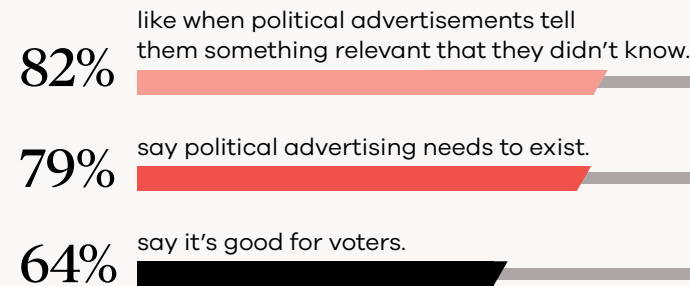


Voter Views

2020 Political Ad Landscape

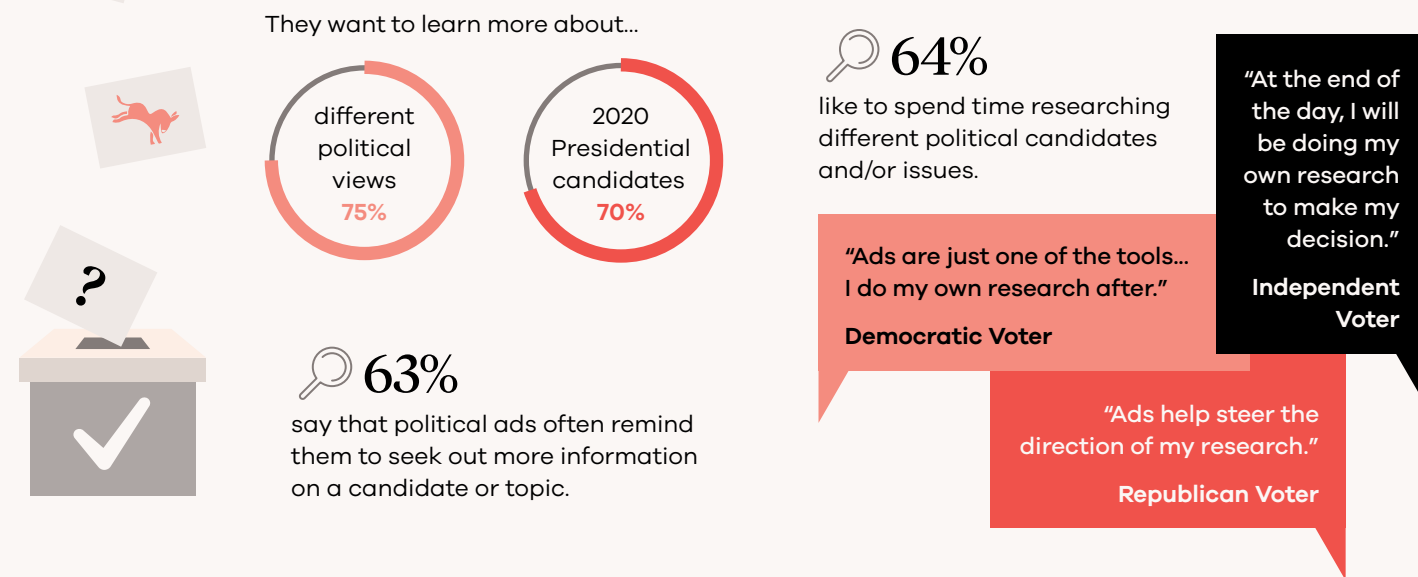
The votes are in — consumers see value in political advertising



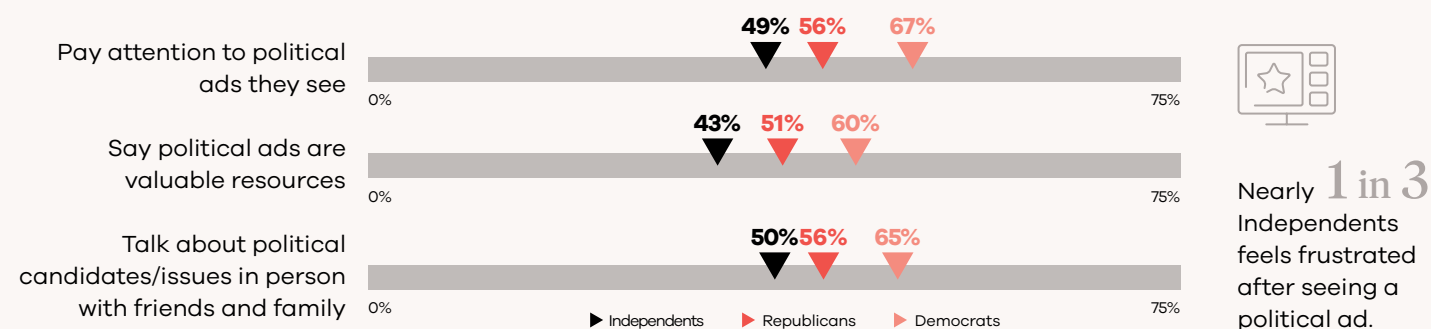
Polarized political environment draws mixed feelings toward 2020 election



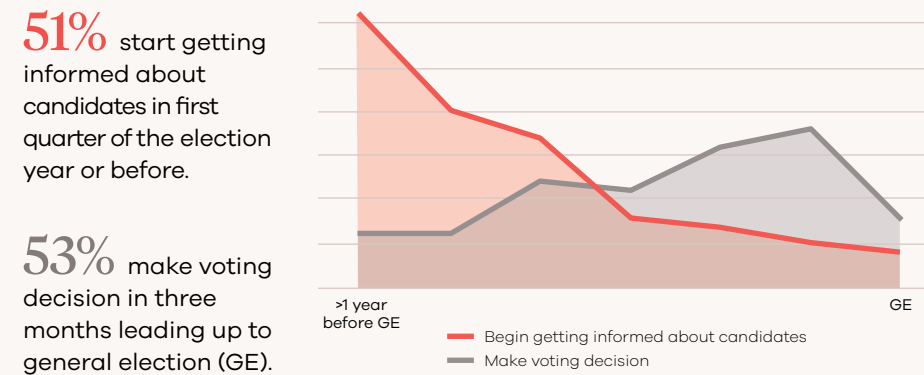
Voters are eager to learn about other parties' candidates, ads inspire them to get informed



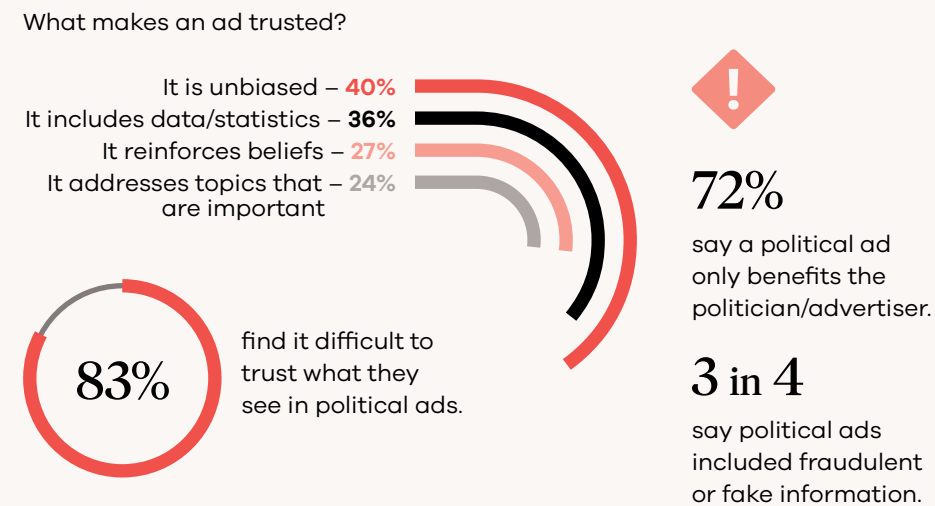
Party dynamics: engagement with political ads varies by party preference



Independent voters start learning early but make their voting decision late



A matter of trust: the biggest challenge to political advertising



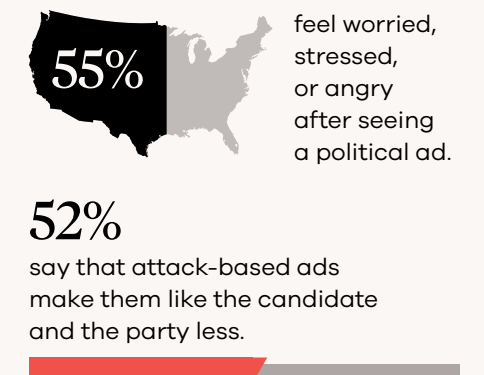
7 in 10 consumers say the most accurate sources for information are:

- ★ live appearances of the candidate in debates, townhalls and interviews.
- ★ subscription news websites.

Following the recipe for relevance: relevant ads are more likely to be trusted and inspire independent research

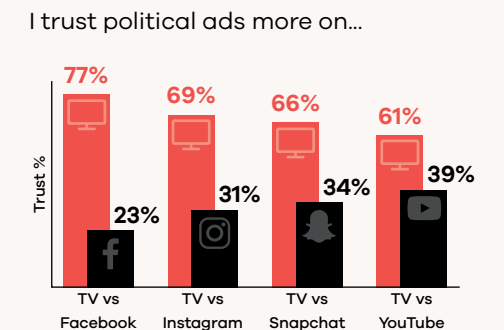
1. Teaches me something new – 34%
Teaches me more about a candidate or issue.
2. Evokes an emotion – 34%
Has a positive tone.
3. Meets a moment in time – 33%
Addresses timely topics in society.

Power of positivity: consumers want less ad bashing



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

Voters will trust ads on TV versus social media



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

