



Insight into local broadcast TV and political advertising

Initial Takeaways From 2022 Midterms

While the 2022 midterms broke spending records for a midterm cycle, bringing in an [estimated](#) \$16.7B for both federal and state races, campaign experts say it's one of the most unusual elections on record. The "red wave" many expected did not come to pass; Republicans came up short in a number of key races. However, several contests remain undecided, including Georgia, where incumbent Raphael Warnock and Herschel Walker will head to a December 6 runoff that could determine control of the U.S. Senate. If history is any guide, ad spending will likely approach new records this next month.

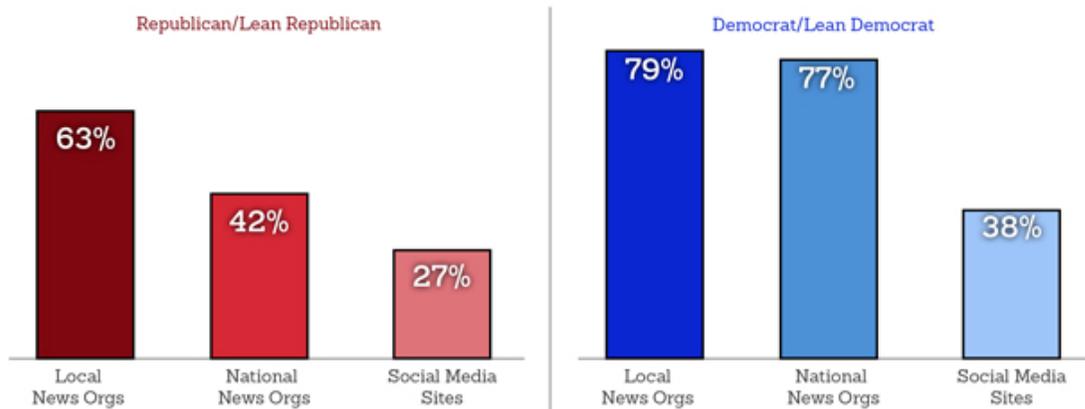
We're still waiting for final ad spending numbers, but some last-minute ad buys are worth noting. In the run-up to the election, Democrats placed more ads on local broadcast TV stations than their Republican counterparts. According to the [Wesleyan Media Project](#), from 10/3 - 10/16 112,000 ads boosting Democratic House candidates aired nationwide, compared to just 86,000 for Republicans. Additionally, in the final week leading up to election day, 132 federal and state elections spent [over \\$1M](#) on advertising and another 10 elections spent at least \$10M. Democrats outpaced Republicans that week, spending upwards of \$372M in states like Pennsylvania, Georgia, and Arizona.



Despite Politics, Both Parties Trust Local News

A new study by the Pew Research Center shows that U.S. readers trust local news organizations more than national news outlets and social media sites, regardless of their political affiliation. At a time when Americans are increasingly wary of government, campaigns and candidates rely on local broadcast TV stations and their digital assets to gain voters' trust.

Republicans & Democrats find local news more trustworthy than national news & social media



Source: Pew Research Center



What We're Reading:

[Traditional TV Still Delivers the Biggest Political Ad Bang for the Buck](#)

— Tom Bucks, *TVTech*

[Fueled by Billionaires, Political Spending Shatters Records Again](#)

— Jonathan Weisman and Rachel Shorey, *The New York Times*

[Where the money went this year](#)

— Madison Fernandez, *POLITICO*



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