



## BMG Polling Results

18/04/16

On behalf of:



## **Fieldwork Dates**

11<sup>th</sup> – 15<sup>th</sup> April 2016

## **Data Collection Method**

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 post-fieldwork adjustments.

## **Sample**

All residents aged 16+ in Scotland. The sample size is 1,013 respondents.

## **Weighting**

Results were weighted to reflect the profile of people aged 16+, in Scotland. Targets were Age/Sex, Scottish Parliamentary Region, Indices of Multiple Deprivation (IMD), the 2014 Independence Referendum Results and the 2015 General Election results. All targets are based on Official Statistics from the ONS that are awarded National Statistics status, as well as official election results from the Elections Centre based at Plymouth University.

## **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 is a Company Partner of the Market Research Society (MRS), member of the British Polling Council (BPC) and abides by their rules.

### **Contact Us**

For further information, for a bespoke poll or to place your questions on our next omnibus, please contact us at:

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