



Reagan Overturns an Incumbent in 1980



THE CANDIDATES

Ronald W. Reagan, the former governor of California, won the Republican nomination in his second formal attempt at the White House. **George Bush**, office-holder in several Republican administrations, was picked by Reagan for Vice-President.

James E. Carter, the incumbent Democratic President, suffered from high inflation at home and the Iranian hostage crisis abroad. **Walter Mondale**, Carter's Vice-President, was one of the few speakers at the Democratic Convention to praise his boss's record.

THE CAMPAIGN

1. Carter fought challenges from Edward Kennedy and John Anderson's third-party candidacy before winning the nomination.
2. Carter's defeat was the worst for an incumbent President since Hoover's loss to Roosevelt in 1932.
3. Reagan's victory was accompanied by the first Republican majority in the Senate since 1954.

THE ISSUES

	Reagan (Republican)	Carter (Democrat)
Foreign	For strong commitments to allies; against communism	Difficulty with the hostage crisis; used embargoes to enforce human rights
Economic	Promised to cut taxes, increase defense	Agreed to wage and price controls spending, and balance the budget
Social	For traditional values, school prayer; against abortion	For equal rights for women and minorities

QUOTES & CUSTOMS

Economics "I'm told I can't use the word 'depression.' Well, I'll tell you the definition. A recession is when your neighbor loses his job, and a depression is when you lose your job. Recovery is when Jimmy Carter loses his!"

On Government Waste "There's enough fat in the government in Washington that if it was rendered and made into soap, it would wash the world."

THE LESSONS

1. The election of 1980 showed the importance of a healthy economy for an incumbent President to win reelection.
2. An anti-candidate vote may be as important as, or more important than, a pro-candidate vote.



Reagan Wins Another Landslide in 1984



THE CANDIDATES

Ronald W. Reagan, the Republican incumbent, faced the election with ideal conditions. **George Bush**, Reagan's Vice-President, was criticized for having too little influence in the administration.

Walter F. Mondale, former Vice-President under Carter, was the Democratic candidate. **Geraldine Ferraro**, Democratic congresswoman from New York, was the first woman on a major Presidential ticket.

THE CAMPAIGN

1. Reagan and Mondale debated the issues on television. Reagan's mistakes in the first debate were covered with more humor and fewer statistics in the second debate.
2. Reagan won in a tremendous landslide; his margin of victory was more than 17 million votes. He won the electoral vote 525 to 13.

THE ISSUES

	Reagan (Republican)	Mondale (Democrat)
Foreign	For arms control, strong stance against communism	Against hard-line approach to communism
Economic	For supply-side economics, cutbacks in social spending; against cuts in military spending	Against deficit; for higher taxes
Social	For traditional values; against affirmative action	For Equal Rights Amendment, affirmative action

QUOTES & CUSTOMS

Age At seventy-three, Reagan was the oldest candidate to campaign. He quipped, "I'm afraid the age factor may play a part in this election. Our opponent's ideas are too old." He also said, "I will not make age an issue of this campaign. I'm going to exploit for political purposes my opponent's youth and inexperience."

Religion "The truth is, politics and morality are inseparable, and as morality's foundation is religion, religion and politics are necessarily related. We need religion for a guide."

THE LESSONS

1. The election of 1984 showed that a popular incumbent and a strong economy is a winning combination.
2. A candidate running on the issue of higher taxes will not be popular.