

Commonwealth of Massachusetts
Office of Campaign and Political Finance

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Mayoral candidates spent over \$5.8 million in 2001, according to OCPF study

Candidates for mayor in the November 2001 municipal elections spent \$5.85 million in their campaigns, according to a study released today by the Office of Campaign and Political Finance.

The study, based on reports filed with OCPF and with local election officials, also recorded receipts of \$4.5 million. The receipts figure is \$1.3 million more and the spending figure \$2.6 million more than the same totals in 1999. In addition, both 2001 totals are the highest ever recorded by OCPF, which has issued mayoral spending studies since the 1997 elections.

The 2001 study included totals from 76 candidates in 38 cities, not including those who lost in preliminary elections. The candidates included 28 incumbents, four of whom were defeated. Fourteen non-incumbents were elected.

The race that featured the highest spending was once again the mayoral contest in Boston, where the two finalists spent a total of \$1.7 million. The winner, incumbent Thomas Menino, accounted for 94 percent of the spending. Menino's \$1.6 million made him the top spending mayoral candidate in 2001; he topped the same list the last time he ran, in 1997. Menino was also the top fundraiser, amassing \$880,714 in 2001.

Other highlights from the study:

- o The median level of fundraising by mayoral candidates was \$32,644, while the median of spending was \$33,040. The fundraising median was almost exactly comparable to the 1999 median of \$32,289, but the latest spending median is substantially higher than the \$23,388 posted in 1999.

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- o Eleven mayoral candidates raised more than \$100,000 in 2001; 12 spent more than that figure.
- o As a group, candidates spent more than \$100,000 in each of 13 cities, most of which featured hotly contested races. After Boston the top five in spending included Springfield, Quincy, New Bedford and Everett.
- o Incumbents and winning candidates showed substantially higher medians than non-incumbents and unsuccessful candidates, respectively, in 2001. Contests for open mayoral seats are traditionally competitive; candidates for open seats posted medians that were higher than the overall medians, though not as high as those for incumbents. That is a change from 1999, when candidates for open seats posted the highest medians of any class of candidate.
- o The candidate who spent the most money won in 27 of the 34 contested races, or 79 percent of the time.
- o The average amount spent per vote by the 76 candidates was \$11.70, an increase of almost 37 percent from the 1999 average of \$8.57.

Figures vary with each mayoral study, as not all cities hold mayoral elections every two years and campaigns vary with each election. For example, a competitive race for an open seat in a particular city may be followed by several years of fewer candidates and relatively little activity.

A copy of the study is available on OCPF's web site, which may be accessed at http://www.state.ma.us/ocpf/homepage_studies.htm. Reports filed by the individual candidates are on file at their respective municipal election offices.

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