



Telephone surveys and election polling: Ipsos MORI's experience

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Thinking
about today...

Peacetime polls...

Peacetime polls ...

Campaign polls...

Peacetime polls...

Campaign polls...

The final (eve of
election) poll

Peacetime...

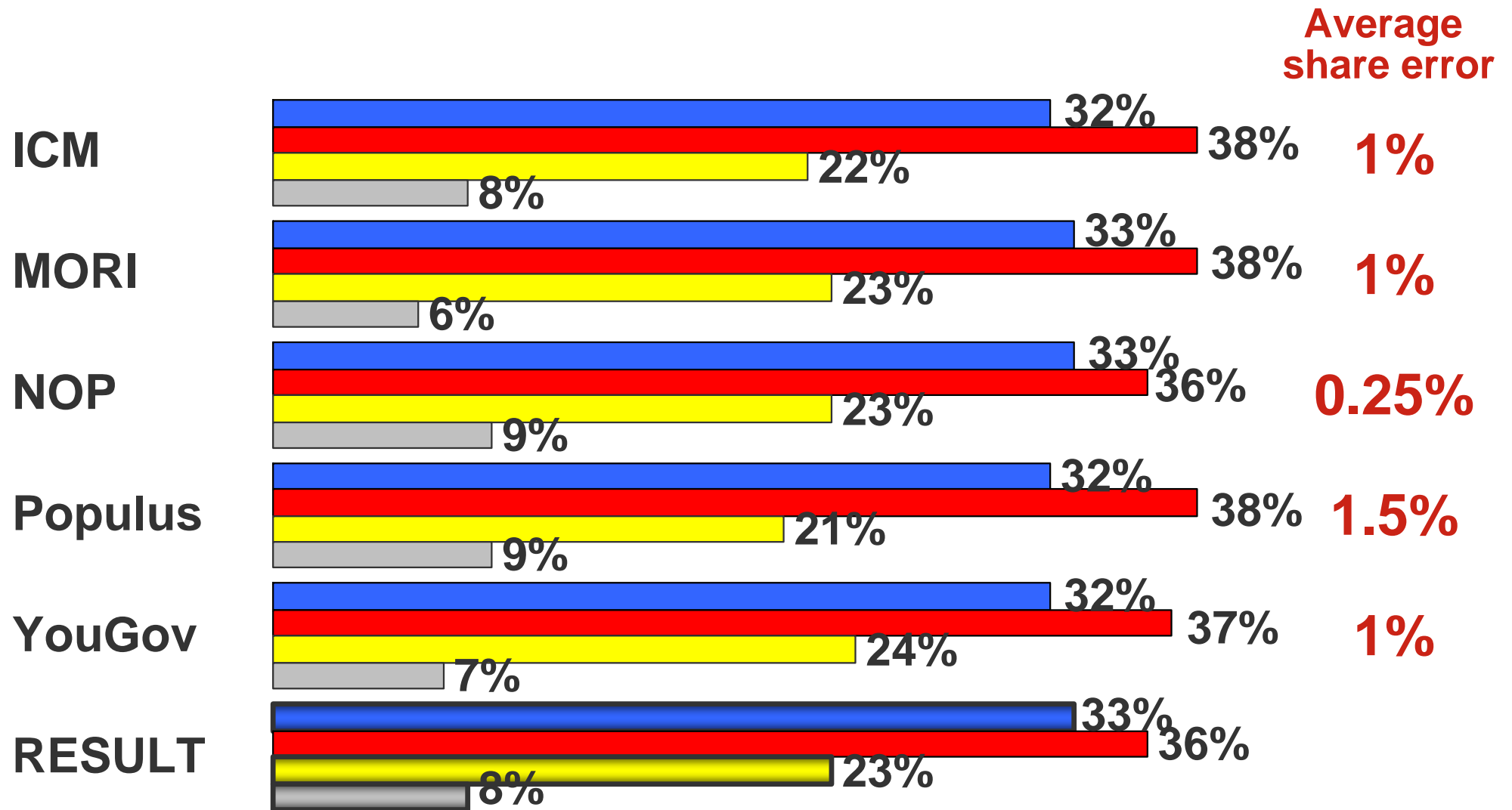
Campaign polls...

The final (eve of
election) poll

The starting
point:

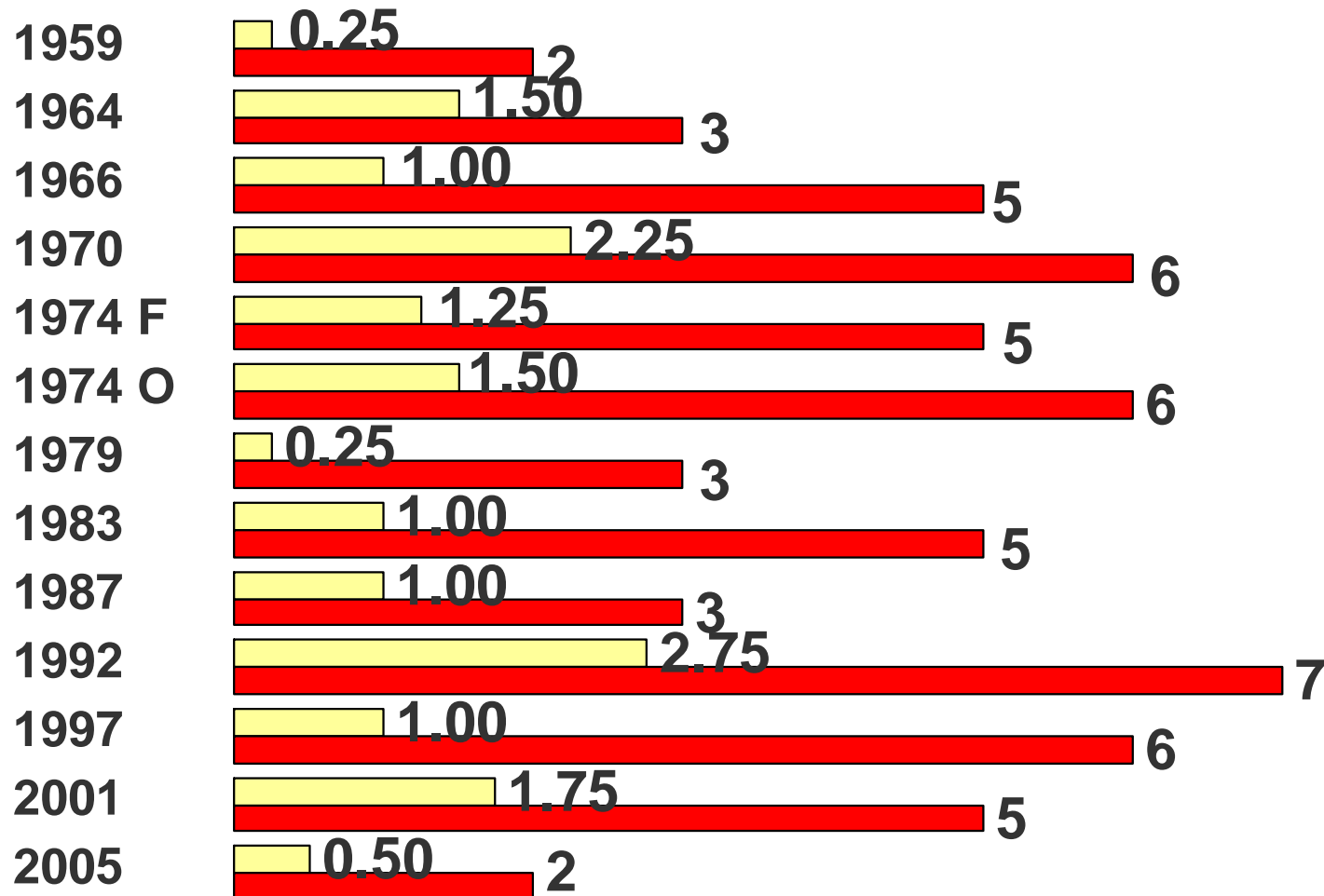
Friday 6th May
2005...

Final GB poll "predictions"

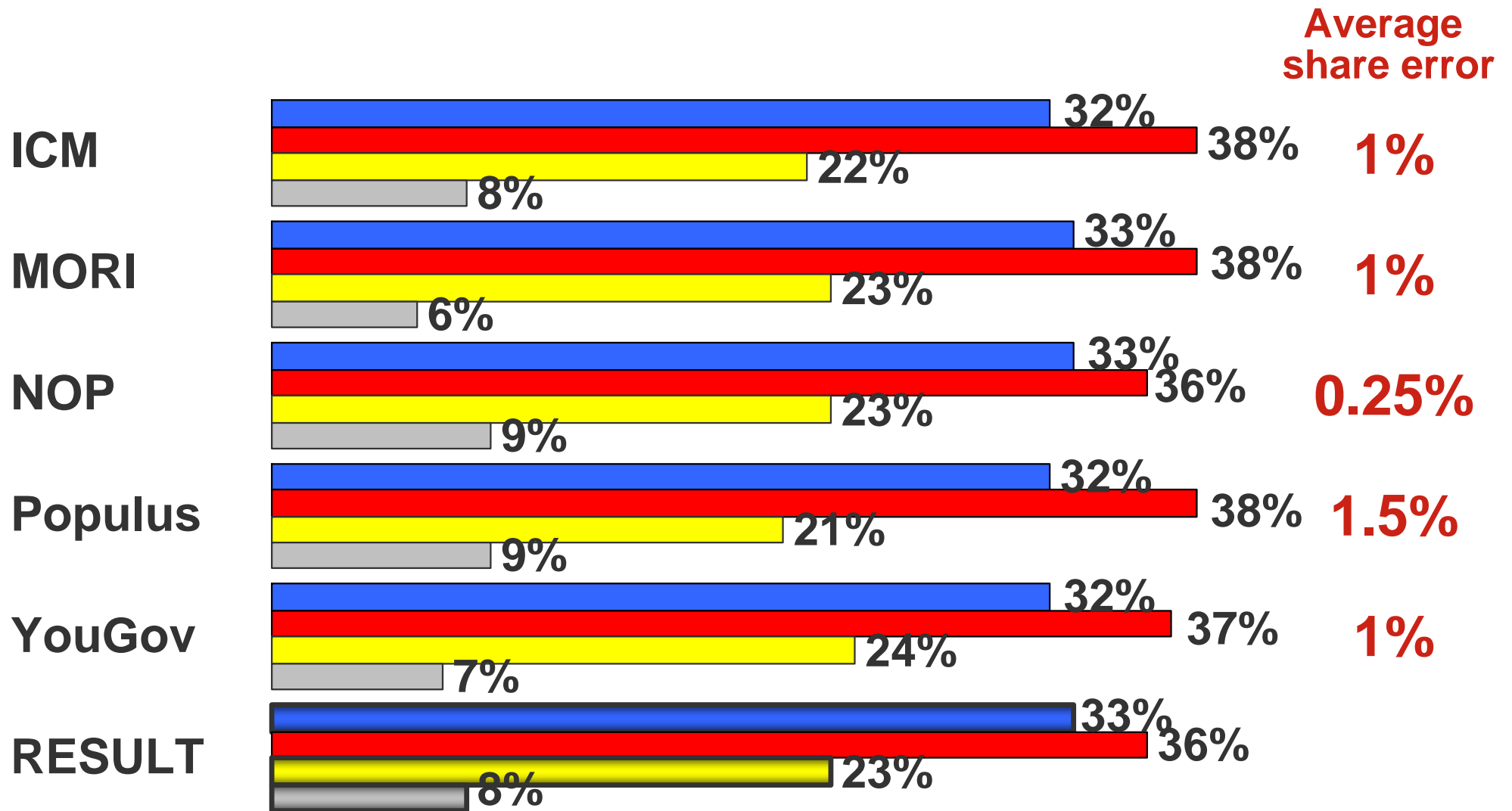


“Historically speaking, a good performance by the pollsters” ...

■ Average share error in poll of polls ■ Worst single share prediction



...but **very** diverse in terms of methods used



Our approach going into 2005

Our approach going into 2005

- No perfect method
- Didn't feel on-line was the right approach for Ipsos MORI
- Telephone performing at least as well as face-to-face
 - advantages in terms of speed, flexibility
 -especially for fast-turnaround “specification” that is the election campaign

Key dimensions of our election telephone surveys

Quick checklist

- **Central CATI centre for the interviewing; experienced team; 1,000+ sample**
- **Random Digit Dialling**
- **Quotas and weights – need to be up to date**
- **Not just the “normal demographics”: Eg reported past vote as a warning signal (discuss later)**

MORI Final Poll methodology

Q Can I ask, have you already voted in the general election by post?
(IF YES) Q Which party's candidate did you vote for?
(IF NO) Q How do you intend to vote in the General Election on May 5th?
(IF UNDECIDED/REFUSED) Q Which party are you most inclined to support?
(IF NOT YET VOTED) Q And how likely will you be to vote...?

Conservative						
Labour						
Lib Dem						
Other						
Undecided						
Would not vote						
Refused						

MORI Final Poll methodology

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(IF UNDECIDED/REFUSED) Q Which party are you most inclined to support?
(IF NOT YET VOTED) Q And how likely will you be to vote...?

	%					
Conservative	24					
Labour	29					
Lib Dem	18					
Other	6					
Undecided	9					
Would not vote	6					
Refused	8					

Raw figures – unweighted, unrepercentaged

MORI Final Poll methodology

1. Repercentage figures to exclude “don’t knows”

	%	%				
Conservative	24	31				
Labour	29	38				
Lib Dem	18	23				
Other	6	8				
Undecided	9					
Would not vote	6					
Refused	8	[10]				

MORI Final Poll methodology

2. Demographic weighting

	%	%	%			
Conservative	24	31	30			
Labour	29	38	39			
Lib Dem	18	23	24			
Other	6	8	7			
Undecided	9					
Would not vote	6					
Refused	8	[10]	[10]			

MORI Final Poll methodology

3. Filter to exclude all except “absolutely certain to vote” or “already voted”

	%	%	%	%		
Conservative	24	31	30	32		
Labour	29	38	39	39		
Lib Dem	18	23	24	23		
Other	6	8	7	6		
Undecided	9					
Would not vote	6					
Refused	8	[10]	[10]	[9]		

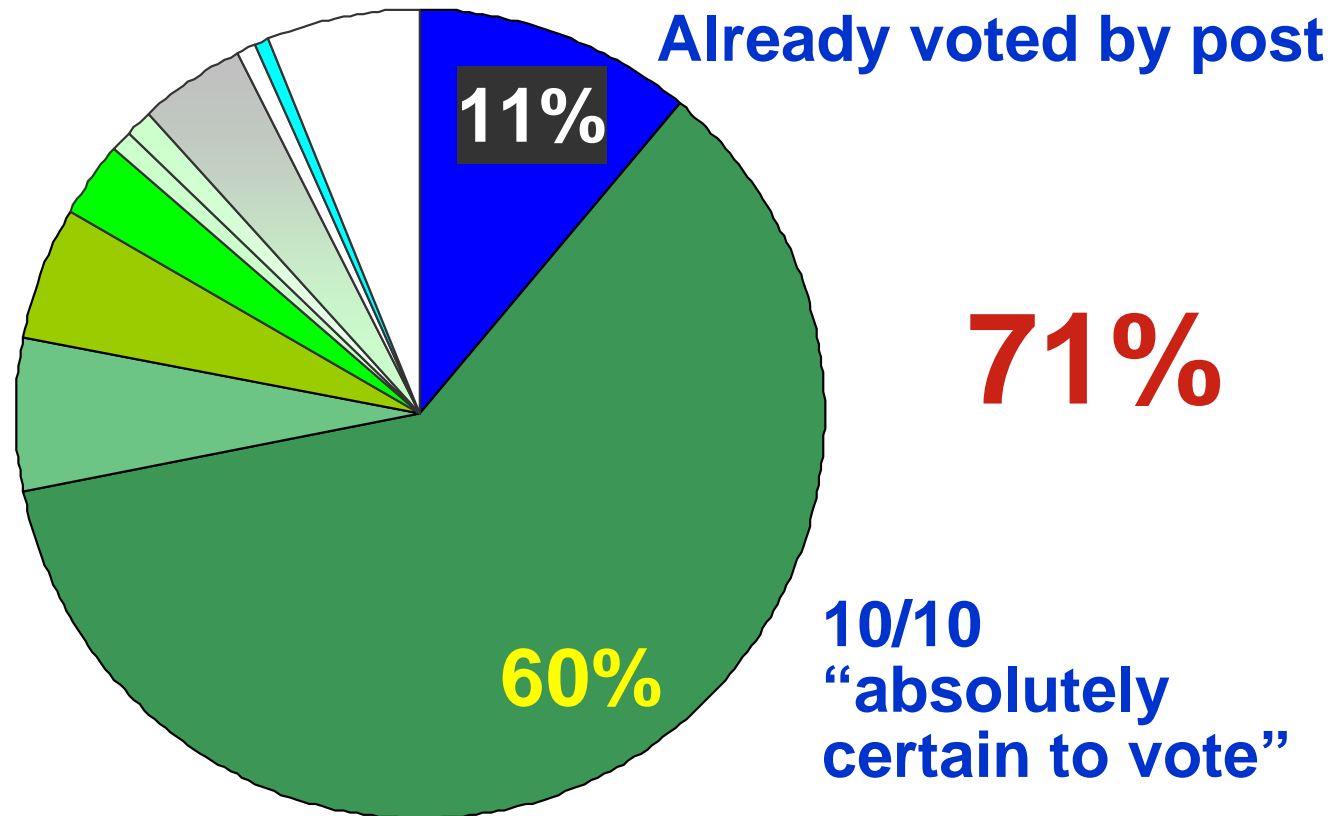
MORI Final Poll methodology

4. Impute a vote for refusers on basis of newspaper readership

	%	%	%	%	%	
Conservative	24	31	30	32	32	
Labour	29	38	39	39	38	
Lib Dem	18	23	24	23	23	
Other	6	8	7	6	7	
Undecided	9					
Would not vote	6					
Refused	8	[10]	[10]	[9]	-	

Likelihood of voting – 71% is too high!

Q *And how likely will you be to vote in the General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote and 1 that you would be absolutely certain NOT to vote?*



MORI/Evening Standard final poll

Likelihood of voting

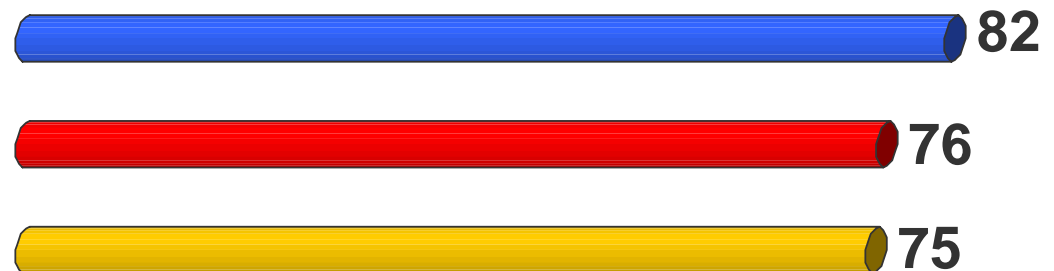
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% 10/10 certain by party

**MORI final pre-campaign
F2F Omnibus (17-22 Mar)**



**MORI/Evening Standard
final poll 3-4 May**

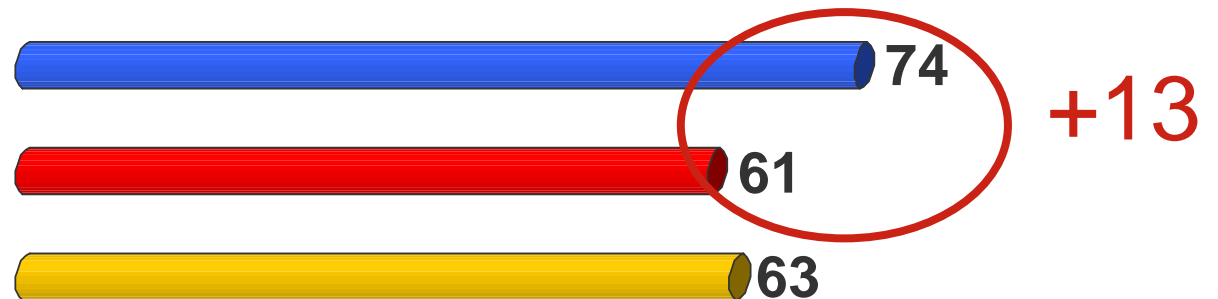


Likelihood of voting: went up much more during the campaign for Lab and LD

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% 10/10 certain by party

MORI final pre-campaign
F2F Omnibus (17-22 Mar)



MORI/Evening Standard
final poll 3-4 May



Likelihood of voting

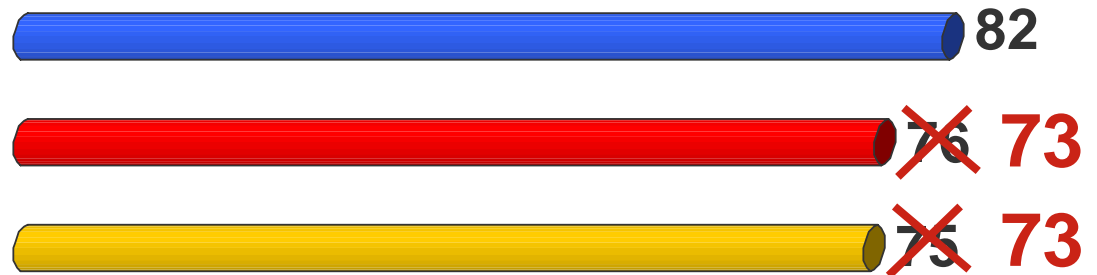
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% 10/10 certain by party

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**MORI/Evening Standard
final poll 3-4 May**



MORI Final Poll methodology

5. Final overclaim adjustment

	%	%	%	%	%	%
Conservative	24	31	30	32	32	33
Labour	29	38	39	39	38	38
Lib Dem	18	23	24	23	23	23
Other	6	8	7	6	7	7
Undecided	9					
Would not vote	6					
Refused	8	[10]	[10]	[9]	-	

MORI Final Poll methodology

6. Rounding so figures add up to 100

	%	%	%	%	%	%
Conservative	24	31	30	32	32	33
Labour	29	38	39	39	38	38
Lib Dem	18	23	24	23	23	23
Other	6	8	7	6	7	6
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Part 2: Thursday May 6th 2010....

Changing Britain...

*c1995: 2+ car
household =*

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household =*
Conservative...

2010 – we are
adjusting for:

*Public/private sector
workers*

Ethnicity

The full list....

- Rim weighting combines multiple rims
 - Work status by gender (M,F x Full-time, Unemployed, Other)
 - Region (Government Office Region)
 - Age (5-year bands)
 - Social class (A, B, C1, C2, D, E)
 - Tenure (Own outright, Mortgage, Social rent, Other)
 - Car in household (0, 1, 2, 3+)
 - Work Sector (Public Sector, Other/not working)
 - Ethnic group
- Sources for weighting targets
 - ONS Mid-Year Population Estimates, National Readership Survey, General Household Survey, Labour Force Survey, National Travel Survey

On to the Final Poll...

Final Poll Checklist

Definitely decided...
How important is the result
How certain if raining
Have you been contacted by
campaigners

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Plus

Call round for late swing.
Imputed vote of refusers (get
more on final poll!)

Weight by past
vote?

It could correct
sample bias 😊
(assuming we are
confident we have
the right weights)

But it could also
mask real changes
in what's going on
in the electorate...

To be confident about
including past vote weighting...

...we need to be confident that

- ...we have reliable weighting targets
 - If targets do not match **the answers a representative sample would give**, weighted results will be biased
- ...in the **medium term** the core figures don't move too fast (ie making our targets inaccurate)

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- ...in the **short term (ie a specific poll)**, our corrections don't mask "real" changes

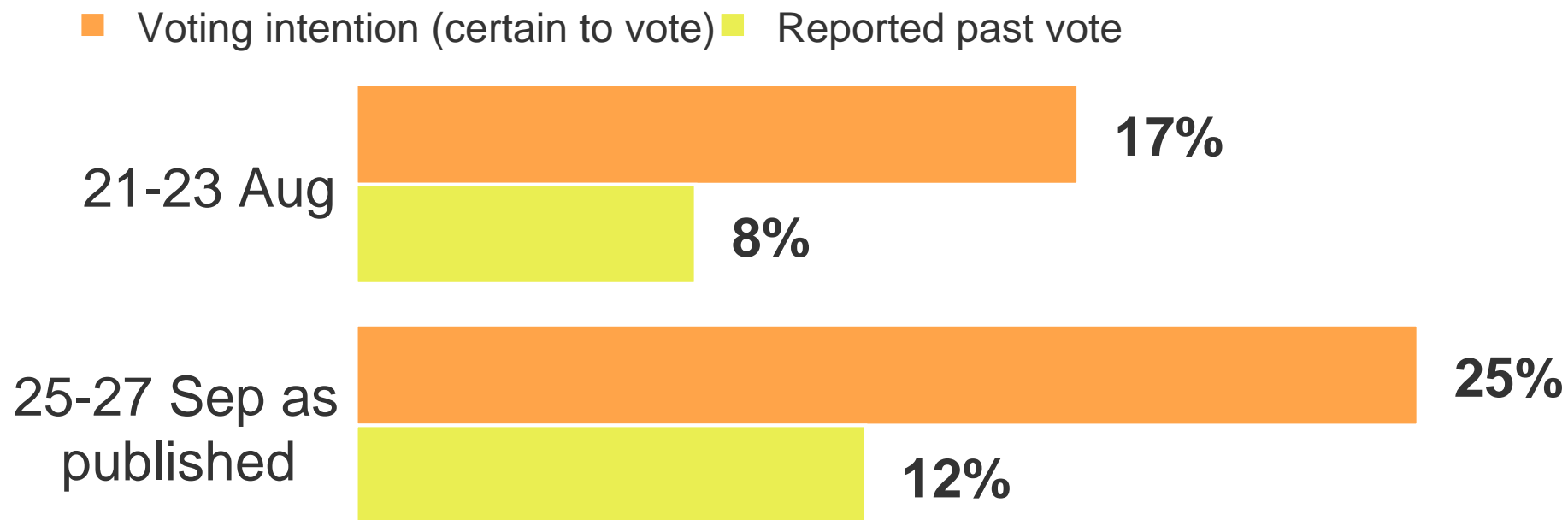
Ipsos MORI Political Monitor, Aug-Sep '09

Liberal Democrat share of voting intentions and reported past vote

Base: 1,013 British adults 18+ (August), 1,003 British adults 18+ (September)

Ipsos MORI Political Monitor, Aug-Sep '09

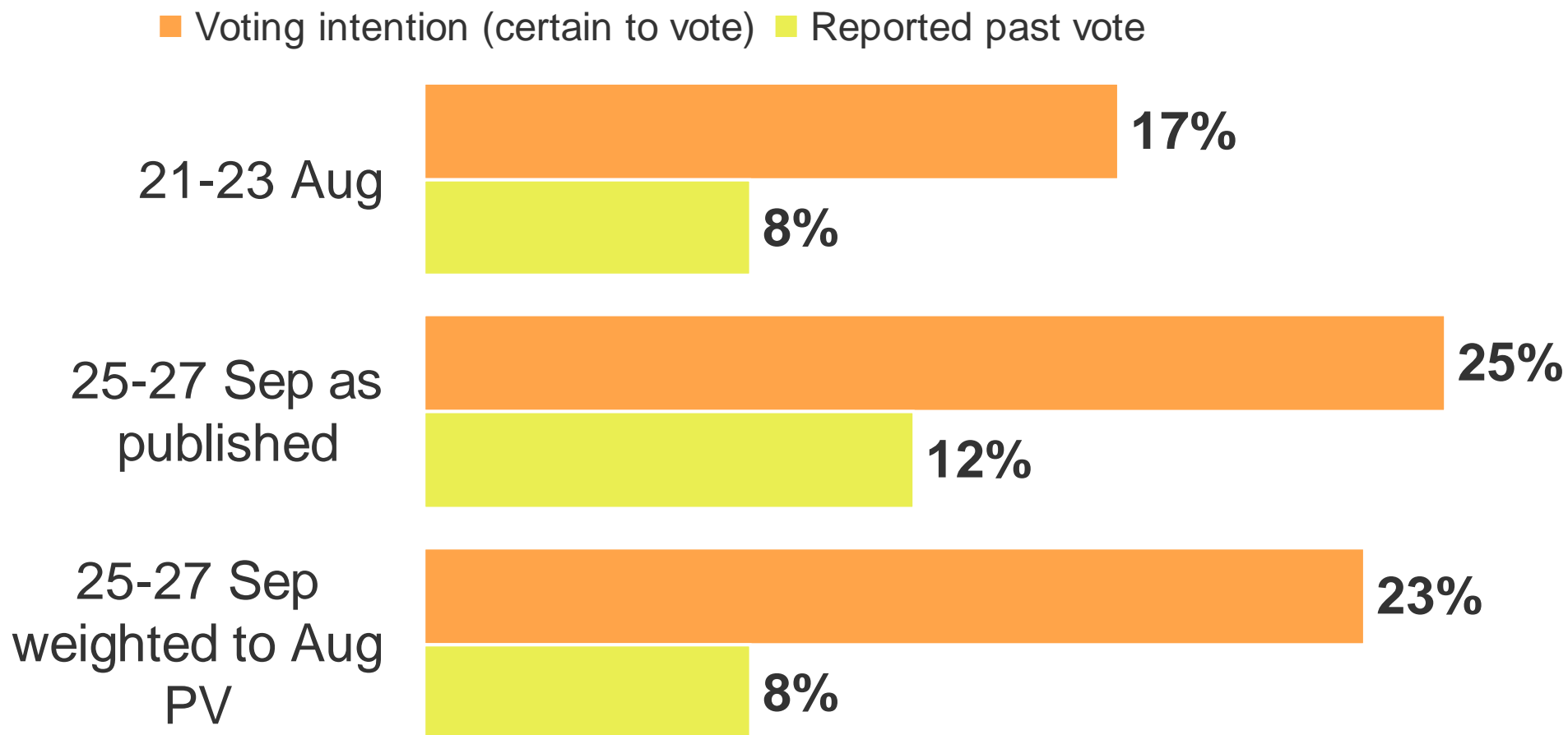
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- ...in the **medium term** the core figures don't move too fast (ie making our targets inaccurate)
- ...in the **short term (ie a specific poll)**, our corrections don't mask "real" changes
- ...the figures address a real concern over **sampling bias** (eg "Shy Tories")

“Shy Tories” are a myth

Q Which party did you vote for at the General Election on May 5th 2005? If you are not sure or did not vote, please say so.

	Jul 2009	Aug 2009	Sep 2009	Oct 2009	Nov 2009	Dec 2009	All 2009	2005 actual
	%	%	%	%	%	%	%	%
Conservative	21	21	20	21	19	22	21	20.4
Labour	28	29	29	28	29	28	29	22.2
Lib Dem	11	8	12	10	10	9	10	13.9
Other	6	5	7	6	6	7	5	4.9
Did not vote/too young	25	30	25	26	27	25	26	38.7
Refused/can't remember	9	7	8	9	9	9	9	

Source: Ipsos MORI Political Monitor (telephone surveys), 2009

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- ...in the **short term (ie a specific poll)**, our corrections don't mask "real" changes
- ...the figures address a real concern over **sampling bias** (eg "Shy Tories")
- ...the approach would make the results **more**, rather than **less** accurate!

MORI election polls 2005

MORI polls as published

Conservative	34	33	29	33
Labour	36	36	39	38
Liberal Democrat	23	22	22	23
Other	7	9	10	6

MORI election polls 2005

MORI polls as published

Conservative	34	33	29	33
Labour	36	36	39	38
Liberal Democrat	23	22	22	23
Other	7	9	10	6

MORI polls weighted by past vote to the 2001 election result

Conservative	37	38	34	35
Labour	30	31	32	33
Liberal Democrat	25	23	24	25
Other	8	8	10	7

Thank you

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