
Final Project

Group 2

— —

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Background

Election campaigns in the United States are expensive and can cost around hundreds of million dollars for the candidates, their political action committees, and other allies. The usual method is to court big donors and even reach out to small donors. However, Bernie Sanders's presidential campaign unprecedentedly relied on small donors as the primary basis of funding. This political phenomena broke through the usual general apathy towards politics and campaigns that most Americans possess. Sanders's supporters showed excitement and donated in waves never before seen.

Goal: We wanted to know who is contributing to the campaign

Scope

States

Florida

Delaware

Reason:

Large vs small (land size, population)

Mixed political orientation vs liberal

Southern state vs New England

Hypothesis

White, wealthy-males with college education are more likely to contribute to the Bernie Sanders campaign.



Indicators

1. Demographic

Race

Gender

Age

Rural/ Urban

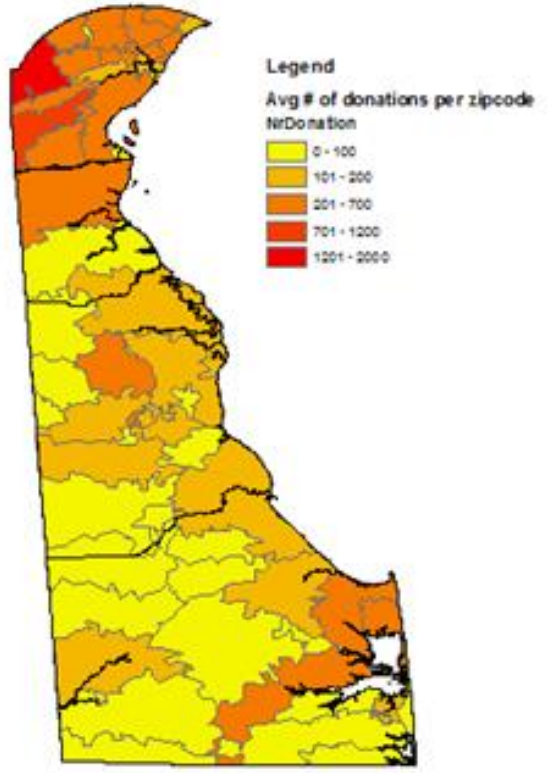
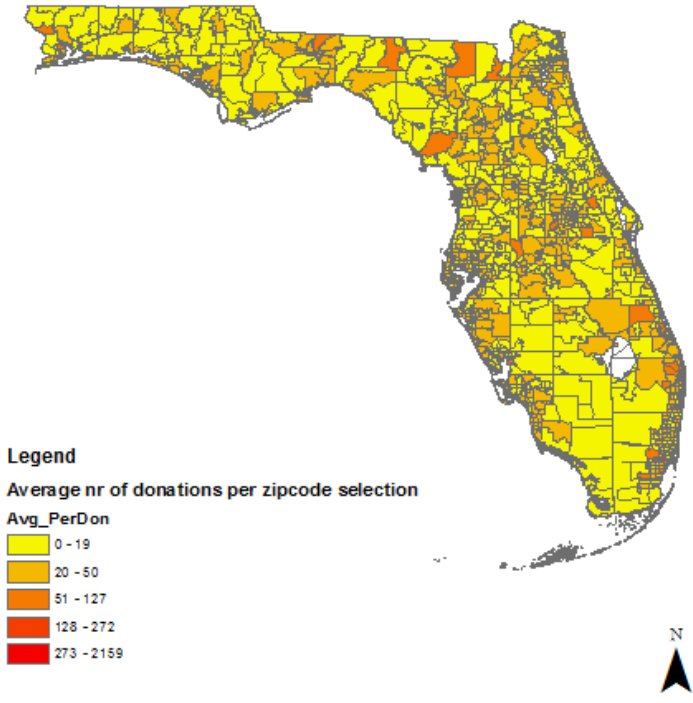
1. Economic

Income by zip code

Net Worth by zip code

Population under poverty

Average Number of Donations for Sanders



Demographic Indicators

1. Race (moderate correlation)

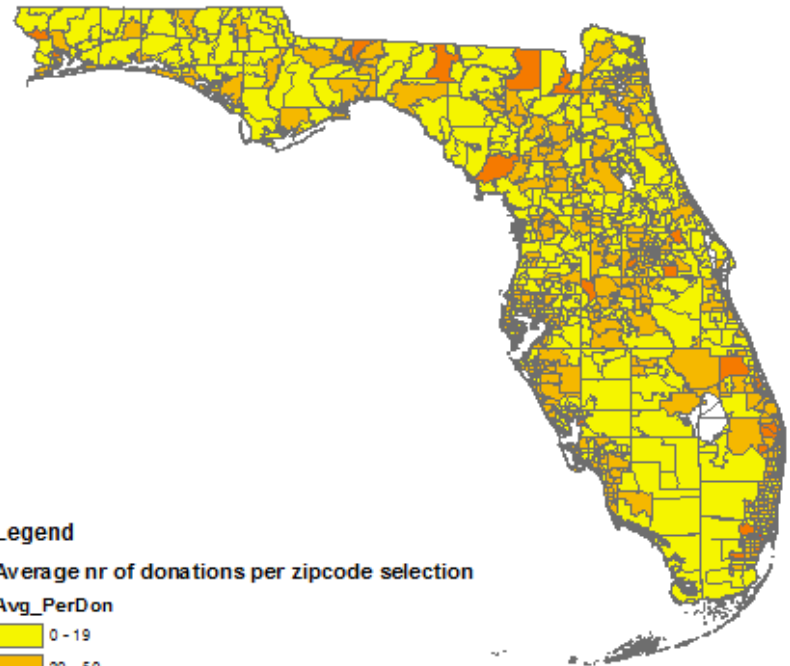
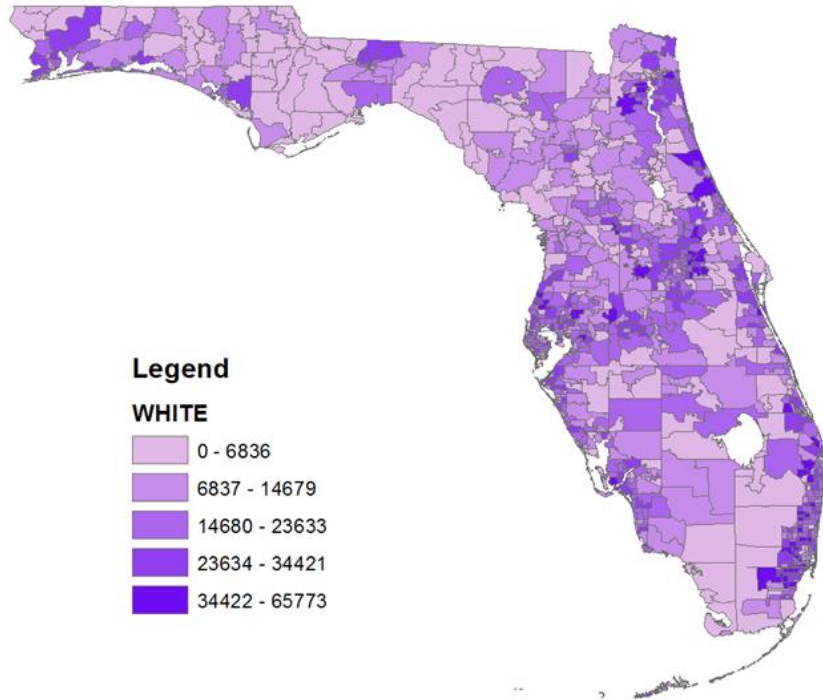
1. Gender (weak correlation)

1. Urban (strong correlation)

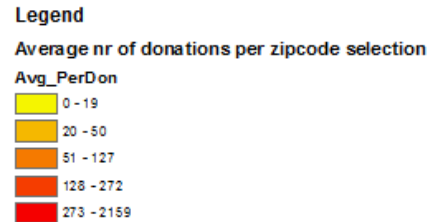
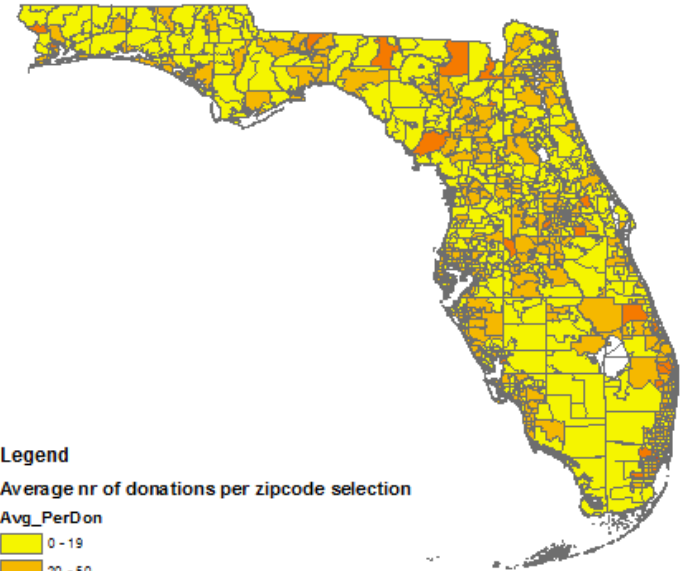
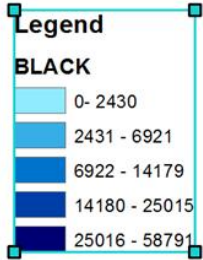
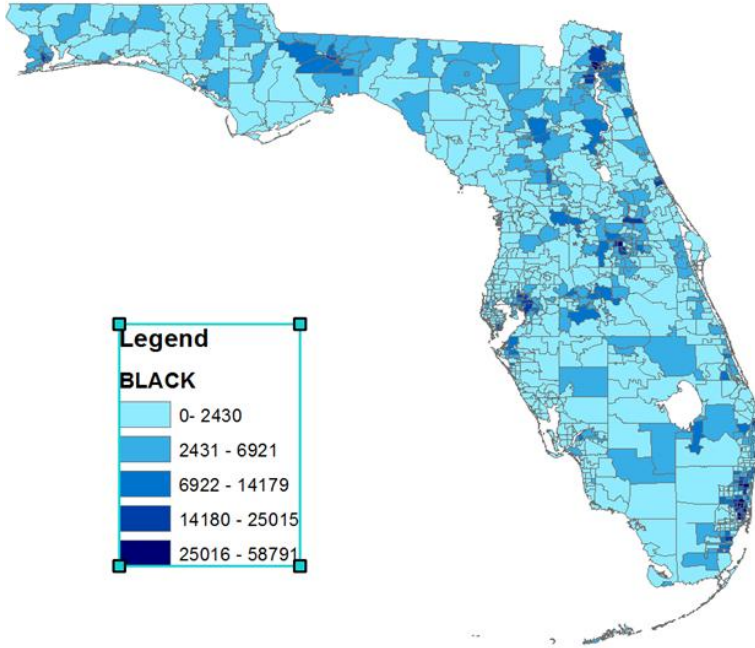
4. Age (strong correlation but hard to conclude)



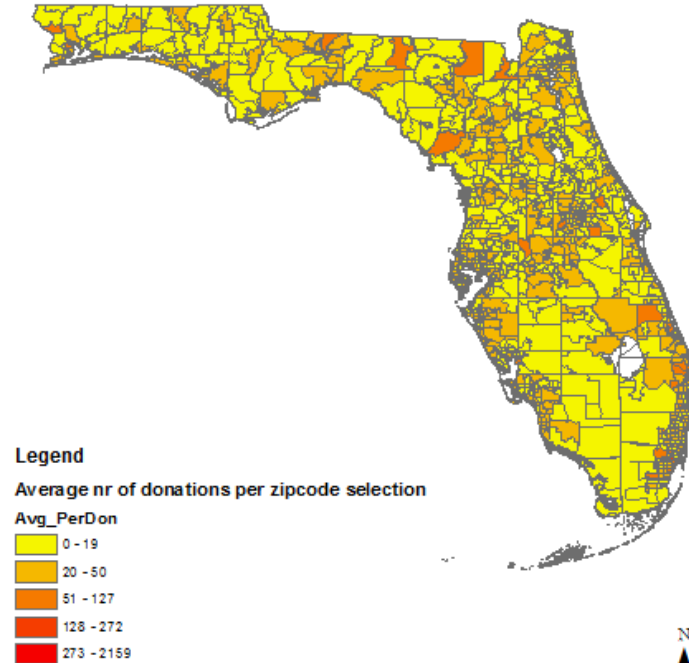
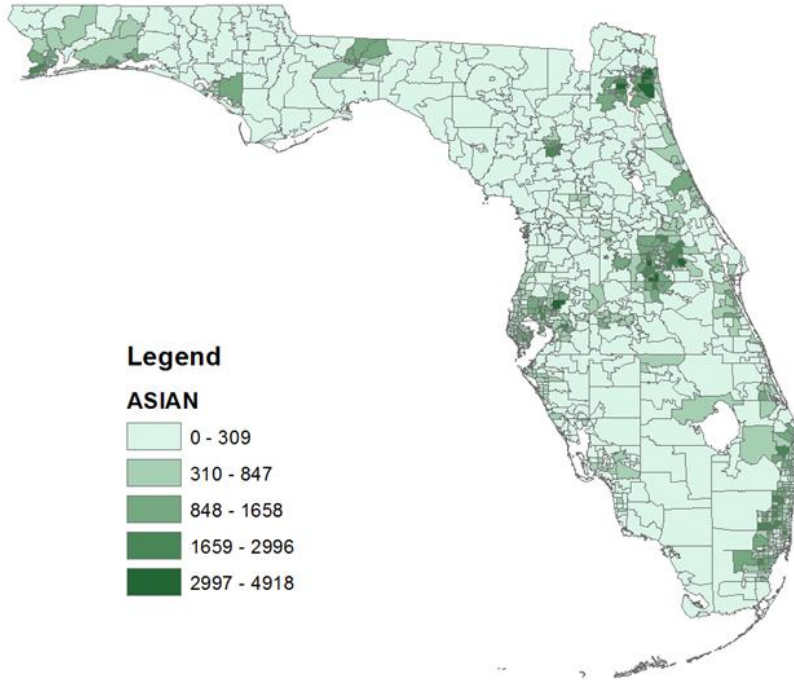
Florida White Demographic Breakdown



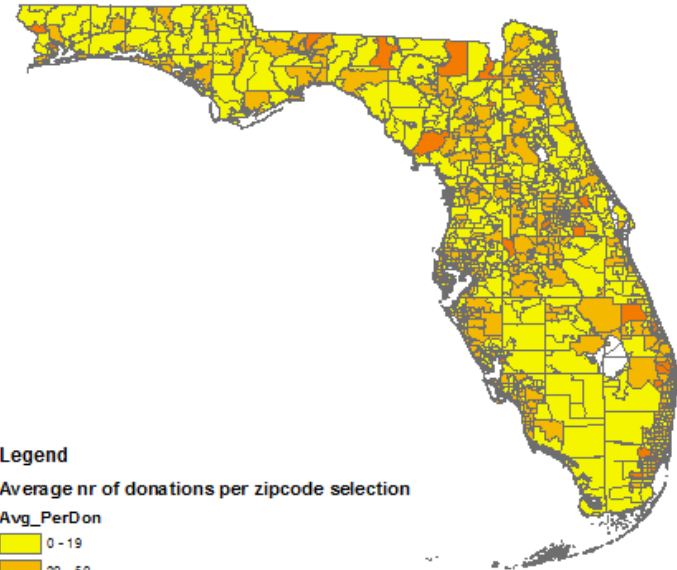
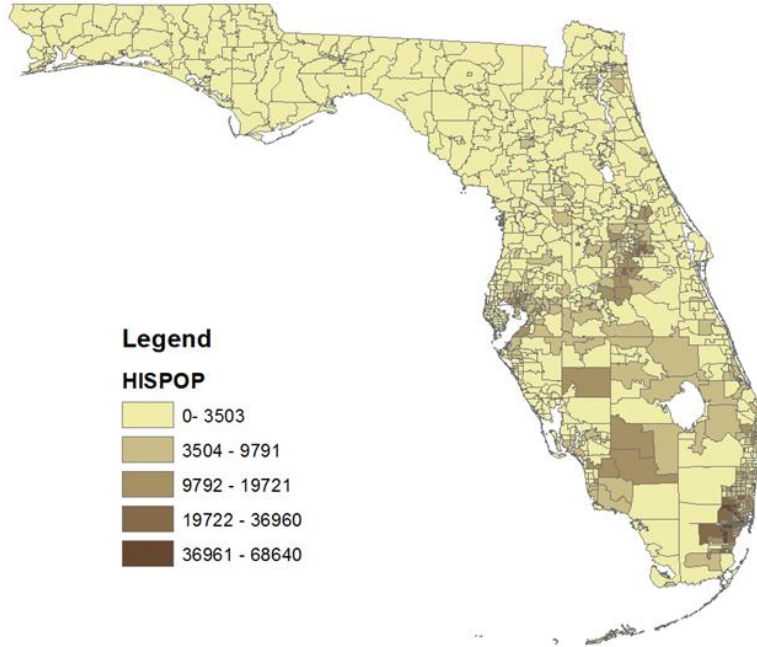
Florida Black Demographic Breakdown



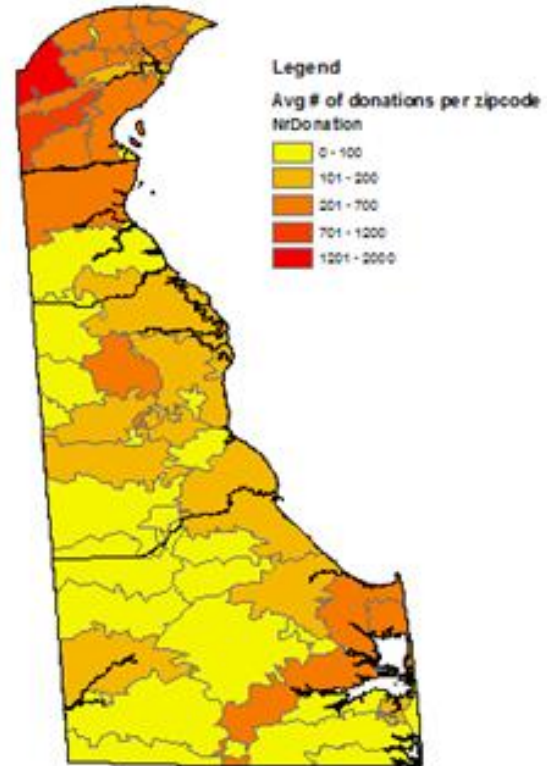
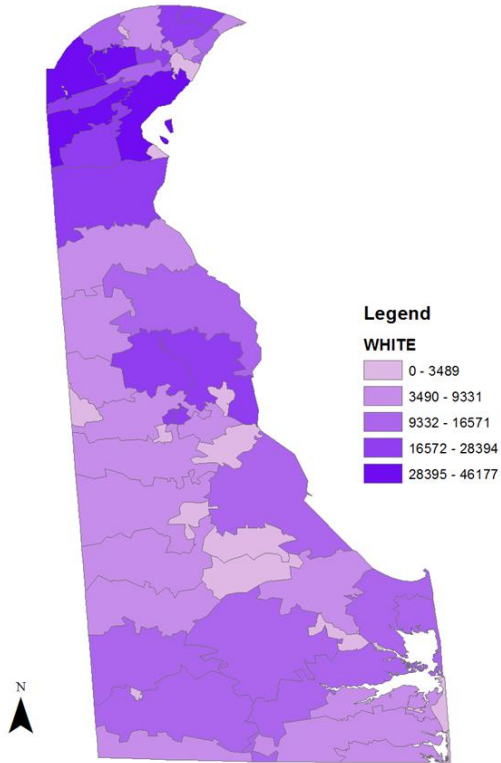
Florida Asian Demographic Breakdown



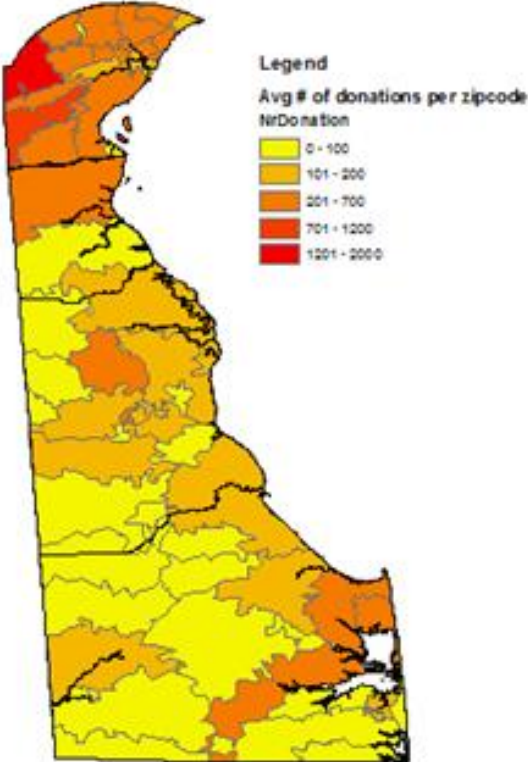
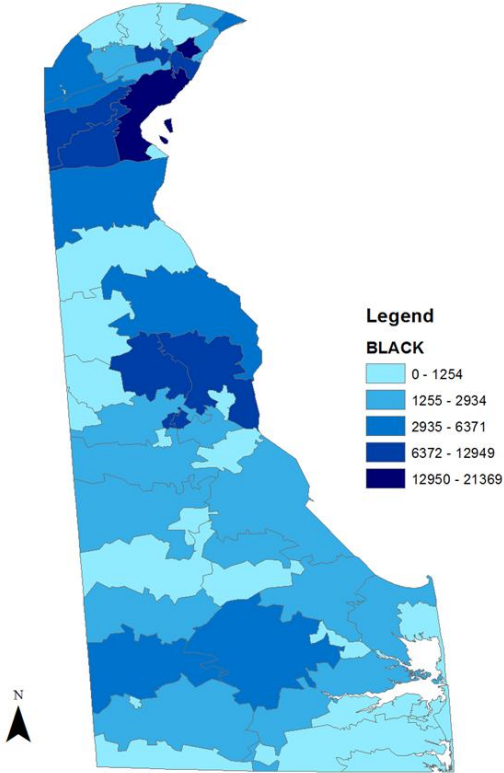
Florida Hispanic Demographic Breakdown



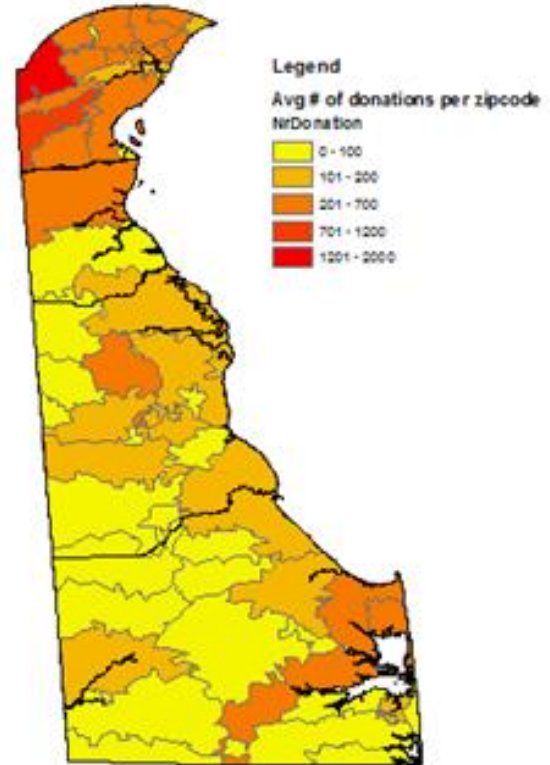
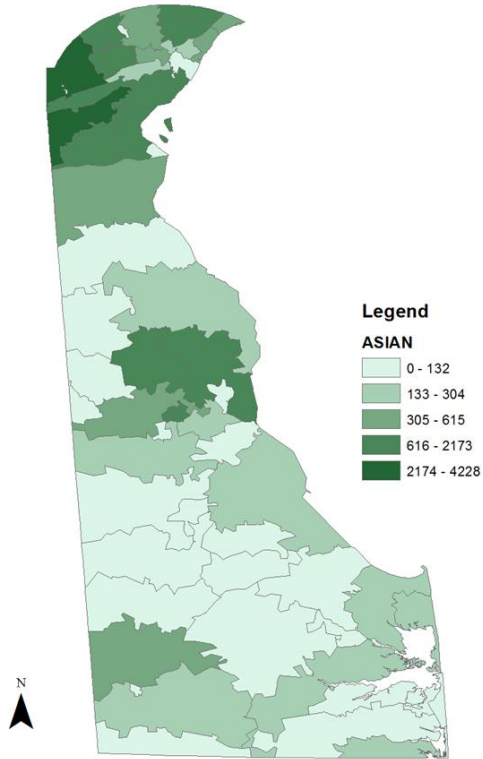
Delaware White Demographic Breakdown



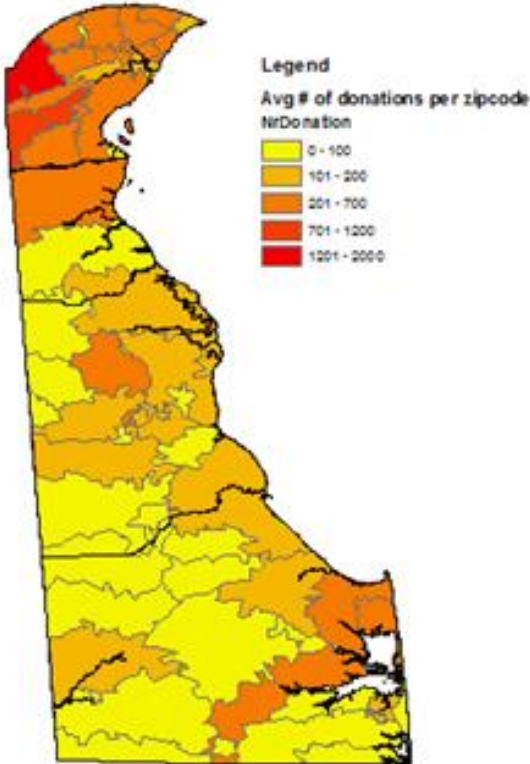
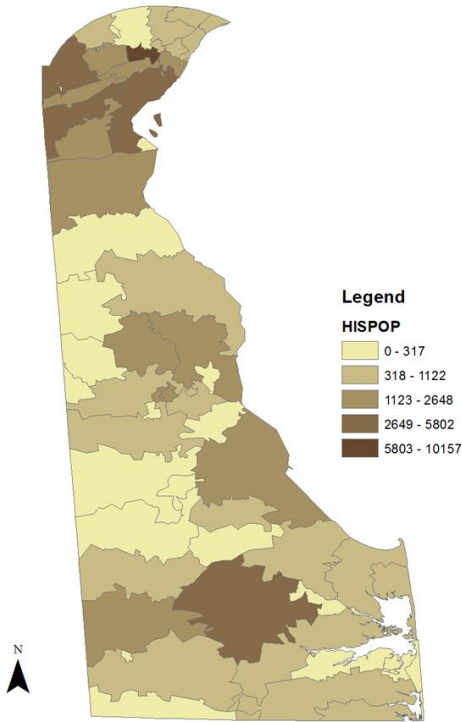
Delaware Black Demographic Breakdown



Delaware Asian Demographic Breakdown



Delaware Hispanic Demographic Breakdown



Gender Demographic Breakdown

Legend

Delaware.Male_Pop

48.000000



Legend

Percent Male

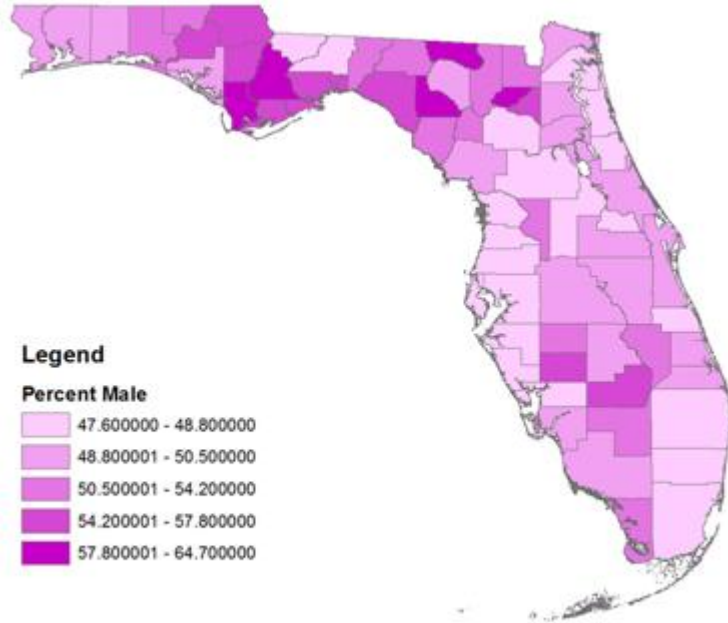
47.600000 - 48.800000

48.800001 - 50.500000

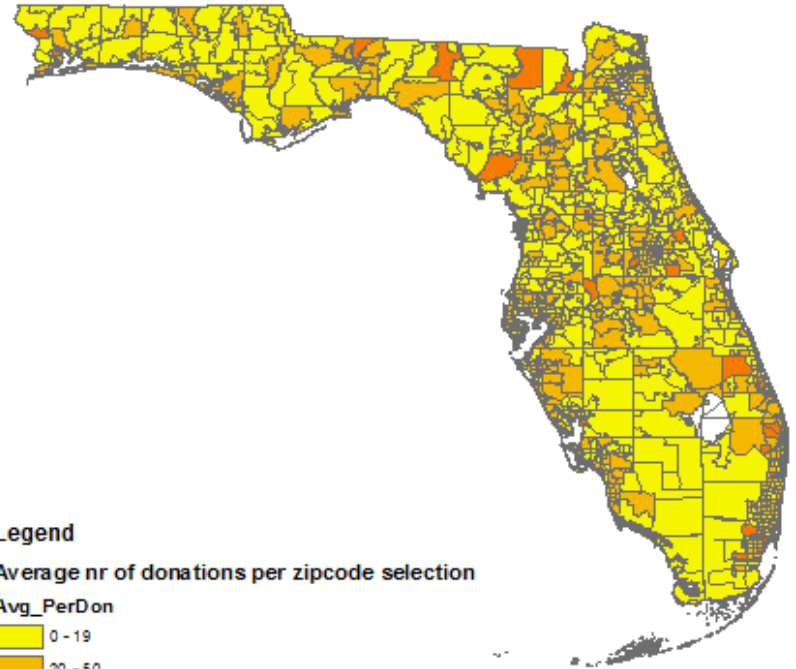
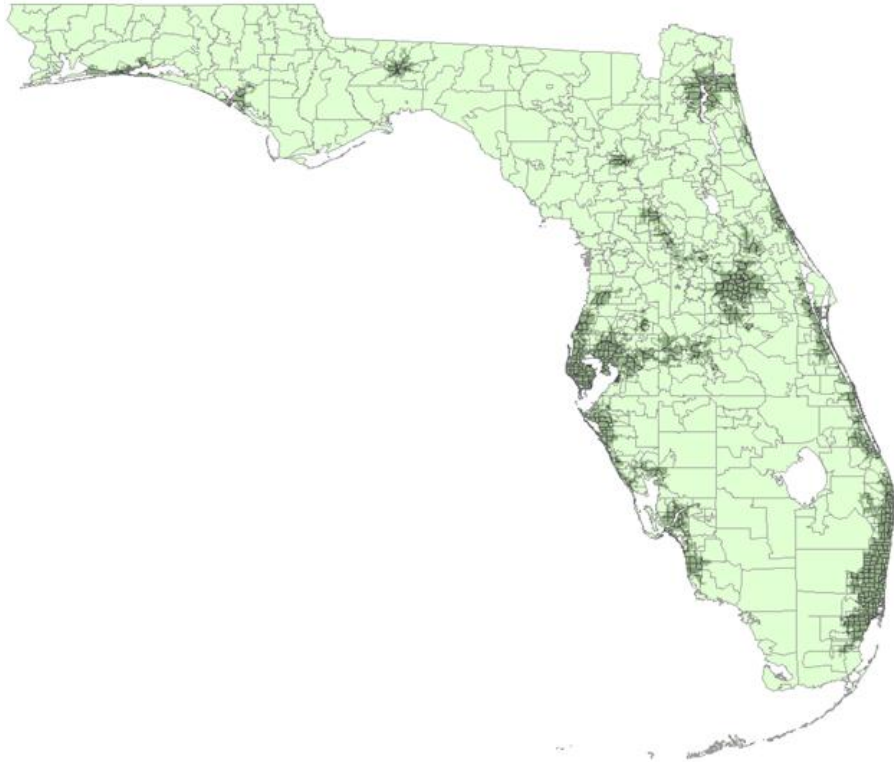
50.500001 - 54.200000

54.200001 - 57.800000

57.800001 - 64.700000



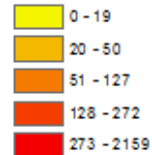
Florida Urban Demographic Breakdown



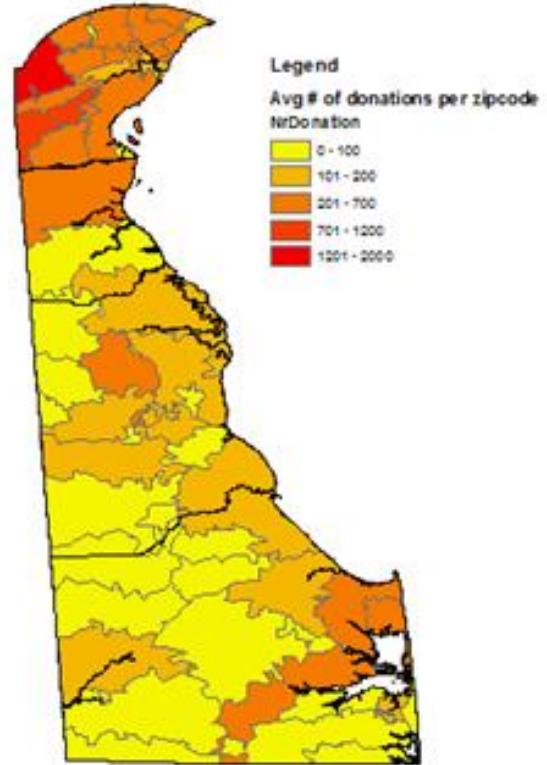
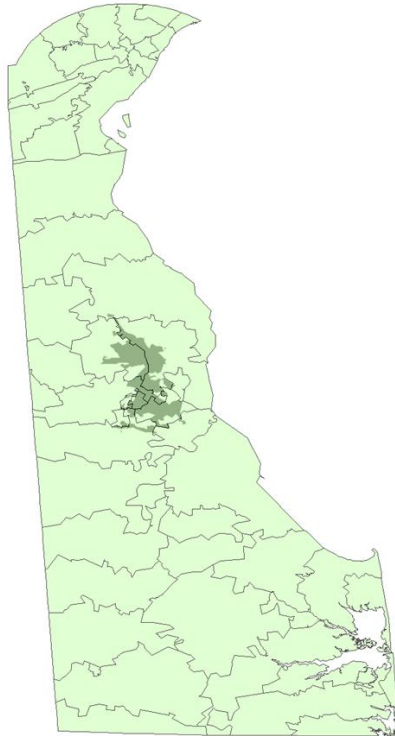
Legend

Average nr of donations per zipcode selection

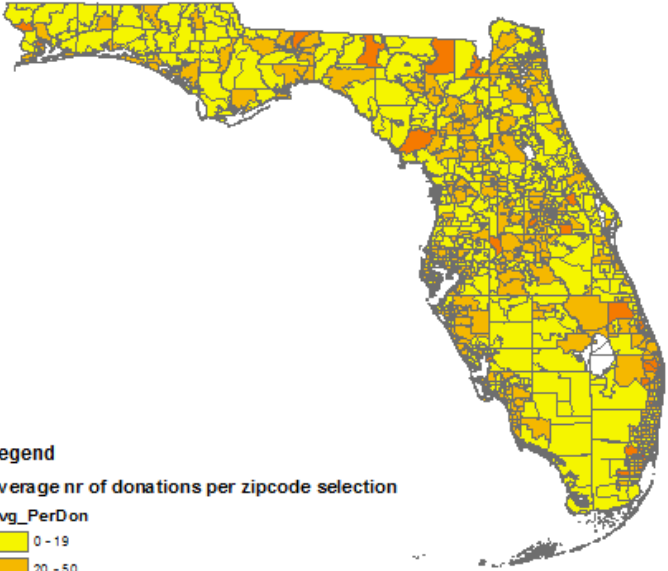
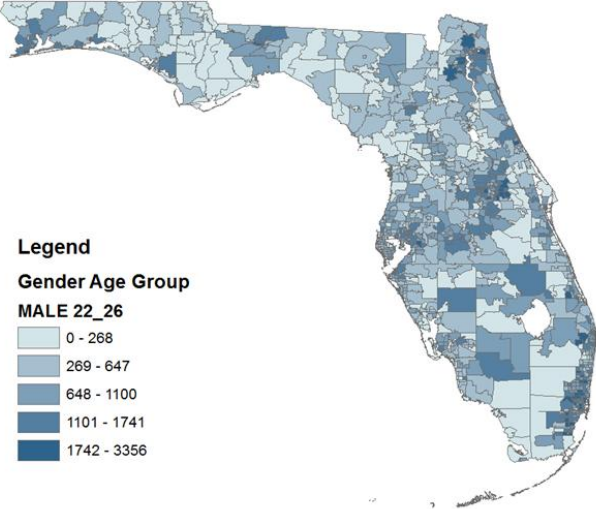
Avg_PerDon



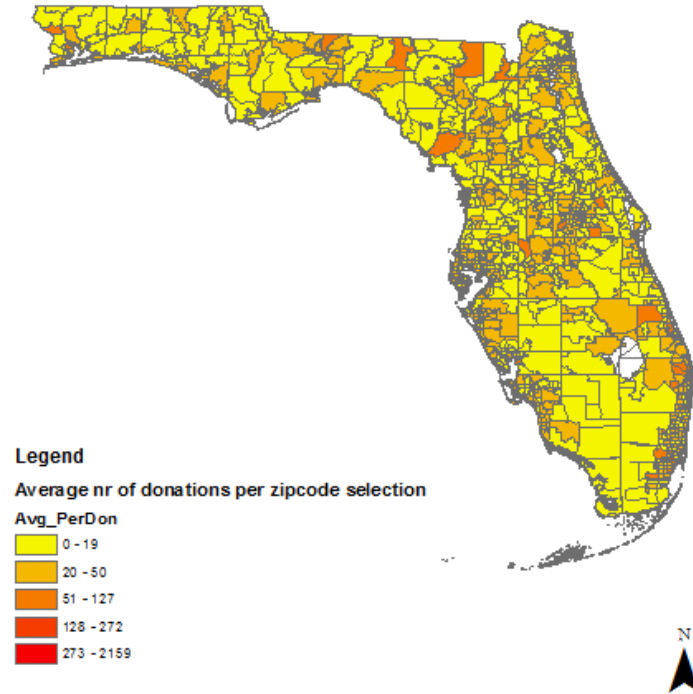
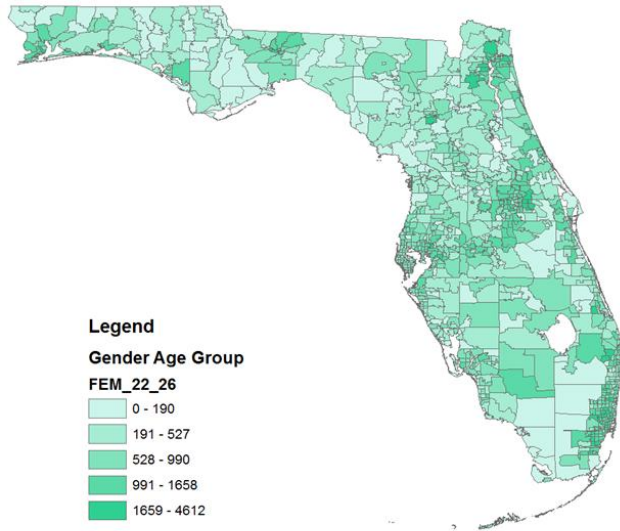
Delaware Urban Demographic Breakdown



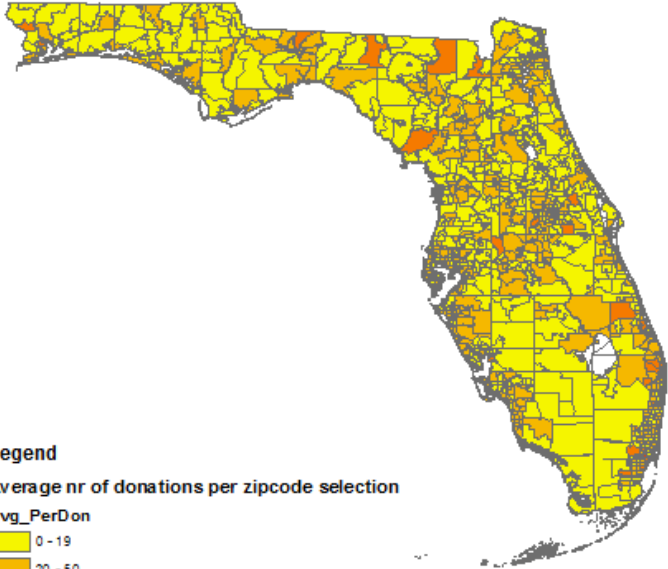
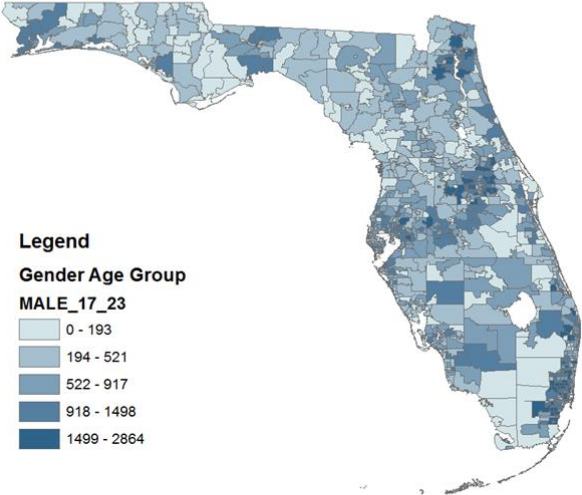
Florida Male Age 22-26 Breakdown



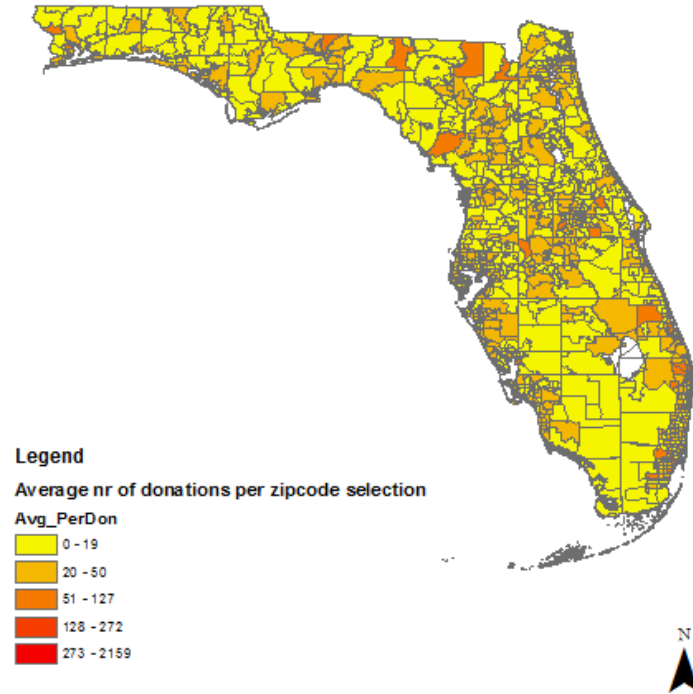
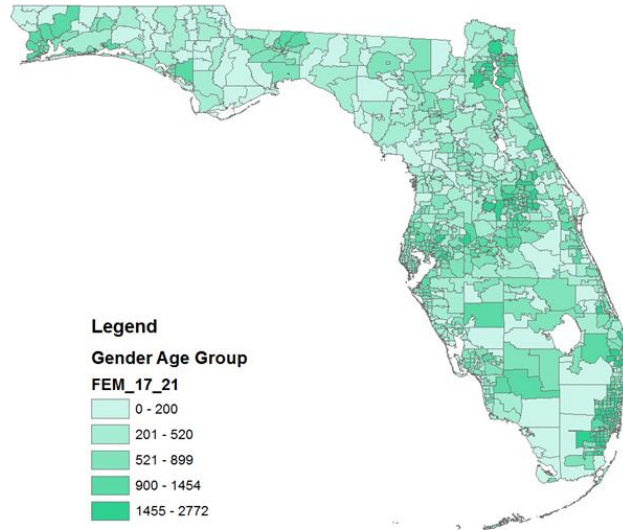
Florida Female Age 22-26 Breakdown



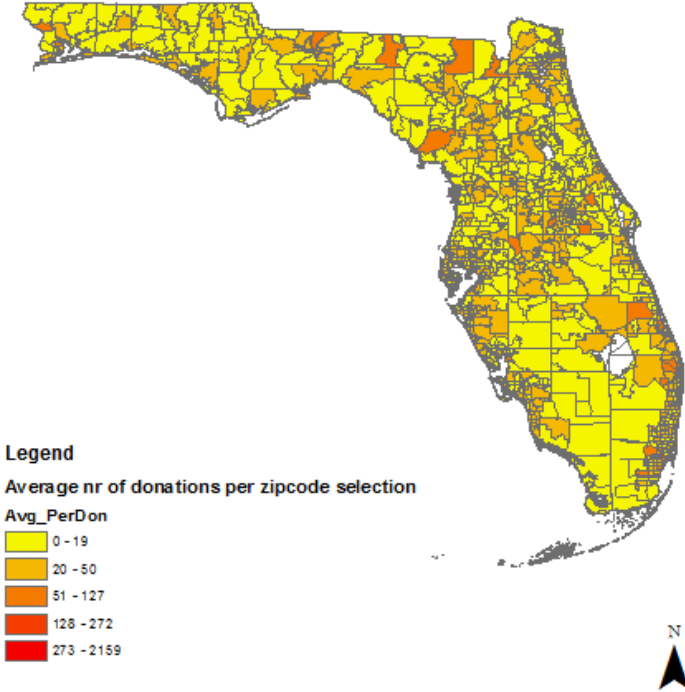
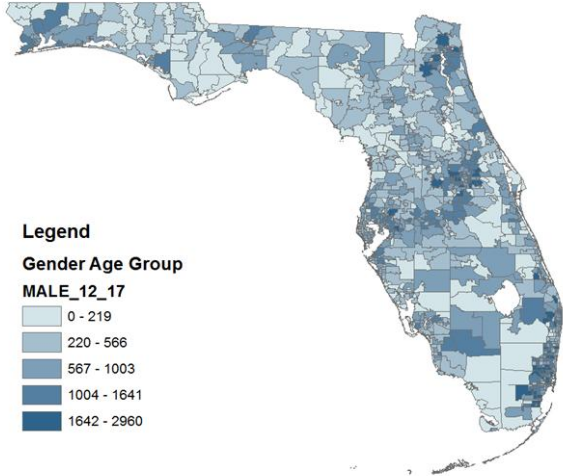
Florida Male Age 17-23 Breakdown



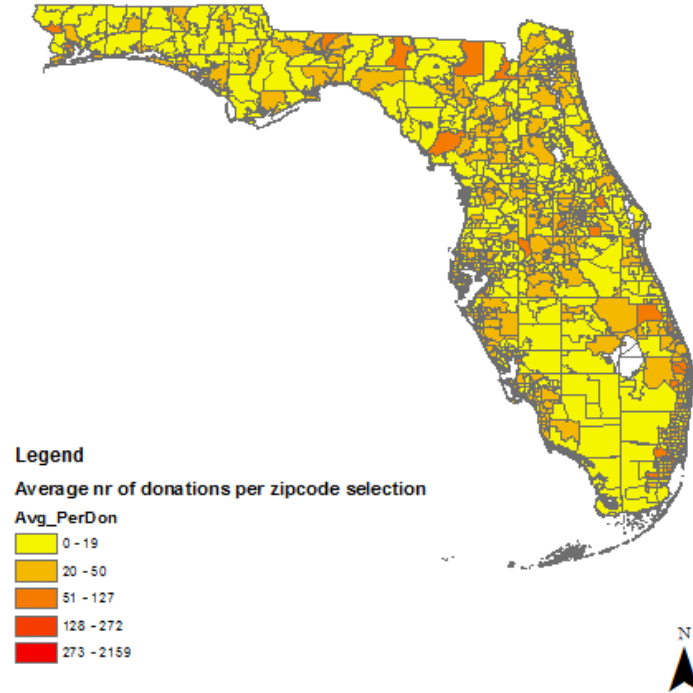
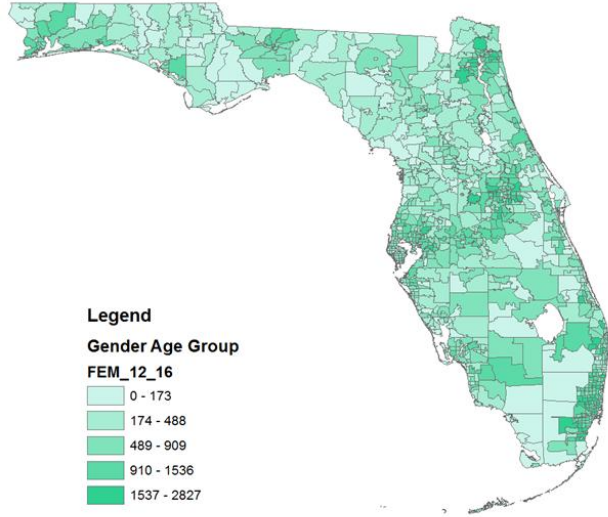
Florida Female Age 17-21 Breakdown



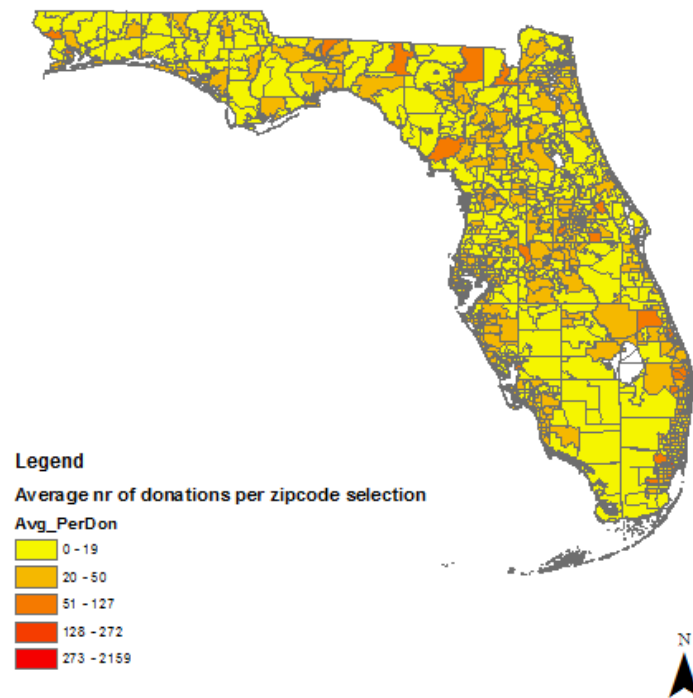
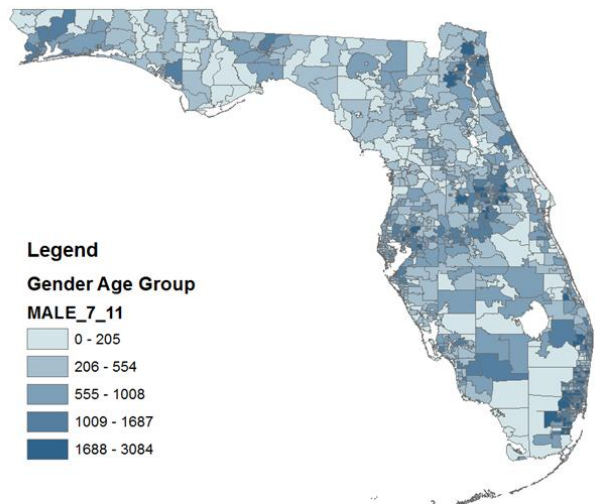
Florida Male Age 12-17 Breakdown



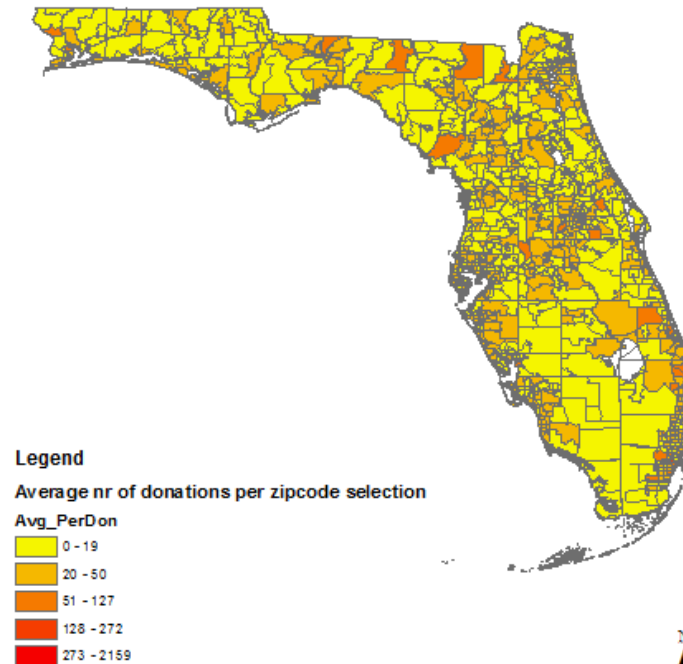
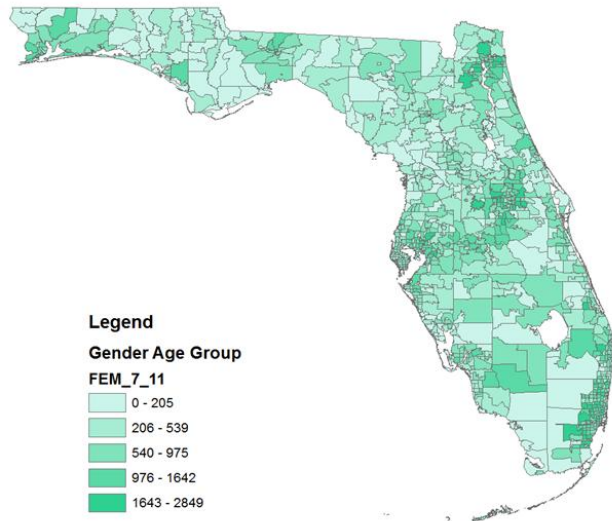
Florida Female Age 12-16 Breakdown



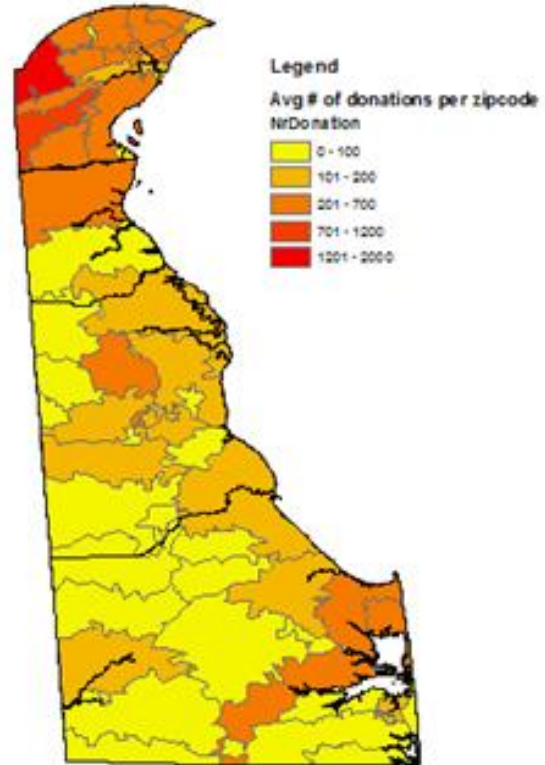
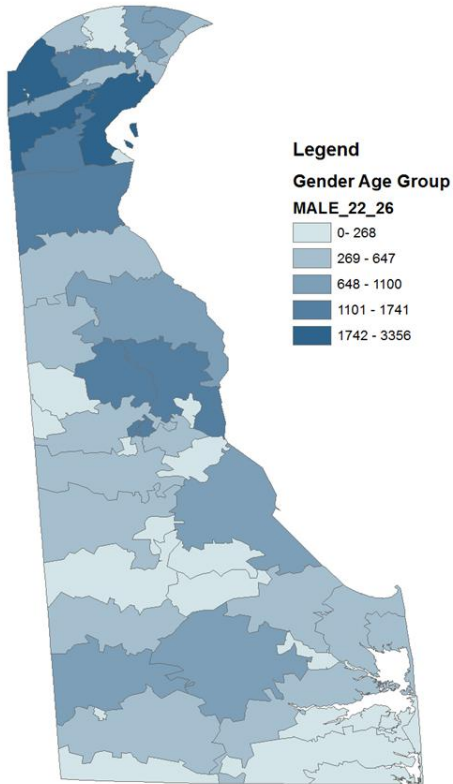
Florida Male Age 7-11 Breakdown



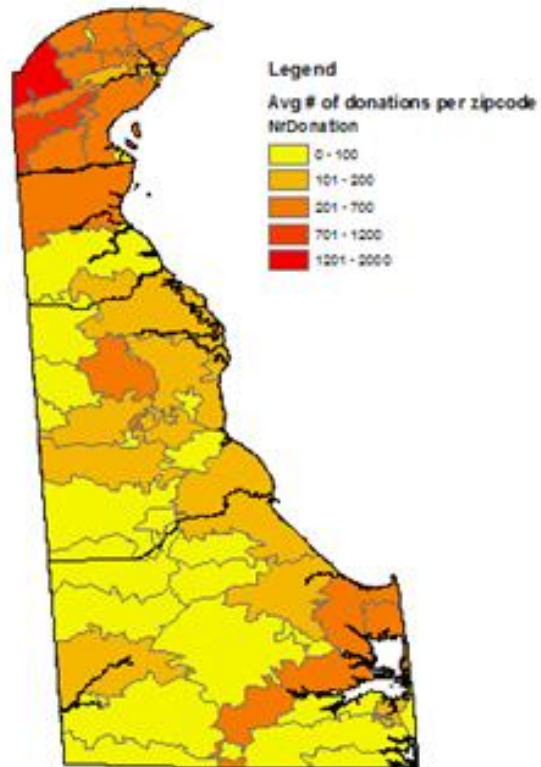
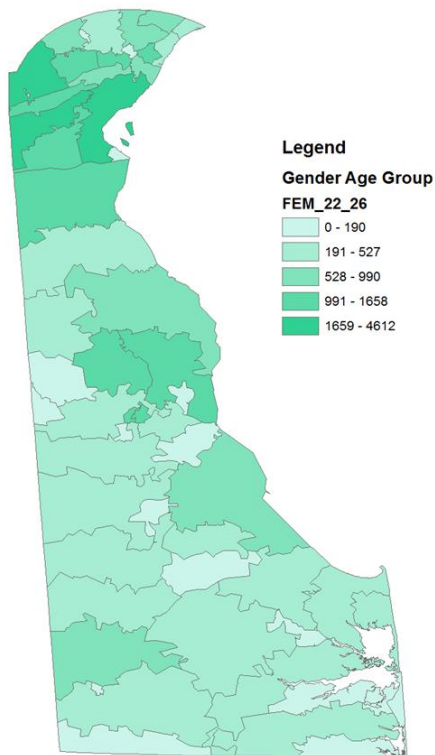
Florida Female Age 7-11 Breakdown



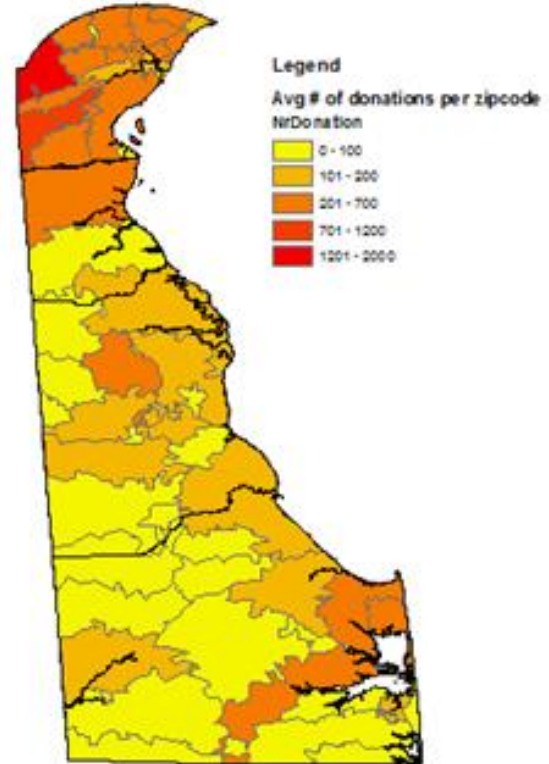
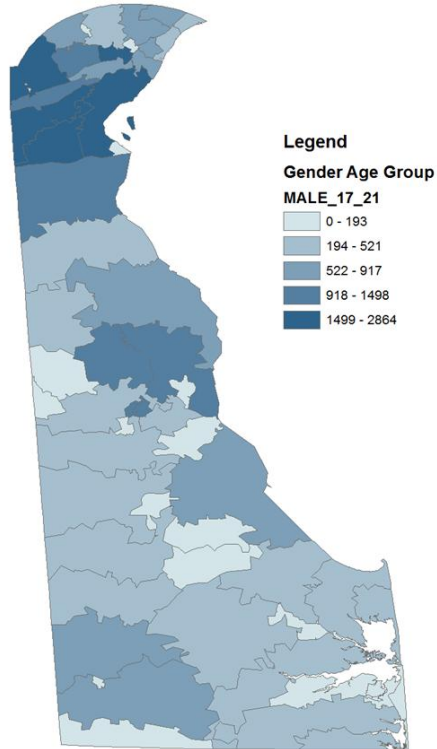
Delaware Male Age 22-26 Breakdown



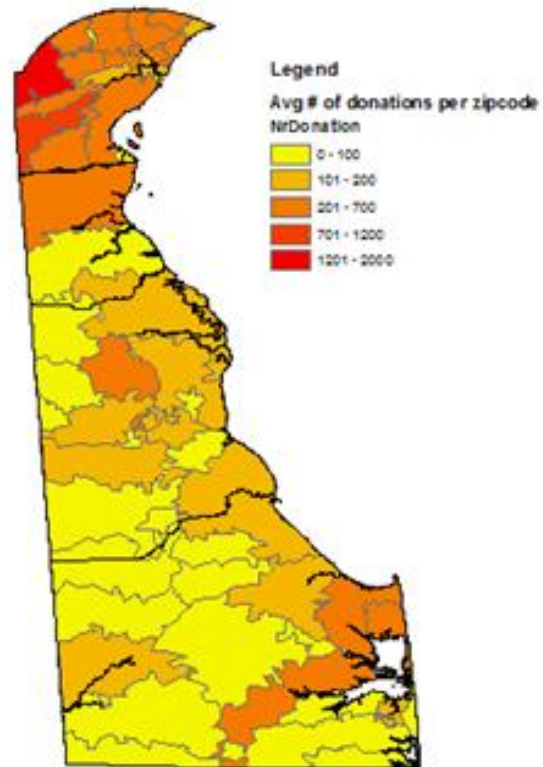
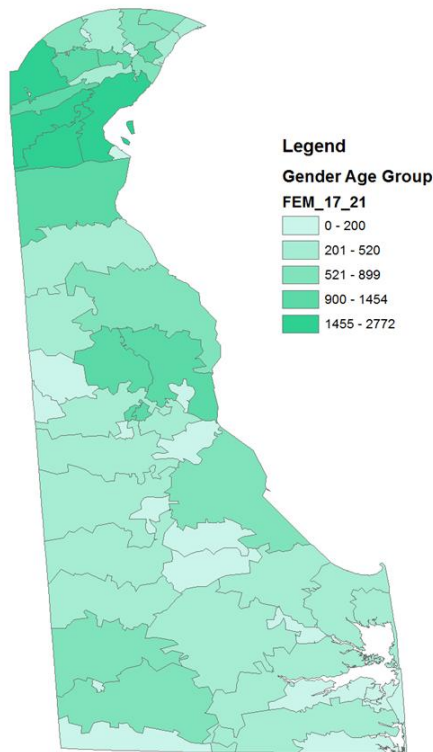
Delaware Female Age 22-26 Breakdown



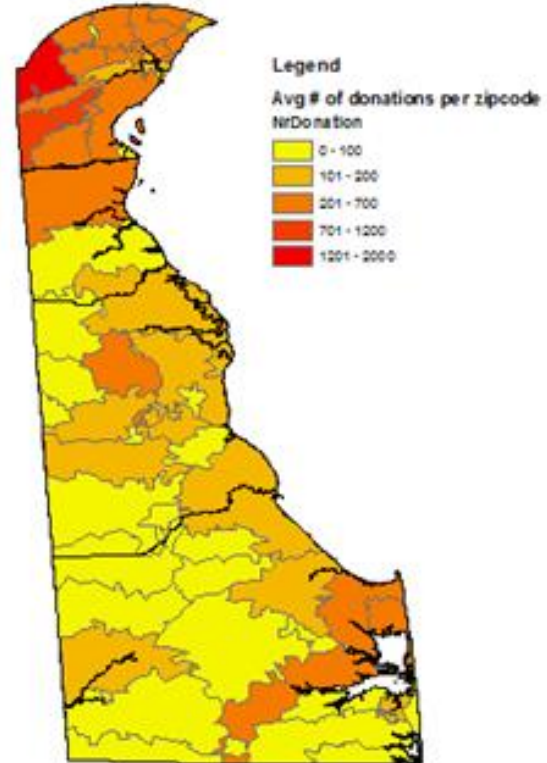
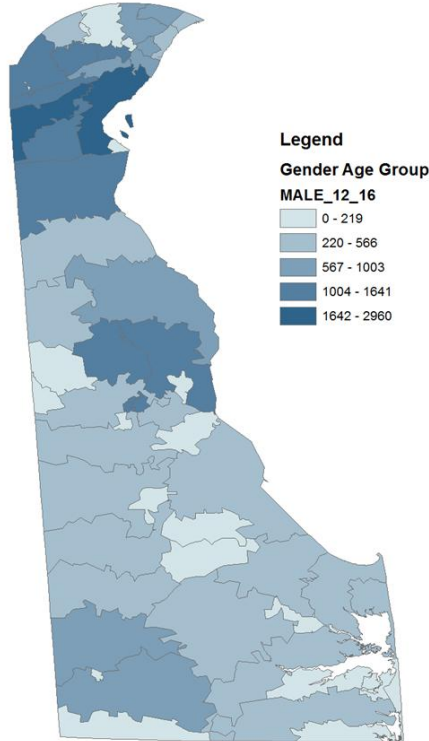
Delaware Male Age 17-21 Breakdown



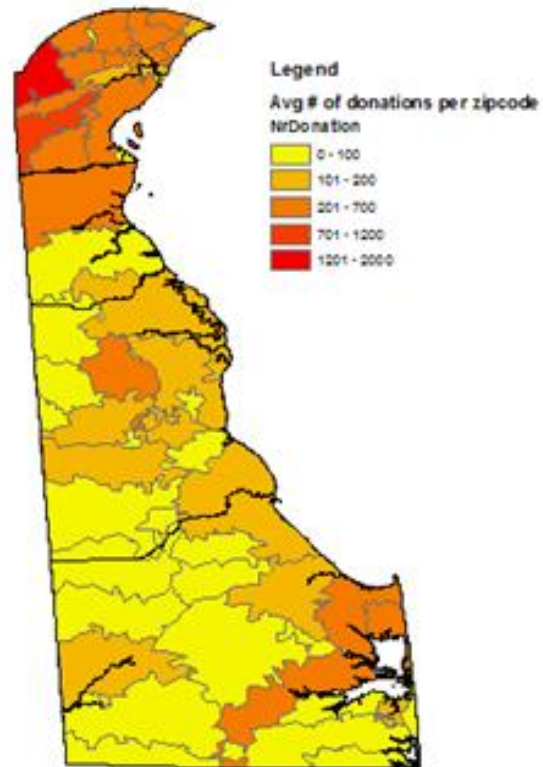
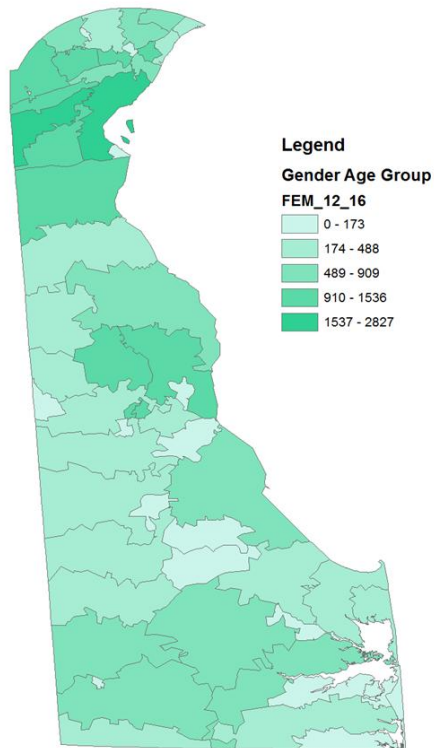
Delaware Female Age 17-21 Breakdown



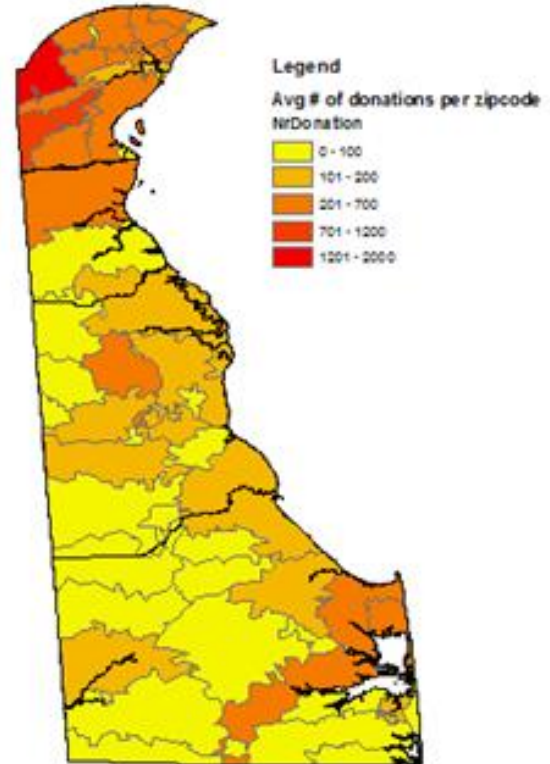
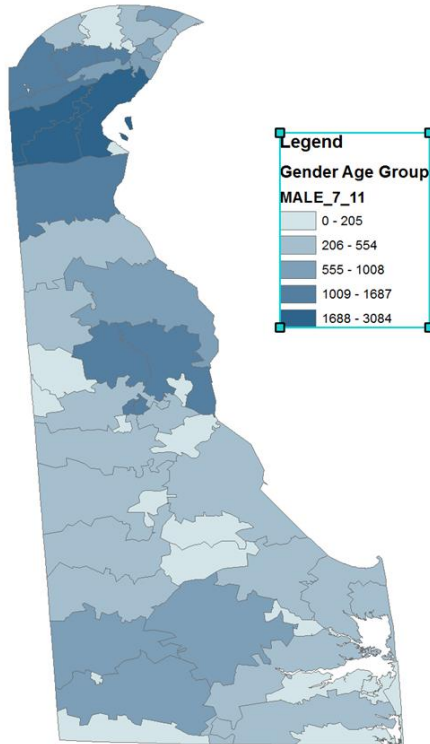
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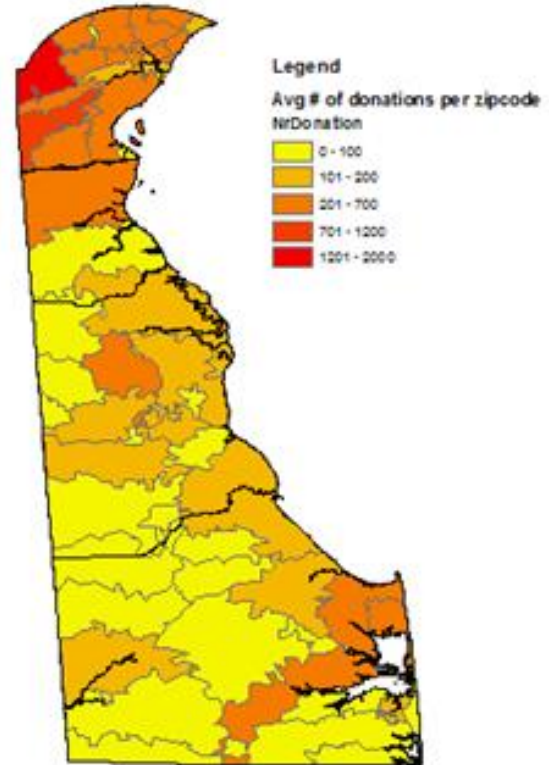
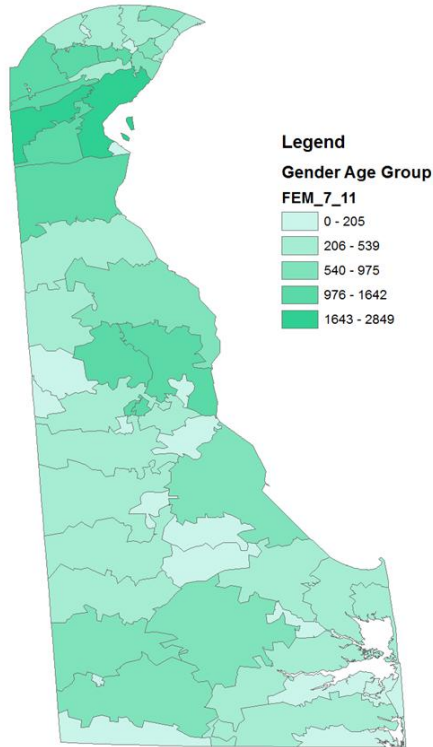
Delaware Female Age 12-16 Breakdown



Delaware Male Age 7-11 Breakdown



Delaware Female Age 7-11 Breakdown

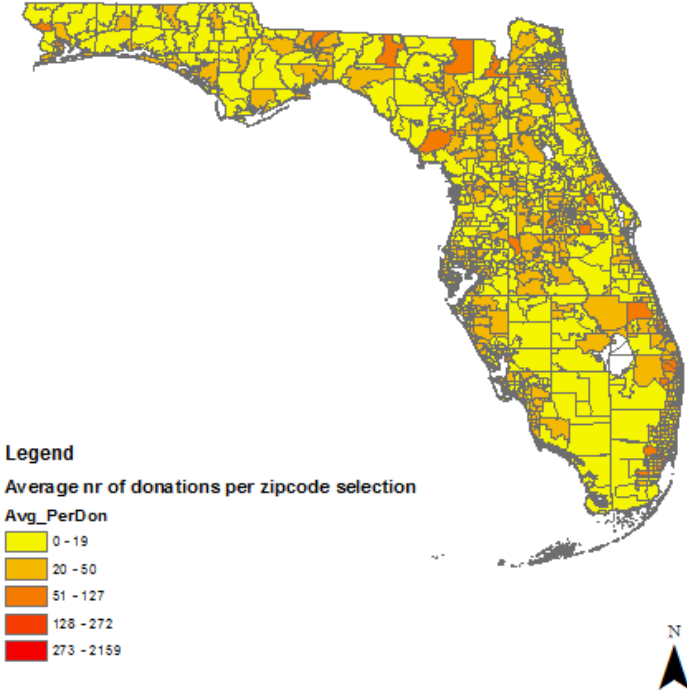
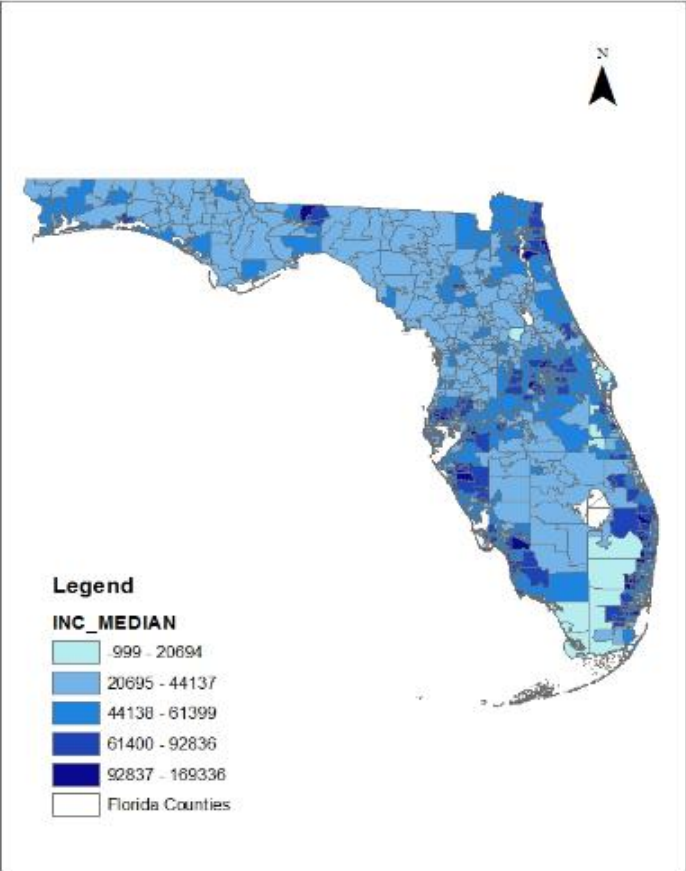


Economic Indicators

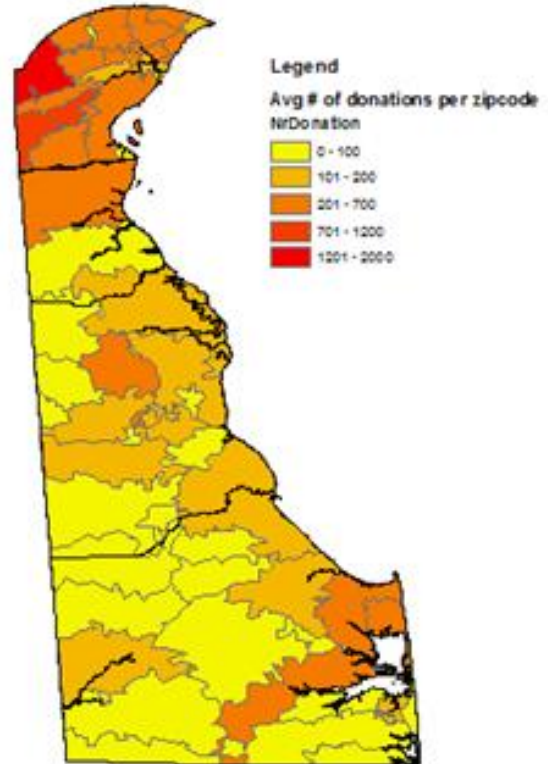
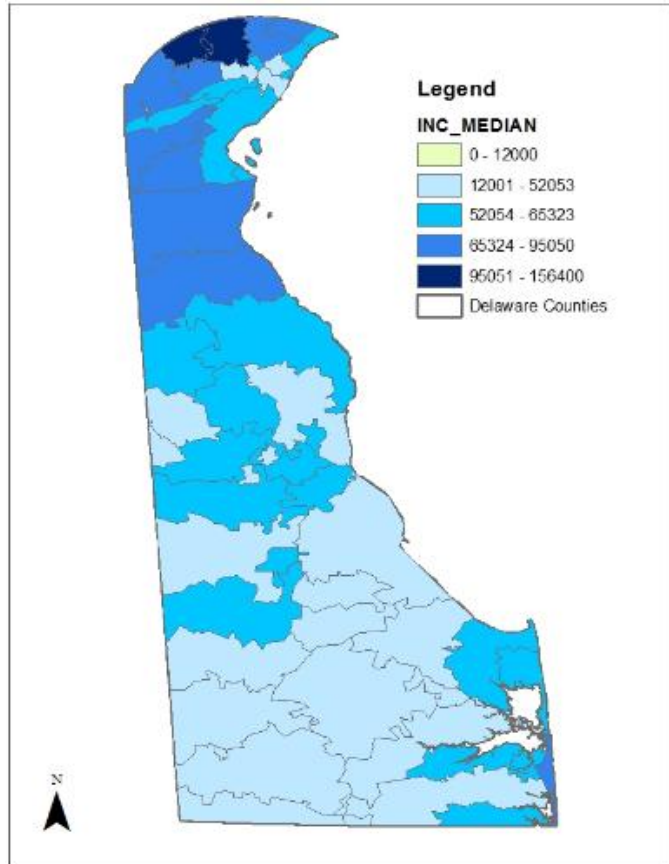
- 1. Income
- 1. Net Worth
- 1. Poverty



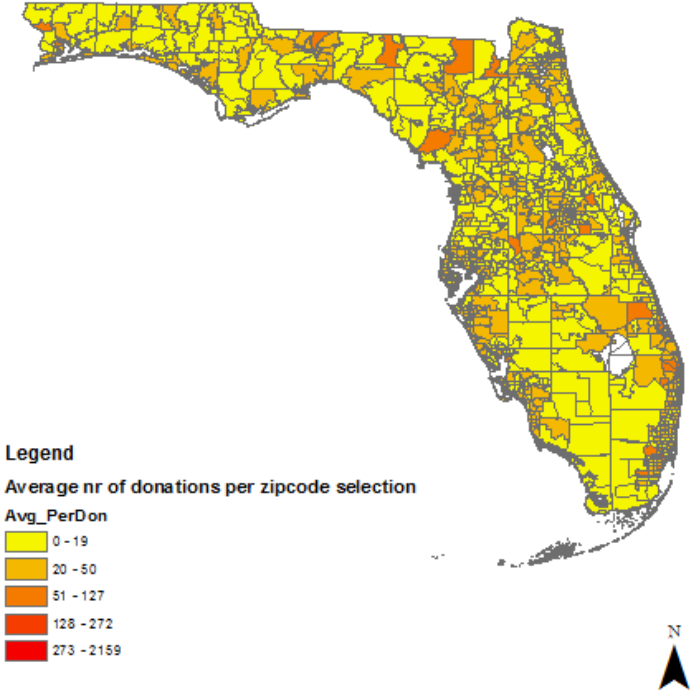
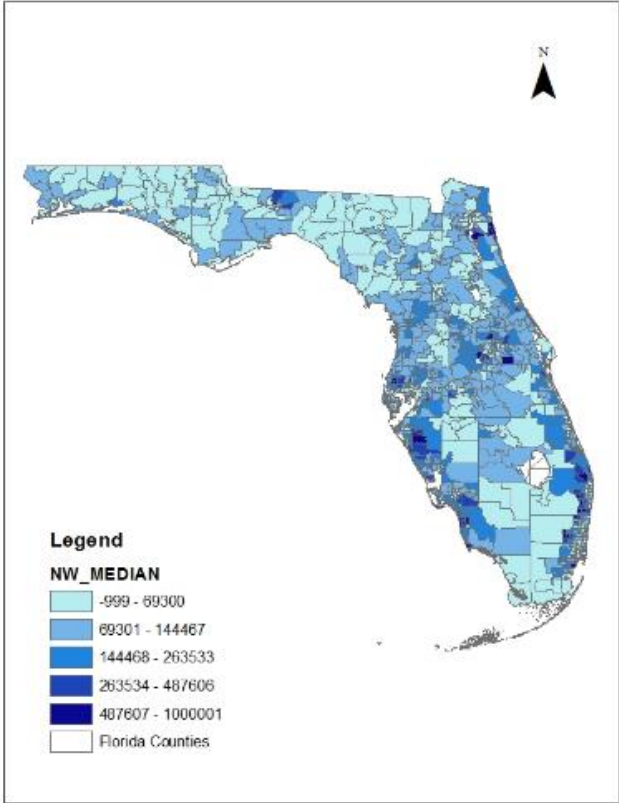
Florida Household Income Median by Zip Code



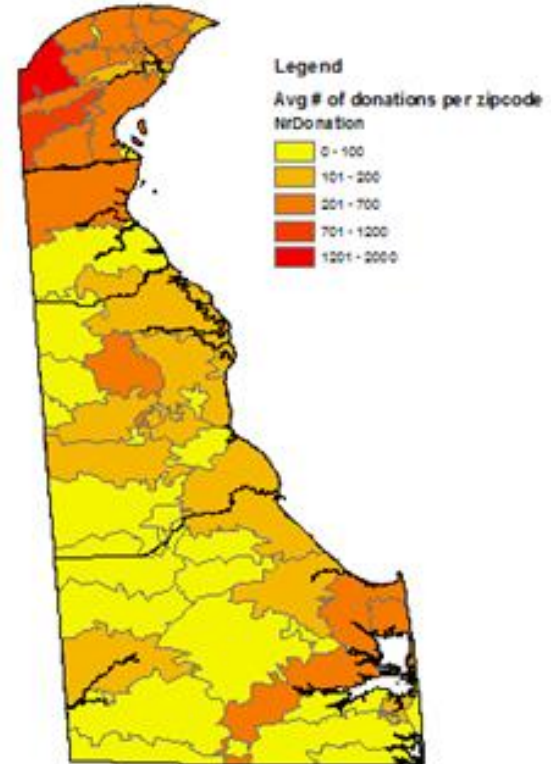
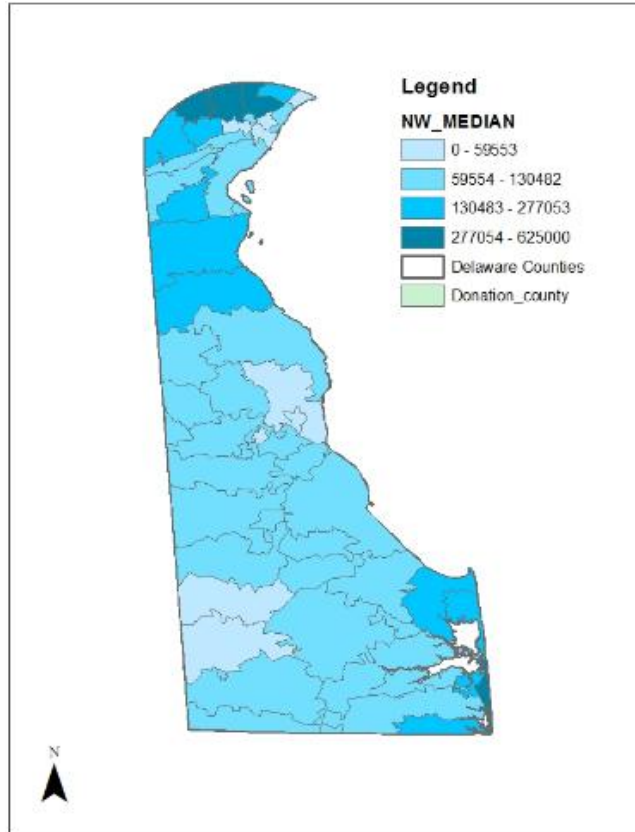
Delaware Household Income Median by Zip Code



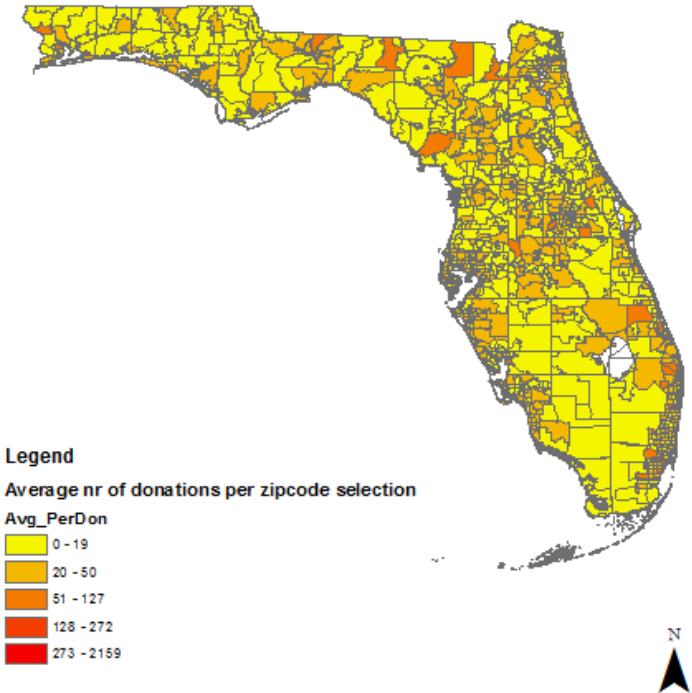
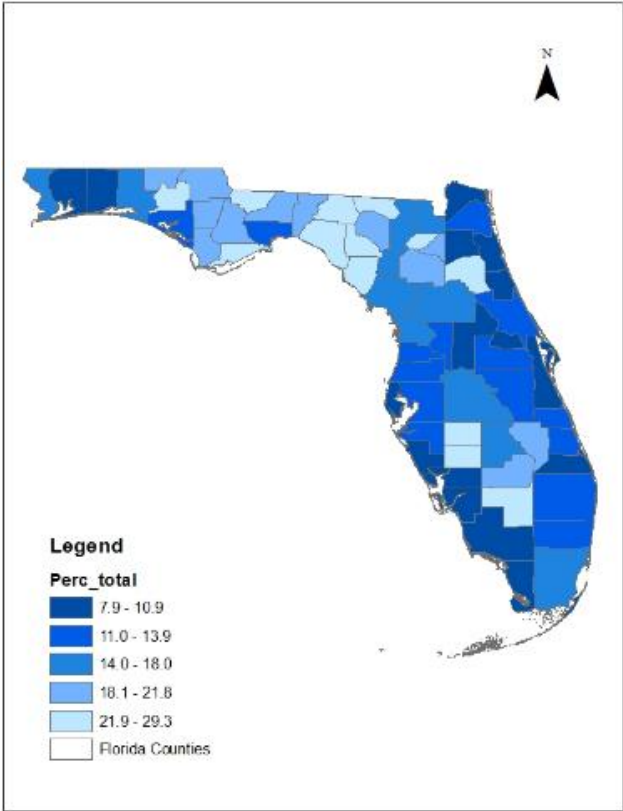
Florida Household Net Worth Median by Zip Code



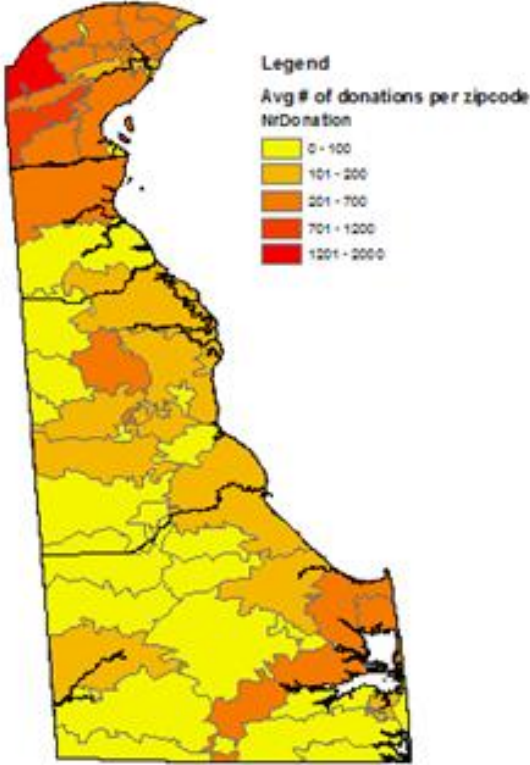
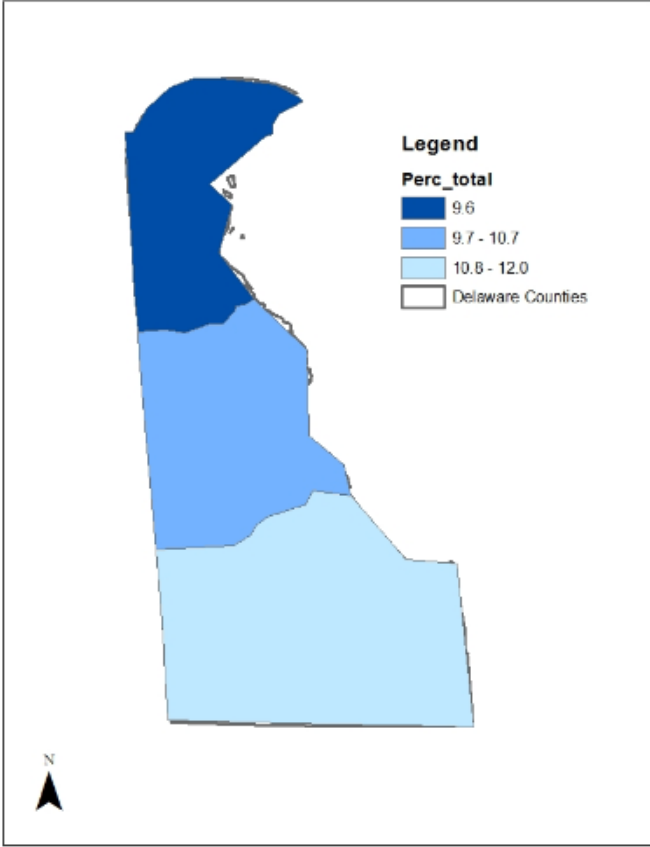
Delaware Household Net Worth Median by Zip Code



Florida Percent of Population Under Poverty by County

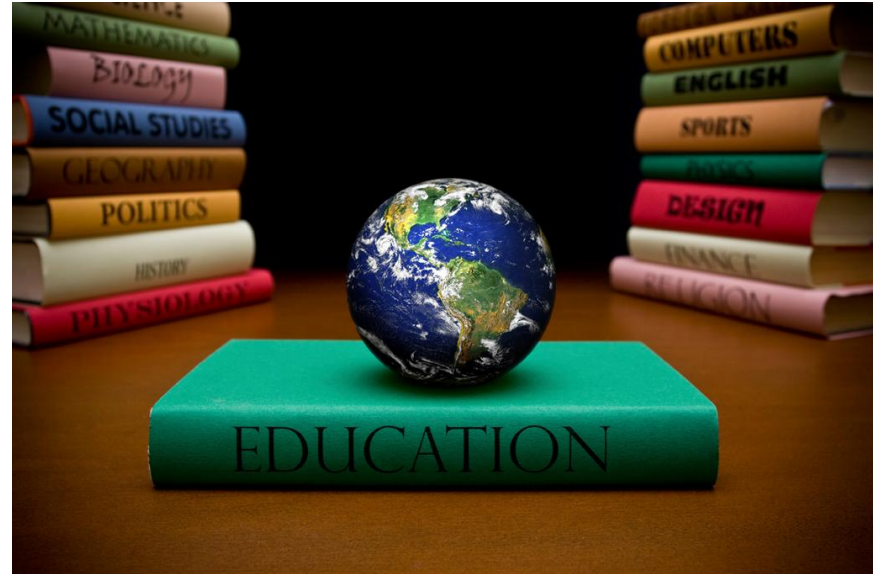


Florida Percent of Population Under Poverty by County

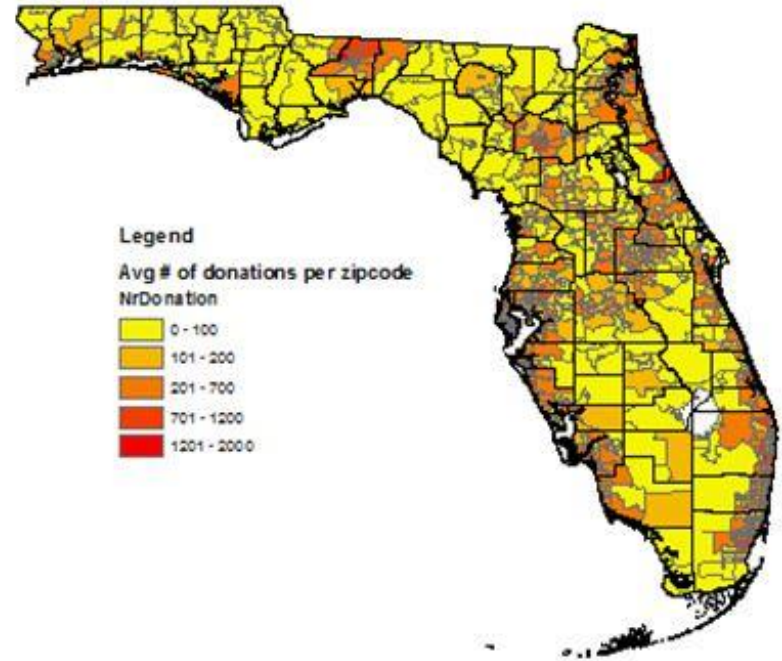
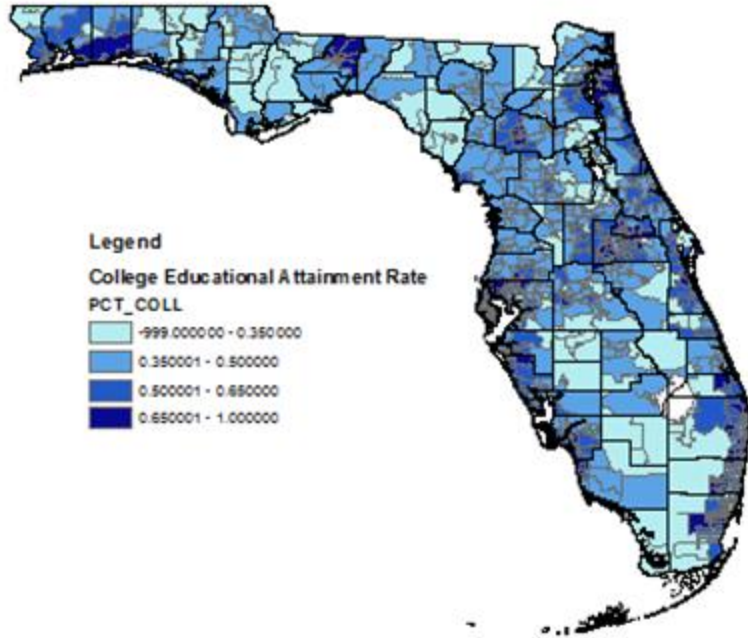


Educational Indicators

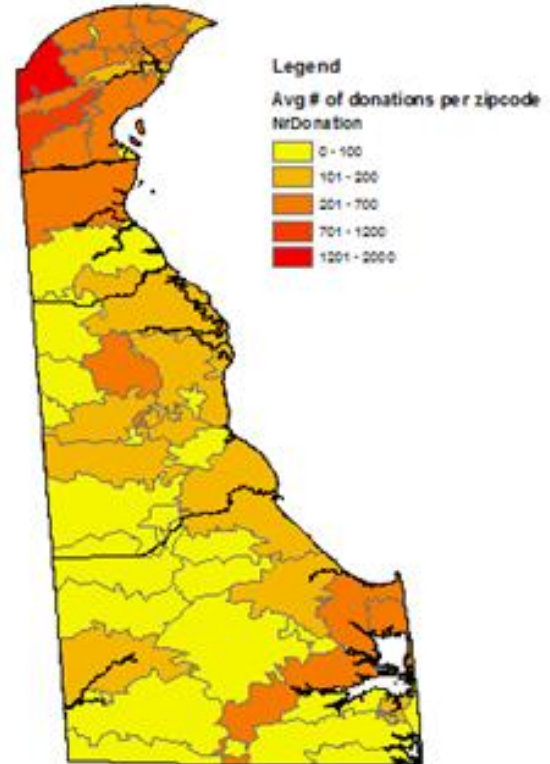
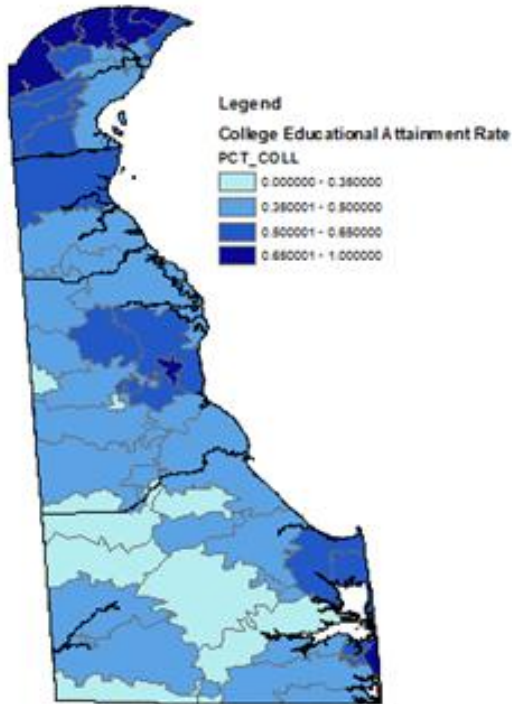
1. College Education Level Attained
1. High School Education Level Attained
1. Cost of Education



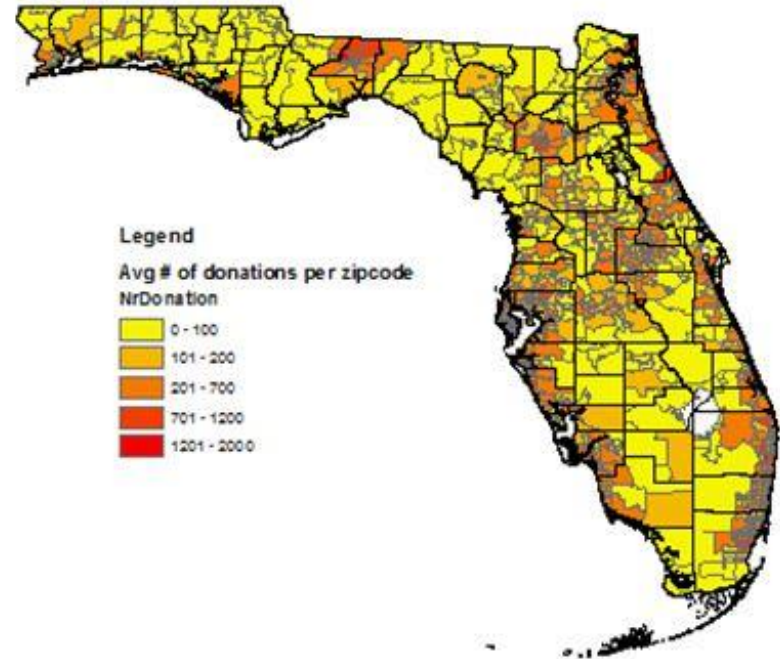
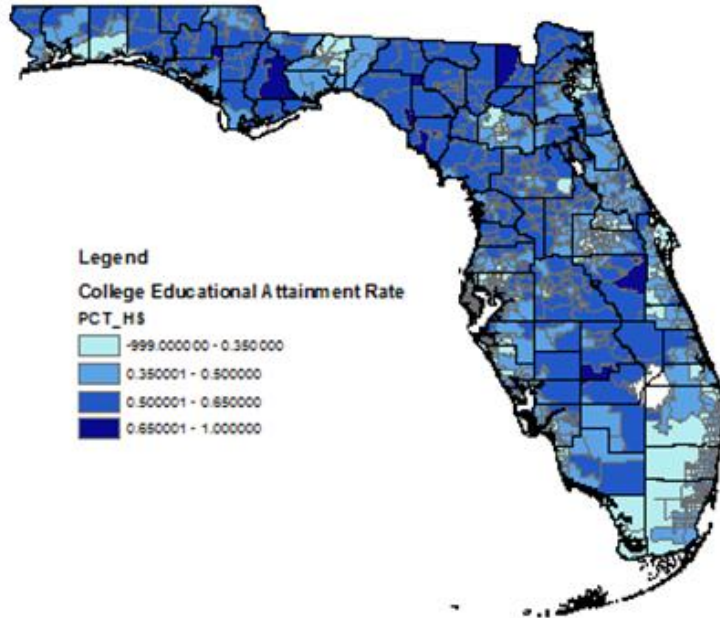
Florida College Educational Attainment Rate



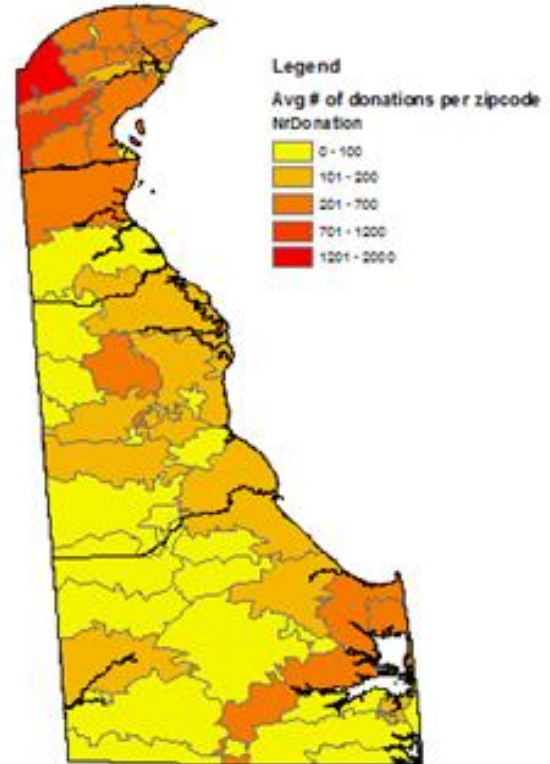
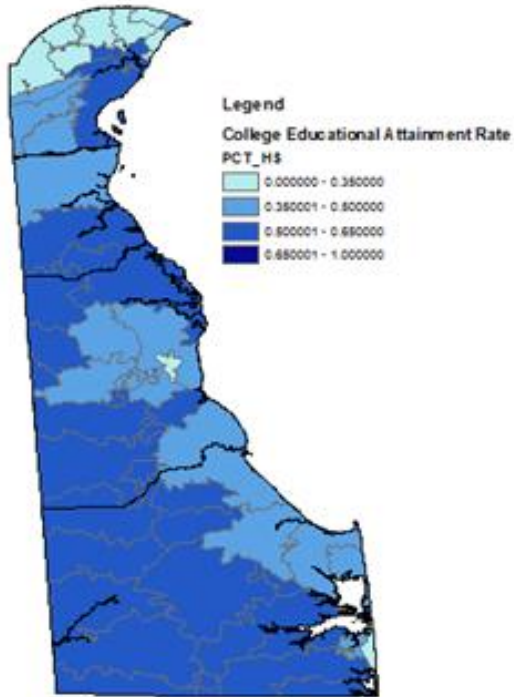
Delaware College Educational Attainment Rate



Florida High School Educational Attainment Rate



Delaware High School Educational Attainment Rate



Universities Cost of Attendance - Florida

State University System of Florida						
Fall/Spring Cost of Attendance On-Campus for Full-Time Undergraduate Florida Residents 2016-17						
University	Tuition & Fees	Books & Supplies	Room & Board	Transportation	Other Expenses	Total
FAMU	\$4,554	\$1,138	\$10,058	\$1,214	\$5,455	\$22,419
FAU	5,432	1,320	12,006	1,934	2,554	23,246
FGCU	6,118	1,200	9,672	1,700	1,700	20,390
FIU	6,557	1,540	10,846	2,064	2,456	23,463
FPU	4,940	1,200	11,400	2,000	2,000	21,540
FSU	5,656	1,000	10,304	1,508	3,256	21,724
NCF	6,916	1,200	9,009	1,100	2,170	20,395
UCF	5,954	1,152	9,764	1,866	3,104	21,840
UF	6,380	1,210	9,890	1,090	2,660	21,230
UNF	6,590	1,200	9,772	1,036	2,808	21,406
USF Sarasota-Manatee	-	-	-	-	-	0
USF St. Petersburg	5,820	1,200	9,700	1,600	2,500	20,820
USF Tampa	6,410	1,200	9,700	1,600	2,500	21,410
UwF	6,356	1,200	9,354	1,050	2,100	20,060
Average Cost per Semester:	\$5,976	\$1,212	\$10,113	\$1,520	\$2,713	\$21,534

Universities Cost of Attendance - Delaware

Delaware Universities Tuition, Fees, and Cost of Living				
School name	Tuition & Fees		Books and Supplies	Living Cost
	In-State	Out-Of-State		
Delaware Technical Community College	\$3,632	\$8,522	\$1,600	\$11,445
Delaware State University	\$7,531	\$16,138	\$1,700	\$17,949
University of Delaware	\$12,520	\$31,420	\$800	\$13,330
Goldey-Beacom College	\$22,950	\$22,950	\$1,016	\$12,243
Wesley College	\$25,020	\$25,020	\$2,000	\$13,370
Wilmington University	\$10,430	\$10,430	\$1,800	\$7,800
Average	\$7,894	\$18,364	\$1,402	\$13,962

Cost of College Education Relationship to Donation

State	Average cost for public schools	Total amount of donations per capita
Delaware	\$7,894	34.20%
Florida	\$5,976	33.40%

Conclusion

Black and white people that are between ages of 22-26 are most likely to contribute money to the Bernie Sanders campaign.

People who live in areas with lower poverty rates, have higher income and net worth are more likely to donate for Sanders.

People with college education are more likely to donate for Sanders while the different costs of universities attendance does not correlate with the distribution of donors.

Limitations

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