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%

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