

SUMMARY OF MISSOURI 1998 ELECTIONS

By Rebecca Moog
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THE MONEY

TOTAL 1998 Dollars: \$14,140,250

Statewide Total: \$1,645,574

Legislative Total: \$12,494,676

Total Number of Voters: 1,576,857

Average raised per voter: \$8.97

General election winners total dollars: \$8,784,825

General election losers total dollars: \$4,601,528

THE RACES

RACES	Contested	Uncontested		Incumbent	Open
Statewide	1	0		0	1
Legislative	134	46		162	18
TOTAL	135	46		162	19

THE CANDIDATES

CANDIDATES	Republican	Democrat	3rd Party	TOTAL	Incumbents	Challenger	Open
Statewide	2	3	2	7	0	0	7
Legislative	170	192	33	395	162	164	69
TOTAL	172	195	35	402	162	164	76

THE WINNERS

Winners	Republican	Democrat	3rd Party		Incumbent	Challenger		Open
Statewide	0	1	0		0	0		1
Legislative	85	94	1		156	6		18
TOTAL	85	95	1		156	6		19

Money Raised, by Party

TOTAL	Republican	Democrat	3rd Party	TOTAL
Statewide	\$608,438	\$1,037,136	\$0	\$1,645,574
Legislative	\$5,731,434	\$6,699,088	\$64,154	\$12,494,675
TOTAL	\$6,339,872	\$7,736,224	\$64,154	\$14,140,249

Average Money Raised

AVERAGE	Republican	Democrat	3rd Party
Statewide	\$304,219	\$345,712	\$0
Legislative	\$33,714	\$34,891	\$1,944

Total Money Raised, by Candidate Type

TOTAL	Incumbents	Challengers	Open Races	Winners	Losers
Statewide	\$0	\$0	\$1,645,574	\$830,552	\$815,022
Legislative	\$7,142,929	\$3,552,535	\$1,799,212	\$7,954,273	\$4,540,403
TOTAL	\$7,142,929	\$3,552,535	\$3,444,786	\$8,784,825	\$5,355,425

Average Money Raised, by Candidate Type

AVERAGE	Incumbent	Challengers	Open Races	Winners	Losers
Statewide	\$0	\$0	\$257,030	\$830,552	\$135,837
Legislative	\$44,092	\$21,662	\$26,076	\$44,190	\$21,118

DOLLARS BY OFFICE

OFFICE	TOTAL	Average/Candidate
State Auditor	\$1,645,574	\$235,082
Statewide Total	\$1,645,574	\$235,082
House of Representatives	\$7,391,194	\$20,938
Senate	\$5,103,481	\$121,511
Legislative Total	\$12,494,676	\$142,449
TOTAL	\$14,140,249	\$377,531

The Races

The 1998 Missouri elections comprised one statewide race (State Auditor) and 180 legislative races (163 House and 17 Senate).

The Statewide Auditors race was contested and had no incumbent seeking re-election. Of the 180 legislative races, 134 or 74.4% were contested, leaving 46 or 25.5% uncontested. The legislature also had 18 open races with no incumbent seeking re-election. Incumbents won 152 or 84.4%, of these legislative races and challengers won only 11 or 6%.

Who Gives

A total of \$14 million in campaign contributions was raised during the 1998 election cycle. Of that, 12% or \$1,645,574 was contributed to the Auditors race and 88% or \$12,494,676 was contributed in the legislative races. The 17 Senate races received \$5,103,481 and the 163 House races received \$7,391,194 in contributions.

Just more than 35,000 contributors (excluding records for party money and interest on accounts) gave a total \$11,336,088 in contributions, with an average contribution of \$325. These contributors represent less than one percent of the voting population.

DEMOCRATS VS. REPUBLICAN CANDIDATES

In 1998, 170 Republican candidates raised a total of \$5,731,434, compared to the \$6,699,088 raised by the 192 Democratic candidates.

In the state Auditors race the two Republican candidates raised a total of \$608,438, compared to the three Democratic candidates with a combined total of \$1,037,136. The average amount raised in the legislative races by Republicans and Democrats was only slightly different. Democrats raised an average of \$34,891 and Republicans raised an average of \$33,714.

WINNERS VS. LOSERS

Winners raised a total of \$8,784,825 in contributions compared to general election losers, who raised \$4,601,528. Candidates who lost in the primary raised substantially less, \$753,897. On the average, winners raised \$48,535, compared to general-election losers average of \$31,955. Candidates who lost in the primary election raised an average of \$9,791.

In 1998, the only statewide race was for state Auditor and the winner of that race, Claire McCaskill, raised \$830,552, compared to the general election loser, Charles Pierce, who raised \$604,396.

In the legislative races, winners raised \$7,954,273 in campaign contributions, an average of \$44,190. The candidates that lost in the general election raised a combined total of \$3,997,132, with an average of \$28,348 per candidate. The candidates that lost in the primary election raised \$543,271, with an average of \$7,342.

TOP CONTRIBUTORS

The table below lists the top 10 contributors (excluding money from political parties, political candidates, and interest on accounts) for Missouri 1998.

TOP 10 CONTRIBUTORS	INDUSTRY	TOTAL \$
MISSOURI REALTORS PAC	Real Estate	\$82,962
ANHEUSER BUSCH CO	Beer, Wine & Liquor	\$82,100
MISSOURI MEDICAL ASSOCIATION	Health Professionals	\$67,560
MISSOURI ASSOCIATION OF TRIAL ATTORNEYS	Lawyers & Lobbyists	\$59,983
SOUTHWESTERN BELL MISSOURI EMPLOYEES	Telephone Utilities	\$58,710
UNION ELECTRIC EMPLOYEES	Electric Utilities	\$49,270
GTE/GOOD GOVERNMENT CLUB	Telecom Services & Equipment	\$47,127
MISSOURI STATE UNITED AUTOWORKERS	Transportation Unions	\$45,950
CREDIT UNION PAC OF MISSOURI	Credit Unions	\$44,350
MISSOURI INSURANCE COALITION/MIC PAC	Insurance	\$43,775
TOTAL		\$581,787

The largest contributor to Republican candidates was the Missouri Realtors PAC, which gave \$34,500. The second largest contributor to Republican candidates was the Missouri Insurance Coalition, giving \$31,625.

WHO GETS

The most expensive races:

STATEWIDE

In 1998, the only statewide race up for office was state Auditor. Combined, all seven candidates raise \$1.6 million.

LEGISLATIVE

The most expensive legislative race was Senate District 8, where all three candidates raised \$790,370. The winner, incumbent Bill Kenney, raised the most money, with \$408,668. The most expensive House race was District 83. Combined, all four candidates battling for the open seat raised a total of \$228,193. Democrat Barbara Fraser won the race, with contributions totaling \$85,515. In second, was Republican candidate Gretta Forrester, who raised \$85,271.

TOP FUND-RAISING CANDIDATES

The winner of the state Auditors race, Claire McCaskill raised the most money in 1998, with \$830,552. Combined all seven candidates vying for the Auditors seat raised \$1,645,574, with McCaskill raising 50% of that money.

In the legislature, incumbent Republican Bill Kenney raised the most money, a total of \$408,668 to win the race. The House candidate that raised the most campaign dollars was Democratic candidate Greg Shelton of District 3, a challenger who raised \$137,626 and lost the race. Incumbent David Klindt went on to win House District 3.

INCUMBENTS VS. CHALLENGERS

In 1998, legislative incumbents raised \$7.1 million while their challengers raised only about half of that, \$3.5 million. The race for Auditor was an open seat, with no incumbent seeking re-election.

WHY WINNERS WIN

Money was a big influence on the outcome in Missouri's 1998 elections. The statewide race for auditor was contested and Claire McCaskill who raised the most money won the race. Out of the 134 contested legislative races, candidates who raised the most money won 86% of the races or 115.

Incumbency is also a big influence in winning races for candidates. In the legislature, incumbents regained 156 or 86.6% of the 180 legislative races. Specifically, in the 134 contested legislative races, with an incumbent and at least one challenger, incumbents won 100 or 75%.