

HISPANIC VOTER TURNOUT

Registered Voters



TURNOUT GROWTH

602,443

San Francisco-Oakland Hispanics voted during the 2020 elections vs.

399,531 in 2018
486,720 in 2016

EARLY VOTERS & VOTE BY MAIL

In San Francisco-Oakland from 2016 to 2020 grew

+82% vs. **53%** Non-Hispanic

2020 Hispanic EV + VBM: 569,520
2018 Hispanic EV + VBM: 284,485
2016 Hispanic EV + VBM: 312,551

YOUNG VOTERS

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

+79%

San Francisco-Oakland Hispanic Voter 18-34 Turnout

188,054 vs. **105,132** **138,595**
2020 2018 2016

+53%

San Francisco-Oakland Non-Hispanics voter turnout growth in 2020 vs 2018

HISPANIC VOTERS IN SAN FRANCISCO-OAKLAND ARE ENERGIZED

San Francisco-Oakland Hispanic voter turnout reached 79.1% 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 FRANCISCO-OAKLAND

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 FRANCISCO-OAKLAND

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 FRANCISCO-OAKLAND

The New Majority Makers



ABOUT UNIVISION SAN FRANCISCO

TV and Radio Properties



KDTV Univision 14

The leading Spanish-language station providing award-winning, daily local news ranked #1 at 6pm and #1 at 11pm (tied), hit Primetime shows and best LIVE Sports games.



KFSF UniMás 66

UniMás is designed to grow Hispanic viewers with programs such as sports, reality, drama series, and movies.



KSOL-FM Qué Buena 98.9/99.1

Regional Mexican top hits that appeal to Bay Area Hispanics, featuring Regional Mexican music from all eras. KSOL-FM is the #1 Spanish-language radio station in the SF Metro with Adults 25-54 during AM Drive.



KBRG-FM Amor 100.3

A mix of nostalgic and current Spanish Adult Hits for multiple generations of Bay Area Hispanics. KBRG-FM is the #1 Spanish-language radio station in the SF Metro with Adults 25-54 Total Week and during PM Drive.

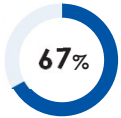


KVVF Latino Mix 105.7 FM / 100.7 FM

Latino Mix is the Bay Area's only destination for Latin music's biggest superstars.

Source: 1. Nielsen, NSI, LPM+PPM, San Francisco-Oakland DMA, Jun '21 Sweep (06/13/2021-06/30/2021), Live+SD, Adults 25-54, Ranking and percentages based on thousands. Early News M-F 6p start time, 11p News M-F 11p start time. 2. Nielsen Audio PPM, San Francisco-Oakland Metro, MAY/FEB/MAR 2021 Average, AQH Share, KSOL-FM (KSOL-FM/KSOL-FM), KBRG-FM, KVVF-FM (KVVF-FM/KVVF-FM), Total Week M-Su 6a-12m, AM Drive M-F 6a-10a, MIDDAYS M-F 10a-3p, PM Drive M-F 3p-7p, Evenings M-F 7p-12m, Weekends Sa-Su 6a-12m.

EXCLUSIVE AUDIENCE



of KDTV viewers are not found on English-language broadcast TV stations. (A18-49)

Source: Nielsen Local TV View; San Francisco-Oakland DMA, February 2020 (01/30/20-02/26/20), M-Su, 6a-2a, Live+SD, Adults 18-49. 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.



of KSOL-FM/KBRG-FM listeners are not found on the Top 5 English-language radio stations. (A18-49)

Source: Nielsen Audio PPM, San Francisco-Oakland Metro, 3Q 2019, Duplication Grid for Adults 18-49 % Weekly Cumulative, Total Week M-Su 6a-12m. Duplication based on 1+hours of listening. Comparison to EL Radio based on Top 5 (Total Market) English-language radio stations (excludes KQED) versus Univision Spanish-Language radio stations

UNIVISION SAN FRANCISCO REACHES BILINGUALS

86% of KDTV's A18+ audience is in a bilingual home

68% of KFSF's A18+ audience is in a bilingual home

64% of KSOL-FM's listener is bilingual

77% of KBRG-FM's listener is bilingual

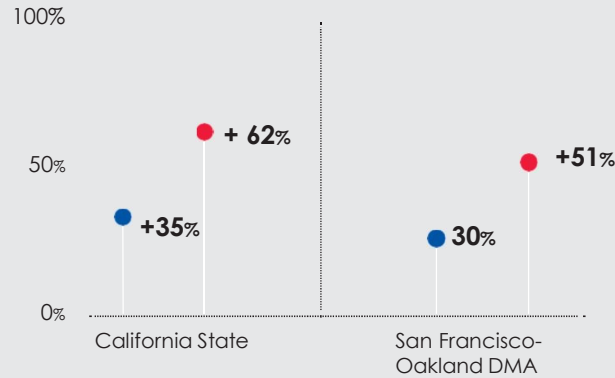
67% of KVVF-FM's listener is bilingual

Source Nielsen, NSI, San Francisco-Oakland DMA, February 2021 Live+SD, KDTV-Univision M-Su 6a-2a, KFSF Unimas Total Day, Average Audience Source: Nielsen Audio PPM, Q 1 2021, San Francisco-Oakland Metro, A18-49, Language (A18-49) AQH Persons, KSOL-FM (KSOL-FM/KSOL-FM), KBRG-FM, KVVF-FM (KVVF-FM/KVVF-FM), M-Su 6a-12m.

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

+26%



77,551 Registered Republican in 2020 vs. 61,580 in 2018. (+8% Non-Hispanics)

+58%

Hispanics +24% Non-Hispanics

+24%



467,736 Registered Democrats in 2020 vs. 378,119 in 2018. (+19% Non-Hispanics)

+57%

Hispanics +36% Non-Hispanics

-2%



215,933 Registered as Incl./Other in 2020 vs. 222,711 in 2018. (-5% Non-Hispanics)

+35%

Hispanics +21% Non-Hispanics

