



Insight into local broadcast TV and political advertising

Big Spending on the Horizon

As far as off-year election cycles go, 2023 was one for the books. Between a gubernatorial race in Kentucky, a state supreme court contest in Wisconsin, a battle for control of the Virginia Legislature, and a Republican presidential primary, 2023 saw a staggering \$1.28 billion in political ad spending, [according](#) to AdImpact. However, 2023 is a drop in the bucket compared to what's on the horizon.

An [analysis](#) by GroupM forecasted the 2024 election could easily see \$16 billion in political ad spending, much of which will be spent on TV. The presidential race will be next year's marquee matchup, and seven battleground states will likely be targeted with the bulk of campaign messaging. AdImpact [projects](#) that Arizona, Pennsylvania, Michigan, Nevada, North Carolina, Georgia, and Wisconsin will make up 76% of presidential ad spending in 2024. Arizona, which also features a major senate race, is likely to see over \$821 million in ad spending, which could make it the most expensive state of the cycle.

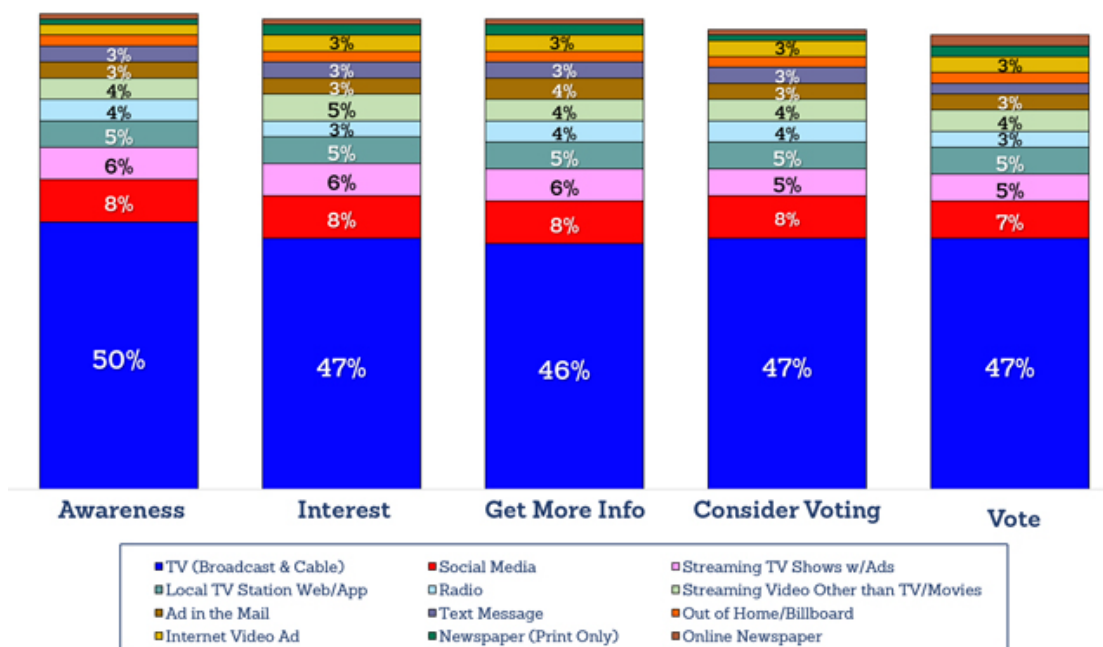
Beyond presidential politics, the 2024 cycle will boast several competitive U.S. House, Senate, and gubernatorial races. Montana and Ohio are both red states with [incumbent Democratic senators](#) facing tough roads to reelection.

Meanwhile, North Carolina and New Hampshire both feature [open governor races](#) that could swing in either direction. Control of the U.S. House of Representatives is also up for grabs, with 9 Republicans representing [toss-up districts](#) in California and New York alone. Given that Democrats only need to flip five seats to retake the House, these blue-state Republicans will undoubtedly face an advertising onslaught.



2023 Voter Funnel Preview

What Influenced Kentucky Voters the Most: Television



Source: Dynata / TVB 2023 Voter Funnel: Adults 18+

The Kentucky gubernatorial election, which saw a [record \\$91 million](#) in spending between the primary and general elections, was the most expensive race this year and in Kentucky's history. According to preliminary results of the [2023 Voter Funnel Study](#), which was conducted among Kentucky residents immediately following this year's election, TV remains the most effective medium for reaching and influencing voters. From driving awareness to turning out voters, TV trumps all other mediums in efficacy. As the 2024 cycle heats up, it will be essential for campaigns to invest in TV advertising if they hope to be competitive next November.



What We're Reading:

[New Studies Reveal What Is Motivating Americans To Vote In Upcoming Elections](#)

— *TVN Staff, TVNewsCheck*

[U.S. political ad market projected to reach record \\$16 billion in 2024](#)

— *Sara Fischer, Axios*

[GOP Primary Spending And Messaging Analysis: Fourth GOP Debate](#)

— *Ethan Mort, AdImpact*



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