What went wrong with the 2015 UK election polls?
It was not a national miss. Most of the YouGov error occurred in the London suburbs, though other polling organizations had problems in other areas.

The phone polls did no better (or worse) than Internet polls.

While sample selection and weighting could be improved, the overall impact is small.

Post-election interviews show little evidence of switching.

Gross over-report of turnout in pre-election surveys.

Most likely explanation is not “Shy Tories,” but “Lazy Labour.”
It was not a national miss.
Everyone had problems—just not in the same places!
Phone and Internet polls were very similar.
Little switching found in recontacts.

<table>
<thead>
<tr>
<th>Pre-election</th>
<th>Conservative</th>
<th>Labour</th>
<th>Other</th>
<th>Nonvoter</th>
<th>Missing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservative</td>
<td>79.7</td>
<td>0.8</td>
<td>2.6</td>
<td>2.1</td>
<td>14.8</td>
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<tr>
<td>Labour</td>
<td>1.1</td>
<td>78.0</td>
<td>3.3</td>
<td>3.2</td>
<td>14.5</td>
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<tr>
<td>Other</td>
<td>3.8</td>
<td>3.2</td>
<td>75.1</td>
<td>3.7</td>
<td>14.3</td>
</tr>
<tr>
<td>Undecided</td>
<td>19.2</td>
<td>21.1</td>
<td>24.7</td>
<td>14.9</td>
<td>20.0</td>
</tr>
</tbody>
</table>
Likelihood of voting is consistently overstated.
Labour outpolled Tories among those who said they were not likely to vote.
Slight over-representation of 2010 Labour voters.
Labour panelists are more engaged.

Survey Completion Frequency
Percent Voting for Party (self-report)

- Conservative
- Labour

Survey Completion Frequency
Percent Voting for Party (self-report)
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