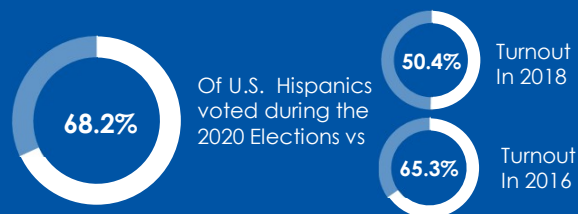


HISPANIC VOTER TURNOUT

Registered Voters



TURNOUT GROWTH

16,074,101

U.S. Hispanics voted during the 2020 elections vs.

10,251,142 in 2018
12,413,294 in 2016

EARLY VOTERS & VOTE BY MAIL

In U.S. grew from 2016 to 2020

+114% vs. 104% Non-Hispanic

2020 Hispanic EV + VBM: 11,871,478
2016 Hispanic EV + VBM: 5,541,590

YOUNG VOTERS

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

+89%

U.S. Hispanic Voter 18-34 Turnout

4,814,868 vs. 2,552,883 3,416,868
2020 2018 2016

+69%

U.S. Non-Hispanics voter turnout growth in 2020 vs 2018

HISPANIC VOTERS IN THE U.S. ARE ENERGIZED

Hispanic voter turnout reached 68.2 in 2020.

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 THE U.S.

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 THE U.S.

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
THE U.S.**

The New Majority Makers



ABOUT UNIVISION ACROSS THE U.S.

TV and Radio Properties



#1 Spanish-language network

for 29 consecutive broadcast seasons in primetime and total day.¹

84%

Exclusive Audience not reached on any of the top 10 English-language networks.¹

88%

View Live and higher than ABC, CBS, NBC, FOX and The CW.¹

94%

Watch the ads and higher than ABC, CBS, NBC, FOX and The CW.¹



Youngest broadcast network in primetime and total day, regardless of language.²

92%

View Live higher than ABC, CBS, NBC, FOX, The CW, TEL, AZA, ETV and the top 10 E-L cable entertainment networks.

90%

Exclusive Audience not reached on any of the top 10 English-language networks.²



#1 Spanish-language cable entertainment network for 25 consecutive seasons. +114% adv. in primetime and +81% adv. in total day over closest competitor - Universo.³

94%

Exclusive Audience not reached on any of the top 10 English-language entertainment cable networks.³



94%

View Live higher than all other major sports networks.⁴



Univision Audio is the Leading Spanish Radio Network in the US for Hispanic A18+. Univision Radio Network delivers over 570K Impressions (HA18+).⁵

65%

of **Univision's** HA18+ impressions are delivered in the Top 10 DMAs. More than any other SL



Univision Digital ranks as the #1 Spanish-Language digital property among Adults 18+ with 9.2M unique visitors; out delivering its closest competitor NBCUniversal Hispanic Group by 1.6M unique visitors.⁶

67%

of Univision Digital's A18+ audience does not visit other top Spanish Language sites.⁷

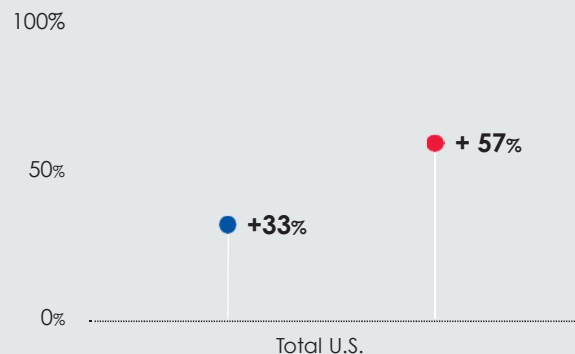
70%

do not visit the top Entertainment TV sites.⁷

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

+20%

3,510,461 Registered Republican in 2020 vs. 2,925,402 in 2018. (+7% Non-Hispanics)



Republican

+51%

Hispanics +25% Non-Hispanics

+16%

13,415,880 Registered Democrats in 2020 vs. 11,583,656 in 2018. (+15% Non-Hispanics)



Democrat

+53%

Hispanics +35% Non-Hispanics

+14%

6,640,665 Registered as Ind./Other in 2020 vs. 5,839,873 in 2018. (+5% Non-Hispanics)



Independent /other

+73%

Hispanics +46% Non-Hispanics

1. Source: Nielsen, NPM (09/21/2020-05/26/2021) Mon-Sat 8pm-11pm/Sun 7pm-11pm, Adults 18-49, Live+7. Exclusive Audience based on a qualified audience of 6+ minutes and on Univision versus the top 10 English-language networks during the week of (02/08/2020-02/14/2020). Excludes Sports for Live Viewing (Live and Live+7) and Commercial Audience Retention (Live+3 and C3). Total Day based on Mon-Sun 7am-2am.

2. Source: Nielsen, NPM (09/21/2020-05/26/2021) Mon-Sat 8pm-11pm/Sun 7pm-11pm, Adults 18-49, Live+7. Exclusive Audience based on a qualified audience of 6+ minutes and on Univision versus the top 10 English-language networks during the week of (02/08/2020-02/14/2020). Excludes Sports for Live Viewing (Live and Live+7) and Commercial Audience Retention (Live+3 and C3). Total Day based on Mon-Sun 7am-2am. Median Age based on Persons 2+.

3. Source: Nielsen, NPM (09/21/2020-05/26/2021, Live+7) excludes sports, Adults 18-49, Top Ad-Supported networks based on Mon-Sat 8-11p, Sun 7-11p NPMH, excluding sports. NPM-H from 1994-2007/ NPM 2008-2018, Excludes sports. Exclusive audience based on NPM (05/10/2021-05/16/2021) Mon-Sat 8pm-11pm, Sun 7pm-11pm 6+ minutes qualifier, Live+7.

4. Source: Nielsen, NPM, Most Current data, 2Q21, Live 7, A18-49 demo

5. Source: Nielsen Audio Nationwide Fall 2020, Hispanic A18+ MSU 6a-12m

6. Source: Comscore, Media Metrix (Multi-Platform U.S. Adults 18+), September 2019.

7. Source: Comscore, Media Metrix, Audience Duplication, Multi-Platform U.S. Adults 18+, September 2019. Percent of TV Univision Digital A18+ Audience who did not visit any of the top Entertainment Cable/Broadcast TV/Spanish Language digital entities in the month of September 2019. Digital entities based on top 10 Entertainment Cable/Broadcast TV and top 10 Spanish Language Hispanic Ad-Focus properties for the month of September 2019, ranked on Total

Source: Based on L2's 2020 Voter Propensity Score