

SAMPLE WWW.COLOROFMONEY.ORG SEARCHES:

LOOK UP YOUR STATE:

The screenshot shows the 'Color of Money 2003' website in Microsoft Internet Explorer. The page title is 'Color of Money 2003 - Microsoft Internet Explorer'. The address bar shows 'http://209.197.251.151/colorofmoneyorg/state.asp'. The main header features the logo 'THE COLOR OF MONEY' and the tagline 'The Color of Money: Race, Ethnicity, and Neighborhood'. Below the header are navigation tabs: 'About Us', 'News Releases', 'Reports', 'Look Up', and 'Contact Us'. The left sidebar contains a 'CONTENTS' menu with sections for 'NATIONAL OVERVIEW', 'LOOK UP YOUR:', and 'By Report'. The main content area is titled 'STATE' and includes a search form with 'Choose election cycle' set to 'All Cycles' and 'Choose state' set to 'Alabama'. Below the search form is a table titled 'Alabama Campaign Contribution Summary (By Report)'. The table lists various statistics for Alabama, including total campaign contributions, percentages for Democrats and Republicans, rank of state in total federal contributions, total population 18 and over, and percentages of contributions from predominantly non-Hispanic white zip codes, predominantly racial/ethnic minority zip codes, and zip codes with high proportions of households below the poverty level.

Alabama Campaign Contribution Summary (By Report)	
Total Campaign Contributions	\$21,178,749
• Percent to Democrats	28.7%
• Percent to Republicans	71.3%
Rank of state in total federal contributions	25
Total Population 18 and over	3,074,881
% of contributions from predominantly non-Hispanic white zip codes (non-Hispanic white is equal to or more than 50% of the population)	88.2%
% of contributions from predominantly racial/ethnic minority zip codes (non-Hispanic whites are less than 50% of the population)	11.7%
% of contributions from zip codes with high proportion of households below the poverty level (more than 23.5% of households in poverty, twice the national average)	14.8%

LOOK UP A TOP CONTRIBUTING METRO AREA:

The screenshot shows the 'Color of Money 2003' website in Microsoft Internet Explorer. The page title is 'Color of Money 2003 - Microsoft Internet Explorer'. The address bar shows 'http://209.197.251.151/colorofmoneyorg/zip.asp'. The main header features the logo 'THE COLOR OF MONEY' and the tagline 'The Color of Money: Race, Ethnicity, and Neighborhood'. Below the header are navigation tabs: 'About Us', 'News Releases', 'Reports', 'Look Up', and 'Contact Us'. The left sidebar contains a 'CONTENTS' menu with sections for 'NATIONAL OVERVIEW', 'LOOK UP YOUR:', and 'By Report'. The main content area is titled 'METROPOLITAN AREA' and includes a search form with 'Choose election cycle' set to 'All Cycles' and 'Choose metro area' set to 'Los Angeles-Long Beach, CA'. Below the search form is a table titled 'Los Angeles-Long Beach, CA Campaign Contribution Summary (By Report)'. The table lists various statistics for the Los Angeles-Long Beach, CA metro area, including total campaign contributions, percentages for Democrats and Republicans, rank of metro area in total federal contributions, total population 18 and over, and percentages of contributions from predominantly non-Hispanic white zip codes and predominantly racial/ethnic minority zip codes.

Los Angeles-Long Beach, CA Campaign Contribution Summary (By Report)	
Total Campaign Contributions	\$131,890,267
• Percent to Democrats	57.2%
• Percent to Republicans	32.8%
Rank of metro area in total federal contributions	3
Total Population 18 and over	5,819,822
% of contributions from predominantly non-Hispanic white zip codes (non-Hispanic white is equal to or more than 50% of the population)	84.5%
% of contributions from predominantly racial/ethnic minority zip codes (non-Hispanic whites are less than 50% of the population)	15.5%

LOOK UP YOUR ZIP CODE:

The screenshot shows a web browser window titled "Color of Money 2003 - Microsoft Internet Explorer". The address bar shows "http://204.197.251.151/colorofmoney/zipcode.asp". The page header features the title "THE COLOR OF MONEY" and the subtitle "The Color of Money: Race, Ethnicity, and Neighborhood". Navigation links include "Home", "New Releases", "Reports", "Look Up", and "Contact Us".

**CONTENT**

- **MAIN PAGE OVERVIEW**
  - General Contributions
  - Top States
  - Top Metro Areas
  - Top Zip Codes
  - Site of Contributions
- **LOOK UP YOUR:**
  - State
  - Metro Area
  - Zip Code
- **By Ethnicity**
- **By Income**
- **By Color**

We need to incorporate contributions of color into our electoral process one which currently favors those with wealth over average citizens. A shift to a Clean Elections system such as in Arizona would ensure

**ZIP CODE**

Choose election cycle:    
Look up ZIP code:

**2002 Campaign Contribution Summary (Statewide)**

■ Total Campaign Contributions	\$26,354,893
■ Percent to Democrats	70.3%
■ Percent to Republicans	28.7%
■ Rank of Zip code in total federal contributions out of 1145 zip codes statewide	1
■ Rank of Zip code in total federal contributions out of 28,470 nationwide	1
■ Total Population 18 and over	\$1,514
■ % of households below poverty level	6.6%
■ % of households with annual incomes of \$100,000 or more	28.7%

**TOP ZIP CODES**

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## METHODOLOGY

### RACE AND ETHNICITY

The categorization of the population into racial and ethnic categories is politically charged as it has often been used to determine citizenship and its attendant benefits, as well as access to education and employment opportunities. The history of slavery in this country, and the racism that persists long after its abolition, makes race, usually associated with skin color, a potent point of discrimination. Yet the United States also continues to evolve into an increasingly diverse country, with waves of immigration from all parts of the world. The Latino population, which recently surpassed African Americans as the largest U.S. minority, according to the U.S. Census Bureau, is tremendously varied, including people whose heritage is Mexican, Cuban, Guatemalan, and Dominican, just to name a few. Latinos may identify as white, black, or opt not to identify by race. In addition, there are an increasing number of mixed race and mixed ethnicity Americans who may identify as both black and white, or Asian and white, or any number of combinations.

Unfortunately, many people of color do share the experience of discrimination. While there is an enormous variety in the socioeconomic status of African Americans, Latinos, Asian Pacific Americans and other ethnic and racial minorities in this country, there are common barriers to achieving parity economically, in education, and employment.

So when social scientists and statisticians go about counting members of racial and ethnic populations, how do they meet these challenges? Interviewed by *The New York Times*, William A. Darity, director of the Institute of African American Research at the University of North Carolina, says the best possible way is through self-identification. He adds it is important to be “careful that how they are seen by others can be quite different from the way they label themselves—and that may be more important in the kind of social treatment they face.”<sup>13</sup>

The methodology used in this report for determining the racial and ethnic makeup of the U.S. population was developed by the Lewis Mumford Center at the University of Albany, with support of the Ford Foundation, which provided the U.S. Census 2000 data used in this report. The Lewis Mumford Center is a recognized authority on interpretation of census data, publishing dozens of reports on segregation and racial and ethnic patterns throughout America (<http://mumford1.dyndns.org/cen2000/report.html>).

The Lewis Mumford Center takes the data collected by the U.S. Census and assigns individuals to particular categories accordingly. For example, any person identifying themselves as Hispanic, is coded as "Hispanic"; "non-Hispanic white" are those people who answer only "white" as their race; and a person is coded as African American if they identify themselves as such, do not indicate that they are also Hispanic, and regardless if they also identify themselves as another race. For more details on the Mumford Center's methodology, please view the technical notes at <http://mumford1.dyndns.org/cen2000/technote.html>. At present, the Lewis Mumford Center does not provide census data on Native Americans and other racial

and ethnic minorities in the United States, although these are captured partly by the category of "other." We recommend that this be an avenue of future inquiry in order to determine how other groups are affected by inequities in our current political system.

As with any methodology, there will be inevitable inaccuracies in how a person is coded, particularly the more minutely an individual's background is examined. However, when looking at the big picture—the statistics for an entire metropolitan area or state—then distinct patterns emerge that can be useful in examining the problem of lack of representation of people of color in the current campaign finance system and the consequences of how this manifests in daily life.

Note: In this report, we use the terms "Latino" and "Hispanic" to refer collectively to Central and South Americans, Cubans, Dominicans, Mexicans, Puerto Ricans, and others of Spanish and Latin American descent.

## **GEOGRAPHY**

U.S. Census Bureau ZCTAs (Zip Code Tabulation Areas), used to link census information with campaign finance data in this report, are generalized area representations of U.S. Postal Service (USPS) zip code service areas. In most cases, the ZCTA matches the zip code for a given area; however, there are some exceptions. For more information see <http://www.census.gov/geo/ZCTA/zcta.html>.

We omitted zip codes with prefixes of XX or HH. These refer to large land areas where the U.S. Census Bureau did not have information for determining a zip code, generally rural areas with extremely small populations, such as forest and mountainous areas. They also refer to areas with water features.

U.S. Census MSAs/PMSAs (Metropolitan Statistical Areas / Principal Metropolitan Statistical Areas) are used to delineate metro areas. Therefore totals for metropolitan areas include neighborhoods beyond city boundaries, but which have strong economic and social links.

## **INCOME**

Data on poverty levels were provided by the Lewis Mumford Center, based on Census 2000 statistics. The U.S. Census Bureau determines "poverty" by setting income thresholds that vary according to family size and makeup. Poverty statistics are therefore presented by household, not by individual. For example, the poverty threshold in 2000 for a single-parent family with three children was \$17,524. Census poverty statistics are widely considered to underestimate the true levels of poverty in this country, since they are based on an outmoded definition developed in the 1960s. (For more information, see: <http://www.census.gov/hhes/poverty/povdef.html>.)

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We keep our estimates of neighborhoods with high levels of poverty conservative, by making our threshold twice the poverty level, or 23.5% of households in poverty. We followed a similar strategy when calculating "wealthy zip codes," our measure being zip codes with twice the national average, 24.6%, for households over \$100,000.

## POPULATION

Throughout the report, we use total population over 18 years of age as our comparison point for calculating per capita campaign contributions, etc. We do this for two reasons: one, only people over 18 can vote; and two, while there are certainly examples of minors giving campaign contributions, almost all campaign contributions come from the adult population.

For lists of top ranking zip codes, we omitted zip codes with populations under 100 residents. Including them would have skewed the data, since low-density population areas would not normally provide very much campaign money, regardless of their racial and ethnic make-up. In addition, zip codes with population of 10 or under were excluded from calculations.

## CAMPAIGN FINANCE DATA

Campaign finance data in this report were provided by the Center for Responsive Politics ([www.opensecrets.org](http://www.opensecrets.org)), a nonpartisan, nonprofit organization dedicated to analyzing campaign finance data from the Federal Election Commission (FEC).

Campaign contribution data include all contributions from individuals of more than \$200 to federal candidates, Political Action Committees (PACs) and political parties, totaled by zip code listed by the donor. The FEC does not require the itemization of contributions under \$200, so addresses and zip codes are not available for these transactions and therefore cannot be included in this report. These contributions include "hard money"—contributions subject to limits under the law—and "soft money"—unlimited contributions to political parties. For the 2000 and 2002 election cycles, limits were \$1,000 per candidate per election per individual. However, with the passage of the McCain-Feingold Bipartisan Campaign Finance Reform Act (BCRA), effective in November 2002, limits for the 2004 election cycle are \$2,000 per candidate per election per individual, and soft money is banned. As we update Color of Money with data from the 2004 cycle, it will reflect these changes.

The percentages for contributions to Democrats and Republicans are based only on contributions to candidates and party committees, not PACs, as these are not attributable to political parties.

We use zip codes to link the campaign finance data to census data on race/ethnicity, a method that brings its own problems. The FEC does not require contributors to list their race/ethnicity along with their campaign contributions, so it is necessary to consult the census data. We use zip codes as the best, if imperfect, option. Because we are using zip codes, how-