Abstract

This Master’s thesis looks into the phenomenon of party identification and explores various factors that play a role in the emergence, development and decline of partisanship. It follows and compares the changing levels of party identification in the United Kingdom and the Netherlands from the 1960s to the present day and strives to determine the causes and effects of this process. It is widely accepted that declining party identification is linked to increasing electoral volatility. This thesis draws upon a range of theoretical works in the field of electoral behaviour. It utilizes findings of an original small scale research among the British and Dutch voters as well as established election studies.