

**Table C: Cost of Gubernatorial Campaigns, Most Recent Elections, 2005–2008**

State	Year	Winner	Point margin	Total campaign expenditures				
				All candidates (2008\$)	Cost per vote (2008\$)	Winner		
						Spent (2008\$)	Percent of all expenditures	Vote percent
Alabama.....	2006	R★	+15.8	\$19,057,119	\$15.24	\$12,402,864	65.1	57.4
Alaska.....	2006	R★★	+7.4	5,211,390	21.87	1,364,641	26.2	48.3
Arizona.....	2006	D★	+27.2	3,812,538	2.49	1,658,332	43.5	62.6
Arkansas.....	2006	D#	+14.4	10,229,307	13.64	6,653,165	65.0	55.4
California.....	2006	R★	+16.9	132,606,809	15.28	47,165,436	35.6	55.9
Colorado.....	2006	D#	+16.8	7,992,782	5.13	4,391,539	54.9	57.0
Connecticut.....	2006	R★	+27.8	14,663,006	13.05	4,299,122	29.3	63.2
Delaware.....	2008	D#	+35.5	10,281,051	26.01	7,979,992	77.6	67.5
Florida.....	2006	R#	+7.1	43,111,786	8.93	20,435,625	47.4	52.2
Georgia.....	2006	R★	+19.7	29,875,586	14.08	13,307,665	44.5	57.9
Hawaii.....	2006	R★	+27.1	7,155,914	20.78	6,672,826	93.2	62.5
Idaho.....	2006	R#	+8.6	3,714,999	8.24	2,006,150	54.0	52.7
Illinois.....	2006	D★	+10.6	49,805,734	14.29	27,001,018	54.2	49.8
Indiana.....	2008	R★	+17.8	36,178,240	13.83	27,714,139	76.6	57.8
Iowa.....	2006	D#	+9.5	17,115,172	16.33	7,763,362	45.4	54.0
Kansas.....	2006	D★	+17.5	6,592,408	7.76	4,887,199	74.1	57.9
Kentucky.....	2007	D★★★	+17.4	33,676,869	31.91	9,418,836	28.0	58.7
Louisiana.....	2007	R#	+36.4	42,149,344	32.48	11,227,661	26.6	53.9
Maine.....	2006	D★	+7.9	5,126,069	9.30	1,240,526	24.2	38.1
Maryland.....	2006	D★★★	+6.5	29,742,547	16.63	14,467,478	48.6	52.7
Massachusetts.....	2006	D#	+20	43,487,885	19.38	9,130,132	21.0	55.0
Michigan.....	2006	D★	+14	54,281,847	14.28	11,513,932	21.2	56.3
Minnesota.....	2006	R★	+0.96	8,910,606	4.05	4,039,499	45.3	46.7
Mississippi.....	2007	R★	+15.8	17,976,455	24.16	12,952,035	72.0	57.9
Missouri.....	2008	D#	+18.9	1,177,256	0.41	845,500	71.8	58.4
Montana.....	2008	D★	+33.0	1,523,187	3.13	784,206	51.5	65.5
Nebraska.....	2006	R★	+48.9	5,350,636	9.01	2,794,576	55.6	73.4
Nevada.....	2006	R#	+4	15,270,089	26.23	5,835,879	38.2	47.9
New Hampshire.....	2008	D★	+42.6	1,323,536	1.95	1,206,868	91.2	70.2
New Jersey.....	2005	D#	+10.5	90,272,548	39.42	47,333,191	52.4	53.5
New Mexico.....	2006	D★	+37.6	8,662,008	15.49	8,014,472	92.5	68.8
New York.....	2006	D#	+40.9	47,387,405	10.68	34,305,945	72.4	69.6
North Carolina.....	2008	D#	+3.3	36,163,392	8.47	15,792,926	43.7	50.3
North Dakota.....	2008	R★	+50.9	2,172,052	6.88	1,832,157	84.4	74.4
Ohio.....	2006	D#	+23.9	30,168,499	7.50	16,234,126	53.8	60.5
Oklahoma.....	2006	D★	+33	7,528,773	8.13	4,103,380	54.5	66.5
Oregon.....	2006	D★	+8	14,562,556	10.55	4,402,997	30.2	50.7
Pennsylvania.....	2006	D★	+20.8	42,131,096	10.30	31,465,509	74.7	60.4
Rhode Island.....	2006	R★	+2	4,592,752	11.87	2,351,598	51.2	51.0
South Carolina.....	2006	R★	+10.3	12,923,101	11.84	7,458,111	57.7	55.1
South Dakota.....	2006	R★	+25.6	1,331,669	3.97	304,055	22.8	61.7
Tennessee.....	2006	D★	+38.9	7,236,365	4.00	5,604,264	77.4	68.6
Texas.....	2006	R★	+9.2	35,506,572	8.07	23,439,111	66.0	39.0
Utah.....	2008	R★	+58.0	917,602	0.97	825,684	90.0	77.7
Vermont.....	2008	R★	+31.6	1,609,465	5.30	967,402	60.1	53.4
Virginia.....	2005	D#	+5.7	49,850,389	25.13	21,970,325	44.1	51.7
Washington.....	2008	D★	+5.5	25,290,293	8.42	13,661,703	54.0	53.2
West Virginia.....	2008	D#	+49.1	2,275,782	3.22	2,217,271	97.4	69.8
Wisconsin.....	2006	D★	+7.4	17,088,822	7.90	9,502,630	55.6	52.7
Wyoming.....	2006	D★	+39.9	1,423,120	7.34	1,010,475	71.0	69.9

Source: Thad Beyle, [www.unc.edu/~beyle](http://www.unc.edu/~beyle).

Note: Using the 2008 CPI Index which was 2.153 of the 1982–84 Index = 1.00, the actual 2005 expenditures were based on a 1.953 value or .907 of the 2008\$ index, the actual 2006 expenditures were based on a 2.016 index value or .936 of the 2008\$ index, the 2007 expenditures were based on a 2.073 index value or .963 of the 2008\$ index, and the 2008 expenditures were the exact dollars spent in that election year. Then the actual expenditures of each state's governor's race were divided by the .9 value for that year to get the equivalent 2008\$ value of those expenditures.

Key:

D — Democrat

I — Independent

R — Republican

# — Open seat

★ — Incumbent ran and won.

★★ — Incumbent ran and lost in party primary.

★★★ — Incumbent ran and lost in general election.