

UNIVISION PRESENTS

Hispanic Voters

The
Majority
Makers



STATE ANALYSIS



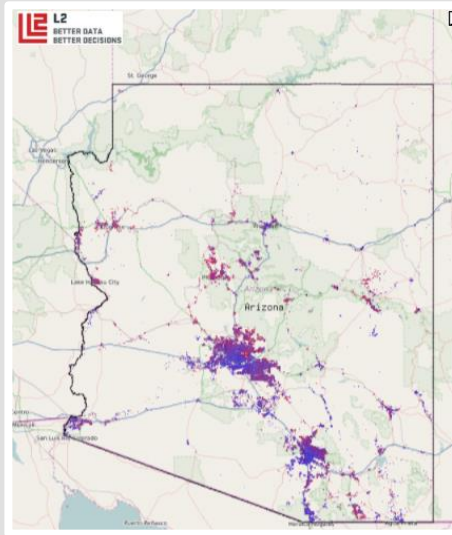




ARIZONA



Almost 40% of Hispanic electorate is 18-34, and over 35%+ are non party

Arizona: 2021 Hispanic voter profile



| | HISPANIC VOTERS | NON-HISPANIC |
|---|-----------------|--------------|
| % of Electorate | 20% | 80% |
| Ages 18 - 34 | 39% | 22% |
|  | 17% | 40% |
|  | 47% | 29% |
| Non Party | 36% | 31% |

Young Hispanic voters are more engaged

Hispanic votes in 2016 vs. 2020



2016

397,327
HISPANIC VOTES

119,058
18-34 YEARS OLD

64%
TURNOUT AMONG
REGISTERED HISPANICS

2020

569,995
HISPANIC VOTES

188,708
18-34 YEARS OLD

70%
TURNOUT AMONG
REGISTERED HISPANICS

43%
GROWTH OF
HISPANIC TURNOUT

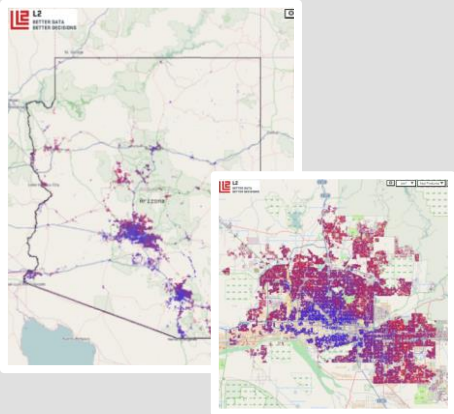
59%
GROWTH OF 18-34
HISPANIC TURNOUT

+6
POINTS TURNOUT
INCREASE

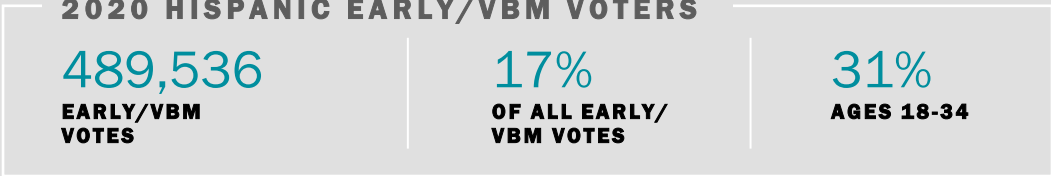
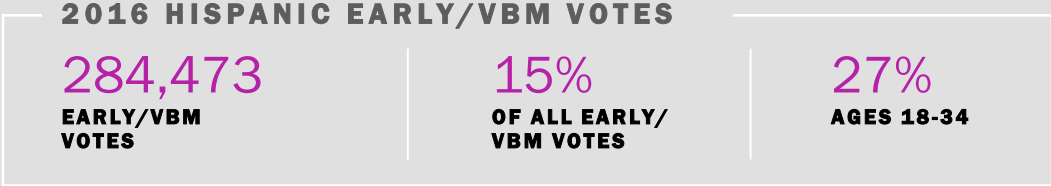


Hispanic early/VBM votes more than tripled in 2020

Hispanic early/vote by mail votes in 2016 vs. 2020 general



ABOVE: 2020 HISPANIC EARLY/ABS VOTES
AZ & MARICOPA COUNTY





THANK YOU

