



BMG/Herald Poll

16/06/16



Fieldwork Dates

10th – 15th June 2016

Data Collection Method

Fieldwork was conducted by telephone. Telephone data (including mobiles) was randomly sampled and matched against external databases to check representativeness before calling. Non-response from different demographic groups was taken into account in the post-fieldwork adjustments.

Sample

All residents aged 18+ in the United Kingdom. The sample size is 1064 respondents.

Weighting

Results were weighted to reflect the profile of adults 18+ in the UK. Targets used 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 or from the Elections Centre 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 1,000 we can be 95% certain that the actual value will fall 3.1% either side of the result. However, where 90% of a given population responded in a particular way, with a sample of 1,000 we can be 95% certain that the actual value will fall 1.9% 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, or to place your questions on our next omnibus, please contact:

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