2015 Election

Jane Green
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(with work by Jane Green and Chris Prosser)
What happened?

• Labour
  – Gained 1.5% vote share overall
  – Gained 3.6% vote share in England
  – Net gain of 15 seats in England
• Conservatives
  – Gained 0.8% vote share overall
  – Gained 1.4% vote share in England
  – Net gain of 21 seats in England
• SNP gained 30% share; from 6 to 50 MPs
• Minor parties
  – UKIP 3.1% to 12.6%, Greens 1.0% to 3.8%, SNP 19.9% to 50%, Plaid Cymru 11.3% to 12.1%
• UK-wide two-party vote share only increased by 2.2%
March-June 2015 Con | Lab vote flow
Con-Lab Marginals

Conservative

Labour
Liberal Democrat
UKIP
Green Party

Labour
Conservative
Liberal Democrat
UKIP
Green Party
Polling-gate

Vote Forecast by Date
April 1st

Con: 34% (32.2, 35.7)
Labour: 33% (29.6, 36.4)
Lib Dem: 9.9 (6.9, 12.9)

Con 34%
Lab 33%
Con 36.9%
Lab 30.4%
Election Night
After Election Night
“Had the forecasts been different, then the nightly news bulletins would surely have concentrated rather more on the vast spending cuts to come, and rather less on the potential role of Scottish nationalists in a hung parliament. That might have influenced the result.”

Editorial 14/5/15
Outline

- Context (historical, comparative)
- Late swing
- Sample recruitment
- Post-stratification
- Question wording/ordering
- Differential turnout misreporting
- Treatment of Don’t knows & Refusals
- Herding
- Registration, postal voting, overseas voters
Procedure

- All British Polling Council members, plus Ashcroft and party polls (only BPC members so far)
- First poll of short campaign
- Penultimate poll
- Final poll undertaken during last week
- Re-contact surveys after GE (inc. 7th May)
- BES data analysis (Jon Mellon and Chris Prosser, wider BES team as relevant)
<table>
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<tr>
<th>Poller</th>
<th>First poll</th>
<th>Penultimate</th>
<th>Final</th>
<th>Re-contact</th>
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<tr>
<td>Populus</td>
<td>31&lt;sup&gt;st&lt;/sup&gt; March-1&lt;sup&gt;st&lt;/sup&gt; April</td>
<td>1&lt;sup&gt;st&lt;/sup&gt;-3&lt;sup&gt;rd&lt;/sup&gt; May</td>
<td>5&lt;sup&gt;th&lt;/sup&gt;-7&lt;sup&gt;th&lt;/sup&gt; May</td>
<td>15&lt;sup&gt;th&lt;/sup&gt;-19&lt;sup&gt;th&lt;/sup&gt; May</td>
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<td>Opinium</td>
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<td>28&lt;sup&gt;th&lt;/sup&gt; April-1&lt;sup&gt;st&lt;/sup&gt; May</td>
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<td>7&lt;sup&gt;th&lt;/sup&gt; May-8&lt;sup&gt;th&lt;/sup&gt; May</td>
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<td>ICM</td>
<td>10&lt;sup&gt;th&lt;/sup&gt;-12&lt;sup&gt;th&lt;/sup&gt; April</td>
<td>24&lt;sup&gt;th&lt;/sup&gt;-26&lt;sup&gt;th&lt;/sup&gt; April</td>
<td>3&lt;sup&gt;rd&lt;/sup&gt;-6&lt;sup&gt;th&lt;/sup&gt; May</td>
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<td>Extra poll: 17&lt;sup&gt;th&lt;/sup&gt;-19&lt;sup&gt;th&lt;/sup&gt; April</td>
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<td>YouGov</td>
<td>29&lt;sup&gt;th&lt;/sup&gt;-30&lt;sup&gt;th&lt;/sup&gt; March</td>
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<td>4&lt;sup&gt;th&lt;/sup&gt;-6&lt;sup&gt;th&lt;/sup&gt; May</td>
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<td>On the day poll: 7&lt;sup&gt;th&lt;/sup&gt; May</td>
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<td>ComRes</td>
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<td>3&lt;sup&gt;rd&lt;/sup&gt;-5&lt;sup&gt;th&lt;/sup&gt; May</td>
<td>5&lt;sup&gt;th&lt;/sup&gt;-6&lt;sup&gt;th&lt;/sup&gt; May</td>
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<td>Ipsos-MORI</td>
<td>12&lt;sup&gt;th&lt;/sup&gt;-15&lt;sup&gt;th&lt;/sup&gt; April</td>
<td>26&lt;sup&gt;th&lt;/sup&gt;-28&lt;sup&gt;th&lt;/sup&gt; April</td>
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<td>Panelbase</td>
<td>31&lt;sup&gt;st&lt;/sup&gt; March-2&lt;sup&gt;nd&lt;/sup&gt; April</td>
<td>29&lt;sup&gt;th&lt;/sup&gt;-30&lt;sup&gt;th&lt;/sup&gt; April</td>
<td>1&lt;sup&gt;st&lt;/sup&gt;-6&lt;sup&gt;th&lt;/sup&gt; May (Scot)</td>
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<td>Panelbase (Scott)</td>
<td>4&lt;sup&gt;th&lt;/sup&gt;-6&lt;sup&gt;th&lt;/sup&gt; May (Eng &amp; Wales)</td>
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<td>TNS</td>
<td>26&lt;sup&gt;th&lt;/sup&gt;-30&lt;sup&gt;th&lt;/sup&gt; March</td>
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<td>8&lt;sup&gt;th&lt;/sup&gt;-19&lt;sup&gt;th&lt;/sup&gt; May</td>
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<td>Survation</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt;-3&lt;sup&gt;rd&lt;/sup&gt; April online</td>
<td>1&lt;sup&gt;st&lt;/sup&gt;-2&lt;sup&gt;nd&lt;/sup&gt; May online</td>
<td>4&lt;sup&gt;th&lt;/sup&gt;-6&lt;sup&gt;th&lt;/sup&gt; May online</td>
<td>N/A</td>
<td>Final phone poll: 6&lt;sup&gt;th&lt;/sup&gt; May Final Scottish poll: 3&lt;sup&gt;rd&lt;/sup&gt;-6&lt;sup&gt;th&lt;/sup&gt; May Constituency polls (6, all phone)</td>
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2015 Election

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(with work by Jane Green and Chris Prosser)
Inquiry Panel Members

- Patrick Sturgis, University of Southampton (Chair)
- Stephen Fisher, University of Oxford
- Ben Lauderdale, London School of Economics
- Jane Green, University of Manchester
- Patten Smith, Ipsos-MORI
- Will Jennings, University of Southampton
- Nick Baker, Quadrangle
- Mario Callegaro, Google
- Jouni Kuha, London School of Economics
1992 Redux

- Late swing
- Sample selection and weighting
- Differential turnout
- Treatment of Don’t Knows and Refusals
- Intentional mis-reporting (‘shy Tories’)
- Question wording
- Registration, overseas voters
Changes since 1992

- Mode, cf. internet polling
- More pollsters, more polls
- Selection/adjustment methods (lessons learned)
- Transparency (BPC)
- ‘Herding’, ‘band-wagonning’
- Reducing response rates
- Lower interest in politics
Information provided on

- Mode
- Fieldwork dates
- Sampling methods
- Quotas
- Question-wording ordering
- Post-stratification weighting
- Likelihood to vote filters
- Treatment of don’t knows and refusals
- Treatment of postal votes
- Electoral registration, and so on.
- Step-by-step info on derivation procedure + script