

HANDOUT

1992 ELECTION



BILL CLINTON
and Al Gore

POPULAR VOTE: 44,908,233
ELECTORAL VOTE: 370

DEMOCRAT

Clinton was the **Governor of Arkansas**.

Clinton's **charismatic** campaign style helped him, particularly in "town hall" style debates.

Clinton reached out to **young people** through appearances on MTV and *The Arsenio Hall Show*.

Clinton attacked Bush on the \$4 billion **national debt**, **unemployment**, and the **recession**. Clinton campaign strategist James Carville hung a sign saying, "It's the economy, stupid" on their headquarters' wall in Little Rock.

Baby Boomers (those born from 1946-1964) elected their first **baby boomer ticket** (Clinton/Gore).

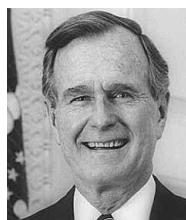
Clinton's **humble roots** helped him to connect with poor people, particularly in the South where Democrats had lost dominance.

Clinton, from Arkansas, and Gore, from Tennessee, were both moderates, giving Democrats a clear **Southern strategy**.

African Americans overwhelmingly voted for Clinton over Bush.

The Democratic Party was **unified** behind a candidate for the first time since 1964.

With support from **Jimmy Carter** who praised his "honesty and integrity," Clinton successfully **refuted charges** of draft dodging and extra-marital affairs.



GEORGE BUSH
and Dan Quayle

POPULAR VOTE: 39,102,282
ELECTORAL VOTE: 168

REPUBLICAN

Bush was the **incumbent President**.

Although Bush had successfully led the largest military campaign since the Vietnam War, the **sluggish economy** was more important to voters than the **Gulf War** of 1991.

Bush urged **campaign finance reform**.

The Reagan administration's **Iran-Contra scandal** hurt Bush, who was accused of playing a key role in the affair.

Anti-abortion, anti-gay, and anti-liberal activists at the convention gave an impression that the Republican Party was **intolerant**.

THIRD PARTIES

Pat Buchanan attacked Bush from the right in the primaries while independent candidate Ross Perot took votes from Bush in the general election that may have given Clinton the margin of victory he needed. Both Perot and Buchanan attacked **Free Trade Agreements** signed by Bush.

Independent candidate **Ross Perot** effectively used appearances on **TV talk shows** to reach voters. He spent \$60 million of his own fortune to buy a series of 30-minute **TV infomercials**.

George Bush reluctantly agreed to three debates with Clinton and Perot, one of which was the first "town hall" debate featuring questions from citizens rather than reporters. One questioner asked the candidates if they knew the price of everyday grocery items like milk. Bush, who had clearly not shopped for himself in a long time, seemed disconnected from middle-class realities. Clinton, who seemed well-prepared for the question, responded in a way that showed he "felt the pain" of people struggling to make ends meet.