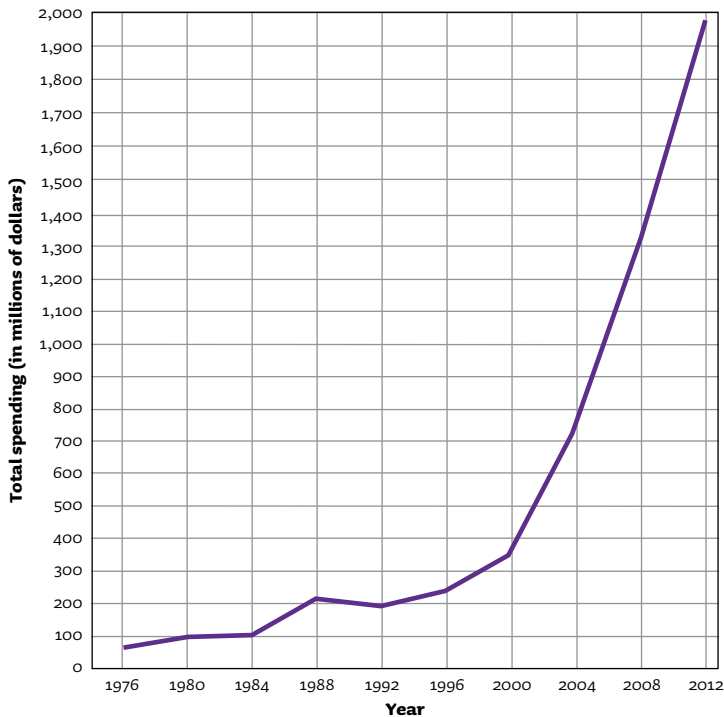


## FIGURE 12.2 INCREASE IN TOTAL SPENDING IN PRESIDENTIAL CAMPAIGNS, 1976–2012



**Sources:** Center for Responsive Politics, “Presidential Fund-raising and Spending, 1976–2008,” [www.opensecrets.org/pres08/totals.php?cycle=2008](http://www.opensecrets.org/pres08/totals.php?cycle=2008); “Banking on Becoming President,” [www.opensecrets.org/pres08/index.php](http://www.opensecrets.org/pres08/index.php); and “2012 Presidential Race,” [www.opensecrets.org/pres12/index.php?ql3](http://www.opensecrets.org/pres12/index.php?ql3).