

To be a politician

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In order to assess the effects of those important factors I have studied the results of National Elections and the most important American trends.

**The Gender Factor:**

**Introduction:** 1) Many changes have happened since the 1980 election, in which two simultaneous facts generated some controversy: men and women participation became equal, but, at the same time, a different voting behavior was registered. 2) Factors like gender, age, education, race and income interact and influence the voting behavior concurrently. It is very difficult to insulate them. 3) The American electorate is composed by more women than men and women have gained impressive influence on public affairs; 4) The gender factor is not evident in Governors and Senators elections, but absolutely visible when voting for the Candidate for President; 5) Women became more liberal and participative and men more conservative; 6) An important difference in voting behavior due to gender factor may represent the final difference in elections outcomes; 7) In the 1994 elections, the gender gap as a result of subtracting the difference of man and women behavior, reached 22 %; 8) the magnitude of the women electoral participation and the increasing quality of the female representation have made them a very strong Policy Elite ( those with decisive influence, as a group, on the top decision making process)

**Trends /USA:**

- More women are running for public offices, and they usually win. GOP is paying attention to this fact and stimulating more women to run.
- The more education women get, the more Democratic they are. The more formal education men get, the more republican they are.
- Women's votes are greater in number than men's votes and they are more likely to vote specially in elections with intensive media campaigns.
- More women and men vote for winners ( the economy of the vote itself: nobody wants to waste the vote but those with some additional perception of the alternatives).
- Women are more willing to vote for the Democratic Party National Ticket than men (9% more)
- White women are more Democratic and white men are more Republican. Although, white women democratic spirit is less intense
- Color women are also more Democratic than color men. However, color men are still very Democratic ( men are Democratic but with less intensity and passion)
- The younger women are, the more Democratic they are ( 18-24 group is almost double). The older men are, the more Republican they are.
- Catholic & Protestant women are more Democratic than men, but there is not a substantive directional difference.
- Both Jewish men and women are largely Democratic ( men even more intensity)
- Atheists are more Democratic.

### **The Age Factor**

**Introduction:** 1) Many factors are in constant interaction and they influence the voting behavior.

However, some factors are easier to measure up than others. The effect of the age is not as clear as the effect of the gender; 2) Young people have shown more loyalty to their party than older people in subsequent elections; 3) Voting behavior patterns of young people vary a lot and in some cases are highly changeable in the same area.

#### **Trends/ USA:**

- The intensity of men inclination to vote for the Republican Party increases throughout their lives. So, as they get older, they are more likely to vote for Republican Candidates.
- The level of education has an important influence on the voting behavior direction of some groups. So, the more educated, the less republican until 60 years old and over (then the Republican tendency increases again).
- The level of income also affects the voting behavior of some groups of age. So, the more money they have, the more Republican and conservative they are. This effect is specially evident in the group which its income is \$100,000.00 per year or more and they still are within the category of 30-40 years old.

The age factor explains some rates of electoral attendance of some groups. In fact, turnouts records show that young people are more likely to vote, specially when it is their first time but later on, their interest in participating in elections decreases. Then, when they moved into higher ranks of the age, the electoral interest appears again.

### **The Income Factor**

**Introduction:**1)This is a decisive factor when acting simultaneously with the age and gender; 2) It is easier to analyze its own implications because there are some important clues and data which may be insulated;3)This factor has a great influence specially on the turnout.;4)It reveals the greatest electoral paradox of USA: Those who represent such a strong and homogenous group are not the specific targets of those who want to win at the polls.

**Trends USA:**

- Lower class people strongly support the system and the Government institutional actions but they are not likely to vote as they are expected to. Also, their low-range expectations may be easily fulfilled.
- Upper class ( specially middle class) people strongly dislike many Government actions, assume critical positions but they are more likely to vote as a measure to preserve their own interests. Then, most campaigns are aimed to call the attention of this segment of the electorate. For most candidates, attention of the critical middle class is the currency of their message to the critical middle class. The middle class is the key indicative of any candidate's possibilities.
- The level of income becomes relevant to indicate the tendency of the voter ( more income, more republican ), but it is not sufficient to explain the final outcome by itself.
- The fact that middle income people represent 43.4% of the population makes that segment the most influential interest group on any policy making process.

