

Campaigns and Elections



I. CAMPAIGNS

II. ELECTIONS

**III. ELECTORAL
BEHAVIOR**

**IV. 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



II. Elections



- Constituencies
- Who can and does run for office
 - 18 years old
 - £500 deposit (lost if receive less than 5% of the vote)
- Safe, Unsafe, and Marginal Seats
- Election Night
- Old government out, new one in the next morning

“Tony **B**liar”
Election Night 2005



III. Electoral Behavior



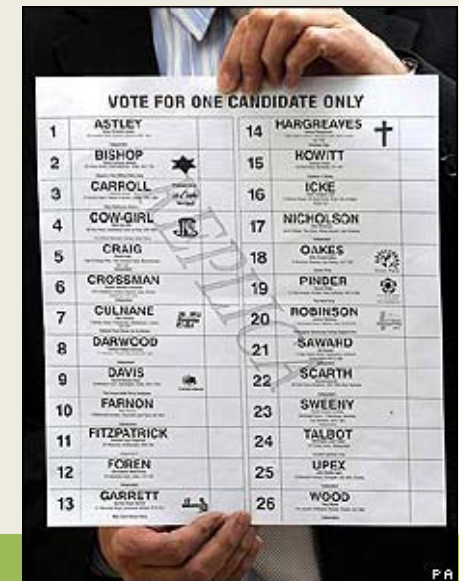
- Class-party identification model
- Economic change, class dealignment, party dealignment
- Major factors influencing voting
 - Demography (age, gender, race)
 - Geography (North-South divide)
 - Issues
 - ✦ Retrospective or prospective?
 - ✦ Specific or general?



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
 - ✦ 2005: Labour = 35.2% of votes; 56.5% of seats
 - ✦ 2005 Lib Dems = 22% of vote; 9.8% of seats
- Benefits of SMSP
 - Simple and understandable to voters
 - Produces clear Parliamentary majorities



2005 UK Election Map



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

