

DATE: October 21, 2024

TO: Interested Parties

FROM: Catalyze/Citizens

REF: Q3 2024 Ad Data Confirms Massive GOP Spending on Immigration and Increasing Investments From Democrats

Catalyze/Citizens commissioned [AdImpact](#) to track 2024 political advertising featuring immigration messaging, including data on spending, placement, viewership, and immigration keywords employed by candidates, political action committees, and other groups, across eleven battleground states (AZ, FL, GA, MI, NC, NV, PA, OH, TX, VA, WI) and Montana. **In the third quarter of 2024, Republican and right-wing candidates and groups outspent Democrats on immigration ads, spending nearly \$243.6 million on television broadcast ads in 11 battleground states and Montana** (the amount does not reflect online or other paid communications, such as mailers and text messages).

- From January 2024 to September 2024, Republican and Democratic candidates, PACS, and other groups have spent a combined \$389,516,524 on immigration-focused television ads. Only \$65,535,426, or 17%, was spent by Democratic candidates or groups. The remaining 83%, or \$323,981,098, was spent on anti-immigrant TV ads by the GOP and right-wing groups.
- In the third quarter of 2024, GOP candidates, PACs, and other groups spent **nearly \$243.6 million** to fund **450** anti-immigrant TV ads across federal, state, and down-ballot races in eleven battleground states (AZ, FL, GA, MI, NC, NV, PA, OH, TX, VA, WI) and Montana.
- The right-wing ads aired **over 254,580 times** in critical battleground states and were viewed over 6.5 billion times.
- The top buzzwords employed in the ads were “[border](#)” (322 mentions), “[crime](#)” (70 mentions), “[wall](#)” (38 mentions), and “[fentanyl](#)” (29 mentions).
- Across the twelve states in the analysis, **Democratic candidates and groups spent \$56,636,846 on 112 ads that aired 84,390 times**. The ads garnered over 2.1 billion views.
- The states with the highest share of immigration ads across party lines were Texas (48 ads, 37%), Arizona (89 ads, 34%), and Ohio (53 ads, 27%).
- In Arizona and Nevada, where immigration is a top issue for voters, Republican candidates and right-wing groups have spent \$25,481,321 (AZ) and \$13,008,249 (NV), while Democrats have spent \$13,060,995 (AZ) and \$2,732,793 (NV) in quarter three.
- According to AdImpact's Advocacy & Government Election Advertisements tool, **in Montana, GOP candidates have spent a total of \$11,801,121 on 24 anti-immigrant TV ads** which have aired a combined total of 28,187 times and garnered 511 million viewers in quarter three. **Senate Democratic candidate John Tester and Democratically-aligned groups spent a total of \$700,973 on 8 immigration related TV ads** that aired 63 and garnered nearly 126 million viewers.

2024 Year to Date Breakdown

	Q1			Q2			Q3			YTD TOTAL		
	Ads	View	Spend	Ads	View	Spend	Ads	View	Spend	Ads	View	Spend
DEMOCRAT	4	42 million	\$718 K	17	296 million	\$8.896 million	112	2.1 billion	\$56.636 million	133	2.438 billion	\$65.5 million

GOP	338	2.3 billion	\$38 million	196	1.600 billion	\$41 million	450	6.5 billion	\$243.6 million	984	10.4 billion	\$323 million
TOTAL	342	2.342 billion	\$38.7 million	213	1.896 billion	\$49.896 million	562	8.6 billion	\$300.236 million	1,117	12.838 billion	\$389 million

As of October 14, including future reservations, the 2024 cycle [officially surpassed \\$9 billion](#) in total ad spending. With Democrats increasing their immigration-related ad spending each month since January 2024 and GOP advertisers attempting to [maximize](#) their remaining advertising dollars, October is likely to balloon this total even further. OpenSecrets recently [projected](#) that 2024's federal election cycle will be the most expensive in American history, with an estimated \$15.9 billion to be spent in ads.

Methodology: AdImpact conducted this research through a team of analysts who watch and label each ad with an issue tag based on its content. After filtering down the ads with the “Immigration” issue tag to only those aired by advertisers in the specified states and races, the analysts used a keyword search of each transcript to determine the total number of ads each term appeared in. (Note: To view any of the ads mentioned in this report, please contact press@catalyzecitizens.org.)