

Reviewing The Review: Liberal Democrats in the 2019 Election

John Curtice

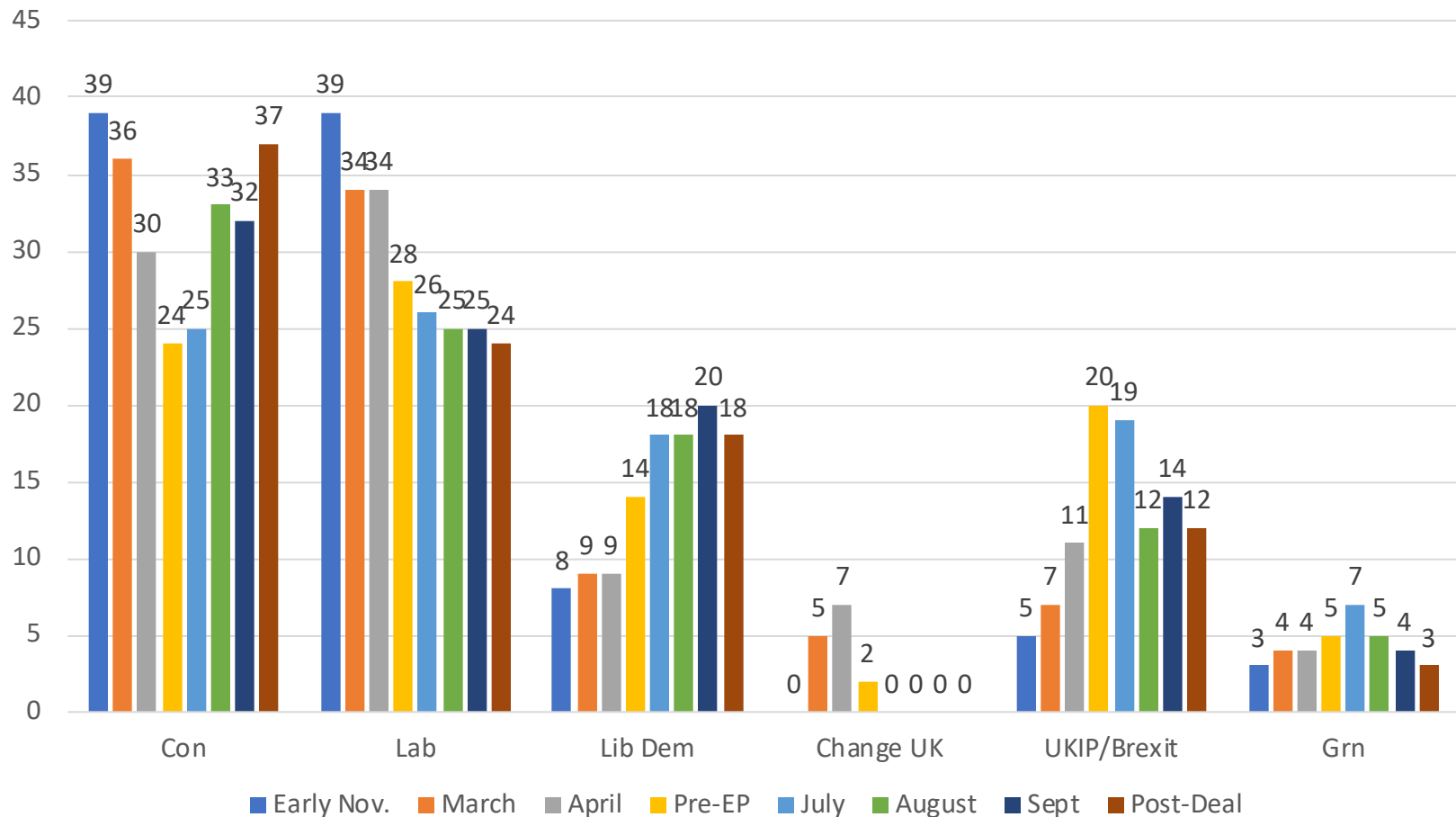
Strathclyde University and NatCen Social Research

UK in a Changing Europe

Key Mistakes

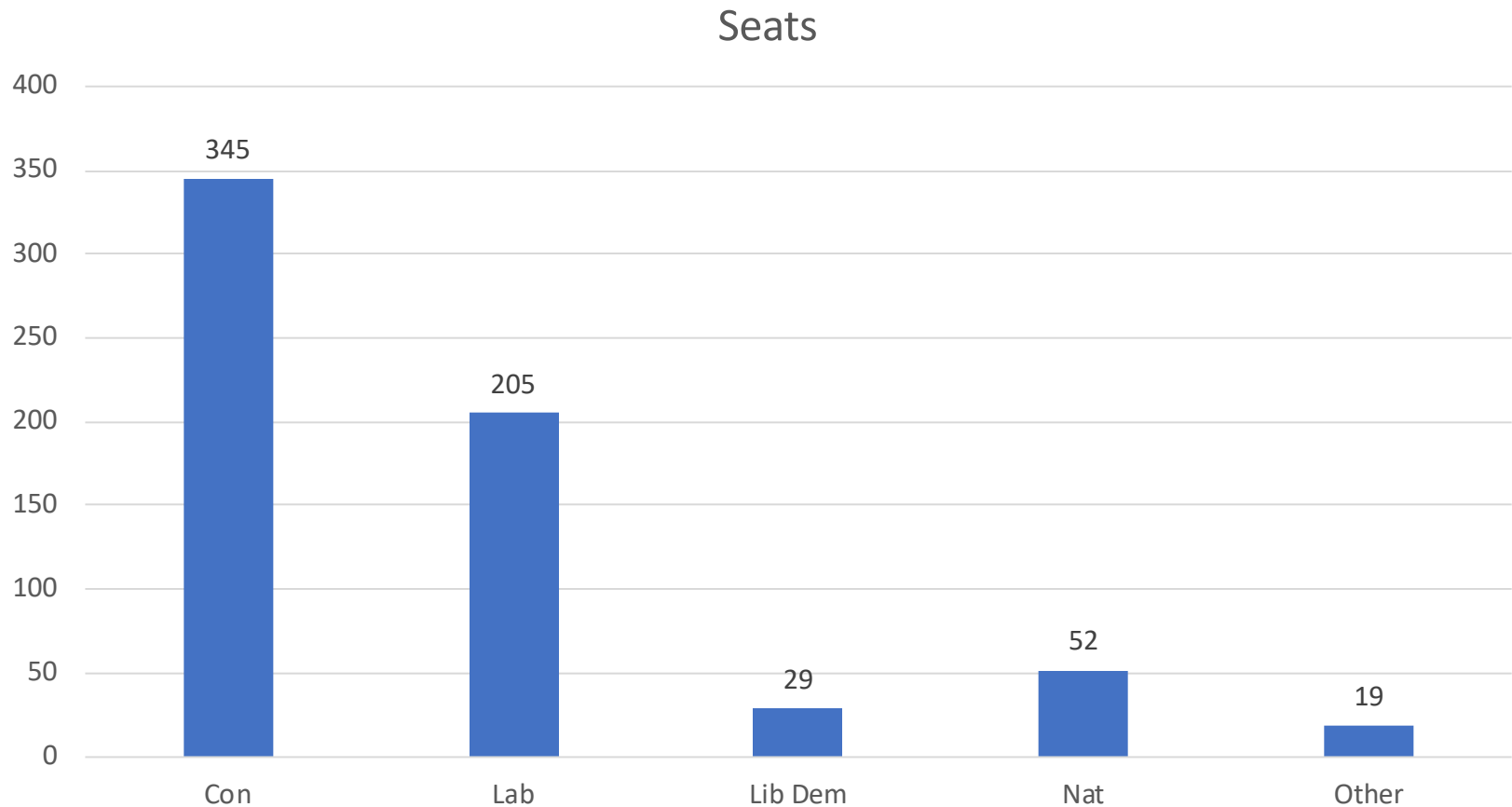
- Acquiescing in calling the election
- Cancel Brexit without referendum
- Suggesting Jo Swinson might become PM
- Lack of broader policy platform/vision
- Poor constituency targeting

A Year of Brexit



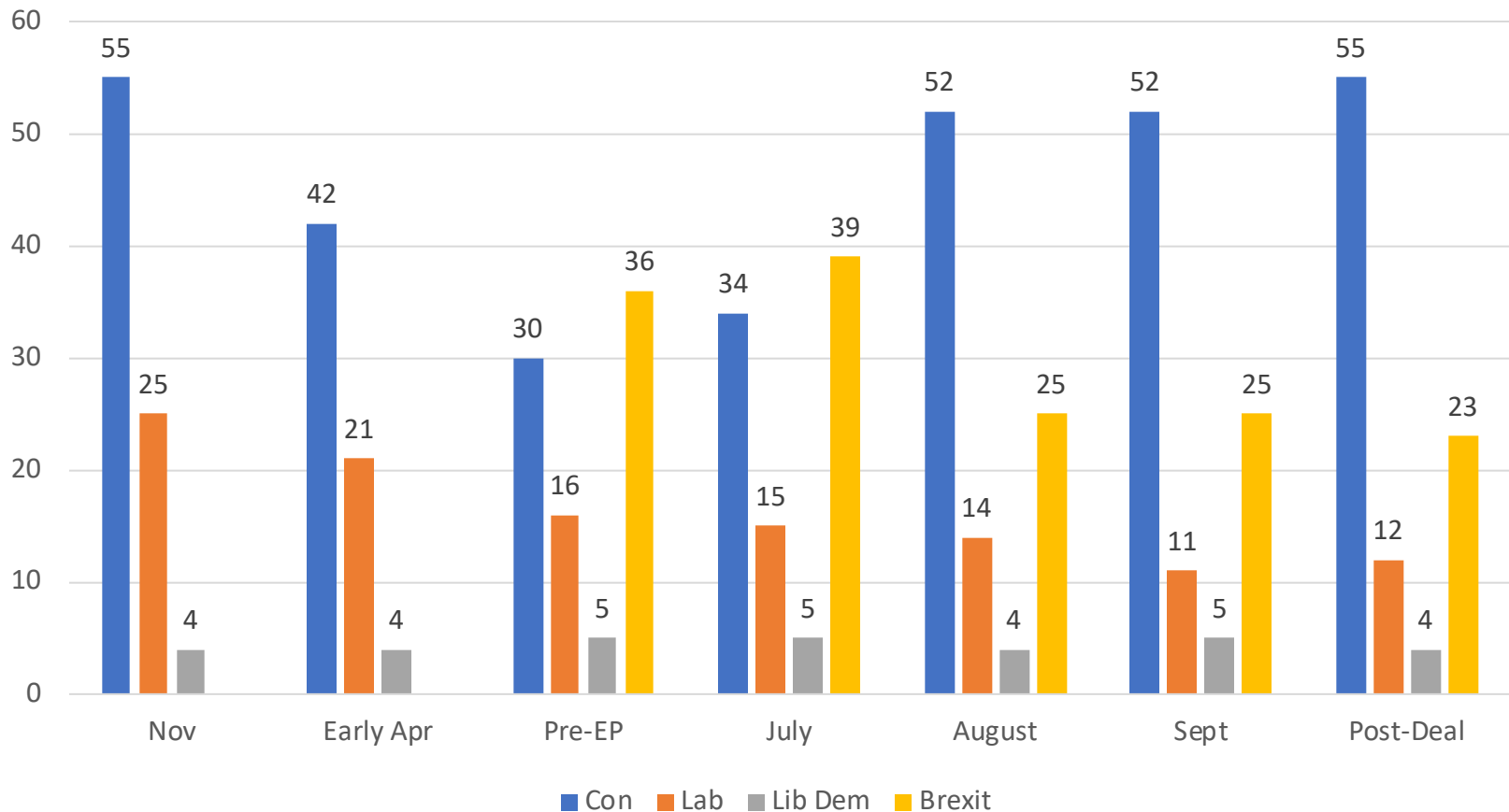
Source: Average of most recent poll conducted by each of BMG, ComRes, Deltapoll, Hanbury, ICM, Ipsos MORI, Kantar, Opinium, Panelbase, Survation, YouGov up to 15.11.19/25.3.19/12.4.19/22.5.19/17.7.19/31.8.19/1.10.19/7-27.10.19.

Some Simple Arithmetic



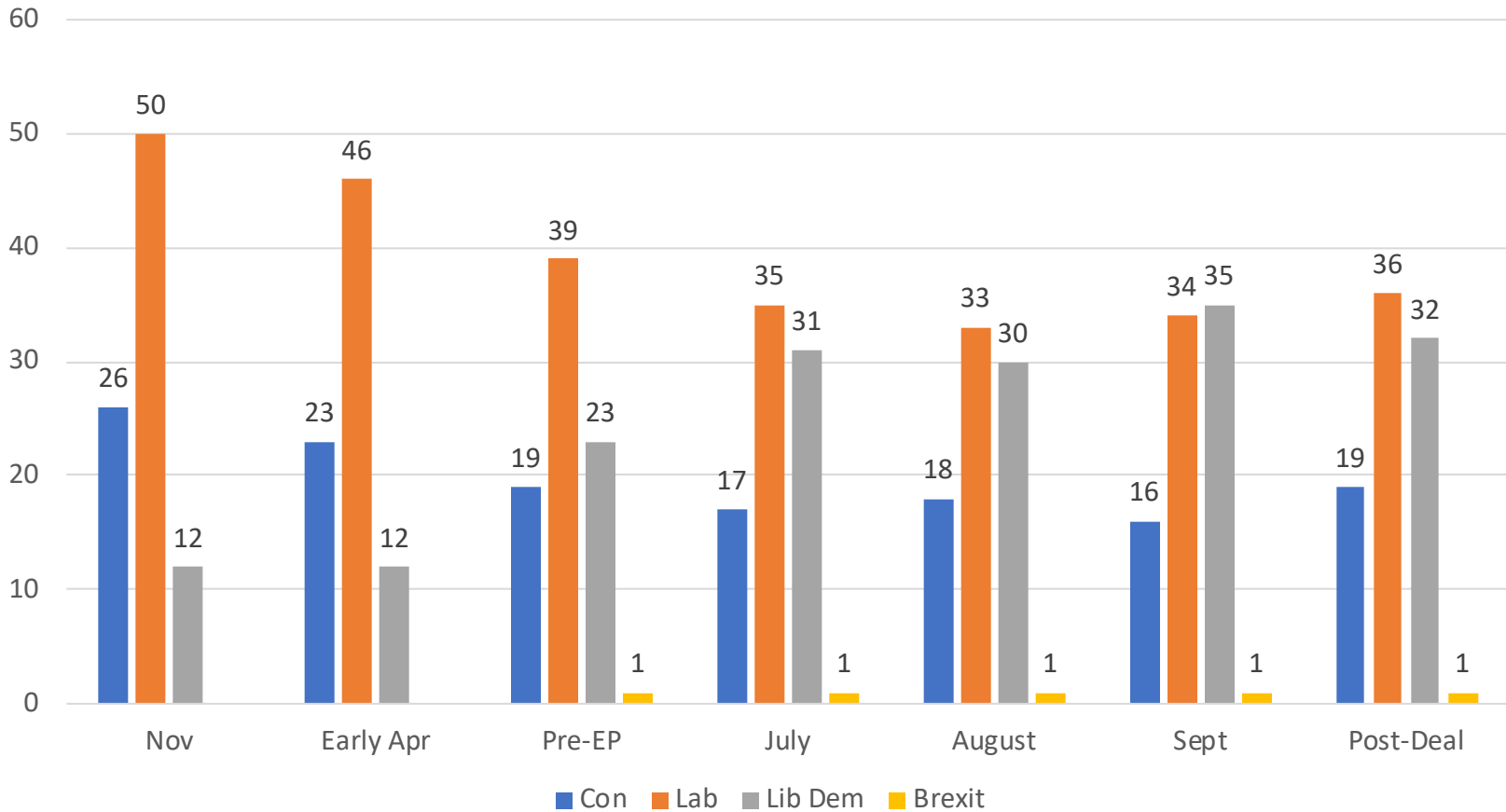
Uniform Swing Projection based on average of Post-Deal Polls

Westminster Vote of Leavers



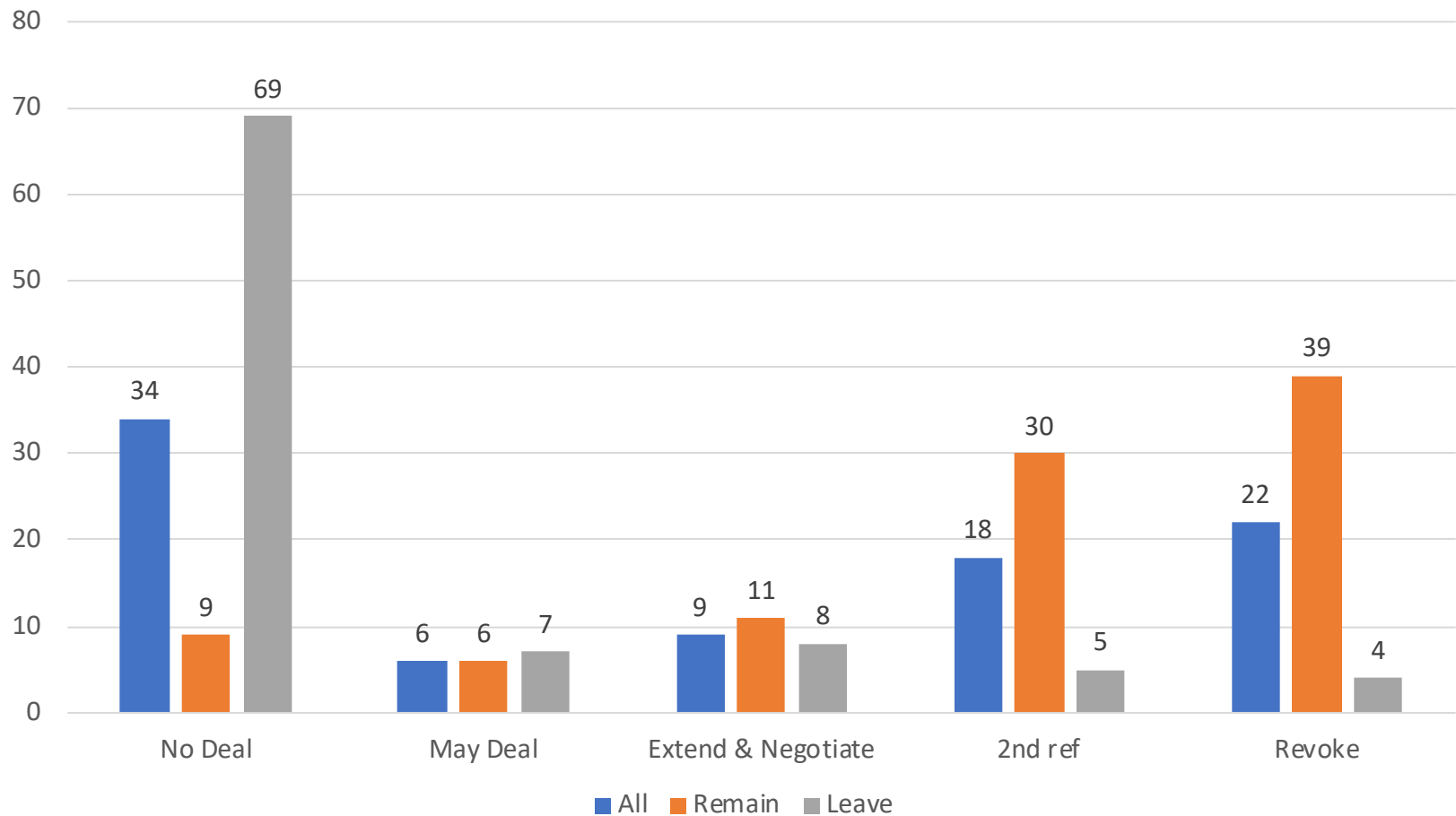
Source: Average of most recent poll conducted. by each of BMG, ComRes, Deltapoll, GRQ, Hanbury, ICM, Kantar, Opinium, Survation, YouGov up to 15.11.19/12.4.19/23.5.19/17.7.19/31.8.19/ 1.10.19/17-27.10.19

Westminster Vote of Remainders



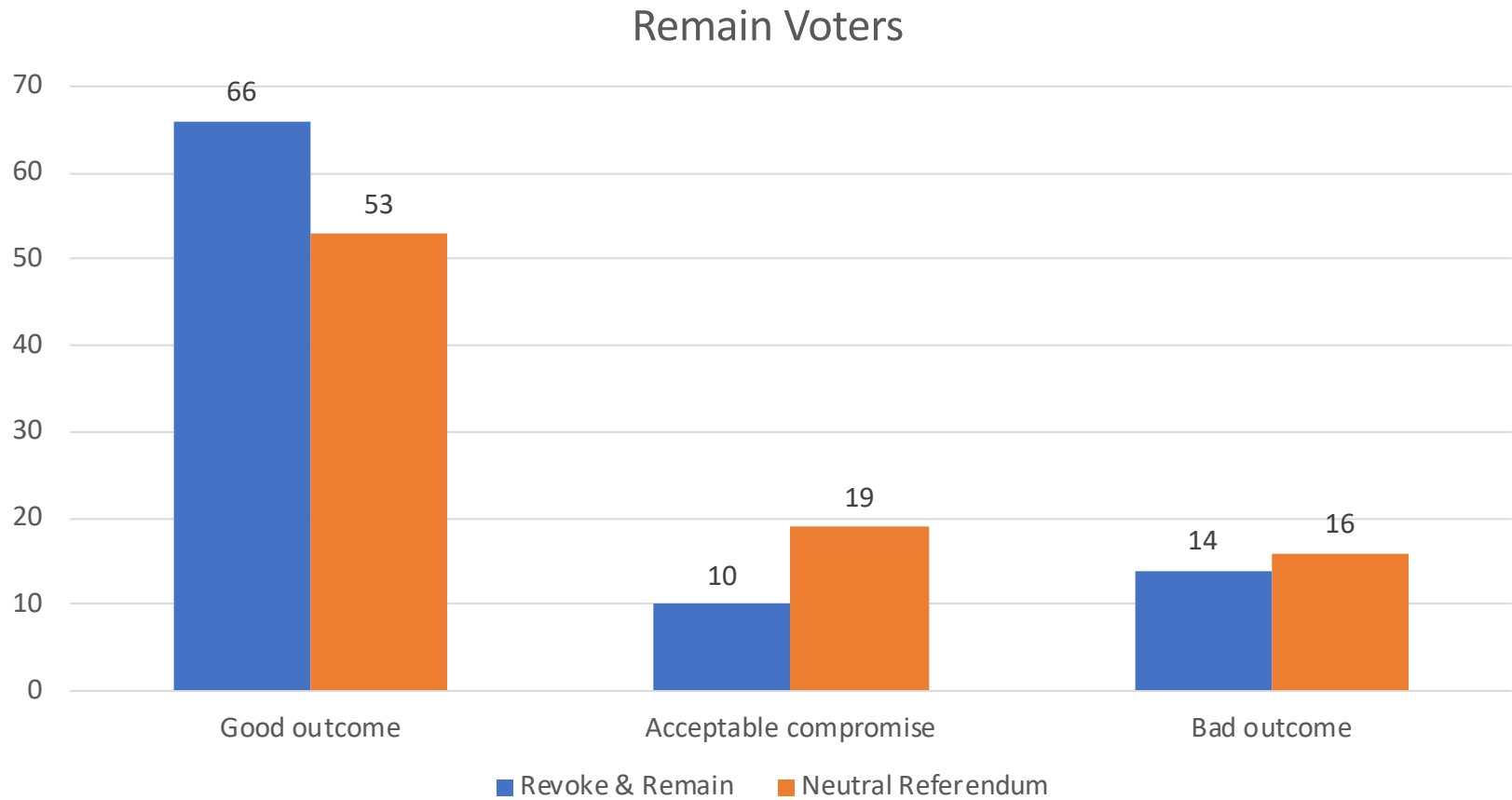
Source: Average of most recent poll conducted by each of BMG, ComRes, Deltapoll, GRQ, Hanbury, ICM, Kantar, Opinium, Panelbase, Survation, YouGov up to 15.11.19/12.4.19/23.5.19/11.7.19/31.8.19 /1.10.19/17-27.10.19

Swinson's Wish



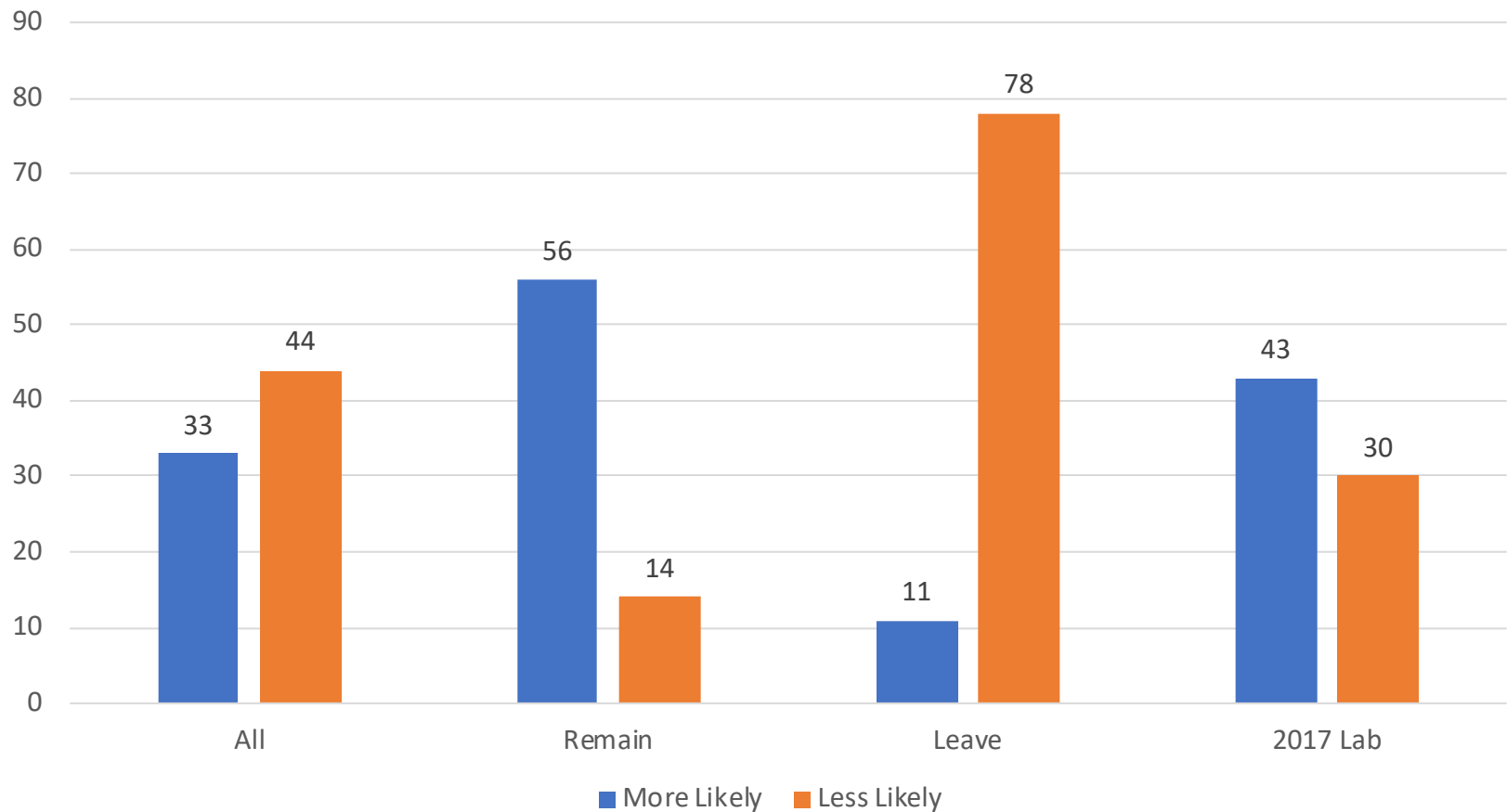
Source: Average of BMG Polls, July- October 2019

Pulling Power



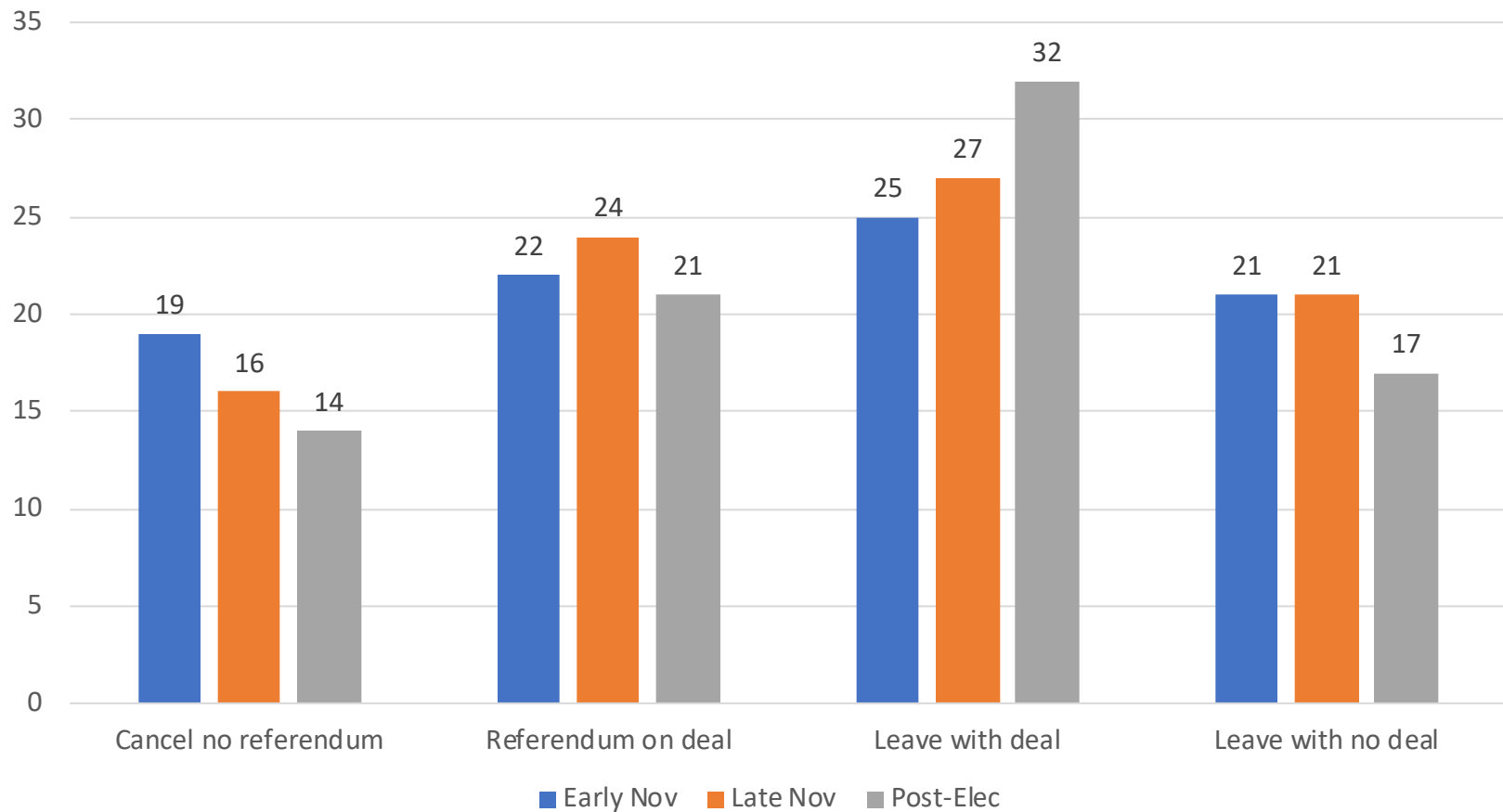
Source: YouGov 24-26.11.19

More or Less Likely To Vote Lib Dem?



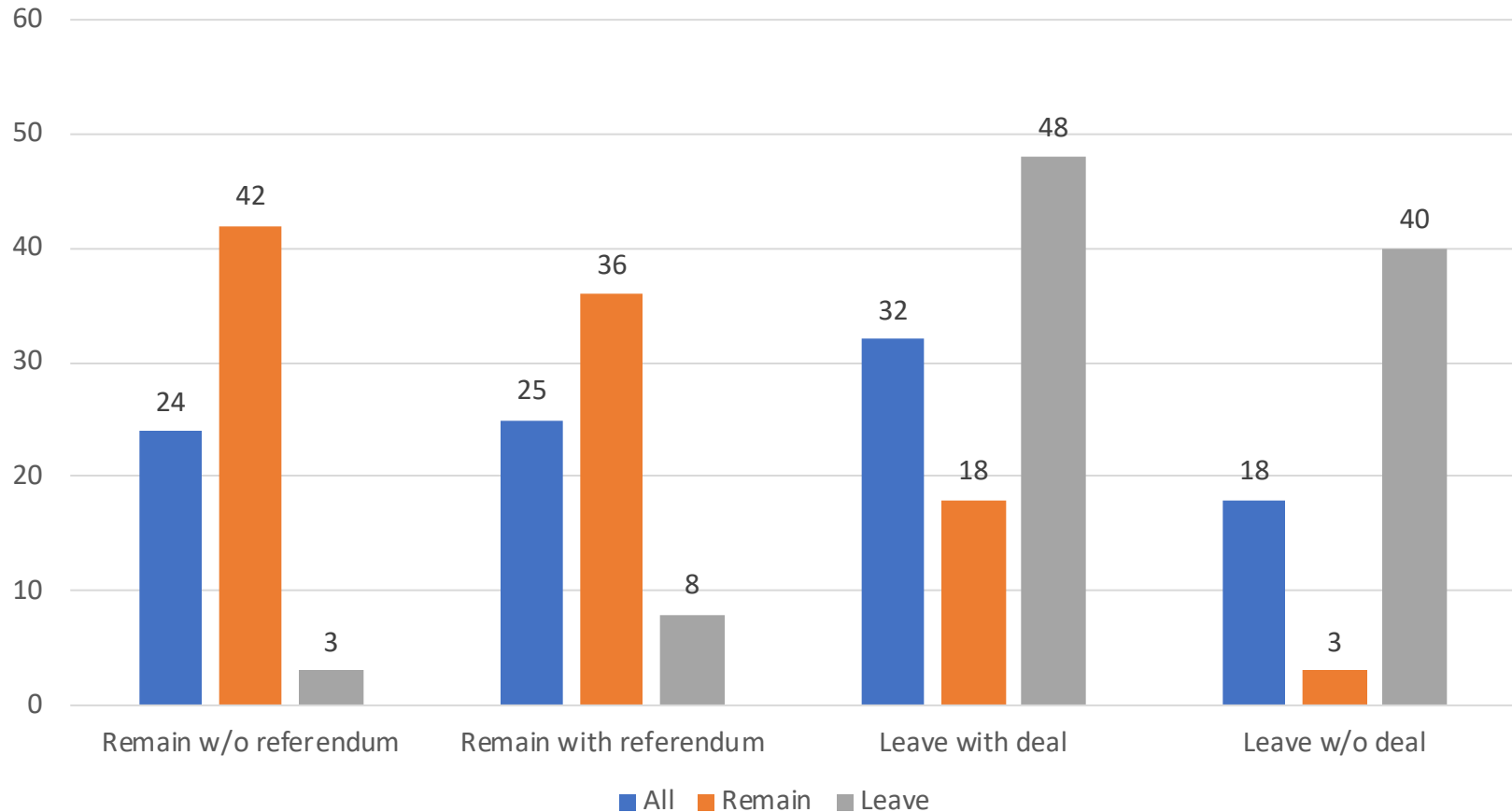
Source: Survation 29-30.10.19

A Diminishing Asset?



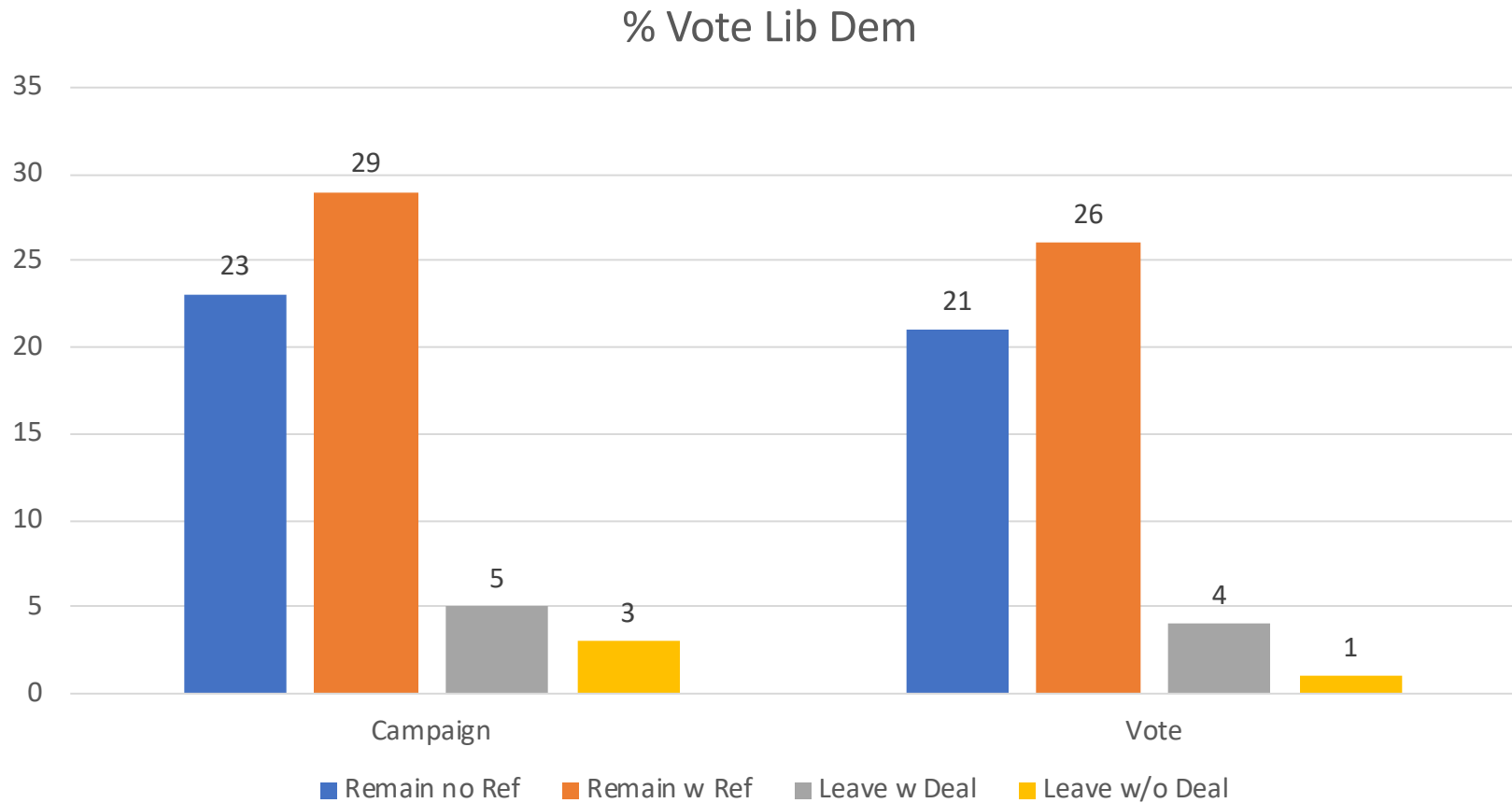
Source: 2014-24 British Election Internet Panel Study Waves 17-19

Another Perspective



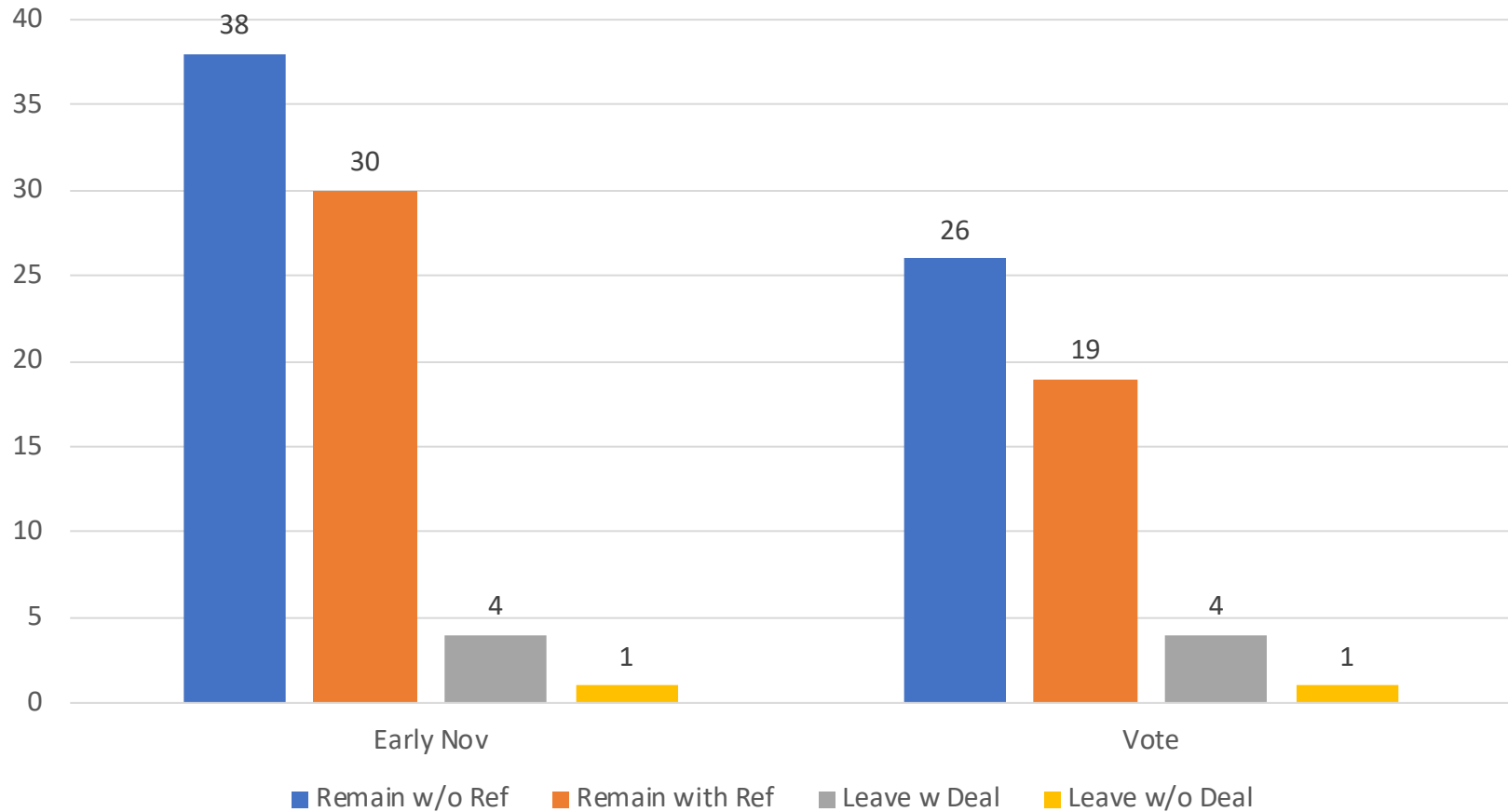
Source: NatCen Mixed Mode Random Probability Panel Feb. 2020; 58% of Remain with ref said Remain w/o ref was their 2nd preference, while 38% said Leave with a deal was their 2nd preference.

Did It Make A Difference? - 1



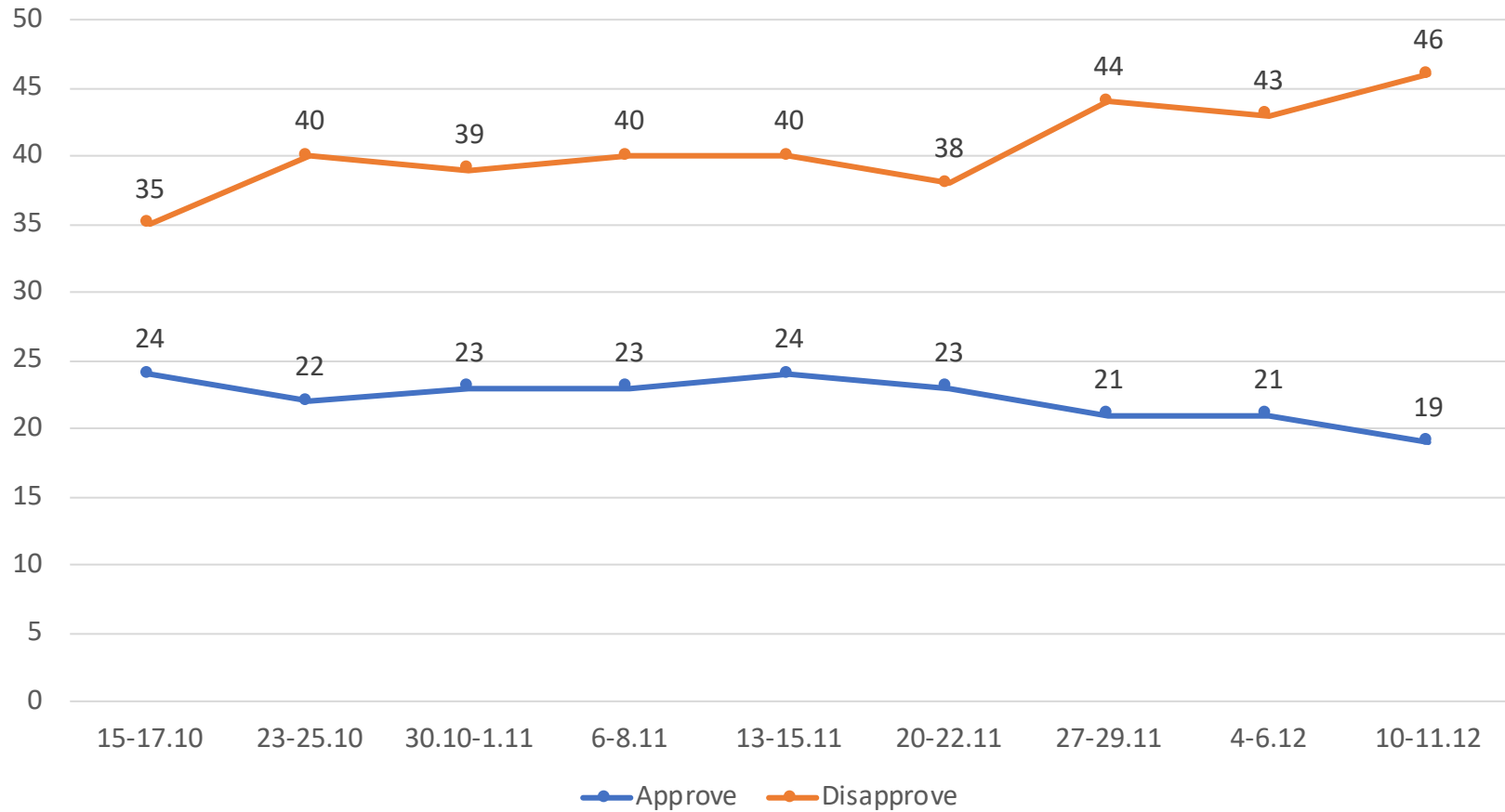
Source: NatCen Panel Nov/Dec 19 & Feb. 20; Brexit preference is at Feb. 20

Did It Make A Difference? - 2



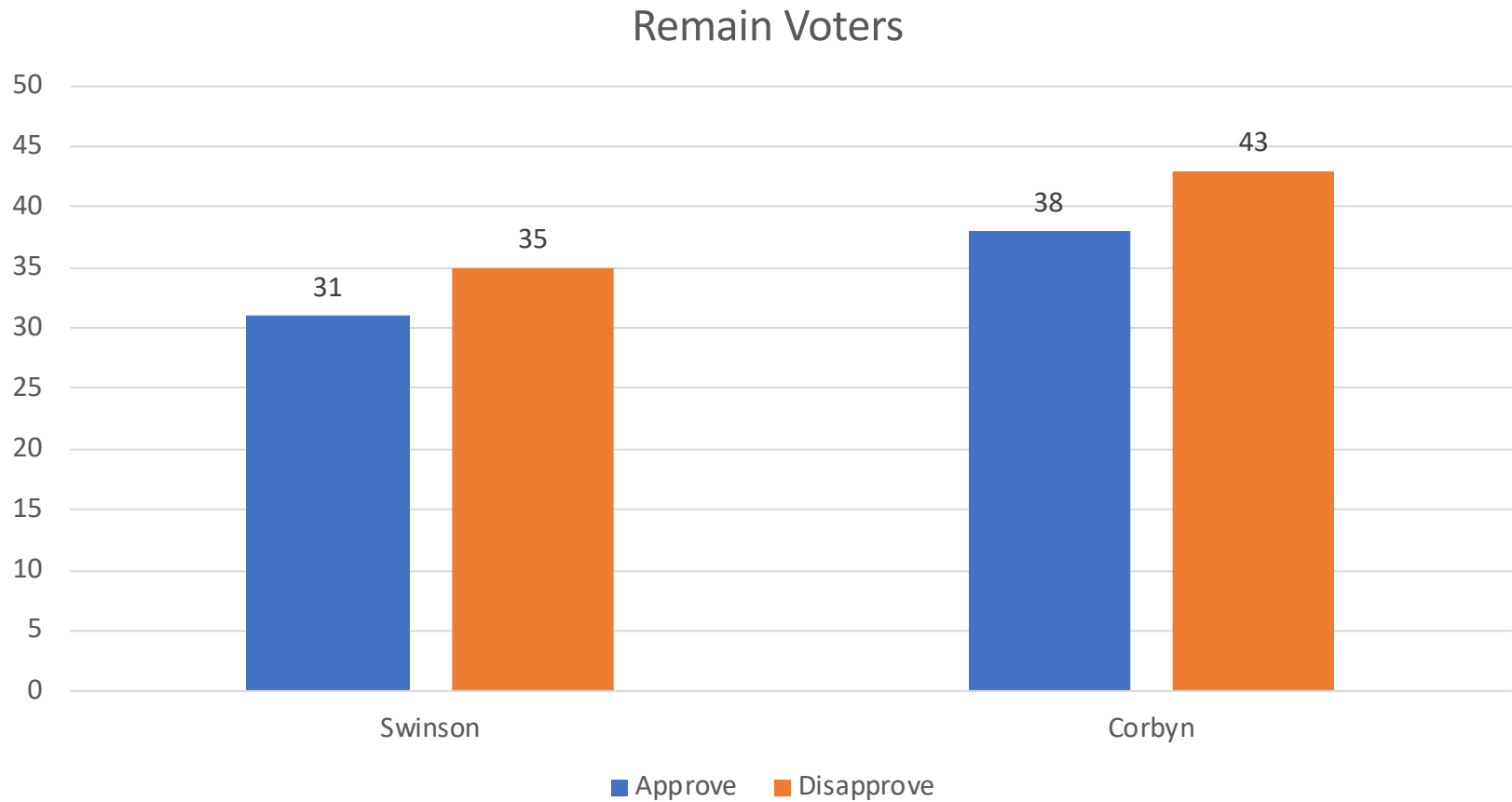
Source: 2014-24 BES Panel Waves 17 & 19; Brexit Preference is at Wave 17

Swinson's Trajectory

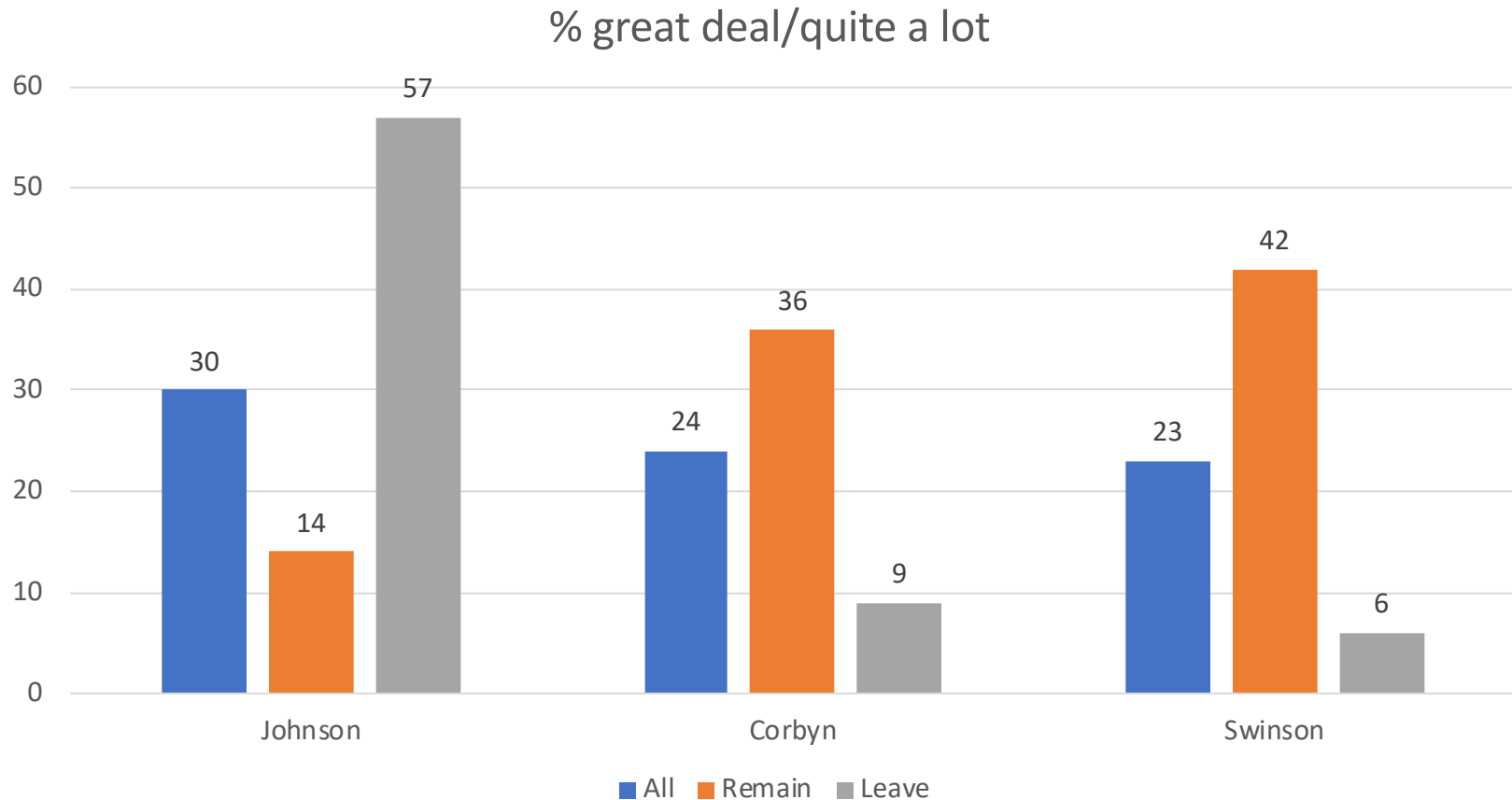


Source: Opinium

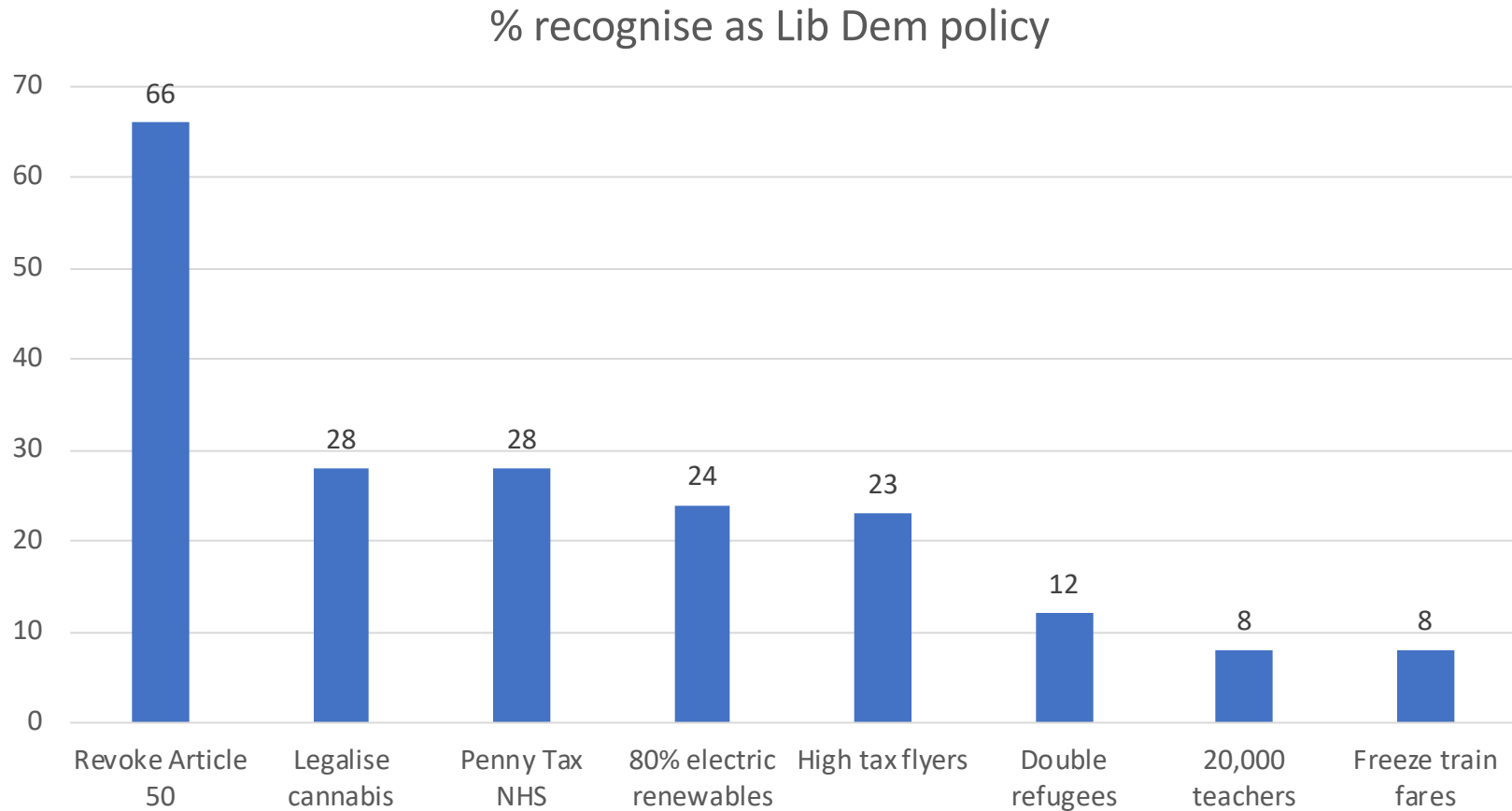
Lack of Pulling Power



Trust To Make Right Brexit Decisions

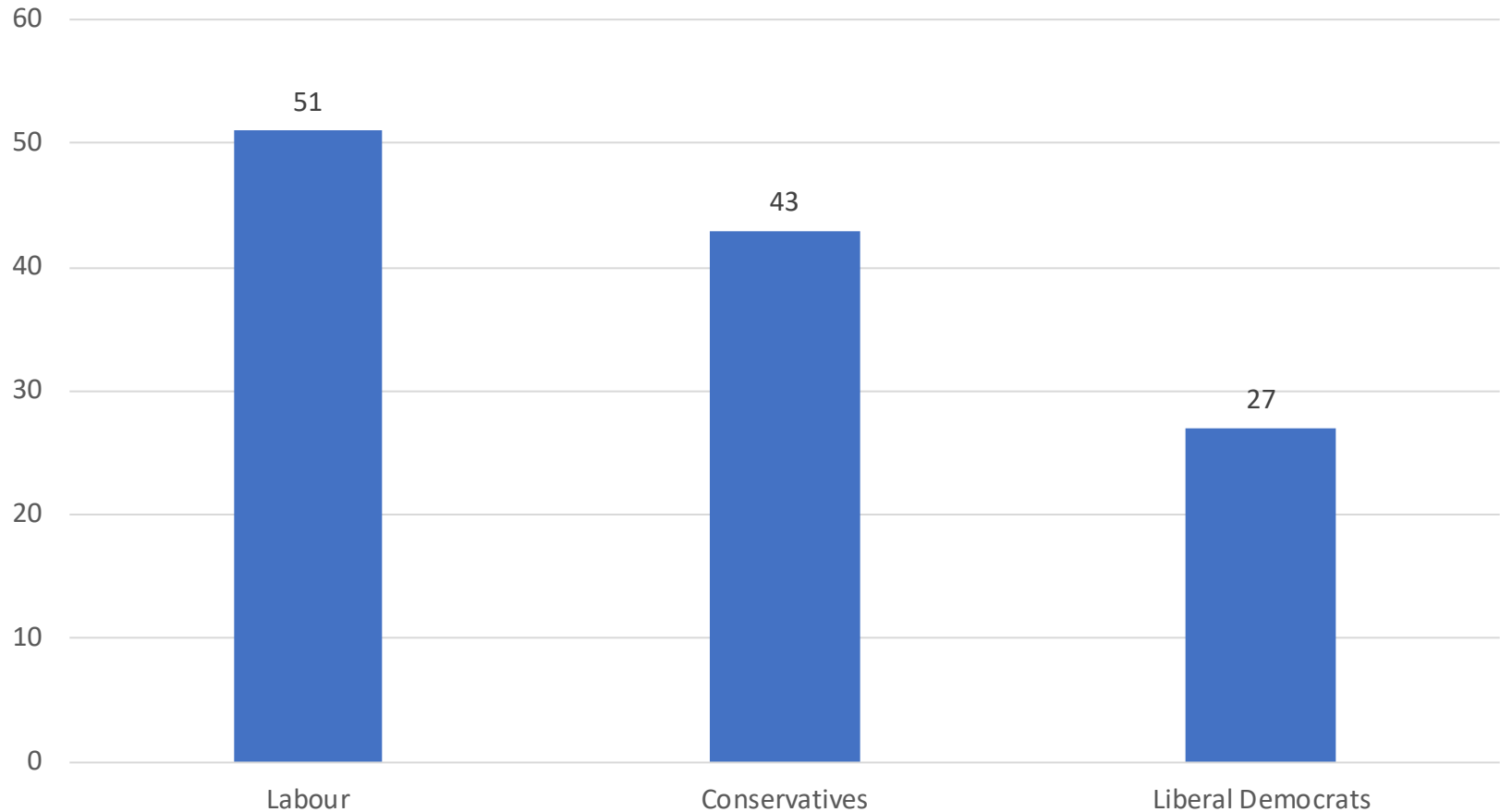


Is it a Lib Dem Policy?



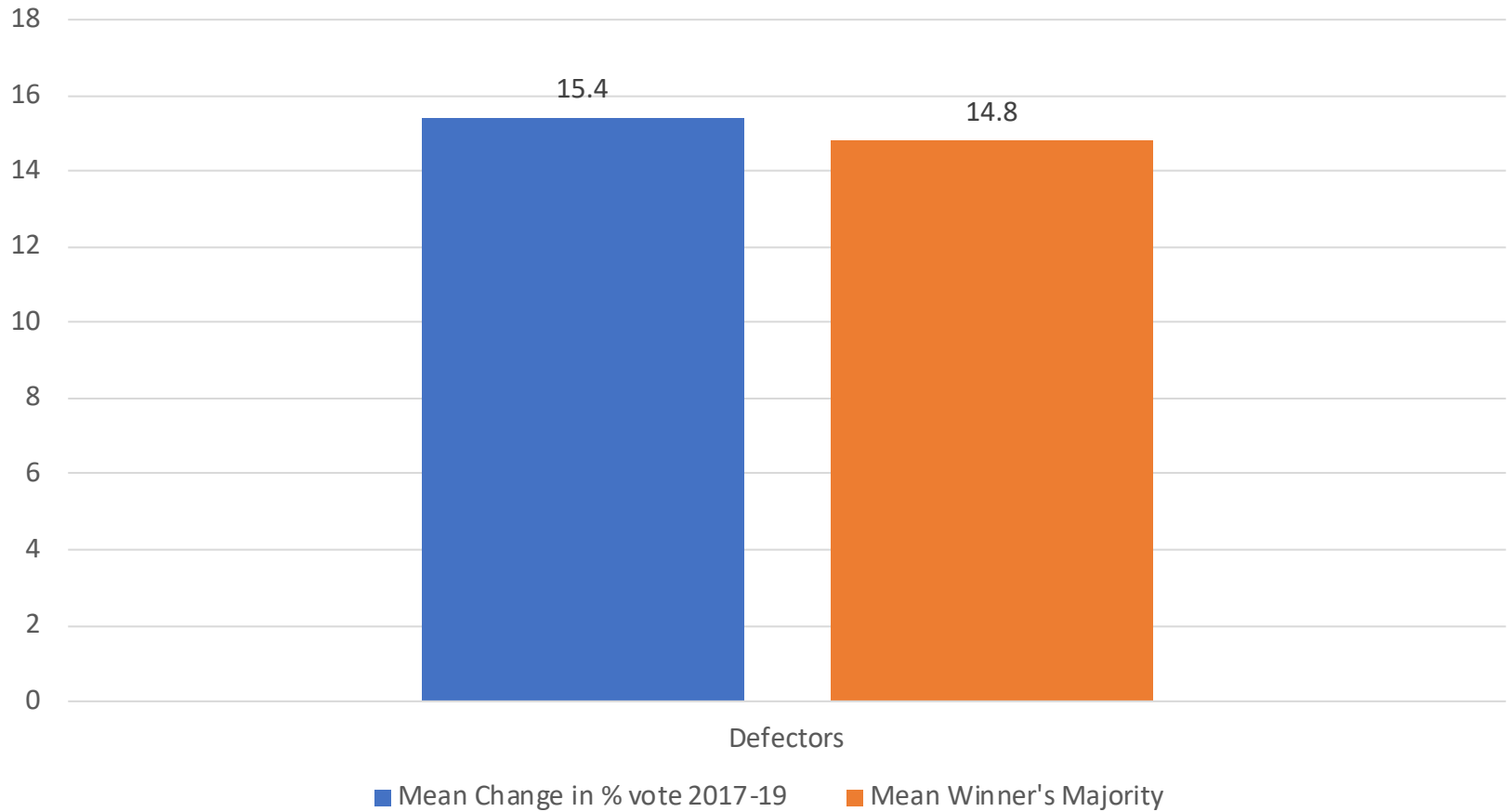
Source: Lord Ashcroft Polls 28.11-2.12.19

Average Policy Recognition

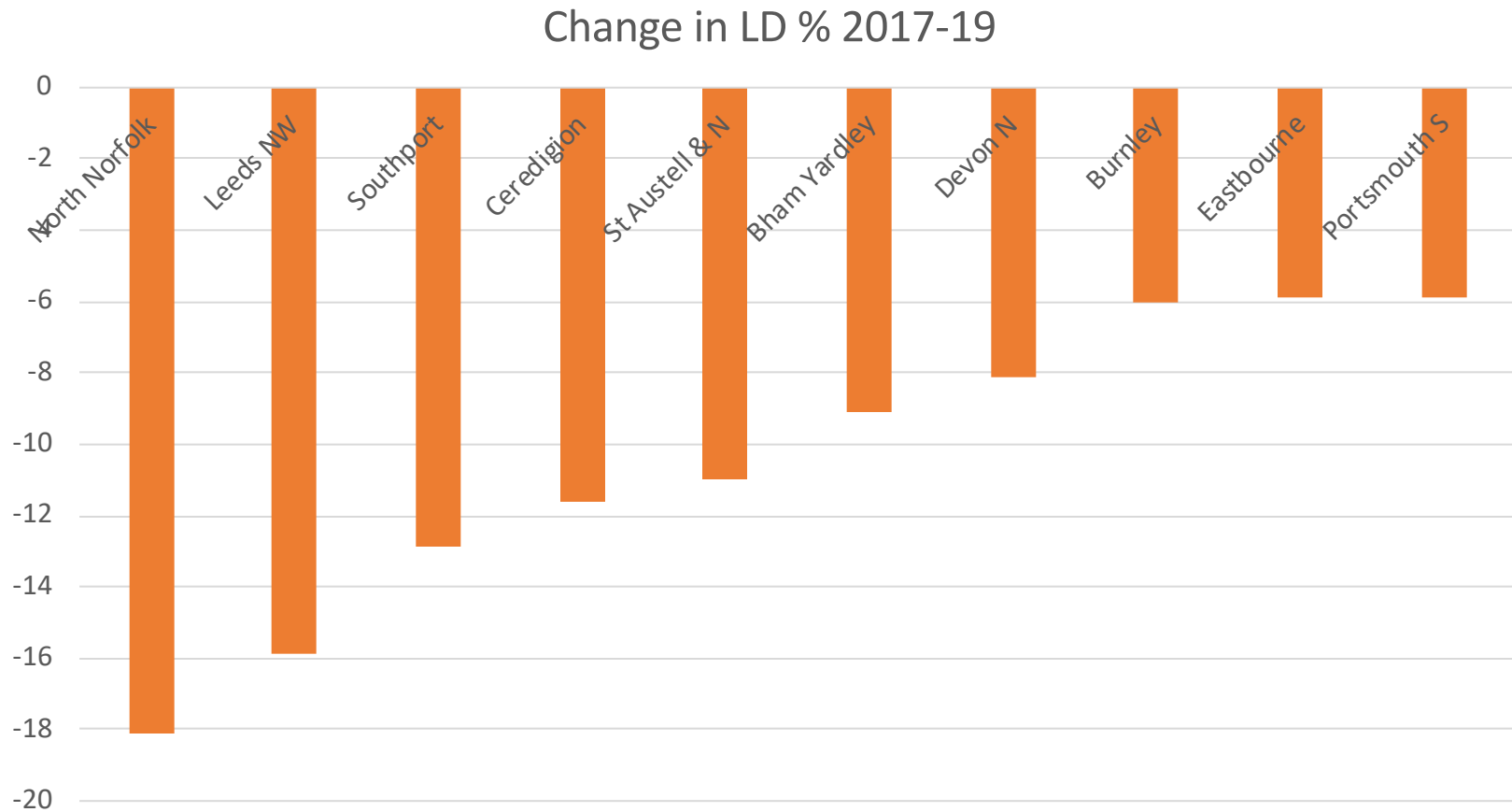


Source: Lord Ashcroft Polls 28.11-2.12.19

How Defectors Fared

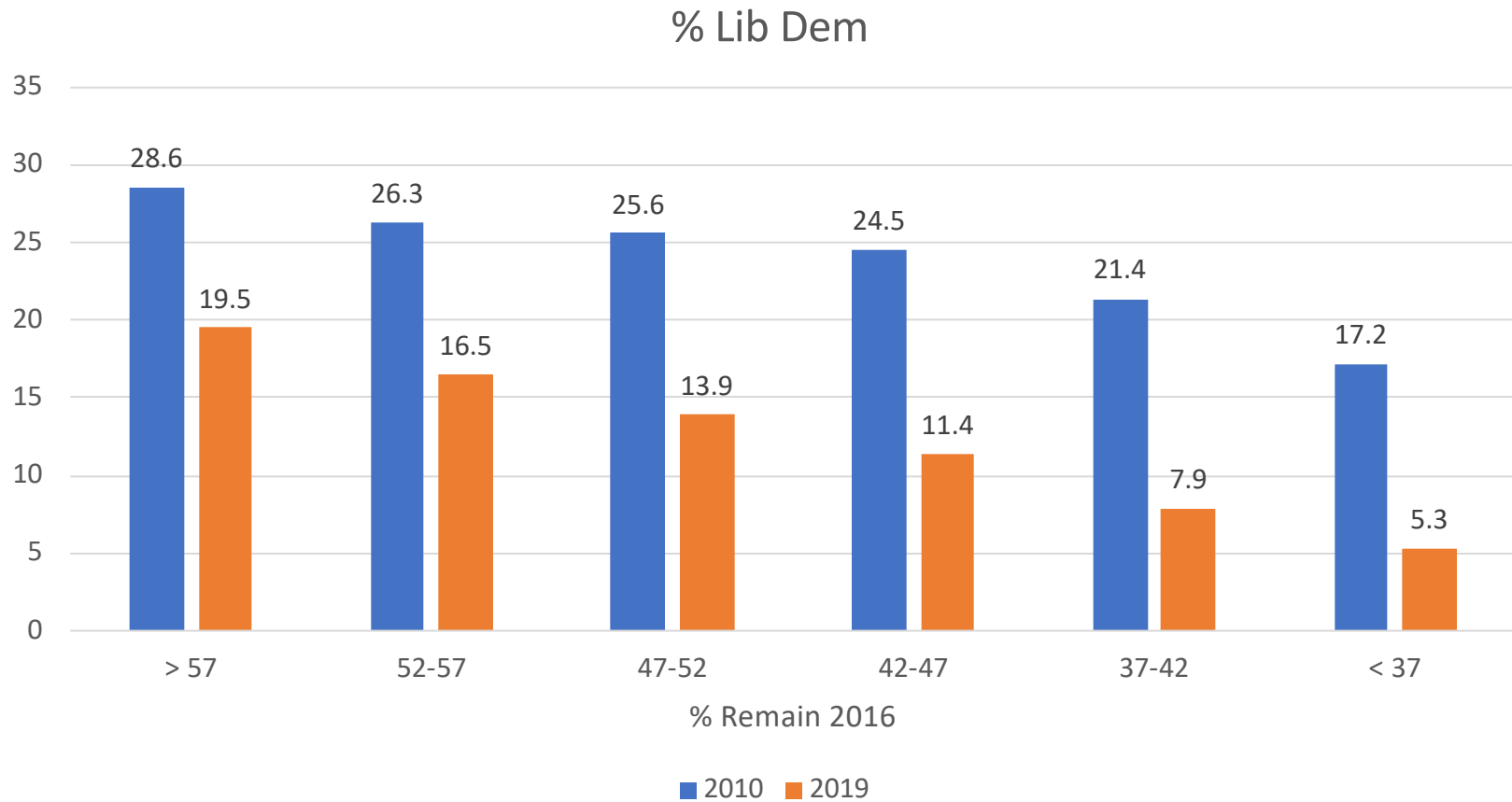


The Bottom 10



Average Remain vote in these seats was 46%.

A Steeper Slope



Seats in England & Wales only

Reviewing The Review

- Calling the election was a very big gamble
- The Revoke policy was ineffective rather than a vote loser
- Swinson proved no more convincing than Corbyn
- The party did fail to get its broader platform across – but such a platform unlikely to win over Leavers
- New constituency hopes were not fulfilled – but many an old flame died too. The party's electoral base has been changed by Brexit.