Massachusetts Office of Campaign and Political Finance

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Top spender won 80 percent of 20 contested mayoral contests in 2025

The top spender won 80 percent of 20 contested mayoral races in 2025, according to a review of campaign finance activity by the Office of Campaign and Political Finance.

Four candidates outspent their opponents and lost in Easthampton, Everett, Gloucester and Taunton. In 14 cities, candidates ran unopposed.

Voters in 34 cities went to the polls to elect their mayors in 2025, choosing from 57 total candidates.

The 34 winning candidates reporting spending $3.4 million, averaging $99,272 per candidate. Unsuccessful candidates averaged $60,230 in spending per candidate.

Candidates for mayor reported raising $5.3 million and spending $4.8 million in calendar year 2025.

OCPF has published a study of mayoral candidate financial activity recently since 1997. **Click here for the 2025 study.**

Two records were broken in 2025:

- The 57 mayoral finalists on the Nov. 4 ballot is the lowest candidate total since OCPF began issuing studies in 1997. The previous low was 58 candidates in 2017.
- Everett Mayor Carlo DeMaria broke the record for per-vote spending in 2025, spending $205.65 per vote. DeMaria held the previous record of $113 per vote, set in 2021. He was defeated in 2025.

Only candidates who appeared on the Nov. 4 ballot were included in the 2025 mayoral study. It is worth noting that in Boston, mayoral candidate Josh Kraft reported raising $6.9 million and spending $6.6 million, but he did not appear on the general election ballot and is not included in these totals.

Boston Mayor Michelle Wu reported the highest expenditure total for a candidate in 2025, $1.8 million.

The information contained in this study is based on data compiled from campaign finance reports filed by 57 mayoral candidates in the 34 cities that held mayoral elections in 2025. Mayoral candidates have campaign finance accounts with banks that file reports directly with OCPF each month.