

# Politics and Radio

## A Look at Radio Formats and the Political Viewpoints of Their Listeners



### 2011 Arbitron Client Conference

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# Radio Connects Candidates to Voters



# Political Campaigns Are Big Business

Estimated spending on political campaigns in 2012:

**\$8 billion**

**About \$4 billion on radio and TV advertising**

# About Scarborough



- » Leisure Activities
- » Travel
- » Purchase/planned purchase
- » Transportation
- » Healthcare/Finance
- » Media Consumption

Sample Size: 208,000+

# Scarborough: Voting Questions

## Are you...

- » Democrat
- » Republican
- » Independent
- » Ind./Feel closer to Democrat
- » Ind./Feel closer to Republican
- » None of these

## Are you registered?

## How often do you vote?

(Average: Presidential-Statewide-Local)

- » Always: 54%
- » Sometimes: 22%
- » Never: 24%

**PART F: VOTING**

F1 *Regardless of how you may have voted in the past, do you consider yourself a... (Check only one.)*

<input type="checkbox"/> Democrat	<input type="checkbox"/> Independent, but I feel closer to Democrat
<input type="checkbox"/> Republican	<input type="checkbox"/> Independent, but I feel closer to Republican
<input type="checkbox"/> Independent	<input type="checkbox"/> None of these

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F2 *Are you registered to vote in the district where you live?*

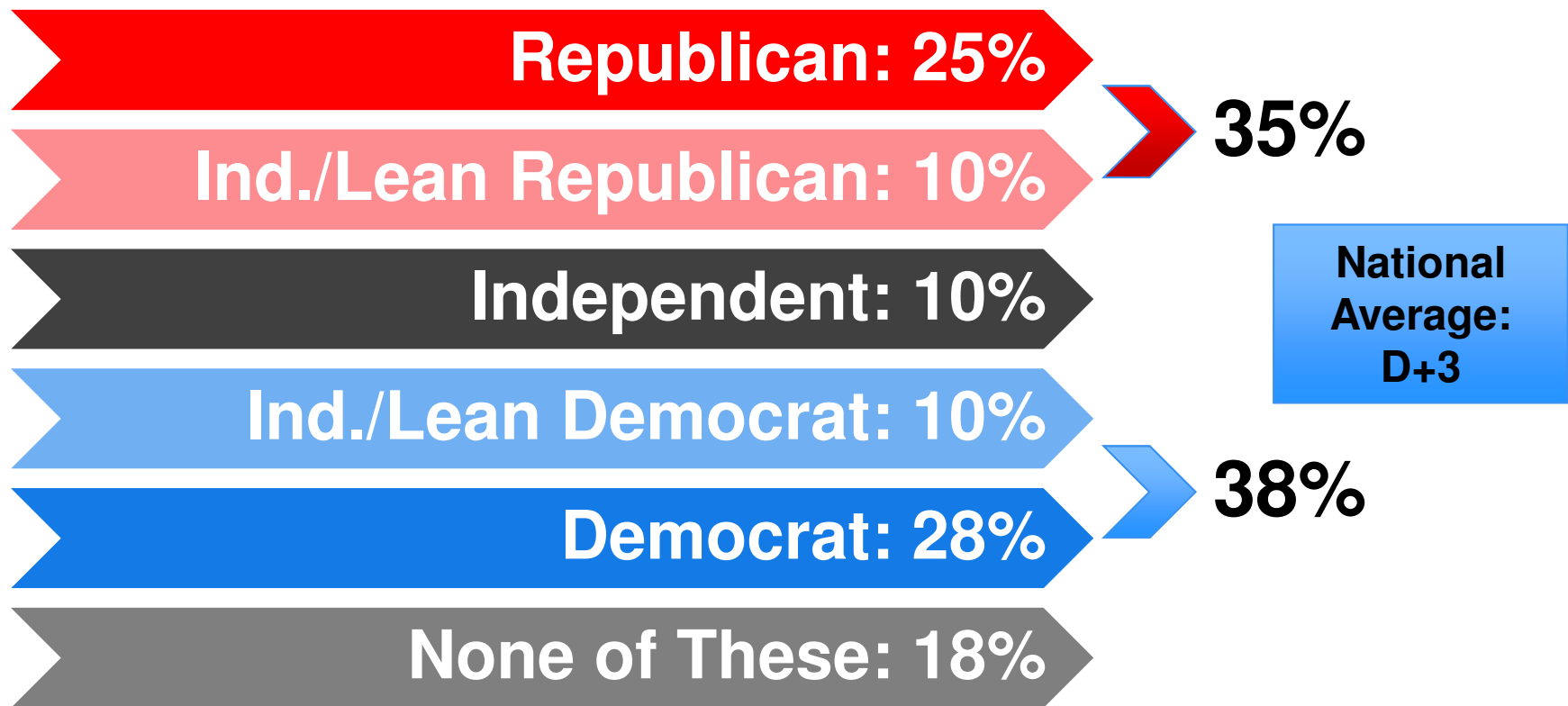
Yes       No

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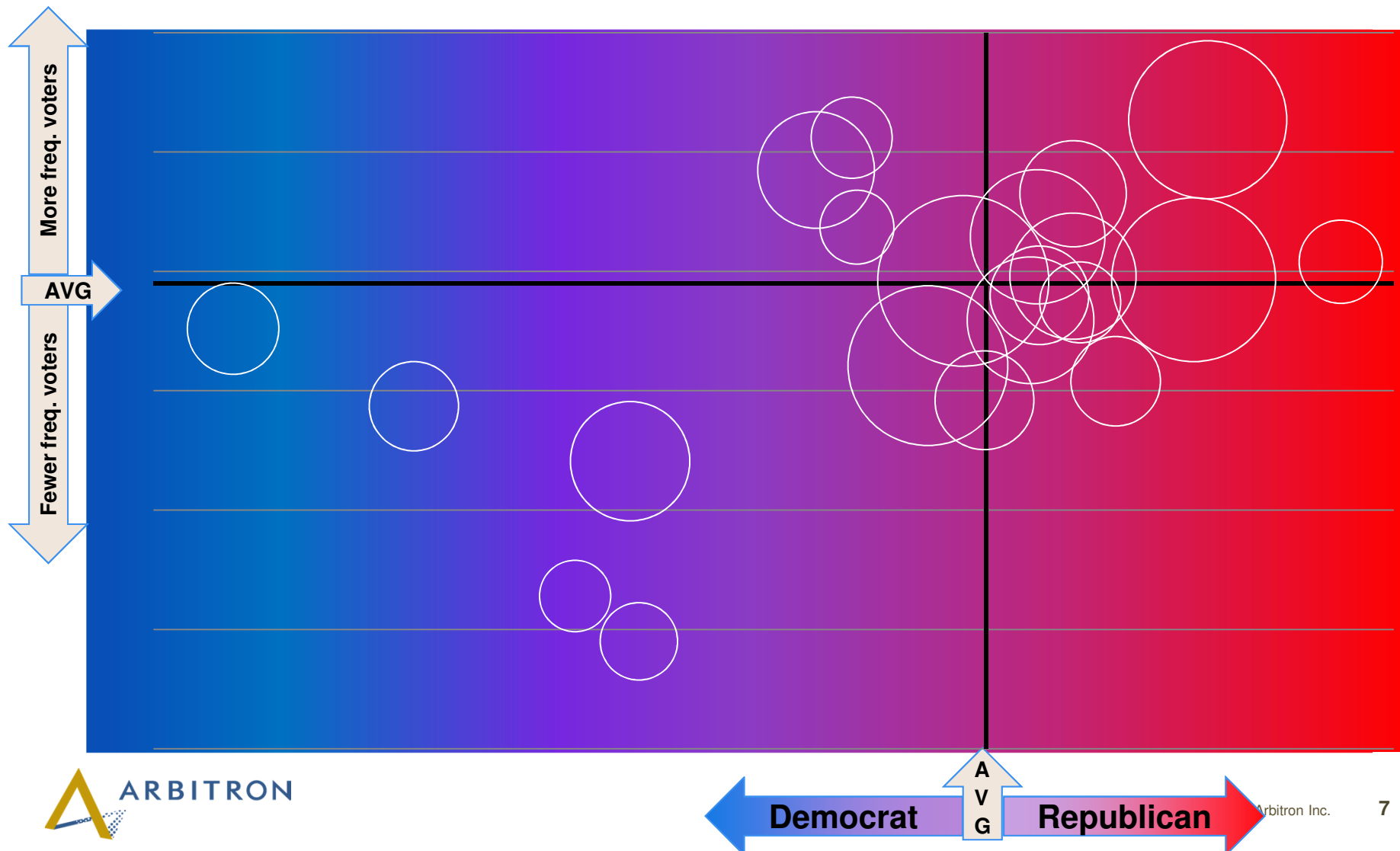
F3 *Check how often you usually vote in each of the following elections.*

	Always	Sometimes	Never
Presidential elections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Statewide elections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local elections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

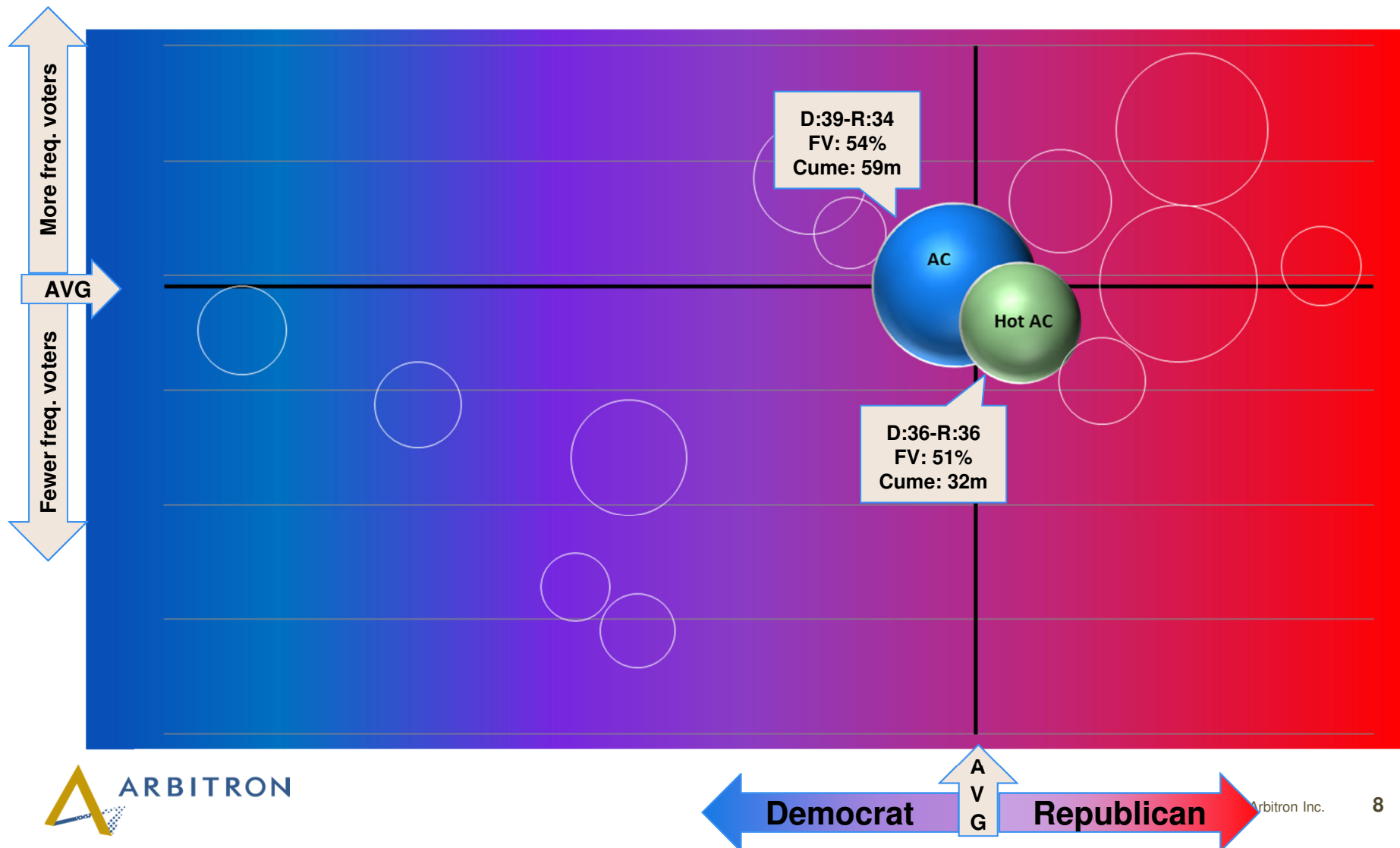
# National Political Landscape



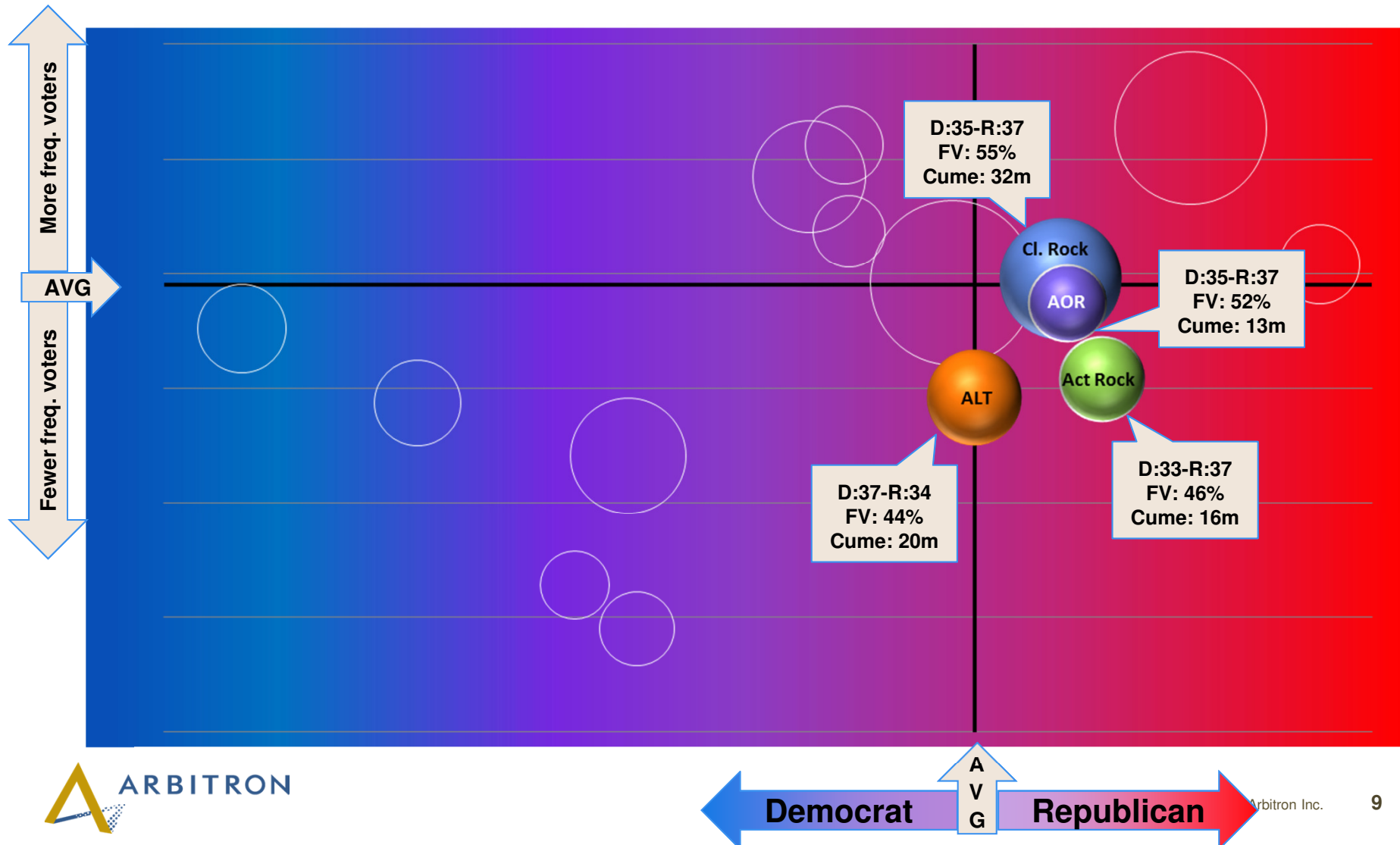
# Radio Connects Candidates to Voters



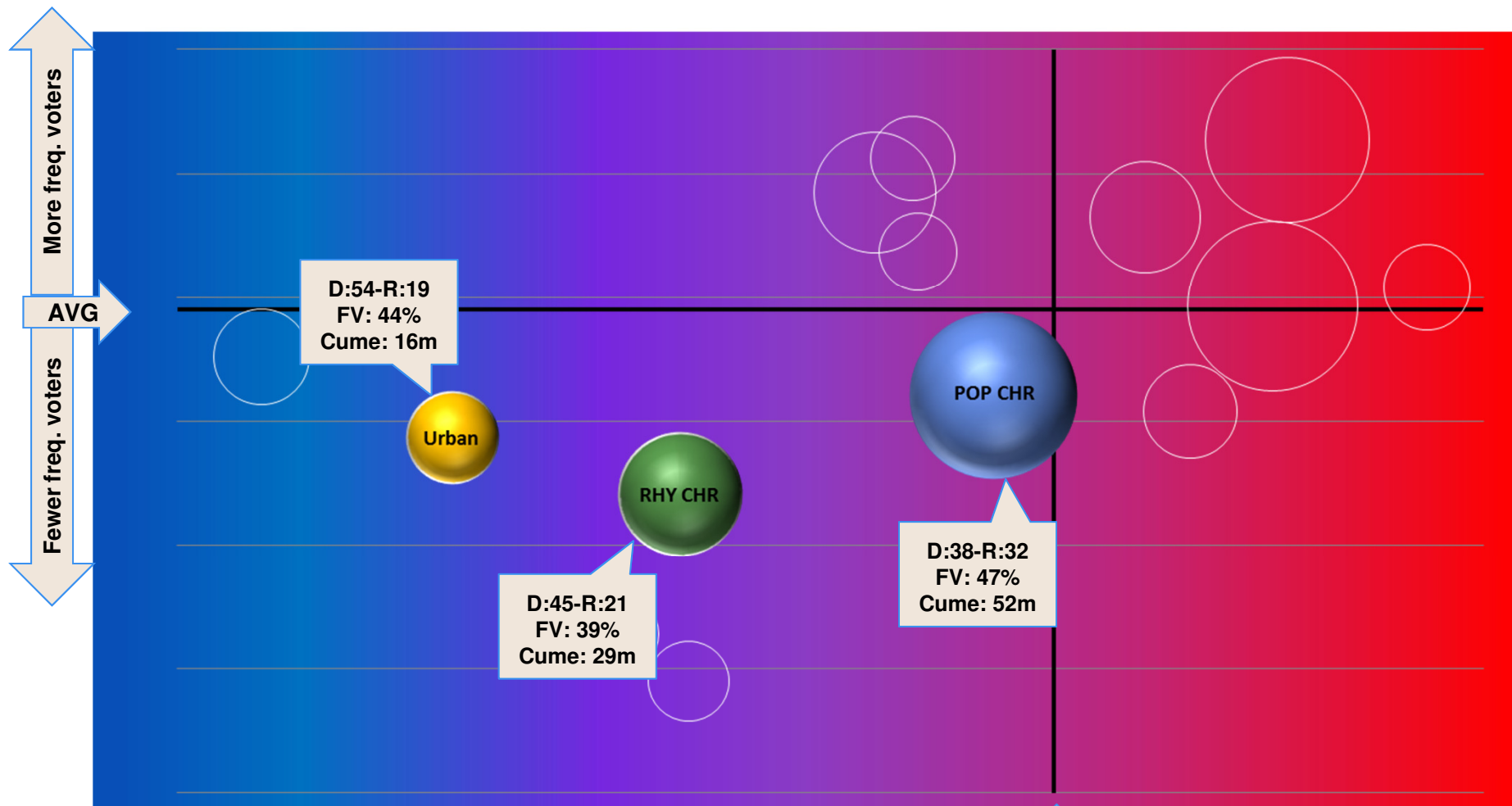
# Radio Connects Candidates to Voters



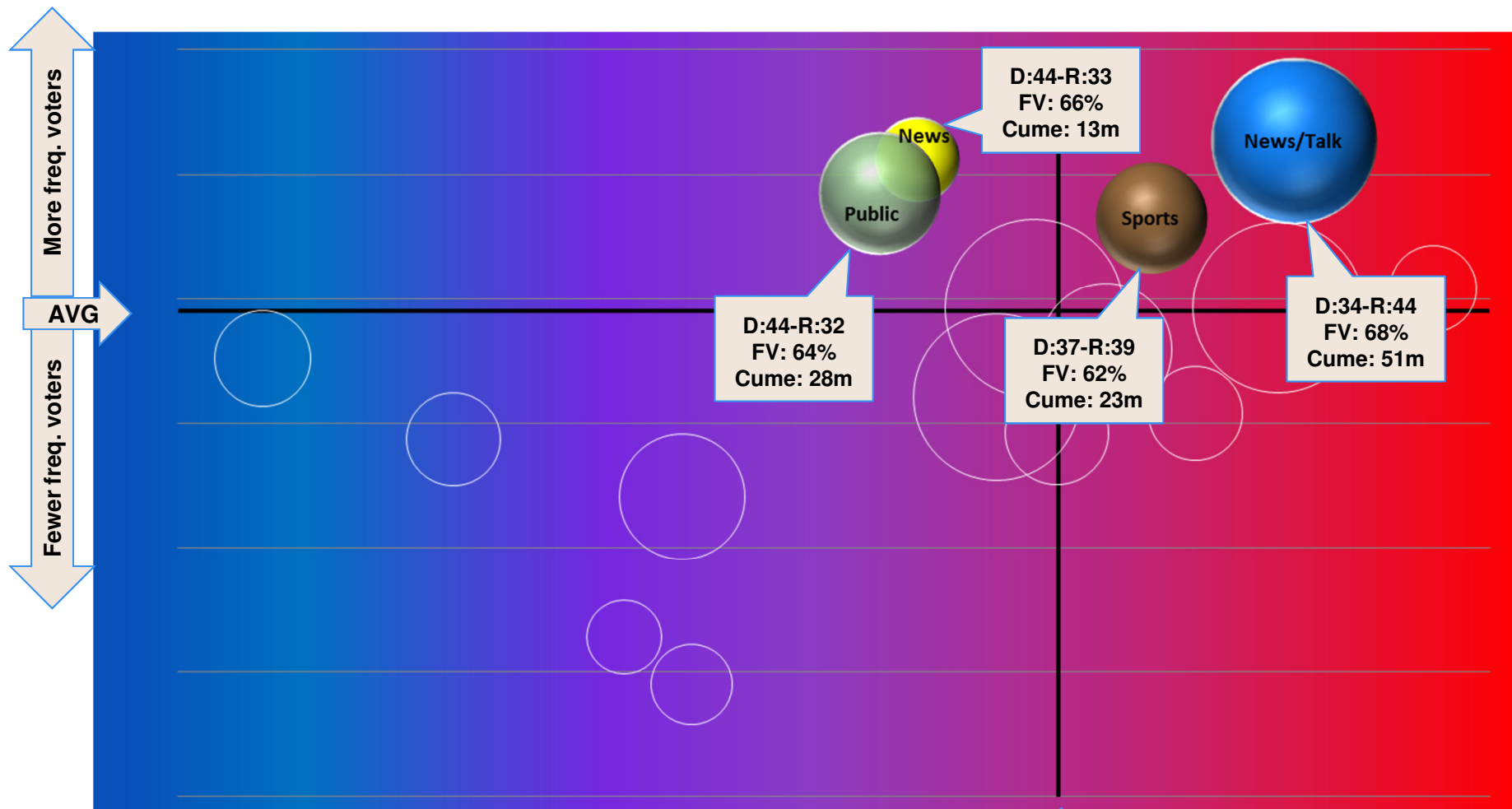
# Radio Connects Candidates to Voters



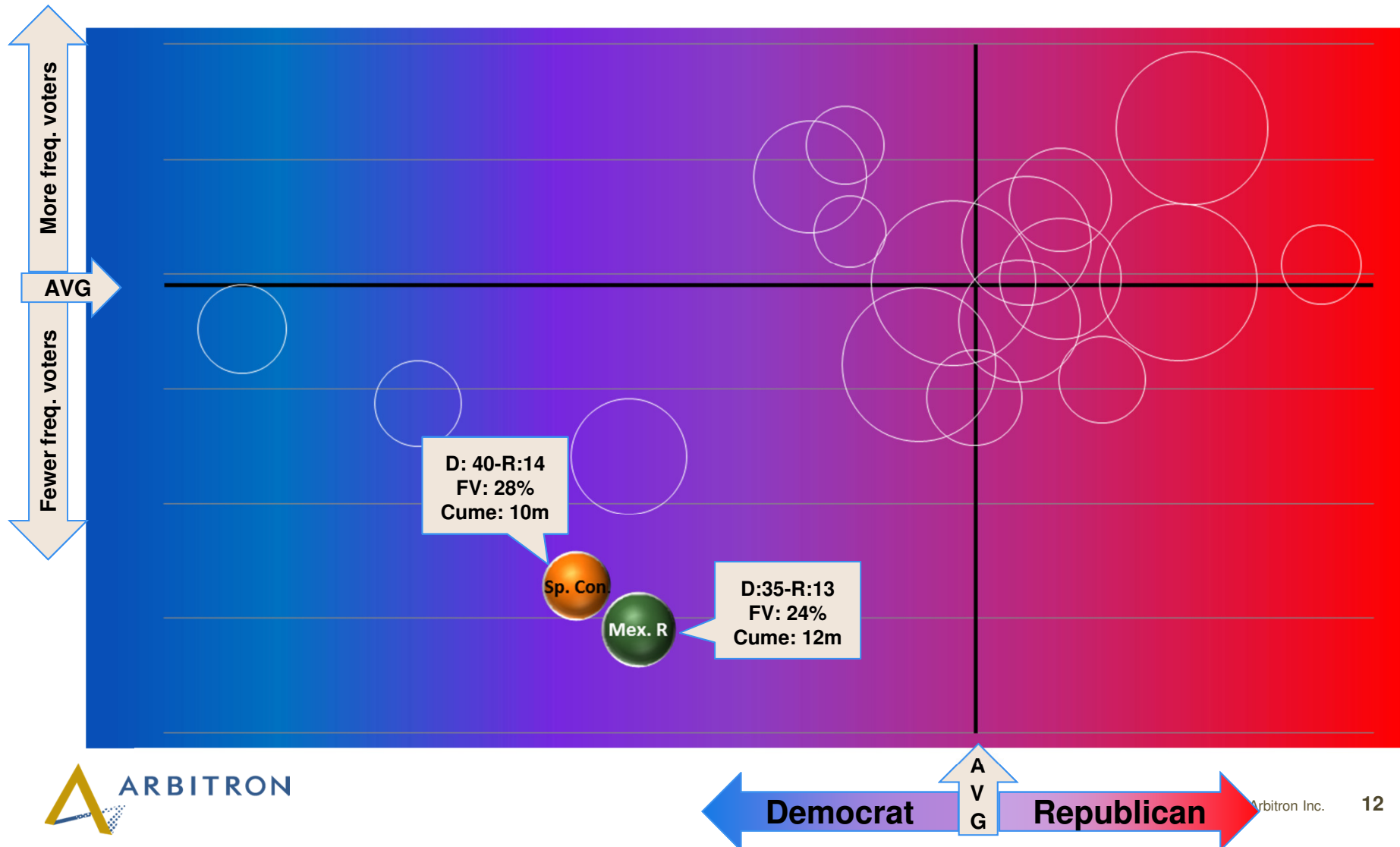
# Radio Connects Candidates to Voters



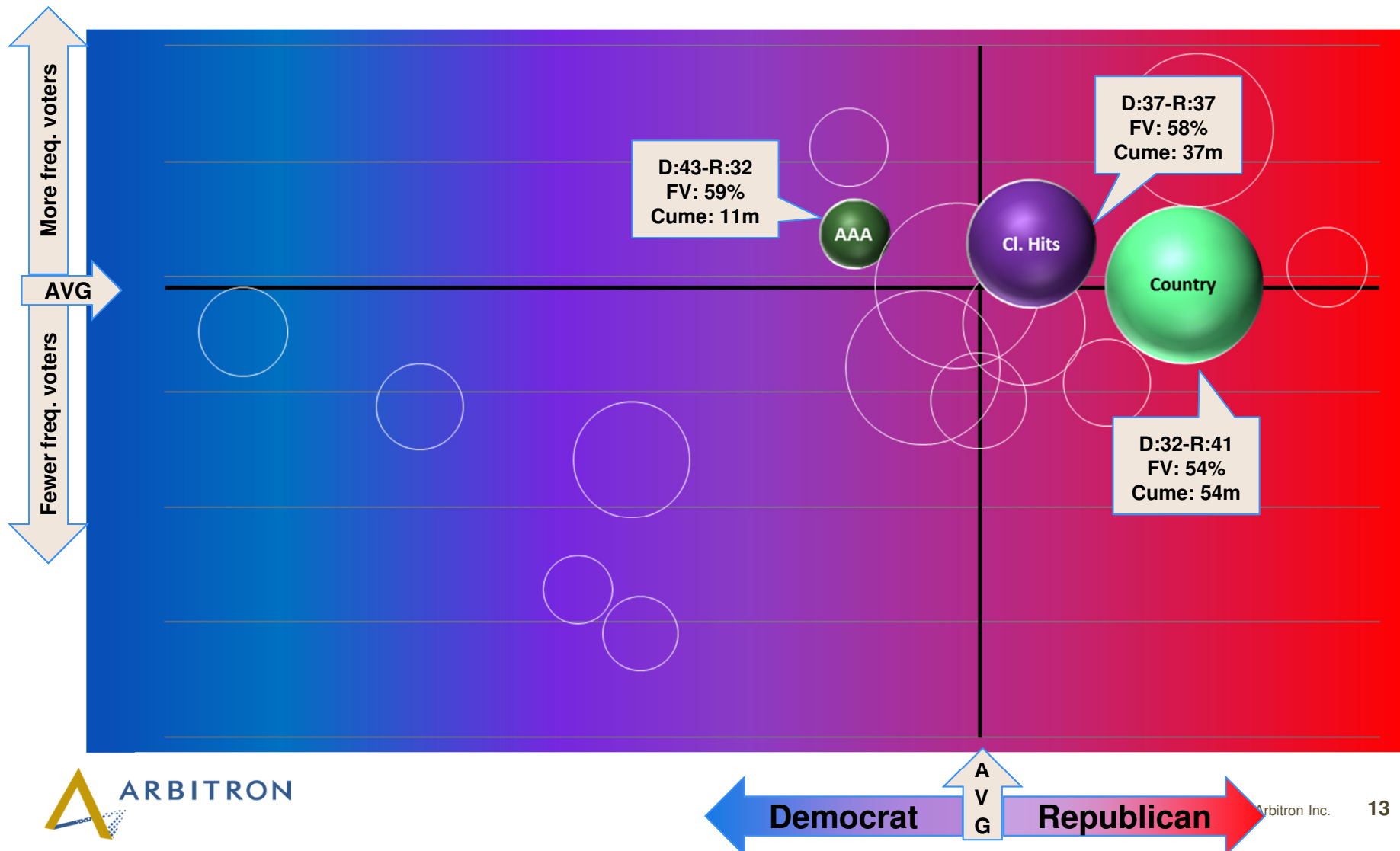
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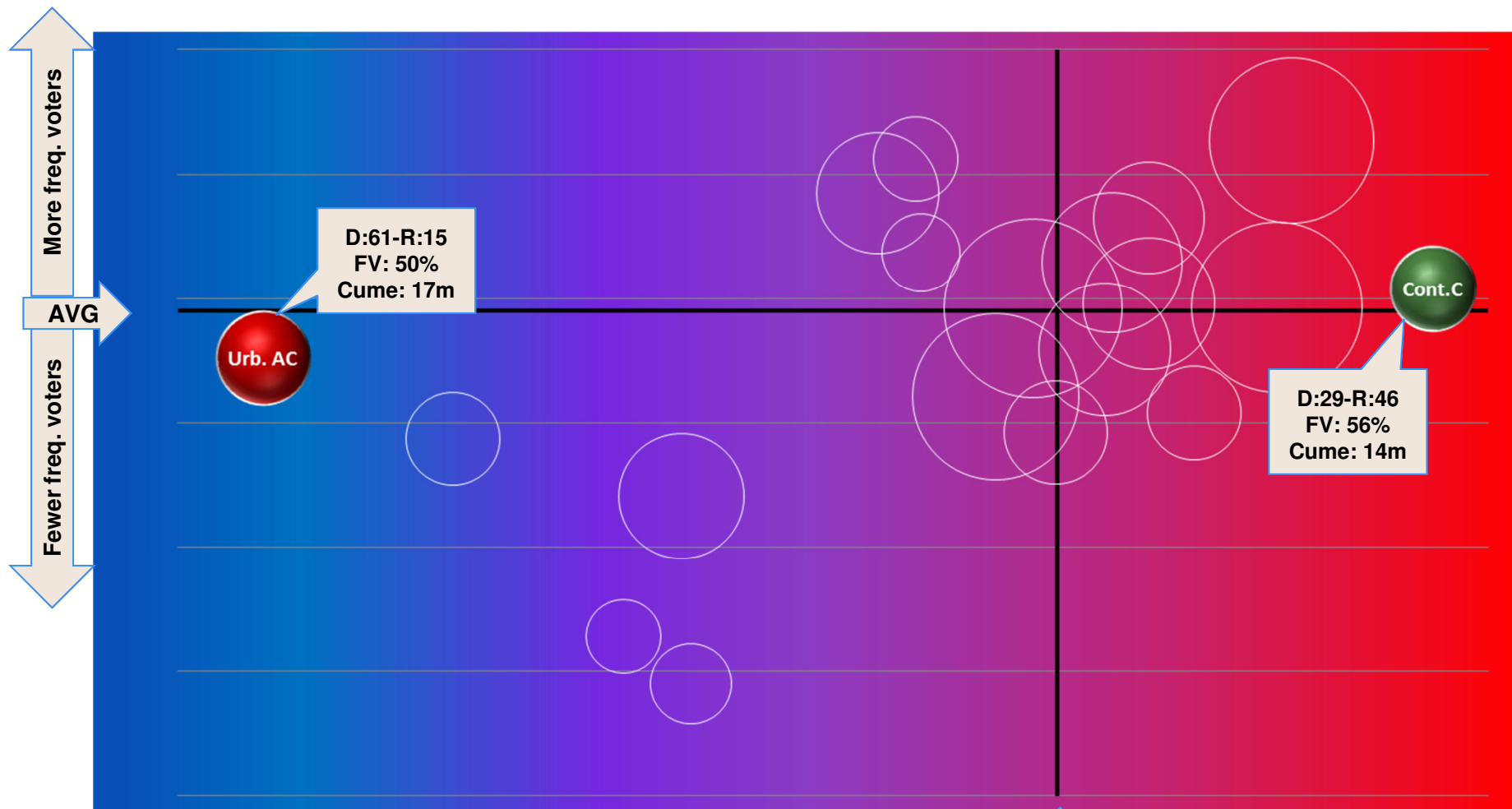
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# Takeaways

- » Radio reaches all voters
- » Candidates can target “voting lifestyles” by format
- » Spoken word formats represent the most enthusiastic voters
- » Opportunity for music formats: wider spectrum of voters, register-to-vote, GOTV efforts
- » Local market data can vary from national data

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