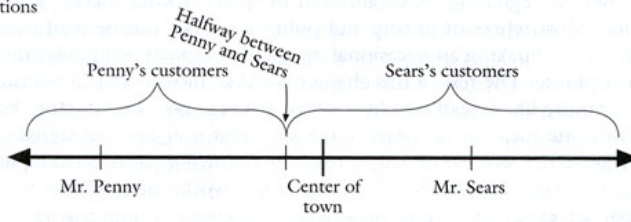
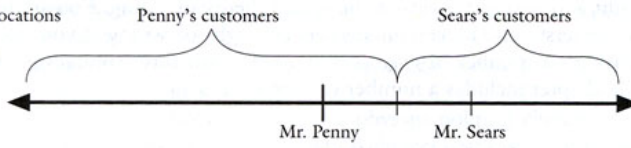


**FIGURE 1.1**  
**Competition for Customers Between Two Shop Owners**

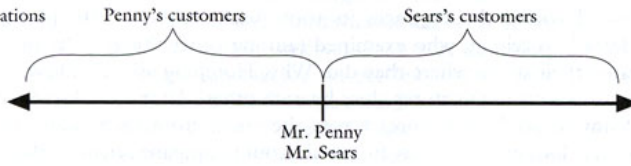
a. First locations



b. Second locations

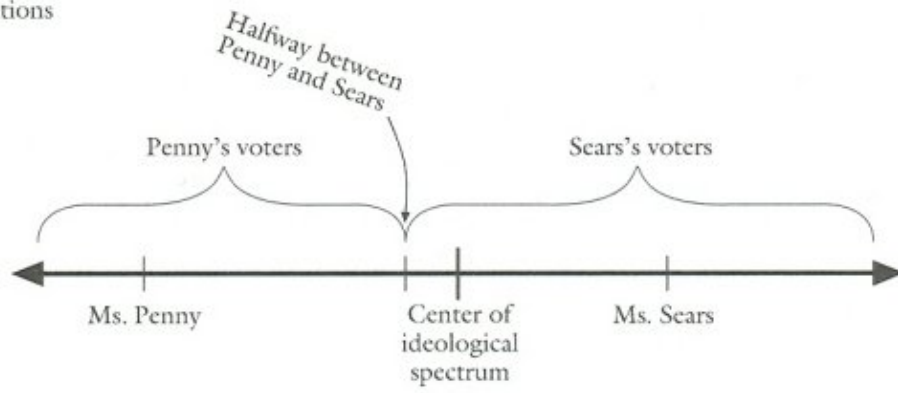


c. Third locations

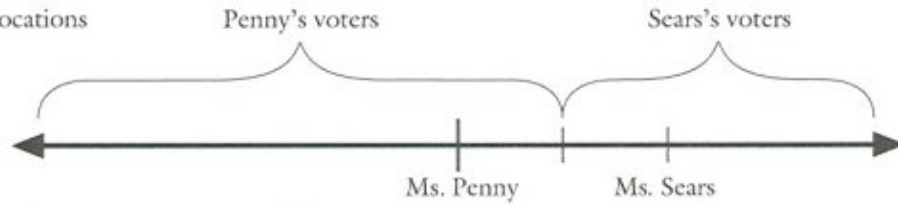


**FIGURE 1.2**  
**Competition Between Two Candidates for Votes**

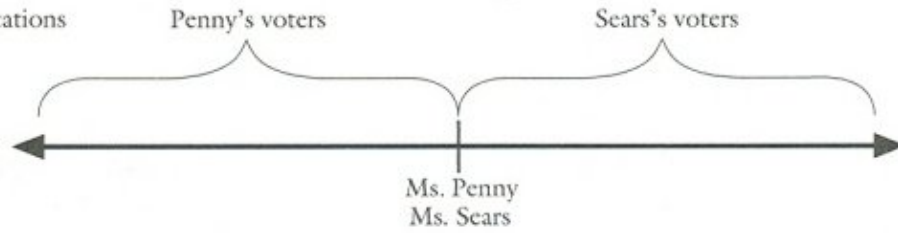
a. First locations



b. Second locations



c. Third locations



**FIGURE 1.3**  
**Voting in a Committee over Two Minimum Wage Proposals, X and Y**

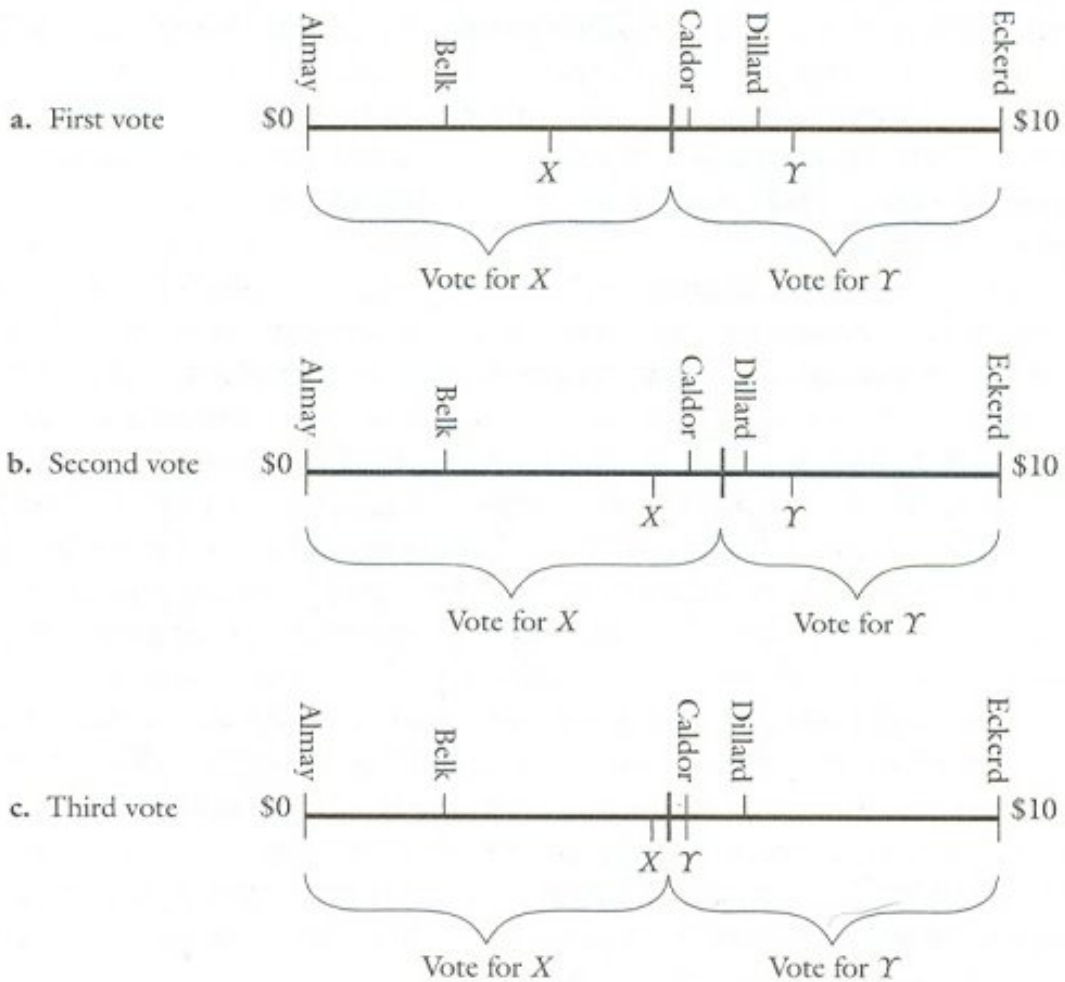
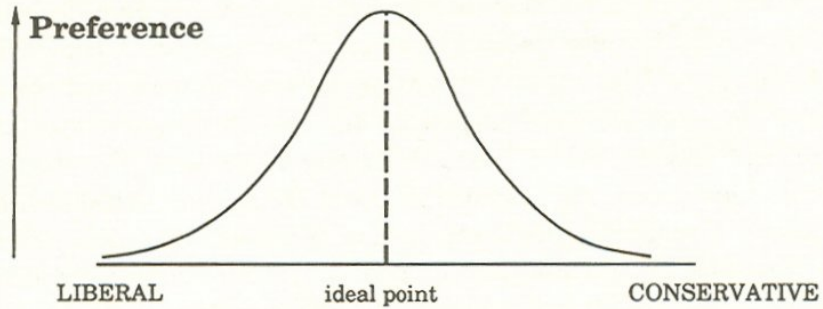
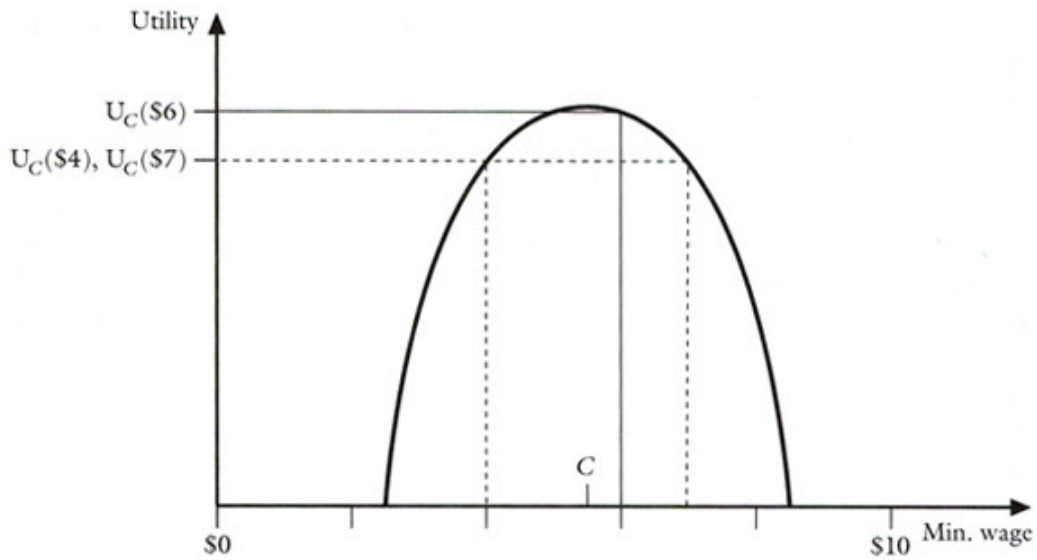


FIGURE 1.4  
Symmetrical Utility Curve



**Figure 2.2.** Single-peaked preference on the underlying dimension. The ideal point represents the point of highest preference. Positions more liberal or more conservative than the ideal point are less preferred.

Figure 2.1A: Normal Distribution Utility Function

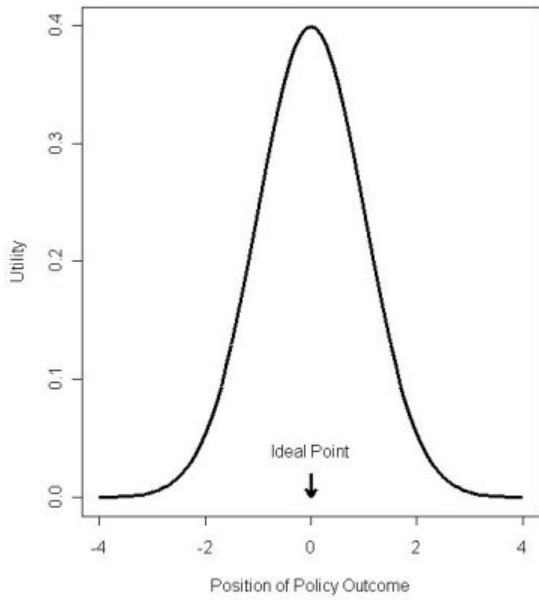
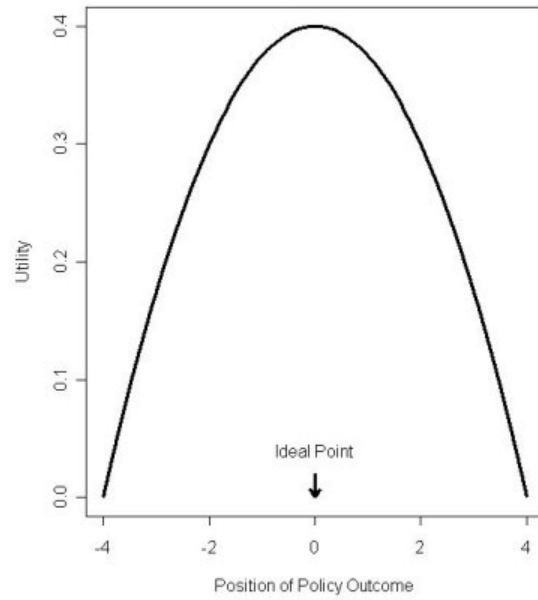
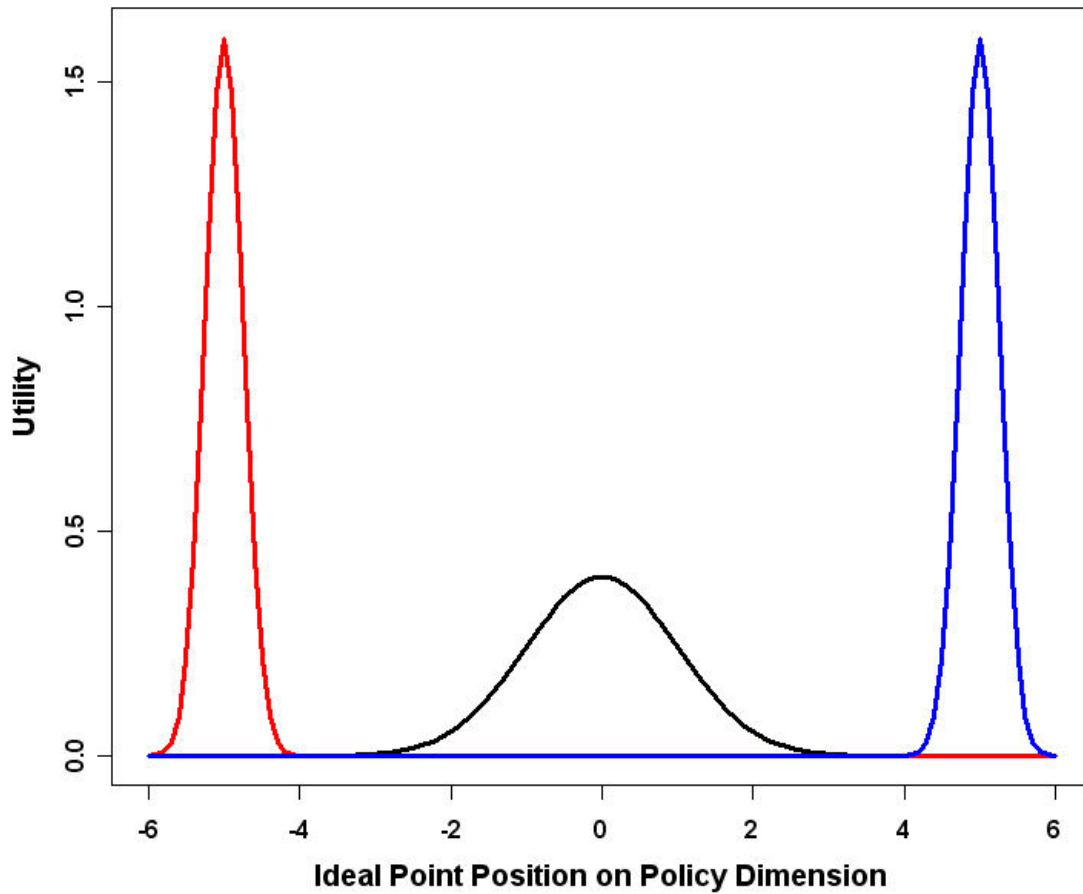


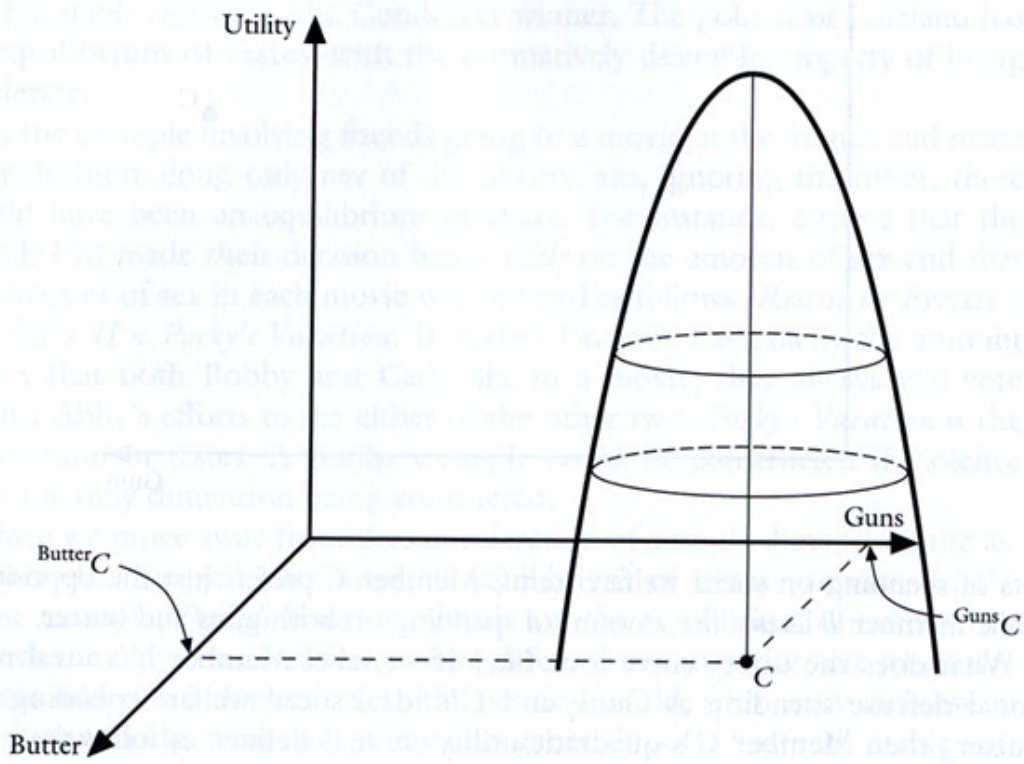
Figure 2.1B: Quadratic Distribution Utility Function



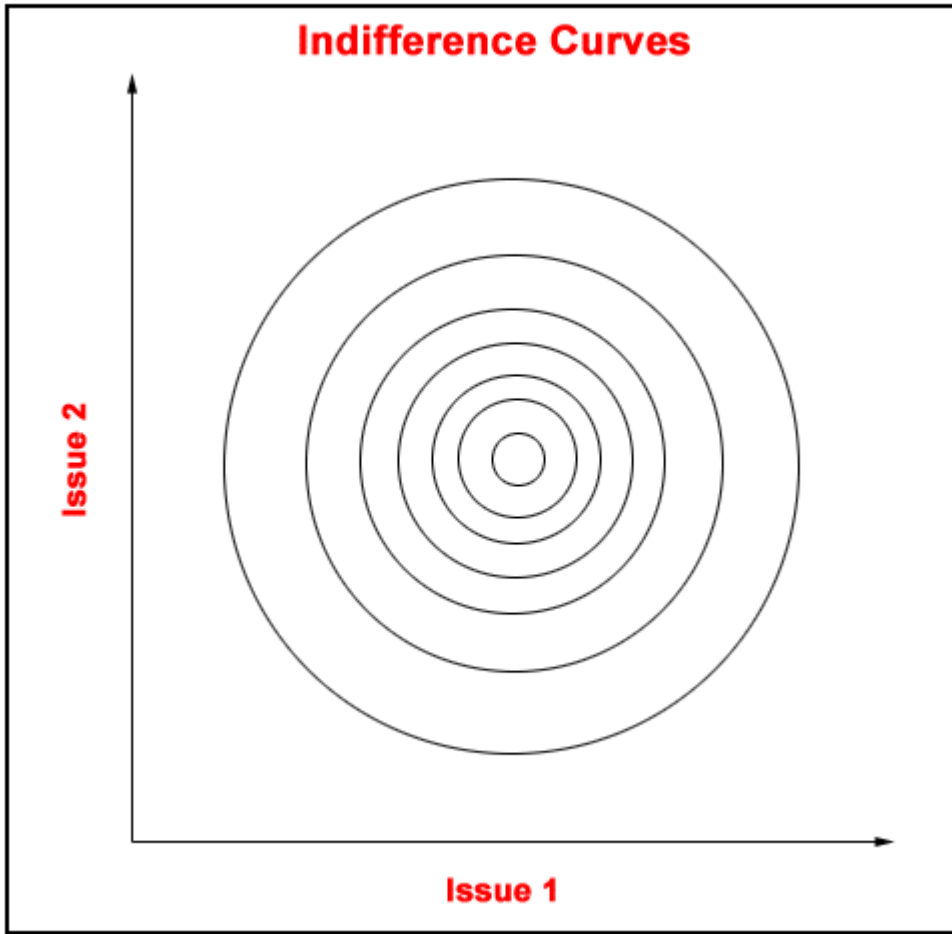
### Extremes vs. the Center



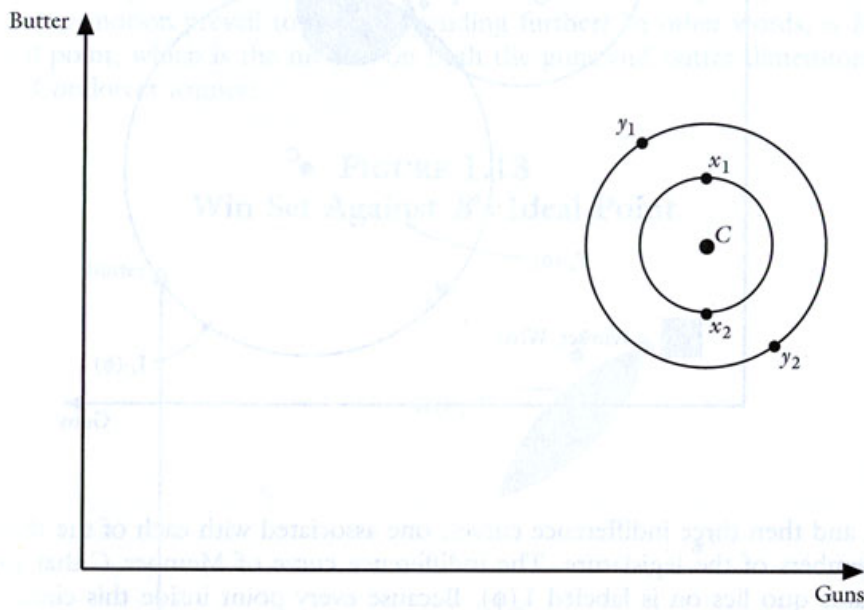
**FIGURE 1.10**  
**Member C's Utility Curve**



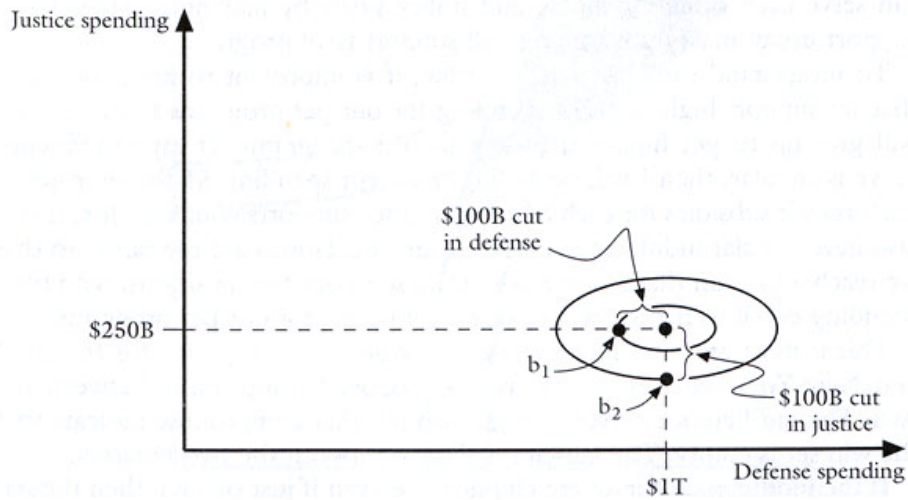
## Indifference Curves

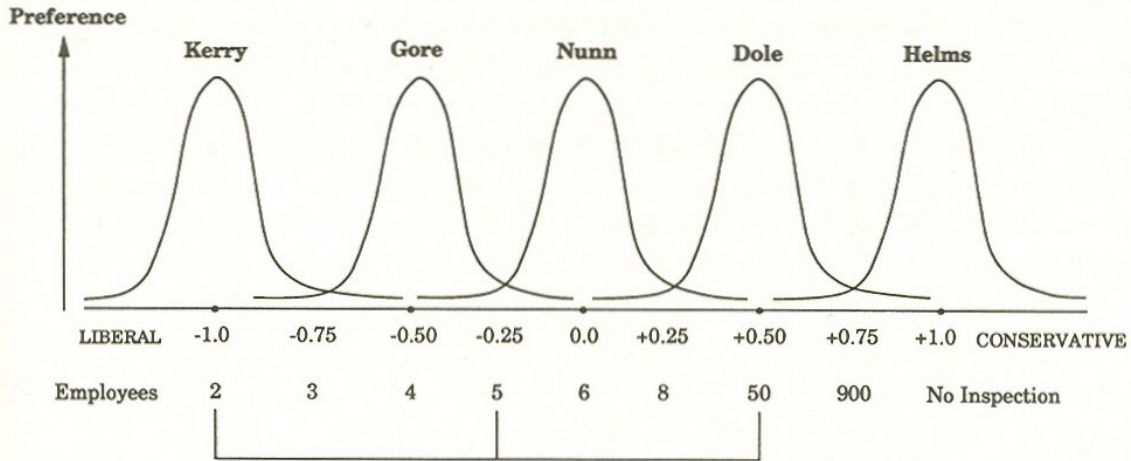


**Figure 1.11**  
**Examples of Indifference Curves**

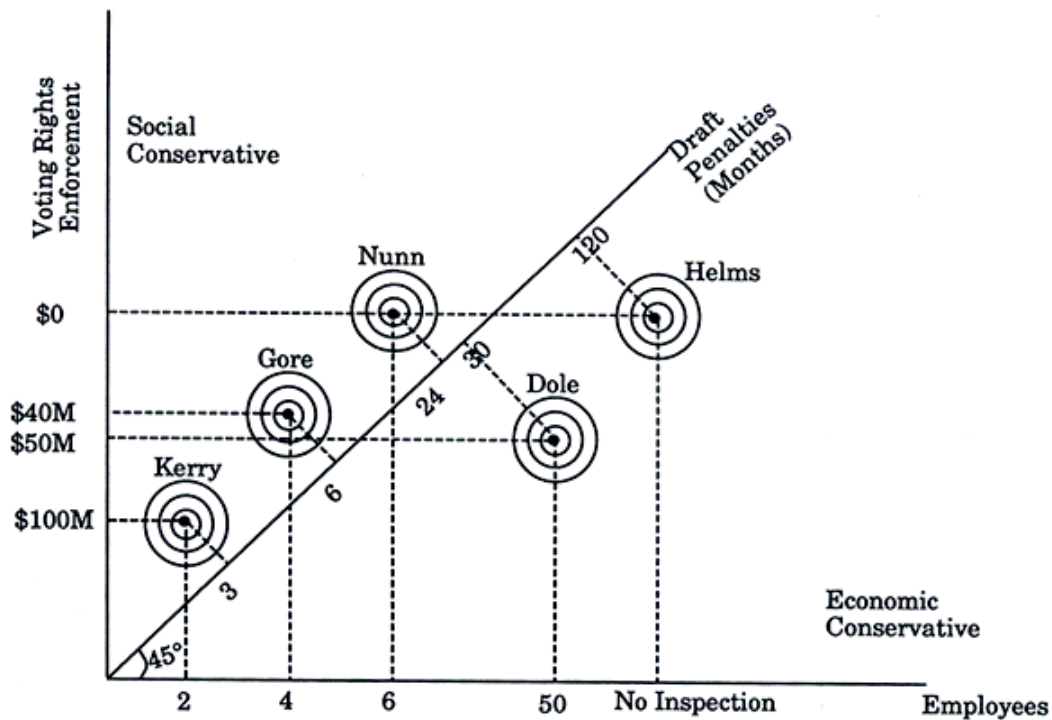


**FIGURE 1.18**  
**Different Salience Weights Along Two Spending Dimensions**





**Figure 2.3.** Five senators and the mapping of the OSHA inspection issue. All five have single-peaked preferences. The more conservative senators desire higher firm-size limits on inspection. The midpoint between the mapped position of two policies determines voting behavior. Senators with ideal points to the left of the midpoint vote for the lower inspection level; those to the right vote for the higher level.



**Figure 2.4.** Two-dimensional indifference contours and the mapping of three issues in the basic space. Lines from each senator show ideal points on the issues. The circular indifference contours indicate that preference is decreasing in distance from the ideal point.