



Insight into local broadcast TV and political advertising

Presidential Spending Begins to Accelerate

For the first time since 1956, the U.S. presidential election will feature a [rematch](#) between the previous cycle’s opponents. The last time this occurred was in 1952 when President Dwight D. Eisenhower secured a landslide victory against Democratic challenger Adlai Stevenson. In just [under](#) 200 days, incumbent President Joe Biden will attempt to replicate Eisenhower’s success, and his campaign is already spending big to make it happen.

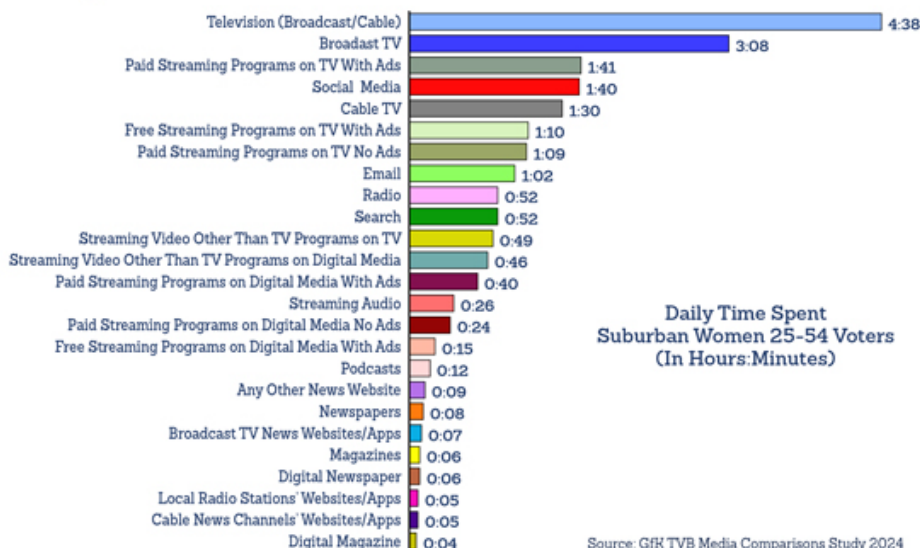
The Biden campaign [spent](#) over \$29 million in March, up significantly from the \$6.3 million it spent the month before. Most of this spending was on advertising, including a [significant](#) ad blitz following the State of the Union address. As substantial as this has been, it’s likely to be a drop in the bucket compared to the campaign’s overall fundraising this cycle. Biden [raised](#) over \$187 million in the first quarter, including more than \$90 million in March alone. With this cash in hand, the campaign has telegraphed that it will continue to spend heavily, as [evidenced](#) by a seven-figure ad buy in Arizona following a contentious abortion ruling by the state Supreme Court.

While Biden has a financial advantage heading into November, former President Donald Trump has also accelerated his financial performance, [raising](#) over \$65 million in March. It has only accelerated from there, with the Trump campaign [raising](#) over \$50 million from a fundraiser in early April, a new record for a single event. While the campaign has yet to begin spending serious money on advertising, the recent financial boost indicates that Trump and his [affiliated PACs](#) will be able to compete with Biden’s massive war chest as election day nears.



Key Demographics Spend More Time with TV

Suburban Women 25-54 Voters Spend the Most Time with Television



With Biden and Trump poised to spend big money on advertising this year, victory in November will likely come down to which campaign does a better job getting its message in front of swing voters. According to the latest research, the key voting block of suburban women voters between the ages of 25-54 spends more time with TV than anywhere else.

TVB's [2024 Media Comparisons Study](#) found that suburban women voters spend four hours and 38 minutes watching TV each day, far more than any other medium. Broadcast TV accounts for the vast majority of this time, clocking in at three hours and eight minutes. Given that suburban women [will play](#) an outsized role in determining the next president, the significance of this finding cannot be overstated.

The takeaway is clear: to reach this critical demographic, you need to advertise on broadcast.



What We're Reading:

[Biden Flexes His Cash Advantage, GOP Megadonors Spend Big in Latest FEC Filings](#)

— Maeve Reston and Clara Ence Morse, *Washington Post*

[Biden Campaign and Trump PAC Release Dueling Ads on Immigration](#)

— Megan Lebowitz, *NBC News*

[Senate Democrats Plot \\$79M Advertising Onslaught To Hold on in November](#)

— Burgess Everett, *POLITICO*



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