

Election 2006

Inside The Numbers

\$2.1 billion - total amount spent on political TV ads

\$652 million - the amount spent on gubernatorial TV ads

\$391 million - the amount spent on US House TV ads

\$365 million - the amount spent on US Senate TV ads

\$302 million - amount spent on ballot initiative advertising throughout the country

Jan 18, 2005 - first ad for 2006 governor's race airs on local Fox affiliate in Phoenix

Nov 7, 2006 11:33PM - last congressional ad airs in Evansville on NBC affiliate five hours after polls close

\$1.1 billion - amount spent on political TV ads during the last 30 days of 2006 election

\$1.6 billion - amount spent on political TV ads 60 days out from Election Day 2006

\$1.3 billion - amount spent on state and local political TV ads

December 12, 2006 5:16PM - last ad of 2006 (US House TX-23) airs during local news on CBS affiliate in San Antonio



New Faces, Familiar Issues

Campaign Ads Offer Insight On Future Legislative Action

The political wave that swept into office dozens of newly elected members of Congress has ushered in a new and unpredictable era in Washington. By Election Day, the newly elected members (82% of which are Democrats) spent nearly \$110 million on television advertising.

The majority of these new members come from swing districts in battleground states like Iowa, New Hampshire and Ohio. A few come from downright conservative states like Indiana, Kentucky and North Carolina. How will these new members vote? The answer may very well lie in their campaign advertisements – historically a fairly accurate predictor of legislative trends.

Iraq War

Based on a survey of the issues that figured prominently this election, the war in Iraq generated the most amount of ad activity by the newly elected - an estimated \$32.3 million. Eleven out of the 241 ads aired called for bringing the troops home. The vast majority of the ads focused on the lack of Republican support for troop pay raises (while raising their own pay) and poor access to health care for returning veterans.

Taxes

Tax-related TV advertising generated over \$29.1 million. Republican incumbents and challengers in these races attempted to link their Democratic opponents with so called tax-and-spend liberals, but these were often brushed aside with pledges to raise the

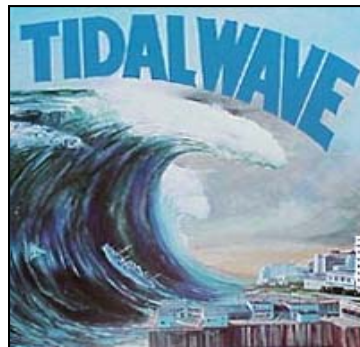
minimum wage (\$11 million in ads) and cut middle class taxes. Newly elected Democrats criticized the Republicans in Washington for giving huge tax breaks to the oil and pharmaceutical industries while Americans struggled to pay for gas and prescription drugs. Nearly \$4.3 million was spent on anti-oil industry tax television ads in 16 key races.

Healthcare

Healthcare accounted for nearly 21% of new member political advertising - \$22.6 million in television ads. The addition of prescription drugs to this category increases the share to almost 30%. Within this issue, the cost of healthcare received the largest share of advertising with over \$8.6 million in TV ads. Access to healthcare came in a close second with over \$7.3 million in television advertising. Stem cell research, which received mass media attention late in the campaign, generated over \$4.8 million in television advertising. An estimated \$3.3 million was spent on ads addressing the high cost of prescription drugs.

Energy

A text search of our online ad database confirmed our suspicions that "Big Oil" was this election's top target by the new members of Congress. An estimated \$12.6 million was spent on energy-related television advertising - over \$8.8 million was classified as anti-oil industry. The high price of gas, tax giveaways to the oil industry, and alternative sources of energy were the major policy issues presented by the newly elected members of Congress.



On The Air Now: Net Neutrality & Wake Up Wal-Mart



[Man]: If I had to make a better Internet. [Man]: If I had to make a better Internet. [Man]: If I had to make a better Internet.



[Man]: I'd make it smaller. [Man]: I don't trust these kids and their crazy start-up ideas. [Man]: I don't trust these



kids and their crazy start-up ideas. [Man]: What the Internet needs. [Man]: More restrictions. [Man]:



More restrictions. [Woman]: I don't care what music I listen too. [Man]: I want someone to



choose it for me. [Man]: Let's leave the Internet for the big corporations where it belongs. [Text]: The new Internet. If the Big Phone



and Cable TV Companies have their way. Save the Internet. Support net neutrality.

Ad Sponsor: Its Our Net Coalition (Telecom)
Ad Title: Better Internet



[Announcer]: How many years would it take an average Wal-Mart



associate to earn what Wal-Mart's CEO Lee Scott did in just one year? One



thousand years. [Woman]: "A thousand years? Hmm. A



thousand years, that's what I would have to work to make what Wal-Mart's



CEO earned in one year. I'm getting upset." [Announcer]: With 11.2 billion dollars in profit,



Wal-Mart associates don't deserve to be treated this way.

Ad Sponsor: United Food and Commercial Workers (Wal-Mart)
Ad Title: Wal-Mart Thousand Year

2006 Issues:

Here's a breakout of the amount of money spent on issues CMAG tracked throughout the election. Also included are total dollars spent on anti-industry TV ads.

Issues:

Taxes:	\$638.2 M	Corruption:	\$124.9 M
Education:	\$424 M	Social Security:	\$124.8 M
Healthcare:	\$408.3 M	Abortion:	\$75.8 M
Energy/Environment:	\$388.6 M	Minimum Wage:	\$56.6 M
Jobs:	\$314.4 M	Trade:	\$33.4 M
Military/National Defense:	\$234.3 M	Tort Reform:	\$23.1 M
Rx Drugs:	\$198.9 M	Gay Marriage:	\$21.5 M
Immigration:	\$137.8 M		

Anti-Industry:

Energy/Gas:	\$108.6 M	Health Insurance:	\$22.5 M
Insurance (Home):	\$55.6 M	Tobacco:	\$21.9 M
Lobbyists:	\$49.7 M	Tech (Phone/Cable):	\$9.8 M
Pharmaceutical:	\$27.3 M		
Guns:	\$25 M		

eye

Interested in seeing other issues in the cmag eye?

Keep up with the latest political advertising data and issues across the country @

www.tnsmi-cmag.com

To learn about more issues in political advertising call us at 1-866-559-CMAG.