

Study: Advertise online to attract undecided voters

By Jackie Kucinich, Washington Post

Despite being bombarded by TV ads in the final days of the 2014 midterm campaigns, undecided voters (yes, they do exist) are going online before they decide how to cast their ballots.

In a study by Republican firm Public Opinion Strategies, Democratic firm Global Strategy Group and Google, “persuadable” voters in Colorado, Florida, Iowa, Louisiana and North Carolina were polled to find out where they were getting information about candidates.

The study found that 50 percent of voters hear about candidates on television, then they hit the Web.

Sixty-six of the persuadable voters use the Internet to vet candidates, 55 percent use it to find candidate positions on issues and 54 percent said the Internet gives them the information they need before they cast their ballots. At the end of all that research, 47 percent of persuadable voters said the information they see or read on the Internet affects how they vote.

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