

New Study Shows TV Still Drives the Most Votes

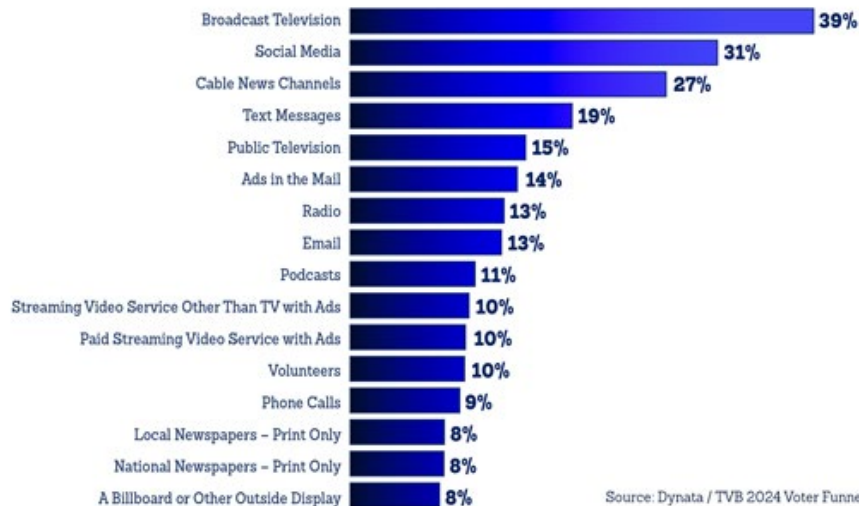
With Donald Trump now officially sworn in as the 47th President of the United States, most Americans are ready to stop thinking about electoral politics for the time being. However, political analysts are still busy pouring over the data from the 2024 election, searching for lessons to apply to off-cycle races in 2025 and the 2026 midterms. One clear takeaway from last November is that local broadcast TV remains the most influential media platform throughout a voters' decision-making process.

To understand how various media platforms influence voter behavior, [TVB's 2024 Voter Funnel Study](#) interviewed 9,000 voters across Arizona, Georgia, Michigan, Nevada, North Carolina, Ohio, Pennsylvania, Texas, and Wisconsin—nine of the most competitive battleground states. The results were similar to findings from previous election cycles, with local broadcast TV being the most influential medium every step of the way. This finding held true for voters of all political parties and all age groups. Notably, TV was particularly influential among Black and Hispanic voters, two critically important demographics that played a decisive role in deciding the 2024 election.

At 72%, local broadcast TV news was the most trusted source of information across all media platforms. Trust in broadcast news was even higher among Democrats and Black voters, at 82% and 81%, respectively. On the flip side, voters reported they were most likely to encounter fake news on social media (51%) and cable TV (29%).



Broadcast TV was Key in Motivating Voters to Get Out and Vote!



Given the high level of trust voters place in broadcast TV, it is unsurprising that 80% of respondents took some action after seeing a TV ad. Whether it was researching an issue or candidate they saw on TV or going out to vote, broadcast TV was the top driver of voter behavior in the 2024 election. 39% of respondents, in particular, listed broadcast TV as a key source of motivation in convincing them to get out and vote, more than any other platform.

As political professionals begin to look ahead to key 2025 races and the 2026 midterms, the data paints a clear picture—local broadcast TV remains the key driver of voter behavior. Whether a candidate is running for city council or governor, broadcast advertising remains an indispensable tool in the arsenal.



What We're Reading:

[In Review '24: The Cost to Win the House](#)

— *Sydney Beckham, AdImpact*

[Ad Wars Begin in Closely Watched Wisconsin Supreme Court Race](#)

— *Scott Bauer, AP News*

[New Jersey's Race for Governor is Poised to be One of the Least Transparent](#)

— *Matt Friedman, Politico*



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