

CA High-Dollar Ballot Measure Campaigns

Year	Measure	Industry	Yes Side Spending	No Side Spending	Outcome	Source
Nov. 1988	Prop 100/101/103 104/106	Insurers vs. Lawyers	\$63.8 million <i>\$142.3 million</i> <i>(Jan 2020 \$)</i>	\$20.1 million <i>\$44.8 million</i> <i>(Jan 2020 \$)</i>	Failed	“Insurance Fight Cost Initiative Backers a Total of \$83.9 Million,” <i>Los Angeles Times</i> , February 7, 1989 [note that the No Side spending figure includes money from trial lawyer committees and the Yes on Prop 103 committee]
Nov. 1998	Prop 5: Tribal Gaming Compacts	Tribes vs. Casinos	\$66.3 million <i>\$105.8 million</i> <i>(Jan 2020 \$)</i>	\$25.7 million <i>\$41.0 million</i> <i>(Jan 2020 \$)</i>	Passed	“Financing California’s Statewide Ballot Measures: Campaign Receipts and Expenditures through December 31, 1998,” California Secretary of State
Nov. 2005	Prop 74/75/76/77: Teacher Tenure, Union Dues, Budget, Redistricting	Gov. Schwarzenegger vs. Labor Unions	\$56.0 million <i>\$75.8 million</i> <i>(Jan 2020 \$)</i>	\$133.0 million <i>\$179.9 million</i> <i>(Jan 2020 \$)</i>	Failed	“Spending on special election campaigns tops \$300 million,” <i>Associated Press</i> , February 6, 2006
Nov. 2005	Prop 78/79: Prescription Drugs	Pharmaceutical Companies	-	\$83.6 million <i>\$113.1 million</i> <i>(Jan 2020 \$)</i>	Failed	“Spending on special election campaigns tops \$300 million,” <i>Associated Press</i> , February 6, 2006
Nov. 2006	Prop 86: Tax on Cigarettes	Hospitals vs. Tobacco	\$16.4 million <i>\$21.3 million</i> <i>(Jan 2020 \$)</i>	\$66.3 million <i>\$86.3 million</i> <i>(Jan 2020 \$)</i>	Failed	<u>Campaign Finance – Prop 86 (2006), California Secretary of State</u>
Nov. 2006	Prop 87: Oil Tax	Steve Bing vs. Oil	\$61.3 million <i>\$79.8 million</i> <i>(Jan 2020 \$)</i>	\$92.9 million <i>\$120.9 million</i> <i>(Jan 2020 \$)</i>	Failed	<u>Campaign Finance – Prop 87 (2006), California Secretary of State</u>

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Feb. 2008	Prop 94/95/96/97: Referenda on Tribal Gaming Compacts	Tribes vs. Tribes/ Racetracks	\$116.4 million <i>\$142.2 million (Jan 2020 \$)</i>	\$41.3 million <i>\$50.5 million (Jan 2020 \$)</i>	Passed	Campaign Finance – Prop 94 (2008), California Secretary of State [note that \$24.8 million of transfers between the two No Side committees were excluded from the spending figure shown]
Nov. 2010	Meg Whitman for Governor	-	\$178.5 million <i>\$212.5 million (Jan 2020 \$)</i>	-	Failed	Campaign Finance – Meg Whitman for Governor (2010), California Secretary of State
Nov. 2016	Prop 61: Prescription Drug Prices	AIDS Healthcare Foundation vs. Pharmaceutical Companies	\$20.5 million <i>\$22.3 million (Jan 2020 \$)</i>	\$111.3 million <i>\$121.2 million (Jan 2020 \$)</i>	Failed	Campaign Finance – Prop 61 (2016), California Secretary of State
Nov. 2018	Prop 8: Dialysis Prices	SEIU vs. Dialysis Industry	\$19.8 million <i>\$20.6 million (Jan 2020 \$)</i>	\$111.5 million <i>\$116.0 million (Jan 2020 \$)</i>	Failed	Campaign Finance – Prop 8 (2018), California Secretary of State [note that transfers from a second Yes Side committee excluded from the spending figure shown]

NOTES

Figures provided in “Yes Side Spending” and “No Side Spending” columns taken from citation shown in “Source” column.

Inflation calculated based on comparison of January of the year each initiative appeared on the ballot converted to the equivalent in January 2020 dollars using Bureau of Labor Statistics “CPI Inflation Calculator.” (<https://data.bls.gov/cgi-bin/cpicalc.pl>)