

## Which candidate was more Calm Assertive?

YEAR	WINNER	LOSER	EXPLANATION
2008	Obama	McCain	McCain seemed too unstable; Hillary seemed nervous or angry.
2004	Bush	Kerry	Bush was more assertive; Kerry seemed almost asleep.
2000	Bush	Gore	Gore was less assertive, tried to win us over with arguments and logic instead of energy.*
1996	Clinton	Dole	Clinton was a master of calm assertive energy. Dole looked too crotchety, Bush either wimpy or stern.
1992	Clinton	Bush	
1988	Bush	Dukakis	Whatever
1984	Reagan	Mondale	Former actor Reagan projected so much confidence that he took both of his elections in giant landslides.
1980	Reagan	Carter	
1976	Carter	Ford	Ford did not project the necessary confidence.
1972	Nixon	McGovern	I don't know.
1968	Nixon	Humphrey	This chart is lame.
1964	Johnson	Goldwater	Johnson was a master of calm assertive energy. Goldwater seemed too angry. Is that true? I'm guessing here.
1960	Kennedy	Nixon	JFK was a master of calm assertive energy. Nixon seemed nervous and untrustworthy by comparison. Also sweaty.

\* Yes, I know Gore actually won the election -- but Sandra Day O'Connor was the only vote that mattered, and I think she responded to Bush's assertiveness.