

DATE: October 21, 2024

TO: Interested Parties

FROM: Beatriz Lopez, Deputy Director of Immigration Hub

REF: **September Ad Data Shows Democrats Reach Highest Monthly Spend On Immigration Ads in 2024**

The Immigration Hub 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 September 2024, Republican and right-wing candidates and groups continued to outspend Democrats on immigration television ads, spending over \$99.8 million on 180 ads in eleven battleground states and Montana. This month, the two parties deployed a combined 234 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 September 2024, Republican and Democratic candidates, PACS, and other groups have spent \$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 September 2024, GOP candidates, PACs, and other groups spent \$99,845,274 to fund 180 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 91,570 times in critical battleground states and were viewed over 2.1 billion times.**
- **“Border” (137 mentions) remained the top buzzword employed in the ads, followed by “crime” (32), “wall” (16), “drugs” (15), “fentanyl” (15), and “crisis” (3).**
- **Across the 12 states in the analysis, Democratic candidates and groups spent \$25,836,832 on 54 ads that aired a total of 32,407 times. Collectively, the ads garnered over 830 million views.**
- **Across party lines, the states that saw the highest proportion of immigration-related ads were Texas (28 ads, 31%), Arizona (38 ads, 30%), Ohio (27 ads, 22%), and North Carolina (19 ads, 21%).**
- **In Arizona and Nevada, where immigration is a top issue for voters, Republican candidates and right-wing groups spent \$12,028,310 and \$1,120,478 in September, respectively, while Democrats only spent \$8,410,392 in Arizona and \$1,070,895 in Nevada.**
- **In September, Pennsylvania had the highest ad spend by Republican candidates and right-wing groups, reaching \$17.6 million, while Democrats only spent \$1.6 million.**

In September, Democrats increased immigration-focused TV ad spending by 5% (in comparison to \$24.6 million spent in August), reaching their highest monthly spend in 2024. Meanwhile, GOP and conservative groups decreased immigration ad spending this month by 6% (in comparison to \$106.3 million spent in August). Including future reservations, the 2024 cycle has [officially surpassed](#) the 2022 (\$8.98 billion) and record-setting 2020 cycles (\$9.02 billion) in total ad spending (\$9.09 billion).

***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 claudia@theimmigrationhub.org.)*