1.7 Long-Term Factors Influencing Voting Behaviour: Class, Age and Region: Test Pack

EDEXCEL 9PL0 · about 15 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions. Short-answer questions may be brief but must be precise. At least two extended answers require full sentences and developed explanation. The final 30-mark question must be a structured essay with a clear judgement.

1 Define the term 'class dealignment' in the context of UK voting behaviour, as used in studies of long-term voting trends.

(Total for Question 1 is 1 mark)

2 State two UK regions where the Conservative Party experienced relative decline in support across recent decades, naming the regions.

(Total for Question 2 is 2 marks)

3 State two consequences of class dealignment for political parties' electoral strategies in the UK.

(Total for Question 3 is 4 marks)

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4 Explain what is meant by 'valence voting' in UK elections and give one brief example of a valence issue.

(Total for Question 4 is 3 marks)

5 Explain two structural causes of the North-South divide in UK voting behaviour and give one implication of that divide for national party strategy.

(Total for Question 5 is 6 marks)

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Mark scheme · 1.7 Long-Term Factors Influencing Voting Behaviour: Class, Age and Region: Test Pack

Question 1

a concise correct definition, for example: the weakening of the link between social class and party support	**B1**

Answer: Class dealignment is the weakening of the link between social class and party support, so class no longer predicts voting as strongly as in the past.

Question 2

names one correct region, e.g. North of England	**B1**
names a second correct region, e.g. urban Scotland or some northern industrial towns	**B1**

Answer: Any two of: the North of England (traditional industrial areas); urban Scotland; some older industrial Midlands towns.

Question 3

one valid consequence stated, e.g. increased emphasis on targeted swing voters	**B1**
development of that consequence, e.g. microtargeting and data-driven campaigning	**B1**
a second valid consequence, e.g. parties moderating policy positions to win floating voters	**B1**
development of that consequence, e.g. centrist repositioning to attract a broader electorate	**B1**

Answer: Any two consequences: parties place more emphasis on winning targeted swing and floating voters, using data-driven microtargeting; parties moderate or reposition policy to appeal to a broader cross-class electorate, producing more centrist platforms.

Question 4

identifies valence voting as voting based on perceived competence on issues rather than ideology	**B1**
explains that voters choose the party they believe will manage issues best, not because of shared long-term identity	**B1**
gives one valid example, e.g. economic management, competence on the NHS, or handling of a crisis	**B1**

Answer: Valence voting is when voters choose parties based on perceived competence or ability to manage key issues, rather than on ideological alignment. Example: many voters judge parties on who is best for economic management or who can best run the NHS.

Question 5

identifies first structural cause, e.g. historical patterns of industrial employment and deindustrialisation in the North	**B1**
explains how that cause shapes voting, e.g. working-class concentration leading historically to Labour support, and post-industrial decline affecting party allegiance	**B1**
identifies second structural cause, e.g. economic inequality and concentration of high value services in the South East	**B1**
explains how that cause shapes voting, e.g. higher incomes and home ownership in the South linking to Conservative support	**B1**
gives one implication for party strategy, e.g. parties tailor policy offerings and campaign resource allocation regionally	**B1**
develops the implication, e.g. Conservatives focus on suburban southern voters while Labour targets public service promises to northern urban areas	**B1**

Answer: Structural causes include the North's historical industrial base and later deindustrialisation, producing concentrations of working-class voters with long-term ties to Labour, and the South East's growth in high-value service industries and higher home ownership, which correlate with stronger Conservative support. An implication is that national parties tailor strategy regionally, allocating resources and policy promises to appeal to different regional electorates, for example Labour emphasising public services and regional investment in the North while Conservatives focus on home ownership and low taxation in the South.

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