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

EDEXCEL 9PL0 · about 15 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 Define the term 'short-term factor' as used in studies of voting behaviour, in the context of the 2019 UK general election campaign.

(Total for Question 1 is 1 mark)

2 Give two short-term reasons why the governing Conservative Party's record might have helped or harmed it in 2019.

(Total for Question 2 is 2 marks)

3 State two campaign events in late 2019 that had short-term impact on voter perceptions during the general election campaign.

(Total for Question 3 is 3 marks)

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4 Explain how perception of party competence on Brexit as the single dominant issue in 2019 could override voters' previous party loyalty, giving one illustrative constituency example type.

(Total for Question 4 is 6 marks)

5 State two short-term tactical voting effects reported during the 2019 campaign and explain their likely short-term impact on seat outcomes.

(Total for Question 5 is 4 marks)

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

Question 1

a concise definition linking short-term factor to immediate influences on voting during a campaign, e.g. leader image, specific events, or a dominant issue such as Brexit	**B1**

Answer: A short-term factor is an immediate influence on voting during a specific campaign period, such as leader image, campaign events, or a dominant issue like Brexit in 2019.

Question 2

one accurate short-term reason, e.g. promise to deliver Brexit after years of deadlock	**B1**
a second accurate short-term reason, e.g. criticism over austerity-era public service pressures harming its appeal in some areas	**B1**

Answer: Any two of: the Conservatives promising to deliver Brexit after years of deadlock; perceived improvements in electoral messaging under a new leader; criticism of the Conservative record on NHS waiting times and public services affecting some voters.

Question 3

one accurate event, e.g. the December 2019 televised leaders debates or a leader interview	**B1**
a second accurate event, e.g. publication of targeted campaign leaflets or major manifesto launches	**B1**
briefly links the event to short-term influence, e.g. shifting undecided voters	**B1**

Answer: Examples include the televised leaders appearances and interviews in November-December 2019, and major manifesto launches or targeted campaign messaging which aimed to shift undecided voters shortly before polling day.

Question 4

identifies that issue salience can trump party loyalty when voters prioritise one issue	**B1**
explains that a party seen as more competent on that issue attracts defectors	**B1**
gives illustrative constituency type, e.g. historically Labour leave-leaning 'Red Wall' seats	**B1**
explains short-term effect in that constituency type, e.g. Labour voters switched to Conservatives because they trusted the Conservative leader to deliver Brexit	**B1**
explains consequence for national outcome, e.g. cumulative seat changes in such constituencies altered overall majority	**B1**
links to 2019 evidence, e.g. seats in northern England with high leave votes swung to Conservatives in December 2019	**B1**

Answer: When Brexit was the most salient issue, voters who previously supported Labour in leave-leaning Red Wall constituencies prioritized perceived competence on Brexit and switched to the Conservatives, believing the Conservative leader could deliver, producing multiple local defections that cumulatively changed the national seat total in December 2019.

Question 5

states one tactical voting effect, e.g. Remain supporters backing Liberal Democrats in some seats	**B1**
explains short-term impact of that tactic on seat outcomes, e.g. splitting remain vote or failing to unseat Conservatives in key marginals	**B1**
states second tactical voting effect, e.g. Leave voters consolidating behind Conservative candidates in Labour marginals	**B1**
explains short-term impact of that tactic, e.g. enabling large Conservative gains in the so-called Red Wall	**B1**

Answer: Examples are Remain voters in some constituencies tactically backing Liberal Democrats or Greens to maximise remain representation, which in a few cases split the anti-Conservative vote and failed to unseat Conservative incumbents; and leave voters consolidating behind Conservative candidates in Labour marginals, contributing to Conservative gains in the Red Wall.

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