



BMG EU Referendum Research

31/03/16

On behalf of:



Fieldwork Dates

24th-29th March 2016

Data Collection Method

The fieldwork was conducted online. Invitations to participate were sent to members of online panels. Non-response from different demographic groups was taken into account during the fieldwork phase and in the post-fieldwork adjustments.

Sample

All residents aged 18+ in Great Britain. The sample size is 1518 respondents.

Weighting

Results were weighted to reflect the profile of all GB adults aged 18 and above. Targets were Age, Sex, Government Office Region (GOR), Indices of Multiple Deprivation (IMD) and the 2015 General Election results. All targets are based on Official Statistics from the ONS that are awarded National Statistics status and the General Elections results are taken from the Elections Centre at Plymouth University.

EU Referendum Voting Intention Adjustments

The EU Referendum voting intention results are presented over 6 tables and do not factor in self-reported likelihood to vote. Short descriptions of the EU Referendum voting intention adjustments is described below but for more information please visit the BMG website.

Table 1 – EU referendum voting intention figure full base, with base weights applied.

Table 2 – This is a valid table of the previous (Table 1) i.e. don't knows and prefer not to say removed. EU referendum voting intention table (i.e. excluding don't knows), with base weights applied.

Table 3 – EU referendum leaning/squeeze question asked to those who respond don't know or prefer not to say to the main question.

Table 4 – This is a valid table of the previous table (Table 3) i.e. don't knows and prefer not to say removed.

Table 5 – Main EU referendum question with 'leaners' added in at a factor of 0.5. This table is the final published EU Referendum voting intention figure.

Table 6 – This is a valid table of the previous (Table 5) i.e. don't knows and prefer not to say removed.

Margin of Error

As a sample of the population was interviewed, the results are subject to a margin of error around various estimates. This means that, given the random nature of the sampling process, we can be confident that the actual result lies somewhere within the margin of error. For example, where 50% of a given population (the worst case scenario) responded in a particular way, with a sample of 1,500 we can be 95% certain that the actual value will fall 2.5% either side of the result. However, where 90% of a given population responded in a particular way, with a sample of 1,500 we can be 95% certain that the actual value will fall 1.5% of the estimate. Users should note that subsamples within cross-breaks will be subject to a higher margin of error, so any conclusions drawn should be treated with caution.

Questions & Presentation

All results are shown in full below, in order, and using the wording that was put to respondents. For questions where the list of responses is names of parties, names or statements, these will typically have been displayed to respondents in a random order, but be ordered in the attached tables. Questions typically not shown in a random order are those where there is a natural or accepted order to maintain i.e. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10, or questions that have a factual, rather than opinion-related answer, such as key demographic information. Responses such as “Other”, “Don't know” and “Refused” are not usually randomised.

Data were collected, analysed and weighted by BMG Research.

BMG Research is a member of the British Polling Council (BPC) and abides by its rules.

Contact Us

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