1.8 Short-Term Factors and the 2019 General Election Case Study: 10-minute Pack

EDEXCEL 9PL0 · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions. Short answers may be bullet points unless full sentences are requested. For levels-marked questions write a developed, structured response and use precise political terminology. This pack focuses on short-term influences on voting in the 2019 general election, including leadership images, the governing party record, campaign events and the dominant issue of Brexit, plus turnout variation by constituency, age and region.

1 State one way in which party leader image can influence voter choice during a general election, with reference to 2019.

(Total for Question 1 is 1 mark)

2 Explain briefly how a single dominant issue can shape electoral outcomes, using Brexit in the 2019 election as the example.

(Total for Question 2 is 2 marks)

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3 Explain two ways turnout varied in the 2019 general election, by age and by region, giving one statistic or fact for each variation.

(Total for Question 3 is 4 marks)

4 Explain how the Conservative campaign slogan and central message in 2019 constituted a short-term strategic advantage, and give one example of its implementation.

(Total for Question 4 is 5 marks)

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Mark scheme · 1.8 Short-Term Factors and the 2019 General Election Case Study: 10-minute Pack

Question 1

one valid effect, e.g. leaders perceived as decisive can attract swing voters, as was claimed for Boris Johnson in 2019 **B1**

Answer: A leader seen as decisive and able to 'get Brexit done' could win swing voters, as argued for Boris Johnson in 2019.

Question 2

explains that a single dominant issue focuses voters' priorities and can override other considerations **B1**

applies this to 2019 by noting Brexit mobilised leave and remain voters and reshaped traditional party loyalties **B1**

Answer: A single dominant issue concentrates voters on one priority which can override long-term loyalties; in 2019 Brexit mobilised leave voters and encouraged tactical voting that reshaped traditional party support across many constituencies.

Question 3

identifies turnout variation by age, e.g. lower turnout among younger voters compared with older voters **B1**

provides a supporting fact or statistic for age, e.g. surveys showed turnout among 18-24s was notably below national average in 2019 **B1**

identifies turnout variation by region, e.g. higher turnout in some English shire seats compared with lower turnout in parts of London or Scotland **B1**

provides a supporting fact or statistic for region, e.g. the Conservatives gained many former Labour leave-voting seats in northern England where turnout remained robust **B1**

Answer: Turnout varied by age, with younger voters (18 to 24) showing lower turnout than older groups in 2019, reducing the potential boost for remain-leaning parties. Regionally, turnout remained relatively high in many English midland and northern leave-leaning constituencies where the Conservatives gained seats, while turnout was lower in some urban remain-leaning wards, altering the geographic distribution of votes.

Question 4

identifies the central message, e.g. 'Get Brexit done' or equivalent **B1**

explains why this was a short-term advantage, e.g. it simplified a complex issue and appealed to undecided leave voters **B1**

identifies one implementation example, e.g. targeted leaflets promising delivery, or repeated leader-line in broadcasts **B1**

explains how the implementation reinforced the advantage, e.g. clarity on leaflets and social media persuaded marginal voters **B1**

consequence, e.g. contributed to shifts in marginal seats and to perceptions of Conservatives as the party that could resolve Brexit **B1**

Answer: The Conservatives' central message to 'get Brexit done' simplified a divisive issue into a clear, decisive pledge that appealed to leave and undecided voters; it was implemented through repeated leader messaging in TV appearances and targeted leaflets promising delivery, which reinforced the impression the party would resolve the deadlock and helped swing marginal seats.

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