

# NEVADA

# Nevada's Hispanic Community

NV Hispanics Are  
**YOUNGER**

**37** Hispanic  
median age  
vs 53 for Non-Hispanic

Lower Hispanic  
Median Household  
Income

**\$69,159K**  
vs \$77,463K for  
Non-Hispanic

Larger Hispanic  
Households

**4.5** Median  
Persons per HH  
vs 2.7 for Non-Hispanic

More Likely to  
Have Children in  
Household

**67%** Kids <18  
in HH  
vs 30% for Non-Hispanic

Renting Their  
Homes

**47%** Rent  
where they live  
vs 31% for Non-Hispanic



TU & Media Predict  
**2024 Presidential Tracker**

Nevada  
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 935 likely voters ages 18+

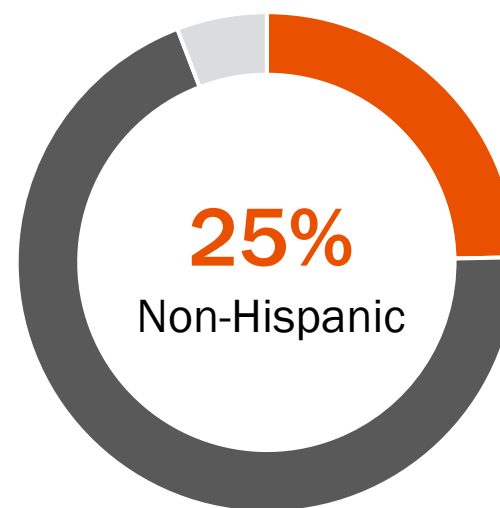
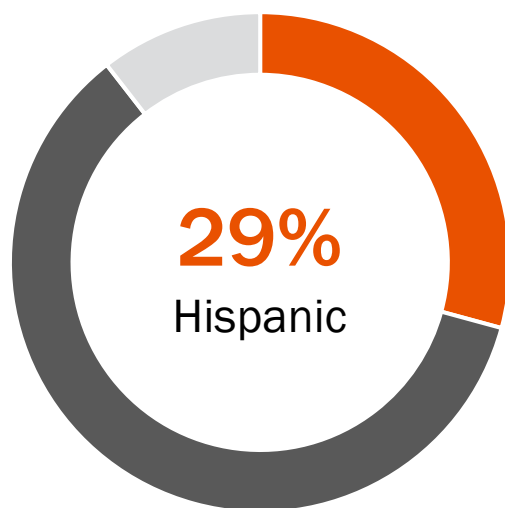
|  |
|--|
| <p><u>A18+</u></p> <p>389 Hispanic<br/>(226 SpanDom/Bilingual)</p> <p>546 Non-Hispanic</p> |
|--|

- 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 5.1% for Hispanics and 4.3% 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?*

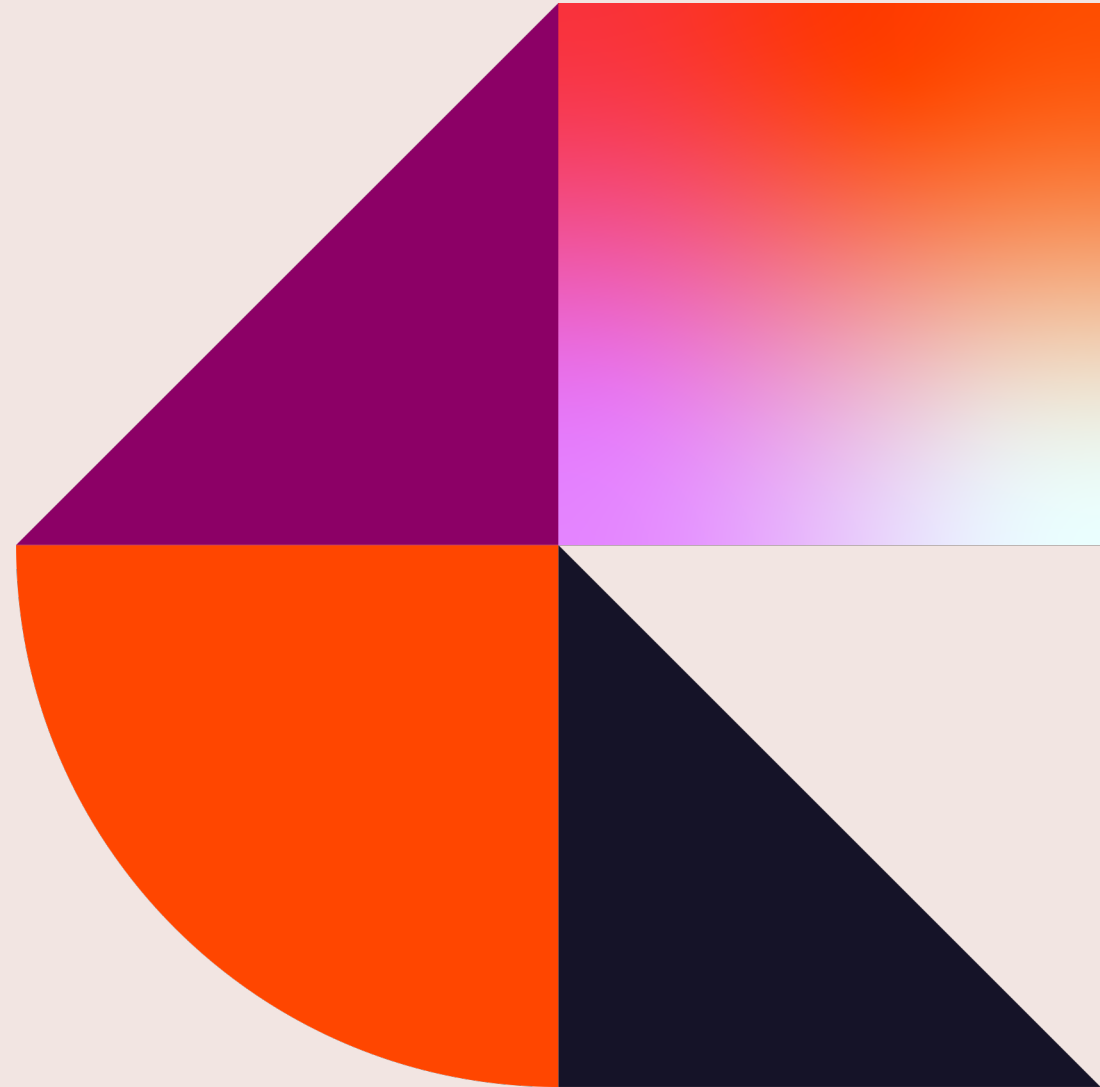
US Right or Wrong Track



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

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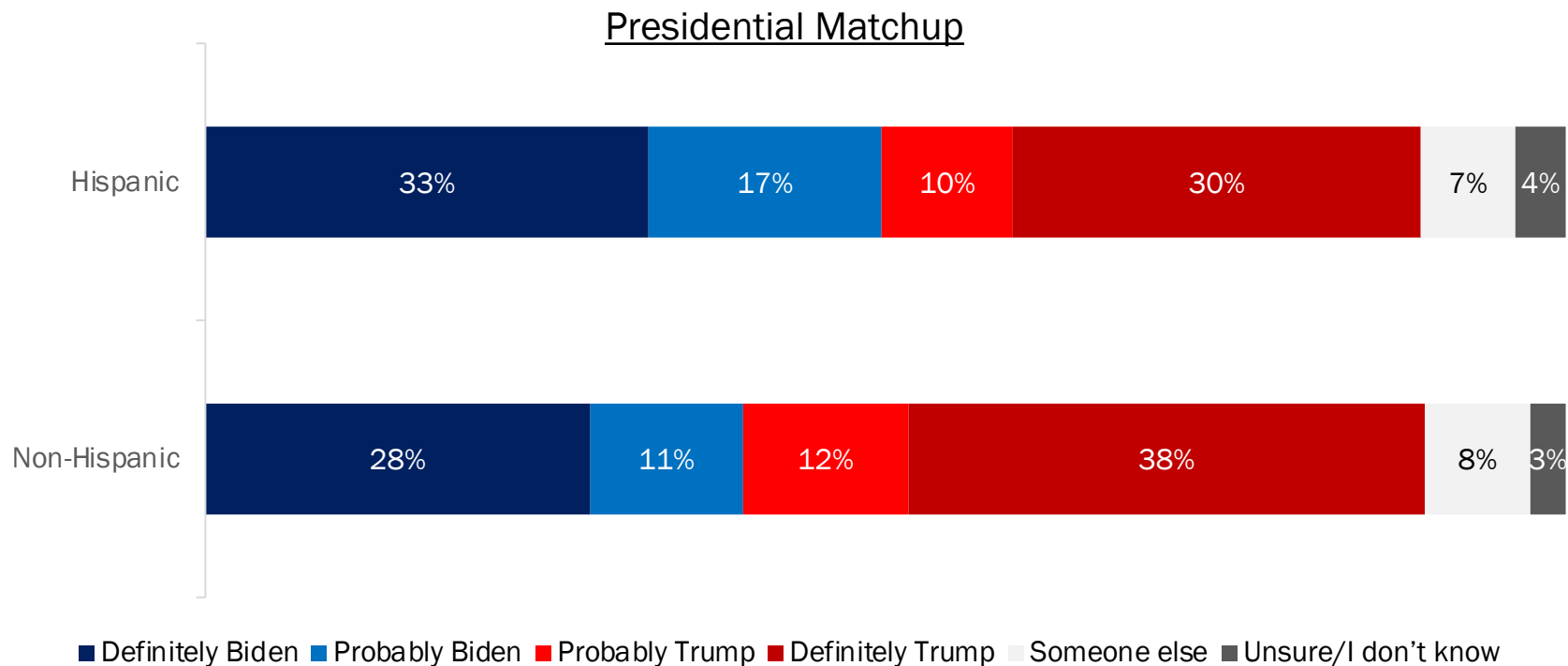
# General Election Polling



# Matchup: Biden vs Trump

- JOE BIDEN LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- 31% OF HISPANICS UP FOR GRABS (27% 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?

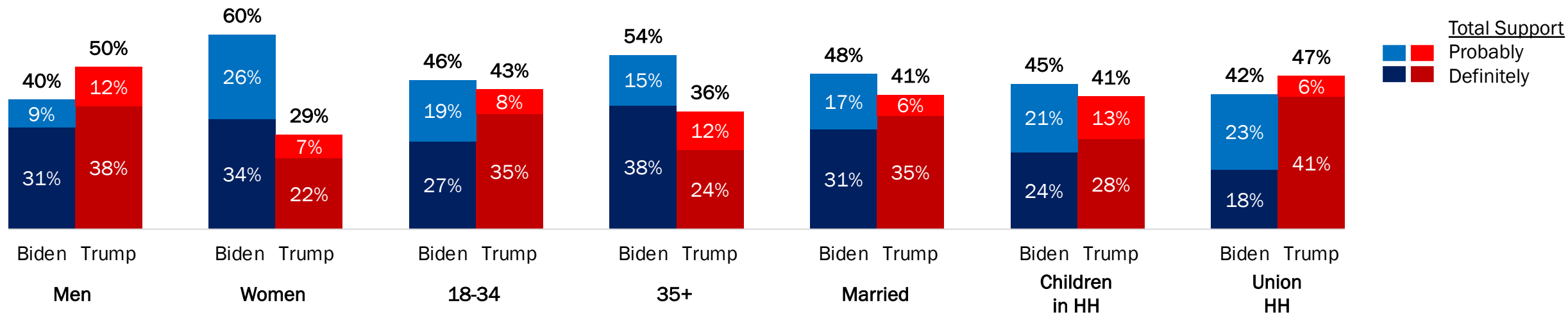


# Candidate Support Among Hispanics

- 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



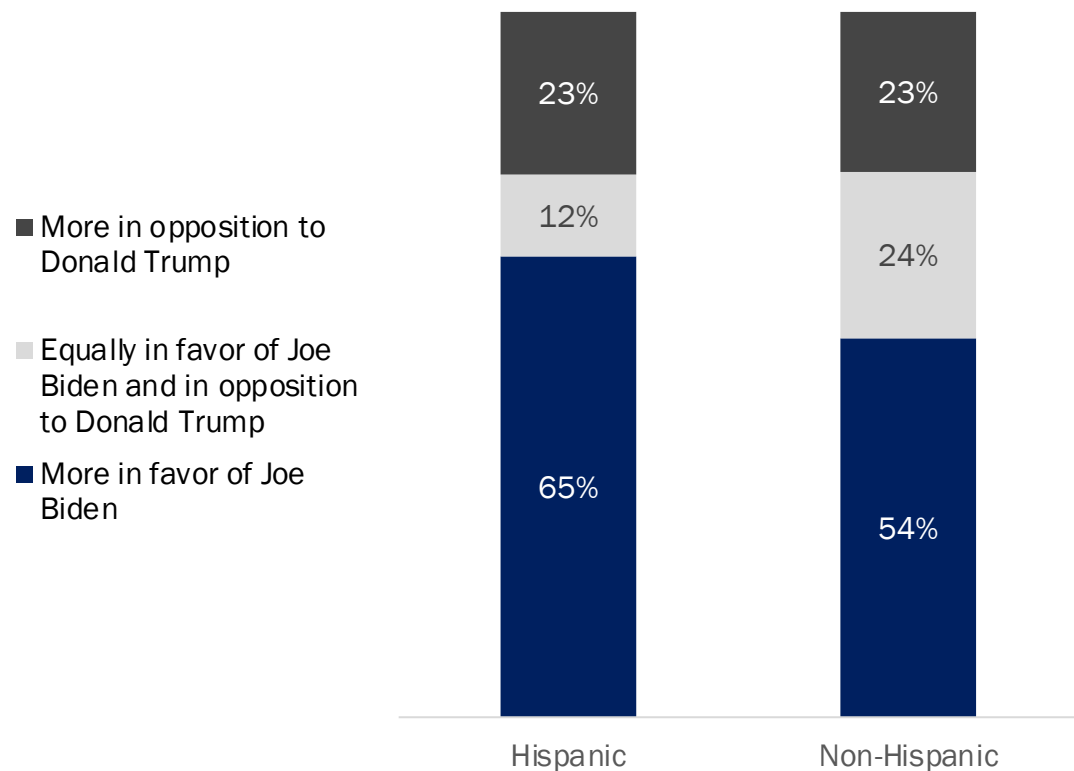
Among likely voters 18+  
Source: Univision political tracker in collaboration with Media Predict as of June 2024



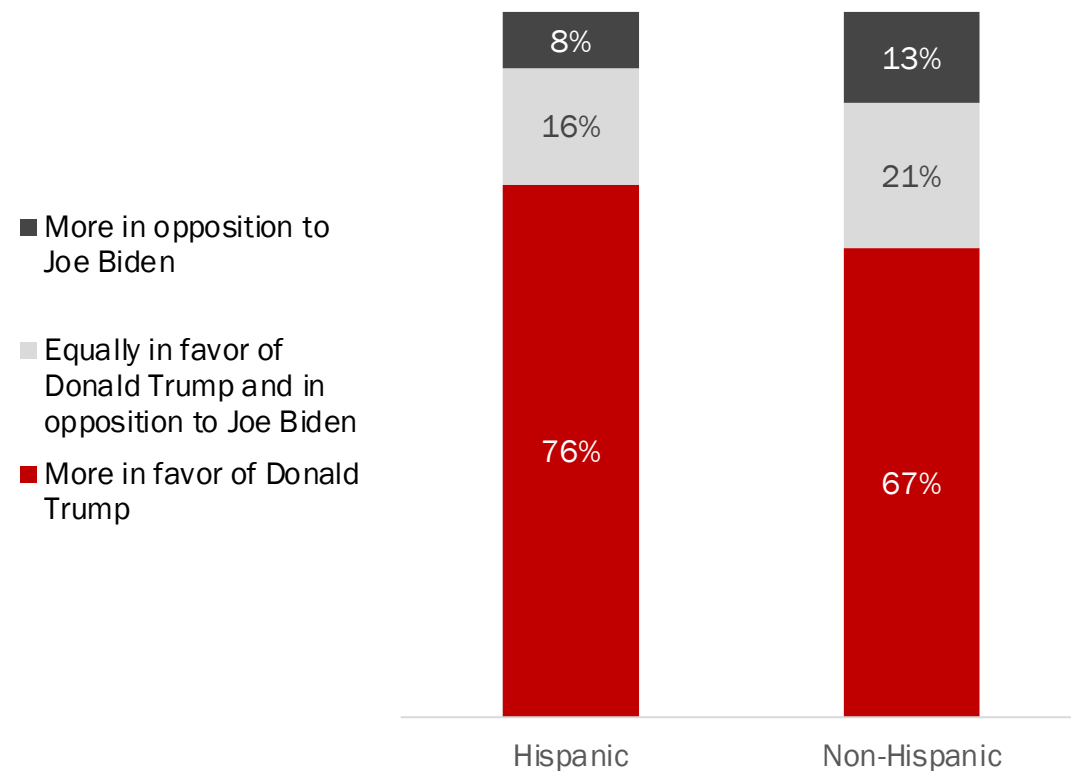
# Trump Voters Are More Enthusiastic

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



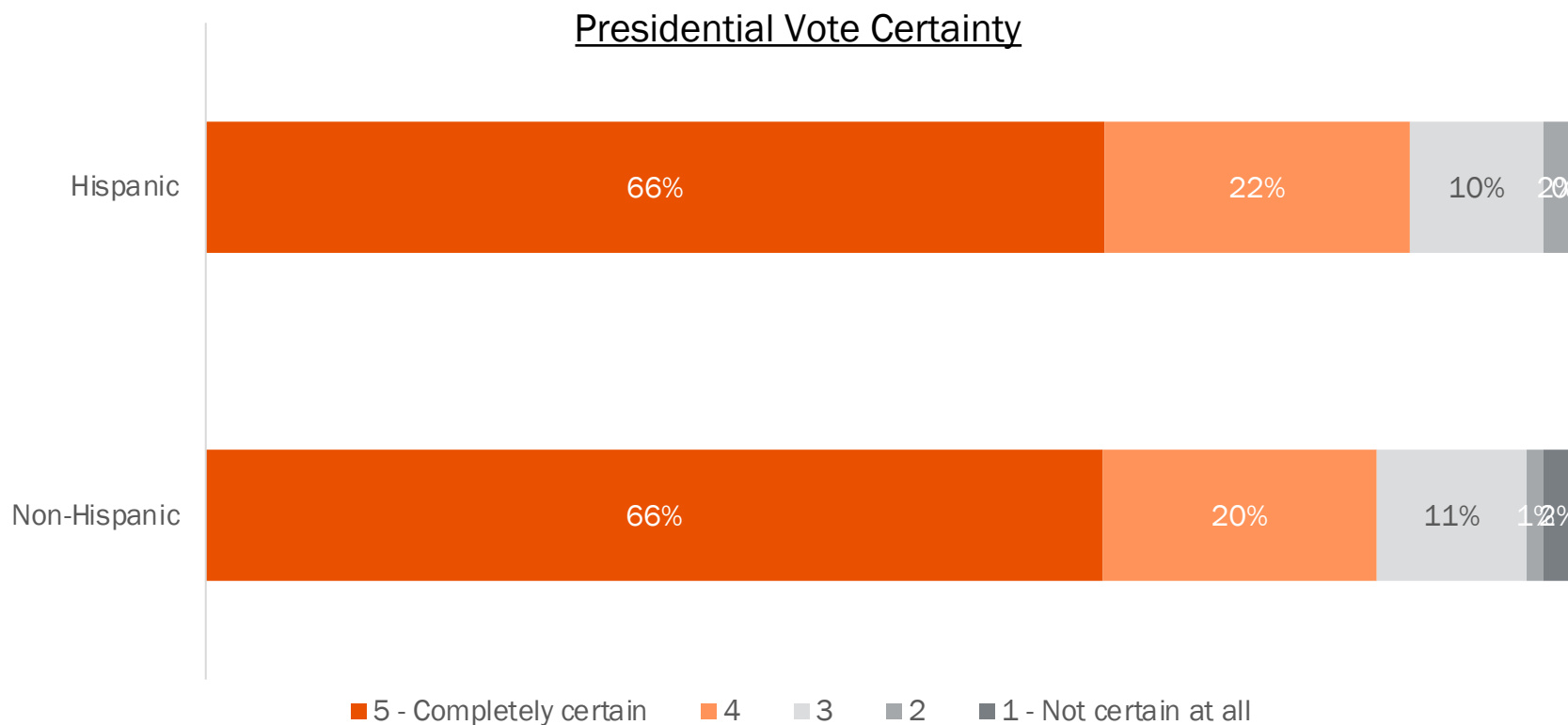
Voting Trump: Favor Trump or Oppose Biden



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

# 34% of Hispanics Not Completely Certain About Their Vote for President

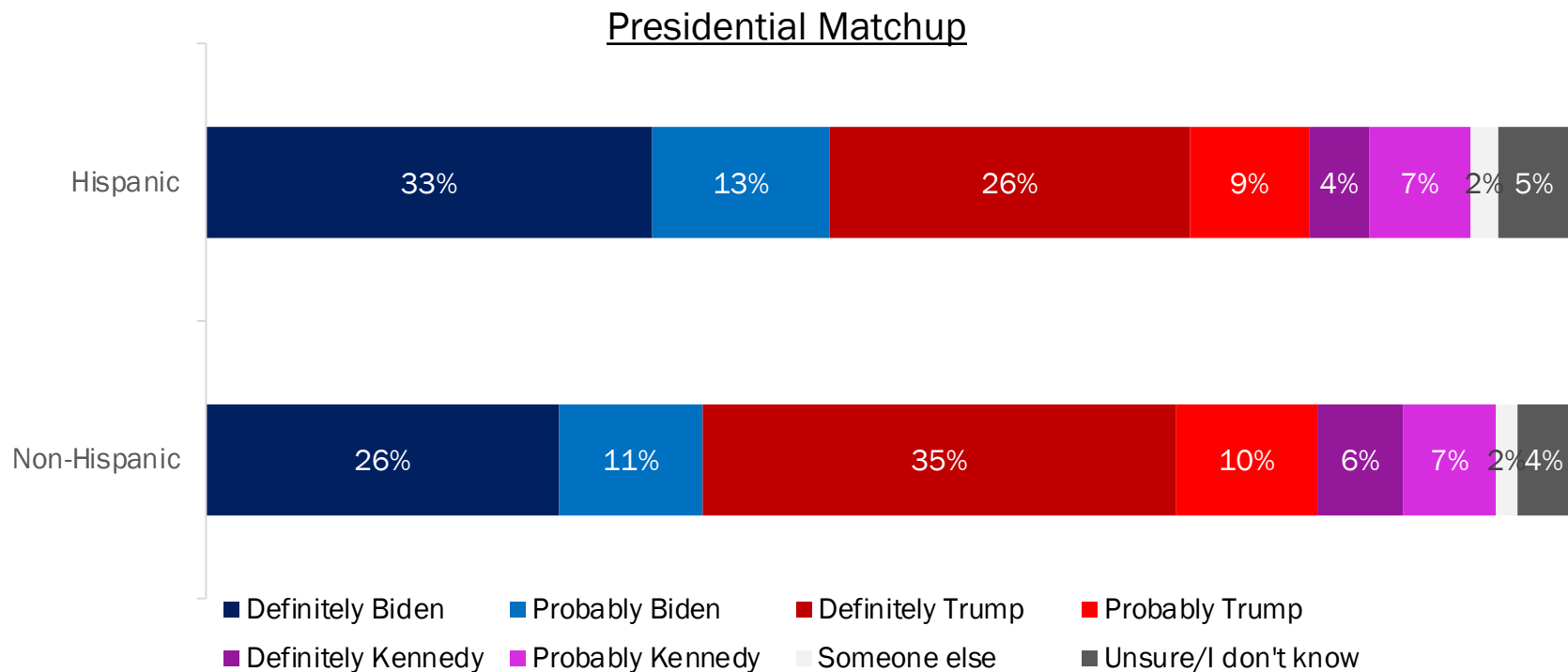
How certain are you that this is the right choice of candidate for you?



# Matchup: Biden vs Trump vs Kennedy

- JOE BIDEN LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS
- KENNEDY PERFORMS LOWER AMONG HISPANICS THAN NON-HISPANICS
- 34% OF HISPANICS UP FOR GRABS (29% 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?

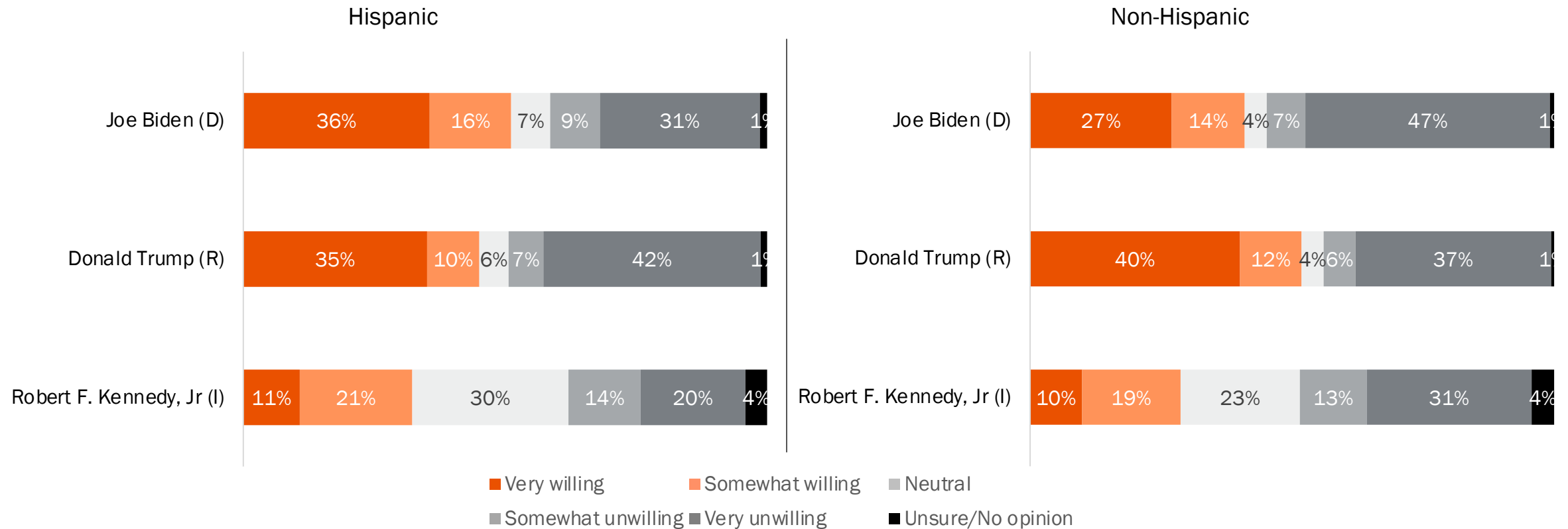


Among likely voters 18+  
Source: Univision political tracker in collaboration with Media Predict as of June 2024

# 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.

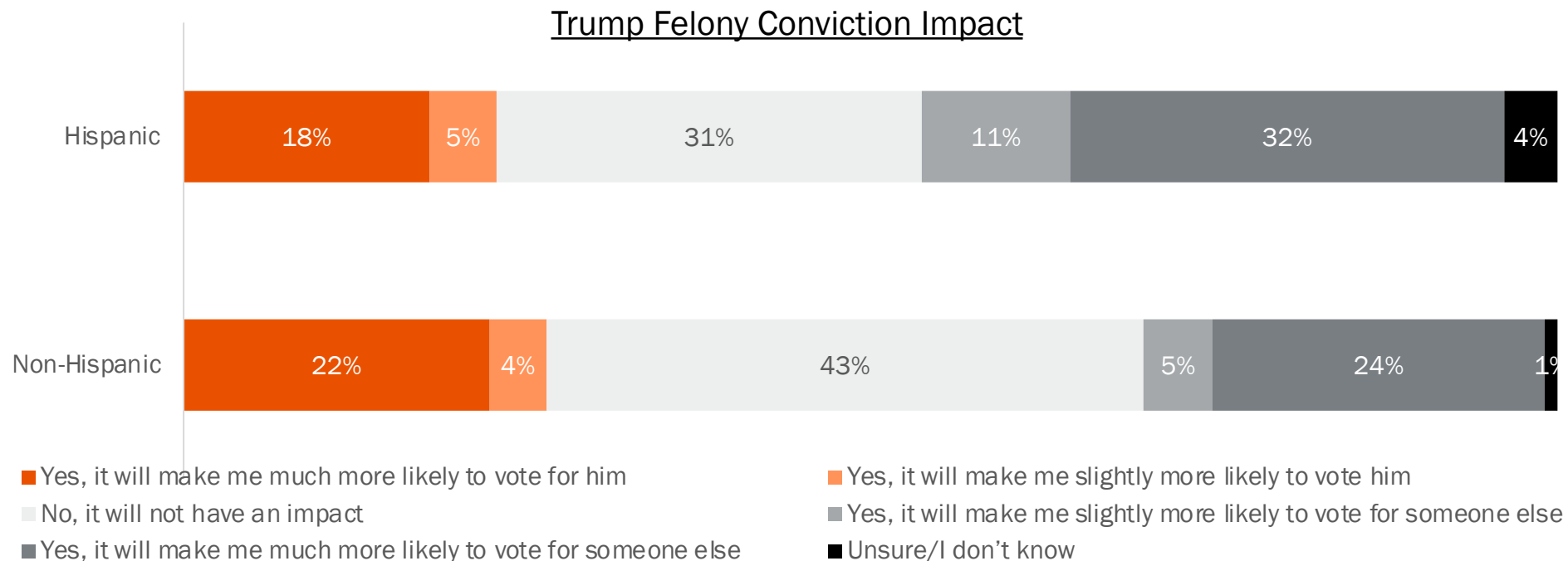
## Candidate Vote Willingness



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?



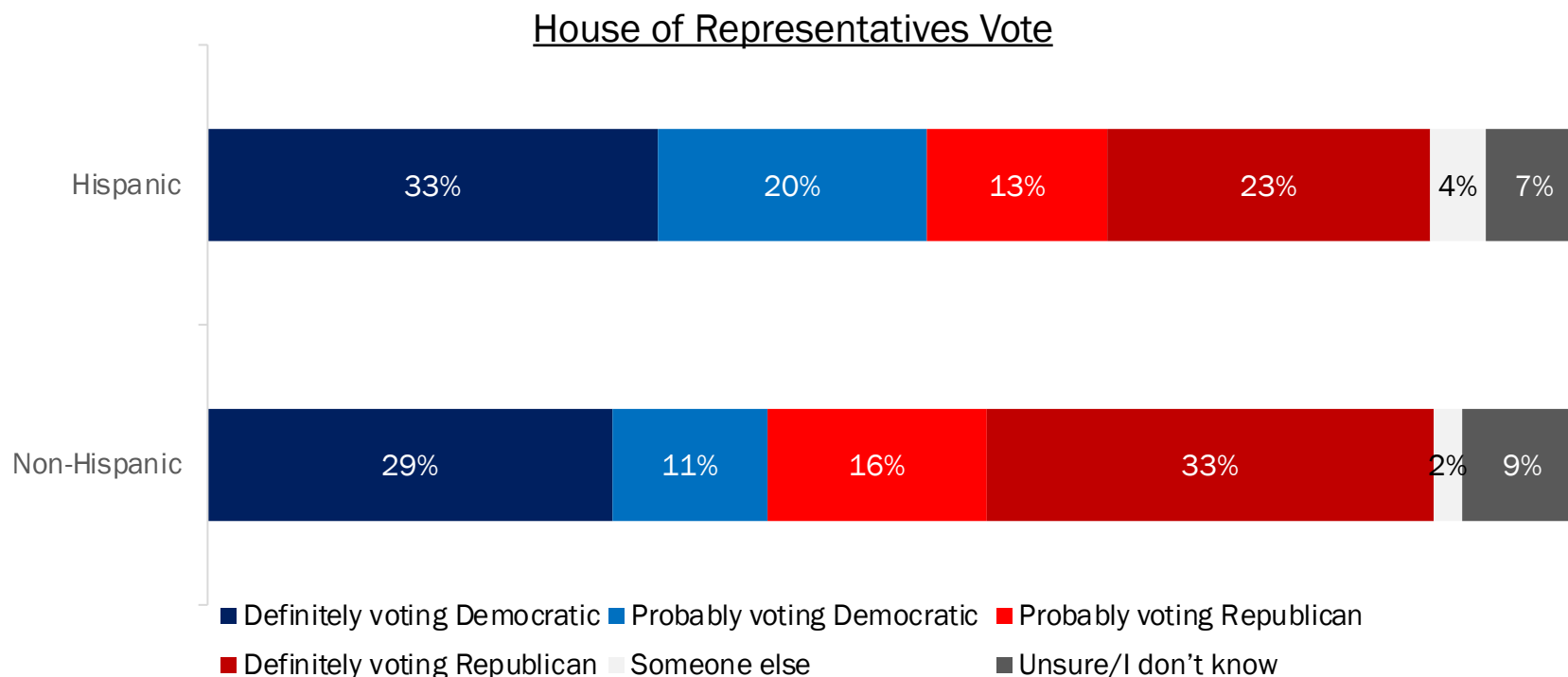
| How much do you agree or disagree with the following statements? [Trump Conviction]    | Hispanic |          | Non-Hispanic |          |
|--|----------|----------|--------------|----------|
|  | Agree    | Disagree | Agree        | Disagree |
| The jury decision to convict Donald Trump of multiple felonies in New York was correct | 46%      | 32%      | 47%          | 37%      |
| The recent felony trial of Donald Trump in New York was conducted fairly               | 43%      | 33%      | 48%          | 39%      |

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

# House of Representatives Vote

- DEMOCRATS FAVORED BY HISPANICS, HIGHER THAN NON-HISPANICS
- 40% OF HISPANICS UP FOR GRABS (33% NOT DEFINITE, 7% UNSURE)

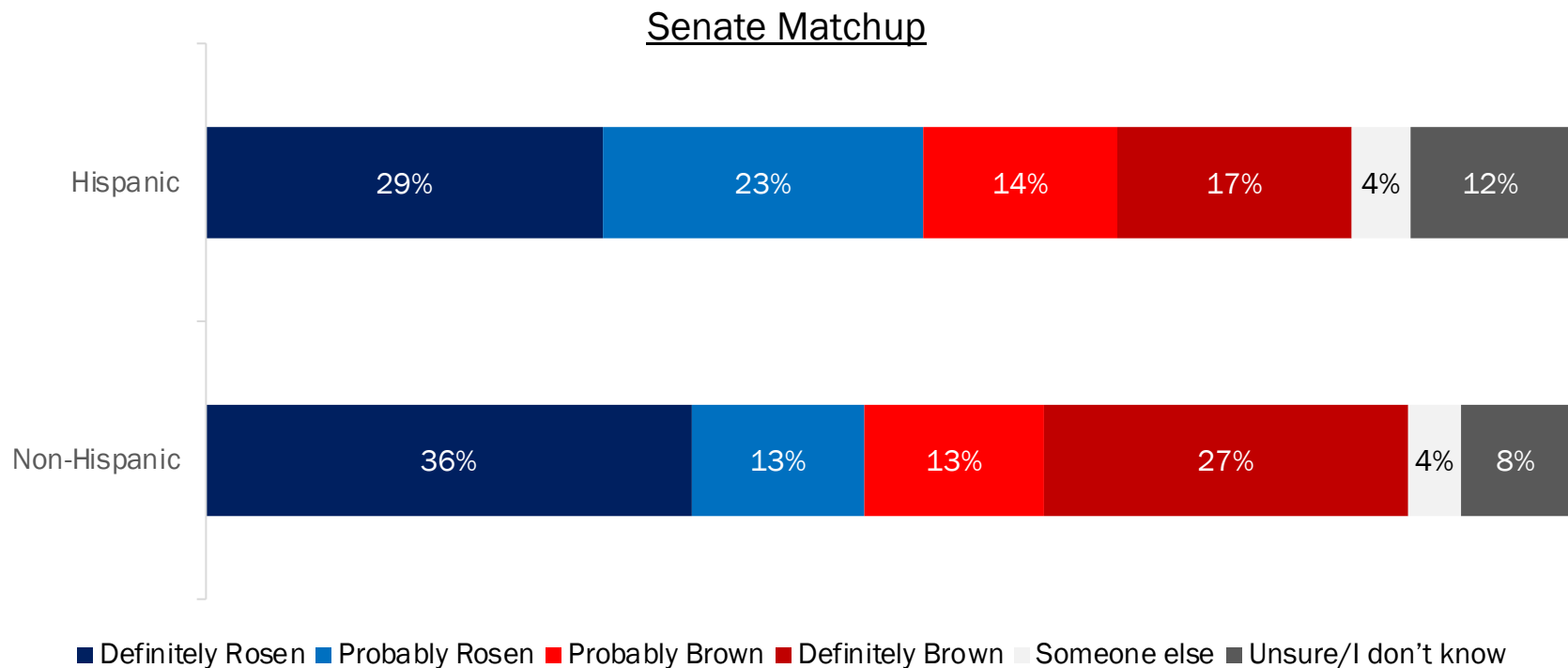
If the election for the United States House of Representatives were held today, which party's candidate would you vote for?



# Matchup: Rosen vs Brown

- JACKY ROSEN LEADS AMONG HISPANICS, LOWER THAN NON-HISPANICS
- 49% OF HISPANICS UP FOR GRABS (37% 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?

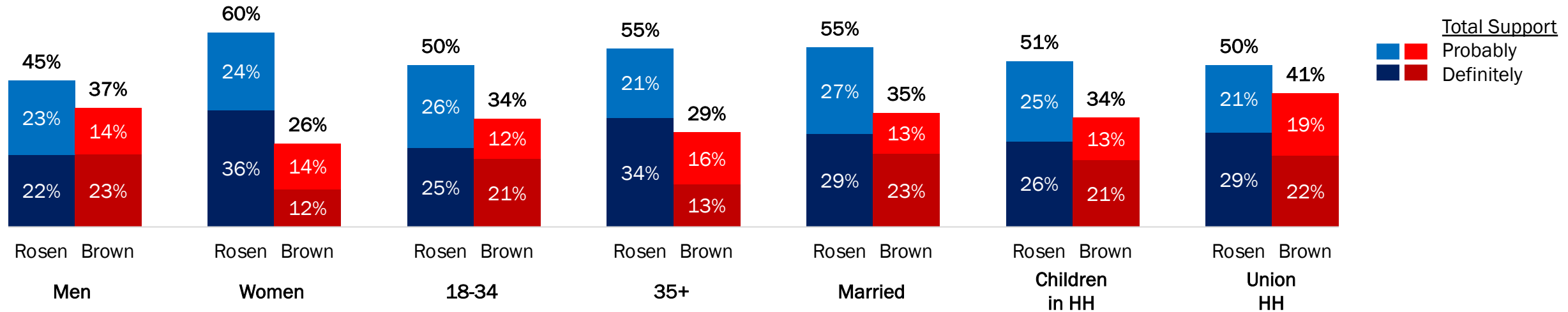


# Candidate Support Among Hispanics

- 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

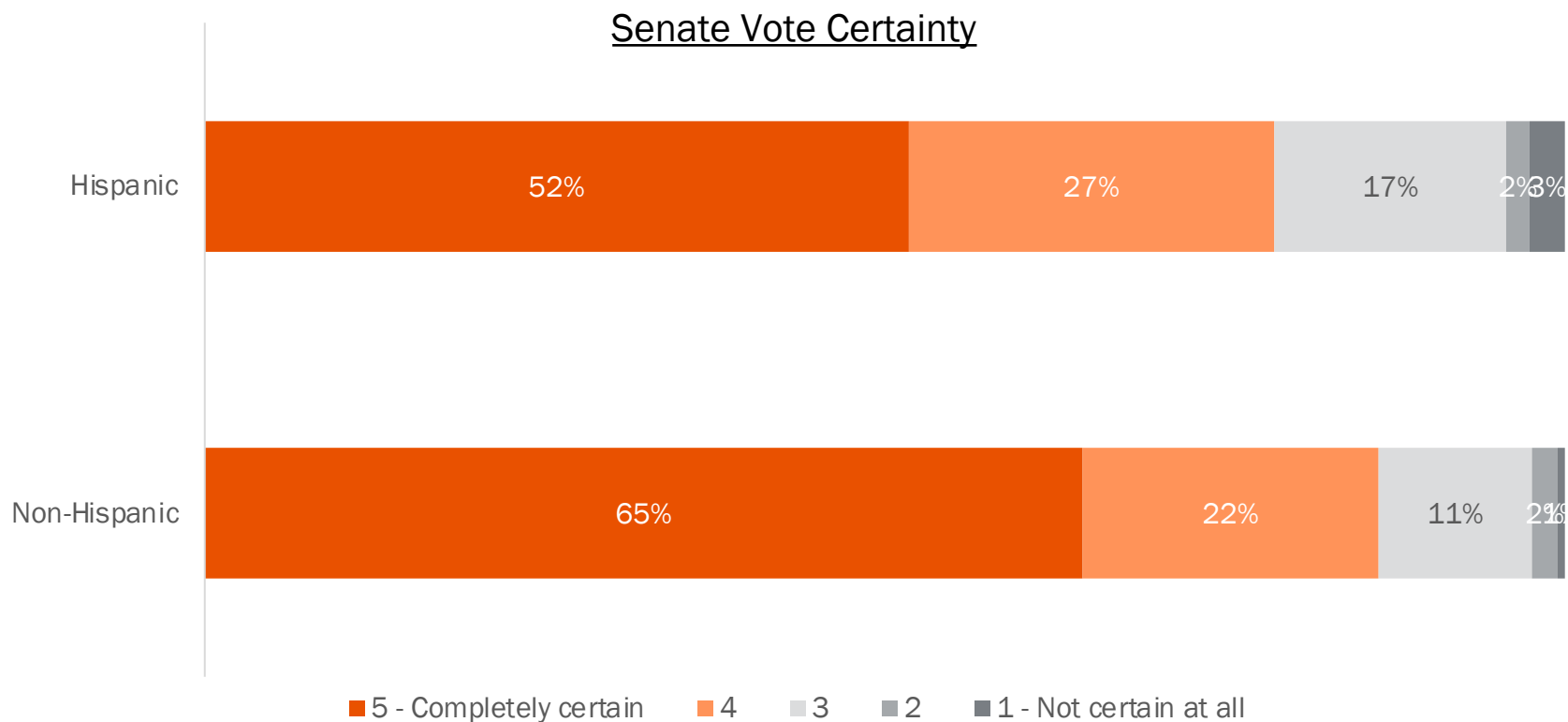


Among likely voters 18+  
Source: Univision political tracker in collaboration with Media Predict as of June 2024



# 48% of Hispanics Not Completely Certain About Their Vote for Senator

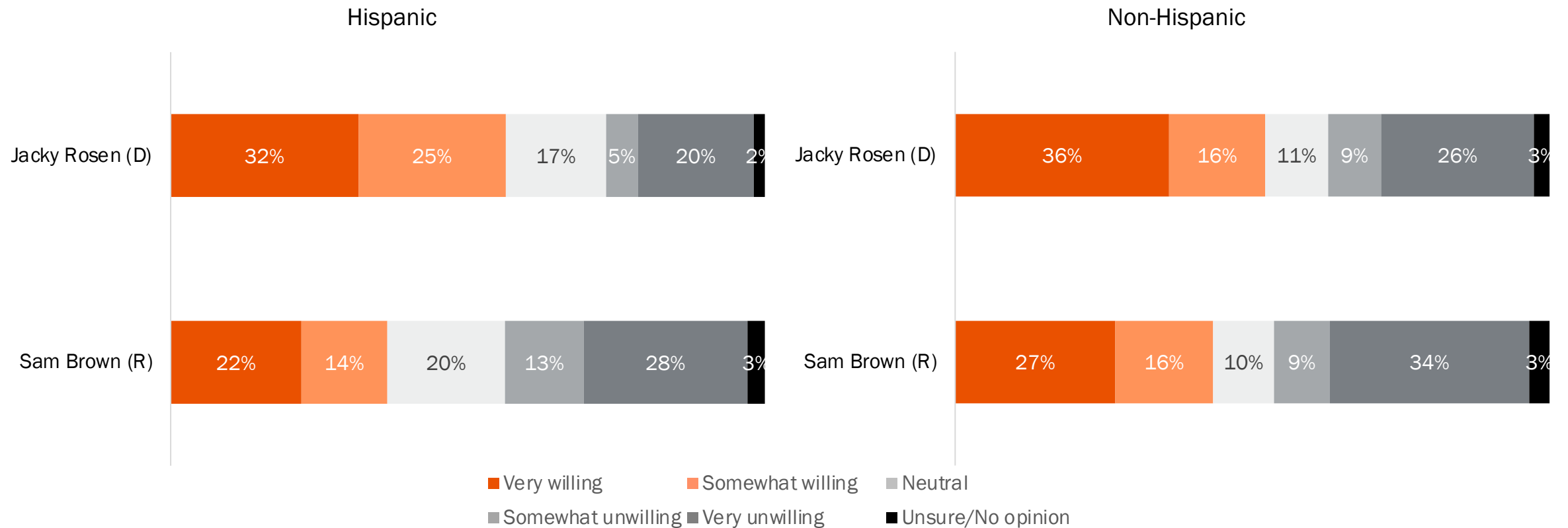
How certain are you that this is the right choice of candidate for you?



# Willingness to Vote for Candidates in General Election

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

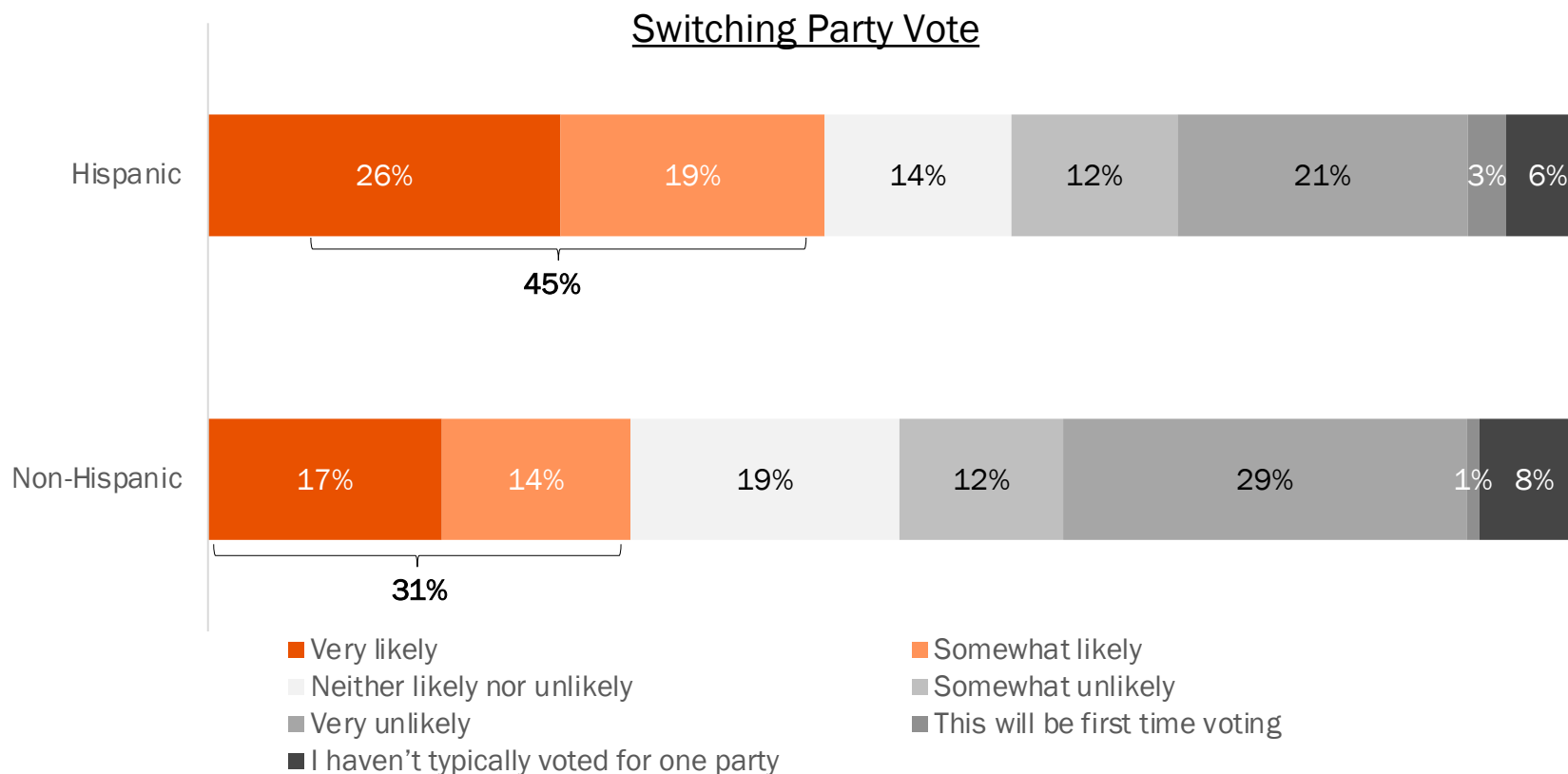
## Senate Willingness



Among likely voters 18+  
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

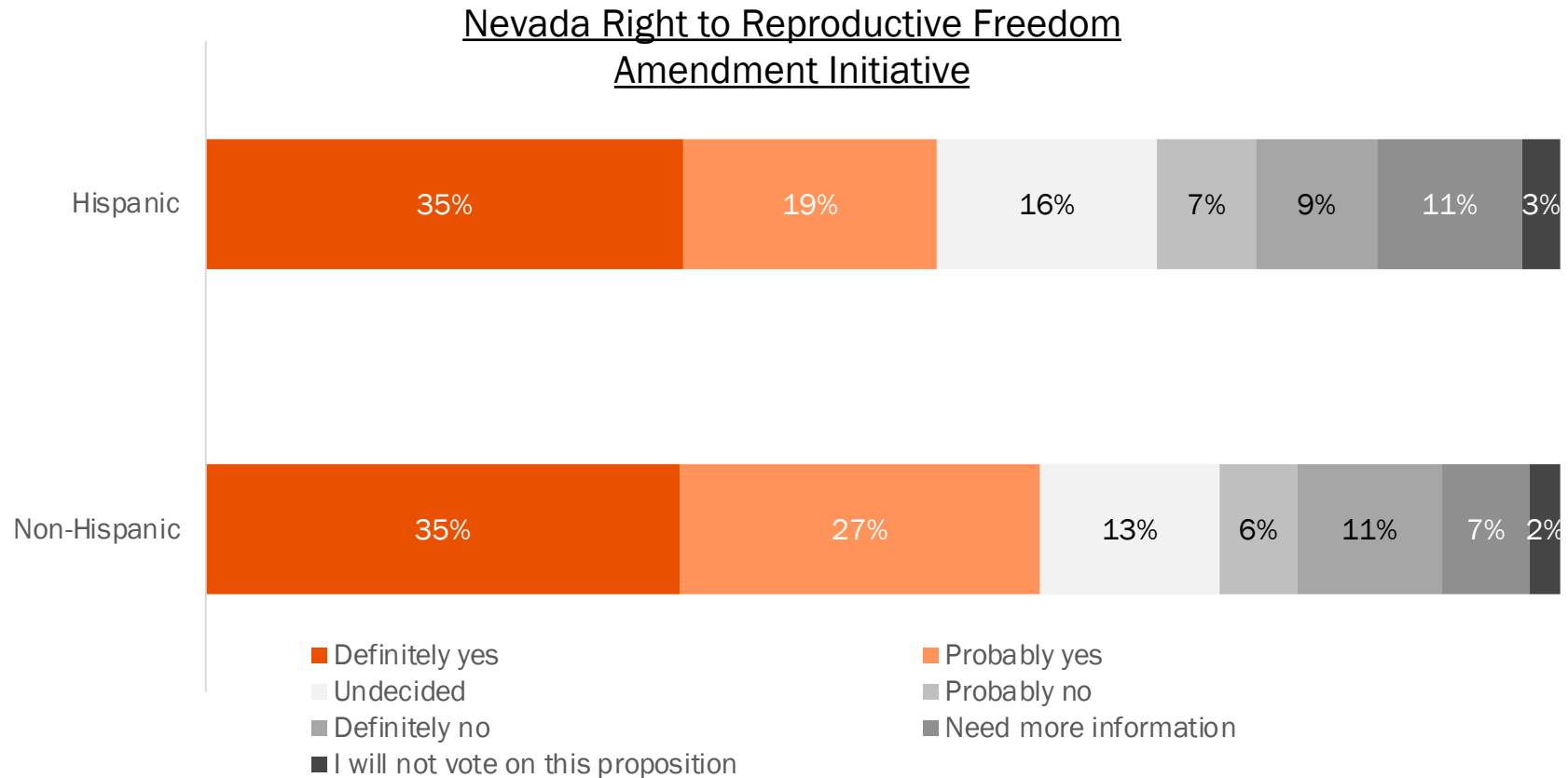
*In the upcoming general election in November, how likely or unlikely are you to vote for a candidate from a political party that you typically have not voted for in the past?*



# Nevada Right to Reproductive Freedom Amendment

- AFTER READING A SUMMARY OF THE INITIATIVE, 35% OF HISPANICS & 35% OF NON-HISPANICS WOULD DEFINITELY VOTE YES

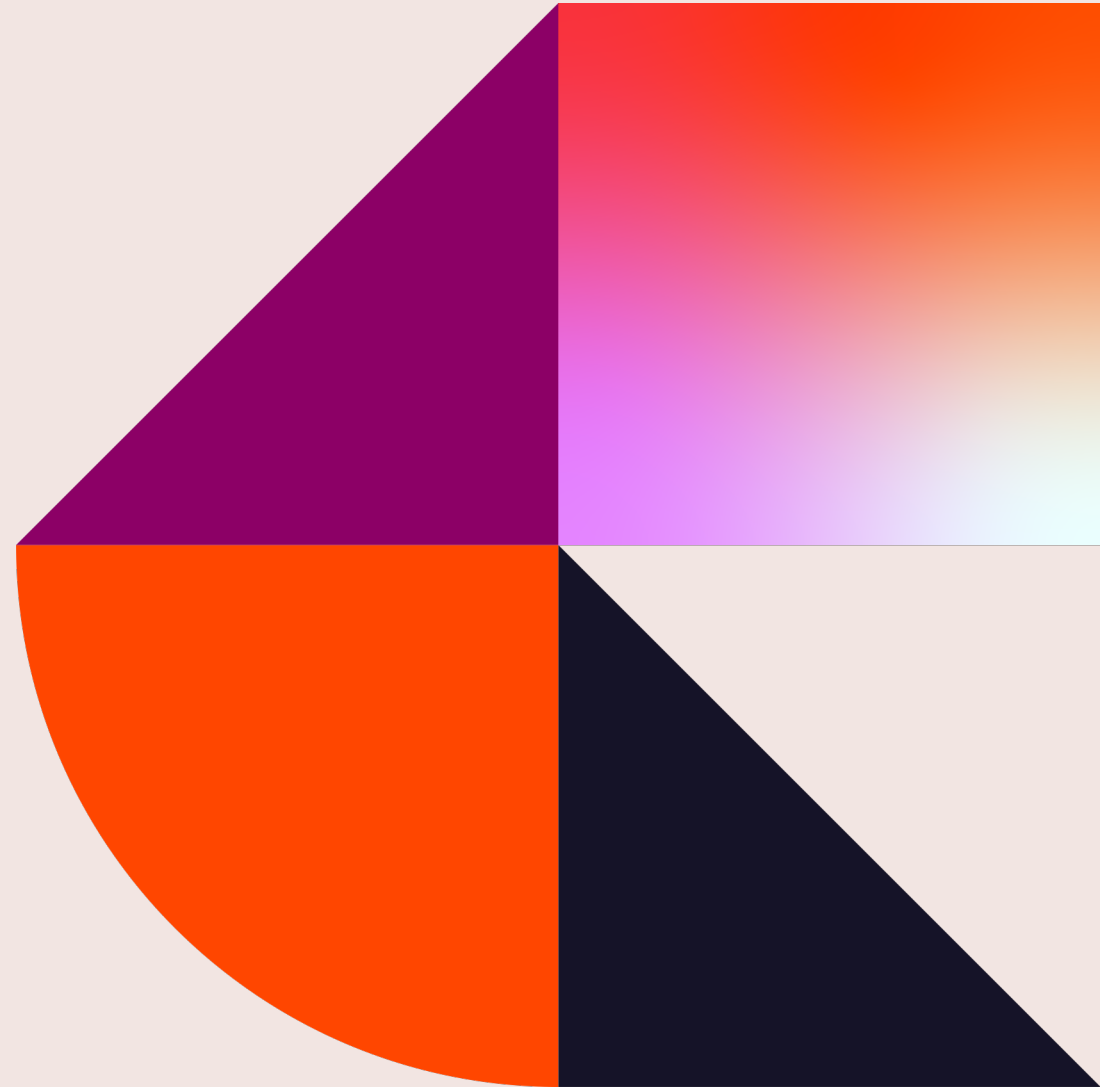
*If the election were held today and this measure were on the ballot, would you vote yes or no?*



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

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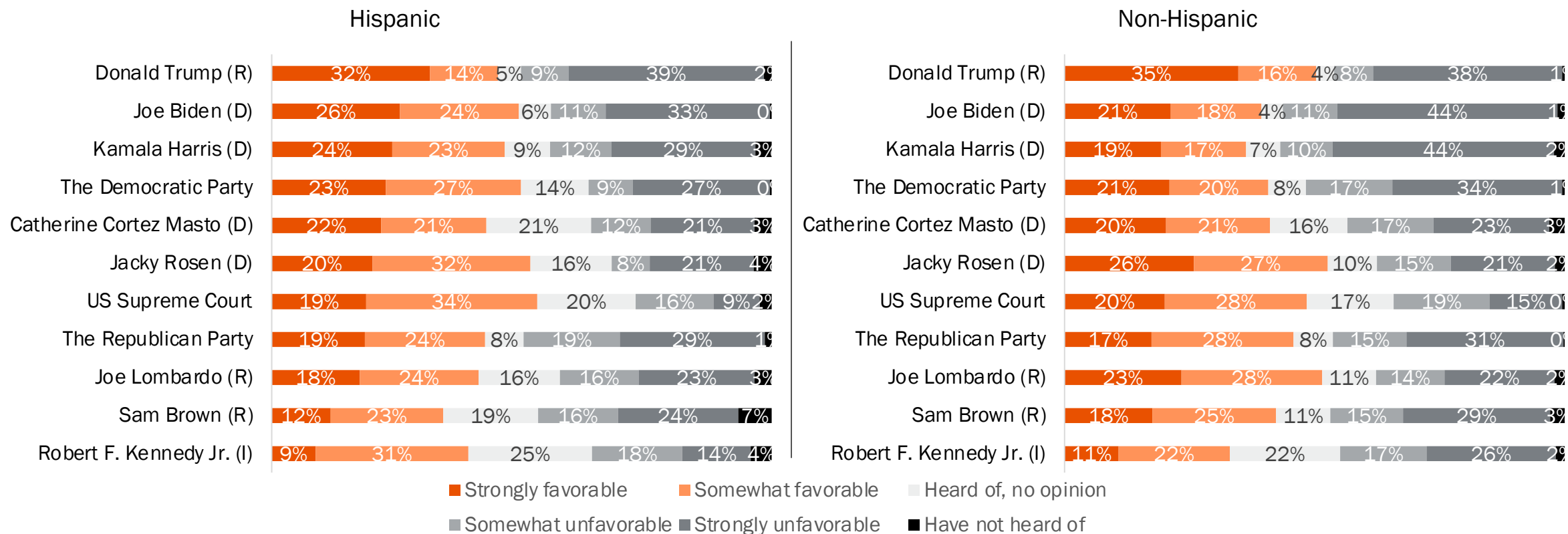
# Favorability & Job Approval



# Favorability

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

## Favorability

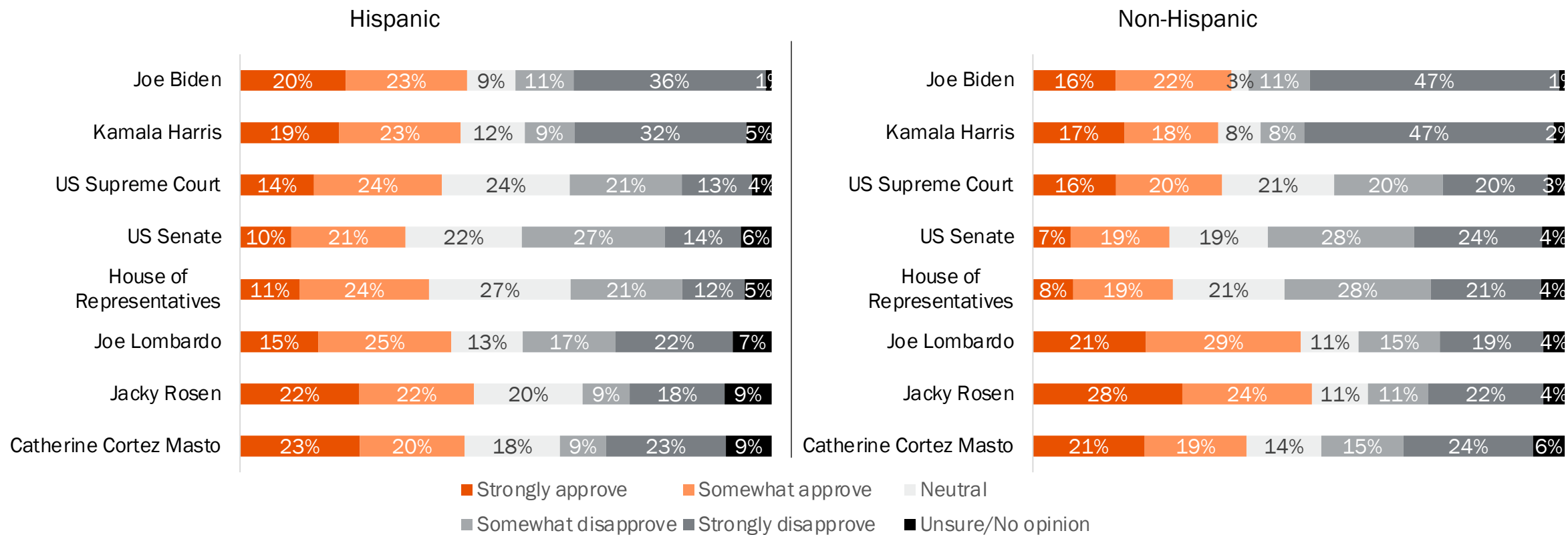


Among likely voters 18+  
Source: Univision political tracker in collaboration with Media Predict as of June 2024

# Job Approval

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

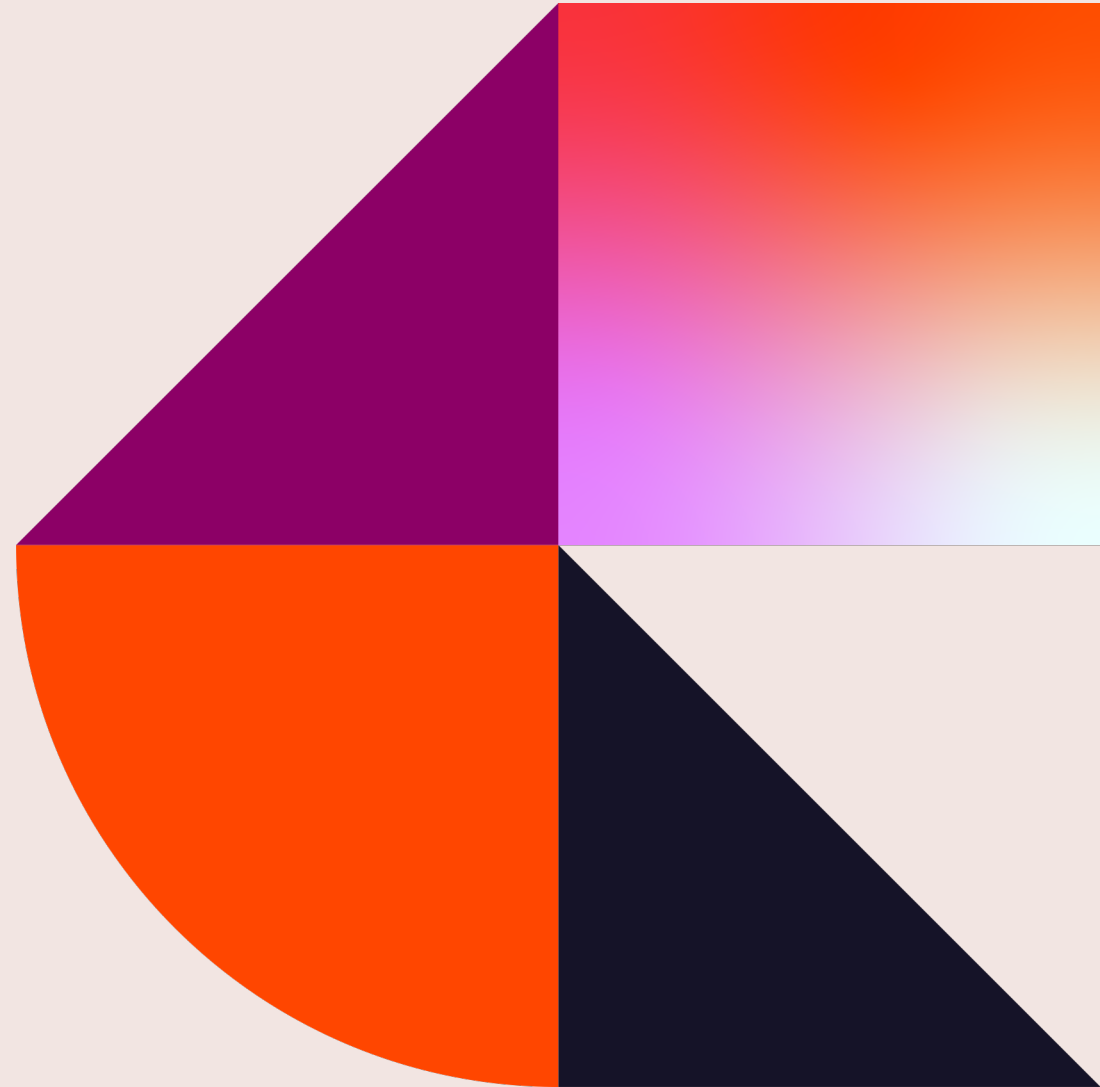
## Job Approval



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

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# The Issues





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

## - EDUCATION 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                | 76%      | 78%          | Energy policy  | 40%      | 37%          |
| Inflation                     | 73%      | 74%          | Defense / military   | 39%      | 45%          |
| Economy / jobs                | 72%      | 66%          | Strengthening law enforcement                                      | 37%      | 45%          |
| Affordable housing            | 67%      | 59%          | Climate change   | 37%      | 33%          |
| Healthcare                    | 61%      | 58%          | Entitlements / social services reform<br>(Medicare, welfare, etc.) | 36%      | 50%          |
| Education                     | 59%      | 46%          | Abortion   | 34%      | 40%          |
| Taxes                         | 58%      | 49%          | Israel/Hamas War   | 34%      | 29%          |
| Crime and public safety       | 56%      | 56%          | Infrastructure, such as roads and public<br>transportation         | 33%      | 36%          |
| Government spending / deficit | 55%      | 54%          | U.S. relationship with China                                       | 33%      | 35%          |
| Immigration                   | 49%      | 57%          | Foreign policy   | 33%      | 35%          |
| Opioids / drug abuse          | 44%      | 35%          | Race relations   | 30%      | 27%          |
| Social security / Medicare    | 44%      | 63%          | Russia / Ukraine war   | 29%      | 27%          |
| Gun rights / 2nd amendment    | 43%      | 40%          | Police reform  | 26%      | 26%          |
| Border security               | 41%      | 58%          | Culture wars   | 25%      | 21%          |
| Gun control                   | 41%      | 36%          | LGBTQ rights   | 20%      | 17%          |

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

# Top Issues by Hispanic Voter Type

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

| Top 10 Issues Among Definitely <u>Biden</u> Voters | % Hispanic Top Box |
|--|--------------------|
| Cost of living                                     | 79%                |
| Economy / jobs                                     | 74%                |
| Inflation  | 73%                |
| Education  | 67%                |
| Affordable housing                                 | 66%                |
| Healthcare   | 66%                |
| Crime and public safety                            | 57%                |
| Climate change                                     | 54%                |
| Gun control  | 51%                |
| Social security / Medicare                         | 48%                |

| Top 10 Issues Among Unsure/Not-Definite Voters | % Hispanic Top Box |
|--|--------------------|
| Cost of living                                 | 69%                |
| Affordable housing                             | 66%                |
| Inflation                                      | 66%                |
| Economy / jobs                                 | 64%                |
| Healthcare                                     | 60%                |
| Taxes  | 58%                |
| Education                                      | 54%                |
| Government spending / deficit                  | 50%                |
| Crime and public safety                        | 49%                |
| Social security / Medicare                     | 44%                |

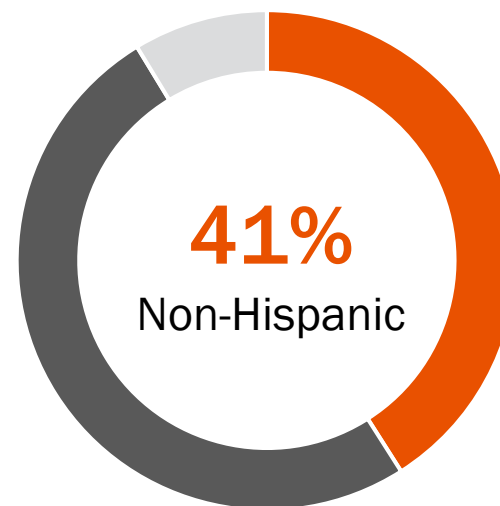
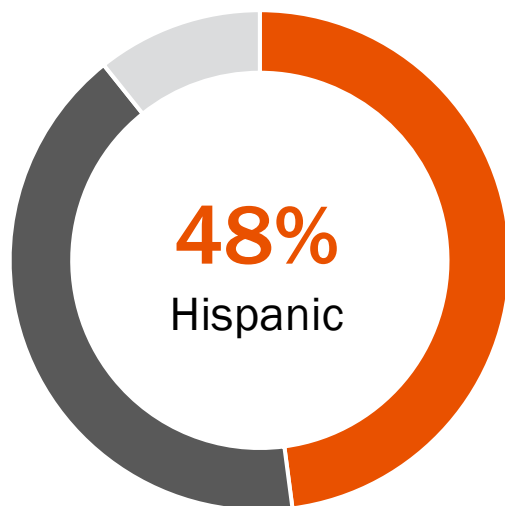
| Top 10 Issues Among Definitely <u>Trump</u> Voters | % Hispanic Top Box |
|--|--------------------|
| Inflation  | 84%                |
| Economy / jobs                                     | 80%                |
| Cost of living                                     | 79%                |
| Gun rights / 2nd amendment                         | 75%                |
| Government spending / deficit                      | 72%                |
| Border security                                    | 72%                |
| Affordable housing                                 | 71%                |
| Immigration  | 70%                |
| Taxes  | 69%                |
| Defense / military                                 | 68%                |

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

# 48% 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

## - 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 |
| Inflation  | 19%      | 10%          |
| Immigration  | 9%       | 13%          |
| Abortion   | 9%       | 12%          |
| Healthcare   | 7%       | 1%           |
| Cost of living   | 6%       | 10%          |
| Economy / jobs   | 6%       | 7%           |
| Affordable housing   | 6%       | 4%           |
| Border security  | 5%       | 11%          |
| Gun control  | 5%       | 2%           |
| Entitlements / social services reform<br>(Medicare, welfare, etc.) | 5%       | 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<br>Top2Box | Republican<br>Top2Box | Democrat<br>Top2Box | Republican<br>Top2Box |
| Abortion            | 46%                 | 33%                   | 46%                 | 29%                   |
| Healthcare          | 46%                 | 32%                   | 42%                 | 37%                   |
| Climate Change      | 45%                 | 32%                   | 45%                 | 28%                   |
| Energy Policy       | 44%                 | 38%                   | 40%                 | 37%                   |
| Education           | 44%                 | 34%                   | 39%                 | 34%                   |
| Entitlements Reform | 43%                 | 36%                   | 43%                 | 36%                   |
| Social Security     | 41%                 | 34%                   | 44%                 | 37%                   |
| Cost of Living      | 40%                 | 40%                   | 33%                 | 47%                   |
| Taxes               | 38%                 | 38%                   | 36%                 | 47%                   |

# 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<br>Top2Box | Republican<br>Top2Box | Democrat<br>Top2Box | Republican<br>Top2Box |
| Economy / jobs          | 37%                 | 44%                   | 35%                 | 48%                   |
| Immigration             | 36%                 | 43%                   | 29%                 | 57%                   |
| Gov spending            | 35%                 | 36%                   | 30%                 | 43%                   |
| Inflation               | 34%                 | 41%                   | 31%                 | 49%                   |
| Foreign policy          | 34%                 | 39%                   | 32%                 | 49%                   |
| Opioids                 | 33%                 | 35%                   | 35%                 | 38%                   |
| Crime and public safety | 33%                 | 45%                   | 33%                 | 50%                   |
| Border Security         | 32%                 | 48%                   | 28%                 | 55%                   |
| National Security       | 31%                 | 46%                   | 32%                 | 52%                   |
| Defense                 | 28%                 | 46%                   | 32%                 | 52%                   |

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<br>Top2Box | Trump<br>Top2Box | Biden<br>Top2Box | Trump<br>Top2Box |
| Energy Policy       | 47%              | 36%              | 39%              | 44%              |
| Healthcare          | 46%              | 35%              | 45%              | 40%              |
| Social Security     | 45%              | 38%              | 44%              | 40%              |
| Climate Change      | 45%              | 35%              | 46%              | 31%              |
| Abortion            | 44%              | 33%              | 46%              | 34%              |
| Entitlements Reform | 43%              | 34%              | 44%              | 40%              |
| Education           | 42%              | 35%              | 40%              | 39%              |
| Foreign policy      | 40%              | 43%              | 33%              | 52%              |
| Economy / jobs      | 40%              | 47%              | 35%              | 53%              |

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<br>Top2Box | Trump<br>Top2Box | Biden<br>Top2Box | Trump<br>Top2Box |
| Crime and public safety | 38%              | 43%              | 34%              | 51%              |
| Taxes                   | 38%              | 42%              | 37%              | 50%              |
| Immigration             | 36%              | 46%              | 29%              | 60%              |
| Gov spending            | 35%              | 43%              | 31%              | 49%              |
| Cost of Living          | 35%              | 45%              | 33%              | 53%              |
| Inflation               | 35%              | 47%              | 32%              | 54%              |
| Opioids                 | 34%              | 37%              | 34%              | 41%              |
| National Security       | 34%              | 47%              | 33%              | 56%              |
| Border Security         | 31%              | 51%              | 26%              | 61%              |
| Defense                 | 31%              | 48%              | 34%              | 54%              |

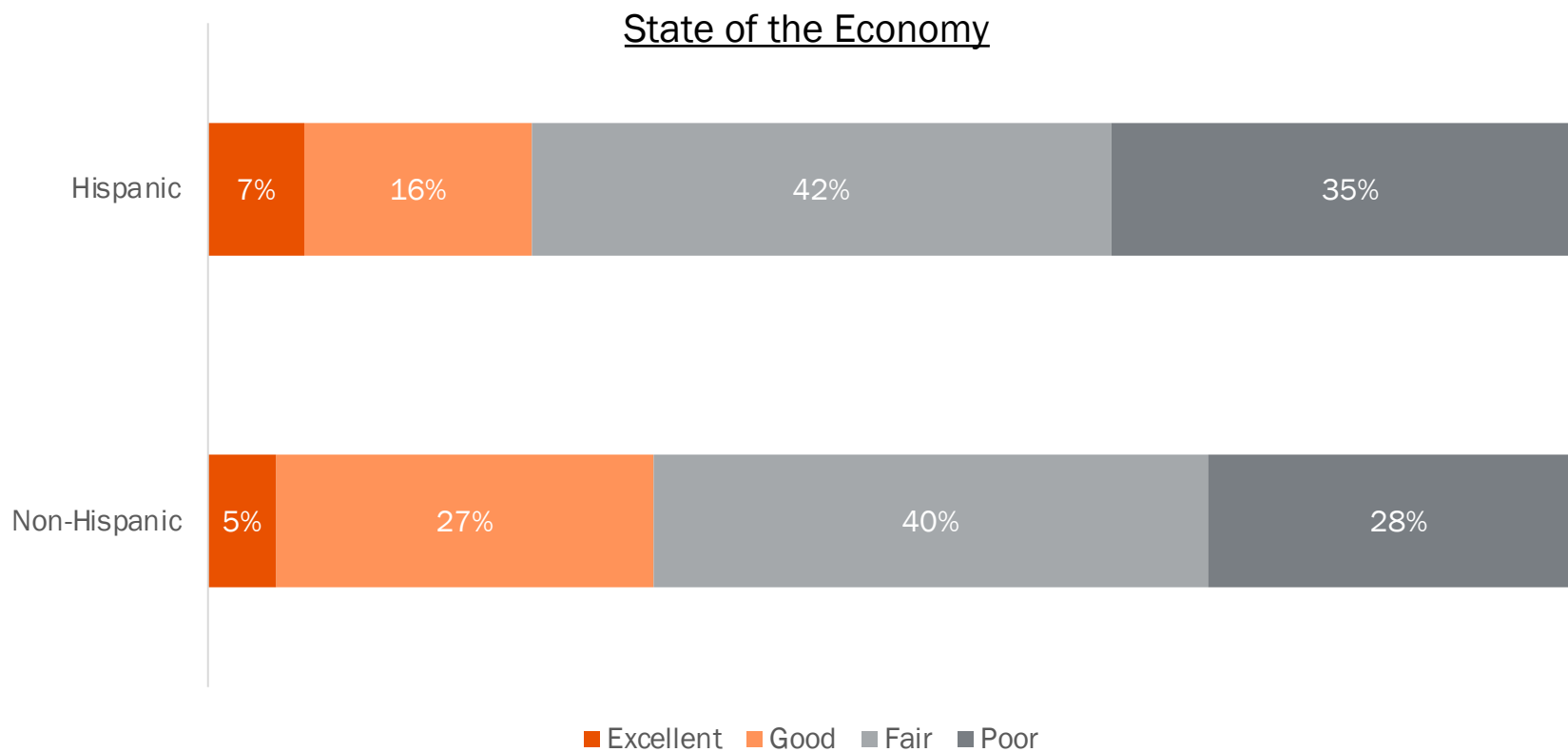
Among likely voters 18+  
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# ECONOMY

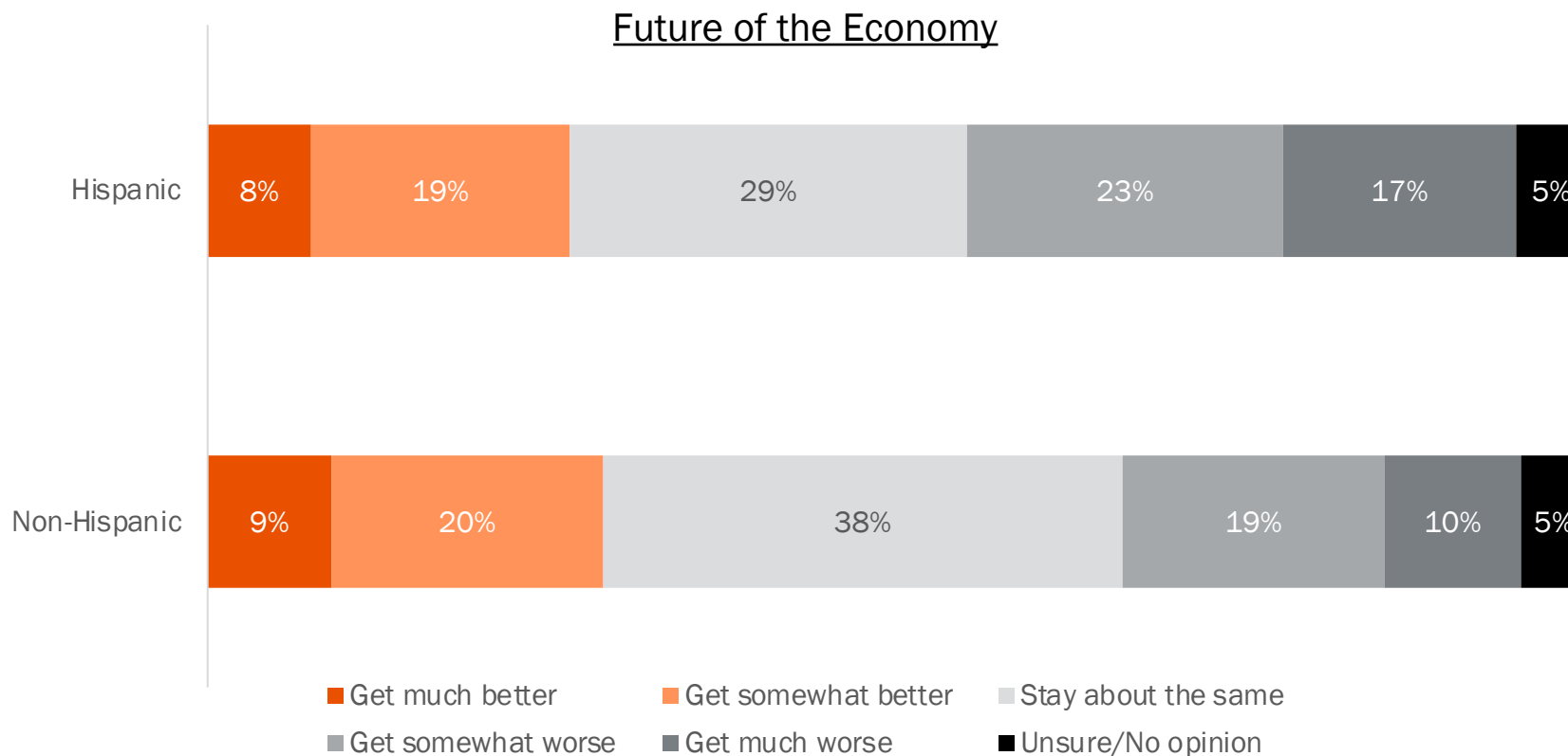
# 77% of Hispanics Rate the Economy in Their State Right Now as Fair or Poor

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



# 40% 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                       | 80%      | 5%       | 82%          | 6%       |
| Inflation is putting a significant strain on my budget   | 79%      | 7%       | 79%          | 9%       |
| Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices | 71%      | 5%       | 74%          | 6%       |
| I am concerned about the U.S. federal government’s spending and deficit  | 70%      | 9%       | 76%          | 7%       |
| The price of gas is putting a strain on my finances  | 67%      | 15%      | 69%          | 12%      |
| My personal economic situation has become worse in the last year   | 64%      | 15%      | 64%          | 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%          | 37%      |
| I have taken, or am considering taking, a second job in order to maintain my standard of living                          | 62%      | 17%      | 43%          | 35%      |
| I expect my personal economic situation to get better in the next few years  | 59%      | 16%      | 43%          | 31%      |
| Home ownership is still within reach for most people   | 33%      | 51%      | 18%          | 66%      |
| I feel that jobs are getting easier to find  | 32%      | 40%      | 28%          | 47%      |

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

# PUBLIC HEALTH & HEALTHCARE

# Public Health & Healthcare

| How much do you agree or disagree with the following statements? [ <i>Public Health &amp; Healthcare</i> ] | Hispanic |          | Non-Hispanic |          |
|--|----------|----------|--------------|----------|
|  | Agree    | Disagree | Agree        | Disagree |
| Mental health issues are a growing problem for people in the United States                                 | 81%      | 3%       | 84%          | 4%       |
| Drug abuse is a serious public health issue in the United States   | 78%      | 7%       | 85%          | 5%       |
| I am generally satisfied with my healthcare coverage   | 55%      | 19%      | 66%          | 17%      |
| The cost of prescription drugs is a financial problem for me   | 42%      | 27%      | 37%          | 39%      |
| The cost of my health care and insurance is reasonable   | 42%      | 29%      | 42%          | 33%      |
| Medicaid and Medicare are working well now   | 39%      | 26%      | 47%          | 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 &amp; 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                | 53%      | 16%      | 53%          | 15%      |
| Abortion laws should be created by state governments, not by the federal government                      | 49%      | 23%      | 48%          | 23%      |

| 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                     | 22%      | 24%          |
| Abortion should be legal at any time during pregnancy  | 16%      | 17%          |
| 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%      | 14%          |
| 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                 | 7%       | 9%           |
| Other  | 2%       | 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? [ <i>Crime &amp; Public Safety</i> ] | Hispanic |          | Non-Hispanic |          |
|---|----------|----------|--------------|----------|
|   | Agree    | Disagree | Agree        | Disagree |
| Homelessness is a serious problem in the United States  | 84%      | 6%       | 90%          | 3%       |
| Crime is a growing problem in the United States   | 72%      | 8%       | 79%          | 7%       |
| I support second amendment gun rights   | 64%      | 15%      | 65%          | 16%      |
| Homelessness is a serious problem in my neighborhood  | 60%      | 23%      | 59%          | 26%      |
| Government authorities have become too lenient on criminals   | 58%      | 10%      | 64%          | 14%      |
| Crime is a growing problem where I live   | 56%      | 15%      | 56%          | 18%      |
| Police departments in the United States are understaffed  | 54%      | 18%      | 66%          | 10%      |

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 &amp; Public Safety</i> ] | Hispanic |          | Non-Hispanic |          |
|---|----------|----------|--------------|----------|
|   | Agree    | Disagree | Agree        | Disagree |
| I feel less safe in my everyday life than I did a year ago  | 53%      | 20%      | 49%          | 28%      |
| I believe that stricter gun control laws would reduce crime   | 50%      | 26%      | 43%          | 40%      |
| My Police Department is understaffed  | 48%      | 20%      | 53%          | 16%      |
| Children in my community are generally safe at the schools they attend                                | 43%      | 29%      | 47%          | 29%      |
| Government authorities are doing a good job protecting businesses near where I live and shop          | 40%      | 26%      | 40%          | 29%      |
| Government authorities are doing a good job combating crime in my neighborhood                        | 34%      | 28%      | 40%          | 31%      |
| My local government should significantly reduce the resources and budgets for police                  | 28%      | 43%      | 16%          | 65%      |

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

# IMMIGRATION & BORDER SECURITY

# Immigration & Border Security

| How much do you agree or disagree with the following statements? [Immigration & Border Security]   | Hispanic |          | Non-Hispanic |          |
|--|----------|----------|--------------|----------|
|  | Agree    | Disagree | Agree        | Disagree |
| 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 | 67%      | 19%      | 50%          | 29%      |
| All migrants who want to enter the United States should be fully vetted first  | 64%      | 11%      | 77%          | 6%       |
| Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States                           | 62%      | 16%      | 75%          | 10%      |
| We should reform immigration laws to give higher priority to people with needed skills and education   | 61%      | 13%      | 53%          | 17%      |
| United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.   | 61%      | 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%      | 24%      | 75%          | 10%      |
| There are too many undocumented immigrants crossing the border into the United States  | 54%      | 19%      | 77%          | 7%       |
| The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws   | 54%      | 17%      | 67%          | 11%      |
| The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States                                 | 53%      | 23%      | 72%          | 12%      |
| The United States military should be used to secure the southern border  | 50%      | 25%      | 61%          | 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

# 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                         | 49%      | 28%      | 56%          | 27%      |
| It feels like migrants are being treated better than most Americans  | 47%      | 34%      | 64%          | 19%      |
| The rules that I have to live by don't seem to apply to migrants   | 47%      | 27%      | 62%          | 16%      |
| Local law enforcement should be able to detain undocumented migrants   | 46%      | 34%      | 72%          | 10%      |
| Most undocumented migrants who entered the U.S. over the last few years should be deported                         | 45%      | 32%      | 60%          | 19%      |
| The arrival of migrants has made the affordable housing problem worse  | 45%      | 30%      | 58%          | 16%      |
| Undocumented migrants will take jobs away from poorer and working-class Americans                                  | 45%      | 37%      | 53%          | 25%      |
| The U.S. should complete the construction of a wall on the southern border of the U.S.                             | 44%      | 30%      | 60%          | 21%      |
| My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election | 43%      | 33%      | 54%          | 29%      |
| There are too many undocumented migrants coming to my state  | 42%      | 29%      | 61%          | 13%      |

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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

# Immigration & Border Security

| How much do you agree or disagree with the following statements? [Immigration & Border Security]                                 | Hispanic |          | Non-Hispanic |          |
|--|----------|----------|--------------|----------|
|  | Agree    | Disagree | Agree        | Disagree |
| Undocumented migrants have increased crime in my state   | 42%      | 33%      | 56%          | 16%      |
| The resettling of all the migrants will, in the long-run, benefit the United States  | 42%      | 29%      | 25%          | 45%      |
| My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election               | 42%      | 33%      | 31%          | 48%      |
| I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue                  | 35%      | 40%      | 28%          | 53%      |
| I support the way the Biden Administration is managing the southern border   | 33%      | 43%      | 23%          | 56%      |
| Government benefits like healthcare should be provided to undocumented immigrants free of cost                                   | 33%      | 45%      | 14%          | 69%      |
| Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States | 32%      | 41%      | 21%          | 53%      |
| I support the way my state and local officials are handling the migrant issue  | 31%      | 33%      | 27%          | 33%      |

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

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

Agree and Disagree above will not sum to 100%

Among likely voters 18+

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



# GOVERNMENT

# Government

| How much do you agree or disagree with the following statements? [Government]  | Hispanic |          | Non-Hispanic |          |
|--|----------|----------|--------------|----------|
|  | Agree    | Disagree | Agree        | Disagree |
| The federal government of the United States has become too intrusive in the lives of Americans   | 63%      | 14%      | 63%          | 14%      |
| The federal government of the United States is too big and powerful  | 60%      | 15%      | 56%          | 18%      |
| The United States Justice Department has become politicized in its prosecutions  | 58%      | 11%      | 58%          | 18%      |
| The FBI has become politicized in its investigations   | 57%      | 15%      | 58%          | 16%      |
| I want the next president to shrink the size of the federal government   | 55%      | 18%      | 50%          | 19%      |
| The voting in the 2020 election was free and fair and the vote-counting was done accurately  | 49%      | 32%      | 52%          | 32%      |
| 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 | 41%      | 41%      | 31%          | 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

# 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                                | 63%      | 9%       | 55%          | 17%      |
| China represents the most serious economic and geo-political threat to the United States  | 59%      | 13%      | 69%          | 9%       |
| The U.S. government should spend less money supporting the war in Ukraine   | 57%      | 21%      | 53%          | 25%      |
| I support the Biden Administration’s efforts to forgive student loans   | 57%      | 27%      | 36%          | 50%      |
| 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  | 43%      | 31%      | 53%          | 31%      |
| The government should ban social media, like Facebook and TikTok, from being used by children   | 40%      | 30%      | 41%          | 34%      |
| Iran is the primary destabilizing force in the Middle East  | 40%      | 16%      | 51%          | 12%      |
| 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%      | 29%      | 41%          | 31%      |
| The United State should increase the amount of military aid it sends to Israel  | 35%      | 37%      | 28%          | 42%      |
| Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced  | 29%      | 39%      | 19%          | 52%      |
| I support the way the Biden Administration is dealing with the Israel-Hamas war   | 27%      | 40%      | 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

# 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%      | 8%       | 71%          | 8%       |
| Artificial Intelligence (AI) technology will eliminate more jobs than it creates  | 60%      | 14%      | 56%          | 15%      |
| Social media, like Facebook and TikTok, does more harm than good  | 48%      | 24%      | 46%          | 28%      |
| Artificial Intelligence (AI) technology should be heavily regulated by the federal government   | 47%      | 22%      | 57%          | 16%      |

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       | 78%      | 7%       | 85%          | 4%       |
| College is no longer worth the cost for most students   | 66%      | 12%      | 68%          | 13%      |
| All parents should have publicly-funded options, beyond traditional public schools, to educate their children | 64%      | 12%      | 58%          | 14%      |
| Parents should have a say in what is taught to their children in public schools                               | 64%      | 16%      | 70%          | 13%      |
| More emphasis should be placed on trade schools   | 61%      | 7%       | 71%          | 5%       |
| The public schools in my neighborhood are good  | 42%      | 36%      | 35%          | 35%      |
| The federal government's Department of Education should be eliminated   | 32%      | 37%      | 33%          | 35%      |
| The public school system is working well in my state  | 32%      | 43%      | 23%          | 48%      |
| Public schools where I live are better than they were before the pandemic                                     | 31%      | 33%      | 18%          | 46%      |
| Colleges and universities should be allowed to use race in admissions decisions                               | 25%      | 48%      | 17%          | 63%      |

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%

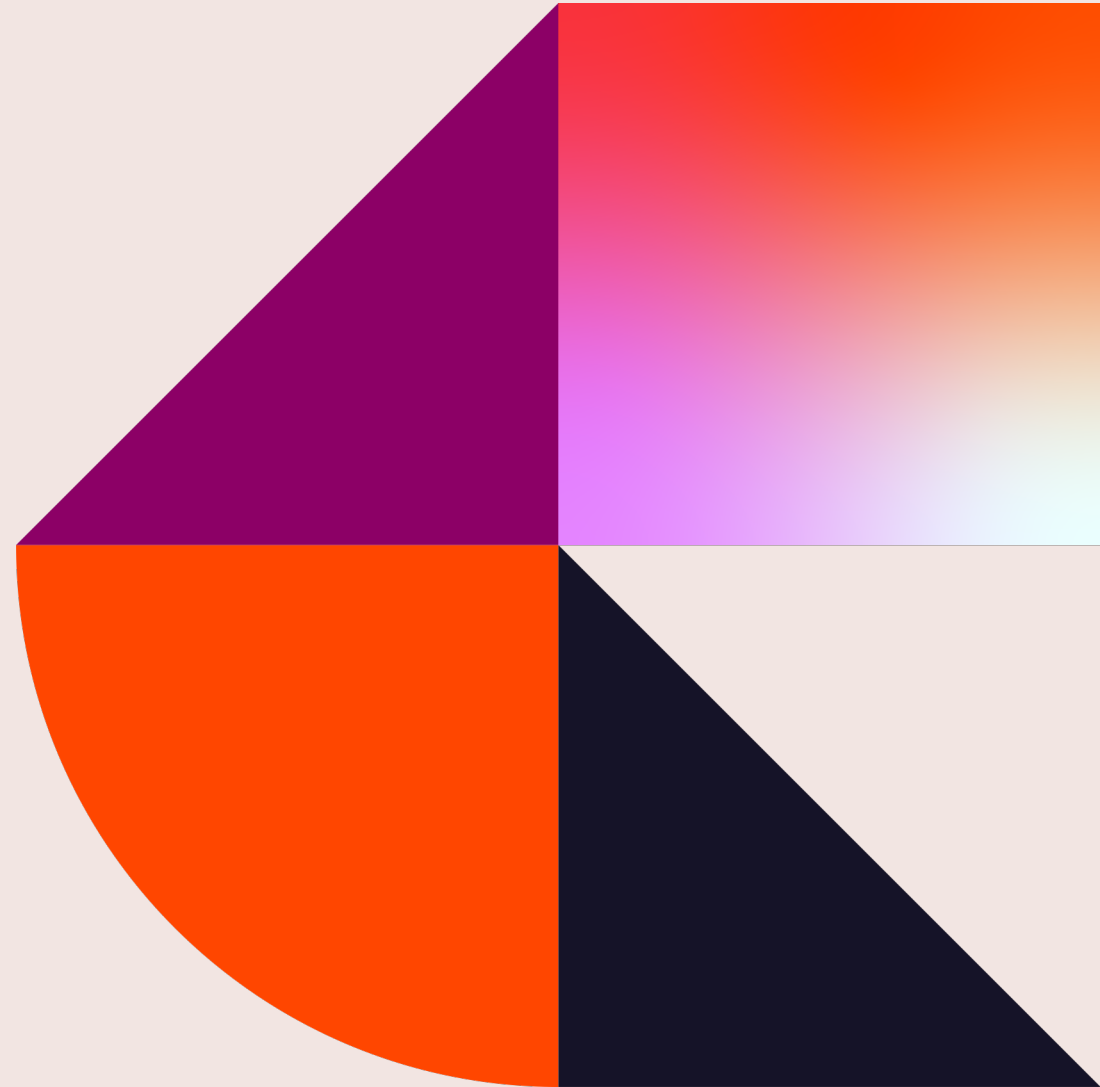
Among likely voters 18+

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



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# 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.

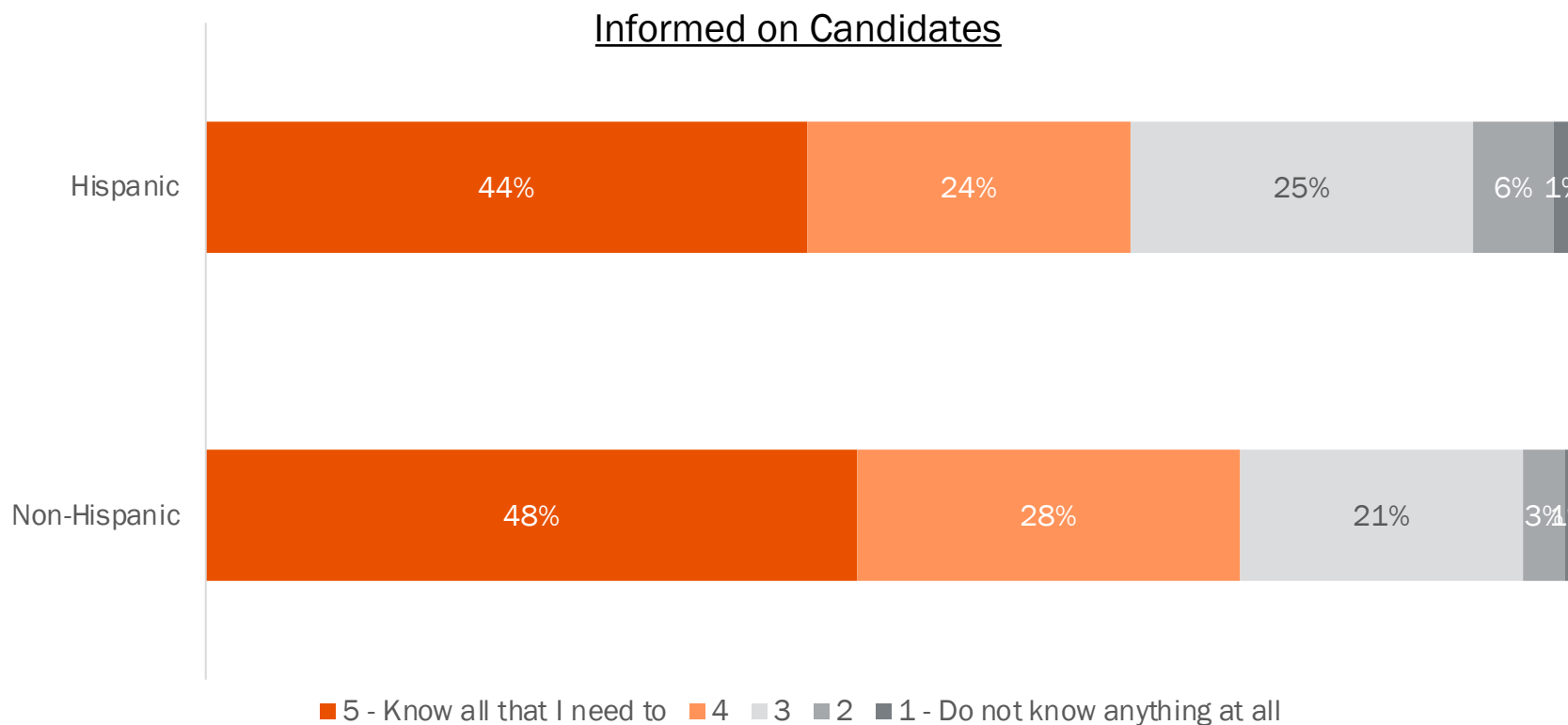
## Information Sources

|   | Hispanic | Non-Hispanic |                               | Hispanic | Non-Hispanic |
|---|----------|--------------|-------------------------------|----------|--------------|
| YouTube   | 54%      | 36%          | Online publications           | 25%      | 23%          |
| Local Television  | 43%      | 55%          | Radio                         | 22%      | 19%          |
| National Television (like network programs or cable news) | 38%      | 54%          | Newspapers                    | 21%      | 22%          |
| Friends   | 33%      | 24%          | Debates                       | 14%      | 16%          |
| Instagram   | 33%      | 24%          | Snapchat                      | 12%      | 5%           |
| Facebook  | 31%      | 29%          | Community organization        | 7%       | 4%           |
| Podcasts  | 31%      | 17%          | Religious organization/Church | 5%       | 5%           |
| Family  | 30%      | 25%          | School                        | 5%       | 3%           |
| X, formerly known as Twitter                              | 28%      | 19%          | Magazines                     | 5%       | 9%           |
| TikTok  | 25%      | 19%          | None of these                 | 4%       | 4%           |

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

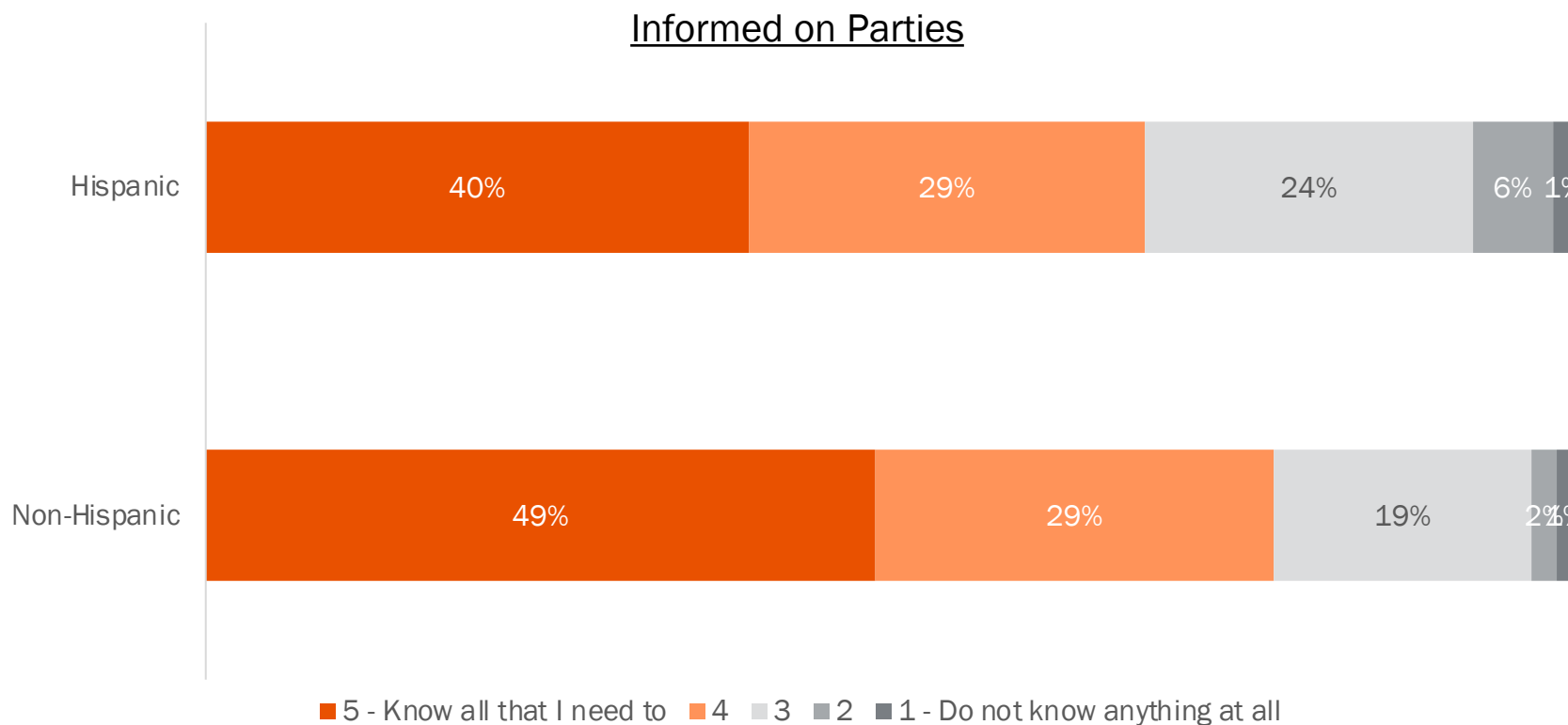
# 56% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

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?



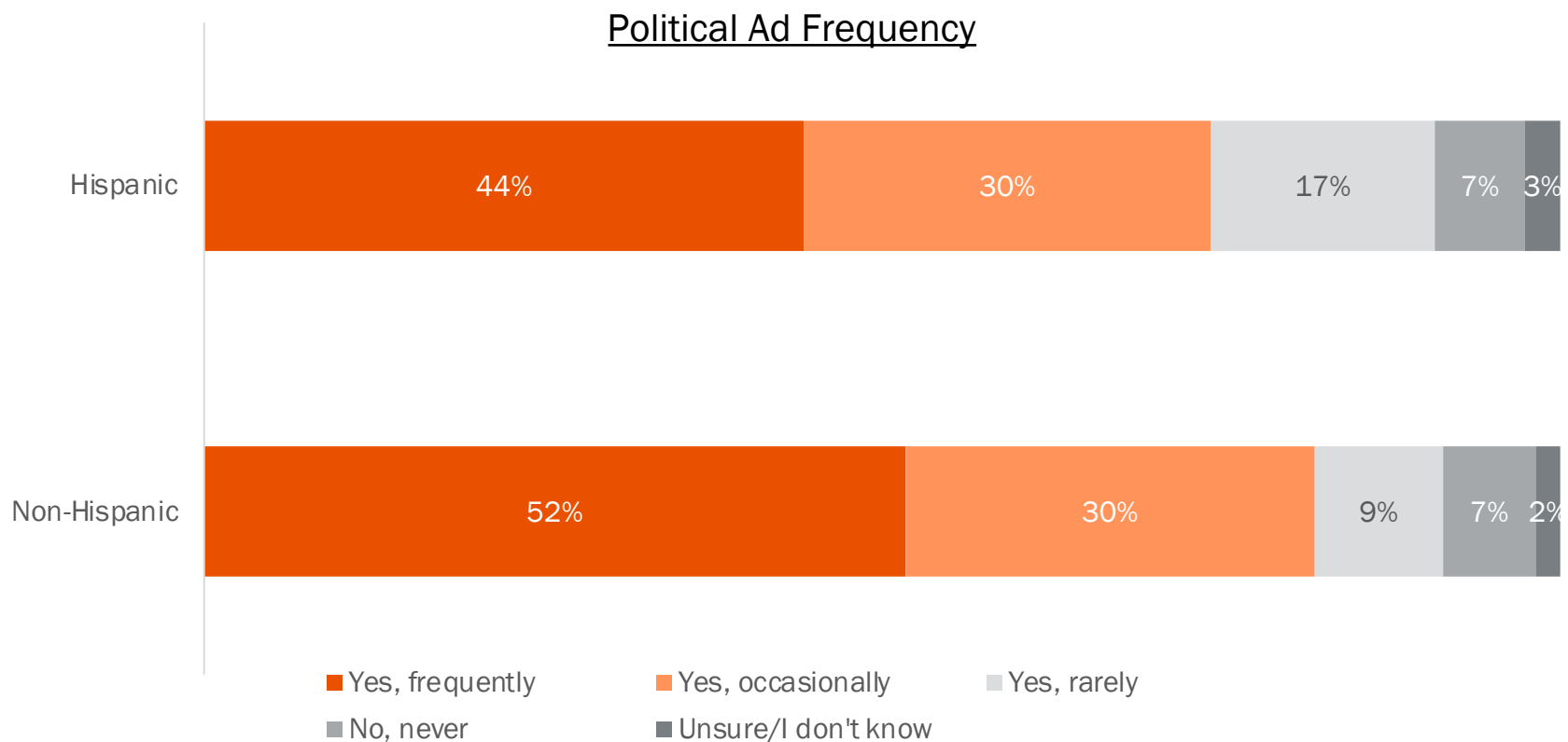
# 60% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

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?



# 54% 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*

# 74%

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*

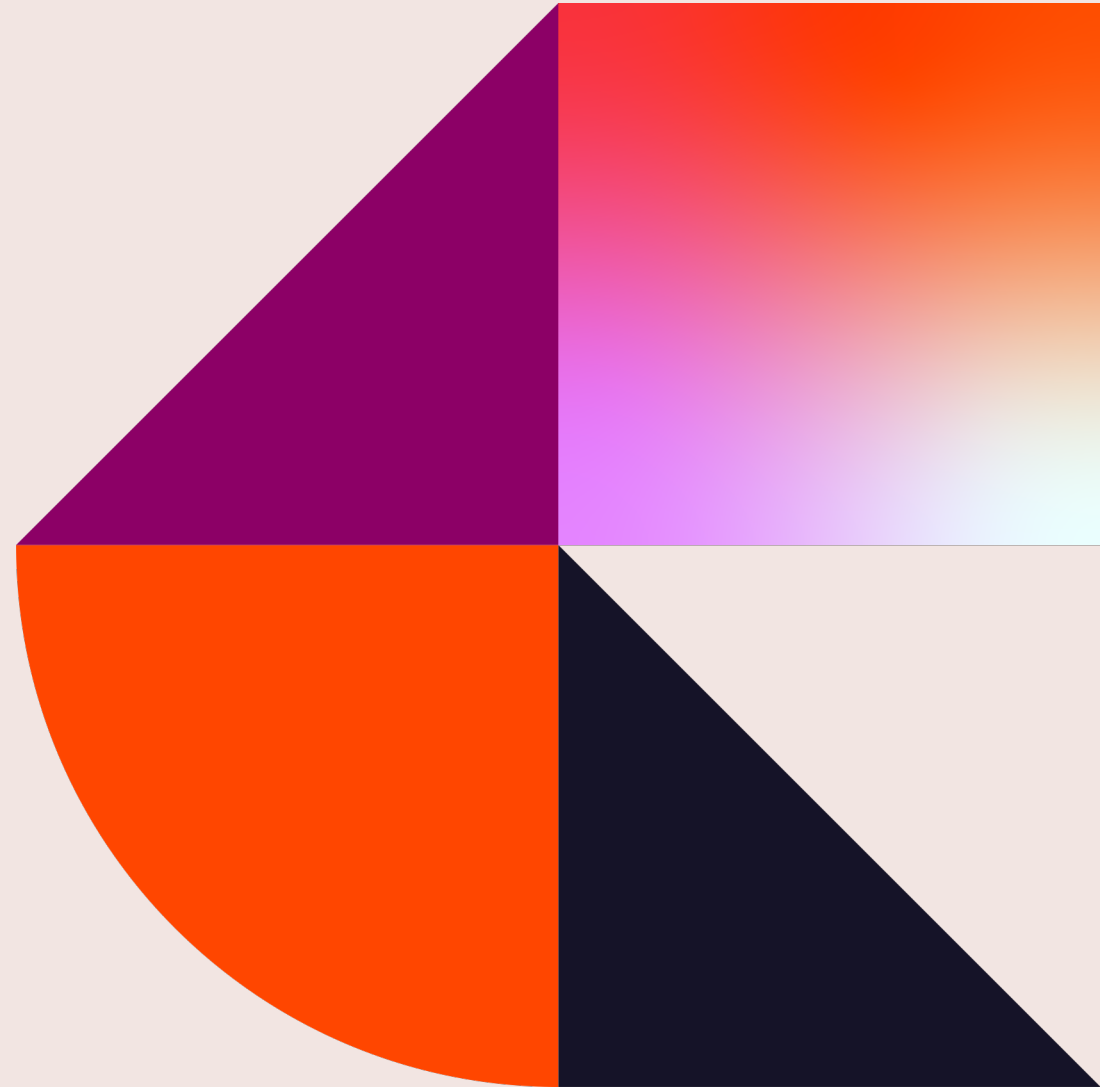
# 58%

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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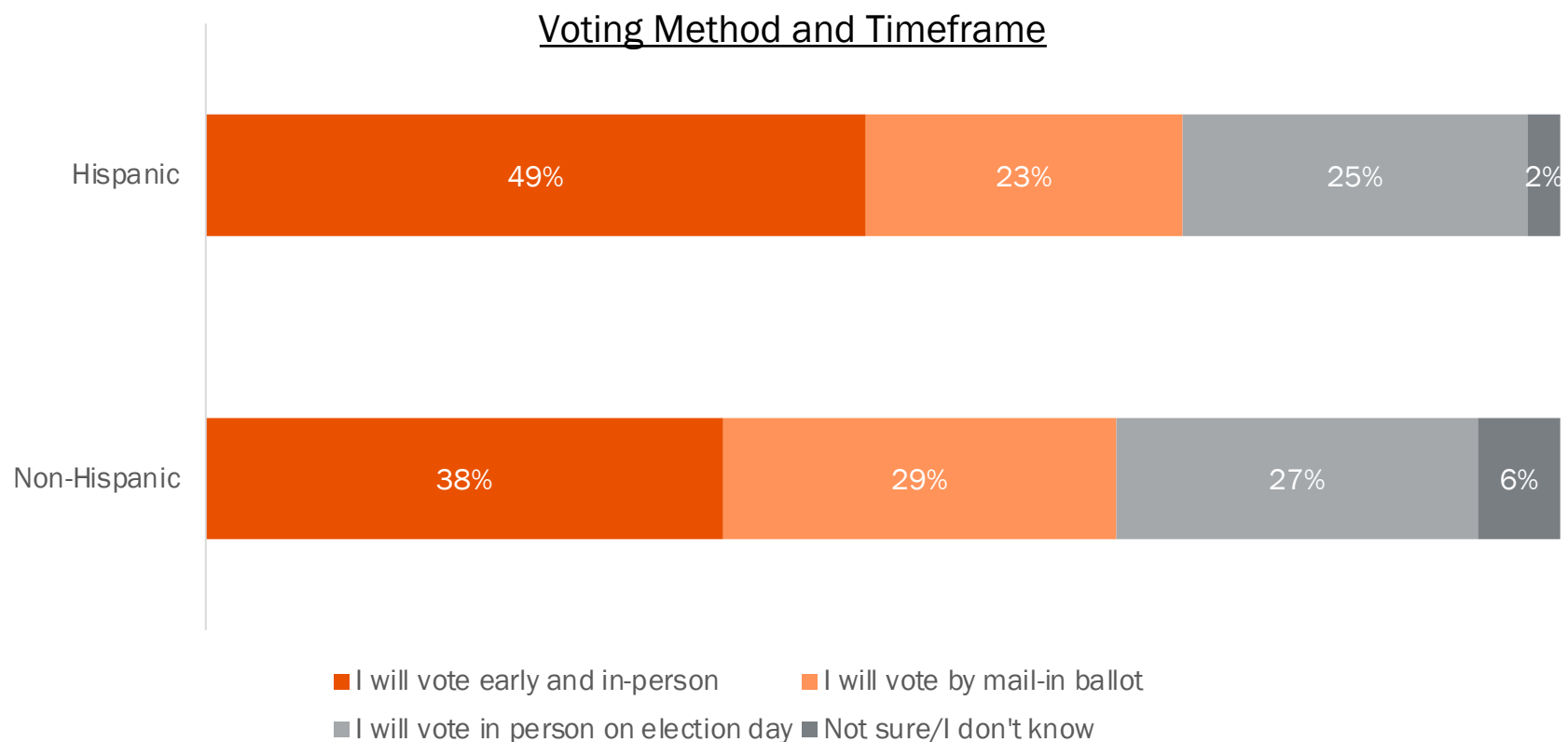
# Voting & Campaign Information



# 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?

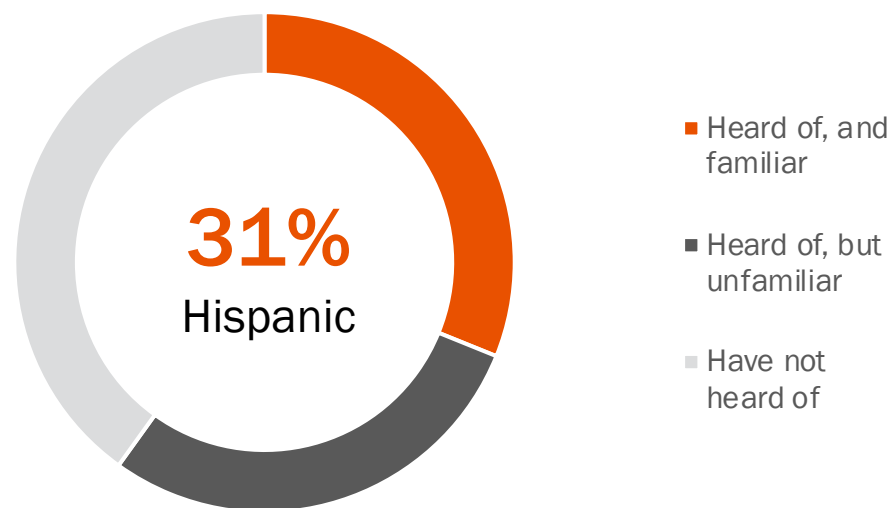




# Vota Conmigo Familiarity

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

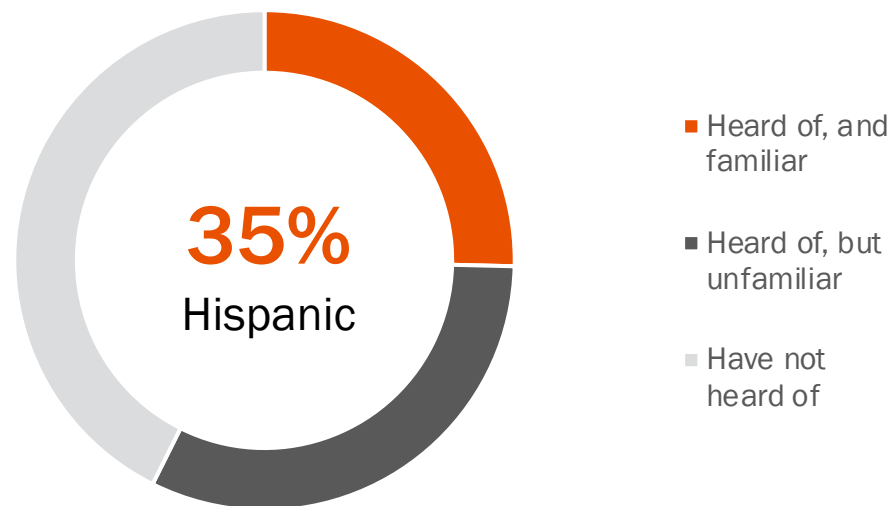
Vota Conmigo Familiarity



# Poder Latino Familiarity

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

Poder Latino Familiarity





# Gracias

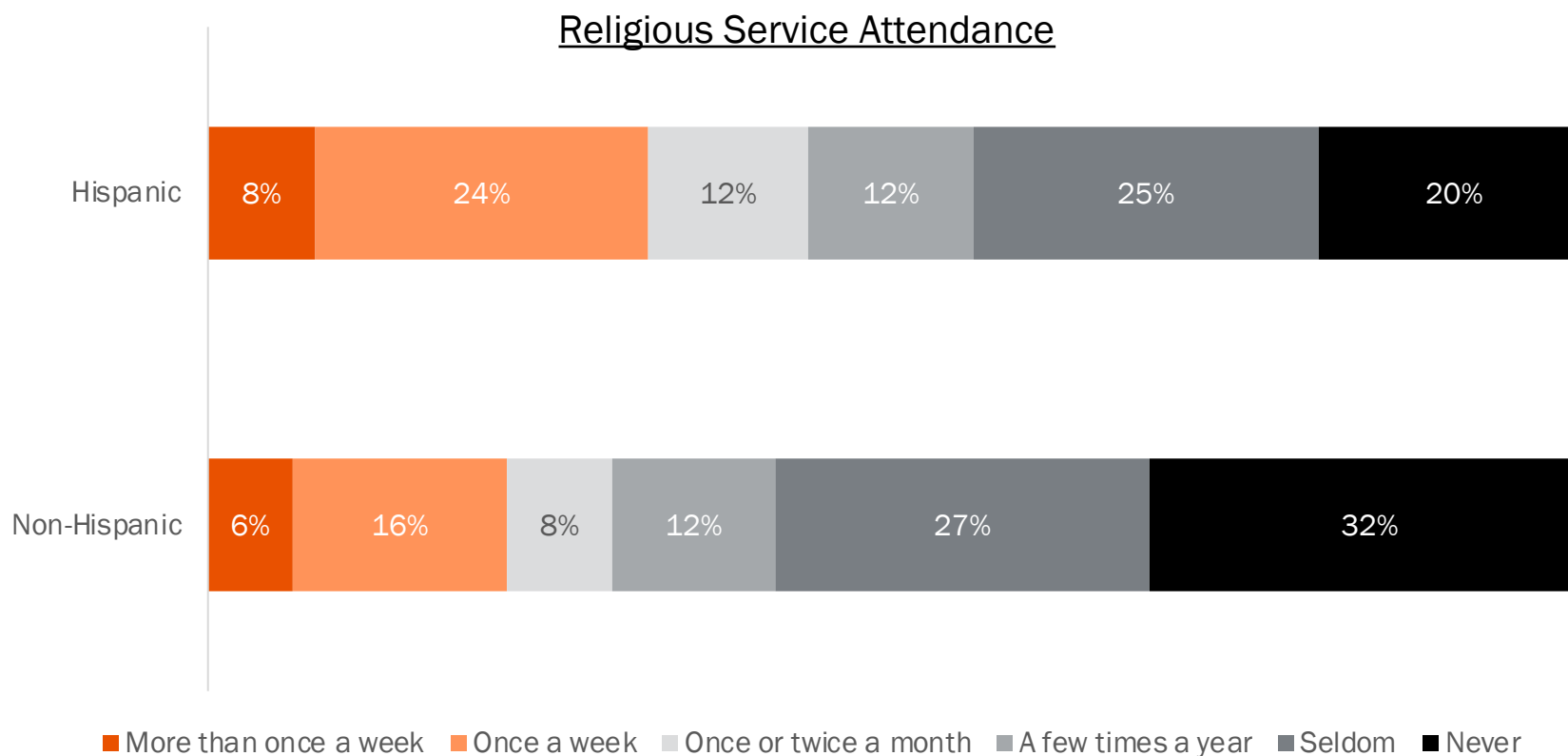
Televisa  
Univision

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   | 63%      | 15%      | 61%          | 13%      |
| 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 | 36%      | 38%      | 19%          | 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

# Ballot Language Preference

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

Ballot Language Preference

