

Table C: Cost of gubernatorial campaigns, most recent elections, 2012–2015

State	Year	Winner	Point margin	Total campaign expenditures				
				All candidates (2014\$)	Cost per vote (2014\$)	Winner		
						Spent (2014\$)	Percent of all expenditures	Vote percent
Alabama.....	2014	R★	+27.26	\$7,990,363	6.77	\$6,769,778	84.7%	63.6%
Alaska.....	2014	I★★★	+2.22	1,791,047	6.40	847,593	47.3	48.1
Arizona.....	2014	R#	+11.90	20,471,454	13.59	7,910,241	38.6	53.5
Arkansas.....	2014	R#	+12.96	15,950,408	18.79	5,883,158	38.9	55.5
California.....	2014	D★	+20.00	13,772,803	18.82	5,945,649	43.7	60.0
Colorado.....	2014	D★	+3.14	10,619,170	5.20	5,463,070	51.5	49.2
Connecticut.....	2014	D★	+2.82	16,892,137	15.46	6,735,418	39.9	51.4
Delaware.....	2012	D★	+40.64	1,958,861	4.92	1,656,189	96.5	69.3
Florida.....	2014	R★	+1.08	22,872,029	3.84	10,447,966	45.7	48.2
Georgia.....	2014	R★	+7.86	10,739,159	4.21	1,588,830	14.8	52.8
Hawaii.....	2014	D#	+12.30	9,173,312	25.04	2,029,646	22.1	49.0
Idaho.....	2014	R★	+15.35	6,595,929	6.70	2,143,926	32.5	54.9
Illinois.....	2014	R★	+3.92	102,434,649	28.16	65,426,075	63.9	50.3
Indiana.....	2012	R#	+2.89	20,535,517	7.97	13,085,571	65.7	49.5
Iowa.....	2014	R★	+21.80	10,516,834	9.31	8,577,632	81.6	59.0
Kansas.....	2014	R★	+3.70	7,121,660	8.19	2,268,612	31.9	49.8
Kentucky.....	2015	R#	+8.70	24,747,726 (b)	25.42 (b)	5,758,718 (b)	23.3	52.5
Louisiana.....	2015	D#	+12.20	19,618,604 (b)	17.02 (b)	8,679,334 (b)	44.2	56.1
Maine.....	2014	R★	+4.77	7,897,902	12.92	1,906,350	24.1	47.7
Maryland.....	2014	R#	+3.80	24,496,947	14.17	4,929,224	20.1	51.0
Massachusetts.....	2014	R#	+2.88	21,606,838	10.00	6,762,699	31.3	48.5
Michigan.....	2014	R★	+5.74	21,812,323	6.91	14,498,509	66.5	51.7
Minnesota.....	2014	D★	+5.56	5,451,188	2.76	3,039,926	55.8	50.1
Mississippi.....	2015	R★	+34.10	4,397,406 (b)	6.12 (b)	4,079,731 (b)	92.8	66.4
Missouri.....	2012	D★	+12.10	27,018,238	9.90	15,512,314	59.2	54.7
Montana.....	2012	D#	+1.56	4,656,165	9.53	1,708,031	36.7	48.9
Nebraska.....	2014	R#	+17.51	14,760,429	27.35	7,059,254	47.8	57.2
Nevada.....	2014	R★	+46.89	3,617,676	6.61	3,513,555	97.1	70.6
New Hampshire.....	2014	D★	+9.08	3,341,358	6.87	1,472,416	44.1	52.5
New Jersey.....	2013	R★	+22.10	27,040,070	12.75	19,820,437	75.6	60.3
New Mexico.....	2014	R★	+14.44	12,486,204	24.35	8,501,999	88.5	57.2
New York.....	2014	D★	+13.97	59,541,778	15.59	52,663,635	88.5	54.3
North Carolina.....	2012	R#	+11.49	17,398,973	3.90	11,161,800	66.2	54.7
North Dakota.....	2012	R★	+28.79	(a)	(a)	(a)	(a)	(a)
Ohio.....	2014	R★	+30.96	20,166,455	6.60	16,640,931	82.5	63.8
Oklahoma.....	2014	R★	+14.80	5,987,244	7.26	4,317,938	72.1	55.8
Oregon.....	2014	D★	+5.76	8,106,083	5.51	5,006,085	61.8	49.9
Pennsylvania.....	2014	D#	+9.86	75,887,787	21.70	31,364,073	41.3	54.9
Rhode Island.....	2014	D#	+4.50	13,488,998	41.62	6,284,440	46.6	40.7
South Carolina.....	2014	R★	+14.46	15,110,615	12.12	7,887,670	52.2	55.9
South Dakota.....	2014	R★	+45.04	1,857,606	6.70	1,506,034	81.1	70.5
Tennessee.....	2014	R★	+47.73	4,272,410	3.16	4,246,999	99.4	70.7
Texas.....	2014	R#	+20.32	78,983,336	16.74	49,460,752	67.6	59.2
Utah.....	2012	R★	+40.50	2,755,320	2.74	2,150,305	80.5	68.3
Vermont.....	2014	D★	+1.26	1,264,972	6.55	961,469	76.0	46.8
Virginia.....	2013	D#	+2.52	60,353,635	26.93	32,417,401	53.4	47.8
Washington.....	2012	D#	+3.40	24,559,984	8.00	11,484,573	48.2	51.5
West Virginia.....	2012	D★	+4.85	6,897,808	10.38	3,376,110	50.5	50.5
Wisconsin.....	2014	R★	+5.74	46,336,867	19.22	29,673,716	52.9	52.9
Wyoming.....	2014	R★	+31.52	4,118,264	24.53	626,707	49.2	52.5

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

Note: All dollar figures are in equivalent 2014\$ except Kentucky, Louisiana and Mississippi, which are in 2015\$.

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) Data unavailable due to a change in North Dakota's campaign contribution reporting requirements. They are no longer required to file the \$ expenditures by candidates, but must file data on contributions of \$200 or more received by candidates.

(b) Dollar figures for Kentucky, Louisiana and Mississippi are in 2015\$ amounts.