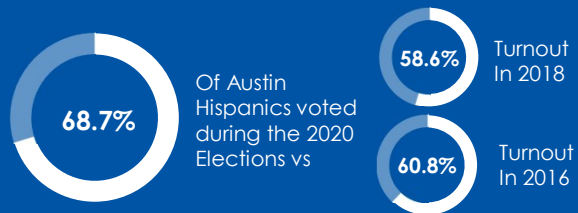


HISPANIC VOTER TURNOUT

Registered Voters



TURNOUT GROWTH

179,597

Austin Hispanics voted during the 2020 elections vs.

131,392 in 2018
123,256 in 2016

EARLY VOTERS & VOTE BY MAIL

In Austin from 2016 to 2020 grew

+76% vs. **50%** Non-Hispanic

2020 Hispanic EV + VBM: 155,912
2018 Hispanic EV + VBM: 95,216
2016 Hispanic EV + VBM: 88,396

YOUNG VOTERS

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

+41%

Austin Hispanic Voter 18-34 Turnout

60,078 vs. **42,647** **36,650**
2020 2018 2016

+36%

Austin Non-Hispanics voter turnout growth in 2020 vs 2018

HISPANIC VOTERS IN AUSTIN ARE ENERGIZED

Austin Hispanic voter turnout reached 68.7% in 2020. Total Arizona Hispanic voter turnout was 60.2%.

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 AUSTIN

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

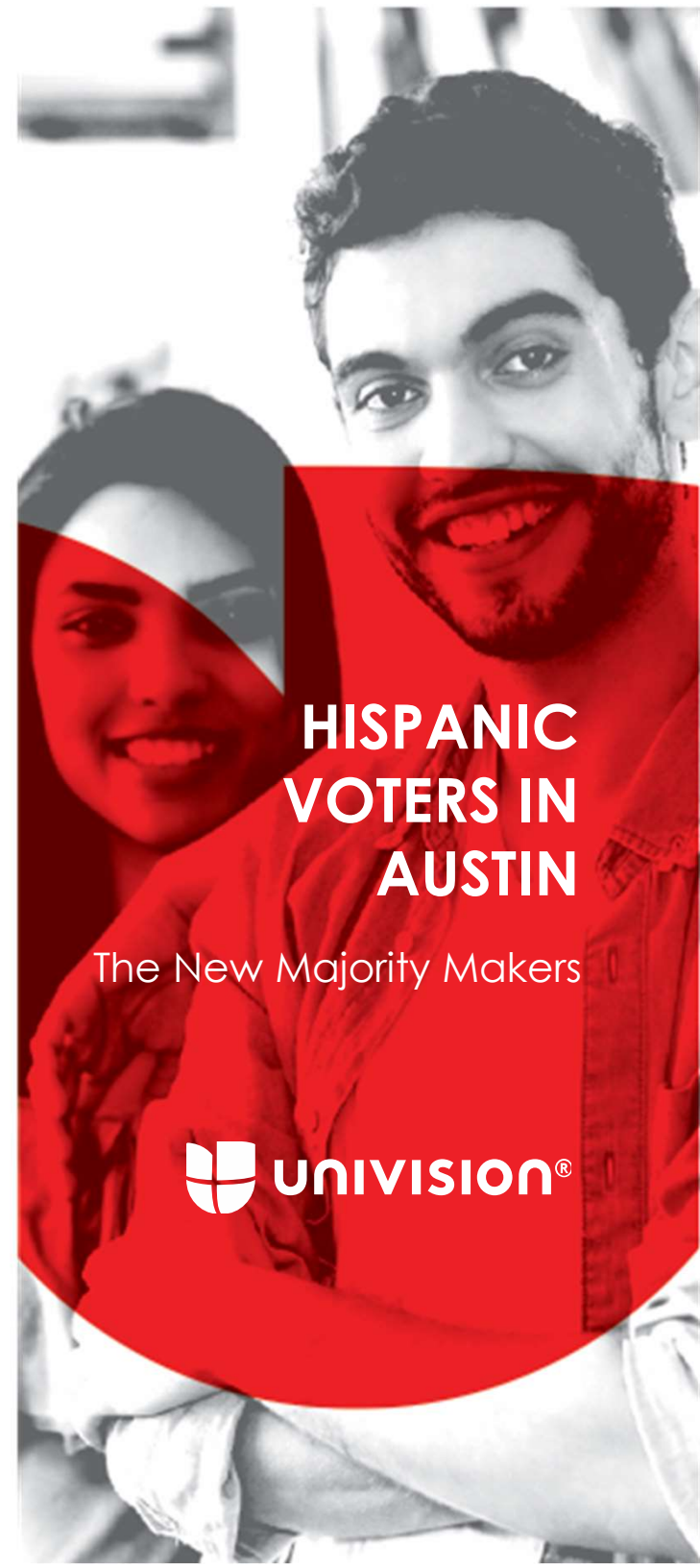
Spanish language ads deliver greater message impact

UNIVISION IS THE GATEWAY TO HISPANIC VOTERS IN AUSTIN

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



HISPANIC VOTERS IN AUSTIN

The New Majority Makers



ABOUT UNIVISION AUSTIN

TV and Radio Properties



KAKW Univision 62

Serving the Austin DMA's growing market, provides programming and community support that is aimed at Hispanic Americans in the market.



KLQB Qué Buena 104.3 FM

The music Austin listener are looking for! Pure and simple, this station features non-stop, high-energy Regional Mexican Variety music.



KTFO UniMás 31

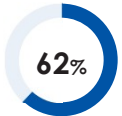
Broadcasts soccer, reality shows, classic programs and telenovelas, soccer events (including major Mexico and USA matches), Spanish-dubbed Hollywood feature films. And the local Spanish-language station of the Austin FC, the newest team in MLS.



KLJA Amor 107.7 FM

Amor's catalog of love song hits are tested and proven to drive listeners to identify strongly with the music and the station.

EXCLUSIVE AUDIENCE



62% of Univision viewers do not watch any of the Top English-Language broadcast TV stations in the market.



89% of Univision Radio listeners do not listen to any of the Top English-Language broadcast Radio stations in the market.

Source: (TV) 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) 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 AUSTIN REACHES BILINGUALS

86% of KAKW-UNI viewers are bilingual

66% of KLQB-FM listeners are bilingual

91% of KTFO-UMA viewers are bilingual

65% of KLJA-FM listeners are bilingual

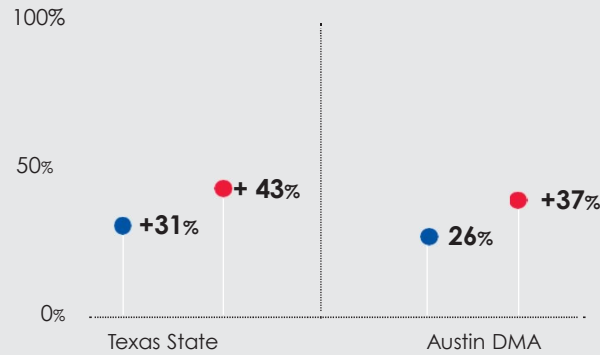


Source: (TV) Nielsen Local TV View, NSI Live+SD, May21 (4/29/21-5/26/21), Total Day is Time Period Data; M-Su 6a-2a; Bilingual Persons is Defined as Adults 18-49 in a Home Speaking Mostly Spanish, Spanish/English Equally or Mostly English. (Radio) Nielsen Audio, Q4 2020 PPM, Austin Metro, M-Su 6a-12m, Compositions based on AQH 6+.

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

+4%



Republican

+12%

Hispanics +18% Non-Hispanics

24,447 Austin Area Hispanics Registered As Republican in 2020 vs. 23,451 in 2018. (+6% Non-Hispanics)

+18%



Democrat

+41%

Hispanics +33% Non-Hispanics

230,908 Austin Area Hispanics Registered As Democrat in 2018 vs. 195,156 in 2014. (+22% Non-Hispanics)

+11%

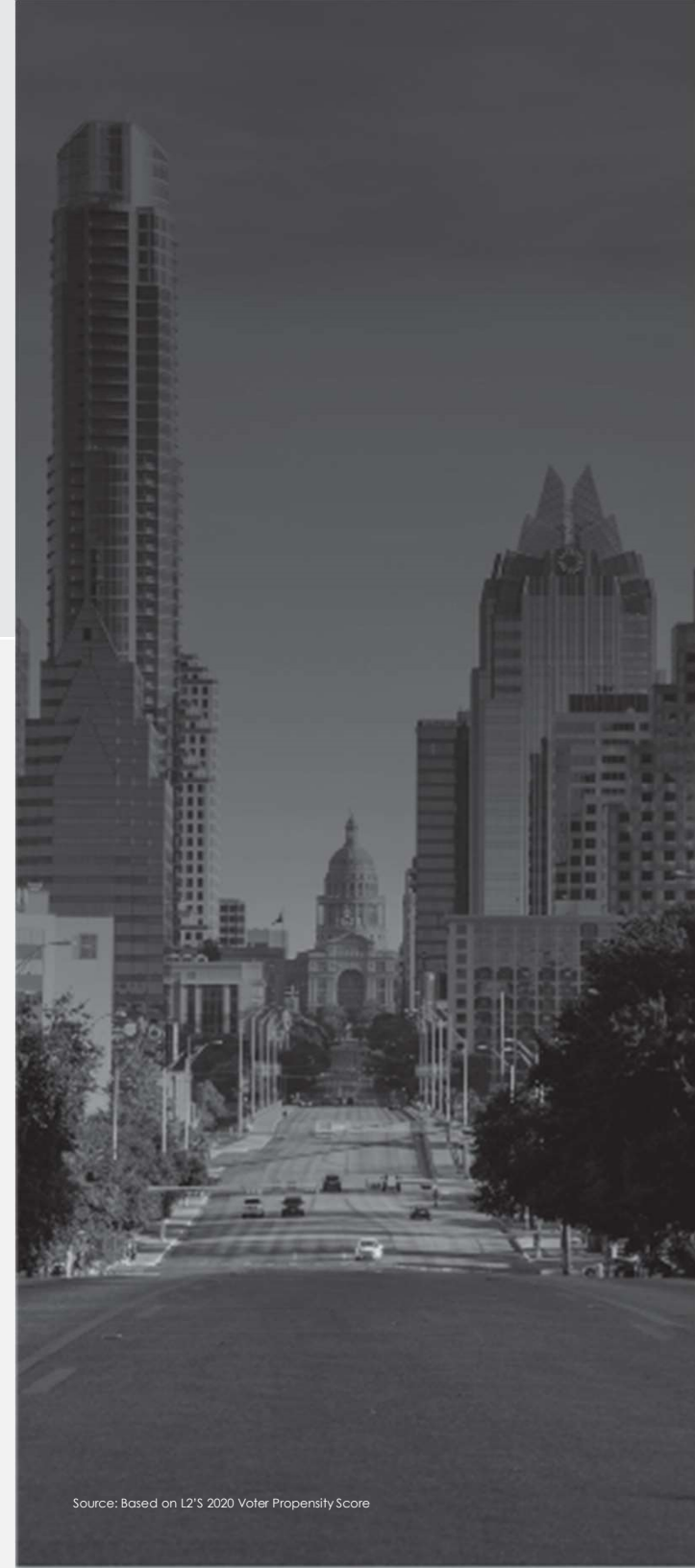


Independent /other

+65%

Hispanics +31% Non-Hispanics

5,999 Austin Area Hispanics Registered As Ind./Other in 2018 vs. 5,422 in 2014. (+6% Non-Hispanics)



Source: Based on L2'S 2020 Voter Propensity Score