



THE LOCAL VOTE 2016

CANDIDATES IN FOCUS

THE ROAD TO
MARCH 15TH
PRIMARIES



CANDIDATES

IN FOCUS

As we turn to the March primaries, Presidential hopefuls are mobilizing their supporters and stretching their unique message to as many constituencies as possible. All manner of media are being employed from broadcast to digital in hopes of persuading every possible citizen to turn out and vote. Candidates' rhetoric has become more striking as they strive to emphasize their differences and court supporters.

In the second wave of Katz Radio Group's political insight initiative, *The Local Vote 2016*, we are focusing on candidates and the differences in the media habits of their supporters as well as those still undecided within their political parties. Wave 2 adds the sentiment of voters in the five March 15th primary states – Florida, Illinois, Missouri, North Carolina and Ohio. Here's what we've learned:

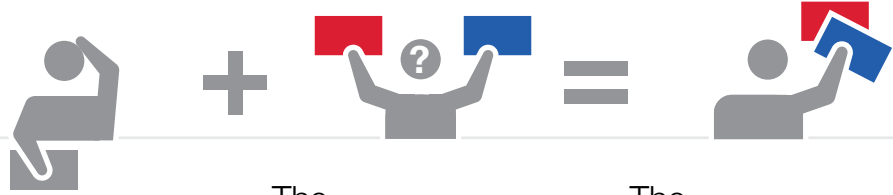
KEY INSIGHTS

- A healthy 34-38% of eligible voters on March 15th are still undecided about which candidate to choose (Undecideds) or whether they will vote on their primary date (Turnout Vote). Together these two groups comprise the total "Opportunity Vote."
- The latest wave of polling results indicate that the Presidential race has clear frontrunners in all March 15th states except for Ohio, where approximately 40% of Democratic voters are Undecided, and Republican voters are fairly split between Donald Trump and Ohio Governor John Kasich.
- For Democratic Undecideds, Radio is used by a larger percentage (95%) than broadcast TV (91%) or cable TV (87%) each week. In fact, more Democratic Undecideds listen to Pop/CHR stations (41%), Adult Contemporary (36%) and News/Talk/Sports (35%) formats than watch any cable news channel (34%). A similar pattern exists among undecided Republican primary-goers.
- Of all Presidential candidates, Bernie Sanders supporters are choosing Radio significantly more in their daily media diet (93%), with broadcast television accounting for only 80%. Only half of Sanders supporters watch local broadcast news (50%) and more can be found listening to Adult Contemporary (48%), Pop/CHR (45%), and Rock (43%) Radio formats than watching all cable news channels combined (32%), which includes CNN, MSNBC and FOX News. Senator Sanders also enjoys one of the highest percentages of supporters who use streaming audio on a monthly basis (47%), which includes all local Radio streaming as well as pure plays like Spotify.
- On average 41% of all primary goers believe social media is a good place to reach "people like me" with political messaging – but this is largely outpaced by particular candidate camps (Bernie Sanders 62%, Cruz 49% and Trump 47%) and underachieved among Undecideds (Democrats 37%, Republicans 29%), suggesting that Social Media is more of a haven for Decided voters than a canvas to persuade those who haven't yet made up their minds.

ABOUT THE LOCAL VOTE 2016 INITIATIVE

Katz Radio Group has commissioned Nielsen to survey a representative sample of registered voters across 10 states in the weeks leading up to their Presidential primary elections in February, March and April 2016. The registered respondents had previously participated in a Scarborough study. Scarborough is a division of Nielsen that offers media, agency and advertiser clients behavioral insights on the U.S. consumer locally, regionally and nationally. Each year Scarborough surveys more than 200,000 consumers (80% of which are registered voters) using high quality samples that are reliably projectable to the U.S. Adult 18+ population. The results of this re-contact study, which is specific to voters' opinions on the 2016 Presidential election, are tied back to the respondents' Scarborough data including their demographic profile and media consumption. Wave 1 data represents 1,007 registered voters across the states of Colorado (251), Texas (503) and Virginia (254) interviewed January 25 – February 5, 2016. Wave 2 data represents 2,000 registered voters across the states of Florida (500), Illinois (250), Missouri (251), North Carolina (500) and Ohio (499) interviewed February 11 – 22, 2016.

THE OPPORTUNITY VOTE



The Turnout Vote

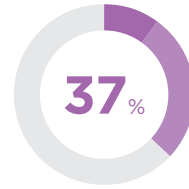
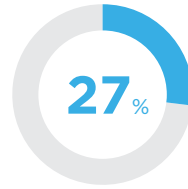
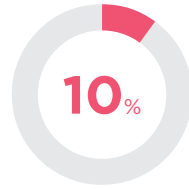
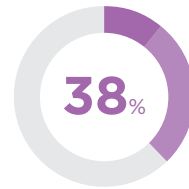
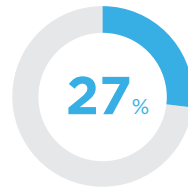
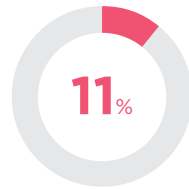
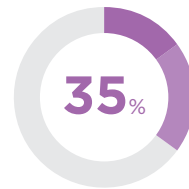
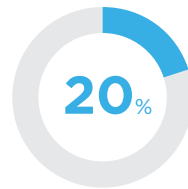
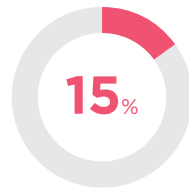
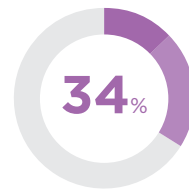
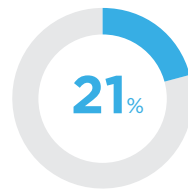
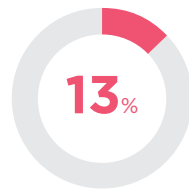
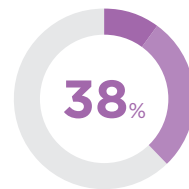
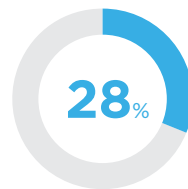
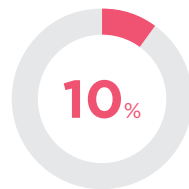
Percentage of eligible voters who have yet to decide if they are voting in the primaries

The Undecided Vote

Percentage of eligible voters who are attending the primaries, but are undecided on a candidate

The Opportunity Vote

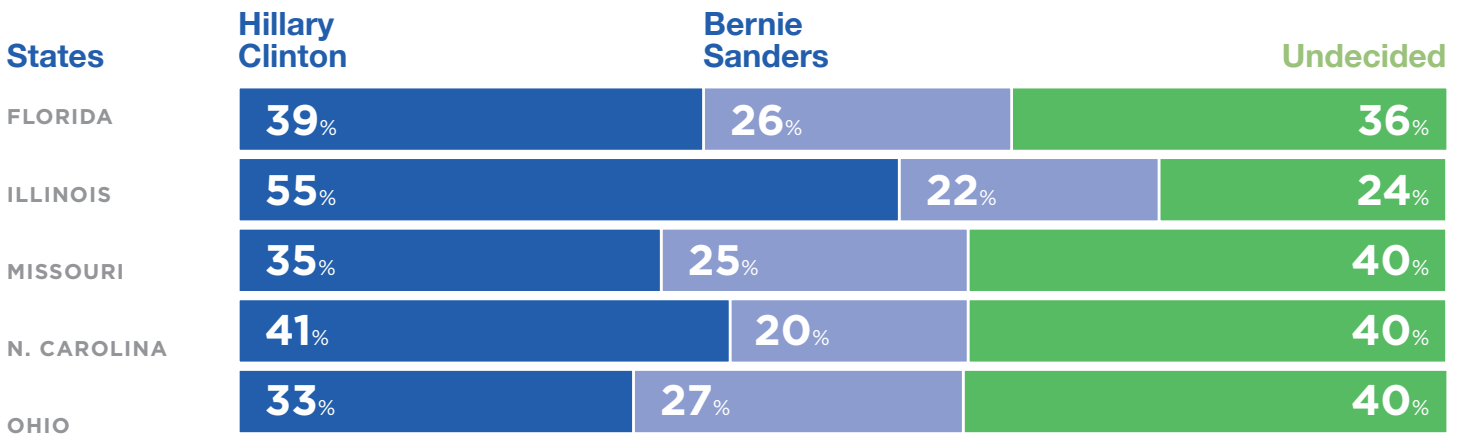
Percentage of eligible voters who are unsure if they are going to vote -or- do plan to vote, but are undecided on a candidate



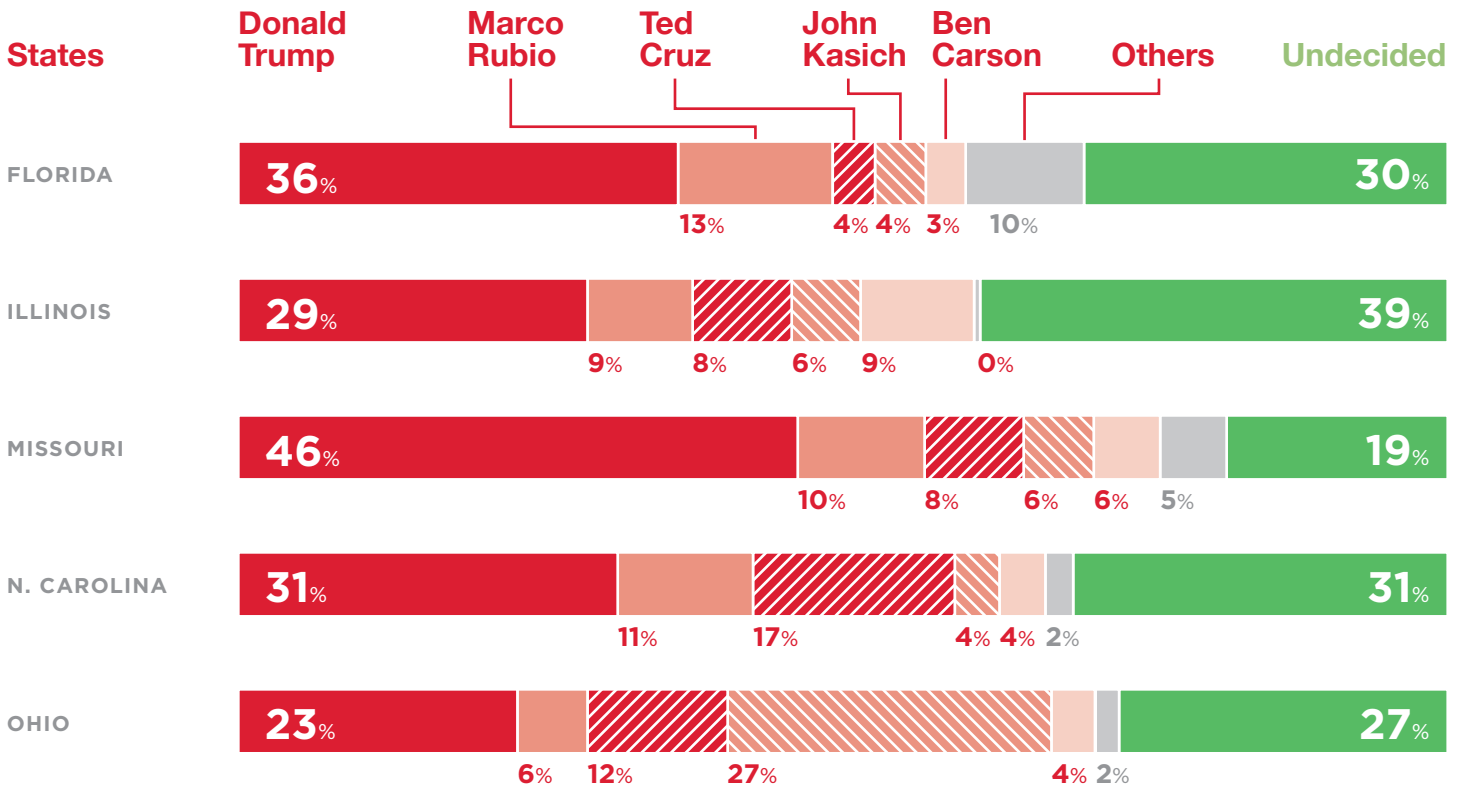
Source: The Local Vote 2016. Katz Media Group/Nielsen study of voters in March 15 primary states: Florida (376), Illinois (250), Missouri (250), North Carolina (500) and Ohio (500). Florida estimates based exclusively on registered Democrats and Republicans since it is a closed primary. Interviews conducted February 11-22, 2016.

ADVANCE LOOK VOTER INTENTIONS

DEMOCRATIC PRIMARY-GOERS



REPUBLICAN PRIMARY-GOERS



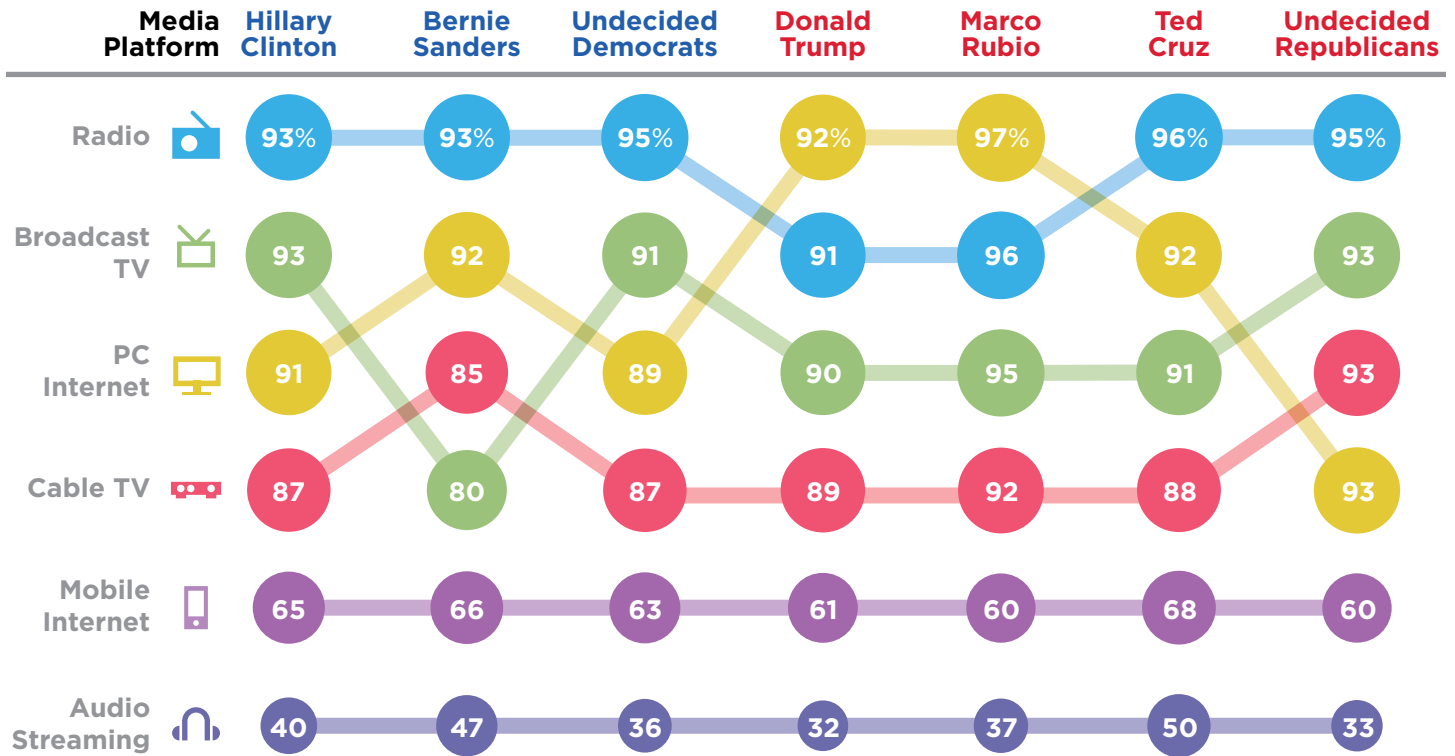
Q: Which candidate do you plan to vote for in the upcoming primary election?
 Source: The Local Vote 2016. Katz Media Group/Nielsen study of 2,000 registered voters in March 15 primary states. Analysis based on likely primary-goers. Margins of error: +/-5.8 to +/-9.4 percentage points. (Florida and North Carolina +/- 5.8, Ohio +/- 5.9, Illinois +/- 7.9, Missouri +/- 9.4). Interviews conducted February 11-22, 2016.

CANDIDATES

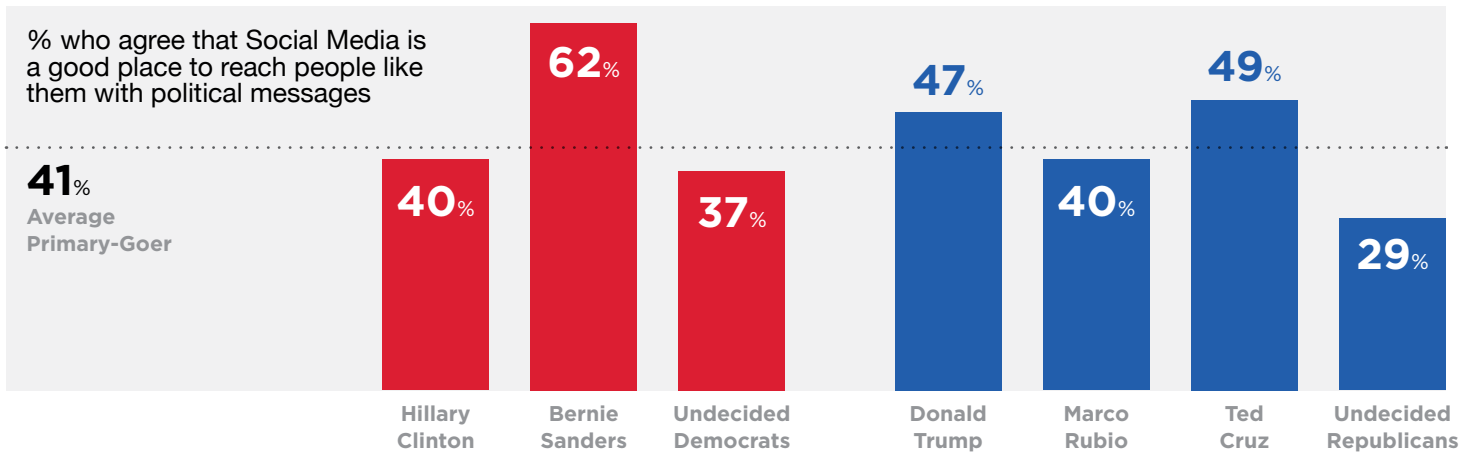
THROUGH THE MEDIA LENS

Mainstream Media – Where Candidates Engage the Electorate

% of Candidate Supporters who use each media platform



Social Media – Not for the Undecideds

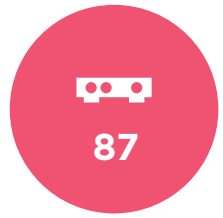
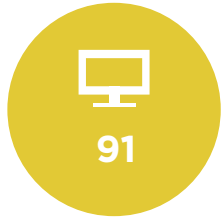
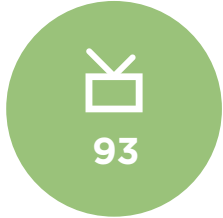
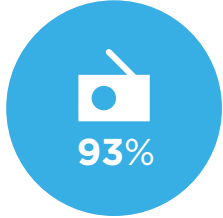


Note: TV and Radio percentages based on usage in average week. Internet and Audio Streaming percentages based on average month.
 Source: The Local Vote 2016. Katz Media Group/Nielsen study of registered voters in the March 1st and 15th primary states of Texas, Colorado, Virginia, Florida, Illinois, Missouri, North Carolina and Ohio. Analysis based on 3,000 registered voters and 1,802 likely primary-goers. Interviews conducted January 25 to February 22, 2016.

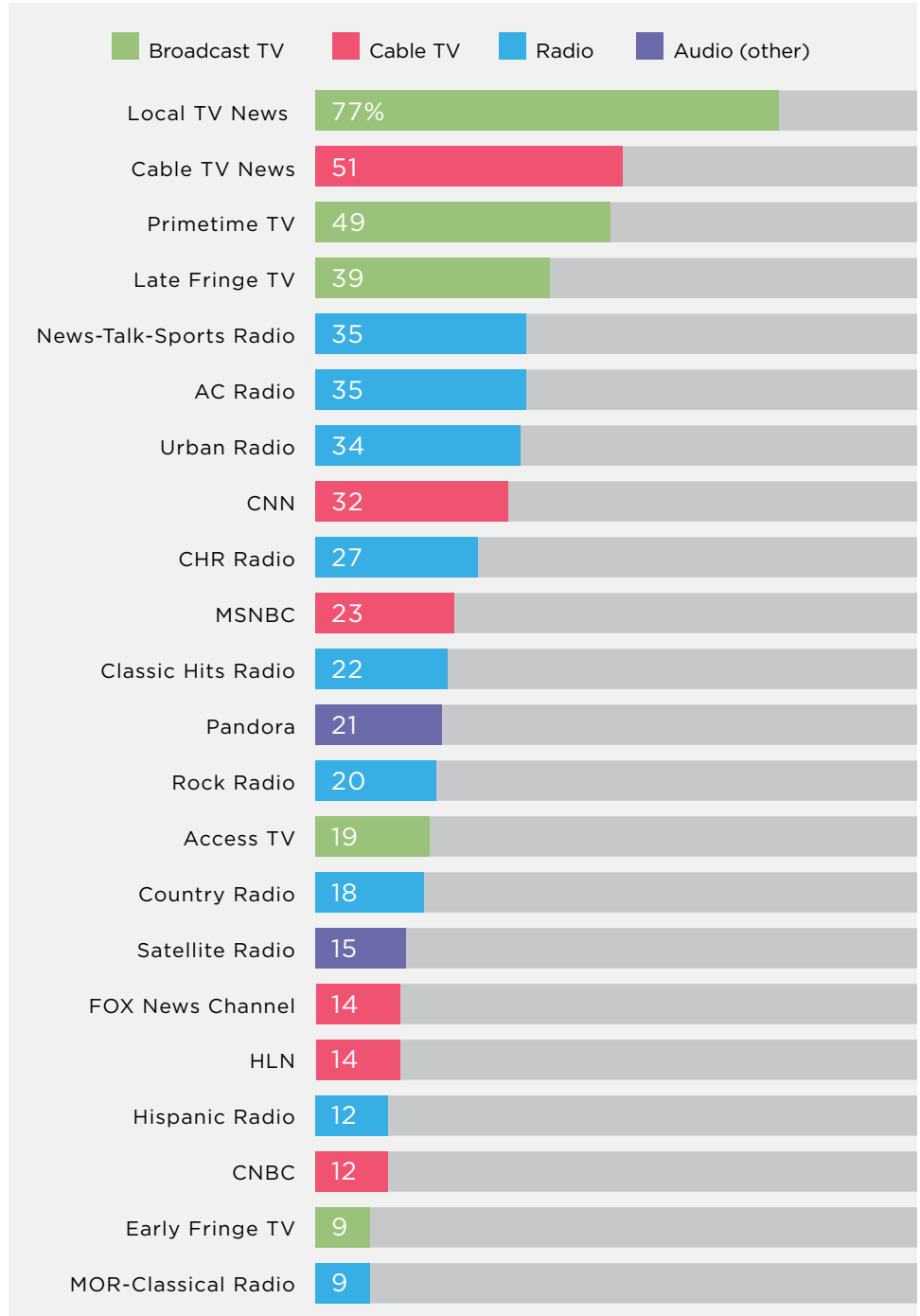
CANDIDATES THROUGH THE MEDIA LENS

**HILLARY
CLINTON**
SUPPORTERS

MEDIA PLATFORM



BEYOND NEWS Where to Talk to Clinton Supporters



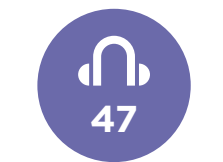
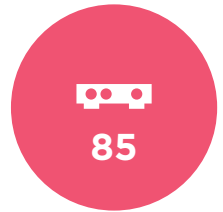
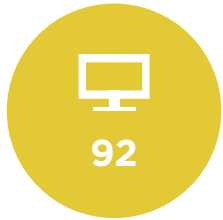
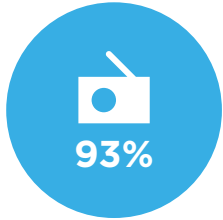
Note: TV dayparts are based on 5-Net broadcast. Cable TV News includes CNN, MSNBC, FOX News, CNBC and Headline News. Audio Streaming = Local Radio, Pureplays, and Music Streaming Services in the Past Month. Pandora based on Past Month usage. Satellite Radio based on Past Week usage.

Source: The Local Vote 2016. Katz Media Group/Nielsen study of registered voters in the March 1st and 15th primary states of Texas, Colorado, Virginia, Florida, Illinois, Missouri, North Carolina and Ohio. Analysis based on 415 likely primary-goers who plan to vote for Hillary Clinton. Interviews conducted January 25 to February 22, 2016.

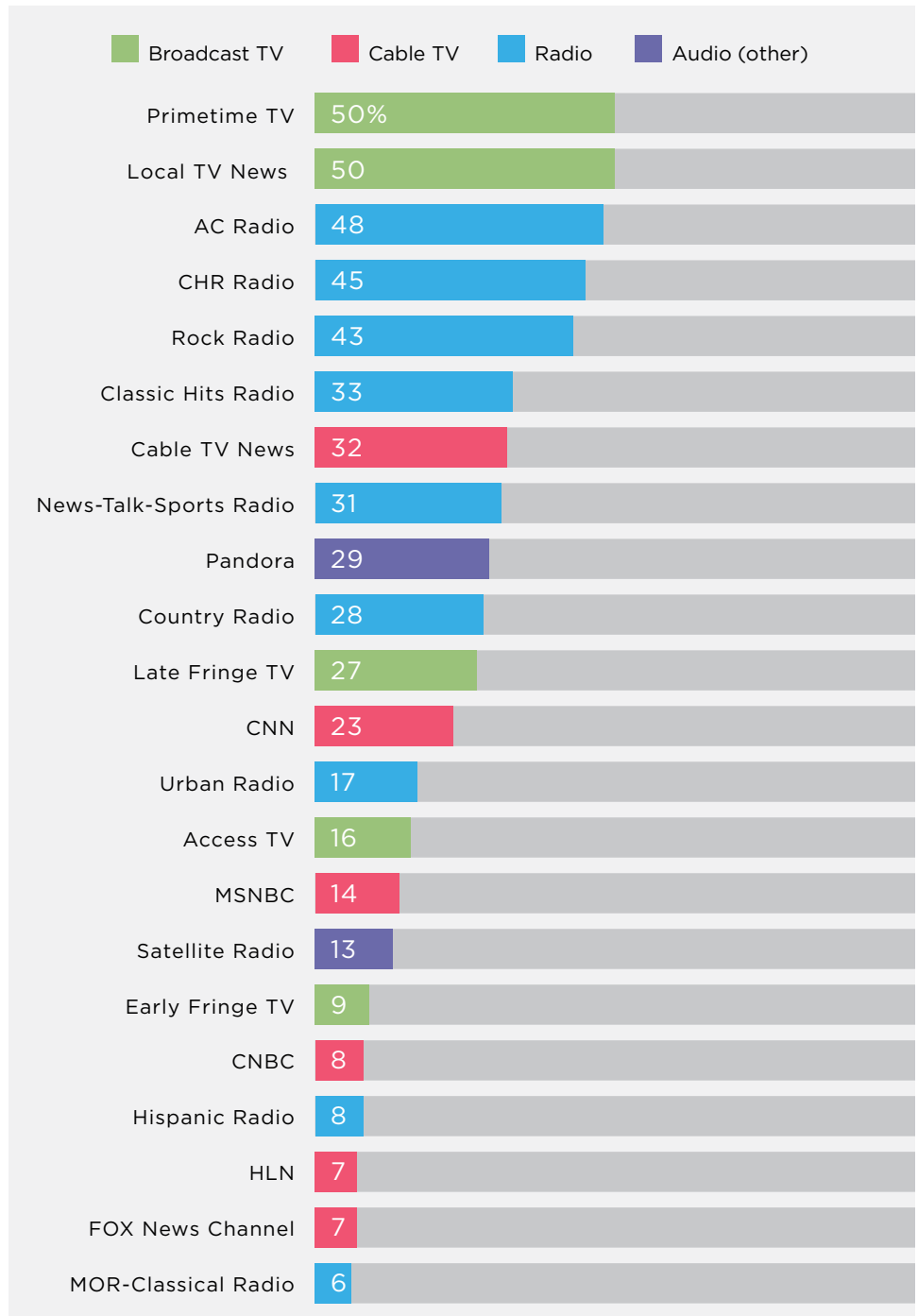
CANDIDATES THROUGH THE MEDIA LENS

BERNIE SANDERS
SUPPORTERS

MEDIA PLATFORM



BEYOND NEWS Where to Talk to Sanders Supporters



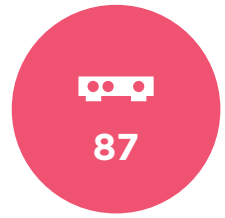
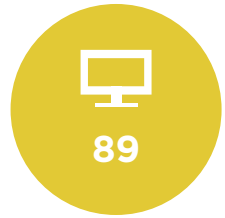
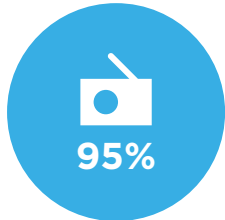
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Source: The Local Vote 2016. Katz Media Group/Nielsen study of registered voters in the March 1st and 15th primary states of Texas, Colorado, Virginia, Florida, Illinois, Missouri, North Carolina and Ohio. Analysis based on 285 likely primary-goers who plan to vote for Bernie Sanders. Interviews conducted January 25 to February 22, 2016.

CANDIDATES THROUGH THE MEDIA LENS

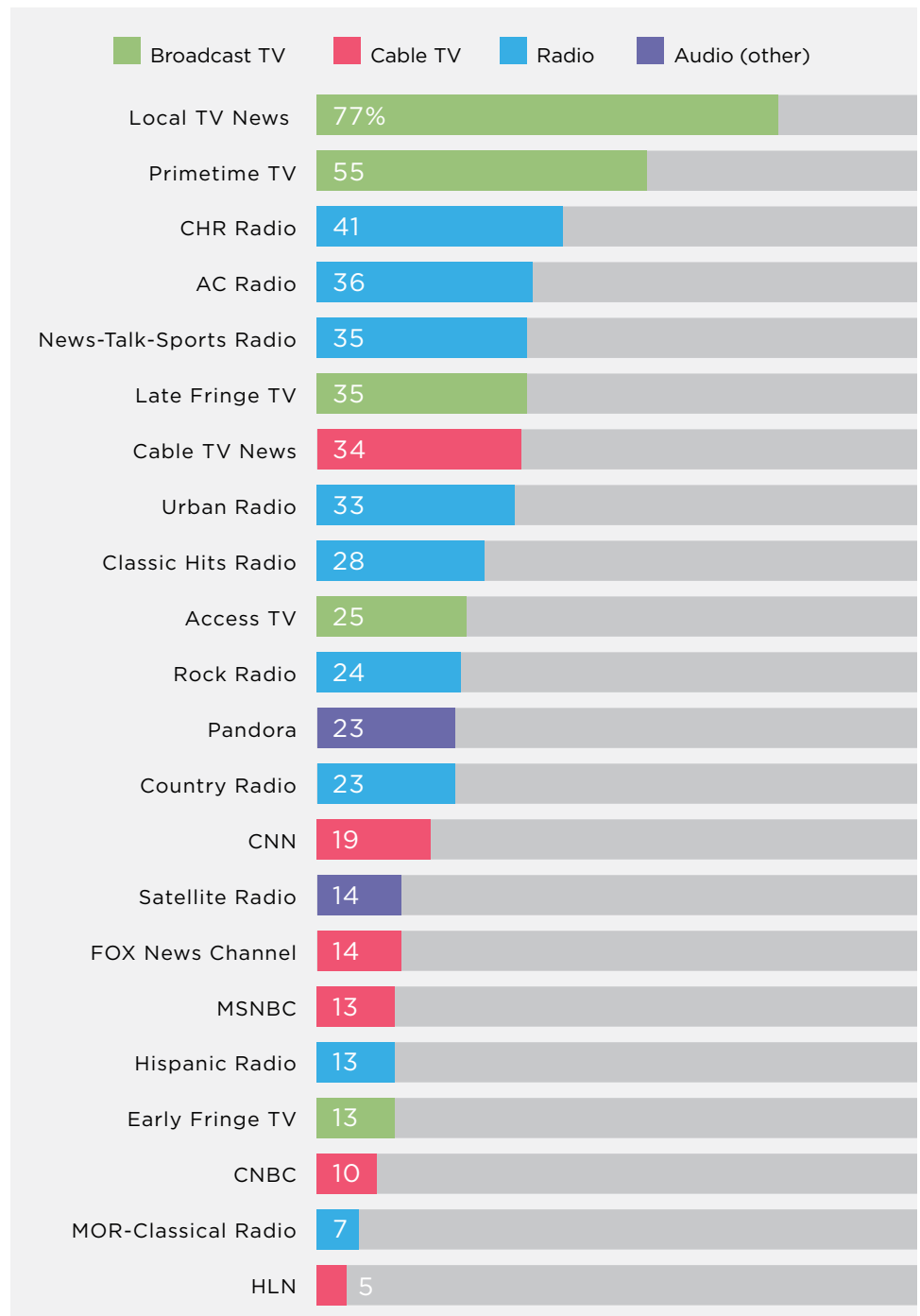
UNDECIDED DEMOCRAT SUPPORTERS

MEDIA PLATFORM



BEYOND NEWS

Where to Talk to Undecided Democrat Supporters



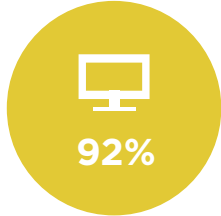
Note: TV dayparts are based on 5-Net broadcast. Cable TV News includes CNN, MSNBC, FOX News, CNBC and Headline News. Audio Streaming = Local Radio, Pureplays, and Music Streaming Services in the Past Month. Pandora based on Past Month usage. Satellite Radio based on Past Week usage.

Source: The Local Vote 2016. Katz Media Group/Nielsen study of registered voters in the March 1st and 15th primary states of Texas, Colorado, Virginia, Florida, Illinois, Missouri, North Carolina and Ohio. Analysis based on 316 likely primary-goers who are undecided on a Democratic candidate. Interviews conducted January 25 to February 22, 2016.

CANDIDATES THROUGH THE MEDIA LENS

DONALD TRUMP SUPPORTERS

MEDIA PLATFORM



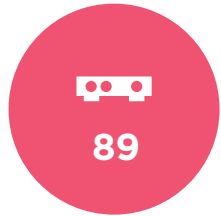
PC
Internet



Radio



Broadcast
TV



Cable TV

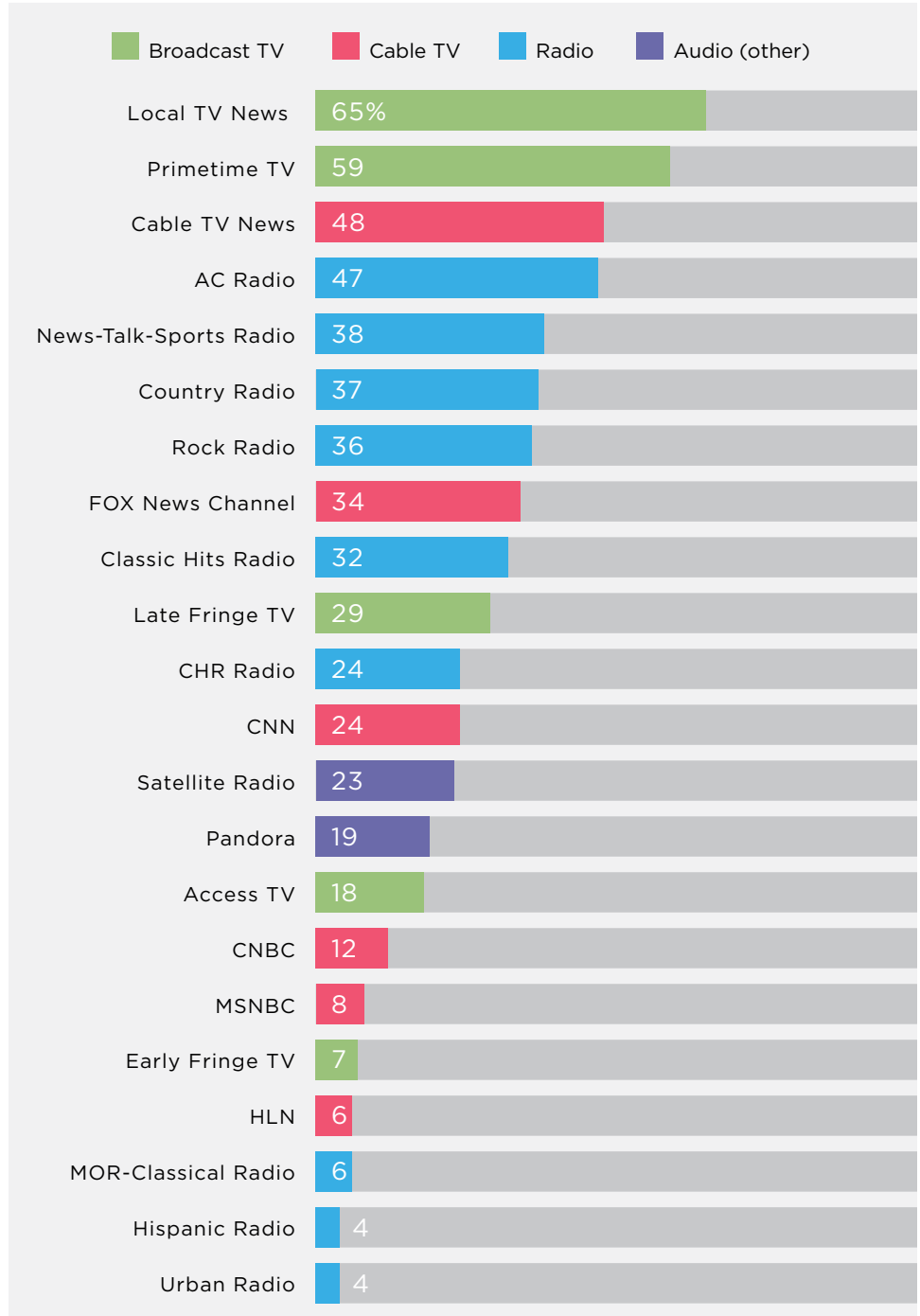


Mobile
Internet



Audio
Streaming

BEYOND NEWS Where to Talk to Trump Supporters



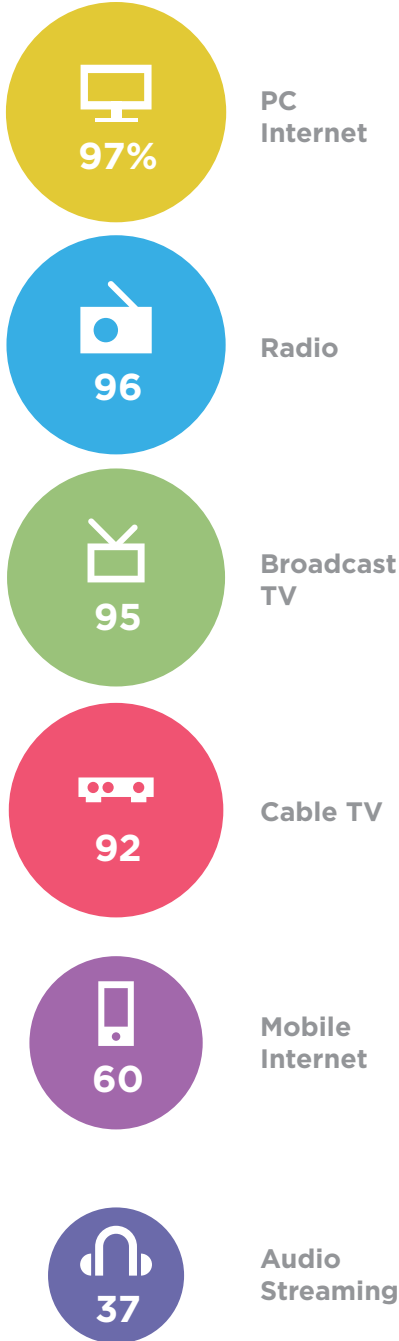
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Source: The Local Vote 2016. Katz Media Group/Nielsen study of registered voters in the March 1st and 15th primary states of Texas, Colorado, Virginia, Florida, Illinois, Missouri, North Carolina and Ohio. Analysis based on 291 likely primary-goers who plan to vote for Donald Trump. Interviews conducted January 25 to February 22, 2016.

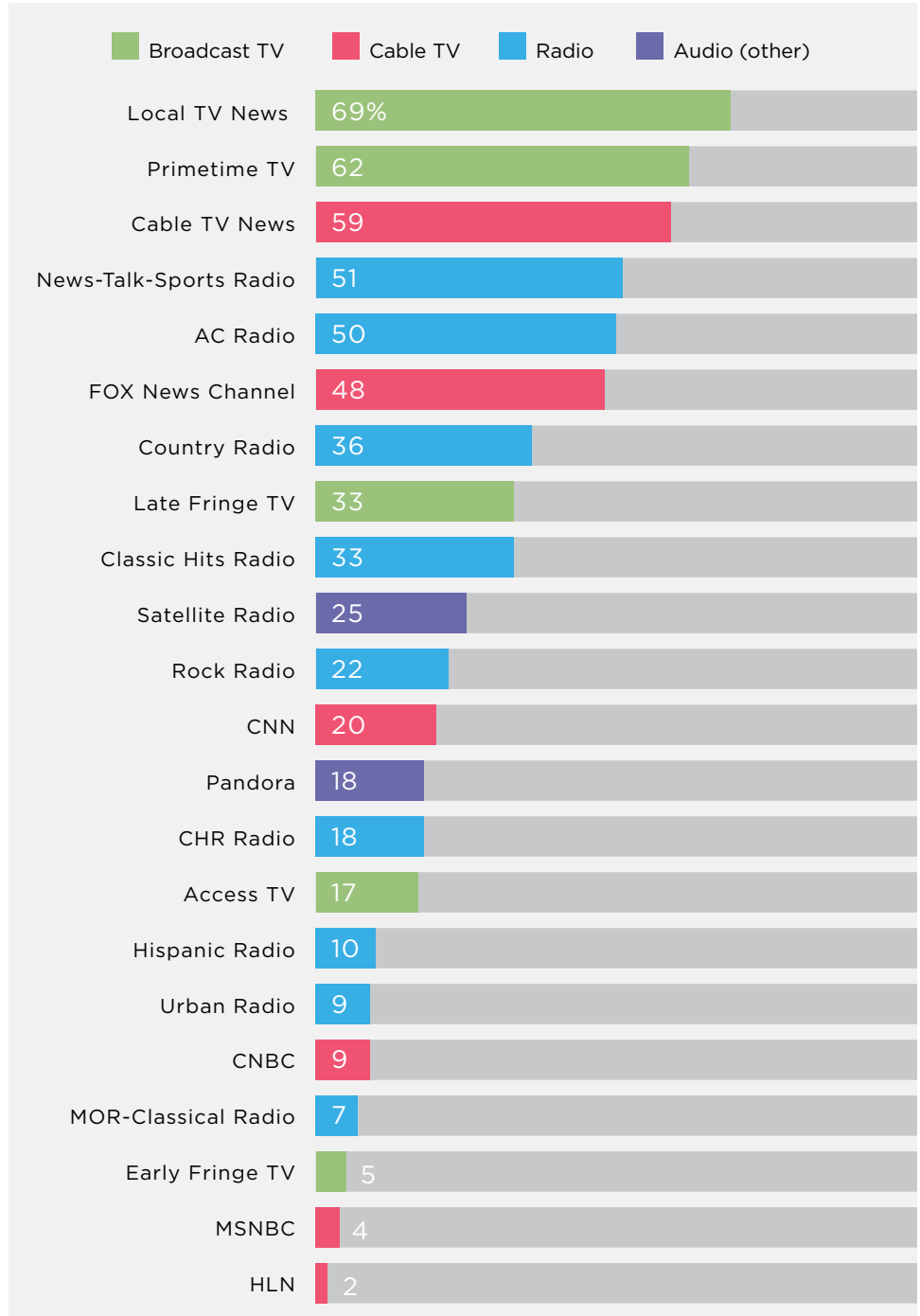
CANDIDATES THROUGH THE MEDIA LENS



MEDIA PLATFORM



BEYOND NEWS Where to Talk to Rubio Supporters

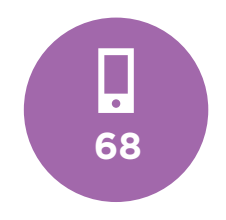
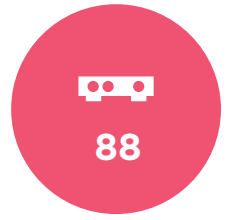
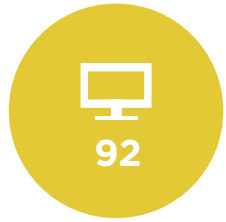
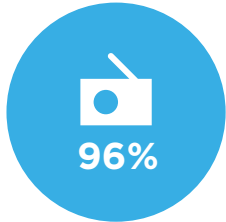


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Source: The Local Vote 2016. Katz Media Group/Nielsen study of registered voters in the March 1st and 15th primary states of Texas, Colorado, Virginia, Florida, Illinois, Missouri, North Carolina and Ohio. Analysis based on 117 likely primary-goers who plan to vote for Marco Rubio. Interviews conducted January 25 to February 22, 2016.

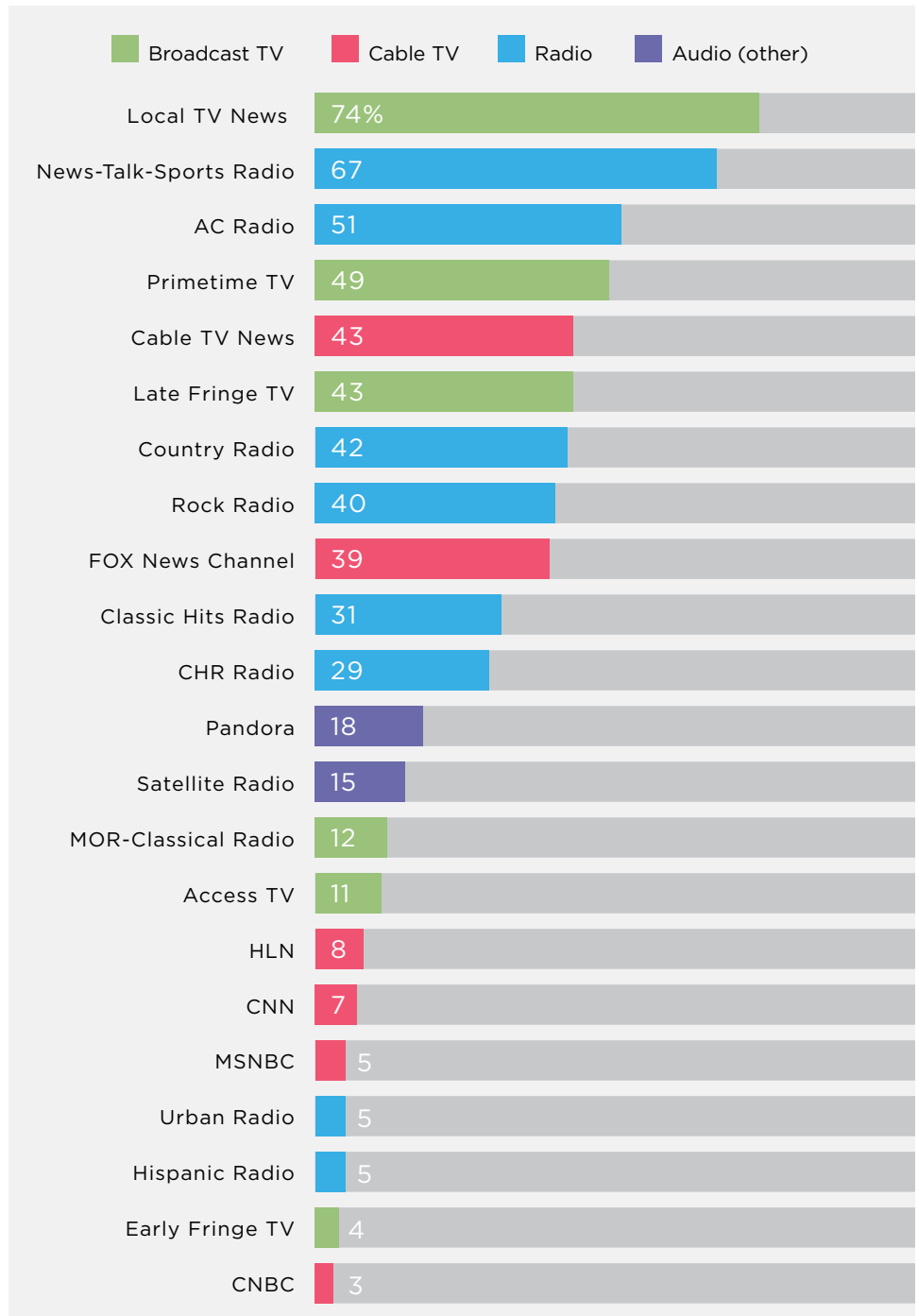
CANDIDATES THROUGH THE MEDIA LENS



MEDIA PLATFORM



BEYOND NEWS Where to Talk to Cruz Supporters



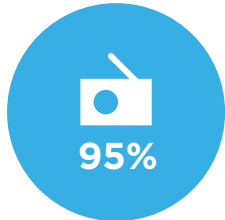
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Source: The Local Vote 2016. Katz Media Group/Nielsen study of registered voters in the March 1st and 15th primary states of Texas, Colorado, Virginia, Florida, Illinois, Missouri, North Carolina and Ohio. Analysis based on 111 likely primary-goers who plan to vote for Ted Cruz. Interviews conducted January 25 to February 22, 2016.

CANDIDATES THROUGH THE MEDIA LENS

UNDECIDED REPUBLICAN SUPPORTERS

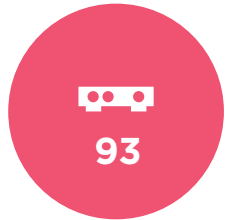
MEDIA PLATFORM



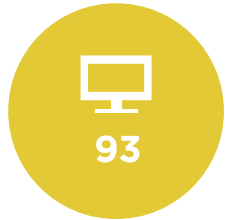
Radio



Broadcast
TV



Cable TV



PC
Internet

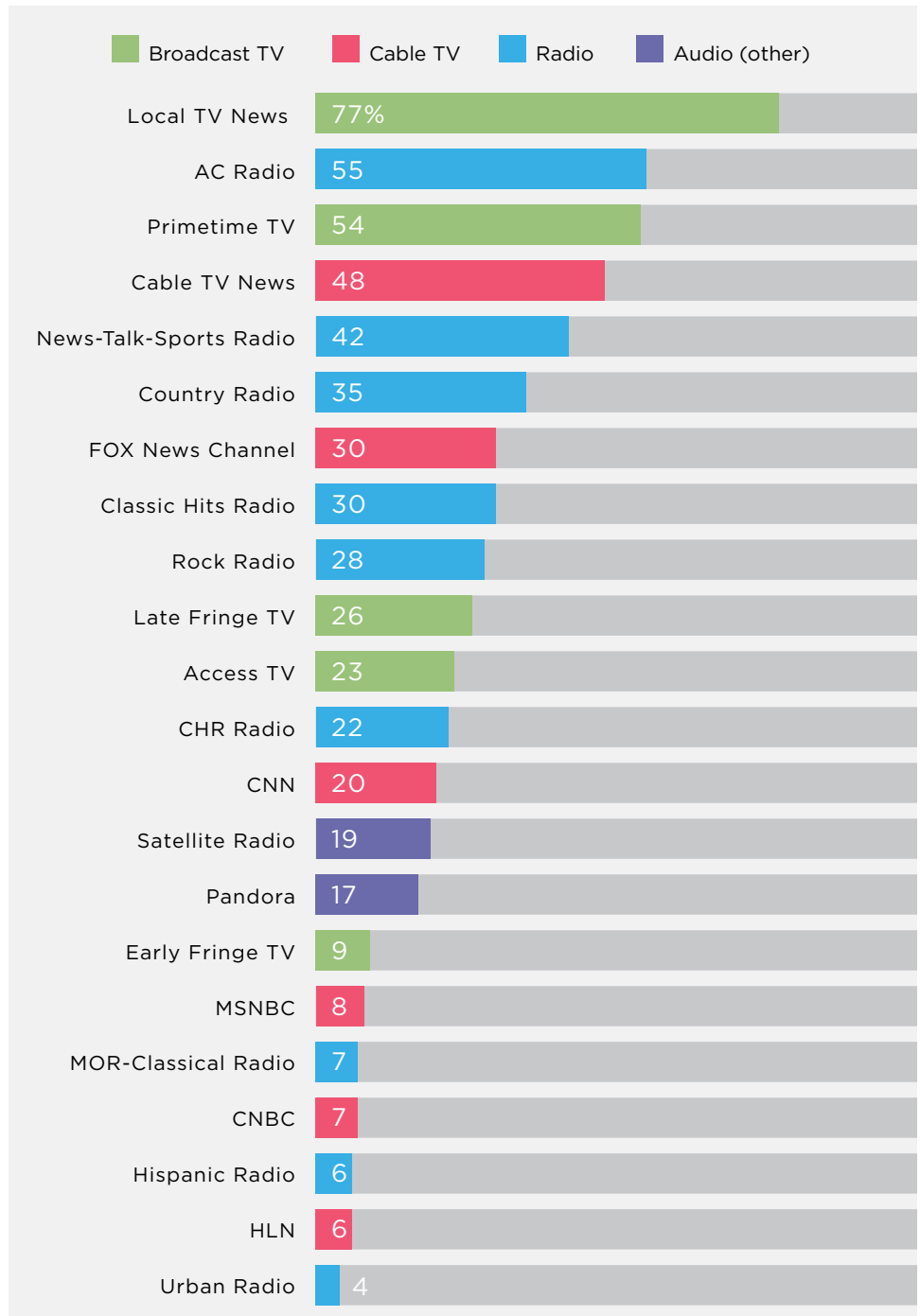


Mobile
Internet



Audio
Streaming

BEYOND NEWS Where to Talk to Undecided Republican Supporters

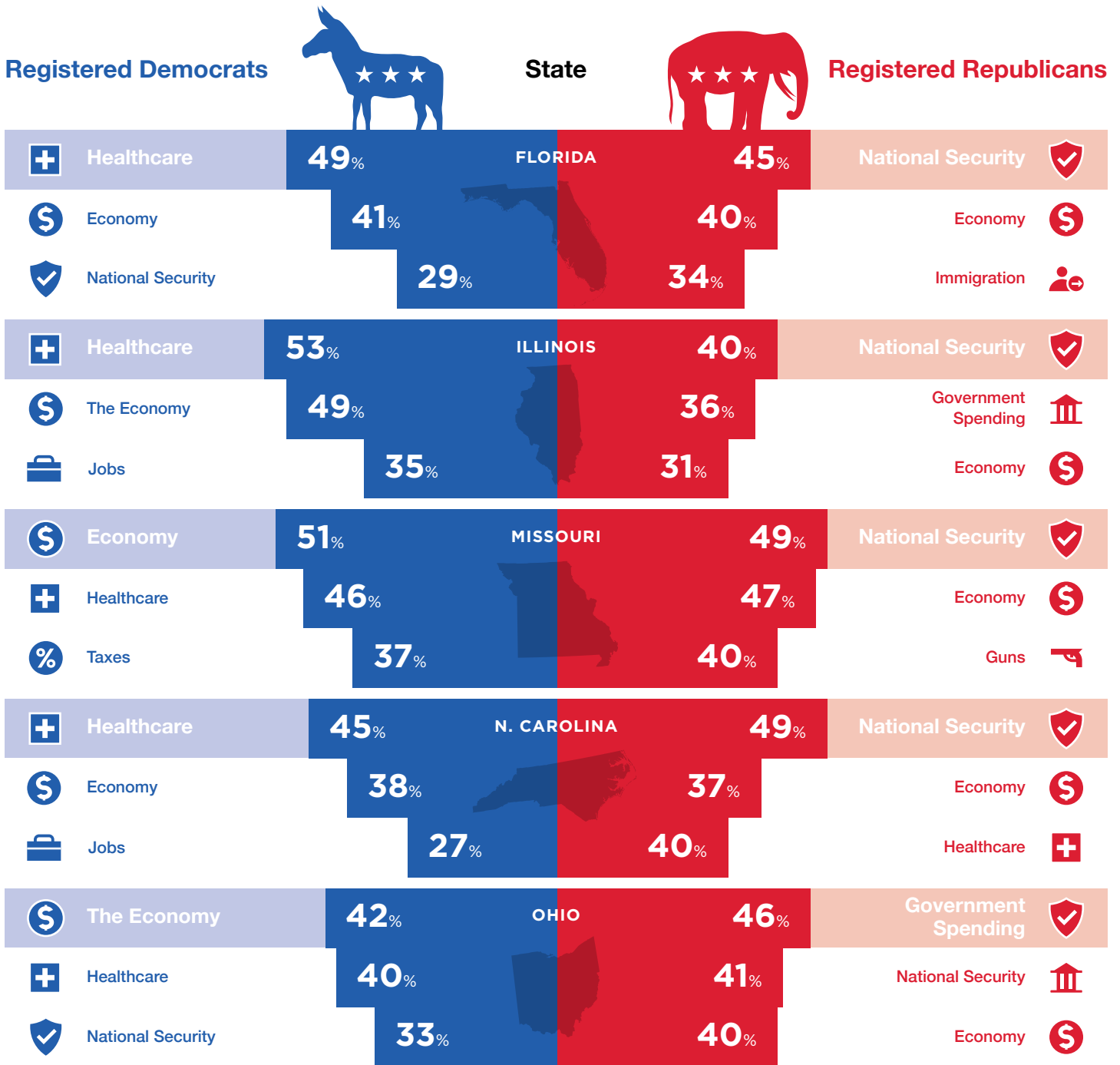


Note: TV dayparts are based on 5-Net broadcast. Cable TV News includes CNN, MSNBC, FOX News, CNBC and Headline News. Audio Streaming = Local Radio, Pureplays, and Music Streaming Services in the Past Month. Pandora based on Past Month usage. Satellite Radio based on Past Week usage.

Source: The Local Vote 2016. Katz Media Group/Nielsen study of registered voters in the March 1st and 15th primary states of Texas, Colorado, Virginia, Florida, Illinois, Missouri, North Carolina and Ohio. Analysis based on 267 likely primary-goers who are undecided on a Republican candidate. Interviews conducted January 25 to February 22, 2016.

ON ISSUES

Primary-goers sound off on the issues that are influencing their voting decision this March 15th.



Q: Below is a list of issues facing our nation. Select the top 3 issues that would most influence who you vote for in the Presidential election.
 Source: The Local Vote 2016. Katz Media Group/Nielsen study of voters in March 15 primary states. Analysis based on registered Republicans and Democrats in Florida (376), Illinois (184), Missouri (149), North Carolina (342) and Ohio (372). Interviews conducted February 11-22, 2016.

TARGETABILITY OF LOCAL RADIO

Political Leaning

-  DEMOCRAT
-  REPUBLICAN
-  INDEPENDENT



When it comes to targeting voters, local broadcast has powerful new tools to segment your audience and deliver MASS-ively. Here's a snapshot of the differences we see across key markets in Florida, Illinois, Missouri, North Carolina and Ohio. The pages that follow detail how a variety of Radio and TV formats (not just News/Talk/Sports) offer a high density, political target audience for campaigns.

FLORIDA

JACKSONVILLE

MIAMI

ORLANDO

TAMPA

WEST PALM BEACH

Finding the Perfect Radio Formats to Reach Republican, Democrat and Independent Voters in Jacksonville



REPUBLICANS

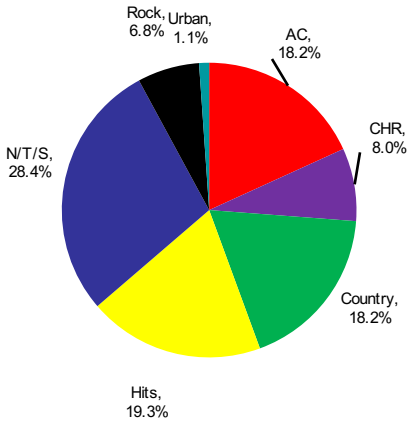


DEMOCRATS



INDEPENDENTS

Top 3 Format Preferences for Republicans are N/T/S, Hits and AC



News/Talk/Sports

1. WOKV-A (News/Talk)

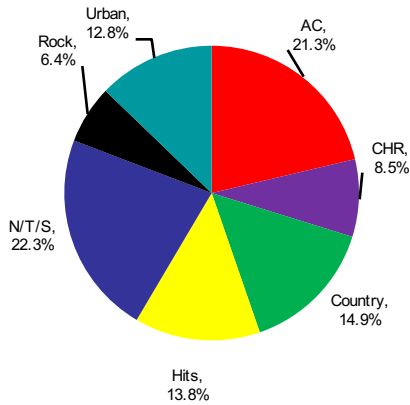
Hits

1. WJGL-F (Classic Hits)
2. WWJK-F (Adult Hits)

Adult Contemporary

1. WEJZ-F (Adult Contemporary)
2. WEZI-F (Soft Adult Contemporary)

Top 3 Format Preferences for Democrats are N/T/S, AC and Country



News/Talk/Sports

1. WOKV-A (News/Talk)

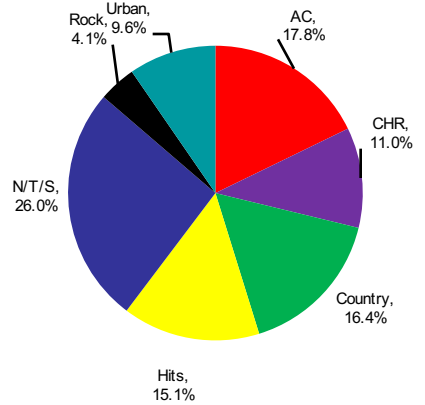
Adult Contemporary

1. WEJZ-F (Adult Contemporary)
2. WEZI-F (Soft Adult Contemporary)

Country

1. WQIK-F (Country)
2. WGNE-F (Country)

Top 3 Format Preferences for Independents are N/T/S, AC and Country



News/Talk/Sports

1. WOKV-A (News/Talk)

Adult Contemporary

1. WEJZ-F (Adult Contemporary)
2. WEZI-F (Soft Adult Contemporary)

Adult Contemporary

1. WQIK-F (Country)
2. WGNE-F (Country)

Source: Nielsen Political Ratings FA15, Adults 35+, AQH Ratings Rank and AQH Share, M-F 6a-7p, Nielsen Non-Subscribers excluded

Finding the Perfect Radio Formats to Reach Republican, Democrat and Independent Voters in Miami



REPUBLICANS

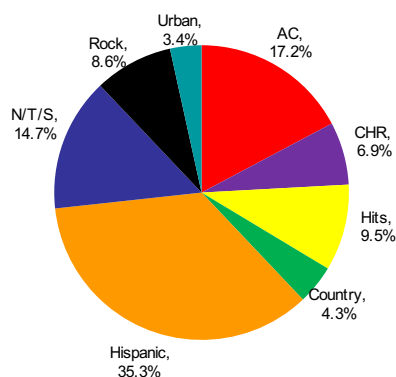


DEMOCRATS



INDEPENDENTS

Top 3 Format Preferences for Republicans are Hispanic, AC, & N/T/S



Hispanic

1. WAMR-F (Spanish Cont.)
2. WAQI-A (Spanish N/T)
3. WCMQ-F (Spanish Cont.)

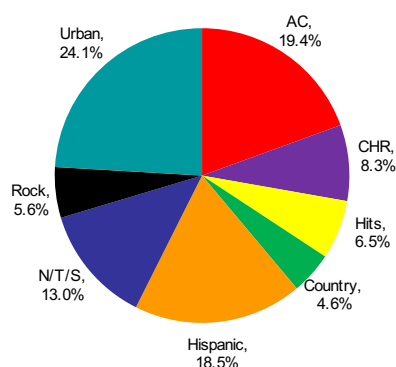
Adult Contemporary

1. WLYF-F (AC)
2. WFEZ-F (Soft AC)
3. WMIA-F (Hot AC)

News/Talk/Sports

1. WIOD-A (News/Talk)
2. WQAM-A (Sports)
3. WAXY-A (Sports)

Top 3 Format Preferences for Democrats are Urban, AC, & Hispanic



Urban

1. WHQT-F (Urban AC)
2. WEDR-F (Urban)
3. WMIB-F (Urban)

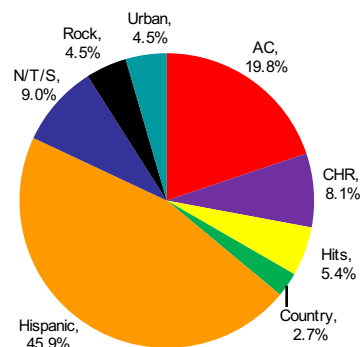
Adult Contemporary

1. WLYF-F (AC)
2. WFEZ-F (Soft AC)
3. WMIA-F (Hot AC)

Hispanic

1. WAMR-F (Spanish Cont.)
2. WCMQ-F (Spanish Cont.)
2. WXDJ-F (Spanish Tropical)

Top 3 Format Preferences for Independents are Hispanic, AC, & N/T/S



Hispanic

- 1t. WAMR-F (Spanish Cont.)
- 1t. WAQI-A (Spanish N/T)
- 1t. WRTO-F (Spanish Cont.)

Adult Contemporary

1. WLYF-F (AC)
2. WFEZ-F (Soft AC)
3. WMIA-F (Hot AC)

News/Talk/Sports

1. WIOD-A (News/Talk)
2. WQAM-A (Sports)
3. WAXY-A (Sports)

Source: Nielsen Political Ratings FA15, Adults 35+, AQH Ratings Rank and AQH Share, M-F 6a-7p, Nielsen Non-Subscribers excluded

Finding the Perfect Radio Formats to Reach Republican, Democrat and Independent Voters in Orlando



REPUBLICANS

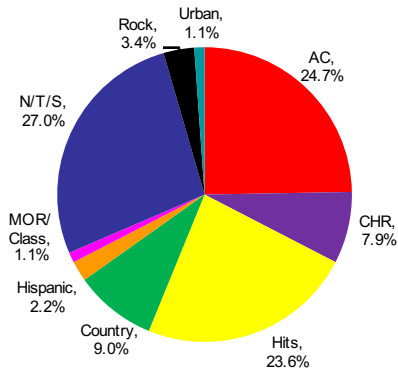


DEMOCRATS

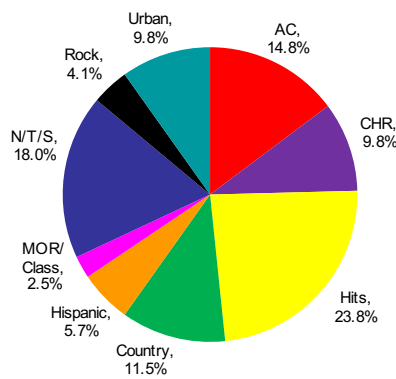


INDEPENDENTS

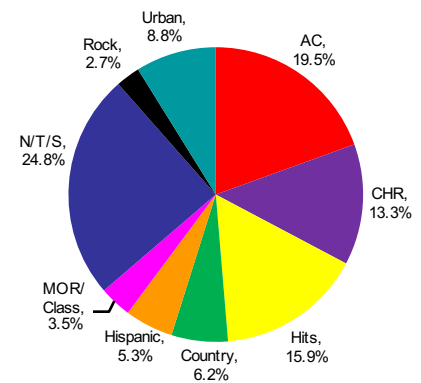
Top 3 Format Preferences for Republicans are N/T/S, AC, & Classic Hits



Top 3 Format Preferences for Democrats are Classic Hits, N/T/S, & AC



Top 3 Format Preferences for Independents are N/T/S, AC, & Classic Hits



News/Talk/Sports

1. WDBO-F (News/Talk)
- 2t. WTKS-F (Talk)
- 2t. WFLF-A (News/Talk)

Adult Contemporary

1. WMGF-F (AC)
2. WOMX-F (Hot AC)

Hits

1. WOCL-F (Classic Hits)
2. WMMO-F (Classic Hits)

Hits

1. WMMO-F (Classic Hits)
2. WOCL-F (Classic Hits)

News/Talk/Sports

1. WTKS-F (Talk)
2. WDBO-F (News/Talk)
3. WFLF-A (News/Talk)

Adult Contemporary

- 1t. WOMX-F (Hot AC)
- 1t. WMGF (AC)

News/Talk/Sports

1. WDBO-F (News/Talk)
2. WTKS-F (Talk)
3. WFLF-A (News/Talk)

Adult Contemporary

1. WMGF-F (AC)
2. WOMX-F (Hot AC)
3. -

Hits

1. WOCL-F (Classic Hits)
2. WMMO-F (Classic Hits)

Source: Nielsen Political Ratings FA15, Adults 35+, AQH Ratings Rank and AQH Share, M-F 6a-7p, Nielsen Non-Subscribers excluded

Finding the Perfect Radio Formats to Reach Republican, Democrat and Independent Voters in Tampa



REPUBLICANS

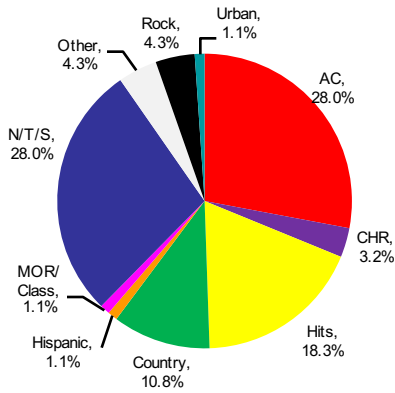


DEMOCRATS



INDEPENDENTS

Top 3 Format Preferences for Republicans are AC, N/T/S, & Hits



Adult Contemporary

1. WDUV-F (Soft AC)
2. WWRM-F (AC)
3. WMTX-F (AC)

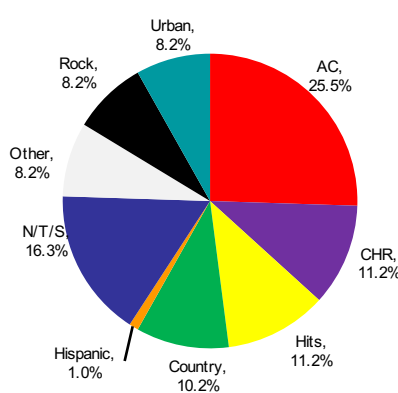
News/Talk/Sports

1. WFLA-A (News/Talk)
2. WDAE-A (Sports)
3. WHPT-F (News/Talk)

Hits

1. WRBQ-F (Classic Hits)
2. WXGL-F (Classic Hits)
3. WWRZ-F (Adult Hits)

Top 3 Format Preferences for Democrats are AC, N/T/S, & Hits



Adult Contemporary

1. WDUV-F (Soft AC)
2. WMTX-F (AC)
3. WWRM-F (AC)

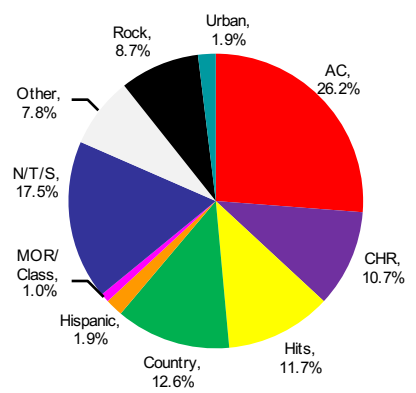
News/Talk/Sports

1. WDAE-A (Sports)
- 2t. WHPT-F (News/Talk)
- 2t. WFLA-A (News/Talk)

Hits

1. WRBQ-F (Classic Hits)
2. WXGL-F (Classic Hits)

Top 3 Format Preferences for Independents are AC, N/T/S, & Country



Adult Contemporary

1. WDUV-F (Soft AC)
2. WWRM-F (AC)
3. WMTX-F (AC)

News/Talk/Sports

1. WFLA-A (News/Talk)
2. WDAE-A (Sports)
3. WHPT-F (News/Talk)

Country

1. WQYK-F (Country)
2. WFUS-F (Country)
3. WPCV-F (Country)

Source: Nielsen Political Ratings FA15, Adults 35+, AQH Ratings Rank and AQH Share, M-F 6a-7p, Nielsen Non-Subscribers excluded

Finding the Perfect Radio Formats to Reach Republican, Democrat and Independent Voters in West Palm Beach



REPUBLICANS

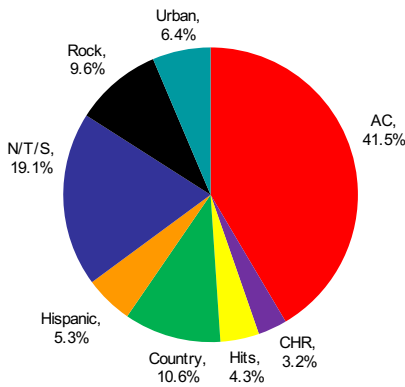


DEMOCRATS



INDEPENDENTS

Top 3 Format Preferences for Republicans are AC, N/T/S, & Country



Adult Contemporary

1. WRMF-F (AC)
- 2t. WEAT-F (AC)
- 2t. WOLL-F (AC)

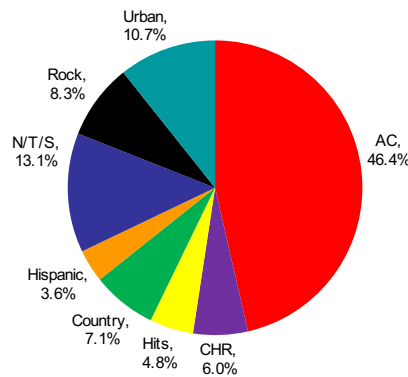
News/Talk/Sports

1. WZZR-F (Talk)
2. WJNO-A (News/Talk)
3. WIOD-A (News/Talk)

Country

1. WIRK-F (Country)
2. WKIS-F (Country)

Top 3 Format Preferences for Democrats are AC, N/T/S, & Urban



Adult Contemporary

1. WRMF-F (AC)
2. WOLL-F (AC)
- 3t. WFEZ-F (Soft AC)

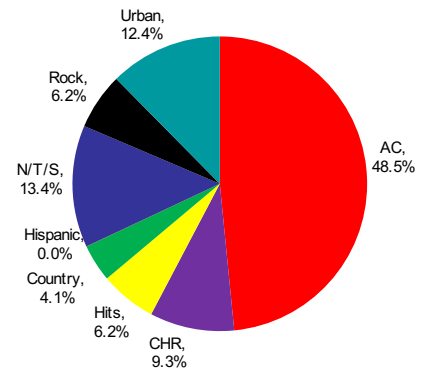
News/Talk/Sports

1. WZZR-F (Talk)
2. WJNO-A (News/Talk)
3. WQAM-A (Sports)

Urban

1. WMBX-F (Urban AC)
- 2t. WEDR-F (Urban)
- 2t. WHQT-F (Urban AC)

Top 3 Format Preferences for Independents are AC, N/T/S, & Urban



Adult Contemporary

1. WOLL-F (AC)
2. WRMF-F (AC)
3. WEAT-F (AC)

News/Talk/Sports

1. WZZR-F (Talk)
2. WIOD-A (News/Talk)
3. WJNO-A (News/Talk)

Urban

1. WMBX-F (Urban AC)
2. WHQT-F (Urban AC)
3. WEDR-F (Urban)

Source: Nielsen Political Ratings FA15, Adults 35+, AQH Ratings Rank and AQH Share, M-F 6a-7p, Nielsen Non-Subscribers excluded

ILLINOIS

CHICAGO

Finding the Perfect Radio Formats to Reach Republican, Democrat and Independent Voters in Chicago



REPUBLICANS

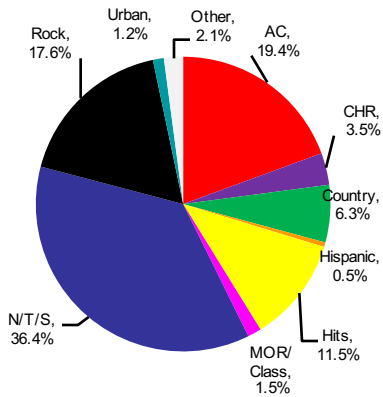


DEMOCRATS



INDEPENDENTS

Top 3 Format Preferences for Republicans are N/T/S, AC and Rock



News/Talk/Sports

1. WGN-A (News/Talk)
2. WBBM-A (All News)
3. WLS-A (News/Talk)

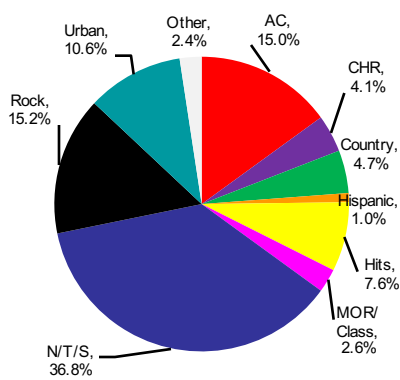
Adult Contemporary

1. WTMX-F (Hot AC)
2. WLIT-F (Hot AC)
3. WSHE-F (AC)

Rock

1. WXRT-F (Adult Alternative)
2. WKQX-F (Alternative)
3. WDRV-F (Classic Rock)

Top 3 Format Preferences for Democrats are N/T/S, Rock and AC



News/Talk/Sports

1. WBBM-A (All News)
2. WGN-A (News/Talk)
3. WSCR-A (Sports)

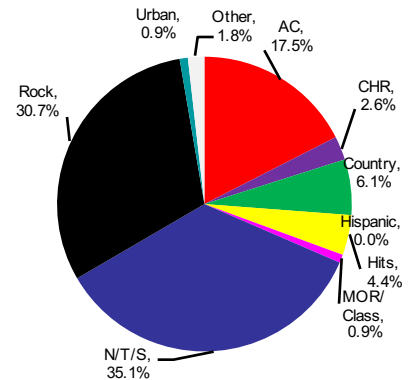
Rock

1. WDRV-F (Classic Rock)
2. WXRT-F (Adult Alternative)
3. WKQX-F (Alternative)

Adult Contemporary

1. WTMX-F (Hot AC)
2. WLIT-F (Hot AC)
3. WRME-F (Soft AC)

Top 3 Format Preferences for Independents are N/T/S, Rock and AC



News/Talk/Sports

1. WBBM-A (All News)
2. WMVP-A (Sports)
3. WGN-A (News/Talk)

Rock

1. WDRV-F (Classic Rock)
2. WXRT-F (Adult Alternative)
- 3t. WLUP-F (Classic Rock)

Adult Contemporary

- 1t. WLIT-F (Hot AC)
- 1t. WRME-F (Soft AC)
- 3t. WTMX-F (Hot AC)

Source: Nielsen Political Ratings FA15, Adults 35+, AQH Ratings Rank and AQH Share, M-F 6a-7p, Nielsen Non-Subscribers excluded

MISSOURI

KANSAS CITY

ST. LOUIS

Finding the Perfect Radio Formats to Reach Republican, Democrat and Independent Voters in Kansas City



REPUBLICANS

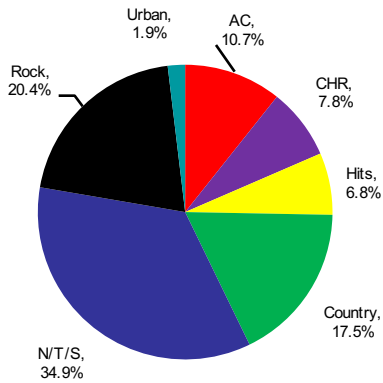


DEMOCRATS



INDEPENDENTS

Top 3 Format Preferences for Republicans are N/T/S, Rock and Country



News/Talk/Sports

1. WHB-A (Sports)
- 2t. KCSP-A (Sports)
- 2t. KMBZ-F (News/Talk)

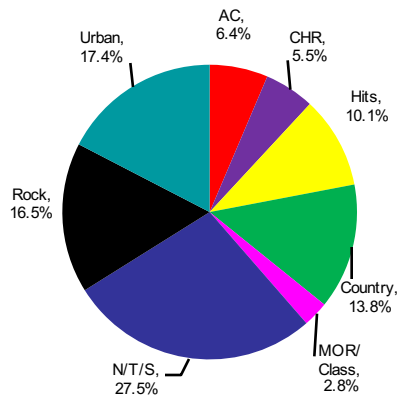
Rock

1. KCFX-F (Classic Rock)
2. KQRC-F (AOR)
3. KRBZ-F (Alternative)

Country

- 1t. WDAF-F (Country)
- 1t. KBEQ-F (Country)
3. KFKF-F (Country)

Top 3 Format Preferences for Democrats are N/T/S, Urban and Rock



News/Talk/Sports

1. KMBZ-F (News/Talk)
2. KCSP-A (Sports)
3. KMBZ-A (News/Talk)

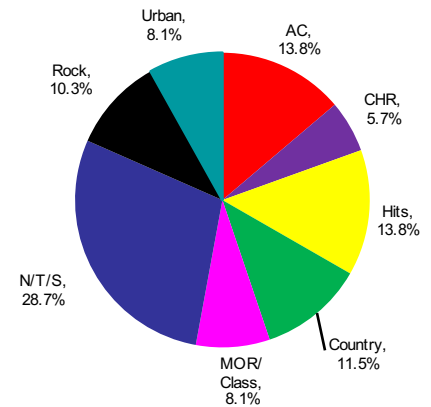
Urban

- 1t. KPRS-F (Urban Contemporary)
- 1t. KMJK-F (Urban AC)
3. KPRT-A (Gospel)

Rock

1. KCFX-F (Classic Rock)
2. KQRC-F (AOR)
3. KRBZ-F (Alternative)

Top 3 Format Preferences for Independents are N/T/S, AC and Classic Hits



News/Talk/Sports

1. KCSP-A (Sports)
- 2t. KMBZ-A (News/Talk)
- 2t. KMBZ-F (News/Talk)

Adult Contemporary

1. KZPT-F (Adult Contemporary)
2. KCKC-F (Adult Contemporary)

Classic Hits

1. KCMO-F (Classic Hits)
2. KCJK-F (Adult Hits)

Source: Nielsen Political Ratings FA15, Adults 35+, AQH Ratings Rank and AQH Share, M-F 6a-7p, Nielsen Non-Subscribers excluded

Finding the Perfect Radio Formats to Reach Republican, Democrat and Independent Voters in St. Louis



REPUBLICANS

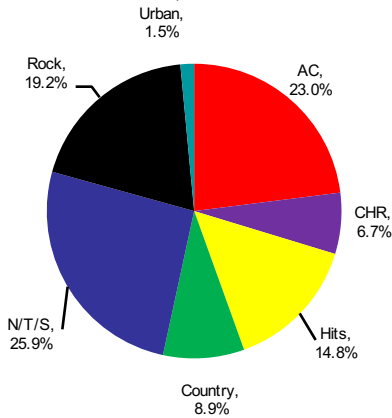


DEMOCRATS



INDEPENDENTS

Top 3 Format Preferences for Republicans are N/T/S, AC and Rock



News/Talk/Sports

1. KMOX-A (News/Talk)
2. WXOS-F (Sports)
3. KFTK-F (Talk)

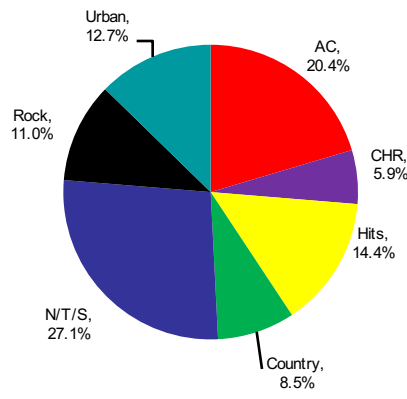
Adult Contemporary

1. KEZK-F (Adult Contemporary)
2. KYKY-F (Hot AC)

Rock

1. KSHE-F (Classic Rock)
2. KPNT-F (Alternative)
3. KCMQ-F (Classic Rock)

Top 3 Format Preferences for Democrats are N/T/S, AC and Classic Hits



News/Talk/Sports

1. KMOX-A (News/Talk)
2. WXOS-F (Sports)
3. KFTK-F (Talk)

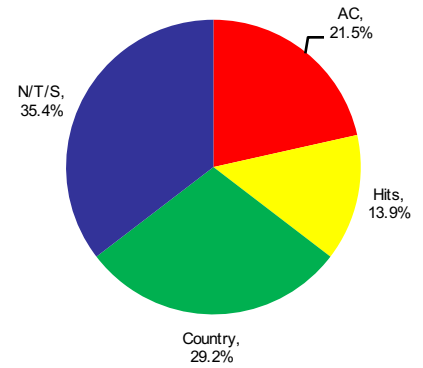
Adult Contemporary

1. KEZK-F (Adult Contemporary)
2. KYKY-F (Hot AC)

Classic Hits

1. KLOU-F (Oldies)
2. WARH-F (Adult Hits)

Top 3 Format Preferences for Independents are N/T/S, Country and AC



News/Talk/Sports

- 1t. KFTK-F (Talk)
- 1t. KMOX-A (News/Talk)

Country

1. WIL-F (Country)
2. KSD-F (Country)

Adult Contemporary

1. KEZK-F (Adult Contemporary)

Source: Nielsen Political Ratings FA15, Adults 35+, AQH Ratings Rank and AQH Share, M-F 6a-7p, Nielsen Non-Subscribers excluded

N. CAROLINA

CHARLOTTE

GREENSBORO

RALEIGH

Finding the Perfect Radio Formats to Reach Republican, Democrat and Independent Voters in Charlotte



REPUBLICANS

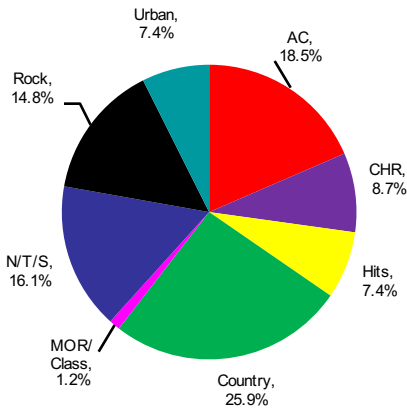


DEMOCRATS



INDEPENDENTS

Top 3 Format Preferences for Republicans are Country, AC and N/T/S



Country

- 1t. WSOC-F (Country)
- 1t. WKKT-F (Country)
3. WPAW-F (Country)

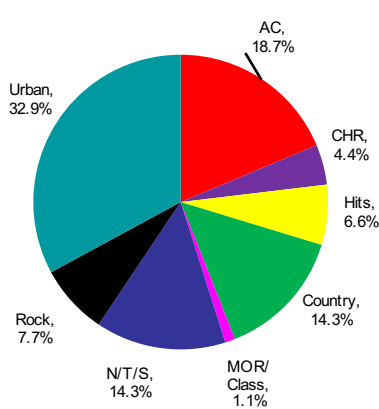
Adult Contemporary

1. WLNK-F (Hot AC)
2. WKQC-F (Adult Contemporary)

News/Talk/Sports

1. WBT-A (News/Talk)
2. WFNZ-A (Sports)

Top 3 Format Preferences for Democrats are Urban, AC and Country



Urban

1. WBAV-F (Urban AC)
2. WOSF-F (Urban AC)
3. WPZS-F (Urban Inspirational)

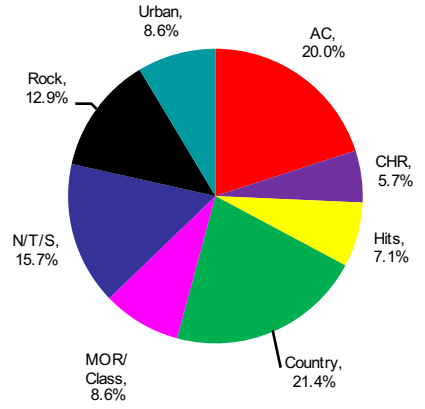
Adult Contemporary

1. WKQC-F (Adult Contemporary)
2. WLNK-F (Hot AC)

Country

1. WSOC-F (Country)
2. WKKT-F (Country)

Top 3 Format Preferences for Independents are Country, AC and N/T/S



Country

1. WSOC-F (Country)
2. WKKT-F (Country)

Adult Contemporary

1. WKQC-F (Adult Contemporary)
2. WLNK-F (Hot AC)
3. WSMW-F (Adult Contemporary)

News/Talk/Sports

1. WBT-A (News/Talk)
2. WFNZ-A (Sports)

Source: Nielsen Political Ratings FA15, Adults 35+, AQH Ratings Rank and AQH Share, M-F 6a-7p, Nielsen Non-Subscribers excluded

Finding the Perfect Radio Formats to Reach Republican, Democrat and Independent Voters in Greensboro



REPUBLICANS

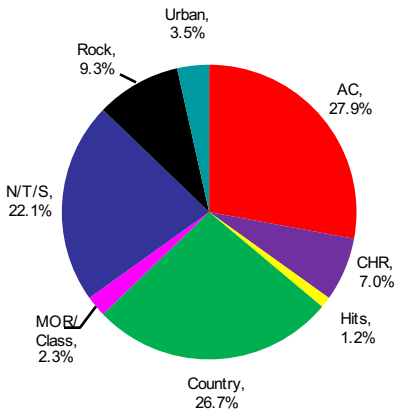


DEMOCRATS



INDEPENDENTS

Top 3 Format Preferences for Republicans are AC, Country and N/T/S



Adult Contemporary

1. WMAG-F (Hot AC)
2. WSMW-F (Adult Contemporary)
3. WLNK-F (Hot AC)

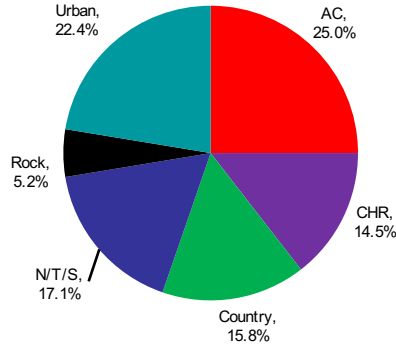
Country

1. WTQR-F (Country)
2. WPAW-F (Country)
3. WSOC-F (Country)

News/Talk/Sports

1. WPTI-F (Talk)
2. WSJS-A (News/Talk)
3. WBT-A (News/Talk)

Top 3 Format Preferences for Democrats are AC, Urban and N/T/S



Adult Contemporary

1. WSMW-F (Adult Contemporary)
2. WMAG-F (Hot AC)
3. WLNK-F (Hot AC)

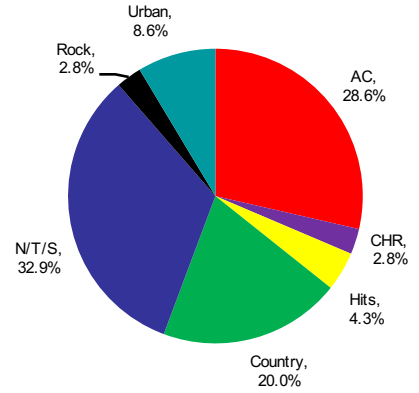
Urban

1. WQMG-F (Urban AC)
2. WOSF-F (Urban AC)

News/Talk/Sports

1. WPTI-F (Talk)
2. WSJS-A (News/Talk)
3. WTKK-F (Talk)

Top 3 Format Preferences for Independents are N/T/S, AC and Country



News/Talk/Sports

1. WPTI-F (Talk)
2. WSJS-A (News/Talk)
3. WMFR-A (Sports)

Adult Contemporary

- 1t. WSMW-F (Adult Contemporary)
- 1t. WMAG-F (Hot AC)

Country

1. WPAW-F (Country)
2. WTQR-F (Country)
3. WQDR-F (Country)

Source: Nielsen Political Ratings FA15, Adults 35+, AQH Ratings Rank and AQH Share, M-F 6a-7p, Nielsen Non-Subscribers excluded

Finding the Perfect Radio Formats to Reach Republican, Democrat and Independent Voters in Raleigh



REPUBLICANS

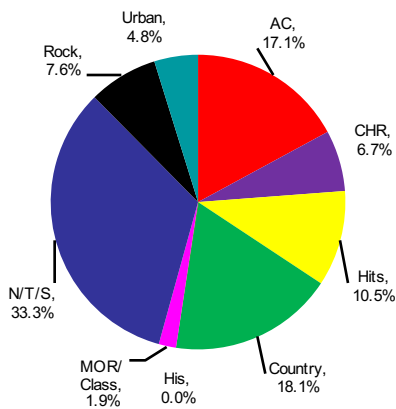


DEMOCRATS

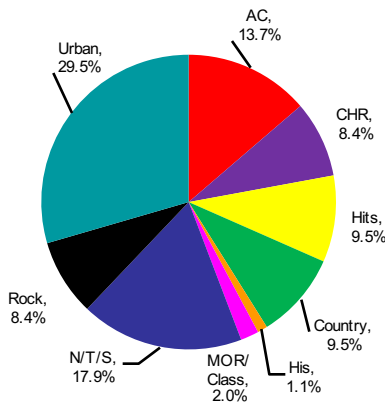


INDEPENDENTS

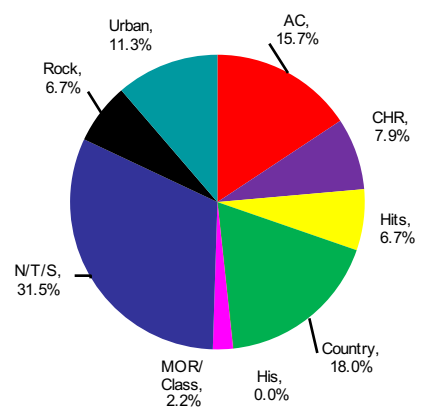
Top 3 Format Preferences for Republicans are N/T/S, Country and AC



Top 3 Format Preferences for Democrats are Urban, N/T/S and AC



Top 3 Format Preferences for Independents are N/T/S, Country and AC



News/Talk/Sports

1. WTKK-F (Talk)
2. WCMC-F (Sports)
3. WPTF-A (News Talk)

Urban

1. WFXC-F (Urban AC)
2. WNNL-F (Inspirational)
3. WQOK-F (Urban CHR)

News/Talk/Sports

1. WTKK-F (Talk)
2. WCMC-F (Sports)
3. WPTF-A (News Talk)

Country

1. WQDR-F (Country)
2. WNCB-F (Country)
3. WQDR-IF (Country)

News/Talk/Sports

- 1t. WCMC-F (Sports)
- 1t. WTKK-F (Talk)
3. WDNC-A (Sports)

Country

1. WQDR-F (Country)
2. WNCB-F (Country)
3. WPAW-F (Country)

Adult Contemporary

1. WRAL-F (Adult Contemporary)
2. WMAG-F (Adult Contemporary)

Adult Contemporary

1. WRAL-F (Adult Contemporary)
- 2t. WSMW-F (Adult Contemporary)
- 2t. WMAG-F (Adult Contemporary)

Adult Contemporary

1. WRAL-F (Adult Contemporary)
2. WMAG-F (Adult Contemporary)
3. WSMW-F (Adult Contemporary)

Source: Nielsen Political Ratings FA15, Adults 35+, AQH Ratings Rank and AQH Share, M-F 6a-7p, Nielsen Non-Subscribers excluded

OHIO

CINCINNATI

CLEVELAND

COLUMBUS

Finding the Perfect Radio Formats to Reach Republican, Democrat and Independent Voters in Cincinnati



REPUBLICANS

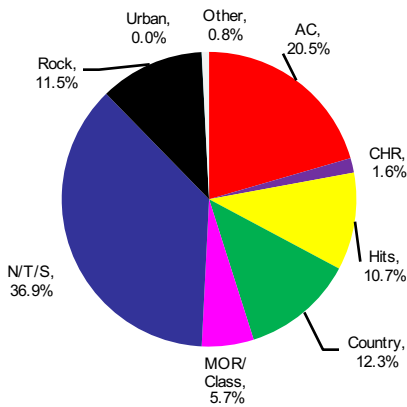


DEMOCRATS

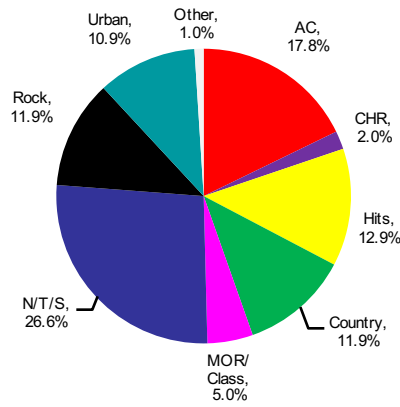


INDEPENDENTS

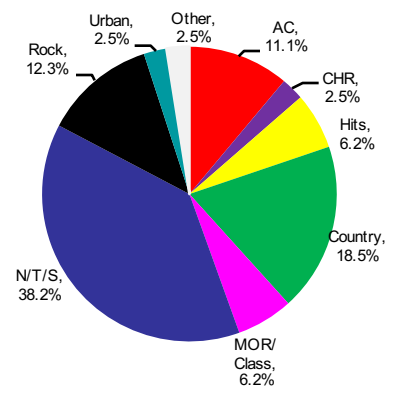
Top 3 Format Preferences for Republicans are N/T/S, AC and Country



Top 3 Format Preferences for Democrats are N/T/S, AC and Hits



Top 3 Format Preferences for Independents are N/T/S, Country and Rock



News/Talk/Sports

1. WLW-A (News/Talk)
2. WKRC-A (News/Talk)
3. WCKY-A (Sports)

News/Talk/Sports

1. WLW-A (News/Talk)
- 2t. WKRC-A (News/Talk)
- 2t. WCKY-A (Sports)

News/Talk/Sports

1. WKRC-A (News/Talk)
- 2t. WLW-A (News/Talk)
- 2t. WSAI-A (Sports)

Adult Contemporary

- 1t. WKRQ-F (Hot AC)
- 1t. WRRM-F (Adult Contemporary)
3. WREW-F (Adult Contemporary)

Adult Contemporary

1. WRRM-F (Adult Contemporary)
2. WREW-F (Adult Contemporary)
3. WKRQ-F (Hot AC)

Country

1. WUBE-F (Country)

Country

1. WUBE-F (Country)
2. WNNF-F (Country)
- *3t. WYGY-F (Country)

Hits

1. WGRR-F (Classic Hits)

Rock

1. WOFX-F (Classic Rock)

Source: Nielsen Political Ratings FA15, Adults 35+, AQH Ratings Rank and AQH Share, M-F 6a-7p, Nielsen Non-Subscribers excluded
*Currency Rtg used as station tie breaker

Finding the Perfect Radio Formats to Reach Republican, Democrat and Independent Voters in Cleveland



REPUBLICANS

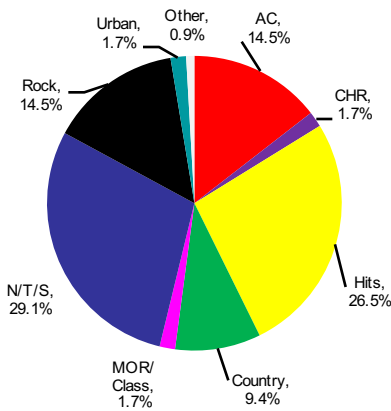


DEMOCRATS

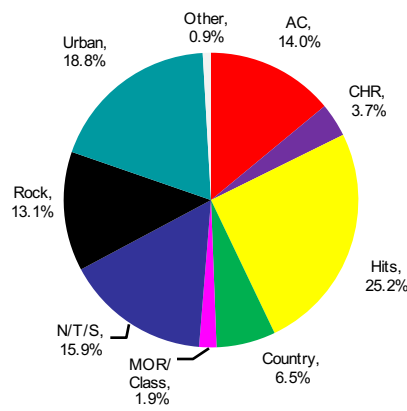


INDEPENDENTS

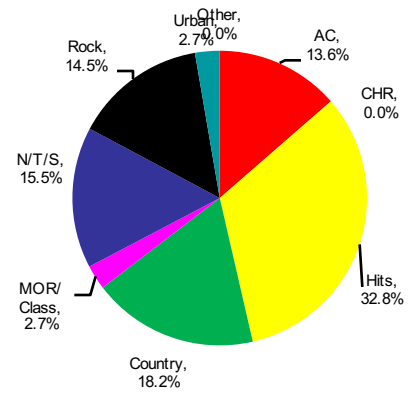
Top 3 Format Preferences for Republicans are N/T/S, Hits and AC



Top 3 Format Preferences for Democrats are Hits, Urban and N/T/S



Top 3 Format Preferences for Independents are Hits, Country and N/T/S



News/Talk/Sports

1. WTAM-A (News/Talk)
2. WKRK-F (Sports)

Hits

1. WMJI-F (Classic Hits)
2. WHLK-F (Adult Hits)

*Adult Contemporary

1. WDOK-F (Adult Contemporary)
2. WQAL-F (Hot AC)

Hits

1. WMJI-F (Classic Hits)
2. WHLK-F (Adult Hits)

Urban

1. WZAK-F (Urban AC)
2. WENZ-F (Urban CHR)
3. WJMO-A (Inspirational)

News/Talk/Sports

1. WKRK-F (Sports)
2. WTAM-A (News/Talk)

Hits

1. WMJI-F (Classic Hits)
2. WHLK-F (Adult Hits)

Country

1. WGAR-F (Country)
2. WQMX-F (Country)

News/Talk/Sports

1. WTAM-A (News/Talk)
- 2t. WJR-A (News/Talk)
- 2t. WKRK-F (Sports)

Source: Nielsen Political Ratings FA15, Adults 35+, AQH Ratings Rank and AQH Share, M-F 6a-7p, Nielsen Non-Subscribers excluded
 *AQH Persons used as format tie breaker

Finding the Perfect Radio Formats to Reach Republican, Democrat and Independent Voters in Columbus, OH



REPUBLICANS

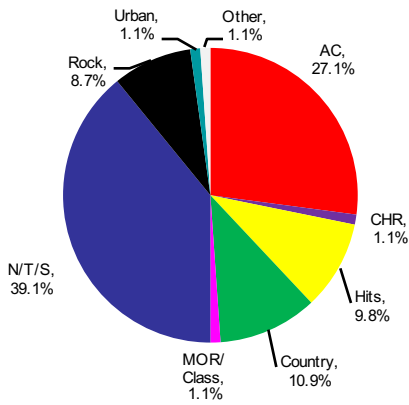


DEMOCRATS

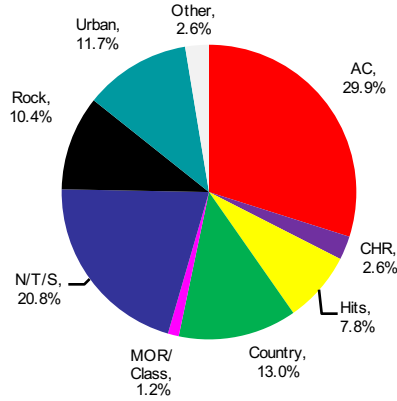


INDEPENDENTS

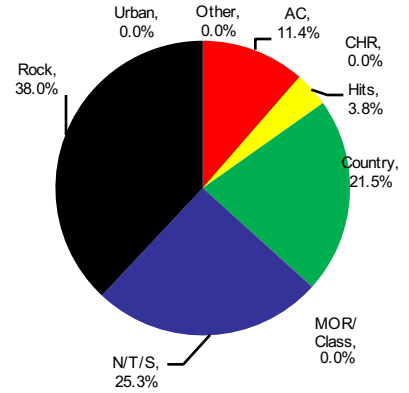
Top 3 Format Preferences for Republicans are N/T/S, AC and Country



Top 3 Format Preferences for Democrats are AC, N/T/S and Country



Top 3 Format Preferences for Independents are Rocks, N/T/S and Country



News/Talk/Sports

1. WTVN-A (News/Talk)
2. WBNS-F (Sports)
- *3t. WLW-A (News/Talk)

Adult Contemporary

1. WNCI-F (Hot AC)
2. WSNY-F (Adult Contemporary)
- *3t. WCVO-F (Christian)

Country

1. WCOL-F (Country)

Adults Contemporary

1. WNCI-F (Hot AC)
2. WSNY-F (Adult Contemporary)
3. WCVO-F (Christian)

News/Talk/Sports

1. WBNS-F (Sports)
2. WTVN-A (News/Talk)

Country

1. WCOL-F (Country)

Rock

1. WLVQ-F (Classic Rock)
2. WXZX-F (Alternative)

News/Talk/Sports

- 1t. WBNS-F (Sports)
- 1t. WTVN-A (News/Talk)
3. WBNS-A (Sports)

Country

1. WCOL-F (Country)

Source: Nielsen Political Ratings FA15, Adults 35+, AQH Ratings Rank and AQH Share, M-F 6a-7p, Nielsen Non-Subscribers excluded
*AQH Persons used as station tie breaker