

METHODOLOGY

Rubicon Project engaged global polling firm Penn Schoen Berland to conduct 1500 (MOE $\pm 2.53\%$) online interviews among likely voters in the US 2016 general presidential election. The interviews were conducted from January 8th to January 12th, 2016. The survey sample includes N=597 (MOE $\pm 4.01\%$) likely General election voters who identify as Democrats, N=479 (MOE $\pm 4.48\%$) as Republicans, and N=398 (MOE $\pm 4.91\%$) as Independents.

Among the likely general election voters, 83% (N=1251) also said they were likely to vote in the Presidential Primary election, with 638 indicating they would vote in the Democratic Primary and 613 indicating they would vote in the Republican Primary.

To ensure proper representation, data was weighted slightly to align to demographics from the 2012 Presidential election exit polls.

KEY FINDINGS

TV isn't Dead, it's Just Not Dominant

- Likely voters today spend an equal amount or more time online than watching TV.
- Highly coveted independent voters are nearly twice as likely to spend more time online than in front of their television.

Skip It

- Nearly half of all likely voters say they now use a DVR for most of their TV watching.
- Two-thirds of likely voters report skipping commercials “all or most of the time” when watching recorded programming.

Penetrating the Second Screen is Key

- Nearly half of the likely electorate have a second screen on “always or most of the time” when watching TV.
- One-third of baby boomers have a second device screen open always or most of the time while watching TV.

When Voters are Online They Go to Video

- More than one-third of likely voters report watching online videos daily.
- Four out of ten democratic and independent voters watching videos daily online.



Gamers Matter

- Half of all likely voters play games weekly on their mobile devices.
- More than one-third of likely democrat and a quarter of independent voters are getting their game(s) on daily.

Voters are Compelled to Click

- More than a third (36%) of those who have seen a political ad have taken a positive action such as clicking through to the content.
- Engagement with digital ads on a mobile device is nearly twice as strong, with 3 in 5 (64%) of those that have seen a digital political ad on mobile taking action.

Total Recall on Digital Devices

- Nearly a third of the electorate reported being able to recall seeing a specific digital political advertisement so far this cycle.

DATA

What is your most trusted source for political campaign news? Please select the most trusted source.	All	Republican	Democrat	Independent
National TV news	32	29	35	31
Cable news	17	21	13	17
Local TV news	14	16	16	10
Online-only sources	10	9	10	12
National newspaper (print or online)	6	3	6	8
Social media	6	4	6	6
Local newspaper (print or online)	4	5	5	3
Talk radio	4	5	3	4
Late night shows	2	1	1	2
Other	6	6	5	7

How often would you say you consume online video content about the 2016 elections?	All	Republican	Democrat	Independent
Daily	16	14	19	15
Weekly	31	33	30	31
Monthly	13	11	13	15
Not at all	40	42	38	39

How often do you watch videos online?	All	Republican	Democrat	Independent
Multiple times a day	17	12	20	21
Daily	19	18	20	19
Several times a week	21	19	25	19
Weekly	9	12	7	8
Several times a month	8	10	7	8



Monthly	8	10	7	7
I do not watch videos online	17	20	15	18

How often do you watch videos on your mobile device?	All	Republican	Democrat	Independent
Multiple times a day	13	10	16	13
Daily	13	12	15	11
Several times a week	14	13	16	12
Weekly	8	8	7	8
Several times a month	7	8	6	7
Monthly	5	6	6	4
I do not watch videos on a mobile device	40	42	35	46

Would you say you spend more time watching TV or on the Internet? <i>Ranked by All</i>	All	Republican	Democrat	Independent
I spend more time on the Internet	36	33	35	41
I spend an equal amount of time both watching TV and on the Internet	36	33	38	37
I spend more time watching TV	28	34	27	22

When watching TV, how often do you have a second screen (phone, tablet, laptop, or desktop) open as well?	All	Republican	Democrat	Independent
Always	16	14	19	16
Most of the time	33	33	35	30
Sometimes	25	26	25	23
Rarely	11	12	9	12
Never	15	16	12	18

How often do you watch commercials on television?	All	Republican	Democrat	Independent
Multiple times a day	30	31	32	28
Daily	28	28	29	25
Several times a week	14	13	15	13
Weekly	4	4	4	4
Several times a month	3	3	3	5
Monthly	1	1	1	2
Rarely/never	19	20	16	23

Do you watch TV using a DVR or similar recording service?	All	Republican	Democrat	Independent
Yes	36	33	35	41
No	36	33	38	37
Not sure	28	34	27	22



How often do you skip commercials when using your DVR or similar recording service? <i>Only asked of those who use DVR or other recording service</i>	All N=727 MOE (+/- 3.63)	Republican N=215 MOE (+/- 6.68)	Democrat N=307 MOE (+/- 5.59)	Independent N=193 MOE (+/- 7.05)
Always	37	37	38	37
Most of the time	35	32	35	37
Sometimes	20	22	19	18
Rarely	5	6	4	5
Never	3	3	4	3

At what point in the 2016 presidential election cycle did you or do you plan to start closely following the race?	All	Republican	Democrat	Independent
From the beginning of the election cycle	46	50	45	44
Once the official party candidates are selected	14	13	14	16
During the primaries	14	14	14	13
When the within-party candidate debates started	13	14	11	14
Once the Democratic vs. Republican candidate debates start	5	4	8	4
None of the above	3	3	3	4
In the last few weeks before the election	3	2	3	3
In the last few days before the election	1	1	1	1
Other	1	0	0	1

Would you feel more or less positively towards a political candidate if they had a strong online presence?	All	Republican	Democrat	Independent
Much more positively towards a political candidate with a strong online presence	15	15	17	14
Somewhat more positively towards a political candidate with a strong online presence	36	37	38	35
Somewhat more negatively towards a political candidate with a strong online presence	6	5	5	7
Much more negatively towards a political candidate with a strong online presence	2	1	2	2
Don't know	41	42	39	42



Would you feel more or less positively towards a political candidate if you could engage with them online?	All	Republican	Democrat	Independent
Much more positively	24	23	28	22
Somewhat more positively	64	63	62	67
Somewhat more negatively	9	12	8	8
Much more negatively	3	3	2	3

How would you most prefer to be engaged by a political candidate?	All	Republican	Democrat	Independent
<i>Ranked by All</i>				
Via social media	25	25	29	20
Via email	24	22	23	28
Via direct mail	14	16	12	14
Via phone call	7	6	7	6
Via canvasser/door to door visitor	6	5	7	6
Via text message	5	4	5	5
Other	2	2	2	1
None of the above	19	20	17	20

Have you done any of the following? Showing Yes, Ranked by All	All	Republican	Democrat	Independent
Viewed a post or video about a 2016 presidential candidate shared by a friend on social media	33	30	39	30
Clicked on a post or video about a 2016 presidential candidate shared by a friend on social media	31	29	35	29
Liked or re-posted a post or video about a 2016 presidential candidate shared by a friend on social media	25	23	30	21
Posted a post or video yourself about a 2016 presidential candidate from a news source, candidate's website, or social media	14	11	17	12

In your opinion, which type of political ad is most impactful? Ranked by All	All	Republican	Democrat	Independent
TV ads	59	60	61	55
Digital or online ads	13	13	12	12
Print ads	6	5	5	7
Radio ads	3	3	3	1
Other	3	2	2	5
Don't know	18	17	17	19



Have you seen any digital or online political advertisements lately (including online banner ads, video ads, etc.)?	All	Republican	Democrat	Independent
Yes	28	26	30	27
No	66	69	63	66
Don't know	6	5	7	7

Have you seen any digital or online political advertisements on your mobile device recently?	All	Republican	Democrat	Independent
Yes	13	11	14	15
No	84	88	82	82
Don't know	3	1	4	4

Have you seen any political advertisements on television recently?	All	Republican	Democrat	Independent
Yes	44	45	43	44
No	51	49	53	52
Don't know	5	6	4	5

Have you clicked on any digital or online political advertisements recently? <i>Asked of those who have seen digital or only political advertisements</i>	All N=410 MOE (+/- 4.84)	Republican N=122 MOE (+/- 8.87)	Democrat N=175 MOE (+/- 7.41)	Independent N=107 MOE (+/- 9.47)
Yes	36	33	38	36
No	63	65	62	60
Don't know	1	2	0	3

Have you clicked on any digital or online political advertisements on your mobile device recently? <i>Asked of those who have seen digital or online political advertisements on a mobile device recently</i>	All N=193 MOE (+/- 7.05)	Republican N=51 MOE (+/- 13.72)	Democrat N=87 MOE (+/- 10.51)	Independent N=57 MOE (+/- 12.98)
Yes	64	70	70	49
No	34	30	30	42
Don't know	3	0	0	8



Have any presidential candidate's political advertisements online been particularly memorable to you? <i>Asked of those who have seen any digital or online political advertisements lately</i>	All N=410 MOE (+/- 4.84)	Republican N=122 MOE (+/- 8.87)	Democrat N=175 MOE (+/- 7.41)	Independent N=107 MOE (+/- 9.47)
Yes	48	50	48	48
No	48	48	47	48
Don't know	4	2	5	4

Have you watched any candidate or campaign videos or news clips about candidates on your mobile device, desktop, or laptop?	All	Republican	Democrat	Independent
Yes, mobile device	10	10	10	9
Yes, desktop/laptop	31	28	33	32
No	59	62	56	59

Which of the following do you own? Please select all that apply. <i>Ranked by All</i>	All	Republican	Democrat	Independent
TV	81	80	81	82
Laptop computer	73	74	73	74
Smartphone	70	70	74	67
Desktop computer	63	63	62	63
Tablet	52	52	56	50
Smartwatch	4	4	5	5
None of the above	0	0	0	0

Which of the following platforms do you prefer?	All	Republican	Democrat	Independent
Apple	27	30	28	23
Android	36	32	39	34
Microsoft	33	34	29	36
Other	1	1	1	1
None of the above	4	3	3	6

How often do you play games on your mobile device?	All	Republican	Democrat	Independent
Multiple times a day	14	12	18	11
Daily	17	15	19	14
Several times a week	13	12	14	14
Weekly	6	7	5	6
Several times a month	6	7	5	5
Monthly	4	3	5	4
I do not play games on my mobile device	40	43	34	46

