

**2024 U.S. Presidential Elections**  
**Campaign Spending Analysis**

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## **Table of Contents**

<b>Declaration.....</b>	<b>3</b>
<b>I. Abstract .....</b>	<b>4</b>
<b>II. Data Processing and Cleaning .....</b>	<b>5</b>
<b>III. Data Analysis and Interpretation .....</b>	<b>6</b>
(A) General Election Spending Distribution by State .....	6
(B) Comparative State Spending by Political Parties .....	8
(D) Voter Turnout Percentage by State (VEP Turnout Rate) .....	12
(E) Correlation Between Spending and Total Ballots Counted by State .....	15
(F) State wise Total Spending and Total Ballots Counted.....	17
(G) State wise Party Spending by Each Party and Total Ballots Counted.....	20
(H) Weekly Spending Trends Leading to the Presidential Election .....	23
(I) 2024 Election Spending Breakdown: Digital and Non-Digital Trends by Week .....	25
(J) Digital vs Non-Digital Expenses by Party (2024 Election) .....	27
(K) Comparative Analysis of Digital and Non-Digital Spending: 2020 vs. 2024 .....	30
<b>IV. Conclusion .....</b>	<b>32</b>
<b>V. References &amp; Data Sources .....</b>	<b>33</b>

### **Declaration**

This report has been developed by the author as part of an independent personal project.

The data and findings presented in this report are based on the author's best understanding and analysis of publicly available datasets. Data sources include credible platforms such as the **Federal Election Commission (FEC)**, the University of Florida's **ElectionLab**, and **FigShare**.

The report is entirely neutral and does not endorse or favor any specific political party, candidate, or institution. All graphs, figures, and visualizations have been generated through analysis of the acquired datasets, which record campaign expenditures and voter-related transactions up to October 2024.

While every effort has been made to ensure the accuracy and integrity of the presented information, the author acknowledges the possibility of data limitations or discrepancies. The results and insights are therefore to be interpreted as part of an academic or analytical exercise and not as definitive conclusions.

Thank you.

Moiz Deshmukh

## **I. Abstract**

This report analyzes campaign spending trends across various election cycles, focusing on state-wise allocations, party-wise strategies, and temporal dynamics leading to significant election events. The analysis is based on datasets acquired from multiple credible sources, including the Federal Election Commission (FEC) and other public repositories, as cited in the references.

Key findings highlight the strategic resource allocation by political parties, emphasizing the importance of swing states, urban centers, and high-population areas. Statewise spending patterns reveal the prominence of battleground states like Pennsylvania, Florida, and Ohio, which consistently receive higher investments. Furthermore, a detailed comparison of digital and non-digital campaign expenditures showcases the increasing reliance on digital platforms by major political parties, particularly during pivotal election weeks.

Temporal analysis of weekly spending demonstrates distinct phases of campaign intensification, with peaks corresponding to critical events such as debates, primaries, and voter outreach initiatives. The report also sheds light on voter turnout trends, correlating campaign investments with engagement rates and ballots counted.

By examining both historical and contemporary campaign spending trends, this study provides actionable insights into the evolving strategies of political campaigns and their impact on electoral outcomes. The findings offer a comprehensive view of how resources are allocated to maximize voter engagement and influence in competitive elections.

## II. Data Processing and Cleaning

For this analysis report, multiple datasets were sourced from credible platforms (refer to references for more details). Each dataset underwent a thorough cleaning and preprocessing process to ensure accurate and meaningful analysis.

### **Dataset: independent\_expenditure\_2024**

- This dataset contains records of independent expenditures made by each political party across various states.
- Irrelevant columns such as *transaction ID*, *receipt number*, and *image number* were removed, retaining only critical variables necessary for the analysis.
- Since the dataset includes multiple election types (General, State, etc.), the analysis was specifically focused on the 2024 General Election.
- NAN values in the *date* and *election type* columns were removed.
- The dataset was then filtered to include only the data relevant to general elections.
- To address inconsistencies in expenditure values (ranging from 5 cents to over 1 million USD), the data was standardized:
- Only values between 1,000 USD and 1 million USD were included in the analysis to ensure better data representation on the plot.
- The scale of the graph was set around 0.8 to provide a clear and visually interpretable plot.

### **Dataset: Turnout\_2024**

- This dataset contains the total voter turnout for each state during the 2024 elections.
- The data was sourced from the University of Florida's DataLab.
- Since the dataset was already clean and preprocessed, no additional data cleaning was required.

### **Dataset: weekspend\_USA**

- This dataset tracks weekly expenditure transactions by each political party in each state, categorized into areas such as consulting, admin, digital, media, etc.
- Upon acquisition, the dataset contained several anomalies:
- NAN values were present in the spending columns for each category. These were imputed using mean imputation techniques to ensure data integrity.



- These states are historically significant in elections, often considered swing states or battlegrounds where campaigns focus more resources.

## **2. Mid-Tier States:**

- States like California (CA), Wisconsin (WI), and Arizona (AZ) have moderately high spending.
- These could represent states with large populations, competitive districts, or significant media markets.

## **3. Lower Spending States:**

- Toward the right, states such as Hawaii (HI), West Virginia (WV), and North Dakota (ND) have significantly lower spending.
- These states might be less competitive politically or have smaller populations, leading to fewer campaign resources being allocated.

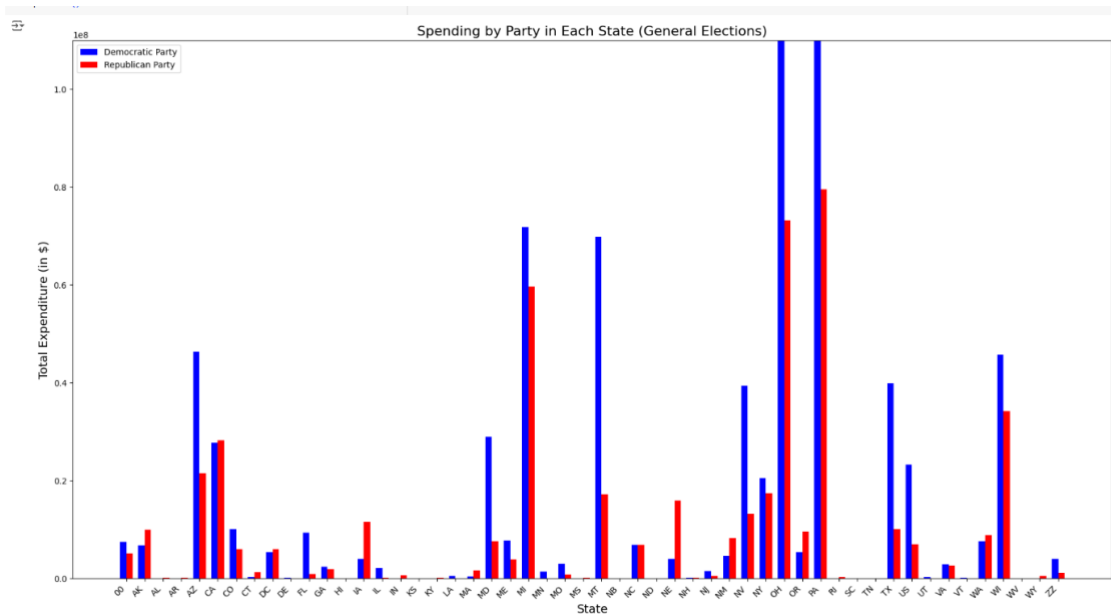
## **4. Overall Trend:**

- A sharp decline in spending is noticeable as you move from left to right, with a few states receiving disproportionately higher investments compared to others.
- This illustrates the strategic allocation of campaign funds, focusing more on states deemed critical for winning the election.

## **5. Insights on Election Strategy:**

- The chart highlights the importance of specific states in the U.S. electoral process, especially swing states or states with significant electoral votes.
- It reflects the targeted nature of campaign spending, concentrating efforts on areas likely to influence election outcomes

## (B) Comparative State Spending by Political Parties



**Figure 2: "Spending by Party in Each State (General Elections)"**

The Figure 2 illustrates the total election spending by the Democratic Party (blue bars) and the Republican Party (red bars) across various states.

### 1. Key Observations:

#### ○ **Democratic Dominance:**

- In several states, the Democratic Party's spending far exceeds that of the Republican Party. For instance, states like California (CA) and New York (NY) show significantly higher blue bars.

#### ○ **Republican Dominance:**

- The Republican Party's spending surpasses the Democratic Party's in states such as Texas (TX) and Ohio (OH), where the red bars are taller.

#### ○ **Competitive States:**



- States like Florida (FL) and Pennsylvania (PA) show substantial spending by both parties, suggesting high competitiveness in these battleground states.

## **2. Spending Trends:**

- **Swing States:**

- States with a history of being politically competitive (e.g., PA, FL, OH) tend to have significant spending by both parties.

- **Partisan Strongholds:**

- In states where one party traditionally dominates (e.g., CA for Democrats and TX for Republicans), the spending is largely skewed toward that party.

- **Smaller or Less Competitive States:**

- States such as Wyoming (WY), Vermont (VT), and North Dakota (ND) show minimal spending from both parties, reflecting their smaller populations or less competitive nature.

## **3. Insights on Strategy:**

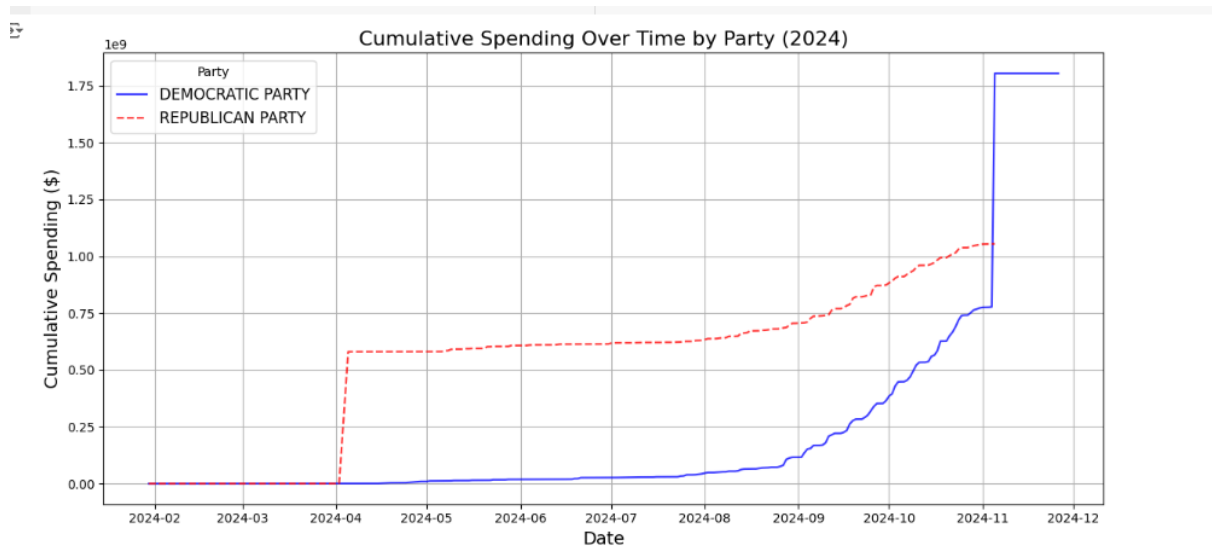
- The chart highlights the strategic allocation of resources by both parties:

- Higher spending in swing states reflects their importance in deciding the outcome of the elections.
- Lower spending in less competitive states or smaller states indicates a focus on areas with a higher potential for influencing the election outcome.

#### 4. Comparison of Parties:

- The Democratic Party generally shows higher spending in urbanized and coastal states.
- The Republican Party spends more in rural and traditionally conservative states.

#### (C) Cumulative Spending Over Time by Party (2024)



**Figure 3: "Cumulative Spending Over Time by Party (2024)"**

The Figure 3 shows the cumulative spending of the Democratic Party (blue line) and Republican Party (red dashed line) over the course of 2024.

- The x-axis represents the timeline (dates in 2024), while the y-axis shows cumulative spending in dollars.

#### 2. Key Observations:

- **Democratic Party:**

- The spending starts slowly early in the year.
  - A sharp increase occurs toward the end of the year, likely indicating significant spending during the final stages of the election campaign.
  - Total cumulative spending by the Democratic Party surpasses \$1.75 billion by the end of 2024, higher than the Republican Party.
- **Republican Party:**
    - The spending exhibits a rapid increase early in the year, suggesting a strong focus on early campaign activities or primaries.
    - Spending stabilizes through the middle months but rises steadily until the end of the year.
    - Total cumulative spending by the Republican Party is approximately \$1 billion, lower than the Democratic Party.

### 3. Spending Trends:

- **Republican Party Early Focus:**
  - The steep rise in Republican spending during the first quarter may reflect significant investments in early advertising, mobilization, or primaries.
- **Democratic Party Late Surge:**
  - The steep increase in Democratic spending toward the end of the year likely reflects efforts to dominate the final stages of the election cycle, including advertising, rallies, and get-out-the-vote efforts.

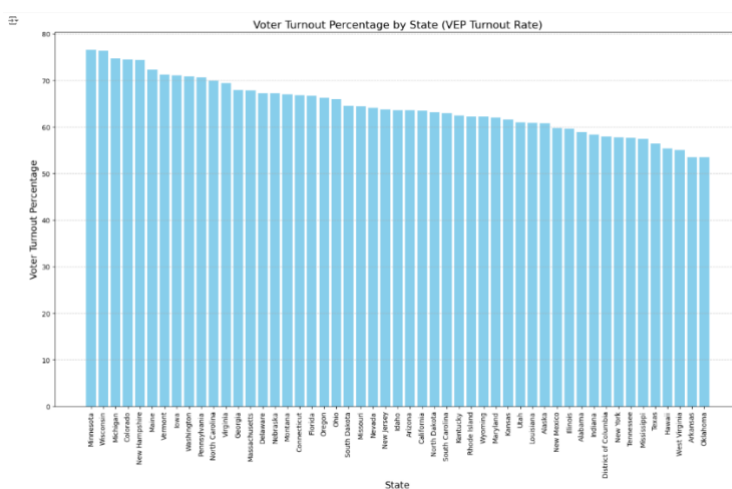
### 4. Comparative Insights:

- The Democratic Party ultimately outspends the Republican Party, with much of the spending concentrated in the final months of the year.
- The Republican Party seems to emphasize early spending but does not match the Democratic Party's late-year surge.

## 5. Potential Implications:

- **Campaign Strategies:**
  - The Republican Party may have aimed for early momentum, while the Democratic Party's strategy might have focused on making a strong final impression leading up to Election Day.
- **Outcome Influence:**
  - The higher cumulative spending by the Democratic Party could indicate a more extensive or impactful campaign in terms of advertising reach and voter engagement.

## **(D) Voter Turnout Percentage by State (VEP Turnout Rate)**



***Figure 4: "Voter Turnout Percentage by State (VEP Turnout Rate)"***

The figure 4 chart represents the Voter Turnout Percentage for each U.S. state based on the Voting Eligible Population (VEP). States are sorted in descending order of turnout percentage, with the highest turnout on the left and the lowest on the right.

**Key Observations:**

**1. Highest Voter Turnout:**

- **Minnesota** ranks highest in voter turnout, with nearly 80% of its voting-eligible population participating.
- States like **Wisconsin**, **Maine**, and **Colorado** also exhibit high voter turnout percentages, exceeding 70%.
- These states often have strong civic engagement and accessible voting processes, such as early voting or same-day registration.

**2. Lowest Voter Turnout:**

- **Oklahoma**, **Arkansas**, and **West Virginia** are at the bottom of the chart, with turnout percentages below 50%.
- These states may face barriers like less accessible voting methods, lower voter enthusiasm, or demographic factors that reduce turnout.

**3. Mid-Tier Turnout:**

- States like **Florida**, **New York**, and **Texas** fall into the middle range, with voter turnout between 55% and 65%.
- These states have large, diverse populations, which can lead to varied turnout rates depending on demographic and political factors.

#### **4. Regional Patterns:**

- Northern states (e.g., Minnesota, Wisconsin, Maine) tend to have higher turnout percentages.
- Southern states (e.g., Louisiana, Alabama, Arkansas) generally show lower turnout, likely influenced by historical, social, or structural factors.

### **Trends and Insights:**

#### **1. Civic Engagement:**

- States with the highest turnout rates often have strong traditions of civic engagement and robust voter education campaigns.
- Policies such as automatic voter registration and accessible absentee/mail-in voting can also drive higher participation.

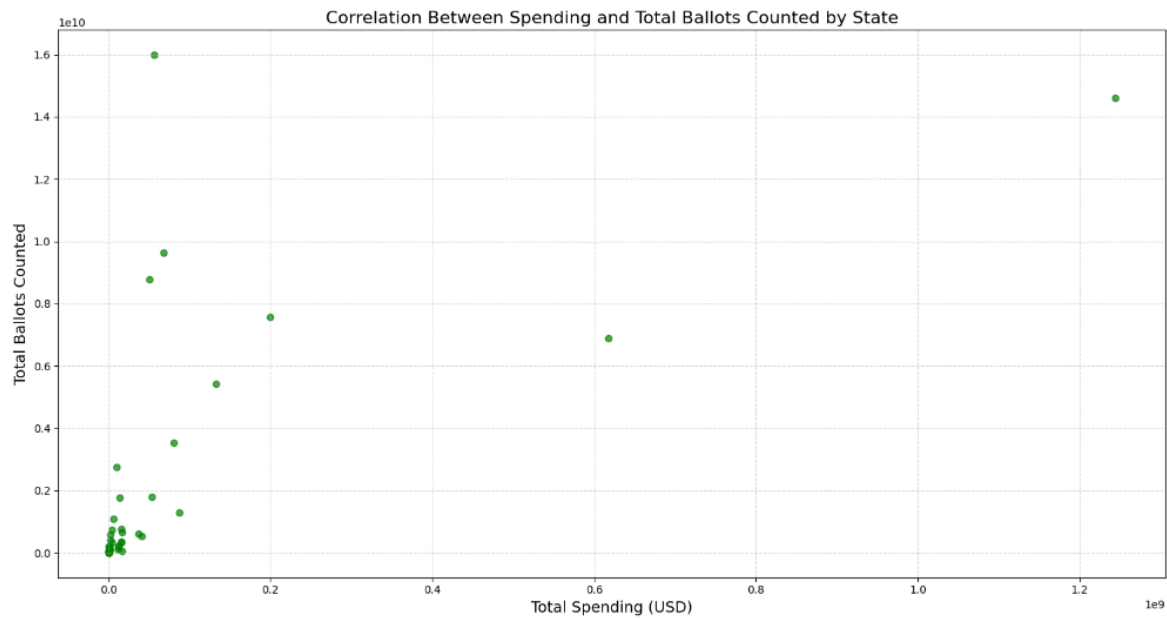
#### **2. Barriers to Participation:**

- States with lower turnout might experience challenges like restrictive voting laws, fewer voting locations, or lower political competition, discouraging participation.

#### **3. Importance of Voter Turnout:**

- Voter turnout is a critical indicator of public engagement in the democratic process. Higher turnout often reflects a politically active population and competitive elections.
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### **(E) Correlation Between Spending and Total Ballots Counted by State**



- Likely California (CA) and New York (NY) due to their large populations and significant campaign focus.
- The lower-right corner has a few states with high spending but relatively fewer ballots counted, indicating potential inefficiencies or targeted spending in low-turnout states.

### 3. **Clustered Low-Spending States:**

- The majority of states are concentrated in the lower-left corner, representing low spending and low voter turnout.
- These are likely smaller states or states with less political competition.

## **Trends and Insights:**

### 1. **Campaign Spending and Turnout:**

- States with higher spending generally have higher ballot counts, indicating the importance of campaign expenditures in mobilizing voters.
- However, some high-spending states do not achieve proportionally higher voter turnout, highlighting the potential role of other factors like voter engagement, demographics, or election competitiveness.

### 2. **Efficient Spending:**

- Some states achieve high voter turnout with relatively moderate spending, suggesting more efficient or targeted campaign strategies.

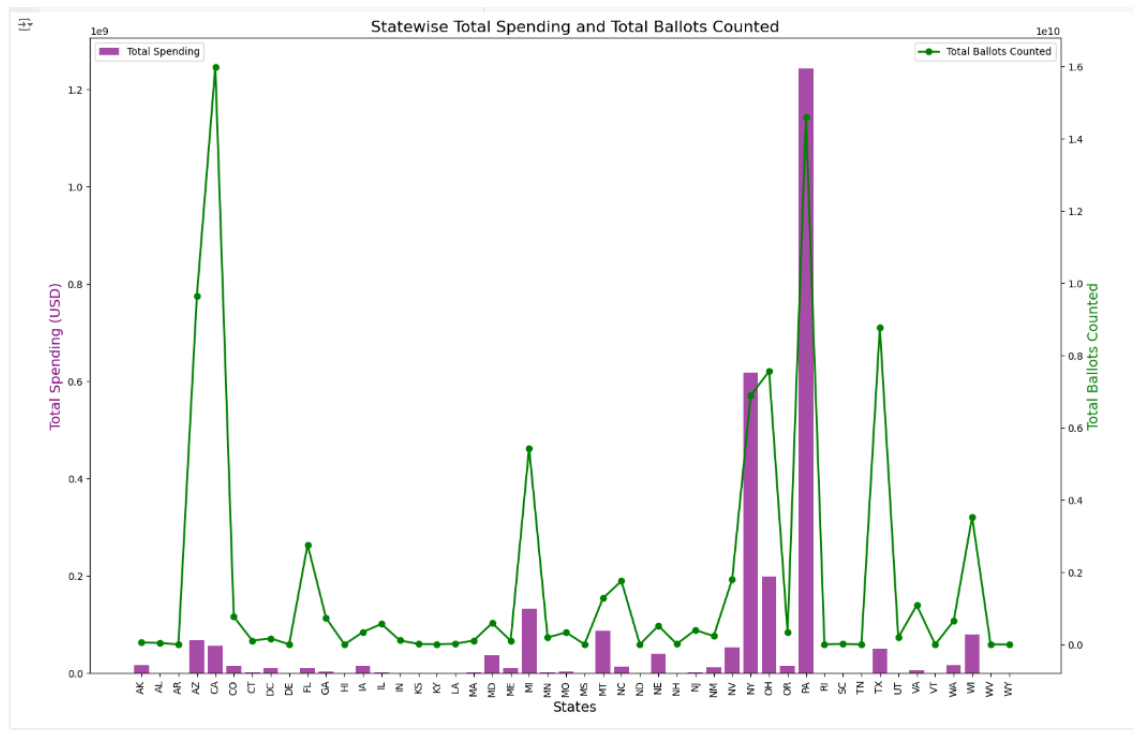
### 3. **Low-Spending States:**

- A large cluster of states in the lower-left indicates minimal campaign spending and voter turnout. These may be states with smaller populations, fewer



electoral votes, or a strong preference for one party, reducing the need for significant campaign investments.

#### (F) State wise Total Spending and Total Ballots Counted



**Figure 6: "State wise Total Spending and Total Ballots Counted"**

The Figure 6 compares total spending (purple bars) on general elections and the total ballots counted (green line) across different states. The left y-axis (purple) represents total spending in USD, and the right y-axis (green) represents total ballots counted.

#### **Key Observations:**

##### **1. Spending vs. Ballots Counted:**

- **States like NY (New York) and CA (California):**
  - Show high spending and a large number of ballots counted.

- This reflects the high population and the critical electoral significance of these states.

- **States like TX (Texas) and FL (Florida):**

- Exhibit moderate spending compared to ballots counted, indicating efficient campaign spending in populous states.

## 2. Outliers:

- **OR (Oregon):**

- Displays a relatively high amount of spending compared to the number of ballots counted, suggesting targeted spending despite lower voter turnout.

- **AR (Arkansas):**

- Shows disproportionately high spending relative to ballots counted, possibly due to focused campaigning.

## 3. Swing or Battleground States:

- **States like PA (Pennsylvania) and OH (Ohio):**

- Show significant spending and ballot counts, likely due to their importance as battleground states where elections are highly competitive.

## 4. Low Spending and Ballot Counts:

- **States such as WY (Wyoming) and VT (Vermont):**

- Exhibit both low spending and a smaller number of ballots counted, consistent with their smaller populations and limited electoral significance.

## **Trends and Insights:**

### **1. Population vs. Spending:**

- Larger states, which have more voters, show higher spending. However, the efficiency of spending varies, as seen in states like TX and FL.
- Smaller states tend to have lower overall spending and ballots counted, indicating a proportional allocation of campaign resources.

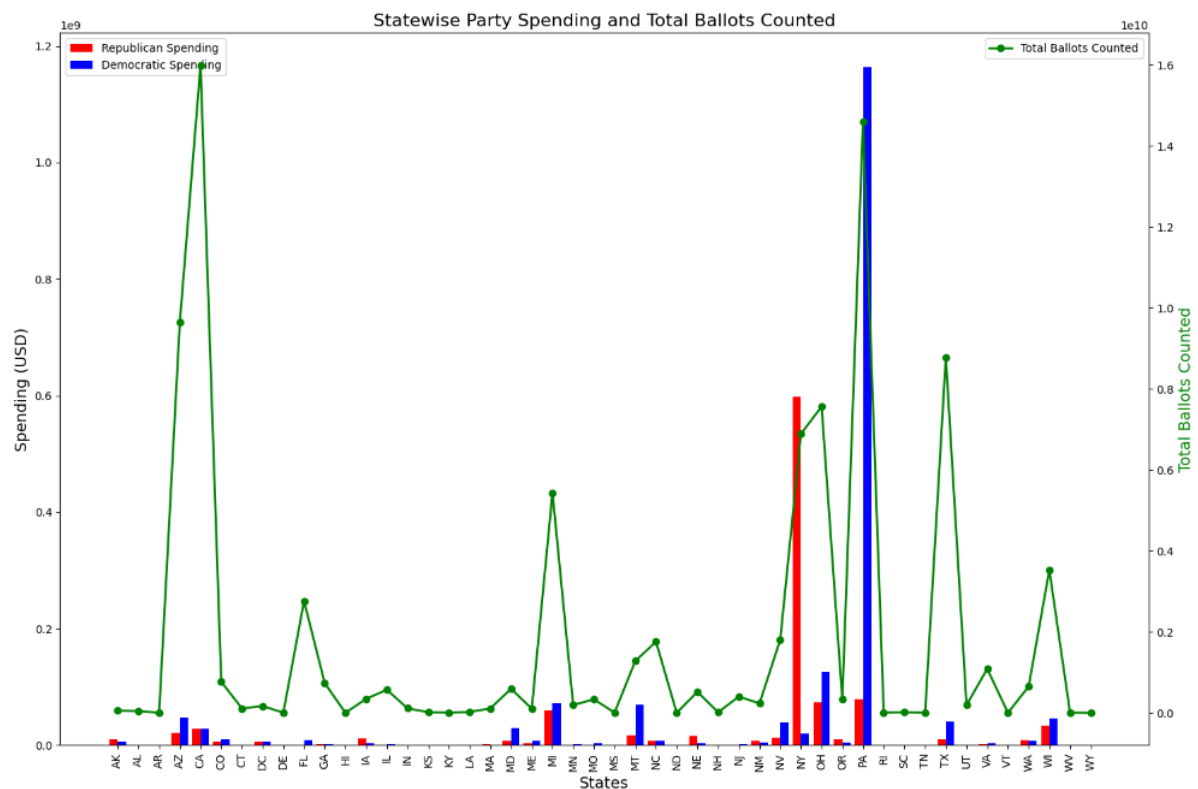
### **2. Strategic Resource Allocation:**

- States with high electoral stakes (e.g., CA, NY, PA, OH) attract more spending, emphasizing their importance in shaping election outcomes.
- Campaigns may allocate resources to less populated states like AR for specific strategic reasons, such as gaining critical local support.

### **3. Campaign Efficiency:**

- In states with high ballots counted but relatively moderate spending (e.g., TX), campaigns may have leveraged cost-effective strategies to reach a large number of voters.
  - Conversely, in states like AR, spending appears higher than the corresponding ballots counted, suggesting inefficiencies or targeted investments.
-

### **(G)State wise Party Spending by Each Party and Total Ballots Counted**



***Figure 7: "State wise Party Spending and Total Ballots Counted"***

Figure 7 compares spending by political parties (Republican and Democratic) in each state and the total ballots counted.

- The bars represent spending:
  - Red bars for Republican spending.
  - Blue bars for Democratic spending.
- The green line represents the total number of ballots counted.
- The left y-axis measures spending in USD, while the right y-axis measures ballots counted.

### **Key Observations:**

## 1. High Spending and Ballot Count States:

- **California (CA):**
  - Significant Democratic spending (blue bar).
  - Very high number of ballots counted (green line peak), indicating its status as a populous and politically significant state.
- **New York (NY):**
  - Democratic spending dominates Republican spending.
  - High number of ballots counted, reflecting its large voting population.
- **Florida (FL):**
  - Both parties spend substantially, but the Republican spending (red bar) surpasses Democratic spending.
  - The green line also peaks, reflecting high voter turnout in this swing state.

## 2. Disproportionate Spending:

- **Arizona (AZ):**
  - Republican spending dominates despite a lower number of ballots counted, suggesting a targeted effort to influence a competitive state.
- **Oregon (OR):**
  - Democratic spending is significantly higher, even with a relatively smaller number of ballots, indicating a focus on a specific demographic or key local elections.

### 3. **Swing States:**

- **Michigan (MI), Pennsylvania (PA), and Wisconsin (WI):**
  - High spending by both parties, consistent with their importance as battleground states in national elections.
  - Ballot counts are moderate to high, suggesting these states are highly competitive and receive significant campaign attention.

### 4. **Low Spending and Ballot Count States:**

- States such as **Wyoming (WY), Vermont (VT), and Alaska (AK):**
  - Show minimal spending by both parties and a low number of ballots counted.
  - These states have smaller populations and are not as politically contested.

## **Insights:**

### 1. **Campaign Strategies:**

- Democratic spending is concentrated in populous and traditionally liberal states like CA and NY, reflecting efforts to secure strongholds.
- Republican spending focuses more on swing states like FL and AZ, where elections are highly competitive.

### 2. **Voter Turnout vs. Spending:**

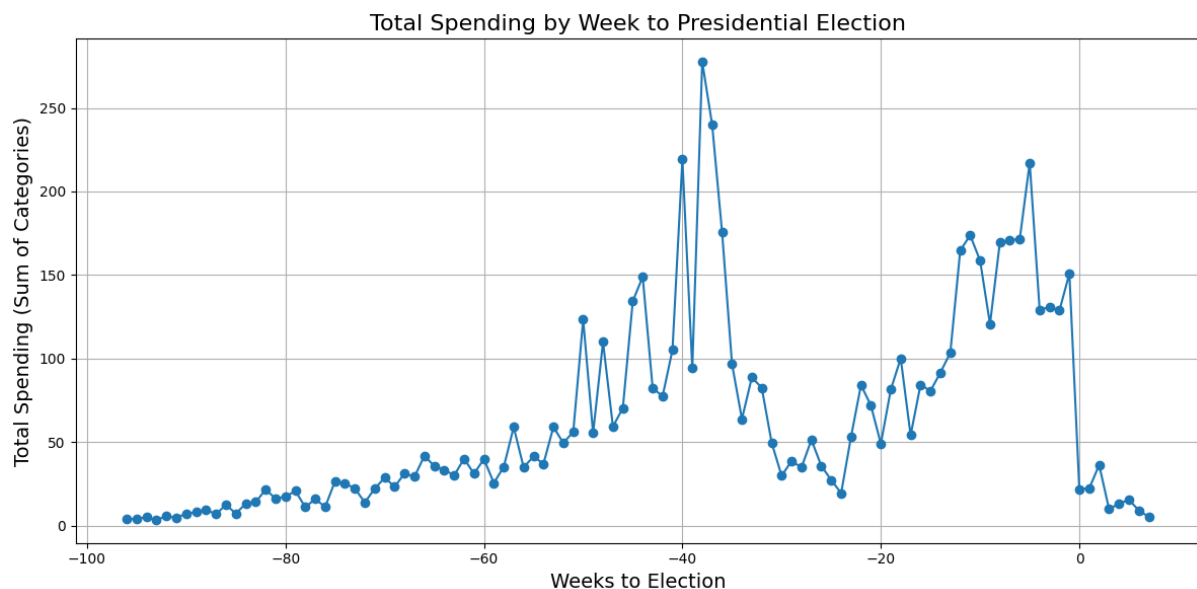
- High ballot counts in states like CA, FL, and NY suggest effective voter mobilization where spending is also high.

- In some states, such as AZ and OR, there is significant spending relative to the lower number of ballots, indicating focused investments in strategic areas.

### 3. Swing State Importance:

- MI, PA, and WI receive considerable spending from both parties, showcasing their role as critical battleground states in determining election outcomes.

### **(H) Weekly Spending Trends Leading to the Presidential Election**



***Figure 8: "Total Spending by Week to Presidential Election"***

The figure 8 depicts total spending related to presidential elections, aggregated weekly as the election date approaches. It provides insights into spending trends, revealing how campaigns allocate resources as the election nears.

#### 1. Key Trends:

- **Gradual Increase in Spending:**

- There is a consistent rise in total spending as the election day approaches (left to right along the x-axis).
- This suggests campaigns ramp up their efforts closer to the election, likely focusing on advertisements, voter outreach, and ground campaigns.
- **Spending Peaks Around Week -40 to -20:**
  - Sharp peaks are noticeable between weeks -40 and -20, indicating a period of heightened campaign activity.
  - This could coincide with critical campaign phases like debates, primary elections, or major ad buys.
- **Sharp Decline Post Week 0:**
  - A rapid decrease in spending is observed immediately after the election day (week 0), signifying the conclusion of campaign activities.

## 2. Critical Phases:

- **Weeks -100 to -50:**
  - Spending remains relatively low, possibly representing early-stage campaign efforts.
- **Weeks -50 to 0:**
  - Spending accelerates, reflecting intensified campaigns leading up to the election.
  - Peak spending during this period could correspond to last-minute voter engagement strategies.



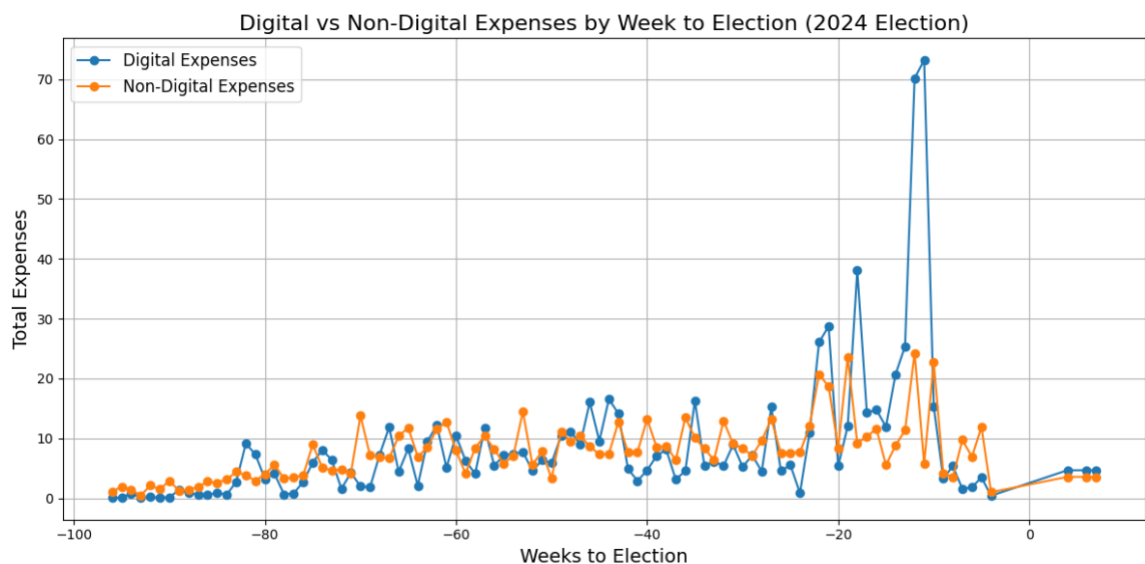
### 3. Overall Trend:

- Campaign spending exhibits a classic pattern of intensifying efforts as the election day approaches, followed by an immediate drop after the event.
- This trend underscores the strategic timing of campaign resources to maximize impact when voter engagement is highest.

### 4. Insights on Campaign Strategy:

- Campaigns appear to allocate the majority of their resources in the weeks leading up to the election, focusing on key battlegrounds or undecided voters.
- The chart highlights the temporal dynamics of campaign spending, aligning spending spikes with critical electoral milestones.

### (I) 2024 Election Spending Breakdown: Digital and Non-Digital Trends by Week



**Figure 9: "Digital vs Non-Digital Expenses by Week to Election (2024 Election)"**

The figure 9 shows weekly spending trends for digital and non-digital expenses as the 2024 presidential election approaches. Digital and non-digital spending are plotted separately, offering insights into how campaign funds are allocated over time.

**1. Key Observations:**

○ **Initial Steady Spending:**

- Both digital and non-digital expenses remain relatively stable from week -100 to around week -40.
- This period likely represents early campaign stages where spending is distributed evenly across various activities.

○ **Significant Rise in Digital Spending:**

- Digital expenses show a sharp increase between weeks -40 and -20, peaking around week -20.
- This suggests a focused investment in digital campaigns, such as online advertisements or social media outreach, during a critical campaign phase.

○ **Non-Digital Spending Stability:**

- Non-digital expenses remain more consistent, with smaller fluctuations, indicating steady investments in traditional campaign activities like field operations or print media.

○ **Drop-off Post-Election:**

- Both spending categories rapidly decline after week 0, reflecting the end of campaign activities.

## 2. Comparison of Digital vs Non-Digital Trends:

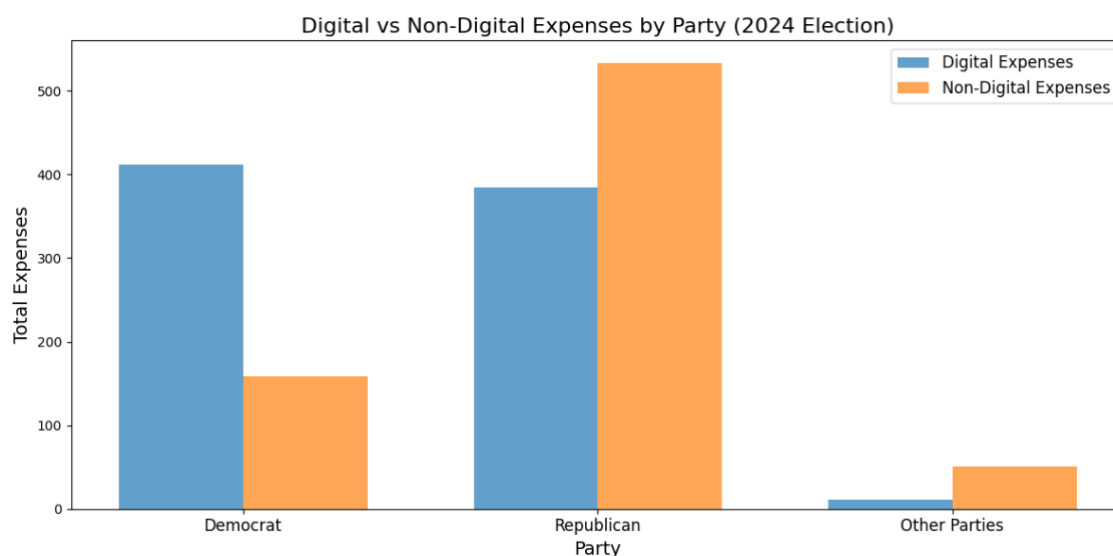
- Digital spending dominates during the peak weeks (-40 to -20), highlighting its importance in modern election strategies.
- Non-digital spending lags behind but still plays a significant role, likely supporting ground campaigns or traditional media.

## 3. Insights on Campaign Strategy:

- The chart reveals a clear strategy of ramping up digital spending closer to the election, aligning with voter engagement peaks.
- Non-digital spending, while steady, may target consistent voter outreach or logistical operations.
- This data underscores the increasing reliance on digital platforms for impactful campaign messaging during pivotal weeks.

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### **(J) Digital vs Non-Digital Expenses by Party (2024 Election)**



**Figure 10: "Digital vs Non-Digital Expenses by Party (2024 Election)"**

The figure 10 compares digital and non-digital spending by political parties (Democrat, Republican, and Other Parties) during the 2024 presidential election. It highlights the allocation of resources by each party to digital and traditional (non-digital) campaign efforts.

### 1. Key Observations:

#### ○ Democrat Party:

- Digital spending dominates, with expenses exceeding 400 units, reflecting a significant reliance on digital platforms for campaign outreach.
- Non-digital spending is relatively low (around 100 units), suggesting a reduced focus on traditional campaign methods like field operations or print media.

#### ○ Republican Party:

- Non-digital spending surpasses digital spending, with over 500 units allocated to non-digital channels.
- Digital spending is also significant (close to 400 units) but less than the non-digital expenditure, indicating a balanced but traditional-focused strategy.

#### ○ Other Parties:

- Spending is minimal for both digital and non-digital channels, reflecting limited resources or a smaller-scale campaign focus.

### 2. Comparison Across Parties:

- Democrats demonstrate a stronger emphasis on digital platforms compared to Republicans, showcasing a modernized approach to campaign outreach.
- Republicans allocate more resources to non-digital campaigns, suggesting a continued reliance on traditional methods.
- Other parties show negligible spending, underscoring their limited influence or budgetary constraints during the election.

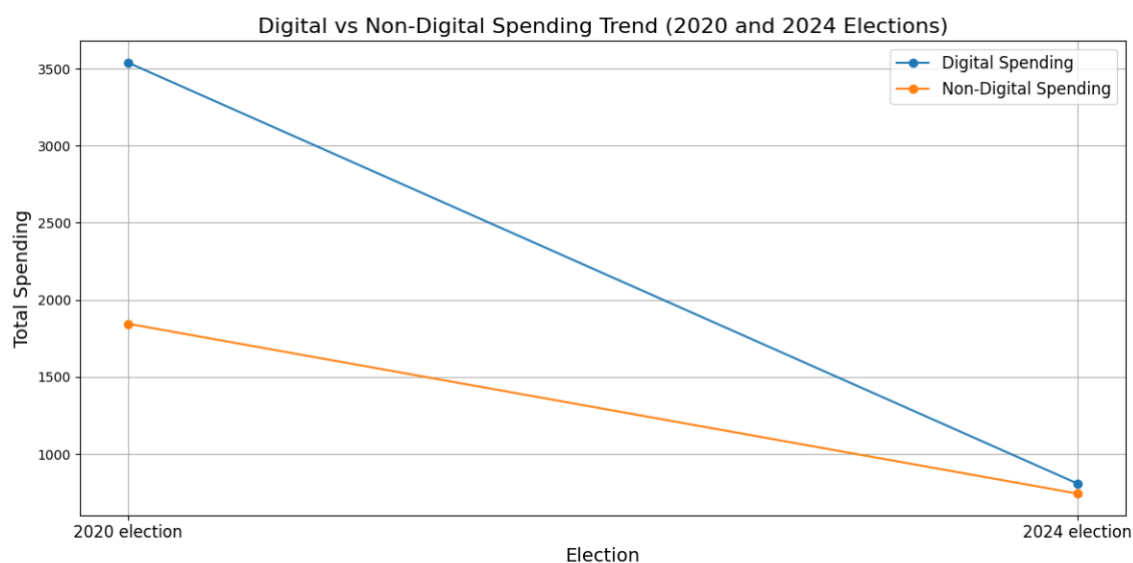
### 3. Insights on Campaign Strategy:

- **Democrats:** The substantial investment in digital platforms highlights their focus on leveraging online media to engage voters, particularly younger demographics and tech-savvy audiences.
- **Republicans:** The significant non-digital spending suggests a focus on traditional voter outreach methods, such as in-person events, direct mail, and TV ads.
- **Other Parties:** Minimal spending across both categories suggests a lower competitive impact in the 2024 election.

### 4. Overall Trends:

- The chart underscores the evolving campaign strategies of major political parties, with Democrats leaning towards digital innovations and Republicans maintaining a more traditional campaign structure.
  - It also reflects the disparity in resources and priorities between major parties and smaller entities in presidential elections.
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### **(K)Comparative Analysis of Digital and Non-Digital Spending: 2020 vs. 2024**



***Figure 11: "Digital vs Non-Digital Spending Trend (2020 and 2024 Elections)"***

The figure 11 compares total digital and non-digital campaign spending for the 2020 and 2024 presidential elections. It highlights the decline in both digital and non-digital spending between the two election cycles.

#### **1. Key Observations:**

##### **○ Digital Spending:**

- In the 2020 election, digital spending was significantly higher, exceeding 3500 units.
- By the 2024 election, digital spending dropped sharply, falling below 1000 units, indicating a substantial reduction in online campaign efforts.

##### **○ Non-Digital Spending:**

- Non-digital spending also decreased, starting at approximately 2000 units in 2020 and dropping below 500 units by 2024.

- This reflects a similar declining trend in traditional campaign spending methods.

## **2. Comparison Between Digital and Non-Digital Spending:**

- Digital spending consistently exceeded non-digital spending in both elections, underscoring its prominence in modern campaign strategies.
- However, the steep decline in digital spending from 2020 to 2024 suggests a shift in campaign priorities or resource constraints.

## **3. Overall Trend:**

- Both spending categories show a declining trend between the two election cycles.
- The decline could be attributed to various factors, such as reduced campaign budgets, shifts in voter engagement strategies, or external circumstances impacting election dynamics (e.g., economic or political factors).

## **4. Insights on Campaign Strategy:**

- The consistent dominance of digital spending highlights its central role in reaching voters effectively, despite the overall reduction in spending.
- The simultaneous decline in non-digital spending indicates a broader contraction in campaign activities, with fewer resources being allocated to both traditional and digital platforms.
- Campaign strategies for the 2024 election may have prioritized targeted or cost-effective methods over broad-based spending.

#### **IV. Conclusion**

Building on the analysis of campaign spending patterns during the 2024 election cycle, this report highlights key trends across states, political parties, and timeframes. State-wise spending data revealed the strategic importance of battleground states such as Pennsylvania, Florida, and Ohio, which consistently attract higher investments. In contrast, less competitive or smaller states like Wyoming and Vermont received minimal funding, underscoring the resource allocation priorities of political campaigns. This disparity highlights the targeted approach campaigns take to maximize electoral impact in states with high voter influence.

The comparative analysis of party spending uncovered significant differences in strategy between the Democratic and Republican Parties. Democrats prioritized digital platforms, especially in urbanized and coastal states, while Republicans demonstrated a stronger emphasis on traditional (non-digital) spending in rural and conservative strongholds. Both parties, however, invested heavily in swing states, where their resources were crucial to swaying undecided voters. The correlation between spending and voter turnout further emphasized the role of campaign investments in mobilizing voters, with a positive trend observed between higher spending and increased ballots counted.

The temporal analysis showcased how campaign spending intensified as the election approached, with significant peaks during pivotal moments such as debates and primaries. Weekly trends revealed a gradual rise in expenditures, with digital spending dominating during critical weeks leading up to Election Day. This reliance on digital platforms reflects evolving campaign strategies aimed at maximizing outreach through cost-effective and impactful online media. However, the comparison between 2020 and 2024 elections indicated a decline in both digital and non-digital spending, potentially driven by shifts in budgetary constraints or campaign priorities.



In conclusion, this report underscores the dynamic and highly strategic nature of modern campaign spending. The findings reveal how political parties allocate resources to maximize voter engagement, focusing on key states, critical timeframes, and evolving outreach channels. By understanding these patterns, future campaigns can adopt data-driven strategies to optimize resource distribution, enhance voter turnout, and achieve competitive success in elections.

## V. References & Data Sources

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