

ISSUE VOTING AS A VOTING DETERMINANT IN DISTRICT CHITRAL: A CASE STUDY OF PK 89 IN 2013 GENERAL ELECTIONS'

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Abstract

The purpose of this article is to describe the voting pattern of the people of District Chitral in the 2013 General Elections. It uncovers the tendencies of the people towards issues while casting their vote in 2013 General Elections. The article reveals issue voting as an important determinant of voting behavior motivating the voters to cast their vote while keeping in view their issues. It has been argued that the theory of issue voting is applicable to a greater extent in the electoral politics of District Chitral in the General Elections of 2013. This research work has been conducted to probe into the determinants compelling the people of PK-89 District Chitral to cast their vote with special reference to the 2013 general elections. The determinants, which have been investigated, contain issue voting, partisanship or party identification, religious voting and clientelistic voting or patronage politics. After conducting survey in the universe and in the light of the data collected it can be argued that issue voting as a voting determinant is applicable to a greater extent (93.98%) in the electoral politics of PK-89 District Chitral. As electoral studies is the science that deals with voting behavior and all those voting determinants that directed and force voters to vote. These complexities are deal with or comprehended by bringing them under the umbrella of electoral studies. The present study also aims at inculcating those determinants in the form of theories and then applying them as variables putting impact on the voting attitude of the people of Chitral in PK 89 in 2013 elections. This is an empirical study which is mostly comprised of quantitative, analytical comparative methods. The theoretical literature framework has been covered by secondary sources of data such as books, journals, theses, internet etc. On the other hand, for empirical data a questionnaire has been created. The respondents for filling out the questionnaire have been selected on the basis of random sampling from the voter lists. Multi stage random sampling has been applied in this regard. After the collection data is framed, tabulated, categorized and finally analyzed on the basis of various independent variables.

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Key Words: Issue Voting, Performance, issues, Voters, Voting Behavior, District Chitral

Introduction

The theory of issue voting is the voting in elections in which a person gives his/her vote keeping in view the certain issues which the people need to be addressed. It elaborates the election process of a contestant by the voters who endeavors to acquire votes keeping in view people's issues which they want to be redressed practically. One of the electoral experts who pointed out the significance of voting based on issues was V.O Key Jr, who is of the opinion that issue voting plays an important role in electoral politics if there exists a clear difference between the views or plans of candidates and political parties in respect of an issue. It is pertinent to mention here that an election contestant candidate or a political organization having better solution of the people issues as compared to other candidates and political parties may get relatively Union Councils better votes. (Farmanullah and Fakhr-ul-Islam, Fall 2019) According to Fiorina, issue voting has two categories namely retrospective (past) and prospective (future) voting. In these two categories of voting the past roles and the future plans of the political organizations and candidates are keenly observed. (al, March 2003) V.C, Key Jar is of the view that in election a voter is enthusiastic and interested in voting to the candidate who is, in compared to others, more competent and credible, otherwise he will be rejected on the Election Day. Instead voters will always support the one who can best meet the peoples issues. (Ali, 2012-14) The same theorist V.O. Key Jar opined that. 'It is the fear of losing of public support that influences and determines actions of government. (Patterson, p. 1990). Han Dorosen and Michal Taylor are of the view that voting based on issues has a significant role in giving reward or punish to political party or candidate in elections. As an example the writer presents Netherlands where rational choice of voting is greatly practised while electing their representatives. The same researchers, in support their argument, have analysed and collected data between 1970 to 1999. They declared inflation and unemployment as main causes in practising issue based voting in Netherlands since 1970. (Han Dorussen and Michael Taylor, 2001) Regarding the issue voting an importance has been given to the issue ownership by Budge and Petrocike who elaborate that it is the ability and competency of a candidate or a political party to handle a certain issue because of it's experience and potential or best performance on the issue. Lewis and Stegmier measure issue voting with respect to

economics. They are of the view that if a candidate serves the national interests for the economic uplift of the country, will be re-elected as people will keep in mind his services for them but if he gives preference to vested interests then he will be given the reward in the shape of defeat in the coming election. It is also known as reward punishment model. (Farmanullah, 2008) Yoshitaka has put forward his argument that voters ponder over and give their response to the past events more than the future strategies. Humans are more convinced by tangible and practical works rather than imaginary fake promises. (Farman Ullah and Syed Jawad Ali Shah, 2008) There are two kinds of factors which affect the issue voting, one is dampening and the other is amplifying. According to the first issues have no role in compelling a voter to give vote to a certain party or candidate.

A person for an issue does not go against his/her party cannot be named as disloyal with the party rather he provide assistance and maintains feeling of partisanship despite knowing that the party he supports does not address a specific issue which the voters want to be resolved. As compared to the issue based voting party loyalty seems to be more significant for him. For example amplifying factor issues have a decisive role in molding decisions of voters while casting their vote. It is regarding those who cradle fragile party identification or they have no party loyalty at all. Such voters keep aside party or candidate in opposed to issues as they give priority to the later in compared to the former. They are convinced and independent to give backing to only those political parties or candidates having the talent of satisfying the need of the people. (Martin Harrop and William L. Miller, 1987) According to Carmines and Stimson, there are two types of issues which affects the issue voting. These are named as hard and easy issues. As long as the voting behavior of KP (Khyber Pakhtunkhwa) is concerned, the issue voting and clintelism are, compared to other factors, more significant factors than partisanship, religious and ethnic voting. (Abad-ur-Rahman and Farman Ullah, (2015))

In case of District Chitral, it is not a developed area. The people of the District face a number of issues that have yet to be addressed. The voters in Chitral are, thus, more tilt towards issues while casting their vote. Therefore, the determinant of issue voting has a momentous role in the electoral politics of District Chitral.

Hypothesis

- 1) Voting behavior in District Chitral is determined by issue voting.

Research Question

- 1) What is issue voting and how it is important in compelling the voters to cast a vote?
- 2) How far issue voting affects the voting behavior of the people in District Chitral?

Methodology

This is a study based on empirical data which mostly consist of qualitative, analytical and comparative methods. The theoretical framework has been covered by secondary sources of data such as internet, journals books, theses, etc. While on the other hand, for empirical data a questionnaire has been formulated. The respondents for filling the questionnaire have been selected on the basis of random sampling selected from the voter lists. Multi stage random sampling has been applied in this regard. After the collection data is framed, tabulated, categorized and finally analyzed on the basis of various independent variables.

Criterion For Operational Measurement Of The Electoral Variables

This electoral study of the voting behavior relates to the operational measurement of the different voting factors such as party identification, issue voting, religious voting and clientelism. All these factors of voting behavior have been inquired on the basis of five different questions equally. These questions have then been analysed through various independent variables like gender, age, literacy, monthly income and profession. Each question has then been explained through SPSS (statistical package for social sciences) software. The average percentage of each voting determinant has been calculated at the end of each variable applied in the universe under study, which highlights the applicability of all the four determinants of voting behavior. The percentage determined for measuring the extent of application of the voting determinants have been described as below.

Limited extent has been determined in the average percentage of the 40% and below.

Some extent is the average percentage of percentage of the 60% and below.

Greater extent is the average percentage of the 60% and above.

Sampling Method

In this research work the universe of study is PK 89 District Lower Chitral. The area of the study covers all the voters who are registered in the constituency of PK 89 voted in general elections of 2013. The number of the registered voters is 118045. The total number comprises 70087 male and 47958 female voters. In PK 89 there are total 14 union councils, one and half urban and other remaining are rural union councils. Representative sampling of all union councils has been obtained through random sampling.

Sample Size

The representative sample consists of 312 voters chosen based on multi stage sample techniques given as under.

Phase (1)

There are total 14 union councils in PK 89. Among these union councils one and half are urban and other are rural. One union council from urban and two from rural union councils have been taken randomly. The names of these union councils are Chitral 1, Broze and Koh. The former is urban and the latter two are rural. Although 312 respondents were selected but only 263 of them responded and returned the questionnaires.

Phase (2)

Each union council contains different blocs with their bloc codes that were selected through random sampling. In this phase overall 312 voters have been taken. 104 voters were brought into consideration from every union council including urban union council. Then 104 voters of every union council are divided into two categories: male and female voters who are each 52. These voters have then been marked through systematic sampling. The initial respondent in each list and

every union council was highlighted while using the random numbers table.

Issue Voting and its Operational Measurement

The purpose of this research is to investigate the determinants of issue voting through empirical data collected in PK 89, District Chitral. Preferences to issue voting have been probed and analyzed keeping in view various closely structured questions. The following questions have been asked from the respondents to raise their awareness about the applicability of the determinant of issue based voting.

Frequencies and percentages for each question have been calculated. To further analyze these questions several independent variables, including gender, age, literacy, monthly income, profession and area have been used.

- To what extent you voted on the basis of eradicating terrorism in 2013 elections?
- To what extent you voted for the elimination of poverty and unemployment in 2013 elections?
- To what extent you cast vote for eliminating corruption while casting your vote in 2013 elections?

Issue based voting with respect to eliminating terrorism in 2013 elections

Resolution of the issue like eradication of terrorism, is one of the most key indicators of issue voting. This burning issue has played a very important role in motivating the voters to cast their vote on the basis of the solution to this issue in 2013 elections. The question of the eradication of terrorism has been put in the questionnaire because it is a related indicator to comprehend the determinant of issue voting in the elections of 2013. Answers have been elicited to the question, "To what extent did you cast vote on the basis of eradicating terrorism in 2013 elections?" This question has been put to the voters to find out their perception with respect to issue voting in 2013 elections. To analyze this question, different independent variables have been pondered over including gender, age, literacy, income, profession and area.

Gender Consideration

Gender	To a greater extent	To some extent	To a limited extent	Not at All	Total
Male	76	29	15	18	138
	55.1%	21.0%	10.9%	13.0%	100.0%
Female	76	32	8	9	125
	60.8%	25.6%	6.4%	7.2%	100.0%
Total	152	61	23	27	263
	57.8%	23.2%	8.7%	10.3%	100.0%

With respect to gender, female respondents largely backed the idea of voting on the basis of eradicating terrorism.

Keeping in view the gender consideration, it is quite obvious that a great number of the female respondents (60.8%) upheld that they voted on the basis of eradication of terrorism, followed by a great number of the male respondents (55.1%) who also supported the view of the female respondents. The data at hand reveals that female respondents are more apprehensive of the problem of terrorism than male respondents.

Age Consideration

With regard to the age, young respondents having ages 18-30 (64.3%) opined that they voted on the basis of eradication of terrorism.

Age	To a greater extent	To some extent	To a limited extent	Not at all	Total
18 to 30	72	29	7	4	112
	64.3%	25.9%	6.3%	3.6%	100.0%
30 to 40	42	13	7	11	73
	57.5%	17.8%	9.6%	15.1%	100.0%
30 to 40	38	19	9	12	78
	48.7%	24.4%	11.5%	15.4%	100.0%
Total	152	61	23	27	263
	57.8%	23.2%	8.7%	10.3%	100.0%

In age consideration, majority of the respondents having age 18-30 (64.3%) revealed to have given their vote on the basis of the elimination of terrorism. This percentage is followed by another great number of the respondents belonging to the category of age 30-40 (57.5%). It means that the younger respondents are more inclined towards issue voting.

Literacy Consideration

In case of literacy, a majority of illiterate respondents (80.8%) are of the opinion that they voted with the purpose of eradicating of terrorism.

Literacy	To greater extent	To some extent	To a limited extent	Not at all	Total
literate	93	43	15	15	166
	56.0%	25.9%	9.0%	9.0%	100.0%
Illiterate	59	18	8	12	97
	60.8%	18.6%	8.2%	12.4%	100.0%
Total	152	61	23	27	263
	57.8%	23.2%	8.7%	10.3%	100.0%

The data about the literacy consideration provides us detail that a maximum number of illiterate respondents (60.8%) are said to have cast their vote in favor of the eradication of terrorism, followed by a great number of the literate respondents (56.0%) also went in favor of the same view. It shows that illiterate respondents are more careful about issues while casting vote.

Income Consideration

As long as monthly income is concerned, respondents with no income (63.0%) supported the view that their vote in 2013 election was cast for the eradication of terrorism.

M-Income	To a greater extent	To some extent	To a limited extent	Not at all	Total
10000 and below	26	8	2	6	42
	61.9%	19.0%	4.8%	14.3%	100.0%
10000-25000	44	12	5	7	68
	64.7%	17.6%	7.4%	10.3%	100.0%

25000-50000	24	18	6	7	55
	43.6%	32.7%	10.9%	12.7%	100.0%
above 50000	7	5	3	2	17
	41.2%	29.4%	17.6%	11.8%	100.0%
Sorry	51	18	7	5	81
	63.0%	22.2%	8.6%	6.2%	100.0%
Total	152	61	23	27	263
	57.8%	23.2%	8.7%	10.3%	100.0%

A great number of the respondents with no income (sorry group) (63.0%) asserted that their vote was practised on the basis of elimination of the curse of terrorism from the country, followed by the respondents with 10000 and below income favoring the similiar stance. It makes it quite obvious that the respondents having no or lower income are more inclined towards issue voting.

Profession Consideration

With respect to profession, a great number of the respondents (70.7%) working in private fields stated that they voted pondering over the eradication of terrorism in the elections of 2013.

Profession	To a greater extent	To some extent	To a limited extent	Not at all	Total
government servants	38	24	9	9	80
	47.5%	30.0%	11.3%	11.3%	100.0%
private sectors	41	11	2	4	58
	70.7%	19.0%	3.4%	6.9%	100.0%
businessmen/s hopkeeper	25	8	4	9	46
	54.3%	17.4%	8.7%	19.6%	100.0%
students	16	9	1	1	27
	59.3%	33.3%	3.7%	3.7%	100.0%
housewives	16	6	1	2	25
	64.0%	24.0%	4.0%	8.0%	100.0%
jobless	16	3	6	2	27
	59.3%	11.1%	22.2%	7.4%	100.0%
Total	152	61	23	27	263
	57.8%	23.2%	8.7%	10.3%	100.0%

The consideration over the profession of the respondents enlightens us that those respondents who are in the field of private sector (70.7%) stated that they voted on the basis of the elimination of terrorism, followed by another great number of the respondents who are in the category of housewives (64.0%) advocated the same view. It shows that the respondents working in the private sector field are more tilt towards issue voting.

Area Consideration

With respect to area consideration, majority of urban respondents (58.5%) supported the view that they voted on the basis of terrorism in 2013 elections.

Area	To a greater extent	To some extent	To a limited extent	Not at all	Total
Urban	72	30	8	13	123
	58.5%	24.4%	6.5%	10.6%	100.0%
Rural	80	31	15	14	140
	57.1%	22.1%	10.7%	10.0%	100.0%
Total	152	61	23	27	263
	57.8%	23.2%	8.7%	10.3%	100.0%

With respect to area consideration, a maximum number of the urban respondents (58.5%) upheld that their vote in the election of 2013 was exercised on the basis of issues, followed by the rural respondents (57.1%) upheld the same viewpoint. The figure shows that the urban respondents are more inclined to the issue voting as compared to rural.

Issue voting and putting an end to poverty and joblessness in 2013 elections

Both Poverty and joblessness are also major issues and are important indicators to know about determinant of issue voting. Many people are living life under the line of poverty, similarly a huge number of young people suffered from unemployment. The people want these issues to be solved. In this connection several responses have been collected to the question, “To what extent you voted on the basis of eliminating poverty and unemployment in 2013 elections. This question has been given in order to know the common perception of voters regarding the issue voting in the elections of 2013. The question has been analyzed using several variables including gender, age, literacy, monthly income, profession and urban / rural stratification.

Gender Consideration

With respect to gender consideration, the female respondents asserted that their vote was cast on the basis of the eradication of poverty and unemployment.

Gender	To a greater extent	To some extent	To a limited extent	Not at all	Total
Male	77	34	17	10	138
	55.8%	24.6%	12.3%	7.2%	100.0%
Female	75	40	5	5	125
	60.0%	32.0%	4.0%	4.0%	100.0%
Total	152	74	22	15	263
	57.8%	28.1%	8.4%	5.7%	100.0%

With respect to gender consideration, the female respondents having the number (60.0%) said that their vote was cast on the basis of putting an end to poverty and joblessness among the people.

Similar view was upheld by the male respondents with (58.8%). It shows that female is more tilt towards issue voting.

Age Consideration

With respect to age, young respondents said to have voted on the basis of the elimination of poverty and unemployment.

Age	To a greater extent	To some extent	To a limited extent	Not at all	Total
18-30	74	32	6	0	112
	66.1%	28.6%	5.4%	0.0%	100.0%
30-40	33	25	8	7	73
	45.2%	34.2%	11.0%	9.6%	100.0%
Above 40	45	17	8	8	78
	57.7%	21.8%	10.3%	10.3%	100.0%
Total	152	74	22	15	263
	57.8%	28.1%	8.4%	5.7%	100.0%

The study and analysis of the date regarding the age of the respondents makes it clear that the respondents with 18-30 age (66.1%) supported the elimination of poverty and unemployment being in majority, followed by the respondents who have age above 40 also supported the same view. It indicates the younger voters are more inclined towards issue voting.

Literacy Consideration

With respect to literacy consideration, a huge number of literate voters cast their vote in 2013 election keeping in view the elimination of the poverty and unemployment.

Literacy	To a greater extent	To some extent	To a limited extent	Not at all	Total
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Literate	87	56	14	9	166
	52.4%	33.7%	8.4%	5.4%	100.0%
Illiterate	65	18	8	6	97
	67.0%	18.6%	8.2%	6.2%	100.0%
Total	152	74	22	15	263
	57.8%	28.1%	8.4%	5.7%	100.0%

Literacy consideration shows that a great number of literate respondents (67.0%) asserted that they cast their vote in 2013 election keeping in view the elimination of the poverty and unemployment. Literate respondents (52.5%) also upheld the same view. It means that the higher is the literacy, the more will be the tendency towards issue voting.

Income consideration

In case of income, vote on the basis of the elimination of poverty and unemployment was highly exercised by the respondents of the sorry group.

M-income	To greater extent	To some extent	To limited extent	Not at all	Total
10000 and below	25	11	5	1	42
	59.5%	26.2%	11.9%	2.4%	100.0%
10000-25000	40	23	4	1	68
	58.8%	33.8%	5.9%	1.5%	100.0%
25000-50000	23	14	10	8	55
	41.8%	25.5%	18.2%	14.5%	100.0%
above 50000	10	5	1	1	17
	58.8%	29.4%	5.9%	5.9%	100.0%
sorry	54	21	2	4	81
	66.7%	25.9%	2.5%	4.9%	100.0%
Total	152	74	22	15	263
	57.8%	28.1%	8.4%	5.7%	100.0%

According to the income consideration, a great number of the respondents (66.7%) belonging to the category of the respondents having no income at all (sorry group) declared that they voted on the basis of the bringing to an end to the poverty and unemployment in

2013 elections. It shows that the lower is the income; the more will be the inclination towards issue voting.

Profession consideration

With respect to profession, jobless respondents highly supported the view of voting on the basis of the elimination of poverty and unemployment in 2013 elections.

Profession	To a greater extent	To some extent	To a limited extent	Not at all	Total
government servants	37	27	9	7	80
	46.3%	33.8%	11.3%	8.8%	100.0%
private sectors	37	14	5	2	58
	63.8%	24.1%	8.6%	3.4%	100.0%
businessmen /shopkeeper	25	14	5	2	46
	54.3%	30.4%	10.9%	4.3%	100.0%
students	17	9	1	0	27
	63.0%	33.3%	3.7%	0.0%	100.0%
housewives	17	4	1	3	25
	68.0%	16.0%	4.0%	12.0%	100.0%
jobless	19	6	1	1	27
	70.4%	22.2%	3.7%	3.7%	100.0%
Total	152	74	22	15	263
	57.8%	28.1%	8.4%	5.7%	100.0%

With respect to profession consideration, a major number of the jobless respondents (70.4%) said to have been exercised their vote on the basis of elimination of poverty and unemployment in 2013 elections. The category of housewives is in the second number who upheld the same view. It shows that issue voting is mostly practiced by the jobless voters.

Area Consideration

With respect to area consideration, rural respondents, contrary to the urban respondents, asserted to have practiced their vote for the elimination of poverty and unemployment.

Gender	To a greater extent	To some extent	To a limited extent	Not at all	Total
Urban	69	38	10	6	123
	56.1%	30.9%	8.1%	4.9%	100.0%
Rural	83	36	12	9	140
	59.3%	25.7%	8.6%	6.4%	100.0%
Total	152	74	22	15	263
	57.8%	28.1%	8.4%	5.7%	100.0%

According to the urban /rural stratification, a great number of the rural respondents (59.3%) asserted that they used their vote keeping in view the elimination of the poverty and unemployment, followed by the urban (56.1%) supporting the same view. It indicates that issue voting is mostly believed and practiced in rural areas.

Issue voting with respect to eliminating corruption in 2013 elections

Corruption has created disappointment in society. People aspire the system to be unequivocal and meritorious. To find out corruption is one of the most important indicators of issue voting in electoral choice. Therefore it is necessary to comprehend and measure issue voting with respect to eliminating corruption in 2013 elections. Respondents have given their responses to the question, “To what extent you voted on the basis of eliminating corruption in 2013 elections. Various variables, to analyze this question, have been applied. These are gender, age, literacy, monthly income, profession, and urban, rural stratification.

Gender Consideration

With respect to gender, male respondents being greater in number voted on the basis of the elimination of corruption in 2013 election.

Gender	To a greater extent	To some extent	To a limited extent	Not at all	Total
Male	89	30	15	4	138
	64.5%	21.7%	10.9%	2.9%	100.0%
Female	69	30	24	2	125
	55.2%	24.0%	19.2%	1.6%	100.0%
Total	158	60	39	6	263
	60.1%	22.8%	14.8%	2.3%	100.0%

A maximum number of the male respondents (64.5%) pointed out that they cast their vote on the basis of eradication of corruption in 2013 elections, followed by the female respondents (55.2%) also supported the same opinion. It means male voters are more inclined towards issue voting.

Age Consideration

With respect to age, majority of young voters cast vote keeping in view the elimination of corruption

Age	To a greater extent	To some extent	To a limited extent	Not at all	Total
18 to 30	73	23	16	0	112
	65.2%	20.5%	14.3%	0.0%	100.0%
30 to 40	38	19	12	4	73
	52.1%	26.0%	16.4%	5.5%	100.0%
above 40	47	18	11	2	78
	60.3%	23.1%	14.1%	2.6%	100.0%
Total	158	60	39	6	263
	60.1%	22.8%	14.8%	2.3%	100.0%

Majority of the respondents with the age 18-30 are reported to have been cast vote for the elimination of corruption, followed by the respondents having 40 and above income (60.3%) supported the same point of view. It reveals that issue voting is popular among the young voters.

Literacy Consideration

With respect to literacy, a maximum number of literate respondents exercised their vote on the basis of the elimination of corruption.

Education	to a greater extent	to some extent	to a limited extent	not at all	Total
Literate	100	39	24	3	166
	60.2%	23.5%	14.5%	1.8%	100.0%
Illiterate	58	21	15	3	97
	59.8%	21.6%	15.5%	3.1%	100.0%
Total	158	60	39	6	263
	60.1%	22.8%	14.8%	2.3%	100.0%

In literacy consideration, a maximum number of the literate respondents (60.2%) declared that they voted on the basis of the elimination of corruption in 2013 elections, followed by the illiterate respondents (59.0%) maintaining the same view.

Income Consideration

As regards income, respondents having income of 1000 and below voted on the basis of the elimination of corruption.

Income	To a greater extent	To some extent	To a limited extent	Not at all	Total
10000 and below	31	4	7	0	42
	73.8%	9.5%	16.7%	0.0%	100.0%
10000-25000	38	20	8	2	68
	55.9%	29.4%	11.8%	2.9%	100.0%
25000-50000	29	17	7	2	55
	52.7%	30.9%	12.7%	3.6%	100.0%
above 50000	11	4	2	0	17
	64.7%	23.5%	11.8%	0.0%	100.0%
Sorry	49	15	15	2	81
	60.5%	18.5%	18.5%	2.5%	100.0%
Total	158	60	39	6	263
	60.1%	22.8%	14.8%	2.3%	100.0%

With respect to income consideration, a majority number of the respondents (73.8%) having income 10000 and below responded that the vote cast by them in 2013 elections were based on the elimination of corruption from the country, followed by the respondents with the income 50000 and above supported the same view. It shows that the respondents with less income are more inclined towards issue voting.

Profession Consideration

With respect to profession, jobless respondents said to have voted on the basis of the elimination of corruption.

Profession	To a greater extent	To some extent	To a limited extent	Not at all	Total
	42	26	9	3	80
government servants	52.5%	32.5%	11.3%	3.8%	100.0%
private sectors	38	10	10	0	58
	65.5%	17.2%	17.2%	0.0%	100.0%

businessmen/shopkeeper	28	11	5	2	46
	60.9%	23.9%	10.9%	4.3%	100.0%
Students	16	6	5	0	27
	59.3%	22.2%	18.5%	0.0%	100.0%
Housewives	14	5	5	1	25
	56.0%	20.0%	20.0%	4.0%	100.0%
Jobless	20	2	5	0	27
	74.1%	7.4%	18.5%	0.0%	100.0%
Total	158	60	39	6	263
	60.1%	22.8%	14.8%	2.3%	100.0%

With respect to profession consideration, a majority number of the respondents belonging to the category of jobless opined that their vote in 2013 election was based on the elimination of corruption, followed by the respondents (65.5%) in the field of private sector supported the same view.

Area Consideration

With respect to area, respondents belonging to urban area asserted that they voted on the basis of the elimination of corruption

	to a greater extent	to some extent	to a limited extent	not at all	Total
Urban	75	27	19	2	123
	61.0%	22.0%	15.4%	1.6%	100.0%
Rural	83	33	20	4	140
	59.3%	23.6%	14.3%	2.9%	100.0%
Total	158	60	39	6	263
	60.1%	22.8%	14.8%	2.3%	100.0%

According to the area consideration a great number of urban respondents stated that they had voted on the basis of the eradication of corruption in 2013 elections, followed by the rural respondents (59.3%) upholding the same view.

Conclusion

In the conclusion, it is quite obvious and clear that issue voting has a momentous role as a voting determinant of voting behavior in the electoral politics of PK 89 District Chitral. The empirical data collected through the questionnaire confirms and validates this claim. The study in the universe makes it sure that issue voting is applicable to a greater extent (93.9%) in the electoral politics of District Chitral. The applicability of the issue voting as a voting determinant has been

studied and highlighted, keeping in view the general elections of 2013. On the basis of the indicators of the issue voting responses have been elicited from the voter. The first indicator regarding the solution to an issue like terrorism has been put forward. In this connection, voters upheld the view that they exercised their vote keeping in view the idea that terrorism should be rooted out of our society. Moreover, poverty and unemployment also play a very important role in convincing the voters to cast their vote for the elimination of poverty and unemployment. Corruption has also been considered a destructive issue for the society. The voters of the area, thus, practiced their vote on the basis of the elimination of corruption in 2013 elections. The application of the issue voting can also be measured on the basis of various independent variables including gender, age, literacy, monthly income, profession and rural / urban stratification. With respect to gender, female voters are more tilt towards issue voting. In the same way, respondents having age 18-30 have strongly supported issue voting while casting their vote. So far as literacy is concerned, literate voters have proven to be strong supporters of issue voting. As regards monthly income, respondents with the income 10000-25000 have exercised their vote on issue basis. Furthermore regarding profession, student voters have voted on the basis of issues. Lastly, the voters from urban area responded that they voted on the basis of issues in 2013 election. It is, thus, easy to conclude that issue voting as a voting determinant has an important role in the electoral politics of PK 89 District Chitral.

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