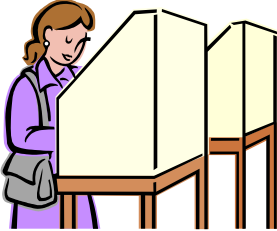


Party in the Electorate



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

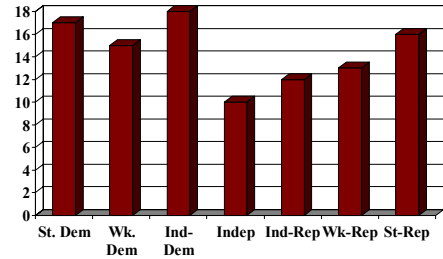
Measuring Party Identification: Second Question NES

- “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

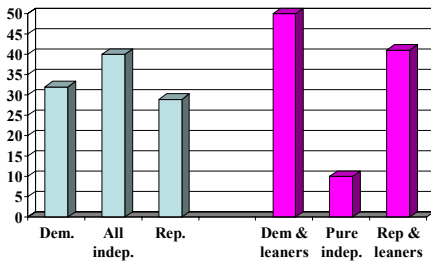
- 7 specific groups
 - strong Republicans
 - weak Republicans
 - independents leaning toward Republicans
 - pure independents
 - independents leaning toward Democrats
 - weak Democrats
 - strong Democrats

2000 Party Identification



Source: 2004 American National Election Study

Party Identification - Collapsed

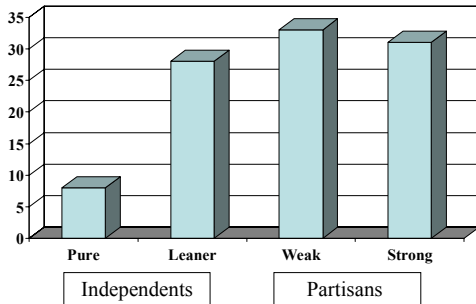


2004 NES

Measuring Party Identification

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

Party Identification - Intensity



Origins of Partisanship

- Childhood
 - parents (next slide)
 - friends and neighbors
- Political eras
 - Effect young more
 - Increasing partisan intensity with age

Intergenerational Partisanship

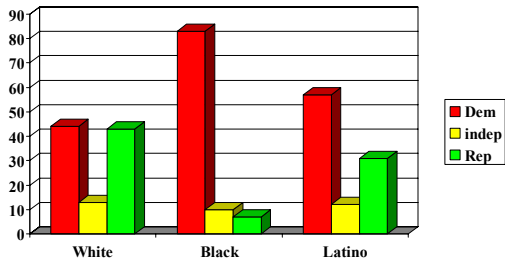
		Party of Parent (1965)		
		Dem.	Indep.	Rep.
Child in 1982 as Young Adult	Dem.	51%	27%	10%
	Indep.	39	51	46
	Rep.	10	22	44
		295	192	211

Source: Beck & Hershey (2001), p. 121

Who Are the Partisans

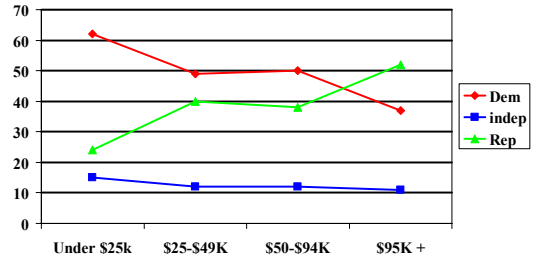
- Demographic groups associated with each party
- Reasons
 - Historical eras
 - Issues associated with parties

Race and Party Identification



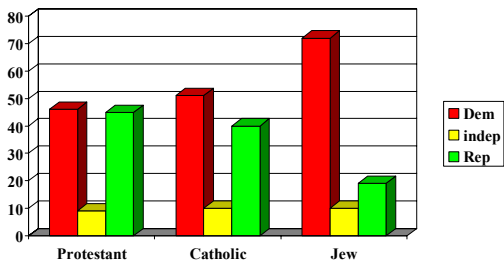
Notes: leaners = partisans, NES 2000 $V = .27^{**}$

Income and Party Identification



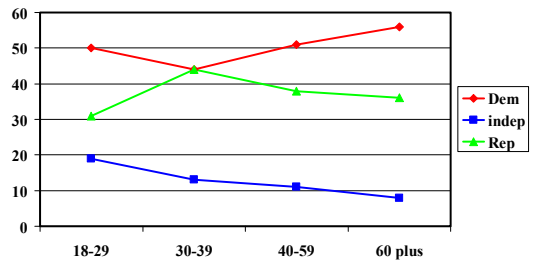
$V = .18^{**}$

Religion and Party Identification



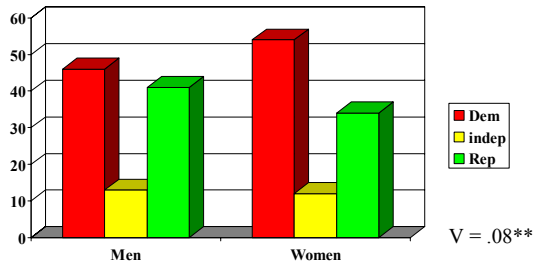
$V = .15^{**}$

Age and Party Identification



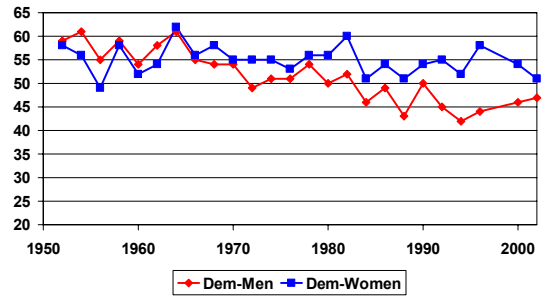
$V = .14^{**}$

Gender and Party Identification



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

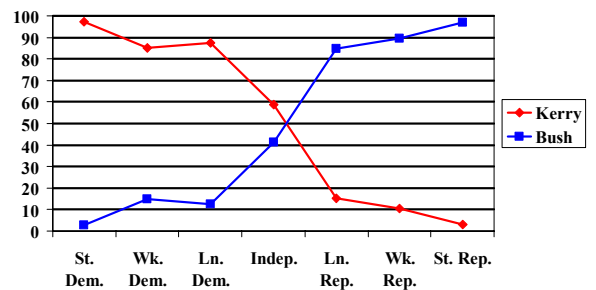
Evolution of the Gender Gap



Effects of Partisanship

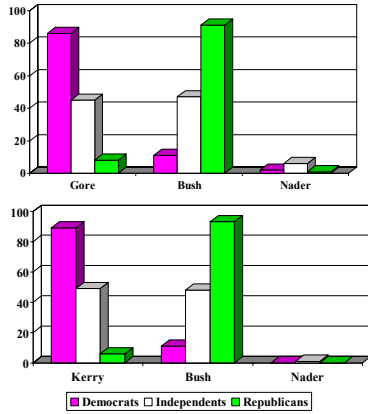
- Shapes vote
- Shapes attitudes

Partisanship and Presidential Vote in 2004



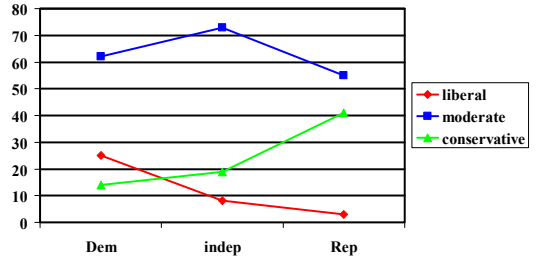
$\text{Tau}_c = .87^{**}$

Influence Of Party On 2000 & 2004 Presidential Elections



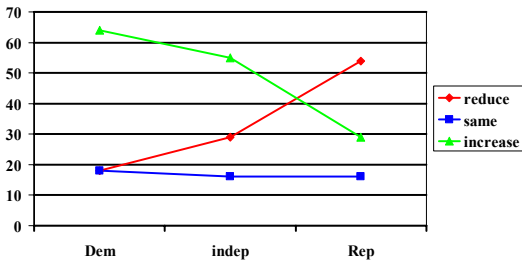
Source: Exit Polls

Partisanship and Ideology



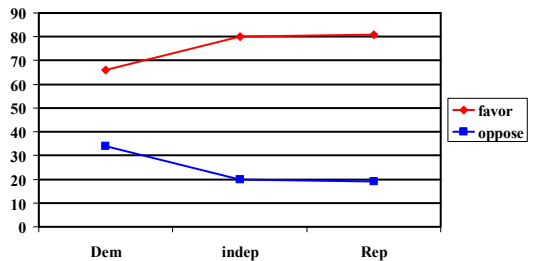
V = .39**

Partisanship and Government Spending



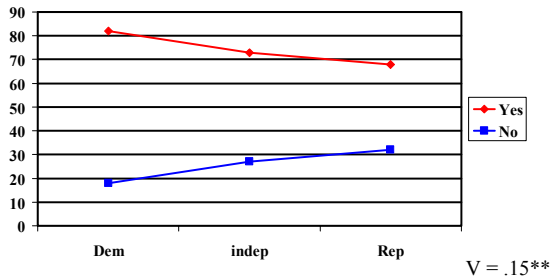
V = .38**

Partisanship and Capital Punishment

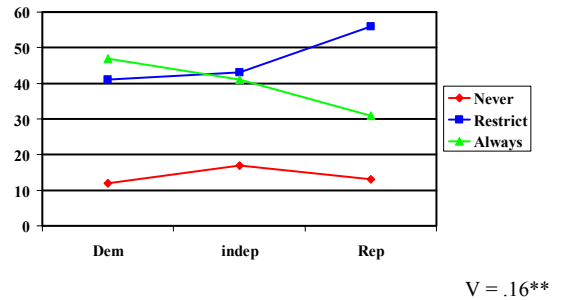


V = .17**

Partisanship and Gays in Military



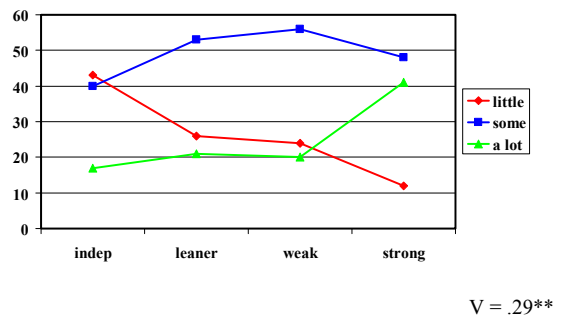
Partisanship and Legal Abortion



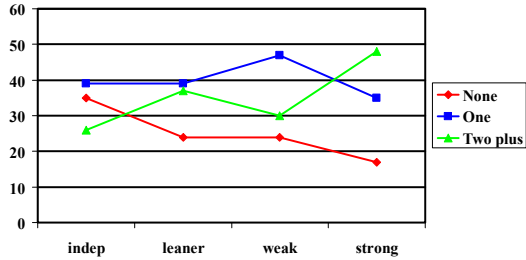
Effects of Intensity of Partisanship

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

Partisan Intensity and Interest



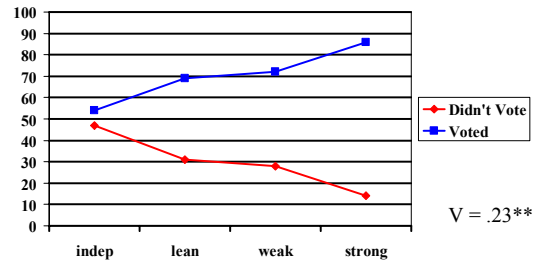
Partisan Intensity and Knowledge



$V = .13^{**}$

Correctly identify: Blair, Lott, Rehnquist, Reno

Partisan Intensity and Voted

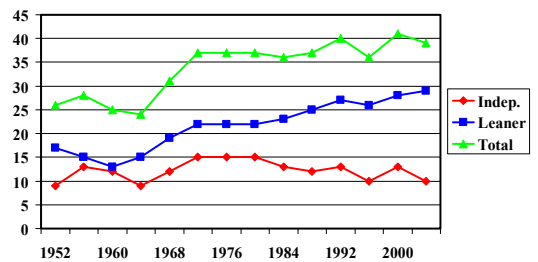


$V = .23^{**}$

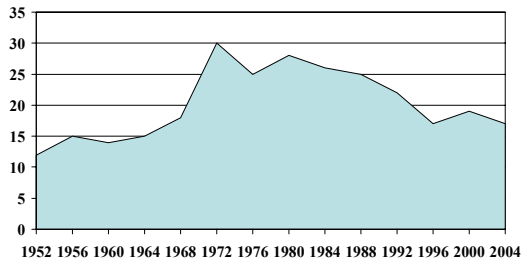
Decline in Partisanship

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

Rise in Independents



Rise in Split-Ticket Voting



Note: Split-ticket vote is between President and House

Why Decline?

- Demographic changes
- Issue changes
- Slow realignment

- Recent resurgence in partisanship