

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

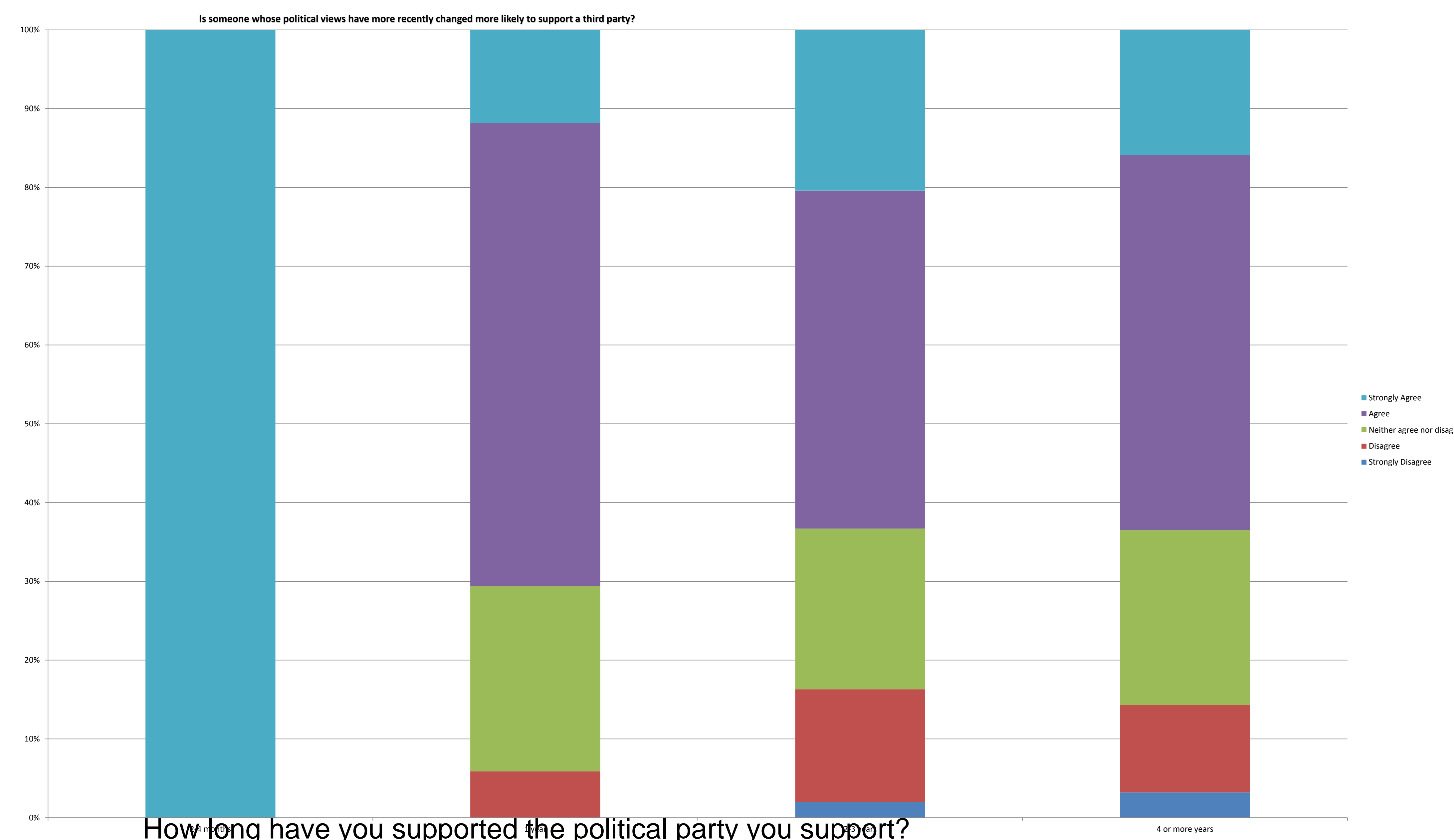
N=208

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%



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

Strongly Agree	10.3%
Agree	51.3%
Neither Agree nor Disagree	36.7%
Disagree	5.1%
Strongly Disagree	1%

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

Future Research

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