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Outcomes of legislative elections are typically reported in terms of party support: how many votes and seats were obtained by each party? But in fact voters are faced with three choices which must be folded into one. They must decide which party they prefer, but in so doing they must take account of the policies advocated by these parties and the leaders who will eventually have to enact them.

This simple fact raises question about the relative weight of these considerations, and espeically the importance granted to the leaders. This issue has been largely neglected in the vast literature on voting behaviour. The dominant traditions in the study of voting behaviour focus on political parties and party identification; and on political issues and ideology, respectively.