

Campaign Effects in the 2008 Election: Money, Ads and Mobilization

Table 1: Overview of Presidential Campaign Funding (\$ millions)

	2008 Election (As of October 15)				2004 Election	
	Obama		McCain		Bush	Kerry
	Amount	Cash On Hand	Amount	Cash On Hand	Amount	Amount
Primary¹	414.2	-	216.4	21.3 ²	269.4	234.6
General						
Candidate/Public	-	-	84.1	25.2	74.6	74.6
Candidate/Private	229.0 ³	65.8	-	-	-	-
Candidate/GELAC	-	-	36.7	20.5	12.2	8.9
Campaign Subtotal	643.2	65.8	337.2	45.7	356.2	318.1
Party Direct Support⁴	1.9	11.0	34.7	59.2	80.1	160.3
Total	645.1	76.8	371.9	104.9	436.3	478.4

Source: Based on data prepared by Anthony Corrado from information available from the FEC.

1. In 2008, the primary period includes monies raised through August 31st, 2008
2. As of October 15, 2008, the McCain primary account held \$21.3 million in cash. These funds are available for distribution to party committees.
3. Includes monies raised from September 1 through October 15 and \$41.9 million previously raised for general election.
4. Includes party coordinated expenditures, independent expenditures and other forms of direct party support (includes some independent expenditures filed after October 15).

Presented at an event hosted by the Brookings Institution's Opportunity 08 project in partnership with the Center for the Study of Democratic Politics at Princeton University's Woodrow Wilson School of Public Affairs

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Table 2: Analysis of Individual Contributions: 2008 and 2004 Presidential Election

Candidate	Net Individual Contributions	\$200 or less Contribution	\$200 or less as % of Total Individual	\$201-999 Contributions	\$201-999 as % of Total Individual	All \$1000 and Up Contributions	All \$1,000 & Up as % Total Individual	\$2,300 & up Contributions	\$2,300 & up as % of Total Individual
Obama									
Primary	410.9	217.1	53%	74.8	18%	119.1	29%	59.7	15%
General	226.9	93.6	41%	47.7	21%	85.4	38%	48.1	21%
McCain									
Primary	203.2	62.2	31%	31.4	15%	109.6	54%	67.4	33%
Total	841.1	372.9	44%	153.9	18%	314.1	37%	175.2	21%

Candidate	Net Individual Contributions	\$200 or less Contribution	\$200 or less as % of Total Individual	\$201-999 Contributions	\$201-999 as % of Total Individual	All \$1000 and Up Contributions	All \$1,000 & Up as % Total Individual	\$2,000 & up Contributions	\$2,000 & up as % of Total Individual
John Kerry									
Primary	215.9	78.8	37%	42.7	20%	94.3	44%	52.6	24%
George W. Bush									
Primary	256.1	78.4	31%	30.7	12%	147.0	57%	112.5	44%
Total	472.0	157.2	33%	73.4	16%	241.3	51%	165.1	35%

Note: Based on data reported by Campaign Finance Institute. Unless otherwise noted, figures in dollars millions.

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