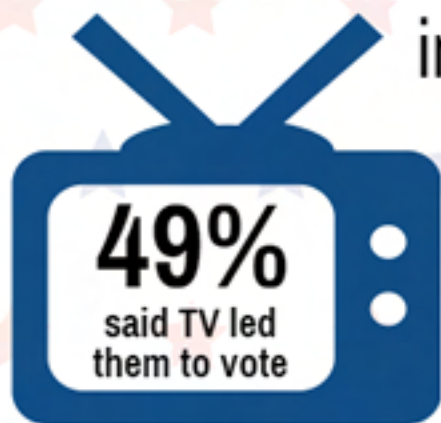


Local TV Influences Independents

2

83% of independent voters say local broadcast news is the most trusted news source, more than **double** those that trust social media.

TV is overwhelmingly the most influential factor in driving independents to vote. More influential than:



social media



TV websites



radio



newspaper



mail



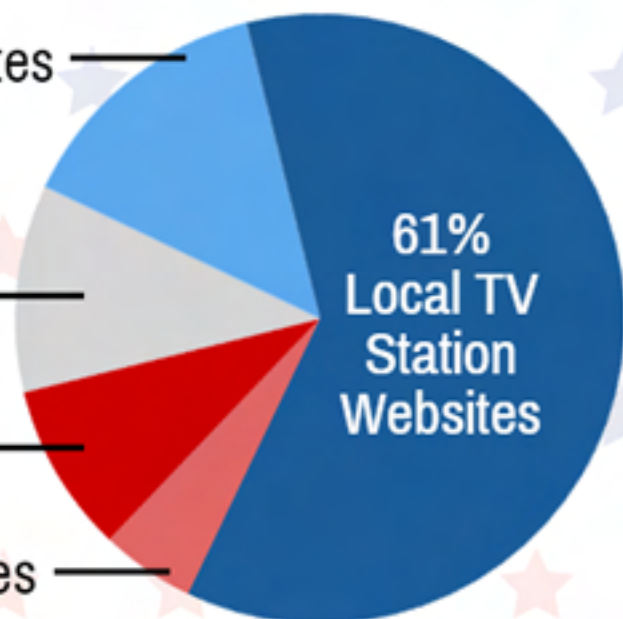
Where do independent voters get their online news?

14% Local Newspaper Websites

11% Social Media Websites

9% Other Local Websites

5% Local Radio Websites



69% of independent voters took some type of action after seeing an ad on TV.

32% thought about the candidate and remembered past ads

32% talked with others about the ad

24% went online to learn more about the candidate