

### Shares of Spending on Political Media, by Television Platform

Race	2006								2008							
	Br Net	Nat Spot	Local Spot	Total Br TV	Cable Net	Loc Cable	Total Cable	Total TV	Br Net	Nat Spot	Local Spot	Total Br TV	Cable Net	Loc Cable	Total Cable	Total TV
President (a)	--	--	--	--	--	--	--	--	0.9%	89.9%	0.0%	90.8%	2.5%	6.7%	9.2%	35.0%
Senate	0.0%	93.3%	0.0%	93.3%	0.0%	6.7%	6.7%	21.7%	0.0	91.4	0.0	91.4	0.0	8.6	8.6	17.4
House	0.0	92.7	0.0	92.7	0.0	7.3	7.3	22.9	0.0	91.5	0.0	91.5	0.0	8.5	8.5	18.0
Governors (b)	0.0	0.0	89.3	89.3	0.0	10.7	10.7	35.2	0.0	0.0	87.5	87.5	0.0	12.5	12.5	3.7
Issues/Refere	0.0	0.0	91.9	91.9	0.0	8.1	8.1	12.2	0.0	0.0	96.5	96.5	0.4	3.1	3.5	19.8
Local/Other	0.0	0.0	94.1	94.1	0.0	5.9	5.9	7.9	0.0	0.0	93.7	93.7	0.0	6.3	6.3	6.1
Total	0.0	41.5	50.1	91.6	0.0	8.4	8.4	100.0	0.3	63.9	28.0	92.2	1.0	6.8	7.8	100.0

**Source: PQ Media Political Campaign Media Spending 2010**

(a) There was no presidential election in 2002, 2006 and 2010

(b) There were 34 races in 2002, 36 races in 2006, 37 races in 2010, vs. 11 races in 2004 and 2008