TV NEWS WINS. THERE'S NO DEBATE!

# QUALITY & INTEGRITY IN THE EYES OF VOTERS

**67%** of potential voters appreciate TV news for its high quality of journalism

## Multiscreen TV Fuels Trust & Authenticity

**6X more**

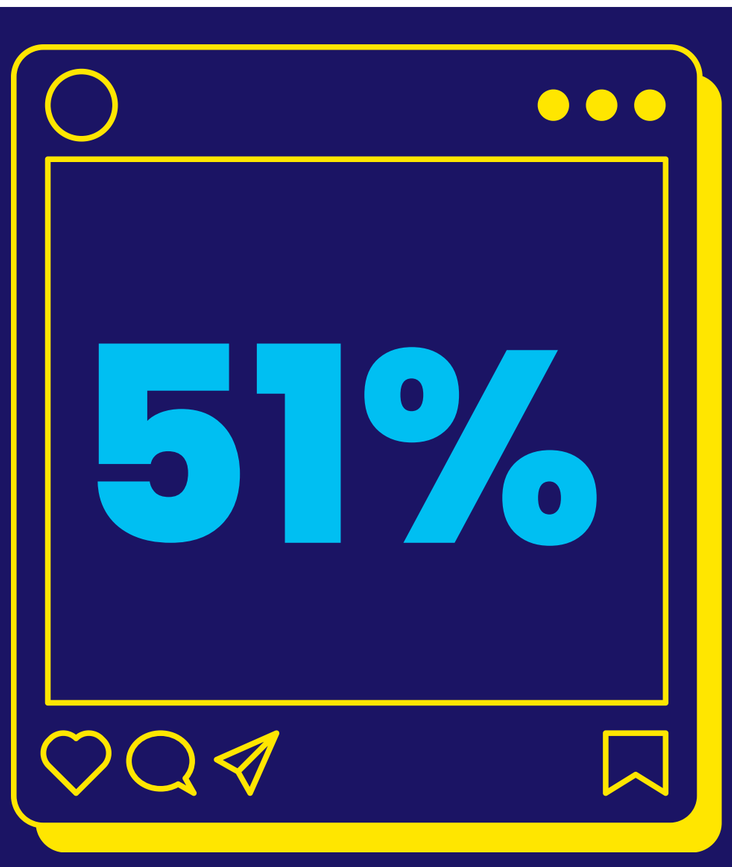
potential voters say TV is their most trusted source of information vs. social media

**2X more**

potential voters say political ads on TV feel more authentic vs. social media

**2X more**

potential voters first hear about candidates and their views on TV vs. social media



**51%** of potential voters say social media is the top source of fake or misleading information

**49%** of potential voters take an action after seeing a political ad on TV*

**Want more of *The Lead Story*? Check out the full report HERE!**

**Visit candidate's social media, check voter registration status / polling station, use a voice assistant (e.g., Siri, Alexa) to learn more about the candidate or issue), scan a QR code / text the phone number to learn more about the candidate or issue*

VAB