

## 2023 Gubernatorial Races Set to Come Down to the Wire

Although the 2024 presidential election is already getting lots of attention, there are gubernatorial races in Kentucky, Louisiana and Mississippi to watch in 2023.

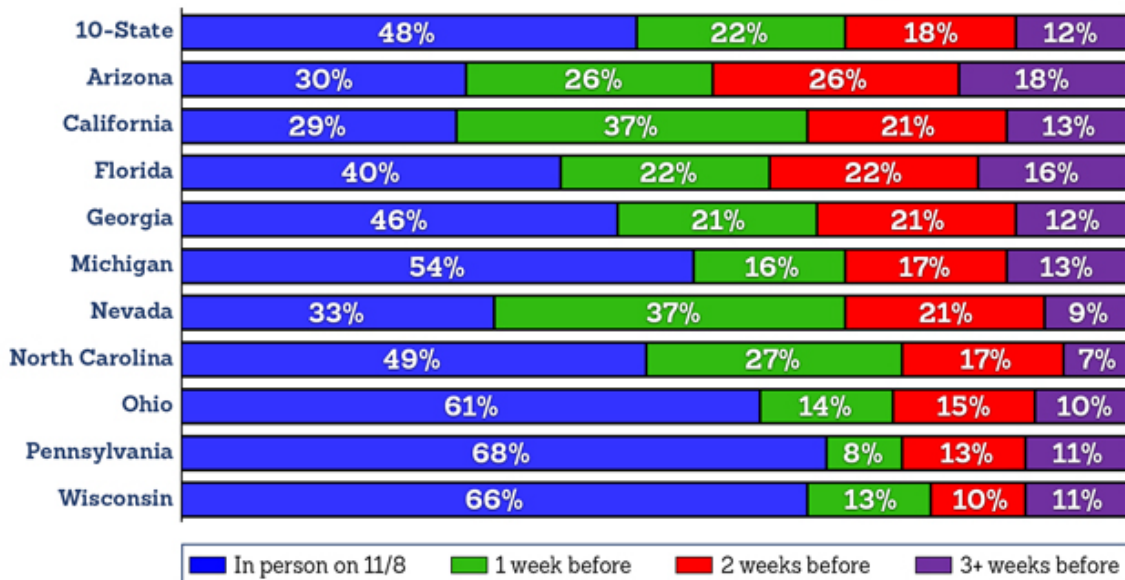
In Kentucky’s last cycle, Democrat Andy Beshear defeated incumbent Republican Matt Bevin by [roughly](#) 5,000 votes, making it the closest gubernatorial race in Kentucky in over 100 years. Several Republicans are competing in the May 16 primary and are all running serious campaigns. Whoever emerges from the crowded field will have their work cut out for them come November: Beshear boasts a [60% approval rating](#) and already has nearly [\\$5 million](#) cash on hand.

In Louisiana, numerous Republicans are vying to replace John Bel Edwards, the state’s term-limited Democratic governor. Republican Attorney General Jeff Landry, along with two other elected officials, have all thrown their hats in the ring, and Congressman Garret Graves is also [considering](#) a bid. Mississippi’s Republican Governor Tate Reeves is also running for re-election, but despite the state’s deep-red voting history, [recent polling](#) has indicated his presumptive Democratic challenger, Public Service Commissioner Brandon Presley, could pull off an upset.

With all races appearing competitive at this stage, voters in all three states are likely to begin seeing ads soon. Expect Beshear to blanket the airwaves in the Louisville and Lexington markets, which were key to his victory in 2019. If there is one key takeaway from that gubernatorial race, it’s that local broadcast TV was [essential](#) for reaching voters in a highly competitive race. Campaigns in Louisiana and Mississippi should take note.

## Study Finds Voters Don’t Just Vote On Election Day

### When did 2022 voters **actually** vote?



Source: Dynata / TVB 2022 Voter Funnel: Adults 18+

Whether it's the primary battle in Louisiana or the general election showdown in Kentucky, campaigns need to be cognizant of evolving voter behavior. According to the 2022 [Voter Funnel Survey](#), over half of the voters in states with competitive races casted their ballot before election day. If this trend holds in 2023, candidates will need to get their message out early to avoid missing voters.



### What We're Reading:

[DeSantis Preps 2024 Bid Behind Scenes While Waiting to Declare](#)

— Nancy Cook, *Bloomberg*

[DNC votes to shake up presidential primary calendar](#)

— Elena Schneider, *Politico*

[Netflix Ad Reach is Tiny Compared to Local TV News, TVB Says](#)

— Jon Lafayette, *Broadcasting & Cable*



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