

Contributions and Spending by Southern Political Parties, Election Cycle 2002

Contribution and expenditure data from Election 2002 further illustrate the competitiveness and balance that exists between the Republican and Democratic parties in the South. Nationwide in 2002, state Democratic parties raised more money than their Republican rivals, but in the South, the two parties raised virtually identical amounts of money. This finding comes from a March report by [the Center for Public Integrity](#).

The Center’s study focused on the money state political parties and caucuses raised and spent in conjunction with Election 2002. Data came from federal and state campaign finance reports and are subject to various limitations due to differences in reporting requirements across jurisdictions. Also, the figures for 2002 include “soft money,” which since has been banned.

Note too that the existence of soft money in 2002 led the state and federal parties and caucuses to engage in complicated financial exchanges. For example, the report notes how the National Republican Senatorial Committee sent roughly \$5.6 million in soft money to Florida’s Republican Party in exchange for \$5.5 million in hard money, which the national party directly could spend on candidates rather than on party building activities.

Contributions

Table 1 details the contributions raised by Southern political parties and caucuses during the 2002 election cycle. Note the following:

- While Southern Republicans and Democrats raised virtually equal amounts of money, Democrats outraised Republicans in 10 states. Florida, Tennessee, Mississippi and Virginia were the only states where the GOP raised more money.
- Both parties raised more than half of their contributions from out-of-state sources. These sources include donations from individuals and organizations like unions, as well as transfers from the national parties and caucuses.

| Table 1: Contributions to Southern State Political Parties, Election Cycle 2002 | | | | | | | |
|--|-----------------------|----------------------------|--------------|--------------|-----------------------------------|----------------------------------|----------------------------------|
| | | Contributions | | | | | |
| | | <i>Total Contributions</i> | | | <i>Out of State Contributions</i> | | |
| State | Major Statewide Races | Total Contributions | % Democratic | % Republican | % Total Contributions | % Democratic Total Contributions | % Republican Total Contributions |
| AL | Senator Governor | \$10,034,034 | 58.9% | 41.1% | 39.0% | 29.7% | 52.2% |
| AR | Senator Governor | \$18,189,139 | 56.2% | 43.8% | 89.6% | 89.1% | 90.2% |
| FL | Senator Governor | \$89,447,945 | 31.3% | 68.7% | 42.1% | 40.2% | 43.0% |
| GA | Senator Governor | \$31,275,924 | 59.7% | 40.3% | 59.7% | 62.7% | 55.2% |
| KY | Senator | \$11,206,954 | 67.4% | 32.6% | 45.6% | 43.3% | 50.4% |
| LA | Senator | \$12,768,257 | 56.3% | 43.7% | 77.6% | 75.5% | 80.2% |
| MS | Senator* | \$2,055,760 | 19.5% | 80.5% | 52.1% | 94.2% | 41.9% |
| NC | Senator | \$17,125,036 | 75.8% | 24.2% | 49.6% | 53.1% | 39.0% |
| OK | Senator Governor | \$4,403,859 | 61.4% | 38.6% | 43.6% | 41.4% | 47.0% |
| SC | Senator Governor | \$5,186,243 | 55.1% | 44.9% | 55.8% | 55.6% | 56.0% |
| TN | Senator Governor | \$9,645,152 | 38.4% | 61.6% | 45.6% | 45.4% | 45.7% |
| TX | Senator Governor | \$37,299,942 | 71.1% | 28.9% | 58.6% | 65.0% | 42.9% |
| VA | Senator* | \$16,459,296 | 45.0% | 55.0% | 62.0% | 45.5% | 75.5% |
| WV | Senator | \$975,729 | 60.6% | 39.4% | 46.4% | 36.5% | 61.6% |
| | | | | | | | |
| South | | \$266,073,270 | 50.6% | 49.4% | 53.7% | 55.7% | 51.7% |

Note: * denotes an unopposed Republican incumbent. **Source:** Center for Public Integrity. *The State Money Race*. Washington, DC: March 2004.
www.publicintegrity.org/partylines/report.aspx?aid=160&sid=300

- Though the Democrats raised significantly more money than the Republicans in Georgia and Texas, the GOP won each state's gubernatorial and U.S. Senate elections.

Expenditures

Table 2 provides expenditure data for the 2002 election cycle.

- Southern Republicans outspent Democrats during election 2002. Republican accounted for 52.2 percent of the regional expenditures, while Democrats contributed 47.8 percent of the total.
- On the state level, Democrats outspent Republicans in seven states, but even in those states, the GOP performed well in statewide races. For example, the GOP scored historic wins in Georgia despite spending less than the Democrats.

| | | Expenditures | | | | | |
|-------|-----------------------|---------------------------|---------------------------------|---------------------------------|----------------------------------|---------------------------------|---------------------------------|
| | | Total Expenditures | | | Out of State Expenditures | | |
| State | Major Statewide Races | Total Expenditures | % Democratic Total Expenditures | % Republican Total Expenditures | % Total Expenditures | % Democratic Total Expenditures | % Republican Total Expenditures |
| AL | Senator Governor | \$7,140,505 | 62.1% | 37.9% | 21.6% | 14.9% | 32.8% |
| AR | Senator Governor | \$5,399,395 | 45.9% | 54.1% | 74.3% | 72.8% | 75.5% |
| FL | Senator Governor | \$89,146,480 | 32.8% | 67.2% | 60.0% | 57.6% | 61.2% |
| GA | Senator Governor | \$37,460,097 | 56.9% | 43.1% | 64.5% | 64.3% | 64.7% |
| KY | Senator | \$8,460,034 | 56.4% | 43.6% | 61.2% | 69.9% | 49.9% |
| LA | Senator | \$12,943,866 | 58.7% | 41.6% | 53.7% | 41.2% | 70.9% |
| MS | Senator* | \$1,741,968 | 22.0% | 78.0% | 51.4% | 75.6% | 44.5% |
| NC | Senator | \$17,676,202 | 74.2% | 25.8% | 40.0% | 36.7% | 49.5% |
| OK | Senator Governor | \$3,758,694 | 42.9% | 57.1% | 13.0% | 4.8% | 19.1% |
| SC | Senator Governor | \$4,475,010 | 49.0% | 51.0% | 45.4% | 58.3% | 32.9% |
| TN | Governor | \$7,136,264 | 35.8% | 64.2% | 55.3% | 40.1% | 63.8% |
| TX | Senator Governor | \$31,914,289 | 66.4% | 33.6% | 41.5% | 41.3% | 41.9% |
| VA | Senator* | \$15,428,495 | 32.2% | 67.8% | 26.1% | 48.7% | 15.4% |
| WV | Senator | \$1,237,834 | 57.5% | 42.5% | 30.7% | 33.9% | 26.3% |
| | | | | | | | |
| | <i>South</i> | \$243,919,133 | 47.8% | 52.2% | 52.2% | 50.1% | 59.2% |

Note: * denotes an unopposed Republican incumbent. Source: Center for Public Integrity. *The State Money Race*. Washington, DC: March 2004 (www.publicintegrity.org/partylines/report.aspx?aid=160&sid=300)

- Roughly half of all expenditures in the South in 2002 went out of state. Out-of-state spending included transfers to national parties and caucuses, as well as payments to out-of-state vendors. A higher percentage of Republican than Democratic spending occurred out of state.

Articles of Interest

Warren Fiske and Christina Nuckols. "A State Tax Plan, At Last." *The Virginian-Pilot*. April 28, 2004.

(home.hamptonroads.com/stories/print.cfm?story=69561&ran=159920)

* A description of the tax plan recently adopted by the Virginia General Assembly.

Barnie Day (opinion). "Tsunami Coming." *The Roanoke Times*. April 26, 2004.

(www.roanoke.com/roatimes/pol/day.html)

* Commentary regarding the tensions within the Virginia GOP.

Kenneth S. Baer. "Children of Bill." *The American Prospect Online*. Apr 28, 2004.

(www.prospect.org/web/page.wv?section=root&name=ViewWeb&articleId=7658)

* A description of the various factions within the Democratic Party.

“America in Red and Blue: A Nation Divided.” *The Washington Post*. A three-part series on America’s political landscape. The individual articles are:

- 1) David von Drehle. “Political Split is Pervasive.” April 25, 2004.
(www.washingtonpost.com/wp-dyn/articles/A39044-2004Apr24.html)
- 2) David Finkel. “For a Conservative, Life is Sweet in Sugar Land, Tex.” April 26, 2004.
(www.washingtonpost.com/wp-dyn/articles/A41964-2004Apr25.html)
- 3) David Finkel. “A Liberal Life in the City by the Bay. April 27, 2004.
(www.washingtonpost.com/wp-dyn/articles/A44724-2004Apr26.html)

April Issue of *NC DataNet Released*

The April issue of *NC Data Net* has been published. The issue focuses on the impact that growing voting groups like Hispanics, Catholics, and transplanted Northerners are having on North Carolina politics. View the issue at www.southnow.org