



Insight into local broadcast TV and political advertising

## TV Drives the Conversation Among Voters

While polling indicate that most voters [do not want](#) to see a 2020 rematch, all signs show that from now through November, Trump vs Biden is what Americans will be talking about. Republican voters in Iowa and New Hampshire officially kicked off the 2024 presidential election in January, and Donald Trump secured significant victories in both contests. After coming in second in Iowa, Florida Governor Ron DeSantis dropped out and endorsed the former president, leaving Nikki Haley as Trump’s only challenger in the race. Although her campaign has an impressive [\\$14 million](#) to spend ahead of the February 24 South Carolina primary, Trump and the rest of the Republican Party are now focusing on the general election. While Colorado and Maine have attempted to remove Trump from the ballot over his conduct surrounding the January 6 riot, [recent opinions](#) among Supreme Court justices indicate they are likely to rule in the former President’s favor, which would secure his spot on the November ballot.

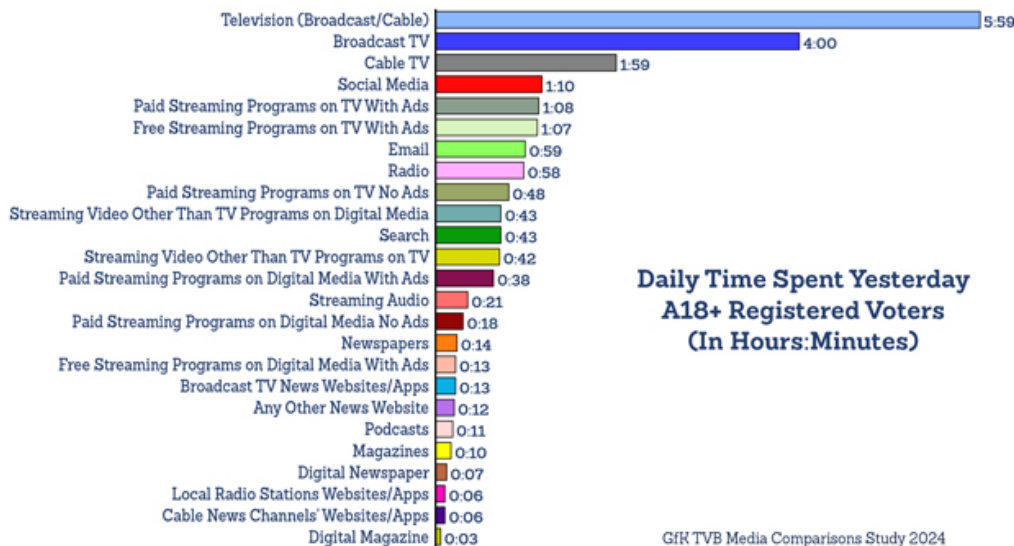
Both Trump and President Joe Biden are known commodities, the candidates will not need to devote time and resources to introducing themselves to the American people. Instead, they will need to direct the discourse in a way that highlights their opponent’s weaknesses while reminding voters of their own strengths.

According to the [2023 American Conversation Study](#), the best way for them to shape the conversation is through TV, particularly broadcast. The study found that among all forms of media, TV is the one that influences the conversations people have in their daily lives the most. Americans report that 48% of the conversations they have about politics are either sparked by or contain references to what they see on TV. Similarly, television affects 54% of conversations about national and international news. Between now and November, voters will have countless discussions about the state of the country, political developments, and the election. In what is sure to be a close race, whichever candidate is more effective at shaping these conversations is likely to find himself living at 1600 Pennsylvania Avenue come January 2025.



### All Eyes on TV

## Voters Spend the Most Time with Television



Daily Time Spent Yesterday  
A18+ Registered Voters  
(In Hours:Minutes)

It's easy to understand why TV has the biggest impact on the conversations voters are having—it's where they are spending the most time.

According to [TVB's Media Comparisons Study](#), voters spend more time consuming TV than any other form of media. Specifically, voters report spending an average of four hours each day watching broadcast TV. That figure rises to nearly six hours when combined with cable, dwarfing the hour and ten minutes spent on social media.

While voters may have trouble deciding which candidate to support, the campaigns trying to persuade them have it easy. If they want people to see and consider their message, they need to be investing in TV.



## What We're Reading:

[RFK Jr. apologizes after super PAC's Super Bowl commercial](#)

— Lauren Sforza, *The Hill*

[Behind The Numbers: NY-03 Special Election Hits \\$19.7M In Ad Spending](#)

— Nate Schwartz, *AdImpact*

[Biden Super PAC Plans a Historic \\$250 Million Ad Blitz](#)

— Reid Epstein and Shane Goldmacher, *The New York Times*



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