

# WE GET VOTERS VANTAGE POINT

Insight into local broadcast TV and political advertising

## Top of Mind Issues for Voters & Campaigns

As hot issues like inflation, gun control, climate change and abortion continue to be important to Americans, campaigns adjust their TV ad messaging and spending plans to get their candidates' stances on those issues in front of voters. For example, since the May 2 Supreme Court draft opinion on Roe v. Wade was leaked, in House races, 22% of pro-Democratic ads and 24.5% of pro-Republican TV ads mentioned abortion, [according](#) to the Wesleyan Media Project. Previously, 6.2% of Democratic and 13.5% of Republican ads mentioned the issue.

In early May, a coalition of environmental groups [announced](#) a \$100M ad campaign to put money behind federal and state candidates with robust climate policy proposals.

It's not just ballot issues influencing voters and ad buys; campaigns also use political endorsements in ad messaging. The National Republican Congressional Committee (NRCC) [launched](#) a \$52.3M TV ad campaign largely targeting Democrats in 20 districts that former President Trump carried in 2020. To counter Trump-backed Republicans, the Democratic Congressional Campaign Committee (DCCC) [reserved](#) \$21.4M of broadcast TV ad reservations in 13 markets.

With nearly 20 state primaries over or in runoffs, campaigns will soon begin to roll out their general election ads. Voters should anticipate seeing local and federal candidates discussing hot-button issues on their TV screens.

## More Time Watching TV Equals More Opportunities to Reach Voters

Of all media platforms, voters spend the most time tuning into their local broadcast TV stations, according to the [2022 Media Comparisons Study](#). For candidates and their campaigns, this means they are more likely to have one of their ads seen by a voter if it's advertised on broadcast TV than if it were advertised on cable, social media platforms, or the radio.





## What We're Reading:

[7 takeaways from the 2022 primary season so far](#)

— Eric Bradner, Dan Merica, Gregory Krieg, CNN

[Florida races projected to reach \\$593M in political ad spending, highest in 2022 cycle](#)

— Kelly Hayes, Florida Politics

[6 Things to Know About TV in a Digital World](#)

— Hadassa Gerber, TVB



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