

A Look at the 2012 Election

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Dec. 6th 2012

THIS TUESDAY WILL BE HUGE!
IF OBAMA WINS THE ELECTION, IT
COULD GENERATE NEWS COVERAGE
DEVASTATING TO ROMNEY'S POSITION
IN THE TRACKING POLLS!

... MAYBE YOU
SHOULD TAKE
A BREAK.



Motivation

- ▶ 2010 Supreme Court Ruling: Citizens United

How did this impact the 2012 election?

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- ▶ 2010 Supreme Court Ruling: Citizens United
- ▶ Super PACs

How did this impact the 2012 election?

Data

► Independent Expenditures (FEC)

```
head(spend.data, n = 3)
```

```
##      can_id      can_nam    spe_id
## 5         obama, barack c00348540
## 6         obama, barack c00348540
## 7         obama, barack c00348540
##
## 5 1199 service employees int'l union federal political a
## 6 1199 service employees int'l union federal political a
## 7 1199 service employees int'l union federal political a
##      can_off_sta can_off_dis can_off can_par_aff exp_amo
## 5          fl          0          p          188589 20
## 6          pa          0          p          18904 20
## 7          fl          0          p          20006 20
##      sup_opp                                     pur
## 5 support reimburse staff salaries and benefits
```

Data

- ▶ Independent Expenditures (FEC)
- ▶ National/State Polling (Nationalpolls.com)

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Cleanup

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Cleanup

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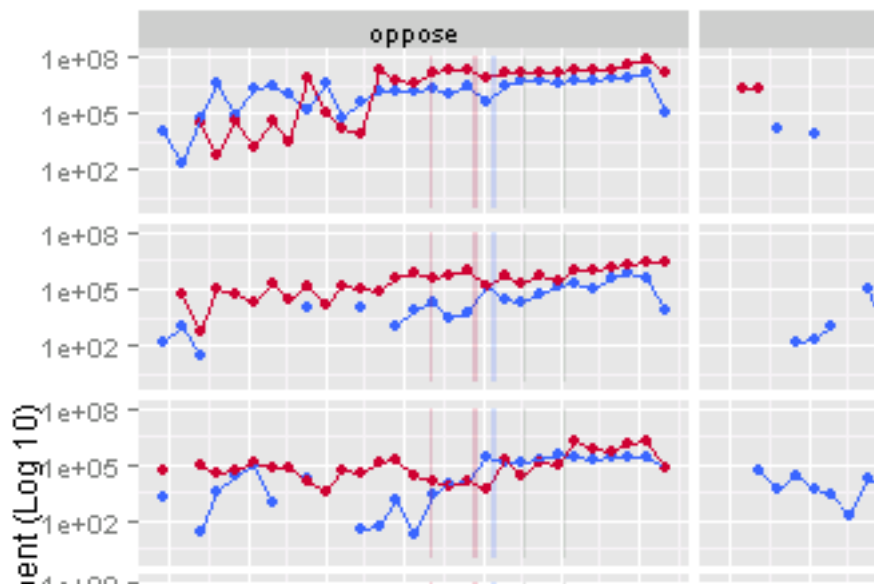
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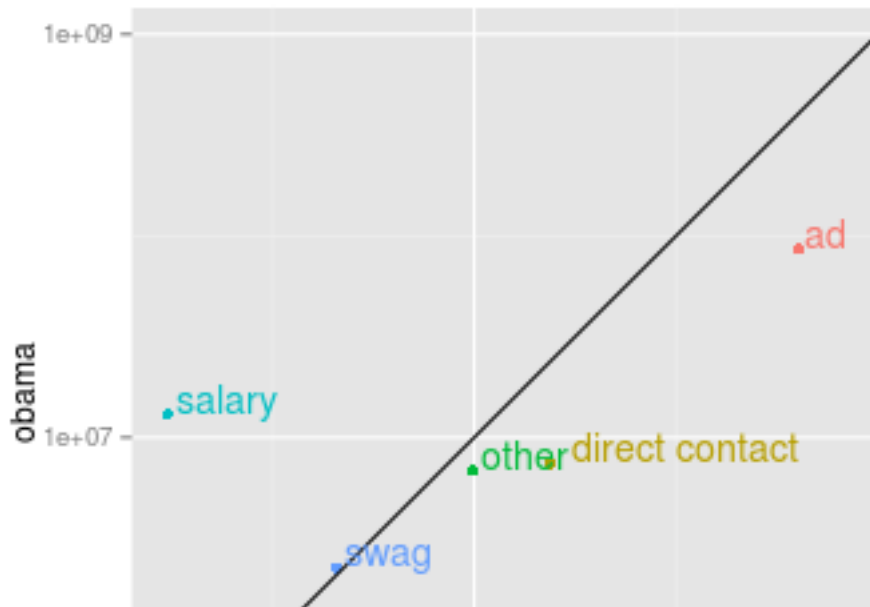
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- ▶ **Transport** Transportation costs, such as taxis or van rentals
- ▶ **Other** All expenses that do not fit into the above categories

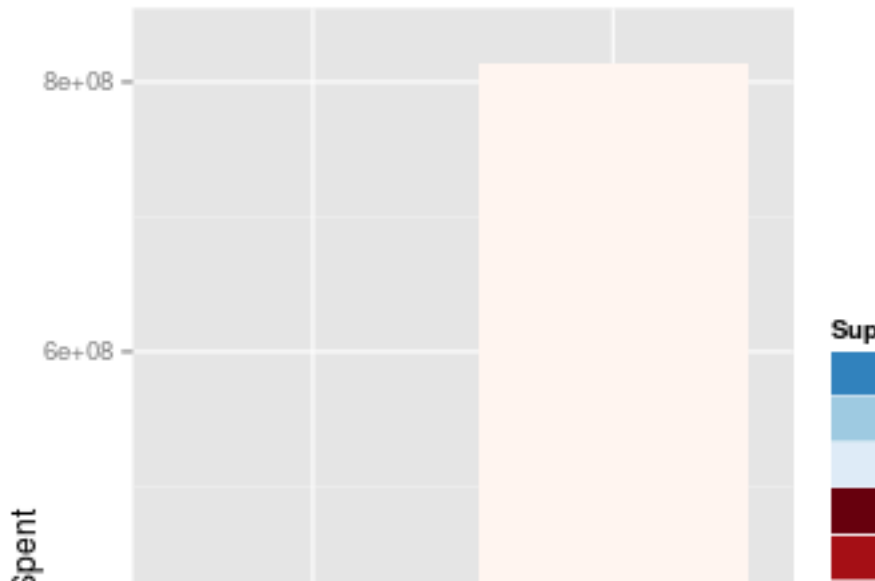
Types of Spending by Week



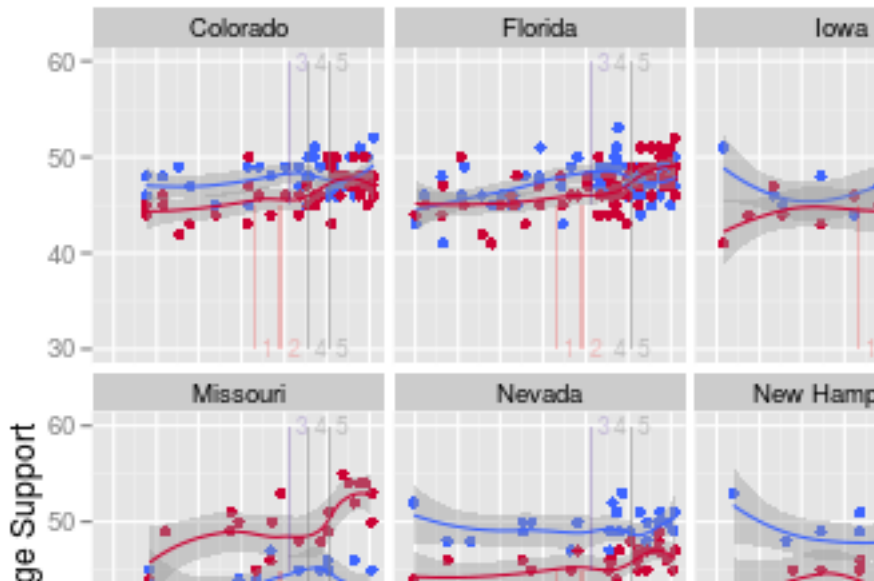
Spending Categories



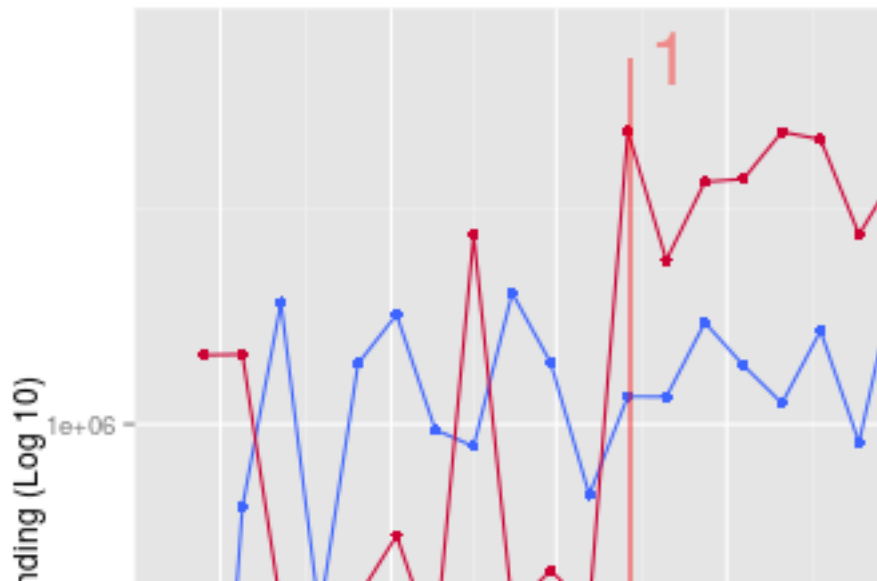
Spending by Independent Organization



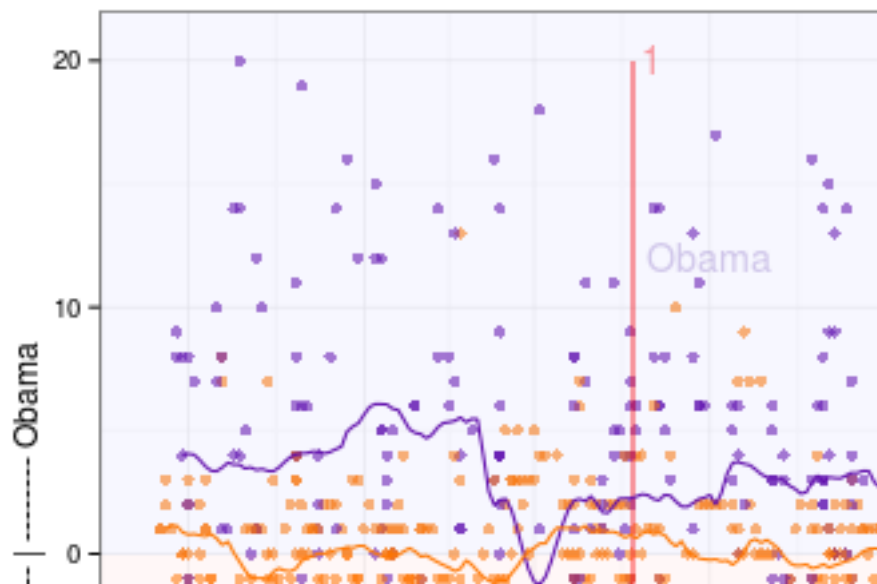
Swing State Trends



Spending by Week



Effect of Spending on Polls



Conclusions/Future Work

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- ▶ *Future Work* Fully explore usability of expense purpose data