

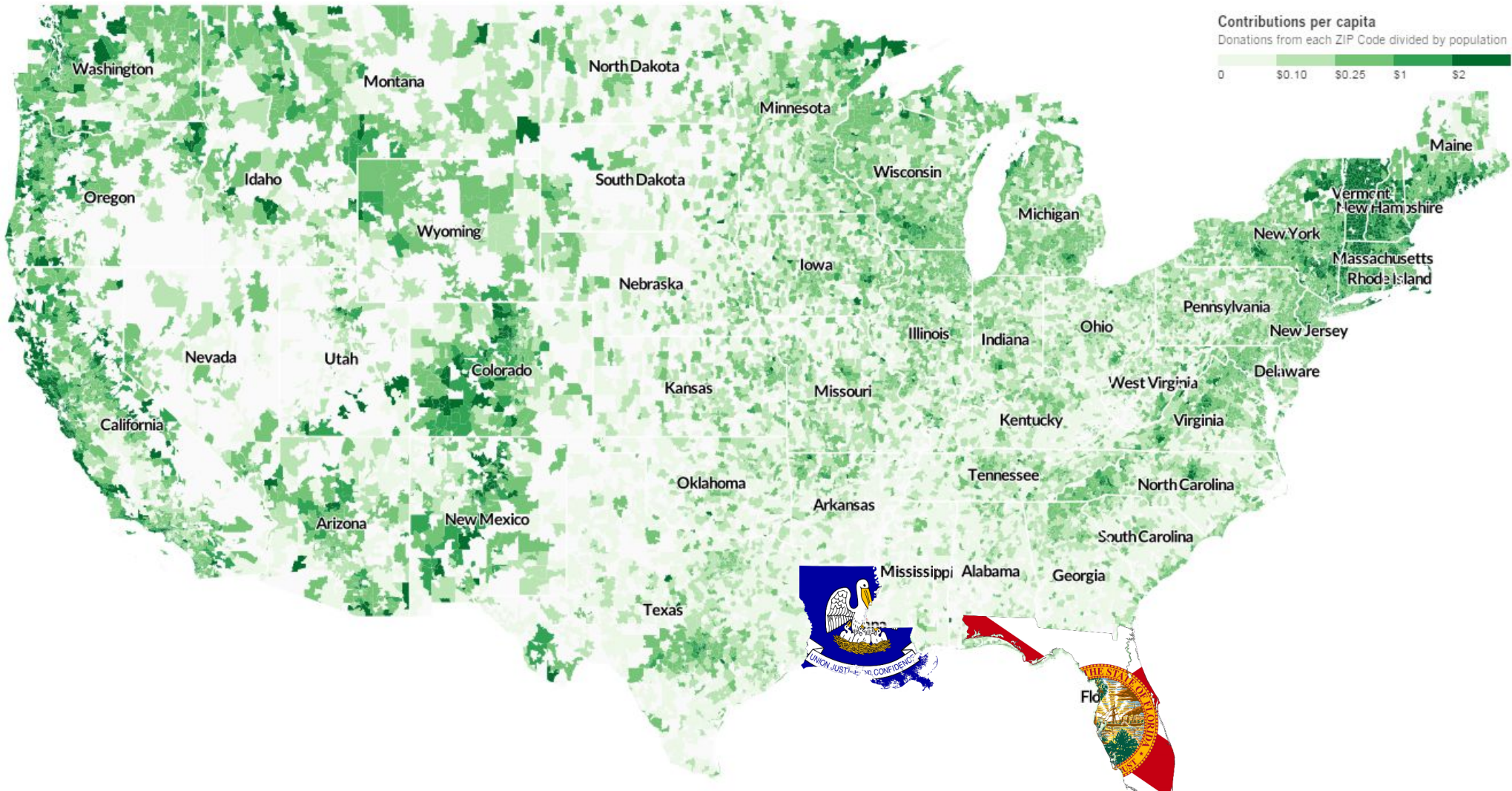


Bernie

Population Profile of Bernie Sanders Campaign Donors

Moore, Audrey
Perez, Jocelyne
Rubio, Eugenio
Tran, Thuy-Minh

Who gives money to Bernie Sanders?



Objectives

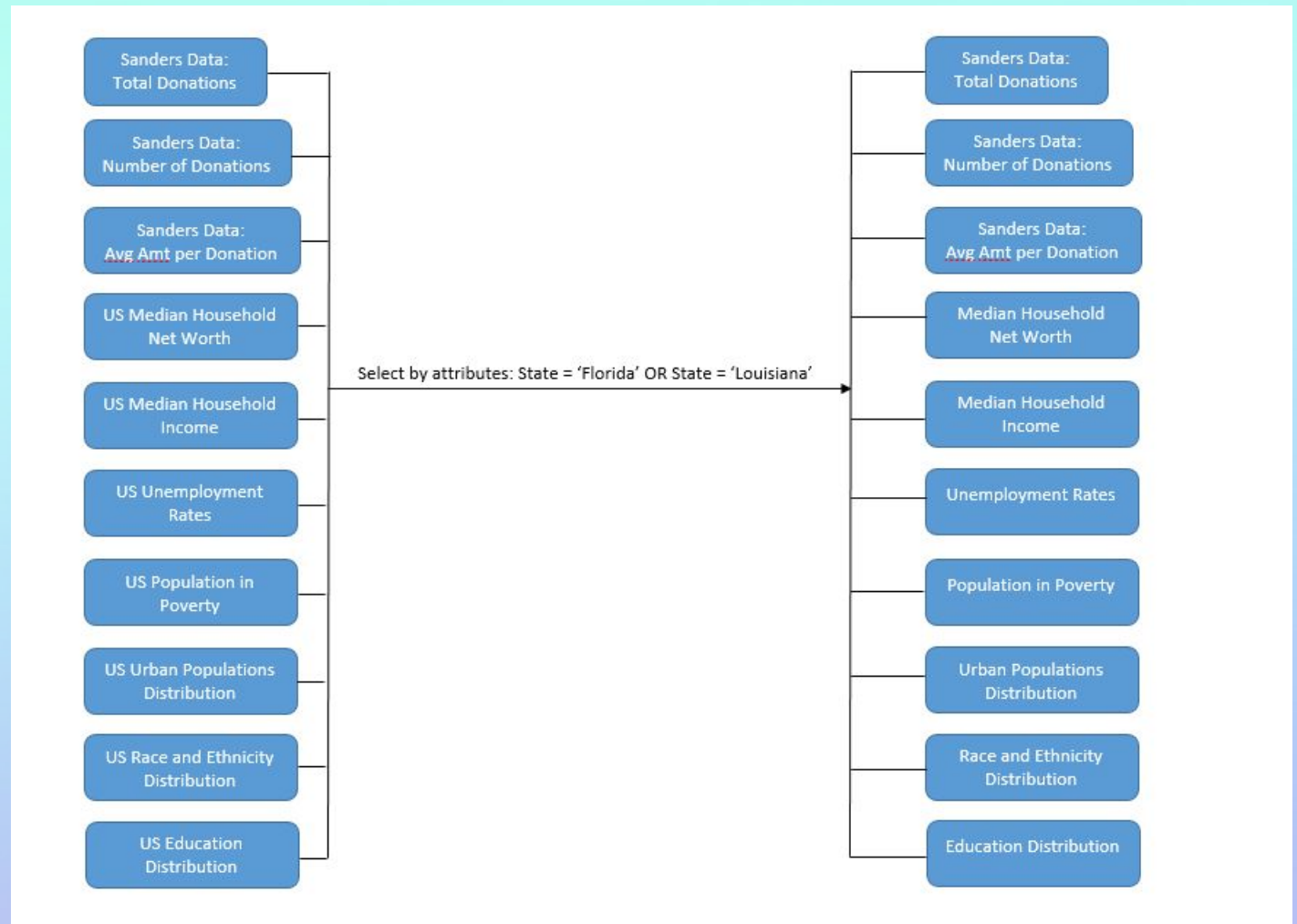
How do different measures and indicators affect how people donated to the Sanders campaign?

Population demographics => Age, Sex, Race

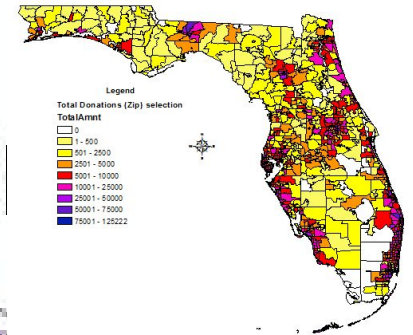
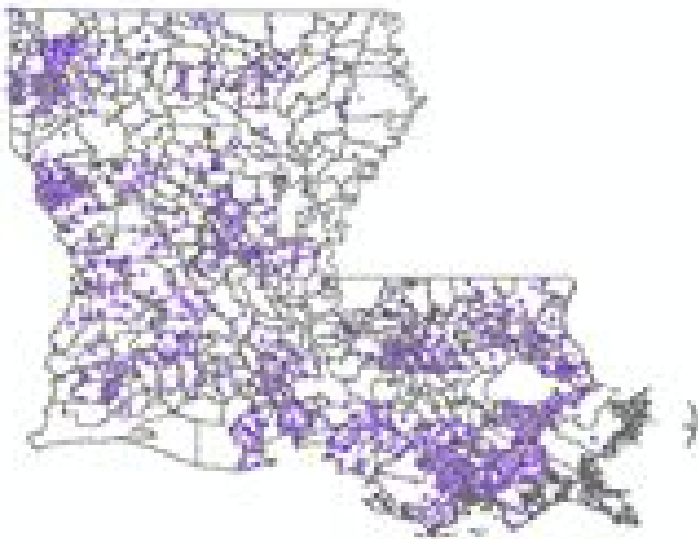
Education => High School Graduate, Some College, Bachelor's, Advanced Degrees

Economic => Income, Networth, Unemployment, Incarceration

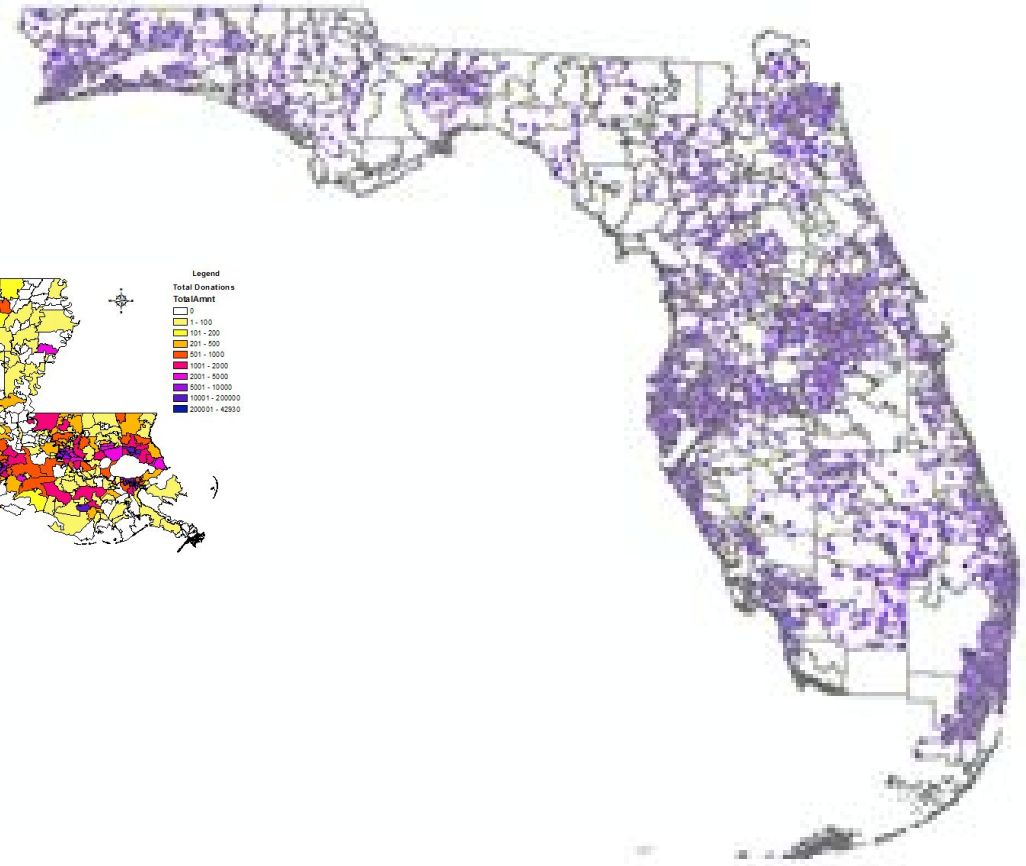
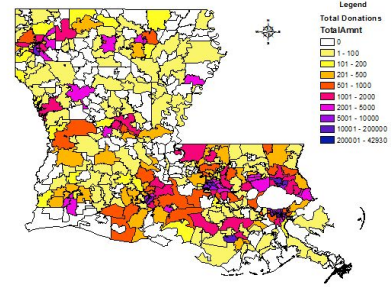
Methodology



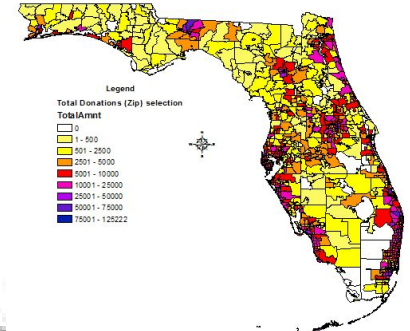
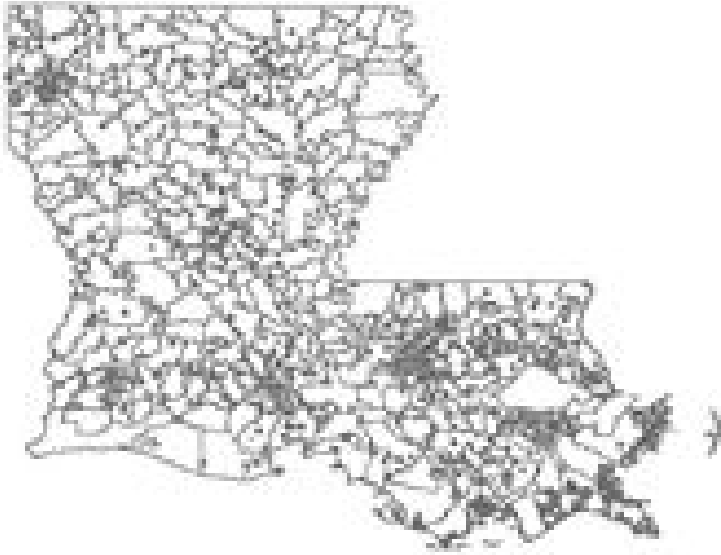
Native America



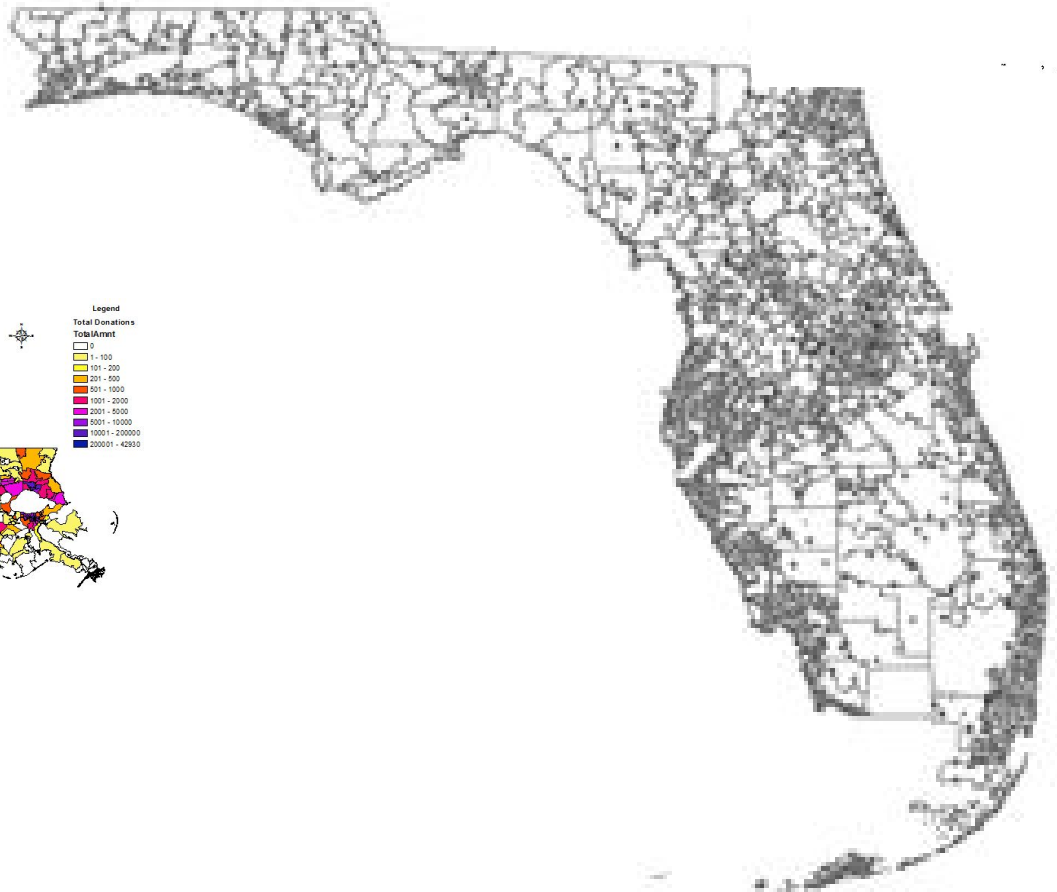
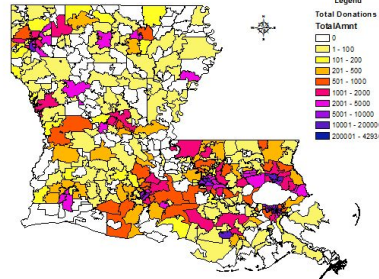
- ☐ Native American
- ☐ 1 Dot = 37.517701
- Total
- Male
- Under18M
- 18to64M
- 65plusM
- Female
- Under18
- 18to64
- 65Plus



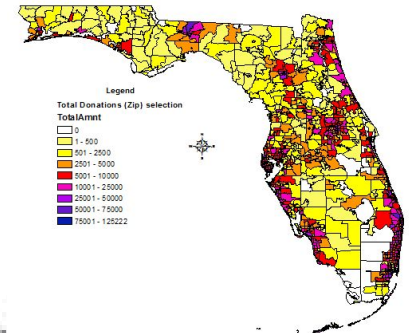
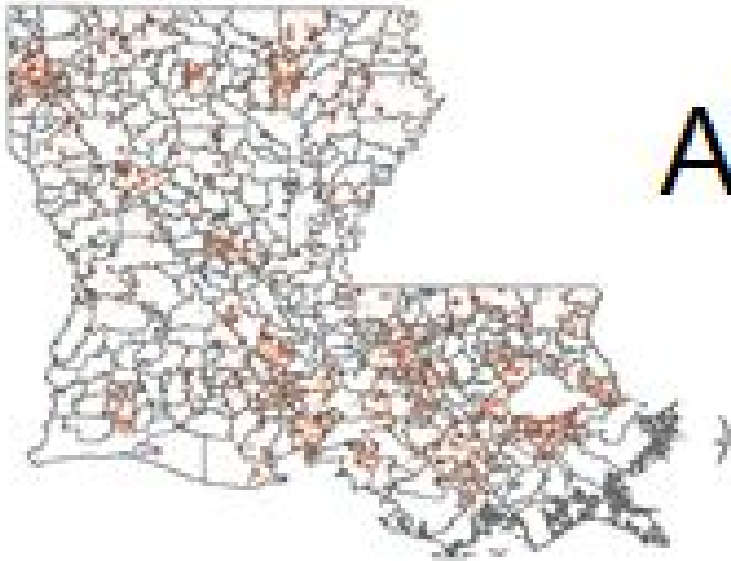
White



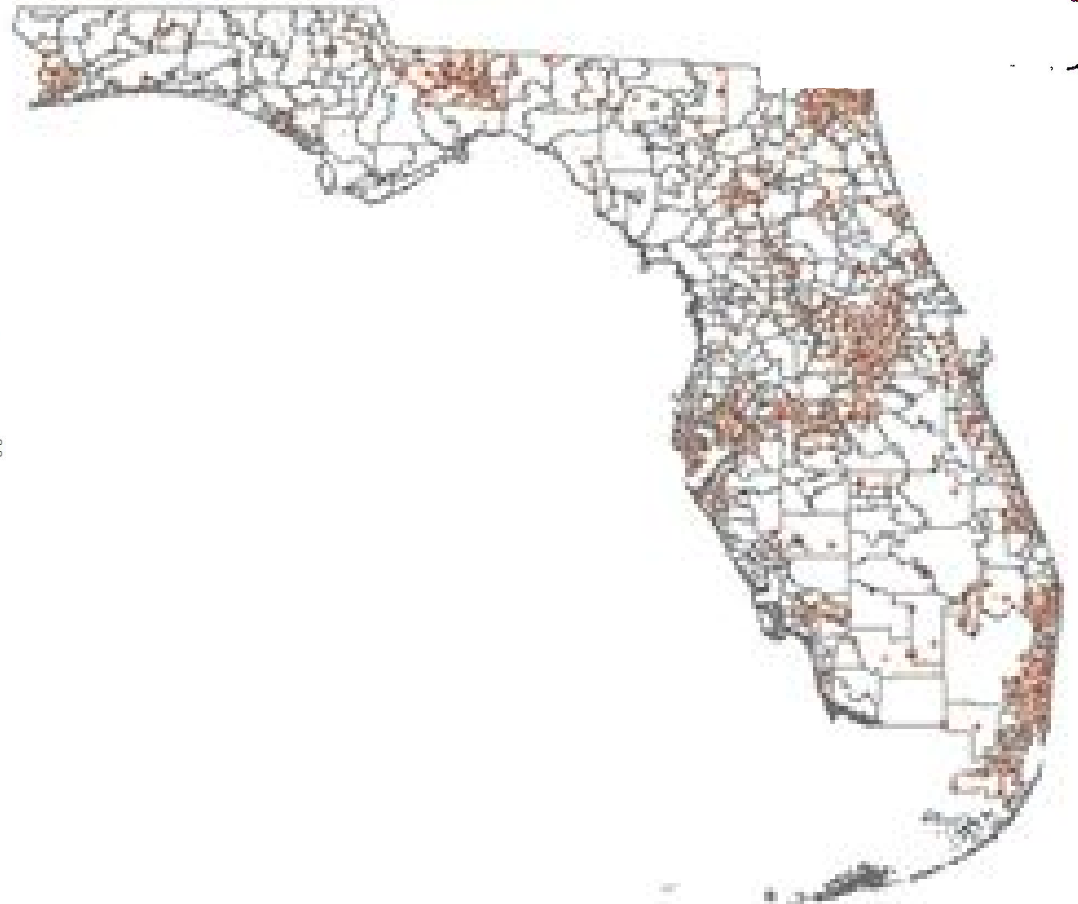
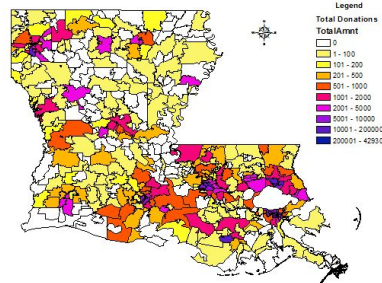
- ☐ White
- ☐ 1 Dot = 7,503.54019
- Total
- Male
- Under18M
- 18to64M
- 65plusM
- Female
- Under18
- 18to64
- 65Plus



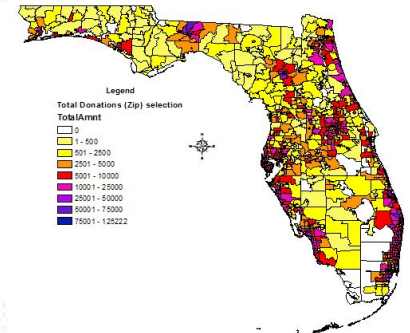
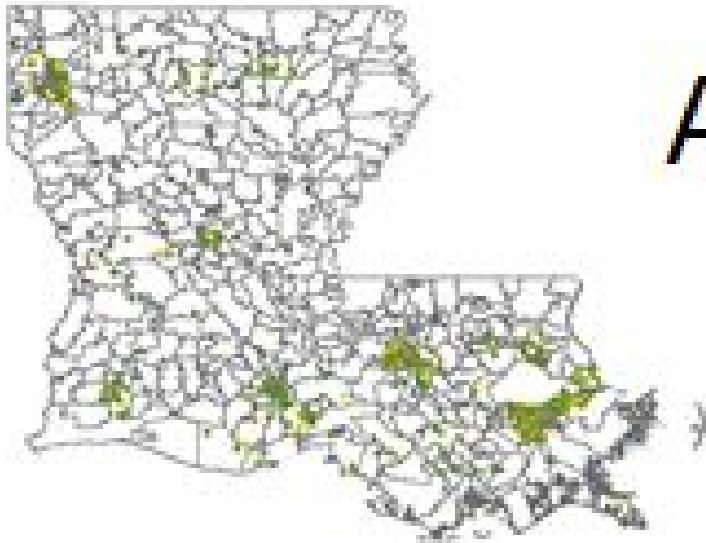
African American



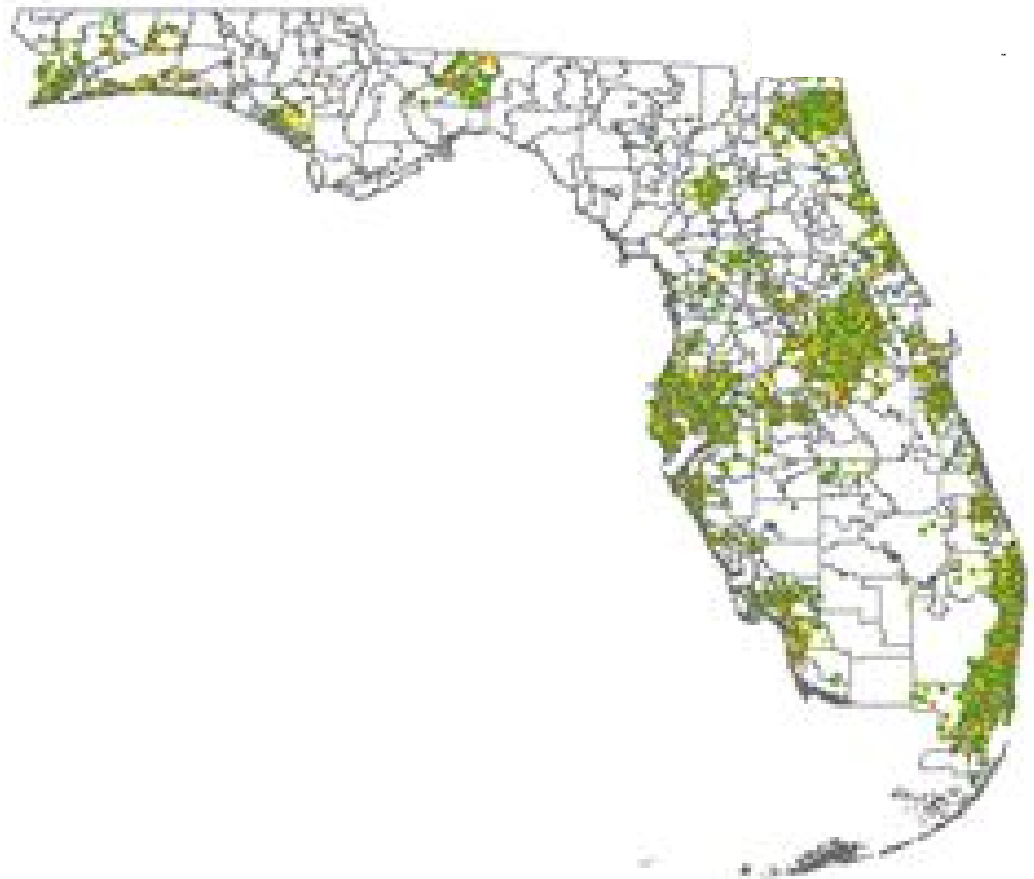
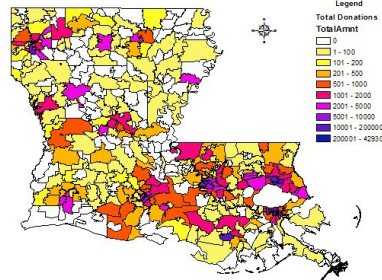
- ☐ African American
- ☐ 1 Dot = 1,875.88505
- Total
- Male
- Under18M
- 18to64M
- 65plusM
- Female
- Under18
- 18to64
- 65Plus



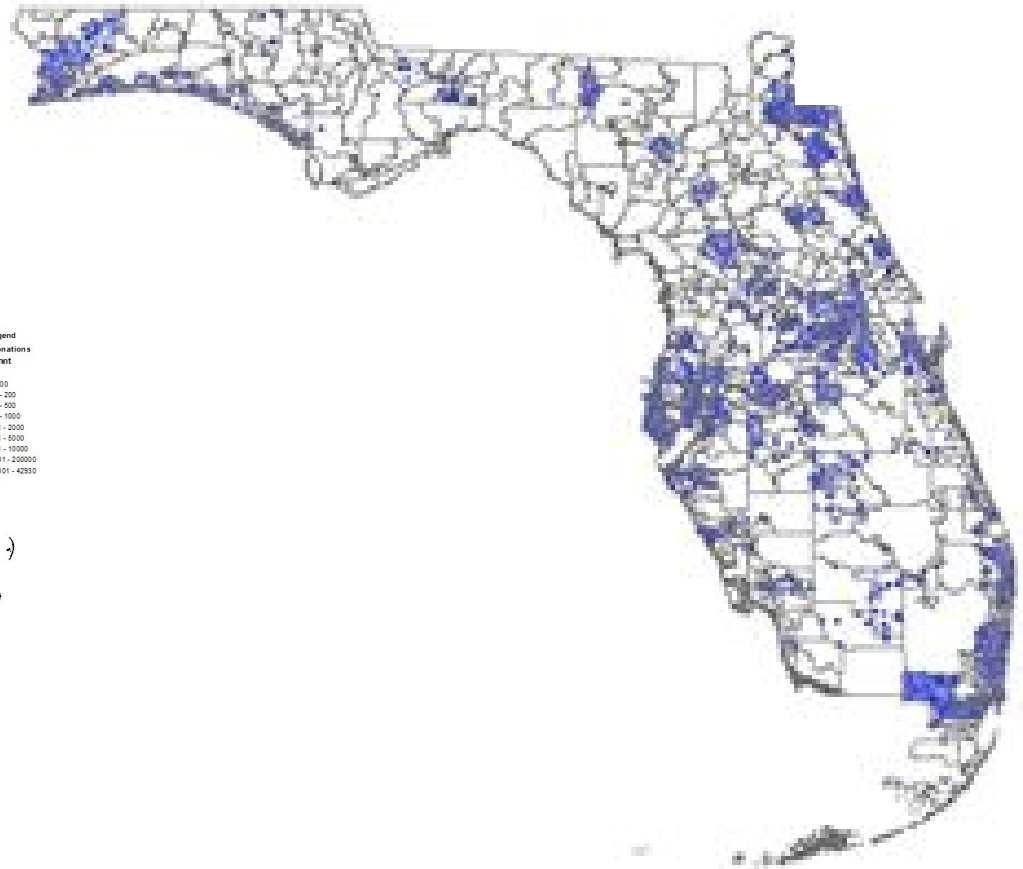
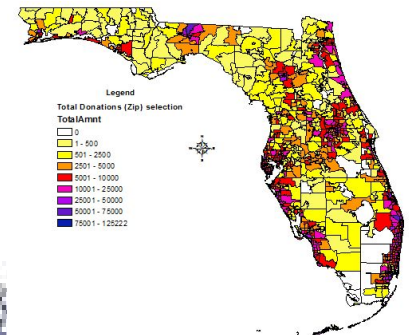
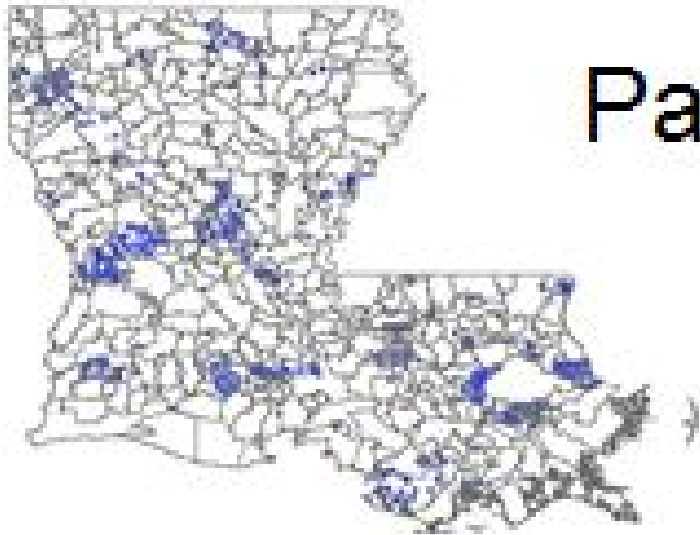
Asian



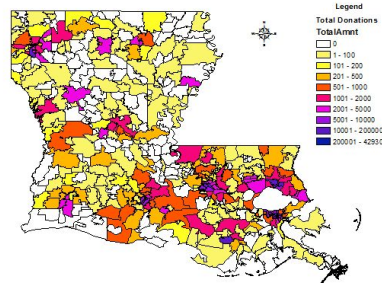
- Asian
- 1 Dot = 300
- Total
- Male
- Under18M
- 18to64M
- 65plusM
- Female
- Under18
- 18to64
- 65Plus



Pacific Islander



- ☐ Pacific Islander
- ☐ 1 Dot = 562765514
- + Total
- + Male
- Under18M
- + 18to64M
- + 65plusM
- + Female
- + Under18
- 18to64
- + 65Plus



Correlating demographics data

| | | Florida | | | | | | | | | |
|------------------|----------------|---------|------|-------------|-------------|------------|--------|----------|----------|---------|--|
| | | Total | Male | M -Under 18 | M -18 to 64 | M -65 plus | Female | Under 18 | 18 to 64 | 65 Plus | |
| White | # of donations | 6% | 6% | 5% | 7% | 1% | 5% | 6% | 6% | 1% | |
| | Average Per D | 3% | 3% | 2% | 4% | 1% | 3% | 3% | 3% | 2% | |
| | Total Amount | 7% | 7% | 6% | 9% | 0% | 7% | 7% | 8% | 2% | |
| African American | # of donations | 7% | 7% | 7% | 7% | 5% | 7% | 6% | 7% | 3% | |
| | Average Per D | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 1% | |
| | Total Amount | 7% | 7% | 7% | 7% | 5% | 7% | 7% | 8% | 4% | |
| Pacific Islander | # of donations | 0% | 0% | 4% | 2% | 7% | 3% | 2% | 3% | -1% | |
| | Average Per D | 3% | 3% | 1% | 4% | -1% | 1% | 0% | 2% | 0% | |
| | Total Amount | 7% | 8% | 4% | 8% | 2% | 6% | 3% | 6% | 1% | |
| Native American | # of donations | 3% | 3% | 0% | 5% | 1% | 1% | 3% | 0% | 0% | |
| | Average Per D | 0% | 1% | -1% | 0% | 9% | 0% | 0% | 0% | -1% | |
| | Total Amount | 0% | 1% | -2% | 2% | 2% | -1% | 2% | -3% | 0% | |
| Asian | # of donations | 6% | 4% | 6% | 4% | 1% | 7% | 6% | 7% | 3% | |
| | Average Per D | 2% | 2% | 2% | 2% | 2% | 2% | 0% | 2% | 2% | |
| | Total Amount | 8% | 7% | 7% | 7% | 3% | 8% | 6% | 9% | 1% | |

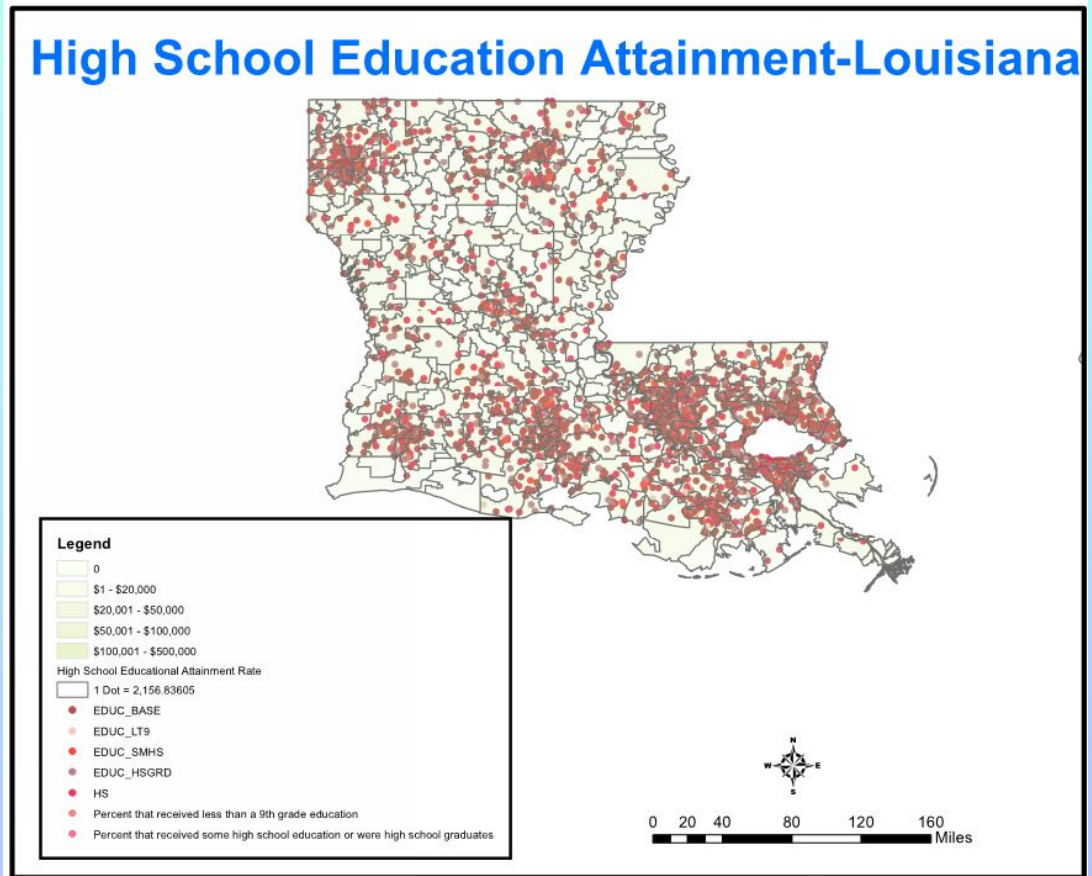
| | | Louisiana | | | | | | | | | |
|------------------|----------------|-----------|------|-------------|-------------|------------|--------|----------|----------|---------|--|
| | | Total | Male | M -Under 18 | M -18 to 64 | M -65 plus | Female | Under 18 | 18 to 64 | 65 Plus | |
| White | # of donations | 16% | -11% | -11% | -11% | -11% | -10% | -11% | -11% | -11% | |
| | Average Per D | 15% | -9% | -9% | -10% | -8% | -10% | -10% | -10% | -9% | |
| | Total Amount | 11% | -9% | -9% | -9% | -9% | -7% | -9% | -10% | -9% | |
| African American | # of donations | 16% | -11% | -11% | -11% | -11% | -8% | -11% | -12% | -11% | |
| | Average Per D | 15% | 4% | 4% | 0% | 6% | 9% | 3% | -1% | 3% | |
| | Total Amount | 11% | -8% | -7% | -8% | -7% | -4% | -8% | -9% | -8% | |
| Pacific Islander | # of donations | 16% | 0% | 1% | -2% | 1% | 2% | -1% | -2% | 0% | |
| | Average Per D | 15% | -4% | -3% | -4% | -2% | -1% | -3% | -2% | -3% | |
| | Total Amount | 11% | -2% | -1% | -2% | -1% | 0% | -2% | -2% | -1% | |
| Native American | # of donations | 16% | -6% | -6% | -5% | -7% | -2% | -6% | -5% | -5% | |
| | Average Per D | 15% | -5% | -5% | -4% | -5% | -5% | -5% | -5% | -5% | |
| | Total Amount | 11% | -5% | -5% | -2% | -6% | -3% | -5% | -4% | -5% | |
| Asian | # of donations | 16% | -9% | -9% | -9% | -9% | -7% | -10% | -9% | -10% | |
| | Average Per D | 15% | 3% | 2% | 1% | 3% | -4% | 3% | 1% | 5% | |
| | Total Amount | 11% | -8% | -7% | -7% | -7% | -6% | -8% | -7% | -8% | |

Correlating demographics data cont..

| | | Total | Male | M -Under 18 | M -18 to 64 | M -65 plus | Female | Under 18 | 18 to 64 | 65 Plus |
|------------------|----------------------|-------|------|-------------|-------------|------------|--------|----------|----------|---------|
| White | # of donations | 21% | 22% | 17% | 21% | 19% | 21% | 18% | 21% | 19% |
| | Average Per Donation | 6% | 6% | 4% | 6% | 4% | 6% | 5% | 6% | 5% |
| | Total Amount Donated | 18% | 18% | 14% | 19% | 13% | 18% | 15% | 18% | 14% |
| African American | # of donations | 4% | 5% | 4% | 5% | 3% | 4% | 3% | 5% | 1% |
| | Average Per Donation | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 2% |
| | Total Amount Donated | 6% | 6% | 5% | 6% | 5% | 5% | 5% | 6% | 3% |
| Pacific Islander | # of donations | 5% | 5% | 8% | 7% | 9% | 8% | 5% | 8% | 1% |
| | Average Per Donation | 3% | 4% | 1% | 5% | 0% | 2% | 0% | 3% | 1% |
| | Total Amount Donated | 10% | 10% | 7% | 11% | 4% | 9% | 4% | 10% | 2% |
| Native American | # of donations | 1% | 2% | -1% | 2% | 2% | 0% | -1% | 0% | 1% |
| | Average Per Donation | -1% | 0% | -2% | -1% | 7% | -1% | -1% | -1% | 0% |
| | Total Amount Donated | 0% | 0% | -2% | 1% | 3% | -1% | -1% | -2% | 1% |
| Asian | # of donations | 15% | 13% | 13% | 13% | 11% | 17% | 13% | 17% | 15% |
| | Average Per Donation | 5% | 5% | 4% | 5% | 4% | 5% | 2% | 5% | 4% |
| | Total Amount Donated | 14% | 13% | 12% | 13% | 10% | 15% | 11% | 16% | 10% |

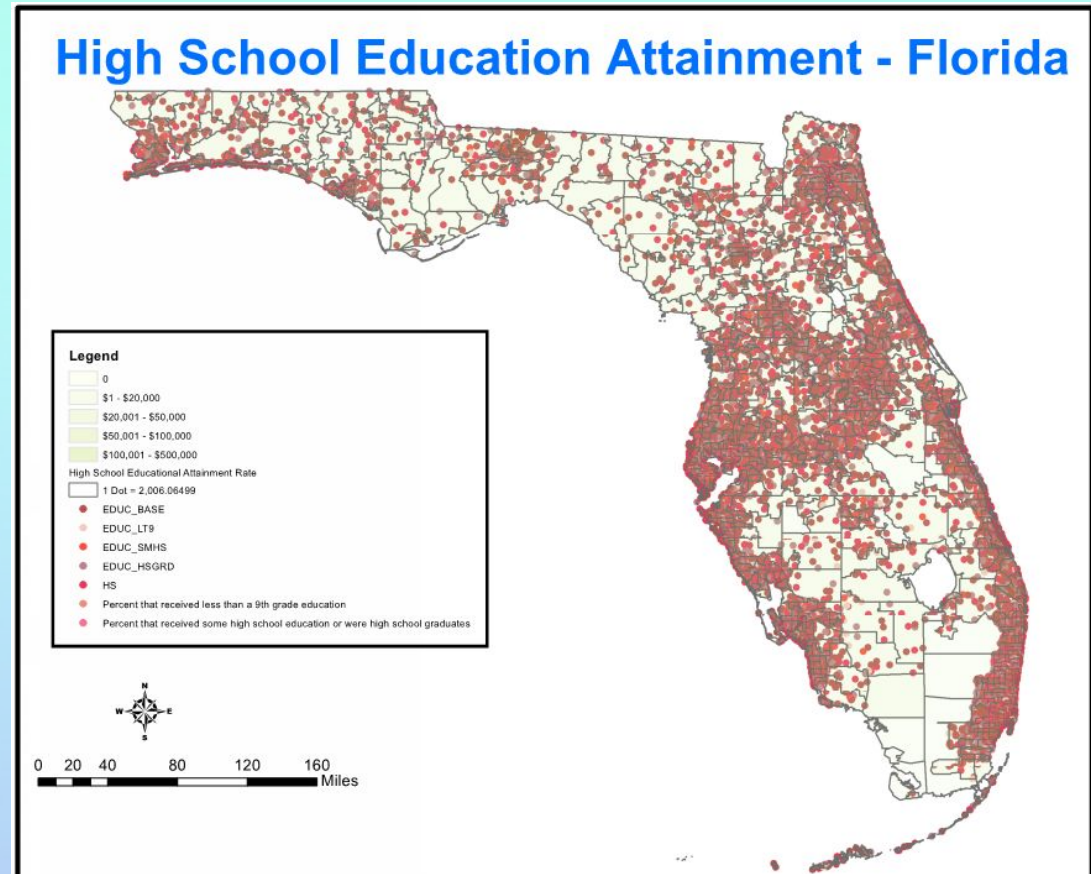
Education - High School

- Population 25+ with a high school degree or at least some schooling
- Education decently distributed throughout the state
- Density increases around major cities



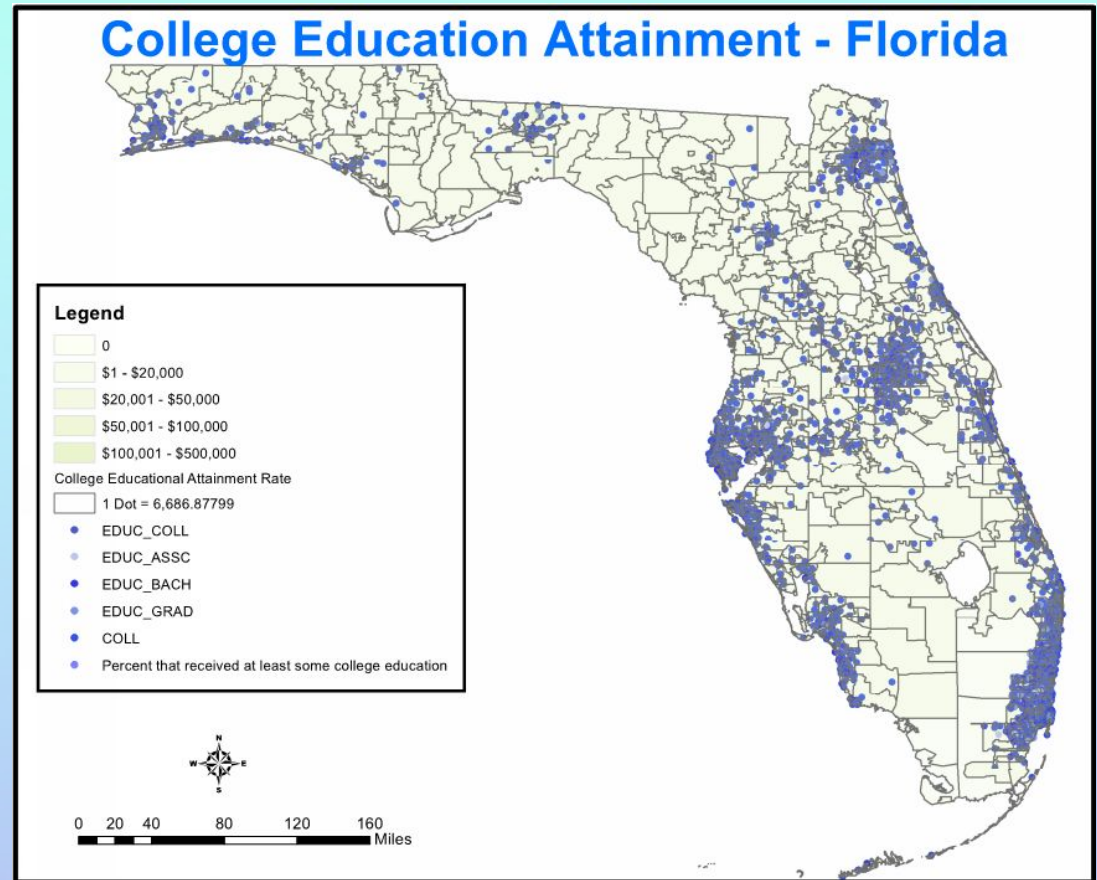
Education - High School

- Population 25+ with a high school degree or at least some schooling
- High density through I-4 corridor

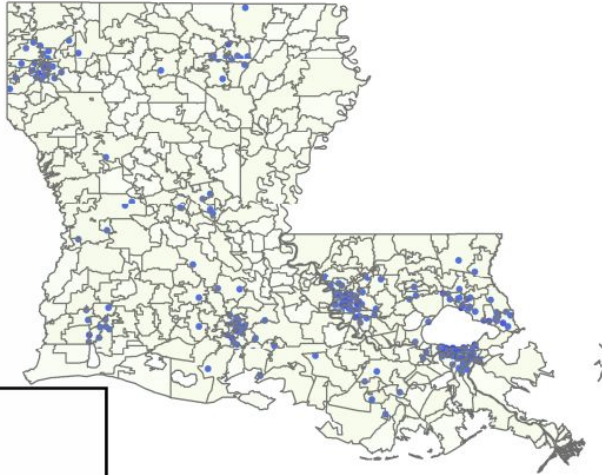


Education - College

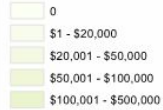
- Population 25+ with a college degree (AA, BA, MS, PhD)
- Battleground state
- College degrees are centered around major universities and cities
- Highest total donation \$60,000



College Education Attainment-Louisiana

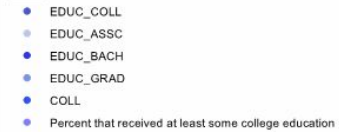


Legend



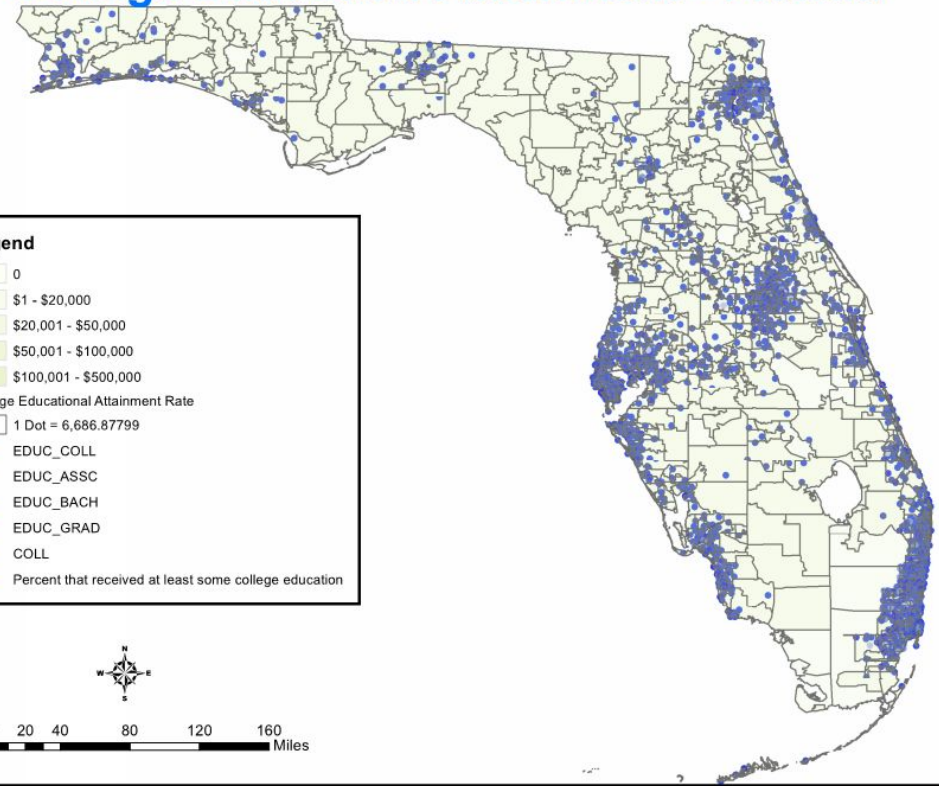
College Educational Attainment Rate

1 Dot = 6,961.45191

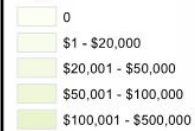


0 20 40 80 120 160 Miles

College Education Attainment - Florida

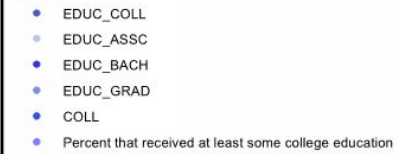


Legend

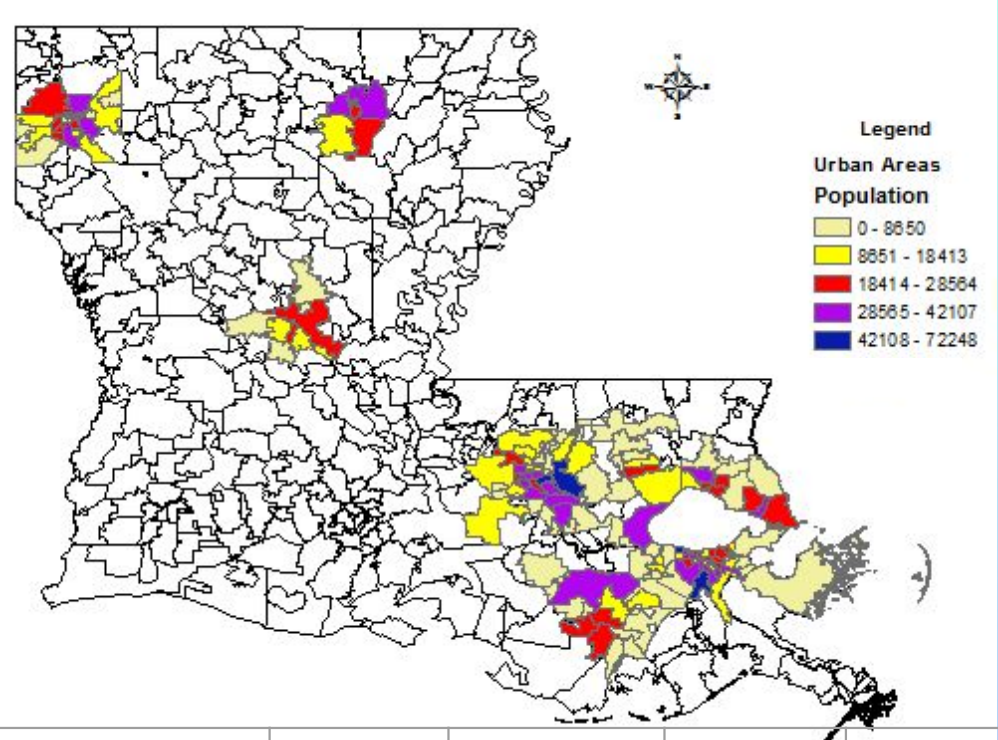
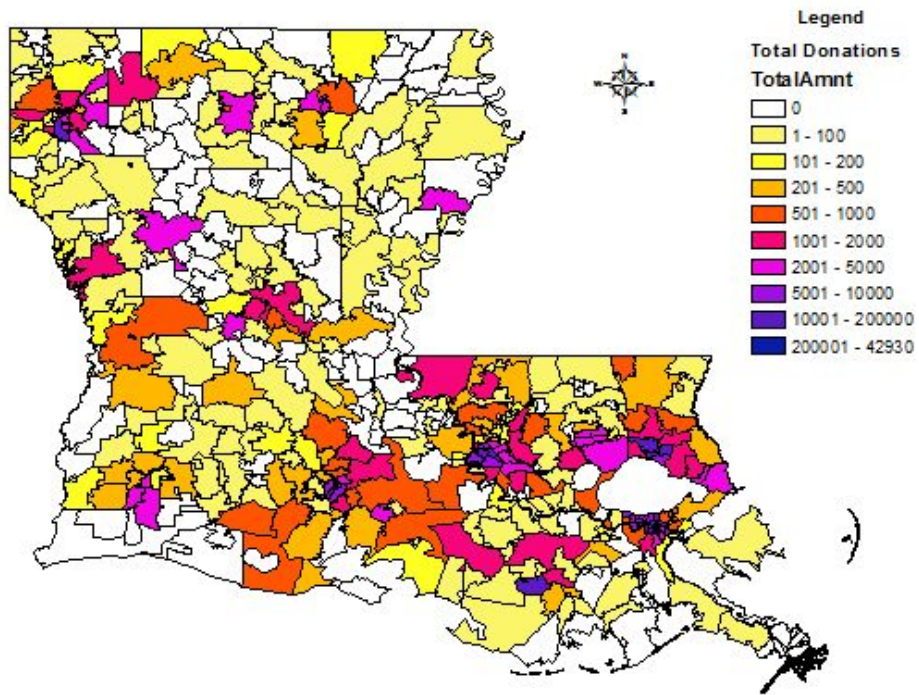


College Educational Attainment Rate

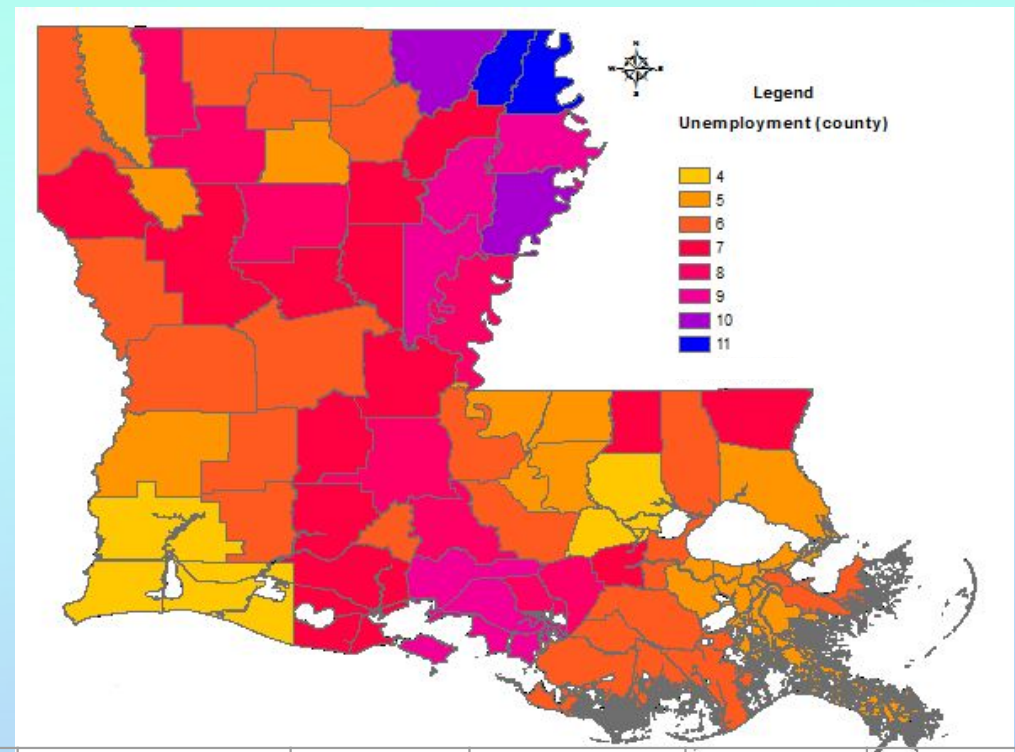
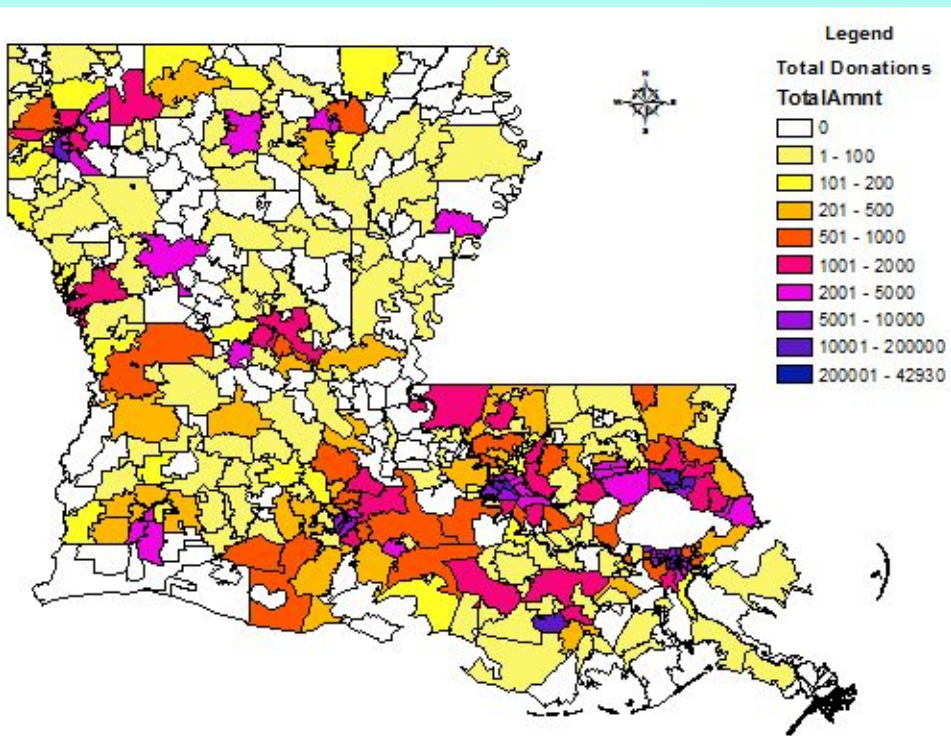
1 Dot = 6,686.87799



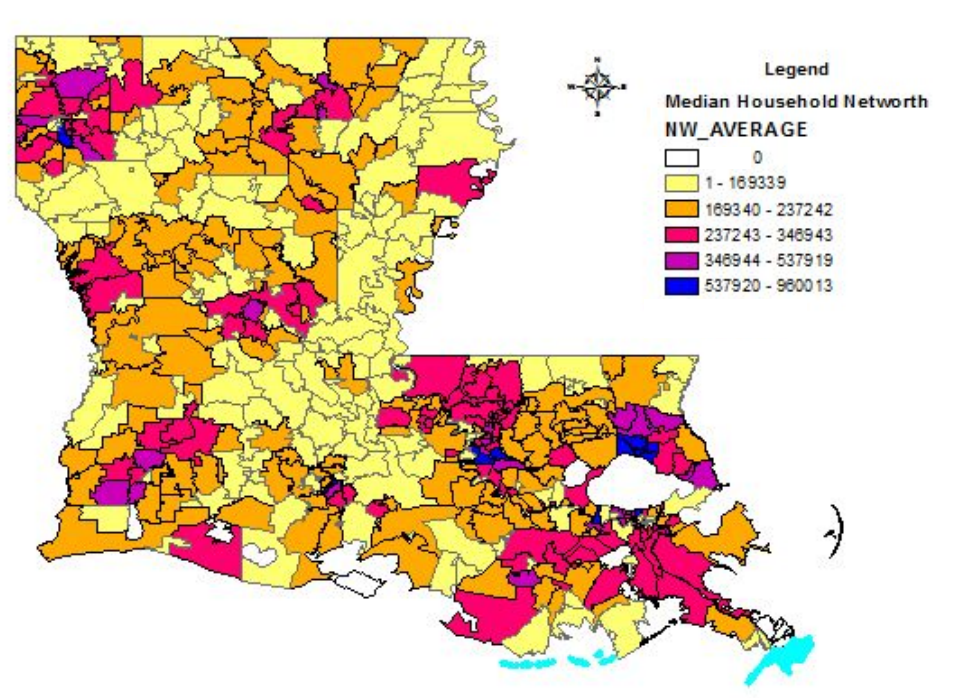
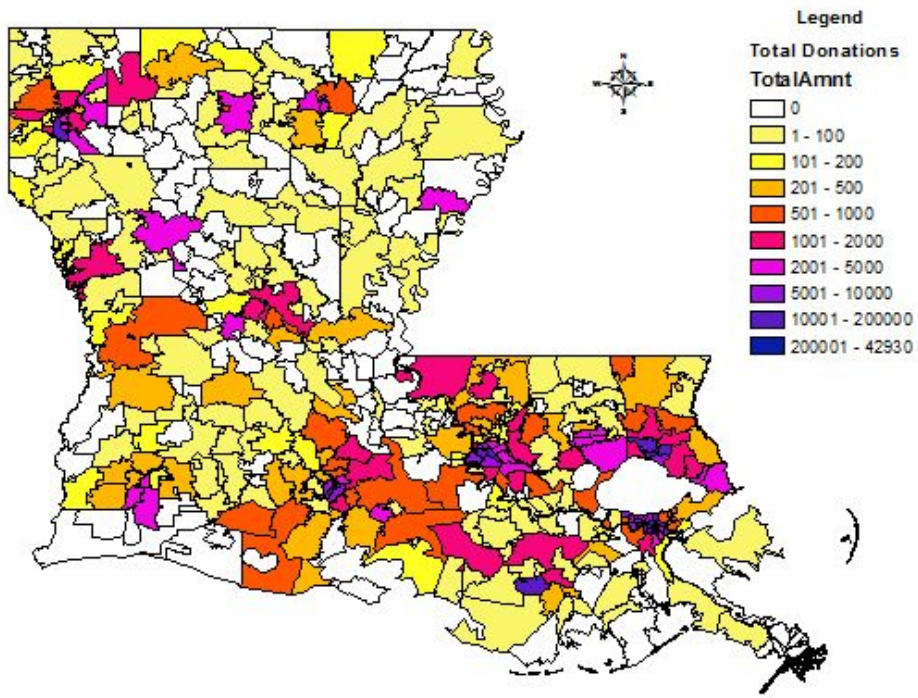
0 20 40 80 120 160 Miles



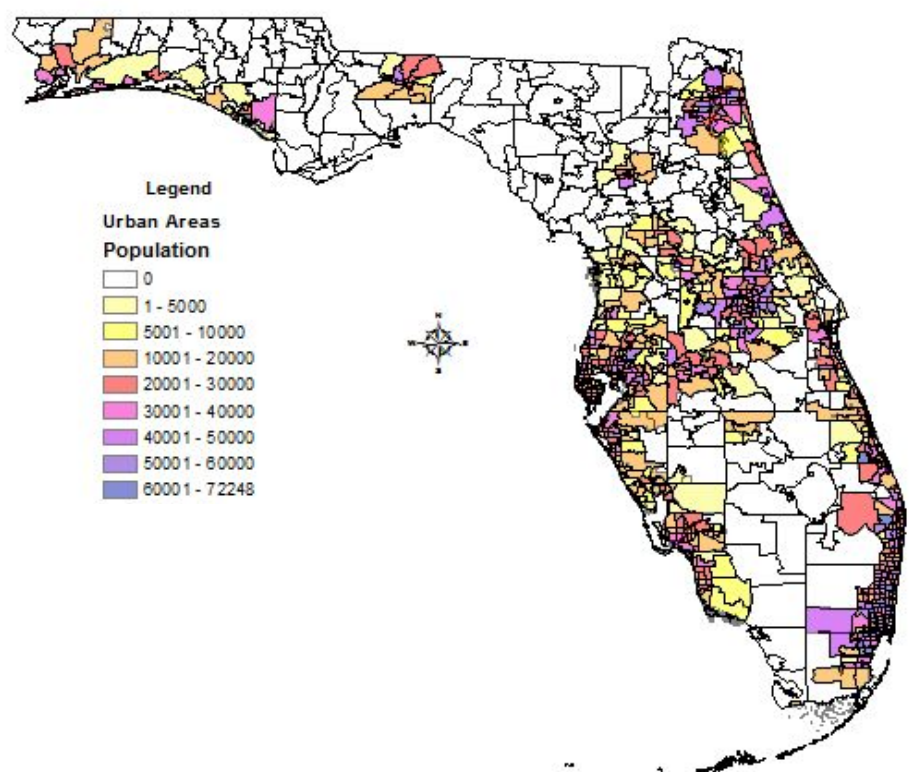
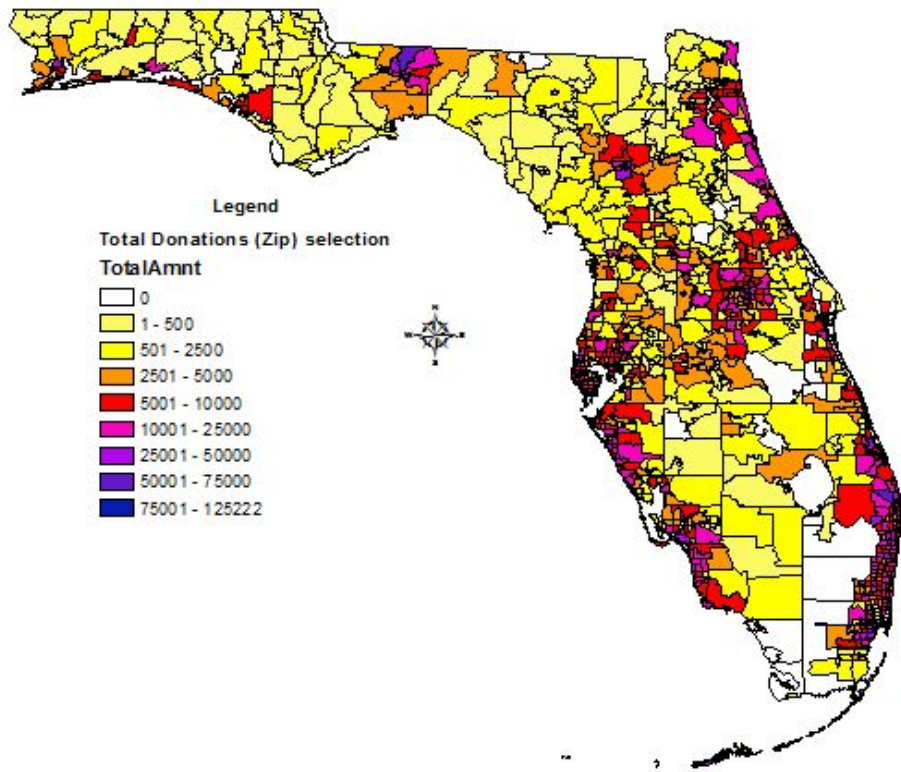
| | Pop | Avg Income | Avg Networth | Employed | Unemployed | Pov Pop | Urban Pop | # of Dntn | Avg \$/Don |
|----------------------|-----|------------|--------------|----------|------------|---------|-----------|-----------|------------|
| Total Amount Donated | 34% | 40% | 29% | 34% | 32% | 31% | 26% | 72% | 48% |



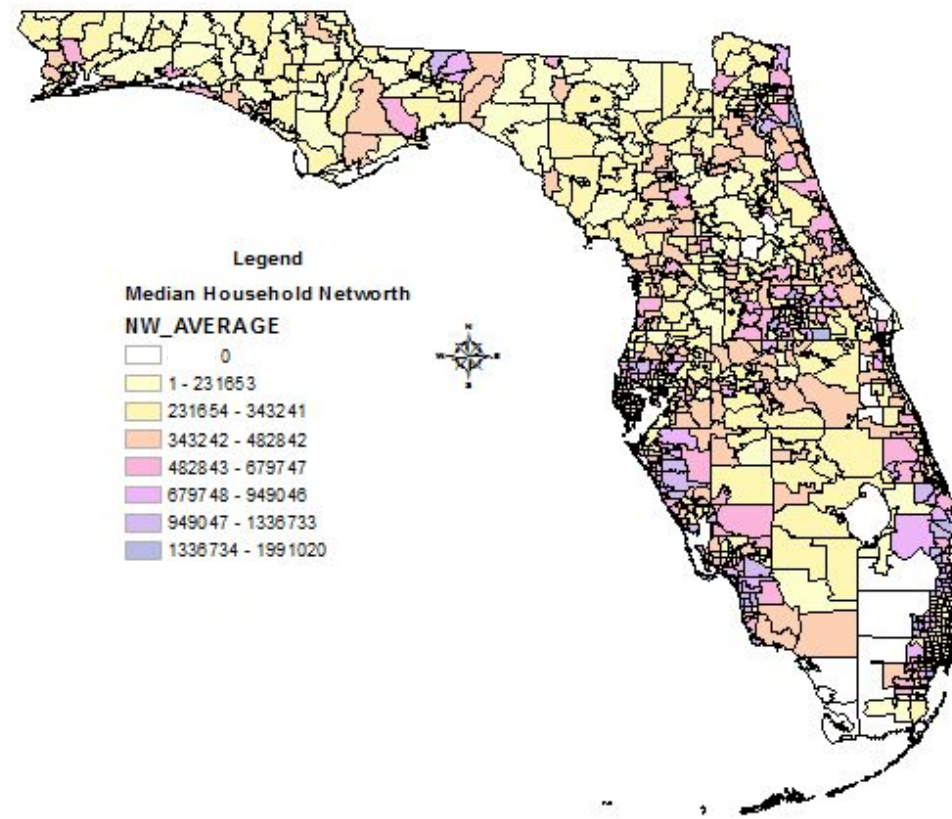
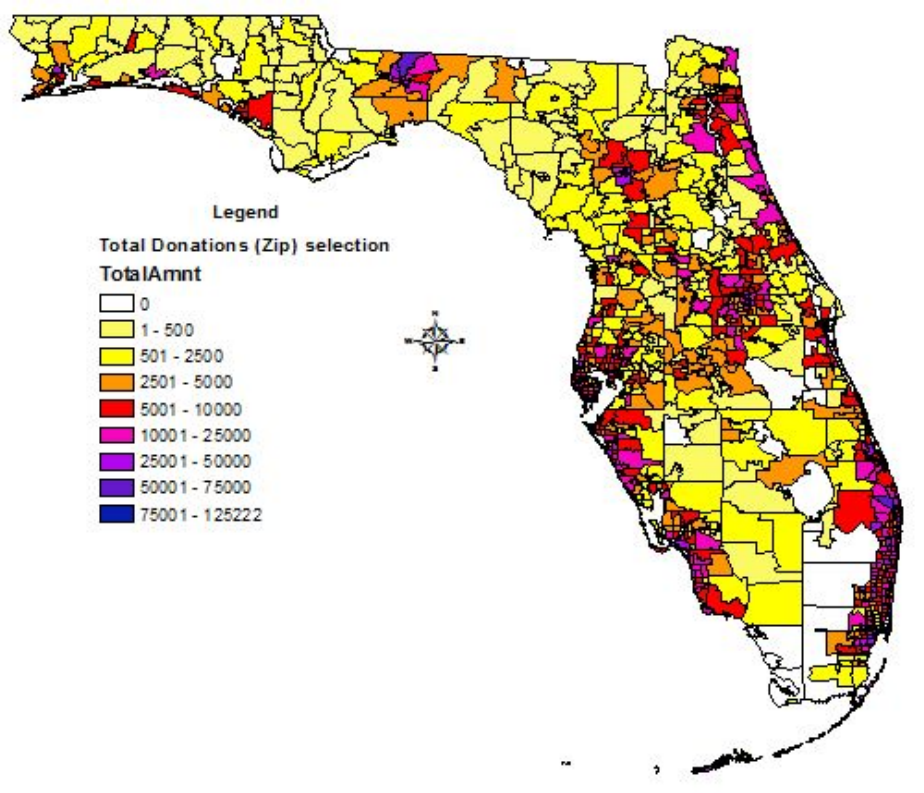
| | Pop | Avg Income | Avg Networth | Employed | Unemployed | Pov Pop | Urban Pop | # of Dntn | Avg \$/Don |
|----------------------|-----|------------|--------------|----------|------------|---------|-----------|-----------|------------|
| Total Amount Donated | 34% | 40% | 29% | 34% | 32% | 31% | 26% | 72% | 48% |



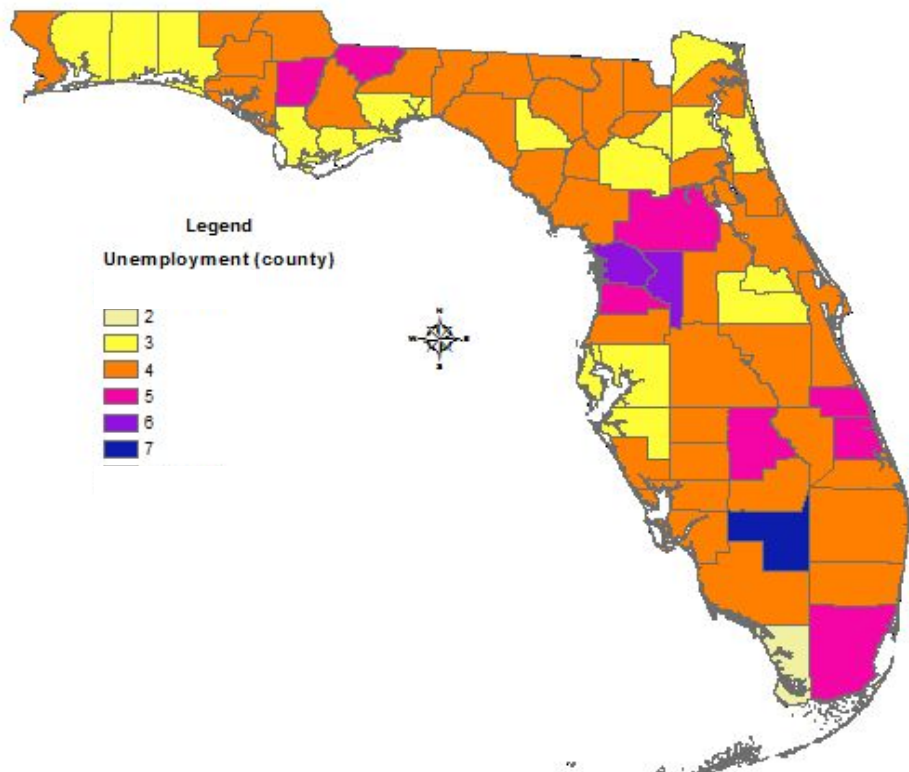
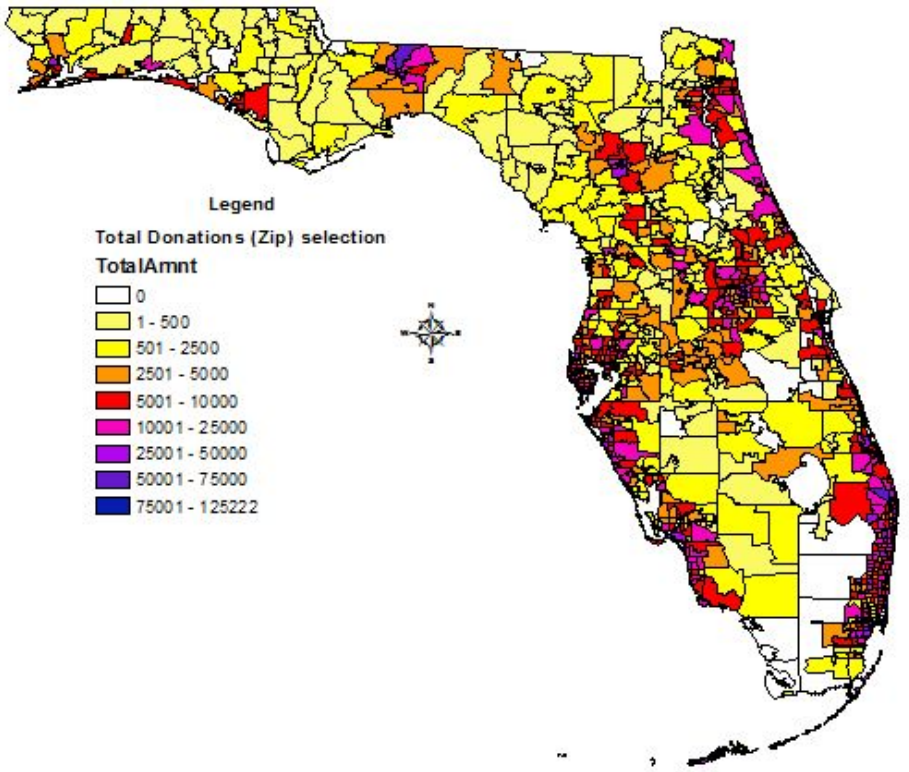
| | Pop | Avg Income | Avg Networth | Employed | Unemployed | Pov Pop | Urban Pop | # of Dntn | Avg \$/Don |
|----------------------|-----|------------|--------------|----------|------------|---------|-----------|-----------|------------|
| Total Amount Donated | 34% | 40% | 29% | 34% | 32% | 31% | 26% | 72% | 48% |



| | Pop | Avg Income | Avg Networth | Employed | Unemployed | Pov Pop | Urban Pop | # of Dntn | Avg \$/Don |
|----------------------|-----|------------|--------------|----------|------------|---------|-----------|-----------|------------|
| Total Amount Donated | 34% | 40% | 29% | 34% | 32% | 31% | 26% | 72% | 48% |

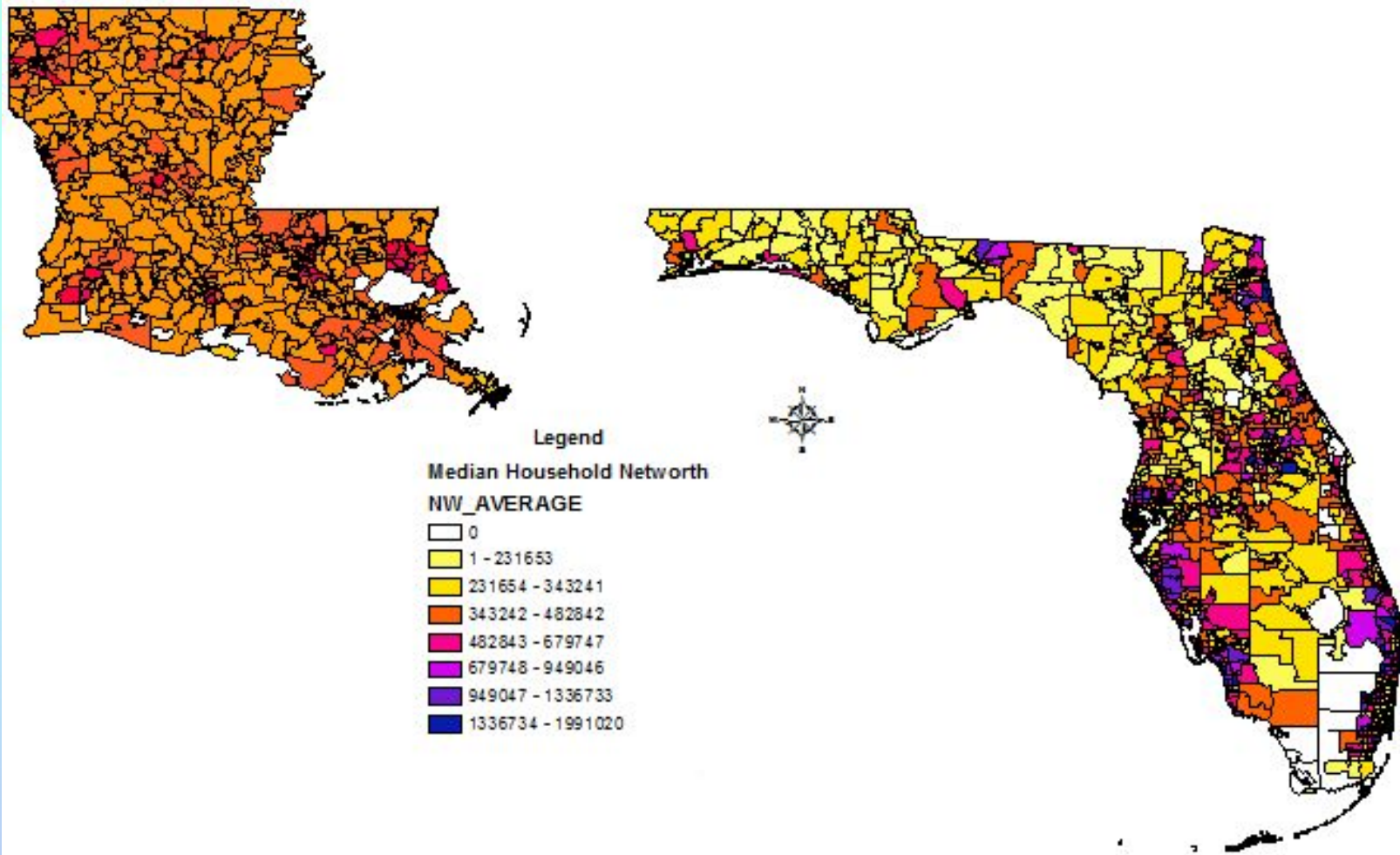


| | Pop | Avg Income | Avg Network | Employed | Unemployed | Pov Pop | Urban Pop | # of Dntn | Avg \$/Don |
|----------------------|-----|------------|-------------|----------|------------|---------|-----------|-----------|------------|
| Total Amount Donated | 34% | 40% | 29% | 34% | 32% | 31% | 26% | 72% | 48% |

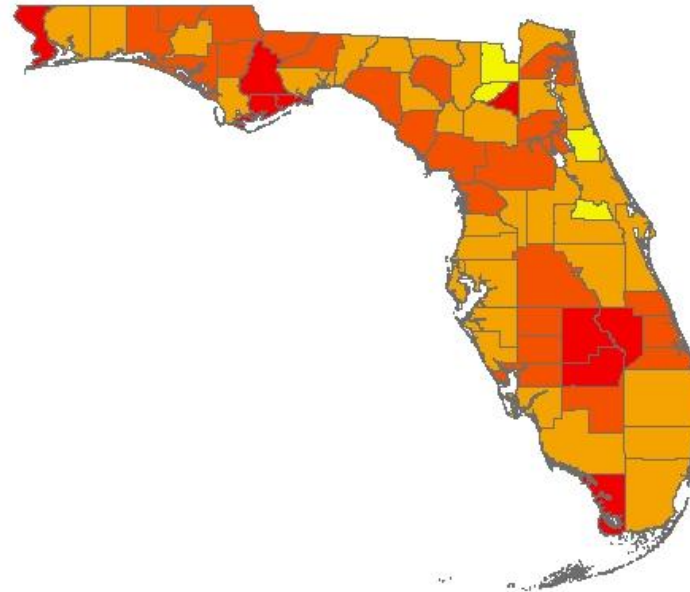
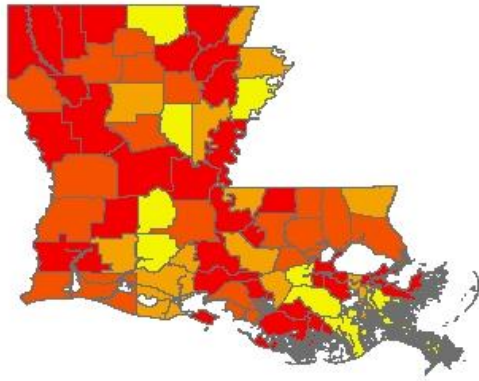


| | Pop | Avg Income | Avg Networth | Employed | Unemployed | Pov Pop | Urban Pop | # of Dntn | Avg \$/Don |
|----------------------|-----|------------|--------------|----------|------------|---------|-----------|-----------|------------|
| Total Amount Donated | 34% | 40% | 29% | 34% | 32% | 31% | 26% | 72% | 48% |

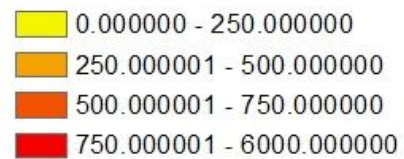
| | Pop | Avg Income | Avg Networth | Employed | Unemployed | Pop in Poverty | Urban Pop | # of Donations | Avg Amt per Donation |
|-------------------|-----|------------|--------------|----------|------------|----------------|-----------|----------------|----------------------|
| FLORIDA | | | | | | | | | |
| # of Donations | 58% | 39% | 36% | 33% | 28% | 27% | 48% | | |
| Avg Amt/ Donation | 1% | 9% | 10% | 11% | 10% | 10% | -2% | 5% | |
| Total Amt Donated | 34% | 40% | 39% | 34% | 32% | 31% | 26% | 72% | 48% |
| LOUISIANA | | | | | | | | | |
| # of Donations | 58% | 39% | 26% | 33% | 28% | 27% | 48% | | |
| Avg Amt/ Donation | 1% | 9% | 8% | 11% | 10% | 10% | -2% | 5% | |
| Total Amt Donated | 34% | 40% | 29% | 34% | 32% | 31% | 26% | 72% | 48% |



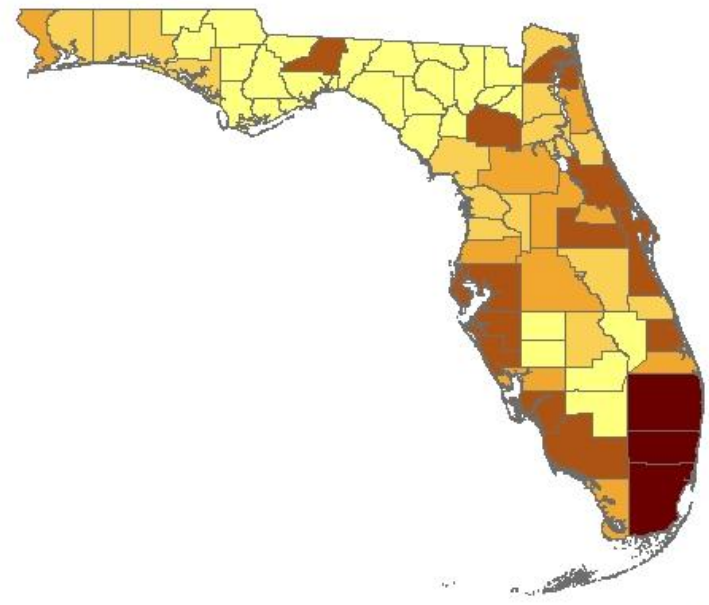
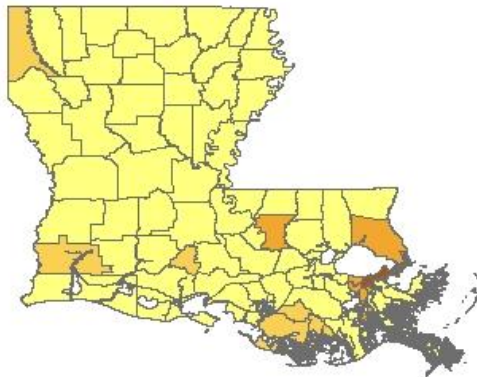
Jailing Rate By County



Jailing Rate Rate



Jailing Rate By County



**Money Donated
Total Amount**

- 0 - 10000
- 10001 - 50000
- 50001 - 100000
- 100001 - 500000
- 500001 - 1061329



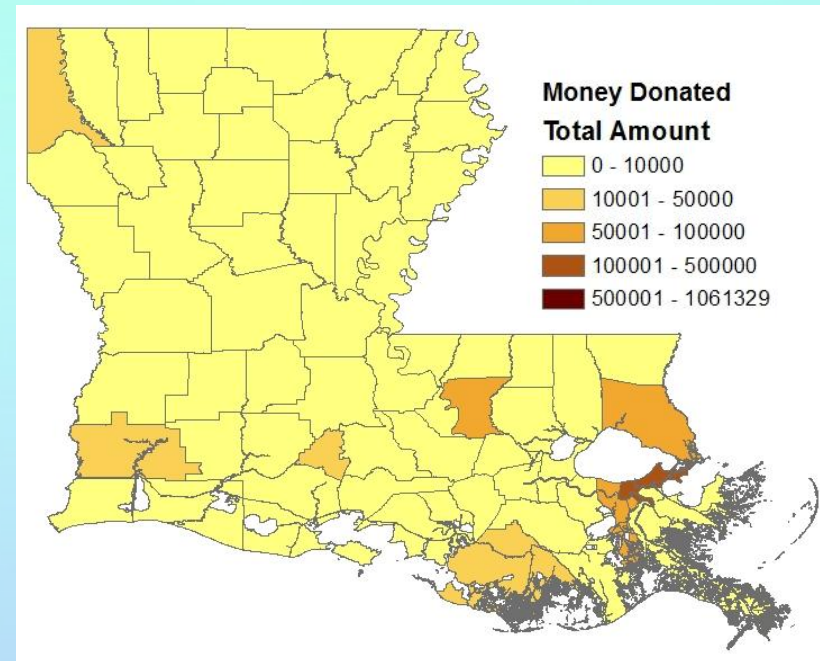
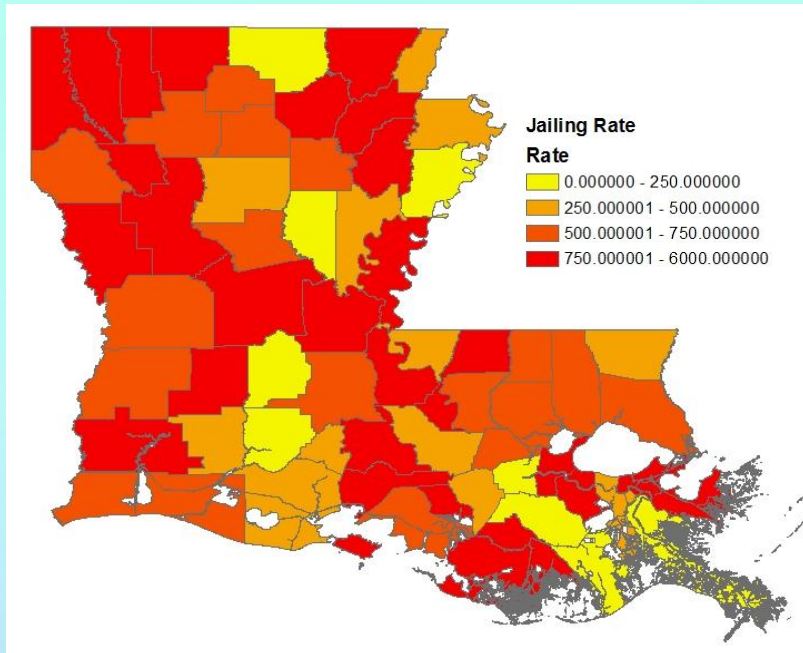
Jailing Rate vs Total Money Donated in Florida and Louisiana

| | Population | Rate | Total Amount |
|--------------|------------|---------|--------------|
| Population | 100.00% | | |
| Rate | -10.37% | 100.00% | |
| Total Amount | 93.36% | -9.06% | 100.00% |

- The larger the population, the more money donated ~ 93%
- The higher the jailing rate, the less amount donated
- The larger the population, the lower the jailing rate

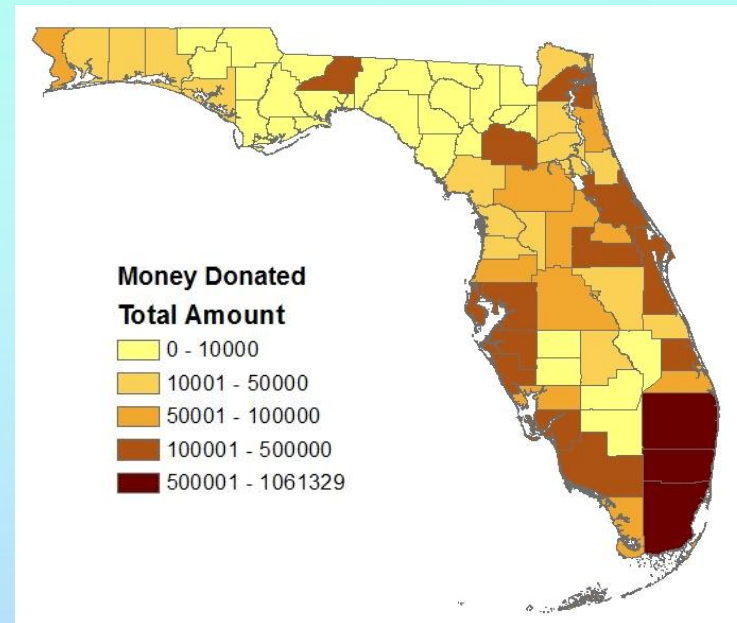
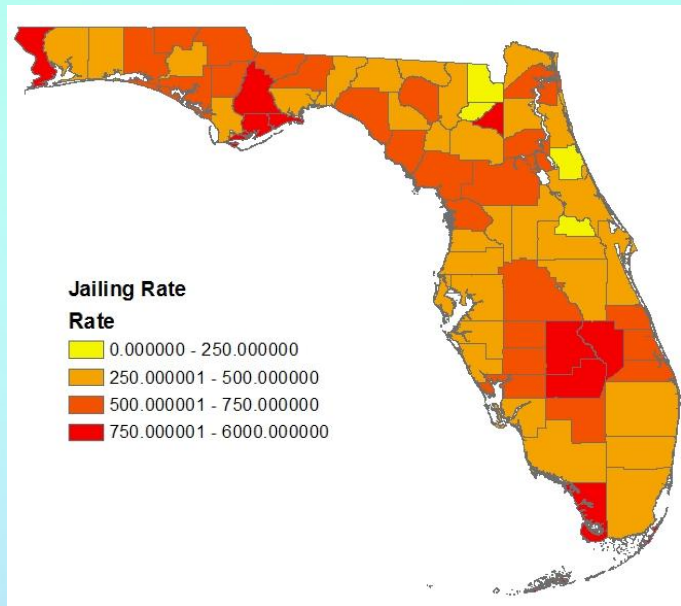
Numbers closer to zero show that there isn't a strong correlation but there is a small trend

Jailing Rate vs Total Amount Donated in Louisiana



| | Population | Rate | Total Amount |
|--------------|------------|---------|--------------|
| Population | 100.00% | | |
| Rate | -18.77% | 100.00% | |
| Total Amount | 55.36% | -8.59% | 100.00% |

Jailing Rate vs Total Amount Donated in Florida



| | Population | Rate | Total Amount |
|--------------|------------|---------|--------------|
| Population | 100.00% | | |
| Rate | -30.47% | 100.00% | |
| Total Amount | 93.80% | -29.66% | 100.00% |

Conclusions

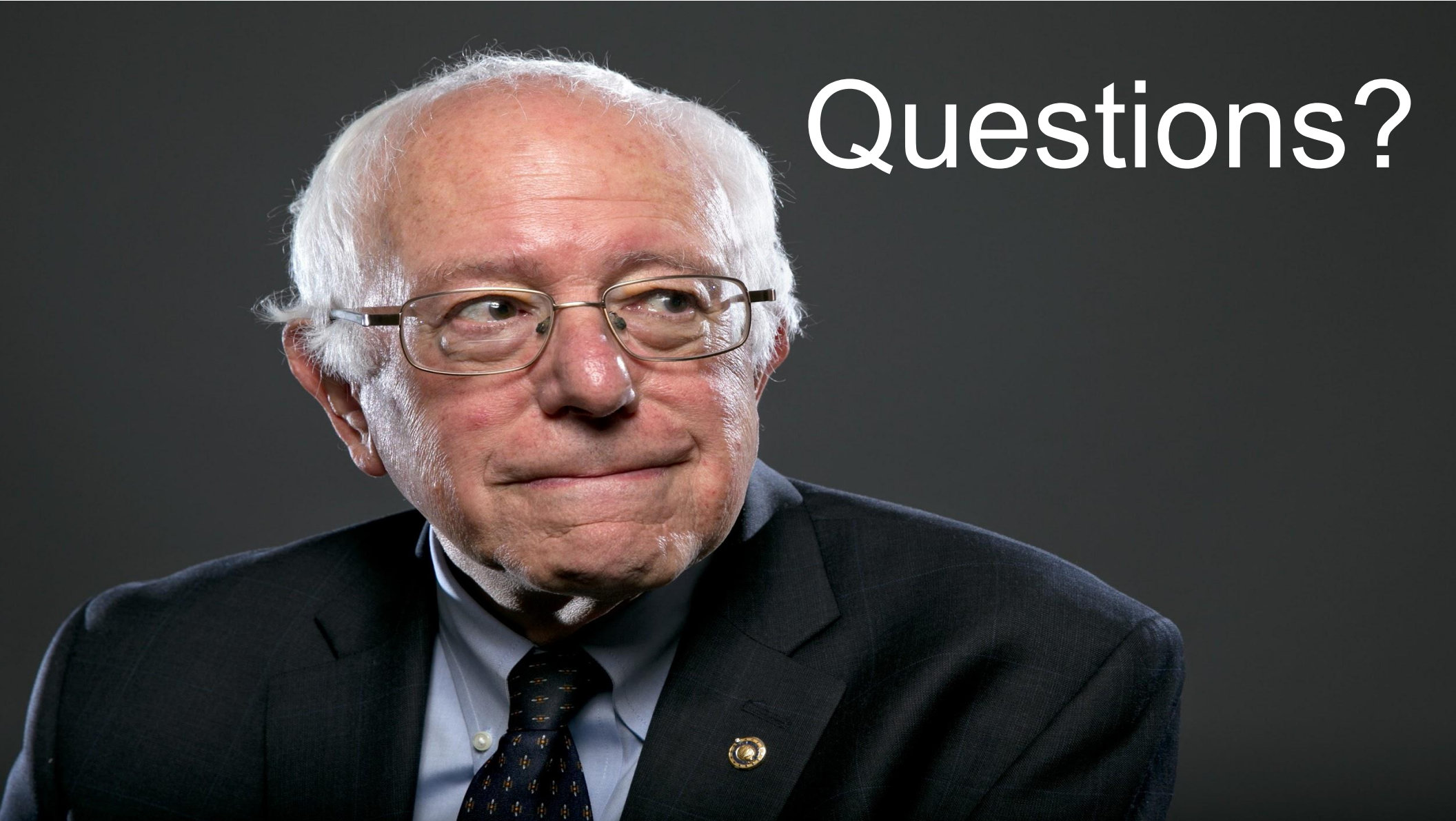
Demographics- For all races except Asian, it was the male group 18-64 that donated the most. For Asian, it was the female age 18-64 who donated the most.

Education - People who obtained any sort of degree in the location of a major city or university donated more money than the rural parts of the states.

Economic - In relation to donations, populations with higher networths, unemployment and employment had a higher correlation to amounts donated.

Areas with a higher urban population donated less on average.

Comparing jailing rates and total amount of money donated, counties with a lower rate donated more total money.



Questions?