

Factors of voting personalization in Spanish elections, 1979-2004

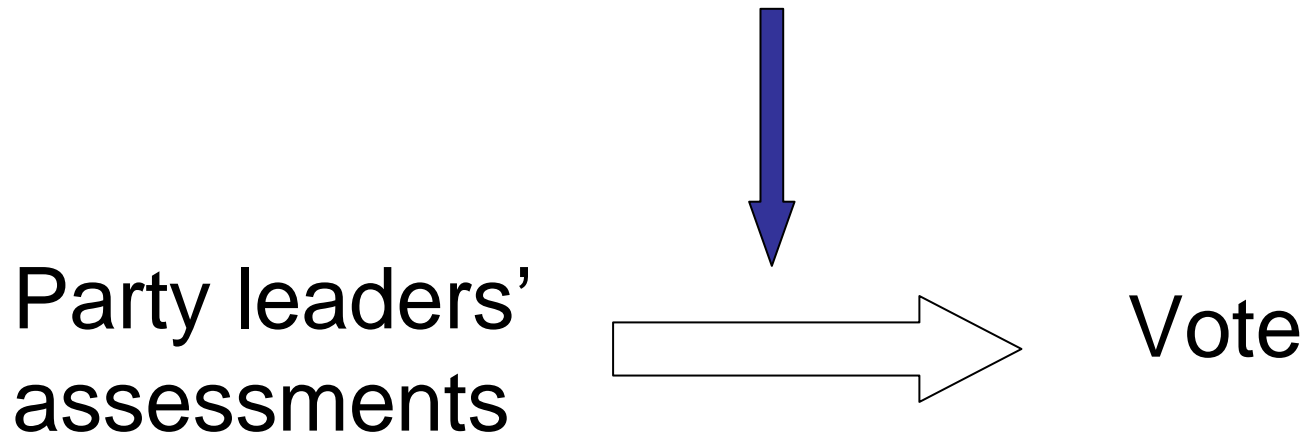
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“The impact of leaders is, it seems, as variable and unpredictable as are human personalities themselves”

(Curtice and Holmberg 2005: 252)

Factors of personalization



Factors of voting personalization:

- Individual
(e.g. political sophistication, media exposure)
- Contextual
(e.g. institutional design, party system, media emphasis)

Hypotheses

- 1) Incumbency: incumbent presidents have a higher effect on their party's vote than other leaders

Why?

- information asymmetries
- more reliable (factual) information

Hypotheses

2) Elegibility: leaders with real chances to take office are more important to their party's vote

Why?

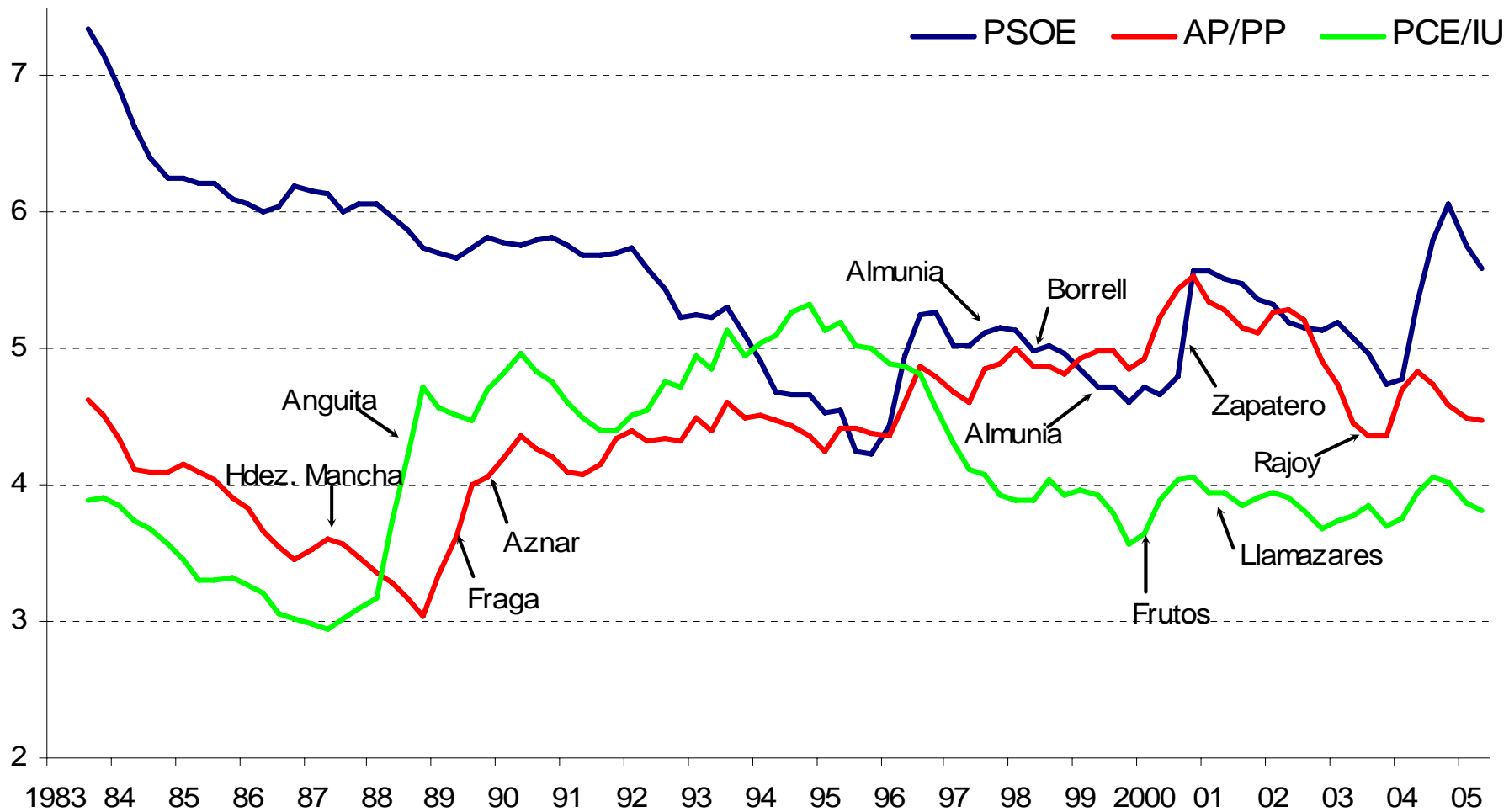
- information asymmetries
- almost direct election of president

Hypotheses

3) Popularity: leader evaluations matter more when leaders are particularly (un)popular

Why?

- common impression?
- information asymmetries



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Model

Vote = a + b (party evaluation) + c (leader evaluation) + u

Binomial logistic regression (PSOE, PP, IU, UCD, CDS)

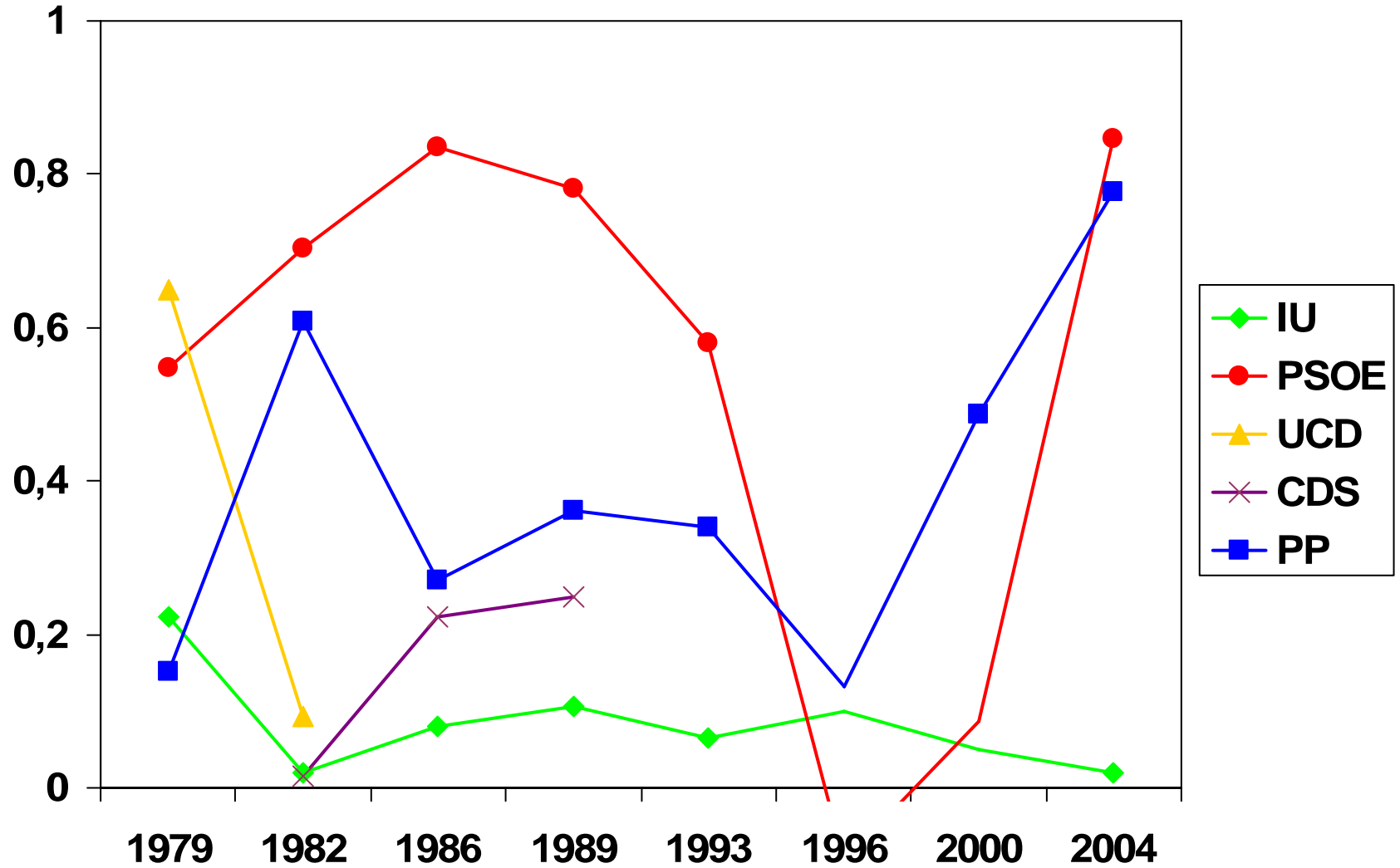
First differences

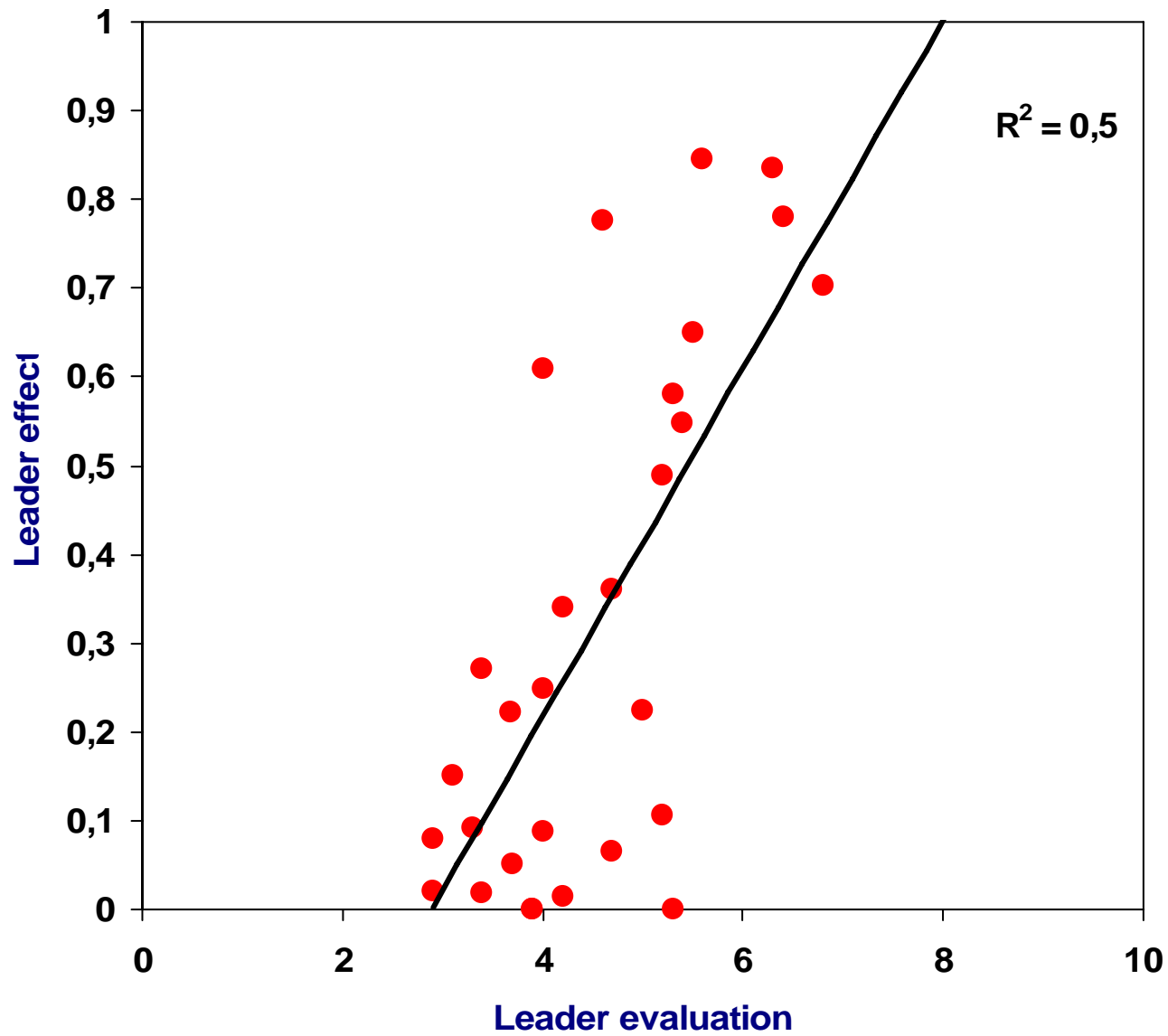
Data

Post-election surveys:

- DATA (1979, 1982, 1993)
- CIS (1986, 1989)
- CSES (1996, 2000)
- TNS-Demoscopia (2004)

Leader effects 1979-2004 (1st diff.)





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Results

- Incumbents tend to matter more than other parties' leaders (but 1982 and 1996)
- Leader effects are higher for the two largest parties (“government parties”)
- The more popular a leader, the higher her influence
- A role for polarization?

Thank you

Comments welcome

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