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LoopMe Consumer Snapshot: Political Media Consumer Insights

LoopMe surveyed 6,262 US consumers between December 18th and December 27th, 2023 to gauge consumer behavior and preferences towards political advertising. Key insights from the research include media consumption habits, preferred media channels and where consumers are most likely to be receptive.

TV's role in daily media consumption is shifting rapidly

Just **21%** of respondents use TV most each day, driven by persons 45+
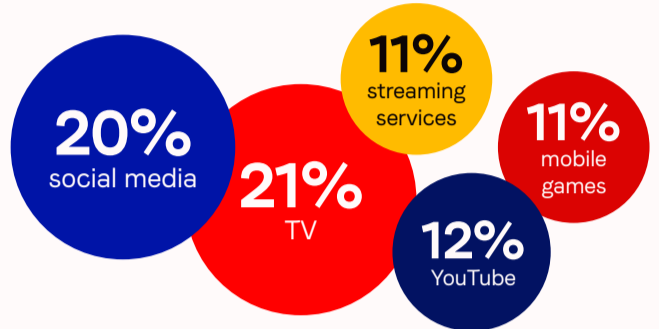

The shift in media time spent is towards digital channels

54% of respondents spend the most media time with digital channels: Social, YouTube, Streaming or Mobile Games

45+ use mobile games **60%** more than YouTube and **30%** more than streaming

Channels used by respondents daily

- 20% social media
- 21% TV
- 11% streaming services
- 12% YouTube
- 11% mobile games

Americans are most receptive to political ads on the media they use most

Respondents are over **2x** more likely to be receptive to political ads viewed on the media they use most


High frequency is 3x more likely to lead to a negative opinion

Just **11%** of respondents said high political ad frequency would lead to a more positive opinion of a candidate, while alternately **37%** of respondents said high ad frequency would lead to a more negative opinion of a candidate.

Political ad frequency has the largest negative effect on persons 45+

Impact of high frequency on voter opinions

- 37%
- 11%

- more negative opinion
- more positive opinion
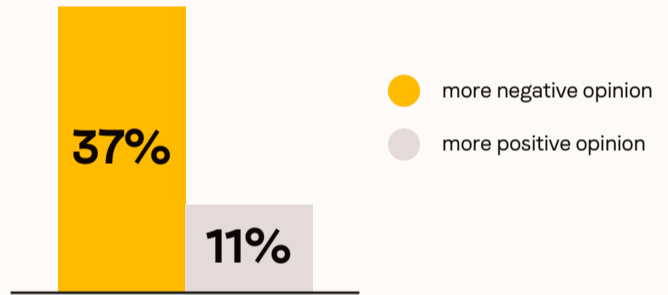
The majority of Americans are willing to consider opposing views in political ads

62% of respondents are willing to see political advertising messages with which they disagree.

Americans are least receptive to opposing views in political ads on social media and YouTube (59%). Web users and podcast/radio listeners were most receptive (75% and 73%, respectively).

Respondents who listen to podcasts and radio most were **176%** more likely to be receptive to political ads on those channels.

Receptivity was also high among YouTube and streaming viewers at 117% and 114% respectively. However, for social media users, only 82% are receptive.

LoopMe Audiences turn insights into action, transforming valuable survey data into exclusive and actionable audiences.

LoopMe's political insights powered audiences:

- Most receptive to political ads
- Light TV viewers
- Heavy streamers
- Light social users
- Heavy mobile users

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Survey Question 1

On which platforms are you most receptive to political advertising? (select all that may apply)

- TV
- Streaming services
- Social media
- YouTube
- Web browsing
- Podcasts/radio
- Other

By submitting this Survey you consent to LoopMe processing your data and sharing with our trusted partners in accordance

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For more information, visit **loopme.com/political**

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