


Voter Behavior

VOTER DEMOGRAPHICS AND TURNOUT

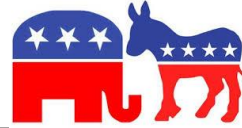


Why do we vote the way we
vote.....or not?

Review:

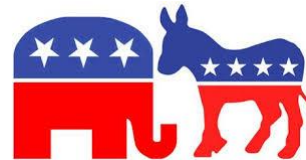
- Liberal, Conservative
 - What shapes our political beliefs?
 - How does that translate to voting behavior?
- 

Party Identification



- Most people identify with one of the major political parties early in life
Republican v. Democrat
- Loyalty to a party is the single most significant predictor of how a person will vote. A “shortcut” for ideology and positions on specific issues.
 - Conservatives tend to vote Republican
 - Liberals tend to vote Democratic
 - A growing % of the population identifies now as “Independent”
 - Many independents “lean” left or right.

Who are they?



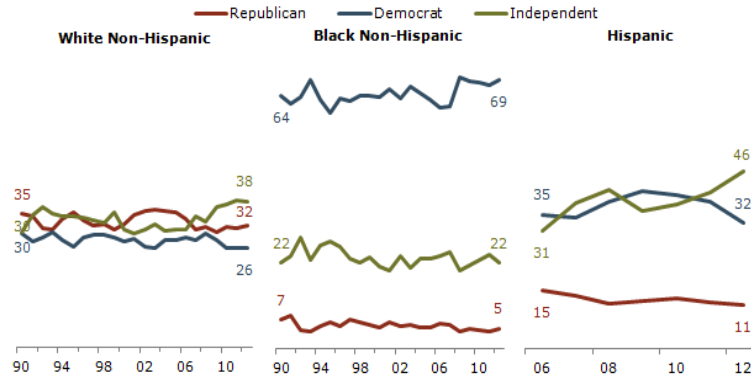
Factors that influence (or more exactly, correlate with) political affiliation:

- Age
- Gender
- Region
- Education
- Income
- Race
- Occupation

Demographics

Can we generalize party affiliation by race and ethnicity?

Wide Racial Differences in Party Identification

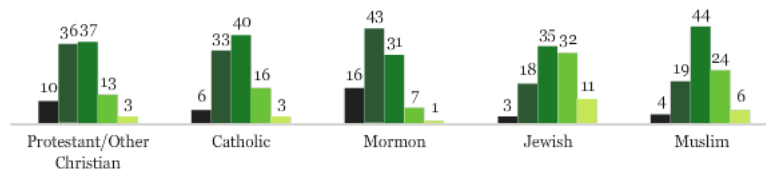


PEW RESEARCH CENTER 2012 Values Survey. Whites and blacks include only those who are not Hispanic; Hispanics are of any race. Hispanic numbers are only from surveys that include Spanish language interviews.

Can we generalize ideology by religion?

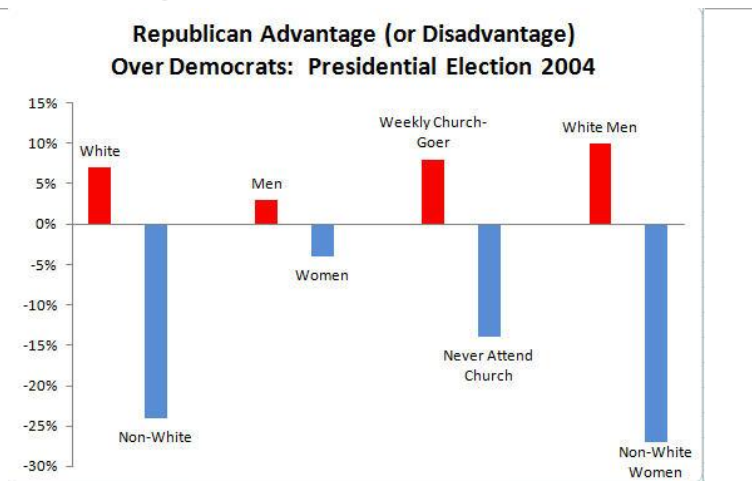
Ideology Among U.S. Religious Groups, Gallup Daily Tracking, 2009

% Very conservative
 % Conservative
 % Moderate
 % Liberal
 % Very liberal



GALLUP

Or do we have to look at more than one thing?



Or do we have to look at more than one thing?

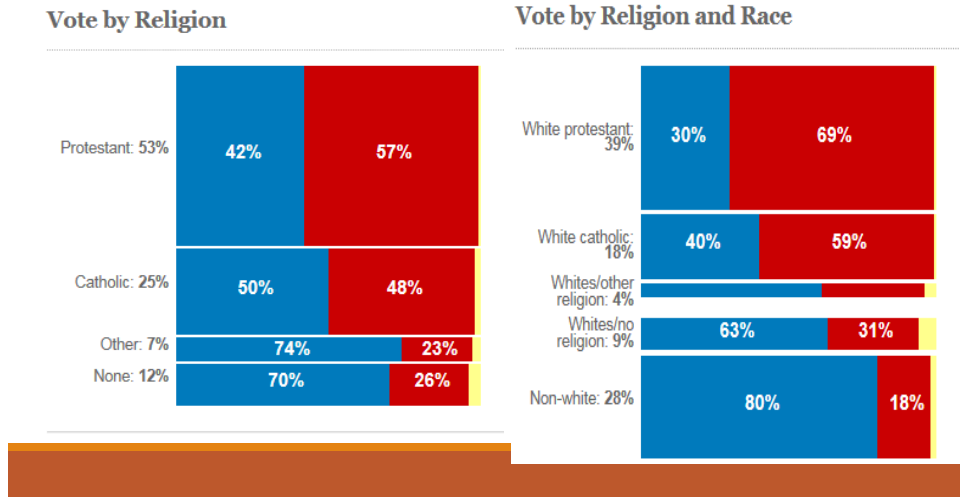
Political identity and marital status important factors for gender divide in 2016

Showing presidential vote intention among registered voters

	Clinton %	Trump %	Johnson %	Stein %	DK/Other %
INDEPENDENT					
Independent: Women	45	26	11	5	13
Independent: Men	26	40	12	9	13
MARRIED					
Married: Women	39	42	5	1	13
Married: Men	29	50	8	2	11
NOT MARRIED*					
Not married: Women	51	22	8	4	15
Not married: Men	42	32	13	7	6

*Includes separated, divorced, widowed and never married.

Or do we have to look at more than one thing?

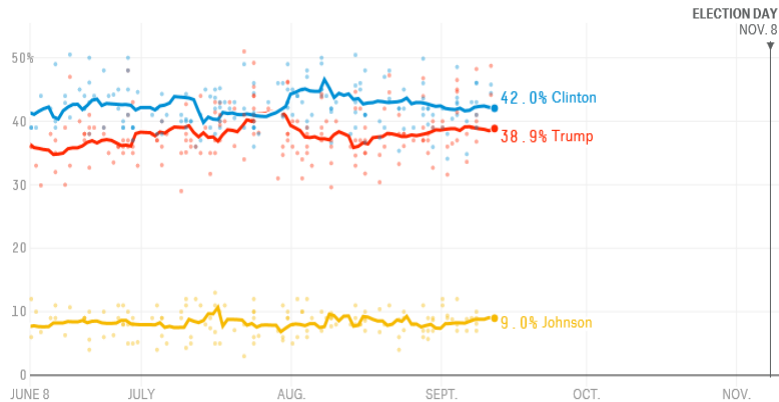


Voter Behavior Activity, pt.1

How People Vote:

With your partner, look at the graphs and fill out the first column of the table.

2016 Election..



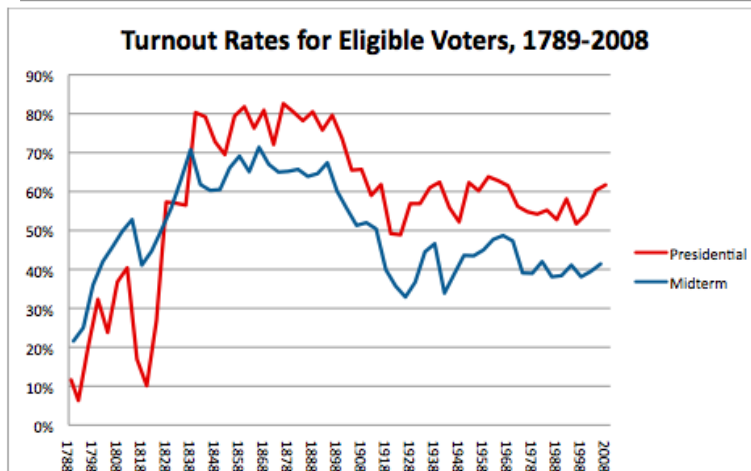
Our model is mostly based on state polls, but national polls inform various steps of its calculations, such as the trend line adjustment, house effects adjustment and demographic regression

<http://projects.fivethirtyeight.com/2016-election-forecast/national-polls/#now>

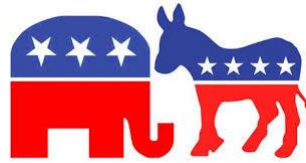
<http://graphics.wsj.com/elections/2016/where-candidates-are-winning-march-15/>

Voter Behavior, Pt. 2

Voter Turnout: Do we vote?



Voter Turnout



Factors that influence voter turnout:

- Demographics!

PLUS:

- Election Interest (candidates, issues, etc)
- Election type (president, state, local)
- **Efficacy** (the belief that your vote matters)
- Attitude towards government

Voter Turnout

How popular are the current candidates for President?

What % of Americans voted for Donald Trump or Hillary Clinton in the primaries?

http://www.nytimes.com/interactive/2016/08/01/us/elections/nine-percent-of-america-selected-trump-and-clinton.html?_r=1

Voter Behavior Activity, pt.2

Do People Vote:

With your partner, look at the graphs and fill out the second column of the table.

Finish the questions on your own.



So why is turnout so low?

Why don't people vote?

Do you think there are different reasons for different groups?

