

AM/FM Radio: In the Ear of the Swing Voter

INTRODUCTION

The final stretch of the campaign season is here and candidates, campaigns and outside groups are making final determinations on how to best reach and influence voters. For many voters, it's time to make a commitment to a candidate. Previously undeclared, Swing and Low-Turnout voters can often make the difference on Election Day. It's not unusual, therefore, to see many political campaigns turning their attention to winning the hearts and minds of these crucial voters in the final weeks.

How best to spend remaining campaign funds on these last efforts? **Consider Radio.**

While television and digital media are often given a lot of consideration, Radio's connection to these critical swing voters has gone largely unexplored. In conjunction with Vox Populi Polling, a group that specializes in understanding the American political and public policy landscape, Katz Radio Group conducted a poll of Swing and Low-Turnout voters to get their perspectives on Radio as a political advertising medium. The results were clear and compelling: *Radio is in the ear of the Swing Voter.*

KEY INSIGHT



American voters not only listen to radio, but they view radio as a credible source of information and a smart use of candidate campaign dollars. Most importantly, the research indicates that radio is particularly prevalent and effective among two politically influential groups of voters: Swing Voters and Low Turnout Republicans and Democrats.

METHODOLOGY

Katz Radio Group worked with Vox Populi to conduct a nationwide poll of 1,056 registered voters on September 8 and 9, 2014. The margin of error was +/-3.0%.

Respondents were asked to answer 14 total questions about their voting habits and preferences, as well as their radio habits and preferences. 803 interviews were completed using automated telephone technology and 253 were conducted using mobile-based survey technology.

For the purpose of our analysis, we focused on two key voter segments:

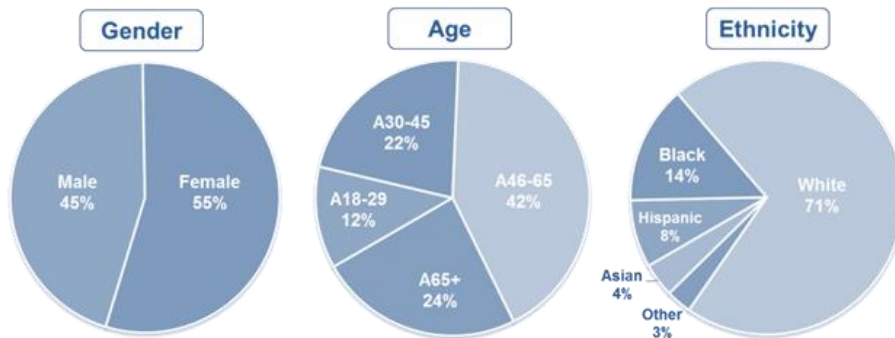
SWING VOTERS - registered voters who indicate that they are undecided or might change their mind as to who they are voting for. Swing voters comprised 32% of our polled sample.

LOW TURNOUT VOTERS - Registered voters who identify themselves as Democrat or Republican, but may not vote in this upcoming election. Low Turnout Voters comprised 8% of our polled sample.

VOTER DEMOGRAPHICS AND PARTY-VOTING PROPENSITY

Demographically, the polled voters were a representative cross-section of the electorate. Gender breakouts were 45% male / 55% female, with 87% of polled voters stating they were definitely voting this November 4th, while 11% stating they were probably voting, and 3% stating they had no plans to vote.

Voter Demographics

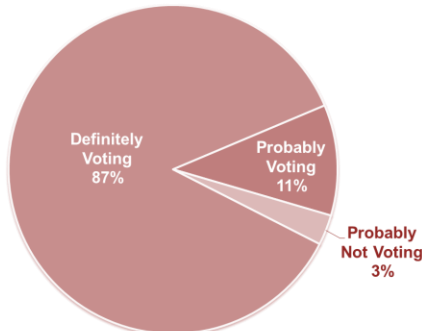


Voters are split down the middle on party preference. While 32% of voters said they are definitely voting for their respective Republican candidate for U.S. Representative, an additional 7% of voters said they will likely vote Republican, *but could still change their mind and switch their vote to Democrat*.

Meanwhile, 35% of voters said they are definitely voting for their respective Democratic candidate for U.S. Representative, with 10% of voters stating they will likely vote Democrat, *but could still change their mind and switch their vote to Republican*. Sixteen percent of voters said they are unsure as to which party's candidate they would vote for.

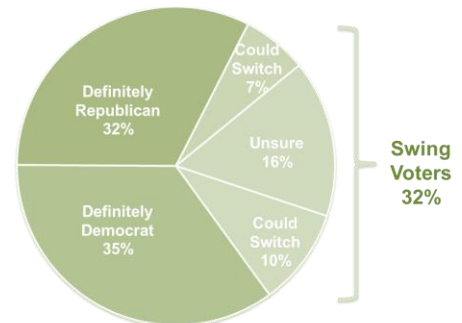
Likelihood to Vote

(Q) How likely are you to vote in the upcoming November 4th elections?



Party Voting Propensity

(Q) If the election for United States Representative was held in your area today, for whom would you vote?



RADIO: A REGULAR, CREDIBLE COMPANION

If you're trying to reach Swing Voters, turn up your radio spend. Eight out of ten Swing Voters report listening to AM/FM radio on a regular basis – and more than 60% of them agree that Radio is a good way for political candidates to reach them.

Voters across the political spectrum find radio advertising more credible than what they see online. In a head to head match-up, registered voters said ads on the radio are more believable than ads they see on the internet by a 56-35 margin. This sentiment is found across the political spectrum– Republicans, Democrats and Independents

Both Low Turnout voters and Swing voters found radio advertising to be even more credible, out-pacing the Internet by a 62-38 margin and a 52-38 margin, respectively.

TUNE IN YOUR CANDIDATES' SUPPORTERS

It's not just about news!

The Vox Populi/Katz Media poll indicates that you can find Swing Voters all across the radio dial. Swing voters listen more to FM stations, with 67% reporting listening to FM regularly, and only 14% listening exclusively to AM radio. Low Turnout Voters, likewise, are FM music listeners, with 75% of Low Turnout Republicans and Democrats stating that they listen to AM / FM or local music stations regularly.

IMPLICATIONS FOR POLITICAL CAMPAIGNS

The results of the Vox Populi/Katz Radio Group poll clearly indicate that radio is both a habitual and influential medium for reaching voters who can make the difference on Election Day. In a world of many media choices, candidates will benefit from radio's ability to relate credibility among impressionable voters in the final weeks of the election cycle

