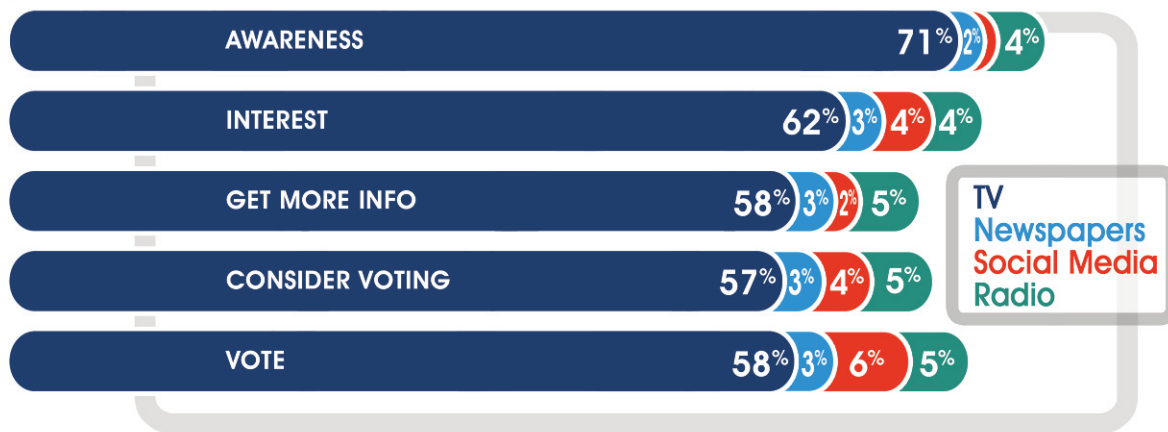


# LOCAL BROADCAST TV WE GET VOTERS



## Which Medium Influences Voters Most?



Source: Voter Funnel 2016 Morning Consult

- **TV drives political awareness:** 86% of registered voters saw a TV ad for a candidate running for office, and 71% of them listed TV as the most important influence in the awareness stage of the voter decision process. (Source: Voter Funnel 2016 Morning Consult)
- **Millennials are influenced by TV more than digital:** TV is the most influential medium for both the 18-34 age group and voters 35+ . (Source: Voter Funnel 2016 Morning Consult)
- **Local broadcast news is the most trusted; social media the least:** 68% of voters consider local broadcast TV to be the most trusted news source, more than twice that of social media (33%). (Source: Voter Funnel 2016 Morning Consult)
- **TV is the strongest:** In Q3'16, adults 18+ spent on average 4 hours and 35 minutes with live and time shifted TV, more than twice that of the next closest media – app/web on a smartphone and AM/FM radio. (Source: Nielsen Total Audience Report Q3 2016)
- **TV reaches farthest:** Broadcast TV has the highest reach of any ad-supported platform and delivered 94 of the top 100 programs with adults 18+ in the 2015-16 broadcast season. (Source: GfK TVB Mentor Survey Spring 2016; Nielsen Broadcast Season 9/21/15-5/25/16)

WeGetVoters.com is a free resource for political strategists provided by The Television Bureau of Advertising.

[www.WeGetVoters.com](http://www.WeGetVoters.com)