

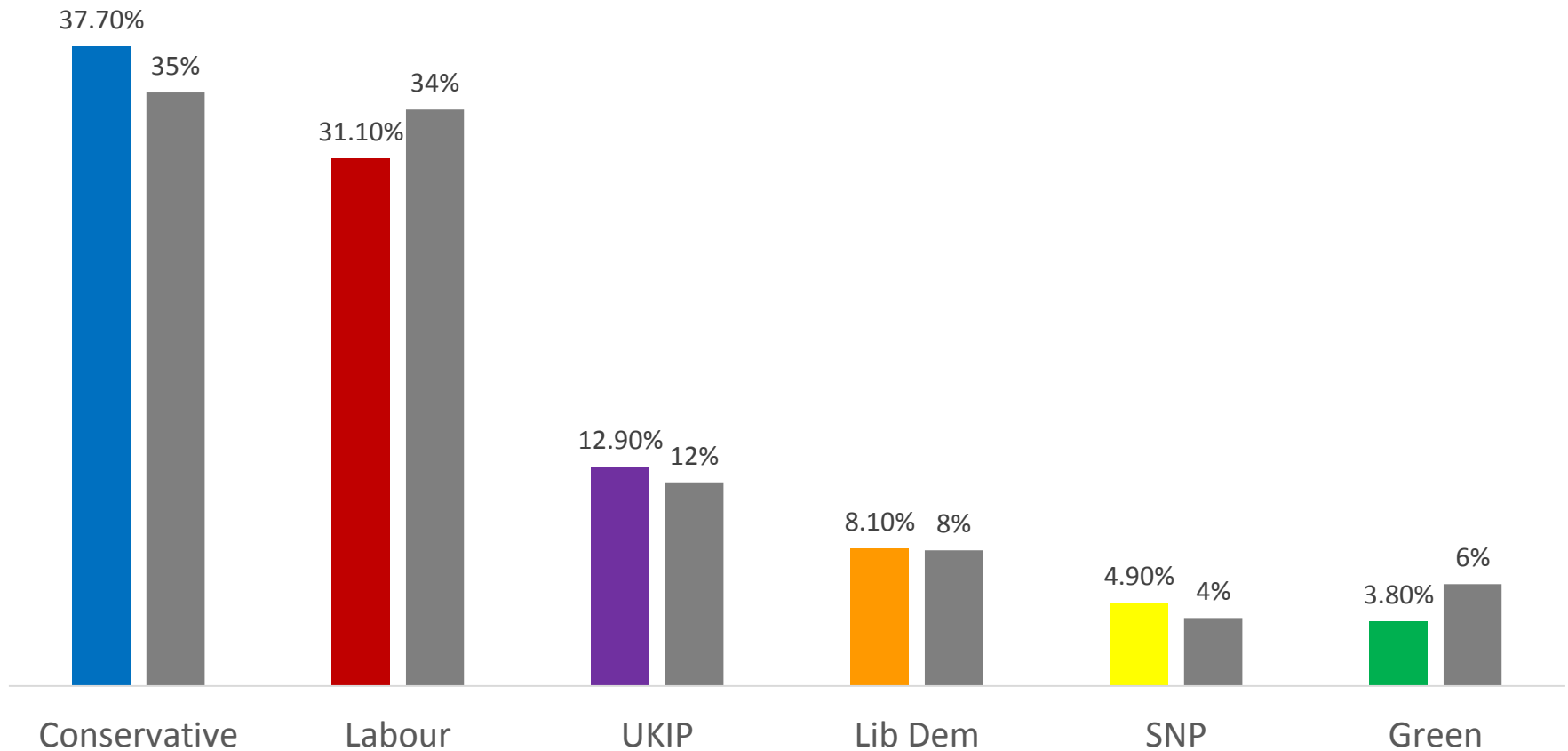


# Reviewing the election

19<sup>th</sup> June 2015

# Our final poll vs. the actual result

- All final polls predicted a hung parliament and the Labour and Conservative parties neck and neck.
- Key errors were understating the Conservatives and the SNP, overstating Labour and the Greens



# Late swing does not explain the difference

Election day re-contact survey	Raw figures	Weighted to match final poll demographics of likely voters	With demographic and party propensity weighting
Conservative	33%	32%	33%
Labour	32%	32%	33%
UKIP	15%	15%	12%
Liberal Democrats	9%	8%	9%
SNP	5%	5%	4%
Green	5%	5%	6%

**Election day re-contact survey** of everyone who took part in a voting intention survey in the weeks prior to the election and gave us a voting intention. Approx. 4,600 total responses.

91% of those saying they would vote Labour pre-election say that did so on the day.

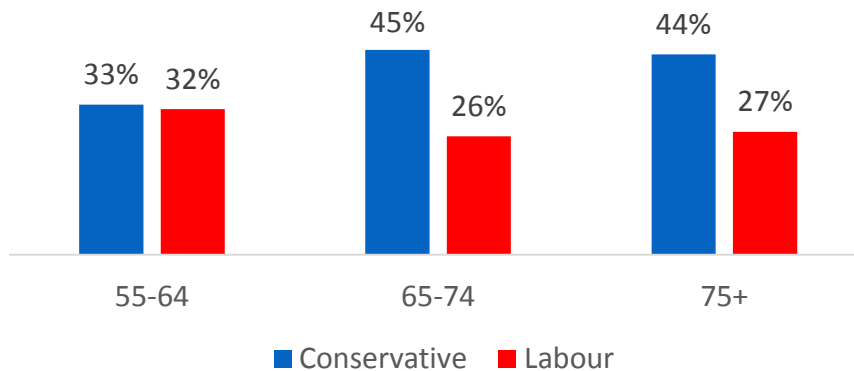
91% of those saying they would vote Conservative pre-election also did so on the day.

## So what went wrong...?

## Some issues we have identified so far

- **Under-weighting of those aged 65+**

- Using a 55+ top age break instead of breaking down further
- 55+ age group is generally pro-Conservative but bulk of that due to 65-74 and 75+ groups which we under-represented



- Political weighting (party propensity) **targets for the Green party were too high** and upweighted them too much
- Political weighting (party propensity) **targets for the SNP were too low** and downweighted them from an accurate 5% to an inaccurate 4% of the GB vote

None of these account for the scale of the Conservative-Labour gap

# Differential demographic turnout

People who take surveys, online or offline, are **more opinionated than average** and this has a particularly **strong effect on political surveys**.

Most polls use self-reported turnout which means we overestimate low turnout groups. Everyone overstates their likelihood to vote, but some do so more than others

Age group	Implied turnout in our poll	Actual 2015 turnout in age group (source)	Implied turnout as a % of 2015 turnout	% voting Labour in poll	% voting Conservative in poll	% voting Green in poll
<b>ALL</b>	<b>81%</b>	<b>66%</b>	<b>123%</b>	<b>34%</b>	<b>35%</b>	<b>6%</b>
18-24	64%	43%	149%	41%	32%	11%
25-34	78%	54%	144%	39%	32%	8%
35-44	77%	64%	120%	38%	29%	8%
45-54	86%	72%	119%	36%	32%	6%
55-64	84%	77%	109%	32%	33%	7%
65-74	88%	78%	113%	26%	45%	4%
75+	92%		123%	27%	44%	0%

## Differential demographic turnout (2/2)

This is also the case with **social grade**. Turnout estimates became less accurate the further down the socio-economic ladder we go with C2's and DE's significantly over-represented compared to AB and C1.

Again, the most pro-Labour groups were over-represented compared to pro-Conservative groups.

Age group	Implied turnout in our poll	Actual 2015 turnout in age group (source)	Implied turnout as a % of 2015 turnout	% voting Labour in poll	% voting Conservative in poll	% voting Green in poll
<b>ALL</b>	<b>81%</b>	<b>66%</b>	<b>123%</b>	<b>34%</b>	<b>35%</b>	<b>6%</b>
AB	85%	75%	113%	28%	40%	7%
C1	81%	69%	117%	35%	37%	6%
C2	80%	62%	129%	35%	31%	8%
DE	78%	57%	137%	41%	29%	5%

# Applying this to our final pre-election poll

Figures below show how our final poll would have differed had we used 7-way age group weighting, then adding turnout corrections and finally adding our party propensity weighting using the pre-election targets.

This corrects the Conservative / Labour imbalance but the original political weighting still gives us errors for the SNP and Greens.

Final Opinium voting intention poll	Raw figures	Demographic weighting with 7-way age split	Demographic weighting with 7-way age split AND turnout corrections	Demographic weighting with 7-way age split AND turnout corrections AND party propensity weighting	GE2015 result
Conservative	34%	33%	34%	<b>37%</b>	37.8%
Labour	33%	33%	32%	<b>32%</b>	31.2%
UKIP	13%	14%	15%	<b>12%</b>	12.9%
Liberal Democrats	8%	8%	8%	<b>8%</b>	8.1%
SNP	5%	4%	4%	<b>4%</b>	4.7%
Green	5%	5%	5%	<b>6%</b>	3.8%

# Problems

- We don't know turnout before an election happens
- More weight given to turnout modelling based on past elections but this is fraught with risks.

Age group	2001 turnout	2005 turnout	2010 turnout	2015 turnout	Average
<b>ALL</b>	<b>59%</b>	<b>61%</b>	<b>65%</b>	<b>66%</b>	<b>64%</b>
18-24	39%	37%	44%	43%	41%
25-34	49%	49%	55%	54%	53%
35-44	59%	61%	66%	64%	64%
45-54	65%	65%	69%	72%	69%
55-64	69%	71%	73%	77%	74%
65+	70%	75%	76%	78%	76%
Ratio of 65+ turnout to 18-24	1.795	2.027	1.727	1.814	1.847



# Next steps for Opinium

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## Adjustments we will be making:

- 7-way age group weighting rather than 4-way
- Recalibration of party propensity targets based on the general election result

## Possible solutions to be determined:

- Weight sample by predicted turnout among age groups, social grades and other
- Include non-voting questions as a factor in weighting responses to voting intention question
  - E.g. 'best prime minister' / party leader approval
  - Trust on the economy / other key issues
- Priming questions – ballot box mindset?

## Issues that remain:

- How do we increase our reach among politically disengaged respondents?
  - Party propensity currently has a category “unlikely voters” but only ~7-10% of sample
- Possibility that we overcorrect

