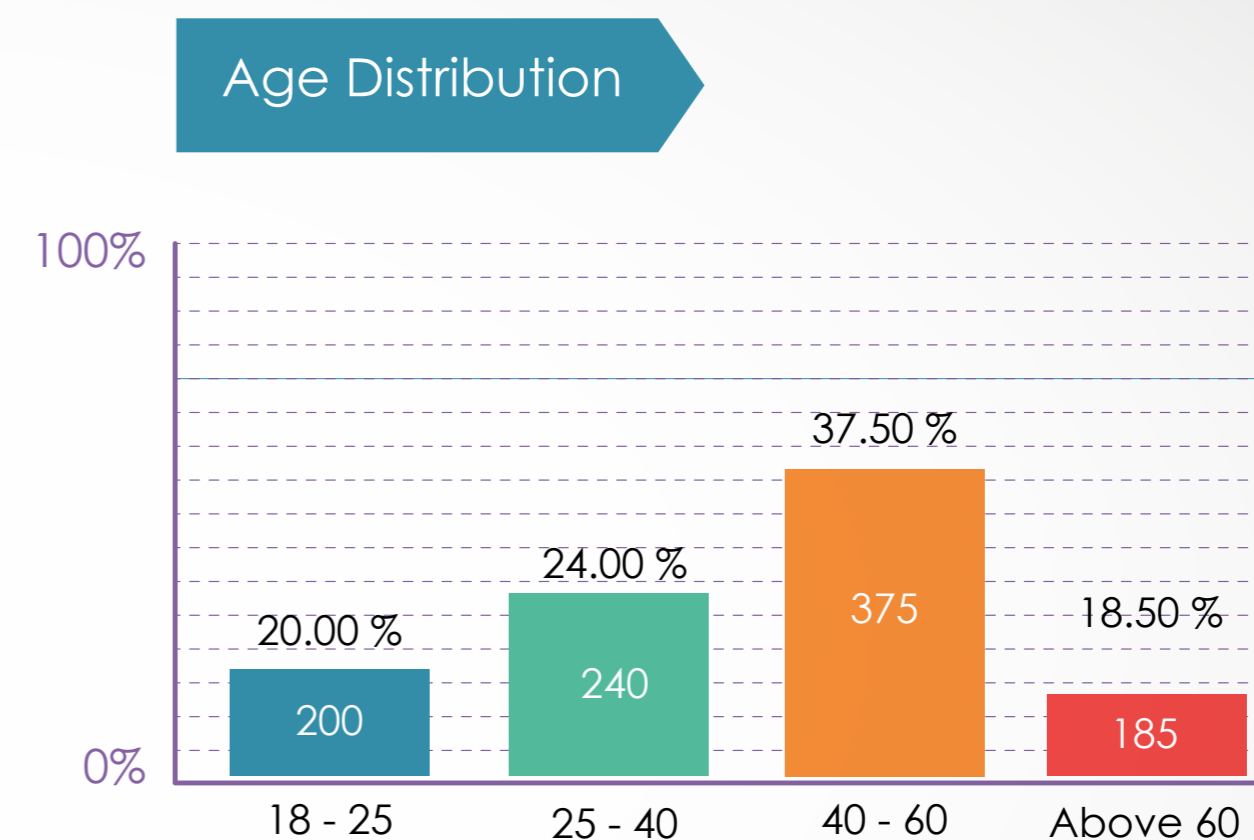
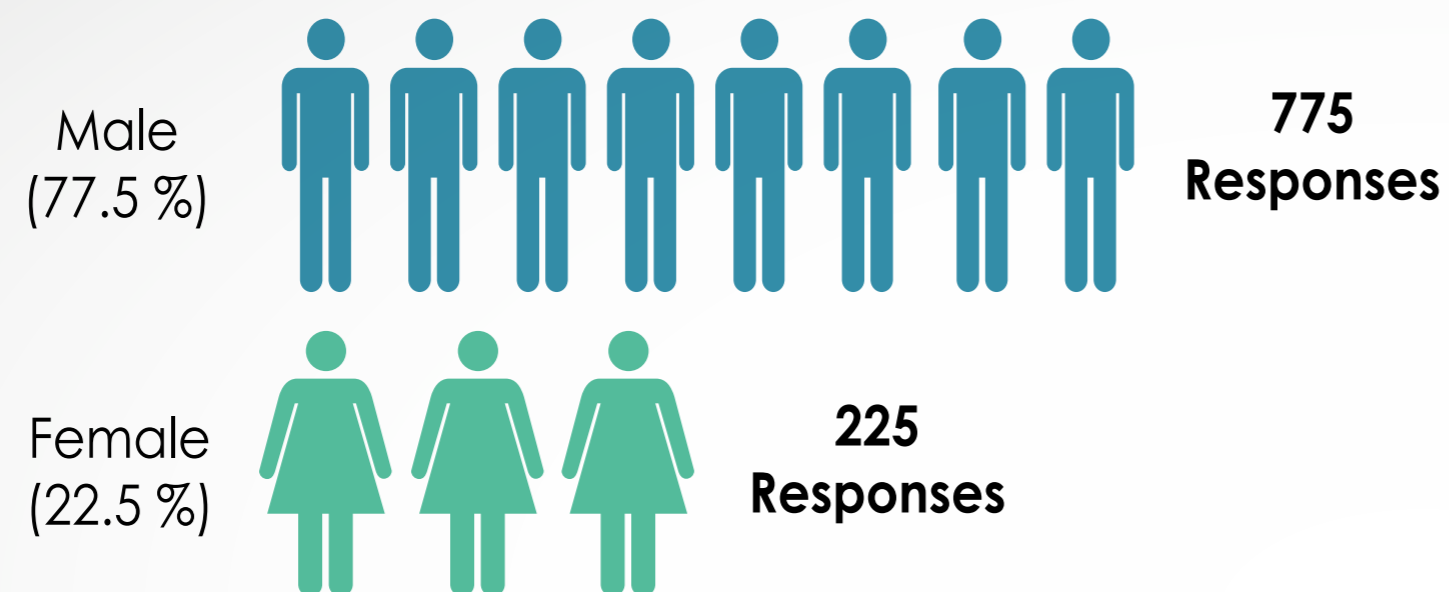


The Centre for Peace, Security and Developmental Studies (CPSD) conducted an online survey to identify voting preferences amongst the urban public. We got a healthy 1000 responses from majorly urban cities. The survey was online from 13th-17th July, 2018.



The survey addressed the following over the 2013 and 2018 elections:

Primary Question:

Which of the following preferences determine voting choices:

1. Political Party
2. Leadership Appeal
3. Local Candidate

Influencing Variables:

- i. Who people voted for
- ii. Which political, economic and social issues were most pressing for voters
- iii. Which ideological viewpoints influenced their voting choices

The Main Contesting Elements

Basis for Voting	Leader's Personality Appeal	Party Preference
Dominant Influencing Ideology	Welfare State Prospects	Anti-Establishment Leanings
Major Concern	Governance (Accountability, Corruption)	Infrastructural Issues



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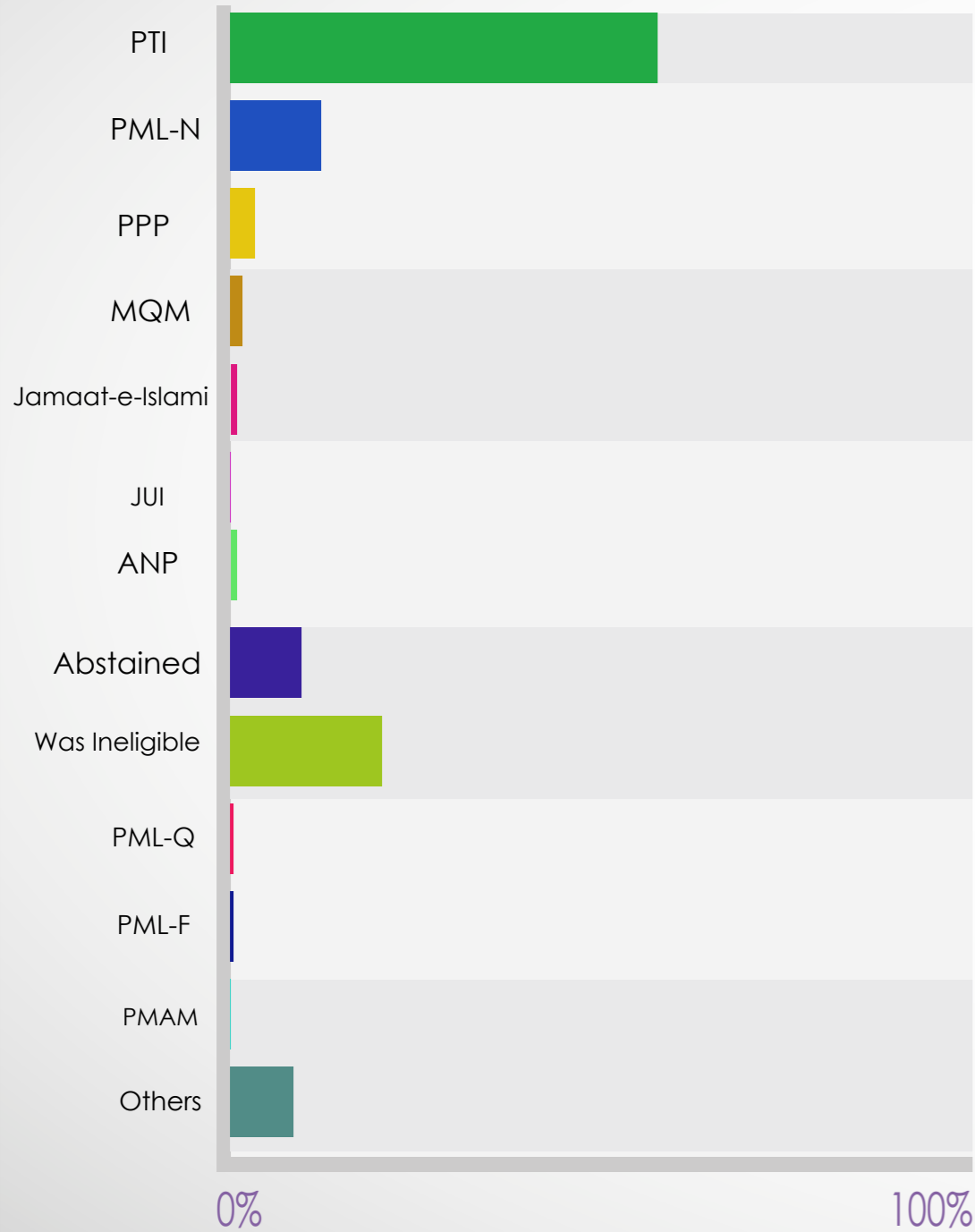


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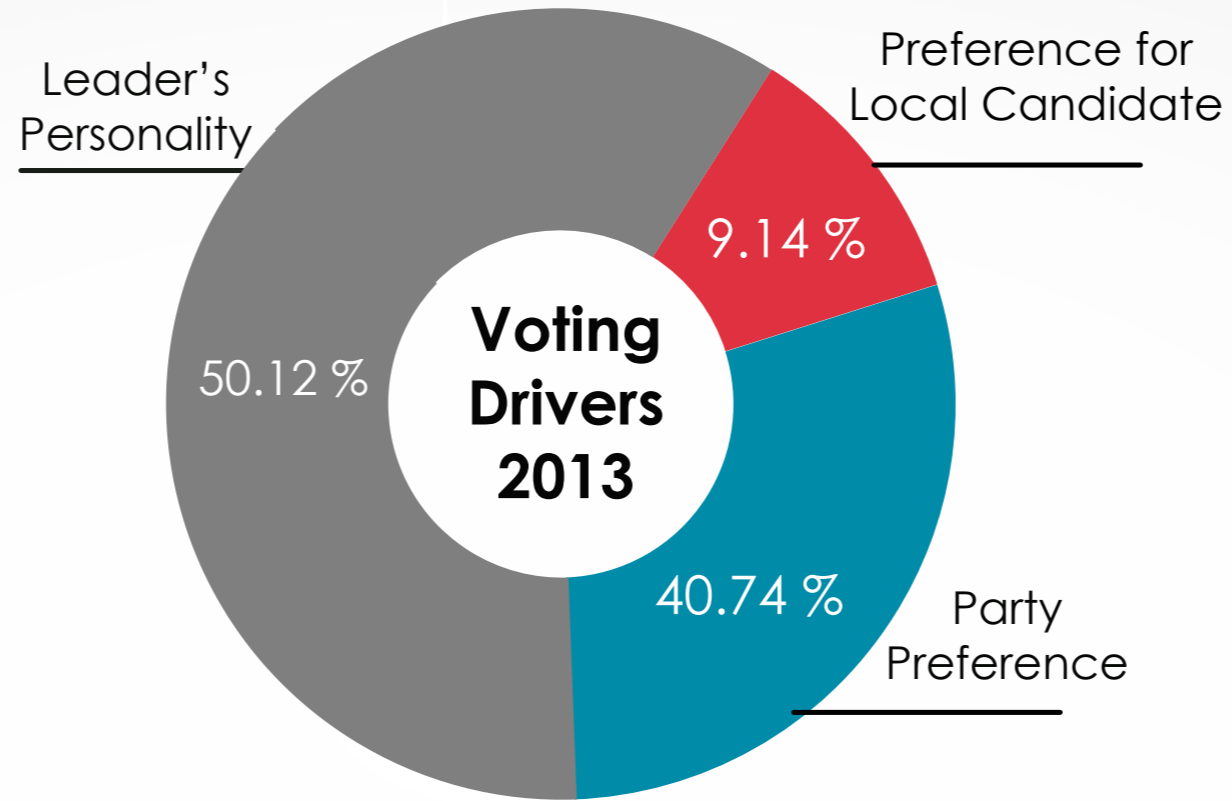


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Party Votes in 2013



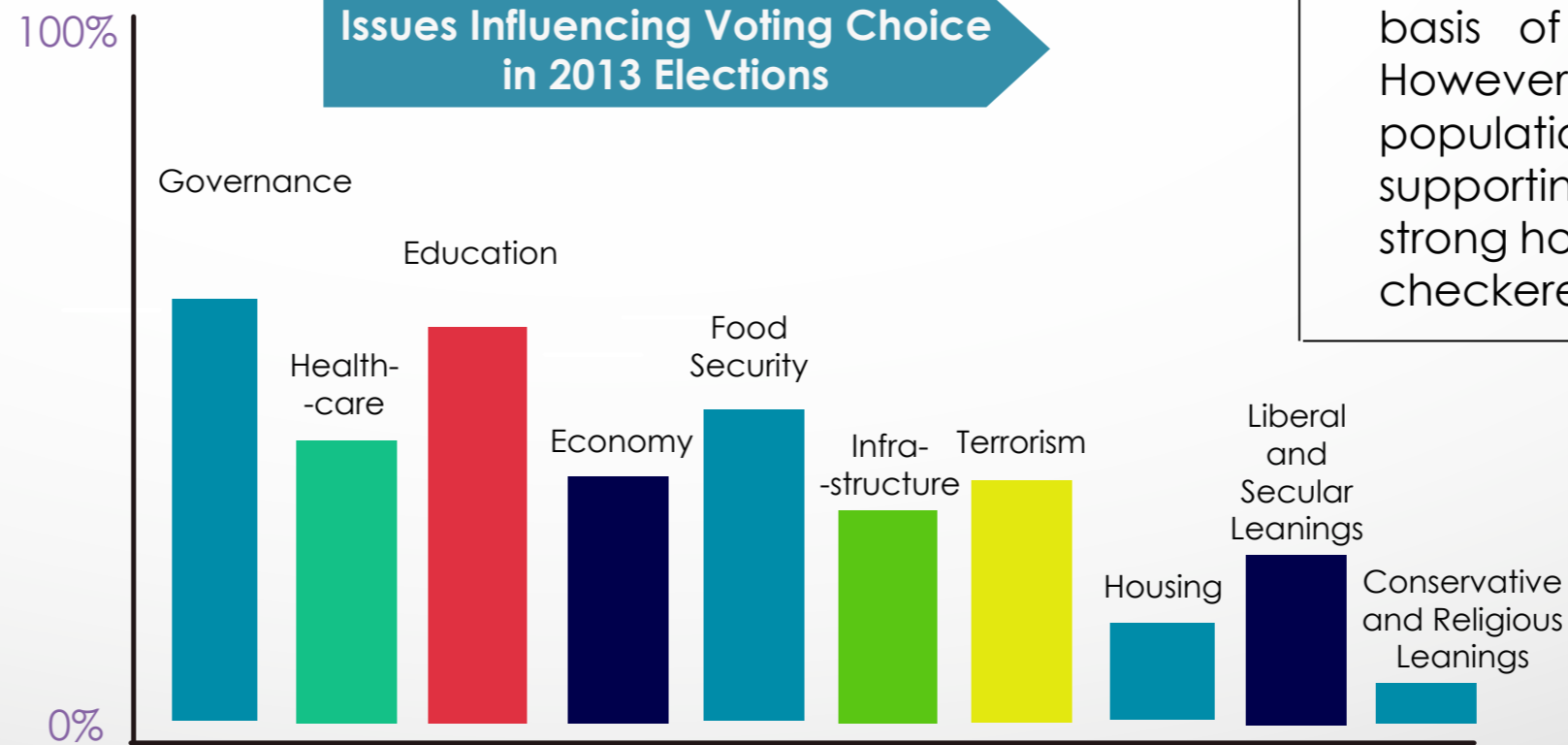
Basis for Voting Choice



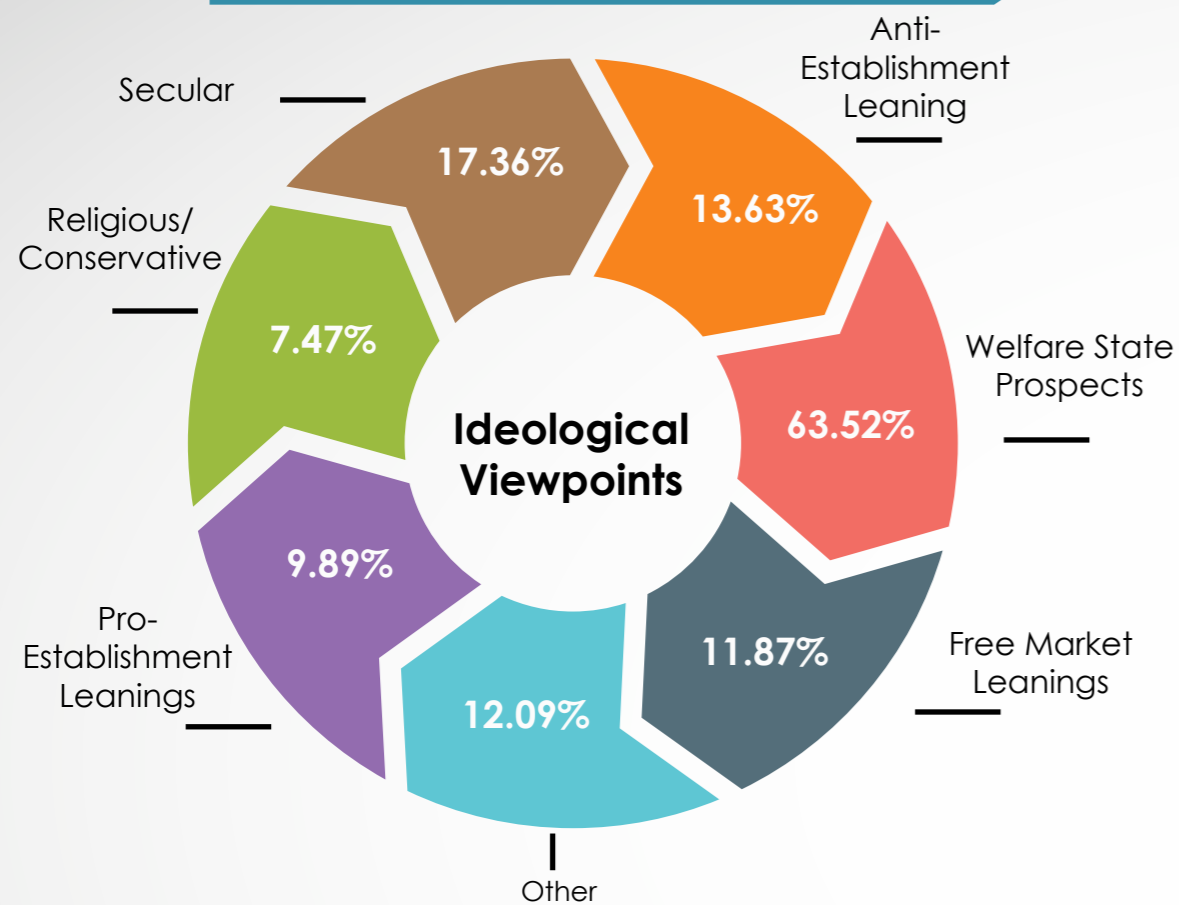
Key Points

- Our survey shows that only 9% of respondents took the performance and merit of their local candidates into concern before voting in 2013.
- Overwhelming numbers valued personality appeal of leadership.
- Governance and education were the most pressing concerns for the general public.
- These survey results contrast with those of the 2013 official elections results where only certain groups in urban centers voted on the basis of the leaders' personality appeal. However an overwhelming section of the population voted along traditional lines supporting parties that possessed a traditional strong hold in their local area. This resulted in a checkered voting pattern.

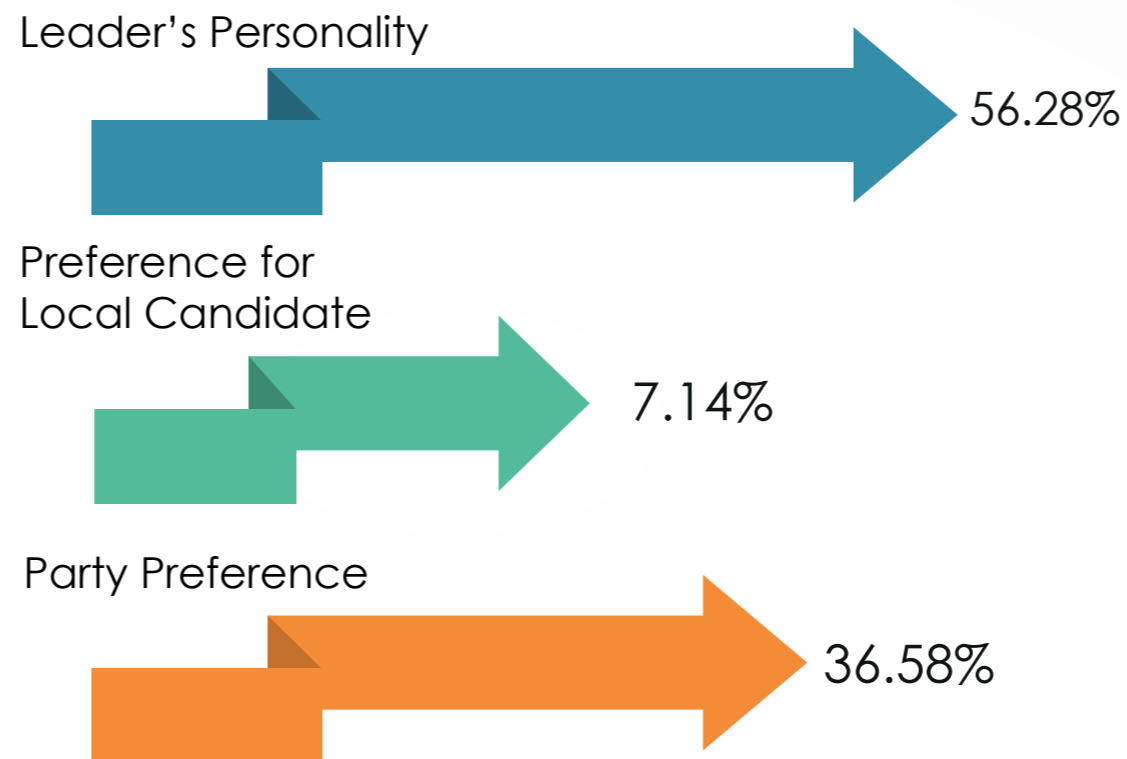
Issues Influencing Voting Choice in 2013 Elections



Ideological Viewpoints Behind Voting



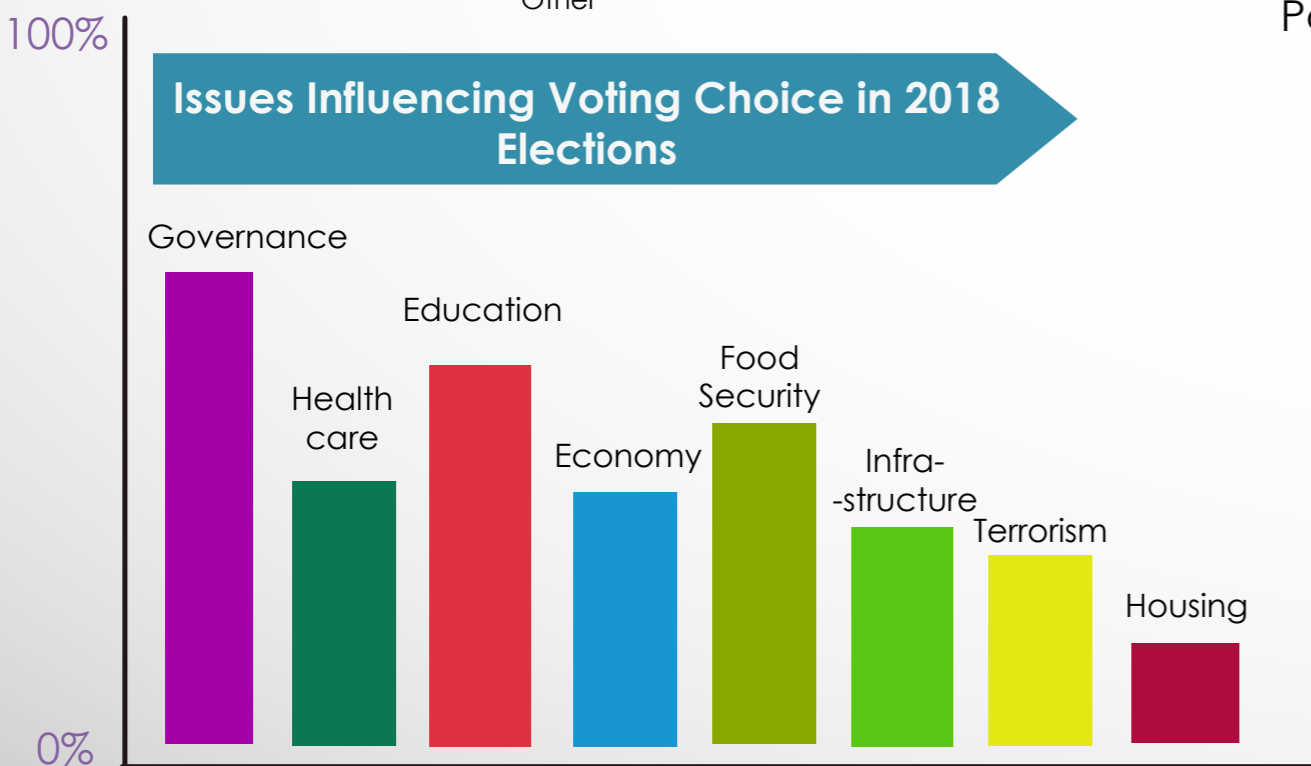
Basis for Voting Choice



Key Points

- The survey depicts that the inclination for voting along leadership and personality lines displayed an upward trend from 2013, demonstrating a rise of 6%.
- Voters, in general, are now less likely to take overall party concerns and the merits of the local candidate into account.
- Governance and education persist as major issues for the population.
- A large proportion of voters seem to be influenced by welfare state prospects before deciding who to vote for.

Issues Influencing Voting Choice in 2018 Elections



Concluding Remarks

The survey projects a clear trend of voting preferences being determined by the appeal of iconic political leaders instead of party ideologies or local candidates' performance. While this pursuit of a leadership figure's aura and charisma is rational, one must not lose sight of the merit and performance of candidates in local constituencies. CPSD respects the overwhelming orientation but recommends that rather than voting exclusively on the basis of a central leader's appeal, local candidates' merit should be evaluated too before deciding to vote for the central leader.