## Contents

List of figures page vi
List of tables x
Acknowledgments xiii
1 Performance politics and the British voter 1
2 The theory of valence politics 30
3 Valence politics and the long campaign 53
4 Tony’s war 103
5 Electoral choices 143
6 The short campaign 192
7 Voting and political participation 231
8 Performance, people and the political system 272
9 Performance politics reconsidered 306
Appendix A: Vote in 2005 by socio-demographic characteristics 321
Appendix B: Turnout by socio-demographic characteristics 324
Appendix C: Dynamics of party identification 327
Notes 331
Bibliography 352
Index 367