



# Why Am I Seeing This Ad?

A Comparison of Candidate Spending on Facebook Ads, 1 Year Before the 2020 Presidential Election\*  
November 2, 2019: **Former Vice President Joe Biden** vs. **President Donald Trump**

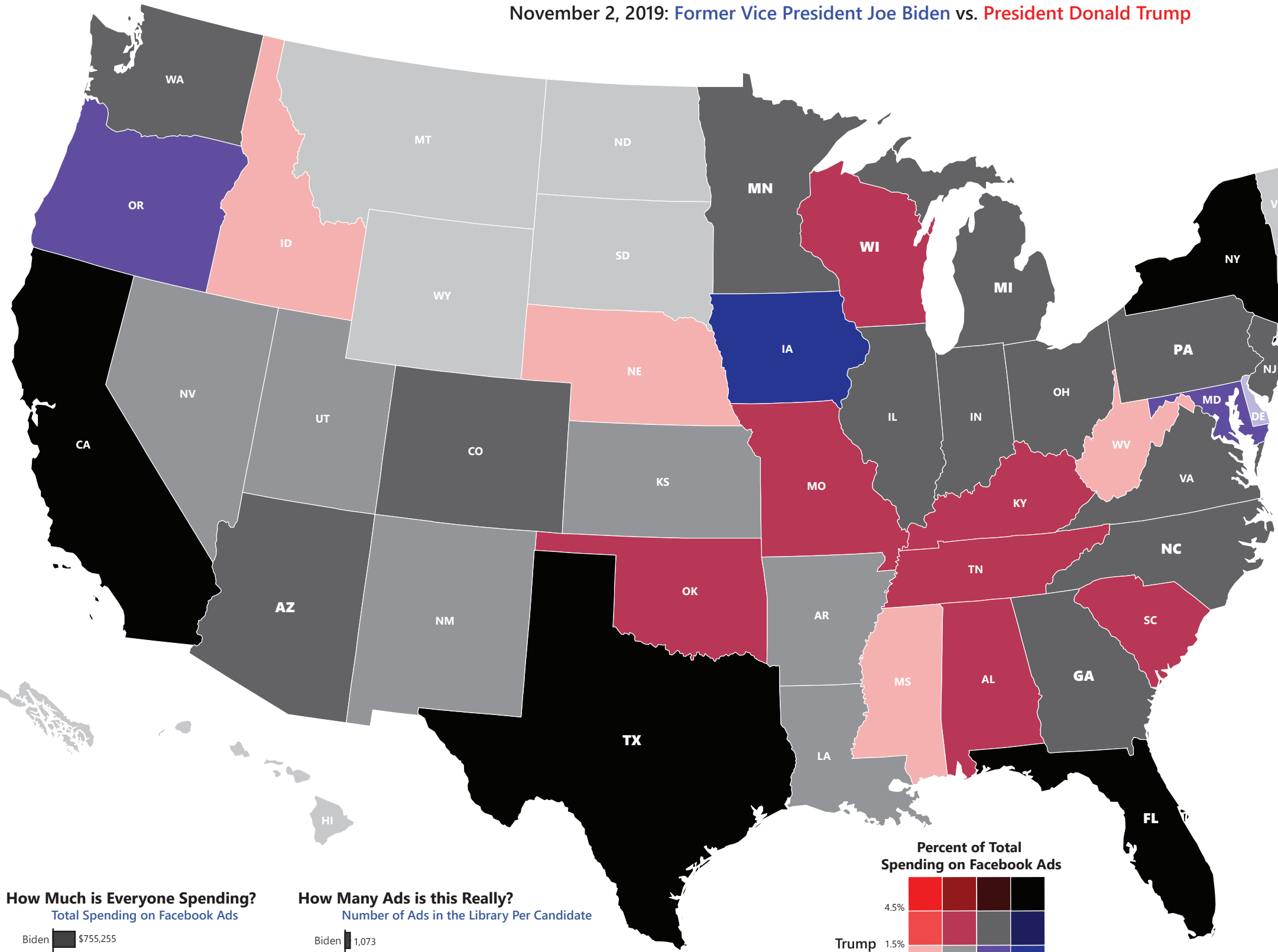
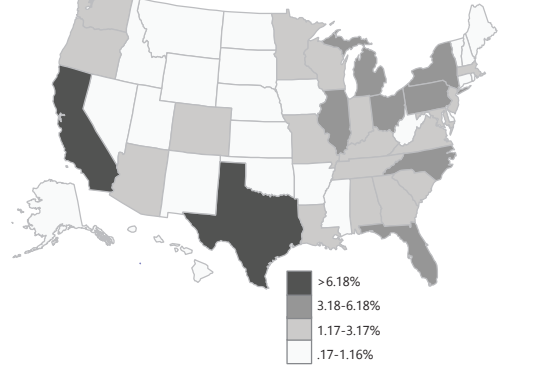
### What States are in Play?

Swing States\*\* in the 2020 Election



### Where are the Voters?

Percent of National Voters in Each State



### What Exactly are these Ads?

Facebook collects and publicly reports on all of the spending political candidates to advertise/reach to possible voters and constituents. The Facebook Ads Report shows "the amount spent on ads about social issues, elections or politics from each US presidential campaign's Facebook Page during the selected time period. This represents ads across Facebook products, including Instagram." This increases transparency in online advertising, and allows the general public to see how and why they see certain ads.

### What Does this Mean?

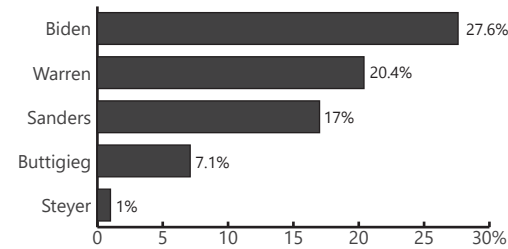
- In terms of Swing States, a year out, both candidates have a similar strategy. In 9 of 11 "Swing States" there is not one candidate outspending in terms of percentage. The only exceptions are **Maine** and **Wisconsin**.
- Biden is outspending Trump in **Iowa** because it is the first, and therefore a key primary. The primary in Iowa on Feb. 3, 2020 will be a good indicator of how candidates will fare in other states. Therefore, it is more of a priority for Biden, who has a close primary, than Trump who is the incumbent.
- The highest percentage of money spent from the total budget is 12.6% in CA for Biden, and 10.1% for Trump in Texas. These are the two states with the highest percent of national voters as well.

Main Projection: North America Albers Equal Area Conic  
Central Meridian: 96° W  
Standard Parallels: 20° N & 60° N  
Latitude Of Origin: 40° N  
Scale: 1: 1:14,000,000

Basemap: <https://www.arcgis.com/home/item.html?id=f7f805eb65eb4ab787a0a3e116ca7e5>  
Data From: Facebook Ads Report: <https://www.facebook.com/ads/library/report/>  
Real Clear Politics: [https://www.realclearpolitics.com/epolls/2020/president/us/2020\\_democratic\\_presidential\\_nomination-6730.html](https://www.realclearpolitics.com/epolls/2020/president/us/2020_democratic_presidential_nomination-6730.html)  
US Census Bureau: <https://www.census.gov/data/tables/-/time-series/demo/voting-and-registration/p20-583.html>  
electoralvotemap.com  
Facebook "Like" Graphic: Ilaria Bernareggi, The Noun Project  
By: Allie Kalik

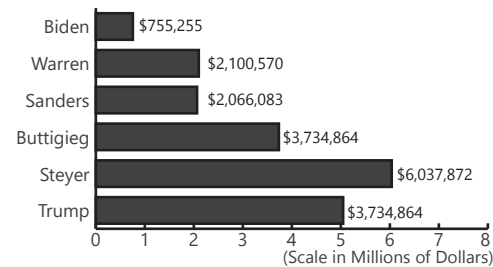
### Where do the Other Candidates Stand?

Poll Numbers for the Democratic Primary



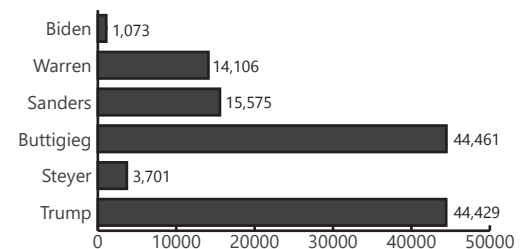
### How Much is Everyone Spending?

Total Spending on Facebook Ads

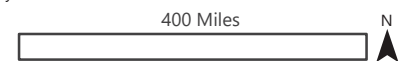
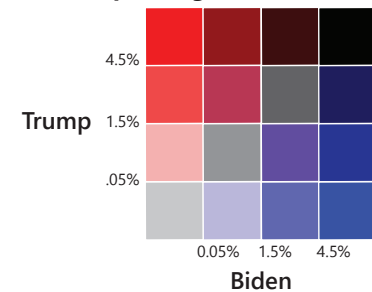


### How Many Ads is this Really?

Number of Ads in the Library Per Candidate



### Percent of Total Spending on Facebook Ads



\*Data downloaded on November 2, 2019 \*\*List of Swing States varies based on source. This list is from electoralvotemap.com. Swing state labels are bold and enlarged on main map.