



Public Opinion Poll

01/11/16



Fieldwork Dates

19th – 24th October 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 United Kingdom. The sample size is 1,546 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), 2015 General Election results and the 2016 EU Referendum 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.

Westminster Voting Intention Adjustments

Westminster voting intention results are presented over 9 sets of tables, with table 9 being the final published voting intention figure. A short description of the voting intention methodology is described below, but for more information please consult the BMG website.

Table 1 – Likelihood to vote question with base weights

Table 2 – Voting intention question at full base with base weights only

Table 3 – Voting intention lean question asked to those who don't know or prefer not to say with base weights only

Table 4 – Voting intention question with base weights and likelihood to vote factors applied and re-based (Definitely vote = 1.0, Probably vote = 0.5, Roughly 50/50 = 0.25, Probably won't & Definitely won't are removed)

Table 5 – Applies a 0.2 factor to all those who did not vote at the General Election in 2015

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

Table 7 – Now those who were asked the *leaning/squeeze* question are added back in at a factor dependent on their age category (18-34 = 0.1, 35-44 = 0.2, 45-54 = 0.5, 55-64 = 0.8, 65+ = 0.9)

Table 8 - Now those who left who have not supplied a voting intention response, nor a leaning response, but who did vote in the 2015 General Election are added back in at a factor dependent on their age category (18-34 = 0.1, 35-44 = 0.2, 45-54 = 0.5, 55-64 = 0.8, 65+ = 0.9)

Table 9 – This is a valid table of the previous (*Table 8*) i.e. don't knows at prefer not to say removed. This table is the final published Westminster voting intention figure for Great Britain.

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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