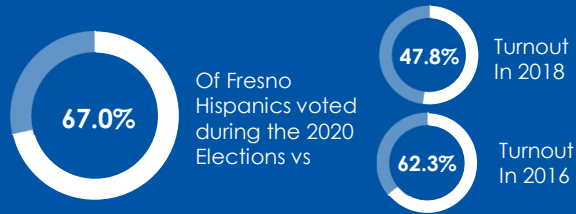


HISPANIC VOTER TURNOUT

Registered Voters



TURNOUT GROWTH

270,840

Fresno Hispanics voted during the 2020 elections vs.

160,550 in 2018
188,338 in 2016

EARLY VOTERS & VOTE BY MAIL

In Fresno grew from 2016 to 2020

+138% vs. **80%** Non-Hispanic

2020 Hispanic EV + VBM: 258,696
2018 Hispanic EV + VBM: 102,155
2016 Hispanic EV + VBM: 108,845

YOUNG VOTERS

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

+110%

Fresno Hispanic Voter 18-34 Turnout

95,586 vs. **45,495** **61,888**
2020 2018 2016

+86%

Fresno Non-Hispanics voter turnout growth in 2020 vs 2018

HISPANIC VOTERS IN FRESNO ARE ENERGIZED

Fresno Hispanic voter turnout reached 67.0% in 2020. Total California Hispanic voter turnout was 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 FRESNO

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 FRESNO

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 FRESNO

The New Majority Makers



ABOUT UNIVISION FRESNO

TV and Radio Properties



KFTV Univision 21

The most-watched broadcast TV station, regardless of language, in the Fresno DMA. KFTV Univision 21 finished the May21 sweep as the #1 broadcast TV station in Early Fringe, Early News, Prime Access, Prime and Late News among Adults 25-54 while placing #2 in Total Day.



KTFE UniMás 61

Regularly ranks as the second most-watched Spanish-language broadcast TV station in the market.



KRDA Amor 92.1 FM

A Spanish Adult Hits format featuring timeless hits and the biggest stars of the 80s and 90s.



KOND La Jefa 107.5 FM

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

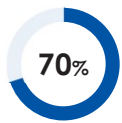


KLLE ZonaMX 107.9 FM

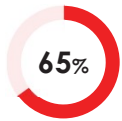
More Regional Mexican hits for Fresno listeners.

Sources for this section found on 3rd panel

EXCLUSIVE AUDIENCE



70% of KFTV viewers not found on English-language broadcast TV stations. (A25-54)



65% of KRDA listeners not found on the Top 5 English-language radio stations. (A25-54)

Sources: TV: Nielsen Local TV View; May 2021 (04/29/21 - 05/26/21), Total Day: M-Su 6A-2a, Live+SD, Adults 25-54. Based on Only-Only-Both Reach Reports and on the percent of each 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, Fresno Metro, Dec 2020 (Oct-Dec 2020), M-Sun 6A-12A. Top 5 E-L stations based on weekly cume.

UNIVISION FRESNO REACHES BILINGUALS

72%

of KFTV's audience is bilingual

77%

of KTFE's audience is bilingual

81%

of KRDA's audience is bilingual

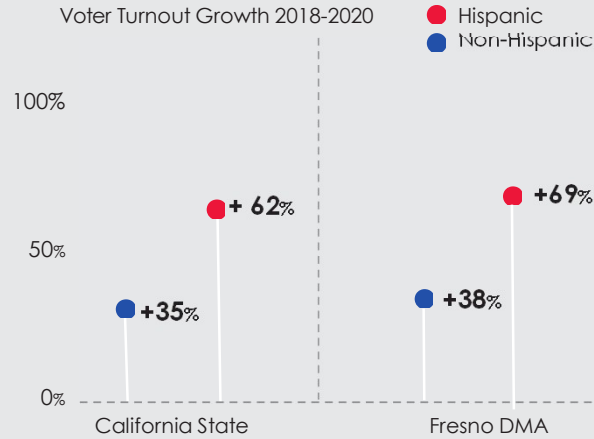
53%

of KOND's audience is bilingual



GROWTH OF HISPANIC VOTERS IS SIGNIFICANTLY HIGHER THAN NON-HISPANIC

Voter Turnout Growth 2018-2020



GROWTH IN REGISTERED VOTERS BY PARTY AFFILIATION

+25%

80,650 Registered Republican in 2020 vs. 64,303 in 2018. (+12% Non-Hispanics)



Republican

+81%

Hispanics +33% Non-Hispanics

+23%

198,282 Registered Democrats in 2020 vs. 160,995 in 2018. (+16% Non-Hispanics)



Democrat

+62%

Hispanics +43% Non-Hispanics

+13%

125,420 Registered as Ind./Other in 2020 vs. 110,758 in 2018. (+4% Non-Hispanics)



Independent /other

+73%

Hispanics +42% Non-Hispanics



Sources: 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 25-54 in a Home Speaking Mostly Spanish, Spanish/English Equally or Mostly English; Radio: Nielsen, Fresno Metro, Dec 2020 (Oct-Dec 2020), M-Sun 6A-12A, Language Composition, Adults 25-54.