# 1.8 Short-Term Factors and the 2019 General Election Case Study: 30-minute Pack

EDEXCEL 9PL0 · about 30 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** Explain two ways campaign organisation and targeting can produce short-term changes in seat outcomes, with a 2019 example for each way.

**(Total for Question 1 is 6 marks)**


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**2** Evaluate the reasons for the outcome of the 2019 general election, focusing on short-term and campaign factors such as leadership images, the governing party record, the campaign itself and the single dominant issue of Brexit. Reach a reasoned judgement on which short-term factor was most important.

**(Total for Question 2 is 30 marks)**


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# Mark scheme · 1.8 Short-Term Factors and the 2019 General Election Case Study: 30-minute Pack

## Question 1

| | |
|---|---|
| identifies first way, e.g. microtargeting swing voters with leaflets and social media | **B1** |
| develops with 2019 example, e.g. Conservatives targeted Red Wall marginals with tailored messages on Brexit and public spending | **B1** |
| identifies second way, e.g. concentrating ground campaign resources to increase turnout among favourable demographics | **B1** |
| develops with 2019 example, e.g. local Conservative organisers and volunteers focused door-to-door canvassing in key northern marginals to convert leave-leaning Labour voters | **B1** |
| explains short-term mechanism, e.g. shifting small numbers in marginals can change seat outcomes | **B1** |
| ties mechanism to 2019 consequence, e.g. these tactics helped several seat-level turnovers from Labour to Conservative | **B1** |

**Answer: Microtargeting swing voters with tailored leaflets and social media messages, as Conservative campaign teams did in Red Wall marginals stressing Brexit delivery and local priorities; and concentrating ground campaign resources to boost turnout among favourable groups, such as intensive door-to-door canvassing by Conservative volunteers in northern marginals, both short-term tactics that shifted small voter numbers in decisive seats in 2019.**

## Question 2

| | |
|---|---|
| **Level 0** No relevant content. | **0** |
| **Level 1** Basic and generalised knowledge of the 2019 election with little developed analysis. Limited or no evaluation, and judgement, is offered. | **1-7** |
| **Level 2** Clear and accurate knowledge of several short-term factors with developed analysis. Evaluation is present but may be uneven, descriptive or one-sided; judgement is tentative. | **8-15** |
| **Level 3** Detailed and accurate knowledge used to construct a sustained analysis of the interaction between short-term factors, with balanced evaluation and a reasoned judgement supported by evidence and examples from 2019. | **16-23** |
| **Level 4** Sophisticated, wide-ranging and precise knowledge integrated into a coherent, incisive evaluation that compares leadership image, party record, campaign strategy and issue salience. The response weighs competing explanations, shows awareness of limits and local variation, and reaches a clear, well-substantiated judgement on the most important short-term cause. | **24-30** |

**Indicative content:**

- Leadership image: argument that Boris Johnson's presentation as decisive and focused on delivering Brexit attracted undecided and leave-leaning voters; examples of polling showing a late lead in leader approval in key segments and the centrality of leader messaging in campaign adverts and broadcasts.
- Governing party record: argument that the Conservative record on public services, austerity legacies and previous coalition compromises created vulnerabilities, but that in 2019 the record was less salient than Brexit; counter-evidence that concerns about the NHS and public services influenced some voters and prevented even larger Conservative swings in some remain-leaning areas.
- Campaign itself: the Conservatives' clear, repeated slogan and targeted microcampaigning in former Labour leave seats; effective ground operation and resource allocation in marginals; the role of tactical voting and the organisation of local campaigns in shifting small numbers of voters in decisive seats.
- Single dominant issue of Brexit: argument that Brexit's salience focused voters on competence and delivery, overriding long-term attachments and causing realignment in many constituencies; evidence from high leave-vote seats that switched to Conservative in December 2019.
- Interactions: leader image mattered because it was judged through the prism of Brexit competence; campaign organisation amplified the leader message in key marginals; the governing party record was downplayed where Brexit dominated voting priorities but mattered in some local contexts.
- Limits and local variation: some remain-leaning constituencies resisted national trends; turnout differences by age and region limited potential gains for remain-leaning challengers; the impact of tactical voting varied across seats and sometimes produced unintended effects.
- Evaluation of relative importance: reasoned lines might conclude Brexit salience was the primary short-term cause, with leader image the crucial proximate mechanism that converted Brexit preference into Conservative votes, while campaign organisation and tactical voting were important accelerants. Alternatively, a well-evidenced response might place campaign targeting as the decisive short-term enabler of conversion in marginals.
- Judgement: the best answers will weigh these strands, cite precise examples of seat changes and turnout patterns, and justify why one short-term factor is judged most consequential across the election as a whole, while acknowledging variation and limits.


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