
2012 Presidential Election

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The Historical Perspective

- Presidential Election Parity
 - Incumbency Problems
 - Electoral College Balance
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Presidential Election Parity

- 1948-2008: 11 presidents elected
 - 5 Democrats: Truman, Kennedy, Johnson, Carter, Clinton, Obama
 - 5 Republicans: Eisenhower, Nixon, Reagan, Bush Sr., G.W. Bush
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Presidential Election Parity

- 5/11 elected for two terms: Eisenhower, Nixon, Reagan, Clinton, G.W. Bush
 - 6/16 elections: President elected with less than 50% of popular vote: Truman, Kennedy, Nixon, Clinton, Clinton, G.W. Bush
 - 1/16 elections: Popular vote winner not electoral vote winner: G.W. Bush (2000)
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President, Since 1948

16 Elections

10 Republicans

6 Democrats

■ **6 Democrats Elected**

1960: Kennedy, 49.9%

1964: Johnson, 61.1%

1976: Carter, 50.1%

1992: Clinton, 43.2%

1996: Clinton, 49.0%

2008: Obama, 53%

Electoral College Balance

- 2000 presidential election:
 - Bush: 271
 - Gore: 267
- 2004 presidential election:
 - Bush: 286
 - Kerry: 252
- 2008 presidential election:
 - Obama: 365
 - McCain: 162
 - Obama: Bush 2004 States-9-(105)
 - NV(5), COL(9), NM(5), IND(11), Ohio(20), VA(13), NC(15), FLA(27), Missouri(11)???

Incumbency Problems

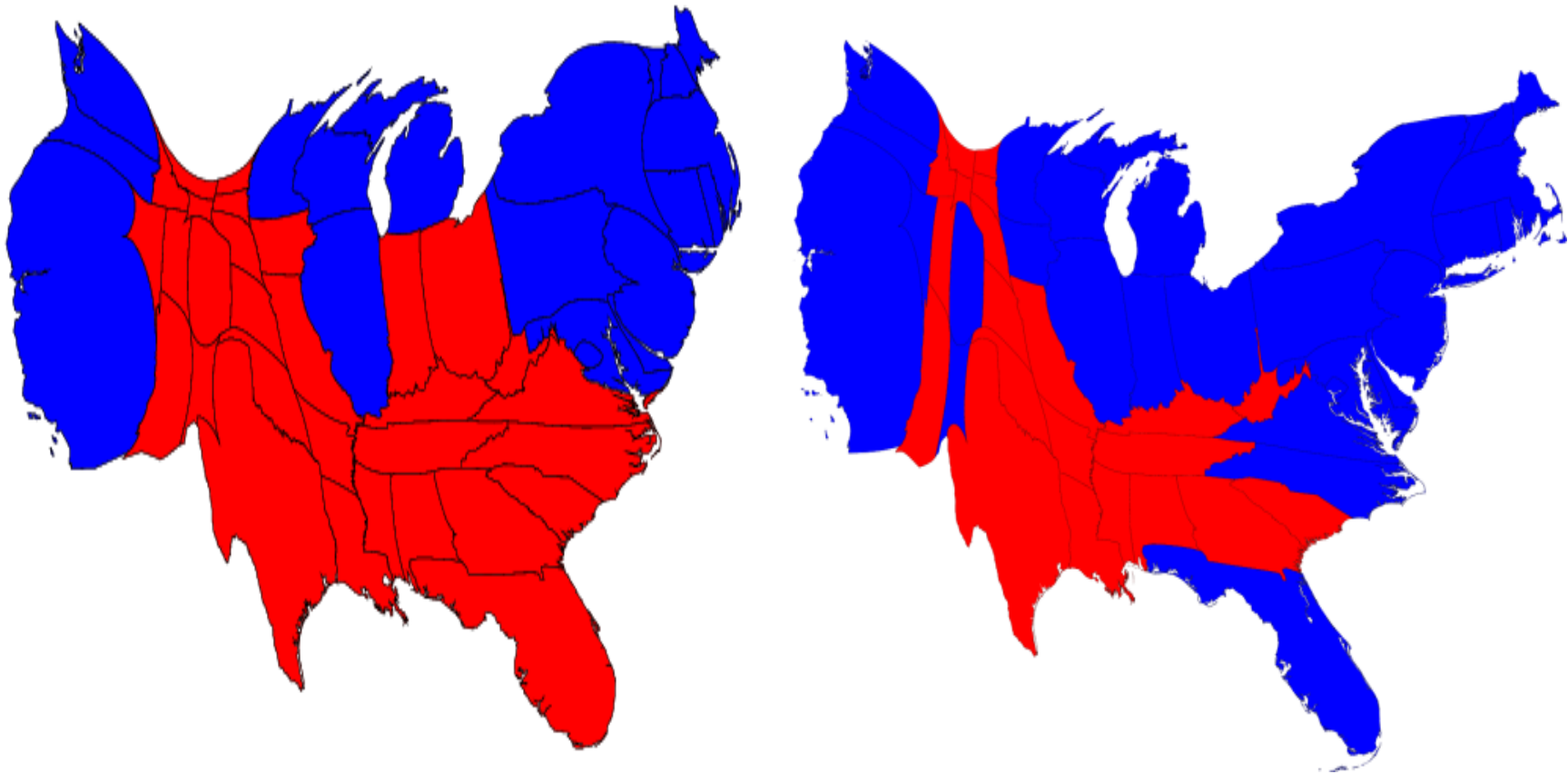
TROUBLE since 1960

- Kennedy: assassinated
 - Johnson: withdrew from reelection
 - Nixon: resigned
 - Ford: defeated
 - Carter: defeated
 - Bush Sr.: defeated
 - Clinton: impeached
 - G.W. Bush: Economy/Iraq War/low approval
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Presidential Election in PA – 2008

	McCain	Obama
Women (54%)	41%	59%
Men (46%)	48%	51%
White Women (42%)	48%	51%
White Men (38%)	56%	43%
Blacks (13%)	5%	95%
Seniors (15%)	50%	49%
Youth 18-29 (19%)	35%	65%
Union Mem (15%)	32%	68%
Democrat (44%)	10%	90%
Republican (37%)	87%	13%
Independents (18%)	39%	58%
Catholics (32%)	52%	48%
Protestant (48%)	49%	50%

Presidential Election 2004 & 2008 by Population



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Updated: November 6, 2008

Strategic Thinking

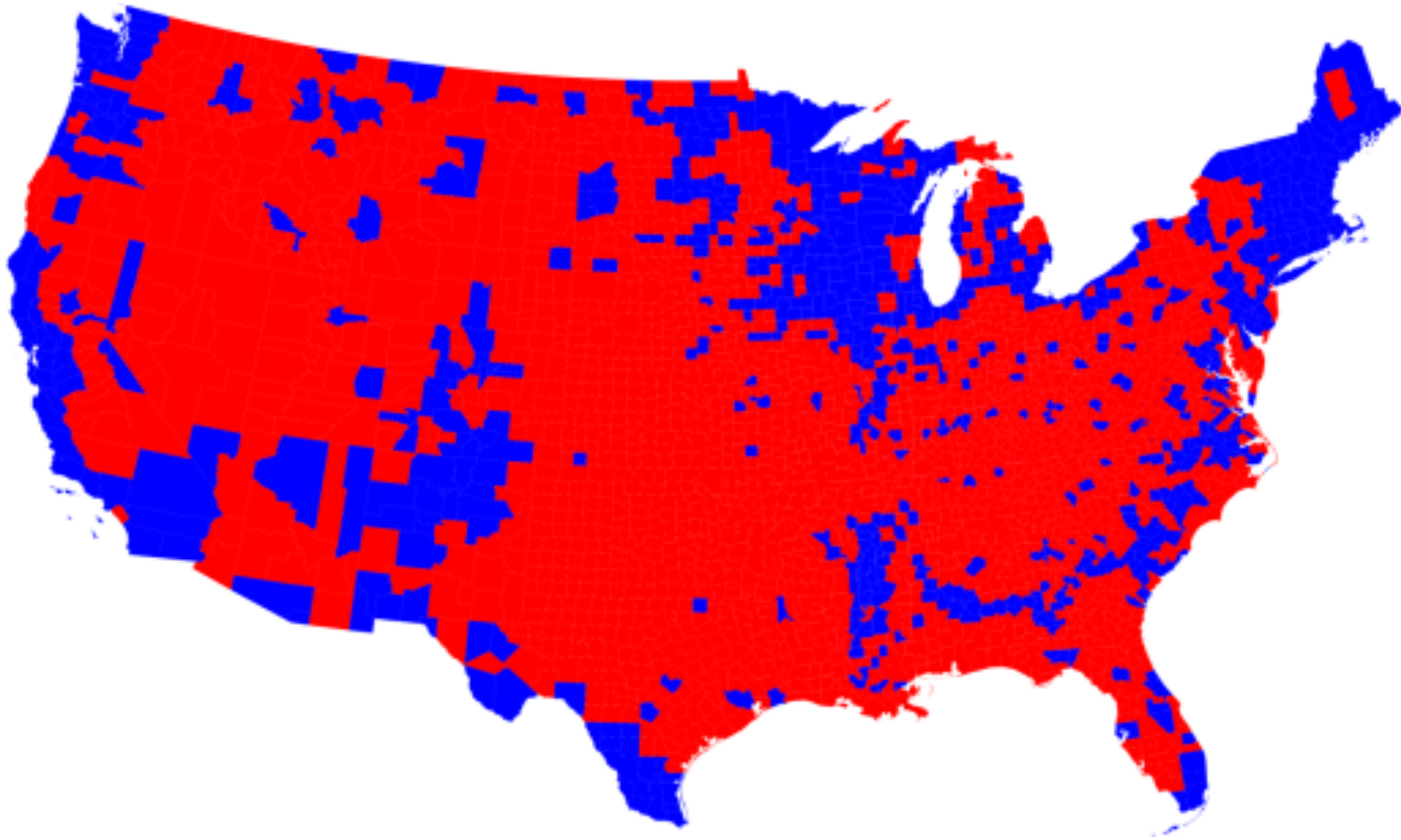
- Why all states are not equal
 - Why all votes are not equal
 - What calculus really does matter
-

All States Are Not Equal – 2008

14 states: 2008

- Toss up states
 - Ohio, Iowa, New Mexico, Virginia, New Hampshire
- Leaning Democrat
 - Wisconsin, Minnesota, Michigan, Maine, Pennsylvania
- Leaning Republican
 - Florida, North Carolina, West Virginia, Colorado, Arkansas, Missouri

2008 Election Map By County

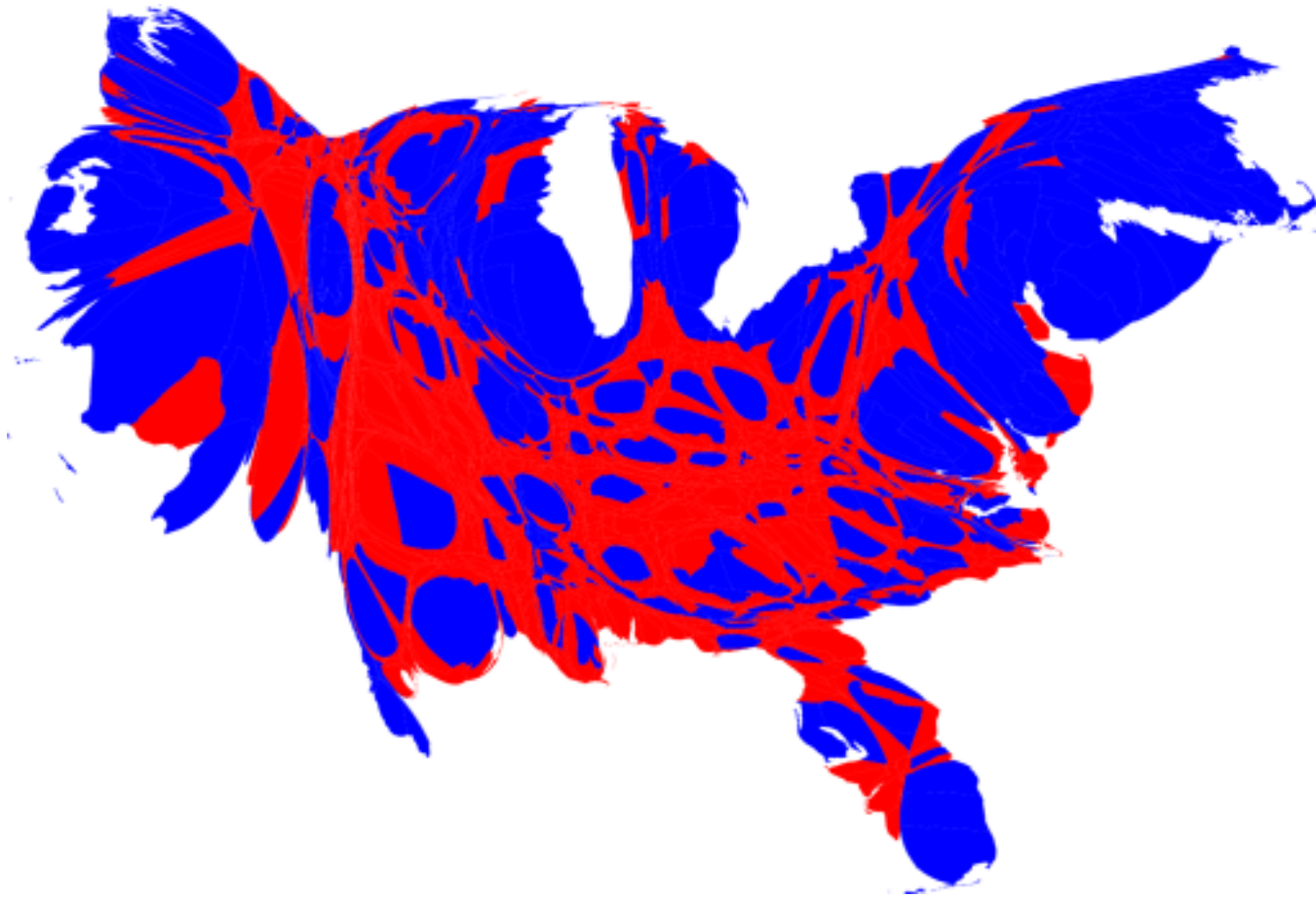


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2008 Election By County Population



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Obama 2012

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PRO- Obama 2012

1. Will raise one billion dollars
 2. Great campaigner
 3. Democratic base will rally eventually
 4. Foreign policy success
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CON- Obama 2012

1. Unemployment 9.1% - 7.8% (Jan '09)
 2. 10 trillion in housing value lost
 3. 14.5 trillion in national debt
 4. GDP growth 0.8 Jan – July, 2011
 5. 4 in 10 Americans think damage permanent
-

BIG QUESTIONS

1. Will economy improve?
 2. Do voters think economy is improving?
 3. Are we at war or peace?
 4. Republican candidate???
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September 2011

Budget Crisis	
Federal Debt	14.5 T
Federal Deficit	1.3 T
Consumer Debt	13.3 T
Value Lost in Property	14 T

2012 HOUSE CONTROL

HOUSE AND SENATE GAIN

2006-2008		2010	
Democrats	House +55	Republicans	House +63
Democrats	Senate +13	Republicans	Senate +6

RE-ELECTION COTAILS

1. Reagan, 1984, Republicans 16+
 2. Clinton, 1996, Democrats 9+
 3. Bush, 2004, Republicans 3+
 4. Average : 9.3+
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Redistricting

- a. Republicans control 193 Seats
- b. Democrats control 44 seats
- c. Republicans have 149 + more seats

(Bolger and Hovart – Crystal Ball)

2012 HOUSE CONTROL

2012

1. Republicans must defend seats won in 2010 – many went for Obama in 2008
2. Obama could win many of them in 2012
3. Straight ticket voting more prevalent now than four decades ago

(Abramowitz – Crystal Ball)

Midterm Approval Rating Vs. Unemployment

President	Year	Approval Rating	Unemployment
Carter (D)	1978	49%	5.8%
Clinton (D)	1994	46%	5.8%
LBJ (D)	1966	44%	3.7%
Obama (D)	2010	43%	9.6%
Bush (R)	2006	38%	4.4%

(Rhodes Cook)

Late October Poll Election Year

President	Job Performance	Unemployment	Popular Vote
1980-Carter	34%	7.5%	L -10%
1984-Reagan	58%	7.2%	W +18%
1992-Bush	31%	7.4%	L -5%
1996-Clinton	54%	5.4%	W +8%
2011-Obama (Sept.)	43%	9.1%	?

(Rhodes Cook)

Republican Nomination Winners

Year	Iowa	New Hampshire	South Carolina	Nominee
1980	Bush	Reagan	Reagan	Reagan
1988	Dole	Bush	Bush	Bush
1996	Dole	Buchanan	Dole	Dole
2000	Bush	McCain	Bush	Bush
2008	Huckabee	McCain	McCain	McCain

(Rhodes Cook)

Election Spending

2008	Obama	\$741 Million	Refused Public Money
	McCain	\$85 Million	Accepted Public Financing

2004	Bush/Kerry	\$617 Million
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All Candidate Spending Totals	
2000	\$501 Million
2004	\$820 Million
2008	\$1.7 Billion

Electoral College Battle

(270 Required)

Democratic Safe States	Connecticut, Delaware, Maryland, California, DC, Illinois, Hawaii, Massachusetts, New York, Rhode Island, Vermont, Washington, New Jersey	175 EV
Republican Safe States	Louisiana, Montana, Nebraska, North Dakota, Oklahoma, Utah, Kansas, Tennessee, South Dakota, West Virginia, Alabama, Alaska, Idaho, Arkansas, Kentucky, Wyoming, South Carolina, Mississippi	105 EV
States Won by Bush and Obama and in play	Virginia, Florida, Ohio, Indiana, North Carolina	86 EV
States Considered Up-For-Grabs	Iowa, New Hampshire, New Mexico, Nevada, Colorado, Missouri, North Carolina, Pennsylvania	75 EV

(Sabato)

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Franklin & Marshall College Poll
Voter and Political Analysis
Politically Uncorrected
