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**POLITICAL ADVERTISING TRENDS:
WHAT TO EXPECT IN 2020**

THINKING OF OTHERS: THE REALIGNMENT OF VALUES AND ASPIRATIONS

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POLARIZATION IS NOT THE
FUTURE NOR THE OPPORTUNITY
AT HAND TODAY.



The politics of polarization will be a big part of the next election cycle. But factionalism is not what people want from their lives any longer. Aspirations have come full circle, shifting away from the disunion inherent in thinking only of self to a new communalism rooted in thinking of others. More and more, people are looking to rebuild shared spaces of engagement and connection.

In the mid-1960s, political scientists detected the first stirrings of a shift in values that redefined the subsequent trajectory of politics and the marketplace. It was called de-alignment. People began to lose their sense of identity with big institutions and authorities, aligning instead around a sense of self and individuality. What was observed initially with political parties soon affected religion, business, medicine, education, government, and media.

Everything in politics and marketing for the past 50+ years has unfolded within the era of ardent self-absorption that followed de-alignment. Cutting across politics, ideology, race, gender, generations, geography, and class was a newly legitimized focus on personal freedom, self-discovery, self-fulfilment, self-expression, self-actualization, and all of the other facets of an intensive, single-minded self-orientation. Where institutions once manned the tiller, self now piloted the helm. Faith in self replaced faith in institutions, and this became the bedrock buttressing public opinion about every other issue. As people made self their aspirational lodestar, compromise and concession became cast-offs.

But in recent years, this ruthless focus on self has begun to wane. Since the mid-2010s, a realignment around others has begun to take hold. This is a shift in foundational values no less profound than the de-alignment of the 1960s. There is now an uprising in reconnecting with others, re-engaging with networks, rebuilding

relationships, and renewing communities, all born out of a reawakened longing for belonging to something bigger than oneself. Of course, the paradox is that while people are thinking of others in lots of good ways, they are doing so in lots of bad ways, too.

Given the daily barrage of reporting about discord and polarization, it may seem a stretch to assert that people are thinking more of others. But such headlines overlook the growing hunger for coming together again. In the midst of political polarization, people are throwing out lines — even across party divides — to re-plait communities fractured by decades of hyper-individualism and interior horizons. Attesting to this burgeoning pivot toward realignment are major survey results that show increasing acceptance of all religious groups and improving not worsening racial attitudes. George Mason University economist and cultural observer Tyler Cowen points to mounting evidence that the flight of partisans to the extremes is opening up space in the middle being filled by “creative rethinking” of ways to bring people back together.

Perhaps most emblematic of this trend toward realignment is the double-duty for which *New York Times* columnist David Brooks has signed up as the leader of Weave: The Social Fabric Project of The Aspen Institute. He wants to learn how pioneering localities are rebuilding and restoring community in order to carry those successes forward to more places. His word for these committed community leaders is weavers, and he says what they share is “an ethos that puts relationship over self.” That’s the emerging pivot in a nutshell.

One of the weavers Brooks admires is a woman who was in the process of moving from her troubled Chicago neighborhood when she saw two little girls playing with broken bottles in an empty lot. She told her husband at that moment,

“We’re not moving away from that. We’re not going to be just another family that abandoned this place.” This is thinking of others over self. This is sacrifice for the good of others. This is a commitment beyond self-interested partisanship. This is what is moving into the national conversation as aspiration and status.

The next election, and those to follow over the next several cycles, will pit not merely partisan extremists against one another but the uncompromising divisiveness of partisan polarization against a nascent and strengthening yearning for community-building and conciliation. This is the new culture war — a culture of realignment contesting the past half-century of bellicose de-alignment.

As before, the pivot to realignment will be completed as the next generation assumes command. But it is playing out now. In both politics and business, realignment is the opportunity at hand. And it is no small thing. Thinking of others is now what people want most for themselves, and this desire will demarcate the future of shopping, buying, living, and voting.



For more information, this article is excerpted from a Kantar FutureView webinar presented by J. Walker Smith on March 20, 2019, entitled “Thinking of Others: The New Reference Points of Choice, Trust, and Satisfaction.”

CAMPAIGN 2020: WHAT'S YOUR NUMBER?

Steve Passwaiter
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Estimating levels of political advertising spending in the upcoming election year is an exercise fraught with a variety of fundamental challenges. Understanding these hurdles can help consumers of these early estimates be more knowledgeable about the current state of the political ad market and the amounts likely to be spent on which platform over the next 18 months.



Most people in politics are intensely focused on President Trump's polling numbers in battleground states or the latest horse race numbers in the fight for the Democratic presidential nomination. For those of us in the CMAG group at Kantar, it's that time of the election cycle when everyone is asking us for our number — how much is going to be spent on advertising during the 2020 cycle.

Media companies and the Wall Street analysts that cover them are also focused on predicting how much will be spent on political media during the impending election. And there are some eye-popping numbers out there. In a *Wall Street Journal* article, forecasters at ad buying firm Group M estimated that \$10 billion would be spent during the 2020 election cycle while PQ Media pegged the number at over \$8 billion in a report flagged by industry newsletter, *Spots and Dots*. At Kantar, we also expect a year where spending will flow — but not by nearly as much as other sources expect.

FACTORS TO CONSIDER

There can be little doubt that 2020 is set to be a record year (most are) for political ad spending and digital is poised to grab an increased share of that spend. Democrats are fired up, President Trump is aiming to bank a billion dollars for his re-election campaign, and campaign managers who grew up on digital will be in charge of many campaigns. Still, most estimates of political ad spending are wildly exaggerated. Many of these estimates simply inflate previous studies that implausibly showed more money spent on political ads than was raised and spent on all items in all political campaigns. Consequently, these high baselines lead to new estimates that assume advertising alone in the upcoming year will attract more spending than is likely to be raised and spent on all campaign activities in the current election cycle.

The best way to predict how much will be spent on political advertising and on what platforms is to ask and answer some basic questions.

- ▶ How much money is going to be raised and spent on election activity?
- ▶ Because different sponsors pay different rates for television spots, we need to know who (candidates or groups) is going to raise and spend that money?
- ▶ How much of money raised will go to paid "message delivery" spending?
- ▶ What share of that will be direct mail, television, radio, digital?
- ▶ When it comes to television, how much will be national versus local?
- ▶ How much will be spent on cable versus broadcast?

The truth is that politics is not the most transparent business in the world and that we have limited visibility into some major areas of campaign spending. Still, although there are some significant unknowns in answering these questions, objective data and informed extrapolations from a variety of sources can provide some guidance.

CAMPAIGN 2020: WHAT'S YOUR NUMBER?

CONTINUED

YOU CAN'T SPEND WHAT YOU DON'T HAVE

Let's start with what is the most important factor for figuring out "the number" — the amount likely to be raised and spent in the 2020 cycle. The best source on how much is raised and spent in politics on federal campaigns comes from the folks at The Center for Responsive Politics. The table below shows their estimates for the six federal election cycles including the last three presidential election years. Figures include all spending by all advertisers, including primaries as well as election contests for all participating campaigns.



Presidential and Congressional Funds Raised and Spent (2008-2018)

Cycle	Total	Presidential	Percent Change Prez	Congressional	Percent Change Congress
2018	\$5,725,183,133	—	—	\$5,725,183,133	38.82%
2016	\$6,511,181,587	\$2,386,876,712	-8.9%	\$4,124,304,874	7.25%
2014	\$3,845,393,700	—	—	\$3,845,393,700	4.95%
2012	\$6,285,557,223	\$2,621,415,792	-6.3%	\$3,664,141,430	.89%
2010	\$3,631,712,836	—	—	\$3,631,712,836	46.09%
2008	\$5,285,680,883	\$2,799,728,146	32.4%	\$2,485,952,737	-12.85%

Source: The Center for Responsive Politics

There are hundreds of other local and state races, referendums as well as other political battles and spending on federal races obviously does not comprise all political spending. That said, in mid-term years, with nearly 40 governors' races taking place alongside battles for state legislatures and other state offices, federal spending still comprises over two-thirds of all political spending. In a presidential year, when the race for the White House is added to the federal side of the ledger and there are only nine Governor's races, the share comprised of federal spending tends to be close to 90 percent. And when it comes to spending on media, federal races tend to comprise an even greater share.

How much then is likely to be raised in 2020? Money raised depends on enthusiasm (or anger) and the number of competitive races. Enthusiasm and anger are certainly in place this cycle, but the playing field when it comes to House and Senate races is likely to be much smaller than it was in 2018. Although it is early, Nathan Gonzales at *Inside Elections* is estimating that there will be fewer competitive House and Senate races in 2020 vs. 2018.

Still, let's make a very aggressive assumption and assume that the fever pitch continues when it comes to Congressional elections and that the nearly 40 percent increase that we saw from 2016 to 2018 in Congressional spending remains baked in yielding a total of \$5.7 billion in Congressional spending. Again, we think this is an aggressive number and we think it more likely that we see a decrease along the lines of what we saw from 2006 to 2008, when fewer seats were in play after a big Democratic year and Democratic donor enthusiasm flowed to the presidential primaries and presidential general election.

THE \$6 BILLION SEASON?

For the presidential race, even though 2008 had competitive primaries in both parties and an expanded Electoral College map in the presidential contest, let's assume we see in 2020 an increase along the lines of what we saw from 2004 to 2008. That would give us \$3 billion in the presidential race and overall \$8.7 billion in federal spending. Adding in another \$1.3 billion in non-federal spending, which also seems generous given the paucity of competitive governors' races in large states, would give us **\$10 billion dollars in total political spending.**

Again, this is our estimate for total spending in 2020. For the **\$10 billion political advertising spending** number making the rounds to be correct, not only would fundraising records need to be shattered, but campaigns couldn't spend a single cent on anything but advertising — so no direct mail, polls, planes, offices, salaries, chairs, or even a single slice of pizza.

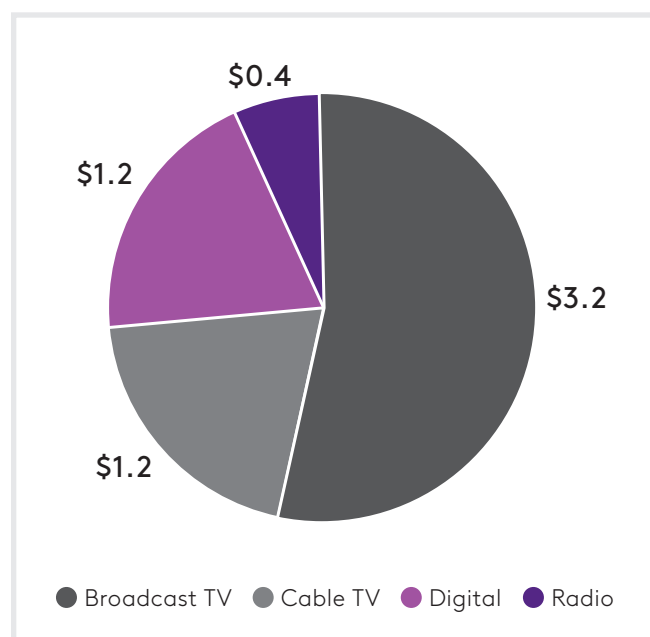
After all that wind-up, what is our number for political advertising? Although there is significant variance in campaigns, approximately 60 percent of campaign budgets flow to paid message delivery. This gives us an estimate of **\$6 billion in ad spending.** With more campaign managers being digital natives, we see a significant increase in the share targeted toward digital in 2020, with it receiving 20 percent of the total or \$1.2 billion. Digital can encompass a wide variety of different tools and tactics. In this report, we are estimating spending on paid digital or ads delivered by a platform that are sponsored by a candidate or campaign.

CAMPAIGN 2020: WHAT'S YOUR NUMBER?

CONTINUED

We estimate broadcast and cable television remaining strong with broadcast attracting \$3.2 billion and cable attracting \$1.2 billion. We see radio getting \$400 million. Comparing this to 2016, broadcast TV tallied \$2.85 billion, cable had \$800 million and digital (paid media only) was estimated at approximately \$700-800 million. (Radio monitoring was added since 2016 so no comparative figures are available).

2020 Federal Campaign Spending [by media, in billions]



Source: Kantar

OTHER CONSIDERATIONS FOR PAID MEDIA

Some are saying that a long drawn out Democratic primary will increase media profits. We respectfully disagree. An extended Democratic primary fight would likely be a short term, second quarter 2020 sugar high. In fact, a long primary and a Democratic convention fight would most likely reduce total campaign spending as it would reduce the amount of time the eventual Democratic nominee and his/her allies would have to raise and spend money in the general election. It would also likely create challenges for Democrats raising money for Congressional races if the nomination fight gobbled up most of the political enthusiasm oxygen.

We're paying a lot of attention to national advertising. In 2016, thirty percent of GOP presidential primary spending was on national TV as candidates tried to stand out in a crowded field and advertise on a network like Fox News that indexed well for Republican primary voters. We see a similar pattern at work in the 2020 Democratic nomination fight with national MSNBC and CNN audiences attractive for Democratic primary candidates. In the general election, we're also keeping an eye on national broadcast and cable spending. Both Clinton and Trump spent significant share nationally in 2016 and we expect to see this trend continue in 2020.

The share that digital will get is one of the great unknowns in 2020. In 2016, the Clinton campaign spent 2.5 percent of its total budget and 6 percent of its media budget on digital. The 2016 Sanders campaign spent 12.5 percent of its total budget and 25 percent of its media budget on digital. The Trump campaign, now run by its digital director from 2016, spent over 40 percent of its ad budget on digital in 2016. At the high end of digital share in 2018, Beto O'Rourke spent

about 20 percent of his total campaign budget on digital in the Texas Senate race. We think that 20 percent is a good baseline measure for digital share.

Facebook and Google together capture about 60 percent of the digital ad market and extrapolating from their publicly released numbers will allow us to track this category in 2020. Still, like most political advertising, digital spending comes late and we may not know results until the election is upon us.

One thing we do know is that at this early stage of the campaign, the incumbent President and a good number of his Democratic challengers are very active on Facebook. In fact, Facebook spending thus far dwarfs the TV spend but that's not a terribly unusual thing in our view given where we are in the campaign and how good Facebook is for helping candidates organize, draw volunteers and raise funds. For more about initial spending trends, see "State of the (Advertising) Race Thus Far" below.

Another area of emerging focus in the 2020 election cycle is the Over-the-Top/Connected TV space. The issues of scale that hindered the use of this platform in previous cycles is now being addressed but isn't totally behind us. But, this universe has certainly expanded beyond what's been available historically through D2 and Comcast's VOD. As an example, Roku has now hired its first direct sales resource in the DC market and plans a full assault on ad budgets; Premion, an extension of TEGNA, was already selling in the 2018 cycle. The ability of political advertisers to air more spots on these platforms will allow them to extend the reach of their messaging and target younger audiences.

There's some disagreement in the agencies about where the budget for OTT/CTV derives. Not surprisingly, the digital shops see it coming from the linear TV budget while the TV buying agencies see the budget coming out of the digital line. No matter where the budget comes from to support it, we see strong growth.

WAIT AND SEE

Super PACs also need to be considered and are a big question mark. Not only do the unlimited way they can raise money add to the overall total, but they pay a premium for television advertising since they do not qualify for lowest unit rate. Will Democrats use Super PACs in 2020? So far, most in the primary have rejected this sort of support. Will well-heeled Republicans support President Trump? As we already know, the Koch brothers have once again opted out of the Presidential race. The NRA also threw its support behind President Trump in 2016 but how much of a role will its current financial dilemma play in its ability to repeat that support in the next 18 months?

Given the legislative gridlock, we see little potential for large advertising campaigns (like ones we have seen around health care or gun control legislation) popping up in the latter part of 2019 or into 2020. The only exception would be if impeachment proceedings start or if there is a Supreme Court opening.

With many ups and downs already occurring in a race that's still over a year away, just one thing is sure — we will all be at the edges of our seats waiting to see what's next. As always, the CMAG group at Kantar will be monitoring advertising on a daily and hourly basis throughout the election season, so stay tuned to find out what will happen.



2020 STRATEGIES FOR BRANDS: STANDING OUT FROM THE CLUTTER

Jon Swallen
Chief Research Officer
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Kantar



Political campaigns and PACs spend billions of dollars on advertising during election years — but they’re of course not the only organizations advertising during that time. With a rich stream of political ad spend flowing into local broadcast TV marketplaces — particularly in battleground states — brands can end up competing for airtime and preferred inventory. Ultimately it’s a zero-sum game: More political advertising means less available for other advertisers.

To provide a better understanding of how brands can navigate this complex landscape, Kantar’s Media division took a look at these key questions:

- ▶ As political advertising on local TV increases, what’s the impact to other ad categories?
- ▶ What programming is most cluttered with political ads?
- ▶ What strategies are TV brand advertisers using to work around the political onslaught?

To find answers, we looked at data from 15 markets in Florida, Indiana, Iowa, Missouri, Nevada, North Carolina and Pennsylvania — all battleground states with heavy political advertising. We analyzed activity during the 16 weeks preceding Election Day in 2016, or broadcast weeks 30-45.

Political Category — % Share of Spot TV Ad Time, Select Markets

State	DMA Rank	Market	16 Week Average	Highest Week
Florida	37	West Palm Beach	21%	42%
Indiana	28	Indianapolis	15%	41%
Indiana	99	South Bend	16%	40%
Iowa	75	Des Moines	13%	35%
Iowa	87	Cedar Rapids	19%	57%
Missouri	21	St. Louis	22%	61%
Missouri	32	Kansas City	15%	45%
Nevada	39	Las Vegas	24%	51%
Nevada	109	Reno	26%	57%
North Carolina	23	Charlotte	19%	52%
North Carolina	25	Raleigh	18%	48%
North Carolina	46	Greensboro	18%	50%
North Carolina	107	Greenville	13%	55%
Pennsylvania	4	Philadelphia	16%	43%
Pennsylvania	41	Harrisburg	16%	48%

Source: Kantar

Overall, we found a real impact in brands’ visibility during peak campaigning season. However, brands did retain some presence throughout — and savvy brands found other opportunities for getting their message out.

2020 STRATEGIES FOR BRANDS: STANDING OUT FROM THE CLUTTER

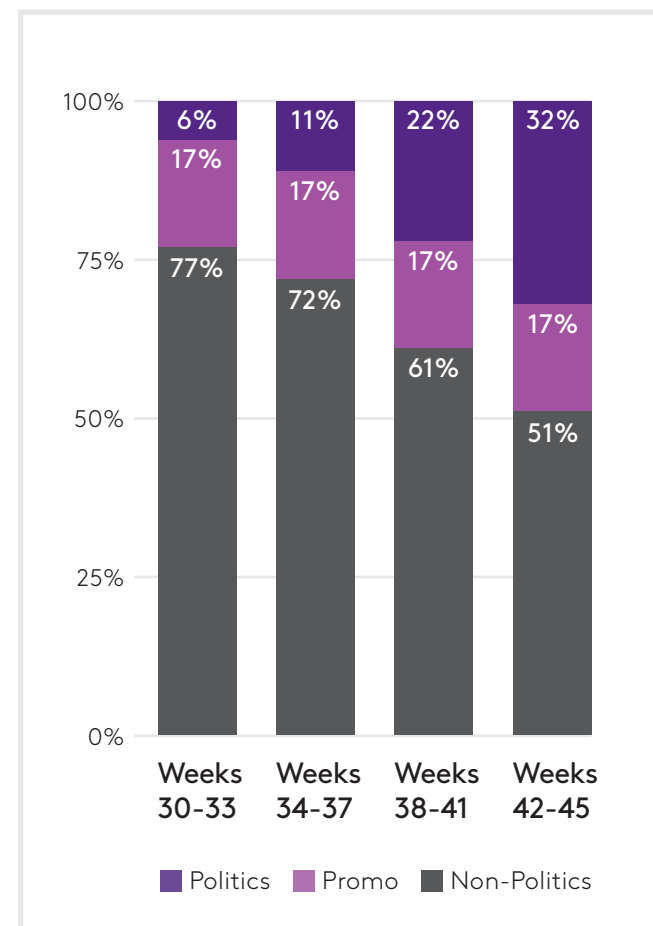
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POLITICAL WINS — AT BRANDS' EXPENSE

Political advertisers can be particularly compelling clients for local network TV stations. While regulations restrict prices paid by campaigns to the “lowest unit rate” within 45 days of a primary and 60 days of a general election, no such restrictions apply to PACs or lobbying firms. And polling shifts may result in various political players purchasing tons of ads at the last minute — and paying for the privilege.

Not surprisingly, Kantar’s analysis has found that political advertising is indeed crowding out other advertisers when it comes to local TV. During the last three weeks of the campaign season, political advertising totalled 32% of local ad time within the battleground markets we studied — an increase of 26%. Meanwhile, all other advertisers saw their share fall from 77% to 51% — a corresponding decline of, again, 26%. Station promos were the one category that stayed steady at 17%, as stations certainly don’t want to stop pushing consumers to watch their shows during this particularly peak period for local advertising.

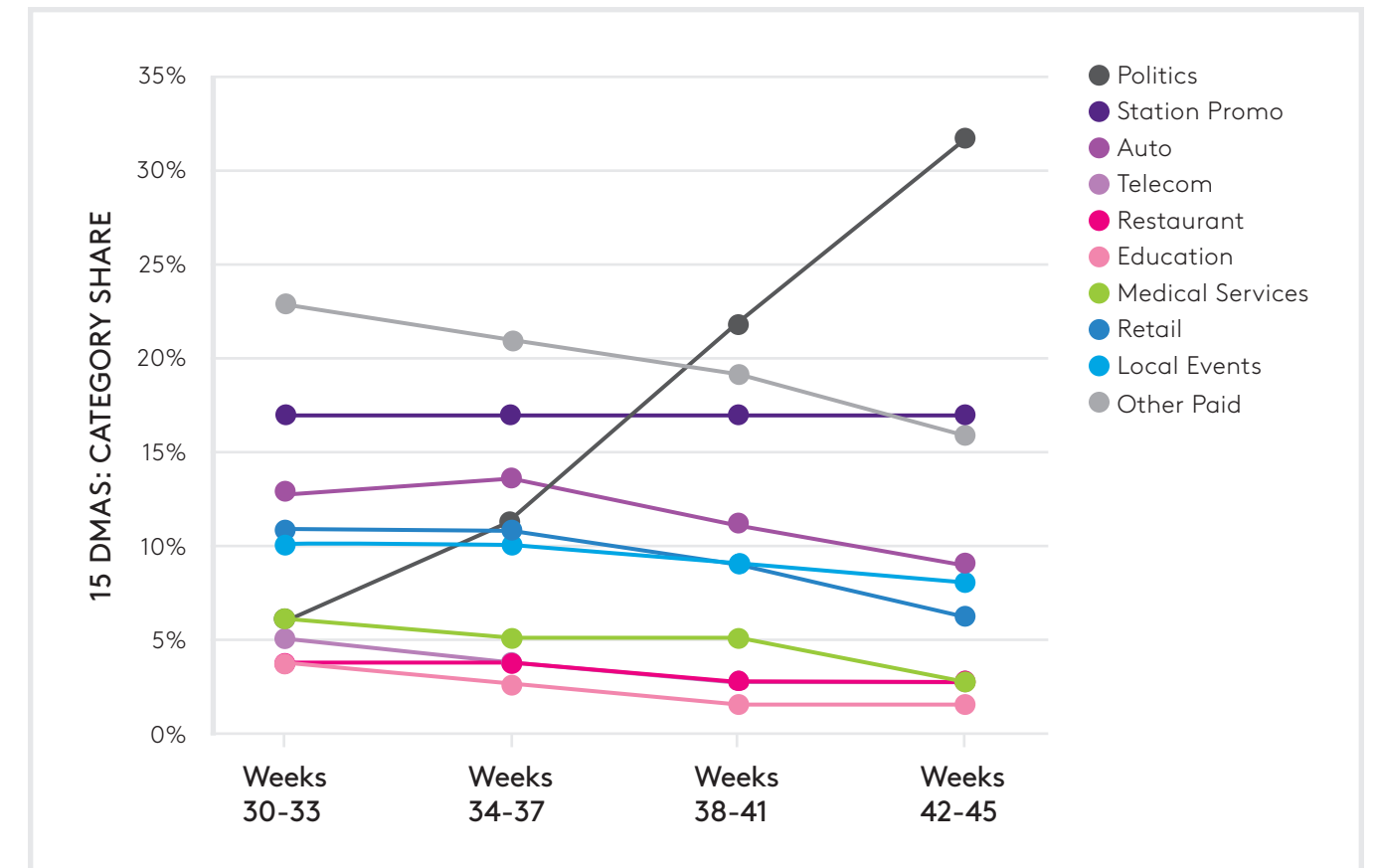
2016 Spot TV 15 Markets: Share of Ad Time by Category



Source: Kantar

The impact of political advertisers’ rising tide hit across all categories. Automotive, which was the highest-spending category, also saw the deepest decline, falling to 9% of all ads during the weeks right before the election as compared to 14% at the start of peak political ad season. However, the telecom, education and medical services sectors saw steeper declines, with education advertising’s share falling by half to reach just 2%.

Category Share of Total Spot TV Ad Time



Source: Kantar

Notably, when looking deeper at non-political advertising it emerged that the number of brands advertising did not fall as sharply as the number of ad units per brand. Specifically, the number of brands advertising on local TV fell by 11% from the beginning to the end of campaign season, even as the number of ads those brands ran fell

by 26%. This trend indicates that advertisers are trying to at least maintain some presence for their brands, although they are no longer able to run as many ads. Stations may also be trying to make sure they do not shut out local advertisers even as election season drags on.

2020 STRATEGIES FOR BRANDS: STANDING OUT FROM THE CLUTTER

CONTINUED

HIGHEST IMPACT SEEN WITH LOCAL NEWS

For political advertisers, it's clear that local news is where it's at. More than half of total political ad spend was focused on local news throughout the election season, even though of course local news makes up just a fraction of overall programming.

Share of political advertising, by programming type

15 DMAs	News Programming	All Other Programming
Weeks 30-45	57%	43%
Weeks 30-33	58%	42%
Weeks 34-37	55%	45%
Weeks 38-41	59%	41%
Weeks 42-45	57%	43%

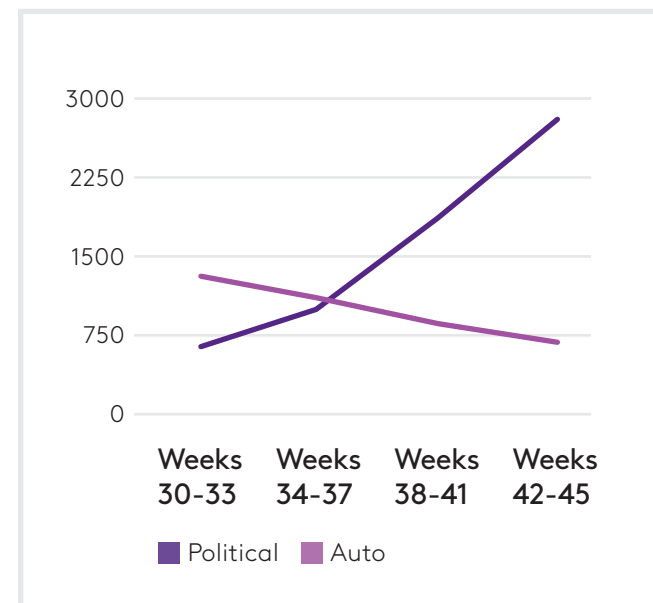
Source: Kantar

And as the amount of money political advertisers spend grows throughout the season, the share of local news airtime they take over increases even more. During the final weeks of the election season, political advertising took up 43% of available slots on local news in our battleground markets, as compared to just 10% at the start of the season.

Political advertisers' attraction to local news is easy to understand. Local news viewers are obviously at least somewhat interested in current affairs, and according to a 2018 study by the Pew Research Center, local TV is a particularly good way to reach women, older audiences and those who are less educated.

Of course, political advertisers are not the only ones interested in reaching these groups. Automotive advertisers – due in part to campaigns by local dealerships – are particularly heavy advertisers on local news. As would be expected, their share of local news airtime declines even as the political category rises.

Average Number of :30 Units per Week per Market per Category in Local News



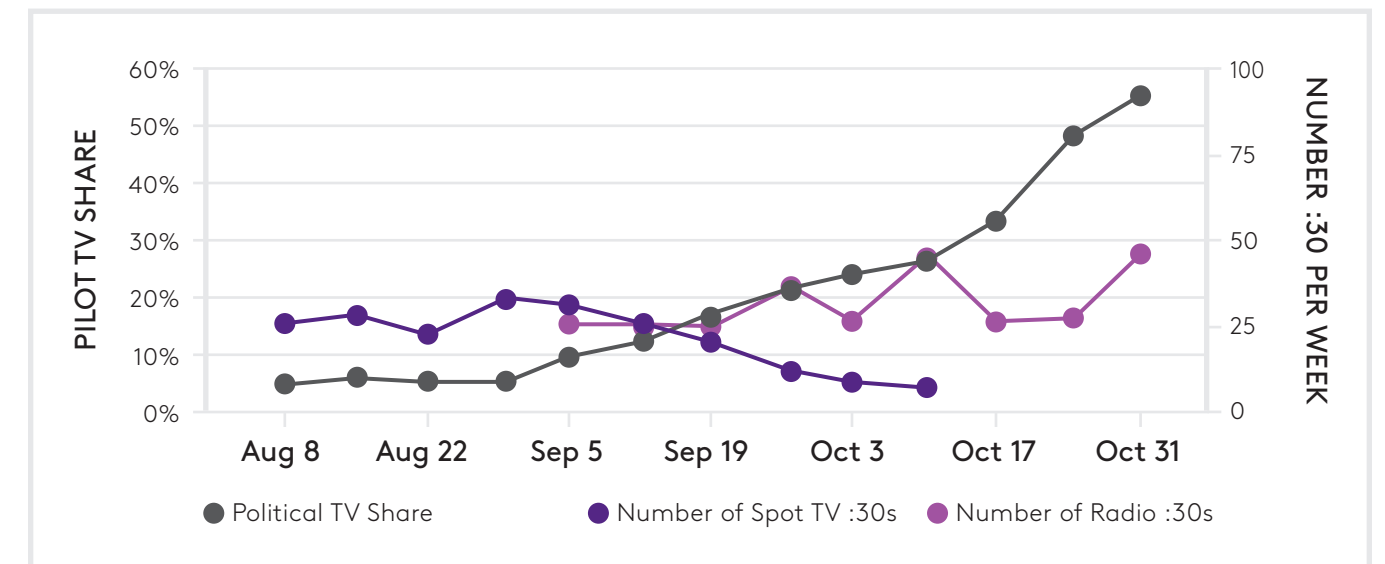
Source: Kantar

A GREAT OPPORTUNITY TO GROW — IF YOU'RE NOT LOCAL CABLE?

So how can brands maintain their momentum if they're getting iced out of local TV advertising? Strategies vary – some brands simply opt to stay out of the fray and just spend less during election seasons, when consumers might be stressed and distracted anyway. This strategy may make particular sense for sectors who are getting targeted by political ads. For example, financial services companies might opt to stay quiet during years when Wall Street is getting savaged by campaigns.

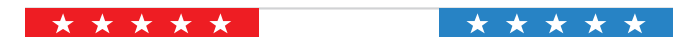
Other brands may look to different types of media. For example, in the crowded St. Louis market, Essence Healthcare opted to increase spend on radio when faced with steep competition from political advertisers. Digital advertising and paid and owned social efforts are other options that might work for specific brands. One type of media that *isn't* likely to benefit from the clutter on local broadcast TV is local cable. It's equally popular with political advertisers, so it faces the same clutter issues and same limitations.

Essence Healthcare — St. Louis — Aug-Oct 2016



Source: Kantar

And indeed, there's some merit to the strategy of waiting campaign season out. Voters in battleground states have been known to stop answering their phones and curtail watching TV when the flood of political ads and calls are at their peak, so brands may not be missing out on much anyway. And of course campaign season doesn't last forever, so it may be easiest for brands to just lay low for those few weeks – and brace themselves for the next onslaught in another two or four years.



DRAWING THE MAP FOR 2020

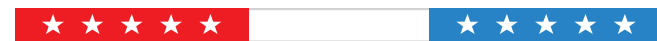
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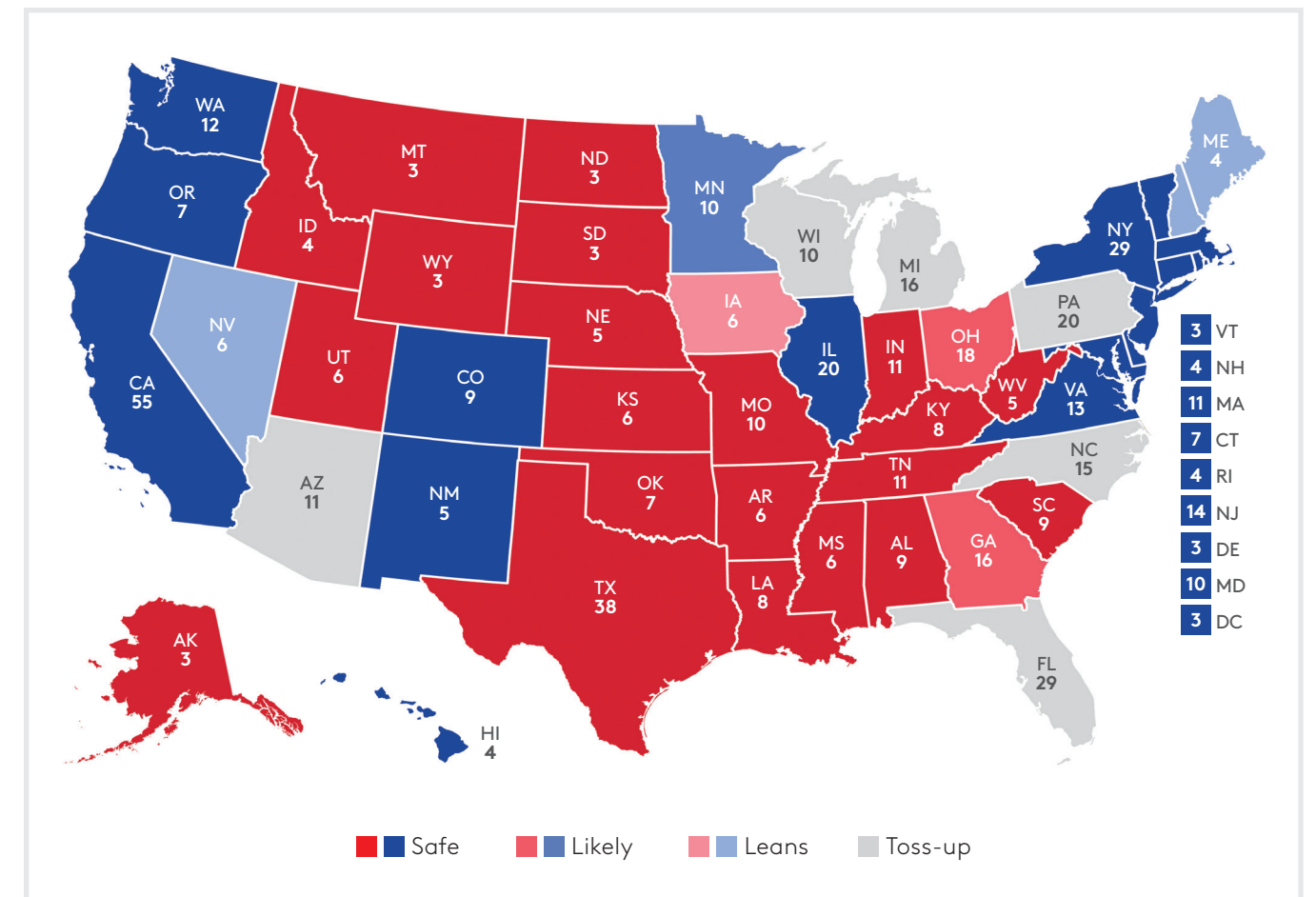
For brands and media companies – not to mention campaigns and PACs – planning for 2020, understanding which states will make up the battleground will be critical. To find the answers, Kantar has consulted with our friends at *Inside Elections* on their predictions for each state for the presidential election. They project that a total of six states – Arizona, Florida, Michigan, North Carolina, Pennsylvania and Wisconsin – will be either toss-ups or tilt either Democratic or Republican, indicating heavy spending is likely.

A further four states are considered to be “leaning” either Democratic or Republican, so significant spend will still likely be headed their way. These include Iowa, Maine, Nevada and New Hampshire. Other states that are considered “likely” for one party or the other and may receive some investment include Georgia, Minnesota and Ohio. States that are solidly red or blue likely won’t receive significant dollars for the general election, although at well over a year away polling could still shift.

In addition to the general election, many states will of course be staging competitive races for Congress, Governor or state and local positions. With typically lower budgets and fewer PACs involved, ad volume and investment typically won’t be as high for state and local campaigns, but in a battleground state the end result can be a tsunami of political advertising. Accordingly, brands need to consider the map when planning their own ad campaigns for 2020. Those targeting audiences in battleground states should prepare themselves for more limited ad inventory, higher costs, and potential ad fatigue, particularly in October as Election Day nears.



2020 Presidential Election Map



Source: Inside Elections/Kantar

THE RACE THUS FAR

Steve Passwaiter
 General Manager for CMAG
 Media Division
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Primary season doesn't kick off until the Iowa caucuses in February 2020, and the election is still well over a year away. However, the upcoming Presidential election has already been front page news for months, and with two dozen Democratic candidates (and a couple of Republicans) already vying for the nomination, it stands to reason that advertising has already begun. So what are we seeing as the first half of 2019 draws to a close?

CANDIDATES THINK FACEBOOK FIRST

One thing we do know is that at this early stage of the campaign, the incumbent President and a good number of his Democratic challengers have been very active on Facebook. According to figures from our partner Pathmatics, as of June 24, 2019, Donald Trump has spent close to \$17 million on Facebook advertising, with Bernie Sanders the next-highest spender at \$6.2 million.

Overall, Pathmatics recorded ads from fifteen Democratic candidates in addition to both Trump and his challenger Bill Weld. By comparison, just four candidates did any advertising on television, along with some interest groups who also placed ads related to the 2020 race. Altogether, candidates and leading special interest groups spent just \$2.2 million on TV advertising in the first half of this year – as compared to \$37.6 million on Facebook.

TV advertising was led by Tom Steyer's Need to Impeach group and not by any individual candidate. Those ads are running on a combination of national cable networks or in local markets in early primary/caucus states. The candidate with the most TV spending to date is former Congressman John Delaney who's spent a little over \$600,000 trying to introduce himself to voters in both IA and NH.



US Presidential Race Spending by Media (1/1/19-6/24/19)

Advertiser	Social Spend	Spot TV Spend
Donald Trump	\$16,861,490	—
Bernie Sanders	\$6,170,579	—
Jay Inslee	\$2,642,466	—
Kristin Gillibrand	\$2,210,802	—
Joseph Biden	\$1,781,775	—
Kamala Harris	\$1,637,609	—
Need to Impeach	\$1,265,439	\$1,116,400
Andrew Yang	\$1,222,534	—
Michael Bennet	\$1,167,864	—
Amy Klobuchar	\$1,155,575	—
Beto O'Rourke	\$625,846	—
John Delaney	\$239,872	\$622,032
Demand Justice	\$206,599	—
Seth Moulton	\$137,679	\$17,268
Tim Ryan	\$110,088	—
Eric Swalwell	\$90,408	\$24,988
Tulsi Gabbard	\$75,339	—
Club for Growth	\$28,441	\$24,697
Bill Weld	\$9,617	\$8,934
Senate Leadership Fund	\$3,066	\$134,500
Wayne Messam	\$1,677	—
Act Now on Climate	—	\$291,360
TOTAL	\$37,644,766	\$2,240,179

Source: Pathmatics and Kantar

Facebook's huge advantage over TV spend doesn't seem that unusual given where we are in the campaign and how good Facebook is for helping candidates organize, draw volunteers and raise funds. Democrats in particular were likely relying on Facebook to help them reach the minimum polling and individual donor thresholds needed to get on the debate stage in Miami in late June. (Reports have surfaced that some candidates were even diverting funds they might have normally used to staff key campaign positions to attract small donation dollars on Facebook.) Meanwhile, some of Trump's investment may be more geared towards shifting attitudes on specific issues rather than just his re-election campaign.

Accordingly, it's difficult to tell from this early head start exactly what roles social and traditional media will play over the course of 2020. It's important to remember that we are still seven months away from the first primaries and almost a year and half out from the final votes. Spending on television and other types of advertising will of course grow significantly as we reach these inflection points. However, it's clear that Facebook has become a critical tool for campaigns and will likely remain one through to next November.



ABOUT KANTAR

For more information about our political advertising insights, please visit kantar.com/media or contact Steve Passwaiter at steve.passwaiter@kantarmedia.com.

Kantar is the world's leading data, insights and consulting company. We understand more about how people think, feel, shop, share, vote and view than anyone else. Combining our expertise in human understanding with advanced technologies, Kantar's 30,000 people help the world's leading organizations succeed and grow.