Campaigns and Elections

Presidential Nomination Campaigns
• Delegate Selection: Primaries and Caucuses
• Primary Calendar
• Plan ahead
• Raising money
• Focus on early contests
• Playing the media game
• Momentum
• Winnowing stage
• The Party Decides?
• Convention

General Election Campaign
• Electoral College Strategy
• Electoral College Reform?

2016 Electoral Votes
2016 Electoral Votes in Proportion

2016 Votes by County

2016 by County, resized for population

More Electoral College Fun

• NY1 Map

A More Polarized Electorate

More massacres

The national margin in 1980 and 2000 were nearly the same, reflecting a nationwide shift to the right.
Candidate strategy

- Managing the news
- Debates
- Advertising campaign

The Voters Decide

- Party identification

Party Identification and Vote Choice

<table>
<thead>
<tr>
<th>Party Identification</th>
<th>All</th>
<th>Clinton</th>
<th>Trump</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrat</td>
<td>40%</td>
<td>92%</td>
<td>8%</td>
</tr>
<tr>
<td>Republican</td>
<td>31%</td>
<td>8%</td>
<td>92%</td>
</tr>
<tr>
<td>Independent</td>
<td>29%</td>
<td>47%</td>
<td>53%</td>
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</tbody>
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Party Identification and Vote Choice (II)

<table>
<thead>
<tr>
<th>Party Identification</th>
<th>All</th>
<th>Clinton</th>
<th>Trump</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong Democrat</td>
<td>25%</td>
<td>97%</td>
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<tr>
<td>Weak Democrat</td>
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<tr>
<td>Lean Democrat</td>
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<tr>
<td>Pure Ind</td>
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<tr>
<td>Lean Republican</td>
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<td>91%</td>
</tr>
<tr>
<td>Weak Republican</td>
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<td>18%</td>
<td>82%</td>
</tr>
<tr>
<td>Strong Republican</td>
<td>20%</td>
<td>3%</td>
<td>97%</td>
</tr>
</tbody>
</table>

The Voters Decide

- Issues
- Economy
- Candidate evaluations
- Exit polls
- Do campaigns matter?
- To vote or not
- The demographics of elections

2016: What happened?
Racial composition of presidential electorate

Congressional Elections

- Incumbency Advantage
Congressional Elections

- Public attention
- District service
- Money
- Gerrymandered districts
- Senate campaigns
Voters in Congressional Elections

- Partisanship
- Information
- Incumbency
- Nationalizing politics and the declining advantage of incumbency

Campaign Finance

- The two campaign finance systems
- The regulated system
- The unregulated system