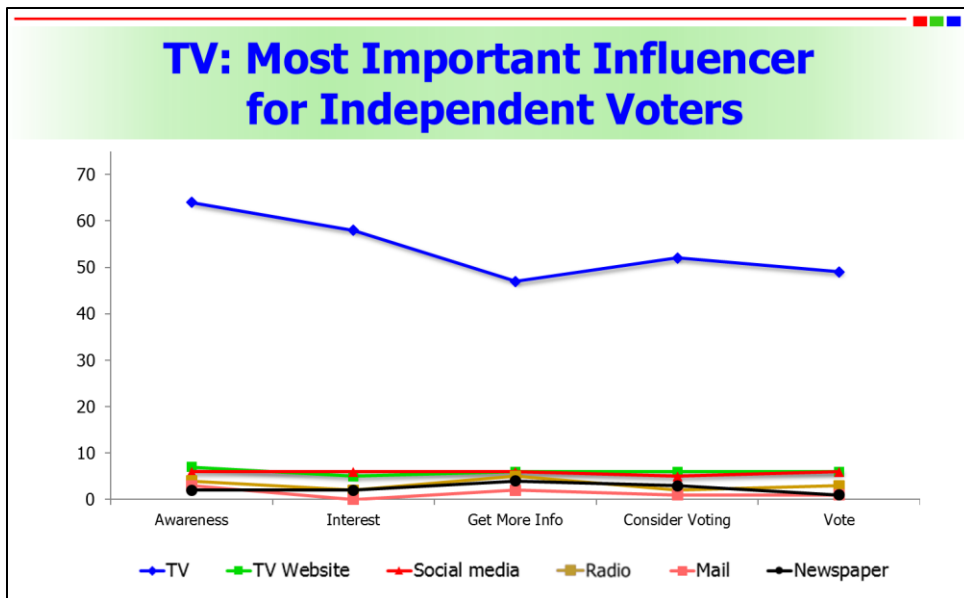


## Local Broadcast TV: The Best Way to Reach and Influence Independent Voters

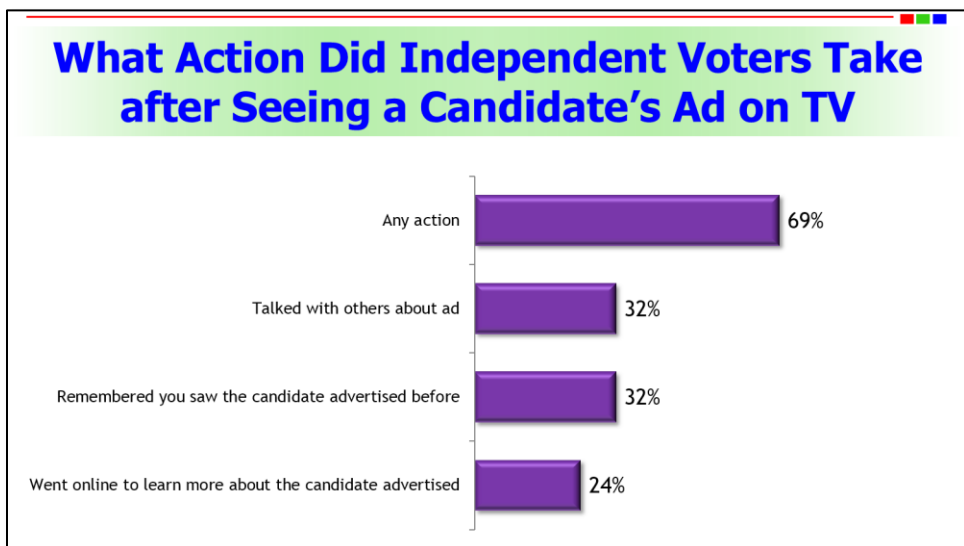
As Election Day grows near, campaigns will focus on critically important independent voters. According to Pew Research, nearly four-in-ten Americans (39%) identify as independents. The share of self-described independents has risen nine points over the past decade, up from 30% in 2004.

It's essential to know which advertising platform influences independent voters and moves them to cast their votes. According to recent studies by GfK and Keller Fay, no other platform has more reach – or is more trusted by this key voter segment – than local broadcast television.



When asked about political ads they've seen or heard, television was overwhelmingly the most influential medium for independent voters at every step of the decision making process.

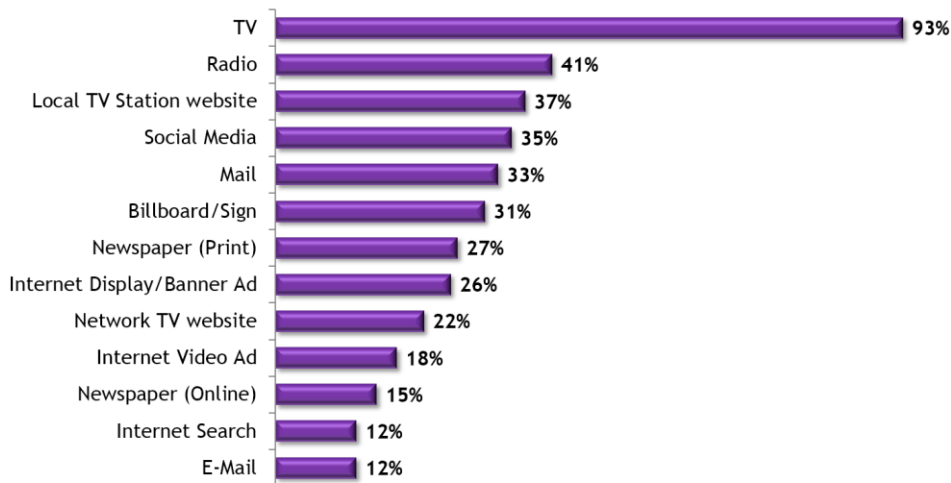
Source: GfK Voting Funnel Research



Television drives voters to act. After seeing an ad on television, 69% of independent voters took some type of action.

Source: GfK Voting Funnel Research

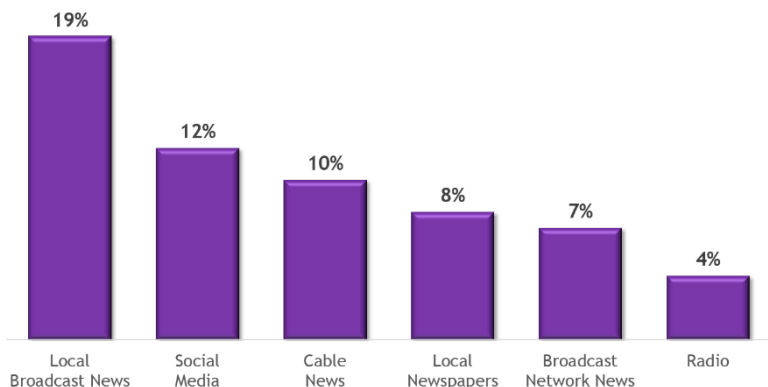
## Trust: Local Broadcast News Leads the Race with Independent Voters



When independents were asked where they saw or heard candidates' ads, 93% said, "television," more than two times the next closest media.

Source: GfK Voting Funnel Research

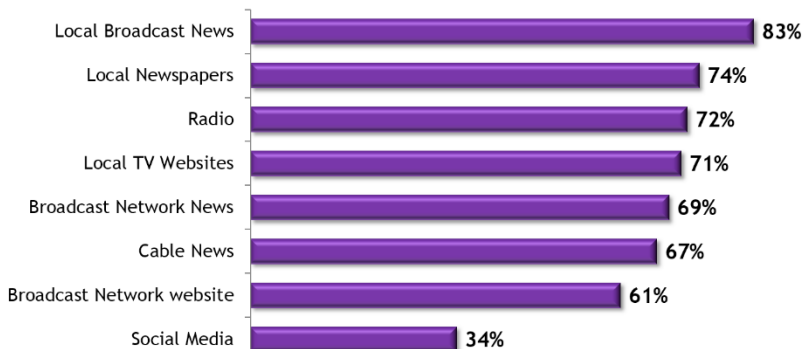
## The Primary Source of News for Independent Voters: Local Broadcast



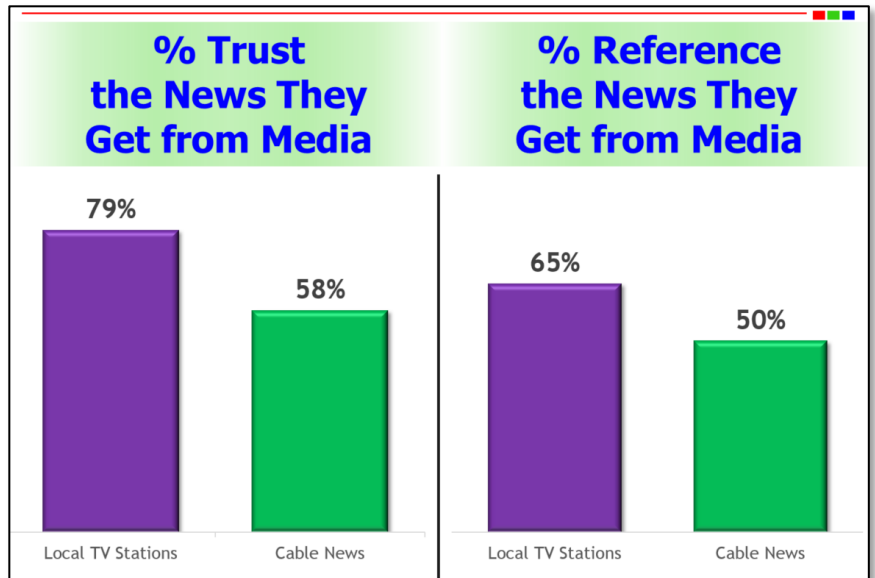
Not only is local broadcast news the primary source of news for independent voters, it's also the most trusted.

Source: GfK Voting Funnel Research

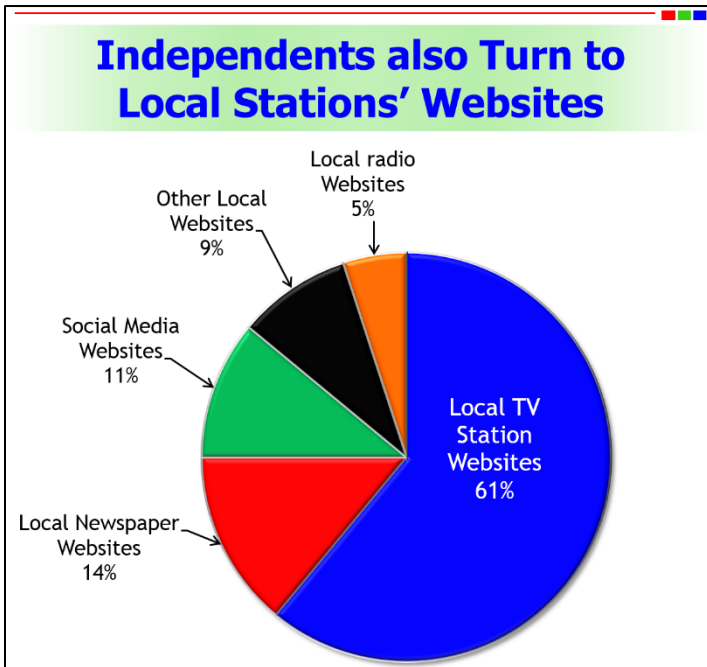
## Trust: Local Broadcast News Leads the Race with Independent Voters



A recent Keller Fay study also found that independent voters trust the news they get from local broadcast TV over cable – and they also reference it more often than cable news.



Source: Keller Fay TVB American Conversation Study, April 2-19, 2015



Source: GfK Voting Funnel Research

Local TV’s websites reach local, independent voters. 61% of independent voters said they visited a local broadcast station’s website for local news - compared to just 11% turning to social media for information.

TV is the most impactful medium for reaching voters, including the key independent voter segment. TV drives political discussions and propels voters to learn more and to act – essential elements of a winning campaign strategy.

As the trade association for the local broadcast television industry, representing TV stations’ on-air, online, mobile and social media platforms, TVB recognizes the many valuable synergies between television and today’s digital media opportunities for marketers and provides research and insights to assist the media, marketers and trade press.

Please send questions about this analysis to TVB’s Chief Research Officer, Hadassa Gerber at [hadassa@tvb.org](mailto:hadassa@tvb.org)