

## The Primaries Delivered on Advertising, Now onto the General

While August is a quiet month in DC for congressional recess, it's a big month for the dozen remaining states with primaries – a few of which have seen major advertising investments this summer. Arizona's most high-profile race is the Senate primary which [saw over \\$90M](#) in advertising, bringing the state's total primary spending to \$160M. Candidates weren't the only thing driving major ad spending. As the first state to vote on abortion access since Roe v. Wade, Kansas saw around \$12M spent on related ads. These campaigns, among others, have been major contributors to 2022's record-breaking spending levels.

This year is already on track to see the largest ad spend in midterm election history, now estimated at \$3.6B. A recent [AdImpact analysis](#) found that \$2.1B of this year's spending has been invested in broadcast TV, compared to \$697M on digital and \$614M on cable.

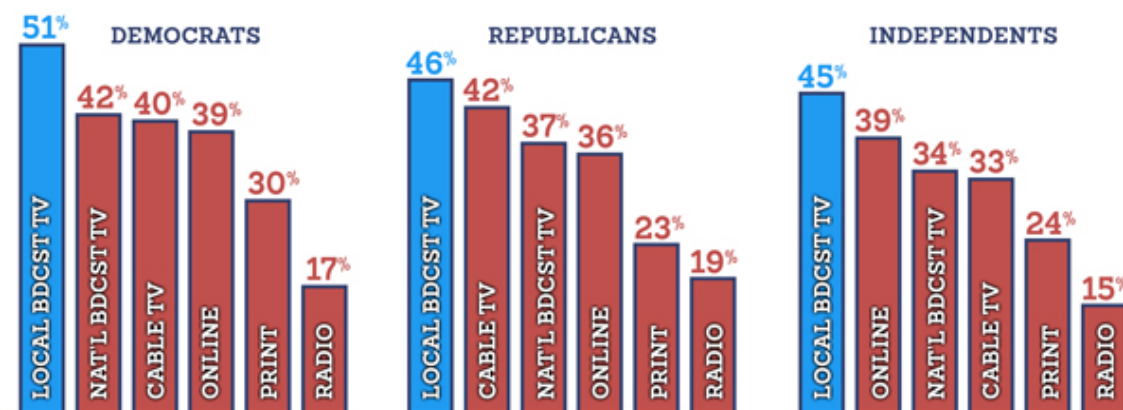
Now that some of the biggest primary races have wrapped up, it's time to shift attention to the general elections. Nationally, \$958M in ad spending is [pre-booked](#) between August 1 and November 8, with Arizona, Nevada, Georgia, and Pennsylvania seeing the largest investments.

If this is any indication of what's to come, the fall is looking busy for local broadcast TV stations.

## Democrats, Republicans & Independents Rely on Local Broadcast TV

The [2022 American Conversation Study](#) found that people of all political stripes consider local broadcast TV their primary source for news. Not only do these voters lean on local TV for their news, but TV is also key for sparking conversations about what they saw. With 62 percent of respondents saying they are likely to vote in November, campaigns can count on local broadcast TV to reach and influence voters.

### Local broadcast TV news is the primary news source for the major political parties



% of People Consuming Any Type of News By Political Affiliation  
Source: Engagement Labs TVB American Conversation Study 2022



## What We're Reading:

[Millions in Advertising Help Shape Closely Watched Abortion Vote in Kansas](#)

— Mitch Smith, *The New York Times*

[5 Key Takeaways From the August 2 Primaries](#)

— Ed Kilgore, *Intelligencer*

[Analysis Finds 35% Increase In Local Broadcast TV News Over Past Decade](#)

— TVN Staff, *TVNewsCheck*



## Contact Us:

TVB is here to help political campaigns and consultants with resources and tools. Please [contact us](#) directly with questions and suggestions on material you would find valuable.



*Like your monthly Vantage Point Newsletter? Check out TVB's [TVB's political resources](#) to learn the benefits local TV stations can offer local candidates.*

---