



**To:** Interested Parties  
**From:** Daniel Alegre, CEO of TelevisaUnivision  
**RE:** Hispanic Voters Show Spikes in Engagement Following Presidential Town Halls with Univision  
**Date:** October 23, 2024

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This month, Univision hosted town halls with Vice President Kamala Harris and former President Donald Trump to hear first-hand from the candidates where they stand on the biggest issues impacting Hispanic Americans across the country—including the economy, health care, immigration, access to abortion, and the future of our democracy.

As the leading Spanish-language media company in the U.S., TelevisaUnivision's mission is clear: to inform, empower and entertain our community. At this pivotal moment, with the 2024 election just weeks away, this mission has never been more important.

Univision's town halls proved what we at the network already know to be true: engaging Spanish-dominant and bilingual voters in Spanish pays measurable dividends for the candidates who choose to engage. In an election cycle where 53% of Latinos say that they need more information on the candidates to make their decision, and 73% saying that they appreciate when candidates speak to them in Spanish, both candidates saw bumps in voter support among viewers who watched their town halls.

The town halls were particularly impactful in reaching eligible Latino voters at a time when the contest between Harris and Trump to win Hispanic votes is growing increasingly competitive. [Fewer Latinos align](#) with the Democratic party today, and [nearly half](#) of Hispanic voters across key battleground states are likely to vote for a party they typically haven't voted for in the past—focusing on the issues and policies, not on the political party.

Still, numerous polls conducted in battleground states reveal a persistent lack of engagement by political campaigns and candidates. In fact, a majority of Hispanic voters in battleground states have still had no contact from either campaign or a related organization. Univision's town halls presented an opportunity for many to tune in and learn more.

Spanish-language TV continues to rank as the number one most popular news source among Spanish-dominant likely voters. Research also shows that key Hispanic swing voters over-index on speaking Spanish at home—making direct Spanish-language targeting all the more important. Spanish-language campaign outreach can also have a symbolic impact on Latino voters. 85% of Latino voters in battleground states agree that the use of Spanish in a campaign signals a politician is interested in their vote, and 82% agree it signals a politician is interested in Hispanics and their community.

TelevisaUnivision Consumer Strategy & Insights, in collaboration with Media Predict, conducted two polls immediately following each town hall. The polling found that for both candidates, the town halls produced a boost in enthusiasm and likeness to vote among Hispanics who watched the events. Nearly 75% of Hispanics who watched the Harris town hall and 64% of Hispanics who watched the Trump town hall said that watching the event made them more likely to vote. Reaching these voters where they



are—in Spanish and with messaging that resonates with the issue they care about—boosts candidate appeal among this vital electorate.

*This memo outlines TelevisaUnivision's polling results conducted among Hispanic likely voters ages 18+. The Harris town hall polling surveyed 1,462 Hispanic likely voters between 10/11 and 10/13. The Trump town hall polling surveyed 1,667 Hispanic likely voters between 10/17 and 10/18.*

**Hispanic viewers became more likely and more excited to vote after watching Univision's Townhall with Democratic nominee Kamala Harris, polling reveals.**

- Direct engagement with Hispanic voters works—and drives voter enthusiasm. After watching the Harris Town Hall, 3 in 4 viewers (73%) said that they became more likely to vote and more excited to vote. Among town hall viewers, Harris saw a lift of +5 points in Hispanics that said they are definitely voting for her.
- Nearly two-thirds of viewers (63%) said they had a more favorable view of her after watching the town hall. 71% of all respondents agreed that having a town hall available in Spanish made it easier for them to get to know whether the candidate understands the problems facing people like themselves.
- Hispanic voters are up for grabs, and the political campaigns who engage them can and will win their votes. Hispanic voters who watched the town hall are much more likely to be crossover voters, with 56% of town hall viewers saying that they were somewhat or very likely to vote for a candidate from a political party that they typically have not voted for in the past – in comparison to 32% of Hispanics who did not watch the town hall.

**After watching Univision's town hall with Republican nominee Donald Trump, Hispanic viewers are more likely and more excited to vote and feel more informed about the candidates and political parties than those who didn't watch the townhall, polling finds.**

- After watching the Trump Town Hall, 64% of viewers said that they became more likely to vote and 60% of viewers said they became more excited to vote. In addition, Hispanics who watched the town hall on average feel more informed about the candidates than those who did not watch the town hall.
- 40% of viewers said they had a more favorable view of Trump after watching his town hall and 41% said it made them more likely to vote for him. 60% of all respondents agreed that having a town hall available in Spanish made it easier for them to get to know whether the candidate understands the problems facing people like themselves.
- Hispanic voters who watched the Trump town hall are also more likely to be crossover voters, with 53% of town hall viewers saying that they were somewhat or very likely to vote for a candidate from a political party that they typically have not voted for in the past – in comparison to 37% of Hispanics who did not watch the town hall.



**Across the board, research shows that Hispanic voters need more information about candidates and parties—and appreciate when politicians engage with them in Spanish on the issues that matter most to them.**

- Across key battleground states, [more than half](#) (53%) of Hispanic voters need more information about the candidates and their positions on the issues to make voting decisions. [54% of Hispanics](#) in key battleground states say they don't have all the party information they need.
- Three in five Hispanics say that political parties and candidates who advertise in Spanish are proving that they want their vote. They tend to rank political advertising as a more influential source of information than non-Hispanics, and one in three Hispanics say that they pay more attention to political ads and messages that are in Spanish.
- Hispanic voter registration totals exceed the anticipated margin of victory in seven Presidential swing states, 13 Senate races, and 45 House races—meaning these could be the deciding votes on races up and down the electoral ballot.
- Political advertising works: one in five Hispanic voters say political ads have actually changed their opinions on candidates. And in an election that could come down to the slimmest of margins in a number of must-win battleground states, those are the votes that will make the difference.

*Spanish-speaking Latinos will be key voters to win over this election cycle. Many are still undecided and more than ever before fall into the category of swing voters. Univision's town halls prove that these voters are prime for further engagement from the candidates who wish to earn their votes. This is why political campaigns need to act now. With early voting already underway, Hispanic voters need information on candidates and the issues to be able to make voting decision. With less than two weeks left before November 5, campaigns should be using every tool at their disposal to reach and engage Hispanic voters in order to make a difference on Election Day.*

**Here's how TelevisaUnivision can support campaigns in swing states to reach and influence undecided Hispanic voters in Spanish language and support GOTV efforts:**

**TelevisaUnivision's proprietary House Graph is a one-of-one targeting tool**

- 90% of US Hispanic Households (18 million)
- 400 million+ verified and validated device IDs
- 86% data accuracy "Trustscore" verified by Truthset
- Billions of unique interest graph targeting factors

**Our data model of the US Hispanic registered voter population, including an "Issue Intensity Index" to map and segment US Hispanic voters, particularly in the swing states**

- 37,000 Spanish-speaking registered Hispanic voters
- 72 question survey with 7 million+ responses
- All data work done since January 2024 and continually updated through present day



- Data mapped the Hispanic voter population to specific House Graph factors on 25 issues that move persuadable voters to create the “Issue Intensity Index”
- Every swing state Hispanic voter is mapped and segmented in our system
- We can also onboard campaign data to match to the House Graph if preferred

**Together, these capabilities allow us to offer the most effective targeting and GOTV support available to reach, persuade and activate Hispanic voters**

- Utilize the House Graph to match walk-lists to TU Household Graph to identify relevant Spanish Speaking Households and translate the Walk-List into a custom audience for activation and audience profile
- “Warm” targeted households before visit with custom tailored and targeted streaming ads and mobile re-marketing campaigns
- Door Knock response inputs can be utilized for re-targeting by capturing click-thru and completion data for future optimization
- Follow up with tailored mobile display ad linking to desired landing page (ballot request, petition, etc.)
- Engage via targeted streaming ads through Election Day