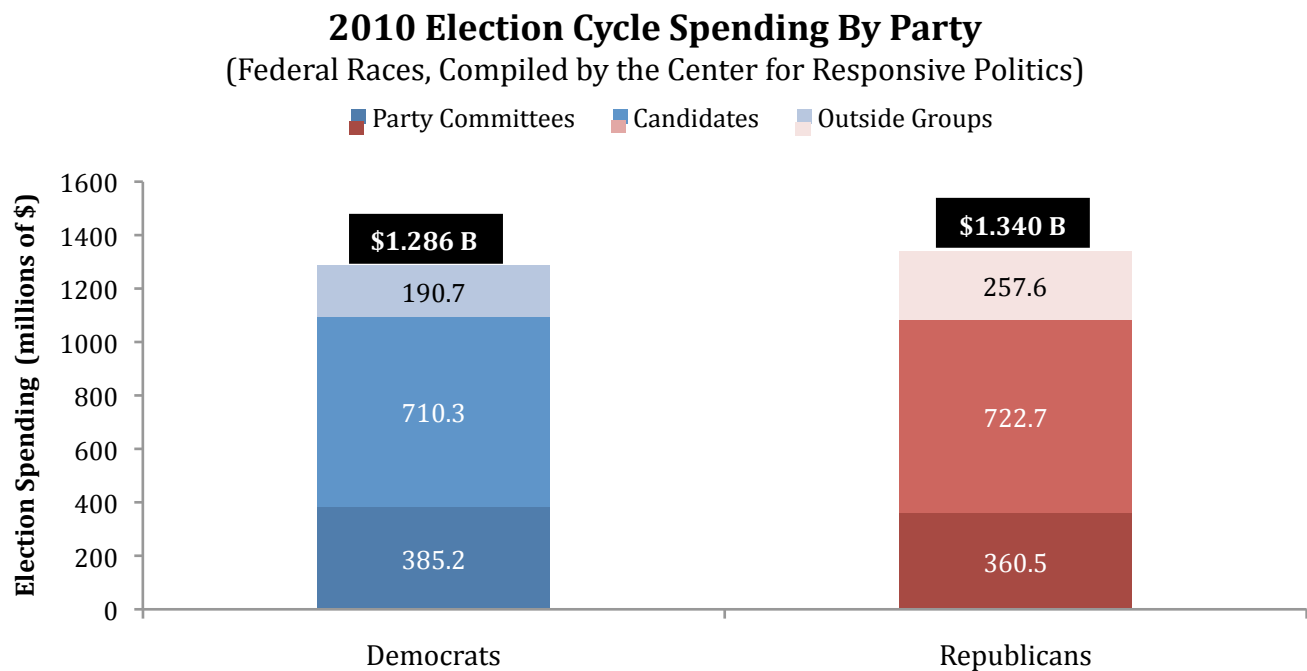


Polling News & Notes

Overlooked Recent Polling and Insights • November 18, 2010

Adding Up 2010 Election Spending: The dust is settling from the 2010 midterms, making it possible to see what, if any, advantage money provided to either party's candidates. Based on data compiled by the [Center for Responsive Politics](#), more than \$2.6 billion was spent on federal races through the close of pre-election reporting on October 13th. That may seem like a lot of money—and 2010 will likely be the most expensive midterms in history—but it's less than Hollywood studios spent [advertising movies](#) last year (\$3.4 billion).

Overall, GOP candidates benefited from a very slight money advantage of around \$54 million out of \$2.6 billion spent. Republican party committees, candidates, and conservative-leaning outside groups spent \$1.340 billion this cycle, compared to \$1.286 billion for Democratic Party committees, candidates, and liberal-leaning outside groups.



Despite the media's focus on the outside groups' spending, these PACs, 527s, and 501(c) groups only accounted for 17% of spending on federal races this cycle, and spending by outside groups was nearly \$130 million lower this year than in 2008. By comparison, candidates made up nearly 55% of all dollars spent this year, and party committees made up more than 28%.

Of course, money wasn't everything: Linda McMahon spent nearly \$50 million of her own money on her Senate campaign—nearly the entire GOP cash advantage over Democrats—and still lost by 7 points. Money may still be the mother's milk of politics, but GOP victories this year were driven by the unpopularity of President Obama and Democrats' policies, not simply a cash advantage.