

# Third Party Presidential Campaigns: Past and Present

**July 8, 2016**

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# Third Party Challengers Prepare Their Campaigns for 2016, Libertarian Ticket May Be Attractive to Voters

## Major Third Party Candidates in 2016



Name	Gary Johnson
Party	Libertarian
Last Political Position Held	Governor of New Mexico (1995-2003)
Vice President	William Weld, Former Gov. of Massachusetts



Name	Jill Stein
Party	Green
Last Political Position Held	Lexington, MA Town Meeting Member (1995-2011)
Vice President	TBD

### Analysis

- The Johnson-Weld ticket was confirmed on May 29 and became **the first ticket of any party to consist of two governors since the 1948 election cycle.**
- Gary Johnson is running on a platform that is socially liberal and fiscally conservative, **a political ideology that currently resonates well in the Mountain West and the Northeast:** two regions in which both candidates have political experience.
- **Johnson was shown to be polling at 13% in the state of Utah,** a historically Republican state that largely refuses to back Donald Trump. **Nationally, he has hovered around 7%.**
- The ticket is currently on the ballot in 37 states and working on access in all 50 states.

### Analysis

- **Jill Stein has yet to be officially awarded the Green Party nomination,** however she is seen as the presumptive nominee after winning nominating contests in 29 states.
- Stein has committed to running on **a platform that very much resembles Bernie Sanders’** policy goals but Stein’s approach has been called slightly **“more pacifist” and “more ambitious.”**
- Stein has been polling nationally around 5% but has failed to show a promising regional appeal from which she could make an impact on the electoral college vote.
- The Green Party is expected to have ballot access in 47 states as 3 states’ petition processes have given the party trouble.

Sources: Julia Azari, “The States that Love (and Hate) Third-Party Candidates,” FiveThirtyEight, July 6, 2016; Libertarian Party, “2016 Presidential Ballot Access Map,”; Bernie Quigley. “Gary Johnson and William Weld Could Bring a Libertarian Awakening,” The Hill, May 23, 2016; Nora Kelly “Gary Johnson is Having a Good Day,” The Atlantic, May 24, 2016; Lindsay Castleberry, “Right Down the Middle: Gary Johnson Sticks to the Issues,” Fox Business, July 6, 2016; Bill Scher, “Think You’ve got it Locked, Hillary? Meet Jill Stein,” Politico, June 19, 2016; Jill 2016, “Dr. Jill Stein Secures Green Presidential Nomination,” June 15, 2016.

# Ross Perot Scored Best Third Party Popular Vote Outcome Since 1912, Yet Received No Electoral College Votes

## 1992 Presidential Election

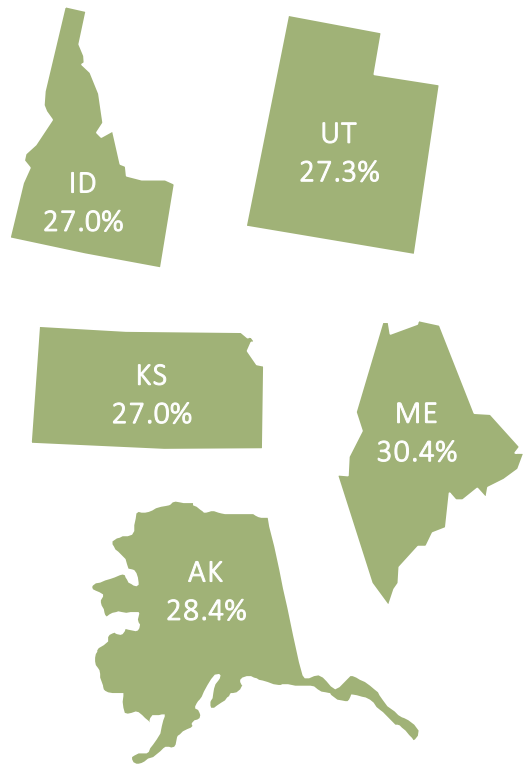
Candidate	Party	Popular Vote	Vote Pct.	Electoral Vote
Bill Clinton	Democrat	44,909,806	43.01%	370
<i>George H.W. Bush</i>	Republican	39,104,550	37.45%	168
Henry Ross Perot	Independent	19,743,821	18.91%	0
Andre Marrou	Libertarian	290,087	.28%	0
Bo Gritz	Populist	106,152	.10%	0

*Italics denote incumbent candidate.*

### Analysis

- Perot’s popularity was widespread across America which both severely helped and hurt his campaign. While he received over 20% of the popular vote in more than 25 states, his lack of a forceful, regional base led him to zero electoral college votes.
- While many pundits attempted to paint Perot as a “spoiler” for the incumbent Bush, further analysis has shown that Perot most likely pulled an equal amount of voters away from Clinton and Bush and had little to no impact on the overall electoral outcome.
- Perot was ahead in the polls for nearly two months, something no independent candidate has done in almost 100 years.
- Donald Trump has often been compared to Perot as both men utilized their vast fortunes to fund their campaigns, played up their anti-establishment appeal and benefitted from extensive media coverage.

## Top 5 State Performances



Sources: The American Presidency Project; Julia Azari, “The States That Love (and Hate) Third-Party Candidates,” FiveThirtyEight, July 6, 2016; New York Times, “The 1992 Campaign: On the Trail; Poll Gives Perot a Clear Lead,” June 11, 1992; John Dickerson, “Donald Trump Isn’t Another Ross Perot,” Slate, Sept. 9, 2015 Exit Polls from ABC News, LA Times and CBS News in 1992.

# John B. Anderson Rallied Regional Support in 1980 But Still Won No Electoral Votes

## 1980 Presidential Election

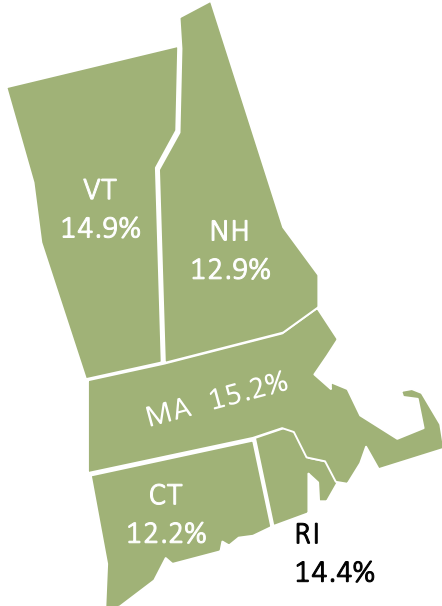
Candidate	Party	Popular Vote	Vote Pct.	Electoral Vote
Ronald Reagan	Republican	43,903,230	50.75%	489
<i>Jimmy Carter</i>	Democrat	35,480,115	41.01%	49
John Anderson	Independent	5,719,850	6.61%	0
Ed Clark	Libertarian	921,128	1.06%	0
Barry Commoner	Citizens	233,052	.27%	0

*Italics denote incumbent candidate.*

### Analysis

- In 1980, John Anderson left the Republican Party after failing to win the party’s primary. (He came in 3<sup>rd</sup> behind Ronald Reagan and George H.W. Bush winning only 12.2% of the vote.)
- During his run, Anderson spent roughly \$17.6 million on his campaign, roughly half of what was spent by both Regan and Carter with each spending a little over \$29 million on their respective campaigns.
- During the election, **liberal Republicans common in Northeastern states were becoming increasingly dissatisfied with the emerging conservative movement**, leading some to vote for Anderson over Reagan.

## Top 5 State Performances



Sources: The American Presidency Project; Julia Azari, "The States That Love (and Hate) Third-Party Candidates," FiveThirtyEight, July 6, 2016; CQ Researcher, "Campaign Finance Debate," March 29, 1985.

# George Wallace Earned Electoral Votes From Five States Thanks to Strong Regional Support

## 1968 Presidential Election

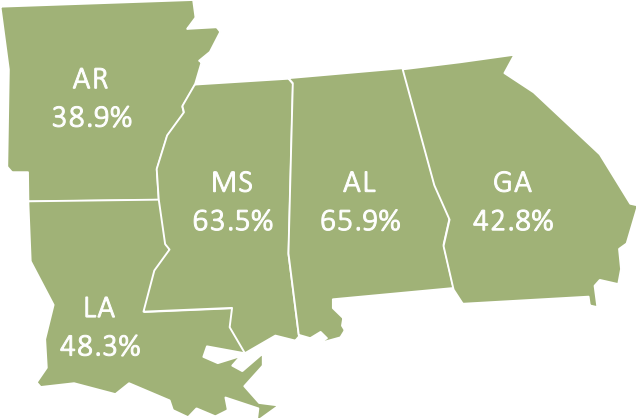
Candidate	Party	Popular Vote	Vote Pct.	Electoral Vote
Richard Nixon	Republican	31,783,783	43.42%	301
Hubert Humphrey	Democrat	31,271,839	42.72%	191
George Wallace	American Independent	9,901,118	13.53%	46

*Italics denote incumbent candidate.*

### Analysis

- Amidst a tense period during American history, Alabama Governor George Wallace capitalized on the retaliation by Southern states towards federal efforts to end racial segregation.
- **No third party candidate has won any electoral votes by vote of the people since George Wallace’s campaign.**
- Wallace did not expect to win the election. He instead **strived to prevent either major party candidate from winning a majority in the Electoral College to force the election to be decided by the House**, where he believed he could utilize his bargaining power to strongly influence both the selection of a winner and future federal desegregation measures.

## Top 5 State Performances



Wallace won all five states above, his electoral votes awarded from each state are as follows:

- Alabama: 10
- Arkansas: 6
- Georgia: 12
- Louisiana: 10
- Mississippi: 7
- North Carolina\*: 1

\*Wallace received one vote from an NC elector who was pledged to Nixon.

Source: The American Presidency Project; Julia Azari, "The States That Love (and Hate) Third-Party Candidates," FiveThirtyEight, July 6, 2016; PBS – People & Events, "1968 Campaign," 2000.