

★ THAT'S THE TICKET! ★

A Parade of Presidential Elections

REPUBLICAN TICKET ✓

Presidential candidate: **GEORGE W. BUSH**, President
VP candidate: **DICK CHENEY**, Vice President
Popular votes: **62,040,287 (51.2%)**
Electoral votes: **286**

DEMOCRATIC TICKET

Presidential candidate: **John Kerry**, Massachusetts Senator
VP candidate: **John Edwards**, North Carolina Senator
Popular votes: **59,027,612 (48.8%)**
Electoral votes: **251**

2004

ELECTORAL MAP
How each state voted



Election Facts

- The war on terrorism that followed the September 11, 2001, attacks on the United States took center stage in this election.
- Bush presented himself as a decisive leader and described Kerry as a "flip-flopper."
- Bush supporters valued national security and moral values.
- Kerry appealed to opponents of the war in Iraq and those concerned with jobs, health care, and other domestic issues.
- The electoral victory again was decided by one state - this time, Ohio.



George W. Bush greets a crowd during a campaign stop in La Crosse, May 7, 2004. Photo by David J. Marcou. [WHi-52577](http://www.wisconsinhistory.org/whi-52577)



George W. Bush campaigns in Richland Center, WI, October 26, 2004. Photo by Joseph W. Jackson III, courtesy of the *Wisconsin State Journal*.



John Kerry greets supporters at a campaign rally in Madison, October 28, 2004. Photo by Steve Apps, courtesy of the *Wisconsin State Journal*.



John Kerry and musician and political activist Bruce Springsteen at a campaign rally in Madison, October 28, 2004. Photo by Mike DeVries, courtesy of the *Capital Times*.



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