MAJORITY STRATEGIES
ELECTIONS • ADVOCACY • BRAND

CALIFORNIA GOVERNORS RACE

DIGITAL SPENDING REPORT

OVERALL SPENDING UPDATE

Data as of: 14 Sep 2021

Republicans — **$696,651** Latest Monthly Spend

In the last 3 months, Republicans have spent $1,364,609.00.

Democrats — **$3,579,183** Latest Monthly Spend

In the last 3 months, Democrats have spent $5,381,625.00.

Latest Weekly Spending by Party

Latest Monthly Spending by Party

Latest Weekly Spending by Advertiser

Advertiser	Spend
Gavin Newsom	$734,100
Larry Elder	$108,725
Stop the Republican Recall	$89,946
Democratic Governors Association	$43,176
Rescue California	$35,106
Los Angeles County Federation of Labor, AFL-CIO	$16,864
Anthony Trimino	$14,573
Jenny Rae Le Roux	$7,264
Working Families Against Recall	$3,090
Kevin Faulconer	$2,891
Sam Gallucci	$1,750
Larry Elder Recall Newsom Ballot Measure Committee	$1,528
Veterans for Faulconer	$810
Ted Gaines	$500
David Bramante	$100
Total	**$1,060,523**

1 - 15 of 15 items

Latest Monthly Spending by Advertiser

Advertiser	Spend
Gavin Newsom	$2,689,600
Stop the Republican Recall	$938,251
Larry Elder	$330,103
Kevin Kiley	$238,892
Rescue California	$139,421
Democratic Governors Association	$111,889
Jenny Rae Le Roux	$51,096
Anthony Trimino	$34,763
Los Angeles County Federation of Labor, AFL-CIO	$29,569
Kevin Faulconer	$25,241
Ted Gaines	$8,739
Kevin Paffrath	$5,812
Sam Gallucci	$1,153
Working Families Against Recall	$4,521
Clean Up California	$4,000
Larry Elder Recall Newsom Ballot Measure Committee	$2,616
Veterans for Faulconer	$810
David Bramante	$250
Total	**$4,175,834**

1 - 18 of 18 items

FACEBOOK

Republicans — **$551,460** Latest Monthly Spend

In the last 3 months, Republicans have spent $1,123,589.00 on Facebook.

Democrats — **$889,583** Latest Monthly Spend

In the last 3 months, Democrats have spent $1,858,325.00 on Facebook.

LATEST FACEBOOK ADS

Republicans

Republicans

Republicans

Republicans

Democrats

Democrats

Democrats

Democrats

RECENT FACEBOOK SPENDING

Latest Weekly Spending by Party

Latest Monthly Spending by Party

Latest Daily Spending by Advertiser

Advertiser	Spend
Rescue California	$29,795
Larry Elder	$15,205
Democratic Governors Association	$7,996
Los Angeles County Federation of Labor, AFL-CIO	$5,090
Stop the Republican Recall	$4,783
Jenny Rae Le Roux	$1,383
Anthony Trimino	$615
Ted Gaines	$329
Kevin Faulconer	$282
Sam Gallucci	$254
David Bramante	$100
Veterans for Faulconer	$99
Total	**$66,741**

1 - 12 of 12 items

Latest Weekly Spending by Advertiser

Advertiser	Spend
Stop the Republican Recall	$89,946
Larry Elder	$49,035
Democratic Governors Association	$43,176
Rescue California	$35,106
Los Angeles County Federation of Labor, AFL-CIO	$16,864
Jenny Rae Le Roux	$7,264
Anthony Trimino	$4,673
Working Families Against Recall	$3,090
Kevin Faulconer	$1,891
Sam Gallucci	$1,750
Larry Elder Recall Newsom Ballot Measure Committee	$1,528
Veterans for Faulconer	$810
Ted Gaines	$500
David Bramante	$100
Total	**$256,023**

1 - 14 of 14 items

Latest Monthly Spending by Advertiser

Advertiser	Spend
Stop the Republican Recall	$938,251
Kevin Kiley	$238,892
Rescue California	$139,421
Democratic Governors Association	$111,889
Jenny Rae Le Roux	$51,096
Los Angeles County Federation of Labor, AFL-CIO	$16,402
Anthony Trimino	$14,573
Kevin Faulconer	$9,450
Ted Gaines	$8,739
Kevin Paffrath	$5,812
Sam Gallucci	$5,153
Working Families Against Recall	$4,521
Clean Up California	$4,000
Larry Elder Recall Newsom Ballot Measure Committee	$2,616
Veterans for Faulconer	$810
David Bramante	$250
Total	**$1,441,043**

1 - 13 of 13 items

Latest 3 Month Spending by Advertiser

Advertiser	Spend
Stop the Republican Recall	$1,101,729
Kevin Kiley	$528,510
Democratic Governors Association	$422,150
Larry Elder	$374,154
Rescue California	$213,818
Jenny Rae Le Roux	$145,712
Gavin Newsom	$76,975
Los Angeles County Federation of Labor, AFL-CIO	$29,704
Anthony Trimino	$17,616
Ted Gaines	$11,575
Kevin Faulconer	$11,522
Sam Gallucci	$10,171
Kevin Paffrath	$9,639
Caitlyn Jenner	$5,574
Working Families Against Recall	$4,121
Clean Up California	$4,000
Larry Elder Recall Newsom Ballot Measure Committee	$2,616
David Bramante	$928
Veterans for Faulconer	$810
Total	**$2,981,914**

1 - 16 of 16 items

GOOGLE AND YOUTUBE

Republicans — **$145,191** Latest Monthly Spend

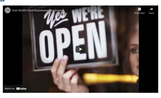
In the last 3 months, Republicans have spent $241,020.00 on Google.

Democrats — **$2,689,600** Latest Monthly Spend

In the last 3 months, Democrats have spent $3,523,300.00 on Google.

LATEST GOOGLE AND YOUTUBE ADS

Republicans



Republicans

Republicans

Democrats

Democrats

Democrats

GOOGLE AND YOUTUBE SPENDING

Latest Monthly Spending by Party

Latest 3 Months Spending by Party

Latest Daily Spending by Advertiser

Advertiser	Spend
Gavin Newsom	$50,000
Larry Elder	$3,000
Anthony Trimino	$1,000

1 - 3 of 3 items

Latest Weekly Spending by Advertiser

Advertiser	Spend
Gavin Newsom	$734,100
Larry Elder	$59,700
Anthony Trimino	$9,700
Kevin Faulconer	$1,000

1 - 4 of 4 items

Latest Monthly Spending by Advertiser

Advertiser	Spend
Gavin Newsom	$2,689,600
Larry Elder	$116,100
Anthony Trimino	$18,300
Kevin Faulconer	$10,791

1 - 4 of 4 items

Latest 3 Month Spending by Advertiser

Advertiser	Spend
Gavin Newsom	$3,523,300
Larry Elder	$205,300
Anthony Trimino	$22,600
Kevin Faulconer	$13,120

1 - 4 of 4 items