**Campaign Spending Data 1960-2008**

Use the chart below to answer the questions regarding the amount of money spent in Presidential elections since 1960.

|  |  |  |  |
| --- | --- | --- | --- |
| Election | Winner & Amount | Loser & Amount | Total Spent |
| 1960 | John F. Kennedy$9,800,000 | Richard Nixon10,100,000 | $19,900,000 |
| 1964 | Lyndon Johnson$8,800,000 | Barry Goldwater$16,000,000 | $24,800,000 |
| 1968 | Richard Nixon$25,400,000 | Hubert Humphrey$11,600,000 | $37,000,000 |
| 1972 | Richard Nixon$61,400,000 | George McGovern$30,000,000 | $91,400,000 |
| 1976 | Jimmy Carter$33,400,000 | Gerald Ford$35,800,000 | $69,200,000 |
| 1980 | Ronald Reagan$57,700,000 | Jimmy Carter$49,000,000 | $106,700,000 |
| 1984 | Ronald Reagan$67,500,000 | Walter Mondale$66,700,000 | $134,200,000 |
| 1988 | George H.W. Bush$80,000,000 | Michael Dukakis$77,300,000 | $157,300,000 |
| 1992 | Bill Clinton$92,900,000 | George H.W. Bush$92,600,000 | $185,500,000 |
| 1996 | Bill Clinton$108,500,000 | Bob Dole$110,200,000 | $218,700,000 |
| 2000 | George W. Bush$172,100,000 | Al Gore$127,100,000 | $299,200,000 |
| 2004  | George W. Bush$367,200,000 | John Kerry$328,500,000 | $695,700,000 |
| 2008 | Barack Obama$745,700,000 | John McCain$350,100,000 | $1,095,800,000 |

Data taken from <https://theawl.com/how-much-more-money-do-presidential-candidates-raise-today-8bfcbcdd8960#.iske7qqjt> 7/15/2016

1. What is the general trend of the total amount of money spent in presidential elections since 1960?
2. Why do you think more money is being spent on campaigns today than in the past?
3. Is there a correlation between the amount of money spent in an election and the winner/loser of the election?
4. What do you think the candidates spend the majority of their money on? Do you think this significantly impacts the way that citizens vote?
5. Who do you believe the majority of the money is coming from? What might be their motives to giving money to a candidate?
6. Go to the following site <https://www.opensecrets.org/2020-presidential-race>. According to the financial information provided, who appeared to have the advantage? Why?