

UNIVISION PRESENTS

Hispanic Voters

The
Majority
Makers



**LOOKING AHEAD
TO 2022**

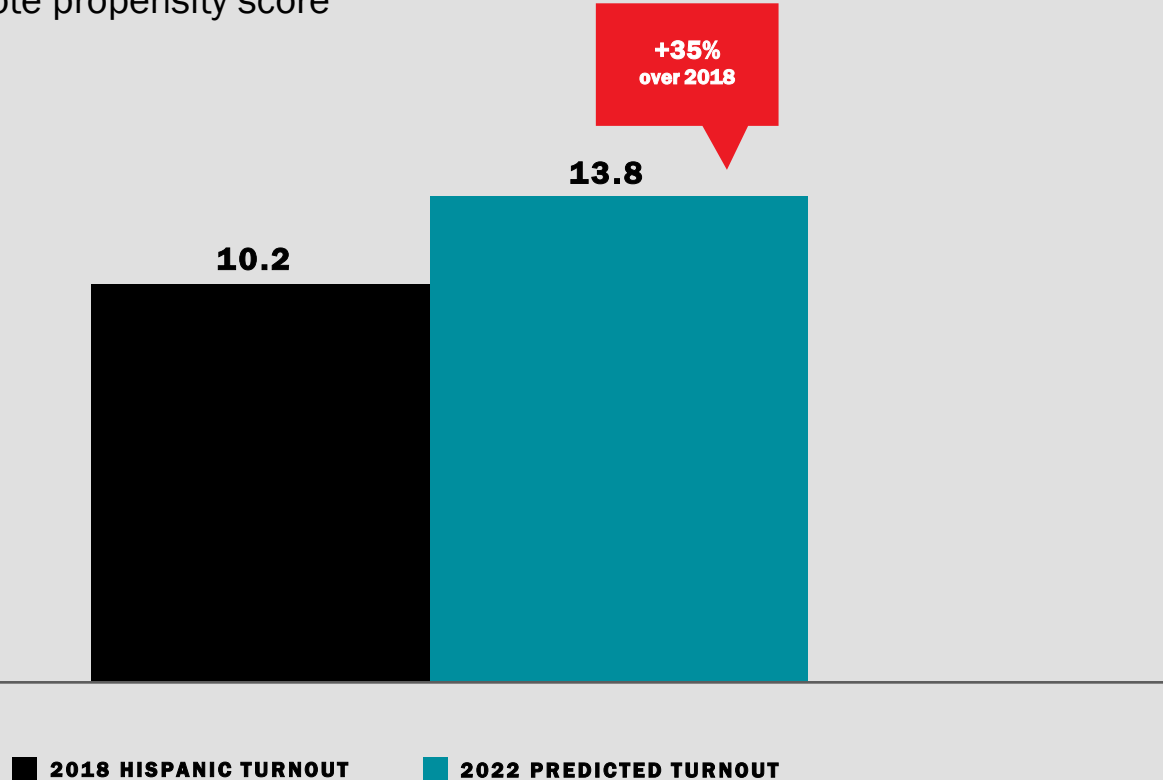


Predicted 2022 Hispanic turnout Nationwide

Based on L2's 2022G vote propensity score

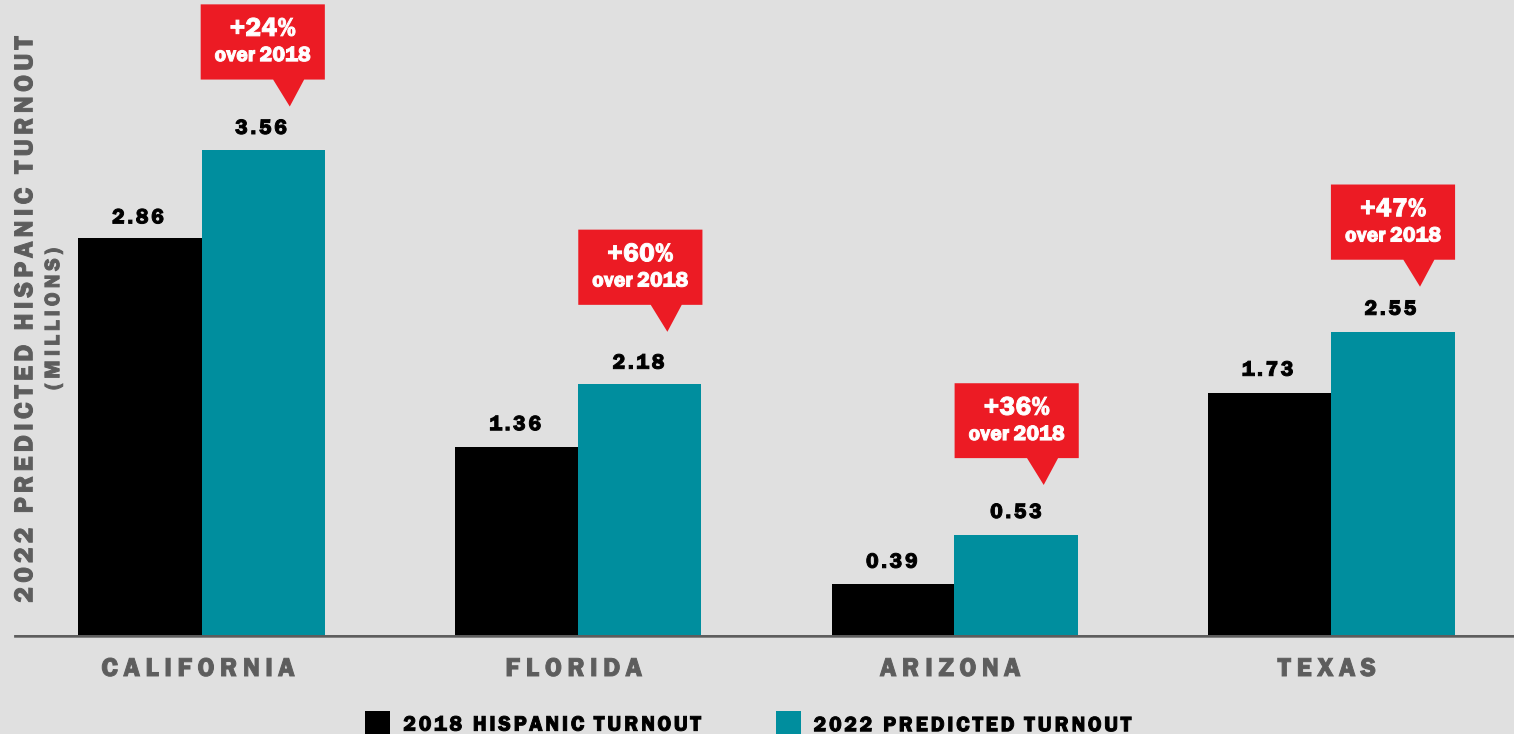
2022 PREDICTED HISPANIC TURNOUT
(MILLIONS)

CALIFORNIA



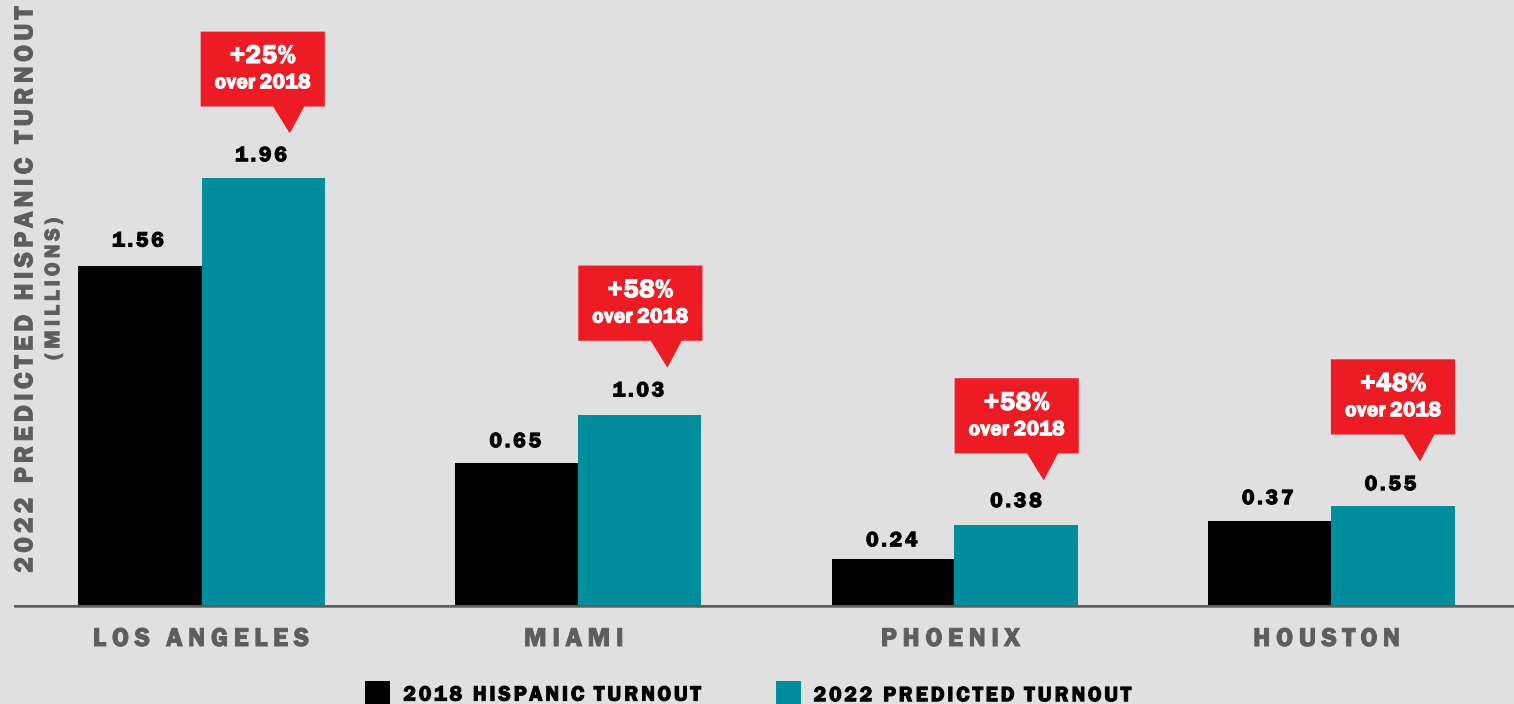
Predicted 2022 Hispanic turnout in key states

Based on L2's 2022G vote propensity score



Predicted 2022 Hispanic turnout in key DMAs

Based on L2's 2022G vote propensity score



Implications

- Hispanic voters are energized and will make a difference in 2022...and beyond
- Hispanic voters are younger with a longer life expectancy offering **greater political value over time**
- New voter registration among Hispanics has taken massive leaps in key states and is expected to **grow even more**
- Turnout expected to grow an average **30%** in key battle ground states
- On average, **27%** of Hispanic voters in key battlefield states are Non Party
- Hispanic early voting especially among younger adults is **growing faster** than older voters





THANK YOU

