

Finding the Lib Dem Core Vote

The Insight Team at LDHQ have been looking at ways of better identifying future Lib Dem voters to build our core vote in your area.

Polling firm *Populus* have identified three questions to help with this process. They can be used to allocate a voter into a high priority group who are disproportionately likely to be part of our future “core” vote.

Where can I find the allocation questions?

The questions are already in Connect. They can be added to scripts if you wish, but will be most effective in surveys.

How do I use the allocation questions?

We suggest using them in surveys because the results will be better if we all stick to the same wording, and we get answers to all three questions for as many voters as possible.

When you next print a paper survey or run a survey online, add the three questions into the section on politics and voting.

Do these replace regular voting intention questions?

No. It will still be useful for you to find out who people intend to vote for next time. However, you may wish to replace some of the other party questions we sometimes ask with our new allocation questions, particularly in places where we don't currently have much data.

Cycle & Type	Name	Question Text	Responses
2020 Party	LD Views & Beliefs	To what extent do you agree or disagree with: The Liberal Democrats represent my general view of the world and my political beliefs?	Strongly Agree, Agree, Neither, Disagree, Strongly Disagree
2020 Party	LD Strong & Popular	To what extent do you agree or disagree with: I would be happy to see a strong and popular Liberal Democrats?	Strongly Agree, Agree, Neither, Disagree, Strongly Disagree
2020 Party	LD Share my Values	To what extent do you agree or disagree with: The Liberal Democrats share my values?	Strongly Agree, Agree, Neither, Disagree, Strongly Disagree

How this will help you...

In the short term these questions will apply Lib Dem party points for the responses of: “Strongly Agree” and “Agree” and will therefore feed into Canvass Analysis and the various target pools.

However, once we have enough data for all three questions, we will be able to use them for future data modelling projects.

We will compare the responses that you enter with lots of demographic information to calculate the likelihood of voters that we haven't spoken to being part of our future core vote.

The more data you collect, the more accurate this modelled data will be for your area, so it is in your interests to collect as much of it as possible.