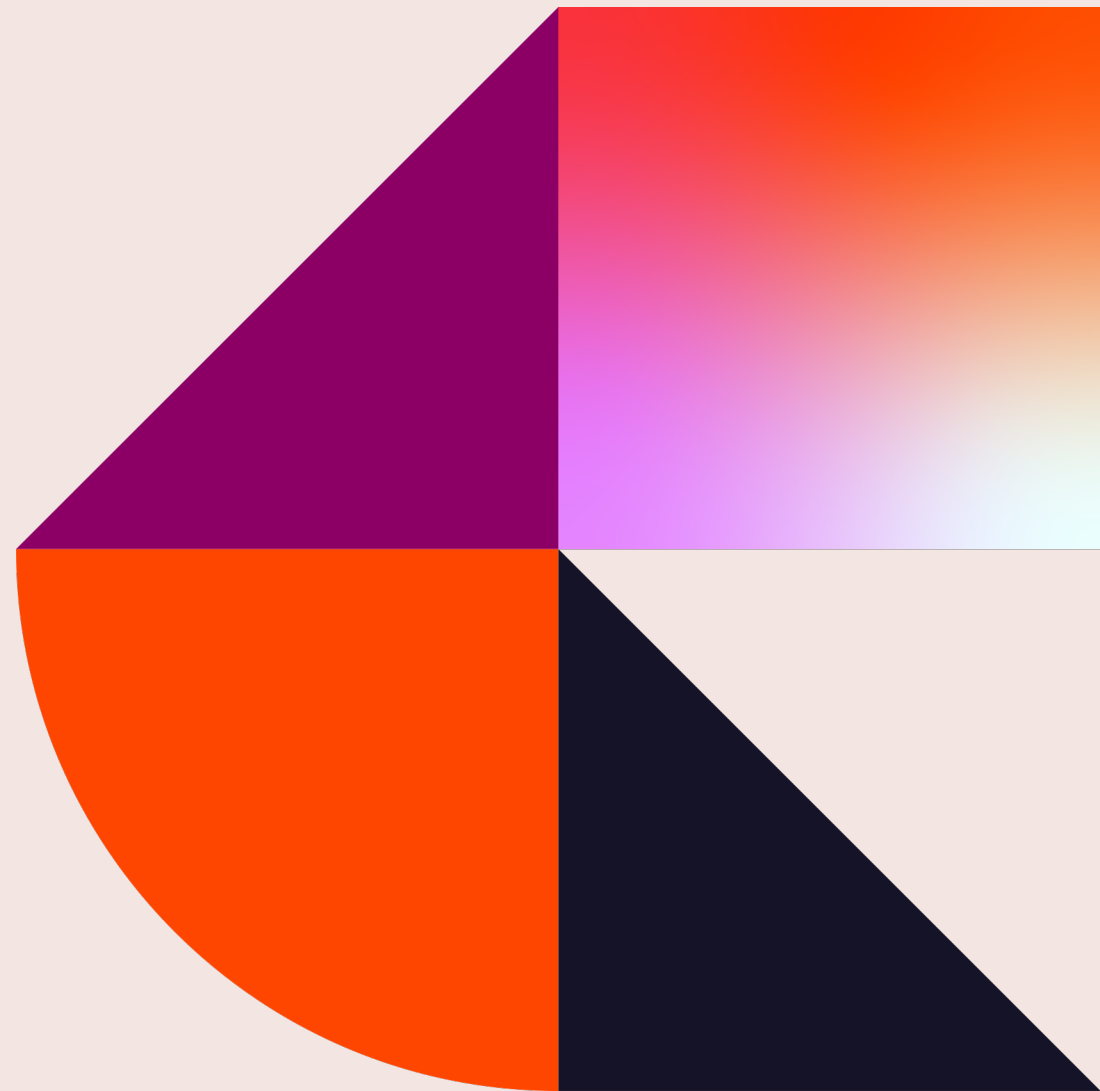
In general, do you believe that the United States is headed in the right direction, or has it gone off on the wrong track?

US Right or Wrong Track



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

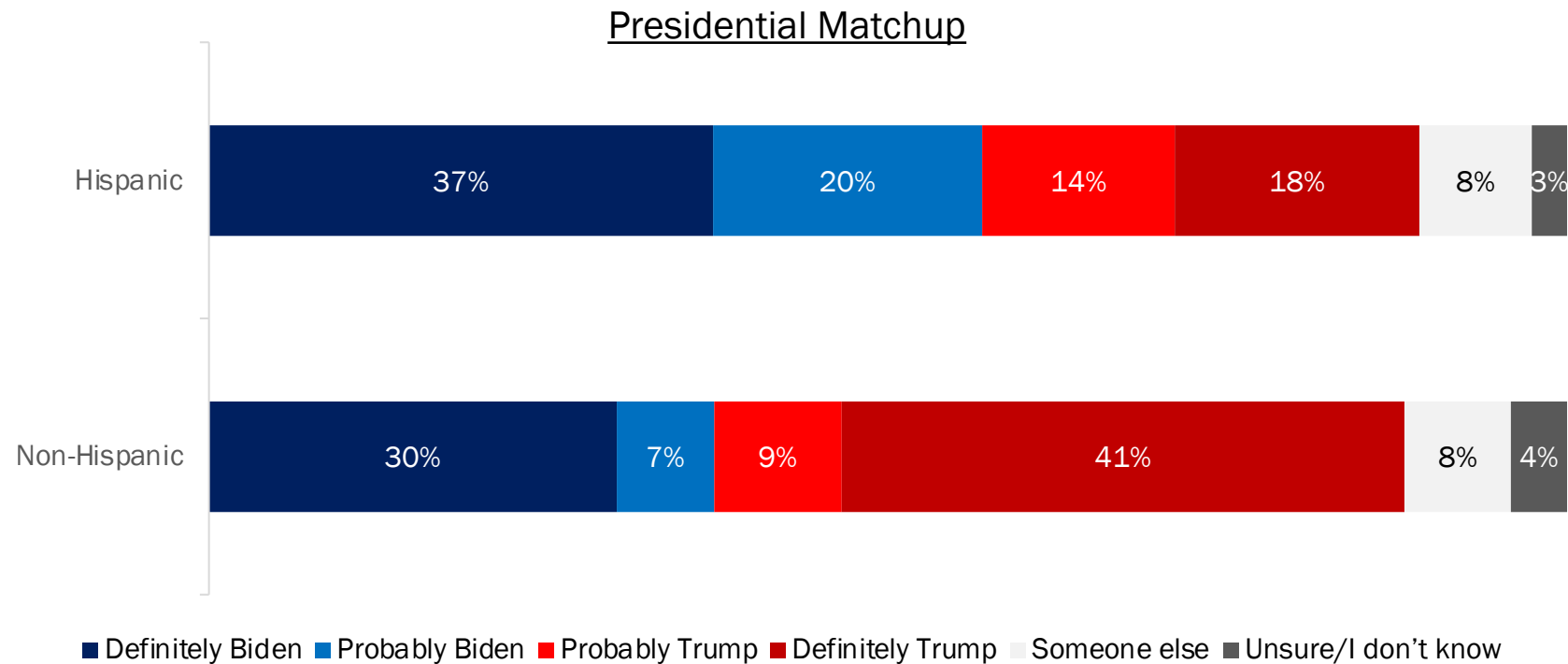
General Election Polling



Matchup: Biden vs Trump

- JOE BIDEN LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 37% OF HISPANICS UP FOR GRABS (34% NOT DEFINITE, 3% 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?

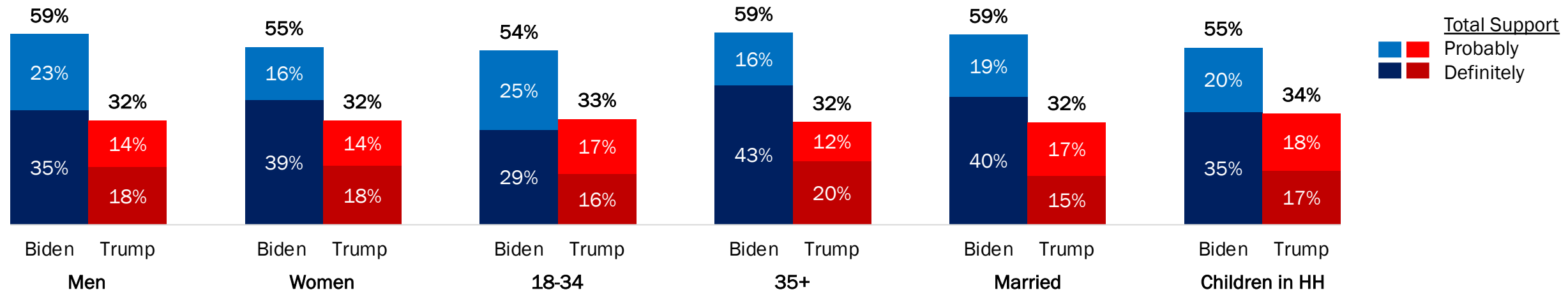


Candidate Support among Hispanics

- TRUMP'S STRONGEST SUPPORT AMONG PARENTS
- BIDEN'S STRONGEST SUPPORT SPLIT AMONG MEN, ADULTS 35+, 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?

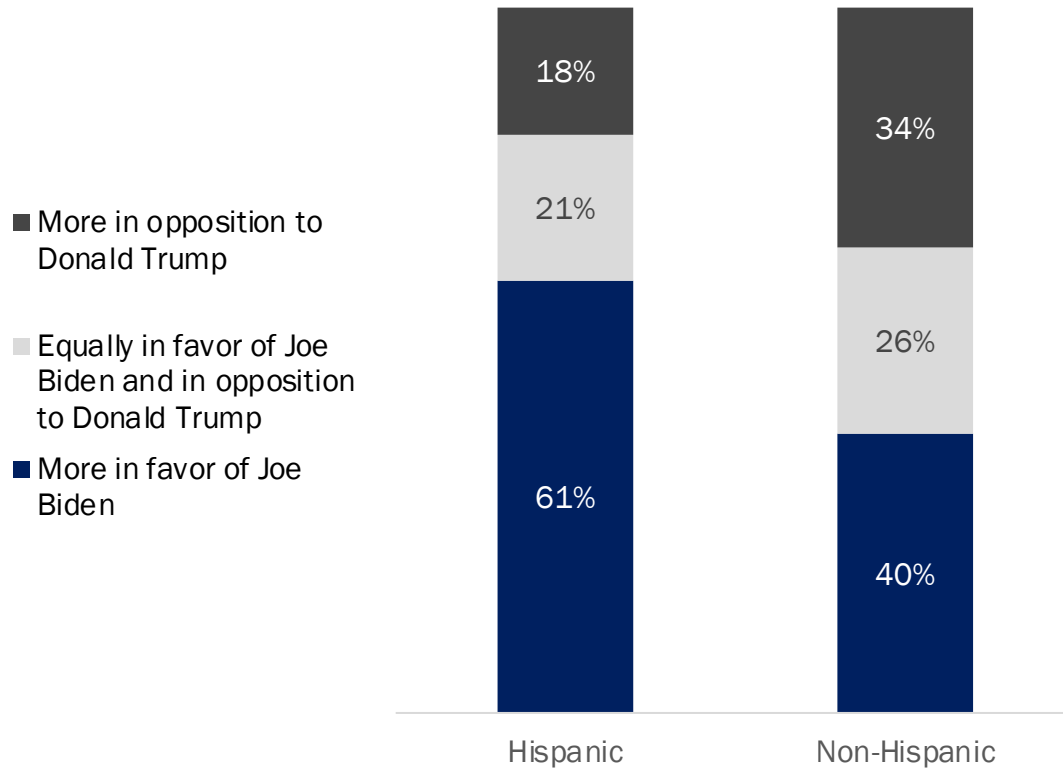
Presidential Matchup



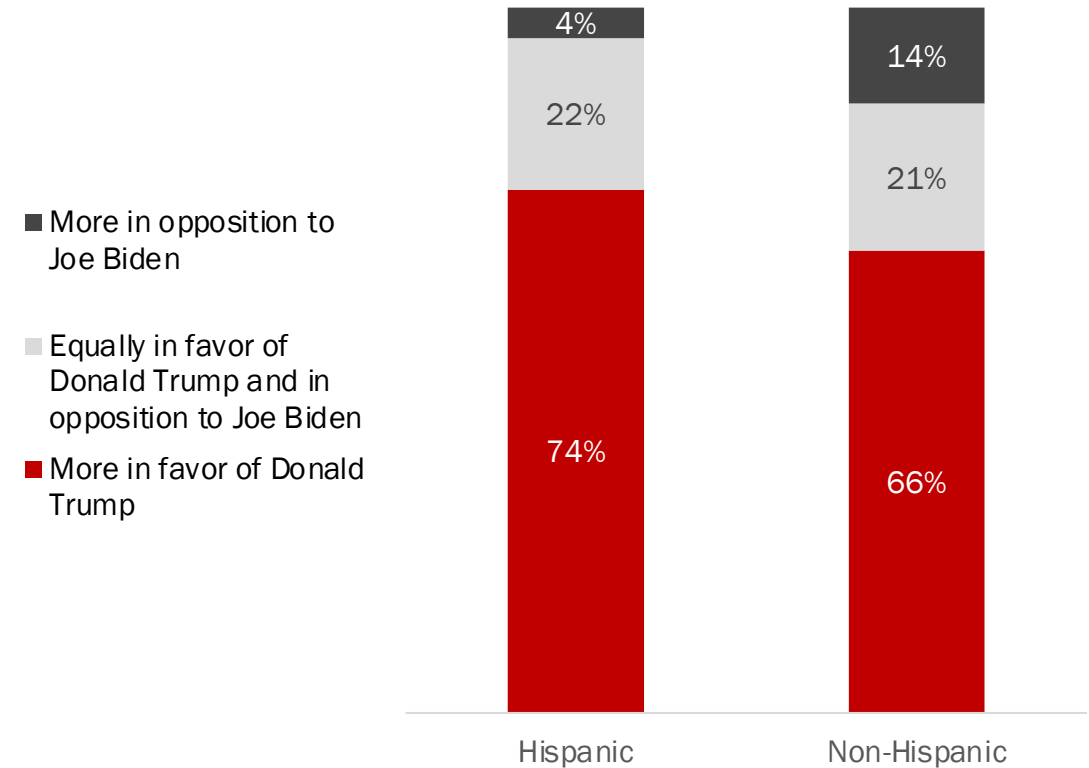
Trump Voters Are More Enthusiastic

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

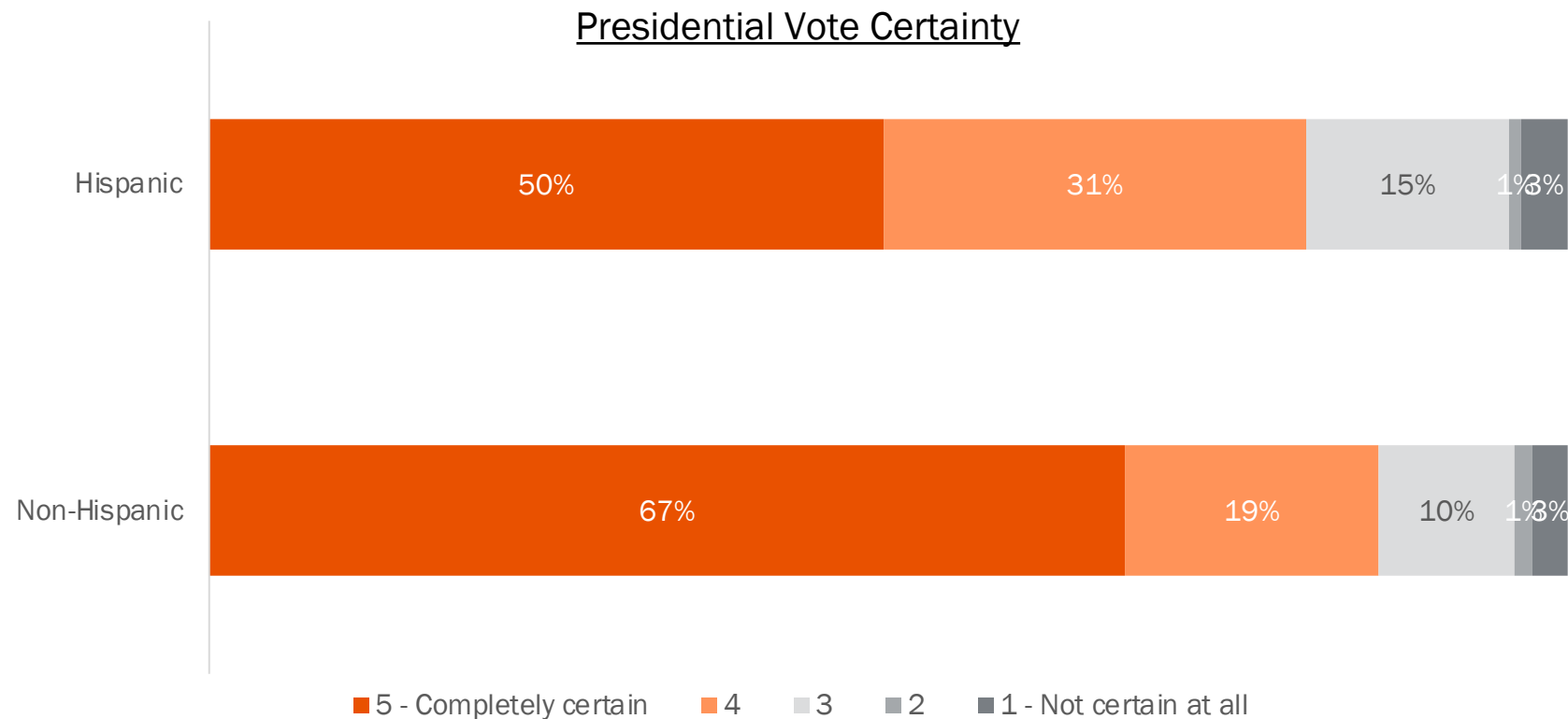


Voting Trump: Favor Trump or Oppose Biden



50% of Hispanics Not Completely Certain about Their Vote for President

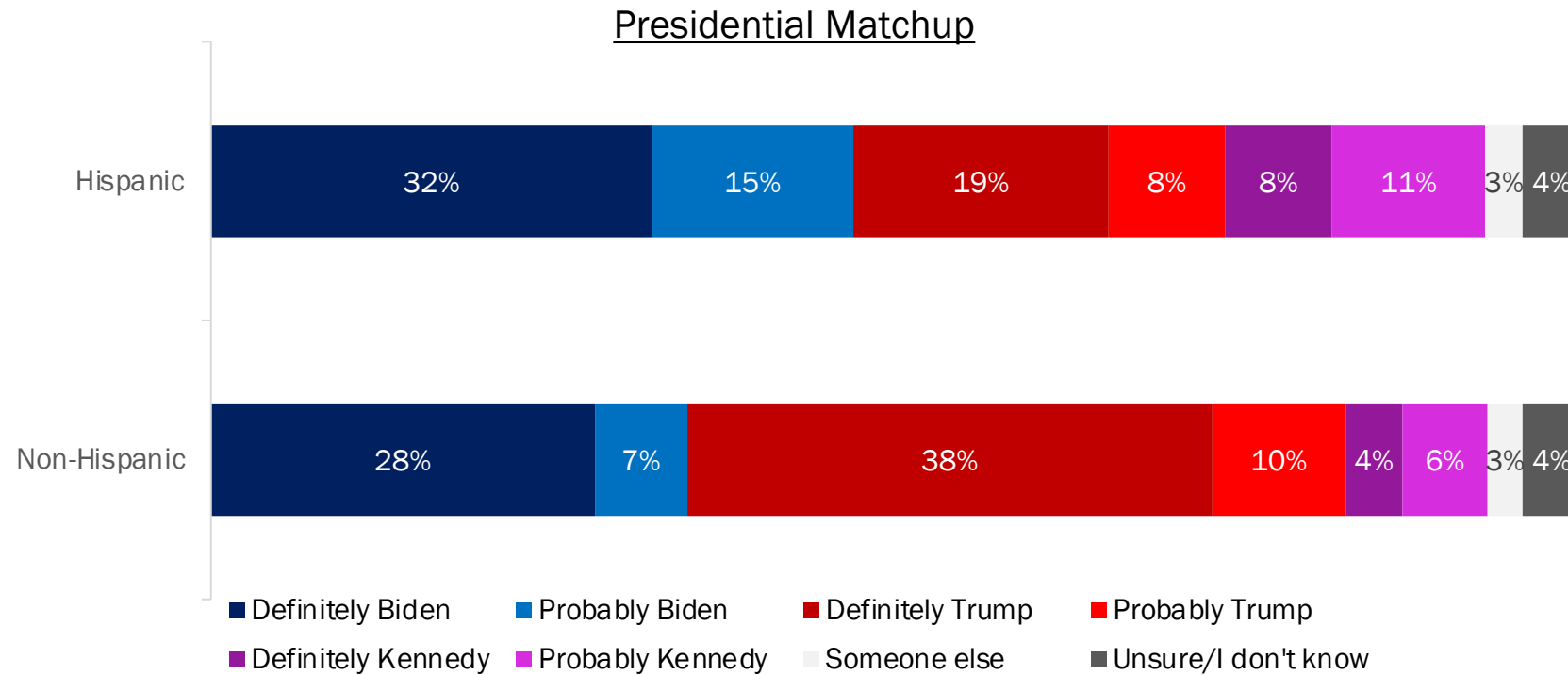
How certain are you that this is the right choice of candidate for you?



Matchup: Biden vs Trump vs Kennedy

- JOE BIDEN LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- KENNEDY HIGHER AMONG HISPANICS THAN NON-HISPANICS
- 38% OF HISPANICS UP FOR GRABS (34% NOT DEFINITE, 4% UNSURE)

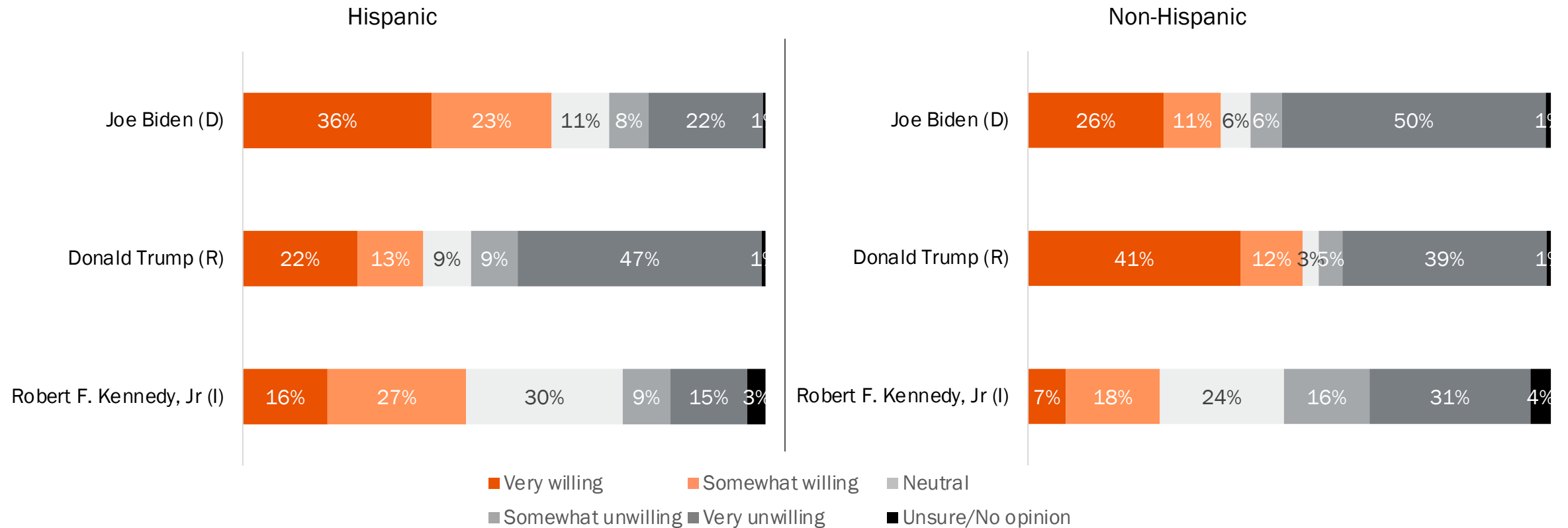
If the election for President were being held today, and the candidates were Joe Biden (D), Robert F. Kennedy, Jr (I), and Donald Trump (R) for whom would you vote?



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.

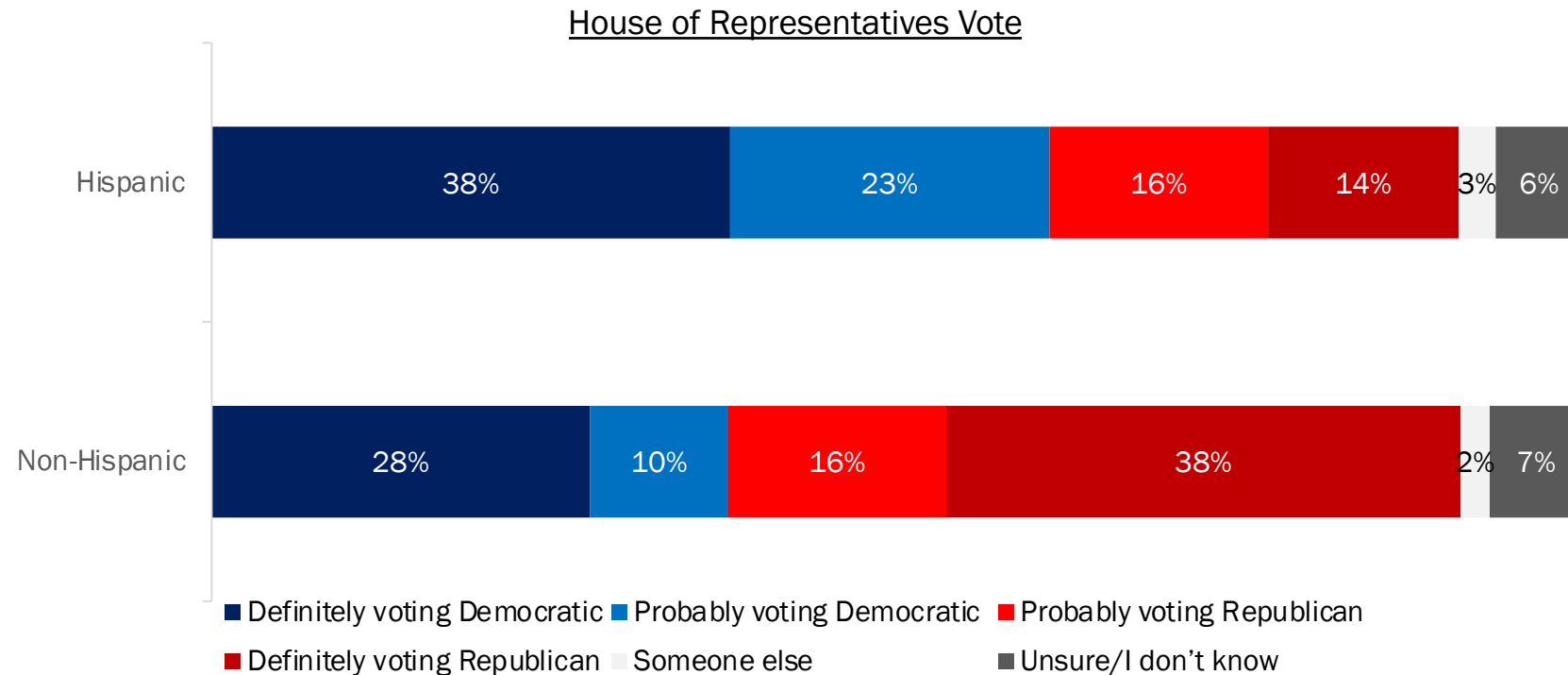
Candidate Vote Willingness



House of Representatives Vote

- DEMOCRATS FAVORED BY HISPANICS, HIGHER THAN NON-HISPANICS
- 45% OF HISPANICS UP FOR GRABS (39% NOT DEFINITE, 6% UNSURE)

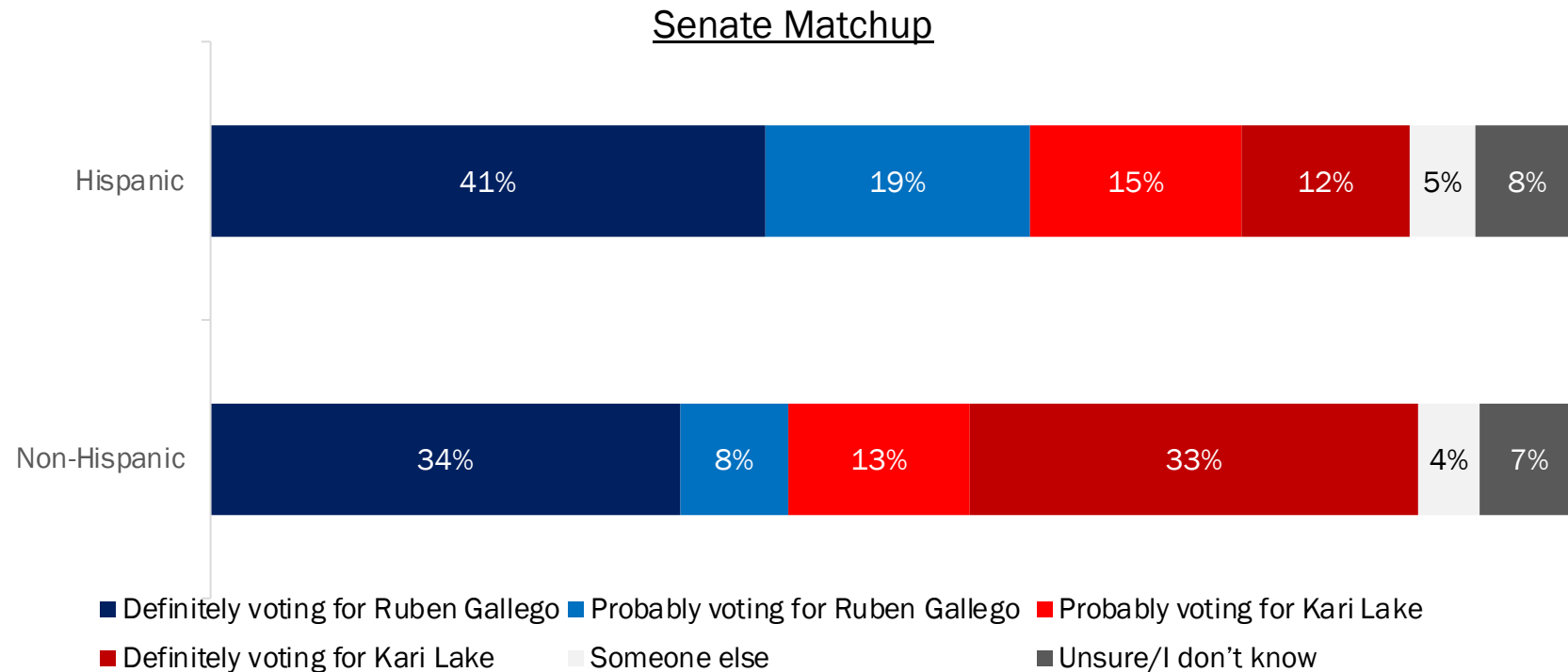
If the election for the United States House of Representatives were held today, which party's candidate would you vote for?



Matchup: Gallego vs Lake

- GALLEGO LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 42% OF HISPANICS UP FOR GRABS (34% NOT DEFINITE, 8% 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?

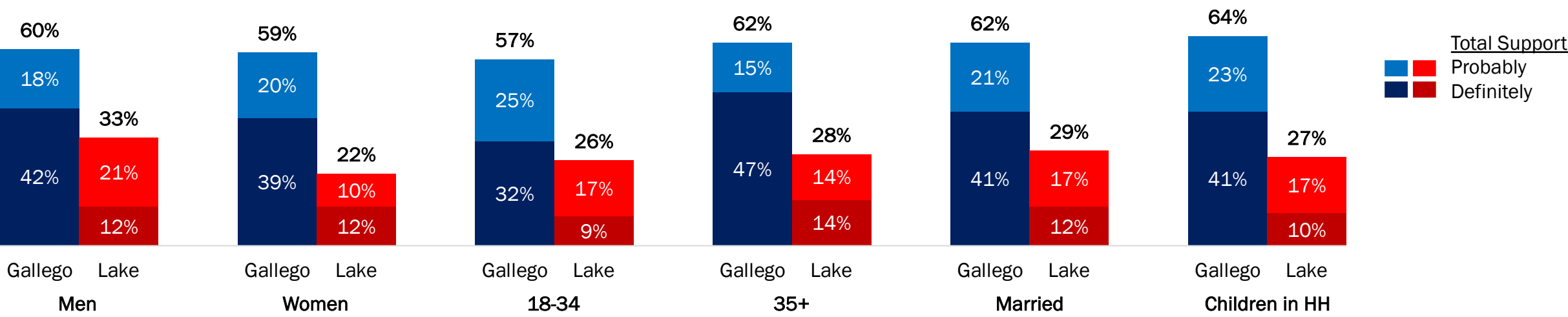


Candidate Support among Hispanics

- 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?

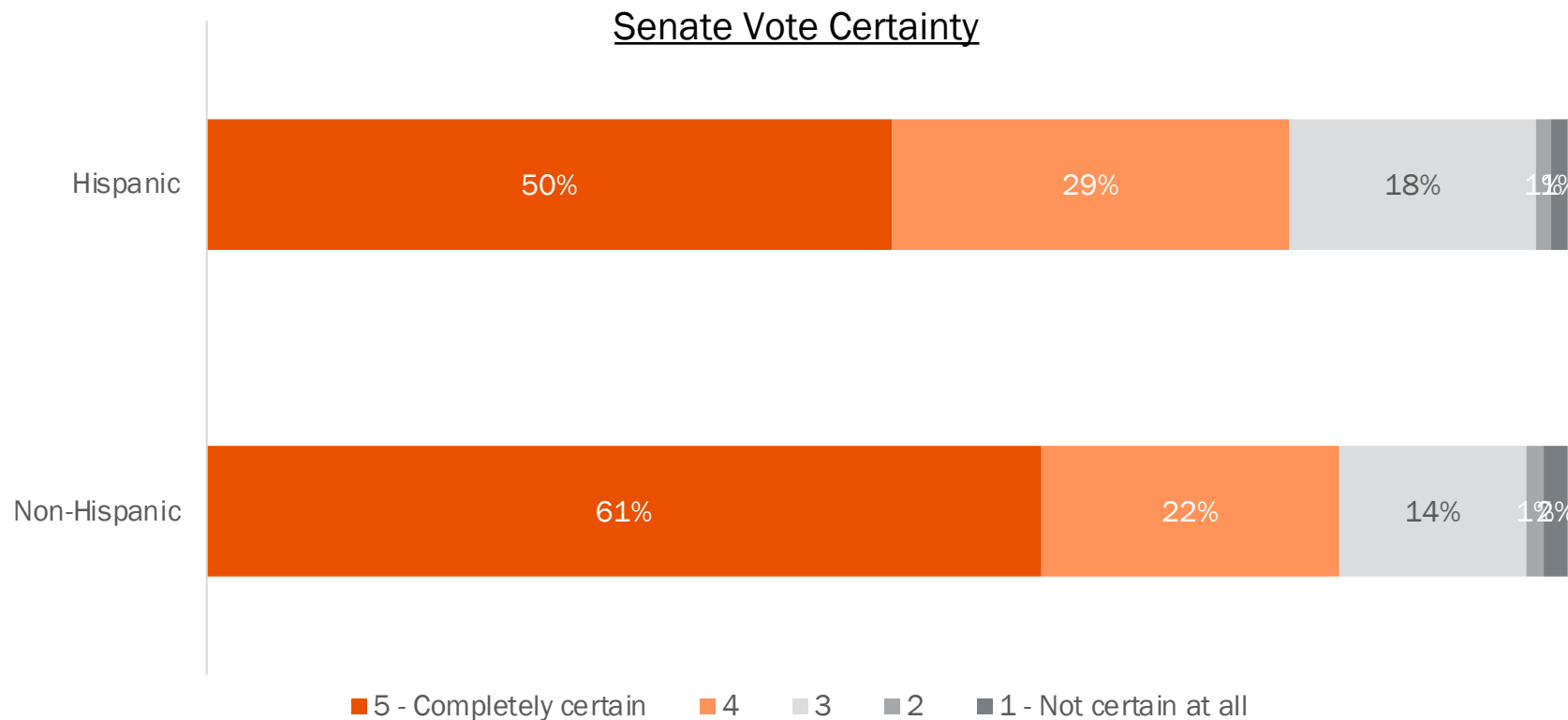
Senate Matchup



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

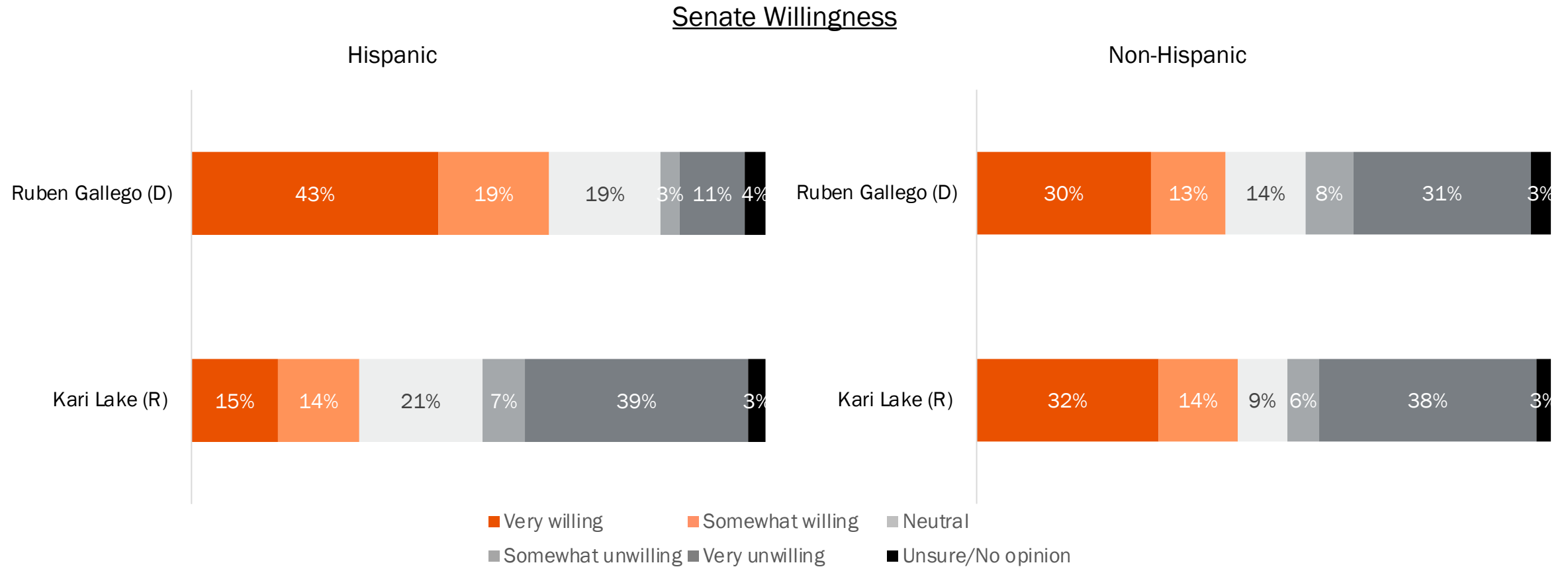
50% of Hispanics Not Completely Certain about Their Vote for Senator

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



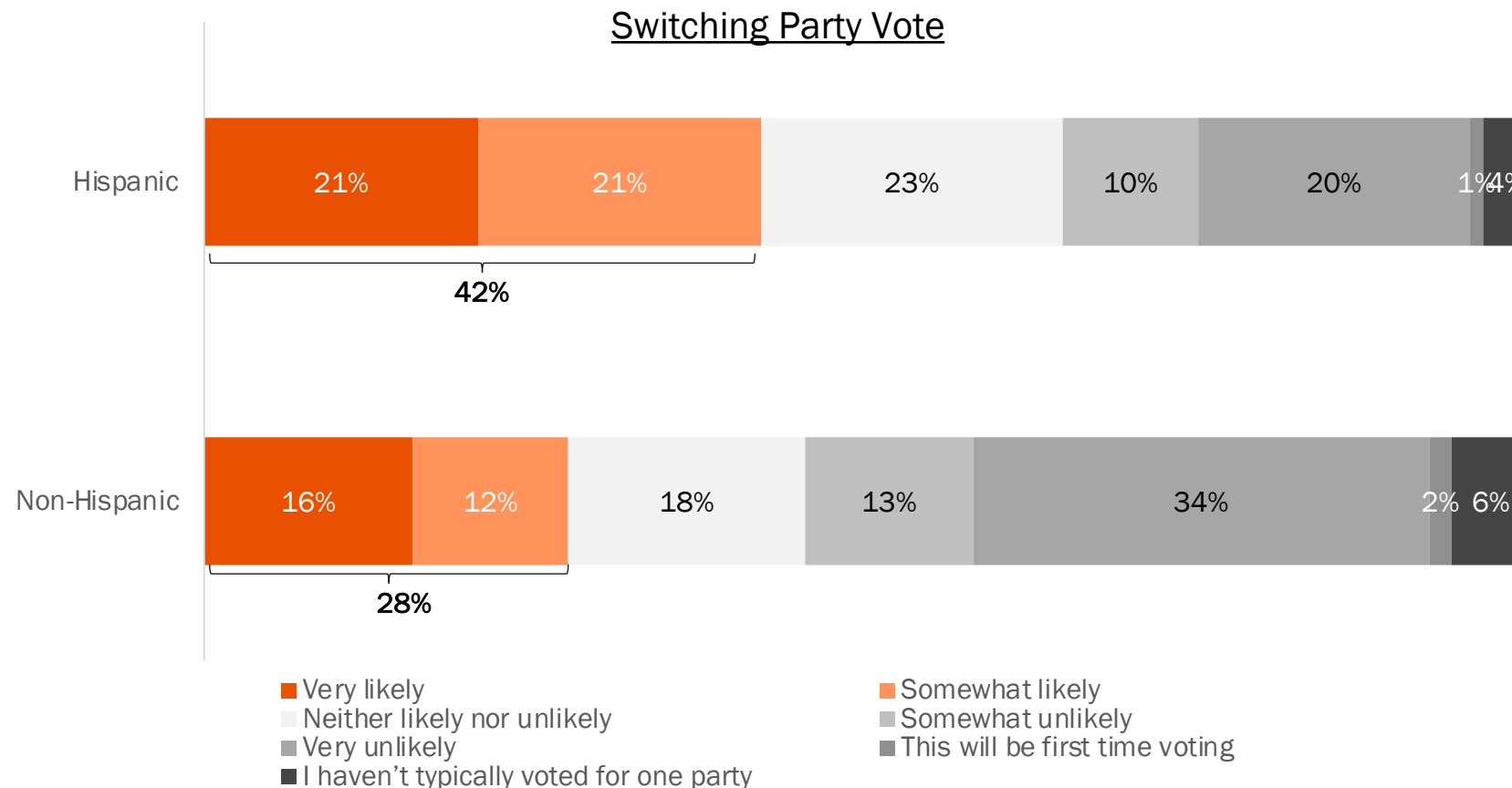
Willingness to Vote for Candidates in General Election

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



Hispanics More Likely than Non-Hispanics to be Crossover Voters This Election (42% vs 28%)

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?



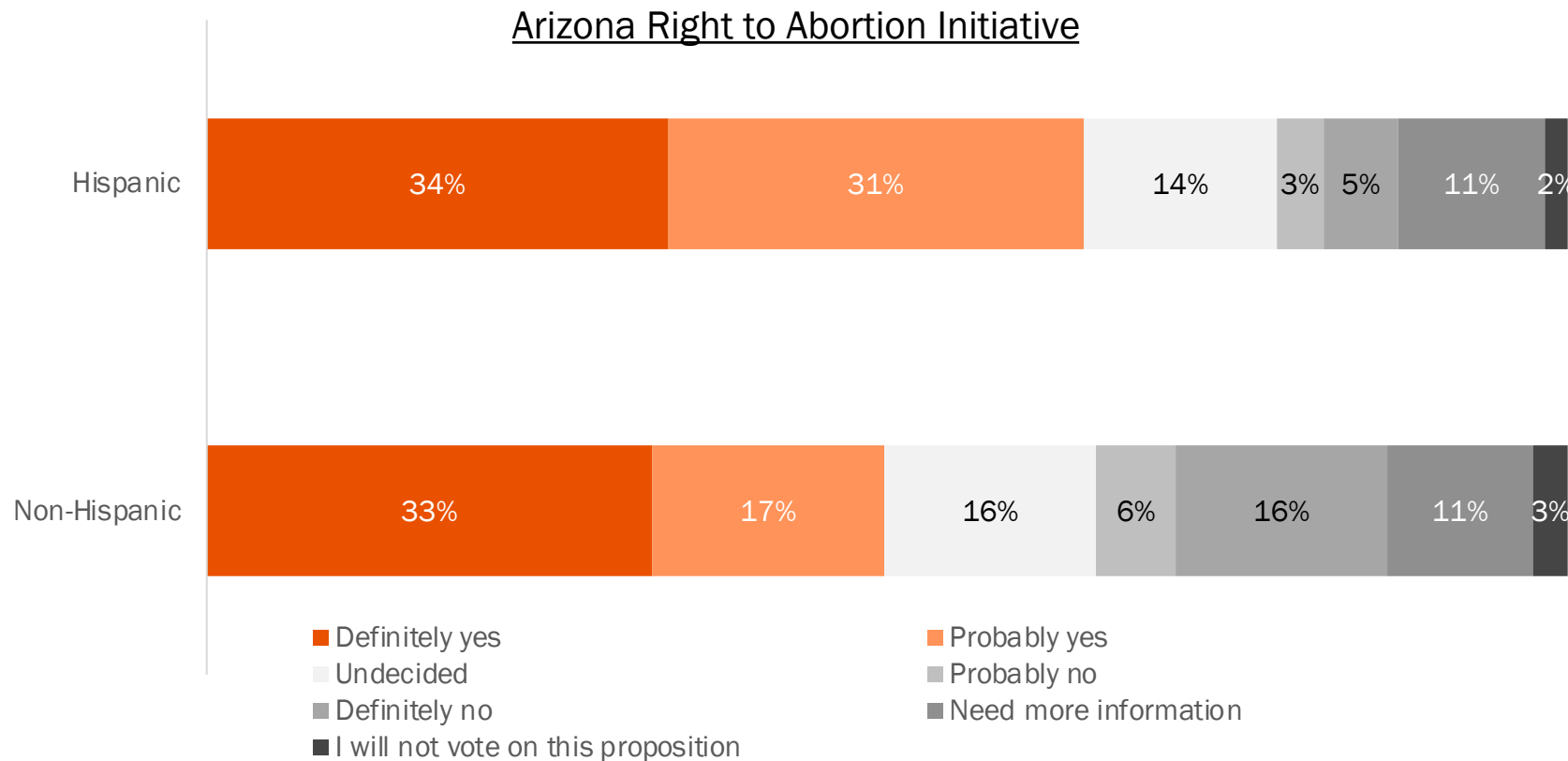
Among likely voters 18+

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

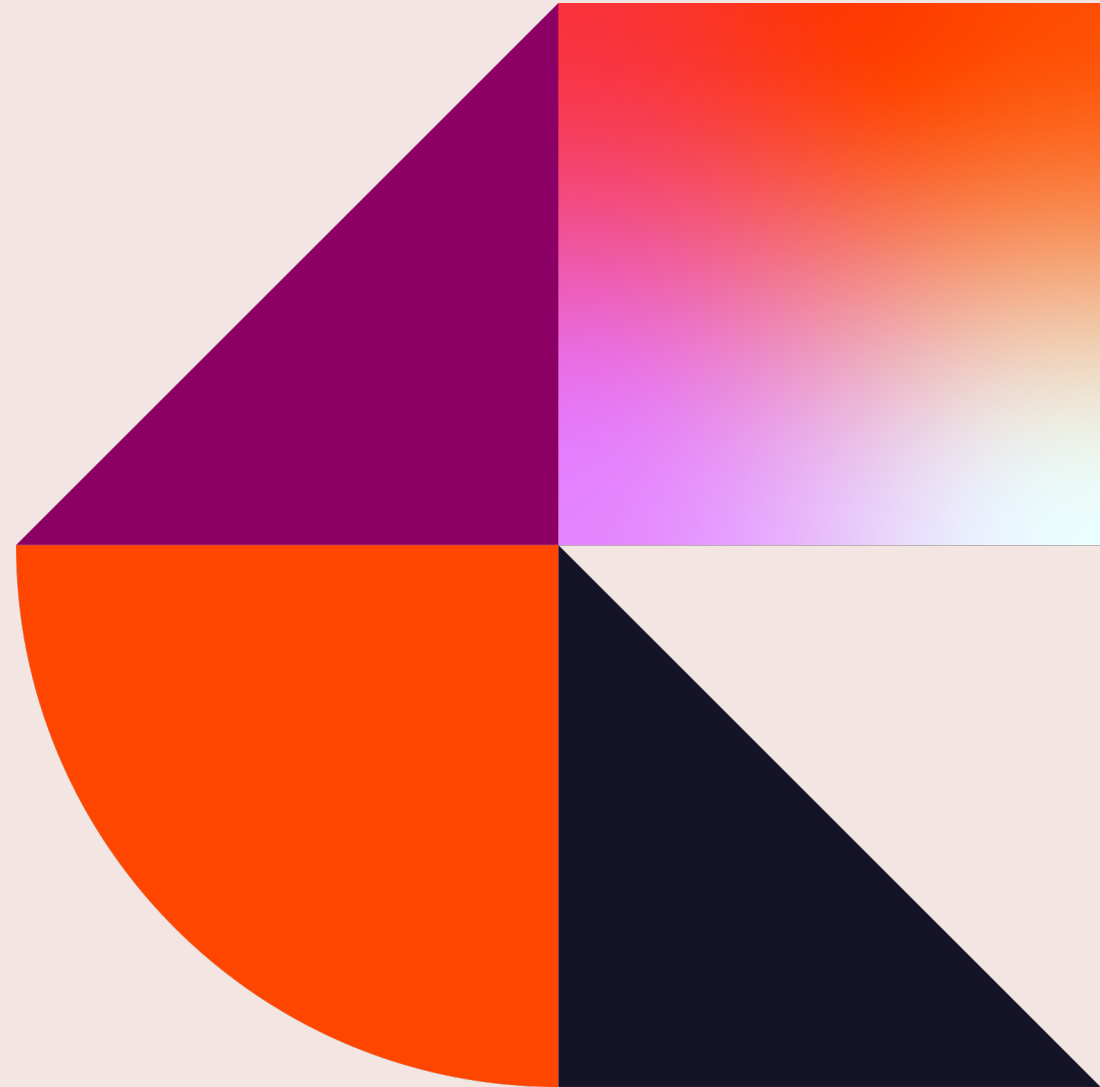
Arizona Right to Abortion Initiative

- AFTER READING A SUMMARY OF THE ARIZONA RIGHT TO ABORTION INITIATIVE, 1 IN 3 RESPONDENTS WOULD DEFINITELY VOTE YES

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

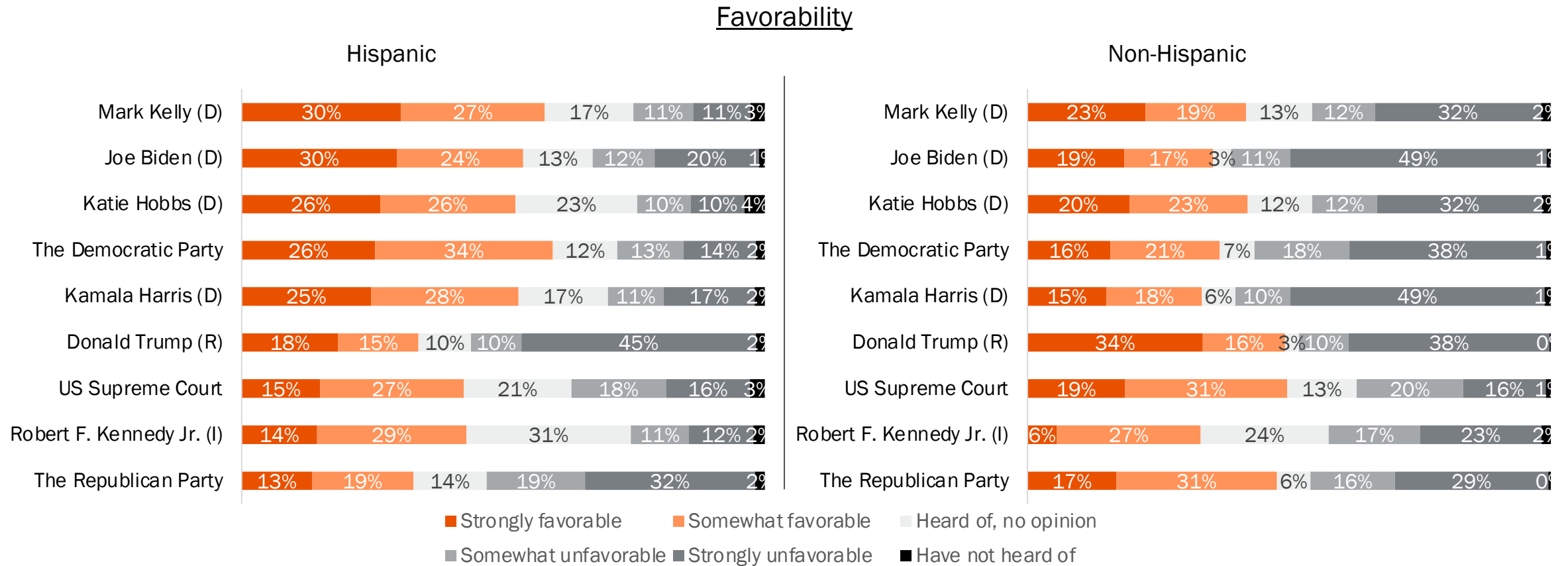


Favorability & Job Approval



Favorability

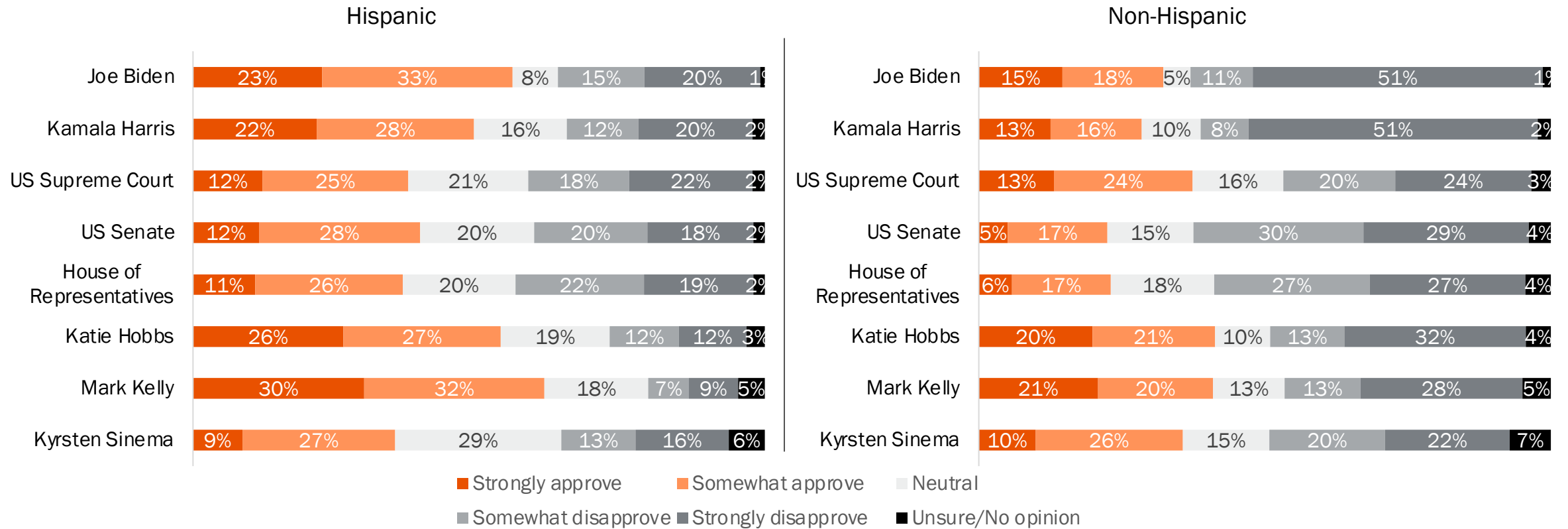
For each individual or institution listed below, please indicate if you have a favorable or unfavorable opinion of them.



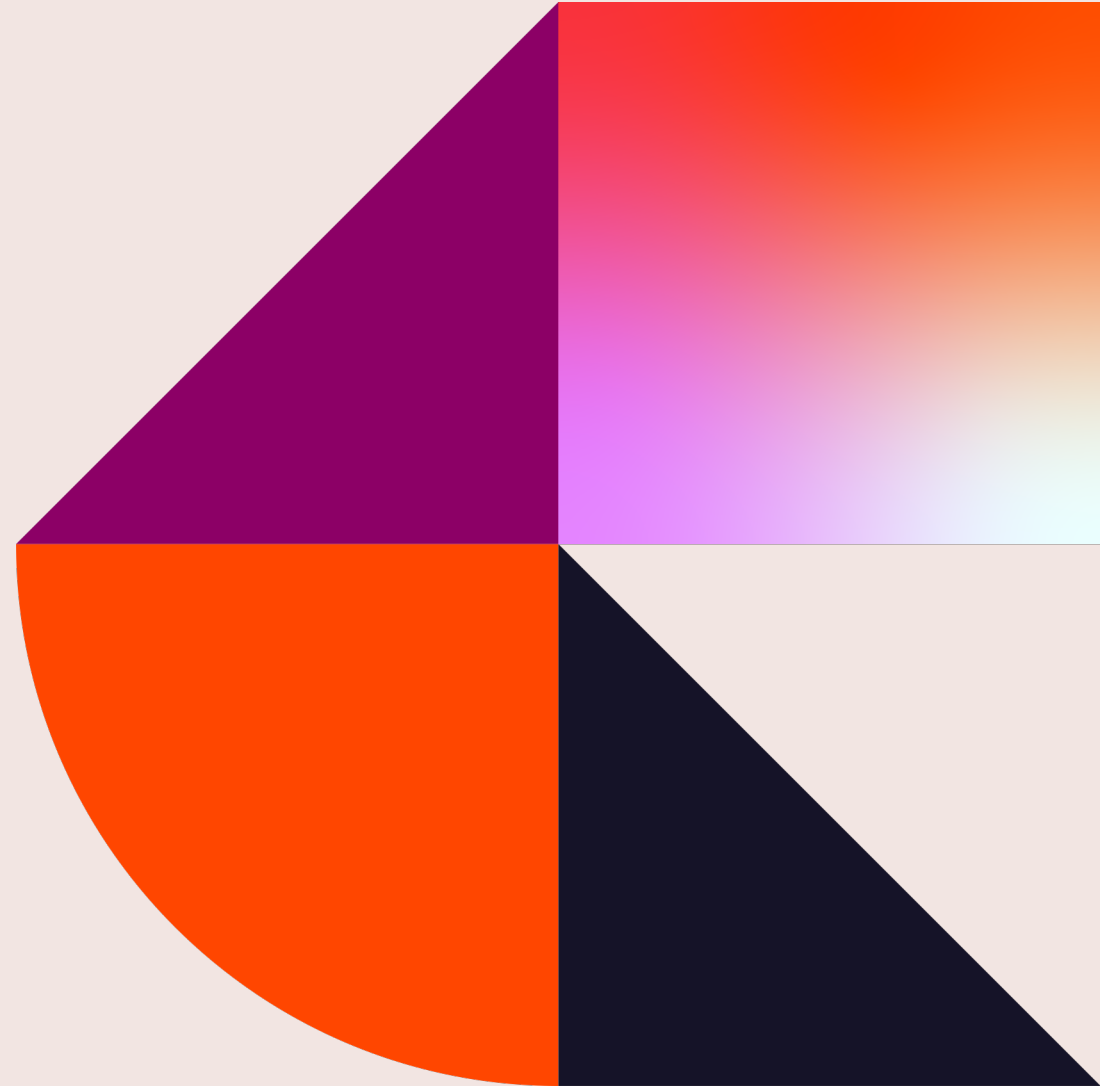
Job Approval

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

Job Approval



The Issues



Cost of Living, Inflation, Top Issues for All Voters

- AFFORDABLE HOUSING, EDUCATION 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	71%	74%	Opioids / drug abuse	41%	37%
Inflation	66%	71%	Gun rights / 2nd amendment	40%	42%
Affordable housing	62%	49%	Infrastructure, such as roads and public transportation	39%	36%
Economy / jobs	60%	62%	Border security	39%	61%
Healthcare	59%	55%	Defense / military	38%	48%
Education	59%	40%	Energy policy	36%	34%
Social security / Medicare	54%	61%	Strengthening law enforcement	34%	44%
Crime and public safety	51%	53%	Race relations	32%	20%
Abortion	50%	42%	Foreign policy	32%	32%
Gun control	49%	34%	Police reform	30%	21%
Climate change	48%	31%	Israel/Hamas War	30%	28%
Entitlements / social services reform (Medicare, welfare, etc.)	48%	44%	LGBTQ rights	29%	16%
Immigration	47%	58%	U.S. relationship with China	29%	33%
Taxes	47%	48%	Russia / Ukraine war	27%	27%
Government spending / deficit	46%	50%	Culture wars	24%	15%

Top Issues by Hispanic Voter Type

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

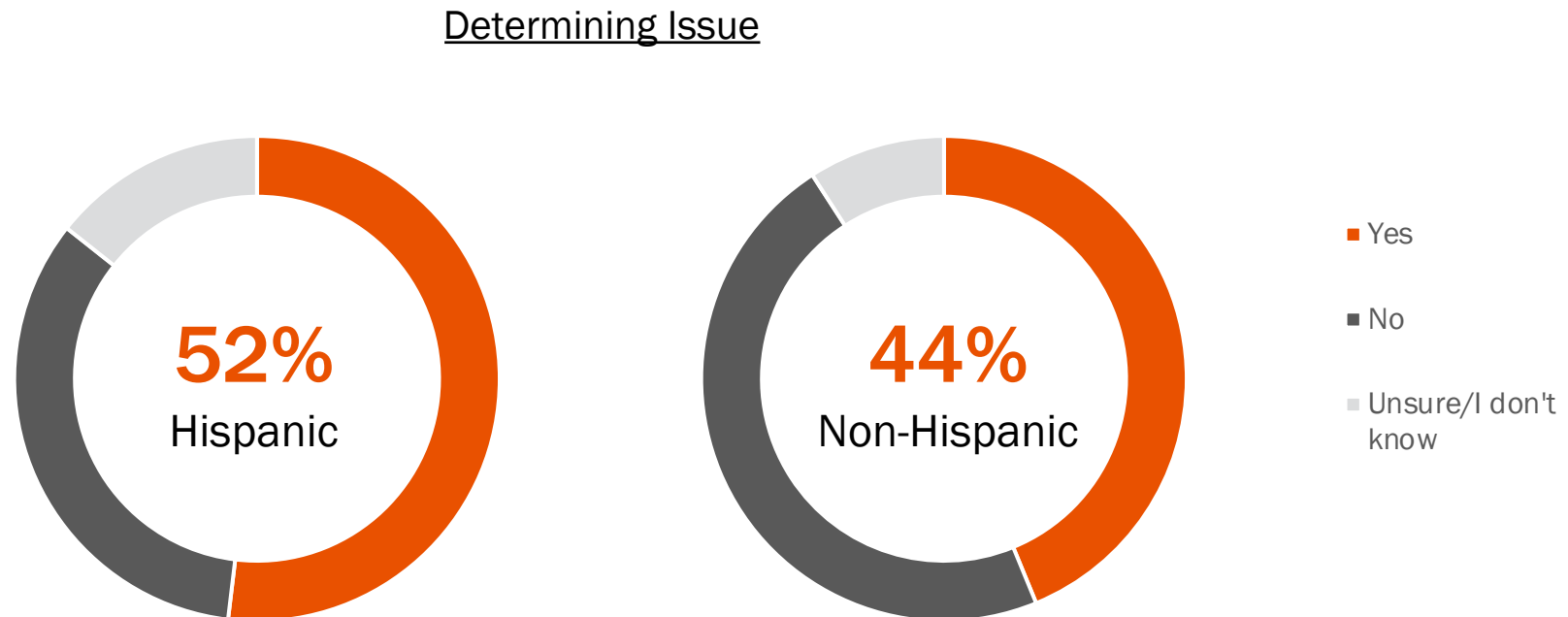
Top 10 Issues Among Definitely <u>Biden</u> Voters	% Hispanic Top Box
Cost of living	74%
Affordable housing	73%
Healthcare	73%
Inflation	69%
Social security / Medicare	69%
Education	68%
Climate change	66%
Economy / jobs	65%
Abortion	62%
Gun control	61%

Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	66%
Inflation	58%
Affordable housing	56%
Economy / jobs	54%
Education	53%
Healthcare	49%
Crime and public safety	43%
Taxes	43%
Gun control	42%
Abortion	42%

Top 10 Issues Among Definitely <u>Trump</u> Voters	% Hispanic Top Box
Inflation	79%
Cost of living	77%
Crime and public safety	74%
Economy / jobs	64%
Gun rights / 2nd amendment	64%
Border security	64%
Defense / military	63%
Government spending / deficit	62%
Immigration	62%
Affordable housing	57%

52% 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?



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	20%	19%
Inflation	10%	9%
Cost of living	8%	7%
Immigration	7%	20%
Economy / jobs	7%	4%
Affordable housing	5%	2%
Border security	4%	11%
Healthcare	4%	1%
Social security / Medicare	3%	5%
Government spending / deficit	3%	1%

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%	23%	41%	40%
Entitlements Reform	55%	23%	39%	40%
Abortion	54%	23%	42%	37%
Social Security	53%	21%	39%	41%
Climate Change	53%	20%	41%	34%
Cost of Living	52%	26%	35%	50%
Energy policy	51%	23%	37%	42%
Economy / jobs	51%	28%	35%	49%
Immigration	50%	30%	28%	54%

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
Inflation	49%	28%	32%	50%
Crime and public safety	48%	26%	30%	51%
Opioids	47%	23%	31%	41%
Foreign policy	46%	30%	32%	49%
Taxes	46%	27%	34%	48%
National Security	44%	29%	32%	51%
Gov spending	43%	27%	29%	47%
Border Security	43%	30%	28%	56%
Defense	43%	30%	30%	52%

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%	40%	40%
Climate Change	52%	27%	42%	36%
Healthcare	51%	29%	40%	44%
Social Security	50%	29%	40%	44%
Entitlements Reform	50%	28%	39%	44%
Energy policy	47%	29%	37%	46%
Crime and public safety	47%	33%	31%	54%
Cost of Living	45%	33%	33%	53%
Foreign policy	44%	31%	33%	51%

Candidate Better Able to Handle Issues

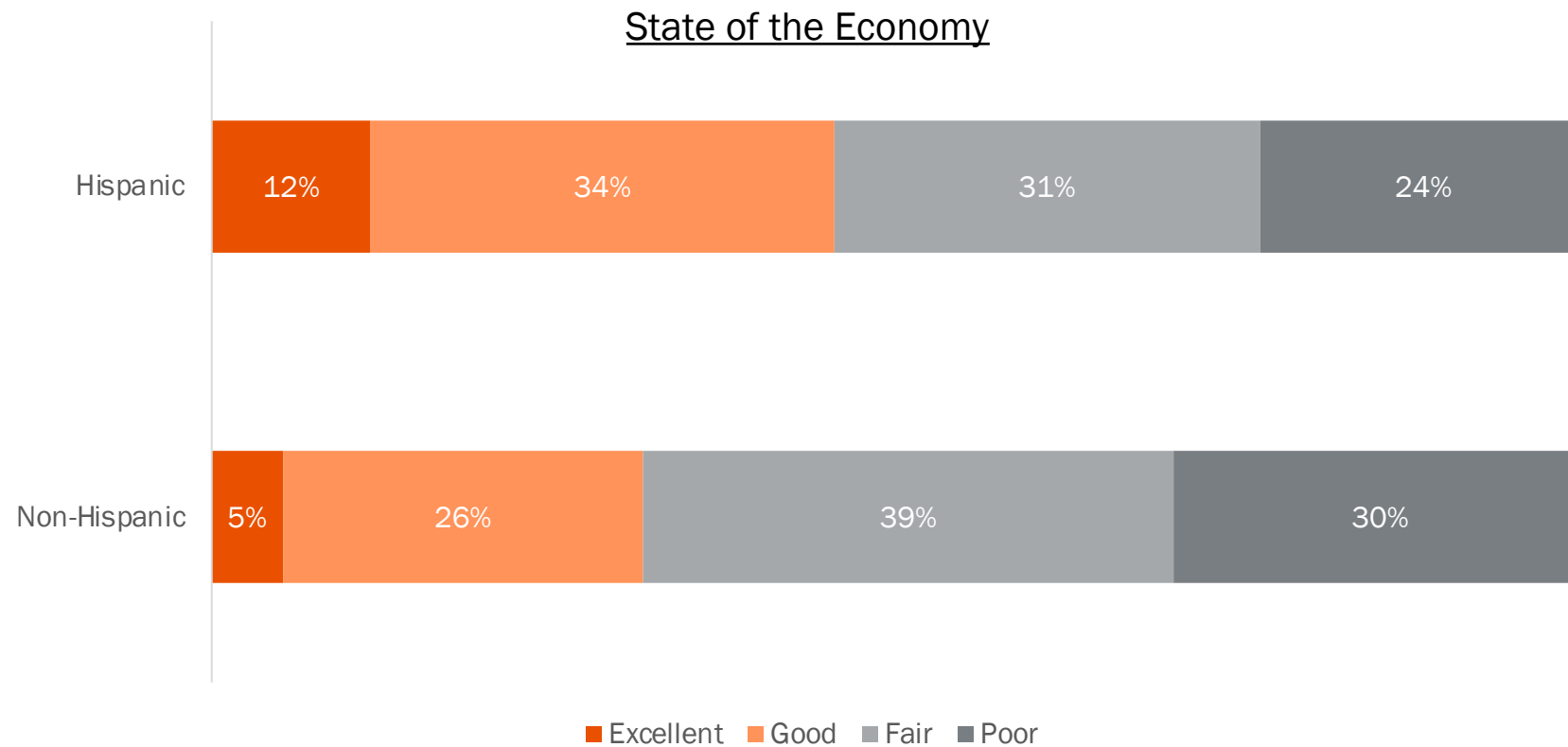
Thinking again about the issues, which candidate do you think would do a better job of handling each of the following issues, Joe Biden or Donald Trump?

	Hispanic		Non-Hispanic	
	Biden Top2Box	Trump Top2Box	Biden Top2Box	Trump Top2Box
Inflation	44%	36%	31%	55%
Taxes	44%	35%	34%	52%
Economy / jobs	44%	38%	35%	53%
Immigration	43%	37%	29%	58%
Opioids	43%	29%	31%	44%
National Security	43%	36%	32%	56%
Gov spending	42%	33%	29%	52%
Border Security	39%	42%	27%	61%
Defense	39%	38%	31%	56%

ECONOMY

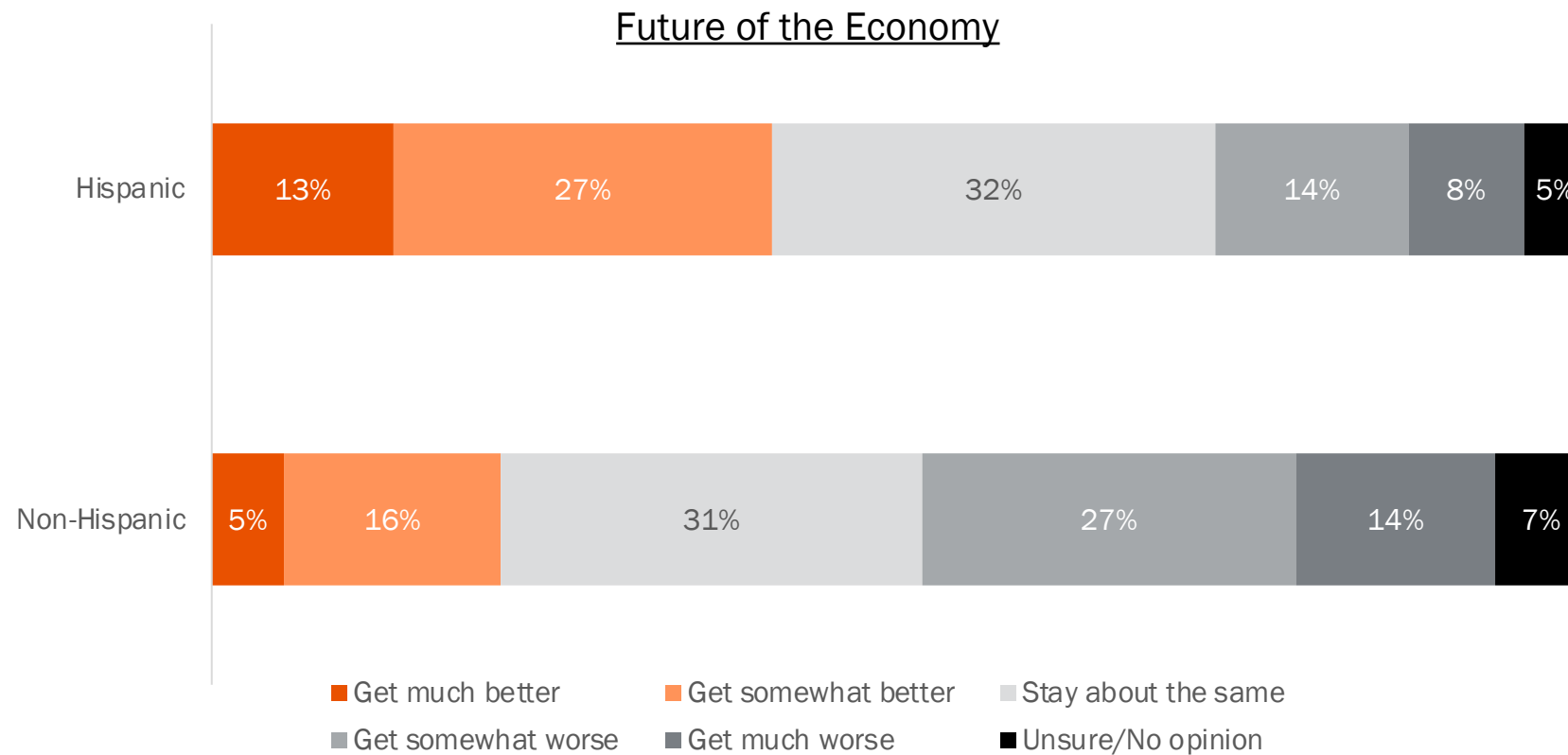
55% of Hispanics Rate the Economy in Their State Right Now as Fair or Poor

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



22% 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%	85%	6%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	72%	8%	69%	6%
Inflation is putting a significant strain on my budget	69%	13%	79%	10%
The price of gas is putting a strain on my finances	69%	14%	72%	15%
I am concerned about the U.S. federal government's spending and deficit	63%	11%	74%	9%
I expect my personal economic situation to get better in the next few years	61%	13%	38%	32%
I have taken, or am considering taking, a second job in order to maintain my standard of living	55%	26%	38%	42%
My personal economic situation has become worse in the last year	54%	25%	60%	23%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	54%	26%	38%	41%
I feel that jobs are getting easier to find	42%	37%	26%	44%
Home ownership is still within reach for most people	38%	43%	20%	66%

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 April 2024

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	83%	4%	83%	3%
Drug abuse is a serious public health issue in the United States	80%	6%	84%	5%
I am generally satisfied with my healthcare coverage	60%	16%	64%	18%
Medicaid and Medicare are working well now	47%	23%	43%	29%
The cost of my health care and insurance is reasonable	43%	30%	41%	38%
The cost of prescription drugs is a financial problem for me	42%	30%	38%	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 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	64%	9%	58%	15%
Abortion laws should be created by state governments, not by the federal government	42%	24%	49%	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	25%	28%
Abortion should be legal at any time during pregnancy	15%	19%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	14%	13%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	11%	7%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	10%	4%
Abortion should be illegal in all cases	10%	11%
Abortion should be legal only in the first 15 weeks of pregnancy	8%	9%
Other	1%	2%
Unsure/I don't know	6%	6%

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	82%	7%	90%	3%
Crime is a growing problem in the United States	70%	13%	82%	6%
Homelessness is a serious problem in my neighborhood	64%	16%	50%	32%
Police departments in the United States are understaffed	59%	16%	73%	7%
I support second amendment gun rights	59%	19%	66%	17%
I believe that stricter gun control laws would reduce crime	57%	26%	38%	46%
Crime is a growing problem where I live	56%	18%	52%	26%

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 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	53%	22%	53%	19%
Government authorities have become too lenient on criminals	50%	20%	67%	14%
I feel less safe in my everyday life than I did a year ago	50%	25%	47%	28%
My Police Department is understaffed	48%	19%	56%	11%
Government authorities are doing a good job protecting businesses near where I live and shop	44%	22%	40%	22%
Government authorities are doing a good job combating crime in my neighborhood	43%	26%	39%	28%
My local government should significantly reduce the resources and budgets for police	32%	39%	18%	67%

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 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	70%	14%	49%	34%
All migrants who want to enter the United States should be fully vetted first	63%	10%	79%	7%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	62%	18%	76%	10%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	61%	19%	77%	11%
There are too many undocumented immigrants crossing the border into the United States	60%	16%	79%	8%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	57%	15%	75%	11%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	56%	17%	77%	9%
There are too many undocumented migrants coming to my state	56%	20%	72%	10%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	54%	17%	67%	11%
We should reform immigration laws to give higher priority to people with needed skills and education	54%	16%	53%	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 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	50%	22%	28%	52%
The United States military should be used to secure the southern border	50%	31%	62%	22%
The arrival of migrants has made the affordable housing problem worse	49%	26%	61%	16%
The rules that I have to live by don't seem to apply to migrants	46%	28%	65%	17%
Local law enforcement should be able to detain undocumented migrants	46%	29%	71%	14%
The resettling of all the migrants will, in the long-run, benefit the United States	46%	22%	27%	48%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	46%	29%	24%	60%
The Biden administration is primarily responsible for the situation at the southern border	45%	34%	58%	28%
It feels like migrants are being treated better than most Americans	44%	33%	64%	22%
The U.S. should complete the construction of a wall on the southern border of the U.S.	43%	34%	62%	24%

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 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
Most undocumented migrants who entered the U.S. over the last few years should be deported	42%	31%	64%	18%
I support the way the Biden Administration is managing the southern border	42%	30%	21%	62%
Undocumented migrants have increased crime in my state	41%	34%	59%	19%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	40%	38%	55%	30%
I support the way my state and local officials are handling the migrant issue	38%	28%	24%	46%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	36%	43%	14%	72%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	35%	33%	18%	57%
Undocumented migrants will take jobs away from poorer and working-class Americans	35%	42%	56%	28%

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 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	73%	13%	52%	31%
Climate change is a result of human activity	67%	11%	55%	27%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	56%	23%	35%	46%
Governments should create policies that encourage oil and gas production in the U.S.	55%	17%	63%	16%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	50%	25%	31%	51%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	49%	19%	34%	44%
Government regulation and action on climate change is hurting the economy	42%	25%	49%	24%

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 April 2024

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	62%	14%	49%	34%
The federal government of the United States has become too intrusive in the lives of Americans	57%	11%	67%	16%
The United States Justice Department has become politicized in its prosecutions	53%	16%	61%	17%
The federal government of the United States is too big and powerful	53%	16%	62%	17%
The FBI has become politicized in its investigations	52%	16%	55%	18%
I want the next president to shrink the size of the federal government	45%	21%	53%	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	42%	29%	30%	49%

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 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	67%	11%	52%	21%
China represents the most serious economic and geo-political threat to the United States	59%	11%	66%	11%
I support the Biden Administration's efforts to forgive student loans	59%	22%	33%	54%
The U.S. government should spend less money supporting the war in Ukraine	50%	19%	51%	27%
Iran is the primary destabilizing force in the Middle East	49%	10%	56%	12%
I think that the United States spends too much on defense and the military	47%	30%	29%	51%
The government should ban social media, like Facebook and TikTok, from being used by children	43%	34%	46%	30%
I support the way the Biden Administration is dealing with the Israel-Hamas war	41%	29%	21%	52%
Student loans should not be forgiven and paid for by taxpayers	39%	37%	56%	29%
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	38%	32%	37%	35%
The United State should increase the amount of military aid it sends to Israel	35%	35%	33%	40%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	33%	40%	20%	55%

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 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	69%	11%	75%	7%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	58%	16%	61%	13%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	57%	17%	59%	14%
Social media, like Facebook and TikTok, does more harm than good	46%	29%	54%	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+

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	78%	7%	84%	4%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	66%	10%	58%	19%
More emphasis should be placed on trade schools	64%	11%	72%	5%
College is no longer worth the cost for most students	61%	13%	70%	13%
Parents should have a say in what is taught to their children in public schools	61%	17%	69%	15%
The public schools in my neighborhood are good	53%	19%	48%	21%
The public school system is working well in my state	45%	31%	31%	37%
Public schools where I live are better than they were before the pandemic	36%	26%	18%	34%
Colleges and universities should be allowed to use race in admissions decisions	35%	40%	18%	65%
The federal government's Department of Education should be eliminated	28%	42%	35%	40%

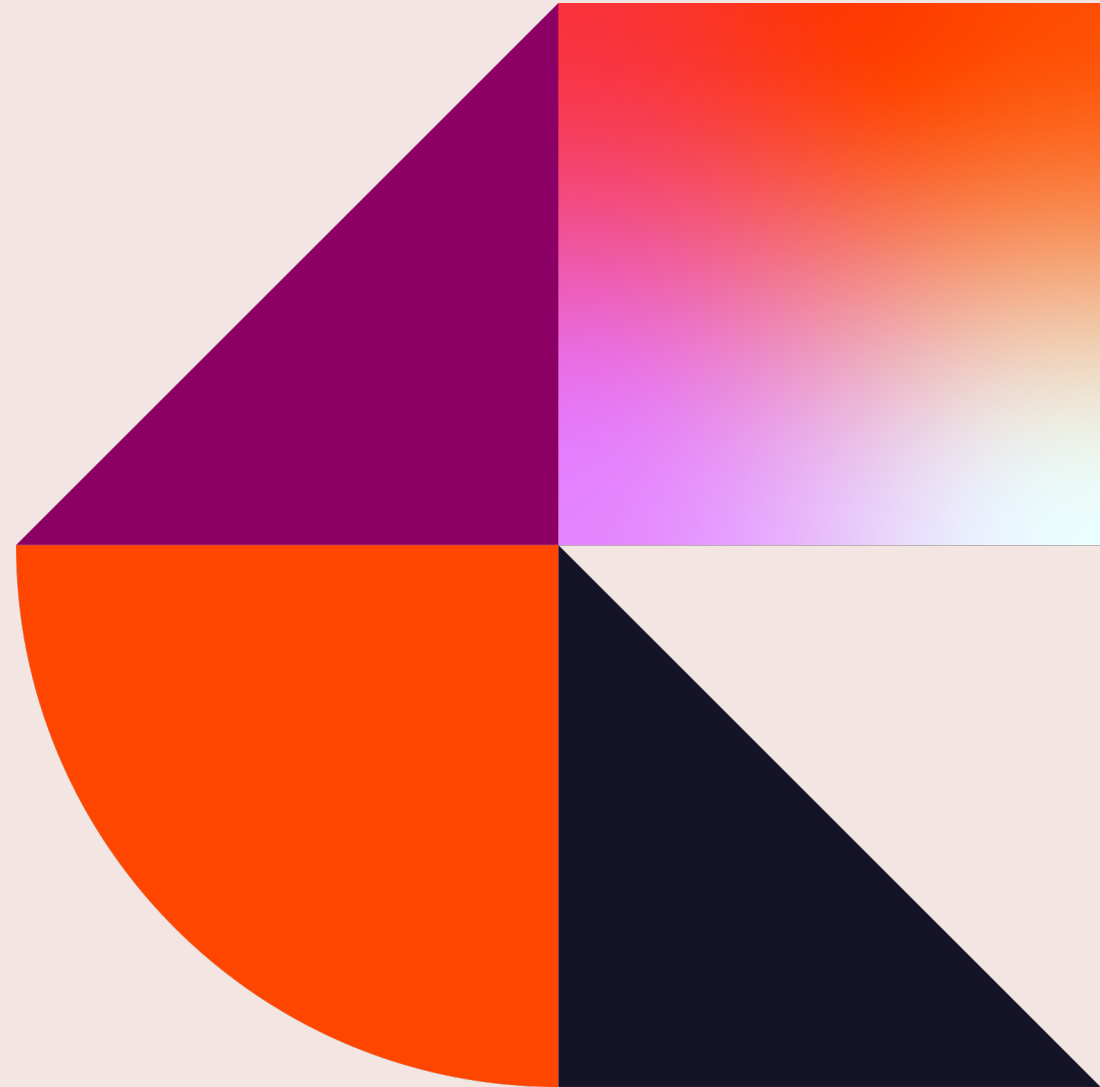
5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

Information Sources & Language Preferences



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

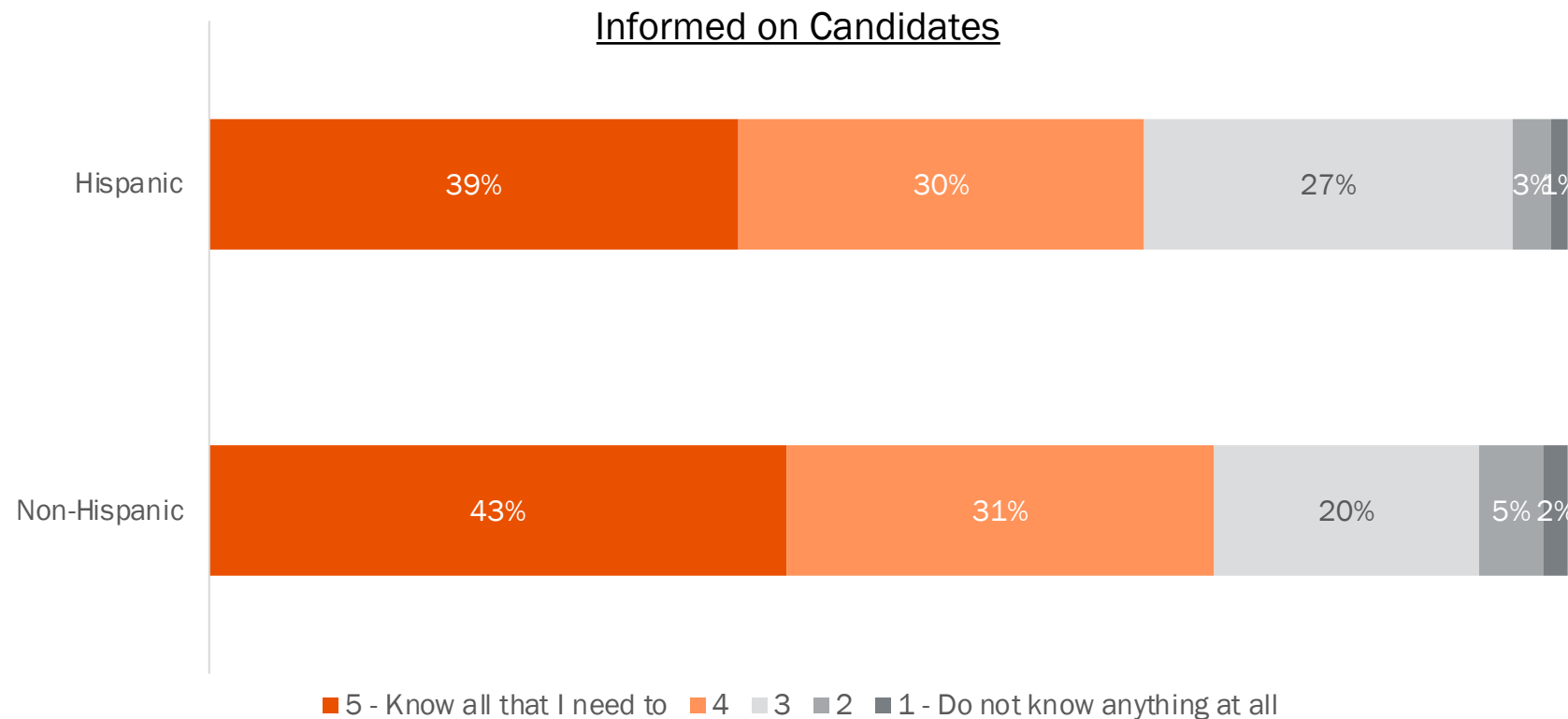
Which of the following sources are you currently using to follow developing political issues? Select all that apply.

Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Local Television	46%	46%	Radio	23%	22%
National Television (like network programs or cable news)	43%	48%	X, formerly known as Twitter	21%	16%
YouTube	43%	30%	Podcasts	21%	20%
Facebook	32%	28%	Debates	12%	16%
TikTok	30%	11%	Snapchat	11%	6%
Newspapers	26%	25%	School	9%	4%
Friends	25%	30%	Magazines	9%	9%
Instagram	25%	13%	Community organization	7%	4%
Family	25%	29%	None of these	5%	6%
Online publications	24%	25%	Religious organization/Church	4%	7%

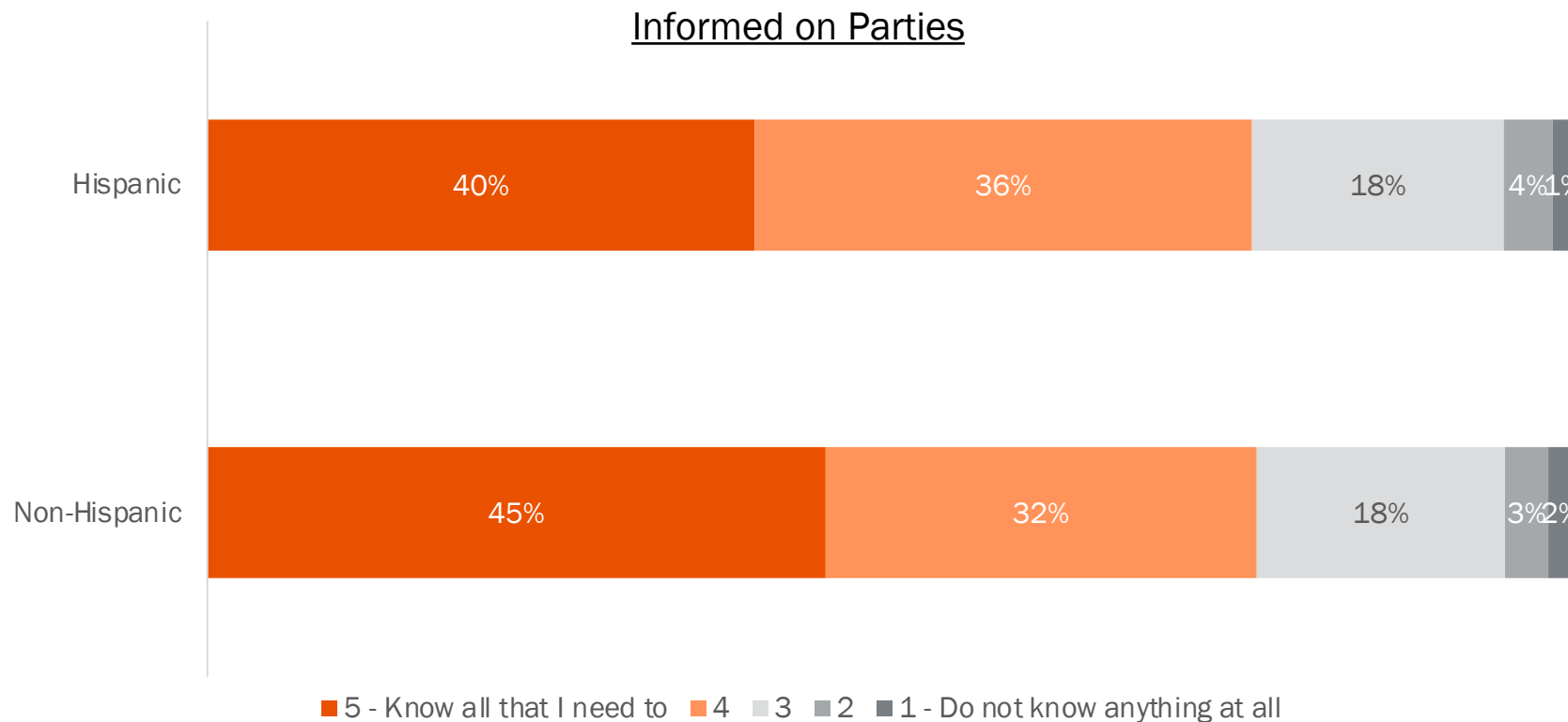
61% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

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?



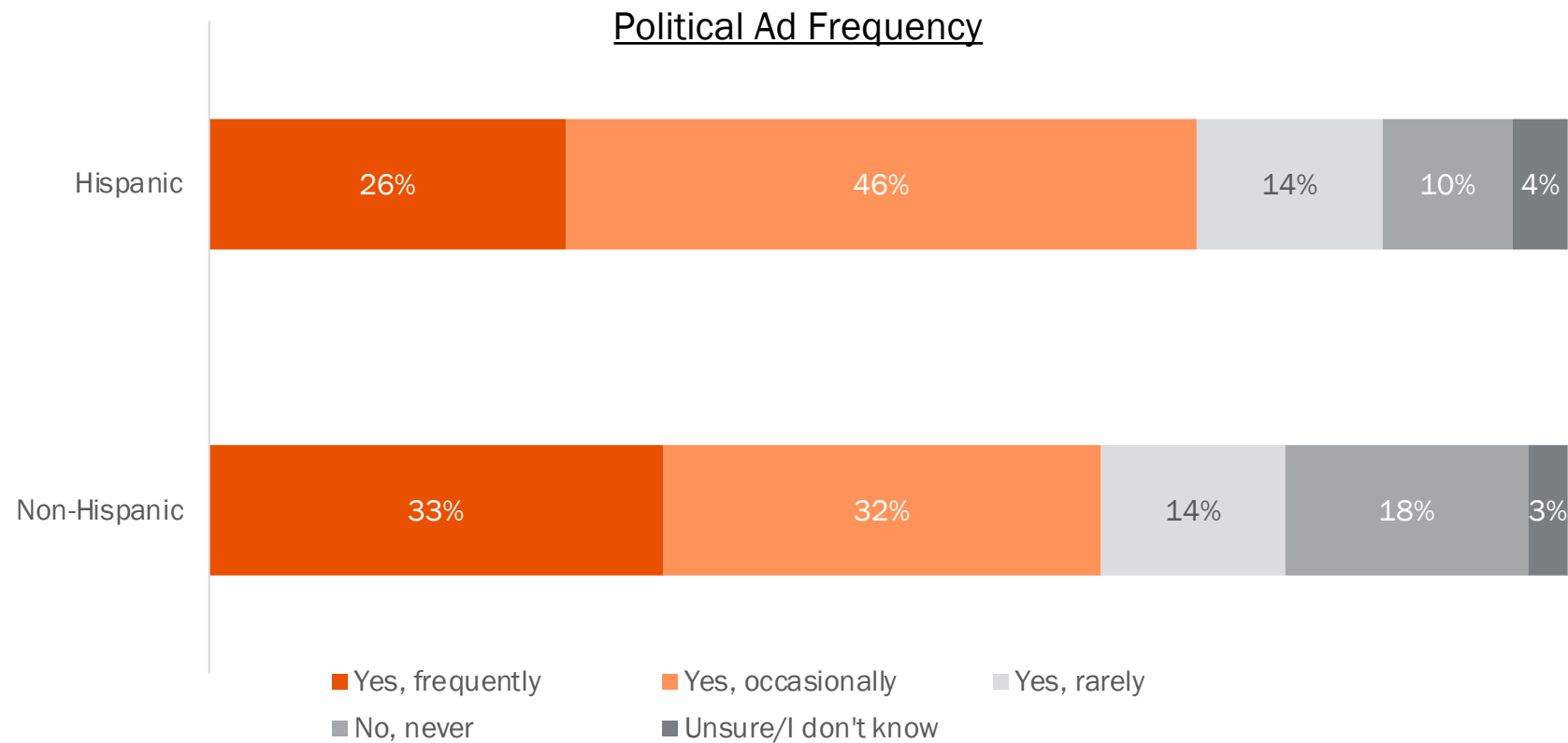
60% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

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?



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?





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

77%

OF HISPANICS AGREE

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

60%

OF HISPANICS AGREE

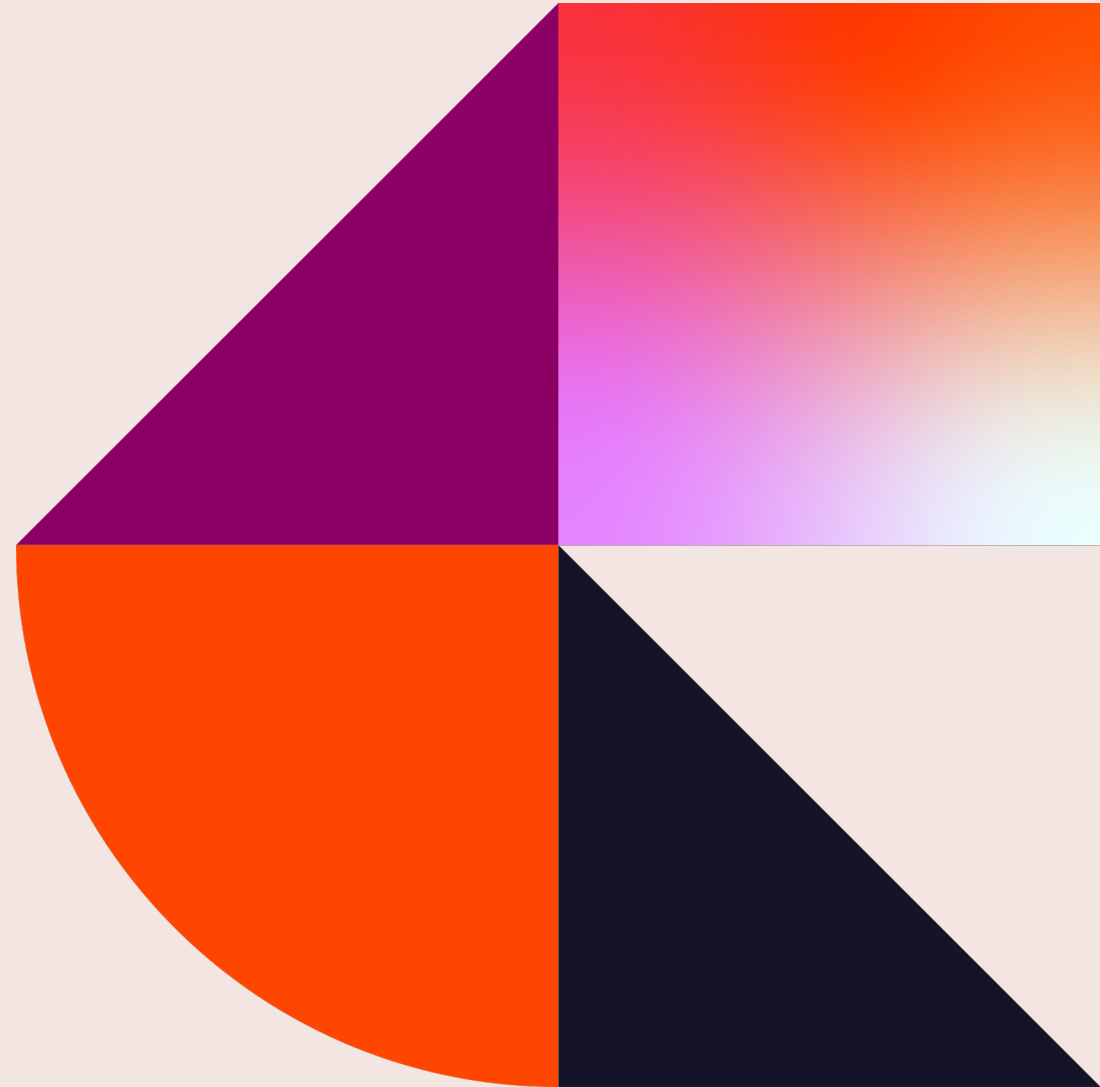
Political parties and candidates who advertise in Spanish are **showing me they want my vote**

59%

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**

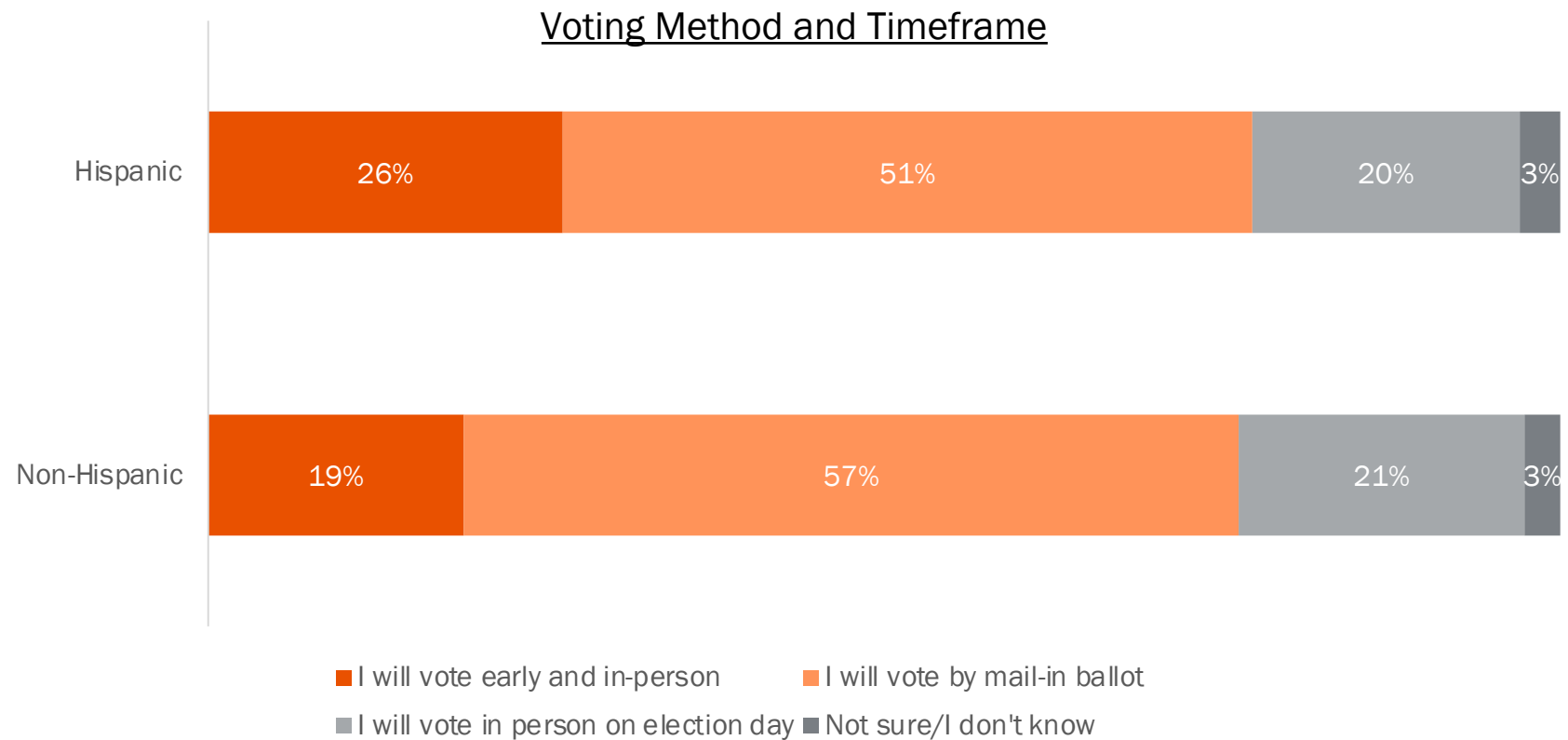
Voting & Campaign Information



Voting Method and Timeframe

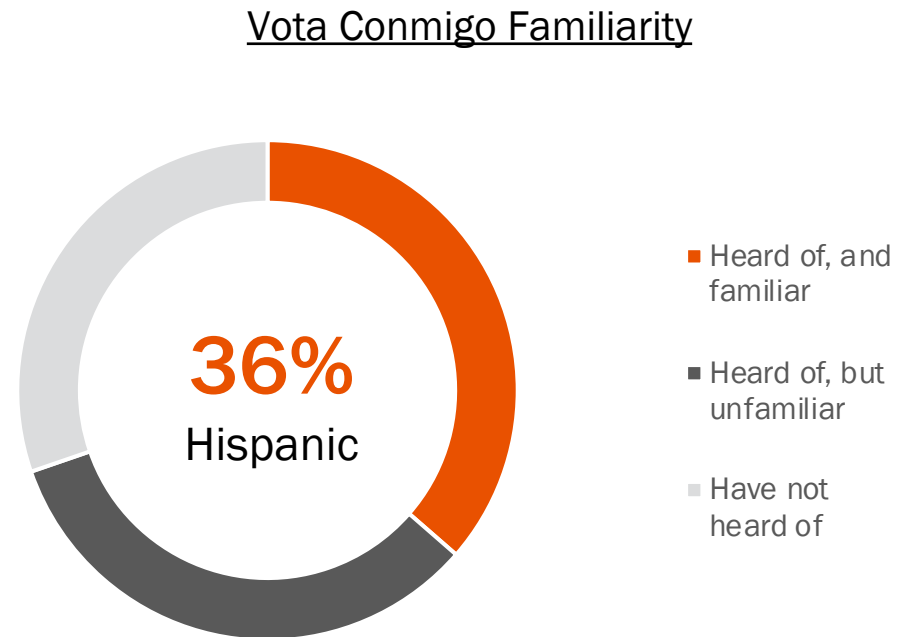
- HISPANICS MORE LIKELY THAN NON-HISPANICS TO VOTE EARLY AND IN PERSON

How do you plan to vote in the General election?



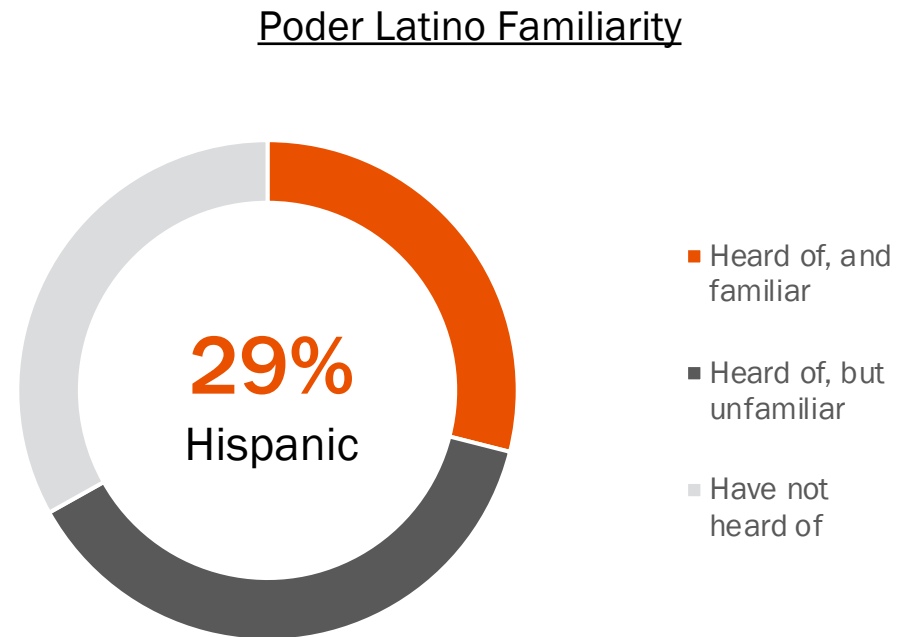
Vota Conmigo Familiarity

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



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	59%	14%	51%	18%
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	39%	39%	15%	67%

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 April 2024

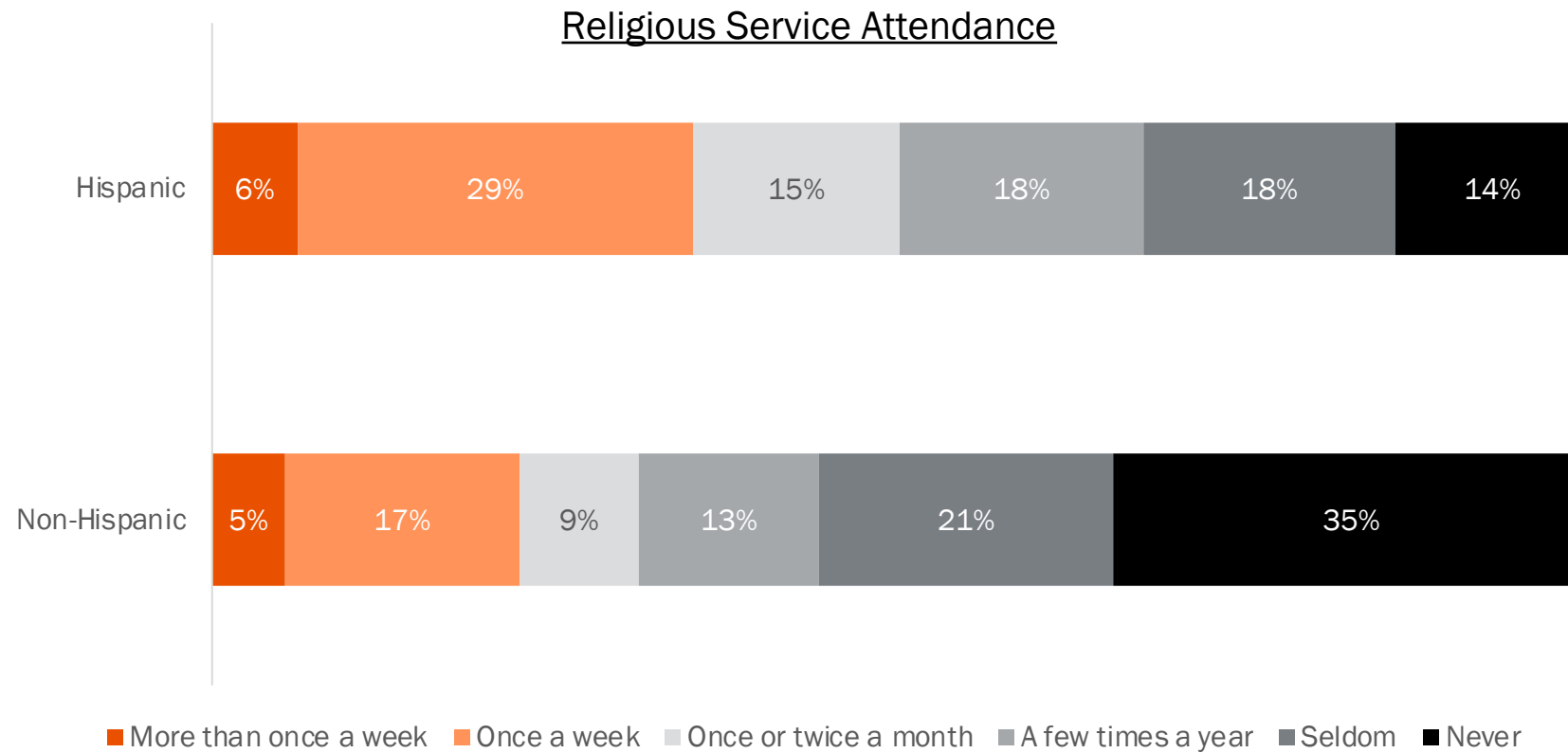


Gracias

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...

