

JIM C – QUIZ OF THE WEEK

MONDAY – 09/08/08

Due to Iraq, bad economic news, and a real estate/financial crisis, the number of swing states has increased dramatically in 2008.

HOW DID THE TERM “*SWING STATE*” ORIGINATE?

***Strategy:* Since a national campaign is determined by electoral votes, rather than the national popular vote, presidential candidates have no incentive to spend time or resources in states they are likely to win or lose by a sizeable margin.**

***Definition:* A state where no candidate has overwhelming support, meaning that any of the major presidential candidates has a reasonable chance of winning the state's electoral college votes.**

***Origin:* 1545 - “*swing*” meaning “move freely back and forth,” but the meaning “shift of public opinion” was first noted in 1899.**

***Swing Factors:* 1) Historical voting patterns in the state, 2) political party registration numbers, 3) the state's results from the last presidential election or elections, 4) the state of origin of the presidential and vice presidential candidates, and 5) the results of public opinion polls leading up to the elections.**

***Conventional Wisdom:* Swing State = Undecided Mortal Combat**

***Moment of Zen:* Ohio has determined the winner since 1960**