Republicans vs. Democrats
Political Ideology

- The body of ideas reflecting the social needs and aspirations of an individual, group, class, or culture.

- A set of doctrines or beliefs that form the basis of a political, economic, or other system. (Webster's Dictionary)

- Where do you stand on certain issues?

**Two Views**

- Conservative (usually associated with Republicans)
- Liberal (usually associated with Democrats)
- Both Conservative and Liberal Republicans
- Both Conservative and Liberal Democrats
Republicans

- Republicans
  - Small Government
  - Favor individual liberty and rejects excessive Government activity
  - Gov’t activity = maintain **domestic** and **foreign** social order and social norms
    - Keep the “Status Quo”
  - People decide for themselves
  - Traditional Values
  - Pro Military aid to allies
    - “Hawkish” (pro military)
Democrats

- Big Government
- Ensure individual liberties & at the same time promote equality “Bleeding Hearts”
- Active Gov’t on behalf personal rights
  - Affirmative Action
- “Big Spenders”
  - Medicare and Medicaid
  - Jobs programs
Most people fall somewhere in the **middle**

Moderate/Independent Category
Regions of the Country

**Republicans**
- South
- Midwest
  - Sm. Businesses
  - Sm. Towns (Rural)
  - Bible Belt

**Democrats**
- West Coast
- East Coast
  - Minorities
  - Lg. Cities (Urban)
Bases Electoral Support

**Republicans**
- Religious
- Wealthy
- Men
- Elderly
- Agriculture Business

**Democrats**
- Minorities
  - African Americans
  - Hispanics
- Lower SES
- Women
- Young People

***Middle class often times swing voters***
Political Socialization

- Process by which an individual acquires their political ideology

**What factors contribute?**
- Region country where you live
- Profession
- Education
- Religion
- Age
- Race
- Sexual Orientation
- Family/Friends
- SES
- Media
What are the top 3?

#3 Education

#2 Media

#1 Family/Friends
  - People you spend the most time with