



Voter's Love Hate Relationship with Political Advertising

PAPOR 2018

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Political Advertisement Persuades by Informing



Who is MJ Hegar?

Political Advertising Tells the Story

Career/Military

- Air Force Pilot
- Earned Purple Heart
- Fought California Fires
- Worked in Health Care

Personal

- Abusive Father
- Mother of Children

Beliefs

- Women's Rights
- Listen to Voters not Lobbyists

Attacks

- John Carter doesn't Listen

<https://www.youtube.com/watch?v=Zi6v4CYNSIQ>

When does Political Advertising Mislead or Misinform?

Democracy Needs Informed Voters

Political Advertising Tends to Tell One Side

Study Objectives

1. Does lack of information on candidates decrease voting?
2. Would early or absentee voters vote differently with late-breaking information on candidates?
3. How do voters use media and political advertisements to inform voting decisions?
 - Federal Offices
 - State Offices
 - Local Offices
 - Ballot Propositions
4. Do the benefits of political advertising outweigh its negative aspects?
5. Does passive measurement back up stated influences?



Our Study Design

Methods

Recruit 450 Panelist from RN-SSI Online App Panel permissioned for

- Metering activity on websites and applications (SamplePlus Meter)
- Tracking geolocation visits (SamplePlus Location)
- Matching to third party voter files (SamplePlus Voter)
- Follow-up survey engagement

322 Completed 5 minute follow-up survey after election day

151 Matched to Voter File from Aristotle

47 Passively Metered week of election by RealityMine

Limitations

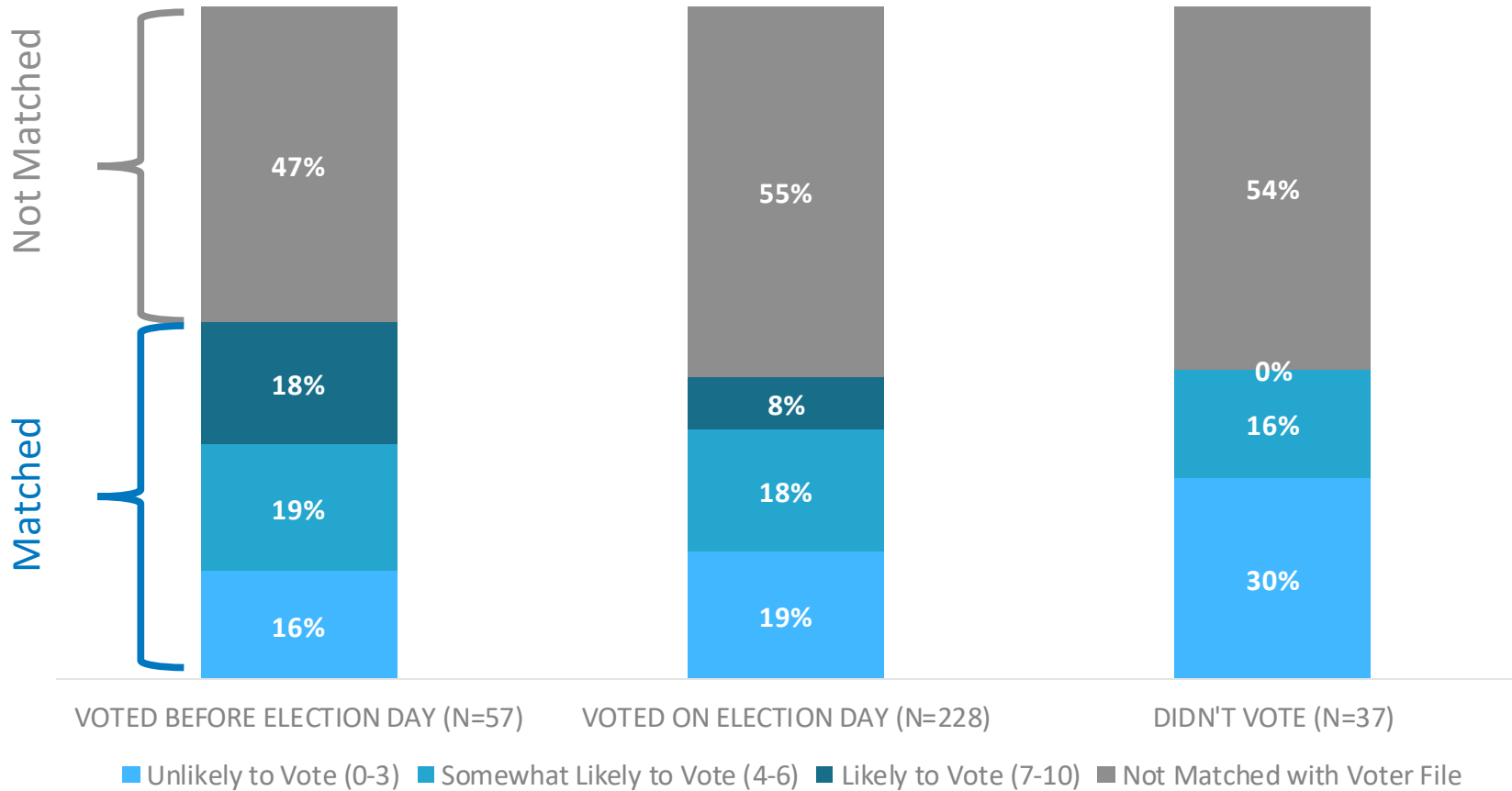
- Not necessarily representative
- Relatively small sample size
- Not in the moment at the polling location

Study Results



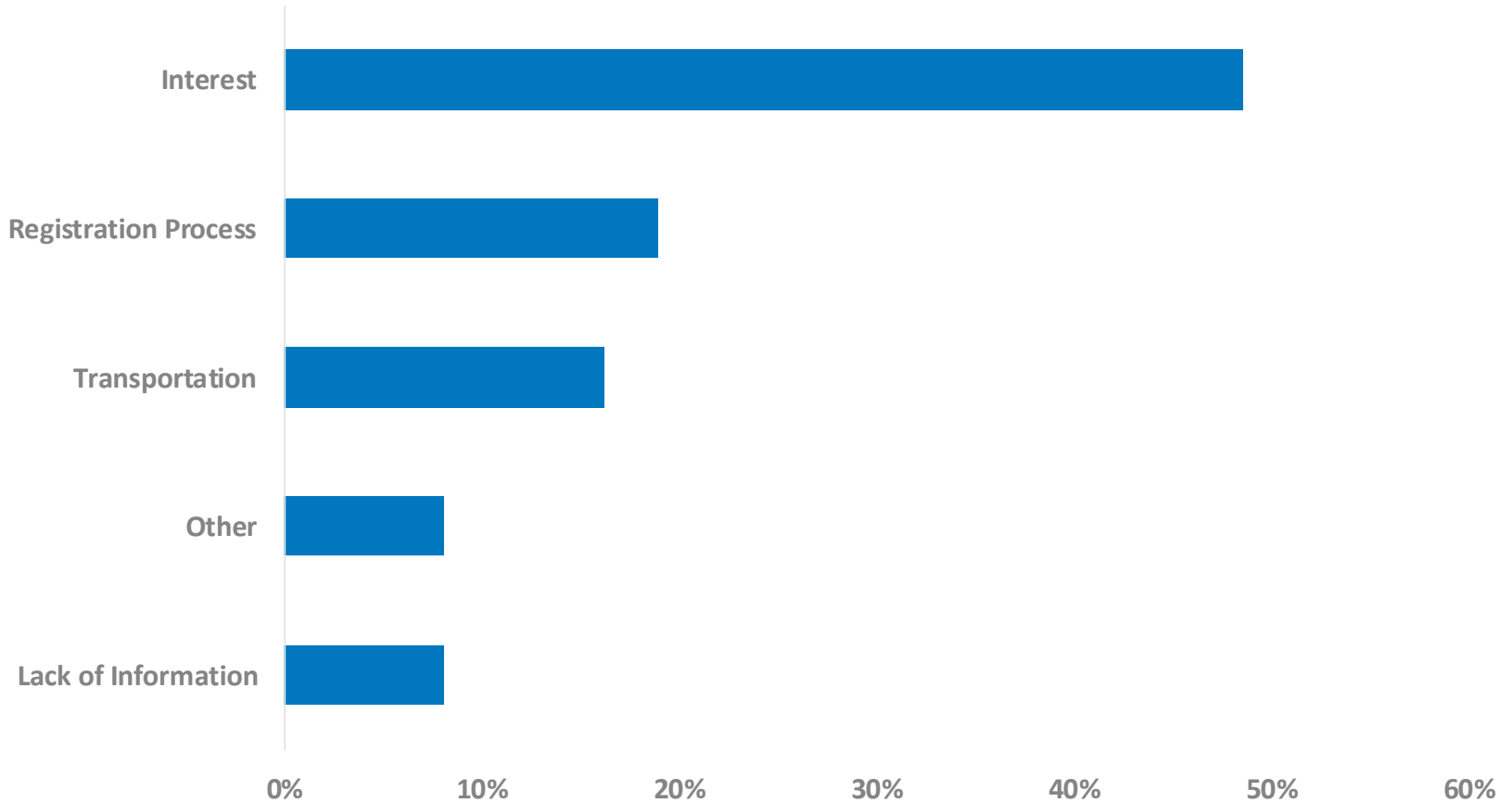
While Many Stated Voters Not Matched to Voter Record Files, Propensity Model Directionally Accurate

Stated Voting by Voter File Propensity Score



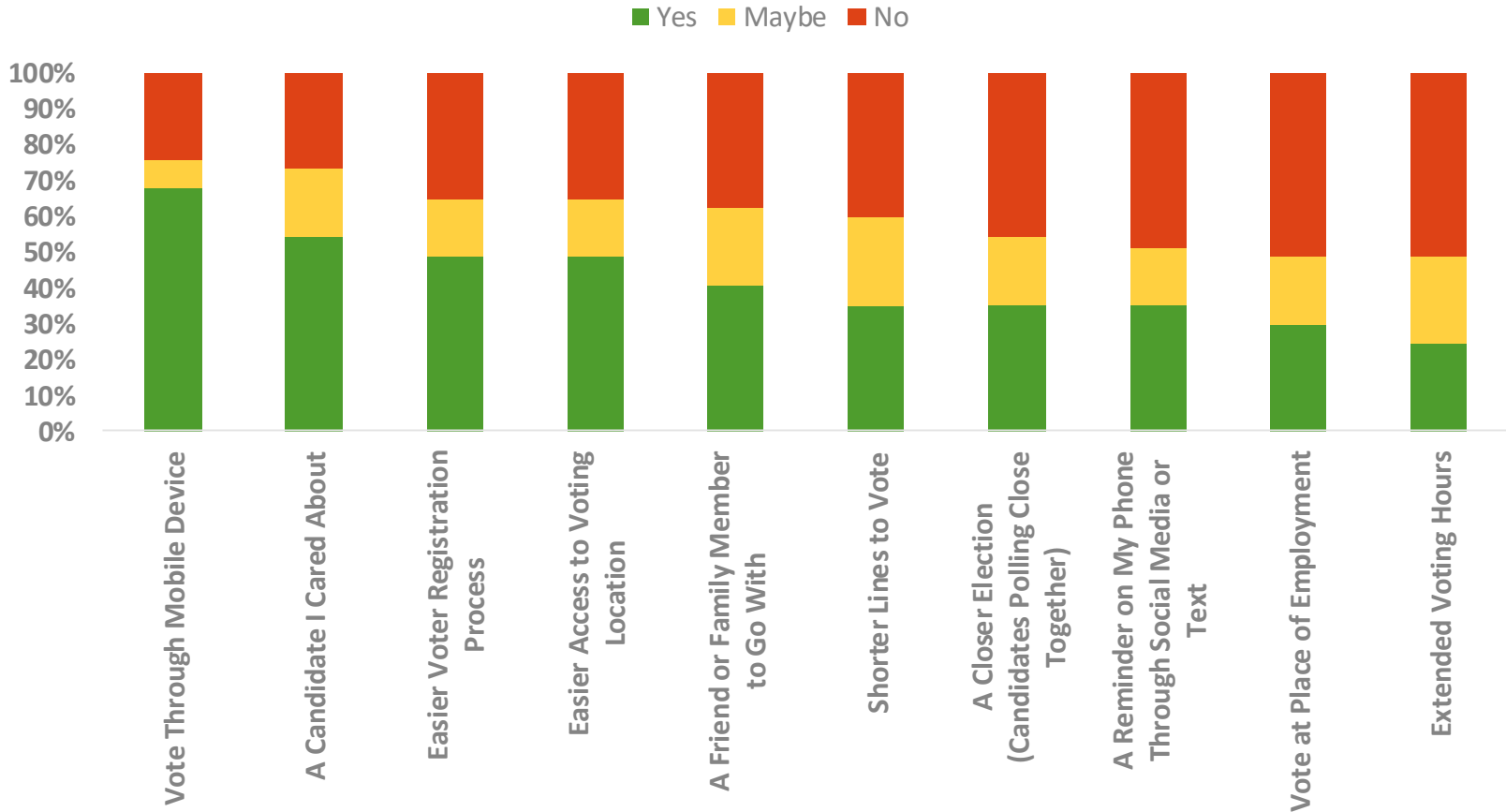
Lack of Information not Directly Responsible for Not Voting

Top Reasons for Not Voting*



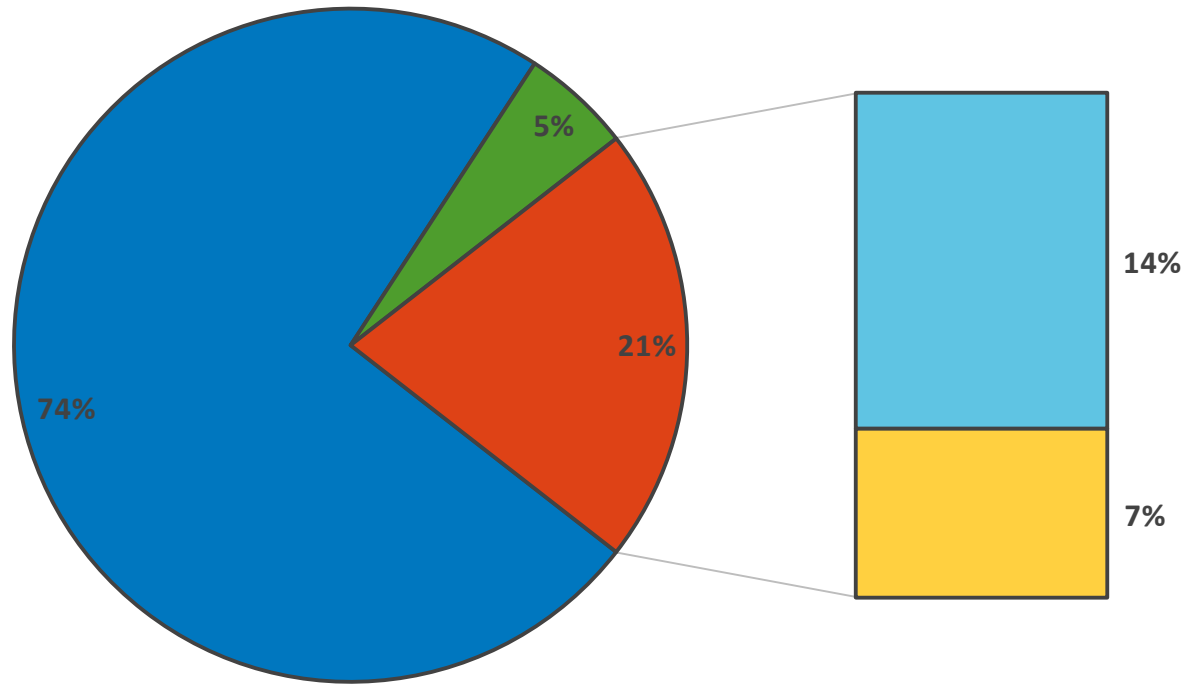
Having the Right Candidate Connection Matters

Top Ways to Convince Non-Voters to Vote*



While Most Early Voters Wouldn't Change Vote, Political Advertisements #1 Reason for Wanting to Change

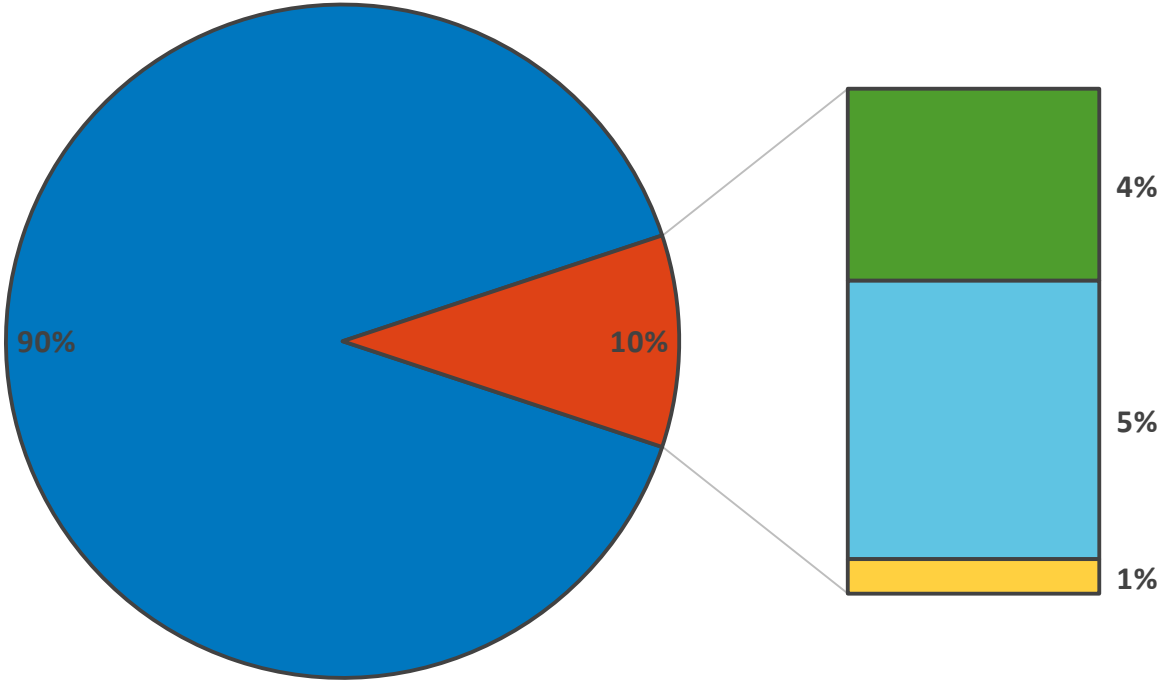
Absentee/Early Voters Desire to Change Vote*



■ Wouldn't Change Vote ■ Don't Know ■ Change Vote from Political Ad ■ Change Vote from Other Sources

A Little Over Half of Partial Ballots from Lack of Information

Completeness of Voter's Ballots*

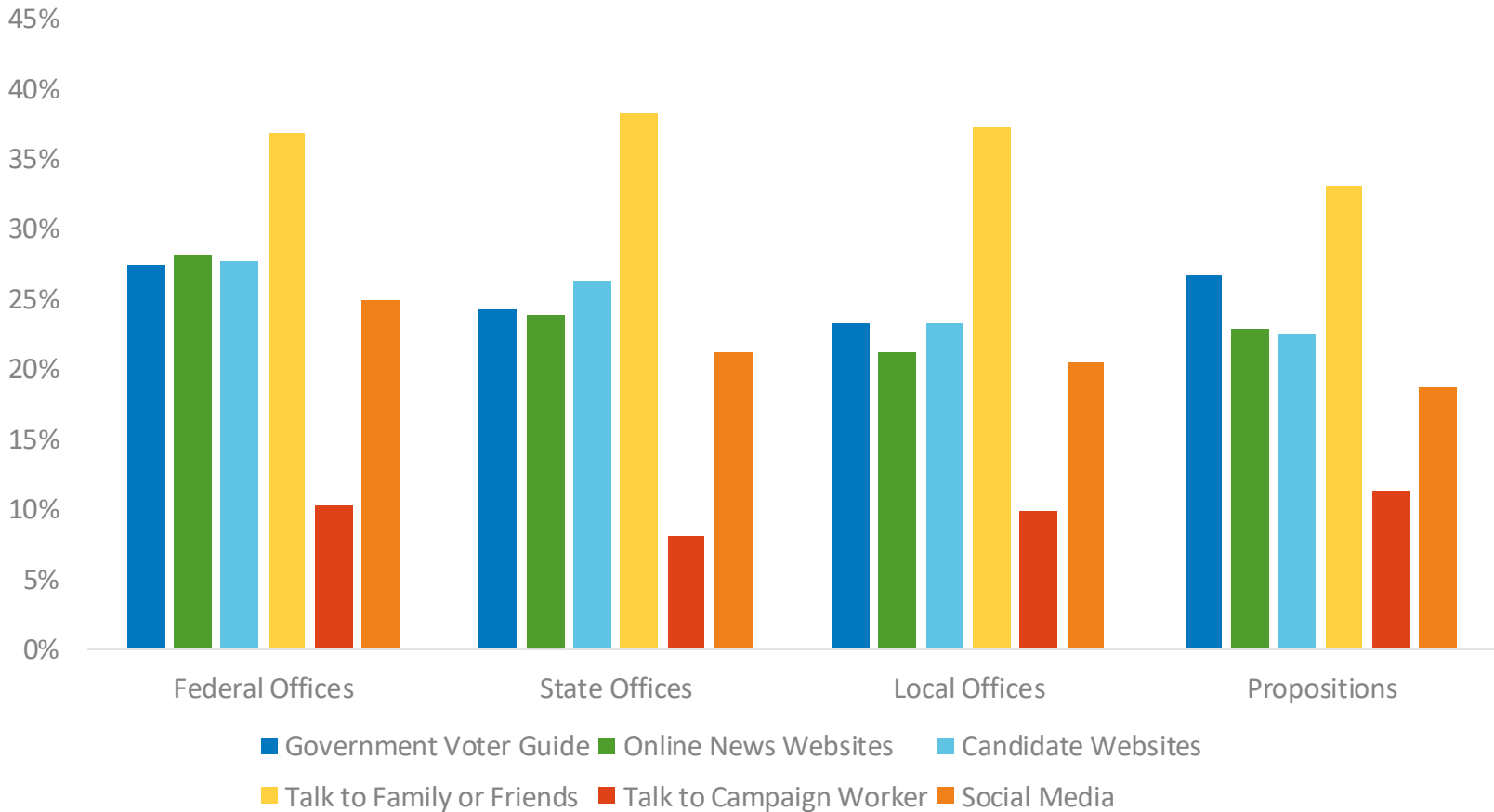


■ Completed Full Ballot ■ Didn't Like Either Candidate ■ Lack of Information ■ Other

*N=285 Voters

Only Small Differences at Local vs Federal Level for Information Sources

Active Actions Taken by Voters to Be Informed



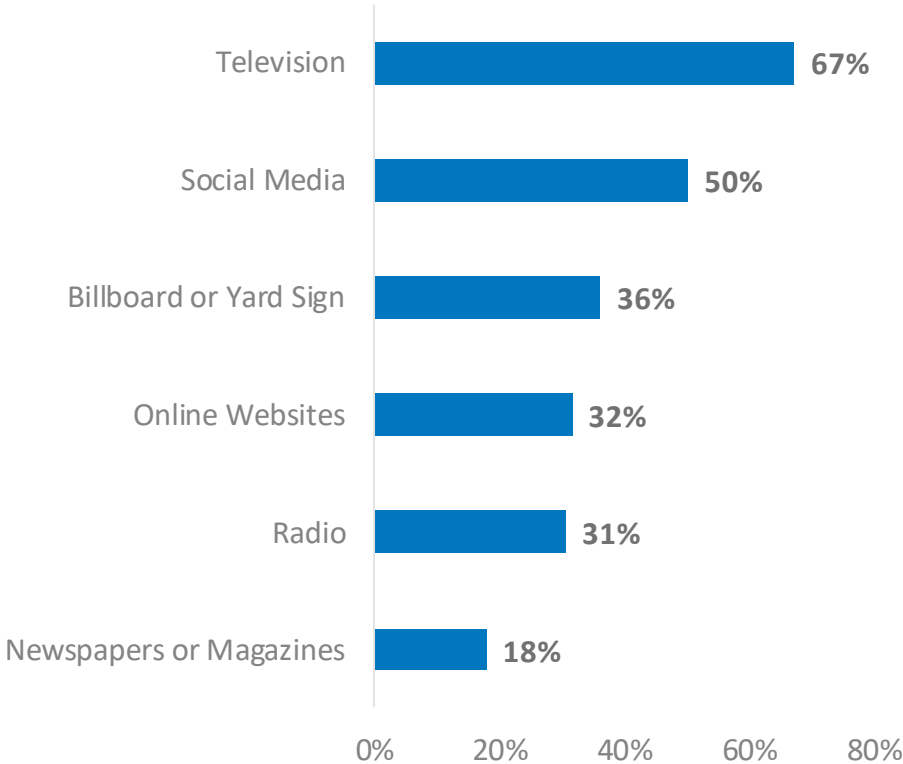


Most (84%) Saw Political Ads in 2018

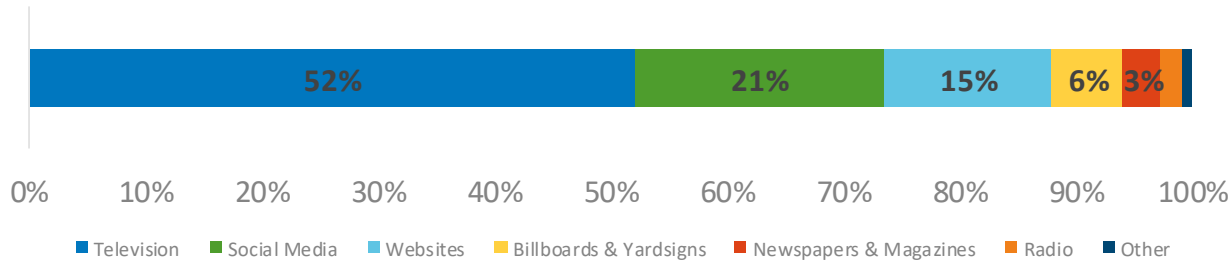
Close to Half (47%) Votes Influenced by Political Ads

TV and Social Media Top Channels

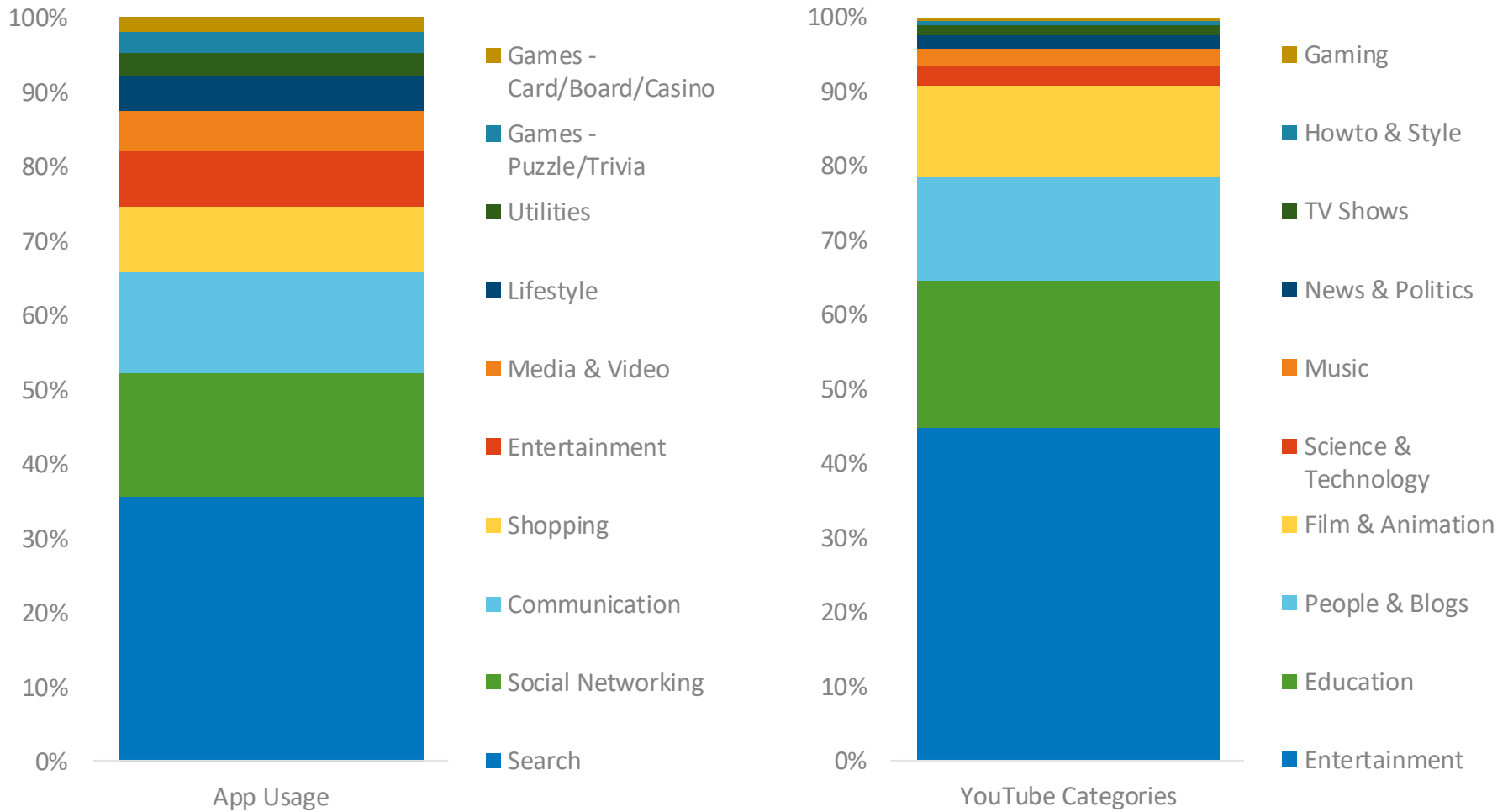
Political Advertising Seen



Most Influential Political Ad Channel



No Indications of Significant Political Advertising Consumption in Passive Measurements



No Indications of Significant Political Advertising Consumption in Passive Measurements

Top 30 Non-Survey Website Domains Visited			
Domain	Duration	Domain	Duration
www.facebook.com	28,696	collector.stats.socialquantum.ru	3,768
www.google.com	21,338	www.amazon.com	3,317
www.peapod.com	15,014	t2.beanstalkdata.com	3,315
s.youtube.com	13,013	news-assets.apple.com	3,280
lithium.facebook.com	10,076	survey.vipvoice.com	3,261
adservice.google.com	8,553	sc-fb-lb.playkot.com	3,120
lt501.tritondigital.com	6,848	ups.managehr.com	2,788
www.pornhub.com	6,436	uk.focusvision.com	2,672
pt.ispot.tv	6,374	ml.t-mobile.com	2,628
m.facebook.com	5,462	www.blowoutforums.com	2,521
r.mintvine.com	5,391	m.funsubstance.com	2,334
webstats.perk.com	4,724	Platform-lookaside.fbsbx.com	2,194
www.jobcase.com	4,073	www.brandinvitation.com	2,193
milwaukee.craigslist.org	3,877	www.tickls.com	1,982
www.californiapsychics.com	3,806	www.shorewest.com	1,683

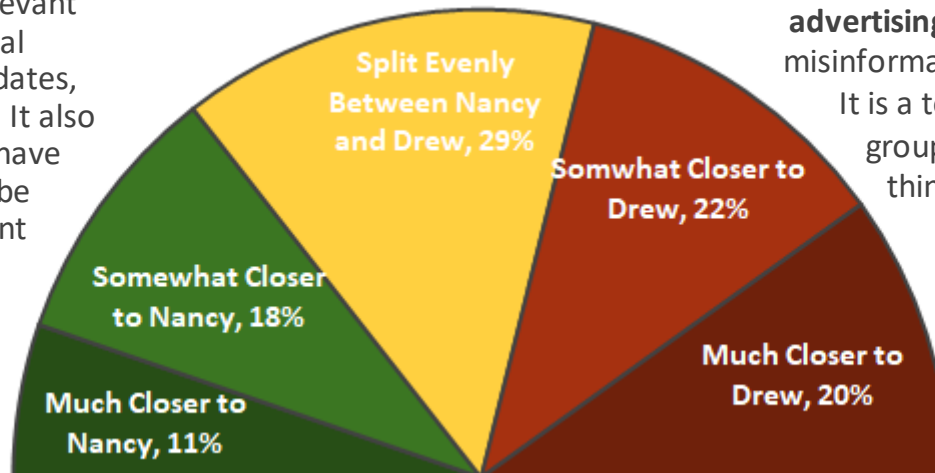
Public Leans Against Political Advertising but Closer than You Might Think



Nancy believes that political advertising is useful and relevant to her as it gives her essential knowledge about the candidates, especially at the local level. It also helps those who might not have served before or might not be famous to get their important messages to the voters.



Drew believes that political advertising is biased and contains more misinformation than useful information. It is a tool of the rich special interest groups to manipulate what people think and polarize the public. He believes that we would be better off if people just didn't pay any attention to these advertisements.





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