



RADIO INSIGHTS

RADIO CAN TURBOCHARGE TURNOUT

ELECTION DAY IS LOOMING – RADIO CAN HELP CHANGE HISTORY

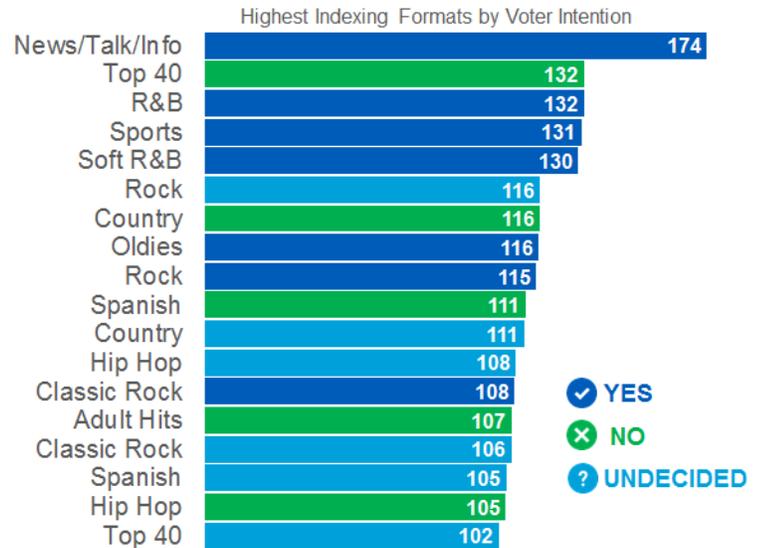
As technology advances and expands the influence of Radio, we discover more opportunities to harness the power of Radio to drive change. A recent survey conducted by the smartphone app NextRadio among 3,700 of its users uncovered what could be several keys to turning the outcome of the upcoming election.

“DO YOU PLAN TO VOTE” - SURPRISE

Of those polled, 35% of respondents said “No,” they do not plan to vote, and 23% said they are “Undecided” about voting. Radio enables candidates to reach these potential voters by utilizing their loyalty to station formats. The survey finds that Rock stations are drawing the highest concentration of undecided voters, but also committed voters. Country stations tend to be havens for those respondents who are undecided or not planning to vote. The best chance for campaigns to reach and energize those who aren’t planning on going to the polls is on Top 40 stations. Alternatively, News/Talk/Info and R&B reign for respondents who said they intend to show up on November 8.

“With more than half (58%) of voters telling us that they are unenthusiastic about voting, it’s very clear that campaigns need to get voters excited about the election—Radio can do that quickly, effectively and by target segment.”

—NextRadio Whitepaper October 2016



NextRadio was able to determine voting intentions by state and by daypart, allowing campaigns to be quite selective in message placement. Among 3 key swing states, Pennsylvania had the most who said “Yes” (53%), Florida had the most “No” (39%) and Ohio the least “Undecided” (14%).

Of course Radio also offers the opportunity to have the last word – as voters drive to the polls. 90% of people in cars listen to the Radio.¹ Count on it.

Mary Beth Garber, Katz Media Group

Sources: NextRadio Survey October 2016;
¹Jacobs Tech Survey 12 April 2016

