



The election, the polls, and aftermath

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Taking a hammering...

MATT



Charlie Brooker ✓
@charltonbrooker



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According to the latest IPSOS / Mori poll I'm about to climb inside a cardboard hen and float away to medieval France.



Jason Groves
@JasonGroves1



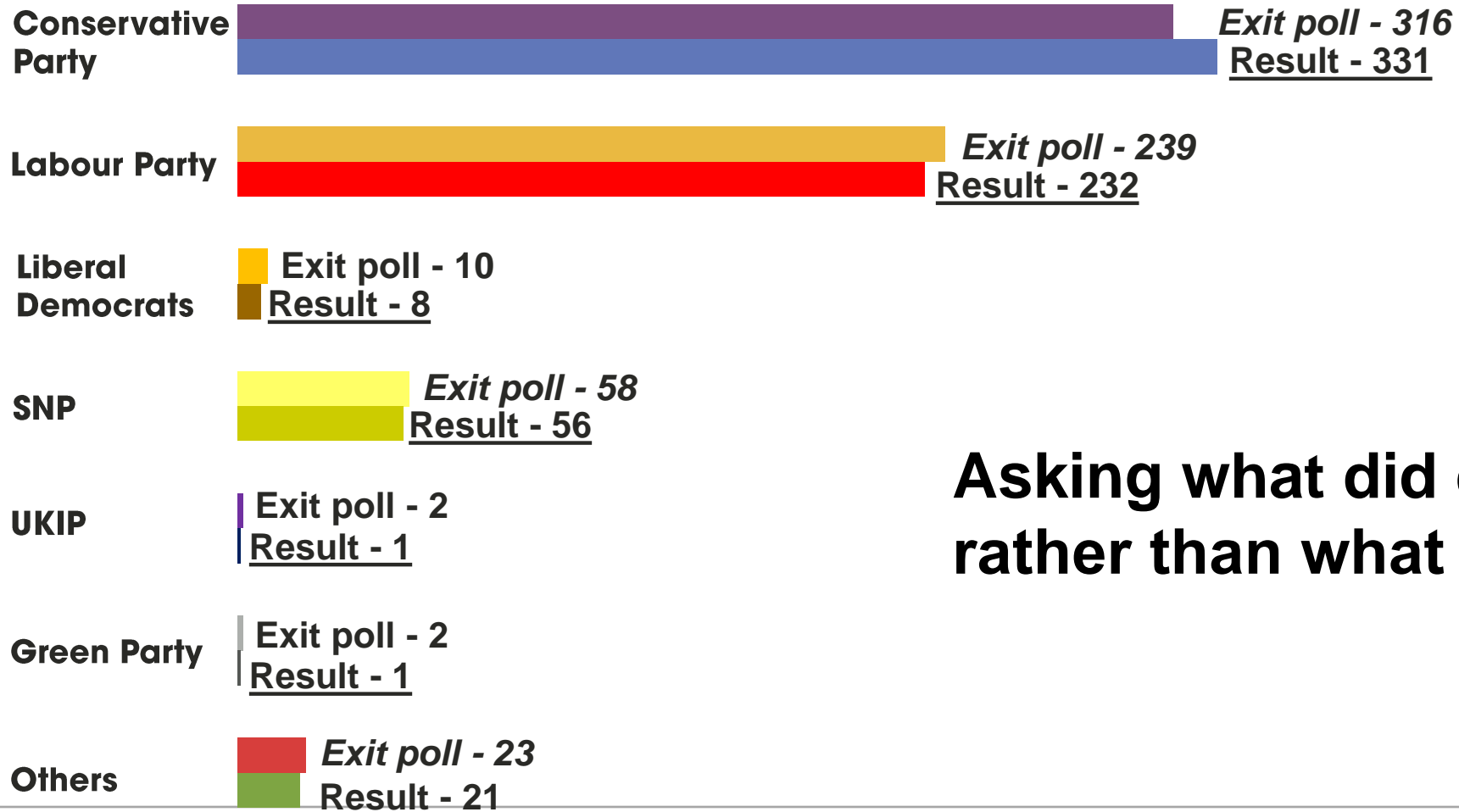
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Relaxed Cameron gives impromptu press conference ahead of 1922 committee. On YouGov's polling: 'I'm going to sue the for my ulcers'



**Before I begin..
don't forget the
Exit Poll did
well...**

The Exit Poll did extraordinarily well - again...



Asking what did do,
rather than what will...

**Focus was on difficulty of predicting
“challenger parties” – but actually did
pretty well on that...**

**...all with average error of less than 1.5
percentage points: polls caught SNP and
UKIP surge, Lib Dem collapse, Greens
soft**

**Problem was Conservative and Labour
vote shares...**

Our final poll – all parties less than 2% points away from actual – except Labour, overestimated

HOW WOULD YOU VOTE IF THERE WERE A GENERAL ELECTION TOMORROW?

6

Ipsos MORI final poll

GB final result

CONSERVATIVE

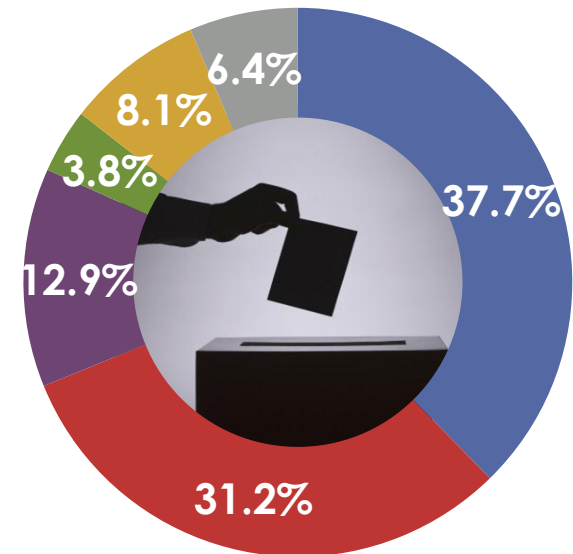
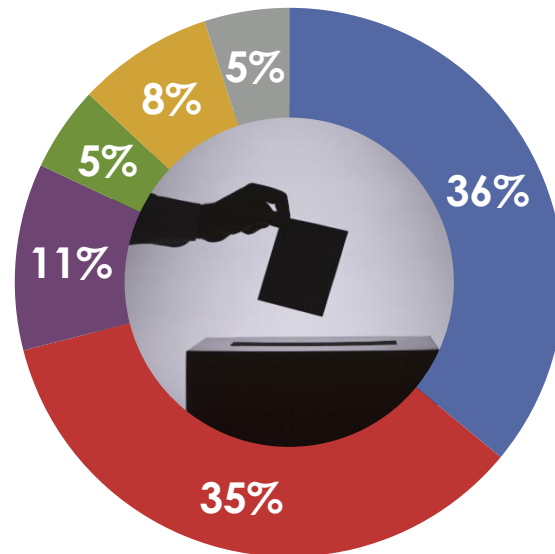
LABOUR

UKIP

GREEN

LIB DEM

OTHER



Conservative lead = +1

Conservative lead = +6.5

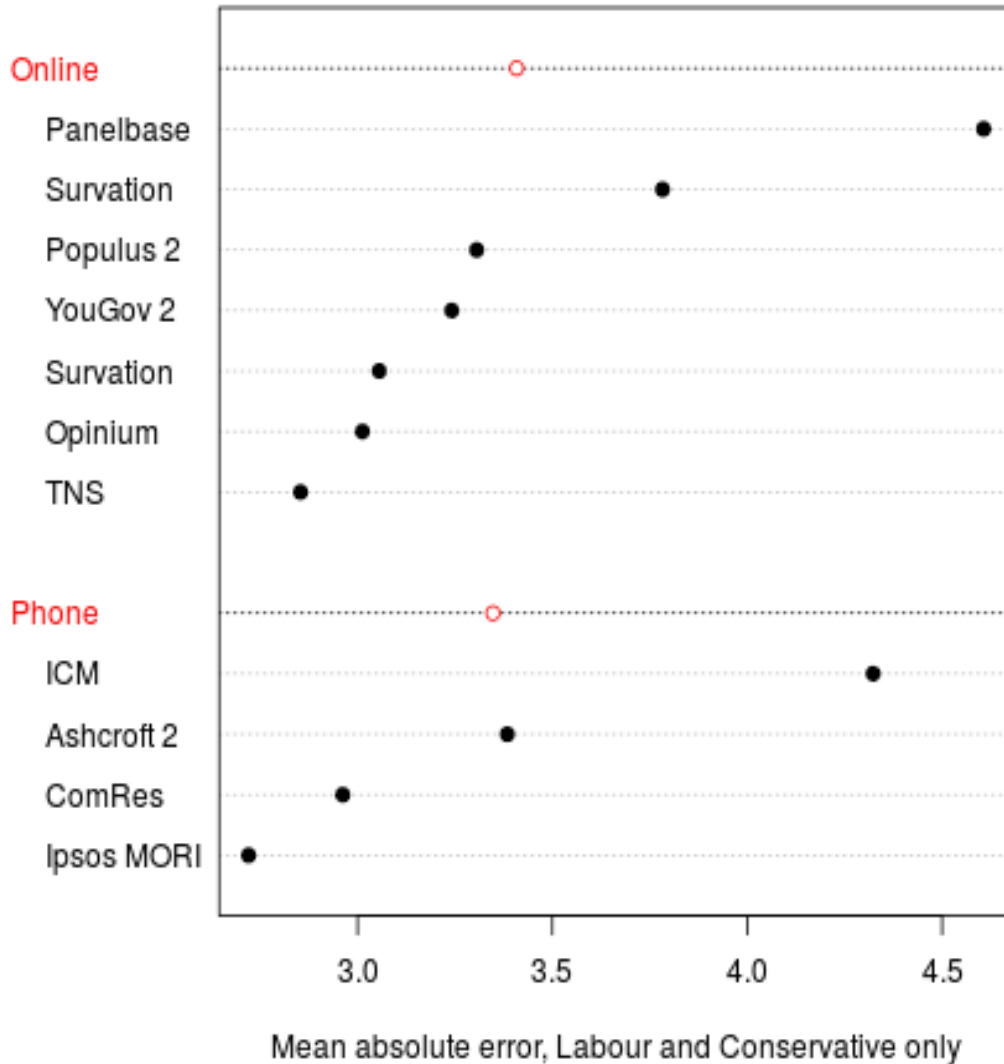
Base: 862 British adults who are registered and certain to vote 5th -6th May 2015

Source: Ipsos MORI Political Monitor/Ipsos MORI calculations from BBC reports

Record of the final polls in Britain

	Con	Lab	Lib/Alliance/ LibDem	Average "error"
1959	0	+1	0	0.33
1964	+1	+1	-1	1.00
1966	-1	+3	-1	1.67
1970	-2	+4	-1	2.33
February 1974	0	-2	+2	1.33
October 1974	-2	+2	0	1.33
1979	0	+1	0	0.33
1983	+2	-2	0	1.33
1987	-1	+2	-1	1.33
1992	-5	+4	+1	3.33
1997	0	+3	-1	1.33
2001	-1	+3	-1	1.67
2005	0	+1	0	0.33
2010	-1	-2	+3	2.00
2015	-2	+4	+1	2.33

Average percentage point error on Conservative/Labour vote share



We got highest Conservative share and lowest error on this key calculation of who would be largest party...

Source: Chris Hanretty, University East Anglia

Number of possible reasons for error...

Late swing?

Shy Tories?

Sampling error?

Labour turnout?

BPC Inquiry to unpick...

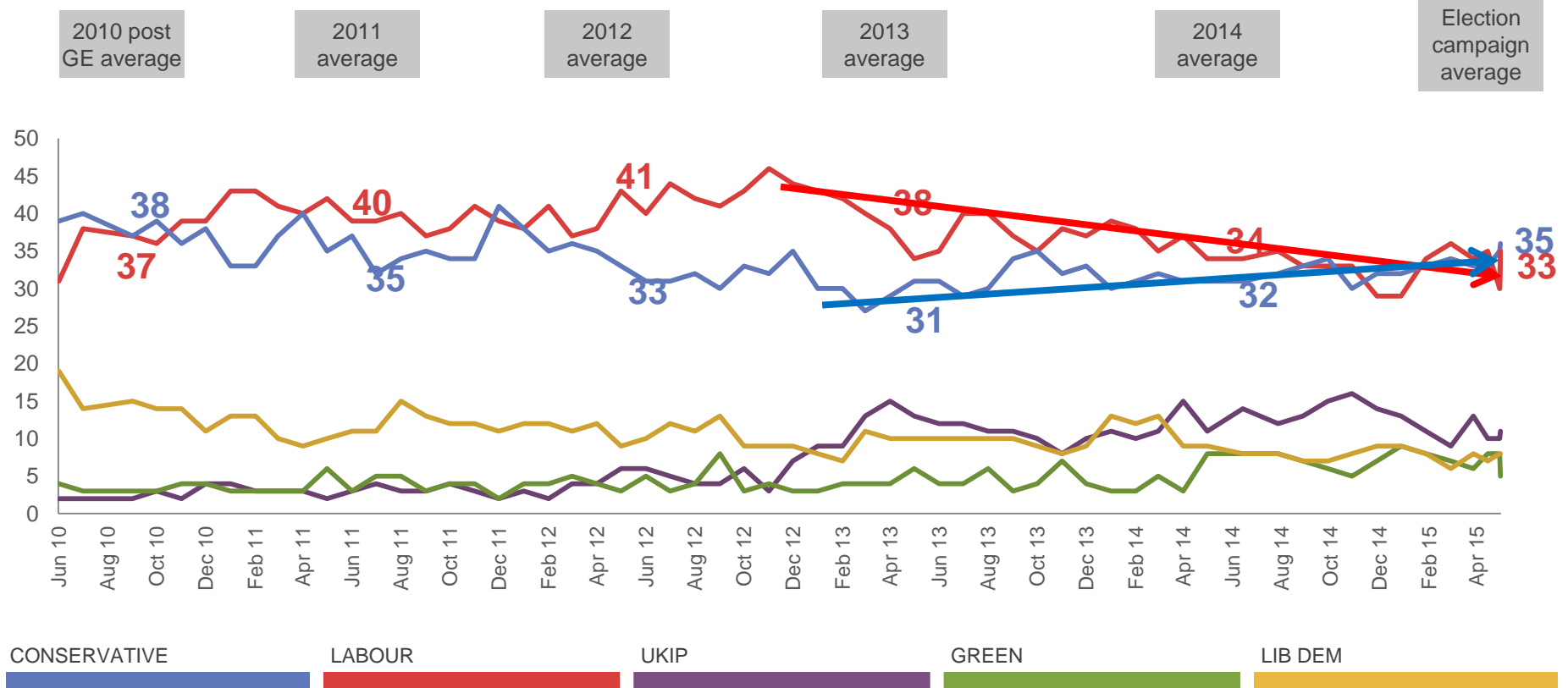
Will be more than one reason, and may vary by pollster – unlike 1992...

But for us, relatively clear...

Polls got the final prediction wrong – but direction of travel was fairly clear for last year...

HOW WOULD YOU VOTE IF THERE WERE A GENERAL ELECTION TOMORROW?

10



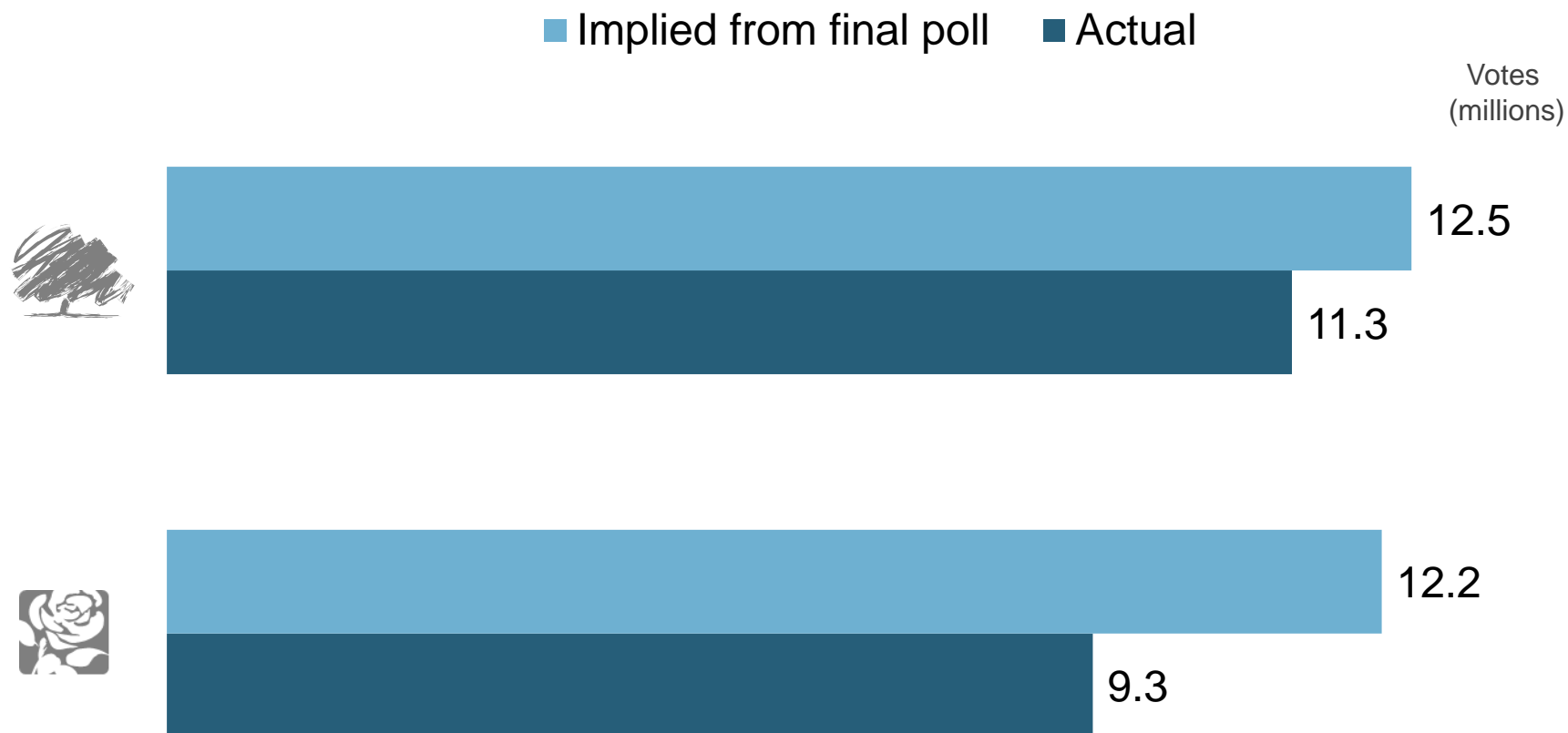
Base: c.500-600 British adults certain to vote each month

Source: Ipsos MORI Political Monitor

'Shy Tories' not our problem – instead 'Lazy Labour'

HOW WOULD YOU VOTE IF THERE WERE A GENERAL ELECTION TOMORROW?

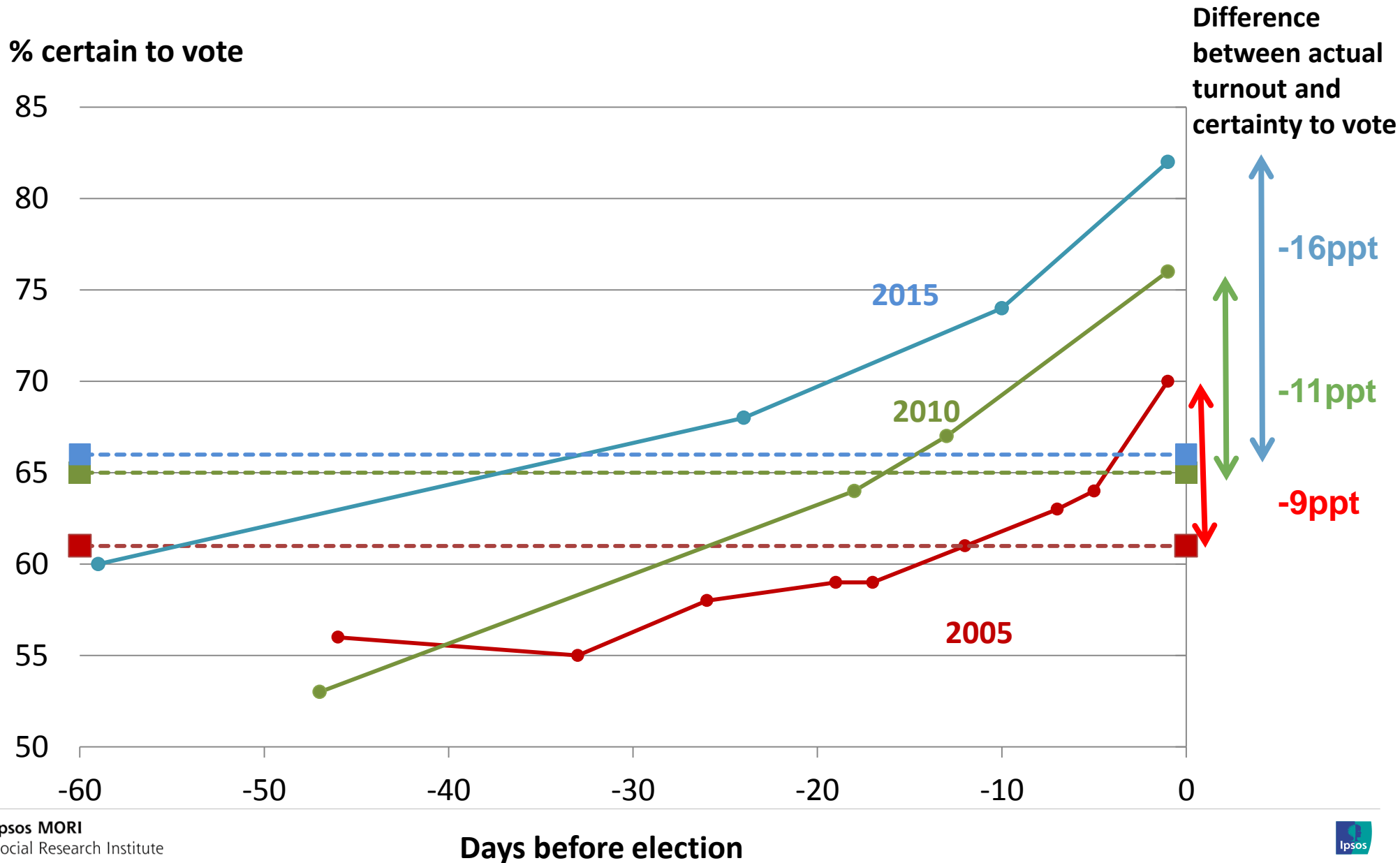
11



Base: 1,186 British adults 18+, 5th – 6th May 2015

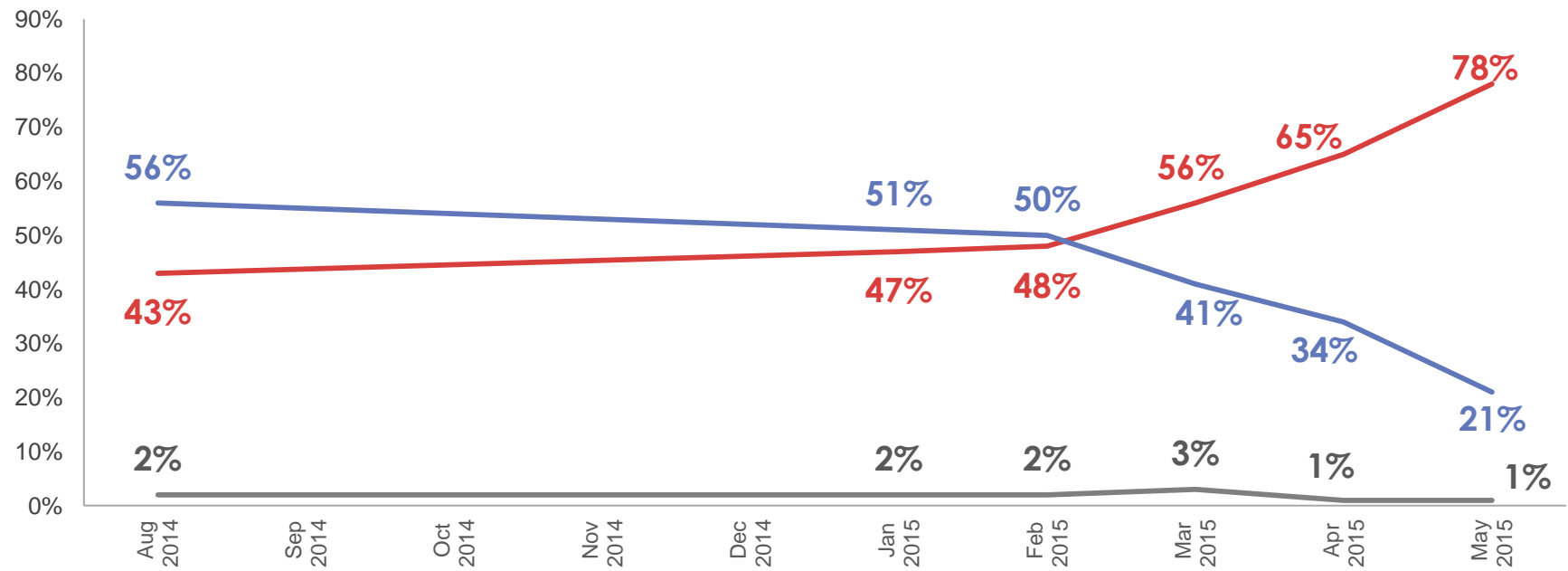
Source: Ipsos MORI Political Monitor/Ipsos MORI calculations from BBC reports

Turnout lower than we predicted. Normally c10 percentage points lower than claimed, but 16 percentage points in 2015



Late swing could have played a role – 21% said may still change mind on May 6. Convenient explanation for pollsters, but probably not the key factor...

HAVE YOU DEFINITELY DECIDED TO VOTE FOR THE CONSERVATIVE PARTY/ LABOUR PARTY/ LIBERAL DEMOCRATS/ GREENS/ UKIP/ SNP/PLAID CYMRU OR IS THERE A CHANCE YOU MAY CHANGE YOUR MIND BEFORE YOU VOTE?



DEFINITELY DECIDED

MAY CHANGE MIND

DON'T KNOW

Base: All registered expressing a preference (923), 5th -6th May 2015

Source: Ipsos MORI

Conservatives held on to as much of 2010 vote as Labour (so starting from higher base), and little direct Con-Lab switching

HOW WOULD YOU VOTE IF THERE WERE A GENERAL ELECTION TOMORROW? AMONG 2010 CONSERVATIVE AND LABOUR VOTERS

14

2010 Conservative voters

2010 Labour voters

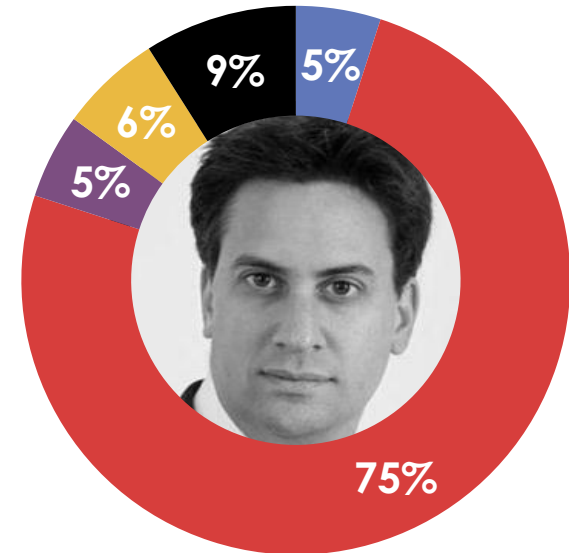
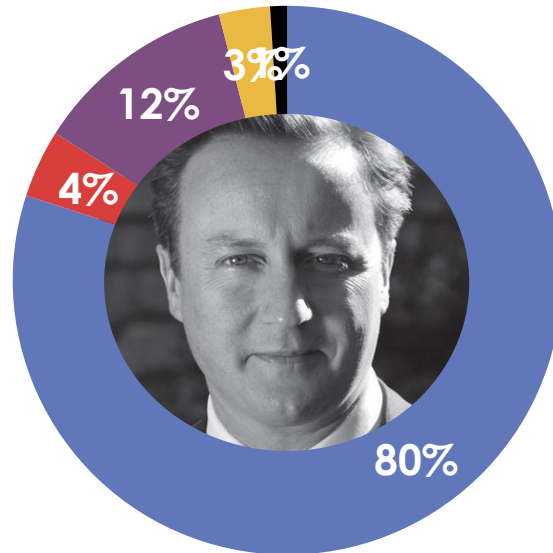
2015 VOTING BEHAVIOUR
CONSERVATIVE

LABOUR

UKIP

LIB DEM

OTHER



Base: 260 2010 Conservative voters / 233 2010 Labour voters 5th -6th May 2015 registered and certain to vote

Source: Ipsos MORI Political Monitor

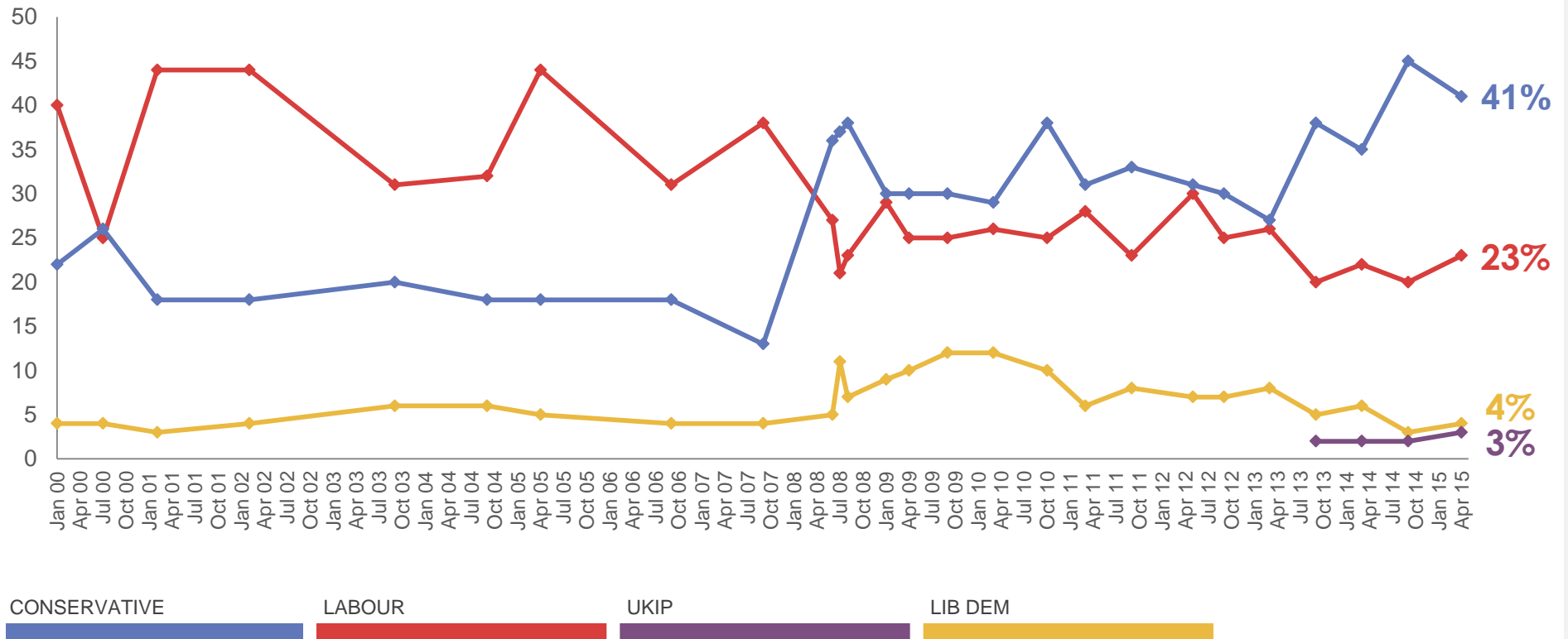
Conservatives

IN POWER

Conservatives' led on the "economy stupid" ...

WHICH PARTY DO YOU THINK HAS THE BEST POLICIES ON MANAGING THE ECONOMY THE CONSERVATIVES, LABOUR, LIBERAL DEMOCRATS OR SOME OTHER PARTY?

16



Base: c.1,000 British adults each month

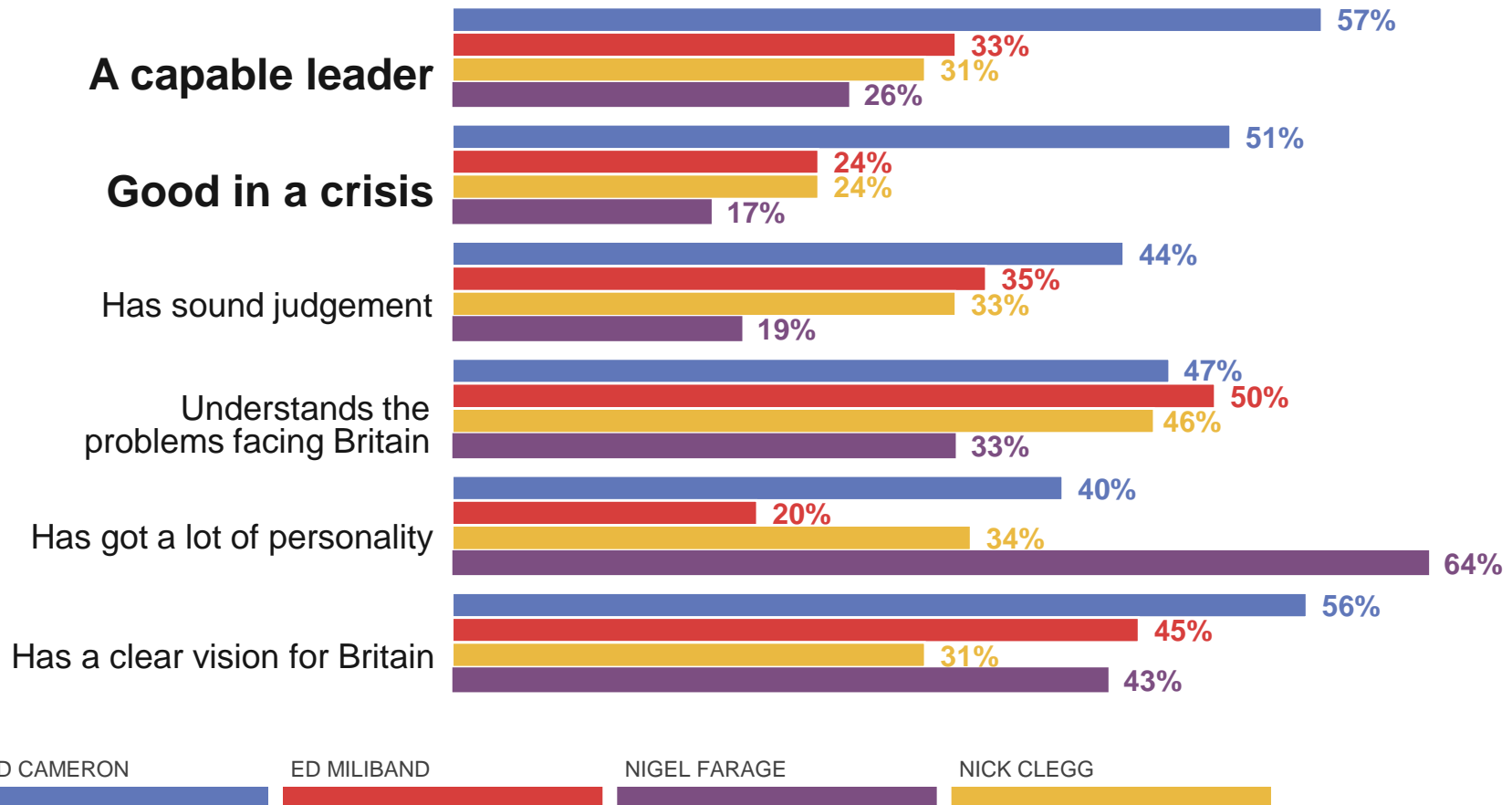
Source: Ipsos MORI Political Monitor



Ed trailed Cameron on key attributes..

I AM GOING TO READ OUT SOME THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT HAVE BEEN SAID ABOUT VARIOUS POLITICIANS. WHICH OF THESE, IF ANY, DO YOU THINK APPLY TO...

17



Base: 1,000 British adults 18+, 12th – 15th April 2015. Split sample for Farage (493) and Clegg (507)

Source: Ipsos MORI Political Monitor

Record levels of macro-optimism – but not felt in people's pockets

DO YOU THINK THAT THE GENERAL ECONOMIC CONDITION OF THE COUNTRY WILL IMPROVE, STAY THE SAME OR GET WORSE OVER THE NEXT 12 MONTHS?

18

IN 2015, DO YOU THINK THAT EACH OF THE FOLLOWING WILL RISE, FALL, OR STAY ABOUT THE SAME LEVEL? YOUR OWN STANDARD OF LIVING

Economic optimism - April 2015

Standard of living over next 12 months – December 2014



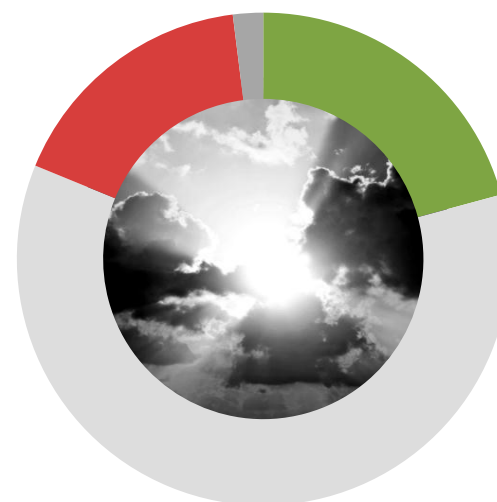
IMPROVE 42%

STAY THE SAME 27%

GET WORSE 21%

DON'T KNOW 11%

EOI = +21



RISE 21%

STAY THE SAME 61%

FALL 17%

DON'T KNOW 2%

NET = +4

Base: 1,000 British adults 18+, 12th – 15th April 2015

Source: Ipsos MORI Political Monitor

And still much more disliked than Labour

WHICH OF THESE STATEMENTS COMES CLOSEST TO YOUR VIEWS OF ... LEADER AND ... PARTY?

19

% dislike the party

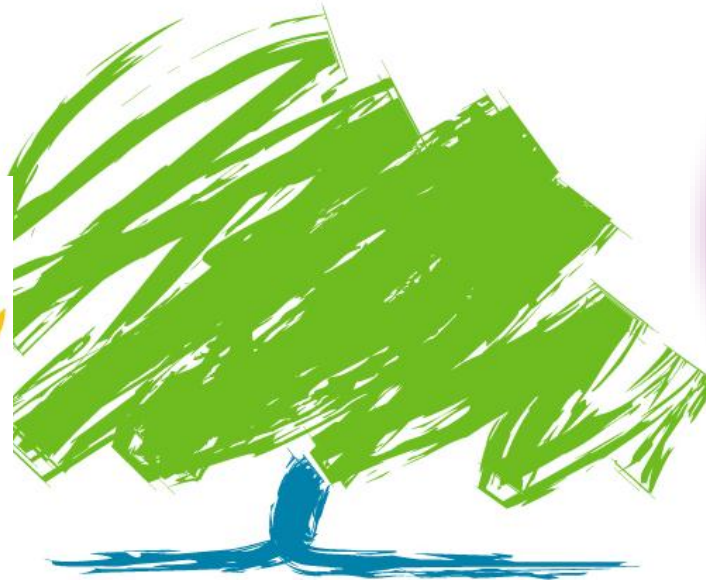
40%



48%



60%



64%



Base: 1,025 British adults aged 18+, 8-11 March 2015

Source: Ipsos MORI Political Monitor



INFORMATION OVERLOAD

Prediction (10 p.m.):
Con 307 seats
Lab 255 seats
LD 59 seats

Iain Dale (10:02 p.m.):
The Lib Dems are
only predicted to get
59 seats. I'll run
naked down
Whitehall
if that turns out to be
true

Result:
Con 307 seats
Lab 258 seats
LD 57 seats





THANK YOU

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