

Insight into local broadcast TV and political advertising

Ad Spending Disparity Continues To Grow

Although it may be hard to believe, the first votes are already being cast in the 2024 election. Over the coming weeks, candidates up and down the ballot will run a full-court press to earn the support of the American people. While both sides will be spending big through November 5, Democrats have invested the most in ads that will run in the key markets that will decide the election.

According to *AdImpact*, groups backing Vice President Kamala Harris have [reserved](#) \$332 million worth of airtime across TV and radio for the final weeks of the campaign. Groups backing former President Trump, meanwhile, are scheduled to spend \$194 million over the same period. Almost all of this spending is concentrated on the seven battleground states of Pennsylvania, Michigan, Georgia, Wisconsin, Arizona, North Carolina and Nevada. Democrats' cash advantage has translated into significantly more ads airing on behalf of Harris, with *AdImpact* noting that Democratic advertisers have been responsible for 62% of total broadcast airings during the campaign.

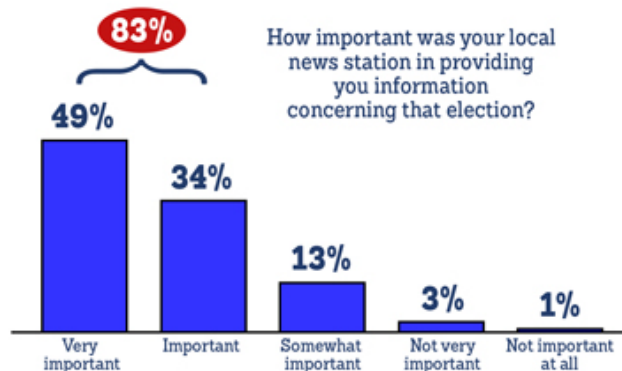
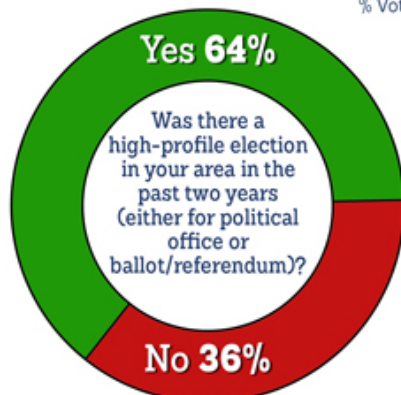
In addition to the presidential contest, Democrats have also [reserved](#) more ad time across Senate and House races with nearly \$348 million in key races, far outpacing the \$255 million of Republican candidates. This is largely a result of Democrats having to defend a larger number of seats. In red states where Republicans are trying to unseat Democratic incumbents, like Montana and Ohio, GOP challengers are slated to narrowly outspend their opponents. Similarly, Democratic-aligned groups are expected to outspend Republicans by nearly \$100 million in House races nationwide. While the presidential battleground states do feature several close House races, ad spending on congressional races is distributed more evenly around the country, with Los Angeles, New York, and Portland, Oregon, as the markets with the most reservations.



Broadcast Informs the Most Voters

People **Depend** on their **Local News Station** to Provide them with **Information** about **High-Profile Elections**

% Voters 18+ using local broadcast TV news



Source: Dynata / TVB 2024 Local Broadcast TV News Study

With votes now officially being cast, Americans will want to learn more about the candidates and issues on the ballot this November. According to TVB's latest research, millions of voters will turn to local broadcast TV news to inform their choice.

According to the [2024 Local Broadcast TV News Study](#), the overwhelming majority of Americans depend on local news to obtain important information about elections. Among voters living in an area that recently experienced a high-profile election, 49% reported that local broadcast news was "very important" for informing their vote, and an additional 34% stated that local news was "important."

The data is clear: when voters want to get smart, they rely on broadcast.



What We're Reading:

[Exclusive: Harris campaign launches first post-debate ad highlighting "different visions"](#)

— Erin Doherty, *Axios*

[Missouri initiative campaigns launch TV spending after surviving court challenges](#)

— Rudi Keller, *Missouri Independent*

[Pro-GOP super PAC AFP Action launches \\$10 million ad campaign against Democratic senators](#)

— Ed O'Keefe, *CBS News*



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