Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period: \_\_\_\_\_\_\_\_\_\_\_\_\_

Government Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Aim: How are voter’s behaviors influenced?

**Do Now**

What do you believe is the biggest factor that influences people’s decision when they vote? Why?

**How do observers learn about voting behavior?**

* They study the results of particular elections.
* They conduct and study public opinion polls.
* They try to understand \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – all of the complex influences that go into how people see the political world and their role in it.

**Political Socialization**

**Political Socialization**

* *The process by which people gain their political \_\_\_\_\_\_\_\_\_ & \_\_\_\_\_\_\_\_\_\_.*
	+ Begins in early childhood
	+ All of the experiences & relationships that lead people to see the political world
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_– include a voter’s personal social characteristics, such as age, race religion etc.
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – include how a particular voter sees parties, candidates, and issues in an election.

**Sociological Factors**

**Voter’s social & economic life**

* 1. **Personal \_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_, &**

**\_\_\_\_\_\_\_\_\_\_\_\_.**

* 1. **Group affiliations: family, co-workers, friends, etc.**

**Income & Occupation**

* Voters in the middle to upper income brackets are more likely to be \_\_\_\_\_\_\_\_\_\_\_\_\_\_. Ex. Professional & business people.
* Voters with lower incomes are more likely to be \_\_\_\_\_\_\_\_\_\_\_\_\_. Ex. Manual workers.

**Education**

* \_\_\_\_\_\_\_\_\_\_\_ graduates vote for Republicans in higher percentages than high school graduates.
* \_\_\_\_\_\_\_\_\_\_\_ graduates vote more often Republican than do those without a high school diploma.

**Gender, Age**

* Generally men have been no more or less likely to favor one party than have women.
* However, men do vote differently than women when issues of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are prominent in an election.
* Since 1980, women have been \_\_\_\_\_\_\_\_\_\_\_\_\_ likely to vote Republican in presidential elections.
* Younger voters have been \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ likely to be Democrats. (Under 30)

**Religious & Ethnic Background**

* Historical factors account for religious patterns:
	+ - Northern Protestants = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
		- Catholics & Jews more likely to be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
		- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ groups are more likely to vote Republican
		- Non-whites more likely to be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ since 1930

**Geography**

* + South used to be consistently \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_but over the past 30 years it has become increasingly \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ North & East are primarily \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Republican voters dominate the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Maine, Vermont, Kansas and the Dakotas are consistently Republican

**Family & Group Affiliations**

* 2 out of 3 voters follow the political attachments of their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ 9 out of 10 married couples \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the same partisan leanings
	+ Co-Workers/Friends: Those who work together tend vote very much \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Psychological Factors**

**Party Identification**

* \_\_\_\_\_\_\_\_\_\_-ticket voting
* Long-term factor
* Lost impact in recent years with an increase in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ voters.

**Candidates & Issues**

* \_\_\_\_\_\_\_\_-ticket voting
* Short-term Factor

**Apply your knowledge**

What factors influence how people vote?