

UNIVISION PRESENTS

Hispanic Voters

The
Majority
Makers



STATE ANALYSIS



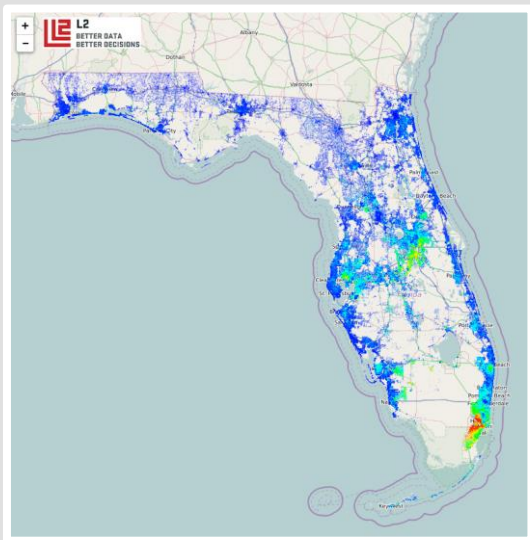




FLORIDA



Hispanics represent over 20% of the electorate and 35% are non-partisan

Florida: 2021 Hispanic voter profile



	HISPANIC VOTERS	NON- HISPANIC
% of Electorate	21%	79%
Ages 18 - 34	28%	21%
	27%	38%
	36%	37%
Non Party	36%	25%

Hispanics continue to increase their vote share and increase turnout

Hispanic votes in 2016 vs. 2020



2016

1,666,642
HISPANIC VOTES

374,881
18-34 YEARS OLD

71%
TURNOUT AMONG
REGISTERED HISPANICS



2020

2,108,101
HISPANIC VOTES

492,624
18-34 YEARS OLD

73%
TURNOUT AMONG
REGISTERED HISPANICS

26%
GROWTH OF
HISPANIC TURNOUT

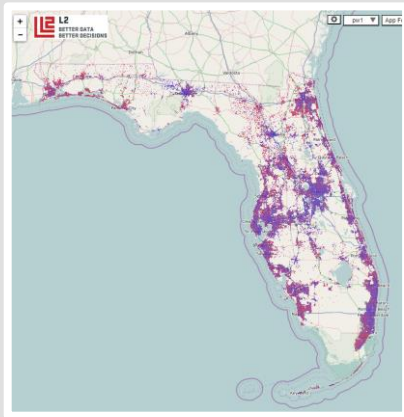
31%
GROWTH OF 18-34
HISPANIC TURNOUT

+2
POINTS TURNOUT
INCREASE



About 50% 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 VOTERS

1,187,553
EARLY/VBM
VOTES

19%
OF ALL EARLY/
VBM VOTES

20%
AGES 18-34

2020 HISPANIC EARLY/VBM VOTERS

1,755,470
EARLY/VBM
VOTES

20%
OF ALL EARLY/
VBM VOTES

22%
AGES 18-34



THANK YOU

