

Money and Wisconsin Elections in 2014

April 18, 2016

All numbers are for *calendar years* and *fall general* elections unless indicated otherwise. Spending *excludes* committee to committee transfers. Numbers are rounded off. Candidate fundraising and spending totals are for *Democratic* and *Republican* candidates only. Financial activity by primary losers is excluded.

Candidates

Number of legislative seats up for election in the 2014 general election: **116**.

Number of candidates running for the legislature on the primary ballot in the 2014 general election: **247**.

Number on the final ballot: **186**.

Democrats: **86**. Republicans: **91**. Third Party and Independent: **9**.

Number of legislative seats contested by candidates from both major parties in November 2014: **61**.

Number of legislative seats where the winning candidate faced only Independent or Third Party ballot opposition in the general election: **6**.

Democrats: **4**. Republicans **2**.

Number of those candidates who were incumbents: **5**.

Democrats: **3**. Republicans: **2**.

Number of legislative candidates with no ballot opposition in the general election: **49**

Democrats: **21**. Republicans **28**.

Number of those who were incumbents: **41**.

Democrats: **18**. Republican: **23**.

Number of incumbents running for reelection in 2014: **87**.

Democrats: **36**. Republicans: **51**.

Number of incumbents who lost in 2014: **3**.

Democrats: **3**. Republicans: **0**.

Party representation in the Assembly before the 2014 fall election:

Democrats **39**. Republicans **60**.

Party representation in the Assembly after the 2014 fall election:

Democrats **36**. Republicans **63**.

Party representation in the Senate before the election:

Democrats **15**. Republicans: **18**.

Party representation in the Senate after the election:

Democrats **14**. Republicans **19**.

Votes

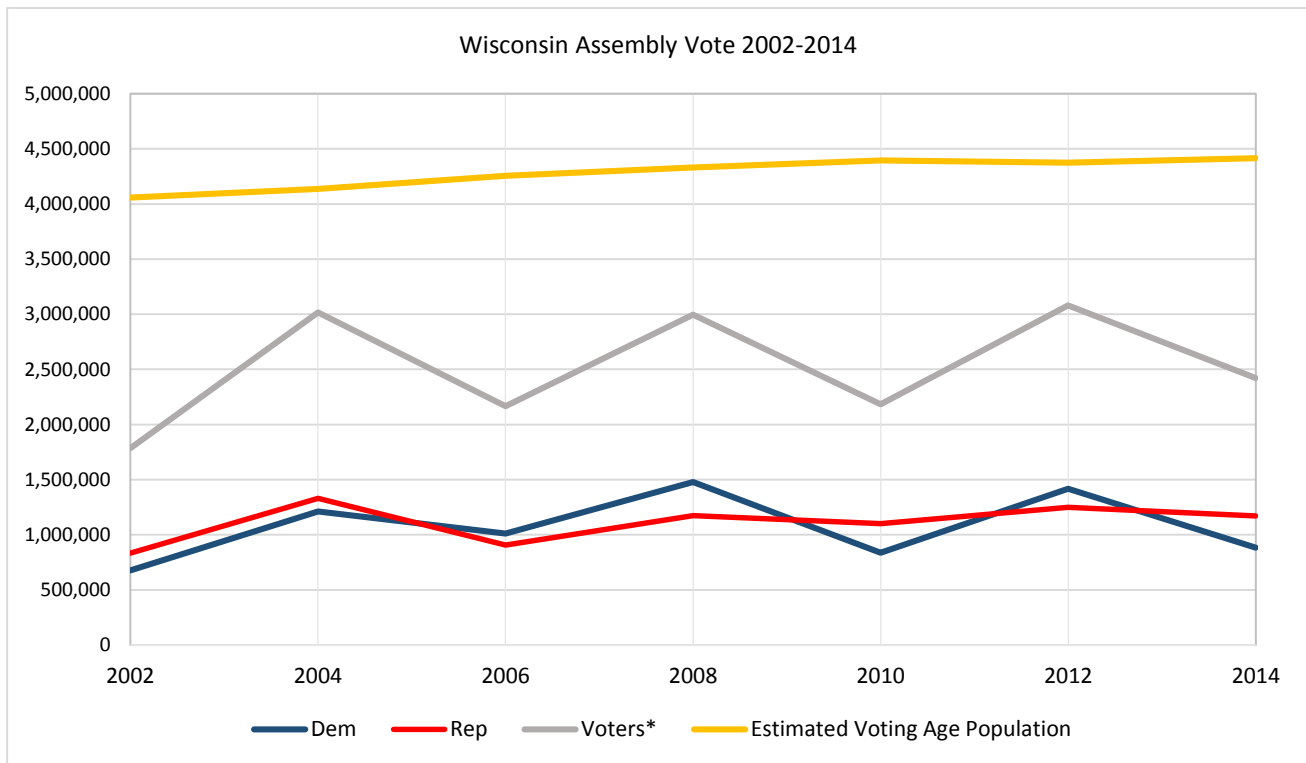
Votes for Assembly candidates in 2012: Democrats: **1,417,359**. Republicans: **1,250,190**. Third-Party and Independents: **28,099**.

Vote for Assembly candidates in 2014: Democrats: **883,470**. Republicans: **1,170,284**. Third-Party and Independents: **23,187**.

Percentage decrease of Democratic vote for Assembly from 2012 to 2014: **37.7%**.

Republican: **6.4%**.

Chart 1



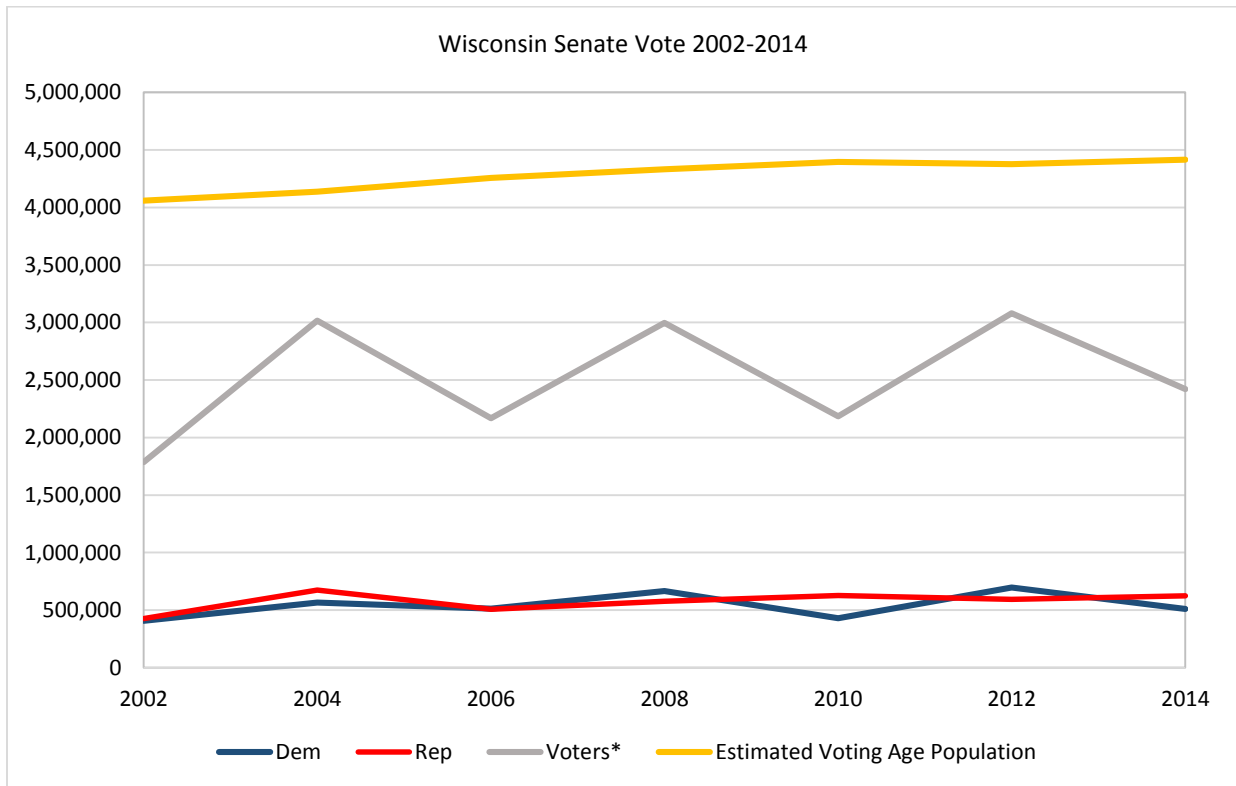
*All voters for president or governor in the general election.

Vote for Senate candidates in 2012: Democrats: **696,320**. Republicans: **593,893**. Third-Party and Independents: **13,118**.

Vote for Senate candidates in 2014: Democrats: **509,886**. Republicans: **623,358**. Third-Party and Independents: **20,020**.

Percentage decrease of Democratic vote for Senate from 2012 to 2014: **26.8%**. Republican *increase* of the vote for Senate from 2012 to 2014: **4.9%**

Chart 2



*All voters for president or governor in the general election.

Vote for president in 2012: Democrat: **1,620,985**. Republican: **1,407,966**

Vote for governor in 2014: Democrat: **1,122,913**. Republican: **1,259,706**.

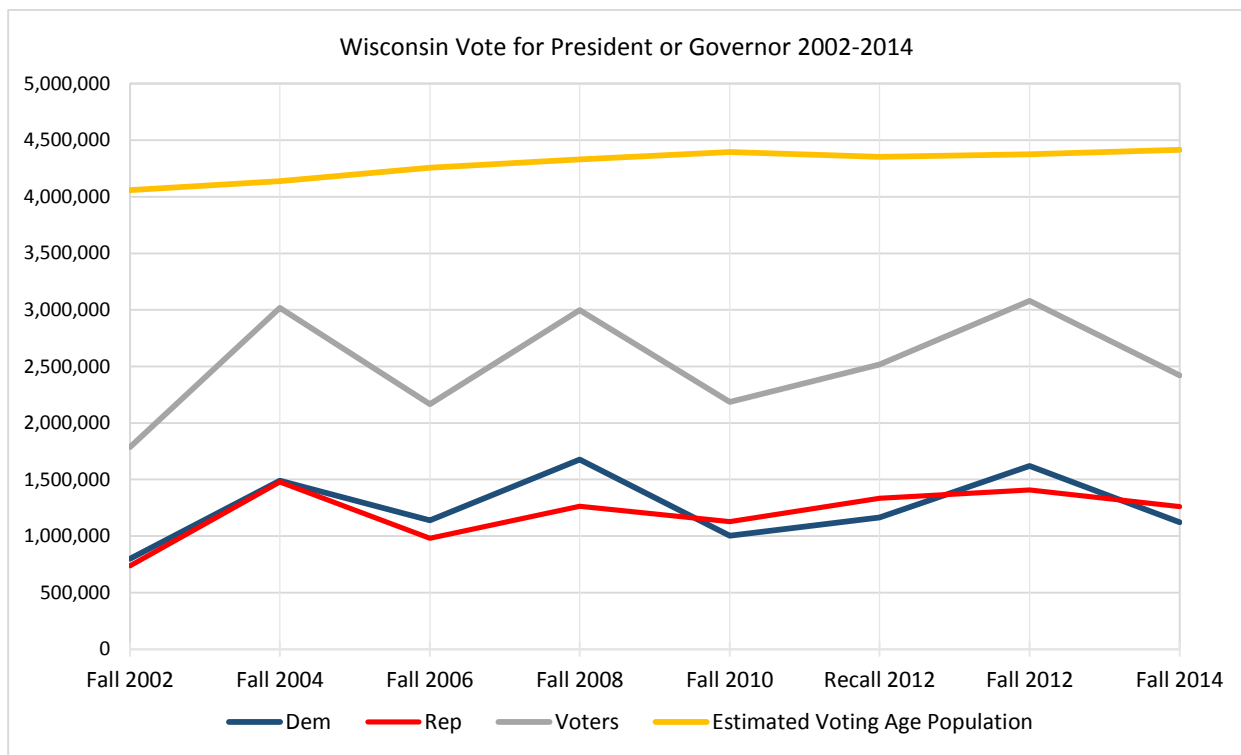
Percent decrease in Democratic vote from 2012 presidential election to 2014 election for governor: **30.7%**. Republican: **10.5%**.

Vote for president in 2008: Democrat: **1,677,211**. Republican: **1,262,393**.

Vote for governor in 2010: Democrat: **1,004,303**. Republican: **1,128,941**.

Percent decrease in Democratic vote from 2008 presidential election to 2010 election for governor: **40.1%**. Republican: **10.6%**.

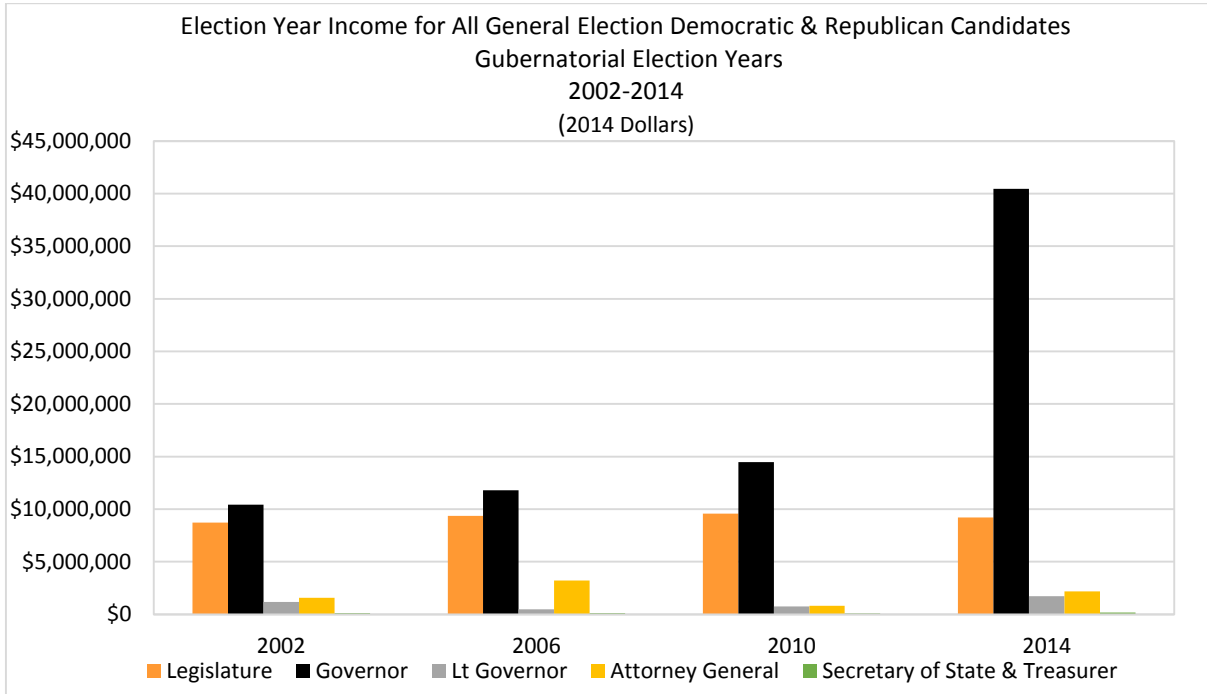
Chart 3



2014 Income

Total income from all sources (contributions and non-contribution income sources) for all major party candidates in the fall general election: **\$53.7 million.**

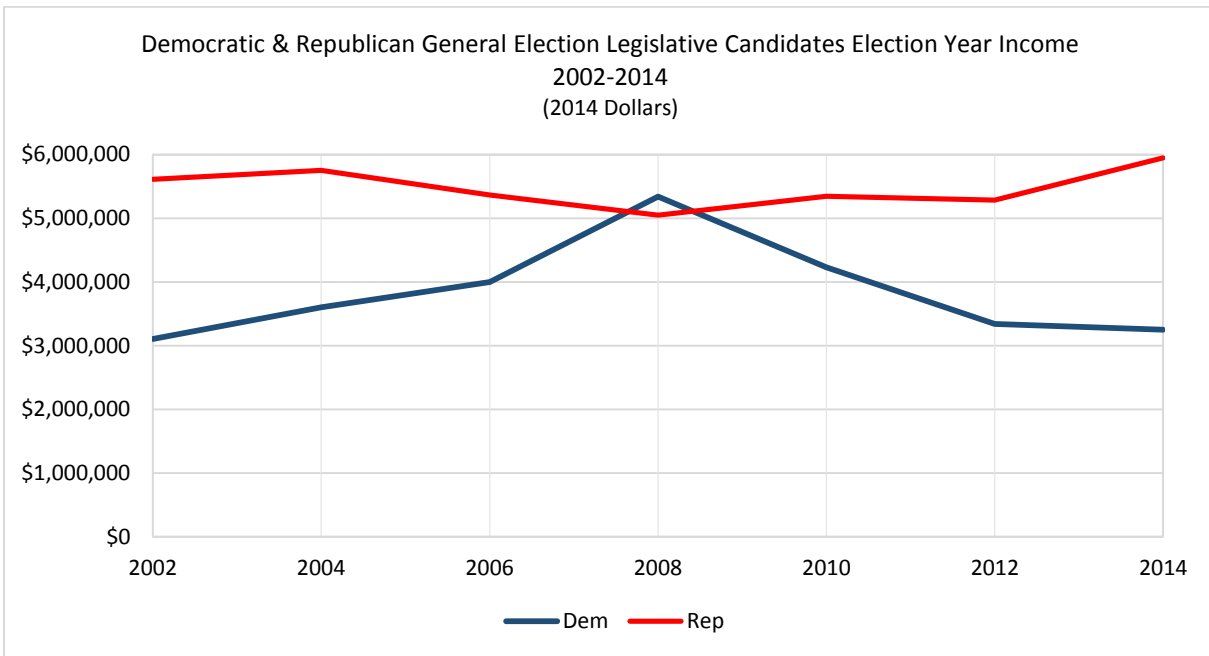
Chart 4



Legislative Candidate Income

2014 income from all sources for Democratic and Republican general election legislative candidates: **\$9.2 million.**

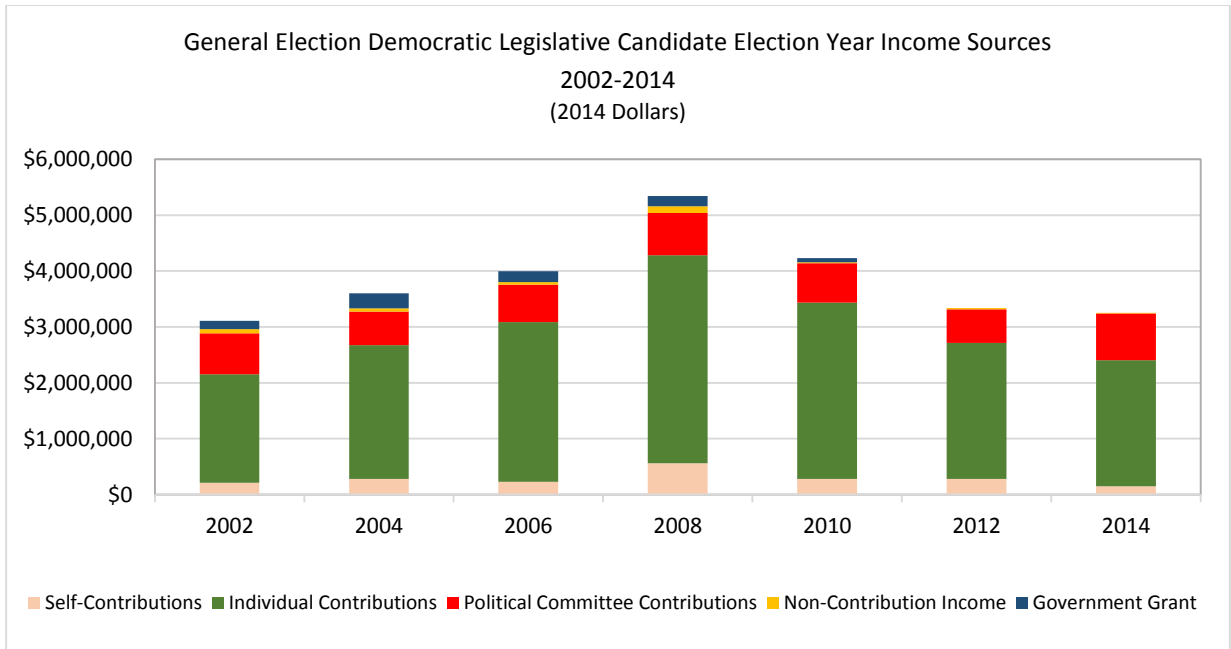
Chart 5



Total 2014 income for general election Democratic legislative candidates: **\$3.3 million.**

Sources: **\$150,000** from candidate self-contributions; **\$2.3 million** from individual contributions; **\$841,000** from political committee contributions; **\$7,000** from non-contribution income sources.

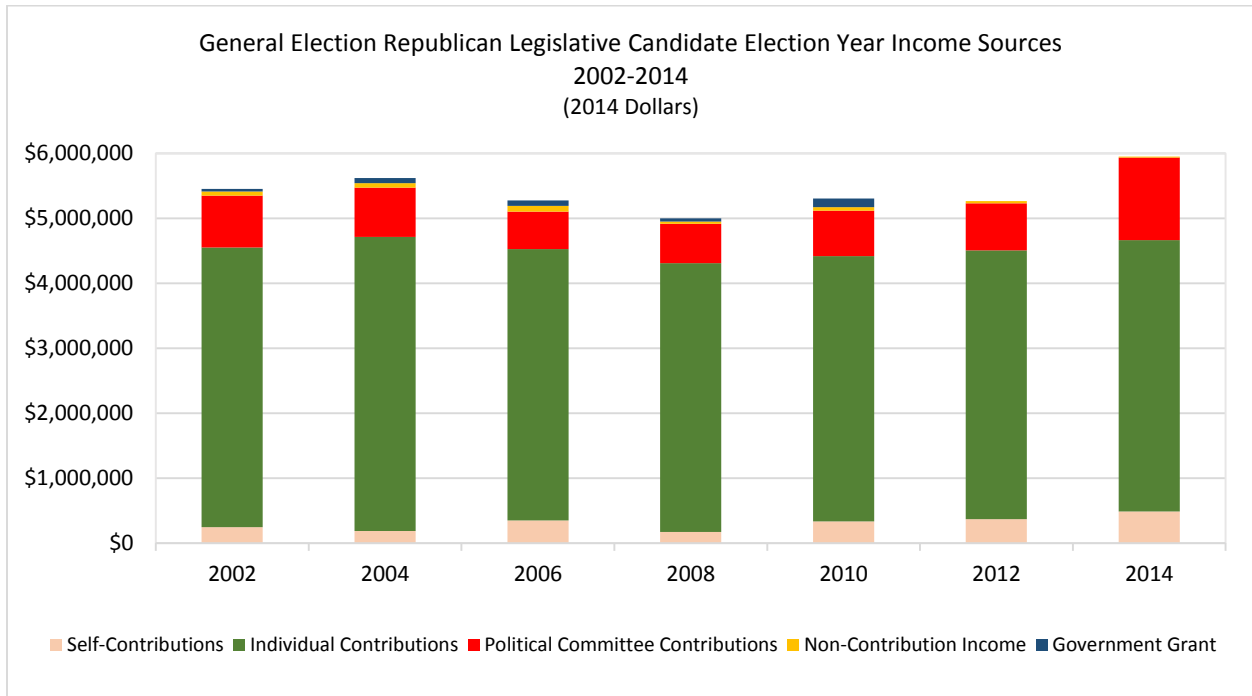
Chart 6



Total 2014 income for general election for Republican legislative candidates: **\$5.9 million.**

Sources: **\$490,000** from candidate self-contributions; **\$4.2 million** from individual contributions; **\$1.2 million** from political committee contributions; **\$14,000** from non-contribution income sources.

Chart 7



Number of interest groups* that gave more money to general election Democratic legislative candidates in 2014 than Republican candidates in 2014: **7** (See Table 1 below.)

Table 1
Interest Groups* That Contributed More to General Election Democratic Legislative Candidates in 2014 than Republican

Interest	2014 Dem Total	2014 Rep Total
Retired/Homemakers/Non-income earners	\$450,750	\$372,552
Labor Unions	\$435,589	\$102,810
Lawyers/Law Firms/Lobbyists	\$166,147	\$143,728
Education	\$131,043	\$36,732
Civil servant/public employee	\$111,716	\$57,627
Unknown (Unreported/unclassified employers or generic occupations)	\$76,207	\$61,209
Non-Profit/Social Services	\$40,591	\$26,230
Total	\$1,412,043	\$800,888

*Interest groups are assigned to individual contributors of \$100 or more to a candidate in 2014. All party, PAC and candidate committees are included in these totals. Contribution by a candidate to his or her own committee are excluded.

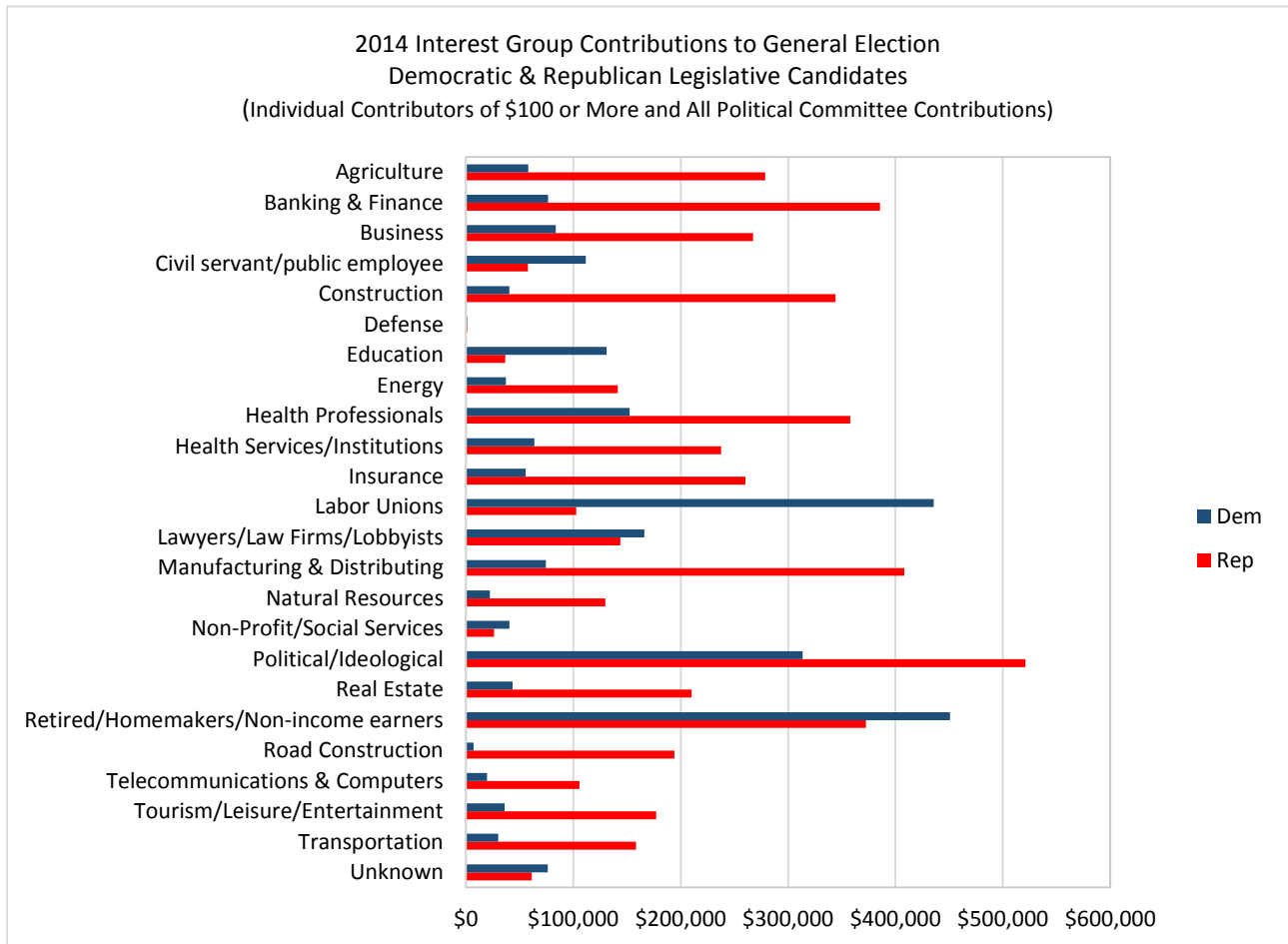
Number of interest groups* that gave more money to general election Republican legislative candidates in 2014 than Democratic candidates: **17**. (See Table 2 below.)

Table 2
Interest Groups That Contributed More to General Election
Republican Legislative Candidates in 2014 than Democratic

Interest	2014 Rep Total	2014 Dem Total
Political/Ideological	\$521,007	\$313,595
Manufacturing & Distributing	\$408,278	\$74,362
Banking & Finance	\$385,631	\$76,537
Health Professionals	\$357,809	\$152,586
Construction	\$344,262	\$40,357
Agriculture	\$278,623	\$58,090
Business	\$267,342	\$83,670
Insurance	\$260,208	\$55,758
Health Services/Institutions	\$237,514	\$63,843
Real Estate	\$210,250	\$43,454
Road Construction	\$194,104	\$7,000
Tourism/Leisure/Entertainment	\$177,129	\$36,092
Transportation	\$158,400	\$29,955
Energy	\$141,325	\$37,111
Natural Resources	\$129,682	\$22,299
Telecommunications & Computers	\$105,716	\$19,650
Defense	\$1,150	\$1,075
Total	\$4,178,430	\$1,115,434

*Interest groups are assigned to individual contributors of \$100 or more to a candidate in 2014. All party, PAC and candidate committees are included in these totals. Contribution by a candidate to his or her own committee are excluded.

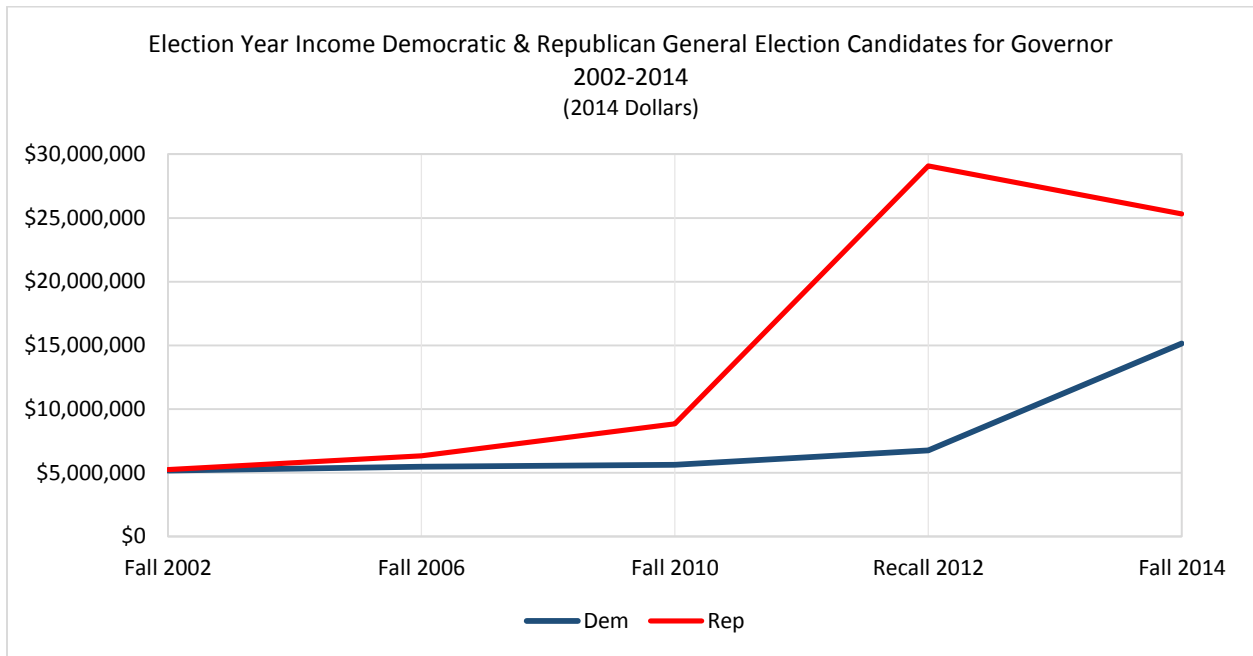
Chart 8



Governor Candidate Income

2014 income from all sources for Democratic and Republican general election candidates for governor: **\$40.5 million (75.5% of all general election candidate income in 2014).**

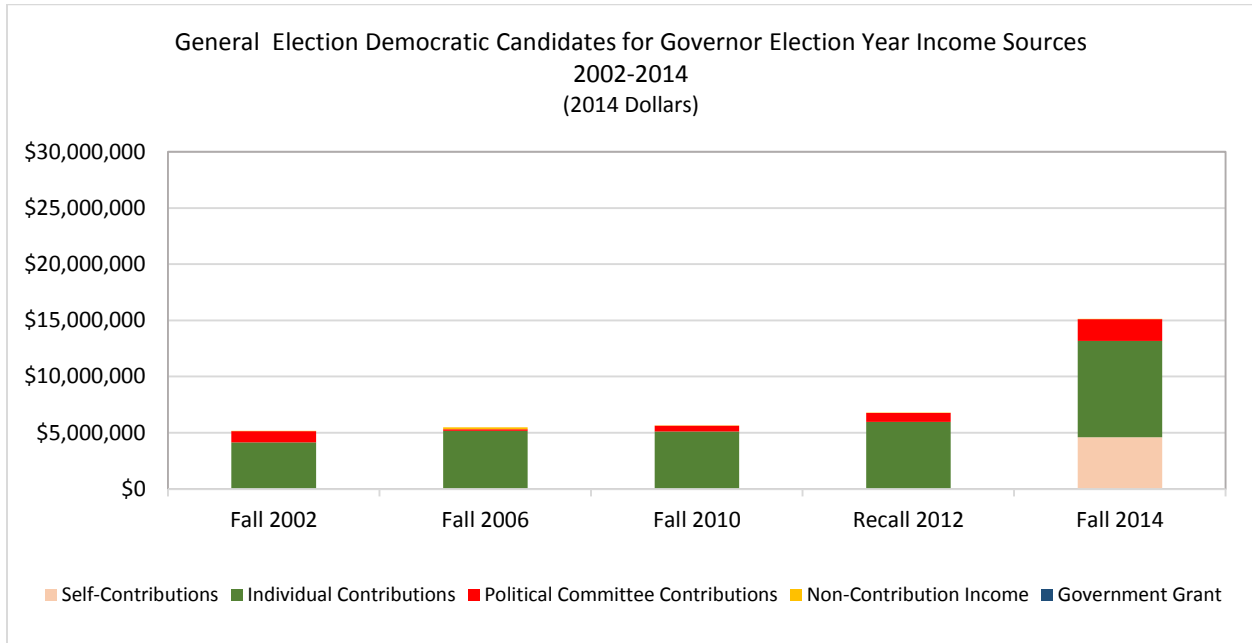
Chart 9



2014 income from all sources for the Democratic general election candidate for governor: **\$15.1 million**.

Sources: **\$4.6 million** from candidate self-contributions; **\$8.6 million** from individual contributions, **\$1.9 million** from political committee contributions (**\$803,000** of those from the Democratic Party of Wisconsin and **\$143,000** from running mate’s committee); **\$17,000** from non-contribution income sources.

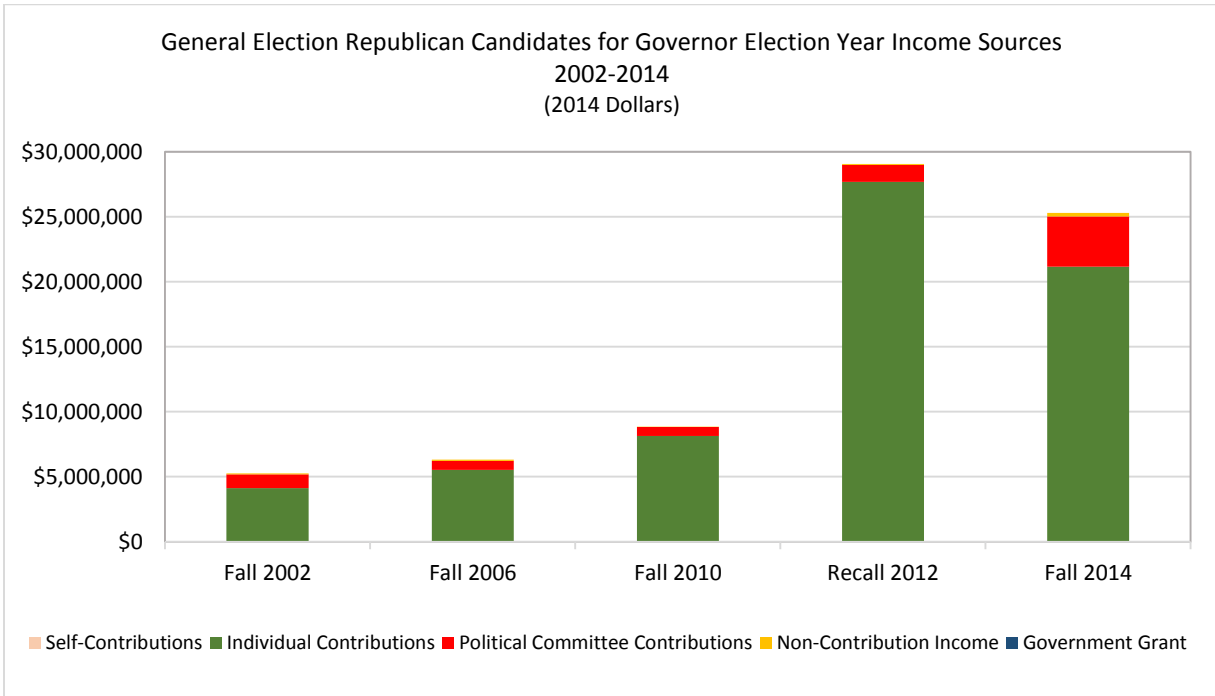
Chart 10



2014 income from all sources for the Republican general election candidate for governor: **\$25.3 million**.

Sources: **\$21.2 million** from individuals contributions, **\$3.9 million** from political committee contributions (**\$2.3 million** of those from the Republican Party of Wisconsin and **\$1.1 million** from running mate’s committee), **\$283,000** from non-contribution income sources.

Chart 11



Number of interest groups* that gave more to the general election gubernatorial Democratic candidate in 2014 than the Republican: **5**. (See Table 3 below.)

Table 3
Interest Groups* That Contributed More to the General Election Democratic Gubernatorial Candidate in 2014 than the Republican

Interest	2014 Dem Total	2014 Rep Total
Labor Unions	\$919,230	\$72,203
Lawyers/Law Firms/Lobbyists	\$698,568	\$640,645
Education	\$645,352	\$205,749
Civil servant/public employee	\$202,970	\$112,429
Non-Profit/Social Services	\$171,555	\$155,306
Total	\$2,637,675	\$1,186,332

*Interest groups are assigned to individual contributors of \$100 or more to a candidate in 2014. All party, PAC and candidate committees are included in these totals. Contribution by a candidate to his or her own committee are excluded.

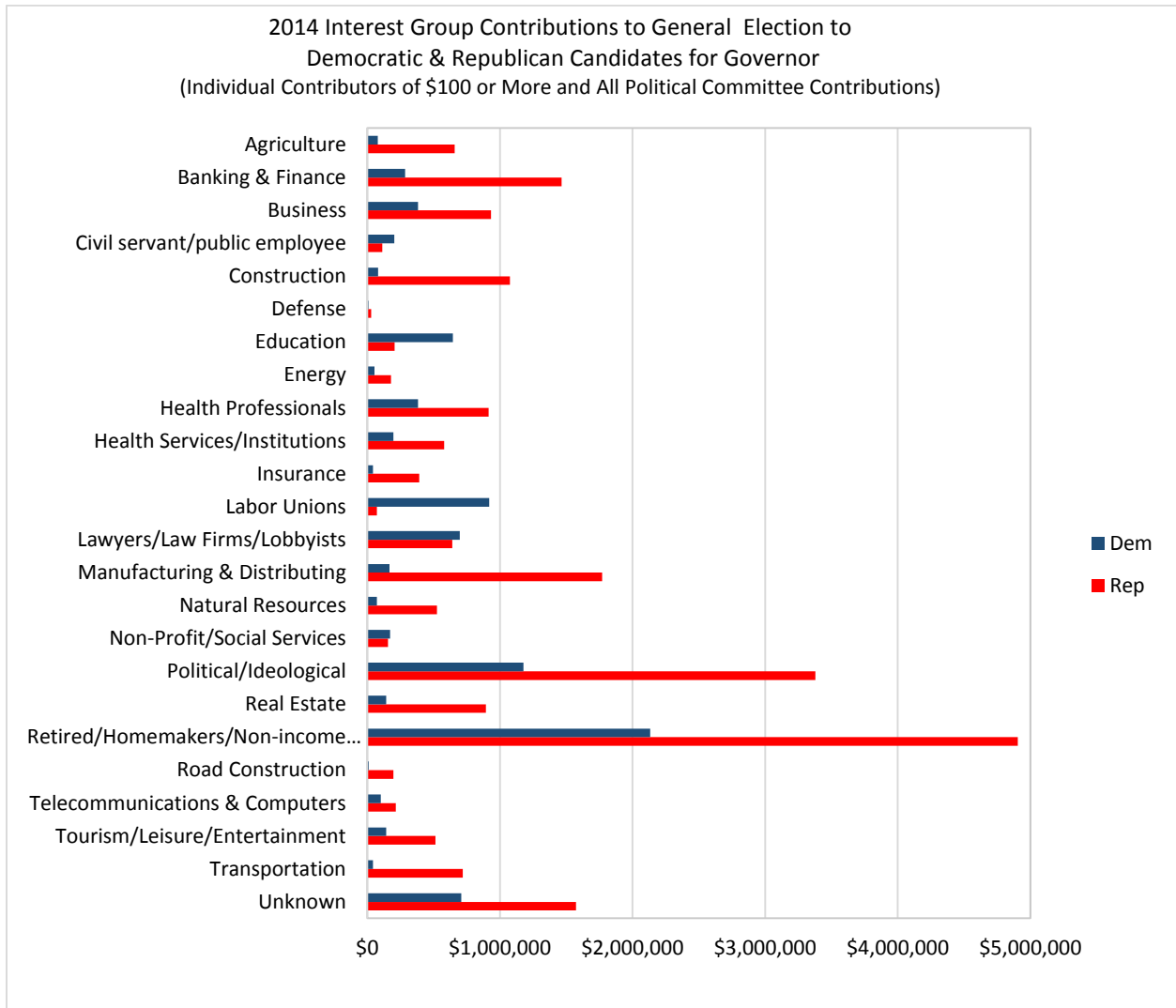
Number of interest groups* that gave more to the general election gubernatorial Republican candidate in 2014 than the Democratic: **19**.

Table 4
Interest Groups* That Contributed More to the General Election
Republican Gubernatorial Candidate in 2014 than the Democrat

Interest	2014 Rep Total	2014 Dem Total
Retired/Homemakers/Non-income earners	\$4,904,595	\$2,133,807
Political/Ideological	\$3,378,589	\$1,178,316
Manufacturing & Distributing	\$1,771,537	\$168,438
Unknown (Unreported/unclassified employers or generic occupations)	\$1,572,829	\$709,184
Banking & Finance	\$1,464,534	\$285,176
Construction	\$1,075,643	\$82,056
Business	\$933,839	\$382,572
Health Professionals	\$915,169	\$382,348
Real Estate	\$894,670	\$143,256
Transportation	\$719,845	\$43,761
Agriculture	\$657,862	\$78,221
Health Services/Institutions	\$579,060	\$197,822
Natural Resources	\$526,107	\$72,020
Tourism/Leisure/Entertainment	\$514,882	\$142,494
Insurance	\$391,409	\$42,908
Telecommunications & Computers	\$214,448	\$102,518
Road Construction	\$197,837	\$11,635
Energy	\$179,153	\$54,933
Defense	\$29,322	\$9,532
Total	\$20,921,330	\$6,220,997

*Interest groups are assigned to individual contributors of \$100 or more to a candidate in 2014. All party, PAC and candidate committees are included in these totals. Contribution by a candidate to his or her own committee are excluded.

Chart 12

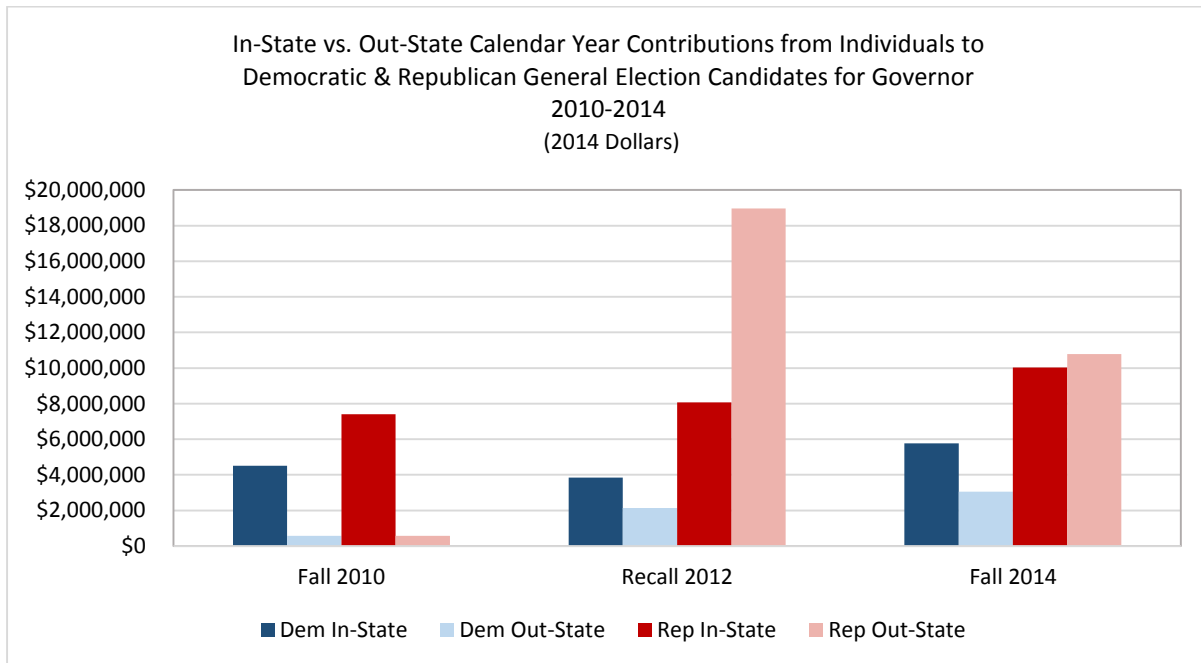


Amount of individual contributions with identifiable addresses to the Democratic and Republican general election candidates for governor from out of state: **\$13.9 million. (46.7% of all contributions with identifiable addresses.)**

General election Democratic candidate for governor: **\$3.1 million (34.7%).**

General election Republican candidate for governor: **\$10.7 million. (51.9%)**

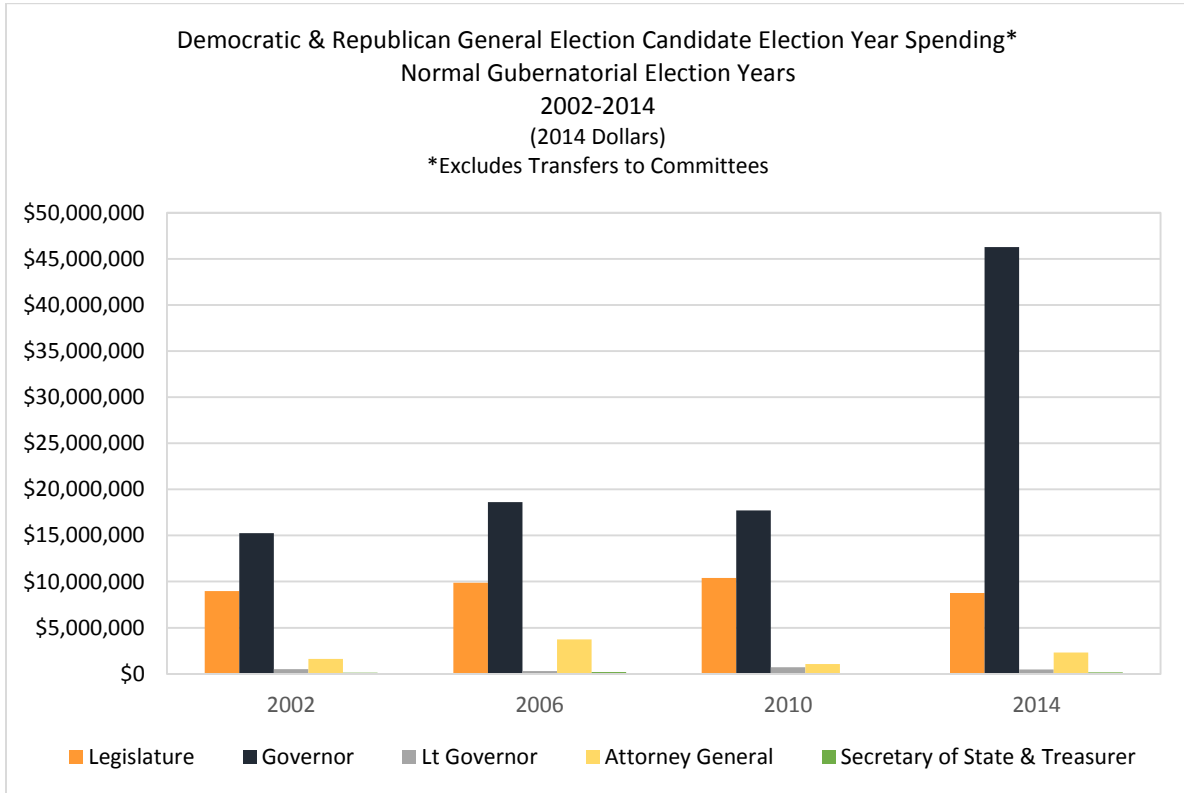
Chart 13



2014 Spending

Total spending (excluding committee to committee transfers) by all general election Democratic and Republican candidates in 2014: **\$58 million.**

Chart 14

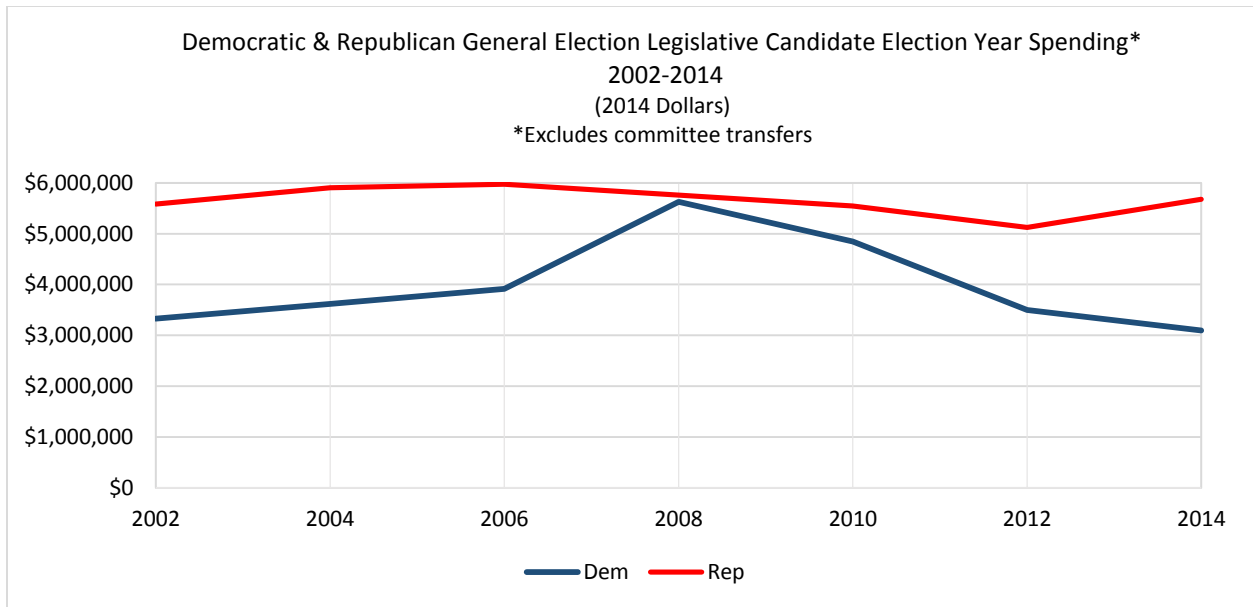


Legislative Campaign Spending

Total spending in 2014 by Democratic and Republican general election legislative candidates: **\$8.8 million.**

Spending in 2014 by Democratic legislative candidates: **\$3.1 million.** Republicans: **\$5.7 million.**

Chart 15

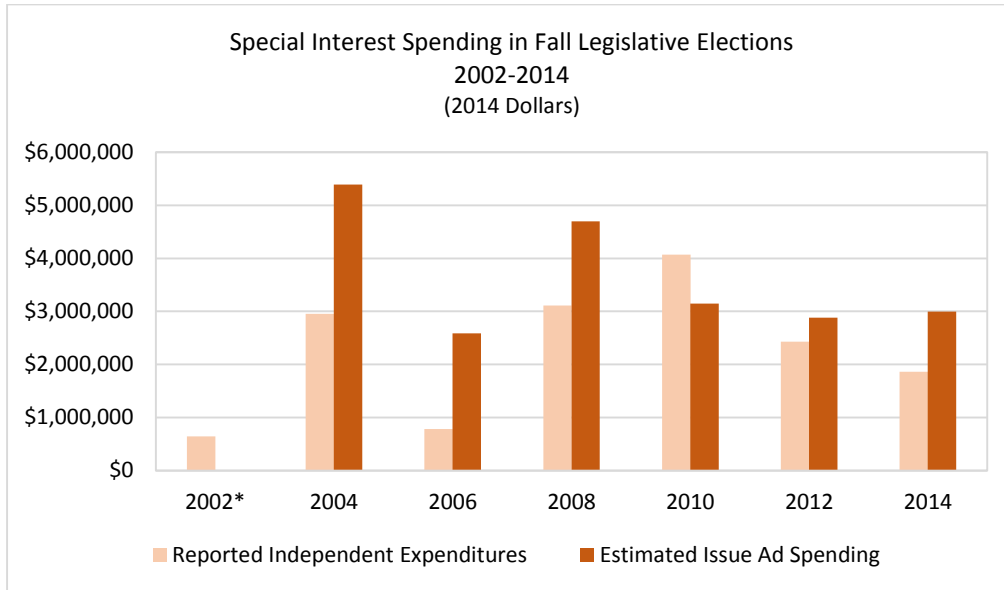


Special interest spending on legislative races in the form of "[independent expenditures](#)" and "[issue ads](#)" in 2014: **\$4.9 million.**

Amount of that in the form of independent expenditures: **\$1.9 million.**

In the form of undisclosed "issue ads:" **\$3 million.**

Chart 16



**No estimate available for 2002 issue ads*

Special interest spending in the fourteen 2011-2012 Senate recall elections in 2014 dollars: **\$40.5 million.**

Amount spent on independent expenditures in the fourteen 2011-2012 Senate recall elections in 2014 dollars: **\$19.7 million.**

Estimated amount spent on "issue ads" expenditures in the fourteen 2011-2012 Senate recall elections in 2014 dollars: **\$20.8 million.**

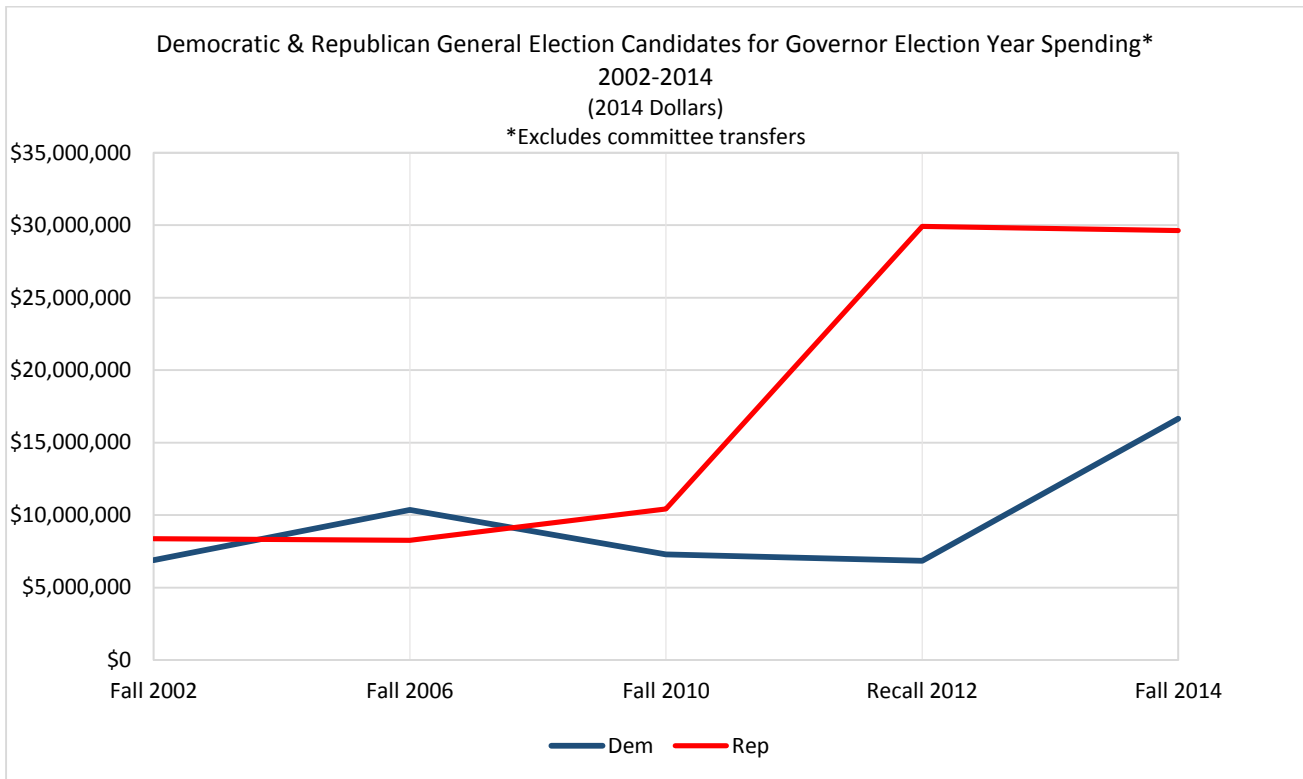
Governor Campaign Spending

Total spending (excluding committee transfers) by the Democratic and general election candidates for governor in 2014: **\$46.3 million (79.8% of all general election candidate spending in 2014).**

Amount spent by the Democratic general election candidate: **\$16.7 million.**

Spent by the Republican general election candidate: **\$29.6 million.**

Chart 17



Special interest spending in the 2014 election for governor: **\$27.8 million.**

Amount in the form of disclosed independent expenditures: **\$16 million.**

In the form of undisclosed "issue ads:" **\$11.8 million.**

Chart 18

