

Ryan Ringel & Eric Christianson

**Context:** End of the Gulf War, 4 years into an economic recession. Anger towards incumbent president George H.W. Bush's tax program. Character questions about Bill Clinton.



The Candidates

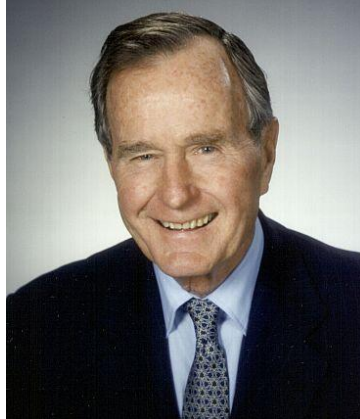


**Bill Clinton**

Democrat  
Vice President: Al Gore

Credentials: Former Governor of Arkansas. Law Professor, University of Arkansas. Attorney General 1976

Platform: Focused on the troubled economy. "New Democrat" more moderate than conventional democrats.



**George H.W. Bush**

Republican  
Vice President: Dan Quayle

Credentials: WWII Pilot. Incumbent President. Chairmen of the Republican Party (TX). Former House Representative. United Nation Ambassador. Vice President under Reagan.

Platform: Focus on curbing the national deficit. Investment in technological exploration (NASA). Increased spending on education and child care.



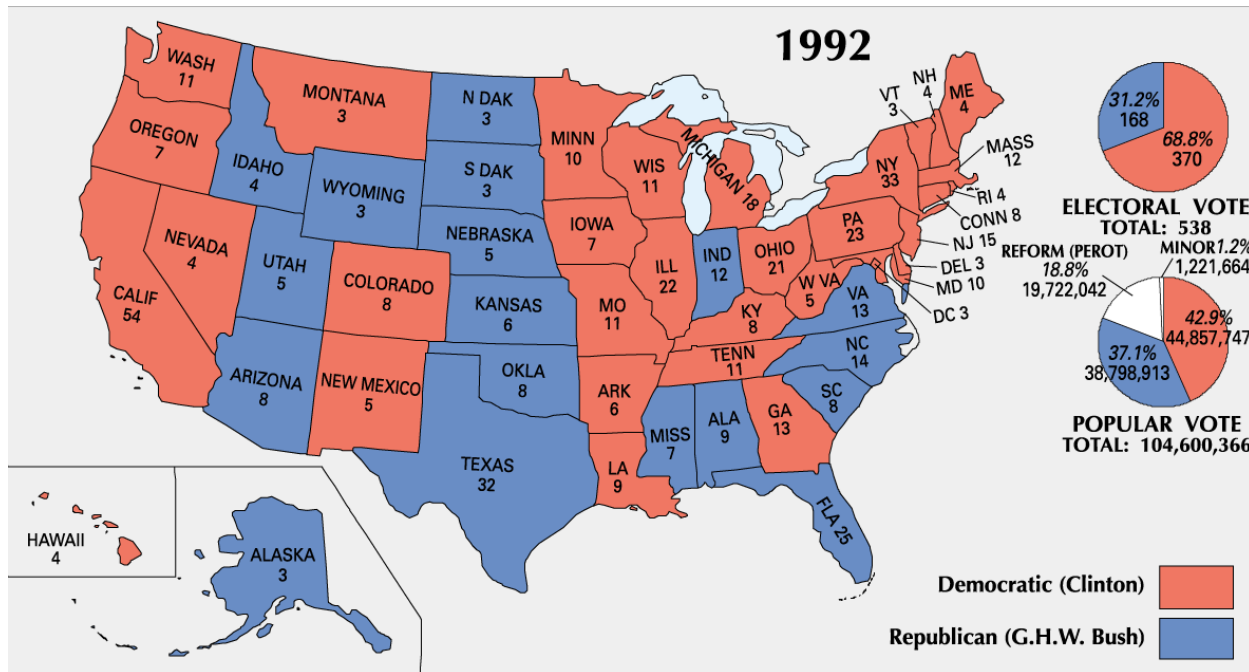
**Ross Perot**

Independent (Reform Party)  
Vice President: James Bond Stockdale

Credentials: Served in the Navy. Successful business person. Involved with party organization yet held no previous public office.

Platform: Balancing the budget, Pro Choice. Anti Drugs. Keep jobs in America. Opponent to gun control.

“It’s the Economy, Stupid” James Carville



**Results**

Clinton won 370 Electoral Votes

2<sup>nd</sup> Largest Electoral Vote Shift

Perot Became the Most Successful 3<sup>rd</sup> Party Candidate

**Implications**

Ended 12 years of Republican control of the White House. Realigning election, despite Clinton being a Southerner he only won 4 of 11 ex-confederate states. Successfully Balanced the budget and the nation had a surplus. NAFTA was passed (1994), welfare reforms. “Slick Willy’s” presidential term stained by personal misconduct.