

TABLE 9.2**Campaign Spending for Candidates in the 2010 Texas Gubernatorial Election**

Candidate (Party Affiliation)	Amount Raised	Amount Spent	Votes Received	Money Spent Per Vote
Rick Perry (Republican)	\$49,479,069.15	\$46,393,982.92	2,737,481	\$16.95
Bill White (Democrat)	\$26,298,865.37	\$24,807,297.91	2,106,395	\$11.78

Source: Texas Ethics Commission, www.ethics.state.tx.us/ (accessed September 25, 2012); authors' calculations.