

UNIVISION PRESENTS

Hispanic Voters

The  
**Majority**  
Makers



# STATE ANALYSIS



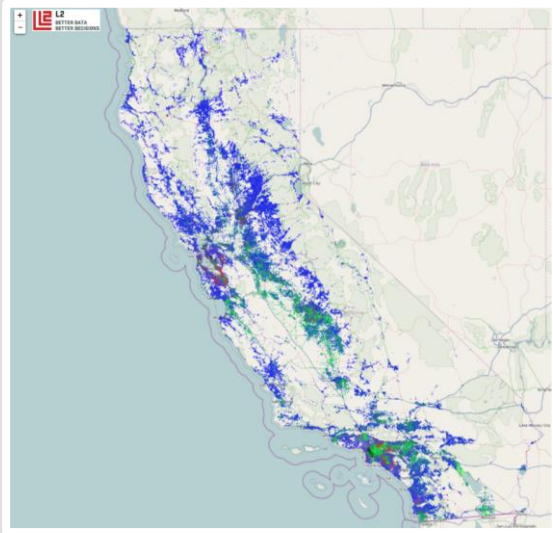




# CALIFORNIA



# Hispanic nearly one-third of the electorate, 39% of which is 18-34

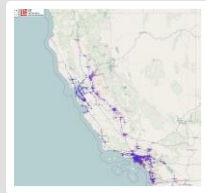
California: 2021 Hispanic voter profile



	HISPANIC VOTERS	NON- HISPANIC
% of Electorate	29%	71%
Ages 18 - 34	39%	25%
	15%	28%
	55%	43%
Non Party	30%	29%

# Significant increases in Hispanic voter turnout

Hispanic votes in 2016 vs. 2020

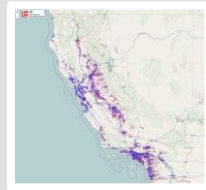


**2016**

**3,400,658**  
HISPANIC VOTES

**1,074,540**  
18-34 YEARS OLD

**69%**  
TURNOUT AMONG  
REGISTERED HISPANICS



**2020**

**4,534,048**  
HISPANIC VOTES

**1,549,459**  
18-34 YEARS OLD

**73%**  
TURNOUT AMONG  
REGISTERED HISPANICS

**33%**  
GROWTH OF  
HISPANIC TURNOUT

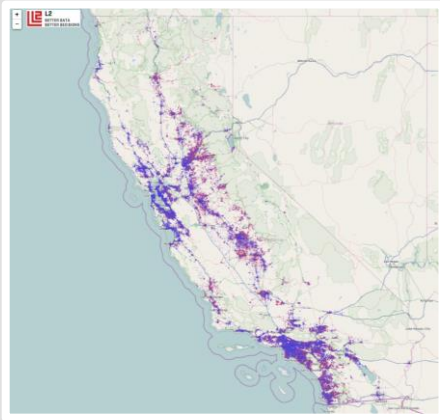
**44%**  
GROWTH OF 18-34  
HISPANIC TURNOUT

**+4**  
POINTS TURNOUT  
INCREASE



# Over 100% increase in early/VBM voting among Hispanics

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



ABOVE: 2020 HISPANIC EARLY/VBM VOTERS

## 2016 HISPANIC EARLY/VBM VOTES

1,852,279  
EARLY/VBM  
VOTES

21%  
OF ALL EARLY/  
VBM VOTES

32%  
AGES 18-34

## 2020 HISPANIC EARLY/VBM VOTES

3,918,272  
EARLY/VBM  
VOTES

25%  
OF ALL EARLY/  
VBM VOTES

33%  
AGES 18-34



**THANK YOU**

