



NEWS RELEASE

Respond to:
P.O. Box 185
Trenton, New Jersey 08625-0185

(609) 292-8700 or Toll Free Within NJ 1-888-313-ELEC (3532)

CONTACT: JEFF BRINDLE
EXECUTIVE DIRECTOR

FOR RELEASE:
October 31, 2013

With the Tuesday's election looming large, independent spending already is more than twice its previous all-time high while key legislative swing districts are drawing millions of last-minute dollars from those groups as well as the two main parties, according to the latest reports filed with the Election Law Enforcement Commission (ELEC).

“Independent special interest groups have spent more than \$35.4 million already on gubernatorial and legislative elections plus another \$2.3 million to promote or oppose public ballot questions,” said Jeff Brindle, ELEC’s Executive Director. “This mind-boggling total of nearly \$38 million, unprecedented in state history, is more than twice the previous record \$14.9 million spent independently on elections in 2009.”

“It’s a whole new world in New Jersey politics,” Brindle said.

So-called “outside” spending, which by law cannot be coordinated with candidates or parties, comprises nearly 35 percent of all election spending this year, compared to 16 percent in 2009, Brindle added.

Table 1
Overall Campaign Spending
11 Days Before Election*

Type	Spending-2013	Percent	Spending-2009	Percent
Gubernatorial	\$ 21,368,164	20%	\$ 56,099,909	61%
Legislative	\$ 48,621,699	46%	\$ 20,620,589	23%
Independent Special Interest Groups	\$ 37,793,275	35%	\$ 14,924,270	16%
Total	\$ 107,783,138	100%	\$ 91,644,768	100%

* (Includes primary and general election, as well as ballot question expenditures)

Among the ten state elections that have drawn the heaviest independent spending since 2006, New Jersey currently ranks sixth, according to information available from the National Institute on Money in State Politics. “We already are in the top ten state races of all time, and the election still isn’t over,” said Brindle. California ranks number one after independent groups spent nearly \$86 million there in 2010.

Brindle said about three-quarters of all spending by the two major parties is taking place in the top ten legislative districts where a shift in seats could change control of the Legislature.

He noted that the totals listed below do not include millions of dollars more being spent by independent groups in many of the same districts but, due to disclosure limitations and time constraints, could not be immediately broken out by district.

**Table 2
Top Ten Legislative Districts Ranked by
Spending through October 25, 2013**

District	Raised	Spent
3	\$ 3,681,775	\$ 3,140,854
38	\$ 3,040,339	\$ 2,783,847
14	\$ 2,656,583	\$ 2,479,159
2	\$ 2,581,122	\$ 2,222,765
1	\$ 2,177,812	\$ 1,995,198
18	\$ 2,083,582	\$ 1,892,657
21	\$ 2,083,186	\$ 1,714,423
7	\$ 1,885,445	\$ 1,352,311
36	\$ 1,508,680	\$ 960,655
27	\$ 1,688,679	\$ 817,107
Total Top Ten	\$23,387,203	\$19,358,975
All Districts	\$37,162,760	\$26,468,457
Percent	63%	73%

Currently, Democrats control 48 of the 80 Assembly seats, and 24 of the 40 Senate seats. All 120 legislative seats are up for reelection this year. The office of governor also is in contention.

Among the special interest groups spending independently this year, a Super PAC operated by the New Jersey Education Association has emerged as the leading independent spender in this year's elections, spending an estimated \$11.9 million so far on gubernatorial and legislative elections. Super PACs are not subject to contribution limits under recent federal court cases that permit unlimited independent spending.

NJEA, which also has spent more than \$1.4 million through its regular political action committee that is subject to regular state contribution limits, has never before spent more than \$2.3 million on an election, according to ELEC research.

Table 3
Estimated Independent Spending by Special Interest Groups
in 2013 State Campaigns Through October 30, 2013

Group	Spent	General/ Primary/Both?	Election
Garden State Forward (New Jersey Education Association)	\$ 11,925,758 (1)	Both	Gubernatorial and Legislative
Committee for Our Children's Future	\$ 7,800,000	P	Gubernatorial
Fund for Jobs, Growth and Security (also see ballot questions)	\$ 7,631,709	Both	Legislative
One New Jersey	\$ 2,800,000	P	Gubernatorial
Republican Governors Association	\$ 1,725,000	P	Gubernatorial
National Association of Realtors	\$ 1,106,144	Both	Gubernatorial and Legislative
NJ Workers' Voices (NJ AFL-CIO- also see ballot questions)	\$ 1,027,714	Both	Gubernatorial and Legislative
Republican State Leadership Committee	\$ 431,166	G	Legislative
Americans for Prosperity	\$ 400,000	G	Legislative
Latino Consumer Group Inc.	\$ 365,095	G	Gubernatorial
NJ For the People	\$ 115,000	G	Gubernatorial
Working Families Organization	\$ 49,186	G	Gubernatorial
NJ League of Conservation Voters for a Clean Environment	\$ 39,239	G	Legislative
Planned Parenthood Action Fund of NJ	\$ 35,545	G	Gubernatorial
Working Families Organization	\$ 24,465	G	Gubernatorial
New Jersey Family First	\$ 6,724	G	Legislative
Total-Gubernatorial and Legislative Elections	\$35,458,280		
STATEWIDE BALLOT QUESTIONS			
Coalition to Preserve Jobs and Our Constitution Inc.	\$ 955,984	G	Ballot Question
Fund for Jobs, Growth and Security	\$ 686,006	G	Ballot Question
Working Families United for NJ	\$ 432,234	G	Ballot Question
NJ Workers' Voices	\$ 136,876	G	Ballot Question
Working America	\$ 98,619	G	Ballot Question
NJ Keep It Green	\$ 25,276	G	Ballot Question
Total-Ballot Questions	\$ 2,334,995		
Total- Independent Spending	\$37,793,275		

(1) Figured compiled based on figures taken from 527 report filed with IRS, reported Garden State Forward contributions to Fund for Jobs, Growth and Security, and independent expenditure reports filed with ELEC.

Independent groups that support Democratic candidates are dominating Republican-leaning independent committees by roughly a two-to-one margin.

Table 4
Independent Expenditures by Party

Democratic	\$23,950,007
Republican	\$10,402,129
Bipartisan	\$ 1,106,144
Grand Total	\$35,458,280

In the governor's race, Republican incumbent Governor Chris Christie continues to lead Democratic challenger and State Senator Barbara Buono and independent candidates in fundraising. Both major party candidates have qualified for public funding.

**Table 5
Campaign Finance Activity by
Gubernatorial Candidates through October 25, 2013**

Candidate	Party	Raised	Spent	Cash-on-Hand
Chris Christie	R	\$13,205,486**	\$9,170,039	\$4,045,470
Barbara Buono	D	\$ 2,758,469***	\$2,481,337	\$ 276,845
Diane Sare	I	\$ 35,197	\$ 38,343	\$ 4,298
Kenneth Kaplan	I	\$ 2,105	\$ 117	\$ 1,988
William Araujo	I	\$ 1,042	\$ 850	\$ 193
Jeffrey Boss*	I	NA	NA	NA
Steven Welzer*	I	NA	NA	NA
Hank Schroeder*	I	NA	NA	NA
Totals		\$16,002,299	\$11,690,686	\$4,328,794

*Does not expect to raise or spend more than \$4,500.

**\$8.2 million from public funding.

***\$1.6 million from public funding.

While total cash on hand is higher than four years ago, fundraising and spending totals are much lower.

**Table 6
Comparison of Campaign Finance Activity for Gubernatorial
General Election Candidates 11 Days Before Election**

Year	Raised	Spent	Cash-on-Hand
2013	\$16,002,299	\$11,690,686	\$4,328,794
2009	\$37,136,528	\$33,640,635	\$3,637,346
Difference	-57%	-65%	19%

Fundraising and spending on legislative races is higher compared to 2011, the last time both houses were up for reelection. But cash-on-hand is down.

**Table 7
Amounts Reported by Legislative Candidates
through October 25, 2013**

Year	Raised	Spent	Cash-on-Hand
2013	\$37,162,760	\$26,468,457	\$10,768,705
2011	\$36,403,004	\$24,828,692	\$11,783,623
Difference	2%	7%	-9%

With majorities in both houses, Democrats continue to outpace Republicans and independents in fundraising, spending and cash-on-hand.

**Table 8
Party Breakdown of Legislative Campaign
Finance Activity through October 25, 2013**

Party	Raised	Spent	Cash-on-Hand
Democrats	\$24,948,353	\$18,254,394	\$ 6,826,012
Independents	\$ 80,796	\$ 50,930	\$ 30,054
Republicans	\$12,133,611	\$ 8,163,133	\$ 3,912,639
All Parties	\$37,162,760	\$26,468,457	\$10,768,705

Following historical trends, incumbents enjoy a major advantage over challengers.

**Table 9
Incumbents Versus Challengers
Through October 25, 2013**

Group	Raised	Spent	Cash-on-Hand
Incumbents	\$29,770,609	\$20,079,407	\$ 9,855,573
Challengers	\$ 7,392,150	\$ 6,389,050	\$ 913,132
All Candidates	\$37,162,760	\$26,468,457	\$10,768,705

Candidates for 80 Assembly seats have outraised and outspent candidates for 40 Senate seats but Senate candidates report larger cash reserves with the campaign entering its final days.

**Table 10
Fundraising By Legislative Houses Through October 25, 2013**

Legislative House	Raised	Spent	Cash-on-Hand
Senate Candidates	\$18,306,181	\$12,409,571	\$ 5,852,623
Assembly Candidates	\$18,856,579	\$14,058,886	\$ 4,916,082
Total	\$37,162,760	\$26,468,457	\$10,768,705

The numbers in this report should be considered preliminary. The analysis of gubernatorial and legislative campaign finance activity is based on 11-day pre-election fundraising reports received by 5 p.m. October 28, 2013. The analysis of spending by independent groups includes information from 48-hour notices through October 30.

Reports filed by legislative and gubernatorial candidates are available online on ELEC's website at www.elec.state.nj.us. A downloadable summary of data from legislative reports is available in both spreadsheet and PDF formats at www.elec.state.nj.us/publicinformation/statistics.htm.

Several, but not all, independent groups also file reports with ELEC. These reports can be searched at www.elec.state.nj.us/ELECReport/IndependentExpenditureSearch.aspx. Some also disclose their activities in reports made public by the Internal Revenue Service at www.irs.gov/Charities-&-Non-Profits/Political-Organizations.

ELEC also can be accessed on Facebook (www.facebook.com/NJElectionLaw) and Twitter (www.twitter.com/elecj). Follow us on You-Tube.

###