



## Campaigns in Maryland: An Analysis of Fundraising by Winning State Legislators, 2011-2014

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### Overview and Methodology

With the 2018 Elections approaching, Common Cause Maryland produced analysis of legislative candidates' fundraising during the 2014 election cycle. The data helps document how fundraising expectations for candidates are rising across the state.

From the years 2011-2014, Senators, on average, received a contribution total of \$290,070 whereas Delegates, on average, received a contribution total of \$79,878. Interestingly enough, the data showed no universal trend. Geographical location certainly influenced the average amounts raised by candidates; however, the competitiveness of a seat as well as a candidate's leadership position and political aspirations greatly impacted candidates' fundraising efforts.

Fundraising by individual candidates certainly drove up the averages. 15 of the winning Senate candidates raised over \$250,000; 11 of them broke \$300,000 and 7 of them raised over \$400,000. In the House, 28 candidates raised over \$150,000, 14 of whom broke \$200,000 and 2 of whom raised more than \$300,000.

***Common Cause Maryland believes the rising fundraising expectations candidates face highlights the need to explore new ways to fund our elections. Options such as Citizen Funded Election programs, like the one operational in Montgomery County for 2018 and passed in Howard County in 2017, ensure that good candidates are not left out of elections simply because they do not have the access to the big donors they need to compete.***

### Methodology

To produce this report, Common Cause Maryland's Research Associate, Susan Radov, used the state's campaign finance database to gather the total contributions to the campaign account of each winning legislative candidate in the 2014 elections. The data range included 1/1/2011-12/31/2014. She then averaged the contribution totals by region, by county, and by district. Where a district spanned multiple counties, Radov only included the district in the average for the county that comprised the majority of the district.

This research did not include what candidates ultimately spent on their races – or what funds they transferred to other candidates, slates, or campaign accounts. Likewise, this report did not analyze spending by independent groups or PACs, which are a rising factor in state campaigns. This report simply created a snapshot of what fundraising expectations candidates face when they are running for office.

## Regional Analysis

In every region, Senate candidates raised more than House candidates. However, the delegates outraised their senate counterparts in Carroll, Howard, St. Mary's, and Washington Counties.

Overall, House candidates raised money more evenly across the state, with the lowest average for fundraising in a county starting at \$30,978 in Cecil County and rising to \$171,004 in Anne Arundel County. The Senate showed a far greater variability, with the Senator from Allegany and Garrett Counties raising just \$42,470 compared to the Senator from Calvert raising \$1.4 million.

House candidates raised more in Central and Southern Maryland than in Western Maryland and the Eastern Shore. This correlated with expectations based on the cost of living and the cost of advertising in the media markets in those regions of the state. Central Maryland saw the most fundraising at \$113,163 with the Eastern Shore showing the lowest fundraising with an average of \$54,444.

The Senate candidates showed a slightly different regional breakdown, driven at least in part by leadership fundraising and highly competitive races. Western Maryland saw the least fundraising with an average of \$103,023.69. The Eastern Shore average was \$190,270, driven in part by a highly competitive general election in District 38, bringing it close to Central Maryland, where the average was \$209,174. Southern Maryland had the highest average, \$657,814, due largely to fundraising by legislative leadership in Districts 27 and 28.

One interesting regional trend not reported in the aggregate data is the amount of self-funding by candidates. This is a more prevalent trend in Central Maryland, particularly in Prince George's (districts 21-25, 47), Baltimore (districts 6-8, 10-12, 42, 44), and Howard (districts 9, 12, 13).

The lowest fundraising by Senators was in Western Maryland. The only Counties where fundraising averaged less than \$50,000 were the District including Allegany and Garrett Counties. Senate candidates in Harford and Washington Counties were the only others to raise less than \$70,000. Similarly, for House candidates, only races in Allegany/Garrett, Cecil, Harford, and Kent/Queen Anne's Counties saw average fundraising under \$50,000.

## Western Maryland

### ***(Allegany, Carroll, Frederick, Garrett, and Washington Counties)***

For the region, Frederick County (districts 3-4) saw the most fundraising by Senate candidates, at \$213,120. Carroll County saw the most fundraising by House candidates, at \$125,306, making this one of very few districts where the House candidates outraised their Senate counterparts. As noted above, Allegany & Garrett saw the least fundraising by Senate (\$42,470) and House candidates (\$42,082). Frederick County displayed the biggest gap between House and Senate fundraising, with a difference of \$122,136. Allegany & Garrett had the least variation between House and Senate, at just \$388.

## Central Maryland

### ***(Anne Arundel, Baltimore, Baltimore City, Howard, Prince George's, and Montgomery Counties)***

Senate candidates raised over \$150,000 in every County in Central Maryland, with Prince George's candidates taking the lead at \$272,512. House candidates raised above average across the region as well; Anne Arundel County had the largest average for House candidates, at \$171,004. Prince George's County had the largest difference in the region between Senate and House fundraising, at \$188,973.48.

## Southern Maryland

### ***(Calvert, Charles, parts of Prince George's, and St. Mary's Counties)***

As noted above, Southern Maryland had the highest average fundraising by its Senators at \$657,814, due largely to fundraising by legislative leadership in Districts 27 and 28. House races in Calvert saw above average fundraising at \$102,040, while candidates in Charles and St. Mary's Counties raised considerably less, under \$60,000 on average in each County.

## Eastern Shore

### ***(Caroline, Cecil, Dorchester, Harford, Kent, Queen Anne's, Talbot, and Wicomico Counties)***

For Delegates, the Eastern Shore saw below-average fundraising in nearly every district, with only the combined district representing Caroline, Dorchester, Talbot, and Wicomico reaching \$77,565. The average contribution totals received by Senators varied the most in the Eastern Shore. On one end of the extreme, the Senator in Harford County raised \$64,702, and on the other end, the Senator in the combined district representing Somerset, Wicomico, & Worcester Counties raised \$557,086.

## Top Individual Fundraisers

### Senators Who Raised the Most Money

1. Thomas Mike Miller, Jr. – \$1,404,302
2. James Mathias, Jr. – \$557,085
3. Jim Rosapepe – \$528,383
4. Thomas Middleton – \$493,299
5. James Brochin – \$456,743

### Delegates Who Raised the Most Money

1. Michael Busch – \$969,588
2. Dereck Davis – \$366,035
3. William Frick – \$291,541
4. Peter Hammen - \$276,908
5. Talmadge Branch - \$265,770

## Additional Information

Founded in 1974, Common Cause Maryland is a nonpartisan, grassroots organization dedicated to restoring the core values of American democracy, reinventing an open, honest and accountable government that works in the public interest, and empowering ordinary people to make their voices heard.

More information about Common Cause Maryland and this report, including the press release, are available at [md.commoncause.org](http://md.commoncause.org). Full data sets are available upon request. More information about Citizen Funded Elections is available at [www.fairelectionsmaryland.org](http://www.fairelectionsmaryland.org).

# Average Contribution Totals Received by MD Senators and Delegates, 2011-2014

Maryland	
Body of General Assembly	Average Contribution Total Received
Senate	\$290,070.21
House	\$79,877.86

<b>Western Maryland</b>	
Body of General Assembly	Average Contribution Total Received
Senate	\$103,023.69
House	\$81,247.29
<b>Allegany &amp; Garrett Counties (district 1)</b>	
Body of General Assembly	Average Contribution Total Received
Senate	\$42,469.94
House	\$42,082.10
<b>Washington County (district 2)</b>	
Body of General Assembly	Average Contribution Total Received
Senate	\$59,009.22
House	\$66,617.00
<b>Frederick County (district 3-4)</b>	
Body of General Assembly	Average Contribution Total Received
Senate	\$213,120.21
House	\$90,984.04
<b>Carroll County (district 5)</b>	
Body of General Assembly	Average Contribution Total Received
Senate	\$97,495.37
House	\$125,306.00

<b>Central Maryland</b>	
Body of General Assembly	Average Contribution Total Received
Senate	\$209,173.50
House	\$113,163.27
<b>Anne Arundel County (districts 30-33)</b>	
Body of General Assembly	Average Contribution Total Received
Senate	\$192,266.95
House	\$171,004.39
<b>Baltimore County (districts 6-8, 10-12, 42, 44)</b>	
Body of General Assembly	Average Contribution Total Received
Senate	\$206,812.10
House	\$107,243.63
<b>Howard County (districts 9, 12, 13)</b>	
Body of General Assembly	Average Contribution Total Received
Senate	\$250,615.08
House	\$98,660.90
<b>Montgomery County (districts 14-20, 39)</b>	
Body of General Assembly	Average Contribution Total Received
Senate	\$178,412.75
House	\$119,519.92
<b>Prince George's County (districts 21-26, 47)</b>	
Body of General Assembly	Average Contribution Total Received
Senate	\$272,511.73
House	\$83,538.25
<b>Baltimore City (districts 40-41, 43-46)</b>	
Body of General Assembly	Average Contribution Total Received
Senate	\$154,422.40
House	\$99,012.55

<b>Southern Maryland</b>	
Body of General Assembly	Average Contribution Total Received
Senate	\$657,813.84
House	\$70,657.29
<b>Calvert County (district 27)</b>	
Body of General Assembly	Average Contribution Total Received
Senate	\$1,404,302.24
House	\$102,040
<b>Charles County (district 28)</b>	
Body of General Assembly	Average Contribution Total Received
Senate	\$493,299.32
House	\$50,592
<b>St. Mary's County (district 29)</b>	
Body of General Assembly	Average Contribution Total Received
Senate	\$75,839.97
House	\$59,339.87

<b>Eastern Shore Maryland</b>	
Body of General Assembly	Average Contribution Total Received
Senate	\$190,269.80
House	\$54,443.61
<b>Harford County (district 34)</b>	
Body of General Assembly	Average Contribution Total Received
Senate	\$64,701.92
House	\$49,808.05
<b>Cecil County (district 35)</b>	
Body of General Assembly	Average Contribution Total Received
Senate	\$115,341.60
House	\$30,978.00
<b>Kent &amp; Queen Anne's Counties (district 36)</b>	
Body of General Assembly	Average Contribution Total Received
Senate	\$120,121.11
House	\$45,467
<b>Caroline, Dorchester, Talbot, &amp; Wicomico Counties (district 37)</b>	
Body of General Assembly	Average Contribution Total Received
Senate	\$94,098.81
House	\$77,565
<b>Somerset, Wicomico, &amp; Worcester Counties (district 38)</b>	
Body of General Assembly	Average Contribution Total Received
Senate	\$557,085.57
House	\$68,400