

Table B: Total Cost of Governatorial Elections: 1977–2011 (in thousands of dollars)

Year	Number of races	Total campaign costs			Campaign spending by party					
		Actual \$	2010\$ (a)	Average cost per state (2010\$)	Democrats		Republicans		Others	
					Amount	Percent	Amount	Percent	Amount	Percent
1977	2	12,312	43,505	21,753	7,051	57.3	5,261	42.7	0	0.0
1978	36	102,392	336,651	9,351	51,495	48.3	46,985	44.1	8,063	7.6
1979	3	32,744	96,876	32,292	24,546	75.0	8,197	25.0	0	0.0
1980	13	35,634	92,797	7,138	25,159	70.6	10,451	29.3	23	0.1
1981	2	24,648	58,132	29,066	12,725	51.6	11,923	48.4	0	0.0
1982	36	181,832	404,071	11,224	88,850	48.9	92,114	50.7	867	0.5
1983	3	39,966	86,134	28,711	23,804	72.3	9,076	27.6	41	0.1
1984	13	47,156	97,430	7,495	24,374	51.7	19,796	42.0	2,985	6.3
1985	2	18,859	37,568	18,784	11,532	61.2	7,326	38.9	0	0.0
1986	36	270,605	529,560	14,710	149,863	55.4	116,271	43.0	4,471	1.6
1987	3	40,212	75,872	25,291	35,786	89.0	4,426	11.0	0	0.0
1988	12 (b)	52,208	94,580	7,882	25,229	48.3	26,479	50.7	501	1.0
1989	2	47,902	82,875	41,438	16,468	34.4	31,435	65.6	0	0.0
1990	36	345,493	567,312	15,759	186,060	53.9	154,681	44.8	4,751	1.4
1991	3	34,564	64,432	18,144	24,737	71.6	9,821	28.4	6	0.0
1992	12	60,278	92,168	7,681	31,106	51.6	28,311	47.0	861	1.4
1993	2	36,195	53,702	26,851	15,663	43.3	20,282	56.0	251	0.7
1994	36	417,873	604,737	16,798	194,209	46.5	210,044	50.3	13,620	3.3
1995	3	35,693	50,272	16,757	20,268	56.8	15,406	43.2	18	0.0
1996	11 (c)	68,610	93,858	8,533	32,048	46.7	36,416	53.1	142	0.2
1997	2	44,823	59,924	29,962	22,530	50.3	21,432	47.8	861	1.9
1998	36	470,326	618,850	17,190	218,136	46.7	231,983	49.7	17,089	3.7
1999	3	16,276	20,947	6,982	8,226	50.5	7,987	49.1	64	0.4
2000	11	97,098	120,919	10,993	51,403	52.9	45,173	46.5	522	0.5
2001	2	70,400	85,230	42,615	35,202	50.0	34,977	49.7	221	0.3
2002	36	841,427	1,002,893	27,858	412,831	49.1	342,835	40.8	85,750	10.2
2003	4 (d)	69,939	81,514	27,171	45,969	51.6	42,609	47.9	400	0.5
2004	11	112,625	127,838	11,622	58,766	52.0	54,253	48.0	74	0.0
2005	2	131,996	145,051	72,525	65,284	49.5	66,556	50.4	156	0.1
2006	36	727,552	773,991	21,500	384,196	52.8	328,250	45.1	15,035	2.1
2007	3	93,803	97,104	32,368	33,353	35.6	60,418	64.4	31	0.0
2008	11	118,912	118,438	10,767	62,083	52.2	56,584	47.6	306	0.3
2009	2	92,911	92,911	46,455	61,111	57.3	43,877	41.2	1,632	1.5
2010	37	920,735	920,735	24,885	334,814	36.4	563,688	61.2	22,233	2.4
2011	4	40,934	(e)	10,234	19,692,029	48.1	21,045,580	51.4	194,637	0.5

Source: Thad Beyle.

Key:

(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 2010 value of the dollar to control for the effect of inflation over the period.

(b) 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.

(c) 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.

(d) California held a special recall and replacement election in which the voters agreed to recall Gov. Gray Davis (D) from the office he was reelected to in 2002, and replace him with Arnold Schwarzenegger (R).

(e) The 2011\$ were not converted into equivalent 2010\$. In the next edition of *The Book of the States*, dollars spent will be converted into equivalent 2012\$.