

Donald Trump Triumphs with Hispanic Voters

A 2024 POST ELECT CASE STUDY



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Univision

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Agenda

1. Understanding the Opportunity with Hispanic Voters
2. Setting Up the Trump Campaign Outreach
3. What We Learned from the Final Days of the Election
4. Takeaways on Ad Frequency
5. Takeaways on Impression Levels
6. Takeaways on Messaging
7. Final Projected Vote Impact
8. What to Take from Today for Future Strategy

The Majority Makers Opportunity: How It Started

THE OPPORTUNITY

Hispanic Voters Were the "Majority Makers"

- **Hispanics were 13% of registered voters in the U.S.** Millions of these voters were found in battleground states such as Nevada, Georgia, Arizona, Pennsylvania, and North Carolina.*
- **Hispanic voter registration had increased since 2020.** Registered U.S. Hispanic voters increased 695k (+3%) vs. a 3.5M (-2%) decline for Non-Hispanics since 2020.*
- **And more than 50% of newly eligible voters in the U.S. were Hispanic.***

TRUMP'S OUTREACH

Hispanic Town Hall Special Reinvigorated the Latino Electorate for President Trump

- **The Town Hall solidified voting decisions for 68% of viewers**, helping them confirm their candidate choice
- 76% agreed that **political candidates should do events on Spanish-language TV** to connect with Hispanics.



Source: TelevisaUnivision Consumer Strategy & Insights commissioned poll w/ Media Predict among 1667 Hispanic likely voters ages 18+ including 967 Town Hall viewers, conducted from 10/17-10/18, 2024.

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- **67% found having a Town Hall available in Spanish valuable**, and 60% felt it helped them evaluate whether the candidate understood their community's problems
- **82% appreciate candidates advertising in Spanish** to win their vote



Source: TelevisaUnivision Consumer Strategy & Insights commissioned poll w/ Media Predict among 1667 Hispanic likely voters ages 18+ including 967 Town Hall viewers, conducted from 10/17-10/18, 2024.

The Majority Makers Case Study: How It Went

WHAT WE LEARNED

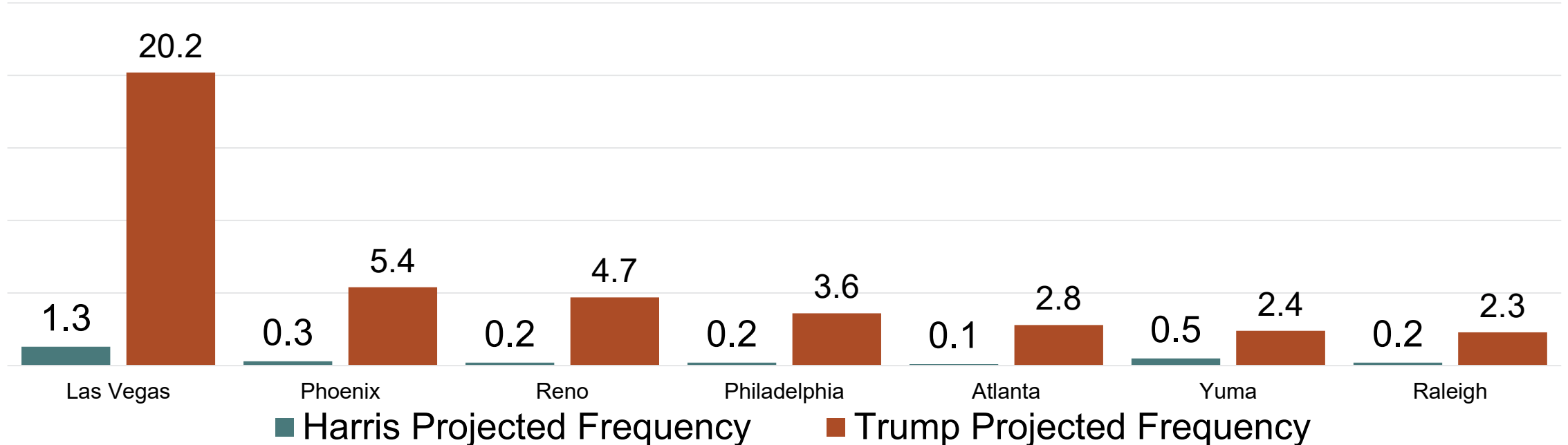
The Trump High Frequency Campaign Case Study

- In the final days of the election, **a high frequency of Trump ad exposure contributed to converting Hispanic voters** watching local Univision TV programming
- The Trump campaign **outperformed the Harris campaign** in impression levels and ultimate reach to the Spanish-Language TV audience
- Beyond pure ad metrics, there **were major messaging differences between the two campaigns**, which could have persuaded remaining undecided voters
- While Harris had strong support among Hispanic audiences, **Trump is projected to have had gained enough Hispanic votes in key markets to influence statewide outcomes** and, ultimately, his electoral count

FREQUENCY MATTERS

Spanish-language TV audiences saw Trump ads more frequently than Harris ads during the three days leading up to the election

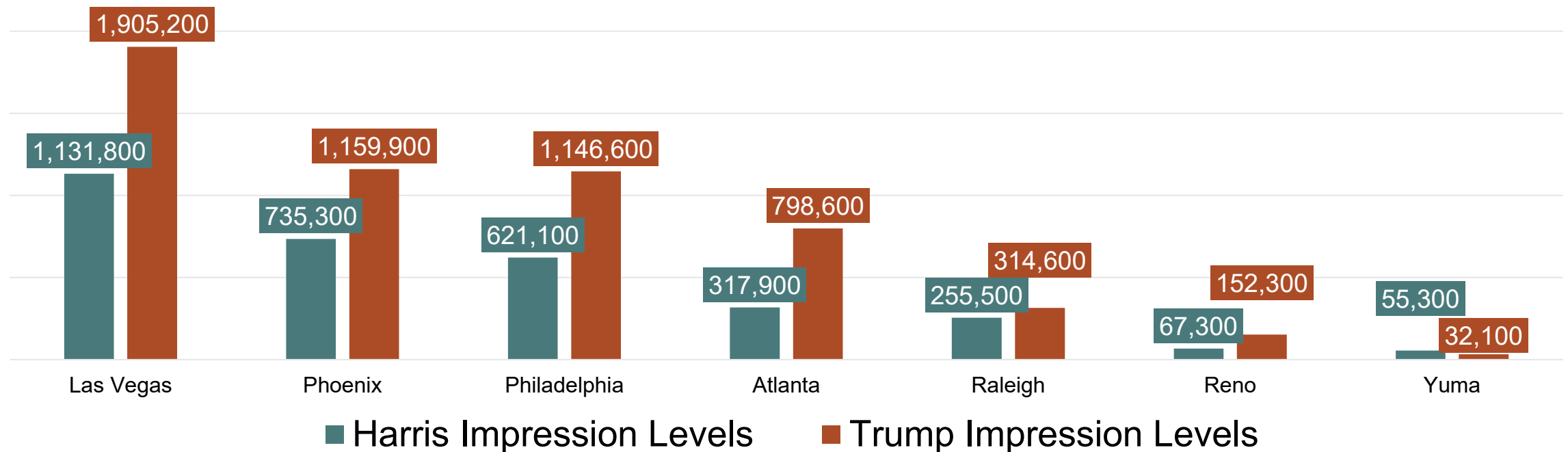
Ad Frequency on Linear TV Nov 1-Nov 4, 2024
Deep Root Reach & Frequency Data



REACH MATTERS

The Trump Campaign reached more Hispanic voters on TV in the final days

Ad Impression Levels on Local Univision Stations Nov 1-Nov 4, 2024
Deep Root Reach & Frequency Data



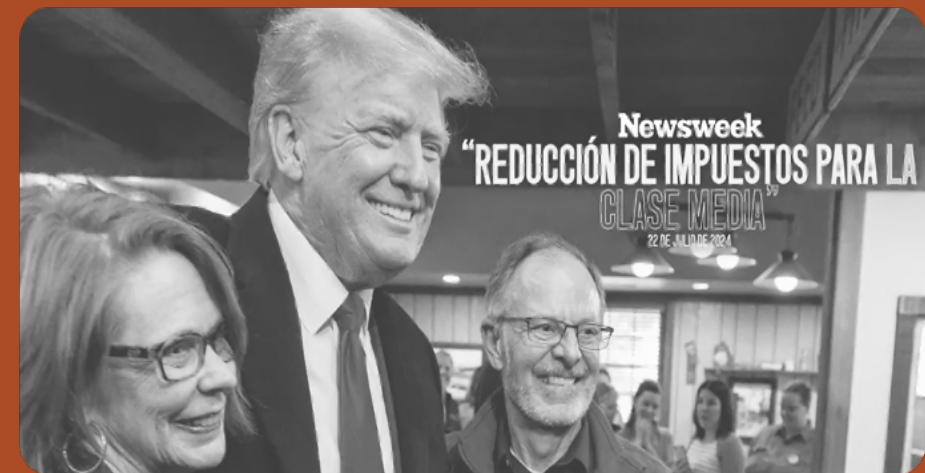
MESSAGE MATTERS

- A focus on the economy was more relevant to this audience
- Data from a 2024 post-election study by TelevisaUnivision & Media Predict shows that 60% of Hispanic voters listed Cost of Living, Inflation, and Economy/Jobs as top issues



THEMES

Trump's Policies are Cruel
 Immigrants Will Be Deported
 Trump is Insulting to Puerto Ricans
 Democracy is at Risk



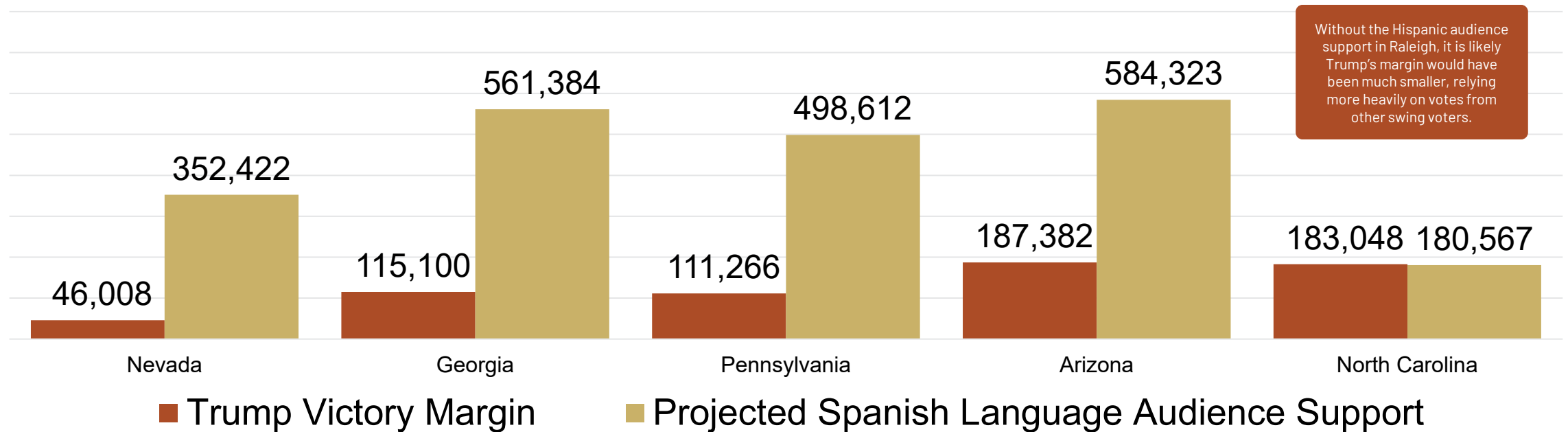
THEMES

Lower Taxes | Lower Prices
 Secure the Border | Not Joe Biden
 Harris is another Biden

FINAL VOTE IMPACT

The Trump Campaign victory margin was smaller than the number of projected Spanish language audience support in most of the key battleground states.

Statewide Margin of Victory and Trump Spanish-Language Audience Support
Statewide Election Results v. Deep Root Modeled Voter Data

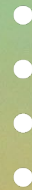


Without the Hispanic audience support in Raleigh, it is likely Trump's margin would have been much smaller, relying more heavily on votes from other swing voters.

What To Take Away

LEAD WITH RELEVANT MESSAGING

Align with top Hispanic
Issues in language and in
culture in your creative.



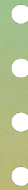
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SUCCESSFUL PARTNERSHIP

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HIGH IMPACT SOLUTIONS WORK

Leveraging creative and
multiplatform solutions can
pay off in the final days
before an election.

Have More Questions? Contact us.

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