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The Role of Economic Variable in Election Outcomes: A Global Analysis

This study examined the role of economic variables in election outcomes. Previous work found that factors including social media, polling data, and party identification influence election results. It was believed that if the condition of a country's economy was in decile, then the party in power would switch. In order to test this, data from the Organization of Economic Co-operation and Development (OECD) on five economic variables: GDP, CPI, Industrial Production, Exchange Rates, and Unemployment from the United States, United Kingdom, Germany, Australia, Mexico, and France were collected. The data was analyzed using a single factor Anova to determine if a significant correlation between economic condition and election results existed. A human survey (N=27) was conducted using Google Forms. The survey found that when exclusively presenting economic variables as determinant factors for political choice, voters had a general understanding of the economic factors. The data analysis found, that in the United Kingdom, between 1968 and 1970 the economy fell 2.99 points on a 4-point scale developed by the researcher. This demonstrated an economic recession in the United Kingdom. In 1970 the party in power switched. The only country to show that economic conditions affect election results was Great Britain, ($p=0.04$). Future work should attempt to determine the reason for the United Kingdom being the only nation studied to have a significant correlation between party in power switches and the nation's economic condition.