



Insight into local broadcast TV and political advertising

## Down Ballot Spending Picks Up

The 2024 election, expected to be a rematch between Donald Trump and Joe Biden, has been [officially](#) confirmed last Tuesday with both candidates securing delegates to clinch their parties' nominations. While the presidential race will draw the lion's share of media attention, some of 2024's fiercest battles will be fought over critical down-ballot races.

This cycle features seven competitive Senate races, with the Cook Political Report [rating](#) Arizona, Montana, and Ohio as tossups with Michigan, Nevada, Pennsylvania, and Wisconsin leaning Democratic. Republicans are expected to flip the West Virginia seat being vacated by Senator Joe Manchin, meaning the GOP needs to flip just one of the seven contested races to take control of the upper chamber.

Democrats have begun spending big to defend the seats, with the Senate Majority PAC having [reserved](#) over \$239 million in TV ads across the seven states. This includes \$65 million in Ohio, \$45 million in Montana, \$42 million in Pennsylvania, \$36 million in Nevada, \$23 million in Arizona, and \$14 million in both Michigan and Wisconsin. Meanwhile, the Senate Leadership Fund, a heavy-hitting Senate Republican super PAC has reserved nearly \$58 million in TV ads in Ohio and \$25 million in Montana. In addition to super PAC spending, Republican and Democratic campaigns in each state will spend tens of millions apiece, with outside organizations adding seven and eight-figure ad buys.

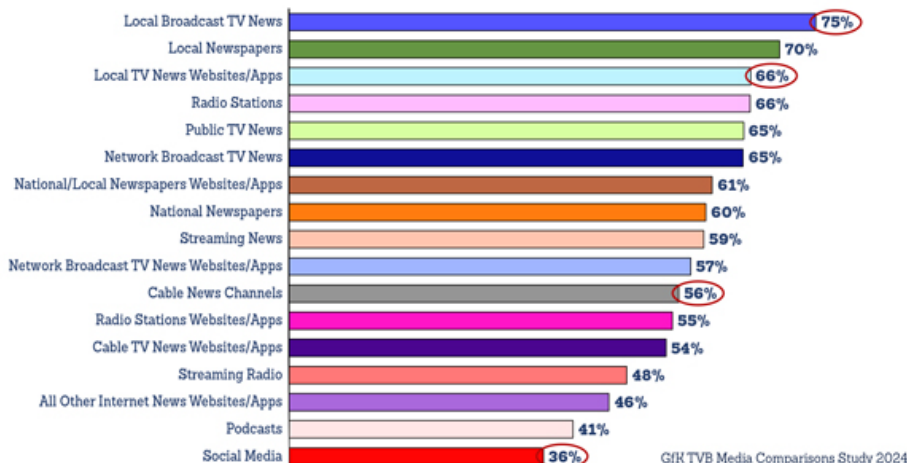
While the battle for the Senate will draw the most down-ballot resources, the gubernatorial elections in North Carolina and New Hampshire will also see substantial spending. In North Carolina, Republican Lieutenant Governor Mark Robinson will face the state's Democratic Attorney General Josh Stein in what is sure to be an expensive and bitterly partisan contest. The race is expected to be the most expensive in North Carolina gubernatorial history and should easily [surpass](#) the \$70 million spent during the 2020 cycle. Though the New Hampshire gubernatorial primary will not occur until September 10, t former Republican Senator Kelly Ayotte's campaign is already [breaking](#) fundraising records in the party's effort to keep the Granite State's governorship in GOP hands.



## Broadcast Leads the Way in Trust

### Voters' Trust is in Local Broadcast Assets

A18+ Registered Voters - I trust the News that I see/hear on this media source: **Percent Agree**



With so many competitive races set to see record spending this year, voters will quickly grow weary of being bombarded with political advertising. Campaigns must spend to ensure voters do not tune their message out. According to TVB's latest research, the best way for campaigns to connect with voters, in a positive way, is through broadcast TV. The [2024 Media Comparisons Study](#) found that local broadcast TV news is the most trusted media platform in America, with 75% of adults reporting that they trust broadcast news and 66% trusting what they see on the websites and apps of their local TV stations. Conversely, only 36% of adults trust what they see on social media, indicating that candidates who focus too heavily on digital advertising could unintentionally lose voters' trust.

For candidates and campaigns seeking to bring voters to their side, the data clearly shows that broadcast TV is the place to be.



### **What We're Reading:**

[Biden's Plan for Trump: Bury Him With Campaign Cash](#)

— *Elena Schneider, Politico*

[Americans for Prosperity Super Pac Launches Senate Ads in Two Key States](#)

— *Emma Barnett, NBC News*

[Biden Campaign Releases New Ad That Touches on President's Age](#)

— *Nnamdi Egwuonwu and Megan Lebowitz, CBS News*



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