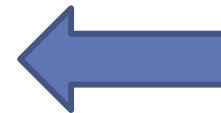
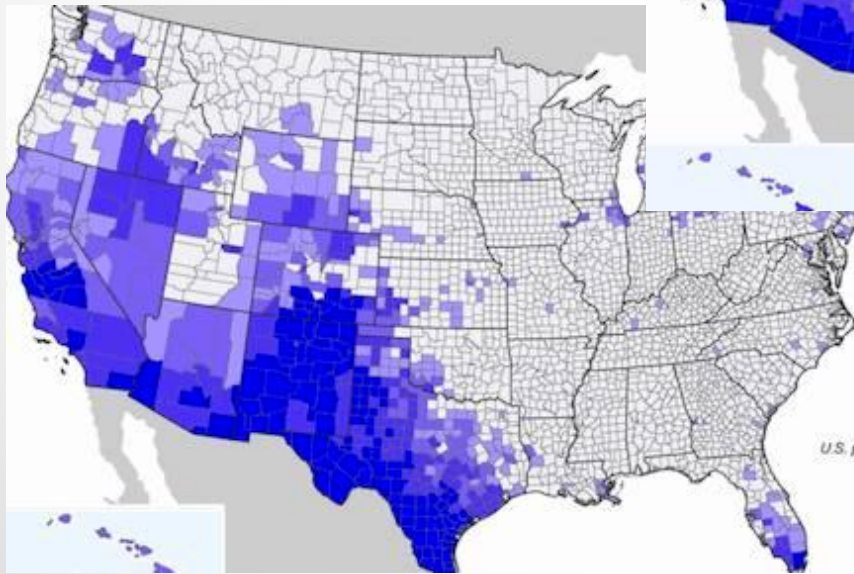
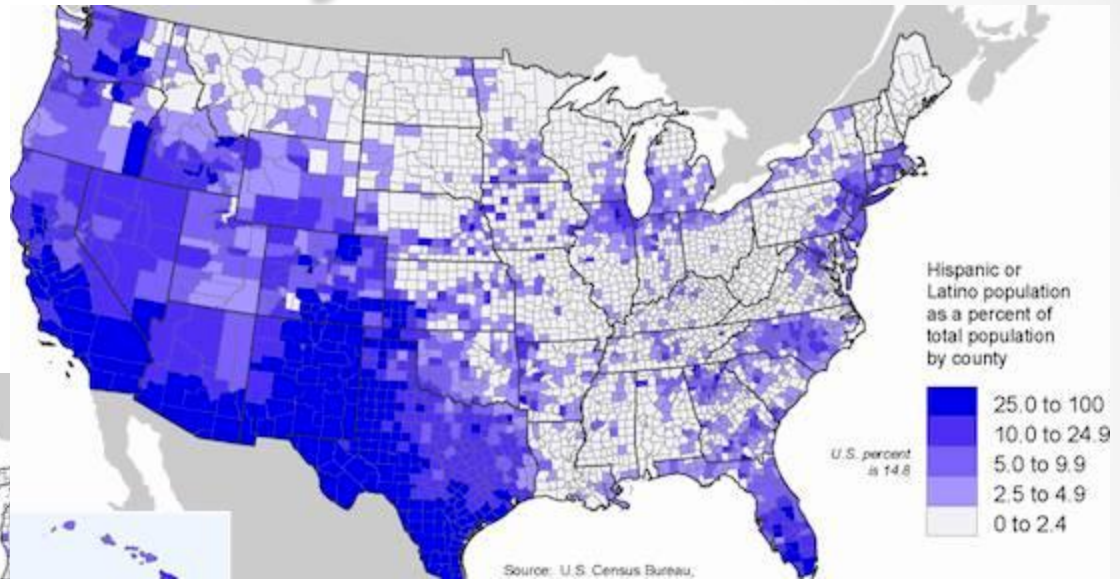


Latino Party ID: Inherited or Learned?

By Dylan Davison
Dr. Patrick Donnay
Political Science Class of 2013

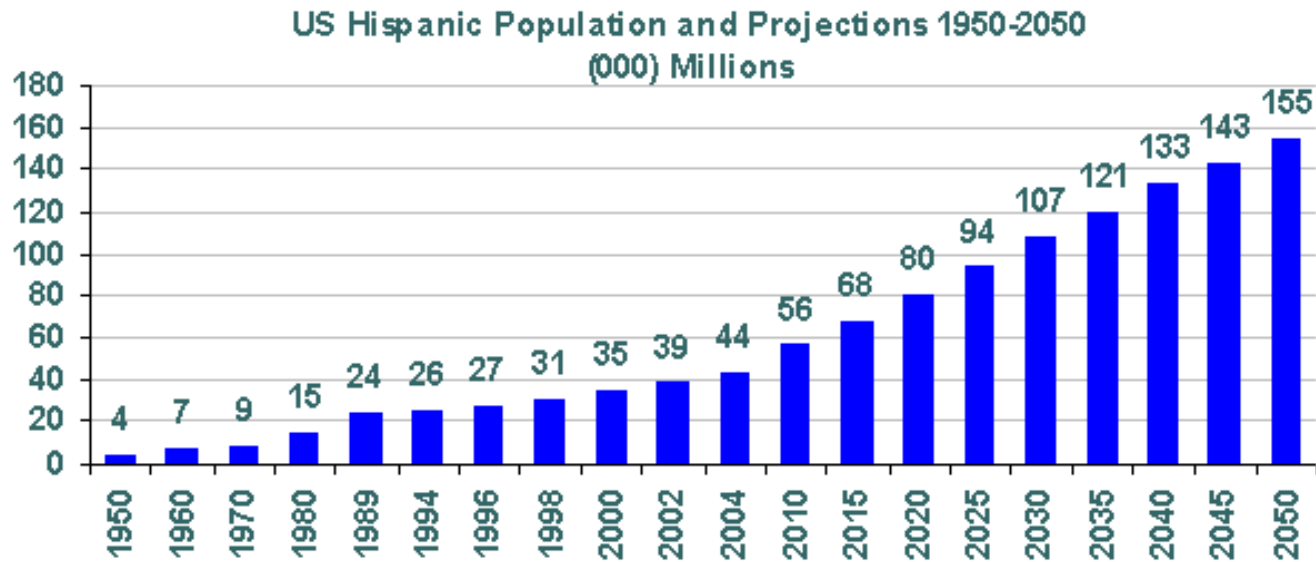
Why?

Latino Population
as of 2010



Latino Population
as of 1980

Importance



Source: Synovate, U.S. Census Bureau

Literature... Theory

1. Knoke, Greenblatt, A. (2008). Changing U.S. electorate: are demographic trends reshaping U.S. politics? *CQ Researcher*

Online

- Starts to detail the changes in our racial make-up as a nation
- Latinos becoming a bigger voting block

Theory Cont.

1. D., & Hout, M. (1974). Social and demographic factors in american political party affiliations, 1952-72. *American Sociological Review*
 - Talks about what factors go into party ID
 - Race, Region, Religion, political socialization
 - Age also affects party ID
2. Kroh, M., & Selb, P. (2009). Inheritance and the dynamics of party identification. *Political Behavior*
 - Establishment of inheritance versus learned party ID
 - Traditionalists (Inherited) vs. Revisionists (Learned)

Theory Cont.

1. Dutwin, D., Brodie, M., Herrmann, M., & Levin, R. (2005). Latinos and political party affiliation. *Hispanic Journal Of Behavioral Sciences*
 - Found that Latinos are more likely to identify themselves as Republican because of traditional family values
 - Implications of this are far ranging
2. Evans, D., Franco, A., Polinard, J., Wenzel, J., Wrinkle, R., Ethnic concerns and Latino party identification, *The Social Science Journal*
 - Influence of ethnic concerns on party ID of Latino voters
 - Found to affect party ID
 - Latinos are more likely to support candidates and parties that show concern for their interests.

Methods

- Dataset:
 - Pew Hispanic Center
 - 2008 Post-Election Survey
 - 1,540 Respondents age 18+

Results/Tables

Table 1.1 Latino Party Identification
by Annual Household Income

Political Party Identification		Annual Household Income			Total
		<\$20,000	\$20,000-74,000	\$75,000+	
Republican Party	Count	93	105	49	247
		21.0%	18.7%	32.0%	21.4%
Democratic Party	Count	313	403	90	806
		70.8%	71.8%	58.8%	69.7%
Independent	Count	36	53	14	103
		8.1%	9.4%	9.2%	8.9%
Total	Count	442	561	153	1156
		100.0%	100.0%	100.0%	100.0%

Results...

Table 1.4 Latino party identification by Citizenship crosstabulation			7. Are you a citizen of the United States?		Total
			Yes	No	
	Republican party	Count	53	78	131
			21.4%	18.4%	19.5%
	Democratic party	Count	176	294	470
			71.0%	69.2%	69.8%
	Independent	Count	19	53	72
			7.7%	12.5%	10.7%
Total		Count	248	425	673
			100.0%	100.0%	100.0%

Conclusion

- Results indicate that Party ID is learned over time but also inherited in regards to ethnicity.
 - Initially, Latino voters are split 50/50 in regards to being Republican or Democrat
 - Become more partisan and less independent over time.
 - Income relationship is inconclusive
 - Citizenship relationship is inconclusive
 - Implications:
 - Demographics
 - The Latino population is growing and is expected to surpass 40% of the population by 2050.
 - The party that can take advantage of this and secure Latino loyalty will win elections down the road as the white vote, percentage-wise, continues to shrink.

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