

How Much Does Money Matter In U.S. Presidential Elections?

By Nial McCarthy, Contributor, *Forbes*, July 28, 2016

Prompts for Guided Reading: As you read the following article, pay special attention the following. Provide thoughtful written responses to the following prompts.

1. What is remarkable about the 1960 presidential election?
2. Why do you think McCarthy uses data from Germany's Handelsblatt newspaper?
3. In which elections were the budget winner and the election winner the same? Name both year and election winner. In what percentage of the elections does this hold true?
4. Based on this data, what is your answer to the question posed in the article title.

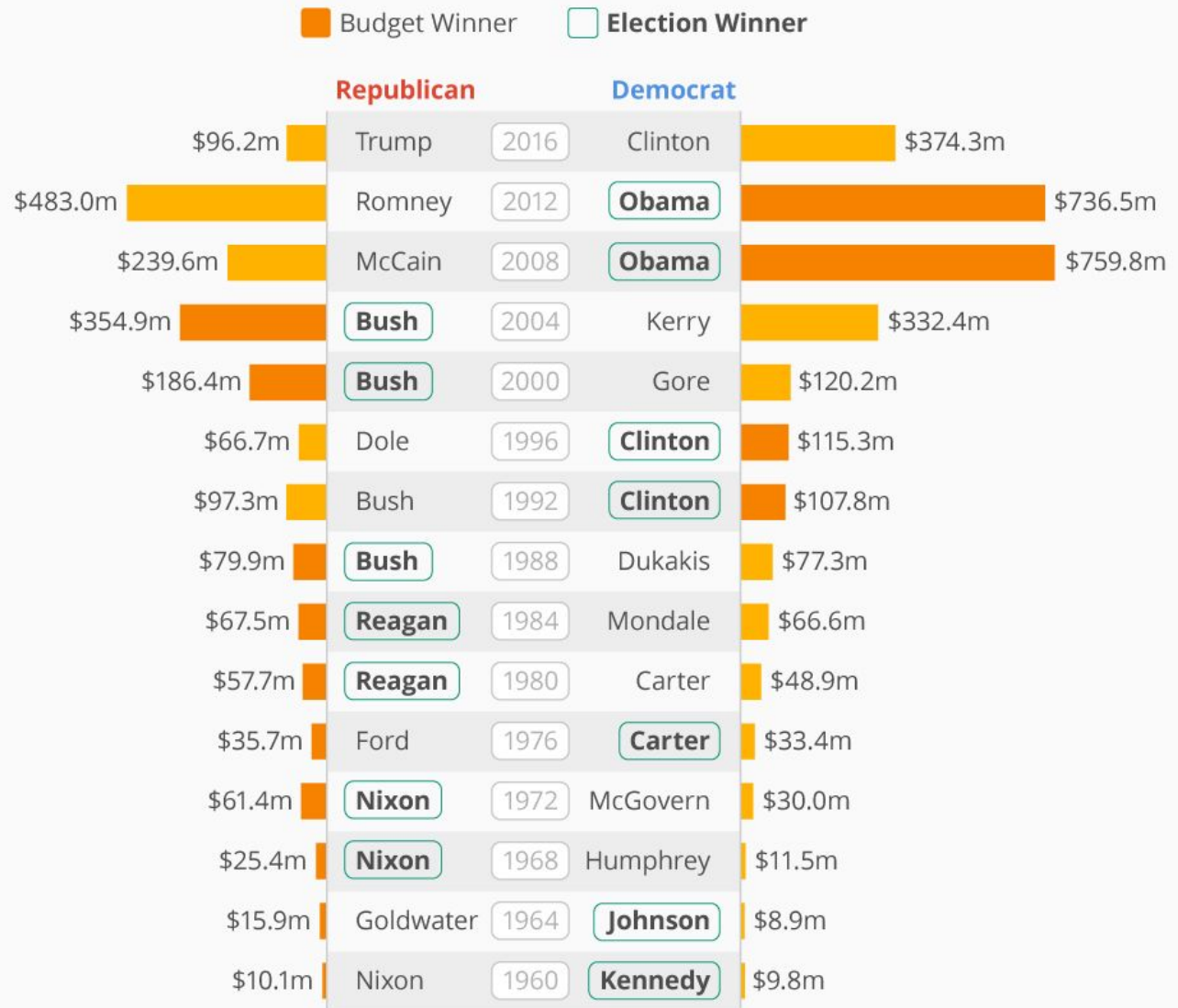
So far, Hillary Clinton's campaign has raised considerably more money than Donald Trump's, but has cash ever really impacted U.S. election results down through the years? The amount of donations and funds raised has skyrocketed since Kennedy and Nixon contested the 1960 presidential election. Back then, both candidates raised about \$10 million with Kennedy going on to win even though he had marginally less funding.

According to campaign finance figures featured in Germany's Handelsblatt newspaper (which have since been converted from euro to dollars), Barack Obama raised over \$700 million in 2012 with Mitt Romney's campaign bringing in just under \$500 million. In that case, the Democratic Party candidate went on to win the election, something he also did in 2008 when he outmuscled Republican candidate John McCain financially.

That story has been repeated many times down through the years. George W. Bush raised more than his competitors in 2004 and 2008 and he took the White House on both occasions. Likewise, Bill Clinton's campaign raised more money than Bob Dole and George Bush Snr. in 1996 and 1992, and he also triumphed both times. Based on that evidence, is Trump going to buck the trend and become the first "budget loser" to reach the White House since Jimmy Carter in 1976?

U.S. Elections: Money Matters

Campaign budgets of U.S. presidential candidates*



* Converted from EUR to USD on 28/07/15 and unadjusted for inflation

Source: Handelsblatt