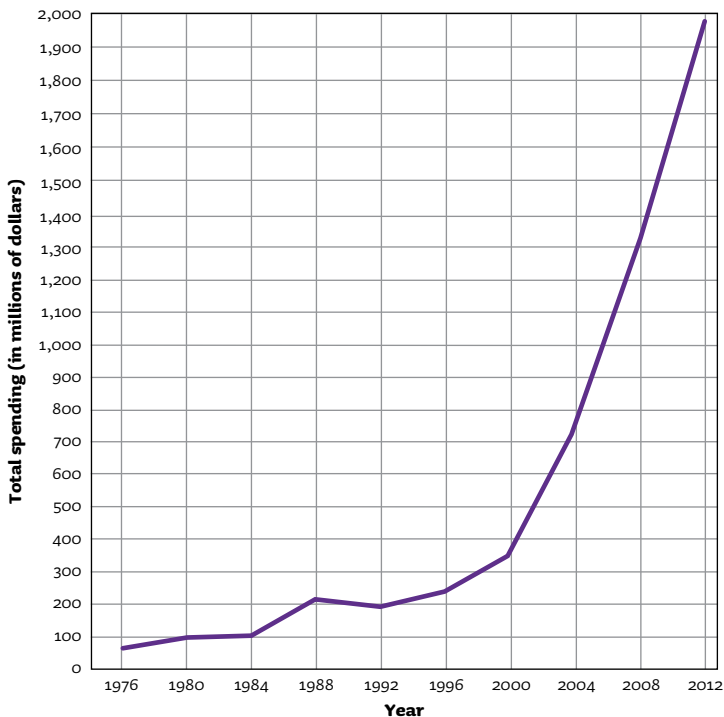


FIGURE 14.2 INCREASE IN TOTAL SPENDING IN PRESIDENTIAL CAMPAIGNS, 1976-2012



Source: Center for Responsive Politics, “Presidential Fund-raising and Spending, 1976–2008,” www.opensecrets.org/pres08/totals.php?cycle=2008; “Banking on Becoming President,” www.opensecrets.org/pres08/index.php; and “2012 Presidential Race,” www.opensecrets.org/pres12/index.php?q13.