

Issue Voting as a Voting Determinant in The Electoral Politics of District Charsadda

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ABSTRACT

The electoral behaviour of the public of District Charsadda especially NA-8 in the province of Khyber Pakhtunkhwa is examined in this paper. The study predicted issue voting as an important determinant in the electoral politics of district Charsadda. For the prediction of the electoral behaviour in the universe, survey has been conducted using questionnaire as a tool of data collection. Analysis made via descriptive and inferential statistics including Chi-Square test and probability value. The Primary data disclosed that (89.82%) of the respondents supported the electoral preferences made on the basis of issue voting in district Charsadda in 2013 general elections.

Keywords- Elections, Charsadda, Issue voting, Voting Behaviour

THEORY OF ISSUE VOTING:

Issue voting is one of the most attractive and decisive determinant in the electoral studies of voting behaviour. Issue voting is the voters' voting in favour of a candidate in case of satisfaction or against a candidate with whom he or she is dissatisfied (Patrick Fournier, March 2003). Issue voting occurs when there is a clear difference between the stand and policy position of the candidates or their political parties. The variation of the stances or the policy position on a particular issue between the contesting candidates or their allied political parties will definitely make them distinctive from all other candidates. Issue voting is prominent in multi-party system and its importance cannot be ignored in the bi-party system as well (Stephenson, 2010).

Casting the ballot is an independent right of every eligible citizen of the state. The public use this right while keeping various views in their minds. In highlighting these views, different social and political scientists have their own approaches. Campbell focused that partisanship and candidate evaluations are much important than issue evaluation (Luigi Castelli, 2009). However, the revisionist school of voting behaviour opposed the findings of the Michigan model who claimed that issue voting has a limited role in the turnout as compared to partisanship.

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That is why the revisionist school portrayed that issues have a definite role in affecting the turnout (Visser, 1998).

Different social scientists defined issues in their own senses. But Edelman, Sears, Hensler and Speer defined issues as a symbol that had a quality of attracting a set of organizations or associations based on its prior experiences. The issues related to race, health care, communication or taxation etc. For the solution of all such issues, the associations create emotional responses for making the issues politically meaningful. The political parties get the public confidence for getting a heavy mandate in the elections and transforms it into the possible solutions to the public issues (Macdonald, March 1989).

The earliest and the most prominent scholar in discussing the issues as a voting determinant is the V.O. Key Jr. He argued that issue voting are the voters voting. Here the voters voting conveys the sense that a voter will cast the ballot in favour of the candidates with whom he is pleased and will reject the one with whom he is dissatisfied. He further claims that if for the same issue the different candidates or the political parties have the same solution the public will probably focus the party or the candidate that has the most suitable and a facilitative solution (Key.Jr, 1966). The same solution of an issue makes no difference in converting the preference into turnout. This was the first statement for describing issues as voting behaviour. RePass and Pomper are the other social scientists that supported issues more important voting determinants than the partisanship. (Bernt Aardal, 2005)

Fiorina supported his statement while relating the issues with the time. He focussed on the retrospective and prospective voting (past performance and future planning). In other words, a candidate that get mandate in the elections for highlighting issues would have a chance for the transformation of the issues into performance. The public may easily compare the transformed performance with those parties or candidates that have dealt the issues in past and those that would deal it in future. In prospective voting a party or candidate be rewarded in elections based on the electoral campaigns in which the issues are prioritised in the manifestos and possible solutions are suggested for being fulfilled in case of getting high mandate based on that particular issues (Fiorina, 1981). In retrospective voting the public dissatisfied parties or candidates be punished by replacing them with new ones (Vries, 2016).

Budge, Farlie and Petrocik have highlighted the issue ownership aspect of the issue voting. Issue ownership conveys the sense that which political party is serious to which particular issue. It is either due to its past performance or due to its ideological attraction to the issues, that how the issues were handled in past. In this way the voters cast the ballot in favour of all those candidates or parties that owns the issue and is most serious towards the issues would be the most important in the elections for the public (Lachat, 2014).

Brody and Page states that issue voting is the tool that links the policy preferences of the citizens to the actions of the government. When estimating the level of the issue voting, it identifies a variety of factors. In all these factors, the prominent is the voter's perception of the candidate's issue stances. However, these perceptions vary with the variation of the voters and

all the voters will prefer those candidates that stand close to the issue position and consider the public issues as his own. Nevertheless, the public most probably favour those candidates that fully satisfy the public regarding their issues (Feldman, June 1982).

Applying issue voting to the electoral politics of Khyber Pakhtunkhwa in the general elections of 2013, the PTI has greatly attained its advantage. The slogan of change presented by PTI in the form of issue supported by the public using issue voting. In case of district Charsadda, NA-8, it is applicable to some extent as the candidate of the PTI remained the runner up after the winner Aftab Ahmad Khan Sherpao.

HYPOTHESIS:

In district Charsadda, voting behaviour is determined by the issue voting.

METHODOLOGY:

The empirical study of voting behaviour is comprised of quantitative and analytical methods. The primary data collected from the respondents by filling a questionnaire with closed ended questions based on 4-likert scale starting from greater extent, some extent, limited extent to not at all. The Universe of the current study comprised the respondents belonging to NA-8 (Now NA-23).

OPERATIONAL MEASUREMENT OF ISSUE VOTING:

Issue voting is the most feasible and commanding voting determinant in Pakistani politics. Khyber Pakhtunkhwa does not lack the determinant of issues in politics. The study argues that issue voting is applicable largely (89.82%)⁶ in the electoral politics of NA-8, District Charsadda. Different problems presented in the form of important issues and consequently secured a heavy mandate. Issue Voting has been analysed on the basis of the following close-ended questions in the questionnaire,

- 1) To what extent you have voted in support of durable peace in 2013 elections.
a) To a Greater Extent b) To Some Extent c) To a Limited Extent d) Absolutely No
- 2) To what extent you have voted for eliminating corruption in 2013 elections.
a) To a Greater Extent b) To Some Extent c) To a Limited Extent d) Absolutely No
- 3) To what extent you cast your vote on the basis of election campaign?
a) To a Greater Extent b) To Some Extent c) To a Limited Extent d) Absolutely No
- 4) To what extent you have voted for the slogan of change in 2013 elections.
a) To a Greater Extent b) To Some Extent c) To a Limited Extent d) Absolutely No

All these questions have been analysed on the basis of various independent variables including gender, age, education, monthly income, profession and area as urban and rural divisions. Frequencies and percentages for each analysed question is calculated and tabulated as under.

ISSUE VOTING AND PEACE:

⁶ This is the average percentage, which has been calculated by taking the average percentage of the percentages of all those questions which have been asked from the respondents in determining the application of theory of issue voting.

Gender Consideration:

Table 1

Gender	Greater Extent	Some Extent	Limited Extent	Absolutely No	Total
Male	107 75.9%	13 9.2%	8 5.7%	13 9.2%	141 100.0%
Female	67 57.3%	28 23.9%	10 8.5%	12 10.3%	117 100.0%
Total	174 67.4%	41 15.9%	18 7.0%	25 9.7%	258 100.0%

Chi-Square Value= 12.824, P-Value= 0.005

A maximum number of the male respondents (75.9%) followed by female respondents (57.3%), have voted for the maintenance of peace in the region. This shows that males are more active in supporting issue voting as compared to the female respondents. The Chi-square test provides a significant p-value.

Age Consideration:

Table 2

Age	Greater Extent	Some Extent	Limited Extent	Absolutely No	Total
18-30	86 70.5%	17 13.9%	10 8.2%	9 7.4%	122 100.0%
31-40	47 67.1%	12 17.1%	3 4.3%	8 11.4%	70 100.0%
41 & Above	41 62.1%	12 18.2%	5 7.6%	8 12.1%	66 100.0%
Total	174 67.4%	41 15.9%	18 7.0%	25 9.7%	258 100.0%

Chi-Square Value= 3.342, P-Value= 0.765

Age consideration demonstrates that a maximum number of the respondents having age 18-30 (70.5%) followed by the age group of 31-40 (67.1%) have stamped the ballot to a greater extent for the stability of peace in the society. This shows that issue based politics are popular among the younger generation as compared to the old age. The Chi-square test provides an insignificant p-value.

Literacy Consideration:

Table 3

Literacy	Greater Extent	Some Extent	Limited Extent	Absolutely No	Total
Literate	87 68.0%	21 16.4%	8 6.2%	12 9.4%	128 100.0%
Illiterate	87 66.9%	20 15.4%	10 7.7%	13 10.0%	130 100.0%
Total	174 67.4%	41 15.9%	18 7.0%	25 9.7%	258 100.0%

Chi-Square Value= 0.271, P-Value= 0.965

As far as literacy is concerned, a large number of the literate respondent (68.0%) followed by the illiterate respondents (66.9%), have strongly voted for the stability of peace in the region. This shows that the literate respondents are supporting issue politics more as compared to the illiterates. The Chi-square test provides an insignificant p-value.

Monthly Income Consideration:

Table 4

Monthly Income	Greater Extent	Some Extent	Limited Extent	Absolutely No	Total
15000 & Below	49 68.1%	10 13.9%	5 6.9%	8 11.1%	72 100.0%
16000 & Above	31 75.6%	4 9.8%	2 4.9%	4 9.8%	41 100.0%
Sorry	94 64.8%	27 18.6%	11 7.6%	13 9.0%	145 100.0%
Total	174 67.4%	41 15.9%	18 7.0%	25 9.7%	258 100.0%

Chi-Square Value= 2.954, P-Value= 0.815

A greater number of the respondents having monthly income Rs.16000 and above (75.6%) followed by the respondents of the income group Rs.15000 and below (68.1%) have voted for peace and its firmness in the society. This shows that the greater is the monthly income the stronger will be the issue based voting. The Chi-square test provides an insignificant p-value.

Profession Consideration:

Table 5

Profession	Greater Extent	Some Extent	Limited Extent	Absolutely No	Total
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Government Servant	21 63.6%	7 21.2%	2 6.1%	3 9.1%	33 100.0%
Private Service Sector	5 62.5%	2 25.0%	0 .0%	1 12.5%	8 100.0%
Businessmen & Shopkeepers	6 54.5%	2 18.2%	1 9.1%	2 18.2%	11 100.0%
Housewives	62 64.6%	21 21.9%	6 6.2%	7 7.3%	96 100.0%
Others	80 72.7%	9 8.2%	9 8.2%	12 10.9%	110 100.0%
Total	174 67.4%	41 15.9%	18 7.0%	25 9.7%	258 100.0%

Chi-Square Value= 10.867, P-Value= 0.540

Maximum number of the respondents that are the professional of the others group (72.7%) followed by the house wives (64.6%) have voted for the maintenance of peace. The others group of the professional mostly comprised of students, farmers, skilled, unskilled and retired etc peoples. This shows that majority of the respondents of the others group have strong determination for the issue voting. The Chi-square test provides an insignificant p-value.

Area Consideration:

Table 6

Area	Greater Extent	Some Extent	Limited Extent	Absolutely No	Total
Rural	104 78.2%	16 12.0%	4 3.0%	9 6.8%	133 100.0%
Urban	70 56.0%	25 20.0%	14 11.2%	16 12.8%	125 100.0%
Total	174 67.4%	41 15.9%	18 7.0%	25 9.7%	258 100.0%

Chi-Square Value= 15.902, P-Value= 0.001

As far as the area is concerned, a maximum number of the rural respondents (78.2%), followed by the urban respondents (56.0%), have supported the validity of peace in the society. This shows that the more is the ruralisation, the greater will be issue voting. The Chi-square test provides a significant p-value.

ISSUE VOTING AND THE NEGATION OF CORRUPTION:

Gender Consideration:

Table 7

Gender	Greater Extent	Some Extent	Limited Extent	Absolutely no	Total
Male	88 62.4%	31 22.0%	11 7.8%	11 7.8%	141 100.0%
Female	75 64.1%	23 19.7%	10 8.5%	9 7.7%	117 100.0%
Total	163 63.2%	54 20.9%	21 8.1%	20 7.8%	258 100.0%

Chi-Square Value= 0.239, P-Value= 0.971

Gender consideration exhibits a large number of the female respondents (64.1%), followed by the male respondents (62.4%) that have voted for the negation of corruption. This shows that as compared to male respondents the females preferred issue politics largely. The Chi-square test provides an insignificant p-value.

Age Consideration:

Table 8

Age	Greater Extent	Some Extent	Limited Extent	Absolutely no	Total
18-30	78 63.9%	28 23.0%	8 6.6%	8 6.6%	122 100.0%
31-40	51 72.9%	9 12.9%	2 2.9%	8 11.4%	70 100.0%
41 & Above	34 51.5%	17 25.8%	11 16.7%	4 6.1%	66 100.0%
Total	163 63.2%	54 20.9%	21 8.1%	20 7.8%	258 100.0%

Chi-Square Value= 15.982, P-Value= 0.014

A maximum number of the respondents having age group 31-40 (72.9%), followed by the respondents of the age group 18-30 (63.9%), have voted in opposition to corruption. This shows that the peoples of the age group 31-40 are supporting issue voting more as compared to the younger generation. The Chi-square test provides a significant p-value.

Literacy Consideration:

Table 9

Literacy	Greater Extent	Some Extent	Limited Extent	Absolutely no	Total
Literate	78 60.9%	30 23.4%	9 7.0%	11 8.6%	128 100.0%
Illiterate	85 65.4%	24 18.5%	12 9.2%	9 6.9%	130 100.0%
Total	163 63.2%	54 20.9%	21 8.1%	20 7.8%	258 100.0%

Chi-Square Value= 1.580, P-Value= 0.664

Literacy consideration illustrates high number of the illiterate respondents (65.4%) followed by the literate respondents (60.9%) that have practiced ballot against corruption. This shows that a large number of the illiterate respondents supported issue voting. The Chi-square test provides an insignificant p-value.

Monthly Income Consideration:

Table 10

Monthly Income	Greater Extent	Some Extent	Limited Extent	Absolutely no	Total
15000 & Below	40 55.6%	18 25.0%	8 11.1%	6 8.3%	72 100.0%
16000 & Above	24 58.5%	11 26.8%	3 7.3%	3 7.3%	41 100.0%
Sorry	99 68.3%	25 17.2%	10 6.9%	11 7.6%	145 100.0%
Total	163 63.2%	54 20.9%	21 8.1%	20 7.8%	258 100.0%

Chi-Square Value= 4.729, P-Value= 0.579

A large number of the respondents that have apologised for mentioning their monthly income (68.3%) followed by the respondents of the monthly income of Rs.16000 and above (58.5%), and that have voted for corruption free society. This shows that the greater is the income, the stronger will be issue voting. The Chi-square test provides an insignificant p-value.

Profession Consideration:

Table 11

Profession	Greater Extent	Some Extent	Limited Extent	Absolutely no	Total
Government Servant	16	11	3	3	33

	48.5%	33.3%	9.1%	9.1%	100.0%
Private Service Sector	5 62.5%	2 25.0%	0 .0%	1 12.5%	8 100.0%
Businessmen & Shopkeepers	6 54.5%	1 9.1%	1 9.1%	3 27.3%	11 100.0%
Housewives	70 72.9%	15 15.6%	6 6.2%	5 5.2%	96 100.0%
Others	66 60.0%	25 22.7%	11 10.0%	8 7.3%	110 100.0%
Total	163 63.2%	54 20.9%	21 8.1%	20 7.8%	258 100.0%

Chi-Square Value= 15.700, P-Value= 0.205

As far as profession is concerned, a large number of the respondents comprising housewives (72.9%), followed by the professionals of the private service sector (62.5%), have opposed corruption. This shows that majority of the housewives are interested in the issue voting. The Chi-square test provides an insignificant p-value.

Area Consideration:

Table 12

Area	Greater Extent	Some Extent	Limited Extent	Absolutely no	Total
Rural	92 69.2%	30 22.6%	7 5.3%	4 3.0%	133 100.0%
Urban	71 56.8%	24 19.2%	14 11.2%	16 12.8%	125 100.0%
Total	163 63.2%	54 20.9%	21 8.1%	20 7.8%	258 100.0%

Chi-Square Value= 12.670, P-Value= 0.005

A greater number of the rural respondents (69.2%), followed by the urban respondents (56.8%), have voted denying corruption. This shows that the greater is the ruralisation the greater will be issue voting. The Chi-square test provides a significant p-value.

ISSUE VOTING AND ELECTION CAMPAIGN:

Gender Consideration:

Table 13

	Greater Extent	Some Extent	Limited Extent	Absolutely No	Total
Male	69 48.9%	39 27.7%	10 7.1%	23 16.3%	141 100.0%
Female	61 52.1%	27 23.1%	17 14.5%	12 10.3%	117 100.0%
Total	130 50.4%	66 25.6%	27 10.5%	35 13.6%	258 100.0%

Chi-Square Value= 5.763, P-Value= 0.124

A large number of the female respondents (52.1%), followed by the male respondents (48.9%) have greater inclination towards the election campaign. This shows that the greater are the females, the stronger will be issue voting. The Chi-square test provides an insignificant p-value.

Age Consideration:

Table 14

	Greater Extent	Some Extent	Limited Extent	Absolutely No	Total
18-30	67 54.9%	32 26.2%	11 9.0%	12 9.8%	122 100.0%
31-40	32 45.7%	17 24.3%	8 11.4%	13 18.6%	70 100.0%
41 & Above	31 47.0%	17 25.8%	8 12.1%	10 15.2%	66 100.0%
Total	130 50.4%	66 25.6%	27 10.5%	35 13.6%	258 100.0%

Chi-Square Value= 4.166, P-Value= 0.654

A maximum number of respondents having age between 18-30 (54.9%), followed by the respondents of the age group 41 and above (47.0%) have mentioned their consent of voting in supporting the electoral campaign. This shows that majority of the younger respondents have full attention towards issue voting. The Chi-square test provides an insignificant p-value.

Literacy Consideration:

Table 15

	Greater Extent	Some Extent	Limited Extent	Absolutely No	Total
Literate	61	34	14	19	128

	47.7%	26.6%	10.9%	14.8%	100.0%
Illiterate	69	32	13	16	130
	53.1%	24.6%	10.0%	12.3%	100.0%
Total	130	66	27	35	258
	50.4%	25.6%	10.5%	13.6%	100.0%

Chi-Square Value= 0.832, P-Value= 0.842

A large number of the illiterate respondents (53.1%), followed by the literate respondents (47.7%), have voted giving their decisions in the light of electoral campaign. This shows that the greater is the illiteracy, the greater will be the issues in politics. The Chi-square test provides an insignificant p-value.

Monthly Income Consideration:

Table 16

	Greater Extent	Some Extent	Limited Extent	Absolutely No	Total
15000 & Below	32	24	10	6	72
	44.4%	33.3%	13.9%	8.3%	100.0%
16000 & Above	18	12	4	7	41
	43.9%	29.3%	9.8%	17.1%	100.0%
Sorry	80	30	13	22	145
	55.2%	20.7%	9.0%	15.2%	100.0%
Total	130	66	27	35	258
	50.4%	25.6%	10.5%	13.6%	100.0%

Chi-Square Value= 8.010, P-Value= 0.237

A considerable number of the respondents, who have not mentioned their monthly income (55.2%), followed by the respondents having monthly income Rs.15000 and below (44.4%), have voted on the basis of election campaign. This shows that the lower is the income the stronger will be the issue voting. The Chi-square test provides an insignificant p-value.

Profession Consideration:

Table 17

	Greater Extent	Some Extent	Limited Extent	Absolutely No	Total
Government Servant	12	10	6	5	33
	36.4%	30.3%	18.2%	15.2%	100.0%

Private Service Sector	3 37.5%	5 62.5%	0 .0%	0 .0%	8 100.0%
Businessmen & Shopkeepers	2 18.2%	3 27.3%	1 9.1%	5 45.5%	11 100.0%
Housewives	55 57.3%	21 21.9%	9 9.4%	11 11.5%	96 100.0%
Others	58 52.7%	27 24.5%	11 10.0%	14 12.7%	110 100.0%
Total	130 50.4%	66 25.6%	27 10.5%	35 13.6%	258 100.0%

Chi-Square Value= 22.598, P-Value= 0.031

A large number of respondents from the private sector (62.5%), followed by the professional housewives (57.3%) have stamped the ballot in favour of the electoral campaign. This shows that majority of the professionals of the private sector have encouraged issue politics. The Chi-square test provides a significant p-value.

Area Consideration:

Table 18

	Greater Extent	Some Extent	Limited Extent	Absolutely No	Total
Rural	82 61.7%	36 27.1%	6 4.5%	9 6.8%	133 100.0%
Urban	48 38.4%	30 24.0%	21 16.8%	26 20.8%	125 100.0%
Total	130 50.4%	66 25.6%	27 10.5%	35 13.6%	258 100.0%

Chi-Square Value= 25.805, P-Value= 0.000

As far as the area is concerned, a large number of the rural respondents (61.7%) followed by the urban respondents (38.4%) have voted for the approval of the election campaign. This shows that the greater is the ruralisation, the greater will be the issue voting. The Chi-square test provides a significant p-value.

ISSUE VOTING AND THE ELECTORAL SLOGAN OF CHANGE:

Gender Consideration:

Table 19

	Greater Extent	Some Extent	Limited Extent	Absolutely No	Total
Male	81 57.4%	39 27.7%	7 5.0%	14 9.9%	141 100.0%
Female	53 45.3%	36 30.8%	12 10.3%	16 13.7%	117 100.0%
Total	134 51.9%	75 29.1%	19 7.4%	30 11.6%	258 100.0%

Chi-Square Value= 5.233, P-Value= 0.156

Male respondents (57.4%) followed by the female respondents (45.3%), in superior number have practiced the vote as the electoral slogan of change. This shows that the greater are the male respondents the dominant will be issue politics. The Chi-square test provides an insignificant p-value.

Age Consideration:

Table 20

	Greater Extent	Some Extent	Limited Extent	Absolutely No	Total
18-30	60 49.2%	38 31.1%	12 9.8%	12 9.8%	122 100.0%
31-40	34 48.6%	20 28.6%	3 4.3%	13 18.6%	70 100.0%
41 & Above	40 60.6%	17 25.8%	4 6.1%	5 7.6%	66 100.0%
Total	134 51.9%	75 29.1%	19 7.4%	30 11.6%	258 100.0%

Chi-Square Value= 7.959, P-Value= 0.241

A maximum number of the respondents having age 41 and above (60.6%) followed by the respondents of the age group 18-30 (49.2%), have voted on the basis of the electoral slogan of change. This shows the greater is the age, the stronger will be issue voting. The Chi-square test provides an insignificant p-value.

Literacy Consideration:

Table 21

	Greater Extent	Some Extent	Limited Extent	Absolutely No	Total
Literate	68	36	8	16	128

	53.1%	28.1%	6.2%	12.5%	100.0%
Illiterate	66	39	11	14	130
	50.8%	30.0%	8.5%	10.8%	100.0%
Total	134	75	19	30	258
	51.9%	29.1%	7.4%	11.6%	100.0%

Chi-Square Value= 0.741, P-Value= 0.863

A large number of the literate respondents (53.1%) followed by the illiterate respondents (50.8%), have voted while supporting the electoral slogan of change. This shows that the greater is the literacy, the stronger will be the issue politics. The Chi-square test provides an insignificant p-value.

Monthly Income Consideration:

Table 22

	Greater Extent	Some Extent	Limited Extent	Absolutely No	Total
15000 & Below	43	20	4	5	72
	59.7%	27.8%	5.6%	6.9%	100.0%
16000 & Above	22	12	3	4	41
	53.7%	29.3%	7.3%	9.8%	100.0%
Sorry	69	43	12	21	145
	47.6%	29.7%	8.3%	14.5%	100.0%
Total	134	75	19	30	258
	51.9%	29.1%	7.4%	11.6%	100.0%

Chi-Square Value= 4.433, P-Value= 0.618

A large number of the respondents having monthly income of Rs.15000 and below (59.7%) followed by the respondents of the income group Rs.16000 and below (53.7%), have voted on the basis of issues and the most important amongst all of them is the electoral slogan of change. This shows that the lower is the monthly income, the stronger will be issue voting. The Chi-square test provides an insignificant p-value.

Professional Consideration:

Table23

	Greater Extent	Some Extent	Limited Extent	Absolutely No	Total
Government Servant	18	9	3	3	33
	54.5%	27.3%	9.1%	9.1%	100.0%

Private Service Sector	5 62.5%	1 12.5%	1 12.5%	1 12.5%	8 100.0%
Businessmen & Shopkeepers	5 45.5%	3 27.3%	0 .0%	3 27.3%	11 100.0%
Housewives	43 44.8%	33 34.4%	7 7.3%	13 13.5%	96 100.0%
Others	63 57.3%	29 26.4%	8 7.3%	10 9.1%	110 100.0%
Total	134 51.9%	75 29.1%	19 7.4%	30 11.6%	258 100.0%

Chi-Square Value= 8.509, P-Value= 0.744

As far as profession is concerned a large number of respondents from the private sector (62.5%) followed by the respondents of the other groups of professionals (57.3%), have voted, and strongly supporting the electoral slogan of change. The other groups of the professionals mostly consisted of students, farmers, skilled, unskilled and retired people. The Chi-square test provides an insignificant p-value.

Area Consideration:

Table 24

	Greater Extent	Some Extent	Limited Extent	Absolutely No	Total
Rural	87 65.4%	36 27.1%	7 5.3%	3 2.3%	133 100.0%
Urban	47 37.6%	39 31.2%	12 9.6%	27 21.6%	125 100.0%
Total	134 51.9%	75 29.1%	19 7.4%	30 11.6%	258 100.0%

Chi-Square Value= 32.359, P-Value= 0.000

As far as area is concerned, a large number of the rural respondents (65.4%) followed by the urban respondents (37.6%), have fully supported the electoral slogan of change. This shows the greater is the ruralisation, the stronger will be the factor of the issues in politics. The Chi-square test provides a significant p-value.

CONCLUSION:

Issue voting is one of the major voting determinants in the electoral studies of District Charsadda. The empirical data collected about the issue voting strongly supported issue voting as compared to the other determinants of voting behaviour. The study argues that the theory of issue voting is applicable to greater extent (89.82%) in the electoral politics of District Charsadda in the 2013 general elections.

Issue voting is analysed on the basis of gender, age, education, monthly income, profession and rural/urban stratification. All the findings obtained about the issue voting mentioned above, clearly shows that issue voting was strongly applicable in the constituency of NA-8 in district Charsadda. Exploring issue voting based on gender portrayed that as compared to the female respondents male preferred it largely. Similarly, age consideration proclaimed that the middle age respondents supported issue voting in comparison with the respondents of the other age groups. Likewise, the illiterate respondents highly encouraged the issue voting as compared to the literates. The further elaboration of the issue voting showed that all respondents of the sorry group of income have fully supported the issue voting in the 2013 general elections. The 'Others' group of professionals that comprised of the students, farmers, skilled, unskilled and retired etc peoples have supported the issue voting. Moreover, the area consideration conveyed that the rural respondents encouraged issue based politics as compared to the urban respondents. Thus, all these findings depicted that in the general elections of 2013 the public, that stamped the ballot in NA-8, strongly endorsed the issue voting that strongly approved the hypothesis for the conducted research.

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