

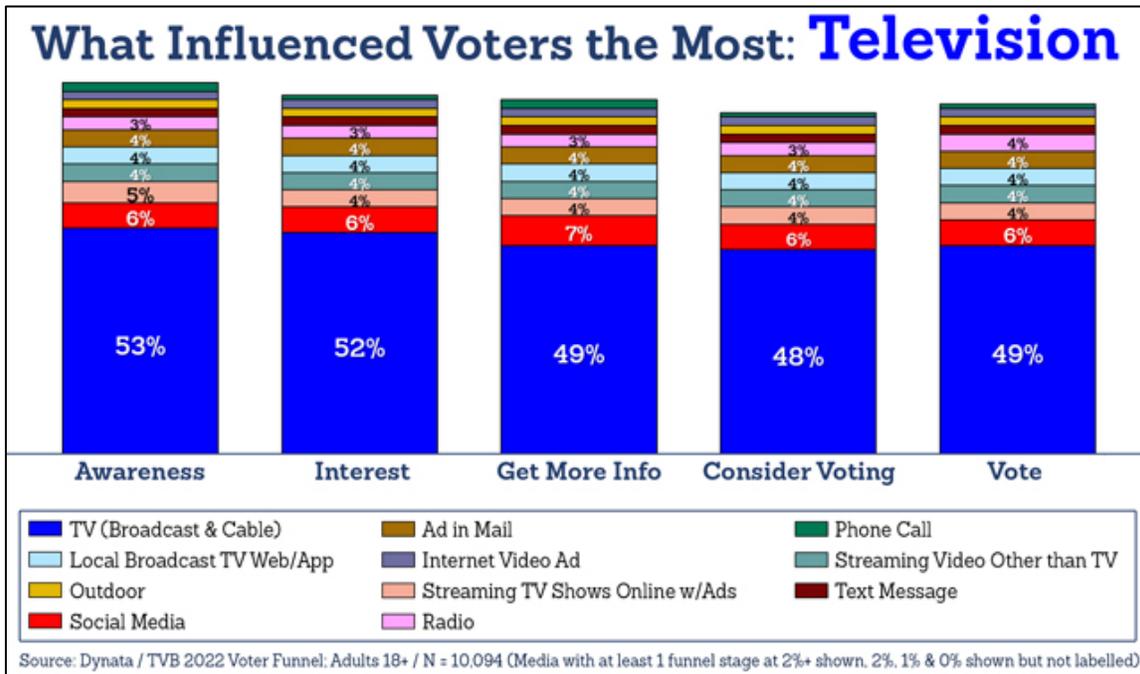
New Study Finds TV Still Tops

The 2022 [Voter Funnel survey results](#) reconfirm that local broadcast TV is still on top. The study examined the influence of media platforms on 10,000 voters’ decision-making processes across ten competitive states: Arizona, California, Florida, Georgia, Michigan, Nevada, North Carolina, Ohio, Pennsylvania, and Wisconsin.

The results categorically show that TV remains the most influential medium throughout every stage of the voting process. TV holds a commanding edge in trustworthiness: 77% of voters say they trust the information they see on local broadcast TV and just 41% say the same about social media. The Voter Funnel data are consistent with the 2022 midterm election results, when House Democrats aired [considerably more](#) local broadcast TV ads in the run-up to November’s election, which helped them avert the anticipated “red wave.”

The survey also found that over half of voters nationwide (52%) cast their ballot before election day, indicating that future campaigns need to be strategic about when they reach voters. This is especially true in states with above-average early and mail voting like Arizona, Florida, and Nevada

TV Is More Influential than All Other Media Combined



According to the Voter Funnel results, 53% of voters listed television as the most important medium for raising their awareness of candidates and ballot issues, more than all other forms of media combined.



What We're Reading:

[4 Things That Were Changed \(Forever\) By 2022](#)

— Sean Miller, *Campaigns & Elections*

[Twitter to Relax Ban on Political Ads](#)

— Kate Conger, *New York Times*

[Democrats' big presidential primary changes are still stuck in limbo](#)

— Elena Schneider, *Politico*



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