



Bringing the efficiency, effectiveness and accountability of Big Data to Big Media

MEMORANDUM

TO: JP Duffy, Family Research Council
FROM: David Seawright, Deep Root Analytics
DATE: May 18, 2018
RE: Top Issues in Pennsylvania and Idaho Primaries

Thank you for your interest in our data following our published report on Tax Reform advertising by GOP candidates and groups thus far in 2018. After exchanging emails earlier this week, we performed a similar analysis on GOP advertising in the recent primary states of Pennsylvania and Idaho.

Your email aptly pointed out that nationally, social issues ranked number three among top issues in GOP advertising. In Pennsylvania and Idaho, where as you point out turnout was higher than expected, **social issues appeared in more GOP ads than any other issue – nearly doubling the total number of ads as tax reform, the next highest appearing issue.**

Top Issues

GOP candidates and groups advertising in the Pennsylvania and Idaho primaries ran more ads on broadcast TV about social issues than any other political issue, followed by taxes, healthcare, trade and the budget. There were nearly two-times as many ads containing a social issue message than a tax message in these primaries.

In total, 8,431 spots were aired containing a social issue message, 62% (5,251) of which aired in Idaho. Not only were social issues prominent in the combined analysis of the two states, but also social issues remained the top message in both states individually.

Reaching Social Conservatives

While it is instructive to see that GOP campaigns and groups advertised more on social issues than any other topic during the Pennsylvania and Idaho primaries, it is more helpful to analyze the reach these messages had on the voters that care most about them: social conservatives.

By using our in-house social conservative audience matched to a robust dataset including set-top box data and smart TV data, we have a complete understanding of how social conservatives in these states watch TV. By marrying that data with ad occurrence data, we visualize the impact of social issue advertising on this key portion of the GOP primary electorate.

All told, GOP advertisers delivered 29.8M impressions to social conservatives via ads containing a message about social issues, 31% (9.1M) of which occurred in Idaho.

Broken out by media market, 7.0M impressions were delivered to social conservatives in Boise, Idaho, while 3.9M impressions were delivered in Harrisburg, PA. Every media market in Pennsylvania except for Idaho contained over 3M social conservative impressions, while the smaller markets in Idaho ranged from 500k to 1.1M impressions.

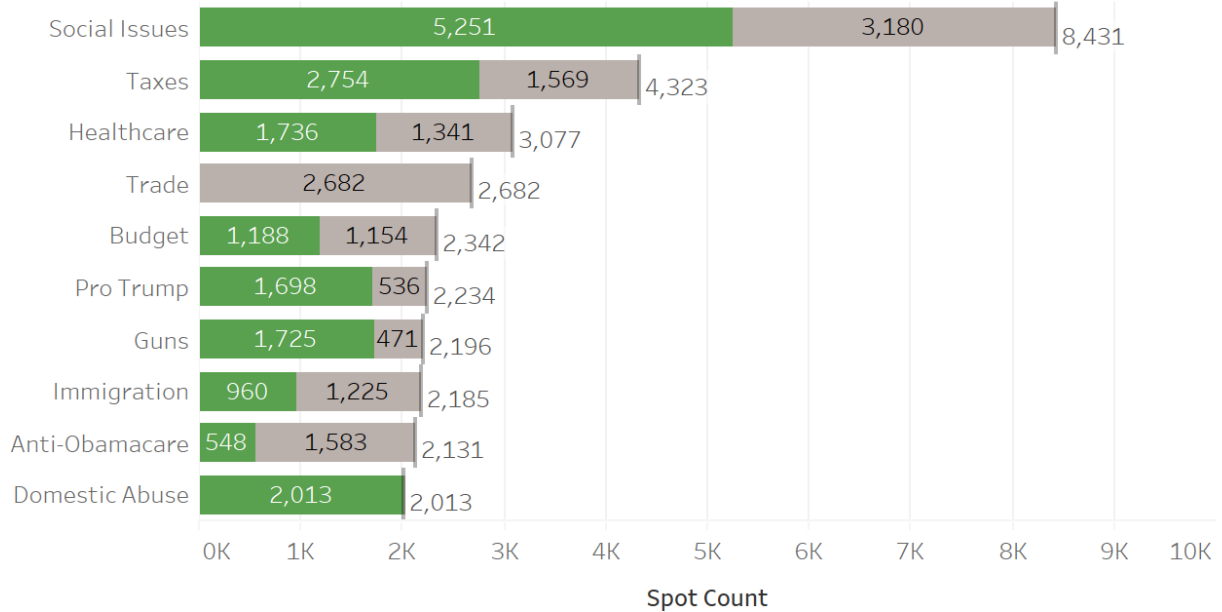


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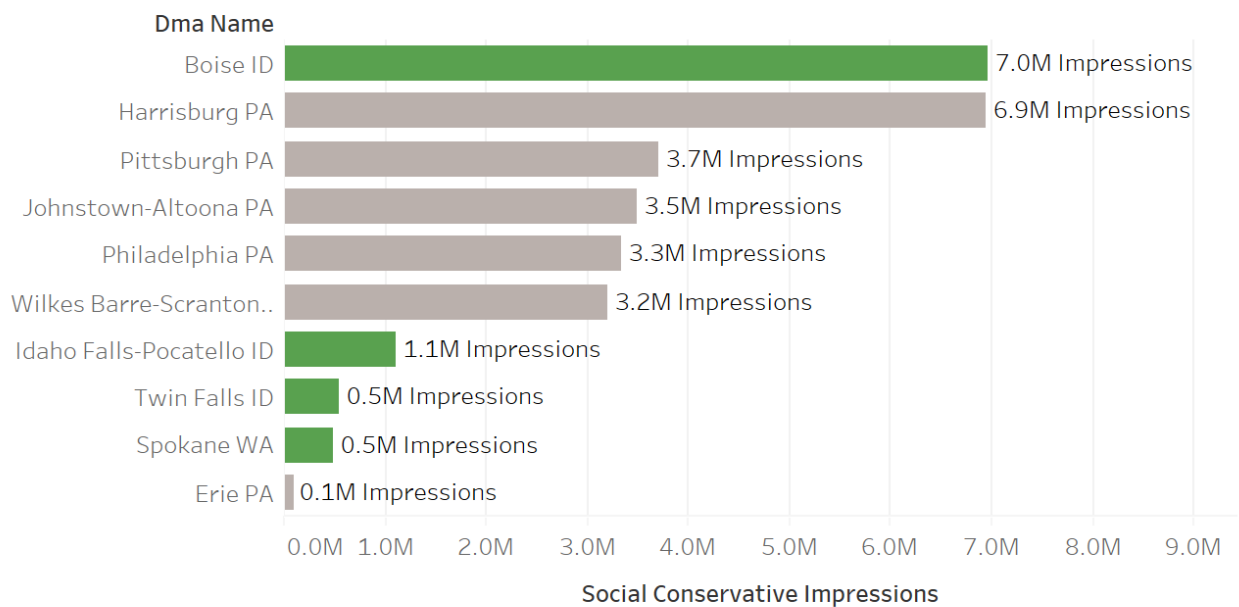
Top Issues in GOP Advertising: PA and ID Primaries

State
PA
ID



Advertising Impact on the Social Conservative Audience

State
ID
PA





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Social Issues: The Closing Argument

While the data we currently have access to does not allow us to comprehensively connect social issues advertising to higher-than-expected turnout, it does indicate something clearly: GOP advertisers relied on social issue messaging as their closing argument.

A vast majority of the impressions delivered to social conservatives across both states aired in the final 1.5 months of the campaign, and 11.3M of those – nearly 40% -- occurred during the last two weeks before the primary when advertisers were making their closing arguments to voters.

Therefore, it is clear that advertisers believed that messaging on social issues was critical to their goal of both motivating and persuading GOP Primary voters during the final stages of each campaign.



The Closing Argument: Social Issues

State
■ ID
■ PA

