

# SPIRIT Listeners



**SPIRIT Listeners are an important life group of engaged voters**

# Contents



- ▣ Audience overview
- ▣ Facts about SPIRIT 105.3 voters
- ▣ Myth #1 about Christian voters
- ▣ Myth #2 about SPIRIT 105.3 listeners
- ▣ Myth #3 about SPIRIT 105.3 listeners
- ▣ Digital marketing reaches voters

# SPIRIT 105.3 Audience



**SPIRIT delivers over 319,000 adult 18+ listeners a week.**

**That's nearly 5 Century Link stadiums full of voters!**



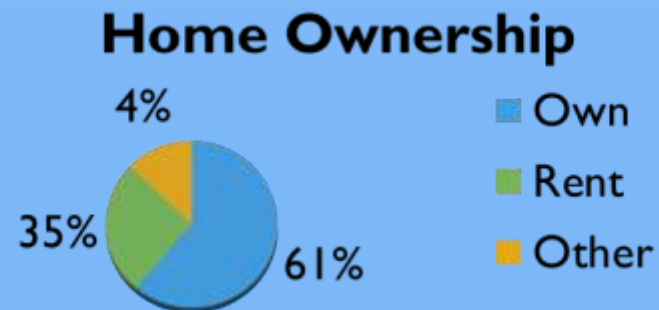
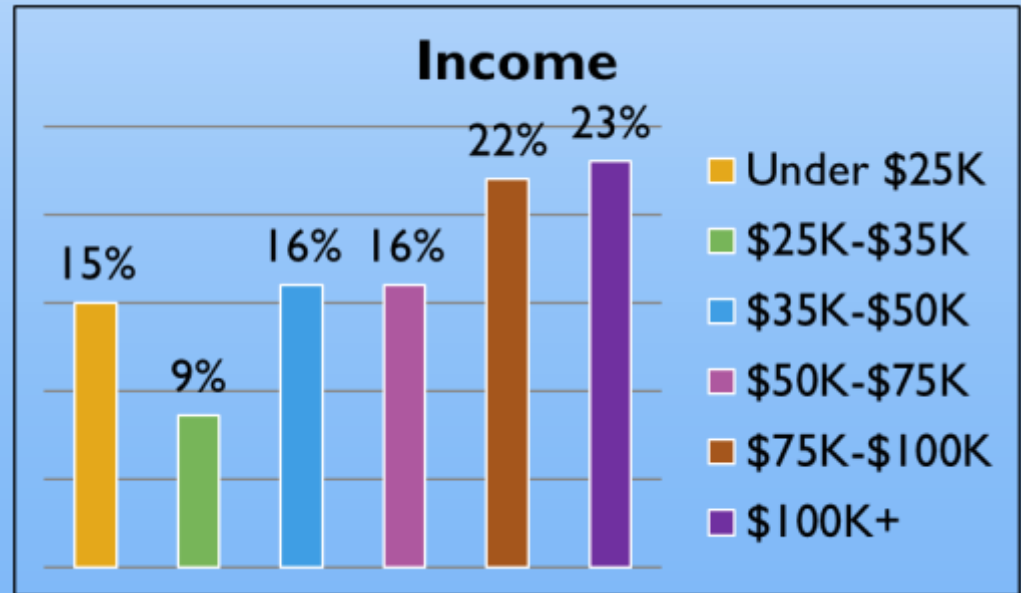
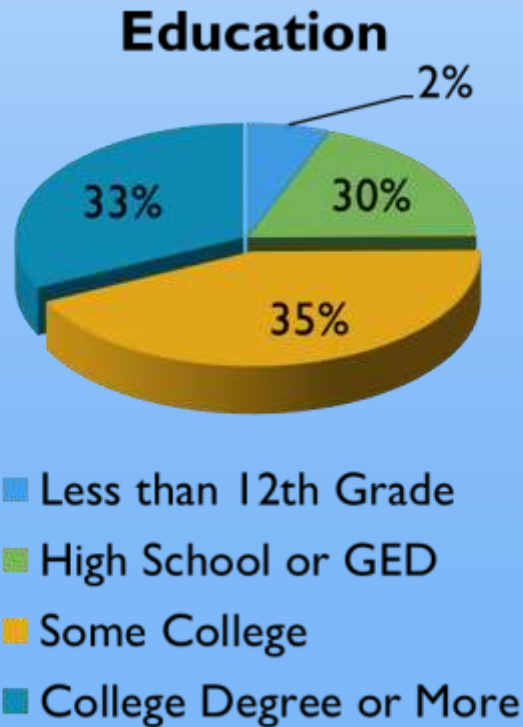
## Gender Breakdown



# SPIRIT 105.3 Listener Profile



## SPIRIT delivers a quality audience.



# Facts About SPIRIT Listeners



**SPIRIT 105.3 listeners are registered voters who plan to vote.**

- **90%** are registered to vote
- **84%** plan to vote



# Myth #1 About Christian Voters



**Christians vote Republican and they already have their minds made up.**

✓ **False**

- ▣ **15% of SPIRIT listeners** generally consider themselves to be independent
- ▣ **23% of SPIRIT listeners** vote strictly democrat
- ▣ **SPIRIT listeners** reflect the general population in their political leanings

# Myth #2 About SPIRIT Listeners



**Only church-goers listen to SPIRIT 105.3  
and most of them are women.**

✓ **False**

- 50% of **SPIRIT** women listeners do *NOT* attend church
- Only 55% of **SPIRIT** listeners are women

# Myth #3 About SPIRIT



**SPIRIT 105.3 expresses political views.**

✓ **False**

- **SPIRIT DJ's** do not discuss political issues on the air. SPIRIT is a top-ranked, family-friendly, *music* station.





# Digital Reaches Voters



**Political campaigns have greater impact combining on-air and digital.**

- ▣ Voters rely on the internet during political season
- ▣ **67%** of **SPIRIT** listeners research issues and candidates online prior to voting
- ▣ Utilizing **SPIRIT digital assets** will help you reach potential *swing voters*

# SPIRIT Digital Performs



## Spirit1053.com and its digital platforms can enhance your political campaign

- More than **800,000** ad impressions served online monthly
- Average of **33,000** unique visitors monthly
- Over **120,000** hours streamed per month
- Over **32,000** listeners receive a **SPIRIT** weekly email
- Over **83,000 Facebook** and **6,000+ Twitter** followers
- Over **52,500** listeners use the **SPIRIT** mobile app

# SPIRIT Digital Platforms



# SPIRIT 105.3 Works



**Make sure SPIRIT 105.3  
listeners vote for you!**

- **SPIRIT** delivers a large group of quality, diverse and engaged listeners who are **registered voters** and **plan to vote**
- **SPIRIT** can help you **engage with swing voters**
- Combine **SPIRIT** on-air and **digital assets** to **increase your reach and frequency**

Thank you!