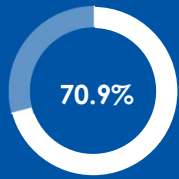


HISPANIC VOTER TURNOUT

Registered Voters



Of Phoenix Hispanics voted during the 2020 Elections vs



Turnout In 2018



Turnout In 2016

TURNOUT GROWTH

400,058

Phoenix Hispanics voted during the 2020 elections vs.

238,646 in 2018

272,386 in 2016

EARLY VOTERS & VOTE BY MAIL

In Phoenix grew

+87% vs. 90% Non-Hispanic

2020 Hispanic EV + VBM: 347,349
2020 Non-Hispanic EV + VBM: 1,933,319

YOUNG VOTERS

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

+116%

Phoenix Hispanic Voter 18-34 Turnout

139,148 vs. 64,279 85,736
2020 2018 2016

+96%

Phoenix Non-Hispanics voter turnout growth in 2020 vs 2018

HISPANIC VOTERS IN PHOENIX ARE ENERGIZED

Phoenix Hispanic voter turnout reached 70.9% in 2020. Total Arizona Hispanic voter turnout was 70.1%.

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 PHOENIX

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 PHOENIX

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

Our capabilities give campaigns the winning advantage

HISPANIC VOTERS IN PHOENIX

The New Majority Makers



CONTACT US AT POLITICAL@UNIVISION.NET



ABOUT UNIVISION PHOENIX

TV and Radio Properties



KTVW Univision Arizona

One of the most watched TV stations in the Phoenix DMA, regardless of language, and ranks as the #1 Spanish-language station among Hispanics in the Greater Phoenix metro area and other counties.



KFPH Unimás

Offentimes the 2nd most watched Spanish-language television station, offering counter-programming with sports, reality, drama series, and movies.



KHOT-FM Qué Buena 105.9

The Valley's favorite Spanish-language Regional Mexican station, targeting Hispanic adults 18-54.



KOMR-FM Amor 106.3

The top Spanish Adult Hits station in Phoenix, targeting the mature adult listener who loves Latin hits from the '70s through today.



KQMR-FM Latino Mix 100.3

The exclusive station for the young, bilingual Hispanic listener in Phoenix, playing today's hits.

EXCLUSIVE AUDIENCE



87% of Univision's A18-49 viewers do not watch any of the major English-language broadcast TV stations in Total Day



81% of Univision Radio's Adult 18-49 Listeners do not listen to top English Radio Stations Each Week

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.

UNIVISION PHOENIX REACHES BILINGUALS



KTVW+ Univision Delivers More Bilingual Hispanic Adult 18-49 Viewers than Any E-L Broadcast Station in Total Day, Prime, Early News & Late News

Source: Nielsen Local TV View, Phoenix DMA, NSI Live+SD, 20-21 Broadcast Season (09/21/20 - 05/26/21), Prime/Total Day is Time Period Data; Early News M-F 5-530p, Late News M-F 10-1030p & M-F 9-10p Program Average; Bilingual Persons is Defined as Adults 18-49 Speaking Mostly Spanish, Spanish/English Equally or Mostly English.

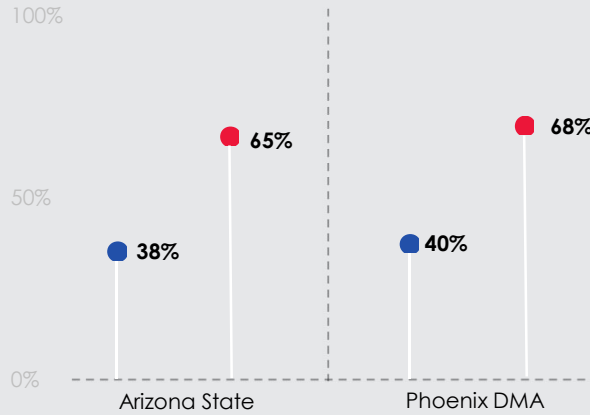
Univision Radio's Qué Buena 105.9 FM Delivers More Bilingual Hispanic Adult 18-49 Listeners than Any E-L Radio Station, Total Week.

Source: Nielsen Audio, 4Q 2020, Bilingual HA18-49, M-Su 6a-12a, AQH Persons, Phoenix Metro.

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



Phoenix Hispanics



Arizona State Hispanics

GROWTH IN REGISTERED VOTERS BY PARTY AFFILIATION

STRONG TURNOUT AMONG ALL PARTY AFFILIATIONS 2018 - 2020

+33%

98,657 Registered Republican in 2020 vs. 74,306 in 2018. (+16% Non-Hispanics)



Republican

+73%

Hispanics +36% Non-Hispanics

+21%

258,883 Registered Democrats in 2020 vs. 213,457 in 2018. (+19% Non-Hispanics)



Democrat

+58%

Hispanics +42% Non-Hispanics

+17%

206,889 Registered as Ind./Other in 2020 vs. 176,253 in 2018. (+8% Non-Hispanics)



Independent / other

+83%

Hispanics +45% Non-Hispanics



Source: iStock by Getty Images