

The Association Between a Person's Demographic and their Sentiment on Voting



Joseph Weidl, Quantitative Analysis Center, Wesleyan University

Introduction

Political engagement is an important topic in American Politics

- ▶ According to SPA Assistant Professor Seo-young Silvia Kim, "Campaigns focus on trying to advance their hold of particular demographic groups, because this [e.g., voter age, race, or origin] is readily-available information."
<American University, October 5, 2022. (2022, October 5). Do demographics control election outcomes?. American University. <https://www.american.edu/spa/news/do-demographics-control-election-outcomes.cfm>>
- ▶ Understanding the relationship between demographics and vote choice allows political campaigns to craft more targeted and effective messaging strategies, thereby increasing their chances of success in mobilizing and appealing to key voter groups.
- ▶ This analysis strives to decode which specific demographics are more inclined to view voting as a choice or an obligation.

Methods

Sample

- ▶ The inducted sample, American National Election Studies (ANES), views a collection of data that focused on people ages 18-80+.
- ▶ Features re-interviews with 2016 ANES respondents, a freshly drawn cross-sectional sample, and post-election surveys with respondents from the General Social Survey (GSS).
- ▶ All respondents were assigned to interview by one of three mode groups – by web, video, or telephone.

Measures

- ▶ This study will measure the Age, Race, and Parent's Place of Origin regarding respondents. These will be classified as Independent Variables.
- ▶ The dependent variable used in this study - "Do you feel very strongly that voting is a choice" pertains as a Yes/No response.

Research Question

Which specific demographics are associated with a person's sentiment on voting?

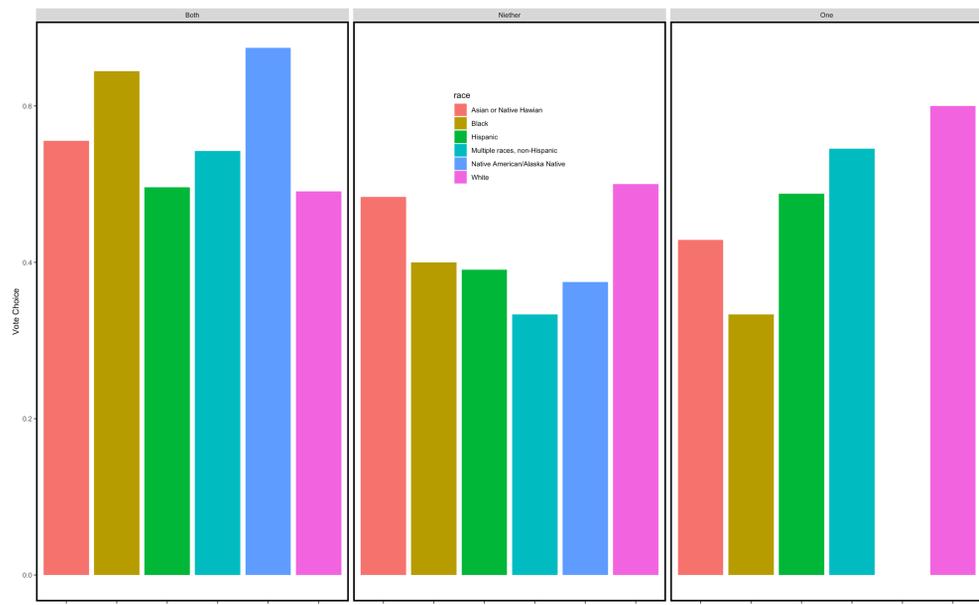


Figure 1. Proportion of Respondents that feel voting is a choice, by race and parents origin

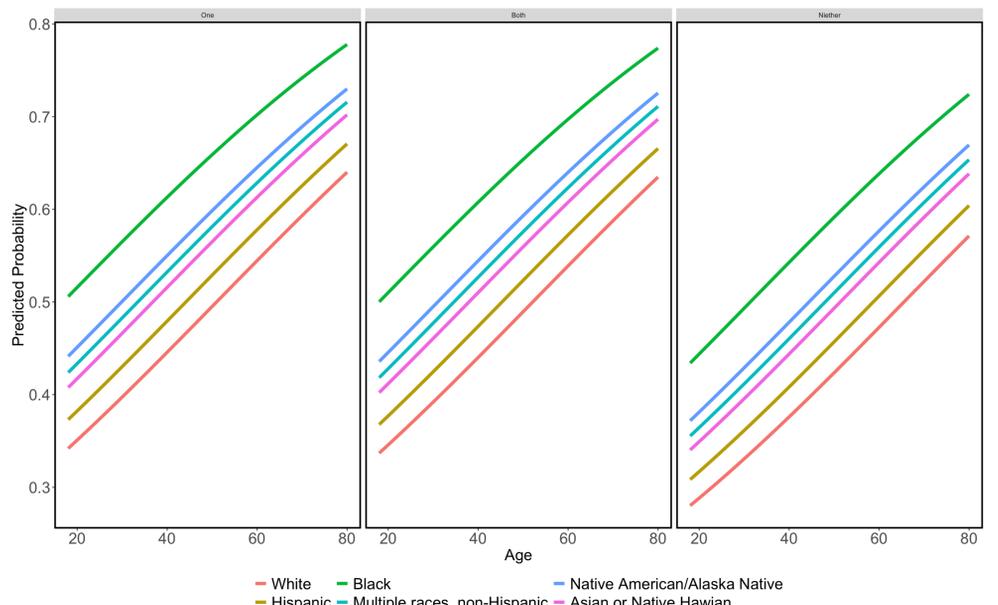


Figure 2. Regression Plot of Respondent's Race and Parent's Place of Origin Determined by Age

Bivariate Results

- The chi-squared test indicates a statistically significant relationship between a respondent's binned age and their sentiment on voting ($p < 0.0001$)
- The chi-squared test indicates a significant difference between a respondent's race and their sentiment on voting. This is demonstrated by $p = 0.01374$. Post-hoc reveals asian-black, black-hispanic, and black-white groups to be significantly different
- The chi-squared test of significance indicated that there is not a significant relationship between a respondent's parent place of origin and the impact it holds on their perspective of viewing voting as a choice. This is demonstrated by $p = 0.1279$

Multivariate Results

- Logistic Regression Analysis showed that age is significantly associated with viewing voting as a choice. A one unit increase in age corresponds to a 1.02 times higher expected probability of viewing voting as a choice (O.R. 1.02 | CI = 1.02, 1.02 | p -value = $2e-16$)
- No significance between any of the tested races and the outcome.
- No significance between any of the tested origin sub-variables and the outcome.

Discussion

- Visually, respondents whose parents were not both born in the United States appear to be less inclined to perceive voting as a choice than respondents with both parents born in the United States
- This can be understood through *The Political and Civic Engagement of Immigrants*, an article published by Caroline Brettell, covering the civic engagement of second-generation minorities within the US
- Findings from my regression model, show clear significance between age and viewing voting as a choice.
- This can be further accentuated through findings in my literature, particularly revolving an article published by the Pew Research Center. The article discusses how older people are more engaged in the political process, compared to younger individuals, due to increased civic knowledge.

Citations

American University. October 5, 2022. (2022, October 5). Do demographics control election outcomes?. American University. <https://www.american.edu/spa/news/do-demographics-control-election-outcomes.cfm>

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