VALUES, EVANGELICALS, AND VOTE CHOICE

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Main Question

Why did Evangelical Christians overwhelmingly vote for Donald Trump in the 2016 Presidential Election?

Thesis

Evangelicals' identification levels with basic personal values will not have as much of an impact on vote choice as the other independent variables will have.

Where We're Going

- Literature Review
  - Schwartz's Value Theory
  - Vote Choice
  - Evangelicalism
  - Religion and Basic Personal Values
- Methodology
- Preliminary Results and Analysis
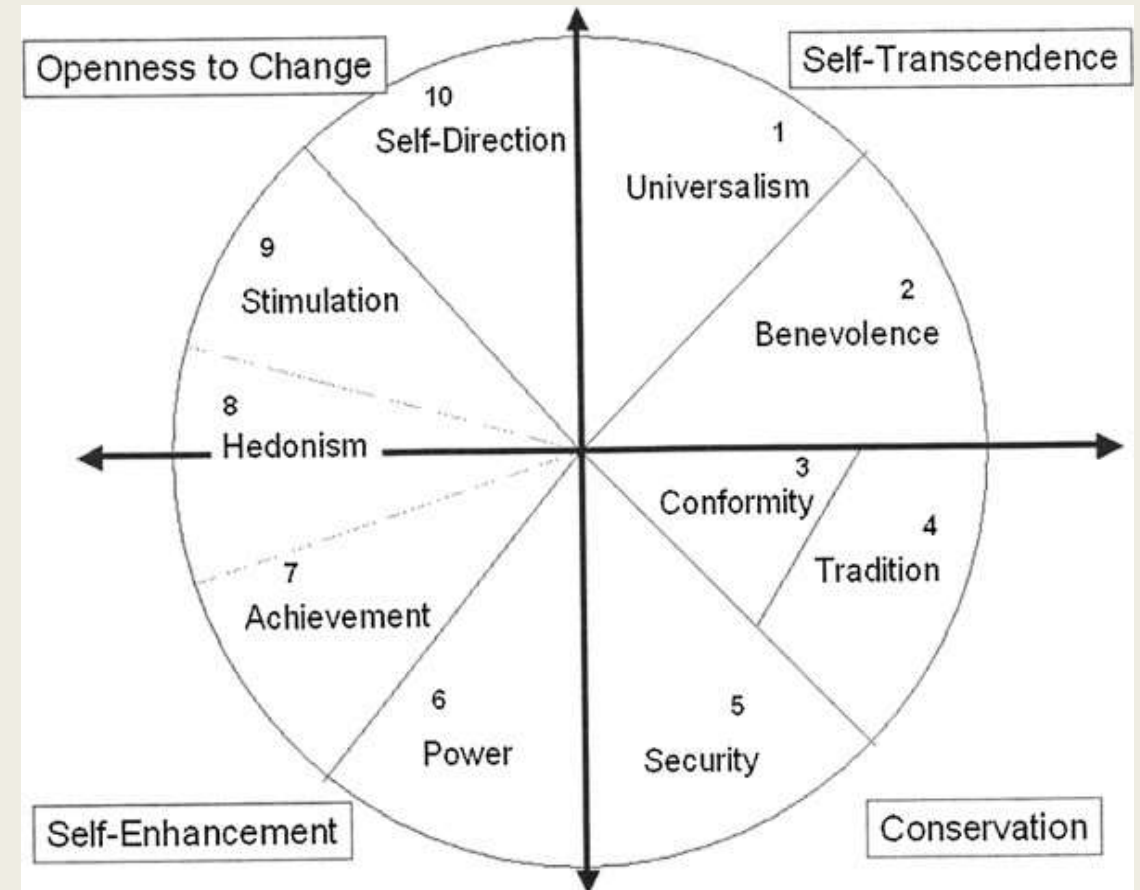- Discussion

Literature Review: Schwartz's Value Theory

- Schwartz & Berkowitz, 1992
- Schwartz, 2005
- Schwartz & Sagiv, 1995
- Schwartz et al, 2013

Freedom •
• Broadminded   • Equality   **Universalism**
Self-direction
Unity with nature •   • Protecting the environment
Curious •   • Inner harmony
Independent •
• A world of beauty
Creativity •
Social justice •
A world at peace •   • A spiritual life
Choosing own goals •
Daring •   Wisdom •   • Mature love
Stimulation   • A varied life   Privacy •   Helpful •   • Forgiving
Self-respect •   • True friendship
• An exciting life   Meaning in life •   • Honest
• Enjoying life   Responsible •   • Loyal   **Benevolence**
Self-indulgent •
• Pleasure   Humble •
Intelligent •
Hedonism   **Conformity**
Self-discipline •
Capable •   Politeness •
Successful •   Honouring of elders   Detachment •
Influential •   • Healthy
Ambitious •   Family security •   • Respect for tradition   Devout •
Social order •
Achievement   Clean •
Obedient •   **Tradition**
Social recognition •   • Reciprocation of favours
Sense of belonging   • Moderate
• National security
• Wealth
• Authority   Preserving my public image •   Accepting my • portion in life
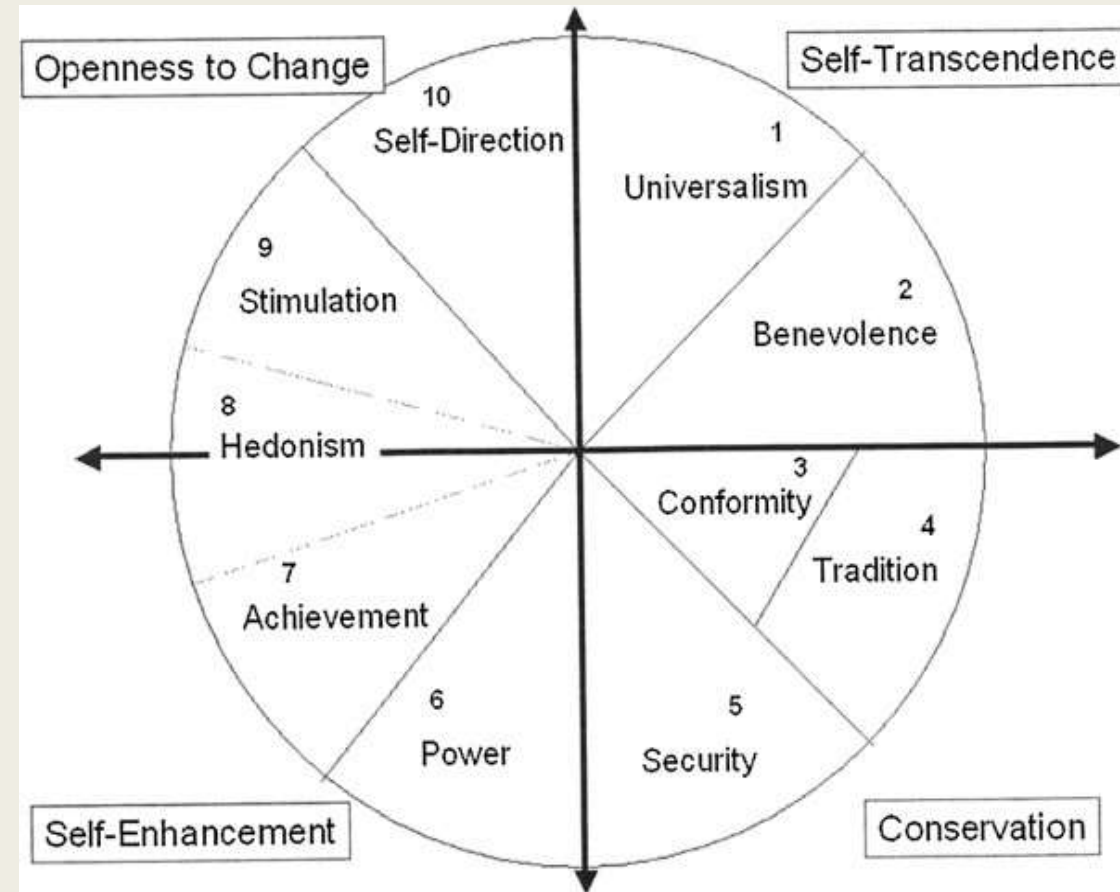**Security**
• Social power   **Power**

Schwartz's Value Theory

- **Self-Direction**: Independent thought and action; choosing, creating, exploring.

- **Stimulation**: Excitement, novelty, and challenge in life.

- **Hedonism**: Pleasure and sensuous gratification for oneself.

- **Achievement**: Personal success through demonstrating competence according to social standards.

- **Power**: Social status and prestige, control or dominance over people and resources.

- **Security**: Safety, harmony, and stability of society, of relationships, and of self.

- **Conformity**: Restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms.

- **Tradition**: Respect, commitment, and acceptance of the customs and ideas that traditional culture or religion provide the self.

- **Benevolence**: Preserving and enhancing the welfare of those with whom one is in frequent personal contact.

- **Universalism**: Understanding, appreciation, tolerance, and protection for the welfare of all people and for nature.
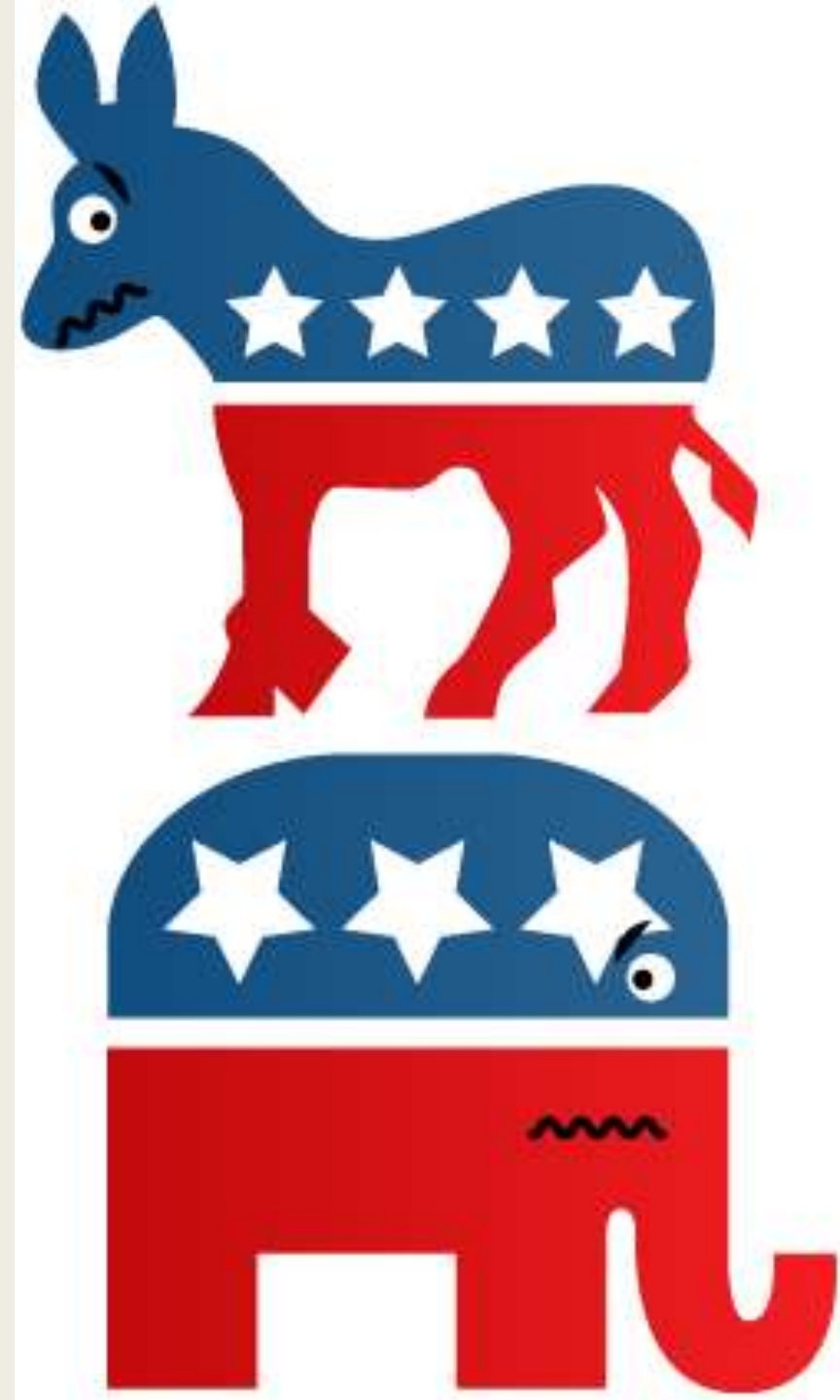
Schwartz's Value Theory

■ Schwartz et al, 2017; Goren at al, 2016—Basic personal values and core political values are entwined

■ Feldman, 2003—Some values influence political beliefs and policy opinions more than others

– Self-transcendence vs. conservation axis

Literature Review: Vote Choice

- Niemi and Weisberg, 1976—Elite vs. mass belief systems

- Many Influences on Vote Choice
  - Party ID
    - Sears and Levy, 2003—generational effects and age cohorts
    - Abramowitz and Saunders, 1998— ideological and issue-position differences

Vote Choice
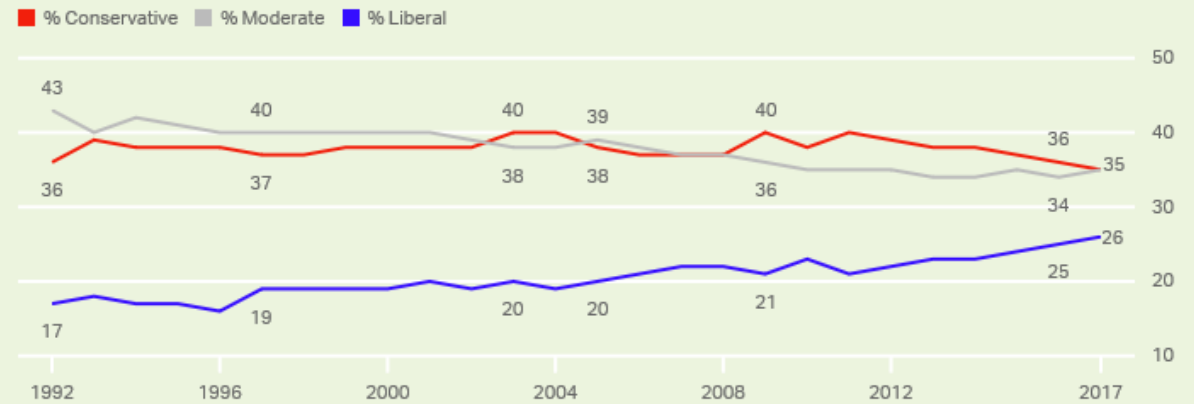
- Influences on Vote Choice
  - Political Ideology
    - Bardes and Oldendick, 2017—ideological identification and party identification
  - Demographics
    - Jackson and Carsey, 2002—three predictors: race, gender, and income
    - Leege and Welch, 1989—religion

Americans' Ideological Views, by Year

How would you describe your political views -- very conservative, conservative, moderate, liberal or very liberal?

- % Conservative
- % Moderate
- % Liberal

43   40   40   39   40   36
36   37   38   38   36   34   35
17   19   20   20   21   25   26

1992   1996   2000   2004   2008   2012   2017

Based on annual averages

GALLUP

Literature Review: Evangelicalism

- Balmer, 2016; Bebbington, 2005—Definition of Evangelicalism
  - 4 aspects: the Bible, the cross, conversion, and activism
- Wilcox, 1988—Historical Trends
  - 3 waves of political activism
    - 1920's
    - Post-WWII McCarthyism
    - 1970's

Literature Review: Religion and Basic Personal Values

- Roccas, 2005—relationship between religiosity and values

- 2019 TREB study—Evangelical Christians' value identification

	Median
Universalism	12
Benevolence	13
Conformity	12
Tradition	11
Security	13
Power	8
Achievement	9
Hedonism	10
Stimulation	9
Self-Direction	13

Methodology

- Dataset
- Variables and Recoding
    - Vote choice
    - Political ideology
    - Political party identification
    - Religiosity
    - Demographics
    - Motivational value type identification
- SPSS and Logistic Regression

Preliminary Results: Trump vs. Other Votes

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Values conformity scale	.995	.406	6.012	1	.014	2.705
	Values selfdirection scale	.600	.360	2.785	1	.095	1.822
	Values power scale	.013	.258	.002	1	.960	1.013
	Values universalism scale	-1.088	.444	6.007	1	.014	.337
	Values security scale	-.791	.406	3.799	1	.051	.454
	Values stimulation scale	-.136	.297	.208	1	.648	.873
	Values tradition scale	-.268	.287	.873	1	.350	.765
	Values hedonism scale	-.370	.240	2.366	1	.124	.691
	Values benevolence scale	.654	.423	2.393	1	.122	1.923
	Values achievement scale	-.162	.194	.697	1	.404	.851
	Constant	5.916	4.425	1.788	1	.181	370.982

a. Variable(s) entered on step 1: Values conformity scale, Values selfdirection scale, Values power scale, Values universalism scale, Values security scale, Values stimulation scale, Values tradition scale, Values hedonism scale, Values benevolence scale, Values achievement scale.

Preliminary Results: Vote for Trump vs. Did Not Vote

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Values conformity scale	.444	.198	5.017	1	.025	1.559
	Values selfdirection scale	.215	.166	1.676	1	.195	1.239
	Values power scale	.083	.172	.230	1	.632	1.086
	Values universalism scale	-.570	.197	8.392	1	.004	.566
	Values security scale	-.088	.218	.162	1	.687	.916
	Values stimulation scale	.008	.138	.003	1	.954	1.008
	Values tradition scale	-.067	.185	.131	1	.718	.935
	Values hedonism scale	-.008	.125	.004	1	.949	.992
	Values benevolence scale	-.029	.234	.016	1	.901	.971
	Values achievement scale	-.022	.145	.023	1	.880	.978
	Constant	.898	3.041	.087	1	.768	2.455

a. Variable(s) entered on step 1: Values conformity scale, Values selfdirection scale, Values power scale, Values universalism scale, Values security scale, Values stimulation scale, Values tradition scale, Values hedonism scale, Values benevolence scale, Values achievement scale.

Discussion

What is the direction of the relationship between values and ideology, political party identification, religion, and policy positions?