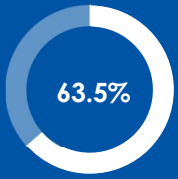


HISPANIC VOTER TURNOUT

Registered Voters



Of San Antonio Hispanics voted during the 2020 Elections vs



Turnout In 2018



Turnout In 2016

TURNOUT GROWTH

437,452

San Antonio Hispanics voted during the 2020 elections vs.

300,649 in 2018
324,598 in 2016

EARLY VOTERS & VOTE BY MAIL

In San Antonio from 2016 to 2020 grew

+58% vs. **42%** Non-Hispanic

2020 Hispanic EV + VBM: 372,212
2018 Hispanic EV + VBM: 211,478
2016 Hispanic EV + VBM: 236,052

YOUNG VOTERS

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

+64%

San Antonio Hispanic Voter 18-34 Turnout

105,323 vs. **64,051** **67,828**
2020 2018 2016

+63%

San Antonio Non-Hispanics voter turnout growth in 2020 vs 2018

HISPANIC VOTERS IN SAN ANTONIO ARE ENERGIZED

San Antonio Hispanic voter turnout reached 63.5% 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 SAN ANTONIO

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 SAN ANTONIO

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 SAN ANTONIO

The New Majority Makers



ABOUT UNIVISION SAN ANTONIO

TV and Radio Properties



KWEX Univision 41

The first full-time, Spanish language TV station in the U.S., Celebrating its 65th anniversary in 2020. A pillar in the community.



KNIC UniMás 17

Soccer, reality shows, classic programs/telenovelas, Spanish-dubbed Hollywood feature films.



KROM Qué Buena 92.9 FM

San Antonio's favorite Regional Mexican station.



KMYO Latino Mix 95.1 FM

Reggaeton and Top 40 Hits in a Bilingual format.



KXTN Tejano & Proud 1350 AM/107.5 HD-2

Proud to celebrate more than 30 years entertaining San Antonio with Tejano greatest hits.



KBBT The Beat 98.5 FM

Home to the best and most Hip Hop and R&B.



KVBH VIBE 107.5 FM

Top 40 Rhythmic, Hip Hop and R&B artists from the 1990s and early 2000s also known as "Throwbacks."

COMBINED AVERAGE WEEKLY CUMULATIVE AUDIENCE



75% of San Antonio Hispanics A18-49 are watching, listening, or online with Univision San Antonio.

Source: Nielsen Local Media Fusion, November 2020, Hispanic Adults 18-49, Total Day (M-Su 6a-6p).

Reach definitions: Television: At least five minutes in a quarter hour (DMA respondents), Live+7, Radio: At least five minutes in a quarter hour (Metro area respondents only).

UNIVISION SAN ANTONIO REACHES BILINGUALS

95% of KWEX-UNI viewers are bilingual

63% of KROM-FM listeners are bilingual

94% of KNIC-UMA viewers are bilingual

71% of KMYO-FM listeners are bilingual

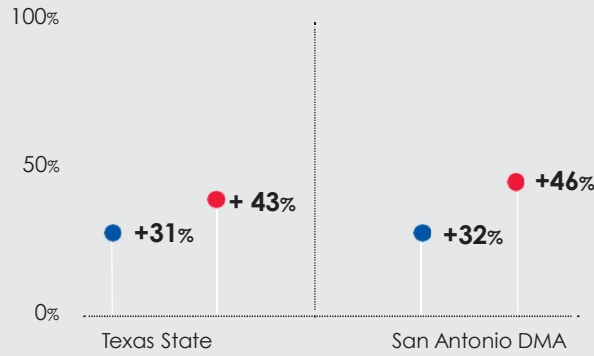


Source: (TV) Nielsen Local TV View, NSI Live+SD, May21 (4/29/21-5/26/21), Total Day is Time Period Date: M-Su 6a-2a; Bilingual Persons is Defined as Adults 18-49 in a Home Speaking Mostly Spanish, Spanish/English Equally or Mostly English; (Radio) Nielsen Audio, Q4 2020 PPM, San Antonio Metro, M-Su 6a-12m, Compositions based on AQH 6+.

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

+7%



68,802 Registered Republican in 2020 vs. 64,357 in 2018. (+6% Non-Hispanics)

+20%

Hispanics +22% Non-Hispanics

+10%



579,285 Registered Democrats in 2020 vs. 525,779 in 2018. (+20% Non-Hispanics)

+50%

Hispanics +46% Non-Hispanics

+6%



41,239 Registered as Ind./Other in 2020 vs. 38,795 in 2018. (+3% Non-Hispanics)

+75%

Hispanics +55% Non-Hispanics



Source: Based on L2'S 2020 Voter Propensity Score