

INDIVIDUAL DONORS AND THE 2006 MARYLAND STATE ELECTIONS

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A report by

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Executive Summary

Individual donors contributed 42% of the \$109 million raised by candidates for Maryland state offices during the 2006 elections. This report examines the donors and the recipients of these funds. Geography, partisanship, and incumbency influenced the flow of money contributed by individual donors in 2006.

Major Findings:

- Only 2% of Marylanders contributed money to candidates for public office in the state during the 2006 elections. 70% of all Maryland donors contributed to just one candidate.
- More than 60% of all donors gave \$250 or less to candidates for Maryland public offices in 2006, while a small handful of candidates gave exorbitant sums.
- Approximately 78% of all individual donations to candidates came from residents of Maryland. Almost half of all out-of-state money came from residents of the District of Columbia and Virginia.
- Individual donors gave most heavily to candidates for the General Assembly with 38% of all individual donations going to these candidates. However, substantially large proportions of individual donations also went to candidates for Governor and for local and county offices (28% and 31%, respectively).
- Individual donors gave most heavily to Democratic candidates. However, the size of the average donation was roughly equal for Democratic and Republican candidates.
- Among candidates for the General Assembly, individual donors gave larger contributions, on average, to incumbents, party and committee leaders, and candidates who were members of slates. However, these same candidates were less reliant on individual donations, raising smaller proportions of their total funds from individuals than other candidates.

Introduction

During the 2006 election cycle, nearly 140,000 individuals contributed over \$46 million to candidates for elected office in Maryland. Individual contributions accounted for approximately 42% of the \$109 million raised by candidates running for offices in the state of Maryland.

Individuals donate to political campaigns for a variety of reasons. Some donate for ideological reasons—to support causes and candidates that they agree with or that support their interests. Some donate to gain access to office holders and the policymaking process after the election. Others make contributions because they enjoy attending fundraising events. Still others simply support a family member, friend, or associate who is seeking office. Regardless of motive, individual donations typically make up the largest proportion of money raised by candidates during any election cycle.

Individuals contribute to candidates in two ways: through direct contributions or through the purchase of tickets to fundraising events. The majority of donations, 76%, were made through direct contributions, while the remaining 24% came from ticket sales. In the State of Maryland, individuals may donate up to \$4,000 to a single candidate and up to \$10,000, in total, to any number of candidates in a given election cycle. Contributions above \$100 are payable only by check or credit card. Maryland law requires that campaigns remit all anonymous contributions to the state treasury.

This report analyzes who gives, how much they give, and to whom. Specifically, this report describes the typical Maryland donor and looks at how characteristics of the candidates related to how much money they received from individual donors during the 2006 elections.

Who Contributes?

More than three-quarters of the nearly 140,000 individuals donating to candidates in 2006, or approximately 78%, were residents of the state of Maryland. In 2006, there were more than 5 million people living in Maryland, meaning that approximately 2% of all Marylanders donated to candidates for Maryland state offices. By comparison, 42% of the state's population voted in 2006.

Individuals from across the state donated to candidates. However, most of the money originated in the Baltimore and Washington, D.C. metropolitan regions (see Table 1). In total, about 81% of all in-state individual contributions came from individuals living in Montgomery, Baltimore, Anne Arundel, Prince George's, and Howard counties, as well as the City of Baltimore. The most money came from residents of Montgomery County, who contributed more than \$8 million.

Table 1: Individual Contributions to Maryland Candidates by County

County	# Donors	% of state donations	Total Given
Montgomery	21,128	22.4%	\$8,439,543
Baltimore	19,043	21.2%	\$7,997,502
Baltimore City	10,923	12.2%	\$4,594,725
Anne Arundel	12,490	11.5%	\$4,326,527
Howard	7,359	6.8%	\$2,553,071
Prince George's	9,174	6.5%	\$2,467,971
Harford	5,225	4.1%	\$1,562,597
Frederick	2,677	2.2%	\$823,813
Calvert	1,919	1.6%	\$586,686
Washington	2,063	1.5%	\$555,271
Charles	2,449	1.4%	\$546,599
Carroll	2,102	1.4%	\$519,491
Saint Mary's	2,175	1.3%	\$507,712
Talbot	1,110	1.1%	\$413,634
Queen Anne's	1,255	1.1%	\$410,132
Worcester	1,018	1.1%	\$406,154
Wicomico	1,120	0.7%	\$274,696
Cecil	1,038	0.6%	\$226,909
Kent	426	0.4%	\$142,346
Allegany	800	0.3%	\$130,776
Dorchester	376	0.2%	\$90,617
Garrett	473	0.2%	\$65,549
Caroline	244	0.2%	\$63,299
Somerset	283	0.1%	\$52,741

The counties in Table 1 accounting for the most total contributions, however, were not necessarily those with the highest levels of donor participation (see Table 2). In some counties, larger percentages of the population gave than in others. The counties where the largest percentage of residents made donations were Talbot and Queen Anne’s counties. Howard, Anne Arundel, Baltimore, and Montgomery counties, which were the sources of large amounts of contributions, also had large proportions of their population contribute.

Table 2: Percentage of Residents Donating by County

County	Percent of population	Rank (by total money given)
Talbot	3.08%	14
Queen Anne's	2.71%	15
Howard	2.70%	6
Anne Arundel	2.45%	3
Baltimore	2.42%	2
Montgomery	2.27%	1
Saint Mary's	2.20%	9
Harford	2.16%	7
Calvert	2.16%	10
Kent	2.13%	21
Worcester	2.08%	16
Charles	1.74%	11
Baltimore City	1.73%	4
Garrett	1.58%	20
Washington	1.44%	12
Carroll	1.23%	13
Wicomico	1.22%	17
Frederick	1.20%	8
Dorchester	1.19%	22
Allegany	1.10%	18
Somerset	1.09%	23
Prince George's	1.04%	5
Cecil	1.04%	19
Caroline	0.75%	24

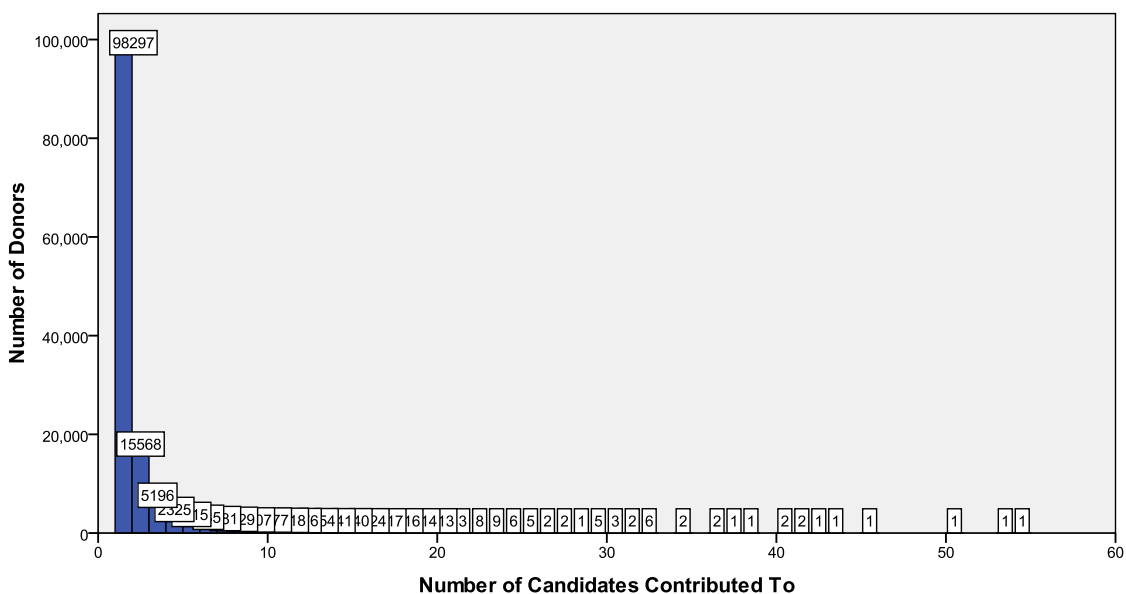
Roughly 22% of all contributions came from individuals living outside of the state of Maryland. Most of this money came from nearby states (see Table 3). Specifically, over 25% of all out-of-state individual donations came from residents of the District of Columbia and another 21% came from residents of Virginia. Combined residents of these places donated over \$1.9 million, almost half of all individual donations originating outside of Maryland. Residents of New York, Pennsylvania, Florida, and California also contributed significant amounts of money.

Table 3: Individual Contributions from Outside of Maryland

State	Amount	% of out-of-state donations
District of Columbia	\$1,605,409	25.5%
Virginia	\$1,306,497	20.8%
New York	\$512,003	8.1%
Pennsylvania	\$461,453	7.3%
Florida	\$371,917	5.9%
California	\$356,805	5.7%
Massachusetts	\$204,053	3.2%
New Jersey	\$196,638	3.1%
Connecticut	\$109,350	1.7%
Illinois	\$101,641	1.6%

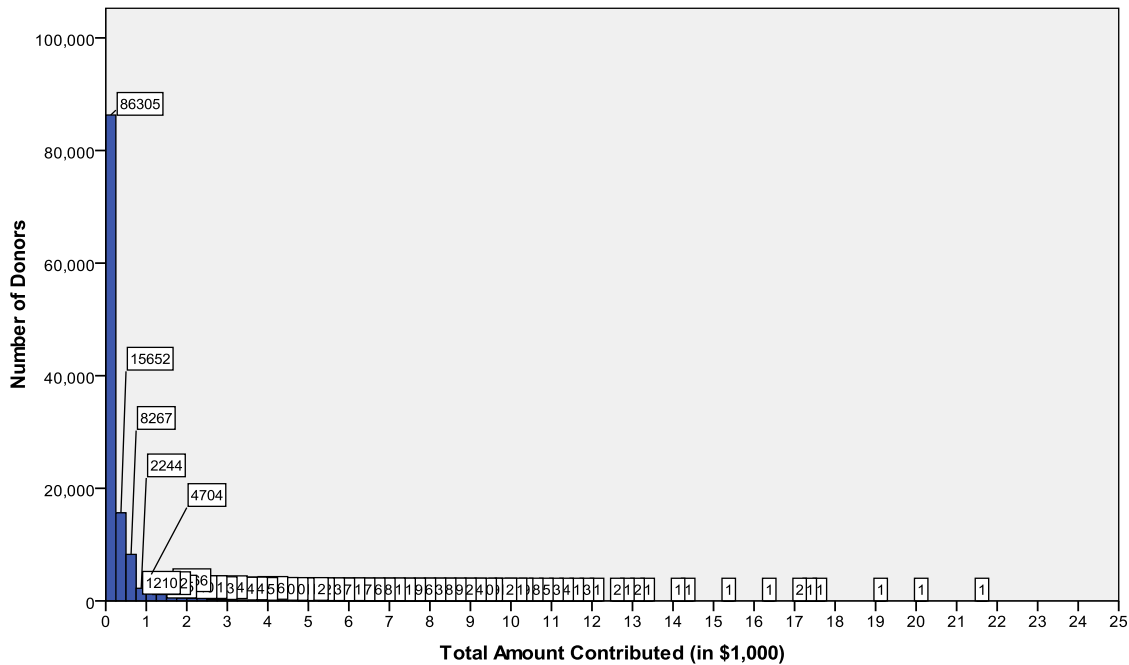
The majority of donors from both inside and outside of Maryland gave to only one candidate (see Figure 1). Of the nearly 140,000 donors approximately 98,000 of them, or 70%, gave to only one candidate in 2006. Another 11% of donors gave to two candidates and about 4% gave to three. Altogether less than 15% of donors gave to more than three candidates, although there were a handful of donors who gave to numerous candidates during the 2006 cycle.

Figure 1: Distribution of the Number of Candidates Contributed to by Individual Donors



The average donor in 2006 contributed \$367. However, most donors contributed just a small amount. More than 86,000 of the donors, or 62%, gave \$250 or less to candidates. Another 11% of donors can between \$250 and \$500. Altogether, less than 20% of all donors gave more than \$1,000 to candidates for Maryland offices in 2006.

Figure 2: Distribution of Contributions to Maryland Candidates in 2006



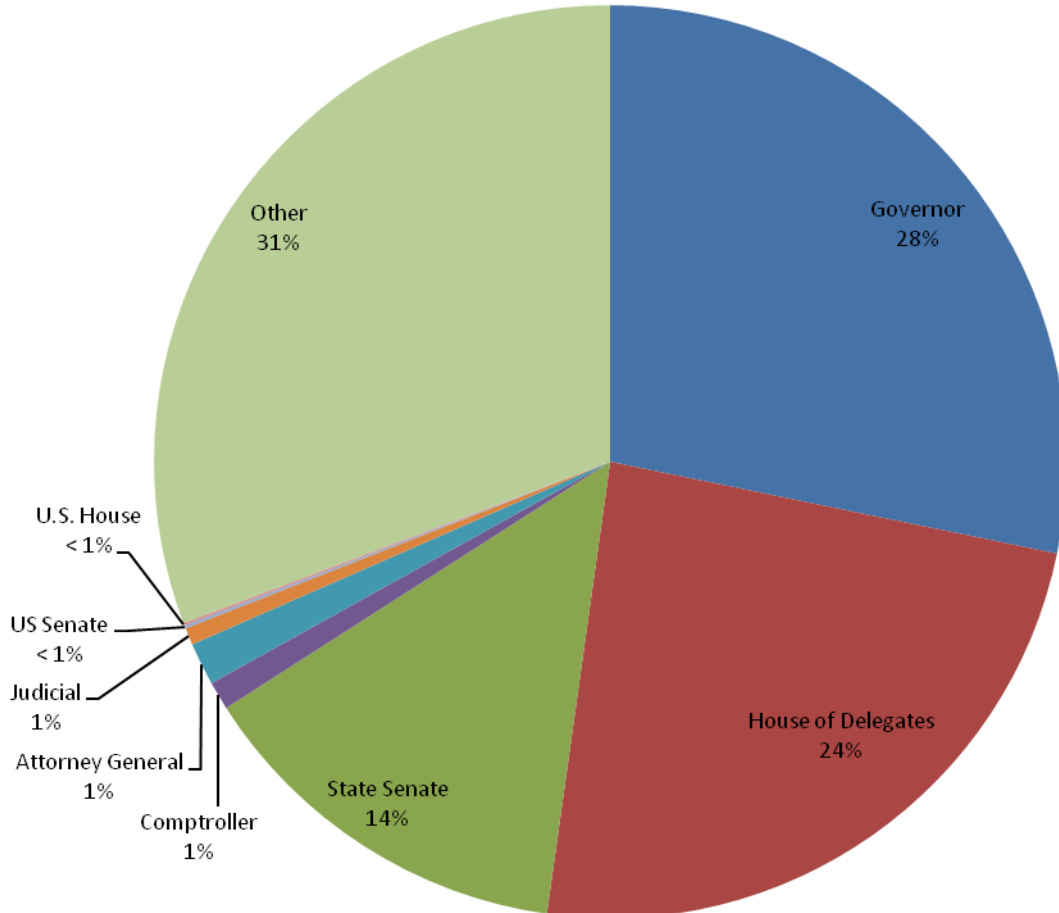
While most donors gave very little, a small number of donors gave large amounts. The top ten biggest donors gave a combined total of more than \$175,000. While the top donors each gave significantly more than the average donor, their donations still accounted for less than one percent of all money given.

For the most part, individual donors contributing to candidates for Maryland political office in 2006 were a small number of individuals (relative to the state’s population) who gave only small amounts of money to just a small number of candidates. While there were some very big donors in 2006, these individuals were exceptional. The majority of donors were Marylanders residing in the Baltimore and Washington metropolitan areas, however, larger proportions of other counties’ populations contributed. Significant amounts of money also flowed in from individuals living in nearby states.

To Whom Did They Contribute?

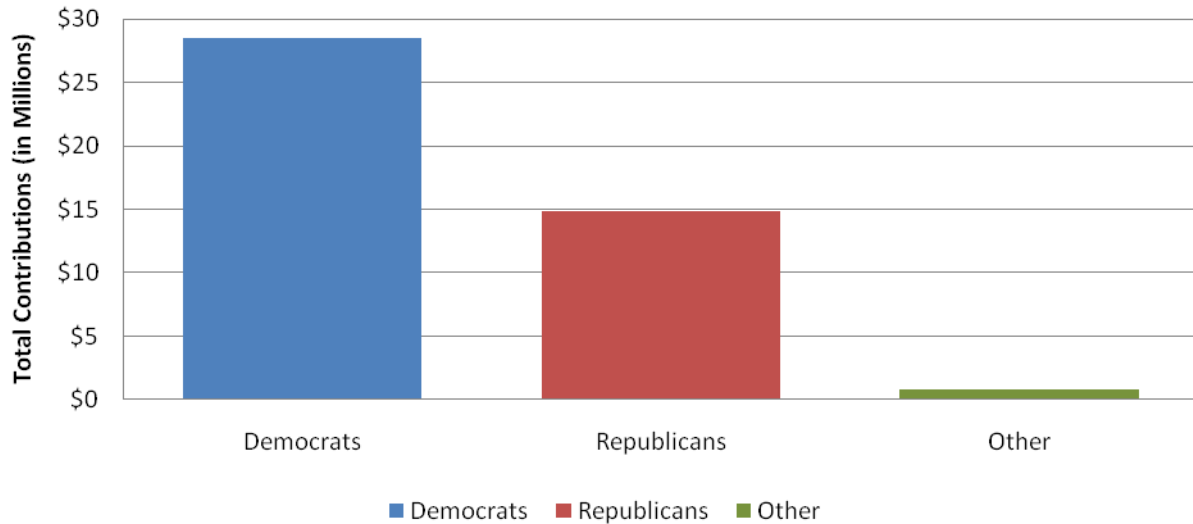
Individual donors contributed to candidates running for various Maryland offices in 2006. The largest proportion of contributions, 38%, was contributed to candidates running for the General Assembly (see Figure 3). Specifically, 24% of all contributed were given to candidates for the House of Delegates, and 18% of all contributions were given to candidates running for the State Senate. Another large proportion of funds, about 31%, were contributed to candidates running for “other” offices, which include all county and local level offices such as county executive, county council and state’s attorney. About 28% of all individual contributions went to candidates for Governor. Candidates for other elected offices, such as Comptroller, Attorney General and Circuit Court judges, as well as candidates running for federal offices, such as the U.S. Congress, received much smaller proportions of the individual contributions.

Figure 3: Proportion of Individual Contributions by Office Sought



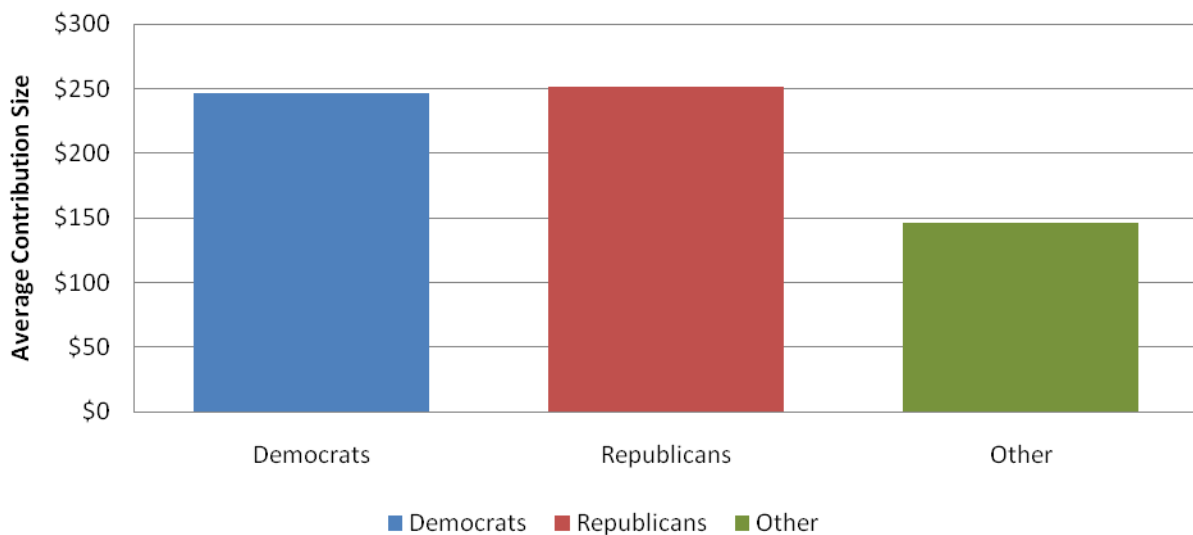
Across all offices, Democratic candidates received more total contributions from individual donors than candidates running under other party banners (see Figure 4). Democratic candidates raised more than \$28.5 million from individual donors, almost double that raised by Republicans candidates. Third-party candidates, by comparison, raised just a small amount from individual donors.

Figure 4: Party Affiliation and Total Contributions to All Maryland Candidates



While Democrats raised more from individuals, the size of the average individual contribution was slightly larger for Republican candidates. (see Figure 5). The average individual donation to Republican candidates was \$252, while for Democrats, the average was \$246. Third-party candidates received an average donation of just less than \$150.

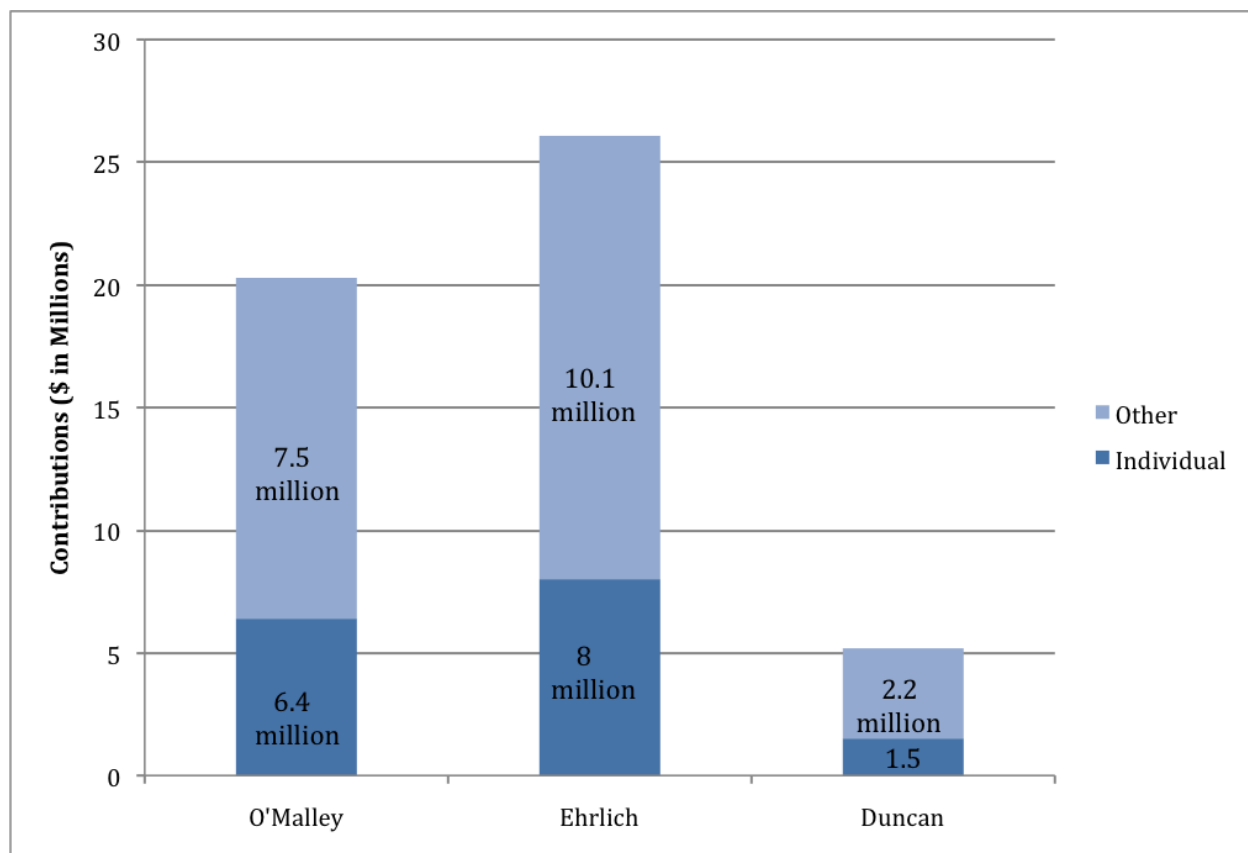
Figure 5: Party Affiliation and the Size of Their Average Contribution to Maryland Candidates



Individual Contributions and Gubernatorial Candidates

Candidates for governor raised different totals from individual donations during the 2006 election (see Figure 6). Incumbent Governor, Robert Ehrlich (R) raised the largest total from individuals, more than \$8 million. Democratic challenger Martin O'Malley raised the second most at \$6.4 million and Douglas Duncan (D), who dropped out of the Democratic primary, raised roughly \$1.6 million. While these candidates raised different total amounts from individuals, they each raised roughly the same proportion of their funds from individuals. Each candidate received approximately 30% of their total funds from individual donors.

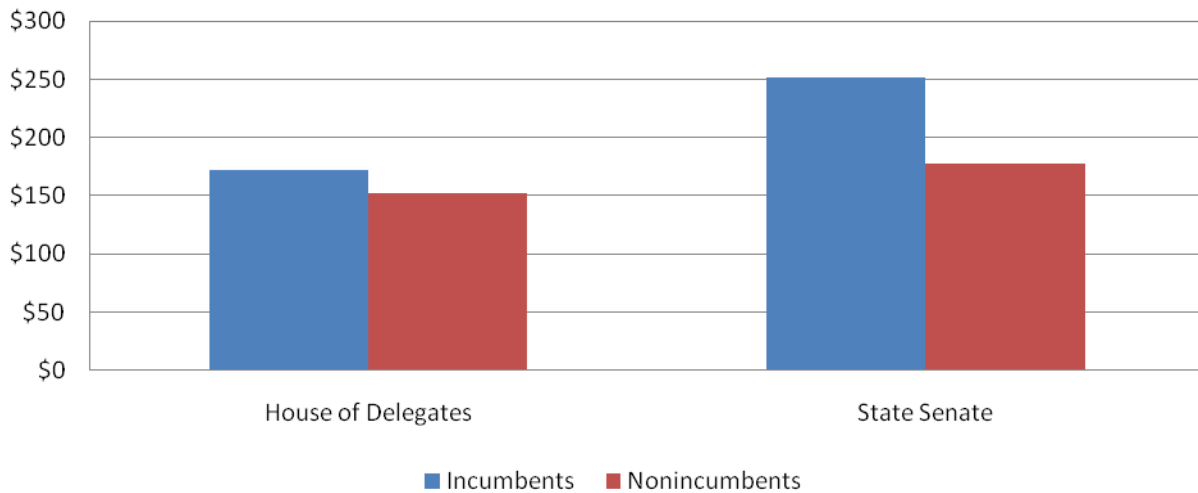
Figure 6: Percent of Total Money Raised from Individual Donations by Gubernatorial Candidates



Individual Contributions and Candidates for the General Assembly

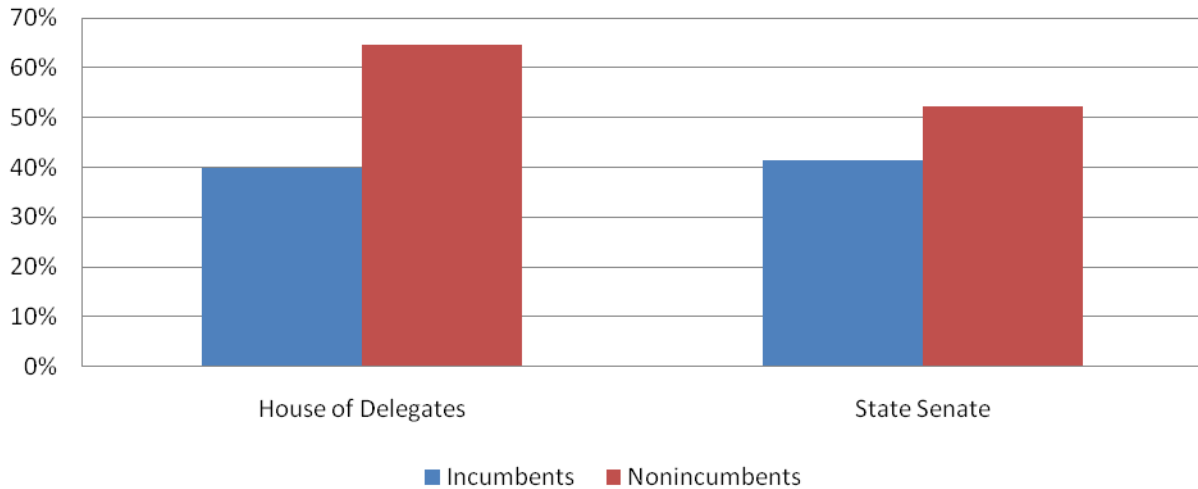
Candidates for the General Assembly raised nearly \$18 million from individual donors in 2006. Incumbency was related to the amount of contributions a General Assembly candidate received from individuals. Donors, on average, gave larger contributions to incumbent candidates than non-incumbent candidates (see Figure 7). Among incumbent candidates for the House of Delegates, the average donation size was \$172 while among nonincumbents the average donation size was \$20 less at \$152. Among candidates for the Senate the difference was even more pronounced. Incumbent Senate candidates received donations of an average size of \$251 while among nonincumbents the average donation size was just \$177.

Figure 7: Incumbency and Average Contribution to General Assembly Candidates



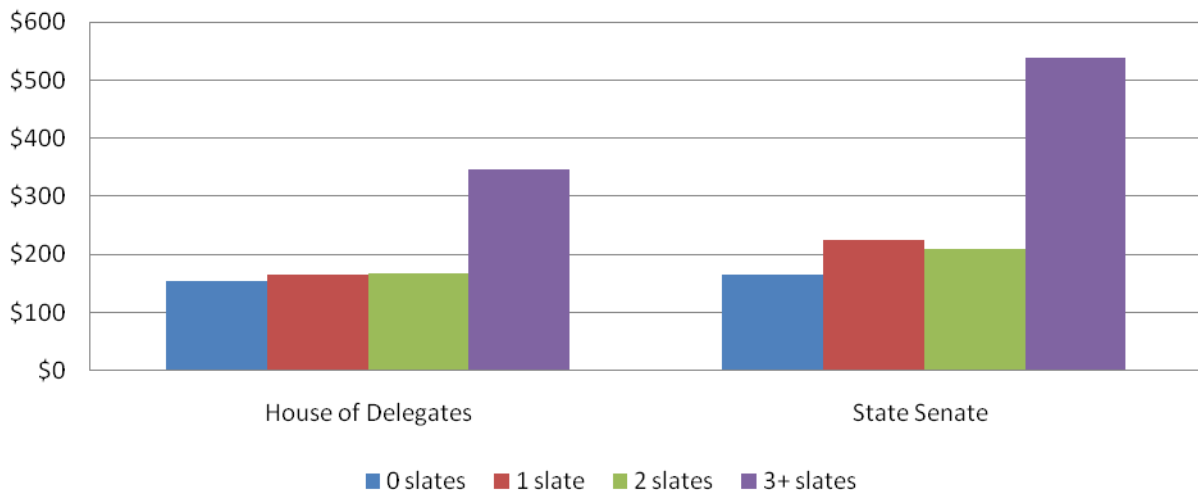
Nonincumbent candidates, however, were more reliant on individual donations than incumbents (see Figure 8). Nonincumbent candidates for the House raised nearly 65% of all their funds from individual donors while House incumbents raised just under 40% from individuals. Similarly, Senate nonincumbents raised about 52% of their funds from individual while Senate incumbents raised roughly 42% from these donors.

Figure 8: Incumbency and the Proportion of Contributions Raised from Individual Donors



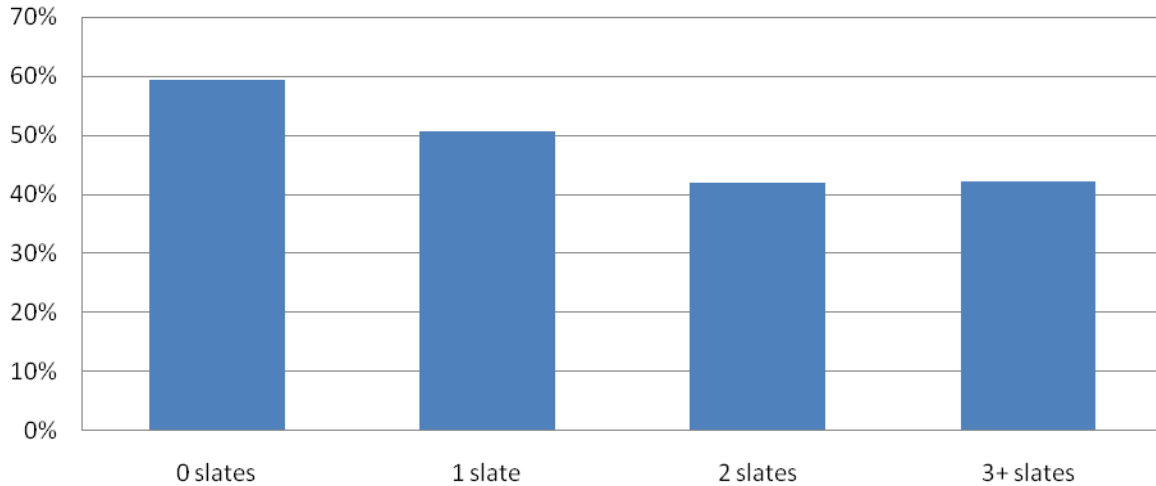
Individual contributions to General Assembly candidates were also related to slate memberships. Slates are joint fundraising committees created by candidates to allow them to raise and pool campaign cash. Among both House and Senate candidates, there is little relationship between membership and average contribution except among candidates who were members of three or more slates (see Figure 9). Candidates belonging to three or more slates raised significantly larger amounts from donors. In the House of Delegates, the average donation size was roughly \$100 larger among candidates belonging to three or more slates than candidates belonging to less than three slates. Among senate candidates belonging to three or more slates, the average donation size was more than \$300 larger, on average.

Figure 9: Slate Membership and Average Contribution to General Assembly Candidates



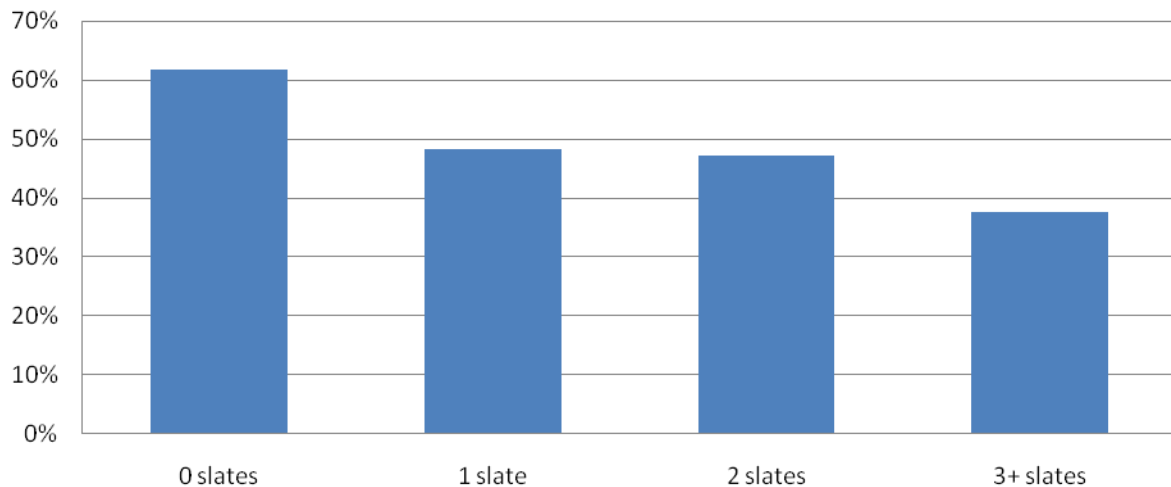
While candidates with more slate memberships received larger average contributions from donors, these candidates were less reliant on individual donations. Candidates belonging to a greater number of slates received a smaller proportion of their total funds from individual donors than candidates belonging to fewer slates. Among candidates for the House of Delegates, those belonging to three or more slates raised more of their total funds from individuals than candidates belonging to no slates by nearly 20 percentage points (see Figure 10).

Figure 10: Slate Membership and the Proportion of Contributions Raised from Individual Donors by House Candidates



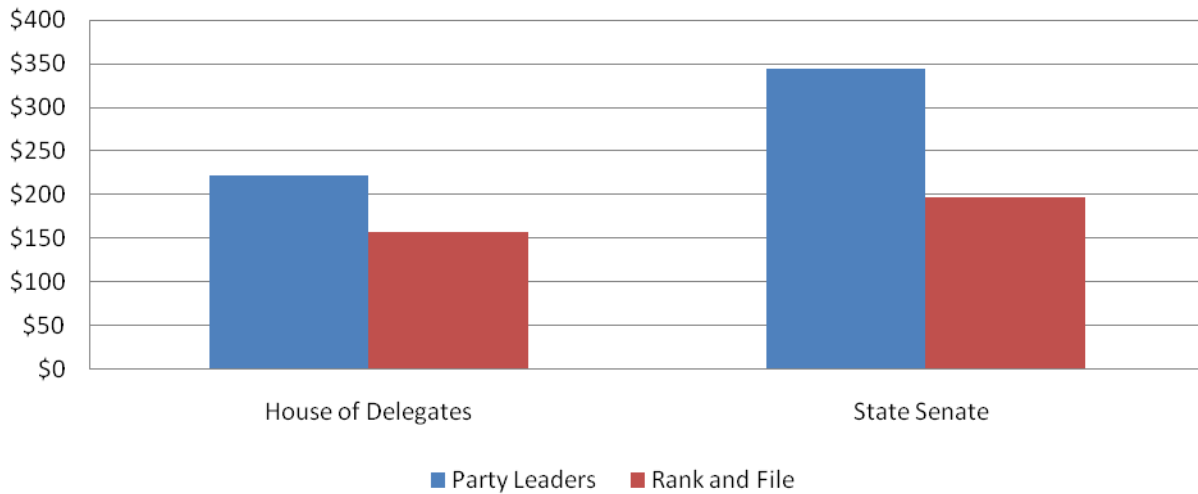
Among candidates for State Senate, the relationship is even more dramatic. Senate candidates belonging to more than three slates raised roughly 37% of their funds from individual donors while candidates with no slate memberships raised about 62% of their funds from individual donors (see Figure 11). Both State Senate and State Delegate candidates that were active in slates clearly were able to turn to sources other than individuals when raising campaign funds.

Figure 11: Slate Membership and the Proportion of Contributions Raised from Individual Donors by Senate Candidates



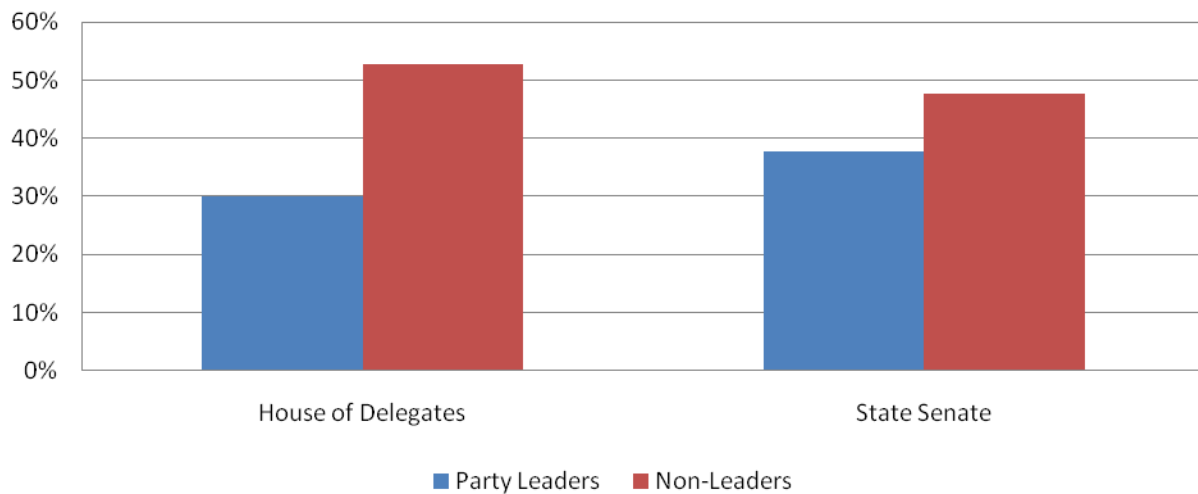
Whether or not a candidate held a party leadership position in the General Assembly was also relative to the amount received from individual donors. Individual donors gave larger amounts, on average, to party leaders (comprising the Speaker of the House, the Senate President, the Majority and Minority Leaders and their assistants, the Majority and Minority Whips and their chief assistants, and the Speakers Pro Tempore) than non-leaders in each chamber (see Figure 12). Among House candidates, donors gave an average of \$222 to party leaders and \$157 to non-leaders. Among candidates for the Senate the difference was even more dramatic. Donors gave an average of \$344 each to party leaders, and \$197 to all other candidates.

Figure 12: Party Leadership and Average Contribution to General Assembly Candidates



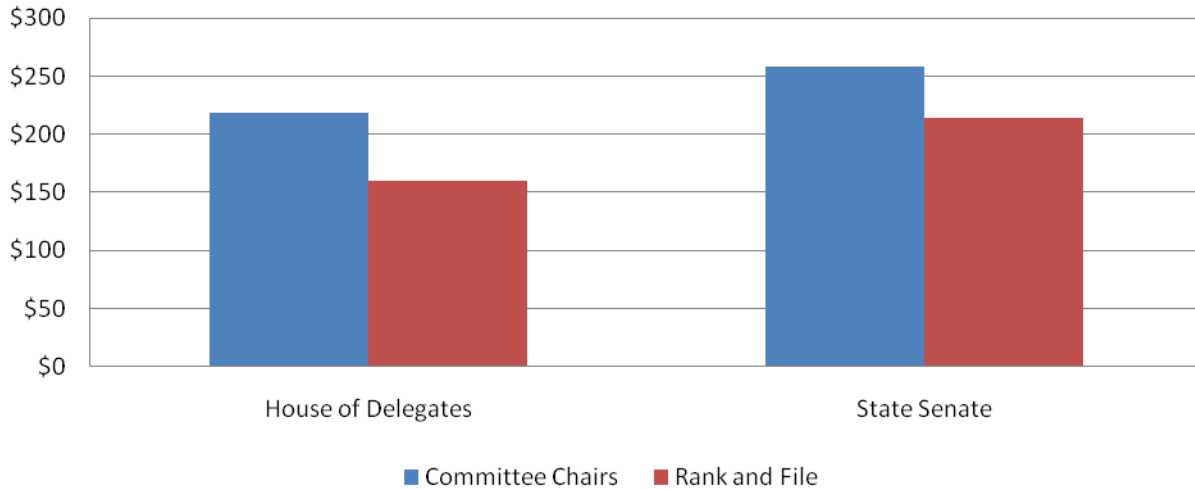
While party leaders received bigger contributions from individual donors, non-leaders were much more reliant on individual contributions. Rank and file members of the House of Delegates received about 20 percentage points more of their total funds from individuals than party leaders did (see Figure 13). Among candidates for the State Senate, party-leaders received about 10 percentage points less of their overall money from individuals than rank and file members did.

Figure 13: Party Leadership and the Proportion of Contributions Raised from Individual Donors



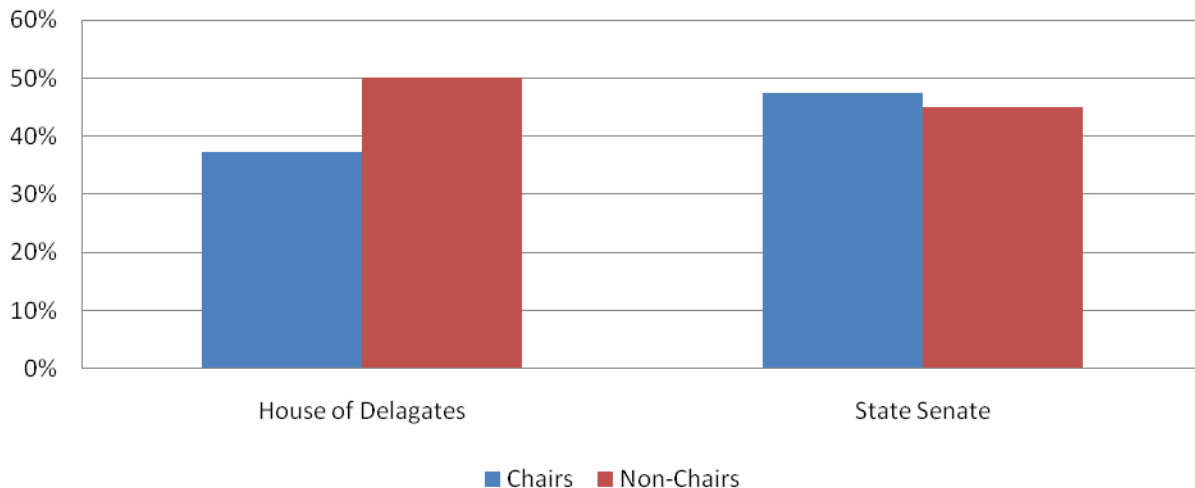
Committee chairs in the General Assembly, like party leaders, also benefitted from their institutional status. Individual donors, on average, contributed larger amounts to candidates who were committee chairs in 2006 (see Figure 14). Donors gave an average of \$218 to House committee chairs compared to \$160 to non-chairs. Among candidates for the Senate, donors gave an average of \$259 to chairs and \$214 to non-chairs.

Figure 14: Committee Chairs and Average Contribution to General Assembly Candidates



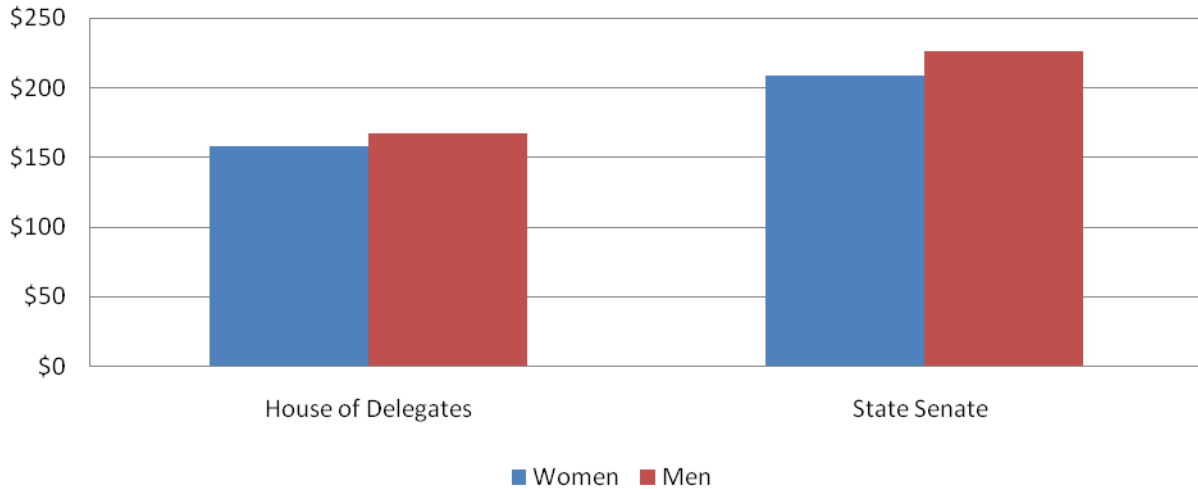
Committee chairs in the House of Delegates received less of their total donations from individuals than non-committees chairs (see Figure 15). However, among candidates for the Senate, committee chairs actually received a slightly larger proportion of their funds from individual donors.

Figure 15: Committee Chairs and the Proportion of Contributions Raised from Individual Donors



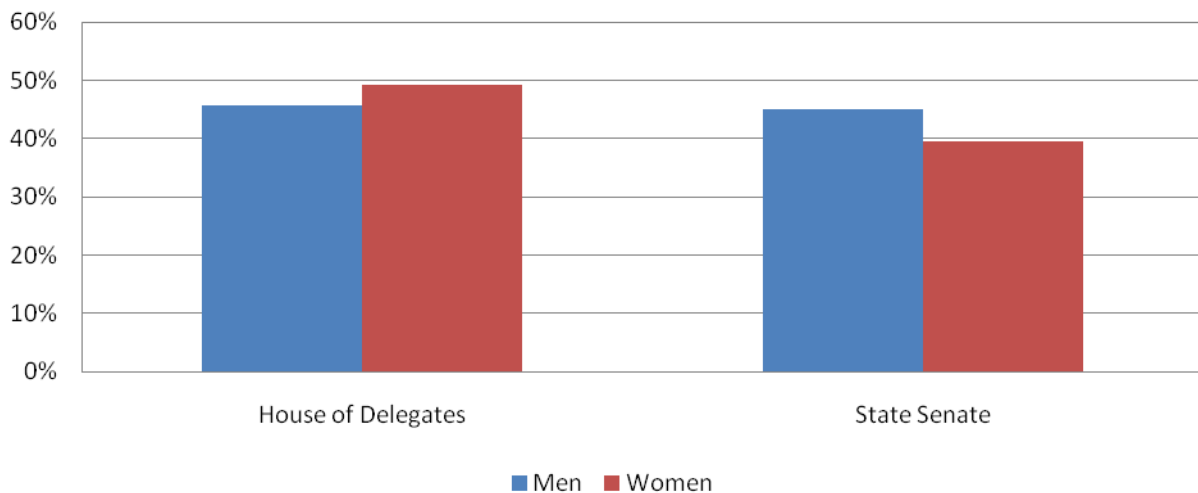
The gender of a candidate was only weakly related to the amount of money received from individual donors. Donors gave slightly larger average contributions to women running for the House of Delegates than men, however the difference was very small (see Figure 16). Donors gave an average of \$167 to women and \$158 to men. Among candidates for Senate, donors also gave slightly more to women, contributing an average of \$226 to women and \$209 to men.

Figure 16: Gender and Average Contribution to General Assembly Candidates



Male and female candidates were similarly reliant on individuals for campaign contributions. Among candidates for the House of Delegates, females received a slightly larger proportion of their total contributions from individuals, while the opposite was true for Senate candidates (see Figure 17). The differences, however, between male and female candidates and the proportion of their funds they from individuals is small.

Figure 17: Committee Chairs and the Proportion of Contributions Raised from Individual Donors



Appendix

The Study

The campaign finance data used in this report were obtained from the Maryland State Board of Elections and cover the full 2006 election cycle, defined as the period between January 1, 2003 and December 31, 2006. The data originally consisted of every contribution any individual gave to any Maryland candidate. Part of the analysis required aggregating the data to determine the total and average contributions made by each individual donor. The data were compiled from all contributions given by individuals for candidates running for State Senate, the House of Delegates, Governor, and Comptroller. Some of the figures in this report may not perfectly match the figures generated by the Maryland Elections Center website because the data on the website are subject to updating and corrections by the Maryland State Board of Elections. The campaign finance data were supplemented with other information collected by the Center for American Politics and Citizenship.

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