

Table C: Cost of Gubernatorial Campaigns, Most Recent Elections, 2005–2009

State	Year	Winner	Point margin	Total campaign expenditures				
				All candidates (2009\$)	Cost per vote (2009\$)	Winner		
						Spent (2009\$)	Percent of all expenditures	Vote percent
Alabama.....	2006	R★	+15.8	\$19,732,443	\$15.78	\$12,842,382	65.1	57.4
Alaska.....	2006	R★★	+7.4	5,396,065	22.74	1,412,000	26.2	48.3
Arizona.....	2006	D★	+27.2	3,947,642	2.57	1,717,098	43.5	62.6
Arkansas.....	2006	D#	+14.4	10,591,801	14.12	6,888,933	65.0	55.4
California.....	2006	R★	+16.9	137,305,975	15.82	48,836,830	35.6	55.9
Colorado.....	2006	D#	+16.8	8,276,021	5.31	4,547,161	54.9	57.0
Connecticut.....	2006	R★	+27.8	15,182,617	13.51	4,451,470	29.3	63.2
Delaware.....	2008	D#	+35.5	10,244,478	25.92	7,951,685	77.6	67.5
Florida.....	2006	R#	+7.1	44,639,532	9.24	21,159,799	47.4	52.2
Georgia.....	2006	R★	+19.7	30,934,282	14.58	13,779,247	44.5	57.9
Hawaii.....	2006	R★	+27.1	7,409,497	21.52	6,909,290	93.2	62.5
Idaho.....	2006	R#	+8.6	3,846,647	8.53	2,077,242	54.0	52.7
Illinois.....	2006	D★	+10.6	51,570,692	14.79	27,957,849	54.2	49.8
Indiana.....	2008	R★	+17.8	36,049,543	13.33	27,615,551	76.6	57.8
Iowa.....	2006	D#	+9.5	17,721,679	16.91	8,038,471	45.4	54.0
Kansas.....	2006	D★	+17.5	6,826,022	8.03	5,060,386	74.1	57.9
Kentucky.....	2007	D★★★	+17.4	34,845,590	33.02	9,745,707	28.0	58.7
Louisiana.....	2007	R#	+36.4	43,612,094	33.60	11,669,041	26.6	53.9
Maine.....	2006	D★	+7.9	5,307,721	9.64	1,284,487	24.2	38.1
Maryland.....	2006	D★★★	+6.5	30,796,529	17.25	14,980,160	48.6	52.7
Massachusetts.....	2006	D#	+20	45,028,958	20.07	9,453,675	21.0	55.6
Michigan.....	2006	D★	+14	56,205,424	14.79	11,921,950	21.2	56.3
Minnesota.....	2006	R★	+0.96	9,226,370	4.19	4,182,647	45.3	46.7
Mississippi.....	2007	R★	+15.8	18,600,309	25.00	13,401,522	72.5	57.9
Missouri.....	2008	D#	+18.9	1,173,068	0.41	842,492	71.8	58.4
Montana.....	2008	D★	+33.0	1,522,643	3.13	783,926	51.5	65.5
Nebraska.....	2006	R★	+48.9	5,540,246	9.36	3,079,985	55.6	73.4
Nevada.....	2006	R★	+4	15,811,213	27.16	6,042,684	38.2	47.9
New Hampshire.....	2008	D★	+42.6	1,323,536	1.95	1,206,437	91.2	70.2
New Jersey.....	2009	R★★★	+3.6	53,293,350	21.99	16,609,064	31.2	48.5
New Mexico.....	2006	D★	+37.6	8,968,962	16.06	8,298,479	92.5	68.8
New York.....	2006	D#	+40.9	49,066,665	11.75	35,521,639	72.4	69.0
North Carolina.....	2008	D#	+3.3	36,150,486	8.47	15,737,308	43.7	50.3
North Dakota.....	2008	R★	+50.9	2,164,325	6.86	1,825,639	84.4	74.4
Ohio.....	2006	D#	+23.9	31,237,576	8.18	16,809,413	53.8	60.4
Oklahoma.....	2006	D★	+33	7,795,569	8.41	4,248,791	54.5	66.5
Oregon.....	2006	D★	+8	15,078,607	10.96	4,559,052	30.2	50.8
Pennsylvania.....	2006	D★	+20.8	43,624,089	10.87	32,580,547	74.7	60.4
Rhode Island.....	2006	R★	+2	4,755,504	12.29	2,434,931	51.2	51.0
South Carolina.....	2006	R★	+10.0	13,381,055	12.25	7,722,403	57.7	55.1
South Dakota.....	2006	R★	+25.6	1,378,859	4.11	314,830	22.8	61.7
Tennessee.....	2006	D★	+38.9	7,492,799	4.14	5,802,862	77.4	68.6
Texas.....	2006	R★	+9.2	36,764,813	8.36	24,269,719	66.0	39.0
Utah.....	2008	R★	+58.0	914,338	0.97	822,747	90.0	77.7
Vermont.....	2008	R★	+31.6	1,609,465	5.30	967,042	60.1	53.4
Virginia.....	2009	R#	+17.35	53,326,250	26.87	23,786,466	44.6	58.6
Washington.....	2008	D★	+5.5	25,200,328	8.39	13,613,104	54.0	53.2
West Virginia.....	2008	D#	+49.1	2,267,686	3.21	2,209,384	97.4	69.8
Wisconsin.....	2006	D★	+7.4	17,694,396	8.19	9,839,373	55.6	52.8
Wyoming.....	2006	D★	+39.9	1,473,551	7.60	1,046,283	71.0	69.9

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

Note: All dollar figures are in equivalent 2009\$. Using the 2009 CPI Index which was 2.14537 of the 1982–84 Index = 1.00, the actual 2006 expenditures were based on a 2.016 index value or .9397 of the 2009\$ index, the actual 2007 expenditures were based on a 2.073 index value or .96646 of the 2009\$ index, the 2008 expenditures were based on a 2.153 index value or 1.00357 of the 2009\$ index, and the 2009 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 2009\$ 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.