

TVB Insights

WEEKLY RESEARCH & ANALYSIS

2025/26 Season – Week 37 (6/1-6/7/26)

2026 Political Races

TVB recently released the [2026 Media & Conversations Study](#), to assess the role that media platforms play in influencing conversations. As it is an important mid-term election year, the study also covered specific questions about the political category.

Among some of the many findings:

- When asked what media platform affected their political conversations, either as a conversation spark or through being referenced in conversations, 49% cited broadcast news assets, far greater than the next closest media, social media, with just 19%.
- Where do registered voters find 'fake news' to be the most prevalent? Social media topped the list with 57%, followed by podcasts with 30%. Local TV station news? Just 6%!
- When asked what motivated voters to get out and vote, local broadcast TV news assets topped the list with 45%, more than twice that of the next media (email) with just 22%.
- While 52% prefer to vote on the day of the election, 46% prefer early voting methods, including by mail (23%), in person and before election day (19%) and using a drop off box or location (5%). This has implications for an earlier start to political advertising campaigns.

If you are a TVB member, take advantage of the main deck as well as numerous category decks including political, but be sure to sign in first to be able to see them! [Media & Conversations Study](#)

Find it in Research: [The TVB Guide to 2026 Political Races](#) features key dates and Cook Political rating status and is a useful guide to have on hand. Be sure to check back often, as race status changes regularly!

Our featured market this week is **Tucson, AZ**. Does Tucson look familiar? It should, as many movies were filmed in Tucson, including *Rio Bravo* (1959), *Gunfight at the O.K. Corral* (1957), *Tombstone* (1993), *3:10 to Yuma* (1957), *El Dorado* (1966), *Three Amigos!* (1986), *Revenge of the Nerds* (1984), *Major Leagues* (1989), *Stir Crazy* (1980), *Alice Doesn't Live Here Anymore* (1974), *Can't Buy Me Love* (1987), *Almost Famous* (2000), and *A Star Is Born* (1976), just to name a few!

Enjoy!

Hadassa Gerber

EVP, Chief Research Officer, TVB

Advertisers & Agencies: [Get Insights weekly newsletter.](#)

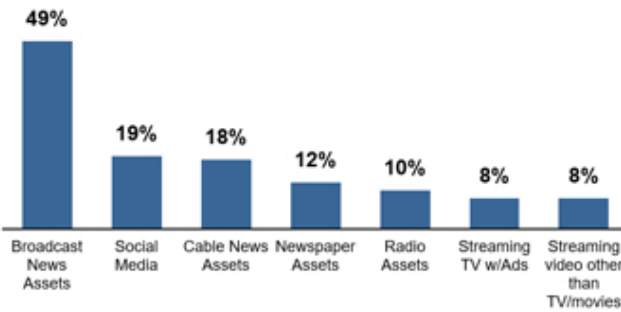
TVB Members: Get Insights weekly newsletter by creating [a member account](#) or visit [My Profile](#) to manage your newsletter preferences.

TVB Insights

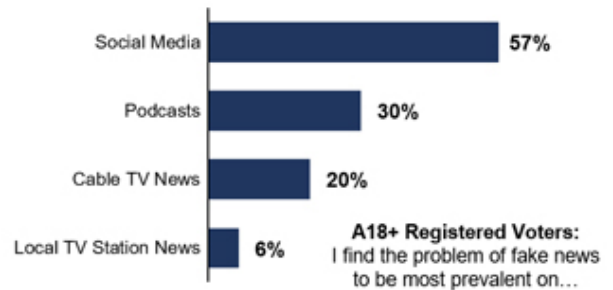
WEEKLY RESEARCH & ANALYSIS

2025/26 Season – Week 37 (6/1-6/7/26)

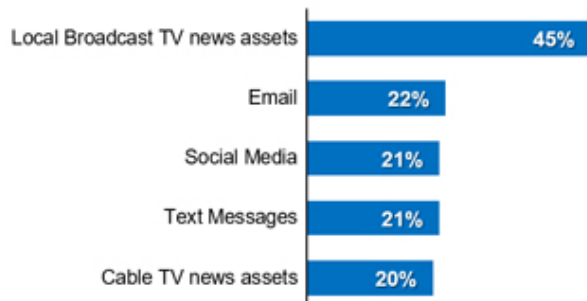
% A18+ Political Conversations Affected by External Factors



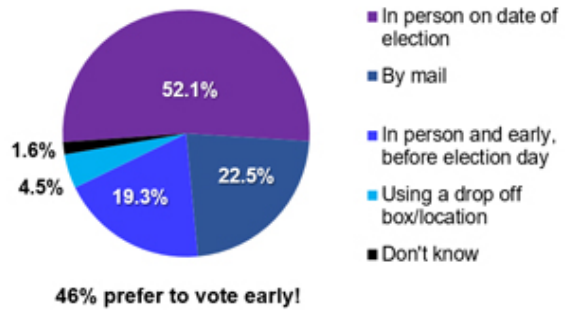
Registered Voters Find Fake News Most Prevalent On Social Media & Podcasts



Local Broadcast TV Is The Most Potent In Motivating Voters



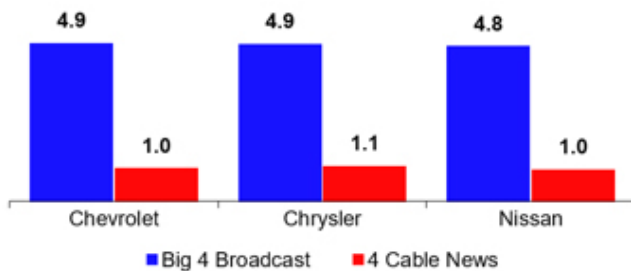
How Do You Prefer To Vote?



Market of the Week: Tucson, AZ

Auto Owners

Mon-Sun 5-6p Live – Average Monthly Ratings (Comscore)



Top 5 Spot TV Advertisers from MediaRadar

Advertiser	DoIs (000)
Lerner & Rowe Attorneys	\$2,168.0
Rafi Law Group	\$1,421.9
AAA	\$1,384.9
Frys Food	\$1,158.8
Husband & Wife Law Team	\$1,109.3