

Table B: Total Cost of Gubernatorial Elections: 1977–2016 (in thousands of dollars)

Year	Number of races	Total campaign costs		Average cost per state (2016\$)
		Real \$	2016\$ (a)	
1977	2	\$12,312	\$48,749	\$24,374
1978	36 (a)	102,342	376,492	10,458
1979	3	32,744	108,274	36,091
1980	13	35,634	103,814	7,986
1981	2	24,648	65,056	32,528
1982	36	181,832	452,089	12,558
1983	3	39,996	96,396	32,132
1984	13	47,156	108,896	8,377
1985	2	18,859	42,066	21,033
1986	36	270,605	592,093	16,447
1987	3	40,212	84,946	28,315
1988	12 (b)	52,208	105,943	8,829
1989	2	47,902	92,761	46,380
1990	36	345,493	634,648	17,629
1991	3	34,564	60,923	20,308
1992	12	60,278	103,111	8,593
1993	2	36,195	60,129	30,065
1994	36	417,873	676,631	18,795
1995	3	35,693	56,218	18,739
1996	11 (c)	68,610	104,981	9,544
1997	2	44,823	67,017	33,509
1998	36	470,326	692,499	19,236
1999	3	16,276	23,450	7,817
2000	11	97,098	135,340	12,304
2001	3	70,400	95,439	31,813
2002	36	841,427	1,122,779	31,188
2003	4 (d)	69,939	91,229	22,807
2004	11	112,625	143,091	13,008
2005	2	131,996	162,241	81,121
2006	36	727,552	866,350	24,065
2007	3	93,803	108,581	36,194
2008	11	118,912	132,588	12,053
2009	2	92,911	103,929	51,965
2010	37 (e)	920,735	1,013,342	27,388
2011	4 (f)	45,934	49,015	12,254
2012 (g)	12 (h)	144,044	150,584	12,549
2013	2	84,746	87,315	43,657
2014	36	704,300	714,137	19,837
2015	3	48,764	49,386	16,462
2016 (g)	12	218,016	218,017	18,168

Sources: Thad Beyle, Jennifer M. Jensen and The Council of State Governments.

Key:

(a) The 1978 expenditure data are a particular problem as the two sources compiling data on this year's elections did so in differing ways that excluded some candidates. The result is that the numbers for 1978 under-represent the actual costs of these elections by some unknown amount. The sources are: Rhodes Cook and Stacy West, "1978 Advantage," *CQ Weekly Report*, (1979): 1757–1758, and *The Great Louisiana Spendathon* (Baton Rouge: Public Affairs Research Council, March 1980).

(b) As of the 1986 election, Arkansas switched to a four-year term for the governor, hence the drop from 13 to 12 for this off-year.

(c) As of the 1994 election, Rhode Island switched to a four-year term for the governor, hence the drop from 12 to 11 for this off-year.

(d) In 2003, there was a special recall and replacement election held in California in which voters elected to recall incumbent Gov. Gray Davis (D) from office and replace him with Gov. Arnold Schwarzenegger (R), hence the fourth election in this off-year instead of the normal three.

(e) In 2010, Utah held a special election to elect Gov. Gary Herbert (R) to the position which he had been appointed to in 2009. In 2009, then Lt. Gov. Herbert succeeded to the office of governor after Jon Huntsman (R) left to become U.S. ambassador to China. Under Utah law, voters must agree that a succeeding governor can hold the role until the next regularly scheduled election.

(f) In 2011, West Virginia held a special election to elect Gov. Earl Ray Tomblin (D) to the position he had been appointed to in 2010. Tomblin was appointed governor upon the resignation of Gov. Joe Manchin (D), who won a seat in the U.S. Senate. West Virginia law requires a special election must be held in the case of a gubernatorial succession.

(g) Does not include spending in the North Dakota election. The state requires candidate to report campaign contributions rather than expenditures.

(h) In 2012, Wisconsin held a special recall and replacement election focused on Gov. Scott Walker (R). Walker received 53 percent of the vote and was not recalled.