



Case Study

Voter ID Before and After Digital Advertising

Jan 2018

Ring worked with the Office of Congressman Richard Hudson (NC-8) to raise awareness of the Congressman’s Concealed Carry Reciprocity Act of 2017. Over the period of 11 days, Ring served an average of 37.42 impressions per household to a group of 4,109 targeted households who would be interested in concealed carry legislation.

As a follow-up to measure the impact of Ring’s 1-to-1 targeted digital ads, Ring performed a voter identification survey of the target audience used for Congressman Hudson’s IP-targeted digital ad awareness campaign regarding his recent Concealed Carry Reciprocity bill. The unweighted voter identification survey was conducted from January 6-8, 2018, and had 559 responses to Question 1.

UNMATCHED

Overall Job Approval	Excellent	33.73%
	Good	23.29%
	Fair	14.86%
	Poor	16.47%
	No Opinion	11.65%
	Total	100.00%
Effect on Hudson’s Fav by Supporting CCW Reciprocity	Positive	50.94%
	Negative	17.92%
	No Change	31.13%
	Total	100.00%
Fav toward CCW Reciprocity	Supports CCR	66.98%
	Opposes CCR	26.51%
	No Opinion	6.51%
	Total	100.00%

MATCHED

Overall Job Approval	Excellent	39.68%
	Good	21.29%
	Fair	14.19%
	Poor	14.84%
	No Opinion	10.00%
	Total	100.00%
Effect on Hudson’s Fav by Supporting CCW Reciprocity	Positive	55.39%
	Negative	17.47%
	No Change	27.14%
	Total	100.00%
Fav toward CCW Reciprocity	Supports CCR	74.45%
	Opposes CCR	17.15%
	No Opinion	8.39%
	Total	100.00%

The enclosed report shows the responses to each question, and has been broken out by whether that household received Ring Digital’s advertisements raising awareness about Congressman Hudson’s CCR bill. Those households which received the ads are color-coded throughout the report as green, and those who did not receive the ads are color-coded as grey.

The report shows Ring’s digital ads boosted the Congressman’s overall job approval rating by 4%, increased support for the Congressman’s bill by 7.5%, and boosted constituents’ opinion of the Congressman as a result of the bill by 4.5%.



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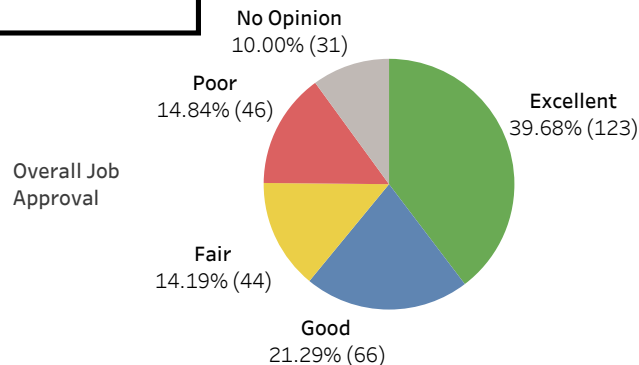
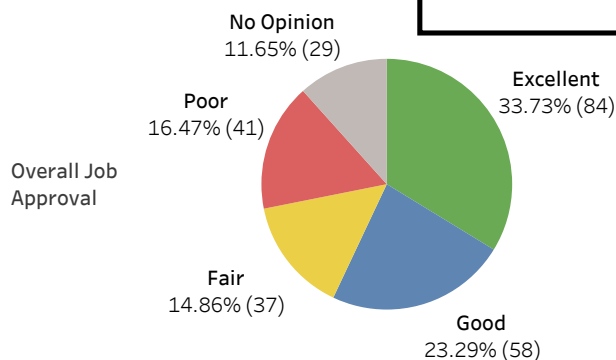
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Unmatched Households

Matched Households

**+3.95 Point Boost
in Job Approval**



**+4.45 Point Boost in Favs
for Supporting CCW Bill**

