

Candidate Expenses in the 2003 Rockville Election

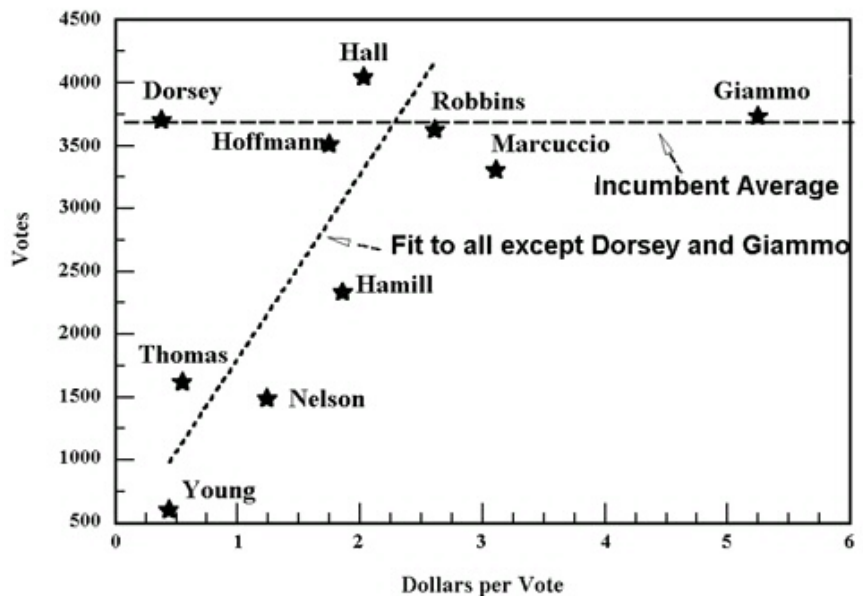
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Candidate expenditures in the 2003 election are as reported to the city by the candidates on their December 4, 2003 final financial report. Also shown are the 2001 expenditures for comparison.

	2003 \$	2001 \$	2003 Votes	2003 \$/V	2001 \$/V
Larry Giammo	14,371	32,531	3736	5.25	6.50
Russ Hamill	4,398	na	2332	1.86	na
Bob Dorsey	1,416	4,494	3700	0.38	0.98
John Hall	8,195	7,391	4042	2.03	1.69
Susan Hoffman	6,144	9,275	3511	1.75	2.16
Phyllis Marcuccio	10,205	na	3302	3.09	na
Travis Nelson	1,845	na	1486	1.24	na
Anne Robbins	9,467	9,052	3624	2.61	2.12
Harry Thomas	887	3,065	1619	0.55	1.27
Lih Young	267	191	602	0.44	0.23

Comparison is also made in the above table of the Dollars per Vote for the candidates in 2001 and 2003. In some cases less was spent in 2003 than in 2001 without affecting the relative standing in the votes obtained.

The figure shows the Votes obtained for Dollars per vote spent by the various candidates. It is tempting but wrong to assert that the data show that more dollars per vote produces more votes. This theory would be supported by the diagonal dashed line which is a fit to all candidates except Giammo and Dorsey.



A better theory rests on the observation that the five incumbents all had vote totals within 7% of the incumbent average. Dorsey had 10 years of voter acceptance to back him regardless of how much he spent. Giammo probably spent more than he had to because of the last minute challenge by Hamill. For a newcomer Marcuccio did extremely well, whether more money would have put her on the council is hard to say.

The Council candidates having the three lowest vote totals spent little on their campaigns but it is unlikely that greater expenditures alone would have improved their vote totals. There is no universal key to understanding the relationship of money spent to votes received in this election. Money alone was not the controlling factor; the record, campaigning ability, and campaign organization must be examined for each candidate to explain of their vote total.