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ElectionGraph

*Harris v. Trump — Gender gaps in social
media campaign ad spending*

PREPARED BY: 

Syracuse University's Institute for Democracy,
Journalism & Citizenship

MEDIA INQUIRIES: 

kkobland@syr.edu

FOR MORE INFO:

democracy@syr.edu

ElectionGraph Report

Harris v. Trump – Gender gaps in social media campaign ad spending



Institute for Democracy,
Journalism & Citizenship

Findings

Vice President Kamala Harris's campaign ad buys on Facebook and Instagram have targeted women over men nearly 2-to-1 since Harris announced her candidacy for president in July, while former President Trump's spending targets men over women in every age group except seniors.

These new findings from the [IDJC ElectionGraph Project](#) by Syracuse University's Institute for Democracy, Journalism and Citizenship, come just ahead of the first Harris-Trump presidential debate and cover ad spending from July 21-Aug. 31, 2024.

The data reflects a significant gender gap in national polls and bolsters the notion of a boys v. girls dynamic in the general election contest.

Notably, the data also shows Harris outspending Trump more than 10-to-1 — \$24 million to \$2.3 million — on ads on the two Meta platforms between July 21, when she announced her candidacy, and the end of last month. That translated to nearly 700 million ad impressions for Harris, compared with 86 million impressions for Trump.

Nearly 65% of the ad spends from the Harris campaign during this time period targeted women, according to the analysis by IDJC using data provided by Meta of the demographics of ad targets.

While 48% of Trump's ad spends during the same time did target women, they went disproportionately toward women 65 and older. Harris' gender gap in ad spending targeted women over men across all age groups.

The July and August spending appears less of a shift than a continuation from the spending approaches when it was a race between President Joe Biden and former President Trump. Examining earlier months of spending by gender, we do not see a significant change in approach.

THE DATA

Harris

Dates: July 21 - Aug 31

Estimated Spend: \$23,557,053

Estimated Impressions: 699,436,208

Figure 1: Harris Ad Spend By Week

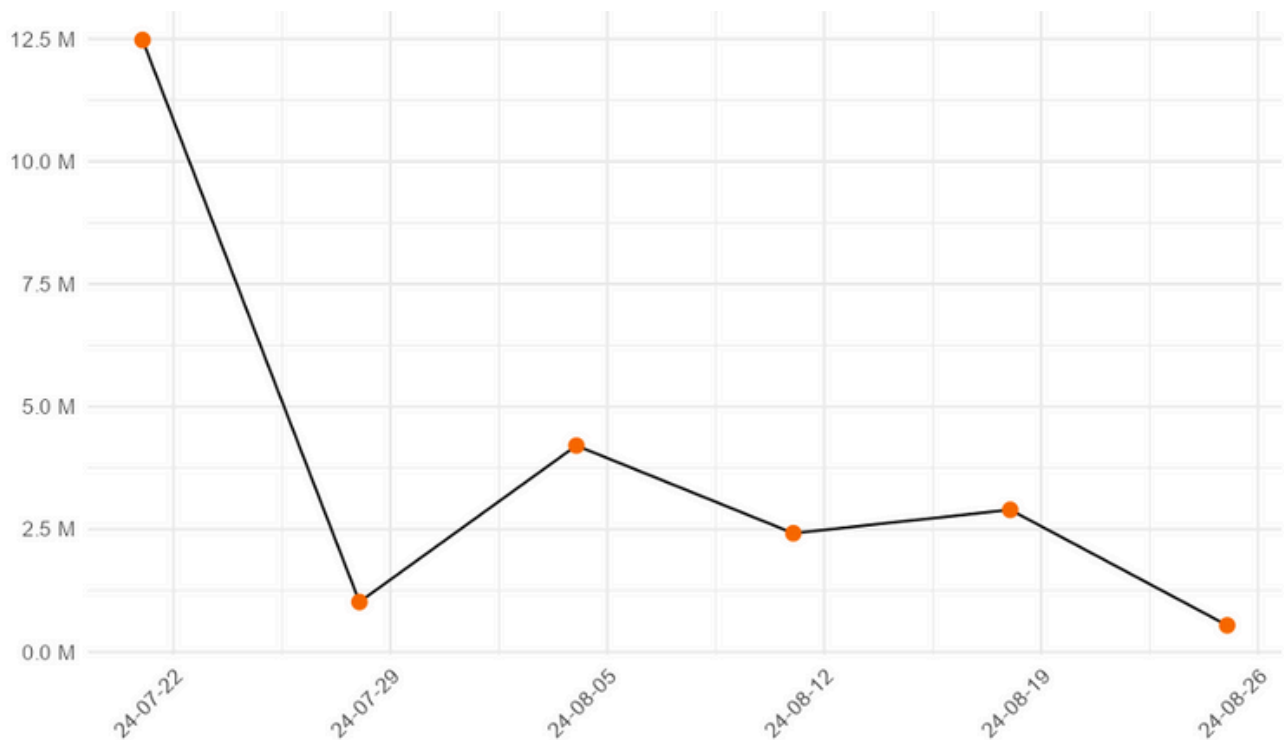


Figure 2: Harris Ad Spend By Gender

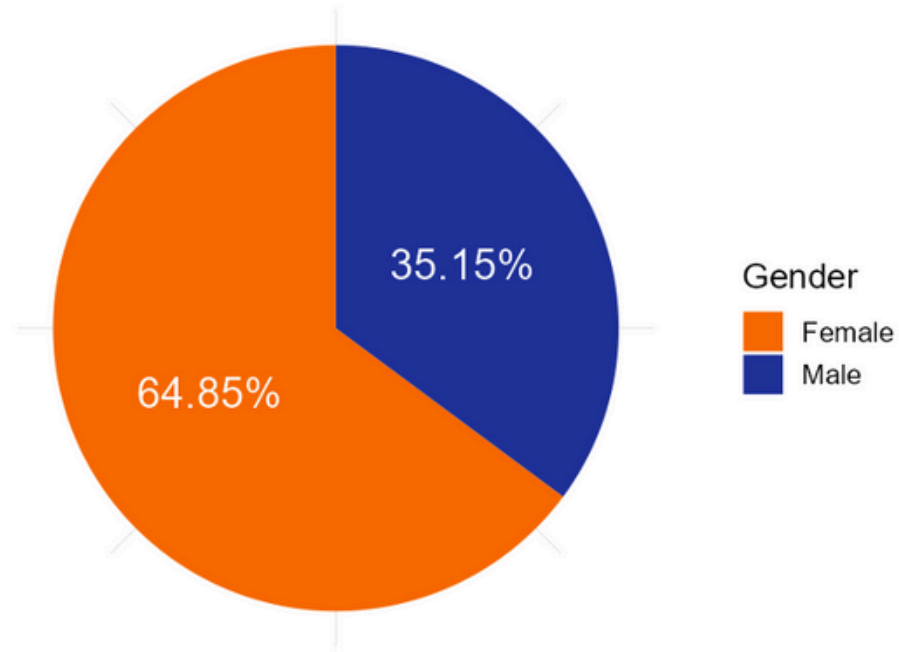
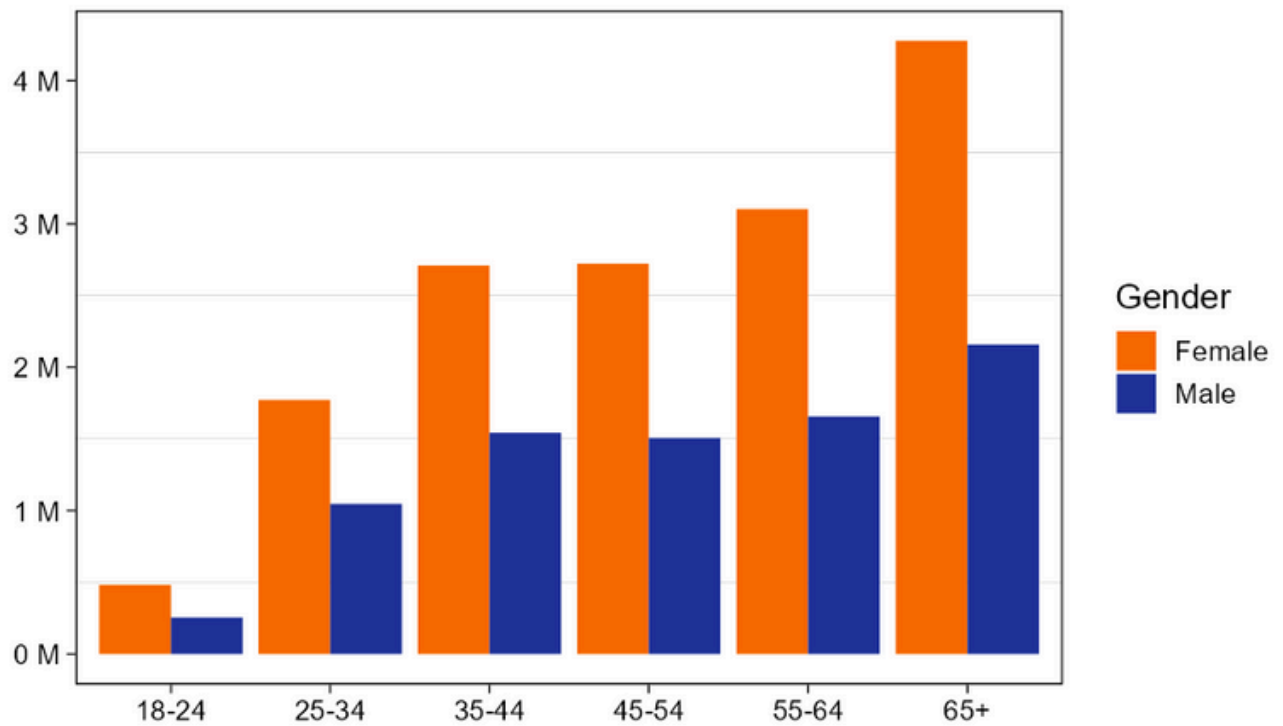


Figure 3: Harris Ad Spend By Age and Gender



Trump Since Harris Became Nominee

Dates: July 21 - Aug 31
Spend: \$2,391,683
Impressions: 86,226,444

Figure 4: Trump Ad Spend By Week

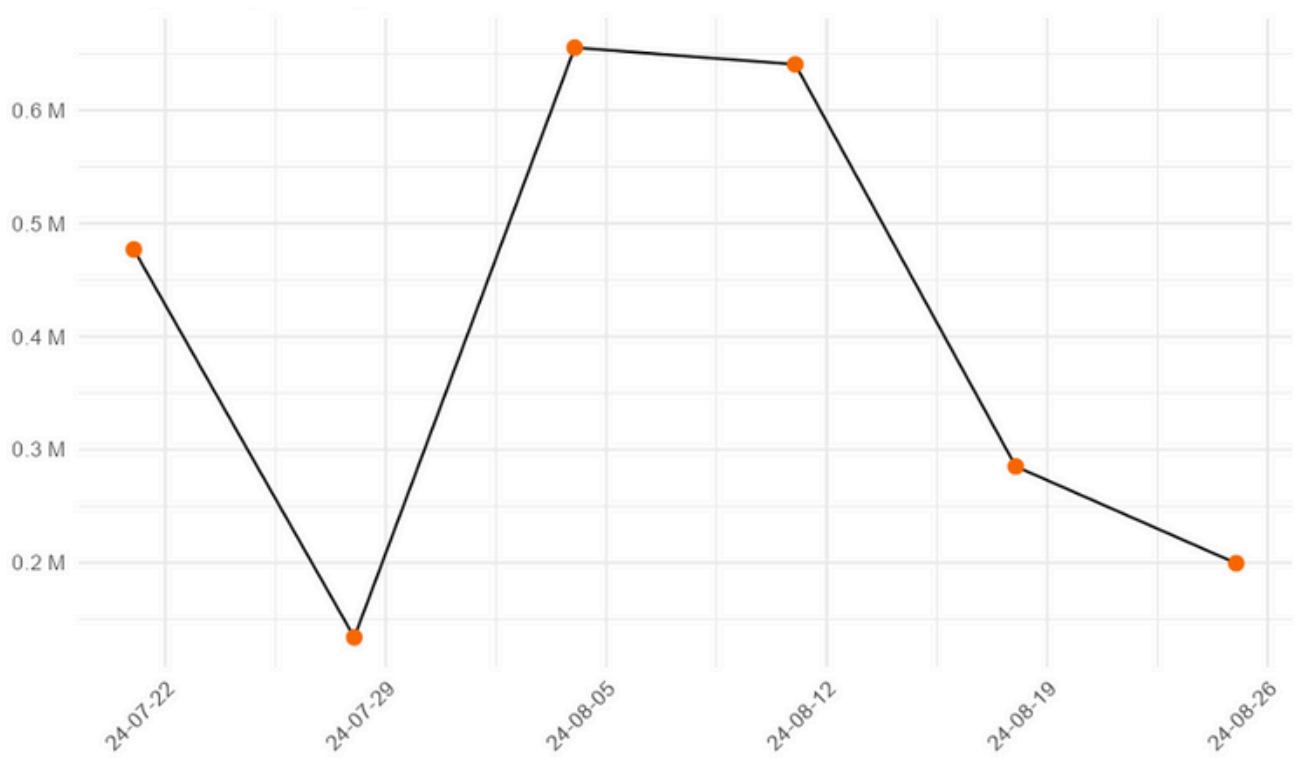


Figure 5: Trump Ad Spend By Gender

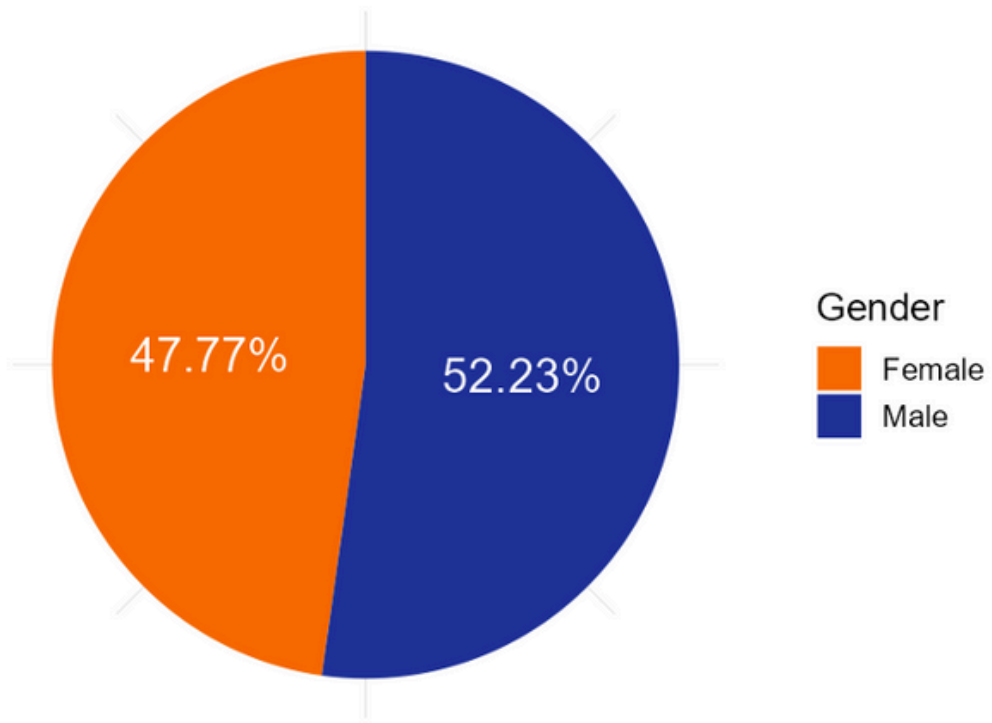
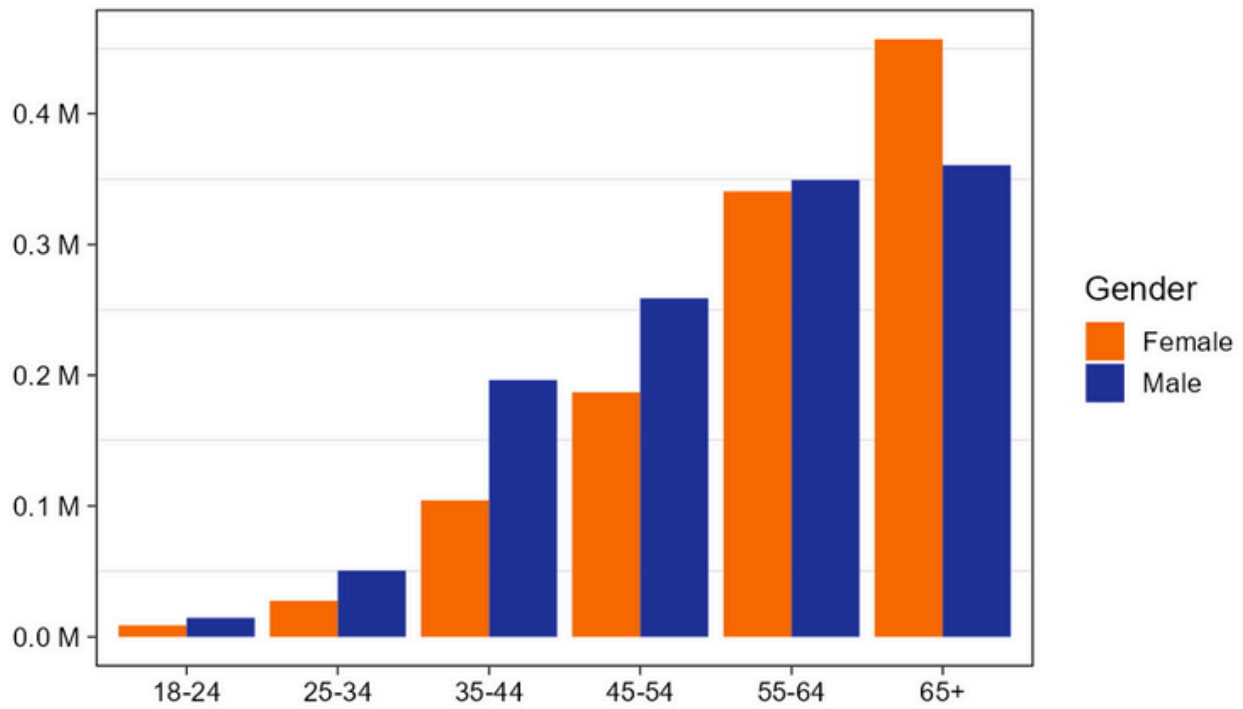


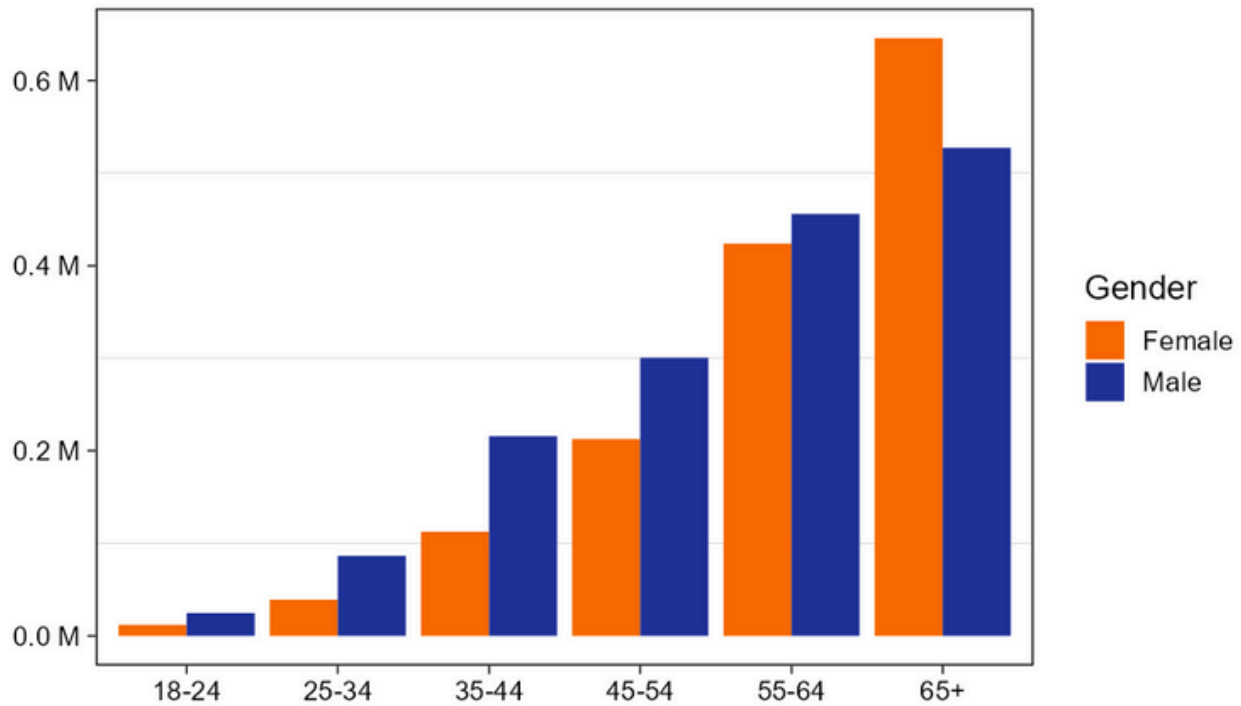
Figure 6: Trump Ad Spend By Age and Gender



Trump Before Harris Became Nominee

Dates: January 1 to Jul 31, 2024

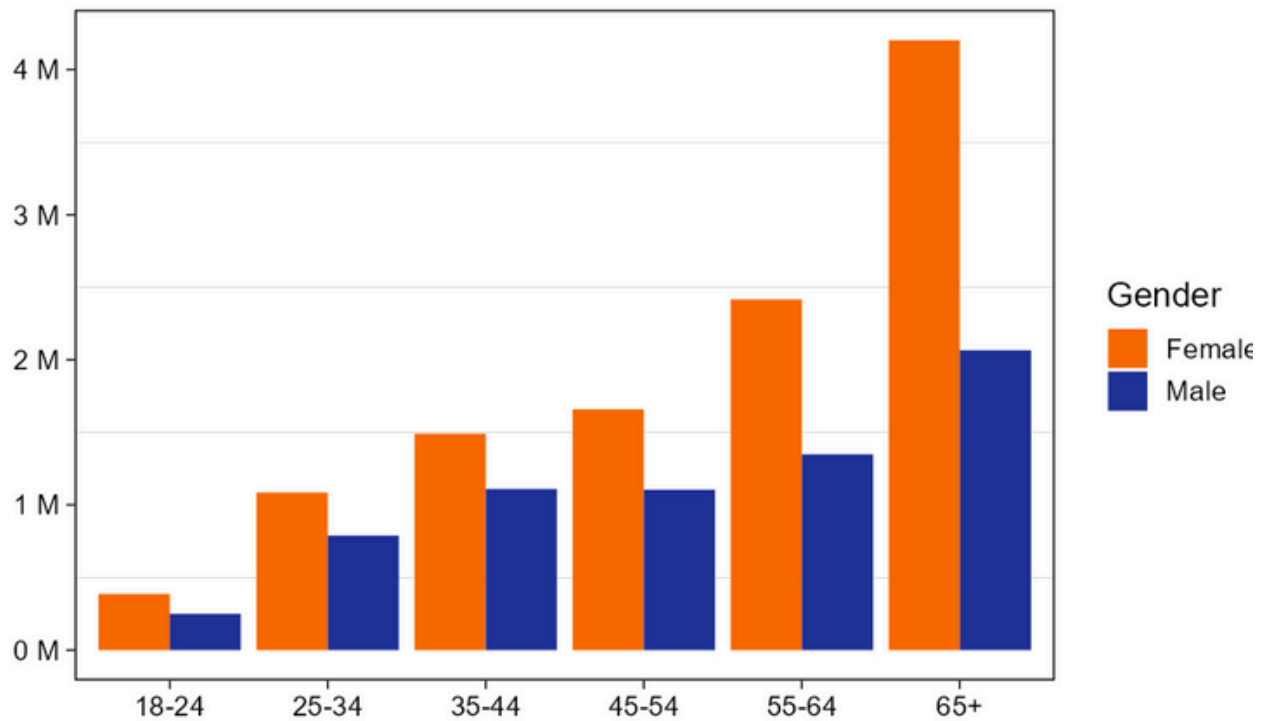
Figure 7: Trump Ad Spend By Age and Gender



Biden Before He Dropped Out

Dates: January 1 to Jul 31, 2024

Figure 8: Biden Ad Spend By Age and Gender



ABOUT IDJC'S ELECTIONGRAPH PROJECT

ElectionGraph is a project of the Syracuse University Institute for Democracy, Journalism and Citizenship (IDJC). IDJC is led by Kramer Director [Margaret Talev](#), a Newhouse professor of practice and journalist specializing in American politics, elections and the White House. [Johanna Dunaway](#), a political science professor at the Maxwell School and expert in political communication, partisan polarization and mass media, is IDJC research director.

[Jennifer Stromer-Galley](#), professor at the [School of Information Studies](#) at Syracuse University and a nationally recognized expert in political campaigns and misinformation, leads the ElectionGraph research team in collaboration with the IDJC.

[ElectionGraph](#) seeks to illuminate hidden trends and actors spreading and influencing inaccurate information targeting U.S. voters through social media. It is supported by a grant from Neo4j® and use of the company's graph database technology and experts. The analysis was conducted by collecting ads run on Facebook and Instagram through the Meta Ad Library API through a data licensing agreement with Meta.

You may visit our [website](#) or email our team at democracy@syr.edu with questions or suggestions. For media inquiries, please email Keith Kobland, Associate Director of Media Relations, at kkobland@syr.edu.

