



Reaching Voters When It Matters Most

Understanding How Multiscreen TV
Influences Voter Decisions

Introduction

Voter behavior has changed as media consumption becomes more fragmented, but traditional TV and streaming – also referred to as multiscreen TV – remain a powerful engine for discovery and trust in political advertising. In this new consumer study, Comcast Advertising uncovers insights into voters’ media consumption, behaviors, and the impact of advertising in the lead-up to elections.

Whether voters decide early or at the last minute, TV is a critical environment for attention, authenticity, and action. As political cycles become noisier, more complex, and more AI-driven, multiscreen TV offers the advantage of enabling advertisers to deliver trusted, issue-focused storytelling at scale.

This report will help advertisers maximize the value of all voters this election season.

STUDY APPROACH

In partnership with Dynata, Comcast Advertising gathered 1,500 survey responses from U.S. adults 18+ who plan to vote in the 2026 Elections. The responses were analyzed to uncover how voter decision timelines vary and behaviors differ in order to offer political advertisers insights into how they can more effectively plan their campaigns.

Source: Comcast Advertising consumer survey conducted in partnership with Dynata, December 2025.



Traditional TV + streaming are the center of political influence

DISCOVERY AT SCALE

64%

of voters rely on multiscreen TV as their primary source of political information



Multiscreen TV is the **#1** form of media for learning about a candidate

Multiscreen TV remains the starting point for how voters learn about candidates and form first impressions. Its credibility and authenticity make it the medium that not only informs but inspires voters to take meaningful next steps.

THE AUTHENTICITY ADVANTAGE

+95%

Voters are +95% more likely to say political ads feel authentic on multiscreen TV compared to social media

AN ACTION DRIVER

After seeing a multiscreen TV ad, the most common actions among voters are:



Visiting candidate's social media



Checking their voter registration

TWO VOTER ARCHETYPES

Early vs. late deciders

Early deciders tend to lock in their decisions well before Election Day, while late deciders remain persuadable longer.

For advertisers, knowing the difference between which household is full of early deciders and which is full of late deciders ensures media dollars are timed and tailored more effectively, reaching committed voters with reinforcement and undecided voters with impactful, real-time messaging.



Early Deciders

The predictable voters



Late Deciders

The persuadable voters

TIMELINE OF VOTER DECISIONS

Early Deciders

66%

of voters decide **at least a month before** the election

Late Deciders

34%

of voters decide within the **last month** before the election



The predictable voters

Early deciders tend to be older, news-hungry voters who stay locked into coverage across news, debates, and long-form political programming on traditional TV and streaming. With elevated sensitivity to misleading information, they respond best to straightforward, trustworthy, issue-first creative delivered in the environments they trust most.

+17% more likely to be planning to vote than late deciders

66% use TV news for political information and are more likely to follow debates, convention coverage, and candidate interviews

83% are concerned about misleading information in political ads - +16% higher than late deciders

Preferred advertising message approach

3 IN 4 voters prefer ads focused on issues

The persuadable voters

Late deciders tend to be younger and more ethnically diverse. Voters that identify as independents or unaffiliated are more likely to fall into this group. These voters are more likely to say they have changed party affiliation recently, have no party affiliation, or lean towards a party without a strong affiliation. They rely more heavily on political advertising for first exposure to candidates and are significantly more likely than early deciders to find ads authentic, engaging, and actionable.

+36% more likely to learn about candidates for the first time through political ads

+34% more likely to say candidates feel authentic in ads

+22% more likely to take action after seeing TV ads including scanning a QR code or checking voter registration

Late-cycle advertising is important

52% of all voters pay more attention to political ads as Election Day approaches

THE AI ANGLE

How AI anxiety creates opportunity for trusted environments

Regardless of whether they make decisions early or late, voters are concerned about AI. As uncertainty around AI reshapes how people evaluate information, trust becomes increasingly important in the media landscape – especially when it comes to political candidates. Environments with established credibility, like TV, are essential amid growing doubts about the reliability of other platforms.

71%

AI anxiety is high

71% of voters are concerned about AI in media

2.7X

Voters are more trusting of multiscreen TV

Voters show 2.7X more confidence in TV information accuracy vs. social media

How to maximize the value of early and late deciders

To learn how Comcast Advertising can help power your political ad campaign, [contact us](#) today.

EARLY DECIDERS

Lead with trust

Since early deciders are heavy news and political-event viewers with high misinformation awareness, ads can win with clear, credible, fact-based messaging.

Reach them early and stay consistent

It's crucial to reach this valuable audience early in a campaign with credible, trusted messaging, and to reinforce consistently across the election cycle through TV and streaming.

LATE DECIDERS

Ads play an outsized role

Ads are more likely to contribute to late deciders' first impressions as they view them as credible, making late-cycle messaging for political campaigns imperative to reach them when they are persuadable.

Engage them as election day nears

As attention grows and final decisions are made, reach these undecided voters. They are among the most likely to take an action after seeing an ad on traditional TV or streaming.

For more insights



TV Makes Memories

Why TV Is the Catalyst for Brand Impact and Consumer Action

This report highlights why TV not only remains the most effective way to make memories but how it strengthens other channels and helps drive impact throughout the entire marketing funnel.

[Download report](#) 



2026 Comcast Advertising Report

Actionable Insights for the Modern TV Advertiser

The latest edition analyzes data insights from Comcast Advertising and platform insights from FreeWheel, its advertising technology platform, to offer a holistic perspective of how viewers are viewing, how buyers are buying, and how sellers are selling multiscreen TV advertising.

[Download report](#) 



Winning Strategies

Advertising Lessons from the 2024 Election Cycle

The latest report highlights the advertising strategies that were most successful in reaching voters during the 2024 election cycle and provides key insights and recommendations, based on data, so that advertisers can better engage audiences and drive results.

[Download report](#) 



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