



CAMPAIGN SIMULATION
EDUCATOR GUIDE & OVERVIEW
2015

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INTRODUCING THE CHASE THE RACE CAMPAIGN SIMULATION

Envision provides students with engaging college and career immersion experiences. These experiences enhance opportunities for students to be accepted into their college of choice, and provide these students with skill development leading to both college and career success. Approximately 20% of currently enrolled ninth graders will obtain a Bachelor's Degree within six years of their high school graduation. National studies have shown that the American education system has succeeded in making students eligible for college, but it has yet to succeed in making them successful while in college. Intensive national research has also shown that college students are unprepared in four major areas: Inadequate College Knowledge, Immature Cognitive Strategies, Underdeveloped Academic Behaviors, and Deficient Core Content Knowledge.

As part of Envision's "Chase the Race" core curriculum, students have the opportunity to participate in an academic campaign simulation that highlights current political issues, while fostering many of the core skills that support college and career readiness. Students participate in a mock senate election and create a platform based on current issues in relation to state demographics. The simulation challenges them to think analytically, publicly debate, and develop personal and professional relationships with other students. The campaign simulation provides students with real world experience and skill building in areas that apply to all careers and life situations such as...

- Analysis and Synthesis of Information
- Communication and Teambuilding
- Networking and Consensus Building
- Constructing & Defending Platforms & Ideas
- Crisis Management and Conflict Resolution
- Public Speaking and Debate

Students collaborate in groups of 5-8 to simulate a Senate campaign, taking on the different roles that make up a campaign staff. For each state there will be 2 Senate campaign teams, each campaign team will represent either a progressive or a conservative Senator from a specific state. Throughout these 10 modules, students will simulate some aspects of a campaign. The number of states you have campaigns/ elections in will vary based on the number of students participating in the simulation. An overview of the core modules is provided below:

Module	Classroom Time	Notes
1. Initial Campaign Meeting	20 Minutes	
2. Issue Research	120-240 Minutes	Can be assigned as homework / non-class time work
3. Candidate Introductions	20 Minutes	
4. Press Release Preparation	40 Minutes	Can be assigned as homework / non-class time work
5. Press Release	20 Minutes	
6. Campaign Commercials	60 Minutes	Assumes adoption of Campaign Advertising Lesson
7. Platform/Policy Construction	40 Minutes	Can be assigned as homework / non-class time work
8. Press Conference	40 Minutes	
9. Candidate Debates	60 Minutes	
10. Election Day	20 Minutes	Can be hosted online and not impact class time

SIMULATION LEARNING OUTCOMES

The "Chase the Race" Campaign simulation aims to prepare students in the following fashion:

- Students will recognize the importance of civic engagement and their role in the ever evolving American polity.
- Students will be able to describe state and national level policy initiatives in the areas of national security, energy, healthcare, and the economy.
- Students will employ critical cognitive and affective skills required for college and career success in the 21st Century.

SIMULATION INSTRUCTIONAL METHODS

Envision provides students with an intellectually engaging foundation that will empower students to explore, discover and achieve throughout their life-long pursuit of learning and personal development. This foundation is constructed through a unique approach to experiential learning that fosters confidence, inquiry, investigation, corporate dialogue, and self discovery. Through thoughtful and active dialog between educator and students, advancements in self understanding, critical thinking, independent analysis, global engagement, teambuilding, and communication are accomplished.

SIMULATION INQUIRY MAP

How do successful candidates for public office ultimately win?		
Chase the Race, Powered by Envision		
C3 Disciplinary Focus: Civics; Economics; Geography; History	C3 Inquiry Focus: Evaluation Sources & Using Evidence	Content Topic: Elections
<p>C3 Focus Indicators: D.1.5.9-12 - Determine sources that help answer compelling questions, taking into consideration multiple points of view represented in the sources; D.2.Civ.10.9-12 - Analyze the impact of personal interests and perspectives on application of democratic principles; D.2.Civ.14.9-12 - Analyze contemporary, historical, and emerging means of changing societies; D2.Eco.1.9-12 - Analyze how incentives influence choices that result in policies; D2.Eco.11.9-12 - Use economic indicators to analyze the future state of the economy; D2.Geo.5.9-12 - Evaluate how political and economic decisions influence cultural and environmental characteristics; D.2.His.4.9-12 - Analyze factors that influence perspectives of people during different historical eras; D.3.1.9-12 - Gather relevant information from multiple sources representing a wide range of views; D4.4.9-12 - Critique the use of claims and evidence in arguments for credibility.</p> <p>CCSS ELA Anchor Standards Alignment: SL.9-12.1; SL.9-12.2; SL.9-12.3; RIT.9-12.1; RIT.9-12.8; RIT.9-12.9</p>		
Grade Level: 9-12	Resources: Campaign Simulation Educator Guide; State Profiles; Breaking News Samples; Policy Research Library; Supporting Lesson Plans & Artifacts	Time Required: Scalable from 1 hour to 10 hours of classroom time

Experiential Learning, the “Chase the Race” Campaign Simulation and the 5E Instructional Model

Phase	Description ¹	Campaign Simulation Components	21 st Century Skills
Engagement	The teacher or a curriculum task accesses the learners’ prior knowledge and helps them become engaged in a new concept through the use of short activities that promote curiosity and elicit prior knowledge. The activity should make connections between past and present learning experiences, expose prior conceptions, and organize students’ thinking toward the learning outcomes of current activities.	<ul style="list-style-type: none"> • Initial Campaign Meeting • Issue Research • Candidate Introductions • Press Release Prep 	<ul style="list-style-type: none"> • Problem Solving • Reasoning • Systems Thinking
Exploration	Exploration experiences provide students with a common base of activities within which current concepts (i.e., misconceptions), processes, and skills are identified and conceptual change is facilitated. Learners may complete lab activities that help them use prior knowledge to generate new ideas, explore questions and possibilities, and design and conduct a preliminary investigation.	<ul style="list-style-type: none"> • Issue Research • Candidate Introductions • Press Release Prep • Platform Construction 	<ul style="list-style-type: none"> • Complex Communication & Social Skills • Reasoning • Self Management
Explanation	The explanation phase focuses students’ attention on a particular aspect of their engagement and exploration experiences and provides opportunities to demonstrate their conceptual understanding, process skills, or behaviors. This phase also provides opportunities for teachers to directly introduce a concept, process, or skill. Learners explain their understanding of the concept. An explanation from the teacher or the curriculum may guide them toward a deeper understanding, which is a critical part of this phase.	<ul style="list-style-type: none"> • Press Release • Campaign Commercial • Press Conference • Candidate Debates 	<ul style="list-style-type: none"> • Analysis of Data • Interpretation • Complex Communication & Social Skills • Teamwork
Elaboration	Teachers challenge and extend students’ conceptual understanding and skills. Through new experiences, the students develop deeper and broader understanding, more information, and adequate skills. Students apply their understanding of the concept by conducting additional activities.	<ul style="list-style-type: none"> • Press Release • Campaign Commercial • Press Conference • Candidate Debates 	<ul style="list-style-type: none"> • Interpretation • Knowledge Application • Research • Synthesis of Data
Evaluation	The evaluation phase encourages students to assess their understanding and abilities and provides opportunities for teachers to evaluate student progress toward achieving the educational objectives.	<ul style="list-style-type: none"> • Candidate Debates • Election Day 	<ul style="list-style-type: none"> • Intellectual Openness • Reflection • Self Awareness

PROGRAM SIMULATION OVERVIEW

OUTLINE OF EVENTS

I. Initial Campaign Meeting

- Senator election.
- Campaign position assignment.
- Review of state profile.

Breaking News

At designated times, breaking news events will occur, adding another challenge to the simulation.

II. Issue Research

- Research on critical issues through provided articles or credible outside sources.
- Chief of Staff prepares to introduce candidate.
- Policy Specialists craft policy statements.

III. Candidate Introductions

- Speaking role/topic: Chief of Staff reads a prepared statement that includes candidate biography, campaign slogan and general focus of platform; save specific policy issues for Press Release.
- Setting: formal; students in audience take notes in areas to improve/clarify, while also noting points on which to later question the opposition.

IV. Press Release Prep

- Formulation of election platform through completed half-page policy statements.
- Campaign Manager prepares statement. Policy Specialists tailor a policy presentation in response to changing events.

V. Press Release

- Campaign Manager controls the agenda of the Press Release.
- (suggested) Speaking role/topic: If deferred to by the Campaign Manager, one Policy Specialist can address his/her area of expertise in a prepared statement with respect to any changing events.
- Speaking role/topic: Campaign Manager reads a prepared statement briefly addressing the four issues and the matters/concerns of their state.
- Setting: formal; students in audience again critically evaluate public speaking occasion.

VI. Campaign Commercial

- Field Director controls the agenda of the Campaign Commercial.
- (suggested) Speaking role/topic: If deferred to by the Field Director, one Policy Specialist can address his/her area of expertise in a prepared statement with respect to any changing events.
- Speaking role/topic: Field Director presents Campaign Commercial. This can take a variety of forms. Be creative!
- Setting: formal; students in audience again critically evaluate public speaking occasion.

VII. Platform/Policy Construction

- Campaign teams anticipate questions in preparation for the Press Conference.
- Teams submit questions for the Press Conference/Candidate Debates for approval.
- Policy Specialists prepare Press Secretary and Candidate for Press Conference and Candidate Debate.

Polls = Creative Feedback

The Educator is encouraged to deliver “polls” and “news reports” after public speaking events to add a reality factor to the simulation. This also provides the students with critiques to improve campaign platform and overall direction. For example:

THE DENVER POST

Conservative leading...barely

Denver - Conservative <name> narrowly leads Colorado's topsy-turvy U.S. Senate race, despite nearly half of the voters saying he lacks an economic plan, a new *Denver Post* poll finds. Coloradans also voiced a disconnect with the Progressive candidate's policy on alternative fuels.

Conservative <name>	45%
Progressive <name>	42%
Undecided	13%
Margin of error +/- 2.9%	

VIII. Press Conference

- a. Press Secretary controls the agenda of the Press Conference.
- b. (suggested) Speaking role/topic: If deferred to by the Press Secretary, one Policy Specialist can address his/her area of expertise in a prepared statement with respect to any changing events.
- c. Speaking role/topic: Press Secretary answers questions asked by the staff regarding the campaigns thus far. (Remember: For better or for worse, the Press Secretary will have to answer for what the campaign has presented to this point.)
- d. Setting: formal; students in audience again critically evaluate public speaking occasion.

IX. Candidate Debates

- a. Speaking role/topic: Candidate fields pre-approved questions about the four issues, any changing events, and possibly more.
- b. Students direct questions to a specific candidate, then the opposing candidate responds. From there, the candidates can banter back and forth.
- c. Staff member acting as the moderator decides when to move on to the next question.
- d. Setting: formal; students to respect the integrity of the debate.

X. Election Day

- a. Election results announced, as determined by educator
- b. Awards to be presented to outstanding individuals:
 - 1. Best Speaker: one per contested seat; non-candidate from any of the public speaking components
 - 2. Most Valuable Staffer: one per campaign team; educator takes Candidate's opinion into consideration
 - 3. Best Policy Specialist: one per contested seat; for clearest, most detailed presentation of policy
 - 4. Best Campaign Slogan: one per contested seat; self-explanatory
 - 5. Best Campaign Advertising: one team per entire election; best mix of posters, digital advertising, stump speeches, etc
- c. Educator debrief

ROLES AND ASSIGNMENTS

CAMPAIGN TEAMS:

Each campaign team will act as either a progressive or a conservative Senator from a specific state. The candidates will be from the following states: *California, Colorado, Florida, Iowa, Massachusetts, Minnesota, Missouri, Nevada, New Mexico, Ohio, Pennsylvania, and Virginia.*

The Issues:

1. National Security
2. Economy
3. Healthcare
4. Energy & Environment

Team Responsibilities:

1. Support various aspects of the campaign
2. Advise the candidate on policy
3. Research issues important to the state's constituents
4. Create a successful campaign based on the profile of your state
5. Prepare timely press briefings
6. Prepare for election debate

Officer and Positions (per campaign team):

- (1) Senatorial Candidate
- (1) Chief of Staff – one for each Candidate
- (1) Campaign Manager – one for each Candidate
- (1) Field Director – one for each Candidate
- (1) Press Secretary – one for each Candidate
- (1-4) Policy Specialists – one for each issue for each Candidate

Note: Some positions may overlap; the simulation is designed to allow speaking roles to multiple individuals.

Candidate - The candidate is why the campaign exists. The candidate's jobs include approving everything the campaign produces/distributes, raising money, and being the public face of the organization. In the Senate campaign simulation, the Candidate debates with his/her opponent in the final public speaking component.

Chief of Staff - The Chief of Staff manages all members of the senior staff. He/She serves at the right hand of the candidate, putting the candidate's words and desires into action through the rest of the staff. In the Senate campaign simulation, the Chief of Staff introduces the candidate in the first public speaking component of the simulation.

Campaign Manager - The Campaign Manager creates and implements the campaign plan, the strategy that should carry the campaign to victory and elect the candidate. Campaign Managers help to hire staff, work directly with consultants and the senior staff to meet weekly, biweekly and monthly goals. Campaign Managers, along with the Chief of Staff and Candidate, approve expenditures and campaign strategy. In the Senate campaign simulation, the Campaign Manager reads a prepared statement at the Press Release addressing the four policies and the matters/concerns of their state.

Field Director - The Field Director recruits and builds the grassroots organization that broadens the campaign's reach. The Field Director is responsible for generating local enthusiasm and driving out voters on Election Day by recruiting volunteers, managing phone banks, canvasses, publicity, stickers etc. In the Senate campaign simulation, the Field Director has the unique and ongoing task of "getting the word out," whether that be through campaign posters and pamphlets, digital advertisements or delivering impromptu stump speeches at meal time. Most specifically, the Field Director presents the Campaign Commercial.

Press Secretary - The Press Secretary is responsible for generating positive media attention towards the Candidate, spinning any negative press, and drawing attention to negative aspects of the campaign's opposition, by creating press releases, scheduling press conferences and other press-worthy civic events. Anything that the Campaign wants the public to know should be released through the Press Secretary, except for the actual platform. In the Senate campaign simulation, the Press

Secretary answers questions during the Press Conference encompassing all aspects of the campaign. The Press Secretary can think on his/her feet and relate events and questions to the campaign platform.

Policy Specialists (1 for each issue) - Issue Specialists are responsible for being the campaign expert on all relevant policy questions. The Issue Specialist's research and work will ultimately form the foundation that the platform and the Candidate's public statements will be built on. In the Senate campaign simulation, the Policy Specialists develop policy statements that serve as the basis of the campaign platform. They are also called upon to share their expertise in response to changing events.

SIMULATION COMPONENTS

Module 1: Initial Campaign Meeting

Class Time Needed: 20 Minutes

Materials:

- Simulation Overview
- State Profile
- Policy Research Documents

Overview:

- Campaign teams organize into their pre-assigned states.
- Senator selected and campaign roles established.
- Campaign teams review state profiles.

Procedure:

1. Educator sets the agenda for the Initial Campaign Meeting with the overview above.
2. The educator announces which states the team will be simulating and assigns students to their respective states.
3. The educator briefly explains the team positions and their role in the overall simulation.
4. The campaign teams should “elect” a Senatorial candidate during this time. If more than one student wishes to run for Senator for a state, allow a (very) brief stump speech and conduct an anonymous vote. After the Senators have been elected, the other positions should be selected. If you have more positions than students, assign (shared) duties to vacant positions. If you have more students than positions, assign multiple students to one position in increase the number of states.
 - a. Elected Senators will choose his/her own Chief of Staff. All other positions should be decided upon within the group. Please allow the elected Senator to lead this process, but not make the ultimate decision.
 - b. Both selection processes should be a learning opportunity in teamwork. Ideally, all students should be working towards the same goal.
5. Educators should discuss the assigned states and introduce progressive and conservative platforms. Campaign teams should review the state profile provided in the simulation materials.
6. Finally, students should begin to develop a project plan, noting what needs to be accomplished and by whom. Groups should be keeping in mind that the end goal is to create a presentation that will be given to the entire class.

Module 2: Issue Research

Class Time Needed: 120-240 minutes either in class or outside of class

Space Needed: Computer Labs (if available)

Materials:

- Policy Research Documents
- State Profile
- Internet Access (if available)
- Newspapers, Magazines, Journals, Etc. (collected by campaign team members if possible)
- Notebooks and pens

Overview:

- Campaign teams research the four issues and relate findings to their state. The result is the development of a campaign platform.
- Chief of Staff prepares candidate introduction.
- Policy specialists lead campaign team in the crafting of policy statements.

Breaking News
Poll shows promise for federal sales tax implementation.

(Can be delivered during the Issue Research component as a redirect)

Procedure:

Overall

1. Campaign teams continue platform development around the four issues: National Security, Economy, Healthcare, and Energy/Environment.
2. It is crucial that the team has a solid understanding of their state and the constituent makeup.
 - a. Point of Emphasis: Platforms need to ultimately be based around the needs/wants of the state's constituents.
3. Remind campaign teams that the main focus should be the creation of a platform that appeals to their state.

Research

1. Campaign teams can break into small groups to conduct research on issues, state constituents, potential donors/contributors, etc.
2. If using computer labs, monitor student research efforts to offer assistance and suggestions.
3. Encourage campaign teams to research outside of the computer lab if they have their own computers or want to research via newspaper/magazines, etc.

Module 3: Candidate Introductions

Class Time Needed: 20 Minutes

Materials:

- Notebooks and pens

Overview:

- Chiefs of Staff reads a prepared introduction statement to the class.

Procedure:

1. One at a time, the Chiefs of Staff should take the stage to deliver the introduction statement.
2. Chiefs of Staff may use notes or props during the public speaking event.
3. Presentations should be given by state. For instance, the Colorado Progressive Candidate's Chief of Staff will speak directly before the Colorado Conservative Candidate's Chief of Staff.
4. Questions during the candidate introductions are not allowed.

Module 4: Press Release Prep

Class Time Needed: 40 Minutes

Materials:

- Policy Research Documents
- State Profile
- Notebooks and pens
- Computer (if available)

Overview:

- Campaign teams prepare for the press release and campaign commercial.
- Campaign teams complete half-page policy statements.

Procedure:

1. The Campaign Manager prepares statement addressing the four issues.
2. Team assesses changing campaign environment and selects a Policy Specialist to elaborate during the Press Release.
3. By the end of this simulation event, educator collects half-page policy statements. (Campaign teams should retain a copy.)

Breaking News

A partial meltdown at nuclear facility in <state> has resulted in massive evacuation.

(To be delivered during the Press Release Prep as a redirect)

Module 5: Press Release

Class Time Needed: 20 Minutes

Materials:

- Notebooks and pens

Overview:

- Campaign Managers read a prepared statement to the conference, addressing the four policies while relating them to the constituency.

Procedure:

1. One at a time, the Campaign Managers should take the stage to briefly deliver policy statements.
2. The Campaign Manager has the option of deferring to one Policy Specialist on his/her area of expertise with respect to any changing events.
3. Presentations should be given by state. For instance, the Colorado Progressive Candidate's Campaign Manager will speak directly before the Colorado Conservative Candidate's Campaign Manager.
4. Campaign Manager may use notes during the public speaking event.
5. Questions during the press releases are not allowed.

****Breaking News****

Elderly healthcare programs will be exhausted sooner than previously thought.

(To be delivered at the conclusion of the Press Release component as a redirect)

Module 6: Campaign Commercial

Class Time Needed: 60 Minutes (assumes classroom utilization of the Campaign Advertising Lesson)

Materials:

- Chase the Race Campaign Advertising Lesson
- Access to cameras and computers as needed
- Notebooks and pens

Overview:

- Field Directors introduce the campaign commercial to the class—commercials may take a variety of forms and include one or more advertising strategies.
- Commercials or campaign poster creation can occur as part of class time or assigned as homework

Procedure:

1. The first 5-10 minutes of this event should be reserved to upload media for presentations.
2. One at a time, the Field Directors should take the stage to briefly introduce commercial.
3. Prior to showing the commercial, Field Director has the option of deferring to one Policy Specialist on his/her area of expertise with respect to any changing events.
4. Presentations should be given by state. For instance, the Colorado Progressive Candidate's Field Director will give their presentation directly before the Colorado Conservative Candidate's Field Director.
5. Students may not ask questions during the Campaign Commercial.

Module 7: Platform/Policy Construction

Class Time Needed: 40 Minutes

Materials:

- Policy Research Documents
- State Profile

Overview:

- Campaign teams prepare for the upcoming Press Conference and Candidate Debate.
- Teams submit well-thought questions to the educator to be used in the Press Conference and Candidate Debate.

Procedure:

1. Some team members should focus on the creation of debate questions. Each question should relate to the four platform issues, and should have a regional emphasis. Debate questions should aim to highlight their own team's position and to catch the opposition off guard.
2. An equal number of questions should be drafted for their own team as the opposing team.
3. Educators should review all student questions before adding them to the curriculum.
4. All questions should be written on a separate piece of paper, with the following format: Question author and state/party, the Issue, and to what state/party the question is directed. (i.e. John Doe, Alabama Conservatives to Alabama Progressives on Healthcare:...)
5. The campaign team should prep Press Secretary for any questions regarding the campaign.
6. The Candidate should practice debating against the Policy Specialists.

Example: Submitted question

From: Billy Cannon, Colorado Conservatives

To: Colorado Progressives

Issue: Energy/Environment

In the Press Release, your campaign stated your intention to invest in nuclear power, but Colorado has one of the largest natural gas reserves in the nation. Why do think nuclear energy would be a better investment than natural gas?

Breaking News

Cooks at a restaurant frequented by the conservative candidate in the <state> senate race arrested as undocumented aliens.

(To be delivered during the Platform/Policy Construction component as a redirect)

Module 8: Press Conference

Class Time Needed: 40 Minutes

Materials:

- Approved Student Questions

Overview:

- Press Secretary answers questions about the campaign and any platform aspects that need clarity.

Procedure:

1. Before the Press Conference begins, educators should return the reviewed questions to the individual who wrote them. Educators also explain that Press Secretaries are to call on teammates and opponents with every other question.
2. After introductions, the Press Secretary has the option of deferring to one Policy Specialist on his/her area of expertise with respect to any changing events.
3. The Press Secretary controls the order of questions. When called upon, the audience member (acting as a member of the press), stands to ask their question.
4. When responding, the Press Secretary may use notes during the event.
5. Educators should ensure that the Press Secretaries answer an equal number of questions from their own team and from the opposing team.
6. Presentations should be given by state. For instance, the Colorado Progressive Candidate's Press Secretary will speak directly before the Colorado Conservative Candidate's Press Secretary.
7. Once all four issues have been satisfactorily covered, the Press Secretary closes the Press Conference.

Module 9: Candidate Debate

Class Time Needed: 60 Minutes

Materials:

- Approved Student Questions

Overview:

- Senators will participate in an issue debate.

Procedure:

1. Before the debate begins, and after the questions have been reviewed, they should be passed back out to the individual who wrote them.
2. All Senators will take a spot at the front of the room (set up: Chairs and Table, if possible). Conservatives on one side, Progressives on the other.
3. The educator will introduce all Senators.
4. The educator will then ask the audience members to stand up and ask their question. The question should be directed to one Senator.
5. One hour is given for the debate. Each issue should take up a maximum of 20 minutes. However, not all of that time has to be used.
6. Once all four issues have been covered, the educator will close the debate.

Module 10: Election Day

Class Time Needed: 20 Minutes

Materials:

- Paper for voting

Overview:

- Students will vote for every state campaign but their own state
- The educator will announce the winners and will debrief the simulation.

Procedure:

1. After the winners are announced, the Program Director will debrief the simulation, highlighting the following:
 - a. Skills utilized to be successful in a campaign process
 - b. Knowledge gained on particular issues or political platforms
 - c. Value and importance of civic engagement

STATE PROFILES

PENNSYLVANIA

Capital: Harrisburg

Area: 46,055 sq mi (33rd largest in US)

- Water Area: 1,239 sq mi

Population: 12.6 million (est. 2009; 6th in US)

- African-American: 10.6%
- Asian: 2.2%
- Hispanic or Latino: 4.1%
- Age 65 and Over: 15.2% (3rd largest in US)

Governor: Tom Corbett (R)

Senators: Bob Casey, Jr. (D); Pat Toomey (R)

U.S Representatives: 18

Electoral Votes: 20

Median Household Income: \$49,520 (as of 2009)

Gross State Product: \$482 billion (as of 2010) - 20th largest economy in the world

Poverty Rate: 11.2% (as of 2009)

Number in Civilian Labor Force: 6.3 million (as of 2005)

Public High School Graduation Rate: 78.9% (as of 2006)

**Pennsylvania has the nation's 3rd largest number of colleges and universities in the US.



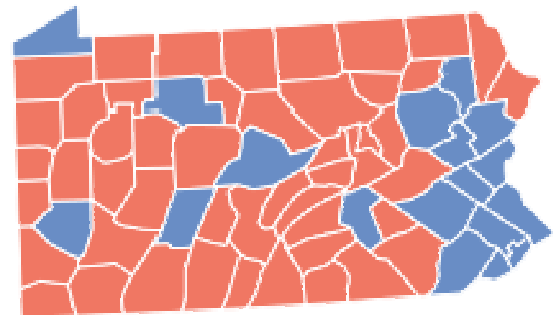
Pennsylvania Electorate Profile

For the last 70 years Pennsylvania has been a swing state in every presidential election. This was certainly true for the 2008 Presidential election. Although Democrats carried Pennsylvania in the past four presidential elections, their winning margins have dropped from about 9 percentage points under Bill Clinton in 1992 and 1996 to 4 percentage points with Al Gore in 2000 and to just 2.5 points under John Kerry. And because of this, few states may have been more critical to the general election. Furthermore, a Democrat has not won the presidency without winning Pennsylvania since 1948.²

With President George W. Bush coming close to winning Pennsylvania in 2004, and Barack Obama losing to Hillary Clinton by nearly 10% in the Primary, many analysts believed that John McCain had a fair chance to win the state's 21 electoral votes. Senator McCain won more counties, but Obama carried Philadelphia and Pittsburgh.

2008 General Election Results

Party	Color	Candidates	Popular Vote	Percentage
Democrat	Blue	Obama/Biden	3,276,363	54.7%
Republican	Red	McCain/Palin	2,651,812	44.4%



2008 Presidential Electoral Results by County

2010 Midterm Election Summary

In 2010, Pennsylvania Republicans took the Governorship, a Senate seat and five seats in the House from the Democratic Party. The Senate race was of particular interest as long-time incumbent Arlen Specter failed to win his primary. Elected to the Senate in 1980 as a Republican, Specter announced in 2009 he was switching to the Democratic Party. Running in 2010 as a Democrat, Joe Sestak defeated Specter in the primary. Republican Pat Toomey then defeated Sestak in the November election.

With an older, deeply-rooted population, Pennsylvania tends to be culturally more conservative than the rest of the country; with its historic blue-collar communities, it tends to be economically more progressive. Pennsylvania has the third largest population of elderly persons over the age of 65 in the country, making up 15% of the electorate. Thirty-seven percent of the Pennsylvania electorate was made up of white working class individuals with no college degree.

Pennsylvania is known for its blue collar workers, specifically those in the manufacturing industry, many of which consist of unions. One of Obama's advantages in Pennsylvania was the unions. Union voters made up just over 15% of the electorate and favored Obama 2:1. As of 2008, the manufacturing industry employed more than 625,000 people and contributed over 15% of the states gross domestic product. Pittsburgh, Pennsylvania's second largest city, was long known as the steel making capital. However, its recent collapse has paved the way for technology based industries. The state is home to 50 Fortune 500 companies (8 in Pittsburgh; 6 in Philadelphia), including U.S Steel, Heinz, Hershey, PPG Industries, Comcast, FedEx Ground, etc.³

Pennsylvania ranks 19th in the US in agricultural production, but 1st in mushrooms, 3rd in Christmas trees and layer chickens, 4th in nursery and sod, milk, corn for silage, grapes grown (including juice grapes), and horses production. It also ranks 8th in the nation in winemaking. As of 2005, Pennsylvania had over 63,000 farms and milk production stood as the state's top agricultural commodity, worth \$1.8 billion a year.

Pennsylvania is rich in fossil fuels. The Appalachian basin, which covers most of the State, holds substantial reserves of coal, as well as minor reserves of crude oil and natural gas. Renewable energy resources are also abundant. The Susquehanna River and several smaller river basins offer considerable hydropower resources, and the Appalachian and Allegheny mountain ranges are areas of high wind power potential, as are areas both onshore and offshore along Pennsylvania's short Lake Erie shoreline.

The first commercial U.S. nuclear power plant came online in 1957 in Shippingport; today, Pennsylvania ranks second in the nation in nuclear power generating capacity. The most significant nuclear accident in US history occurred in Pennsylvania in 1979, when the Three Mile Island plant suffered a partial meltdown. Pennsylvania is a major coal-producing state and sells about one-half of its coal output to other states throughout the East Coast and Midwest. Pennsylvania is the leading petroleum-refining state in the Northeast.⁴

COLORADO

Capitol: Denver

Area: 104,185 sq mi (8th largest in US)

- Water Area: 371 sq mi

Population: 5 million (2009 est., 22nd largest)

- African-American: 4.1%
- Asian: 2.6%
- Hispanic or Latino: 19.5%
- Age 65 and Over: 10%

Governor: John Hickenlooper (D)

Senators: Mark Udall (D), Michael Bennet (D)

U.S Representatives: 7

Electoral Votes: 9

Median Household Income: \$55,430 (as of 2009)

Gross State Product: \$217 billion

Poverty Rate: 11.4% (as of 2009)

Number in Civilian Labor Force: 2.7 million (as of 2008)

Public High School Graduation Rate: 70.4% (as of 2006)



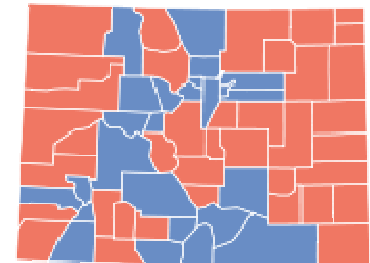
Colorado Electorate Profile

Serving as home to the 2008 Democratic Convention, Colorado certainly swung in the favor of Democrats and President Barack Obama. In the last three presidential elections, Colorado has been taken by the Republicans, but has generally been considered a battleground state, with nine electoral votes up for grabs.

In 2004 Colorado voted for George W. Bush by a margin of less than 5 percent with 51.7% of the vote, which is almost half the 9% margin he won over Democrat Al Gore in 2000. However, in 2008, Senator Barack Obama almost maintained a constant lead over Senator McCain from their nominations to Election Day. Obama's performance with college graduates was a huge factor in his win. Fifty-eight percent of voters in Colorado were college graduates.⁵

2008 General Election Results

Party	Color	Candidates	Popular Vote	Percentage
Democrat	Blue	Obama/Biden	1,288,568	53.7%
Republican	Red	McCain/Palin	1,073,584	44.7%



2008 Presidential Electoral Results

2010 Midterm Election Summary

Incumbent Sen. Michael Bennett (D) narrowly retained his seat, receiving 48% of the vote to his challenger's 47%. Republicans won two House seats away from the Democrats. In the gubernatorial race, Democrat John Hickenlooper won easily with over 50% of the vote, defeating former Republican Congressman Tom Tancredo, who ran on the third-party American Constitution ticket (37% of vote).

Colorado tends to be a relatively young state. According to the 2000 US Census, the median age is 33. However, it also tends to be a popular destination for senior citizens to retire. Colorado has one of the highest Hispanic populations in the country; only five states have a higher percentage. Colorado is also home to numerous conservative mega ministries, consisting of thousands of people. As seen in the 2004 election, the republican candidates receive significant support among these conservative voters. In 2008, 75% of the white Evangelical vote went to Senator McCain. 6

When most think of Colorado they think of the Rocky Mountains. However, much of Colorado is also taken up by the Great Plains. Therefore, much of the land is used for dry land farming or ranching. As of 2007, Colorado had 31,000 farms; the top agricultural commodity being cattle. Other current agricultural products include wheat, dairy products, corn and hay. This “environmental culture” is common for western states, and its role in Colorado increased with the large number of national and state parks and a general eco-friendly way of life.

The Federal Government is a large economic force in the state. Colorado has various federal facilities including the United States Air Force Academy, U.S Geological Survey, the Denver US Mint, the North American Aerospace Defense Command, and many more. Other top industries include those that are high in scientific research and technology, as well as energy production.

According to the Energy Information Administration, Colorado has ten of the nation’s 100 largest natural gas fields and three of the largest oil fields. Colorado is also responsible for more than one-fourth of all coal bed methane produced in the United States. Furthermore, Colorado's high Rocky Mountain ridges offer wind power potential, and geologic activity in the mountain areas provides potential for geothermal power development. About three-fourths of Colorado households use natural gas as their primary energy source for home heating, one of the highest shares in the nation. Colorado uses only about two-fifths of its natural gas production. The remainder is transported to markets in the West and Midwest. Major rivers flowing from the Rocky Mountains offer hydroelectric power resources. Corn grown in the flat eastern part of the State offers potential resources for ethanol production. The Colorado economy is not energy intensive. The transportation and industrial sectors are the leading energy-consuming sectors in the State.⁷

FLORIDA

Capitol: Tallahassee

Area: 65,795 sq mi (22nd largest in US)

- Water Area: 4,208 sq mi

Population: 18.3 million (2007 estimate) – 4th most populated state

- African-American: 15.9% (as of 2007)
- Asian: 2.3% (as of 2007)
- Hispanic or Latino: 20.6% (as of 2007)
- Age 65 and Over: 17.0 % (as of 2007)

Governor: Rick Scott (R)

Senators: Bill Nelson (D), Marco Rubio (R)

U.S Representatives: 27

Electoral Votes: 29

Median Household Income: \$44,736 (as of 2009)

Gross State Product: \$680 billion (as of 2010) – 17th largest in the world

Poverty Rate: 11.1% (as of 2009)

Number in Civilian Labor Force: 9,341,500 (as of July 2008)

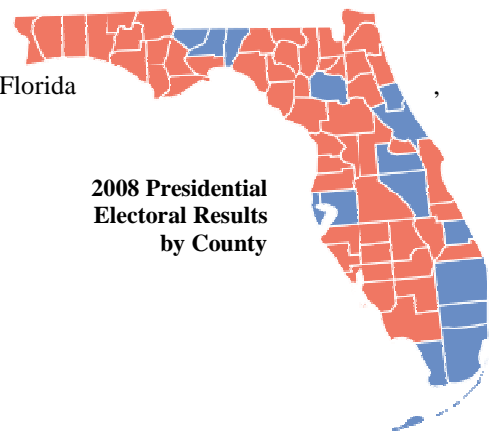
Public High School Graduation Rate: 53.9% (as of 2006) – 2nd lowest in the nation



Florida 2008 Electorate Profile

Florida is well known for its Presidential elections, specifically the 2000 election when George W. Bush won the state with less than half of a percentage point lead. This alone caused the outcome of the election to be unknown for more than a month after the general election. Mathematically, Florida's 25 electoral votes became the key to an election win, and although both New Mexico and Oregon were declared in favor of Al Gore over the next few days, Florida's statewide vote took center stage even as voting continued in western states. The debacle led to calls for electoral reform in Florida as there were significant errors with the ballots. The Federal Official vote for the state of Florida shows George Bush winning by just 537 votes.⁸

In 2008, opinion polling showed Sen. John McCain leading most polls over Barack Obama, some of which were even in double-digits. However, come September/October, Obama assumed the lead in the majority of the polls taken in Florida eventually winning the state's 27 electoral votes by a margin of about 2.82%.



2008 General Election Results

Party	Color	Candidates	Popular Vote	Percentage
Democrat	Blue	Obama/Biden	4,282,074	51.0%
Republican	Red	McCain/Palin	4,045,624	48.2%

2010 Midterm Election Summary

Republicans won four seats in the House away from Democrats, but all eyes centered on the Senate race. With former Republican Gov. Charlie Crist running as an independent, Marco Rubio (R) easily won a three-way race that also included Democrat Kendrick Meek.

Politically, Florida can be divided into three parts. The northern third of the state votes Republican, with the exception of university towns Tallahassee and Gainesville. South Florida, with a large Hispanic population, votes Democratic. State-wide elections are won in the central third that includes Orlando and the Tampa Bay metro area.

Voting early/absentee tends to be popular with older voters, who tend to have high voter turnout numbers. In 2008, more than half of the votes in Florida were cast early or via absentee ballots. The baby boom generation can be credited for giving Obama an edge in Florida. Not only did Obama swing the 45- to 65-year-old age group by 20 points from John Kerry in 2004.⁹

There were numerous other groups that supported Obama at a significantly high level. They included 95% of African Americans, 91% of progressives, and 64% of voters under the age of 30. The large Hispanic population in Florida was also to Obama's advantage. Florida's Hispanic population includes large communities of Cuban Americans in Miami and Tampa, Puerto Ricans in Tampa and Orlando, and Central American migrant workers in inland West-Central and South Florida. The Hispanic community continues to grow more affluent and mobile. In 2008, Hispanics made up 12% of the registered voters statewide; 55% in the densely population southern region.¹⁰

Just as in most places in the country, the economy played a major role in the 2008 presidential election. With home foreclosure and unemployment rates exceeding the national average, Florida voters entered the polls with strong concerns about the nation's economy. Florida remains at the top of the list for the highest delinquency and foreclosure rates, with a 9.52% rate in the fourth quarter of 2008. For Florida, the economic recession was a one-two punch as home building and tourism, two essential industries to Florida's economy, broke down.

Florida's per capita residential electricity demand is among the highest in the country, due in part to high air-conditioning use during the hot summer months and the widespread use of electricity for home heating during the winter months. Geologists believe there may be large oil and gas deposits in the Federal Outer Continental Shelf off of Florida's western coast. Florida is a leading producer of oranges and a planned facility that would make 4 million gallons of ethanol from citrus waste would become the world's first producer of ethanol from that feedstock.

More petroleum-fired electricity is generated in Florida than in any other State. Hurricanes and severe storms from the Atlantic Ocean put Florida at risk for massive power outages during the storm season.¹¹

Tourism gives Florida the largest sector of its economy. Warm weather and hundreds of miles of beaches attract about 60 million visitors to the state every year. Orlando is home to the Walt Disney World Resort, the largest vacation resort in the world. Walt Disney alone brings millions of visitors each year. The great weather and beaches also contribute to the large number of baby boomers in the area. Florida is generally known as one of the most popular retirement areas in the country.

The second largest industry is agriculture. Citrus fruit, especially oranges, are a huge part of Florida's economy. In 2006, Florida produced 67% of the country's citrus fruit (74% of the oranges, 54% of the grapefruit, and 58% of the tangerines). The Everglades Agricultural Area is a major center for agriculture. The environmental impact of agriculture, especially water pollution, is a major issue in Florida today.¹²

IOWA

Capitol: Des Moines

Area: 56,272 sq mi

- Water Area: 401 sq mi

Population: 3 million (2008 estimate)

- African-American: 2.6% (as of 2007)
- Asian: 1.6% (as of 2007)
- Hispanic or Latino: 4.0% (as of 2007)
- Age 65 and Over: 14.7% (as of 2007)

Governor: Terry Branstad (R)

Senators: Chuck Grassley (R), Tom Harkin (D)

U.S Representatives: 4

Electoral Votes: 6

Median Household Income: \$48,044 (as of 2009)

Gross State Product: \$120 billion (as of 2010)

Poverty Rate: 11.3% (as of 2009)

Number in Civilian Labor Force: 1.7 million (as of 2008)

High School Graduation Rate: 85.4% (as of 2006) – 2nd highest in the nation

*In 2010, at least 30% of high students in 31 states took the ACT standardized test. Of these 31 states, Iowa boasts the second highest average score (to Minnesota).¹³



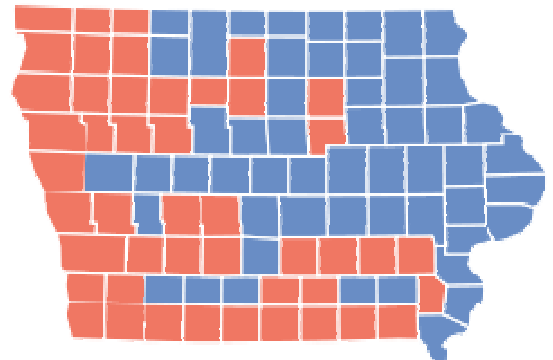
Iowa 2008 Electorate Profile

Iowa remains crucial to the political scene as it is the first major electoral event of the presidential election process – the Iowa Primary Caucus.

Therefore, it also often remains a battleground state in the general election.

In 2004, President Bush beat John Kerry by less than 1%, after Iowa had sided with the Democratic candidate in each of the previous four elections.

However before 1988, Iowa, like much of the Midwest, was a Republican state. Even still, Iowa continues to have a deep social conservative base.¹⁴ In 2008, Mike Huckabee won the Republican Primary, while McCain finished fourth. Obama won the Democratic Caucus with 37%, to 29% for both John Edwards and Hillary Rodham Clinton.



2008 Presidential Electoral Results by County

While getting much attention in the primary season, the campaigns seemed to pay little attention to Iowa during the general election. Turnout came in at about 70% of the eligible population; the number of votes dropped in 55 counties, while rising in 44.

2008 General Election Results

Party	Color	Candidates	Popular Vote	Percentage
Democrat	Blue	Obama/Biden	828,940	53.7%
Republican	Red	McCain/Palin	682,379	44.2%

2010 Midterm Election Summary

All of the incumbent congressmen up for re-election retained their seats, including Senior Sen. Chuck Grassley (R).

Incumbent Gov. Chet Culver (D) lost to former four-term governor Terry Branstad (R) in a convincing 53%-43% vote.

While Iowa is often viewed as a farming state, in reality agriculture is a small portion of a diversified economy, with manufacturing, biotechnology, finance and insurance services, and government services contributing substantially to Iowa's economy.¹⁵ This economic diversity has helped Iowa weather the late 2000s recession better than most states, with unemployment substantially lower than the rest of the nation.¹⁶

One policy issue that played an importance in Iowa over the past decade has been ethanol; a key part of Iowa's economy revolves around farming and agriculture. While campaigning in 2008, Obama made an effort to recruit farmers, whereas McCain opposed ethanol subsidies. McCain's view was not necessarily popular with Iowans as about 67% of them support federal subsidies for ethanol production. The production capacity of ethanol in January of 2009 was about 2.76 billion gallons a year, making Iowa the largest producer of ethanol in the country.¹⁷

Other demographics that gave significant support to Obama were 63% of moderates, 61% of voters under the age of 30, 61% of those earning less than \$50,000 and 56% of those registered Independents. Interestingly enough, the only religious group voting the majority for John McCain were the White Evangelical Protestants at 66%. Catholics and White not Evangelical Protestants voted for Obama at 57% and 59% respectively.¹⁸ Iowa

Iowa's main agricultural outputs are hogs, corn, soybeans, oats, cattle, eggs, and dairy products. Iowa is the nation's largest producer of ethanol and corn and some years is the largest grower of soybeans as well. In 2008, the 92,600 farms in Iowa produced 19% of the nation's corn, 17% of the soybeans, 30% of the hogs, and 14% of the eggs.¹⁹

Heavy use of liquefied petroleum gases (LPG) for agriculture and residential heating contribute to Iowa's disproportionately high consumption of LPG. Iowa is a leading State in electricity generation from wind turbines.²⁰

One demographic problem for Iowa is the brain drain, in which educated young adults leave the state in search of better prospects in higher education or employment. During the 1990s, Iowa had the second highest exodus rate for single, educated young adults, second only to North Dakota.²¹ Significant loss of educated young people contributes to economic stagnation and the loss of services for remaining citizens.

NEW MEXICO

Capitol: Santa Fe

Area: 121,665 sq mi (Ranked 5th in the US)

- Water Area: 250 sq mi

Population: 2 million (2008 estimate)

- African-American: 2.8% (as of 2007)
- Asian: 1.4% (as of 2007)
- Hispanic or Latino: 44.4% (as of 2007)
- Age 65 and Over: 12.7% (as of 2007)

Governor: Susana Martinez (R)

Senators: Jeff Bingaman (D), Tom Udall (D)

U.S Representatives: 3

Electoral Votes: 5

Median Household Income: \$43,028 (as of 2009)

Gross State Product: \$67 billion (as of 2010)

Poverty Rate: 17.9% (as of 2009) – 3rd highest in the nation

Number in Civilian Labor Force: 954,720 (as of 2008)

Public High School Graduation Rate: 61.8% (as of 2006)



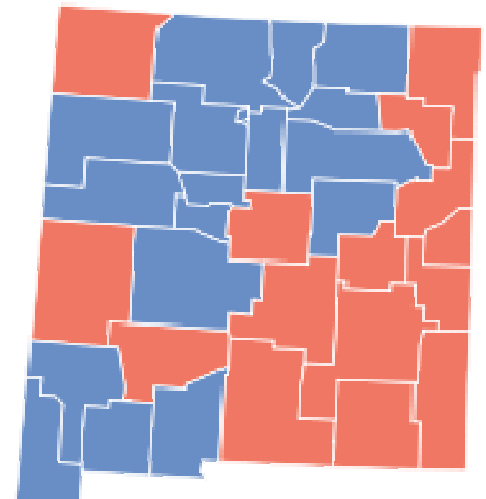
New Mexico 2008 Electorate Profile

New Mexico has traditionally been considered a swing state. However, if one were to look back at the last four presidential elections they would find it to be highly democratic. Three of the four past elections have gone democratic and the only republican win was by less than 1%.

Like many other western states, New Mexico had a large amount of voters vote by early or absentee voting. Overall, turnout was up 1% from 2004 to 59.6%; yet, this is in relation to the population at the time. New Mexico, similar to much of the southwest, is rapidly expanding in population. The actual number of votes in 2008 was up almost 10% from 2004.²²

2008 General Election Results

Party	Color	Candidates	Popular Vote	Percentage
Democrat	Blue	Obama/ Biden	472,422	56.9%
Republican	Red	McCain/Palin	346,832	41.8%



2008 Presidential Electoral Results by County

2010 Midterm Election Summary

Republicans took one US House seat from the Democrats. Having served two terms, Gov. Bill Richardson (D) was unable to run. (New Mexico limits a governor to two consecutive terms, but a former governor is eligible for re-election after four years.) As a result, the gubernatorial race pitted two women against each other.

With a population density of 16 per square mile, New Mexico is the sixth-most sparsely inhabited U.S. state. It also has the third-highest percentage of Native Americans, after Alaska and Oklahoma, and the fifth-highest total number of Native Americans after California, Oklahoma, Arizona, and Texas. As of 2008, the state had the nation's highest poverty rate. New Mexico has just one city with a population of over 100,000—Albuquerque has over a half million people.

Oil and gas production, tourism, and federal government spending are important drivers of New Mexico's economy. In 2005 the federal government spent \$2.03 on New Mexico for every dollar of tax revenue collected from the state. This rate of return is higher than any other state in the Union.²³ State government has an elaborate system of tax credits and technical assistance to promote job growth and business investment, especially in new technologies. New Mexico provides a number of economic incentives to businesses operating in the state, including various types of tax credits and tax exemptions. Most of the incentives are based on job creation.²⁴ Cattle and dairy products top the list of major animal products of New Mexico. Cattle, sheep, and other livestock graze most of the arable land of the state throughout the year.

New Mexico is a leading U.S. producer of crude oil and natural gas. New Mexico natural gas production accounts for close to one-tenth of the U.S. total. The San Juan Basin located in New Mexico and Colorado contains the Nation's largest field of proved natural gas reserves. New Mexico rivals Colorado and Wyoming as the Nation's top coalbed methane producer, and approximately one-third of all natural gas produced in New Mexico is coalbed methane. The Blanco Hub, located in the San Juan Basin, is a major transportation point for Rocky Mountain natural gas supplies heading to West Coast markets. New Mexico's Permian Basin holds three of the 100 largest oil fields in the United States.²⁵

One of the biggest advantages for Obama in 2008 in New Mexico was the Hispanic population. Hispanics made up 41% of the electorate, the largest of any state in the country. Sixty-nine percent voted for Obama, while 30% voted for McCain. This is one of the many areas where Obama did much better than Kerry in 2004. One of the most dramatic changes can be found with the Protestant Hispanics. In 2004, about 75% of them voted for Bush over Kerry. Yet in 2008, they voted 49% for Obama and 51% for McCain, a 43% increase for the left.²⁶

The largest income group to support Obama was those making less than \$50,000 with 65% of the vote. Forty-four percent of the voters in New Mexico fall into this income group, with 14% of them falling below the poverty line; more than the national average.²⁷ In 2007 the per capita personal income was \$31,474 – 43rd in the nation.

An important policy issue to New Mexico is immigration. Due to the high levels of immigration that New Mexico and its neighboring states see, 70% of voters said that illegal immigrants should be given a chance to apply for legal status. Among those supporting legal status, 63% voted for Obama and 36% for McCain. Interesting enough, of those Republicans that were for an immigration reform liked by many Hispanics, John McCain was the biggest proponent.

MASSACHUSETTS

Capitol: Boston

Area: 8,257 sq mi

Population: 6.5 million (as of 2008)

- African-American: 7.0%
- Asian: 4.9%
- Hispanic or Latino: 8.6%
- Age 65 and Over: 13.4%

Governor: Deval Patrick (D)

Senators: John Kerry (D), Scott Brown (R)

U.S Representatives: 9

Electoral Votes: 11

Median Household Income: \$64,081 (as of 2009)

Gross State Product: \$323 billion (as of 2010)

Poverty Rate: 10.1% (as of 2009)

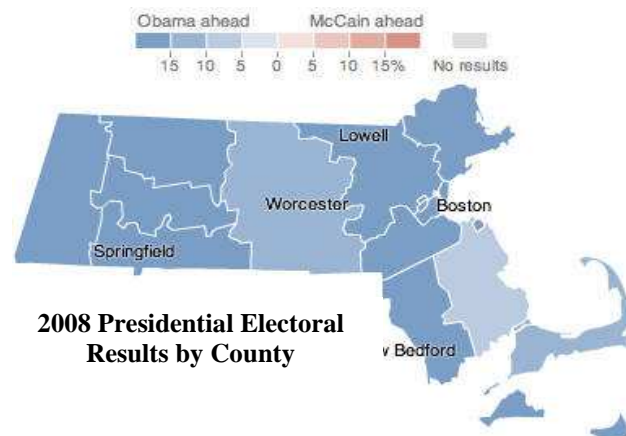
Number in Civilian Workforce: 3.4 million

Public High School Graduation Rate: 74.7% (as of 2006)



Massachusetts 2008 Electorate Profile

Massachusetts is identified as a blue state. 32% of registered voters in Massachusetts identify as democrats, and only 17% identify as republican. Massachusetts has voted democrat in almost all elections since 1928. The only two republican candidates to obtain the majority vote from Massachusetts voters have been Dwight D. Eisenhower and Ronald Reagan. Massachusetts certainly voted democrat in the 2008 Presidential election, with 62% of the population voting for President Obama and only 36% voting for Senator McCain.



2008 General Election Results

Party	Color	Candidates	Popular Vote	Percentage
Democrat	Blue	Obama/Biden	1,904,097	62%
Republican	Red	McCain/Palin	1,108,854	36%

2010 Midterm Election Summary

The most intriguing 2010 race in Massachusetts came in the January special election for the senate seat vacated by the death of Ted Kennedy. Republican Scott Brown raised millions of dollars in the last few weeks before the election and defeated Martha Coakley (D). The election was viewed by conservatives outside of Massachusetts as a referendum against President Obama. In the November elections, the Democratic stronghold retained all ten seats in the House. Incumbent Deval Patrick (D) defeated his Republican challenger 49%-42%.

As of 2000, Massachusetts was estimated to be the third most densely populated U.S. state, with 809.8 per square mile, behind New Jersey and Rhode Island.²⁸ Most of its population of 6.6 million lives in the Boston metropolitan area. The per capita personal income in 2008 was \$50,735, making it the third highest state in the nation.²⁹ During the twentieth century, the state's economy shifted from manufacturing to services. Today, the state is a leader in higher education, health care technology, high technology, and financial services. Thirteen Fortune 500 companies are located in the commonwealth, including Liberty Mutual Insurance and Staples.³⁰ Sectors vital to the Massachusetts economy include higher education, biotechnology, finance, health care, and tourism. In 2004, Massachusetts became the first U.S. state to legally recognize same-sex marriage.

A 2000 McGill University study showed that Boston has the highest college student per capita in the United States, with 4.37 students per 100 inhabitants. Also, Boston topped all university towns in terms of the importance of universities to the day-to-day functioning of a city.³¹ Massachusetts prides itself on world-class institutions of higher learning. In 2010, *US News and World Report* included ten universities in its Top 100 list, including Harvard (#1), MIT (7), Tufts (28), Boston College (31), Brandeis (34) and Boston University (56). Massachusetts is also home to four of *US News's* top 15 liberal arts colleges: Williams (1), Amherst (2), Wellesley (4) and Smith (14).³²

With the start-up of a second offshore liquefied natural gas (LNG) import facility in March 2010, Massachusetts now has three LNG import terminals that serve markets in the Northeast. The third terminal is an onshore facility located in Everett. Massachusetts is one of the few States that require the statewide use of reformulated motor gasoline blended with ethanol. Massachusetts is a leading source of electricity generated from landfill gas and municipal solid waste. Massachusetts is the only New England State that relies significantly on coal-fired power plants, with coal accounting for one-fourth of electricity generation. A proposed 420-megawatt wind power project in Nantucket Sound could become the Nation's first offshore wind farm. Massachusetts received \$25 million in 2009 from the U.S. Department of Energy for the development of the Nation's first large commercial-scale Wind Technology Testing Center, which will be able to test blades longer than 50 meters.³³

Massachusetts generally ranks highly among states in most health and disease prevention categories. In 2009, the United Health Foundation ranked the state as third healthiest overall. However, the study also pointed to several areas in which Massachusetts ranked below average, such as the state's rate of binge drinking, which was the 11th highest in the country.³⁴ Massachusetts has the most doctors per 100,000 residents,³⁵ the second lowest infant mortality rate,³⁶ and the lowest percentage of uninsured residents (for both children as well as the total population). According to *Businessweek*, commonwealth residents have an average life expectancy of 78.4 years, the fifth longest in the country.³⁷ 37.2% of the population is overweight and 21.7% is obese, and Massachusetts ranks sixth highest in the percentage of residents who are considered neither obese nor overweight (41.1%).³⁸

NEVADA

Capitol: Carson City

Area: 110,567 sq mi

- Water Area: 761 sq mi

Population: 2,600,167 (2008 estimate)

- African-American: 8.1% (as of 2007)
- Asian: 6.2% (as of 2007)
- Hispanic or Latino: 25.7% (as of 2007)
- Age 65 and Over: 11.4% (as of 2007)

Governor: Jim Gibbons (R)

Senators: Harry Reid (D), John Ensign (R)

U.S Representatives: 4

Electoral Votes: 6

Median Household Income: \$53,341 (2009)

Gross State Product: \$114 billion (as of 2010)

Poverty Rate: 10.6% (as of 2009)

Number in Civilian Labor Force: 1 million

Public High School Graduation Rate: 50.5% (as of 2006) – lowest in the nation

Nevada 2008 Electorate Profile

Even though Nevada has voted for a Republican in eight out of ten of the last elections, it still receives battleground status because of recent population growth.

In 2008, the percent of Hispanics from Nevada who voted for Obama was huge - 78%. Because Hispanics make up 15% of the population, this was a big win for Obama. It's also important to note that 19% fewer Hispanics voted for McCain than for former President Bush.

2008 General Election Results

Party	Color	Candidates	Popular Vote	Percentage
Democrat	Blue	Obama/Biden	533,736	55.1%
Republican	Red	McCain/Palin	412,827	42.7%

2010 Midterm Election Summary

Incumbent Democrat and Senate Majority Leader Harry Reid retained his seat, receiving 50% of the vote compared to 45% for his Republican challenger. Democrats lost one seat in the House. Despite speculation that incumbent Governor Jim Gibbons (R) would not run for a second term due to his low popularity and scandals, Gibbons sought re-election but lost in the Republican primary. As expected, Brian Sandoval (R) defeated Harry Reid's son, Rory, in a landslide victory to become the state's first Hispanic Governor.



The New York Times

September 23, 2008

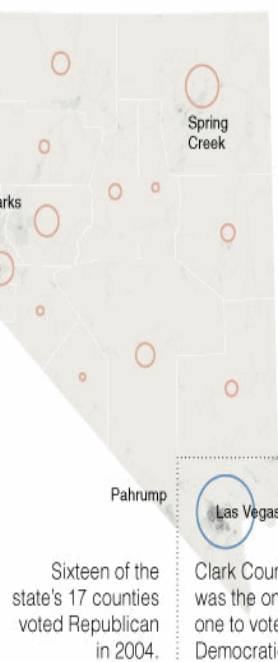
How Nevada Voted in Presidential Races ...

Though Washoe County, home to Reno and Sparks, has voted Republican in the past, migration of Californians and other factors have changed its landscape, making it a swing county this election.

2004 popular vote margin

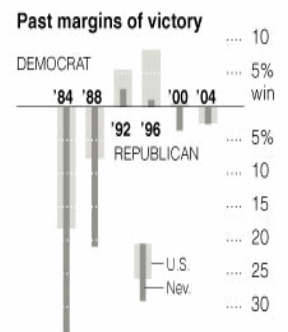
Circles represent size of margin.

Population
◀ Sparse Dense ▶



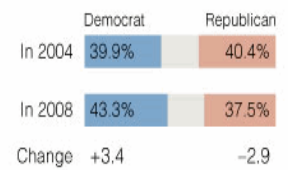
Sixteen of the state's 17 counties voted Republican in 2004.

Clark County was the only one to vote Democratic.



Registered voters

In 2004, more registered voters were Republican, but the trend has since been reversed.



Nevada is consistently in the news for being the state with the highest foreclosure rate in the nation. This, paired with high job loss rates, makes the economy a top issue among Nevada residents. 59% of voters who claimed to be worried about the direction of the nation's economy voted for President Obama. Obama's platform of change in economic policy appealed to these voters. As of August 2010, the state's unemployment rate is the worst in the nation at 14.4%.³⁹

Nevada is the most arid state in the Union. Approximately 86% of the state's land is owned by the US federal government under various jurisdictions, both civilian and military.⁴⁰ As of 2008, there were about 2.6 million residents, with over 85% of the population residing in the metropolitan areas of Las Vegas and Reno.⁴¹ The state is well known for its easy marriage and divorce proceedings, entertainment, legalized gaming and, in eight out of its 16 counties, legalized active brothels.

Nevada is made up of mostly desert and semiarid climate regions, daytime summer temperatures sometimes may rise as high as 125 °F and nighttime winter temperatures may reach as low as -50 °F. The winter season in the southern part of the state, however, tends to be of short duration and mild. Most parts of Nevada receive scarce precipitation. The average annual rainfall per year is about 7 inches; the wettest parts get around 40 inches.

Nevada has large geothermal resources and is second only to California in the generation of electricity from geothermal energy. Though total State petroleum consumption is low, Nevada's jet fuel consumption is disproportionately high due in large part to demand from airports in Las Vegas and Reno and from two air bases. The State's largest power generating plant, the Mohave Generating Station, which was fueled primarily with coal, was shut down at the end of 2005 for failing to install agreed-upon pollution-control equipment. Nevada has become a substantial producer of solar energy.⁴²

By value, gold is by far the most important mineral mined. In 2004, 6,800,000 ounces (193,000,000 g) of gold worth \$2.84 billion were mined in Nevada, and the state accounted for 8.7% of world gold production. Silver is a distant second, with 10,300,000 ounces (290,000,000 g) worth \$69 million mined in 2004.⁴³

Resort areas such as Las Vegas, Reno, Lake Tahoe, and Laughlin attract visitors from around the nation and world. Nevada has by far the most hotel rooms per capita in the United States. According to the American Hotel and Lodging Association, there were 187,301 rooms in 584 hotels (of 15 or more rooms). The state is ranked just below California, Texas, Florida, and New York in total number of rooms, but those states have much larger populations. Nevada has one hotel room for every 14 residents, far below the national average of one hotel room per 67 residents.⁴⁴

CALIFORNIA

Capitol: Sacramento

Area: 163,696 sq mi (3rd largest)

Population: 36.8 million (2008 estimate)

- African-American: 6.7% (as of 2007)
- Asian: 12.5% (as of 2007)
- Hispanic or Latino: 36.6% (as of 2007)
- Age 65 and Over: 11.2% (as of 2007)

Governor: Jerry Brown (D)

Senators: Dianne Feinstein (D), Barbara Boxer (D)

U.S Representatives: 53

Electoral Votes: 55

Median Household Income: \$58,931 (as of 2009)

Gross State Product: \$1.69 trillion (as of 2010) – 8th largest in the world

Poverty Rate: 13.2% (as of 2009)

Number in Civilian Labor Force: 15.8 million

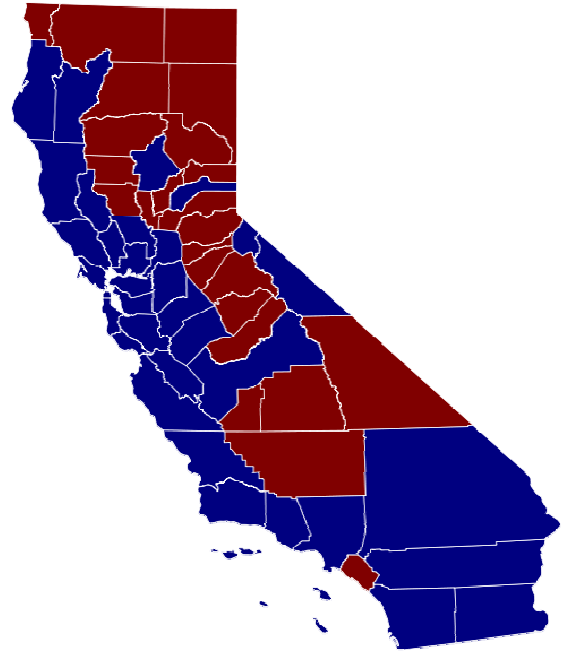
Public High School Graduation Rate: 65.8% (as of 2006)



California 2008 Electorate Profile

Once a red state, California has voted reliably democrat since 1992. In the 2008 election, the state voted in favor of Obama by a 24% margin. The Obama campaign appealed to young people across the country, but his connection with youth was particularly strong in California. A staggering 75% of voters under 30 years old voted in favor of President Obama. While Obama appealed to the younger population, McCain appealed to seniors. McCain received even more votes from seniors than Bush had in 2004.

Because California is so large and so densely populated, the citizens of California play a major role in deciding who will be elected President. The 55 California electoral votes represent 20% of the votes a candidate needs to be elected. California provided more than one-third of Obama's national vote margin of 9 million votes. This gave him an edge of almost 3.2 million.



2008 Presidential Electoral Results by County

2008 General Election Results

Party	Color	Candidates	Popular Vote	Percentage
Democrat	Blue	Obama/Biden	8,274,473	61.0%
Republican	Red	McCain/ Palin	5,011,781	37.0%

2010 Midterm Election Summary

Having served two terms, incumbent Gov. Arnold Schwarzenegger (R) was ineligible to run and Democrat Jerry Brown, who served as governor from 1975-83, took the gubernatorial race. Democrats lost just one seat in the U.S. House of Representatives.

If California were a country, it would rank among the ten largest economies in the world, with a GDP similar to that of Italy. It would be the 35th most populous country. The state is home to one-fifth (13) of the nation's 65 largest cities, including four of the top 12 (Los Angeles, San Diego, San Jose, San Francisco). Also, Los Angeles County has held the title of most populous U.S. county for decades, and it alone is more populous than 42 U.S. states.⁴⁵ In 2010, illegal immigrants constituted an estimated 7.3 percent of the population, the third highest percentage of any state in the country.⁴⁶

California's economy is the largest of any state in the US, and is the eighth largest economy in the world. As of 2008, the gross state product (GSP) is about \$1.7 trillion, which is 13% of the United States gross domestic product (GDP). As of 2010 California along with Texas leads all other states in the number of Fortune 500 headquarters at 57 companies each.⁴⁷ California has historically derived significant revenue from international trade and tourism. However, the state's share of America's merchandise export trade has been steadily shrinking since 2000, from 15.4% to 11.1% in 2008.⁴⁸

Agriculture (including fruit, vegetables, dairy, and wine production) is a major California industry. In fact, California is the world's fifth largest supplier of food and agriculture commodities.⁴⁹ California accounts for nearly 90 percent of entire American wine production. The production in California alone is one third larger than that of Australia. If California were a separate country, it would be the world's fourth-largest wine producer.⁵⁰

The research university system in the state is the University of California (UC), a public university system. There are ten general UC campuses, including highly reputable UCLA and Cal-Berkeley. California is also home to such notable private universities as Stanford University, the University of Southern California, the California Institute of Technology, and the Claremont Colleges.

The Golden State ranks third in the nation in refining capacity and its refineries are among the most sophisticated in the world. California's per capita energy consumption is low, in part due to mild weather that reduces energy demand for heating and cooling. California leads the nation in electricity generation from nonhydroelectric renewable energy sources, including geothermal power, wind power, fuel wood, landfill gas, and solar power. California is also a leading generator of hydroelectric power, and the state imports more electricity from other states than any other state. In 2000 and 2001, California suffered an energy crisis characterized by electricity price instability and four major blackouts affecting millions of customers. Two solar power plants are proposed for central California, covering 12.5 square miles and generating as much as 800 megawatts of power.⁵¹

MINNESOTA

Capitol: St. Paul

- Area: 86,943 sq mi (12th largest)

Population: 5,266,214 (2009 estimate)

- African-American: 4.6% (as of 2008)
- Asian: 3.5% (as of 2008)
- Hispanic or Latino: 4.1% (as of 2008)
- Age 65 and Over: 12.5% (as of 2008)

Governor: Mark Dayton (D)

Senators: Amy Klobuchar (D), Al Franken (D)

U.S Representatives: 8

Electoral Votes: 10

Median Household Income: \$55,616 (as of 2009)

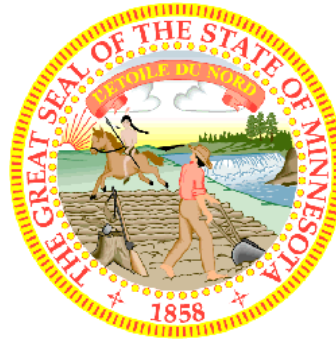
Gross State Product: \$238 billion

Poverty Rate: 8.1% (as of 2009) – 4th lowest in the nation

Number in Civilian Labor Force: 1.2 million

Public High School Graduation Rate: 85.1% (as of 2006) – 3rd highest in the nation

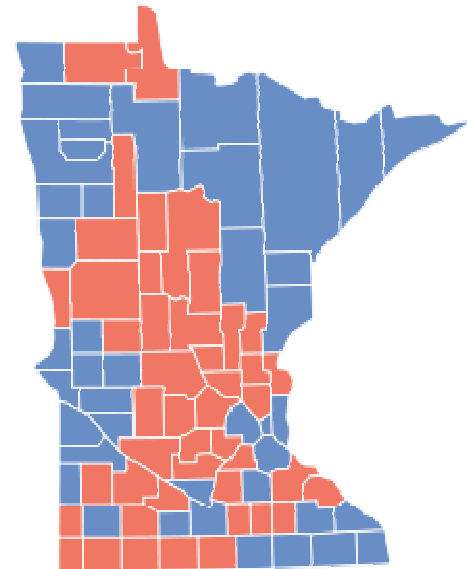
*Of the 31 states where at least 30% of students take the ACT entrance exam, Minnesota recorded the best statewide average.



Minnesota 2008 Electorate Profile

Republicans held their National Convention in Saint Paul, Minnesota, hoping to secure the state's votes for their party. This plan was unsuccessful, however, and the majority of votes were in favor of President Obama, who won by an 11% margin. Even the Convention couldn't change voters minds; 18 of the counties that had voted for Bush in 2004 voted for Obama in 2008.

Minnesota typically sees a high voter turnout because they allow people to register to vote up to and on Election Day. 2008 was no exception; voter turnout was 77.9%. Minnesota has voted for a democrat for President since the 1920's all but once, and the North Star state gave local Walter Mondale his only electoral votes in the 1984 Reagan landslide victory.



2008 Presidential Electoral Results by County

2008 General Election Results

Party	Color	Candidates	Popular Vote	Percentage
Democrat	Blue	Obama/Biden	1,573,354	54.1%
Republican	Red	McCain/ Palin	1,275,409	43.8%

2010 Midterm Election Summary

Minnesota Democrats lost one seat in the US House to Republicans. The Minnesota gubernatorial race became more interesting in 2009, when incumbent Tim Pawlenty (R) announced that he would not seek a third term. When the polls closed on Election Day, Mark Dayton (D) and his Republican opponent both tallied over 900,000 votes, but Dayton lead by fewer than 9,000, prompting an automatic recount.

Nearly sixty percent of Minnesota's residents live in the Minneapolis-Saint Paul metropolitan area known as the "Twin Cities", the center of transportation, business and industry, education and home to an internationally known arts community. The remainder of the state consists of western prairies now given over to intensive agriculture; deciduous forests in the southeast, now cleared, farmed and settled; and the less populated North Woods, used for mining, forestry, and recreation.

The state is known for its moderate to progressive politics and social policies, civic involvement, and high voter turnout. Minnesota ranks among the healthiest states, and has a highly literate population. The Minneapolis-Saint Paul metropolitan area is considered to be the arts capital of the Upper Midwest. In the United States, the number of theater seats per capita in Minneapolis-Saint Paul ranks behind only New York City.⁵²

Minnesota is home to 19 Fortune 500 companies, including 3M, Target, Best Buy, General Mills, Hormel Foods and US Bancorp.⁵³ Agriculture is still a major part of the economy even though only a small percentage of the population, less than 1% are employed in the farming industry.⁵⁴ Minnesota is the U.S.'s largest producer of sugar beets, sweet corn, and green peas for processing and farm-raised turkeys.⁵⁵ Forestry, another early industry, remains strong with logging, pulpwood processing, forest products manufacturing, and paper production.

The state's nickname, *The Land of 10,000 Lakes*, is no exaggeration; there are 11,842 lakes over 10 acres (.04 km²) in size. The Minnesota portion of Lake Superior is the largest at 962,700 acres (3,896 km²) and deepest (at 1,290 ft (390 m)) body of water in the state. Minnesota has 6,564 natural rivers and streams that cumulatively flow for 69,000 miles (111,000 km).⁵⁶ Today Minnesota has 72 state parks and recreation areas, 58 state forests covering about four million acres (16,000 km²), and numerous state wildlife preserves, all managed by the Minnesota Department of Natural Resources.

The North Star state is a leading producer of ethanol and has over a dozen ethanol production plants primarily in the southern half of the state. Minnesota is one of the few states that require the statewide use of oxygenated motor gasoline blended with 10 percent ethanol. Minnesota is a major producer of wind power. Over two-thirds of Minnesota households use natural gas as their primary heating fuel during the state's long, cold winters. Two nuclear power plants near the Twin Cities generate nearly one-fourth of the electricity produced in the state.⁵⁷

VIRGINIA

Capitol: Richmond

Area: 42,774 sq mi

Population: 7.7 million (2008 estimate)

- African-American: 19.9% (as of 2008)
- Asian: 4.9% (as of 2008)
- Hispanic or Latino: 6.8% (as of 2008)
- Age 65 and Over: 12.1% (as of 2008)

Governor: Bob McDonnell (R)

Senators: Jim Webb (D), Mark Warner (D)

U.S Representatives: 11

Electoral Votes: 13

Median Household Income: \$59,330 (as of 2009)

Gross State Product: \$356 billion (as of 2010)

Poverty Rate: 9.2% (as of 2009)

Number in Civilian Labor Force: 4.1 million

Public High School Graduation Rate: 68.3% (as of 2006)

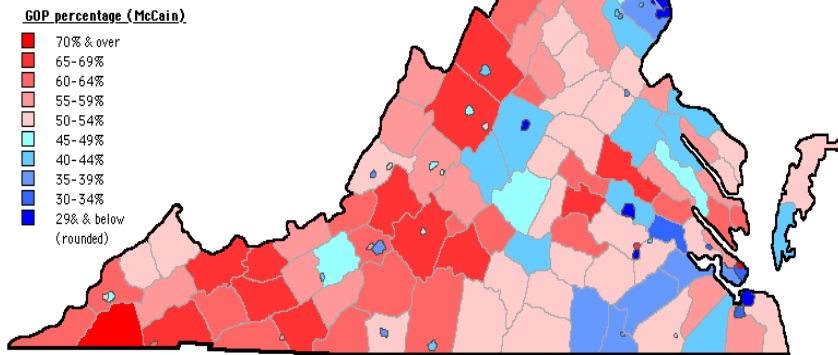


Virginia 2008 Electorate Profile

In order to win the solidly republican state of Virginia, President Obama needed to win large majorities in northern Virginia with close ties to Washington, and to dent the traditional GOP dominance in Norfolk-Hampton Roads area.⁵⁸ Efforts in Northern Virginia were a success, and Obama won 22,000 more votes in the region than Kerry had in the previous election.

Results came down to Obama's massive campaign efforts. Obama opened more offices around the state than any democratic candidate in the past decade.⁵⁹ Contact with voters can be very important. It gives the party a chance to answer questions, clarify points of conflict, and sway voters with persuasive language. 6 in 10 voters who spoke with someone from the Democratic Party voted for Obama, and 6 in 10 voters who spoke with someone from the opposite party voted for McCain.

2008 Presidential Election results in Virginia



DATA SOURCE:
Virginia State Board of Elections
Map by Andrew G. Clem

2008 Presidential Electoral Results by County

2008 General Election Results

Party	Color	Candidates	Popular Vote	Percentage
Democrat	Blue	Obama/ Biden	1,959,532	52.6%
Republican	Red	McCain/Palin	1,725,005	46.3%

2010 Midterm Election Summary

Three incumbent Democrats lost to Republican challengers for US House seats. A fourth incumbent Democrat narrowly prevailed in the 11th Congressional District, needing a recount before the results were official.

As of 2000, Virginia had 15 of the 100 wealthiest counties and independent cities in the country, based upon median income. In addition, Virginia tied with Colorado as having the most counties (10) in the top 100 based on per capita income. Loudoun and Fairfax counties in Northern Virginia have the highest and second highest median household income, respectively, of all counties in the United States as of 2006.

In 2006 and 2007, *Forbes Magazine* voted Virginia as having the “best climate for business” in the United States citing economic growth, business costs/incentives and quality of life.⁶⁰ There are seven Fortune 500 companies headquartered in Northern Virginia, and nine in the Richmond area. Only five metro areas in the country have more Fortune 500 companies than the Richmond area. Virginia has seventeen total Fortune 500 companies, ranking the state tenth nationwide.⁶¹

Well-known government agencies headquartered in Northern Virginia include the CIA and the Dept. of Defense. Many of Northern Virginia's well-educated population work directly for Federal agencies; many others work for defense and security contractors. The Hampton Roads area has the largest concentration of military bases and facilities of any metropolitan area in the world, making Virginia the home of more active duty military personnel than any other state.

According to the American Electronics Association, Virginia has the highest concentration of technology workers of any state.⁶² Computer chips became the state's highest-grossing export in 2006, surpassing its traditional top exports of coal and tobacco, combined. In addition, the economy of Virginia includes cattle, tobacco and peanut farming. Tomatoes recently surpassed soy as the most profitable crop in Virginia.⁶³ Wineries and vineyards in the Northern Neck and along the Blue Ridge Mountains also have become increasingly popular.

Virginia accounts for nearly 10 percent of U.S. coal production east of the Mississippi River. Virginia's only petroleum refinery, in Yorktown, processes foreign crude oil delivered by barge via the Chesapeake Bay. The Old Dominion state has two nuclear power plants, which typically provide about one-third of the electricity generated within the state. Two of Virginia's coalbed methane fields are among the top 100 natural gas fields in the United States. Virginia established a voluntary renewable portfolio goal that encourages utilities to generate 12 percent of base-year 2007 sales from renewable sources by 2022.⁶⁴

Virginia has a mixed health record, ranking as the 21st overall healthiest state according to the 2009 United Health Foundation's rankings. Racial and social health disparities exist, with African Americans experiencing 27.9% more premature deaths than whites, while 13.6% of Virginians lack any health insurance. According to the Centers for Disease Control and Prevention's 2007 survey, 25.3% of Virginians are obese and another 36.6% are overweight, and only 78.4% of residents exercise regularly.⁶⁵

Virginia's educational system consistently ranks in the top ten states, with Virginia students outperforming the average in all subject areas and grade levels tested. The 2010 *Quality Counts* report ranked Virginia's K–12 education fourth best in the country.⁶⁶ The Commonwealth of Virginia also boasts several impressive public universities, including the University of Virginia, the College of William & Mary, James Madison University and Mary Washington University.

OHIO

Capitol: Columbus

Area: 44,825 sq mi

- Water Area: 3,877 sq mi

Population: 11.5 million (2009 estimate) – 7th largest

- African-American: 12.7% (as of 2009)
- Asian: 1.6% (as of 2009)
- Hispanic or Latino: 2% (as of 2009)
- Age 65 and Over: 13.4% (as of 2009)

Governor: John Kasich (R)

Senators: Sherrod Brown (D), Rob Portman (R)

U.S Representatives: 16

Electoral Votes: 18

Median Household Income: \$46,645 (as of 2009)

Gross State Product: \$444 Billion (as of 2009) – 21st largest in the world

Poverty Rate: 12.3% (as of 2009)

Number in Civilian Labor Force: 5.9 million (as of 2010)

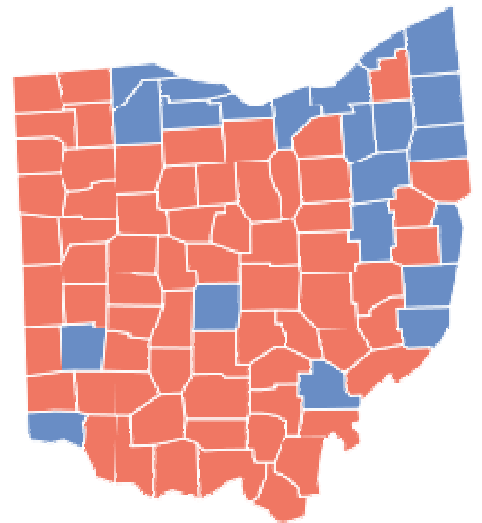
Public High School Graduation Rate: 74.3% (as of 2006)



Ohio 2008 Electorate Profile

Historically, control of Ohio has oscillated between the two major parties. Democrats and Republicans are pretty evenly matched in Ohio government. No Republican has ever been elected President without winning Ohio.

On Election Day 2008, Obama's win in heavily populated areas such as Cleveland, Columbus, Toledo and Cincinnati greatly contributed to his victory in the state. McCain did best in the Republican heart of the state, the state's center and western parts composed of relatively rural areas combined with Cincinnati and Columbus' heavily Republican suburbs. In addition, McCain won all but one county in the Appalachian southeast, mirroring the troubles Obama had throughout this region. On the other hand, Obama did best in the Democratic base--Cleveland (where he won almost 70% of the vote), Youngstown and the heavily unionized counties next to Pennsylvania.



2008 Presidential Electoral Results by County

2008 General Election Results

Party	Color	Candidates	Popular Vote	Percentage
Democrat	Blue	Obama/Biden	2,940,044	51.50%
Republican	Red	McCain/Palin	2,677,820	46.91%

2010 Midterm Election Summary

The 2010 Ohio senate race became more interesting in January 2009, when Sen. George Voinovich (R) announced he would not seek a third term. Fellow Republican Rob Portman, a former US Representative, held the seat for his party after convincingly defeating Democratic nominee Lee Fisher with a popular vote of 57% to 39%.

The state has 5 of the top 115 colleges in the nation, according to *U.S. News and World Report's* 2010 rankings,⁶⁷ and was ranked #8 by the same magazine in 2008 for best high schools.⁶⁸ Overall, in 2010 the state's schools were ranked #5 in the country by *Education Week*,⁶⁹ while the state itself was second only to Texas in having the most U.S. cities in the top 30 best places for new college graduates, according to *BusinessWeek*.⁷⁰

Ohio has the largest bioscience sector in the Midwest, and is a national leader in the "green" economy. Ohio is the largest producer in the country of plastics, rubber, fabricated metals, electrical equipment, and appliances.⁷¹ Ohio is home to world class medical facilities, led by the Cleveland Clinic, which has locations throughout the world. In 2009, U.S. News and World Report ranked the clinic as the fourth best hospital in the country, and the #1 heart center in the country for the 15th year in a row.⁷²

The state is recognized internationally as the "Fuel Cell Corridor", while Toledo is recognized as a national solar center, Cleveland a regenerative medicine research hub,⁷³ Dayton an aerospace and defense hub, Akron the rubber capital of the world, Columbus a technological research and development hub, and Cincinnati a mercantile hub.⁷⁴ Ohio is home to 23 Fortune 500 companies, including Proctor & Gamble, Kroger, Macy's, Nationwide, Goodyear Tire & Rubber, Progressive and Sherwin-Williams.⁷⁵

Ohio's agricultural market exports many different products. Ohio ranks 1st in the production of Swiss cheese out of all 50 states, 2nd in eggs, 3rd in tomatoes, 6th in soybeans, and 6th in corn for grain. The agriculture and food processing and eatery industries are heavily intertwined in Ohio. For example, Ohio being the 3rd largest producer of tomatoes in the United States in turn has the world's largest ketchup processing plant in Fremont, Ohio.⁷⁶ They are #16 in the nation for beef production, and #5 in flower production. Ohio's agricultural industries represent \$93 billion of the state's economic output, employing one in seven Ohioans directly or indirectly. The number of farms in Ohio stood at 75,700, as of 2007, covering 14,200,000 acres (57,000 km²) of land. 47.5% of all farms are operated by residents aged 35–54.⁷⁷

Energy consumption in Ohio's industrial sector ranks among the highest in the nation. Ohio has the second-highest refining capacity in the Midwest. The completion of a pipeline from the Rocky Mountains could increase Ohio's total natural gas supply in the near future. In August 2003, a transmission failure in Ohio led to the largest blackout in North American history, affecting over 50 million people. Coal typically fuels close to nine-tenths of net electricity generation in Ohio. Ohio is rich in coal and offshore wind energy potential but has relatively few other energy resources.⁷⁸

MISSOURI

Capitol: Jefferson City

Area: 69,704 sq mi

- Water Area: 818 sq mi

Population: 5,987,000 (2009 estimate)

- African-American: 12% (as of 2009)
- Asian: 1.6% (as of 2009)
- Hispanic or Latino: 2.5% (as of 2009)
- Age 65 and Over: 13.5% (as of 2009)

Governor: Jay Nixon (D)

Senators: Claire McCaskill (D), Roy Blunt (R)

U.S Representatives: 8

Electoral Votes: 10

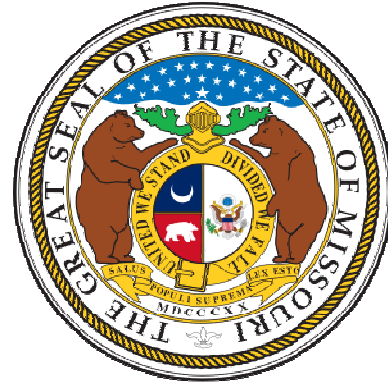
Median Household Income: \$45,229 (as of 2009)

Gross State Product: \$216 billion (as of 2009)

Poverty Rate: 11.6% (as of 2009)

Number in Civilian Labor Force: 3 million (as of 2010)

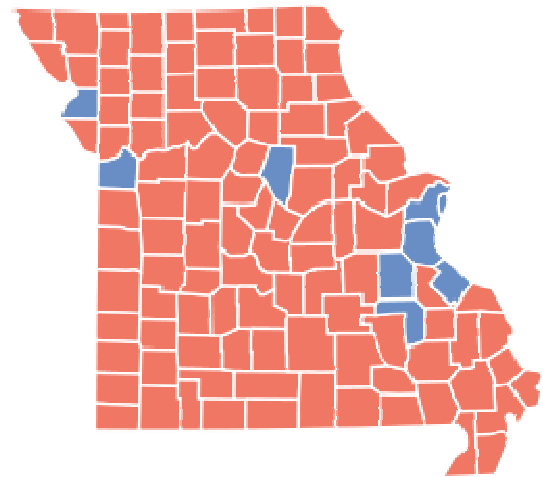
High School Graduation Rate: 77.2% (as of 2001)



Missouri 2008 Electorate Profile

The Missouri bellwether is a political phenomenon that notes that the state of Missouri voted for the winner in all but two U.S. Presidential election since 1904 (the exceptions are 1956 and 2008). While states like Ohio, Iowa, Nevada, and New Mexico have been arguably stronger indicators of political trends in recent years, Missouri has been a consistent swing state since 1904.

Prior to the 2008 election, most news organizations considered this state a toss-up. Missouri was the closest state in 2008, with some news organizations not calling the state until two weeks after the election. A high turnout of voters in the GOP strongholds of Greene County (Springfield) and St. Charles County combined with Obama's unsatisfactory performance in the more rural parts of the state gave the edge to McCain. McCain nipped Obama by fewer than 4,000 votes and the margin of victory was a minuscule difference of 0.14%. The state was so close that Obama could have legally called for a recount, but since he had already won the presidency, he saw no need to do so.



2008 Presidential Electoral Results by County

2008 General Election Results

Party	Color	Candidates	Popular Vote	Percentage
Democrat	Blue	Obama/Biden	1,441,911	49.29%
Republican	Red	McCain/Palin	1,445,814	49.43%

2010 Midterm Election Summary

Sen. Kit Bond (R) announced in 2009 he would not seek a fifth term in 2010. Fellow Republican Roy Blunt defeated Robin Carnahan to hold the seat for his party. Missouri Democrats lost one seat in the US House of Representatives. Fifty-eight percent of independent-registered voters sided with Republican candidates, and just 31% with Democrats.

Missouri has both Midwestern and Southern cultural influences, reflecting its history as a border state. It is also a transition between the Eastern and Western United States, as St. Louis is often called the "western-most Eastern city" and Kansas City the "eastern-most Western city." The state's population density 86.9 in 2009, is also closer to the national average (86.8 in 2009) than any other state. Also, the U.S. Census of 2000 found that the population center of the United States is in Phelps County, Missouri.

Kansas City is Missouri's largest city, ranking 35th nationally in population, and 29th nationally in metro area population. Due to suburbanization, St. Louis has lost 58 percent of its population since 1950, when it was the 8th largest city in the country. St. Louis now stands as the 52nd largest city in the country, but 18th in metro area population.

The agriculture products of the state are beef, soybeans, pork, dairy products, hay, corn, poultry, sorghum, cotton, rice, and eggs. Missouri is ranked 6th in the nation for the production of hogs and 7th for cattle. Missouri is ranked in the top five states in the nation for production of soy beans. As of 2001, there were 108,000 farms, the second largest number in any state after Texas. Missouri actively promotes its rapidly growing wine industry.

Missouri has vast quantities of limestone. Other resources mined are lead, coal, and crushed stone. Missouri produces the most lead of all of the states. Most of the lead mines are in the central eastern portion of the state. Missouri also ranks first or near first in the production of lime, a key ingredient in Portland cement. Coal is the dominant fuel for electricity generation in Missouri and typically supplies more than four-fifths of the electricity market. Missouri has substantial nuclear capacity, minimal coal and crude oil reserves, and few other major energy resources.⁷⁹

The Mississippi River and Missouri River are commercially navigable over their entire lengths in Missouri. The Missouri was channelized through dredging and jettys and the Mississippi was given a series of locks and dams to avoid rocks and deepen the river. St. Louis is a major destination for barge traffic on the Mississippi River. Two of the nation's three busiest rail centers are located in Missouri. As of January 2010, the state's unemployment rate is 9.5%.⁸⁰ Tourism, services and wholesale/retail trade follow manufacturing in importance. St. Louis is home to seven Fortune 500 companies, including Monsanto. The state's 8th Fortune 500 company is based in Carthage (pop. 12,000, SW Missouri).⁸¹

Missouri is the only state in the Union to have two Federal Reserve Banks: one in Kansas City (serving western Missouri, Kansas, Nebraska, Oklahoma, Colorado, northern New Mexico, and Wyoming) and one in St. Louis (serving eastern Missouri, southern Illinois, southern Indiana, western Kentucky, western Tennessee, northern Mississippi, and all of Arkansas).⁸²

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