


# Campaign Finance Dynamics in Washington State

## Data 5310 Final Project



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# Introduction

- Campaign finance laws since 1867 aim for electoral balance.
- Financial records unveil candidate priorities and potential conflicts.
- Financial strategies reveal candidates' political engagement.
- Fund allocation indicates prioritized areas and issues.
- Close races, like in Washington's 8th district, attract substantial donations.
- Financial investments impact on election outcomes remains uncertain.

# Problem statement

- Identify patterns in donations based on party lines.
- Explore geographic patterns in campaign contributions.
- Analyze trends in campaign contributions over time.

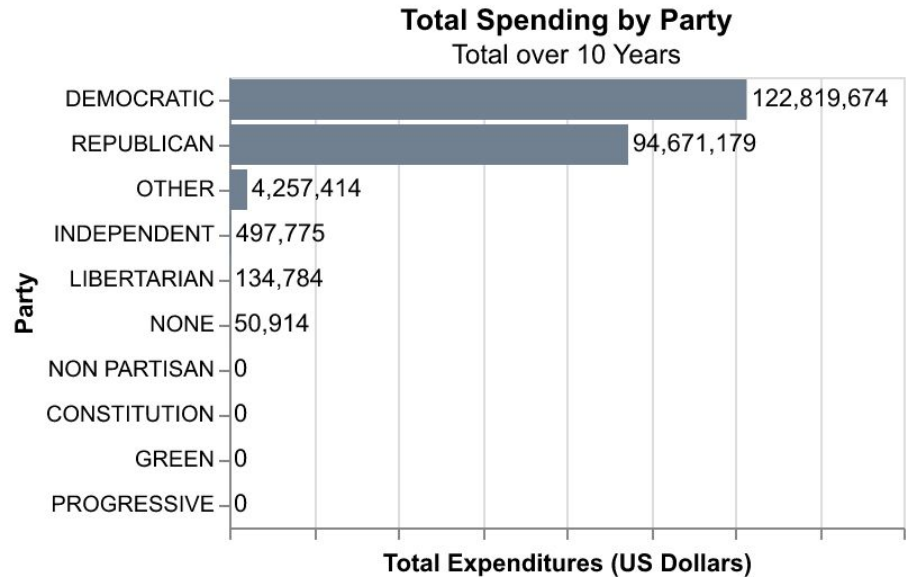
# Total Spending by Party

## Design Justification

- Categorical Data
- Data labels
- Legibility
- Color choice

## Analysis

- Biggest parties are the biggest spenders
- “Other” party?



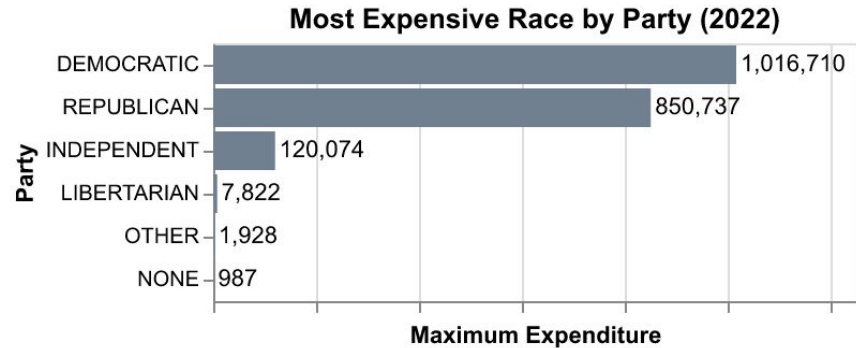
# Most Expensive Race by Party

## Design Justification

- Categorical Data
- Data labels
- Legibility
- Color choice

## Analysis

- Biggest parties are the biggest spenders
- Independent funding?



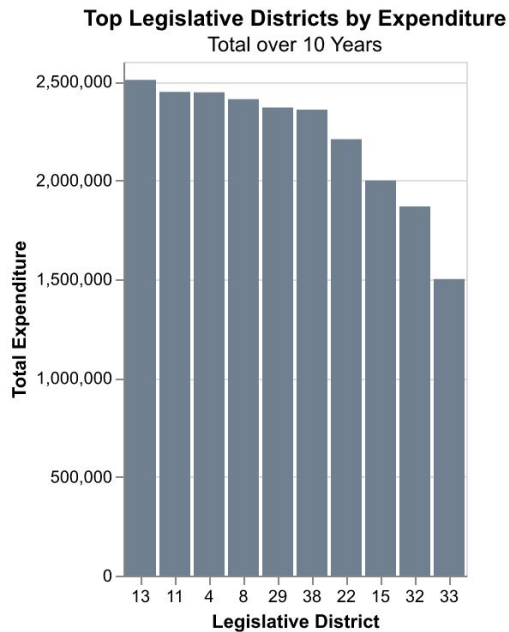
# Top Districts by Spending

## Design Justification

- Categorical data
- Vertical bars
- Labels

## Analysis

- No clear geographic trend
- Other factors not accounted for?



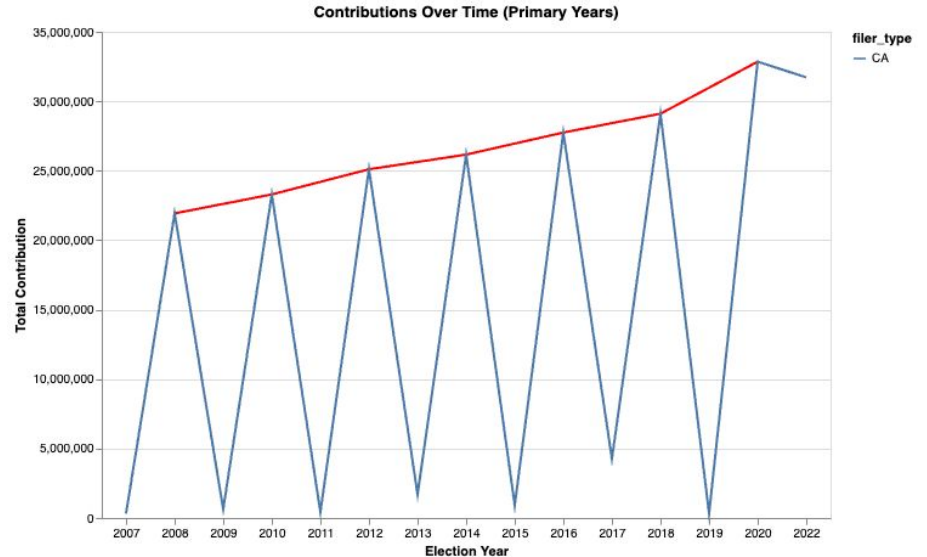
# Contribution Over Time

## Design Justification

- Red line for primaries aligns with color conventions.
- Consistent color scheme enhances focus.
- Neutral "All Years" line ensures cohesion.

## Analysis

- Peaks and valleys suggest dynamic financing shifts.
- "All Years" line provides broader context.
- Consistent primary increase contrasts "off years."



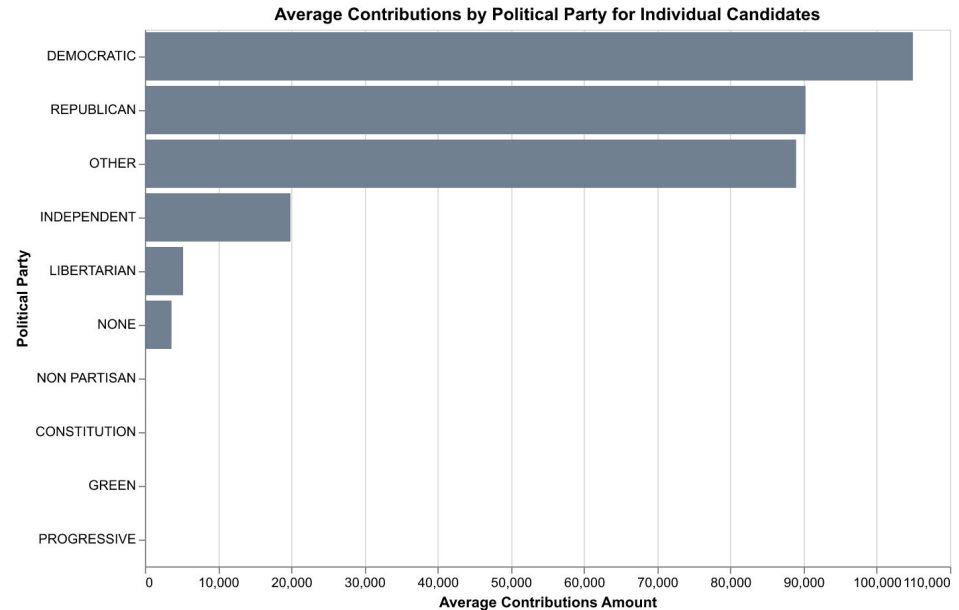
# Average Contributions by Political Party

## Design Justification

- Political parties, ordered for clarity
- Vertical Bar chart
- Average contribution amount

## Analysis

- Democrats receive higher average contributions
- Donor behaviour insights
- Candidate Strategy Examination
- Political Dynamics Understandings





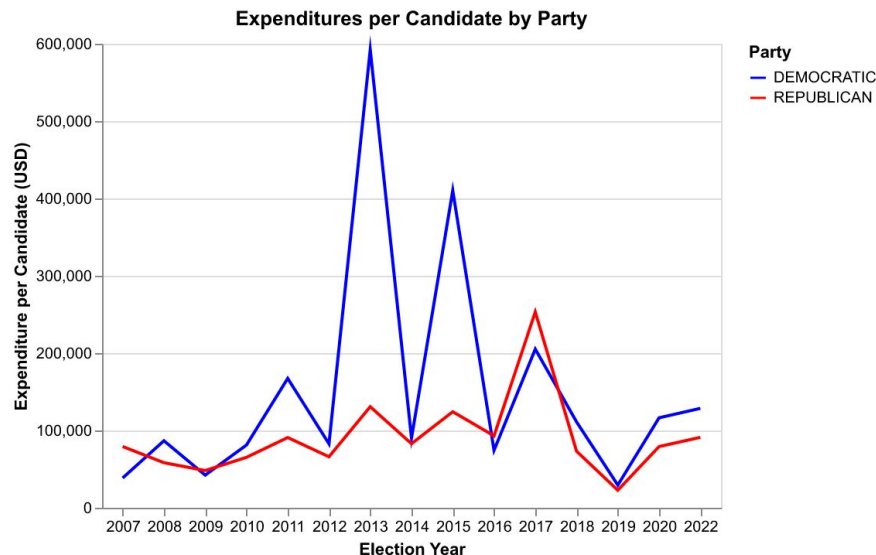
# Expenditures per Candidate by Party

## Design Justification

- Numerical data over time
- Color association with parties
- Legibility (no data labels)

## Analysis

- Democrats spend more than Republicans (except 2017)
- Spike during special elections (2013, 2015)



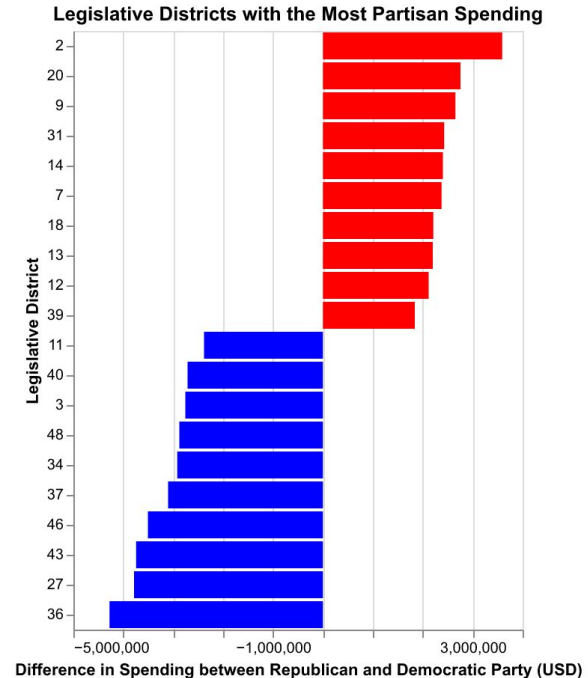
# Partisan Spending by District

## Design Justification

- Categorical data
- Color association with parties
- Left/Right politically

## Analysis

- Geographic or other trend not super clear
- Democrats spend more in major urban areas
- Republicans spend more near major cities that are not Seattle?



# Influence of Spending on Election Outcome

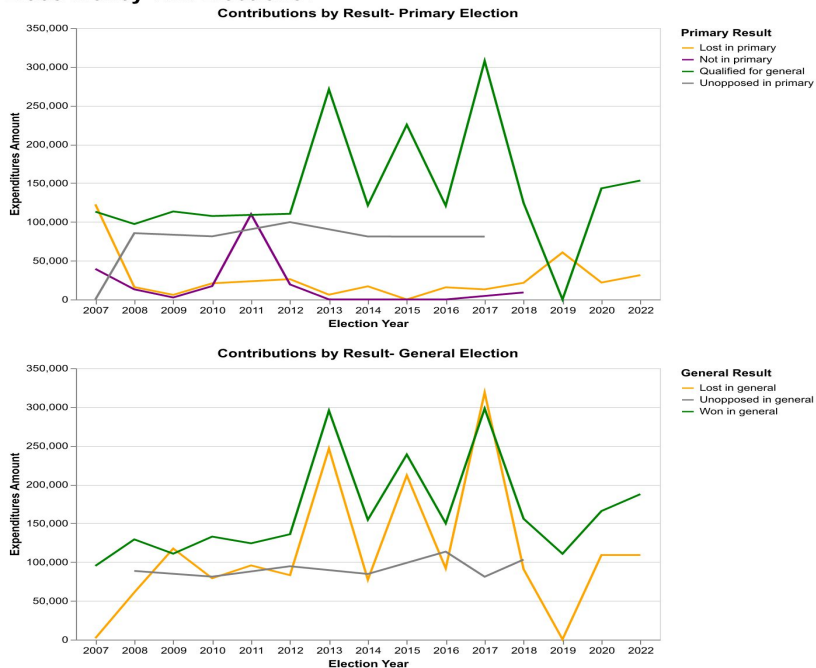
## Design Justification

- Trend in spending overtime
- Color choice
- Legends
- Font

## Analysis

- Spend in the primary
- 2019 is outlier?
- Not in primary
- Unopposed in general

### Does Money Win Elections?



# Campaign Contributions per Capita

Campaign Contributions per Capita (2022)

Contributions per C...

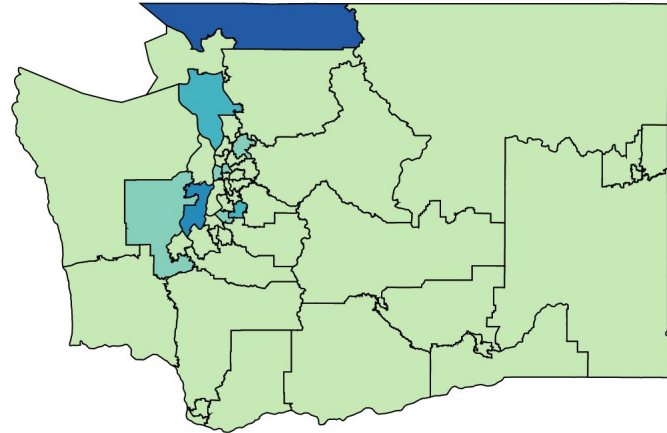


## Design Justification

- Map to show geographic trends
- Choropleth to show intensity

## Analysis

- 42nd legislative district (Whatcom County)
- Seattle/Tacoma area



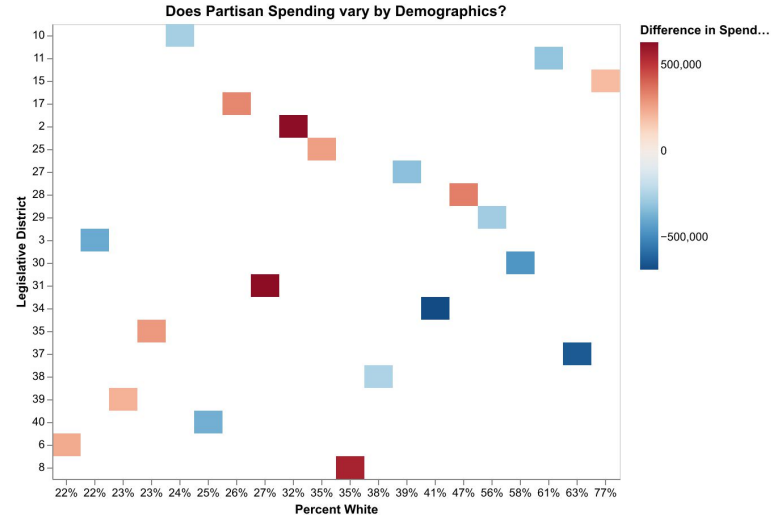
# Partisan Spending by Demographics

## Design Justification

- 3 variables
- Red-blue divergence

## Analysis

- Republicans spend more in districts that are less white
- Both parties represented at either end of spectrum



# Conclusion

- Campaign finance trends and identify influencers.
- Election Cycle impact
- Geographical variation
- Party Spending
- Nuanced nature
- Donor behaviour insights

# Citations

[Campaign Finance Summary](#)

[Federal Election Campaign Laws History](#)

[Donors Powering the Campaign](#)

[Most expensive congressional races of the last decade Article](#)

[NBC News Article](#)

[Washington elections, 2013](#)

[Washington elections, 2015](#)

[Campaign finance requirements in Washington](#)

ANY  
QUESTIONS





**THANK YOU**