

How to Reach Voters Across Demos

According to the 2020 Dynata Voter Funnel study, ads run on television were the most impactful throughout the voter decision process regardless of age, gender, ethnicity, and political party.

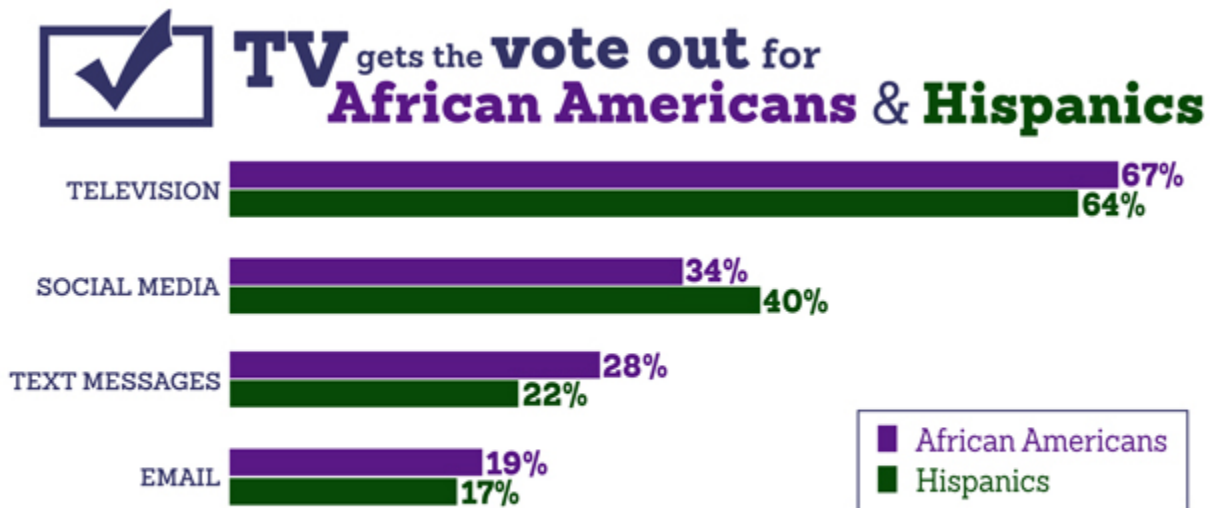
All age groups – even millennials – selected TV over social media as a key motivator when deciding to vote. Among adults 18+, males (59%) and females (56%) reported that TV ads made them most aware of either a candidate, campaign, or policy issue. Among political parties (regardless of how they voted), all selected TV as most important in motivating them to vote.

While we do not know if expanded early voting is here to stay, this study demonstrates that TV ads were critical for getting voters to cast their ballot in the 2020 election cycle regardless of voting method.



Getting out the African American and Hispanic Vote

Television's influence on African Americans is nearly double that of social media, and while social media has a little more influence on Hispanics, TV still motivates them to cast their ballots more than any other media platform.



Source: Dynata/TVB 2020 Voter Funnel Study

*Media that most influenced going to vote/dropping off ballot



What We're Reading:

[Diversity and Trust: Your Marketing Medium Matters](#)

— Steve Lanzano, *Advertising Week*

[Startups Sick of Facebook Swap Equity for TV Ads](#)

— Adam Blenford & Ivan Levingston, *Bloomberg*

[Political Ads: "Fake News" Is Out, "Foreign Policy" Is In](#)

— Sara Fischer, *Axios*

[All Signs Point to Wild 2022 Ad Spending](#)

— Kyle Roberts, *Cook Political Report*



TVB Soundbite:

While there will be no live audience at the upcoming Tokyo Olympics –TV viewing of the games is expected to thrive. NBC's U.S. Olympic Trials was the [highest-rated TV program](#) on July 4th, and determined which women would lead the gymnastics team this year: Simone Biles, Suni Lee, Jordan Chiles, Grace McCallum, Jade Carey and MyKayla Skinner.



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