

The General Election: The Road to 270 Electoral Votes

<http://www.pbs.org/newshour/vote2012/map/>

Congratulations, your candidate won the primaries and caucuses and was nominated as the Party's standard bearer for 2016 at the Party Convention. Now is the time to map out a fall General Election strategy against your opponent in the other party.

Use the map found on the pbs website. <http://www.pbs.org/newshour/vote2012/map/>
The map can be found on the *Live Election Results* tab.

Begin by figuring out which states voted red or blue in the 2012 election map. Color in the 2012 map with red or blue.

Now roll the cursor over the various states to figure out which states are safe for your candidate, and which states might be swing states in the 2016 election. Or you can use the *Electoral College Calculator* to see the swing states in 2012. List five to to seven swing states that you want to have your candidate focus on.

- 1.
- 2.
- 3.
- 4.
- 5.

Now explore the tabs on the map to explore different demographic factors several states. The tabs include information about unemployment, union membership, income, foreclosures, ethnicity, population density, and social security. Identify which issues you might want your candidate to emphasize in each of the swing states.

Finally, go back to the *Electoral College Calculator* and show your path to 270 by changing states to Republican or Democrat (depending upon your candidate) until your party's candidate reaches at least 270. Below explain your General Election strategy.