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Do Demographic Factors Correlate to Voter Behavior? A Statistical Analyses

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Abstract: The objective of this study is to analyse the relationship between individual voter factors with their voting behavior in Albania. The analysis data are retrieved from a national-level survey. The significance of this study lies in the context of mapping electoral behavior at a specific point in time and its contribution to the research of this type in Albania, as it is still a field that has not been systematically studied. Statistical method is applied in the relationship's examination. Results of the analyses indicate an inconclusive outcome between individual characteristics and voter behavior, as the statistical analyses infer a very weak correlation in some cases, and in the remaining cases, there is no association observed. The weak foundation on demographic factors implies the possible contribution to the voting behaviors of other types of variables. The outcomes might be valuable not only for the political science researchers but also useful for practical applications by political actors involved in election processes.

Keywords: Voter behavior; individual characteristics; voting decision; Albania

1. Why Study Demographic Factors in Voting Behavior Research

The voting and electoral choices the citizens make is essential in a liberal democratic country. The analysis of voting patterns invariably focuses on the determinants of why people vote as they do and how they arrive at the decisions they make. (Oxford reference, 2025) On this matter, part of the theory explanation of how the individual makes his choice, are demographic factors of the country citizens and studies on demographic can be seen as early as the beginning of voting behavior studies, as Lazarsfeld, Berelson & Gaudet 1944; Campbell, A., Converse, P. E., Miller, W. E., and Stokes, 1960. These factors are classified as individual-social status of the voter, and are commonly collected by the researchers in the form of data from survey studies or other aggregate statistics (ICPSR, 2025). The group of

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demographic factors ranges from age, gender, age, education, employment status, marital status, religion, level of income, ethnicity, residence, language, etc.

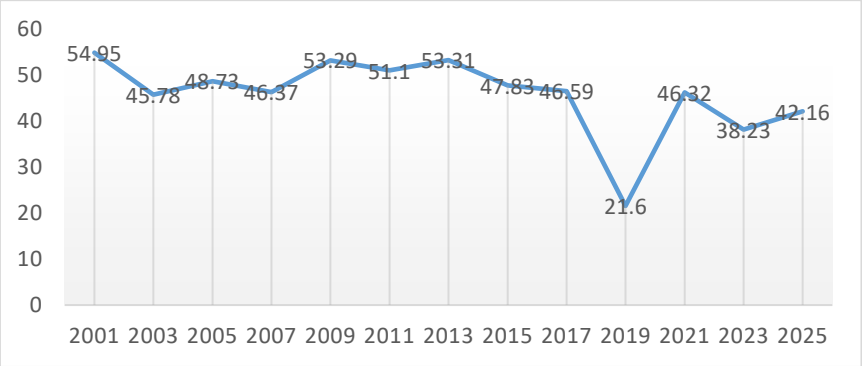
On the methodological context, the demographic type variable are easier to be recorded, measured and conceptualized comparted to others, such as psychological factors, which, relate more to an individual's perceptions or feelings (Green, et. al, 2002; Campbell & Kahn, 1952; Campbell, et.al, 1960). In different studies, they often show strong correlations to voter turnout, party affiliation (Mair, 2005), political preferences, democracy perception, political life evaluation, etc. For instance, Bërdufi (2013), notes, the older, educated and married, the more an individual is likely to have a more stable vote (2013; 585). Different studies on these individual determinants mark the importance of this type of variables to define the vote asses and dynamics, despite the evidence based since the beginning of research in this field has varied over time. Some studies show that individuals with higher incomes have a higher tendency to participate in elections (Leighley, & Nagler, 2014) and also support conservative (right-wing) policies, and the inverse for lower-income individuals. Similarly, in the case of education, voters with a higher level have a higher tendency to support more liberal policies have a stronger relation to the increase of voter turnout. (Miller & Shanks, 1996). Furthermore, similar trends are followed by both gender and age in policy support (Denver, 2008). Other authors report a stronger relationship of education to the voter turnout (Franklin, 2004, Miller & Shanks, 1996). Others discuss the importance of age as a turnout determinant, stating that the older the individual, the more the probability increases participating in election (Milbrath, 1965). The ambiguity on isolating individual variables and the challenge of its evolving nature faced in contemporary democracies trigger further empirical investigation in order to explain the modern electoral context.

The vote is considered the main instrument the electorate uses to choose its political representatives in central and local government. In a democratic country, practically by voting, citizens involved in and express their influences in the political life of the country. In theory, the vote is considered as a sequence of decisions that leads to the act of choosing for whom the person will vote (Visser, 1998). The factors interrelated to the decisions vary in individuals by their importance. Despite all the relationships finalizing in the same outcome of the voter turnout, which, per se, serves as an important indicator to understand the level of citizens' interest in politics and democracy in general. (Verba, 1967; Verba & Nie, 1987; Lijphart, 2012; Dahl, 1998; 1971) Graph.1 presents the percentage of voter turnout in elections of Albanian citizens in the last 25 years. Participation fluctuates between local elections (years - 2003, 2017, 2011, 2015, 2019, 2023) and parliamentary elections (years - 2001, 2005, 2009, 2013, 2017, 2021, 2025). Voter turnout in local elections tends to be lower compared to parliamentary elections, and as data shows in general, the turnout tendency is in decline.

Political participation is part of a broader set of factors related to the democratic regime development. After the fall of, Albania entered the path towards democracy in the absence of real democrats and of a true multi-party system; the only framework and reference model was the single-party system. The new democratic era endowed powerful leadership mandates and new legitimacy upon political elites formed, raised and promoted in a political system that was the exact opposite to the open society model (Krasniqi, 2022). As part of the Western Balkan and global trend marked by authoritarian patterns (Bieber, 2020; Lührmann, & Lindberg, 2019), Albania is also ranked as a hybrid regime (Bërdufi & Krasniqi, 2022). In the context of voting behavior studies, the regime probably implies a low public perception of vote effectiveness, which translates into fewer citizens considering elections as the main instrument of political decision-making legitimation. Apart from the subjective factors, there is an objective pattern, emigration, which contributes to the decreased voter turnout. According to Eurostat, in 2022-2023, 10000 Albanians left the country (Top Channel, 2025). In this regard, "professional debates on political

actors' behavior toward the voters and the behavior of the voters themselves, have contributed to a delicate balance in Albania" (Krasniqi, 2013).

In these circumstances, the analysis aims to provide a clearer overview framework for understanding the election choices by focusing on the influences on voting behavior by the demographic patterns. The paper provides a comprehensive statistical examination of the essential factors that shape political behavior and their possible effect on the citizens' political choice contouring. It is of equal importance to identify potential direct or indirect factors related to the voting behavior, by enhancing a better interpretation of the current situation and practical use in improving future target solutions concerning elections. The data could be additionally used by providing data for future implications of democratic processes.



Graph 1. Participation in election 2001-2025, %

Source: Central Election Commission, 2025

2. Methodology

In principle, the study is grounded on the premise that voting behavior is complex and its determinants patterns change is range over time. The purpose is to examine the individual factors in context to demographic variables, and to identify the factors associated with the Albanian political voter behavior. Primary data are from a national survey conducted in 2022 by the Institute for Political Sciences, Albania. The method applied is cross-sectional national-level mapping. The principal question of the research is to determine whether the voters' behavior is associated to their demographic factors.

The ground analysis is based on theoretical framework of the link between the characteristics of voting behavior and demographic variables of: age, gender, education, marital status, occupation and income. The set of data is conveyed from an operationalized structure and collection methods through a national survey questionnaire. To evaluate the relationship between behavior determinants and individual variables, on these data is employed statistical techniques, primary the chi-square (χ^2) of association to identify if the relationships that are statistically significant and also subsequently, correlations models and if necessary the regression analyses, to assess each of the variables effects and their contribution, focusing mostly on political and ideological/pragmatist behavior. To better reflect the concept and results of political behavior, the results are organized into subgroups of these associations.

3. Results

Demographic factors considered in the analyses (Table 1), in partly result to be in significant relationships with voting behavior features. The strength range of the significant relationship varies between 6.6% – 13.6%. Although all the significant associations are weak, it is statistically justifiable to conditionally accept them as association, given their low associations measures. Therefore, the demographic variables considered in the survey sample are interpreted to be more non-directly related to political behavior rather than direct influencers, since the very weak suggesting relationship. Despite the minimal association, the existence of the relationship cannot be ignored, because sometimes in political sciences many factors influencing behavior could be weakly correlated, but all together they may explain the general behavior. Moreover, although weakly related, they can provide a comprehensive understanding of the voting behavior phenomenon, and also serve as a support for prior research on this matter.

3.1. Demographic Variables

In general, the demographics analyzed in this paper result to present the following relations:

Gender – Gender is one of the literature discussed variables associated with different views of associations with voting behavior. What results from the survey data is that women are more likely to be associated positively with the level of interest in Albanian politics, are probably to align more with the right political ideological spectrum. Moreover, they are probably more likely to refuse to vote for a certain political party if they dislike its election campaign and support the party if it helps to improve their family wellbeing. Among these relations the best indicator that relates to gender is two factors, interest in politics and political spectrum. As an alternative, these patterns are probably reversed when it comes to men.

Age – Advancing in age associate to a higher interest in the election process. These individuals tend to be more strongly convinced before head of Election Day for the party or candidate they will vote. Thus showing ideological characteristics of voting behavior. While younger citizens, as expected, tend to be more rational in their political actions and time when they decide on vote for. Some rational traits also appear in the elderly case when it comes to their support for the candidate they like. Because even if the preferred candidate has little chance of winning, with age, the tendency is to abandon that candidate. The same logic applies on belief in political parties as being the best way in citizens' interest representation and the government takes care of the citizens' needs. The young voter statistically demonstrates better trust in these political institutions. A possible cause may be that the younger in age the more optimistic they feel about the effectiveness of political parties and government in addressing their concerns. Overall, although the low level of associations, for certain variables, the results support the idea of the more stable political choice and orientation of the elderly voter, confirmed also in this age stable support for the Socialist Party. Nevertheless, it should be highlighted that the results are limited due to the very weak level of relation with the age demographic factor, and the possibility of a statistically nonlinear relationship.

Education – Educational advancement associates more with the interest in both forms of elections (parliamentary and local) and is more closely related to participation in election. The main influencers on the voter decision for whom to vote are positively associated with family tradition, influenced form their social groups, feeling the vote as a civic duty and the level of self-fulfillment and social contribution if casting the ballot. Differently to the long terms factors mentioned above, education is linked also to

short term factors such as finding a job, candidate support, party performance and belief in party ideas. Also, the increase in the level of education results to be associated with the abandonment of the candidate if doesn't stand a chance of winning. Nevertheless the same logic applies in the case of interest in politics, whereas the strength of the relationship is weaker than in other cases of associations. Among the analyzed data, demographic variables of education is the variable which most correlates with characteristics of voting.

Occupation – The more hours an individual works, more he is likely to be interested in Albanian political life, to prefer both forms of elections as also is more predisposed to repeat the same choice even after one year. Moreover, this individual is predisposed to have decided before head of the Election Day for the party or candidate to vote, showing thus tendencies of ideological behavior characteristics. The latter is also confirmed by the fact of getting personal and social satisfaction from the vote. As an alternative some patterns of pragmatists characteristic, are shown when it comes to individual with less working hours because the tendency is to support certain a political party support in case materialistic favors such as a job or business license, and supporting the party although they believe its candidate will not make a difference in their life.

Marital status – The marital status variable (single to married), is positively associated with the interest in politics, satisfaction with democracy, and the way elections function in Albania. These individuals are more likely to participate in elections, and as in the presented above demographic indicators, they are more predisposed to decide their vote before ahead of the day of the election. Marital status associates with supporting the party because of profiting favors, such as a job, belief in the ideas of the party. Additionally, it relates with the negative perception that political parties do not represent all the citizens in Albania.

Monthly income – Higher income associate more with the interest in both forms of elections (parliamentary and local), the higher interest in Albanian politics, and voter turnout relate in election. The main influencers to the voter decision when choosing for whom to vote are related to the time of decision to vote, conceptualizing the electoral process as a civic duty and additionally, the higher the income, the higher the tendency to punish the political party by non-voting. In reverse, rational behavior patterns become evident when considering the cost of voting and the tendency of abandon the candidate in case of no winning chance, by switching to another viable candidate.

3.2. Voting Behaviour Characteristic Association to Demographic Determinants

The following presents voting behavior characteristics in themed groups, to better consider associations of these latter with the demographics. In addition, the thematically grouped relationships in order to provide a better theoretical explanation for the statistical relations and much of great importance in offering opportunities to political actors, to draw practical implications to enhance the citizen's participation in politics, increase voter turnout and strengthen the country's level of democracy.

3.2.1. Ideological and Pragmatist Characteristics

On the subject of the presence of pragmatic and ideological behavioral characteristics and factors that influence this kind of choice in voting, the result is as follows:

1. The concrete features of ideological voting behavior are more visible compared to almost all other factors analyzed, as it turns out that the time when the voter decides for whom to vote is related to age, level of occupation, civil status and income.

2. Typical pragmatist characteristics that are reflected in the statistical analyses are:

    - The action to abandon the candidate if there is no chance of winning may probably be more related to age.

    - In case the voter perceives that the voting process has a high cost, probably a lower-income citizen will still choose to go to vote.

    - Furthermore, choosing to go to vote if personal and social satisfaction derives from this action, is mostly statistically associated with the level of education and occupation, thus, those who have more years of education and work more hours, is possible to go to vote for personal and social satisfaction.

3. About the factors which has an impact on the decision to vote, the data presents:

    - Voting based on family tradition, influence of the social group, supporting the candidate, and party performance may be related only to the level of education.

    - Instead, finding a job results in being associated with four factors age, occupation, civil status, and education.

    - Furthermore, voters of a high level of education and mostly individuals in relationships or married, tend to believe more in the party's ideas.

    - Choosing to vote because they see voting as a civic duty shows levels of association with the education and personal income factors, somewhat reflecting ideological behavior.

In relation to the factors in which voters believe in a political party, the data presents:

- The voters believe in a party, is not linked to their characteristics is cases of factors such as the party plays a significant role in the country's development, identifying self with the party or neither, if they support the party leader.
- The only cases of association are between the party grants them favors (such as work, business license) and occupation, the possibility that the party improves their family well-being and age, presenting rationale choice characteristics (linked to Popper model, 1957). The second case corresponds to the family identification with that party, and occupation serves as a determinant here as well, despite ideological traits are present this time.

Essentially, there are very few demographic indicators that result in an association (although weak) to the fundamental building blocks of the types of voting behavior. This outcome could be seen as an unformed core in individual principles of voting behavior patterns. This complex situation of no stable position, could lead to external circumstances of probable electorate and vote manipulation, consequently to undemocratic practices continuity.

3.2.2. Political Party's Voter Behavior Association to Party Punishment

Fluctuations in the support for a political party over time are crucial for understanding the electorate dynamics and differences in public opinions. How the voters act, in particular during critical moments of their political party, serves as one of the specific indicators in identifying the electoral behavior at a specific point in time and as part of the general voting behavior tendency. Thus, as per the results, party support and the way individuals referee to the specific punishment of political party in cases of disappointment with the activity of the political party they support and also related to the absent voting behavior is as follows for the two main political parties of Albania, the Socialist Party of Albania and

Democratic Party. It should be mentioned that PS is now on its forth mandate of governance, by winning the 11 May 2025 parliamentary election (CEC, 2025), making this actor one of the influential factors in shaping the Albanian voting behavior.

The statistical association with demographics results for the political parties is as follows:

- For the Socialist Party of Albania (PS), in case of disappointment with its activity, the demographic factor that relate to the decision-making of punishing the party, is age. The older the voter, the greater the tendency not to punish the party, by re-voting. This electorate is considered more stable in its voting choice and ideological connection with the party.
- For the Democratic Party (PD), in case of disappointment with its activity, the electorate is not perceived to be linked to any of the demographic factors considered in this study regarding its decision to punish the party in case of disappointment with its activity. This situation of ideological detachment from the political party of its voter, is very likely to be related to the current situation of the political party, to the internal party crises and divisions, the problems with the party's managing, the continuous changes of leadership and the most important factor is why the DP has been an opposition party since 2013. This data is supported from the actual level of participation in parliamentary election of 2025, because the lower level of participation is probable linked to the absent PD electorate because of several factors such as political fatigue, perceived ineffectiveness of the opposition, public distrust in politics in general and also the internal parties crisis and lack of vision. In this regard, further in-depth studies are necessary to verify these implications.

3.2.3. Democracy, Election and Politics

Data on democracy, elections and politics, present different behavioral characteristics related to factors that influence the vote:

- Interest in politics may be more evident among women, more hours of working, married individuals, presenting a higher level of education and higher incomes.
- Satisfaction with democracy in the country and satisfaction with election in Albania, result to be related only to the civil status. The more married or in a relationship, the more the voter tends to show satisfaction. Theoretically, these two factors serve as a well-being indicator for society in a democratic country and democratic election process status. Given the fact that only one of the demographic variables associate with this crucial psychological indicator, implies a fundamental problem in the formation of a functional democracy of Albania.
- In general, the support for both local and parliamentary election, is positive associated with more educated voters, full-time occupation, and higher income.
- The act of voting in past parliamentary elections is possibly related to the level of citizens' education, while the repetition of this action is more associated with the level of their occupation. It is interesting to note that while the actual voting is associated with only one factor of education, the interest in this exact election is linked with greater number of factors, such as civil status, age, and income.

3.2.4. Absent Voting Behavior Patterns

Data on absentee voting behavior characteristics reveal a possible relationship between the income level and the punishment of the party in general. In this context, the higher the income, the greater their

tendency to abstain. This can also be explained by their possibly higher level of taxes and understanding and facing financial problems.

Incompatibility of the electoral campaign association to gender, is another element that contributes to the non-voting behavior. Women in comparison to men, may have a greater tendency to punish the party by not going to the elections.

The non-voting is also associated with the demographic group of occupation, linking the candidate support with their probability to make a change in their lives, not fulfilling these conditions tend to lower the election participation.

These arguments suggest that voting behavior in the context of the demographic factors considered in the analysis can be interpreted as complex but with a very weak basis in the individual forming indicators of voters. For this year of measurement, the demographic indicators that have resulted positive in the association analysis should be considered with a level of reservation, because of the weak association measures despite the fact that of mostly statistically strong relationship levels. As a result, regarding the demographic factors such as gender, age, education, employment, marital status and monthly income the interpretation of a weak relationship might involve more indirect effects, where the voting behavior patterns could be part of a multifactorial link of influencing behavior formation, rather than directly influence voter perceptions and relate to behavioral manifestation. On the other hand, all the other non-associated institutional or individual factors, results to have mainly no role at all to the political and electoral behavior of Albanians.

Since this latter, political actors such as political parties and candidates, aiming to win the elections, may focus theirs strategies on the factors that matter more to the voter, this implies prioritizing determinants to downgrade the citizens indifference, since Albania as part of several countries, show trend of decline between the party and the citizens (Mair, 2005). These findings are particularly concerning as they diminished the importance of essential factors in establishing a functional democracy and democratic electoral process.

3.3. Political Orientation

To better understand the impact of demographic factors on the political positioning of voters as “left” and “right” in the political spectrum, a regression model (Annex 2) is performed, considering as independent variables the demographic gender, age, education, civil status, current employment, and monthly income. The model displays that there is a high level of significance in explaining the dependence of the ideological positioning variable on demographic variables, since the model fitting indicates the data of Chi square -64.940, df- 35 and p-0.002. Although the explanation is significant, the model explains only a small part, 6.3% and 6.5% of the variation in cases of voter placement on the preferred political spectrum, while McFadden explained only 1.8% of the cases. The estimated parameters that are credible to influence the variation of the ideological views, are the variables of current employment and marital status. More specifically, in concrete subcategories of the cases that explain the model: the full-time employed individuals are more likely to place themselves on the left political spectrum, and the married individuals has an increased like hood of preferring the right political spectrum. In Albanian perceptions, the left wing is primarily associated with the Socialist Party of Albania, while the right wing is linked to the Democratic Party. Therefore the political orientation in the question of the survey is strongly related to the political party identification, suggesting that the model and the parameters explained are likely linked to the party identification as a statistical effect. The other variables cases of gender, age, income and education, do not explain the variations of the political

orientation of Albanian voter, clearly showing that these characteristics are not linked to the ideological formation of the electorate in the recorded point of time.

In conclusion, while the model is statistically significant, its explanatory variations of voters' political positioning itself variable is relatively weak, because only a small portion results to be influenced by demographic factors. Other indicators are supposed to be causes of these variations, probably social, democratic, or economic indicators. In order to better explain the voter linkage to the political spectrum orientation, this area of political science needs further investigation.

Table 2. Ordinal Regression Model

Model statistic	Value
-2 Log Likelihood (final)	3008.193
Chi-Square	64.940 (df=35, p= .002)
Pearson Chi-Square	4108.849 (df=4009, p= .133)
Deviance	2677.203 (df=4009, p= 1.000)
Pseudo R-Square	Cox and Snell (.063), Nagelkerke (.065), McFadden (.018)
Link function: Logit.	

4. Conclusion

The analysis focuses on the statistical examination of the association between the demographic indicators and the electoral behavior characteristic of Albanian voters. The result indicates a very weak – to weak relationship between some of the variables and a non – existent relationship in the remaining cases. Basically, a relatively a small number of variables underlie the structure of types of voting behavior. The weak foundation on demographic factors implies the possible contribution to voting behavior of other types of variables, and also the higher influence of external factors on the vote, such as vote manipulation. Indirectly in this study results, suggest the necessity to overcome the hybrid regime and build a democratic functioning society. The outcomes are of interest, referring to their practical implementation, particularly for political parties and other actors involved in the election process, to better understand and use them by the voters' approach.

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Annex 1

Table 1. Association table between Demographic determinants with voting behavior patterns

	Gender		Age		Education		Occupation		Civil Status		Income	
	test / value	p	test / value	p	test / value	p	test / value	p	test / value	p	test / value	p
Interest in politic	0.136	0.000	0.044	0.109	0.064	0.021	0.096	0.011	0.078	0.024	0.079	0.007
Democracy satisfaction	0.035	0.814	-0.012	0.657	0.043	0.124	0.046	0.999	0.074	0.047	0.057	0.055
Satisfaction election	0.036	0.793	0.018	0.525	0.011	0.693	0.071	0.579	0.077	0.028	-0.009	0.76
Type of election interes	0.044	0.48	0.051	0.926	.064	0.021	0.096	0.029	0.057	0.204	0.124	0.003
Interest in last election	0.083	0.062	0.068	0.014	0.047	0.089	0.086	0.093	0.076	0.037	0.061	0.04
Vote in last election	-0.019	0.501	0.083	0.171	0.142	0.002	0.103	0.055	0.052	0.317	0.084	0.527
Repeat vote choice	0.05	0.338	0.074	0.237	0.1	0.058	0.096	0.02	0.055	0.221	0.096	0.242
When decided to vote	0.069	0.389	0.102	0.000	0.037	0.186	0.088	0.034	0.092	0.015	0.086	0.005
All political parties are the same; no alternative	0.051	0.495	-0.069	0.013	-0.001	0.96	0.088	0.073	0.045	0.812	-0.011	0.717
Political party represent citizens interest	0.063	0.275	0.068	0.014	0.005	0.846	0.082	0.174	0.056	0.458	0.029	0.327
During campaign parties & candidates discuss citizens issues	0.06	0.318	-0.004	0.891	0.000	0.995	0.061	0.906	0.041	0.887	0.023	0.444
Political parties are influenced by wealthy individuals	0.04	0.716	-0.039	0.166	0.006	0.844	0.078	0.338	0.059	0.348	0.029	0.326
Political parties represent small group of people, not all citizens	0.048	0.564	-0.03	0.287	0.003	0.917	0.071	0.596	0.079	0.026	0.034	0.261
The government makes an effort to do what the citizens want	0.053	0.454	9.065	0.018	-0.011	0.696	0.069	0.665	0.064	0.218	0.009	0.753
Representative in the parliament represent all Albanian society	0.064	0.264	0.031	0.263	-0.027	0.332	0.088	0.083	0.069	0.115	0.038	0.205
Belief the candidate has no chance of winning; don't vote	-0.037	0.201	0.066	0.51	0.129	0.018	0.079	0.383	0.046	0.474	0.064	0.888
Belief that vote does not affect the result; don't vote	-0.029	0.313	0.051	0.767	0.114	0.066	0.064	0.645	0.019	0.936	0.09	0.445
If the voting process is costly; don't vote	-0.001	0.98	0.038	0.938	0.095	0.282	0.078	0.402	0.068	0.134	0.132	0.026
If get personal social satisfaction; vote	-0.016	0.578	0.097	0.077	0.124	0.032	0.116	0.026	0.026	0.85	0.113	0.136
If preferred candidate is unlikely to win; switch vote	-0.02	0.494	0.105	0.041	0.089	0.403	0.099	0.118	0.046	0.471	0.13	0.036
Vote if parliamentary election are tomorrow	-0.029	0.327	0.069	0.477	0.089	0.434	0.079	0.415	0.035	0.704	0.112	0.173

Family tradition	0.025	0.844	0.077	0.165	0.103	0.037	0.088	0.092	0.045	0.544	0.08	0.733
Social group influence	0.039	0.579	0.058	0.754	0.106	0.022	0.075	0.412	0.059	0.142	0.086	0.528
To find a job	0.036	0.625	0.119	0.000	0.112	0.005	0.124	0.000	0.078	0.005	0.064	0.98
Support the candidate	0.029	0.777	0.08	0.115	0.108	0.013	0.064	0.77	0.064	0.063	0.074	0.866
Believe the party ideas	0.039	0.562	0.056	0.819	0.107	0.017	0.078	0.301	0.084	0.001	0.074	0.878
Believe the party leader	0.073	0.071	0.063	0.611	0.09	0.231	0.083	0.164	0.031	0.926	0.073	0.884
Perceive voting as a civic duty	0.034	0.683	0.061	0.657	0.121	0.001	0.085	0.139	0.049	0.409	0.118	0.008
Party performance	0.017	0.942	0.072	0.299	0.104	0.031	0.069	0.618	0.046	0.525	0.071	0.924
In general people have certain political belief	0.008	0.784	0.051	0.801	0.058	0.917	0.074	0.494	0.084	0.039	0.108	0.191
Political spectrum (left-right)	0.112	0.017	-0.038	0.186	-0.045	0.12	0.086	0.105	0.072	0.425	0.052	0.088
Party helps improve family well-being	0.085	0.023	0.051	0.915	0.077	0.685	0.08	0.255	0.043	0.613	0.086	0.537
Party plays crucial role in developing the country economy	0.039	0.575	0.057	0.782	0.074	0.761	0.082	0.204	0.055	0.215	0.101	0.131
Party gives favours (occupation, business license)	0.07	0.089	0.068	0.433	0.075	0.719	-0.102	0.007	0.056	0.203	0.104	0.086
Their family support the party	0.063	0.154	0.052	0.895	0.085	0.408	0.092	0.043	0.055	0.214	0.104	0.083
Identify with the party	0.059	0.2	0.058	0.751	0.069	0.882	0.075	0.4	0.046	0.526	0.105	0.074
Like the leader of political party	0.056	0.239	0.054	0.859	0.083	0.445	0.069	0.614	0.04	0.704	0.081	0.692
Socialist Party of Albania (PS)	-0.042	0.170	-0.066	0.03	0.036	0.247	0.088	0.283	0.064	0.189	0.024	0.455
Democratic party (PD)	-0.011	0.724	0.03	0.334	0.017	0.581	0.107	0.053	0.053	0.459	0.017	0.599
Mismatch between: program & ideological party orientation	0.072	0.076	0.055	0.838	0.095	0.134	0.086	0.116	0.054	0.252	0.084	0.612
Punish their political party	0.063	0.15	0.076	0.179	0.082	0.482	0.085	0.129	0.037	0.799	0.113	0.02
Don’t like the candidate	0.067	0.111	0.062	0.634	0.073	0.793	0.079	0.28	0.048	0.44	0.072	0.902
Don’t like party leaders	0.051	0.331	0.058	0.767	0.072	0.803	0.072	0.498	0.049	0.389	0.091	0.382
Don’t believe the candidate make a difference in their lives	0.062	0.165	0.063	0.618	0.086	0.348	0.094	0.03	0.041	0.67	0.092	0.359
Don’t like electoral campaign of party	0.083	0.027	0.048	0.955	0.083	0.467	0.084	0.146	0.036	0.829	0.071	0.807

Significant at the 0.05 level;