

# 1998 UTAH ELECTIONS ANALYSIS

By Rebecca Moog  
November 3, 1999

## THE MONEY

**Total 1998 dollars: \$2,534,350**

Statewide Total: \$0

Legislative Total: \$2,534,350

**Total number of registered voters 1,045,071**

Average raised per voter \$2.42

General Election Winners Total Dollars: \$1,676,874

General Election Losers Total Dollars: \$679,676

Primary Losers Total Dollars: \$177,800

## THE RACES

RACES	Contested	Uncontested		Incumbent	Open
Statewide	0	0		0	0
Legislative	87	3		70	20
<b>TOTAL</b>	87	3		70	20

CANDIDATES	Republican	Democrat	3rd Party	TOTAL		Incumbents	Challengers	Open
Statewide	0	0	0	0		0	0	0
Legislative	156	89	47	292		70	132	90
<b>TOTAL</b>	156	89	47	292		70	132	90

## THE CANDIDATES

Winners	Republican	Democrat	3rd Party		Incumbents	Challengers	Open
Statewide	0	0	0		0	0	0
Legislative	61	29	0		67	3	20
<b>TOTAL</b>	61	29	0		67	3	20

## THE WINNERS

TOTAL	Republican	Democrat	3rd Party	TOTAL
Statewide	\$0	\$0	\$0	\$0
Legislative	\$1,415,549	\$1,098,481	\$20,320	\$2,534,350
<b>TOTAL</b>	\$1,415,549	\$1,098,481	\$20,320	\$2,534,350

### Money Raised, by Party

<b>AVERAGE</b>	<b>Republican</b>	<b>Democrat</b>	<b>3rd Party</b>
<b>Statewide</b>	\$0	\$0	\$0
<b>Legislative</b>	\$9,091	\$12,359	\$432

<b>TOTAL</b>	<b>Incumbents</b>	<b>Challengers</b>	<b>Open Races</b>	<b>Winners</b>	<b>Primary Losers</b>	<b>General Losers</b>
<b>Statewide</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>Legislative</b>	\$1,350,429	\$535,615	\$648,307	\$1,676,874	\$177,800	\$679,676
<b>TOTAL</b>	\$1,350,429	\$535,615	\$648,307	\$1,676,874	\$177,800	\$679,676

### Money Raised, by Candidate Type

<b>AVERAGE</b>	<b>Incumbents</b>	<b>Challengers</b>	<b>Open Races</b>	<b>Winners</b>	<b>Primary Losers</b>	<b>General Losers</b>
<b>Statewide</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>Legislative</b>	\$19,292	\$4,058	\$7,203	\$18,632	\$2,020	\$5,962
<b>TOTAL</b>	\$19,292	\$4,058	\$7,203	\$18,632	\$2,020	\$5,962

### Average Dollars, per Candidate

<b>OFFICE</b>	<b>Total</b>	<b>Average/Candidate</b>
House of Representatives	\$1,662,552	\$7,166
Senate	\$875,889	\$14,598

## ABOUT OUR INFORMATION

The National Institute on Money In State Politics downloaded the campaign contribution database from the Utah Division of Elections web site. Researchers removed funds (\$166,603) raised by candidates who did not run (DNR) for office in 1998, as well as refunds of campaign expenses that were not properly counted as income.

Utahs 1998 elections consisted of both House and Senate races, but the only statewide races were for the statewide School Board. The School Board candidates raised a total of \$36,205. The Institute removed contributions raised by the School Board candidates to focus its analysis on the legislative races.

## THE RACES

Utahs 1998 legislative races consisted of 75 House races and 15 Senate races. Uncontested races (only 3) accounted for 3% of the legislative races and contested races (87) accounted for 97%.

The legislature had 20 open races in which no incumbent sought re-election. Incumbents won 67 of the legislative races -- a 96% re-election rate -- and challengers won three.

## **DEMOCRATS vs. REPUBLICANS**

In 1998, the 156 Republican candidates raised a total of \$1,415,549, compared to the 89 Democratic candidates who raised \$1,098,481 in contributions. The average amount raised by Democratic candidates was 36% more than the average amount raised by Republican candidates. Democratic candidates raised an average of \$12,359 and Republican candidates raised an average of \$9,091.

## **WINNERS vs. LOSERS**

Winners raised \$1.7 million in contributions, more than the candidates who lost in the primary and general elections combined. Primary losers raised \$177,800 and general-election losers \$679,676. The winners raised an average of \$18,632, significantly more than did candidates who lost in the primary and general elections. The average raised by primary losers was \$2,020 and general-election losers \$5,962.

## **INCUMBENTS vs. CHALLENGERS**

In 1998, incumbents raised \$1.4 million in campaign dollars while challengers raised only half of that, \$535,615. On average, challengers raised \$4,058, significantly less than incumbents, who raised \$19,292.

## **WHY WINNERS WIN**

Money plays an important role in winning political races. Out of the 87 contested races, candidates who raised the most money won 84% of the time (76 of the 87 races). It should be noted however that 19 of those races had only token candidates opposing them. Token candidates are those candidates who raised less than \$1,000.

Incumbency is a major advantage for candidates in winning a race. In the 70 legislative races where incumbents were running, challengers defeated incumbents in only three of them. Incumbents won 96% of the time and account for 75% of the new Utah legislature.

In all, 58 races were won by the incumbent candidate that raised the most money, but again 17 of those races had only token candidates oppose the winners.

In the 1998 Utah legislative elections not one candidate won without raising the most money or without having the advantages of incumbency.

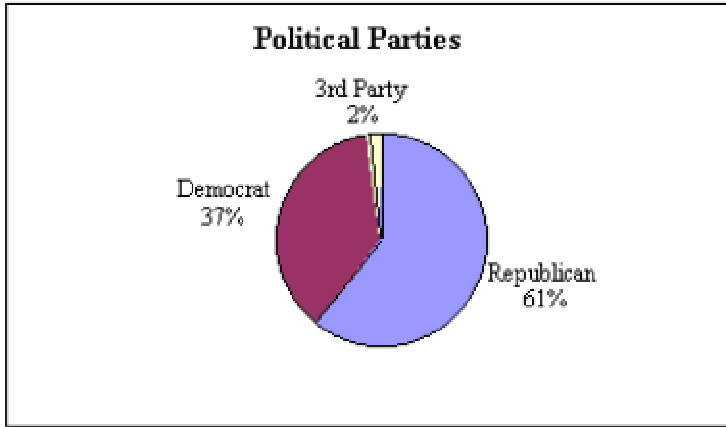
## WHO GIVES

The 1998 legislative races combined raised a total of \$2.5 million in contributions. Utah had 2,805 non-party contributors (including PACs, associations and individual contributors), who gave a combined total of \$1,602,421 in contributions. The average contribution size was \$593, and they ranged from \$1 to \$83,587. These contributors represent a fraction of 1% of the voting population.

## SOURCES OF CAMPAIGN FUNDS

The following table shows the breakdown of contributions by source, from highest dollar to lowest. Contributors whose economic interest cannot be identified account for 17% of the total and are not included in this table.

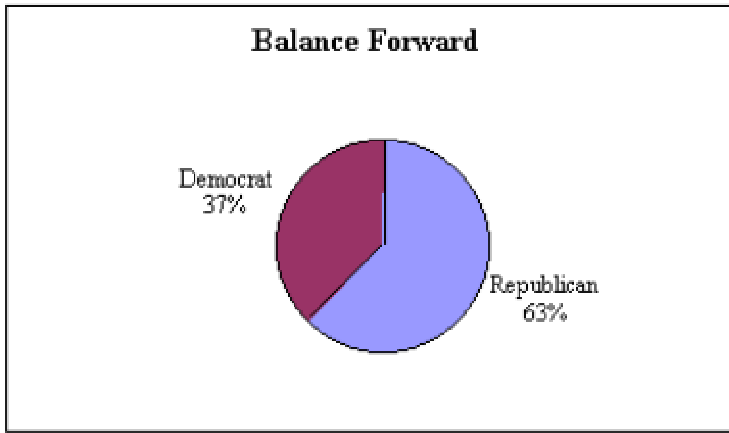
SOURCE	1998 TOTAL \$	% OF 1998 TOTAL
Political Parties	\$562,178	26.6%
Balance Forward	\$337,434	16.0%
Labor	\$269,860	12.8%
Finance, Insurance, & Real Estate	\$212,059	10.0%
Resource	\$157,151	7.4%
Health	\$131,955	6.2%
Lawyers/Lobbyists	\$92,945	4.4%
Small Contributions	\$85,337	4.0%
Communications & Electronics	\$72,702	3.4%
General Business	\$71,741	3.4%
Construction	\$40,890	1.9%
Transportation	\$40,300	1.9%
Ideology	\$25,672	1.2%
Agriculture	\$7,850	0.4%
Other (Non-Business)	\$5,290	0.3%
<b>TOTAL</b>	<b>\$2,113,164</b>	<b>100.0%</b>



Political Parties 26.6%

The most generous source of funds to campaigns was political party PACs and candidates themselves. Combined they supplied \$562,178 in contribution money. Political Party PACs contributed \$247,510 (44%) and candidates themselves contributed \$314,668 (64%).

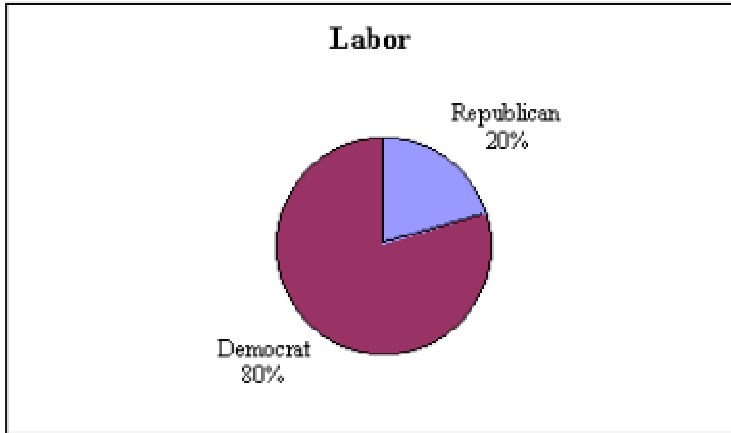
In 1998, Republicans raised \$337,766, Democrats raised \$209,106 and third-party members raised \$15,306 of the total contributions.



BALANCE FORWARD 16.0%

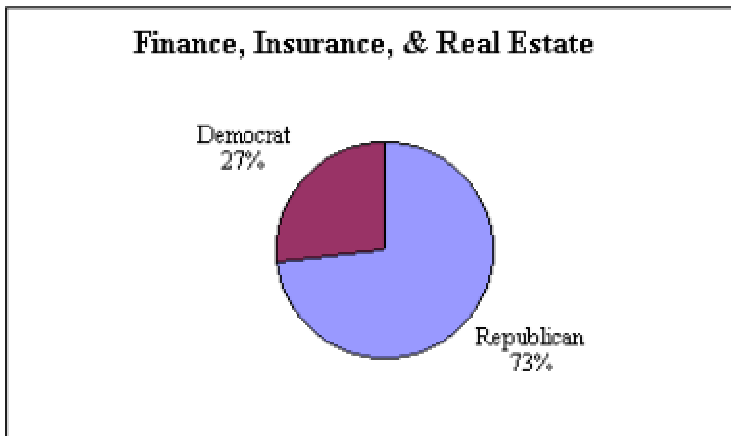
Money brought forward from previous election cycles was the second largest source of contributions. Combined this money totaled \$337,434.

Incumbent winner Ed Mayne (Senate District 11) was the candidate with the largest amount of money brought forward, \$22,801 (36% of his total). Winning incumbent John Valentine (House District 58) had the second largest balance forward, with \$33,107 (57% of his total contributions).



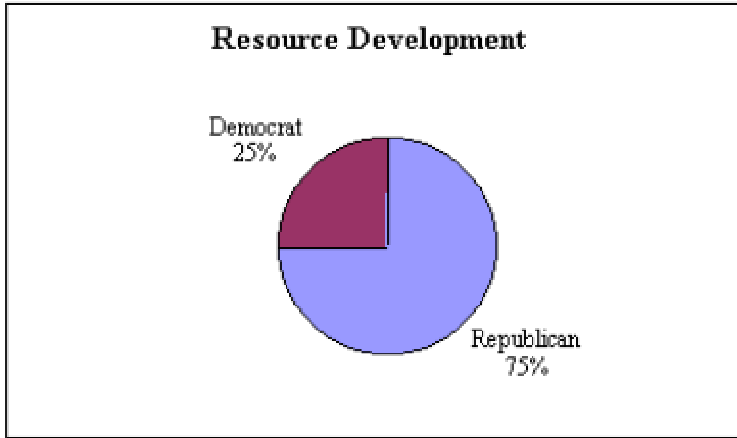
LABOR 12.8%

Labor unions contributed \$269,860 to Utah candidates. A majority of that money, 80%, went to Democratic candidates. The top two contributors were UT Education Association/UPAC, which gave \$81,587, and UT ST AFL-CIO, which gave \$37,105 in contributions.



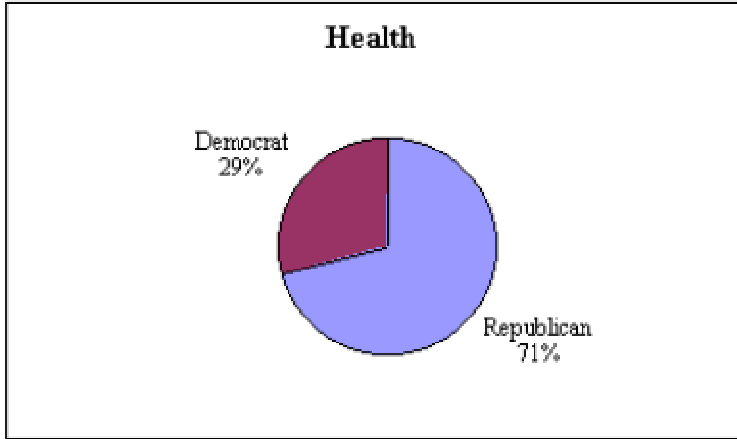
FINANCE, INSURANCE, & REAL ESTATE 10.0%

The finance, insurance and real estate industries gave a combined total of \$212,059 in 1998. The top contributor within these industries was Blue Cross Blue Shield of UT, giving \$36,875 in contributions. The second largest contributor was Zions Bancorporation PAC, which gave \$29,650.



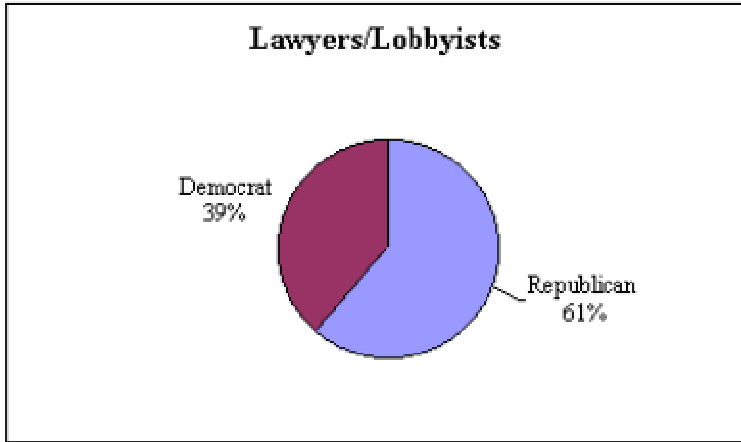
**RESOURCE DEVELOPMENT 7.4%**

The resource industries consist of energy and natural resource, oil and gas, mining, utilities, forestry and forestry products, commercial fishing, environmental services and waste management. Combined, these industries gave a total of \$157,151 to candidates. The lead contributor was the Union Pacific Railroad, giving \$26,900 in contributions. Second largest contributor was LaidLaw Environmental Services, a waste management company, which gave \$20,425 to Utah candidates.



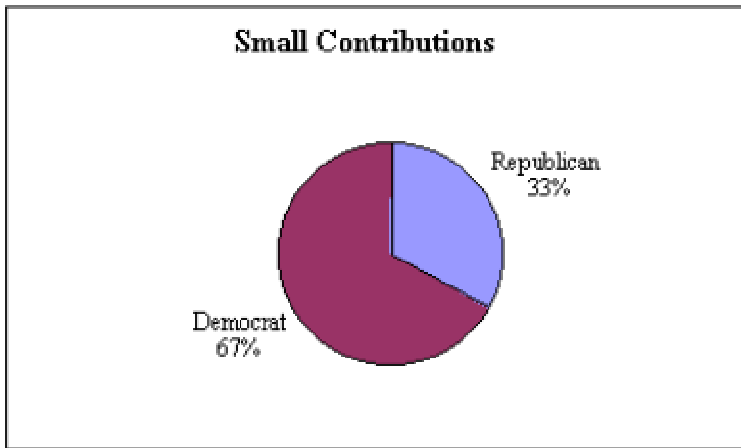
**HEALTH 6.2%**

This industry includes all health professionals, hospitals and nursing homes, health services, pharmaceuticals and health products. Combined, these industries contributions totaled \$131,955. The two largest contributors were the UT Medical Association/UMPAC and Columbia HCA. The UT Medical Association contributed \$27,300 to political campaigns and Columbia HCA contributed \$19,700.



**LAWYERS AND LOBBYISTS 4.4%**

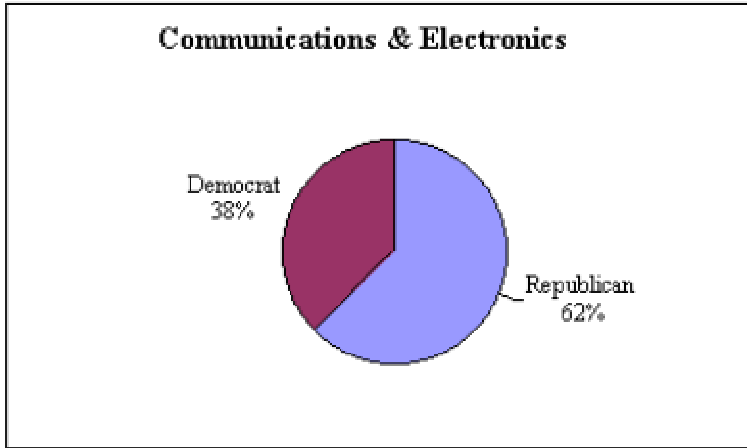
Lawyers and lobbyists account for \$92,945 of the total dollars contributed in 1998. The largest contributor was the Tetris Group, with \$18,625 in campaign contributions. The second largest contributor was Robert J Debry & Associates, giving \$113,325 to Utah candidates.



**SMALL CONTRIBUTIONS 4.0%**

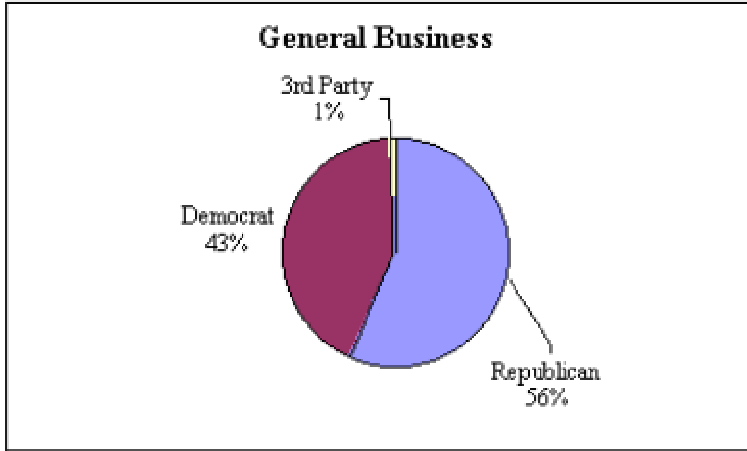
In Utah, small contributions (contributions under \$50 that are reported as a lump sum without contributor names) accounted for \$85,337 of the total contributions, with Republican candidates receiving \$16,158 and Democrats receiving \$68,562.





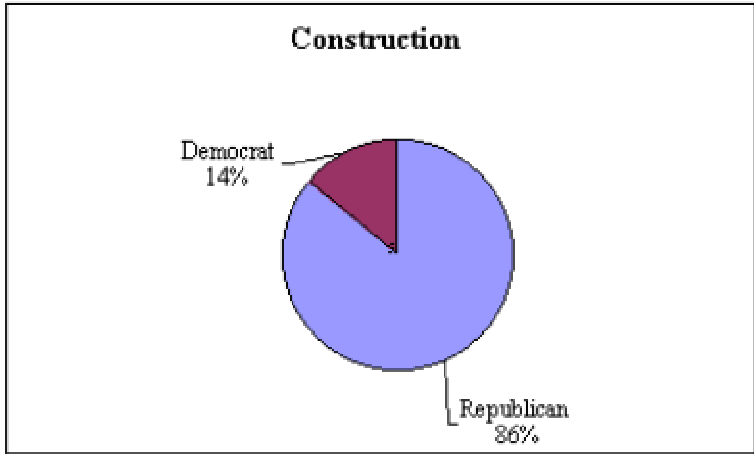
**COMMUNICATIONS & ELECTRONICS 3.4%**

The communications and electronics industry includes printing and publishing, TV and movie production, cable TV, telephone utilities, telecom services and equipment, electronic manufacturing and services and computer equipment and services. Together these industries gave a total of \$72,702 to political candidates. The lead contributor was US WEST UT PAC, giving \$16,850. Followed by AT&T Mountain States PAC which gave \$14,575.



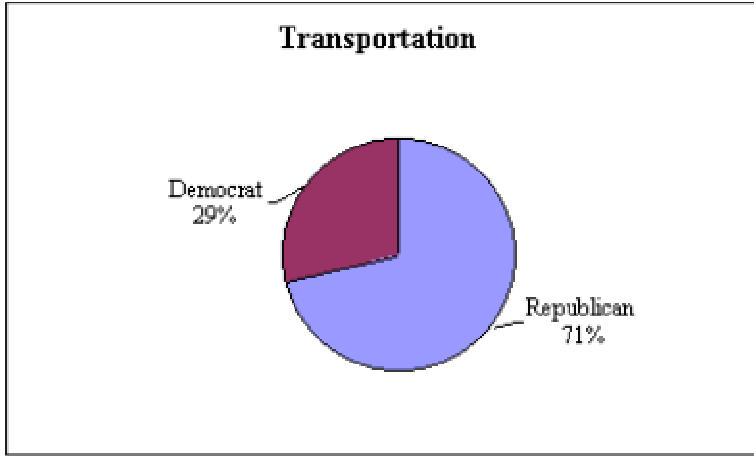
**GENERAL BUSINESS 3.4%**

This source includes industries such as manufacturing, food and beverage sales, tobacco, business and general services, recreation and entertainment, hotels and resorts, and gambling interests. Combined, these industries contributed \$71,741. The largest contributor was Reagan Outdoor advertising, giving \$25,730 to candidates. The second largest contributor was Philip Morris Management Corp with \$11,000 in campaign contributions.



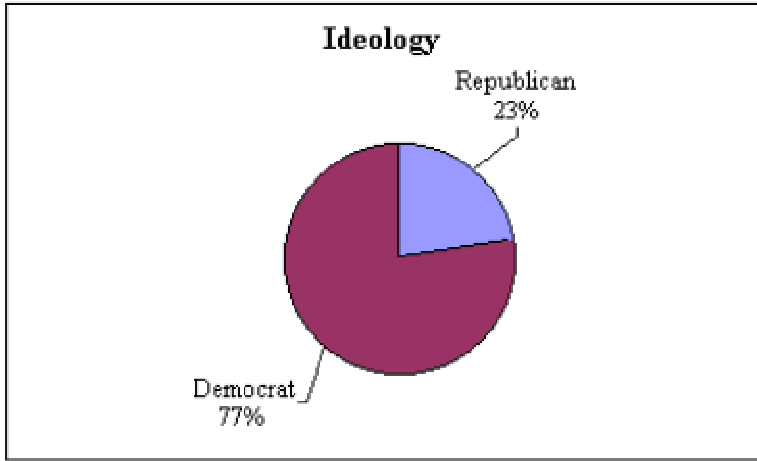
**CONSTRUCTION 1.9%**

Construction industries, which include contractors, construction services, building materials and equipment, engineering and architectural services, contributed \$40,690 to candidates in 1998. The lead contributor within this industry was the HomeBuilders Association of Greater Salt Lake giving \$25,780. In a distant second, The Utah Manufactured Housing Association contributed \$4,400.



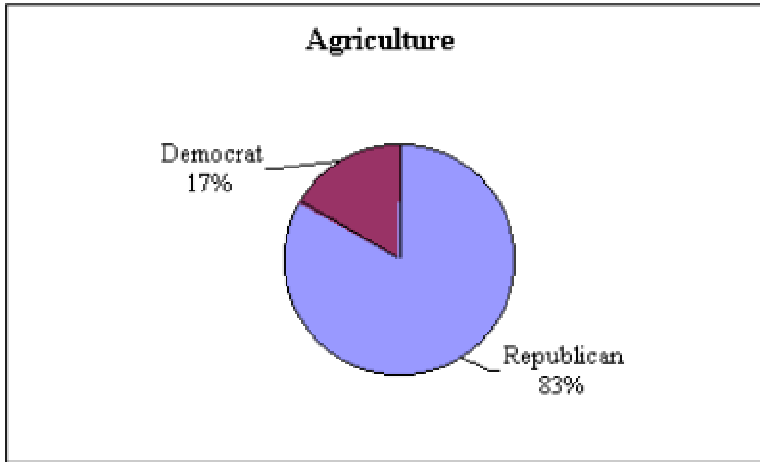
**TRANSPORTATION 1.9%**

The transportation industry consists of airlines, trucks, automobiles, railroad transportation, sea transport, hotels, motels resorts and travel agents. Combined this industry contributed \$40,300 to political campaigns. The largest contributor was Alliant Techsystems (air transport) giving \$24,750 to candidates. The second largest contributor, UT Automobile Dealers Association giving less than half of that to Utah candidates--\$7,850.



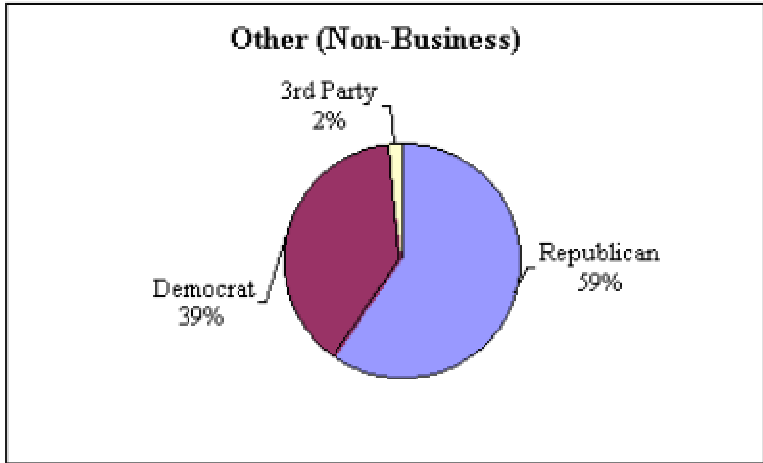
**IDEOLOGY 1.2%**

Ideology includes groups that focus on public policy issues, such as human rights, the environment, abortion, gun control, and religious rights. In 1998, this category contributed \$25,672 to Utah campaigns. The lead contributor was Annette Cumming, a pro-choice activist who contributed \$8,117 to Utah candidates. The second largest contributor was the National Rifle Association giving \$6,300.



**AGRICULTURE 0.4%**

The agriculture industries, which include farmers, ranchers, farm machinery, florists and nursery services, veterinarians, food processing and food stores gave a total of \$7,850 to campaigns. Utah Food Industry Association/Retail was the largest contributor giving \$6,600, followed by the Moroni Feed Company giving \$550.



**OTHER (NON-BUSINESS) 0.3%**

This category includes retired persons, public officials, tribal governments, education, clergy, non-profit institutions, artists and the military. Combined contributions to candidates totaled \$5,290. Candidates interest on their campaign accounts was the largest source of contributions with in this category, \$3,160. The second largest source came from the National Association of Social Workers Utah Chapter, giving \$1,500 in contributions.

**TOP CONTRIBUTORS**

TOP 10 CONTRIBUTORS	INDUSTRY	TOTAL \$
UT EDUCATION ASSOC/UPAC	Public Sector Unions	\$80,337
UT ST AFL-CIO	Trade Unions/General	\$37,105
BLUE CROSS BLUE SHIELD OF UT	Insurance	\$33,975
UT MEDICAL ASSOC/UMPAC	Health Professionals	\$27,300
UNION PACIFIC RAILROAD	Railroads	\$26,650
HOME BUILDERS ASSOC OF GREATER SALT LAKE UT	General Contractors	\$25,780
ZIONS BANCORPORATION PAC	Commercial Banks	\$24,350
UT REALTORS ASSOC	Real Estate	\$23,700
REAGAN OUTDOOR ADVERTISING	Business Services	\$22,630
ALLIANT TECHSYSTEMS UT	Air Transport	\$20,450
<b>TOTAL</b>		<b>\$322,277</b>

The largest contributor to both Republican and Democrat candidates was the Utah Education Association contributing \$25,248 to 18 Republican candidates and \$55,089 to 37 Democratic candidates. Contributions from the association ranged from \$150 to

\$5,493. Democrat Steven Wall, Senate District 9, received the largest amount of money from the association, \$5,493. The largest contribution made to a Republican candidate was \$4,240, given to David Steele, Senate District 21.

## **WHO GETS**

Republicans fielded 125 candidates who raised a total of \$949,291. Democrats fielded 70 candidates who raised \$694,401. Third-party candidates fielded 37 candidates, who raised \$16,079.

The most expensive race in 1998 was for Senate District 7. Combined, all five candidates raised \$103,051 in contributions. Winning challenger Karen Hall raised \$31,492 of that. Incumbent David Buhler raised \$71,047 and the remaining three candidates combined raised \$512.

The most expensive House race was in district 51. Combined, the two candidates running for the seat raised \$77,401 in contribution dollars. Winning challenger Sherry Hall raised \$43,887 of that and incumbent John Swallow raised the remaining \$33,515.

## **TOP FUNDRAISING CANDIDATES**

Unsuccessful incumbent Republican David Buhler (Senate District 7) raised the most money in 1998 with, \$71,047. The House candidate that raised the most campaign money was winning incumbent Patrice Arent, with \$50,044.