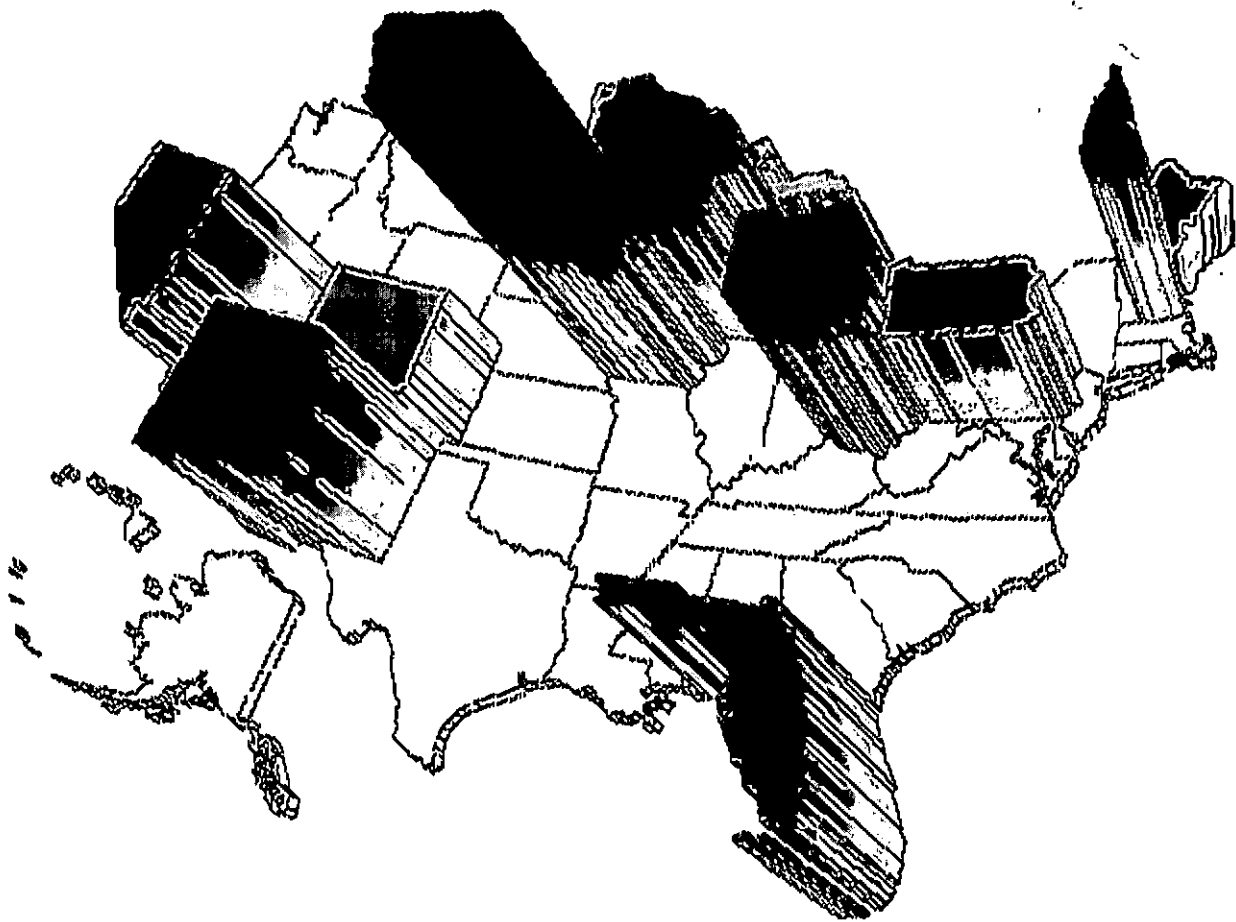


Who Picks the President?



A report by
FairVote – The Center for Voting and Democracy's
Presidential Elections Reform Program

www.fairvote.org/presidential

Executive Summary

Who Picks the President? provides information on where major party presidential campaigns and allied groups spent money on television ads and where the major party candidates for president and vice-president traveled in the peak season of the 2004 campaign. This data is combined into an “attention index” that measures a state’s relative attention on a per capita basis. The results show that voters in seven states received the bulk of the attention, receiving more than four times the attention they would have received if every voter were treated equally. Voters in an additional seven states received more attention than the national average, while voters in 37 states (counting the District of Columbia) received less attention than the national average, including 19 states that received no attention at all. Among key findings:

- 1) The attention index for the 25th-highest ranked state, Tennessee, was 0.04 – meaning voters in the median state received 1/25th the attention of what they would have likely received if every voter were treated equally.
- 2) In per capita terms, the states receiving the most attention were Iowa, Ohio and New Hampshire. In absolute terms, the three states were Ohio, Florida and Pennsylvania.
- 3) 23 states had zero television ads, while just three states had more than 52% of all the ads shown during peak campaign season. Florida had 55,477 ads while California, New York and Texas had a combined total of only seven ads.
- 4) The campaigns were very confident in targeting their efforts in the final weeks based on internal polling. For instance, Missouri was a hard-fought state in 2000, with George Bush winning by just 3%. But its attention index in 2004 was only 0.69. The campaigns paid even less attention to some other recently competitive states like Arkansas (at 0.11) and Louisiana (0.03).
- 5) The campaigns gave small population states and medium sized states the least amount of attention. Analyzing states grouped by population, the median state in every grouping received less than a quarter of the attention received by the average voter nationally. Of the 18 smallest population states, 11 received absolutely no attention.
- 6) The campaigns spent more than \$10 per vote in the peak season in New Mexico and Nevada. More than \$1 per vote was spent in 12 additional states. A nickel or less was spent per vote in 28 states, including less than a penny in 25 states.
- 7) Looking at the ranking broken down by party shows only slight variation; the parties largely mirrored each other’s activities.

Acknowledgements

Chaired by former presidential candidate John B. Anderson, FairVote is a non-profit, non-partisan organization that promotes fair elections. *Who Picks the President?* was produced by FairVote’s Presidential Elections Reform Program, headed by Christopher Pearson. The report was produced by Pearson and his FairVote colleagues Rob Richie and Adam Johnson. For more information, contact:

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Who Picks the President?

The Campaigns' Answer in Visits and TV Ad Spending

The election of the president of the United States is certainly the most watched American election, and perhaps the world's most watched political contest. No other office captures our imagination like the presidency. It has glamour and power. The position symbolizes America; after all, it is the one office elected by voters of all states in the nation.

But while everyone gets to vote for president, fewer and fewer Americans cast a meaningful ballot. They are trapped in a spectator state – one that sits on the sidelines while record amounts of money and attention are showered on neighbors in contested states, the so-called battleground states.

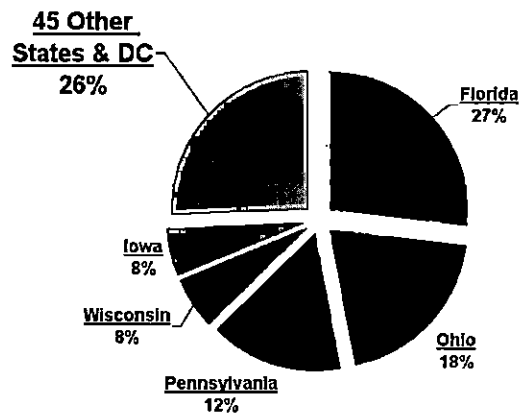
In 2004, Republican George W. Bush and Democrat John Kerry ran a close, hard-fought campaign for president. *Who Picks the President?* documents the allocation of campaign resources by the major party campaigns and interest groups from September 26th to November 2nd 2004 – the peak campaign season in the most expensive presidential campaign in history. While the conclusion that swing states are more heavily courted than the rest of the country is hardly shocking, the magnitude of the discrepancy between battleground and spectator states has not been debated. Our study also reveals how modern campaigns' polling techniques and sophisticated analysis of past voting patterns leads to very few competitive states by the last weeks of a modern presidential campaign.

Three States Dominate

The 2004 Presidential election was dominated by the three battleground states with the largest populations: Florida, Ohio and Pennsylvania. Together these three states have just 14% of the American population but accounted for an absolute majority of the money spent on TV advertising and more than 45% of presidential and vice presidential candidate visits during the campaign's peak season. Per capita, however, the state that received the very most attention was Iowa, whose privileged position in the presidential nomination process was repeated in this year's general elections. The third-ranked state was New Hampshire, also echoing its role in presidential primaries. Those small states were anomalies, however; on average, small states received far less attention per capita than bigger states.

Not surprisingly, after its key role in the 2000 election, Florida was the most intensively contested state in the 2004 election. 27% of all money spent on TV advertising went to Florida, as did 20% of all candidate visits. A quarter of all resources expended to influence

More money was spent advertising in Florida than 45 states and DC combined.



the 2004 election thus were heaped on the 6% of the US population that lives in Florida. In comparative terms, more money was spent advertising in Florida than 45 states and DC combined. The combined spending of the campaigns and their 527 allies was less than 17 cents per voter in 31 states and the District of Columbia. It was more than \$6.25 per voter in the top seven states, including \$8.45 in Florida.

However the sheer scale of the efforts dedicated to swinging Florida voters are obscured in hindsight by George Bush's relatively large (380,978 votes or 5%) margin of victory – making Florida only the 12th closest state in the nation in victory margin, as opposed to the closest in 2000. This suggests that Ohio – with a 2.1% victory margin, the most competitive large state won by Bush – will be even more aggressively courted in 2008.

Battleground State Focus

The closest states by margin in the 2004 election – Wisconsin, Iowa, New Mexico, New Hampshire, Ohio, Pennsylvania, Nevada, Michigan, Oregon, Colorado and Florida – accounted for 92% of all candidate visits and an astonishing 96 % of all TV expenditures during the last five and a half weeks of the election. But this list collectively only makes up 27% of the US population.

In contrast, the lowest ranking 25 states on our list, home to 51% of the population, received three visits from major candidates during peak season, and a paltry \$395,844 dollars in television ads. That's comparable to what two allied groups each spent in just one state (Florida) during the last *three days* of the election – with Swift Boat Veterans for Truth spending \$432,270 and the League of Conservation Voters \$340,022.

Where States Rank

On a per capita basis the voters of Iowa were the most intensively courted citizens in the United States during the 2004 election. While candidates did not spend an especially large amount of money on advertising in the state – the state ranked seventh in spending – Iowa, with only 1% of the American population was visited 37 times in the last five weeks by major party candidates, the third largest total behind Florida (61 visits) and Ohio (48 visits), both of which have much larger populations.

In terms of ads aired, Florida had 55,477 ads, Ohio 44,131 and Pennsylvania 30,228. Together they had 52% of all the ads aired. New Hampshire, with only two U.S. House seats, had 5,929 ads. In contrast, California, Texas, Illinois and New York – where 30% of the country lives and with a total of 135 U.S. House seats – had a total of seven ads. They were treated to just three campaign visits, all of which were almost certainly just to raise money or appear on national television programs.

Illinois and Texas fall last in our ranking because they are the states with the largest population that received no campaign attention. 17 other states were also completely ignored. In all, 28 states went without a visit from any of the four candidates and another nine had fewer than five visits. Only six states enjoyed more than 15 visits from the major candidates.

On the spending side, voters in 23 states did not see a single television ad: Texas experienced just one ad (\$127 worth) and another 11 states were deemed worth spending less than \$500,000 on. At the top end, 16 states received more than \$1 million in ads, and candidates and committees spent more than \$10 million in just six states. Of the states home to the top ten media markets, with 30% of American television viewers, ads were only aired in New York (six ads) and Pennsylvania (30,228 ads).

The Campaigns Narrow the Field

Our data shows how focused the campaigns and their allies could be in the peak season. Even though 12 states were won by 5% or less, only seven stood out, receiving on average more than four times the national average (1.0) in our attention index. Seven other received an average of 1.83. The 37 remaining jurisdictions (including the District of Columbia) were home to 72% of the US population but had next to no attention.

All Categories of States Lose Out, But Small States the Most

Some suggest the current state-by-state, winner-take-all Electoral College system means candidates spend more attention on smaller states, but our data shows that this is generally not true. We divided the states into size classes, and then compared the relative average attention in each group of states. If all states were treated in exact equality relative to population, each state would receive a measure of one in the attention index. Thus, any attention index number above 1.0 indicates relatively more attention than the national average, while less than 1.0 indicates less attention. Note that voters in large states are the only ones to receive more than the 1.0 national average, although the median state in every grouping of states is well below the national average. We found the following:

- 6 largest states (at least 21 electoral votes): index of 1.15 (mean) and 0.03 (median)
- 5 large states (15 to 20 electoral vote): index of 1.34 (mean) and 0.23 (median)
- 10 medium states (10 to 14 electoral votes): index of 0.87 (mean) and 0.14 (median)
- 12 small states (6 to 9 electoral votes): index of 0.98 (mean) and 0.035 (median)
- 18 smallest states (5 or fewer electoral votes): index of 0.87 (mean) and 0 (median)

Party Comparisons

The major parties generally mirrored each other's activities. Among exceptions, Democrats made Maine their 10th highest state but Republicans gave them no attention, substituting Hawaii instead. The focus for California was different too. Democrats visited just twice, Republicans never made it to our nations largest state. In total, these small differences remain trivial when compared to the crushing attention handed to just a few states.

Inequality and Policy

In conclusion, one might ask whether campaign attention really matters. FairVote believes it is hardly fitting for most Americans to receive little, if any, attention in elections for our one national office. We are already seeing significant discrepancies in voter participation between

battleground states and spectator states. In closely contested states participation rose by nearly 10% in 2004, compared to just 2% in spectator states. When we look at voters under 30 the discrepancy grows by a whopping 17%. We also believe there are and inevitably will be impacts on policy and the attention because of electoral calculations by incumbent administrations. For example, consider that in the past two years Florida and Louisiana both experienced significant damage due to hurricanes. Could any differential treatment they received from the federal government in the wake of these disasters be tied to how much they matter in presidential elections? Louisiana's attention index was 0.03 in 2004, while Florida's index was fully 135 times greater at 4.05. Major party presidential candidates visited Florida 61 times in the peak season, but no candidate visited Louisiana.

We hope this report contributes to a dialogue about what it means to have most of the country ignored during the election of the president. Every four years we are asked to pay attention and choose our leaders. Shouldn't candidates be asked to pay a little attention to all of us?

Methodology:
All the data comes from cnn.com and pertains to the period from September 26th to November 2nd, 2004. Candidate visits include presidential and vice presidential candidates for both Democrats and Republicans. Home state visits for each of these four candidates were not tallied. TV ad data includes candidate expenditure and independent expenditures combined.

The formula uses two measures:

State visits/total visits in US = % of visits
State ad spending/total ad spending in US = % of ad \$

Ranking is calculated this way:

$$(\% \text{ of visits} + \% \text{ of ad } \$) / 2 / \% \text{ of US Population in given state}$$

Guide to Charts and Graphs

On the following pages are summary graphs and charts on the 50 states and the District of Columbia:

1. 2004 campaign Attention Index ranking – lists states based on TV ad expenses and campaign visits factored by population (*page 7*)
2. 2004 campaign Democrat Attention Index ranking – lists states based on TV ad expenses and campaign visits factored by population (*page 8*)
3. 2004 Campaign Republican Attention Index ranking – lists states based on TV ad expenses and campaign visits factored by population (*page 9*)
4. Pie graph showing Attention Index top 5 states vs. state population (*page 10*)
5. Pie graph showing Attention Index for all states (*page 11*)
6. Pie graph of campaign visits (*page 11*)
7. Pie graph of TV ad spending (*page 11*)
8. Visit ranking based on visits from major party candidates (*page 12*)
9. TV ad spending ranking for candidates and committees (*page 13*)
10. Total number of television ads per state (*page 14*)
11. What a vote is worth based on ad spending per voter by state (*page 15*)
12. TV ad spending by specific interest groups listed by state (*pages 16-25*)

2004 Peak Season Campaign Attention Index

Ranking	State	Money Spent	TV ad % spent in state	Visits	Visit % in state	Visit%+TV ad%/2	State Pop	% US Pop	Attention Index
1	Iowa	\$9,412,462	3.96%	37	12.71%	8.34%	2,954,451	1.01%	8.29
2	Ohio	\$47,258,086	19.90%	48	16.49%	18.20%	11,459,011	3.90%	4.66
3	New Hampshire	\$4,608,200	1.94%	6	2.06%	2.00%	1,299,500	0.44%	4.52
4	Wisconsin	\$14,468,062	6.09%	31	10.65%	8.37%	5,509,026	1.88%	4.46
5	New Mexico	\$8,096,270	3.41%	6	2.06%	2.74%	1,903,289	0.65%	4.22
6	Florida	\$64,280,557	27.07%	61	20.96%	24.02%	17,397,161	5.92%	4.05
7	Nevada	\$8,596,795	3.62%	7	2.41%	3.01%	2,334,771	0.80%	3.79
8	Pennsylvania	\$36,813,492	15.51%	23	7.90%	11.70%	12,406,292	4.22%	2.77
9	Minnesota	\$10,734,683	4.52%	14	4.81%	4.67%	5,100,958	1.74%	2.69
10	Colorado	\$7,015,486	2.95%	10	3.44%	3.20%	4,601,403	1.57%	2.04
11	Michigan	\$13,518,566	5.69%	19	6.53%	6.11%	10,112,620	3.44%	1.77
12	Maine	\$2,171,101	0.91%	1	0.34%	0.63%	1,317,253	0.45%	1.40
13	Oregon	\$2,280,367	0.96%	6	1.72%	1.34%	3,594,586	1.22%	1.09
14	West Virginia	\$2,213,110	0.93%	1	0.34%	0.64%	1,815,354	0.62%	1.03
15	Missouri	\$2,361,944	0.99%	5	1.72%	1.36%	5,754,618	1.96%	0.69
16	Hawaii	\$388,095	0.16%	1	0.34%	0.25%	1,262,840	0.43%	0.59
17	Arizona	\$104,186	0.04%	5	1.72%	0.88%	5,743,834	1.96%	0.45
18	New Jersey	\$0	0.00%	4	1.37%	0.69%	8,698,879	2.96%	0.23
19	Kansas	\$0	0.00%	1	0.34%	0.17%	2,735,502	0.93%	0.18
20	Massachusetts	\$0	0.00%	2	0.69%	0.34%	6,416,505	2.19%	0.16
21	Washington	\$1,198,882	0.50%	0	0.00%	0.25%	6,203,788	2.11%	0.12
22	Arkansas	\$485,305	0.20%	0	0.00%	0.10%	2,752,629	0.94%	0.11
23	Maryland	\$0	0.00%	1	0.34%	0.17%	5,558,058	1.89%	0.09
24	Oklahoma	\$235,485	0.10%	0	0.00%	0.05%	3,523,553	1.20%	0.04
25	Tennessee	\$356,774	0.15%	0	0.00%	0.08%	5,900,962	2.01%	0.04
26	North Carolina	\$431,899	0.18%	0	0.00%	0.09%	8,541,221	2.91%	0.03
27	California	\$0	0.00%	2	0.69%	0.34%	35,893,799	12.22%	0.03
28	Louisiana	\$203,093	0.09%	0	0.00%	0.04%	4,515,770	1.54%	0.03
29	New York	\$33,037	0.01%	1	0.34%	0.18%	19,227,088	6.55%	0.03
30	District of Columbia	\$33,311	0.01%	0	0.00%	0.01%	830,364	0.28%	0.02
31	Alabama	\$87,424	0.04%	0	0.00%	0.02%	4,530,182	1.54%	0.01
32	South Carolina	\$38,852	0.02%	0	0.00%	0.01%	4,198,068	1.43%	0.01
33	Wyoming	\$0	0.00%	0	0.00%	0.00%	506,529	0.17%	0.00
34	Delaware	\$0	0.00%	0	0.00%	0.00%	553,523	0.19%	0.00
35	Vermont	\$0	0.00%	0	0.00%	0.00%	621,394	0.21%	0.00
36	North Dakota	\$0	0.00%	0	0.00%	0.00%	634,366	0.22%	0.00
37	Alaska	\$0	0.00%	0	0.00%	0.00%	655,435	0.22%	0.00
38	South Dakota	\$0	0.00%	0	0.00%	0.00%	770,883	0.26%	0.00
39	Montana	\$0	0.00%	0	0.00%	0.00%	926,865	0.32%	0.00
40	Rhode Island	\$0	0.00%	0	0.00%	0.00%	1,080,632	0.37%	0.00
41	Idaho	\$0	0.00%	0	0.00%	0.00%	1,393,262	0.47%	0.00
42	Nebraska	\$0	0.00%	0	0.00%	0.00%	1,747,214	0.59%	0.00
43	Utah	\$0	0.00%	0	0.00%	0.00%	2,389,039	0.81%	0.00
44	Mississippi	\$0	0.00%	0	0.00%	0.00%	2,902,966	0.99%	0.00
45	Connecticut	\$0	0.00%	0	0.00%	0.00%	3,503,604	1.19%	0.00
46	Kentucky	\$0	0.00%	0	0.00%	0.00%	4,145,922	1.41%	0.00
47	Indiana	\$0	0.00%	0	0.00%	0.00%	6,237,569	2.12%	0.00
48	Virginia	\$0	0.00%	0	0.00%	0.00%	7,459,827	2.54%	0.00
49	Georgia	\$0	0.00%	0	0.00%	0.00%	8,829,383	3.01%	0.00
50	Illinois	\$0	0.00%	0	0.00%	0.00%	12,713,634	4.33%	0.00
51	Texas	\$127	0.00%	0	0.00%	0.00%	22,490,022	7.66%	0.00
	Total	\$237,425,651		291			293,655,404		avg. 1.0

2004 Peak Season Democrat Campaign Attention Index

Ranking	State	Kerry Ad \$	D Interest Ad \$	D Total Ad \$	Ad % Spent in State	Total Visits	% in State	Visit%+Ad%/2	% US Pop	Attention Index
1	Iowa	\$2,839,191	\$2,704,134	\$5,543,325	4.15%	21	14.09%	9.12%	11.01%	9.06
2	Ohio	\$12,588,208	\$12,693,436	\$25,281,644	18.91%	28	18.79%	18.85%	3.90%	4.83
3	New Hampshire	\$878,735	\$1,178,736	\$2,057,471	1.54%	4	2.68%	2.11%	0.44%	4.77
4	New Mexico	\$2,898,550	\$1,626,620	\$4,525,170	3.38%	4	2.68%	3.03%	0.65%	4.68
5	Florida	\$18,956,635	\$18,566,221	\$37,522,856	28.06%	33	22.15%	25.10%	5.92%	4.24
6	Nevada	\$2,175,175	\$2,446,152	\$4,621,327	3.46%	3	2.01%	2.73%	0.80%	3.44
7	Wisconsin	\$4,433,616	\$3,840,534	\$8,274,150	6.19%	10	6.71%	6.45%	1.88%	3.44
8	Minnesota	\$3,800,174	\$2,711,443	\$6,511,617	4.87%	7	4.70%	4.78%	1.74%	2.75
9	Pennsylvania	\$11,721,975	\$7,904,781	\$19,626,756	14.68%	19	6.04%	10.36%	4.22%	2.45
10	Maine	\$898,581	\$650,251	\$1,548,832	1.16%	1	0.67%	0.91%	0.45%	2.04
11	Colorado	\$2,271,832	\$906,578	\$3,178,410	2.38%	4	2.68%	2.53%	1.57%	1.62
12	Michigan	\$5,709,922	\$1,841,380	\$7,551,302	5.65%	7	4.70%	5.17%	3.44%	1.50
13	Oregon	\$1,180,927	\$44,987	\$1,225,914	0.92%	4	2.68%	1.80%	1.22%	1.47
14	Missouri	\$0	\$1,965,989	\$1,965,989	1.47%	3	2.01%	1.74%	1.96%	0.89
15	West Virginia	\$738,162	\$572,141	\$1,310,303	0.98%	0	0.00%	0.49%	0.62%	0.79
16	Kansas	\$0	\$0	\$0	0.00%	1	0.67%	0.34%	0.93%	0.36
17	Arizona	\$0	\$0	\$0	0.00%	2	1.34%	0.67%	1.96%	0.34
18	Massachusetts	\$0	\$0	\$0	0.00%	2	1.34%	0.67%	2.19%	0.31
19	Hawaii	\$27,198	\$270,218	\$297,416	0.22%	0	0.00%	0.11%	0.43%	0.26
20	New Jersey	\$0	\$0	\$0	0.00%	2	1.34%	0.67%	2.96%	0.23
21	Washington	\$556,946	\$472,760	\$1,029,706	0.77%	0	0.00%	0.39%	2.11%	0.18
22	Maryland	\$0	\$0	\$0	0.00%	1	0.67%	0.34%	1.89%	0.18
23	Arkansas	\$0	\$306,653	\$306,653	0.23%	0	0.00%	0.11%	0.94%	0.12
24	Oklahoma	\$0	\$285,985	\$285,985	0.21%	0	0.00%	0.11%	1.20%	0.09
25	Tennessee	\$0	\$336,554	\$336,554	0.25%	0	0.00%	0.13%	2.01%	0.06
26	California	\$0	\$0	\$0	0.00%	2	1.34%	0.67%	12.22%	0.05
27	North Carolina	\$0	\$412,623	\$412,623	0.31%	0	0.00%	0.15%	2.91%	0.05
28	New York	\$0	\$0	\$0	0.00%	1	0.67%	0.34%	6.55%	0.05
29	Louisiana	\$0	\$161,422	\$161,422	0.12%	0	0.00%	0.06%	1.54%	0.04
30	District of Columbia	\$2,886	\$8,272	\$11,158	0.01%	0	0.00%	0.00%	0.19%	0.02
31	Alabama	\$0	\$89,141	\$89,141	0.07%	0	0.00%	0.03%	1.54%	0.02
32	South Carolina	\$0	\$38,852	\$38,852	0.03%	0	0.00%	0.01%	1.43%	0.01
33	Wyoming	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.17%	0.00
34	Vermont	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.21%	0.00
35	North Dakota	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.22%	0.00
36	Alaska	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.22%	0.00
37	South Dakota	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.26%	0.00
38	Delaware	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.28%	0.00
39	Montana	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.32%	0.00
40	Rhode Island	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.37%	0.00
41	Idaho	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.47%	0.00
42	Nebraska	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.59%	0.00
43	Utah	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.81%	0.00
44	Mississippi	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.99%	0.00
45	Connecticut	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	1.19%	0.00
46	Kentucky	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	1.41%	0.00
47	Indiana	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	2.12%	0.00
48	Virginia	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	2.54%	0.00
49	Georgia	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	3.01%	0.00
50	Illinois	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	4.33%	0.00
51	Texas	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	7.66%	0.00
	Total	\$71,678,713	\$62,035,863	\$133,714,576	100.00%	149	100.00%	100.00%	100.00%	avg. 1.0

2004 Peak Season Republican Campaign Attention Index

Ranking	State	Bush Ad \$	R Interests Ad \$	R Total Ad \$	Ad % Spent in State	Total Visits	% in State	Visit%+Ad%/2	% US Pop	Attention Index
1	Iowa	\$2,149,705	\$1,408,438	\$3,558,143	3.39%	16	10.81%	7.10%	1.01%	7.06
2	Wisconsin	\$3,362,036	\$2,778,751	\$6,140,787	5.85%	21	14.19%	10.02%	1.88%	5.34
3	Ohio	\$11,332,296	\$12,161,125	\$23,493,421	22.40%	20	13.51%	17.96%	3.90%	4.60
4	New Hampshire	\$1,172,541	\$1,345,258	\$2,517,799	2.40%	2	1.35%	1.88%	0.44%	4.24
5	Nevada	\$2,621,806	\$1,318,624	\$3,940,430	3.76%	4	2.70%	3.23%	0.80%	4.06
6	Florida	\$17,152,568	\$9,527,823	\$26,680,391	25.44%	28	18.92%	22.18%	5.92%	3.74
7	New Mexico	\$1,977,795	\$1,265,509	\$3,243,304	3.09%	2	1.35%	2.22%	0.65%	3.43
8	Pennsylvania	\$10,918,618	\$6,061,903	\$16,980,521	16.19%	14	9.46%	12.82%	4.22%	3.04
9	Colorado	\$2,367,200	\$1,527,083	\$3,894,283	3.71%	6	4.05%	3.88%	1.57%	2.48
10	Minnesota	\$2,907,487	\$1,094,978	\$4,002,465	3.82%	7	4.73%	4.27%	1.74%	2.46
11	Michigan	\$4,974,690	\$972,574	\$5,947,264	5.67%	12	8.11%	6.89%	3.44%	2.00
12	West Virginia	\$736,370	\$104,234	\$840,604	0.80%	1	0.68%	0.74%	0.62%	1.19
13	Hawaii	\$0	\$90,567	\$90,567	0.09%	1	0.68%	0.38%	0.43%	0.89
14	Missouri	\$147,910	\$1,360,468	\$1,508,378	1.44%	2	1.35%	1.39%	1.96%	0.71
15	Oregon	\$994,157	\$22,041	\$1,016,198	0.97%	1	0.68%	0.82%	1.22%	0.67
16	Arizona	\$0	\$0	\$0	0.00%	3	2.03%	1.01%	1.96%	0.52
17	New Jersey	\$0	\$0	\$0	0.00%	2	1.35%	0.68%	2.96%	0.23
18	Maryland	\$697,329	\$0	\$697,329	0.66%	0	0.00%	0.33%	1.89%	0.18
19	Arkansas	\$58,668	\$82,256	\$140,924	0.13%	0	0.00%	0.07%	0.94%	0.07
20	Washington	\$148,134	\$0	\$148,134	0.14%	0	0.00%	0.07%	2.11%	0.03
21	Louisiana	\$0	\$41,671	\$41,671	0.04%	0	0.00%	0.02%	1.54%	0.01
22	Wyoming	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.17%	0.00
23	District of Columbia	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.19%	0.00
24	Vermont	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.21%	0.00
25	North Dakota	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.22%	0.00
26	Alaska	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.22%	0.00
27	South Dakota	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.26%	0.00
28	Delaware	\$0	\$1,549	\$1,549	0.00%	0	0.00%	0.00%	0.28%	0.00
29	Montana	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.32%	0.00
30	Rhode Island	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.37%	0.00
31	Maine	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.45%	0.00
32	Idaho	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.47%	0.00
33	Nebaska	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.59%	0.00
34	Utah	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.81%	0.00
35	Kansas	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.93%	0.00
36	Mississippi	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	0.99%	0.00
37	Connecticut	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	1.19%	0.00
38	Oklahoma	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	1.20%	0.00
39	Kentucky	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	1.41%	0.00
40	South Carolina	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	1.43%	0.00
41	Alabama	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	1.54%	0.00
42	Tennessee	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	2.01%	0.00
43	Indiana	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	2.12%	0.00
44	Massachusetts	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	2.19%	0.00
45	Virginia	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	2.54%	0.00
46	North Carolina	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	2.91%	0.00
47	Georgia	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	3.01%	0.00
48	Illinois	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	4.33%	0.00
49	New York	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	6.55%	0.00
50	Texas	\$127	\$0	\$127	0.00%	0	0.00%	0.00%	7.66%	0.00
51	California	\$0	\$0	\$0	0.00%	0	0.00%	0.00%	12.22%	0.00
	Total	\$63,719,437	\$41,164,852	\$104,884,289	100.00%	142	95.95%	97.97%	100.00%	avg. 1.0

2004 Peak Season Campaign Attention vs. State Population

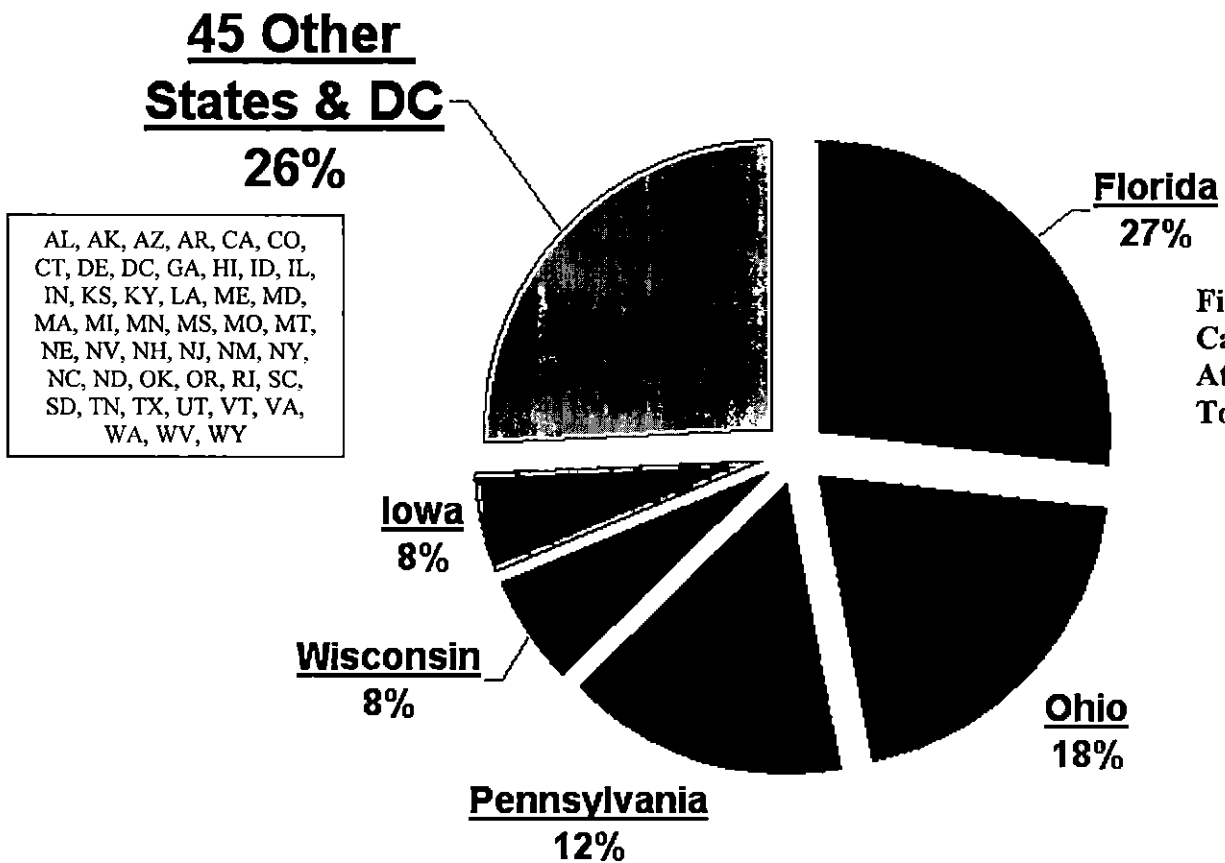


Figure 1. Campaign Attention for Top 5 States

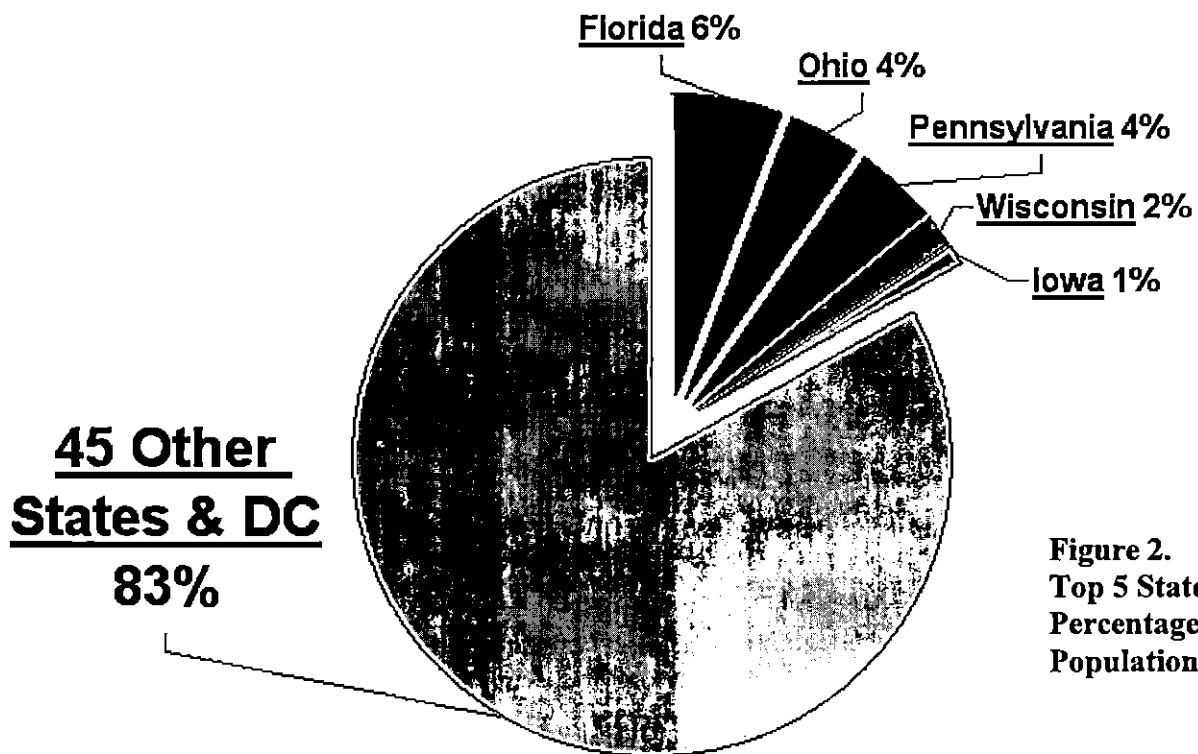
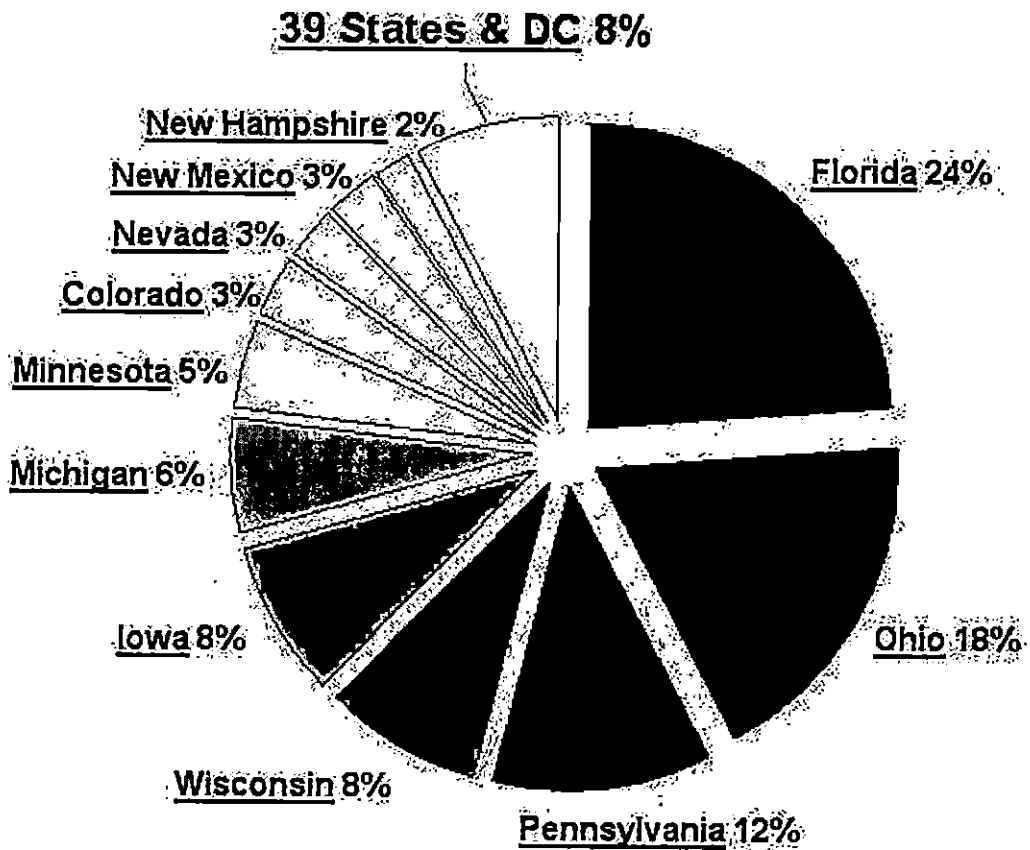
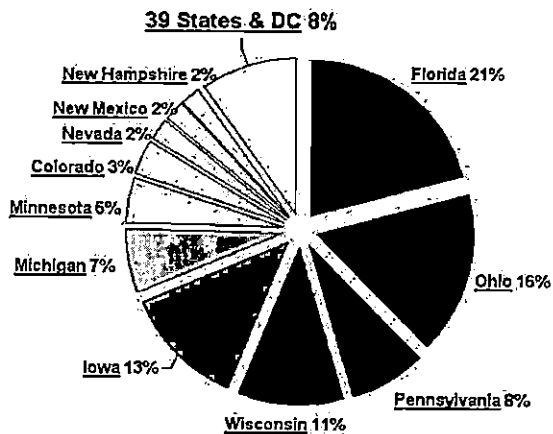


Figure 2. Top 5 States as a Percentage of US Population

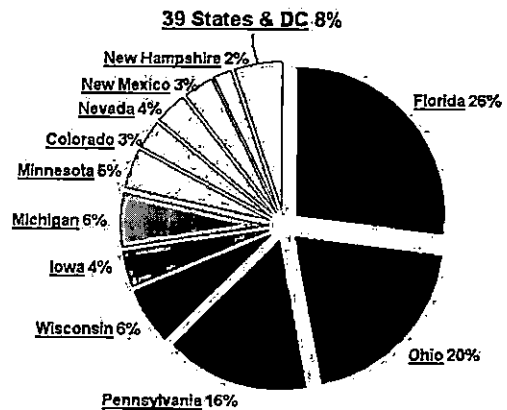
TV Ad Spending & Visits During 2004 Peak Season



Campaign Visits



TV Ad Spending



Candidate Visits

State	BUSH	CHENEY	R	KERRY	EDWARDS	D	TOTAL VISITS*
FL	16	12	28	13	20	33	61
OH	10	10	20	13	15	28	48
IA	10	6	16	7	14	21	37
WI	8	13	21	5	5	10	31
PA	7	7	14	3	6	9	23
MI	4	8	12	2	5	7	19
MN	3	4	7	2	5	7	14
CO	4	2	6	3	1	4	10
NV	2	2	4	3		3	7
DC	6		6			0	6
NH	2		2	3	1	4	6
NM		2	2	4		4	6
AZ	3		3	2		2	5
MO	2		2	2	1	3	5
OR	1		1		4	4	5
TX	4*		0			0	0
NJ	1	1	2		2	2	4
MA			0	2*	2	2	2
WY		3*	0			0	0
CA			0		2	2	2
NC			0		2*	0	0
HI		1	1			0	1
WV		1	1			0	1
ME			0		1	1	1
MD			0		1	1	1
KS			0		1	1	1
NY			0		1	1	1
Total	79	69	148	62	87	149	297

*not factored in final tally

AZ, NJ, KS, MA, MD, CA, NY, WV, DE, VT, ND, AK, SD, MT, RI, ID, NE, UT, MI, CT, KT, IN, VA, GA, IL are not listed because they received no visits during peak campaign season.

“R” indicates the total visits for Republicans George Bush and Dick Cheney. “D” indicates the total visits for Democrats John Kerry and John Edwards.

TV Ad Spending by Group

State	Bush	R Interest Groups	Kerry	D Interest Groups	Total
FL	\$17,152,568	\$9,527,823	\$18,956,635	\$18,566,221	\$64,203,247
OH	\$11,332,296	\$12,161,125	\$12,588,208	\$12,693,436	\$48,775,065
PA	\$10,918,618	\$6,061,903	\$11,721,975	\$7,904,781	\$36,607,277
WI	\$3,362,036	\$2,778,751	\$4,433,616	\$3,840,534	\$14,414,937
MI	\$4,974,690	\$972,574	\$5,709,922	\$1,841,380	\$13,498,566
MN	\$2,907,487	\$1,094,978	\$3,800,174	\$2,711,443	\$10,514,082
IA	\$2,149,705	\$1,408,438	\$2,839,191	\$2,704,134	\$9,101,468
NV	\$2,621,806	\$1,318,624	\$2,175,175	\$2,446,152	\$8,561,757
NM	\$1,977,795	\$1,265,509	\$2,898,550	\$1,626,620	\$7,768,474
CO	\$2,367,200	\$1,527,083	\$2,271,832	\$906,578	\$7,072,693
NH	\$1,172,541	\$1,345,258	\$878,735	\$1,178,736	\$4,575,270
MO	\$147,910	\$1,360,468	\$0	\$1,965,989	\$3,474,367
ME	\$697,329	\$0	\$898,581	\$650,251	\$2,246,161
OR	\$994,157	\$22,041	\$1,180,927	\$44,987	\$2,242,112
WV	\$736,370	\$104,234	\$738,162	\$572,141	\$2,150,907
WA	\$148,134	\$0	\$556,946	\$472,760	\$1,177,840
AR	\$58,668	\$82,256	\$0	\$306,653	\$447,577
NC	\$0	\$19,274	\$0	\$412,623	\$431,897
HI	\$0	\$90,567	\$27,198	\$270,218	\$387,983
TN	\$0	\$0	\$0	\$336,554	\$336,554
OK	\$0	\$0	\$0	\$285,985	\$285,985
LA	\$0	\$41,671	\$0	\$161,422	\$203,093
AL	\$0	\$0	\$0	\$89,141	\$89,141
SC	\$0	\$0	\$0	\$38,852	\$38,852
DC	\$0	\$1,549	\$2,886	\$8,272	\$12,707
TX	\$127	\$0	\$0	\$0	\$127
Total	\$63,719,437	\$41,184,126	\$71,678,713	\$62,035,863	\$238,618,139

NJ, KS, MA, MD, CA, WY, DE, VT, ND, AK, SD, MT, RI, ID, NE, UT, MI, CT, KT, IN, VA, GA, IL are not listed because they had no ads aired during the peak campaign season.

Number of TV Ads

State	Total	% of Total US Ads
Florida	55,477	22.25%
Ohio	44,131	17.70%
Pennsylvania	30,228	12.12%
Wisconsin	24,152	9.69%
Iowa	17,935	7.19%
Michigan	13,328	5.35%
New Mexico	12,141	4.87%
Colorado	9,751	3.91%
Nevada	8,252	3.31%
Minnesota	6,108	2.45%
New Hampshire	5,929	2.38%
West Virginia	5,923	2.38%
Maine	4,515	1.81%
Oregon	3,400	1.36%
Washington	1,763	0.71%
Missouri	1,687	0.68%
Hawaii	1,307	0.52%
North Carolina	703	0.28%
Louisiana	682	0.27%
Arkansas	615	0.25%
Oklahoma	575	0.23%
Tennessee	541	0.22%
Alabama	254	0.10%
South Carolina	96	0.04%
Arizona	95	0.04%
D. C.	13	0.01%
New York	6	0.00%
Texas	1	0.00%
Alaska	0	0.00%
California	0	0.00%
Connecticut	0	0.00%
Delaware	0	0.00%
Georgia	0	0.00%
Idaho	0	0.00%
Illinois	0	0.00%
Indiana	0	0.00%
Kansas	0	0.00%
Kentucky	0	0.00%
Maryland	0	0.00%
Massachusetts	0	0.00%
Mississippi	0	0.00%
Montana	0	0.00%
Nebraska	0	0.00%
New Jersey	0	0.00%
North Dakota	0	0.00%
Rhode Island	0	0.00%
South Dakota	0	0.00%
Utah	0	0.00%
Vermont	0	0.00%
Virginia	0	0.00%
Wyoming	0	0.00%
Total	249,354	100.00%

What a Vote is Worth

State	Votes	TV Ad \$	Vote Value
New Mexico	756,304	\$8,096,270	\$10.71
Nevada	829,587	\$8,596,795	\$10.36
Florida	7,609,810	\$64,280,557	\$8.45
Ohio	5,627,908	\$47,258,086	\$8.40
New Hampshire	677,738	\$4,608,200	\$6.80
Pennsylvania	5,769,590	\$36,813,492	\$6.38
Iowa	1,506,908	\$9,412,462	\$6.25
Wisconsin	2,997,007	\$14,468,062	\$4.83
Minnesota	2,828,387	\$10,734,683	\$3.80
Colorado	2,130,330	\$7,015,486	\$3.29
Maine	740,752	\$2,171,101	\$2.93
West Virginia	755,887	\$2,213,110	\$2.93
Michigan	4,839,252	\$13,518,566	\$2.79
Oregon	1,836,782	\$2,280,367	\$1.24
Hawaii	429,013	\$388,095	\$0.90
Missouri	2,731,364	\$2,361,944	\$0.86
Arkansas	1,054,945	\$485,305	\$0.46
Washington	2,859,084	\$1,198,882	\$0.42
Oklahoma	1,463,758	\$235,485	\$0.16
Tennessee	2,437,319	\$356,774	\$0.15
D. C.	227,586	\$33,311	\$0.15
North Carolina	3,501,007	\$431,899	\$0.12
Louisiana	1,943,106	\$203,093	\$0.10
Arizona	2,012,585	\$104,186	\$0.05
Alabama	1,883,449	\$87,424	\$0.05
South Carolina	1,617,730	\$38,852	\$0.02
New York	7,391,036	\$33,037	\$0.00
Texas	7,410,765	\$127	\$0.00
Alaska	312,598	\$0	\$0.00
California	12,419,857	\$0	\$0.00
Connecticut	1,578,769	\$0	\$0.00
Delaware	375,190	\$0	\$0.00
Georgia	3,301,875	\$0	\$0.00
Idaho	598,447	\$0	\$0.00
Illinois	5,274,322	\$0	\$0.00
Indiana	2,468,002	\$0	\$0.00
Kansas	1,187,756	\$0	\$0.00
Kentucky	1,795,860	\$0	\$0.00
Maryland	2,386,678	\$0	\$0.00
Massachusetts	2,912,388	\$0	\$0.00
Mississippi	1,152,149	\$0	\$0.00
Montana	450,445	\$0	\$0.00
Nebraska	778,186	\$0	\$0.00
New Jersey	3,611,691	\$0	\$0.00
North Dakota	312,833	\$0	\$0.00
Rhode Island	437,134	\$0	\$0.00
South Dakota	388,215	\$0	\$0.00
Utah	927,844	\$0	\$0.00
Vermont	312,309	\$0	\$0.00
Virginia	3,198,367	\$0	\$0.00
Wyoming	243,428	\$0	\$0.00
Total	122,293,332	\$237,425,651	\$1.94

TV Ad Spending by Specific Interest Group State by State

Florida

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
Alabama Democratic Party	-	-	-	\$2,709	\$2,919	\$4,200	\$9,828
Brady Voter Education Fund	-	-	-	-	\$7,853	\$1,522	\$9,375
Bush	\$2,256,471	\$3,963,584	\$4,337,539	\$2,835,328	\$2,870,289	\$889,357	\$17,152,568
DNC	\$1,472,389	\$2,572,064	\$2,564,517	\$2,561,439	\$2,897,554	\$725,500	\$12,793,463
Environmental Accountability Fund	-	\$9,180	\$12,266	\$22,567	\$19,087	\$5,688	\$68,788
Holly Mosher	-	-	-	-	\$3,477	\$841	\$4,318
Kerry	\$2,843,505	\$3,497,257	\$4,075,908	\$3,532,922	\$3,628,397	\$1,378,646	\$18,956,635
League of Conservation Voters	-	-	\$44,068	\$1,083,319	\$1,278,342	\$340,022	\$2,745,751
MoveOn.org	-	-	-	-	\$236,848	\$2,955	\$239,803
National Boricua Human Rights Network	-	-	-	-	\$6,641	\$545	\$7,186
Natural Resources Defense Council	-	-	-	\$51,413	-	-	\$51,413
New Democratic Network	\$60,868	\$144,177	\$152,433	\$154,579	\$195,631	\$45,687	\$753,375
NRA	-	-	-	-	\$17,369	\$7,589	\$24,958
Progress For America	-	-	-	\$663,813	\$2,071,860	\$570,258	\$3,305,931
Republican Party of Florida	-	-	-	-	\$185,666	\$211,180	\$396,846
RNC	-	-	\$162,787	\$1,509,661	\$1,835,666	\$26,453	\$3,534,567
Save American Medicine	-	-	-	\$2,622	\$10,687	-	\$13,309
SEIU	-	-	\$238,542	\$294,220	\$363,008	\$73,434	\$969,204
Softer Voices	-	-	-	-	\$32,221	\$27,274	\$59,495
Swift Boat Veterans for Truth	-	-	-	\$262,795	\$1,497,652	\$432,270	\$2,192,717
The Media Fund	-	-	\$156,451	\$149,785	\$451,878	\$155,603	\$913,717
Total	\$6,633,233	\$10,186,262	\$11,744,511	\$13,127,172	\$17,613,045	\$4,899,024	\$64,203,247

Ohio

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
American Patriots Coalition	-	-	-	-	\$8,285	\$1,232	\$9,517
Americans United to Preserve Marriage	-	-	-	-	\$4,326	\$11,566	\$15,892

Ohio Cont'd

Brady Voter Education Fund	-	-	-	-	\$22,996	\$4,881	\$27,877
Bring Ohio Back	-	-	\$64,903	\$50,357	-	-	\$115,260
Bush	\$1,734,899	\$2,461,504	\$2,753,536	\$1,928,334	\$1,822,456	\$631,569	\$11,332,298
DNC	\$968,986	\$1,649,930	\$1,417,109	\$1,490,678	\$1,569,649	\$528,530	\$7,624,882
Kerry	\$1,869,722	\$2,494,785	\$2,507,560	\$2,324,105	\$2,466,866	\$925,170	\$12,588,208
Let Freedom Ring	-	-	-	\$13,254	\$50,006	\$16,542	\$79,802
Mothers Opposing Bush	\$7,893	\$12,497	-	-	-	-	\$20,390
MoveOn.org	-	-	-	-	\$143,638	\$8,486	\$152,124
National Air Traffic Controllers Assoc	-	-	-	\$219,703	\$196,457	\$39,083	\$455,243
NRA	-	-	-	\$14,882	\$120,591	\$45,117	\$180,590
Progress for America	-	-	-	\$866,734	\$1,332,056	\$534,443	\$2,733,233
Real Economy Group	\$170,349	\$135,145	-	-	-	-	\$305,494
RNC	-	-	\$91,800	\$1,278,039	\$1,425,585	\$194,918	\$2,990,342
Running for change	-	-	\$1,487	\$2,525	\$10,979	-	\$14,991
Softer Voices	-	-	\$1,569,826	\$33,035	-	-	\$1,602,861
Stronger America Now	-	-	\$23,224	\$80,076	\$3,824	-	\$107,124
Swift Boat Veterans for Truth	\$88,030	\$136,592	\$1,569,826	\$1,410,591	\$1,045,062	\$308,304	\$4,558,405
The Media Fund	\$554,173	\$620,789	\$459,248	\$597,266	\$740,798	\$275,746	\$3,248,020
This Vote Counts	-	-	-	\$9,461	\$8,081	-	\$17,542
United Auto Workers V-Cap	-	-	\$447,980	\$144,882	\$2,110	-	\$594,972
Total	\$5,394,052	\$7,511,242	\$10,906,499	\$10,463,922	\$10,973,765	\$3,525,587	\$48,775,067

Pennsylvania

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
Americans United to Preserve Marriage	\$152,032	\$188,291	-	-	-	-	\$340,323
Brady Voter Education Fund	-	-	-	\$7,769	\$965	-	\$8,734
Bush	\$1,434,788	\$2,353,922	\$2,589,517	\$1,947,756	\$1,841,435	\$751,200	\$10,918,618
DNC	\$795,570	\$1,252,739	\$1,156,484	\$1,083,101	\$1,277,432	\$348,477	\$5,913,803
Kerry	\$1,549,103	\$2,091,941	\$2,410,211	\$2,434,284	\$2,343,916	\$892,520	\$11,721,975
Let Freedom Ring	-	-	-	-	\$221,334	\$101,726	\$323,060
Media Fund	-	-	-	-	\$115,214	\$40,742	\$155,956
MoveOn.org	-	\$155,792	\$608,359	\$23,942	\$274,815	\$169,405	\$1,232,313

Pennsylvania Cont'd

NRA	-	-	-	-	\$99,334	\$39,744	\$139,078
Natural Resource Defense	-	-	-	\$47,526	\$1,429	\$215	\$49,170
Progress for America	-	-	-	\$793,277	\$1,218,615	\$446,458	\$2,458,350
RNC	-	-	\$49,923	\$467,372	\$323,005	\$3,236	\$843,536
Softer Voices	-	-	\$47,607	\$72,319	\$68,652	\$458	\$189,036
Swift Boat Veterans for Truth	\$199,455	\$36,845	-	-	\$986,360	\$545,860	\$1,768,520
UAW/VCAP	-	-	\$393,694	\$151,111	-	-	\$544,805
Total	\$4,130,948	\$6,079,530	\$7,255,795	\$7,028,457	\$8,772,506	\$3,340,041	\$36,607,277

Wisconsin

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
American Family Values	-	-	-	-	\$34,960	\$9,820	\$44,780
Bush	\$510,702	\$715,802	\$565,743	\$628,034	\$627,149	\$314,606	\$3,362,036
Campaign Money Watch	\$68,127	\$53,884	\$13,535	-	-	-	\$135,546
Committee to Re-examine America's Priorities	-	-	-	-	\$630	-	\$630
Compare/Decide/Vote	-	-	-	\$74,021	\$76,627	\$6,665	\$157,313
DNC	\$246,984	\$358,562	\$404,931	\$373,202	\$437,780	\$125,143	\$1,946,602
Environmental Accountability Fund	-	-	-	\$4,095	\$2,765	-	\$6,860
Holly Mosher	-	-	\$2,000	\$1,654	\$1,036	-	\$4,690
Kerry	\$715,964	\$813,119	\$826,537	\$859,734	\$867,899	\$350,362	\$4,433,615
League of Conservation Voters	-	-	-	-	\$133,801	\$67,265	\$201,066
Media Fund	-	-	\$23,812	\$58,719	\$60,588	\$18,116	\$161,235
MoveOn.org	-	-	-	-	\$182,756	\$43,842	\$226,598
National Resources Defense Council	-	-	-	\$15,944	\$566	-	\$16,510
NEA Fund	-	-	-	\$39,421	\$68,531	\$21,939	\$129,891
NRA	-	-	-	-	\$16,893	\$11,942	\$28,835
Program for America's	\$353,201	\$402,580	\$417,960	\$339,905	\$367,685	\$142,999	\$2,024,330
RNC	-	-	-	\$224,411	\$400,858	\$100,317	\$725,586
SEIU	-	-	-	-	\$165,104	\$82,104	\$247,208
Stronger America Now	-	-	\$62,628	\$167,726	\$157,026	-	\$387,380
UAW/VCAP	-	-	\$100,641	\$30,121	\$1,977	-	\$132,739
Win Back Respect	-	\$15,953	\$25,533	-	-	-	\$41,486

Wisconsin Cont'd

Total \$1,894,978 \$2,359,900 \$2,443,320 \$2,816,987 \$3,604,631 \$1,295,120 \$14,414,936

Michigan

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
Americans United to Preserve Marriage	\$91,407	\$145,851	-	\$87,802	-	-	\$325,060
Bush	\$867,503	\$1,314,734	\$919,044	\$603,532	\$899,715	\$370,162	\$4,974,690
DNC	\$574,569	\$232,815	\$60,732	\$15,667	\$289,150	\$440,602	\$1,613,535
Kerry	\$1,121,399	\$1,169,398	\$1,250,325	\$1,330,704	\$659,916	\$178,180	\$5,709,922
RNC	-	-	-	\$212,244	\$308,344	\$126,926	\$647,514
UAW/VCAP	-	-	\$227,244	-	\$601	-	\$227,845
Total	\$2,654,878	\$2,862,798	\$2,457,345	\$2,249,949	\$2,157,726	\$1,115,870	\$13,498,566

Iowa

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
Breath of Life	-	-	-	-	\$1,644	\$1,799	\$3,443
Bush	\$289,928	\$483,262	\$310,030	\$385,297	\$489,514	\$191,674	\$2,149,705
DNC	\$220,436	\$308,195	\$299,310	\$393,523	\$473,468	\$141,373	\$1,836,305
Kerry	\$480,554	\$519,840	\$582,039	\$604,078	\$500,382	\$152,298	\$2,839,191
Media Fund	-	-	-	\$28,866	\$306,628	\$91,704	\$427,198
MoveOn.org	-	\$43,392	\$150,602	-	\$49,102	-	\$243,096
Natural Resources Defense Council	-	-	-	\$6,303	\$1,882	-	\$8,185
Nebraska Purple Brigade	-	-	\$156	-	-	-	\$156
Progress for America	\$238,834	\$307,365	\$296,833	-	\$292,464	\$87,870	\$1,223,366
RNC	-	-	\$16,157	\$85,564	\$79,806	\$102	\$181,629
Stronger America Now	-	-	\$5,619	\$602	-	-	\$6,221
This Vote Counts	-	-	-	\$5,193	\$9,074	-	\$14,267
Truthandhope.org	-	-	-	-	\$2,075	\$817	\$2,892
UAW/VCAP	-	-	\$102,173	\$38,907	-	-	\$141,080
Win Back Respect	-	\$11,024	\$13,710	-	-	-	\$24,734
Total	\$1,229,752	\$1,673,078	\$1,776,629	\$1,548,333	\$2,206,039	\$667,637	\$9,101,468

Minnesota

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
Bush	\$429,204	\$795,923	\$623,428	\$411,193	\$435,317	\$212,422	\$2,907,487
Compare Decide Vote	-	-	-	\$98,320	\$41,449	\$9,850	\$149,619
DNC	\$333,729	\$458,544	\$384,587	\$412,993	\$365,837	\$112,966	\$2,068,656
George the Menace	-	-	-	-	\$1,459	-	\$1,459
Kerry	\$522,143	\$468,712	\$668,389	\$878,036	\$824,460	\$438,434	\$3,800,174
Media Fund	-	-	-	-	\$8,048	\$65,891	\$73,939
MoveOn.org	-	-	-	-	\$323,568	\$88,348	\$411,916
Natural Resources Defense Council	-	-	-	-	\$5,854	-	\$5,854
Progress for America	\$165,542	\$219,060	-	\$31,366	\$228,008	\$125,043	\$769,019
Swift Boat Veterans for Truth	-	-	-	-	\$129,500	\$196,459	\$325,959
Total	\$1,450,618	\$1,942,239	\$1,676,404	\$1,831,908	\$2,363,500	\$1,249,413	\$10,514,082

New Mexico

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
American Family Values	-	-	-	-	\$27,341	\$11,585	\$38,926
Bush	\$281,009	\$408,600	\$444,533	\$362,742	\$355,945	\$124,966	\$1,977,795
DNC	\$171,600	\$261,952	\$254,078	\$252,963	\$286,667	\$58,798	\$1,286,058
Kerry	\$441,699	\$515,031	\$574,073	\$539,054	\$618,493	\$210,200	\$2,898,550
Media Fund	-	-	-	-	\$56,991	\$27,971	\$84,962
MoveOn.org	-	\$15,701	\$88,763	-	-	-	\$104,464
National Resources Defense Council	\$7,421	\$18,192	\$13,022	-	-	-	\$38,635
National Air Traffic Control Assoc.	-	-	-	\$1,231	\$483	-	\$1,714
New Democratic Network	\$654	\$2,392	\$6,361	\$16,129	\$21,766	\$8,296	\$55,598
Progress for America	\$81,799	\$94,380	-	\$170,703	\$245,571	\$94,201	\$686,654
RNC	-	-	\$14,902	-	\$263,329	\$5,418	\$283,649
Stronger America Now	-	-	\$15,224	\$1,039	-	-	\$16,263
Swift Boat Veterans for Truth	\$41,163	-	\$110,646	\$142,771	\$626	-	\$295,206
Total	\$1,025,345	\$1,316,248	\$1,521,602	\$1,486,632	\$1,877,212	\$541,435	\$7,768,474

Nevada

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
Bush	\$383,359	\$662,519	\$560,058	\$399,004	\$429,219	\$187,647	\$2,621,806
Compare Decide Vote	-	-	-	-	\$11,340	\$4,012	\$15,352
DNC	\$232,652	\$278,053	\$321,262	\$307,380	\$360,139	\$152,399	\$1,651,885
Kerry	\$304,475	\$361,422	\$485,696	\$401,074	\$455,119	\$167,389	\$2,175,175
League of Conservation Voters	-	-	-	\$16,537	\$162,796	\$46,977	\$226,310
Media Fund	-	-	\$2,573	\$2,082	-	-	\$4,655
MoveOn.org	-	\$33,140	\$184,706	-	\$103,238	-	\$321,084
New Dem Network	\$1,639	\$5,784	\$6,325	\$9,058	\$9,256	\$5,569	\$37,631
Progress for America	-	-	-	\$189,364	\$255,932	\$77,076	\$522,372
Real Economic Group	\$109,500	\$43,513	-	\$1,695	\$10,208	\$1,249	\$166,165
RNC	-	-	\$63,069	\$262,866	\$224,837	\$82,987	\$633,759
Running for Change	-	-	-	\$8,924	\$9,071	-	\$17,995
Save American Medicine	-	-	-	\$45,285	\$44,754	\$9,425	\$99,464
Stronger America Now	-	-	-	-	-	\$5,075	\$5,075
Swift Boat Veterans for Truth	\$61,437	\$1,592	-	-	-	-	\$63,029
Total	\$1,093,062	\$1,386,023	\$1,623,689	\$1,643,269	\$2,075,909	\$739,805	\$8,561,757

Colorado

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
American Family Values	-	-	-	\$106,008	\$135,073	\$45,739	\$286,820
Bush	\$456,991	\$646,452	\$401,292	\$406,499	\$282,121	\$173,845	\$2,367,200
DNC	\$222,435	\$65,403	\$13,986	\$155,657	\$262,540	\$89,087	\$809,108
Kerry	\$437,849	\$599,557	\$508,264	\$540,021	\$181,120	\$5,021	\$2,271,832
MoveOn.org	-	-	-	-	\$37,685	\$82,295	\$119,980
New Democratic Network	\$3,212	\$118,266	\$214,622	\$151,592	\$93,457	-	\$581,149
NRA	-	-	-	-	\$4,747	\$2,430	\$7,177
Natural Resources Defense Council	\$9,106	\$4,160	\$3,580	-	-	-	\$16,846
RNC	-	-	\$32,656	\$162,707	\$167,634	\$9,403	\$372,400
Swift Boat Veterans for Truth	-	-	\$52,700	\$181,429	\$6,052	-	\$240,181
Total	\$1,129,593	\$1,433,838	\$1,227,100	\$1,703,913	\$1,170,429	\$407,820	\$7,072,693

New Hampshire

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
Bush	\$127,485	\$227,809	\$204,758	\$238,508	\$291,635	\$82,346	\$1,172,541
DNC	\$59,702	\$72,296	\$83,986	\$382,433	\$444,126	\$106,397	\$1,148,940
Kerry	\$106,201	\$170,083	\$168,313	\$157,428	\$196,758	\$79,952	\$878,735
Natural Resources Defense Council	-	-	-	-	\$427	\$584	\$1,011
National Air Traffic Controllers Assoc.	-	-	-	\$4,765	\$18,598	\$5,422	\$28,785
Prog for America	-	-	-	-	\$1,147,921	\$197,337	\$1,345,258
Save American Medicine	-	-	-	\$3,748	\$25,653	\$3,620	\$33,021
Total	\$293,388	\$470,188	\$457,057	\$786,882	\$2,125,118	\$475,658	\$4,608,291

Maine

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
Bush	\$96,285	\$213,174	\$156,469	\$95,832	\$95,770	\$39,799	\$697,329
DNC	\$66,577	\$100,783	\$105,817	\$105,553	\$121,270	\$38,012	\$538,012
Kerry	\$113,234	\$134,650	\$277,896	\$157,103	\$153,968	\$61,730	\$898,581
Media Fund	-	-	-	\$10,086	\$73,163	\$28,832	\$112,081
Natural Resources Defense Council	-	-	-	-	\$79	\$79	\$158
Total	\$276,096	\$448,607	\$540,182	\$368,574	\$444,250	\$168,452	\$2,246,161

Washington

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
Bush	\$47,906	\$51,208	\$37,042	\$11,978	-	-	\$148,134
DNC	\$335,660	\$107,734	-	-	\$29,366	-	\$472,760
Kerry	\$135,190	\$128,133	\$142,202	\$80,694	\$56,128	\$14,599	\$556,946
Total	\$518,756	\$287,075	\$179,244	\$92,672	\$85,494	\$14,599	\$1,177,840

Oregon

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
American Family Values	-	-	-	-	\$28,111	-	\$28,111
Bush	\$218,157	\$324,636	\$216,426	\$123,613	\$105,068	\$6,257	\$994,157

Oregon Cont'd

Kerry	\$270,425	\$280,541	\$219,255	\$257,407	\$120,996	\$32,303	\$1,180,927
Natural Resources Defense Council	\$2,819	\$8,862	\$5,195	-	-	-	\$16,876
Save American Medicine	-	-	-	\$9,270	\$10,470	\$2,301	\$22,041
Total	\$491,401	\$614,039	\$440,876	\$390,290	\$264,645	\$40,861	\$2,242,112

Oklahoma

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
American Family Values	-	-	-	\$35,810	\$54,806	\$12,811	\$103,427
New Democratic Network	-	\$53,922	\$63,480	\$46,179	\$18,977	-	\$182,558
Total	-	\$53,922	\$63,480	\$81,989	\$73,783	\$12,811	\$285,985

Missouri

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
Bush	\$74,284	\$58,033	\$15,509	-	-	\$84	\$147,910
DNC	-	-	\$252	-	-	-	\$252
Progress For America	-	-	-	\$355,862	\$644,126	\$360,480	\$1,360,468
SEIU	-	-	-	-	\$100,708	\$360,480	\$461,188
The Media Fund	\$157,469	-	-	-	\$109,771	\$90,381	\$357,621
UAW/VCAP	-	-	\$199,647	\$45,986	\$1,295	-	\$246,928
Total	\$231,753	\$58,033	\$215,408	\$401,848	\$855,900	\$811,425	\$2,574,367

Arkansas

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
Bush	-	-	-	-	-	\$58,668	\$58,668
Media Fund	-	-	-	-	-	\$41,410	\$41,410
MoveOn.org	-	-	-	-	\$159,384	\$105,859	\$265,243
Progress for America	-	-	-	-	-	\$82,256	\$82,256
Total	-	-	-	-	\$159,384	\$288,193	\$447,577

Louisiana

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
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Louisiana Cont'd

Great New Orleans Republican Fund	-	-	-	-	\$18,210	\$23,461	\$41,671
Media Fund	-	-	-	-	\$17,271	\$19,621	\$36,892
MoveOn.org	-	-	-	-	\$77,744	\$46,786	\$124,530
Total	-	-	-	-	\$113,225	\$89,868	\$203,093

Alabama

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
AL Democratic Party	-	-	-	\$1,719	\$61,154	\$26,268	\$89,141

Tennessee

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
Andrew Jackson Democratic Women	-	-	-	-	\$1,154	\$394	\$1,548
Moveon.org	-	-	-	-	\$160,749	\$104,199	\$264,948
The Media Fund	-	-	-	-	\$31,322	\$38,736	\$70,058
Total	-	-	-	-	\$193,225	\$143,329	\$336,554

West Virginia

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
Affiliated Construction Trade Foundation	\$5,058	\$861	\$4,245	\$3,717	\$3,348	\$1,262	\$18,491
AFL-CIO	-	-	-	-	\$2,559	\$5,054	\$7,613
Bush	\$112,232	\$196,580	\$141,114	\$134,640	\$100,185	\$51,619	\$736,370
DNC	\$35,840	\$75,801	\$100,191	\$84,843	\$86,285	\$25,100	\$408,060
IBEW Committee on Political Education	-	-	-	-	\$2,960	\$2,338	\$5,298
Kerry	\$230,383	\$195,737	\$193,947	\$54,099	\$51,349	\$12,647	\$738,162
MoveOn.org	-	-	-	-	\$26,988	\$14,990	\$41,978
RNC	-	-	\$12,361	\$6,945	\$50,875	-	\$70,181
Save American Medicine	-	-	-	\$4,352	\$4,509	\$1,131	\$9,992
Stronger America Now	-	-	\$16,196	\$37,797	\$1,113	-	\$55,106
Swift Boat Veterans for Truth	\$24,061	-	-	-	-	-	\$24,061
UAW/VCAP	-	-	\$28,288	\$5,928	\$142	\$1,237	\$35,595
Total	\$407,574	\$468,979	\$496,342	\$332,321	\$330,313	\$115,378	\$2,150,907

Texas

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
Bush	\$127	-	-	-	-	-	\$127

District of Columbia

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
Americans for Peace Through Strength	-	-	-	\$1,549	-	-	\$1,549
Communities for Quality Education	-	-	\$1,514	-	-	-	\$1,514
DNC	-	\$6,758	-	-	-	-	\$6,758
Kerry	\$2,286	-	-	-	-	-	\$2,886
Total							\$12,707

North Carolina

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
Save American Medicine	-	-	-	\$5,070	\$11,924	\$2,280	\$19,274
Stronger America Now	-	-	-	-	\$280,787	\$131,836	\$412,623
Total				\$5,070	\$292,711	\$134,116	\$431,897

South Carolina

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
Stronger America Now	-	-	-	-	\$22,963	\$15,889	\$38,852

Hawaii

Campaign Committee	9/26-10/2	10/3-10/9	10/10-10/16	10/17-10/23	10/24-10/30	10/31-11/2	Total
AFSCME	-	-	-	-	\$6,863	\$58,366	\$65,229
DNC	-	-	-	-	\$80,869	\$35,917	\$116,786
Kerry	-	-	-	-	\$1,798	\$25,400	\$27,198
MoveOn.org	-	-	-	-	\$55,869	\$32,334	\$88,203
RNC	-	-	-	-	\$27,603	\$62,964	\$90,567
Total					\$173,002	\$214,981	\$387,983