



UNIVISION PRESENTS

Hispanic Voters

The
Majority
Makers



NATIONWIDE



2020: Emergence of the energized and engaged Hispanic voter

Higher
Turnout

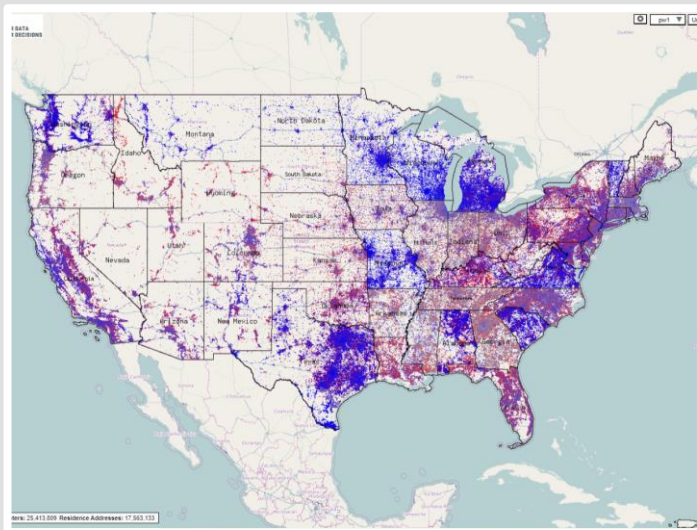
Younger
Voter



Greater
Percentage
of **Early
Voters**



23.6 Million strong and over one-quarter non-partisan

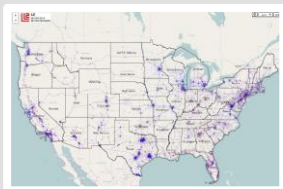
Nationwide: 2021 Hispanic voter profile



	HISPANIC VOTERS	NON- HISPANIC
% of Electorate	12%	88%
Ages 18 - 34	35%	23%
	15%	34%
	57%	38%
Non Party	28%	28%

Significant increases in Hispanic voter turnout

Hispanic votes in 2016 vs. 2020



2016

12,413,294

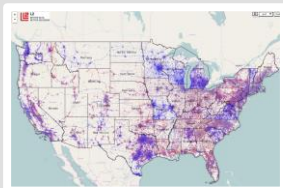
HISPANIC VOTES

3,416,261

18-34 YEARS OLD

65%

**TURNOUT AMONG
REGISTERED HISPANICS**



2020

16,074,101

HISPANIC VOTES

4,814,868

18-34 YEARS OLD

68%

**TURNOUT AMONG
REGISTERED HISPANICS**

29%

**GROWTH OF
HISPANIC TURNOUT**

41%

**GROWTH OF 18-34
HISPANIC TURNOUT**

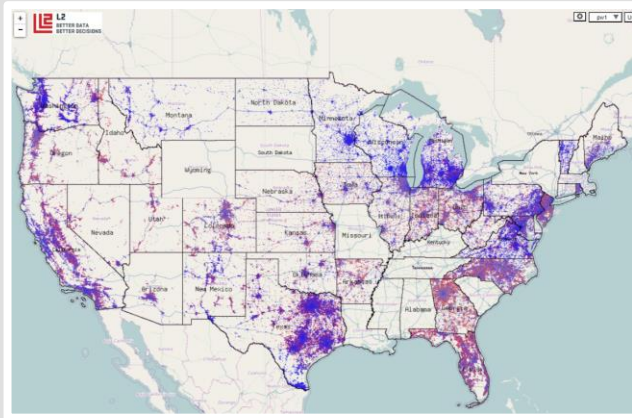
+3

**POINTS TURNOUT
INCREASE**



Over 110% growth in Hispanic early/vote by mail votes

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



ABOVE: 2020 HISPANIC EARLY/VBM VOTES

2016 HISPANIC EARLY/VBM VOTES

5.5M
EARLY/VBM
VOTES

12%
OF ALL EARLY/
VBM VOTES

26%
AGES 18-34

2020 HISPANIC EARLY/VBM VOTES

11.9M
EARLY/VBM
VOTES

12%
OF ALL EARLY/
VBM VOTES

29%
AGES 18-34

An energized voter today and for years to come

Young Hispanic voters can deliver +17 years of voting power vs. Non-Hispanic white voters

	NON-HISPANIC WHITE	AFRICAN- AMERICAN	ASIAN- AMERICAN	HISPANIC
Life Expectancy	79	75	81 ²	82
Median Age	44	35	38	30
Years of Effective Voting Power	35	40	43	52

+17

Sources: 1. Centers for Disease Control and Prevention - National Vital Statistics Report U.S. Life Tables, Volume 69, No 12, data for 2018 released November 2020;

2. U.S. Census Bureau Population Division, Projected Life Expectancy at Birth 2016-2060 for year 2020, released December 2014; 3. U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates

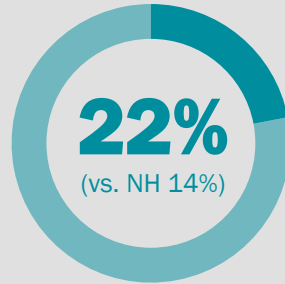


First time Hispanic voter growth driven by younger voters

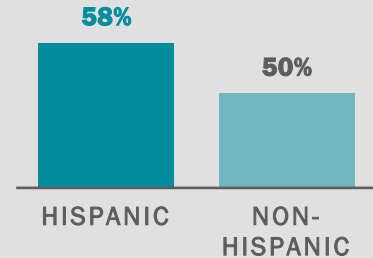
58% of Hispanics that voted for the first time were A18-34

3.6
Million

**HISPANICS VOTED FOR THE FIRST
TIME IN THE 2020 GENERAL**



**ACCOUNTING FOR OVER 1 IN 5
OF ALL HISPANIC VOTES**



**OF HISPANICS THAT VOTED FOR
THE FIRST TIME ARE A18-34**



THANK YOU

