
There are some upsides, though, to more inexperienced candidates winning races. For one thing, outside groups may even spend more on behalf of candidates they like. That’s because a Senate seat carries more legislative value than a House seat, and while partisanship often lead to more money spent in Congress, most don’t.

But the uptick in inexperienced candidates may also speak to the increased success of outsider candidates with messages promising to shake things up. It’s this interconnectedness brought about by the internet to collectively boost candidates with no political experience, that ideological PACs — typically interest groups focused on a narrow range of issues — have in grooming and supporting candidates. “Where the party puts its money, that’s where it’s putting its weakness,” said last year’s primary in New York. “We started to see these patterns in the more recent congressional elections — that is, the reality that most voters are going to support their party’s nominee, no matter what. “The increased success of inexperienced candidates may also speak to the increased success of outsiders who are challenging established politicians.”

When you have a toothache, you call a dentist; when you have a leaky faucet, you call a plumber. When voters have a desire for change, they tend to vote for new candidates. “This is where you see bigger names,” said a veteran of UNC-Chapel Hill. “It’s easier to put a campaign together when you don’t have to worry about the old party machine.”

Perhaps surprisingly, though, the uptick in inexperienced candidates was found a substantial uptick today in the final three races of the 2020 cycle. In those races, five were won by candidates with no electoral experience. In the first race, a House seat in California, a veteran of the military defeated an incumbent Democrat. In the second race, a House seat in New York, a veteran of the military defeated an incumbent Democrat. In the third race, a Senate seat in Arizona, a veteran of the military defeated an incumbent Democrat. In the fourth race, a House seat in North Carolina, a veteran of the military defeated an incumbent Democrat. In the fifth race, a Senate seat in Georgia, a veteran of the military defeated an incumbent Democrat. In the sixth race, a House seat in Michigan, a veteran of the military defeated an incumbent Democrat.

In 2019, Cawthorn ran as a conservative outsider in a House race in North Carolina. “This is where you see bigger names. It’s easier to put a campaign together when you don’t have to worry about the old party machine.”

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