

Spring 5-14-2015

Campaign Finance Makes America Go Round: A Demographic Study of Individual Campaign Contributions

Geneva Sherman

Chapman University, sherm152@mail.chapman.edu

Follow this and additional works at: https://digitalcommons.chapman.edu/cusrd_abstracts



Part of the [American Politics Commons](#)

Recommended Citation

Sherman, Geneva, "Campaign Finance Makes America Go Round: A Demographic Study of Individual Campaign Contributions" (2015). *Student Scholar Symposium Abstracts and Posters*. 158.
https://digitalcommons.chapman.edu/cusrd_abstracts/158

This Poster is brought to you for free and open access by the Center for Undergraduate Excellence at Chapman University Digital Commons. It has been accepted for inclusion in Student Scholar Symposium Abstracts and Posters by an authorized administrator of Chapman University Digital Commons. For more information, please contact laughtin@chapman.edu.



Campaign Finance Makes America Go 'Round

Geneva Rey Sherman

Department of Political Science, Chapman University; Orange, California

Introduction to Research

- The present study investigates what type of individual makes political campaign contributions based on yearly household income, education level, age, gender, registered political party affiliation and ethnicity.
 - These six demographic variables are the best contributing factors to political campaign donations.
- This study is important because campaign money is correlated to the laws that pass through congress and the interests that are taken into consideration.
- Individual campaign donations represent a major percentage of funds raised and are heavily relied upon, despite the passage of Citizens United in 2010.
- Using the most recent ANES time series study of the 2012 elections, the data collected and analyzed will be able to determine correlations between campaign donations and the demographic variables, listed above, to provide the most credible representation of today's individual political donors.

TABLE 1

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1	Age	-.071	.006	-.169	.000
	Gender of Respondent	.035	.009	.053	.000

a. Dependent Variable: POST: R contribute money to specific candidate campaign

TABLE 2

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1	Level of highest education	-.036	.006	-.146	.000
	Income	-.037	.009	-.104	.000

a. Dependent Variable: POST: R contribute money to specific candidate campaign

TABLE 3

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1	Race and ethnicity group	.010	.007	.027	.164
	Party of registration	.020	.005	.083	.000

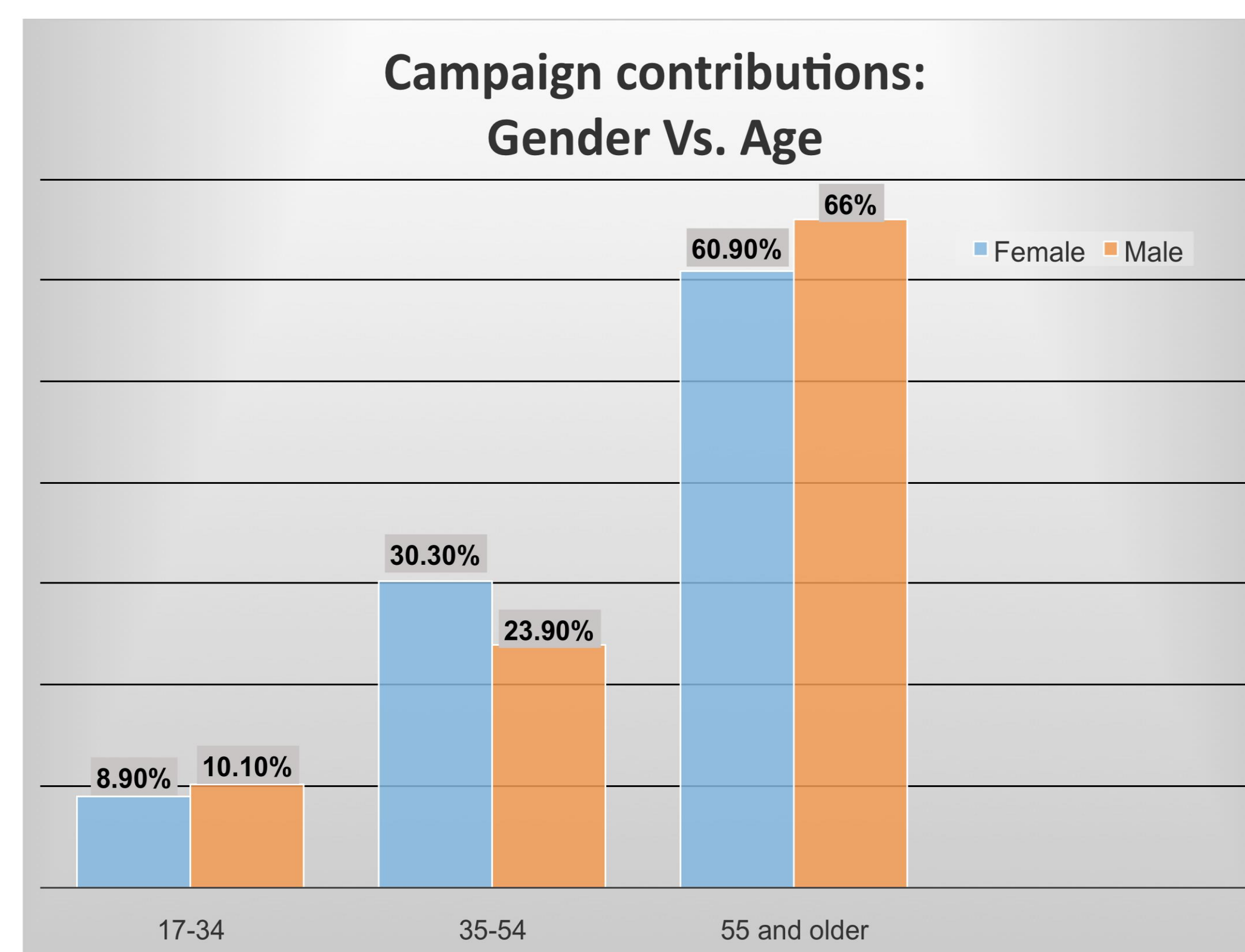
a. Dependent Variable: POST: R contribute money to specific candidate campaign

Hypotheses:

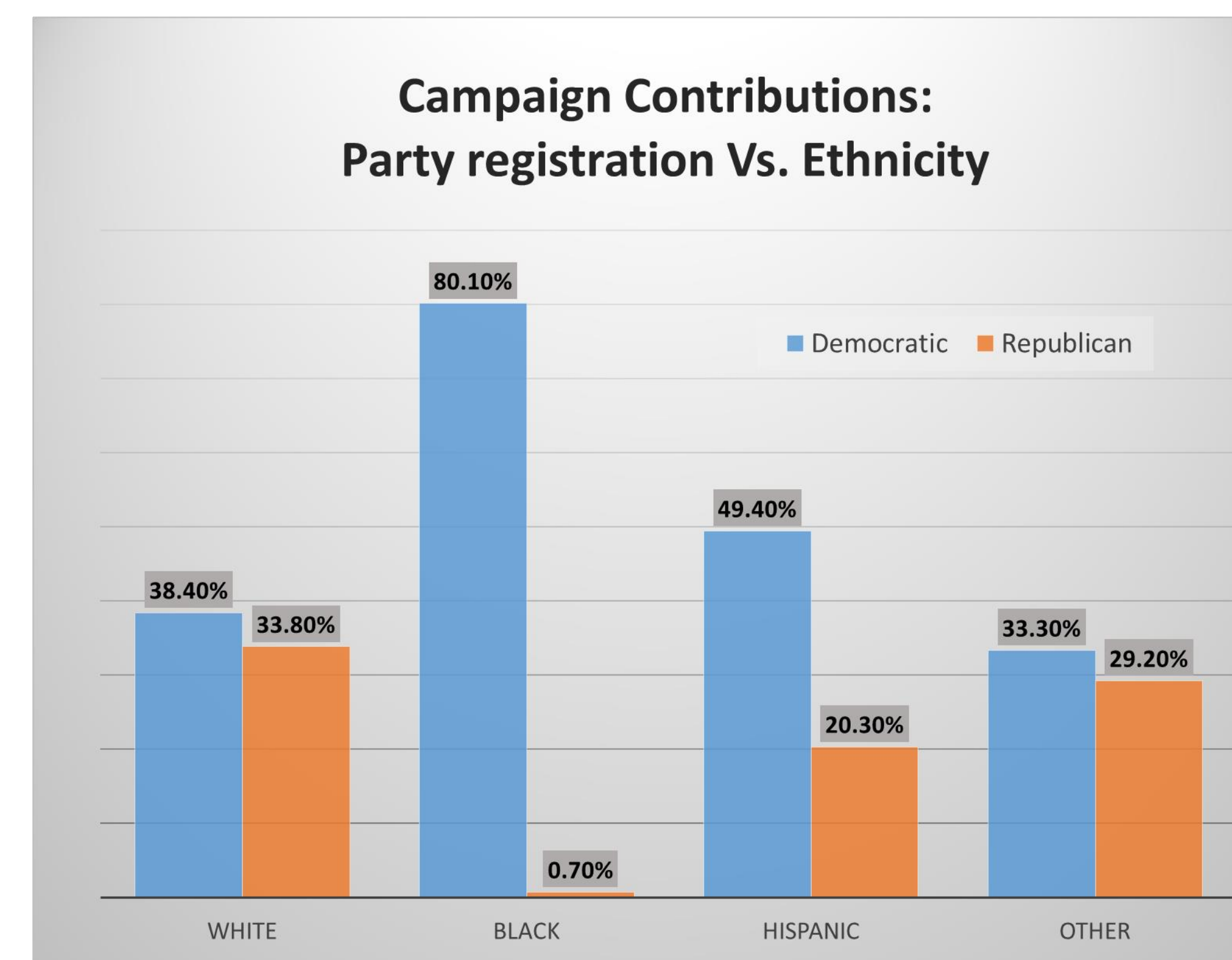
- H 1: Men 55 and older are more likely to donate to political campaigns than younger women.
- H 2: White republicans are more likely to donate to political campaigns than democrats of other ethnicities.
- H 3: People with a higher yearly income and high education are more likely to donate to political campaigns than lower educated people with a smaller yearly income.

Data

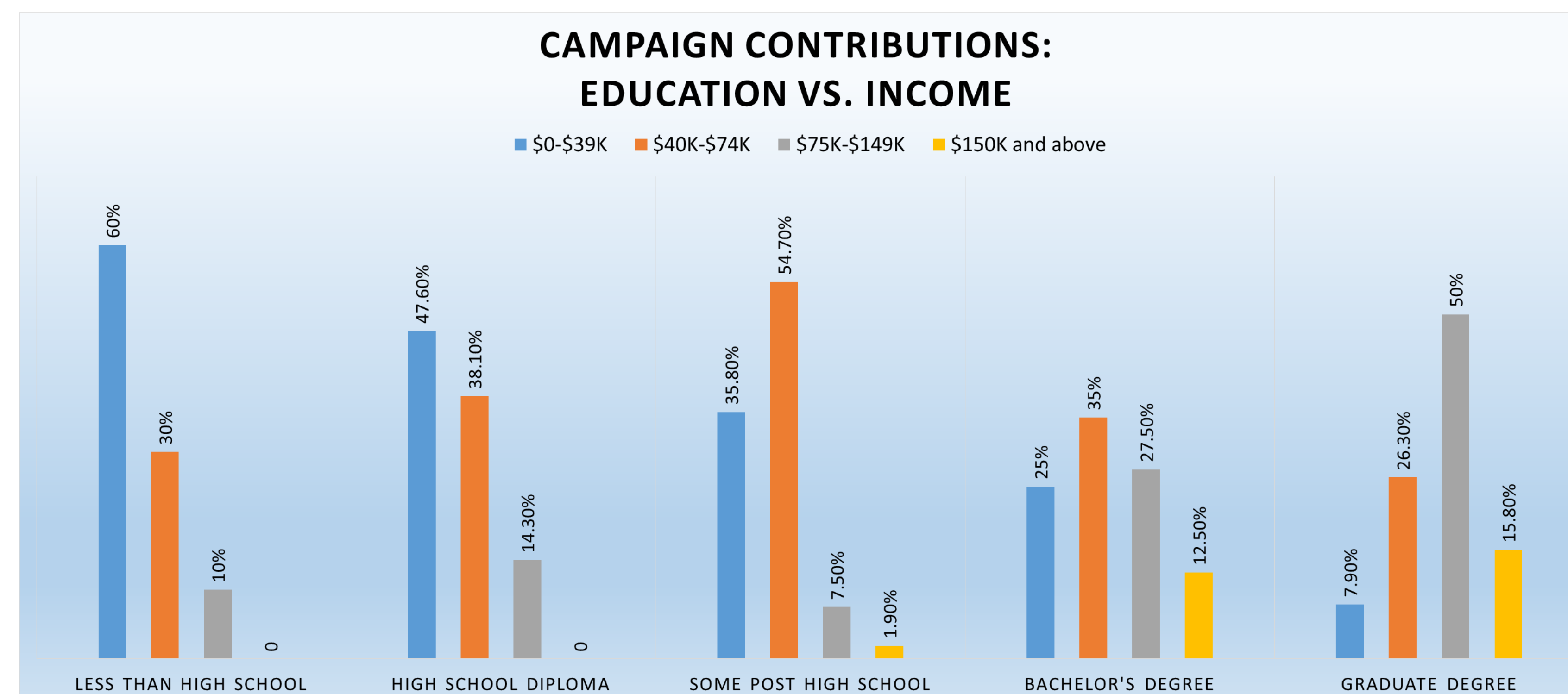
H 1:



H 2:



H 3:



References

- Crespin, Michael, and Janna Dietz. "If You Can't Join 'Em, Beat 'Em: The Gender Gap in Individual Donations to Congressional Candidates." *Political Research Quarterly* 63.2 (2010): 581-93. JSTOR Web.
- Primo, David M., and Jeffrey Miyo. "Campaign Finance Laws and Political Efficacy: Evidence from the States." *Election Law Journal* 5.1 (2006): 23-39. Web.
- Shieh, Shiou, and Wan-Hsiang Pan. "Individual Campaign Contributions in A Downsian model: Expressive and Instrumental Motives." *Public Choice* 145.3-4 (2010): 405-16. JSTOR Web.
- The Graduate School of Political Management. "Small Donors and Online Giving: A Study of Donors to the 2004 Presidential Campaigns." The George Washington University, 2005. pdi.org Web.

Findings

H 1: Gender Vs. Age

The gender gap has dramatically decreased as more women have become part of the political process. It has paved the way for other women to feel as though their voice and their opinion matters, therefore they are more politically active. While men still donated more than women overall, the gender gap has become much smaller and even surpassed men in the 35-54 year old category.

The baby boomer generation, that donates the most money, has aged and skewed the median age much higher now than ever before. As the H1 graph depicts, there is a near perfect linear slope correlating higher age with more campaign donations and visa versa.

H 2: Party Registration Vs. Ethnicity

Political party registration is highly correlated to campaign contributions, but it favors the democratic party more than the republican party. Ethnicity, on the other hand, while having clear trends towards the democratic party, was found insignificant in determining whether people were going to donate to campaigns or not.

H 3: Education Vs. Income

While the H3 graph makes a clear correlation between income and education, with \$0-\$39K category having a perfect negative slope as education increases, \$150K and above category has a near perfect positive slope, and the \$40K-\$74K category having a perfect bell curve, it also confirms my hypothesis that wealthier and more educated one is, the more likely to donate to political campaigns.

Conclusions

- In our current political environment the best indicators of one donating to a political campaign are male, 55 years old and above, registered with the democratic party, higher level of education and higher income.
- There were a few surprises in the results of this study, including the fact that most individual donations are given by democrats, the post high school education with no degree donated the most with 33.5% and the income category that gave the most was \$40K-\$74K with 39.5%.
- The foreign and domestic political landscapes are forever changing, therefore, in time, these statistics will change and evolve as well, especially following the passage of Citizens United in 2010.