UNIVISION & MEDIA PREDICT

2020 PRESIDENTIAL ELECTION TRACKER

Nevada A18+
November 2019
OBJECTIVES

• Assess general sentiment toward current 2020 presidential candidates

• Measure current landscape of the Democratic nominee for president, including likelihood to vote

• Understand key issues and their degree of importance as motivators to vote

METHODOLOGY

• Online survey of 1,101 registered voters 18+

<table>
<thead>
<tr>
<th>A18+</th>
<th>458 Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(245 SpanDom/Bilingual)</td>
</tr>
<tr>
<td></td>
<td>643 Non-Hispanic</td>
</tr>
</tbody>
</table>

• In field 11/21/2019 – 12/9/2019

• Weighted to the registered voter universe by age, gender, education, and census division.

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

Source: Univision Political Tracker in collaboration with Media Predict as of November 2019
Are you aware of the United States Census?
HIGH AWARENESS OF CENSUS AMONG ALL RESPONDENTS

Census Aided Awareness

Are you aware of the United States Census?

82% Yes 94% No

Hispanics
...are aware of the Census

Non-Hispanics
...are aware of the Census

Source: Univision political tracker in collaboration with Media Predict as of November 2019
What is the next year that the Census will be taken?
OVER 80% OF RESPONDENTS CORRECTLY CHOSE 2020 AS YEAR OF NEXT CENSUS

Next Census Date
What is the next year that the Census will be taken?

- Hispanics
  - 84%...correctly chose the year 2020

- Non-Hispanics
  - 87%...correctly chose the year 2020

Among registered voters 18+
Source: Univision political tracker in collaboration with Media Predict as of November 2019
CENSUS FAMILIARITY

How familiar or unfamiliar are you with what Census data is used for, and why it’s important to you community? Please respond on a scale of 1 to 5.
How familiar or unfamiliar are you with what Census data is used for, and why it’s important to you community? Please respond on a scale of 1 to 5.

Registered Voters

- Don’t know / no opinion
- 5 - Very familiar
- 4
- 3 – Neutral
- 2
- 1 – Very unfamiliar

Among registered voters 18+
Source: Univision political tracker in collaboration with Media Predict as of November 2019
CENSUS COMPLETION LIKELIHOOD

A United States Census will be done in 2020. How likely or unlikely are you to fill out your Census 2020 form? Please respond on a scale of 1 to 5.
A United States Census will be done in 2020. How likely or unlikely are you to fill out your Census 2020 form? Please respond on a scale of 1 to 5.

Among registered voters 18+

Source: Univision political tracker in collaboration with Media Predict as of November 2019
Do you trust the information you provide to the Census will be kept confidential?
LESSTHAN30%OFRESPONDENTSCOMPLETELYTRUSTTHATTHE
INFORMATIONPROVIDEDTOCENSUSWILLBEK EPTCONFIDENTIAL

Do you trust the information you provide to the Census will be kept confidential?

<table>
<thead>
<tr>
<th></th>
<th>5 – I completely trust that census information is kept confidential</th>
<th>4</th>
<th>3 – Neutral</th>
<th>2</th>
<th>1 – I don’t trust at all that census information is kept confidential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>25%</td>
<td>18%</td>
<td>32%</td>
<td>6%</td>
<td>19%</td>
</tr>
<tr>
<td>Non-Hispanic</td>
<td>20%</td>
<td>27%</td>
<td>28%</td>
<td>6%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Among registered voters 18+
Source: Univision political tracker in collaboration with Media Predict as of November 2019
THANK YOU