



Meüs van der Poel

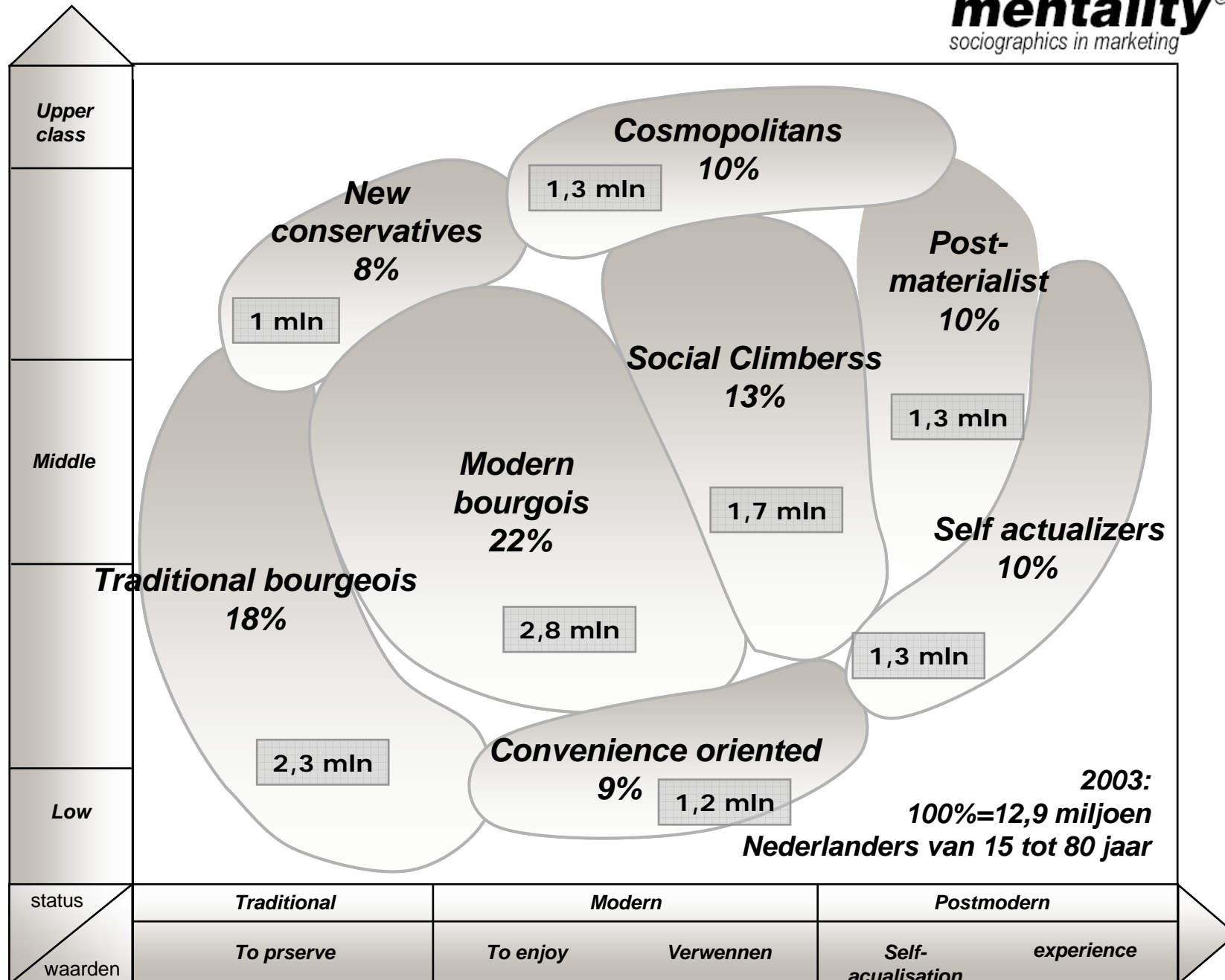
 New Media in Politics

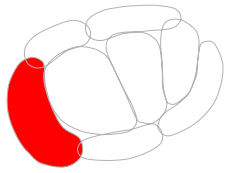


- Voters volatility (floating votes)
- Dominance of polls
- Campaign staff is linked to political leadership rather than than to party democracy
- Permanent campaigning and research
- Constantly seeking media attention
- Avoiding mistakes

Social milieu in the Netherlands

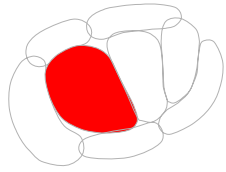
mentality[®]
sociographics in marketing





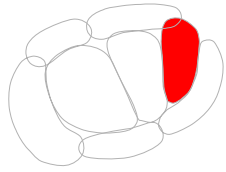
Traditional bourgeois





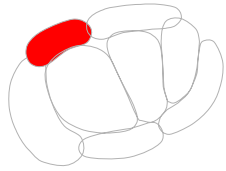
Modern bourgeois





Post materialists





nieuwe conservatieven



3 most important social milieu for CDA

Traditional bourgeois: 40% in 2003 CDA
voters (14 seats)

New conservatives: 37% in 2003 CDA
(9 seats)

Modern bourgeois: 19% in 2003 CDA (6 zetels)

Total 29 of 44 CDA seats (66%)

Floating votes

- Traditional bourgeois: PvdA
- New conservatives: VVD
- Modern bourgeois: PvdA (and non voters)



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- Lifestyle surveys CDA and PvdA and daily issues vs. election programs
 - Traditional economical themes still dominant in last week campaigns
 - Media likes a horse-race (Balkenende vs Boss) – appeal on strategic voting
 - Small parties struggle for media attendance
 - Blockades for entrance of new parties (floating votes)
 - CDU is roll model



Explanations for voting behavior

- Social-Psychological
- Rational
- Economical



Thank you!

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