

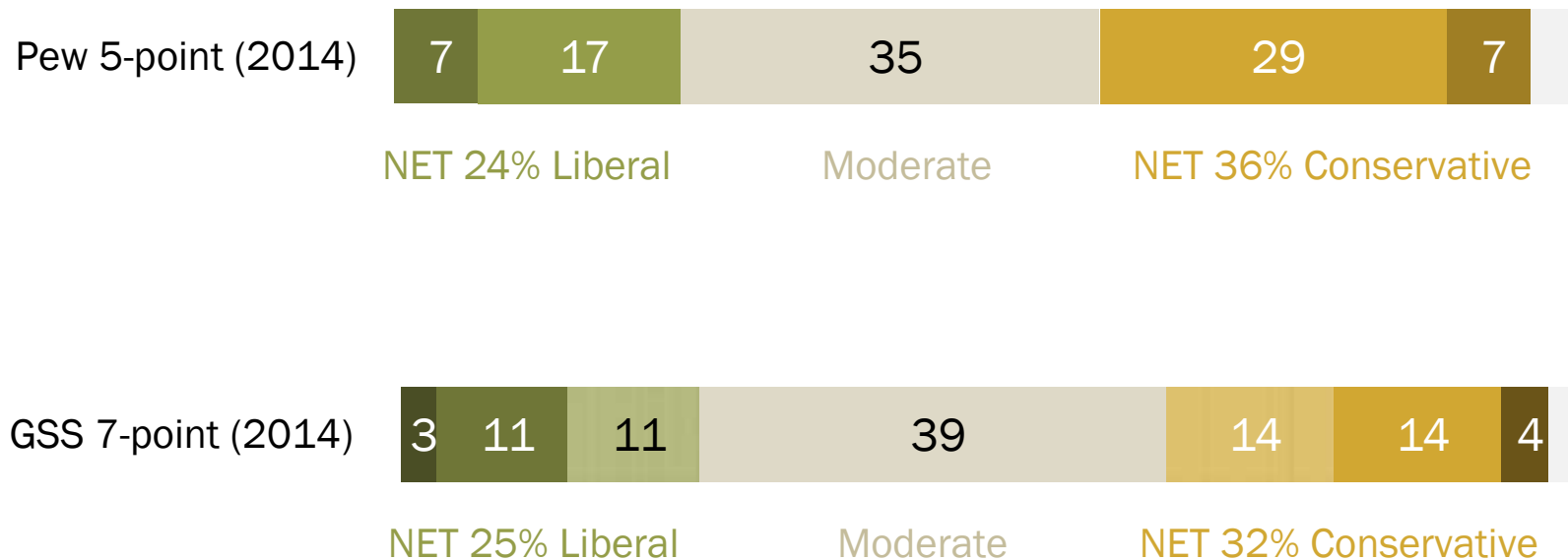
PewResearchCenter

Ideological Self-identification, Political Values, and Partisanship

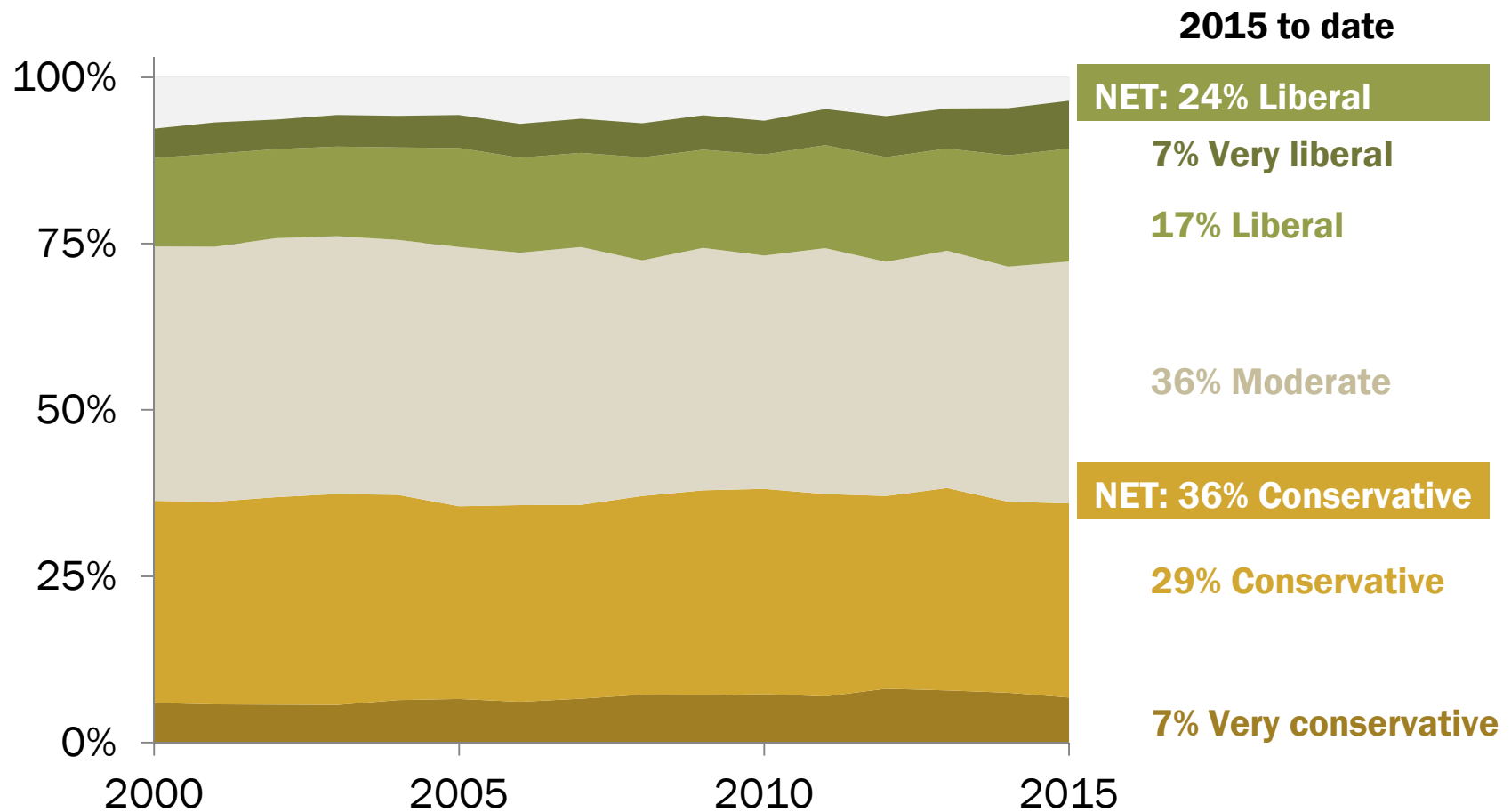
Jocelyn Kiley and Scott Keeter

Measuring Ideology

- Standard approach used by Pew Research, and many others, is to ask self-identification, usually using a 5 or 7 point scale
- In 2014, generally consistent finding that more self-id as conservative than liberal

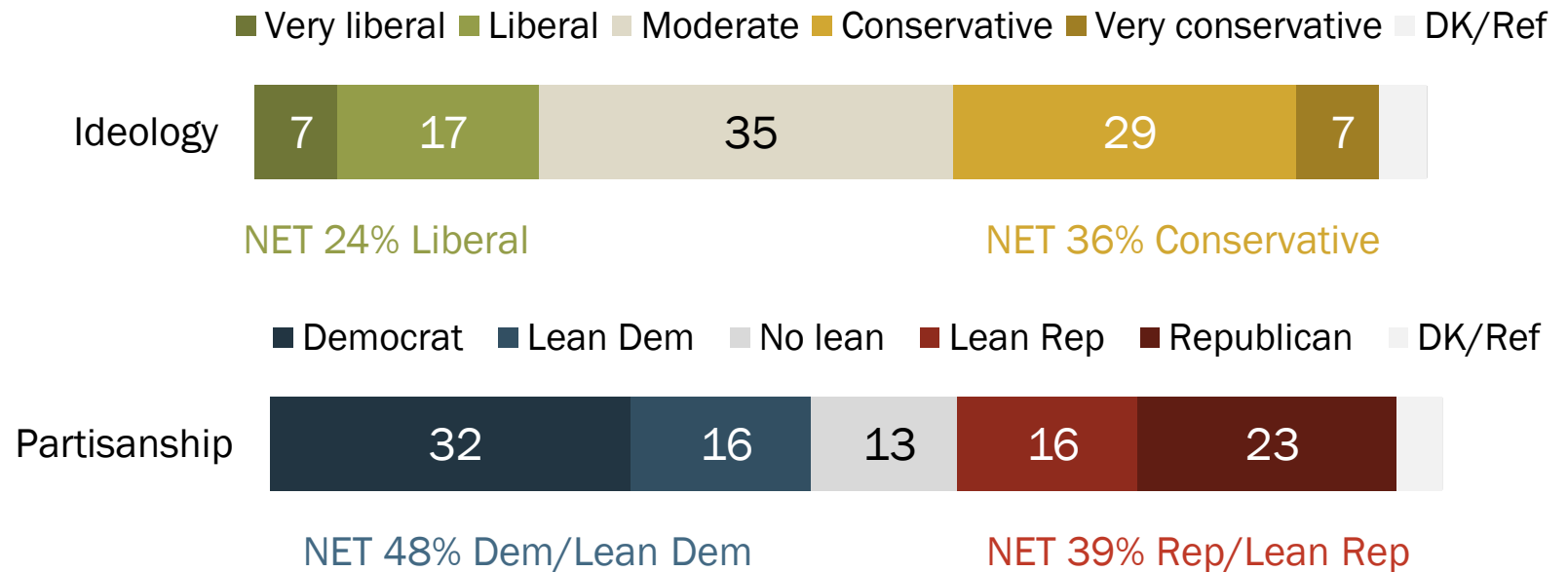


Self-Identification Relatively Stable

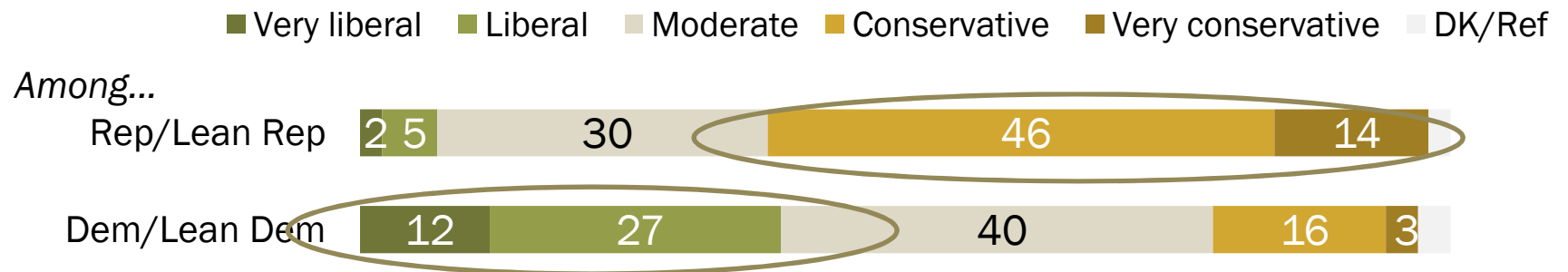
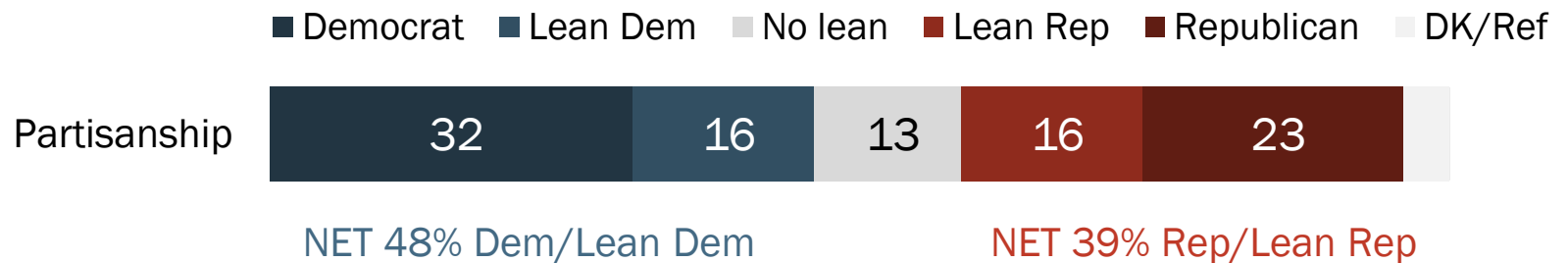
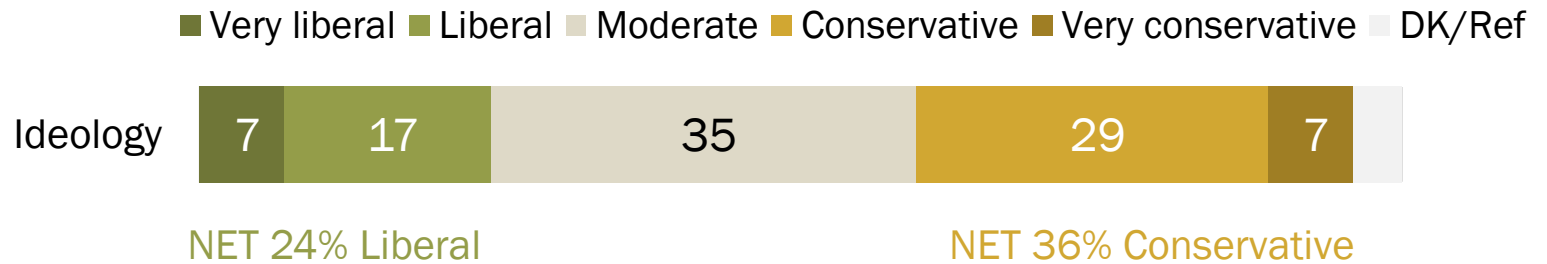


Pew Research Center, merged data 2000-2015

Why Examine Ideology?



Why Examine Ideology?



The Current Study

- Data from the Pew Research Center's political polarization phone survey in early 2014 (N=10,013), and a follow-up web and mail survey with a subset of the same respondents in fall 2014 (N=3,154) conducted as a part of the American Trends Panel
- Explores two different approaches to self-identification
 - Standard 5-point scale (phone)
 - Visual 0-10 point scale (web/mail)
- Relationship between ideological self-identification and ideologically valenced political values

The Self-Identification Measures

Standard Telephone Question

Spring 2014

In general, would you describe your political views as... [READ]

Very conservative

Conservative

Moderate

Liberal [OR]

Very liberal

Visual Scale (Web/Mail)

Fall 2014

In politics, people sometimes talk about liberal and conservative. Where would you place YOURSELF on a scale from 0 to 10 where 10 means very liberal and 0 means very conservative? (*reversed 1/2 of sample*)

Where would you place YOURSELF on this same scale from 0 to 10?



(10) Very liberal

(9)

(8)

(7)

(6)

(5)

(4)

(3)

(2)

(1)

(0) Very conservative

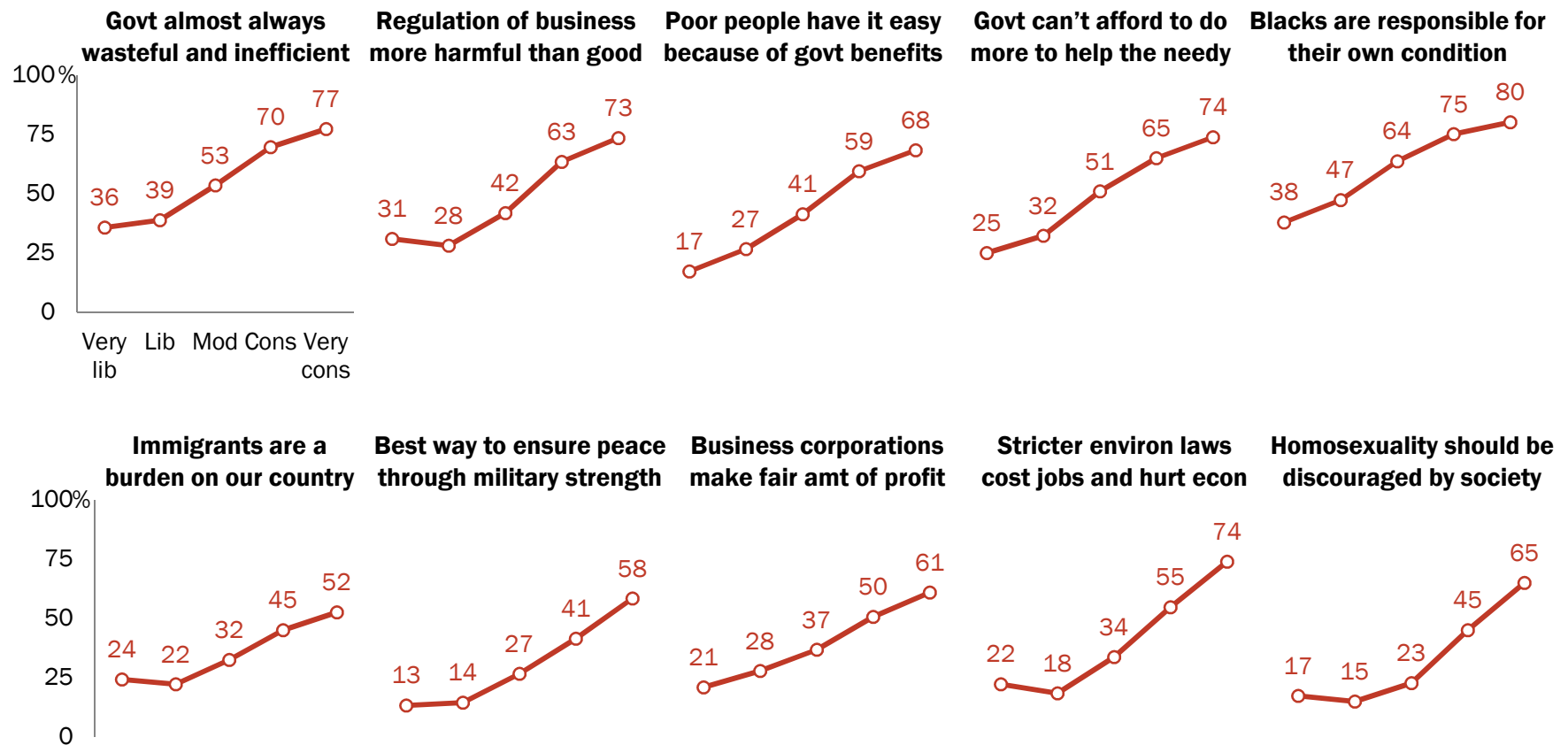
Using Political Values to Measure Ideology

- Developed as a part of the Pew Research Center's exploration of political polarization
- Designed to measure ideology across multiple dimensions, not overly weighted to any one political arena
- All items have a clear liberal/conservative valence

10 Items in the Ideological Consistency Scale

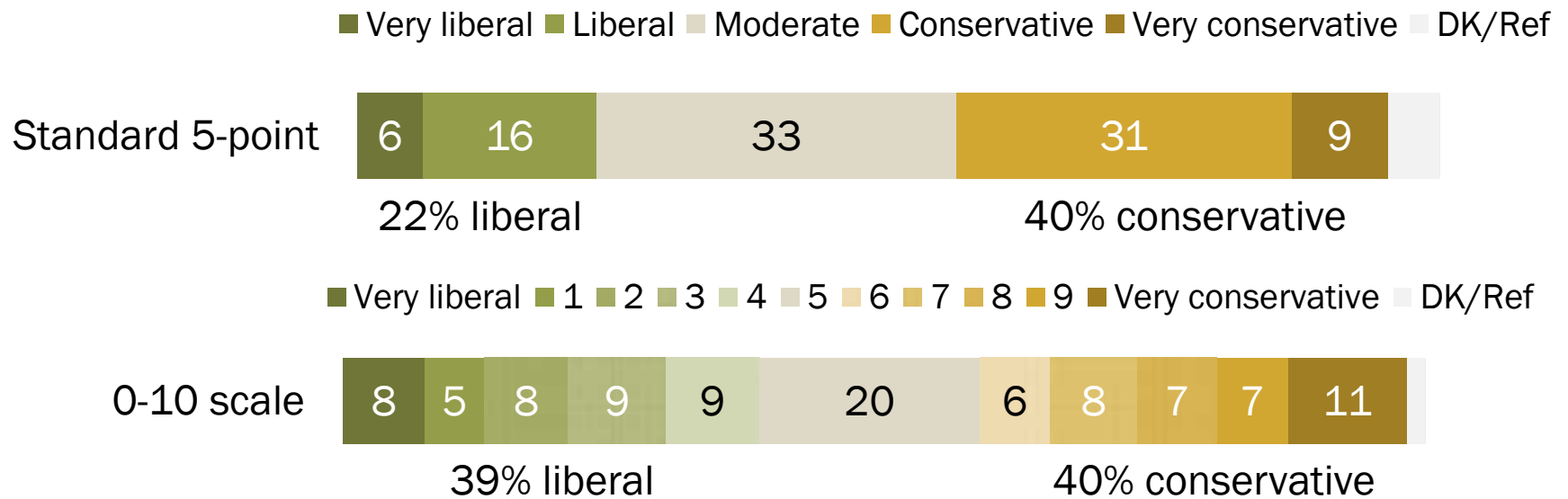
Conservative Position	[OR]	Liberal Position
Government is almost always wasteful and inefficient		Government often does a better job than people give it credit for
Government regulation of business usually does more harm than good		Government regulation of business is necessary to protect the public interest
Poor people today have it easy because they can get government benefits without doing anything in return		Poor people have hard lives because government benefits don't go far enough to help them live decently
The government today can't afford to do much more to help the needy		The government should do more to help needy Americans, even if it means going deeper into debt
Blacks who can't get ahead in this country are mostly responsible for their own condition		Racial discrimination is the main reason why many black people can't get ahead these days
Immigrants today are a burden on our country because they take our jobs, housing and health care		Immigrants today strengthen our country because of their hard work and talents
The best way to ensure peace is through military strength		Good diplomacy is the best way to ensure peace
Most corporations make a fair and reasonable amount of profit		Business corporations make too much profit
Stricter environmental laws and regulations cost too many jobs and hurt the economy		Stricter environmental laws and regulations are worth the cost
Homosexuality should be discouraged by society		Homosexuality should be accepted by society

Items in the Scale Correlate with Self-Identification

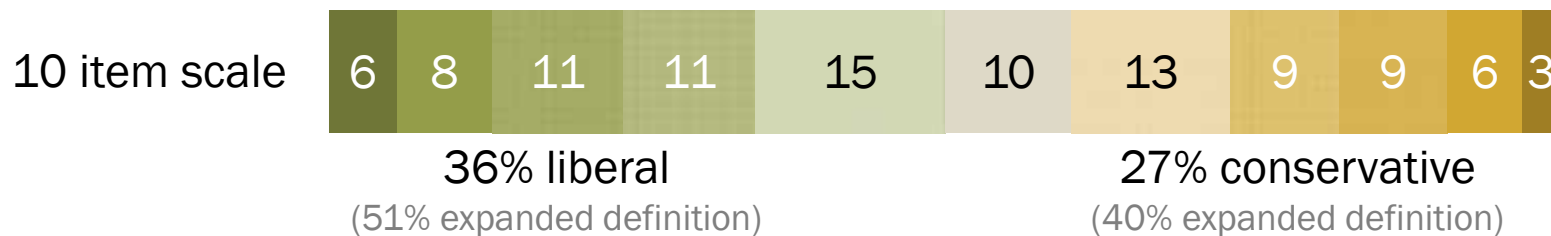


Each Measure Tells a Different Story of Ideology

Two measures of self-identification

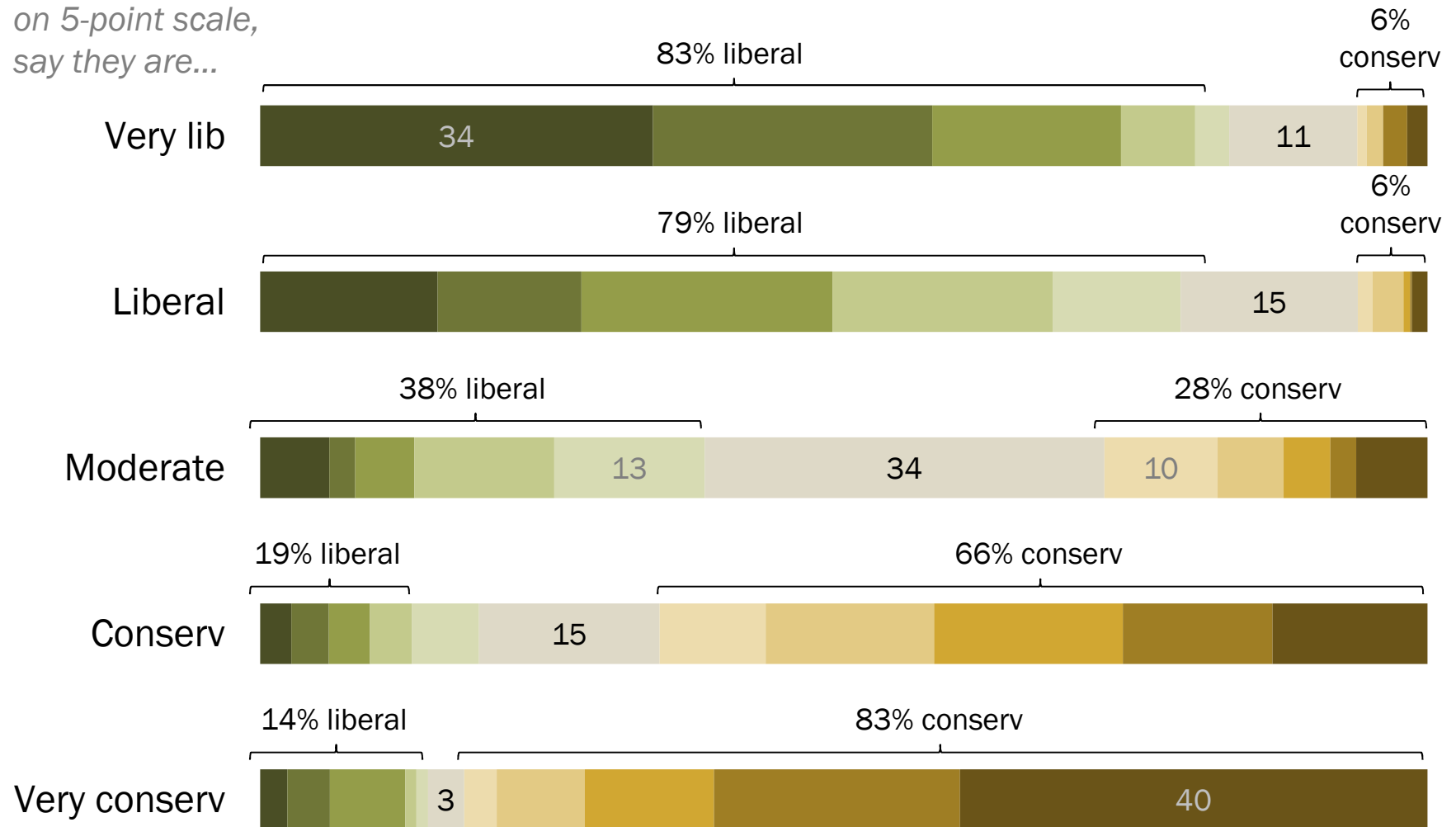


Ideological consistency



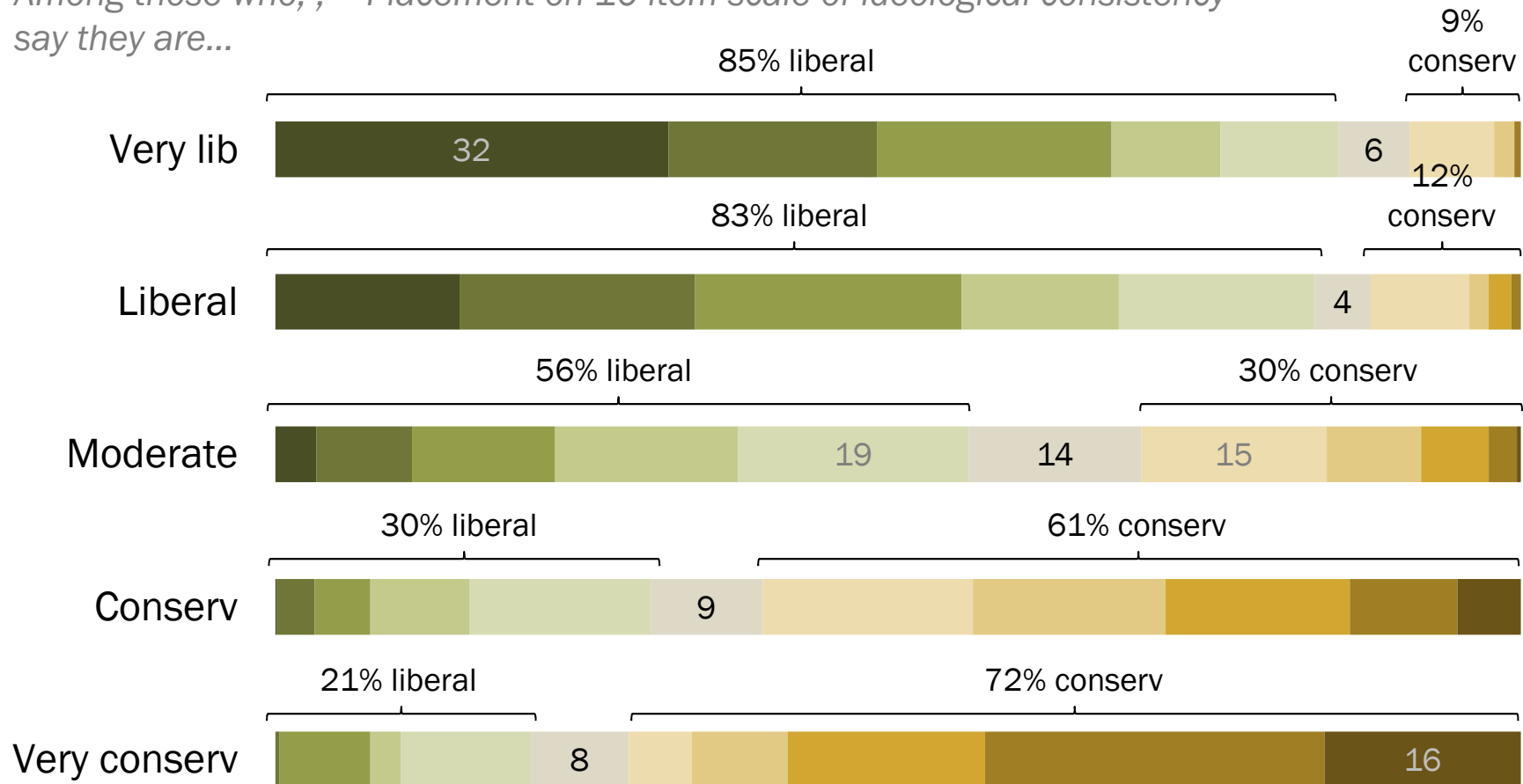
Self-Identification Varies by Question Design/Mode

Among those who, *Self-placement on an 11-point scale of "very liberal" to "very conservative" on 5-point scale, say they are...*



Self-Placement and Ideological Consistency

Among those who, , Placement on 10-item scale of ideological consistency say they are...

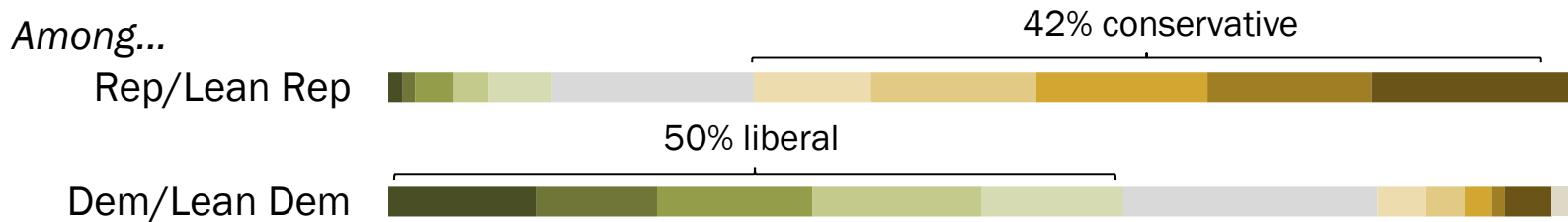


Party and The Different Measures of Ideology

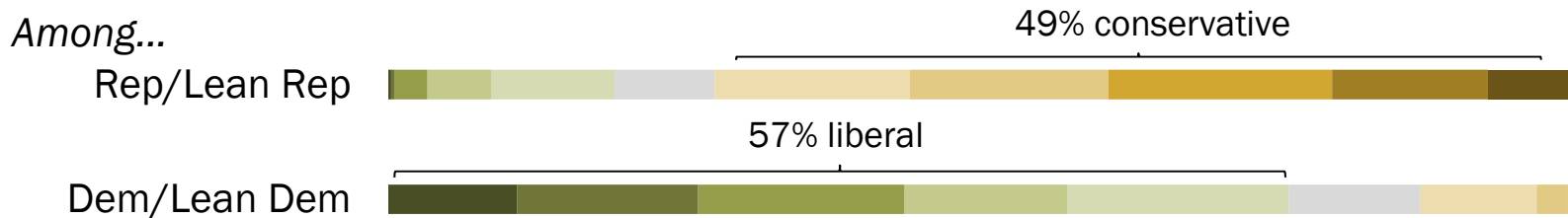
Standard 5-Point Self-ID (Phone)



11-Point Visual Self ID (Web/Mail)



10 Item Ideological Consistency

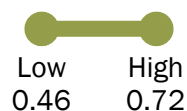


Stronger Association Between Measures Among Those who Are More Politically Engaged

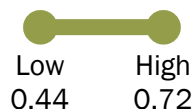
Correlation between measures

Self-Placement Measures

Political engagement

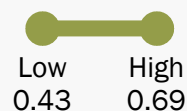


Political knowledge

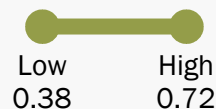


5-point Self-Placement and Scale of Ideological Consistency

Political engagement

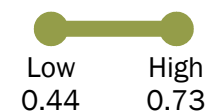


Political knowledge

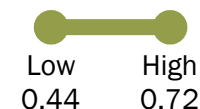


11-point Self-Placement and Scale of Ideological Consistency

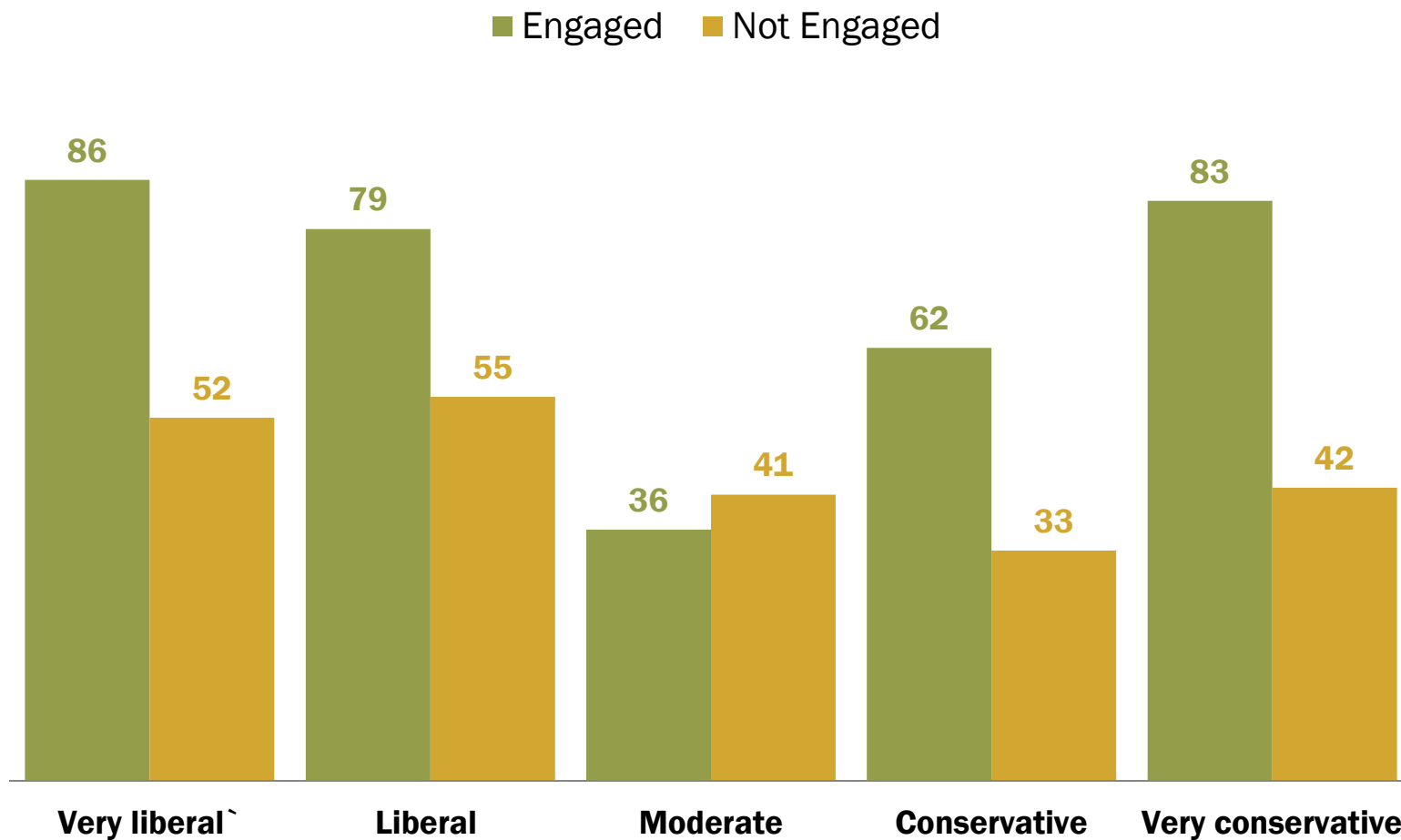
Political engagement



Political knowledge

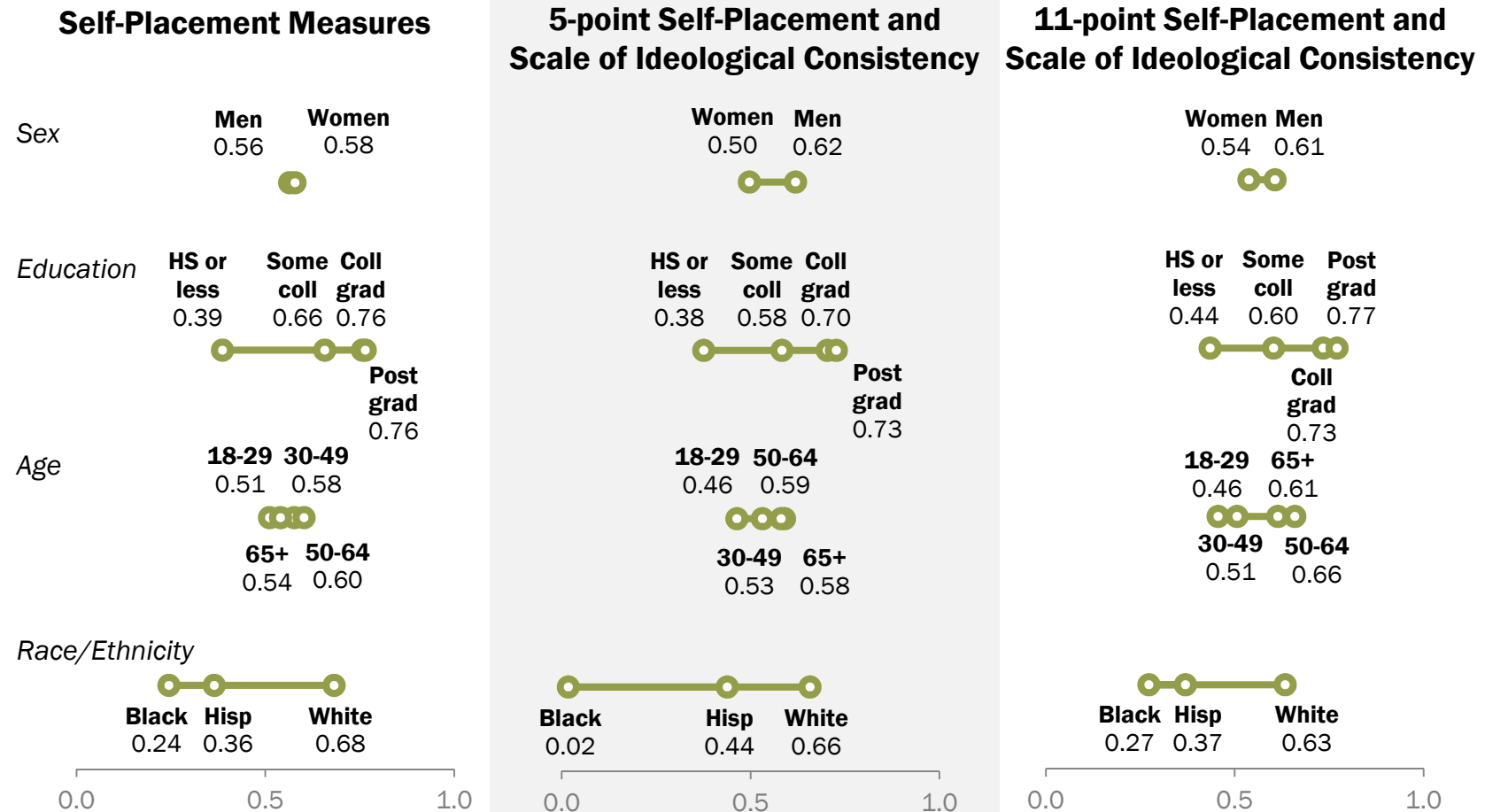


Percent Correctly Self-Classified by Political Engagement



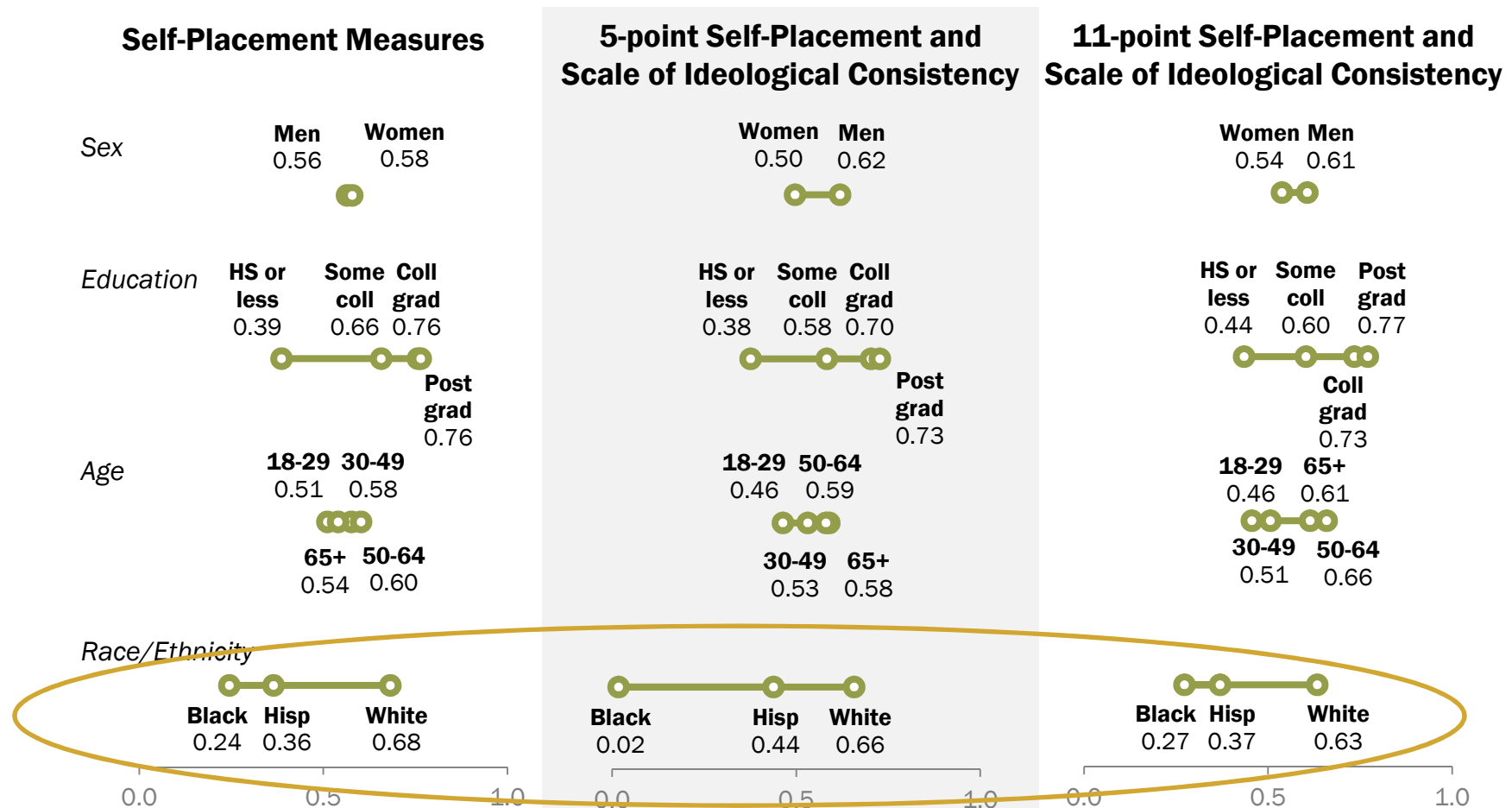
Association Between Measures Varies by Demographics

Correlation between measures



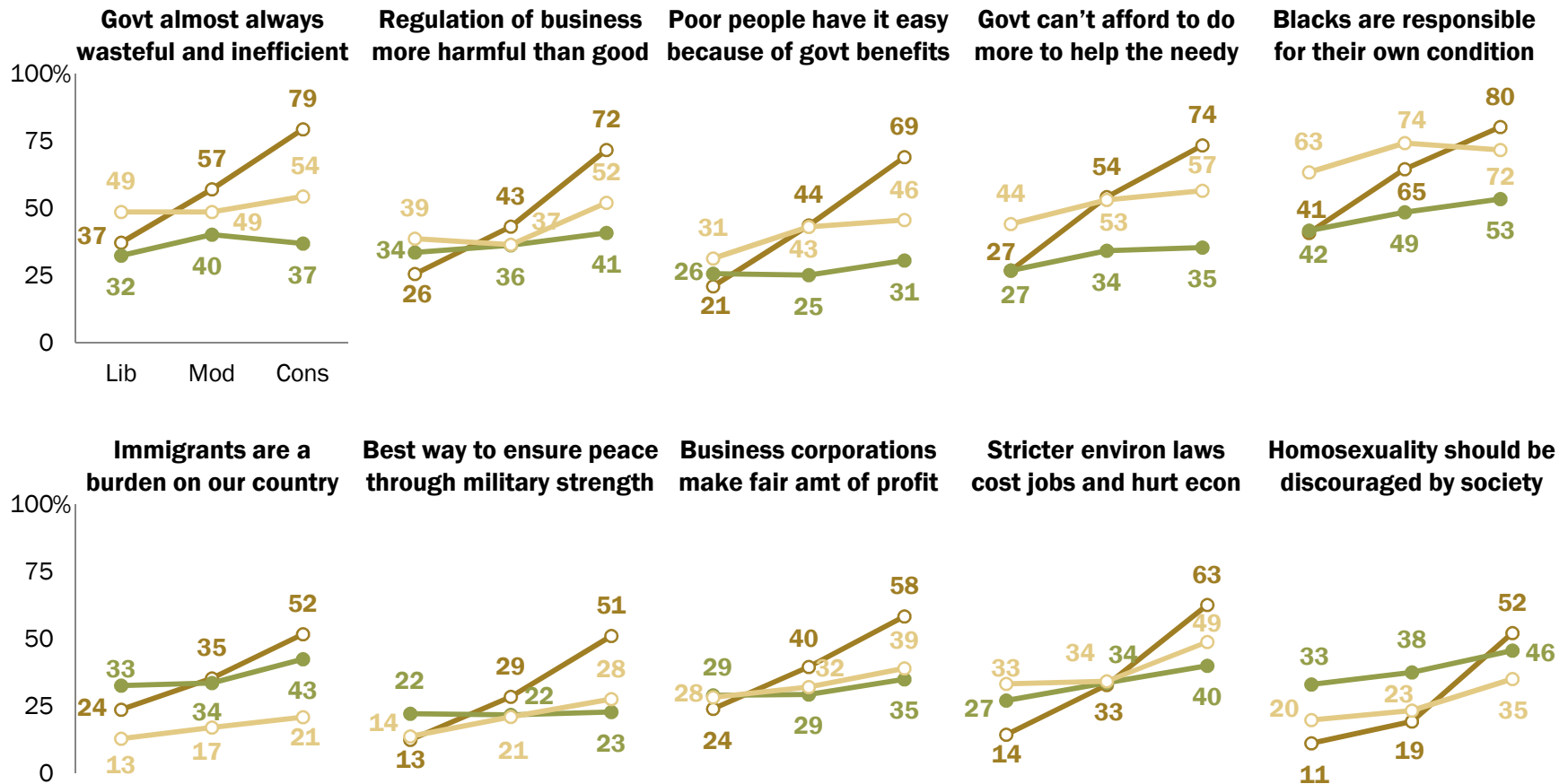
Association Between Measures Varies by Demographics

Correlation between measures



Among African Americans, Only Modest Relationship Between Political Values and Self-Identification

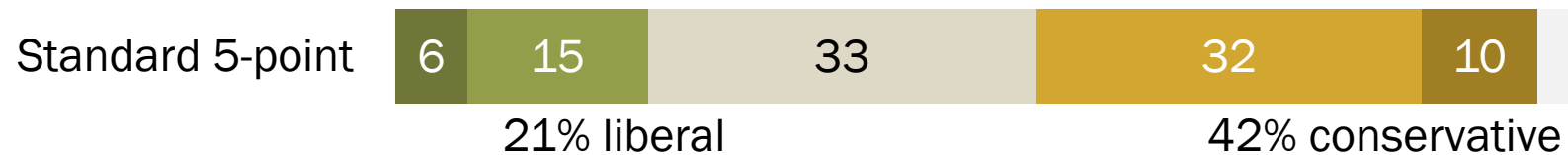
—○— White —○— Hispanic —●— Black



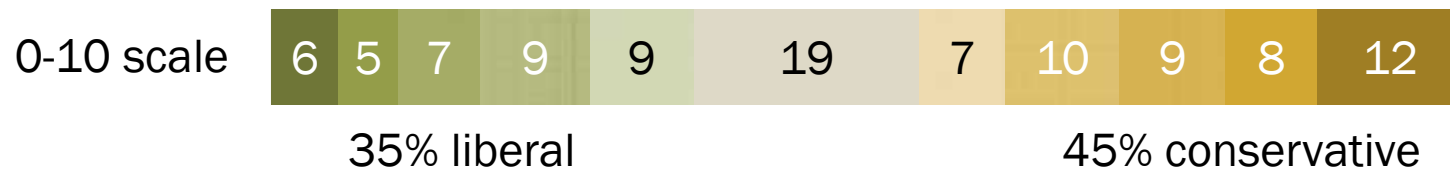
Ideology Measures Among White, Non-Hispanics

Two measures of self-identification

■ Very liberal ■ Liberal ■ Moderate ■ Conservative ■ Very conservative ■ DK/Ref



■ Very liberal ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ Very conservative ■ DK/Ref

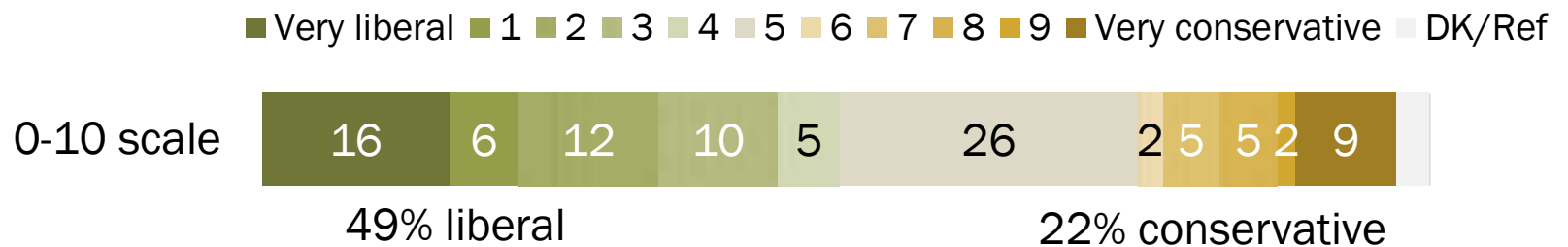
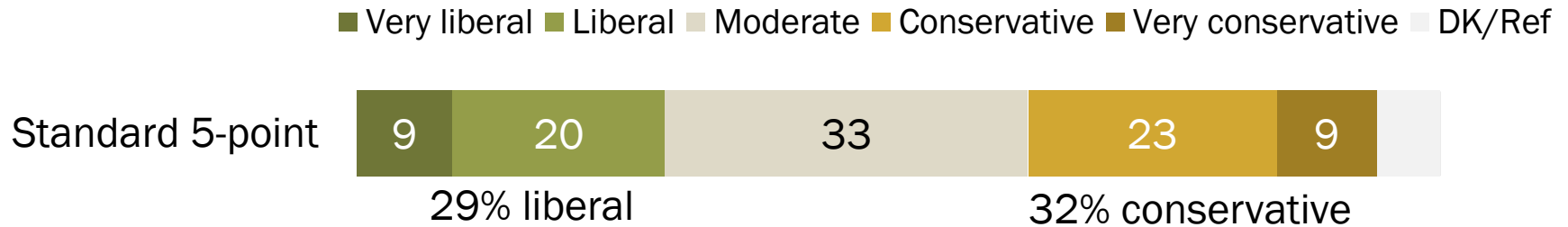


Ideological consistency



Ideology Measures Among Black, Non-Hispanics

Two measures of self-identification



Ideological consistency



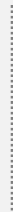


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5-pt Self-Identification Measure Among Race/Ethnicity

White, non-Hispanic

■ Very liberal ■ Liberal ■ Moderate ■ Conservative ■ Very conservative ■ DK/Ref

Standard 5-point



21% liberal

42% conservative

Black, non-Hispanic

■ Very liberal ■ Liberal ■ Moderate ■ Conservative ■ Very conservative ■ DK/Ref

Standard 5-point



29% liberal

32% conservative

Hispanic

■ Very liberal ■ Liberal ■ Moderate ■ Conservative ■ Very conservative ■ DK/Ref

Standard 5-point

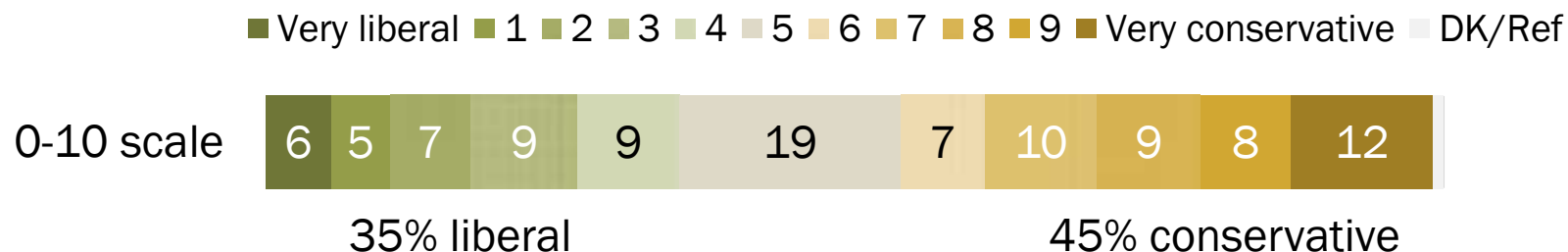


22% liberal

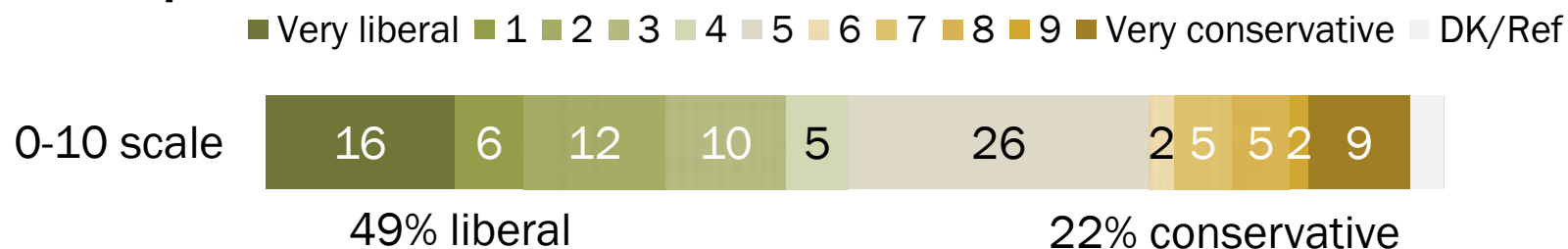
41% conservative

11-pt Self-Identification Measure Among Race/Ethnicity

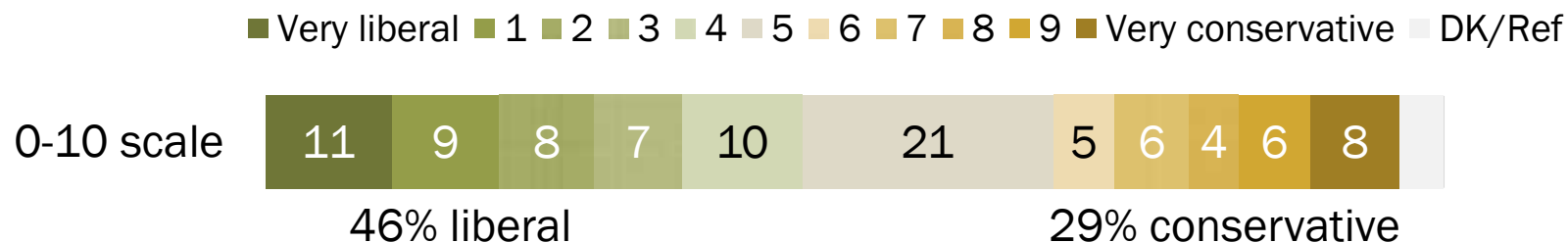
White, non-Hispanic



Black, non-Hispanic

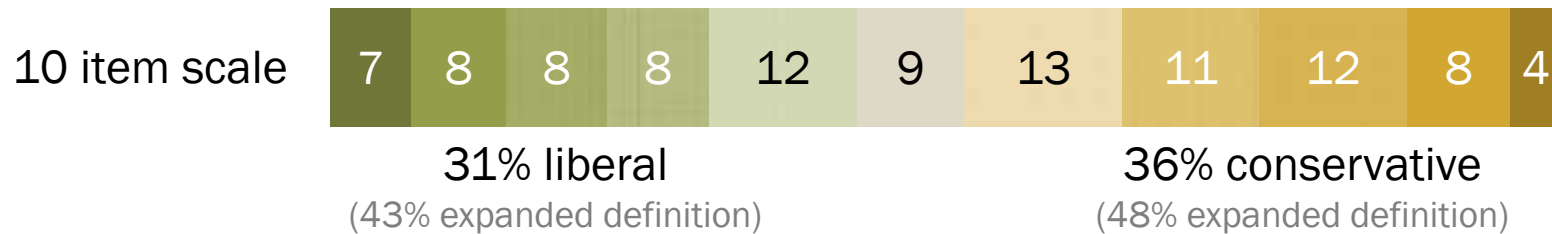


Hispanic

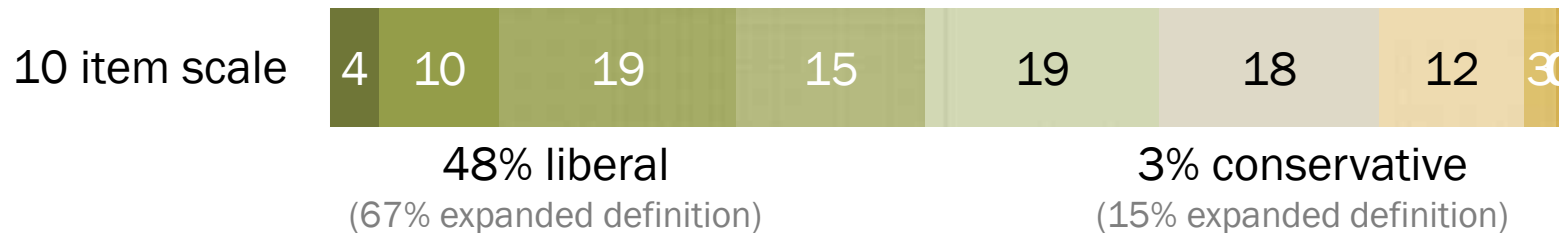


Ideological Consistency Measure Among Race/Ethnicity

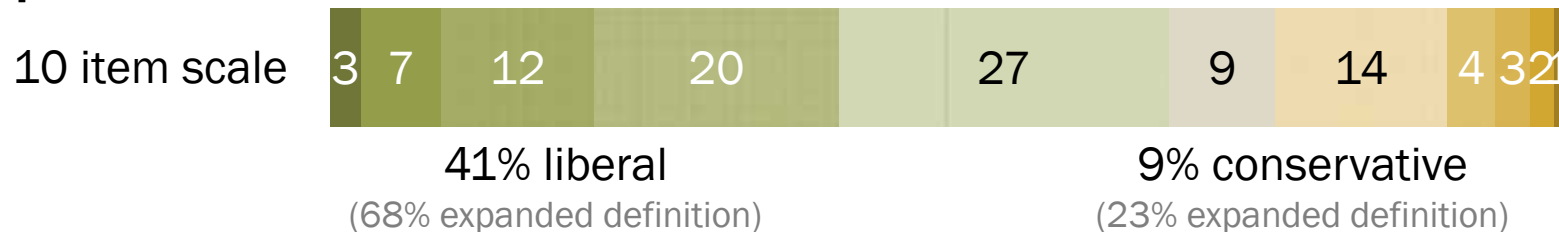
White, non-Hispanic



Black, non-Hispanic



Hispanic



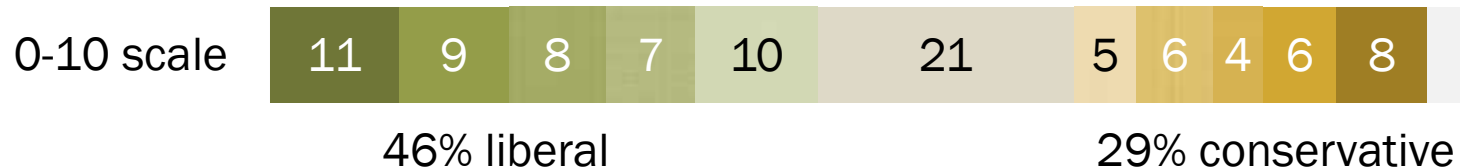
Ideology Measures Among Hispanics

Two measures of self-identification

■ Very liberal ■ Liberal ■ Moderate ■ Conservative ■ Very conservative ■ DK/Ref



■ Very liberal ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ Very conservative ■ DK/Ref



Ideological consistency

