

“Are you better off than you were four years ago?”

1980 Presidential Election



Context

- Home
 - Energy Crisis
 - Carter's "Malaise" Speech
 - Economy
 - Rising inflation
 - Rising interest rates
- Abroad
 - Iranian Hostage Crisis
 - Desert One
 - USSR Invasion of Afghanistan
 - Salt II Agreement

The Candidates



Ronald Reagan (Republican)

Primary: Defeated George H.W. Bush & John Anderson

Vice President: George H.W. Bush

Credentials: SAG President, Governor of California

Platform:

- “Shining City on a Hill” Optimism
- More aggressive foreign policy
- “Trickle-Down” Economics

Debate: Freeing Taxpayers & Limiting Government Intervention

Jimmy Carter (Democrat)

Primary: Defeated Ted Kennedy

Vice President: Walter Mondale

Credentials: Naval Officer, Georgia Governor, Incumbent President

Platform:

- Low Approval Ratings = Portray Reagan as Extreme
- Fiscal Responsibility
- Age of Limits

Debate: More Government Programs & Aid

John Anderson (Ind.)

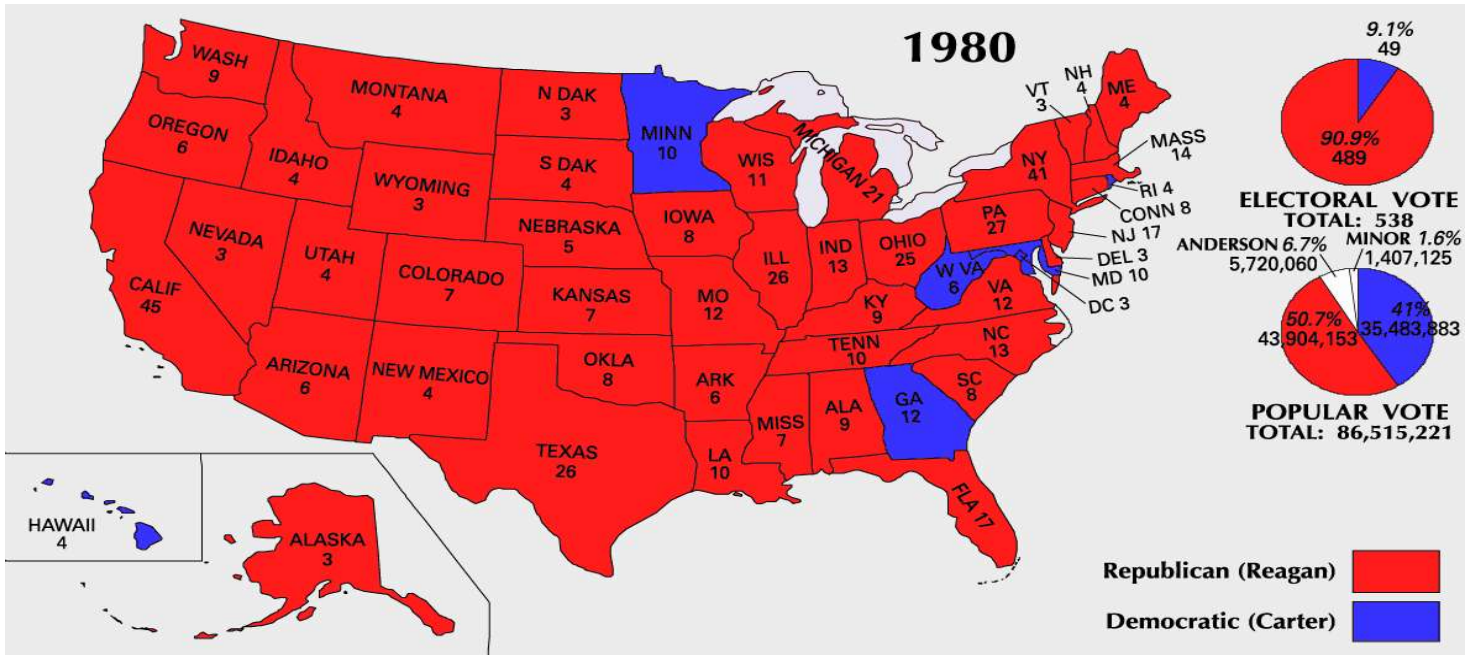
Primary: Lost Rep. Nomination

Vice President: Patrick Lucey former Wisconsin Governor (D.)

“Spoil the chances of two men at least half the country doesn't want?”

Debate: Carter refused. Lost convincingly to Reagan.

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Results

- Most Lopsided Electoral College Victory for a Non-Incumbent President
- Oldest President Elected at 68 years old

Implications

Short Term

Citizens happy being done with liberal, big government

Economy boomed

Government slowed down

Taxes cut

Assassination attempt

Iranian Hostages Freed

Long Term

Greater Polarization

Historic departure from FDR bigger government that have dominated US politics

Reagan Revolution/ Revitalized Republican Base

Created bond between USSR and USA

Regained American Confidence