

WE GET VOTERS VANTAGE POINT

Insight into local broadcast TV and political advertising

The Pressure Is on for Governor's Races

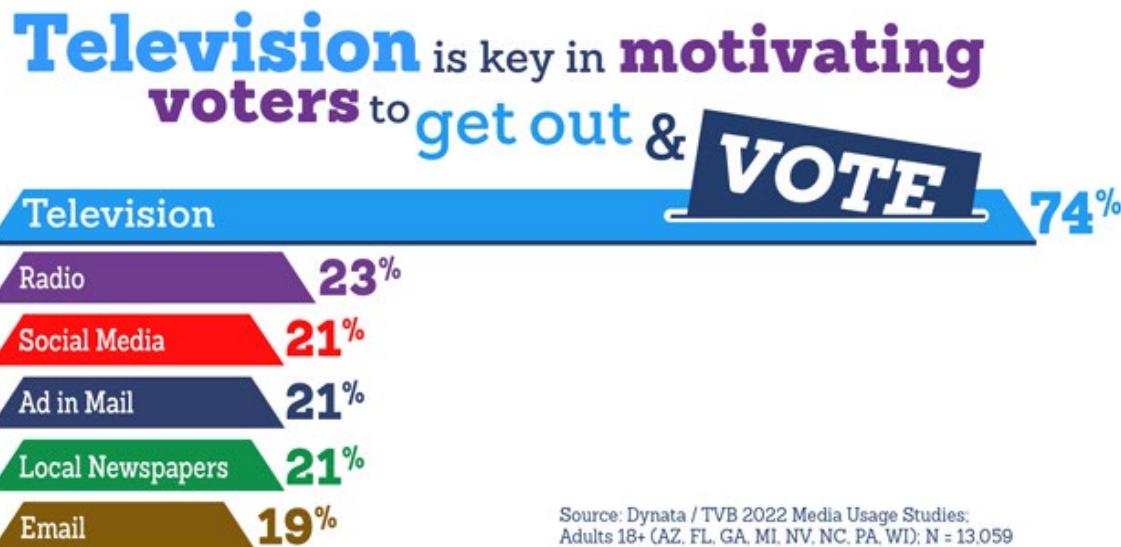
Twelve states have primaries in May, making it a consequential month for federal and state races. In early May, Ohio's primaries concluded, breaking spending records by becoming the most expensive Senate race of 2022. While candidates spent nearly \$42 million on ads across platforms, AdImpact tracked 21 issue groups that spent \$32.8 million collectively. Consider this an indicator that issue groups will be driving major ad dollars in competitive states ahead of November.

The blockbuster Senate primary in Ohio may be over, but North Carolina, Georgia, Texas, and Alabama have their primaries toward the end of the month. Highly watched races include the Ohio GOP Senate primary, the Georgia GOP gubernatorial primary, and the Texas GOP attorney general runoff.

Primaries later in the summer aren't preventing campaigns and interest groups from scheduling major ad buys. The Democratic Governors Association is spending \$75 million on initial ad buys for the Fall as it looks to provide on-air coverage for some of the country's most vulnerable Democratic incumbents. And in an effort to turn the Senate red, the Senate Leadership Fund reserved \$141 million in ads for September in Georgia, North Carolina, and five other states.

TV Motivates Voters To Cast Their Ballots

The 2022 Political Media Usage Studies went into eight competitive states in 2022 to see what media platforms influenced voters the most. By a long shot, voters selected TV as the most influential in getting them to cast their ballots. This was true for all breakouts, including by individual state, party affiliation, and demographics (A18-34, A35+, men, women, African Americans and Hispanics).





What We're Reading:

[Political ad spending soaring in this year's midterm election](#)

— Paul Steinhauer, Fox Business

[TVB Survey Finds that TV Most Effective Way to Get Out the Vote](#)

— George Winslow, TV Technology

[The 10 Governorships Most Likely To Flip Parties In 2022](#)

— Geoffrey Skelley, FiveThirtyEight



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