

# RADIO INSIGHTS

## HAVING THE EAR OF THE SWING VOTE

### NEW RESEARCH SUGGESTS RADIO CAN BE AS IMPACTFUL AS TELEVISION IN INFLUENCING UNDECIDEDS

For many political campaigns, success on November 6<sup>th</sup> hinges on the ability to win support from swing voters. With these votes up for grabs, it is imperative that campaigns do their very best to court them. While Local Radio has always provided an effective platform for campaigns to get their message out, Katz Radio Group is uncovering new evidence that affirms Radio’s ability to speak to and influence these crucial swing voters.

Katz has partnered with Veritonic, experts in audio effectiveness, to conduct ongoing research that quantifies the impact Radio advertising has on the electorate – and to develop best practices for producing effective Radio copy.

#### CASE STUDY: BILL NELSON FOR U.S. SENATE

Our initial research focused on the state of Florida with its hotly contested race for U.S. Senate. Veritonic measured the opinions of real swing voters – Floridians who will vote in the upcoming election but are undecided on the candidate they support. Political ads were tested for their ability to emotionally resonate with swing voters and drive candidate preference.

One group of Florida swing voters viewed a [TV commercial](#) from the Democratic candidate, Bill Nelson. The spot featured Nelson speaking about his dedication to the country, accompanied by visuals of his past service. A second group of swing voters listened to the audio track from this same TV spot. (Note: we used the TV spot’s audio bed as a proxy for Radio, since the Nelson campaign was not running Radio ads at the time of fieldwork) Veritonic compared the feedback from both groups, and the results were compelling:

#### **Radio creative, by itself, can deliver an emotional impact on par with Television**

- ✓ Across all key metrics, the audio spot successfully conveyed positive feelings to swing voters
- ✓ On **Trust**, the audio spot delivered 93% of the impact generated from the TV spot. While for **Sincerity**, the audio was 97% as impactful as Television
- ✓ Audio performed better than TV on the metric of **Inspiration**, as swing voters found the audio spot to be +9% more inspiring than the TV spot

#### **Radio advertising can influence a person’s vote as much as Television**

- ✓ After listening to the audio spot, swing voters were 8% more inclined to vote for Bill Nelson – the same measured lift for those swing voters exposed to his TV spot

Radio is a true political power player, and Katz will continue to highlight its strengths during this election cycle.

#### IMPACT OF RADIO VS. TELEVISION Creative Scores: *Vote for Bill Nelson, U.S. Senate*

METRIC	RADIO	TV	INDEX
LIKEABILITY	70	72	97
TRUSTWORTHINESS	65	70	93
SINCERITY	70	72	97
INSPIRATION	74	68	109
INTENT TO VOTE FOR CANDIDATE	+8% LIFT	+8% LIFT	100

Source: Katz Radio Group / Veritonic. Online survey of 269 swing voters in Florida. Adults who intend to vote but are undecided on candidate in upcoming election. Fieldwork conducted September 12-17