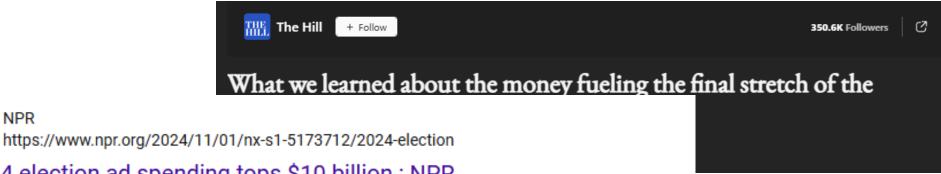
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2024 US Presidential Campaign Spending



A topic of keen public interest



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 ...

advertising: Almos

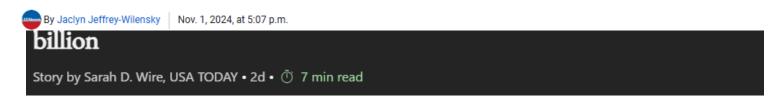
The

NPR

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?

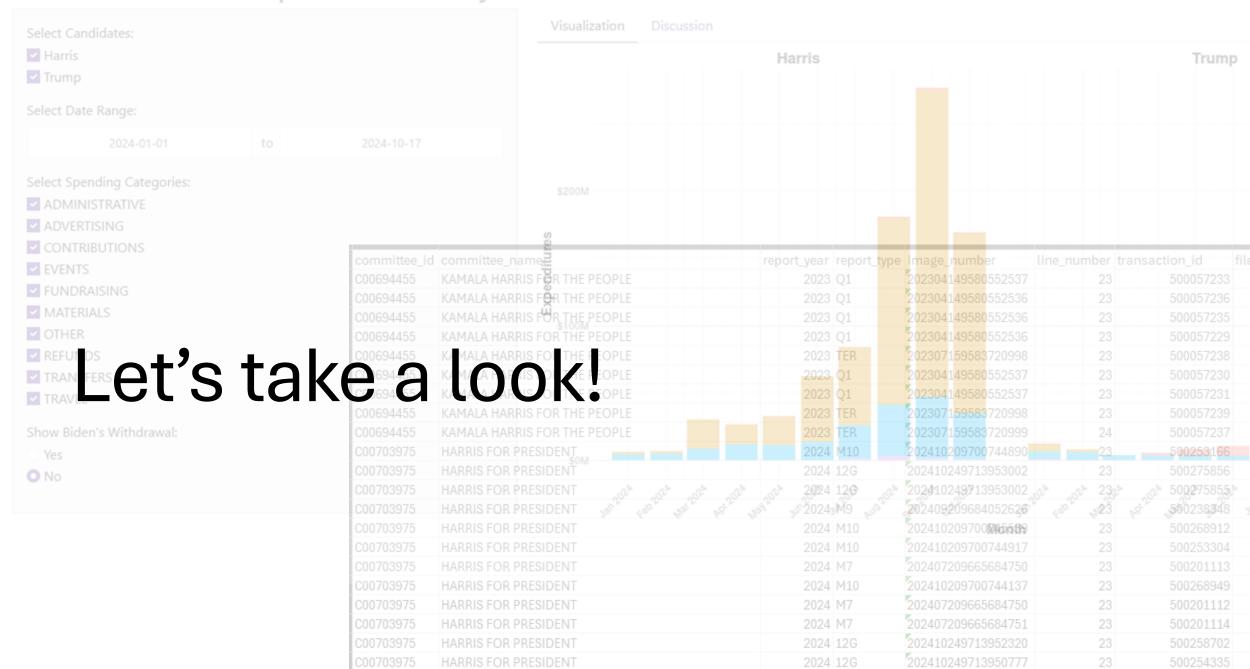
The end of a historically expensive 2024 election cycle is finally in sight. Here's how the candidates and their allies have spent their billions so far.



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



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

Of most note: the vast amount of resources spent for this!

References & Sources

- My Shiny app
- US Federal Election Commission
 - Campaign Spending Data