

FLORIDA

Florida's Hispanic Community

FL Hispanics Are
YOUNGER

43 Hispanic
median age
vs 54 for Non-Hispanic

Lower Hispanic
Median Household
Income

\$63,089K
vs \$88,249K for
Non-Hispanic

Larger Hispanic
Households

3.8 Median
Persons per HH
vs 2.8 for Non-Hispanic

More Likely to
Have Children in
Household

45% Kids <18
in HH
vs 28% for Non-Hispanic

Renting Their
Homes

52% Rent
where they live
vs 27% for Non-Hispanic



TU & Media Predict
2024 Presidential Tracker

Florida
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 1,357 likely voters ages 18+

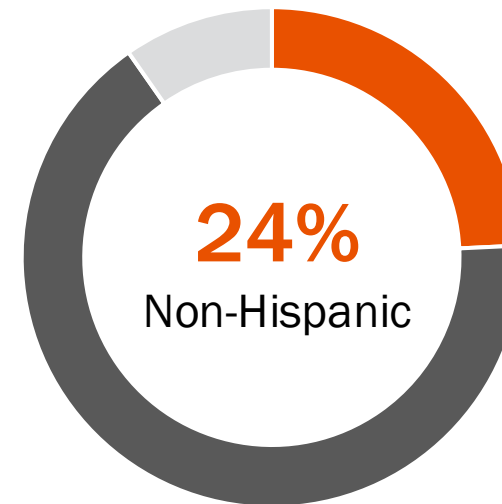
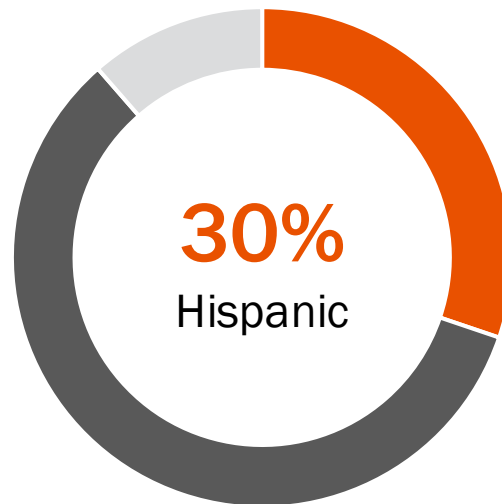
<p><u>A18+</u></p> <p>578 Hispanic (456 SpanDom/Bilingual)</p> <p>779 Non-Hispanic</p>
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- In field 6/13/2024 – 6/17/2024
- Weighted to the registered voter universe by age, gender, education, and political party affiliation. Results from full survey have a margin of error of plus or minus 4.2% for Hispanics and 3.6% for Non-Hispanics.
- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

Only 30% of Hispanics Believe U.S. is Headed in the Right Direction

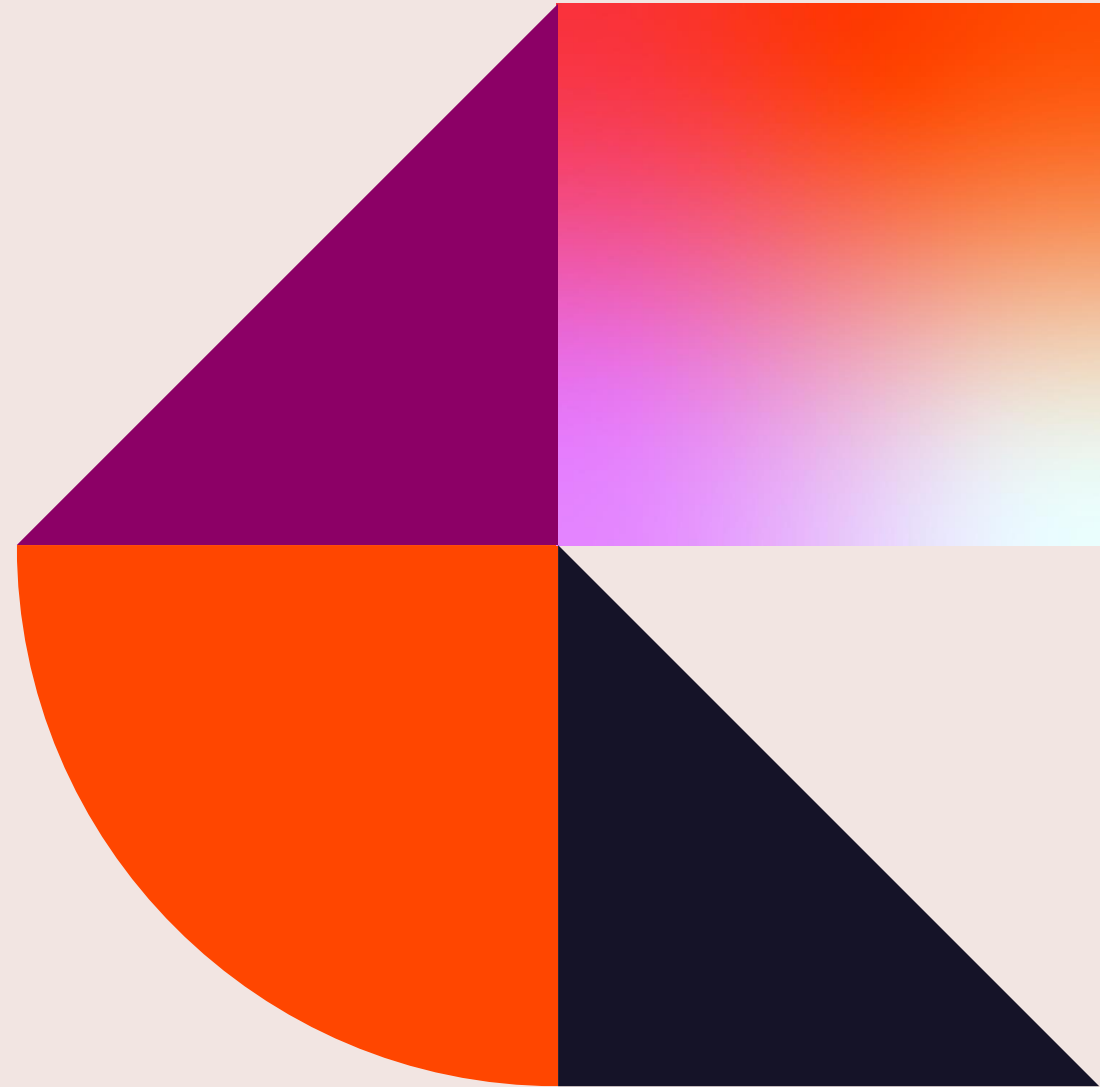
In general, do you believe that the United States is headed in the right direction, or has it gone off on the wrong track?

US Right or Wrong Track



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

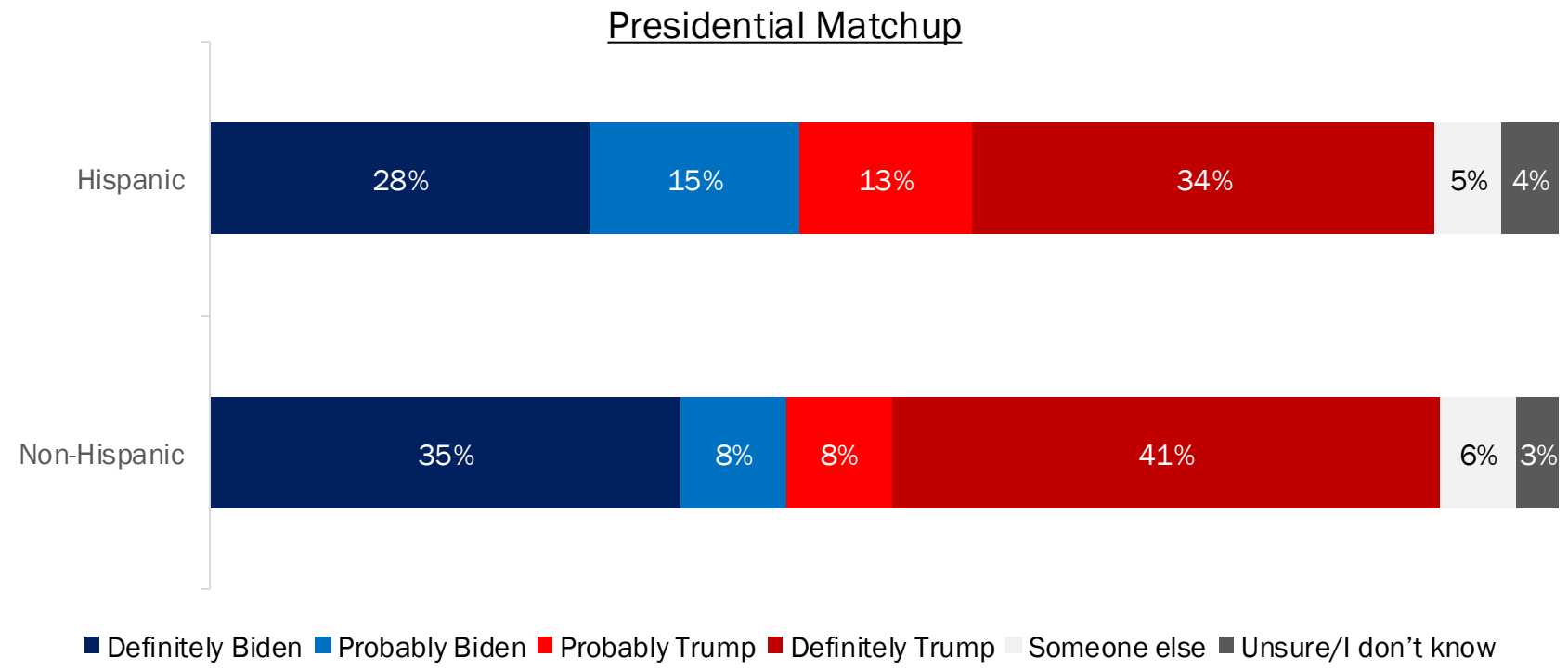
General Election Polling



Matchup: Biden vs Trump

- DONALD TRUMP LEADS AMONG HISPANICS, LOWER THAN NON-HISPANICS
- 32% OF HISPANICS UP FOR GRABS (28% NOT DEFINITE, 4% 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?



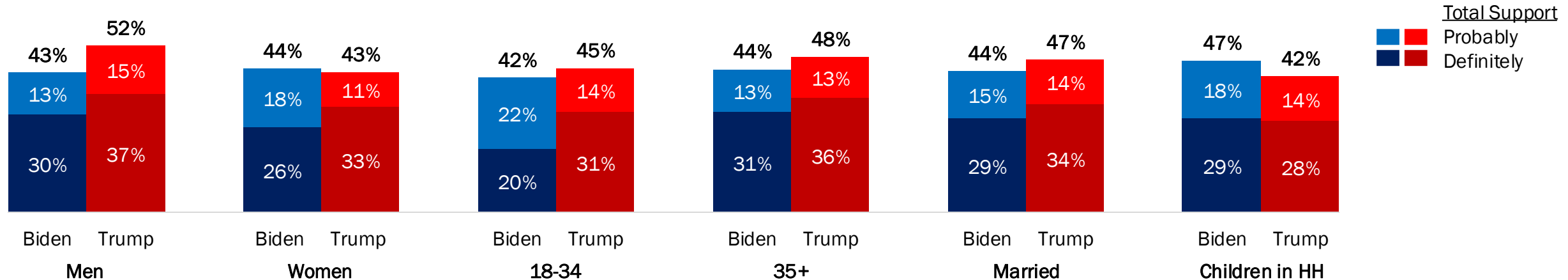
Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of June 2024

Candidate Support Among Hispanics

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

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

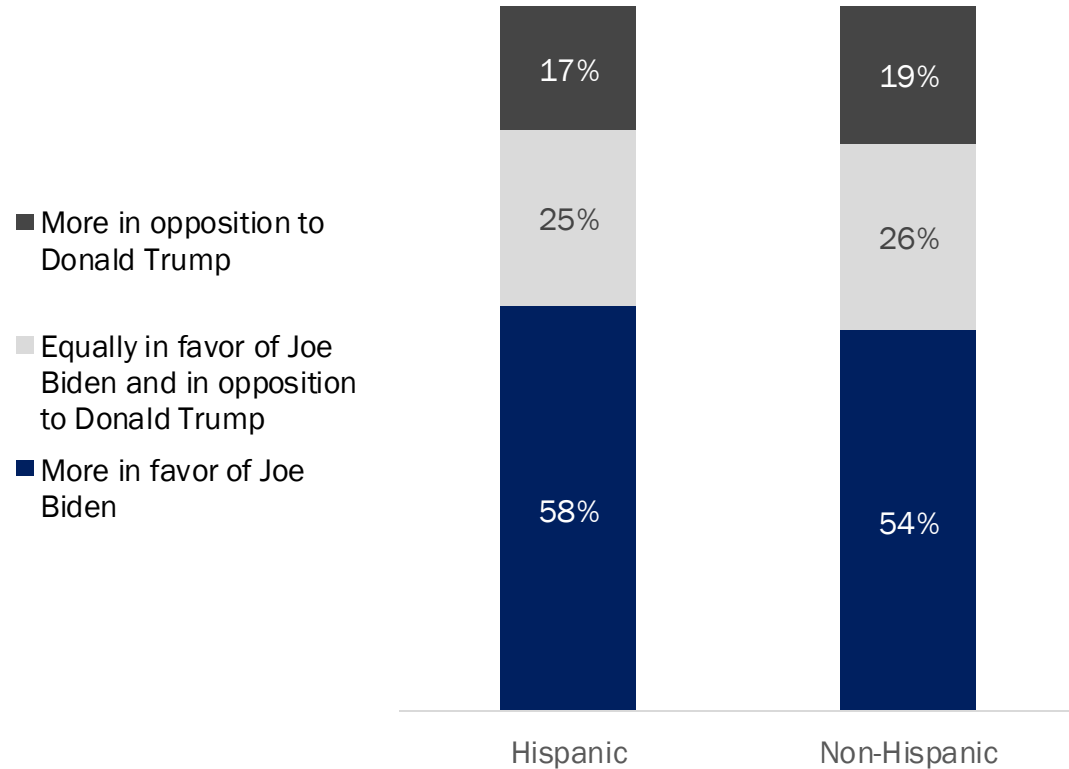


Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of June 2024

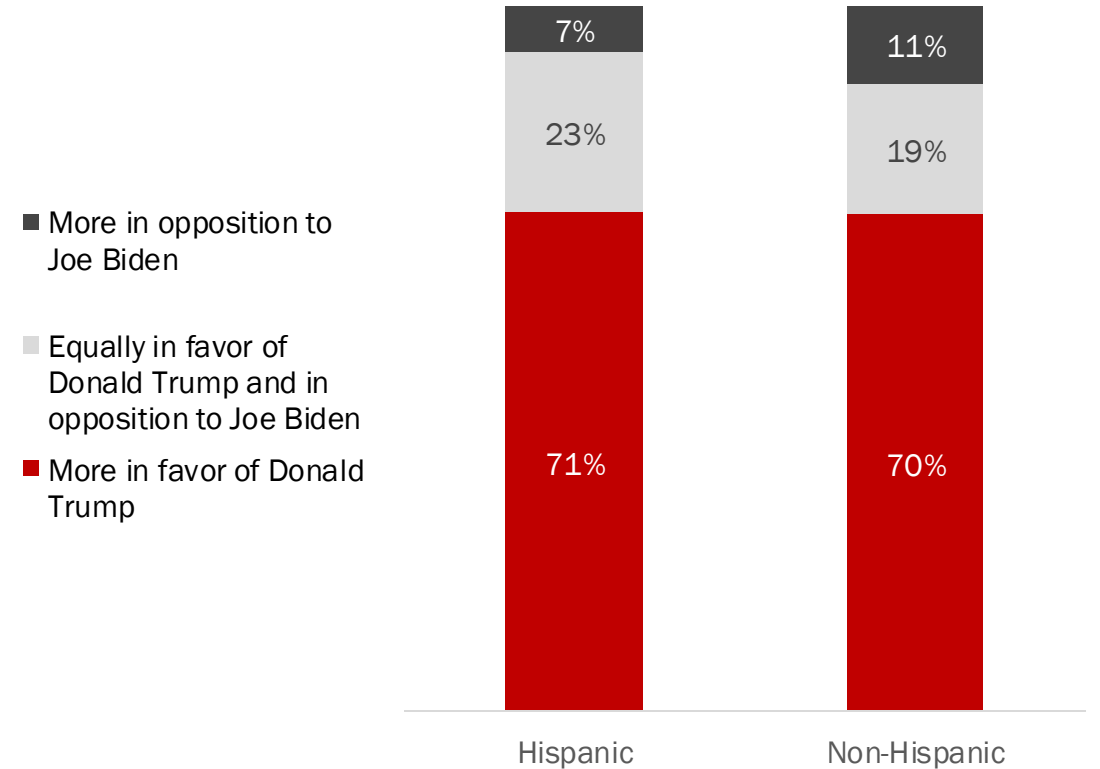
Trump Voters Are More Enthusiastic

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



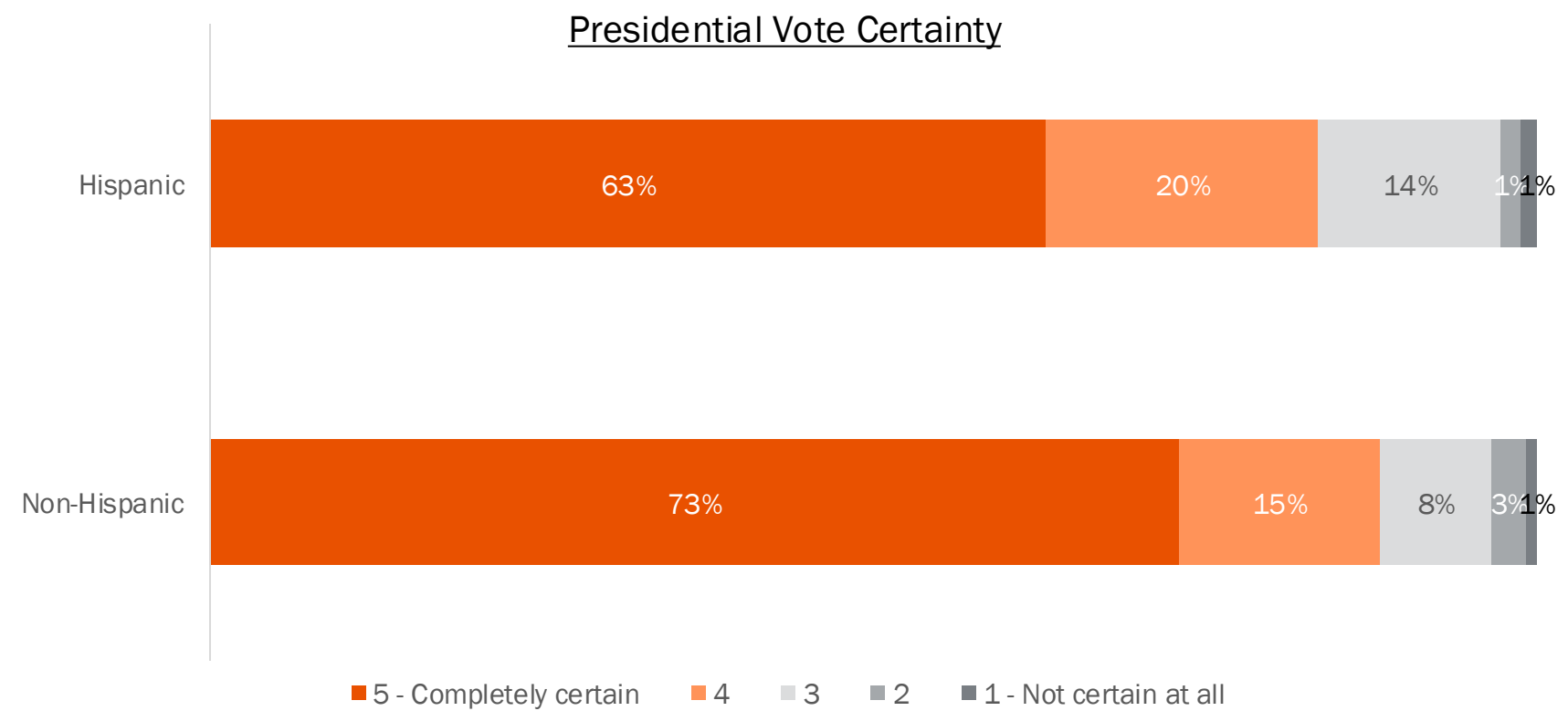
Voting Trump: Favor Trump or Oppose Biden



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

37% of Hispanics Not Completely Certain About Their Vote for President

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

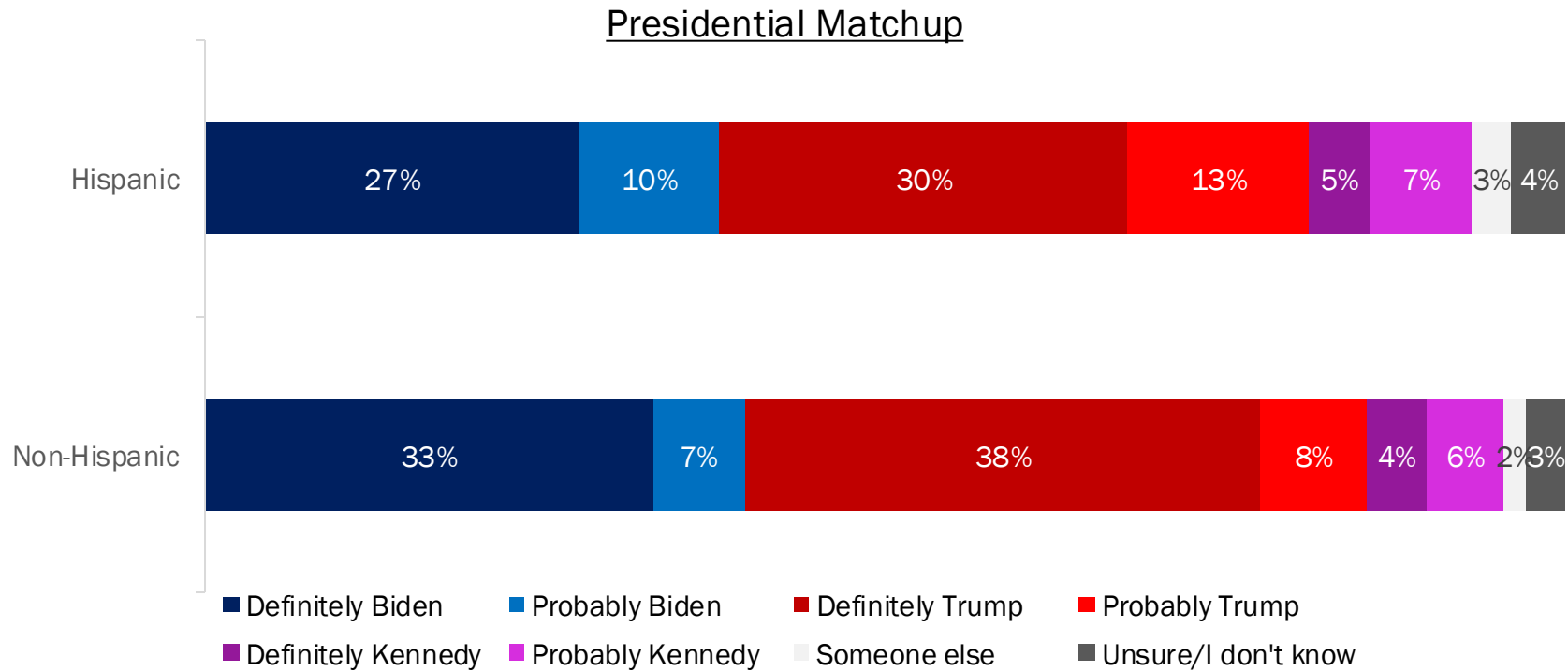


Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of June 2024

Matchup: Biden vs Trump vs Kennedy

- DONALD TRUMP LEADS AMONG HISPANICS, LOWER THAN NON-HISPANICS
- KENNEDY PERFORMS HIGHER AMONG HISPANICS THAN NON-HISPANICS
- 34% OF HISPANICS UP FOR GRABS (30% 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?

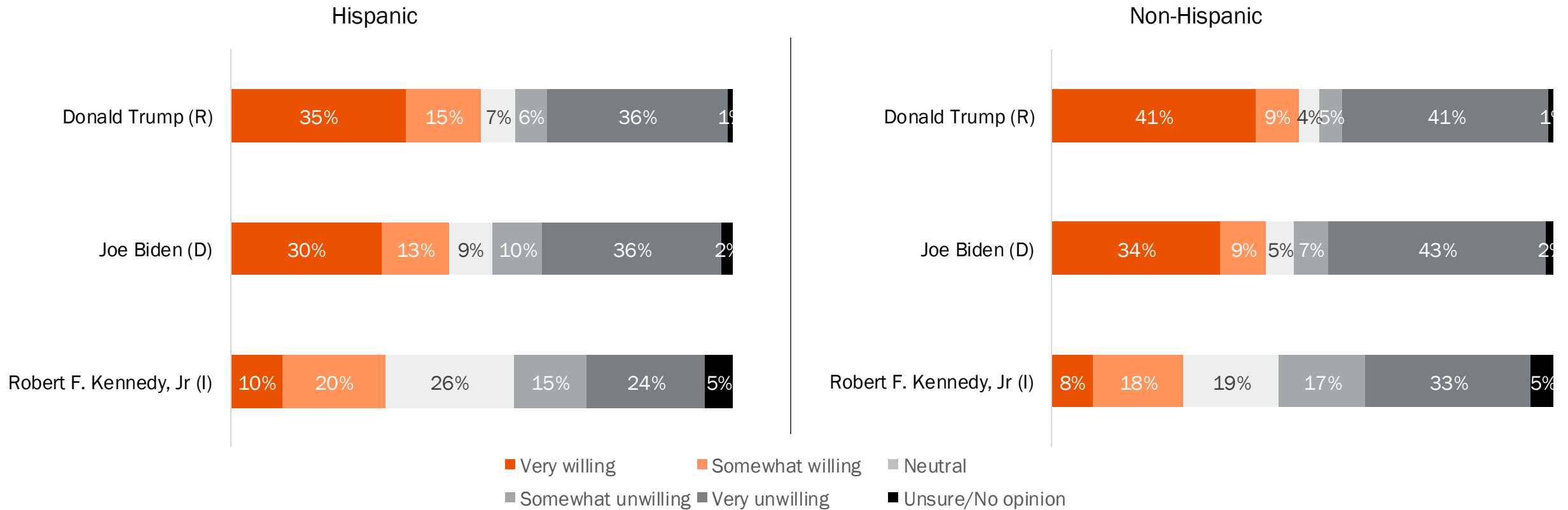


Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of June 2024

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.

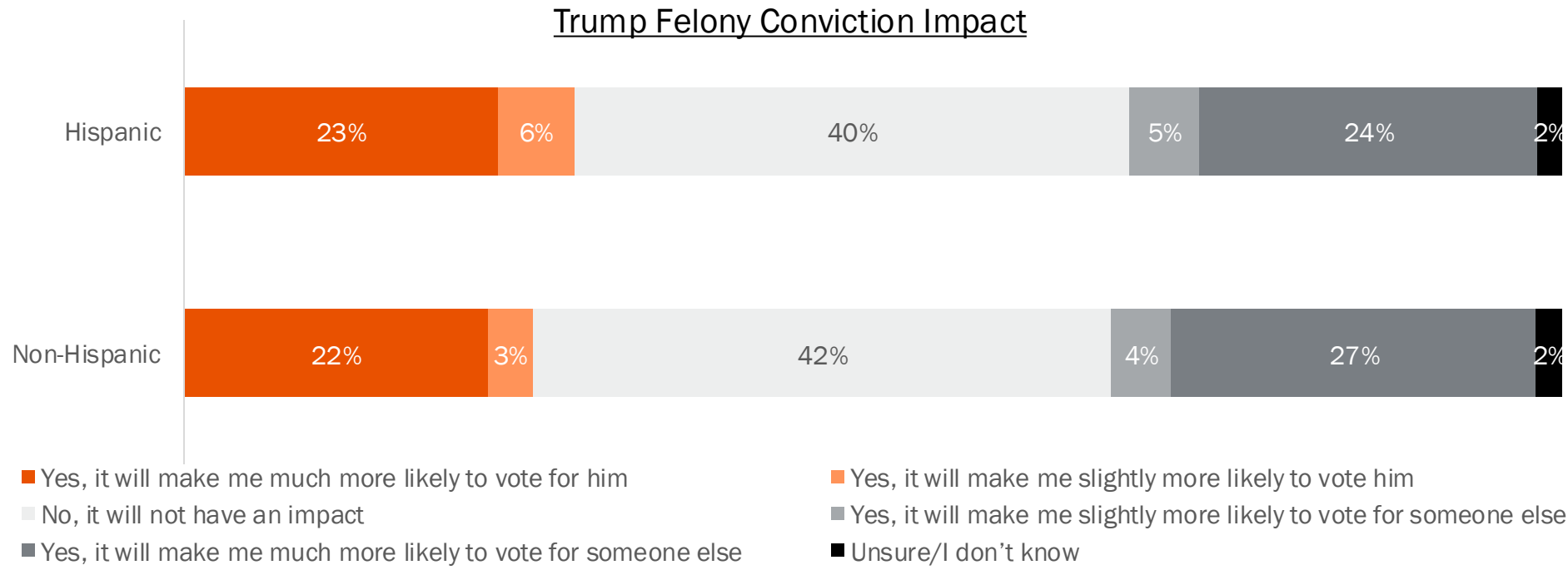
Candidate Vote Willingness



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

Trump Felony Conviction

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



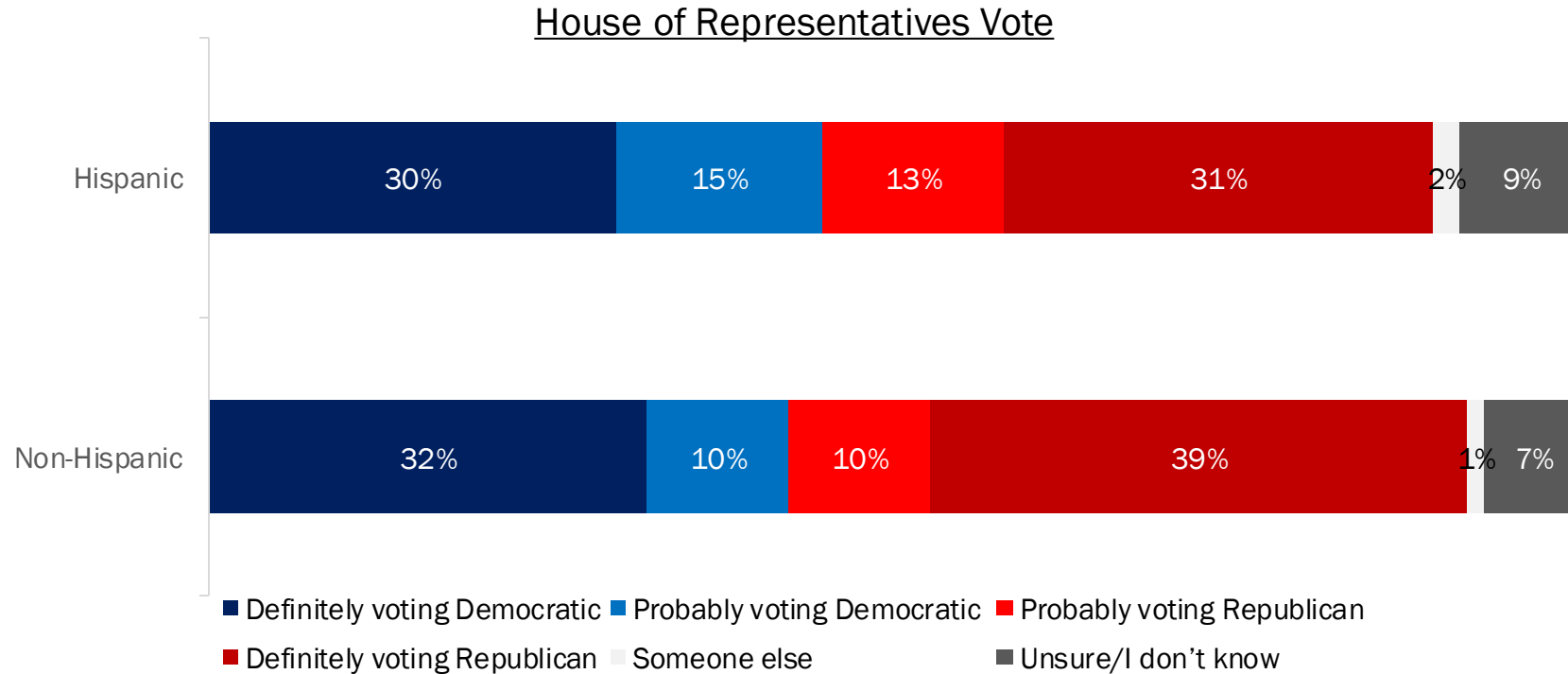
How much do you agree or disagree with the following statements? [Trump Conviction]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The jury decision to convict Donald Trump of multiple felonies in New York was correct	53%	28%	51%	35%
The recent felony trial of Donald Trump in New York was conducted fairly	49%	29%	52%	36%

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

House of Representatives Vote

- HISPANICS ARE SPLIT, NON-HISPANICS FAVOR REPUBLICANS
- 37% OF HISPANICS UP FOR GRABS (28% NOT DEFINITE, 9% UNSURE)

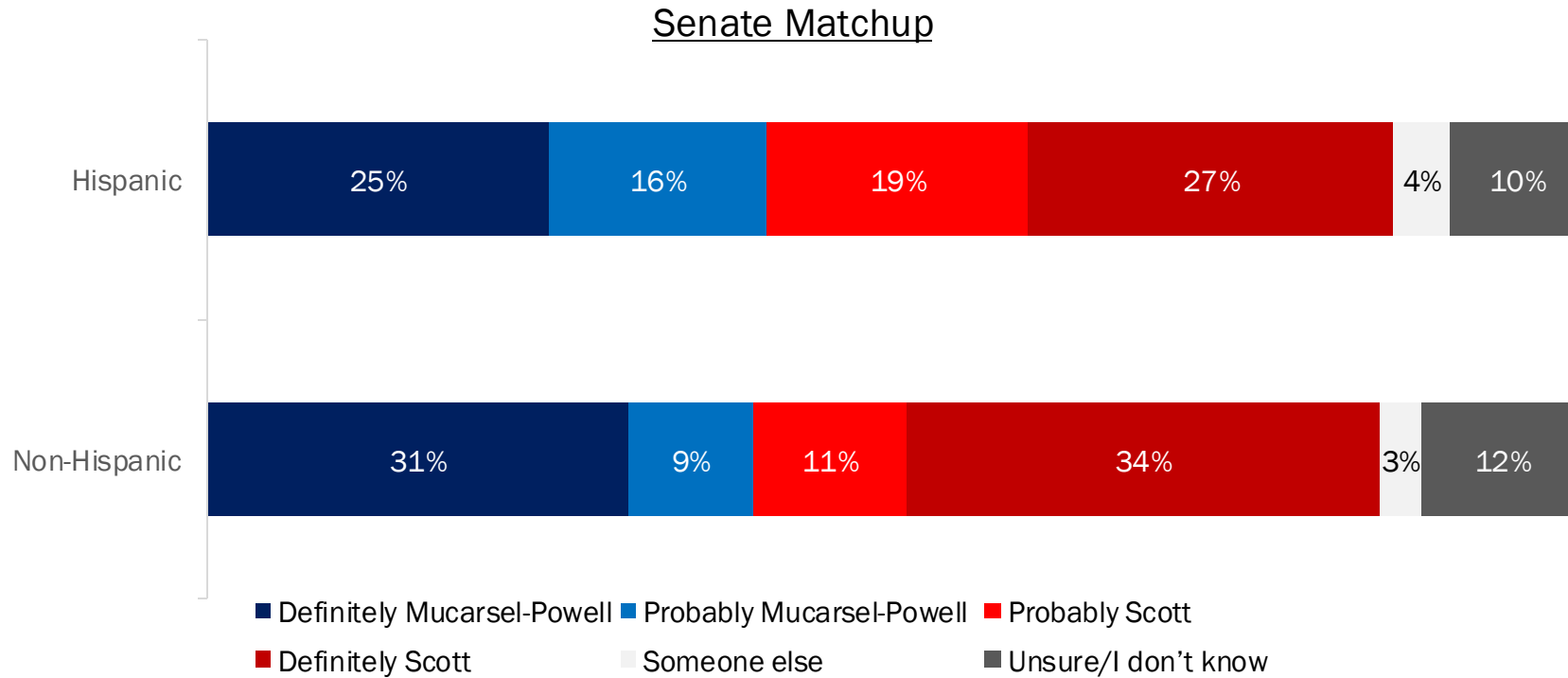
If the election for the United States House of Representatives were held today, which party's candidate would you vote for?



Matchup: Mucarsel-Powell vs Scott

- RICK SCOTT LEADS AMONG HISPANICS, LOWER THAN NON-HISPANICS
- 45% OF HISPANICS UP FOR GRABS (35% NOT DEFINITE, 10% UNSURE)

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

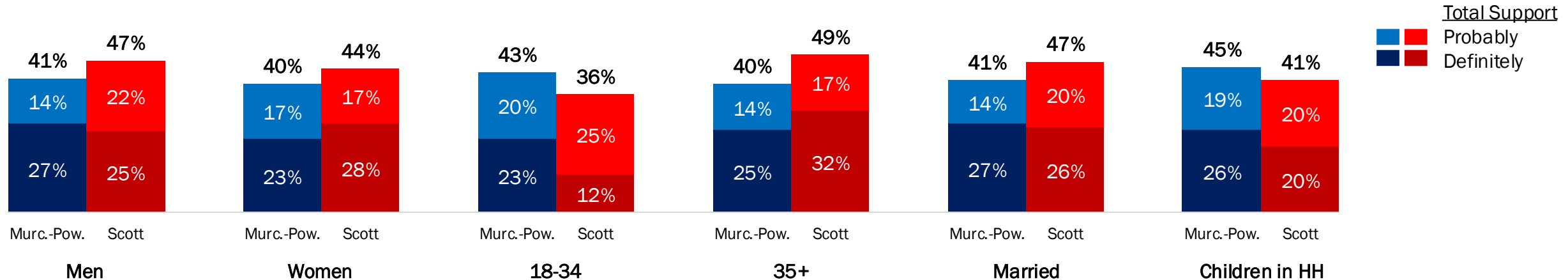


Candidate Support Among Hispanics

- SCOTT'S STRONGEST SUPPORT AMONG 35+ ADULTS
- MUCARSEL-POWELL'S STRONGEST SUPPORT AMONG 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?

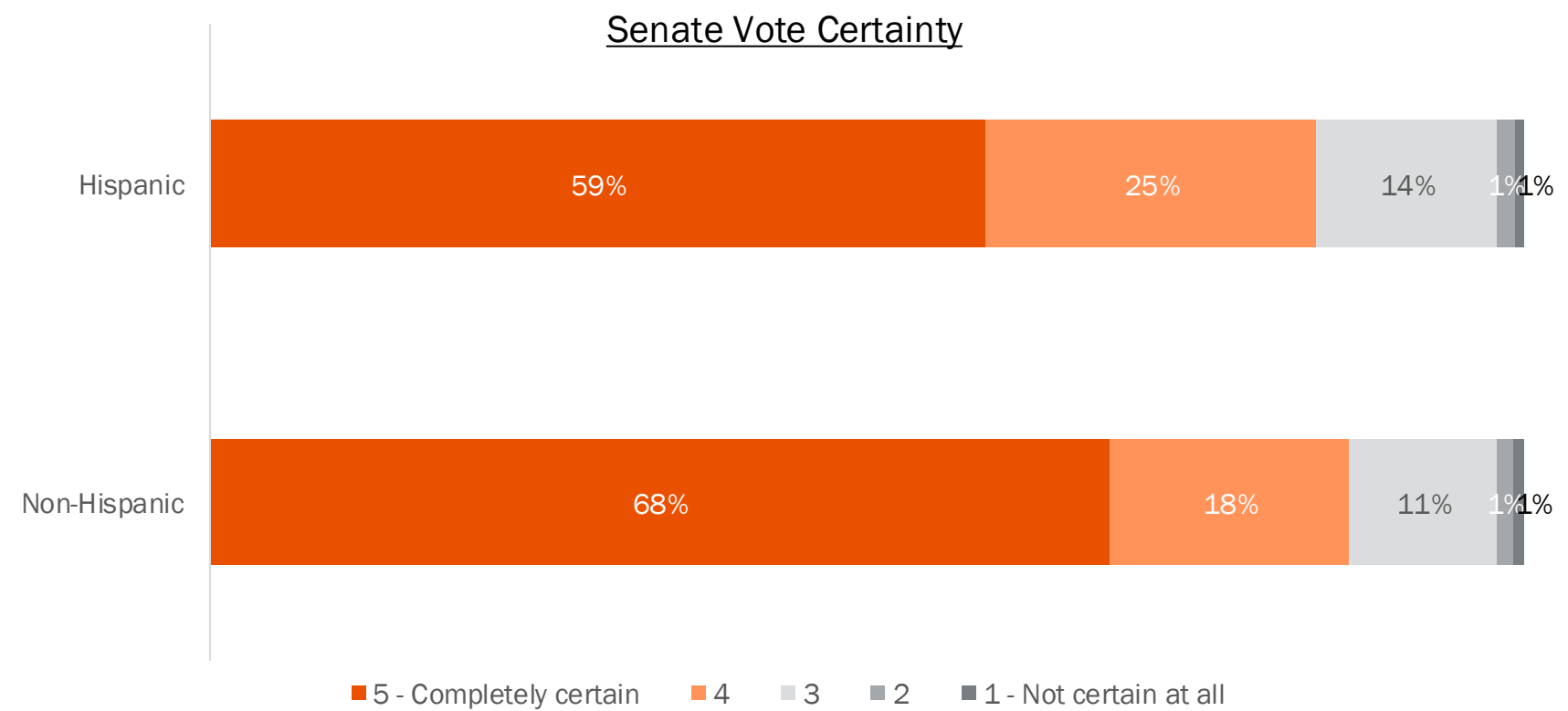
Senate Matchup



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?

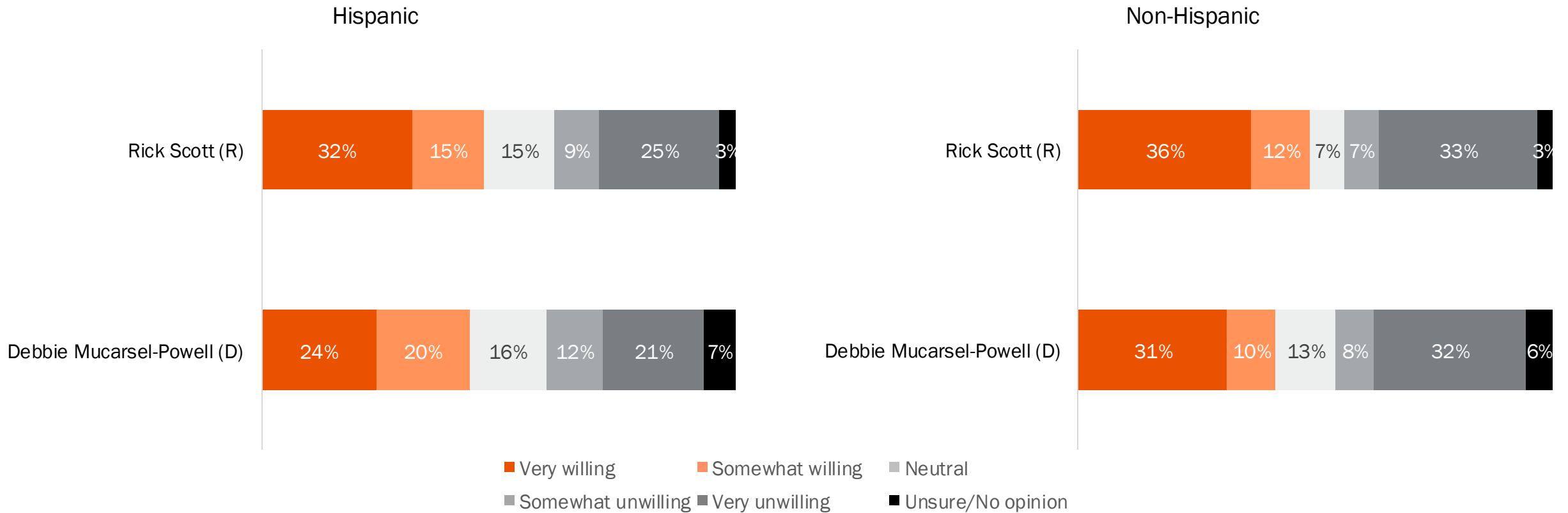


Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of June 2024

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.

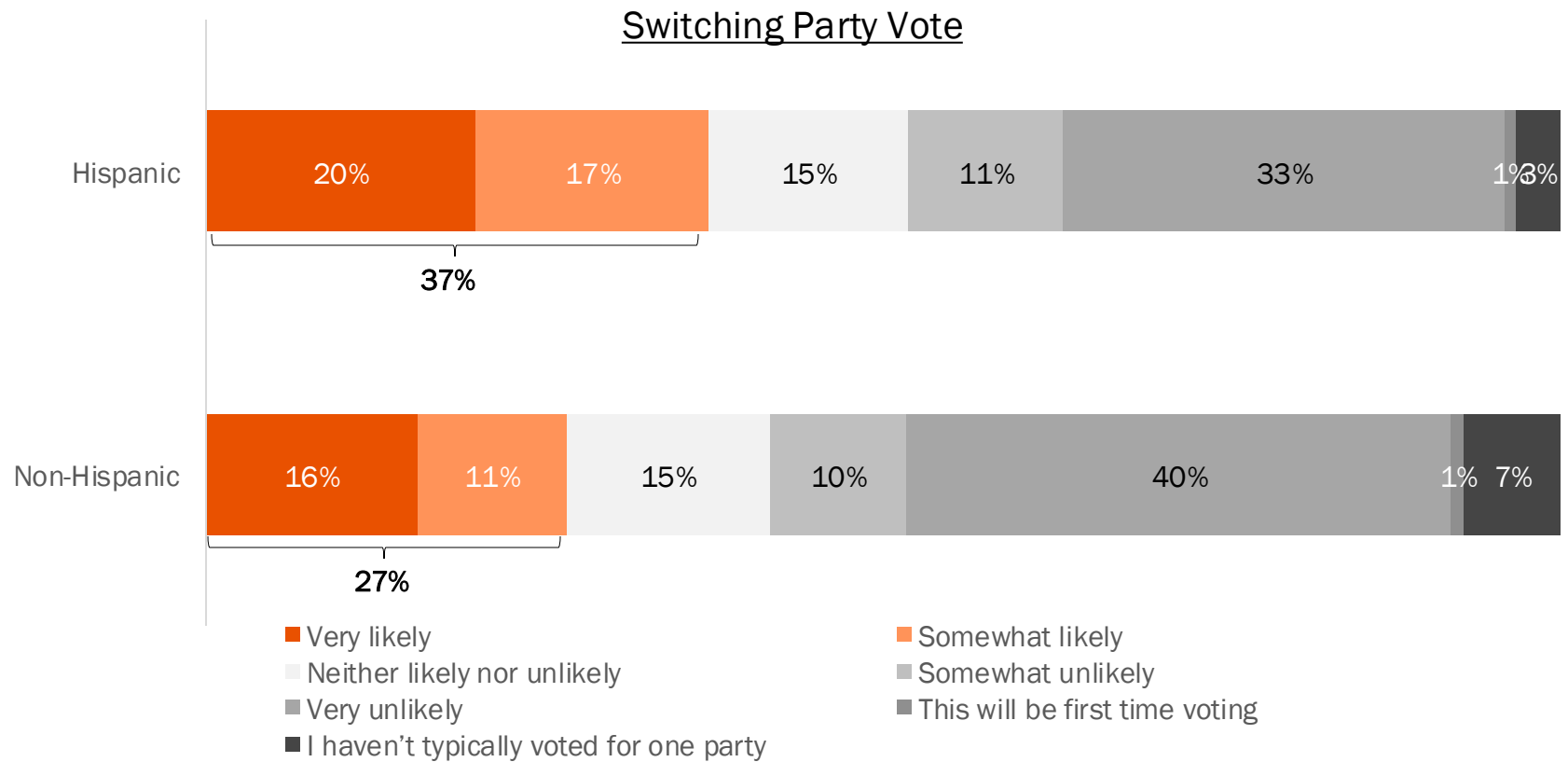
Senate Willingness



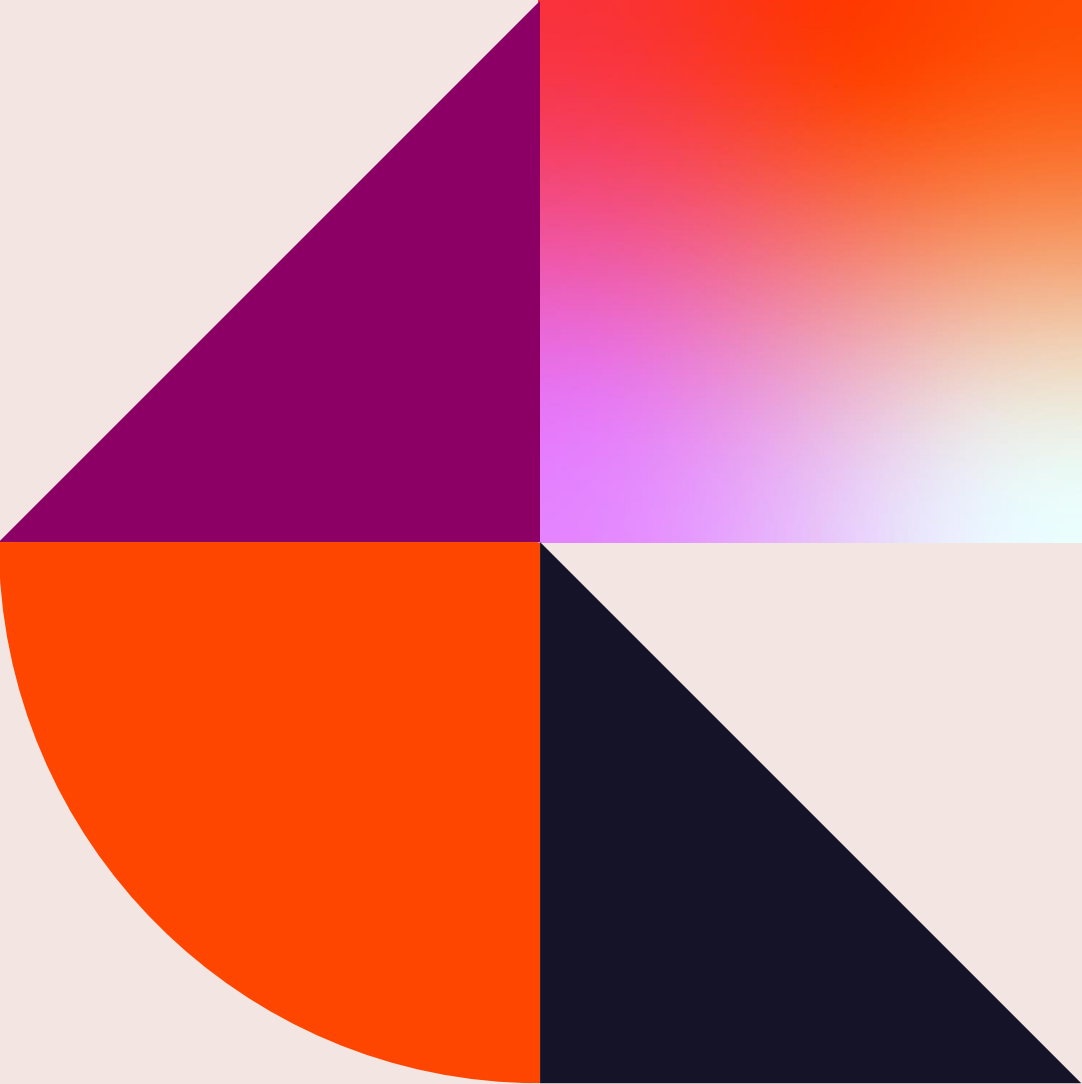
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of June 2024

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?

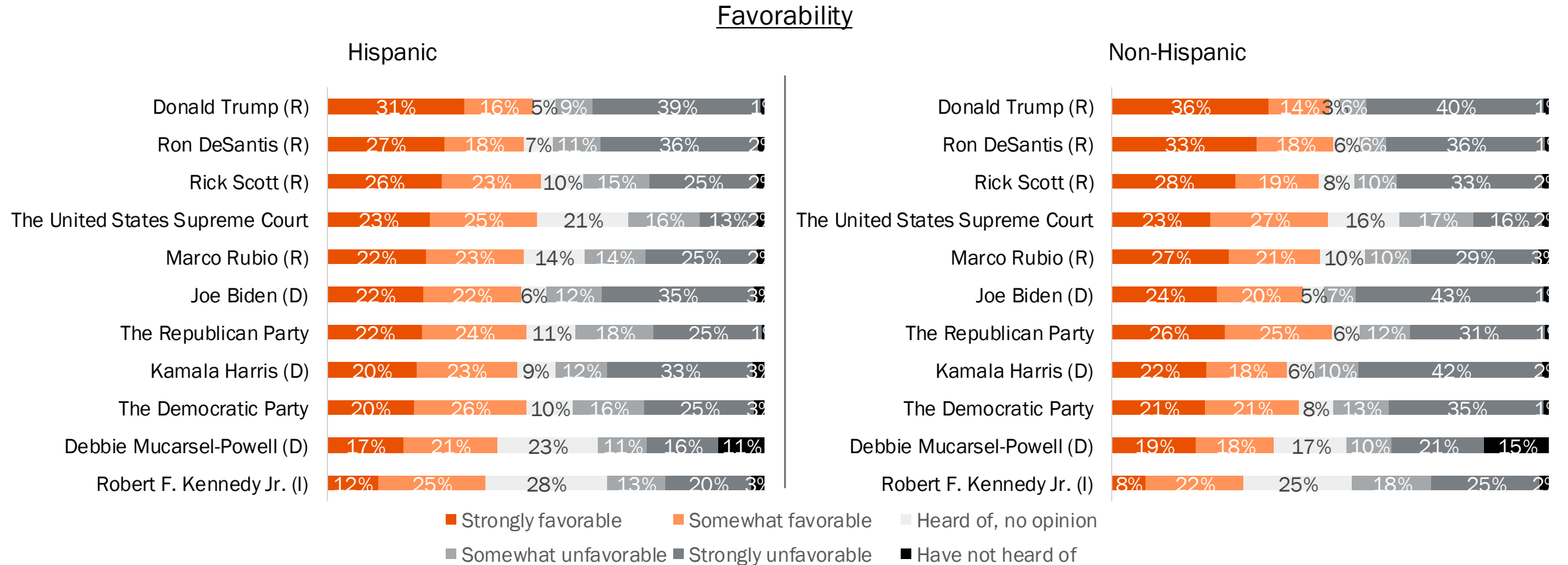


Favorability & Job Approval



Favorability

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

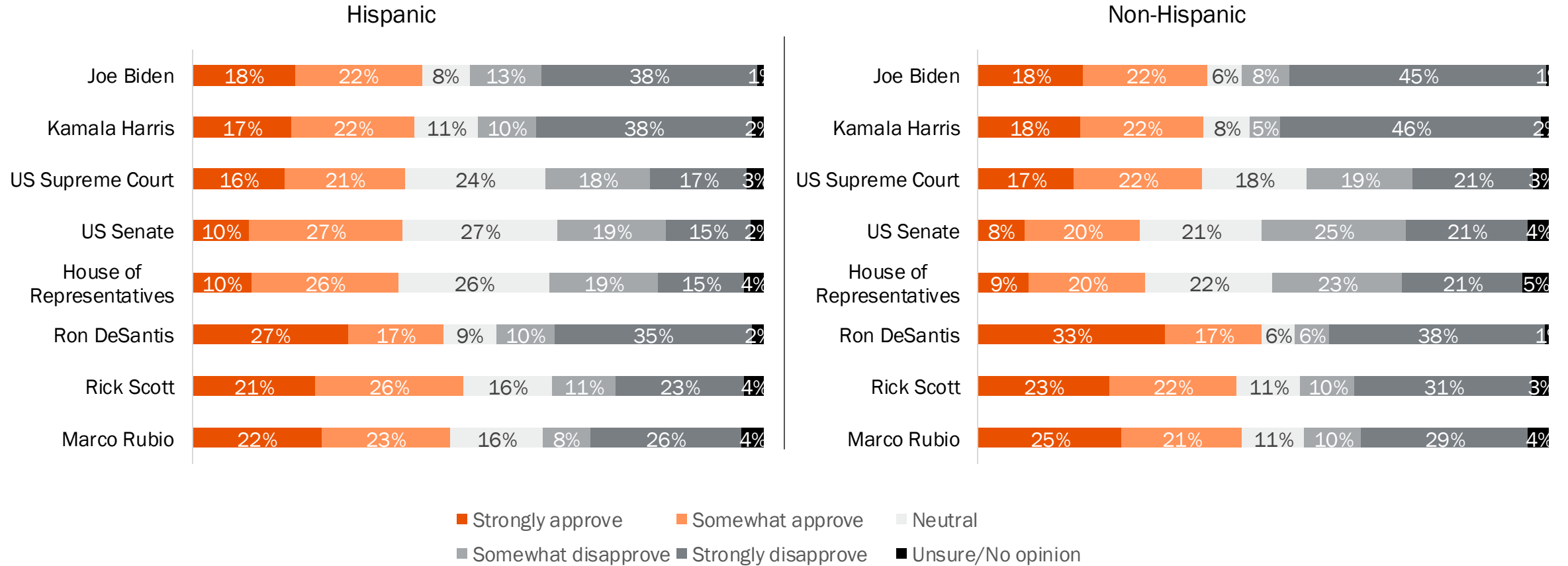


Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of June 2024

Job Approval

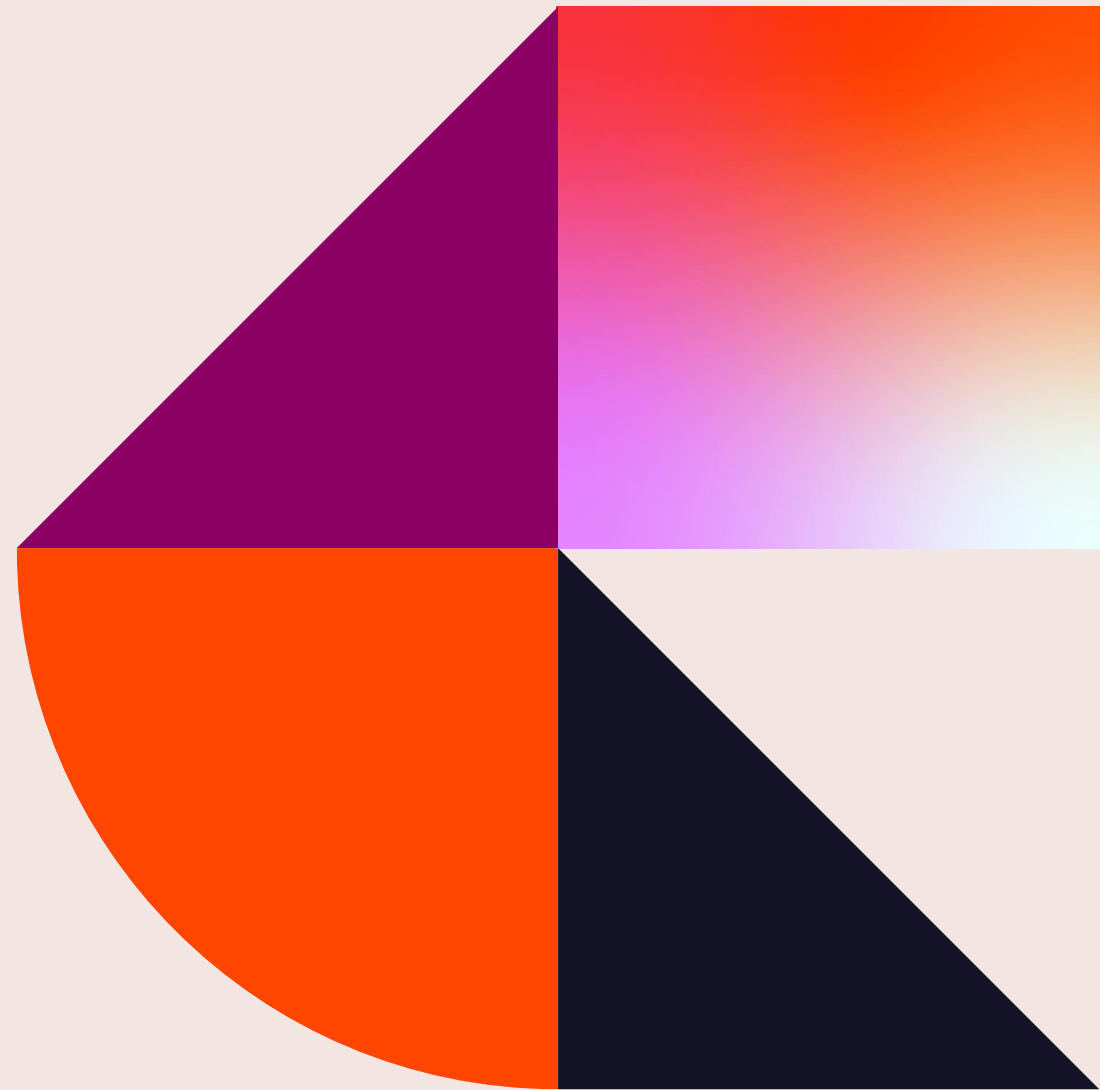
Do you approve or disapprove of the way [x] is handling their job?

Job Approval



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

The Issues



Cost of Living, Inflation, Economy/Jobs Top Issues for All Voters

- AFFORDABLE HOUSING, GUN CONTROL, CLIMATE CHANGE OF GREATER CONCERN TO HISPANICS

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

Issue Importance TopBox

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Cost of living	79%	77%	Climate change	49%	39%
Inflation	79%	71%	Strengthening law enforcement	48%	47%
Economy / jobs	71%	65%	Gun rights / 2nd amendment	46%	46%
Affordable housing	68%	55%	Infrastructure, such as roads and public transportation	45%	40%
Healthcare	68%	61%	Defense / military	45%	52%
Crime and public safety	65%	61%	Opioids / drug abuse	44%	44%
Social security / Medicare	63%	64%	Energy policy	43%	38%
Border security	60%	58%	Foreign policy	39%	42%
Immigration	59%	57%	Race relations	37%	32%
Gun control	56%	46%	Israel/Hamas War	37%	34%
Taxes	56%	54%	Police reform	37%	30%
Entitlements / social services reform (Medicare, welfare, etc.)	55%	50%	U.S. relationship with China	34%	35%
Government spending / deficit	52%	55%	Russia / Ukraine war	30%	29%
Education	52%	48%	Culture wars	26%	21%
Abortion	50%	46%	LGBTQ rights	24%	22%

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 Biden Voters	% Hispanic Top Box
Cost of living	76%
Inflation	74%
Climate change	70%
Healthcare	69%
Affordable housing	68%
Gun control	67%
Social security / Medicare	65%
Abortion	64%
Entitlements / social services reform (Medicare, welfare, etc.)	60%
Economy / jobs	58%

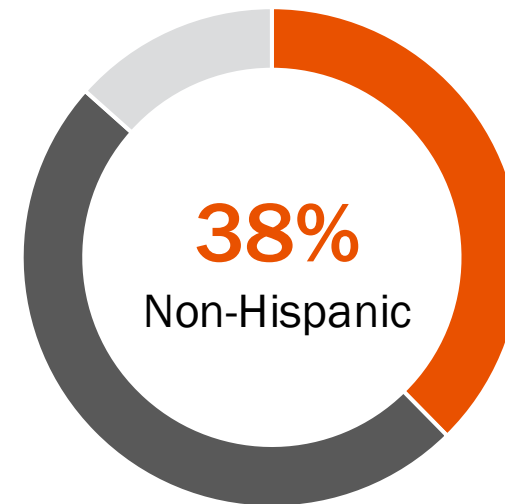
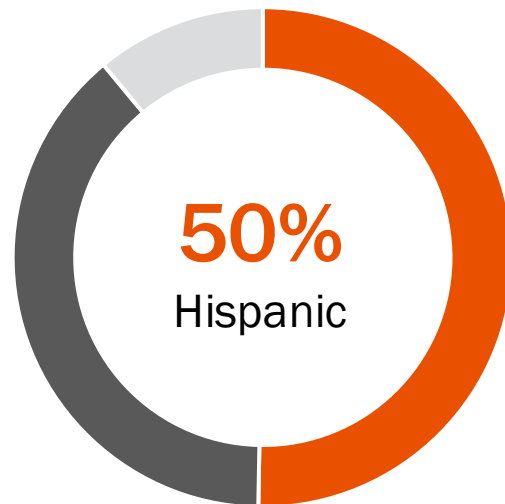
Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	74%
Inflation	74%
Economy / jobs	67%
Crime and public safety	67%
Healthcare	66%
Affordable housing	65%
Social security / Medicare	57%
Gun control	56%
Immigration	55%
Education	54%

Top 10 Issues Among Definitely Trump Voters	% Hispanic Top Box
Inflation	89%
Cost of living	87%
Economy / jobs	85%
Border security	79%
Immigration	73%
Affordable housing	72%
Crime and public safety	71%
Healthcare	70%
Social security / Medicare	68%
Government spending / deficit	66%

50% 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, IMMIGRATION 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	15%	18%
Immigration	14%	12%
Cost of living	9%	8%
Inflation	9%	11%
Border security	8%	9%
Economy / jobs	7%	4%
Social security / Medicare	6%	5%
Affordable housing	5%	1%
Gun rights / 2nd amendment	3%	1%
Gun control	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
Climate Change	48%	27%	45%	31%
Entitlements Reform	48%	35%	42%	39%
Healthcare	46%	35%	42%	39%
Social Security	46%	35%	42%	40%
Abortion	45%	30%	45%	35%
Education	44%	34%	41%	40%
Energy Policy	41%	37%	41%	40%
Foreign policy	40%	41%	37%	48%
Cost of Living	39%	44%	37%	47%

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

Party Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Democrat Top2Box	Republican Top2Box	Democrat Top2Box	Republican Top2Box
Crime and public safety	39%	43%	35%	47%
Economy / jobs	39%	45%	37%	47%
Taxes	39%	42%	37%	46%
Immigration	38%	46%	34%	51%
Border Security	36%	47%	31%	52%
Gov spending	35%	41%	34%	46%
Inflation	35%	47%	36%	48%
National Security	35%	45%	35%	50%
Opioids	34%	38%	34%	39%
Defense	34%	45%	34%	51%

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
Climate Change	48%	30%	44%	34%
Healthcare	45%	38%	43%	39%
Social Security	45%	40%	44%	41%
Abortion	44%	33%	44%	37%
Entitlements Reform	44%	38%	42%	40%
Education	41%	37%	41%	41%
Energy policy	41%	41%	39%	43%
Taxes	37%	46%	36%	49%
Foreign policy	36%	47%	37%	50%

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

Candidate Better Able to Handle Issues

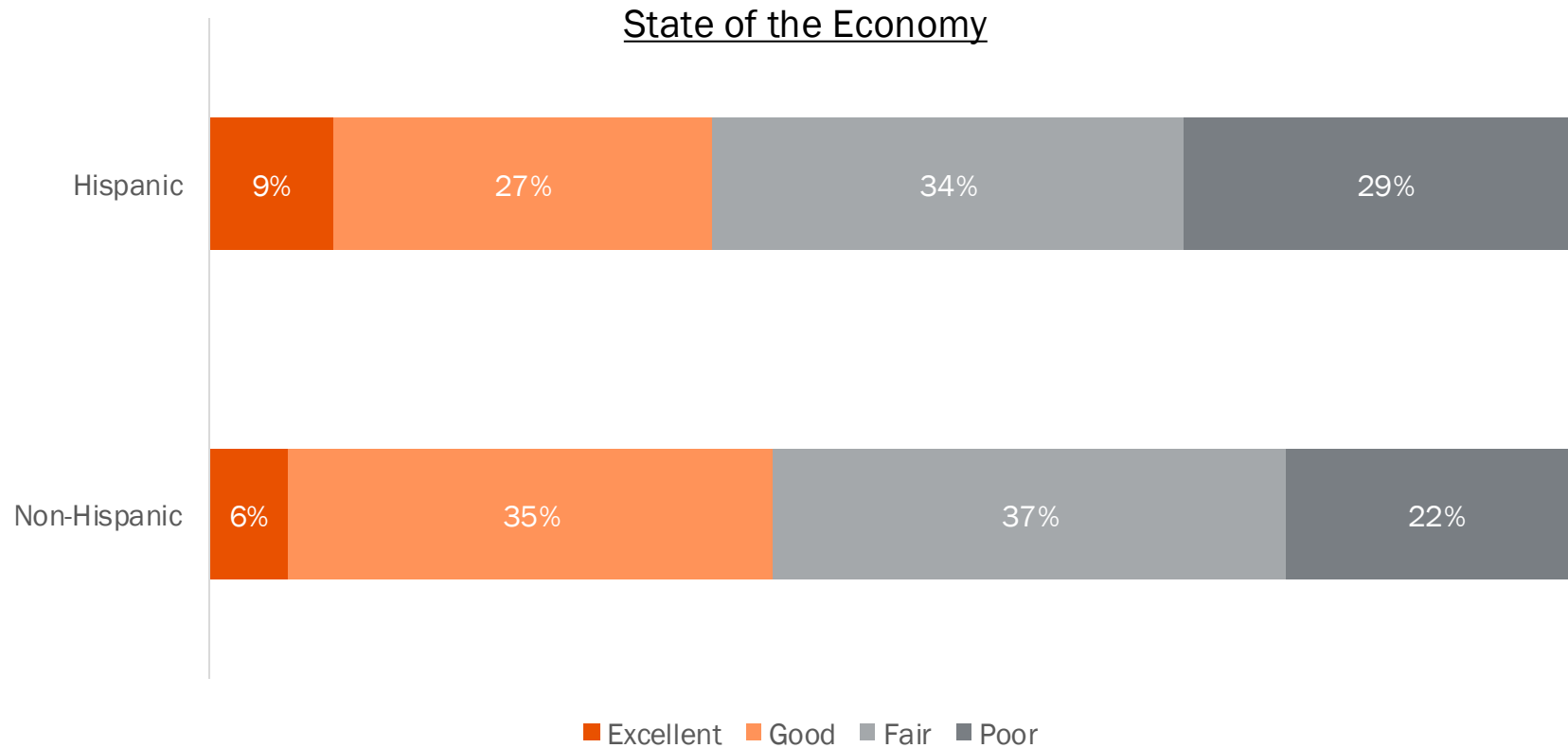
Thinking again about the issues, which candidate do you think would do a better job of handling each of the following issues, Joe Biden or Donald Trump?

	Hispanic		Non-Hispanic	
	Biden Top2Box	Trump Top2Box	Biden Top2Box	Trump Top2Box
Opioids	35%	38%	35%	41%
Inflation	35%	49%	34%	51%
Cost of Living	34%	47%	36%	50%
Economy / jobs	34%	50%	38%	51%
Crime and public safety	34%	48%	37%	48%
National Security	34%	48%	36%	51%
Immigration	34%	49%	32%	54%
Gov spending	32%	46%	35%	49%
Defense	31%	48%	35%	51%
Border Security	28%	50%	30%	55%

ECONOMY

63% of Hispanics Rate the Economy in Their State Right Now as Fair or Poor

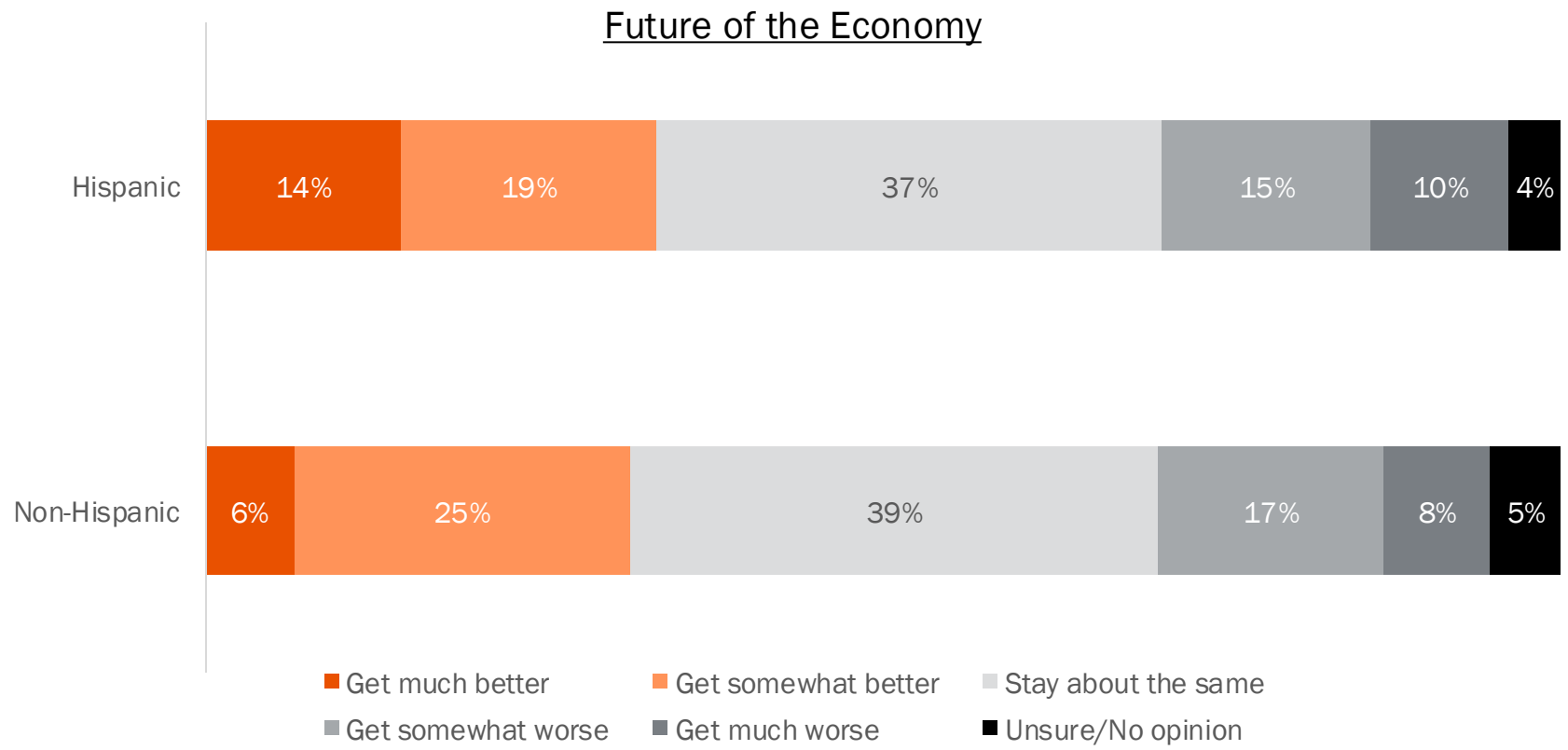
How would you rate the economy in your state right now?



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

25% 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?



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

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	80%	6%	83%	7%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	79%	6%	66%	9%
Inflation is putting a significant strain on my budget	78%	11%	77%	10%
I am concerned about the U.S. federal government's spending and deficit	73%	10%	74%	8%
The price of gas is putting a strain on my finances	65%	15%	61%	19%
I expect my personal economic situation to get better in the next few years	62%	13%	46%	25%
My personal economic situation has become worse in the last year	59%	21%	60%	23%
I have taken, or am considering taking, a second job in order to maintain my standard of living	50%	30%	40%	38%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	50%	28%	39%	40%
Home ownership is still within reach for most people	32%	50%	22%	60%
I feel that jobs are getting easier to find	31%	42%	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+

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
Drug abuse is a serious public health issue in the United States	85%	5%	85%	5%
Mental health issues are a growing problem for people in the United States	85%	3%	86%	3%
I am generally satisfied with my healthcare coverage	63%	17%	70%	16%
The cost of prescription drugs is a financial problem for me	49%	27%	38%	41%
The cost of my health care and insurance is reasonable	45%	32%	46%	35%
Medicaid and Medicare are working well now	42%	24%	42%	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+

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	57%	13%	53%	15%
Abortion laws should be created by state governments, not by the federal government	42%	25%	47%	27%

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	27%	23%
Abortion should be legal at any time during pregnancy	17%	18%
Abortion should be illegal in all cases	15%	11%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	12%	12%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	8%	8%
Abortion should be legal only in the first 15 weeks of pregnancy	8%	12%
Unsure/I don't know	7%	8%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	5%	7%
Other	1%	1%

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	86%	2%	89%	3%
Crime is a growing problem in the United States	80%	7%	80%	8%
I believe that stricter gun control laws would reduce crime	65%	22%	55%	35%
Police departments in the United States are understaffed	60%	13%	67%	10%
Government authorities have become too lenient on criminals	58%	16%	62%	16%
I support second amendment gun rights	52%	22%	64%	21%
I feel less safe in my everyday life than I did a year ago	51%	25%	43%	34%

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 protecting businesses near where I live and shop	51%	17%	51%	15%
Children in my community are generally safe at the schools they attend	51%	21%	60%	18%
Government authorities are doing a good job combating crime in my neighborhood	48%	18%	50%	20%
Homelessness is a serious problem in my neighborhood	48%	31%	50%	33%
Crime is a growing problem where I live	47%	31%	46%	31%
My Police Department is understaffed	40%	24%	43%	17%
My local government should significantly reduce the resources and budgets for police	26%	52%	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

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
All migrants who want to enter the United States should be fully vetted first	74%	6%	78%	6%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	73%	8%	76%	9%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	73%	10%	77%	11%
There are too many undocumented immigrants crossing the border into the United States	71%	9%	77%	9%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	69%	10%	73%	12%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	67%	14%	75%	10%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	65%	11%	69%	11%
We should reform immigration laws to give higher priority to people with needed skills and education	63%	15%	53%	18%
We should provide a pathway to legal status (including citizenship) for undocumented immigrants who have been in the U.S. and have not committed a serious crime	63%	17%	55%	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 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
Local law enforcement should be able to detain undocumented migrants	59%	21%	72%	13%
The arrival of migrants has made the affordable housing problem worse	58%	20%	58%	19%
The United States military should be used to secure the southern border	58%	23%	65%	21%
There are too many undocumented migrants coming to my state	57%	16%	61%	16%
The Biden administration is primarily responsible for the situation at the southern border	54%	28%	54%	30%
It feels like migrants are being treated better than most Americans	54%	25%	60%	23%
The rules that I have to live by don't seem to apply to migrants	54%	19%	59%	22%
The U.S. should complete the construction of a wall on the southern border of the U.S.	53%	27%	58%	26%
Undocumented migrants will take jobs away from poorer and working-class Americans	51%	29%	57%	27%

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
Most undocumented migrants who entered the U.S. over the last few years should be deported	47%	29%	57%	22%
Undocumented migrants have increased crime in my state	45%	28%	49%	25%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	44%	32%	52%	34%
The resettling of all the migrants will, in the long-run, benefit the United States	43%	28%	34%	39%
I support the way my state and local officials are handling the migrant issue	39%	30%	42%	31%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	38%	40%	36%	45%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	37%	42%	32%	48%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	31%	41%	22%	50%
I support the way the Biden Administration is managing the southern border	30%	45%	27%	53%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	29%	50%	18%	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

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	68%	17%	60%	24%
Climate change is a result of human activity	65%	15%	60%	19%
Governments should create policies that encourage oil and gas production in the U.S.	61%	16%	64%	17%
Government regulation and action on climate change is hurting the economy	52%	23%	47%	26%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	49%	29%	43%	36%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	46%	24%	35%	38%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	45%	31%	35%	42%

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 is too big and powerful	59%	16%	58%	17%
The voting in the 2020 election was free and fair and the vote-counting was done accurately	57%	23%	56%	29%
The federal government of the United States has become too intrusive in the lives of Americans	56%	15%	65%	15%
The United States Justice Department has become politicized in its prosecutions	52%	16%	58%	19%
The FBI has become politicized in its investigations	50%	18%	56%	17%
I want the next president to shrink the size of the federal government	49%	17%	51%	16%
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	45%	30%	31%	43%

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%	55%	21%
China represents the most serious economic and geo-political threat to the United States	62%	11%	70%	9%
Iran is the primary destabilizing force in the Middle East	53%	12%	57%	8%
The U.S. government should spend less money supporting the war in Ukraine	53%	22%	51%	25%
I support the Biden Administration's efforts to forgive student loans	50%	32%	39%	48%
The government should ban social media, like Facebook and TikTok, from being used by children	50%	29%	48%	30%
Student loans should not be forgiven and paid for by taxpayers	42%	33%	54%	30%
I think that the United States spends too much on defense and the military	39%	35%	28%	49%
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	35%	38%	42%	28%
The United State should increase the amount of military aid it sends to Israel	32%	37%	35%	36%
I support the way the Biden Administration is dealing with the Israel-Hamas war	30%	43%	29%	47%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	25%	45%	21%	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+

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	70%	10%	77%	6%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	63%	15%	66%	11%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	56%	21%	61%	14%
Social media, like Facebook and TikTok, does more harm than good	47%	30%	51%	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 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	79%	5%	88%	2%
More emphasis should be placed on trade schools	68%	5%	74%	4%
Parents should have a say in what is taught to their children in public schools	66%	11%	70%	14%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	62%	12%	58%	18%
College is no longer worth the cost for most students	60%	17%	65%	15%
The public schools in my neighborhood are good	59%	14%	57%	14%
The public school system is working well in my state	47%	22%	43%	29%
Public schools where I live are better than they were before the pandemic	35%	21%	24%	28%
Colleges and universities should be allowed to use race in admissions decisions	27%	52%	20%	59%
The federal government's Department of Education should be eliminated	25%	46%	29%	46%

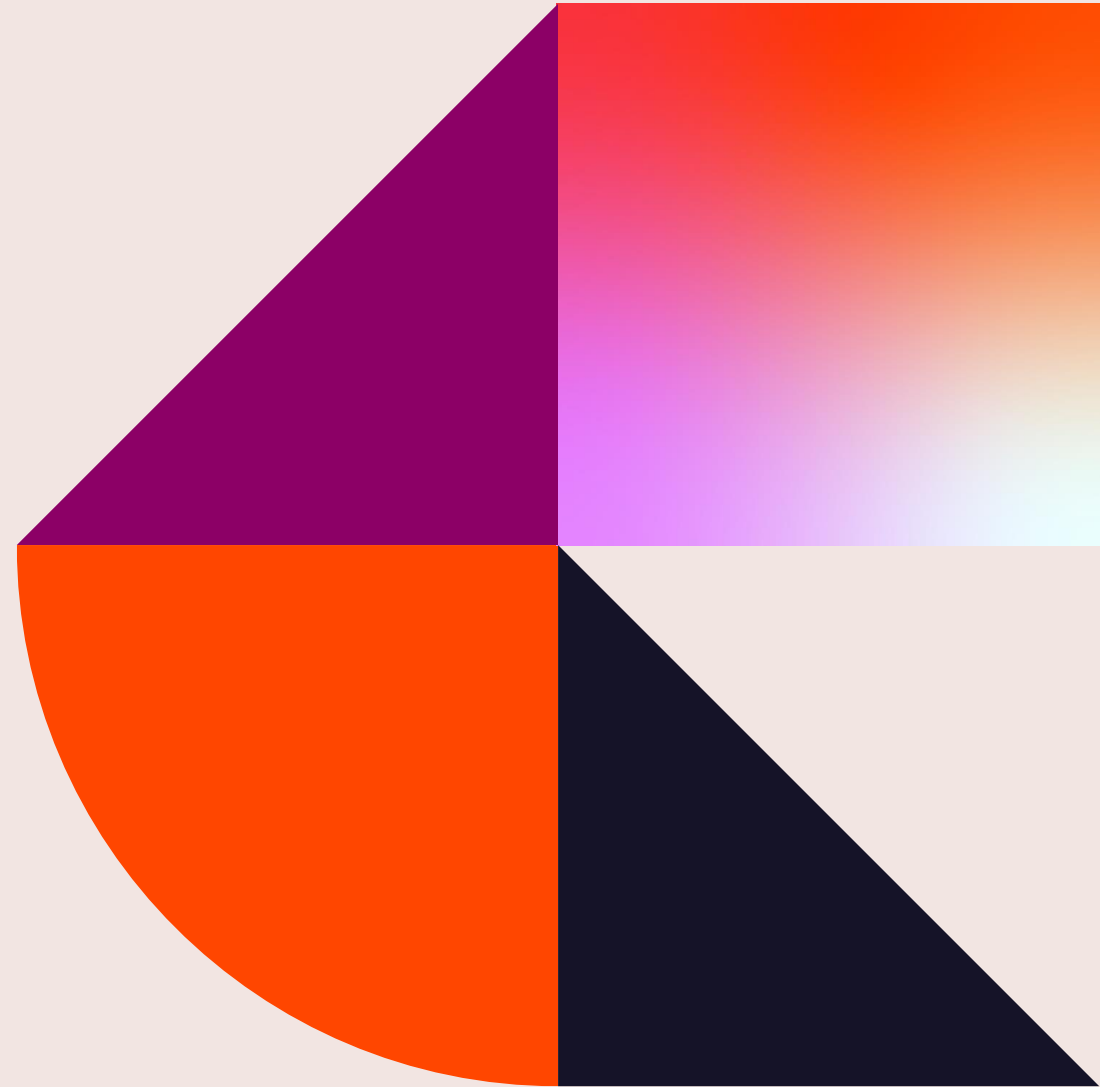
5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)

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.

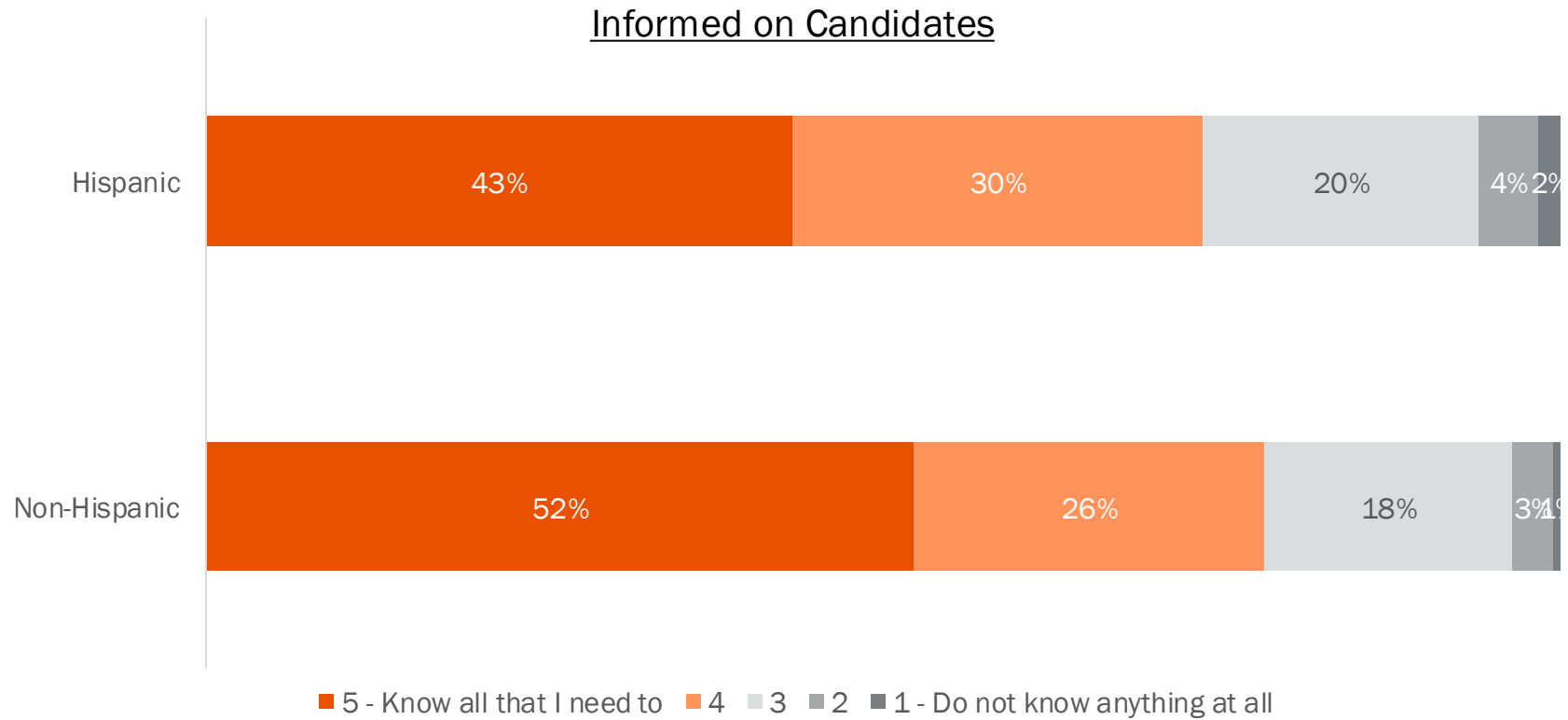
Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Local Television	54%	56%	Podcasts	26%	18%
National Television (like network programs or cable news)	52%	60%	Family	23%	28%
YouTube	48%	31%	TikTok	22%	14%
Facebook	34%	32%	Debates	17%	19%
Instagram	33%	19%	Magazines	12%	10%
Online publications	29%	28%	Religious organization/Church	9%	8%
Radio	27%	23%	Snapchat	8%	5%
Friends	27%	32%	Community organization	7%	5%
Newspapers	26%	29%	School	7%	4%
X, formerly known as Twitter	26%	17%	None of these	2%	4%

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

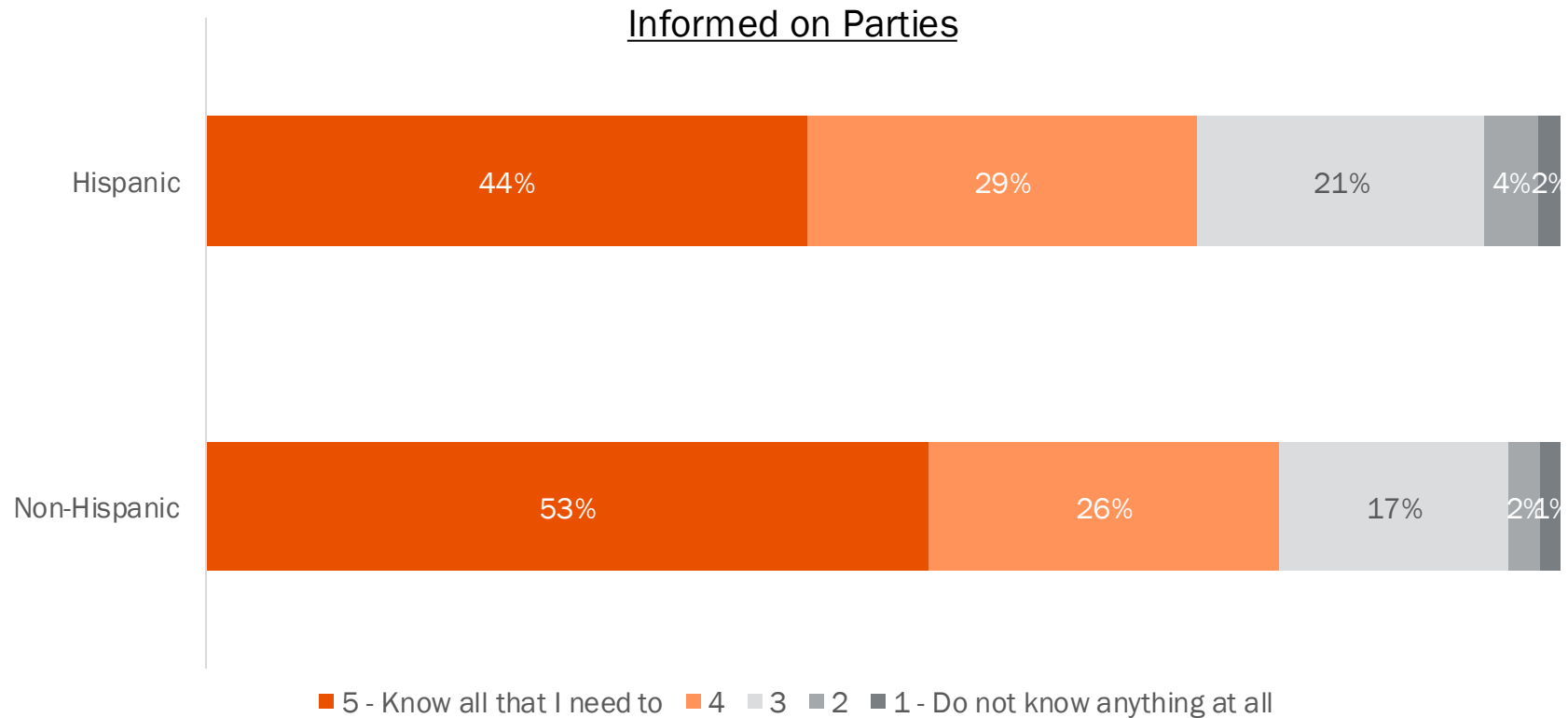
57% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

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?



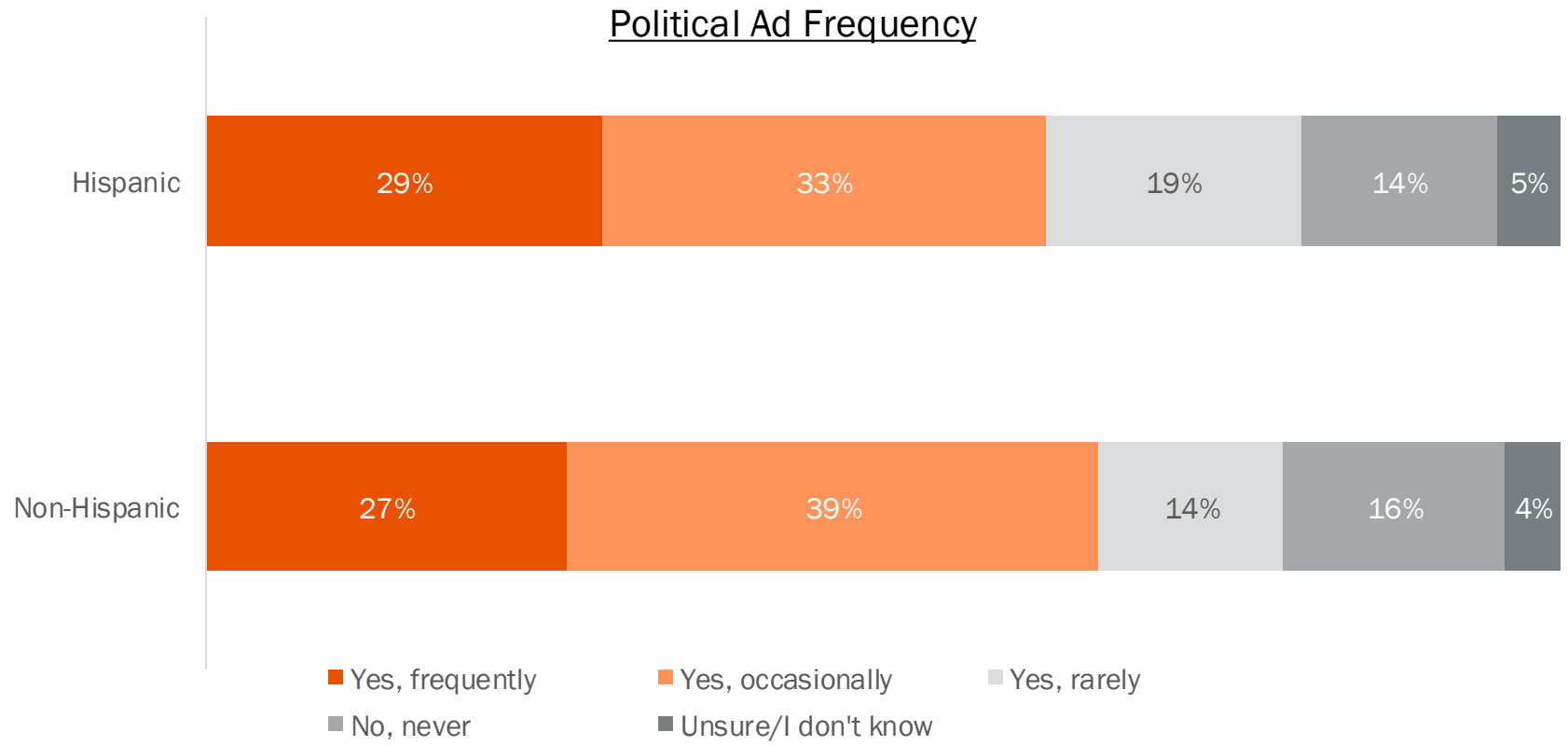
56% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

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?



66% 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?



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



Messaging in Spanish is *Powerful* and *Connects*

66%

OF HISPANICS AGREE

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

66%

OF HISPANICS AGREE

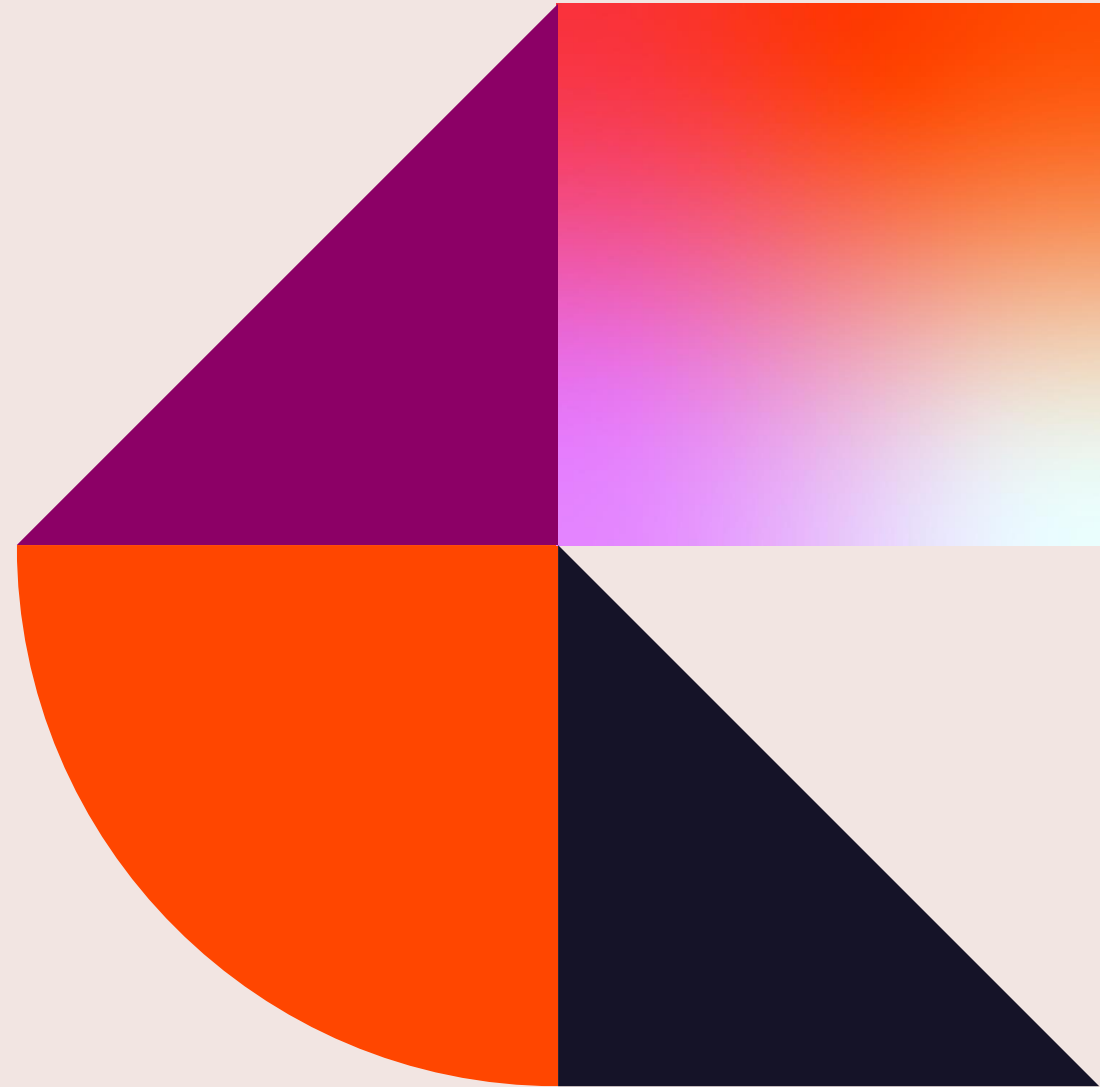
Political parties and candidates who advertise in Spanish are *showing me they want my vote*

55%

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*

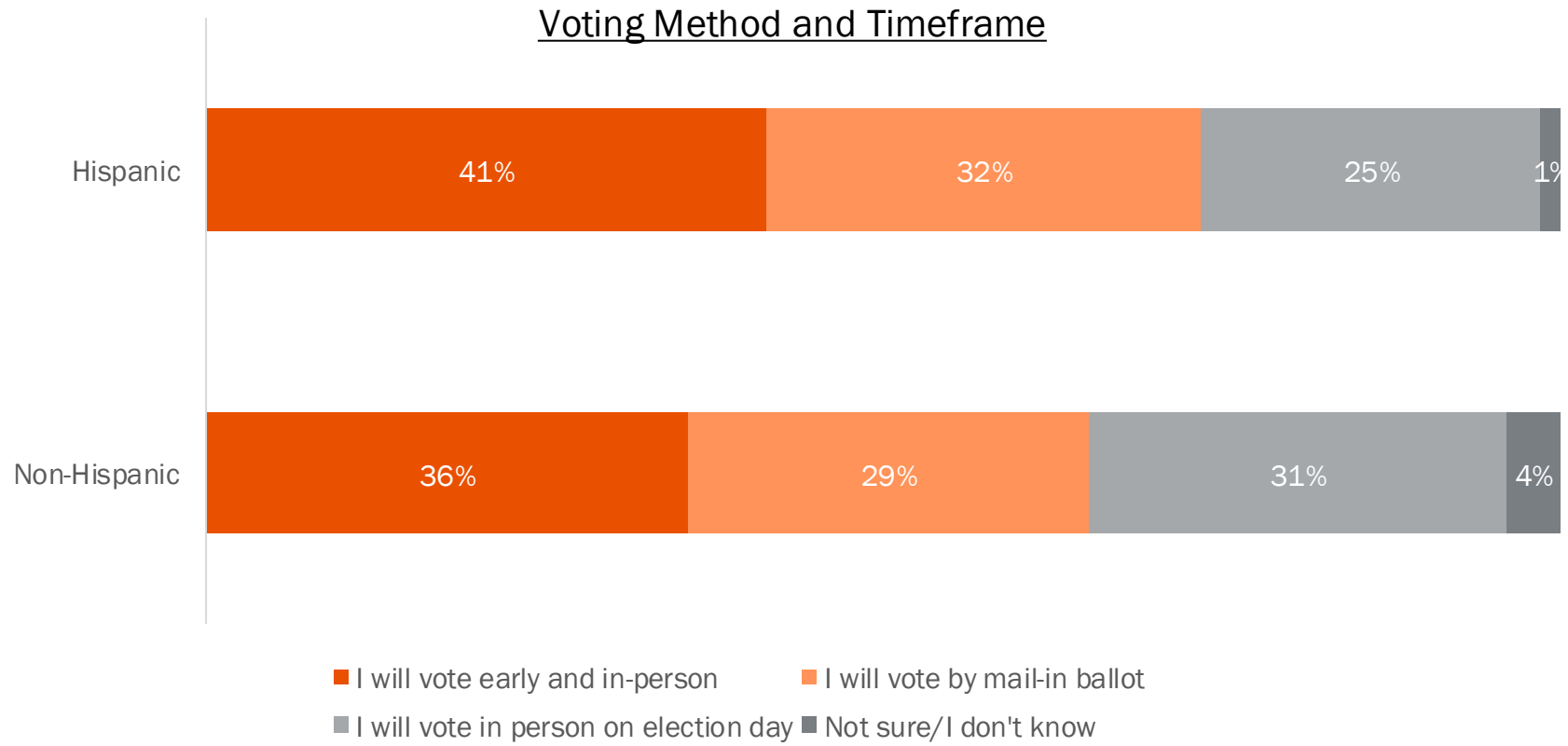
Voting & Campaign Information



Voting Method and Timeframe

- HISPANICS MORE LIKELY THAN NON-HISPANICS TO VOTE EARLY AND IN PERSON OR BY MAIL-IN BALLOT

How do you plan to vote in the General election?

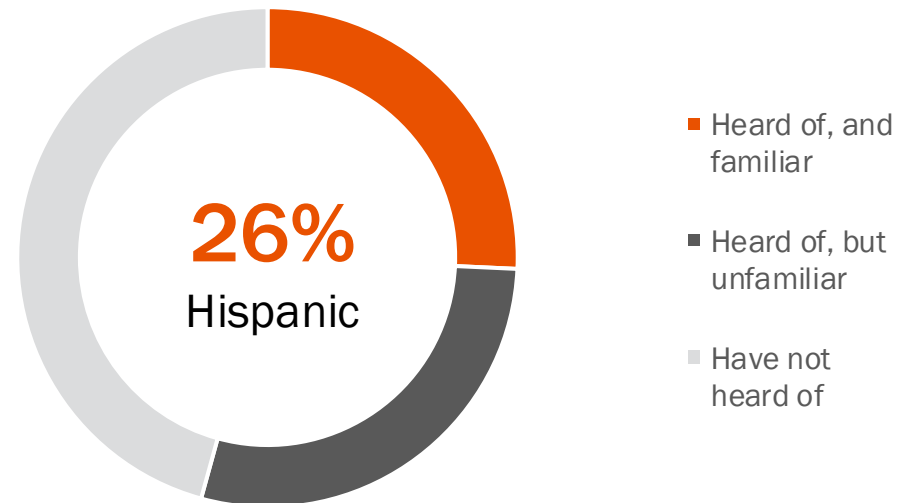


Among likely voters 18+
 Source: Univision political tracker in collaboration with Media Predict as of June 2024

Vota Conmigo Familiarity

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

Vota Conmigo Familiarity





Gracias

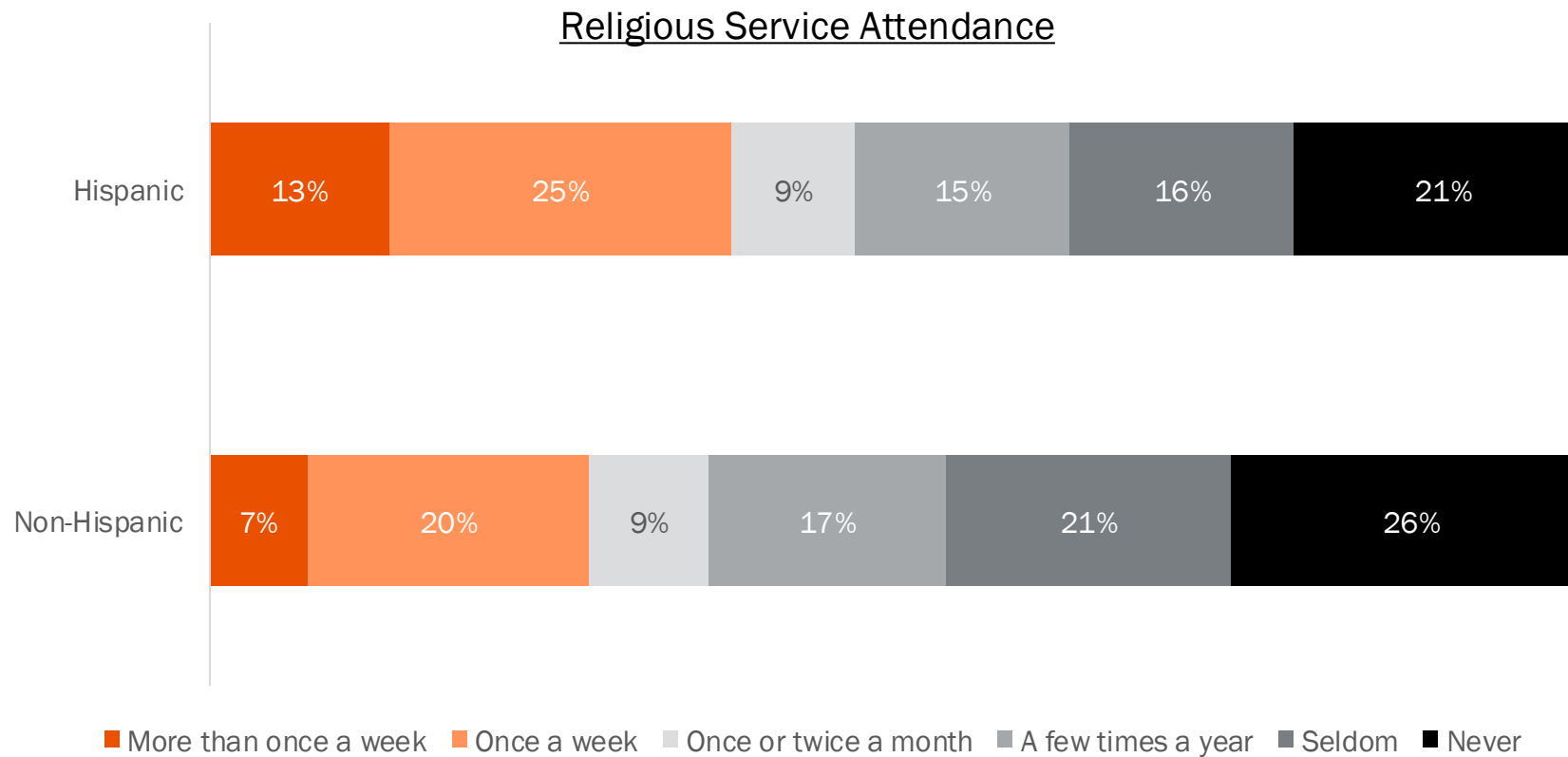
Televisa
Univision

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%	59%	14%
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%	49%	24%	62%

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...

Ballot Language Preference

