



**ICM  
UNLIMITED**



**St David's Day Poll 2021**

**Conducted by ICM for BBC Wales**

**Methodology note**



**Fieldwork dates:** 28 January - 21 February 2021

**Interview method:** Telephone

**Population effectively sampled:** All adults aged 16+ 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 16+ (including non-telephone owning households). Data were weighted by sex, age, working status and region.

**Voting intention:** In order to generate our published vote intention figures, further weighting schemes were overlaid as follows. We repeated this process twice – once for the Welsh Assembly constituency ballot and once for the Welsh Assembly regional ballot.

**Weighting by past votes:** The sample was weighted to the previous Welsh Assembly election results. Those respondents who say that they did not vote, don't know who they voted for, or who prefer not to say are given a neutral weight (i.e. they are neither down-weighted nor up-weighted).

**Weighting for turnout:** We also apply a turnout factor to respondents based on their stated likelihood to vote. Respondents are asked how likely they would be to vote in a Welsh Assembly election if it were to be held tomorrow. Based on the score they give on a scale of zero ('certain I would not vote') to ten ('absolutely certain I would vote'), they are given a corresponding turnout factor (see table below), which is halved if they did not vote in the 2016 Welsh Assembly election.

<b>Respondents who answer...</b>	<b>Turnout factor</b>
0 – Certain I would not vote	0 (i.e. not included)
1	0.1
2	0.2
3	0.3
4	0.4
5	0.5
6	0.6
7	0.7
8	0.8
9	0.9
10 – Absolutely certain I would vote	1.0
I am not eligible to vote	0 (i.e. not included)

**Voting intention:** Respondents are asked how likely it is that they would vote in a new Welsh Assembly election (as described above). Those who are eligible to vote and give a score of at least one on the turnout scale are asked which party they would vote for at both the constituency ballot and regional ballot if there were a Welsh Assembly election held tomorrow. Respondents are then asked which party, if any, they voted for in constituency and regional ballots in the 2016 Welsh Assembly election.

ICM's voting intention figures are calculated after we have excluded those who say they don't know how they would vote or prefer not to say. Those who say they are certain not to vote or are not eligible to vote are also excluded.

**Questions:** The data tables show each question, in full, in the order they were put to respondents. All response codes and the weighted and unweighted bases are also shown.

**British Polling Council:** ICM is a member of the British Polling Council and abides by its rules.

**ISO:** All research undertaken in accordance with ISO 20252 and ISO 27001, the international standards for market research and information data security.