LAS VEGAS

Las Vegas Hispanic Community

Las Vegas Hispanics Are YOUNGER

39 Hispanic median age
vs 49 for Non-Hispanic

Lower Hispanic Median Household Income

$65,883K
vs $82,081K for Non-Hispanic

Larger Hispanic Households

3.9 Median Persons per HH
vs 2.8 for Non-Hispanic

More Likely to Have Children in Household

51% Kids <18 in HH
vs 33% for Non-Hispanic

Renting Their Homes

44% Rent where they live
vs 36% for Non-Hispanic

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TU & Media Predict

2024 Presidential Tracker

Las Vegas
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 761 likely voters ages 18+

A18+

340 Hispanic
(202 SpanDom/Bilingual)

421 Non-Hispanic

- In field 6/12/2024 – 6/24/2024

- Weighted to the registered voter universe by age, gender, education, and political party affiliation. Results from full survey have a margin of error of plus or minus 5.4% for Hispanics and 4.9% for Non-Hispanics.

- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

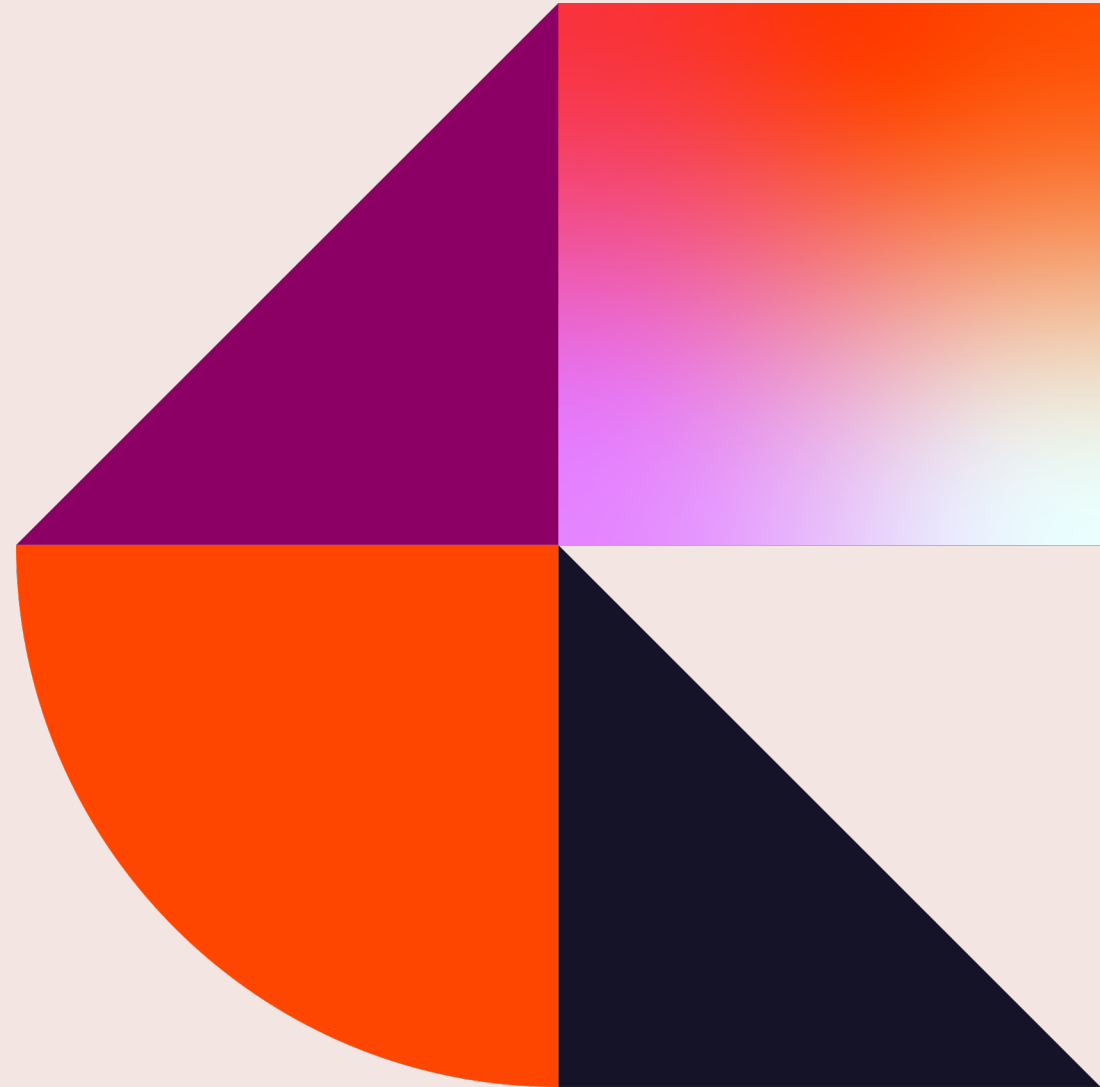# Only 29% of Hispanics Believe U.S. is Headed in the Right Direction

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

29%
Hispanic

25%
Non-Hispanic
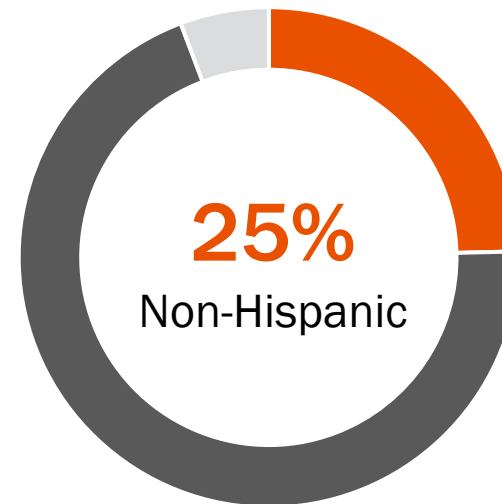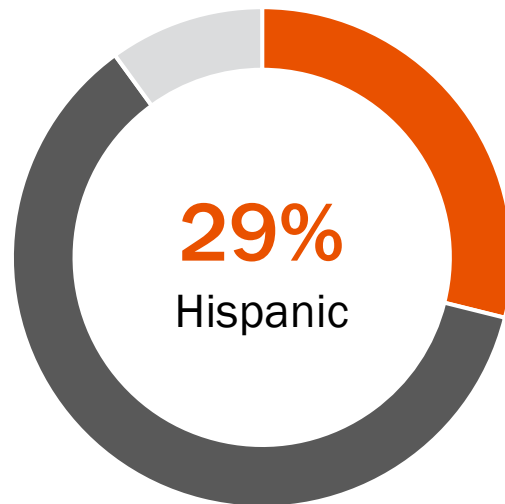
- Right direction
- Wrong track
- Unsure/I don't know

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General Election Polling

Matchup: Biden vs Trump

- JOE BIDEN LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 30% OF HISPANICS UP FOR GRABS (26% 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?

Presidential Matchup

	Definitely Biden	Probably Biden	Probably Trump	Definitely Trump	Someone else	Unsure/I don't know
Hispanic	33%	17%	9%	31%	6%	4%
Non-Hispanic	29%	11%	13%	36%	9%	3%

■ Definitely Biden ■ Probably Biden ■ Probably Trump ■ Definitely Trump ☐ Someone else ■ Unsure/I don't know
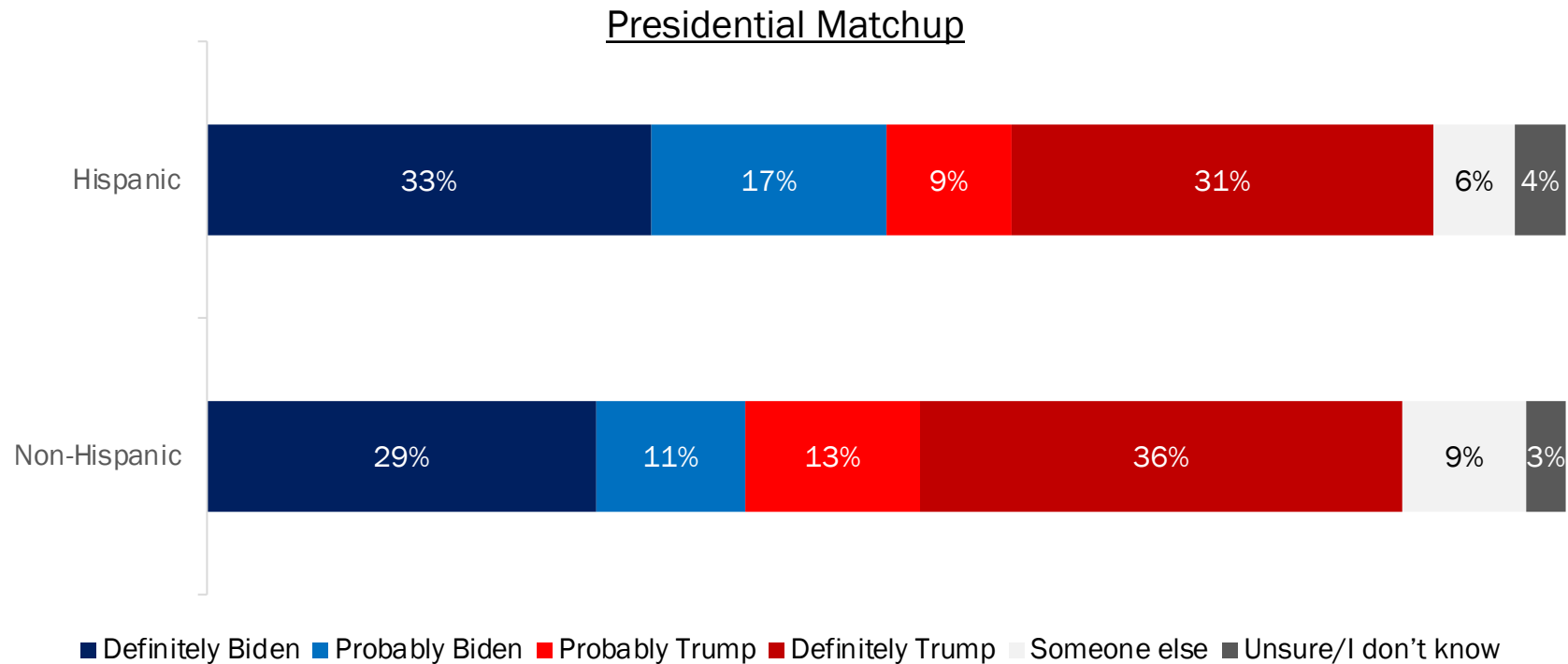
Candidate Support Among Hispanics

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

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?
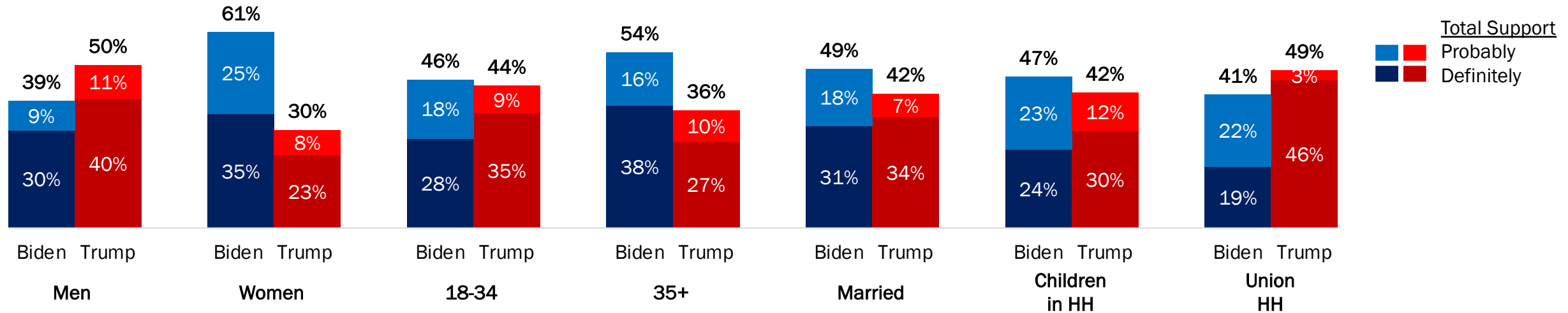
Presidential Matchup

Total Support
- Probably
- Definitely

Men
- Biden: 39% (9% / 30%)
- Trump: 50% (11% / 40%)

Women
- Biden: 61% (25% / 35%)
- Trump: 30% (8% / 23%)

18-34
- Biden: 46% (18% / 28%)
- Trump: 44% (9% / 35%)

35+
- Biden: 54% (16% / 38%)
- Trump: 36% (10% / 27%)

Married
- Biden: 49% (18% / 31%)
- Trump: 42% (7% / 34%)

Children in HH
- Biden: 47% (23% / 24%)
- Trump: 42% (12% / 30%)

Union HH
- Biden: 41% (22% / 19%)
- Trump: 49% (3% / 46%)

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

More in opposition to Donald Trump

Equally in favor of Joe Biden and in opposition to Donald Trump

More in favor of Joe Biden

Hispanic:
- 20%
- 12%
- 68%

Non-Hispanic:
- 21%
- 21%
- 58%
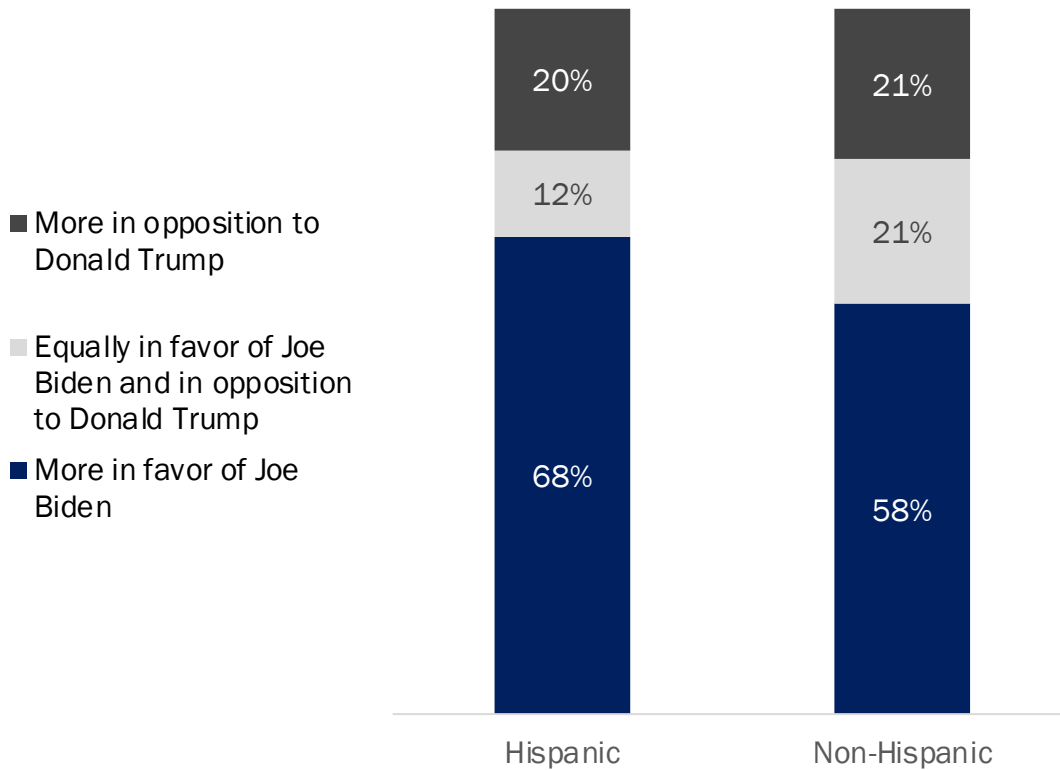
Voting Trump: Favor Trump or Oppose Biden

More in opposition to Joe Biden

Equally in favor of Donald Trump and in opposition to Joe Biden

More in favor of Donald Trump

Hispanic:
- 8%
- 17%
- 75%

Non-Hispanic:
- 15%
- 21%
- 65%

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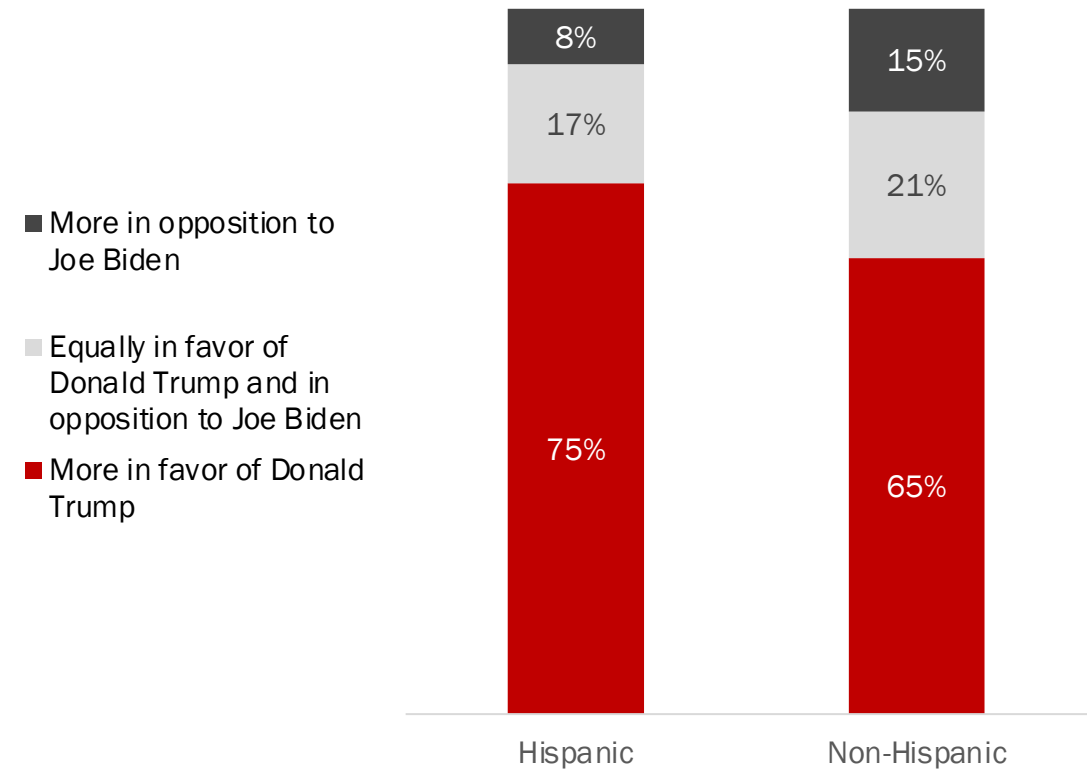
35% of Hispanics Not Completely Certain About Their Vote for President

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

Presidential Vote Certainty

Hispanic
- 65%
- 23%
- 10%
- 2%

Non-Hispanic
- 63%
- 21%
- 12%
- 1% 2%

Legend:
- 5 - Completely certain
- 4
- 3
- 2
- 1 - Not certain at all

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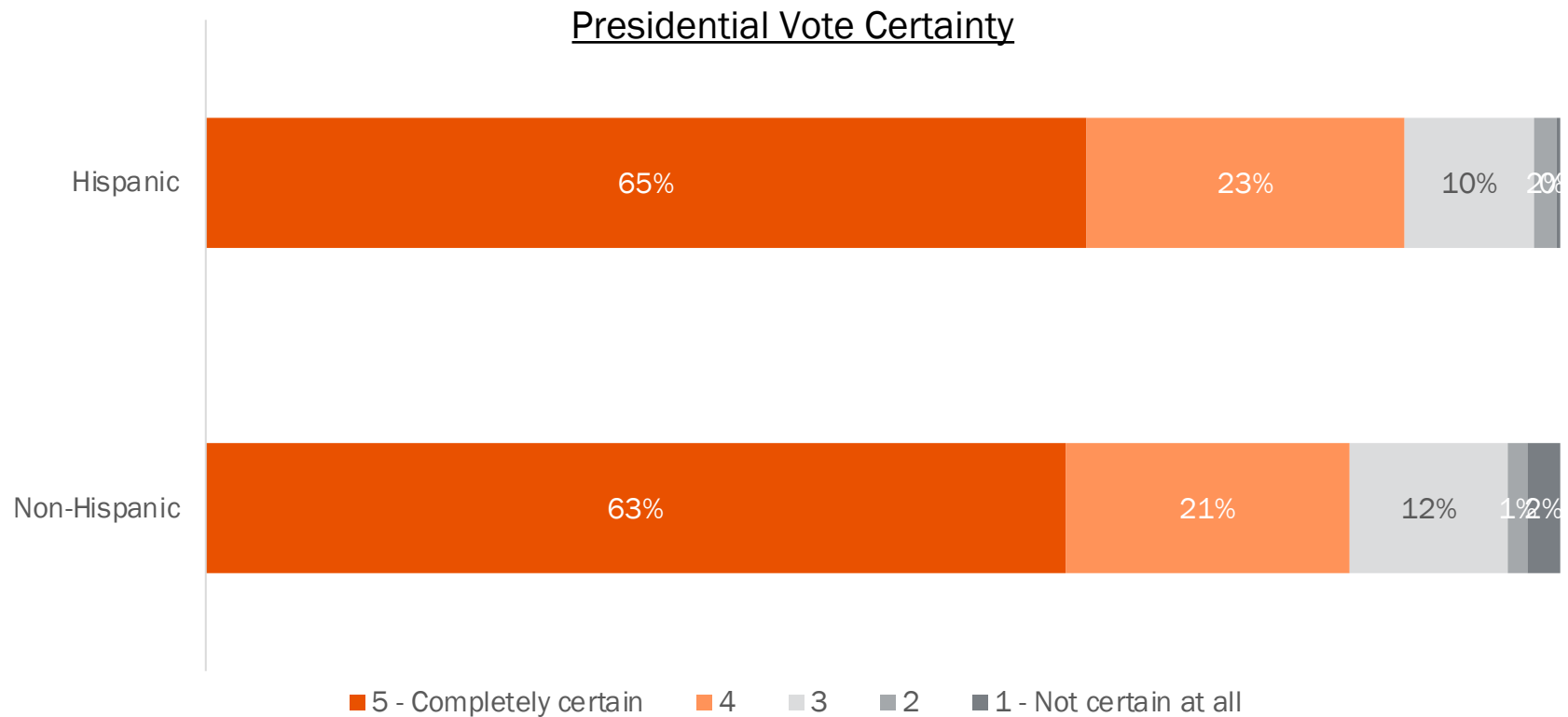
Matchup: Biden vs Trump vs Kennedy

- JOE BIDEN LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- KENNEDY PERFORMS LOWER AMONG HISPANICS THAN NON-HISPANICS
- 32% OF HISPANICS UP FOR GRABS (27% NOT DEFINITE, 5% UNSURE)

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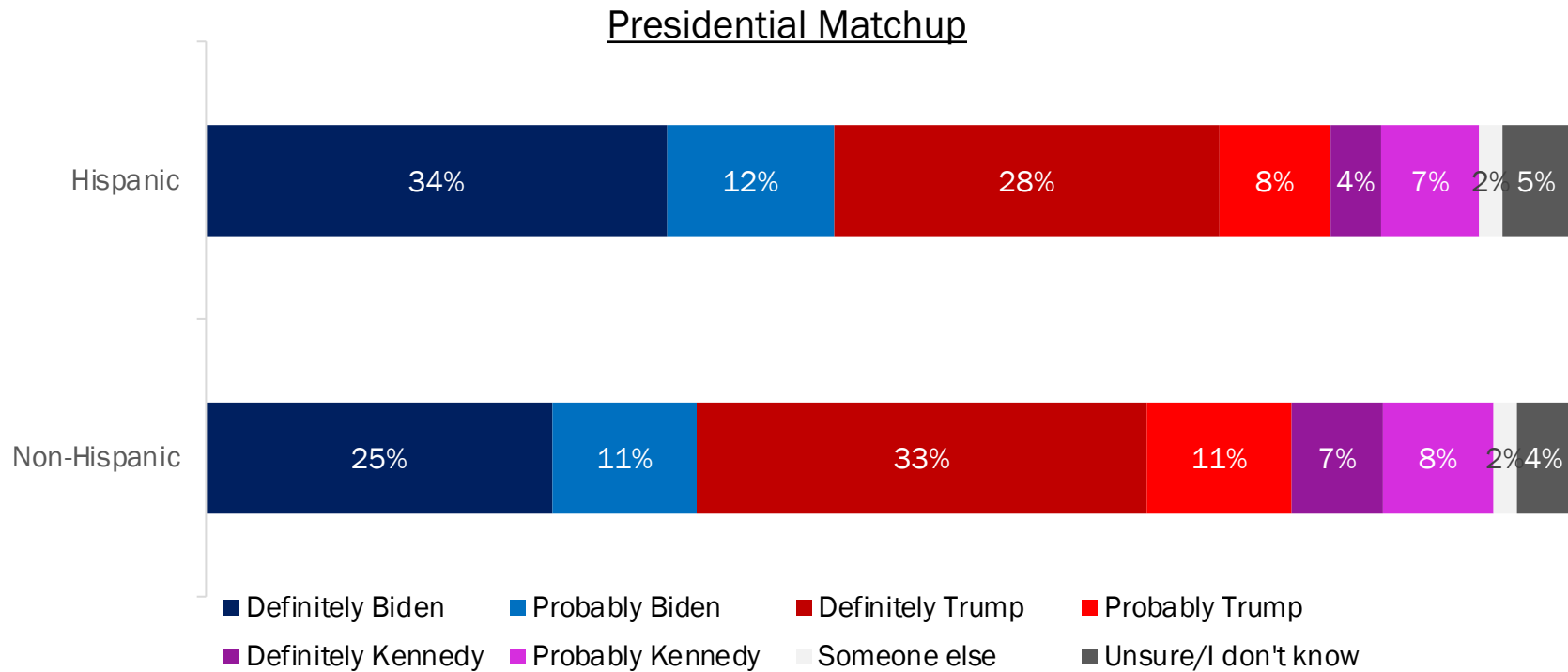
Presidential Matchup

	Definitely Biden	Probably Biden	Definitely Trump	Probably Trump	Definitely Kennedy	Probably Kennedy	Someone else	Unsure/I don't know
Hispanic	34%	12%	28%	8%	4%	7%	2%	5%
Non-Hispanic	25%	11%	33%	11%	7%	8%	2%	4%

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

Hispanic

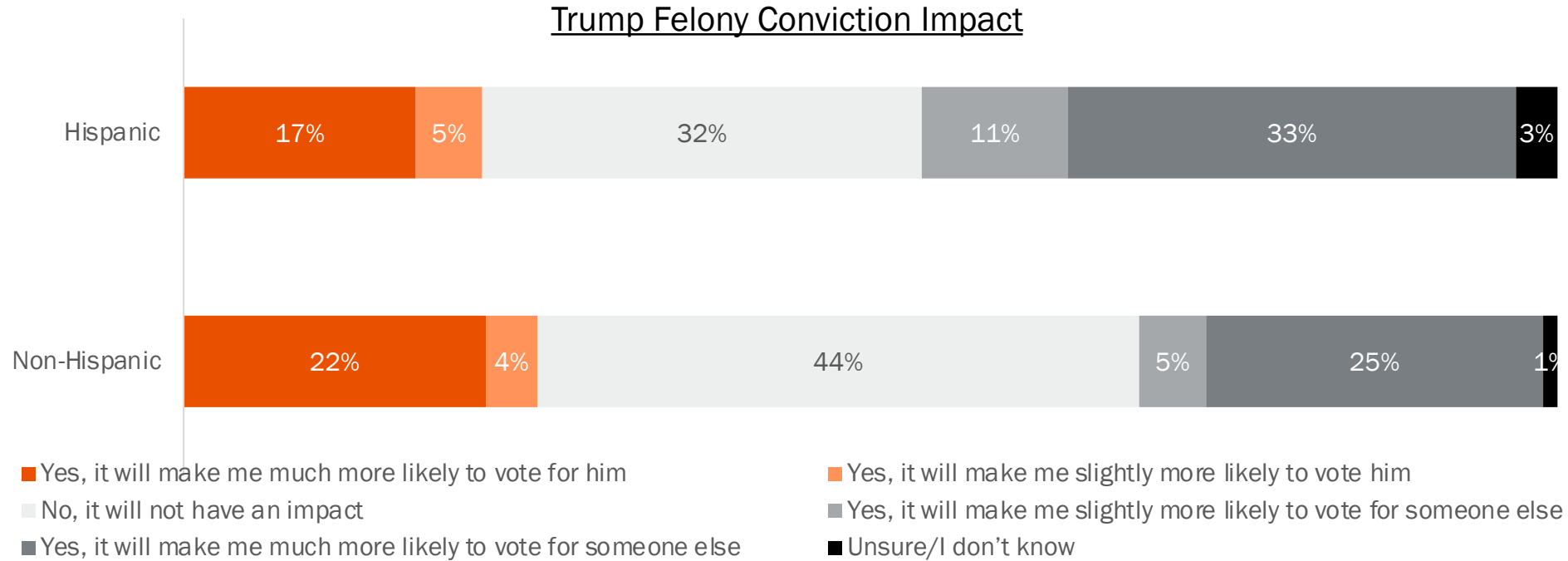| Candidate	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Joe Biden (D)	37%	14%	7%	10%	31%	0%
Donald Trump (R)	35%	10%	6%	7%	40%	1%
Robert F. Kennedy, Jr (I)	10%	22%	30%	14%	20%	3%

Non-Hispanic

Candidate	Very willing	Somewhat willing	Neutral	Somewhat unwilling	Very unwilling	Unsure/No opinion
Joe Biden (D)	27%	13%	5%	7%	47%	1%
Donald Trump (R)	38%	13%	4%	7%	37%	1%
Robert F. Kennedy, Jr (I)	10%	19%	24%	14%	28%	4%

Legend: ■ Very willing ■ Somewhat willing ■ Neutral ■ Somewhat unwilling ■ Very unwilling ■ Unsure/No opinion

Trump Felony Conviction

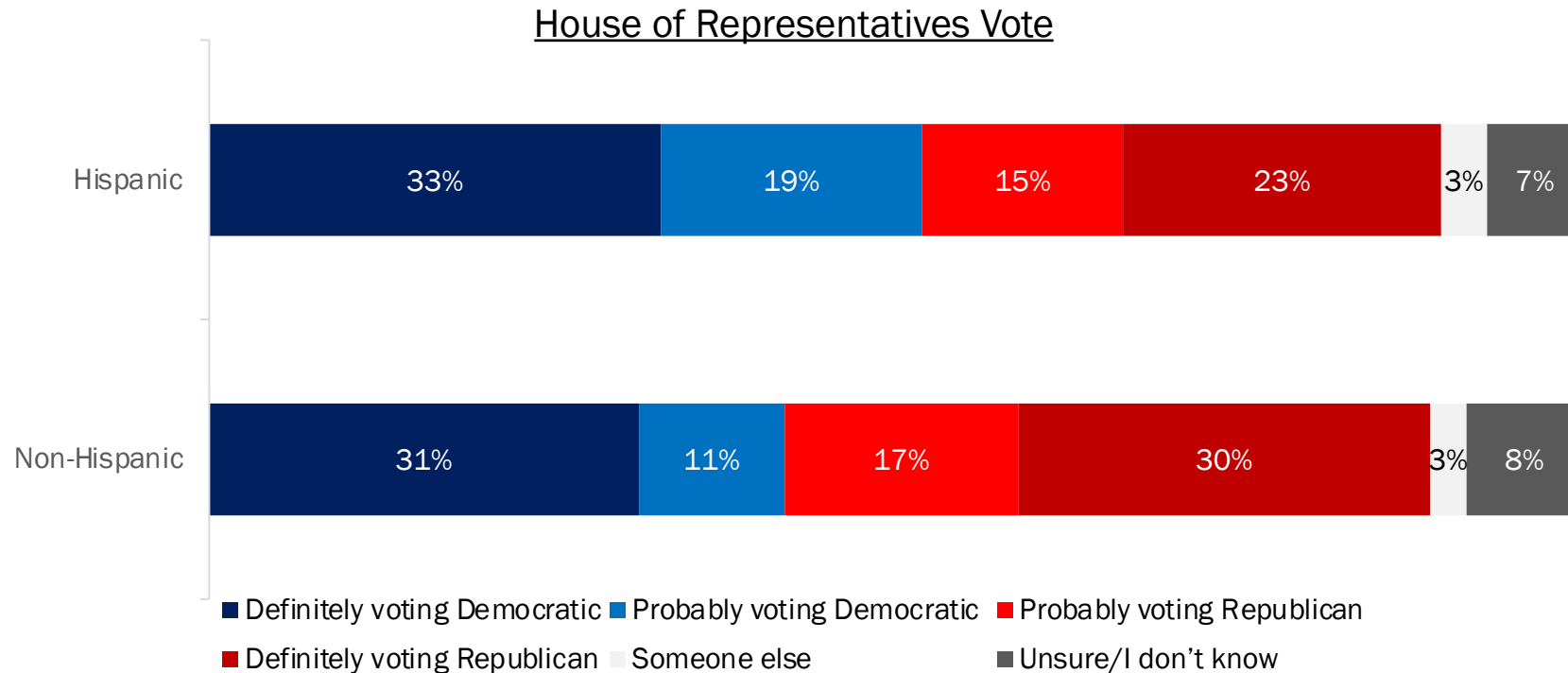*Thinking again about the upcoming election will Donald Trump's felony convictions in New York affect how you vote?*

Trump Felony Conviction Impact

Hispanic: 17% | 5% | 32% | 11% | 33% | 3%

Non-Hispanic: 22% | 4% | 44% | 5% | 25% | 1%

Legend:
- ■ Yes, it will make me much more likely to vote for him
- ■ Yes, it will make me slightly more likely to vote him
- □ No, it will not have an impact
- ■ Yes, it will make me slightly more likely to vote for someone else
- ■ Yes, it will make me much more likely to vote for someone else
- ■ Unsure/I don't know

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	44%	34%	46%	37%
The recent felony trial of Donald Trump in New York was conducted fairly	44%	34%	46%	40%

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House of Representatives Vote
- DEMOCRATS FAVORED BY HISPANICS, HIGHER THAN NON-HISPANICS
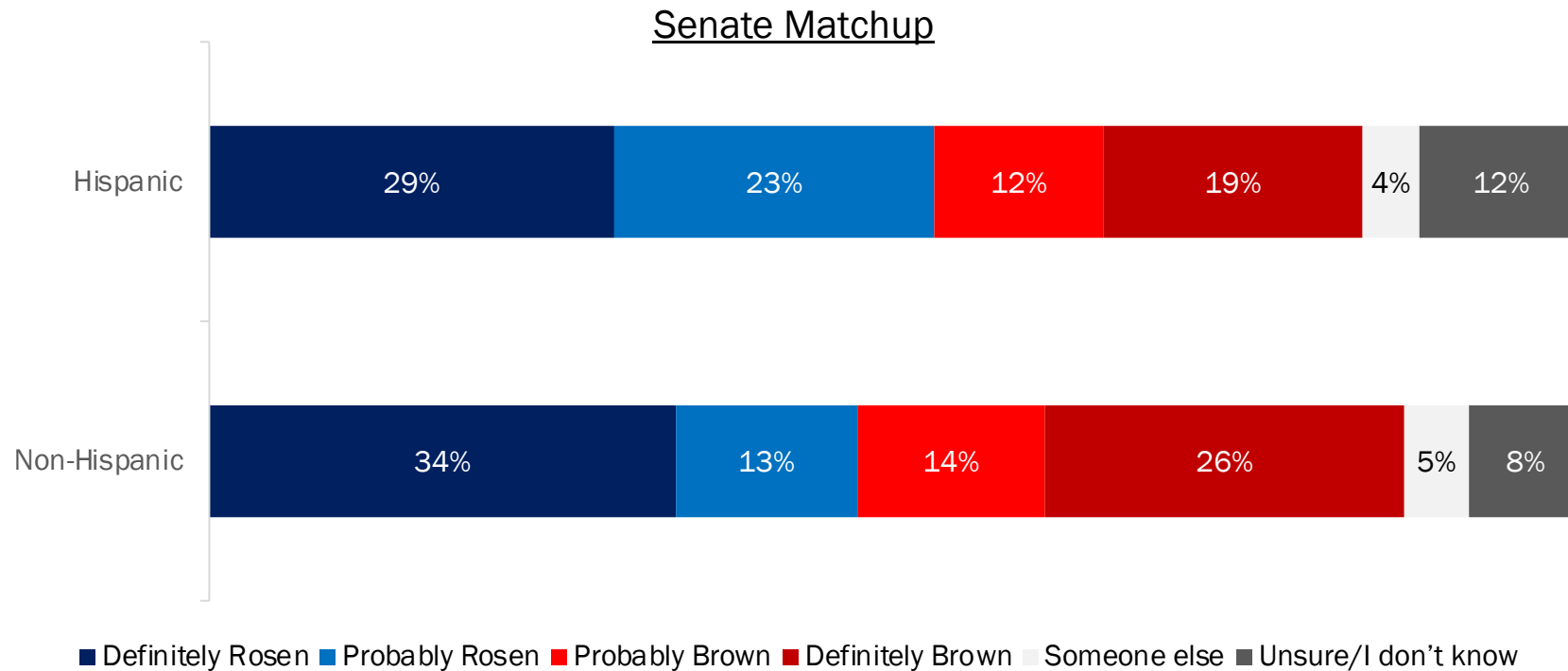## - 41% OF HISPANICS UP FOR GRABS (34% NOT DEFINITE, 7% UNSURE)

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

House of Representatives Vote

	Definitely voting Democratic	Probably voting Democratic	Probably voting Republican	Definitely voting Republican	Someone else	Unsure/I don't know
Hispanic	33%	19%	15%	23%	3%	7%
Non-Hispanic	31%	11%	17%	30%	3%	8%

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Matchup: Rosen vs Brown

- JACKY ROSEN LEADS AMONG HISPANICS, LOWER THAN NON-HISPANICS

- 47% OF HISPANICS UP FOR GRABS (35% NOT DEFINITE, 12% UNSURE)

If the 2024 election for United States Senator from Nevada were being held today, and the candidates were Jacky Rosen (Democrat) & Sam Brown (Republican), for whom would you vote?
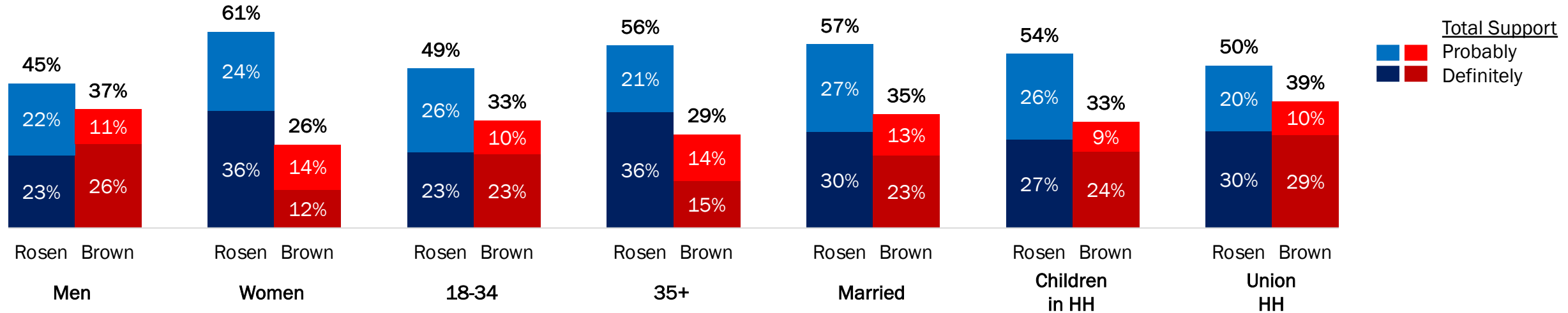
Senate Matchup

Group	Definitely Rosen	Probably Rosen	Probably Brown	Definitely Brown	Someone else	Unsure/I don't know
Hispanic	29%	23%	12%	19%	4%	12%
Non-Hispanic	34%	13%	14%	26%	5%	8%

■ Definitely Rosen ■ Probably Rosen ■ Probably Brown ■ Definitely Brown □ Someone else ■ Unsure/I don't know

Candidate Support Among Hispanics

- BROWN'S STRONGEST SUPPORT AMONG UNION HOUSEHOLDS
- ROSEN'S STRONGEST SUPPORT AMONG WOMEN

If the 2024 election for United States Senator from Nevada were being held today, and the candidates were Jacky Rosen (Democrat) & Sam Brown (Republican), for whom would you vote?
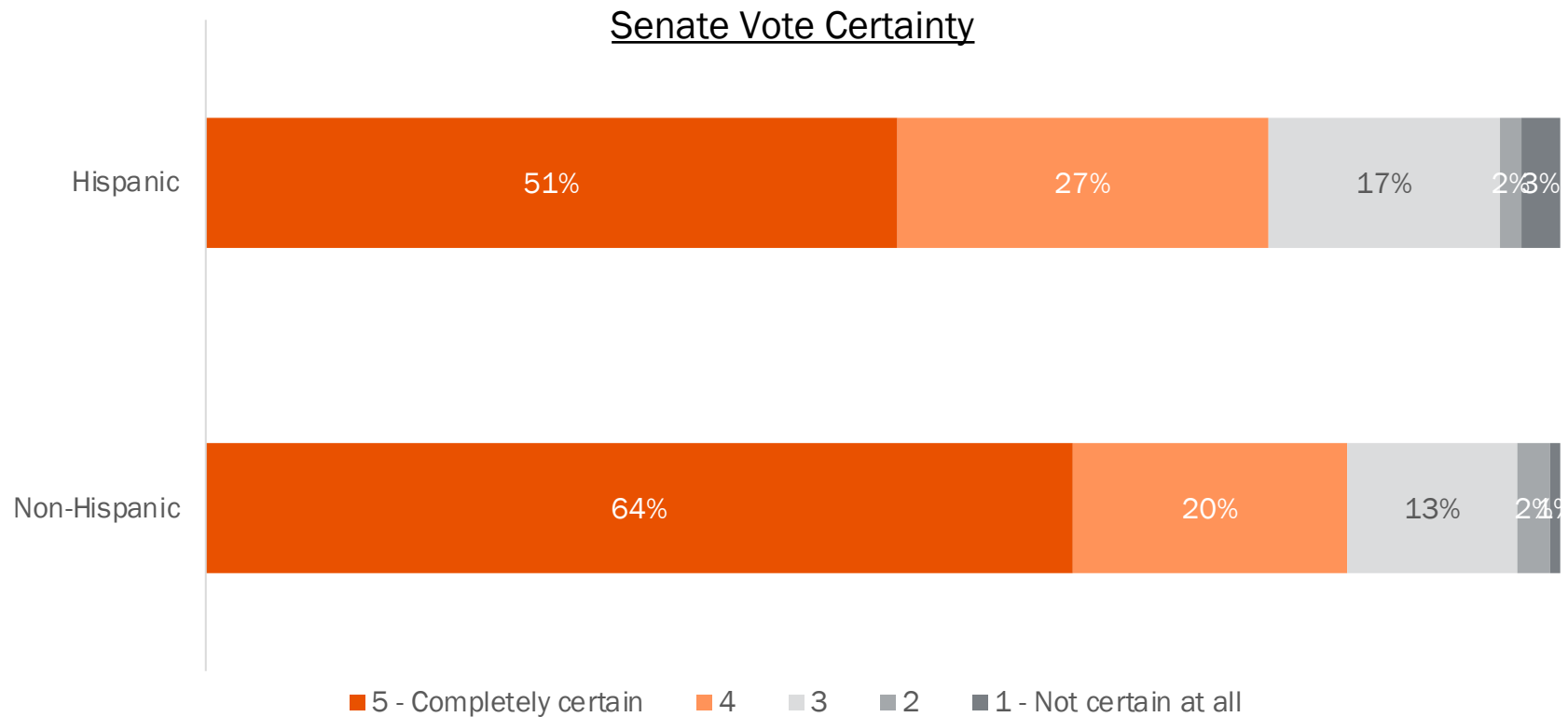
Senate Matchup

Total Support
- Probably
- Definitely

Men

	Rosen	Brown
Total	45%	37%
Probably	22%	11%
Definitely	23%	26%

Women

	Rosen	Brown
Total	61%	26%
Probably	24%	14%
Definitely	36%	12%

18-34

	Rosen	Brown
Total	49%	33%
Probably	26%	10%
Definitely	23%	23%

35+

	Rosen	Brown
Total	56%	29%
Probably	21%	14%
Definitely	36%	15%

Married

	Rosen	Brown
Total	57%	35%
Probably	27%	13%
Definitely	30%	23%

Children in HH

	Rosen	Brown
Total	54%	33%
Probably	26%	9%
Definitely	27%	24%

Union HH

	Rosen	Brown
Total	50%	39%
Probably	20%	10%
Definitely	30%	29%

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49% of Hispanics Not Completely Certain About Their Vote for Senator

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

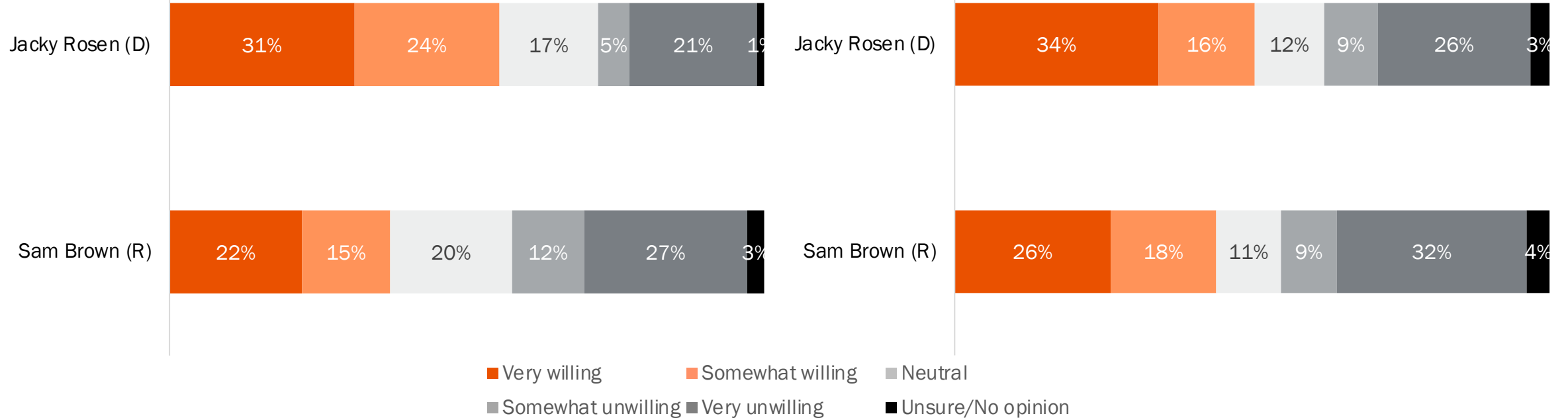## Senate Vote Certainty

Hispanic	51%	27%	17%	2%	3%
Non-Hispanic	64%	20%	13%	2%	1%

■ 5 - Completely certain   ■ 4   ■ 3   ■ 2   ■ 1 - Not certain at all

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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.
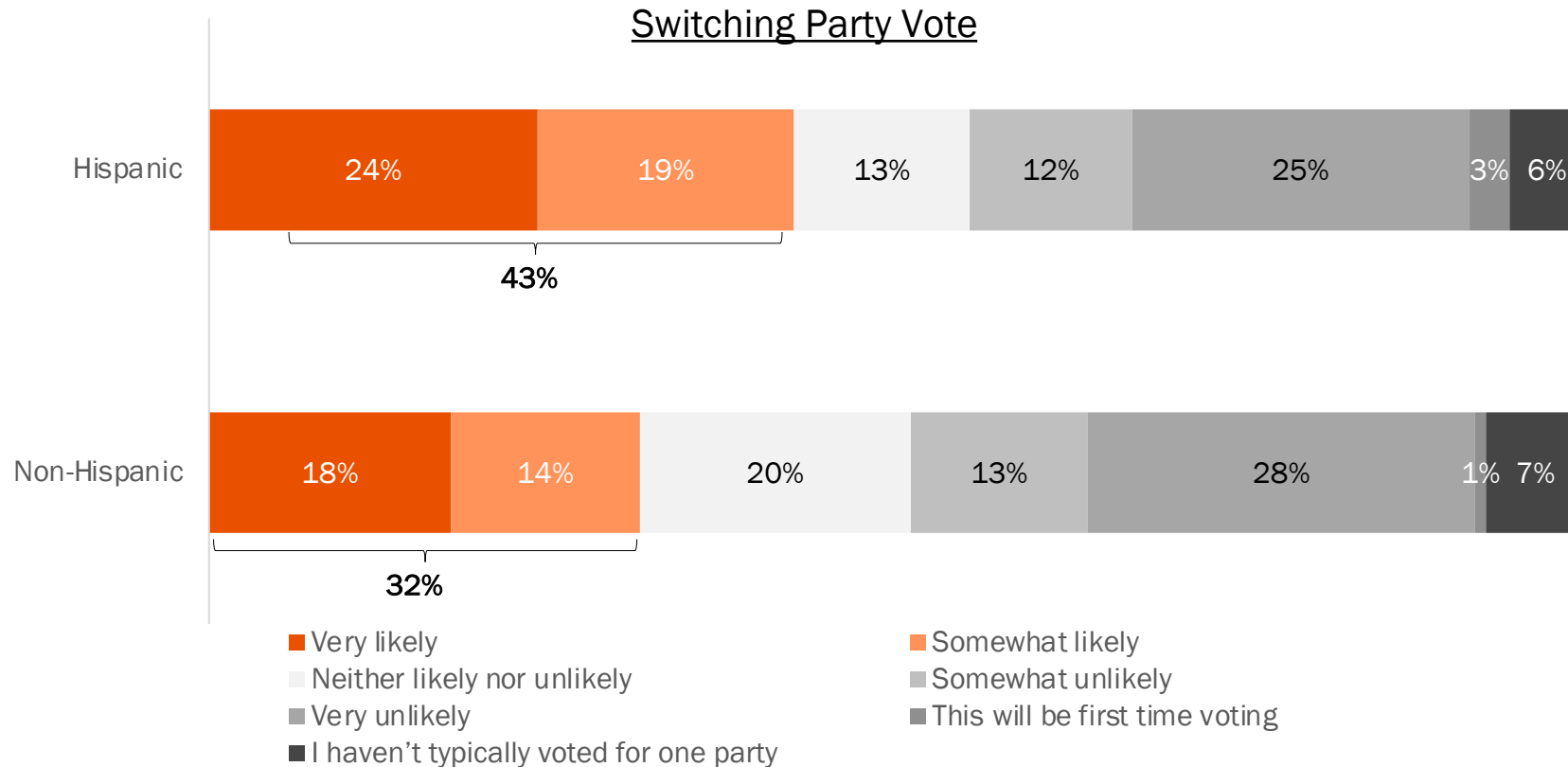
Senate Willingness

Hispanic

Jacky Rosen (D)
| 31% | 24% | 17% | 5% | 21% | 1% |

Sam Brown (R)
| 22% | 15% | 20% | 12% | 27% | 3% |

Non-Hispanic

Jacky Rosen (D)
| 34% | 16% | 12% | 9% | 26% | 3% |

Sam Brown (R)
| 26% | 18% | 11% | 9% | 32% | 4% |

Legend: ■ Very willing ■ Somewhat willing ■ Neutral ■ Somewhat unwilling ■ Very unwilling ■ Unsure/No opinion

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?
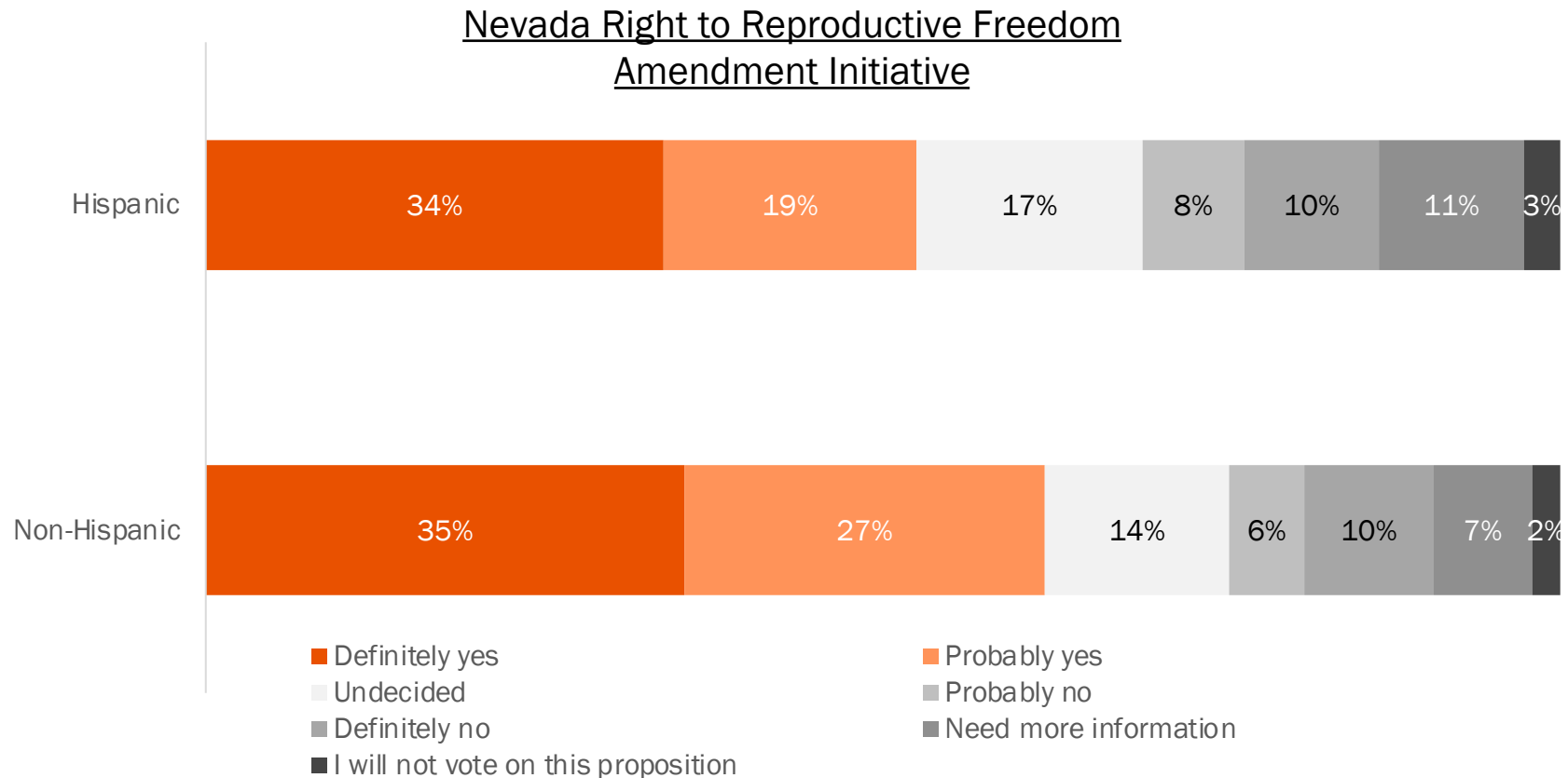
Switching Party Vote

	Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	This will be first time voting	I haven't typically voted for one party
Hispanic	24%	19%	13%	12%	25%	3%	6%
Non-Hispanic	18%	14%	20%	13%	28%	1%	7%

Hispanic: 43%
Non-Hispanic: 32%

Legend:
- Very likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Very unlikely
- This will be first time voting
- I haven't typically voted for one party

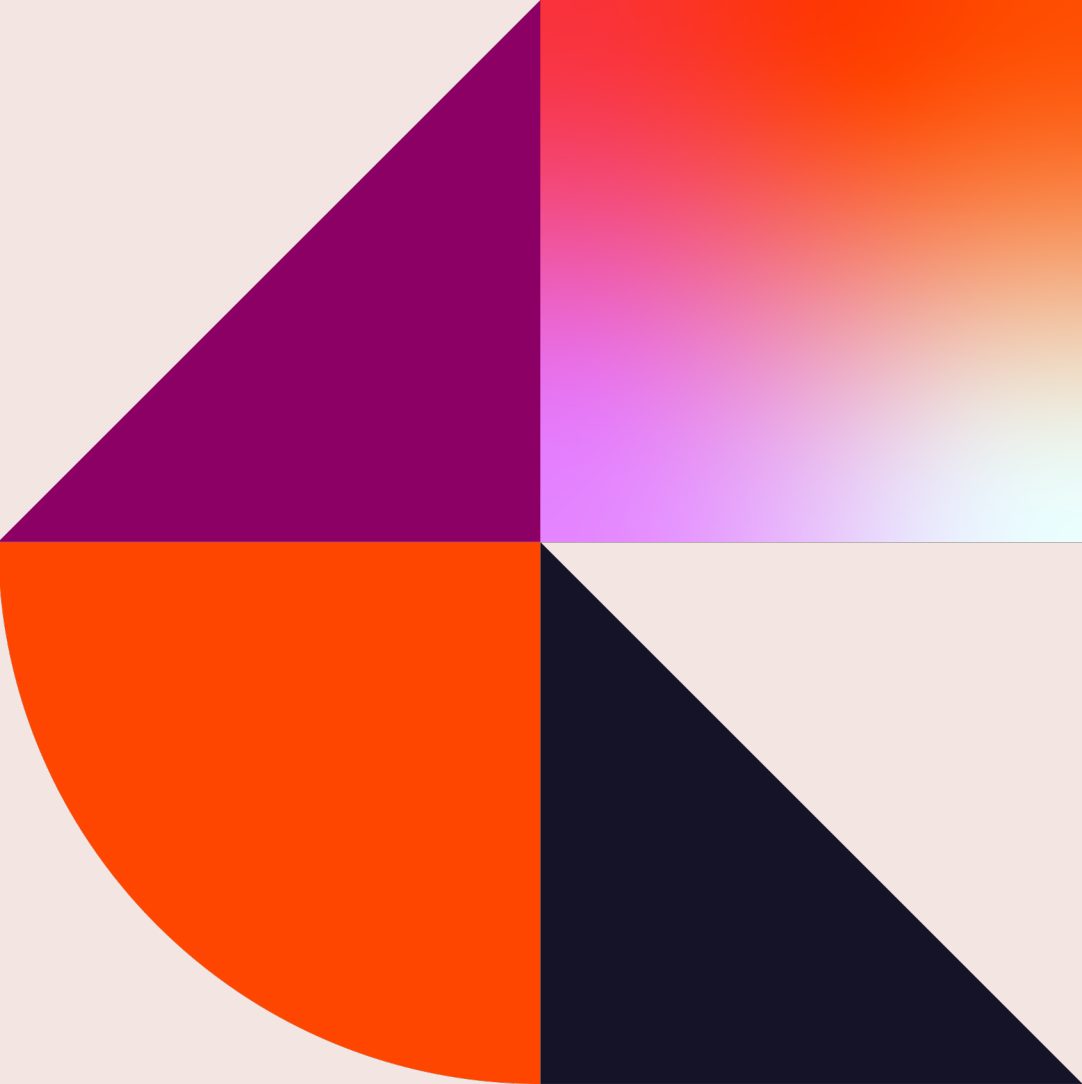Televisa Univision | Consumer Strategy & Insights

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Nevada Right to Reproductive Freedom Amendment

- AFTER READING A SUMMARY OF THE INITIATIVE, 34% OF HISPANICS & 35% 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?
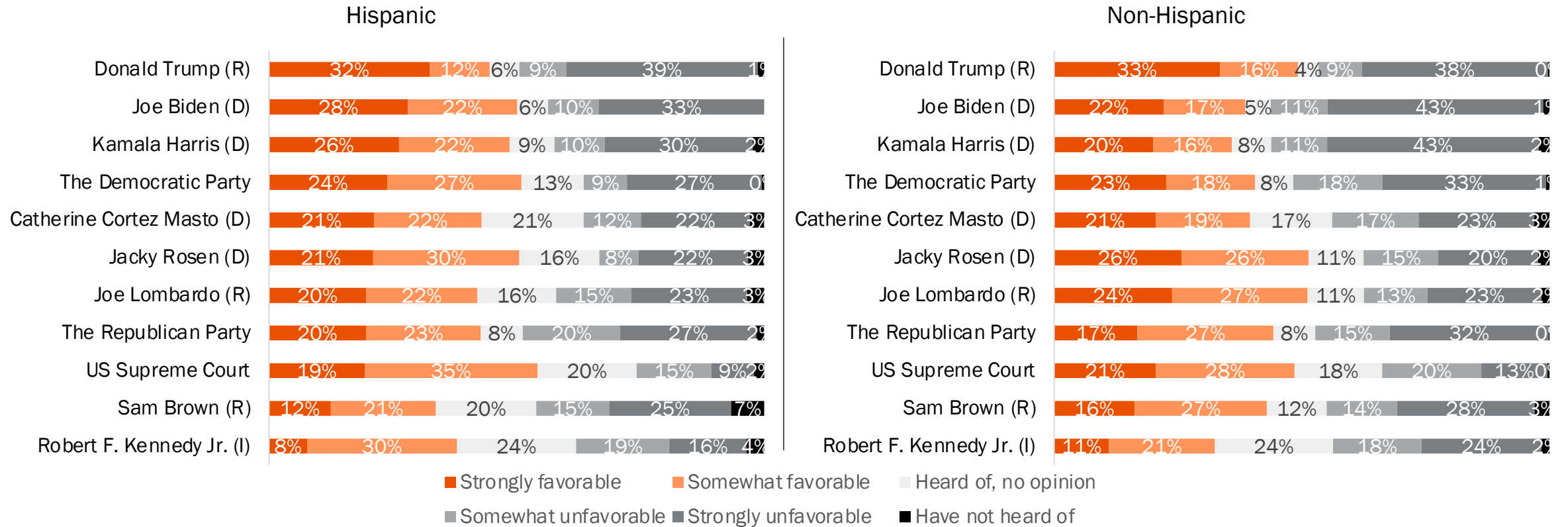
Nevada Right to Reproductive Freedom Amendment Initiative

Hispanic
| 34% | 19% | 17% | 8% | 10% | 11% | 3% |

Non-Hispanic
| 35% | 27% | 14% | 6% | 10% | 7% | 2% |

- ■ Definitely yes
- ■ Probably yes
- ■ Undecided
- ■ Probably no
- ■ Definitely no
- ■ Need more information
- ■ I will not vote on this proposition

Favorability & Job Approval

Favorability

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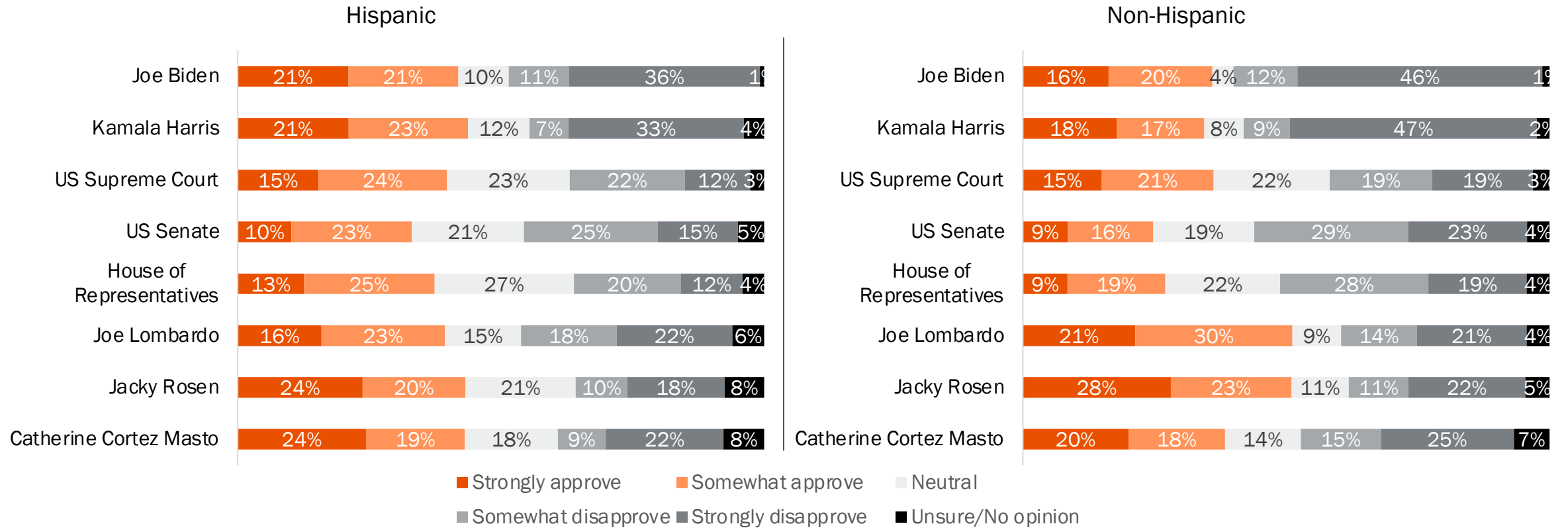
Favorability

Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Donald Trump (R)	32%	12%	6%	9%	39%	1%
Joe Biden (D)	28%	22%	6%	10%	33%	
Kamala Harris (D)	26%	22%	9%	10%	30%	2%
The Democratic Party	24%	27%	13%	9%	27%	0%
Catherine Cortez Masto (D)	21%	22%	21%	12%	22%	3%
Jacky Rosen (D)	21%	30%	16%	8%	22%	3%
Joe Lombardo (R)	20%	22%	16%	15%	23%	3%
The Republican Party	20%	23%	8%	20%	27%	2%
US Supreme Court	19%	35%	20%	15%	9%	2%
Sam Brown (R)	12%	21%	20%	15%	25%	7%
Robert F. Kennedy Jr. (I)	8%	30%	24%	19%	16%	4%

Non-Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
Donald Trump (R)	33%	16%	4%	9%	38%	0%
Joe Biden (D)	22%	17%	5%	11%	43%	1%
Kamala Harris (D)	20%	16%	8%	11%	43%	2%
The Democratic Party	23%	18%	8%	18%	33%	1%
Catherine Cortez Masto (D)	21%	19%	17%	17%	23%	3%
Jacky Rosen (D)	26%	26%	11%	15%	20%	2%
Joe Lombardo (R)	24%	27%	11%	13%	23%	2%
The Republican Party	17%	27%	8%	15%	32%	0%
US Supreme Court	21%	28%	18%	20%	13%	0%
Sam Brown (R)	16%	27%	12%	14%	28%	3%
Robert F. Kennedy Jr. (I)	11%	21%	24%	18%	24%	2%

Legend:
- Strongly favorable
- Somewhat favorable
- Heard of, no opinion
- Somewhat unfavorable
- Strongly unfavorable
- Have not heard of

Job Approval

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

Job Approval

Hispanic

	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	21%	21%	10%	11%	36%	1%
Kamala Harris	21%	23%	12%	7%	33%	4%
US Supreme Court	15%	24%	23%	22%	12%	3%
US Senate	10%	23%	21%	25%	15%	5%
House of Representatives	13%	25%	27%	20%	12%	4%
Joe Lombardo	16%	23%	15%	18%	22%	6%
Jacky Rosen	24%	20%	21%	10%	18%	8%
Catherine Cortez Masto	24%	19%	18%	9%	22%	8%

Non-Hispanic

	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	16%	20%	4%	12%	46%	1%
Kamala Harris	18%	17%	8%	9%	47%	2%
US Supreme Court	15%	21%	22%	19%	19%	3%
US Senate	9%	16%	19%	29%	23%	4%
House of Representatives	9%	19%	22%	28%	19%	4%
Joe Lombardo	21%	30%	9%	14%	21%	4%
Jacky Rosen	28%	23%	11%	11%	22%	5%
Catherine Cortez Masto	20%	18%	14%	15%	25%	7%

The Issues

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

- EDUCATION, OPIOIDS/DRUG ABUSE 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	74%	79%	Energy policy	42%	36%
Economy / jobs	72%	66%	Defense / military	39%	45%
Inflation	72%	76%	Strengthening law enforcement	38%	46%
Affordable housing	67%	59%	Climate change	36%	31%
Healthcare	59%	58%	Entitlements / social services reform (Medicare, welfare, etc.)	36%	52%
Education	59%	46%	Israel/Hamas War	34%	28%
Taxes	56%	50%	Infrastructure, such as roads and public transportation	34%	36%
Crime and public safety	56%	59%	U.S. relationship with China	34%	35%
Government spending / deficit	54%	56%	Abortion	34%	41%
Immigration	50%	59%	Foreign policy	31%	37%
Opioids / drug abuse	45%	35%	Race relations	31%	28%
Social security / Medicare	43%	64%	Russia / Ukraine war	31%	26%
Gun control	43%	37%	Culture wars	25%	22%
Gun rights / 2nd amendment	43%	41%	Police reform	23%	26%
Border security	42%	58%	LGBTQ rights	20%	18%

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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	77%
Economy / jobs	74%
Inflation	71%
Education	68%
Affordable housing	67%
Healthcare	65%
Crime and public safety	58%
Climate change	56%
Gun control	54%
Social security / Medicare	49%

Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	69%
Inflation	65%
Affordable housing	65%
Economy / jobs	62%
Healthcare	59%
Taxes	56%
Education	54%
Government spending / deficit	48%
Crime and public safety	48%
Social security / Medicare	43%

Top 10 Issues Among Definitely Trump Voters	% Hispanic Top Box
Economy / jobs	82%
Inflation	82%
Cost of living	78%
Gun rights / 2nd amendment	74%
Border security	72%
Affordable housing	71%
Immigration	71%
Government spending / deficit	69%
Taxes	66%
Defense / military	64%

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

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

Determining Issue

47%
Hispanic

44%
Non-Hispanic

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

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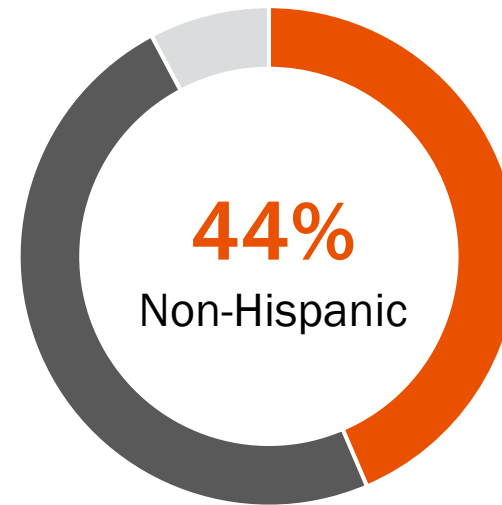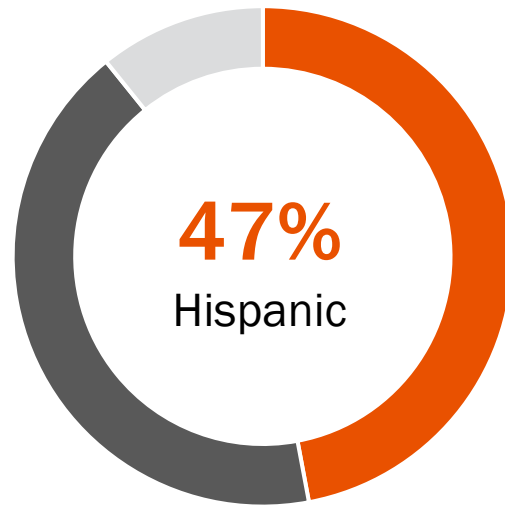
Issues That Will Determine Who They Vote For
- INFLATION MOST IMPORTANT TO HISPANICS

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

Top 10 Determining Issues

	Hispanic	Non-Hispanic
Inflation	18%	10%
Abortion	9%	13%
Immigration	9%	13%
Cost of living	7%	10%
Healthcare	7%	1%
Affordable housing	6%	5%
Border security	6%	11%
Economy / jobs	5%	6%
Gun control	5%	2%
Entitlements / social services reform (Medicare, welfare, etc.)	4%	2%

Party Better Able to Handle Issues

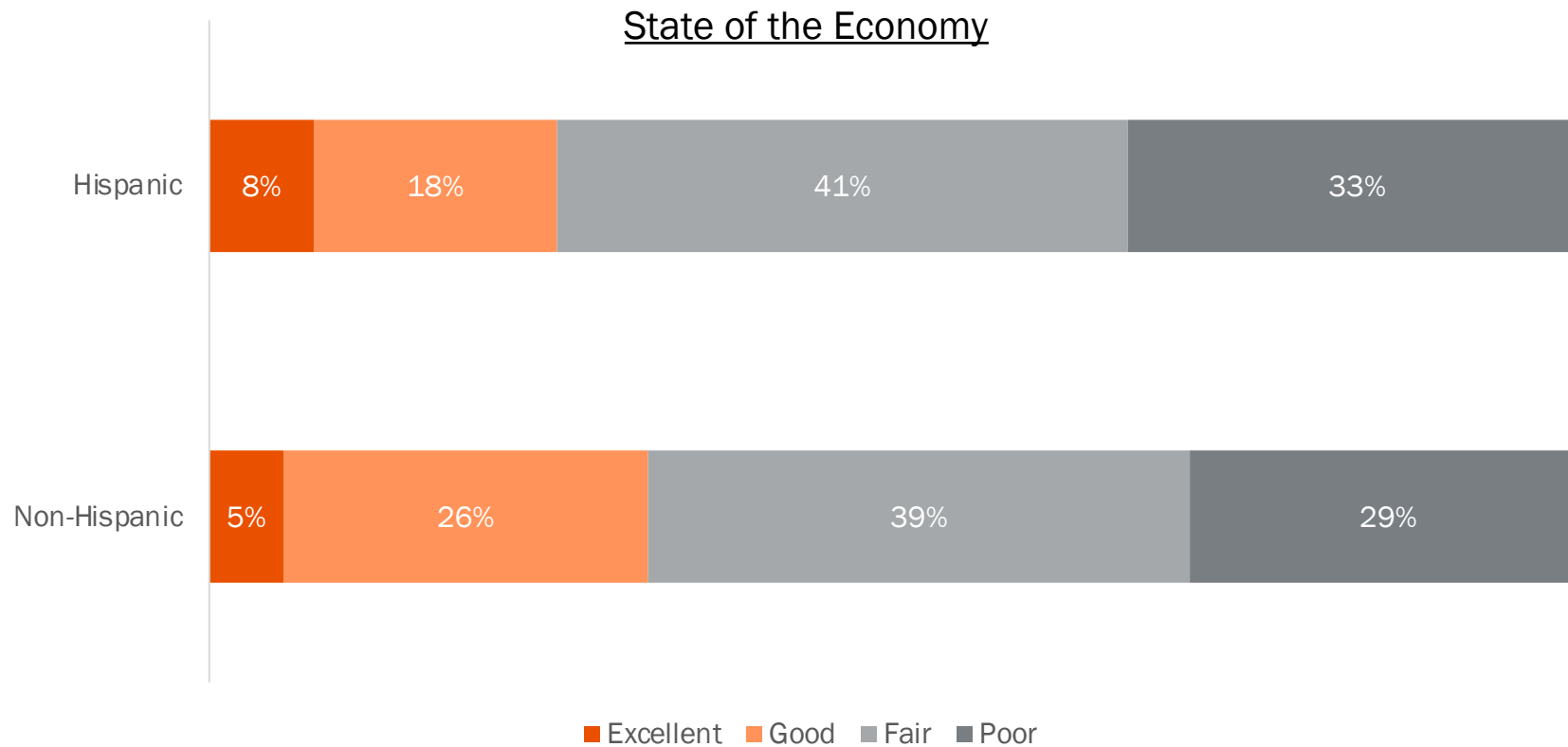*Thinking again about the issues, which party do you think would do a better job of handling each of the following issues, the Democratic Party or the Republican Party?*

	Hispanic		Non-Hispanic	
	Democrat Top2Box	**Republican** Top2Box	**Democrat** Top2Box	**Republican** Top2Box
Abortion	45%	34%	48%	30%
Energy Policy	44%	39%	41%	36%
Healthcare	44%	34%	44%	35%
Climate Change	43%	33%	46%	27%
Education	43%	36%	38%	33%
Entitlements Reform	42%	38%	44%	36%
Social Security	40%	35%	45%	36%
Cost of Living	40%	41%	34%	45%
Immigration	37%	42%	30%	57%
Taxes	37%	39%	38%	46%

Party Better Able to Handle Issues

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

	Hispanic		Non-Hispanic	
	Democrat Top2Box	Republican Top2Box	Democrat Top2Box	Republican Top2Box
Economy / jobs	37%	46%	36%	47%
Gov spending	36%	37%	31%	43%
Inflation	35%	42%	32%	48%
Crime and public safety	34%	44%	34%	49%
Foreign policy	34%	41%	31%	49%
Opioids	34%	36%	36%	37%
Border Security	32%	48%	29%	55%
National Security	31%	46%	33%	51%
Defense	28%	46%	32%	53%

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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
Healthcare	48%	35%	45%	39%
Energy policy	47%	37%	38%	44%
Social Security	46%	39%	45%	39%
Entitlements Reform	44%	35%	44%	38%
Abortion	44%	35%	45%	34%
Education	44%	35%	40%	38%
Climate Change	43%	35%	45%	30%
Economy / jobs	41%	46%	35%	52%
Foreign policy	41%	43%	32%	52%
Taxes	39%	43%	38%	50%

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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
Crime and public safety	39%	43%	35%	51%
Immigration	38%	45%	29%	60%
Gov spending	37%	42%	31%	48%
Inflation	37%	47%	32%	53%
Cost of Living	37%	45%	33%	53%
Opioids	36%	38%	34%	40%
National Security	35%	47%	33%	55%
Border Security	33%	51%	27%	60%
Defense	32%	48%	34%	53%

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ECONOMY

74% 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?

State of the Economy

	Excellent	Good	Fair	Poor
Hispanic	8%	18%	41%	33%
Non-Hispanic	5%	26%	39%	29%

■ Excellent ■ Good ■ Fair ■ Poor

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39% 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?

Future of the Economy

Group	Get much better	Get somewhat better	Stay about the same	Get somewhat worse	Get much worse	Unsure/No opinion
Hispanic	8%	21%	28%	23%	16%	4%
Non-Hispanic	9%	20%	37%	19%	10%	5%

■ Get much better ■ Get somewhat better ■ Stay about the same ■ Get somewhat worse ■ Get much worse ■ Unsure/No opinion

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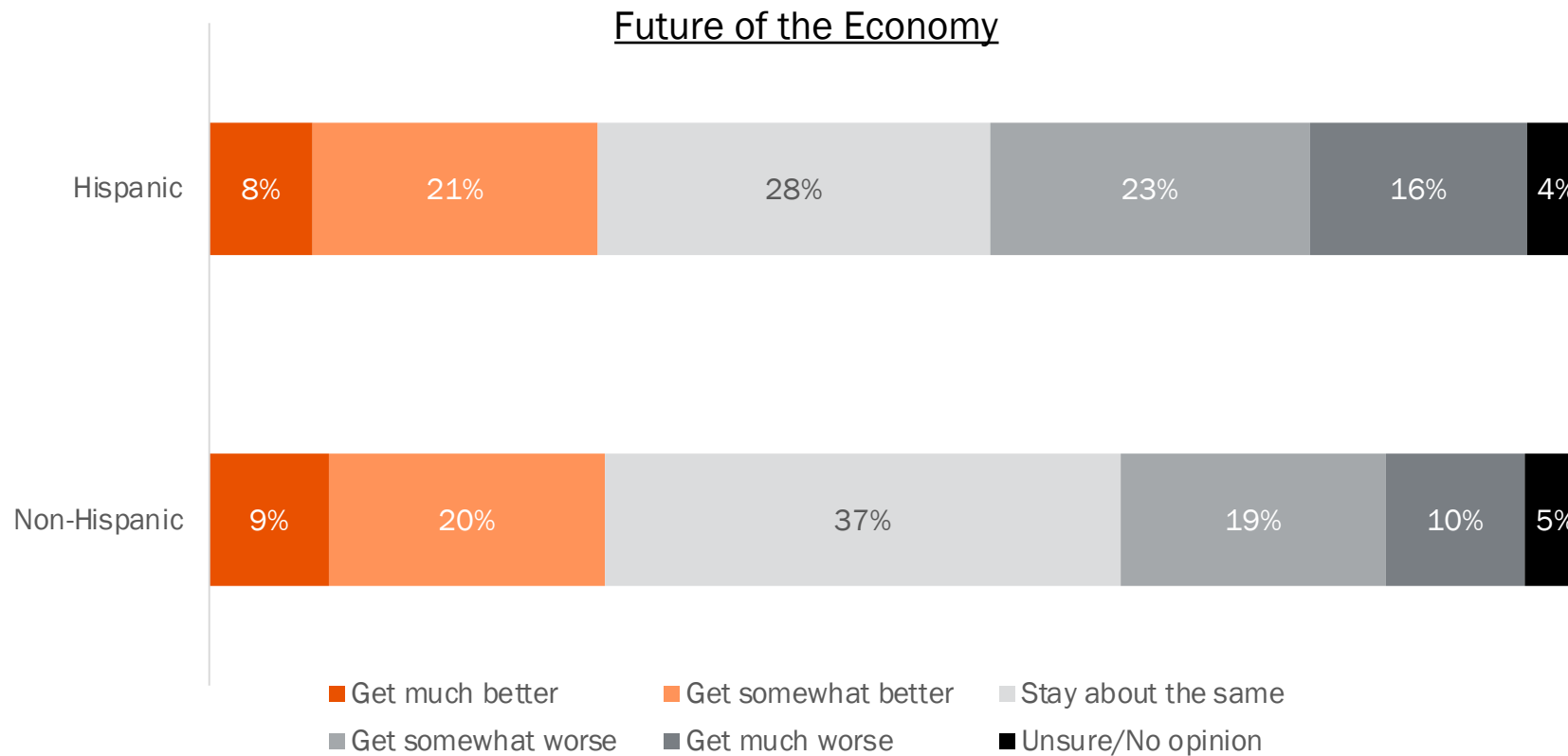
Economy

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	81%	5%	83%	6%
Inflation is putting a significant strain on my budget	80%	6%	80%	8%
I am concerned about the U.S. federal government's spending and deficit	71%	7%	77%	6%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	70%	6%	77%	6%
The price of gas is putting a strain on my finances	66%	15%	67%	13%
My personal economic situation has become worse in the last year	64%	15%	66%	19%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	63%	15%	43%	36%
I have taken, or am considering taking, a second job in order to maintain my standard of living	62%	18%	44%	34%
I expect my personal economic situation to get better in the next few years	60%	17%	42%	32%
Home ownership is still within reach for most people	34%	50%	20%	65%
I feel that jobs are getting easier to find	32%	41%	26%	50%

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

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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	80%	2%	84%	4%
Drug abuse is a serious public health issue in the United States	77%	7%	83%	6%
I am generally satisfied with my healthcare coverage	58%	18%	67%	17%
The cost of my health care and insurance is reasonable	44%	27%	44%	32%
Medicaid and Medicare are working well now	40%	24%	50%	24%
The cost of prescription drugs is a financial problem for me	40%	29%	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 June 2024

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Abortion

How much do you agree or disagree with the following statements? [*Public Health & Healthcare*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I would not vote for a political candidate whose views on abortion were at odds with mine	54%	16%	55%	14%
Abortion laws should be created by state governments, not by the federal government	50%	22%	48%	23%

Abortion Policy *Thinking about abortion policy and laws, which of the following comes closest to your view?*	Hispanic	Non-Hispanic
Abortion should be legal only in the case of rape, incest or when the mother's life is in danger	24%	25%
Abortion should be legal at any time during pregnancy	17%	18%
Abortion should be illegal in all cases	16%	10%
Abortion should be legal only in the first 15 weeks of pregnancy	12%	11%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	11%	13%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	7%	8%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	5%	9%
Other	1%	1%
Unsure/I don't know	7%	6%

CRIME & PUBLIC SAFETY

Crime & Public Safety

How much do you agree or disagree with the following statements? [*Crime & Public Safety*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Homelessness is a serious problem in the United States	84%	5%	89%	4%
Crime is a growing problem in the United States	71%	8%	81%	7%
I support second amendment gun rights	65%	14%	65%	16%
Homelessness is a serious problem in my neighborhood	61%	22%	62%	23%
Crime is a growing problem where I live	59%	16%	60%	16%
Government authorities have become too lenient on criminals	57%	11%	66%	13%
I feel less safe in my everyday life than I did a year ago	53%	20%	50%	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

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Crime & Public Safety

How much do you agree or disagree with the following statements? [*Crime & Public Safety*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I believe that stricter gun control laws would reduce crime	51%	25%	43%	40%
Police departments in the United States are understaffed	51%	19%	66%	11%
My Police Department is understaffed	46%	22%	53%	14%
Children in my community are generally safe at the schools they attend	42%	29%	44%	32%
Government authorities are doing a good job protecting businesses near where I live and shop	41%	27%	38%	31%
Government authorities are doing a good job combating crime in my neighborhood	33%	29%	38%	33%
My local government should significantly reduce the resources and budgets for police	27%	42%	18%	64%

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IMMIGRATION & BORDER SECURITY

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Immigration & Border Security

How much do you agree or disagree with the following statements? [*Immigration & Border Security*]	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	68%	18%	49%	29%
All migrants who want to enter the United States should be fully vetted first	66%	10%	76%	7%
We should reform immigration laws to give higher priority to people with needed skills and education	64%	13%	53%	16%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	62%	15%	74%	10%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	60%	19%	77%	7%
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	59%	23%	76%	9%
There are too many undocumented immigrants crossing the border into the United States	57%	18%	77%	8%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	56%	15%	68%	10%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	52%	22%	74%	11%
The United States military should be used to secure the southern border	51%	25%	62%	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+
Source: Univision political tracker in collaboration with Media Predict as of June 2024

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Immigration & Border Security

How much do you agree or disagree with the following statements? [*Immigration & Border Security*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The Biden administration is primarily responsible for the situation at the southern border	50%	27%	57%	26%
It feels like migrants are being treated better than most Americans	48%	34%	65%	18%
The rules that I have to live by don't seem to apply to migrants	48%	26%	64%	14%
Most undocumented migrants who entered the U.S. over the last few years should be deported	47%	31%	61%	19%
The arrival of migrants has made the affordable housing problem worse	46%	30%	57%	16%
The U.S. should complete the construction of a wall on the southern border of the U.S.	46%	28%	61%	19%
Undocumented migrants will take jobs away from poorer and working-class Americans	46%	35%	53%	24%
Local law enforcement should be able to detain undocumented migrants	45%	34%	72%	10%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	44%	32%	54%	27%
Undocumented migrants have increased crime in my state	44%	32%	57%	15%

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

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Immigration & Border Security

How much do you agree or disagree with the following statements? [*Immigration & Border Security*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The resettling of all the migrants will, in the long-run, benefit the United States	43%	28%	24%	47%
There are too many undocumented migrants coming to my state	43%	27%	63%	13%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	42%	33%	32%	46%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	36%	40%	29%	52%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	35%	44%	16%	67%
I support the way the Biden Administration is managing the southern border	35%	42%	23%	57%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	34%	41%	21%	52%
I support the way my state and local officials are handling the migrant issue	32%	31%	26%	35%

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Climate Change & Energy Policy

How much do you agree or disagree with the following statements? [*Climate Change & Energy Policy*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Climate change is a result of human activity	62%	19%	59%	21%
Governments should create policies that encourage oil and gas production in the U.S.	58%	18%	66%	15%
Climate change is a very big threat to the planet	58%	27%	55%	26%
Government regulation and action on climate change is hurting the economy	54%	18%	50%	23%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	44%	31%	33%	41%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	44%	31%	29%	41%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	40%	36%	28%	50%

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

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GOVERNMENT

Government

How much do you agree or disagree with the following statements? [*Government*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The federal government of the United States has become too intrusive in the lives of Americans	62%	15%	64%	13%
The federal government of the United States is too big and powerful	61%	15%	56%	17%
The FBI has become politicized in its investigations	59%	13%	59%	15%
The United States Justice Department has become politicized in its prosecutions	58%	11%	58%	17%
I want the next president to shrink the size of the federal government	54%	18%	50%	20%
The voting in the 2020 election was free and fair and the vote-counting was done accurately	48%	32%	51%	33%
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	40%	43%	32%	44%

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

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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	65%	9%	57%	16%
China represents the most serious economic and geo-political threat to the United States	60%	12%	67%	10%
The U.S. government should spend less money supporting the war in Ukraine	58%	20%	55%	23%
I support the Biden Administration's efforts to forgive student loans	55%	27%	38%	48%
I think that the United States spends too much on defense and the military	48%	25%	28%	46%
Student loans should not be forgiven and paid for by taxpayers	44%	31%	52%	32%
Iran is the primary destabilizing force in the Middle East	43%	15%	50%	12%
The government should ban social media, like Facebook and TikTok, from being used by children	40%	30%	39%	35%
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	37%	30%	40%	31%
The United State should increase the amount of military aid it sends to Israel	36%	37%	29%	42%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	30%	36%	20%	51%
I support the way the Biden Administration is dealing with the Israel-Hamas war	28%	39%	26%	50%

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

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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	71%	7%	72%	8%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	61%	12%	59%	15%
Social media, like Facebook and TikTok, does more harm than good	48%	23%	46%	29%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	48%	20%	58%	16%

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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%	4%	84%	4%
College is no longer worth the cost for most students	66%	12%	68%	14%
Parents should have a say in what is taught to their children in public schools	65%	15%	69%	13%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	65%	10%	58%	13%
More emphasis should be placed on trade schools	61%	7%	70%	5%
The public schools in my neighborhood are good	40%	35%	32%	38%
The federal government's Department of Education should be eliminated	34%	34%	33%	36%
The public school system is working well in my state	31%	44%	21%	51%
Public schools where I live are better than they were before the pandemic	31%	34%	17%	48%
Colleges and universities should be allowed to use race in admissions decisions	25%	49%	18%	64%

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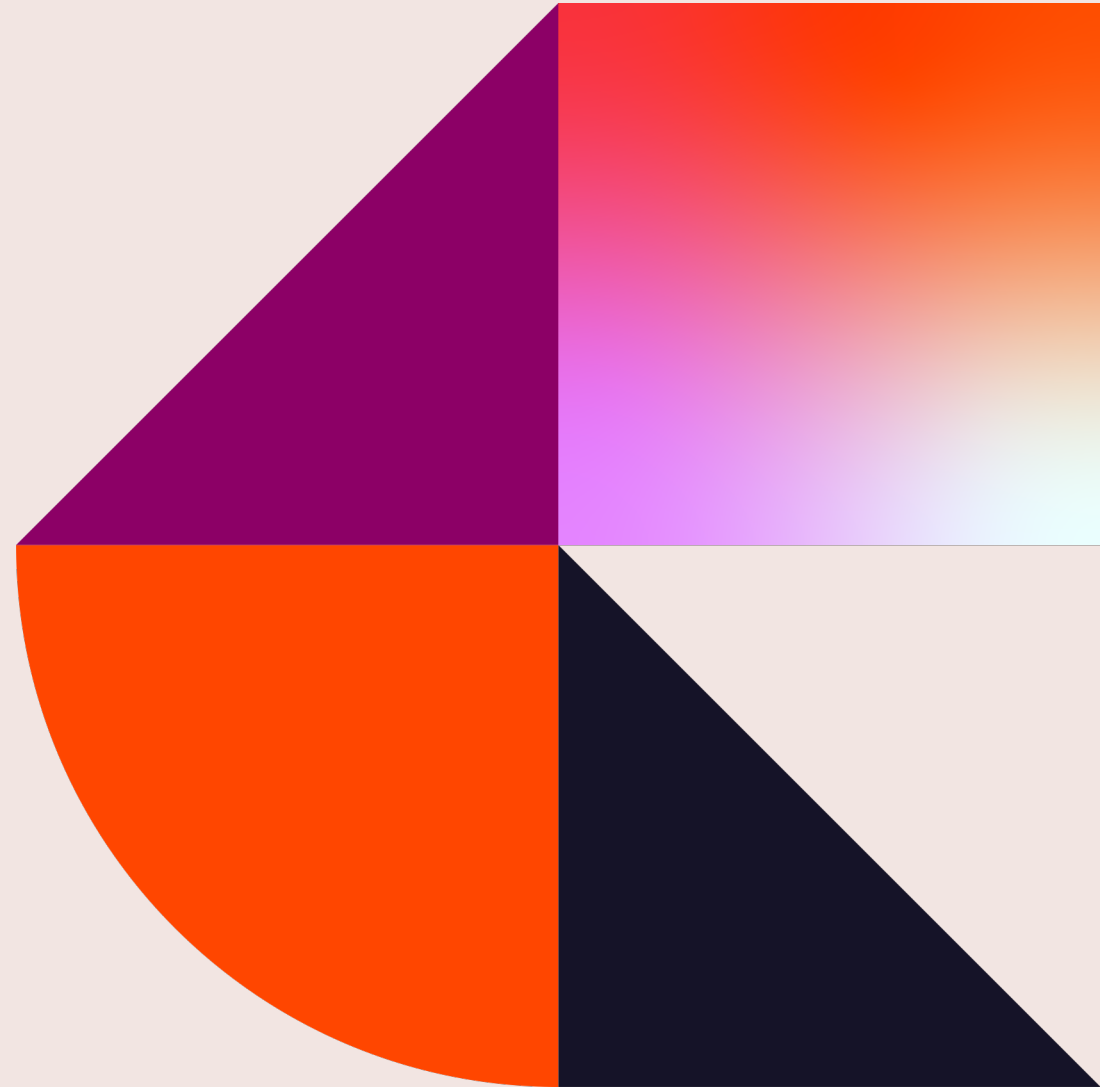
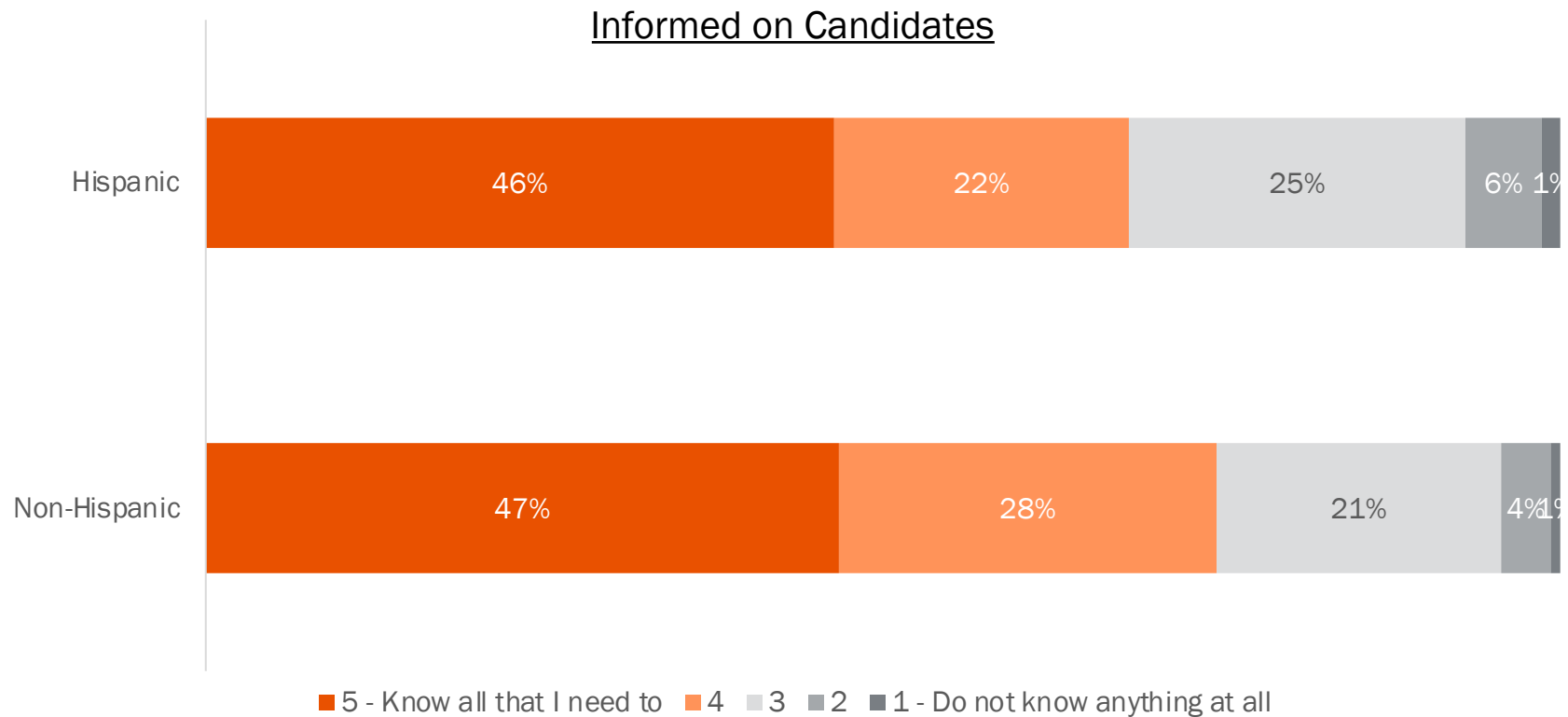# YouTube, Local TV & National TV Most Heavily Used Political Information Sources by Hispanics

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
YouTube	56%	36%	TikTok	27%	19%
Local Television	42%	54%	Newspapers	20%	21%
National Television (like network programs or cable news)	37%	54%	Radio	20%	17%
Instagram	34%	25%	Debates	15%	15%
Friends	33%	24%	Snapchat	11%	6%
Podcasts	33%	17%	Religious organization/Church	8%	5%
X, formerly known as Twitter	31%	20%	School	7%	4%
Facebook	31%	29%	Community organization	6%	4%
Family	30%	25%	Magazines	5%	8%
Online publications	27%	21%	None of these	4%	4%

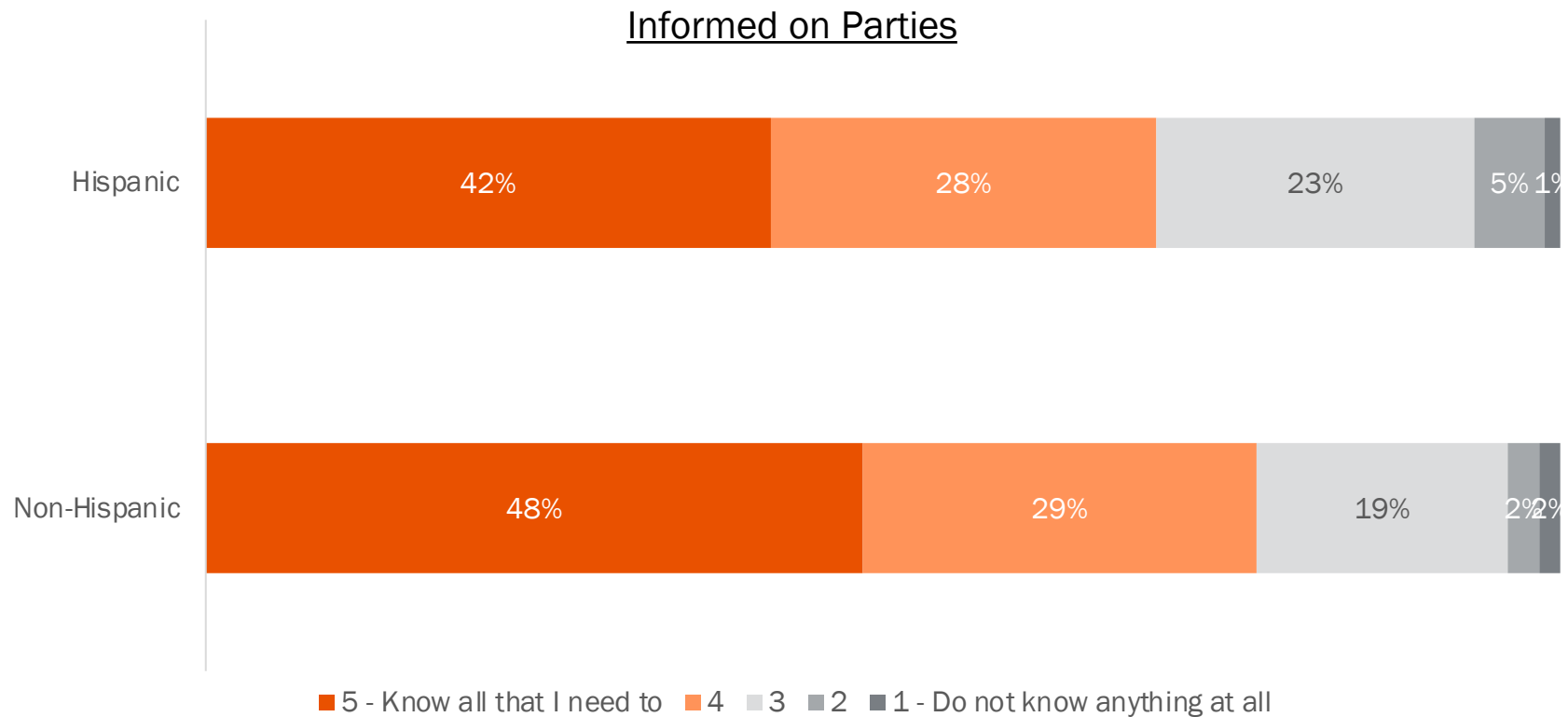Televisa Univision | **Consumer** Strategy & Insights

54% 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?

Informed on Candidates

Hispanic	46%	22%	25%	6%	1%
Non-Hispanic	47%	28%	21%	4%	1%

■ 5 - Know all that I need to ■ 4 ■ 3 ■ 2 ■ 1 - Do not know anything at all

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

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58% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision
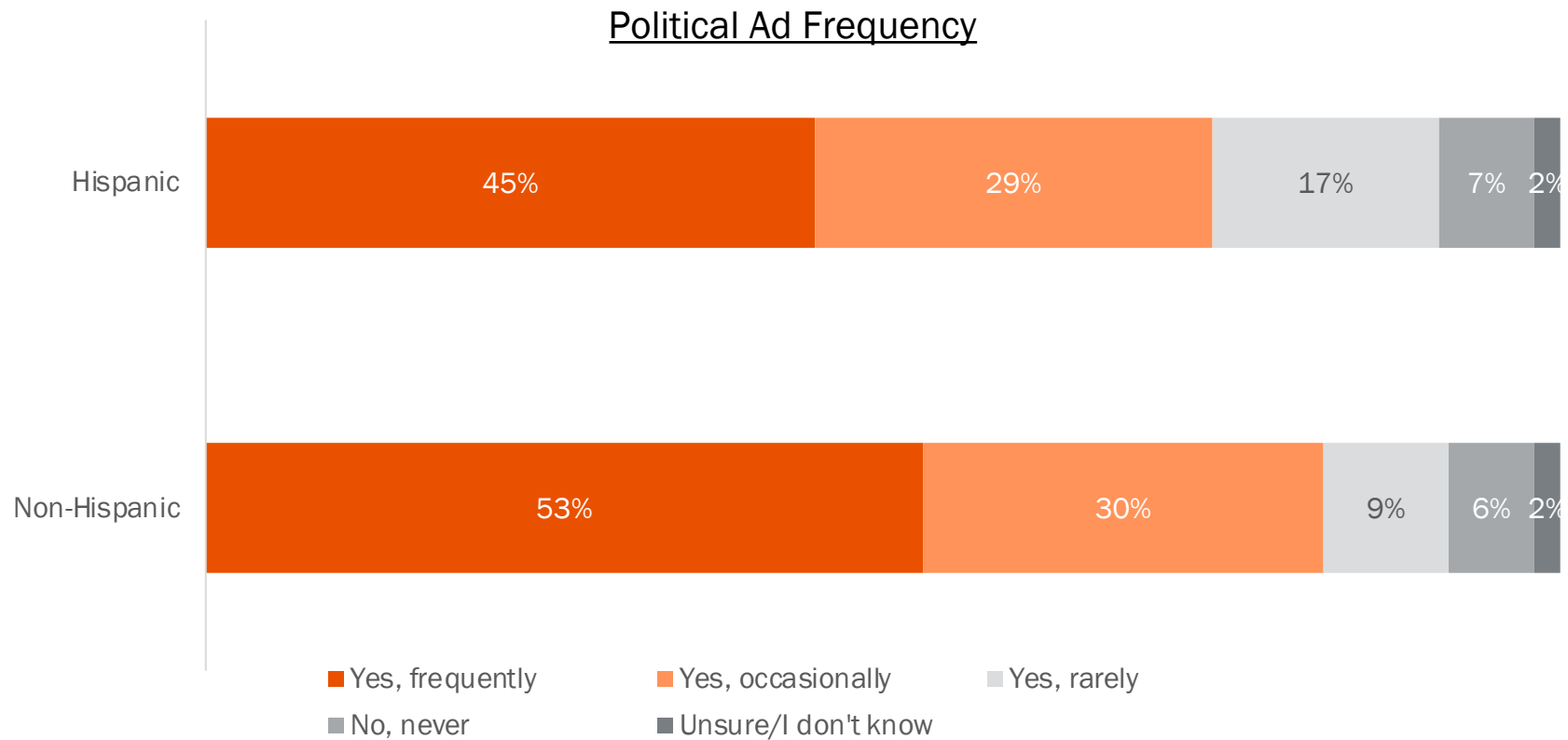
Do you think that you know enough now about where the political parties stand on the issues most important to you to confidently make a voting decision?

Informed on Parties

	5 - Know all that I need to	4	3	2	1 - Do not know anything at all
Hispanic	42%	28%	23%	5%	1%
Non-Hispanic	48%	29%	19%	2%	2%

Legend: ■ 5 - Know all that I need to ■ 4 ■ 3 ■ 2 ■ 1 - Do not know anything at all

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53% 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?

Political Ad Frequency

Hispanic
- 45%
- 29%
- 17%
- 7%
- 2%

Non-Hispanic
- 53%
- 30%
- 9%
- 6%
- 2%

- ■ Yes, frequently
- ■ Yes, occasionally
- ■ Yes, rarely
- ■ No, never
- ■ Unsure/I don't know

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Messaging in Spanish is *Powerful* and *Connects*

77%

OF HISPANICS AGREE

I appreciate when candidates advertise in Spanish in trying to win my vote
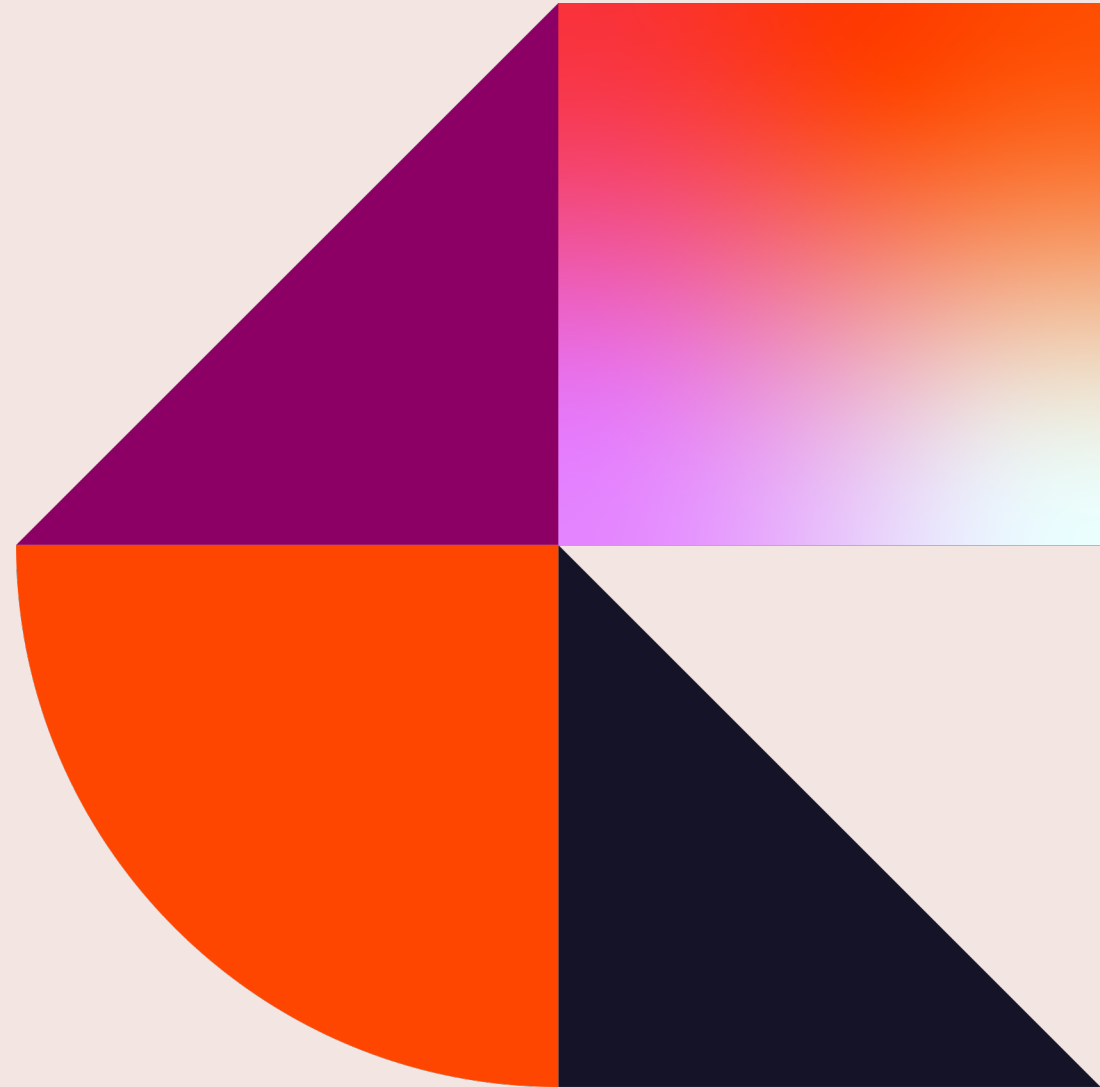
63%

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*
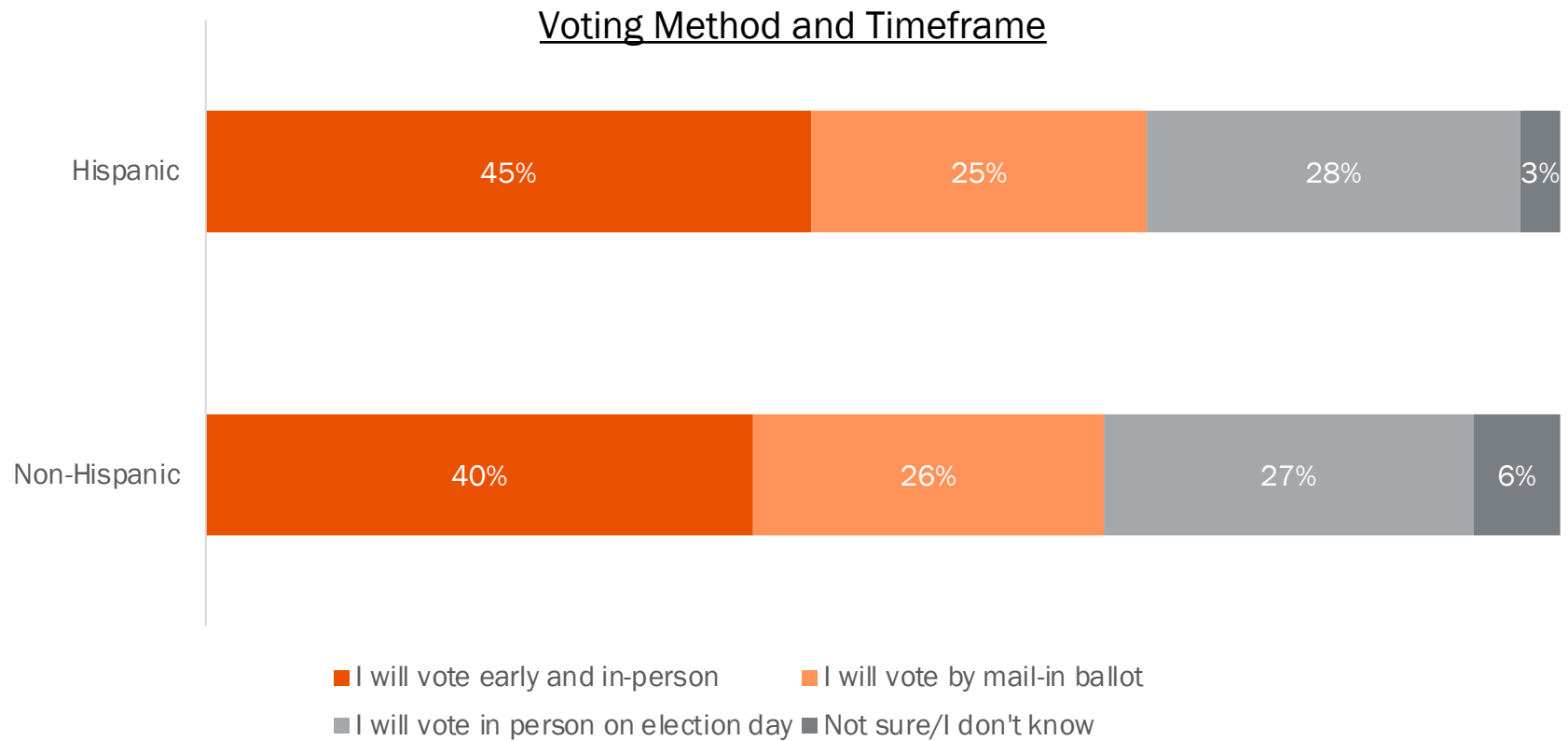
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Voting & Campaign Information

Voting Method and Timeframe
- HISPANICS MORE LIKELY THAN NON-HISPANICS TO VOTE EARLY AND IN PERSON

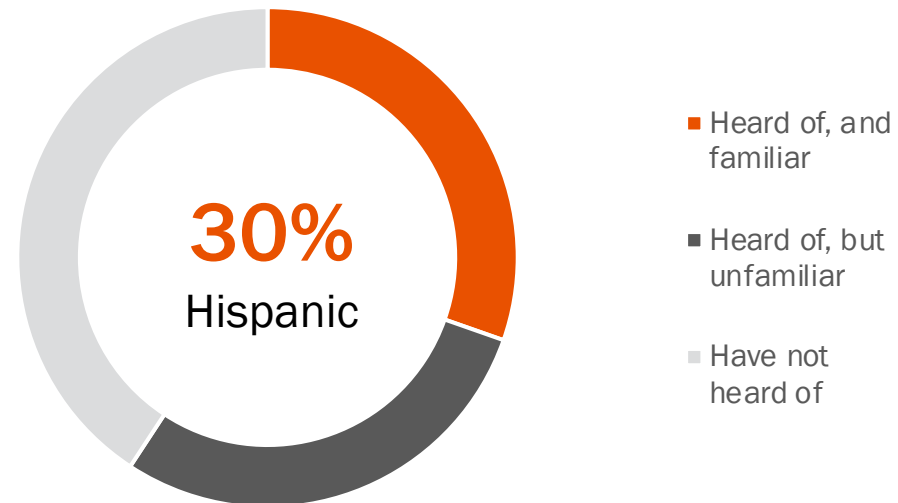*How do you plan to vote in the General election?*

Voting Method and Timeframe

	I will vote early and in-person	I will vote by mail-in ballot	I will vote in person on election day	Not sure/I don't know
Hispanic	45%	25%	28%	3%
Non-Hispanic	40%	26%	27%	6%

Legend:
- ■ I will vote early and in-person
- ■ I will vote by mail-in ballot
- ■ I will vote in person on election day
- ■ Not sure/I don't know

Vota Conmigo Familiarity

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

Vota Conmigo Familiarity

30%
Hispanic

- Heard of, and familiar
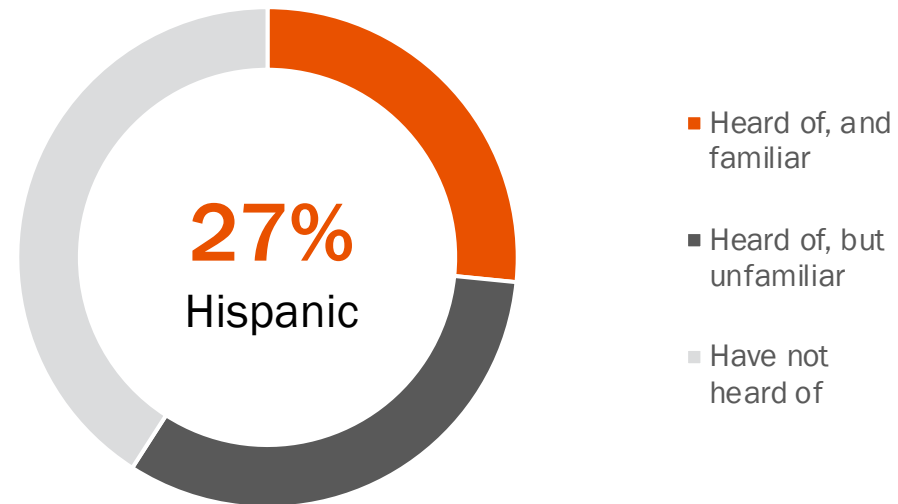- Heard of, but unfamiliar
- Have not heard of

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Poder Latino Familiarity

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

Poder Latino Familiarity

27%
Hispanic

- ■ Heard of, and familiar
- ■ Heard of, but unfamiliar
- ■ Have not heard of

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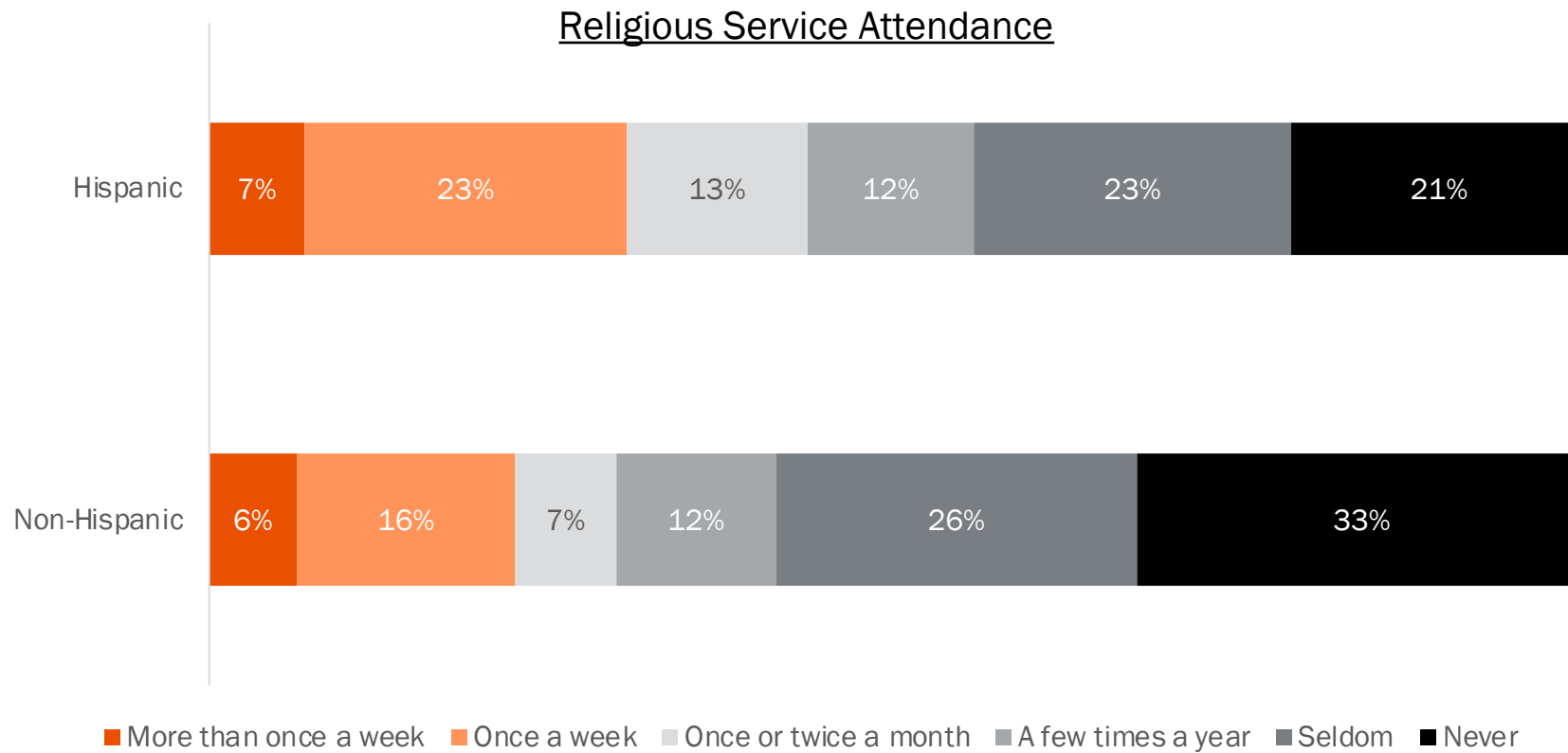**Consumer** Strategy & Insights

Gracias

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APPENDIX

Religious Service Attendance

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

Religious Service Attendance

Hispanic
| 7% | 23% | 13% | 12% | 23% | 21% |

Non-Hispanic
| 6% | 16% | 7% | 12% | 26% | 33% |

■ More than once a week ■ Once a week ■ Once or twice a month ■ A few times a year ■ Seldom ■ Never

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	63%	15%	62%	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	37%	39%	18%	67%

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Ballot Language Preference

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

Ballot Language Preference

81%
Hispanic

- Spanish
- English
- No preference

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