

# RADIO INSIGHTS

## AM/FM RADIO: A POLITICAL POWER PLAYER

### INTRODUCTION

It is understandable why many Americans are skeptical of what they see, what they read and what they hear today. In this political climate, many media organizations have faced questions on biasness of their reporting and the truthfulness of their advertising. Social media sites are under fire. Terms like “fake news” have become commonplace in daily discourse, all the way up to the President.

Considering the crucial mid-term elections entering on the horizon, how should political campaigns proceed in determining how best to reach and influence voters? Since most media outlets have been tarnished with a lack of trust among the electorate, which media do voters consider credible?

Katz Radio group has embarked on a multi-phased study seeking answers to these very questions. The initial stage incorporated a national poll of a thousand likely mid-term voters, conducted by Katz with TargetPoint Consulting (R) and Greenberg Quilan Rosner Research (D). The study measured voters’ Radio’s usage and their perception of Radio as a political advertising medium. Additionally, Katz conducted online interviews with 400 likely mid-term voters in the Our Media community, a proprietary consumer panel managed by Katz. Voters were asked their thoughts on trust, or lack thereof, of political advertising they hear on the Radio dial. Overall, the evidence is compelling:



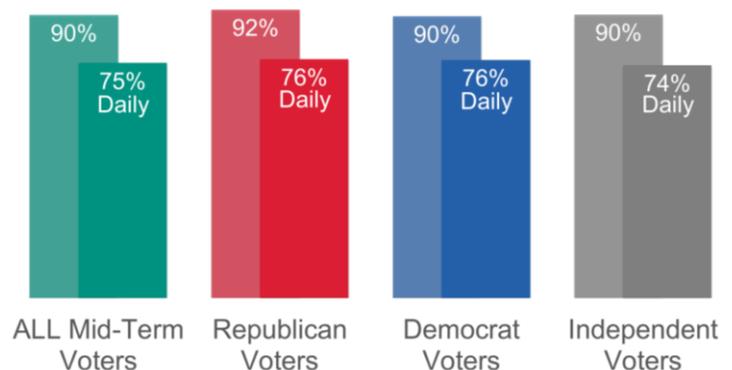
***Radio is entrenched in the daily lives of American voters who view it as a credible source of information and a smart use of a candidate’s dollars. Radio is prevalent and effective with voters from both sides of the aisle.***

### A CLEAR MAJORITY OF MID-TERM VOTERS LISTEN TO RADIO

In the poll, 9 in 10 mid-term voters say they listen to Radio whether at home, at work or in the car. This finding echoes the latest estimates from The Nielsen Company that state 90+% of U.S. adults listen to Radio in a given week.

As for daily usage, 75% of mid-term voters report listening to Radio in the typical day. This pattern of weekly and daily listening holds up across all voters, regardless of party affiliation.

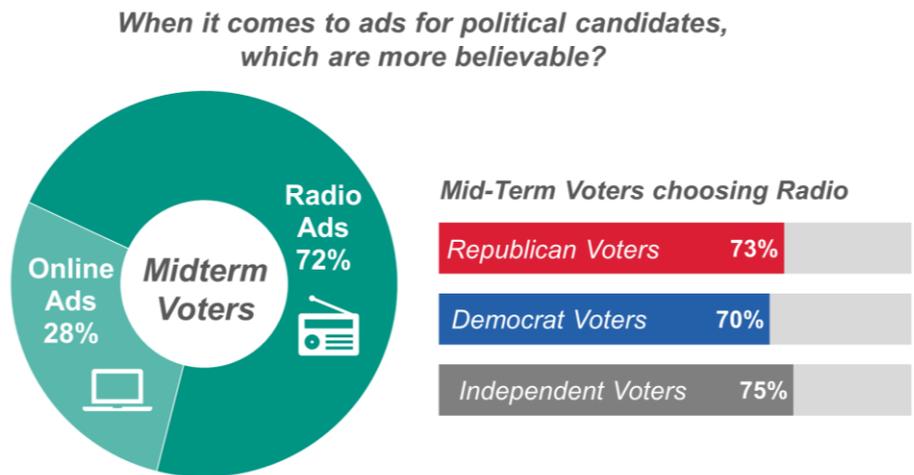
Radio Usage by Voter Segment



## RADIO: A CREDIBLE OPTION FOR POLITICAL CAMPAIGNS

Radio stands strong as a credible medium in this age of mass media skepticism. Likely mid-term voters place more trust in Radio advertising than what they encounter on online media.

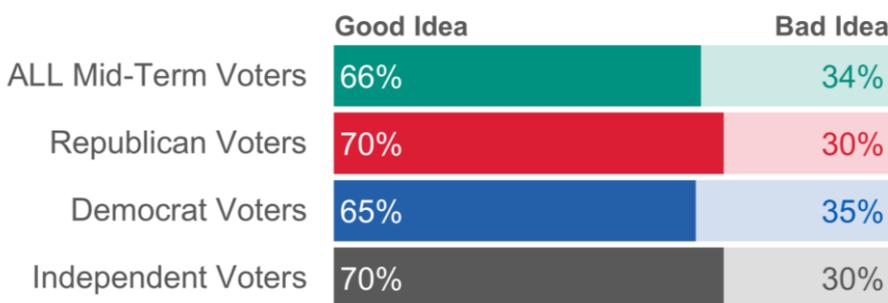
In a head to head match-up, mid-term voters said ads they hear on the Radio are more believable than ads they see on the internet by a 7 to 3 margin. This sentiment is found across the political spectrum with Republicans, Democrats and Independents.



## VOTERS TO CANDIDATES: RADIO HAS MY EAR

When asked whether it was a good idea for political candidates to spend dollars on Radio, the majority of mid-term voters said “yes.” 66% of polled voters say it makes sense for campaigns to use Radio commercials to speak to them vs. 34% who didn’t think it was a good idea: a 2 to 1 margin.

**Do you think running commercials on the radio is a good or bad way for political candidates to get their message to you?**



Republican-leaning voters and crucial Independents were the most likely to champion Radio for reaching them, with 70% saying it was a good idea. Radio literally has the ears of mid-term voters and makes for an ideal environment for political campaigns to get their message out.

## RADIO ADVERTISING GETS A VOTE OF CONFIDENCE

To better understand the credibility divide between Radio and online media, Katz dug deeper and asked voters why they perceive a difference. Generally, voters voiced two major reasons:

### 1. *There are higher standards for political ads to make it on to Radio airwaves*

- There is a belief that political Radio ads must be regulated and go through a formal approval process, whether by the government or other oversight committee.
- “I approve this message,” carries clout. Because candidates voice this disclaimer after most Radio ads, voters know they stand by the content of the ad.
- Radio ads are perceived as expensive to produce and put on the air, especially compared to online and social media ads. Voters think campaigns will make sure the Radio ads are done correctly.

### 2. *When a candidate speaks in a Radio ad, it resonates better than a visual*

- Voters are more likely to believe a message if the candidate voices it in a Radio ad.



## AM/FM RADIO DOMINATES THE VOTER'S AUDIO APPETITE

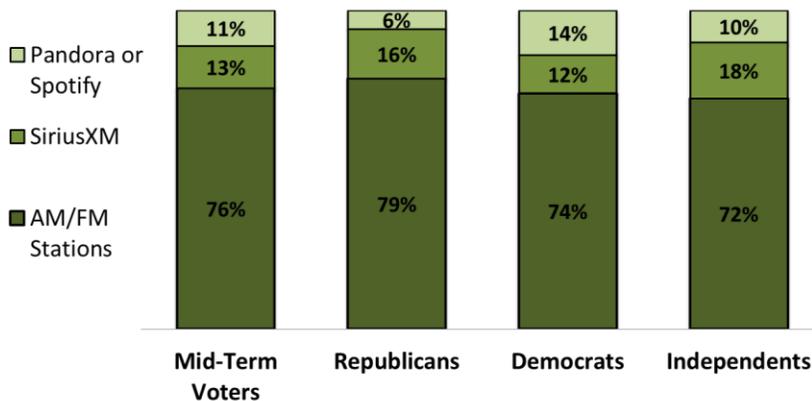
Despite the fact that Americans have more audio options than ever, they still stuff the ballot box for AM/FM. When asked which type of Radio they usually listen to, mid-term voters were far more likely to say AM/FM stations (76%).

Republican-leaning voters were most likely to say AM/FM at 79%, while Democrats came in at 74%.

As for satellite radio, 13% of voters said they primarily listen to this Radio option. Only 11% claimed the same about online streaming services like Pandora and Spotify.

### Radio Listening Preferences

(Q) Which of the following best describes what you are usually listening to on the radio?

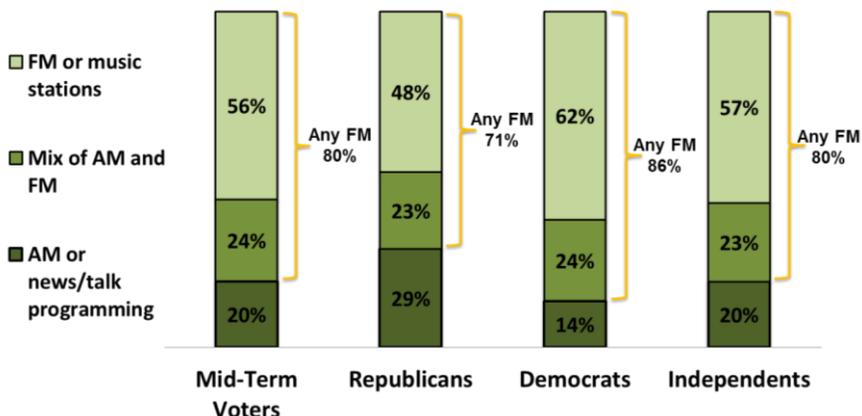


## FM RADIO IS MUSIC TO VOTERS' EARS

It's not just about using news and talk stations to reach influential voters. The Katz poll indicates that mid-term voters listen to diverse set of Radio formats.

80% of mid-term voters who listen to AM/FM Radio heavily engaged with their local FM stations. They are listening to music-formatted stations that are among the most popular in the country: Country, CHR, Adult Contemporary, etc.

### AM/FM Radio Preferences



Meanwhile, only 20% of voters who listen to AM/FM say they strictly stick to AM stations: the home of most news and talk stations.

Democratic-leaning voters were the most likely to prefer FM, with 86% saying that FM music stations are part of their daily listening diet.

## IMPLICATIONS FOR POLITICAL CAMPAIGNS

While television, digital and social media are often given much consideration by campaigns, Radio's connection to critical voters has gone largely underutilized. The results of the TargetPoint / Greenberg Quilan Rosner Research polling clearly indicate that Radio is both a habitual and influential medium for reaching voters. In an eco-system with many media choices, candidates will benefit from Radio's ability to relate credibility among impressionable voters this campaigning season.

AM/FM Radio offers the best of both worlds: the ability to get the ears of the majority of voters, while also providing an environment that they are more likely to trust what they hear. **Radio is a true political power player.**