



# LOCAL RADIO WINS ON THE ISSUES THAT MATTER



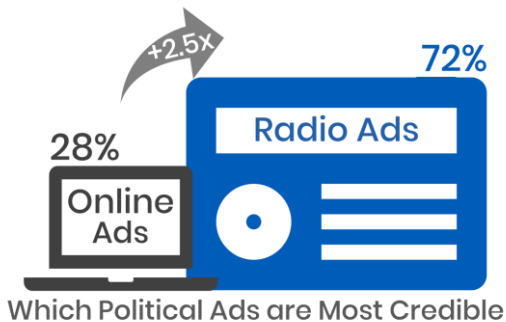
## ✓ ENGAGEMENT

# 9 out of 10

Americans listen to AM/FM Radio every week, reaching more of the electorate than any other medium, even TV.

Source: Nielsen Total Audience Report, Q1 2018.

## ✓ TRUST



Which Political Ads are Most Credible

Source: 2018 Mid-Term Voter Study, Katz Media Group.

## ✓ TARGETABILITY

Local Radio offers high-density, targeted audiences for any campaign. Preference varies by market and party, but voters can be found across the entire Radio dial.



Listening Preference

Source: 2018 Mid-Term Voter Study, Katz Media Group.

## ✓ CAMPAIGN AMPLIFIER

Radio is a perfect complement to TV, engaging consumers where TV falls short – during the day and away from home. Radio usage tops TV during daytime hours (6am to 4pm), while TV viewing peaks in the evening. Candidates who incorporate Radio into their campaign strategy will benefit from Prime Time coverage throughout the day.

Source: Nielsen "You Can't Unhear This", 2018.

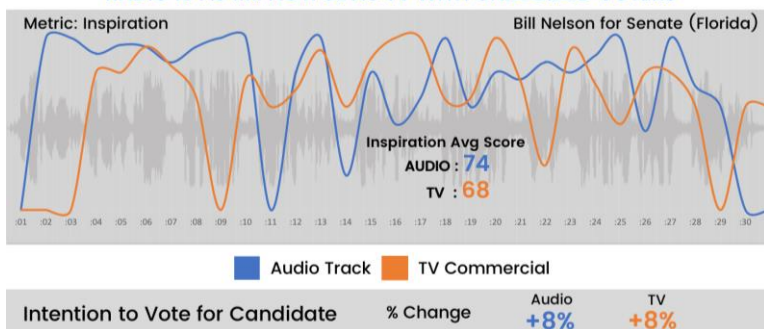
## ✓ VOTER INFLUENCE



New research suggests that Radio can be as impactful as Television in influencing swing voters. Audio is capable of promoting feelings of trustworthiness and inspiration – on par with TV. Audio also demonstrates the ability to drive candidate preference at levels equal to TV.

Source: 2018 Swing Vote Study, Katz Radio Group/Veritonic.

### RADIO IS AS IMPACTFUL AS TV WITH UNDECIDED VOTERS



To learn more about Radio's ability to sway voters, Please contact **Pat McGee**



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