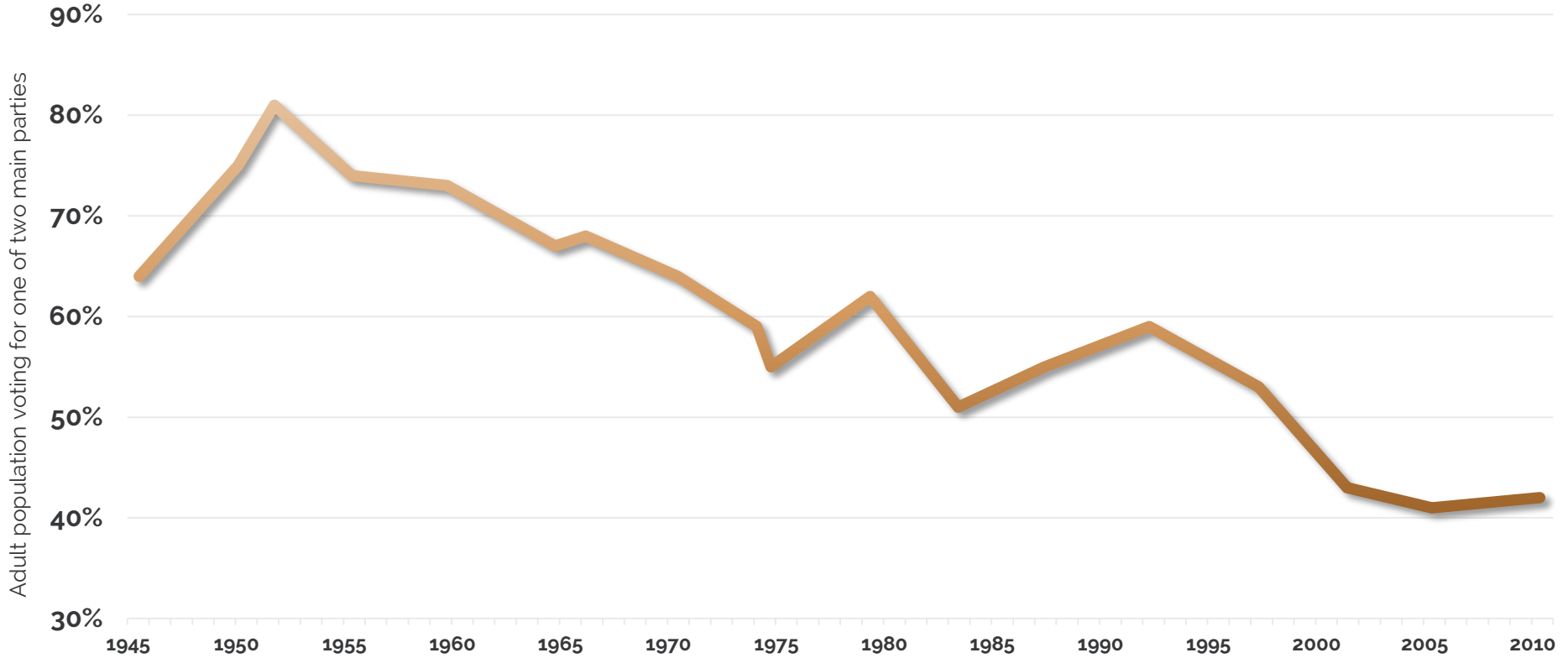




Where are we?



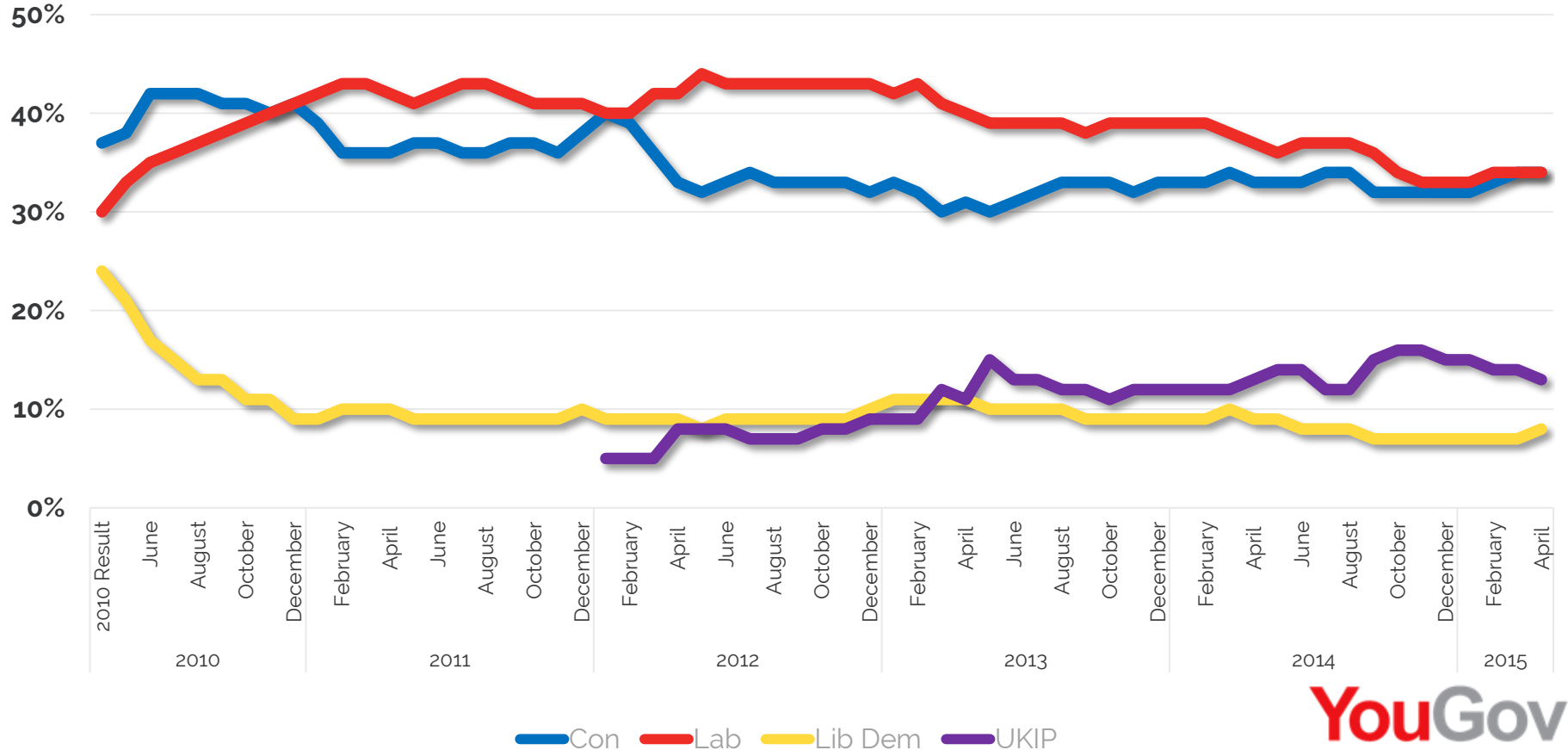
# The Decline of the Two Party System



# The General Election of 2010

Conservative	37%	306
Labour	30%	258
Lib Dems	24%	57
Ukip	3%	0
Other	6%	29

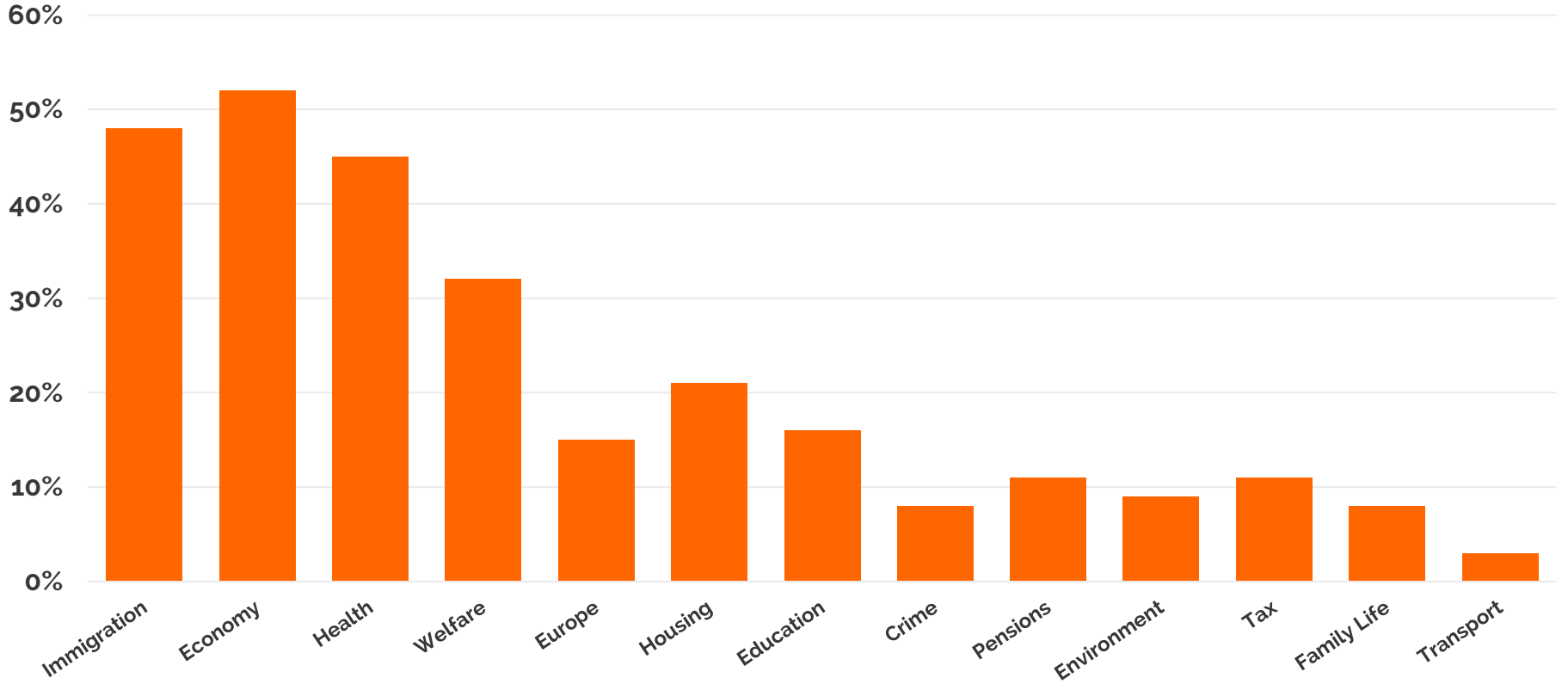
# Voting Intention



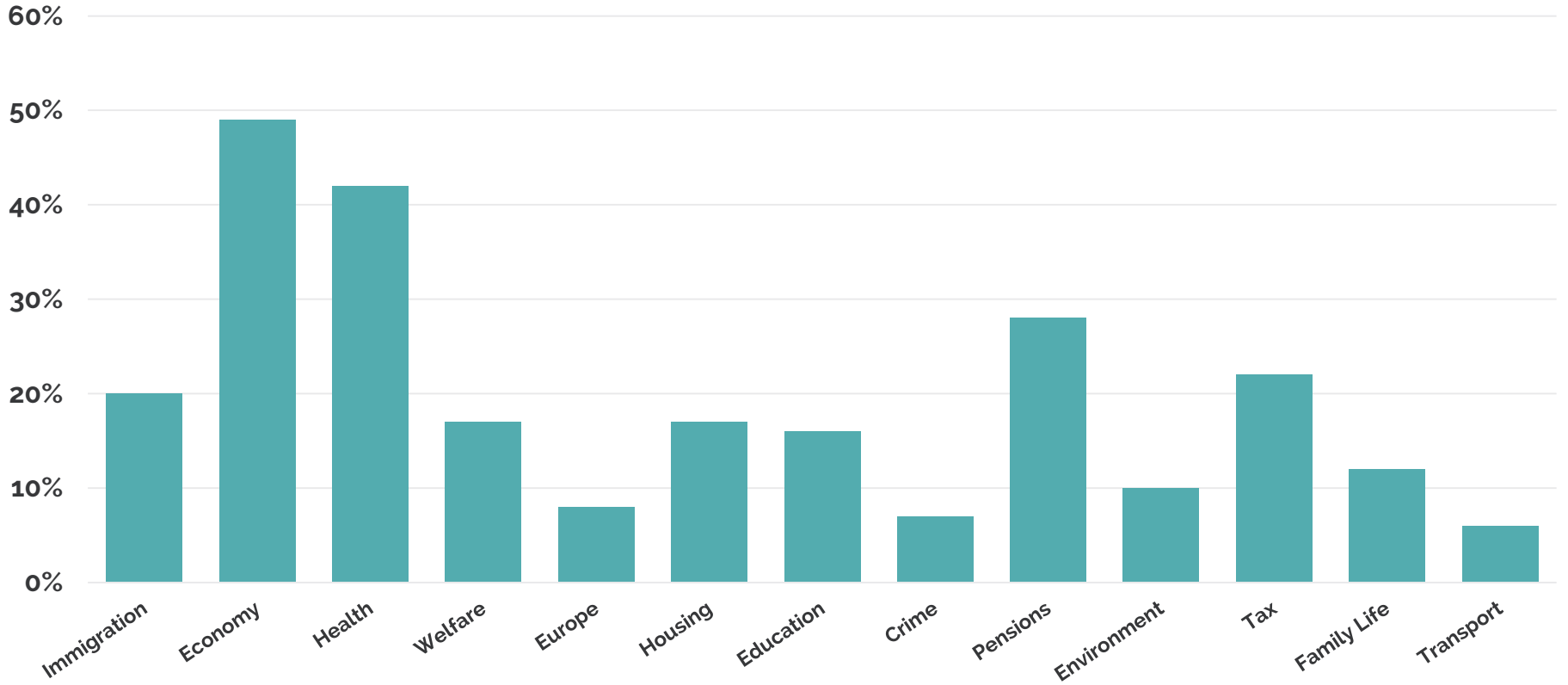
# Current Voting Intention

Conservative	34%
Labour	34%
Lib Dems	8%
Ukip	12%
Green	6%

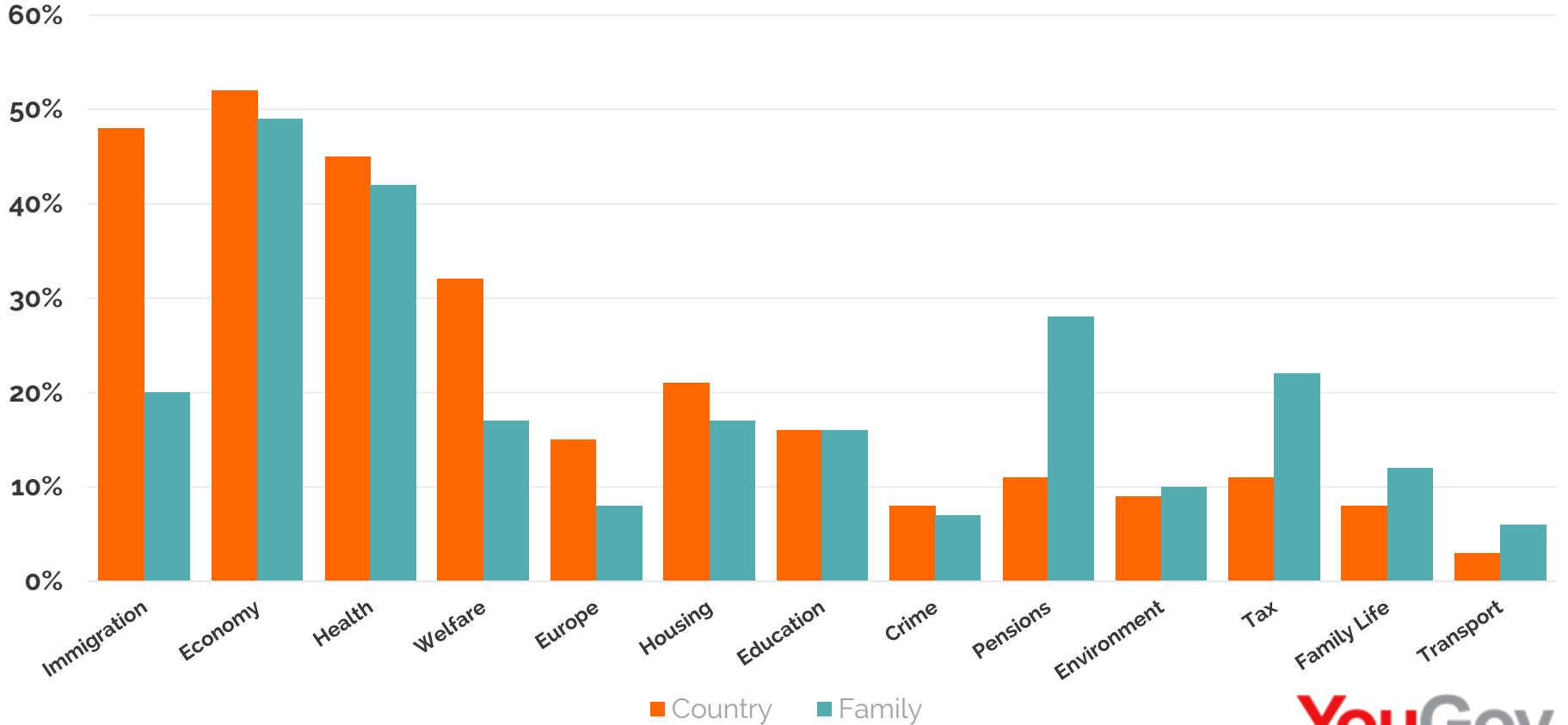
# Most Important Issues



# Most Important Issues



# Most Important Issues



Where are we going?

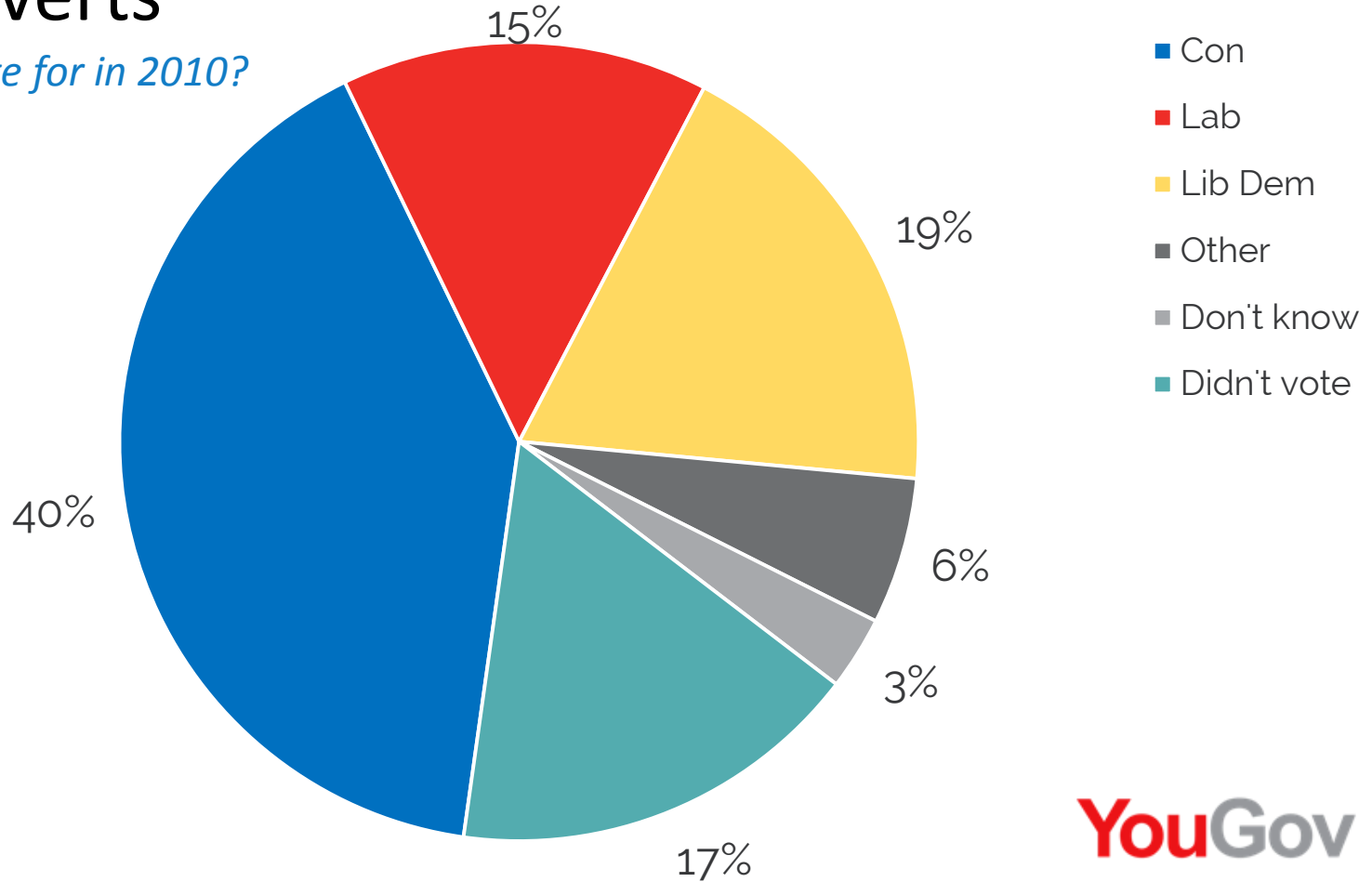


# The Big Questions

- What will happen to UKIP?

# UKIP Converts

*Who did they vote for in 2010?*

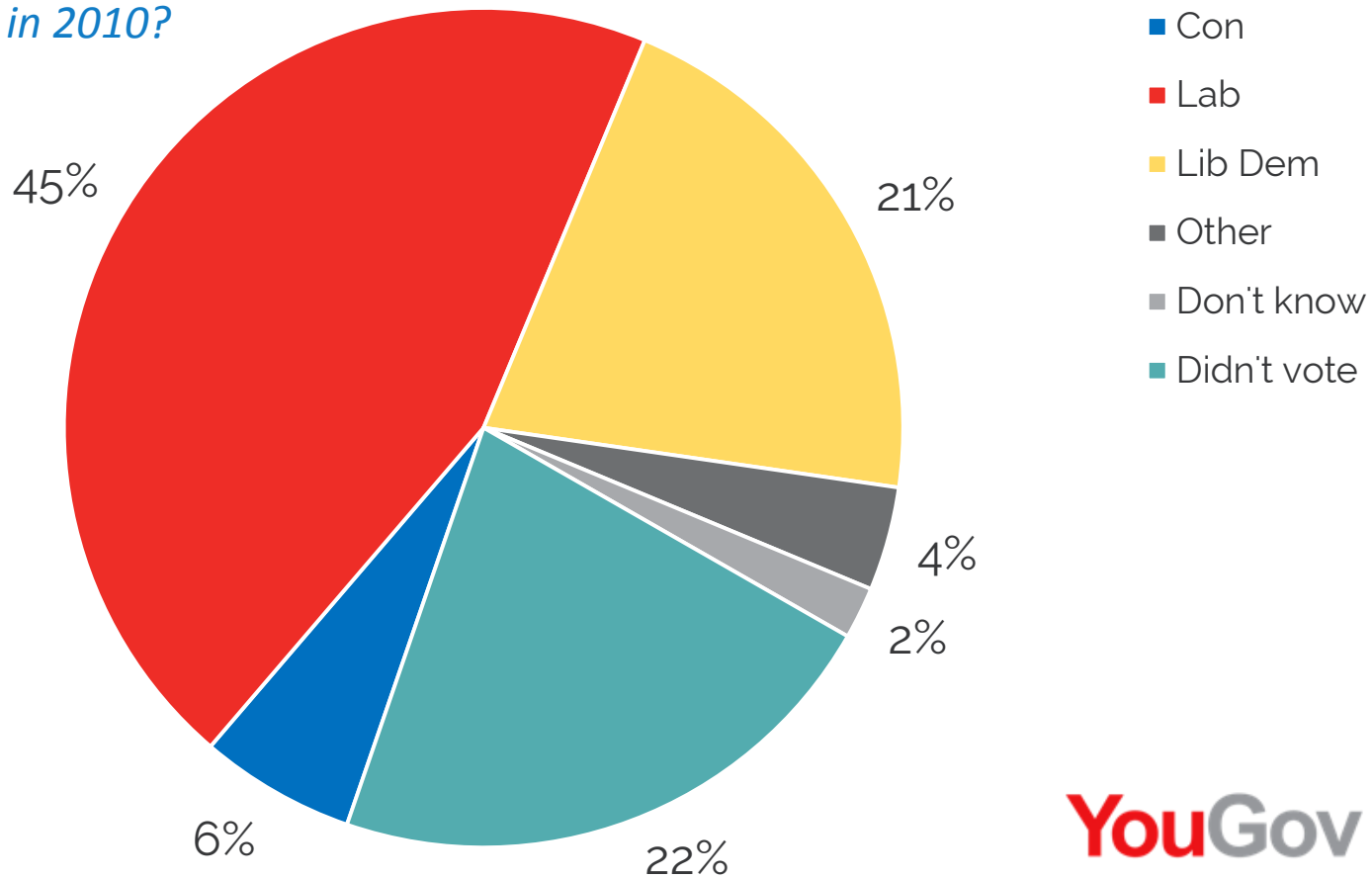


# The Big Questions

- What will happen to UKIP?
- What will happen to the SNP?

# SNP Converts

*Who did they vote for in 2010?*

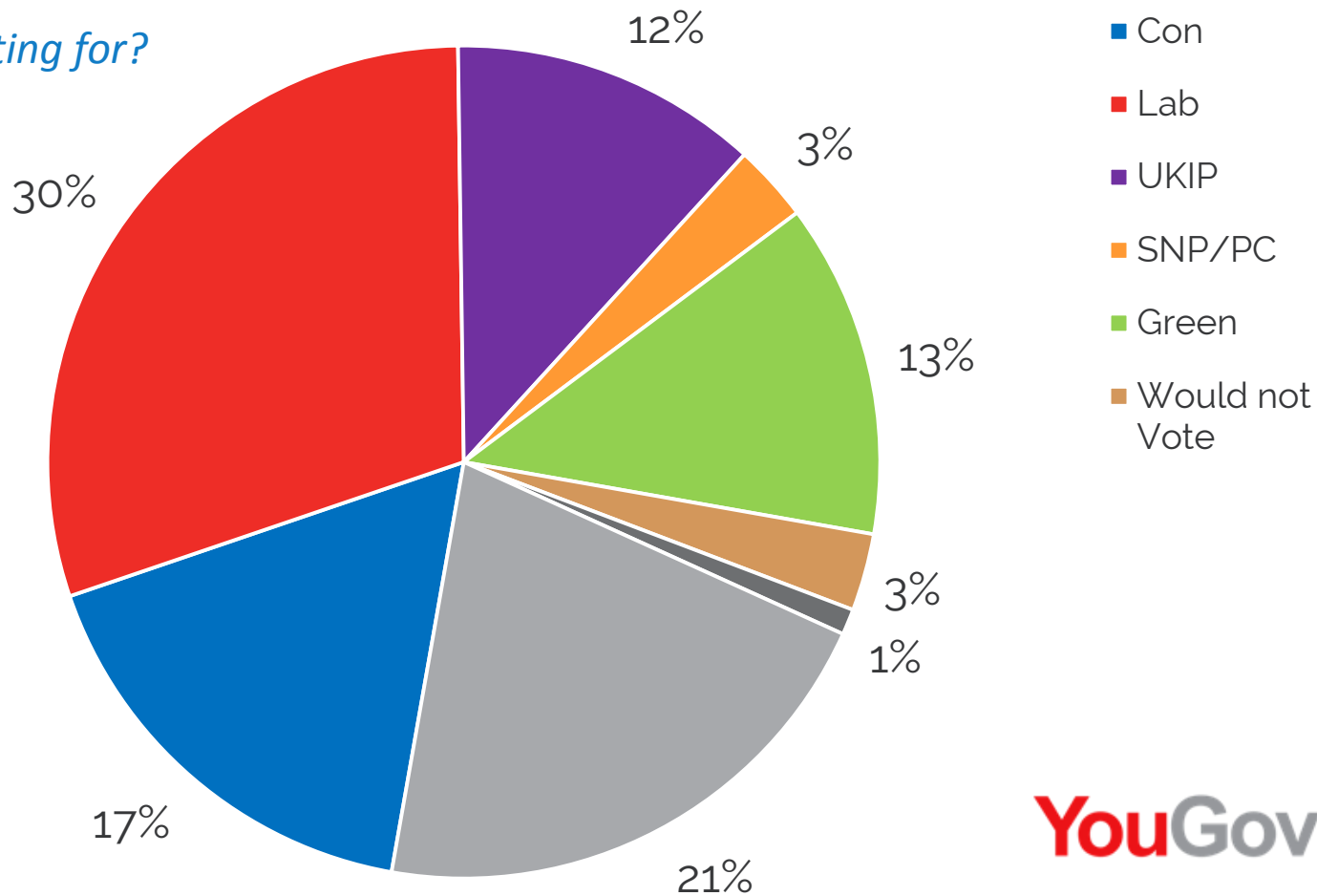


# The Big Questions

- What will happen to UKIP?
- What will happen to the SNP?
- What will happen to the Lib Dems?

# Lib Dem Defectors

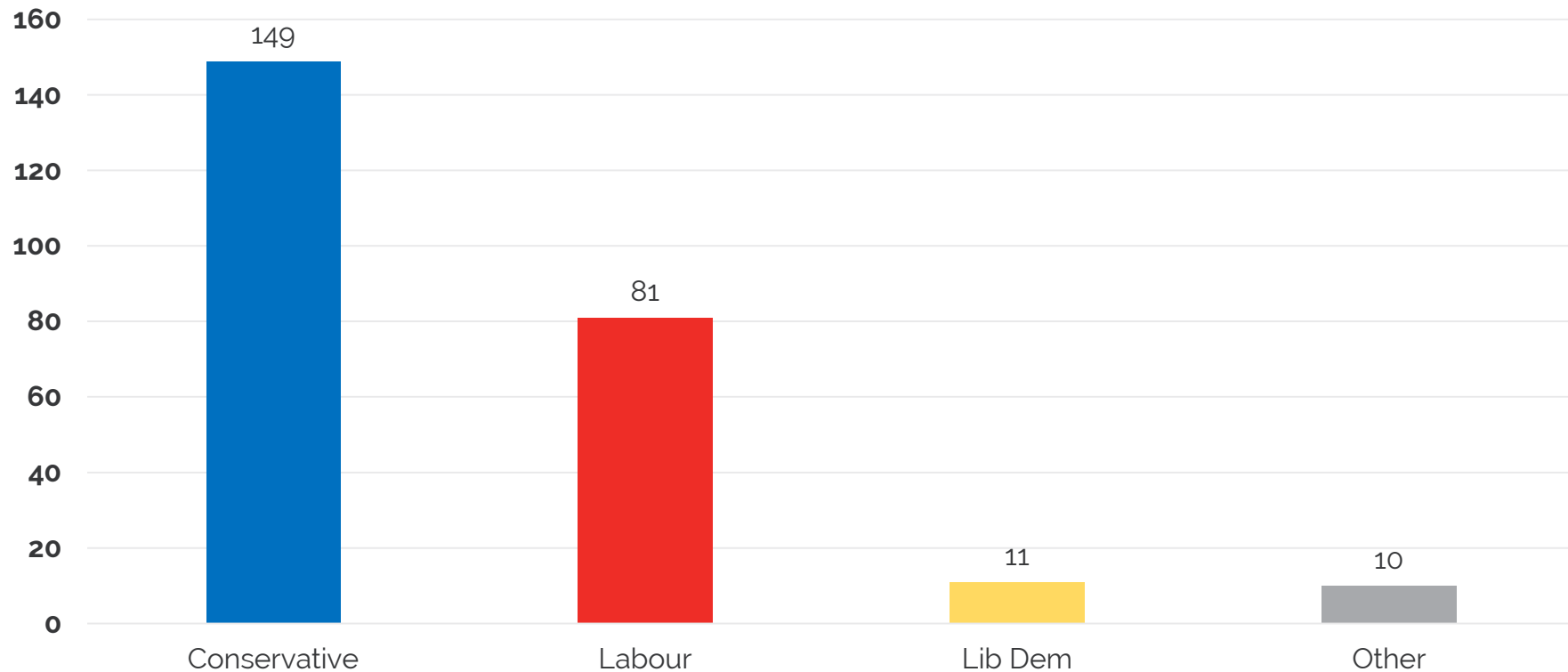
*Who are they now voting for?*



# The Big Questions

- What will happen to UKIP?
- What will happen to the SNP?
- What will happen to the Lib Dems?
- What about MP incumbency more generally?

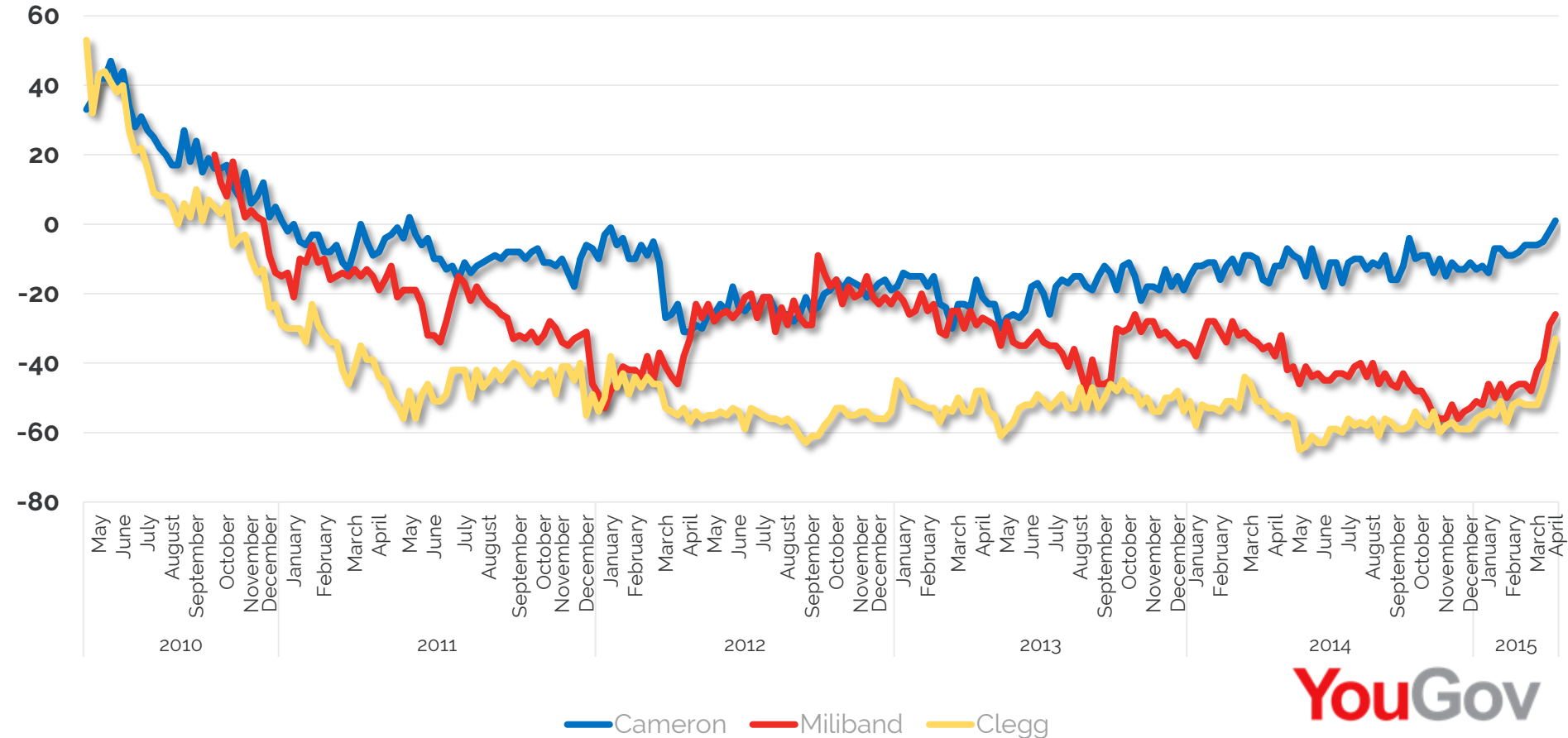
# Incumbent MPs



# The Big Questions

- What will happen to UKIP?
- What will happen to the SNP?
- What will happen to the Lib Dems?
- What about MP incumbency more generally?
- What effect will the leaders have on the campaign?

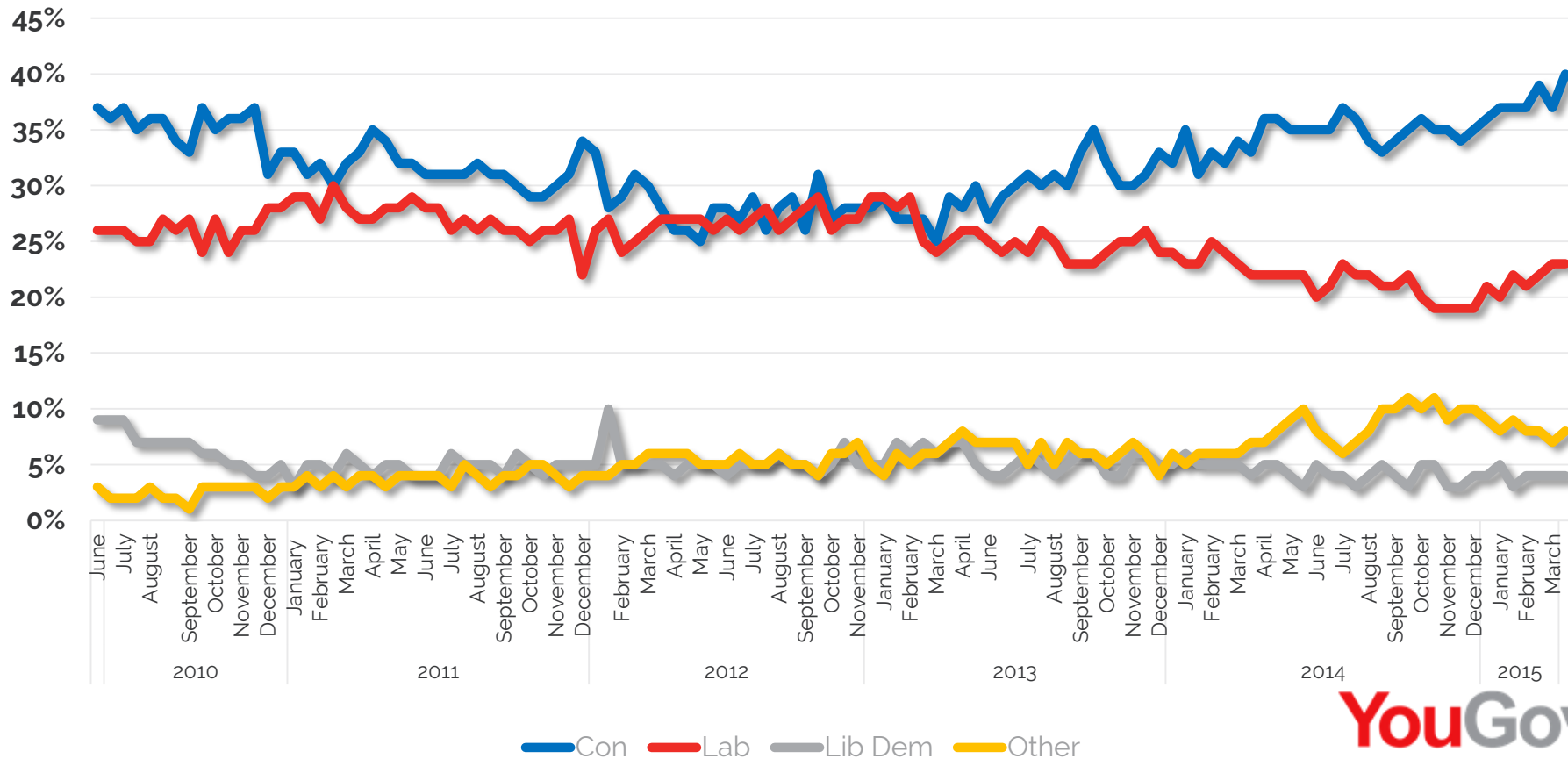
# Leaders Approval



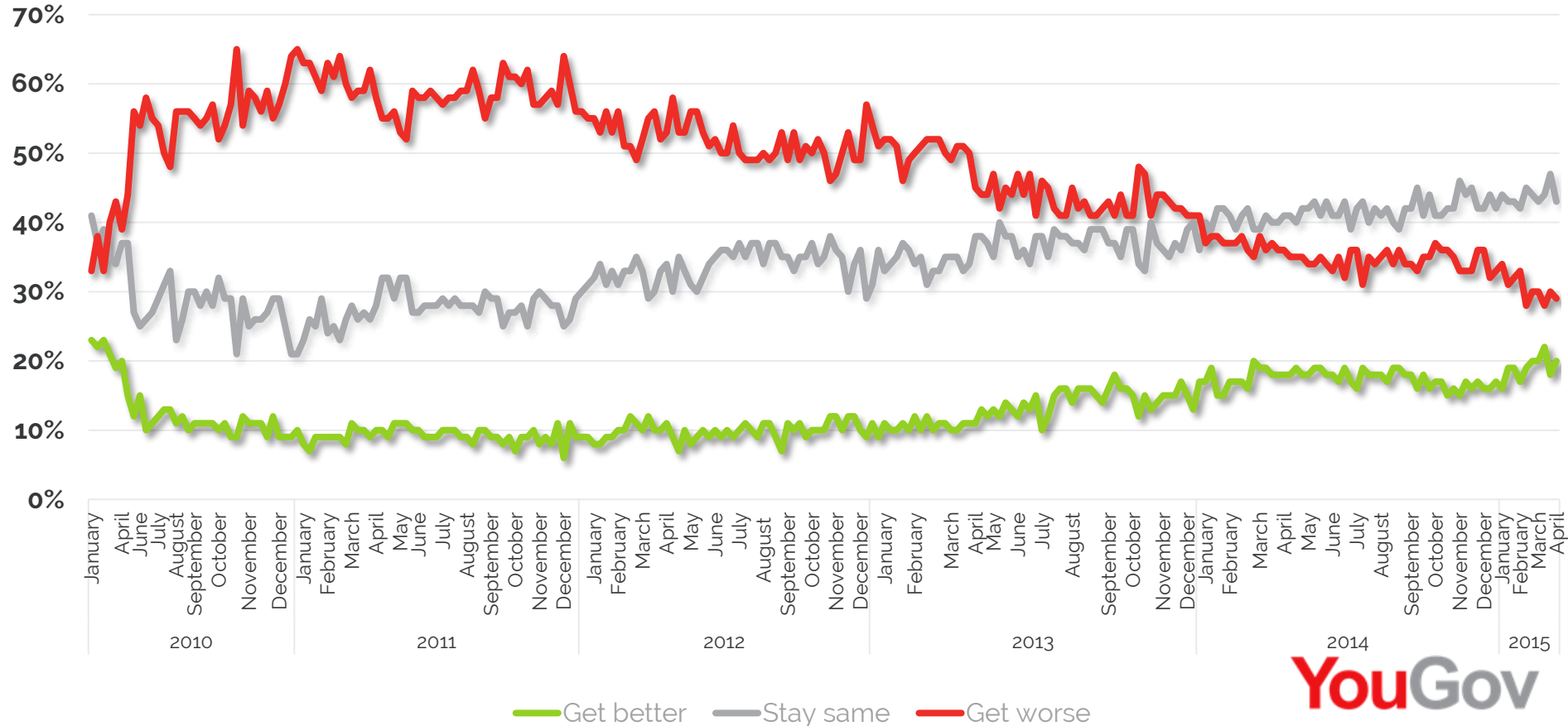
# The Big Questions

- What will happen to UKIP?
- What will happen to the SNP?
- What will happen to the Lib Dems?
- What about MP incumbency more generally?
- What effect will the leaders have on the campaign?
- What will happen to the economy?

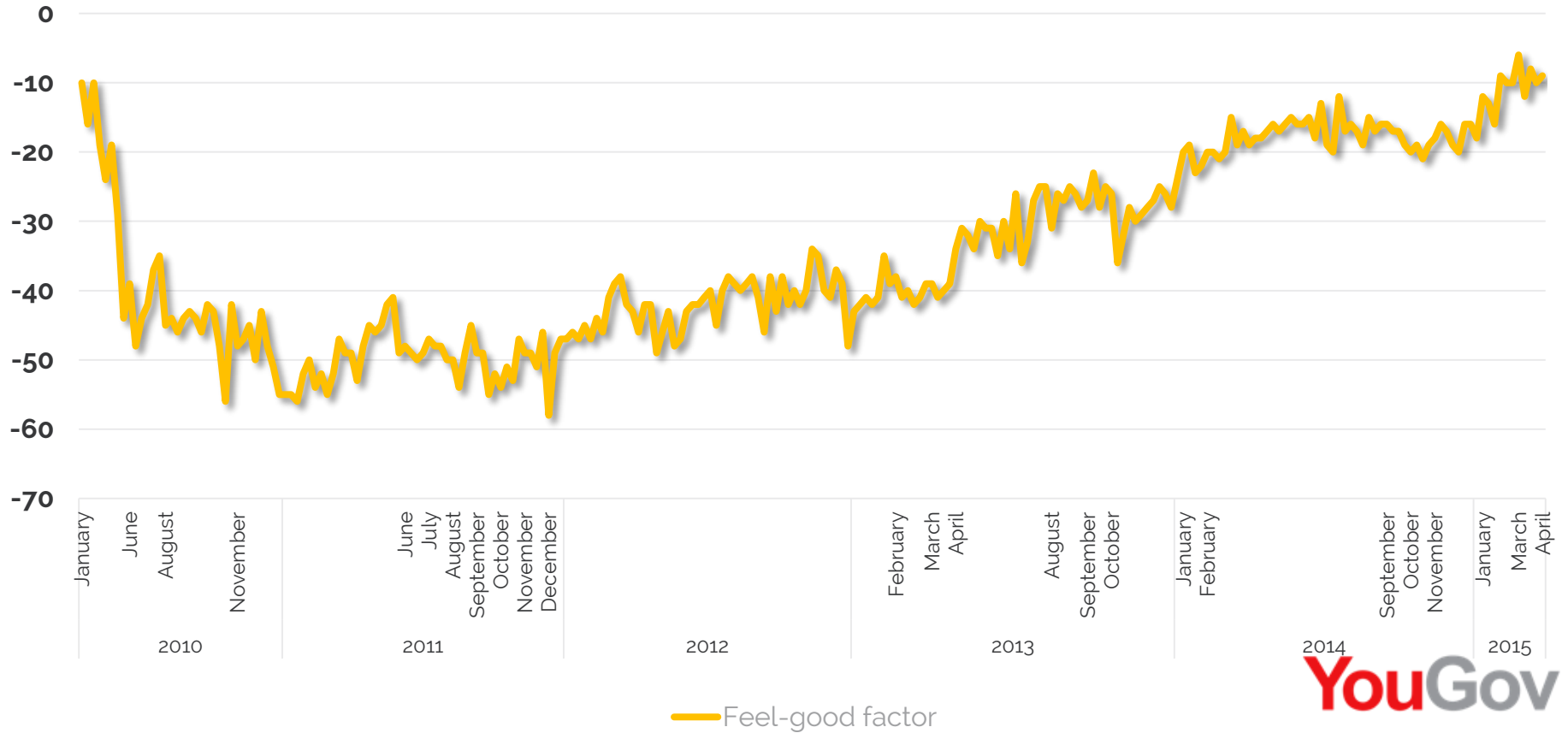
# Best party on the economy



# Household financial situation in the next 12 months



# Feel Good Factor



# The Big Questions

- What will happen to UKIP?
- What will happen to the SNP?
- What will happen to the Lib Dems?
- What about MP incumbency more generally?
- What effect will the leaders have on the campaign?
- What will happen to the economy?

# The Biggest Question

Who is going to win?

# A Possible Scenario (Not a Prediction)

Conservative	290
Labour	270
Lib Dem	25
UKIP	5
SNP	35
Plaid	3
Green	1
DUP	8
Other	13

# A Possible Scenario (Not a Prediction)

Conservative	290
--------------	-----

<b>Total</b>	<b>290</b>
--------------	------------

<b>Needed</b>	<b>326</b>
---------------	------------

# A Possible Scenario (Not a Prediction)

Conservative	290
--------------	-----

Lib Dem	25
---------	----

<b>Total</b>	<b>315</b>
--------------	------------

<b>Needed</b>	<b>326</b>
---------------	------------

# A Possible Scenario (Not a Prediction)

Conservative	290
Lib Dem	25
UKIP	5
<b>Total</b>	<b>320</b>
<b>Needed</b>	<b>326</b>

# A Possible Scenario (Not a Prediction)

Conservative	290
Lib Dem	25
UKIP	5
DUP	8
<b>Total</b>	<b>328</b>
<b>Needed</b>	<b>326</b>

# A Possible Scenario (Not a Prediction)

Labour	270
--------	-----

<b>Total</b>	<b>270</b>
--------------	------------

<b>Needed</b>	<b>326</b>
---------------	------------

# A Possible Scenario (Not a Prediction)

Labour	270
--------	-----

Lib Dem	25
---------	----

<b>Total</b>	<b>295</b>
--------------	------------

<b>Needed</b>	<b>326</b>
---------------	------------

# A Possible Scenario (Not a Prediction)

Labour	270
Lib Dem	25
SNP	35
<b>Total</b>	<b>330</b>
<b>Needed</b>	<b>326</b>

# Want to Know More?

- Data in the public domain ([www.YouGovArchive.com](http://www.YouGovArchive.com))
- Syndicated research reports
- Omnibus research questions
- Ad-hoc research studies

Joe.Twyman@YouGov.com  
@JoeTwyman



# Introducing YouSay – YouGov panellists in their own words

Melanie Nicholls, Qualitative Associate Director  
@Yougovqual

# What is YouSay? Video vox pops made by YouGov Panellists

*YouSay is a new vox pop video service from the YouGov qualitative team.*

*The easy to view short videos feature YouGov panellists self-recording their opinions as video selfies.*

*They provide a valuable snapshot of an audience in their own words in their own environment.*

## YouSay – Exploring view on the run up to the 2015 General Election

- Located ‘undecided voters’ on the panel by identifying people who:

Had switched allegiances since 2010

And / or

Support a minority party

And / or

Were unable to identify themselves politically

- Respondents invited to a ‘screening’ survey to validate key criteria (e.g. conscious intention to vote)

This is our undecided voters predictions for the 2015 elections

[Click here to view YouSay Video](#)

# How can you use YouSay for your business?

- Topical stories, opinions, campaign evaluation or PR
- The power of video – video content speaks louder than text
- Authenticity of response
- Select participants based on specified criteria ( 10 per project)
- 1 week turn around

## The last word: sense of real uncertainty and pessimism from the undecided voter

*“I am increasingly worried about the homogenisation of the national political parties. I am for once in my life unsure of where to place my vote in a general election. all I feel I am faced with is a 'bunch of posh boys' who do nothing to maintain my confidence in the process for electing a central government.”*  
*YouSay participant March 2015*

Melanie.Nicholls@YouGov.com  
@Yougovqual

# Would like to meet : How Profiles can help political matchmaking



# Profiles

## A reminder

### People who donate to Macmillan Cancer Support

Cancer Support from their comparison set | Sample size: 998

ONLINE FOR... +

**21-25** HRS P/W

NEWSPAPER READ +

THE SUN

MAGAZINES READ +

WOMAN'S OWN



WATCHES TV FOR... +

**31-35** HRS P/W

TV SHOWS WATCHED RECENTLY +

- THE CHASE
- ITV NEWS & WEATHER
- THE X FACTOR
- LAW & ORDER: UK
- GOOD MORNING BRITAIN



### People who volunteer

DEMOGRAPHICS

- GENDER: FEMALE
- AGED: 18-24
- SOCIAL GRADE: C2DE



POLITICS

LEFT RIGHT



TYPICAL PROFESSIONS

- CIVIL SOCIETY AND CHARITY
- COMMUNITY AND SOCIAL C...
- GOVERNMENT & CIVIL SERVL...

MONTHLY SPARE £

- LESS THAN £125



# Profiles

YouGov Profiles is our segmentation and media planning product for agencies and brands. This product is powered by data collected in the YouGov Cube – our connected data vault which holds over 120,000 data points, collected from over 200,000 UK YouGov members.



## Demographics and Lifestyle

- Segment on a wider number of categories including general demographic makeup, economic situation, occupation, category specific usage and behaviour, interests, hobbies, favourite celebrities, top music artists



## Brand Usage and Perceptions

- Understand brand usage and perception for 1,100 brands (across 40 sectors) on the following core brand funnel metrics: buzz, attention, quality, value, customer satisfaction, reputation, impression, recommendation, brand awareness, word of mouth, purchase intent, purchase consideration and advert comms awareness



## Media Consumption

- Analyse consumption of ATL media including TV viewership at a programme level (4000+ titles, across 150 genres, over 20 channels), radio listenership (40+ commercial stations), and print readership (30+ newspaper titles, 80+ magazine titles)



## Attitudes and Opinions

- Measure attitudinal and opinion data from a variety of topics around the values beliefs that drive consumer behaviour



## Online and Mobile Behaviour

- Identify actual (passively tracked) online and application usage, from desktops, laptops, smartphones and tablets from a bank of 60,000+ websites and 20,000+ mobile applications



## Social Media Engagement

- Review social media engagement including Facebook pages liked (1,000,000+) and Twitter accounts (80,000+) followed

Who has a GSOH and WLTM someone for friendship possibly more?



# Independent free spirit not afraid of change

Which Party's  
supporters  
over-index?



Which  
under-  
index?



Must be solvent

“I’m happy with my standard of living”



Not so  
sure



“Time is  
more  
important  
than  
money”



Conservatives


Er, no



# Likes music, poetry, hill walking and DIY



Conservatives



Green Party



LIBERAL DEMOCRATS



Green Party

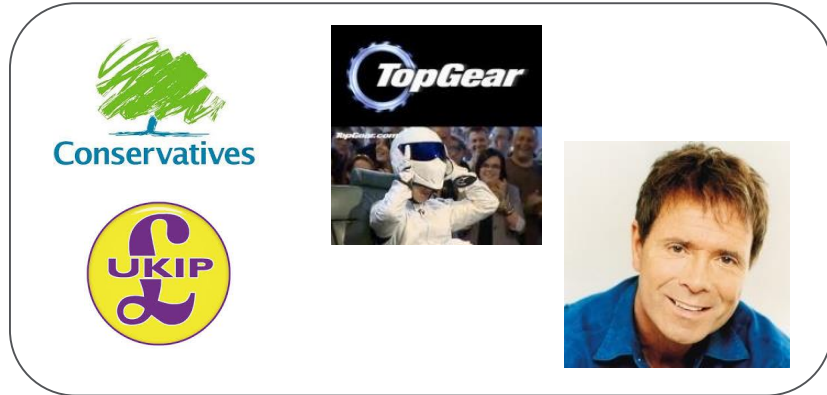


Labour



SNP

# Enjoys nights in and going out






BBC FOUR






**COALITION**


List your favourite albums... I just want to know if there's anything worth keeping when we finally break up






Plaid



Green Party



SNP



LIBERAL DEMOCRATS



# What have we learned?



# Key learnings (1)

SNP supporters handle change well.



Labour and Lib Dems can SWALK over Only Connect.

Nick Clegg & Natalie Bennett should sit down and write music or poetry together.



## Key learnings (2)



Given a shared love of DIY, Conservatives and UKIP could form a pact based on subsidies for loft insulation.

# Q&A