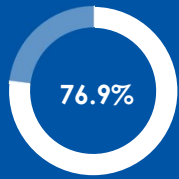
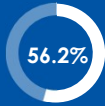


## HISPANIC VOTER TURNOUT

Registered Voters



Of Miami – Ft. Lauderdale Hispanics voted during the 2020 Elections vs



Turnout In 2018



Turnout In 2016

## TURNOUT GROWTH

999,062

Miami – Ft. Lauderdale Hispanics voted during the 2020 elections vs.

643,317 in 2018

818,672 in 2016

## EARLY VOTERS & VOTE BY MAIL

In Miami – Ft. Lauderdale from 2016 to 2020 grew

**+39%** vs. 25% Non-Hispanic

2020 Hispanic EV + VBM: 870,892  
2018 Hispanic EV + VBM: 437,602  
2016 Hispanic EV + VBM: 628,002

## YOUNG VOTERS

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

**+88%**

Miami – Ft. Lauderdale Hispanic Voter 18-34 Turnout

211,395 vs. 112,311 164,903

2020 2018 2016

**+52%**

Miami – Ft. Lauderdale Non-Hispanics voter turnout growth in 2020 vs 2018

## HISPANIC VOTERS IN MIAMI & FT. LAUDERDALE ARE ENERGIZED

Miami – Ft. Lauderdale Hispanic voter turnout reached 76.9% in 2020. Total Florida Hispanic voter turnout was 73%.

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 MIAMI & FT. LAUDERDALE

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 MIAMI & FT. LAUDERDALE

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 MIAMI-**

**FT. LAUDERDALE**

The New Majority Makers



## ABOUT UNIVISION MIAMI – FT. LAUDERDALE

### TV and Radio Properties



MIAMI-FT. LAUDERDALE

#### WLTU-TV Univision 23

A trusted and a leading destination for Hispanics. Informing, Engaging, and Empowering South Florida Hispanics.



#### WAMI-TV UniMás 69

Targeted to entertain "the Más Generation" — Hispanic who are looking for more variety. Home of UEFA.



#### WARM-FM Spanish AC

Charismatic "influencers" capture the hearts of South Florida listeners. Established ratings leader.



#### WRTO-FM Spanish CHR

Reflects Miami's diversity by playing a wide range of today's top Spanish and English hits.



#### WAQI-AM News/Talk/Commentary/Sports/Political

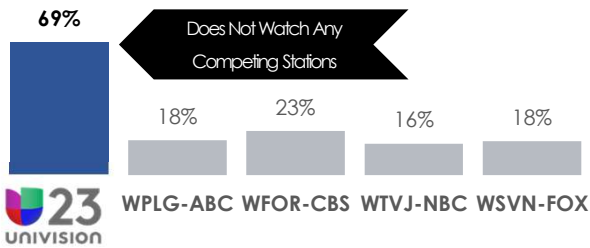
Upscale programming appeals to affluent Hispanics. Top-rated news commentators "opinion makers." Home of Miami's Top Sports Teams.



#### WQBA-AM TUDN Sports Radio

Showcasing top local, national and international sports.

### Reach Viewers Not Found on E-L Big 4 TV Stations



Nielsen Local TV View; Miami DMA. February 2021 (02/04/21 - 03/03/21). 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 the other listed stations.

### Majority of Univision Radio Listeners in Miami Are Not Found in Top E-L Stations

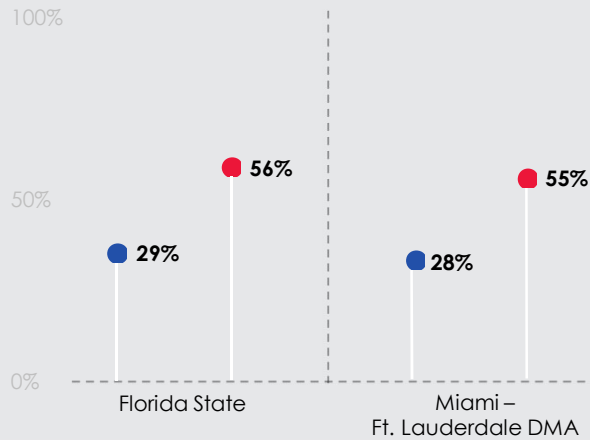


Source: Nielsen Audio, Q4 2020 PPM, Adults 25-54, M-F 6a-7p. Univision Radio (WAMR-FM, WRTO-FM, WAQI-AM, & WQBA-AM) vs. average of Top 5 EL Stations in Miami (WHQT-FM, WMXJ-FM, WFEZ-FM, WLYF-FM, & WBGG-FM). Duplication based on at least 1 or more hours of listening each week.

## 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

+17%



Republican

414,857 Registered Republican in 2020 vs. 354,273 in 2018. (+6% Non-Hispanics)

+47%

Hispanics +25% Non-Hispanics

+9%



Democrat

418,432 Registered Democrats in 2020 vs. 384,3534 in 2018. (+7% Non-Hispanics)

+48%

Hispanics +23% Non-Hispanics

+15%



Independent / other

465,327 Registered as Ind./Other in 2020 vs. 405,727 in 2018. (+10% Non-Hispanics)

+74%

Hispanics +47% Non-Hispanics

# 2022

## PROJECTED HISPANIC TURN-OUT GROWTH

+58%

Miami Hispanics

+60%

Florida State Hispanics