

# *Commonwealth of Massachusetts*

## *Office of Campaign and Political Finance*

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## **Statewide candidates spent \$26.4 million in 2017-18 election cycle**

Statewide candidates spent \$26.4 million during the 2017-18 election cycle, a decrease of 20 percent from the 2014 election, according to an OCPF review of campaign finance activity by candidates. Fundraising for 2018 totaled \$21.5 million, a 35 percent decrease from 2014.

OCPF's review of statewide campaign finance activity included receipt and expenditure data for 21 candidates for governor, lieutenant governor, attorney general, secretary of state, treasurer and auditor from Jan. 1, 2017, to Dec. 31, 2018<sup>1</sup>. There were 29 candidates in 2014, the last statewide election.

In all six statewide races, the candidate who spent the most money won, and all winners were incumbents. The six incumbent winners reported \$20.9 million in expenditures, 79 percent of the total.

The spending and fundraising totals in this study are the lowest since the 1994 election.

The candidates for **Governor** in 2018 reported spending \$14 million and raising \$10.8 million. These totals are far below the records set in 2006, when candidates reported spending \$42.3 million and raising \$40.9 million in the race for an open seat.

The 2018 winner, Republican incumbent Charles Baker, led all gubernatorial candidates with \$11 million in expenditures. That total is \$5.5 million more than he spent in 2014 when he was first elected. Baker also led all candidates in fundraising, reporting \$7.8 million in contributions.

Jay Gonzalez spent \$2.2 million as the Democratic nominee for governor. He also raised \$2.2 million, of which \$928,897 came from the State Election Campaign Fund – a public financing program. Baker did not participate in the public financing program.

Other races:

Three candidates for **Lieutenant Governor** spent \$6 million, nearly twice the 2014 figure of \$3.3 million. Baker's running mate, Karyn Polito, led all lieutenant governor candidates in spending with a total of \$5.4 million. Quinton Palfrey, Gonzalez's running mate, was second with \$356,749.

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<sup>1</sup> Some candidates organized their political committees after Jan. 1, 2017. Other candidates held elected office and then changed the purpose of their political committees to run for another office after Jan. 1, 2017.

Three candidates for **Attorney General** spent a total of \$1.4 million (the 2014 total of \$4.3 million was the highest amount recorded in an OCPF study). The winner, Democratic incumbent Maura Healey, reported spending \$1.2 million. Republican finalist James McMahon reported \$135,404 in expenditures.

In the race for **Secretary**, incumbent and winner William Galvin, a Democrat, reported \$1.8 million in expenditures. His primary challenger, Boston City Councilor Joshua Zakim, reported \$1.2 million in expenditures. Two other candidates reported less than \$60,000 in total expenditures.

Three candidates ran for **Treasurer** and reported spending \$1.3 million. The winner, incumbent Democrat Deborah Goldberg, reported expenditures of \$1.1 million. Republican Challenger Keiko Orrall, a state representative at the time of the election, reported \$173,991 in expenditures.

Four candidates ran for **Auditor**, spending \$682,597. The winner and incumbent, Democrat Suzanne Bump, spent \$335,689, followed by Republican Helen Brady with \$312,396.

The fundraising totals in this study do not include liabilities or in-kind contributions.

*The figures for each office and candidate follow.*

# Campaign Finance Activity by Statewide Candidates in the 2018 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, 2017. The ending date is Dec. 31, 2018. The election was Nov. 6, 2018.
- 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 1994-2018 Statewide Elections

<i>Office</i>	<i>1994</i>	<i>1998</i>	<i>2002</i>	<i>2006</i>	<i>2010</i>	<i>2014</i>	<i>2018</i>
Governor	\$ 5,778,640	\$16,054,590	\$28,026,089	\$40,883,685	\$14,968,632	\$19,787,016	\$10,810,802
Lt. Governor	\$2,031,461	\$2,093,533	\$11,597,889	\$6,872,462	\$4,030,608	\$3,392,992	\$4,649,041
Attorney General	\$1,878,346	\$3,552,257	\$932,310	\$1,360,262	\$687,436	\$4,503,178	\$2,946,735
Treasurer	\$2,537,696	\$2,012,151	\$4,263,009	\$1,311,877	\$3,375,626	\$4,640,458	\$982,916
Secretary	\$1,080,800	\$423,867	\$843,570	\$725,653	\$469,389	\$333,133	\$1,569,083
Auditor	\$484,816	\$913,179	\$307,895	\$312,516	\$1,995,426	\$332,413	\$576,895
<b>TOTAL</b>	<b>\$13,791,763</b>	<b>\$25,049,581</b>	<b>\$45,970,764</b>	<b>\$51,466,457</b>	<b>\$25,527,117</b>	<b>\$32,989,190</b>	<b>\$21,535,472</b>

## Total Spending by Office Sought 1994-2018 Statewide Elections

<i>Office</i>	<i>1994</i>	<i>1998</i>	<i>2002</i>	<i>2006</i>	<i>2010</i>	<i>2014</i>	<i>2018</i>
Governor	\$6,126,317	\$18,621,409	\$30,601,910	\$42,313,711	\$17,625,686	\$20,190,837	\$14,014,188
Lt. Governor	\$1,781,620	\$1,984,226	\$11,450,416	\$6,705,113	\$4,814,219	\$3,258,456	\$5,983,791
Attorney General	\$1,858,904	\$3,880,457	\$267,978	\$1,116,341	\$1,322,011	\$4,303,683	\$1,402,798
Treasurer	\$2,763,434	\$1,894,583	\$4,216,362	\$390,454	\$3,515,828	\$4,628,509	\$1,270,071
Secretary	\$1,028,551	\$376,918	\$265,304	\$471,136	\$560,164	\$498,321	\$3,081,970
Auditor	\$461,457	\$1,119,384	\$297,560	\$320,375	\$2,595,371	\$245,739	\$682,597
<b>TOTAL</b>	<b>\$14,020,285</b>	<b>\$27,876,979</b>	<b>\$47,099,531</b>	<b>\$51,317,131</b>	<b>\$30,433,279</b>	<b>\$33,125,545</b>	<b>\$26,435,415</b>

# Governor

<i>Candidate</i>	<i>Start balance</i>	<i>Receipts</i>	<i>Expenditures</i>	<i>In-Kind</i>
Charles D. Baker (R)*	\$4,648,439	\$7,829,432	\$11,049,838	\$181,544
Jay Gonzalez (D)	\$0	\$2,191,606#	\$2,189,122	\$33,761
Scott D. Lively (R)	\$0	\$148,262	\$141,498	\$974
Robert K. Massie (D)	\$0	\$641,502@	\$633,730	0
<b>TOTAL</b>	<b>\$4,648,439</b>	<b>\$10,810,802</b>	<b>\$14,014,188</b>	<b>\$216,279</b>

\*Incumbent and winner

# Gonzalez received \$928,897 in public financing.

@ Massie received \$164,842 in public financing.

# Lieutenant Governor

<i>Candidate</i>	<i>Start balance</i>	<i>Receipts</i>	<i>Expenditures</i>	<i>In-Kind</i>
Karyn Polito (R)*	\$2,079,708	\$4,079,926	\$5,430,946#	\$170,078
Quinton Palfrey (D)	\$0	\$369,334	\$356,749	\$1,449
Jimmy Tingle (D)	\$0	\$199,781	\$196,096	0
<b>TOTAL</b>	<b>\$2,079,708</b>	<b>\$4,649,041</b>	<b>\$5,983,791</b>	<b>\$171,527</b>

\*Incumbent and winner

#The spending record for lieutenant governor candidates was set in 2002, when Christopher Gabrieli reported \$5,434,045.

# Attorney General

<i>Candidate</i>	<i>Start balance</i>	<i>Receipts</i>	<i>Expenditures</i>	<i>In-Kind</i>
Maura Healey (D)*	\$783,199	\$2,723,029	\$1,180,322	\$500
James McMahon III (R)	0	\$136,634	\$135,404	\$20,355
Daniel Shores (R)	0	\$87,072	\$87,072	\$2,771
<b>TOTAL</b>	<b>\$783,199</b>	<b>\$2,946,735</b>	<b>\$1,402,798</b>	<b>\$23,626</b>

\*Incumbent and winner

# Secretary

<i>Candidate</i>	<i>Start balance</i>	<i>Receipts</i>	<i>Expenditures</i>	<i>In-Kind</i>
William Galvin (D)*	\$2,426,583	\$593,432	\$1,829,841	0
Anthony Amore (R)	0	\$53,563	\$53,563	0
Juan Gabriel Sanchez (G)	0	\$1,784	\$1,748	\$333
Joshua Zakim (D)	\$288,745	\$920,304	\$1,196,818	\$2,552
<b>TOTAL</b>	<b>\$2,715,328</b>	<b>\$1,569,083</b>	<b>\$3,081,970</b>	<b>\$2,885</b>

\*Incumbent and winner

Note: Zakim is a Boston City Councilor. He changed the purpose of his committee from city council to secretary on Nov. 28, 2017.

G = Green Rainbow

# Treasurer

<i>Candidate</i>	<i>Start balance</i>	<i>Receipts</i>	<i>Expenditures</i>	<i>In-Kind</i>
Deborah Goldberg (D)*	\$347,392	\$852,646	\$1,093,440	\$0
Jamie Guerin (G)	\$0	\$2,845	\$2,640	\$362
Keiko Orrall (R)	\$53,091	\$127,425	\$173,991	\$10,100
<b>TOTAL</b>	<b>\$400,483</b>	<b>\$982,916</b>	<b>\$1,270,071</b>	<b>\$10,462</b>

\*Incumbent and winner

G = Green Rainbow

Note: Orrall was a state representative during the campaign. She changed the purpose of her committee from state representative to treasurer on Feb. 13, 2018.

# Auditor

<i>Candidate</i>	<i>Start balance</i>	<i>Receipts</i>	<i>Expenditures</i>	<i>In-Kind</i>
Suzanne Bump (D)*	\$180,160	\$228,664	\$335,689	0
Helen Brady (R)	0	\$312,396	\$312,396	\$588
Daniel Fishman (L)	0	\$33,301	\$31,978	\$8,919
Edward Stamas (G)	0	\$2,534	\$2,534	\$361
<b>TOTAL</b>	<b>\$180,160</b>	<b>\$576,895</b>	<b>\$682,597</b>	<b>\$9,868</b>

\*Incumbent and winner

G = Green Rainbow

L = Libertarian