

# Campaigns and Elections



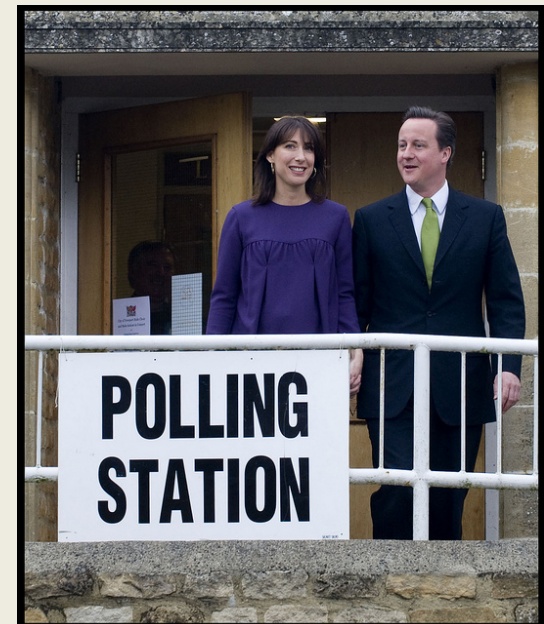
**I. CAMPAIGNS**

**II. ELECTIONS**

**III. ELECTORAL  
BEHAVIOR**

**IV. OTHER ELECTIONS**

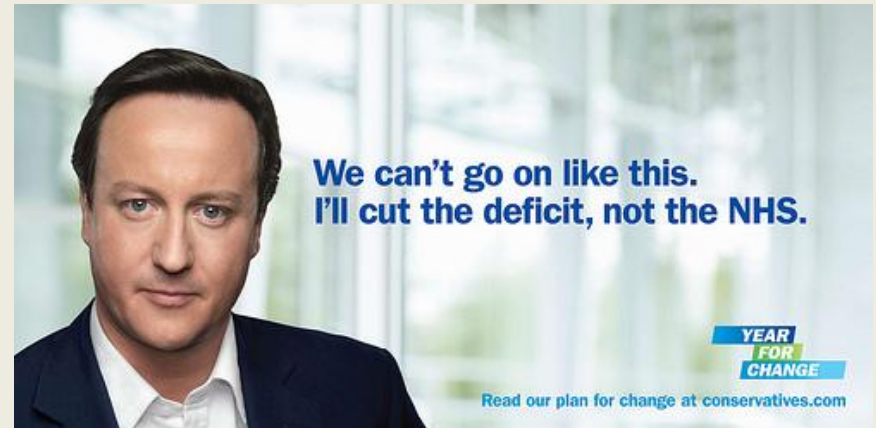
**V. CHANGING THE  
ELECTORAL SYSTEM?**



# I. Campaigns



- Calling an election
- The party manifestos
- The national campaign
  - The media campaign
  - Campaign finance
  - Party election broadcasts
- The local campaign
  - Limits on constituency spending



The nice side of the campaign...



## II. Elections



- Constituencies
- Candidates
  - 18 years old and £500 deposit
- Safe, Unsafe, and Marginal Seats
- Election Night
  - Change government immediately unless...
- Coalition formation

The moment it all ended



The serious and the silly  
on election night 2010



# III. Electoral Behavior



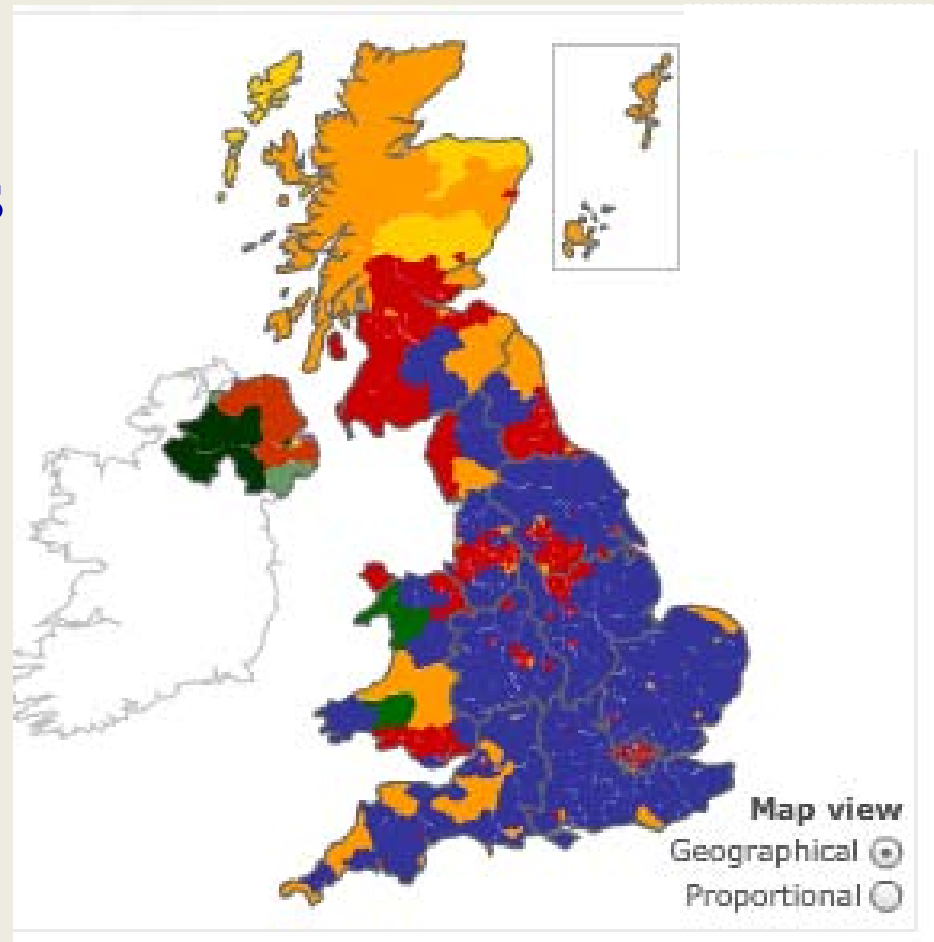
- Class-party identification model
- Economic change, class dealignment, party dealignment
- Major factors influencing voting
  - Demography (age, gender, race)
  - Geography (north-south divide)
  - Issues
    - ✦ Retrospective or prospective?
    - ✦ Specific or general?
- Electoral Reform



# 2010 UK Election Map



- **RED = Labour**
- **BLUE = Conservatives**
- **ORANGE = Liberal Democrats**



## IV. Other Elections



- European Parliament
- Scottish Parliament
- Welsh National Assembly
- Northern Ireland Assembly
- London Assembly & Mayor (May 3)
  - Referenda on elected mayors (11)
- Local Councils
  - Most England/Wales; all Scotland (May 3)
- Variable methods of election



Who gets to carry  
the torch?

# IV. Changing the Electoral System?



- MPs elected on single member, simple-plurality (SMSP) system
- Problems with SMSP
  - Parliamentary majorities not popular majorities
  - Exaggerates two-party vote/punishes small parties
    - ✦ 2010: Labour = 29% of votes, 40% of seats
    - ✦ 2010 Lib Dems = 23% of vote; 9% of seats
- Benefits of SMSP
  - Simple and understandable to voters
  - Produces clear Parliamentary majorities

