

**ADVANCED SUBSIDIARY GCE  
GOVERNMENT AND POLITICS**

**2595**

Elections, Electoral Systems and Voting Behaviour in the UK

**THURSDAY 10 JANUARY 2008**

Afternoon  
Time: 1 hour

**Additional materials:** Answer Booklet (8 pages)



**INSTRUCTIONS TO CANDIDATES**

- Write your name in capitals, Centre Number and Candidate Number in the spaces provided on the Answer Booklet.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- Answer **all** the questions.
- If you use additional sheets of paper, fasten the sheets to the Answer Booklet.
- Answers should be written in continuous prose.
- You must use your own knowledge and the source material in your answers.
- Write the numbers of the questions you answer on the front of the Answer Booklet.

**INFORMATION FOR CANDIDATES**

- The number of marks for each question is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is **100**.
- You will be awarded marks for quality of written communication including clarity of expression, structure and presentation of ideas, spelling, punctuation and grammar.

This document consists of **4** printed pages.

## Elections, Electoral Systems and Voting Behaviour in the UK

Read Sources A-D and answer **all** the questions which follow.

### Source A

#### Results of elections to the Scottish Parliament in 2007.

	Constituency MSPs	Regional MSPs	Total MSPs
Labour	37	9	46
SNP	21	26	47
Liberal Democrat	11	5	16
Conservative	4	13	17
Green	0	2	2
Margo MacDonald	0	1	1
	73	56	129

[MSP – Member of the Scottish Parliament]

### Source B

#### BBC and ITV Poll Predicts Result

BBC and ITV news chiefs were celebrating today after their first-ever joint exit poll proved remarkably accurate in predicting Tony Blair's sharply reduced majority. The broadcasters' joint poll suggested Labour would win a historic third term but with a majority of just 66 seats, fewer than most newspaper polls had been predicting. The poll predicted Labour would have a 37% share of the vote, against the Conservatives' 33% and Liberal Democrats' 22%. As it turned out, Labour had a 36% share, the Conservatives 33%, and Liberal Democrats 23%.

Adapted from John Plunkett, *Broadcasters hail success of joint poll*, 6 May 2005 © Guardian News & Media Ltd 2005

**Source C****Spending by the Labour Party in the General Election campaign of 2005.**

<b>Expenditure by type</b>	
Party Political Broadcasts	£470 000
Advertising	£5 286 000
Promotional Material to Electors	£2 698 000
Manifesto/Party Political Documents	£356 000
Market Research/Canvassing	£1 577 000
Media	£375 000
Transport	£2 188 000
Rallies and Other Events	£2 917 000

**Source D****Factors affecting voting behaviour**

Academic experts are all fairly agreed on why Labour won in 2005, and the reasons are for once simple to understand. They argue that when voters go to vote, two main factors are in their minds:

- i) how they rate party leaders
- ii) how they rate the overall competence and performance of the parties, particularly when it comes to managing the economy.

On average, polls during the 2005 election campaign showed that 36% of voters thought Tony Blair was the best leader for the country and only 24% preferred Michael Howard. When it came to managing the economy, 47% of voters thought Labour would do the best job, while only 28% thought the Conservatives would.

- 1 Using **Source A** and your own knowledge, describe the main features of the system used to elect members of the Scottish Parliament. [10]
- 2 Using **Source B** and your own knowledge, describe the impact that opinion polls might have on general elections. [20]
- 3 Using **Source C** and your own knowledge, discuss the importance of the actual election campaign to success in general elections in the UK. [30]
- 4 Using **Sources B, C and D** and your own knowledge, discuss the reasons why Labour won the general election of 2005. [40]

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*Copyright Acknowledgements:*

Source B Adapted from John Plunkett, *Broadcasters hail success of joint poll*, The Guardian, 6 May 2005 © Guardian News & Media Ltd 2005, [www.guardian.co.uk](http://www.guardian.co.uk)

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