

BMG Poll

01/07/16

On behalf of:

London
Evening
Standard

Fieldwork Dates

29th-30th June 2016

Data Collection Method

Re-contact survey conducted by telephone. Telephone data (including mobiles) for original fieldwork was randomly sampled. Respondents from previous surveys conducted on Referendum Day, were re-contacted and results were matched against both previous responses and external databases to check representativeness before and after calling. Non-response from different demographic groups was taken into account in the post-fieldwork adjustments.

Sample

All residents aged 18+ in United Kingdom. The sample size is 1017 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), the EU Referendum and the 2015 General Election results. All targets are based on Official Statistics from the ONS that are awarded National Statistics status and the EU Referendum and General Elections results are taken 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 1,500 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

For further information please contact us at:

polling@bmgresearch.co.uk

0121 333 6006