



# CABLE NATION REPORT: Winning the Undecided Voter

WELCOME

OVERVIEW

UNDECIDED VOTERS

TIMING

MEDIA INFLUENCE - NAT'L

MEDIA INFLUENCE - LOCAL

CABLE vs. BROADCAST

POLITICAL ADS

ABOUT - CONTACT



CableNation

# welcome

So few weeks remain before the November 6th Presidential election that it's hard to believe that there are still so many un-decided voters, roughly 25%.

This same group, the un-decided voter, is also the key target for the myriad of local elections that are up for grabs in the short term. On a local level, even more voters can be swayed at this point, 66% are undecided.

So the CAB's final piece of 2012 election research was focused exclusively on the **un-decided voter** and their media consumption habits.

You will see the results within this report reveal TV as the clear best way to get to undecided voters, and within TV: Cable rises to the top in what influences these election "deciders".

For the TV ad sales industry, the second critical "still undecided" variable is how much political candidate ad spend money for this final push has yet to be placed or finalized among the TV options – both in pivotal markets and pivotal content arenas.

We hope this report helps you swing a large amount of the "final push" election dollars to Cable – it is the key to persuading un-decided voter.

Sean Cunningham, President-CEO, Cabletelevision Advertising Bureau

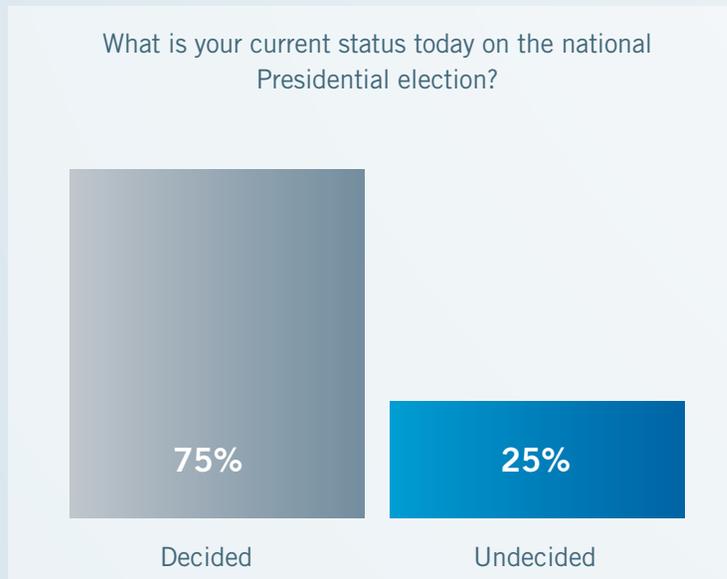
# One group will determine the outcome of the elections in November: *undecided voters*.

What did this study uncover about the undecided voter?

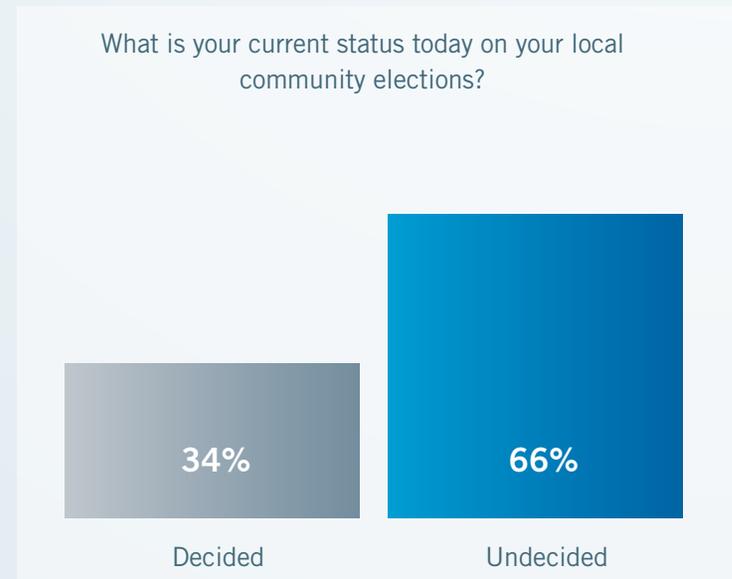
- 7 out of 10 can be swayed a week or less before the election
- Television has more impact on their vote than any other medium
- Cable has considerably more influence than broadcast during every aspect of their decision making process
- Political TV ads drive them to seek out more information about a candidate / issue

# The key to changing minds and winning elections is placing the candidate / platform message in front of *undecided voters*.

1 out of 4 voters have *still* not decided who they are going to vote for in the national Presidential election.



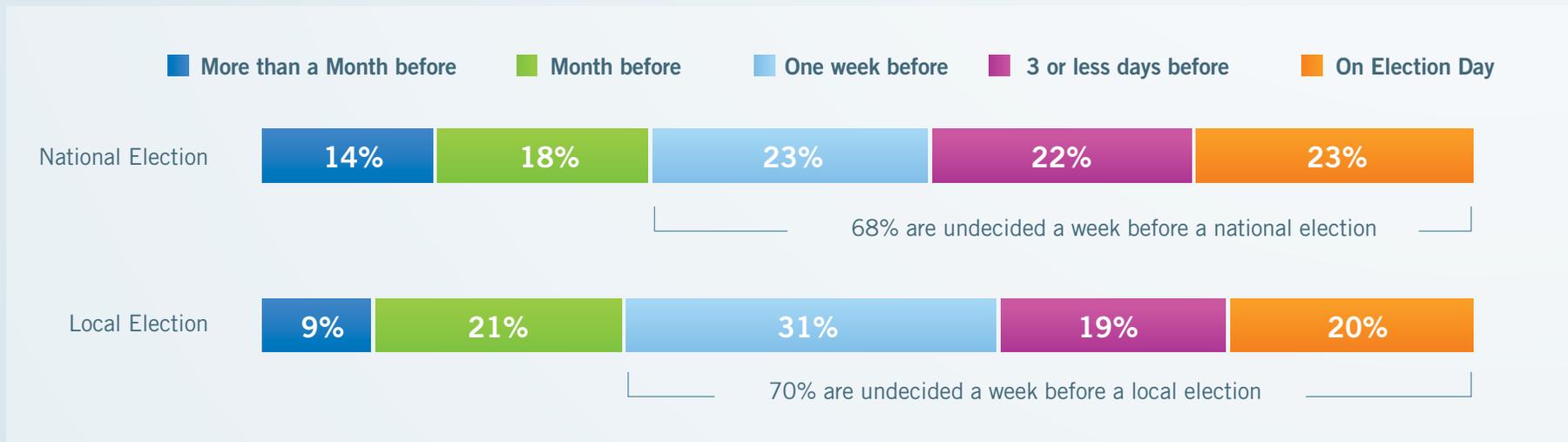
2 out of 3 voters have still not decided who they are going to vote for in their local community elections.



# Undecided voters can be swayed right up until their votes are cast

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

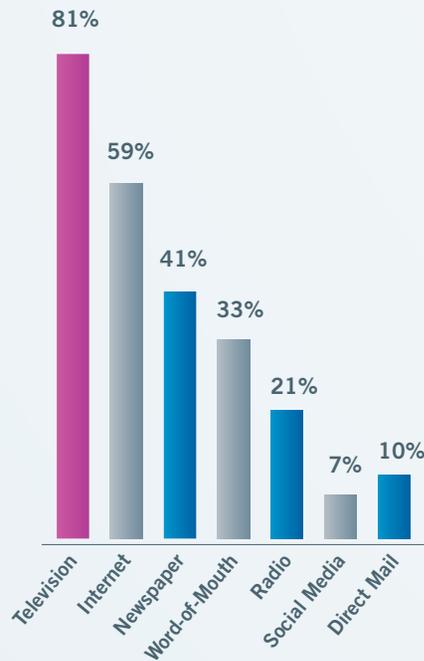
## Undecided voters



# Television has more influence over undecided *national election* voters than any other medium

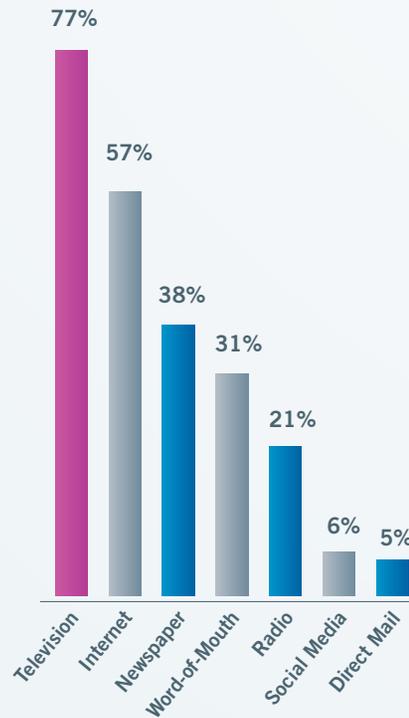
“Where are you most likely to first learn about Political candidates and issues from...”

Undecided voters: National election



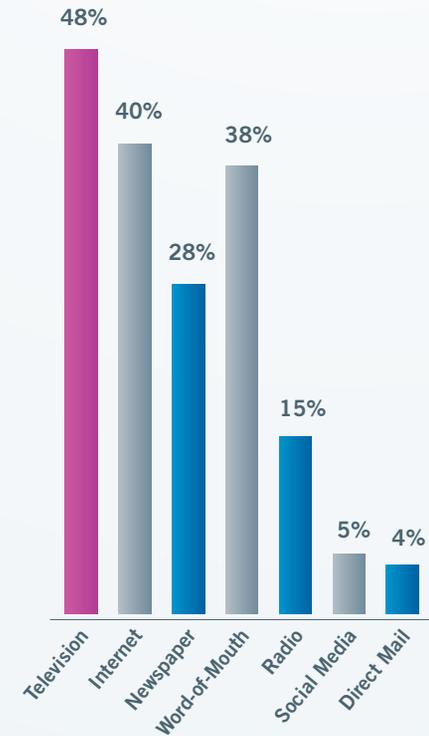
“Which of the following keeps you up to date about Political candidates and issues?”

Undecided voters: National election



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

Undecided voters: National election



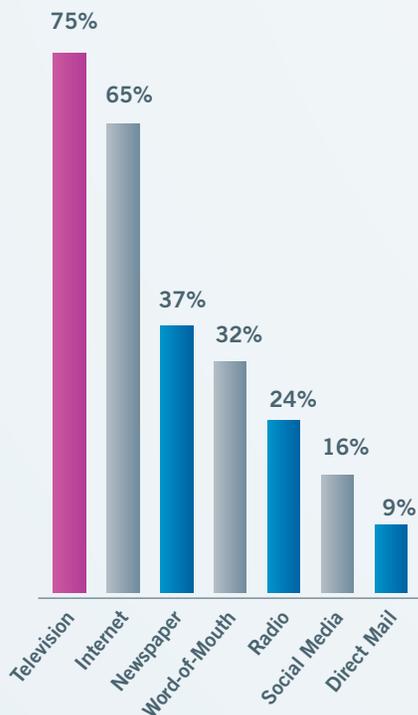
Source: CAB Undecided Voters Study 2012; Reflects respondents who indicated they were currently undecided in the 2012 national Presidential election

MEDIA INFLUENCE – LOCAL

# Television impacts undecided **local election** voters throughout their decision making process: from first learning about a candidate / issue to their final decision

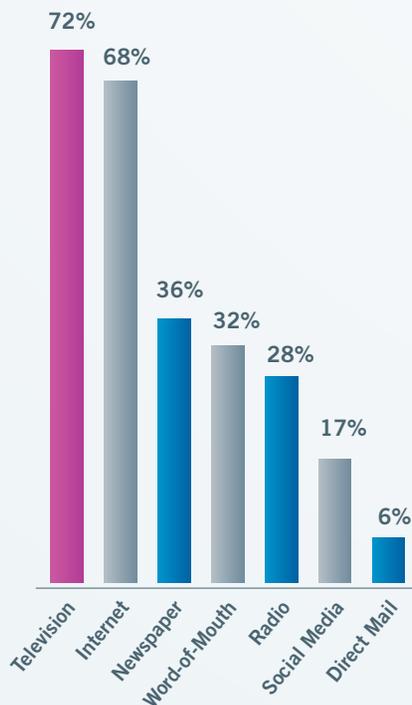
“Where are you most likely to first learn about Political candidates and issues from...”

Undecided voters: Local election



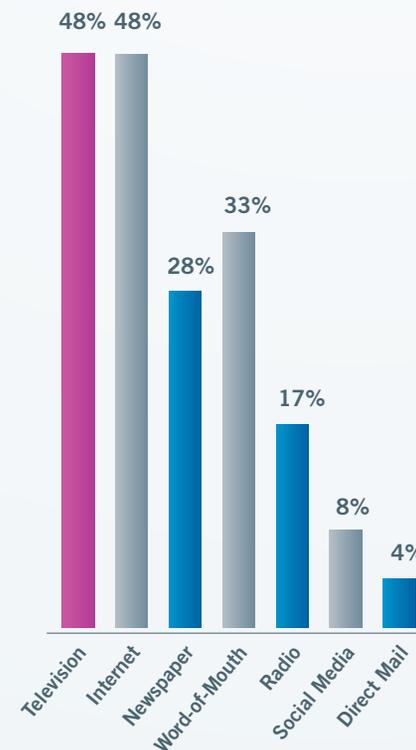
“Which of the following keeps you up to date about Political candidates and issues?”

Undecided voters: Local election



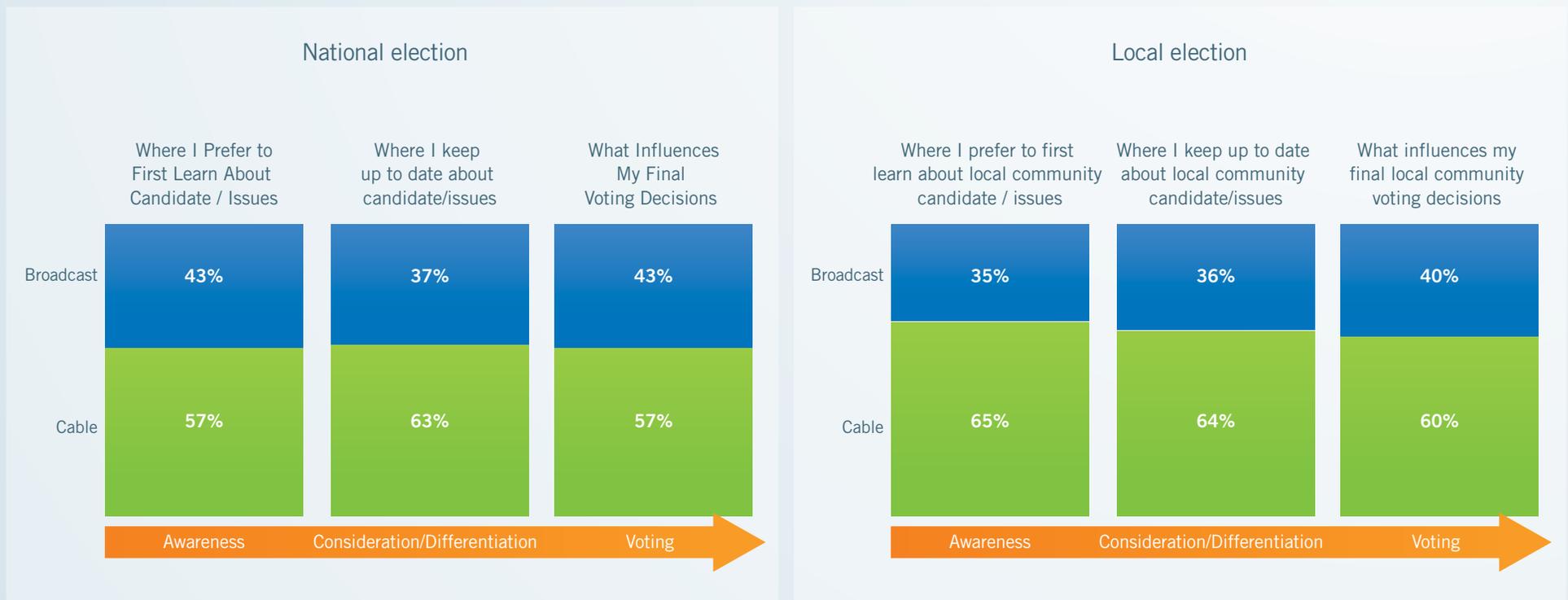
“Which of the following influences your final decision when voting for / about Political candidates and issues?”

Undecided voters: Local election



Source: CAB Undecided Voters Study 2012; Reflects respondents who indicated they were currently undecided in their upcoming local community elections

# Cable has considerably more influence than broadcast during an undecided voter's decision making process



Source: CAB Undecided Voters Study 2012; Reflects undecided national and local election respondents; Respondents select which one they prefer

# Political TV ads are **impactful** and drive undecided voters to **seek** out more information about a candidate / issue

## Undecided Voters

National Election	Local Election	
<b>68%</b>	<b>69%</b>	I typically notice political advertising on TV
<b>58%</b>	<b>52%</b>	Political TV ads do a good job of reminding me of the upcoming election
<b>42%</b>	<b>38%</b>	A TV ad has prompted me to go on the Internet for more information about a specific candidate / issue

## 2012 CAB Undecided Voters Study

CAB commissioned **Research Now** to conduct a study to better understand voter's political attitudes, views and opinions about media and its role in their decision making process in national Presidential and local community elections.

This snapshot poll was taken from August 21-24, 2012 using information from 500 respondents from a randomly selected national internet panel.

All survey respondents were 'likely' voters A18+. All the analysis in this report reflects voters who indicated they are currently undecided in either the national Presidential election or their local community election.



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# CableNation

CABLETELEVISION ADVERTISING BUREAU

If you have any questions regarding this study or would like any other video advertising information, insights or analysis please visit our website at [www.thecab.tv](http://www.thecab.tv) or feel free to contact us directly at:

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