

The Numbers

What fueled the priciest election in U.S. history

\$932,13,388

Amount supporters spent on Obama's campaign

\$1,28,213,064

Amount supporters spent on Romney's campaign

Congressional and presidential candidates (and their supporters) spent a record

\$6 BILLION

on the 2012 election, up 13% from 2008. That's well above the annual marketing budgets of many major U.S. companies:



Campaign field offices for Romney and Obama (rough estimate)

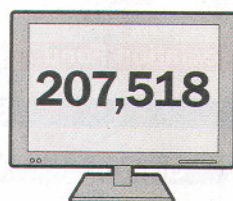


Median monthly salary of campaign staffers

\$6,437



\$3,074



Total presidential-campaign spots that ran in Ohio, more than in any other state



Amount spent on presidential-campaign ads in Florida, more than in any other state



9.3%

Percentage of NRA campaign funds given to Democratic candidates

\$1,690

Cost of Ann Romney's Oscar de la Renta town-hall-debate dress

\$1,795

Cost of Michelle Obama's Michael Kors town-hall-debate dress

\$68 MILLION



Amount spent on the Elizabeth Warren vs. Scott Brown Massachusetts Senate race, the year's most expensive



Average amount GOP candidates spent per vote during the run-up to the Iowa caucuses—more than in any other state

\$130



\$40K

Per-plate charge the Obama campaign levied to attend a fundraiser with Beyoncé and Jay-Z

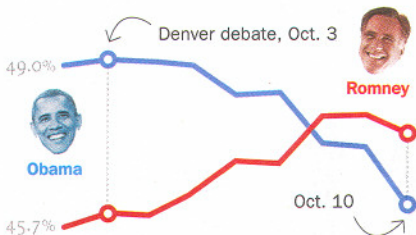
\$1,092,906

Amount pledged by University of California-affiliated supporters (Obama's top donors)

\$994,139

Amount pledged by Goldman Sachs-affiliated supporters (Romney's top donors)

Denver Bounce: The Difference a Day Made



B.D.

(Before Denver)

49.0%

45.7%

A.D.

(After Denver)

46.1%

47.6%

From Oct. 2 to Oct. 10, Obama lost 4.8 points in national polls, dropping from a 3.3-point lead to a 1.5-point deficit

Source: RealClearPolitics