

Insight into local broadcast TV and political advertising

Insight Into Registered Voters' Media Habits

The 2021 Media Comparisons Study identified that registered voters spend nearly six hours a day with television. These voters, on average, spend only around an hour a day with each of the following: social media, streaming TV with ads, streaming TV without ads, and radio. This remains true across party lines.

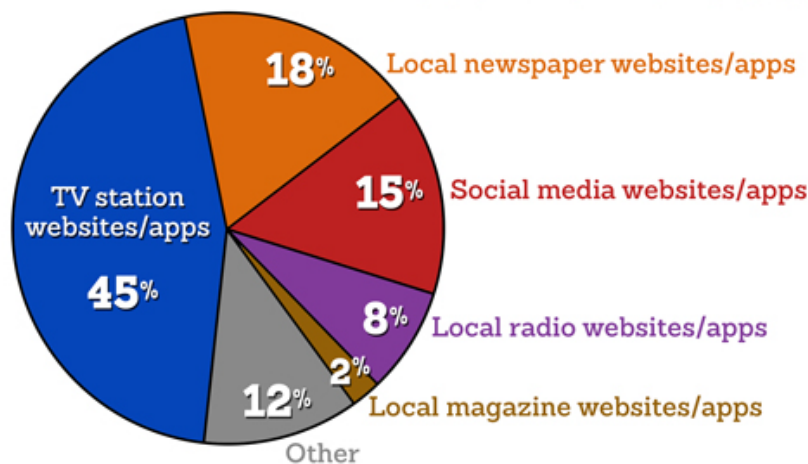
While broadcast TV alone reaches 80.2% of registered voters, when combined with TV station websites, 84.1% of voters are reached. Political campaigns can optimize their media mix with TV + digital to reach more voters.



Voters Get Their News from TV Station Websites & Apps

If voters spend the most time watching TV, it shouldn't be surprising that they also lean on TV stations' websites and apps for news too.

Websites registered voters turn to for local news & events



GfR TVB Media Comparisons Study 2021



What We're Reading:

[NBCU Plans to Close Window on Buying Local TV Ads Via Traditional Ratings](#)

— Brian Steinberg, *Variety*

[Broadcasters Combat Misinformation with a Focus on the Facts](#)

— Gordon Smith, *The Hill*

[Ad Campaigns Aim to Counter Covid-19 Vaccine Hesitancy](#)

— Alexander Bruell, *The Wall Street Journal*



TVB Soundbite:

In 1964, American culture changed forever when 60% of TV sets tuned into the *Ed Sullivan* show. That night, when the [Beatles were brought to America on Ed Sullivan](#), there were only three TV networks and 52 million TV households in the country. Today, there are nearly two and a half times as many TV households, at 121 million.



Contact Us:

TVB is here to help political campaigns and consultants with resources and tools. Please [contact us](#) directly with questions and suggestions on material you would find valuable.

