CONTENTS

| iii | Acknowledgements |
|-----|--|
| iv | Contributors and Editors |
| Χ | Figures and Tables |
| 1 | Introduction: A Conservative Victory Like No Other? |
| | Jonathan Tonge, Stuart Wilks-Heeg and Louise Thompson |
| | The Results and Election Context |
| 7 | The Results: How Britain Voted |
| | David Denver |
| 29 | A Return to 'Normality' at Last? How the Electoral System Worked in 2019 |
| | John Curtice |
| 48 | From Minority Government to Parliamentary Stalemate: Why Election 2019 was Needed to Break the Brexit Logjam |
| | Louise Thompson |
| | Political Parties |
| 65 | 'Mistake overturned, so I call it a lesson learned': The Conservatives |
| | Sam Power, Tim Bale and Paul Webb |
| 84 | Labour's 2019 Campaign: A Defeat of Epic Proportions |
| | Eunice Goes |
| 103 | Relevant Again but Still Unpopular? The Liberal Democrats' 2019 Election Campaign |
| | David Cutts and Andrew Russell |
| 125 | How Niche Parties React to Losing Their Niche: The Cases of the Brexit Party, the Green Party and Change UK |
| | James Dennison |
| | Territorial Dimensions |
| 142 | Tribes and Turbulence: The 2019 UK General Election in Scotland |
| | James Mitchell and Ailsa Henderson |
| 157 | The Election in Wales: Campaign and Party Performance |
| | Jonathan Bradbury |
| 172 | Northern Ireland: From the Centre to the Margins? |
| | Jonathan Tonge and Jocelyn Evans |
| | |

Campaign Themes

- 189 Party Finance in 2019: Advantage Conservative Party Justin Fisher
- A Transparent Digital Election Campaign? The Insights and Significance of Political Advertising Archives for Debates on Electoral Regulation

 Katharine Dommett and Mehmet Emin Bakir
- 225 Not a Brexit Election? Pessimism, Promises and Populism 'UK-Style'
 Matthew Flinders
- 'Girly Swots' and the Most Diverse Parliament Ever: Women's Representation, Voters and Issues in the 2019 Election Campaign

 Emily Harmer and Rosalynd Southern
- 259 A Vote of Frustration? Young Voters in the UK General Election 2019

 Sarah Harrison
- 272 From Bad to Worse? The Media and the 2019 Election Campaign

 Dominic Wring and Stephen Ward
- 288 Conclusion: The BBC and the Election: Boris, Brexit and Corbyn Jonathan Tonge, Stuart Wilks-Heeg and Louise Thompson
- 300 Index