

Candidate Ballot Information and Election Outcomes: The Czech Case

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Abstract

We measure the importance of candidate characteristics listed on ballots for a candidate's position on a slate, for preferential votes received by a candidate, and, ultimately, for getting elected. We focus on the effects of gender, various types of academic titles, and also several novel properties of candidates' names. Using data on over 200 thousand candidates competing in recent Czech municipal board and regional legislature elections, and conditioning on slate fixed effects, we find ballot cues to play a stronger role in small municipalities than in large cities and regions, despite the general agreement on higher candidate salience in small municipalities. We also quantify the election advantage of a slate being randomly listed first on a ballot.

Abstract

V tomto článku kvantifikujeme význam charakteristik kandidátů uvedených na volebních lístcích ve volbách do zastupitelstev obcí a krajů v ČR pro pořadí na kandidátních listinách, pro obdržené preferenční hlasy a pro konečné volební výsledky. Měříme vliv pohlaví kandidátů, jejich různých akademických titulů a také několika vlastností jejich jmen. Naše analýza je založena na srovnání kandidátů uvnitř dané kandidátní listiny, ne na srovnání mezi kandidátními listinami. Dále měříme vliv náhodně vylosovaného pořadí kandidátních listin na volební výsledky.

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