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## Awareness of Voters

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## Election Issues: What Influences Awareness of Voters?

By Eric Babcock

### *Summary*

*This article explores data that speaks to the awareness and interest of students and faculty of a small university of the Central Coast of California in the 2008 General Election. The results correlate with existing literature stating that family tradition and ideology greatly influence the way voters think and will vote and that whether citizens regularly vote or not, they will display similar knowledge of current events based on the news sources. The information fed by the media is utilized by students and faculty as a way to stay current on popular domestic and international events. The selection of the sources for news reported by respondents aligns with the ideology and political positions backed by family tradition.*

### **Introduction**

What are the main factors influencing voters' awareness and decisions? Recent studies show, and this essay on a California central coast public university apparently confirms that whether students and faculty are avid or infrequent voters, their knowledge of national and international issues is closely related to what they hear and see as current events on radio, television broadcasts as well as on their internet home pages. Their decisions appear to be based on the individual's family tradition, reinforcing an ideology that, in turn, supported by the candidate and the party representing that ideology (Doppelt and Shearer 2001)

This report also shows that the decisions that are expressed by respondents in relation to their preferences are made based on information received during the political candidate's campaign. The decisions are also made on the basis of political cues such as ideology and party identification that the news media delivers to the general public. It is the media's images and ideas on the candidates that the electorate adapts as their

own. Gathering information on particular issues is a burden for the average American, so this is why the "informed voter" is at best, product of news sources selected by the individual voter. The news utilized by individual voters are those which associate with their particular ideology which is, in most cases reinforced by a voter's family tradition. (Gelman and King 1993),

The purpose of this research this report is based on was to discover primary influences on voters of the California State University at Monterey Bay (CSUMB). CSUMB is a 1,387 acre campus located between the California Salinas Valley and Monterey Bay. Established in 1994 on the site of the former U.S. Army's Fort Ord Army Base, its primary mission is to serve the traditionally underserved and low income population of the Monterey, Salinas and San Benicio Counties.

In previous informal study, I found that Family tradition coupled with interpersonal relationships, greatly influence the way voters on campus think and will vote. This influence is also enhanced by the basic ideology of the subject voter, or said differently,

the voter's ideology is reinforced by family tradition in voter behavior.

Past studies on this topic state the following:

- a) Ideology and party identification, and that the news media is highly suspect of delivering to us their ideas that the people then adapt as their own? Gelman, A., King, G. (1993)
- b) The source of all people's views and preferences, namely the common airwaves of Information dissemination. Doppelt, J., Shearer, E. (2001)
- c) Electoral choices are presented to voters not in terms of issue A or issue B- - but in terms of candidate A or candidate B- - or as party A or party B. Madonna, M., Young, M. (2001)

An article published by Franklin & Marshall College states that issues voting is time consuming and a hardship on the average public in that to be an issue voter, one must satisfy three conditions; (1) a voter must be aware and versed of the issues; (2) the voter must feel some definite intensity with respect to public policy on the issue(s), and (3) a voter must perceive a difference among competing candidates on the issue and vote on the basis of that perception. . Madonna, M., Young, M. (2001) Those that do vote regularly may not be more informed on particular issues than the infrequent voter or non-voter, as the pace of life in the 21<sup>st</sup> century does not lend to support in depth research and analysis of issues, so most of the electorate will make choices that are presented to the voting public, not in terms of issue A or issue B- - but in terms of candidate A or candidate B- - or as party A or party B. Although there are issues important to individual citizens, they are basically looking for candidates which will be perceived to grasp their basic ideology for them. Madonna, M., Young, M. (2001) And evidence bears out

that when choosing a primary news and information source, one's ideology will be "shopped for" from the source to reinforce the made-up mindset of the voter.

### Methodology

The collection of data for this study was accomplished in three different moments of October 2 of 2007. Beginning at 8:30 in the morning, I set up outside the CSUMB library where I approached and request collaboration from every other person entering into the structure, (those not entering had little time to complete a survey). I was able to collect 12 completed questionnaires. The second action took place as I approach students from other two sections of upper level division courses resulting in 11 completed questionnaires. Finally, at 2:00 pm I stationed myself at the student services building and within the next hour I had obtained another 7 surveys from people who accepted my plea to take five minutes out to thoughtfully complete the survey.

The methodological approach that I follow was a random selection of a minimum number of questionnaires. Randomizing the selection of informants would assure that no discrimination on my part would skew the results. This sampling method resulted in interesting reactions and acceptance on those individuals that I approached or did not approach. Some of the people that I had ignored when they were entering the library between counts let me know that they would have been willing to fill out the survey. I was questioned, as to why they had not been approached. At other times, I approached individuals that were on my count but were too busy and had other matters to attend to not allowing me the opportunity to ask them to fill out a survey. As my survey day progressed, I adopted a method of allowing 'chance' to provide the person walking before me and then by asking for their opinion,

I was turned down only twice with this approach in fulfilling the population requirements for the survey.<sup>1</sup>

My survey consisted of 14 questions, the first three delving into the perception of the population as to their ideas of the most crucial domestic and international issues facing the United States at this time. The third question allowed my respondents to provide any other three issues they felt important and should also be mentioned.

The next three questions (Q4-Q6) sought to define the respondent's voting history, taking into account that 8 % (4 out of 30) of respondents were 19 years or younger so they could not have voted in the mid-term election of 2006, however their history may help to define one of my questions as to if non-voters have the same or opposing opinion on issues as voters also do. Questions 4 through 6 asked if the respondents had voted in November of 2006, do they plan to vote in the general election in 2008 and if they had ever in the last ten years voted a straight ticket of one particular party or not. My next question was generalized to allow the respondent to share what most influences their vote.

I then presented four likert scale questions attempting to define their present opinion on major issues and their voting habits. Question 8 asked if the respondent already knew who they would vote for, be it party of candidate. This was scored from 1 to 5 with 1 being strongly agreeing with that statement. I was looking to see if there were any "dog-

matic respondents who have already made up their minds for whatever reasons.

Question 9 asked the respondents to strongly agree or disagree with this statement: The immigration policy is directly related to terrorism. This too was scored in a fashion similar to the previous question where 1 equaled strongly agreeing with that statement and 5 representing strongly disagreeing with the statement. My purpose here was to see if respondents had acquired a perception that these two separate issues were connected in any way and if so, where did they get this notion?

Question 10 and 11 were scored in the opposite directions as I asked the respondents to agree or disagree with the statement: English should not be mandated to be spoken in the United States, whereas question 11 asked if respondents had paid attention to the presidential campaign and in particular have respondents paid attention to the presidential debates which have taken place thus far.

A low *Likert Scale* score would represent a determined mind and dogmatic attitude in voting for the next president whereas a high score would represent an open mind and still seeking information for an informed vote next November.

The final question of obtaining information was to ask which news agency that respondents had obtained most of their information from. The purpose here was to see if there were any correlations between the news agency and the feelings and opinions that respondents presented. The questionnaire concluded by obtaining age and ethnicity information.

The following section will present data related to the three specific questions of interest for this research:

- 1) Is the CSUMB student and teacher population informed on issues pertaining to the 2008 General Election and how or

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<sup>1</sup> I realize that this method of data collection is imperfect and perhaps not thoroughly representative of the entire CSUMB campus population. However, in the interest of time and being as this is a pilot experience I attempted to conduct the collection of data in an unbiased fashion that conforms to a great extent of what it would be in an otherwise carefully crafted and funded research

where are they obtaining their information? Gelman, A., King, G. (1993)

- 2) Are non-voters as informed as voters and if so where are they obtaining their ideas from to be such? Doppelt, J., Shearer, E. (2001)
- 3) Are the particular forms of information retrieval swaying the attitudes and opinions of students and teachers on the CSUMB campus? Madonna, M., Young, M. (2001)

The sample under study was obtained from student and teacher population at California State University, Monterey Bay, on Tuesday October 2, 2007. The Sample was obtained between 8:30 and 9:40am at the Library, 11:35 to 12:15 at Building # 18, and from 4:00 pm to 5:30 pm at the Student Ser-

vices Building. The thirty (30) respondents obtained by the methods explained in above section ranged from 17 years of age to 57 years old. The mean age for this population is 27.5 years old with a standard deviation of 11 years.

**Results: The Demographics of the respondents' population.**

Table 1 shows that the majority of respondents identified themselves as Hispanic (43%), followed by those that identified themselves as Caucasian (36%), 10% identified themselves as African-American, two out of 30 respondents identified as Asian and one of the thirty respondents identified as Mid-Eastern decent.

**Table 1-Ethnicity of population frequency**

	Fre- quency	Per- cent	Valid Percent	Cumula- tive Percent
Val id White	11	36.7 %	36.7 %	36.7 %
Black	3	10 %	10 %	46.7 %
Hispanic	13	43.3 %	43.3 %	90.0 %
Asian	2	6.7 %	6.7 %	96.7 %
<b>Mid Eastern</b>	1	3.3 %	3.3 %	100 %
Total	30	100 %	100 %	

**43.3 % Hispanic, 36.7% White, 10% Black, 6.7% Asian, 3.3% Mid-Eastern**

**Explanations 1 through 3 from survey questions 6,7 and 1, respectively:**

To calculate the following percentages involving three open ended questions presented, the total number of responses were collected from the questions where the respondent could choose what they felt were important. The total collection of answers were accumulated and similar answers were tallied to form reported percentages, thus the

major reported issues would not always tally to 100%

**Explanation 1-**

*When asked what is the most crucial Domestic Issue perceived to the U.S.*

- 23% Immigration
- 20% National Economy
- 20% HealthCare

Other issues include- Education, National security, Patriot Act loss of personal rights, Government corruption, Prison overpopulation, Domestic Violence, and one respondent identified the Liberal Media Bias

**Explanation 2-**

*When asked what is the most crucial International Issue perceived to the U.S.*

Sixty % the Iraq War Other issues include- Islamic Fundamentalist, Oil, Global warming, U.S. Support for Israel, Iran, World Poverty, Foreign relations, and Terrorism.

**Explanation 3-**

*Respondents' initial statement of issues important to them.*

- 19%.....noted the Immigration Issue in the United States
- 15%.....noted Health Care
- 13.5%.....noted Education
- 10.8%.....noted The Iraq War
- 8%.....noted the Environment
- 8%.....noted the Economy
- 4%.....noted Poverty
- 4%.....noted Iran

The remaining 17 % included various issues such as Social Security, the War on Drugs, Taxes, Affordable Housing, Campaign finance reform, Oil fraud and Republican Party treason

**Table 2-When asked if respondents Voted in 2006**

	Fre- quency	Per- cent	Valid Percent	Cumula- tive Per- cent
Val no	15	50 %	50 %	50.0 %
id yes	13	43.3 %	43.3 %	93.3 %
don't re- member	2	6.7 %	6.7 %	100 %
Total	30	100 %	100 %	

**Table 3-When asked if respondents Plan to vote in 08**

	Fre- quency	Per- cent	Valid Percent	Cumula- tive Percent
Val yes	24	80 %	80 %	80 %
id no	2	6.7 %	6.7 %	86.7 %
not sure	4	13.3 %	13.3 %	100 %
Total	30	100 %	100 %	

Half of the respondents to this survey said that they did not vote in the mid-term election of 2006 of which at least 10% were not of legal voting age at the time. Other than

this, it is uncertain why they did not vote. Forty three percent stated that they did vote, six percent do not recall. With the sample population divided fairly evenly, between

those with a recent history of voting and those without, I can see no differences in the knowledge of issues which were given as

important to the country now, and in the next coming months.

**By contrast, eighty percent of the respondents do plan to vote in November 2008.**

**Table 4-When asked if respondents have ever voted a straight party ticket**

	Fre- quency	Per- cent	Valid Percent	Cumula- tive Percent
Val id yes	10	33.3 %	33.3 %	33.3 %
no	17	56.7 %	56.7 %	90 %
not sure	3	10 %	10 %	100 %
Total	30	100 %	100 %	

**Table 5-Primary News Source by Ethnicity Cross Tabulation**

		Ethnicity					Total
		White	Black	His- panic	Asian	Mid Eastern	
Pri- mary News Source	FOX	3	1	4	1	0	9
	CNN	4	0	3	1	0	8
	ABC	2	0	2	0	0	4
	NPR/ PBS	1	1	3	0	0	5
	MSNB C	1	0	0	0	1	2
Total	11	2	12	2	1	28	
		39.2%	7.1%	42.8%	7.1%	3.5%	

**Only 33 % of the respondents stated that they have voted a straight party ticket in the past.**

Recall that table #2; identified 43% (13 of 30) of the total survey population, are regular voters. The observation that this survey displays, seventy-five percent (10 of 13=75%) of regular voters have voted straight party tickets in the past, would lend to further research to find if regular voting renders similar results in voting habits.

Of the respondents polled, FOX News is cited as the primary news source by 32% followed by CNN reported by 28.5%. PBS/NPR, ABC and MSNBC are cited by the remaining survey respondents with 1.7, 1.4 and .7 percent of this population.

Table 6 (below) illustrates the relationship that broadcast news sources have with the opinions on national issues. The scores range from 1 to 5 with 3 being neutral.

**Table 6-News Source means to questions asked**

Question 1- Have you decided how you will vote already-

SA=1, Agree=2, Neutral=3, Disagree=4, SD=5

Question 2- Is Immigration and Terrorism connected-

SA=1, Agree=2, Neutral=3, Disagree=4, SD=5

Question 3- English should not be mandated as the official language in this country-

SA=5, Agree=4, Neutral= 3, disagree=2, SD=1

Primary News Source		Already decided which party	Immigration and Terrorism are connected	English should NOT be Mandated
FOX	Mean	<b>3.44</b>	<b>3.00</b>	<b>2.22</b>
	Std. Deviation	1.333	1.323	1.093
	Range	4	4	3
CNN	Mean	<b>2.50</b>	<b>4.13</b>	<b>3.00</b>
	Std. Deviation	1.069	.641	1.309
	Range	3	2	4
ABC	Mean	<b>3.50</b>	<b>3.75</b>	<b>3.50</b>
	Std. Deviation	1.000	.957	1.732
	Range	2	2	3
NPR/PBS	Mean	<b>1.80</b>	<b>4.20</b>	<b>3.60</b>
	Std. Deviation	1.095	1.789	1.342
	Range	2	4	3
MSNBC	Mean	<b>3.00</b>	<b>3.50</b>	<b>1.50</b>
	Std. Deviation	1.414	.707	.707
	Range	2	1	1
Total	Mean	<b>2.86</b>	<b>3.68</b>	<b>2.82</b>
	N	28	28	28
	Std. Deviation	1.268	1.219	1.362

**Table 7-Already decided which party \* Primary News Source Cross tabulation**

Respondents which cite ABC or FOX news service say they have not, [Score ranges from 1- strongly agreeing that you have decided to 5- Strongly disagreeing with statement.], already decided which party they will be voting for, whereas respondents

which say that PBS/NPR and CNN are their news source tend to believe that they already know how they will vote some thirteen months before the actual election has taken place.



When asked if Immigration and Terrorism are connected, [a high score (closer to 5) equates to disagreeing with this statement]. Most respondents do not see the two issues

as being connected; however those that use the FOX network are most divided (SD=1.32) averaging out to a neutral score (Ref. Table 6).

Question 1- Have you decided how you will vote already-

		Primary News Source					Total
		FOX	CNN	ABC	NPR/P BS	MSNB C	
Al-ready	Strongly Agree	1	1	0	3	0	5
decided	Agree	1	4	0	0	1	6
which	No Opinion	2	1	3	2	0	8
party	Disagree	3	2	0	0	1	6
	Strongly Disagree	2	0	1	0	0	3
Total		9	8	4	5	2	28

SA=1, Agree=2, Neutral=3, Disagree=4, SD=5  
 32.1% 28.5% 1.4% 1.7% 7%

**Table 8-Immigration and Terrorism are connected \* Primary News Source**

Question 2- Is Immigration and Terrorism connected-  
 SA=1, Agree=2, Neutral=3, Disagree=4, SD=5

		Primary News Source					Total
		FOX	CNN	ABC	NPR/P BS	MSNB C	
Immigra-	Strongly Agree	1	0	0	1	0	2
tion and Ter-	Agree	3	0	0	0	0	3
rорism are	No Opinion	1	1	2	0	1	5
connected	Disagree	3	5	1	0	1	10
	Strongly Disagree	1	2	1	4	0	8
Total		9	8	4	5	2	28

32.1% 28.5% 1.4% 1.7% 7%

When asked if English should not be mandated as the official language of the United States, a high score (closer to 5) represents strongly agreeing with this statement, whereas a low score (closer to 1) represents disagreeing with this statement. Respon-

dents that use ABC or PBS/NPR agree that English should not be mandated where the viewers of FOX and MSNBC disagree and think that English should be the official national language.

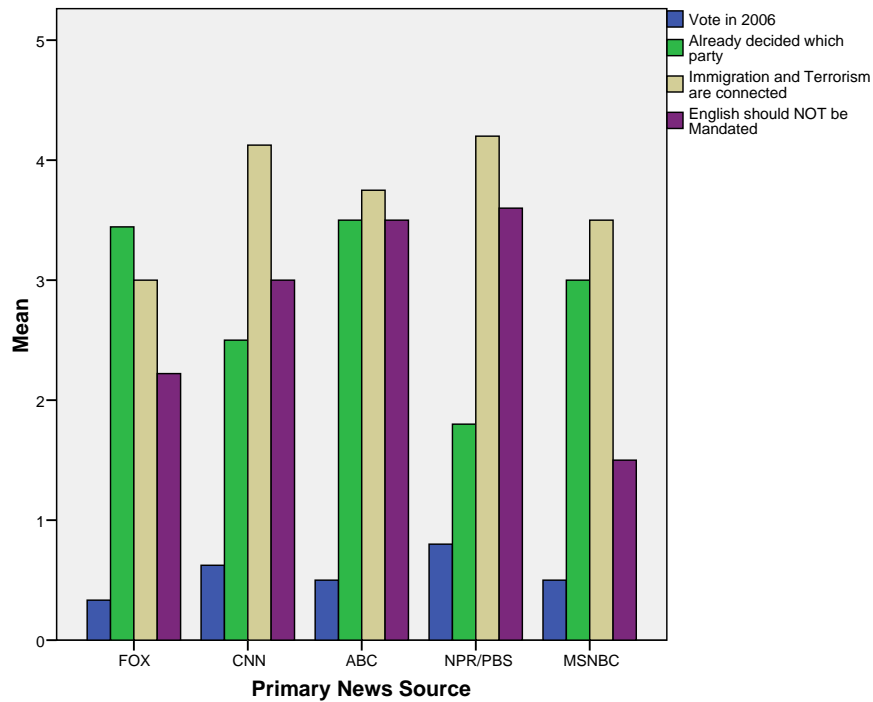
**Table 9-English should NOT be Mandated \* Primary News Source Cross tabulation**

**Question 3- English should not be mandated as the official language in this country-  
SA=5, Agree=4, Neutral= 3, disagree=2, SD=1**

		Primary News Source					Total
		FOX	CNN	ABC	NPR/P BS	MSNB C	
Eng- lish should NOT be Man- dated	Strongly Dis- agree	2	1	0	0	1	4
	Disagree	5	2	2	1	1	11
	No opinion	0	2	0	2	0	4
	Agree	2	2	0	0	0	4
	Strongly Agree	0	1	2	2	0	5
Total		9	8	4	5	2	28
		32.1%	28.5%	1.4%	1.7%	7%	

What is telling however, is the large percentage of FOX viewing respondents (32.1% of the total) whose influence to this table draws the total combined mean score

to this question down (closer to 1) to their level of understanding on this issue (2.82 out of scale of 1 to 5).



**Immigration and Terrorism are connected \* 4 variable Lickert  
Chi-Square Tests**

	Value	d f	Asymp. Sig. (2- sided)
Pearson Chi-Square	48.73 3(a)	3 6	.076
Likelihood Ratio	36.63 9	3 6	.439
Linear-by-Linear Association	9.275	1	.002
N of Valid Cases	30		

a 50 cells (100.0%) have expected count less than 5. The minimum expected count is .07.

**English should NOT be Mandated \* 4 variable Lickert**

**Chi-Square Tests**

	Value	d f	Asymp. Sig. (2- sided)
Pearson Chi-Square	53.44 4(a)	3 6	.031
Likelihood Ratio	51.03 5	3 6	.050
Linear-by-Linear Association	13.61 9	1	.000
N of Valid Cases	30		

a 50 cells (100.0%) have expected count less than 5. The minimum expected count is .13.

**Discussion/Analysis**

The literature related to voter’s awareness and action basically states that ..... The case of CSUMB is an indication that the theory is valid for comparable individual cases.

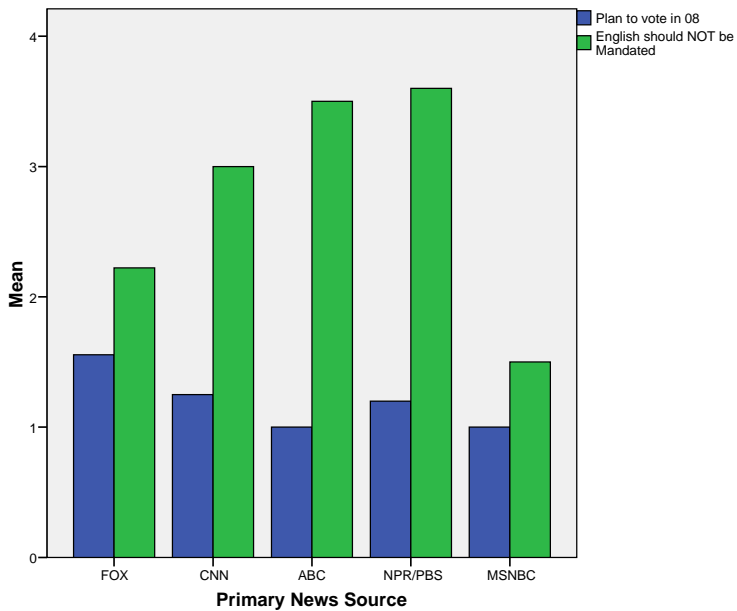
When asked what was perceived as the important or crucial issues facing the coun-

try today and for the election in thirteen months, overwhelmingly, the response was the current involvement of the United States in the Iraq War. This issue was cited by 60% of respondents as the major international issue we face today. However, some respondents also felt that this issue was also a domestic concern as they responded the Iraq War for that category of questioning. Remaining international issues were cited very infrequently compared to the war. Domestically, the immigration policy standoff was cited by 23% of the respondents with the National Economy and the HealthCare crisis following at 20% respectively. Other issues, including education of the impoverished as well as funding for higher education, national security as well as the loss of personal freedoms caused by the Patriot Act, governmental corruption and prison overcrowding were also voiced as minor concerns. (Explanation 1-3)

The telling tale in this apparent socially current population was that when given the opportunity to express where they have been afforded the information to make the statements and claims that they have; overwhelming, their source of news and information has been retrieved from the major television and radio news sources.

Table 4 shows that 32% of respondents get their information from The Fox News Network. Another 28.5% of respondents claim that CNN is their primary news and information outlet. ABC, PBS/NPR and the MSNBC networks showed 14%, 18%, and 7% respectively. No respondent cited any printed news service as their primary or secondary news source. This would tend to make valid the claim that we are a population that receives our information “on the run”, not having or taking the time to read and digest all sides of an issue. Doppelt, J.,Shearer, E. (2001)

Concerning non-voters versus voters’ perception of current issues, half (50%) of re-



spondents emphatically claimed that they did not vote in the 2006 congressional mid-term election but when asked if they plan to vote in the general election in 2008, 80% said that they would. Only six percent of the respondents said that they were sure that they would not be voting with the remaining 13% not sure at this time. In all questions asked, there appeared to be no significant difference in the amount of information that voters have over non-voters concerning current news events or important issues, everyone is listening or watching the same news sources on television and radio. Doppelt, J., Shearer, E. (2001)

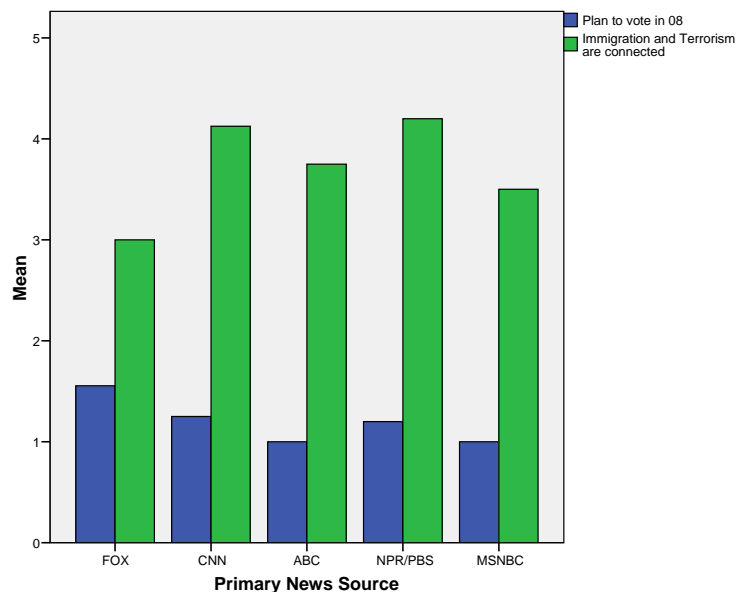
What we must now look at is the perceived ideas, already claimed by respondents, and cross reference those ideologies with where their ideas are originating from. There were three questions which were asked to gauge where respondents were in their attitudes on particular issues. We will now look at these questions and see if there exist any correlation to the primary news source and how these issues are perceived.

I must state here that a preliminary question asked was what most influences the way you vote? The top answer was Domestic Affairs followed closely with Ideology

and International Affairs but also family, friends and tradition rounded out the general answers.

The question was asked, is the Immigration situation directly related to terrorism? Looking at table 8, we see that 64% of the respondents did not see these two issues as related but of the 17.7% that did, four of the five were viewers and listeners of the FOX network. The remaining person listens to PBS/NPR. Of the 64% which do not see the two issues related, 7 of the 18 (39%) of these respondents listen to CNN, with FOX and NPR/PBS both showing 22% (4 each of the 18) of respondents which do not see these two issues related.

When the question was asked should English NOT be mandated to be spoken officially in the United States, (ref. Table 9), 53% (15 of 28) of the respondents felt that they disagreed with this statement, meaning that they felt that English should be made the official language of the United States. Of this 53% which believe English should be mandated as the nation's official language, 7 out of 15 (or 46%) of these respondents listen to the FOX network. Listeners to CNN followed this groups' percentage with 20%



(3 out of 15) and listeners of NPR/PBS and

MSNBC both scored with 13% (or 2 out of 15) respondents which felt that English should be made the official language in the United States. Fourteen percent (4 out of 28), had no opinion. This group was divided evenly between CNN and PBS/NPR listeners. Of the thirty-two percent (32%) which agreed with this statement, (that English should not be mandated), half of this sub-set (16% of total survey population) NPR/PBS and ABC network listeners strongly agreed with this statement while the other half of this 32%, (16% of total survey population) which cited the FOX and CNN listeners simply agreeing.

A final question was asked to see if voters had already made up their minds for the election, some 13 months away. When asked if –“I know which party I’ll be voting for in November 2008”, (ref. Table 7), out of the 28 respondents which did voice a particular network that they acquired their information from, 8 respondents (28.5%) had no opinion on this statement, thus leaving the 20 respondents which did. Of these twenty respondents, eleven (55%) have, and 9 (45%) have not decided which party they will be voting for next November. Of the eleven respondents, who have already made up their minds, 45% of this sub-set, (5 of 11), are CNN watchers and listeners. NPR/PBS respondents (5 in total) answered that they too already know which party they would be voting for (3 strongly agree and 2 with no opinion). There were no NPR/PBS listeners which claimed to not know already, which party they would be voting for.

These findings, although cannot predict which party will be voted for, do suggest that the respondents have made their minds up based on ideology and traditions and the news source that they are viewing only tends to reinforce their particular belief systems. Gelman, A., King, G. (1993)

## Concluding Remarks


By administering a simple survey on Tuesday October 2<sup>nd</sup>, 2007, I acquired net results of 30 respondents which, after tabulation and analysis, demonstrated that the findings which I had read in previous literature still hold true today in 2007. Evidence displays that people on campus are generally informed with what is heard on the various electronic news outlets. Their ideology and family tradition sways them to the party with which they affiliate and it is the party and its candidate that they are placing their trust to forward their ideology, rather than the individual issues which are heard on the news media outlets.

Upon launching out onto this research I was curious as to the current awareness level of the students and professional staff on the CSUMB campus. In my search for past studies to operationalize my quest, I came across information which stated that in general the populous is not well informed and the information that voters do carry with them is that which is derived from their ideology, family traditions and the news media which can aid in biasing the opinions of voters on different issues. Gelman, A., King, G. (1993)

Also, I sought to distinguish between active voters and non-voters and see if there was a difference between the awareness level of current events or not. By asking of past voting history and thus correlating these findings with the information level and perceptions of voters and non voters alike, I might also see if it was a valid statement to make this claim here in the CSUMB campus. Doppelt, J., Shearer, E. (2001) I can find no evidence that the CSUMB community has deviated from the findings that were revealed to me initially.

The evidence indicates that the people on campus are generally informed with what is heard on the various electronic news outlets.

Virtually, no longer is news read and dissections of different sides are weighed within the minds of the majority of people who vote or are apathetic about voting. Although the 2008 general election is 13 months away, respondents, for the most part have decide which party line they will be voting for, regardless of the candidate the party chooses to represent them in office.

Because there is a perceived bias in the various news networks, respondents choose the news network which best reinforces his or her particular ideology or family tradition of voting and sticks with it, gaining rebuttal arguments for times of political discussion with others. By stating that one already knows how they will vote over a year away, major upheaval must take place for a change to take place in the minds of voters, otherwise, they have a general idea of how they wish the rule of law to be administered and they have adapted their ideology onto the party which they have and tend to place their vote for. 

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