

ICM Poll for BBC Wales

Fieldwork dates: 8th-25th February 2018

Interview Method: Telephone.

Population effectively sampled: All adults aged 18+ in Wales



Sampling Method, RDD: A random sample of telephone numbers was drawn from the entire BT database of domestic telephone numbers in Wales. Each number so selected had its last digit randomised so as to provide a sample including both listed and unlisted numbers.

Sampling Method, Mobile RDD: A random sample of mobile telephone numbers was generated in proportion to network provider market share. As with the landline process, seed telephone numbers are used to create the mobile RDD sample by randomising the last N digits of the seed number.

Sample size: 1,001

Data weighting: Data were weighted to the profile of all Wales adults aged 18+ (including non telephone owning households). Data were weighted by sex, age, and region. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 36,000 random face-to-face interviews conducted annually.

Voting Intention: In order to generate our published vote intention figures, further weighting schemes were overlaid as follows. We repeated this process three times – one each for Westminster general election, Welsh Assembly constituency ballot and once for Welsh Assembly regional ballot.

Weighting by past votes – online

The sample were fully weighted to the previous election result, with provision made for Did Not Vote, Refusal and Don't know.

Weighting for turnout

We have returned to the simple 10-point turnout scale, applying a factor to each score given out of 10, halved if the respondent did not vote in the previous election.

Voting intentions derivation: Respondents are asked how likely it is that they would be to go and vote in a new election of that type. Those who say they will vote are asked to say which party they would support in a new election of that type.

Respondents are then asked whether they voted in the previous election of that type and which party they voted for in that election. The vote figures shown in the tables are calculated after ICM has excluded those who are not registered, say they will not vote, refuse to answer the question or don't know who they would vote for (but see below).

Adjustment process 1: 'Partial Refuser' Reallocation

A.) 75% of the previous election's Conservative, Labour and Liberal Democrat voters who refuse to answer the vote intention question or say they don't know, are added back to the party they voted for in the previous election.

B.) 25% of the previous election's voters for all other parties who refuse to answer the vote intention question or say they don't know, are added back to the party they voted for in the previous election.

Adjustment process 2: 'Total Refuser' Reallocation

'Total refusers' are people who refuse/DK their future vote intention AND also refuse/DK who they voted for in the previous election of that type. Our new adjustment reallocates some Total Refusers back into the poll sample. This is achieved in the following way:

1. The number of Total Refusers on any poll is multiplied by the proportion of Partial Refusers who were (already) re-allocated in Adjustment Process 1. (For example, if 60% of Partial Refusers were added back, then 60% of Total Refusals will be added back).
2. Total Refusers are then multiplied by each party's share of reallocated Partial Refusers. (For example, if 40% of already allocated Partial Refusals were 2017 Conservative voters, then 40% of remaining Total Refusals will be reallocated to the Conservatives).

Questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published .

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