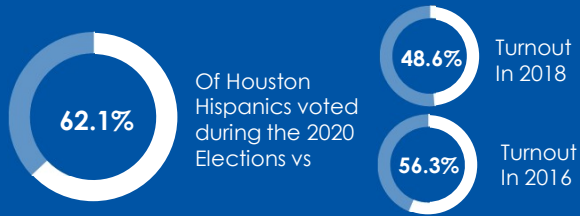


## HISPANIC VOTER TURNOUT

Registered Voters



## TURNOUT GROWTH

**530,994**

Houston Hispanics voted during the 2020 elections vs.

**362,476** in 2018  
**385,405** in 2016

## EARLY VOTERS & VOTE BY MAIL

In Houston from 2016 to 2020 grew

**+71%** vs. **43%** Non-Hispanic

2020 Hispanic EV + VBM: 433,707  
2018 Hispanic EV + VBM: 228,733  
2016 Hispanic EV + VBM: 254,068

## YOUNG VOTERS

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

**+60%**

Houston Hispanic Voter 18-34 Turnout

**164,725** vs. **103,244** **105,885**  
2020 2018 2016

**+60%**

Houston Non-Hispanics voter turnout growth in 2020 vs 2018

## HISPANIC VOTERS IN HOUSTON ARE ENERGIZED

Houston Hispanic voter turnout reached 62.1% 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 HOUSTON

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

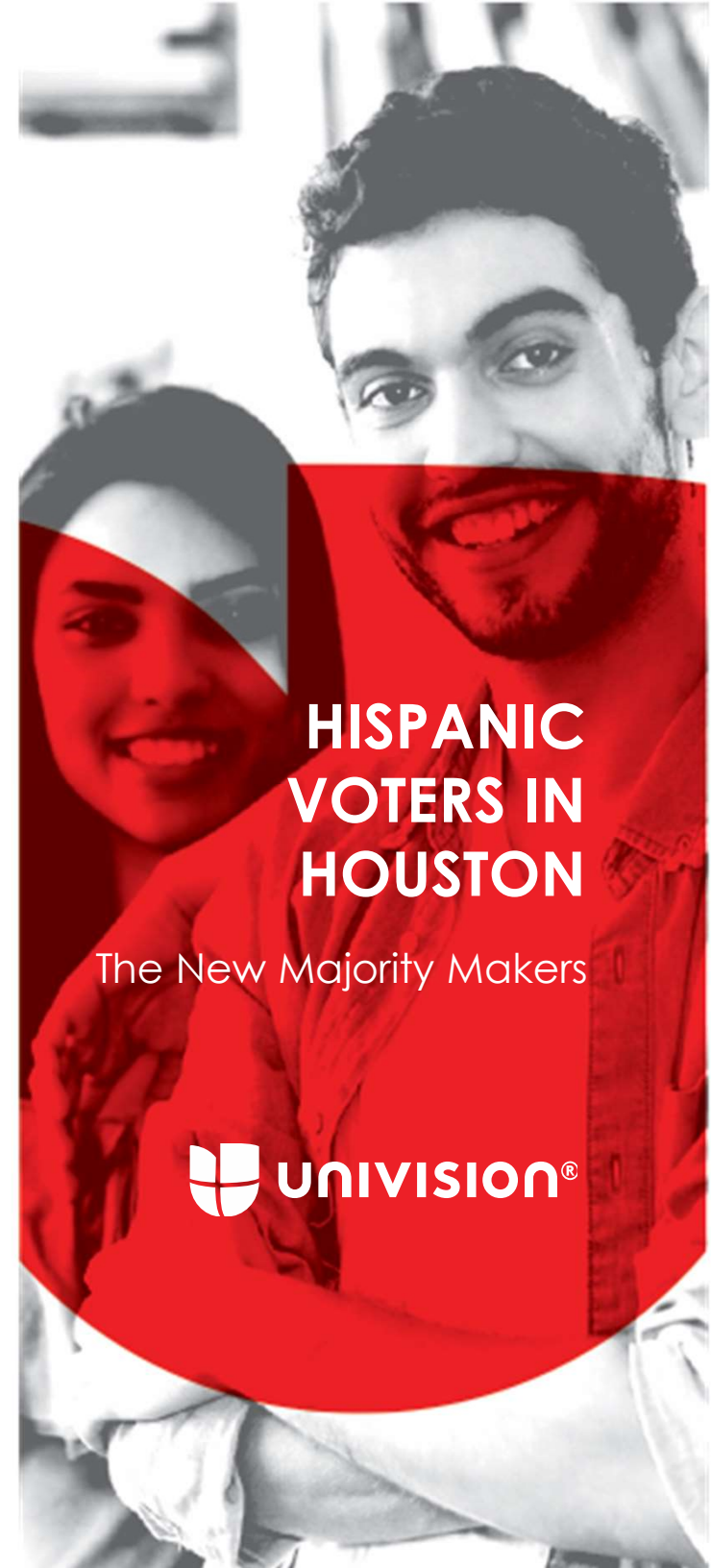
Spanish language ads deliver greater message impact

## UNIVISION IS THE GATEWAY TO HISPANIC VOTERS IN HOUSTON

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](mailto:POLITICAL@UNIVISION.NET)



**HISPANIC VOTERS IN HOUSTON**

The New Majority Makers



## ABOUT UNIVISION HOUSTON

TV and Radio Properties



### KXLN Univision 45

Serving the Houston 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.



### KFTH UniMás 67

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



### KLTN Qué Buena 102.9 FM

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



### KOVE Amor 106.5 FM

A fresh blend of contemporary and classic Romantica music that matches the evolving tastes of our young adult audience.



### KAMA Latino Mix 104.9 FM / 93.3 FM

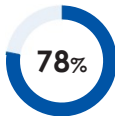
Spanish Contemporary mix of Latin Pop and Romantica reaching Central and South Americans, Cubans as well as Mexicans.



### KLAT 1010 AM - TUDN

Heritage Houston Spanish AM featuring local news, talk and TUDN sports. Broadcasts soccer, the Houston Astros, Houston Dynamo FC and Houston Rockets.

## EXCLUSIVE AUDIENCE



78% of Univision viewers do not watch any of the Top English-Language broadcast TV stations in the market.



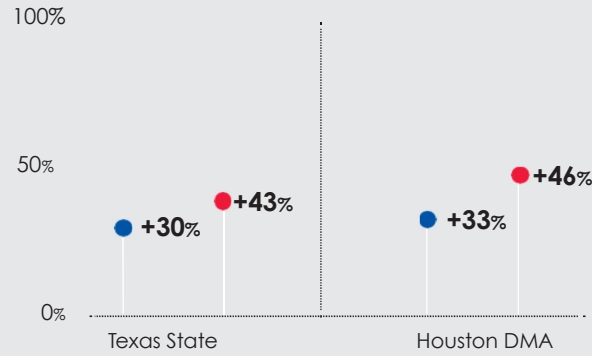
79% of Univision Radio listeners do not listen to any of the Top English-Language broadcast Radio stations in the market.

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



## REGISTERED VOTERS BY PARTY AFFILIATION

-36%

54,811 Registered Republican in 2020 vs. 85,477 in 2018. (-46% Non-Hispanics)



Republican

-67%

Hispanics -70% Non-Hispanics

+16%

710,321 Registered Democrats in 2020 vs. 610,191 in 2018. (+17% Non-Hispanics)



Democrat

+53%

Hispanics +42% Non-Hispanics

+77%

89,561 Registered as Ind./Other in 2020 vs. 50,535 in 2018. (+180% Non-Hispanics)



Independent /other

+477%

Hispanics +523% Non-Hispanics

# 2022

## PROJECTED HISPANIC TURNOUT GROWTH COMPARED TO 2018

+48%

Houston Hispanics

+47%

Texas State Hispanics

Source: Based on L2'S 2020 Voter Propensity Score