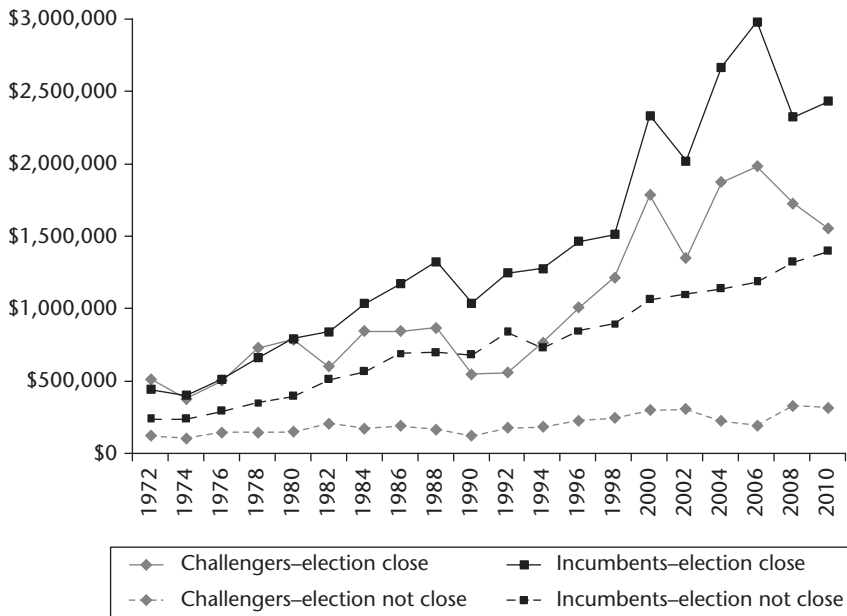


**Figure 5-10** Campaign Spending by Incumbents and Challengers in Close and Not Close Races, 1972–2010 (adjusted for inflation, 2010 = 1.00)



Source: Compiled by author from Federal Election Commission Data.