

Individual Donor Analysis: CA-25

This memo breaks down the individual donors to three campaigns for the CA-25 House seat (Jess Phoenix, Bryan Caforio, and Steve Knight). The data was collected via the FEC database¹ which releases data every quarter, and covers the final three quarters of 2017. The data was processed to consolidate multiple donations by a single person, except where noted. The identity of many donors is hidden behind a PAC, so I did my best to remove PAC contributions, aside from those from ActBlue. Any contribution of more than \$2,700 was also assumed not to come from an individual and was ignored.

Donor Distribution: Overall

Phoenix

Jess Phoenix had 313 unique donors (including herself) and raised a total of \$168,296.02 for a mean donation of \$537.69 per donor, with a median donation of \$250.00. The table below displays the number of donors in each of 5 monetary bins and the total amount raised in those bins, and the same data in two pie charts is shown below the table for a visual comparison.

Donation Amount	Number of Donors	Percentage of Total	Amount Donated	Percentage of Total
\$0-\$100	66	21.1%	\$3,522.00	2.1%
\$100-\$250	100	31.9%	\$23,992.00	14.5%
\$250-\$500	81	25.9%	\$34,758.30	21.1%
\$500-\$2,000	44	14.1%	\$46,247.77	28.0%
\$2,000-\$2,700	22	7.0%	\$56,500.00	34.2%
Totals	317		\$172,078.74	

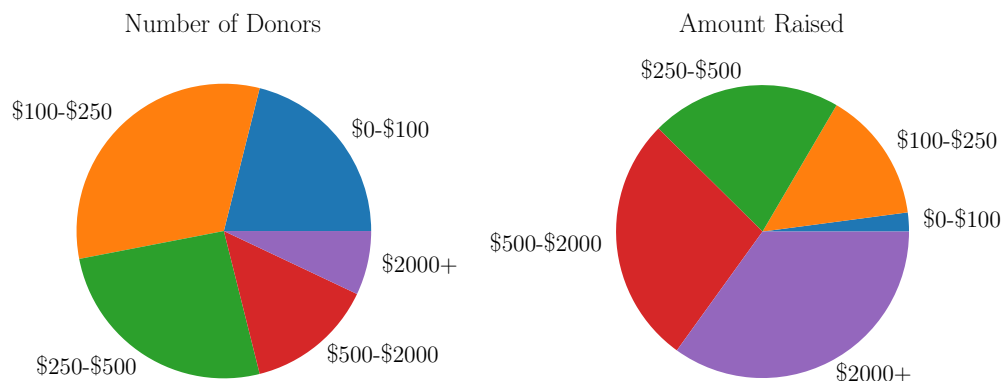


Figure 1: Jess Phoenix overall donation distribution from individuals

Caforio

Bryan Caforio had 1275 unique donors (including himself) and raised a total of \$562,725.41 for a mean donation of \$441.35 per donor. The median donation was \$250.00.

Donation Amount	Number of Donors	Percentage of Total	Amount Donated	Percentage of Total
\$0-\$100	392	30.7%	\$18,738.04	3.3%
\$100-\$250	353	27.7%	\$84,091.00	14.9%
\$250-\$500	294	23.1%	\$139,210.41	24.7%
\$500-\$2,000	192	15.1%	\$204,944.0016	36.4%
\$2,000-\$2,700	44	3.5%	\$115,741.80	20.6%
Totals	1275		\$562,725.41	

¹<https://www.fec.gov/data/candidate/H8CA25082/>

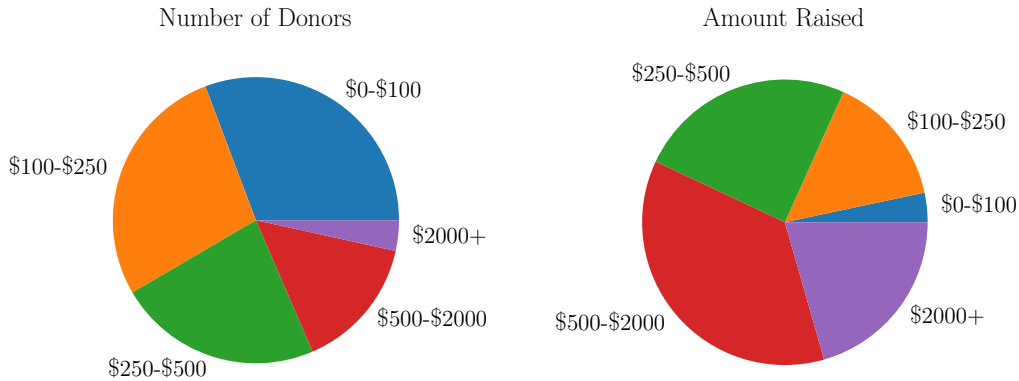


Figure 2: Bryan Caforio overall donation distribution from individuals

Knight

Steve Knight had 180 unique donors and raised a total of \$190,898.28 for a mean donation of \$1,060.55 per donor. The median donation was \$782.14. A large portion of Steve Knight's donations come from PACs instead of from individuals, which is why the amounts shown below are significantly below those seen in the time-series data below.

Donation Amount	Number of Donors	Percentage of Total	Amount Donated	Percentage of Total
\$0-\$100	2	1.1%	\$150.00	0.07%
\$100-\$250	23	12.8%	\$5,575.00	2.9%
\$250-\$500	61	33.9%	\$30,150.00	15.8%
\$500-\$2,000	65	36.1%	\$80,314.28	42.1%
\$2,000-\$2,700	29	16.1%	\$74,709.00	39.1%
Totals	180		\$190,898.28	

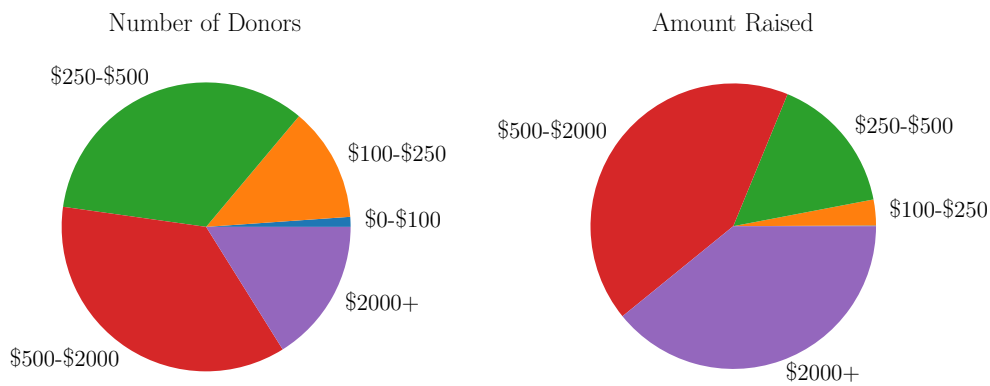


Figure 3: Steve Knight overall donation distribution from individuals

In-District vs. Out-of-District

Phoenix

Jess Phoenix had 5 in-district donors (1.6% of all donors) who combined for a total of \$3,275.95 (1.9% of her total). Her out-of-district donors combined for a large majority of her donations- 308 (98.4%) donors combined for \$165,020.07 (98.1% of her total). I won't break down the data further here, since it is so similar to her overall donor distribution above.

Caforio

Bryan Caforio had 153 in-district donors (12% of all donors) who combined for a total of \$35,201.48 (6.3% of his total). He had 1,122 (88%) donors from outside his district, who combined for \$527,523.93 (93.7% of his total). The breakdown is presented below:

In-district				
Donation Amount	Number of Donors	Percentage of Total	Amount Donated	Percentage of Total
\$0-\$100	95	7.5%	\$5787.68	1.0%
\$100-\$250	23	1.8%	\$4166.00	0.7%
\$250-\$500	22	1.7%	\$9,181.77	1.6%
\$500-\$2,000	12	0.9%	\$13366.03	2.4%
\$2,000-\$2,700	1	0.07%	\$2,700.00	0.5%
Totals	153	12.0%	\$35,201.48	6.3%
Out-of-district				
\$0-\$100	297	23.3%	\$12,950.36	2.3%
\$100-\$250	330	25.9%	\$79,925.00	14.2%
\$250-\$500	272	21.3%	\$130,028.64	23.1%
\$500-\$2,000	180	14.1%	\$191,578.13	34.0%
\$2,000-\$2,700	43	3.4%	\$113,041.80	20.1%
Totals	1122	88%	\$527,523.93	93.7%

Knight

Steve Knight had 32 in-district donors (17.8% of all donors) who combined for a total of \$33,550.00 (17.6% of his total). He had 148 (82.2%) donors from outside his district, who combined for \$157,348.28 (82.4% of his total). The breakdown is presented below:

In-district				
Donation Amount	Number of Donors	Percentage of Total	Amount Donated	Percentage of Total
\$0-\$100	2	1.1%	\$150.00	0.08%
\$100-\$250	3	1.7%	\$700.00	0.4%
\$250-\$500	11	6.1%	\$5,500.00	2.9%
\$500-\$2,000	10	5.6%	\$12,200.00	6.4%
\$2,000-\$2,700	6	3.3%	\$15,000.00	7.9%
Totals	32	17.8%	\$33,550.00	17.6%
Out-of-district				
\$0-\$100	0	0.0%	\$0.00	0.0%
\$100-\$250	20	11.1%	\$4,875.00	2.6%
\$250-\$500	50	27.8%	\$24,650.00	12.9%
\$500-\$2,000	55	30.6%	\$68,114.28	35.7%
\$2,000-\$2,700	23	12.8%	\$59,709.00	31.3%
Totals	148	82.2%	\$157,348.28	82.4%

Temporal distribution of donations

The number of donations to all three candidates as a function of time shows spikes every three months at the end of the quarter (June 30, September 30, and December 31), as can be seen in the plots below. This may just be a quirk of the fact that those dates are the filing deadlines for FEC data, but there does seem to be an increase in the number of donations for at least a few weeks ahead of each deadline as well. The effect is most pronounced among the biggest donors.

Note: this data has not been processed to consolidate multiple donations made by the same person

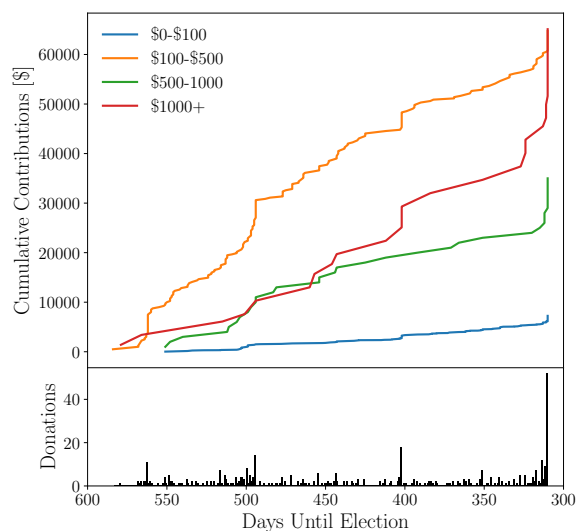


Figure 4: Jess Phoenix contributions over time.

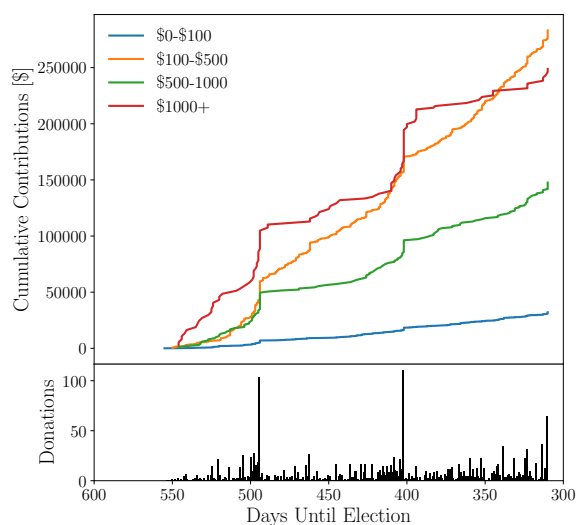


Figure 5: Bryan Caforio contributions over time.

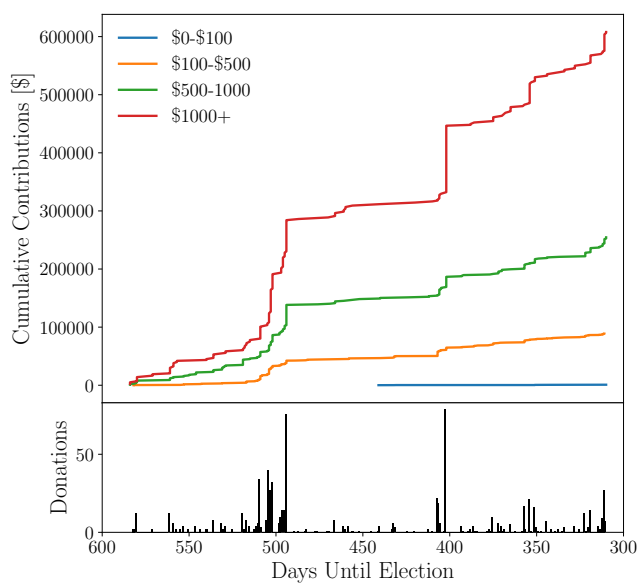


Figure 6: Steve Knight contributions over time.