

What influences voting behaviour in elections?

L/O:

- To understand the key features of UK general elections.
- To examine the voting behaviour of the 2019 election and understand the reasoning behind people's decisions.



Who would you vote for?

Which of these leaders would you vote for in the next General Election if you were 18 years of age...



Kemi Badenoch
(Conservatives)



Keir Starmer
(Labour)



Ed Davey (Liberal
Democrats)

- The answer, I am afraid, is none.
- Unlike the USA, where the President is directly elected, in the UK we have a parliamentary system.
- Rather than voting for the PM, the PM is chosen from the party that wins the General Election.



The Importance of Political Parties

- In our political system, parties are very important. This is particularly the case when it comes to General Elections.
- It is very unusual for someone to be elected who isn't standing for a political party (an independent).
- 6 out of 250 MPs are independent currently – this is unusual. Up until 2024, there were no independent MPs.

At a General Election, parties put forward a series of promises of the things they will do if they are elected into Government. This is called a Manifesto.

On the post-it note in front of you, note down the Political Party that you think you would be most likely to support at the next General Election.

Why have you put this party?

Who would you vote for?

Today, you are going to look at the manifesto promises of the parties at the 2019 Election and decide who you would have voted for in that election. **Can you remember anything about it?**



Who would you vote for?

You are going to look at the different parties manifesto for the following issues:

- The NHS
- Brexit
- Schools and Education
- Foreign and Defence Policy
- The Economy

There is, however, a catch. The parties are going to be anonymised. You will not know which is which.

They will simply be:

- The Yellow Party
- The Purple Party
- The Red Party
- The Blue Party
- The Orange Party

Task:

You are going to look at a party policy for an area and discuss them. At the end of 3 mins, you will need to write down which one appeals to you the most and why. You will then move to the next policy.

Which Party is actually which?

The Yellow Party are actually...



Which Party is actually which?

The 'Red Party' are actually...

Liberal
Democrats



Which Party is actually which?

The Purple Party are actually...



Conservatives

Which Party is actually which?

Blue Party are actually...



Green Party

Which Party is actually which?

The Orange Party are actually...



Who would you vote for?

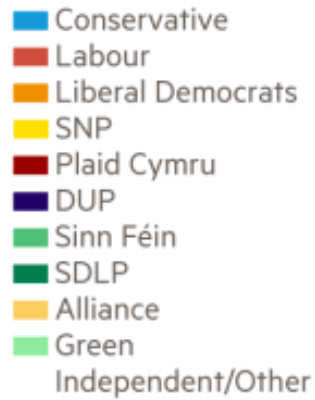
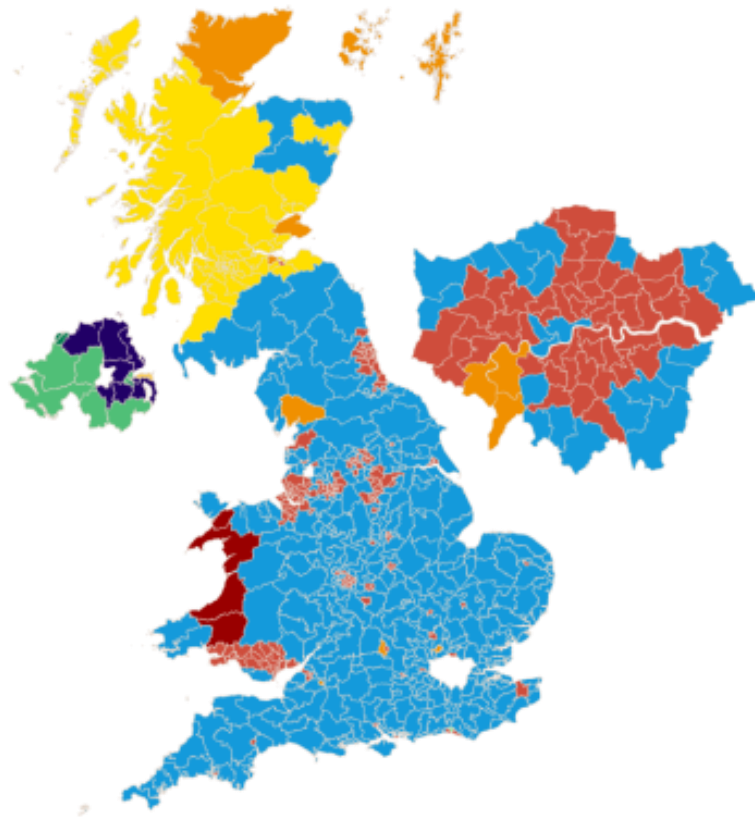
Discuss with your partner – are you surprised (or not!) by who you said you'd vote for based on the issues? What does this reveal to us about how we think about politics?



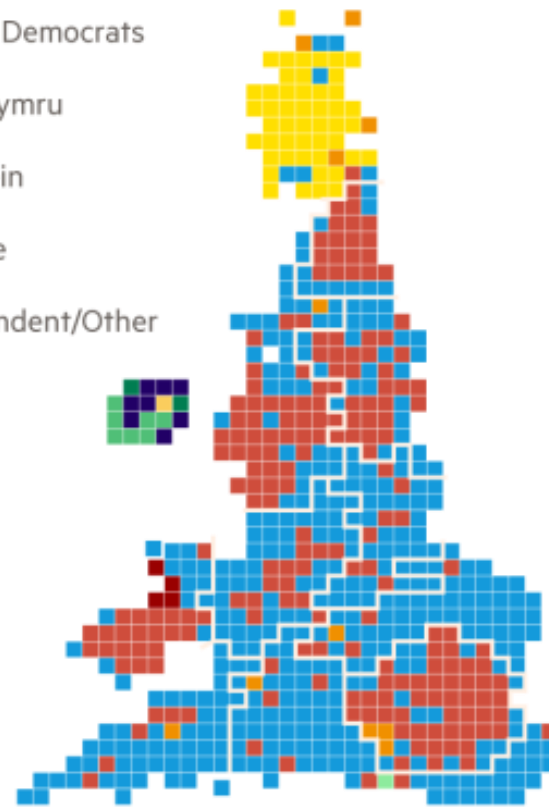
What does this tell us?

Results map: the geography of the new parliament*

Traditional view



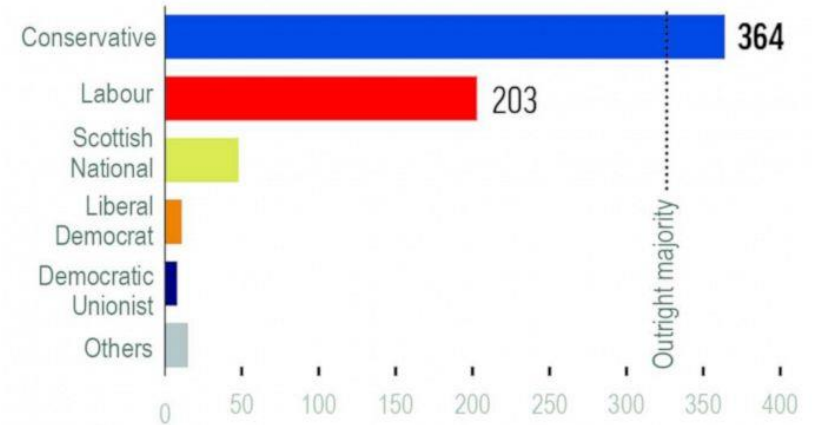
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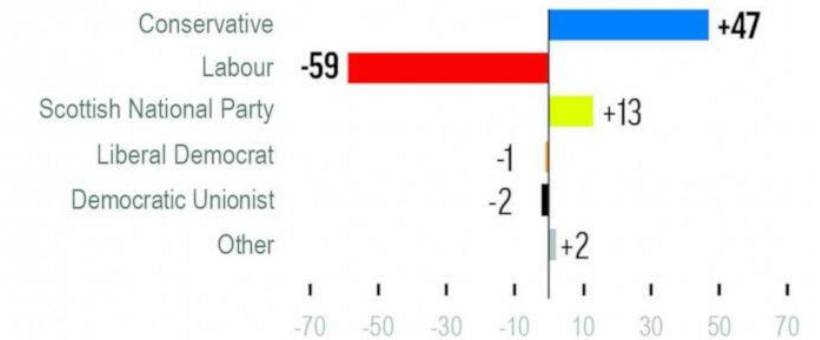
Conservative Party secures a majority

Prime Minister Boris Johnson's Conservative Party has secured a majority by winning more than 326 seats out of 650 in the House of Commons.

Total seats won, by party



Party gains and losses



Results as of 7:00 A.M. ET

SOURCE: Press Association

* After all 650 seats declared Source: PA

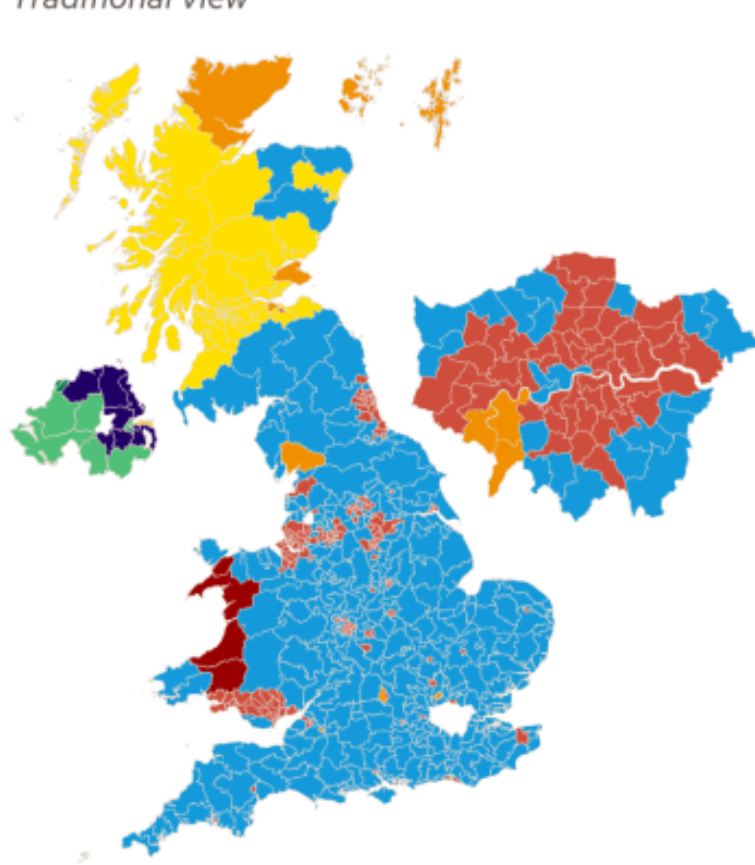
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Why do you think people voted like this?

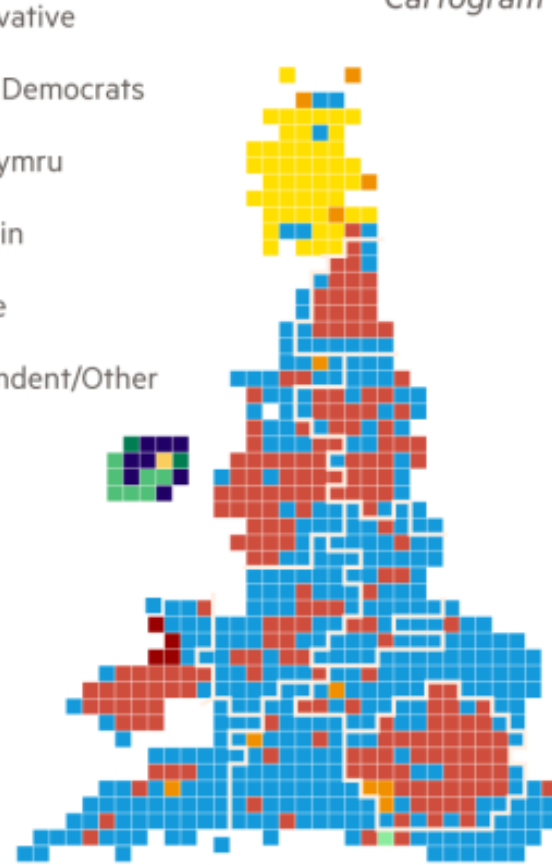
Results map: the geography of the new parliament*

Traditional view



- Conservative
- Labour
- Liberal Democrats
- SNP
- Plaid Cymru
- DUP
- Sinn Féin
- SDLP
- Alliance
- Green
- Independent/Other

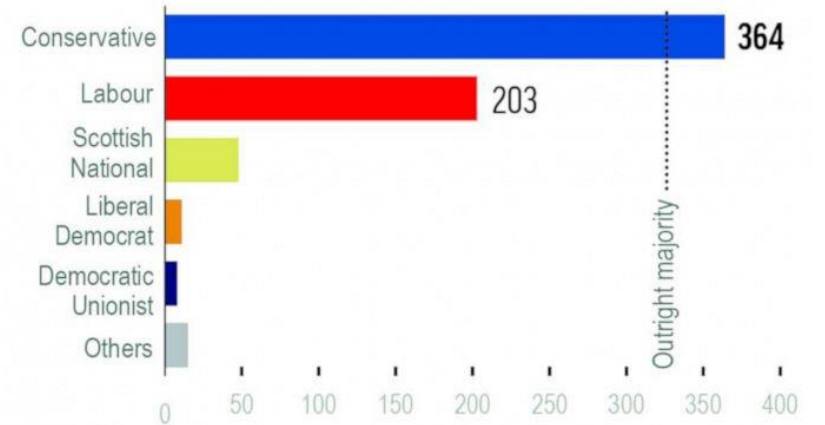
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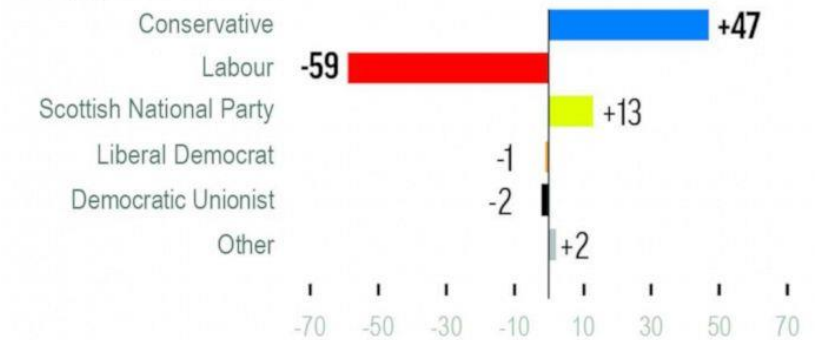
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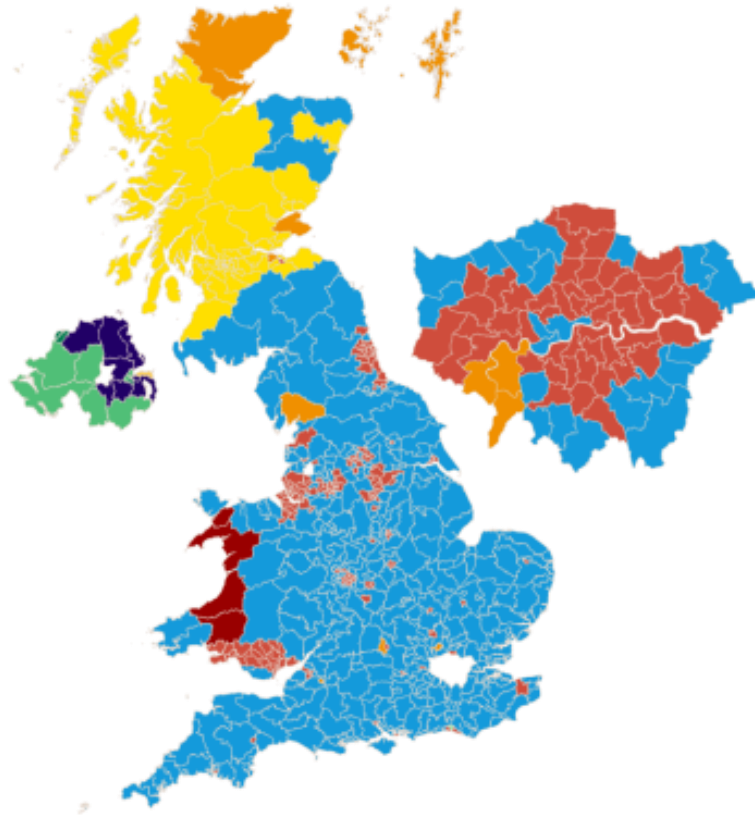
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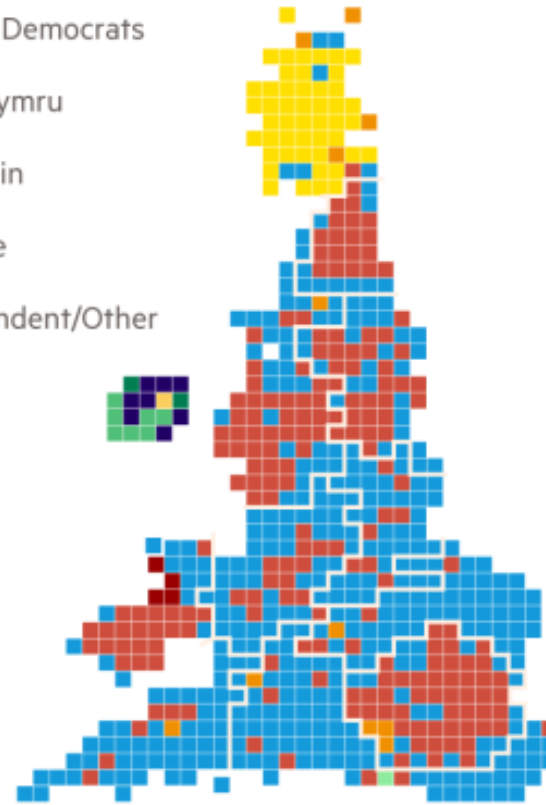
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Traditional view



Cartogram



Read through the information you have been given on voting behaviour in the 2019 election.

- 1) What sort of people voted for the Conservatives?
- 2) What sort of people voted for Labour?
- 3) What was unusual about how people voted in the 2019 election?

What do you think makes the most difference in voting behaviour?

* After all 650 seats declared Source: PA

What else impacts people voting behaviour?

How important are each of the following factors?
Which do you think influence people the most?



How your family votes?



Things people see on Social Media?



What the Newspapers say?



The Policies of the different parties



Who the candidates are in the election?



The personalities of party leaders?

Summer HL:

- Over the course of the summer, you will be expected to complete six tasks.
- These tasks will help prepare you for the A Level Politics course.
- You will need to revise this information and ensure that it is embedded into your long-term memory as you will complete an assessment on the information in the first full week back.
- Prepare well!