

RADIO

IT'S ON FOR POLITICAL



RAB RADIO
ADVERTISING
BUREAU

KATZ RADIO
GROUP

nielsen
.....



IT'S ON!

INFLUENCE AND ACTIVATE YOUR VOTER BASE

WITH NIELSEN POLITICAL SOLUTIONS

Carol Edwards, Senior Vice President, Nielsen Media Analytics

Rich Tunkel, Vice President, Nielsen Audio

February 3, 2016



WHY NOW?

- 2016 shaping up to be the largest political spend yet
- Political campaigns have embraced Big Data voter solutions
- The media landscape is more complex than ever before
- Traditional media far stronger than most assume

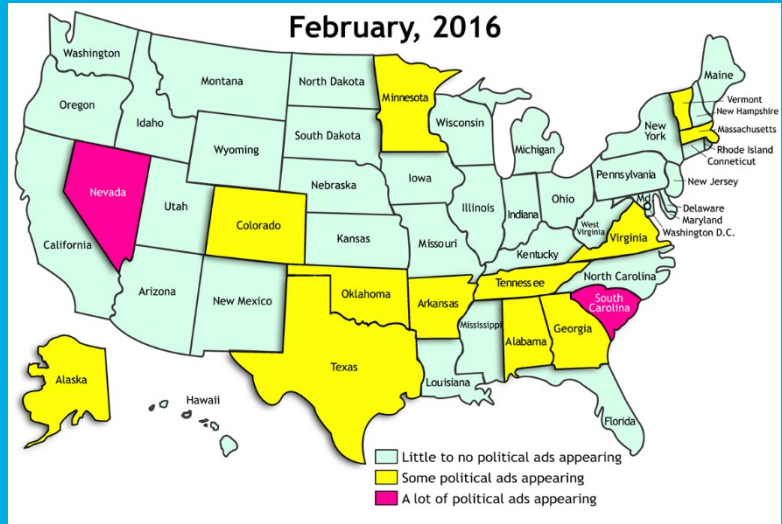
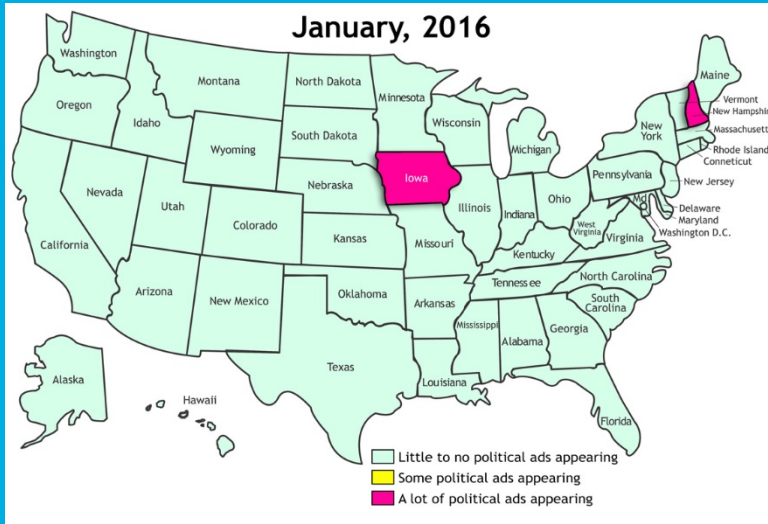
WHY NIELSEN?

- The only place for Total Audience
- Fully-representative local intelligence
- Best in-class panel + Big Data
- Syndicated solution applicable for all political ideologies

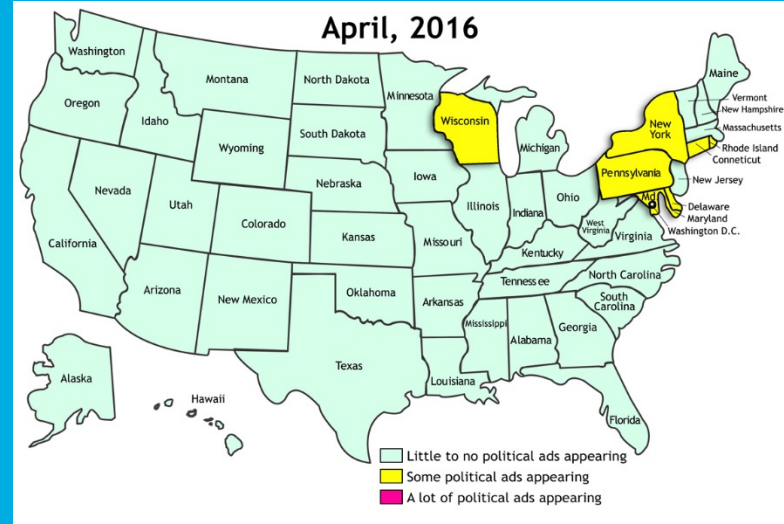
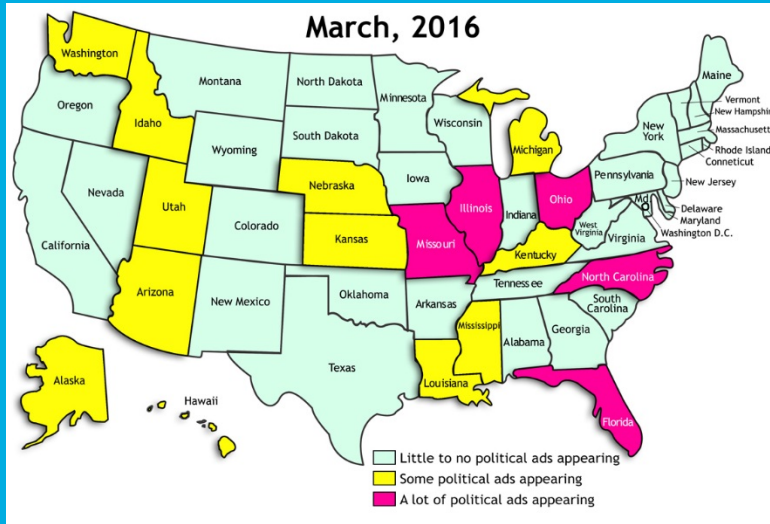
An abstract graphic on the left side of the slide. It features a sphere-like shape composed of a grid of thin, curved lines in various colors (red, green, blue, yellow). Several colored dots (yellow, green, purple, red) are placed on the grid, with thin lines extending from them towards the right. The background is solid black.

THE POLITICAL ADVERTISING LANDSCAPE

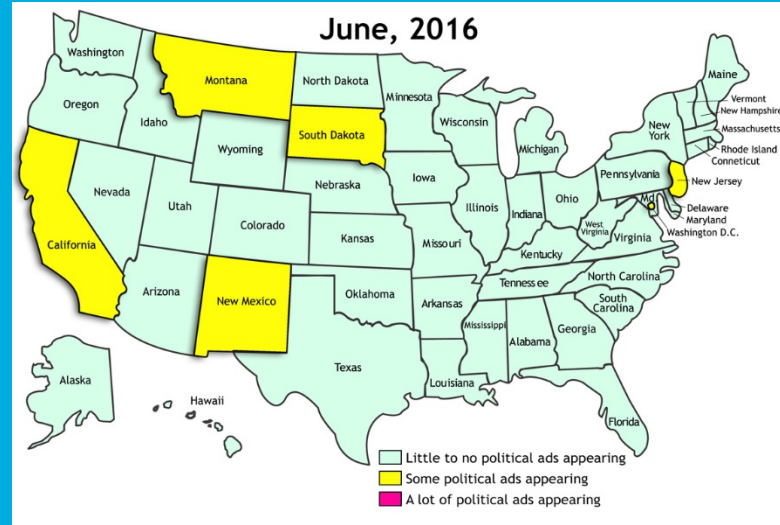
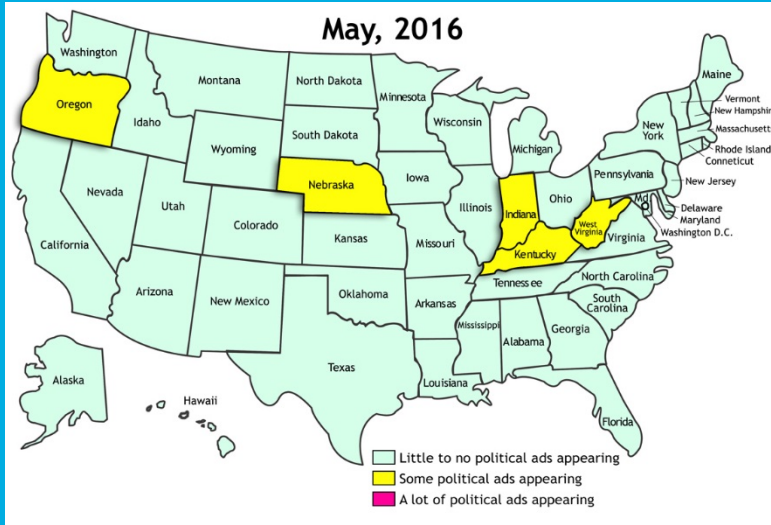
2016 POLITICAL ADVERTISING LANDSCAPE



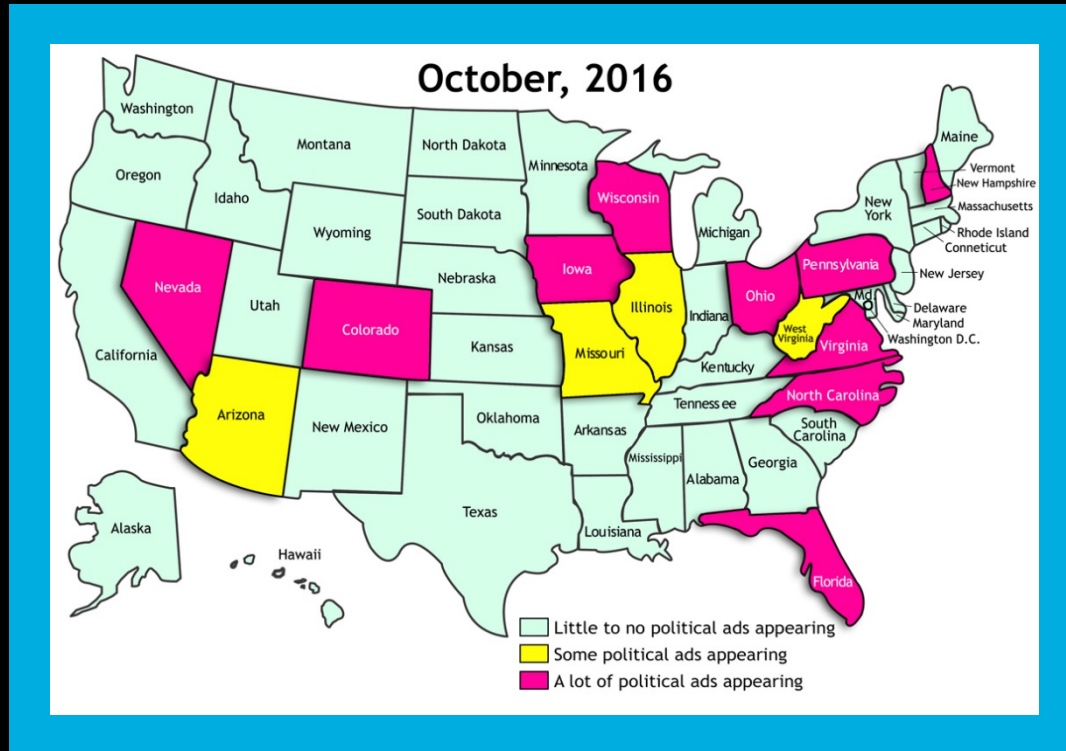
2016 POLITICAL ADVERTISING LANDSCAPE



2016 POLITICAL ADVERTISING LANDSCAPE



2016 POLITICAL ADVERTISING LANDSCAPE



2016 PRESIDENTIAL CAUCUS/CONVENTION SCHEDULE

Radio Reaches Voters When It Counts

FEBRUARY

- 1st - Iowa
- 9th - New Hampshire
- 20th - Nevada (D), South Carolina (R)
- 23rd - Nevada (R)
- 27th - South Carolina (D)

MAY

- 3rd - Indiana
- 7th - Guam
- 10th - Nebraska
- 17th - Kentucky (D), Oregon
- 24th - Washington (R)

MARCH

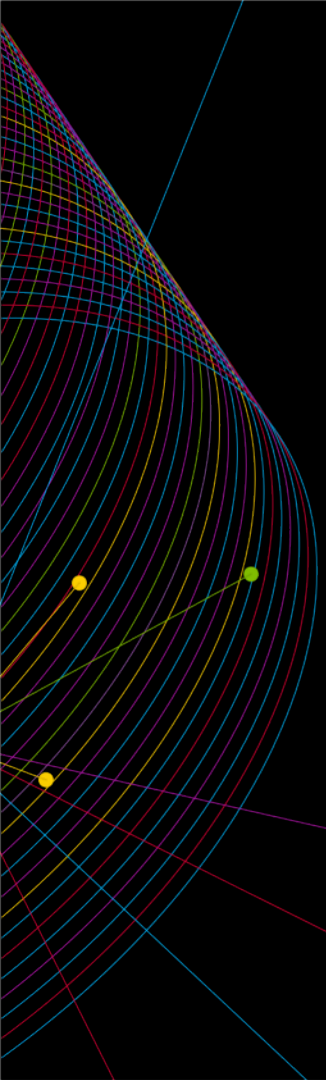
- 1st - Alabama, Alaska (R), American Samoa (D), Arkansas, Colorado, Georgia, Massachusetts, Minnesota, North Dakota (R), Oklahoma, Tennessee, Texas, Vermont, Virginia, Wyoming (R)
- 5th - Kansas, Kentucky (R), Louisiana, Maine (R), Nebraska (D)
- 6th - Maine (D), Puerto Rico
- 8th - Hawaii, Idaho, Michigan, Mississippi, Democrats Abroad
- 12th - Guam, Northern Marianas, District of Columbia (R)
- 15th - Florida, Illinois, Missouri, North Carolina, Northern Mariana Islands, Ohio
- 19th - Virgin Island
- 22nd - American Samoa (R), Arizona, Idaho, Utah
- 26th - Alaska, Hawaii, Washington

APRIL

- 5th - Wisconsin
- 9th - Wyoming
- 19th - New York
- 26th - Connecticut, Delaware, Maryland, Pennsylvania, Rhode Island

JUNE

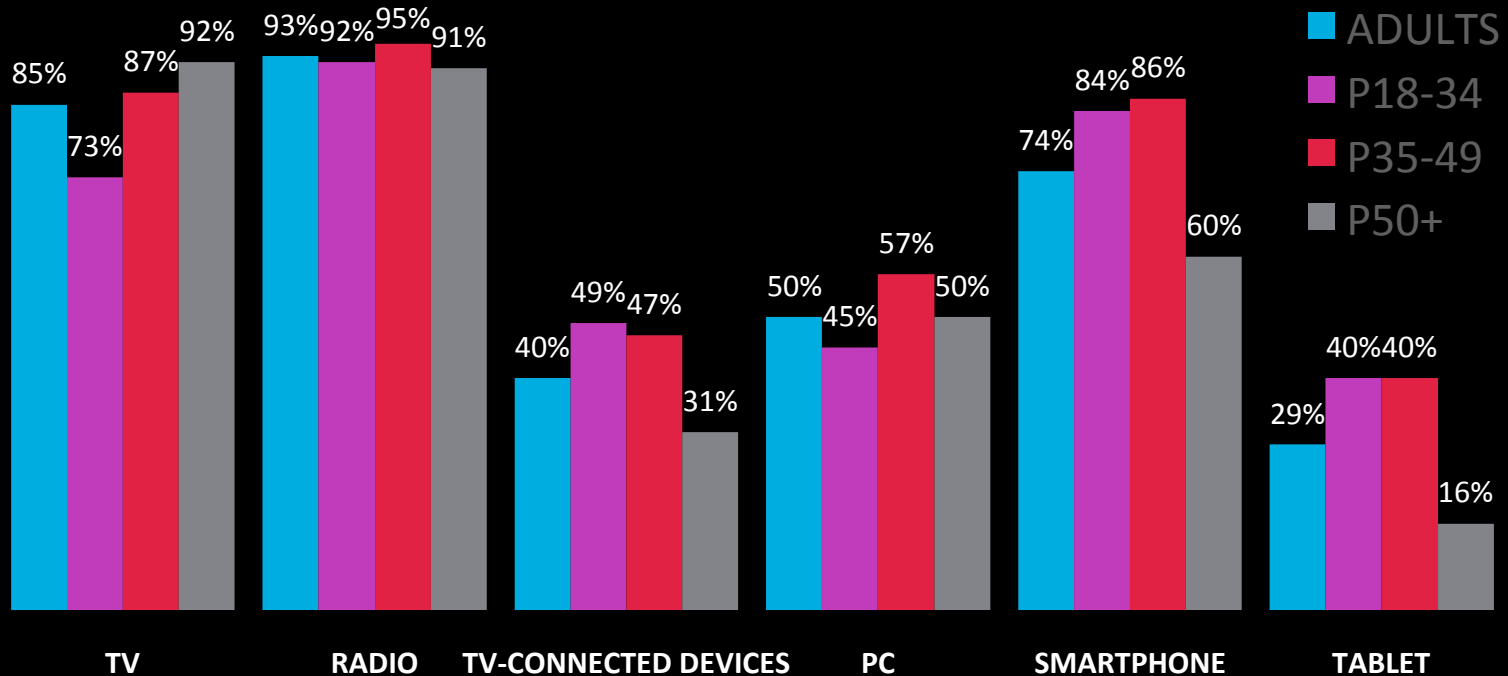
- 4th - Virgin Islands (D)
- 5th - Puerto Rico (D)
- 7th - California, Montana, New Jersey, New Mexico, North Dakota (D), South Dakota
- 14th - District of Columbia (D)



THE POWER OF RADIO

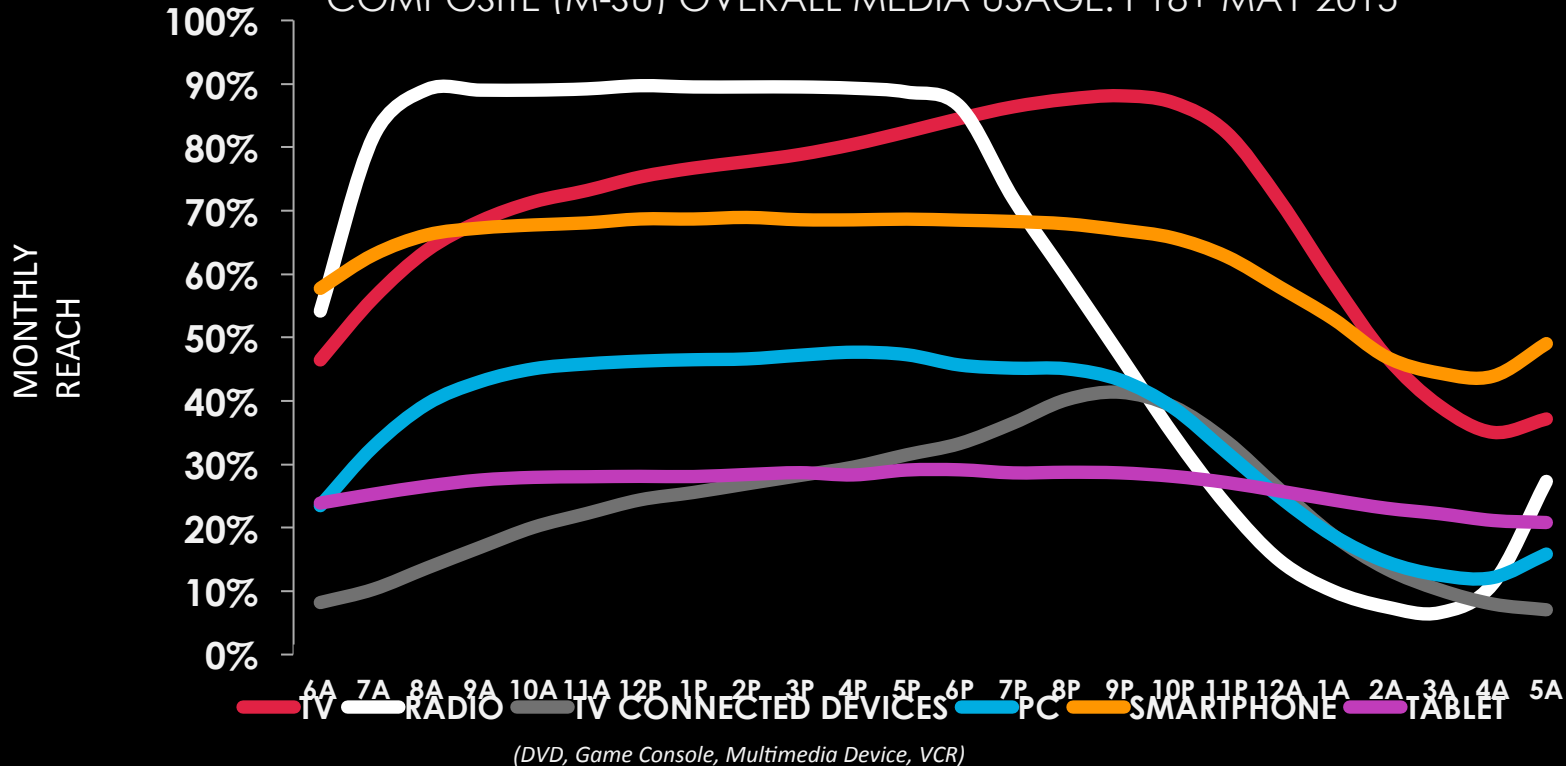
REACHING THE PEOPLE

WEEKLY REACH (% OF POPULATION)



REACHING THE PEOPLE

COMPOSITE (M-SU) OVERALL MEDIA USAGE: P18+ MAY 2015



An abstract graphic on the left side of the slide. It features a portion of a sphere or cone with a grid of thin, curved lines in various colors (cyan, magenta, yellow, red). Several colored dots (yellow, magenta, red) are placed on the grid, with thin lines extending from them towards the right. The background is solid black.

REACHING VOTERS

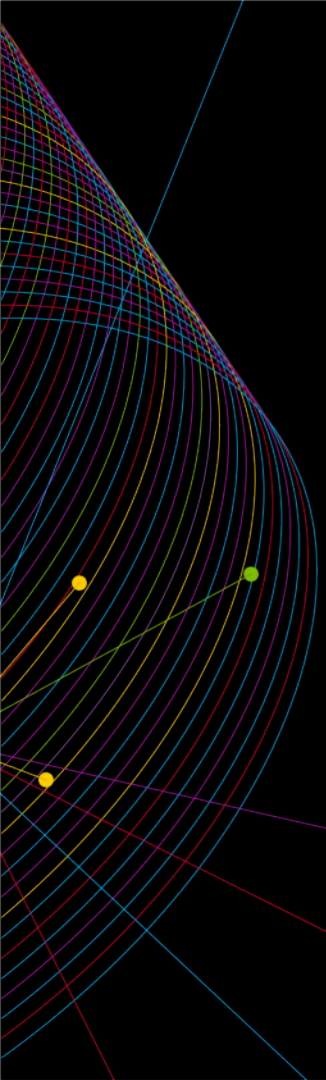
NIELSEN POLITICAL MEASUREMENT SOLUTIONS

Media Planning Resources for Local U.S. Markets



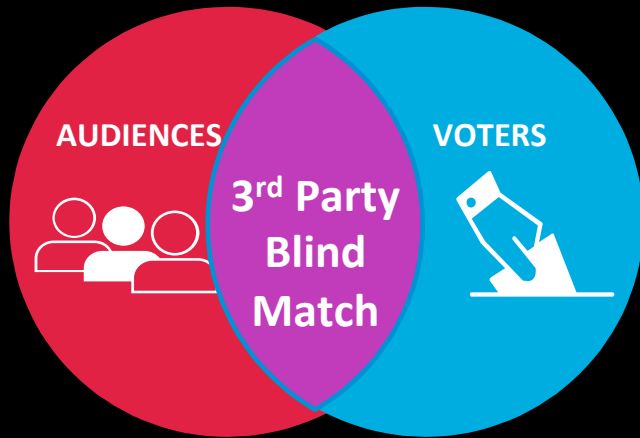
- **Nielsen Voter Ratings**– Matches Voter data to Nielsen TV, Audio, TV/Digital panels and provides ratings by Party Affiliation, Voting Behavior, or Political Issues
- **Nielsen Scarborough** – Local Market Intelligence on Consumer’s Media preferences, Party Affiliation, Voting and Donating Behaviors, Interests and Attitudes





NIELSEN VOTER RATINGS

CONNECTING MEDIA AND VOTING BEHAVIORS



NIELSEN POLITICAL SOLUTIONS

A diagram showing three media types in circles: TV (television set), RADIO (radio), and DIGITAL (laptop). Below these are two columns: 'Political Data:' and 'Currency:'. The 'Political Data:' column lists 'Voter Registration Lists' and 'PRIZM, Experian Simmons® PoliticalPersonas, etc.'. The 'Currency:' column features a map of the United States with four categories: TV, Radio, Print, and Digital.

TV **RADIO** **DIGITAL**

Political Data:

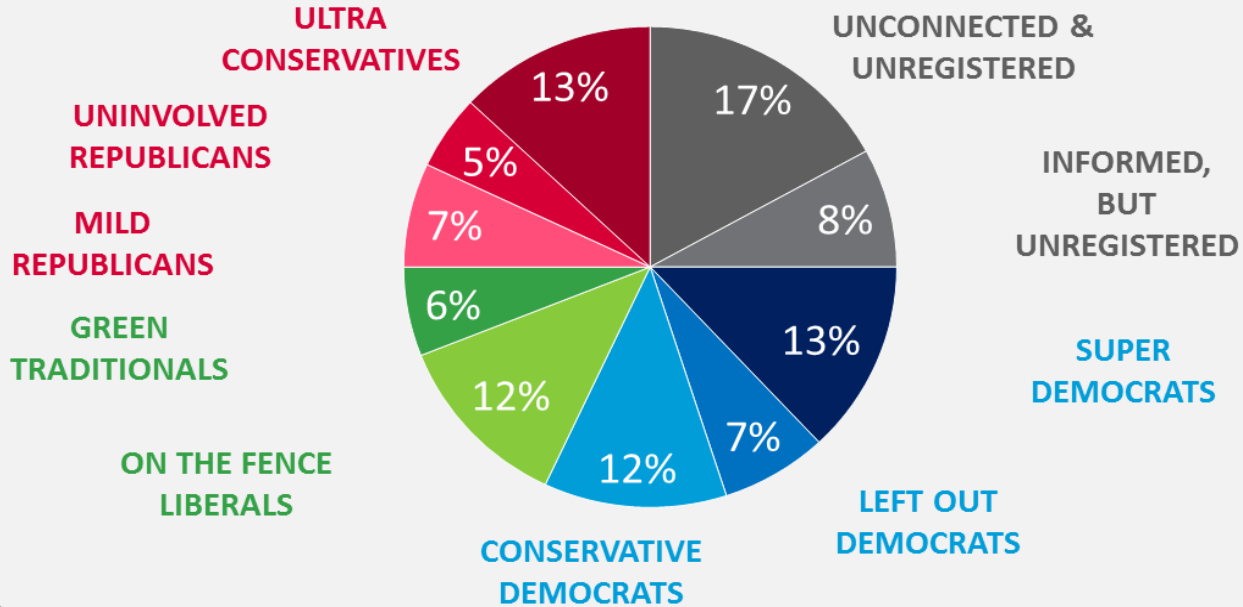
- Voter Registration Lists
- PRIZM, Experian Simmons® PoliticalPersonas, etc.

Currency:

- TV
- Radio
- Print
- Digital

EXPERIAN SIMMONS® POLITICAL PERSONAS

PERCENT OF US ADULTS CLASSIFIED INTO EACH SEGMENT

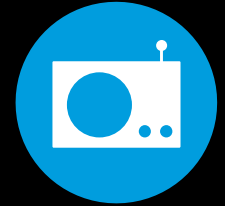


NATIONAL PROFILE

POLITICAL SEGMENTS IN DETAIL: DEMOCRATS

Super Democrats	Left Out Democrats	Conservative Democrats
<p>17% of registered voters 40% of registered Democrats</p>	<p>9% of registered voters 22% of registered Democrats</p>	<p>16% of registered voters 38% of registered Democrats</p>
<p>Demographics: Black College graduate or more Employed Average Age: 46 Average HHI: \$98,000 Percent with kids in home: 34%</p>	<p>Demographics: Some college Not married/employed Average Age: 44 Average HHI: \$69,000 Percent with kids in home: 41%</p>	<p>Demographics: Female skew Hispanic Some college retired and not married Average Age: 54 Average HHI: \$60,000 Percent with kids in home: 30%</p>
<p>Political Outlook: Somewhat or very liberal, Super Democrats have far left leaning positions on a variety of topics, including the environment, healthcare, international, education, and the economy. They also hold very liberal positions on social issues such as abortion and legalization of drugs.</p>	<p>Political Outlook: Left Out Democrats consider themselves “middle of the road” to “very liberal.” They are not very engaged or opinionated on the majority of political and social issues and have a jaded view towards things like education, economy, and healthcare. While this group skews Hispanic, they prefer communication in English.</p>	<p>Political outlook: These well-informed adults are likely to be “middle of the road” or somewhat liberal. Conservative Democrats have liberal views towards immigration and the environment but stray from traditional Democrat party lines on issues such as abortion. They are more pro-life. Religion plays an important role in their life.</p>

TOP RADIO FORMATS BEYOND NEWS TALK FOR REACHING DEMOCRATS



Super Democrat
Adult Contemporary
Pop Contemporary Hit Radio
Country
Hot Adult Contemporary
All Sports

Left Out Democrat
Urban Adult Contemporary
Urban Contemporary
Pop Contemporary Hit Radio
Adult Contemporary
Mexican Regional

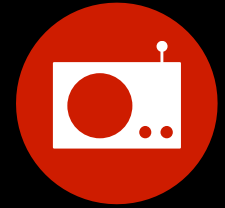
Conservative Democrat
Country
Adult Contemporary
Urban Adult Contemporary
Classic Hits
Pop Contemporary Hit Radio

NATIONAL PROFILE

POLITICAL SEGMENTS IN DETAIL: REPUBLICANS

Mild Republicans	Uninvolved Republicans	Ultra Conservatives
<p>10% of registered voters 30% of registered Republicans</p>	<p>6% of registered voters 18% of registered Republicans</p>	<p>17% of registered voters 52% of registered Republicans</p>
<p>Demographics: Male skew Largely White College graduate or more Employed Average Age: 47 Average HHI: \$110,000 Percent with kids in home: 35%</p>	<p>Demographics: Male skew Asian skew Some college Employed Average Age: 44 Average HHI: \$92,000 Percent with kids in home: 42%</p>	<p>Demographics: Female skew Largely White Many are retired Average Age: 53 Average HHI: \$83,000 Percent with kids in home: 35%</p>
<p>Political Outlook: Consider themselves somewhat conservative. On the fence when it comes to issues like healthcare, the environment, and religion. More conservative on social security, international, and education, but more liberal towards abortion rights and the legalization of marijuana.</p>	<p>Political Outlook: Uninvolved Conservatives are not particularly engaged in their communities or key political topics such as the environment, education, or healthcare. They do espouse right-leaning attitudes when it comes to international issues and finances though.</p>	<p>Political outlook: Ultra Conservatives are well-informed, community-minded voters with strong opinions and views that reflect their conservative outlook. They have traditional to conservative views on key issues of employment, immigration, healthcare, and the environment, and even more conservative on social issues.</p>

TOP RADIO FORMATS BEYOND NEWS TALK FOR REACHING REPUBLICANS



Mild Republicans
Country
Hot Adult Contemporary
Pop Contemporary Hit Radio
Adult Contemporary
All Sports

Uninvolved Republicans
Pop Contemporary Hit Radio
Country
Urban Adult Contemporary
Adult Contemporary
Hot Adult Contemporary

Ultra Conservatives
Country
Adult Contemporary
Classic Rock
Classic Hits
Hot Adult Contemporary

NATIONAL PROFILE

POLITICAL SEGMENTS IN DETAIL: INDEPENDENTS

On the Fence Liberals	Green Traditionalists
<p>16% of registered voters 65% of registered Independents</p>	<p>8% of registered voters 35% of registered Independents</p>
<p>Demographics: Male Skew Largely White College graduate or more Employed Average Age: 43 Average HHI: \$89,000 Percent with kids in home: 40%</p>	<p>Demographics: Even male female Largely White College graduate or more Above average unemployed and retired Average Age: 49 Average HHI: \$79,000 Percent with kids in home: 36%</p>
<p>Political Outlook: On the Fence Liberals have a “middle-of-the-road” to liberal outlook. While they don’t have very strong feelings on most key political issues, they do have left-leaning attitudes on issues such as abortion. They are on the fence when it comes to healthcare, the economy, education, and international.</p>	<p>Political outlook: Green Traditionalists lean to the political right. Their attitudes towards abortion, social security, healthcare, and religions all skew conservative. The environment is a key issue for this group as they are active participants in recycling programs and are concerned about pollution.</p>

TOP RADIO FORMATS BEYOND NEWS TALK FOR REACHING INDEPENDENTS



On The Fence Liberals
Adult Contemporary
Pop Contemporary Hit Radio
Hot Adult Contemporary
Classic Hits
Country

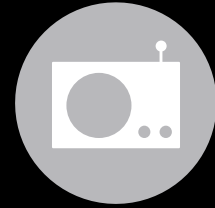
Green Traditionalists
Adult Contemporary
Country
Classic Hits
Pop Contemporary Hit Radio
Classic Rock

NATIONAL PROFILE

POLITICAL SEGMENTS IN DETAIL: UNREGISTERED

Unconnected & Unregistered	Informed but Unregistered
69% of unregistered voters	31% of unregistered voters
<p>Demographics: Male skew Diverse, above average Hispanic High school or less Employed or students Average Age: 40 Average HHI: \$70,000 Percent with kids in home: 46%</p>	<p>Demographics: Female skew Diverse, above average Hispanic Some college Unemployed or homemaker Average Age: 46 Average HHI: \$61,000 Percent with kids in home: 46%</p>
<p>Political Outlook: Being as unconnected as they are, this segment has no identifiable political slant. In fact, they have no strong feelings towards the environment, healthcare or social security, though they do lean left on issues like abortion and marijuana legalization. The skew more Hispanic than any segment.</p>	<p>Political Outlook: While not registered to vote, this segment's members have very strong opinions that tend to lean more conservative, especially when it comes to abortion and legalization of marijuana. Well-informed and aware of the issues, they are engaged in their communities and strive for a better environment.</p>

TOP RADIO FORMATS TO REACH UNREGISTERED VOTERS

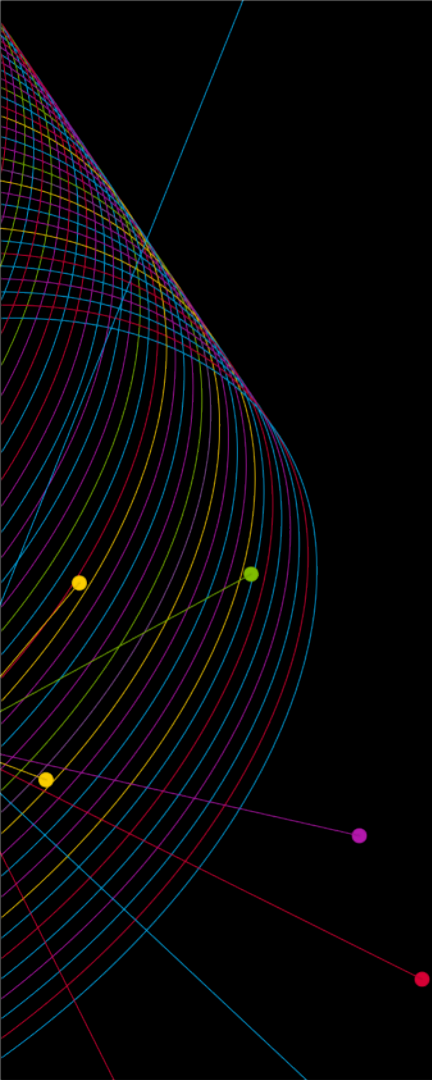


UNCONNECTED & UNREGISTERED
Pop Contemporary Hit Radio
Adult Contemporary
Hot Adult Contemporary
Mexican Regional
Urban Adult Contemporary

INFORMED BUT UNREGISTERED
Country
Pop Contemporary Hit Radio
Hot Adult Contemporary
Adult Contemporary
Classic Rock

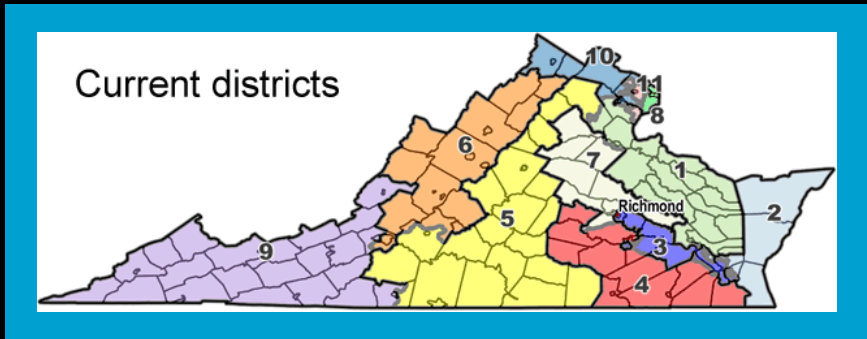
ISSUE-SPECIFIC MESSAGES TO SEGMENTS

POLITICAL ISSUE	Super Democrats	Left Out Democrats	Conservative Democrats	On-the-Fence Liberals	Green Traditionalist	Mild Republicans	Uninvolved Republicans	Ultra Conservatives
POLITICAL OUTLOOK	VERY LIBERAL	LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONSERVATIVE	SOMEWHAT CONSERVATIVE	CONSERVATIVE	VERY CONSERVATIVE
ENVIRONMENT	Liberal	No opinion	Liberal		Liberal	On-the-fence	No opinion	Conservative
HEALTHCARE	Liberal	Jaded View		On-the-fence	Conservative	On-the-fence	No opinion	Conservative
INTERNATIONAL	Liberal	No opinion	Liberal	On-the-fence		Conservative	Conservative	Conservative
LEGALIZE MARIJUANA	Liberal	No opinion				Liberal		Conservative
ABORTION	Liberal	No opinion	Conservative	Liberal	Conservative	Liberal		Conservative
ECONOMY	Liberal	Jaded View		On-the-fence			Conservative	Conservative
EDUCATION	Liberal	Jaded View		On-the-fence			No opinion	Conservative



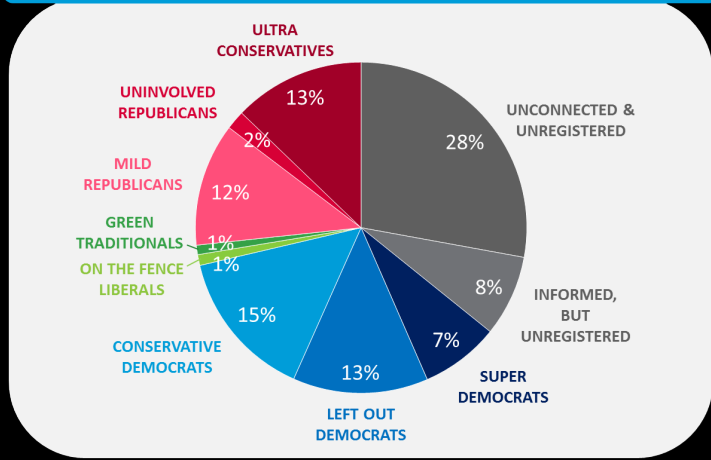
THE DATA IN ACTION

REACHING VOTERS IN NORFOLK



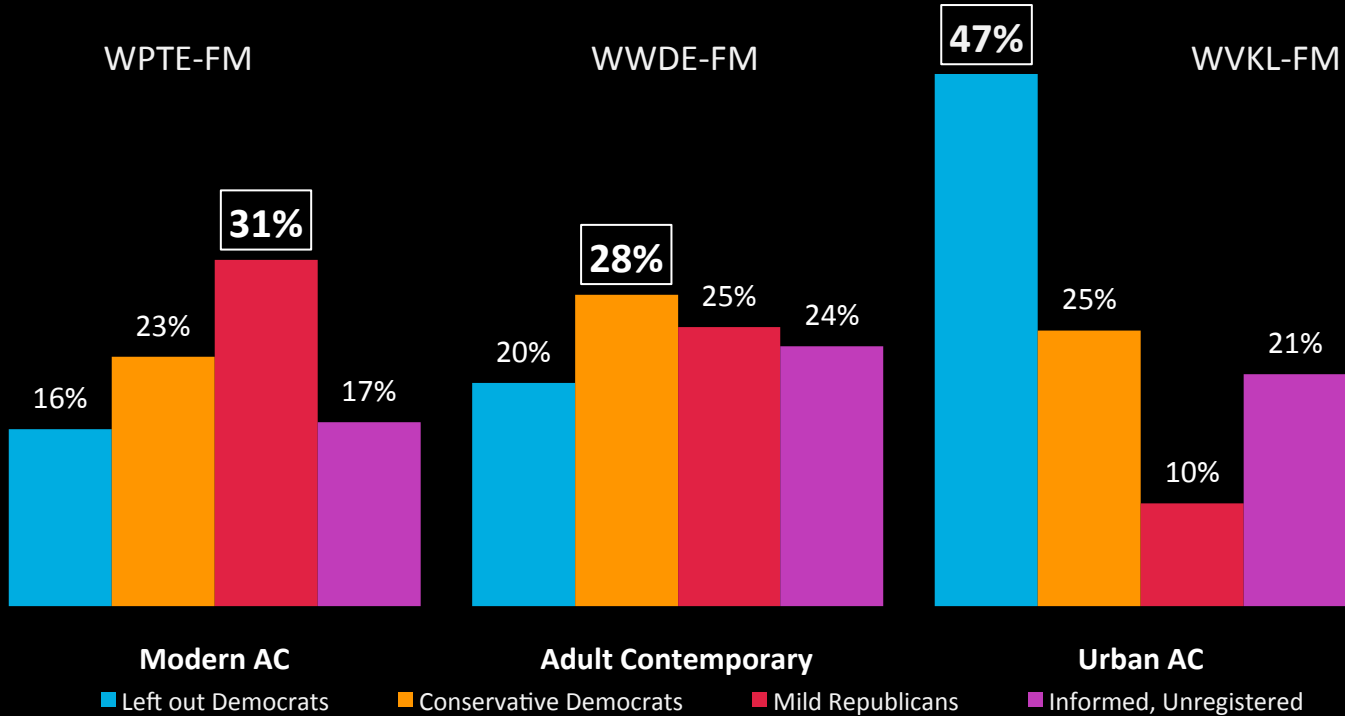
Thirty-five percent of the Norfolk-Virginia Beach-Newport News Metro PPM population are registered Democrat

PERCENT OF NORFOLK-VA BEACH-NEWPORT NEWS METRO PPM PANELISTS THAT MATCHED INTO EACH SEGMENT, P18+



REACHING ALL THE POTENTIAL VOTERS

WEEKLY REACH (% OF POPULATION)



NORFOLK CONSERVATIVE & REPUBLICAN VOTERS

Top 10 Stations

Top 10 Stations Conservative Democrats	AQH (00)
Urban Adult Contemporary	1300
Country	900
Adult Contemporary	800
Modern AC	600
Classic Rock	700
Urban Contemporary	400
Adult Contemporary	500
Active Rock	500
Adult Standards/MOR	500
Rhythmic CHR	300

Top 10 Stations Mild Republicans	AQH (00)
Adult Contemporary	1000
Country	900
Modern AC	900
Adult Contemporary	800
Active Rock	800
Classic Rock	700
Pop CHR	500
Urban Contemporary	400
Urban Adult Contemporary	200
All Sports	200

Top 10 Stations Ultra Conservatives	AQH (00)
Adult Contemporary	1100
Classic Rock	1000
Country	600
Adult Contemporary	400
Active Rock	400
Modern AC	200
Urban Adult Contemporary	400
All Sports	300
Urban Contemporary	200
Pop CHR	100

NORFOLK MILD REPUBLICAN VOTERS

Top 10 Stations By Age Group

	Top 10 Stations Millennial voters	AQH (00)		Top 10 Stations Gen X voters	AQH (00)		Top 10 Stations 55+ voters	AQH (00)
→	Active Rock	500	→	Adult Contemporary	400	→	Adult Contemporary	500
	Modern AC	500		Classic Rock	100		Country	400
	Country	100		Modern AC	200		Classic Rock	200
	Urban Contemporary	300		Adult Contemporary	300		Adult Contemporary	200
	Pop CHR	200	→	Active Rock	200		Modern AC	100
→	Adult Contemporary	300		All Sports	100		Pop CHR	100
	Adult Contemporary	100		Urban Contemporary	100			
	Classic Rock	100		Urban Adult Contemporary	100			
	Rhythmic CHR	100		Pop CHR	100			
	Urban Adult Contemporary	100		Country	100			

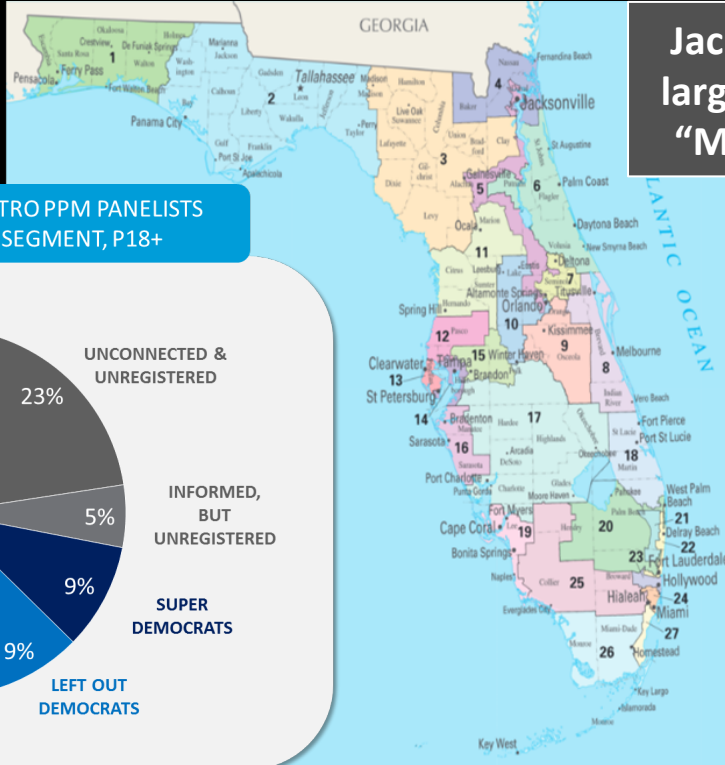
DISSECTING THE SWING STATE: FLORIDA



Source: Nielsen Audio Voter Ratings, Spring 2015 Persons 18+, Mon-Sun 6am-12am

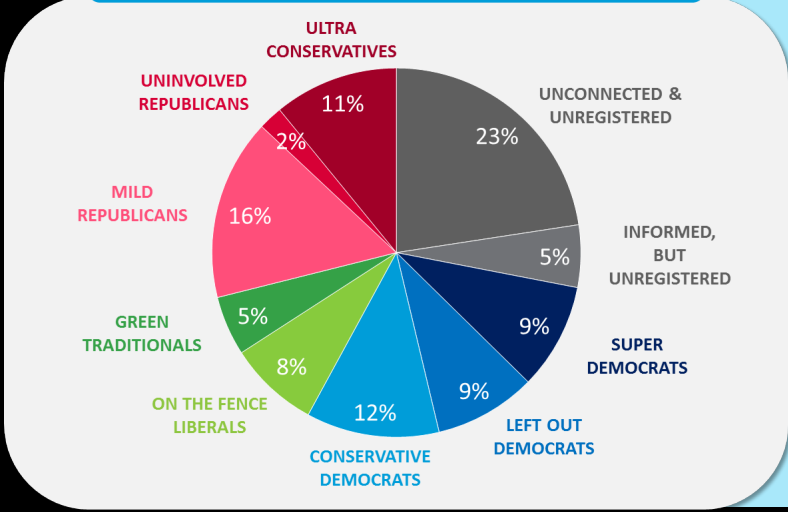
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DISSECTING THE SWING STATE: FLORIDA

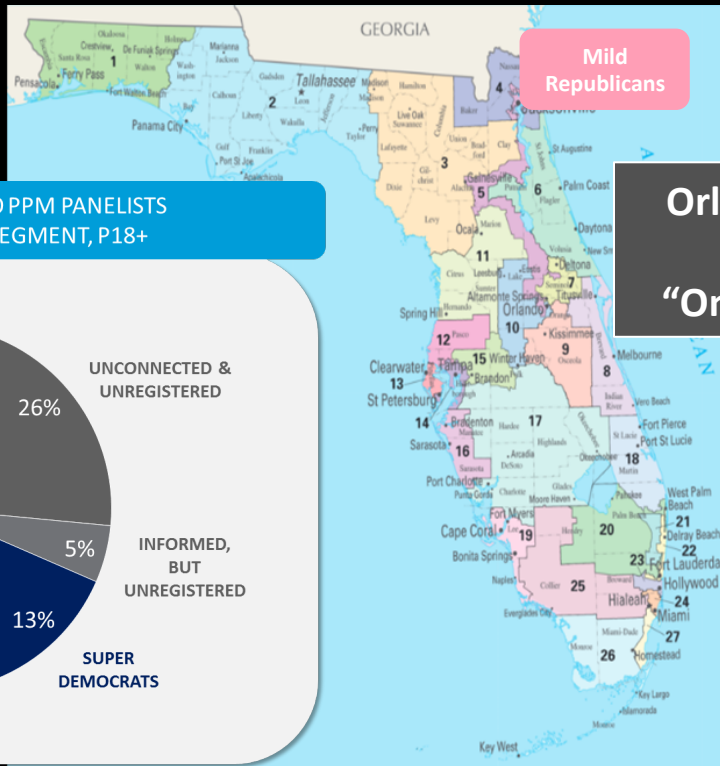


Jacksonville has the largest proportion of "Mild Republicans"

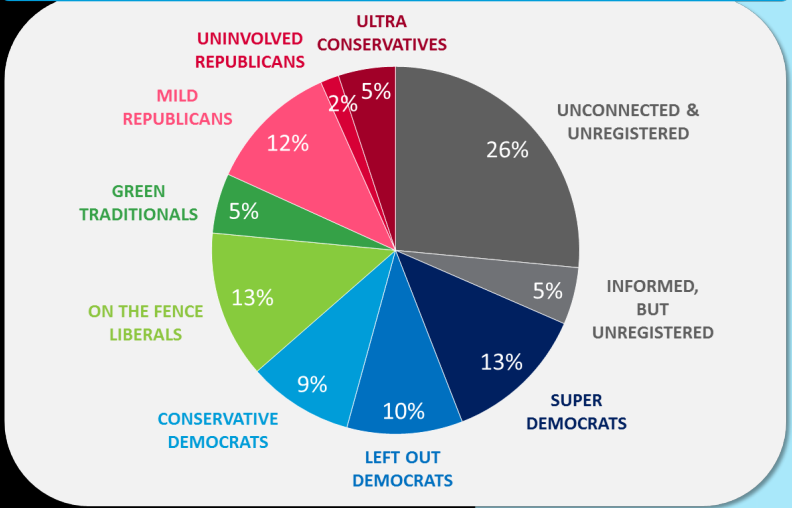
PERCENT OF JACKSONVILLE METRO PPM PANELISTS THAT MATCHED INTO EACH SEGMENT, P18+



DISSECTING THE SWING STATE: FLORIDA

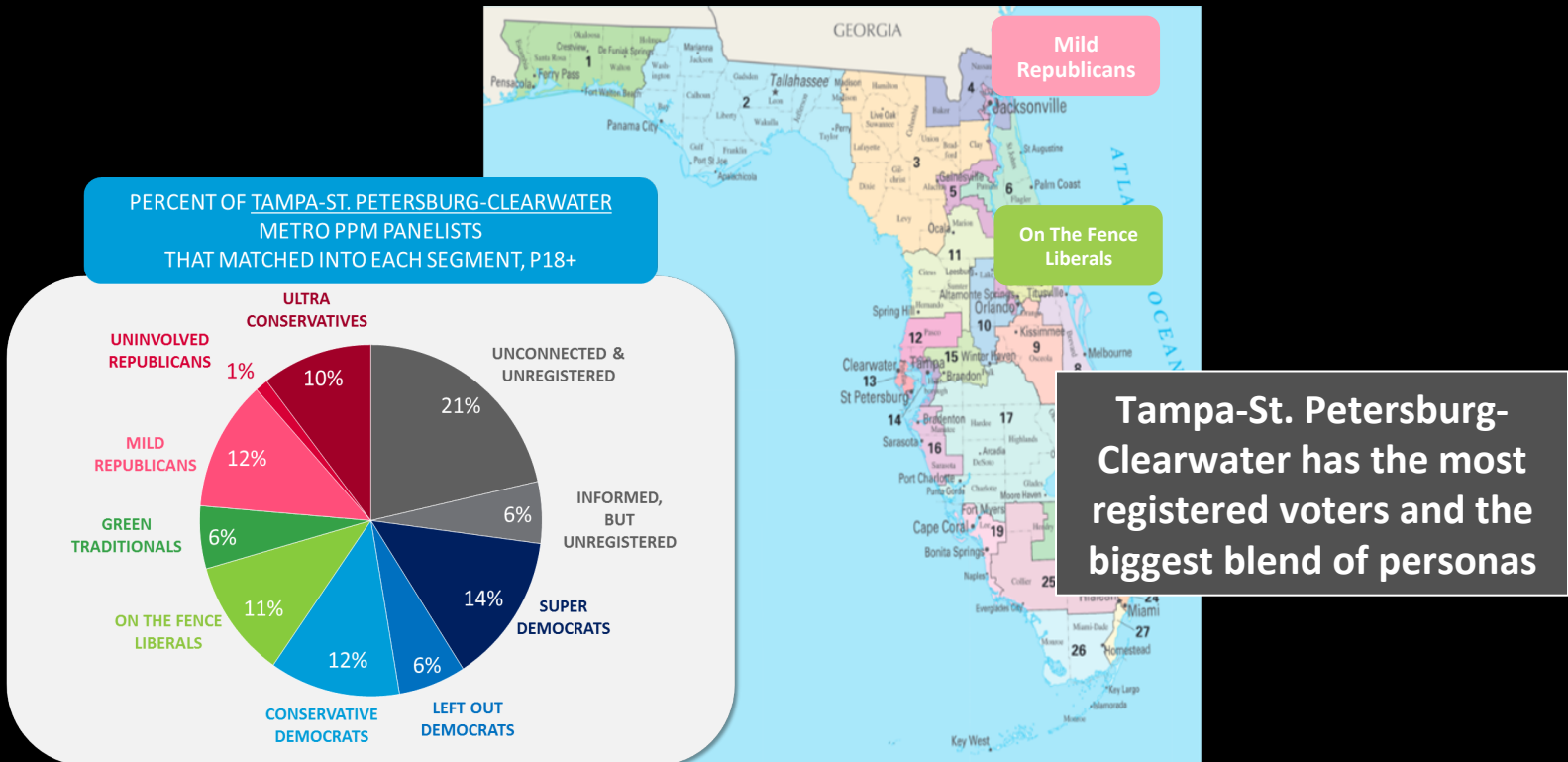


PERCENT OF ORLANDO METRO PPM PANELISTS THAT MATCHED INTO EACH SEGMENT, P18+

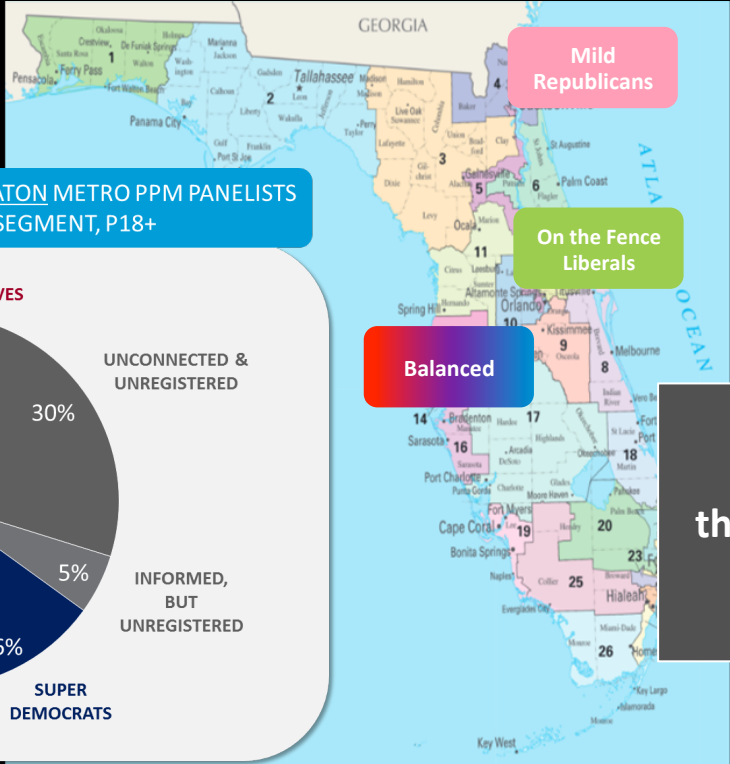


Orlando has the largest proportion of "On The Fence Liberals"

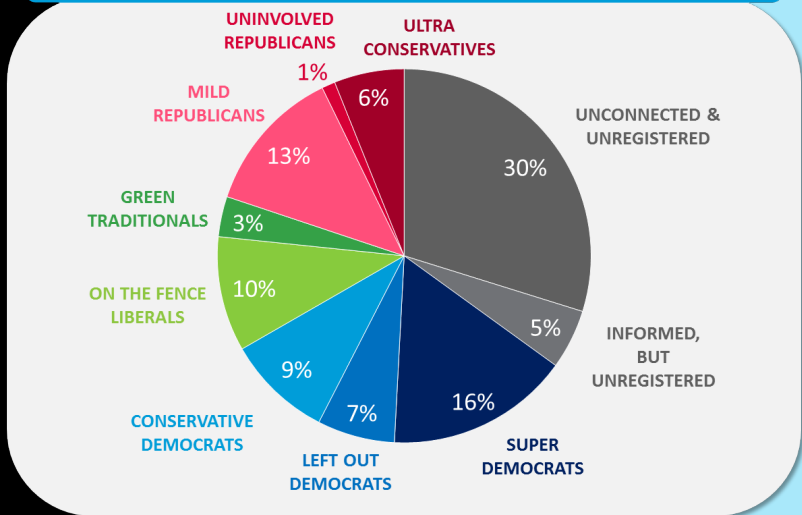
DISSECTING THE SWING STATE: FLORIDA



DISSECTING THE SWING STATE: FLORIDA

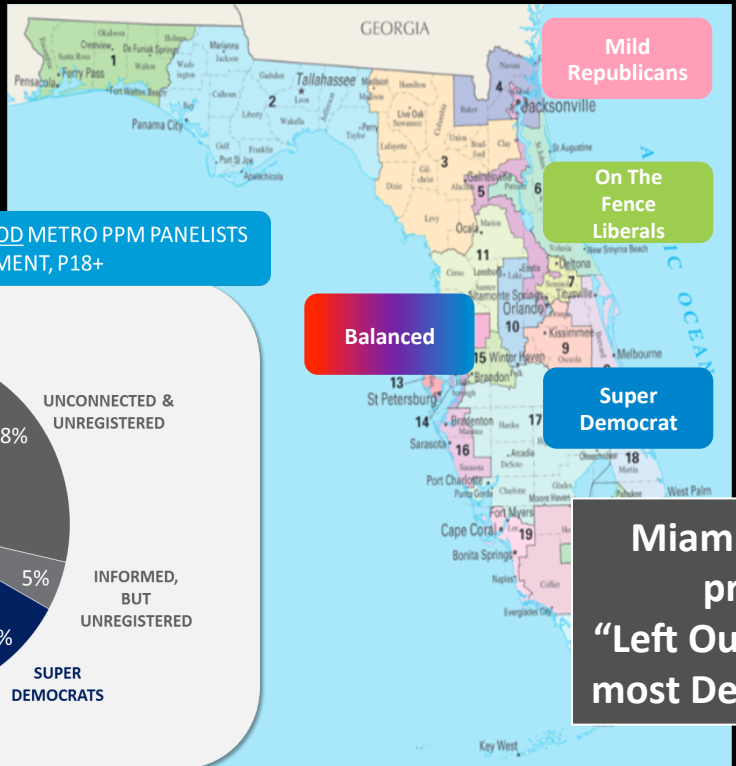


PERCENT OF WEST PALM BEACH- BOCA RATON METRO PPM PANELISTS THAT MATCHED INTO EACH SEGMENT, P18+

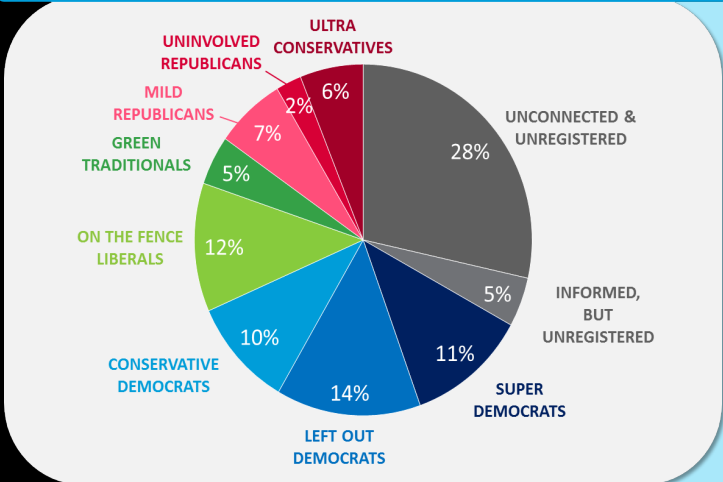


West Palm Beach-Boca Raton has the largest “Unconnected & Unregistered” and “Super Democrats”

DISSECTING THE SWING STATE: FLORIDA



PERCENT OF MIAMI-FT.LAUDERDALE-HOLLYWOOD METRO PPM PANELISTS THAT MATCHED INTO EACH SEGMENT, P18+



Miami has the largest proportion of “Left Out Democrats” and most Democrats overall

DISSECTING THE SWING STATE: FLORIDA

Each Florida metro has its own distinct political media segments and strategies



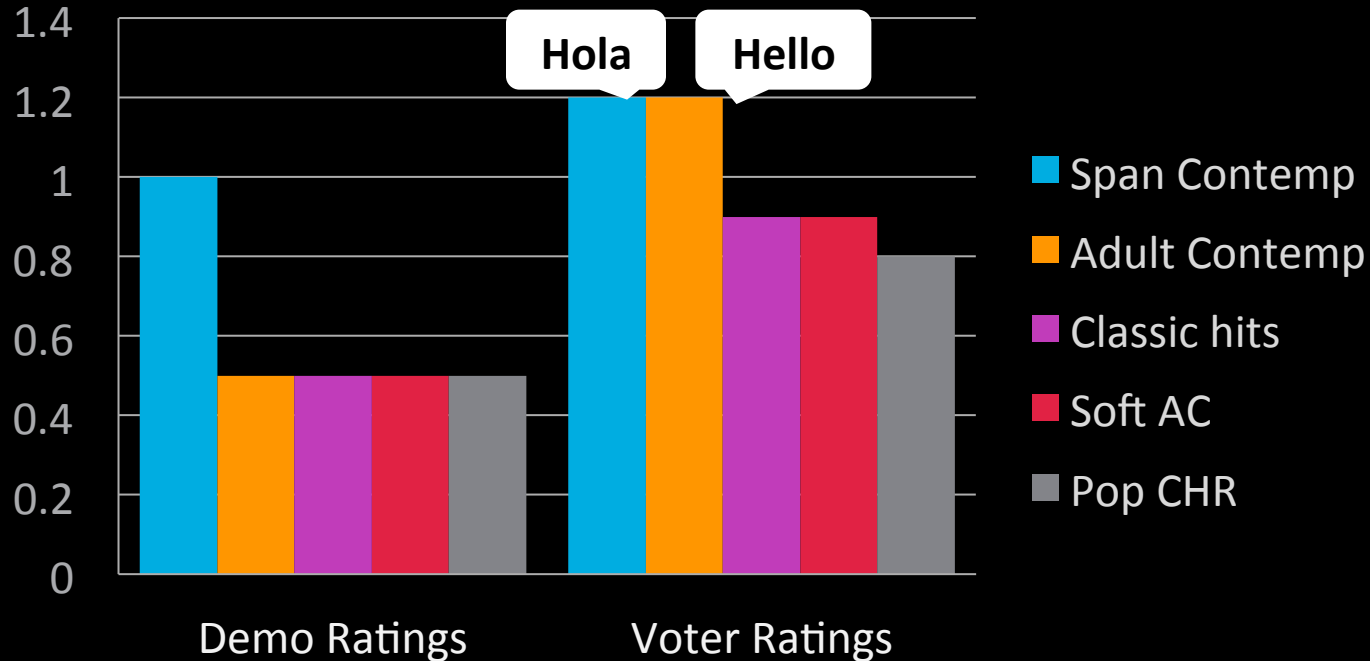
LIBERAL SWING VOTERS ACROSS FLORIDA

Top 10 Stations for P35+ “On-The-Fence Liberals”

Jacksonville	AQH (00)	Orlando	AQH (00)	Miami-Ft. Lauderdale-Hollywood	AQH (00)
News Talk Information	1000	Adult Contemporary	1700	Adult Contemporary	2800
Country	700	Country	1200	Spanish Contemporary	1800
Classic Hits	900	Classic Hits	1300	Classic Rock	1500
Country	400	Pop CHR	1000	Classic Hits	1400
Adult Hits	200	Hot Adult Contemporary	800	Spanish Contemporary	1400
News Talk Information	400	Classic Hits	700	Spanish Contemporary	1200
Adult Contemporary	800	Christian AC	500	Pop CHR	1000
Pop Contemporary Hit Radio	300	News Talk Information	500	Soft Adult Contemporary	1000
Urban Adult Contemporary	500	Talk/Personality	500	Country	1000
Alternative	300	Urban Adult Contemporary	300	Pop Contemporary Hit Radio	900

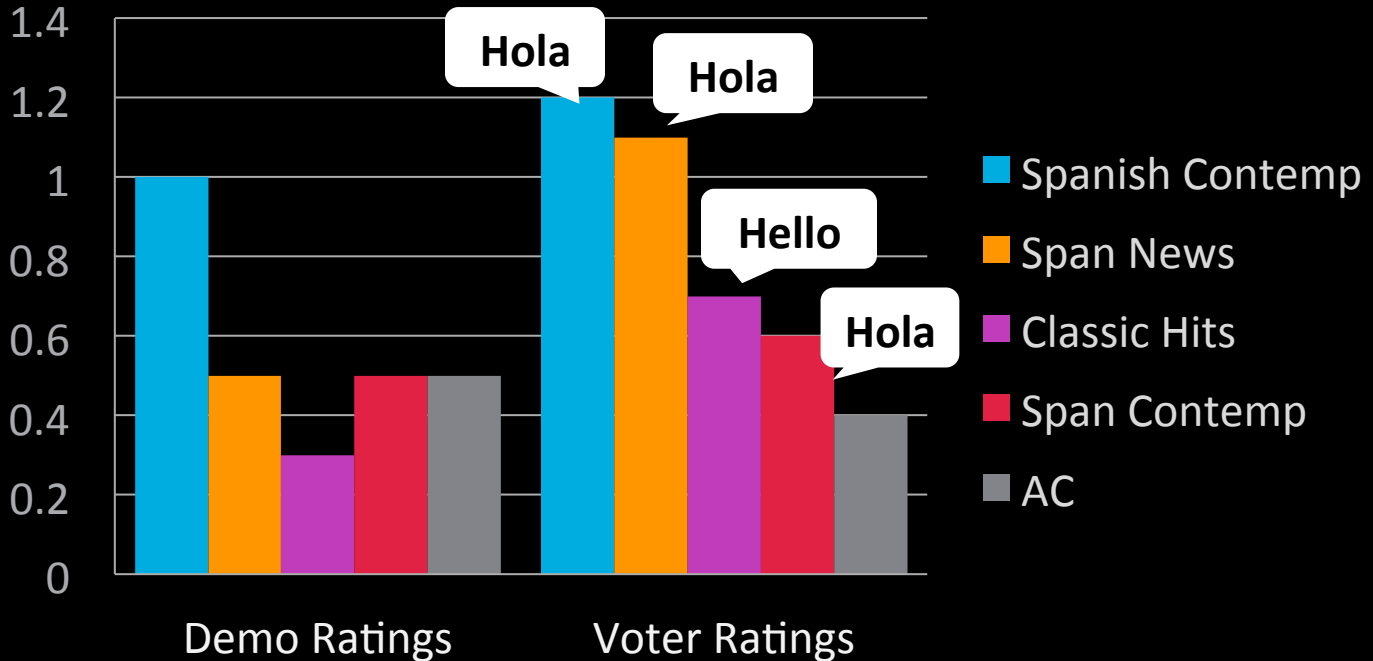
REACHING LATINO VOTERS IN FLORIDA

Reaching Hispanic Democrats in Tampa



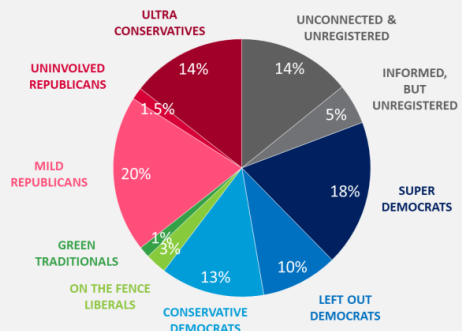
REACHING LATINO VOTERS IN FLORIDA

Reaching Hispanic **Republicans** in Miami

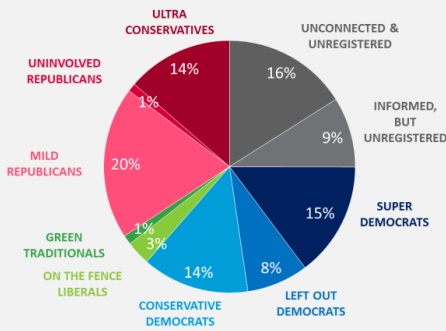


DISSECTING THE SWING STATE: OHIO

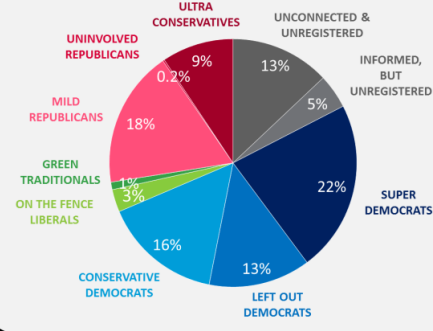
PERCENT OF COLUMBUS, OH METRO PPM PANELISTS THAT MATCHED INTO EACH SEGMENT, P18+



PERCENT OF CINCINNATI METRO PPM PANELISTS THAT MATCHED INTO EACH SEGMENT, P18+



PERCENT OF CLEVELAND METRO PPM PANELISTS THAT MATCHED INTO EACH SEGMENT, P18+



Source: Experian Marketing Services' Simmons National Consumer Study

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DISSECTING THE SWING STATE: OHIO

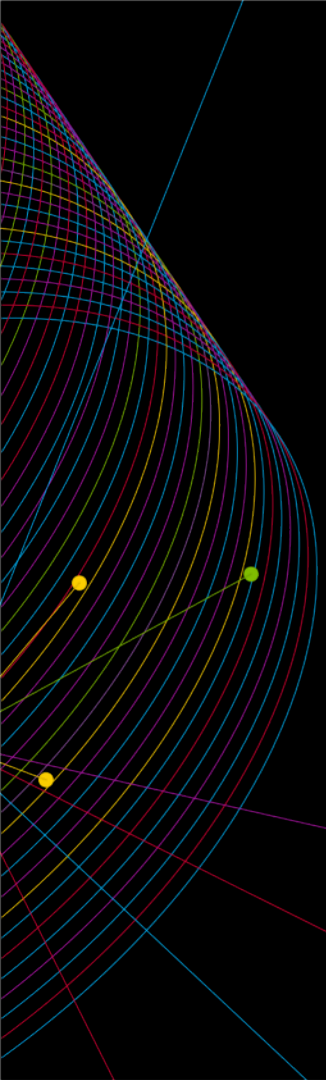
Connecting with Ohio “Mild Republican” Voters Throughout The Day

Top 3 stations	Morning	Midday	Afternoon	Evening
Cleveland	Classic Hits News Talk Active Rock	Country News Talk Classic Hits	News Talk Classic Hits Adult Hits	News Talk Country Classic Hits
Columbus	News Talk Country Hot AC	Country Adult Contemporary News Talk	News Talk Country All Sports	Country Adult Contemporary Classic Hits
Cincinnati	News Talk Hot AC All Sports	News Talk Country Classic Hits	News Talk Classic Hits Hot AC	News Talk Classical Hot AC



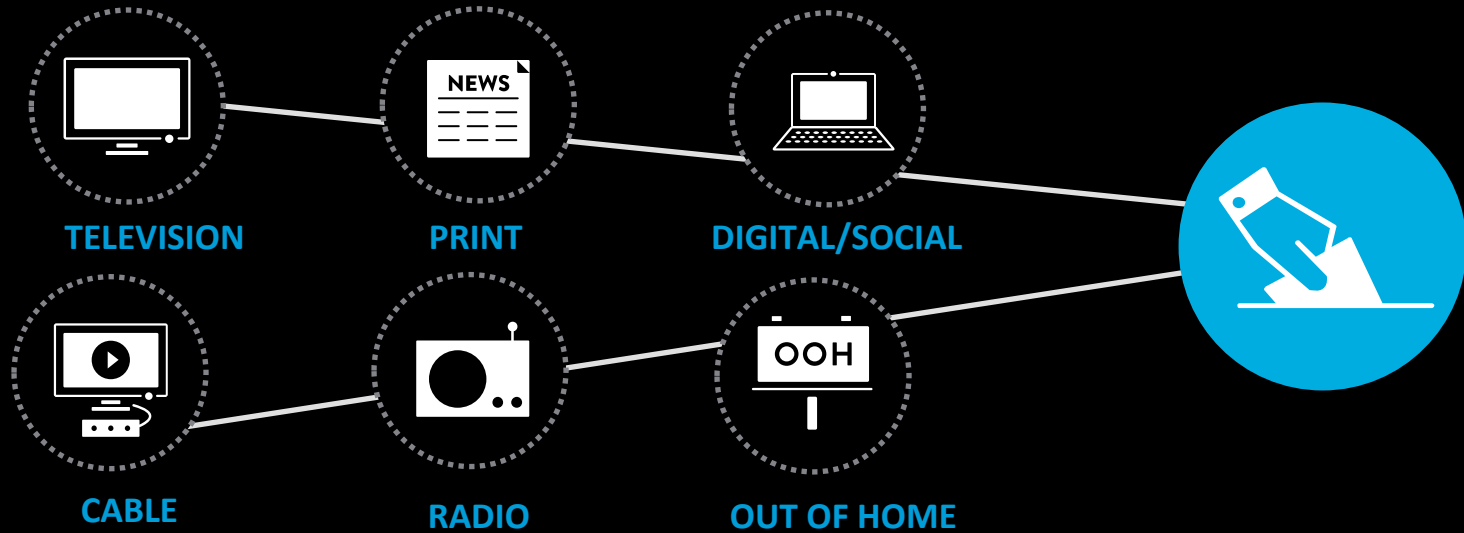
NIELSEN VOTER RATINGS

- All 48 electronically measured markets
- Available to you via national rep firms and many local broadcast groups
- Fully-representative of registered voters
- Consistent data, updated throughout 2016
- Syndicated solution applicable for all political ideologies



NIELSEN SCARBOROUGH SOLUTIONS

DISCOVER THE CONNECTION BETWEEN MEDIA CONSUMPTION AND VOTING BEHAVIOR



MAKE THE CONNECTION BETWEEN AUDIENCES AND VOTERS IN ALL LOCAL MARKETS

Voting Behaviors available in Scarborough (Mid-Size Markets): All Self-Identified

Political Party Affiliation

Democrat

Republican

Independent

Independent – but feel closer to Democrat

Independent – but feel closer to Republican

None of these

Registered to Vote in District of Residence?

Yes or No

How Often Vote in Local Elections?

Always, Sometimes, Never

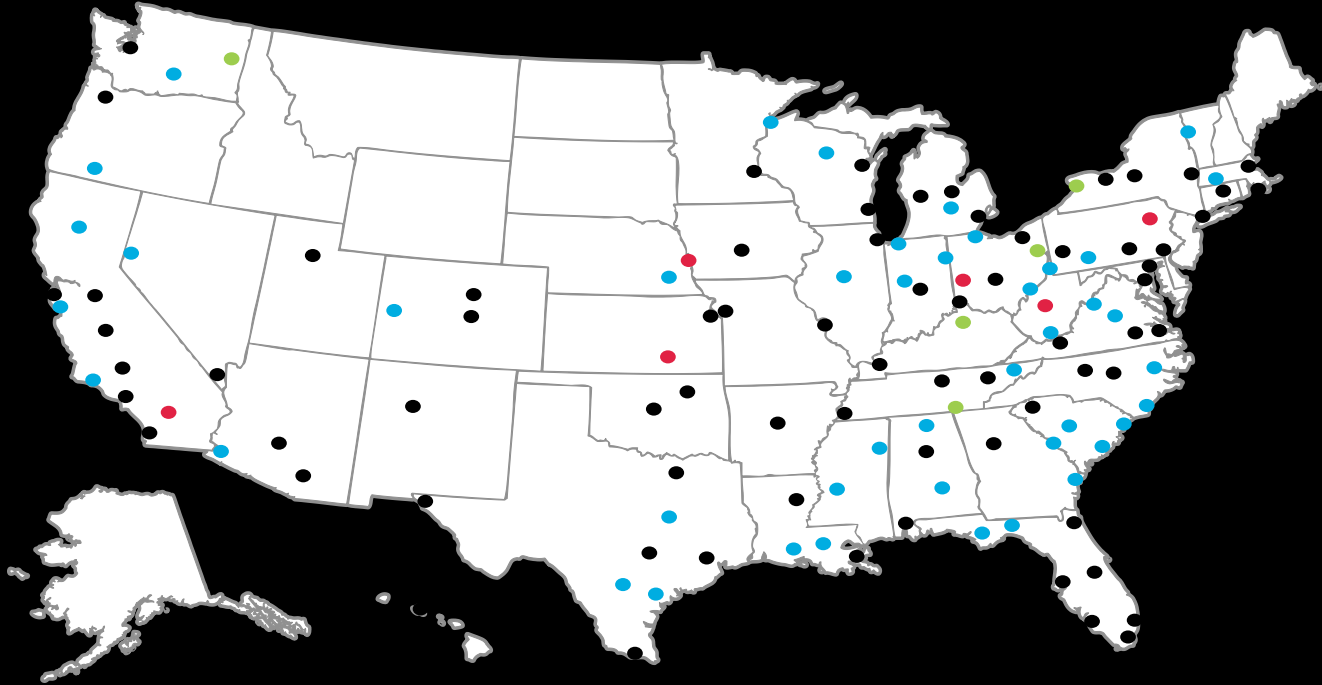
How Often Vote in State Elections?

Always, Sometimes, Never

How Often Vote in Presidential Elections?

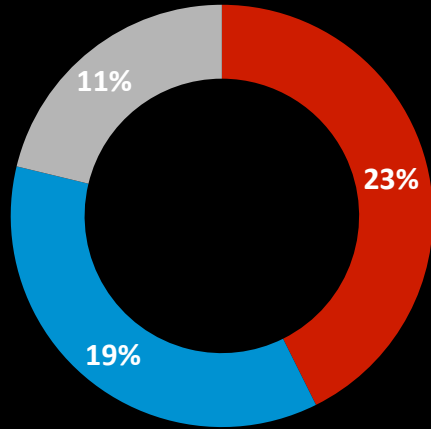
Always, Sometimes, Never

DELIVERING INSIGHTS IN 145+ LOCAL MARKETS



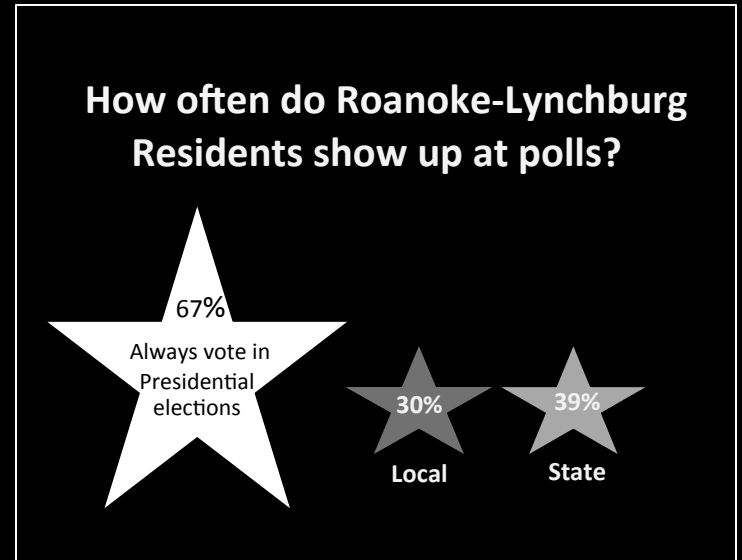
Source: Nielsen Scarborough

SECURE THE ROANOKE-LYNCHBURG VOTE



■ Republican ■ Democrat ■ Independent

80%
of Roanoke-
Lynchburg
Residents Aged
18+ are Registered
Voters



Source: Nielsen Scarborough Roanoke-Lynchburg, VA R12015

SECURE THE ROANOKE-LYNCHBURG VOTE



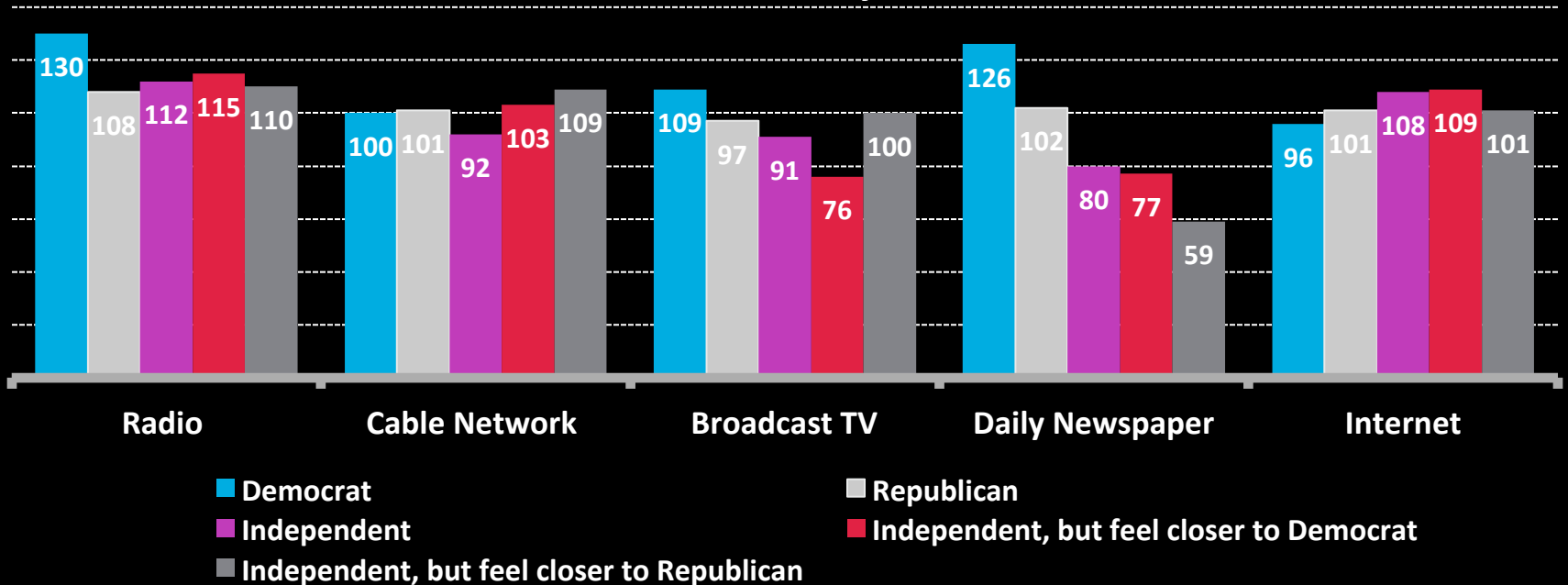
Top Formats For Registered Voters

Democrat	Republican	Independent
Urban AC	Country	Country
Country	News/Talk	Pop CHR
News/Talk	Adult Contemporary	News/Talk
Rhythmic CHR	Classic Rock	Adult Contemporary

Source: Nielsen Scarborough Roanoke-Lynchburg, VA R1 2015

EVALUATE MEDIA TO EFFECTIVELY INFORM, INFLUENCE, AND REACH VOTERS

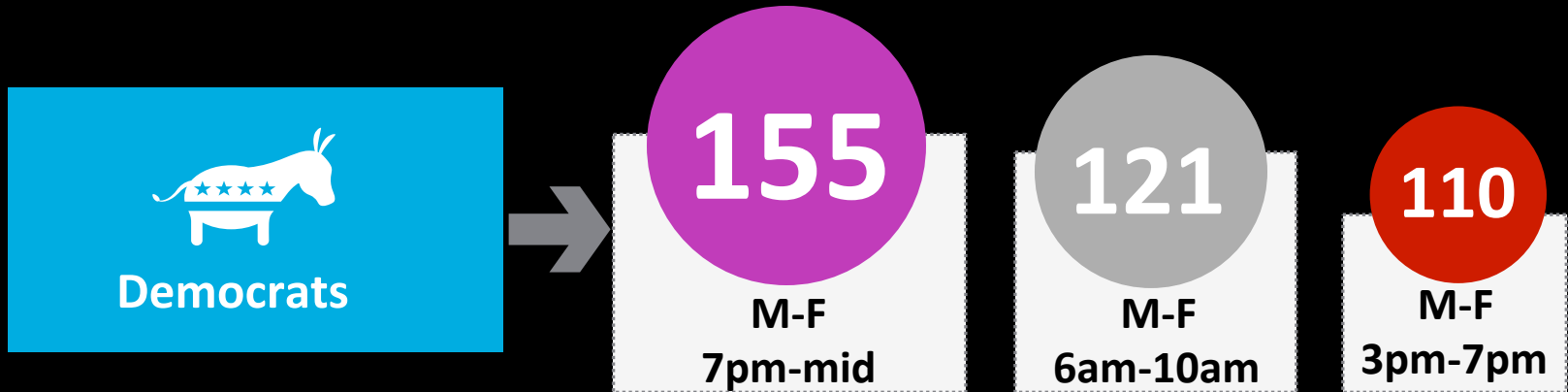
Indices Across All Party Affiliations



Source: Nielsen Scarborough

DETERMINE BEST PLACEMENT

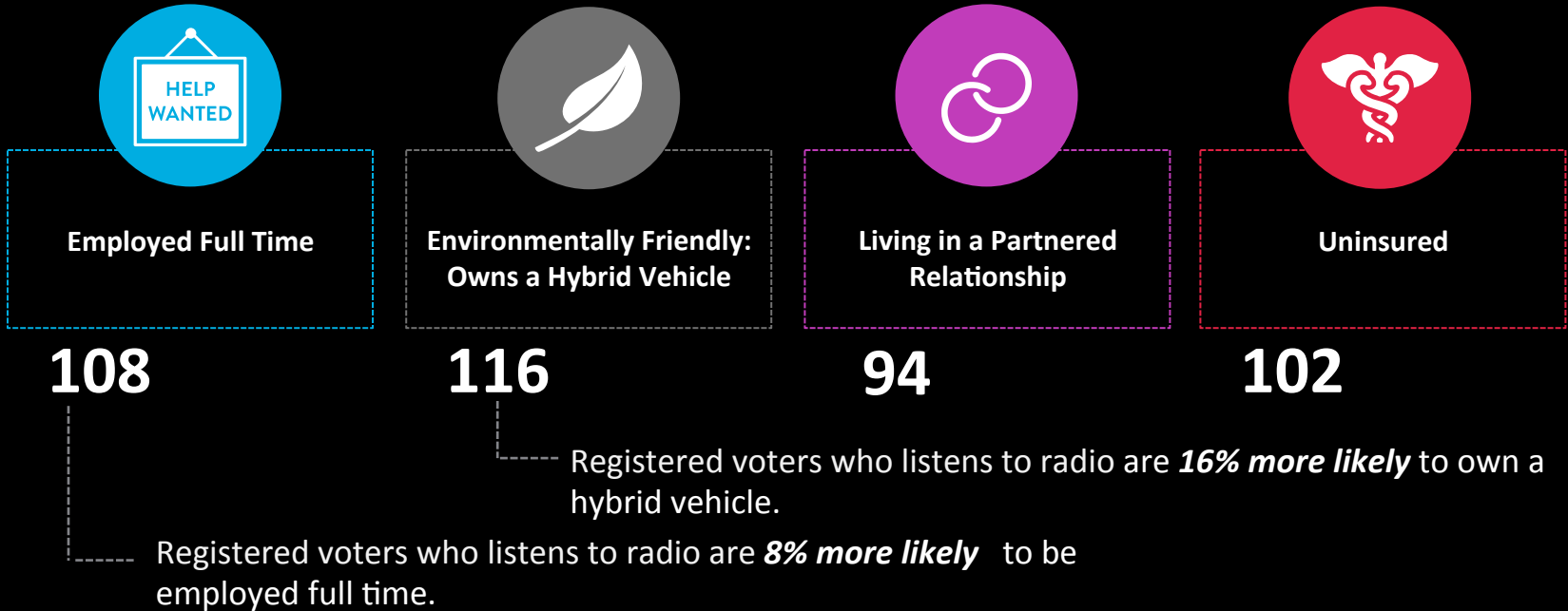
Show Candidates Which Dayparts Get The Best ROI



Registered Democrats are 55% more likely than the market average to be listening to WAAA-FM, M-F 7pm-mid

MATCHING KEY ISSUES AND LOCAL RADIO

(Index 100 = Market Average)



An abstract graphic on the left side of the slide. It features a sphere-like shape composed of many thin, curved lines in various colors (red, green, blue, purple, yellow). Several colored dots (yellow, green, purple, red) are placed on the surface of the sphere, with thin lines extending from them towards the right. The background is solid black.

Influence and activate your voter base
with Radio And Nielsen Political Solutions

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AN UNCOMMON SENSE
OF THE CONSUMER™

Questions?





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ILLINOIS BROADCASTERS ASSOCIATION



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