

**Table B: Total Cost of Gubernatorial Elections: 1977–2009**  
(in thousands of dollars)

Year	Number of races	Total campaign costs		Average cost per state (2009\$)	Percent change in similar elections (b)
		Actual \$	2009\$ (a)		
1977	2	12,312	43,505	21,753	N.A.
1978	36	102,342	336,651	9,351	N.A. (c)
1979	3	32,744	96,876	32,292	N.A.
1980	13	35,634	92,797	7,138	N.A.
1981	2	24,648	58,132	29,066	+34
1982	36	181,832	404,071	11,224	+20 (d)
1983	3	39,966	86,134	28,711	-11
1984	13	47,156	97,430	7,495	+5
1985	2	18,859	37,568	18,784	-35
1986	36	270,605	529,560	14,710	+31
1987	3	40,212	75,872	25,291	-12
1988	12 (e)	52,208	94,580	7,882	+5
1989	2	47,902	82,875	41,438	+121
1990	36	345,493	567,312	15,759	+7
1991	3	34,564	64,432	18,144	-28
1992	12	60,278	92,168	7,681	-3
1993	2	36,195	53,702	26,851	-35
1994	36	417,873	604,737	16,798	+7
1995	3	35,693	50,272	16,757	-8
1996	11 (f)	68,610	93,858	8,533	+11
1997	2	44,823	59,924	29,962	+12
1998	36	470,326	618,850	17,190	+2
1999	3	16,276	20,947	6,982	-58
2000	11	97,098	120,919	10,993	+29
2001	2	70,400	85,230	42,615	+42
2002	36	841,427	1,002,893	27,858	+62
2003	3	69,939	81,514	27,171	+289
2004	11	112,625	127,838	11,622	+6
2005	2	131,996	145,051	72,525	+70
2006	36	727,552	773,991	21,500	-23
2007	3	93,803	97,104	32,368	+19
2008	11	118,912	118,438	10,767	-7
2009	2	106,619	106,619	53,310	-26.5

Source: Thad Beyle.

Key:

N.A. — Not available.

(a) Developed from the Table, "Historical Consumer Price Index for All Urban Consumers (CPI-U)," Bureau of Labor Statistics, U.S. Department of Labor. Each year's actual expenditures are converted to the 2009\$ value of the dollar to control for the effect of inflation over the period.

(b) This represents the percent increase or decrease in 2009\$ over the last bank of similar elections, i.e., 1977 v. 1981, 1978 v. 1982, 1979 v. 1983, etc.

(c) The data for 1978 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).

(d) This particular comparison with 1978 is not what it would appear to be for the reasons given in note (c). The amount spent in 1978 was more than indicated here so the increase is really not as great as it appears.

(e) 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.

(f) 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.