The Red & Blue Nation

- 2000 & 2004 election outcomes
- Partisanship
- Ideology


Source: Dave Leip's Atlas of U.S. Presidential Elections
http://www.uselectionatlas.org/RESULTS/

2008 Outcome

Source: Dave Leip's Atlas of U.S. Presidential Elections
http://www.uselectionatlas.org/RESULTS/
Partisanship

- Definition & measurement
- Direction versus intensity
- Origins of partisanship
- Demographic groups and partisanship
- Effects of partisanship direction
- Effects of partisanship intensity
- Changes in partisanship

Party Identification

- Long term preference for one party over the other

Measuring Party Identification: First Question NES

- “Generally speaking, do you usually think of yourself as a Republican, a Democrat, and Independent, or what?”
- 3 broad groups
  - Democrats
  - independents
  - Republicans
Measuring Party Identification: Second Question NES

- "Would you call yourself a strong (Republican/Democrat) or a not very strong (Republican/Democrat)?"

- "Do you think of yourself as closer to the Republican party or to the Democratic party?" (NES - National Election Studies)

Measuring Party Identification

- 7 specific groups
  - strong Republicans
  - weak Republicans
  - independents leaning toward Republicans
  - pure independents
  - independents leaning toward Democrats
  - weak Democrats
  - strong Democrats

Party Identification, 2004

Source: National Election Studies
Party Identification - Collapsed

2004 NES

Partisan Direction

• Democrats versus Republicans

Partisan Intensity

• Intensity of partisanship
  – strong partisans (Dem + Rep)
  – weak partisans (Dem + Rep)
  – leaning independents
  – pure independents
Origins of Partisanship

- Childhood
- Political eras

Intergenerational Partisanship

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<thead>
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<tbody>
<tr>
<td>Child in 1982 as Young Adult</td>
<td>Dem.</td>
<td>51%</td>
<td>27%</td>
</tr>
<tr>
<td></td>
<td>Indep.</td>
<td>39</td>
<td>51</td>
</tr>
<tr>
<td></td>
<td>Rep.</td>
<td>10</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td></td>
<td>295</td>
<td>192</td>
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</table>

Who Are the Partisans

- Demographic groups associated with each party
- Reasons

Race and Party Identification

![Bar chart showing race and party identification](chart1.png)

Notes: leaners = partisans, NES 2000  \( V = .27^{**} \)

Income and Party Identification

![Bar chart showing income and party identification](chart2.png)

2000 NES  \( V = .18^{**} \)
Religion and Party Identification

V = .15**

Age and Party Identification

V = .14**

Gender and Party Identification

V = .08**

Women 54% Democrat - Men 46% Democrat = 8 point gap
Effects of Partisanship

- Shapes vote
- Shapes attitudes


Source: Exit Polls

Partisanship and Government Spending

V = .38**

Values are percent of each partisan group with specific attitude
Partisanship and Capital Punishment

Partisanship and Gays in Military

Partisanship and Legal Abortion

V = .17**

V = .15**

V = .16**
Effects of Intensity of Partisanship

Partisan Intensity and Interest

\[ V = .29^{**} \]
Source: NES 2000

Partisan Intensity and Knowledge

\[ V = .13^{**} \]
Correctly identify: Blair, Lott, Rehnquist, Reno
Partisan Intensity and Voted

Changes in Partisanship
- Democrats v. Republicans
- More independents
- Other trends
  - Defections in voting
  - Split-ticket voting
  - Differences in parties

Changes in Party Preferences
Partisans include independent leaners, NES
Changes: Whites v. Blacks

Data are percent Democrat (including leaners) in NES

Changes: South v. Nonsouth

Data are percent Democrat (including leaners) NES

Rise in Independents
Split-Ticket Voting

Note: Split-ticket vote is between President and House

Public: Important Differences in What Two Parties Stand For

NES surveys

Which Party Better Job

Source: November 2007 Gallup/USA Today poll
Why?

Ideology
- Philosophy about government
- Liberals v. conservatives
- Ideological identities
- Use of ideology
- Match between partisanship & ideology

Liberal v. Conservative
- Economic issues
- Business
- Crime
- Social issues
- Military
Ideological Self-Placement

- NES – “Here is a 7-point scale on which the political views that people might hold are arranged from extremely liberal to extremely conservative. Where would you place yourself on this scale, or haven't you thought much about this?”

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<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
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Trends in Ideological Self-Placement

[Graph showing trends from 1972 to 2004]

NES surveys

Ideology & Government Role

<table>
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<th></th>
<th>Liberal</th>
<th>Moderate</th>
<th>Conserv.</th>
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<tbody>
<tr>
<td>Fewer services</td>
<td>9%</td>
<td>15%</td>
<td>44%</td>
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<tr>
<td>Between</td>
<td>19%</td>
<td>34%</td>
<td>27%</td>
</tr>
<tr>
<td>More services</td>
<td>71%</td>
<td>51%</td>
<td>29%</td>
</tr>
<tr>
<td>Number of cases</td>
<td>216</td>
<td>273</td>
<td>351</td>
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2004 NES

Cramer’s V = .293**
### Ideology & International Policy

<table>
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<th></th>
<th>Liberal</th>
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<tbody>
<tr>
<td>Diplomacy</td>
<td>67%</td>
<td>40%</td>
<td>22%</td>
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<tr>
<td>Between</td>
<td>20</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>Military</td>
<td>12</td>
<td>31</td>
<td>50</td>
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<tr>
<td>Number of cases</td>
<td>226</td>
<td>268</td>
<td>354</td>
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2004 NES  
Cramer's V = .283**

### Ideology & Abortion

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<th>Conserv.</th>
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<tbody>
<tr>
<td>Not permit</td>
<td>6%</td>
<td>8%</td>
<td>20%</td>
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<tr>
<td>Limited</td>
<td>31</td>
<td>52</td>
<td>52</td>
</tr>
<tr>
<td>No restrictions</td>
<td>63</td>
<td>41</td>
<td>28</td>
</tr>
<tr>
<td>Number of cases</td>
<td>209</td>
<td>252</td>
<td>347</td>
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2004 NES  
Cramer's V = .223**

### Partisanship and Ideology

Entries are percent of partisan group holding specific ideology

V = .39**
Ideological Realignment

- Abramowitz v. Fiorina

What Should You Know?

- Partisan basis of recent elections
- Partisanship
  - Definition & measurement
  - Direction & intensity
  - Origins & composition
  - Effects
- Ideology
- Ideological realignment