

It takes more than a pretty smile and some snazzy clothes to become governor in Wisconsin. It took Scott Walker \$11 million. That's how much the Wisconsin Democracy Campaign says the Republican spent on his campaign to become governor. Over \$37 million spent by all candidates and outside groups in the race. And that money, says the Democracy Campaign's Mike McCabe, came from less than one percent of the people in the state.

Also, the \$37 million is just the documented amount from the race, says McCabe. He thinks there was likely much more than that spent on the governor's race.