



UNIVISION PRESENTS

Hispanic Voters

The
Majority
Makers



STATE ANALYSIS



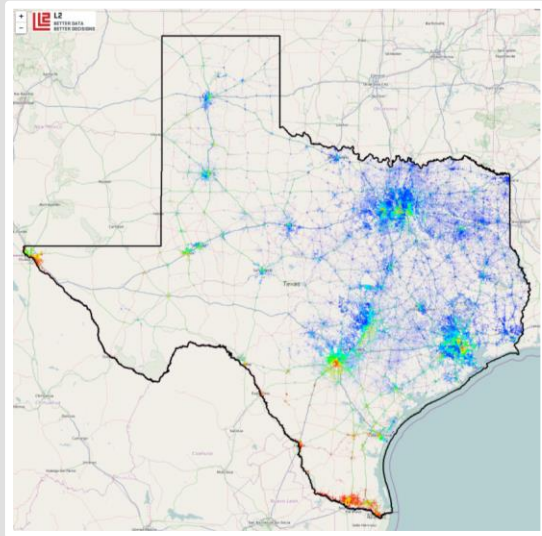




TEXAS



Hispanic voters represent almost one third of the electorate

Texas: 2021 Hispanic voter profile



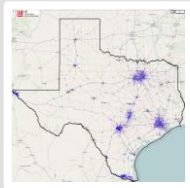
	HISPANIC VOTERS	NON-HISPANIC
% of Electorate	28%	72%
Ages 18 - 34	35%	23%
	10%	49%
	85%	33%
Non Party	5%	18%

*PARTY IDENTIFICATION IN TEXAS IS MODELED BASED ON PRIMARY BALLOT SELECTION AND ACADEMIC MODELING.



Turnout among registered Hispanics almost doubled

Hispanic votes in 2016 vs. 2020

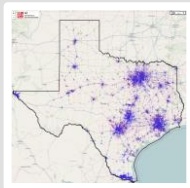


2016

1,834,860
HISPANIC VOTES

471,502
18-34 YEARS OLD

54%
TURNOUT AMONG
REGISTERED HISPANICS



2020

2,458,261
HISPANIC VOTES

714,728
18-34 YEARS OLD

60%
TURNOUT AMONG
REGISTERED HISPANICS

34%
GROWTH OF
HISPANIC TURNOUT

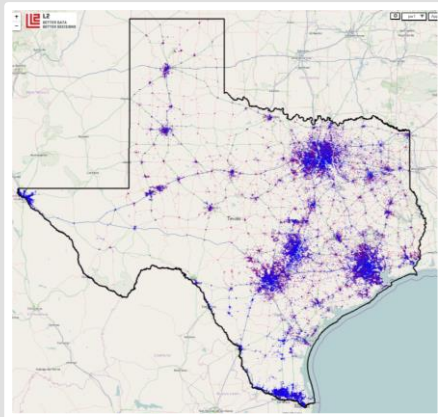
52%
GROWTH OF 18-34
HISPANIC TURNOUT

+6
POINTS TURNOUT
INCREASE



Over 1 in 5 early/VBM votes in Texas was Hispanic

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



ABOVE: 2020 HISPANIC EARLY/VBM VOTES

2016 HISPANIC EARLY/VBM VOTES

1,240,712

EARLY/VBM
VOTES

20%

OF ALL EARLY/
VBM VOTES

22%

AGES 18-34

2020 HISPANIC EARLY/VBM VOTES

2,015,515

EARLY/VBM
VOTES

22%

OF ALL EARLY/
VBM VOTES

27%

AGES 18-34



THANK YOU

