

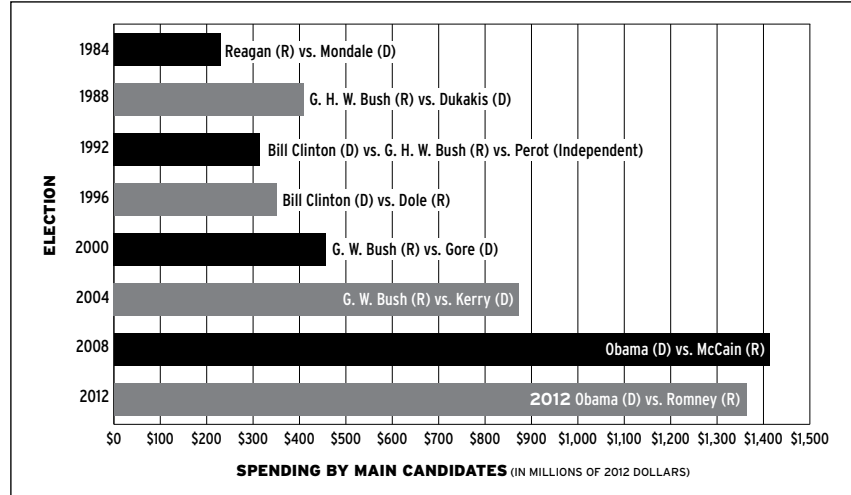
For use with "A Day on the Campaign Trail" on p. 14 of the magazine

GRAPH

Campaign Spending

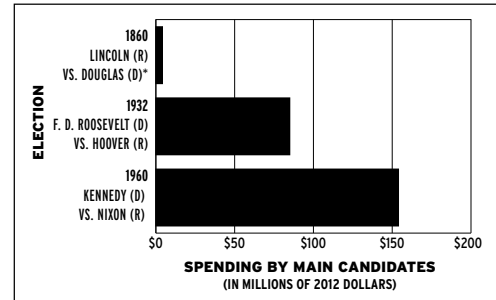
As Carly Fiorina and other candidates are discovering on the campaign trail, persuading voters that you belong in the White House takes a lot of work (see article, p. 14). It also takes big bucks. Expenses for a typical presidential campaign include advertising in print, TV, and digital media; paying staff; operating offices; traveling for campaign events and appearances; and more. In the 2012 presidential race, the major candidates spent a combined \$1.3 billion on such expenses. These graphs illustrate how election spending has changed over time.

PRESIDENTIAL CAMPAIGN COSTS, 1984 TO 2012



The top graph shows campaign spending by main presidential candidates from 1984 to 2012. The bottom graph shows spending in selected other elections. Note: the candidate listed first is the winning candidate for that election.

CAMPAIGN COSTS FOR EARLIER ELECTIONS



ANALYZE THE GRAPH

- In the 2000 race, the candidates spent about ____.
 a \$410 million
 b \$460 million
 c \$490 million
 d \$510 million
- In which of these races did spending exceed \$400 million?
 a 1984
 b 1988
 c 1992
 d 1996
- In the 1960 race, spending was ____.
 a about twice the spending in 1932
 b almost half the spending in 1996
 c a little over \$150 million
 d all of the above
- Who won the election in the year that spending was about \$875 million?
 a George W. Bush
 b Barack Obama
 c Bill Clinton
 d John Kerry
- You can tell from the graphs that campaign spending ____.
 a has risen with every election
 b rose above \$1 billion in 2008
 c will decrease in 2016
 d none of the above

DISCUSSION QUESTIONS

- How do you think the types of presidential campaign expenses have changed over time? How do you predict they will change in the future?
- Candidates for president and other federal offices must provide to the Federal Election Commission (FEC) detailed reports on fund-raising and expenditures that exceed \$5,000. Why do you think the FEC requires this?
- Do you think it's possible to win the presidency today without spending hundreds of millions of dollars? Explain.

Uses copy machine, opaque projector, or transparency master for overhead projector. Scholastic Inc. grants teacher-subscribers to The New York Times Upfront permission to reproduce this Skills Sheet for use in their classrooms. ©2016 by Scholastic Inc. All rights reserved.

SOURCES: CENTER FOR RESPONSIVE POLITICS; ROAD TO THE WHITE HOUSE 2016 BY STEPHEN WAYNE; U.S. BLS INFLATION CALCULATOR; TOTALS INCLUDE CAMPAIGN SPENDING BY MAJOR CANDIDATES FOR THE GENERAL ELECTION AND FOR PRIMARIES & CAUCUSES, WHERE KNOWN. *NOTE THAT THE 1860 ELECTION HAD FOUR MAIN CANDIDATES; SPENDING INFORMATION IS AVAILABLE ONLY FOR THESE TWO.