Accepted Manuscript

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Anna-Sophie Kurella, Jan Rosset

PII: S0261-3794(16)30466-8

DOI: 10.1016/j.electstud.2017.07.001

Reference: JELS 1852

To appear in: Electoral Studies

Received Date: 17 November 2016

Revised Date: 6 April 2017 Accepted Date: 10 July 2017

Please cite this article as: Kurella, A.-S., Rosset, J., Blind spots in the party system: Spatial voting and issue salience if voters face scarce choices, *Electoral Studies* (2017), doi: 10.1016/i.electstud.2017.07.001.

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Blind spots in the party system: Spatial voting and issue salience if voters face scarce choices

Anna-Sophie Kurella Mannheimer Zentrum für Europäische Sozialforschung (MZES) Universität Mannheim A5, 6 Bauteil A DE - 68131 Mannheim anna.kurella@mzes.uni-mannheim.de Jan Rosset
Département de science politique
et relations internationales
Université de Genève
40, bd du Pont d'Arve
CH - 1211 Genève 4
jan.rosset@unige.ch

Abstract

Drawing on spatial models of political competition, this research investigates whether decision weights vary across groups of voters defined by their policy positioning in a two-dimensional space. Our analyses of electoral survey data from England, France, Germany, the Netherlands and Switzerland reveal that the economic and cultural dimensions of electoral competition are salient for the vote choice of most groups of voters. However, those voters who hold economically left and culturally right preferences weigh their preferences on the economic dimension much more and discount parties' position on cultural issues when no party represents their configuration of preferences. Consequently, left parties are less able to attain votes of economically right but culturally libertarian voters for cultural policy reasons, when electoral choices are scarce, while right parties are successful in attaining votes based on both dimensions. As a result, significant representation gaps can occur.

Keywords: Issue salience, Spatial Voting, Issue Congruence, Western Europe

Acknowledgements:

An earlier version of this paper was presented at the 2016 Annual Conference of the Swiss Political Science Association in Basel. We would like to thank Nathalie Giger, Dominic Höglinger, Olga Litvyak, Franz Urban Pappi, Jonas Pontusson, Line Rennwald, Christian Stecker and Philip Trein for helpful comments. Rosset gratefully acknowledges the financial support of the Swiss National Science Foundation (career grant nr: 151767).

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