

Media Advertising Myths

As campaigns begin to strategize political advertising and ramp up spending ahead of the 2022 election cycle, we’re highlighting a few common media advertising myths – and sharing the data that set the facts straight.

Myth: *Digital reaches the most voters*

Fact: TV still has the [highest reach](#) of all ad-supported platforms for voters, 81%. (2021 GfK Media Comparisons Study)

Myth: *Social media influences voters*

Fact: Registered voters [trust the news](#) and information they receive on local broadcast TV (76%) more than any other platform, especially social media (28%). (2021 GfK Media Comparisons Study)

Myth: *Streaming platforms are gaining subscribers and reach more voters*

Fact: Forty-one percent of registered voters watched TV programs or movies on ad-free streaming platforms. (The top services, such as Netflix and Disney+ are ad-free.) These [viewers can be reached](#) – 82% by broadcast TV and 87% by broadcast TV combined with broadcast sites/apps. (How to Reach Ad-Free Streamers, Media Comparisons 2021)

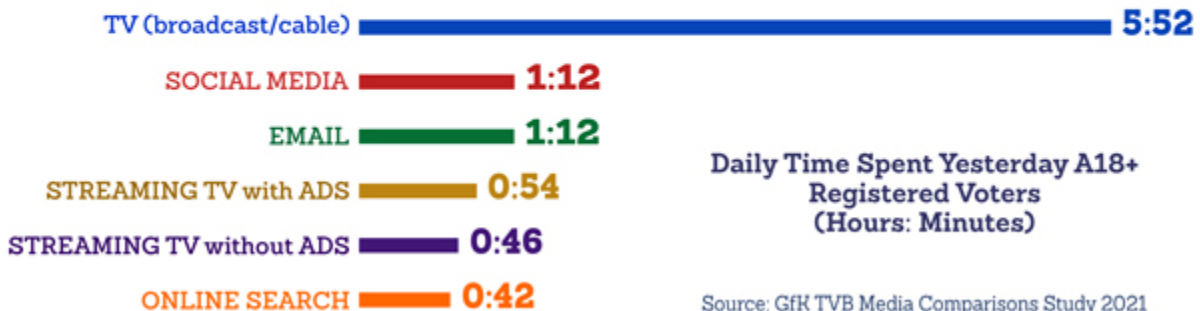
Myth: *Digital is the best way to mobilize voters*

Fact: TV was the most important influence throughout the [voter decision process](#), from awareness (57%) to motivating voters to take action and vote (51%). (2020 Voter Funnel Study)

Myth: *Americans spend more time with social media*

Fact: Registered voters spend 5x [as much time with TV](#) (5:52) than social media (1:12). (2021 GfK Media Comparisons Study)

Registered **voters still** spend the **most time** with **TV**



Source: GfK TVB Media Comparisons Study 2021



What We're Reading:

[Digital Is Not a One-Size-Fits-All Strategy](#)

— Michele Certo & Lauren Richards, *Campaigns & Elections*

[As TV returns to a more normal state, what can we learn from its ability to thrive during pandemic?](#)

— David Zurawik, *The Baltimore Sun*

[White House embraces Zoom to target local audiences](#)

— Hans Nichols, *Axios*



TVB Soundbite:

Political Select is TVB's local broadcast TV planning tool designed to assist political consultants and agencies. By combining data from the U.S. Census Bureau with data from Nielsen Media, political planners can now identify the TV DMAs and local broadcast stations that cover each state and congressional district. All 50 states are available. [Request access to Political Select](#) and start planning.



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.

