

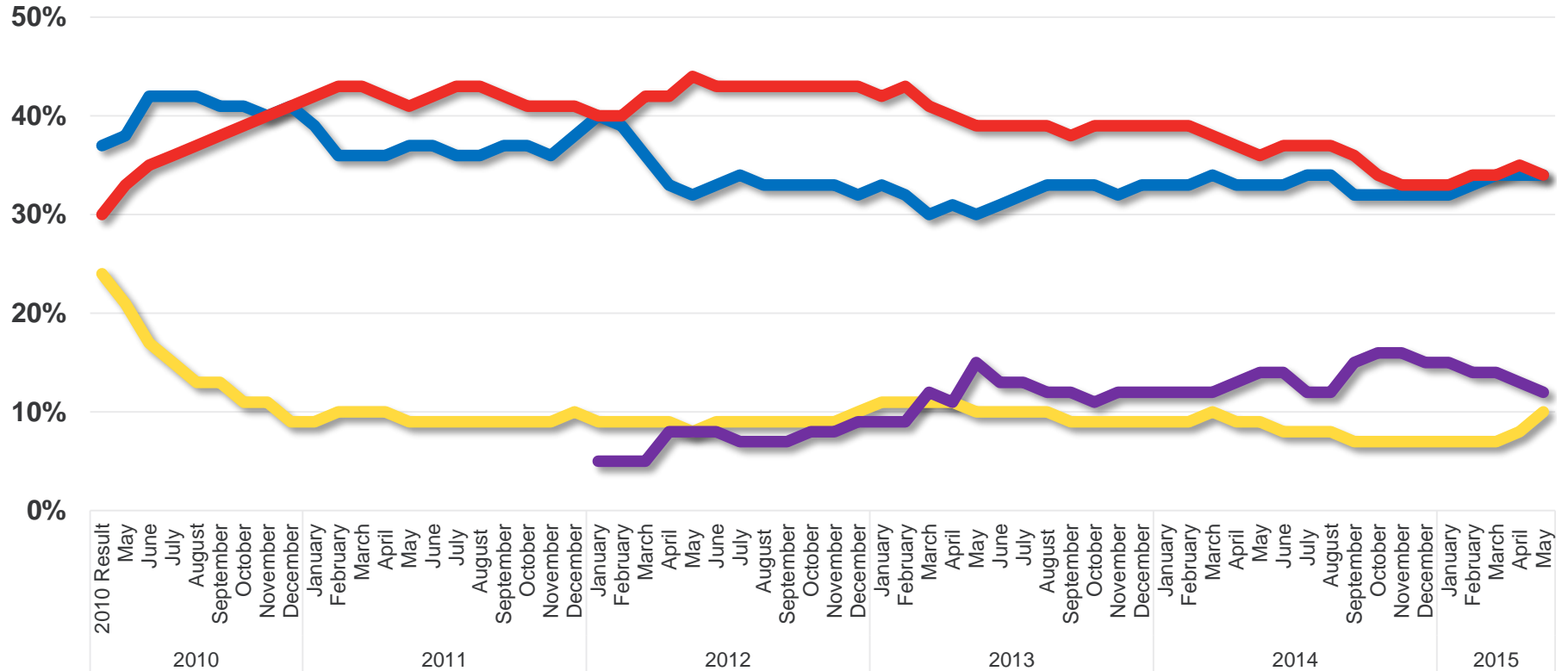


General Election Internal Review

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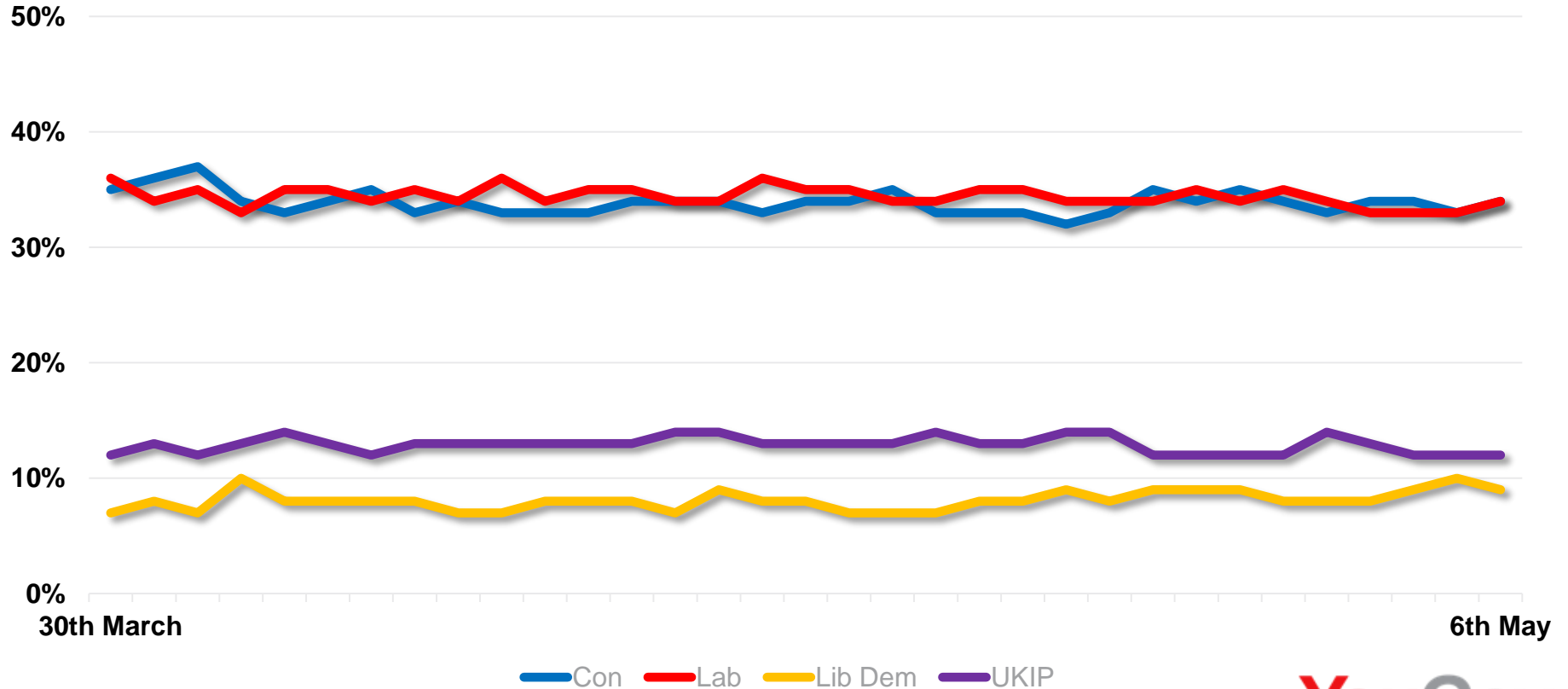
YouGov[®]

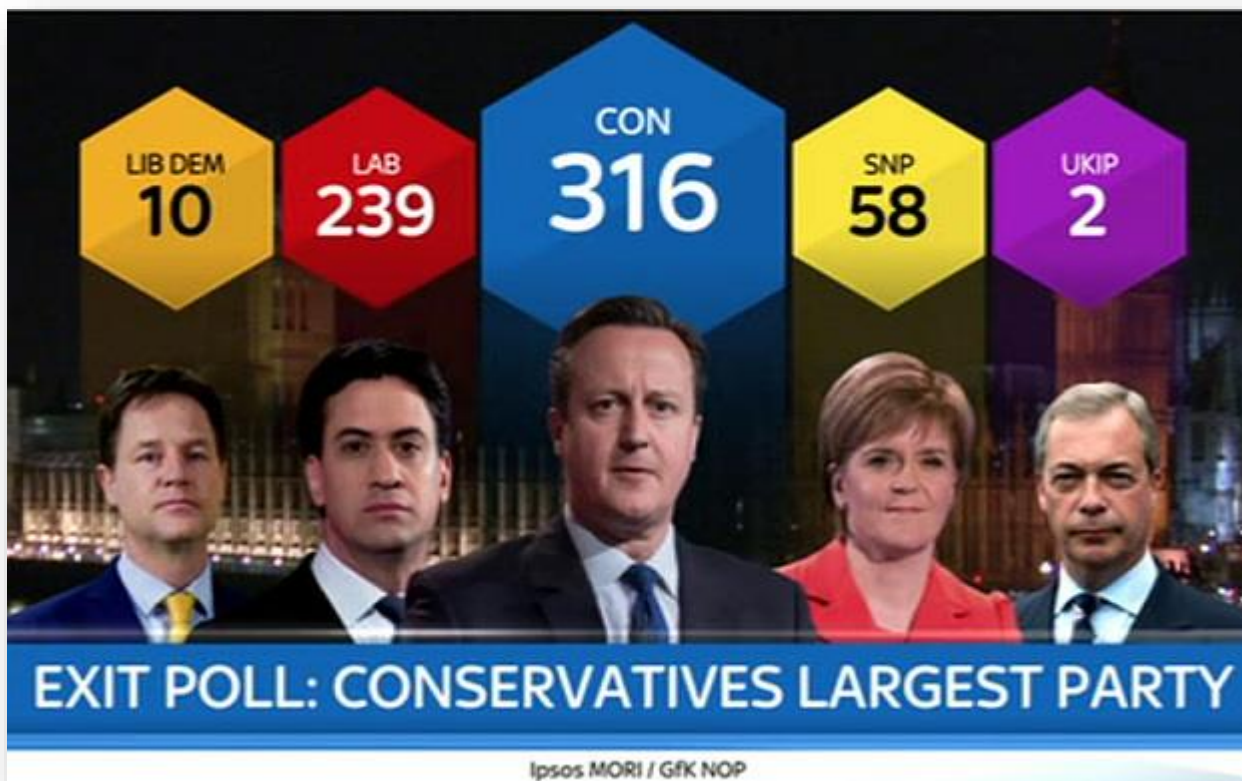
Voting Intention (Monthly: 2010 – 2015)



— Con — Lab — Lib Dem — UKIP

Voting Intention (Daily: Campaign)





What Happened Next?



Comparative Performance

General Election (May 2015)	Con	Lab	Lib	UKIP	Green	Other	Error
GB RESULT	38	31	8	13	4	6	
YouGov	34	34	10	12	4	6	1.67

What Went Wrong?



Detailed Internal Review: What Went Wrong?

- We don't know yet
- No easy answers
- No single answer
- Data-driven conclusions

Data Sources

- British Election Study (n = c30,000)
- SCMS (n = c3,000)
- Daily Polling (n > 100,000)

Personnel

- Prof Doug Rivers (Stanford & YouGov)
- Peter Kellner (YouGov)
- Prof Paul Whiteley (Essex)
- Prof Harold Clarke (UTD)

Possible Hypotheses

- Late swing
- Inaccuracy of response
- Engagement
- Geography
- Panel effect
- Sabotage

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