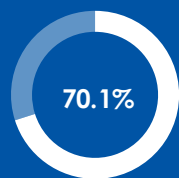


HISPANIC VOTER TURNOUT

Registered Voters



Of Arizona Hispanics voted during the 2020 Elections vs



Turnout In 2018



Turnout In 2016

TURNOUT GROWTH

569,995

Arizona Hispanics voted during the 2020 elections vs.

344,961 in 2018

397,327 in 2016

EARLY VOTERS & VOTE BY MAIL

In Arizona grew

+72%

 vs. 48% Non-Hispanic

2020 Hispanic EV + VBM: 489,536

2016 Hispanic EV + VBM: 284,473

YOUNG VOTERS

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

+123%

Arizona Hispanic Voter 18-34 Turnout

188,708 vs. 84,768 119,058

2020

2018

2016

+97%

Arizona Non-Hispanics voter turnout growth in 2020 vs 2018

HISPANIC VOTERS IN ARIZONA ARE ENERGIZED

Total Arizona Hispanic voter turnout reached 70.1%.

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 ARIZONA

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 ARIZONA

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

Our capabilities give campaigns the winning advantage

HISPANIC VOTERS IN ARIZONA

The New Majority Makers



CONTACT US AT POLITICAL@UNIVISION.NET



ABOUT UNIVISION ARIZONA

TV and Radio Properties



Univision

Univision's Arizona stations include: KTW+, one of the most watched in the Phoenix DMA, regardless of language, which ranks as the #1 Spanish-language station among Hispanics; KUVE+ in Tucson, sister station on KTVW+; and K VYE in Yuma-EI Centro, the #1 station in that market, regardless of language.



UniMás

The UniMás station in Arizona, KFPH+/Phoenix, KFTU+/Tucson and KAJB/Yuma-EI Centro, offer counter-programming with sports, reality, drama series, and movies.



KHOT-FM Qué Buena 105.9 Phoenix

The Valley's favorite Spanish-language Regional Mexican station, targeting Hispanic Adults 18-54.



KOMR-FM Amor 106.3 Phoenix

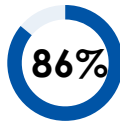
The top Spanish Adult Hit station in Phoenix, targeting the mature adult listener who loves Latin hits from the '70s through today.



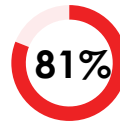
KQMR-FM & KHOV-FM Latino Mix 100.3 & 105.1 Phoenix

The exclusive station for the young, bilingual Hispanic listener in Phoenix, playing today's hits.

EXCLUSIVE AUDIENCE



86% of Univision's A18-49 viewers do not watch any of the major English-language broadcast TV stations in Total Day



81% of Univision Radio's Adult 18-49 Listeners do not listen to top English Radio Stations Each Week

Source: (TV) Phoenix/Tucson DMAs Nielsen Local TV View, May 2021 (04/29/21 - 05/26/21), Total Day: M-Su 6a-2a, Live+SD, Adults 18-49. Based on Only-Only-Both Reach Reports and on the percent of Univision station's average sweep week (Thu-Wed) audience that didn't watch any of E-L Big 4 Stations: ABC, CBS, NBC or FOX. (Radio) Phoenix Nielsen Audio, Q4 2020 PPM, Adults 18-49, M-F 6a-7p, Univision Radio vs. average of Top 5 EL Stations in the Market. Duplication based on at least 1 or more hours of listening each week.

UNIVISION ARIZONA REACHES BILINGUALS



KTVW+ Univision Delivers More Bilingual Hispanic Adult 18-49 Viewers than Any E-L Broadcast Station in Total Day, Prime, Early News & Late News

Source: Nielsen Local TV View, Phoenix DMA, NSI Live+SD, 20-21 Broadcast Season (09/21/20 - 05/26/21), Prime/Total Day is Time Period Data; Early News M-F 5-530p, Late News M-F 10-1030p & M-F 9-10p Program Average; Bilingual Persons is Defined as Adults 18-49 Speaking Mostly Spanish, Spanish/English Equally or Mostly English.

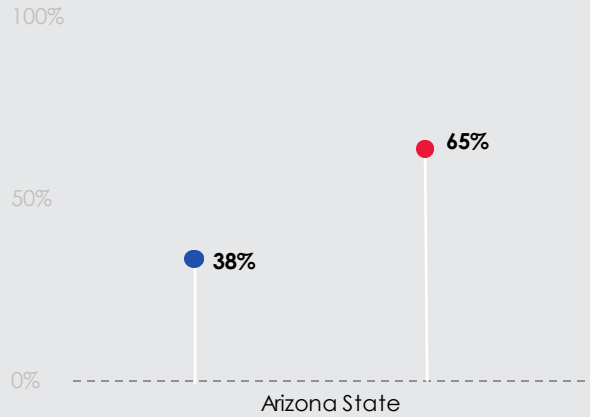
Univision Radio's Qué Buena 105.9 FM Delivers More Bilingual Hispanic Adult 18-49 Listeners than Any E-L Radio Station, Total Week.

Source: Phoenix Nielsen Audio, 4Q 2020, Bilingual HA 18-49, M-Su 6a-12a, AQH Persons, Phoenix Metro.

GROWTH OF HISPANIC VOTERS IS SIGNIFICANTLY HIGHER THAN NON-HISPANIC

Voter Turnout Growth 2018-2020

- Hispanic
- Non-Hispanic



2022

PROJECTED HISPANIC TURNOUT GROWTH COMPARED TO 2018



Arizona State Hispanics

GROWTH IN REGISTERED VOTERS BY PARTY AFFILIATION

STRONG TURNOUT AMONG ALL PARTY AFFILIATIONS 2018 - 2020

+48%

136,641 Registered Republican in 2020 vs. 104,921 in 2018. (+15% Non-Hispanics)



Republican

+71%

Hispanics +40% Non-Hispanics

+31%

383,689 Registered Democrats in 2020 vs. 324,355 in 2018. (+18% Non-Hispanics)



Democrat

+55%

Hispanics +42% Non-Hispanics

+25%

292,686 Registered as Independent/Other in 2020 vs. 254,629 in 2018. (+7% Non-Hispanics)



Independent / other

+82%

Hispanics +42% Non-Hispanics



Source: Stock by Getty Images