



CABLE NATION REPORT: ELECTION MEDIA - HOW VOTERS DECIDE

WELCOME
FINDINGS
NATIONAL
LOCAL
DEMOGRAPHICS
CABLE VS. BROADCAST
UNDECIDED VOTERS
W-O-M / SOCIAL MEDIA
POLITICAL ADS
CABLE NEWS
ABOUT/CONTACTS



CableNation

# welcome

The phrase “election year” has never meant so much. In 2012, the candidates, issues, debates, speculations, prognostications, nominations and all else politics will dominate the U.S. conversation.

Two easy 2012 assurances are: first, that politics will be the lead story almost every day until the presidential election; and second, that every type of U.S. media will be vying for more election-attention and election ad dollars.

Having spent half a lifetime mixing media at top US ad agencies, we at the CAB wanted to know which media were most relied upon for all things election/political advertising in 2012 (and of course, we liked TV's chances of rising to the top). So we turned to well-known political pollsters Peter D. Hart Research Associates and had them create a poll of voter attitudes & usage of media in political/candidate/voting decisions.

The CAB Political Pulse 2012 examines Television, Internet, Newspaper, Radio, Word-of-Mouth, Social & Direct Mail to understand their roles in the U.S. media landscape for all things political advertising.

We've enclosed enough detailed charts from the poll's results to answer the many questions we thought you would have on strengths/weaknesses across the political media spectrum... (turns out we were right about TV's political power)... but as always, ask us anything about our research findings — chasing down those answers is what we're here to do!

Sean Cunningham, President-CEO, Cabletelevision Advertising Bureau

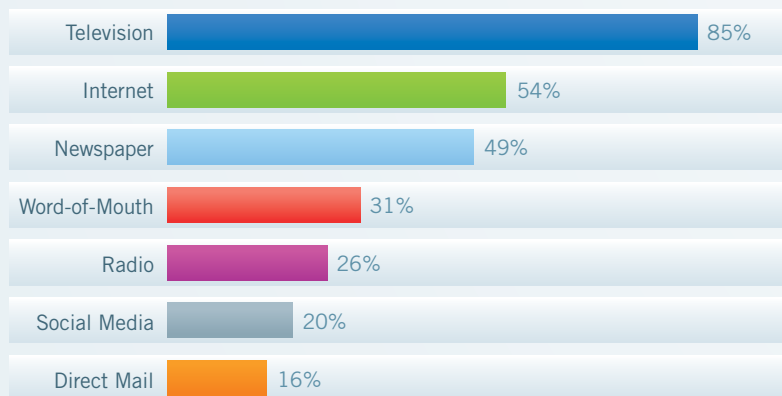
# CAB Political Pulse 2012

- ▶ Television is the ultimate political machine – nationally & locally
  - Builds instant name recognition
    - 85% first learn about candidates / issues from TV
  - Establishes platforms
    - 82% keep up to date about candidates / issues from TV
  - Influences voters
    - 64% claim TV influences their final decision
- ▶ Regardless of age, race or gender, television trumps all other media when it comes to influencing a voters final decision
- ▶ 7 out of 10 voters prefer Cable to Broadcast to receive Political information about candidates / issues
- ▶ 75% of voters are undecided a week before a local election; 60% before a national election
- ▶ Television has a greater influence on voters than family / friends and social media
- ▶ Political television ads are seen as informative – especially among young adults
- ▶ Cable News networks are an important political information source

# Television builds instant name recognition, establishes platforms and influences voters better than any other media

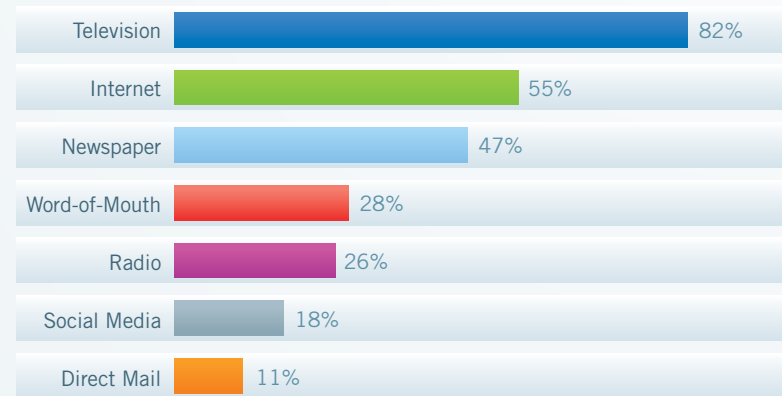
## Builds instant name recognition...

"Where are you most likely to **first learn** about Political candidates and issues from..."



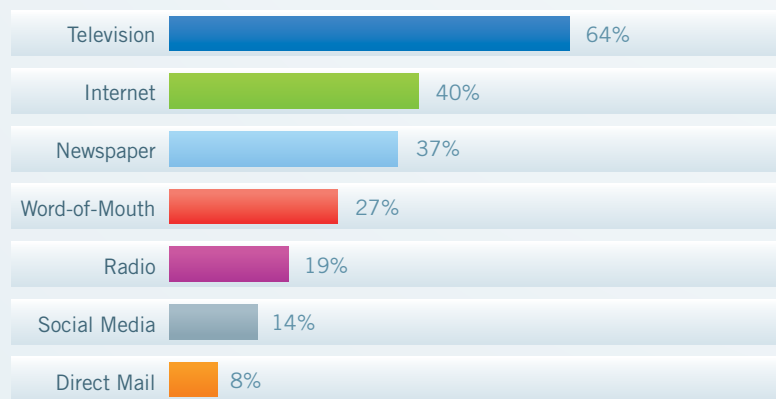
## Establishes platforms...

"Which of the following **keeps you up to date** about Political Candidates and issues?"



## ... Influences Voters

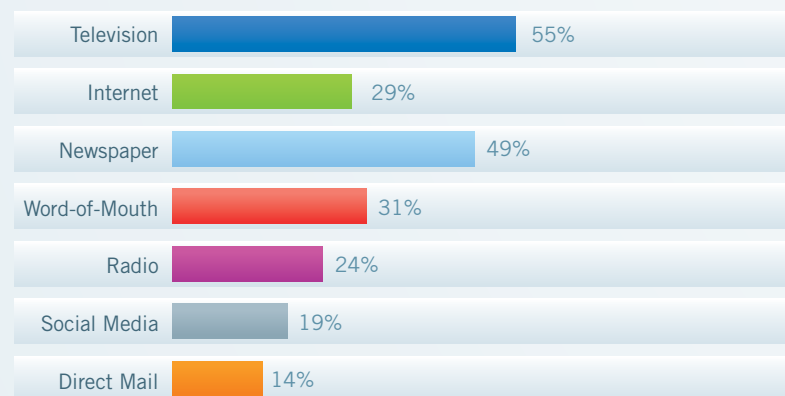
"Which of the following **influences your final decision** when voting for/about Political candidates and issues?"



# Television builds instant name recognition, establishes platforms and influences voters better than any other media in a local community election

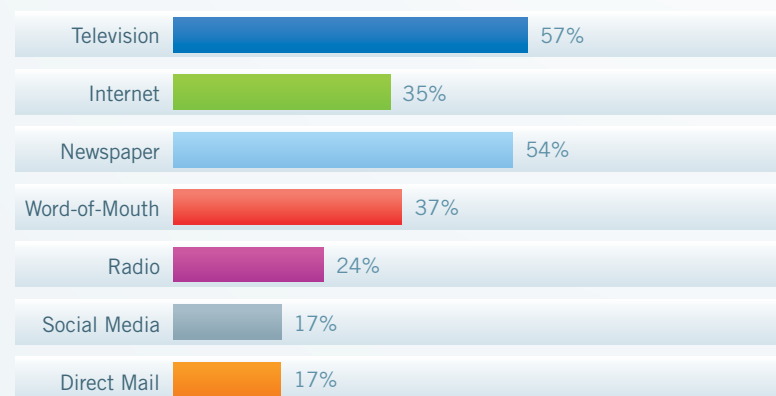
## Builds instant name recognition in a local election...

"Where are you most likely to **first learn about local community** Political candidates and issues from..."



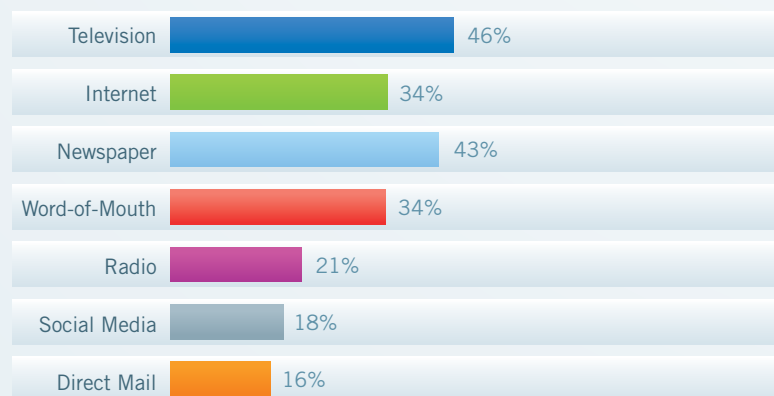
## Establishes local platforms...

"Which of the following **keeps you up to date about local community** Political Candidates and issues?"



## ... Influences voters in the community

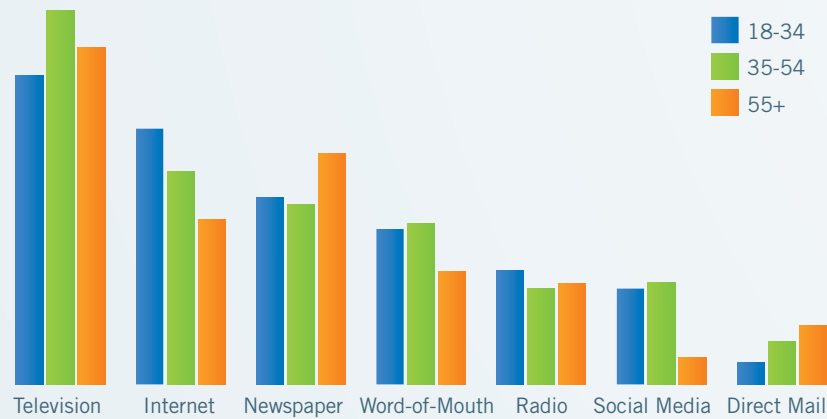
"Which of the following **influences your final decision** when voting for/about **local community** Political candidates and issues?"



# Regardless of age, race or gender television trumps all other media when it comes to influencing a voter's final decision

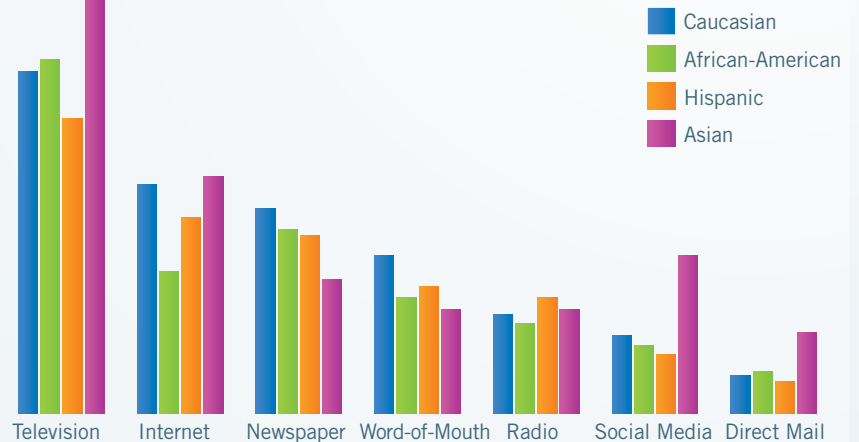
## Age...

"Which of the following influences your **final decision** when voting for/about Political candidates and issues?"



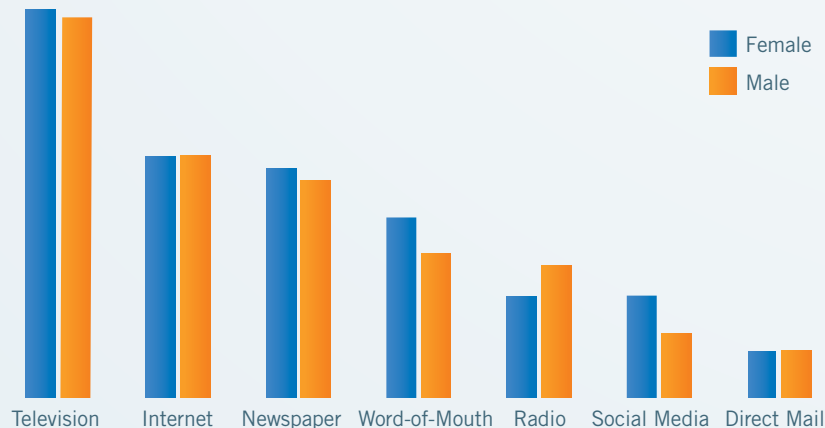
## Race/Ethnicity...

"Which of the following influences your **final decision** when voting for/about Political candidates and issues?"



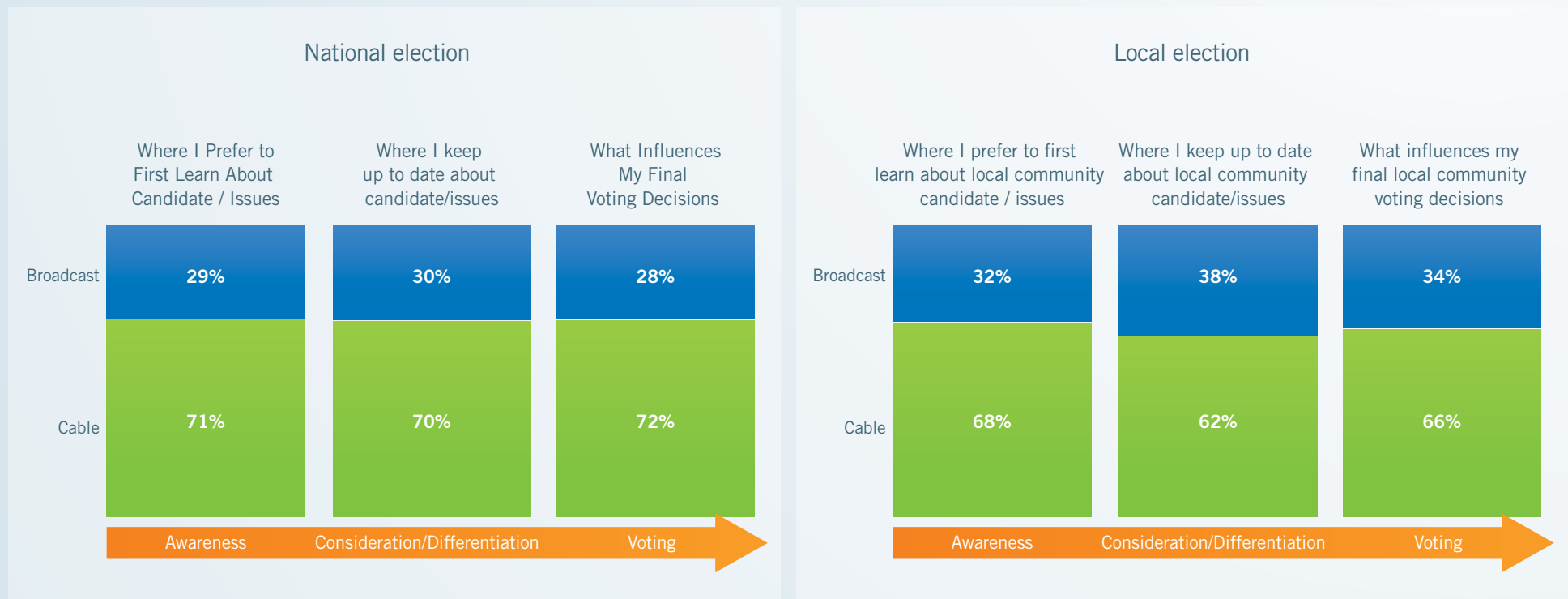
## Gender...

"Which of the following influences your **final decision** when voting for/about Political candidates and issues?"



# 7 out of 10 voters prefer Cable to Broadcast to receive Political information about candidates / issues

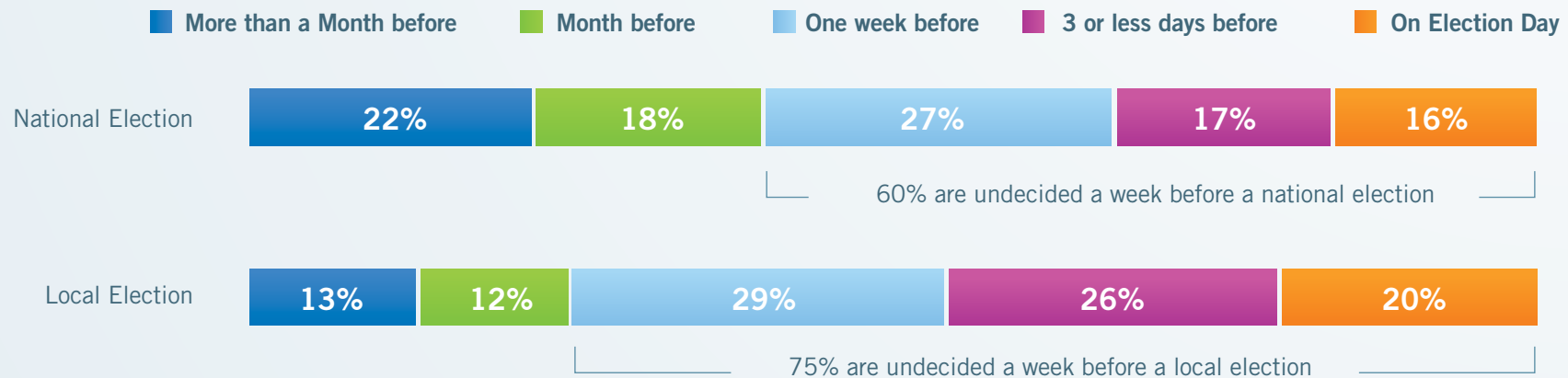
Cable guides the voter from the first introduction of the candidate / issue to the voting booth





# 75% of voters are undecided a week before a local election; 60% before a national election

When do you typically make your final decision regarding who you are going to vote for?





# Television has a greater influence on voters than family / friends and social media

“Which of the following typically has the **greatest influence** on your decision to vote for a specific candidate and/or issue?”

1. What I hear /see on TV (32%)
2. What I read in newspapers / magazines (23%)
3. Word-of-Mouth /neighbors, family, friends, etc (18%)
4. Town Hall / public meetings (17%)
5. None of the above (7%)
6. Comments on Social Media (3%, 7% 18-34)

# Political television ads

## are seen as informative – especially among young adults

### % Agree or Believe True

A18+

A18-34

**61%****61%**

“I typically notice Political ads on TV”

**52%****61%**

“Political TV ads do a good job of reminding me of the upcoming election”

**43%****44%**

“Political TV ads help me understand what a candidate stands for”

**36%****46%**

“Political TV ads help keep me informed”

**38%****43%**

“A TV ad has prompted me to go to the Internet for more information about a specific candidate / issue”

# Cable News networks

## are an important information source – particularly among adults 35-54

“Which of the following do you believe are true for you?”

A18+

A35-54

**40%**

**45%**

“Cable News websites keep me informed on candidates/issues”

**40%**

**48%**

“Cable news networks provide me with information I need to make my decision when voting”

**38%**

**44%**

“I prefer Cable news networks for my political information”



CAB commissioned Research Now / Peter Hart research to conduct *Political Pulse 2012*  
– a study to better understand consumer political attitudes around media.  
*Political Pulse 2012* was a snapshot poll taken over one week in November 2011 using  
information from 500 respondents from a randomly selected national internet panel.  
All survey respondents were registered voters A18+.



**CableNation**

CABLETELEVISION ADVERTISING BUREAU

If you would like additional video advertising information, insights or analysis  
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