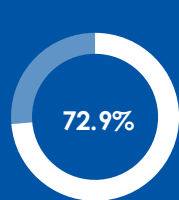


HISPANIC VOTER TURNOUT

Registered Voters



Of California Hispanics voted during the 2020 Elections vs



Turnout In 2018



Turnout In 2016

TURNOUT GROWTH

4,534,049

California Hispanics voted during the 2020 elections vs.

2,790,940 in 2018

3,400,658 in 2016

EARLY VOTERS & VOTE BY MAIL

In California grew from 2016 to 2020

+112% vs. 68% Non-Hispanic

2020 Hispanic EV + VBM: 3,918,272

2016 Hispanic EV + VBM: 1,852,279

YOUNG VOTERS

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

+93%

California Hispanic Voter 18-34 Turnout

1,549,459 vs. 803,371 1,074,540

2020

2018

2016

+66%

California Non-Hispanics voter turnout growth in 2020 vs 2018

HISPANIC VOTERS IN CALIFORNIA ARE ENERGIZED

Total California Hispanic voter turnout reached 72.9%.

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 CALIFORNIA

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 CALIFORNIA

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 CALIFORNIA

The New Majority Makers



ABOUT UNIVISION CALIFORNIA

TV and Radio Properties

MARKET	UNIVISION	UNIMÁS	Radio
Los Angeles	KMEX	KFTR	KLVE, KSCA, KRCD, KTNQ
San Francisco	KDTV	KFSF	KSOL, KVVJ, KBRG
Sacramento	KUVS	KTFK	
Fresno	KFTV	KTFF	KLLE, KOND, KRDA
San Diego	KBNT	KDTF	KLNV, KLQV
Bakersfield	KABE	KBTF	
Monterey-Salinas	KSMS	KDJT	
Yuma-El Centro	KVYE	KAJB	
Santa Barbara	KPMR	KTSB	
Palm Springs	KVER	KEVC	
Chico-Redding	KUCO	KKTF	
Eureka	KEUV		

Univision stations in Los Angeles, Fresno, Monterey-Salinas, Yuma-El Centro and Palm Springs each ranked #1 in Total Day, regardless of language, in the May '21 sweep and throughout the state, many Univision regularly rank as the #1 Spanish-language station in the market. Univision provides the Hispanic Market with programming and community support, including the best in novelas, live soccer, and top-rated local newscasts.

UniMás broadcasts soccer, reality shows, classic programs and telenovelas, soccer events (including major Mexico and USA matches), Spanish-dubbed Hollywood feature films.

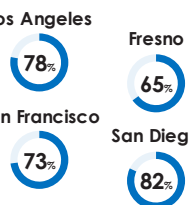
Univision radio stations KLVE in Los Angeles and KLVN in San Diego both ranked in the Top 2, regardless of language, for total week in the most recent quarter (KLVN was #1); KLVE in Los Angeles, KBRG in San Francisco and KLVN in San Diego ranked #1 among S-L radio stations for total week.

EXCLUSIVE AUDIENCE



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

Source: 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 EL Big 4 Stations: ABC, CBS, NBC or FOX. Los Angeles, San Francisco, Sacramento, Fresno DMAs combined



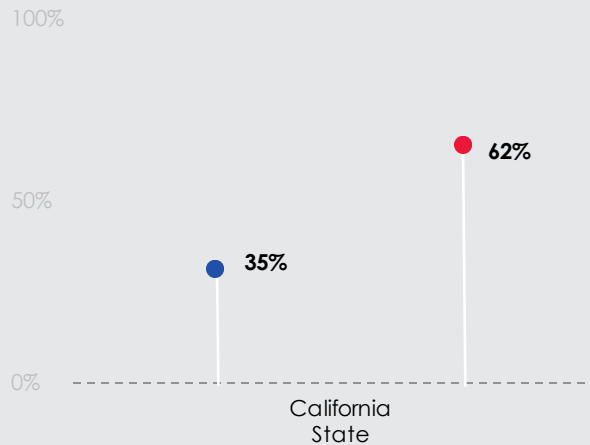
of Univision Radio listeners do not listen to any of the Top English-Language broadcast Radio stations in the market.

Source: 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.

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

+24%

California State Hispanics

GROWTH IN REGISTERED VOTERS BY PARTY AFFILIATION

STRONG TURNOUT AMONG ALL PARTY AFFILIATIONS 2018 - 2020

+30%



Republican

948,593 Registered Republican in 2020 vs. 729,179 in 2018. (+12% Non-Hispanics)

+74%

Hispanics +31% Non-Hispanics

+24%



Democrat

3,401,948 Registered Democrats in 2020 vs. 2,739,667 in 2018. (+20% Non-Hispanics)

+63%

Hispanics +42% Non-Hispanics

+5%



Independent / other

1,865,159 Registered as Ind./Other in 2020 vs. 1,780,219 in 2018. (-1% Non-Hispanics)

+54%

Hispanics +30% Non-Hispanics



Source: iStock by Getty Images