

New Research Shows Georgia's Hispanic Voters Are Up for Grabs Ahead of 2024 Election Day

Cost of living, inflation, and the economy top the list of concerns for likely Hispanic voters in the Peach State.

(Miami, FL) – August 15, 2024 - TelevisaUnivision Consumer Strategy & Insights, in collaboration with Media Predict, released new research providing insights into the issues driving likely Hispanic voters in the Peach State. The research conducted by TelevisaUnivision's sales division offers a detailed profile of Georgia Hispanics who tend to be younger, have larger households, and are more likely to have children and rent their homes compared to non-Hispanics. Nearly half of Hispanic registered voters are between 18-34 years old; 53% are ages 35+.

The research surveyed 1,037 likely voters in Georgia from July 15-28 and shows that cost of living, inflation, economy/jobs, affordable housing, and healthcare are the top issues for the state's key demographic of Hispanic voters. However, Georgia Latinos say they need more information about the candidates and their positions on the issues, highlighting an urgent need for campaigns to engage Hispanic voters, including in Spanish.

"In a state where the 2020 presidential election was decided by just over 11,000 votes, and more than 300,000 Latinos are expected to turn out to vote in 2024, candidates would be wise to use every tool at their disposal to reach and win Georgia's Latino voters," said Michele Day, Senior Vice President of the Political, Advocacy, and Government Group at TelevisaUnivision, "Four in five Georgia Hispanics say they appreciate when candidates reach out to them in Spanish, and our latest research shows that 54% don't have all the party information they need to make a voting decision in November. The map to the White House goes through Georgia and even after President Biden's exit from the race, 40% are not completely certain of their candidate choice, and even more are open to crossing over to vote for a candidate from the opposite party."

Following President Biden's announcement exiting the presidential race, the research reveals a slight increase in support for Kamala Harris among Hispanic voters, with 38% "definitely" backing her compared to 36% pre-announcement. Hispanic support for Democrats now surpasses that of non-Hispanics. Conversely, Donald Trump's definite support among Hispanics declined from 14% pre-announcement to 10% post-announcement.

Despite these changes, 40% of Hispanic voters remain uncertain about their candidate choice, indicating a significant portion of the electorate is still persuadable. This data underscores the

TelevisaUnivision Consumer Strategy & Insights is dedicated to developing comprehensive research and insights for commercial purposes. Our primary objective is to provide political advertising stakeholders with a deeper understanding of the Hispanic electorate in the markets we serve. It is important to note that our work is separate from and does not represent the work of TelevisaUnivision News. Our focus remains solely on delivering valuable data and analysis to inform and guide political media strategies and decisions.

dynamic nature of voter preferences and the potential impact of ongoing campaign efforts in Georgia.

The research also showed that 60% of the state's voters are still not completely certain about their vote for President, which could prove critical to securing the Peach State's six electoral votes.

The latest batch of research also sheds light on issues top of mind for Hispanics. Insights include:

- Just 37% of Hispanic voters in Georgia believe the U.S. is heading in the right direction.
- 74% are concerned about the U.S. federal government's spending deficit..
- 64% of Georgia Hispanics say we should provide a pathway to legal status including citizenship for undocumented immigrants who have been in the U.S. and have not committed a serious crime (vs. 54% non-Hispanics).
- Georgia Hispanic voters are more likely to support the U.S. government providing expanded benefits and entitlements (62% vs. 59% non-Hispanics).
- 51% of voters believe homelessness (vs. 45% non-Hispanic) and crime are serious problems where they live.
- Hispanics are far more likely to feel action should be taken on climate change, even if it means significant restrictions on personal transportation (59% vs. 43% non-Hispanic) or increases in taxes or gas and electricity expenses (52% vs. 36% non-Hispanic).

The new Georgia research arrives at a crucial time for campaigns in the state. Democrats and Republicans are competing for support from Georgia's 412,000-plus registered Hispanic voters – 6% of all registered voters – in a state where 41% of Hispanic voters are registered as independents/other party. Notably, when asked about the likelihood of voting for a candidate from a political party they typically haven't voted for in the past, 45% of Georgia Hispanics said they were very likely or somewhat likely to do so, compared to 26% of non-Hispanics.

As the 2024 election cycle continues, TelevisaUnivision plans to release more research around Hispanic voters in key states—offering critically-important insights as the election cycle intensifies.

Hispanics are the second fastest-growing racial and ethnic group in the U.S. electorate since the last midterm elections, with an estimated 36.2 million eligible U.S. Hispanic voters this year.

To access the latest research or request more information, please reach out to political@univision.net.

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