
2020 PRESIDENTIAL SOCIAL SPEND TRACKER REPORT QUARTER 4, 2019

EARLY STATE(S) FACEBOOK AD SPENDING ANALYSIS

HawkEyes on Iowa (February 3)



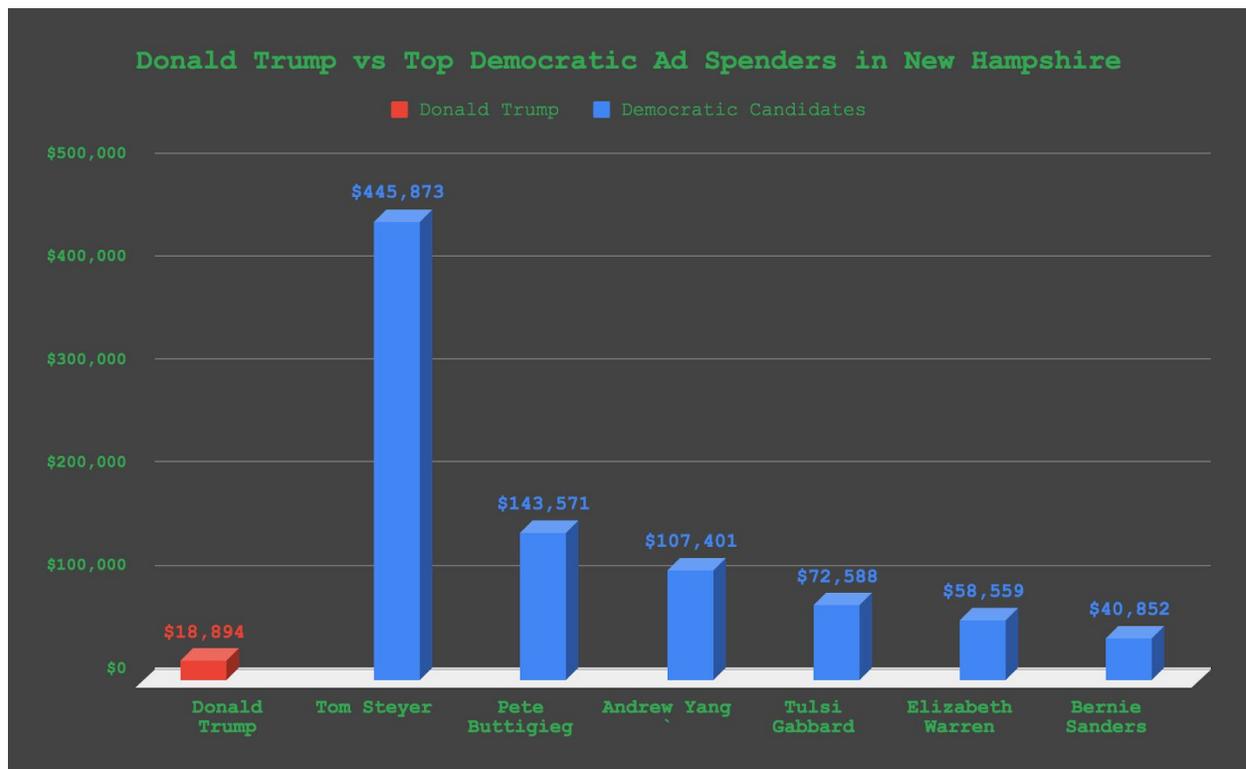
Democrats are watching Iowa like a Hawk, as Iowa was in the top two in spending of most every Democratic candidate, except Steyer. Buttigieg is looking to connect with his fellow Midwesterners to break through with a high finish as he is the #1 spender in the state. Steyer was the second largest spender in Iowa even though he spent more money in 3 other states. Yang spent 56% of his budget in Iowa while three other candidates spent over 10% of their budget (Buttigieg 18%, Biden 16%, and Klobuchar 13%). The only candidates not spending in Iowa are Gabbard and Bloomberg, although Bennett has shifted his spending from Iowa and is now exclusively spending in NH.

Living Free, or Dying, in New Hampshire (February 11)



In contrast to Iowa, only 3 candidates have NH in their top 3 states in spending (Gabbard, Yang and Buttigieg). And, only two candidates spent more than 10% of their budget (Gabbard 24%, Yang 16%) in New Hampshire. New Hampshire generated 2.58% of all Q4 FB ad spending compared to Iowa's 7% and SC's 4.75%. Gabbard and Yang's commitment to the state resulted in them being the 4th and 5th highest FB ad spenders in the state respectively. Warren came in 3rd in spending in NH in Q4 seeking to solidify her support in the state. Although Buttigieg only spent 6% of his budget in New Hampshire, it led to him becoming the second largest spender in the state behind Steyer. The rest of the field was below 4% of their spending including less than 1% for Biden and Sanders. Biden and Sanders seem to be relying on their name ID, and existing infrastructure and support while applying their Facebook ad budgets in other states. For example, Sanders spent more money on FB ads in 17 other states while Biden spent more money in 32 other states.

Gabbard is skipping Iowa and looking to exceed expectations in NH as she spent 24% of her budget in NH and was the 4th largest spender in NH in Q4.



Battle Born in Nevada (February 22)



There is definitely a battle taking shape in NV, and Steyer and Bloomberg are rolling the dice. Although Bloomberg's campaign has publicly said he isn't focused on any of the early four states, he is the second largest spender in the state even

though he only spent on ads in slightly more than one month of the quarter (he announced on Nov 24th). Steyer was the largest spender by a large margin as he accounted for 56% of the overall spending in the state, followed by Bloomberg (10%), Warren (8%), Sanders (7%) and Buttigieg (6%). Biden captured less than 1% of all FB ads in NV in Q4.

Palmetto Strong in South Carolina (February 29)



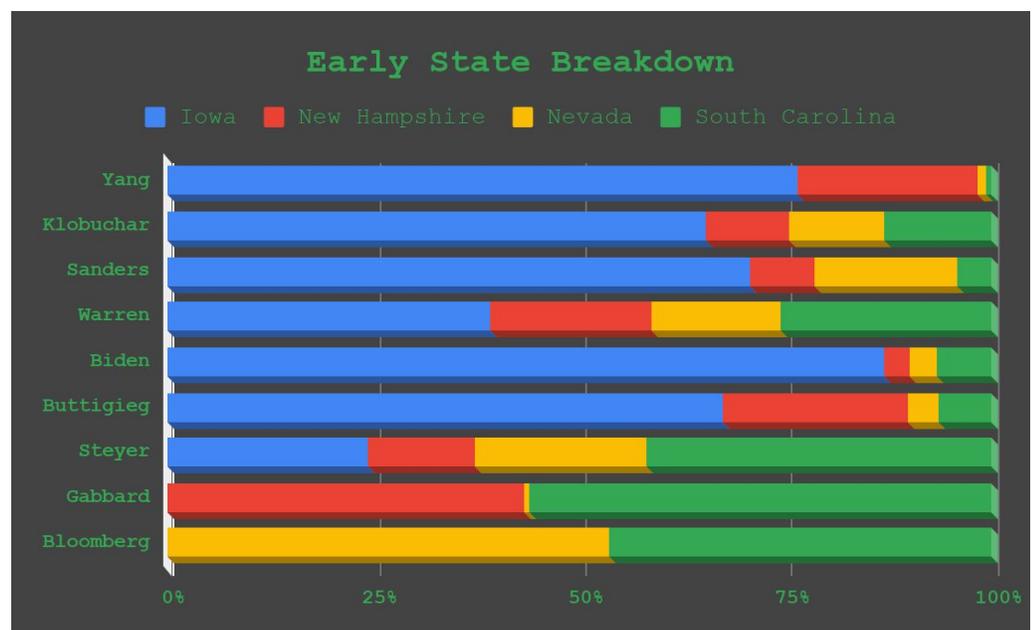
South Carolina generated the 2nd most FB ad spending of the four early states after Iowa. This is partly reflective of the fact that Bloomberg is spending in SC and Trump is spending more in SC than other early state. Like Nevada, Steyer dominates spending capturing 59% of all FB ad spending in the state. Warren was the second highest spending Democrat at 7% of spending in the state, followed by Gabbard (6.87%), Buttigieg (4.78%) and Bloomberg who rounded out the top 5 (4.74%). Like NV, Biden captured less than 1% of FB ads in SC.

Gabbard spent 31% of her budget in SC demonstrating her continued focus on NH and SC.

Who's Focused

Where

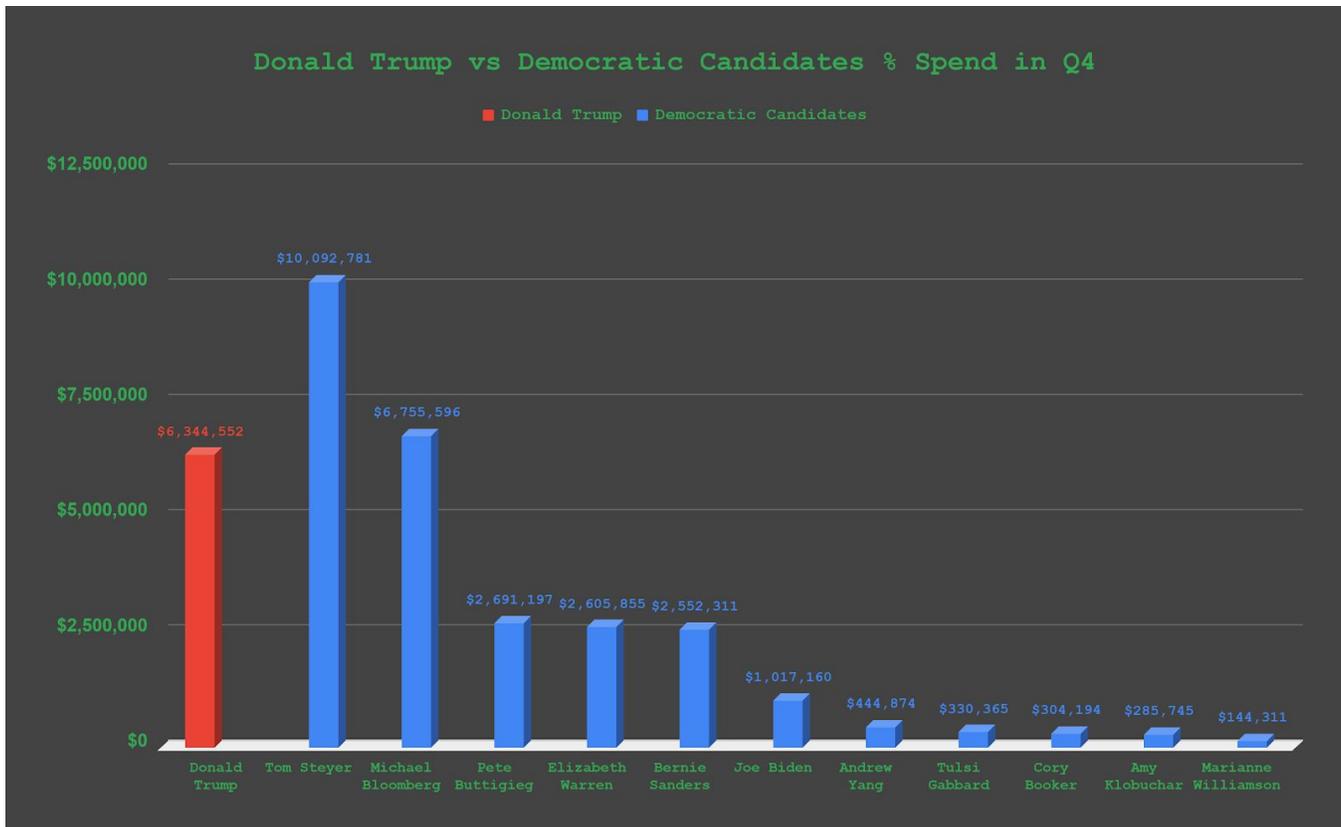
This chart shows how each candidate prioritized its Facebook spending in each of the four early states.



Candidate	State Spend Rank (IA)	State Spend Rank (NH)	State Spend Rank (NV)	State Spend Rank (SC)
Yang	1	2	11	22
Klobuchar	2	13	11	8
Sanders	2	18	14	26
Warren	2	8	14	4
Biden	1	33	31	26
Buttigieg	1	3	29	18
Steyer	4	7	5	2
Gabbard	n/a	2	31	1
Bloomberg	n/a	n/a	16	19

This graph shows where the early states rank in terms of which states each candidate spent the most money in relative to other states (e.g., Iowa was the state Yang spent the most money in, and NV was ranked 11th).

OVERALL Q4 FACEBOOK AD SPENDING



- ❖ Steyer and Bloomberg’s spending dwarfs the field and Bloomberg only spent in slightly more than one month of the quarter. Steyer spent close to 2X what he spent in Q3.
- ❖ Klobuchar spent less than Booker who has dropped out of the race, and roughly half of what she spent in Q3, yet continues to qualify for the debates and is projected as a dark horse in IA and NH.
- ❖ Sanders, Warren, Biden and Yang all spent more on FB ads in Q4 than Q3 with Buttigieg and Klobuchar spending less, and Gabbard spending nearly the same.
- ❖ Trump represented only 18.85% of all FB ad spending.
- ❖ 48% of spending was conducted by Steyer and Bloomberg.

Total Q4 Spend on Facebook

Candidate	Q3 Total Spend	Q4 Total Spend	Q4 Raised	Percent (+/-)
Amy Klobuchar	\$624,473.00	\$285,745	\$11,400,000	-54.24%
Andrew Yang	\$332,414.00	\$444,874	\$16,500,000	33.83%
Bernie Sanders	\$1,977,632.00	\$2,552,311	\$34,500,000	29.06%
Cory Booker	\$578,595.00	\$304,194	\$6,600,000	-47.43%
Deval Patrick	\$0.00	\$18,048	N/A	100.00%
Donald Trump	\$5,079,040.00	\$6,344,552	\$46,000,000	24.92%
Elizabeth Warren	\$1,553,962.00	\$2,605,855	\$21,200,000	67.69%
Joe Biden	\$717,411.00	\$1,017,160	\$22,700,000	41.78%
John Delaney	\$33,676.00	\$17,045	N/A	-49.39%
Marianne Williamson	\$551,990.00	\$144,311	N/A	-73.86%
Michael Bennet	\$242,696.00	\$51,249	N/A	-78.88%
Michael Bloomberg	\$0.00	\$6,755,596	N/A	100.00%
Pete Buttigieg	\$3,062,083.00	\$2,691,197	\$24,700,000	-12.11%
Tom Steyer	\$5,554,982.00	\$10,092,781	N/A	81.69%
Tulsi Gabbard	\$330,776.00	\$330,365	\$3,400,000	-0.12%
Grand Total	\$20,639,730.00	\$33,655,283		63.06%

