4-9-2014

Party Building: Factors to Encourage Third Party Support Among 18-24 Year Olds

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Literature Review
Barriers to Success (Abramson 1995; Bowler 2000)
- Electoral College
- Money
- Media

Vote Choice Models
- Strategic Voting (Doyle 2006)
- Protest Voting (Southwell 2003)
- Inverse Tactical Voting (Lewis-Beck 2008)

Study Objectives
- What, if any, third party support exists among 18-24 year olds?
- What would encourage 18-24 year olds to support third parties?

Survey Design
- Importance of anonymity
- Questions from Pew and Gallup
- Piloted in American government course
- Distributed to summer courses

Demographics
N=208
Gender
- 69.4% female
- 30.1% male

Academic Area
- School of Education and Health Sciences 35.7%
- School of Engineering 27.0%
- Social Sciences 17.9%
- Business 14.8%
- Humanities 14.3%

Future Research
- Expand scope of survey
  - On campus
  - Nationwide
  - Other populations
- Actual impact of each factor

I would be more likely to support a presidential third party candidate if a member of that party had previously held statewide office.

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>10.3%</td>
</tr>
<tr>
<td>Agree</td>
<td>51.3%</td>
</tr>
<tr>
<td>Neither Agree nor Disagree</td>
<td>36.7%</td>
</tr>
<tr>
<td>Disagree</td>
<td>5.1%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>1%</td>
</tr>
</tbody>
</table>

Discussion
- 18-24 yr. olds likely to consider third parties
- Importance of changing views/political involvement
- Wide range of factors could improve support for third parties
- Third parties still face barriers