

## HISPANIC VOTER TURNOUT

Registered Voters



## TURNOUT GROWTH

**366,682**

San Diego Hispanics voted during the 2020 elections vs.

**226,219** in 2018  
**278,762** in 2016

## EARLY VOTERS & VOTE BY MAIL

In San Diego grew

**+93%** vs. **56%** Non-Hispanic

2020 Hispanic EV + VBM: 315,797  
2018 Hispanic EV + VBM: 163,295

## YOUNG VOTERS

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

**+92%**

San Diego Hispanic Voter 18-34 Turnout

**121,367** vs. **63,330** **87,524**  
2020 2018 2016

**+66%**

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

## HISPANIC VOTERS IN SAN DIEGO ARE ENERGIZED

San Diego Hispanic voter turnout reached 74.3% 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 SAN DIEGO

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 DIEGO

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 SAN DIEGO

The New Majority Makers



## ABOUT UNIVISION SAN DIEGO

TV and Radio Properties



### KBNT 17 Univision affiliate

KBNT is home to top Spanish-language news and entertainment such as Despierta America, popular novelas, Noticiero Univision -- winner of the Emmy and the prestigious Edward R. Murrow award for journalism, and our very own Noticias Univision, San Diego's local Spanish-language news.

### KDTF 36 Unimás affiliate

UniMás is designed to grow Hispanic viewers with programs that appeal to millennials such as contemporary novelas, sports, movies and reality shows that compliment Univision's lineup, not compete against it.

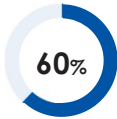
### AMOR 102.9 FM

San Diego Hispanics tune in to AMOR 102.9 FM to find their favorite playlist of songs by the biggest stars in Spanish AC.

### Qué Buena 106.5 FM

San Diego's top Spanish-language station that has been serving the area for decades.

## EXCLUSIVE AUDIENCE



60% of Univision TV viewers do not watch any of the Top English-Language broadcast TV stations in the market.



82% of Univision Radio listeners do not listen to any of the top English-Language broadcast Radio stations in the market.

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 E-L Stations in the Market. Duplication based on at least 1 or more hours of listening each week.

## UNIVISION SAN DIEGO REACHES BILINGUALS

93% of KBNT-UNI viewers are bilingual

100% of KDTF-UMA viewers are bilingual

54% of KLNv-FM listeners are bilingual

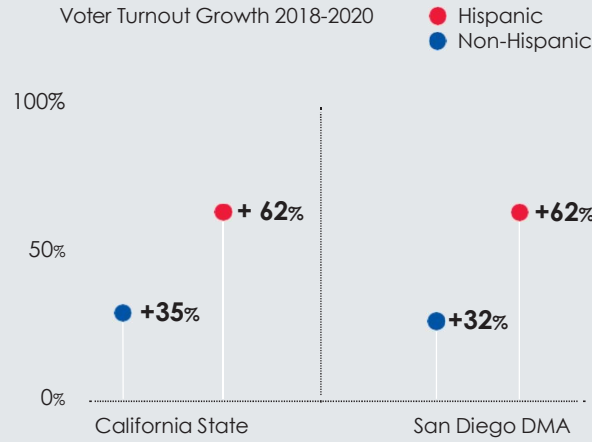
53% of KLQV-FM listeners are bilingual



Source: TV: Nielsen Local TV View, NSI Live+SD, May 21 (4/29/21-5/26/21), Total Day is Time Period Data; 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 Diego Metro, M-Su 6a-12m; Language Compositions based on AQH 6+.

## GROWTH OF HISPANIC VOTERS IS SIGNIFICANTLY HIGHER THAN NON-HISPANIC

Voter Turnout Growth 2018-2020



## GROWTH IN REGISTERED VOTERS BY PARTY AFFILIATION

+28%

85,117 Registered Republican in 2020 vs. 66,421 in 2018. (+28% Non-Hispanics)



Republican

+66%

Hispanics +26% Non-Hispanics

+27%

240,031 Registered Democrats in 2020 vs. 189,610 in 2018. (+22% Non-Hispanics)



Democrat

+69%

Hispanics +44% Non-Hispanics

-2%

168,141 Registered as Ind./Other in 2020 vs. 171,060 in 2018. (-4% Non-Hispanics)



Independent /other

+49%

Hispanics +26% Non-Hispanics

