

THE STATE OF THE MARKET

# **NYMIRAD**

***NEW YORK MARKET RADIO***

Q2 2016



# NYMRAD

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### Q2 2016

#### INTRODUCTION

NYMRAD publishes The State of the Market Quarterly Guidance Report to help businesses, advertisers, and the Radio industry stay informed about the New York economy and the latest Radio research. The Q2 edition covers the New York region from April to June 2016.

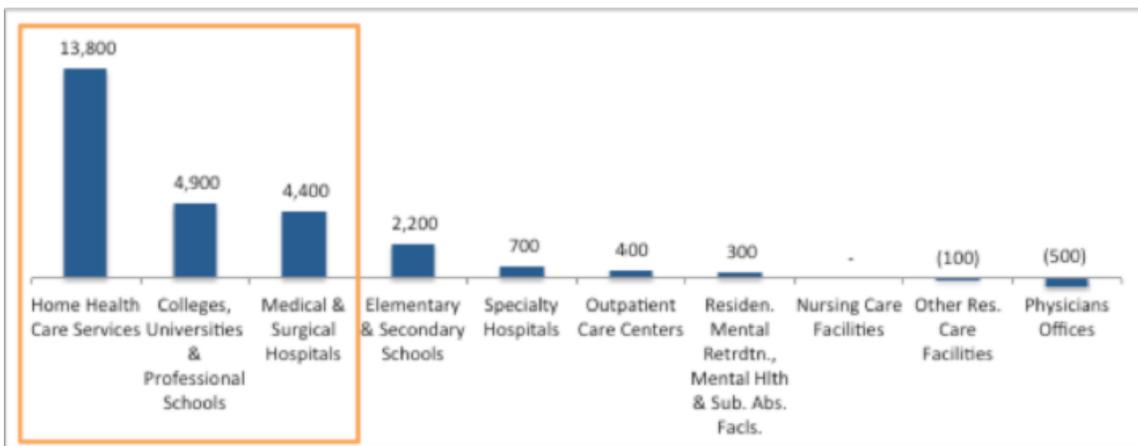
In addition to the New York market, this quarter's report places added emphasis on political advertising, as well as the automobile and telecom industries. Radio has been (and will continue to be) instrumental in political advertising, particularly in the last few months of campaigning. Smartphone developments will allow Radio to capture a more mobile audience, and the automobile industry is increasing its Radio advertising spending.

#### NEW YORK'S ECONOMY

New York's economy remains solid with the job workforce growing by 2% or 85,400 jobs over the prior year.

Consistent with previous quarters, health and education services continue to grow. In the last year, over 30,000 jobs were added in this sector, and currently over 900,000 people work in this industry. Growth is driven by home health care services, colleges and universities, and hospitals.<sup>1</sup>

**Health and Education Services - Number of Jobs Added**  
Year-To-Year Comparison, May 2015 - May 2016<sup>2</sup>



<sup>1</sup> "NYC current employment statistics," New York Department of Labor. May 2016. <https://labor.ny.gov/stats/nyc/index.shtml>

<sup>2</sup> "NYC current employment statistics," New York Department of Labor. May 2016. <https://labor.ny.gov/stats/nyc/index.shtml>

## Health Care

The growth of the healthcare industry does not look like it will slow down. Several institutions are adding facilities to better serve the New York region. For instance, the non-profit Institute for Community Living is building a 44,600 square foot healthcare hub in East New York, Brooklyn. This \$29.8 million facility will help underserved neighborhoods in New York.<sup>3</sup>

NYU Lutheran Hospital was acquired by NYU Langone this year. The hospital is opening a new space in the Sunset Park area of Brooklyn.<sup>4</sup>

GoHealth Urgent Care continues to expand. Since 2014, the company, in a joint venture with Northwell Health, has opened 23 centers in the five boroughs, Long Island, and Westchester. The newest facility is located in the Village on East 8th Street. GoHealth plans to double its number of clinics in the metropolitan area.<sup>5</sup>

Rutgers University is creating Rutgers Health, an academic healthcare provider. As one of the first academic providers in the nation, it will merge its medical practices, clinics, and schools into a single body.<sup>6</sup>

## Automotive

Changes are happening in the luxury automotive space in New York City. Cadillac is looking to reinvigorate its image with new headquarters located in SOHO. The ground floor space will not feature any cars, but instead contain an art gallery and a coffee shop. The goal is to reach a new, affluent target audience.<sup>7</sup>

BNF Automotive Group is relocating its Maserati of Manhattan franchise to 639 Eleventh Avenue. The new location will provide Maserati with significantly more space.<sup>8</sup> The company, with a 49-year ground lease for the site, is constructing a five-story, 35,000 square-foot building featuring a glass showroom and elevator and a rooftop display space.

Tesla will venture into Brooklyn with a lease for a new showroom, office, and service center at 160 Van Brunt Street in Red Hook.<sup>9</sup>

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3 "New York City region, expansions and contractions," New York Department of Labor. June 2016. <https://labor.ny.gov/stats/nyc/index.shtml>

4 LaMantia, Jonathan. "Major hospital expands in Brooklyn with swift warehouse purchase," Crain's. June 2, 2016.

[http://www.craigslist.com/article/20160602/REAL\\_ESTATE/160609983/major-hospital-expands-in-brooklyn-with-swift-warehouse-purchase](http://www.craigslist.com/article/20160602/REAL_ESTATE/160609983/major-hospital-expands-in-brooklyn-with-swift-warehouse-purchase)

5 "New York City region, expansions and contractions," New York Department of Labor. June 2016. <https://labor.ny.gov/stats/nyc/index.shtml>

6 "This way forward," NJ Business Magazine. May 2016. [http://digital.njmagazine.com/publication/?i=299034# {%22issue\\_id%22:299034,%22page%22:16}](http://digital.njmagazine.com/publication/?i=299034# {%22issue_id%22:299034,%22page%22:16})

7 "Cadillac opening NYC digs—just don't try to buy a car," CNBC. May 31, 2016. <http://www.cnbc.com/2016/05/31/cadillac-opening-brand-house-in-new-york-city.html>

8 "Maserati motoring onto Auto Row with 35K sf showroom," The Real Deal. March 28, 2016. <http://therealdeal.com/2016/03/28/bnf-automotive-to-move-maserati-dealership-to-auto-row/>

9 "Tesla Motors inks lease for first Brooklyn showroom," The Real Deal. February 19, 2016. <http://therealdeal.com/2016/02/19/tesla-inks-lease-for-first-brooklyn-showroom/>

The number of energy-efficient cars will increase in NYC due to new incentives and benefits. By April 2017, New York State is expected to offer a rebate program granting electric car purchasers \$2,000 per vehicle.<sup>10</sup> Other New York incentives for electric cars currently include the following:

- Exemption from state motor vehicle emissions inspections for vehicles solely powered by electricity.<sup>11</sup>
- Plug-in electric vehicles (PEV) and hybrid cars are eligible for off-peak discounted tolls from Port Authority and New Jersey.<sup>12</sup>
- Reduced prices for electricity used during certain off-peak periods when your PEV is registered in Con Edison's voluntary TOU rate.<sup>13</sup>

## Telecom

4G wireless technology brought the widespread adoption of smartphones and wireless technology. Next year (2017), Verizon will bring 5G service to the US. The 5G network is expected to be more than 300 times faster than current cell phone speeds.<sup>14</sup> With this level of speed, sales of higher-end smartphones will most likely increase.<sup>15</sup>

Verizon recently announced that it will test its 5G services in five cities across the USA; three of these areas are located in New Jersey.<sup>16</sup> Customers in Basking Ridge, Bridgewater, and Piscataway will get the chance to experience this faster cell phone speed. Verizon is working with Qualcomm in Bridgewater, Samsung in Basking Ridge, and Ericsson in Piscataway.

## Other Sectors

Other sectors that had notable growth in the last year include leisure and hospitality (15,400 jobs), food services (11,500 jobs), local government (4,000 jobs), and professional services jobs (13,200 jobs), particularly in advertising (4,400 jobs).<sup>17</sup>

With the leisure and hospitality industry in New York City booming, it is not surprising that this area continues to expand: Hard Rock Hotels is looking to secure an additional location in Times Square,<sup>18</sup> and Chelsea Market plans to spend up to \$50 million to double in size by renovating its basement space to open to the public.<sup>19</sup>

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10 "States where it pays to buy an electric car," The Washington Post. May 24, 2016. <https://www.washingtonpost.com/news/the-switch/wp/2016/05/24/the-states-where-it-pays-to-buy-a-new-electric-car/>

11 "Alternative fuels data center," U.S. Department of Energy. <http://www.afdc.energy.gov/laws>

12 "Alternative fuels data center," U.S. Department of Energy. <http://www.afdc.energy.gov/laws>

13 "Rate options for charging your plug-in vehicle (PEV)," ConEdison. <http://www.coned.com/electricvehicles/rates.asp>

14 "3 N.J. towns to be among first to get super-fast cell phone technology," NJ.com. February 22, 2016.

15 "Verizon to be first to field-test crazy-fast 5G wireless," CNET. Sept. 8, 2015. <http://www.cnet.com/news/verizon-to-hold-worlds-first-crazy-fast-5g-wireless-field-tests-next-year/>

16 "New Jersey plays center stage in 5G testing," Verizon Update New Jersey. <http://www.verizonupdate.nj.com/index.php/featured-videos/60-new-jersey-plays-center-stage-in-5g-testing-2>

17 "NYC current employment statistics," New York Department of Labor. May 2016. <https://labor.ny.gov/stats/nyc/index.shtm>

18 "New York City region, expansions and contractions," New York Department of Labor. June 2016. <https://labor.ny.gov/stats/nyc/index.shtm>

19 "New York City region, expansions and contractions," New York Department of Labor. June 2016. <https://labor.ny.gov/stats/nyc/index.shtm>

## NATIONAL RADIO USAGE

Radio is one of the best ways for advertisers to tap into their audiences. Radio reaches the most users (240 million) per month, followed by live and DVR television (226 million), app/web on a smartphone (191 million), and internet on a PC (162 million).<sup>20</sup>

Over half (54%) of Americans' audio time is spent listening to Radio, followed by owned music (16%), streaming audio (15%), Sirius XM (7%), TV music channels (5%) and podcasts (2%).<sup>21</sup> Adults 18+ listen to approximately 13 hours of Radio per week. Adults 50 – 64 listen to just over 15 hours of Radio per week.<sup>22</sup> AM/FM Radio and friends and family are the top ways Americans discover music (both at 68%).<sup>23</sup>

## NATIONAL RADIO ADVERTISING

Radio advertising revenue increased in 2016. May, for example, recorded a 13% increase over the same month in 2015.<sup>24</sup> The success of Radio revenue is not surprising, since people spend on average 2 hours and 8 minutes a day listening to Radio.<sup>25</sup>

From June 20<sup>th</sup>-26<sup>th</sup>, the most played Radio commercials were from Home Depot, Geico, Burger King, and Lowes, ensuring a boost for these advertisers.<sup>26</sup>

When it comes to local advertising, half of large and midsize companies use Radio to reach their audiences. Twenty-five percent of these companies believe that Radio is one of the most effective local marketing channels.<sup>27</sup>

## LOCAL ADVERTISING AND NEW YORK METRO ADVERTISING

New York Radio revenue showed some positive growth in the first half of 2016. Four hundred and fifty advertisers increased their spending by double-digit percentages. Fourteen percent of these advertisers more than doubled their Radio ad spend, each paying more than \$100K for airwaves. Of these larger spenders, six were in the automotive space and nine were part of the food and beverage sector.<sup>28</sup>

Grocery, entertainment, and communications/cellular categories had some of the biggest spenders including Stop 'n Shop, Albertsons, and Acme Markets from January to June 2016. In the entertainment category, advertisers for concerts,

<sup>20</sup> "Total audience report Q1, 2016," Nielsen.

<sup>21</sup> "2016 share of ear," Edison Research. April 12, 2016. <https://prezi.com/mfhn8dmy8mce/2016-share-of-ear-st-judes/>

<sup>22</sup> "Total audience report Q1, 2016," Nielsen.

<sup>23</sup> "The infinite dial 2016," Edison Research. March 10, 2016. <http://www.edisonresearch.com/the-infinite-dial-2016/>

<sup>24</sup> "Continued TV strength points to strong upfront," Standard Media Index. June 21, 2016. <http://www.standardmediaindex.com/SMI-2016-June-21-Continued-TV-Strength-Points-To-Strong-Upfront.html>

<sup>25</sup> "AM/FM Radio: The centerpiece of American audio," Westwood One. (Original source: Edison Research) <http://westwoodone.com/BLOG/ViewBlogPost?EntryID=167>

<sup>26</sup> "Spot ten radio, national," Media Monitor. June 27, 2016. <http://www.mediamonitors.com/company/news>

<sup>27</sup> "National-to-local marketers 2016," Street Fight Insights. Q1, 2016.

<sup>28</sup> "New York metro," Miller Kaplan. July 2016.

theatre, and movies had a 22% increase over the last six months. Communications/Cellular spending has increased by 7%.<sup>29</sup>

### **AUTOMOBILE AND NATIONAL RADIO**

The automobile industry has increased its Radio advertising spend over the previous year. Dealers spent \$486.1 million on Radio ads (an increase of 12%) while manufacturers spent \$187.8 million in 2015 on Radio (an increase of 2%).<sup>30</sup> In 2015, Radio constituted 16% of dealerships' advertising media buy; these dealers spent on average of \$83,725 a year on Radio.<sup>31</sup>

The majority of drivers (84%) listen to Radio in the car, followed by CD players (56%), MP3 player/owned music (38%), online Radio (21%) and satellite Radio (19%).<sup>32</sup> Americans divided their in-car audio time, with AM/FM Radio getting the most play at (71%), followed by Sirius XM (15%), owned music (9%) and 4% distributed between Spotify, Pandora, podcasts, and other streaming audio.<sup>33</sup> The majority (91%) of listeners who tune into FM radio will stay longer in a car to finish listening to a program or show.<sup>34</sup>

Channel changing or clicking past ads is not possible for in-car Radio listeners, making Radio advertising the best way to maintain a captive audience. Americans listen to an average of 52 minutes of Radio per day in their cars.<sup>35</sup>

### **AUTOMOBILE AND NEW YORK METRO**

Radio is an ideal place to reach drivers and passengers in New York, as over two-thirds of New York metro adults 18 and over drive a car, and almost all of these drivers listen to the Radio (92%).<sup>36</sup>

New Yorkers are in the market for cars. More than a fifth of the New York area is looking to buy or lease a new or used car. Three-quarters (74%) of those planning on purchasing a new car are looking to spend \$20K+ including 16% who are planning to spend \$40K+.<sup>37</sup> The majority of these shoppers (93%) listen to the Radio, and these listeners are 50% more likely than the US population to listen to a Rhythmic CHR-formatted station.<sup>38</sup>

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29 "New York metro," Miller Kaplan. July 2016.

30 "U.S. automobile ad spending by category and media," Kantar Media, eMarketer calculations. April 26, 2016.

31 "Annual financial profile of America's franchised new-car dealerships—2015," NADA. 2016.

32 "The infinite dial 2016," Edison Research. March 10, 2016. <http://www.edisonresearch.com/the-infinite-dial-2016/>

33 "Radio delivers voters," Westwood One, Cumulus. sl. 6. (Original source: Edison Research) <http://www.silleshare.net/westwoodone/Radio-delivers-voters>

34 "NextRadio® and Edison Research uncover many reasons that people love radio," Tagstation, July 28, 2016.

<http://tagstation.com/press/nextradio-edison-research-uncover-many-reasons-people-love-radio>

35 "Radio delivers voters," Westwood One, Cumulus. sl. 6. (Original source: Edison Research) <http://www.silleshare.net/westwoodone/Radio-delivers-voters>

36 "New York (Metro Survey Area)," Scarborough Research. March 2016.

37 "New York (Metro Survey Area)," Scarborough Research. March 2016.

38 "New York (Metro Survey Area)," Scarborough Research. March 2016.

## TELECOM AND NATIONAL RADIO

Radio advertising helps cell phone consumers make purchasing decisions. Almost two-thirds of consumers say advertisements are a useful resource for learning about new cell phones.<sup>39</sup> This is key since over two-thirds (68%) of cell phone owners purchase a phone at least every two years.<sup>40</sup>

The Telecom industry greatly increased its spending in Radio. The industry spent \$715.4 million on Radio advertising in 2015, an increase of 8% over the prior year.<sup>41</sup>

Smartphone users agree that Radio is one of the least intrusive forms of advertising. Radio ads are preferred 8.4 times more than mobile popups, 5 times more than video desktop ads, and 2 times more than TV commercials.<sup>42</sup>

Amount Radio Is Preferred Compared to Other Advertising Channels <sup>1</sup>	
Base: smartphone users (n=1712)	# of times it is preferred over channel
Mobile pop-up ads	X8.4
Ads placed in between pieces of content	X7.7
Popup ads on desktop website	X7.5
Video ads on mobile websites	X5.5
Video ads on desktop websites	X5.0
Television advertising	X2.3
Facebook ads	X2.1

Radio will penetrate the mobile space more than ever thanks to the cellular Radio chip. 2015 saw a 50% increase in the number of smartphones sold with the FM Radio chip over 2014. Equally important to the presence of the FM chip is activating it. Sprint, one of the earliest FM-enabled smartphone adopters, is still the most active carrier. AT&T, T-Mobile, and Verizon have followed suit by activating the FM chip.<sup>43</sup> Additionally, The NextRadio app enables FM function in smartphones. BLU Products recently partnered with NextRadio, configuring their smartphone software to make the app the default FM function.<sup>44</sup>

<sup>39</sup> "Cellphone research resource," Lightspeed GM I/Mintel. Dec. 2015.

<sup>40</sup> "Length of time primary cell phone has been owned," Lightspeed GM I/Mintel. Dec. 2015.

<sup>41</sup> "US telecom industry and internet sector ad spending, by media, 2014 & 2015," Kantar Media, eMarketer calculations. April 26, 2016.

<sup>42</sup> "Ad blocking survey and forecast," Optimal.com, pg. 21. May 2016. <http://www.slideshare.net/RobLeathem/optimalcom-ad-blocking-survey-and-forecast>

<sup>43</sup> "FM chips now part of majority of smartphones," Inside Radio. June 8, 2016. [http://www.insideradio.com/free/fm-chips-now-part-of-majority-of-smartphones/article\\_f771c01c-2d4f-11e6-89e8-9f1de0b886e8.html](http://www.insideradio.com/free/fm-chips-now-part-of-majority-of-smartphones/article_f771c01c-2d4f-11e6-89e8-9f1de0b886e8.html)

<sup>44</sup> "New deal turns NextRadio app on in vivo phones," Inside Radio. June 15, 2016. [http://www.insideradio.com/free/new-deal-turns-nextradio-app-on-in-vivo-phones/article\\_f904e4da-333b-11e6-ae75-33fd1c2cc79d.html](http://www.insideradio.com/free/new-deal-turns-nextradio-app-on-in-vivo-phones/article_f904e4da-333b-11e6-ae75-33fd1c2cc79d.html)

## TELECOM AND NEW YORK RADIO

Virtually all New Yorkers own cell phones (96%), a significantly higher rate than the US population (87%). Smartphone ownership in the city is also higher than the US average (79% vs. 71% respectively). Smartphone usage is particularly high among those between the ages of 18-29 (94%) and 30-44 (92%) and among immigrants (94%).<sup>45</sup>

Local New York Radio reaches the ideal cellphone shopper. Forty-two percent of Radio listeners spend over \$100 monthly on their cellphone bills,<sup>46</sup> and 1.451 million Radio listeners plan to switch their cellphone carrier in the coming year.<sup>47</sup> These cellphone users most often use Verizon (33%) as their carrier, followed by T-Mobile (17%), AT&T (17%), Sprint (10%), Metro PCS (5%), and Boost Mobile (3%).<sup>48</sup>

For AT&T and T-Mobile, double-digit percentage increases were seen for the first six months of 2016.<sup>49</sup>

## POLITICS AND NATIONAL ADVERTISING SPEND

An estimated \$11.7 billion will be invested in political advertising during the 2016 election season. Radio is projected to receive the fourth largest share (\$916 million), which is a 11% increase over the last presidential cycle (\$827 million).<sup>50</sup>

Political advertising contributes to the projected Radio revenue of \$17.6 billion, a 1.5% increase from last year.<sup>51</sup> As of June 3, 2016, the Hillary Clinton campaign and pro-Clinton PACs/advocacy groups have spent \$169,133,393 on TV and Radio. This is almost eight times the amount that the Donald Trump campaign and pro-Trump PACs/advocacy groups spent during that same period.<sup>52</sup>

Clinton dominated the Radio airways for most of June, running 450+ ads every 10 days. However, from June 17<sup>th</sup>-26<sup>th</sup>, Clinton's campaign went silent and Trump ads, paid for by the Liberty Action Group PAC, ran 274 spots on the Radio.<sup>53</sup> Sanders' campaign and pro-Sanders PACs and advocacy groups spent \$76,031,397 during the same time period.<sup>54</sup>

45 "New York City mobile services study," NYC Consumer Affairs. 2015 p. 6-7.

46 "New York (Metro Survey Area)," Scarborough Research. March 2016.

47 "New York (Metro Survey Area)," Scarborough Research. March 2016.

48 "New York (Metro Survey Area)," Scarborough Research. March 2016.

49 "New York Metro," Miller Kaplan. July 2016.

50 "Why Radio political ad spending is roaring back in 2016—and which operators will benefit the most," TheStreet. (Original source: Borrell Associates) <https://www.thestreet.com/story/13590846/1/why-radio-political-ad-spending-is-roaring-back-in-2016-and-which-operators-will-benefit-the-most.html>

51 "Political will propel Radio to best gains since 2013," Inside Radio. (Original source: S&P Global) June 16, 2016.

[http://www.insideradio.com/free/political-will-propel-radio-to-best-gains-since/article\\_aaba2246-3399-11e6-b824-331841039500.html](http://www.insideradio.com/free/political-will-propel-radio-to-best-gains-since/article_aaba2246-3399-11e6-b824-331841039500.html)

52 "Clinton campaign and Pro-Hillary PACs pour another \$3.6M into TV, Radio ads," AdAge. June 3, 2016. <http://adage.com/article/campaign-trail/Clinton-pro-Hillary-PACs-Pour-3.6-million-more-into-tv-Radio/304286/>

53 Aggregate of multiple press releases. Media Monitor. June 27, 2016. <http://www.mediamonitors.com/company/news>

54 "Clinton campaign and Pro-Hillary PACs pour another \$3.6M into TV, Radio ads," AdAge. June 3, 2016. <http://adage.com/article/campaign-trail/Clinton-pro-Hillary-PACs-Pour-3.6-million-more-into-tv-Radio/304286/>

## POLITICS AND NEW YORK RADIO

As the election season gets closer to the end, local Radio will get a big boost from political advertising. Radio advertising, usually seen as a last-minute, call-to-action tactic, will be used now more than ever in local races, with a heavy aim toward swing voters.<sup>55</sup>

In an attempt to capture Clinton's home state, Sanders aired almost three times (1,378) as many Radio spots as the former New York senator (483 spots). The candidates were the top two causes being advertised.<sup>56</sup> Sanders spent \$506K, just about tripling Clinton's \$170K Radio spend.<sup>57</sup> Sanders ultimately spent about \$9.03 per vote for Radio and television ads in New York, while Clinton spent \$3.62, and Trump spent 13 cents per vote.<sup>58</sup>

The third-largest advertiser was Danilo Medina, running for re-election in the Dominican Republic, with 463 spots. Radio advertising helped secure 61.7% votes, making him the winner.<sup>59</sup> The fifth-largest advertiser was Phil Murphy, who is running against Chris Christie for governor of New Jersey.<sup>60</sup>

## THE BENEFITS OF USING RADIO ADVERTISING FOR POLITICS

Radio political advertising has high recall. In the last week, over a third of Americans recall hearing a Hillary Clinton Radio ad, and 30% remember listening to a Donald Trump Radio commercial.<sup>61</sup>

Super politically influential consumers (people who are deeply familiar with politics, frequent recommenders, highly trusted word-of-mouth leaders, and individuals who have claimed to have influenced more people in a particular time frame), are 136% more likely to believe that Radio is a good source of learning, is inspiring, and keeps people informed. The majority of these influential consumers (88%) are more likely than the average adult to trust Radio the most, followed by internet, magazines, newspapers, and TV.<sup>62</sup> Additionally, politically influential voters who also work are 12% more likely than the average adult to be heavy Radio listeners.<sup>63</sup>

One quarter of Millennials say that Radio ads influence their voting behavior. The

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55 "Why Radio political ad spending is roaring back in 2016—and which operators will benefit the most," TheStreet. June 8, 2016.

<https://www.thestreet.com/story/13590846/1/why-Radio-political-ad-spending-is-roaring-back-in-2016-and-which-operators-will-benefit-the-most.html>

56 "Q2 political advertising in the New York Market: Radio," Media Monitor.

57 "New York metro," Miller Kapan. July 2016.

58 "Sanders spent about \$9 per vote in New York. Trump? About 13 cents." The Center for Public Integrity. April 20, 2016

[https://www.publicintegrity.org/2016/04/20/19578/sanders-spent-9-vote-new-york-trump-about-13-cents?utm\\_medium=social&utm\\_source=twitter.com&utm\\_campaign=publici-ifttt](https://www.publicintegrity.org/2016/04/20/19578/sanders-spent-9-vote-new-york-trump-about-13-cents?utm_medium=social&utm_source=twitter.com&utm_campaign=publici-ifttt)

59 "Q2 political advertising in the New York market: Radio," Media Monitor.

60 "Q2 political advertising in the New York market: Radio," Media Monitor.

61 "Political pulse," Fluent. June 28, 2016. <http://fluentpoliticalpulse.com/>

62 "Radio delivers voters," Westwood One, Cumulus. sl. 8,10. (Original source: GfK MRI) <http://www.slideshare.net/westwoodone/Radio-delivers-voters>

63 "Radio delivers voters," Westwood One, Cumulus. sl.9. (Original source: GfK MRI) <http://www.slideshare.net/westwoodone/Radio-delivers-voters>

older the generation, the less Radio impacts their political voting decisions (Generation X 16%, Baby Boomers 11%).<sup>64</sup>

NextRadio's in-app survey shows that radio is an important way to reach undecided voters. The survey, factoring responses from listeners in June and July, found that one in three do not plan on voting, and one in four have not decided whether they will vote. The group most enthusiastic about voting (74%) are those who listen to News/Talk stations. The largest group of listeners who responded "No" or "Undecided" about voting are Top 40 listeners (almost 70%). Country (66%) and Spanish music (63%) listeners are likewise not yet committed to voting. With 58% of voters still undecided, frequent Radio advertising will be influential for getting voters to the polls.<sup>65</sup>

NYMRAD commissioned Provoke Insights, a market research and strategy firm, to conduct a meta-data analysis to understand the Radio advertising landscape. If a particular industry that you would like additional insight on is not listed, please contact Debbie Beagan at [DB@NYMRAD.org](mailto:DB@NYMRAD.org)

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<sup>64</sup> "Winter 2016 State of the Market," Kelly Scott Madison and ORC. pg. 22. Feb. 11, 2016. <http://ksmmedia.com/what-we-think/insight/articles/winter-2016-state-of-media/winter-download>

<sup>65</sup> "NextRadio survey reinforces how radio can help reach voters," NextRadio. June, 2016.