

On November 2, 2004, millions of Americans will cast their votes to determine the next President of the United States. The candidates will travel thousands of miles, deliver hundreds of speeches, shake countless hands, and likely participate in several debates, all in an effort to win on Election Day. This wall map and the corresponding activities highlight the 2004 electoral landscape, the major candidates' platforms, history's role in the election, the issues that matter most to the American people, and whether Florida once again will play a critical role in determining who will lead our nation for the next four years.

HOW DO INCUMBENTS FARE?

Since the presidential primary system became influential in 1952, no incumbent president has lost a re-election bid if he did not face significant opposition in the primaries. George W. Bush faced no challengers in this year's primaries. Will history repeat itself in 2004?

- A sitting President has faced reelection 25 times.
- A sitting President has been reelected 16 times.
- A sitting President has been defeated 9 times.

This does not include the 1976 election, when Gerald Ford lost, because he was never elected in the first place. It does, however, include all three of Franklin D. Roosevelt's reelections separately.



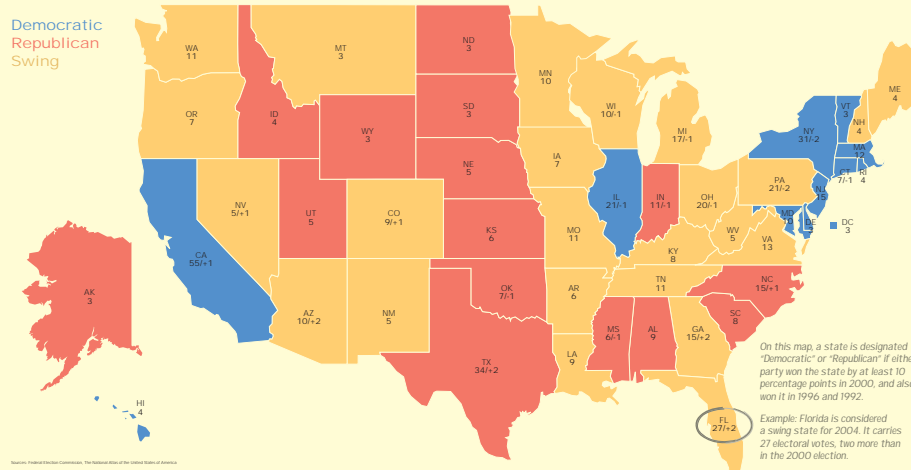
ELECTION 2004



THE ELECTORAL LANDSCAPE

Many of the states won by either side in 2000 likely will go the same way in 2004, but the "swing" states are still up for grabs. If the election is close, the next President could be determined by a few million people living in one of these states. This map depicts the electoral landscape, based on information from the last three elections, as well as how many electoral votes each state represents in this election.

Democratic
Republican
Swing

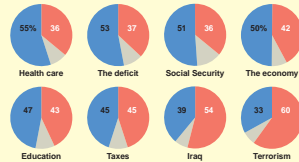


On this map a state is designated "Democratic" or "Republican" if either party won the state by at least 10 percentage points in 2000, and also won it in 1996 and 1992. Example: Florida is considered a swing state for 2004. It carries 27 electoral votes, two more than in the 2000 election.

WHO CAN HANDLE IT?

In March 2004, 1,005 adults were asked, "Who do you think would better handle these issues, John Kerry or George W. Bush?"

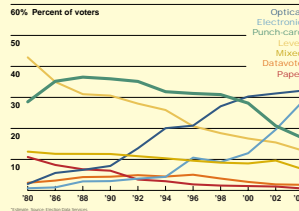
Kerry Bush Other



Source: CNN/ABC/Newsday Poll, March 14-22, 2004

VOTING TECHNOLOGY

Voters still remember Florida officials counting punch-card votes by hand after all the 2000 ballots had been cast. Perhaps it's not surprising that, as current statistics show, punch-card voting has fallen out of favor since 2000.

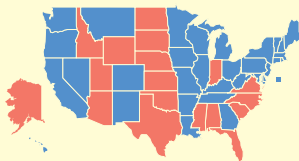


THE COLLEGE THAT CHOOSES

- The Electoral College is a group chosen by the voters of each state to elect the president and vice president.
- When Americans vote in a presidential election, they are technically picking the group pledged to a candidate.
- The Electoral College was created in 1787. It empowers smaller states by limiting the ability of candidates to win the election through domination of a few large states.
- Each state has as many votes in the Electoral College as the total of its senators and representatives in Congress.

1992

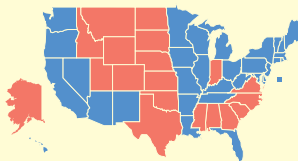
The first President Bush was only the ninth president who failed to win a second term. Gov. Bill Clinton of Arkansas took advantage of voters' concerns about a weak economy.



Popular vote + electoral vote
Bush (R) 39,104,550 + 168
Clinton (D) 44,909,806 + 370

1996

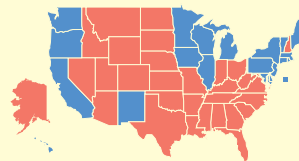
Bill Clinton easily won re-election in 1996, this time beating challenger Bob Dole.



Popular vote + electoral vote
Dole (R) 39,198,755 + 159
Clinton (D) 47,402,357 + 379

2000

This election was decided 36 days later by a 5-4 vote of the U.S. Supreme Court. Even though Al Gore won the popular vote, George Bush's 271 electoral votes won him the election.



Popular vote + electoral vote
Bush (R) 50,460,110 + 271
Gore (D) 51,003,835 + 266

COMPARE THE CANDIDATES

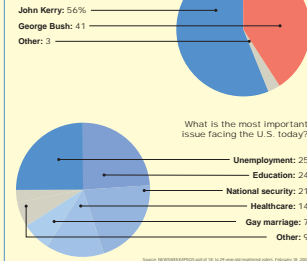
	BUSH	KERRY
Party	Republican	Democrat
Birthplace	Connecticut	Colorado
Age	58	60
Previous elective office	Governor	Lt. Governor
Military service	Nat'l. Guard	Navy

✓ Favors / X Opposes	BUSH	KERRY
Privatizing Social Security	✓	X
Raising minimum wage	X	✓
Oil drilling in Arctic Nat'l. Wildlife Refuge	✓	X
Tougher fuel efficiency standards	X	✓
Organized prayer in public schools	✓	X
Safety devices on all new guns	X	✓
National review of death penalty	X	✓
Vouchers for schools	✓	X
Amendment banning gay marriage	✓	X

THE VOICE OF YOUNG VOTERS

In the late 20th century young voters cared most about social issues such as the environment and equal rights. But that may be changing. This election's 18- to 29-year olds are concerned about unemployment, the economy and national security. How will these concerns help—or hurt—the candidates?

If the election were held today, whom would you vote for?



FACTS ABOUT YOUNG VOTERS

- In presidential election years between 1972 and 2000, the national youth-vote turnout rate declined from 55 percent to 42 percent among 18- to 24-year-old voters.*
- Young people are more likely to vote if their state permits registration on Election Day.
- Youth voter turnout was highest in 2000 in Alaska, North Dakota, Maine, Washington D.C., and Wisconsin.
- Asking a young person (18-25) to vote raises the likelihood that he or she will vote by 8 to 12 percentage points.

Source: *The Center for Information & Research on Voting Behavior, University of Virginia (2002).
*Based on data from the 1996 and 2000 National Election Studies. © 2004 Newsweek Education Program. All rights reserved.

