

Commonwealth of Massachusetts

Office of Campaign and Political Finance

FOR IMMEDIATE RELEASE
Feb. 18, 2015

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Statewide candidates spent \$33.1 million in 2014 election cycle

Statewide candidates spent \$33.1 million during the 2013-14 election cycle, an increase of 9 percent from the 2010 election, according to an OCPF review of campaign finance activity by candidates. Fundraising for 2014 also totaled \$33 million.

OCPF's review of statewide campaign finance activity included receipt and expenditure data for 29 candidates for governor, lieutenant governor, attorney general, secretary of state, treasurer and auditor from Jan. 1, 2013, to Dec. 31, 2014¹.

The candidates for **governor** in 2014 reported spending \$20.2 million and raising \$19.8 million. These totals are far below the records set in 2006, the last time there was an open seat for governor, when candidates reported spending \$42.3 million and raising \$40.9 million.

The 2014 winner, Republican Charles Baker, led all gubernatorial candidates with \$5.6 million in expenditures. That total is \$1.1 million more than he spent in 2010 during an unsuccessful campaign for governor. Baker also led all candidates in fundraising, reporting \$5.8 million in contributions.

Martha Coakley, the incumbent attorney general, spent \$3.9 million as the Democratic nominee for governor. She also raised \$3.7 million, of which \$605,844 came from the State Election Campaign Fund – a public financing program. Baker did not participate in the public financing program.

Other gubernatorial candidates who exceeded \$2 million in spending were Democrats Donald Berwick and Steven Grossman, and Evan Falchuk of the United Independent Party. Jeffrey McCormick, an unenrolled candidate, reported spending \$1.5 million. A full listing of fundraising and spending totals for all eight gubernatorial candidates is on page four.

The figures for the party finalists do not include **independent expenditures**. In 2014, \$16.9 million in independent expenditures was spent by third-party groups to support or oppose the Democratic and Republican nominees. Independent expenditures are made on behalf of a candidate, but are not made in cooperation or consultation with a campaign. In 2014, most independent expenditures were made by Independent Expenditure “Super” PACs.

¹ Some candidates organized their political committees after Jan. 1, 2013. Other candidates held elected office and then changed the purpose of their political committees to run for another office after Jan. 1, 2013.

Other races:

Seven candidates for **Lieutenant Governor** spent \$3.3 million, a 32 percent drop from 2010. Baker's running mate, Karyn Polito, led all lieutenant governor candidates in spending with a total of \$1.7 million. Stephen Kerrigan, Coakley's running mate, was second with \$869,090.

Three candidates for **Attorney General** spent a total of \$4.3 million for an open seat, the highest amount recorded in an OCPF study (the previous high was \$3.9 million in 1998). The seat was open because the incumbent, Coakley, ran for governor. The winner, Maura Healey, reported spending \$1.4 million. Healey's Democratic primary opponent, Warren Tolman, reported the highest expenditure total in the race, \$1.9 million. The Republican nominee, John Miller, reported \$1 million in expenditures.

In the race for **Secretary**, incumbent and winner William Galvin, a Democrat, reported \$467,087 in expenditures. His Republican challenger David D'Archangelo reported \$28,097.

Five candidates ran for **Treasurer**, an open seat, and reported spending \$4.6 million, the highest amount reported in an OCPF study. The previous high of \$4.2 million was recorded in 2002. The eventual 2014 winner, Deborah Goldberg, reported expenditures of \$2.4 million. Barry Finegold, Goldberg's Democratic primary challenger, was second in spending, reporting \$1.4 million. Republican Michael Heffernan reported \$430,604 in expenditures.

Three candidates ran for **Auditor**, spending \$245,739. The winner and incumbent, Democrat Suzanne Bump, spent \$177,243, followed by Republican Patricia Saint Aubin with \$64,599.

The fundraising totals in this study do not include liabilities or in-kind contributions. In the race for governor, Coakley reported \$2 million in in-kind contributions and Baker reported \$1.2 million, primarily from their respective parties.

The figures for each office and candidate follow.

Campaign Finance Activity by Statewide Candidates in the 2014 Election

- o The figures are based on information contained in reports filed regularly by financial institutions designated by candidates and committees who appeared on the primary and/or general election ballots.
- o *Periods Covered:* Starting date for activity in this report is Jan. 1, 2013. The ending date is Dec. 31, 2014. The election was Nov. 4, 2014.
- o Candidates who won the seat are listed first, followed by other candidates in alphabetical order.
- o Total spending may exceed fundraising because of funds already on hand at the start of the period.

Total Receipts by Office Sought 1990-2014 Statewide Elections

<i>Office</i>	<i>1990</i>	<i>1994</i>	<i>1998</i>	<i>2002</i>	<i>2006</i>	<i>2010</i>	<i>2014</i>
Governor	\$14,422,420	\$ 5,778,640	\$16,054,590	\$28,026,089	\$40,883,685	\$14,968,632	\$19,787,016
Lt. Governor	\$2,398,243	\$2,031,461	\$2,093,533	\$11,597,889	\$6,872,462	\$4,030,608	\$3,392,992
Attorney General	\$2,656,275	\$1,878,346	\$3,552,257	\$932,310	\$1,360,262	\$687,436	\$4,503,178
Treasurer	\$3,217,153	\$2,537,696	\$2,012,151	\$4,263,009	\$1,311,877	\$3,375,626	\$4,640,458
Secretary	\$237,842	\$1,080,800	\$423,867	\$843,570	\$725,653	\$469,389	\$333,133
Auditor	\$409,360	\$484,816	\$913,179	\$307,895	\$312,516	\$1,995,426	\$332,413
TOTAL	\$23,341,296	\$13,791,763	\$25,049,581	\$45,970,764	\$51,466,457	\$25,527,117	\$32,989,190

Total Spending by Office Sought 1990-2014 Statewide Elections

<i>Office</i>	<i>1990</i>	<i>1994</i>	<i>1998</i>	<i>2002</i>	<i>2006</i>	<i>2010</i>	<i>2014</i>
Governor	\$14,769,375	\$6,126,317	\$18,621,409	\$30,601,910	\$42,313,711	\$17,625,686	\$20,190,837
Lt. Governor	\$2,475,692	\$1,781,620	\$1,984,226	\$11,450,416	\$6,705,113	\$4,814,219	\$3,258,456
Attorney General	\$2,908,779	\$1,858,904	\$3,880,457	\$267,978	\$1,116,341	\$1,322,011	\$4,303,683
Treasurer	\$3,846,058	\$2,763,434	\$1,894,583	\$4,216,362	\$390,454	\$3,515,828	\$4,628,509
Secretary	\$191,890	\$1,028,551	\$376,918	\$265,304	\$471,136	\$560,164	\$498,321
Auditor	\$471,812	\$461,457	\$1,119,384	\$297,560	\$320,375	\$2,595,371	\$245,739
TOTAL	\$24,663,609	\$14,020,285	\$27,876,979	\$47,099,531	\$51,317,131	\$30,433,279	\$33,125,545

Governor

<i>Candidate</i>	<i>Start balance</i>	<i>Receipts</i>	<i>Expenditures</i>	<i>In-Kind</i>
Charles Baker (R)*	\$26,951	\$5,839,881	\$5,582,187	\$1,212,078
Donald Berwick (D)	0	\$2,475,939	\$2,414,300	\$290
Martha Coakley (D)	\$235,862	\$3,742,769	\$3,939,430	\$2,046,031
Evan Falchuk (UI)	0	\$2,592,815	\$2,575,214	0
Mark Fisher (R)	0	\$389,286	\$389,011	\$417
Steven Grossman (D)	\$442,827	\$2,350,445	\$2,789,587	\$5,057
Scott Lively (U)	0	\$36,798	\$35,430	0
Jeffrey McCormick (U)	0	\$1,540,171	\$1,491,508	0
TOTAL	\$705,640	\$19,787,016	\$20,190,837	\$3,263,873

*Winner

The Coakley Committee changed its office sought from attorney general to governor on Sept. 26, 2013.

The Grossman Committee changed its office sought from treasurer to governor on July 15, 2013.

NOTE: Two candidates for governor, Joseph Avellone and Juliette Kayyem, disclosed receipts and expenditures but did not qualify for the primary ballot and are not included in this report. Avellone reported \$609,027 in receipts and \$608,131 in expenditures, and Kayyem disclosed \$1,162,252 in receipts and \$1,159,271 in expenditures.

Lieutenant Governor

<i>Candidate</i>	<i>Start balance</i>	<i>Receipts</i>	<i>Expenditures</i>	<i>In-Kind</i>
Karyn Polito (R)*	\$121	\$1,868,963	\$1,741,254	\$2,847
Leland Cheung (D)	\$7,016	\$344,534	\$345,549	0
Angus Jennings (UI)	0	\$12,191	\$11,660	0
Stephen Kerrigan (D)	0	\$885,679	\$869,090	0
Michael Lake (D)	\$10,988	\$240,112	\$249,390	\$631
Tracy Post (U)	0	\$41,413	\$41,413	0
Shelly Saunders (U)	\$0	\$100	\$100	\$8
TOTAL	\$18,125	\$3,392,992	\$3,258,456	\$3,486

*Winner

Attorney General

<i>Candidate</i>	<i>Start balance</i>	<i>Receipts</i>	<i>Expenditures</i>	<i>In-Kind</i>
Maura Healey (D)*	0	\$1,546,788	\$1,378,614	\$73,046
John Miller (R)	0	\$1,046,627	\$1,015,551	\$7,500
Warren Tolman (D)	0	\$1,909,763	\$1,909,518	\$3,446
TOTAL	0	\$4,503,178	\$4,303,683	\$83,992

*Winner

Secretary

<i>Candidate</i>	<i>Start balance</i>	<i>Receipts</i>	<i>Expenditures</i>	<i>In-Kind</i>
William Galvin (D)**	\$2,325,477	\$293,259	\$467,087	0
David D'Arcangelo (R)	0	\$36,331	\$28,097	0
Daniel Factor (U)	0	\$3,543	\$3,137	\$83
TOTAL	\$2,325,477	\$333,133	\$498,321	\$83

**Incumbent and winner

Treasurer

<i>Candidate</i>	<i>Start balance</i>	<i>Receipts</i>	<i>Expenditures</i>	<i>In-Kind</i>
Deborah Goldberg (D)*	0	\$2,441,937	\$2,406,381	\$90,198
Thomas Conroy (D)	\$14,921	\$358,842	\$374,955	\$1,301
Barry Finegold (D)	\$43,888	\$1,405,921	\$1,413,751	\$74,190
Michael Heffernan (R)	0	\$430,703	\$430,604	\$37,331
Ian Jackson (U)	0	\$3,055	\$2,818	\$2,852
TOTAL	\$58,809	\$4,640,458	\$4,628,509	\$205,872

*Winner

The Finegold Committee changed its office sought from state senator to treasurer on Jan. 29, 2014.

The Conroy Committee changed its office from state representative to treasurer on Jan. 9, 2014.

Auditor

<i>Candidate</i>	<i>Start balance</i>	<i>Receipts</i>	<i>Expenditures</i>	<i>In-Kind</i>
Suzanne Bump (D)**	\$38,439	\$256,342	\$177,243	0
MK Merelice (U)	0	\$4,084	\$3,897	\$47
Patricia Saint Aubin (R)	0	\$71,987	\$64,599	\$1,261
TOTAL	\$38,439	\$332,413	\$245,739	\$1,308

**Incumbent and winner