Figure 3-2: Charlotte’s Preferences over Candidates

C = Charlotte’s Most Preferred Position on Issues

The closer a candidate’s policy position is to C, the higher Charlotte’s utility or satisfaction from that candidate.

CM = Chiles and McKay’s Policy Position

Bush ‘94 = Bush’s Policy Position in 1994


In 1994, Charlotte’s utility from Chiles is higher than her utility from Bush.

But in 1998, Charlotte’s utility from Bush is higher.