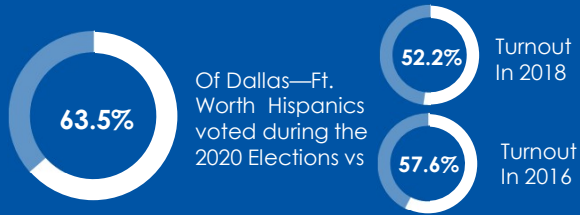


## HISPANIC VOTER TURNOUT

Registered Voters



## TURNOUT GROWTH

# 433,390

Dallas—Ft. Worth Hispanics voted during the 2020 elections vs.

**304,045** in 2018  
**301,322** in 2016

## EARLY VOTERS & VOTE BY MAIL

In Dallas—Ft. Worth from 2016 to 2020 grew

**+79%** vs. **44%** Non-Hispanic

2020 Hispanic EV + VBM: 350,707  
2018 Hispanic EV + VBM: 199,334  
2016 Hispanic EV + VBM: 195,673

## YOUNG VOTERS

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

**+53%**

Dallas—Ft. Worth Hispanic Voter 18-34 Turnout

**152,126** vs. **99,456** **91,684**  
2020 2018 2016

**+61%**

Dallas—Ft. Worth Non-Hispanics voter turnout growth in 2020 vs 2018

## HISPANIC VOTERS IN DALLAS-FT.WORTH ARE ENERGIZED

Dallas—Ft. Worth Hispanic voter turnout reached 63.5% in 2020. Total Texas 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 DALLAS-FT.WORTH

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 DALLAS-FT.WORTH

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

Our capabilities give campaigns the winning advantage



# HISPANIC VOTERS IN DALLAS-FT.WORTH

The New Majority Makers



CONTACT US AT [POLITICAL@UNIVISION.NET](mailto:POLITICAL@UNIVISION.NET)



# ABOUT UNIVISION DALLAS-FT.WORTH

TV and Radio Properties



## KUVN Univision 23

Serving the Dallas/Fort Worth DMA's continually growing Hispanic Market with programming and community support which includes the best in live soccer, and top-rated local news in the morning, midday, 5pm and 10pm.



## KSTR UniMás 49

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



## KLNO Qué Buena 94.1 FM

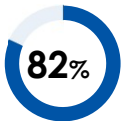
Favorite DJs and current Regional Mexican super hits including Norteño and Banda.



## KDXX Latino Mix 107.9 FM /107.1 FM

Spanish Contemporary mix of Latin Pop and Romantica reaching Central and South Americans, Cubans as well as Mexicans.

## EXCLUSIVE AUDIENCE



82% of Univision viewers do not watch any of the Top English-Language broadcast TV stations in the market.



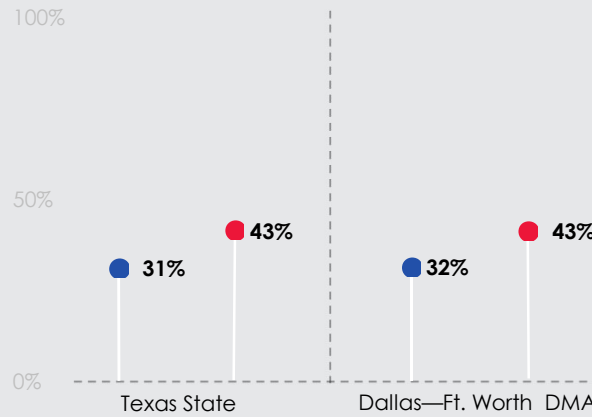
82% of Univision Radio listeners do not listen to any of the Top English-Language broadcast Radio stations in the market.

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.

## 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%

70,942 Registered Republican in 2020 vs. 67,407 in 2018. (+7% Non-Hispanics)



+16%

Hispanics +22% Non-Hispanics

+19%

581,929 Registered Democrats in 2020 vs. 488,303 in 2018. (+22% Non-Hispanics)



+48%

Hispanics +43% Non-Hispanics

+11%

29,370 Registered as Ind./Other in 2020 vs. 26,389 in 2018. (+3% Non-Hispanics)



+55%

Hispanics +49% Non-Hispanics



Source: iStock by Getty Images