



Center for  
Responsive Politics  
OpenSecrets.org

THE 2012 ELECTION:  
HOW MUCH DID MONEY  
MATTER?

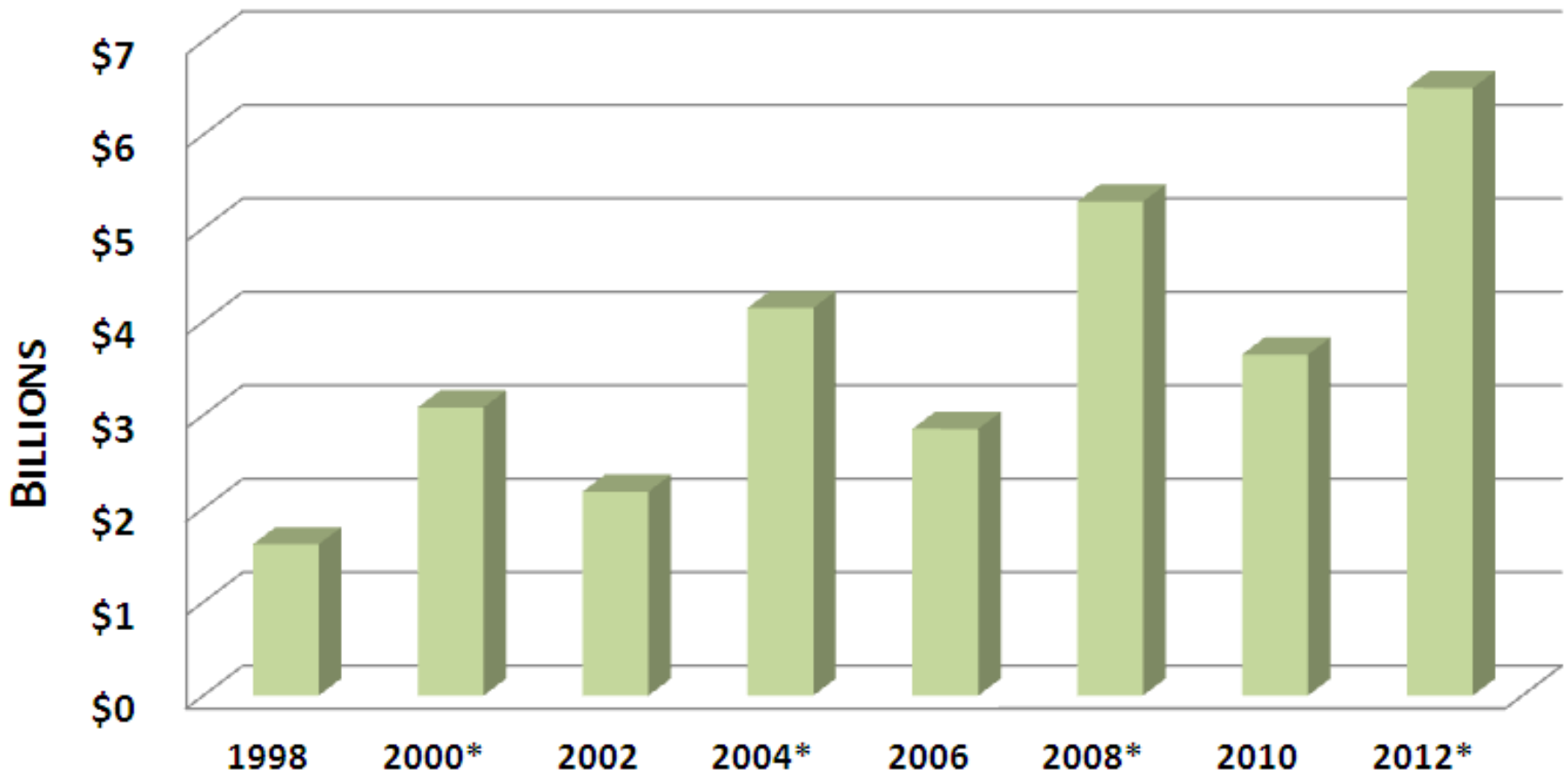
“PURCHASING POWER: MONEY, POLITICS AND INEQUALITY”  
CONFERENCE, INSTITUTION FOR SOCIAL AND POLICY  
STUDIES, YALE UNIVERSITY

MAY 6, 2013



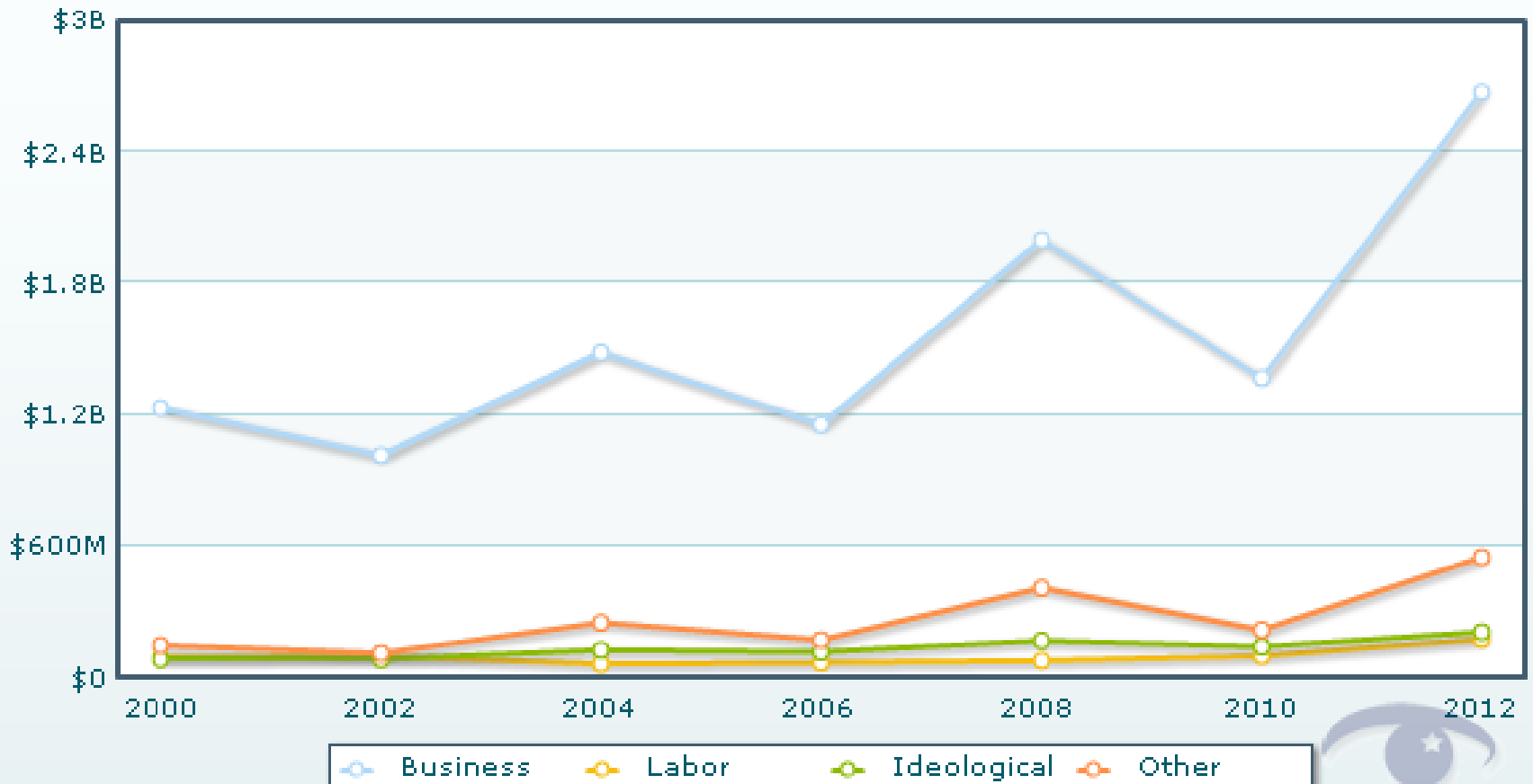
# HOW MUCH DID 2012 COST?

## TOTAL COST OF ELECTIONS BY CYCLE, 1998 - 2012



# Sources of Political Contributions, 1999-2012 (Business vs Labor/Ideological/Other)

BLIO Trends Over Time



# Totals by Type of Spender, 2012 Cycle

## Total by Type of Spender, 2012

Type of Group	Total Spent	# of Groups Registered	# of Groups Spending to date
Super PACs	<b>\$609,417,654</b>	<b>1,307</b>	<b>255</b>
Social Welfare 501(c)(4)	<b>\$254,279,733</b>	<b>N/A</b>	<b>151</b>
Trade Assns 501(c)(6)	<b>\$55,360,921</b>	<b>N/A</b>	<b>15</b>
Unions 501(c)(5)	<b>\$23,546,333</b>	<b>N/A</b>	<b>75</b>
Parties	<b>\$255,357,890</b>	<b>111</b>	<b>50</b>
Other (corporations, individual people, other groups, etc)	<b>\$93,188,938</b>	<b>402</b>	<b>269</b>
<b>Grand Total:</b>	<b>\$1,291,151,469</b>	<b>2,090</b>	<b>815</b>

# Outside Spending by RACE, 2012 Cycle

PRESIDENTIAL: \$652,734,921

SENATE: \$376,593,560

HOUSE: \$338,094,854

Race	Total	For Dems	Against Dems	For Repubs	Against Repubs
<u>President</u>	\$652,734,921	\$49,748,015	\$333,833,578	\$123,218,166	\$135,217,784
<u>Virginia Senate</u>	\$52,410,795	\$3,220,685	\$28,008,191	\$2,783,747	\$18,398,172
<u>Wisconsin Senate</u>	\$46,244,093	\$3,268,536	\$15,457,482	\$4,963,803	\$20,666,004
<u>Ohio Senate</u>	\$38,902,955	\$3,455,726	\$16,219,927	\$7,237,342	\$11,771,193
<u>Indiana Senate</u>	\$33,447,030	\$1,250,751	\$12,320,701	\$5,339,086	\$13,341,692



# TOTAL COST: PRESIDENTIAL RACE

## BLUE TEAM:

**\$1.1 Billion**

Candidate: \$684 Million

DNC: \$292 Million

Outside Groups: \$131 Million

## RED TEAM:

**\$1.2 Billion**

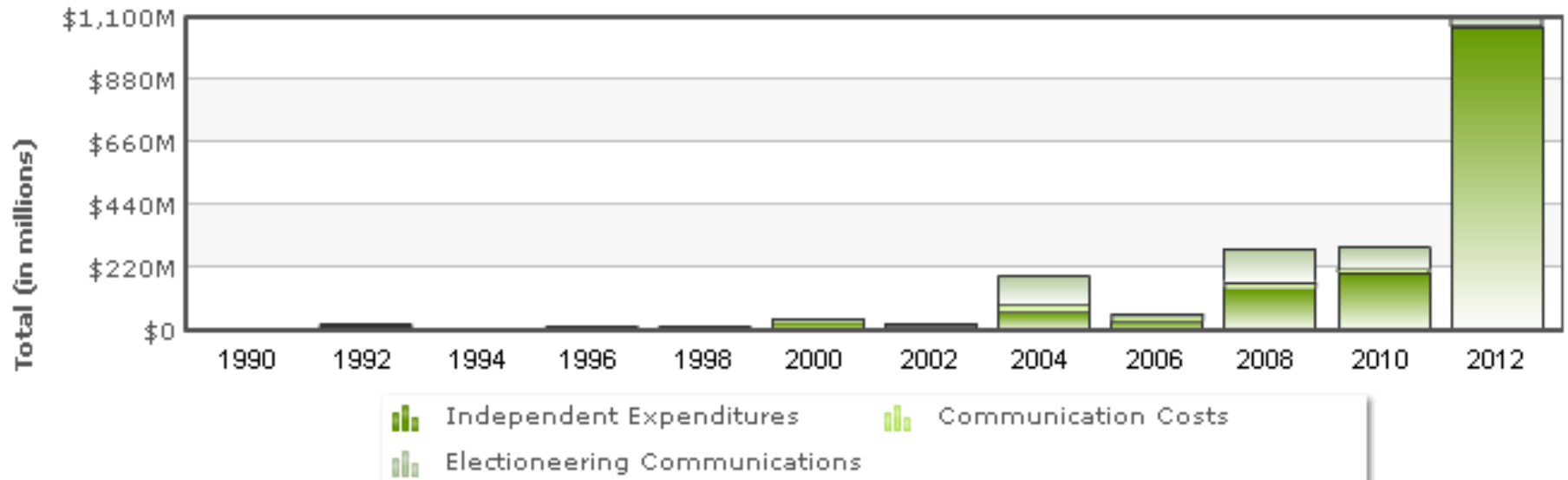
Candidate: \$433 Million

RNC: \$386 Million

Outside Groups: \$419 Million

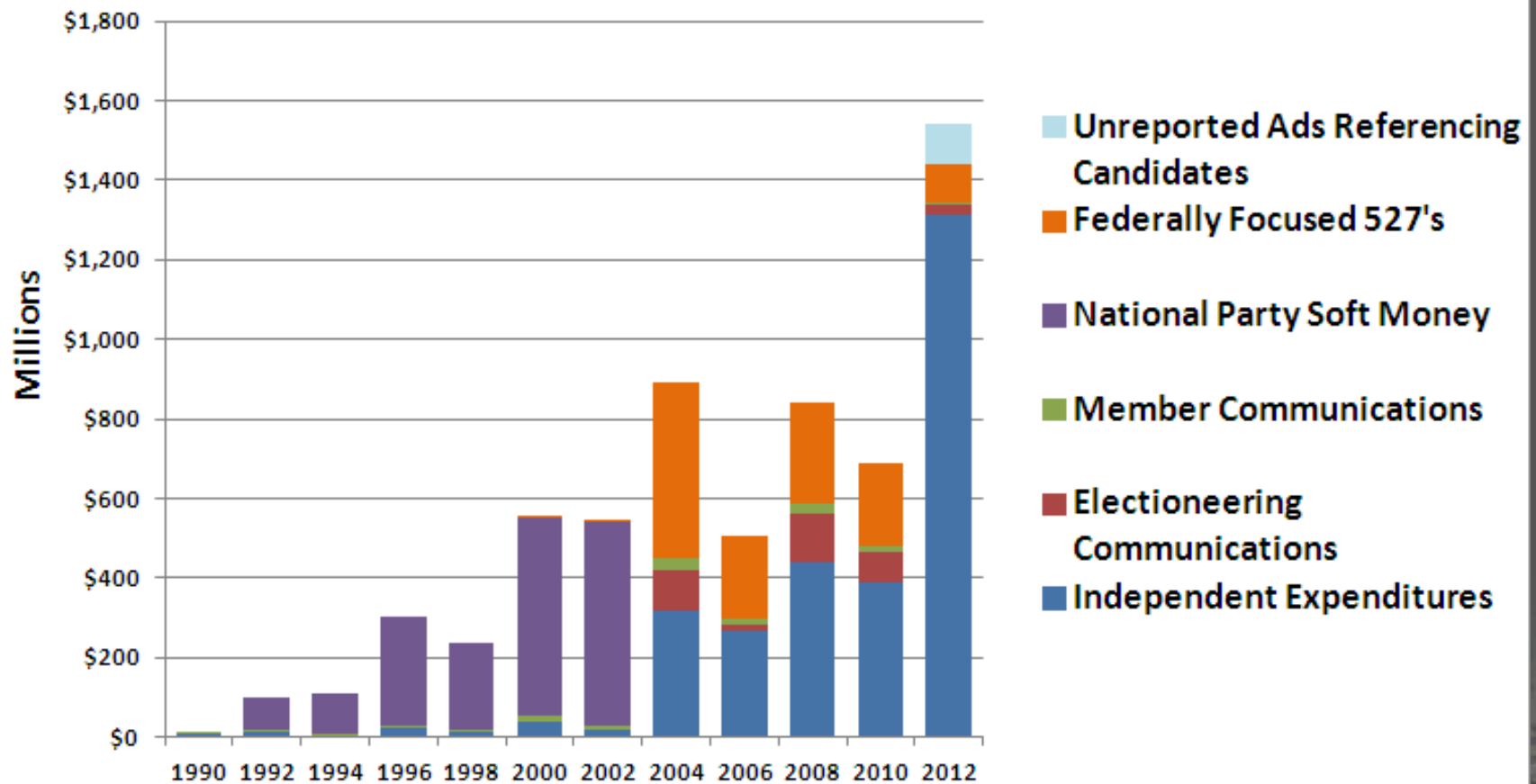


# Total Outside Spending Excluding Party Committees, 1990-2012



# A Different View of “Outside Spending”

## Outside Spending by Type, 1990 - 2012





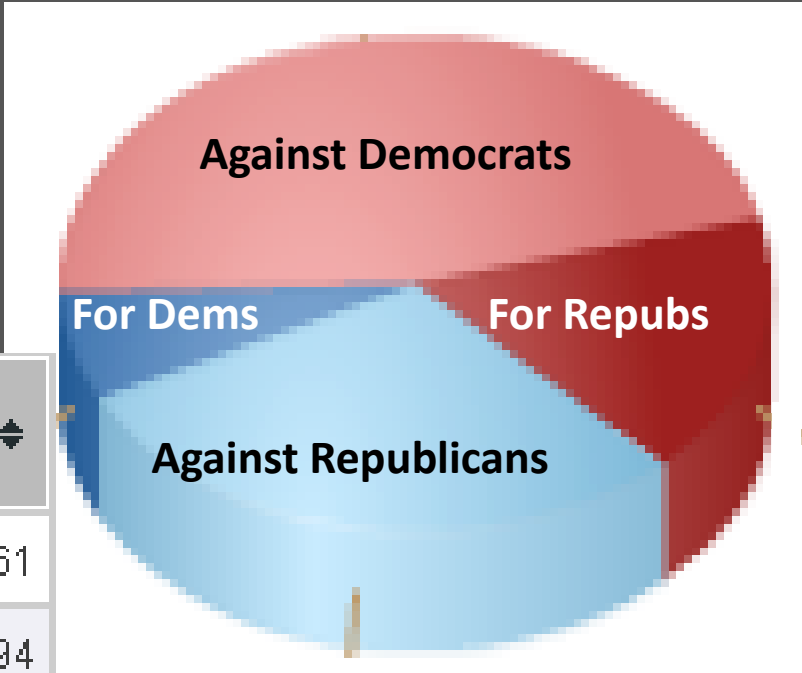
# Single-Candidate Super PACs: The New Leadership PAC?

## Top Single-Candidate Super PACs, 2012 Cycle

Group	Independent Expenditures	Supports/Opposes
Texas Conservatives Fund	\$5,872,431	opposes Dewhurst
Independence Virginia PAC	\$4,921,410	opposes Kaine
Freedom PAC	\$4,845,126	supports Mack
Treasure Coast Jobs Coalition	\$2,436,135	opposes Murphy
End the Gridlock	\$1,716,935	opposes Fischer
Cmte to Elect Effective Valley Congressman	\$1,623,671	supports Berman
America 360 Cmte	\$1,250,723	supports Brown
Hardworking Americans Cmte	\$1,176,548	opposes Stabenow
Rethink PAC	\$1,158,829	opposes Brown
Prosperity First	\$1,124,154	supports Altschuler

*\* Top super PACs targeting CONGRESSIONAL CANDIDATES ONLY, by total independent expenditures.*

# Outside Spending by CANDIDATE, 2012 Cycle



Candidate	Race	Total
<a href="#">Obama, Barack (D)</a> 📺	<a href="#">PRES</a>	\$387,655,861
<a href="#">Romney, Mitt (R)</a> 📺	<a href="#">PRES</a>	\$183,769,794
<a href="#">Gingrich, Newt (R)</a> 📺	<a href="#">PRES</a>	\$32,453,225
<a href="#">Santorum, Rick (R)</a> 📺	<a href="#">PRES</a>	\$28,983,703
<a href="#">Kaine, Tim (D)</a> 📺	<a href="#">VAS1</a>	\$27,226,804

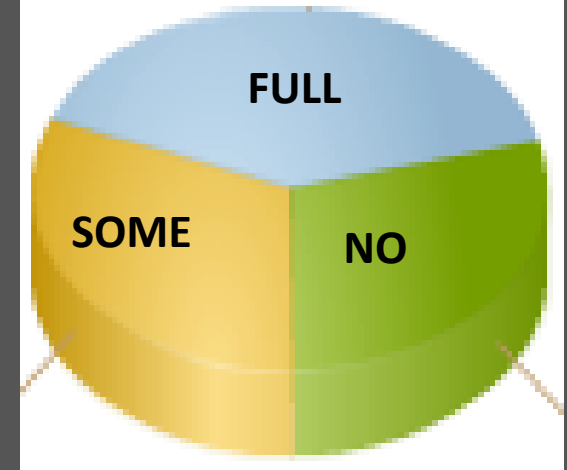


# Outside Spending by Group, 2012 Cycle

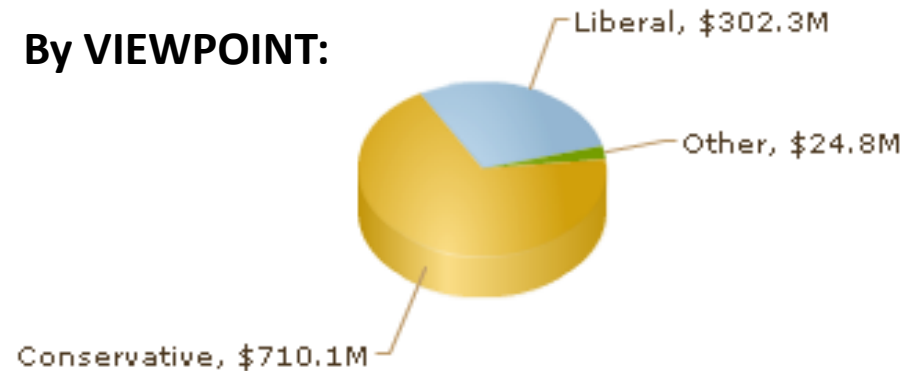
## Top Outside Spending Group:

Group	Total
<a href="#">American Crossroads/Crossroads GPS</a> ● 📺	\$175,706,789
<a href="#">Restore Our Future</a> ● 📺	\$132,174,589
<a href="#">Priorities USA Action</a> ● 📺	\$65,205,743
<a href="#">Majority PAC</a> ● 📺	\$38,152,864
<a href="#">Americans for Prosperity</a> ○ 📺	\$36,352,928
<a href="#">US Chamber of Commerce</a> ○ 📺	\$36,177,665
<a href="#">Service Employees International Union</a> ●	\$32,696,502
<a href="#">House Majority PAC</a> ● 📺	\$30,691,797

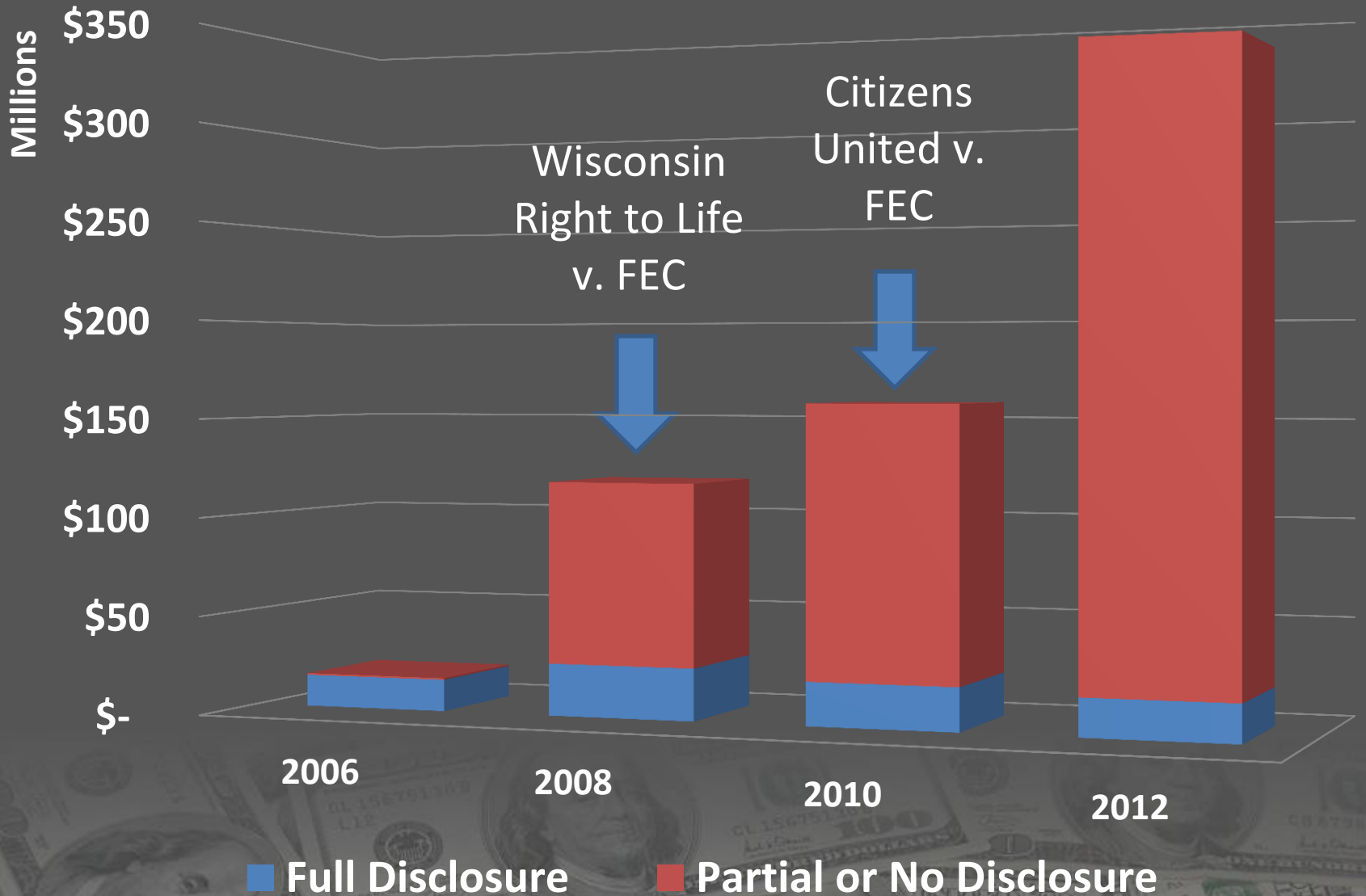
## By DISCLOSURE:



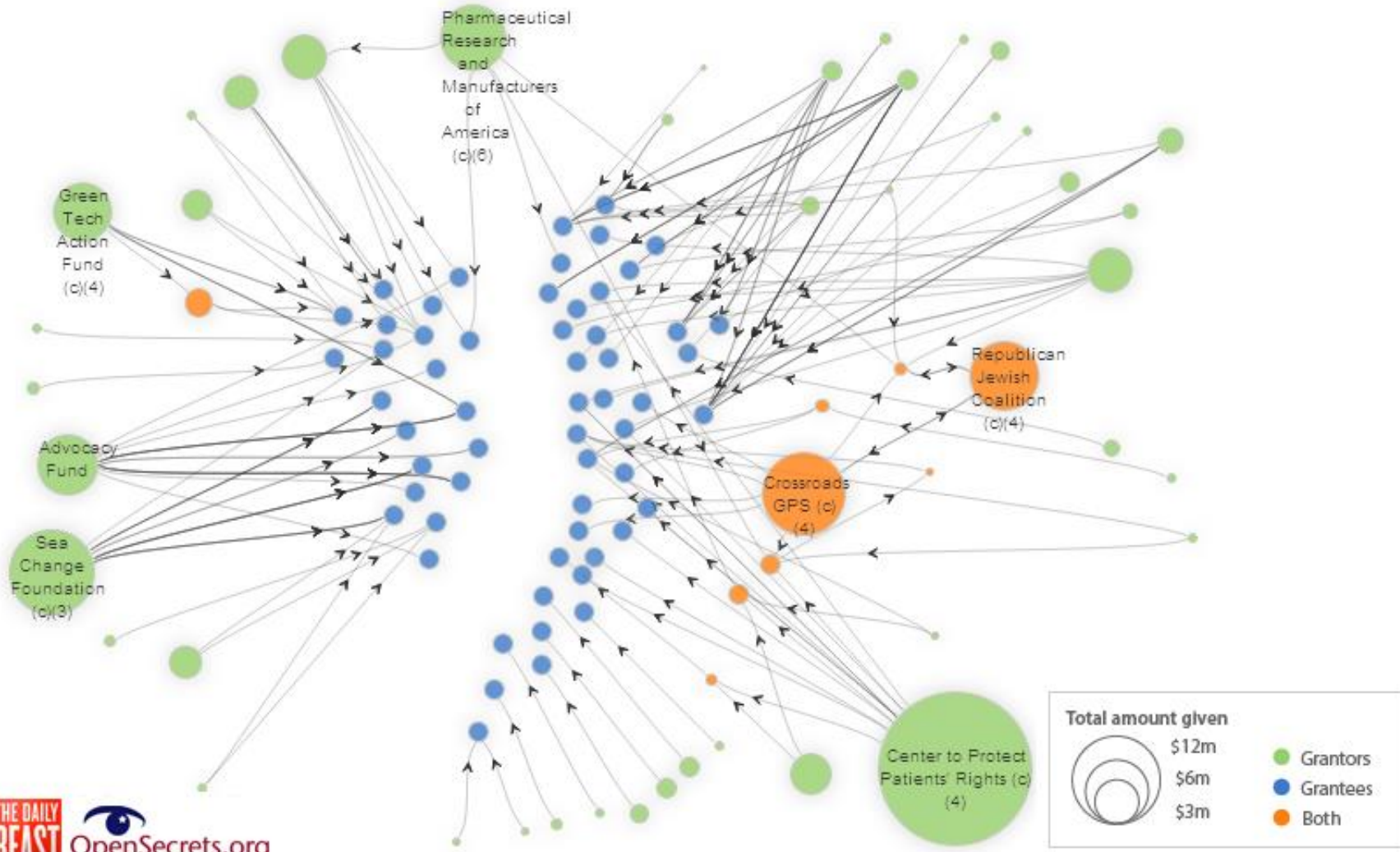
## By VIEWPOINT:



# Nonprofit spending by disclosure



# Shadow-Money Networks



# WHY TRANSPARENCY?

“The First Amendment protects political speech; and disclosure permits citizens and shareholders to react to the speech of corporate entities in a proper way. This transparency enables the electorate to make informed decisions and give proper weight to different speakers and messages.”

– *Citizens United* majority opinion

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