

Voters Are Watching TV

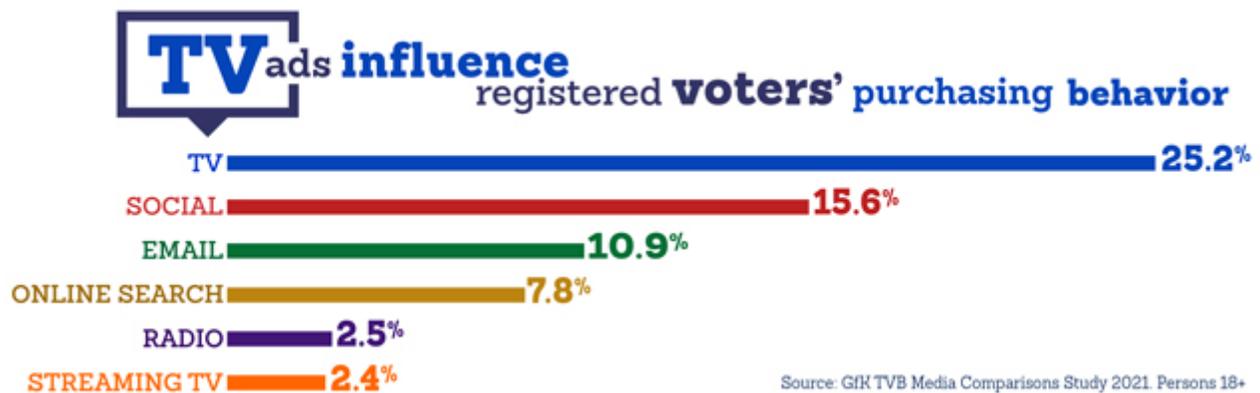
Even in the age of smartphones, voters still spend the most time with television. GfK's 2021 Media Comparisons Study found that registered voters spend nearly six hours a day with TV. In comparison, their time spent on social media averaged 1 hour 12 minutes, and time viewing ad-supported streaming programs on TV was under one hour.

While Republicans, Democrats, and Independents spend the most time with TV, they view broadcast TV nearly twice as much as cable TV. Campaigns have taken notice, too. Heading into the 2022 election cycle, they are already ramping up local broadcast TV ad buys to reach voters. In March, Unite the Country launched a [seven-figure](#) ad buy, placing TV spots in projected battleground states. The National Republican Senatorial Committee (NRSC) followed close behind, investing [\\$1 million](#) in local TV ads.



TV Influences Votes and Purchase Decisions

Local broadcast TV's voter influence goes beyond the ballot box—ads run on local TV can also persuade them to invest in a product—or perhaps a campaign. Dynata's 2020 Voter Funnel Study further demonstrates this influence: Of all media, TV was most influential in motivating voters to vote, at 51%.



What We're Reading:

[Covid-19 Aid Bill Stimulates Political Ads](#)
— Gabriel T. Rubin, *The Wall Street Journal*

[The Power of Local Linear TV, as Evidenced by Its Athleticism](#)
— Steve Lanzano, *Sports Business Journal*

[TV Tops All Platforms in Reach, Time Spent](#)
— Sean McDevitt, *Spots'n'Dots*



TVB Soundbite:

Spring has finally sprung, and with it an array of [new shows](#). Don't miss the premieres and new seasons of *Supergirl* on The CW, *Manifest* on NBC, *United States of Al* on CBS, *Home Economics* on ABC, and the much anticipated *Law & Order: Organized Crime* on NBC.



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