

Examining the

Impact of Online Ads On Public Opinion

Disclaimer: No one piece of this deck should be taken as proof that online ads move poll numbers. However, there are a number of interesting findings that each point towards that conclusion.



POLLING AND STRATEGIC DESIGN



Chong + Koster / 1444 N St NW / District of Columbia

Context

The campaign in question was Vote No on Florida Amendment 8. The client's goal was to prevent the measure from reaching the 60% it needed to pass. If it passed, it would have weakened the 2002 class size amendment.

Generally speaking, this was a low information election. Neither the yes nor the no side ran television ads. Pre-election polling was all over the place.

Statewide voters received very little paid communications.

The No on 8 Campaign ran an unusually modern paid media campaign mixing online, mail, and robo-calls.

No on 8 succeeded in keeping the amendment under 60%.



POLLING AND STRATEGIC DESIGN



Chong + Koster / 1444 N St NW / District of Columbia

What They Did

**Statewide it was a very low information election.
But the paid voter communications landscape in Broward and Dade
(combined pop. 4.2 million) looked like this:**

75 million facebook ads

-Older FB users saw about 7500-8500 points.

10.5 million animated banner ads

-Calculated off total population, we're talking about 250 points.

-Calculated off internet users they saw about 350 points.

-Calculated off internet users the "reach" of the networks we bought its about 450 points.

-Heavy internet users probably saw closer to 600-800 points on average.

-Heavy internet users who consume lots of news, saw even more. (We biased towards this inventory.)

-About 25-35,000 Broward/Dade people clicked through, got marked with retargeting "invisible ink", and saw on average another 2000 points.

1.7 million 15s TV ads online

-These are basically identical to a 15s TV spot, except run online.

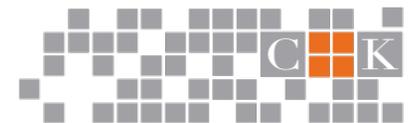
-Based on reach & exposure stats, roughly 1 in 4 internet users in Broward & Dade were exposed to these (~200 points)

Households with likely voters received several robocalls each

One piece of mail was sent to a fairly large universe of likely voters

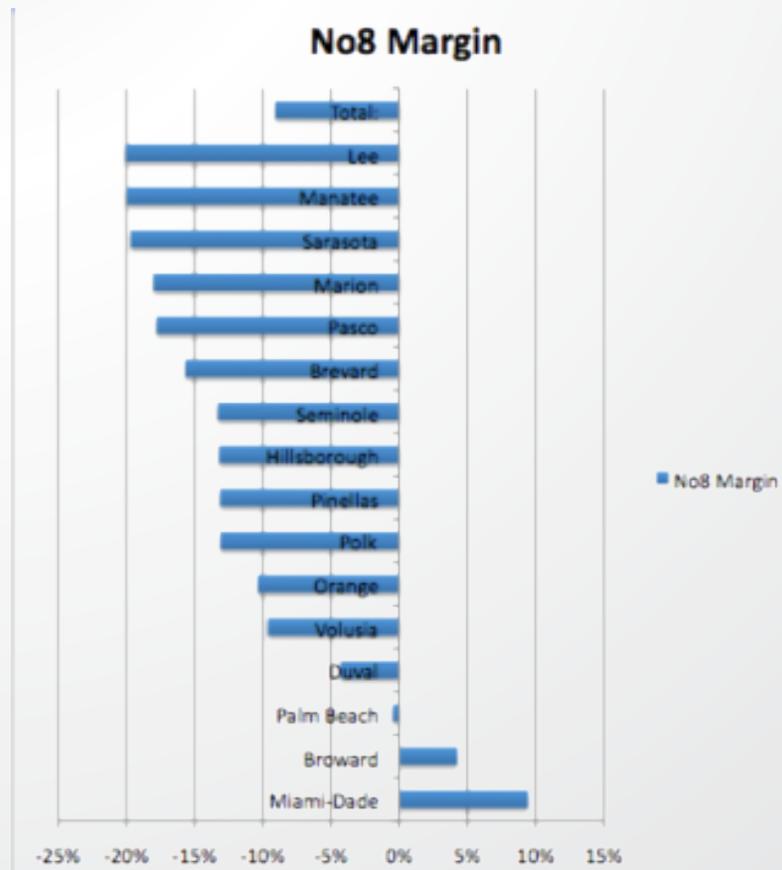


POLLING AND STRATEGIC DESIGN



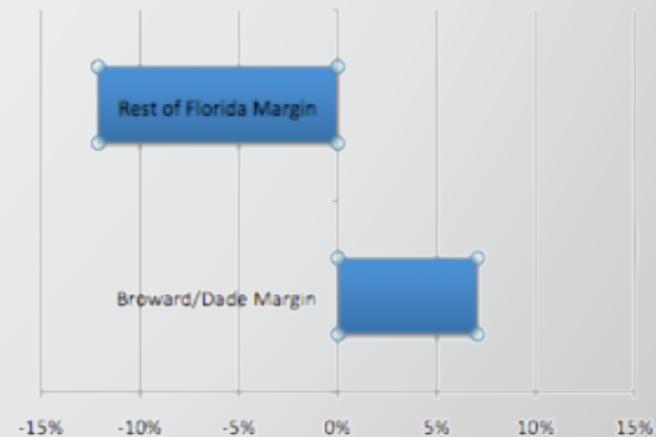
Chong + Koster / 1444 N St NW / District of Columbia

Of the 16 large counties in Florida,
only two broke the way we wanted

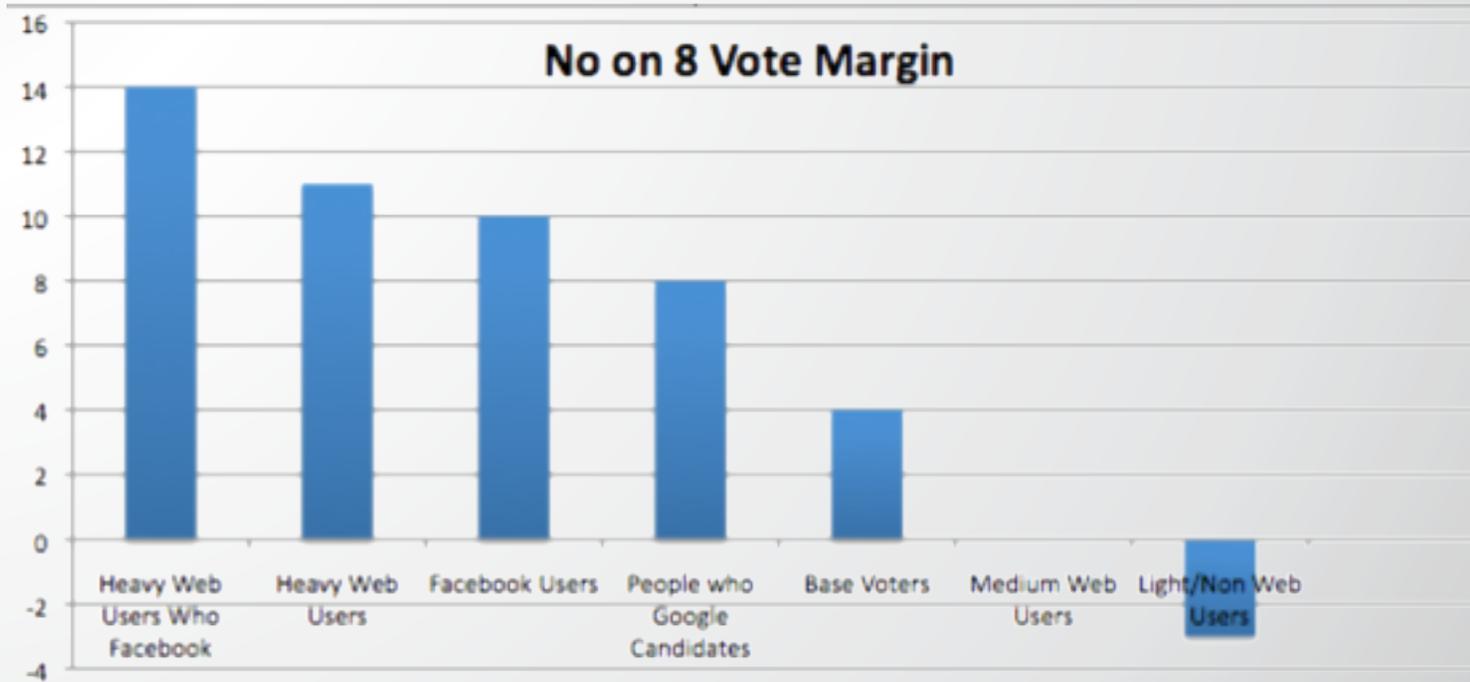


Palm Beach and Hillsborough (traditionally democratic strongholds) broke the other way.

The margin was 19% better in Broward and Dade than it was in the rest of the state.



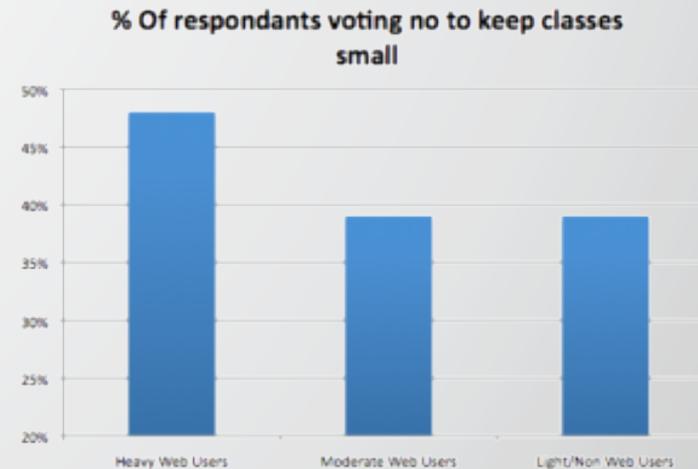
After the election, the client conducted a phone poll of 400 Broward/Dade voters



- This chart reflects the No on Amendment 8 win margin cross-tabbed (mainly) against internet use.
- The online ads were run at saturation volumes, so internet should be roughly analogous to online ad exposure.

We also asked those who voted our way – why?

The most common answer (45%) was “to keep classes small.” This makes sense considering every piece of paid communications (online and offline) pushed this message.

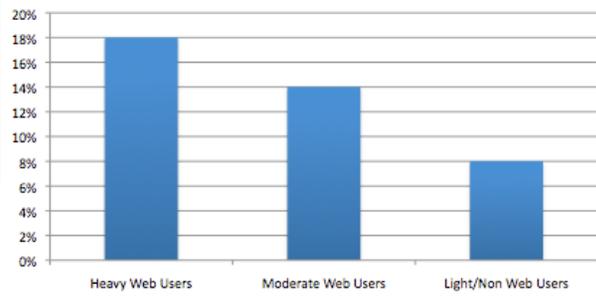


The respondents other common (unprompted) answers seem to correspond with messages they were exposed to in online ads.

Vote NO on Amendment 8
Everybody knows kids learn better in smaller classes.



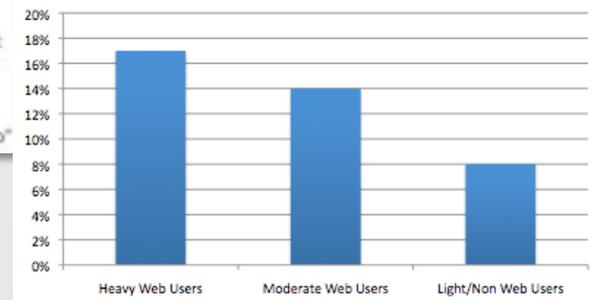
% Of respondents voting no because students learn better in small classes.



NO on Florida Amendment 8
noon8fl.org

Parents are against Amendment 8 because it hurts teachers. It means bigger classes and paperwork - making it harder to teach. Vote "No"

% Of respondents voting no because big classes are harder to teach.



1 in 3 of the people who were heavily exposed to the online ads cited a more nuanced, humanized reason, similar to the messages pushed in the ads (calculated by adding the above numbers.)

By comparison, **only 1 in 6 of respondents who weren't exposed to the ads** cited these messages.