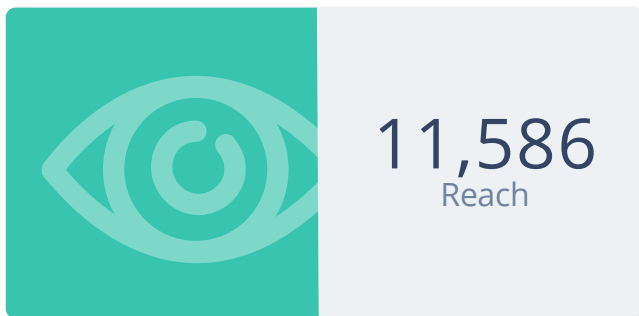


# Auto Insurance Specialists uncovers diverse audience in rock and hip-hop formats

## RADIO CAMPAIGN PERFORMANCE OVERVIEW



## ABOUT THE AUDIENCE:

- **62% Hispanic**  
compared with LA's 48% Hispanic population and NextRadio's 45% Hispanic LA audience
- **Young**  
47% are ages 18-34
- **Lower income**  
43% earn less than \$35k,  
31% earn less than \$25k
- **Less educated**  
30% don't hold a High School diploma
- **61% Male**



## CAMPAIGN OVERVIEW

### FORMATS WITH MOST PLAYS

- ✓ Rock
- ✓ Hip Hop

### DAYPARTS WITH MOST PLAYS

- ✓ Mid-day
- ✓ AM drive
- ✓ Weekday overnights

### DAYPARTS WITH MOST LISTENERS

- ✓ Mid-day
- ✓ AM drive
- ✓ Evenings

### HIGHEST LISTENING RELATIVE TO PLAYS

- ✓ Tuesday
- ✓ Wednesday/ Monday (tie)
- ✓ Thursday

**Spot Plays:** 1,517

### The Radio Buy:

1 Markets, 5 Stations  
Jul 9 - Oct 16, 2016



### DEFINITIONS:

*Reach* = NextRadio capable reach of the campaign on buy-enabled stations across the markets

### DIAL REPORT™

#### **Measuring radio in a digital world.**

Dial Report provides the first measurement of radio performance and ROI. Brands and ad agencies get powerful insights about radio advertising exposure, audience demographic profiles, listener interactions and their location-based behaviors. Dial Report planning tools enable you to target radio buys with confidence.

**Contact us to learn more about Dial Report**

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