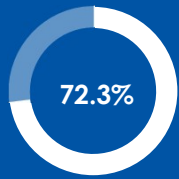


HISPANIC VOTER TURNOUT

Registered Voters



Of Los Angeles Hispanics voted during the 2020 Elections vs



Turnout In 2018



Turnout In 2016

TURNOUT GROWTH

2,516,787

Los Angeles Hispanics voted during the 2020 elections vs.

1,539,351 in 2018
1,902,765 in 2016

EARLY VOTERS & VOTE BY MAIL

In Los Angeles grew from 2016 to 2020

+123% vs. 81%

 Non-Hispanic

2020 Hispanic EV + VBM: 2,053,048
2018 Hispanic EV + VBM: 707,108
2016 Hispanic EV + VBM: 920,980

YOUNG VOTERS

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

+93%

Los Angeles Hispanic Voter 18-34 Turnout

882,173 vs. **458,871** **616,856**
2020 2018 2016

+74%

Los Angeles Non-Hispanics voter turnout growth in 2020 vs 2018

HISPANIC VOTERS IN LOS ANGELES ARE ENERGIZED

Los Angeles Hispanic voter turnout reached 72.3% 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 LOS ANGELES

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 LOS ANGELES

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 LOS ANGELES

The New Majority Makers



ABOUT UNIVISION LOS ANGELES

TV and Radio Properties



KMEX Univision 34

Flagship station providing programming and community support for all L.A. Hispanics



KFTR UniMás 46

Broadcasts telenovelas, soccer events, lively reality shows, and Hollywood films



KSCA LA 101.9 FM

Playing the music that is the beat of L.A. Hispanics by featuring high-energy Regional Mexican music from all eras



KLVE - K LOVE 107.5 FM

Everyone loves K-Love with its catalog of the hottest hits and epic love songs that makes it one of L.A.'s top stations



KRCD Recuerdo 103.9 | 98.3 FM

Recuerdo has the playlist that brings Hispanics of all ages together through its mix of anthems and epic hits



KTNQ 1020 AM

Top-rated Spanish AM station featuring local news, political talk, public affairs and sports programming

COMBINED AVERAGE WEEKLY CUMULATIVE AUDIENCE



65% of Univision L.A. TV live audience 18+ do not watch L.A.'s top 3 English-language Broadcast stations.

Source: Nielsen Local TV View Only Only Both Report for KMEX and KFTR, NSI May 2021, Live Average Weekly Audience M-Su 6a-2a Watching KABC, KCBS or KTLA



60% of Univision L.A. Radio core listeners 18+ do not listen to L.A.'s Top 3 English radio stations.

Source: Nielsen Audio Duplication Grid, Los Angeles, May 2021, % Weekly CUME and Avg Weekly CUME, M-Su 6a-12m, Univision Radio Duplication Total Audience Listening to KRTH, KFI or KOST

86%

Univision L.A.'s A18+ audience (TV +Radio+Digital) live in a Bilingual Home

Source: Nielsen Media Impact Fusion Data April 2021 Hispanic Adult Language of the Home: Mostly Spanish, Spanish English Equal, Mostly English Reach (M-Su 6a-6a), Los Angeles DMA.

66%

of L.A. Hispanic Registered Voters 18+ in are reached by Univision L.A. (TV+Radio+Digital)

Source: Nielsen Media Impact Fusion Data April 2021 with Scarborough qualitative overlay Hispanic Adults registered to vote in their district of residence (M-Su 6a-6a), Los Angeles DMA.



#1 in Los Angeles

KMEX is L.A.'s #1 Broadcast TV station for total day viewing in NSI A25-54, regardless of language

Source: NSI, Los Angeles, May 2021 (04/29/2021-05/26/2021) Live+SD, Adults 25-54 M-Su 6a-2a.

Univision Radio Los Angeles is L.A.'s #1 Spanish-language radio group in A18+

Source: Nielsen Audio, Los Angeles Metro, May 2021, Rankings based on AQH Persons, M-Su 6a-12a.

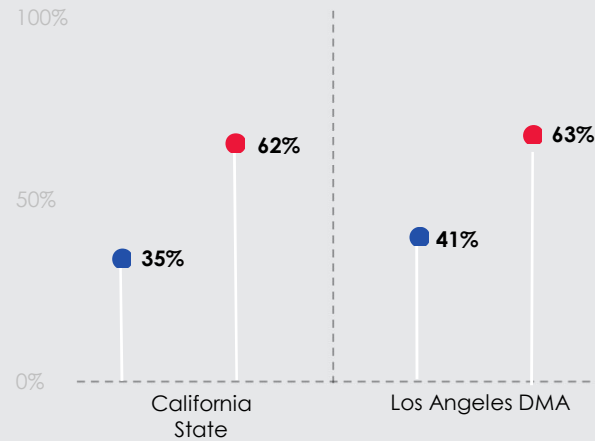
Noticias 34 on KMEX is the most watched 6PM Local News for over 25 years in NSI A18-49

Source: Number one 6p local news since May 1994 in major Feb/ May/ July Nov sweeps, among Adults 18-49, NSI Los Angeles DMA, Live+SD.

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



Los Angeles Hispanics



California State Hispanics

GROWTH IN REGISTERED VOTERS BY PARTY AFFILIATION

+28%



Republican

520,912 Registered Republican in 2020 vs. 406,406 in 2018. (+12% Non-Hispanics)

+76%

Hispanics +35% Non-Hispanics

+20%



Democrat

1,929,662 Registered Democrats in 2020 vs. 1,929,662 in 2018. (+18% Non-Hispanics)

+63%

Hispanics +46% Non-Hispanics

+3%

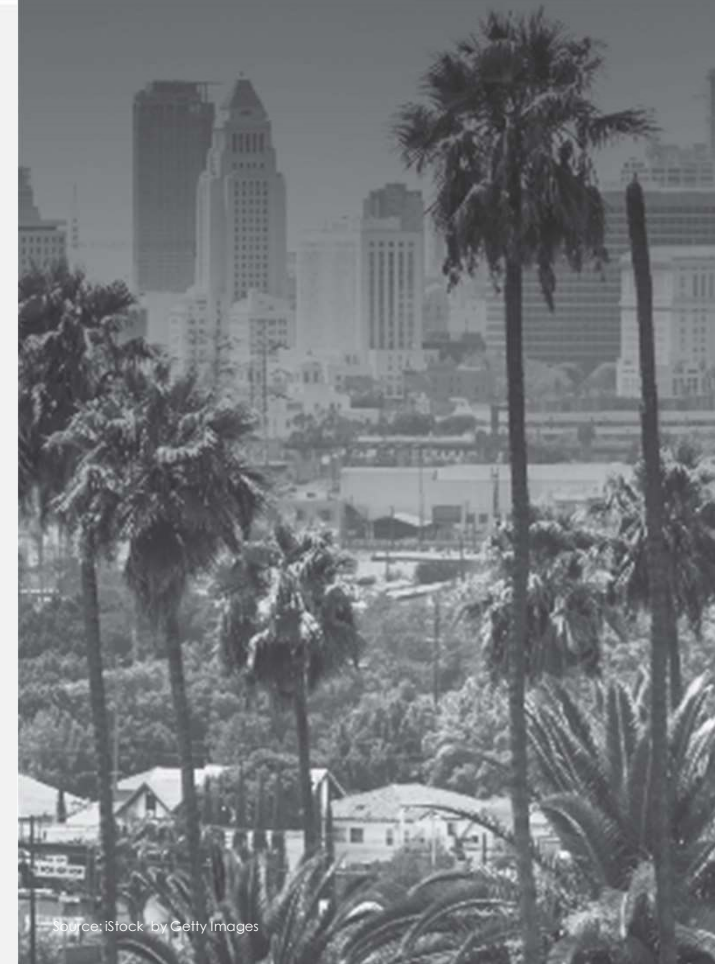


Independent / other

1,032,268 Registered as Ind./Other in 2020 vs. 1,000,299 in 2018. (0% Non-Hispanics)

+58%

Hispanics +39% Non-Hispanics



Source: iStock by Getty Images