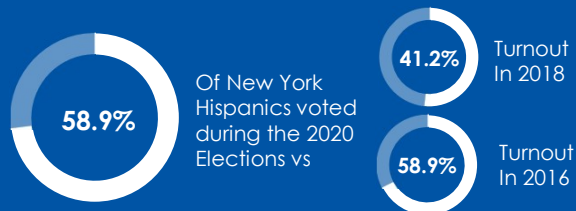


## HISPANIC VOTER TURNOUT

Registered Voters



## TURNOUT GROWTH

873,361

New York Hispanics voted during the 2020 elections vs.

566,447 in 2018  
777,872 in 2016

## EARLY VOTERS & VOTE BY MAIL

32% Of New York Hispanics voted early or by mail in 2020 vs 30% Non-Hispanic

2020 Hispanic EV + VBM: 281,391  
2020 Non-Hispanic EV + VBM: 1,384,900

## YOUNG VOTERS

Turnout Growth Among Hispanic Voters 18-34 from 2018 to 2020

+86%

New York Hispanic Voter 18-34 Turnout

227,150 vs. 121,969 189,750  
2020 2018 2016

+71%

New York Non-Hispanics voter turnout growth in 2020 vs 2018

## HISPANIC VOTERS IN NEW YORK ARE ENERGIZED

New York Hispanic voter turnout reached 58.9% in 2020. Total New York State Hispanic voter turnout was 58.9%.

Hispanic voter turnout in 2020 was driven by younger voters 18-34.

Growth in number of Hispanic early voters outpaced Non-Hispanics.

## SPANISH IS THE LANGUAGE OF ENGAGEMENT FOR HISPANIC VOTERS IN NEW YORK

Hispanic voters are most effectively reached and persuaded in-language and in-culture.

Spanish language ads deliver greater message impact.

## UNIVISION IS THE GATEWAY TO HISPANIC VOTERS IN NEW YORK

Univision is the best connection to reach Hispanic voters with your message.

Our capabilities give campaigns the winning advantage.

CONTACT US AT [POLITICAL@UNIVISION.NET](mailto:POLITICAL@UNIVISION.NET)



## HISPANIC VOTERS IN NEW YORK

The New Majority Makers



## ABOUT UNIVISION NEW YORK

TV and Radio Properties



### WXTV Univision 41

Serving the New York Community for over 50 years, Univision 41 provides halo effects of trust and credibility with events, programming and advocacy targeted to Hispanics.



### WFUT+ UniMás 68/67

Offers a wide variety of Spanish language programming that engages young Hispanics to their passion points.



### WXNY 96.3 FM

La X 96.3, Spanish Top 40, a Music Mix of Reggaeton, Bachata, Salsa and Merengue.



### WADO 1280 AM

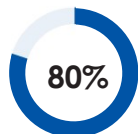
The Leading Spanish News, Talk & Sports Station for New York Hispanics. Serving the Hispanic community for over 50 years.



### WQBU Qué Buena 92.7 FM

The only Spanish adult contemporary station in New York City playing the greatest hits from the 80's, 90's and today.

## REACH



of NY Hispanics with **Univision New York**  
TV/Radio/Digital

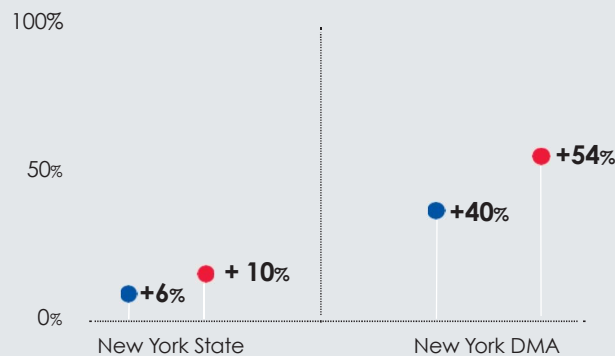
Source: Nielsen Local Media Fusion, November 2020, Hispanic Adults 25-54, Total Day (M-Su 6a-6a). Reach definitions: Television: At least five minutes in a quarter hour (DMA respondents), Live+7, Radio: At least five minutes in a quarter hour (Metro area respondents only), Scarborough Digital: At least once in a fusion month.

Best-In-Class culturally relevant content lets marketers surround, integrate and engage New York Hispanics anywhere and anytime.

## GROWTH OF HISPANIC VOTERS IS SIGNIFICANTLY HIGHER THAN NON-HISPANIC

Voter Turnout Growth 2018-2020

● Hispanic  
● Non-Hispanic



### GROWTH IN REGISTERED VOTERS BY PARTY AFFILIATION

### STRONG TURNOUT AMONG ALL PARTY AFFILIATIONS 2018-2020

**+15%**

133,609 registered Republicans in 2020 vs. 116,616 in 2018. (+4% Non-Hispanics)



**+65%**

Hispanics +38% Non-Hispanics

**+7%**

995,368 registered Democrats in 2020 vs. 930,876 in 2018. (+7 Non-Hispanics)



**+44%**

Hispanics +34% Non-Hispanics

**+20%**

354,220 registered as Independent/ Other in 2020 vs. 296,409 in 2018. (+9% Non-Hispanics)



**+93%**

Hispanics +59% Non-Hispanics

