

DATE: November 4, 2024

TO: Interested Parties

FROM: Catalyze/Citizens

REF: October Ad Data Shows Both Parties Reach Highest Monthly Spend On Immigration Ads in 2024

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 October 2024, Republican and Democratic candidates, PACS, and other groups reached their highest monthly spend on immigration television ads in 2024, spending \$290.9 million in eleven battleground states and Montana. However, Republican and right-wing candidates and groups continued to outspend Democrats on immigration television ads, spending over \$249.5 million on 382 ads. This month, the two parties deployed a combined 446 immigration-related TV advertisements, the highest number of immigration-specific ads aired in a single month thus far in 2024 (the amount does not reflect online or other paid communications, such as mailers and text messages).

- From January 2024 to October 2024, Republican and Democratic candidates, PACS, and other groups have spent \$680,452,236 on immigration-focused television ads.
- 84%, or \$573,483,916, was spent on anti-immigrant TV ads by the GOP and right-wing groups. \$106,968,320, or 16%, was spent by Democratic candidates or groups. The
- In October 2024, GOP candidates, PACs, and other groups spent \$249,502,818 to fund 382 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 220,748 times in critical battleground states and were viewed over 5 billion times.
- “Border” (239 mentions) remained the top buzzword employed in the ads, followed by “crime” (89), “wall” (34), “drugs” (29), “fentanyl” (25), and “crisis” (10).
- Across the 12 states in the analysis, Democratic candidates and groups spent \$41,432,894 on 64 ads that aired a total of 53,365 times. Collectively, the ads garnered over 1.2 billion views.
- Across party lines, the states that saw the highest proportion of immigration-related ads were Arizona (52 ads, 23%), Ohio (54 ads, 20%), Pennsylvania (70 ads, 18%), Texas (47 ads, 17%), and North Carolina (39 ads, 17%)
- In Arizona and Nevada, where immigration is a top issue for voters, Republican candidates and right-wing groups spent \$18,105,703 and \$8,147,782 in October respectively, while Democrats only spent \$8,294,087 in Arizona and \$1,109,383 in Nevada.
- In October, Pennsylvania had the highest ad spend by Republican candidates and right-wing groups, reaching \$66,083,236, while Democrats only spent \$2,240,597.

In October, Democrats increased immigration-focused TV ad spending by 60% (in comparison to \$25.8 million spent in September), reaching their highest monthly spend in 2024. Meanwhile, GOP and right-wing groups increased immigration TV ad spending this month by 152% (in comparison to \$99 million spent in September). Overall, more than \$10 billion has been spent on political advertising in 2024, with more than \$300 million in ads still reserved through Election Day.

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.)