



# What Matters to Voters

Voting Insights of Radio Listeners

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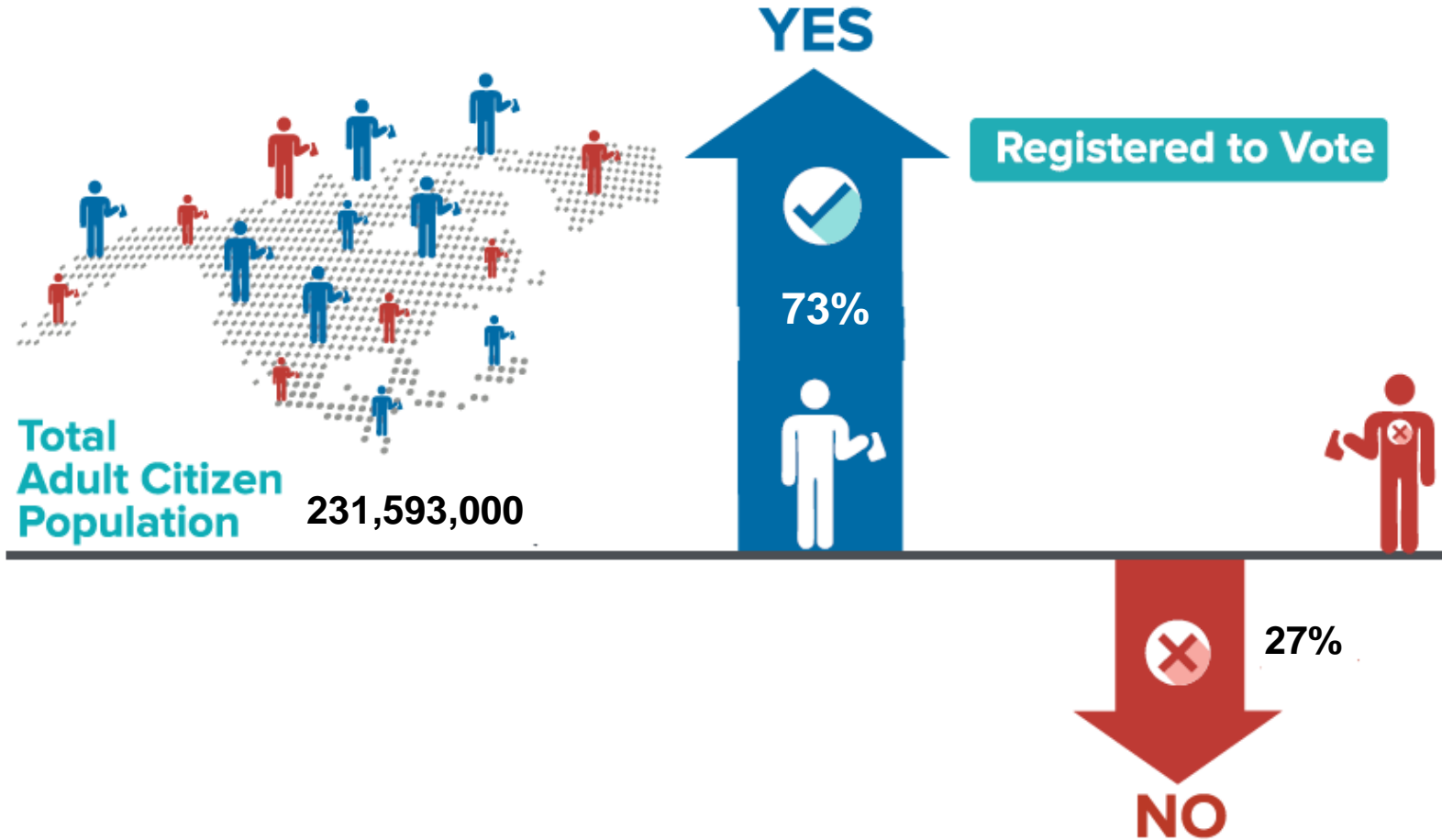


identify  
deliver  
optimize

THE TOTAL PERCENT OF U.S. REGISTERED VOTERS IS GROWING; IN 2020, 168M PEOPLE REGISTERED TO VOTE, COMPARED WITH 153M IN 2018



## Total U.S. Citizens Registered to Vote in 2020

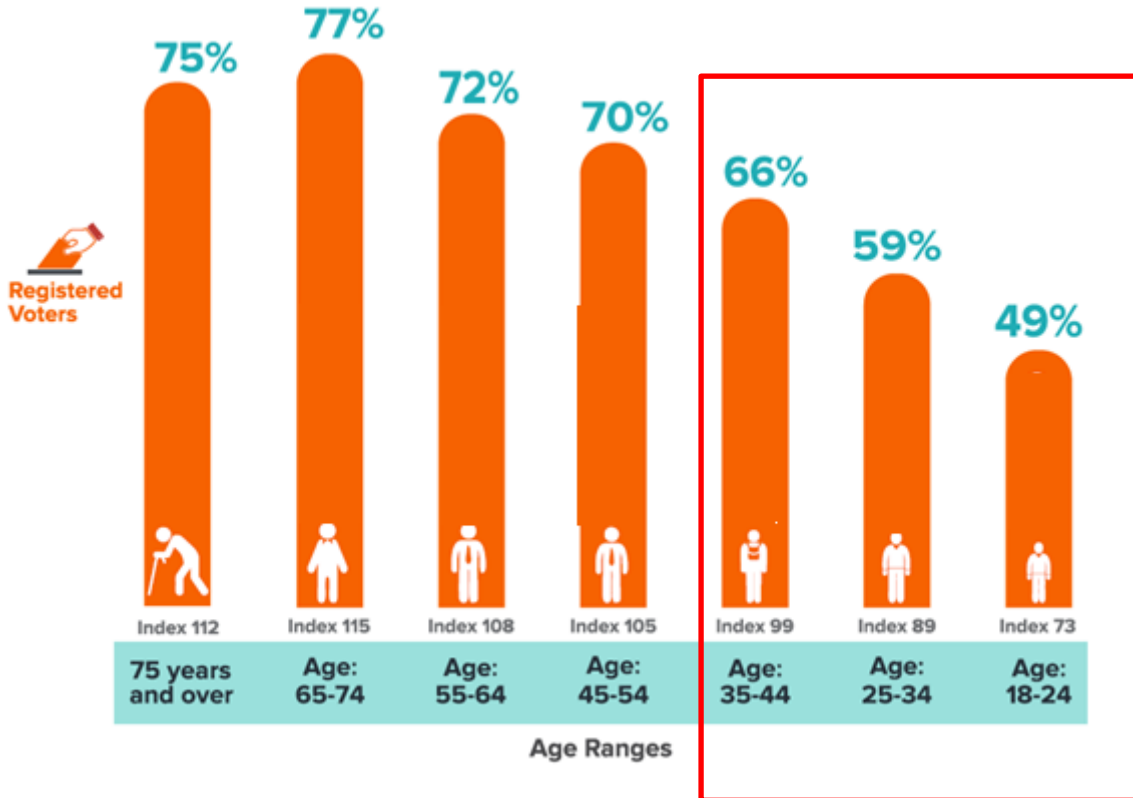


Source: U.S. Census Bureau, Voting and Registration in the Election of November 2020, February 2022

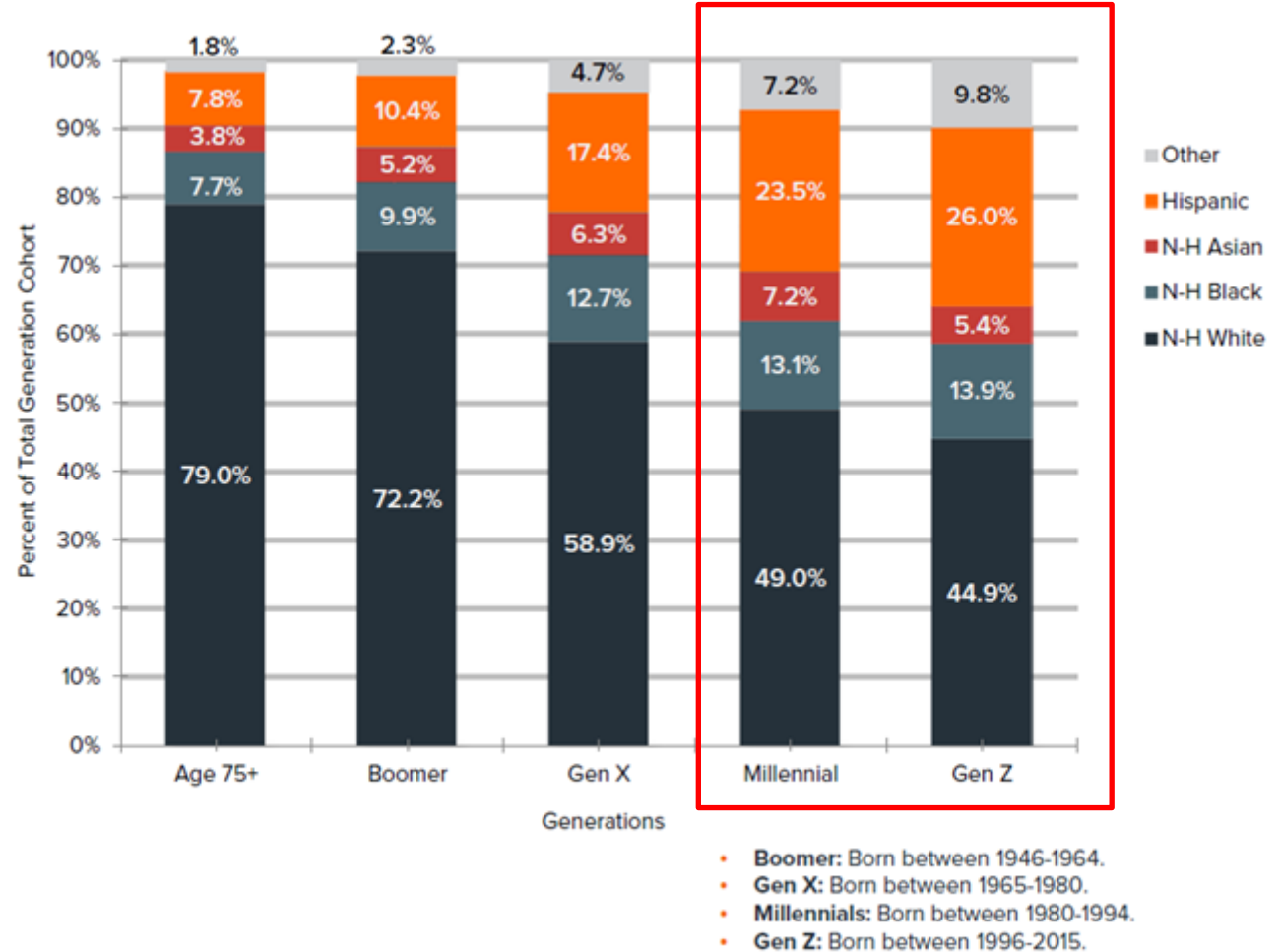


**YOUNGER PEOPLE ARE LESS LIKELY TO BE REGISTERED TO VOTE; AMONG YOUNG GENERATIONS, MORE THAN 50% ARE MULTICULTURAL**

**% of U.S. Registered Voters  
By Age**



**Generational Population- Nationwide**



ADDITIONALLY, PARTICIPATION IN ELECTIONS IS TYPICALLY LOWER AMONG YOUNGER, MORE DIVERSE PEOPLE, HOWEVER IN 2020 VOTERS WHO WERE HISPANIC AND NON-HISPANIC ASIAN WAS THE HIGHEST ON RECORD FOR BOTH GROUPS



## Total U.S. Voter Participation in Presidential Elections by Race & Ethnicity



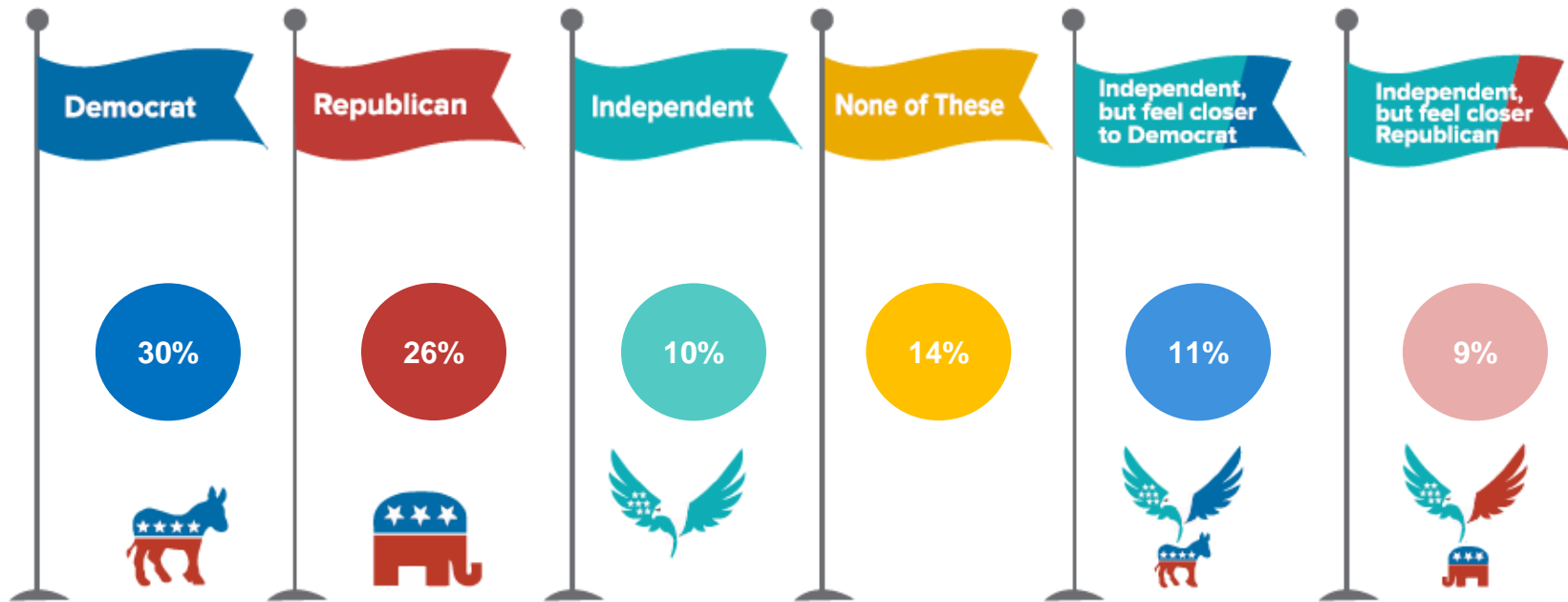
Source: U.S. Census Bureau, Voting and Registration in the Election of November 2020, February 2022



PARTY IDENTIFICATION AMONG REGISTERED VOTERS HAS REMAINED FAIRLY CONSISTENT OVER THE YEARS AND DIVERSE VOTERS TEND TO LEAN TOWARD DEMOCRAT AFFILIATION



# Total U.S. Registered Voters by Political Party Affiliations



Source: Claritas BehaviorLink, Nielsen Scarborough



**IN ORDER TO REACH SPECIFIC VOTERS, IT IS IMPORTANT TO IDENTIFY WHO THEY ARE (THROUGH DEMOGRAPHICS, LIFESTYLE PREFERENCES, ETC.) AND DELIVER THE RIGHT MESSAGES TO THEM THROUGH THE MEDIA CHANNELS THEY USE MOST**

**THE REPUBLICAN**



Republicans tend to fall within the 'Family Life' and 'Mature Years' Lifestage classes and grouped within the Young Accumulators, Accumulated Wealth, Conservative Classics and Affluent Empty Nests Lifestage Groups.

Of those four groups, the highest indexing Republican segment resides within the Young Accumulators Group and can be classified as Segment 27 - 'Big Sky Families'.

**27 Big Sky Families - Upscale Middle Age Mostly with Kids**

Age 35-54

Mostly Owners

Above Average Income Producing Assets

Average Tech

- Republicans value economic improvement and strengthening the military
- In the past year, they are most likely to have contributed to military/veterans and healthcare organizations
- They say that they deal with their finances like parents did and they regularly read financial news or financial publications
- Radio: 27 Big Sky Families listen to the radio Monday-Friday within 6am-10am

**THE DEMOCRAT**



Democrats tend to fall within the 'Family Life' and 'Mature Years' Lifestage classes and grouped within the Midlife Success and Sustaining Families Lifestage Groups.

Of those two groups, the highest indexing Democrat segments all reside within the Sustaining Families Lifestage Group and can be classified as Segment 42 - 'Multi-Culti Mosaic'.

**42 Multi-Culti Mosaic - Midscale Middle Age Family Mix**

Age <55

Mostly Renters

Above Average Income Producing Assets

Average Tech

- Democrats value reducing costs, improving education and focusing on environmental issues
- They have contributed money to Arts/Cultural causes, educational organizations and donated for environmental causes in the last year
- Many Democrats feel more environmentally conscious than most and believe moving to clean energy will create jobs and improve economy
- Radio: 42 Multi-culti Mosaic listens to the radio M-F 7pm-mid

**THE INDEPENDENT**



Independents tend to fall within the 'Family Life' Lifestage class and are grouped within the Accumulated Wealth and Mainstream Families Lifestage groups.

Within Accumulated Wealth, the highest indexing Independent Segment is Segment 5 - "Country Squires"

**5 Country Squires - Wealthy Older Family Mix**

Age 45-64

Mostly Owners

Elite Income Producing Assets

Above Average Tech

- Independent voters' values vary, as most Independents lean toward either the Republican Party or the Democratic Party.
- In the past year, they are have contributed to education and healthcare organizations
- Independents who lean toward a party are often in agreement with those who affiliate with that party.
- Radio: 5 Country Squires listens to the radio M-F 3pm-7pm



Source: Claritas PRIZM Premier Segmentation, Claritas Consumer Profiles, MRI and Nielsen Scarborough, 2022



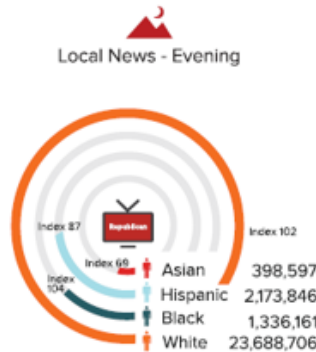
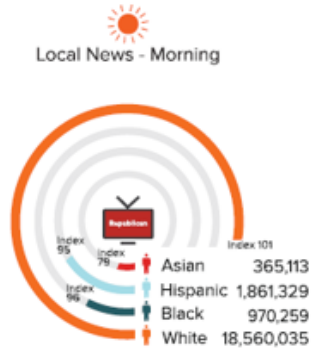
Source: Claritas PRIZM Premier Segmentation, Claritas Consumer Profiles

THE MEDIA PLAYS AN IMPORTANT ROLE IN POLITICS, WITH VOTERS LOOKING TO THE MEDIA TO STAY UP TO DATE AND MAKE DECISIONS. AMONG ALL RACE/ ETHNICITIES, EVENING TIME (6PM) IS THE PREFERRED TIME TO WATCH LOCAL NEWS

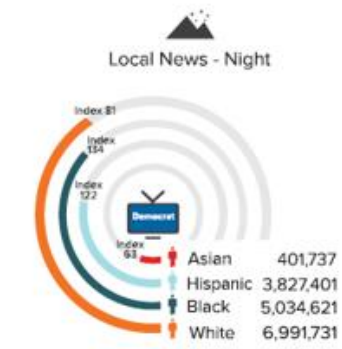
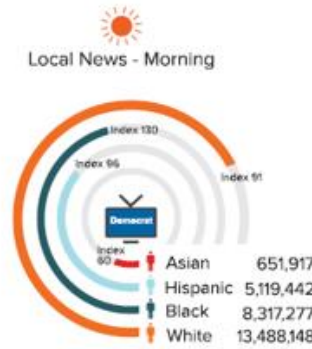
## Type of Local News Watched By Ethnicity & Political Party Affiliation



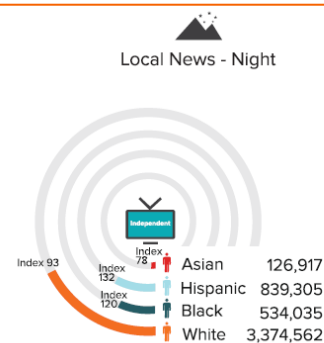
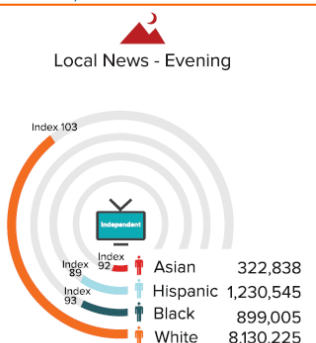
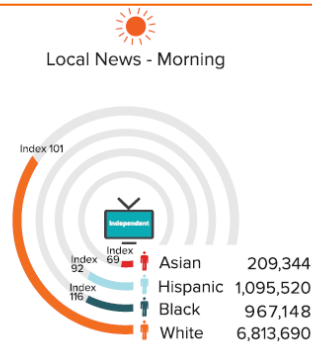
Republican



Democrat



Independent



Source: Claritas PRIZM Premier Segmentation and Nielsen Scarborough, 2022

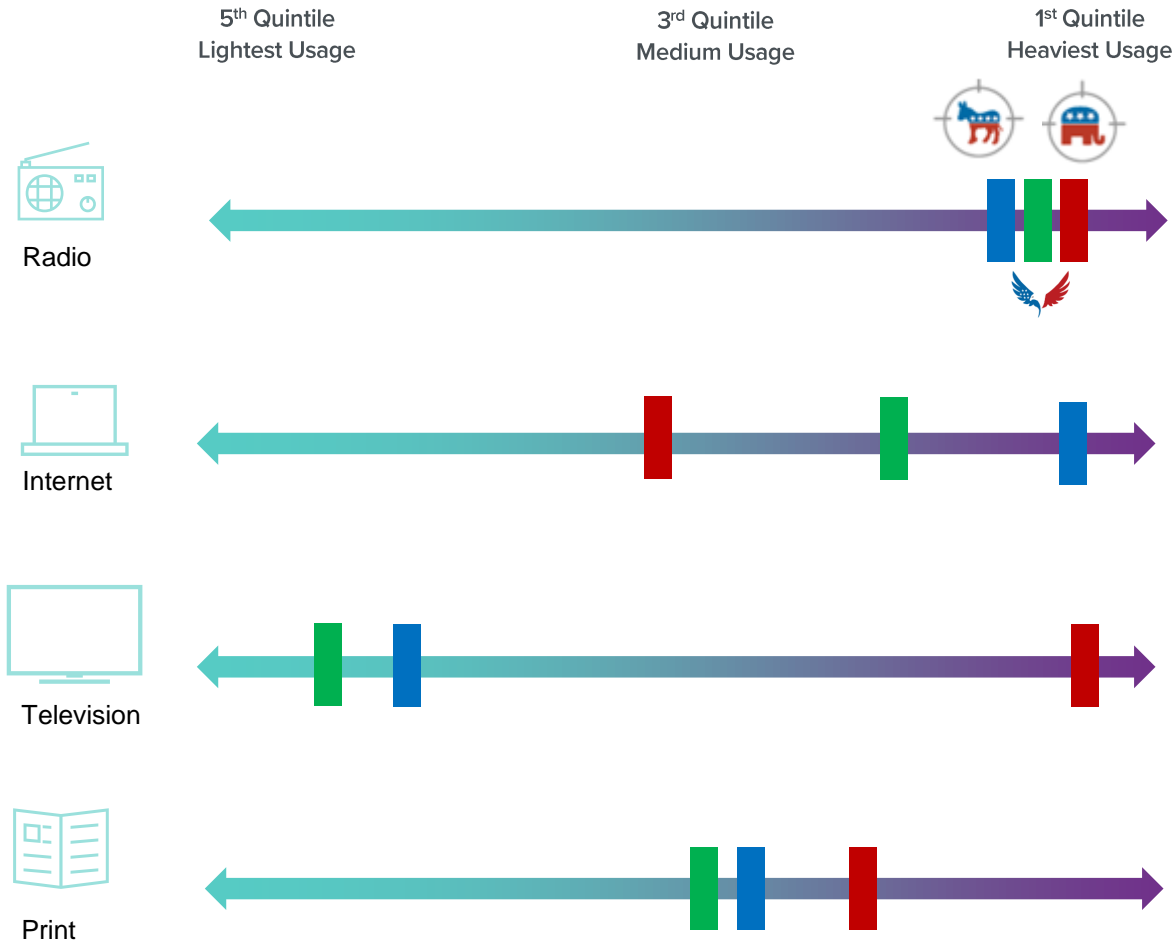
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THOUGH VOTERS TUNE INTO NEWS PROGRAMS ON TV TO STAY INFORMED, RADIO IS AMONG THE HEAVIEST USED MEDIA, REGARDLESS OF POLITICAL PARTY, AND IS KEY IN REACHING CONSUMERS.

## Media Use Quintiles by Party Affiliation



## Top 5 Radio Format Profiles by Party Affiliation



Source: Claritas PRIZM Premier Segmentation, Claritas Consumer Profiles, MRI and Nielsen Scarborough, 2022





## KEY TAKEAWAYS

- *Whether you want to engage in a ‘Get Out the Vote’ campaign or focus messaging efforts, it is important to know more about who voters are, their values, behaviors and the key media channels to reach them*
- *Younger, more diverse populations- particularly Hispanics- who are typically less likely to vote have increased their voter participation in 2020. Nontraditional voting methods available due to the COVID-19 pandemic, such as mail-in ballots or extended early voting have assisted in this increase*
- *Media channel preferences vary by demographics and behaviors of voters. Radio reaches 83.4% of all registered voters and is often used as a source of learning and to stay up to date.*



*Radio keeps me informed/up to date  
Radio puts me in a good mood  
Radio relaxes me*



### Benefits of Radio

*Radio gives me good ideas  
Radio is a good source of learning*



*Radio is a good source of learning  
Radio is pure entertainment*