

# MONEY CAN'T BUY YOU VOTES

## A LOOK AT SPENDING IN THE 2012 PRESIDENTIAL ELECTION

### ROMNEY'S TOP SPENDING

**MA**  
\$183,641,570

**NH**  
\$40,174,799

**VA**  
\$24,581,220

### OBAMA'S TOP SPENDING

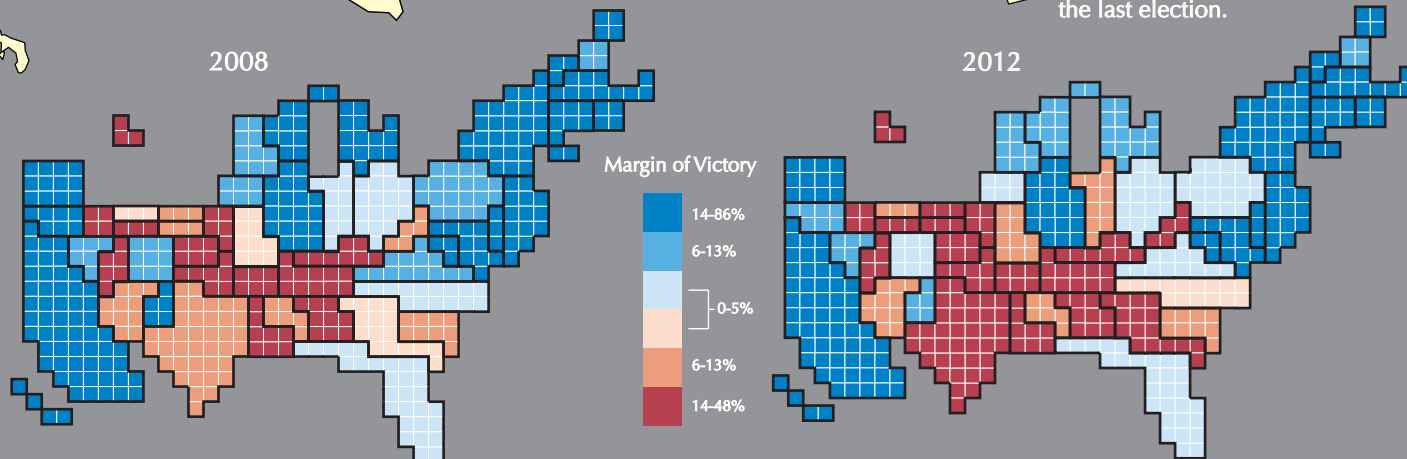
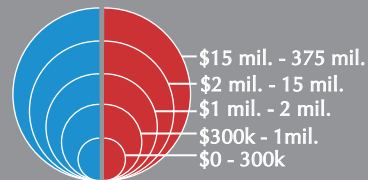
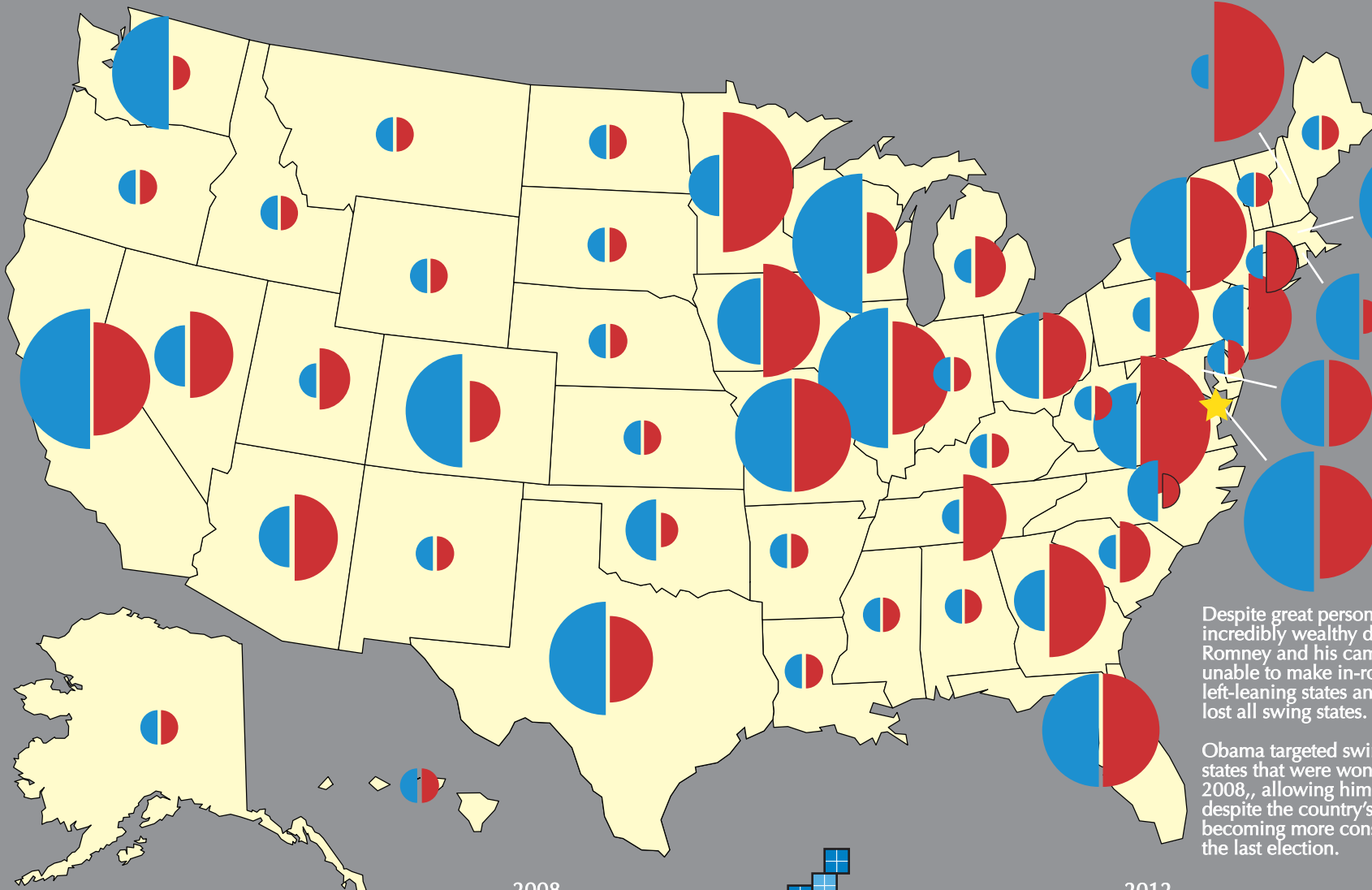
**DC**  
\$374,267,474

**WI**  
\$29,991,903

**IL**  
\$25,663,680

Despite great personal wealth and incredibly wealthy donors, Mitt Romney and his campaign were unable to make in-roads in left-leaning states and ultimately lost all swing states.

Obama targeted swing states and states that were won narrowly in 2008,, allowing him to win despite the country's trend of becoming more conservative since the last election.



Emily Pauly  
Electoral vote data from: archives.gov  
Campaign spending data from: fec.gov  
2012 Election data from: NY Times  
Graduated Symbol Map Projection: Robinson  
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