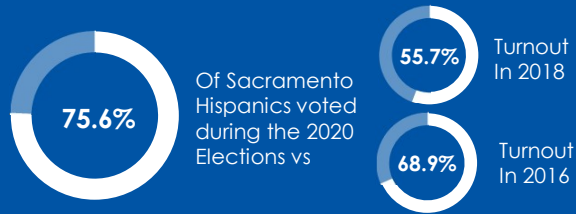


## HISPANIC VOTER TURNOUT

Registered Voters



## TURNOUT GROWTH

**371,243**

Sacramento Hispanics voted during the 2020 elections vs.

**236,284** in 2018  
**245,901** in 2016

## EARLY VOTERS & VOTE BY MAIL

In Sacramento grew from 2016 to 2020

**+121%** vs. **80%** Non-Hispanic

2020 Hispanic EV + VBM: 351,789  
2018 Hispanic EV + VBM: 177,250  
2016 Hispanic EV + VBM: 158,853

## YOUNG VOTERS

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

**+92%**

Sacramento Hispanic Voter 18-34 Turnout

**118,660** vs. **61,698** **70,746**  
2020 2018 2016

**+74%**

Sacramento Non-Hispanics voter turnout growth in 2020 vs 2018

## HISPANIC VOTERS IN SACRAMENTO ARE ENERGIZED

Sacramento Hispanic voter turnout reached 75.6% 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 SACRAMENTO

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 SACRAMENTO

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 SACRAMENTO

The New Majority Makers



## ABOUT UNIVISION SACRAMENTO

TV Properties



### KUVS Univision 19

The most watched Spanish-language broadcast stations in the Sacramento DMA. KUVS finished the May'21 sweep as the #1 S-L broadcast TV station in every daypart across all key demos.



### KTFK UniMás 64

The second most-watched Spanish-language broadcast TV station in the market.

### TV Ratings Highlights

Noticias 19 is far and away the #1 Spanish-language newscast at 6p and 11p while Edición Digital California and Despierta Valle Central are the only Spanish-language midday and early morning newscasts in the market.

KUVS and KTFK UniMás 64 delivered a combined share of viewing among all Spanish-language broadcast stations in Sacramento of at least 85% in all key demos.

Source: Nielsen, NSI, Sacramento DMA, May'21 sweep, Live+SD, Ranking and percentages based on thousands. Daytime TP M-F 10a-4p, Early Fringe TP M-F 4p-6p, Early News M-F 6p start time, Late News M-F 11p start time, Prime TP M-Sa 8-11p/Su 6-10p, Access TP M-F 7-8p.

## EXCLUSIVE AUDIENCE



78% of KUVS viewers are not found on English-language broadcast TV stations. (A25-54)

Source: 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-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.

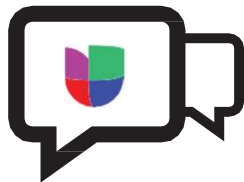
## UNIVISION SACRAMENTO REACHES BILINGUALS

58%

of KUVS's audience is bilingual

46%

of KTFK's audience is bilingual

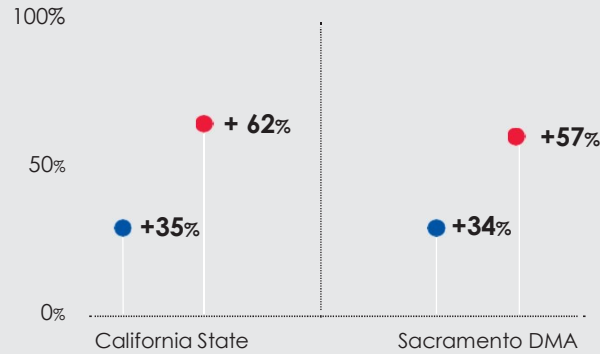


Source: Nielsen Local TV View, NSI Live+SD, May21 (4/29/21-5/26/21), Total Day is Time Period Data: M-Su 6a-2a; Bilingual Persons is Defined as Adult 25-54 speaking Mostly Spanish, Spanish/English Equally or Mostly English.

## 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

+22%

91,255 Registered Republican in 2020 vs. 74,932 in 2018. (+12% Non-Hispanics)



Republican

+64%

Hispanics +32% Non-Hispanics

+22%

253,825 Registered Democrats in 2020 vs. 207,807 in 2018. (+17% Non-Hispanics)



Democrat

+58%

Hispanics +39% Non-Hispanics

+3%

146,098 Registered as Ind./Other in 2020 vs. 141,388 in 2018. (-2% Non-Hispanics)



Independent /other

+51%

Hispanics +30% Non-Hispanics



Source: Based on L2'S 2020 Voter Propensity Score