

Table C: Cost of Gubernatorial Campaigns, Most Recent Elections, 2013–2016

State	Year	Winner	Point margin	Total campaign expenditures				
				All candidates (2016\$)	Cost per vote (2016\$)	Winner		
						Spent (2016\$)	Percent of all expenditures	Vote percent
Alabama	2014	R★	+27.26	\$8,101,963	\$6.86	\$6,864,330	84.7	63.6%
Alaska	2014	I★★★	+2.22	1,816,062	6.49	859,431	47.3	48.1
Arizona	2014	R#	+11.90	20,757,375	13.78	8,020,722	38.6	53.5
Arkansas	2014	R#	+12.96	16,173,184	19.05	5,965,327	36.9	55.5
California	2014	D★	+20.00	13,965,165	19.08	6,028,691	43.2	60.0
Colorado	2014	D★	+3.14	10,767,486	5.27	5,539,372	51.4	49.2
Connecticut	2014	D★	+2.82	17,128,066	15.68	6,829,490	39.9	51.4
Delaware	2016	D#	+19.15	1,379,300	3.24	1,067,285	77.4	58.3
Florida	2014	R★	+1.08	23,191,478	3.89	10,593,891	45.7	48.2
Georgia	2014	R★	+7.86	10,889,151	4.27	1,611,021	14.8	52.8
Hawaii	2014	D#	+12.30	9,301,434	25.39	2,057,994	22.1	49.0
Idaho	2014	R★	+15.35	6,688,053	6.79	2,173,870	32.5	54.9
Illinois	2014	R★	+3.92	103,865,334	28.55	66,339,869	63.9	50.3
Indiana	2016	R#	+5.95	42,458,412	15.61	14,539,658	34.2	51.4
Iowa	2014	R★	+21.80	10,663,721	9.44	8,697,434	81.6	59.0
Kansas	2014	R★	+3.70	7,221,127	8.30	2,300,297	31.9	49.8
Kentucky	2015	R#	+8.70	25,063,407	25.74	5,832,176	23.3	52.5
Louisiana	2015	D#	+12.2	19,868,858	17.24	8,790,047	44.2	56.1
Maine	2014	R★	+4.77	8,008,211	13.10	1,932,976	24.1	47.7
Maryland	2014	R#	+3.80	24,839,091	14.37	4,998,070	20.1	51.0
Massachusetts	2014	R#	+2.88	21,908,617	10.14	6,857,152	31.3	48.5
Michigan	2014	R★	+5.74	22,116,972	7.01	14,701,007	66.5	51.7
Minnesota	2014	D★	+5.56	5,527,324	2.80	3,082,384	55.8	50.1
Mississippi	2015	R★	+34.1	4,453,499	6.20	4,131,772	92.8	66.4
Missouri	2016	R#	+5.57	71,077,039	25.36	28,745,371	40.4	51.1
Montana	2016	D★	+3.89	11,847,646	23.26	3,275,761	27.6	50.2
Nebraska	2014	R#	+17.51	14,966,585	27.73	7,157,849	47.8	57.2
Nevada	2014	R★	+46.89	3,668,203	6.70	3,562,628	97.1	70.6
New Hampshire	2016	R#	+2.27	5,795,453	7.63	1,170,118	20.2	49.1
New Jersey	2013	R★	+22.1	27,859,691	13.14	20,421,221	73.3	60.3
New Mexico	2014	R★	+14.44	12,660,596	24.69	8,620,745	68.1	57.2
New York	2014	D★	+13.97	60,373,387	15.81	53,399,178	88.4	54.3
North Carolina	2016	D★★★	+0.22	39,788,555	8.45	24,289,915	61.0	49.0
North Dakota	2016	R#	+57.13	(a)	(a)	(a)	(a)	76.5
Ohio	2014	R★	+30.96	20,448,116	6.69	16,873,352	82.5	63.8
Oklahoma	2014	R★	+14.80	6,070,867	7.36	4,378,246	72.1	55.8
Oregon	2016	D★	+7.16	8,314,055	4.27	4,358,272	52.4	50.6
Pennsylvania	2014	D#	+9.86	76,947,697	22.00	31,802,129	41.3	54.9
Rhode Island	2014	D#	+4.50	13,677,396	42.20	6,372,214	46.6	40.7
South Carolina	2014	R★	+14.46	15,321,662	12.29	7,997,836	52.2	55.9
South Dakota	2014	R★	+45.04	1,883,551	6.79	1,527,068	81.1	70.5
Tennessee	2014	R★	+47.73	4,332,082	3.20	4,306,316	99.4	70.7
Texas	2014	R#	+20.32	80,086,481	16.97	50,151,561	62.6	59.2
Utah	2016	R★	+38.00	7,534,547	6.70	3,124,004	41.5	66.7
Vermont	2016	R#	+8.74	7,400,814	23.50	1,633,936	22.1	51.1
Virginia	2013	D#	+2.52	62,183,035	27.75	33,400,016	53.7	47.8
Washington	2016	D★	+8.76	13,890,465	4.28	9,949,579	71.6	54.4
West Virginia	2016	D#	+6.79	8,610,044	12.06	5,129,917	59.6	49.1
Wisconsin	2014	R★	+5.74	46,984,045	19.49	30,088,163	64.0	52.9
Wyoming	2014	R★	+31.52	4,175,783	24.87	635,460	15.2	52.5

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

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. North Dakota requires candidates to report campaign contributions of \$200 or more, rather than expenditures.