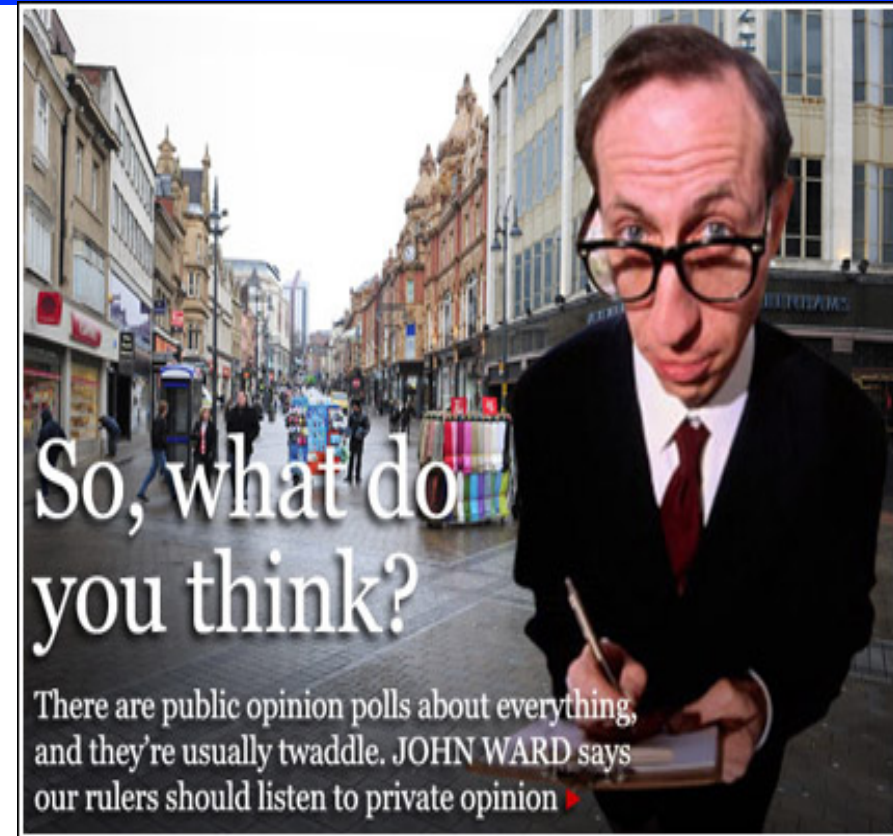


Do Public Opinion Polls Matter for Campaign Contributors? Evidence from Brazil.

Daniel Marcelino

Related topic

- Contribution campaign.
- Importance of Public Opinion Polls:
 - voters,
 - politicians,
 - supporters to manager resources.
- Static picture what the contest is about.



Why do I choose research Senate elections?

Geography area.

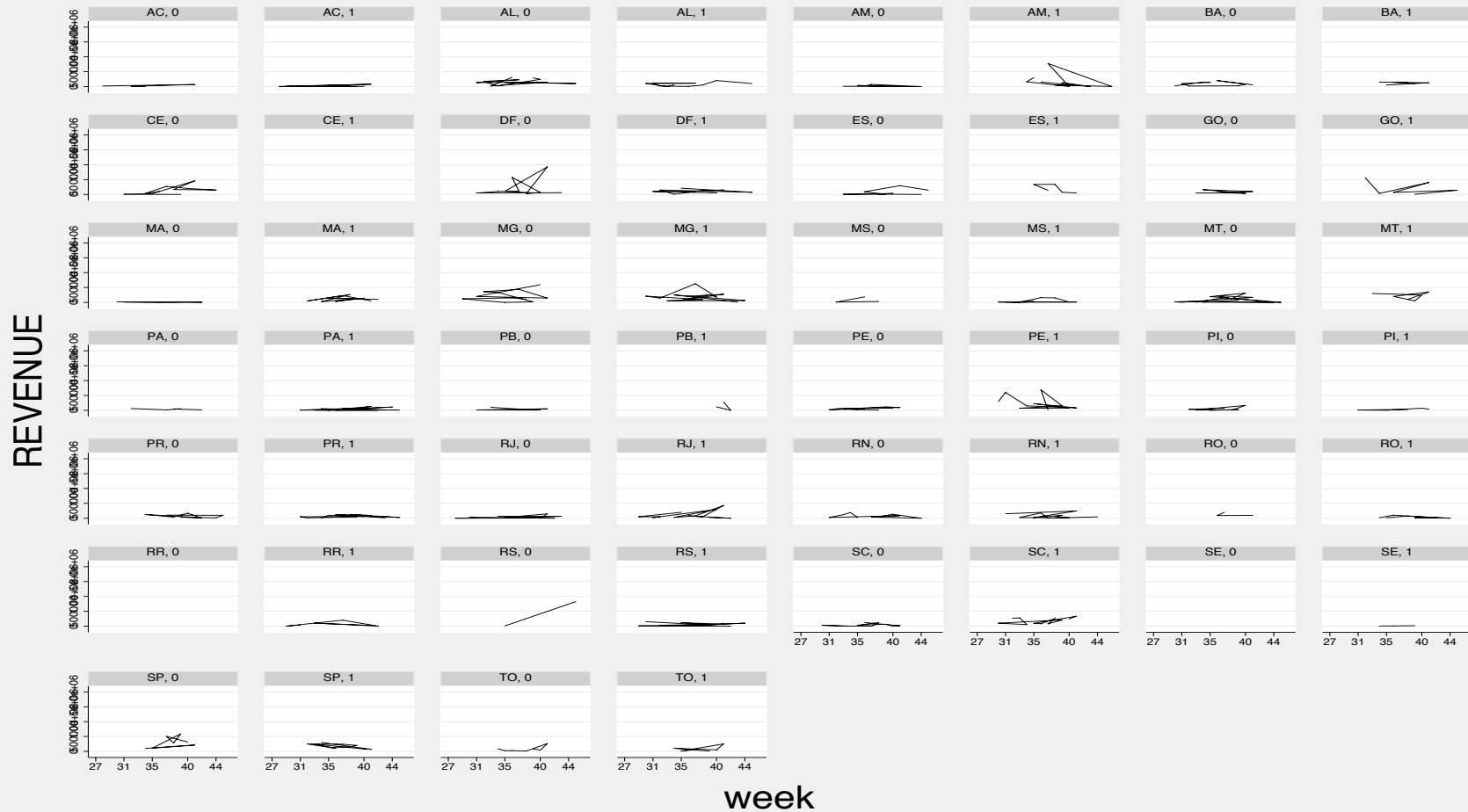
High spending levels in recent elections.

Senate contests are distinguished by closer competition .

Framing

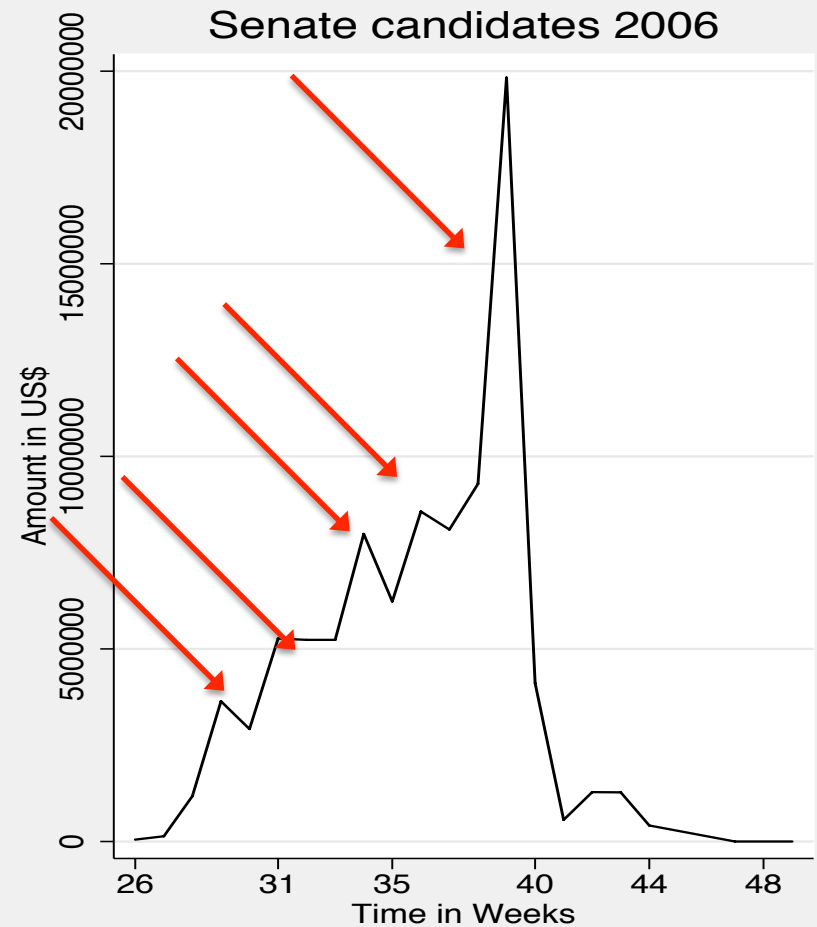
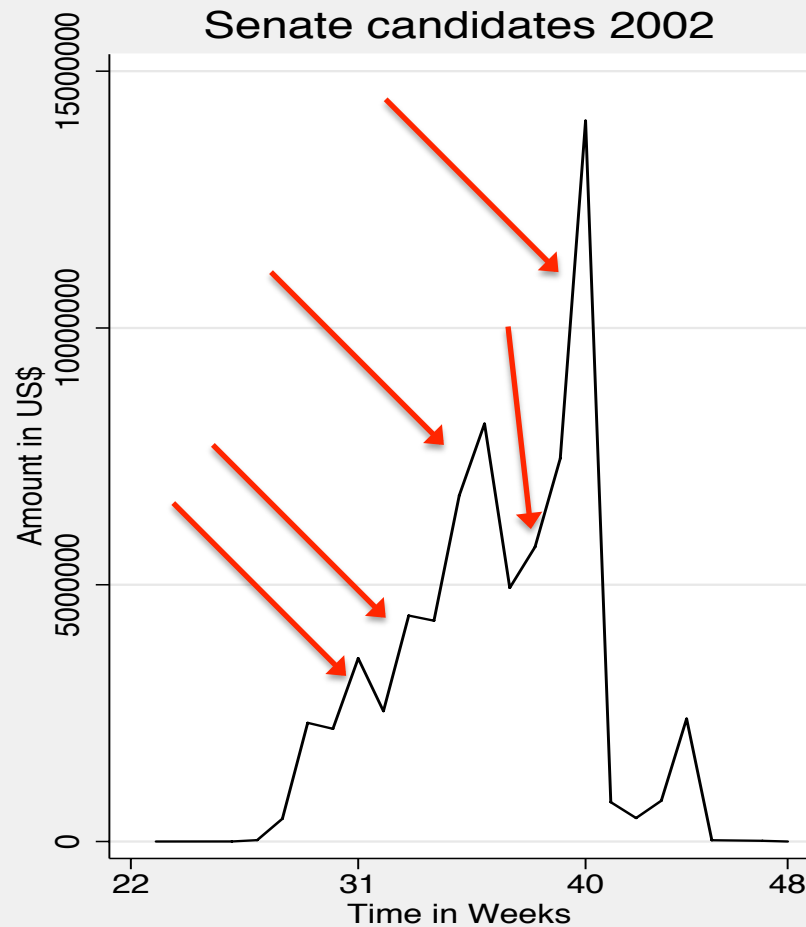
- Incumbents vs. Challengers
- Front vs. Trailer

The problem at glance



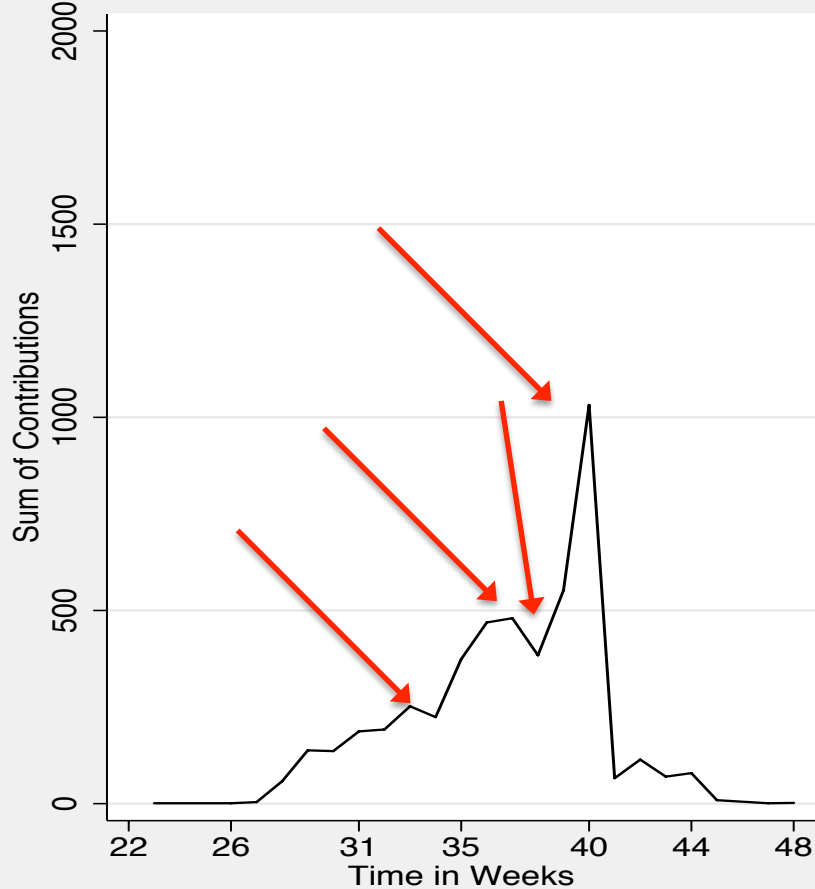
Graphs by district and FRONT

Amount of revenues

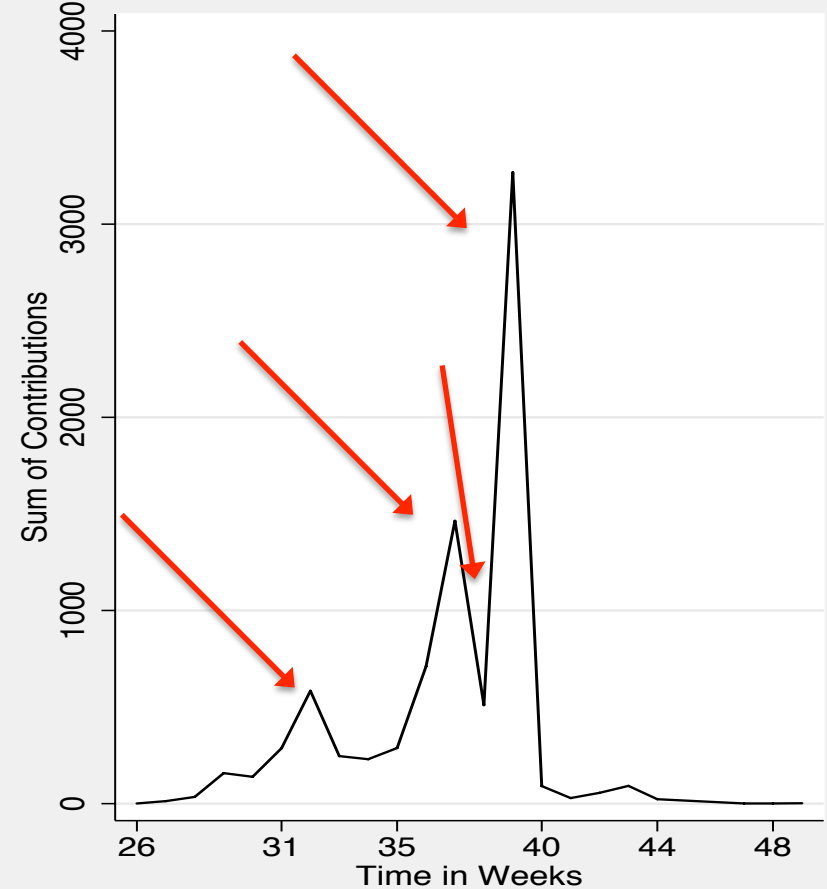


Number of contributions

Senate candidates 2002



Senate candidates 2006



Dependent Variables

- REVENUE > totals of dollars in the week
- N_ENDOWMENT > number of contributions in the week

Independent Variables

- $\text{DIFFLAG1} > 1$ week delayed
- $\text{DIFFLAG2} > 2$ weeks delayed
- $\text{DIFFLAG3} > 3$ weeks delayed

How this works?

id[1]		1									
	id	REVENUE	n	ibope	diff	week	DIFFLAG1	DIFFLAG2	DIFFLAG3	FRONT	
76	2006BA123	4750	2	.	.	30	.	.	.	1	
77	2006BA123	6358	4	.	.	31	.	.	.	1	
78	2006BA123	32	.	.	.	1	
79	2006BA123	5381	2	27	3	33	.	.	.	1	
80	2006BA123	16000	5	27	3	34	3	.	.	1	
81	2006BA123	14975	4	27	3	35	3	3	.	1	
82	2006BA123	185358	5	27	3	36	3	3	3	1	
83	2006BA123	1066	2	29	5	37	3	3	3	1	
84	2006BA123	112530	7	29	5	38	5	3	3	1	
85	2006BA123	155610	4	34	11	39	5	5	3	1	
86	2006BA456	57800	20	.	.	31	.	.	.	0	
87	2006BA456	32	.	.	.	0	
88	2006BA456	.	.	24	-3	33	.	.	.	0	
89	2006BA456	50000	2	24	-3	34	-3	.	.	0	
90	2006BA456	154103	6	24	-3	35	-3	-3	.	0	
91	2006BA456	136000	3	24	-3	36	-3	-3	-3	0	
92	2006BA456	115000	2	24	-5	37	-3	-3	-3	0	
93	2006BA456	8000	1	24	-5	38	-5	-3	-3	0	
94	2006BA456	42830.2	4	23	-11	39	-5	-5	-3	0	
95	2006CE252	119313	1	.	.	31	.	.	.	1	
96	2006CE252	32	.	.	.	1	
97	2006CE252	33	.	.	.	1	

Vars: 16 | Obs: 693 | Filter: Off

Covariate Structure

- FRONT > candidates that started in front
- TRAILER > second-place candidates

Estimates results

Table 1 - Opinion polls effects on campaign contributions (2002)

REVENUE	FRONT	TRAILER
DIFFLAG1	-336.078 (0.09)	-6,309.048 (1.03)
DIFFLAG2	-3,230.912 (0.74)	3,588.595 (0.53)
DIFFLAG3	-4,569.735 (1.03)	-1,837.253 (0.33)
Intercept	219,169.717 (3.81)**	71,724.721 (1.44)
F stat.	1.2	0.5
R^2	0.04	0.02
N	107.00	93.00

t statistics in parentheses

+ $p < 0.1$; * $p < 0.05$; ** $p < 0.01$

Estimates results

**Table 2 - Opinion polls effects on number
of campaign contributions (2002)**

N_ENDOWMENT	FRONT	TRAILER
DIFFLAG1	0.212 (0.59)	-0.030 (0.05)
DIFFLAG2	0.066 (0.16)	0.235 (0.37)
DIFFLAG3	-0.073 (0.17)	-0.531 (1.02)
Intercept	2.970 (0.53)	2.725 (0.59)
F stat.	0.2	0.4
R^2	0.01	0.02
N	107.00	93.00

t statistics in parentheses

+ $p < 0.1$; * $p < 0.05$; ** $p < 0.01$

Estimates results

Table 3 - Opinion polls effects on campaign contributions (2006)

REVENUE	FRONT	TRAILER
DIFFLAG1	252.896 (0.05)	-12,366.625 (2.02)*
DIFFLAG2	5,321.164 (0.87)	10,189.195 (1.39)
DIFFLAG3	-7,765.144 (0.93)	10,747.848 (1.19)
Intercept	321,527.682 (2.23)*	340,600.207 (2.70)**
F stat.	0.5	1.6
R ²	0.02	0.07
N	84.00	98.00

t statistics in parentheses

+ $p < 0.1$; * $p < 0.05$; ** $p < 0.01$

Estimates results

**Table 4 - Opinion polls effects on number
of campaign contributions (2006)**

N_ENDOWMENT	FRONT	TRAILER
DIFFLAG1	-0.014 (0.02)	-13.443 (2.59)*
DIFFLAG2	-0.109 (0.15)	9.734 (1.56)
DIFFLAG3	-0.069 (0.07)	6.092 (0.79)
Intercept	14.013 (0.80)	109.460 (1.02)
F stat.	0.0	2.2
R ²	0.00	0.09
N	84.00	98.00

t statistics in parentheses

+ $p < 0.1$; * $p < 0.05$; ** $p < 0.01$

Final Remarks

- Weak empirical evidence;

Contributions to campaigns is not simply seen as a one-time opportunity; rather, it is a judgment that individuals and organizations update and revise as new information becomes available over the course of a race. The degree of beliefs about their candidate's likelihood to getting better, influence the potential contributor's decision to donate money to the campaigns.