

Campaign count

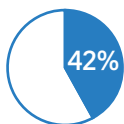
Mrs Hillary Clinton is beating Mr Donald Trump in practically all aspects of the presidential campaign so far, except perhaps for those online, judging by the numbers.

CLINTON

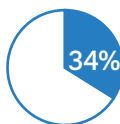
TRUMP



NOTE: All figures in US\$.



Polls



Reuters Ipsos Poll last Friday.

Fundraising in July



\$90m in cooperation with the Democratic Party

\$82m in cooperation with Republican Party committees



Campaign spending since start of 2016 campaign



\$319m

\$89.5m



Campaign spending in July



\$49m

\$18.5m



Money in hand



• Clinton: \$58m

• Trump: \$38m



• Priorities USA Action (main Clinton super PAC*): \$39m

• Two of his biggest super PACs*: \$4m

*PAC: political action committee

Spending on TV ads



\$108m by the end of July

Planning \$4.8m on a 10-day buy in four states



Staff on the payroll in July

705

82

Online advertising in July



\$132,500

\$8.4m



Tweets

• Sent: 7,000

• Sent: 32,000

• Followers: 8.1 million

• Followers: 10.7 million



Facebook likes



5.4 million

10.2 million

