

PS: Political Science & Politics
Understanding Black Women’s and Latinas’ Perspectives about Political Giving
ONLINE APPENDIX
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Table A1. Comparison of Qualtrics Survey Demographics with National Surveys

The Qualtrics convenience samples resemble nationally representative samples. The CMPS 2020 was conducted by Frasure et al. (2021). The CPS data is for 2021:

<https://www.census.gov/data/tables/2021/demo/educational-attainment/cps-detailed-tables.html>

Black women

	CPS 2021	Qualtrics 2023
% college-educated or higher	28%	26.9%
Age		
18-29	23.5%	22.5%
30-49	35.5%	38.8%
50-64	23.3%	22%
65+	17.7%	16.8%
	CMPS 2020	Qualtrics 2023
Democratic share of two-party presidential vote	95%	90%
Family income		
under \$30,000	37.2%	39.9%
\$30,000-\$49,999	22.1%	24.3%
\$50,000-\$99,999	27.9%	26.6%
over \$100,000	12.7%	9.2%

Latinas

	CPS 2021	Qualtrics 2023
% college-educated or higher	20%	25.3%
Age		
18-29	26.9%	28.9%
30-49	39.2%	45.5%
50-64	20.8%	18.2%
65+	13.1%	.08%
	CMPS 2020	Qualtrics 2023
Democratic share of two-party presidential vote	79%	67.8%
Family income		
under \$30,000	41.7%	31.5%

\$30,000-\$49,999	22.5%	23.3%
\$50,000-\$99,999	26.2%	33.9%
over \$100,000	9.6%	11.3%

NOTE: Subjects provided their consent before taking the survey and were compensated by Qualtrics. The study was deemed exempt by my university's IRB.

Table A2. National Surveys of Political Giving

	CMPS 2020	ANES 2020
Black women	12.9%	12.5%
Latina women	9.0%	10.4%
White women	10.7%	18.3%
Black men	16.5%	10.3%
Latino men	12.3%	9.5%
White men	16.0%	19.9%

The CMPS 2020 was conducted by Frasure et al. (2021). The ANES 2020 was conducted by American National Election Studies (2021).

The CMPS asked respondents: *“Since January 2020, have you...Contributed money to a candidate, political party, ballot issue, or some other campaign organization?”*

The ANES asked respondents: *“During an election year people are often asked to make a contribution to support campaigns. Did you give money to an individual candidate running for public office?”*

American National Election Studies. (2021). *ANES 2020 Time Series Study Preliminary Release: Combined Pre-Election and Post-Election Data* [dataset and documentation] March 24, 2021 version. www.electionstudies.org

Frasure, L., Wong, J., Barreto, M. A., & Vargas, E. D. (2021). *The 2020 collaborative multiracial post-election survey (CMPS)*. Los Angeles, CA: UCLA. Retrieved from: <https://cmpsurvey.org/2020-survey/>

**Table A3. The Social Value of Civic and Political Activities: Likelihood of Sharing Activity with Friends and Family
Black Women’s Attitudes**

	Not very likely	Somewhat likely	Very likely
Vote in the next Election*	18.3%	26.6%	55.1%
Volunteer for a charitable organization*	21.1%	38.2%	40.8%
Donate money to a charitable organization*	26.2%	40.8%	33.1%
Volunteer for a political candidate*	32.0%	39.5%	28.5%
Donate money to a political organization	37.8%	38.8%	23.4%
Donate money to a political candidate	42.9%	35.5%	21.5%

Source: 2023 Qualtrics survey; N=650

*Comparison of donating money to a political candidate with other activities statistically significant at $p < .05$

Latina Women’s Attitudes

	Not very likely	Somewhat likely	Very likely
Vote in the next Election*	17.1%	34.8%	48.1%
Volunteer for a charitable organization*	16.9%	42.0%	41.1%
Donate money to a charitable organization*	21.7%	43.5%	34.8%
Volunteer for a political candidate*	35.0%	41.4%	23.7%
Donate money to a political organization*	38.3%	41.5%	20.2%
Donate money to a political candidate	45.2%	36.9%	17.9%

Source: 2023 Qualtrics survey; N=655

*Comparison of donating money to a political candidate with other activities statistically significant at $p < .05$

**Table A4. The Social Value of Civic and Political Activities: Likelihood of Sharing Activity with Friends and Family
Black Women’s Attitudes – High Income**

	Not very likely	Somewhat likely	Very likely
Vote in the next Election*	16.9%	20.5%	62.6%
Volunteer for a charitable organization*	16.4%	38.4%	45.2%
Donate money to a charitable organization*	22.8%	40.6%	36.5%
Volunteer for a political candidate*	28.3%	37.4%	34.2%
Donate money to a political organization	33.3%	38.4%	28.3%
Donate money to a political candidate	38.4%	38.4%	23.3%

Source: 2023 Qualtrics survey; N=219; Respondents with family income \$50,000 or higher

*Comparison of donating money to a political candidate with other activities statistically significant at $p < .05$

Latina Women’s Attitudes – High Income

	Not very likely	Somewhat likely	Very likely
Vote in the next Election*	13.4%	33.6%	53.0%
Volunteer for a charitable organization*	16.3%	37.8%	45.9%
Donate money to a charitable organization*	18.7%	44.9%	36.4%
Volunteer for a political candidate*	32.5%	46.6%	20.8%
Donate money to a political organization	37.8%	41.3%	20.8%
Donate money to a political candidate	44.9%	35.3%	19.8%

Source: 2023 Qualtrics survey; N=283 Respondents with family income \$50,000 or higher

*Comparison of donating money to a political candidate with other activities statistically significant at $p < .05$

Black Women’s Attitudes – Low Income

	Not very likely	Somewhat likely	Very likely
Vote in the next Election*	18.8%	30.3%	50.9%
Volunteer for a charitable organization*	23.2%	38.4%	38.4%
Donate money to a charitable organization*	27.0%	42.5%	30.5%
Volunteer for a political candidate*	32.8%	41.2%	26.0%
Donate money to a political organization	38.4%	39.2%	22.4%
Donate money to a political candidate	44.0%	34.6%	21.4%

Source: 2023 Qualtrics survey; N=393; Respondents with family income under \$50,000

**Comparison of donating money to a political candidate with other activities statistically significant at $p < .05$*

Latina Women’s Attitudes – Low Income

	Not very likely	Somewhat likely	Very likely
Vote in the next Election*	21.0%	34.1%	44.9%
Volunteer for a charitable organization*	17.8%	44.3%	37.9%
Donate money to a charitable organization*	23.6%	42.0%	34.4%
Volunteer for a political candidate*	36.4%	36.4%	27.1%
Donate money to a political organization	38.2%	40.8%	21.0%
Donate money to a political candidate	44.9%	38.2%	16.9%

Source: 2023 Qualtrics survey; N=343 Respondents with family income under \$50,000

**Comparison of donating money to a political candidate with other activities statistically significant at $p < .05$*

Table A5. The Effectiveness of Civic and Political Activities

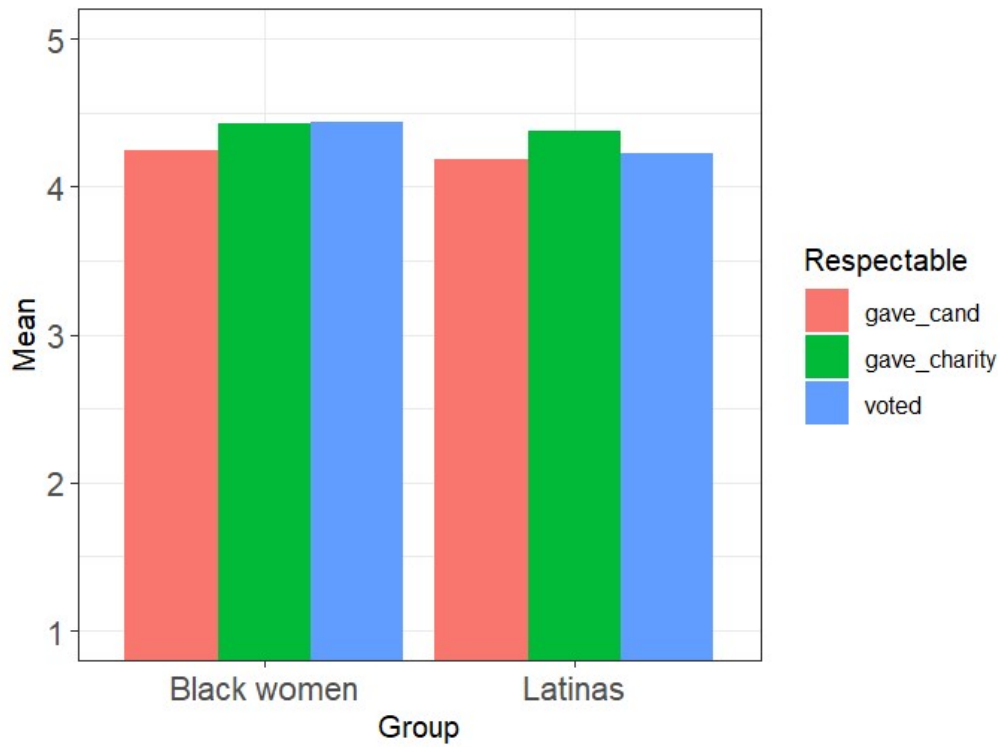
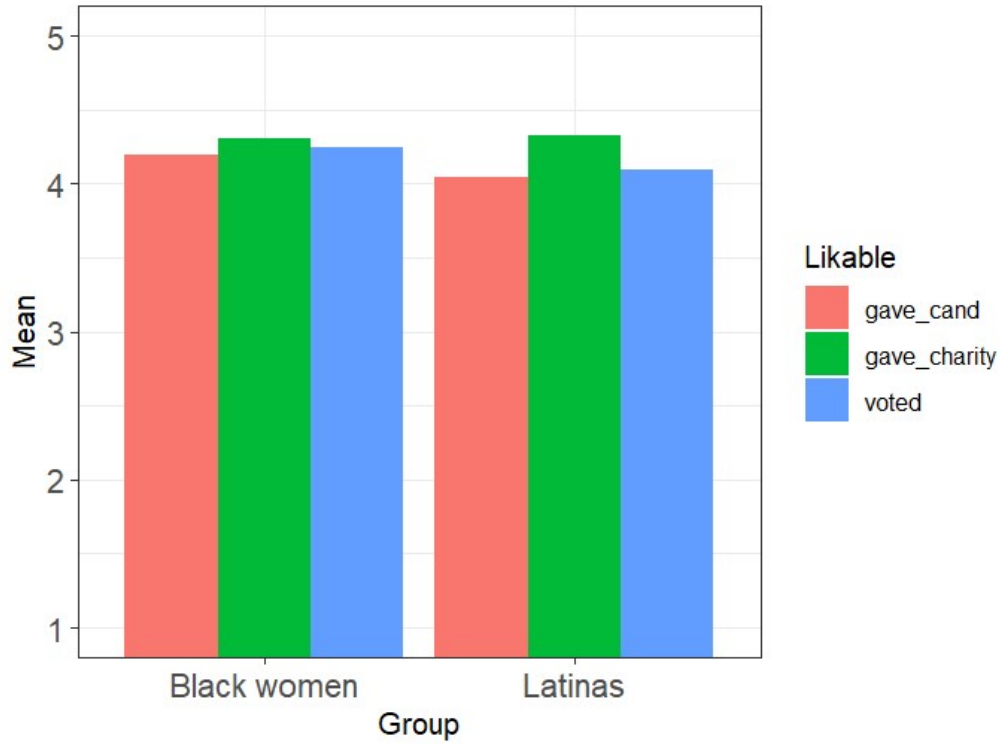
	Black women	Latinas
Vote in elections	4.16* (1.14)	4.10* (1.10)
Volunteering for a charitable Organization	4.00* (1.09)	4.09* (.99)
Donating money to a charitable Organization	3.95* (1.13)	4.03* (1.07)
Donating money to a political Organization	3.47* (1.18)	3.22* (1.18)
Volunteering for a political candidate	3.45* (1.17)	3.28* (1.13)
Donating money to a political candidate	3.29 (1.22)	3.07 (1.18)
<i>N</i> =	650	655

Source: 2023 Qualtrics surveys

Mean with standard deviation in parentheses. 1 to 5 scale of effectiveness from “very ineffective” to “very effective”.

**Comparison of donating money to a political candidate with other activities statistically significant at $p < .05$*

Figure A1. Neighbor Vignette (mean values)



QUALTRICS SURVEY QUESTION WORDING

Civic and Political Activities that Help the Community

Please indicate how much you believe each of the following statements to be true.

People who vote in elections are good community members.

People who serve on a jury if called are good community members.

People who are active in voluntary organizations are good community members.

People who volunteer on political campaigns are good community members.

People who donate money to candidates are good community members.

People who donate money to organizations that take stands in politics are good community members.

People who donate money to charitable organizations are good community members.

Response options

Not at all likely to be true

Not very likely to be true

Somewhat likely to be true

Very likely to be true

Extremely likely to be true

Social Value of Civic and Political Activities

If you were to participate in this activity in the coming year, how likely would you be to tell your friends and family about it?

Donate money to a political candidate

Volunteer for a charitable organization

Volunteer for a political candidate

Donate money to an organization that takes stands in politics

Vote in the next election

Response options

not very likely to tell friends and family

somewhat likely to tell friends and family

very likely to tell friends and family

Neighbor Experiment

Vignette (Black Women sample)

Please evaluate this individual who is thinking of moving to your community. [Ebony/Jermaine], who identifies as Black, is a [Democrat/Republican]. [She/he] is a high school teacher who attends religious services about once a month. A 39-year-old, [she/he] [votes in every presidential election/ gives money to political candidates each year /gives money to charities

each year]. [She/he] [voted in the last presidential election/gave money to political candidates last year/ gave money to charity last year].

Vignette (Latina Women sample)

Please evaluate this individual who is thinking of moving to your community. [Esperanza/Roberto], who identifies as [Latina/Latino], is a [Democrat/Republican]. [She/he] is a high school teacher who attends religious services about once a month. A 39-year-old, [she/he] [votes in every presidential election/ gives money to political candidates each year /gives money to charities each year]. [She/he] [voted in the last presidential election/gave money to political candidates last year/ gave money to charity last year].

On a scale of 1 to 5, how **respectable** do you think [neighbor name] is?

Response options

1. Not respectable at all
- 2.
- 3.
- 4.
5. Extremely respectable

On a scale of 1 to 5, how **likable** do you think [neighbor name] is?

Response options

1. Not likable at all
- 2.
- 3.
- 4.
5. Extremely likable

Effectiveness

Regardless of your own participation in such activities, how effective is each of the following in making your community better:

- Donating money to a charitable organization
- Donating money to a political candidate
- Volunteering for a charitable organization
- Donating money to an organization that takes stands in politics
- Volunteering for a political candidate
- Voting in elections

Response options

- Very effective
- Somewhat effective
- Neither effective nor ineffective
- Somewhat effective
- Very effective