Party in the Electorate

- Party identification
  - Long term preference for one party over the other
  - Most influential attitude
  - Most stable attitude
  - Influences whether vote and for whom

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

2000 Party Identification

Source: 2004 American National Election Study

Party Identification - Collapsed

Measuring Party Identification

- Intensity of partisanship
  - strong partisans (Dem + Rep)
  - weak partisans (Dem + Rep)
  - leaning independents
  - pure independents

- Influence participation levels
Party Identification - Intensity

Independents
Partisans

Origins of Partisanship

• Childhood
  – parents (next slide)
  – friends and neighbors

• Political eras
  – Effect young more
  – Increasing partisan intensity with age

Intergenerational Partisanship

<table>
<thead>
<tr>
<th>Child in 1982 as Young Adult</th>
<th>Party of Parent (1965)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dem.</td>
<td>51%</td>
</tr>
<tr>
<td>Indep.</td>
<td>39</td>
</tr>
<tr>
<td>Rep.</td>
<td>10</td>
</tr>
<tr>
<td>Source: Beck &amp; Hershey (2001), p. 121</td>
<td></td>
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</tbody>
</table>

Who Are the Partisans

• Demographic groups associated with each party

• Reasons
  – Historical eras
  – Issues associated with parties
Race and Party Identification

Income and Party Identification

Religion and Party Identification

Age and Party Identification

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

\( V = .18^{**} \)

\( V = .15^{**} \)

\( V = .14^{**} \)
Gender and Party Identification

Women: 54% Democrat - Men: 46% Democrat = 8 point gap

Evolution of the Gender Gap

Effects of Partisanship

- Shapes vote
- Shapes attitudes

Partisanship and Presidential Vote in 2004

\( \tau_{a} = .87^{**} \)

Source: Exit Polls

Partisanship and Ideology

Partisanship and Government Spending

Partisanship and Capital Punishment

V = .39**

V = .38**

V = .17**
Partisanship and Gays in Military

Partisanship and Legal Abortion

Effects of Intensity of Partisanship

- Interest in politics
- Knowledge of politics
- Participation in politics

Partisan Intensity and Interest

V = .15**

V = .16**

V = .29**
Partisan Intensity and Knowledge

Partisan Intensity and Voted

Decline in Partisanship

- Since 1960s
- More independents
- More defections in voting
- More split-ticket voting

Rise in Independents
Rise in Split-Ticket Voting

Why Decline?

- Demographic changes
- Issue changes
- Slow realignment
- Recent resurgence in partisanship

Note: Split-ticket vote is between President and House