Every four years, America's political parties hope that their "ticket" -- the presidential and vice presidential candidates -- will capture enough electoral votes to win the presidency.

In That's the Ticket: A Parade of Presidential Elections, we highlight the leaders, issues, scandals and final outcomes of 39 presidential elections in an online exhibit.

The issues in our nation's political history such as war, taxes, recession, healthcare, immigration and the environment -- as well as judgments about the character and experience of candidates -- have played themselves out many times up to the present day.

How the exhibit is organized

The exhibit starts with the 1856 presidential election and proceeds chronologically through 2008. We start in the year 1856 because it was the first year the Democratic Party faced off against the newly formed Republican Party, which was founded in Ripon, Wisconsin, in 1854.

Slate of Candidates: Each party's presidential and vice presidential candidates (tickets) are listed along with election results in both popular and electoral votes. Only tickets that won electoral votes are listed.

Election Facts: Campaign and election facts summarize some of the economic, social and political issues that affected the course of the election.

Electoral Map: A full color map of the United States gives a visual representation of how America voted. You can see which states voted for which tickets.

Wisconsin's Choice: A special map of Wisconsin documents how our citizens voted.

Historic Photos: Images feature the national candidates. Many were taken during campaign stops in Wisconsin, demonstrating a unique Wisconsin perspective. Others document the campaign conventions and inaugurations. Photos were selected from the rich collections of the Wisconsin Historical Society. Modern photographs were provided in partnership with the Wisconsin State Journal and The Capital Times.

That's the Ticket! A Parade of Presidential Elections was first presented as a physical exhibit at the Wisconsin Historical Museum during the 2008 presidential campaign. If you have questions or comments about this online exhibit, please contact Paul Bourlier.

Suggested Reading

Voices and Votes: How Democracy Works in Wisconsin. Available through the Wisconsin Historical Society Press. Images and graphics from this book were used in the Museum field trip curriculum for the physical exhibit.
Election Facts

- The extension of slavery into the West was the hot-button issue of this election and illuminated the division between North and South.
- This election reflected the political firestorm that followed the passage of the Kansas-Nebraska Act in 1854.
- The act repealed the anti-slavery provisions of the 1820 Missouri Compromise and allowed the citizens of the new Kansas and Nebraska territories to decide for themselves whether to make slavery legal.
- Protests to the act led to the formation of the anti-slavery Republican Party in 1854 in Ripon, Wisconsin.
- The Whig Party dissolved over the slavery issue. Its “Know Nothing” remnants sought to curb immigration and naturalization.
**REPUBLICAN TICKET**

Presidential candidate: **ABRAHAM LINCOLN**, former Illinois Congressman

VP candidate: **HANNIBAL HAMLIN**, Maine Senator

Popular votes: **1,865,908 (39.9%)**

Electoral votes: **180**

**SOUTHERN DEMOCRATIC TICKET**

Presidential candidate: **John Breckinridge**, Vice President

VP candidate: **Joseph Lane**, Oregon Senator

Popular votes: **848,019 (18.1%)**

Electoral votes: **72**

**CONSTITUTIONAL UNIONIST TICKET**

Presidential candidate: **John Bell**, former Tennessee Senator

VP candidate: **Edward Everett**, former Massachusetts Senator

Popular votes: **590,901 (12.6%)**

Electoral votes: **39**

**DEMOCRATIC TICKET**

Presidential candidate: **Stephen Douglas**, Illinois Senator

VP candidate: **Herschel Johnson**, former Georgia Governor

Popular votes: **1,380,202 (29.5%)**

Electoral votes: **12**

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**Election Facts**

- This election had several viable candidates and parties. All had various stands on slavery and secession.
- Lincoln was opposed to slavery in the territories. Douglas advocated the right of citizens to decide on slavery. Breckinridge wanted the federal government to protect slavery in the territories. Bell championed the preservation of a united nation.
- Republicans gathered a diverse coalition to win the election.
- Lincoln’s victory caused seven Southern states to secede from the Union.
Election Facts

- This election rode on the fate of the Civil War.
- Confederate victories in early 1864 eroded Lincoln’s chances of reelection.
- War-weary Democrats adopted a peace platform and criticized Lincoln’s inability to restore the Union.
REPUBLICAN TICKET
- Presidential candidate: ULYSSES S. GRANT, U.S. Army General
- VP candidate: SCHUYLER COLFAX, Indiana Congressman
- Popular votes: 3,013,650 (52.7%)
- Electoral votes: 214

DEMOCRATIC TICKET
- Presidential candidate: Horatio Seymour, New York Governor
- VP candidate: Francis Blair, former Missouri Congressman
- Popular votes: 2,708,744 (47.3%)
- Electoral votes: 80

Election Facts
- Feuds over postwar Reconstruction in the South torpedoed Andrew Johnson's Republican administration.
- Democrats criticized military occupation of the South and new legal rights for freed slaves.
- Republicans ran as the party that won the war.
- Grant’s status as a war hero helped him win support among new black voters and win the election.
**REPUBLICAN TICKET**

President: ULYSSES S. GRANT, President

VP: HENRY WILSON, Massachusetts Senator

Popular votes: 3,598,468 (55.6%)

Electoral votes: 286

**DEMOCRATIC TICKET**

President: Horace Greeley, Newspaper Editor

VP: Henry Gratz Brown, Missouri Governor

Popular votes: 2,835,315 (43.8%)

Electoral votes: 63

**Election Facts**

- This election reflected a split in the Republican Party. Grant’s Radical Republicans championed Reconstruction in the South.
- The Democratic ticket consisted of Liberal Republicans discontent with Grant’s performance as president. They called for an end to Reconstruction and to corruption in government.
- Democrats could not, however, gather enough support from interest groups to topple the incumbent.
- Greeley died before the electoral votes were cast.
**REPUBLICAN TICKET**
- Presidential candidate: **RUTHERFORD B. HAYES**, Ohio Governor
- VP candidate: **WILLIAM WHEELER**, New York Congressman
- Popular votes: 4,033,497 (48.0%)
- Electoral votes: 185

**DEMOCRATIC TICKET**
- Presidential candidate: **Samuel J. Tilden**, New York Governor
- VP candidate: **Thomas Hendricks**, Indiana Governor
- Popular votes: 4,288,191 (51.0%)
- Electoral votes: 184

**Election Facts**
- A bipartisan Congressional Committee decided this election following disputes over vote tallies in four states.
- Hayes, who lost the popular vote, was granted the presidency in exchange for Southern political independence.
- This deal established a political system in which Northern Republican industrial interests dominated the executive branch while Southern Democratic agricultural interests controlled their own affairs.
- This led to racial segregation in the South.
Election Facts

- Tariffs and civil service reform were among the issues of this election.
- Garfield became a compromise dark-horse candidate after a stalemate among Republican factions.
- Just months after his inauguration, Garfield was assassinated by a supporter of a rival Republican faction. The assassin was upset that Garfield didn’t appoint him to a diplomatic post.
DEMOCRATIC TICKET

Presidential candidate: GROVER CLEVELAND, New York Governor
VP candidate: THOMAS HENDRICKS, former Indiana Governor
Popular votes: 4,915,586 (48.9%)
Electoral votes: 219

REPUBLICAN TICKET

Presidential candidate: James G. Blaine, former Secretary of State
VP candidate: John Logan, Illinois Senator
Popular votes: 4,852,916 (48.2%)
Electoral votes: 182

Election Facts

- Cleveland launched a campaign that educated voters about party positions through pamphlets and meetings.
- Blaine launched a negative campaign to fuel a fear of Democrats and make a scandal of Cleveland’s fathering an illegitimate child.
- Blaine made political blunders that cost him votes.
**REPUBLICAN TICKET**

- Presidential candidate: **BENJAMIN HARRISON**, former Indiana Senator
- VP candidate: **LEVI P. MORTON**, former Minister to France
- Popular votes: **5,449,825** (47.8%)
- Electoral votes: **233**

**DEMOCRATIC TICKET**

- Presidential candidate: **Grover Cleveland**, President
- VP candidate: **Allen Thurman**, former Ohio Senator
- Popular votes: **5,539,118** (48.6%)
- Electoral votes: **168**

**Election Facts**

- Tariff policy was a major divisive issue of this election.
- Republicans favored high tariffs to protect domestic industry.
- Democrats advocated low tariffs to benefit consumers and prevent monopolies.
- Harrison lost the popular vote but secured the electoral vote by winning Northern and Western states, some by narrow margins.

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Grover Cleveland.  
[WHI-23780](http://www.wisconsinhistory.org/museum/exhibits/elections/)

Campaigning for Benjamin Harrison and Levi Morton, possibly Madison, 1888.  
[WHI-56915](http://www.wisconsinhistory.org/museum/exhibits/elections/)
**DEMOCRATIC TICKET**

Presidential candidate: GROVER CLEVELAND, former President  
 VP candidate: ADLAI E. STEVENSON, former Illinois Congressman  
 Popular votes: 5,554,617 (46.0%)  
 Electoral votes: 277

**REPUBLICAN TICKET**

Presidential candidate: Benjamin Harrison, President  
 VP candidate: Whitelaw Reid, Minister to France  
 Popular votes: 5,186,793 (43.0%)  
 Electoral votes: 145

**POPULIST TICKET**

Presidential candidate: James B. Weaver, former Iowa Congressman  
 VP candidate: James G. Field, former Virginia Attorney General  
 Popular votes: 1,024,280 (8.5%)  
 Electoral votes: 22

Election Facts

- This election was a rehash of the 1888 election with the same two presidential candidates clashing over tariff policy. The outcome, though, was different.
- Cleveland won with the support of voters upset about the inflation caused by high tariffs, especially in the farm belt.
- Cleveland became the only president to return to office after an absence.
Election Facts

- Rising Populist activism found a voice in this election.
- Bryan claimed to speak for discontented farmers and factory workers whose problems stemmed from westward expansion, urbanization, and explosive economic growth.
- Bryan’s campaign centered on the “free coinage of silver.” Silver would be made into coins, which would expand the money supply and benefit people who were in debt.
- Many Easterners considered Bryan too radical. They did not add to the support he received from the agrarian West and South.
**Republica Ticket**

- Presidential candidate: William McKinley, President
- VP candidate: Theodore Roosevelt, New York Governor
- Popular votes: 7,219,193 (51.7%)
- Electoral votes: 292

**Democratic Ticket**

- Presidential candidate: William Jennings Bryan, former Nebraska Congressman
- VP candidate: Adlai E. Stevenson, former Illinois Congressman
- Popular votes: 6,357,698 (45.5%)
- Electoral votes: 155

**Election Facts**

- Bryan fared worse in this rematch against McKinley than he experienced in the 1896 election.
- Bryan’s “free coinage of silver” platform appeared irrelevant as the economy improved and gold reserves increased.
- Bryan failed to win popular support when he railed against American imperialism that followed the Spanish-American War.
- Backed by prosperity, Republicans urged voters to maintain the status quo.

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William Jennings Bryan addresses a crowd in Columbus, WI, October 3, 1900. WHI-32826

William McKinley, as illustrated on a campaign poster, 1900. WHI-9474

Anti-Bryan political cartoon, 1900. WHI-52827
REPUBLICAN TICKET

Presidential candidate: **THEODORE ROOSEVELT**, President
VP candidate: **CHARLES W. FAIRBANKS**, Indiana Senator
Popular votes: 7,625,599 (56.4%)
Electoral votes: 336

DEMOCRATIC TICKET

Presidential candidate: **Alton B. Parker**, New York Judge
VP candidate: **Henry G. Davis**, Pan American Railway Committee Chair
Popular votes: 5,083,501 (37.6%)
Electoral votes: 140

Election Facts

- Roosevelt represented a new generation of Republicans. They adopted progressive ideas to deal with contemporary social and economic problems.
- Roosevelt’s platform of trust-busting and environmental conservation broadened his party’s support, especially in Western states.
- Roosevelt was more liberal than the Democratic Parker, who carried the South.
REPUBLICAN TICKET

- Presidential candidate: WILLIAM H. TAFT, Secretary of War
- VP candidate: JAMES S. SHERMAN, New York Congressman
- Popular votes: 7,676,598 (51.6%)
- Electoral votes: 321

DEMOCRATIC TICKET

- Presidential candidate: William Jennings Bryan, former Nebraska Congressman
- VP candidate: John W. Kern, Indianan
- Popular votes: 6,406,874 (43.0%)
- Electoral votes: 162

**Election Facts**

- Theodore Roosevelt tapped Taft as his successor and promoted his nomination.
- Taft positioned his campaign on Roosevelt's progressive policies and record of success.
- Having failed with a conservative candidate four years earlier, Democrats called the liberal Bryan back, but the progressive Republican platform diluted Bryan's message.

*William H. Taft, 1908. WHI-22950*
That’s the Ticket: A Parade of Presidential Elections

DEMOCRATIC TICKET

Presidential candidate: WOODROW WILSON, New Jersey Governor
VP candidate: THOMAS R. MARSHALL, Indiana Governor
Popular votes: 6,294,326 (41.8%)
Electoral votes: 435

PROGRESSIVE TICKET

Presidential candidate: Theodore Roosevelt, former President
VP candidate: Hiram W. Johnson, California Governor
Popular votes: 4,120,207 (27.4%)
Electoral votes: 88

REPUBLICAN TICKET

Presidential candidate: William H. Taft, President
VP candidate: James S. Sherman, Vice President*
* replaced by Nicholas Murray Butler, Columbia University President
Popular votes: 3,486,343 (23.2%)
Electoral votes: 8

Election Facts

- A rift between Roosevelt and Taft divided the Republican Party. It forced Roosevelt supporters to mount a Progressive ticket third-party campaign.
- The split enabled Wilson to win the election.
- Wilson’s platform called for banking and campaign finance reforms, anti-monopoly legislation, and greater public participation in the election process.
DEMOCRATIC TICKET

Presidential candidate: **WOODROW WILSON**, President
VP candidate: **THMOAS R. MARSHALL**, Vice President
Popular votes: **9,126,063 (49.2%)**
Electoral votes: **277**

REPUBLICAN TICKET

Presidential candidate: **Charles E. Hughes**, Supreme Court Justice
VP candidate: **Charles W. Fairbanks**, former Vice President
Popular votes: **8,547,039 (46.1%)**
Electoral votes: **254**

**Election Facts**

- American foreign policy took center stage in this election as people became concerned about the war in Europe.
- Wilson's campaign touted that Wilson kept the nation out of war.
- The Republicans spread doubt that Wilson would continue his neutral stand.
- Wilson declared his support of universal woman suffrage. This helped him in states where women could already vote.

Campaign train for Charles Hughes, 1916. *WHi-56989*

Woodrow Wilson campaigns in New Jersey, October 28, 1916. *WHi-9875*

Anti-Wilson political cartoon. *Punch*, October 18, 1916. *WHi-56962*
REPUBLICAN TICKET

Presidential candidate: WARREN G. HARDING, Ohio Senator
VP candidate: CALVIN COOLIDGE, Massachusetts Governor
Popular votes: 16,151,916 (60.3%)
Electoral votes: 404

DEMOCRATIC TICKET

Presidential candidate: James M. Cox, Ohio Governor
VP candidate: Franklin D. Roosevelt, Assistant Secretary of the Navy
Popular votes: 9,134,074 (34.1%)
Electoral votes: 127

Election Facts

- Republican victory in this "election by disgust" resulted from Wilson's unpopularity following World War I.
- Both parties were internally divided about such issues as Prohibition, agricultural policies, and the League of Nations.
- This was the first election after the 19th Amendment was enacted, which granted women the right to vote.
**REPUBLICAN TICKET**

Presidential candidate: **CALVIN COOLIDGE**, President  
VP candidate: **CHARLES G. DAWES**, former Budget Bureau Director  
Popular votes: **15,724,310 (54.0%)**  
Electoral votes: **382**

**DEMOCRATIC TICKET**

Presidential candidate: **John W. Davis**, former Ambassador to Great Britain  
VP candidate: **Charles Bryan**, Nebraska Governor  
Popular votes: **8,386,532 (28.8%)**  
Electoral votes: **136**

**PROGRESSIVE TICKET**

Presidential candidate: **Robert M. La Follette**, Wisconsin Senator  
VP candidate: **Burton K. Wheeler**, Montana Senator  
Popular votes: **4,827,184 (16.6%)**  
Electoral votes: **13**

**Election Facts**

- Issues such as Prohibition and the Ku Klux Klan caused rifts between the North and South in the Democratic Party. These crippled Davis' campaign.
- La Follette's Progressive's platform included disarmament, government ownership of railroads, farm relief, and labor legislation. This helped him draw liberal votes.
- Coolidge benefited from these developments. He also distanced himself from the scandals that rocked the Harding administration.
**REPUBLICAN TICKET**

- Presidential candidate: **HERBERT HOOVER**, Secretary of Commerce
- VP candidate: **CHARLES CURTIS**, Kansas Senator
- Popular votes: 21,432,823 (58.2%)
- Electoral votes: 444

**DEMOCRATIC TICKET**

- Presidential candidate: **Alfred E. Smith**, New York Governor
- VP candidate: **Joseph Robinson**, Arkansas Senator
- Popular votes: 15,004,336 (40.8%)
- Electoral votes: 87

**Election Facts**

- This was the first election to have extensive radio coverage.
- Smith was the first Catholic presidential candidate of a major party.
- Smith's urban background and liberal platform alienated many Southerners but attracted the first significant immigrant vote.
- Smith also shifted allegiance away from the Republicans in some Northern cities.
DEMOCRATIC TICKET

Presidential candidate: FRANKLIN D. ROOSEVELT, New York Governor
VP candidate: JOHN N. GARNER, Texas Congressman
Popular votes: 22,818,740 (57.4%)
Electoral votes: 472

REPUBLICAN TICKET

Presidential candidate: Herbert Hoover, President
VP candidate: Charles Curtis, Vice President
Popular votes: 15,760,425 (39.6%)
Electoral votes: 59

Election Facts

- The economic crisis of the Great Depression embittered many voters toward the dour Hoover.
- The charismatic Roosevelt promised the nation a "New Deal" and gathered support from a coalition of farmers, city dwellers, immigrants, Catholics, Jews, blacks, Southern whites, financiers, and labor unions.
DEMOCRATIC TICKET

President candidate: FRANKLIN D. ROOSEVELT, President
VP candidate: JOHN N. GARNER, Vice President
Popular votes: 27,750,866 (60.8%)
Electoral votes: 523

REPUBLICAN TICKET

President candidate: Alfred M. Landon, Kansas Governor
VP candidate: Frank Knox, Illinoisan
Popular votes: 16,679,683 (36.5%)
Electoral votes: 8

Election Facts

- This election underscored the division between classes, which widened during the Great Depression.
- Roosevelt's New Deal programs and policies offered benefits for the interest groups that formed the new Democratic coalition.
- Republican opposition argued that the federal government under FDR had grown too big, too intrusive, and too expensive.

Franklin D. Roosevelt speaks in Green Bay, August 9, 1934. WHi-56982
Sheet music, 1934. WHi-48776
Franklin D. Roosevelt signs the Social Security Bill, August 14, 1935. WHi-54438
**DEMOCRATIC TICKET**

- **Presidential candidate:** FRANKLIN D. ROOSEVELT, President
- **VP candidate:** HENRY A. WALLACE, Secretary of Agriculture
- **Popular votes:** 27,343,218 (54.7%)
- **Electoral votes:** 449

**REPUBLICAN TICKET**

- **Presidential candidate:** Wendell Willkie, New York Utility Executive
- **VP candidate:** Charles L. McNary, Oregon Senator
- **Popular votes:** 22,334,940 (44.8%)
- **Electoral votes:** 82

**Election Facts**

- When the Democrats nominated Roosevelt for an unprecedented third term, Republicans accused him of being a dictator.
- Willkie gave hundreds of speeches across the country charging FDR with warmongering for advocating military preparedness and supporting Great Britain in World War II.
- It was difficult for the Republican newcomer to compete against Roosevelt's experience at a time when the future appeared uncertain.

Franklin D. Roosevelt makes a speech in Savannah, GA. WHI-9471

Wendell Willkie speaks in Richland Center, WI, during a bid for the presidency, March 18, 1944. WHI-25802
DEMOCRATIC TICKET

Presidential candidate: FRANKLIN D. ROOSEVELT, President
VP candidate: HARRY TRUMAN, Missouri Senator
Popular votes: 25,612,610 (53.4%)
Electoral votes: 432

REPUBLICAN TICKET

Presidential candidate: Thomas Dewey, New York Governor
VP candidate: John Bricker, Ohio Governor
Popular votes: 22,021,053 (45.9%)
Electoral votes: 99

Election Facts

- World War II dominated the course of this election.
- Allied victories gave people hope. Many voters did not want to risk changing leaders until the war was over.
- War had brought the nation out of the Great Depression. Democrats took credit, urging voters not to steer the country back to Hoover's time.
- Dewey found it difficult to counter voters’ desire to stay the course.

Franklin D. Roosevelt, 1944. [WHI-23747]

Thomas Dewey aboard his campaign train in Baraboo, WI, 1944. [WHI-42565]
DEMOCRATIC TICKET

President: HARRY TRUMAN, President
VP: ALBEN BARKLEY, Kentucky Senator
Popular votes: 24,105,810 (49.5%)
Electoral votes: 303

REPUBLICAN TICKET

President: Thomas Dewey, New York Governor
VP: Earl Warren, California Governor
Popular votes: 21,970,064 (45.1%)
Electoral votes: 189

STATES’ RIGHTS DEMOCRATIC (DIXIECRATIC) TICKET

President: Strom Thurmond, South Carolina Governor
VP: Fielding Wright, Mississippi Governor
Popular votes: 1,169,114 (2.4%)
Electoral votes: 39

Election Facts

- The Democratic coalition splintered in this election.
- Southern segregationists opposed Truman over civil rights and supported Thurmond.
- Democratic progressives bolted over Truman’s postwar foreign policy.
- Republicans rallied around Dewey, who accepted the New Deal and the nation’s new global role.
- With predictions of his defeat, Truman fought a hard campaign to win the election.
**Election Facts**

- This election was a reaction to the problems that beset Truman's second term.
- The nation was weary of the stalemated Korean War.
- White House conflict-of-interest scandals and alleged Communist infiltrations in government prompted the Republicans to vow to clean up Washington.
- War hero Eisenhower proved a popular candidate.
- Nixon's folksy "Checkers" speech countered a Democratic charge of impropriety.
- The vote underscored a desire for new leadership.
REPUBLICAN TICKET

Presidential candidate: **DWIGHT D. EISENHOWER**, President

    VP candidate: **RICHARD NIXON**, Vice President

    Popular votes: **35,590,472 (57.4%)**

    Electoral votes: **457**

DEMOCRATIC TICKET

Presidential candidate: **Adlai E. Stevenson II**, former Illinois Governor

    VP candidate: **Estes Kefauver**, Tennessee Senator

    Popular votes: **26,022,752 (42.0%)**

    Electoral votes: **73**

Election Facts

- Stevenson called for an end to the peacetime draft and a ban on nuclear testing, but many deferred to Eisenhower as the better judge of America's position in global affairs.
- This election showed a desire for the status quo.
- The economy was booming and many voters seemed content and complacent.
- Divisive issues were downplayed and little conflict emerged.
DEMOCRATIC TICKET
Presidential candidate:  JOHN F. KENNEDY, Massachusetts Senator
VP candidate:  LYNDON B. JOHNSON, Texas Senator
Popular votes:  34,226,731 (49.7%)
Electoral votes:  303

REPUBLICAN TICKET
Presidential candidate:  Richard Nixon, Vice President
VP candidate:  Henry Cabot Lodge, United Nations Ambassador
Popular votes:  34,108,157 (49.5%)
Electoral votes:  219

INDEPENDENT DEMOCRATIC TICKET
Presidential candidate:  Henry Byrd, Virginia Senator
Popular votes:  116,248 (0.2%)*
Electoral votes:  15
*For Byrd electors in Mississippi

Election Facts
- This election featured the first televised debate between presidential contenders. It gave Kennedy the edge in personal image.
- Kennedy's campaign appealed to a new generation and called for meeting the challenges of the future.
- Kennedy promised to lead the nation out of recession and proposed an increase in defense spending.
- Kennedy won by a narrow victory and became the first Catholic president.
- Nixon considered a recount but decided against it.

Nixon/Lodge supporters, 1960. WHI-8836
Richard Nixon speaks in Janesville, WI, 1960. Photo by Harry Van Tuyl. WHI-56970
Richard Nixon is introduced at a campaign stop in Milwaukee, October 8, 1960. Photo by Fred Stanger. WHI-47510
John F. Kennedy campaigns in Gays Mills, WI, 1960. Photo by Fritz Albert. WHI-27843
John F. Kennedy speaks in Ohio. WHI-56980
Rally for John F. Kennedy, Madison, October 23, 1960. WHI-8619
DEMOCRATIC TICKET

Presidential candidate: **LYNDON B. JOHNSON, President**
VP candidate: **HUBERT HUMPHREY, Minnesota Senator**
Popular votes: **43,129,566 (61.1%)**
Electoral votes: **486**

REPUBLICAN TICKET

Presidential candidate: **Barry Goldwater, Arizona Senator**
VP candidate: **William Miller, New York Congressman**
Popular votes: **27,178,188 (38.5%)**
Electoral votes: **52**

Election Facts

- This election was an ideological contest between the conservative Goldwater and the liberal Johnson.
- Goldwater attacked big government and appealed to fears about the direction the nation was taking.
- Johnson advocated the “Great Society,” a package of domestic programs concerned with welfare, housing, education, jobs, and civil rights.
- Painting Goldwater as reckless, Johnson presented himself as a peace candidate in the face of the looming conflict in Vietnam.
- Economic prosperity worked to Johnson’s advantage.

Lyndon B. Johnson.
[WHI-27956](http://www.wisconsinhistory.org/museum/exhibits/elections/)


Goldwater supporters and opponents face one another at a Madison rally, September 1964. Photo by Ed Stein, courtesy of the Wisconsin State Journal.
REPUBLICAN TICKET

Presidential candidate: Richard Nixon, former Vice President
VP candidate: Spiro Agnew, Maryland Governor
Popular votes: 31,785,480 (43.4%)
Electoral votes: 301

DEMOCRATIC TICKET

Presidential candidate: Hubert Humphrey, Vice President
VP candidate: Edmund Muskie, Maine Senator
Popular votes: 31,275,166 (42.7%)
Electoral votes: 191

AMERICAN INDEPENDENT TICKET

Presidential candidate: George Wallace, former Alabama Governor
VP candidate: Curtis LeMay, former Air Force Chief of Staff
Popular votes: 9,906,473 (13.5%)
Electoral votes: 46

Election Facts

- The politics of discontent dominated this election.
- Nixon’s campaign called for new strategies to address the unrest wrought by the escalation of the Vietnam War, rising crime, urban riots, inflation, and political assassinations.
- Humphrey tried to distance himself from Johnson’s policies.
- Wallace ran one of the strongest third-party campaigns in history as a conservative who opposed Johnson’s domestic programs but supported the war.
**REPUBLICAN TICKET**

President: **RICHARD NIXON**, President
VP: **SPIRO AGNEW**, Vice President

Popular votes: 47,169,911 (60.7%)
Electoral votes: 520

**DEMOCRATIC TICKET**

President: **George McGovern**, South Dakota Senator
VP: **Sargent Shriver**, former Ambassador to France

Popular votes: 29,170,383 (37.5%)
Electoral votes: 17

**Election Facts**

- Nixon emphasized his accomplishments in foreign policy and domestic initiatives.
- McGovern criticized Nixon’s failure to end the Vietnam War.
- McGovern’s campaign was harmed when his original running mate, Thomas Eagleton, was replaced following reports of Eagleton’s previous treatments for nervous exhaustion.

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*George McGovern at his Madison campaign headquarters, April 4, 1972. Photo by David Sandell, courtesy of the Capital Times.*
**Election Facts**

- Carter’s message of honesty and decency appealed to voters disillusioned by the Watergate scandal, although a *Playboy* interview undermined his moral standard.
- Ford gained support from his restoration of order in government. His pardon of Nixon hurt him politically, as did a contentious battle with Ronald Reagan for the Republican nomination and a gaffe in a televised debate with Carter.
- Carter benefited by drawing support from a diverse coalition of southerners, urbanites, blacks, and labor.
### Republican Ticket
- **Presidential candidate:** RONALD REAGAN, former California Governor
- **VP candidate:** GEORGE H.W. BUSH, former CIA Director
- **Popular votes:** 43,904,153 (50.7%)
- **Electoral votes:** 489

### Democratic Ticket
- **Presidential candidate:** Jimmy Carter, President
- **VP candidate:** Walter Mondale, Vice President
- **Popular votes:** 35,483,883 (41.0%)
- **Electoral votes:** 49

### Election Facts
- This election reflected a "crisis in confidence" brought about by inflation, unemployment, an energy crisis, and an eroding national image overseas.
- Reagan attacked Carter’s leadership as the Iran hostage crisis dragged on.
- Carter warned that a nuclear arms race and national polarization would result from a Reagan presidency.
- Reagan asked voters if they were better off than they were four years earlier. The answer for many was "no."

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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.
REPUBLICAN TICKET

Presidential candidate: GEORGE H. W. BUSH, Vice President
VP candidate: DAN QUAYLE, Indiana Senator
Popular votes: 48,886,097 (53.4%)
Electoral votes: 426

DEMOCRATIC TICKET

Presidential candidate: Michael Dukakis, Massachusetts Governor
VP candidate: Lloyd Bentsen, Texas Senator
Popular votes: 41,809,074 (45.6%)
Electoral votes: 112

Election Facts

- This election centered on symbolic issues that showed the conservative mood of the nation.
- Bush defined Dukakis as a liberal who was out of touch with American values.
- Bush painted Dukakis as unpatriotic and soft on crime.
- Dukakis responded by characterizing Bush as unresponsive to middle-class concerns about jobs, housing, health care, and the environment. The strategy proved too little too late.
DEMOCRATIC TICKET

- Presidential candidate: BILL CLINTON, Arkansas Governor
- VP candidate: AL GORE, Tennessee Senator
- Popular votes: 44,909,326 (43.0%)
- Electoral votes: 370

REPUBLICAN TICKET

- Presidential candidate: George H. W. Bush, President
- VP candidate: Dan Quayle, Vice President
- Popular votes: 39,103,882 (37.4%)
- Electoral votes: 168

Election Facts

- While Bush took credit for the fall of the Soviet Union, he could no longer use hawkish Cold War policies as a counter to the Democrats.
- Bush reneged on his promise of no new taxes. His popularity after his Iraq War victory plummeted as national attention focused on domestic issues.
- Third-party candidate Ross Perot stoked voter dissatisfaction with Bush.
- Clinton directed his campaign toward women and the "forgotten" middle class. He reached voters through non-traditional media.
- Bush criticized Clinton's character but his own credibility was questioned.
DEMOCRATIC TICKET
President: BILL CLINTON, President
Vice President: AL GORE, Vice President
Popular votes: 47,402,357 (49.2%)
Electoral votes: 379

REPUBLICAN TICKET
President: Bob Dole, Kansas Senator
Vice President: Jack Kemp, former HUD Secretary
Popular votes: 39,198,755 (40.7%)
Electoral votes: 159

Election Facts
- Character issues dogged Clinton again but his personality, his record of moderate policy initiatives, and a strong economy worked to his benefit.
- Clinton adopted conservative approaches to welfare reform, deficit reduction, and family values while holding to Democratic stances on the environment, health care, and education.
- Clinton made the Republicans' adoption of a conservative platform look extreme by comparison.
- Clinton's support by women and minorities helped him win re-election.


REPUBLICAN TICKET

Presidential candidate: GEORGE W. BUSH, Texas Governor
VP candidate: DICK CHENEY, former Secretary of Defense
Popular votes: 50,455,156 (47.9%)
Electoral votes: 271

DEMOCRATIC TICKET

Presidential candidate: Al Gore, Vice President
VP candidate: Joe Lieberman, Connecticut Senator
Popular votes: 50,992,335 (48.4%)
Electoral votes: 266

Election Facts

- This election was characterized as a popularity contest between the experienced, liberal Gore and the "compassionate conservative" Bush.
- The race touched on gun control, abortion rights, education, welfare, Social Security, and the legacies - good and bad - of the Clinton administration.
- Gore won the popular vote but the electoral victory depended on contested Florida ballots.
- It was the first time a presidential election was contested in the courts. The nation came close to a constitutional crisis.
- The Supreme Court halted a recount. The election went to Bush 36 days after the votes were cast.

George W. Bush greets a crowd during a campaign stop in Eau Claire, May 24, 2000. Photo by Craig Schreiner, courtesy of the Wisconsin State Journal.


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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

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.
DEMOCRATIC TICKET

Presidential candidate: BARACK OBAMA, Illinois Senator
VP candidate: JOE BIDEN, Delaware Senator
Popular votes: 66,882,230 (53.0%)
Electoral votes: 365

REPUBLICAN TICKET

Presidential candidate: John McCain, Arizona Senator
VP candidate: Sarah Palin, Alaska Governor
Popular votes: 58,343,671 (46.0%)
Electoral votes: 173

Election Facts

- The overall theme for this election was "change." Both major party candidates strived to distance themselves from the unpopular President George W. Bush.
- Both McCain and Obama aimed to identify themselves with ordinary Americans. The "Average Joe" became a political icon.
- Palin was the first female vice presidential candidate on a Republican ticket. She injected excitement into the McCain campaign but undermined McCain's emphasis on experience.
- American foreign policy, the wars in Iraq and Afghanistan, energy independence, and the environment were important issues. Cultural values took a back seat.
- McCain emphasized his bipartisan experience and maverick image. He portrayed Obama as a tax-and-spend liberal.
- Obama and his campaign theme of "hope" appealed to many new voters.
- America's faltering economy, worsened by a major financial crisis just before the election, helped Obama win the election.
- Obama was the first African American to be elected President of the United States.
**DEMOCRATIC TICKET**

- Presidential candidate: **BARACK OBAMA**, President
- VP Candidate: **JOE BIDEN**, Vice President
- Popular votes: 65,915,796 (51.1%)
- Electoral votes: 332

**REPUBLICAN TICKET**

- Presidential candidate: **Mitt Romney**, former Massachusetts Governor
- VP candidate: **Paul Ryan**, Wisconsin Congressman
- Popular votes: 60,933,500 (47.2%)
- Electoral votes: 206

**Election Facts**

Major debate issues included job creation and economic recovery following the Great Recession of 2007-2009, and modest economic growth worked in Obama’s favor.

Republicans promoted laissez-faire government and sought to repeal the Affordable Care Act ("Obamacare"), a sweeping health care initiative signed into law by President Obama in 2010.

Counter-terrorism, U.S. withdrawal from Iraq, and the prospect of Iran as a nuclear power were foreign policy concerns raised during the campaign season.

For the first time, Super PACs, operating without legal limits to political spending, played a major role in presidential politics. The involvement of Super PACs contributed to unprecedented levels of fundraising and negative ads.

Paul Ryan of Janesville became the first Wisconsinite to appear on a major party presidential ticket.