

Independent Expenditures Report 2015-2016



In collaboration with – FEC USA

Document Authorization

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1. What is 'Independent Expenditure'?

An “**Independent expenditure**”, in elections in the United States, is a political campaign communication that expressly advocates for the election or defeat of a clearly identified candidate that is not made in cooperation, consultation or concert with or at the request or suggestion of a candidate, candidate's authorized committee or political party. If a candidate, his/her agent, his/her authorized committee, his/her party, or an "agent" for one of these groups becomes "materially involved", the expenditure is not independent. The term was first introduced in the Code of Federal Regulations in 2003.

The **Federal Election Commission (FEC)** is responsible for monitoring and enforcing campaign finance law in United States federal elections related to Independent Expenditure.

The data used to generate the report is public and is provided by FEC through their official site.

2. To whom the report is intended to?

The primary stakeholders or users of this report are the “Political parties” of USA.

Political parties usually need information on independent expenditure in order to adapt their political strategies during the whole process of election. They can use this report to extract visions based on which they can align their decisions.

3. What purpose does this report fulfil for the intended audience?

The purpose of the report is in-line with the needs of the intended audience of this report. “Political parties”, being the intended audience has below mentioned needs.

For e.g. Political parties might leverage more from the information that gives them insight on contributing entities that are more active when it comes to 'Independent expenditure' during various elections in USA. Rather targeting the low-contributing entities, if they target the **high-contributing entities**, it will be a quick win for them. In order to capture the *low hanging fruits*, they can look at the dashboard(s) that describe below things on a very high level.

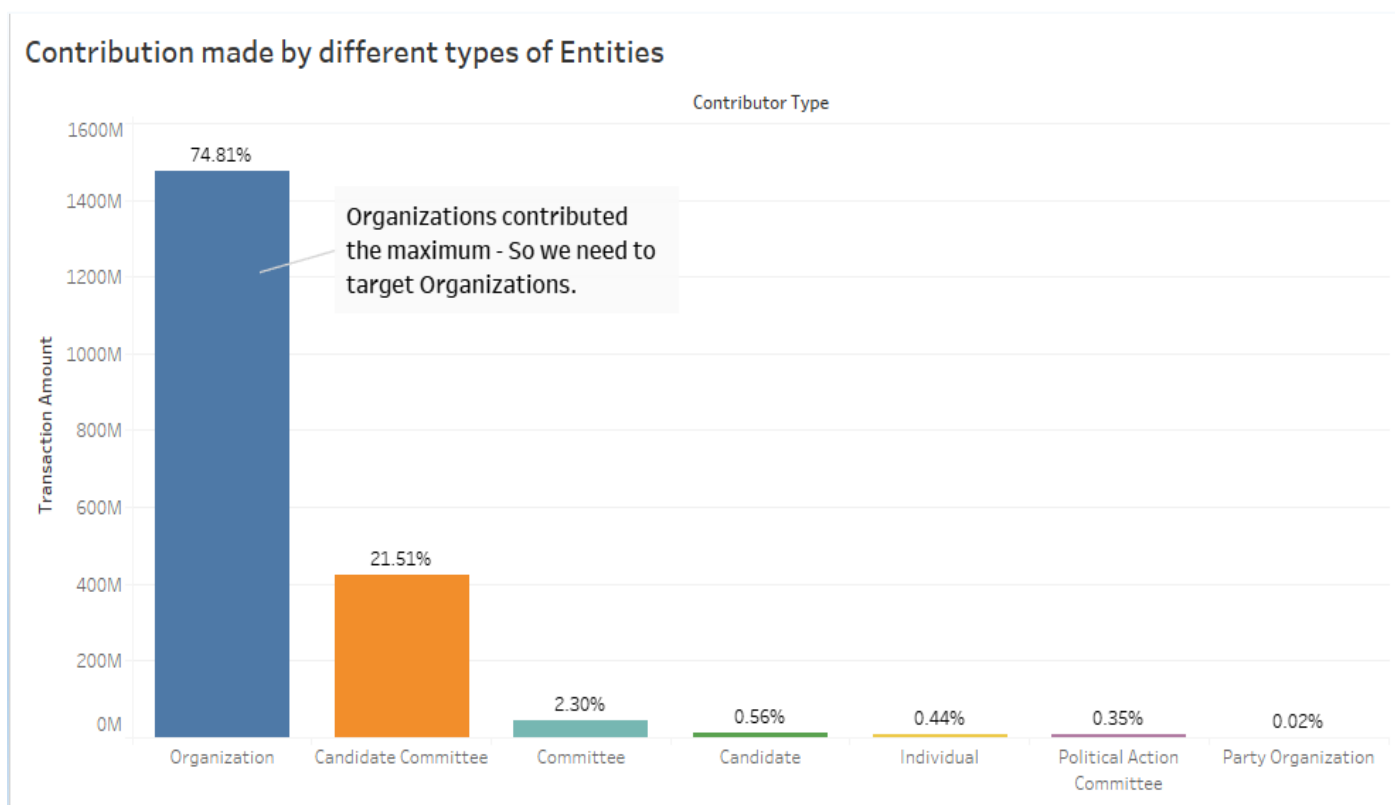
Let's now discuss in more detail on how this report can help “Political parties”.

This report is also available online in Tableau-online site.

<https://public.tableau.com/profile/pravat7499#!/vizhome/independentexpenditure-Story/StoryofIndependentexpenditure?publish=yes>

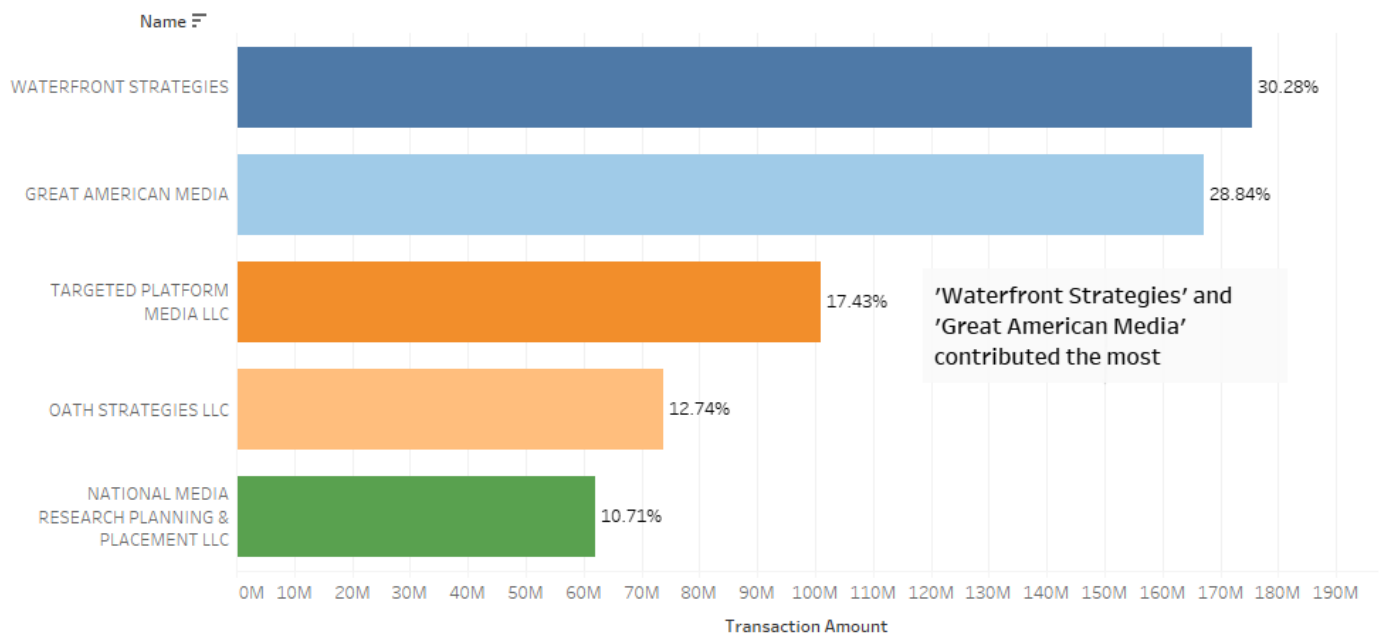
3.1 Report on contribution made by different entities:

- Political parties would like to know the **expenditure behaviours of various contributing entities**. Various contributing entities are Organizations, Individuals, Committees, Candidate committee, Candidate, PAC – Political action committee and Party organizations.



- Once they have an idea about the entity who contributed the most, they would also like to know who within that entity contributed the most. Let's for e.g. Organizations contributed the most during election, we can find out top 5 organizations that contributed the most. Using this data, political parties can target such organizations during their election campaign and keep a good relationship with them.

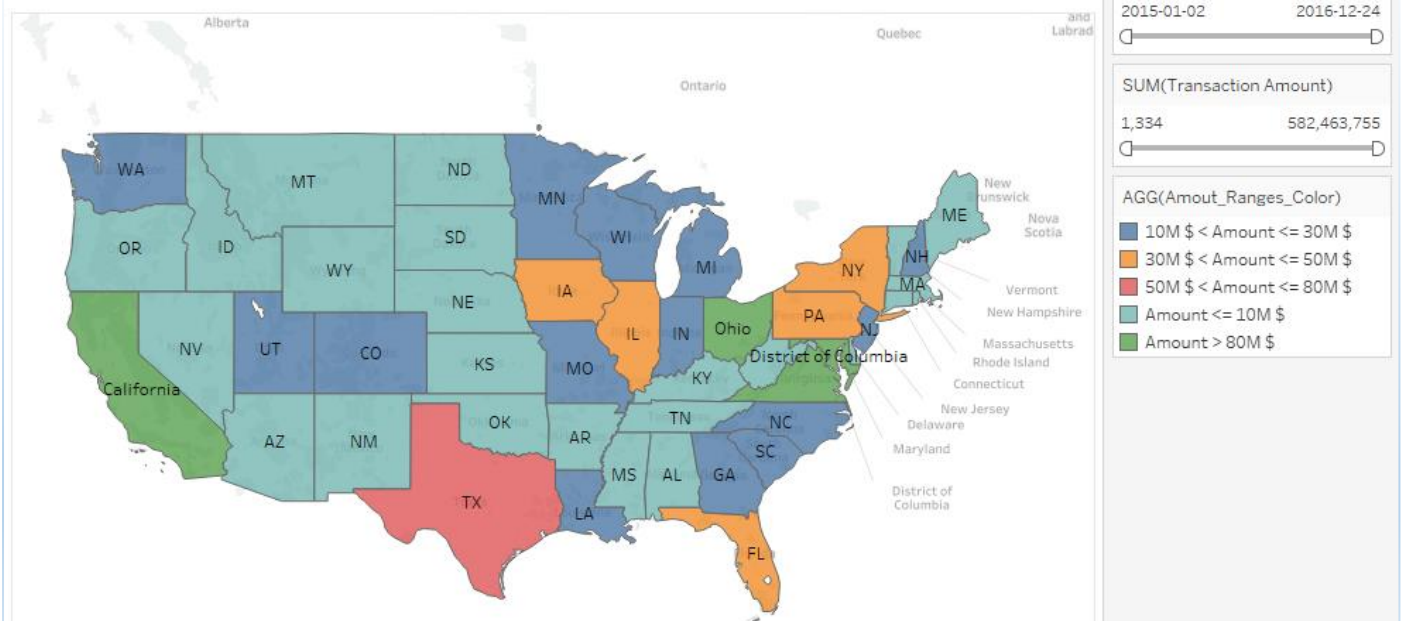
Top 5 Contributing Organizations



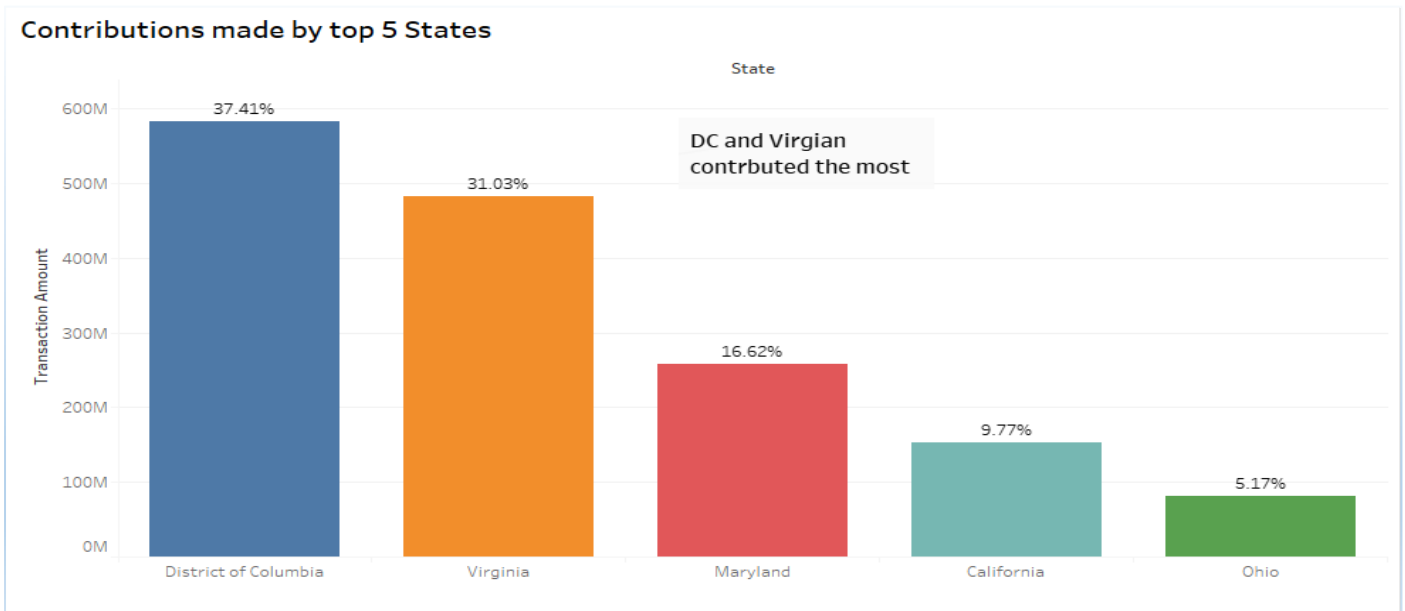
3.2 Report on contribution made in Geographical parts:

- Political parties would like to know the **expenditure behaviours of various contributing entities from various part of USA**. They can get a very a very high-level picture on which states of USA contributes significantly from this. As this report is interactive, they can also select different ranges of "Transaction date" and "Transaction Amount" to see which states of USA fall within that filter range.

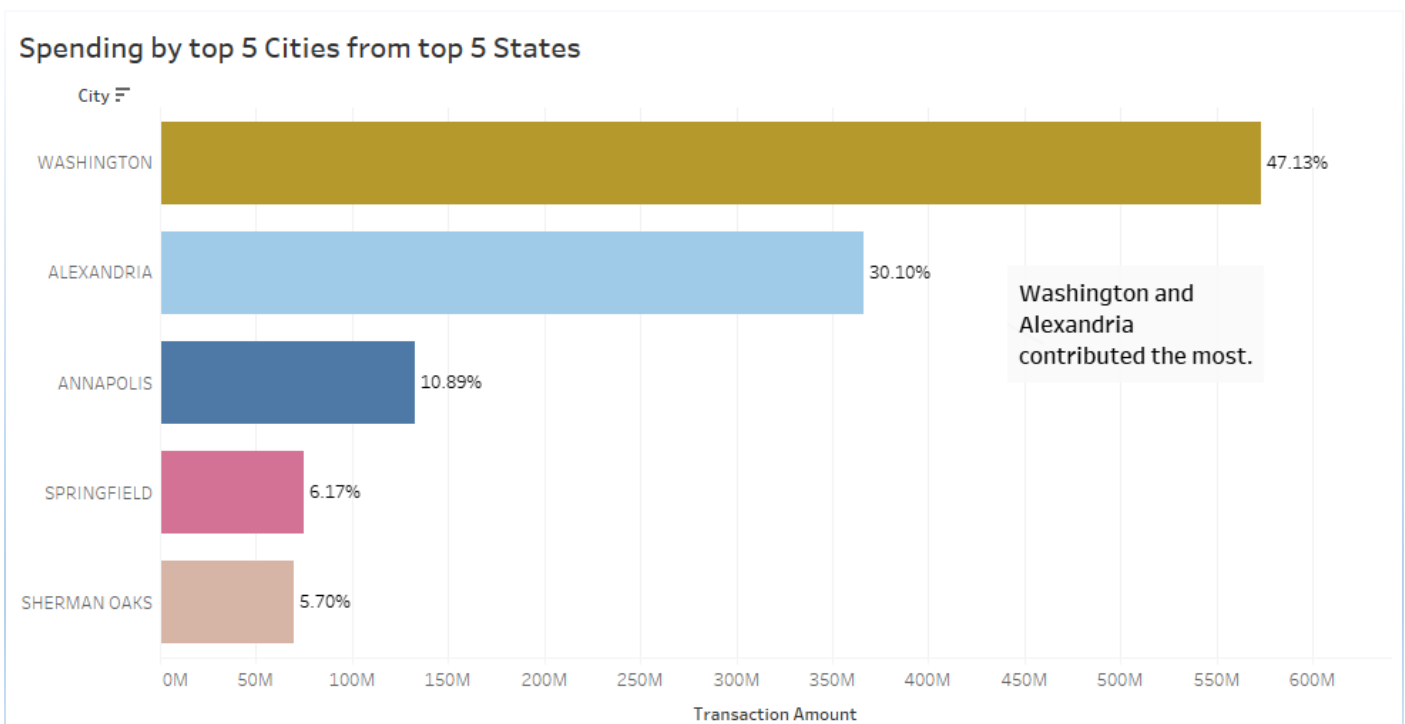
Contribution made from different States



- They can find out the **top 5 states** which are very active when it comes to 'Independent expenditure' from the below view.

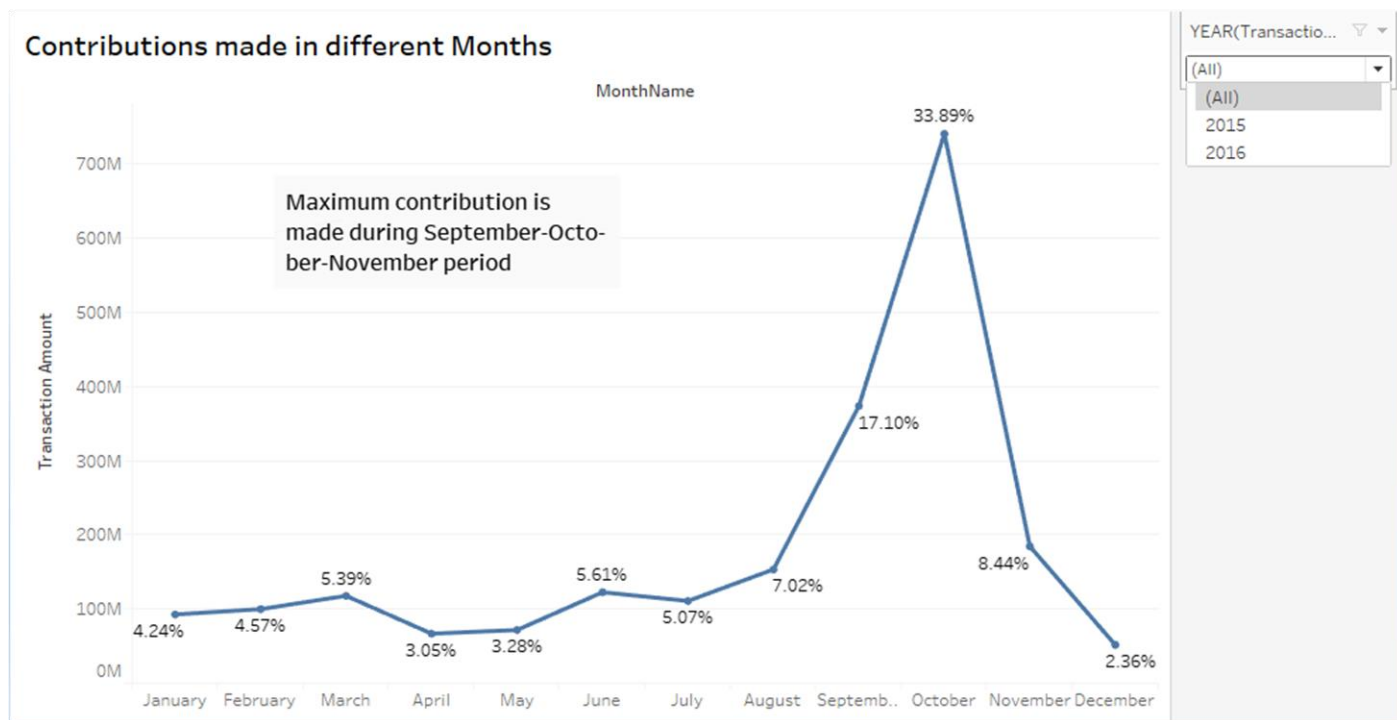


- They can now one step deep to find out- From the top 5 states, which are the **top 5 cities** that contributed the most. Based on this result Political parties can align our campaign location to such areas to keep winning people's confidence.



3.3 Report on contribution made in different time of the year:

- Political parties would like to know the **expenditure behaviours of various contributing entities during different time of the year**. They can find out in which months significantly high contributions were made. So, they can put more effort in their election campaign during those months.

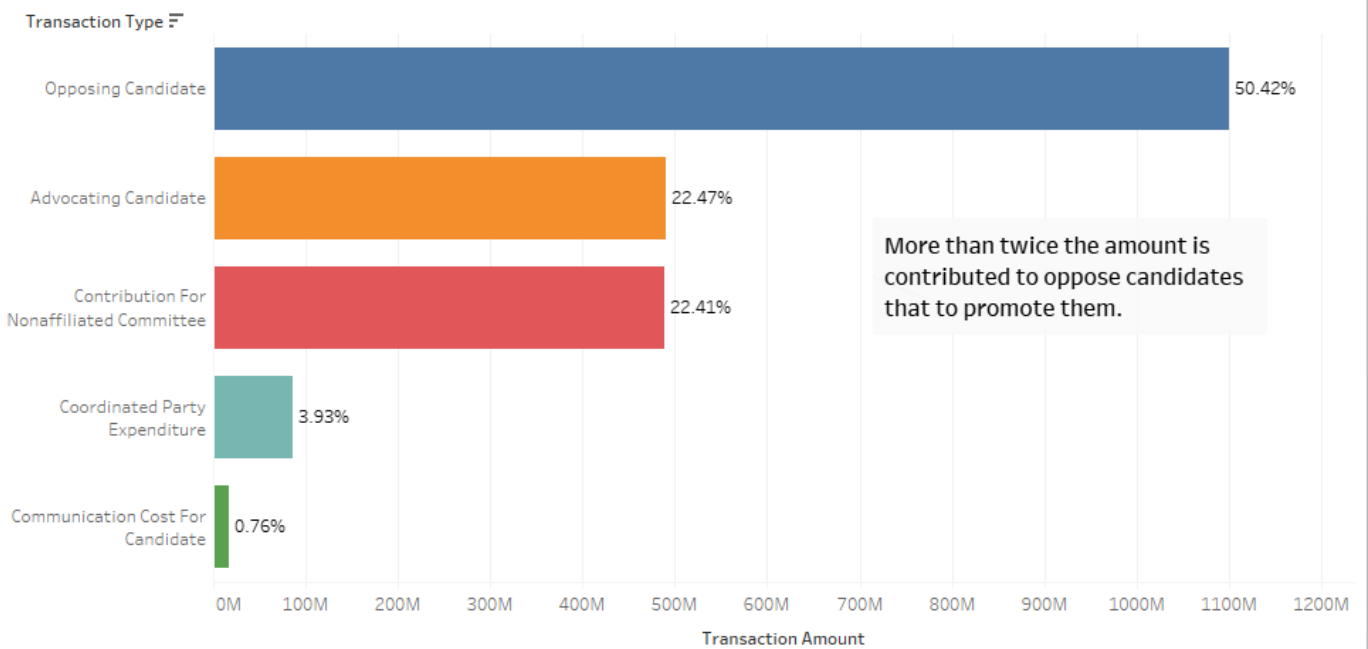


- As this report is interactive, they can select the “Year” from the drop-down to see how the pattern of spending in different years of campaign.

3.4 Report showing whether ‘Independent expenditure’ really matters:

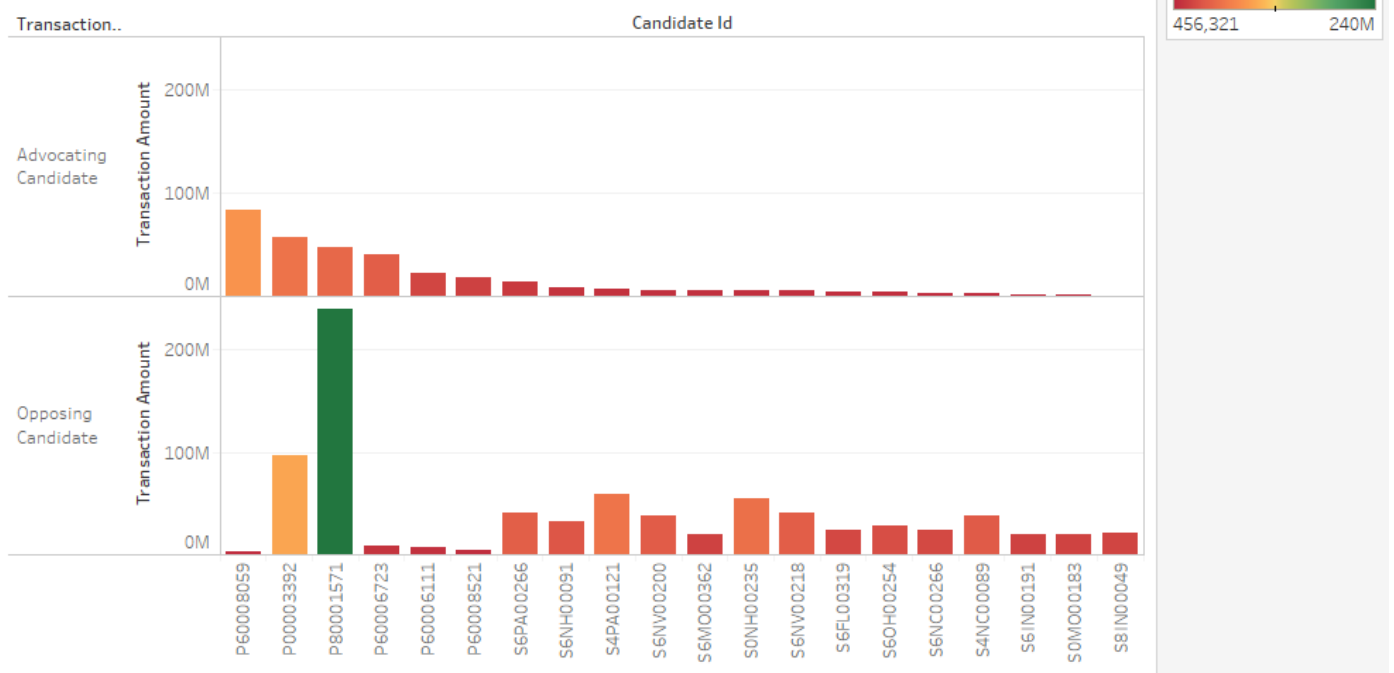
- In order to know whether “Independent expenditure” really matters, Political parties would like to know where the money is going and for what purpose. Let check on a high level, on what all purposes money is invested.

Contribution made for top 5 major Purposes



- This shows that more than twice the amount is invested by people on opposing the candidates in comparison to advocating the candidates. That's something very interesting. Political parties would also like to see which candidates received the most money on their advocacy vs opposition.

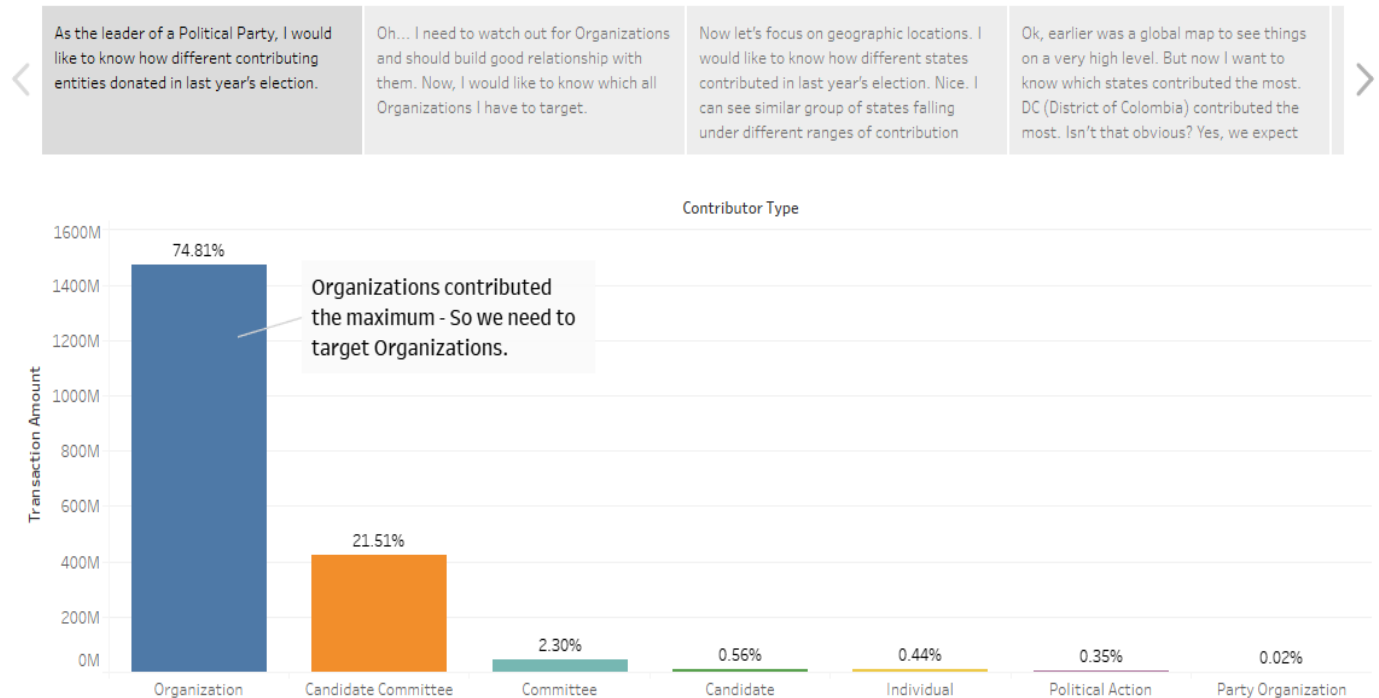
Top20 Recipients Vs Amount to Advocate Vs Amount to Oppose



4. A journey of “Independent Expenditure” report of 2015-2016

All the above report combined, create a story that can be easy conveyed to our primary stakeholder or the audience.

Story of Independent expenditure



5. Conclusion:

To summarize, USA political parties can refer to these reports in order to extract some insights based on which they can take critical decisions on their party operations.