

2017 ABQ CAMPAIGN MONEY FACTS

Fewer Than 400 Big Donors Gave Most of the Money to Privately Financed City Candidates

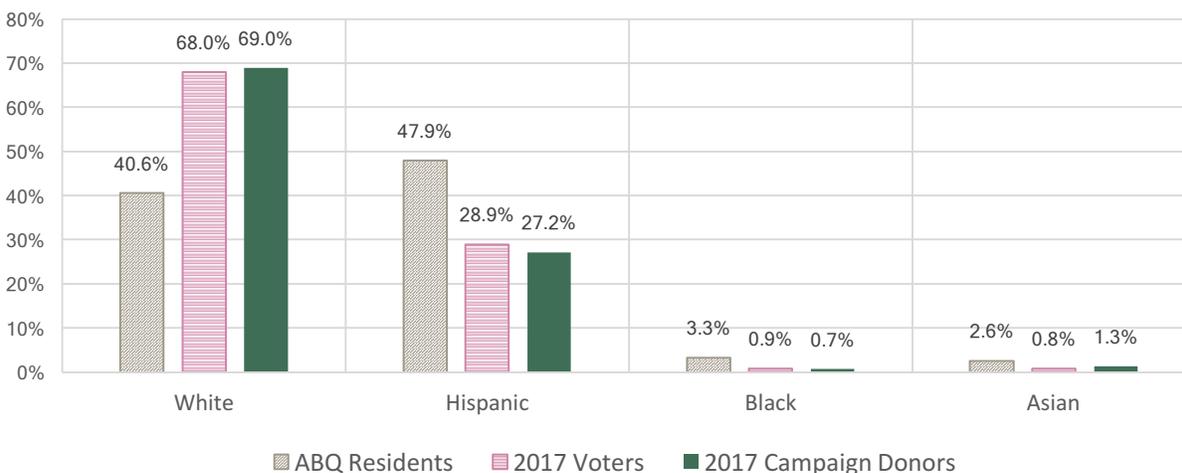
A tiny sliver of the city’s residents dominated campaign contributions to privately financed city candidates last year, mainly in the race for mayor. And those few residents gave **big**. Three-quarters of monetary contributions came from fewer than 400 individuals who each gave about \$3,000, on average, to one or more candidates. That group represented only 0.1 percent of adult residents.¹

| Donor Levels | Total Monetary Contribs | % of Total | Est. No. Indivs | % of ABQ Adults | Avg. Per Donor |
|-----------------|-------------------------|-------------|-----------------|-----------------|----------------|
| \$1,000 or more | \$1,016,455 | 74% | 335 | 0.1% | \$3,034 |
| \$100 to \$999 | \$336,883 | 24% | 1327 | 0.3% | \$254 |
| \$1 to \$99 | \$26,649 | 2% | 729 | 0.2% | \$37 |
| Total | \$1,379,987 | 100% | 2391 | 0.6% | \$577 |

Private Campaign Donors and Voters Do Not Reflect the City’s Racial Diversity

Compared to the city overall, residents who made monetary contributions to 2017 privately financed city candidates were not reflective of the city’s racial diversity. White residents were over-represented, while residents of color were under-represented. Campaign donors also looked like residents who voted in 2017—*neither donors nor voters currently reflect the city’s racial diversity*. Men also gave disproportionately; male donors gave two dollars from every one dollar from female donors.

Demographic Comparison of ABQ Residents, Voters, and Campaign Donors, by Race



Finally, there were clusters of donors from industries with particular interest in access to elected leaders. A September 2017 New Mexico In Depth analysis found the “real estate and land development sector has given roughly \$1 of every \$4 raised so far in the Albuquerque mayoral race.”²

¹ Analyses in this memo are based on 2017 campaign finance transaction data downloaded from the Albuquerque City Clerk’s website. All individuals who made monetary contributions to privately financed candidates and who had Albuquerque addresses were included. Unique counts of donors and total amounts per donor could be impacted by data uncertainties, as well as contribution refunds and in-kind support not be reflected in these totals. Donors were matched to modeled race and reported gender data available in the Voter Activation Network (VAN) database. Not all donors could be matched to demographic data, and we currently assume those donors are a random subset and, therefore, similarly distributed. Overall population data were provided by the U.S. Census Bureau. Voter demographic data were provided through VAN.

² Marjorie Childress, “Realtors and developers give big money to ABQ mayoral candidates,” New Mexico In Depth, September 12, 2017. Accessed July 28, 2018: <http://nmindepth.com/2017/09/12/realtors-and-developers-give-big-money-to-abq-mayoral-candidates/>. (Note: This analysis included in-kind support.)