




2024 US Presidential Campaign Spending

Andy Engle | PDAT 624G Fall 2024 | Dr. Wayne Johnson | Truman State University



A topic of keen public interest

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What we learned about the money fueling the final stretch of the



NPR

<https://www.npr.org/2024/11/01/nx-s1-5173712/2024-election>

2024 election ad spending tops \$10 billion : NPR

Nov 1, 2024 · Altogether, \$10.5 billion has been spent on campaign ads in the 2024 election cycle, on races from president down to county commissioner, according to data compiled by the ad ...

The

advertising: Almost

That includes more than \$3 billion in ad ...
AdImpact, an ad tracking firm.

\$16 Billion Will Be Spent in the 2024 Election. Where's It All Going?

The end of a historically expensive 2024 election cycle is finally in sight. Here's how the candidates and their allies have spent their billions so far.



By Jaclyn Jeffrey-Wilensky

Nov. 1, 2024, at 5:07 p.m.

billion

Story by Sarah D. Wire, USA TODAY • 2d • 7 min read

Inquiry

- *How much was spent on each election campaign?*
- *Who spent the most money during their campaign?*
- *When was the most money spent? The least?*
- *What was the money spent on? Did this change over time?*
- *How/did President Biden's withdrawal appear to affect spending?*

How the Candidates Spent Their Money in 2024

Select Candidates:
☒ Harris
☒ Trump

Select Date Range:

2024-01-01

 to

2024-10-17

Select Spending Categories:
☒ ADMINISTRATIVE
☒ ADVERTISING
☒ CONTRIBUTIONS
☒ EVENTS
☒ FUNDRAISING
☒ MATERIALS
☒ OTHER
☒ REFUNDS
☒ TRANSFERS
☒ TRAVEL

Show Biden's Withdrawal:
☐ Yes
☒ No

Visualization Discussion



Some findings

- Trump's campaign was outspending early in the year
 - The Harris campaign spent far more overall
 - Both spent the most on advertising
 - Second largest category was *other* (further study?)
 - Biden's withdrawal had questionable impact
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- Of most note: the vast amount of resources spent for this!

References & Sources

- [My Shiny app](#)
- [US Federal Election Commission](#)
 - [Campaign Spending Data](#)