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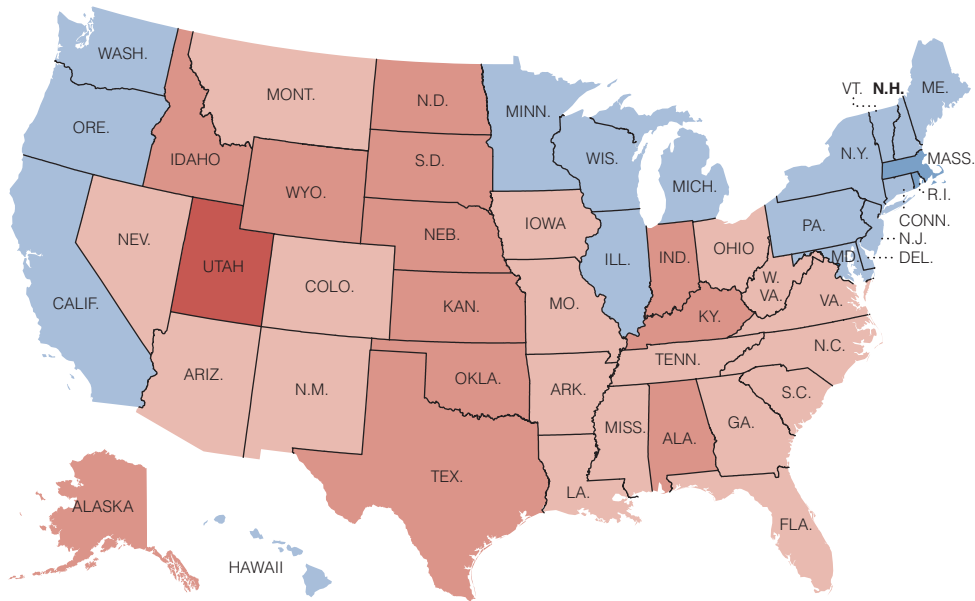
For more information, please contact Matthew Ericson at [matte@nytimes.com](mailto:matte@nytimes.com)

Election 2004.

# Two Views of the Electoral Vote

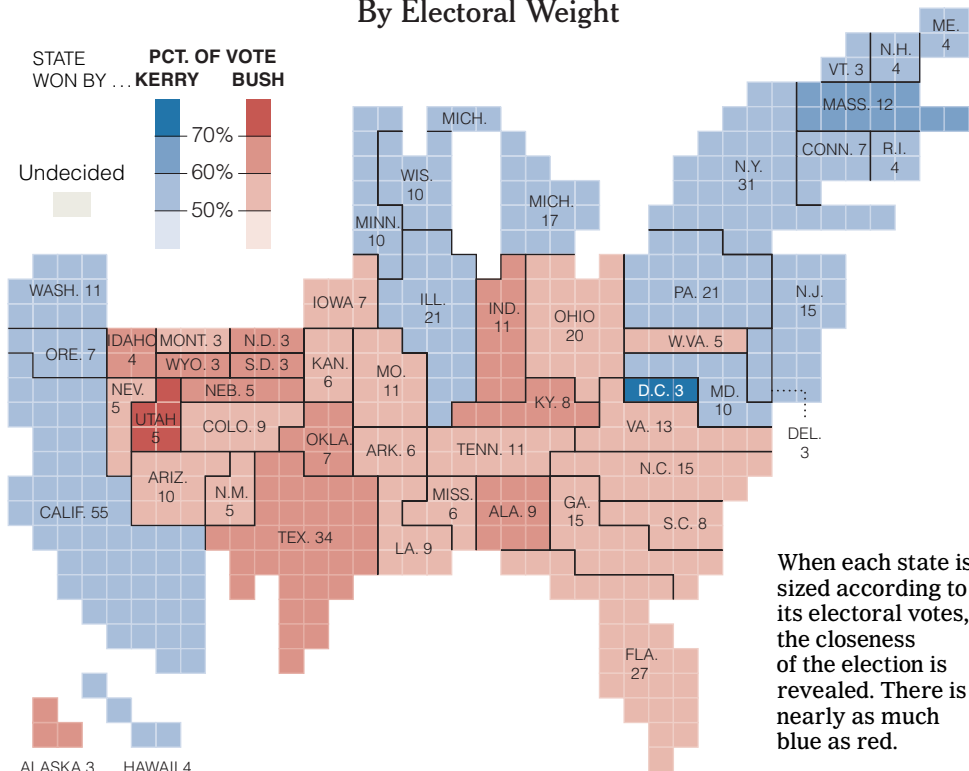
## By Geography

Using the typical map of the United States, vast swaths are painted red.



# Two Views of the Electoral Vote

## By Electoral Weight

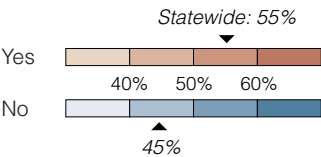




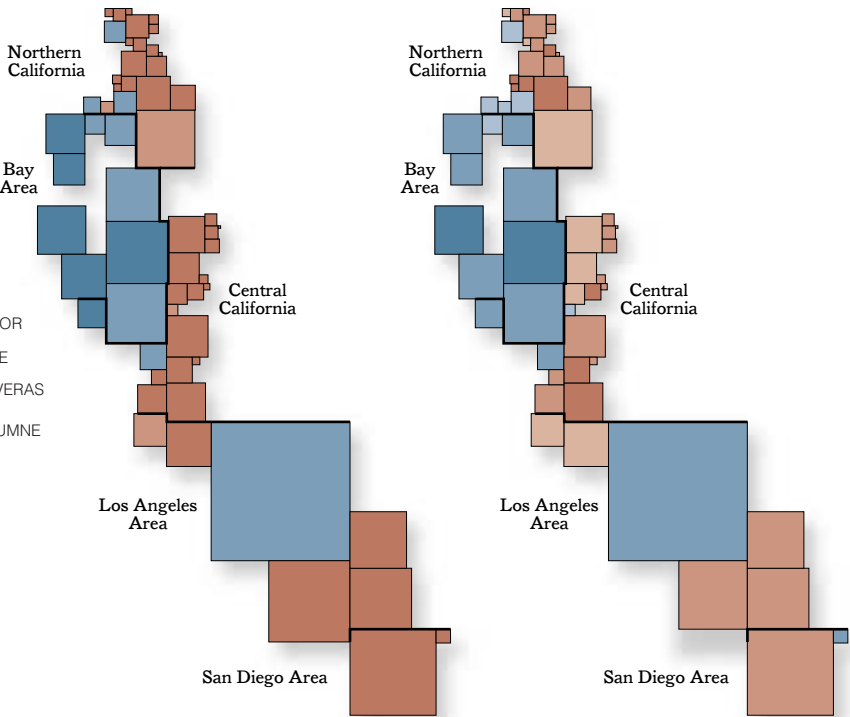
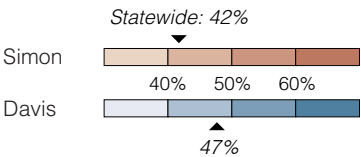
California’s Recall Vote

Californians voted overwhelmingly on Tuesday to recall Gov. Gray Davis and chose as his replacement Arnold Schwarzenegger. The most emphatic yes for the recall came from counties in the center of the state as well as those in the northern- and southern-most parts. Lt. Gov. Cruz M. Bustamante finished second among the replacement candidates.

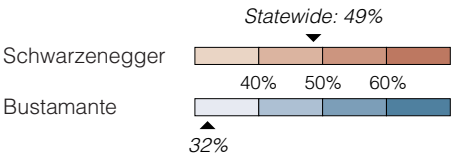
Voting to recall Gov. Davis



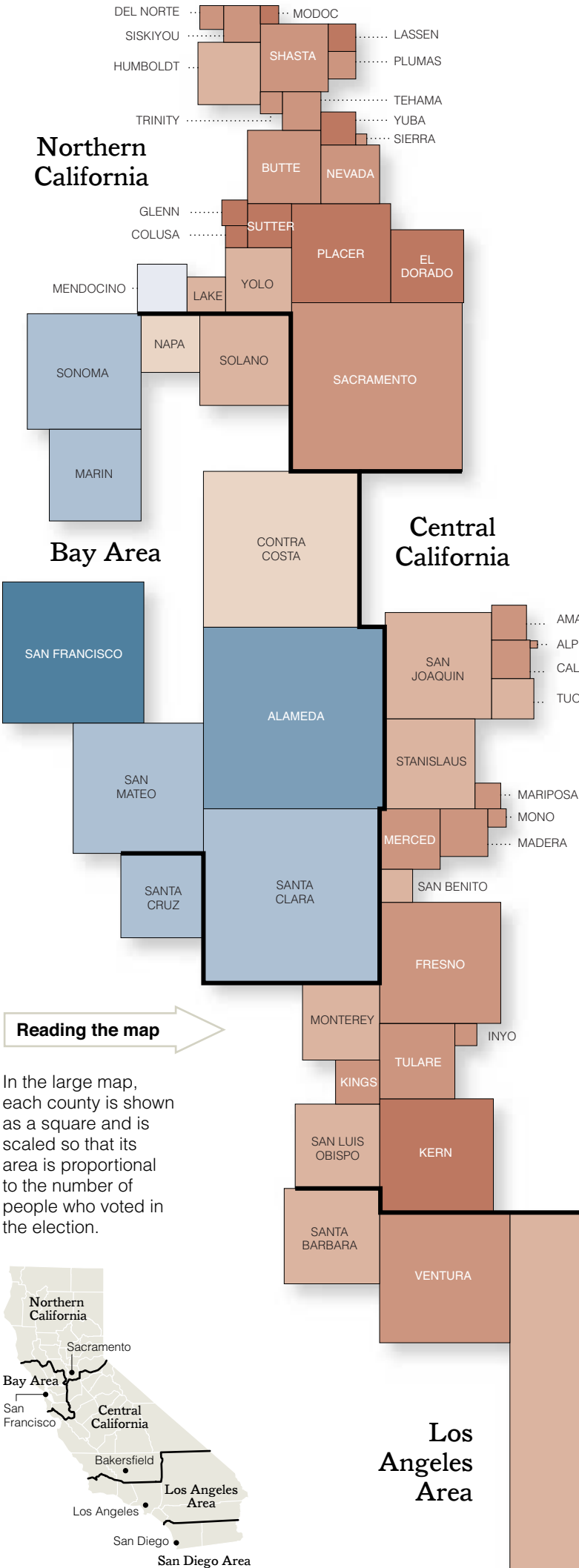
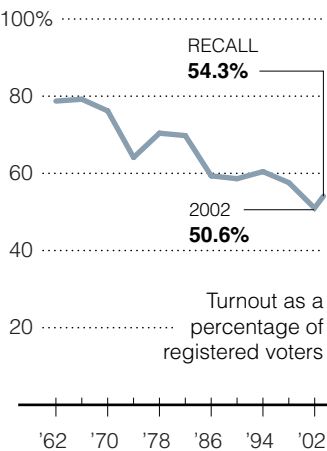
How Californians voted in 2002



Schwarzenegger vs. Bustamante



Turnout when voting for governor



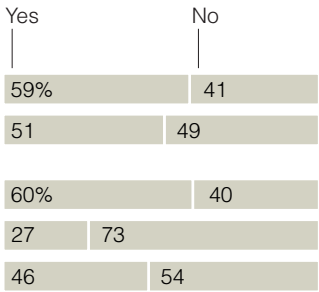
Reading the map

In the large map, each county is shown as a square and is scaled so that its area is proportional to the number of people who voted in the election.

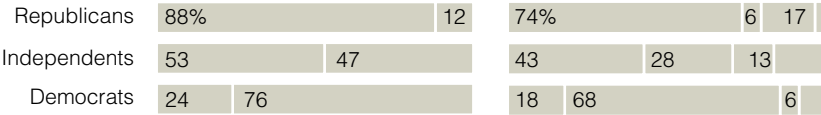
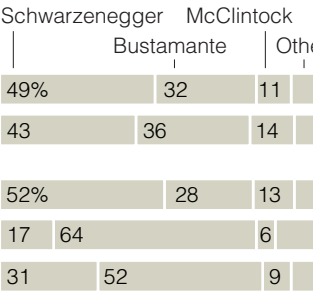
How Californians voted

From Edison/Mitofsky polls of voters conducted on Tuesday

RECALL VOTE





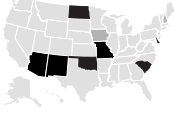








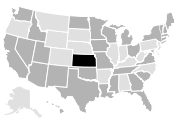

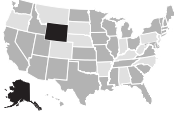
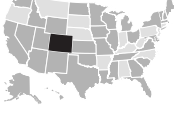


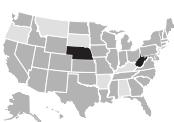
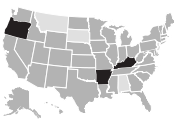
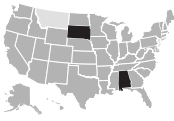

VOTE FOR GOVERNOR



Source: California secretary of state, unofficial election results with 100 percent of precincts reporting

2004 Democratic Primary Schedule

To become the Democratic nominee for president, a candidate needs to capture 2,159 delegate votes. State primaries and caucuses select 3,520 “pledged” delegates, who are obligated to vote for the candidate their state chose. An additional 797 “unpledged” delegates — consisting mostly of party leaders and elected officials — are free to vote for any candidate.

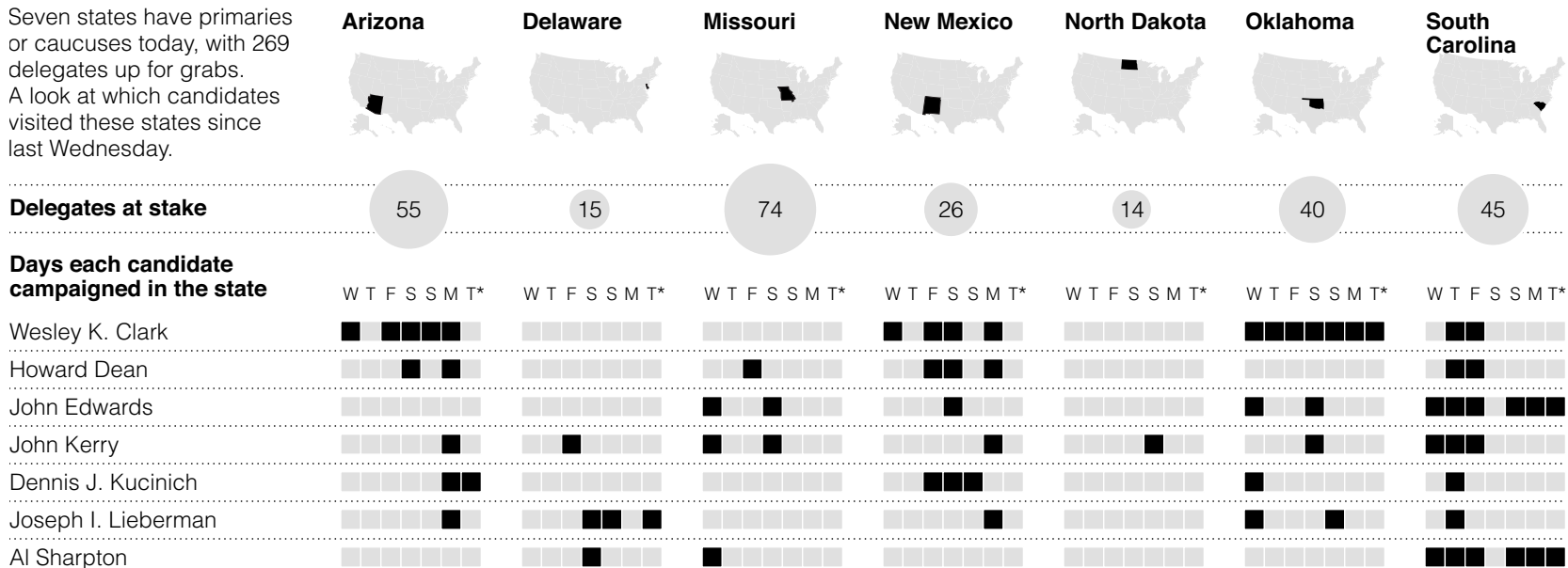
DATE	STATES HOLDING PRIMARIES OR CAUCUSES	DELEGATES AT STAKE	STATE	DELEGATES	
				PLEDGED	UNPLEDGED
JAN. 19		● 45	Iowa	45	11
JAN. 27		● 22	New Hampshire	22	5
FEB. 3		● 269	Arizona	55	9
			Delaware	15	8
			Missouri	74	13
			New Mexico	26	11
			North Dakota	14	8
			Oklahoma	40	7
			South Carolina	45	10
FEB. 6-9		● 7	Democrats abroad	7	2
FEB. 7		● 204	Michigan	128	24
			Washington	76	19
FEB. 8		● 24	Maine	24	11
FEB. 10		● 151	Tennessee	69	16
			Virginia	82	14
FEB. 14		● 40	D.C.	16	22
			Nevada	24	8
FEB. 17		● 72	Wisconsin	72	15
FEB. 24		● 61	Hawaii	20	9
			Idaho	18	5
			Utah	23	6
MARCH 2		● 1,151	California	370	71
			Connecticut	49	12
			Georgia	86	16
			Maryland	69	29
			Massachusetts	93	28
			Minnesota	72	14
			New York	236	48
			Ohio	140	19
			Rhode Island	21	11
			Vermont	15	7
			<i>Super Tuesday is the largest single day during the primaries, with nearly one-third of the pledged delegates up for grabs.</i>		
MARCH 8		● 3	American Samoa	3	3
MARCH 9		● 465	Florida	177	24
			Louisiana	60	11
			Mississippi	33	9
			Texas	195	37
MARCH 13		● 33	Kansas	33	8
MARCH 16		● 156	Illinois	156	30
MARCH 20		● 29	Alaska	13	5
			Guam	3	1
			Wyoming	13	6
APRIL 13		● 53	Colorado	53	10
APRIL 17		● 3	Virgin Islands	3	3
APRIL 27		● 151	Pennsylvania	151	27
MAY 4		● 157	Indiana	67	14
			North Carolina	90	17
MAY 11		● 52	Nebraska	24	7
			West Virginia	28	11
MAY 18		● 131	Arkansas	36	11
			Kentucky	49	8
			Oregon	46	12
JUNE 1		● 68	Alabama	54	8
			South Dakota	14	7
JUNE 6		● 51	Puerto Rico	51	7
JUNE 8		● 122	Montana	15	6
			New Jersey	107	21

Note: Dates and number of delegates are subject to change. Six unpledged delegates have not been assigned yet.

Source: Democratic National Committee

# On the Campaign Trail

Seven states have primaries or caucuses today, with 269 delegates up for grabs. A look at which candidates visited these states since last Wednesday.



Source: The candidates' press offices and Web sites

\* Scheduled for today.

# Today's Schedule

The Democratic candidates begin a busy stretch of stumping in a runup to five primaries and two caucuses on Tuesday, the third-biggest day for picking up delegates.

■ States with primaries or caucuses on Tuesday

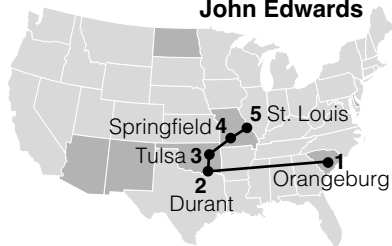
## PLEGDED DELEGATES PER STATE

Arizona	55	North Dakota	14
Delaware	15	Oklahoma	40
Missouri	74	South Carolina	45
New Mexico	26		

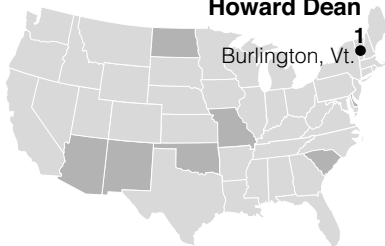
Wesley K. Clark



John Edwards



Howard Dean



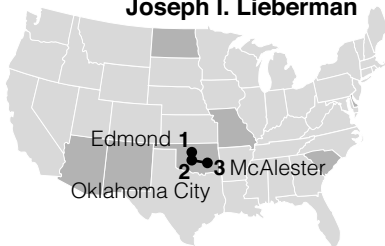
Dennis J. Kucinich



John Kerry



Joseph I. Lieberman



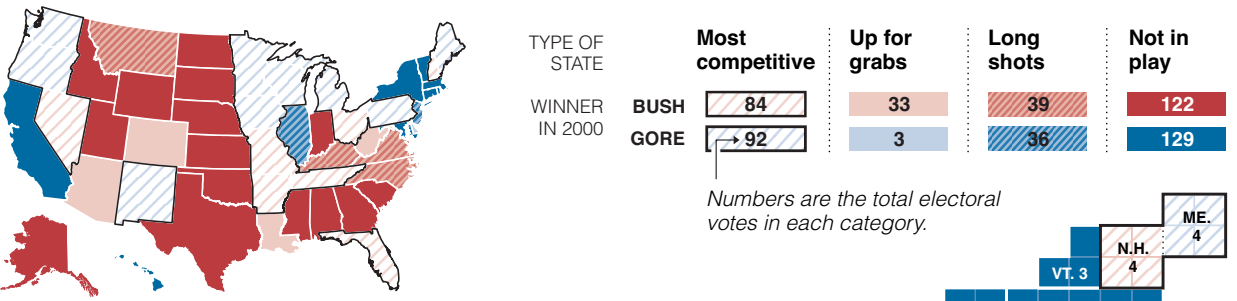
Al Sharpton



Source: The candidates' press offices and Web sites

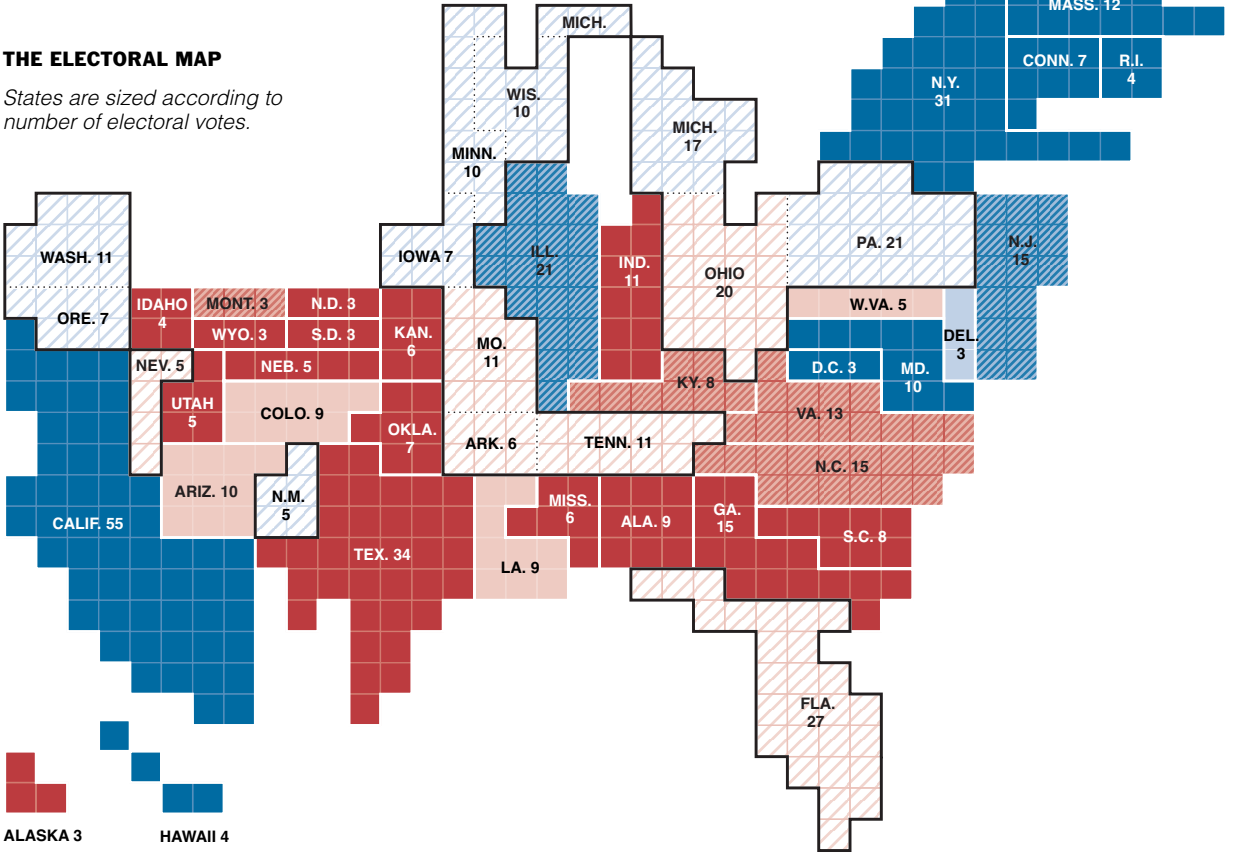
Mapping the Campaign

The presidential campaign is being fought in a larger than normal number of states this year. In addition to the 16 most competitive states, those won by less than six percentage points in the last election, the parties are focusing on a number of other states that they think may also be up for grabs.

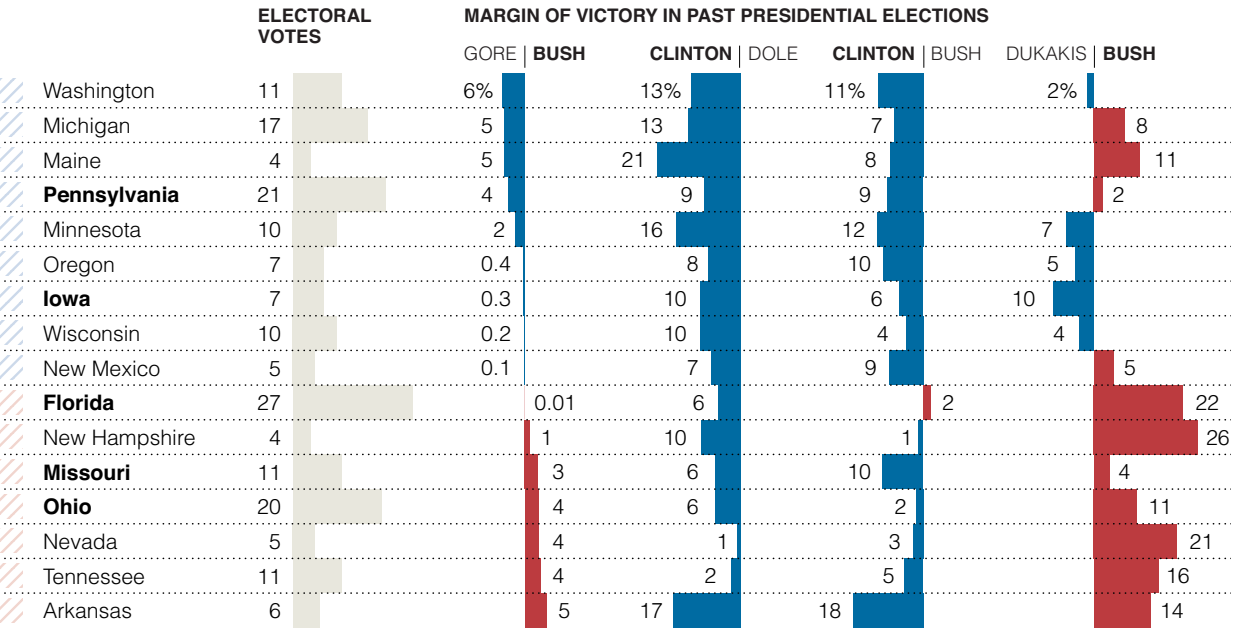


THE ELECTORAL MAP

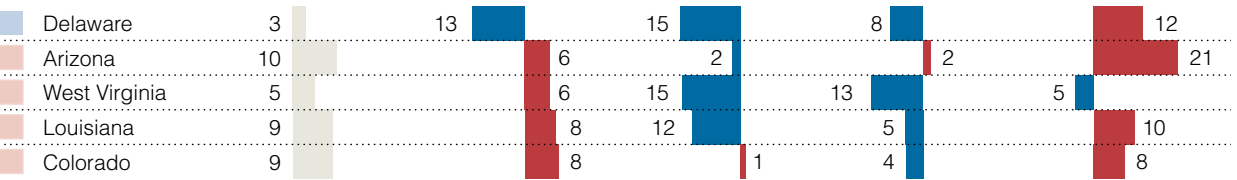
States are sized according to number of electoral votes.



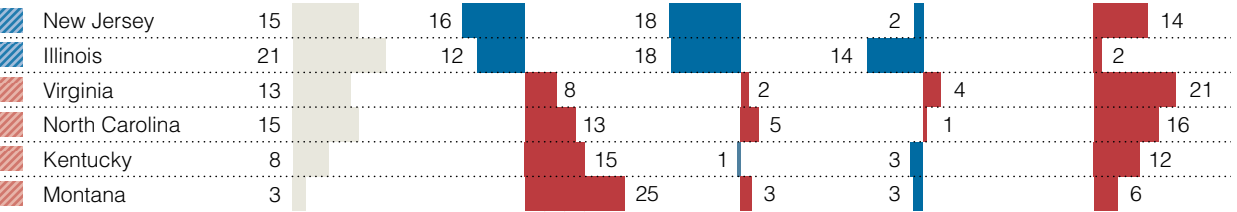
**MOST COMPETITIVE** Won by less than six percentage points in 2000. The five states considered the closest are in bold.



**UP FOR GRABS** States that were not as close but that both sides see as up for grabs.



**LONG SHOTS** Tough, but not impossible, for the other party to take.



Sources: Atlas of U.S. Presidential Elections; Federal Election Commission



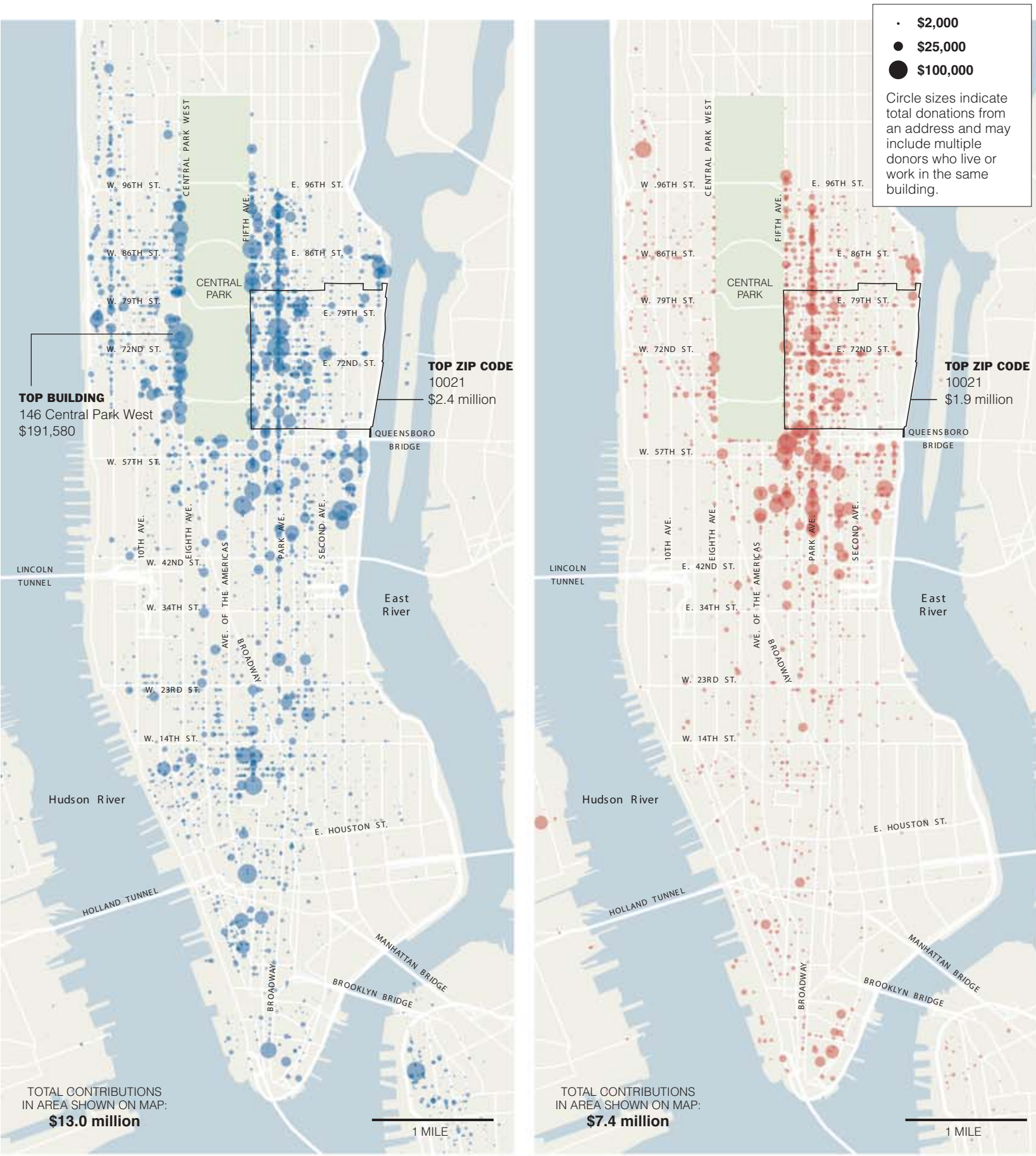
# In Presidential Politics, Where the Donors Are

By plotting the addresses of donors to presidential campaigns and the national party committees on a map, patterns of giving emerge. Data from the Federal Election Commission shows apartment buildings, offices and other addresses where the occupants have given tens or hundreds of thousands of dollars to support the candidates. *MATTHEW ERICSON*

**JOHN KERRY** ← Contributions to each candidate and his party's national committee → **GEORGE W. BUSH**  
and the Democratic National Committee and the Republican National Committee

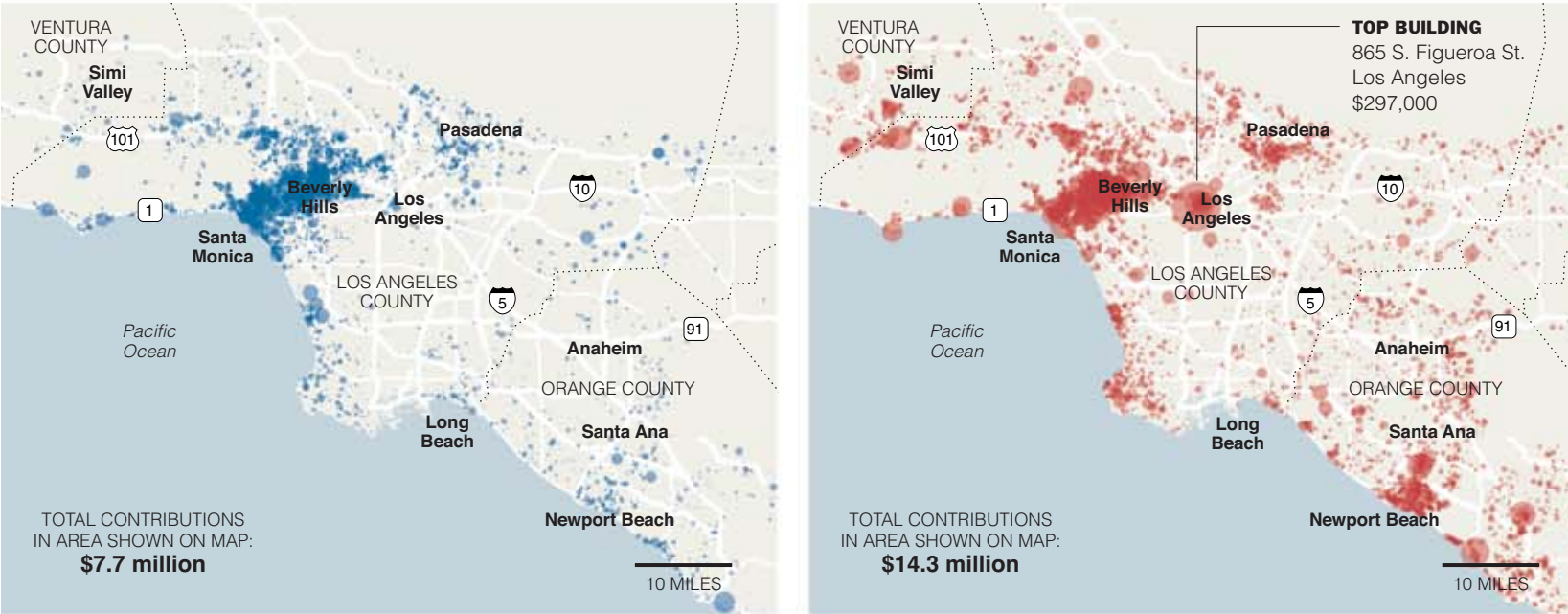
## Manhattan

For both sides, the top ZIP code in the nation for contributions was 10021 on the Upper East Side. Mr. Kerry's appeal, however, was greater throughout much of the rest of Manhattan, bringing in more money than Mr. Bush and the R.N.C. in areas like the Upper West Side, Greenwich Village and SoHo.



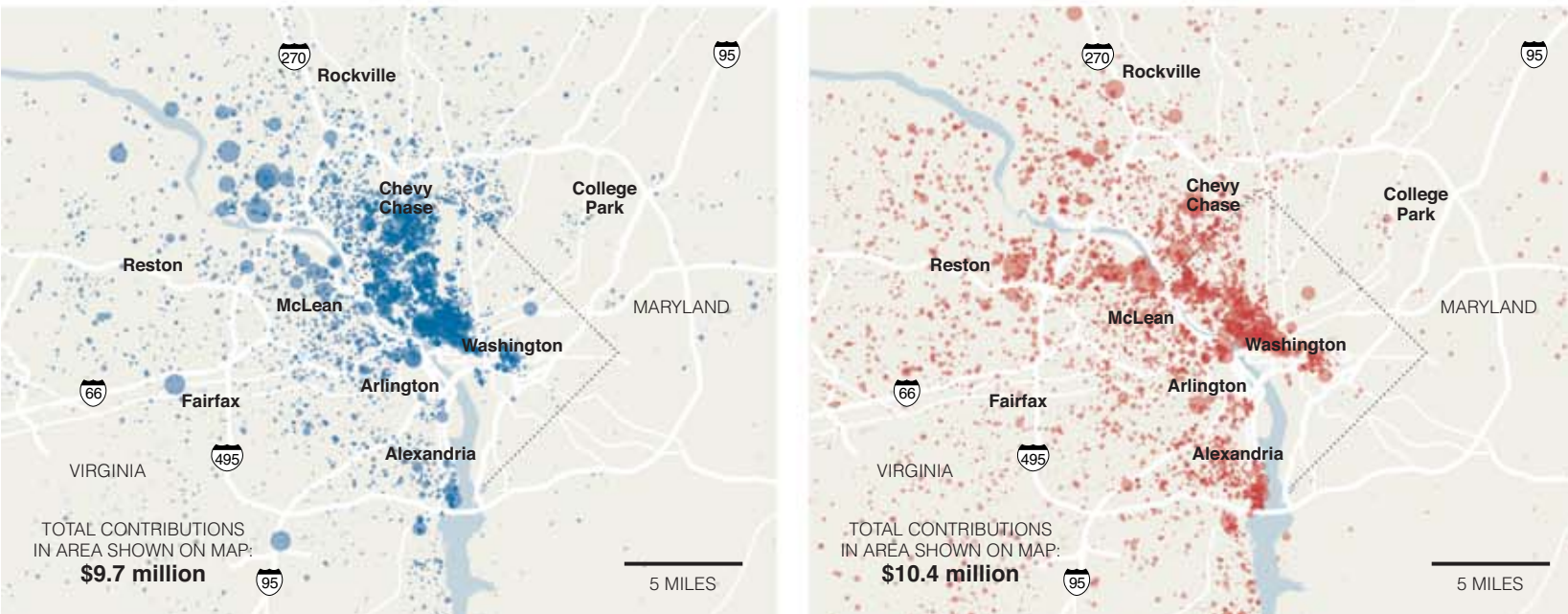
## Los Angeles Area

Mr. Bush and the R.N.C. led not only in traditionally Republican areas, like Orange County, but also in Los Angeles itself.



## Washington, D.C. Area

While Mr. Kerry and the D.N.C. raised more money in Washington, suburbs such as McLean, Arlington and Alexandria were more Republican in giving.



**ABOUT THE DATA** The maps are based on the addresses of donors as reported by the campaigns to the Federal Election Commission. The F.E.C. requires that an address be listed for each donor; it does not specify whether the address be a home address or work address, so the types of addresses shown on the map vary. The maps do not include 15 percent of contributions which were missing addresses, had addresses that could not be found or listed post office boxes rather than street addresses. Data include itemized contributions of \$200 or more by individuals from Jan. 1, 2003 through April 30, 2004 to the presidential campaigns and national party committees.

Sources: Federal Election Commission; Queens College Department of Sociology

The New York Times



# Hopeful Surrogates

Some potential running mates for John Kerry are helping him make his case, punch back and raise money. Their appearances are usually arranged by or cleared with the campaign. Some recent activity:



**Senator Evan Bayh**  
*of Indiana*

**Gen. Wesley K. Clark**  
*of Arkansas*

**Senator John Edwards**  
*of North Carolina*

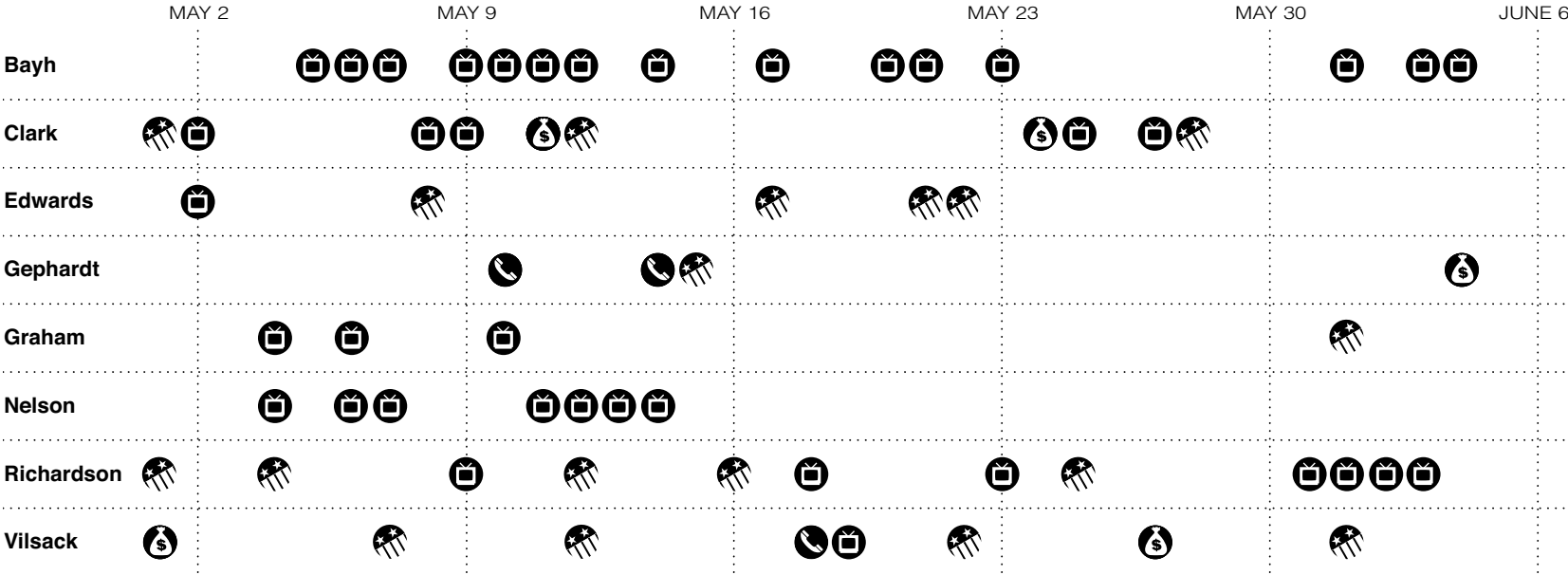
**Rep. Richard A. Gephardt**  
*of Missouri*

**Senator Bob Graham**  
*of Florida*

**Senator Bill Nelson**  
*of Florida*

**Gov. Bill Richardson**  
*of New Mexico*

**Gov. Tom Vilsack**  
*of Iowa*



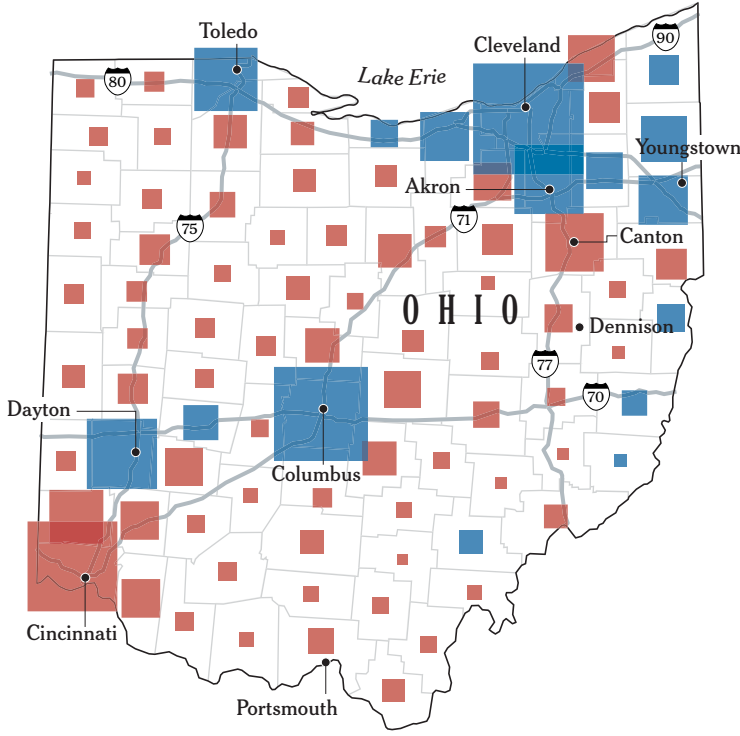
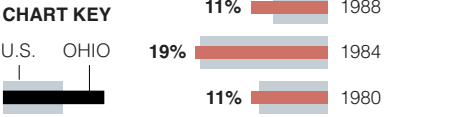
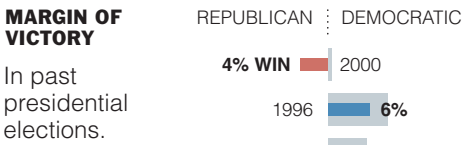
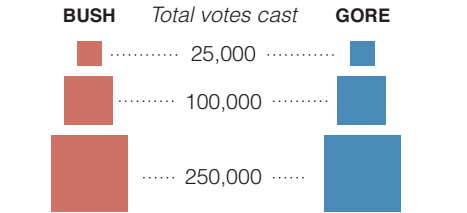
Sources: Kerry campaign, the politicians listed

# A Pivotal State

Perhaps the most closely watched swing state, Ohio has been heavily courted by both sides this year. No Republican has ever won the presidency without a victory in the state.

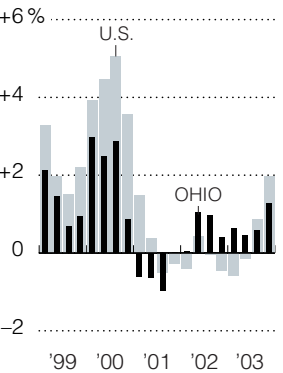
## HOW THE COUNTIES VOTED IN 2000

In each county, squares are sized according to the total number of votes cast with color designating the winner.

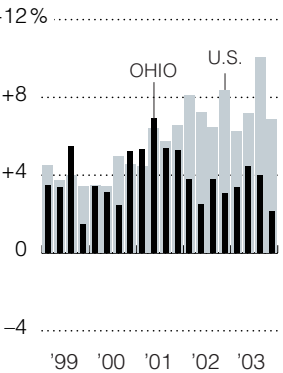


## OHIO'S ECONOMY

Change in real household income versus year earlier



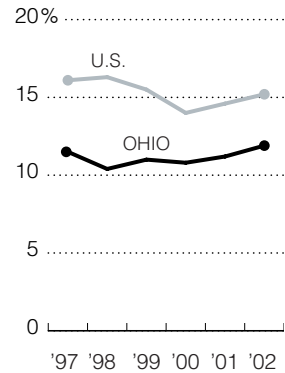
Change in median house price versus year earlier



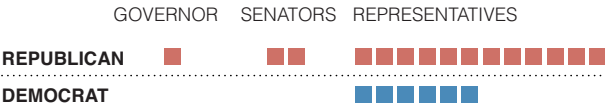
Unemployment rate



Percentage without health insurance



## ELECTED OFFICIALS



## DEMOGRAPHICS

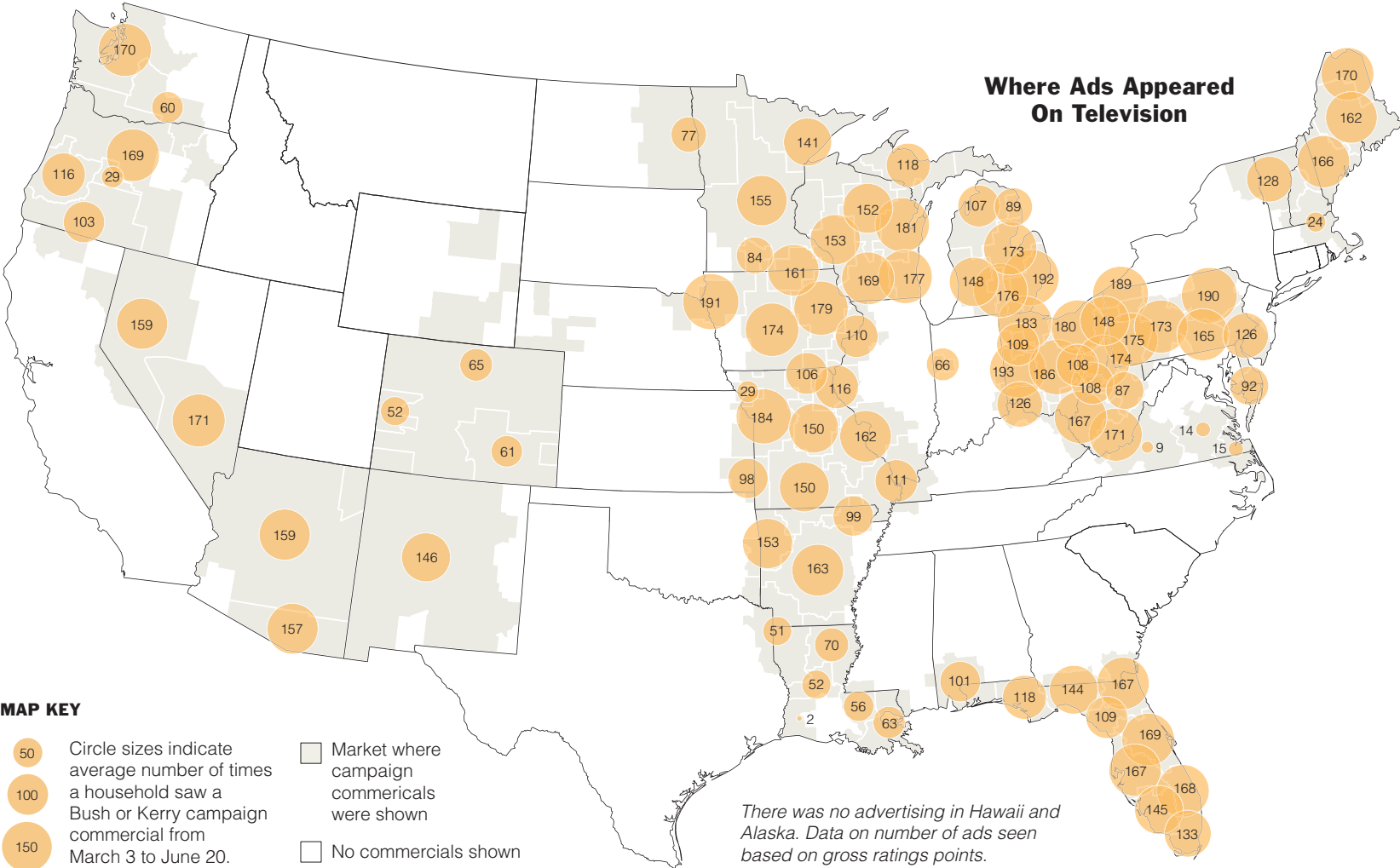
	BLACK	HISPANIC	ASIAN	OLDER THAN 65	MEDIAN HOUSEHOLD INCOME
OHIO	11%	2%	1%	13%	\$43,332
U.S.	12	13	4	12	43,052

Sources: Dave Leip's Atlas of U.S. Presidential Elections; Economy.com; Bureau of Labor Statistics; National Association of Realtors; Census Bureau



# Where the Ad War Is Being Fought

A study of presidential campaign advertising on local broadcast television from March 3 to June 20 shows where and on who the campaigns are focusing. The battle is being fought in less than half the nation's television markets, with large swaths of the country seeing no ads.



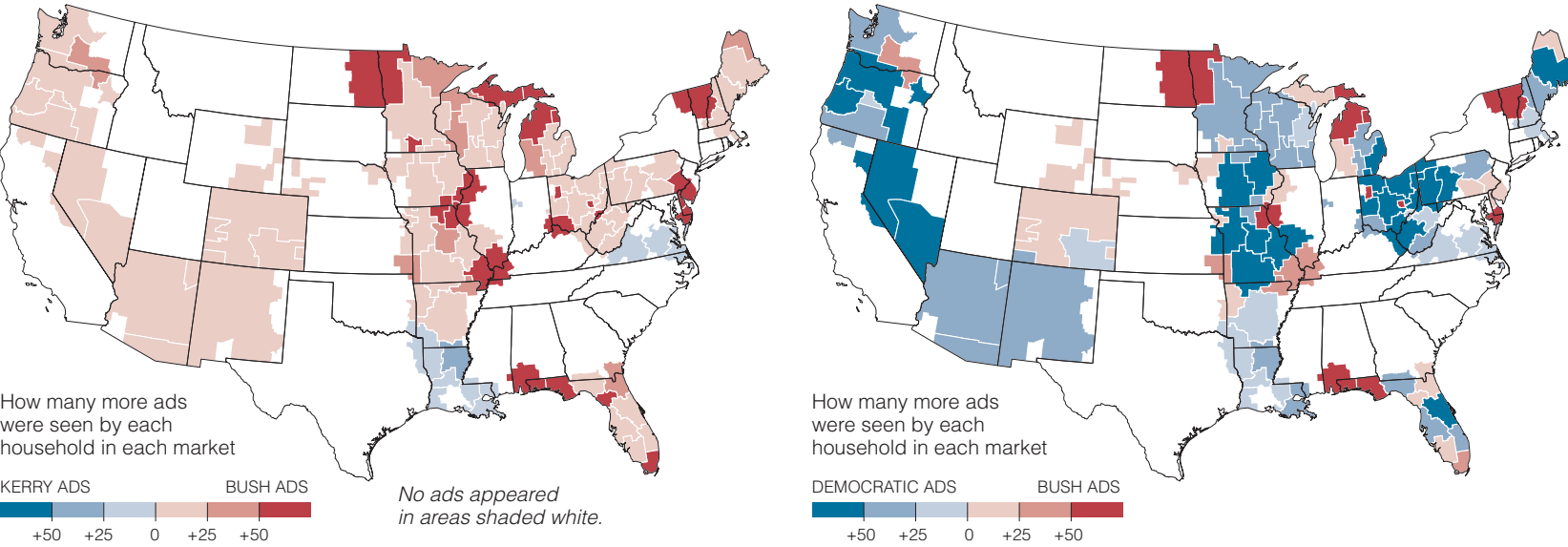
## Top 10 Programs for Each Side

Programs for Bush campaign commercials			Programs where Bush broadcast more ads than Kerry		Programs for Kerry campaign commercials			Programs where Kerry broadcast more ads than Bush	
SHOW	NUMBER OF COMMERCIALS SHOWN	PCT. OF TOTAL	SHOW	ADVANTAGE IN COMMERCIALS SHOWN	SHOW	NUMBER OF COMMERCIALS SHOWN	PCT. OF TOTAL	SHOW	ADVANTAGE IN COMMERCIALS SHOWN
1. Local news	53,230	43.2%	1. Local news	+10,170	1. Local news	43,060	42.0%	1. Judge Judy	+1,116
2. Today Show	5,454	4.4	2. Today Show	+2,258	2. Good Morning America	3,440	3.4	2. Late Show/Letterman	+870
3. Good Morning America	5,292	4.3	3. Good Morning America	+1,852	3. Today Show	3,196	3.1	3. Local program specials	+827
4. Wheel of Fortune	3,812	3.1	4. Wheel of Fortune	+1,489	4. Early Show 2	2,935	2.9	4. Family Feud	+401
5. Early Show 2	3,751	3.0	5. Tonight Show	+1,457	5. Oprah Winfrey Show	2,450	2.4	5. ABC World News Morning	+290
6. Jeopardy	3,427	2.8	6. Jeopardy	+1,180	6. Wheel of Fortune	2,323	2.3	6. Pyramid	+152
7. Tonight Show	2,688	2.2	7. Early Show 2	+816	7. Jeopardy	2,247	2.2	7. Becker	+140
8. Live With Regis & Kelly	2,542	2.1	8. Today Show 2	+758	8. Dr. Phil Show	2,164	2.1	8. Inside Edition	+137
9. Oprah Winfrey Show	2,480	2.0	9. Entertainment Tonight	+534	9. Live With Regis & Kelly	2,110	2.1	9. Living It Up	+125
10. Dr. Phil Show	2,234	1.8	10. Local programming	+521	10. Judge Judy	1,484	1.4	10. Seinfeld	+123

## Where Each Side Has the Advantage

In almost every market, viewers have seen more Bush campaign commercials than Kerry ads ...

... but when ads by the independent groups MoveOn.org, the Media Fund and the AFL-CIO are included, the advantage shifts to the Democrats.



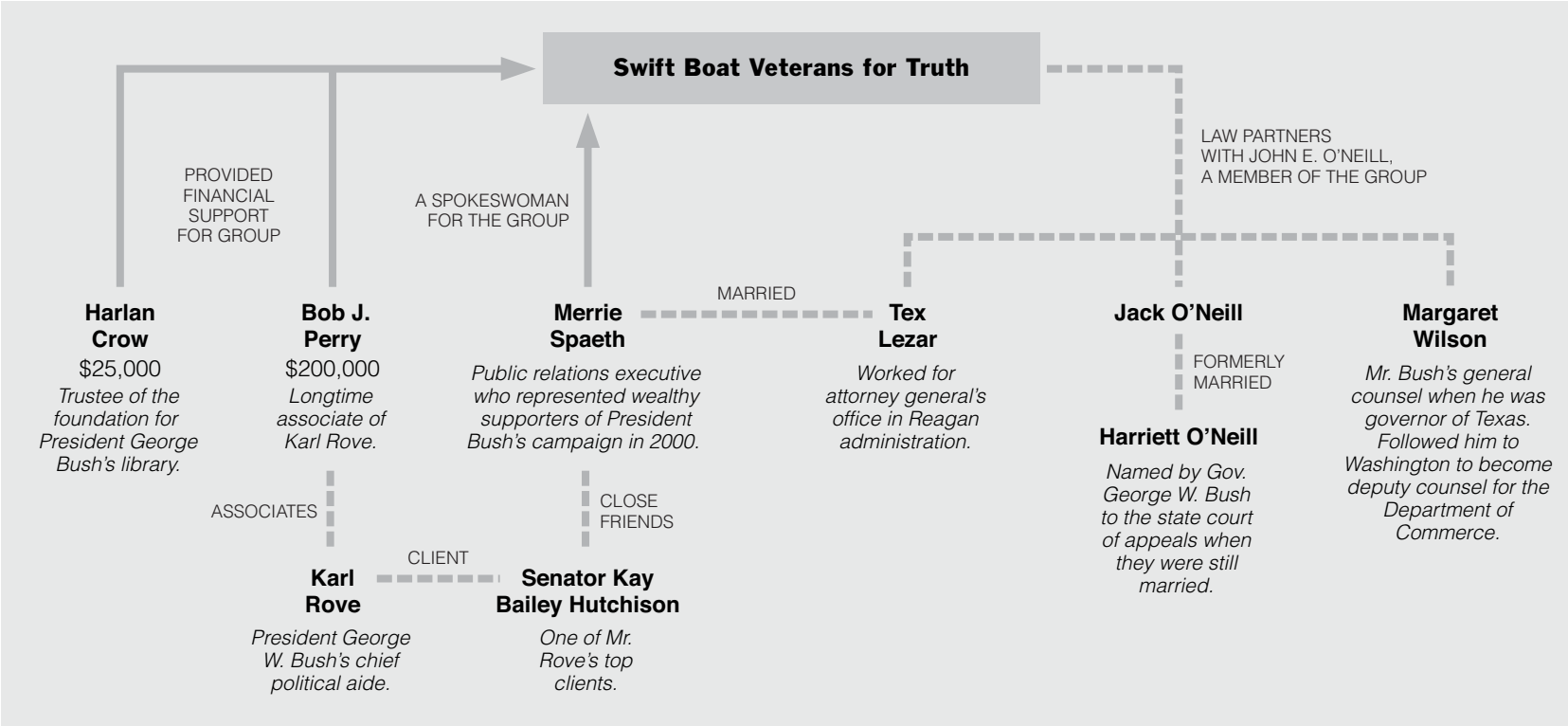
Note: Only independent groups advertising in more than 20 markets were included. The groups that met this criteria were MoveOn.org, the Media Fund and the AFL-CIO, all Democratic-leaning.

Sources: Nielsen Monitor-Plus and the University of Wisconsin Advertising Project (campaign advertising data); GreatData.com (television market boundaries)






Matthew Ericson/The New York Times

Connections and Contradictions

Swift Boat Veterans for Truth has a web of connections to the Bush family, to Texas political figures and to President Bush's chief political aide, Karl Rove.

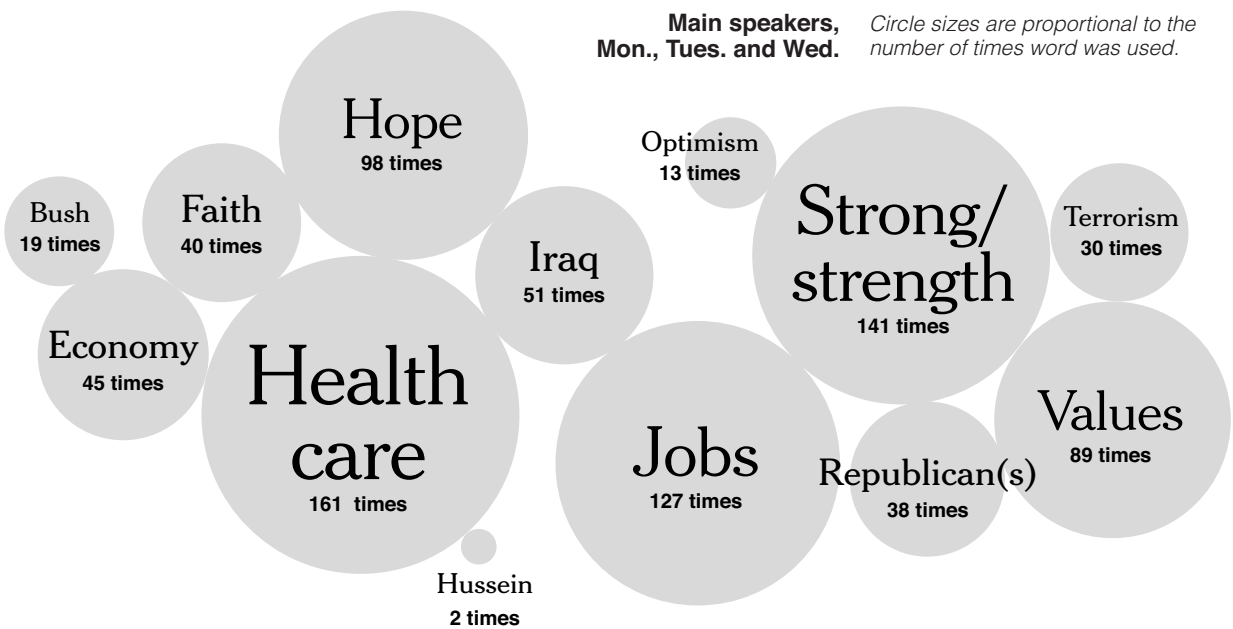


In a number of cases, the claims made by members of Swift Boat Veterans for Truth in a television advertisement are undercut by military records or previous statements they have made supporting John Kerry.

	George Elliott	Roy F. Hoffmann	Louis Letson	Adrian L. Lonsdale	Van Odell
					
WHAT THEY SAY IN THE ADVERTISEMENT	"John Kerry has not been honest about what happened in Vietnam."	"John Kerry has not been honest."	"I know that John Kerry is lying about his first Purple Heart because I treated him for that injury."	"And he lacks the capacity to lead."	"John Kerry lied to get his Bronze Star. I know. I was there. I saw what happened."
PREVIOUS STATEMENTS MEMBERS HAVE MADE	At a Kerry news conference in 1996, he said of Mr. Kerry, "The fact that he chased an armed enemy down is not something to be looked down upon, but it was an act of courage. And the whole outfit served with honor."	In a June 2003 article in The Boston Globe, he recalled the actions that led to Mr. Kerry's Silver Star, saying "It took guts, and I admire that."		At a Kerry news conference in 1996, he spoke of the "bravado and courage of the young officers that ran the Swift boats" and said: "Senator Kerry was no exception. He was among the finest of those Swift boat drivers."	
WHAT THE RECORDS SAY	In 1969, Mr. Elliott wrote in Mr. Kerry's fitness report: "In a combat environment often requiring independent, decisive action Lt. j.g. Kerry was unsurpassed. ... During the period of this report Lt. j.g. Kerry has been awarded the Silver Star medal, the Bronze Star medal, the Purple Heart medal (2nd and 3rd awards)."		Dr. Letson's name does not appear on any of the medical records for Mr. Kerry. Under "person administering treatment" for the injury, the form is signed by J. C. Carreon, who died several years ago. Dr. Letson said it was common for medics to treat sailors with the kind of injury that Mr. Kerry had and to fill out paperwork when doctors did the treatment.		While Swift Boat Veterans for Truth claims that the boats did not come under enemy fire, Mr. Kerry's Bronze Star citation says, "All units began receiving small arms and automatic weapons fire from the river banks." The damage report for another boat present shows it received three bullet holes, suggesting enemy fire.

# The Words They've Used

Different speakers, including Senator Edward M. Kennedy, shown above preparing for the speech he delivered Tuesday, have emphasized different themes, sometimes indicated by their repeated use of specific words. A look at how often some words have been used.



**SOME OF MONDAY'S MAJOR SPEAKERS** — **TUESDAY** — **WEDNESDAY**



NUMBER OF USES BY:	Al Gore	Bill Clinton	Edward M. Kennedy	Barack Obama	Teresa Heinz Kerry	Al Sharpton	John Edwards
Health care		5	2	1	1	2	9
Strong/strength	2	5	3		1	1	5
Jobs	3	6	1	5	1		6
Values		3	2	2		4	8
Hope	2		7	13	5	1	8
Faith		1	3	6	2		1
Economy	2	3	1	1	1		1
Republican(s)	2	8		2		1	
Iraq	3	2	1	3		3	10
Terrorism	1		3			1	2
Optimism	1		2	1	1		1
Bush	1		1			2	
Hussein							

The Words Speakers Use

Looking at the number of times words have been used by speakers at each party's convention suggests the different themes the parties have highlighted.

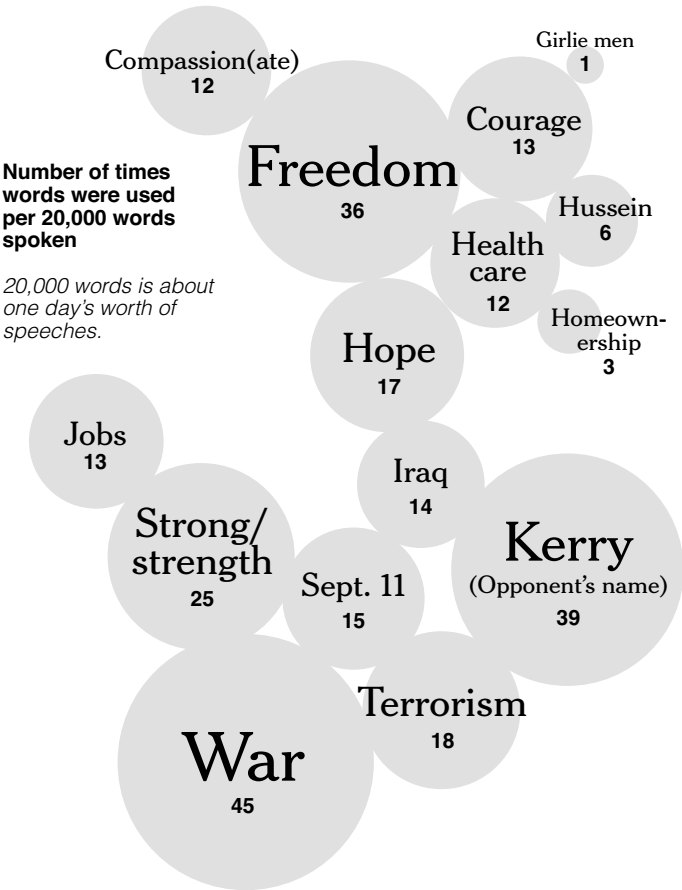
The Republican speakers have used more terms related to terrorism and the war in Iraq, while the Democratic speakers were more likely to mention health care or jobs.

In addition, Republi--cans were more likely to mention the opposing candidate by name, something the Democrats rarely did.

MATTHEW ERICSON

Republican Convention

Speakers on Monday, Tuesday and Wednesday



Democratic Convention

Speakers on all days



SOME OF THE REPUBLICAN SPEAKERS



SOME OF THE DEMOCRATIC SPEAKERS



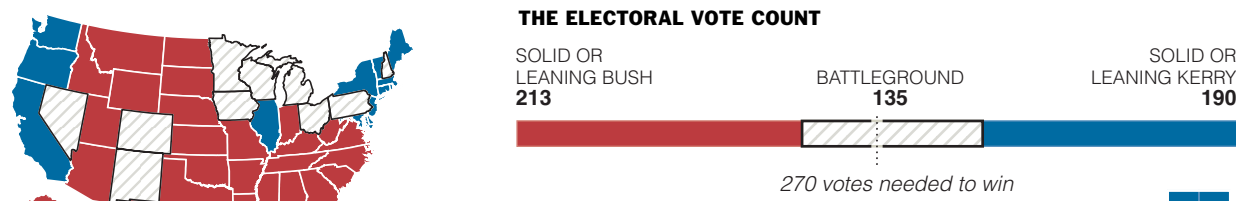
NUMBER OF TIMES SPEAKERS USED EACH WORD OR PHRASE

	John McCain	Rudolph W. Giuliani	Arnold Schwarzenegger	Laura Bush	Zell Miller	Dick Cheney	Bill Clinton	Barack Obama	John Edwards	John Kerry
Opponent's name		12			15	13				2
Hussein	1	6		2	2	3				
Terrorism	2	21	2						2	
Religion	1	1	1							1
Afghanistan	1	2		3	2	2	1		1	
Courage	5	1			1	1	1		1	
Homeownership				3		1	1			
Freedom	7	9	4	6	12	7	2	2	2	5
Compassion(ate)			2			1	1			
Sept. 11	4	11		2	1	3	2		3	4
War	18	13		7	8	10	6	6	10	14
Iraq	2	4	3	4	2	3	2	3	9	4
Education		1		4		1			2	3
Strong/strength	2	3	1	4		2	5		5	8
Troops		1	2		2	2		1	1	4
Economy			4			2	3	1	1	3
Hope	1	4	1	4		1		13	8	4
Health care		2		1		1	5	1	9	12
Jobs				1		1	6	5	6	12

Sources: Federal News Service transcripts of speeches; Republican National Convention

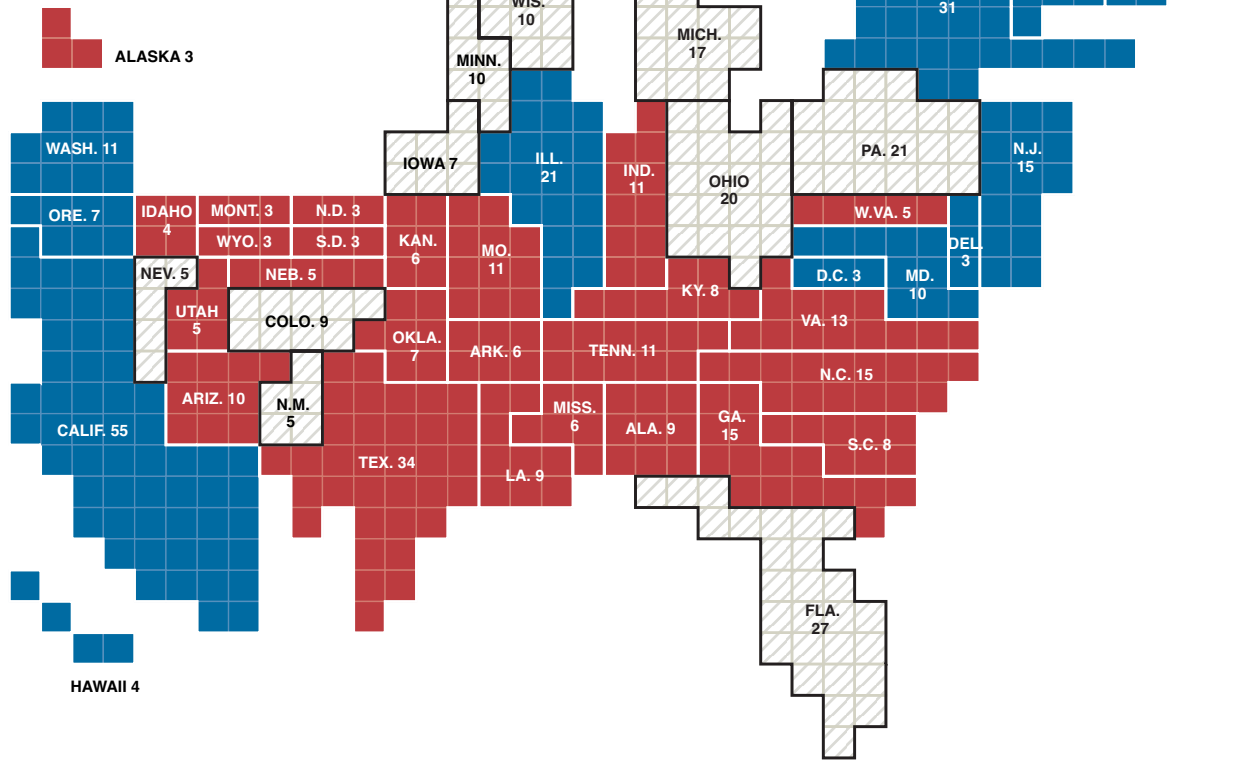
The Electoral Map

With just over one week to the election, both campaigns have found one thing to agree upon: it has all come down to 11 battleground states, representing 135 electoral votes, that they believe are in play.



THE ELECTORAL MAP

States are sized according to number of electoral votes.



THE BATTLEGROUNDS BY THE NUMBERS

ELECTORAL VOTES		IN 2000		REGISTERED VOTERS		ELECTED OFFICIALS†		NADER  Is Nader on ballot?	JOBS			
		Margin of victory in pct. points		% Rep.	% Dem.	% Rep.	% Dem.		Unemp. rate			
		BUSH	GORE									
9	Colorado	8	<div><div></div></div>	37	<div><div></div><div></div><div></div></div>	31	80	<div><div></div><div></div></div>	20	Yes	<div></div>	4.9%
27	Florida	0.01		38	<div><div></div><div></div><div></div></div>	42	68	<div><div></div><div></div></div>	32	Yes	<div></div>	4.5
7	Iowa		0.3	31	<div><div></div><div></div><div></div></div>	31	63	<div><div></div><div></div></div>	38	Yes	<div></div>	4.7
17	Michigan		5		N.A.*		50	<div><div></div><div></div></div>	50	Yes	<div></div>	6.8
10	Minnesota		2		N.A.*		55	<div><div></div><div></div></div>	45	Yes	<div></div>	4.6
5	Nevada	4	<div><div></div></div>	40	<div><div></div><div></div><div></div></div>	41	67	<div><div></div><div></div></div>	33	Yes	<div></div>	3.9
4	New Hampshire	1	<div><div></div></div>	34	<div><div></div><div></div><div></div></div>	28	100	<div><div></div><div></div></div>	0	Yes	<div></div>	3.5
5	New Mexico		0.1	32	<div><div></div><div></div><div></div></div>	51	50	<div><div></div><div></div></div>	50	Yes	<div></div>	5.3
20	Ohio	4	<div><div></div></div>		N.A.*		71	<div><div></div><div></div></div>	29	No‡	<div></div>	6.0
21	Pennsylvania		<div><div></div></div>	4	<div><div></div><div></div><div></div></div>	48	64	<div><div></div><div></div></div>	36	No‡	<div></div>	5.3
10	Wisconsin		0.2		N.A.*		36	<div><div></div><div></div></div>	64	Yes	<div></div>	5.0

\*Does not have traditional party registration. †Party affiliation of governor and Congressional delegation. ‡Case appealed to the U.S. Supreme Court.

THE RACE IN STATES WON BY BUSH IN 2000

**COLORADO** Mr. Kerry was there yesterday, reflecting his contention that he can yank this state back to the Democratic column. Republicans are skeptical.

**FLORIDA** It doesn't get tighter than this. Both Mr. Bush and Mr. Kerry are here this weekend, and both campaigns consider the outcome at this point a function of voter turnout.

**NEW HAMPSHIRE** This is near the top of states that Republicans are concerned about losing; Mr. Kerry comes from nearby.

**NEVADA** This state is still on the Democrats' list, but just barely. Mr. Kerry's aides believe that what Mr. Kerry describes as Mr. Bush's reversal on using Yucca Mountain to store nuclear waste is going to hurt him.

**OHIO** Mr. Bush once enjoyed an advantage here, but this one is also back in margin-of-error territory amid growing concern about the economy and jobs.

THE RACE IN STATES WON BY GORE IN 2000

**IOWA** Mr. Gore won this state barely last time and a sense of optimism in the state has made this a difficult nut for Mr. Kerry to crack this time.

**MICHIGAN** Mr. Kerry thought he had put this state away. No luck: polls show it back in play, and Mr. Kerry and Mr. Bush are both heading there next week.

**MINNESOTA** In a state with the longest consecutive streak of voting Democratic for president, no one knows which way the rural voters who once supported Ross Perot and Jesse Ventura will turn.

**NEW MEXICO** Roiling demographic changes here, especially with Hispanics, younger voters and retirees, have made it hard to call, but Mr. Bush has the edge.

**PENNSYLVANIA** Mr. Kerry has maintained a slim lead here, including in the important Philadelphia suburbs. But Mr. Bush has been hungry for this state, making his 41st visit on Friday.

**WISCONSIN** This may be Mr. Bush's best chance to win a Gore state. Fears that Mr. Bush would cut Social Security tripped him up here in 2000 and could again.



# Electoral College Shifts, In Red and Blue

The red and blue map of America so familiar to followers of the 2000 presidential election has not always been that way.

Franklin D. Roosevelt turned the map overwhelmingly blue in the 1930's and 1940's, while Richard M. Nixon and Ronald Reagan colored the map red in their re-elections.

The South, now a wide swath of Republican red, was a Democratic stronghold until the civil rights movement.

The large migration south and west in the United States has shift-

ed influence in the electoral college away from the states in the North-east.

In 1940, New York had 47 electoral votes to California's 22. In 2004, the tables are turned, with California's 55 votes nearly double New York's 31.

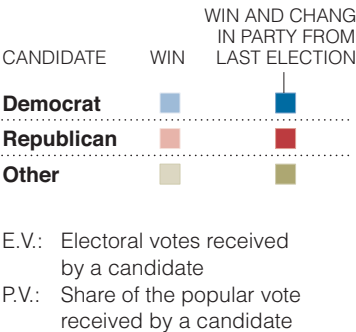
And some states have proved to be bellwethers: New Mexico voted for the winner of the popular vote in all but one election since it became a state in 1912: it picked Gerald R. Ford, rather than Jimmy Carter, in 1976.

MATTHEW ERICSON

## THE MAPS

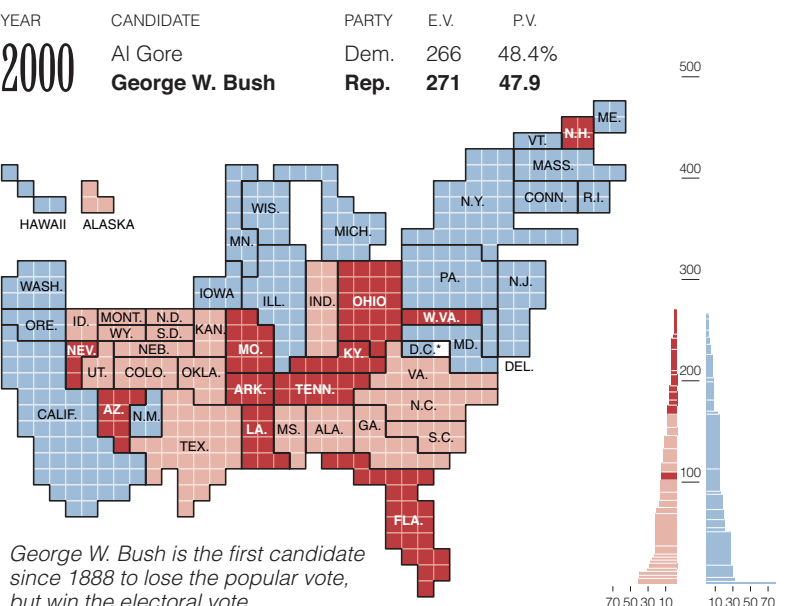
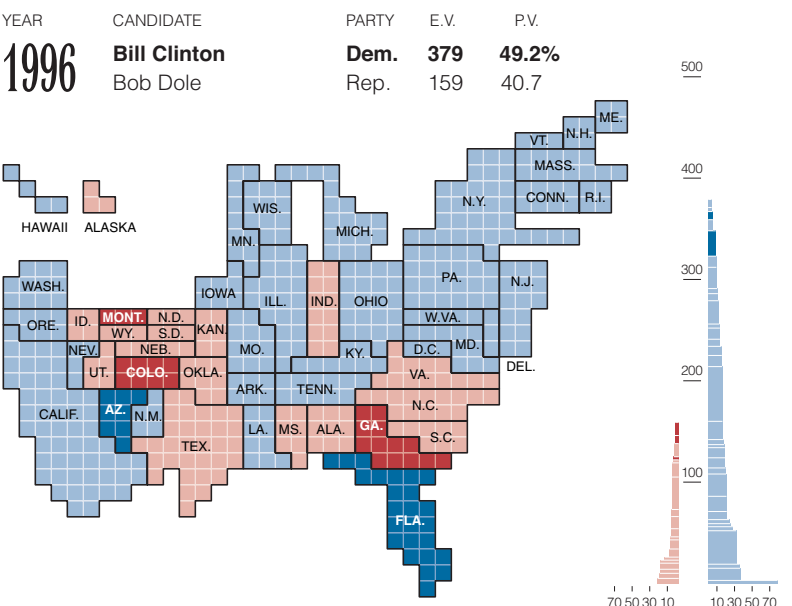
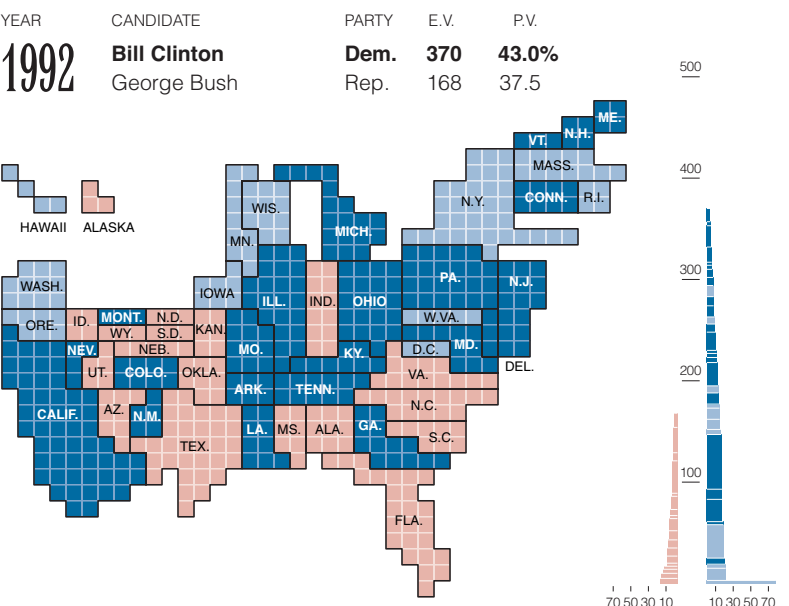
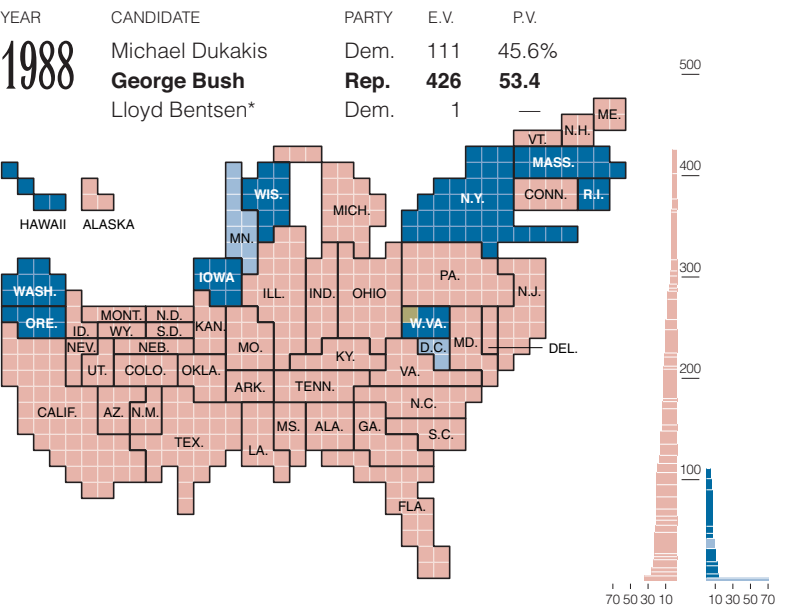
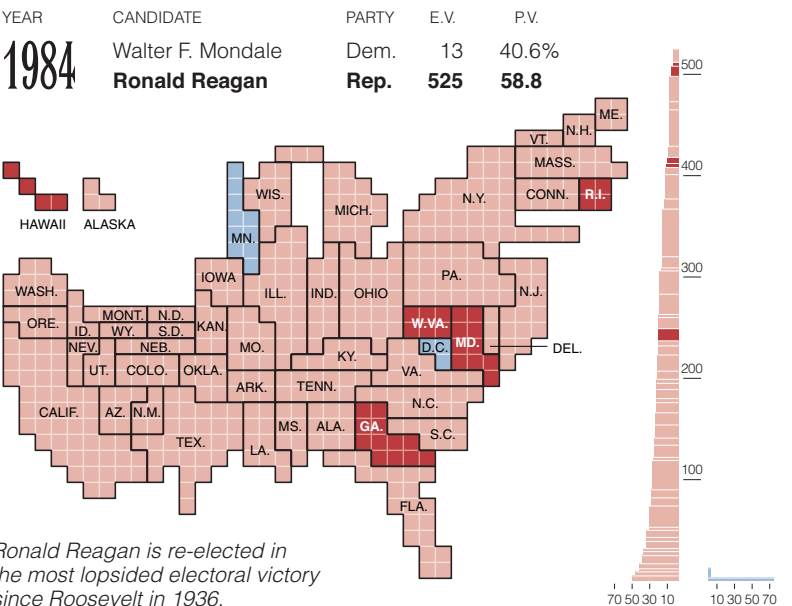
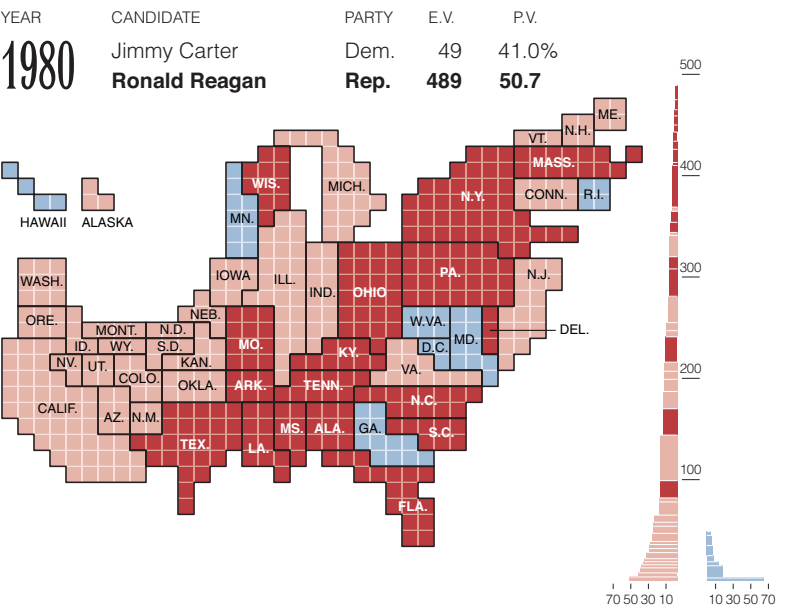
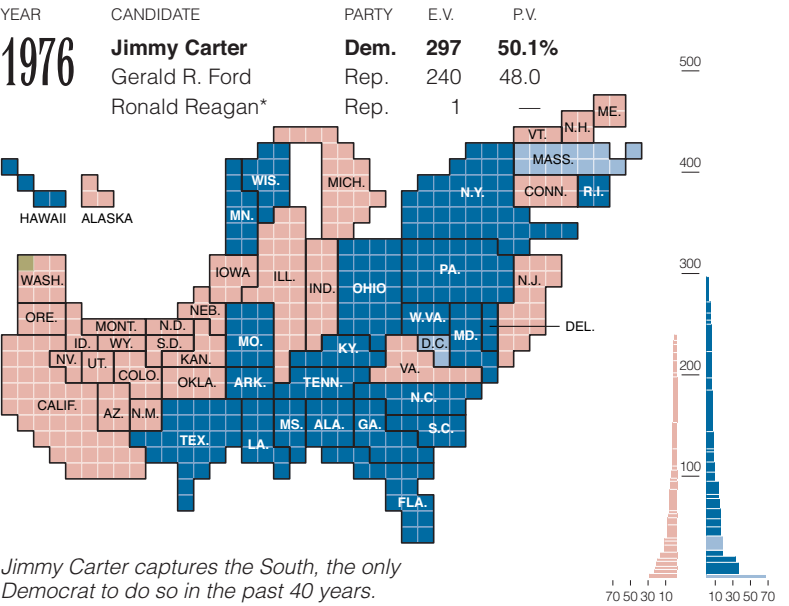
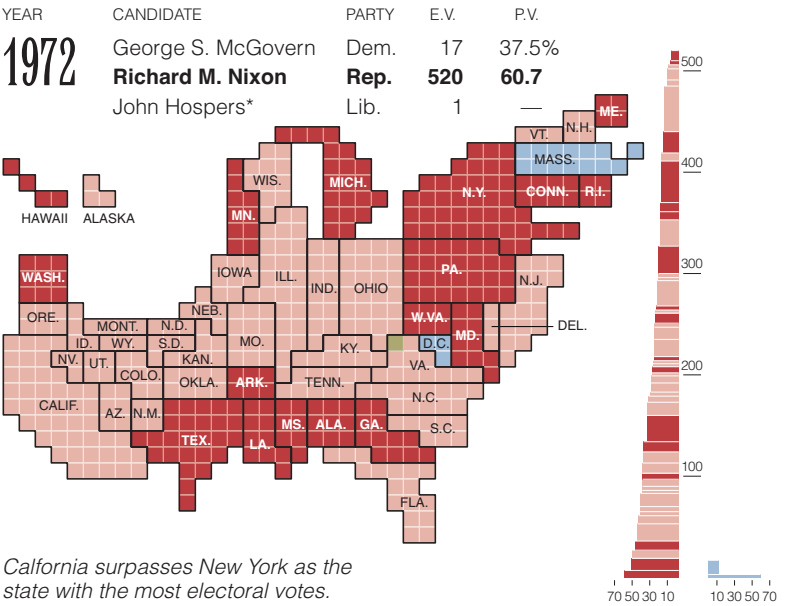
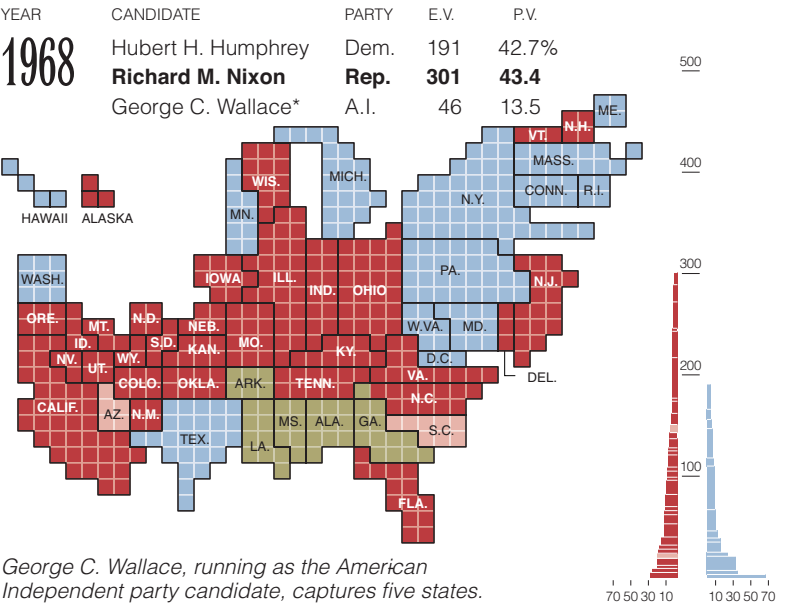
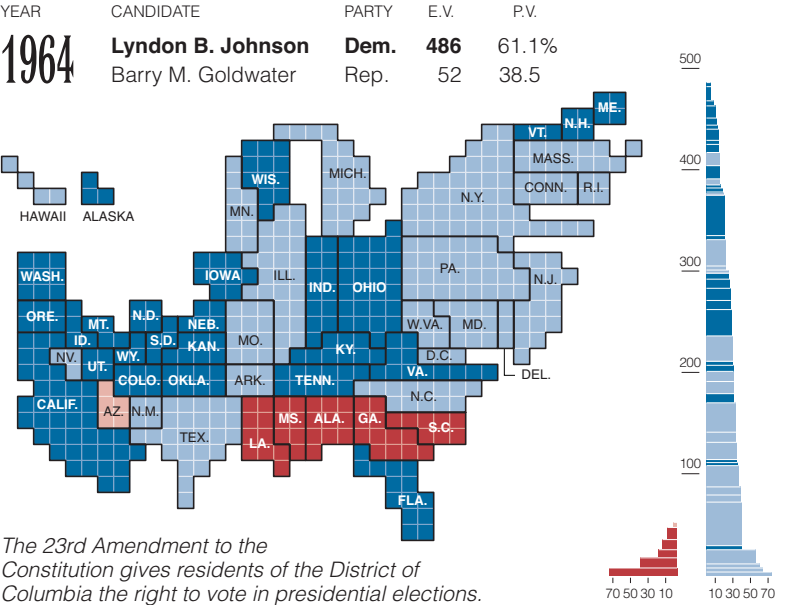
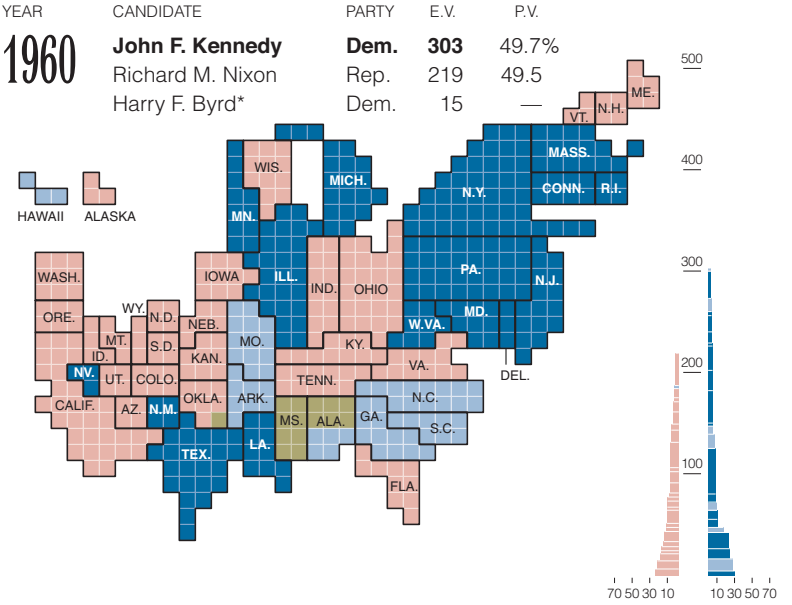
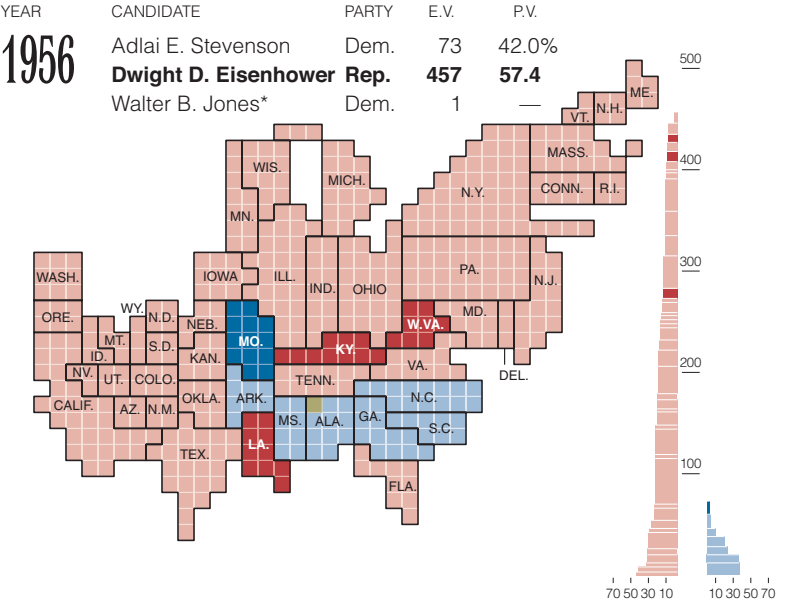
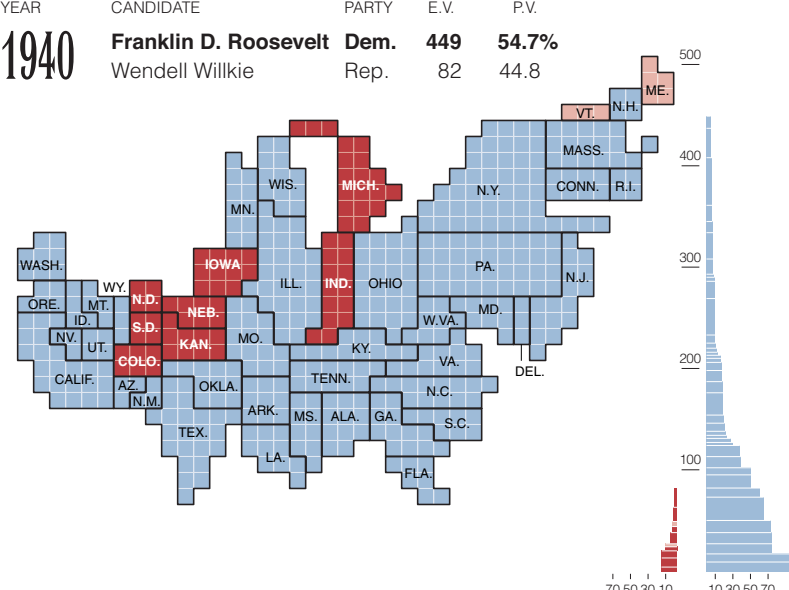
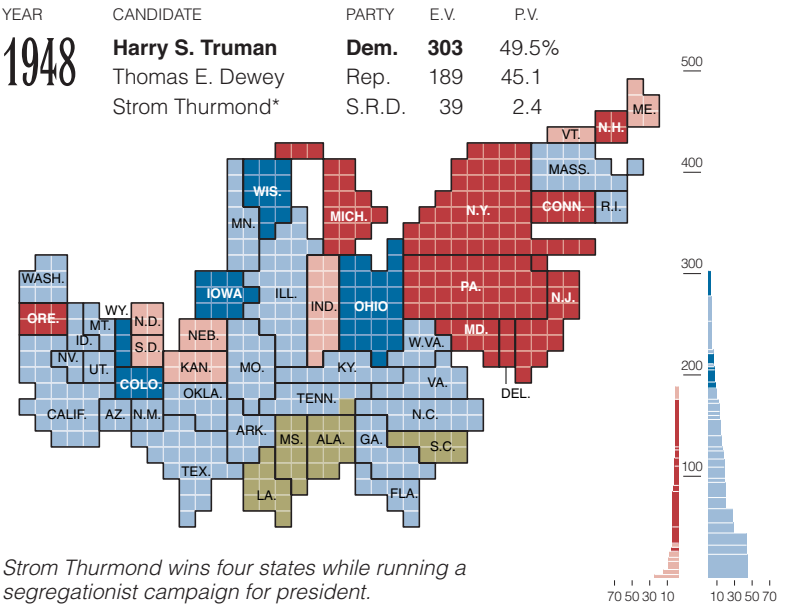
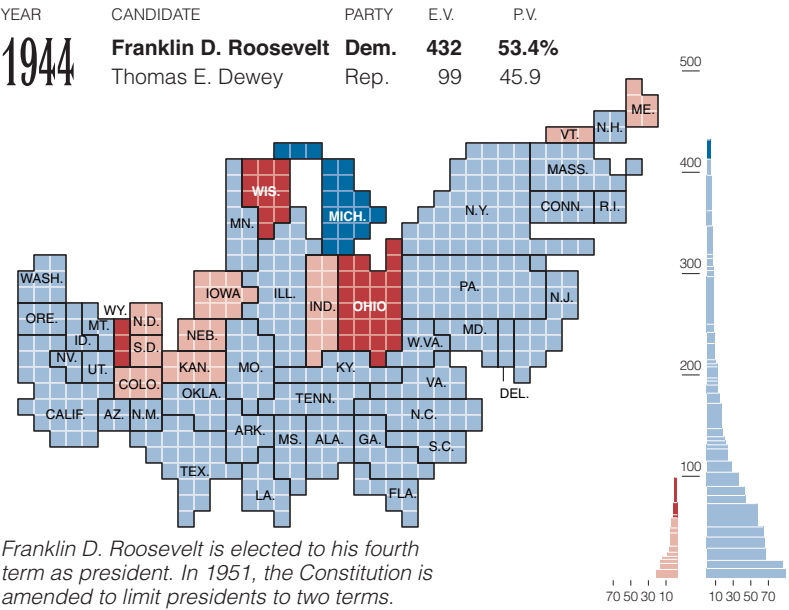
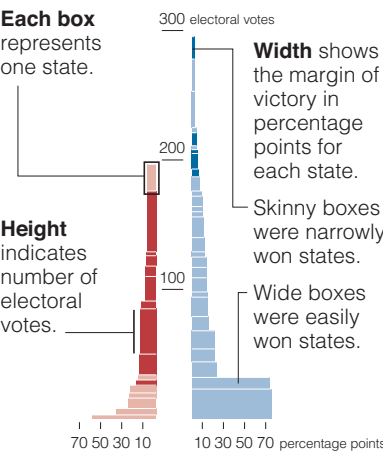
The states are sized according to the number of electoral votes.

The coloring indicates which party's candidate received electoral votes in the state. Darker shades indicate that a different party captured the state than in the previous election.



## THE CHARTS

The charts show the number of electoral votes received and the margin of victory in each state.



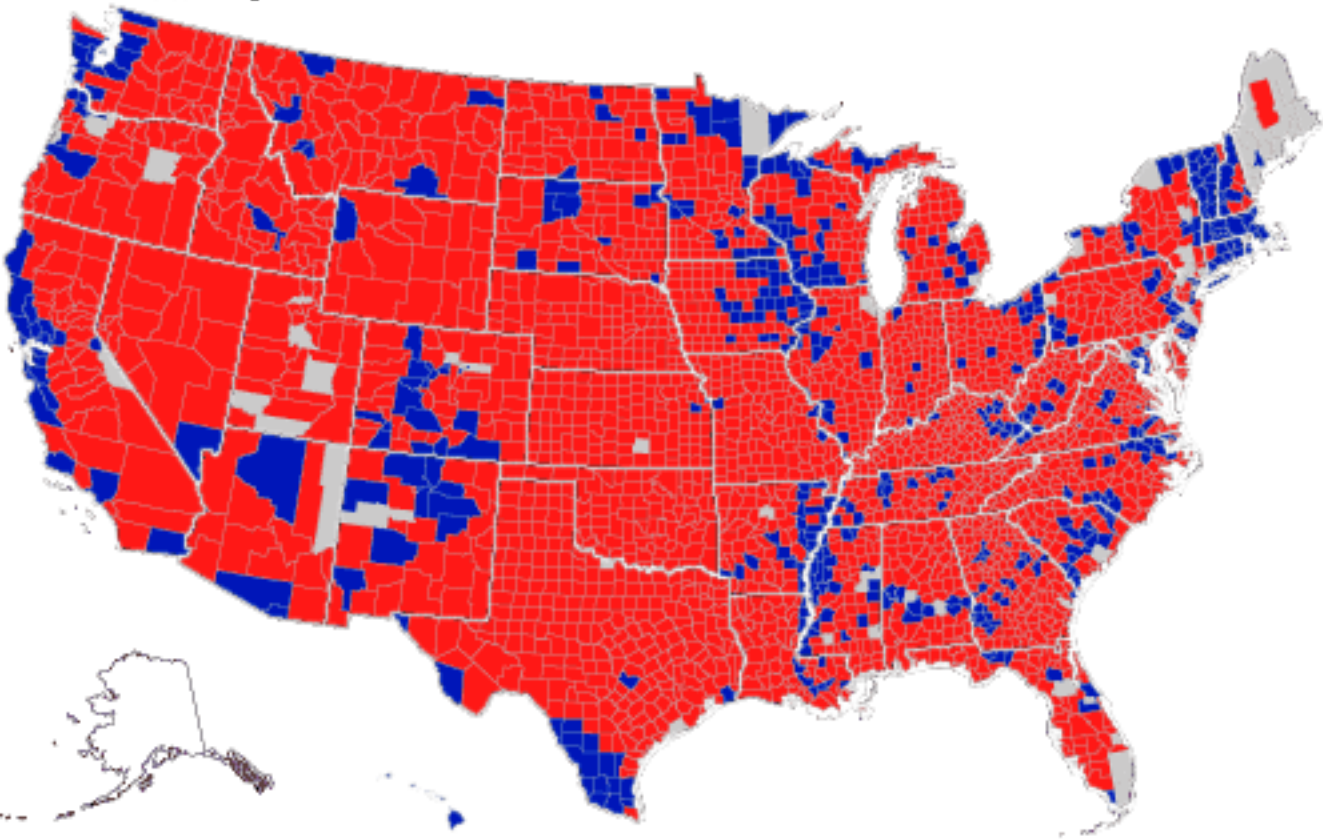
Sources: Dave Leip's Atlas of U.S. Presidential Elections; Congressional Quarterly's Guide to U.S. Elections

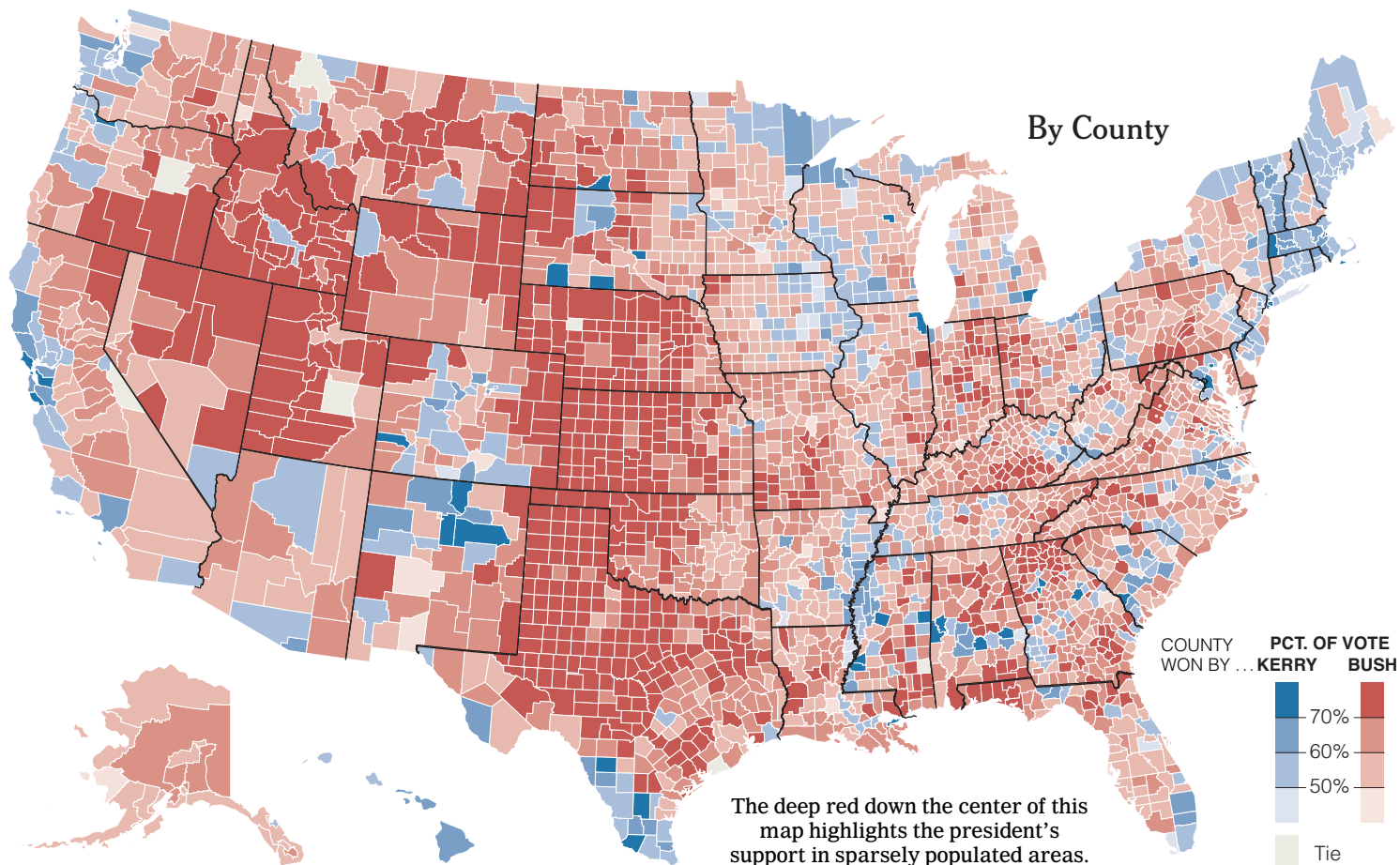
\* In 1948, a Truman elector in Tennessee voted for Strom Thurmond. In 1956, a Stevenson elector in Alabama voted for Walter B. Jones, a local judge. In 1960, 14 unpledged electors from Alabama and Mississippi, and 1 Nixon elector from

Oklahoma voted for Harry F. Byrd. In 1968, a Nixon elector in North Carolina voted for George C. Wallace, the American Independent candidate. In 1972, a Nixon elector in Virginia voted for John Hospers, the Libertarian candidate. In

1976, a Ford elector in Washington state voted for Ronald Reagan. In 1988, a Dukakis elector in West Virginia voted for Lloyd Bentsen, Mr. Dukakis's running mate. In 2000, a District of Columbia elector withheld her vote.

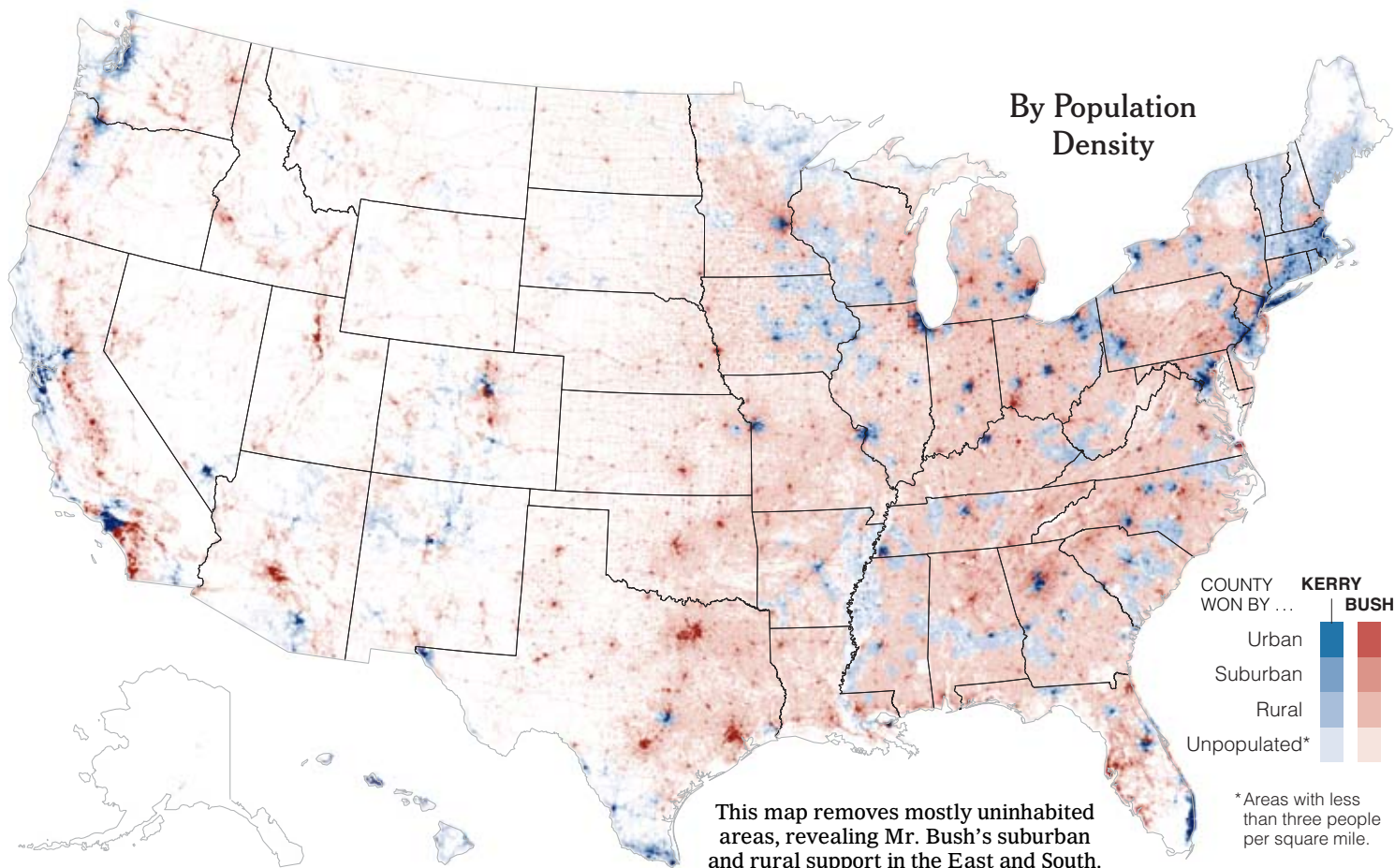
**Bush**      **Kerry**





The deep red down the center of this map highlights the president's support in sparsely populated areas.





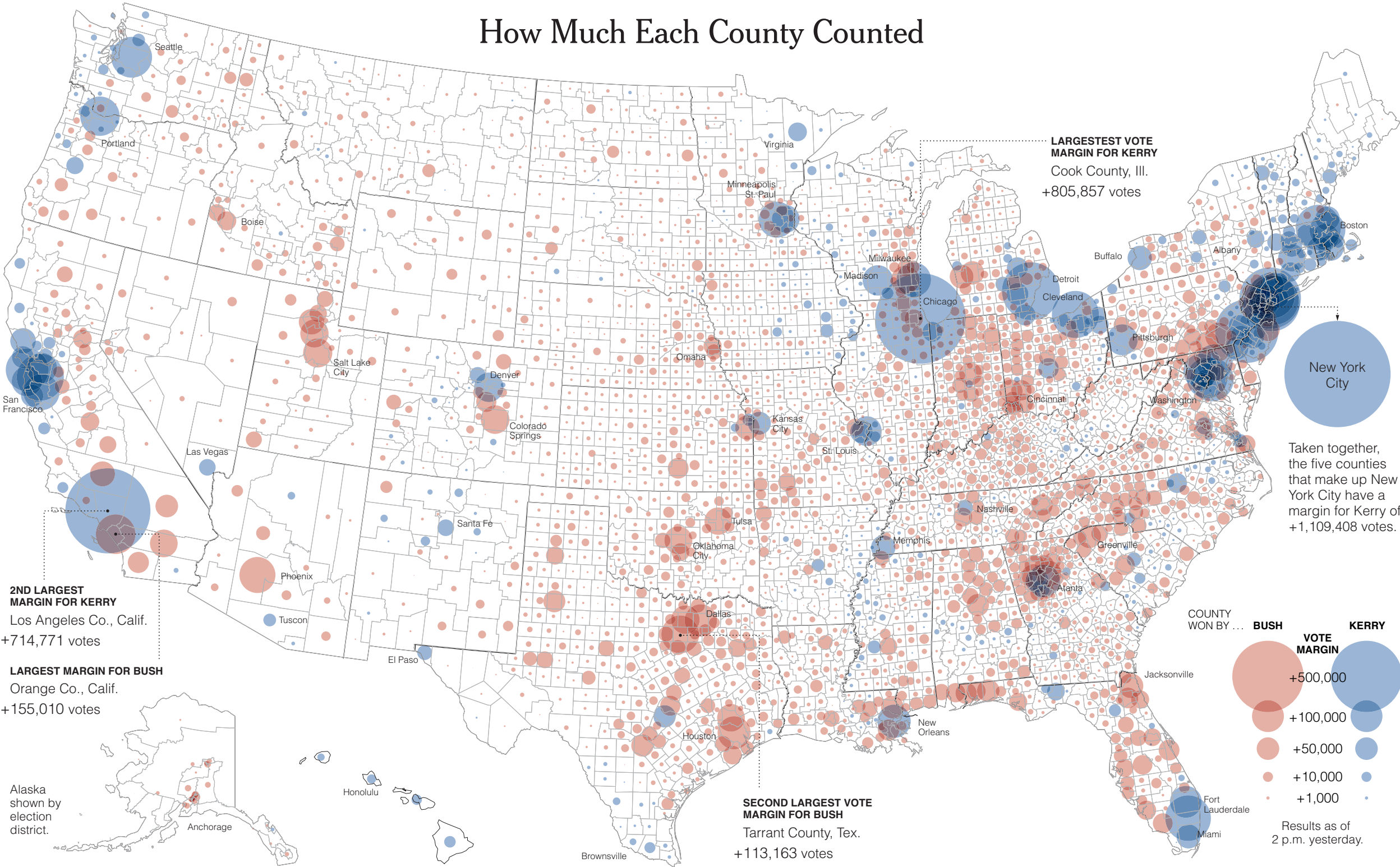


# Red and Blue, the Divided Electorate, in All Its Shades

The simple formula for winning an election is to get more votes than your opponent in as many counties as possible. It worked for President Bush. The map below, which uses the size of circles to indicate a candidate's winning margin, shows how it played out. Senator John Kerry had huge margins in

many counties with large cities, and those margins were enough for him to win some of those states. However, Mr. Bush's relatively smaller but consistent margins in suburban and rural counties, in much of the South and West, helped him overcome Mr. Kerry's urban-county margins.

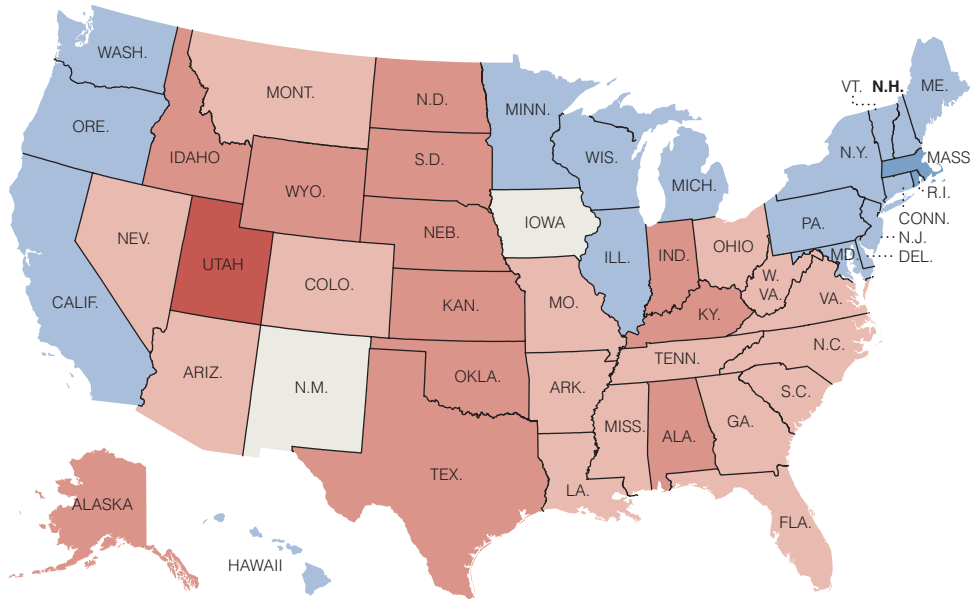
## How Much Each County Counted



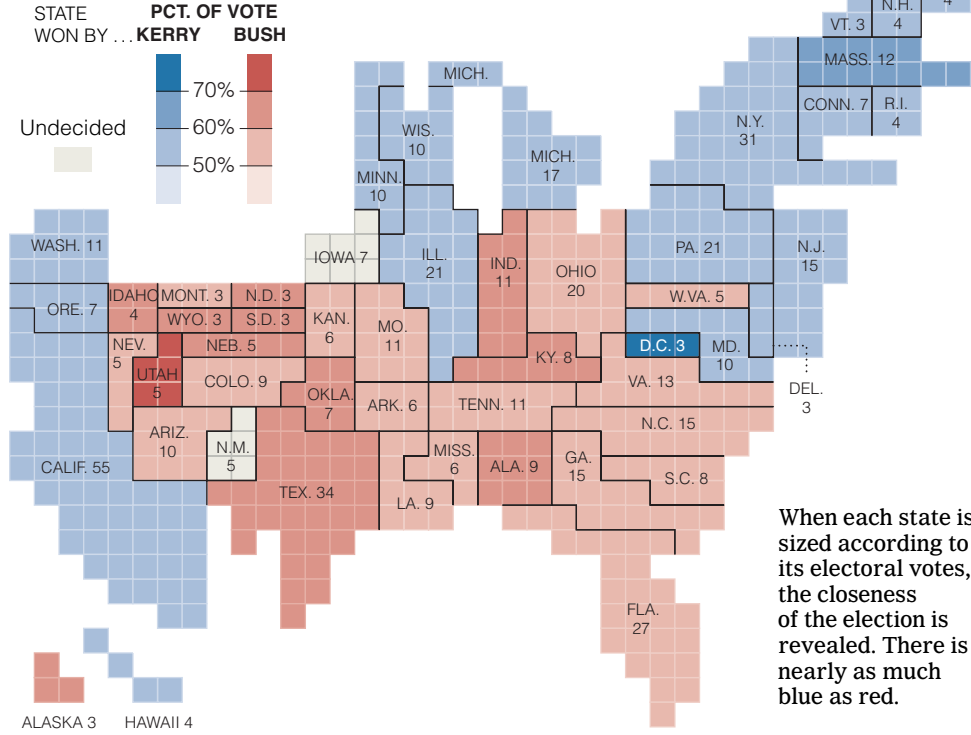
## Two Views of the Electoral Vote

### By Geography

Using the typical map of the United States, vast swaths are painted red.

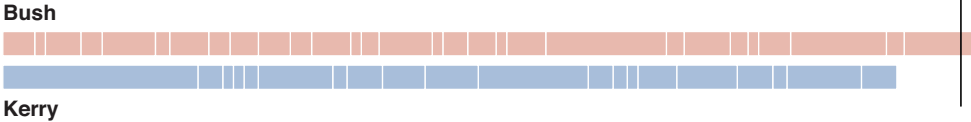


### By Electoral Weight



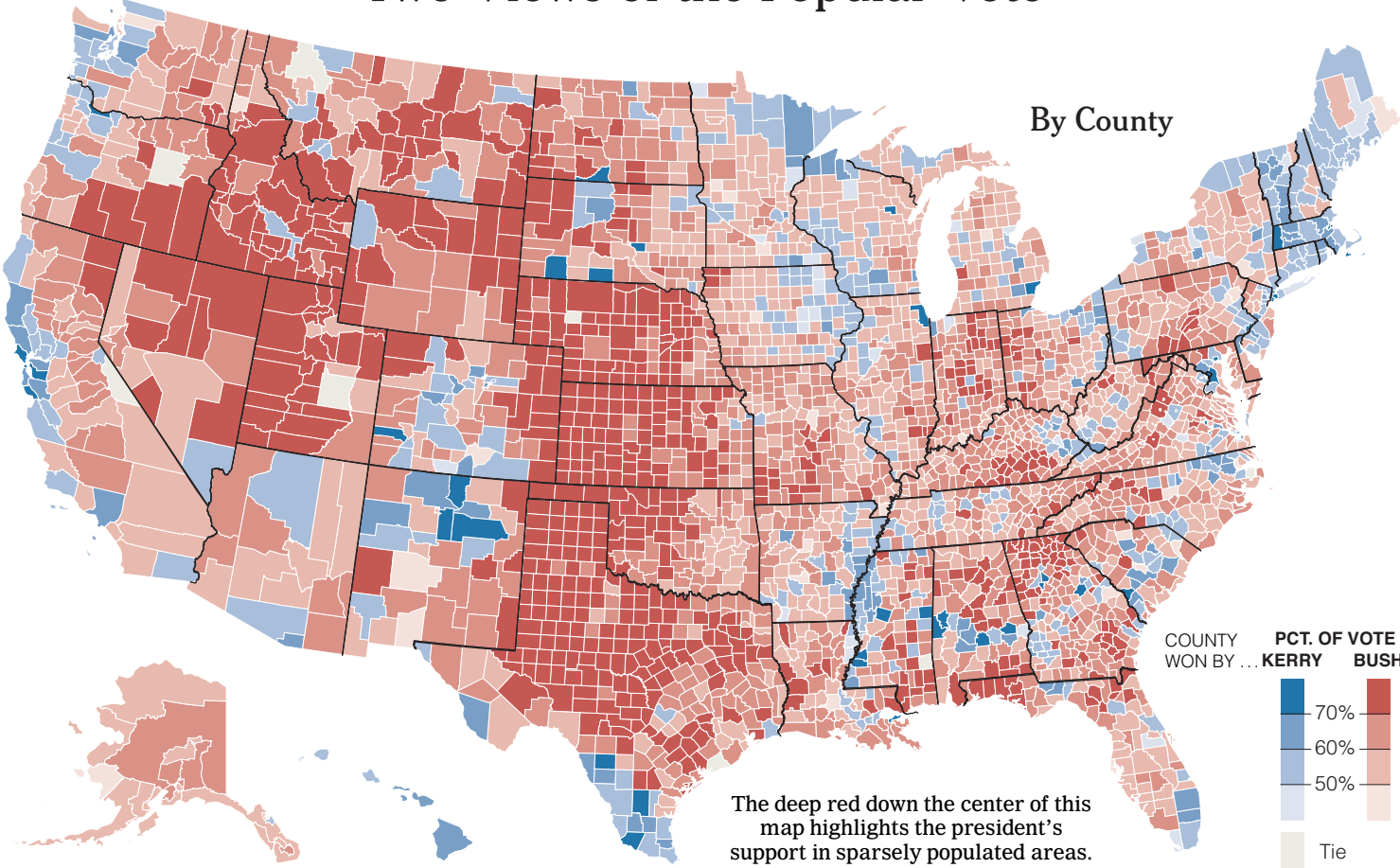
### The Electoral Results

With two states undecided, New Mexico and Iowa.

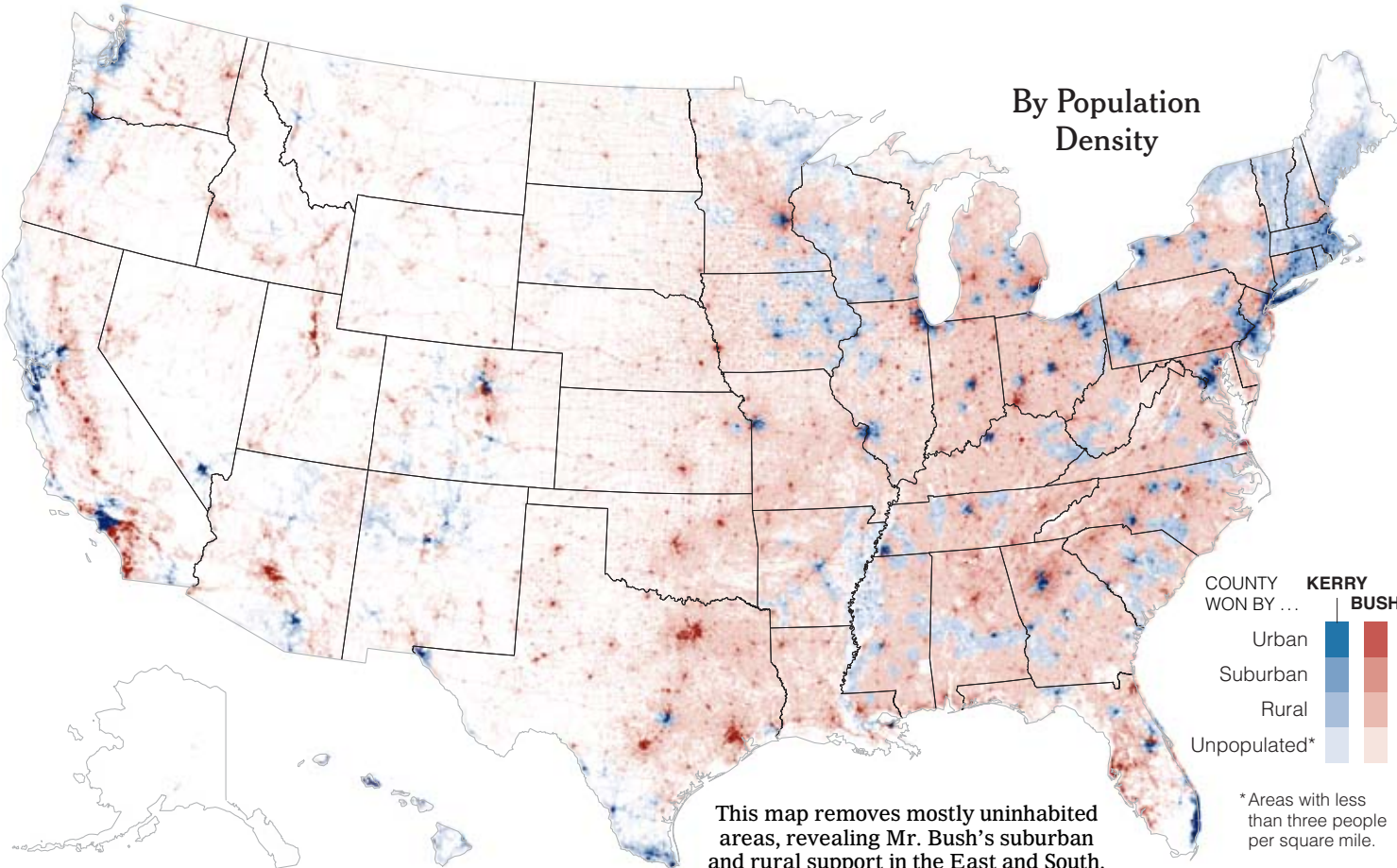


## Two Views of the Popular Vote

### By County



### By Population Density



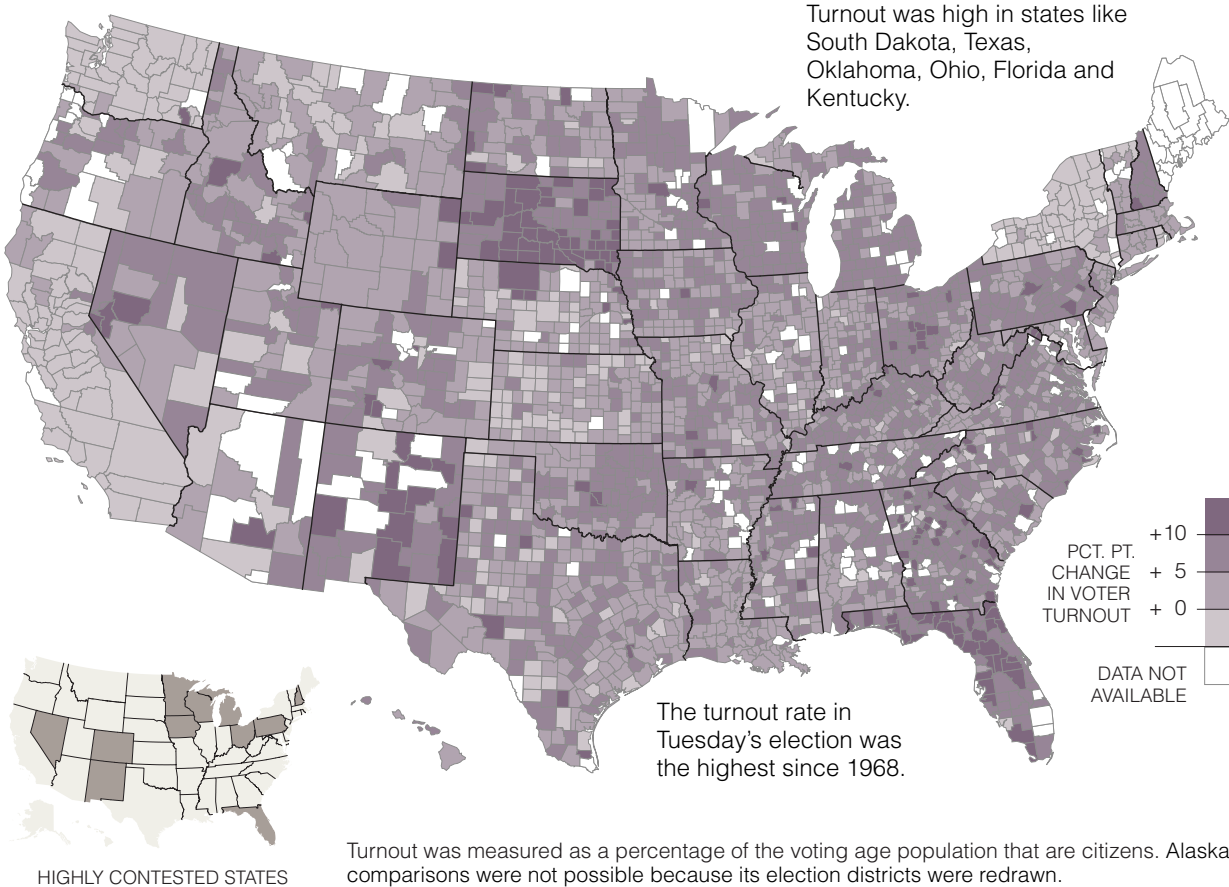


# Defying Conventional Wisdom

The idea that increased turnout would benefit Democrats was turned on its head by Tuesday's election.

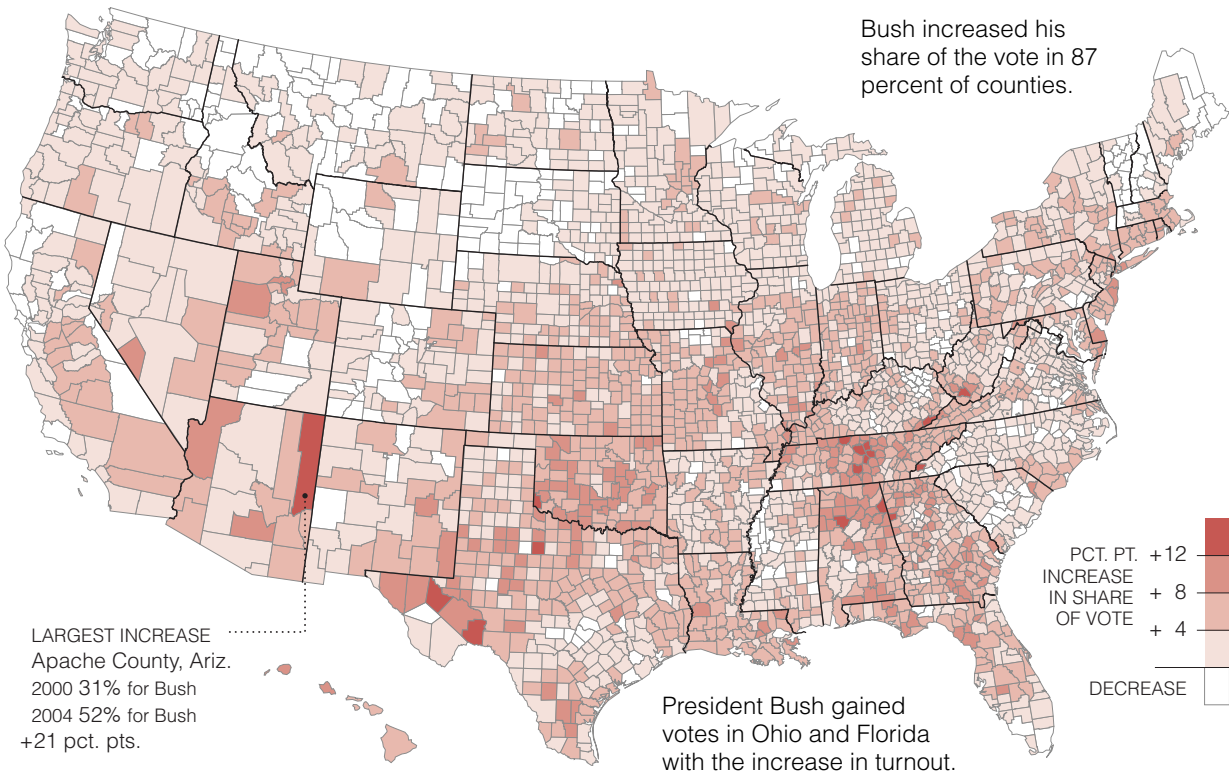
## Turnout Surged, Particularly in the Midwest and South

The map shows the point change in voter turnout by county from 2000 to 2004.  
*Results as of 2 p.m. Wednesday.*



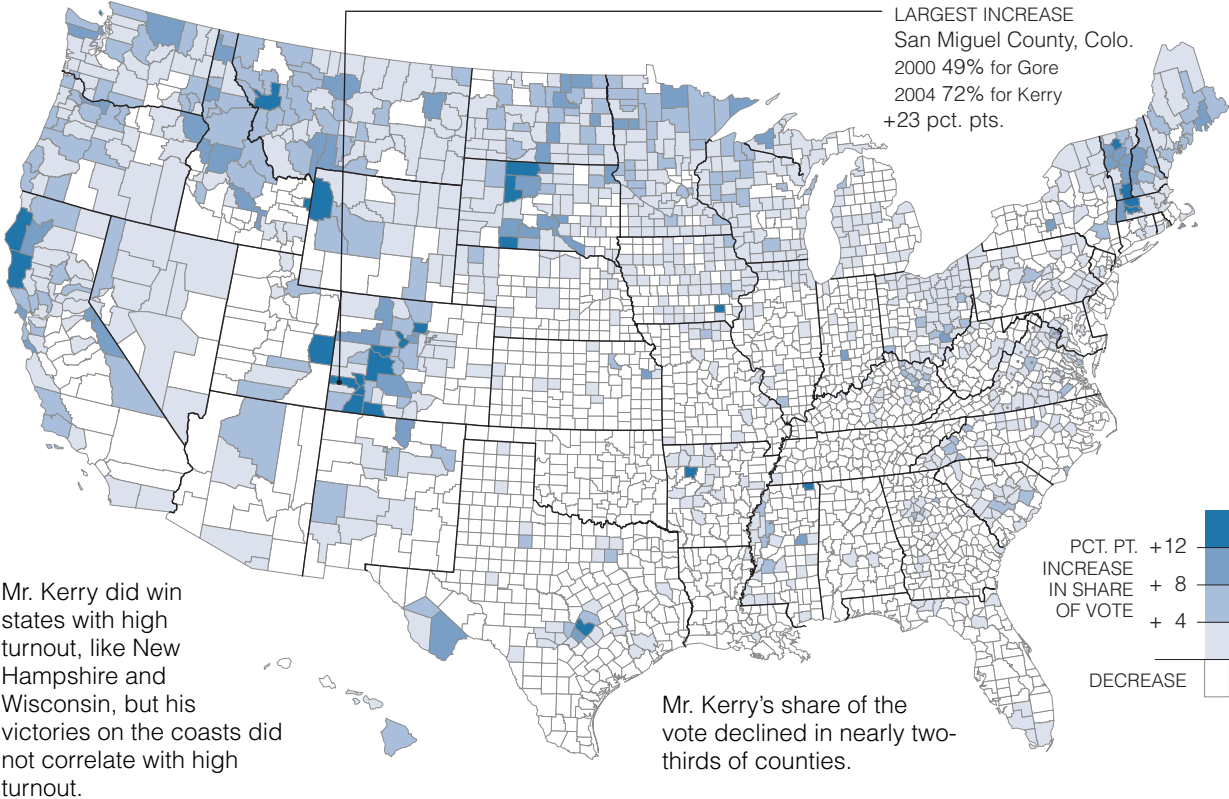
## Bush's Support Grew Nationwide, and He Took Many States With High Turnout

The map shows the point change in Bush's share of the vote from 2000 to 2004.



## The Large Turnout Did Not Help Kerry

The map shows the point change from Gore's share in 2000 to Kerry's share of the vote in 2004.



## Comparing the Bush-Gore and Bush-Kerry Contests

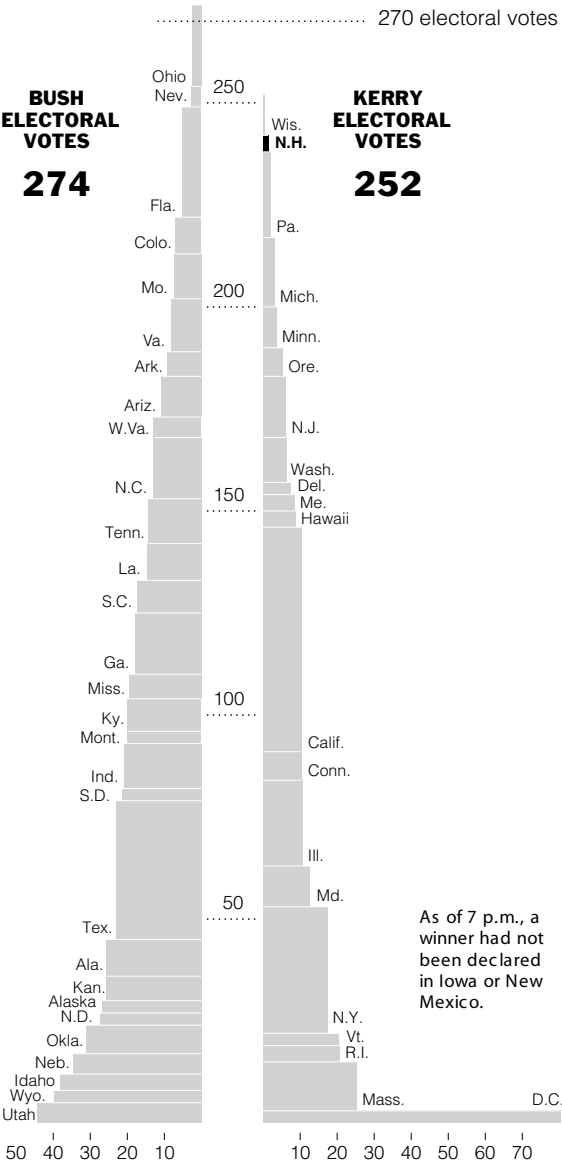
In 2000, counties that voted ...											
STRONG BUSH	More than 70% for Bush	2000	G	23%							74% B
		2004	K	22%							77% B
MODERATE BUSH	55% to 70% for Bush	2000	G	36%							61% B
		2004	K	35%							64% B
MIXED SUPPORT	Less than 55% for both	2000	G	48%							48% B
		2004	K	48%							51% B
MODERATE GORE	55% to 70% for Gore	2000	G	61%							34% B
		2004	K	62%							37% B
STRONG GORE	More than 70% for Gore	2000	G	78%							18% B
		2004	K	78%							21% B

Sources: 2004 results from the Associated Press, except for Alaska from the state's Division of Elections; 2000 results from Dave Leip's Atlas of U.S. Presidential Elections; demographic data and voting age population from the Census Bureau and Queens College Sociology Department

# Reaching the Finish Line

John Kerry was only able to take one state — New Hampshire — that George Bush had won in 2000, while Mr. Bush was leading in New Mexico and Iowa, both states that Al Gore won.

THE 2004 ELECTION



THE 2000 ELECTION

