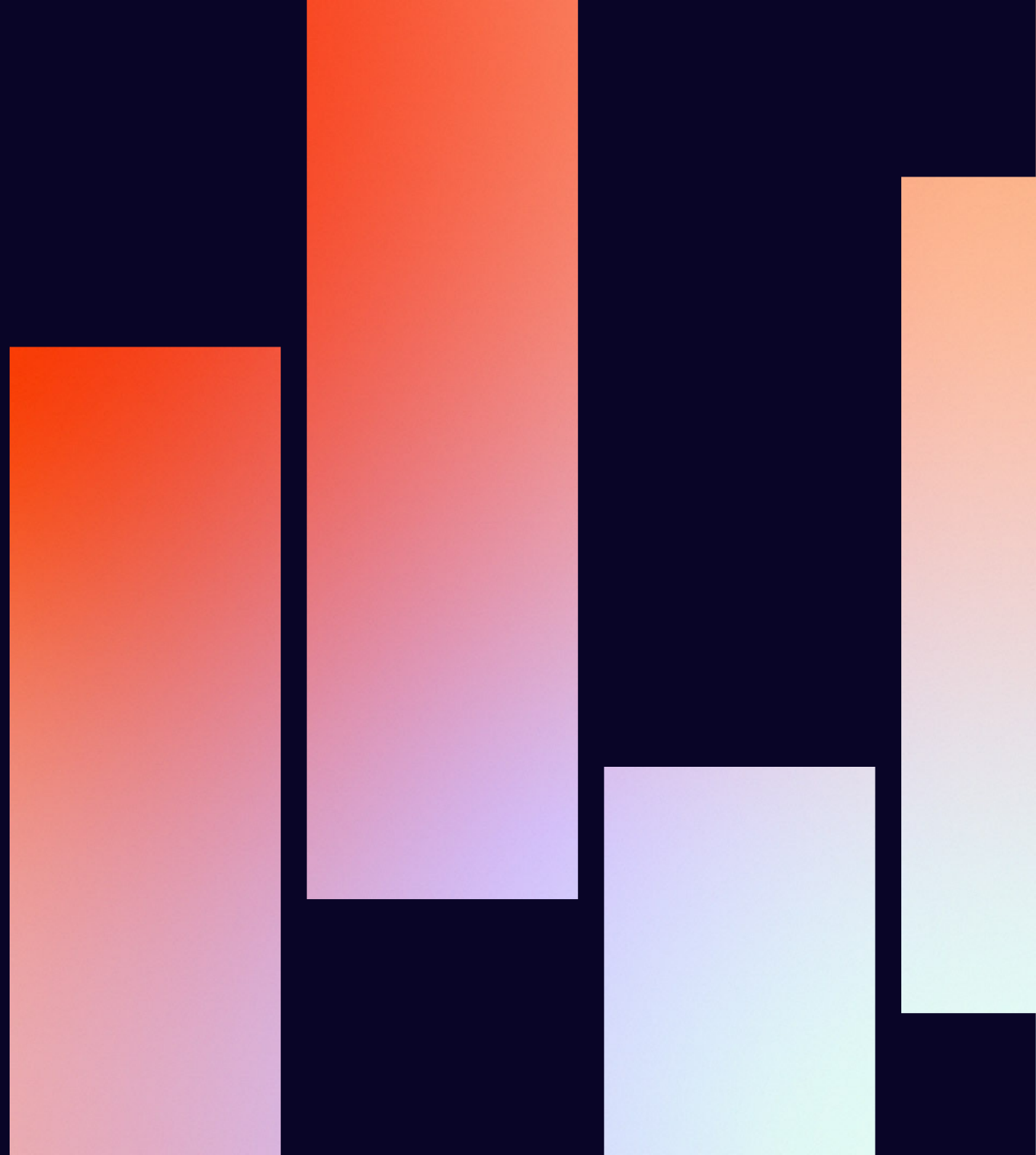




Shifting the Vote: the Power of Audio

Pre



Public Opinion Strategies, a polling firm, conducted a study to determine Audio's effectiveness in boosting election turnout and voter response to candidates.

Statewide Virginia survey

- Sample of n=800 likely voters
- Conducted September 8-12, 2021
- Focused on Virginia gubernatorial race

Since the founding of Public Opinion Strategies in 1991, the firm has conducted 10 million interviews, completed a total of 24,412 projects, and currently represents six governors, ten Senators, and 50 Members of Congress. Since 2004, along with its Democratic partner, the firm conducts The NBC News Poll and, since 2007, the CNBC All-America Economic Survey. The firm now has 12 partners, is the largest political and public affairs survey research firm, and among the 50 largest research firms in the country.

**Both candidates
spent in Audio, but
Youngkin(R) began
running ads sooner**

Terry McAuliffe (D)

Began spending in Audio
around 9/12



Glenn Youngkin (R)

Began spending in Audio
leading up to 9/8



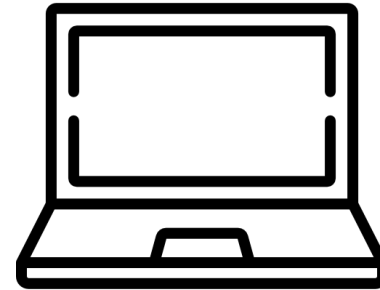
Audio translated to the largest ballot lift for Youngkin (R), more than TV and digital

Audio



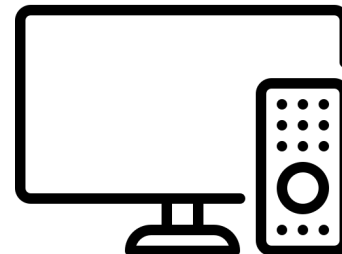
6-7% Lift

Digital



4-5% Lift

TV



2-4% Lift

Audio can also be supplemental to TV, providing a larger ballot lift than TV paired with Digital

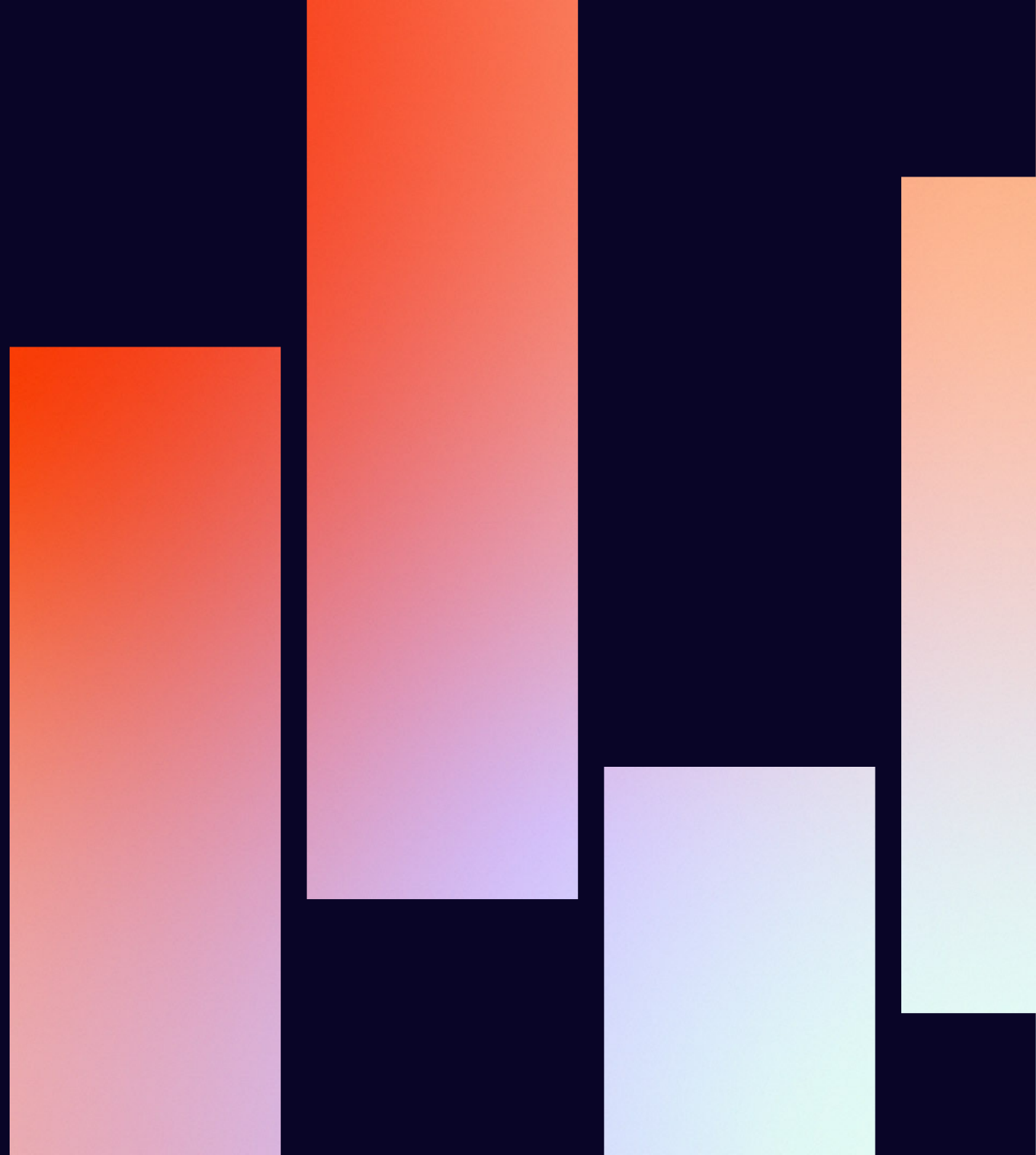
TV & Audio

+7%

TV & Digital

+5%

Post



Public Opinion Strategies, a polling firm, conducted a study to determine Audio's effectiveness in boosting election turnout and voter response to candidates.

Statewide Virginia survey

- Sample of n=800 likely voters
- Conducted November 2-7, 2021
- Focused on Virginia gubernatorial race

Since the founding of Public Opinion Strategies in 1991, the firm has conducted 10 million interviews, completed a total of 24,412 projects, and currently represents six governors, ten Senators, and 50 Members of Congress. Since 2004, along with its Democratic partner, the firm conducts The NBC News Poll and, since 2007, the CNBC All-America Economic Survey. The firm now has 12 partners, is the largest political and public affairs survey research firm, and among the 50 largest research firms in the country.

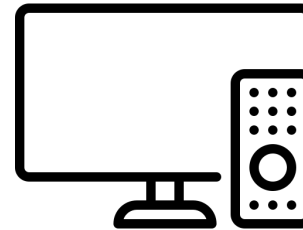
Audio translated to the largest favorability lift for Youngkin (R), more than TV and digital

Audio



+21 Favorability
+6 Youngkin on the Ballot

TV



+3 Favorability
-2 McAuliffe on the Ballot

Digital



+3 Youngkin on the Ballot

By Effectively Using Audio to Supplement His Campaign, Youngkin Claimed Victory in Virginia

The New York Times

Glenn Youngkin's Journey From the Heights of Finance to the Top Tier of G.O.P. Politics

Helped by his personal fortune, the victor in the Virginia governor's race won over voters who were put off by Trumpism but were not, it turned out, entirely opposed to elevating another Republican.



Glenn Youngkin has a personal fortune estimated by Forbes at \$440 million. Carlos Bernate for The New York Times