

# ★ THAT'S THE TICKET! ★

## A Parade of Presidential Elections

# 1984

**ELECTORAL MAP**  
How each state voted



### REPUBLICAN TICKET ✓

Presidential candidate: **RONALD REAGAN**, President  
VP candidate: **GEORGE H. W. BUSH**, Vice President  
Popular votes: **54,455,075 (58.8%)**  
Electoral votes: **525**

### DEMOCRATIC TICKET

Presidential candidate: **Walter Mondale**, former Vice President  
VP candidate: **Geraldine Ferraro**, New York Congresswoman  
Popular votes: **37,577,185 (40.6%)**  
Electoral votes: **13**

### Election Facts

- This election demonstrated Reagan's immense popularity during a time of economic recovery.
- Reagan's campaign emphasized optimism and national pride.
- Mondale criticized the federal budget deficit and the arms race. He attacked Reagan's cuts in social programs and characterized his administration as a "government of the rich."
- Mondale failed to articulate a vision.
- Ferraro was the first female to be nominated for national office by a major party.
- Ferraro's husband's finances and her stand on abortion brought controversy to the campaign.



Wisconsin campaign rally for Reagan/Bush, October 10, 1984. Photo by Ned Vespa, *Milwaukee Journal*.



Milwaukee barber Guy Marty displays campaign material from both parties, 1984. Photo by Erwin Gebhard, *Milwaukee Journal*. [WHI-56999](#)



Walter Mondale campaigns in Milwaukee, October 24, 1984. Photo by Dale Guldán. [WHI-11960](#)



Walter Mondale and Geraldine Ferraro campaign at the Wisconsin State Capitol, October 1984. Photo by Henry A. Koshollek, courtesy of the *Capital Times*.



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