



Multicultural Radio's Role in the 2011 Chicago Mayoral Election

Overview

In early 2011, one political story captured national headlines. Mayor Richard M. Daley, the longest-serving mayor in Chicago history, was retiring after 22 years, along with a substantial percentage of the City Council. This election had everything: a residency dispute, White House connections, a consensus African American candidate, drama and cash.

The challenge of this campaign would be for one candidate to get at least 50% of the vote in the February municipal elections and not to have to face a run-off two months later. It would be a daunting challenge to generate interest for an office that mainly had been held by one political family for more than 40 of the last 56 years. Richard J. Daley was mayor for 21 years from 1955 until his death in 1976. His son, Richard M. Daley, was mayor for 22 years (1989-2011). One candidate did emerge victorious on election night and garnered more than 50% of the vote in an election with relatively low voter turnout.

Arbitron examined how multicultural radio was used by the major candidates before the February election. Obviously, radio is only one component that can be used in a political campaign, and there are many other factors that contribute to and influence voter turnout. This document focuses solely on campaign ads that aired on multicultural radio.

This analysis may be of interest to not only politicians, but also to agencies and advertisers as they design advertising campaigns.

The Chicago Market

Chicago is the third largest city in the United States. Its 77 distinct neighborhoods are made up of a diverse multicultural population. Although the 2010 Census has indicated a shrinking black population in the city, African Americans still comprise 32.4% of the population, followed by Non-Hispanic whites at 31.7%, and an increasing Hispanic population at 28.9%.¹

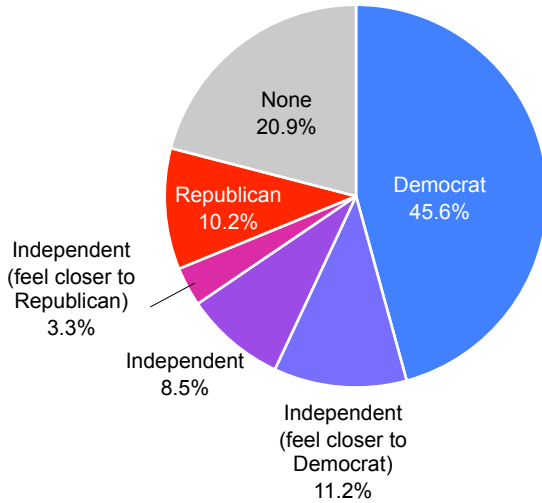
Radio reaches 95% of adults 18+ in the Chicago Metro and those listeners spend a little more than 12 hours per week with the medium.² According to Scarborough Research, 82% of radio listeners in Chicago are registered voters. Over half have self-identified as either being Democrat, Independent or Independent but closer to Democrat. More than 70% of these radio listeners claim they always or sometimes vote in local elections.



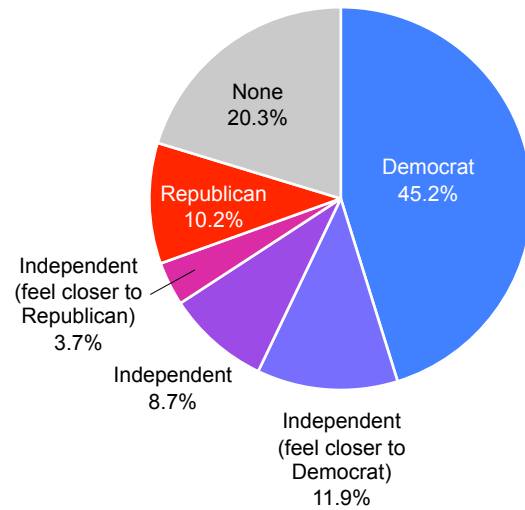
Political Party Preference Among Chicago Residents, Adults 18+

Source: Scarborough Chicago, IL 2011 Release 1 Mar 2010-Feb2011

City of Chicago
Adults 18+



City of Chicago, Radio Listeners
(Mon-Sun 6a-12m)



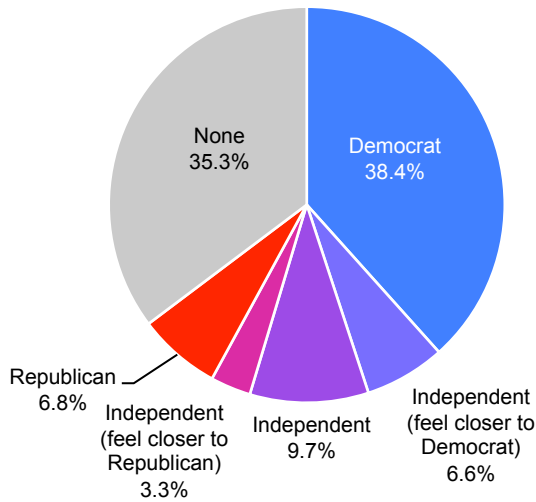
¹ Chicago's Next Mayor to Inherit Shrinking Population, John McCormick, February 16, 2011, Bloomberg.com

² Chicago Arbitron PPM, January, February, March 2011, Cume Rtg. Average Weekly Time Exposed, Persons 18+, Monday-Sunday 6a-12m

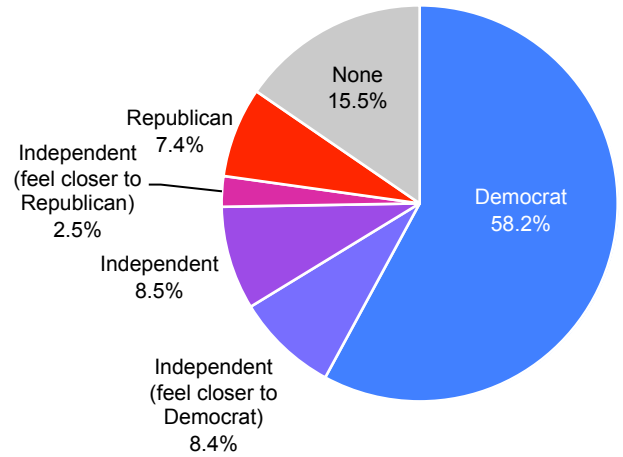
Political Party Preference Among Spanish-Language and Urban Formatted Radio Listeners, Adults 18+

Source: Scarborough Chicago, IL 2011 Release 1 Mar 2010-Feb2011

Spanish-Language Formatted Radio



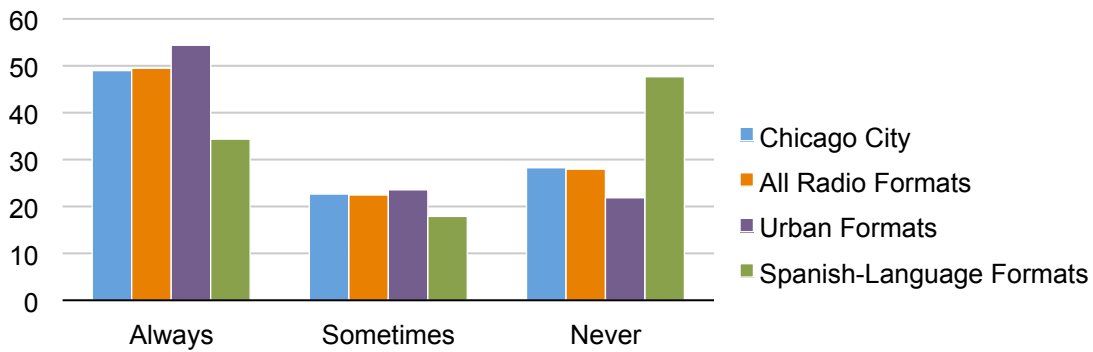
Urban Formatted Radio



Local Voting Among Chicago Residents 18+

Listeners to Chicago Urban Radio "always" vote in local elections.

Percent



Source: Scarborough Chicago, IL 2011 Release 1 Mar 2010-Feb2011



Local Radio and the Mayoral Contest

Election 2011

Between January 1 and February 22, 2011, an estimated total of 1,091 gross ratings points (GRPs) for political ads were placed in Chicago. The majority of those GRPs were placed for the mayoral contest. Using its Get-a-GRIP™ software, Arbitron was able to analyze the political advertising activities on radio used by a number of the mayoral candidates.

Use of Ethnic Radio

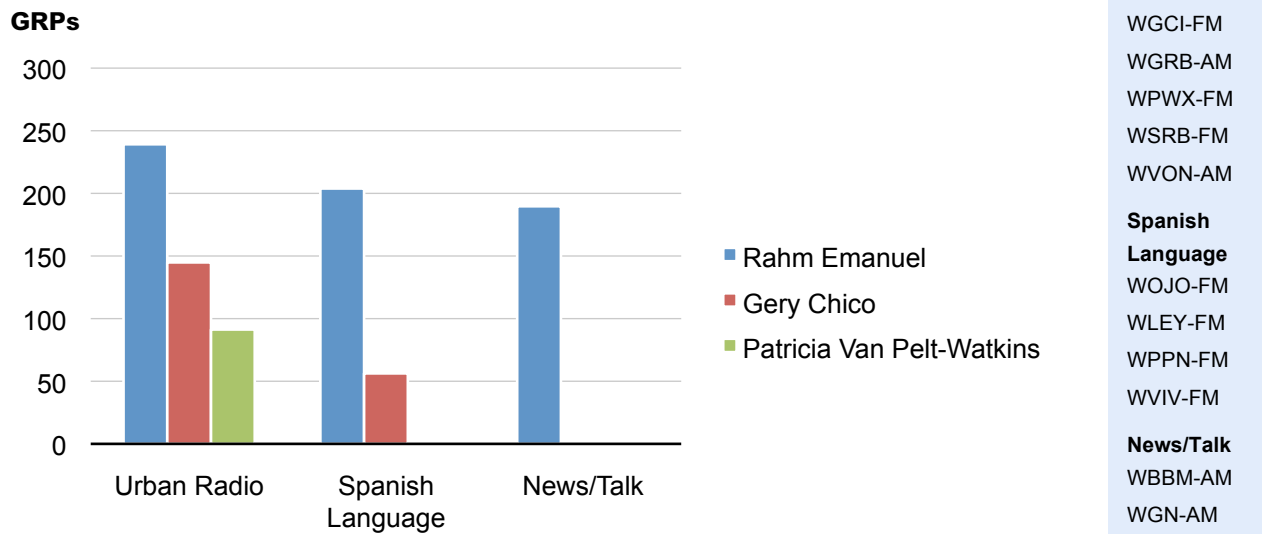
The race for the first new mayor of Chicago in 22 years was particularly hard fought. Rahm Emanuel, fresh from the Obama White House, faced five opponents, including the son of an immigrant from Mexico, a native Puerto Rican, and the first African American woman elected to the United States Senate. With the diverse backgrounds of each candidate and a multicultural city, mobilizing ethnic audiences is a factor in marketing a successful campaign.

Emanuel Ran an Extensive Ad Campaign on Urban and Spanish Language Radio

In comparison to his opponents, Emanuel—President Barack Obama’s former Chief of Staff—placed most of his radio advertising campaign on Urban and Spanish-Language formatted radio stations.

Emanuel’s radio commercials also featured symbols that resonated with Chicago’s black community, such as comments from President Obama and a testimonial from Annette Nance-Holt, the mother of slain Chicago Public School student Blair Holt.³

Comparison of Candidates' Use of Urban and Hispanic Radio Ads in Chicago



Source: Chicago PPM, Feb11, Jan11, Hol10, Dec10: Media Monitors Commercials that aired 01/01/2011-02/22/2011, Monday-Sunday 6a-12m, P18+

³ NBC 5 Chicago, “Rahm Radio Ad Features Mother of CPS Student,” December 8, 2010

Emanuel's closest competitor was Gery Chico, the former president of the Chicago School Board and son of an immigrant from Mexico. Chico also used radio to target his messages to the African American and Hispanic communities.

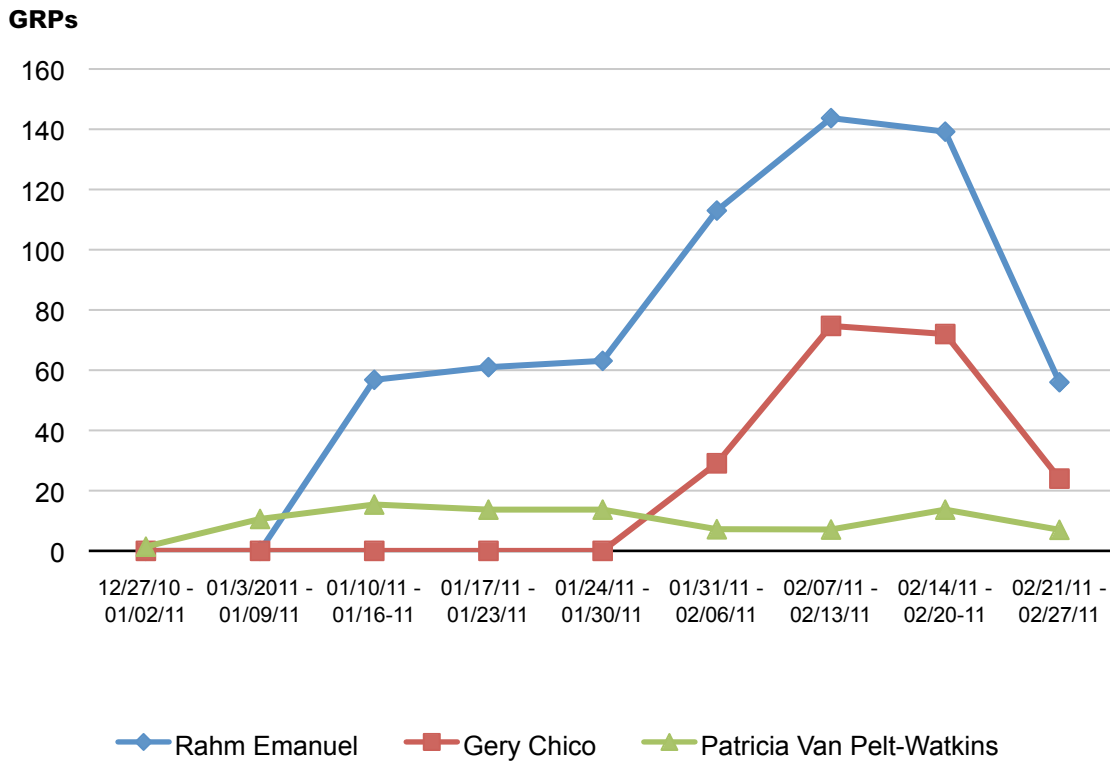
The use of ethnic radio makes sense for local elections. Scarborough Research data indicate that listeners to Urban radio in Chicago are most likely to say that they "always" vote in local elections. Although the data indicate that Spanish-Language listeners are less frequent voters, targeting this audience presents an opportunity to reach an untapped base of potential voters.

Campaigning Picks Up Three Weeks Before the Election

An examination of GRP allocation reveals that the two leading contenders concentrated most of their radio spots in the three weeks prior to Election Day, with the greatest spike in advertising coinciding with early voting, which started in Chicago on January 31.

Radio Played a Major Factor in the Election of Chicago's First New Mayor in 22 Years

The two closest contenders concentrated most of their GRPs in the three weeks prior to election day!



Source: Chicago PPM, Feb11, Jan11, Hol10, Dec10:
Media Monitors Commercials that aired 01/01-2011 - 02/22/2011, Monday-Sunday 6a-12m, P18+

The Results

Emanuel not only won the election, but did so by a wide margin. There are 2,570 precincts in the City of Chicago, and according to a study by the *Chicago Sun-Times*, Emanuel won almost four out of every five precincts. In addition, he won nearly every precinct with an African-American presence.⁴

The *Sun-Times* also reported that his nearest opponent, Gery Chico, took 411 precincts and did well in Mexican American areas, while City Clerk Miguel del Valle won 52 precincts, and former U.S. Senator Carol Moseley Braun took only one precinct in the city.

Candidate	% of Votes
Rahm Emanuel	55
Gery Chico	24
Miguel del Valle	9
Carol Moseley Braun	9
Patricia Van Pelt-Watkins	2
William "Dock" Walls III	1

Source: *Chicago Sun-Times*

Analyzing political ad campaigns is a particularly satisfying and revealing activity. Unlike some advertising where effectiveness is difficult to measure, the impact of political ads can be tracked during the campaign by looking at polling results and at the close of election night by looking at the vote totals. Strategists looking to target their messages can examine the uniqueness of the marketplace in relation to the goals of their campaign.

The candidates in this analysis were successful in mobilizing key voter segments. Understanding how to reach those voters resulted in capturing market share for their product. In the case of Rahm Emanuel, it also resulted in becoming the 55th mayor of Chicago.

⁴ *Chicago Sun-Times*, March 25, 2011

About Arbitron Inc.

Arbitron Inc. (NYSE: ARB) is a media and marketing research firm serving the media—radio, television, cable, online radio and out-of-home—as well as advertisers and advertising agencies. Arbitron's core businesses are measuring network and local market radio audiences across the United States; surveying the retail, media and product patterns of local market consumers; and providing application software used for analyzing media audience and marketing information data. The company has developed the Portable People Meter™ and PPM 360™, new technologies for media and marketing research.

Through its Scarborough Research, Arbitron provides additional media and marketing research services to the broadcast television, newspaper and online industries.

Arbitron's Out-of-Home division provides training, consumer behavioral data, audience profiles and analysis software for out-of-home media.

Arbitron research studies about cinema advertising, the outdoor industry and traditional and nontraditional media can be found on the company's Web site at www.arbitron.com and can be downloaded free of charge.



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