

Voter Funnel Results Show Why TV is King

While November seems a long way away, the 2024 election season is in full swing. Candidates from the police commissioner to the president will spend the next 11 months doing everything they can to win the support of voters.

How a campaign deploys its resources can be the difference between victory and defeat, and the [2023 Voter Funnel Study](#) proves that broadcast TV advertising remains the only surefire way to get a message to voters. As seen in previous years, TVB's research into the 2023 Kentucky gubernatorial election shows that local broadcast TV is the most influential way to reach, persuade, and motivate voters.

Not only is broadcast TV the most effective way to reach voters, but the Voter Funnel survey found that when it comes to raising awareness, local TV is more important than all other forms of media combined.

- 50% of Kentucky voters reported that TV had the biggest influence on their awareness of the election, compared to just 8% who said social media, and 6% who said streaming.
- In addition to the 50% who picked TV, 5% of voters reported that the website/app of their local broadcast station had the largest impact on their political awareness.

Given that TV is the most effective at raising voter awareness, it should come as no surprise that local broadcast news is the most trusted source of information among voters.

- 77% of respondents said that they trust what they see on their local news channels, and 70% trust what they find on the website or app of local stations.
- On the other end of the spectrum, only 38% of voters believe they can trust ads received in the mail, and less than half have faith in what they see on social media or hear on podcasts.

Similarly, the [2023 American Conversation Study](#) discussed how individuals seek out broadcast TV news because it is more believable and shareable, whereas they strongly associate social media with the production of fake news.

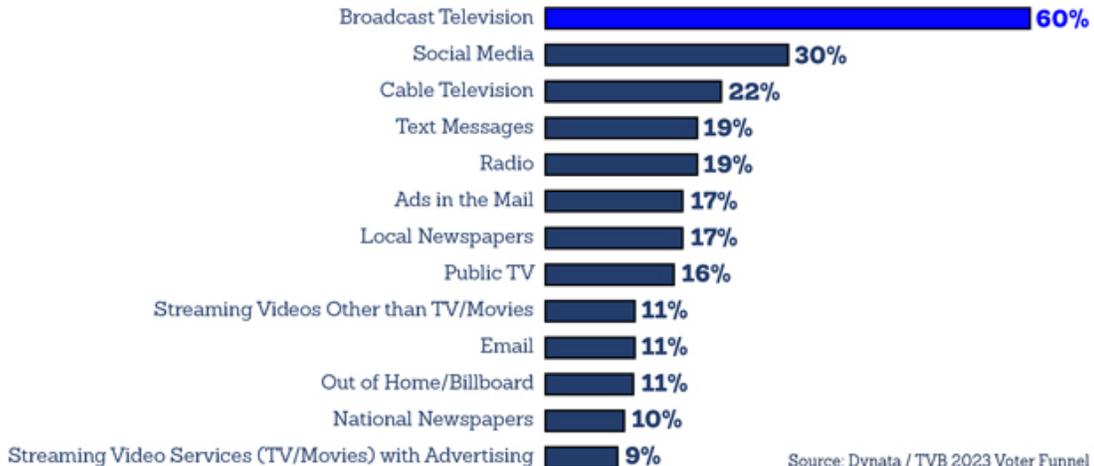
Local broadcast TV is the most effective way for a campaign to get its message across. Perhaps that is why GOP presidential candidate Vivek Ramaswamy [quickly backtracked on his decision to stop airing TV ads](#) in the lead-up to the Iowa caucuses. In a widely panned announcement on December 26, Ramaswamy [called off his campaign's spending on TV advertising](#).

Realizing there was no other way to get his message to Iowa voters before the January 15 caucus, Ramaswamy's campaign resumed airing ads on Iowa TV stations on January 9. As Ramaswamy learned, the data doesn't lie. If you want to reach voters, you need to be on broadcast.



Broadcast TV is the Largest Motivator

Broadcast Television Was **Key** in **Motivating** Kentucky Voters to **Get Out and Vote**



While campaigns spend a lot of time thinking about how to get their message in front of voters, at the end of the day, none of it matters if people don't turn out to cast a ballot. Fortunately, broadcast TV is no one-trick-pony. According to the Voter Funnel results, 60% of respondents reported that broadcast TV is the most important motivator for them to get out and vote.

With broadcast TV continuing to give candidates the best bang for their buck, expect campaigns across the country to pour more money into their TV ad strategy in 2024.



What We're Reading:

[Republicans spend more than \\$100 million on Iowa ads, with more to come](#)

— Bridget Bowman, NBC News

[Donald Trump Campaign Spending Millions to Try and Sink Nikki Haley](#)

— Kate Plummer, Newsweek

[Democrats to spend \\$35M targeting voters of color in House races](#)

— Suzanne Gamboa, NBC News



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