

# 2022 Georgia Senate Campaigns: By The Numbers

Cross Screen Media took a deep dive into the closely-watched Senate race in Georgia to see how the campaigns for Herschel Walker and Raphael Warnock reached swing voters on broadcast TV. Here's what we discovered:

## SWING VOTERS IN GEORGIA

<b>Audience Profile</b>	Independents, Soft Rep. & Soft Dem Voters
<b>Geography</b>	Atlanta DMA
<b>Audience Size</b>	1.96M Households
<b>Avg Audience Age</b>	45 Years
<b>Flight Dates</b>	9/25 - 10/25/2022
<b>Max Broadcast Penetration</b>	75%
<b>Tools Used</b>	ScreenImpact®

## KEY TAKEAWAYS

### Similar Maximum Reach

The maximum potential broadcast reach for this audience was 75%. Warnock was able to reach 63% with his campaign, but Walker's campaign was more efficient, reaching almost 53% with 3.5x fewer ad impressions.

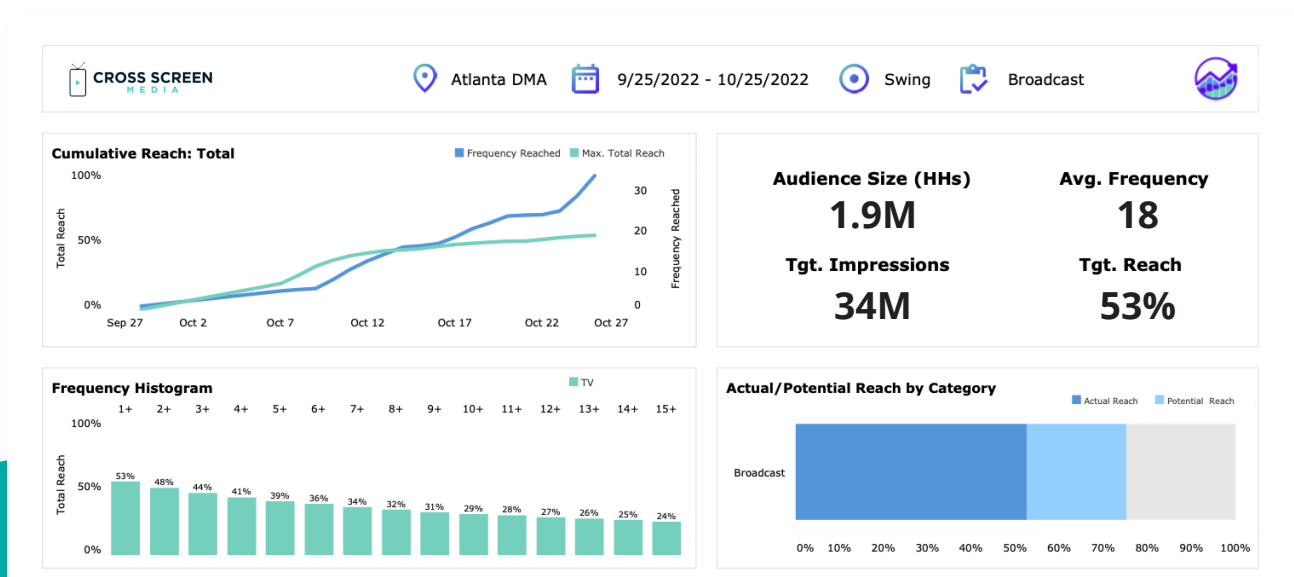
### Huge Differences in Ad Frequency

Warnock's campaign blanketed swing voters with an average frequency of 61, a number that was almost 3.5x higher than Walker's average frequency of 18 spots.

### Does Timing Matter?

Warnock's campaign started early and saw steady linear growth, while Walker's campaign jumped to life in mid-October.

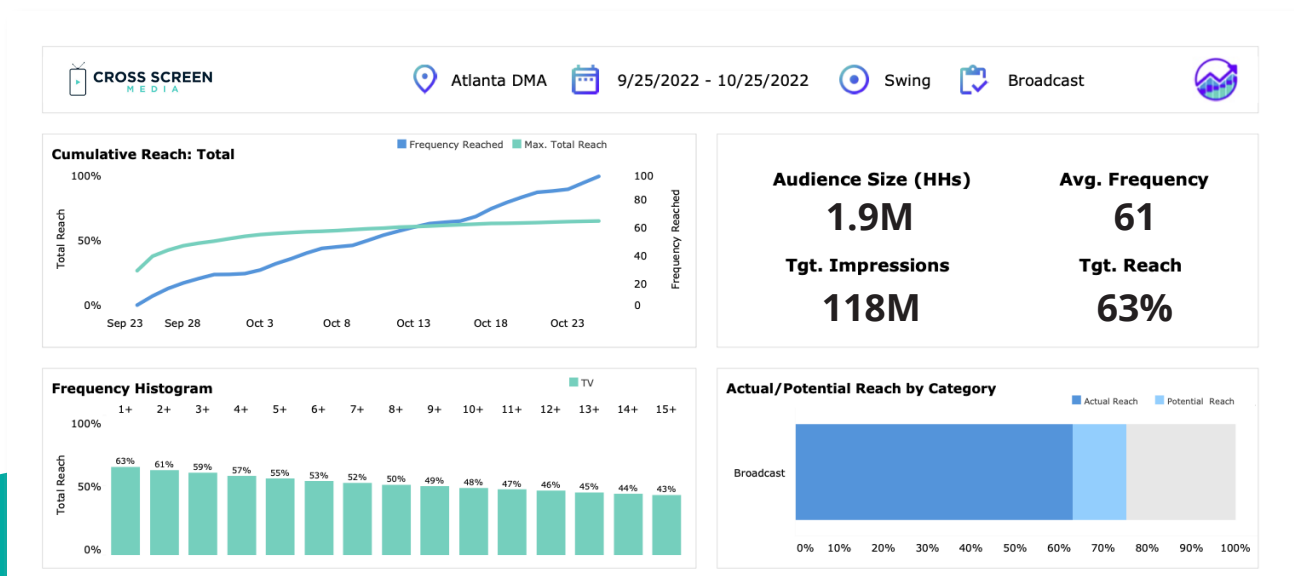
## HERSCHEL WALKER'S CAMPAIGN



### SCREENIMPACT HIGHLIGHTS

- Walker's reach surged during the final week of the campaign.
- Only one third of swing voters saw Walker's ad more than 7 times.
- Total ad impressions were 34 million during this time period.

## RAPHAEL WARNOCK'S CAMPAIGN



### SCREENIMPACT HIGHLIGHTS

- Warnock's reach grew steadily throughout the campaign.
- Over half of swing voters saw Warnock's ad more than 7 times.
- Total ad impressions were 118 million during this time period.

See a demo of our ScreenImpact measurement solution today at [crossscreenmedia.com](https://crossscreenmedia.com)