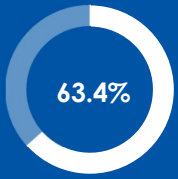
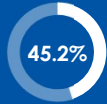


HISPANIC VOTER TURNOUT

Registered Voters



Of Chicago Hispanics voted during the 2020 Elections vs



Turnout In 2018



Turnout In 2016

TURNOUT GROWTH

519,277

Chicago Hispanics voted during the 2020 elections vs.

361,748 in 2018
441,110 in 2016

EARLY VOTERS & VOTE BY MAIL

60% Of Chicago Hispanics voted early or by VBM in 2020 **vs. 69%** Non-Hispanic

2020 Hispanic EV + VBM: 311,640
2020 Non-Hispanic EV + VBM: 2,392,390

YOUNG VOTERS

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

+93%

Chicago Hispanic Voter 18-34 Turnout

178,097 vs. **92,192** **139,311**
2020 2018 2016

+66%

Chicago Non-Hispanics voter turnout growth in 2020 vs 2018

HISPANIC VOTERS IN CHICAGO ARE ENERGIZED

Chicago Hispanic voter turnout reached 63.4% in 2020. Total Illinois Hispanic voter turnout was 63.3%.

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 CHICAGO

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 CHICAGO

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 CHICAGO

The New Majority Makers



ABOUT UNIVISION CHICAGO

TV and Radio Properties



WGBO Univision Chicago

Home base for Chicago Hispanics and the most trusted destination for local news and programming that engages, entertains and informs the community.



WXFT UniMás

Where Chicago Hispanic viewers can find something different; reality shows, classic programs/telenovelas, soccer events (including major Mexico/USA matches) and Spanish-dubbed Hollywood feature films.



WOJO FM Qué Buena 105.1

Today's Regional Mexican hits, including a variety of its most popular sub-genres including Banda, Norteña, Grupero and Ranchera.



WPPN FM Amor 106.7

Spanish Adult Contemporary format that focuses on Latin Pop and Romantica music from the last 20 years.



WVIV FM Latino Mix 93.5

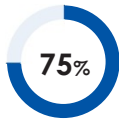
Chicago's Spanish Hot AC Radio Station that offers all of the hits Latin Pop, Bachata, Caribbean and more.



WRTO TUDN Radio 1200 FM

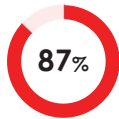
Sports radio showcasing the only Spanish language play-by-play for all of Chicago's professional teams, as well as national and international soccer.

UNDUPLICATED AUDIENCE



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

Source: Nielsen Local TV View; Chicago DMA, May 2021 (04/29/21 - 05/24/21), Total Day; M-Su 6a-2a, Live+SD, Adults 18-49. Based on Only-Both Reach Reports and on the percent of each station's average sweep week (Thu-Wed) audience that didn't watch any of the other listed stations.



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

Source: Nielsen Audio PPM, 4Q 2020 PPM, Chicago Metro, A18-49, M-F 6a-7p. Univision Radio is: WOJO, WPPN, WVIV & WRTO. Top EL stations include: WBMX-FM, WDRV-FM, WKQX-FM, WKSC-FM, WTMX-FM. Duplication is based on at least 1+ hours

UNIVISION CHICAGO REACHES BILINGUALS



29% of **WGBO-UNI** viewers are bilingual

33% of **WXFT-UMA** viewers are bilingual

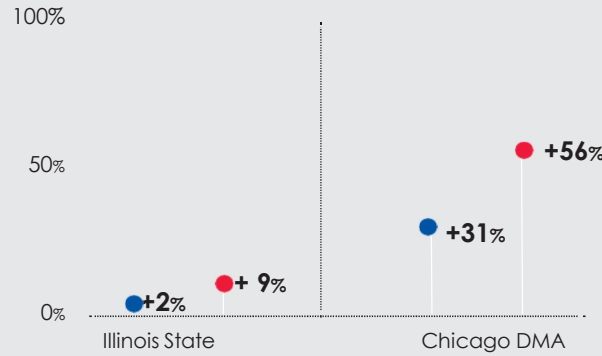
74% of **Univision Radio** listeners are bilingual

Source: (TV) NLTV Time Period Custom Analysis, Bilingual Persons A18-49, January-June 2021, Chicago DMA, M-Su 3a-3a, Live + Same Day, Bilingual defined as Mostly Spanish, Spanish/English Equally and Mostly English. (Radio) Nielsen Audio Language Composition Report, AQH Comp, Chicago Metro, Q4 2020, PPM, HA18-49, M-Su 6a-2a, Bilingual = Speak Spanish and English.

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

-5%



Republican

+16%

Hispanics
+2% Non-Hispanics

49,145 Registered Republican in 2020 vs. 51,591 in 2018. (-20% Non-Hispanics)

+13%



Democrat

+40%

Hispanics
+32% Non-Hispanics

358,316 Registered Democrats in 2020 vs. 316,168 in 2018. (+15% Non-Hispanics)

+10%



Independent
/other

+104%

Hispanics
+64% Non-Hispanics

411,893 Registered as Ind./Other in 2020 vs. 372,924 in 2018. (-21% Non-Hispanics)

