Grassroots Targeting

Televisa Univision

Univision
Hispanic National
In field: July 6th - August 3rd, 2026
n5500; 10% Landline/ 50% Cell/ 40% Text to Web

Univision Universes

		Turnout Statistics						Hispanic	Party Self-ID			Congressional Ballot		Trump Image Model		Harris Image Model		Univision Viewership				Show Type		
#	Name	Voters	High Turnout	Mid Turnout	Low Turnout	Dormant Voters	Vote Intent	Hispanic Self-ID	Republican	Democrat	Independent	Republican	Democrat	Favorable	Unfavorable	Favorable	Unfavorable	Daily	Weekly	Less than Weekly	Never	Sports	News	Tele-novelas
1	Republicans	2,850,497	1,650,786	226,174	343,254	630,283	75%	57%	71%	7%	22%	78%	13%	68%	22%	8%	85%	3%	6%	17%	72%	23%	20%	10%
2	Soft Reps	3,420,871	918,850	309,038	798,965	1,394,018	64%	62%	52%	13%	35%	69%	17%	53%	34%	15%	72%	3%	7%	18%	69%	23%	19%	11%
3	Lean Right Persuasion	3,427,158	392,904	251,269	615,577	2,167,408	61%	64%	39%	20%	41%	48%	36%	45%	43%	24%	59%	3%	8%	18%	68%	23%	18%	12%
4	Stubborn Middle	4,018,246	663,173	251,099	577,303	2,526,671	62%	62%	33%	26%	41%	44%	40%	40%	49%	29%	50%	4%	8%	20%	65%	23%	18%	12%
5	Lean Left Persuasion	2,464,454	311,847	118,523	270,355	1,763,729	62%	61%	20%	39%	40%	35%	52%	25%	64%	38%	38%	5%	9%	22%	60%	23%	19%	13%
6	Soft Dems	13,566,097	5,045,828	1,145,449	2,017,382	5,357,438	71%	62%	11%	56%	33%	15%	77%	13%	81%	48%	30%	5%	9%	25%	58%	24%	20%	14%
7	Democrats	2,019,620	1,269,542	111,091	191,623	447,364	79%	61%	7%	69%	24%	10%	85%	8%	88%	68%	16%	5%	9%	24%	59%	25%	20%	14%
		31,766,943	10,252,930	2,412,643	4,814,459	14,286,911	68%	62%	27%	39%	34%	35%	54%	30%	62%	36%	45%	4%	8%	22%	63%	23%	19%	13%

National Hispanics

Voters: 31,766,943
Turnout: 45%

1 - Republicans	2,850,497	5 - Lean Left Persuasion	2,464,454
2 - Soft Reps	3,420,871	6 - Soft Dems	13,566,097
3 - Lean Right Persuasion	3,427,158		
4 - Stubborn Middle	4,018,246	7 - Democrats	2,019,620

Universe	Frameworks	TurnoutBin	Hispanic Bin	Spanish Language	Univision Viewer	YouTube Bins	Show Type	College Bin
All	All	All	All	All	All	All	All	All

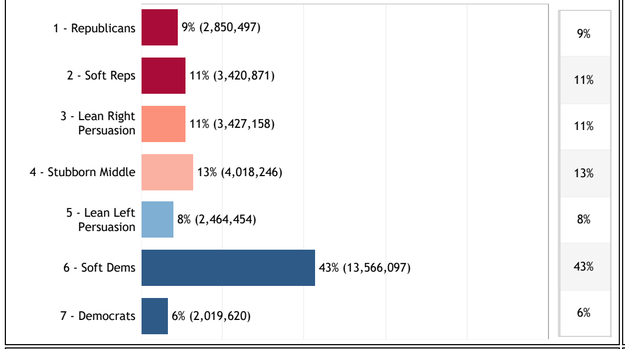
Color_Net: -50% +50%

State	DMA	CD	County	State Legislative District	State Senate District	HispanicDistricts
All	All	All	All	All	All	All

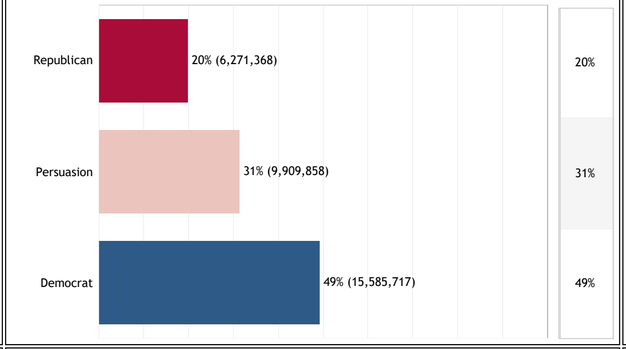
Global Controls

TurnoutBin_..	All
Universe-Gl..	All
Net Color	Generic Congressional

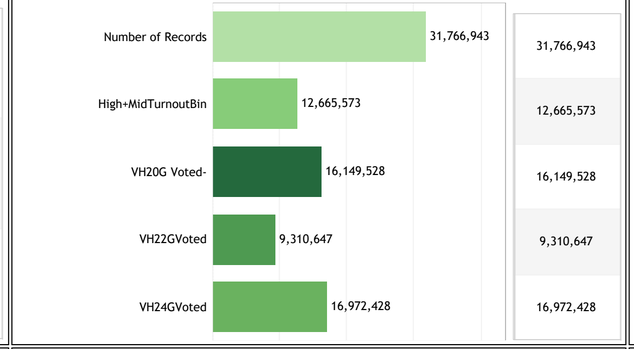
Universes



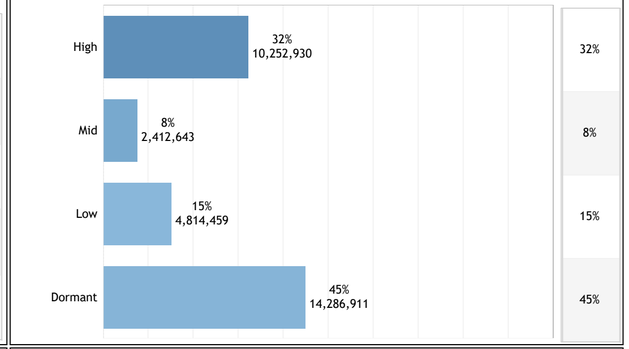
Frameworks



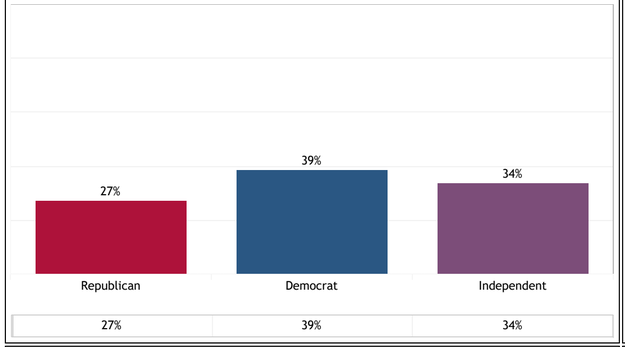
Turnout Statistics



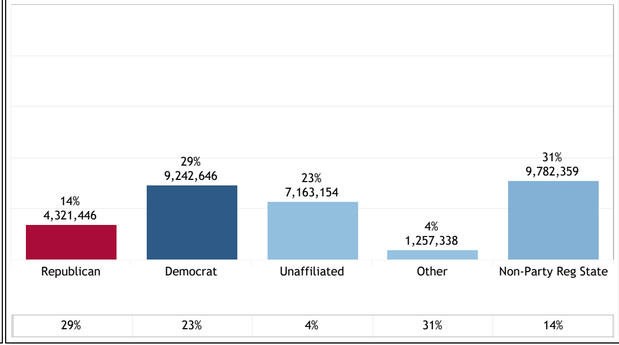
Turnout Bin



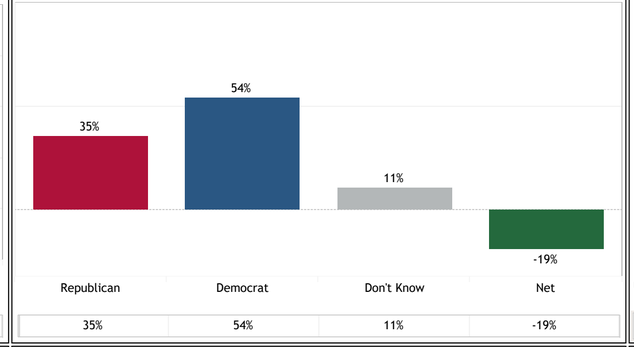
Party Self-ID Model



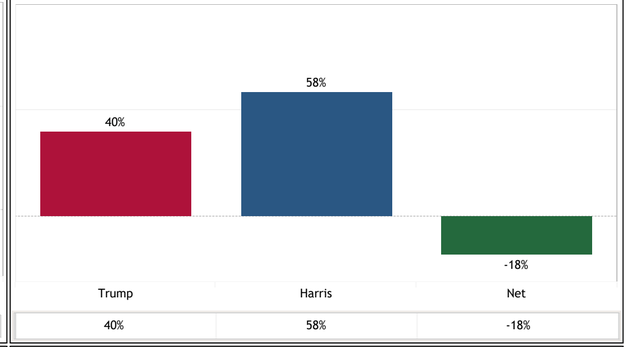
Official Party



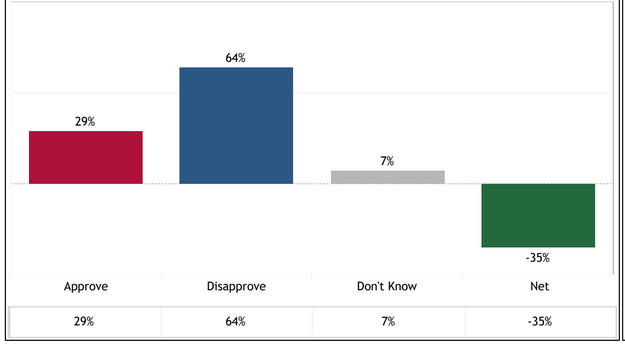
Generic Congressional Ballot Model



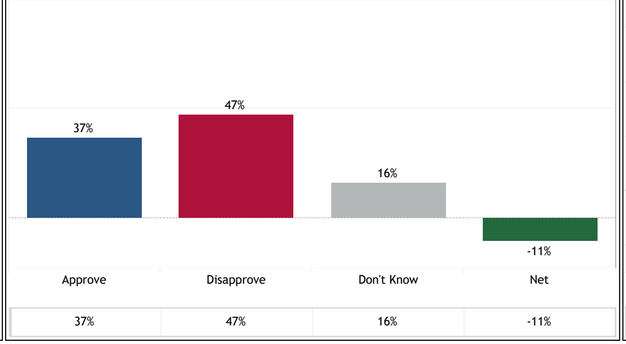
2024 Presidential Recall Model



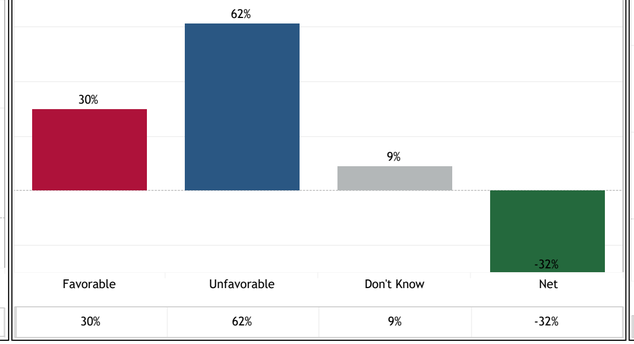
Trump Job Approval Model



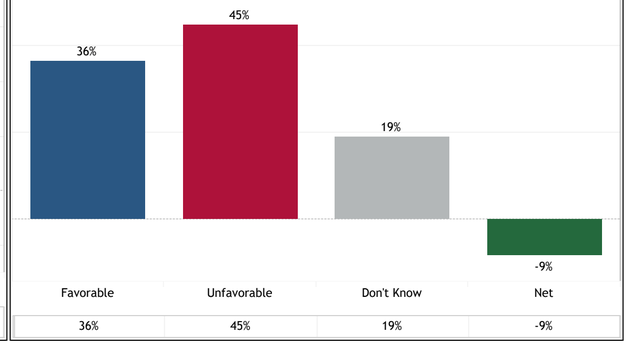
Biden Retroactive Job Approval Model



Trump Image Model



Harris Image Model



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State	DMA	CD	County	State Legislative District	State Senate District	HispanicDistricts
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Global Controls

TurnoutBin_.. All
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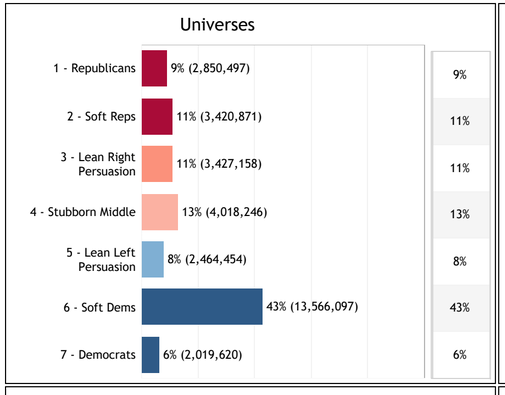

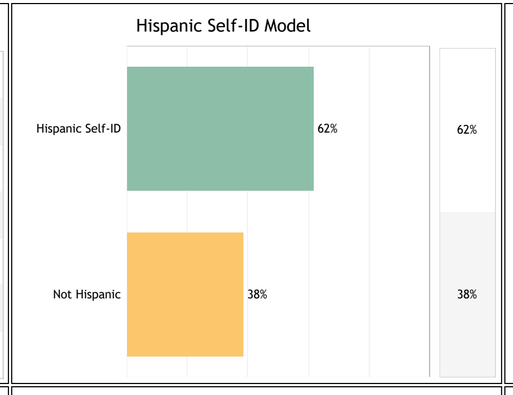

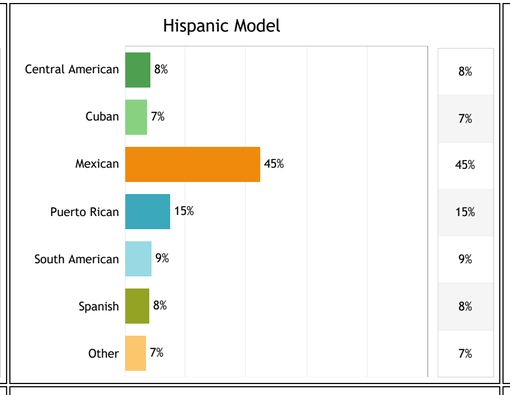

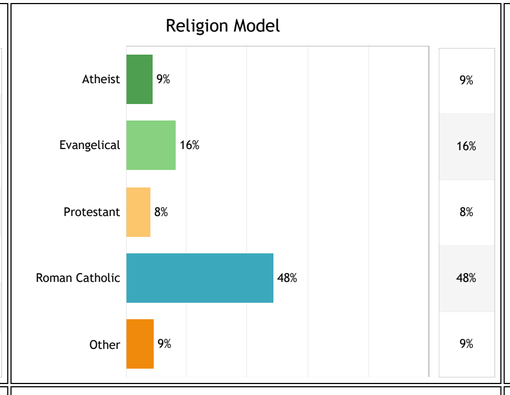

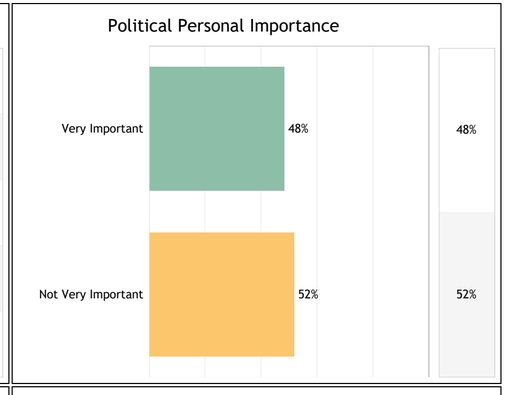

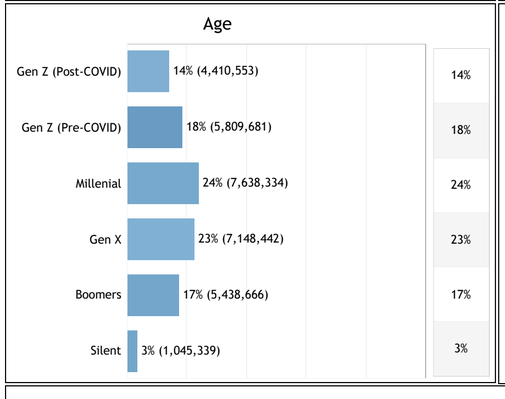

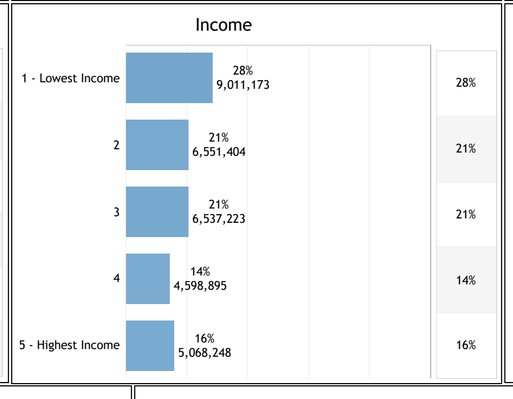

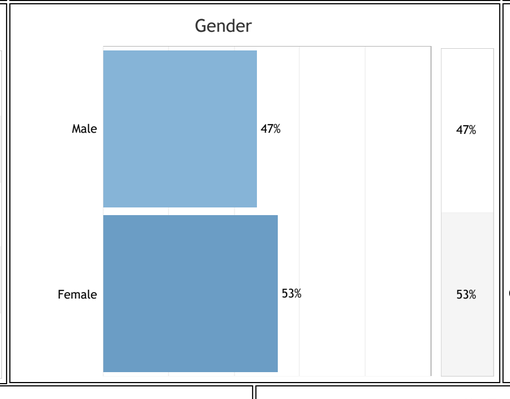

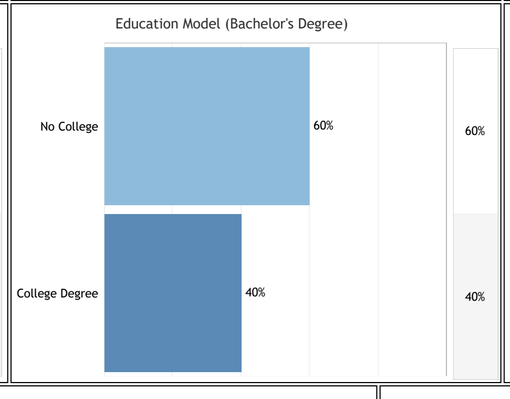

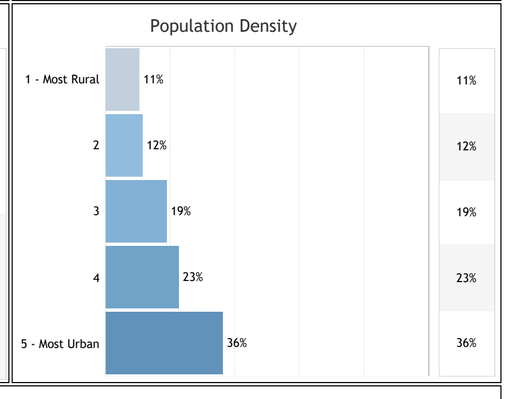

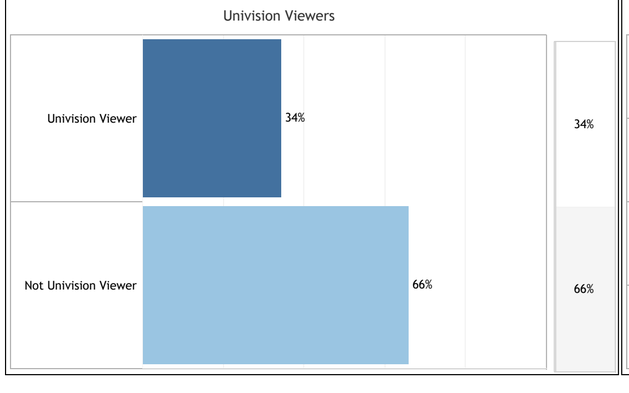

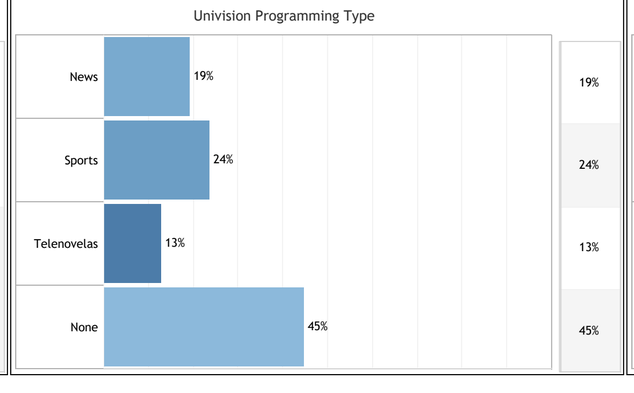

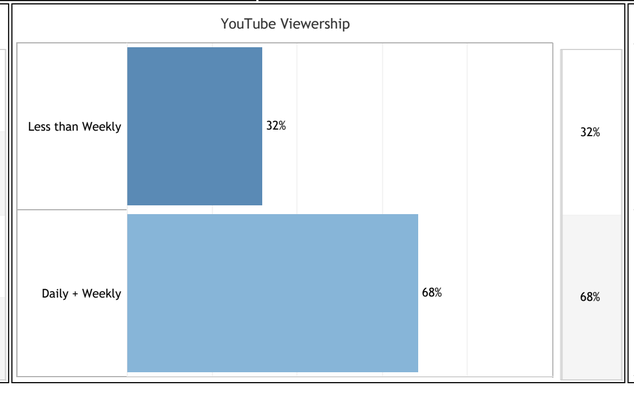

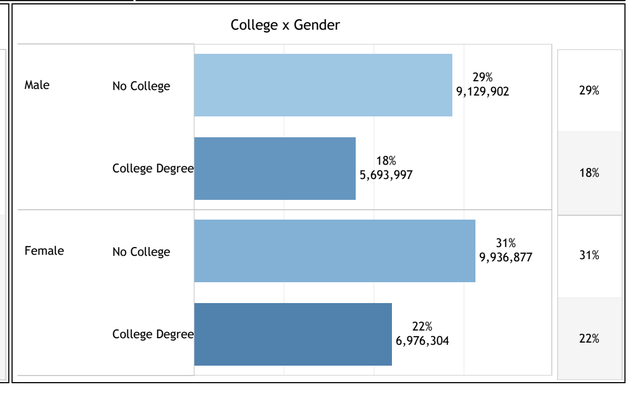

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Universe	Frameworks	TurnoutBin	Hispanic Bin	Univision Viewer	Show Type	YouTube Bins	Spanish Langua..	College Bin	Color_Net
All	All	All	All	All	All	All	All	All	-50% +50%

State	DMA	CD	County	State Legislative District	State Senate District	HispanicDistricts
All	All	All	All	All	All	All

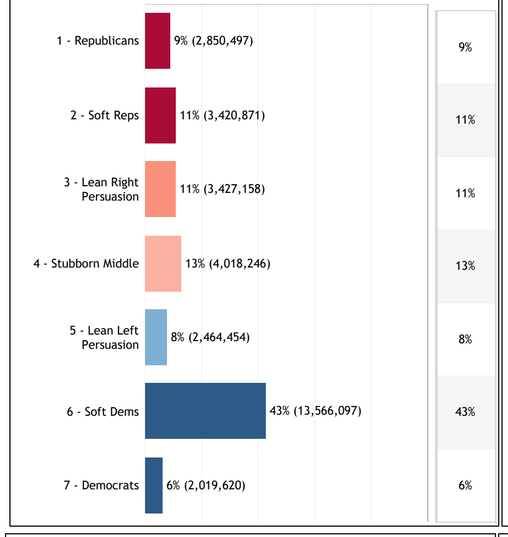
Global Controls

TurnoutBin_.. All

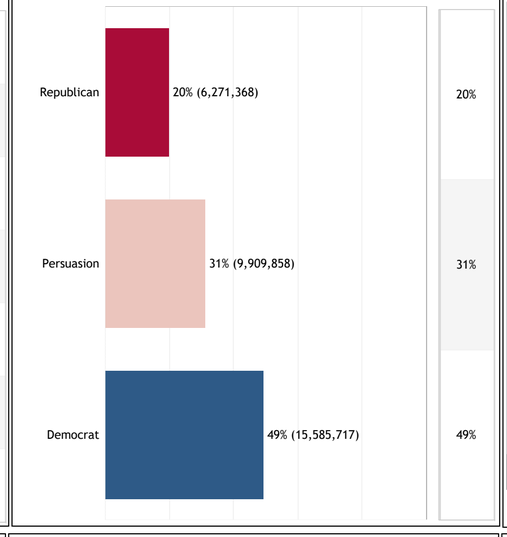
Universe-Gl.. All

ColorToggle Generic Congressional

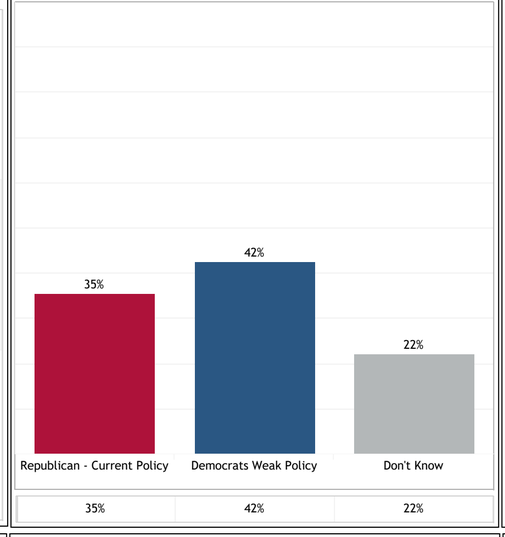
Universes



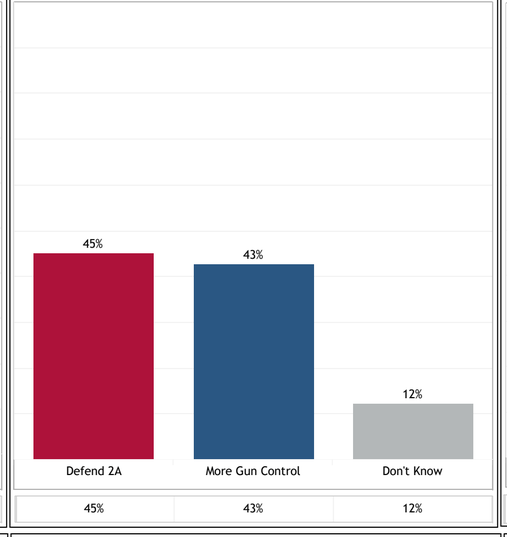
Frameworks



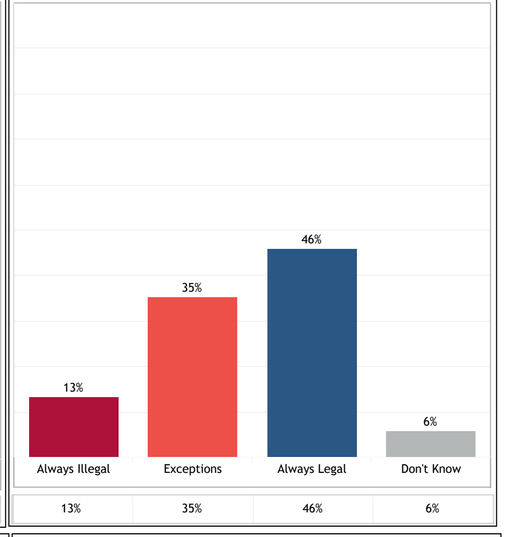
Republican vs Democrat Framing Model



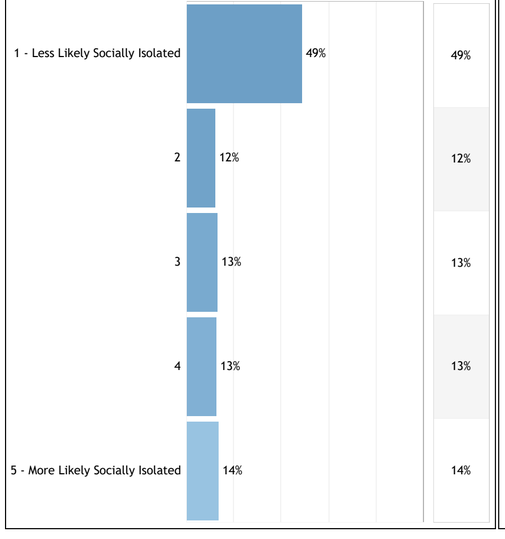
Second Amendment Model



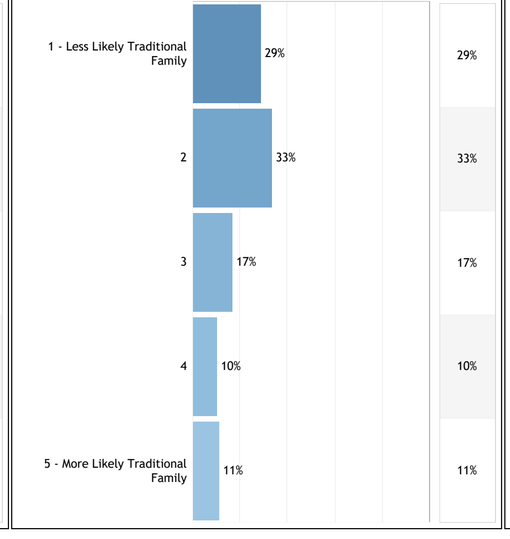
Abortion Model



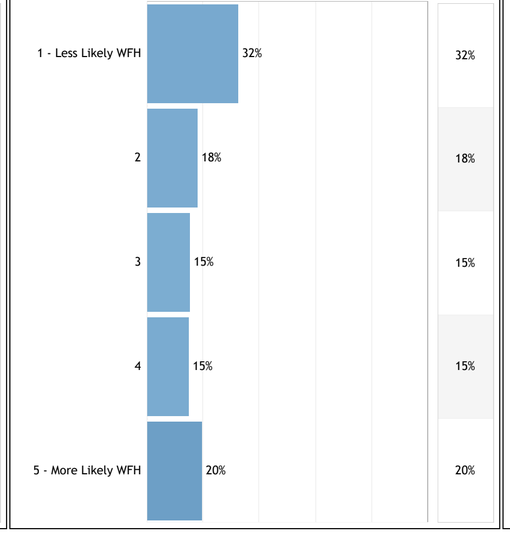
Social Isolation



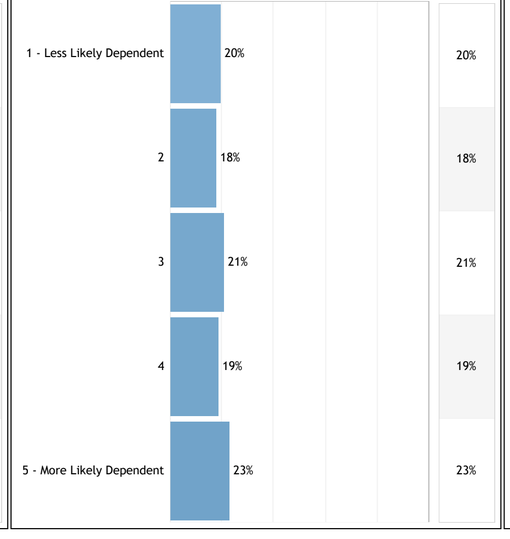
Traditional Family



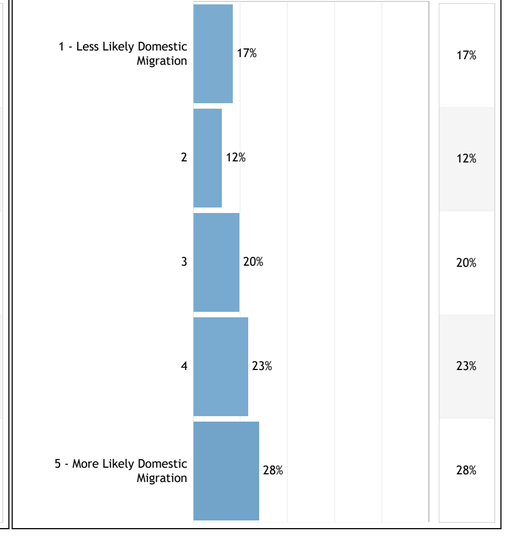
Work From Home



Adult Dependency



Domestic Migration



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Global Controls

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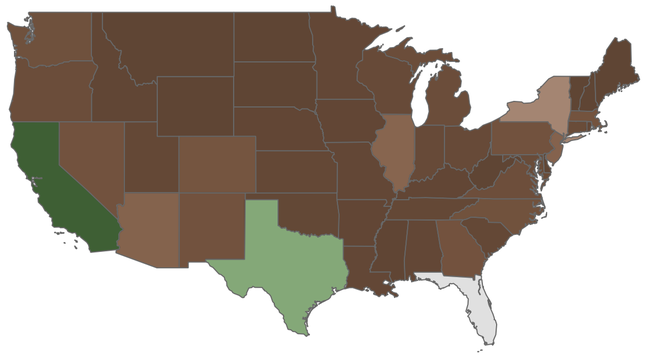
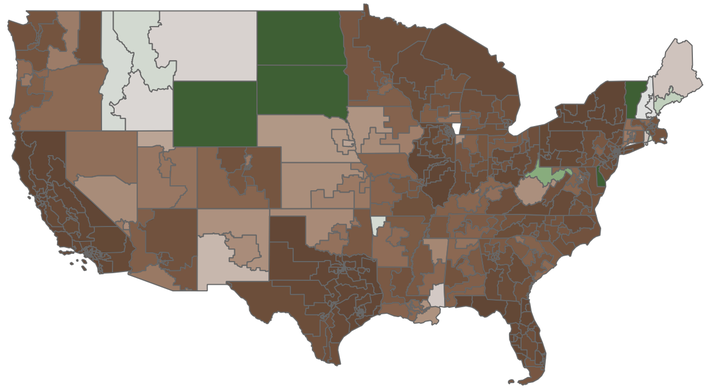
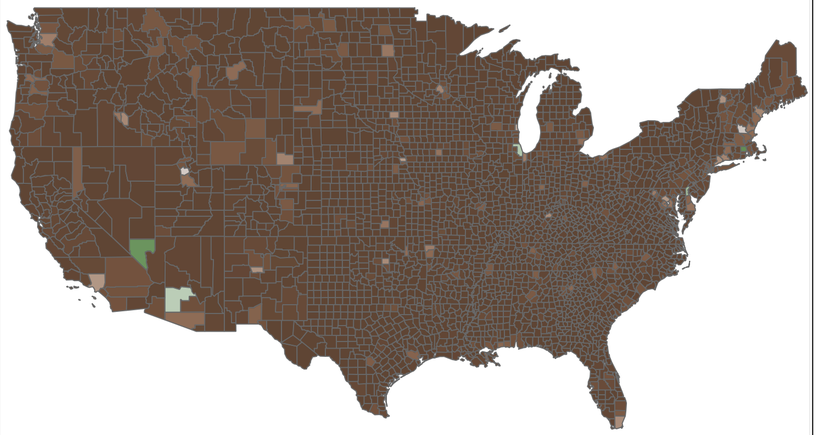
Concentration by State



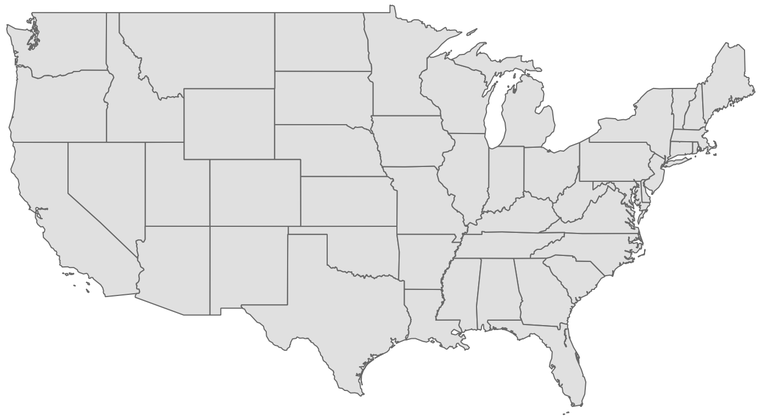
Concentration by CD



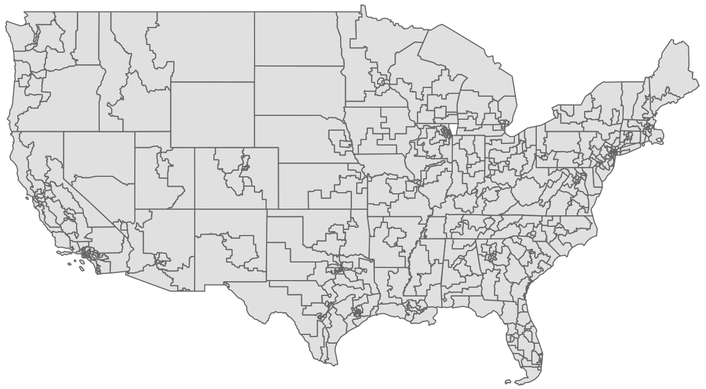
Concentration by County



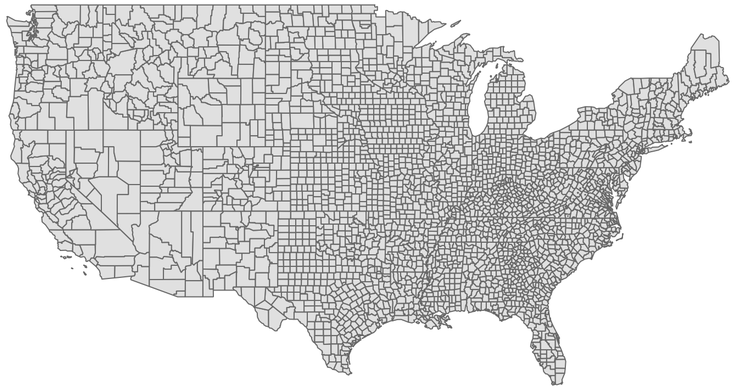
State Index



CD Index



County Index



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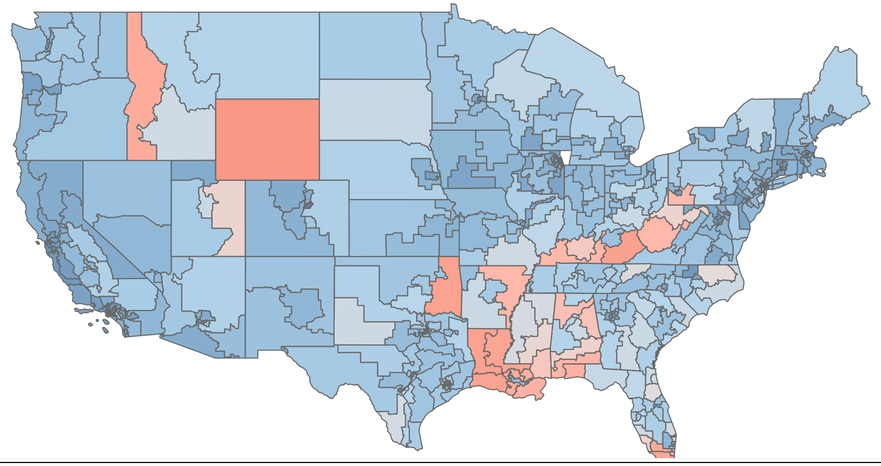
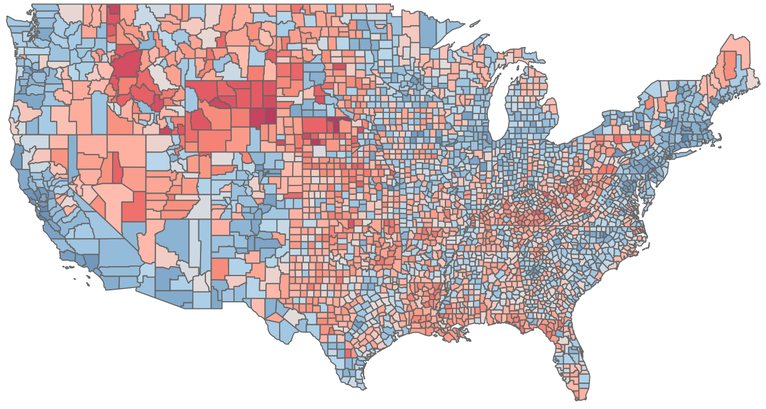
Global Controls

TurnoutBin_..	All
Universe-Gl..	All
ColorToggle	Generic Congressional

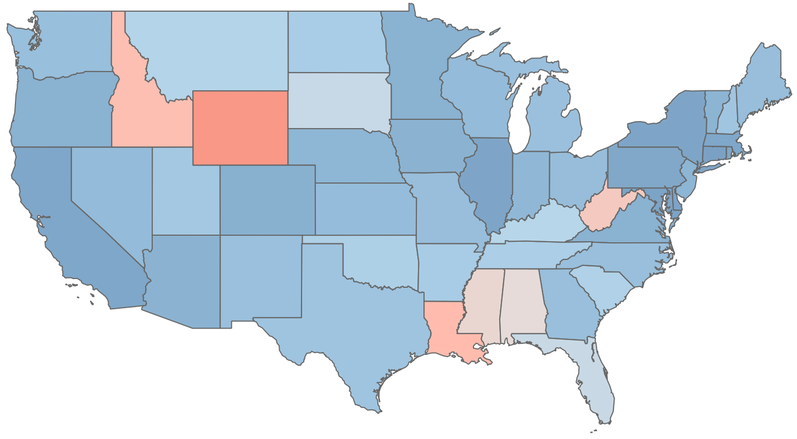
CD (Generic Congressional)



County (Generic Congressional)



State (Generic Congressional)



Color_Net

-50% +50%

1 - Republicans

Voters: 2,850,497
Turnout: 63%

1 - Republicans	2,850,497

Universe	Frameworks	TurnoutBin	Hispanic Bin	Spanish Language	Univision Viewer	YouTube Bins	Show Type	College Bin	Color_Net
1 - Republicans	All	All	All	All	All	All	All	All	-50% +50%

State	DMA	CD	County	State Legislative District	State Senate District	HispanicDistricts
All	All	All	All	All	All	All

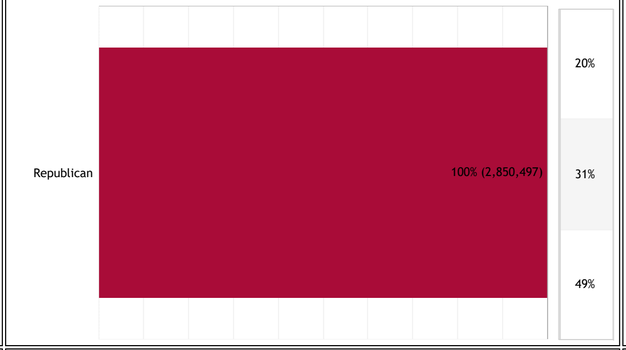
Global Controls

TurnoutBin_..	All
Universe-Gl..	All
Net Color	Generic Congressional

Universes

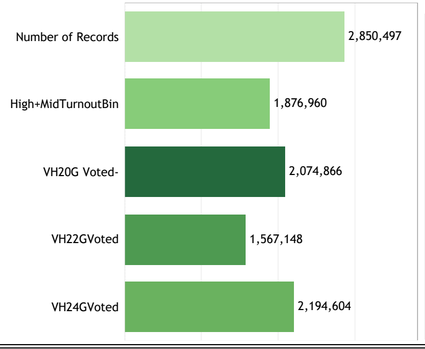
1 - Republicans	9%
	11%
	11%
	13%
	8%
	43%
	6%

Frameworks



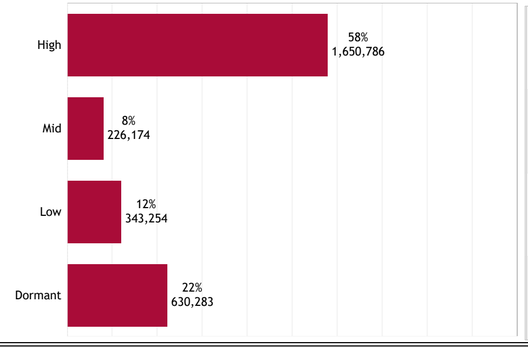
Republican	20%
	31%
	49%

Turnout Statistics



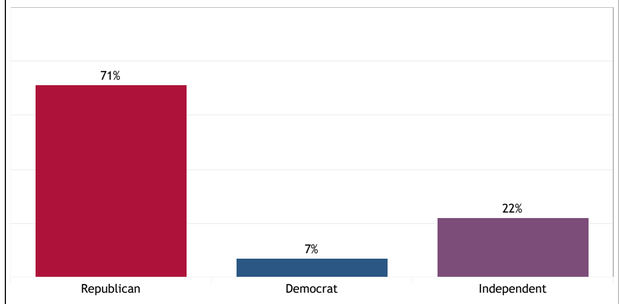
Number of Records	31,766,943
High+MidTurnoutBin	12,665,573
VH20G Voted-	16,149,528
VH22GVoted	9,310,647
VH24GVoted	16,972,428

Turnout Bin



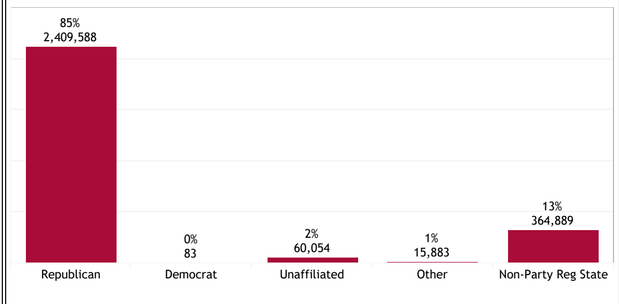
High	32%
Mid	8%
Low	15%
Dormant	45%

Party Self-ID Model



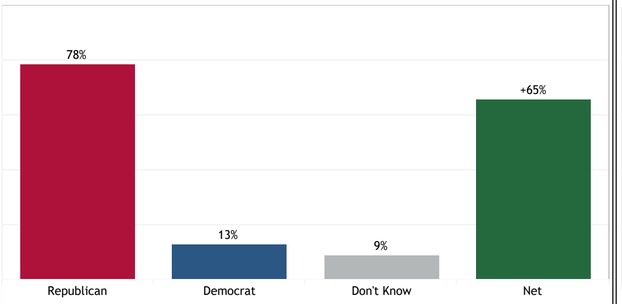
Republican	Democrat	Independent
27%	39%	34%

Official Party



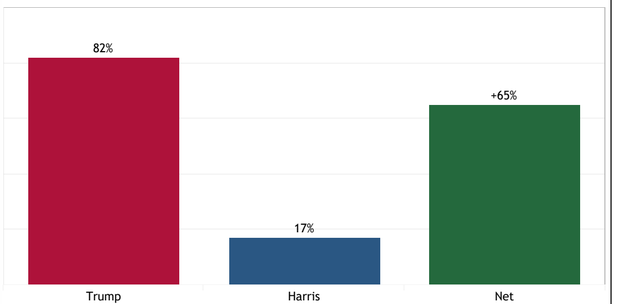
Republican	Democrat	Unaffiliated	Other	Non-Party Reg State
29%	23%	4%	31%	14%

Generic Congressional Ballot Model



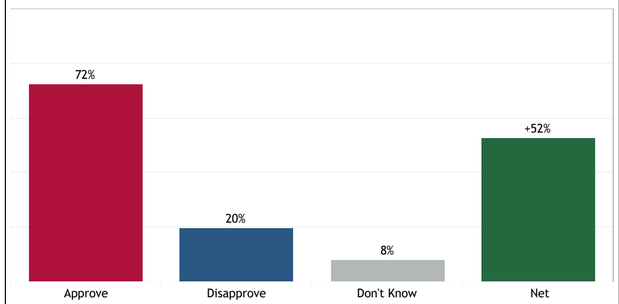
Republican	Democrat	Don't Know	Net
35%	54%	11%	-19%

2024 Presidential Recall Model



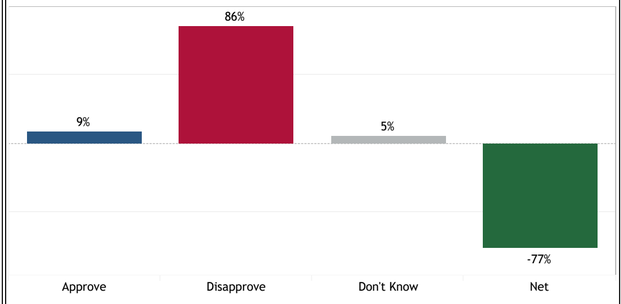
Trump	Harris	Net
40%	58%	-18%

Trump Job Approval Model



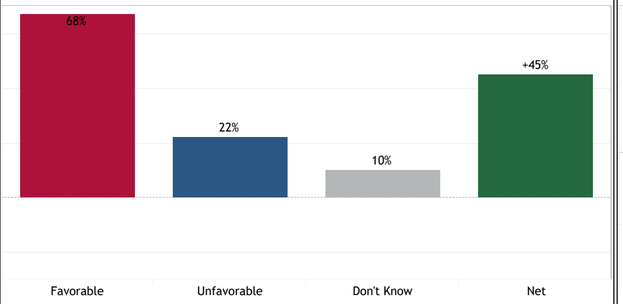
Approve	Disapprove	Don't Know	Net
29%	64%	7%	-35%

Biden Retroactive Job Approval Model



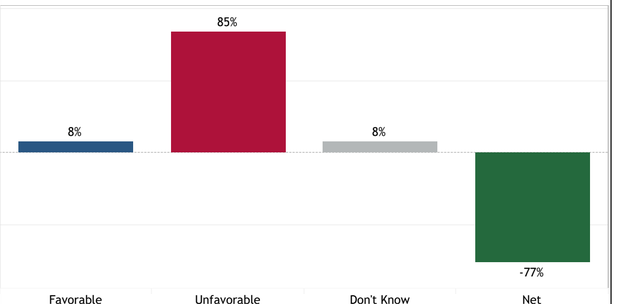
Approve	Disapprove	Don't Know	Net
37%	47%	16%	-11%

Trump Image Model



Favorable	Unfavorable	Don't Know	Net
30%	62%	9%	-32%

Harris Image Model



Favorable	Unfavorable	Don't Know	Net
36%	45%	19%	-9%

Voters: 2,850,497
Turnout: 63%

1 - Republicans	2,850,497

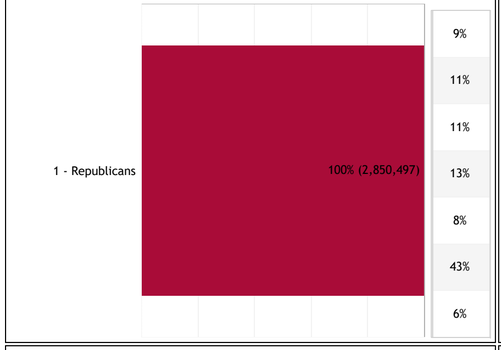
Universe	Frameworks	TurnoutBin	Hispanic Bin	Spanish Language	Univision Viewer	Show Type	YouTube Bins	College Bin	Color Start	Color End
1 - Republic..	All	All	All	All	All	All	All	All	-50%	+50%

State	DMA	CD	County	State Legislative District	State Senate District	HispanicDistricts
All	All	All	All	All	All	All

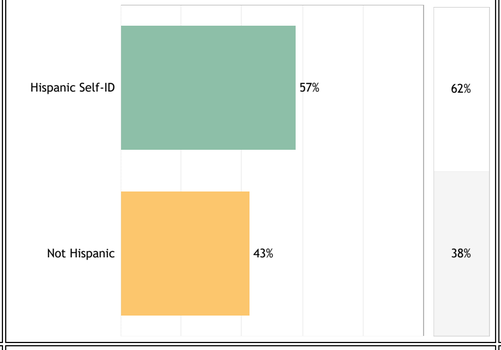
Global Controls

TurnoutBin_.. All
Universe-Gl.. All
ColorToggle Generic Congressional

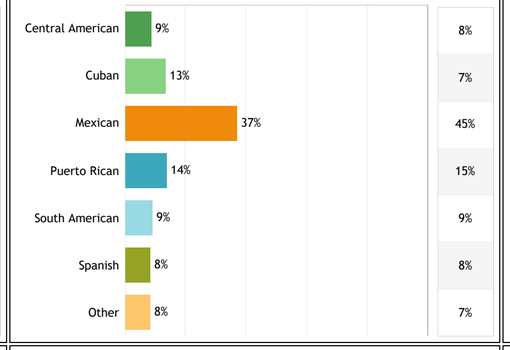
Universes



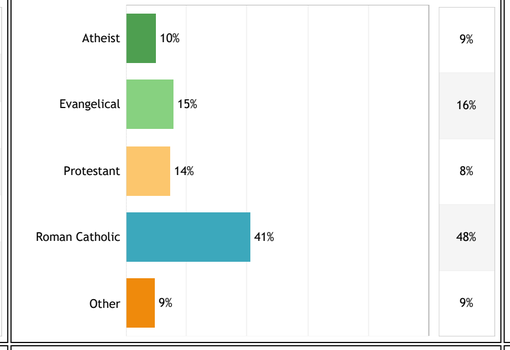
Hispanic Self-ID Model



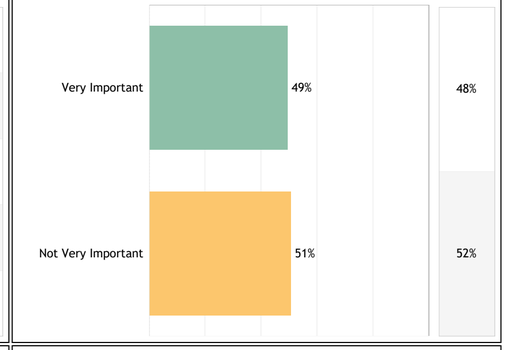
Hispanic Model



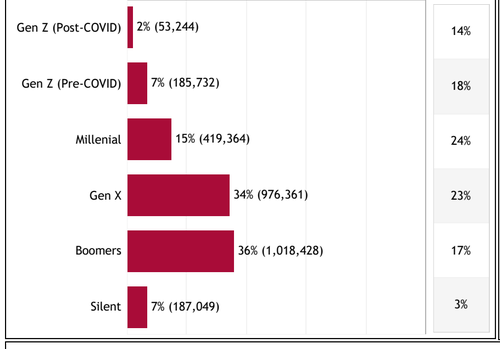
Religion Model



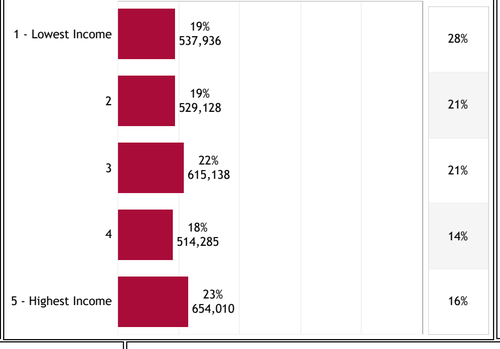
Political Personal Importance



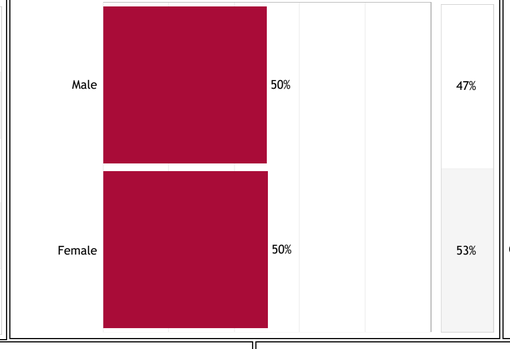
Age



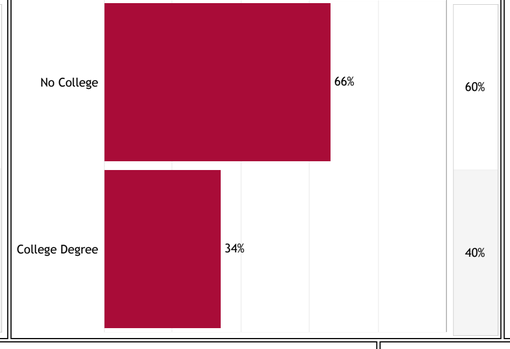
Income



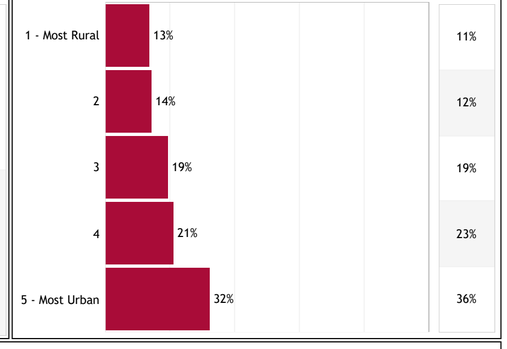
Gender



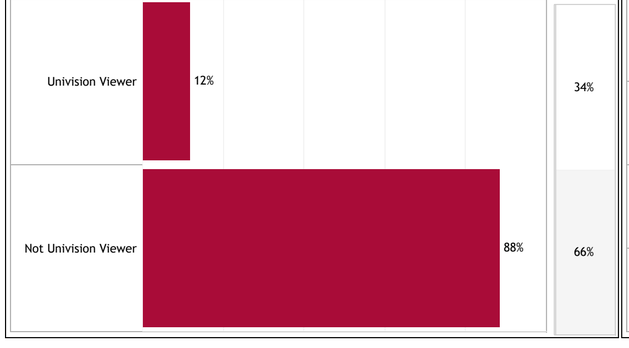
Education Model (Bachelor's Degree)



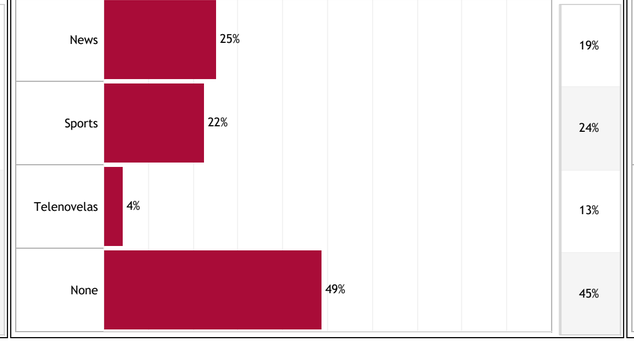
Population Density



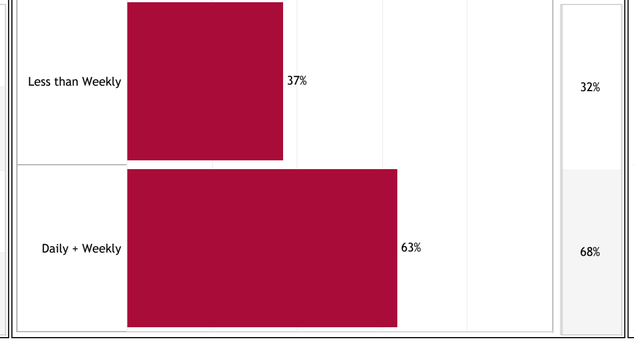
Univision Viewers



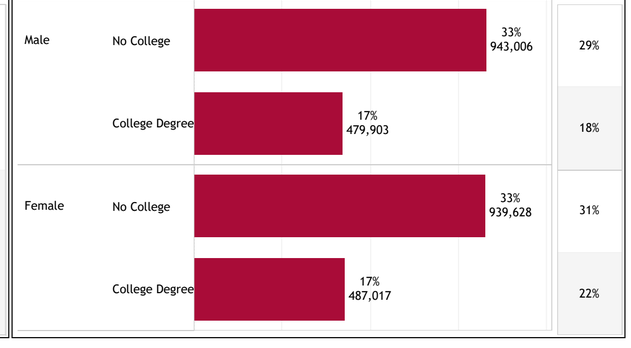
Univision Programming Type



YouTube Viewership



College x Gender



Voters: 2,850,497
Turnout: 63%

1 - Republicans	2,850,497

Universe	Frameworks	TurnoutBin	Hispanic Bin	Univision Viewer	Show Type	YouTube Bins	Spanish Langua..	College Bin	Color_Net
1 - Republic..	All	All	All	All	All	All	All	All	-50% +50%

State	DMA	CD	County	State Legislative District	State Senate District	HispanicDistricts
All	All	All	All	All	All	All

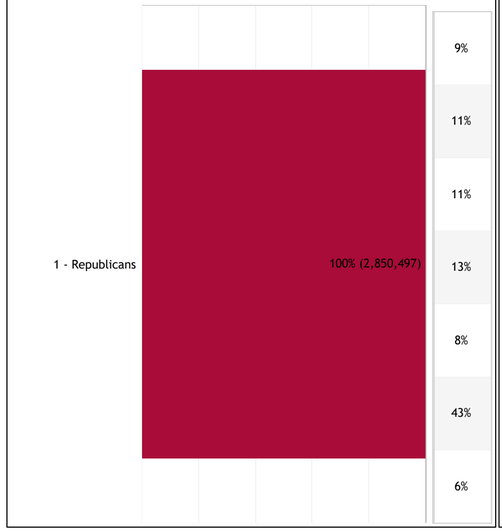
Global Controls

TurnoutBin_.. All

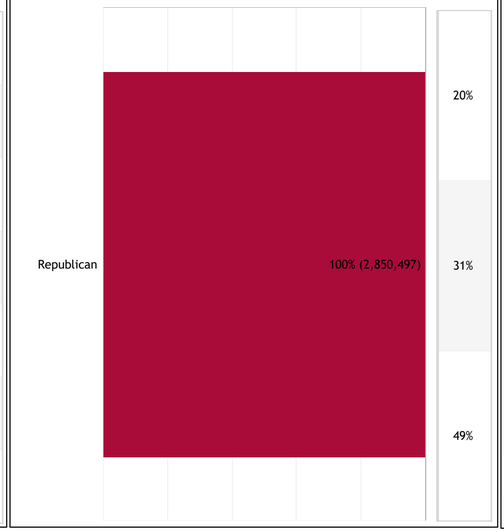
Universe-Gl.. All

ColorToggle Generic Congressional

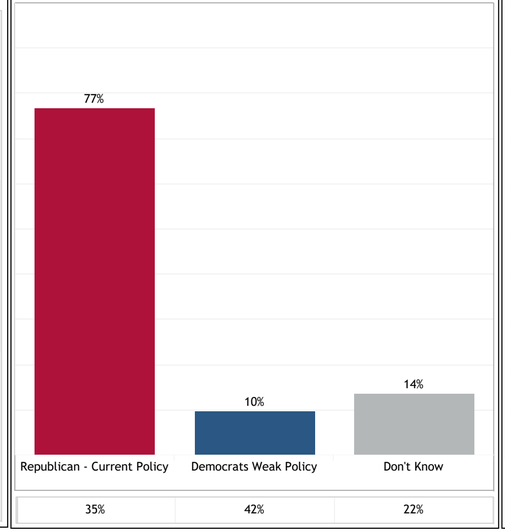
Universes



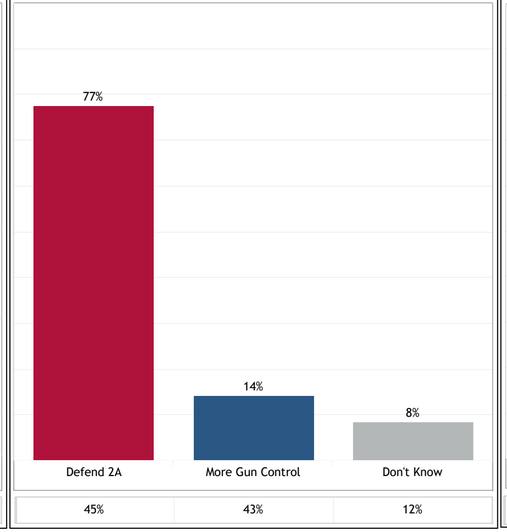
Frameworks



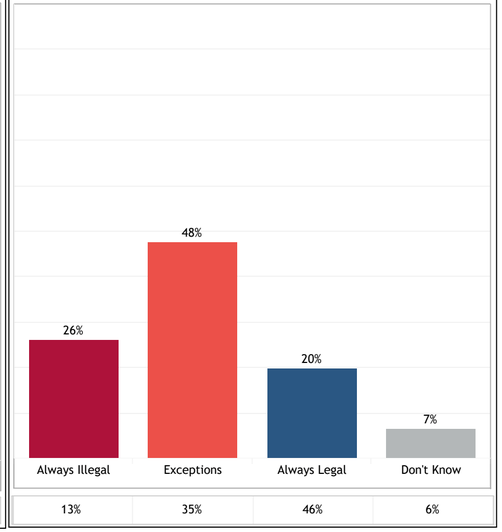
Republican vs Democrat Framing Model



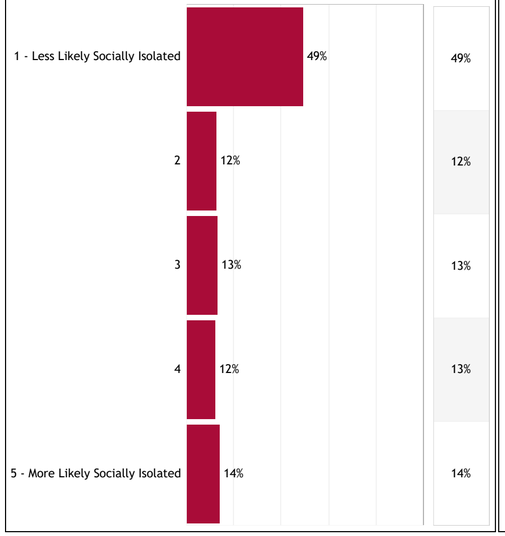
Second Amendment Model



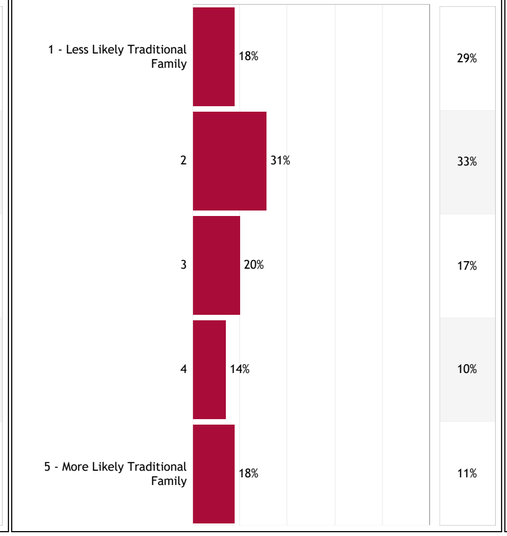
Abortion Model



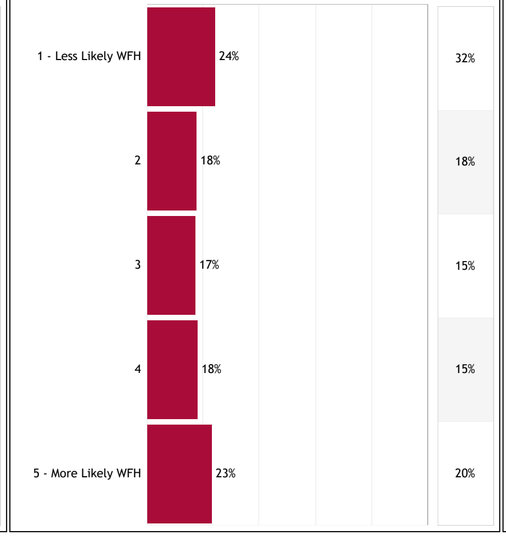
Social Isolation



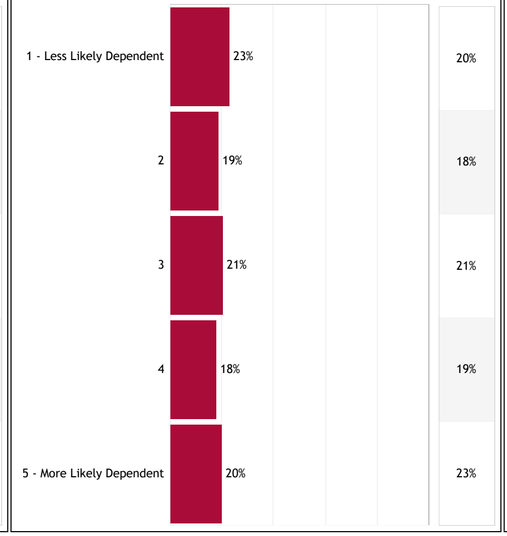
Traditional Family



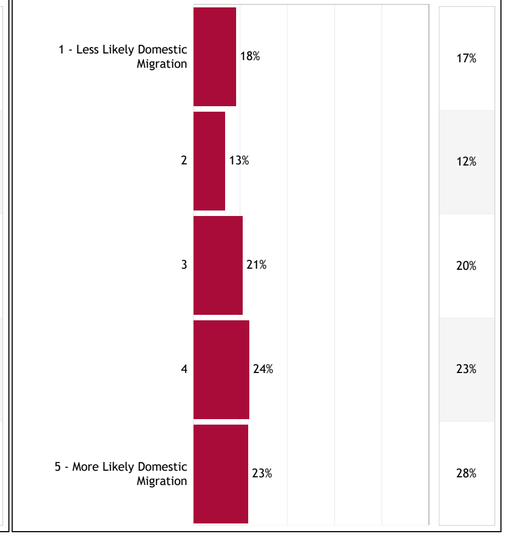
Work From Home



Adult Dependency



Domestic Migration



Voters: 2,850,497
Turnout: 63%

1 - Republicans	2,850,497

Universe	Frameworks	TurnoutBin	Spanish Language	Hispanic Bin	YouTube Bins	Univision Viewer	Show Type	College Bin
1 - Republicans	All	All	All	All	All	All	All	All

State	DMA	CD	County	State Senate District	State Legislative District	HispanicDistricts
All	All	All	All	All	All	All

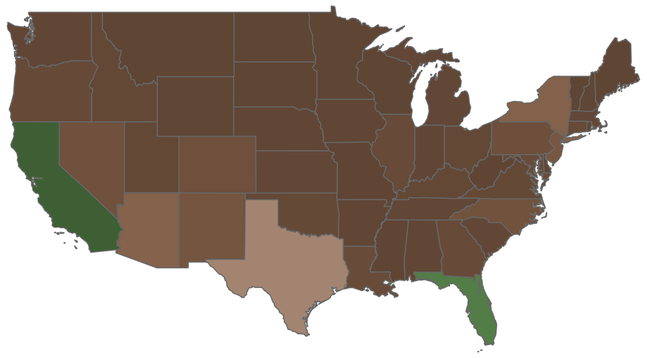
Global Controls

TurnoutBin_.. All

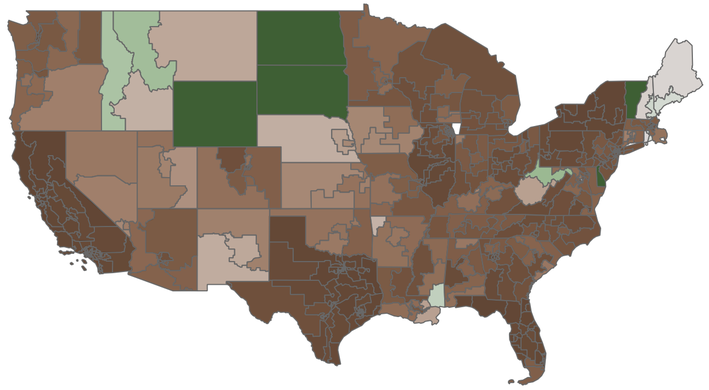
Universe-Gl.. All

ColorToggle Generic Congressional

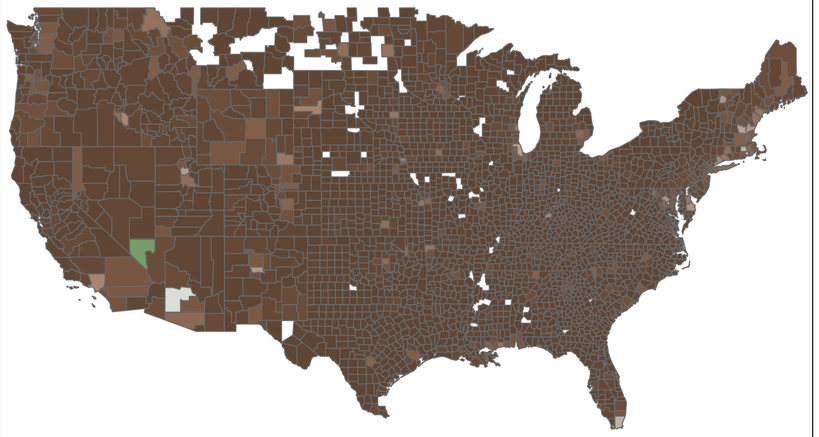
Concentration by State



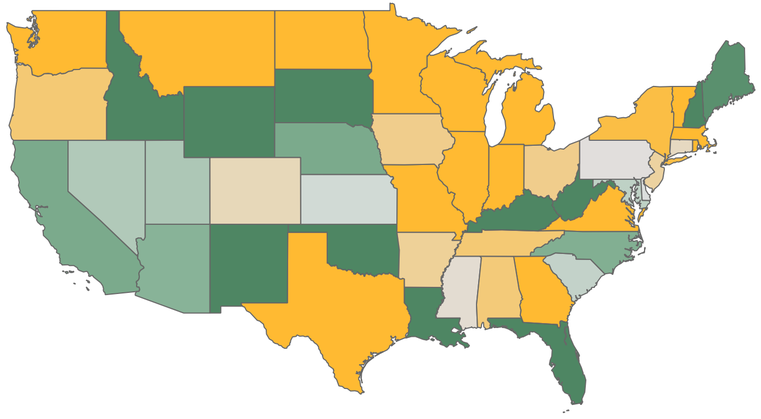
Concentration by CD



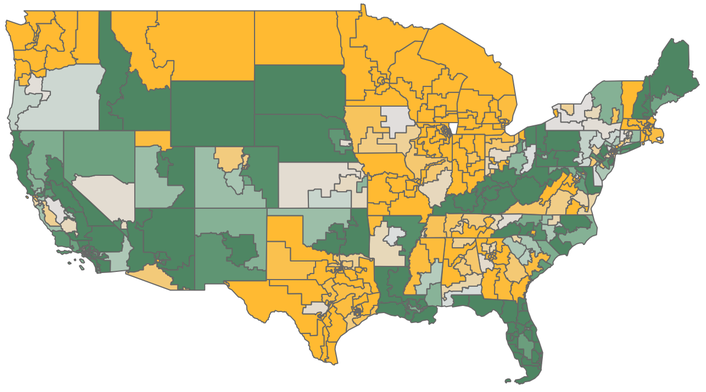
Concentration by County



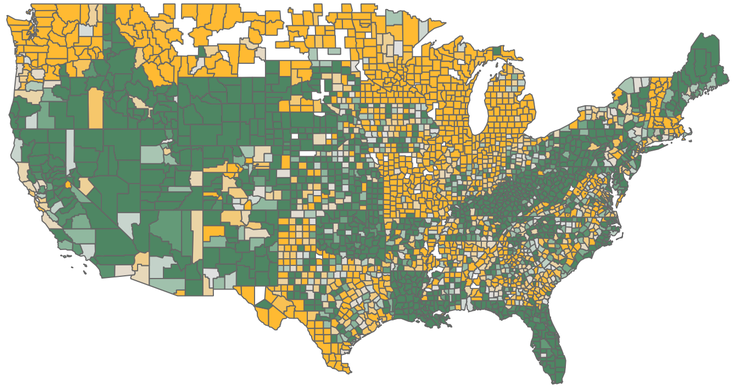
State Index



CD Index



County Index



2 - Soft Reps

Voters: 3,420,871
Turnout: 46%

2 - Soft Reps	3,420,871

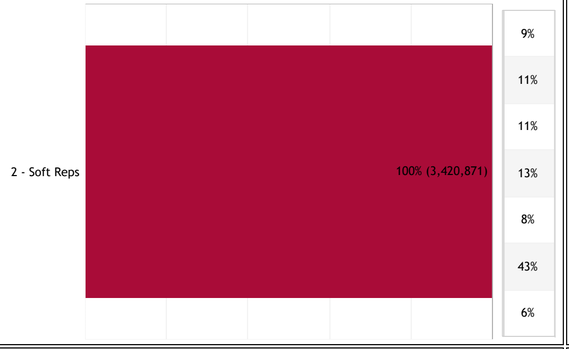
Universe	Frameworks	TurnoutBin	Hispanic Bin	Spanish Language	Univision Viewer	YouTube Bins	Show Type	College Bin	Color_Net
2 - Soft Reps	All	All	All	All	All	All	All	All	-50% +50%

State	DMA	CD	County	State Legislative District	State Senate District	HispanicDistricts
All	All	All	All	All	All	All

Global Controls

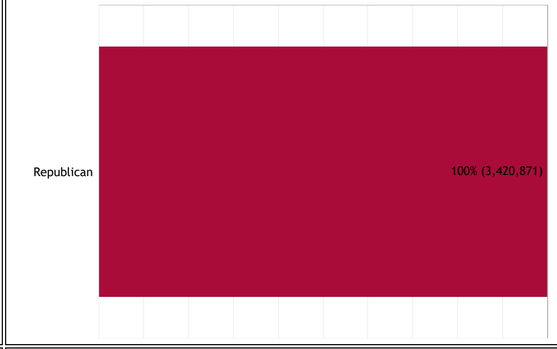
TurnoutBin_.. All
Universe-Gl.. All
Net Color Generic Congressional

Universes



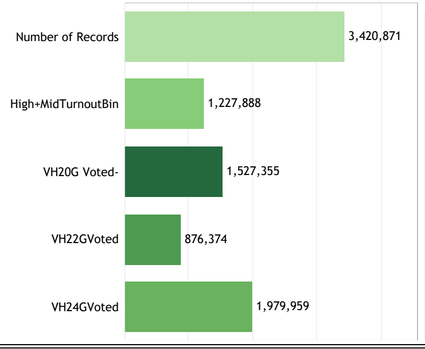
2 - Soft Reps	9%
	11%
	11%
	13%
	8%
	43%
	6%

Frameworks



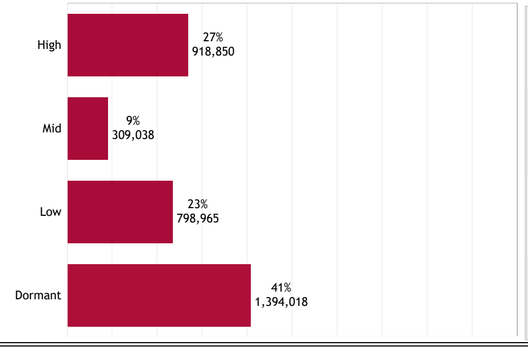
Republican	20%
	31%
	49%

Turnout Statistics



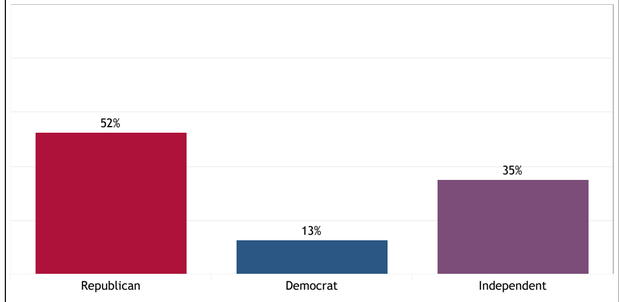
Number of Records	31,766,943
High+MidTurnoutBin	12,665,573
VH20G Voted-	16,149,528
VH22GVoted	9,310,647
VH24GVoted	16,972,428

Turnout Bin



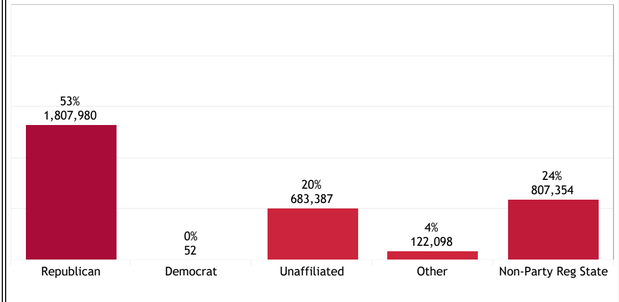
High	32%
Mid	8%
Low	15%
Dormant	45%

Party Self-ID Model



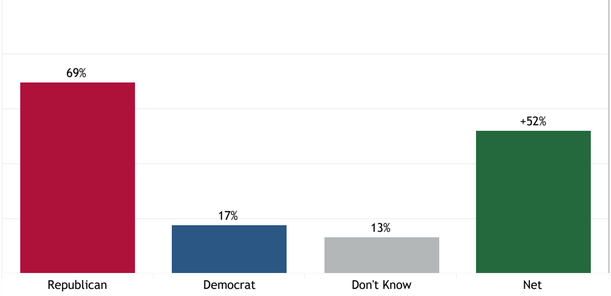
Republican	Democrat	Independent
27%	39%	34%

Official Party



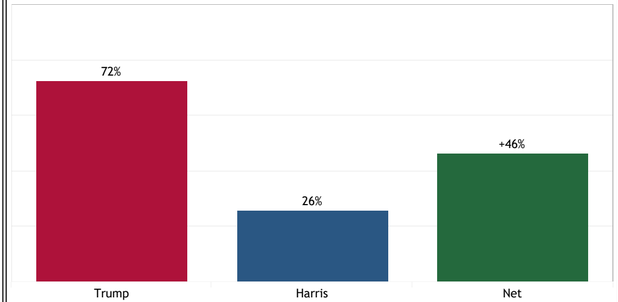
Republican	Democrat	Unaffiliated	Other	Non-Party Reg State
29%	23%	4%	31%	14%

Generic Congressional Ballot Model



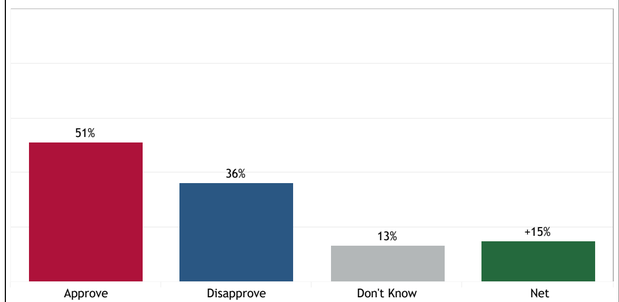
Republican	Democrat	Don't Know	Net
35%	54%	11%	-19%

2024 Presidential Recall Model



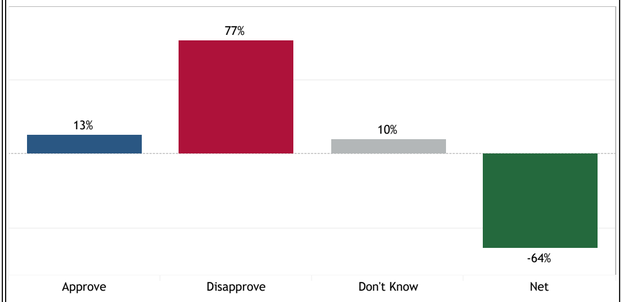
Trump	Harris	Net
40%	58%	-18%

Trump Job Approval Model



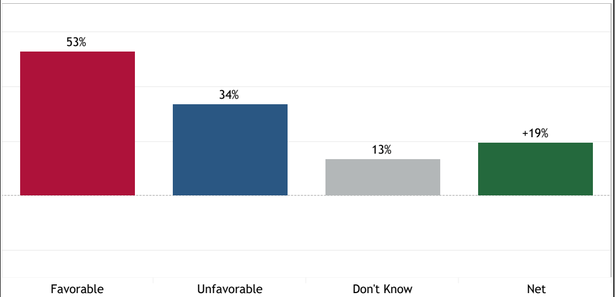
Approve	Disapprove	Don't Know	Net
29%	64%	7%	-35%

Biden Retroactive Job Approval Model



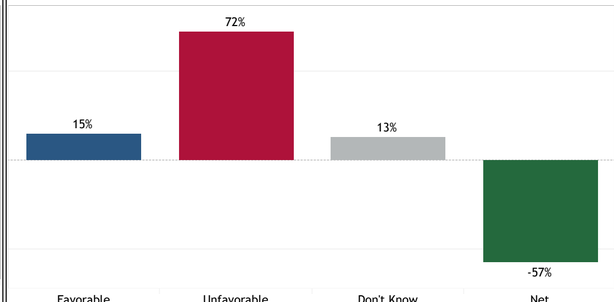
Approve	Disapprove	Don't Know	Net
37%	47%	16%	-11%

Trump Image Model



Favorable	Unfavorable	Don't Know	Net
30%	62%	9%	-32%

Harris Image Model



Favorable	Unfavorable	Don't Know	Net
36%	45%	19%	-9%

Voters: 3,420,871
Turnout: 46%

2 - Soft Reps	3,420,871

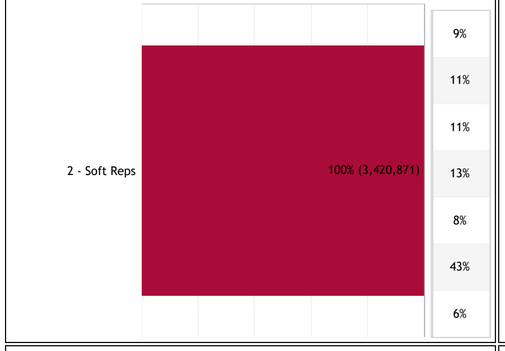
Universe	Frameworks	TurnoutBin	Hispanic Bin	Spanish Language	Univision Viewer	Show Type	YouTube Bins	College Bin	Color Start	Color End
2 - Soft Reps	All	All	All	All	All	All	All	All	-50%	+50%

State	DMA	CD	County	State Legislative District	State Senate District	HispanicDistricts
All	All	All	All	All	All	All

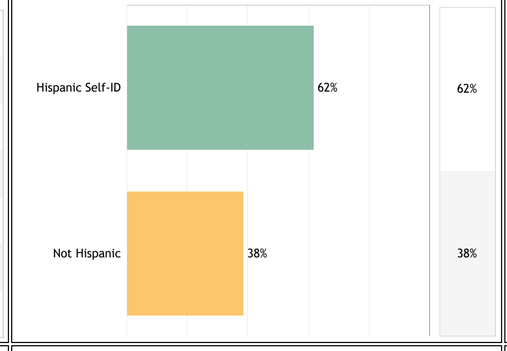
Global Controls

TurnoutBin_.. All
Universe-Gl.. All
ColorToggle Generic Congressional

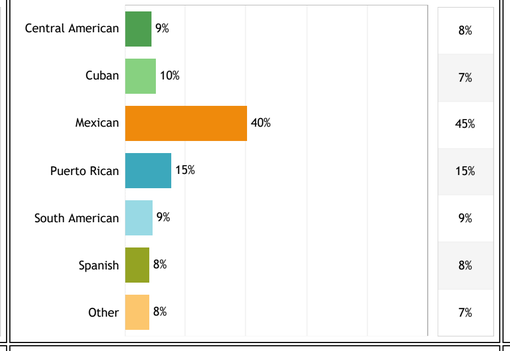
Universes



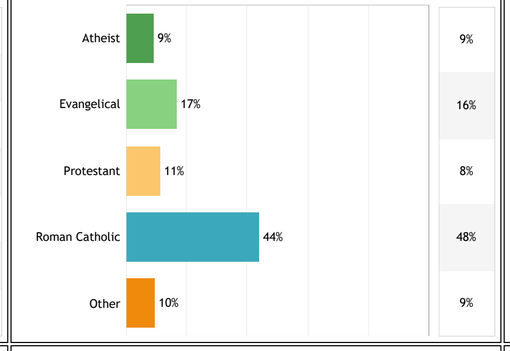
Hispanic Self-ID Model



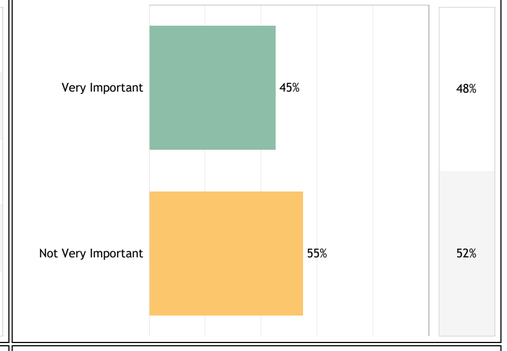
Hispanic Model



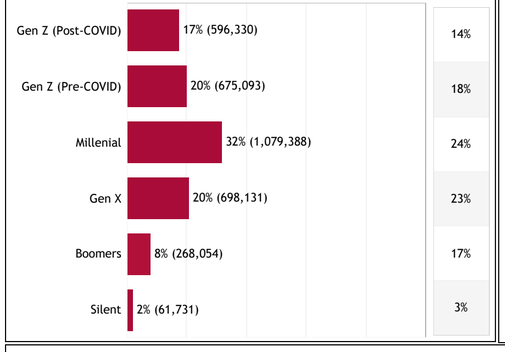
Religion Model



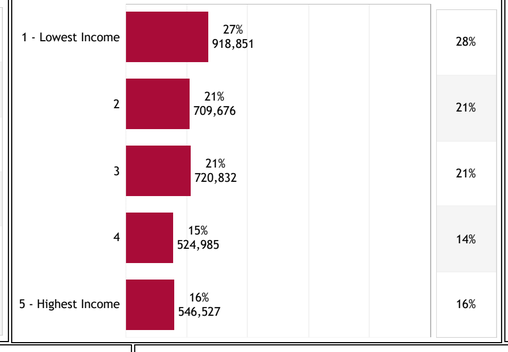
Political Personal Importance



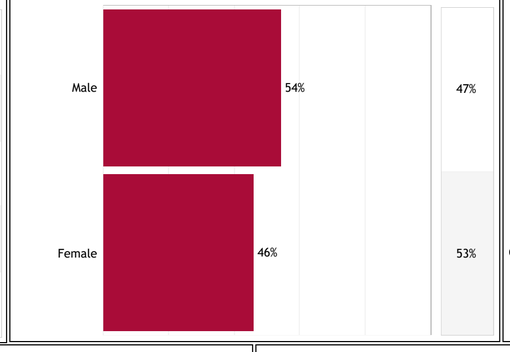
Age



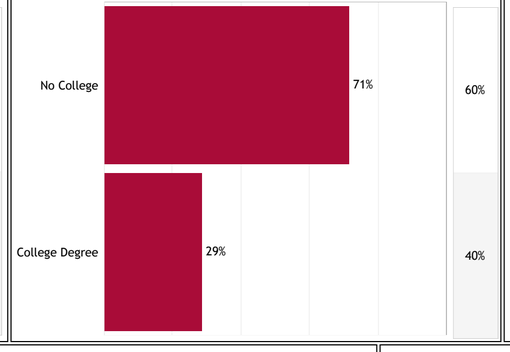
Income



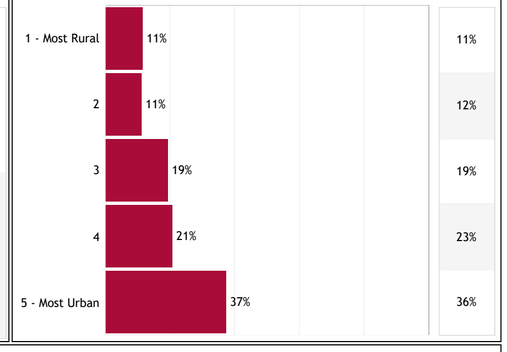
Gender



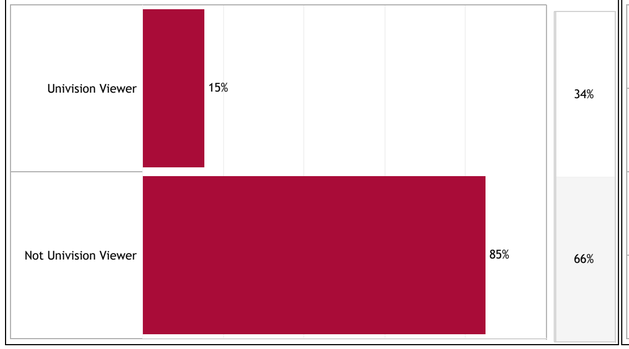
Education Model (Bachelor's Degree)



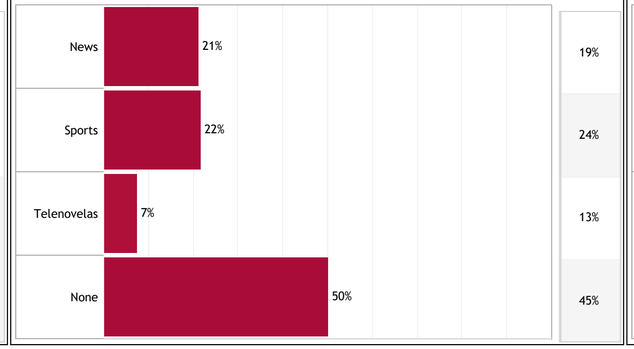
Population Density



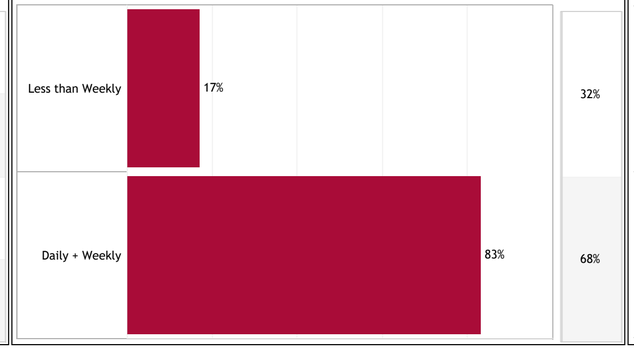
Univision Viewers



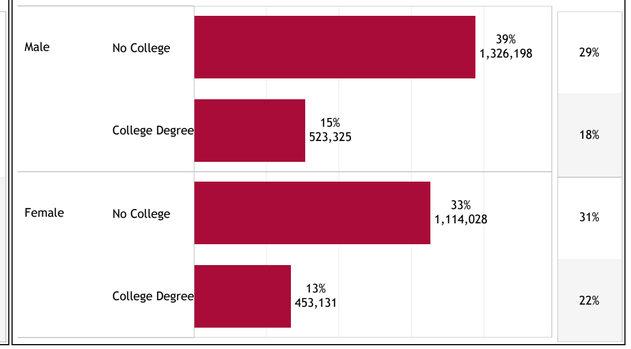
Univision Programming Type



YouTube Viewership



College x Gender



Voters: 3,420,871
Turnout: 46%

2 - Soft Reps	3,420,871

Universe	Frameworks	TurnoutBin	Hispanic Bin	Univision Viewer	Show Type	YouTube Bins	Spanish Langua..	College Bin	Color_Net
2 - Soft Reps	All	All	All	All	All	All	All	All	-50% +50%

State	DMA	CD	County	State Legislative District	State Senate District	HispanicDistricts
All	All	All	All	All	All	All

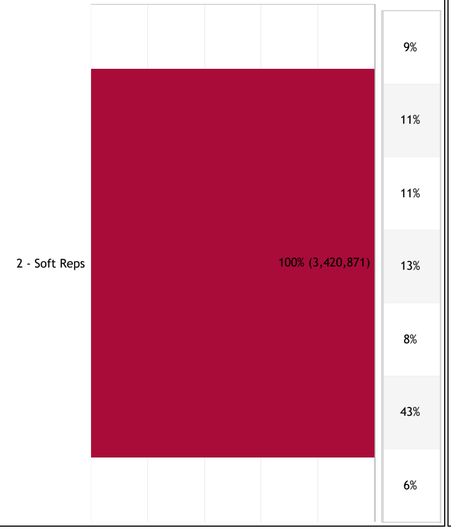
Global Controls

TurnoutBin_.. All

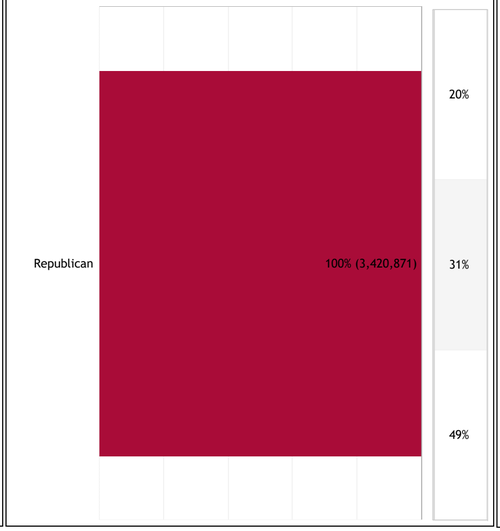
Universe-Gl.. All

ColorToggle Generic Congressional

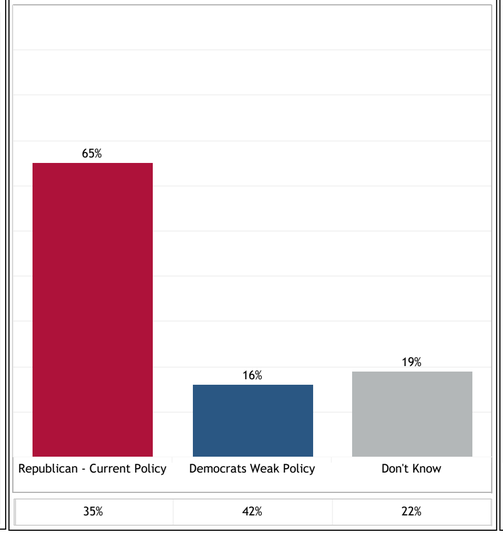
Universes



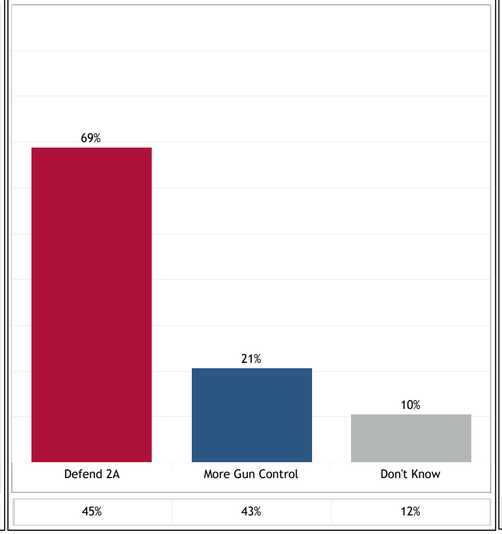
Frameworks



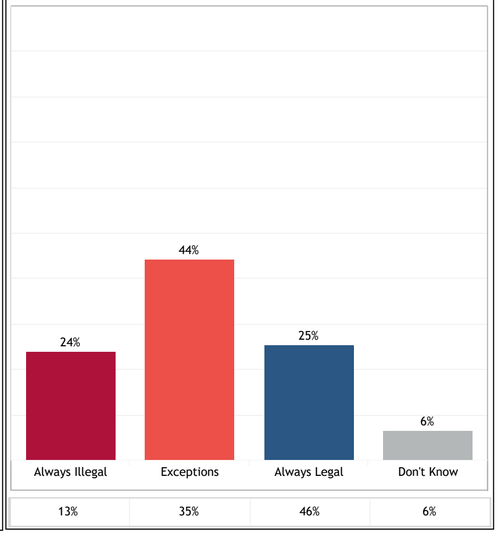
Republican vs Democrat Framing Model



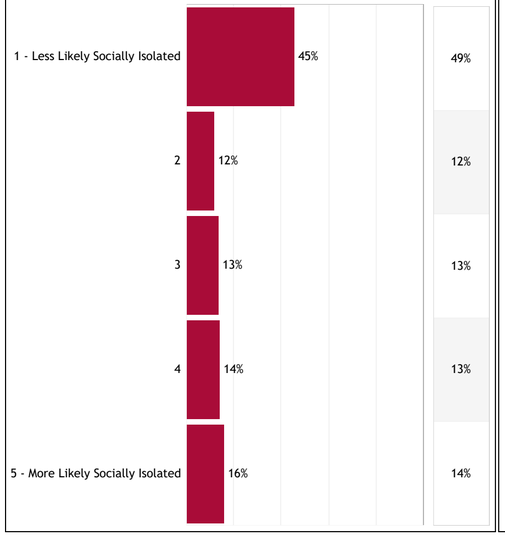
Second Amendment Model



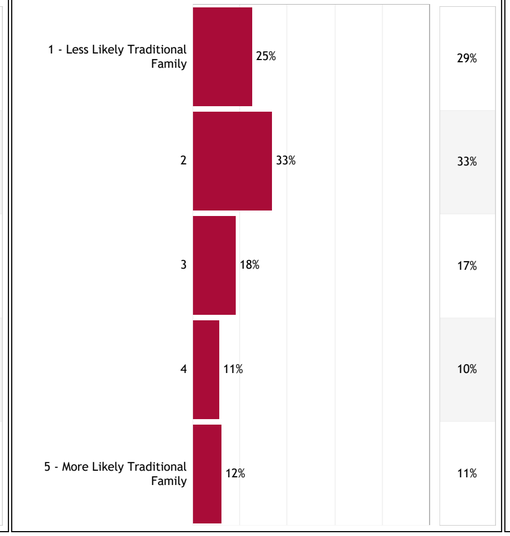
Abortion Model



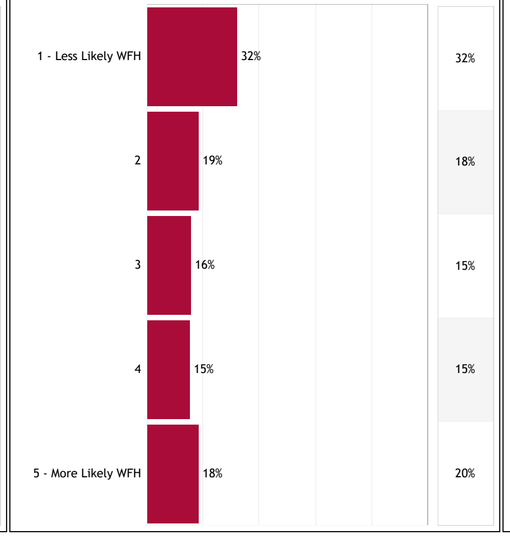
Social Isolation



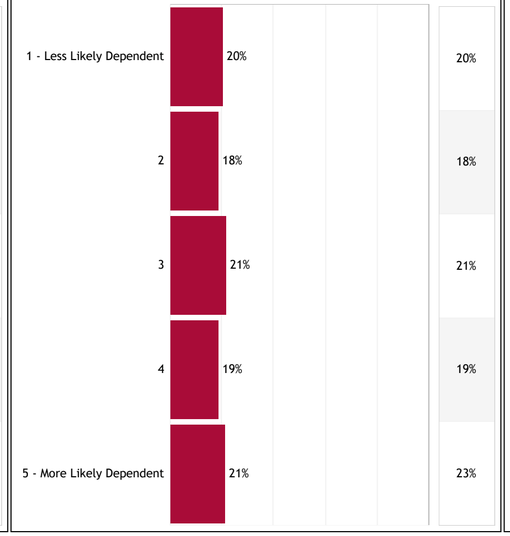
Traditional Family



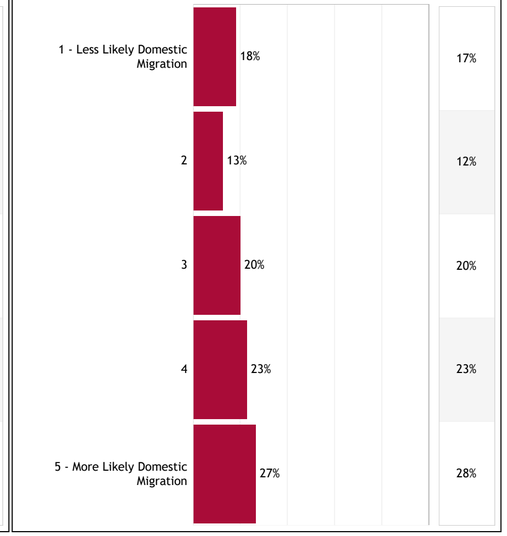
Work From Home



Adult Dependency



Domestic Migration



Voters: 3,420,871
Turnout: 46%

2 - Soft Reps	3,420,871

Universe	Frameworks	TurnoutBin	Spanish Language	Hispanic Bin	YouTube Bins	Univision Viewer	Show Type	College Bin
2 - Soft Reps	All	All	All	All	All	All	All	All

State	DMA	CD	County	State Senate District	State Legislative District	HispanicDistricts
All	All	All	All	All	All	All

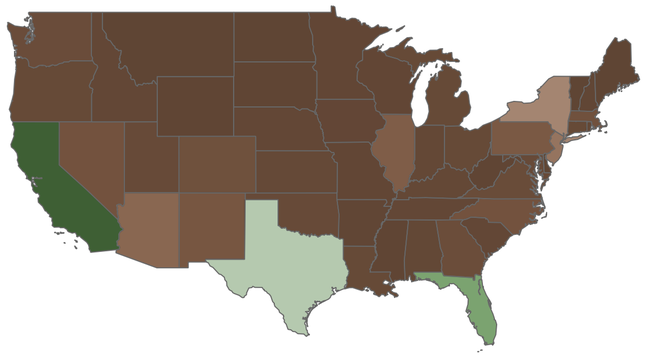
Global Controls

TurnoutBin_.. All

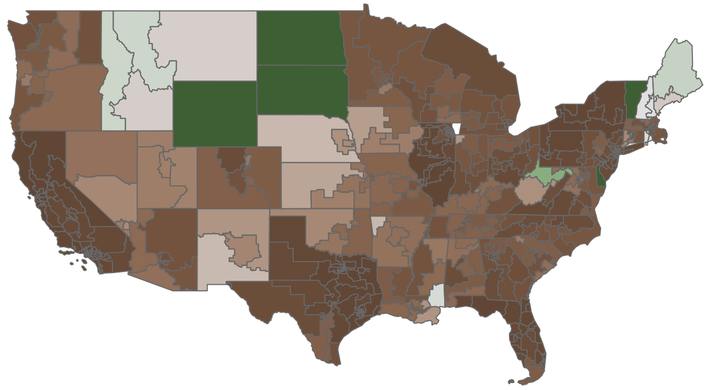
Universe-Gl.. All

ColorToggle Generic Congressional

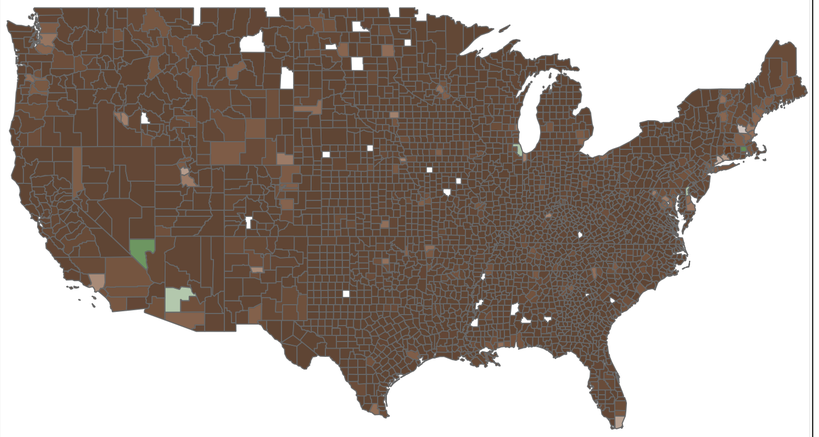
Concentration by State



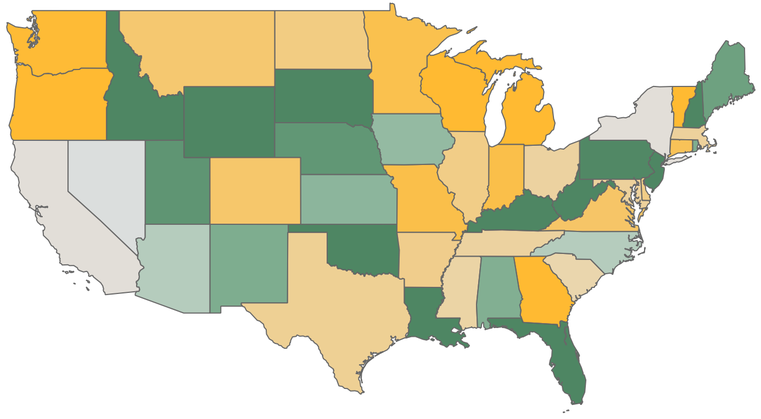
Concentration by CD



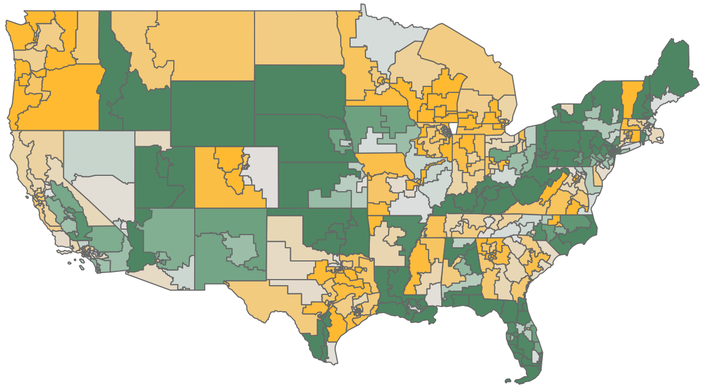
Concentration by County



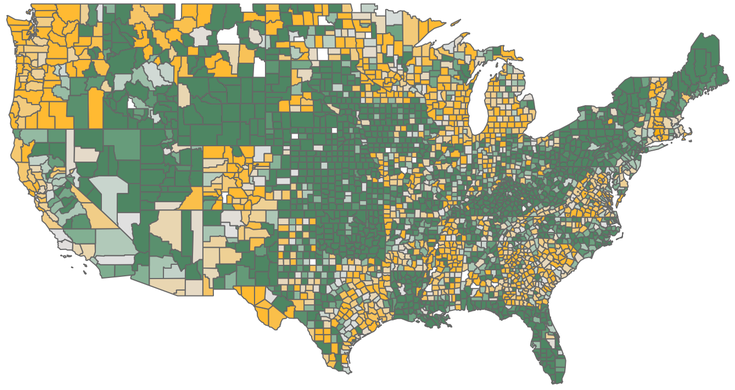
State Index



CD Index



County Index



3 - Lean Right Persuasion

Voters: 3,427,158
Turnout: 31%

3 - Lean Right Persuasion	3,427,158

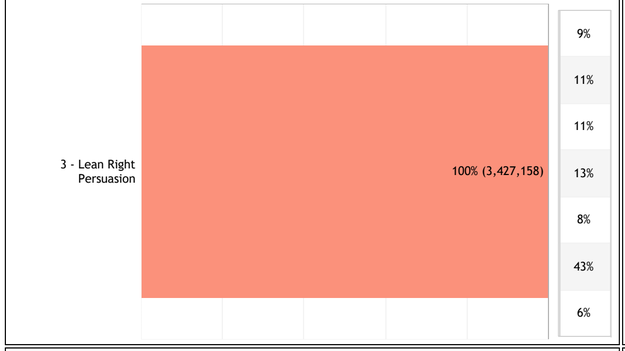
Universe	Frameworks	TurnoutBin	Hispanic Bin	Spanish Language	Univision Viewer	YouTube Bins	Show Type	College Bin	Color_Net
3 - Lean Right ..	All	All	All	All	All	All	All	All	-50% +50%

State	DMA	CD	County	State Legislative District	State Senate District	HispanicDistricts
All	All	All	All	All	All	All

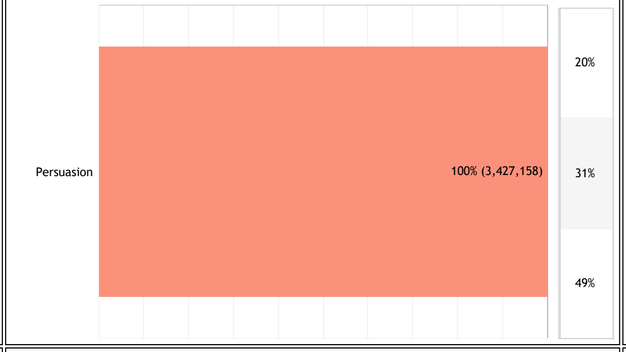
Global Controls

TurnoutBin_.. All
Universe-Gl.. All
Net Color Generic Congressional

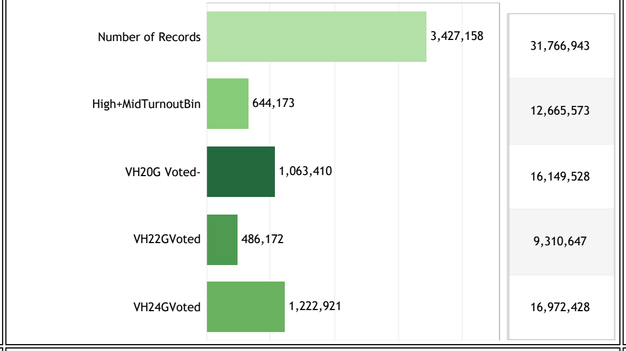
Universes



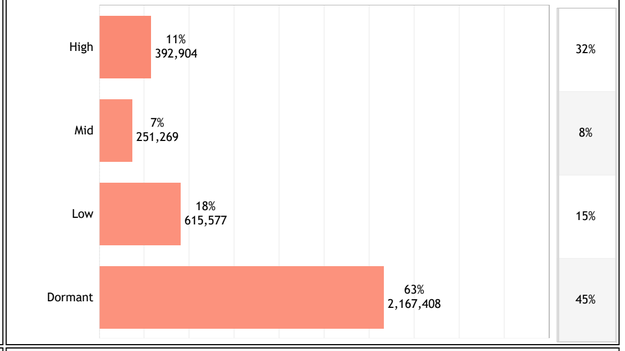
Frameworks



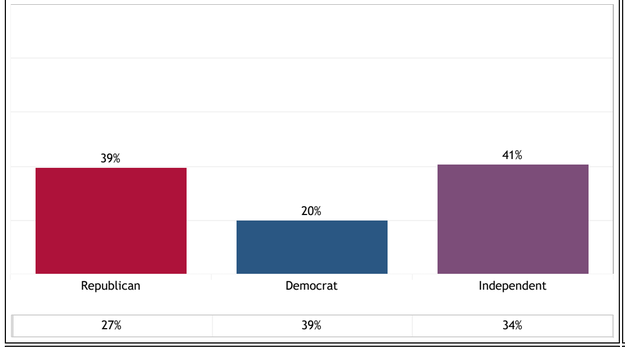
Turnout Statistics



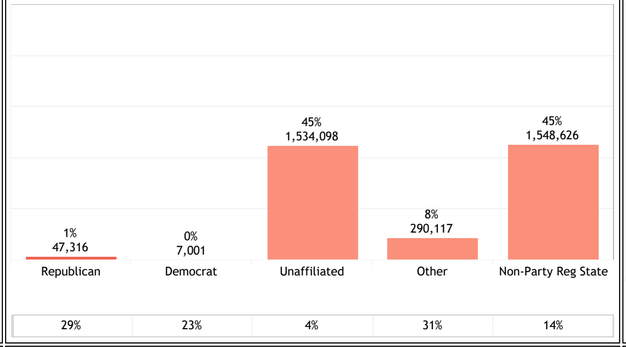
Turnout Bin



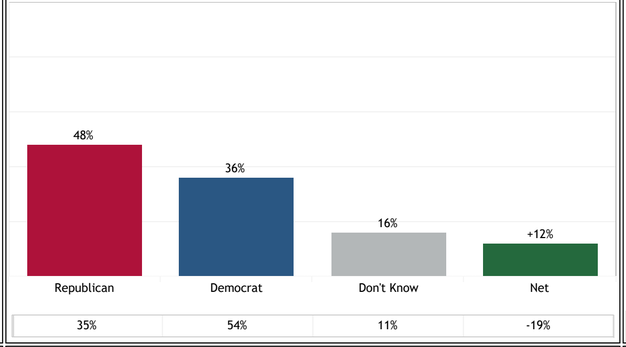
Party Self-ID Model



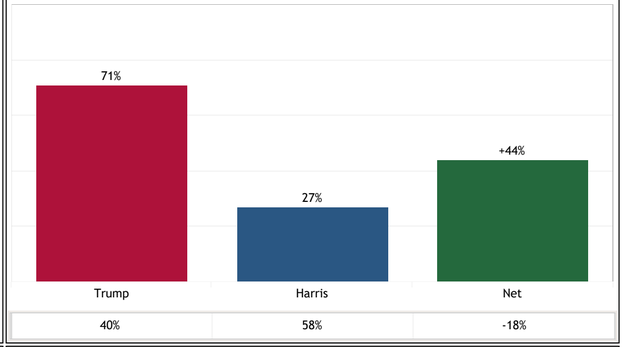
Official Party



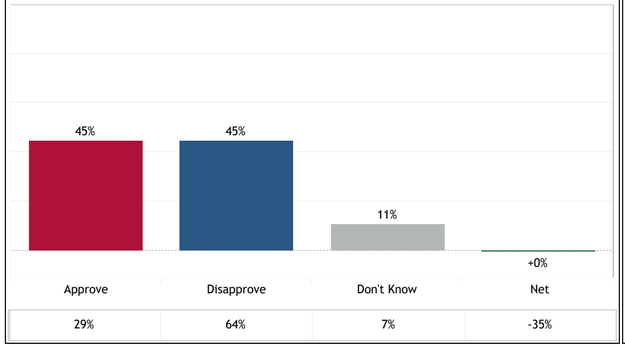
Generic Congressional Ballot Model



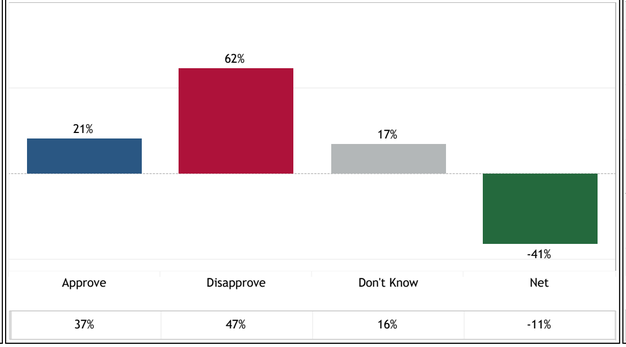
2024 Presidential Recall Model



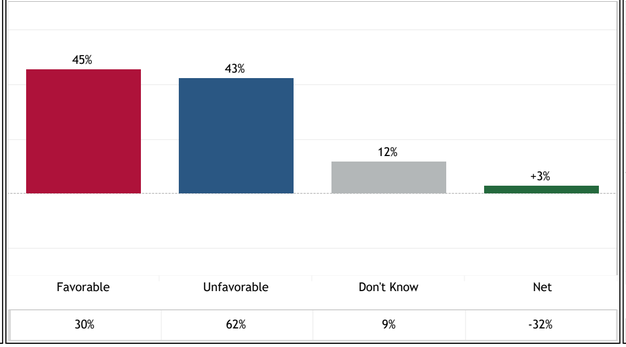
Trump Job Approval Model



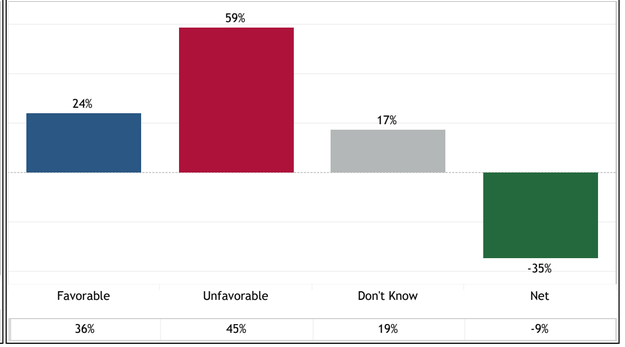
Biden Retroactive Job Approval Model



Trump Image Model



Harris Image Model



Voters: 3,427,158
Turnout: 31%

3 - Lean Right Persuasion 3,427,158

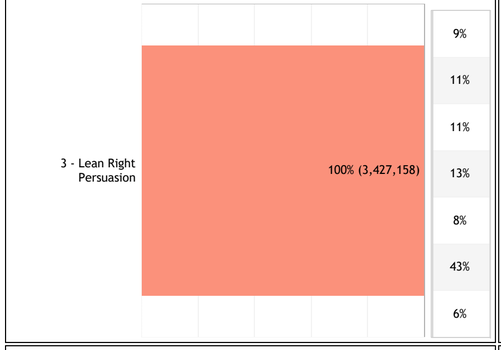
Universe	Frameworks	TurnoutBin	Hispanic Bin	Spanish Language	Univision Viewer	Show Type	YouTube Bins	College Bin	Color Start	Color End
3 - Lean Righ..	All	All	All	All	All	All	All	All	-50%	+50%

State	DMA	CD	County	State Legislative District	State Senate District	HispanicDistricts
All	All	All	All	All	All	All

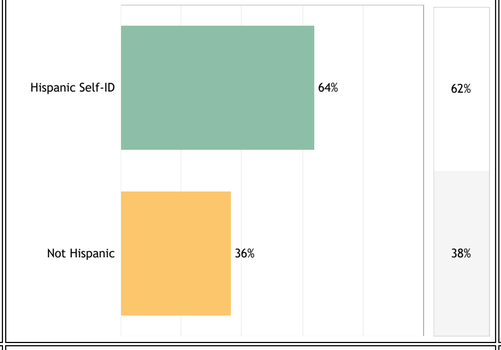
Global Controls

TurnoutBin_.. All
Universe-Gl.. All
ColorToggle Generic Congressional

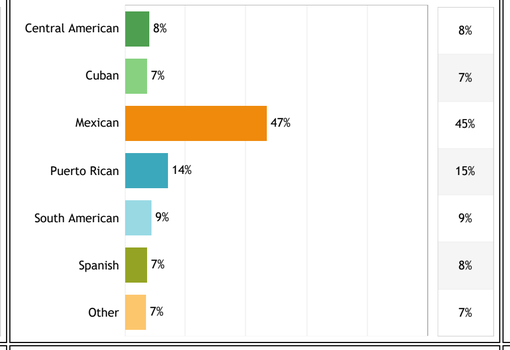
Universes



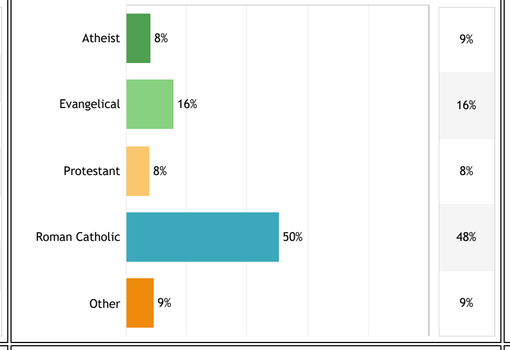
Hispanic Self-ID Model



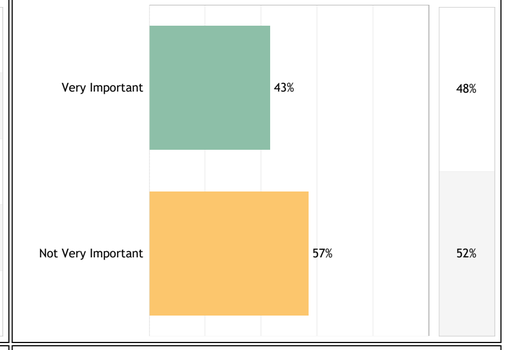
Hispanic Model



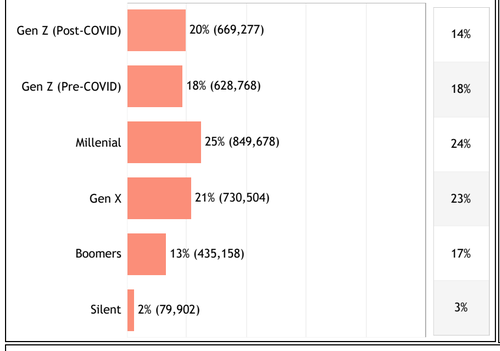
Religion Model



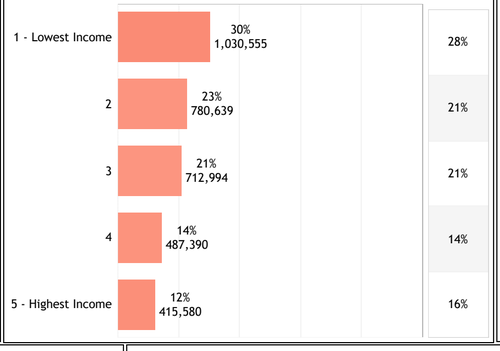
Political Personal Importance



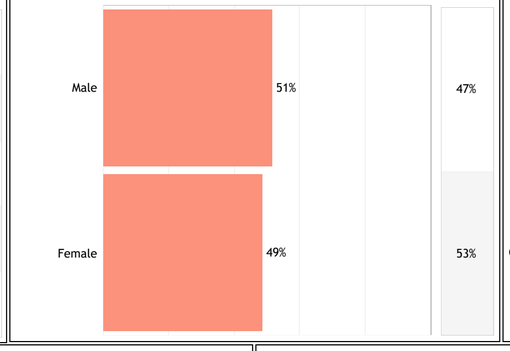
Age



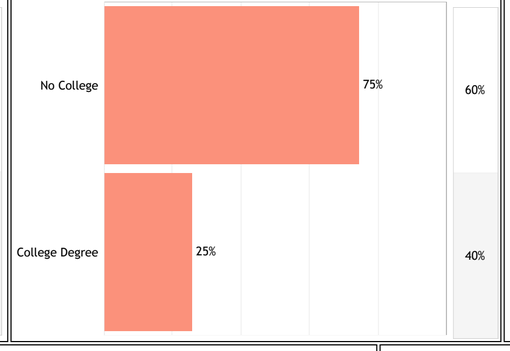
Income



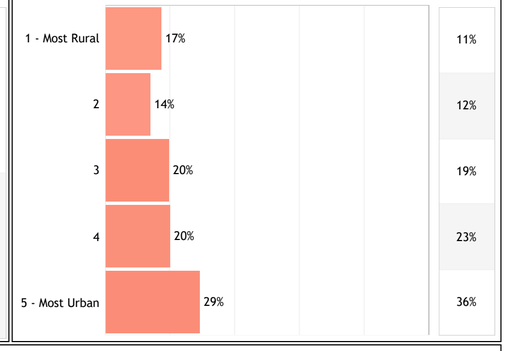
Gender



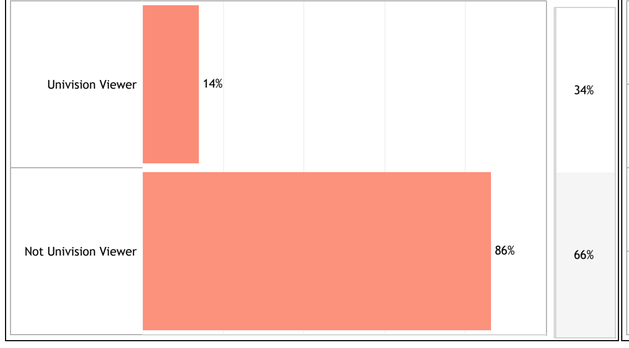
Education Model (Bachelor's Degree)



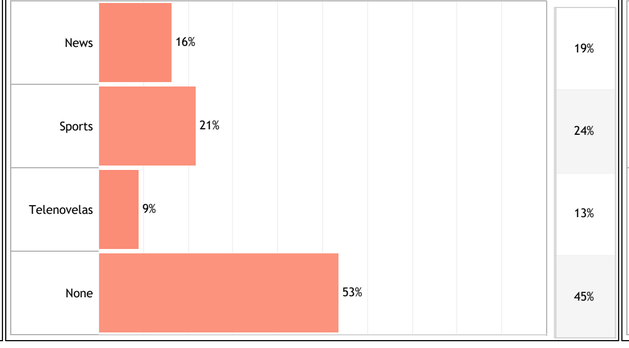
Population Density



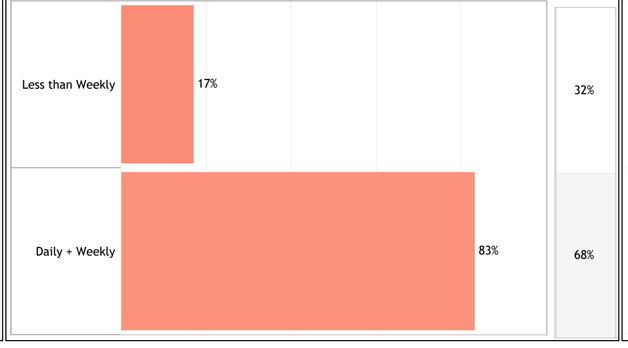
Univision Viewers



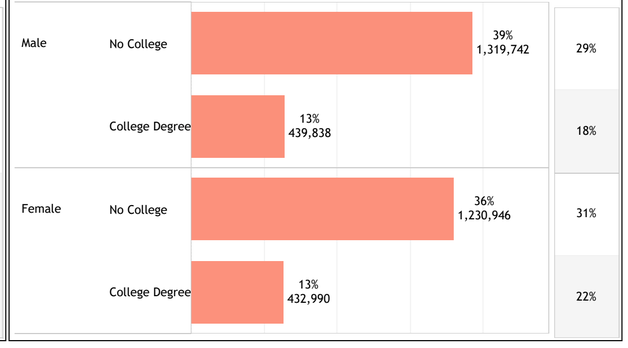
Univision Programming Type



YouTube Viewership



College x Gender



Voters: 3,427,158
Turnout: 31%

3 - Lean Right Persuasion	3,427,158

Universe	Frameworks	TurnoutBin	Hispanic Bin	Univision Viewer	Show Type	YouTube Bins	Spanish Langua..	College Bin	Color_Net
3 - Lean Rig..	All	All	All	All	All	All	All	All	-50% +50%

State	DMA	CD	County	State Legislative District	State Senate District	HispanicDistricts
All	All	All	All	All	All	All

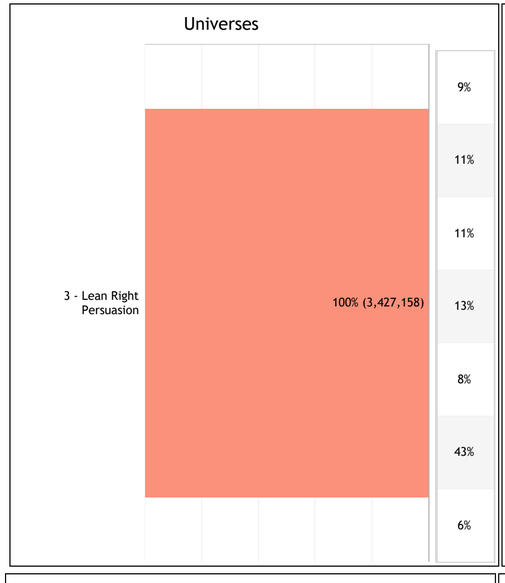
Global Controls

TurnoutBin_.. All

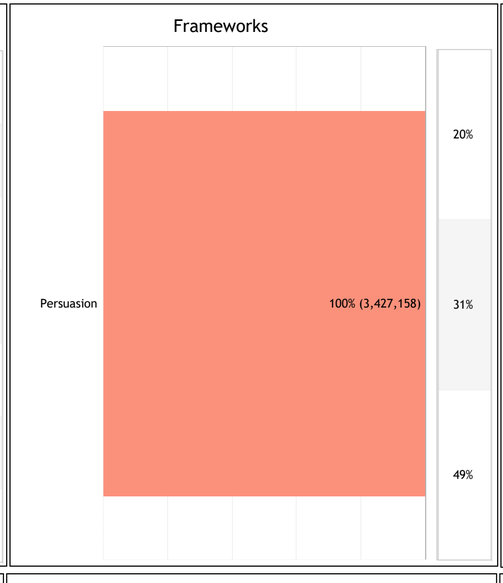
Universe-Gl.. All

ColorToggle Generic Congressional

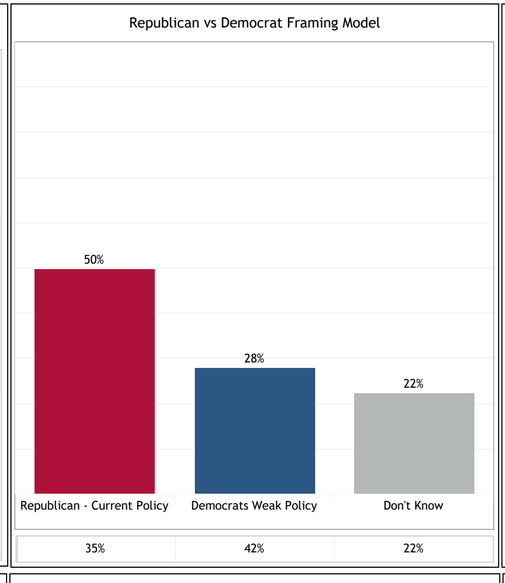
Universes



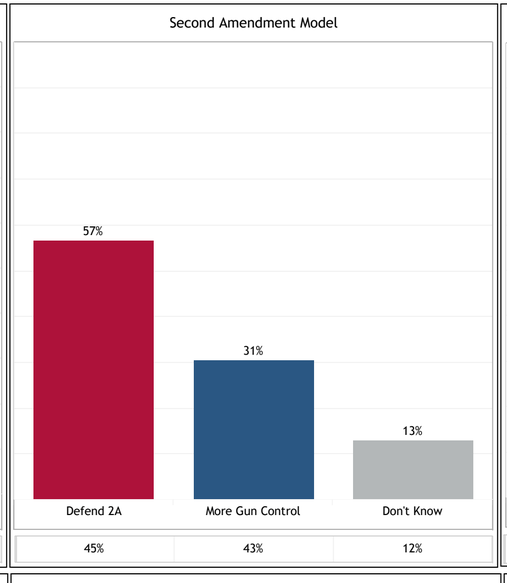
Frameworks



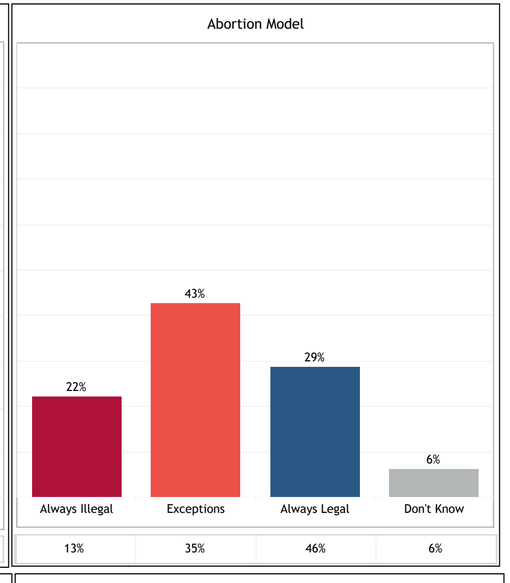
Republican vs Democrat Framing Model



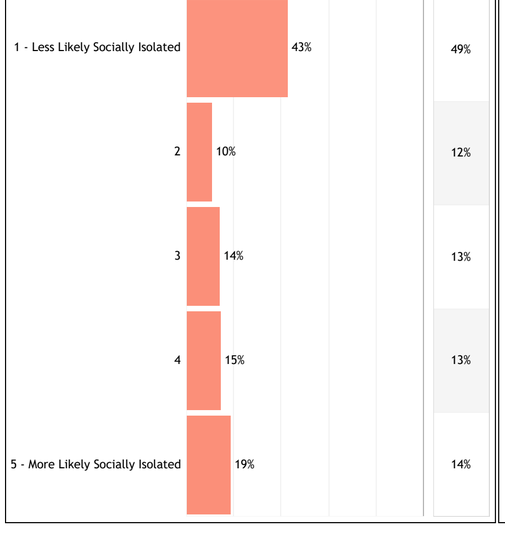
Second Amendment Model



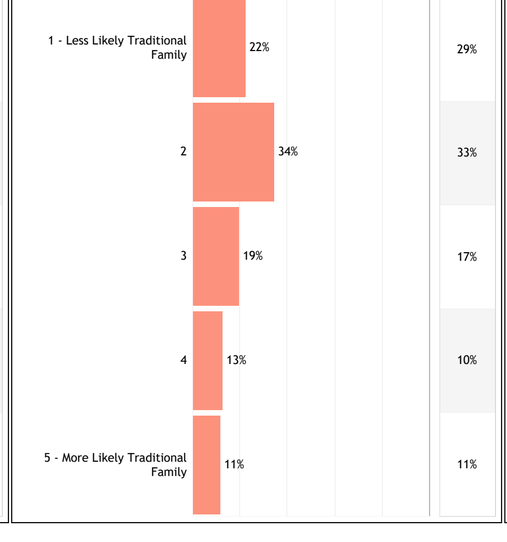
Abortion Model



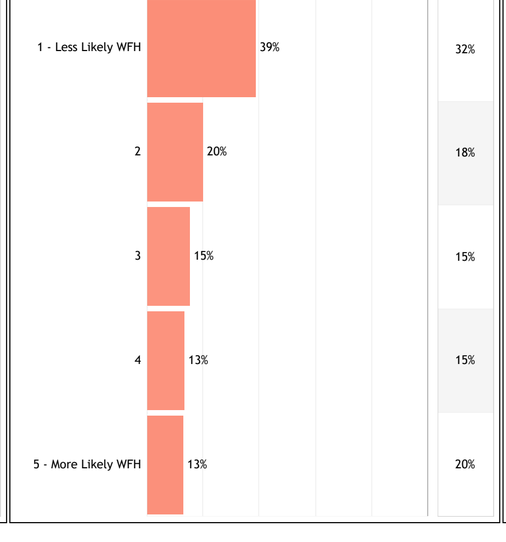
Social Isolation



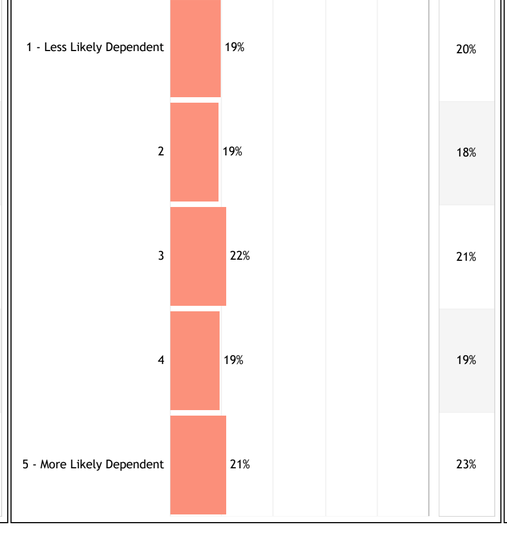
Traditional Family



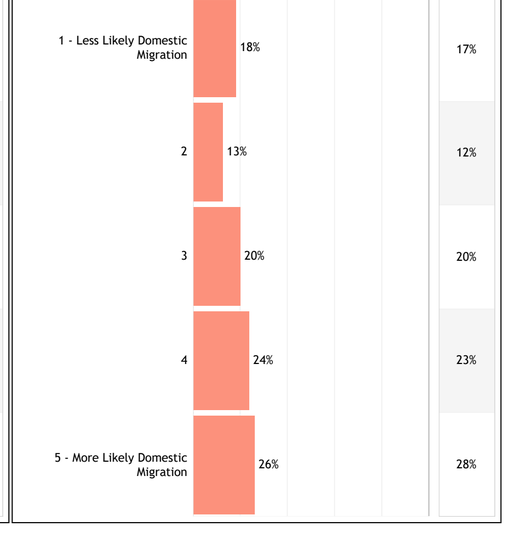
Work From Home



Adult Dependency



Domestic Migration



Voters: 3,427,158
Turnout: 31%

3 - Lean Right Persuasion	3,427,158

Universe	Frameworks	TurnoutBin	Spanish Language	Hispanic Bin	YouTube Bins	Univision Viewer	Show Type	College Bin
3 - Lean Right Pe..	All	All	All	All	All	All	All	All

State	DMA	CD	County	State Senate District	State Legislative District	HispanicDistricts
All	All	All	All	All	All	All

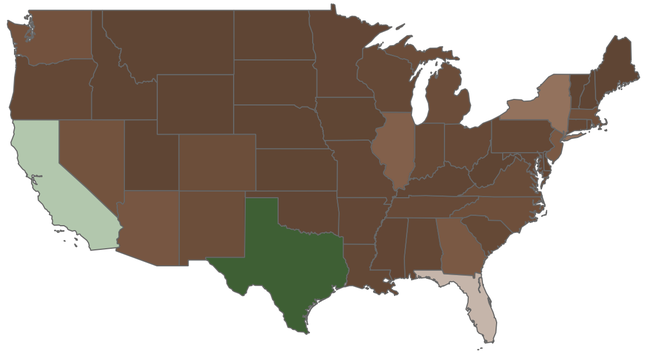
Global Controls

TurnoutBin_.. All

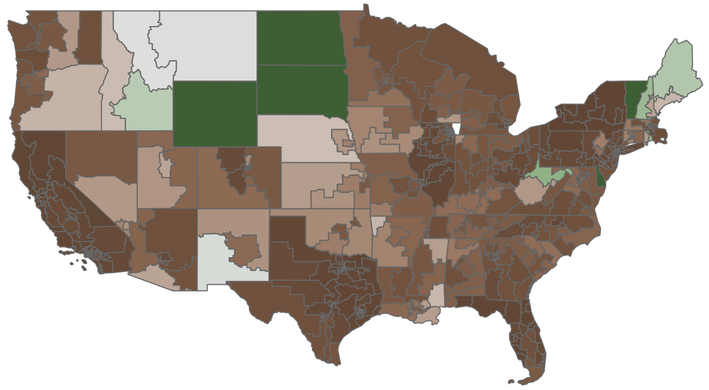
Universe-Gl.. All

ColorToggle Generic Congressional

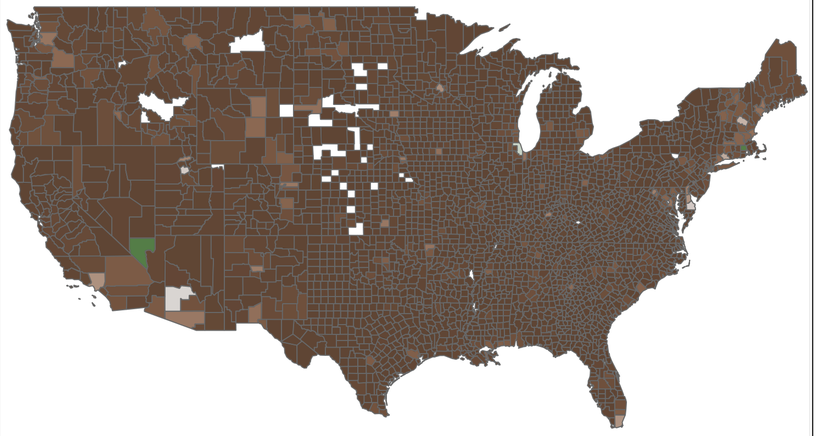
Concentration by State



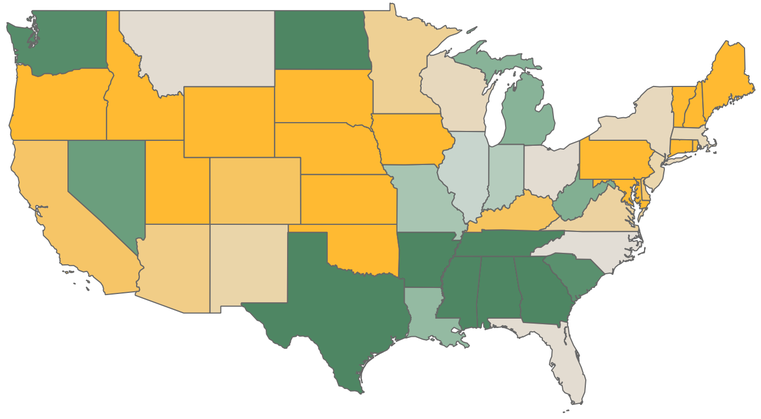
Concentration by CD



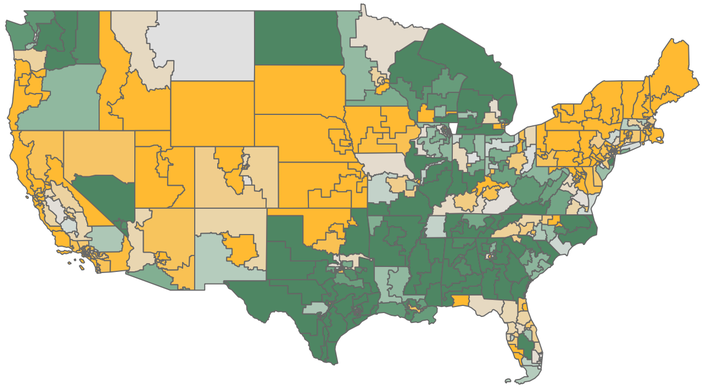
Concentration by County



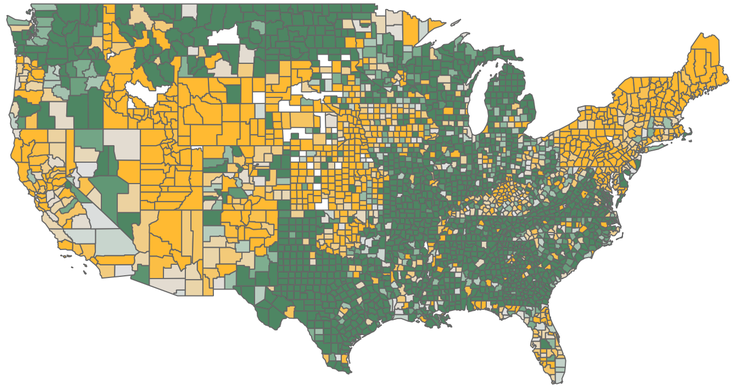
State Index



CD Index



County Index



4 - Stubborn Middle

Voters: 4,018,246
Turnout: 34%

4 - Stubborn Middle	4,018,246

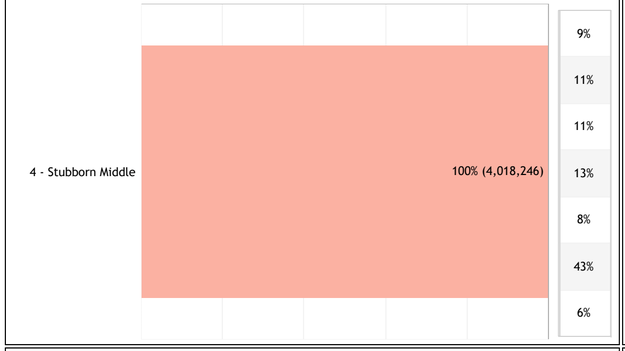
Universe	Frameworks	TurnoutBin	Hispanic Bin	Spanish Language	Univision Viewer	YouTube Bins	Show Type	College Bin	Color_Net
4 - Stubborn Mi..	All	All	All	All	All	All	All	All	-50% +50%

State	DMA	CD	County	State Legislative District	State Senate District	HispanicDistricts
All	All	All	All	All	All	All

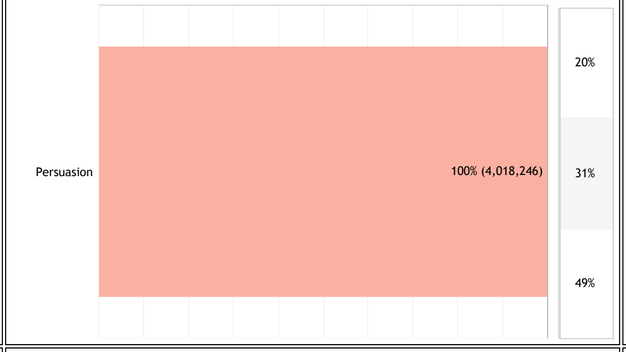
Global Controls

TurnoutBin_..	All
Universe-Gl..	All
Net Color	Generic Congressional

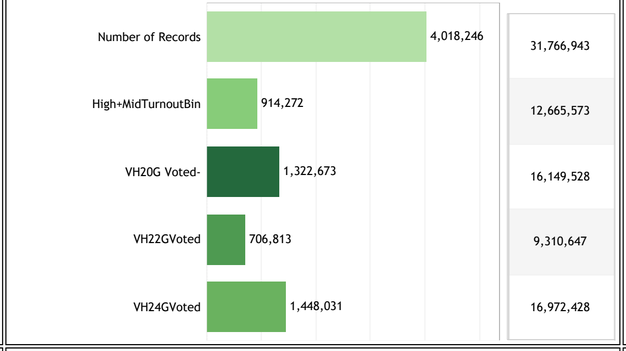
Universes



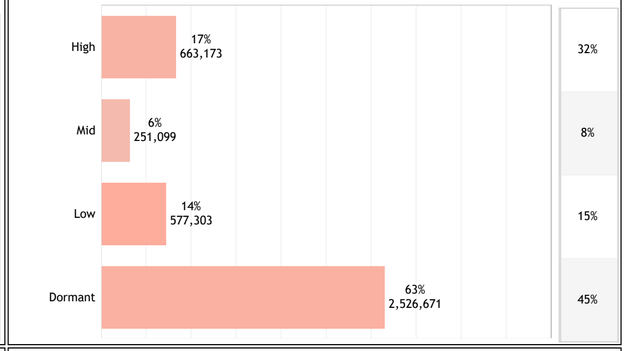
Frameworks



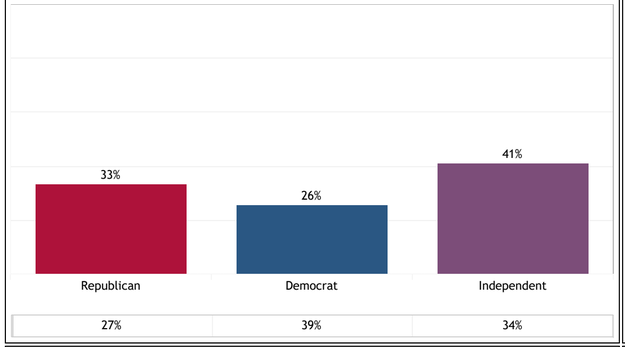
Turnout Statistics



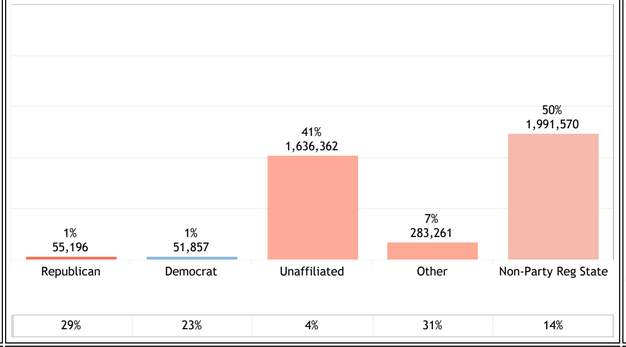
Turnout Bin



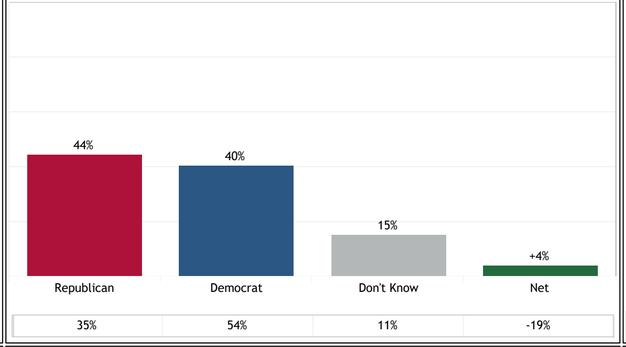
Party Self-ID Model



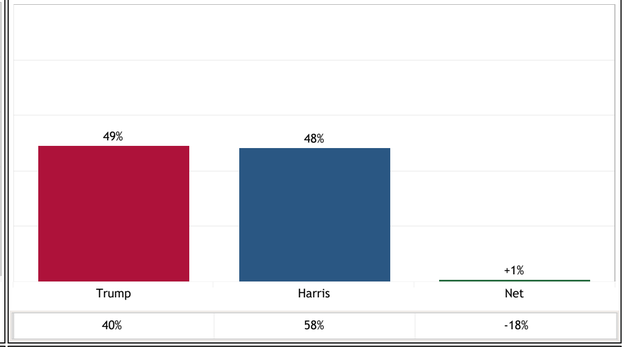
Official Party



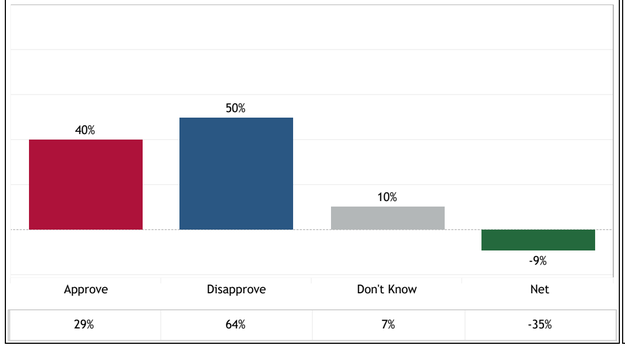
Generic Congressional Ballot Model



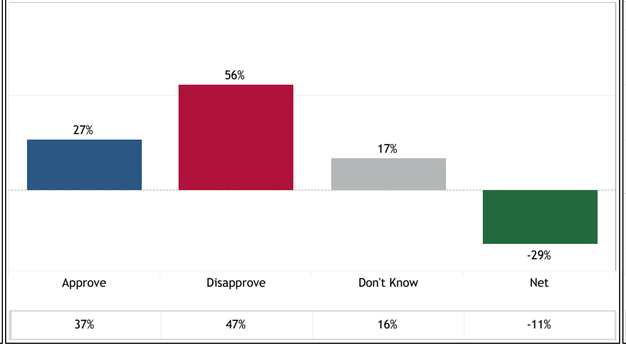
2024 Presidential Recall Model



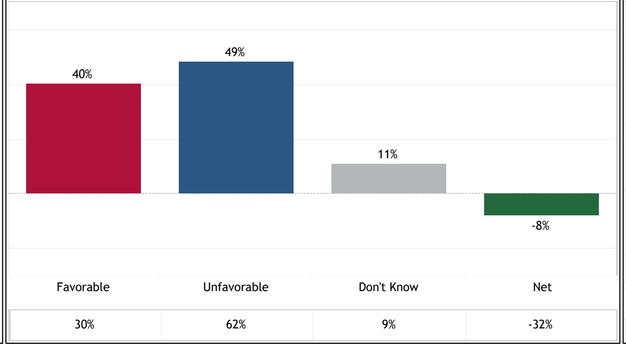
Trump Job Approval Model



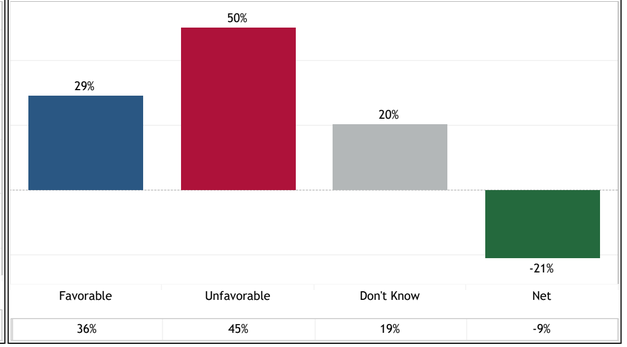
Biden Retroactive Job Approval Model



Trump Image Model



Harris Image Model



Voters: 4,018,246
Turnout: 34%

4 - Stubborn Middle	4,018,246

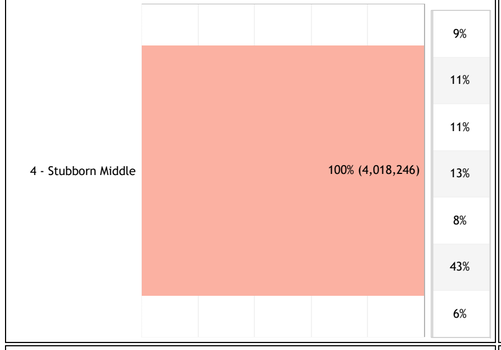
Universe	Frameworks	TurnoutBin	Hispanic Bin	Spanish Language	Univision Viewer	Show Type	YouTube Bins	College Bin	Color Start	Color End
4 - Stubborn ..	All	All	All	All	All	All	All	All	-50%	+50%

State	DMA	CD	County	State Legislative District	State Senate District	HispanicDistricts
All	All	All	All	All	All	All

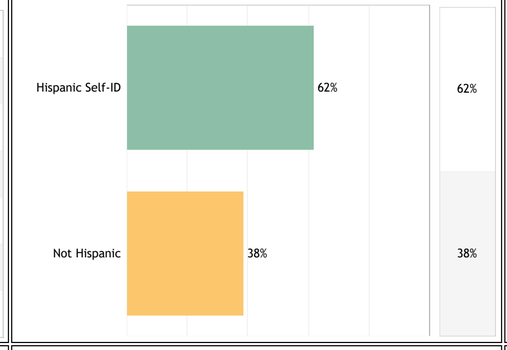
Global Controls

TurnoutBin_.. All
Universe-Gl.. All
ColorToggle Generic Congressional

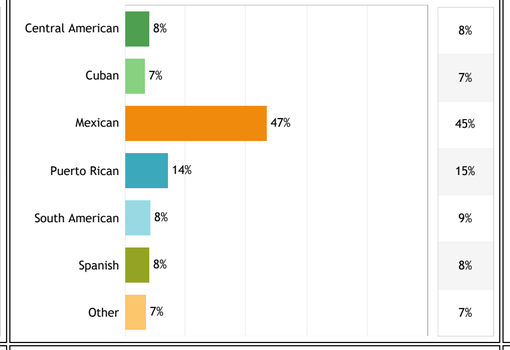
Universes



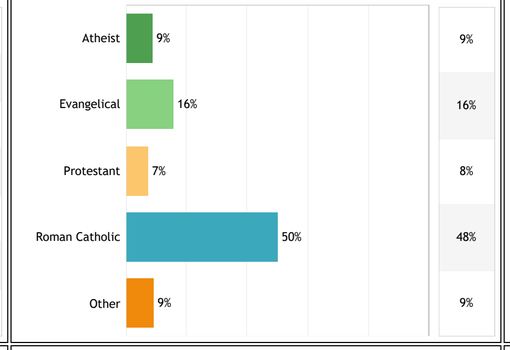
Hispanic Self-ID Model



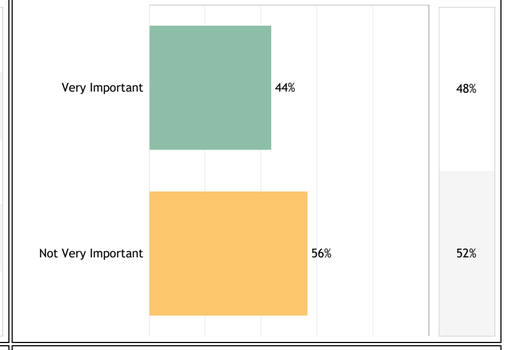
Hispanic Model



Religion Model



Political Personal Importance



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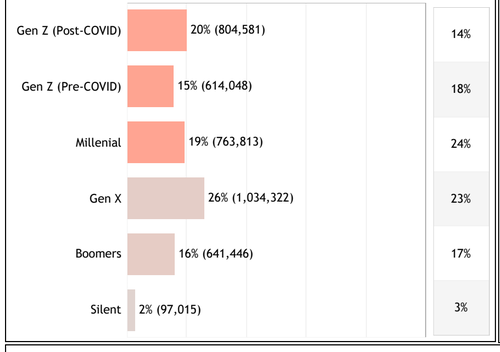
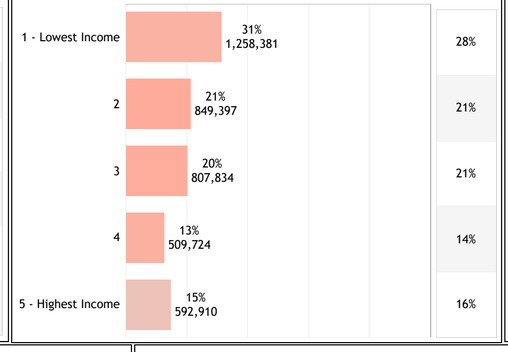
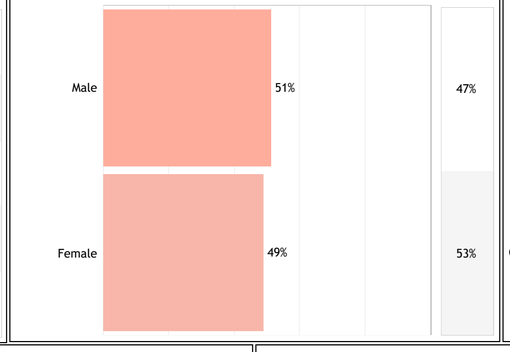


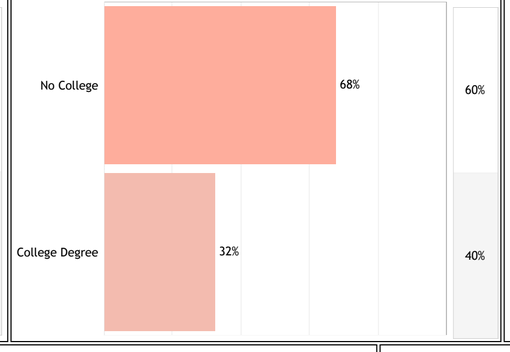
Income



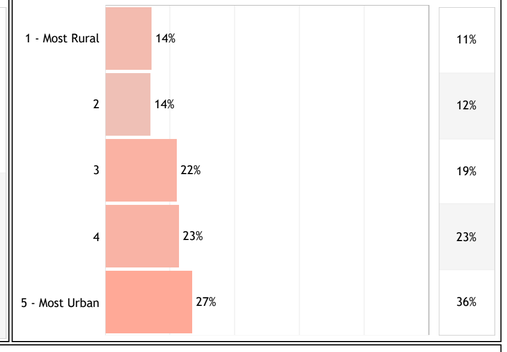
Gender



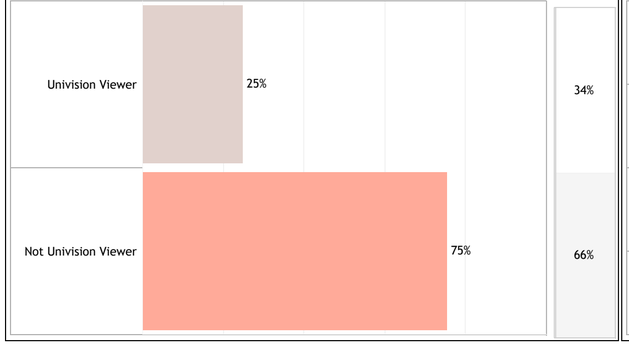
Education Model (Bachelor's Degree)



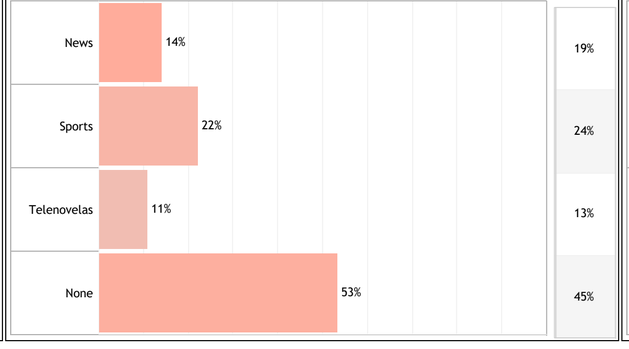
Population Density



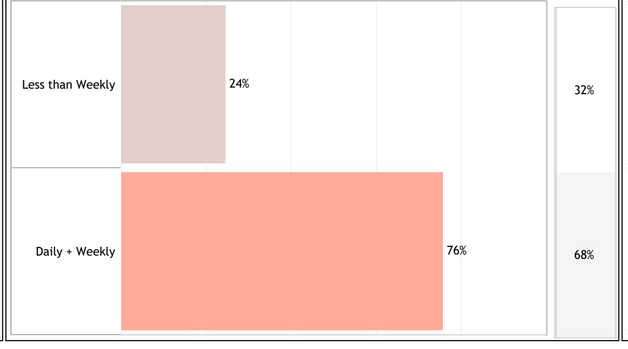
Univision Viewers



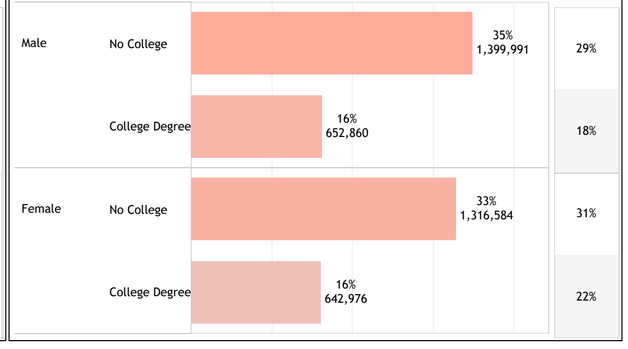
Univision Programming Type



YouTube Viewership



College x Gender



Voters: 4,018,246
Turnout: 34%

4 - Stubborn Middle	4,018,246

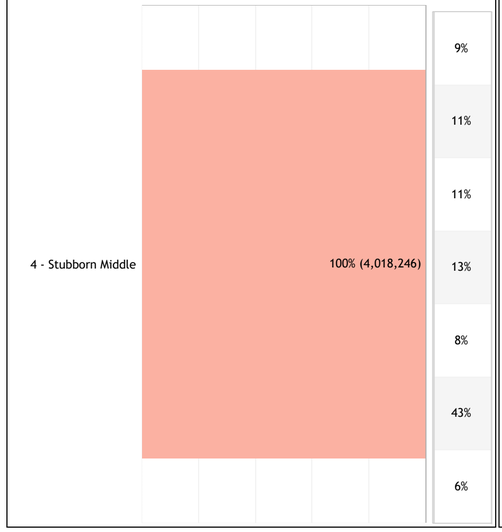
Universe	Frameworks	TurnoutBin	Hispanic Bin	Univision Viewer	Show Type	YouTube Bins	Spanish Langua..	College Bin	Color_Net
4 - Stubborn..	All	All	All	All	All	All	All	All	-50% +50%

State	DMA	CD	County	State Legislative District	State Senate District	HispanicDistricts
All	All	All	All	All	All	All

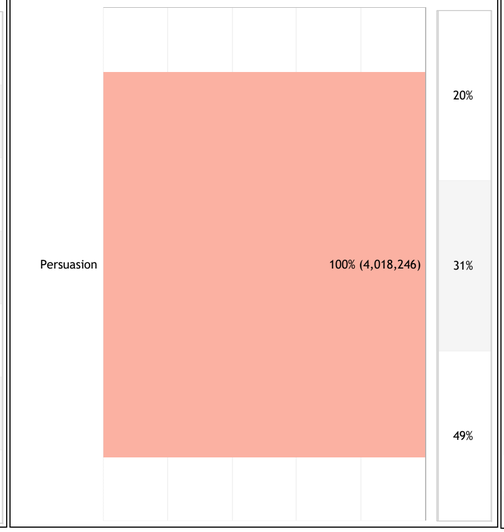
Global Controls

TurnoutBin_.. All
Universe-Gl.. All
ColorToggle Generic Congressional

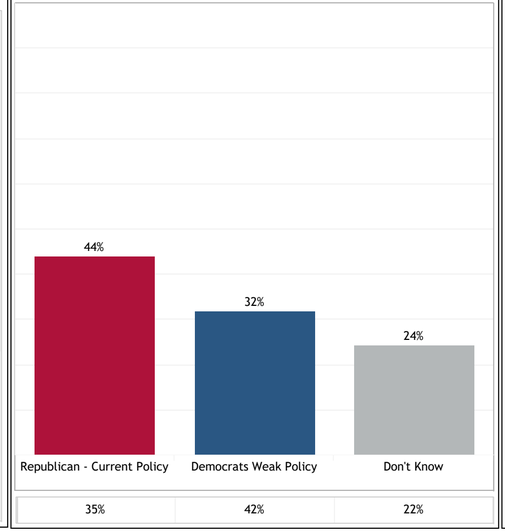
Universes



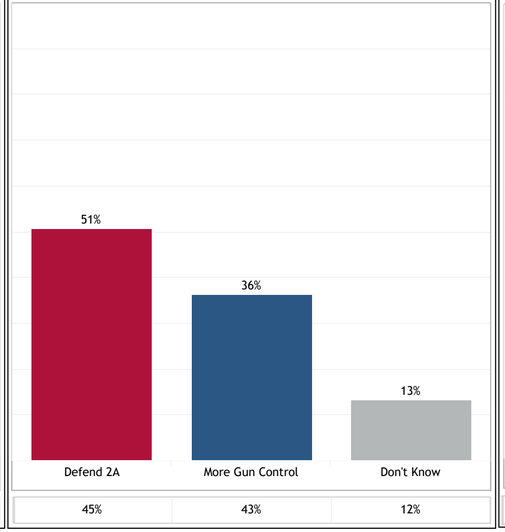
Frameworks



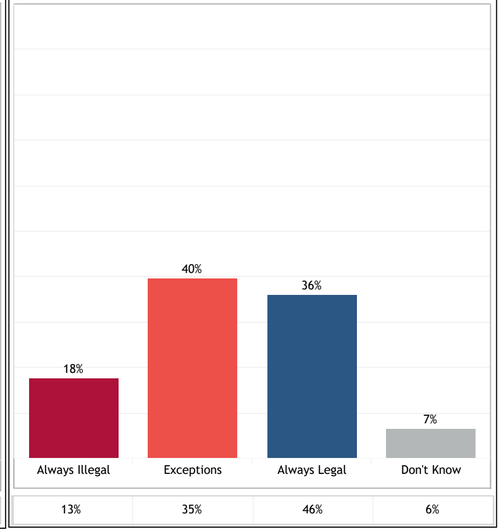
Republican vs Democrat Framing Model



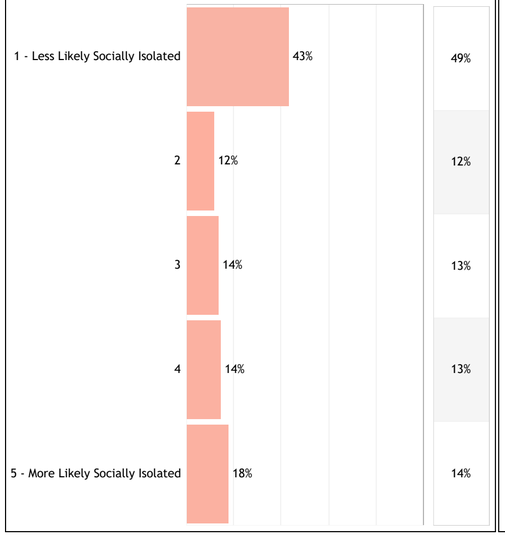
Second Amendment Model



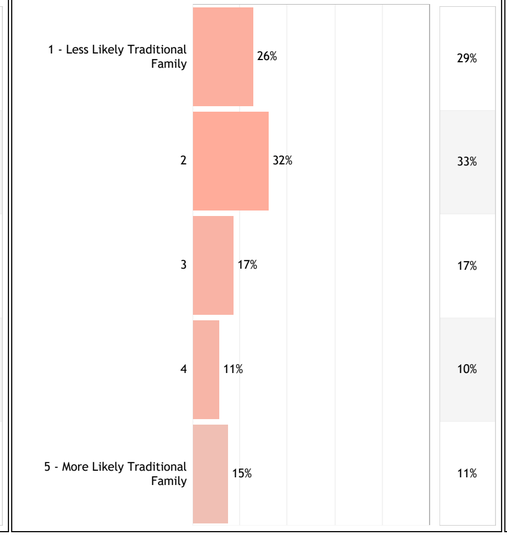
Abortion Model



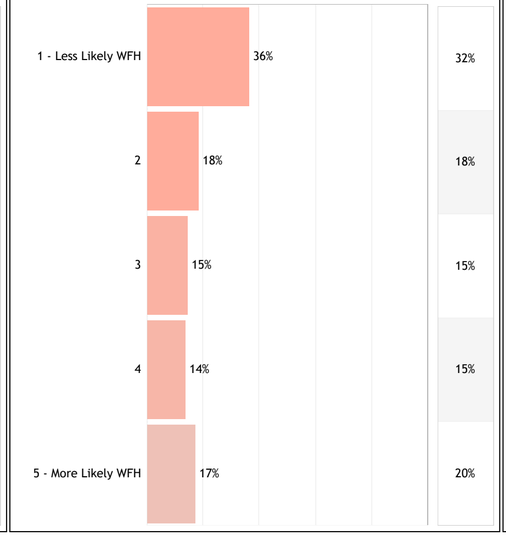
Social Isolation



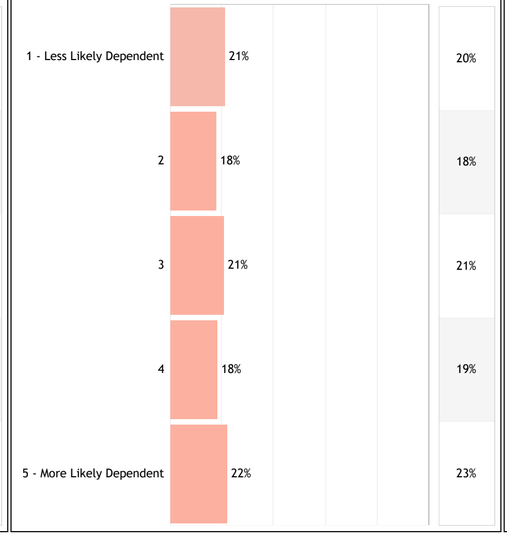
Traditional Family



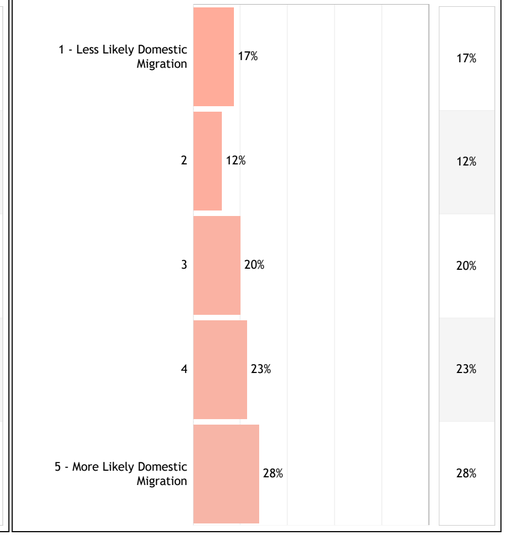
Work From Home



Adult Dependency



Domestic Migration



Voters: 4,018,246
Turnout: 34%

4 - Stubborn Middle	4,018,246

Universe	Frameworks	TurnoutBin	Spanish Language	Hispanic Bin	YouTube Bins	Univision Viewer	Show Type	College Bin
4 - Stubborn Midd..	All	All	All	All	All	All	All	All

State	DMA	CD	County	State Senate District	State Legislative District	HispanicDistricts
All	All	All	All	All	All	All

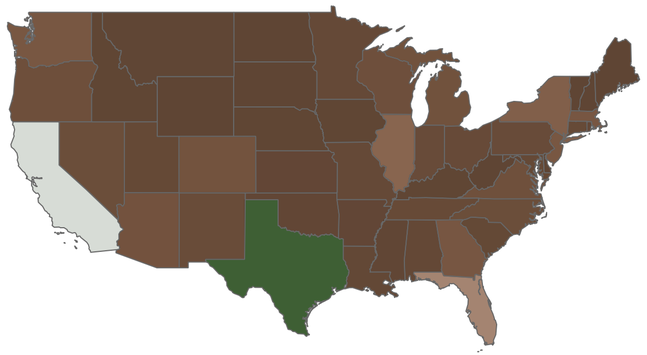
Global Controls

TurnoutBin_.. All

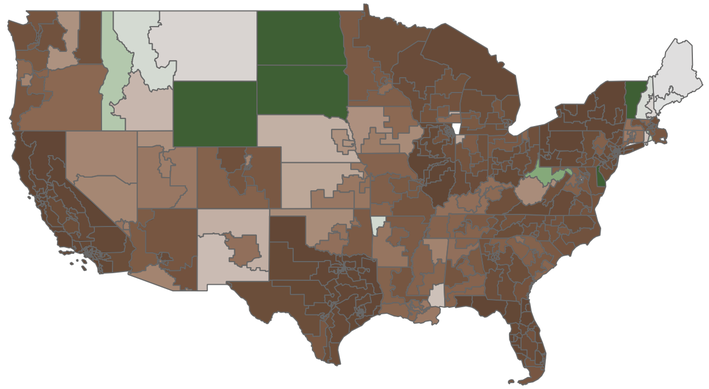
Universe-Gl.. All

ColorToggle Generic Congressional

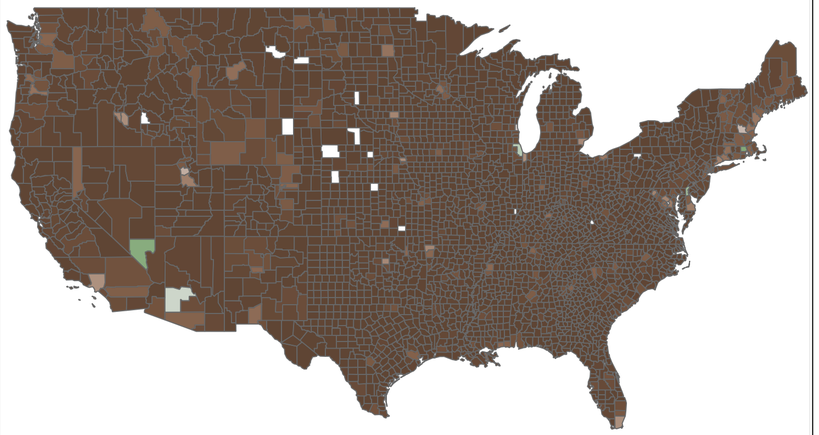
Concentration by State



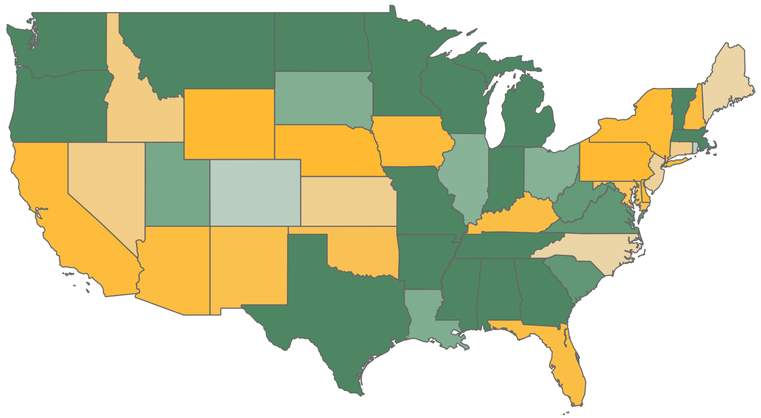
Concentration by CD



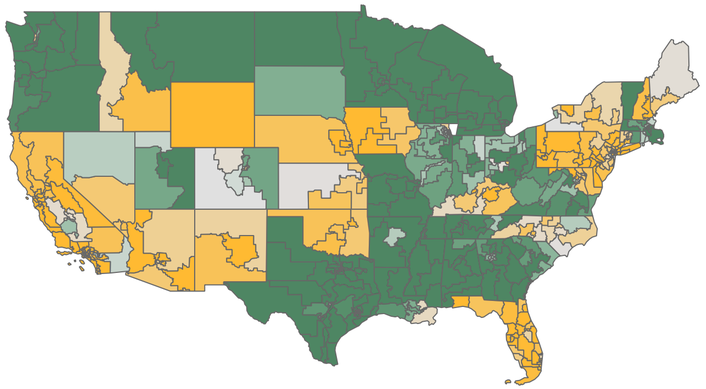
Concentration by County



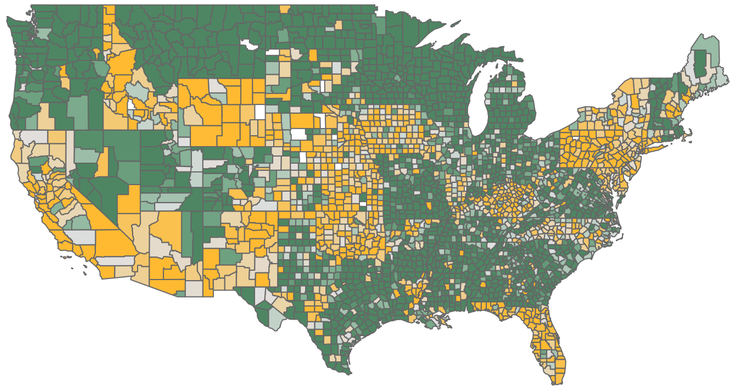
State Index



CD Index



County Index



5 - Lean Left Persuasion

Voters: 2,464,454
Turnout: 22%

5 - Lean Left Persuasion 2,464,454

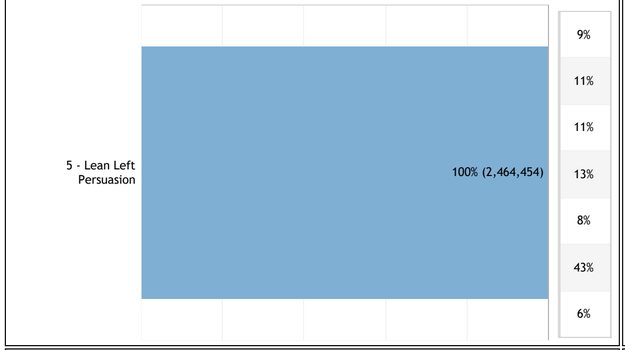
Universe	Frameworks	TurnoutBin	Hispanic Bin	Spanish Language	Univision Viewer	YouTube Bins	Show Type	College Bin	Color_Net
5 - Lean Left P..	All	All	All	All	All	All	All	All	-50% +50%

State	DMA	CD	County	State Legislative District	State Senate District	HispanicDistricts
All	All	All	All	All	All	All

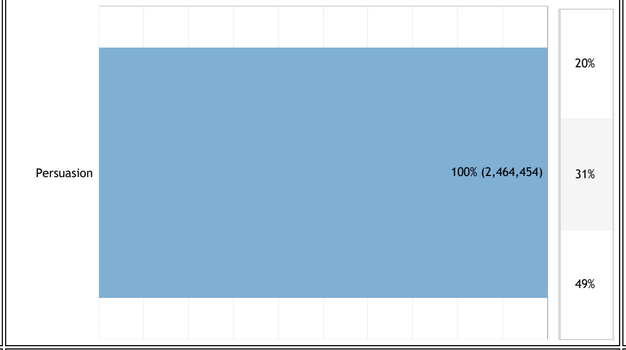
Global Controls

TurnoutBin_.. All
Universe-Gl.. All
Net Color Generic Congressional

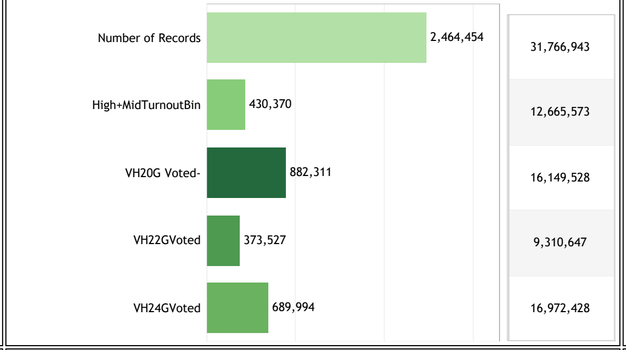
Universes



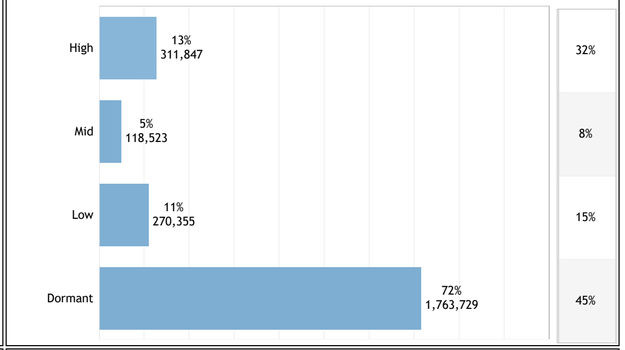
Frameworks



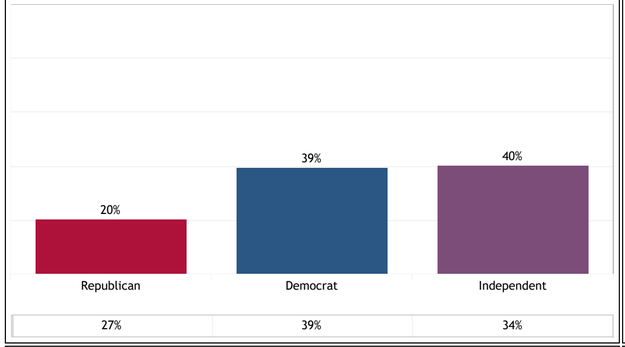
Turnout Statistics



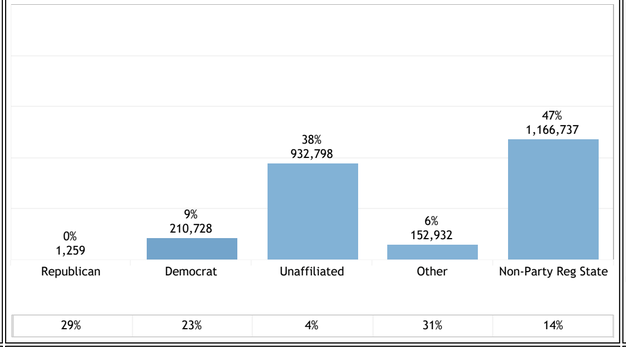
Turnout Bin



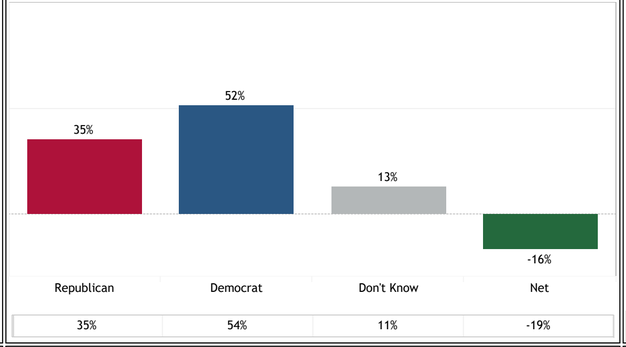
Party Self-ID Model



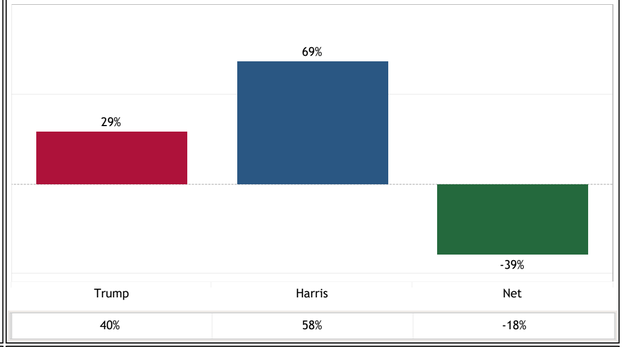
Official Party



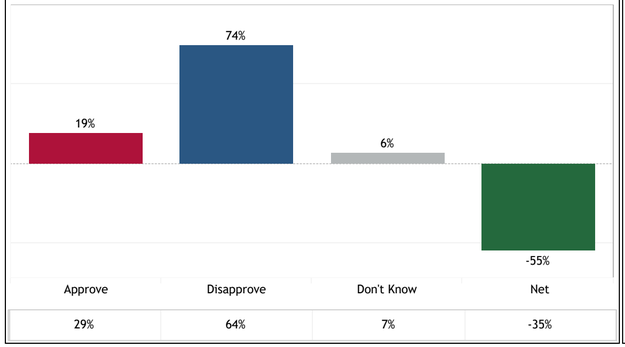
Generic Congressional Ballot Model



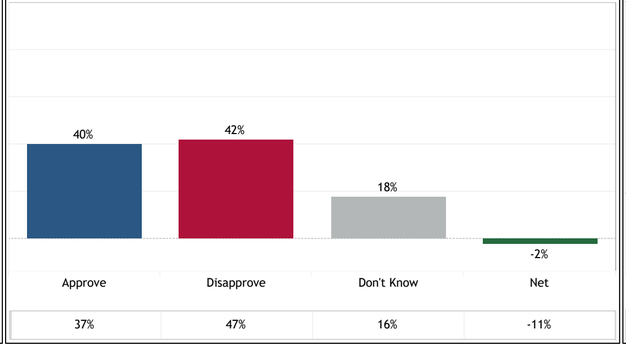
2024 Presidential Recall Model



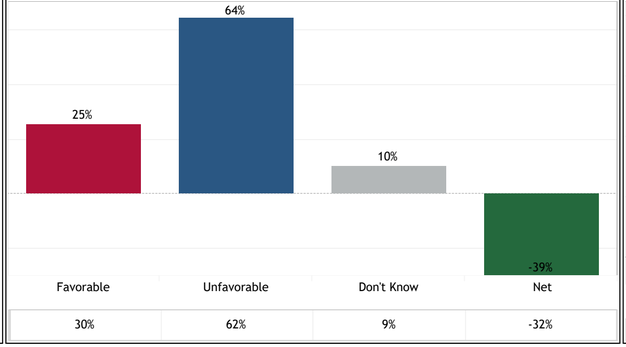
Trump Job Approval Model



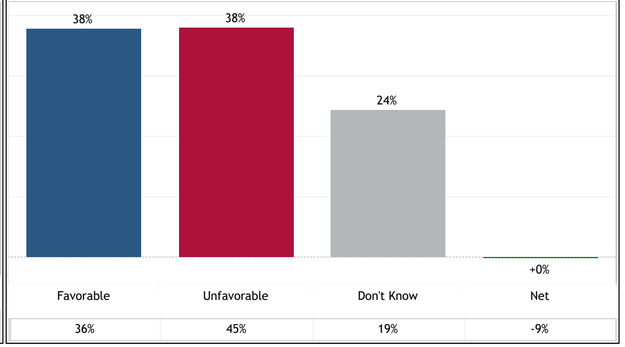
Biden Retroactive Job Approval Model



Trump Image Model



Harris Image Model



Voters: 2,464,454
Turnout: 22%

5 - Lean Left Persuasion 2,464,454

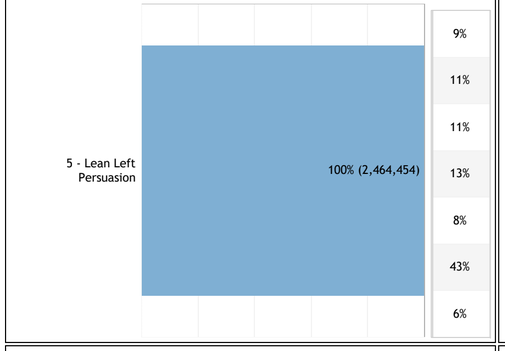
Universe	Frameworks	TurnoutBin	Hispanic Bin	Spanish Language	Univision Viewer	Show Type	YouTube Bins	College Bin	Color Start	Color End
5 - Lean Left..	All	All	All	All	All	All	All	All	-50%	+50%

State	DMA	CD	County	State Legislative District	State Senate District	HispanicDistricts
All	All	All	All	All	All	All

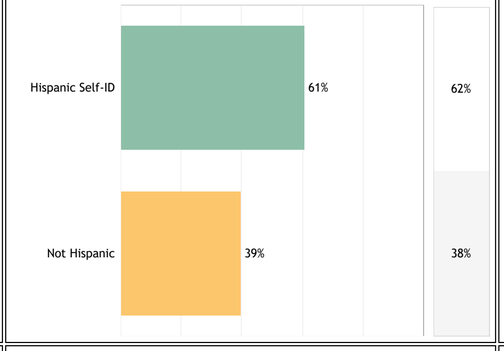
Global Controls

TurnoutBin_.. All
Universe-Gl.. All
ColorToggle Generic Congressional

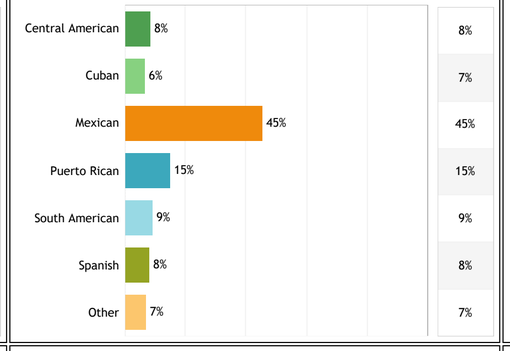
Universes



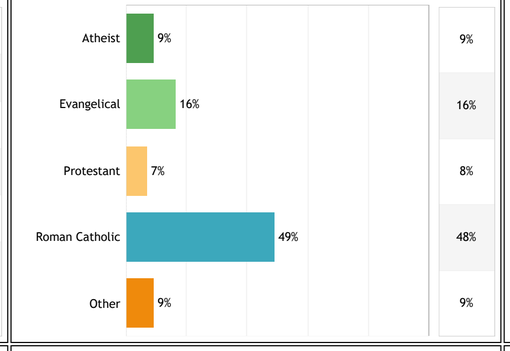
Hispanic Self-ID Model



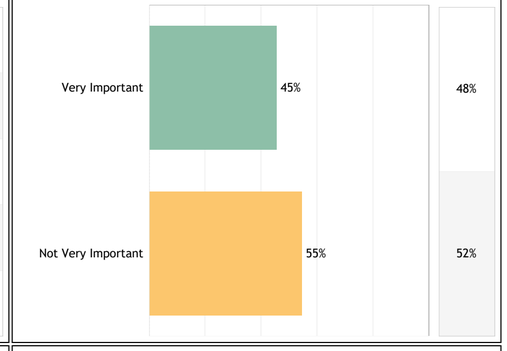
Hispanic Model



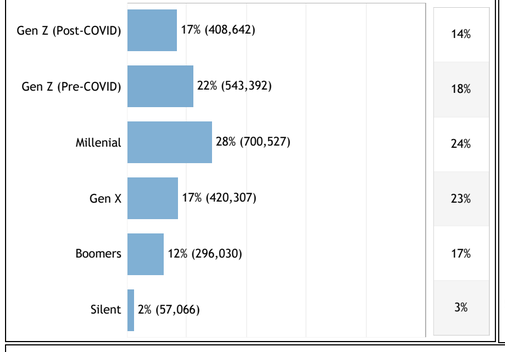
Religion Model



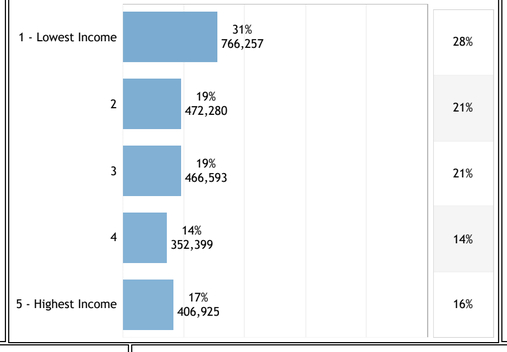
Political Personal Importance



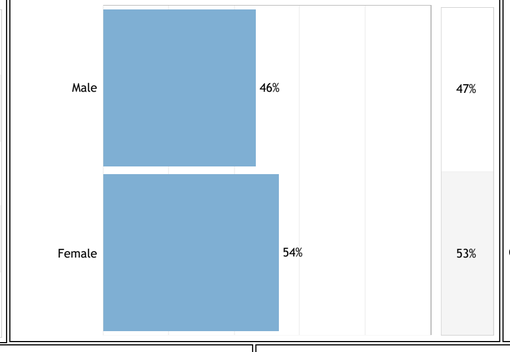
Age



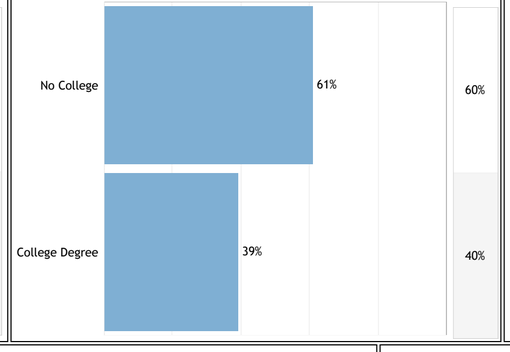
Income



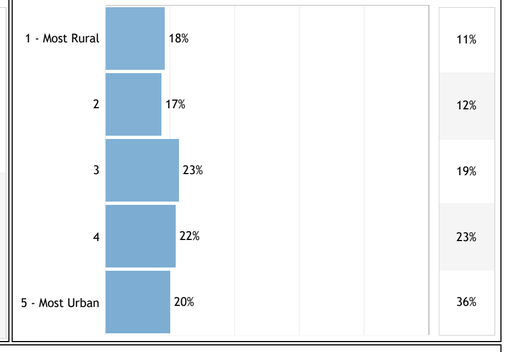
Gender



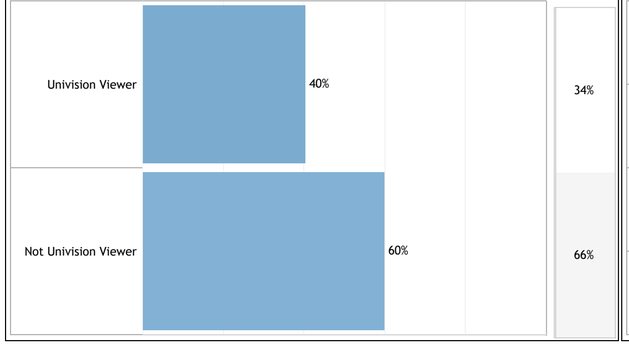
Education Model (Bachelor's Degree)



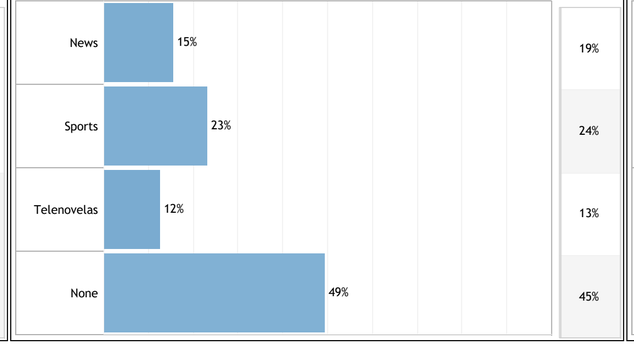
Population Density



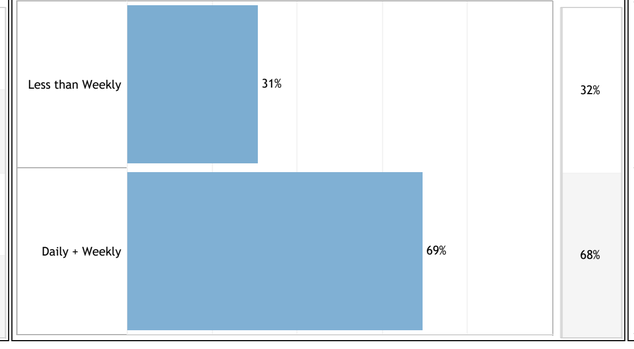
Univision Viewers



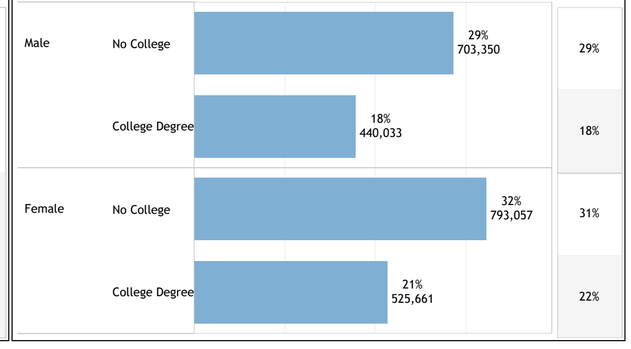
Univision Programming Type



YouTube Viewership



College x Gender



Voters: 2,464,454
Turnout: 22%

5 - Lean Left Persuasion	2,464,454

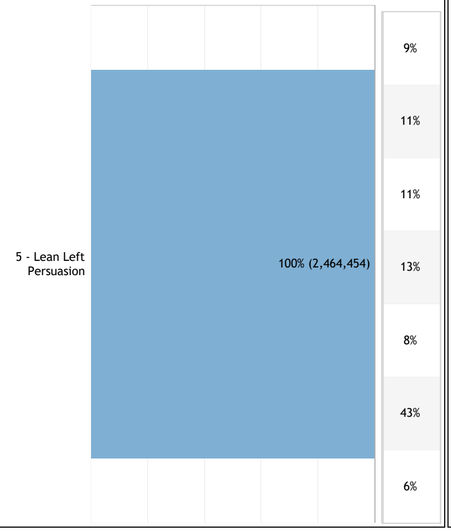
Universe	Frameworks	TurnoutBin	Hispanic Bin	Univision Viewer	Show Type	YouTube Bins	Spanish Langua..	College Bin	Color_Net
5 - Lean Lef..	All	All	All	All	All	All	All	All	-50% +50%

State	DMA	CD	County	State Legislative District	State Senate District	HispanicDistricts
All	All	All	All	All	All	All

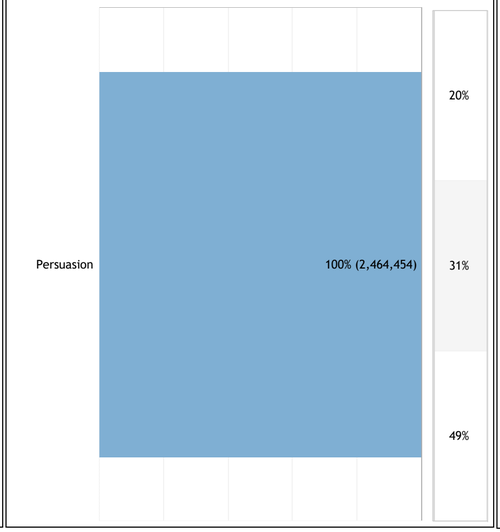
Global Controls

TurnoutBin_.. All
Universe-Gl.. All
ColorToggle Generic Congressional

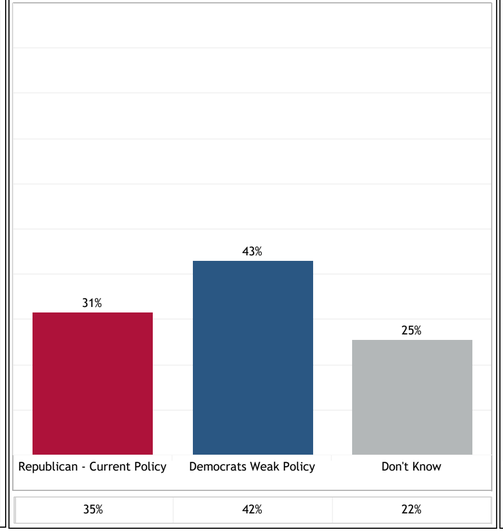
Universes



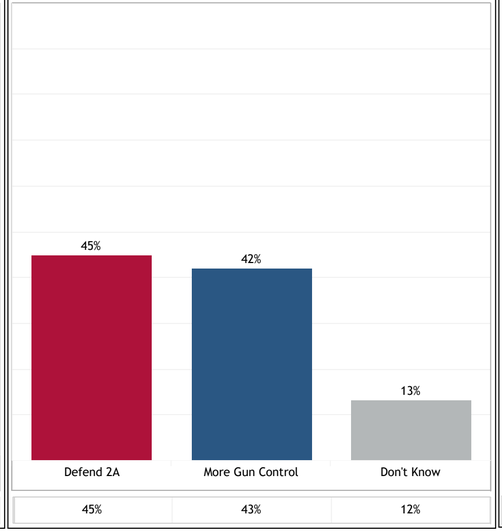
Frameworks



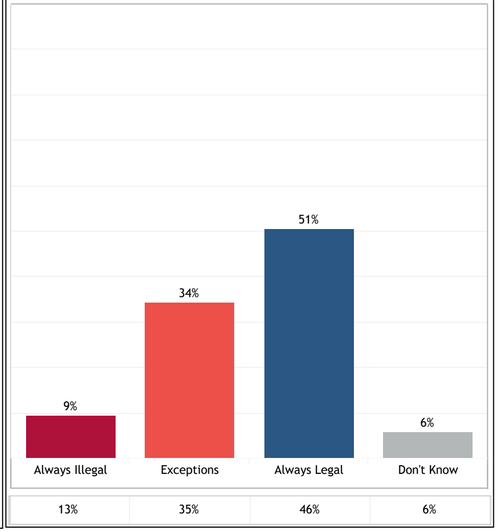
Republican vs Democrat Framing Model



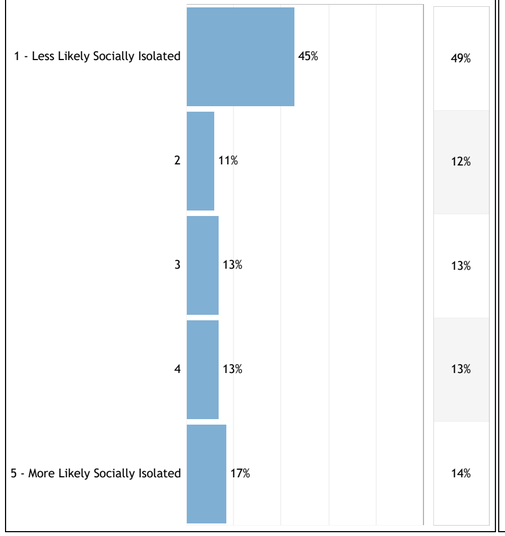
Second Amendment Model



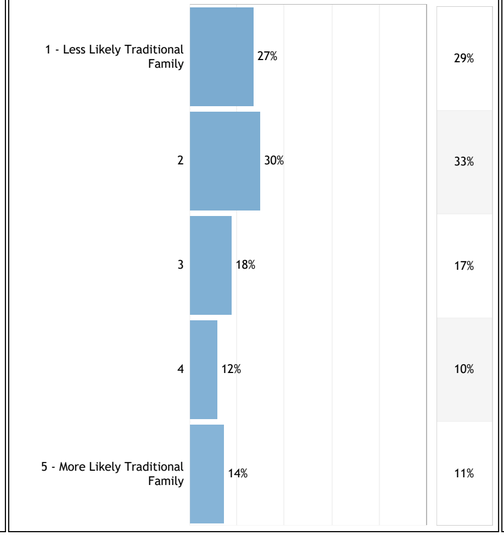
Abortion Model



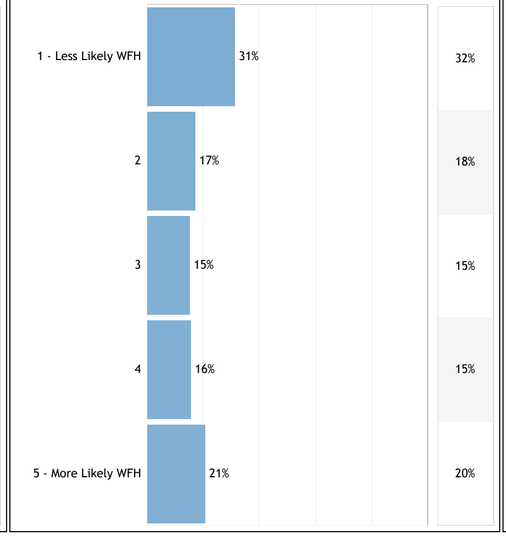
Social Isolation



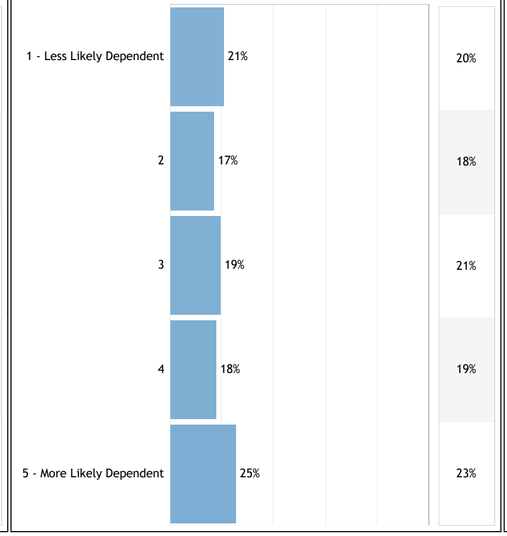
Traditional Family



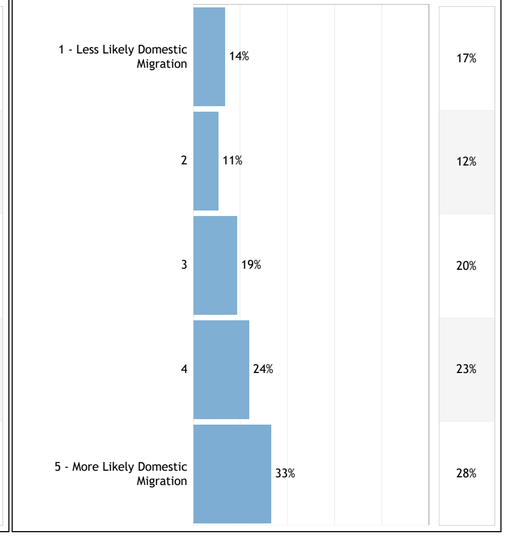
Work From Home



Adult Dependency



Domestic Migration



Voters: 2,464,454
Turnout: 22%

5 - Lean Left Persuasion	2,464,454

Universe	Frameworks	TurnoutBin	Spanish Language	Hispanic Bin	YouTube Bins	Univision Viewer	Show Type	College Bin
5 - Lean Left Pers..	All	All	All	All	All	All	All	All

State	DMA	CD	County	State Senate District	State Legislative District	HispanicDistricts
All	All	All	All	All	All	All

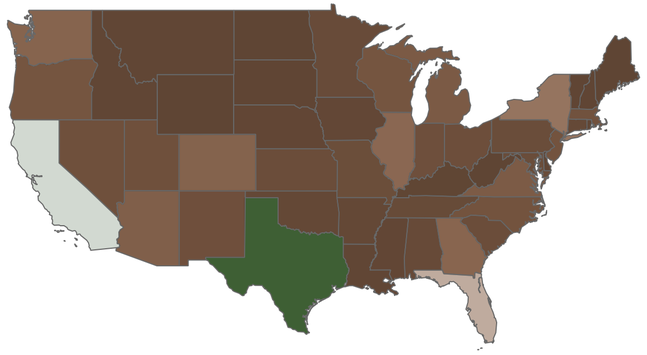
Global Controls

TurnoutBin_.. All

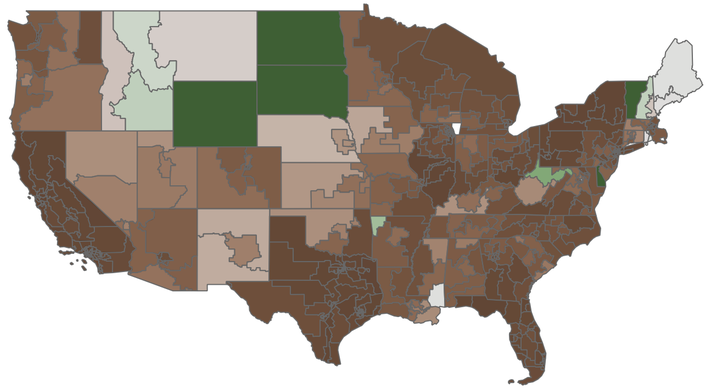
Universe-Gl.. All

ColorToggle Generic Congressional

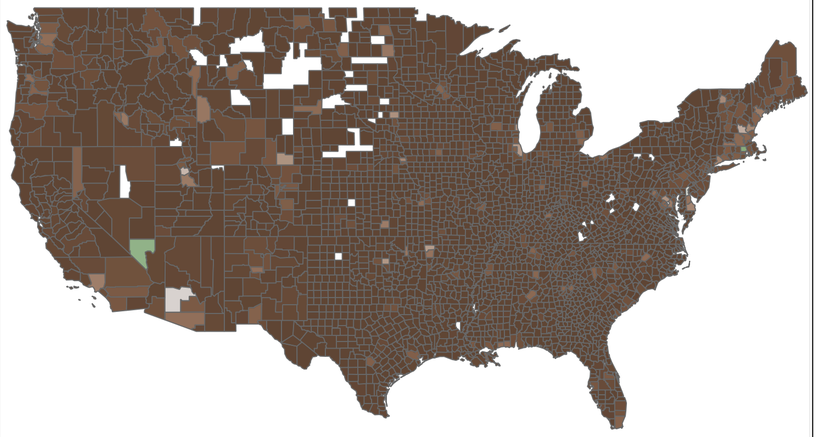
Concentration by State



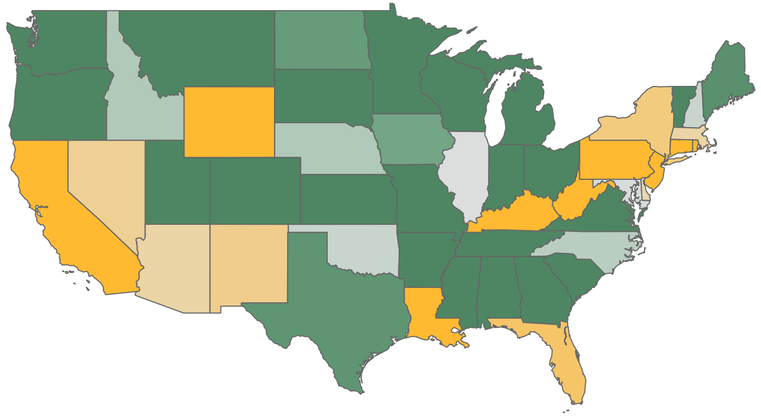
Concentration by CD



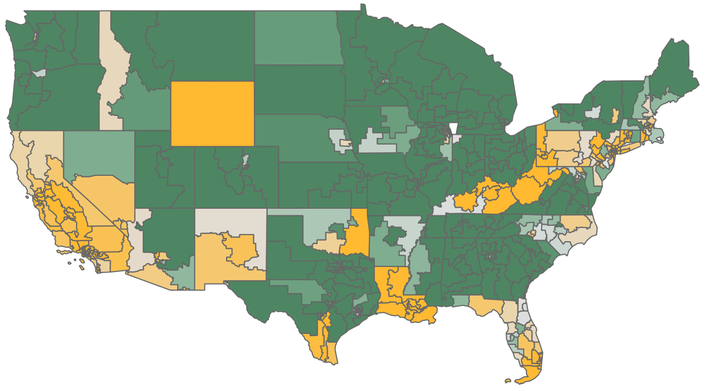
Concentration by County



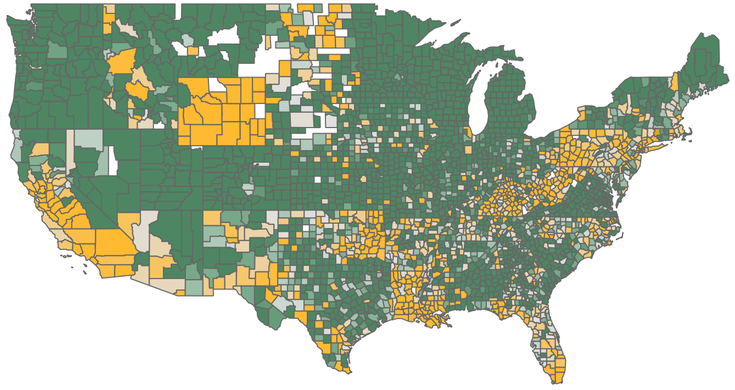
State Index



CD Index



County Index



6 - Soft Dems

Voters: 13,566,097
Turnout: 48%

6 - Soft Dems 13,566,097

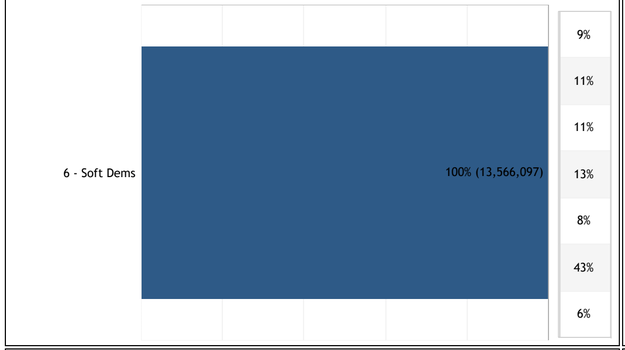
Universe	Frameworks	TurnoutBin	Hispanic Bin	Spanish Language	Univision Viewer	YouTube Bins	Show Type	College Bin	Color_Net
6 - Soft Dems	All	All	All	All	All	All	All	All	-50% +50%

State	DMA	CD	County	State Legislative District	State Senate District	HispanicDistricts
All	All	All	All	All	All	All

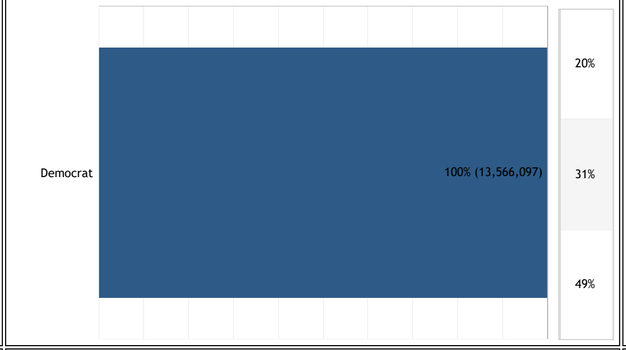
Global Controls

TurnoutBin_.. All
Universe-Gl.. All
Net Color Generic Congressional

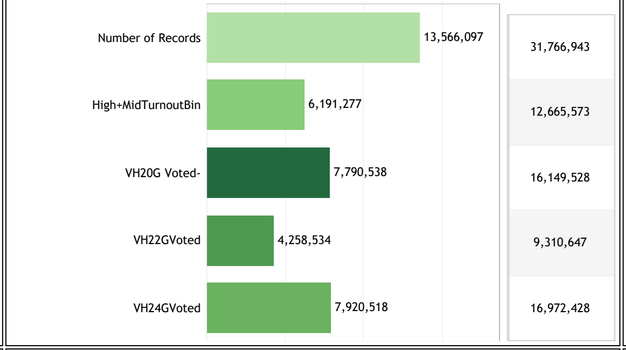
Universes



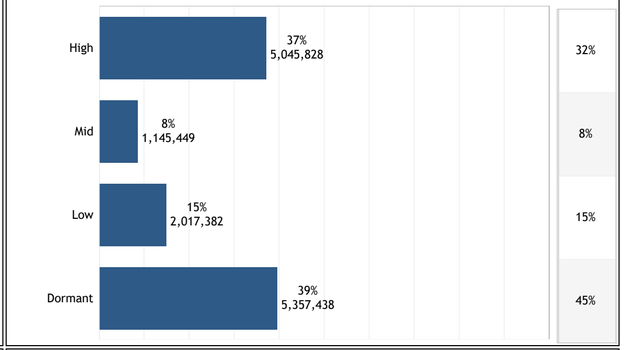
Frameworks



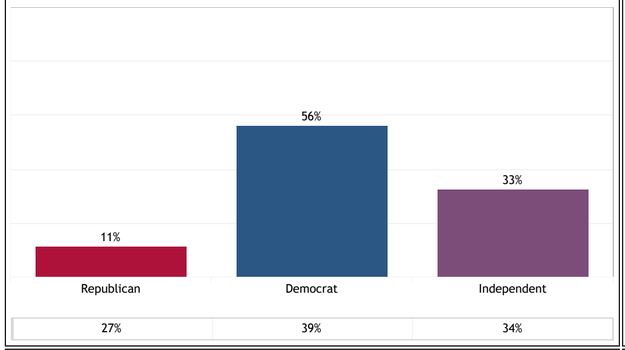
Turnout Statistics



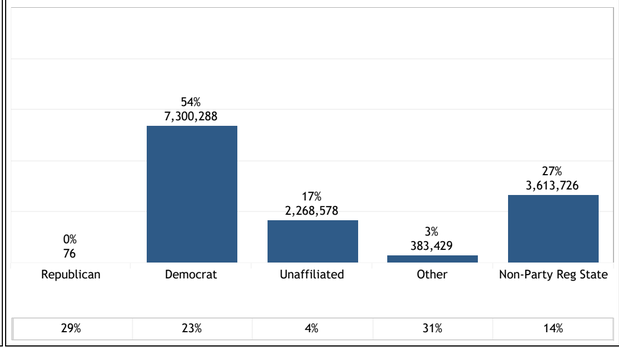
Turnout Bin



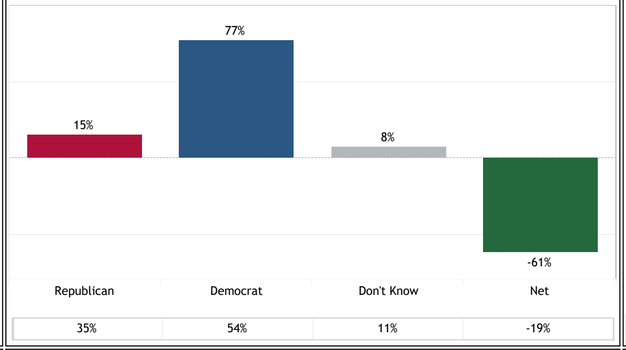
Party Self-ID Model



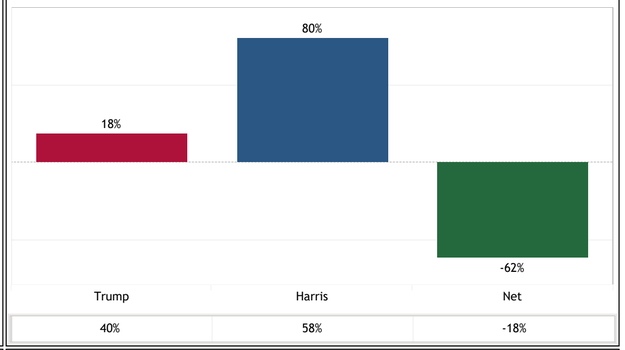
Official Party



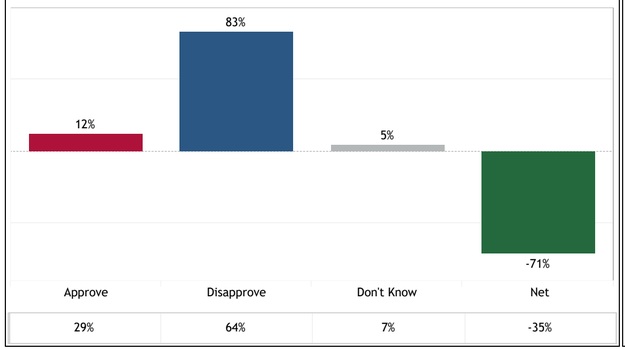
Generic Congressional Ballot Model



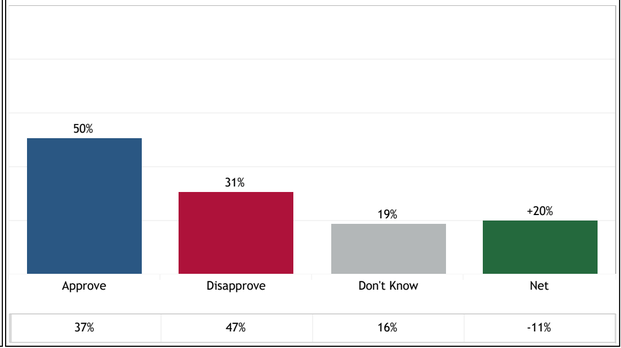
2024 Presidential Recall Model



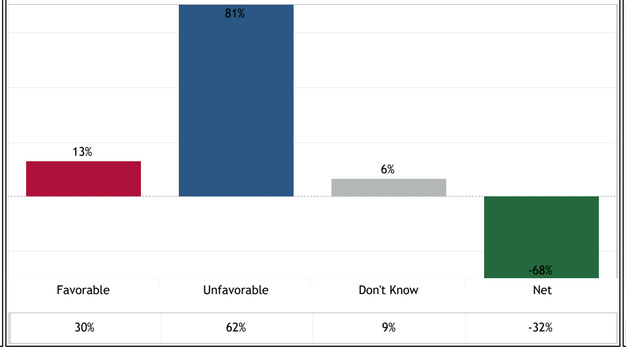
Trump Job Approval Model



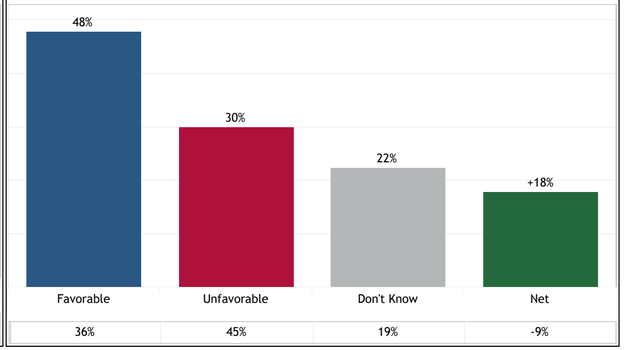
Biden Retroactive Job Approval Model



Trump Image Model



Harris Image Model



Voters: 13,566,097
Turnout: 48%

6 - Soft Dems 13,566,097

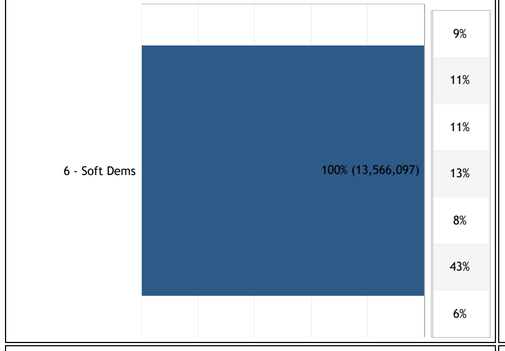
Universe	Frameworks	TurnoutBin	Hispanic Bin	Spanish Language	Univision Viewer	Show Type	YouTube Bins	College Bin	Color Start	Color End
6 - Soft Dems	All	All	All	All	All	All	All	All	-50%	+50%

State	DMA	CD	County	State Legislative District	State Senate District	HispanicDistricts
All	All	All	All	All	All	All

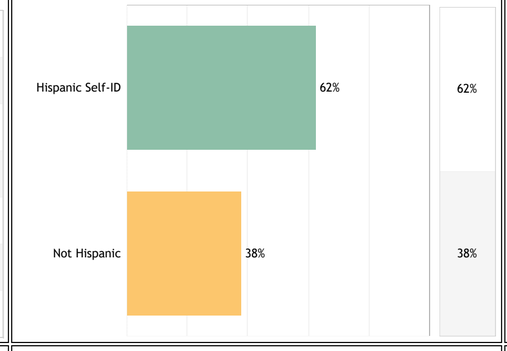
Global Controls

TurnoutBin_.. All
Universe-Gl.. All
ColorToggle Generic Congressional

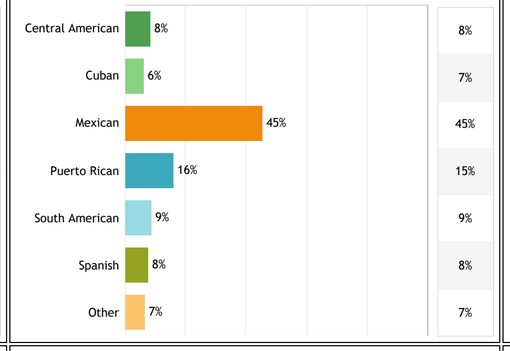
Universes



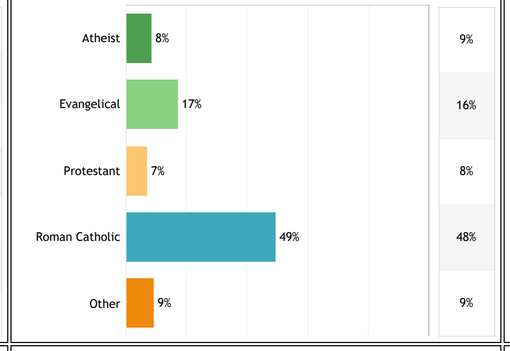
Hispanic Self-ID Model



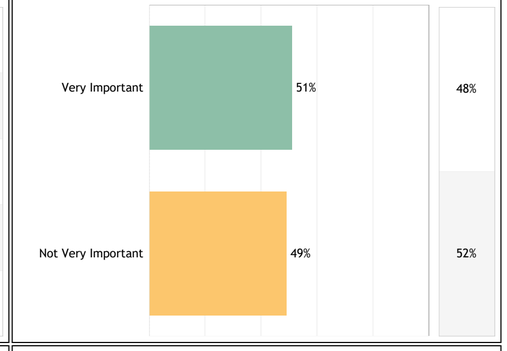
Hispanic Model



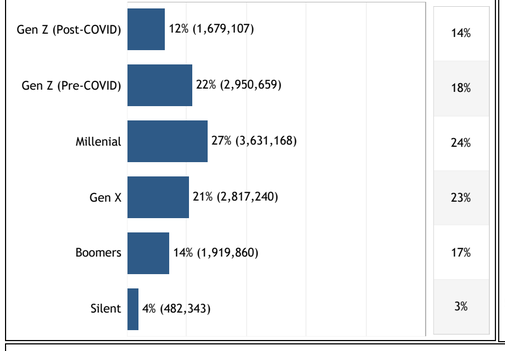
Religion Model



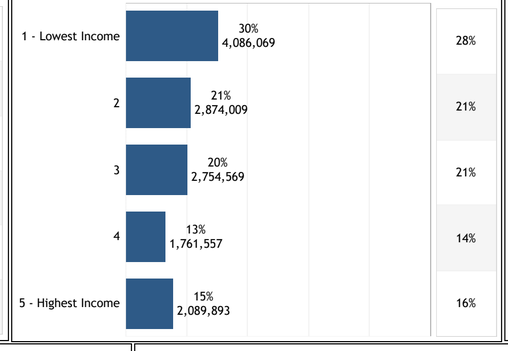
Political Personal Importance



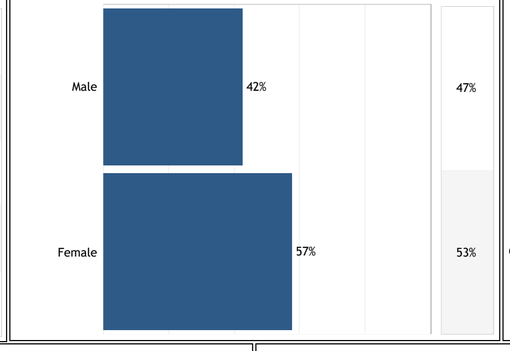
Age



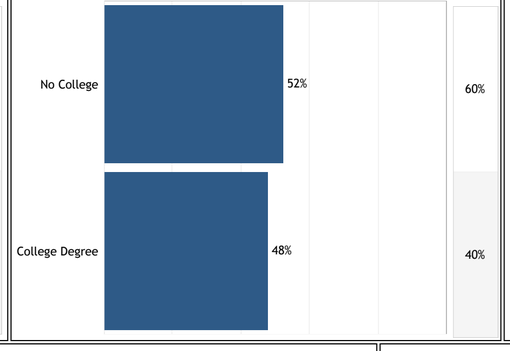
Income



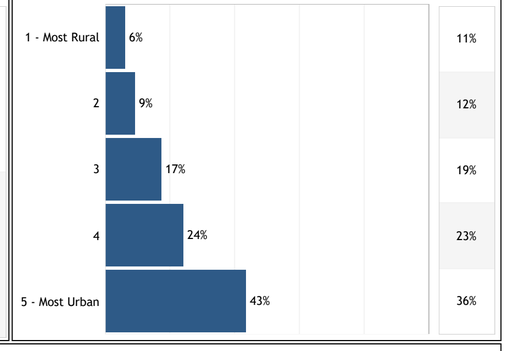
Gender



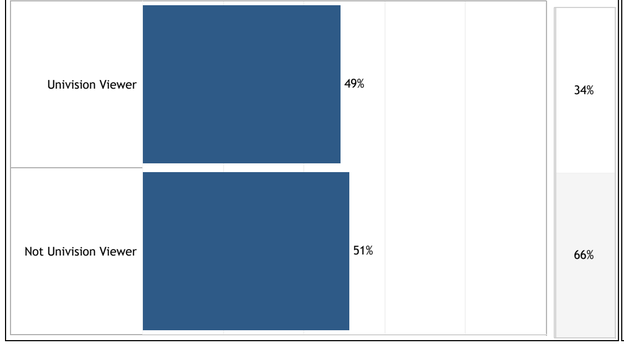
Education Model (Bachelor's Degree)



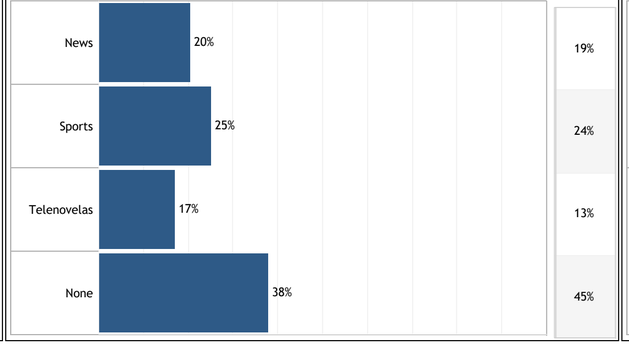
Population Density



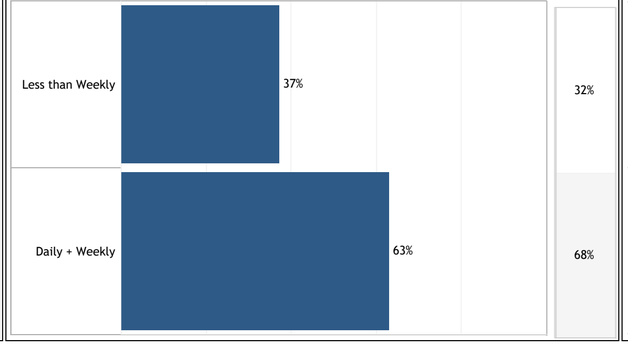
Univision Viewers



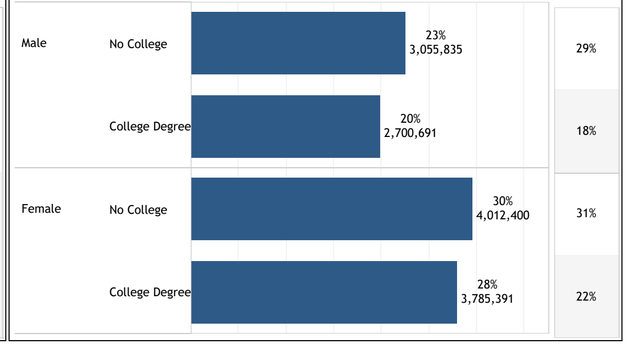
Univision Programming Type



YouTube Viewership



College x Gender



Voters: 13,566,097
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Universe	Frameworks	TurnoutBin	Hispanic Bin	Univision Viewer	Show Type	YouTube Bins	Spanish Langua..	College Bin	Color_Net
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State	DMA	CD	County	State Legislative District	State Senate District	HispanicDistricts
All	All	All	All	All	All	All

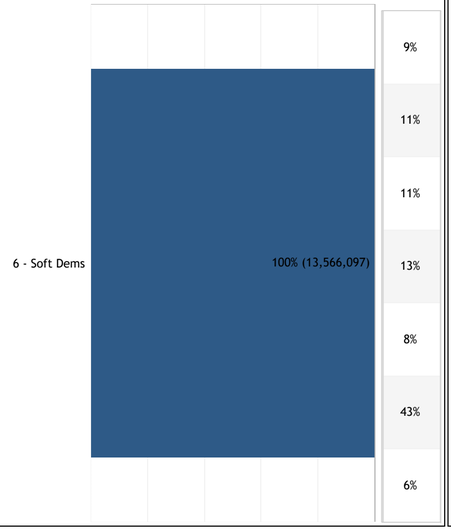
Global Controls

TurnoutBin_.. All

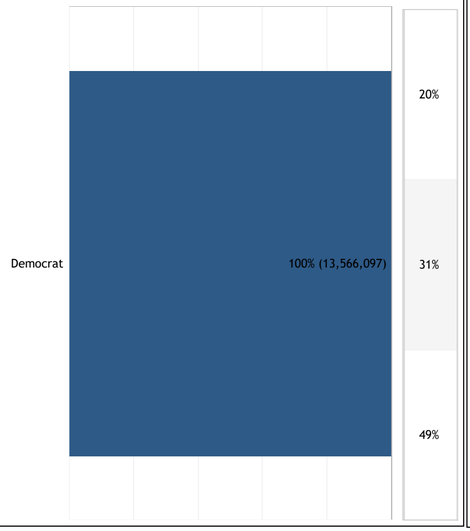
Universe-Gl.. All

ColorToggle Generic Congressional

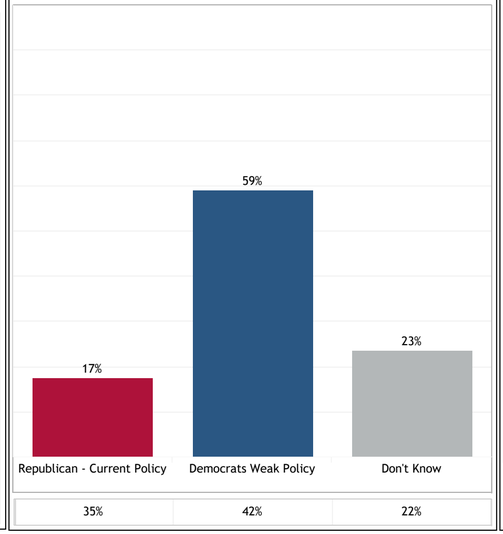
Universes



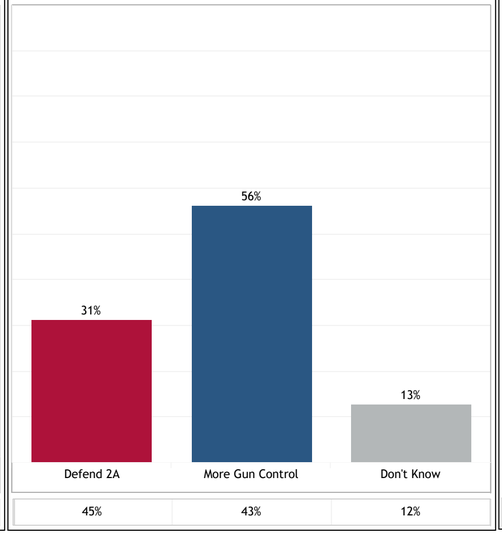
Frameworks



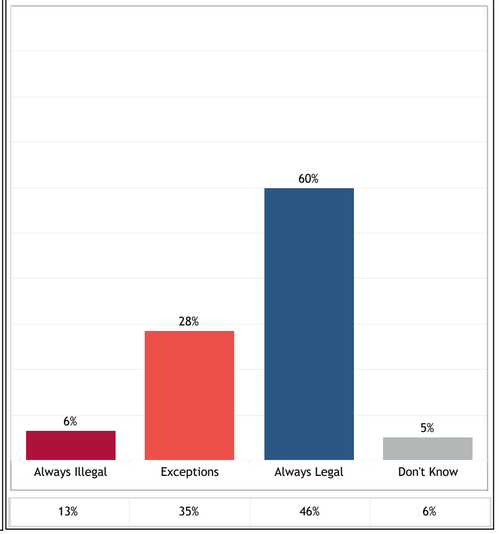
Republican vs Democrat Framing Model



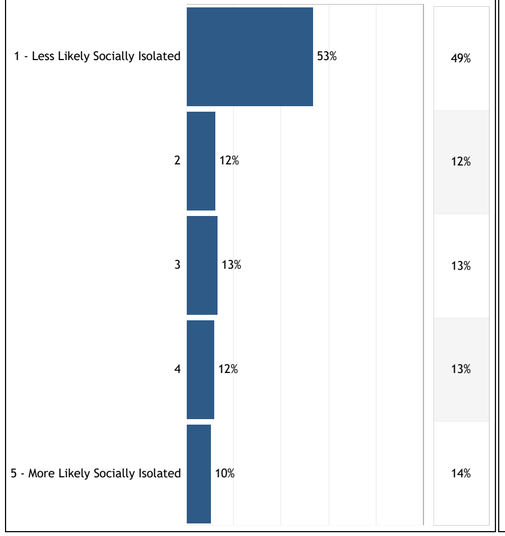
Second Amendment Model



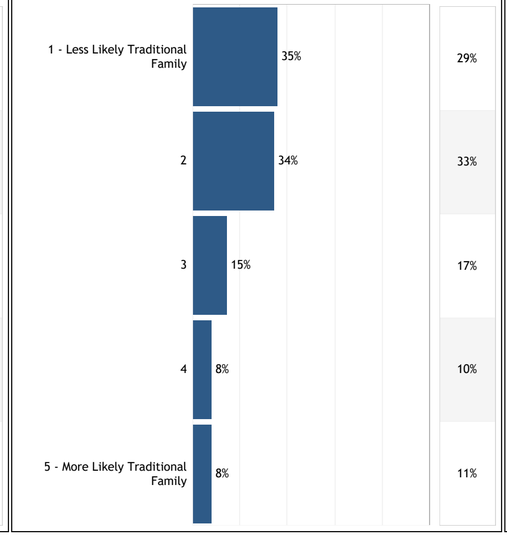
Abortion Model



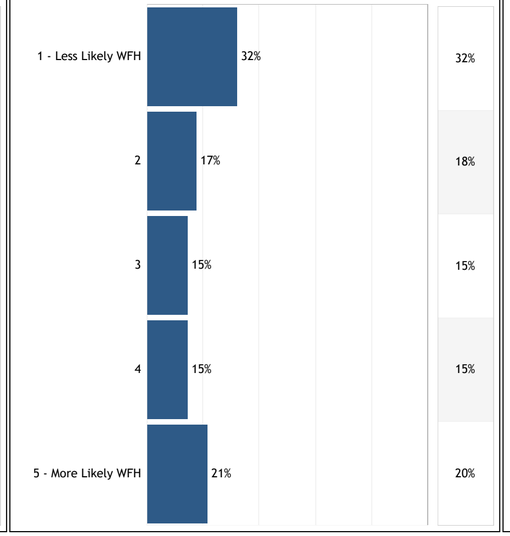
Social Isolation



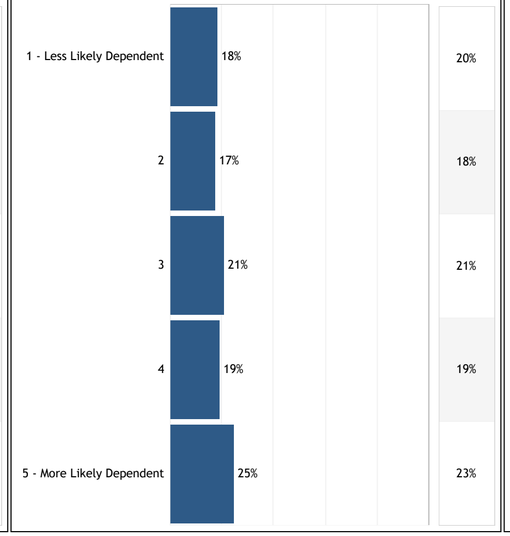
Traditional Family



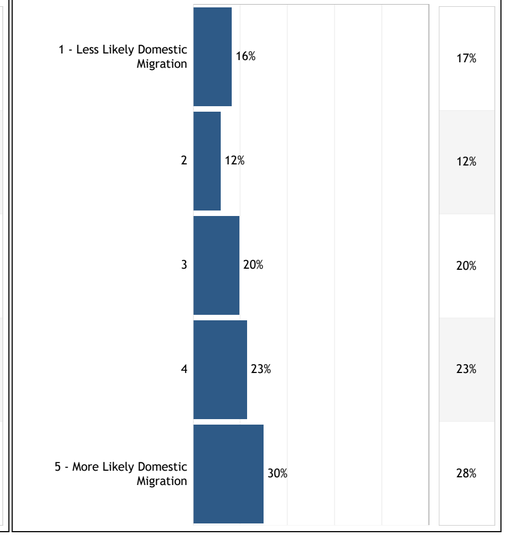
Work From Home



Adult Dependency



Domestic Migration



Voters: 13,566,097
Turnout: 48%

6 - Soft Dems	13,566,097

Universe	Frameworks	TurnoutBin	Spanish Language	Hispanic Bin	YouTube Bins	Univision Viewer	Show Type	College Bin
6 - Soft Dems	All	All	All	All	All	All	All	All

State	DMA	CD	County	State Senate District	State Legislative District	HispanicDistricts
All	All	All	All	All	All	All

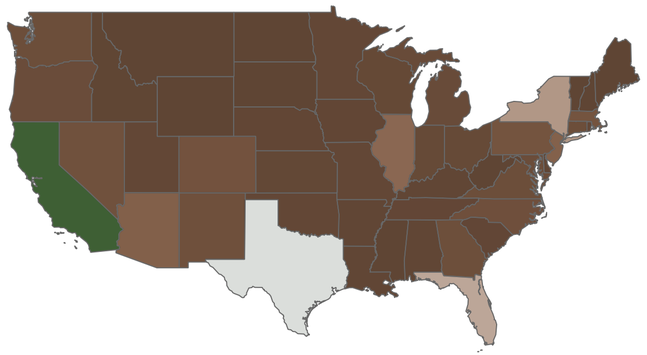
Global Controls

TurnoutBin_.. All

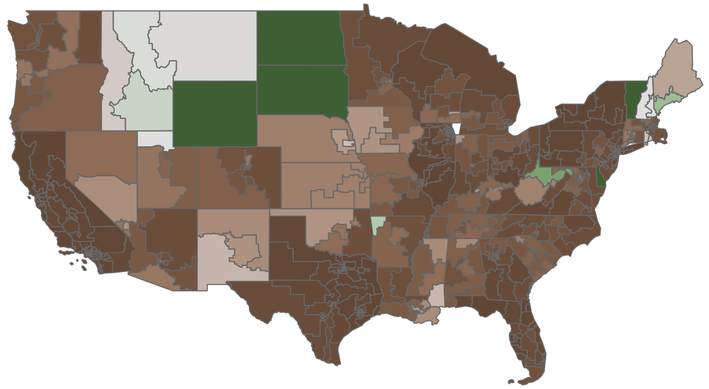
Universe-Gl.. All

ColorToggle Generic Congressional

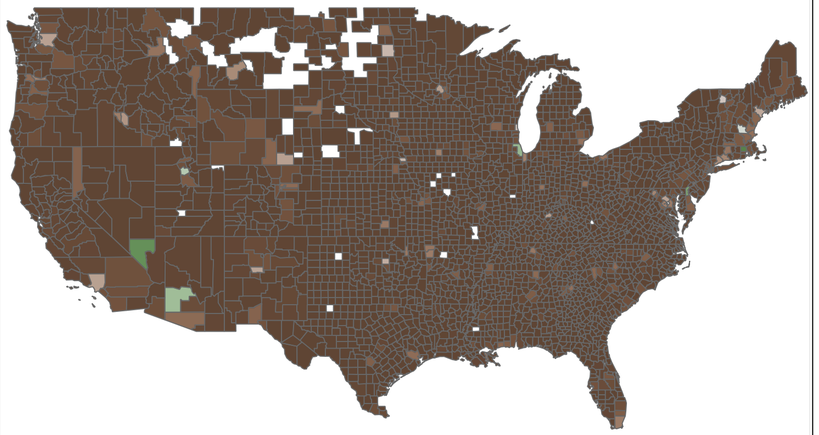
Concentration by State



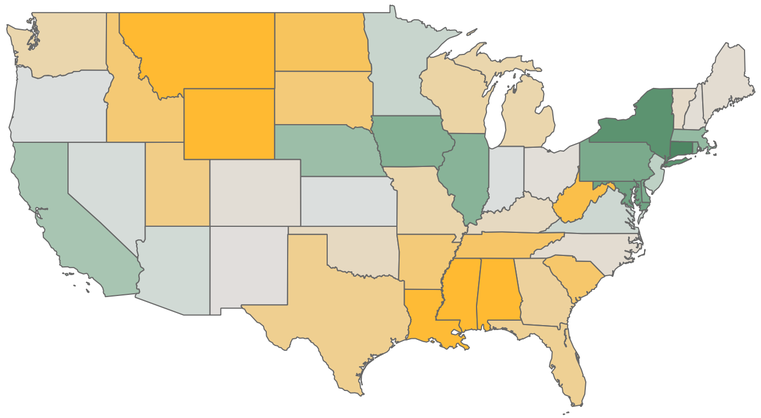
Concentration by CD



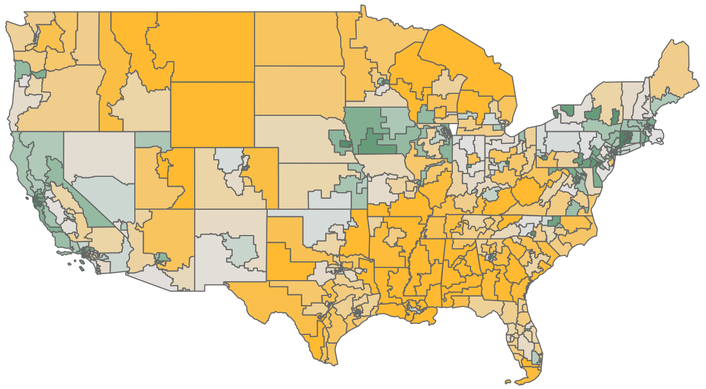
Concentration by County



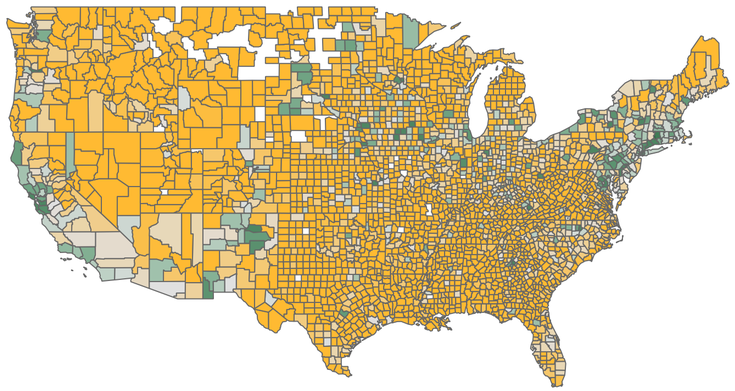
State Index



CD Index



County Index



7 - Democrats

Voters: 2,019,620
Turnout: 67%

7 - Democrats 2,019,620

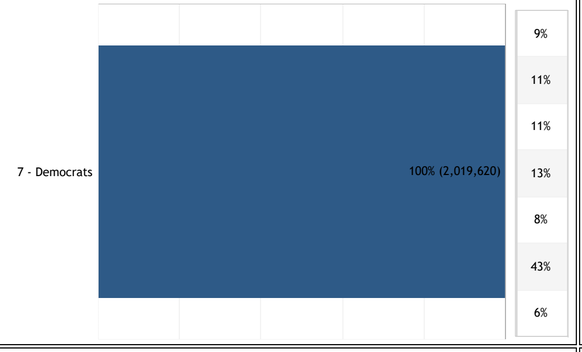
Universe	Frameworks	TurnoutBin	Hispanic Bin	Spanish Language	Univision Viewer	YouTube Bins	Show Type	College Bin	Color_Net
7 - Democrats	All	All	All	All	All	All	All	All	-50% +50%

State	DMA	CD	County	State Legislative District	State Senate District	HispanicDistricts
All	All	All	All	All	All	All

Global Controls

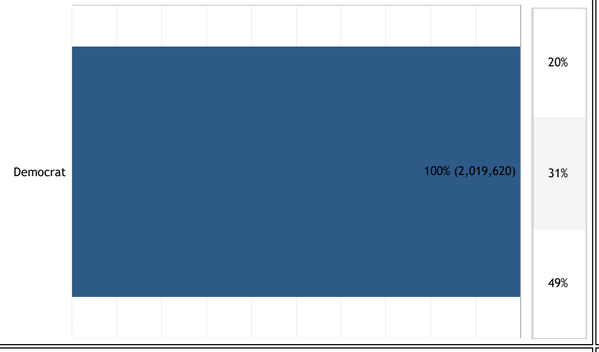
TurnoutBin_.. All
Universe-Gl.. All
Net Color Generic Congressional

Universes



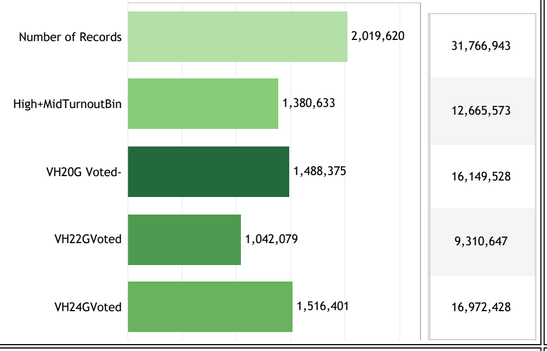
7 - Democrats	9%
	11%
	11%
	13%
	8%
	43%
	6%

Frameworks



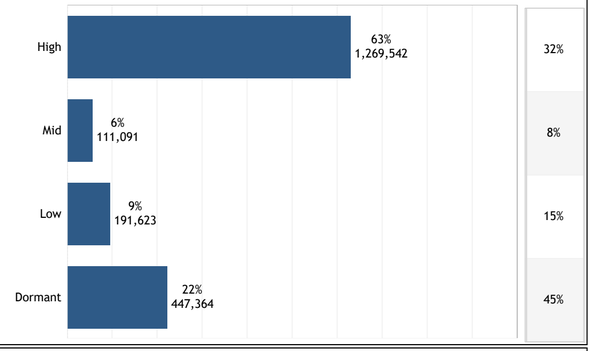
Democrat	20%
	31%
	49%

Turnout Statistics



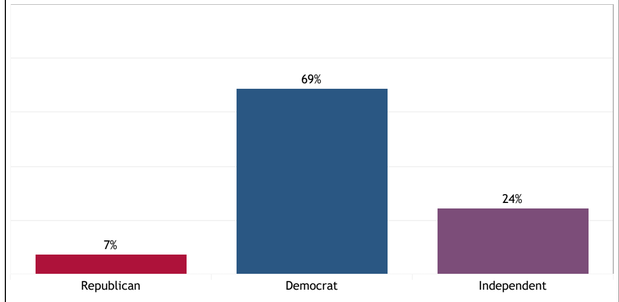
Number of Records	31,766,943
High+MidTurnoutBin	12,665,573
VH20G Voted-	16,149,528
VH22GVoted	9,310,647
VH24GVoted	16,972,428

Turnout Bin



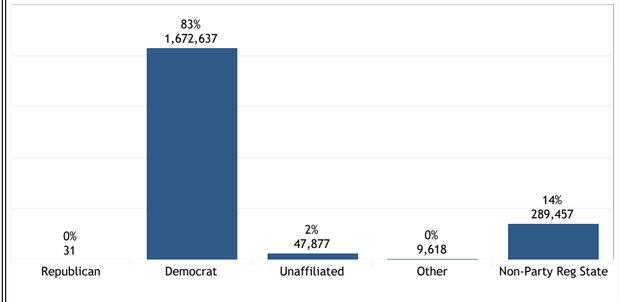
High	32%
Mid	8%
Low	15%
Dormant	45%

Party Self-ID Model



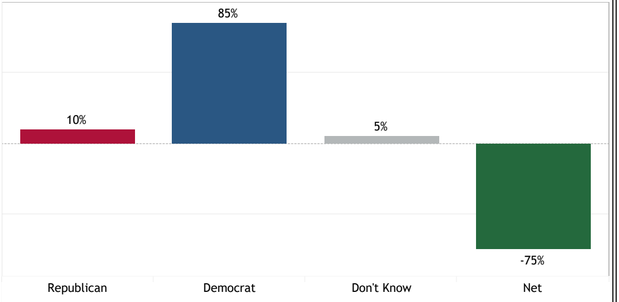
Republican	Democrat	Independent
27%	39%	34%

Official Party



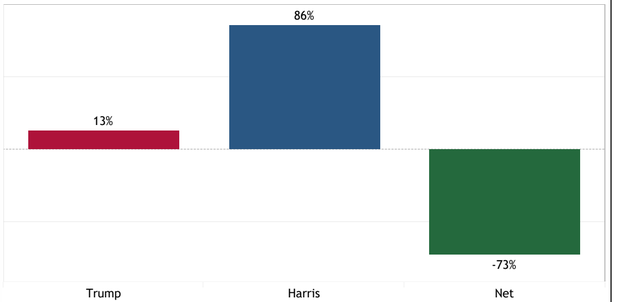
Republican	Democrat	Unaffiliated	Other	Non-Party Reg State
29%	23%	4%	31%	14%

Generic Congressional Ballot Model



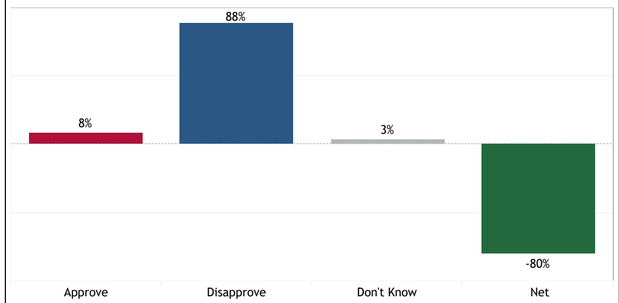
Republican	Democrat	Don't Know	Net
35%	54%	11%	-19%

2024 Presidential Recall Model



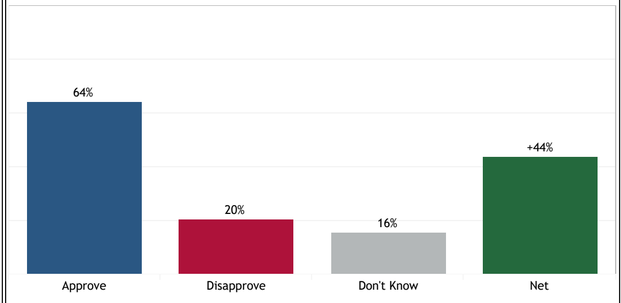
Trump	Harris	Net
40%	58%	-18%

Trump Job Approval Model



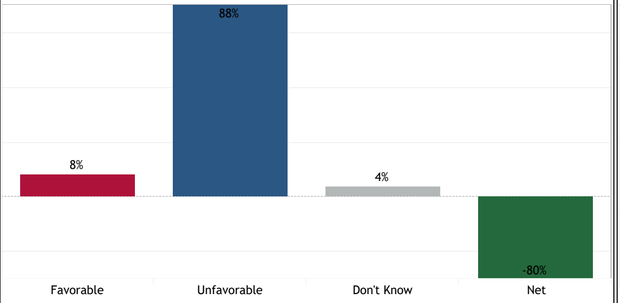
Approve	Disapprove	Don't Know	Net
29%	64%	7%	-35%

Biden Retroactive Job Approval Model



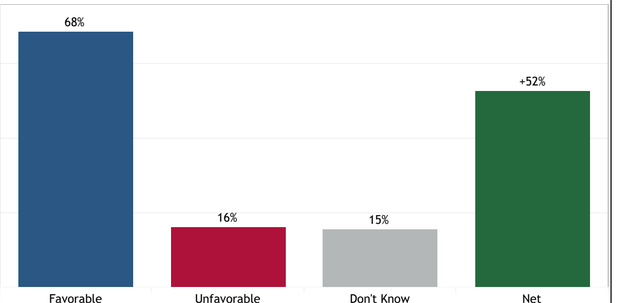
Approve	Disapprove	Don't Know	Net
37%	47%	16%	-11%

Trump Image Model



Favorable	Unfavorable	Don't Know	Net
30%	62%	9%	-32%

Harris Image Model



Favorable	Unfavorable	Don't Know	Net
36%	45%	19%	-9%

Voters: 2,019,620
Turnout: 67%

7 - Democrats 2,019,620

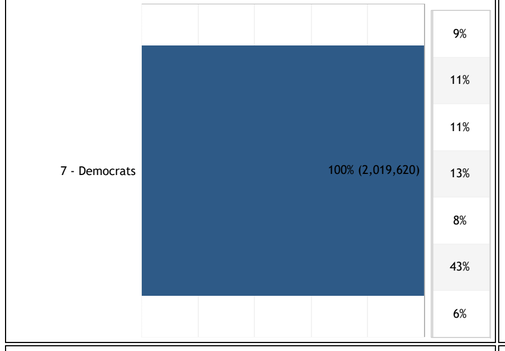
Universe	Frameworks	TurnoutBin	Hispanic Bin	Spanish Language	Univision Viewer	Show Type	YouTube Bins	College Bin	Color Start	Color End
7 - Democrats	All	All	All	All	All	All	All	All	-50%	+50%

State	DMA	CD	County	State Legislative District	State Senate District	HispanicDistricts
All	All	All	All	All	All	All

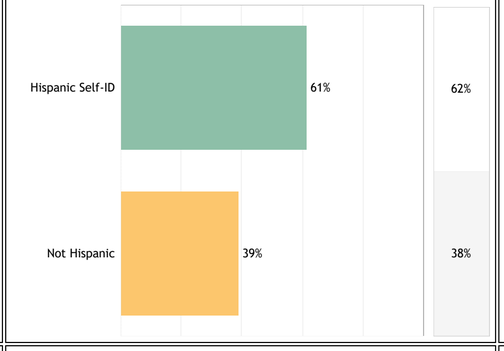
Global Controls

TurnoutBin_.. All
Universe-Gl.. All
ColorToggle Generic Congressional

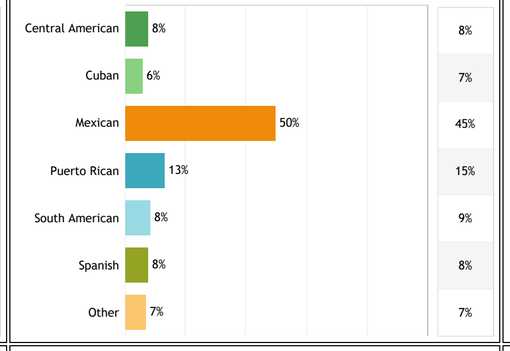
Universes



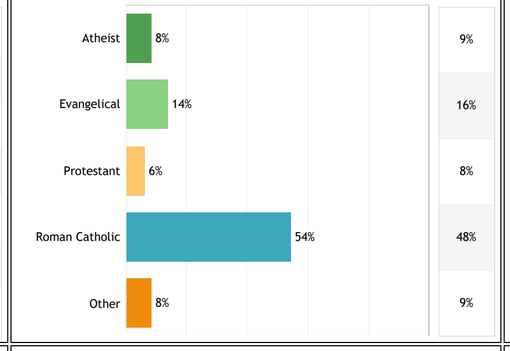
Hispanic Self-ID Model



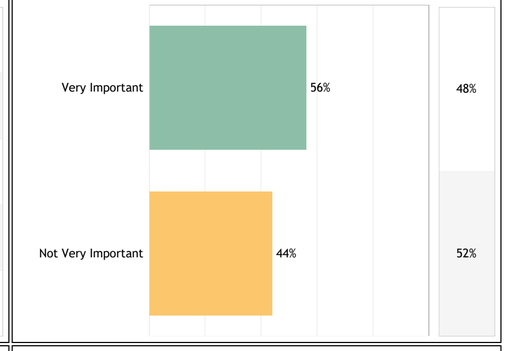
Hispanic Model



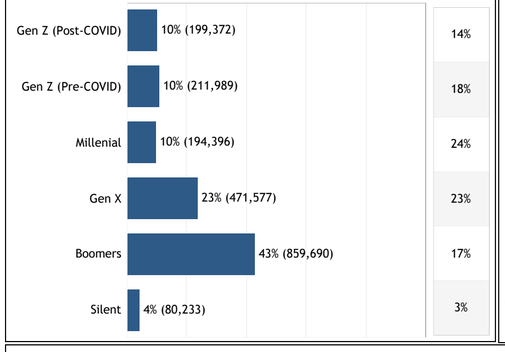
Religion Model



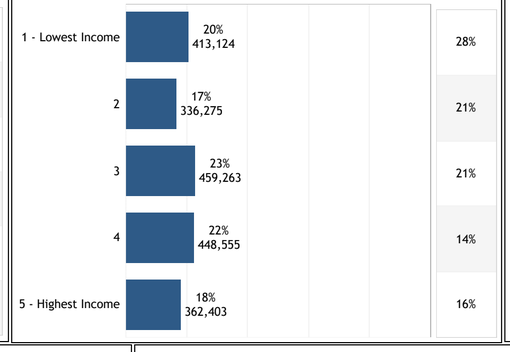
Political Personal Importance



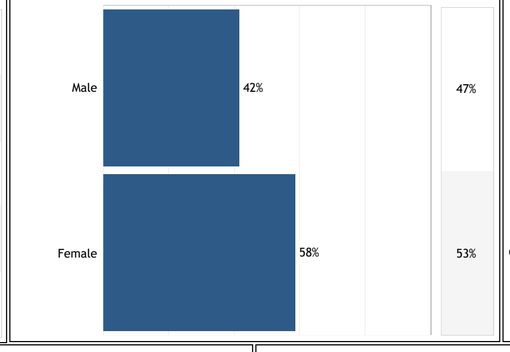
Age



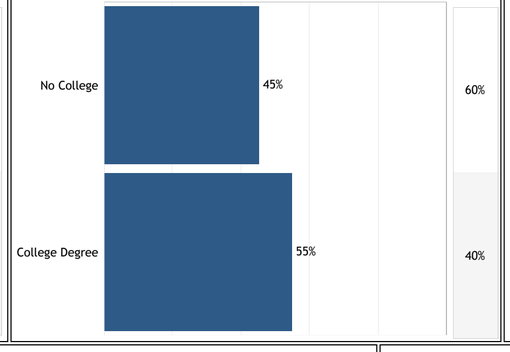
Income



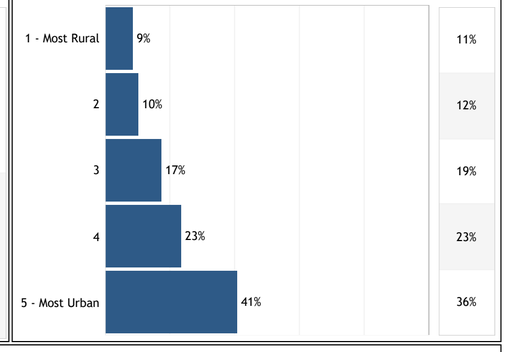
Gender



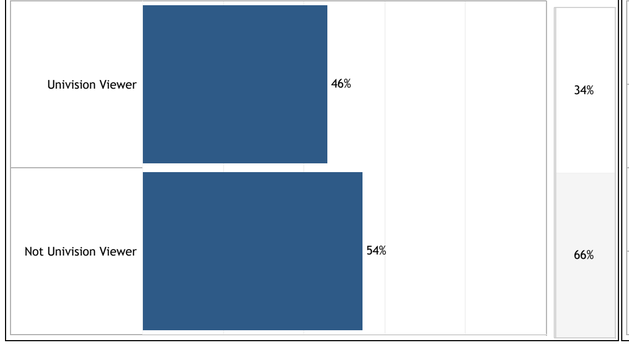
Education Model (Bachelor's Degree)



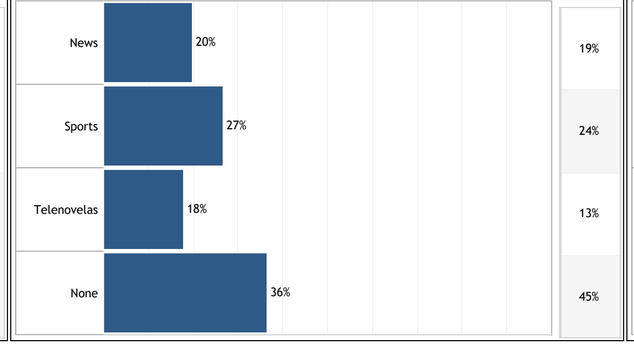
Population Density



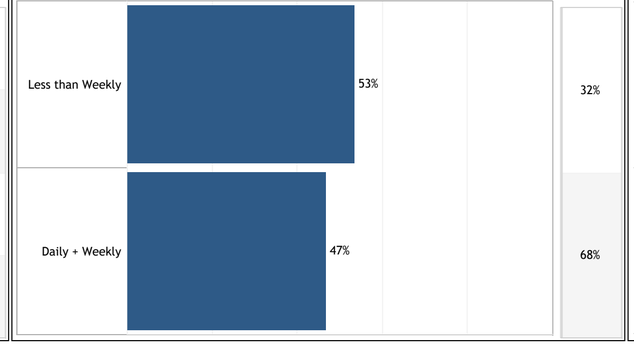
Univision Viewers



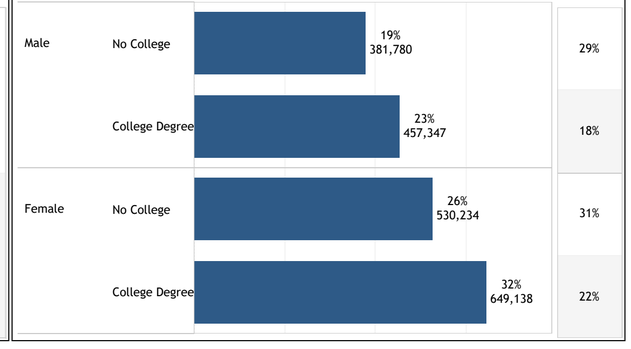
Univision Programming Type



YouTube Viewership



College x Gender



Voters: 2,019,620
Turnout: 67%

7 - Democrats	2,019,620

Universe	Frameworks	TurnoutBin	Hispanic Bin	Univision Viewer	Show Type	YouTube Bins	Spanish Langua..	College Bin	Color_Net
7 - Democrats	All	All	All	All	All	All	All	All	-50% +50%

State	DMA	CD	County	State Legislative District	State Senate District	HispanicDistricts
All	All	All	All	All	All	All

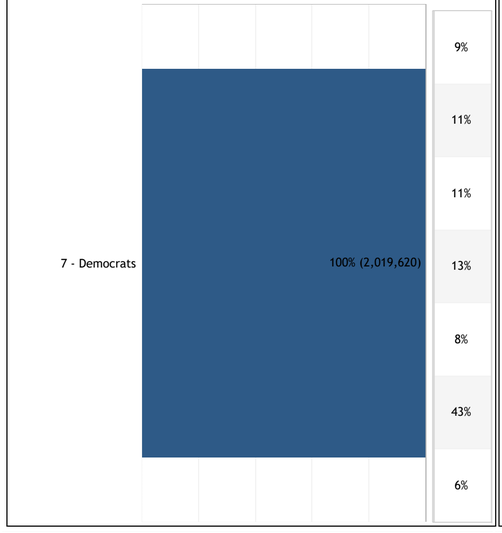
Global Controls

TurnoutBin_.. All

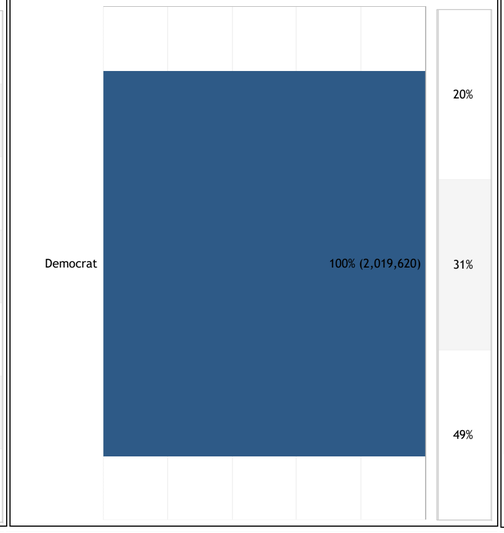
Universe-Gl.. All

ColorToggle Generic Congressional

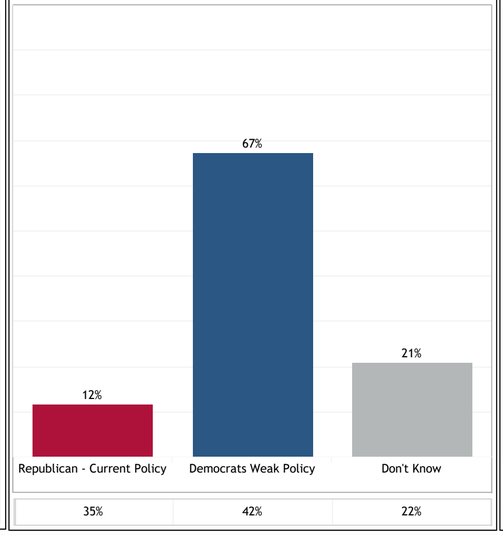
Universes



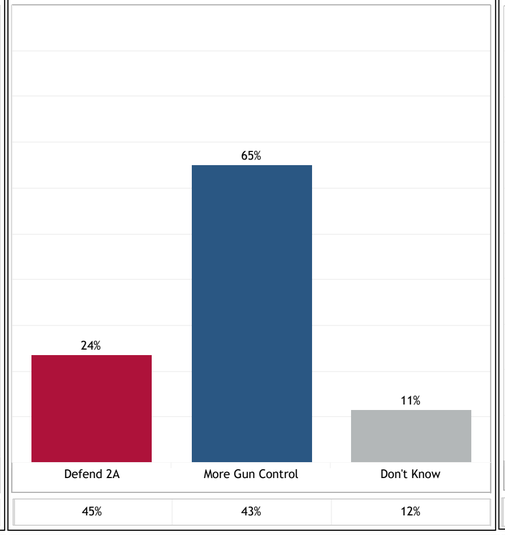
Frameworks



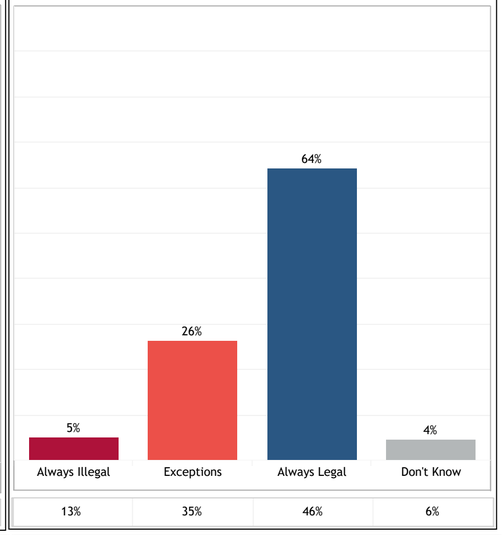
Republican vs Democrat Framing Model



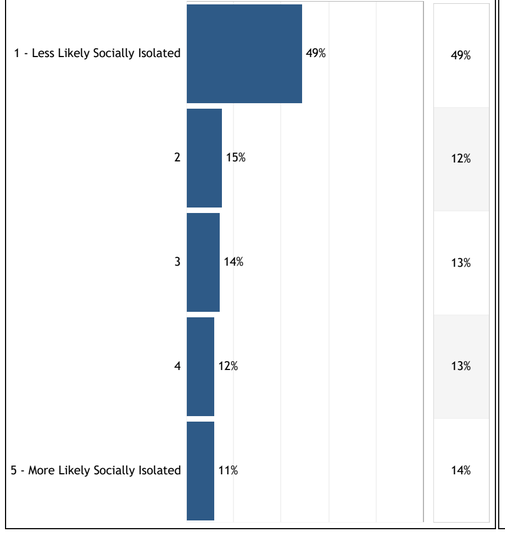
Second Amendment Model



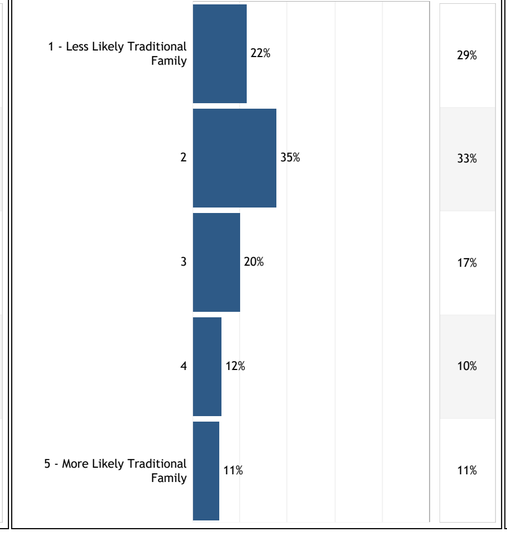
Abortion Model



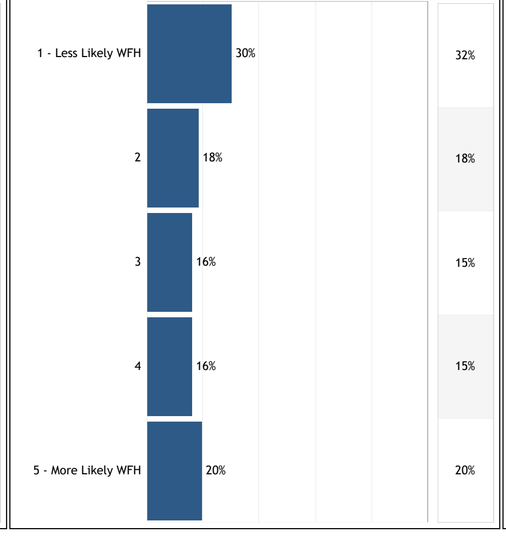
Social Isolation



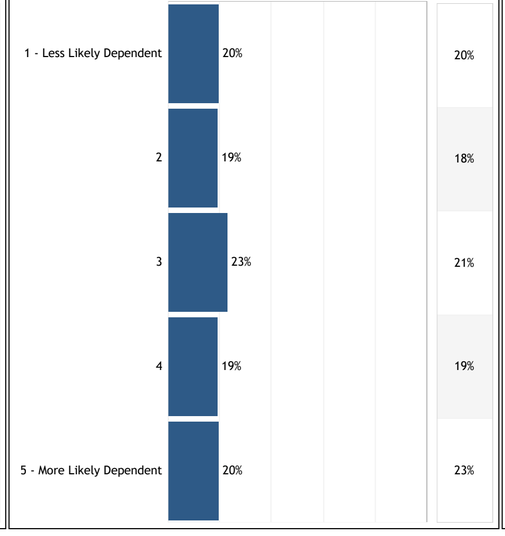
Traditional Family



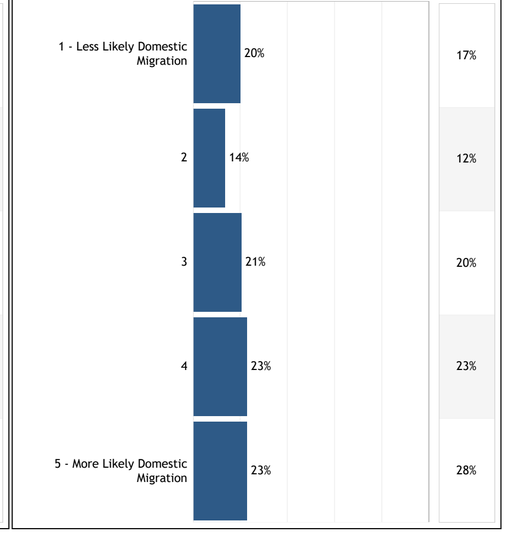
Work From Home



Adult Dependency



Domestic Migration



Voters: 2,019,620
Turnout: 67%

7 - Democrats	2,019,620

Universe	Frameworks	TurnoutBin	Spanish Language	Hispanic Bin	YouTube Bins	Univision Viewer	Show Type	College Bin
7 - Democrats	All	All	All	All	All	All	All	All

State	DMA	CD	County	State Senate District	State Legislative District	HispanicDistricts
All	All	All	All	All	All	All

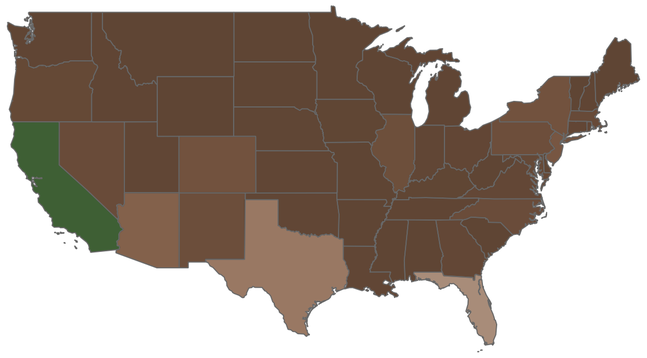
Global Controls

TurnoutBin_.. All

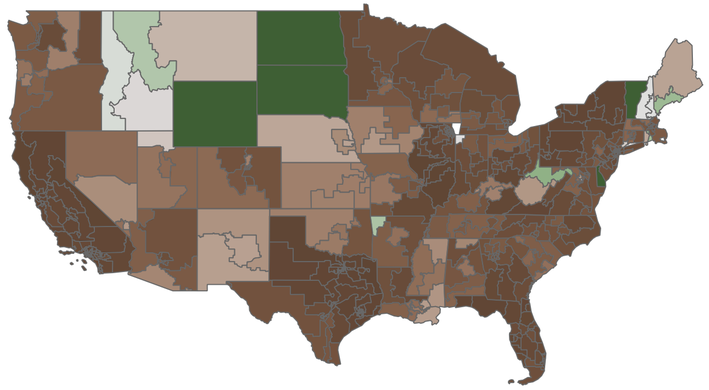
Universe-Gl.. All

ColorToggle Generic Congressional

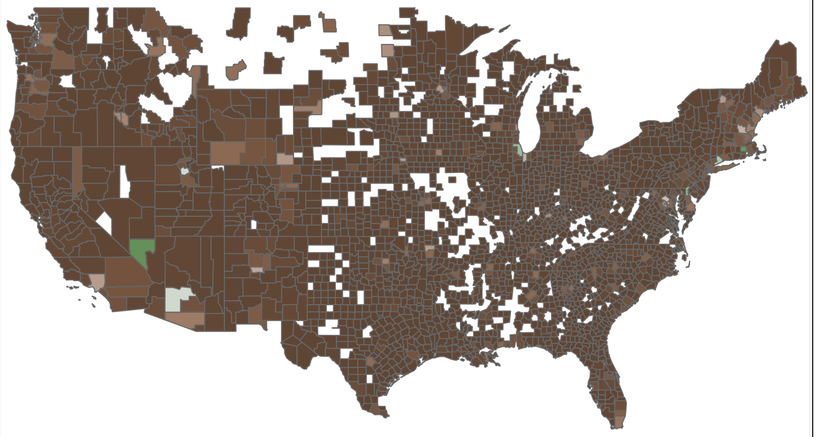
Concentration by State



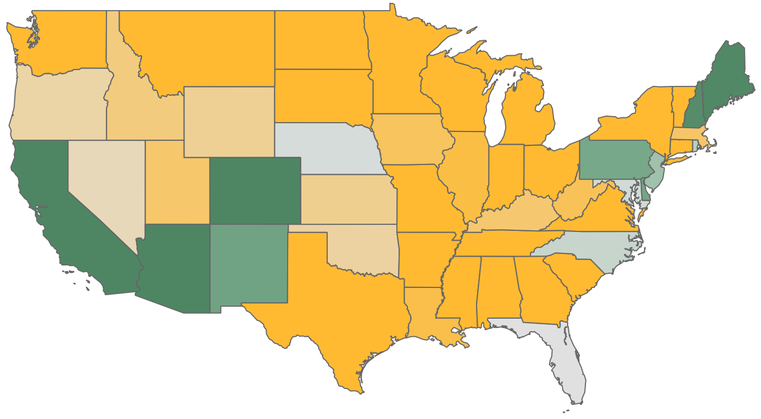
Concentration by CD



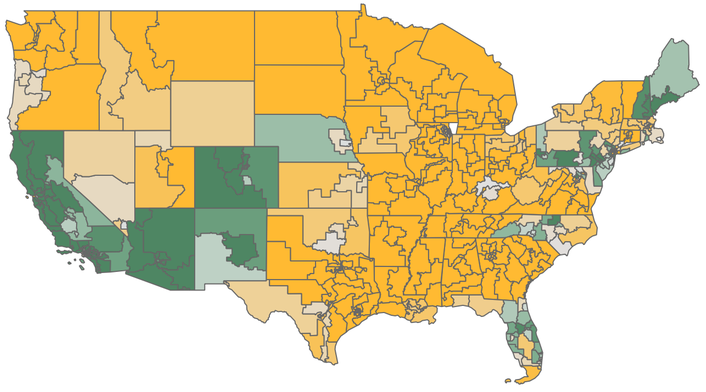
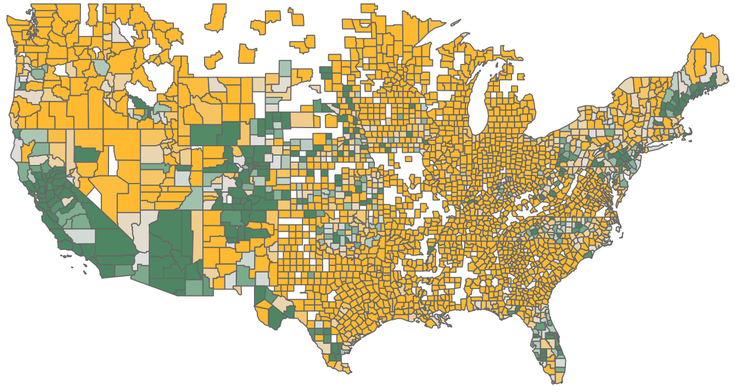
Concentration by County



State Index



CD Index



County Index