



## Television Remains the Dominant Influencer in Consumer Purchase Decisions

*Study found TV was five times more likely than social media to make consumers aware of a product or service*

**NEW YORK (March 10, 2026)** – TVB ([www.tvb.org](http://www.tvb.org)), the trade association of America’s local broadcast television industry, released findings from their 2026 Purchase Funnel Study which found that TV continues to play a powerful role in creating brand awareness and influencing consumer purchase decisions.

TVB commissioned GfK/NIQ to conduct this study, which looked at over 20 media platforms, both traditional and digital. The study examined consumers in key local categories who have been exposed to advertising and measured the importance of media platforms on their purchase decision process.

### **Some key findings:**

- Exposure to a media platform was not a guarantee of consumer importance, except for TV.
- Television was the most important influencer at all stages of the purchase funnel. In the awareness stage for total adults, TV was five times higher than the nearest runner up, social media, and seven times higher than streaming video other than TV/movies (e.g., YouTube). TV was also the most important influencer for all key age groups, higher income households, high net-worth households, and ethnic groups.
- More exposure to TV ads increases importance for awareness, trust, and preference.
- The top four most trusted media platforms were local TV station assets with local broadcast TV news leading the way at 70% and local TV digital assets following closely behind. Social media (47%) and email newsletters (46%) were the least trusted.

- Local TV websites/apps (38%) were the preferred websites for local news and events.
- For consumers, it's not a choice of TV versus streaming. It's both!
  - Even among streamers, linear TV was the most important influence for awareness.
  - At 71%, short-form video streamers (like those using YouTube) chose local broadcast TV news as the most trustworthy platform.
- 89% of respondents said that the ads they see on linear TV influence their online search selections.
- 87% said when visiting a television station's website or app, they viewed the ads.

The findings of the 2026 Purchase Funnel Study underscore TV's unmatched ability to drive awareness and influence consumers of all ages and demographics.

### **About TVB**

TVB is the not-for-profit trade association representing America's local broadcast television industry, including linear and digital platforms. Its members include U.S. television stations, broadcast groups, advertising sales reps, syndicators, international broadcasters, and associate members. TVB promotes local media marketing solutions to the advertising community and works to develop advertising dollars across multiple platforms, including on-air, online, and mobile. TVB provides a variety of tools and resources, including its website, to support members and help advertisers maximize local ad dollars. For more information, visit [www.tvb.org](http://www.tvb.org)

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