

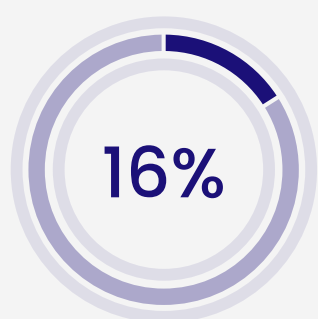
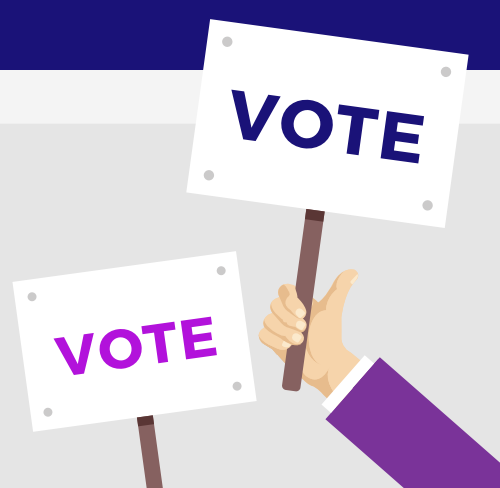
The Votes Are In!

PODCASTING IS A POWERFUL VEHICLE FOR POLITICAL ADVERTISING

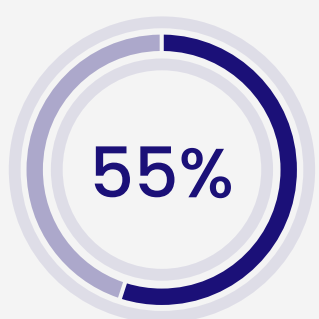
Four score and seven years ago (well actually, quite a bit more than that) political advertising was born. With election season on the horizon, we sought to identify the outlets and listening behaviors that inform the way Americans interact with political advertisements. Veritonic analyzed data from registered voters who listen to podcasts across the United States and we found that...

71% of podcast consumers

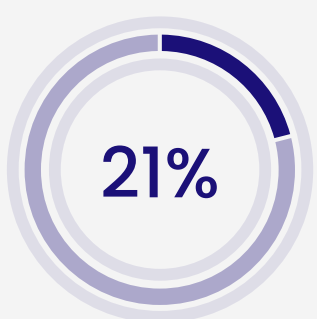
are listening to advertisements from political candidates **all the way through** on a routine or semi-routine basis:



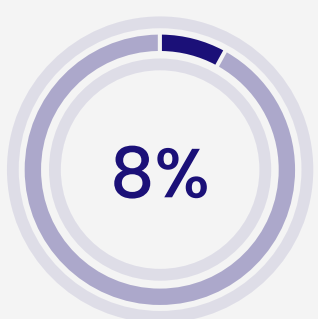
ALWAYS
100% of the time



SOMETIMES
50% of the time



RARELY
less than 50% of the time



NEVER



Only 12%

of respondents are skipping podcast ads on a consistent basis:

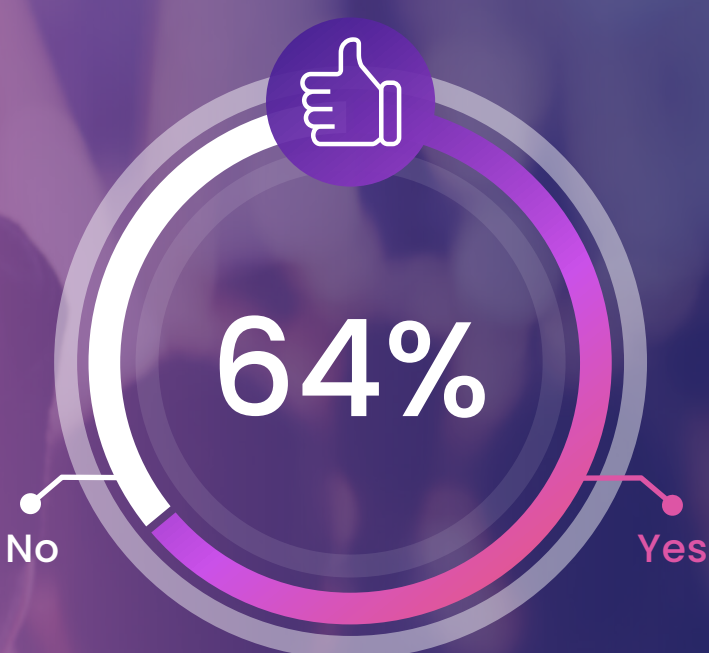
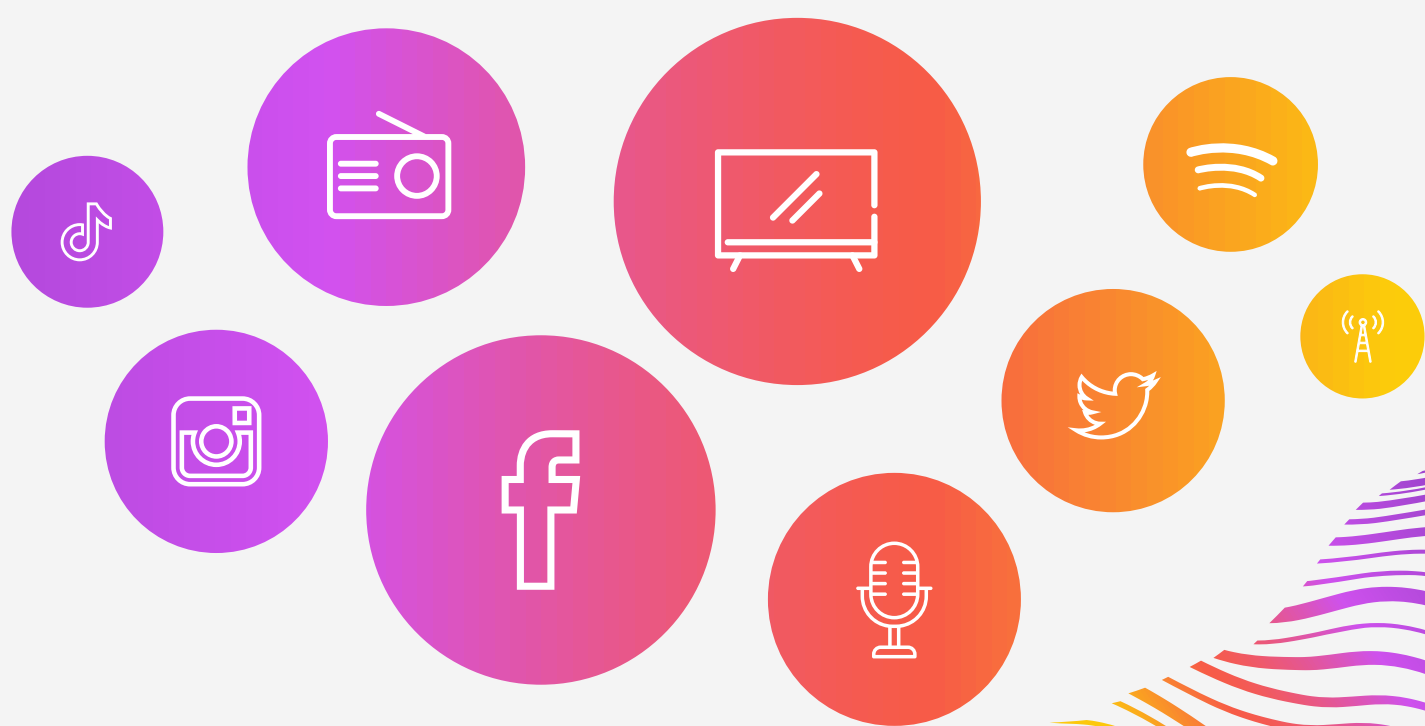
12% **Always**
100% of the time

25% **Rarely**
less than 50% of the time

49% **Sometimes**
50% of the time

13% **Never**
0% of the time

In the last 6 months, Television, Facebook, AM/FM Radio, and Podcasting have proven **to be leading mediums** in which audiences are hearing political advertisements



indicated that they **could be persuaded** by a candidate regardless of their political affiliation



indicated that they **could not be persuaded** by a candidate regardless of their political affiliation

Audio Creative Testing, Brand Lift, and Attribution technologies take the guess work out of your political advertising efforts. Contact sales@veritonic.com to request a demo today.

MAY 2023

Data based on an online survey conducted by Veritonic of 333 individuals in the U.S. aged 18+ who reported listening to podcasts and are registered voters in the United States.