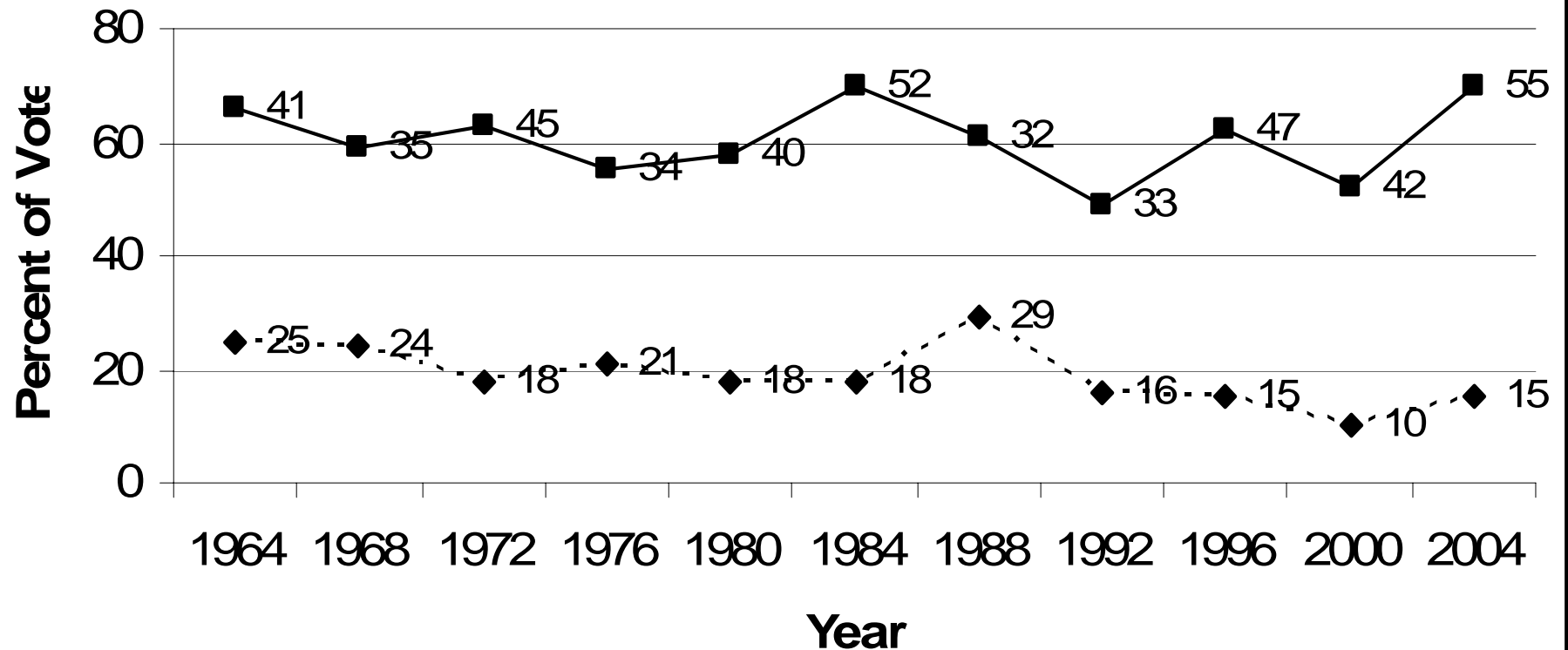# Follow the Bouncing Ball: Presidential Nominating Conventions and Campaign Dynamics

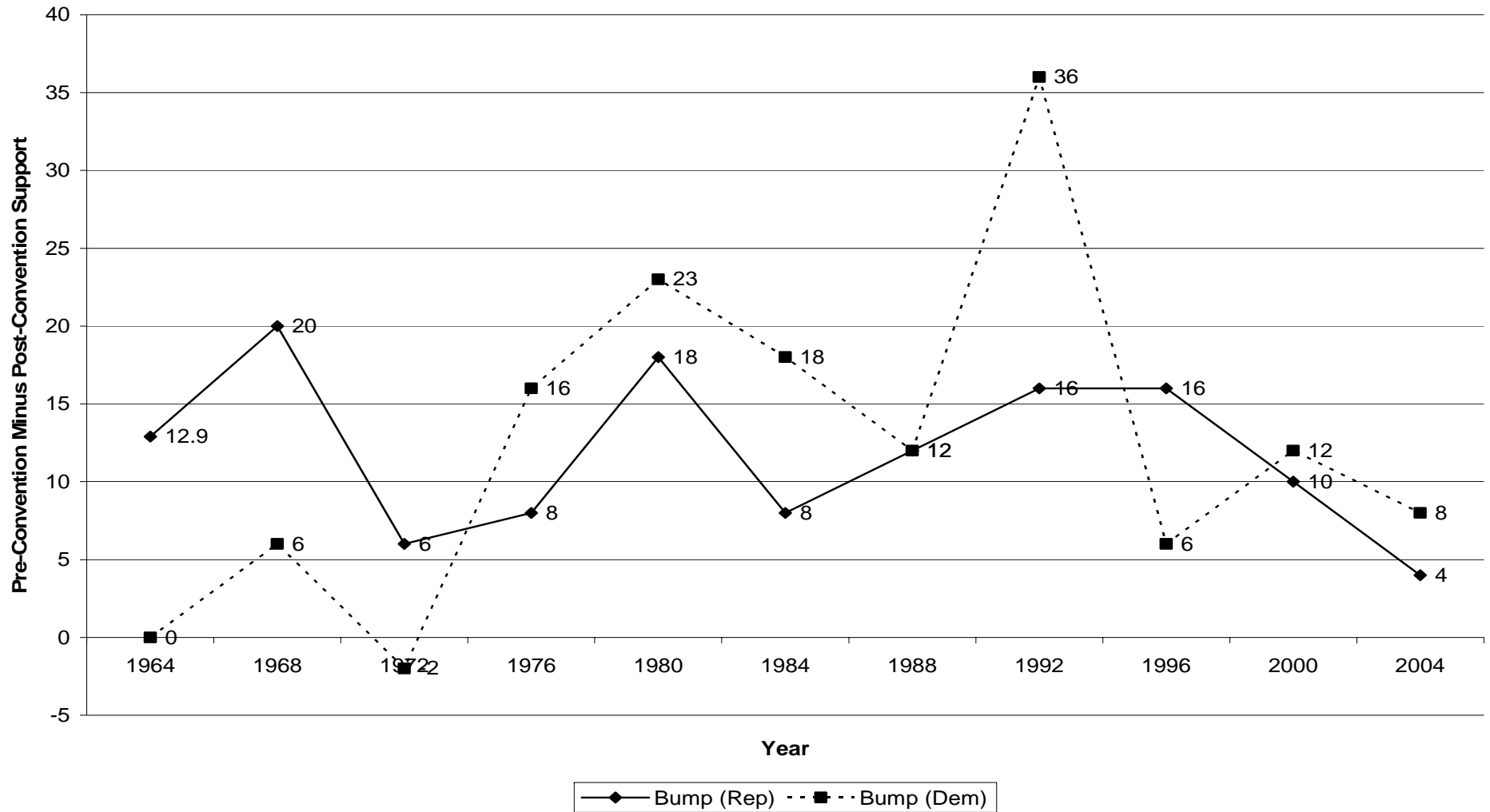Costas Panagopoulos

Yale University

Timing of Voting Decision 1964-2004
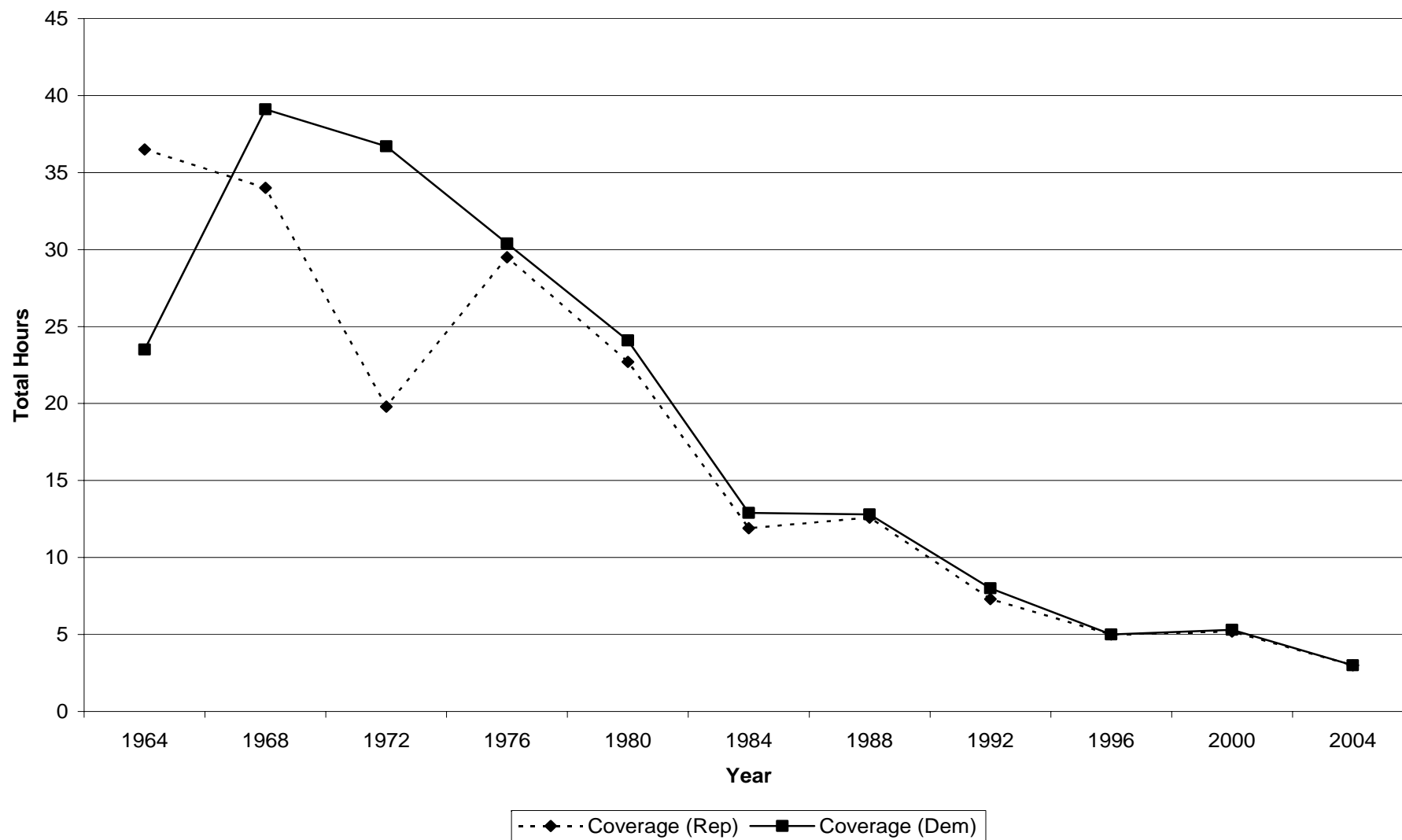

Chart: "Timing of Voting Decision 1964-2004" — Percent of Vote (y-axis) by Year (x-axis).

During Convention (%): 1964: 25, 1968: 24, 1972: 18, 1976: 21, 1980: 18, 1984: 18, 1988: 29, 1992: 16, 1996: 15, 2000: 10, 2004: 15

Before Convention (%): 1964: 41, 1968: 35, 1972: 45, 1976: 34, 1980: 40, 1984: 52, 1988: 32, 1992: 33, 1996: 47, 2000: 42, 2004: 55

Legend: ···◆··· During Convention (%) ——■—— Before Convention (%)

Convention Bump 1964-2004

Chart showing "Pre-Convention Minus Post-Convention Support" on the Y-axis (ranging from -5 to 40) versus "Year" on the X-axis (1964 to 2004). Two series are plotted: Bump (Rep) and Bump (Dem).

Bump (Rep) values: 1964: 12.9, 1968: 20, 1972: 6, 1976: 8, 1980: 18, 1984: 8, 1988: 12, 1992: 16, 1996: 16, 2000: 10, 2004: 4

Bump (Dem) values: 1964: 0, 1968: 6, 1972: -2, 1976: 16, 1980: 23, 1984: 18, 1992: 36, 1996: 6, 2000: 12, 2004: 8

Legend: ◆ Bump (Rep), ■ Bump (Dem)

Network Coverage of Conventions 1964-2004

Conventions Viewership 1964-2004
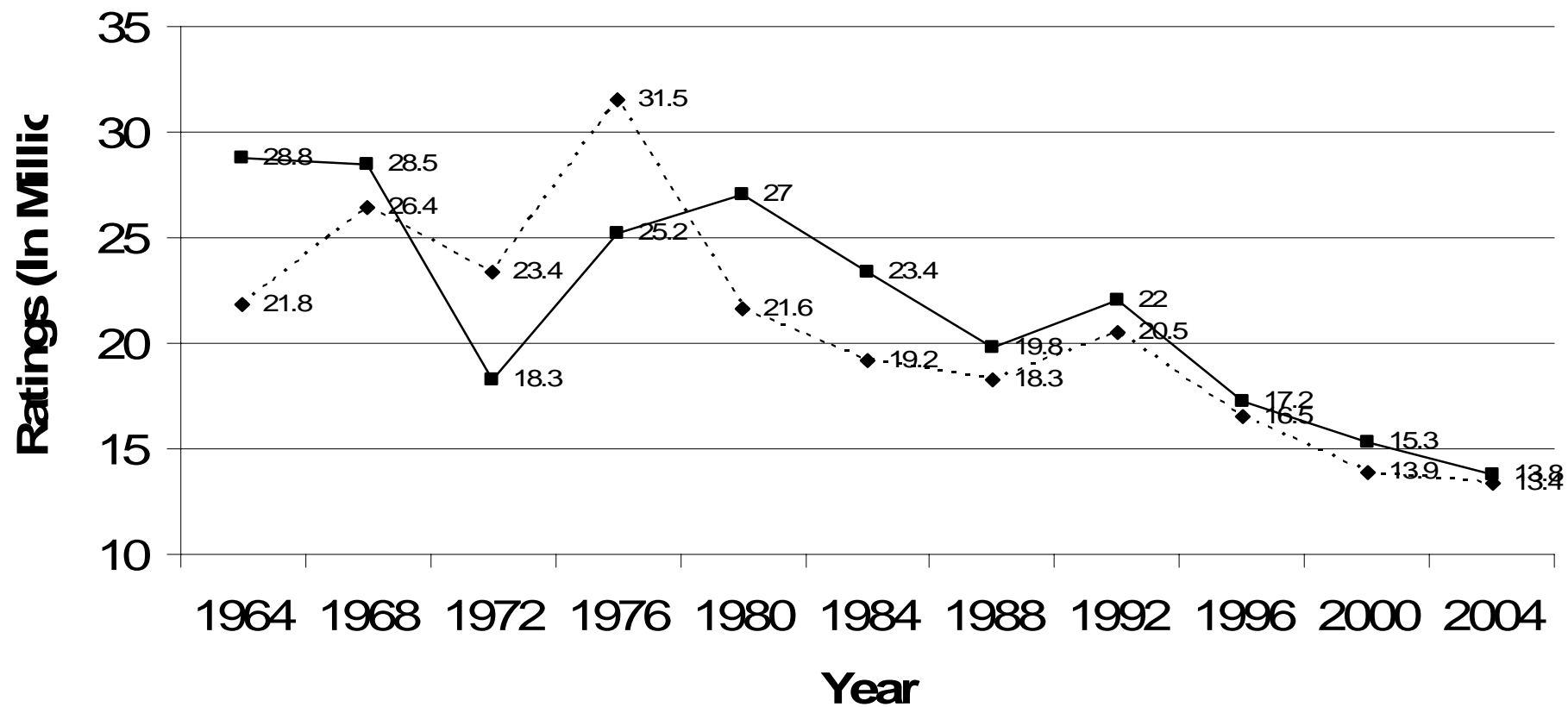
Presidential Campaign Interest
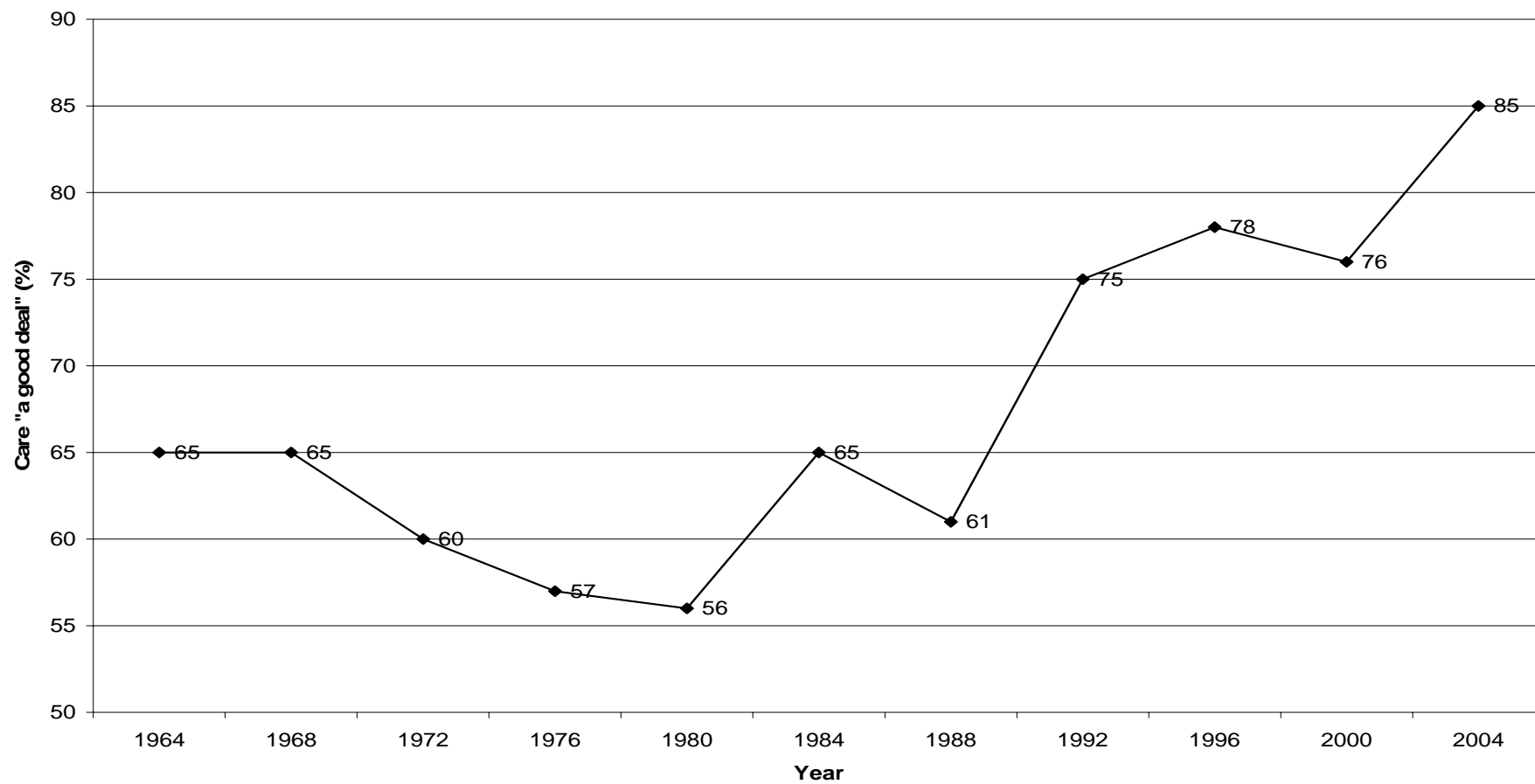
Table 1: Vote Choice Decisionmaking During Conventions, Coverage and Audience

Dependent Variable: Proportion of voters who made up their minds about which candidate to vote for during national conventions (NES)

Independent Variables	Model 1	Model 2
Coverage (Networks total hours)	0.24*** (.08)	----------
Audience (Ratings)	----------	0.54*** (.19)
Constant	14.79*** (1.68)	7.63* (4.16)
N	22	22
Adj. R-Squared	0.28	0.25

NOTE: Ordinary Least Squares. Standard errors in parentheses.

***p<.01 ** p<.05 * p<.10

Table 2: Explaining Convention Bumps

Dependent Variable:

Independent Variables	Coefficient
Audience Size	0.95*
	(0.48)
Coverage	-0.51***
	(0.20)
Campaign Interest	-.01
	(0.25)
Undecided Voters	0.41*
	(0.23)
First Convention	8.78***
	(3.07)
Constant	-28.08
	(26.86)
N	22
Adjusted R-squared	0.36

NOTE: Ordinary Least Squares. Standard errors in parentheses

***p < .01 ** p < .05 * p < .10