



**Elections and Voting
Behavior**

Running for Office: 4 step process

Presidential election process:

Nomination →
slate of candidates

→ **caucus/primary**
election held with in
a party; candidates
accumulate delegates;
majority wins

→ **national convention**
4 day party to introduce
party nominee to the public
for the general election

→ **general election**
party nominees must win 270
electors to win the Presidency



- **Step 1:**
 - **Nomination- get the candidates name on the ballot**

Running for Office

Step 2: Win the Primary



- **Accumulate a majority of Delegates:**
 - **Caucus**- one time gathering of voters
 - Iowa first caucus state
 - **Primary**-7 am.-7 p.m. voting window; election held within a party in which voters in a state vote for a nominee (or delegates pledged to the nominee)
 - open vs. closed vs. blanket primary
 - New Hampshire first primary state

Primary=Delegates

- **Each political party sets their own rules**
- ***Democratic Party- 2,383 or a simple majority out of 4,765 (714 superdelegates)***
- ***Republican Party- 1,237 needed to win out of 2,472 (party leaders get a separate vote as "unpledged" delegates)***



Caucus video:

<https://www.nytimes.com/video/us/politics/1194817100701/inside-a-caucus.html>



Superdelegates video:

http://www.youtube.com/watch?v=WUL5TgyUrC0&feature=results_video&playnext=1&list=PLDECA1420CCEF93FD

Running for Office

Step 3: Party Convention

- **Delegates travel to party convention to cast votes to determine party nominee**
- **2016: R-Trump, D-Clinton**



Running for Office

Step 4: General Election

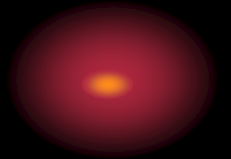


- **General Election=Electors**
- **Primary winners go head to head; R vs. D**
 - **Need to win the most electors**
 - **270 out of 538**

Incumbents vs. Challengers

Incumbent- person currently holding an office that is running for re-election

Incumbents	Challengers
Name recognition	Anti-incumbency sentiment; vote the “bums” out
Proven winner/leader	Unproven leader
Easier time raising money	Risk for campaign donors
Build relationships by working with constituents	Fresh view on the issues
Bring “pork” projects home to constituents	



Third Party Candidates



Third parties rarely win elections

- Election rules are stacked against them
 - 3rd party candidates are kept out of major debates
 - winner take all feature of the electoral college
- Perception they cannot win so people do not want to “throw away their vote” or donate money to a “losing campaign”

Third parties DO

- Bring new groups and ideas into politics
- Force major party candidates to address particular issues
- Win enough votes to affect outcome of the election
 - Election 2000 Bush vs. Gore- Ralph Nadar 3rd party
 - Election 1992 Clinton vs. Bush- Ross Perot 3rd party

Campaign Spending



Candidates need money to:

- **achieve name recognition**
ex: commercials, posters, mail, etc.
- **get out their message**
- **combat negative ads being run by their opponent**
- **pay for campaign staff**
- **educate the electorate**

Campaign Donors

- **Individuals**
- **Political Parties**
- **Interest groups- (also called an advocacy group, lobbying group, pressure group, or special interest) is an organization of people with shared ideas and attitudes who attempt to influence public policy.**

For example:

AARP, AFL/CIO, The Christian Coalition, Green Peace, NAACP, NRA, U.S Chamber of Commerce

- **PAC's**
- **527 groups**
- **501C groups-tax exempt non-profit suppose to be non-political; don't have to divulge contributions or donors**
- ***Citizens United* (2010)-Supreme Court ruled corporate/union funding of independent political broadcasts in candidate elections cannot be limited under the 1st amendment**



Campaign Contribution Limits

<http://www.opensecrets.org/overview/limits.php>



Voting: Past Barriers



- **Religious beliefs, property ownership, tax payments, race, gender**
- **Literacy- person's ability to read and write**
- **Poll tax- payment required by some states before a person could vote**
- **Gerrymandering-practice of drawing electoral districts to limit the voting strength of a particular group**

Voting: Eliminating Barriers



- **Suffrage**- the legal right to vote
- **15th, 19th, 24th, & 26th Amendments**
- **Civil Rights Act of 1964**
- **Voting Rights Act of 1965**-
legislation that eliminated all
voting barriers

Voting: Prior to Election Day



- **Registering To Vote**
 - **Voter Registration**: a system adopted by the states that requires voters to register in advance of election day
 - **Registration procedures differ by state. Texas voters must register 30 days prior to the election.**
 - **Motor Voter Act**: passed in 1993, requires states to permit people to register to vote when they apply for their driver's license
- **Other Qualifications**
 - **U.S Citizenship, at least 18, Residency**
- **People can lose their voting rights for example: felons**
- **Absentee voting**-must request a ballot and mail back post marked by election day

Voting: On Election Day



- **General election day-first Tuesday after the first Monday in November**
- **Precinct- voting district**
- **Polling place- where the voters actually vote**
- **Ballot-a device in which a voter registers a choice in an election**

Casting your vote

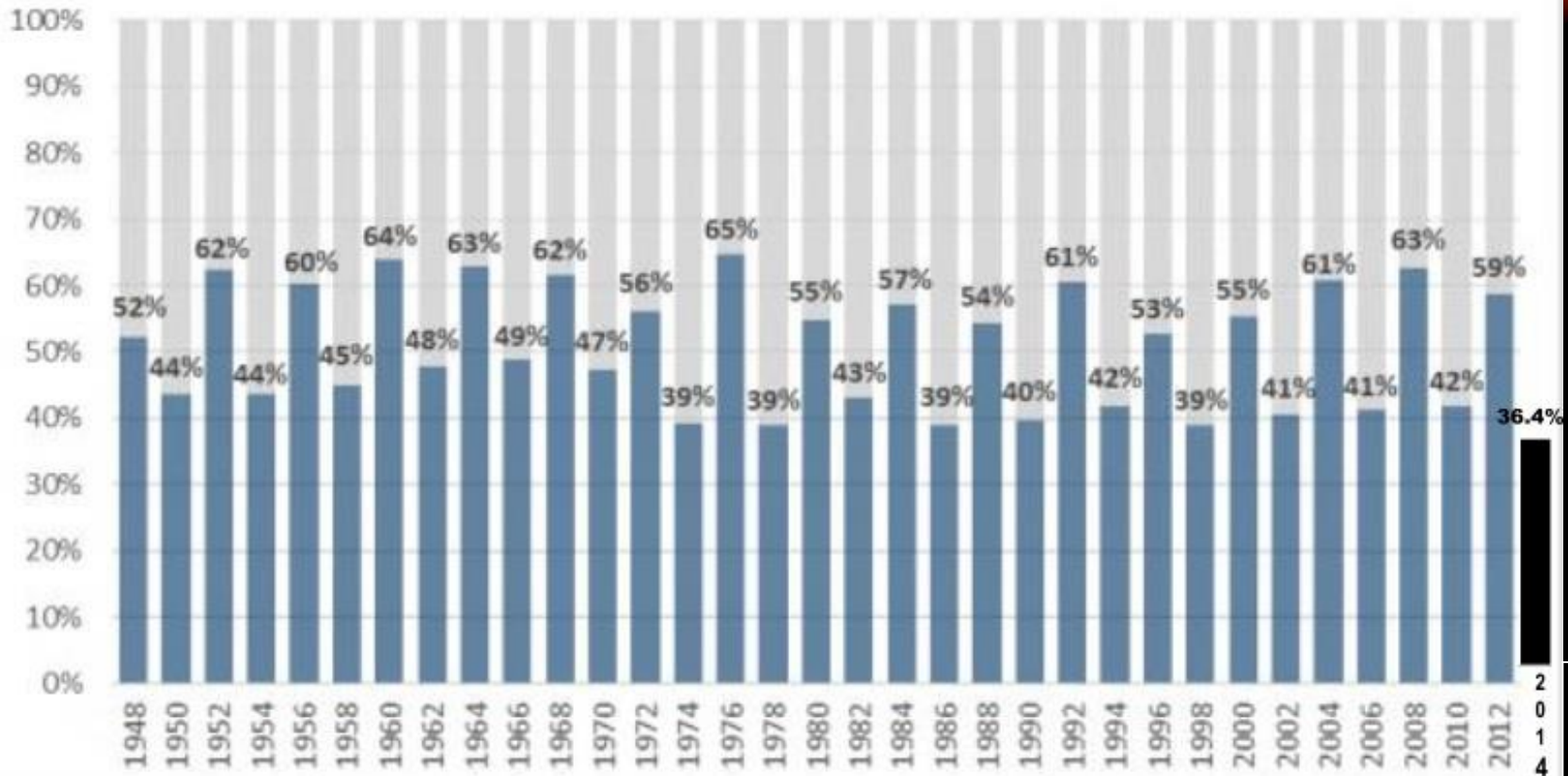


- Party identification-The self-proclaimed preference for one party or the other
(Democrat, Republican, Independent)
- Political Socialization- the process through which an individual acquires their particular political orientation
- Ticket-splitting- voting for different parties down the ballot
- Straight-ticket voting- voting for strictly 1 party
- Political efficacy-a voters belief that their vote counts; the higher your political efficacy, the more likely you are to vote

Voter Turnout



Turnout of U.S. Voting Eligible Population, 1948-2012



59.7%

2016

TABLE 13.6 Congressional Gains or Losses for the President's Party in Presidential Election Years

Presidents cannot rely on their coattails to carry their party's legislators into office to help pass White House legislative programs. The president's party typically gains few, if any, seats when the president wins election. For instance, the Republicans lost seats in both houses when President George W. Bush was elected in 2000.

YEAR	PRESIDENT	HOUSE	SENATE
1952	Eisenhower (R)	+22	+1
1956	Eisenhower (R)	-2	-1
1960	Kennedy (D)	-22	+2
1964	Johnson (D)	+37	+1
1968	Nixon (R)	+5	+6
1972	Nixon (R)	+12	-2
1976	Carter (D)	+1	0
1980	Reagan (R)	+34	+12
1984	Reagan (R)	+14	-2
1988	G. Bush (R)	-2	0
1992	Clinton (D)	-10	0
1996	Clinton (D)	-9	-2
2000	G. W. Bush (R)	-3	-4
2004	G. W. Bush (R)	+3	+4
2008	Obama (D)	+23	+8
2012	Obama (D)	+8	+1
2016	Trump (R)	-6	-2

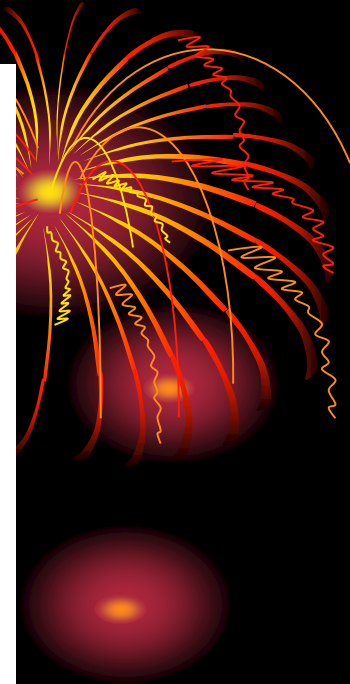
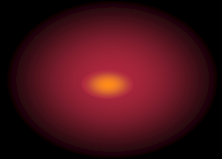
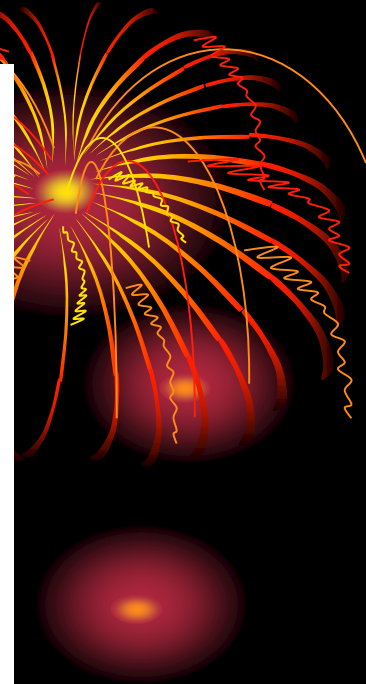


TABLE 13.7 Congressional Gains or Losses for the President's Party in Midterm Election Years

For decades the president's party typically lost seats in midterm elections. Thus, presidents could not be certain of helping to elect members of their party once in office. The elections of 1998 and 2002 deviated from this pattern, and the president's party gained a few seats.

YEAR	PRESIDENT	HOUSE	SENATE
1954	Eisenhower (R)	-18	-1
1958	Eisenhower (R)	-48	-13
1962	Kennedy (D)	-4	+3
1966	Johnson (D)	-47	-4
1970	Nixon (R)	-12	+2
1974	Ford (R)	-48	-5
1978	Carter (D)	-15	-3
1982	Reagan (R)	-26	+1
1986	Reagan (R)	-5	-8
1990	G. Bush (R)	-8	-1
1994	Clinton (D)	-52	-8
1998	Clinton (D)	+5	0
2002	G. W. Bush (R)	+8	+2
2006	G. W. Bush (R)	-30	-6
2010	Obama (D)	-63	-6
2014	Obama (D)	-13	-9



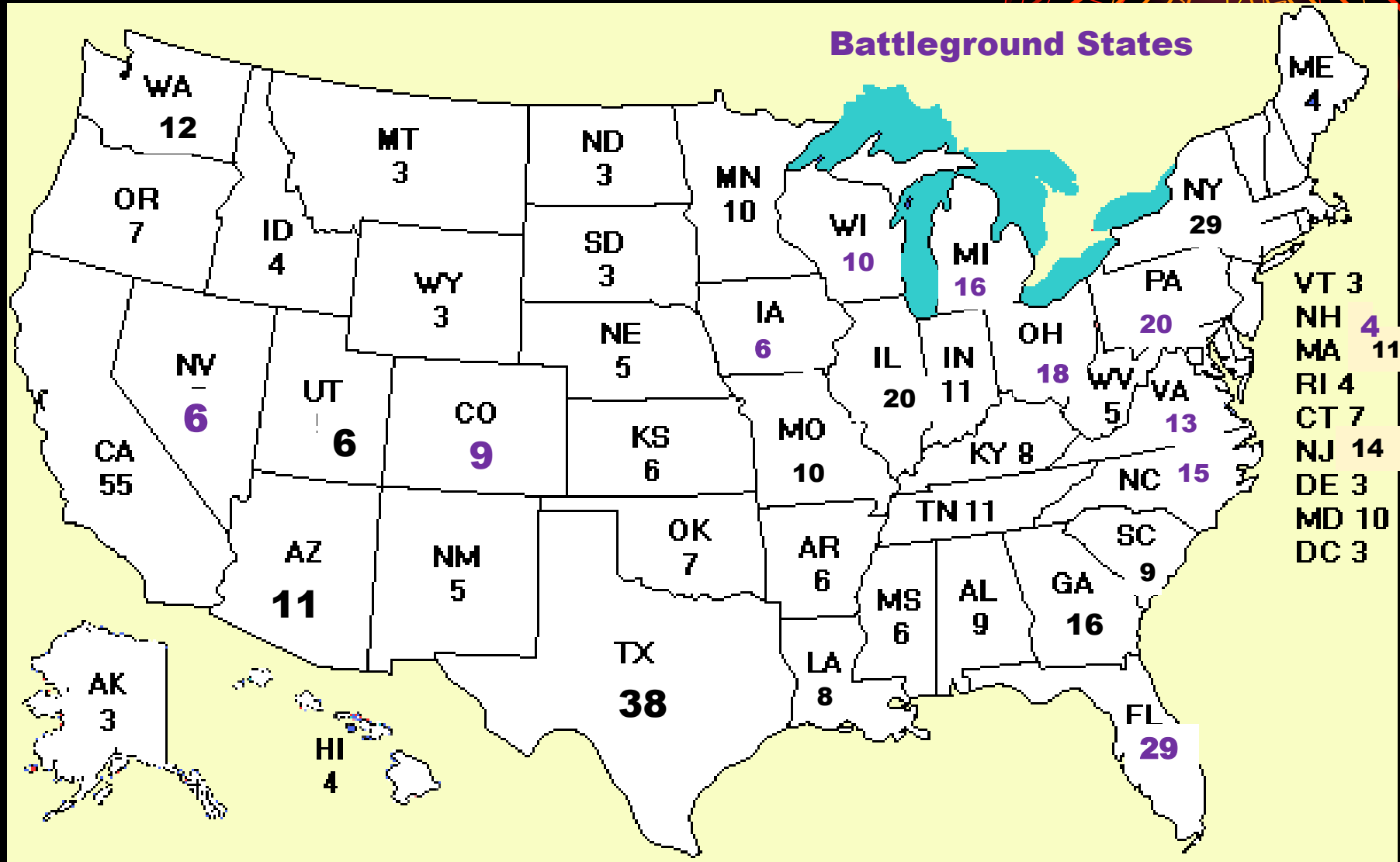


The Electoral College System

2016 Electoral College Map

U.S Population
318,900,000

Districts =
710,767



Electing the President/VP



- **Article II, Section 1 of the Constitution establishes the Electoral College**
- **Founders wanted Pres. chosen by the elite of the country**
- **Citizens do not directly elect Pres./VP, they elect electors**
- **States allow voters to choose between a statewide slate of electors pledged to vote for the Pres./VP tickets**

The Electoral College



- **How it works today:**
 - **Each state has as many votes as it does Representatives + Senators.**
 - **Winner-Take-All system- candidate that wins the popular vote in the state, wins all the states electors; exceptions are Maine & Nebraska which use a tiered system**
 - **Pres./VP ticket must win 270 out of 538 available electors (535 + 3 from D.C= 538)**
 - **If no candidate gets a majority (270 votes), the House of Representatives votes for president, with each state casting one vote (12th amendment) and the Senate votes for VP, with each senator casting 1 vote**

Electoral College Timeline

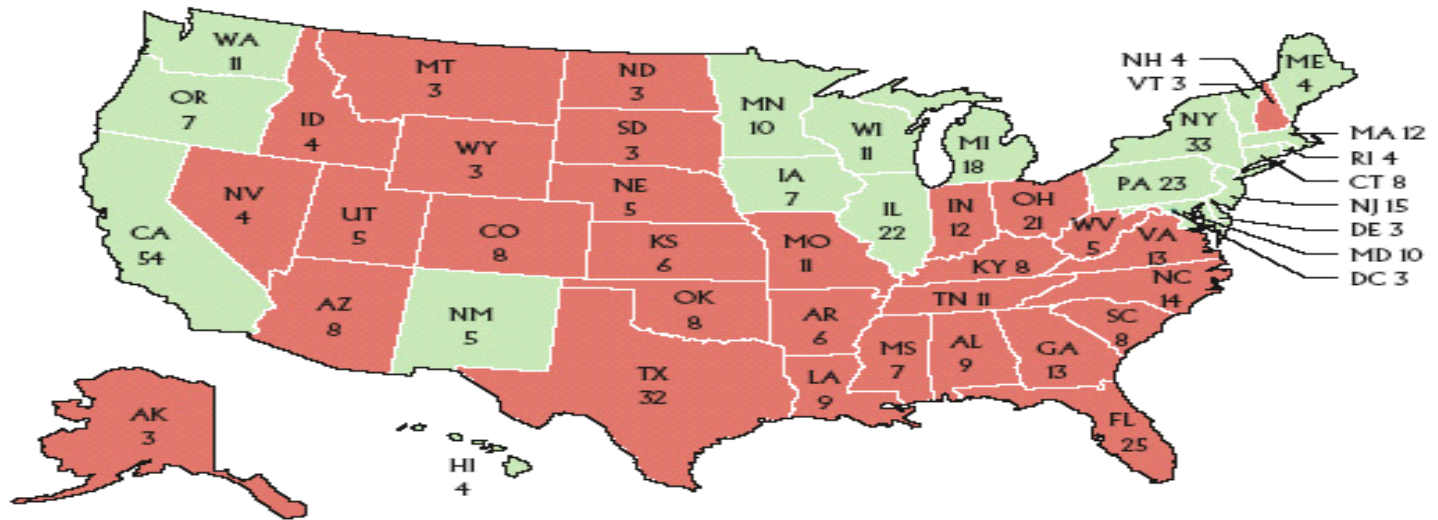


- **November- vote for President**
- **December- Electors go to State Capital to cast ballots for P/VP**
- **January- Electoral votes are counted, by the sitting VP, in a joint session of Congress**
- **January 20th- Inauguration Day**

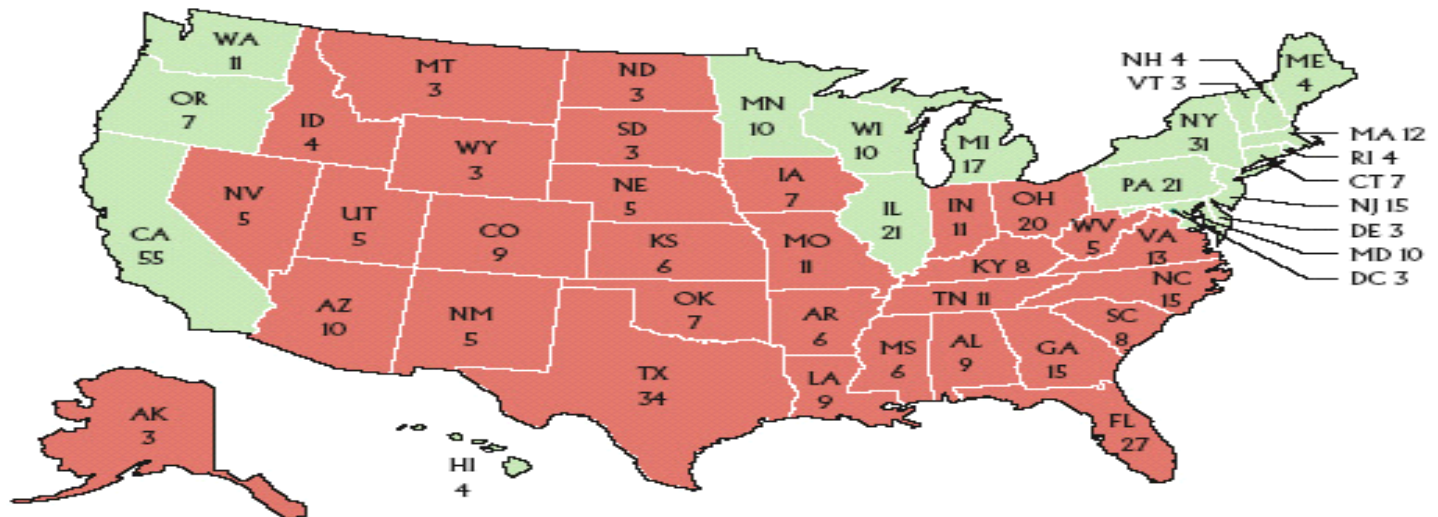
Figure 10.1 The Electoral College Results for 2000 and 2004

The two maps show the number of votes each state had in the electoral college in 2000 and 2004 and which states were carried by the Democrats (green) and Republicans (rose).

2000



2004



Election
2000

Bush 271

Gore 266

Election
2004

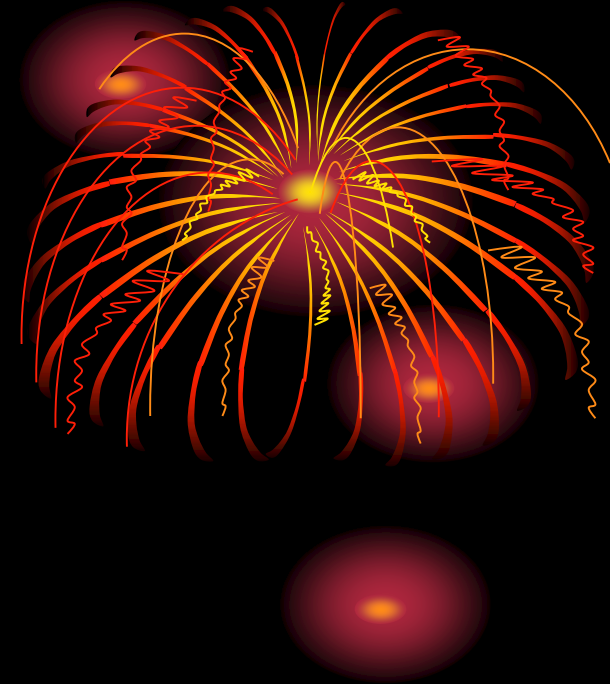
Bush 286

Kerry 251

TABLE 10.1 Reported Turnout Rates for Groups of U.S. Citizens in 2008

SOCIAL GROUPS	PERCENT
18-24	49
25-34	57
35-44	63
45-54	67
55-64	71
65 and over	70
No high school diploma	39
High school diploma	55
Some college	68
College degree	77
Advanced degree	83
White, non-Hispanic	66
African American	65
Hispanic	50
Asian American	48
Native Americans	53
Men	61
Women	66
Married	70
Single	56
Government workers	76
Self-employed	69
Work in private industry	62
Unemployed	55
Full-time student	56

Source: Authors' analysis of the 2008 U.S. Census Bureau survey.



2012 Exit polls

<http://www.washingtonpost.com/wp-srv/special/politics/2012-exit-polls/table.html#>

TABLE 10.2 Changing Patterns in Voting Behavior: 1960 and 2008 Compared

The demographic correlates of presidential voting behavior have changed in a number of important ways since 1960. In 1960, Protestants and Catholics voted very differently, in part because of Kennedy's Catholicism but also because Catholics were a key element of the Roosevelt-era Democratic coalition; by 2008, Catholics were only slightly more likely to support the Democratic nominee than Protestants. Today, the major difference along religious lines involves how often one attends religious services, with those who attend regularly being substantially more likely to support Republican presidential candidates. The least likely group to support Republicans these days is African Americans. As you can see in data here, Obama clearly drew more support from African Americans than did Kennedy. Democrats also gained support from female voters, who preferred Obama by 7 percent more than men but had voted for Nixon over the handsome Kennedy. Finally, Hispanics, who tend to support Democratic candidates, accounted for only about 1 percent of voters in 1960—too small to be captured accurately in surveys—but for 9 percent in 2008.

	KENNEDY	NIXON	OBAMA	McCAIN
Protestant	36	63	45	54
Catholic	83	17	54	45
Jewish	89	11	78	21
Regularly attend religious services	49	50	43	55
Often attend religious services	36	64	53	46
Seldom attend religious services	55	44	59	39
Never attend religious services	51	49	67	30
White	48	52	43	56
African American	71	29	95	4
Hispanic	NA	NA	67	31
Male	52	48	49	48
Female	47	53	56	43
18–29	53	47	66	32
30–44	51	49	52	46
45–64	50	50	50	49
65+	39	61	45	53
No high school diploma	55	45	63	35
High school diploma	52	48	52	46
Some college	33	67	51	47
College degree	38	62	53	45

Source: 1960 American National Election Study and 2008 National Voter Exit Poll.

Election Results

Obama: 365
McCain: 173

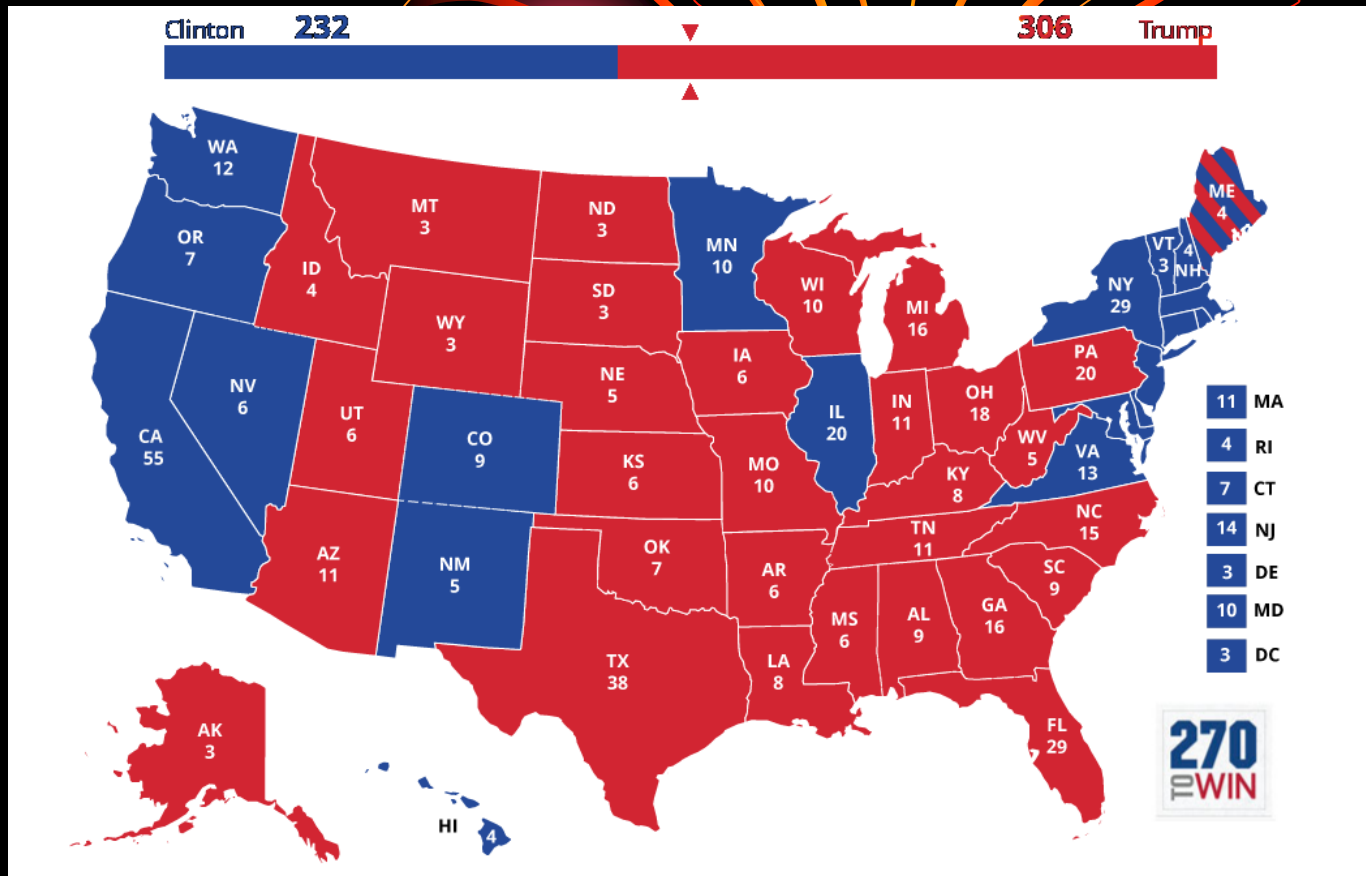


Obama: 332
Romney: 206

2012 Popular Vote
Obama
65,915,795 (51.1%)
Romney
60,933,504 (47.2%)



Election Results 2016



2016 Popular Vote

Trump: 304
Clinton: 227

Clinton
65,853,516 votes (48.2%)
Trump
62,984,825 votes (46.1%)

TRUMP

- **Michigan: Per the exit polls, Trump won rural and small towns by a 57%-38% margin -- up from Mitt Romney's 53%-46%.**
- **Pennsylvania: He won rural and small towns by a whopping 71%-26% -- versus Romney's 59%-40%.**
- **Wisconsin: He won rural and small towns by 63%-34% -- up from Romney's 53%-46%.**

Clinton

- **African Americans broke for Clinton, 88%-8% -- down from Obama's 93%-6% in '12**
- **Latinos broke 65%-29% -- down from 71%-27% in '12**
- **Millennials went 55%-37% for Clinton -- down from 60%-37% in '12.**