

Table C: Cost of Gubernatorial Campaigns, Most Recent Elections, 2007–2011

State	Year	Winner	Point margin	Total campaign expenditures				
				All candidates (2010\$)	Cost per vote (2010\$)	Winner		
						Spent (2010\$)	Percent of all expenditures	Vote percent
Alabama.....	2010	R#	+15.7	\$28,924,325	\$19.36	\$8,306,741	28.7%	57.6%
Alaska.....	2010	R★	+21.4	2,781,674	10.86	513,698	18.5	59.1
Arizona.....	2010	R★	+11.86	7,828,002	4.53	1,820,004	23.3	54.3
Arkansas.....	2010	D★	+30.79	6,044,112	7.74	5,425,861	89.8	64.4
California.....	2010	D#	+12.9	219,802,866	21.77	36,305,490	16.5	53.8
Colorado.....	2010	D#	+14.67	9,483,214	5.30	3,921,135	41.4	51.1
Connecticut.....	2010	D#	+0.56	34,056,201	29.72	8,763,028	25.7	49.5
Delaware.....	2008	D#	+35.5	10,410,137	26.34	8,080,186	77.6	67.5
Florida.....	2010	R#	+1.15	22,199,829	4.14	2,310,269	10.4	48.9
Georgia.....	2010	R#	+10	27,831,419	10.80	8,340,566	30.0	53.0
Hawaii.....	2010	D#	+17.1	11,887,573	31.07	4,601,607	38.7	58.2
Idaho.....	2010	R★	+26.2	3,208,692	7.09	1,797,892	56.0	59.1
Illinois.....	2010	D★	+0.85	32,813,221	8.80	2,007,401	6.1	46.8
Indiana.....	2008	R★	+17.8	36,632,483	13.55	28,062,109	76.6	57.8
Iowa.....	2010	R★★★	+9.6	17,658,265	15.77	8,505,180	48.2	52.9
Kansas.....	2010	R#	+31.1	3,376,623	4.03	2,684,620	79.5	63.3
Kentucky.....	2011	D★★★	+20.4	15,060,810	18.08	12,013,516	79.8	55.7
Louisiana.....	2011	R★	+47.9	6,615,023	6.46	6,559,054	99.2	65.8
Maine.....	2010	R#	+1.7	12,903,339	22.53	1,205,924	9.4	38.1
Maryland.....	2010	D★	+12.45	18,503,072	9.96	10,904,491	58.9	56.2
Massachusetts.....	2010	D★	+6.4	17,647,433	7.68	4,601,357	26.1	48.4
Michigan.....	2010	R#	+18.2	47,346,738	14.68	36,292,790	76.7	58.1
Minnesota.....	2010	D#	+0.42	16,536,147	7.85	4,743,437	28.7	46.6
Mississippi.....	2011	R#	+21.9	8,801,588	9.85	6,317,982	71.8	61.0
Missouri.....	2008	D#	+18.9	1,192,038	0.41	856,117	71.8	58.4
Montana.....	2008	D★	+33.0	1,542,312	3.17	794,052	51.5	65.5
Nebraska.....	2010	R★	+47.8	1,389,992	2.85	1,085,847	78.2	73.9
Nevada.....	2010	R★★	+11.75	9,869,684	13.77	4,333,271	43.9	53.4
New Hampshire.....	2010	D★	+7.6	1,979,841	4.34	1,027,383	51.9	52.6
New Jersey.....	2009	R★★★	+3.6	54,159,909	22.35	16,879,130	31.2	48.5
New Mexico.....	2010	R#	+6.8	16,848,747	28.00	6,746,981	40.0	53.3
New York.....	2010	D#	+25.85	38,253,647	7.33	23,259,271	60.8	61.6
North Carolina.....	2008	D#	+3.3	36,617,448	8.58	15,991,217	43.7	50.3
North Dakota.....	2008	R★	+50.9	2,199,415	6.97	1,855,161	84.4	74.4
Ohio.....	2010	R★★★	+2	31,873,437	8.27	16,217,299	50.9	49.0
Oklahoma.....	2010	R#	+20.9	10,607,876	10.25	4,055,657	38.2	60.5
Oregon.....	2010	D#	+1.53	19,220,048	13.22	7,400,541	38.5	49.3
Pennsylvania.....	2010	R#	+9	67,880,692	17.02	24,240,005	35.7	54.5
Rhode Island.....	2010	IN#	+2.5	6,165,600	18.01	2,484,238	40.3	36.1
South Carolina.....	2010	R#	+4.46	12,420,771	9.24	3,943,130	31.8	51.4
South Dakota.....	2010	R#	+23.02	4,710,454	14.86	1,915,733	40.7	61.5
Tennessee.....	2010	R#	+31.9	23,841,630	14.89	16,651,661	69.8	65.0
Texas.....	2010	R#	+12.68	97,399,214	19.56	41,022,276	42.1	55.0
Utah.....	2010	R★	+32.43	4,695,884	7.90	2,578,015	54.9	64.2
Vermont.....	2010	D★	+1.8	4,359,884	18.00	1,433,984	32.9	49.5
Virginia.....	2009	R#	+17.35	54,193,343	27.30	24,173,238	44.6	58.6
Washington.....	2008	D★	+5.5	25,607,830	8.53	13,833,235	54.0	53.2
West Virginia.....	2011 (a)	D★	+2.33	10,458,277	34.74	4,156,910	39.7	49.5
Wisconsin.....	2010	R#	+5.77	24,484,825	11.33	9,769,516	39.9	52.3
Wyoming.....	2010	R#	+42.8	3,911,115	20.75	1,923,177	49.2	65.7

Source: Thad Beyle, www.unc.edu/~beyle.

Note: All dollar figures are in equivalent 2010\$. Using the 2010 CPI-U Index which was 2.18 of the 1982–84 Index = 1.00, the actual 2007 expenditures were based on a 207.3 CPI-U index value or .9509 of the 2010\$ index, the 2008 expenditures were based on a 215.3 CPI-U index value or .9876 of the 2010\$ index, the 2009 expenditures were based on a 214.5 CPI-U index value or 0.984 of the 2010\$ index, and the 2010 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 2010\$ 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.

(a) The 2011 election was a special election called for under West Virginia law. The law requires a governor who succeeds to office upon the resignation of a previously elected governor to get the vote of the people in order for the successor to continue to fill out the term. In Nov. 2010, Gov. Joe Manchin was elected to U.S. Congress and then-Senate President/Lt. Gov. Earl Ray Tomblin succeeded to the office of governor.