

*Commonwealth of Massachusetts*  
*Office of Campaign and Political Finance*

---

FOR IMMEDIATE RELEASE  
May 19, 2008

CONTACT: Jason Tait  
Director of Communication  
617-727-8352

**OCPF Study: One in three mayoral candidates  
who spent more on campaigns lost**

Stockpiling money in a campaign war chest and outspending an opponent is usually a good strategy for a candidate who wants to win an election, but the results of last year's mayoral races show it is no guarantee.

Among the state's 28 contested mayoral contests last year, 36 percent of the winners spent less money than their opponents, according to a comprehensive statewide study by the Office of Campaign and Political Finance. In 2005, the last time OCPF conducted a mayoral spending study, 28 percent of the winners were outspent by opponents.

The twist on conventional campaign wisdom is most profound when the Quincy and Northampton races are compared. Incumbent Quincy Mayor William Phelan spent \$41.58 per vote and lost his race, but Mayor Mary Clare Higgins won her contest in Northampton spending just a nickel per vote.

Incumbents who spent the most enjoyed the greater number of wins, but there were exceptions, notably in Springfield and Quincy, two of the state's largest cities. Phelan spent \$441,636 in his losing effort against challenger Thomas Koch, who spent \$281,937. In Springfield, incumbent Mayor Charles Ryan lost despite outspending his opponent \$134,788 to \$127,283.

The Office of Campaign and Political Finance has examined mayoral campaign fundraising and spending every two years since 1997 due to the significant amount of activity at the city level. The 2007 study includes campaign finance information for all 69 general election candidates in the 38 cities that held mayoral elections last year.

The candidates raised a total of \$3.6 million and spent a total of \$3.9 million in 2007. It is possible for the spending total to be higher than the amount that was raised because some candidates started the campaign period on Jan. 1, 2007, with money in their accounts. Both figures are below the previous highs of \$4.5 million and \$5.9 million, respectively, set in 2001 when there was a mayoral election in Boston. There was no Boston race in 2007.

The 38 mayoral elections included 29 incumbents, 10 of whom were unopposed. Of the 19 opposed incumbents, 15 were re-elected and four were defeated in Agawam, Gardner, Quincy and Springfield.

The mayoral candidates were required to report their campaign finance activity for all 12 months of 2007. Mayoral candidates from Boston, Cambridge, Lowell, Springfield and Worcester report their campaign finance activity directly to OCPF. All other candidates report to local election officials.

OCPF is an independent state agency that administers Massachusetts General Laws Chapter 55, which provides for the disclosure and regulation of campaign finance activity by candidates for state, county and municipal office.

The mayoral study is available on line at [www.mass.gov/ocpf/](http://www.mass.gov/ocpf/).