

The newsletter for our worldwide community of market researchers

## CHAIRMAN'S REPORT

### TONY DENT

Hi everyone,

A great deal has happened since the last Synergie; so where should I start - possibly with the decision to postpone the conference "Measuring a changing World – Focus on the young". You may recall that this was originally scheduled to coincide with last October's **Research & Results**. Unfortunately we simply did not have sufficient support for the conference last year and we also suffered from the fact that Catherine's operation had kept her away from providing her usual administrative support. Nevertheless, those of us exhibiting as part of the **AIMRI village at R&R** in Munich had the usual successful time and I can recommend members wishing to promote their services to take a stand at this October's exhibition. **Research & Results** provides one of the highlight events of the year for those engaged in supplying Market Research services.

Moving on from Munich we re-scheduled the conference to coincide with the **Quirk's event** in Brooklyn, New York on the 26th February and I am pleased to say we had a very successful day, the details of which are recorded elsewhere in this Synergie. Our thanks are due to James Endersby for his excellent organisation and effective chairmanship of the day. James was also the initiator of the **Thought Leadership Competition** for the under 30's and I am pleased to congratulate the winner, Rachael Camp and runner up Maryam Hotaki for their very excellent papers and presentations. Summaries of their successful entries also appear in this edition of Synergie and the full papers are available on the AIMRI web-site, as are copies of the other presentations given at the Brooklyn conference.

Time moves on and our next event is the **Insight Show** this April where, once again, we will have an AIMRI village with eight member stands. If you are visiting the show please be sure to call by. I also have the privilege of chairing a special **Insight Showcase** session on the afternoon of the 27th April, details of that session and other aspects of the Insight



Show are provided elsewhere in this copy of Synergie. If you do visit the show we plan to have an **AIMRI dinner** on the evening of the 27th so call by the AIMRI stand for more details, I hope to see you there.

What next? Our **AGM** is in June and we plan a special two day conference with a focus on **Sampling for Market Research**, to be held in the Connaught rooms, London 23rd/24th June. This is planned to be along the lines of the successful **SampleCon** series held in New Orleans over recent years except we would expect it to cover more than online sample. The call for papers will be issued shortly and will also be available at the Insight Show.

We will also be publicising this year's Thought Leadership competition for the under 30's and I hope you will encourage your younger colleagues to put in an entry. Council has also agreed to name it the **Richard Chilton Thought Leadership Competition** in memory of Richard's years as our Secretary and we are seeking donations from members to create an endowment to fund the modest prize of £200 for the competition winner and £100 for the runner up.

Richard Chilton



Then – full circle! It will be back to Munich for this year's **Research & Results**. I do hope to see you at one or more of these events but whether we meet or not, I wish you all a successful Spring and Summer.

Best wishes, Tony.

PS – see the paper on "HOW POLITICAL MARKETING INFLUENCES VOTERS" as a taster to the Insight Showcase session on the 27th.

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## CONFERENCE CALENDAR

Title	Date	Location
Insight Show	April 27/28	London, UK
AIMRI Conference	Jun 23/24	London, UK
ESOMAR	Sept 18-21	New Orleans, USA
Research & Results	Oct 26/27	Munich, Germany

## AIMRI'S FIRST THOUGHT LEADERSHIP COMPETITION

FOR THE UNDER 30s

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# AIMRI AT THE INSIGHT SHOW OLYMPIA, LONDON 27<sup>th</sup>/28<sup>th</sup> APRIL

Members exhibiting at the AIMRI village this year include G3 Translate, 3Q Global and SIS International from The United States, Random Dynamics from Nigeria and Knowledge Navigators from Germany. So be sure to drop by to find out more about their services and how you might co-operate with them on future projects.

Also, AIMRI's chairman will be chairing a special **Insight showcase** discussion on the afternoon of the 27th April. The topic for the session is ***“Trumped Up? – Are the opinion polls and their publicity degrading the political process and destroying faith in Market Research?”***

This session is intended to encourage audience participation and is not concerned to debate the accuracy of polls, nor will it focus on methodological issues; rather it is intended to discuss more social concerns such as:

1. Should polling be banned during national elections?
2. Have the polls and the media been mainly instrumental in creating the Trump phenomenon in the US primaries?
3. Why does polling have a better image in Germany than in the UK and US?

AIMRI members forming the panel will include Paul Nnanwobu from Nigeria, Herbert Hockel from Germany and Richard Sheldrake from the UK. The session starts at 3.30 pm on the 27th and will last 45 minutes.

On the following morning Richard Sheldrake is also chairing a second session on the opinion poll

theme ***“Debunking the accuracy of research: Are opinion polls and focus groups a thing of the past?”*** and both sessions promise to be well worth attending.

The Insight Show coincides with **Marketing Week Live** and together these events represent a unique opportunity to place the research role at the centre of marketing activity. There is an excellent line-up of speakers across both events, including senior representatives from **John Lewis, Spotify, Philips, Unilever, The Walt Disney Company** and **Diageo**, as well as the major International Research companies and sample providers.

As well as the AIMRI village, the exhibition includes many of the world's other **leading suppliers** of software, services and everything in between. Moreover the sessions mentioned above form just two of the many events taking place over the two days in the **Insight Showcase** and **Insight Excellence** theatres. These **free to attend theatres** will host a mix of content from suppliers, industry leaders and knowledgeable educators so be sure to check the list of events and select your preferred session(s).

Please see [www.insightshow.co.uk/exhibiting/sample-visitor-list](http://www.insightshow.co.uk/exhibiting/sample-visitor-list) for an example list of some of the companies already registered to attend. You can join the 6,000 visitors expected by registering at [www.insightshow.co.uk](http://www.insightshow.co.uk). Entrance is **free** for AIMRI members using the code **SESS751** and we hope to see you at the Village.

Taking place over the two days in two separate theatres will be the Insight Showcase and Insight Excellence theatres. These **free to attend** theatres will host a mix of content from suppliers, industry leaders and knowledgeable educators.

**Centre Stage Conference** will look beyond the segmentation and silos of traditional insight and market research. This paid for conference will deliver invaluable discussions and case studies touching on the industry's hottest trends and challenges at the very forefront of the craft. Day pass prices are £300 (one day) and £450 (two days), Single Session pass available now for £125.

So don't be the one missing out, join your colleagues from all the corners of the insight industry at Olympia Central this April.

**Register now!**



AIMRI's inaugural thought leadership competition, open to anyone from an AIMRI agency and under the age of 30, kicked off in style this year with the final contestants being invited to present their papers at our conference in New York. The theme? In line with the overall conference: "Measuring a Changing World – a focus on under 30's".

Unfortunately, neither of the two finalists were able to join us on the day, but they called in and presented remotely to an enthusiastic audience. Both papers were extremely well received.

First up we were treated to in-depth look at Afghani youth in a paper written and presented by **Maryam Hotaki** from **Sample Answers UK**. The title of her paper was "**Shaping Opinions – A case of Afghanistan Young Generation**". Her research paper addressed the current situation facing the youth of Afghanistan, and deliberated the existing social, political and economic challenges they face on a day-to-day basis. It explored and demonstrated how alienated the young generation is compared to those from older generations and covered the factors driving young opinions in the country with a focus on unemployment, the role of education, social media and technology and how the youth foresee their futures? It concluded by considering how young opinions can be mobilised to bring about differences to policy making and planning processes in the country, which ultimately were at the core of this paper.

Next up was **Rachael Camp** from **Opinium Research** with her paper titled; "**Generation S – How has the introduction of social media influenced the working lives, aspirations and ambitions of 18-30 year olds in the UK**". Her paper took us on a journey into the hearts, minds and aspirations of 18-30 year olds who have grown up during the prolific rise of social media, a time when Generation S (18-30s in rough terms) were either studying or starting in employment. Her paper looked at the way in which this development has shaped young people's lives in the UK. She found out a lot about a Generation that are unique in their dreams and aspirations, from who they aspire to, their nutrition and lifestyle, to how they see their future careers panning out. She concluded that this has far reaching implications for brands, employers, educators, government and many more. Her report gives the reader unique insight into what these are and how these organisations can engage with Generation S, and future generations.

All attendees at the conference were asked to vote and these were tallied up at the end of the day with Rachael winning it in a close race.

It was an absolute privilege to be involved in this competition and to receive papers of such high quality, and from such a high calibre of researcher. Huge congratulations to Rachael Camp from Opinium and of course to the runner up Maryam Hotaki from Sample Answers.

## AIMRI'S FIRST THOUGHT LEADERSHIP COMPETITION FOR THE UNDER 30s

James Endersby  
Opinium Research



Following the very popular Research Club Christmas Party held at the Beat in Mortimer Street which those of you of a certain age will recall was the site of the Speakeasy club famous for rock 'n' roll excesses in the 70's. I played there myself a few times back in those days!

So far this year we have been to London, New York, Amsterdam, Hamburg and Warsaw and it is only April!

In February we held our first event of the year at the Steam Wine Bar in London followed by our annual visit to NYC during the highly successful Quirks show with a full-house event at Rocco Tacos with almost 200 attendees. This event was sold out two weeks prior to the event!

Amsterdam was next during the Ilex conference with 120 attendees at the Escape Bar in the heart of the city.

The beginning of March saw us back in Hamburg at a favourite venue the Elbwerk with more than 100 attendees enjoying the fine view over the Elbe river. This month (April) we were pleased to be back in Warsaw after an absence of two years, (has it really been that long!), where we hosted 50 attendees.

**We are looking forward to our next London event during the Insight Show at the Hilton Olympia on 27th April.**

## RESEARCH CLUB REPORT April 2016



John Mackay  
Mr Sample Ltd



# MEASURING A CHANGING WORLD FOCUS ON THE UNDER 30's

The Sheraton Hotel in Brooklyn was the setting for one of the more interesting conferences AIMRI has ever hosted. With speakers from across the continents who's ages spanned more than 50 years - from three young ladies in their 20's to two 'older' men in their 70's, the focus was definitely on the young and provided a wealth of insight into a changing world.

Following the usual welcome to a conference in the US (coffee and bagels) the conference got underway with [James Endersby](#), conference



chair, introducing the keynote speaker, [Kristin Luck](#). Kristin provided us with a great lift off to the day, swiftly dispensed with any concerns about 'labels'. Whether we call them gen y, gen x or millennials, Kristin's point was concerned to provide some home truths about young people as (potential) respondents; beginning with the astonishing statistic that over the past 10 years, on-line surveys have increased from an average of 14 minutes to an average of 23 minutes. This



despite the professional concerns expressed about interview length; however her key point is that long surveys are simply not tolerated by younger people, with one third of under 35 year old's dropping out after 14 minutes, so keep it short! Kristin also provided a number of other 'best practice' tips for on-line surveys including being sure to proof the questionnaire for mobile use (a problem she had identified with the AIMRI

survey on [Training for International Research](#)). The examples given of complaints from younger respondents could, however, be echoed by others of all ages including: *'20 questions to qualify and then you don't qualify'*, *'too many repetitive questions'* and *'too much time for too little money!*

A further point of interest was Kristin's distinction between the younger generation z and the older millennials. She identified the former as *Digital Natives*, who expect technology to work and will take surveys on mobiles, their communication media are Instagram and SnapChat – email is only for school. Millennials, on the other hand, are a social generation – therefore they are best engaged through a community because they will talk on social media about which surveys to bother taking. They also socialise with their parents on social media. In short they collaborate and co-operate with each other.

Finally, Kristin reminded us that these younger people are our clients as well as our respondents and emphasised their expectations for engaging presentations that tell a story, using Infographics and video whenever possible; not forgetting keeping things simple!

A number of Kristin's observations were given further emphasis by the following papers as presented by [Maryam Hotaki](#) and [Rachael Camp](#),



the finalists of the AIMRI Thought Readership Competition. A review of that session appears

elsewhere in Synergie, as does a brief summary of their papers.



Meanwhile, after the coffee break, [Howard Moskowitz](#) provided his unique answer to the question *'How do we engage youth in the research process?'* His answer was quite simple – get the young to do the research!



Howard's concept is to provide young people with an experiential learning program that turns the market research function upside down. Firstly, allowing them to decide what topic is of interest to them (for a classroom project, for an upcoming job interview), then providing an app for creating the questions for a brief survey among mostly adults, and then produce a computer generated report ready for presentation. He illustrated his vision with an example involving candy and further proposed that the resulting report should be available on the web for download by candy manufacturers and retailers for a nominal fee, part of which the child researcher would keep and part going to the provider of the app.

There were many attractive aspects to Howard's vision, not least the expectation that it would gain the genuine engagement of the young, whilst providing them with a valuable educational experience and a means for them to influence the world of tomorrow.

Following a pleasant buffet lunch it was back to business with a presentation describing the

attitudes and behaviour of African Millennials as provided by [Paul Nnanwobu](#), from Random



Dynamic Resources of Nigeria, who described how their perceptions of research, marketing communications and brands are influenced by their inquisitive, tech savvy personas. However, in a similar manner to Kristin, Paul drew a distinction between the younger Millennials and the older, claiming that work is not central to younger Millennials, they want fun and enjoyment and to use their natural talent rather than develop new skills, engaging in social media to promote their 'personal brand'. Older Millennials, on the other hand, have a more positive attitude toward acquiring new skills and training and are more accepting of the Western ways of doing things.

A further contrast was that for older Millennials role models are usually close family members whereas younger millennials often follow YouTube stars and although religion (whether Christian, Moslem or Traditionalist) remains a strong element of society in Nigeria as elsewhere in Africa, it needs to move with the times to remain relevant, because change is already happening for example head covering is worn less now. He described younger Millennials as wishing to be seen as smart, trendy, and successful. Using tattoos, piercing, sun glasses as external expressions of self with a strong western influence (particularly music stars), hairstyles constantly changing, jewellery, nails, eyelashes – all things that they can keep changing to stay fashion conscious. Implying that access to the internet forms a crucial element to their lives with many content to study on-line as well as using social media to discuss things, with ratings by their friends important guides to action. In particular they are very savvy online customers, using the internet to review the merchandise and to find the lowest price; as a result they lack brand loyalty. Paul also offered the advice that *face-to-face research* is the only trustworthy means of collecting research information and that



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# MEASURING A CHANGING WORLD – FOCUS ON THE UNDER 30's ... continued

social change is such that responsibility for *head of household* is shifting toward the females in Nigerian society.

The conference was then transported a few thousand miles to learn *'What's driving American Youth?'* as presented by *Jillian Kramer* of Ypulse, based upon their Syndicated survey of



1000 millennials (13-33) each month. Jillian characterised her respondents as having largely grown up in prosperous times, and being team oriented, risk averse, optimists, who are both energetic and confident; pointing out that there are more Americans aged 24 now than any other single age in the US. It transpires however, that they have a lot in common with their counterparts in Nigeria with a lifestyle that appears to be largely dominated by the web; 98% of millennials have a mobile phone with 83% using a smartphone and almost half (44%) look at their phones six or more times each hour. However, there is a desire to be different – *'unique is the new cool'* because many millennials grew up being told that they were special and can achieve anything - 92% of Millennial parents agree *"it is important that my children know they are special or unique."* Although guaranteed success may not have been delivered, despite the expectations they were brought up with, standing out and being unique is still achievable. So they seek to stand out on social media to get likes and followers, their posts and their style can't look just like everyone else's. A minority of 35% would, however, prefer to be considered normal against 65% who would like to be considered different. But a key feature as to how they view their lives is evidenced by the 75% who agree there is never enough time in the day with 87% having put off doing a task because it would take a long time – much as Kristin had advised us earlier in the day. Other statistics provided included 39% agree that *"I'm less patient now than I used to be"*; 75% *"hate things that waste their time"* and 54% have gone to a store intending to buy something but left empty handed because the check-out line was too long – BUT they will wait in line for an experience, particularly if the line is part of

Tony Dent  
Sample Answers  
AIMRI Chairman



the experience. Nevertheless the on-line world provides them with the easy life they seek with 62% ordering household necessities online and 65% using a restaurant ordering app. Her key example of the desirable functionality being the *Push for Pizza* app where everything is already entered on the app so you just have to press the button and it is delivered; 54% of 18-32 year olds think apps like these are the way of the future.

Following a short tea break *Tony Dent* (AIMRI Chairman) described the primary reasons for



selecting the focus on youth as the conference theme as a means of Measuring a Changing World. He began by stating that a major reason was the frequently used expression that *"Youth is too important to be left to the young"* and confessed that, despite the power of the web, he had been unable to find the origin of that expression. Regardless of that observation Tony was keen to remind us that *"The young are our tomorrow"* as they have always been and he reminded us of how things had changed during the past 50 years – change brought about largely by younger people against reactionary forces who always dislike change.

*James Endersby* brought the conference to a close with a short question and answer session and it was evident that all attendees had enjoyed an interesting and valuable day. As one attendee said *"I found the theme to be terrific - the insights about youth in Afghanistan (and later about those in Africa, presented by Paul) led me to feel that various technologies (internet, social media, smartphones, video chat, etc.) have combined to level the playing field and create more similarities than differences among this generation, wherever they live"*.

He summed up by saying: Wherever they are, youth is frustrated by the older generation; they are often nowadays better educated, but less employed. However, what's different today is the lower barrier to entry for entrepreneurs. They can be young and lacking much (or any!) money but still they can become a YouTube star in any number of categories!

**Editor's note:** Jon Christens is director of communications at Kelly Scott Madison (KSM), Chicago. Elizabeth Kalmbach is the firm's vice president, group media director, and Darrell Drake is vice president, research. This article is an edited excerpt from KSM's winter 2016 issue of *State of Media*.

Over the past two decades, political polarization in the U.S. has grown considerably. In fact, Pew Research claims that Americans are now more polarized than they've been since the Truman administration. Why the growth in division, especially in more recent years? Some attribute the divide to the apparent political parochialism that many consistently liberal or consistently conservative voters consign themselves to in today's technologically-siloed society. With an ever-expanding amount of information sources to consume, many can stick to reading only the media that tends to align with their views.

So if political polarization has been exacerbated over the past 60 years, how do marketers tap into those amplified passions in the most effective way possible? To answer that question KSM and ORC International teamed up to conduct a consumer survey to see how the general public feels about political marketing. More than 1,000 U.S. adults, 18 years of age or older, were asked questions ranging from their sentiments toward various types of political ads and media formats to their thoughts on exposure timing and new targeting tactics.

In this article we will look at when individuals begin researching candidates, breaking behaviors down by party affiliation and age groups, as well as the most influential sources of information for voters. In Part 2 we will provide a look at the power and purpose of political advertising as well as the public view of political ads on new, online formats.

## When does the public start researching candidates?

To craft any marketing effort, one of the most logical places to begin the brainstorming process is with campaign timing. Understanding the flight dates helps shape key considerations regarding possible messaging and event alignment. In politics, the act of researching candidates and key issues is tied closely to the proximity of election days. However, when analyzing this behavior across party affiliations and age groups, some interesting differences arise.

Millennials will continue to be heavily prized by political candidates for their growing importance in upcoming elections but the group is often criticized by some strategists as being disengaged from traditional political and media formats. Looking at the timing of when certain groups begin researching political candidates, Millennials surprisingly differ from some larger trends seen across other age groups.

When asked how early respondents begin researching presidential candidates, KSM's political marketing survey uncovered that Millennials are actually more likely than Baby Boomers to vet candidates very early in the campaigning process. The difference is a statistically significant 38% of Millennials who say they begin researching presidential candidates one year or more prior to an election, compared to 27% of Baby Boomers who do the same. In other words, Millennials are 1.4 times more likely than Baby Boomers to research candidates early on. Generation X nearly splits the difference at 31%. 35% of Baby Boomers (this group's most popular answer) and 31% of Gen X research just three to 11 months prior.

What are the forces driving Millennials to start analyzing the field early on and Baby Boomers to hold off until the primaries really start moving into high gear? The casual observer could chalk this difference up to the relative inexperience of younger voters who may not realize that names change often during the typically yearlong process leading up to primaries and prior to a party naming its nominees. But it also shows that when compared to other generations, Millennials are engaged early on in the rallying process and this could mean they have more of a sense of involvement in the campaigning process from start to finish. This might especially ring true when looking at the overall engagement Millennials have with politics on social media. It's no secret that this age group is more open to interact with civic and political content on social networks. In fact, a Pew Research study stated that 48% of 18-to-29-year-olds make the choice to further investigate political or social topics as a direct result of what they read on social networks, and 57% claim they "engage in political activity on social media and nowhere else." Pair the relative ease and extremely low cost of creating and supporting social pages with the perception from Millennials that social is a safe place to express oneself and it makes sense to infer that many users begin their first campaign interactions on social well before the primaries.

When it comes to research timing comparisons among party affiliations, the numbers also vary substantially. For instance, about one-fifth of Republicans claim they begin the research process for midterm candidates between six to 11 months prior to that region's respective Election Day. That group, representing the largest subset of Republicans when looking at midterm researching activity, was followed closely by the third-largest subset of 19% who claim they start

# HOW POLITICAL MARKETING INFLUENCES VOTERS: PART 1

The authors look at the influence of political marketing, breaking down voter research behaviours by party affiliation and age groups.

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### Published:

April 2016  
QUIRKS Marketing Research  
Media article

### Article ID:

20160425-1



vetting competitors between three to five months before Election Day. Compare this with midterm numbers for Democrats and independents, and some stark differences arise. The latter two groups claim they either don't start their research process until a couple of months prior to Election Day (17% for both Democrats and independents) or go as far as stating that they don't research midterm candidates at all (25% of Democrats and 26% of independents). This data seems to indicate that Republicans place a greater importance on midterm elections than members of the Democratic Party or independents. A finding like this makes sense after thinking back to the past two midterms, when Republicans were focused on gaining control of both the House and Senate during Obama's presidency.

A surprising finding appears when going back to respondents who claim they "usually know who [they're] voting for without conducting extensive research" for both presidential and midterm periods. Overall, when looking at research timing for total adults 18 or older, the highest percentages are from those who claim they conduct no research prior to either presidential or midterm elections. A quarter of respondents marked this answer for midterm elections and 23% did so for presidential. When breaking these answers down by party affiliation, 25 and 24% of Democrats don't research prior to midterm and presidential elections, respectively. For independents, the numbers were 26 and 22% for midterm and presidential elections, respectively. All four of these subsets represented the largest percentage of respondents for their respective parties' answers. Republicans, on the other hand – while still having high percentages of non-researchers at 20 and 17% for midterm and presidential, respectively – had other higher percentages for research period habits.

Is this a sign that nearly a quarter of both Democrats and independents feel they rely more upon emotion than research when voting? Or do these individuals simply have a stricter definition of research than other groups and are possibly implying that they rely upon sources like political debates and word-of-mouth to form their voting decisions? While an exact answer to that question cannot be made based upon this survey's data, political marketers should still make a note of key research period differences between the parties and age groups.

### Most influential sources of information

Moving on to rank the most influential sources of information to voters, 73% of all respondents listed televised debates in their top three, 71% listed news reports and 62% listed friends or family. Theatrics and showmanship aside, findings to support the great importance of televised debates in the eyes of voters exist in numerous studies conducted in both the U.S. and U.K. and are often cited by political experts. A *U.S. News & World Report* article stated that televised debates are "one of the top sources of information for voters," and a 2015 Panelbase survey claimed that the big media outlets and debates often "led online conversations." Political ads, on the other hand, ranked near the bottom in terms of perceived influence for both total respondents and across all political party affiliations, which is to be expected. In general, when consumers are asked to choose the overall level of influence or trustworthiness between sponsored and non-sponsored content, non-sponsored content often ranks higher.

But when asking all respondents to focus on ranking just the most effective advertising formats that influence voting behavior, television had the most support, with 26% of all respondents ranking it as either extremely



or very effective. This format was followed closely by print ads (newspaper or magazine) with 22% and social media ads with 19% of all respondents placing them in their top two most effective formats, respectively. This data not only reinforces the importance of a solid cross-platform presence if the specific campaign is a good fit but also emphasizes the need for creativity in these integrations. For instance, aligning a candidate's social dialogue efforts with key debates and thinking of ways to generate spontaneous and shareable content (e.g., memes, GIFs, hashtags and reactionary posts) is absolutely essential.

Rankings in preferred ad formats across political affiliations mirrored practically all of the findings for total respondents. However, overall percentages

showing influence rankings for Democrats across the top four "extremely or very effective" formats (TV, print, social media and online video ads) were higher when compared directly to those of independents and Republicans. Democrats averaged 5.25 percentage points higher overall in their rankings of the top four formats and actually diverged from the other two parties by awarding the number five spot to outdoor ads instead of radio. Because outdoor includes ads on public transit, taxis, buildings and billboards, and urbanized areas have a higher concentration of these formats, it makes sense that liberals would claim outdoor as more influential than other party-affiliated respondents. Everything from voting behavior to a 2014 study from the Pew Research Center showing liberals' preference for living in cities and conservatives' for the opposite can back up these findings. So what's the biggest takeaway for marketers targeting liberal voters? Once again, get creative – but this time with out-of-home efforts. For those homing in on conservatives and independents, TV and print are still the most effective tools, followed in order by social, online video and radio ads.

When looking to age breakouts, a finding that seems to contradict much of the common rhetoric surrounding Millennials presents itself again. Surprisingly, this group feels that TV ads are the most effective format for politics, with 38% stating so, followed closely at 35% by social media ads. Online video, print and radio ads – at 30, 29 and 25% respectively – rounded out the top five for this group. Clearly, this throws some water in the face of those who say Millennials are not tapped into traditional media sources and are only engaged with online formats when it comes to politics. Data from one of Nielsen's latest media consumption reports backs this up, indicating that 78% of young voters (18 to 34) watched broadcast TV in the past week. Even more Millennial myth-busting arose from data regarding overall interest levels in political advertising.

