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

We can’t go on like this. I’ll cut the deficit, not the NHS.

The nice side of the campaign...

Our pledges to you...
Secure the recovery
Raise family living standards
Build a high tech economy
Protect frontline services
Strengthen fairness in communities
II. Elections

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

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
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