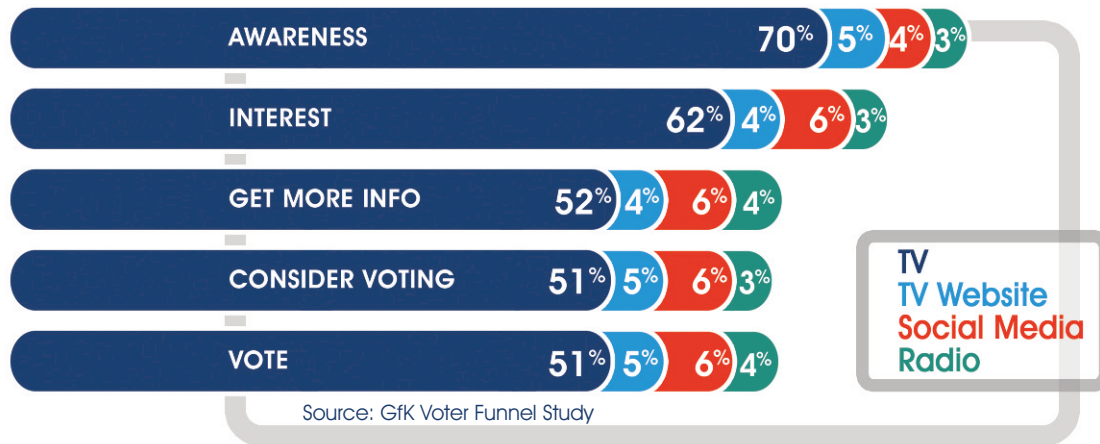


LOCAL BROADCAST TV WE GET VOTERS



Which Medium Influences Voters Most?



- **TV drives political awareness:** 70% of voters listed TV as the most important influence in the awareness stage of the voter decision process. (Source: GfK Voter Funnel Study)
- **Millennials are influenced by TV more than digital:** TV is the most influential medium for both the 18-34 age group and voters 35+. (Source: GfK Voter Funnel Study)
- **Digital and cable lag far behind TV in trust:** 84% of voters consider local broadcast TV to be the most trusted news source. (Source: GfK Voter Funnel Study)
- **TV drives political conversations:** TV drove almost half of all political word of mouth discussions (46%), double that of digital content (23%). (Source: Keller Fay American Conversation Study)
- **TV is the strongest:** Adults 18+ still spend 5 hours a day with live and time shifted TV, only three minutes less than a year ago. (Source: Nielsen Total Audience Report Q4 2015)
- **TV scales:** Television stations can reach 100% of TV homes in every market. And, last season 94% of the top 100 shows watched by Adults 18+ were on broadcast television. (Source: Nielsen Broadcast Season 2014/15)

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