



2012 Campaign Donations

An analytical look into the
impact of a post Citizens
United Election

Questions

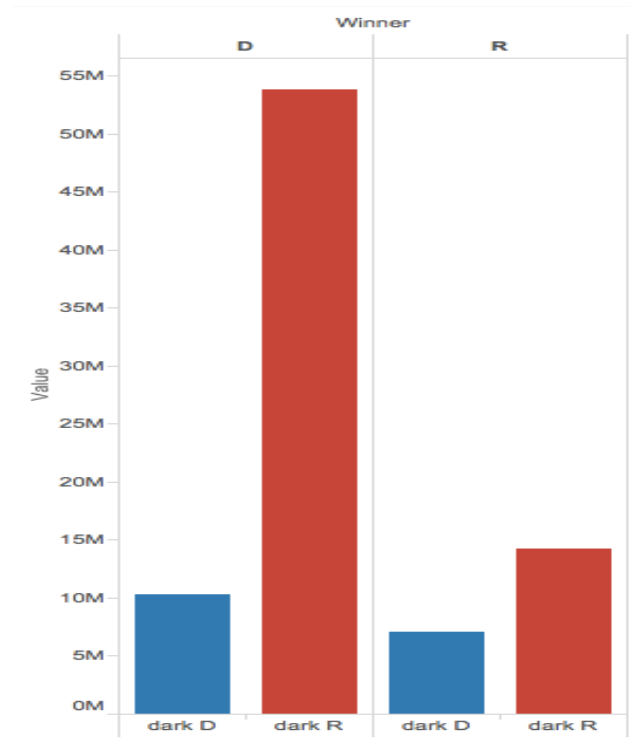
- What impact did Dark money have on the 2012 congressional campaigns?
 - Did the party that raised more money win?
- Which political party ran the most ads and which one paid the most for ads during the 2012 presidential campaign?
 - Did either have an effect on winning?

Description of Data

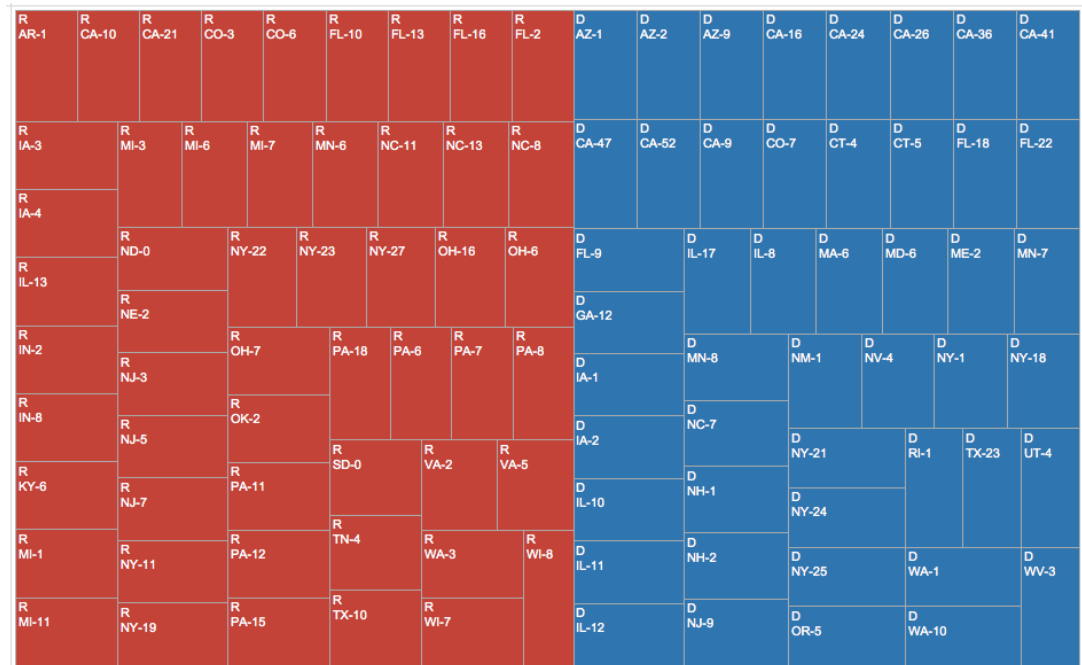
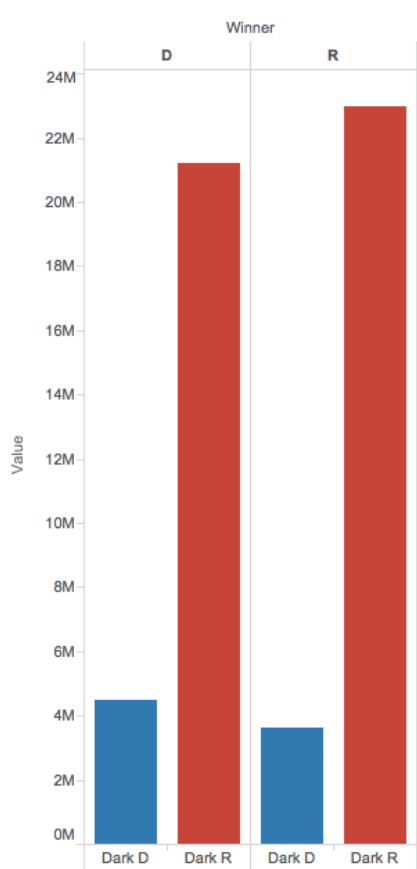
- All data collected from
- Socrata and Wesleyan Media Project

- 2012 Election Contributions
 - Dark Money Donations
 - Total Outside Contributions
 - Winners of Congressional Elections
 - Volume of Ads and money spent on ads

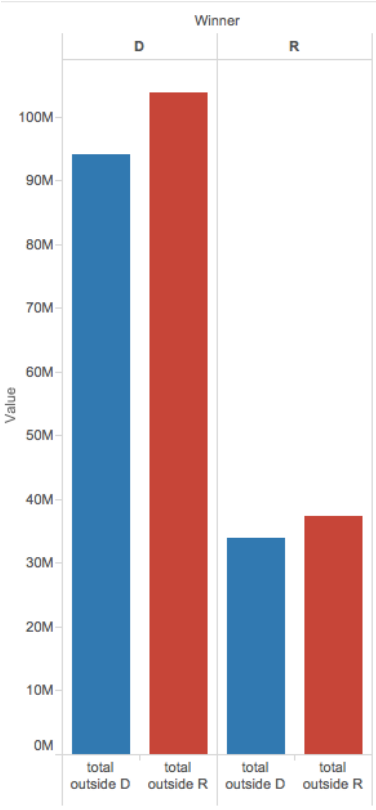
Senate Dark Money Influence



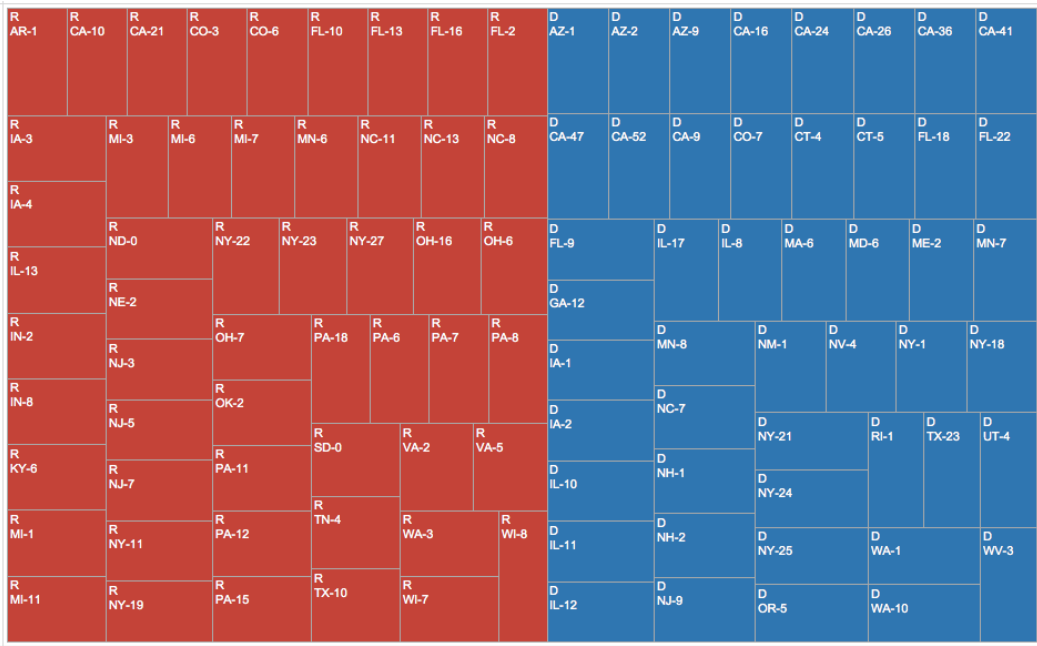
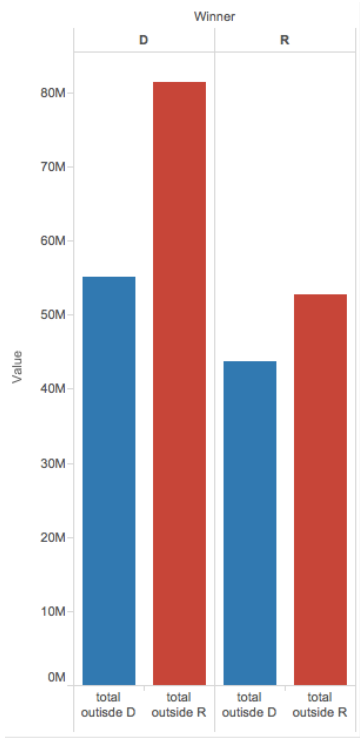
House Dark Money Influence



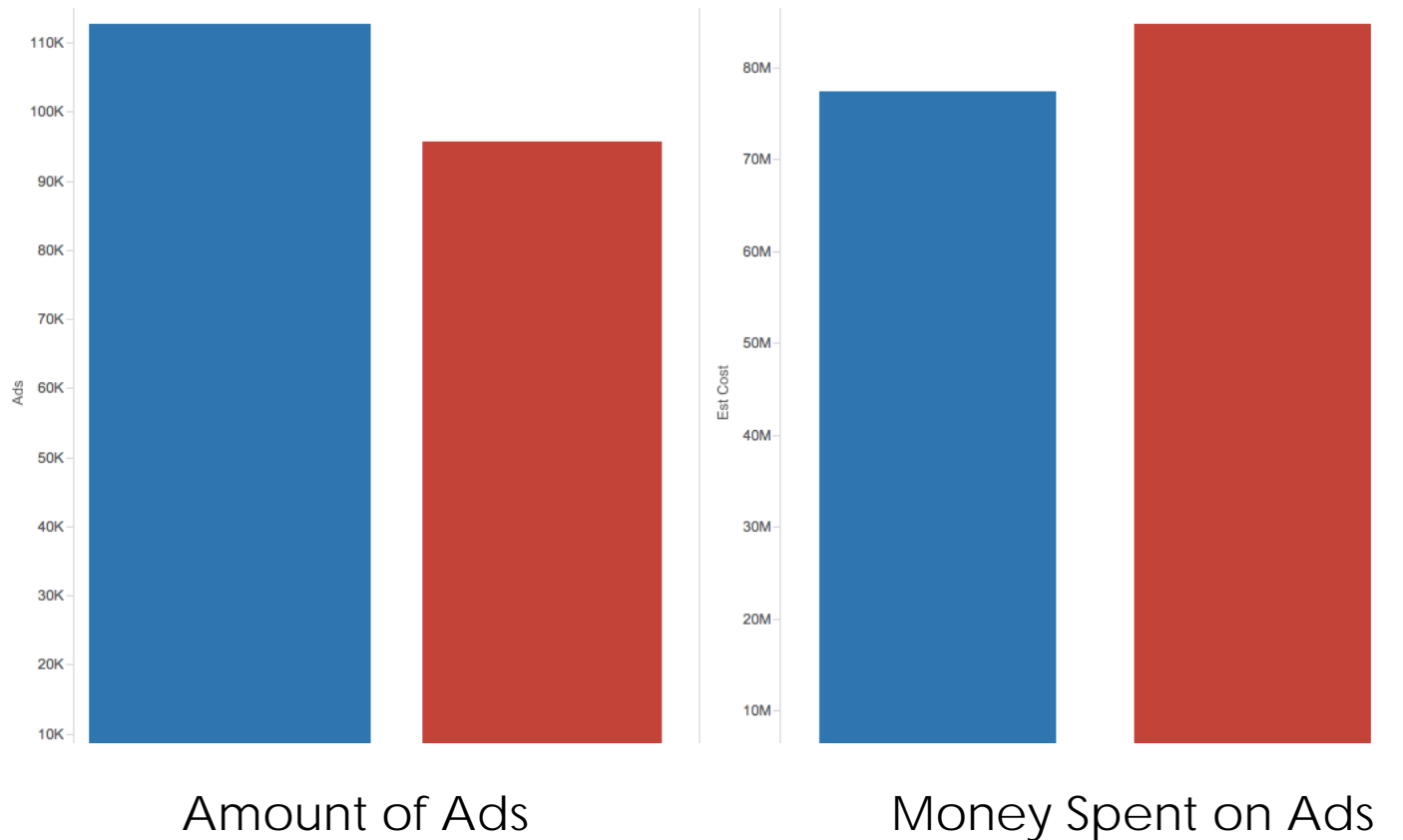
Senate Total Outside Money



House Outside Money



Presidential Ad Amounts and Money Spent on Ads



Conclusions

- We learned that both Dark money and outside money had no significant effect on the outcome of the Senate races, but it did influence House races.
 - We also learned that Republicans outspent Democrats in every category presented.
- We learned that the volume of ads in the presidential campaign had a more positive effect than the money spent on ads. We can come to the conclusion that the quality of the ad was less important than the quantity of ads.

References

- "2012 Shatters 2004 and 2008 Records for Total Ads Aired." 2012 Shatters 2004 and 2008 Records for Total Ads Aired. N.p., n.d. Web. 24 Apr. 2015.
- Drutman, Lee. "Dark Money Data." Sunlight Foundation Blog. N.p., n.d. Web. 24 Apr. 2015.