

An Inside Look Behind the Bernie Sanders Campaign

GROUP #7
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Goal

- ▶ Utilize the tools learned in GIS throughout the semester
- ▶ Analyze information about the contributors to the Bernie Sander's campaign

Objective

- ▶ The goal will be achieved by the use of measurements.
- ▶ These measurement are then divided into categories or indicators.

Hypothesis

- ▶ Based on the categories chosen, the ones that we predict will have more influence in the presidential elections are:
 - ▶ Income
 - ▶ Who will get more advantage depending on the candidate?
 - ▶ Educational Background
 - Will the college educated and current college students back Bernie more?

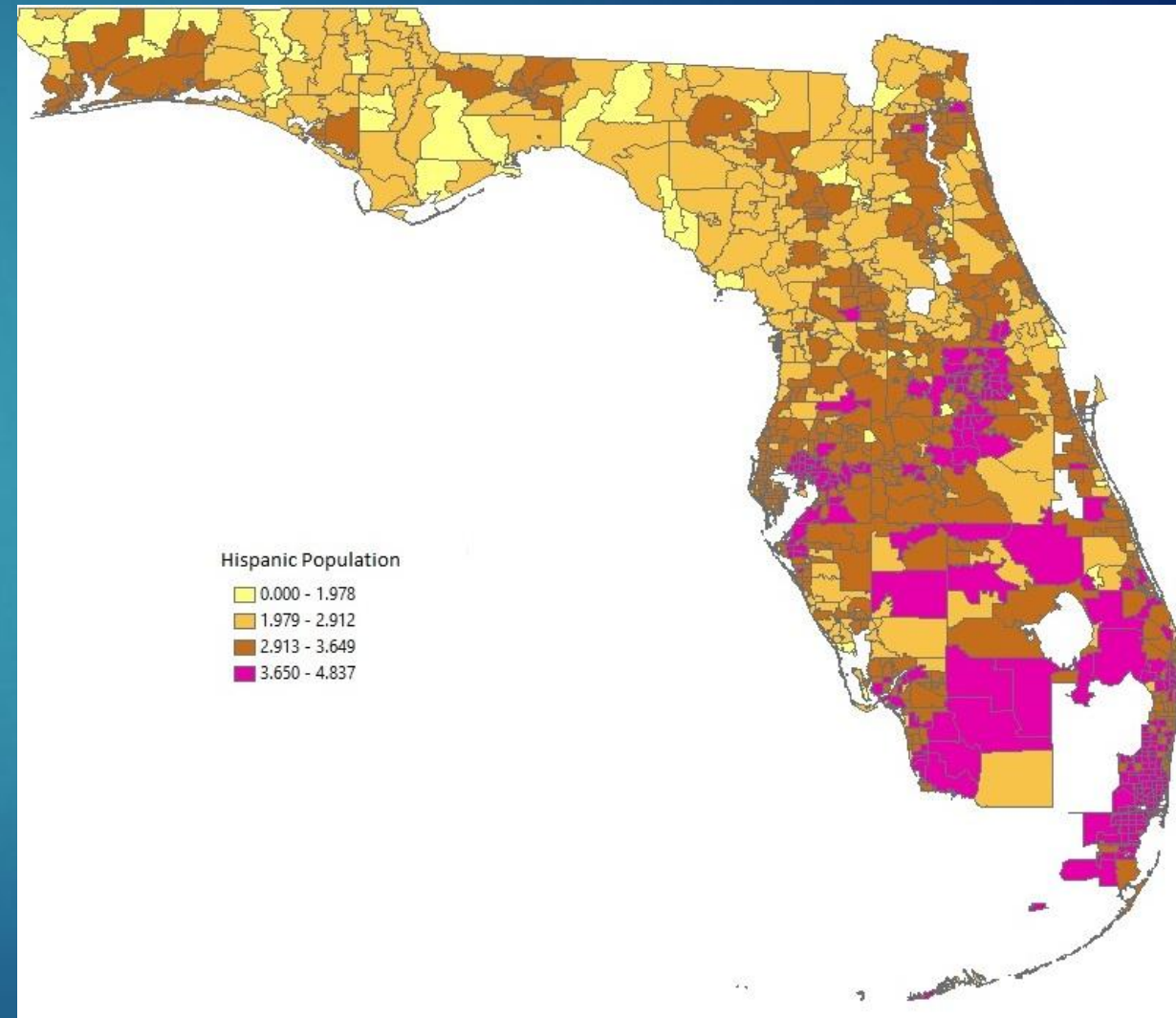
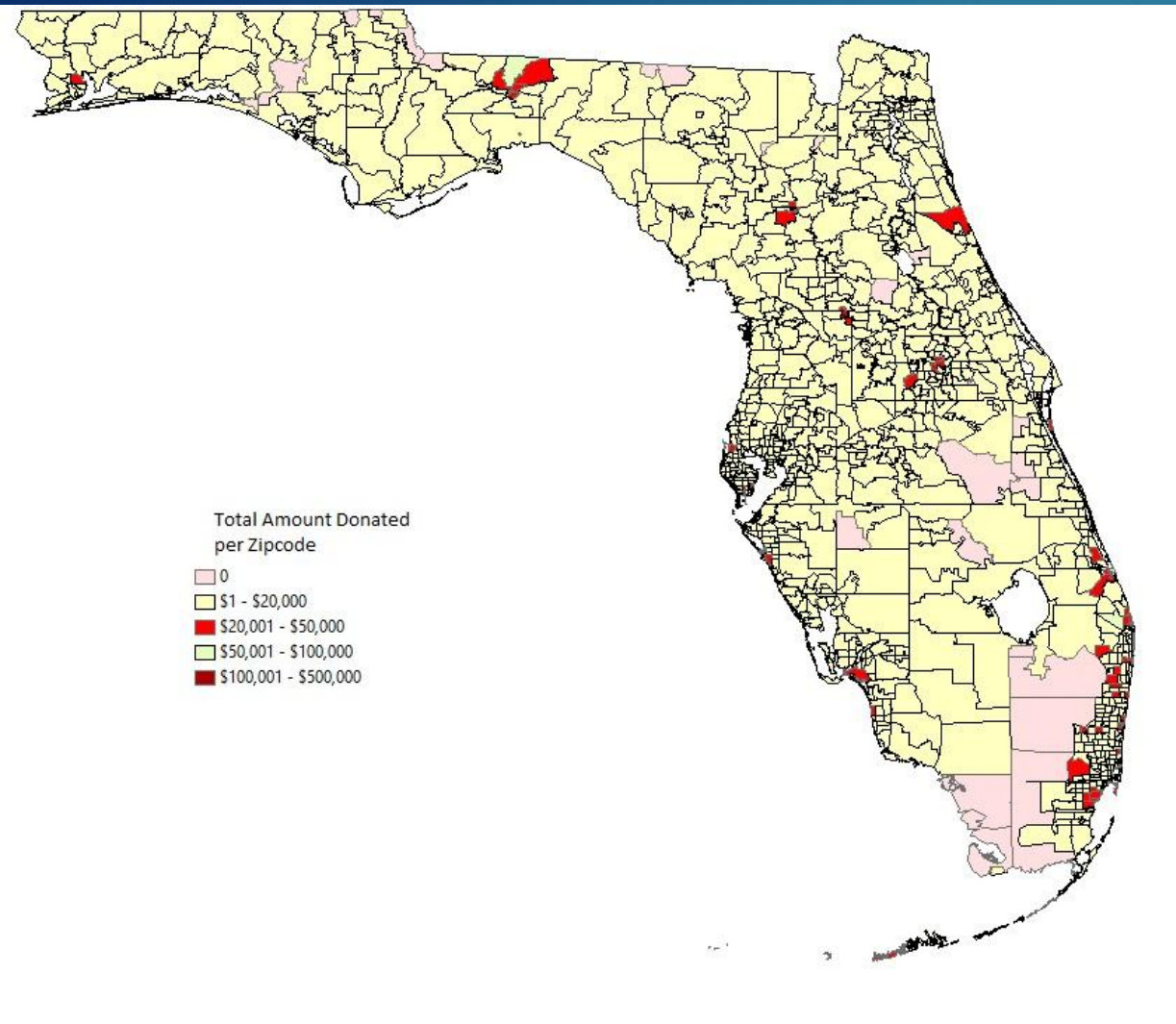
Indicators

- ▶ Demographics
 - ▶ Race
- ▶ Education
 - ▶ Some High School
 - ▶ High School Graduates
 - ▶ College Graduates
- ▶ Financial
 - ▶ Income
 - ▶ Net Worth
 - ▶ Poverty Level

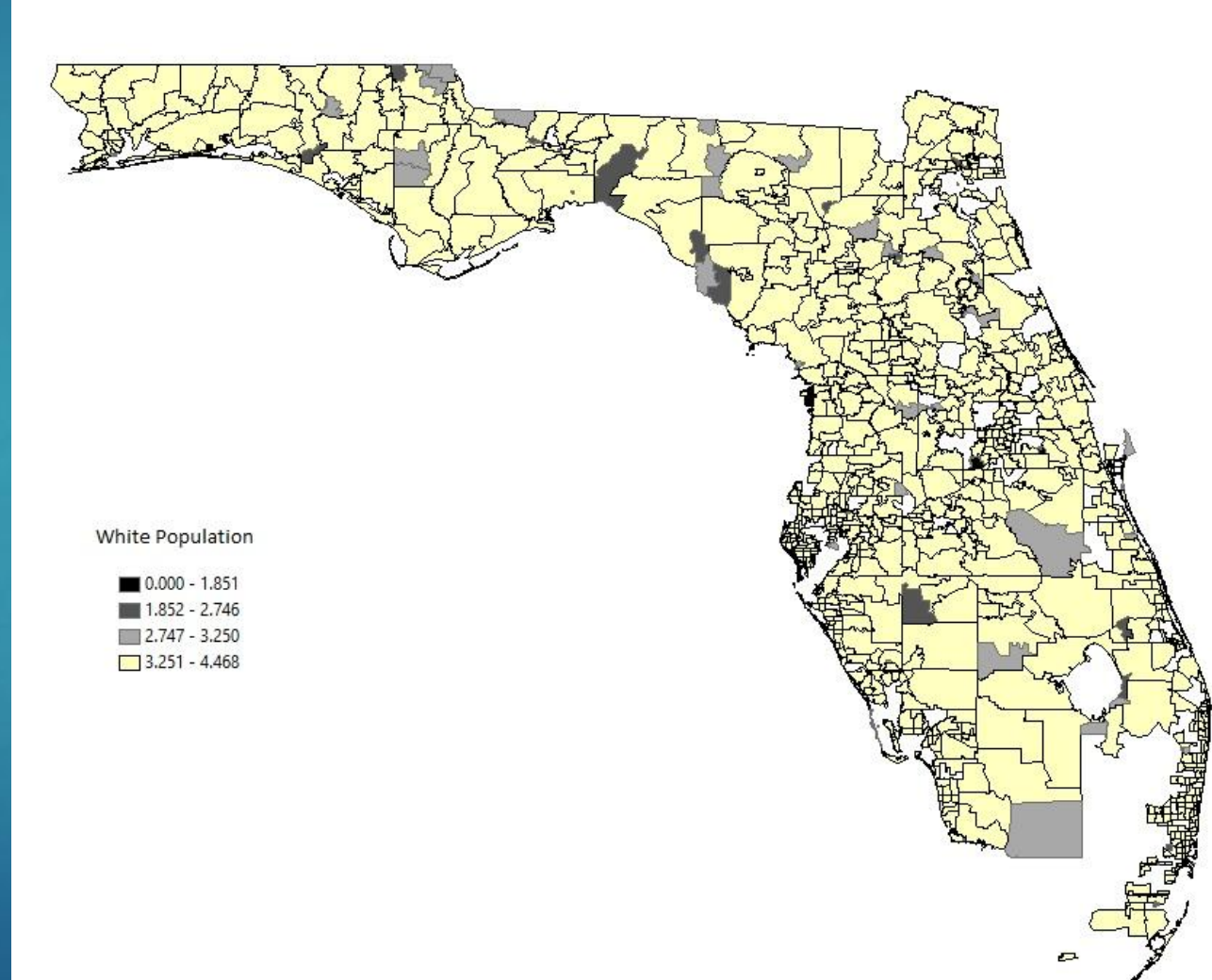
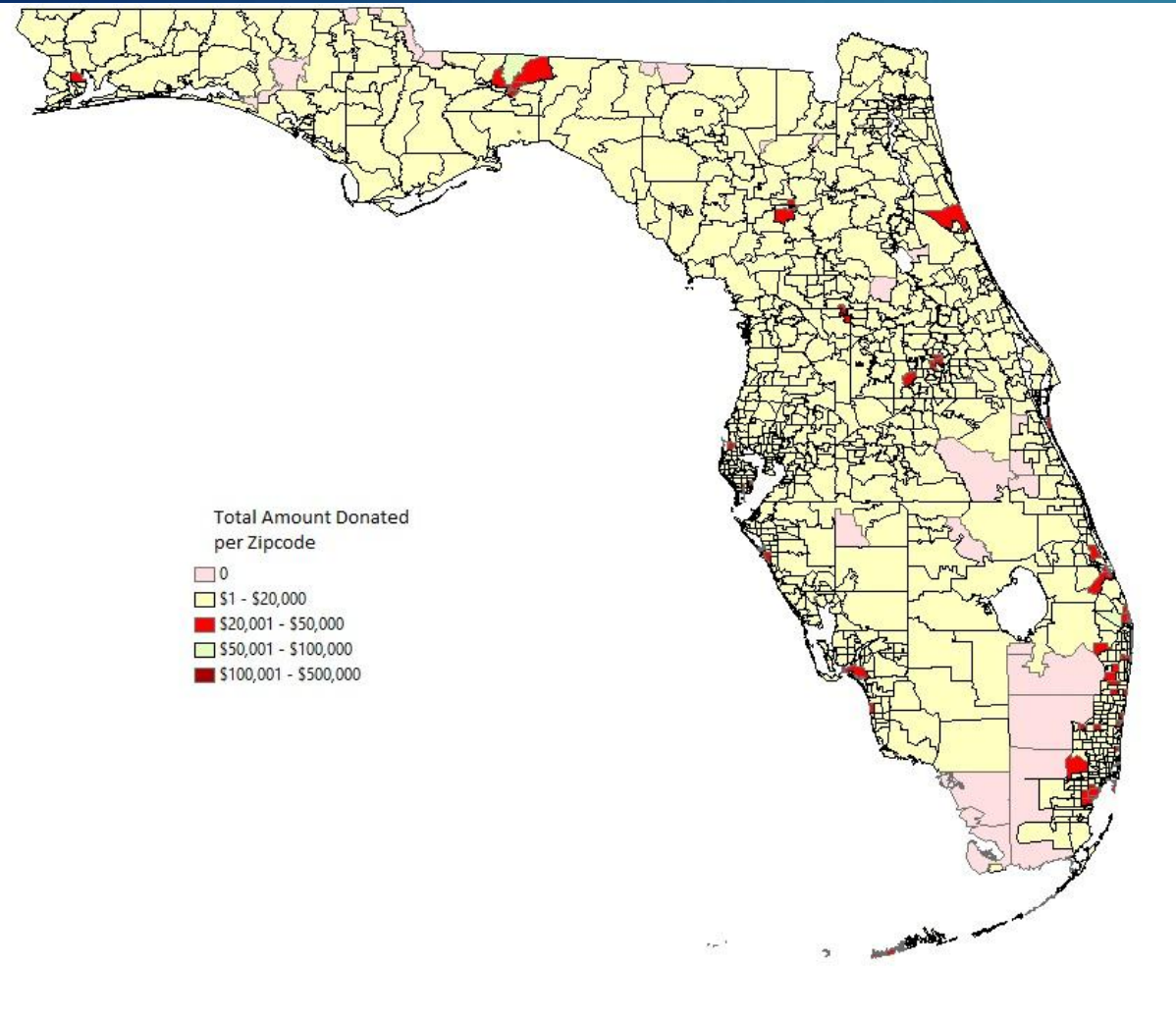
Demographics

- ▶ By Race
 - ▶ Caucasian
 - ▶ African-American
 - ▶ Hispanic
 - ▶ Asian

Hispanic Population



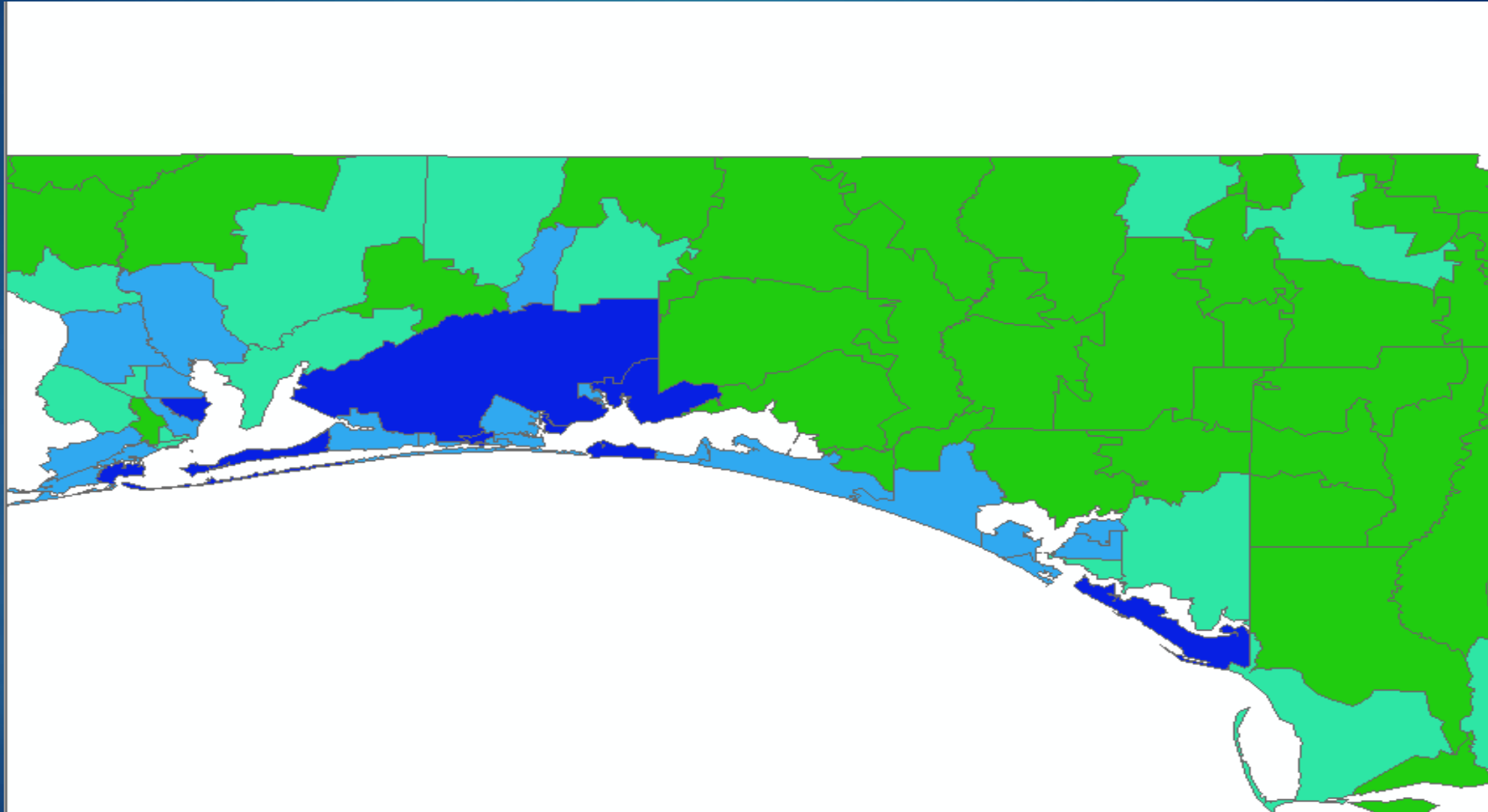
White Population



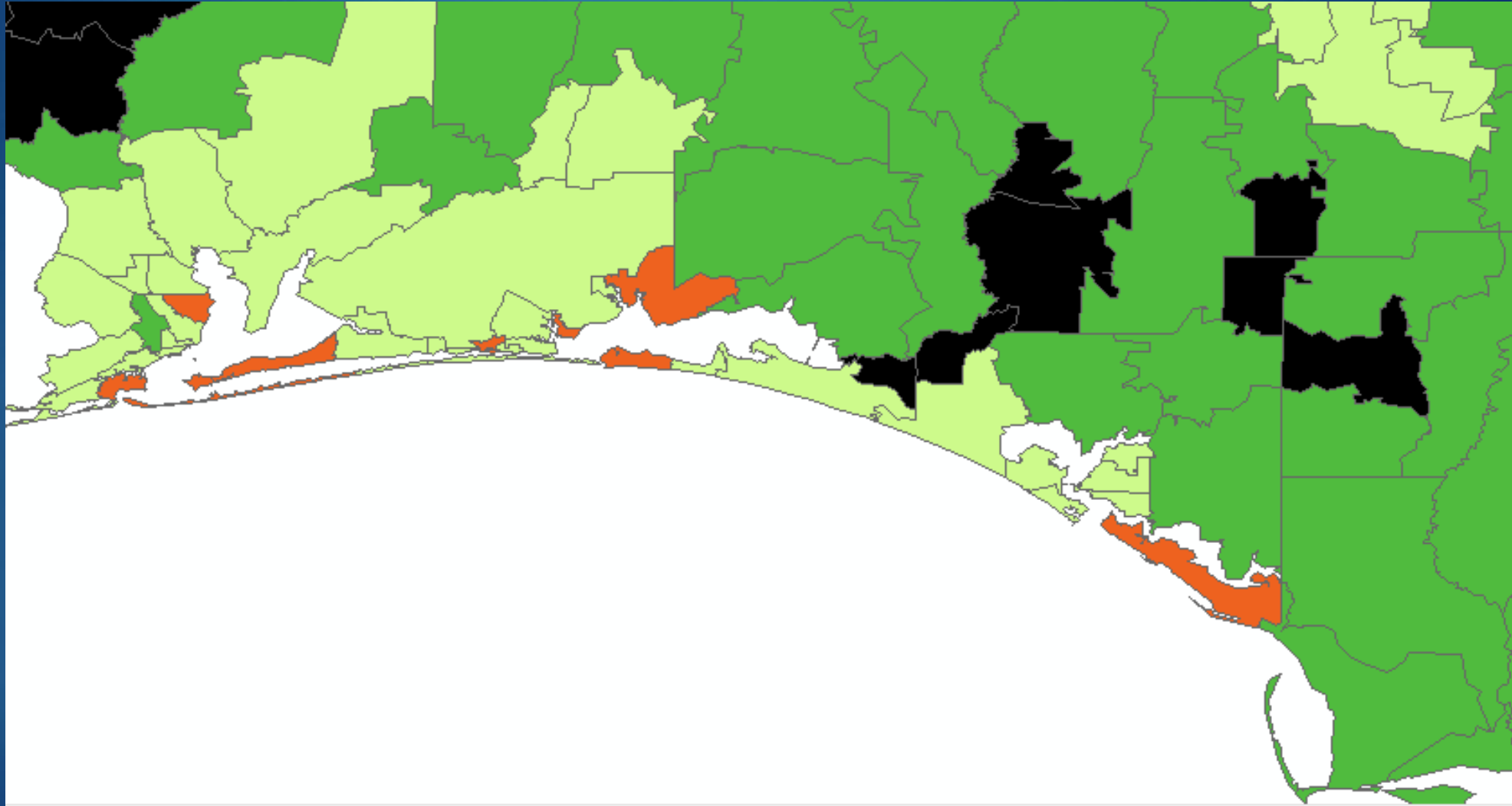
Education

- ▶ Some High School Education
- ▶ High School Graduates
- ▶ College Graduates

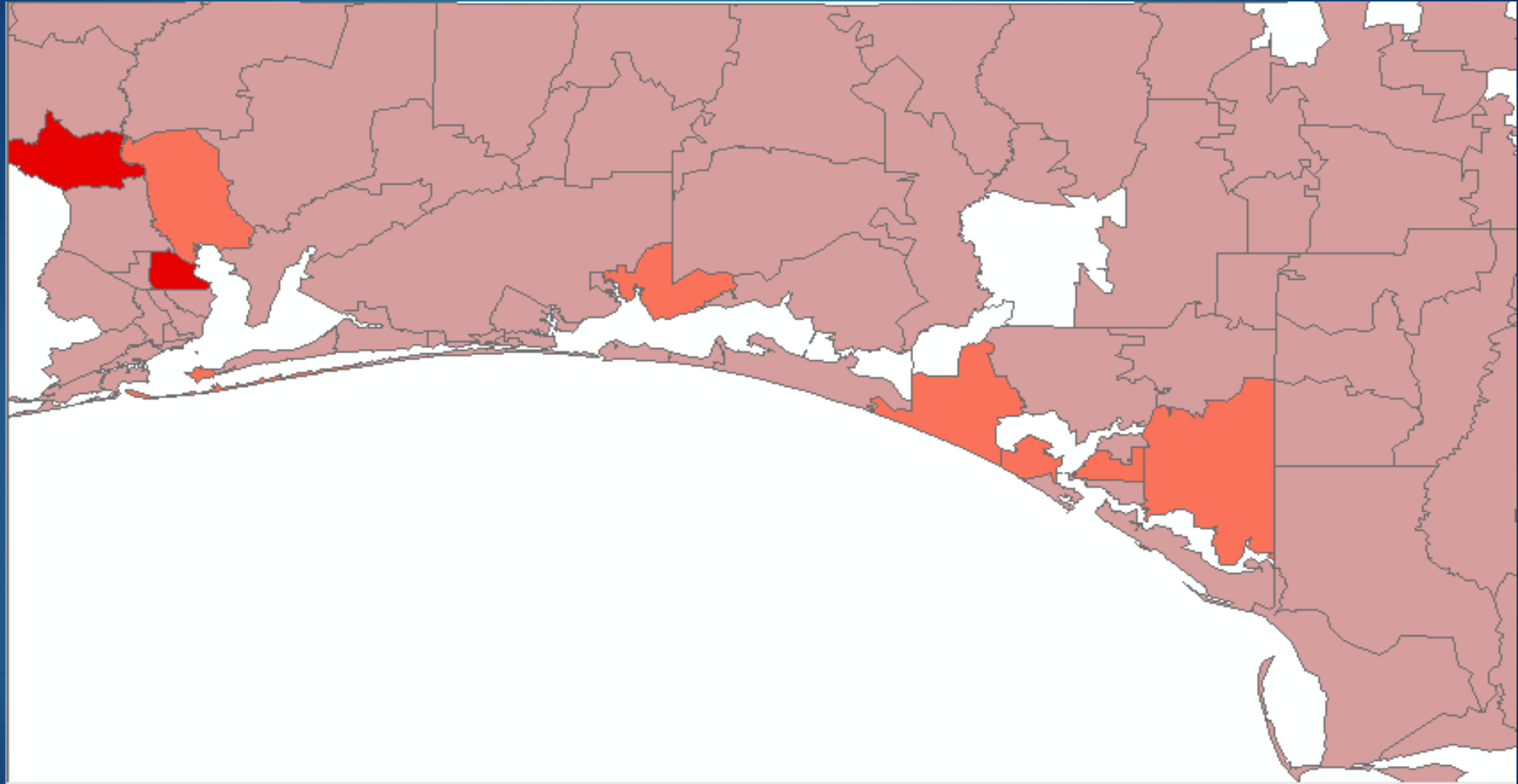
College Grad Rate



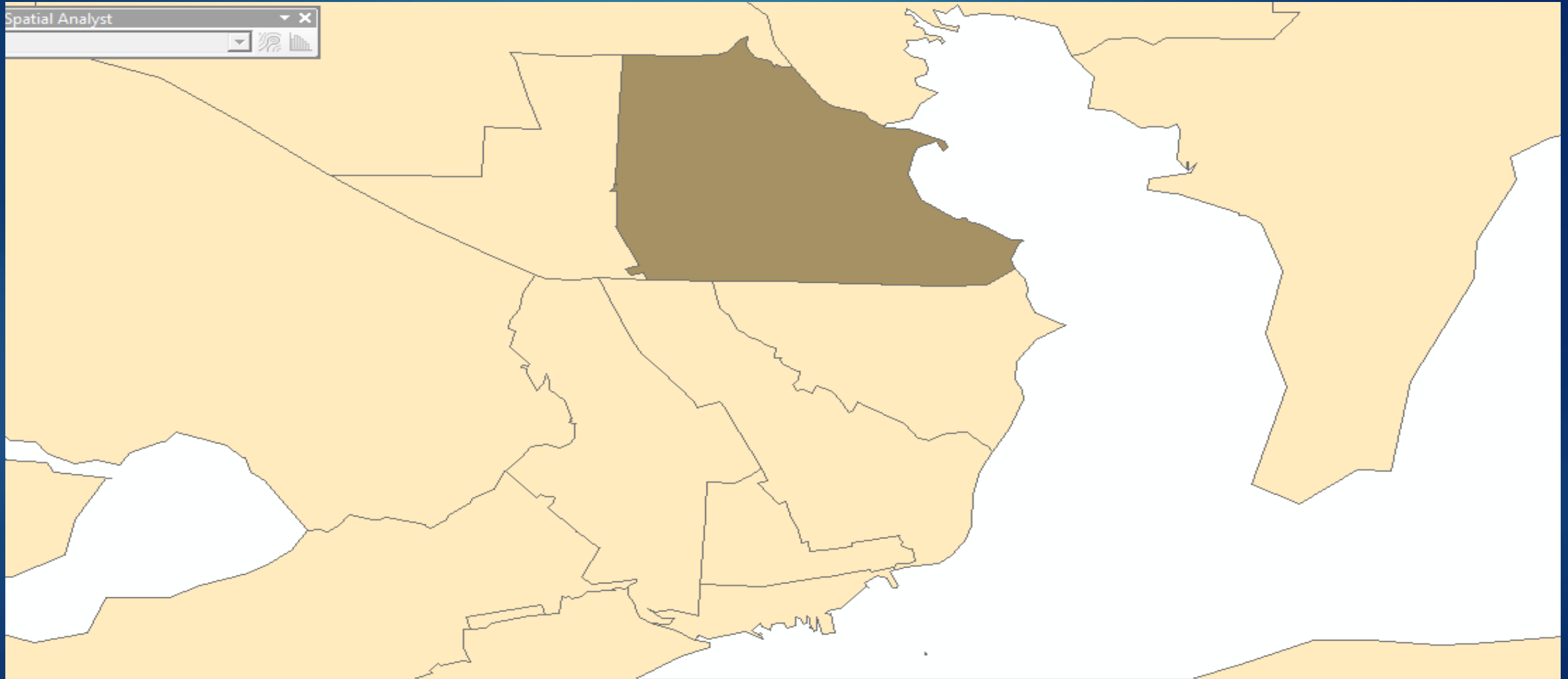
High School Grad Rate



Average Amount Donated Per Person



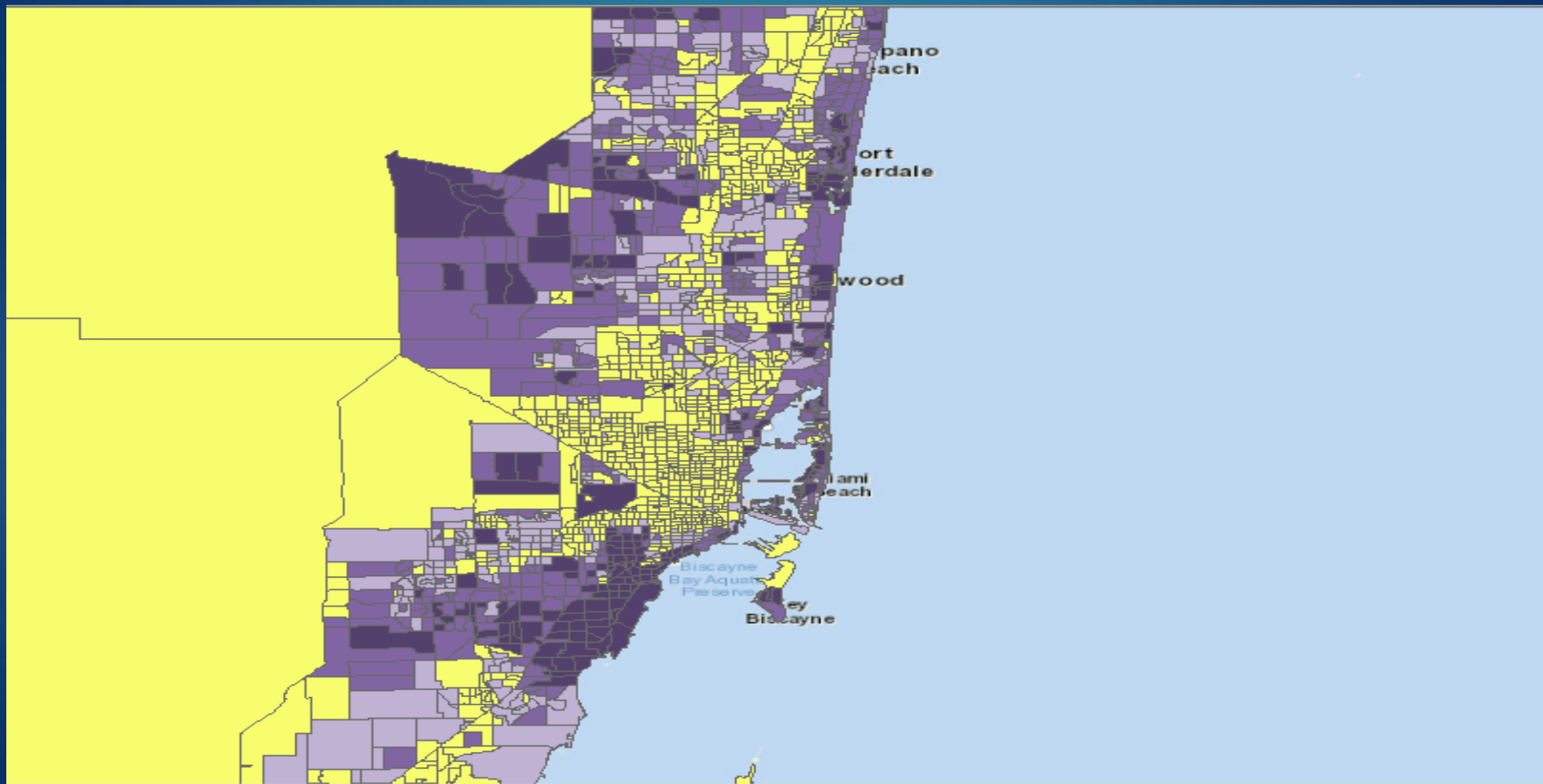
UWF/ Total Amount of Money



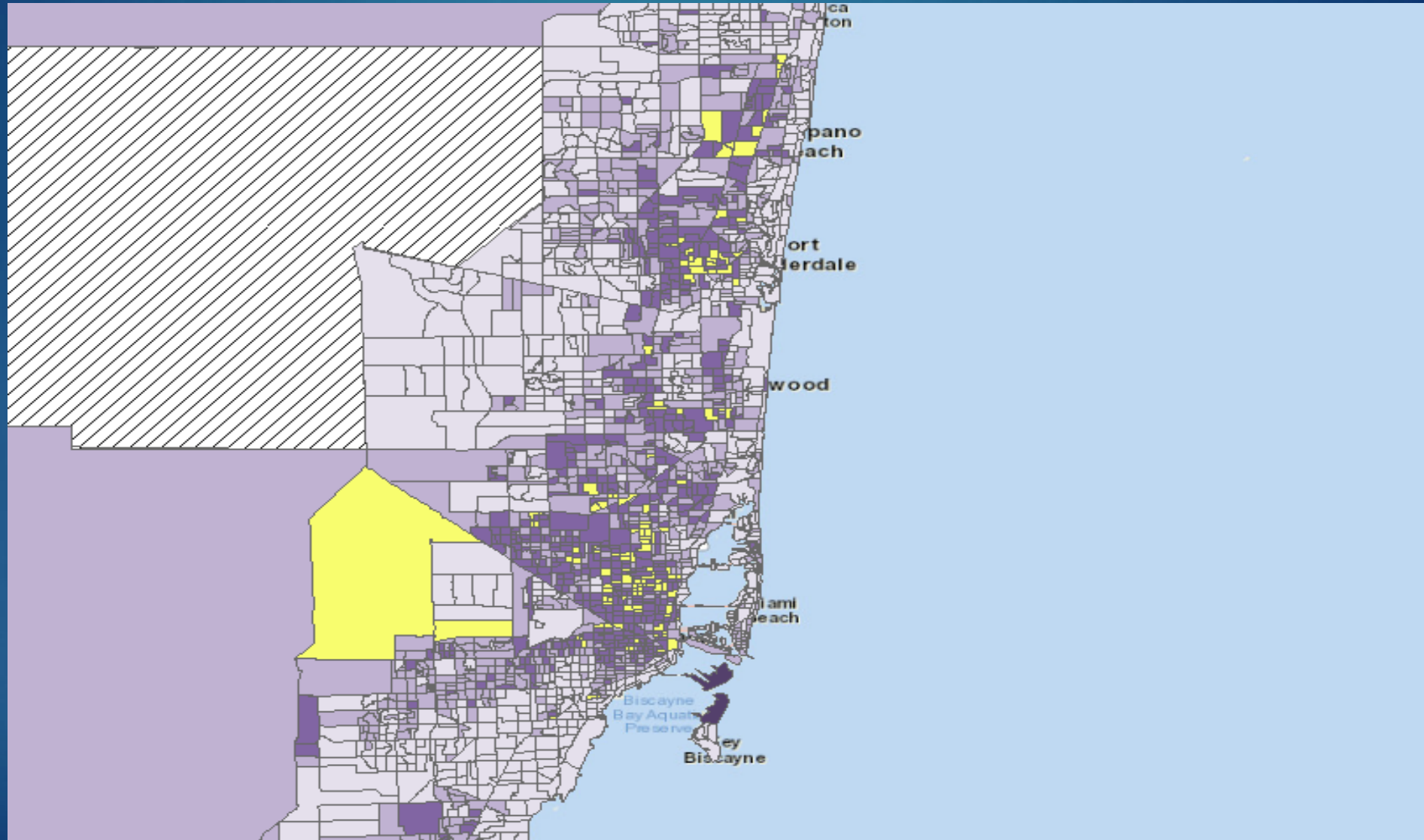
Conclusion

- ▶ Zipcode where UWF is situated has a high college grad rate had a noticeably large amount of money donated + amount of money donated by person.
- ▶ Other “college towns” hosting community schools in a region with high college grad rates gave the organization more money per person than the more rural areas.
- ▶ EX: Defuniak Springs had only 8 people donate yet still totaled 400 in financial aid for Sanders.
- ▶ Zipcodes with college grad rates situated around 50 percent brought in some of the most money
- ▶ High school Grads were not that beneficial.
- ▶ The target region would be UWF plus other community colleges and zipcodes containing 40 to 67 percent college grads

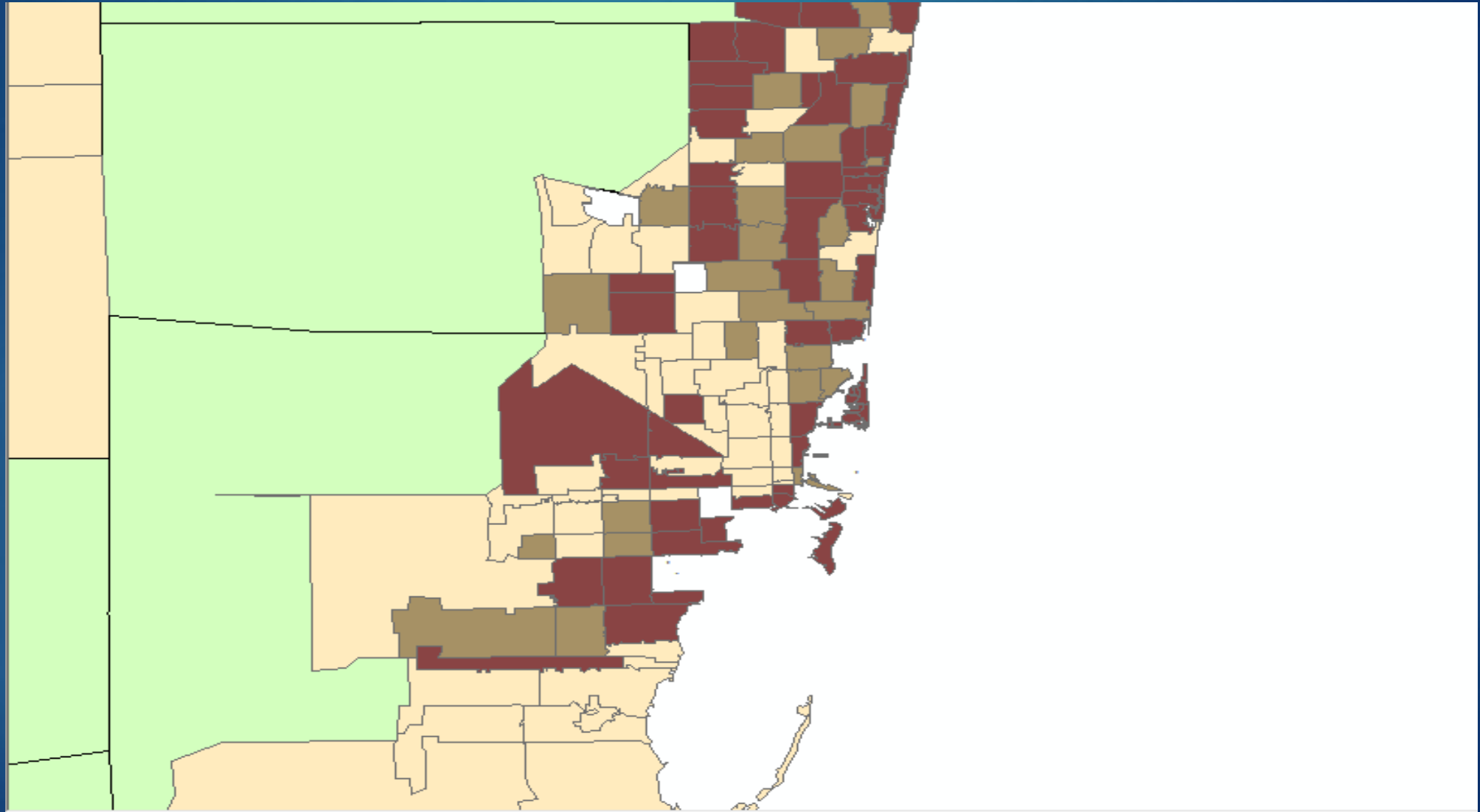
College Grad Rate



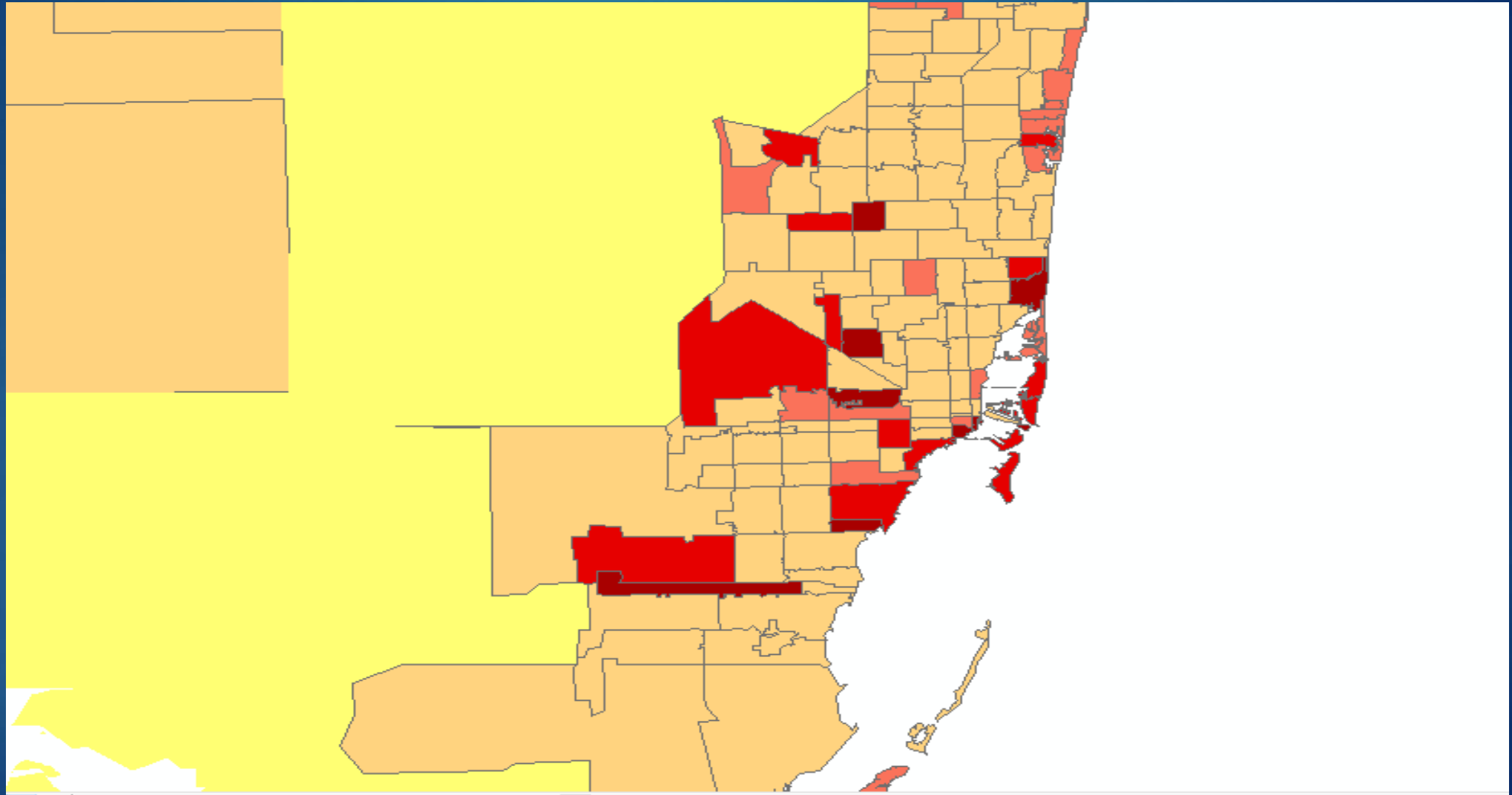
Some High School Education



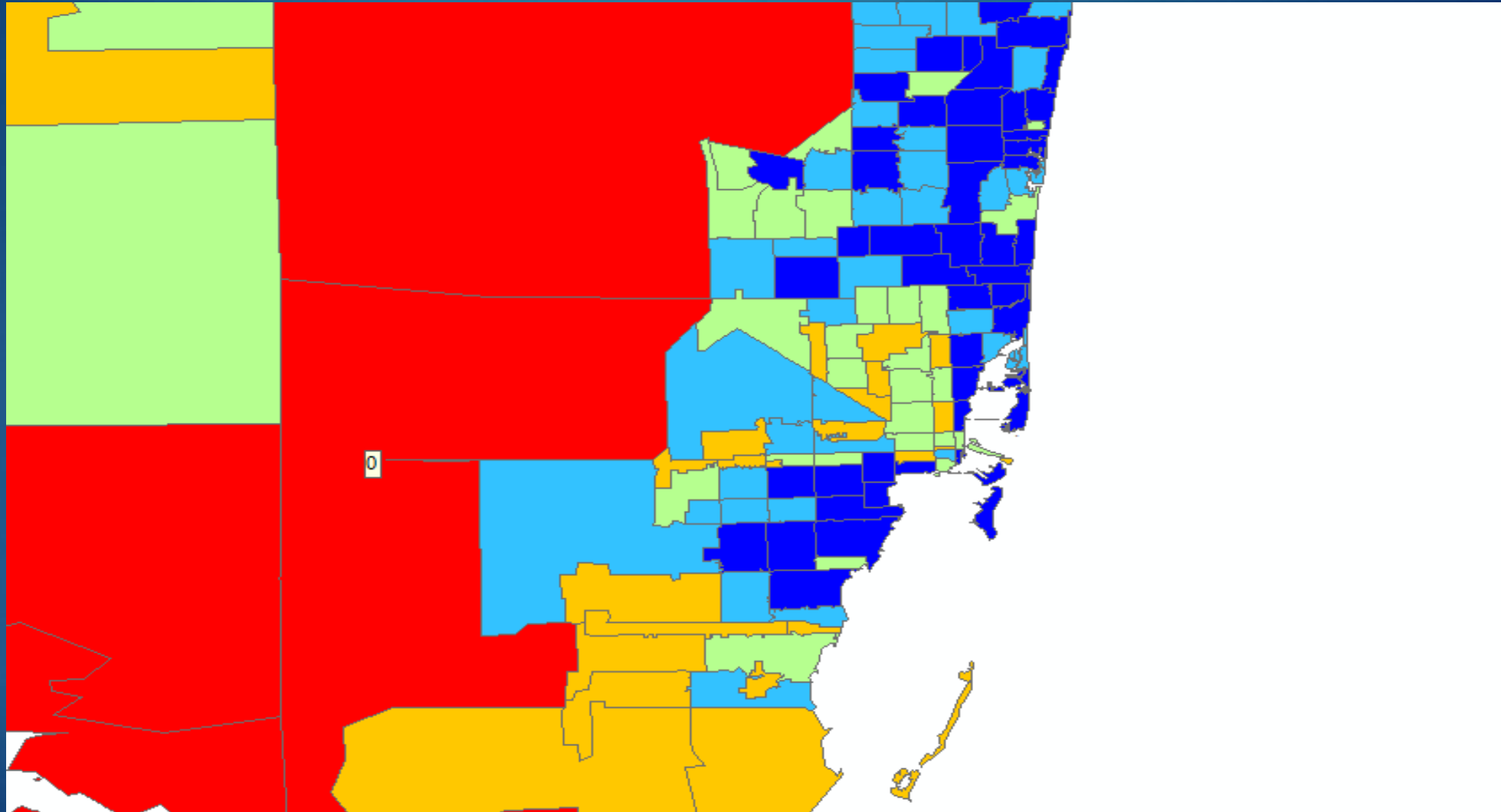
Total Amount Donated Per Person



Average Number Donated Per Person

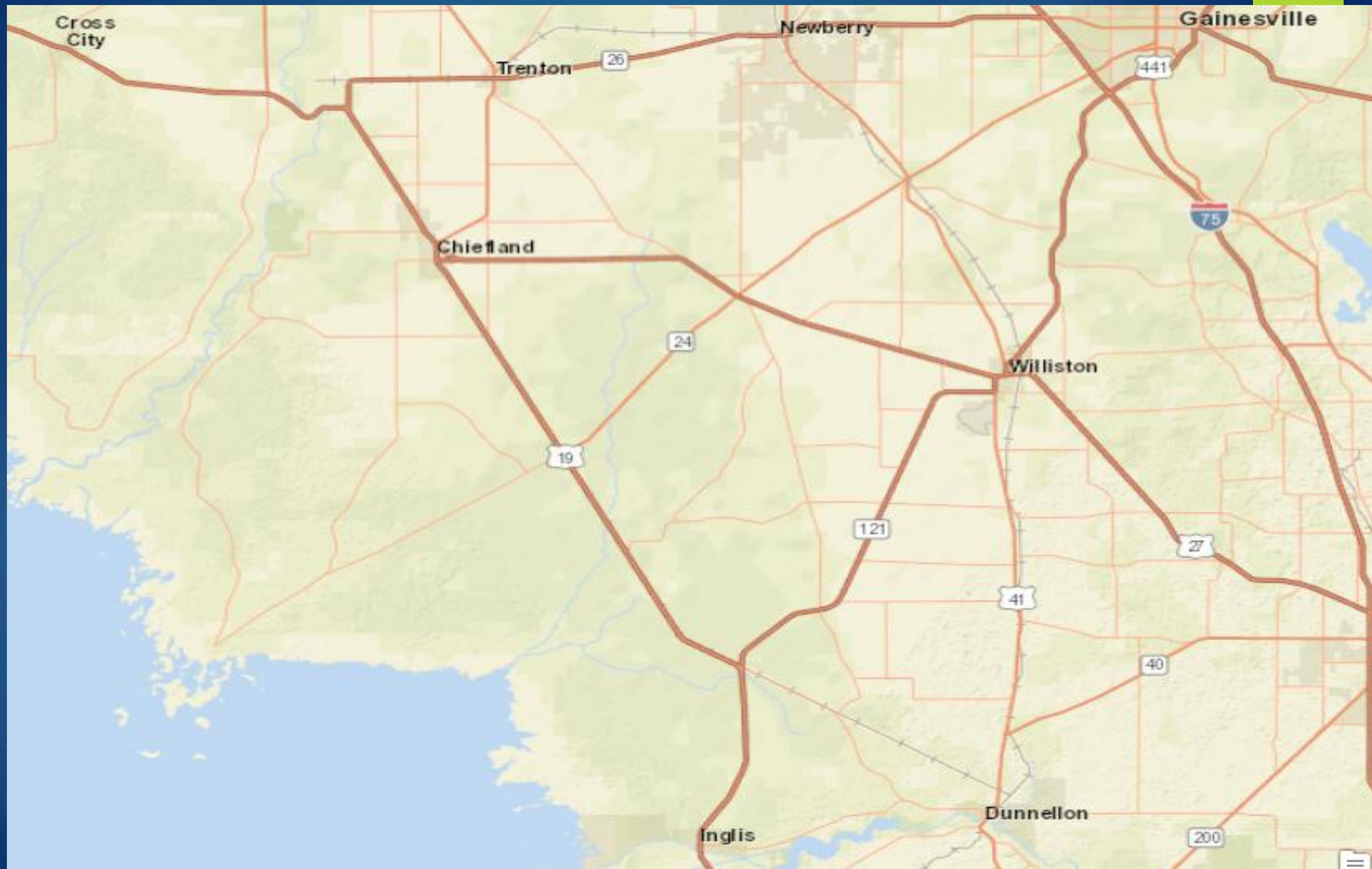


Total Amount of Donators

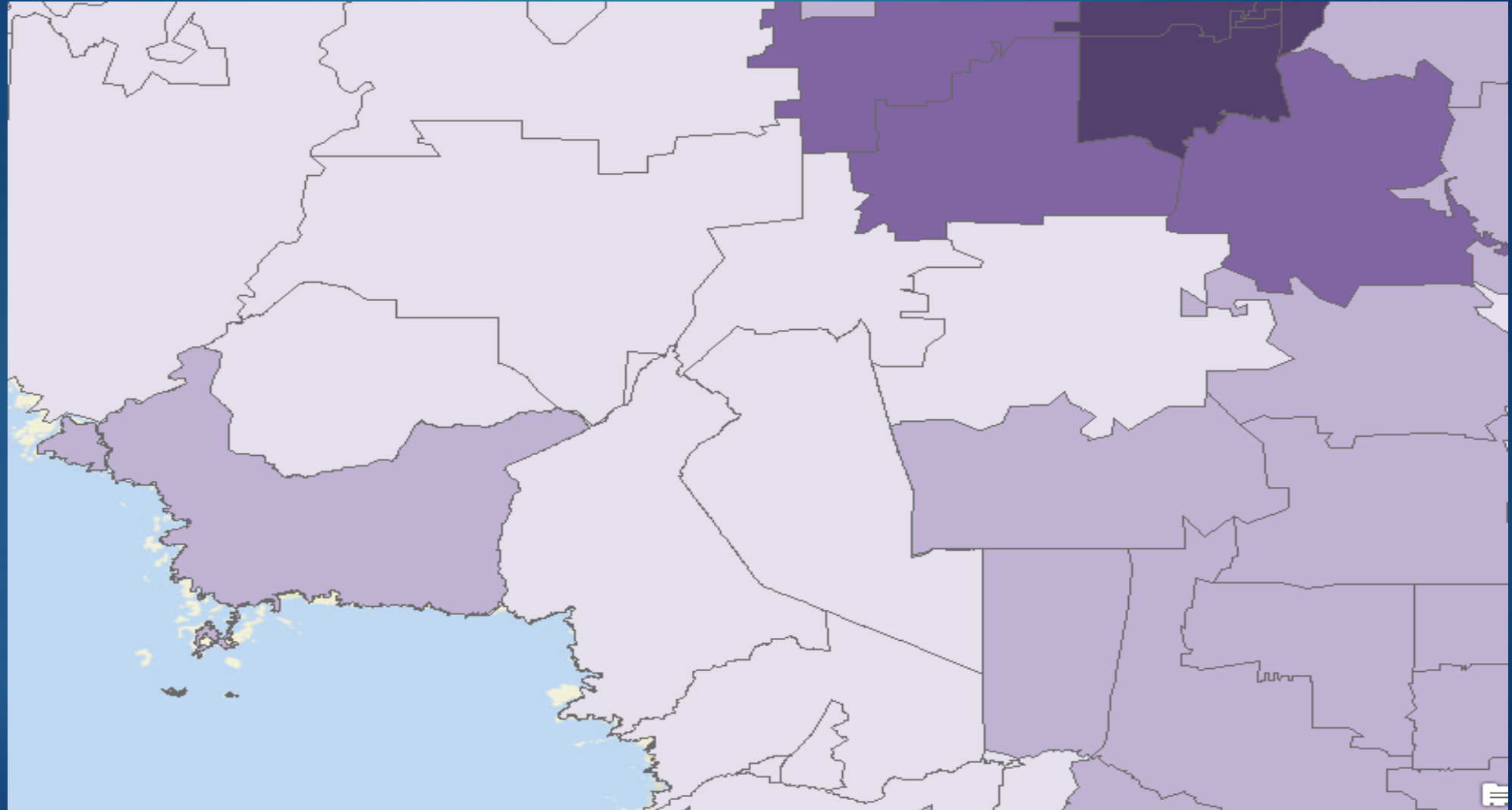


Conclusion

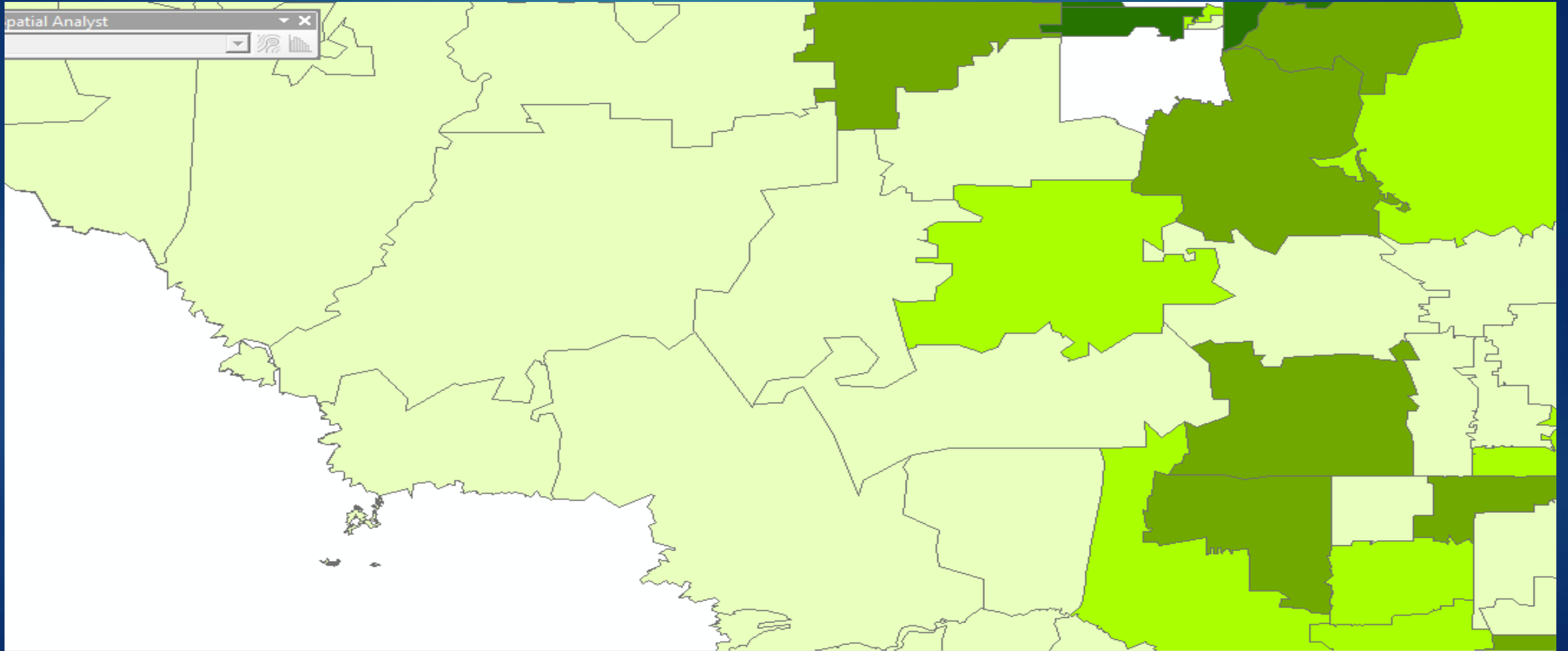
- ▶ Weston: High College Grad Rate but low amounts of contribution.
- ▶ From the start of Broward County all the way up to Fort Lauderdale, Sanders contribution is noticeable.
- ▶ Most noticeable in Hollywood and Fort Lauderdale.
- ▶ The areas to the West of Fort Lauderdale still contribute despite the fewer amounts of Grads living there
- ▶ Stay away from the Everglades portion of Dade and Broward Bern.
- ▶ Areas north of FIU and all around UM with high college grad rates contributed significantly.
- ▶ Four year grads contribute to Sanders along the central part of Miami Dade, close to UM.
- ▶ Not much contribution in North Miami, an area with relatively low grad rates.
- ▶ Kendall is a wildcard.
- ▶ Broward better option than Dade, excluding UM and FIU



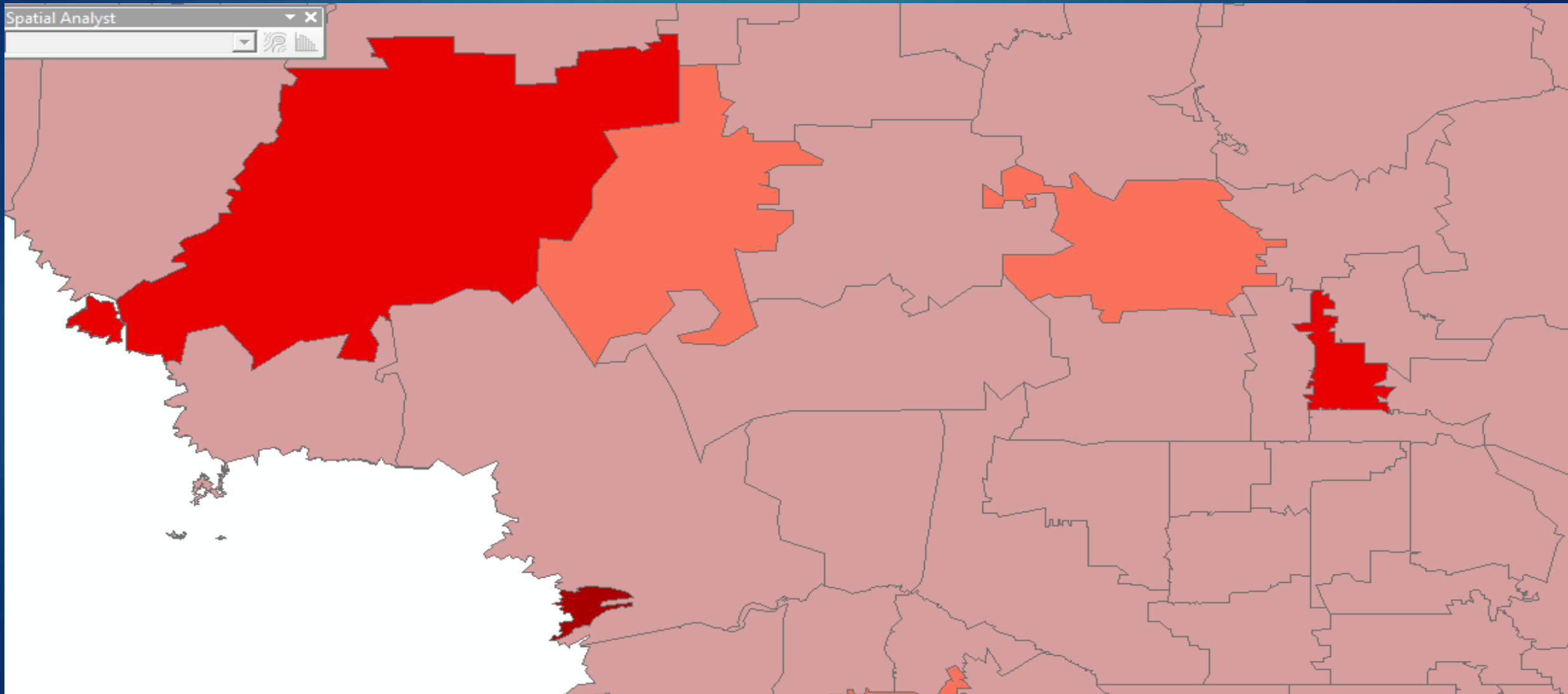
College Grad Rate



Average Number of Donators



Average Amount Per Donator



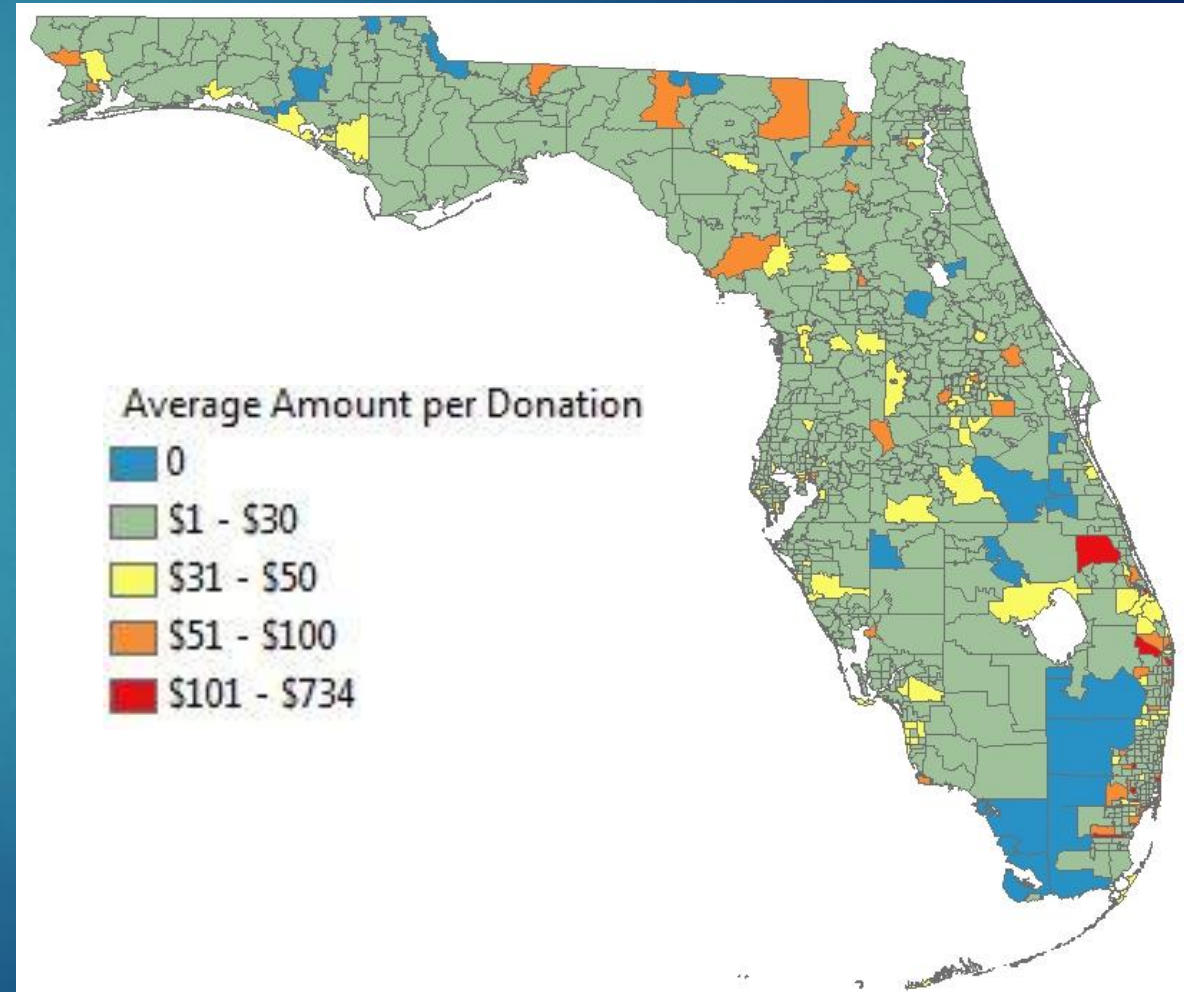
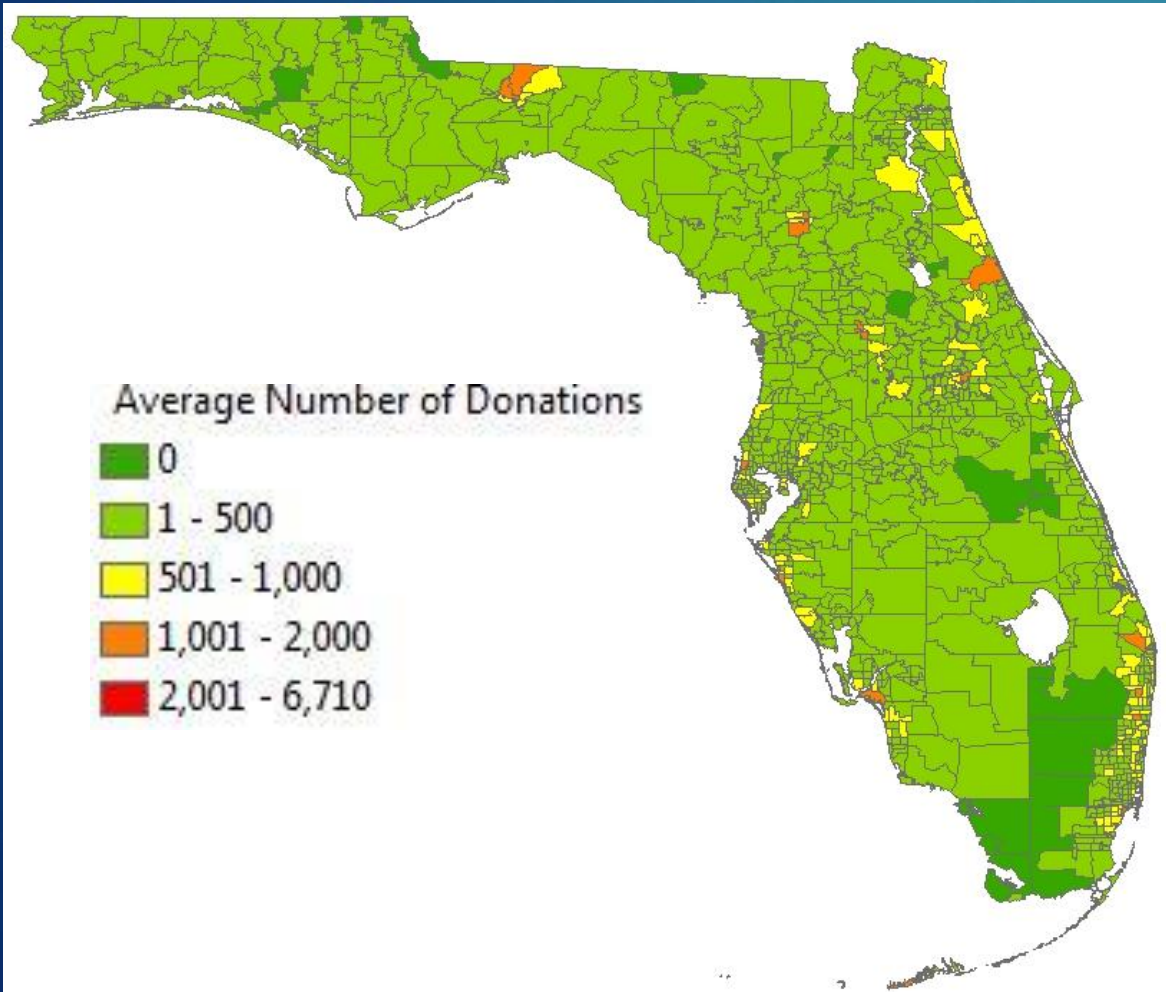
Conclusion

- ▶ Places with low college graduation rates had an impact in this region
- ▶ Examples include Williston, Chiefland, and Bronson

Financial

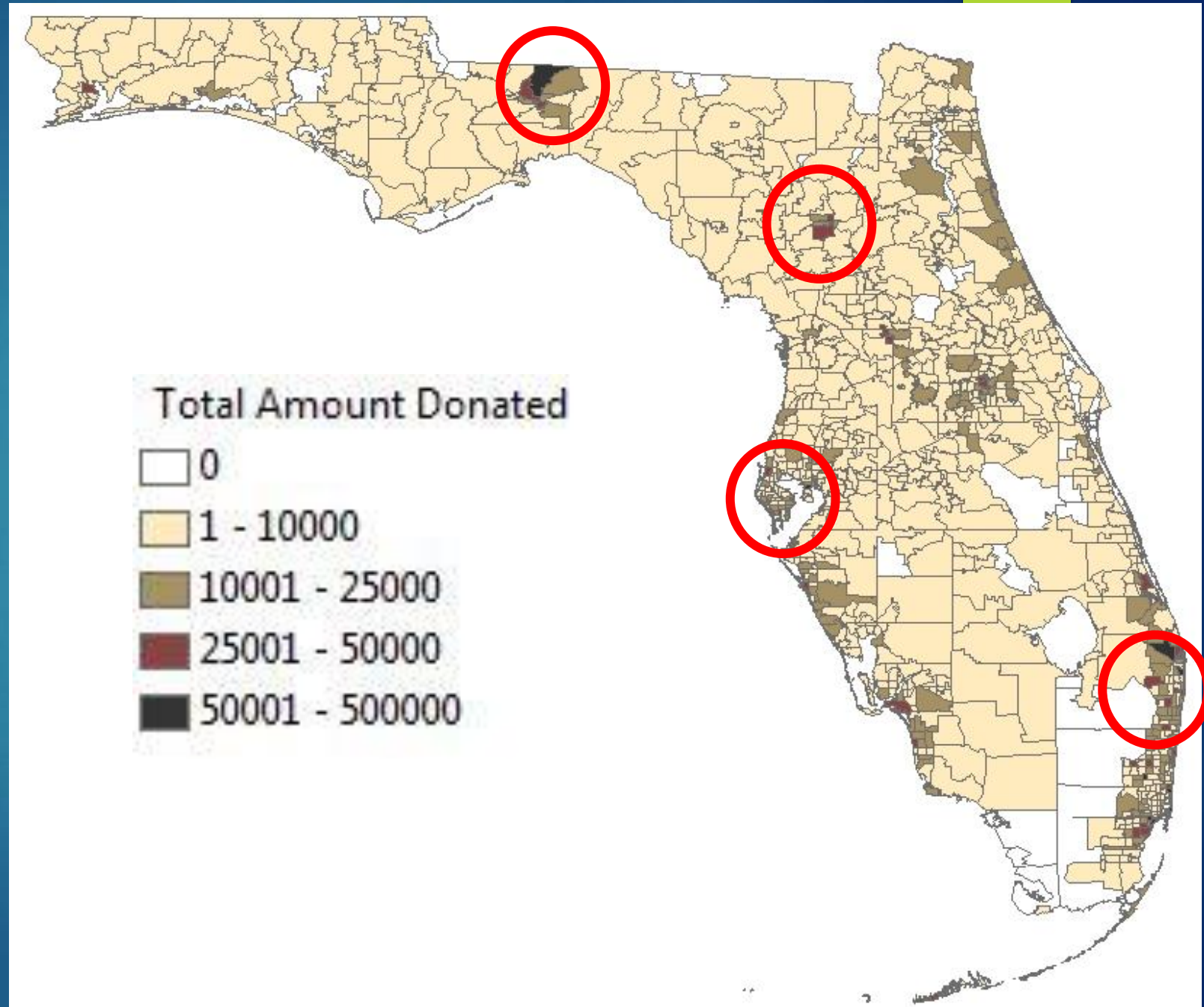
- ▶ Income
- ▶ Net Worth
- ▶ Poverty Levels

Sanders Data

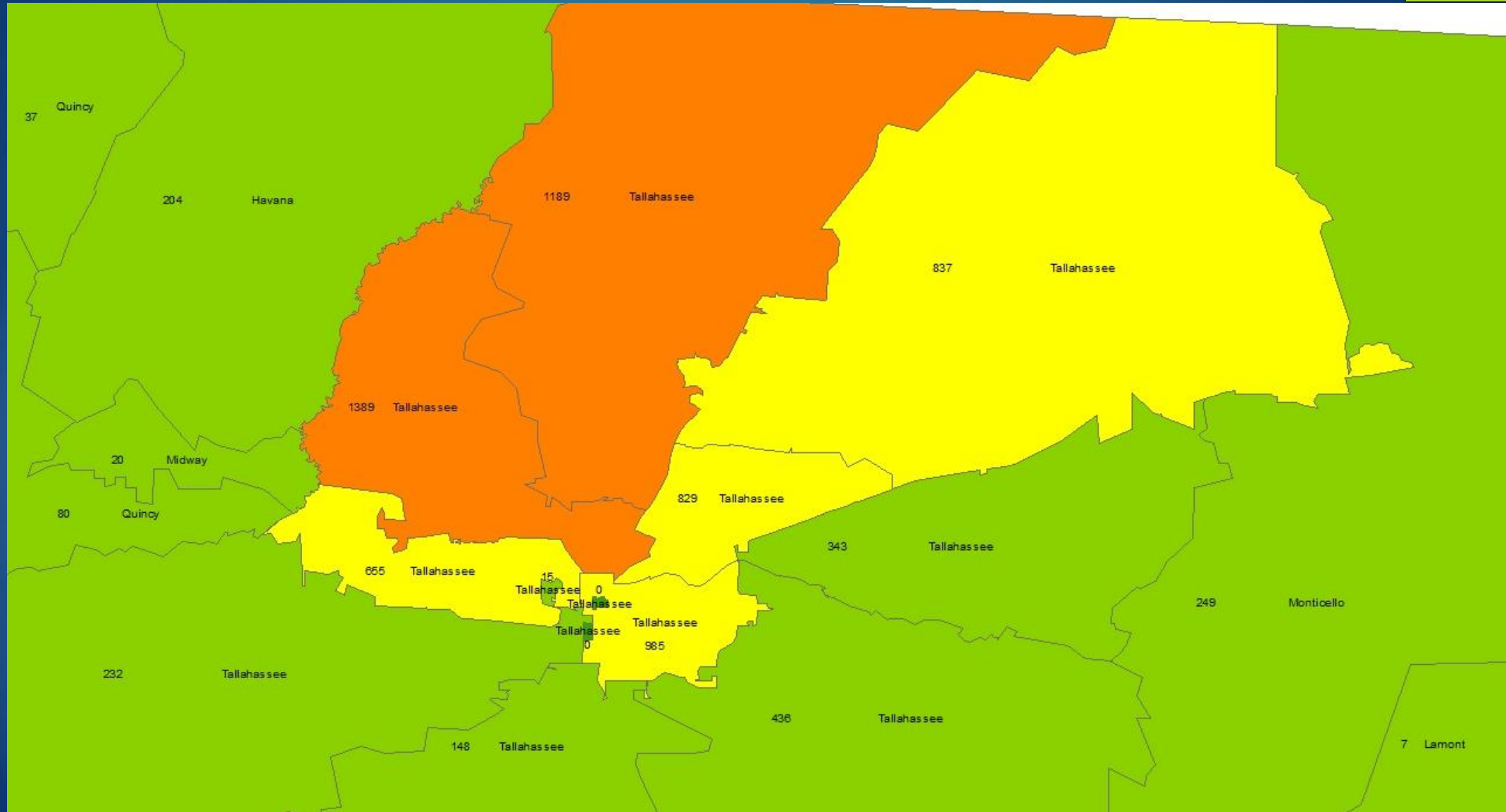


Total Donated

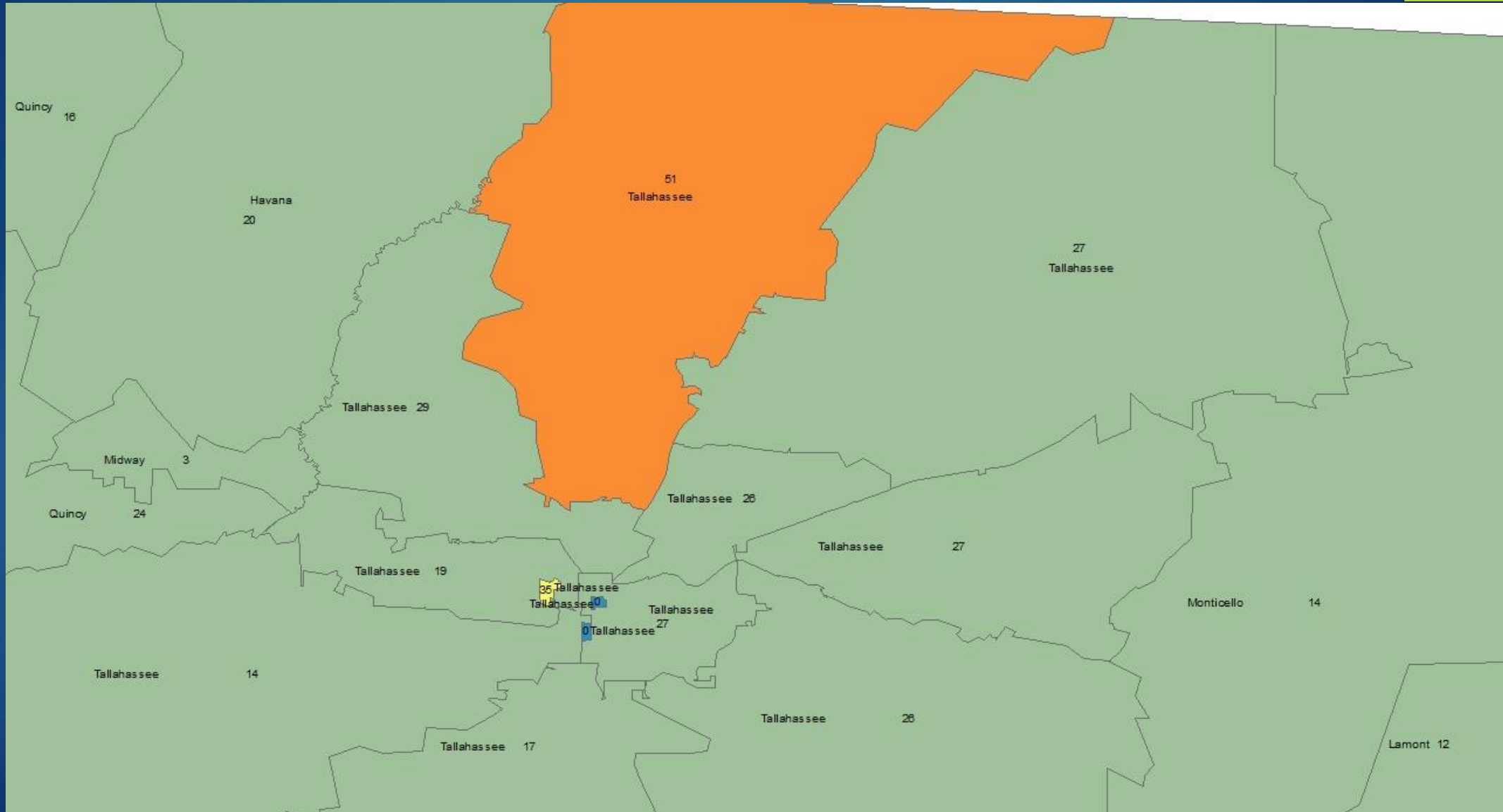
- ▶ Tallahassee
- ▶ Gainesville
- ▶ Tampa Bay Area
- ▶ South Florida



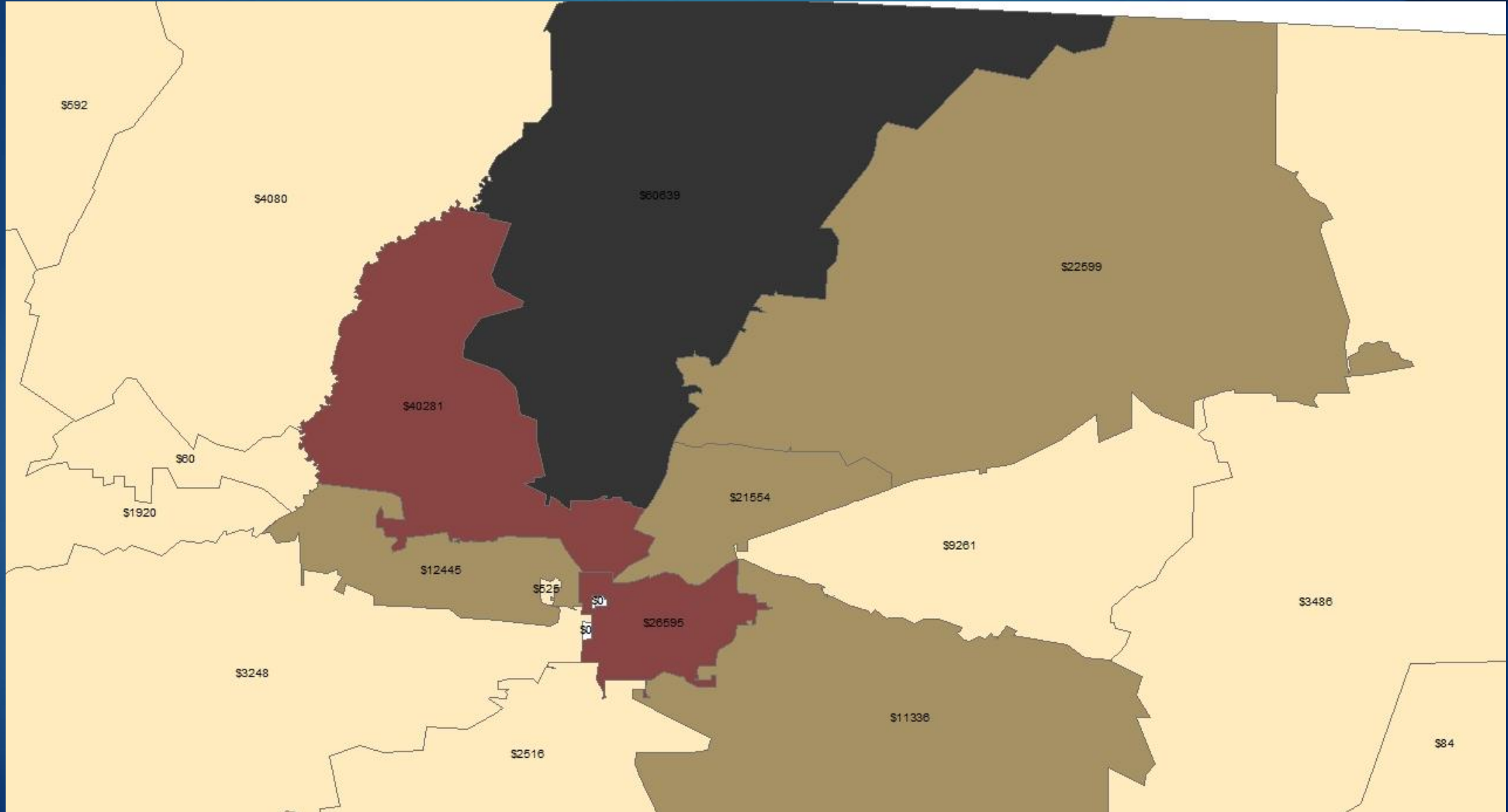
Tallahassee – Number Donations



Tallahassee – Avg. Amount/Donation



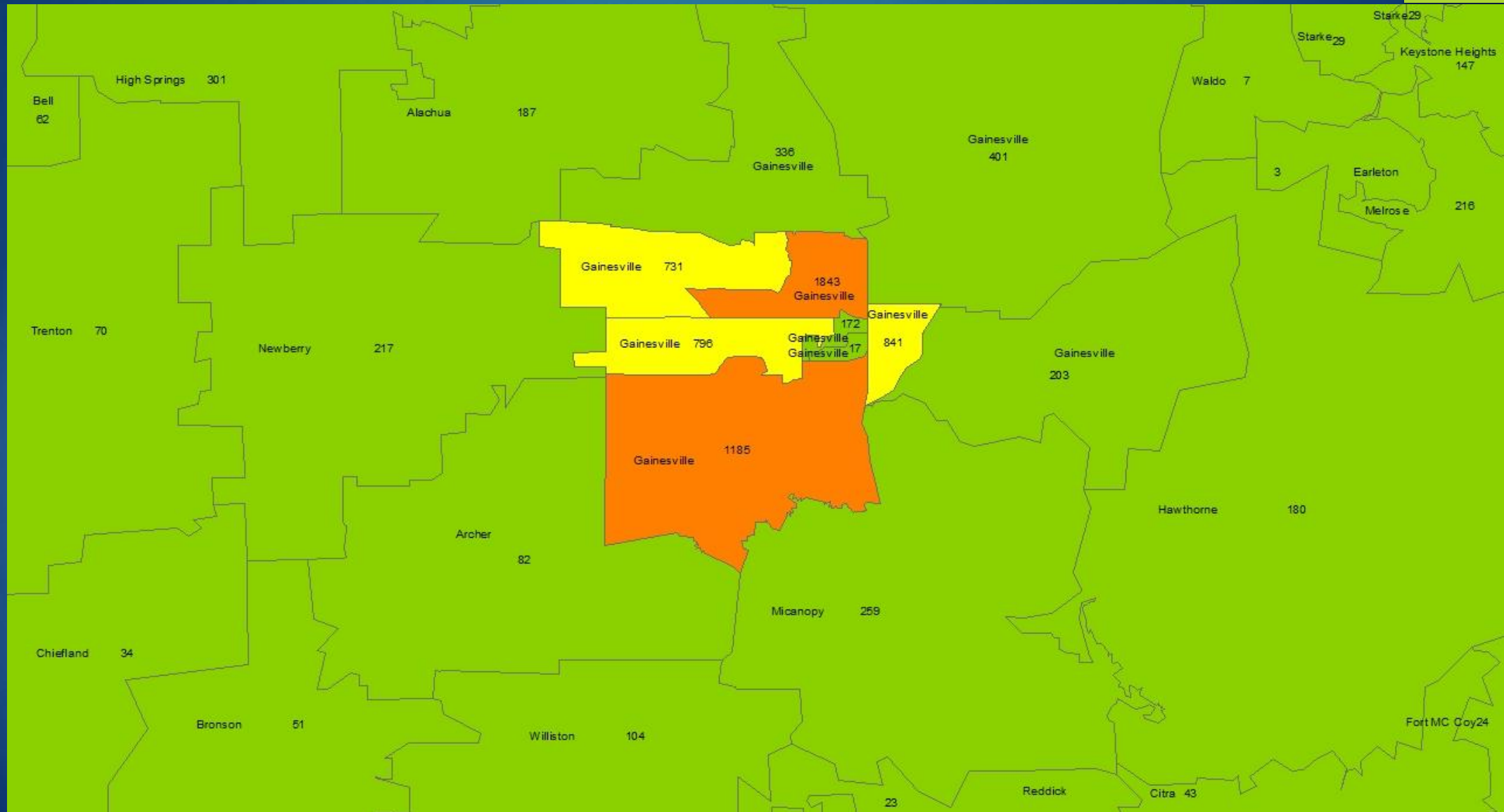
Tallahassee – Total Collected



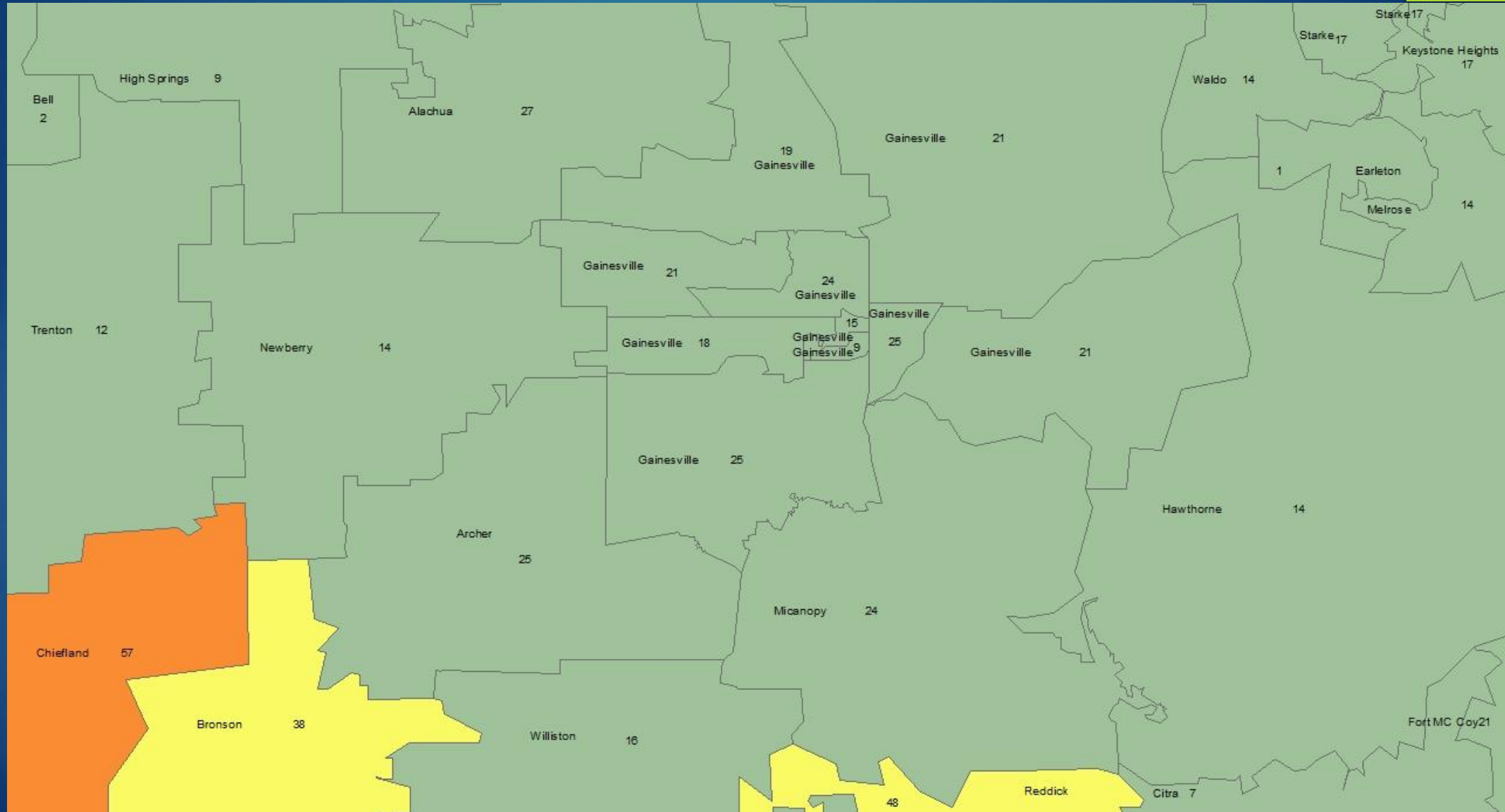
Tallahassee Facts & Figures

- ▶ Average Income: \$56,000
- ▶ Average Net Worth: \$128,000
- ▶ Poverty Level: 18.6%

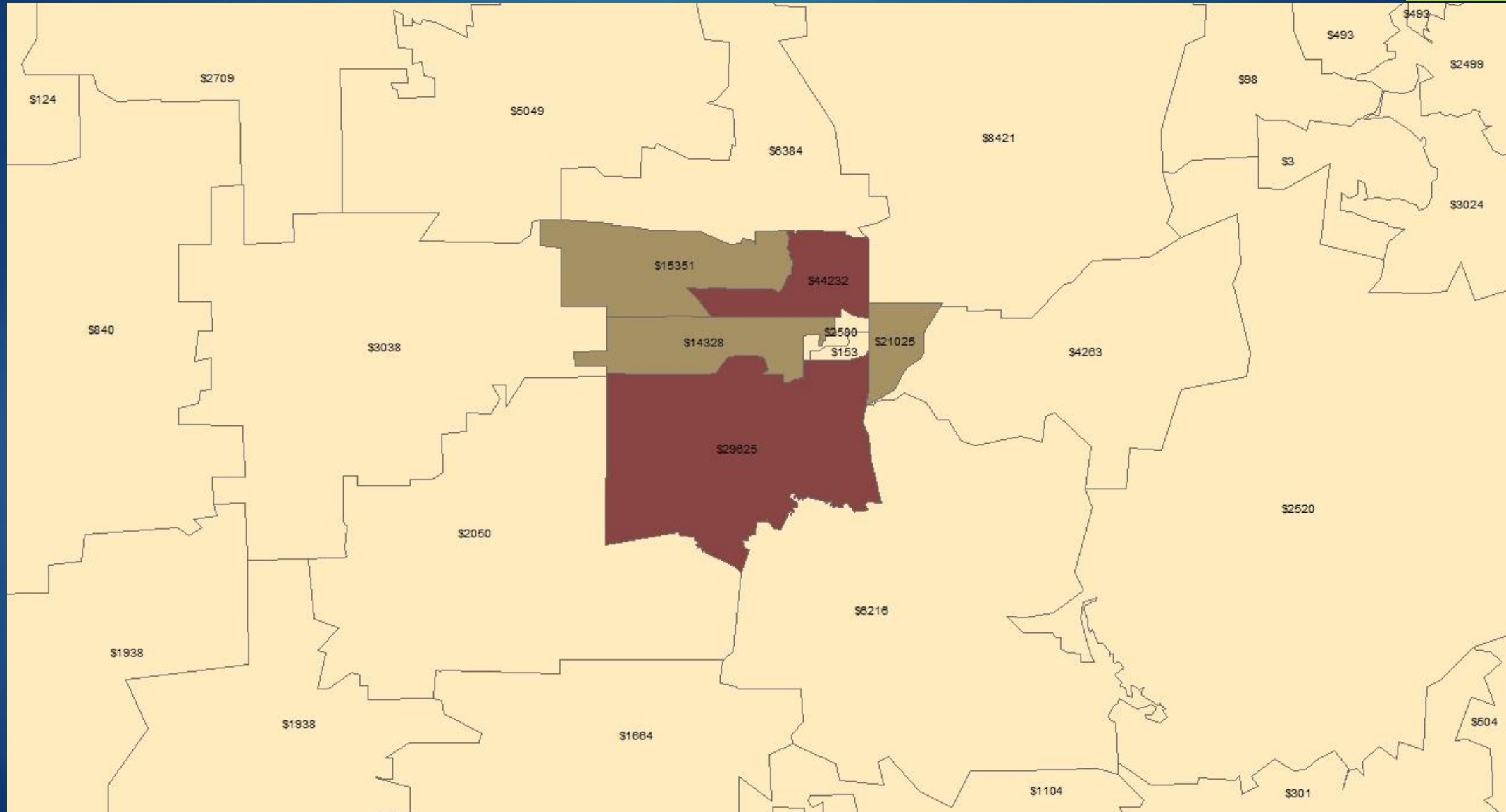
Gainesville – Number Donations



Gainesville – Avg. Amount/Donation



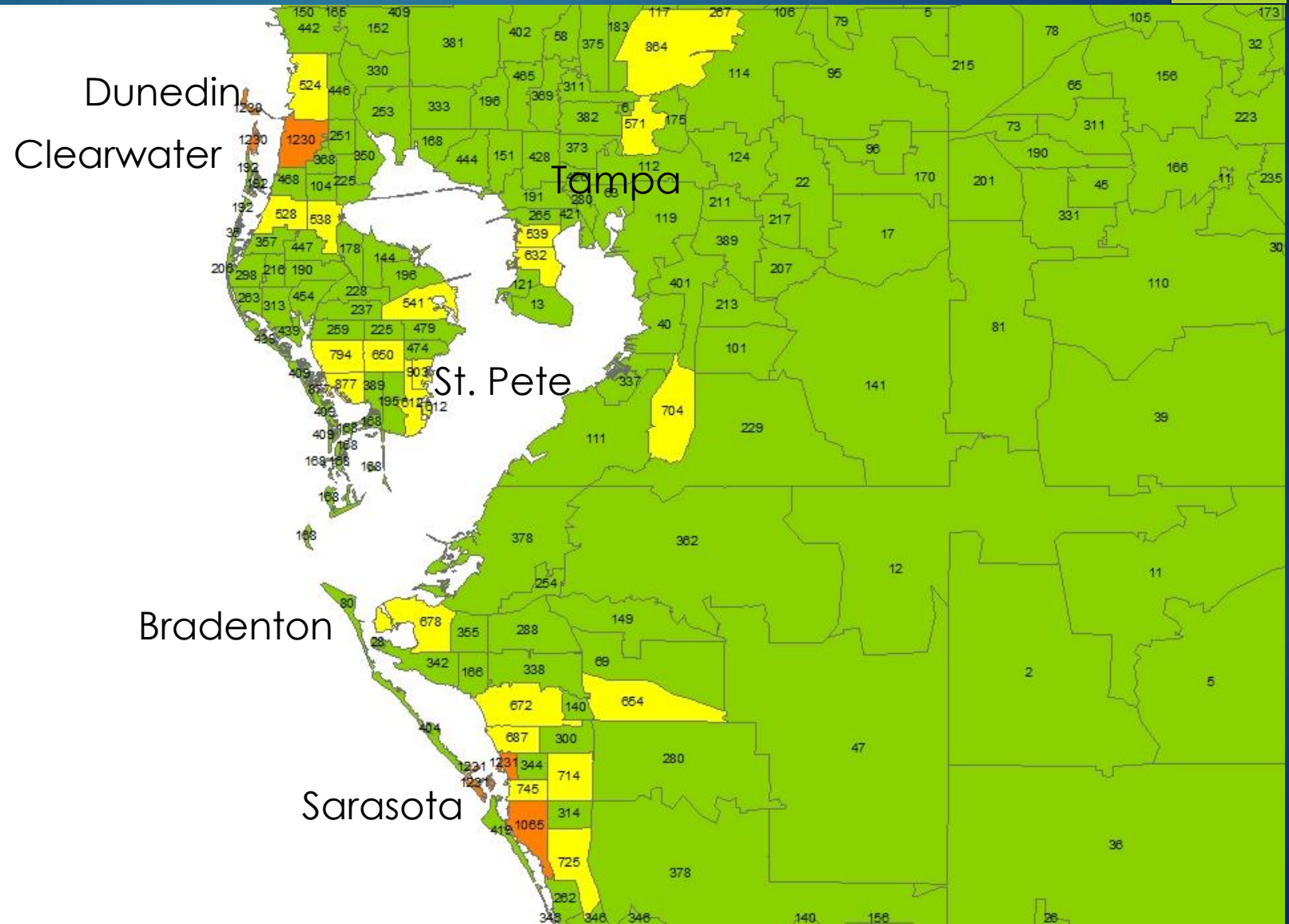
Gainesville – Total Collected



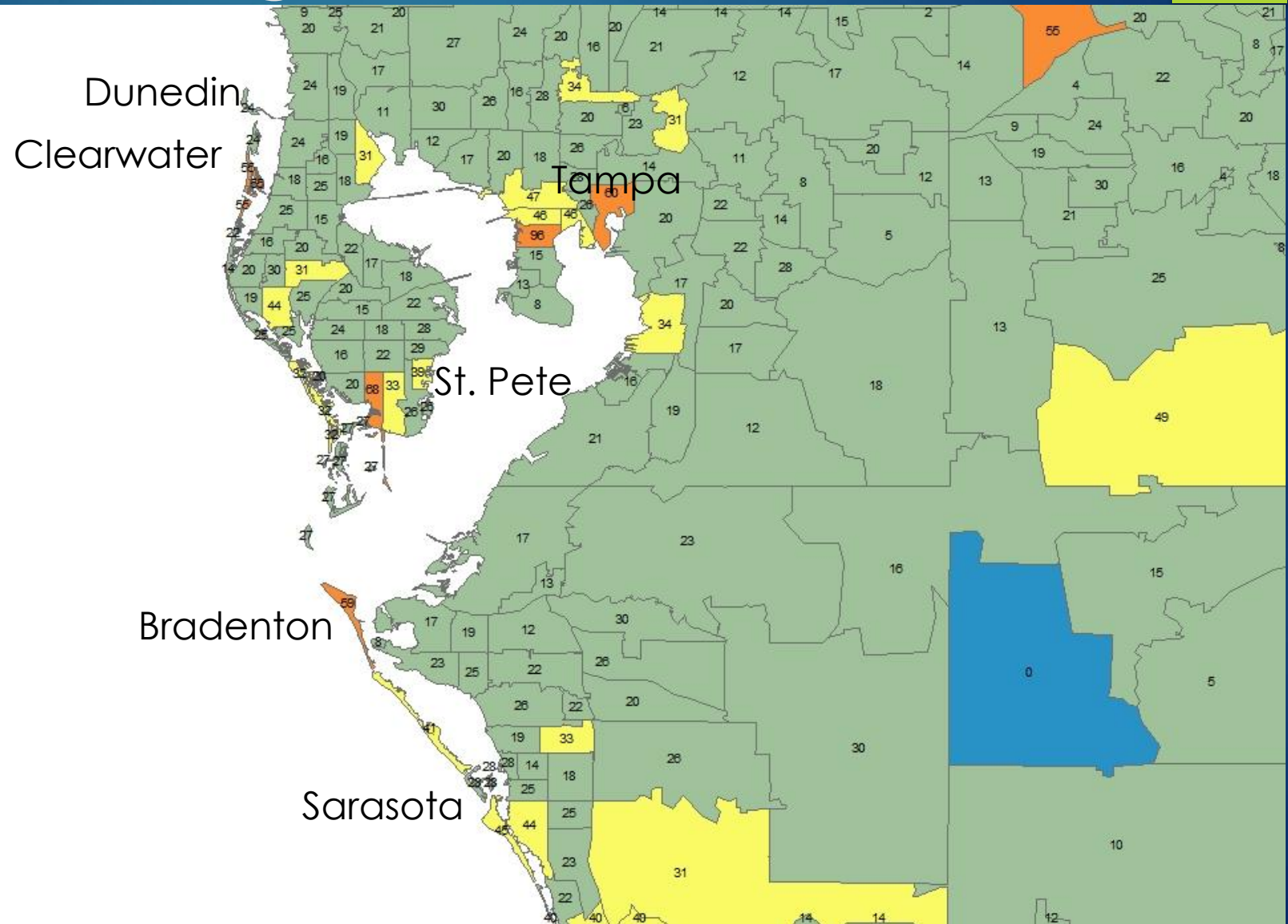
Gainesville Facts & Figures

- ▶ Average Income: \$42,000
- ▶ Average Net Worth: \$62,500
- ▶ Poverty Level: 20%

Tampa Bay – Number Donations



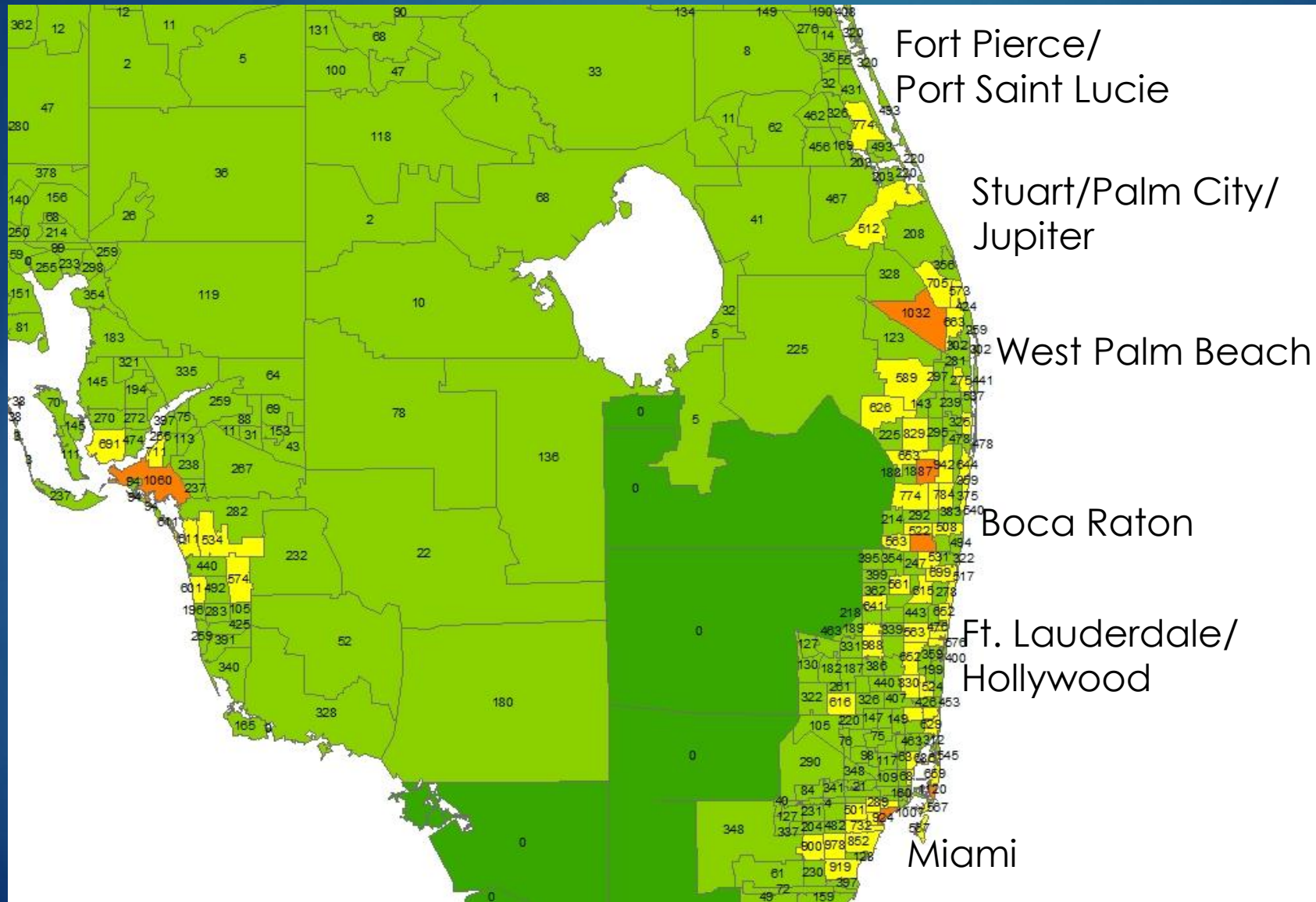
Tampa Bay – Avg. Amount/Donation



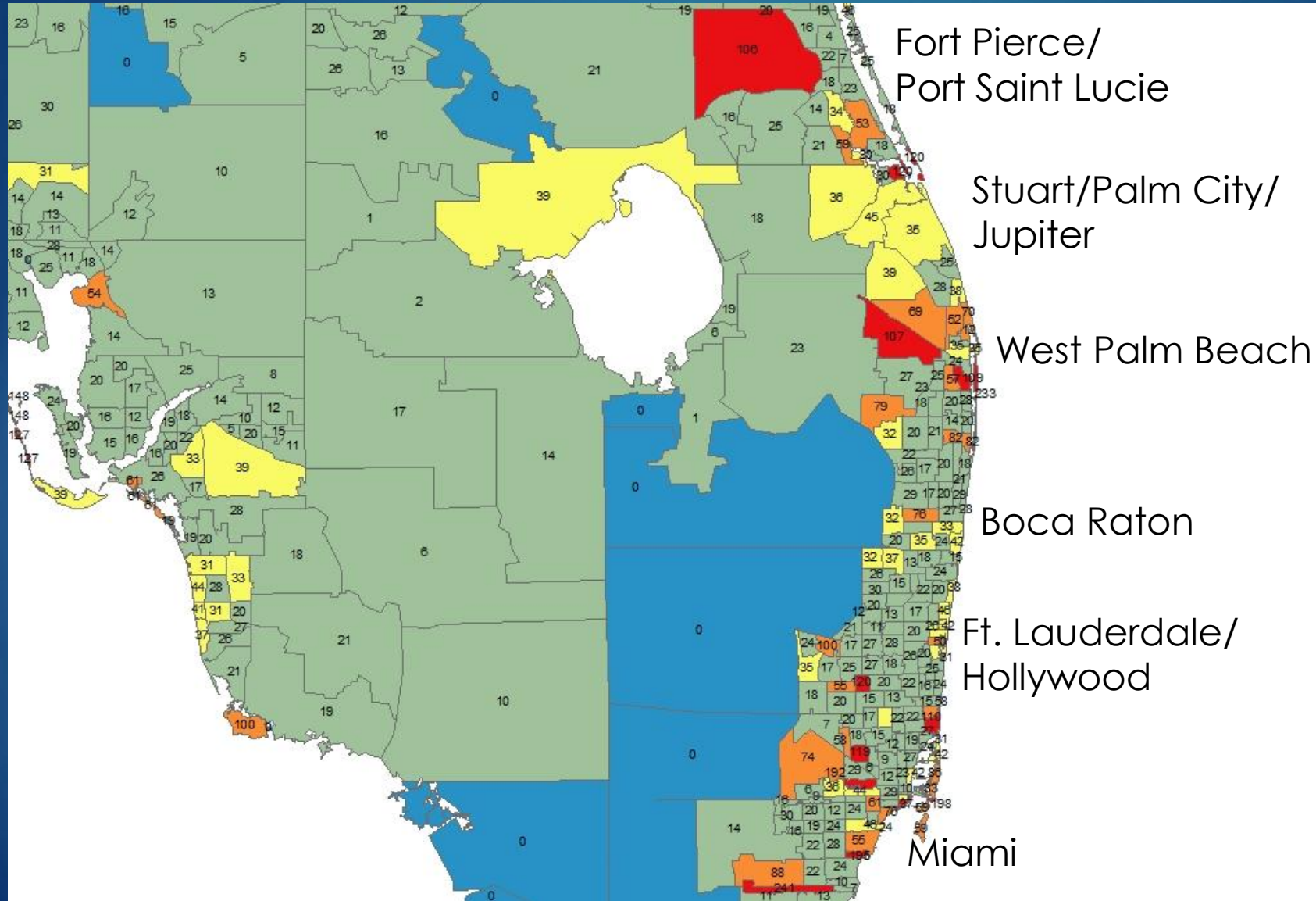
Tampa Bay Facts & Figures

- ▶ Average Income: \$47,500
- ▶ Average Net Worth: \$106,000
- ▶ Poverty Level: 11.7%

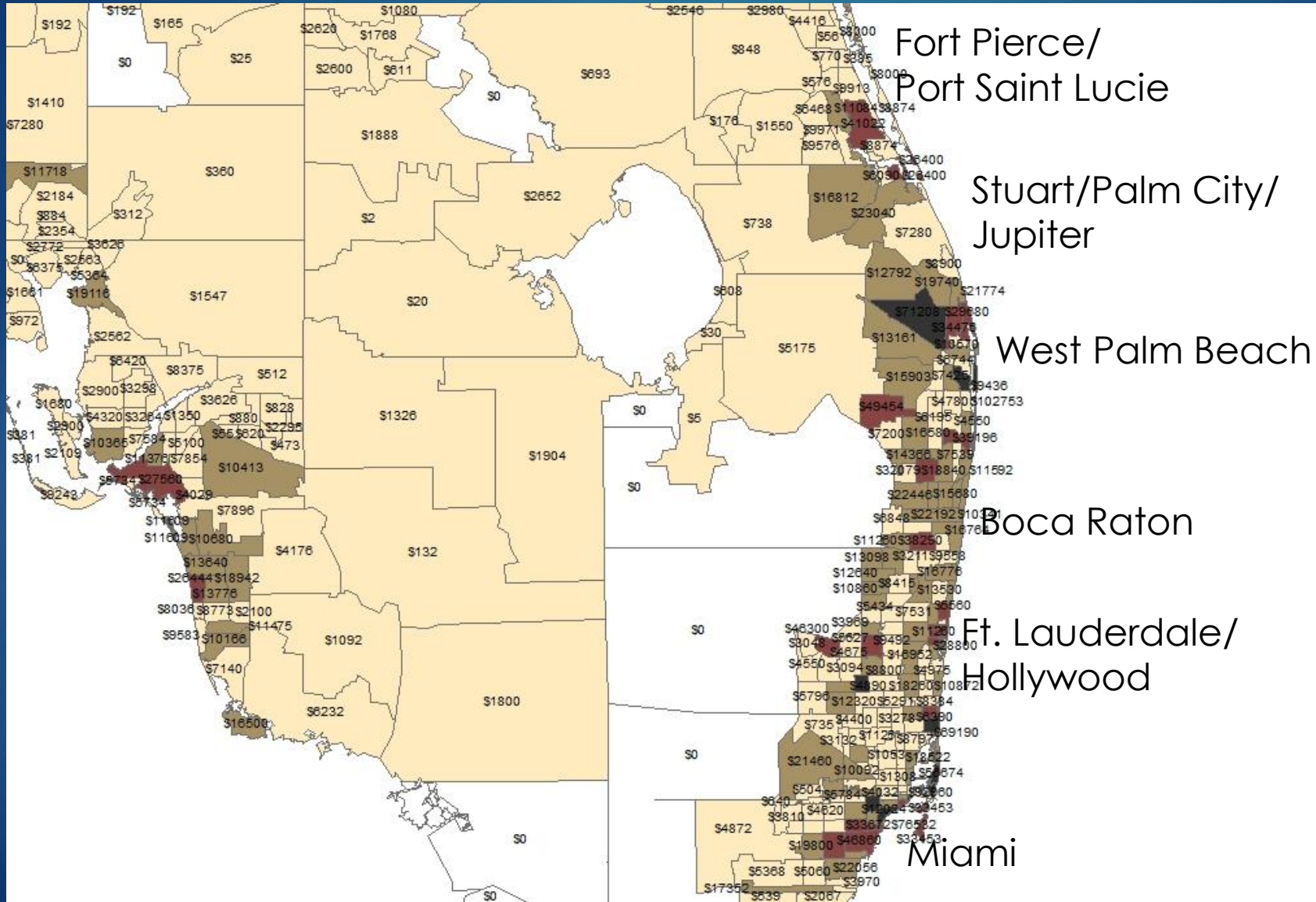
South Florida – Number Donations



South Florida—Avg. Amount/Donation



South Florida – Total Collected



South Florida Facts & Figures

- ▶ Average Income: \$60,000
- ▶ Average Net Worth: \$144,000
- ▶ Poverty Level: 12.7%

Biggest Donors to Campaign

- ▶ Average Income: \$51,375
 - ▶ State of Florida: \$47,802
- ▶ Average Net Worth: \$110,125
 - ▶ State of Florida: \$103,561
- ▶ Poverty Level: 15.75%
 - ▶ State of Florida: 13.3%

Conclusion

▶ Race

- ▶ White contributed the most.
- ▶ Hispanics contributed more than expected.

▶ Education

- ▶ More contribution in college areas and zipcodes with a relatively high college grad percentage.
- ▶ High school educated areas in the rural parts of North Florida contributed to a lesser extent.

▶ Income

- ▶ Middle class
- ▶ Poverty level not a large factor