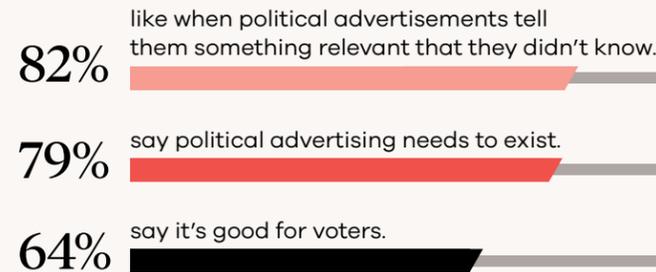


# Voter Views

## 2020 Political Ad Landscape

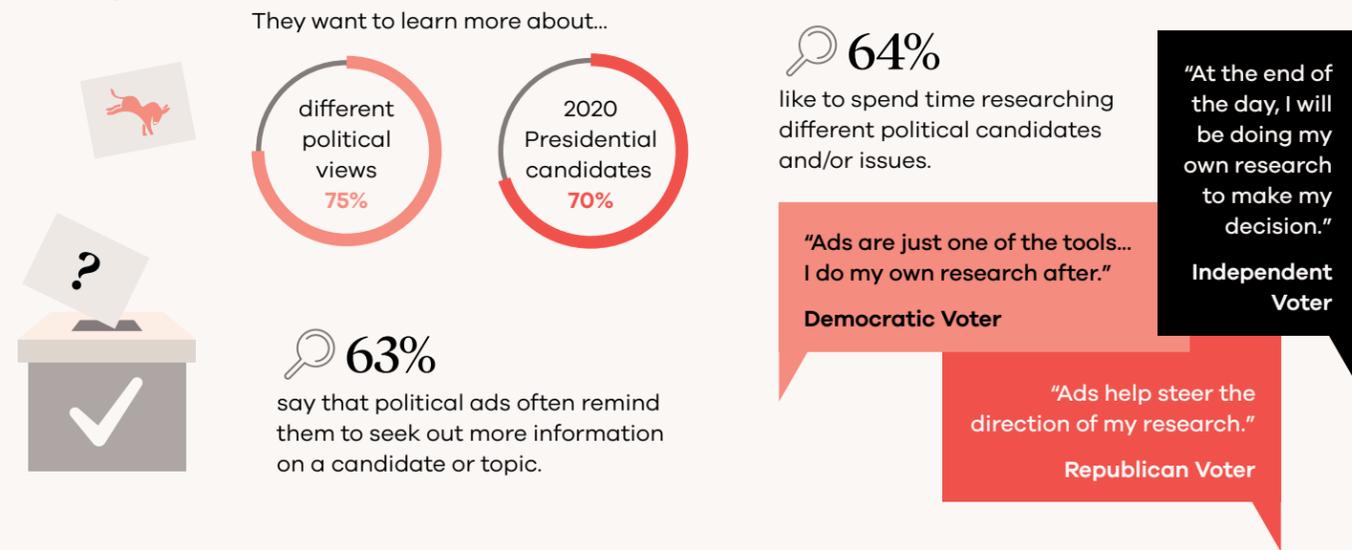
### The votes are in — consumers see value in political advertising



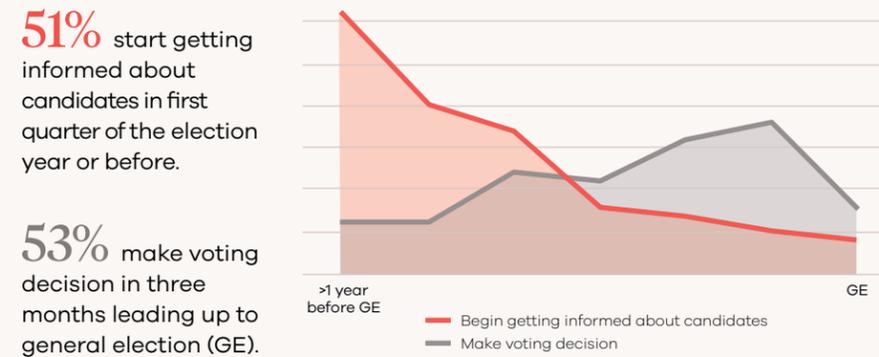
### Polarized political environment draws mixed feelings toward 2020 election



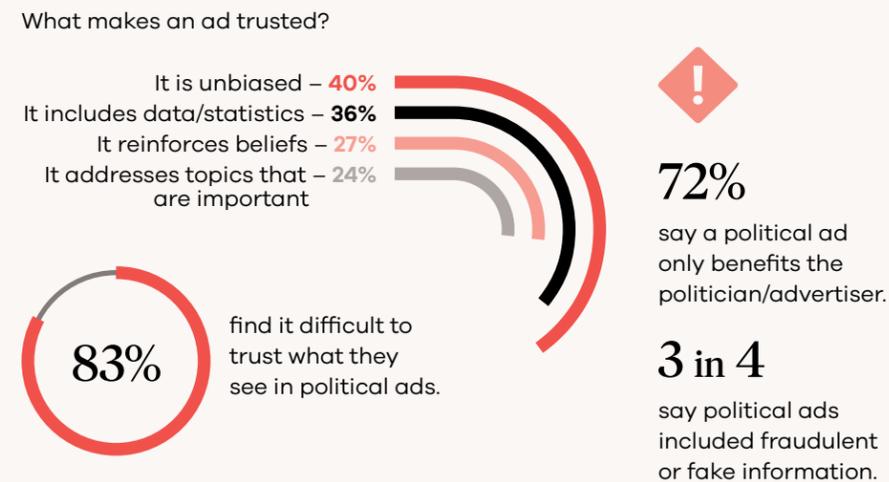
### Voters are eager to learn about other parties' candidates, ads inspire them to get informed



### Independent voters start learning early but make their voting decision late



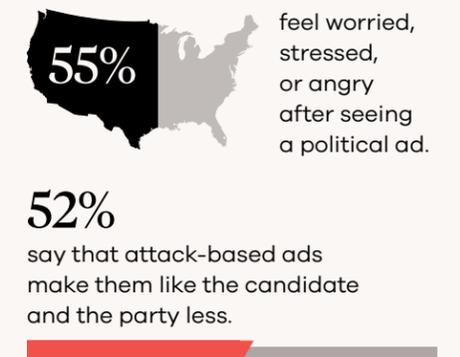
### A matter of trust: the biggest challenge to political advertising



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

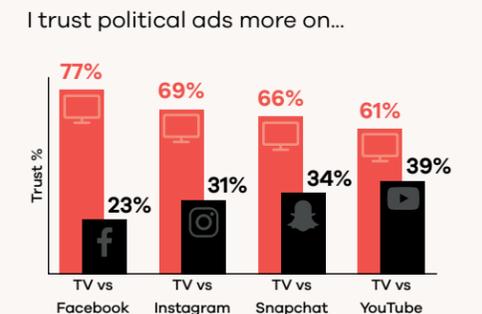
- ★ live appearances of the candidate in debates, townhalls and interviews.
- ★ subscription news websites.

### Power of positivity: consumers want less ad bashing

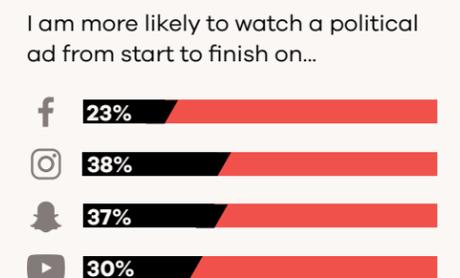


Consumers say removing political ads that are negative in tone is the #1 way to most improve their ad experience.

### 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



### Party dynamics: engagement with political ads varies by party preference

