Voter Views

2020 Political Ad Landscape

The votes are in — consumers see value in political advertising
82% say political advertising needs to exist.
79% feel positively.
64% say it’s good for voters.

Polarized political environment draws mixed feelings toward 2020 election
59% feel positively.
41% feel negatively.

Party dynamics: engagement with political ads varies by party preference

Independents
Pay attention to political ads they see
Say political advertising needs to exist
Talk about political candidates/issuers in person with friends and family
60%
65%
51%

Republicans
Pay attention to political ads they see
Say political advertising needs to exist
Talk about political candidates/issuers in person with friends and family
67%
75%
65%

Democrats
Pay attention to political ads they see
Say political advertising needs to exist
Talk about political candidates/issuers in person with friends and family
56%
56%
65%

A matter of trust: the biggest challenge to political advertising
83% find it difficult to trust what they see in political ads.

Consumers say the most accurate sources for information are:
* Live appearances of the candidate in debates, townhalls and interviews.
* Subscription news websites.
* TV vs Facebook
* TV vs Instagram
* TV vs Snapchat
* TV vs YouTube

51% start getting informed about candidates in first quarter of the election year or before.
53% make voting decision in three months leading up to general election (GE).

55% feel worried, stressed, or angry after seeing a political ad
52% say that attack-based ads make them like the candidate and the party less.

Voters will trust ads on TV versus social media

77% trust political ads more on TV than on Facebook.
69% trust political ads more on TV than on Instagram.
66% trust political ads more on TV than on Snapchat.
61% trust political ads more on TV than on YouTube.

Power of positivity: consumers want less ad bashing

I am more likely to watch a political ad from start to finish on...

53% Facebook
38% Instagram
37% Snapchat
30% YouTube

Voters are eager to learn about other parties’ candidates, ads inspire them to get informed

They want to learn more about...

64% different political views
75% 2020 Presidential candidates

63% say that political ads often remind them to seek out more information on a candidate or topic.

"At the end of the day, I will be doing my own research to make my decision."
Independent Voter

"Ads help steer the direction of my research."
Republican Voter

"Ads are just one of the tools. I do my own research after."
Democratic Voter

Consumers say removing political ads that are negative in tone is the #1 way to most improve their ad experience.

Voters are more likely to watch an ad all the way through on TV versus social media

53% Facebook
38% Instagram
37% Snapchat
30% YouTube

Methodology/Notation Source: 2020 Political Ad Relevance Report, Survey of 1K Voters/Prospective Voters, Conversations with 15 Voters January 2020

© 2020 Xandr Inc. Xandr SM, the Kite logo, AT&T, the Globe logo and other marks are trademarks and service marks of AT&T Intellectual Property and/or AT&T affiliated companies. All other marks contained herein are the property of their respective owners.

www.xandr.com