

**2016**

**Post-EU Referendum Survey  
Technical Summary**

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**Prepared for: The Electoral Commission**

**Prepared by: BMG Research**

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# 2016 Post-EU Referendum Survey – Technical Summary

**Prepared for: The Electoral Commission**

**Prepared by: Dr Michael Turner – Research Director & Lauren Harris – Research Executive**

**Date: July 2016**

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# 1 Technical Summary

## Background

On 23<sup>rd</sup> June 2016 a referendum was held on whether the United Kingdom should leave or remain a member of the European Union.

To be eligible to vote, people needed to be aged 18 or over and fall into one of the following groups:

- A British or Irish citizen living in the UK
- A Commonwealth citizen living in the UK who has leave to remain in the UK or who does not require leave to remain in the UK
- A British citizen living overseas who has been registered to vote in the UK in the last 15 years
- An Irish citizen living overseas who was born in Northern Ireland and who has been registered to vote in Northern Ireland in the last 15 years

As part of the Electoral Commission's mandate to report on the administration of elections and referendums, it commissioned BMG Research to undertake interviews with a sample that included both voters and non-voters, with the balance between the two falling out naturally. This was in order to understand the behaviours, motivations and attitudes of both voters and non-voters toward the referendum that took place.

Turnout for the 23<sup>rd</sup> June referendum was higher than at the previous General Election, with 72.2% of the eligible electorate casting their vote. Turnout at the previous General Election in 2015 was 66.1%.

## Sample Profile

This report is based on interviews with voters and non-voters across the United Kingdom.

All interviews were conducted between 24<sup>th</sup> June and 14<sup>th</sup> July 2016.

A total of 3,533 interviews were conducted by telephone using a random selection sampling approach. 1,880 interviews were completed with landline telephone numbers and 1,653 interviews with mobile phone numbers.

In any post-election survey, BMG seeks to interview a reasonably balanced sample across a variety of key indicators, but like previous post-election/referendum polls, it is quite typical for there to be disproportionately more voters and fewer non-voters in the final sample than the official figures report. This is because voters tend to be more receptive to post-election/referendum opinion polls and it is probably regarded as more socially desirable to have participated in a civic event. The following numbers of interviews were conducted with voters and non-voters:

- Voters: 3117 - 88% of the total
- Non-voters: 407 - 12% of total

The Commission also requested that boosts were applied to the devolved nations in order to better assess the key differences within these areas. The number of surveys completed by each nation is as follows:

- England - 1,526
- Scotland – 753
- Wales – 751
- Northern Ireland – 503

Among those who reported that they voted in the referendum, 48% claim to have voted 'Remain' and 35% claim to have voted 'Leave'.

Even taking into account the 16% who said that they would 'prefer not to say' or 'don't know', the final result does not reflect the actual result of the referendum, in which 48% voted 'Remain' and 52% voted 'Leave'. However, a similar effect was seen in many previous final pre and post-referendum polls, all of which systematically under-represented the share of the 'Leave' vote compared to the actual referendum results, in the case of the Scottish referendum in 2014 underestimated the 'No' vote.

This is a clear indication that, in the immediate period after the referendum, there may have been a social desirability bias that caused 'Leave' voters to be more reluctant to admit how they voted.

### Post-fieldwork Adjustments

At the analysis stage, data was weighted to match the known demographic profile of each of the respective nations. The profile of the contacted sample was designed to match that of the eligible population by key demographics such as age, gender, socioeconomic grade and Government Office Region (GOR).

Data are weighted to match the profile of UK regions. Iterative weighting was applied to match the sample breakdown within each GOR to the known 18+ population by gender, age (2014 estimates) and ethnicity (census breakdown).

Additionally, within Wales and Scotland, demographic weighting was applied at a sub-regional level to reflect the wide disparity in linguistic and population density statistics across both of these countries. The sub-regions used are former NUTS areas, and are detailed in the individual reports for each country.

Northern Ireland was treated as a single entity. A multiplier was then attached to the demographically-weighted data for each GOR/sub-region to reflect their relative contribution to the population.

A profile of the unweighted sample is provided in the appendices of this report.

### Sampling Tolerances

As a sample and not the entire population have been interviewed, all results are subject to sampling tolerances, which mean that not all differences are statistically significant.

We can, however, predict the variation between the sample results and the ‘true’ values (if everyone in the population had been interviewed) from knowledge of the size of the samples on which the results are based and the number of times answers are given. The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 times out of 100 that the ‘true’ value will fall within a specified range.

The table below illustrates the predicted ranges for different sample sizes and the percentage results at the 95% confidence level.

Sample size	Sampling Tolerances Applicable to		
	% at OR near		
	10% OR 90%	30% OR 70%	50% + / -
<b>100</b>	5.9%	9.0%	<b>9.8%</b>
<b>500</b>	2.6%	4.0%	<b>4.4%</b>
<b>1000</b>	1.9%	2.8%	<b>3.1%</b>
<b>2,500</b>	1.2%	1.8%	<b>2.0%</b>
<b>3,500</b>	<b>1.0%</b>	<b>1.5%</b>	<b>1.7%</b>

For example, with a sample size of 3,500 interviews where 50% (the worst case scenario as far as tolerances are concerned) give a particular answer, we can be 95% certain that the ‘true’ value will fall within the range of 1.7% from the sample result.

When results are compared between separate sub-groups within the overall sample, for instance between England and Scotland or between Men and Women, different results may be obtained.

The difference may be ‘real’ or it may occur by chance because a sample rather than the entire population has been interviewed. To test if the difference is a real one, i.e. if it is ‘statistically significant’, we again have to know the size of the samples, the % giving a certain answer and the degree of confidence chosen. If we assume the 95% confidence level again, the differences between the results of two separate groups must be greater than the values given in the table below:

Sample sizes to be compared	Differences Required to be Statistically Significant at OR near		
	10% OR 90%	30% OR 70%	50% + / -
<b>100 and 100</b>	8.3%	12.7%	13.9
<b>200 and 200</b>	5.9%	8.9%	9.8%
<b>500 and 500</b>	3.7%	5.7%	6.2%
<b>1000 and 1000</b>	<b>2.6%</b>	<b>4.0%</b>	<b>4.4%</b>

## Socioeconomic Grade Classification

Grade	Description
<b>A.</b>	Professionals such as doctors, solicitors or dentists, chartered people like architects; fully qualified people with a large degree of responsibility such as senior civil servants, senior business executives and high ranking grades within the armed forces. Retired people, previously grade A, and their widows.
<b>B.</b>	People with very senior jobs such as university lecturers, heads of local government departments, middle management in business organizations, bank managers, police inspectors, and upper grades in the armed forces.
<b>C1.</b>	All others who complete non-manual jobs, including nurses, technicians, pharmacists, salesmen, publicans, clerical workers, police sergeants and middle ranks of the armed forces.
<b>C2.</b>	Skilled manual workers, foremen, manual workers with special qualifications such as lorry drivers, security officers and lower grades of the armed forces.

D.	Semi-skilled and unskilled manual workers, including labourers and those serving apprenticeships. Machine minders, farm labourers, lab assistants and postmen.
E.	Those on the lowest levels of subsistence including all those dependent upon the state long-term. Casual workers and those without a regular income.

### Reporting Style

Where results do not sum to 100%, this may be due to the question allowing multiple responses, or in the case of single response questions, summing proportions which have been rounded to zero decimal places.

Results are based on all respondents unless otherwise stated. Base sizes for filtered questions are indicated in parentheses.

### Standards & Accreditation

BMG Research is a company partner of the Market Research Society (MRS) and a member of the British Polling Council (BPC), abiding by their rules.

BMG complies with the International Standard for Quality Management Systems requirements (ISO 9001) and the International Standard for Market, Opinion and Social Research service requirements (ISO 20252) and The International Standard for Information Security Management ISO 27001.

## 2 Sample Profile

Demographics	Unweighted sample (%)	Weighted sample (%)
<b>Male</b>	49.1	48.7
<b>Female</b>	50.9	51.3
<b>Age</b>		
<b>18-24</b>	5.4	11.6
<b>25-34</b>	11.0	17.2
<b>35-44</b>	14.7	16.5
<b>45-54</b>	20.4	17.9
<b>55-64</b>	21.1	14.4
<b>65+</b>	27.5	22.4
<b>Tenure</b>		
<b>Own outright</b>	37.7	30.7
<b>Own with mortgage</b>	32.4	35.4
<b>Council Rent</b>	12.0	12.0
<b>Private rent/other</b>	14.7	18.6
<b>Refused</b>	3.2	3.3
<b>Employment Status</b>		
<b>Full time</b>	43.3	47.6
<b>Part time</b>	12.6	13.4
<b>Not working but seeking work/temporarily unemployed</b>	3.6	3.5
<b>Not working/not seeking work</b>	5.4	5.0
<b>Retired</b>	30.5	23.2
<b>Student</b>	2.8	5.4
<b>Refused</b>	1.9	1.9
<b>Socioeconomic Grade</b>		
<b>A</b>	11.0	11.3

<b>B</b>	14.4	14.4
<b>C1</b>	12.6	14.2
<b>C2</b>	14.2	15.3
<b>D</b>	5.7	5.8
<b>E</b>	28.4	23.7
<b>Refuse/Don't know</b>	13.7	15.3
<b>Ethnicity</b>		
<b>White</b>	89.8	85.6
<b>Mixed</b>	1.4	2.0
<b>Asian or Asian British</b>	3.5	6.2
<b>Black or Black British</b>	2.1	3.0
<b>Chinese or other ethnic group</b>	0.3	0.4
<b>Other</b>	0.6	0.6
<b>Refused</b>	2.3	2.2
<b>Disability</b>		
<b>Disability (yes)</b>	15.8	13.4
<b>Disability (no)</b>	83.0	85.6
<b>PNTS</b>	1.2	1.0
<b>Religion (GB)</b>		
<b>Protestant</b>	27.3	22.0
<b>Catholic</b>	13.5	14.0
<b>Muslim</b>	2.3	3.5
<b>Sikh</b>	0.4	0.7
<b>Buddhist</b>	0.3	0.3
<b>Hinduism</b>	0.7	1.0
<b>Judaism</b>	0.4	0.4
<b>Other</b>	17.6	17.8
<b>Not religious</b>	34.1	37.0
<b>Refuse</b>	3.5	3.2
<b>Religion (NI)</b>		
<b>Roman Catholic</b>	35.6	36.2
<b>Presbyterian Church in Ireland</b>	12.1	11.9

<b>Church of Ireland</b>	10.1	9.6
<b>Methodist Church in Ireland</b>	2.2	1.9
<b>Other Protestant</b>	14.7	14.6
<b>Other</b>	4.6	4.7
<b>No religion</b>	13.3	14.0
<b>Don't Know</b>	0.4	0.4
<b>Refused</b>	7.0	6.7
<b>Political Views (NI)</b>		
<b>Republican</b>	7.8	7.7
<b>Nationalist</b>	15.5	15.0
<b>Unionist</b>	29.0	28.4
<b>Loyalist</b>	4.0	4.2
<b>Other</b>	13.1	12.6
<b>None</b>	21.7	23.4
<b>Don't Know</b>	1.2	1.4
<b>Refused</b>	7.8	7.3
<b>Nation</b>		
<b>England</b>	43.2	83.9
<b>Northern Ireland</b>	14.2	2.8
<b>Scotland</b>	21.3	8.5
<b>Wales</b>	21.3	4.8
<b>Government Office Region</b>		
<b>East Midlands</b>	4.1	7.2
<b>East of England</b>	5.2	9.3
<b>London</b>	7.9	13.0
<b>North East</b>	2.2	4.1
<b>North West</b>	5.8	11.0
<b>South East</b>	5.2	13.7
<b>South West</b>	4.2	8.5
<b>West Midlands</b>	4.8	8.8
<b>Yorkshire and the Humber</b>	3.8	8.3
<b>Wales</b>	21.3	4.8
<b>Scotland</b>	21.3	8.5

<b>Northern Ireland</b>	14.2	2.8
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### 3 Script – Post EU Referendum Poll

#### **Introduction**

**Hello, my name is [INTERVIEWER NAME] I'm calling on behalf of the Electoral Commission from BMG Research.**

**I'm calling to carry out an important survey on electoral registration and voting. All of your responses will be treated in the strictest of confidence.**

**Can I ask you some questions please?**

**Optional Further info 1:** The survey takes just 15 minutes and will help to improve the process of electoral registration and voting for everyone. We would like to get your views on the registration and voting process.

**Optional Further info 2:** Even if you didn't vote on the 23<sup>rd</sup> June, we would still like to find out your opinions.

**Optional Further info 3:** Even if you are not registered, we would still value your input.

**Optional Further info 4:** Your responses are treated in confidence as we comply with the Market Research Society code of conduct.

#### **NOTE – if challenged please leave contact details for:**

- **Dr Michael Turner, Research Director at BMG Research 0121 333 6006**

**OPTIONAL:** If you want to check that BMG Research is a genuine market research agency you can do so by calling the MRS freephone number – 0500 396 999 (during office hours only). Alternatively you can visit [www.mrs.org.uk](http://www.mrs.org.uk)

**If not convenient, please arrange time AND day for call back.**

**CONFIRM1**

Could I just quickly confirm that your name is [RESPONDENT NAME HERE]?

1. Yes
2. No (*Please Specify*)

**SCREEN1**

What was your age on June 23<sup>rd</sup> 2016?

[INSERT NUMBER HERE]

Under 18 – Screen out

98. Refuse – Screen out

**SCREEN2**

From which country or countries do you have or are you eligible to hold a passport?

**INTERVIEWER NOTE: IF RESPONDENT DOESN'T UNDERSTAND QUESTION, ASK ARE YOU A UK NATIONAL OR ARE YOU A CITIZEN ELSEWHERE?]**

United Kingdom (including Northern Ireland)	1
Republic of Ireland	2
Commonwealth countries	
Antigua and Barbuda	3
Australia	4
The Bahamas	5
Bangladesh	6
Barbados	7
Belize	8
Botswana	9
Brunei Darussalam	10
Cameroon	11
Canada	12
Cyprus* (citizens of Cyprus and Malta are eligible to be registered to vote in all elections held in the UK.)	13
Dominica	14
Fiji Islands** ( Citizens of Fiji and Zimbabwe retain their voting rights despite the countries having been suspended from the Commonwealth.)	15
The Gambia	16
Ghana	17

Grenada	18
Guyana	19
India	20
Jamaica	21
Kenya	22
Kiribati	23
Lesotho	24
Malawi	25
Malaysia	26
Maldives	27
Malta* (citizens of Cyprus and Malta are eligible to be registered to vote in all elections held in the UK.)	28
Mauritius	29
Mozambique	30
Namibia	31
Nauru	32
New Zealand	33
Nigeria	34
Pakistan	35
Papua New Guinea	36
Rwanda	37
St Kitts & Nevis	38
St Lucia	39
St Vincent & The Grenadines	40
Samoa	41
Seychelles	42
Sierra Leone	43
Singapore	44
Solomon Islands	45
South Africa	46
Sri Lanka	47
Swaziland	48
Tonga	49
Trinidad & Tobago	50
Tuvalu	51
Uganda	52

United Republic of Tanzania	53
Vanuatu	54
Zambia	55
Zimbabwe* (Citizens of Fiji and Zimbabwe retain their voting rights despite the countries having been suspended from the Commonwealth.)	56
British Overseas Territories	
Anguilla	57
Bermuda	58
British Antarctic Territory	59
British Indian Ocean Territory	60
British Virgin Islands	61
Cayman Islands	62
Falkland Islands	63
Gibraltar	64
Montserrat	65
Pitcairn Island	66
St Helena and dependencies (Ascension Island and Tristan da Cunha)	67
South Georgia and the South Sandwich Islands	68
Sovereign base areas on Cyprus	69
Turks and Caicos Islands	70
British Crown Dependencies	
Isle of Man	71
The Channel Islands – Jersey, Guernsey, Sark, Alderney, Herm and other inhabited Channel Islands	72
Other	73 SCREEN OUT
Don't Know	74 SCREEN OUT
None Listed	75 SCREEN OUT
Refused	76 SCREEN OUT

**SCREEN2A****ASK IF NOT CODE 1 AT SCREEN2**

Are you currently resident in the UK?

**Interviewer note: living in the UK, not just visiting.**

Yes	1	Continue
No	2	Screen Out
Don't know	97	Screen Out
Refused	98	Screen Out

**SCREEN3**

**ASK ALL**

Including yourself, how many people live in your household?

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. 10+
11. Refused – SCREENOUT

**INTERVIEWER NOTES: DO NOT READ OUT DON'T KNOW'S**

<b>Registration, turnout and voting</b>	
<b>1.</b>	<p>⇒ <b>ASK ALL</b></p> <p>As far as you know, is your name on the electoral register, that is the official list of people who can vote, either where you are living now or somewhere else?</p> <p>SINGLE CODE ONLY</p> <p>DO NOT READ OUT. IF RESPONDENT SAYS YES, INTERVIEWER TO ASK 'WHERE LIVING NOW OR AT ANOTHER ADDRESS?'</p> <ol style="list-style-type: none"> <li>1. Yes – where living now</li> <li>2. Yes – somewhere else / another address</li> <li>3. No</li> <li>97. Don't know (DO NOT READ OUT)</li> </ol>
<b>2.</b>	<p><b>ASK THOSE REGISTERED Q1/1,2</b></p> <p>Thinking back, can you remember when you registered to vote?</p>

	<p><b>INTERVIEWER PROMPT: the deadline was 7<sup>th</sup>-9<sup>th</sup> June 2016)</b></p> <p><b>READ OUT</b></p> <p>SINGLE CODE ONLY</p> <ol style="list-style-type: none"> <li>1. More than 6 months ago</li> <li>2. In the final few months before the deadline</li> <li>3. In the final few weeks before the deadline</li> <li>4. In the final few days before the deadline</li> <li>97.Can't remember/Don't Know</li> </ol> <p><b>Q2a</b></p> <p><b>ASK IF REGISTERED IN FINAL FEW DAYS Q2/3,4</b></p> <p>SINGLE CODE ONLY</p> <p><b>2a.</b> Did you apply to register to vote during the extended registration period (8<sup>th</sup>-9<sup>th</sup> June)?</p> <p><b>READ OUT</b></p> <ol style="list-style-type: none"> <li>1. No</li> <li>2. Yes</li> <li>3. Don't know/can't remember</li> </ol>
3.	<p>⇒ <b>ASK NOT REGISTERED ONLY Q1/3</b></p> <p>People have many reasons for not registering to vote. Why have you not registered to vote?</p> <p>MULTICODE</p> <p>DO NOT READ OUT.</p> <ol style="list-style-type: none"> <li>1. Just moved/Just about to move</li> <li>2. Don't see the point in registering/voting/don't want to vote</li> <li>3. Haven't got round to it</li> <li>4. More convenient/prefer to be registered at second home</li> <li>5. Not eligible for reason(s) other than age (e.g. nationality)</li> <li>6. I actively dislike politicians/politics and refuse to vote</li> <li>7. I didn't receive any forms</li> <li>8. Not eligible for reason(s) other than nationality</li> <li>9. Admin/clerical error</li> <li>10. Not bothered – uninterested in politics</li> <li>11. Don't know how to register to vote</li> <li>12. Lack of information on parties/politics</li> <li>13. I ran out time/too busy</li> <li>14. Health reasons/illness</li> <li>15. Politics makes no difference so no point</li> <li>16. I didn't know I had to/thought I could do it on the day</li> <li>17. Too difficult/complicated</li> </ol>

	<p>18. Removed from the register due to new system (e.g. received a letter telling me I needed to re-register)          19. Not eligible because of age          20. <b>NORTHERN IRELAND:</b> Because you cannot register to vote online          21. Because you cannot register to vote online</p> <p>95. Other...(PLEASE SPECIFY)          96. No answer          97. Don't know</p>
<p><b>4.</b></p>	<p>⇒ <b>ASK ALL REGISTERED Q1/1,2</b></p> <p>People have many reasons for registering to vote. Why did you decide to register to vote?</p> <p>MULTICODE</p> <p>DO NOT READ OUT.</p> <ol style="list-style-type: none"> <li>1. To have my say/opinion/have my voice/vote heard/count - no specified further</li> <li>2. Everyone should vote/it's important/I should vote</li> <li>3. It's my/your right to vote/my democratic right/a privilege</li> <li>4. I've always voted/been registered</li> <li>5. Wanted to vote - not specified further</li> <li>6. It's my/your responsibility/duty/civic/democratic duty to vote</li> <li>7. Can't complain about the government if we don't vote/you don't have an opinion if you don't vote</li> <li>8. To get the outcome I want/support my party/vote for the right option</li> <li>9. Because I can/I am eligible/entitled</li> <li>10. People/soldiers/women/suffragettes fought/died to allow us to vote</li> <li>11. It's compulsory/thought I had to/it's the law/may be fined if I don't</li> <li>12. Automatically registered/believe it is automatic</li> <li>13. Believe in voting/democracy/the democratic process</li> <li>14. Because it came in the post and I filled in the forms/was sent the forms</li> <li>15. It's a family tradition/parents raised me to believe the importance of voting/they told me to vote/husband told me to vote</li> <li>16. To affect a change</li> <li>17. Refused</li> <li>18. No answer</li> <li>19. Other</li> <li>20. Don't know</li> </ol>
<p><b>5.</b></p>	<p>⇒ <b>ASK ALL</b></p> <p>How satisfied or dissatisfied are you with the procedure for getting your name on the electoral register?</p> <p>READ OUT. SINGLE CODE.</p> <p>(INTERVIEWER: IF ASKED EXPLAIN THAT BY THE ELECTORAL REGISTER WE</p>

	<p>MEAN THE LIST OF THOSE PEOPLE WHO ARE REGISTERED TO VOTE)</p> <ol style="list-style-type: none"> <li>1. Very satisfied</li> <li>2. Fairly satisfied</li> <li>3. Neither satisfied nor dissatisfied</li> <li>4. Fairly dissatisfied</li> <li>5. Very dissatisfied</li> <li>97. Don't know</li> </ol>
6.	<p><b>ASK IF VERY/FAIRLY DISSATISFIED AT Q5/with registering to vote Q5/4,5</b></p> <p>Why are you dissatisfied with the system of registering to vote in Great Britain/Northern Ireland?</p> <p>MULTICODE.</p> <p>PROBE FULLY. DO NOT READ OUT LIST.</p> <p><b>IER Issues [IER codes NOT IN NORTHERN IRELAND]</b></p> <ol style="list-style-type: none"> <li>1. I preferred the old system/household form/don't like registering myself</li> <li>2. I didn't like having to provide additional personal/extra information to confirm my registration</li> <li>3. I didn't understand why I wasn't registered after I had filled in one form already (the Household Registration Form - HEF)</li> <li>4. I didn't like receiving so many forms</li> </ol> <p><b>Difficult/confusing</b></p> <ol style="list-style-type: none"> <li>5. It is not easy/they could make it easier</li> <li>6. It is too confusing/I don't understand the system/ I was confused by the changes in how I have to register</li> <li>7. Council/EONI <b>[in NI]</b> should automatically update the register when I move or use other services</li> <li>8. I'm not sure how to check if I am already registered</li> <li>9. They do not promote/advertise where/when to register</li> <li>10. I don't know how to register to vote</li> </ol> <p><b>It is inconvenient</b></p> <ol style="list-style-type: none"> <li>11. You should be able to register to vote online [NOTE TO INTERVIEWER: Already available in GB]</li> <li>12. It is cumbersome/takes too long</li> <li>13. You should be able to register to vote over the telephone [NOTE TO INTERVIEWER: Already available in GB]</li> </ol> <p><b>Mistakes/problems</b></p> <ol style="list-style-type: none"> <li>14. The post is unreliable</li> <li>15. The council /EONI <b>[in NI]</b> makes mistakes with my personal details</li> <li>16. I thought I was registered to vote but was not able to vote on the day</li> <li>17. Problems with the website when I tried to register to vote</li> </ol> <p><b>Not secure</b></p> <ol style="list-style-type: none"> <li>18. The system of registering to vote is open to fraud and abuse</li> </ol> <p><b>Other</b></p> <ol style="list-style-type: none"> <li>19. There is no point voting / voting makes no difference</li> <li>20. I do not know where I can get information about the process of registering to vote</li> </ol>

	<p>21. Everyone should be automatically registered to vote from birth                  22. There should be more limitations on who can vote                  23. It should be compulsory to register to vote/everyone should have to register                  24. It is harder for students to vote                  25. People can be taken off the electoral roll without their knowledge                  26. Young people should be able to vote</p> <p>95.Other (PLEASE SPECIFY)</p> <p>97.Don't know</p>
<p><b>7.</b></p>	<p>⇒ <b>ASK ALL</b></p> <p>As you may know, on 23<sup>rd</sup> June there was a referendum on the United Kingdom's (UK) membership of the European Union (EU).</p> <p>We often find that a lot of people were not able to vote because they were sick, did not have the time, or were just not interested.</p> <p>How about you – did you manage to vote in the referendum?</p> <p>[INTERVIEWER NOTE: THOSE WHO SPOILT THEIR BALLOT ARE TO BE TREATED AS VOTERS]</p> <p>SINGLECODE</p> <ol style="list-style-type: none"> <li>1. No – I did not vote</li> <li>2. Yes – I voted</li> <li>97.Don't know (Do not read out)</li> </ol>
<p><b>8.</b></p>	<p>⇒ <b>ASK NON-VOTERS Q7/1</b></p> <p>People had many reasons for not voting in the referendum. Why did you not vote in the referendum on 23rd June?</p> <p>MULTICODE. DO NOT PROMPT.</p> <p><b>Circumstances</b></p> <ol style="list-style-type: none"> <li>1. Lack of time/too busy/I was busy at work</li> <li>2. I really intended to vote but circumstances on the day prevented me</li> <li>3. I forgot</li> <li>4. I was away on 23rd June/voting day</li> <li>5. I couldn't get to the polling place/it was inconvenient</li> <li>6. Medical/health reasons</li> <li>7. Bad weather</li> <li>8. Disorganised/lost track of time/lost polling card</li> <li>9. Bereavement</li> </ol> <p><b>Administration</b></p> <ol style="list-style-type: none"> <li>10. I wasn't registered</li> <li>11. Not eligible to vote (age or nationality)</li> <li>12. I didn't receive a polling card</li> <li>13. I didn't receive a postal vote/it arrived too late</li> <li>14. I didn't know where my polling station was</li> </ol>

- 15. Admin reason
- 16. **[NORTHERN IRELAND ONLY]:** I didn't have the correct form of ID/photo ID/Lost my ID
- 17. I did not know I could vote
- 18. I got to polling station but told I could not vote
- 19. I didn't understand how to vote/what to do in the polling station
- 20. I didn't understand the question on the ballot paper
- 21. I didn't understand how to fill in the ballot paper
- 22. I didn't understand the voting system/how the votes would be counted
- 23. It was too close to May polls (time/effort/organisation)
- 24. I thought we had already had the elections/polls this year
- 25. I was on holiday / I was at Glastonbury / I was at Euro 2016

#### **Referendum not important**

- 26. The referendum is not important/won't change anything

#### **Disinterested/no point**

- 27. I'm just not interested in politics
- 28. There was no point in voting because it was obvious who would win/my vote wouldn't have made a difference to the outcome
- 29. I couldn't be bothered
- 30. Waste of time/could see no point
- 31. Had no interest/view on the subject

#### **Referendum choices/campaigners**

- 32. I didn't agree with either of the options on offer/my view isn't represented
- 33. I didn't like the campaigners/campaigns weren't inspiring
- 34. I only heard from campaigners on one side
- 35. I don't believe in politics/the voting system/democracy
- 36. Don't like/trust politicians
- 37. Government not legally obliged to act on result of referendum (so no point)

#### **No information/indecision/complicated**

- 38. I didn't get any information
- 39. I didn't get any information on the vote/voting process
- 40. I didn't know enough about the different options
- 41. I did not know enough/could not understand enough about the consequences of the UK leaving the EU
- 42. I couldn't decide which way to vote
- 43. I didn't know there was a referendum
- 44. I didn't understand/too confusing
- 45. I don't know anything about politics
- 46. I don't know anything about the EU
- 47. I wanted facts before voting but neither side provided facts on what would happen following the referendum
- 48. There was a lack of impartial information
- 49. Lack of information/problems/reasons related to May/Referendum
- 50. I thought it wasn't happening because of May elections
- 51. I have only received information about the May elections
- 52. Too close to May polls (time, effort, organisation)
- 53. Struggled to access information because most of the coverage focused on May
- 54. Other referendum related reason

#### **Miscellaneous**

	<p>55. I am not a UK national/ not up to me                      56. I never vote                      57. Religious reasons                      58. Not eligible                      95. Other (PLEASE SPECIFY)                      96. None of these/no reason                      97. Don't know</p>
<p>9.</p>	<p>⇒ <b>ASK ALL VOTERS Q7/2</b></p> <p>People have many reasons for voting in elections and referendums.</p> <p>Why did you vote on 23rd June? Are there any other reasons?</p> <p>MULTICODE. DO NOT PROMPT.</p> <p><b>Civic responsibility reasons</b></p> <ol style="list-style-type: none"> <li>1. It is important to vote/It is my civic duty/everyone should vote/It is my right to vote</li> <li>2. People fought to win the right to vote for me/others</li> <li>3. I always vote</li> <li>4. I wanted to be part of the democratic process/democracy</li> <li>5. To show my support/support the community</li> </ol> <p><b>To express a view</b></p> <ol style="list-style-type: none"> <li>6. I wanted to have a say</li> <li>7. If people don't vote then you have no right to complain/have an opinion</li> <li>8. Because an important issue was at stake/I care about the future of the UK's membership of the EU</li> <li>9. It is something that affects me as an individual/concerns my future/other issues that affect me</li> <li>10. Something I believe in/am passionate about</li> </ol> <p><b>To help create a change</b></p> <ol style="list-style-type: none"> <li>11. To get a change /I want the UK to leave the EU</li> <li>12. Not happy with EU membership</li> <li>13. To make a difference/bring about change (non-specific)</li> <li>14. Self-determination/UK would be better off/can govern ourselves better</li> <li>15. For a fairer society</li> </ol> <p><b>To help keep the status quo</b></p> <ol style="list-style-type: none"> <li>16. To keep the UK in the EU/I want the UK to remain a member of the EU</li> </ol> <p><b>Tactical reasons</b></p> <ol style="list-style-type: none"> <li>17. To defeat the other side/government from winning</li> </ol> <p><b>Other reasons</b></p> <ol style="list-style-type: none"> <li>18. I was urged/persuaded to vote by a family member/friend</li> <li>19. Because I was sent a ballot paper in the post</li> <li>20. To vote for a position supported by my party</li> <li>21. I take an interest in politics</li> </ol> <p>95. Other</p>

	<p>96.None of these / no reason 97.Don't know</p>
<b>10.</b>	<p>⇒ <b>ASK ALL VOTERS Q7/2</b></p> <p>Did you vote on 23rd June ...</p> <p>SINGLE CODE ONLY. RANDOMISE.</p> <p>READ OUT</p> <ol style="list-style-type: none"> <li>1. In person at polling station</li> <li>2. By post</li> <li>3. By proxy (IF NECESSARY SAY: getting someone to vote on your behalf)</li> <li>95.Other</li> <li>97.Don't know/can't remember</li> </ol>
<b>11.</b>	<p>⇒ <b>ASK ALL</b></p> <p>Which of these statements best describes your attitude towards voting at <b>UK Parliamentary General Elections</b> (for Westminster)? SINGLE CODE ONLY. REVERSE ORDER.</p> <p>READ OUT.</p> <ol style="list-style-type: none"> <li>1. I always vote at General Elections;</li> <li>2. I sometimes vote at General Elections;</li> <li>3. I voted for the first time in 2015</li> <li>4. I never vote in General Elections</li> <li>5. I've not been eligible to vote in the past;</li> <li>97.Don't know/can't remember</li> </ol>
<b>12.</b>	<p>⇒ <b>ASK ALL THOSE WHO VOTED AND SAID 'NEVER/NOT ELIGIBLE/DON'T KNOW' AT Q.11 ON ATTITUDE TOWARDS VOTING AT UKPGE. Q7/2 AND Q11/4,5,97</b></p> <p>Was it the first time you voted in any election or referendum?</p> <p>SINGLE CODE. READ OUT</p> <ol style="list-style-type: none"> <li>1. Yes, it was my first time</li> <li>2. Yes, it was my first time as I wasn't eligible before (NOTE TO INTERVIEWER: for reasons such as age and nationality)</li> <li>3. No, I voted before</li> <li>97.Don't know/Cannot remember</li> </ol>
<b>13.</b>	<p>⇒ <b>ASK ALL IN SCOTLAND</b></p> <p>In September 2014 there was an independence referendum in Scotland; did you vote at the referendum in 2014?</p> <ol style="list-style-type: none"> <li>1. Yes</li> <li>2. No</li> </ol>

	<p>3. I wasn't eligible 97.Can't remember</p>
14.	<p>⇒ <b>ASK ALL</b></p> <p>Please could you tell me whether you think each of the following statements are true or false?</p> <p>GRID - TRUE/FALSE/DON'TKNOW (DO NOT READ OUT DK). SINGLE CODE ONLY. RANDOMISE ORDER.</p> <ol style="list-style-type: none"> <li>1. You have to take ID (IN NORTHERN IRELAND: Photo ID) with you to vote at a polling station</li> <li>2. <b>[DO NOT ASK IN NORTHERN IRELAND]</b> You are automatically registered to vote if you pay council tax (FALSE IN GB;)</li> <li>3. You are automatically registered to vote if you are of legal voting age (FALSE)</li> <li>4. You can register to vote until the day before an election (FALSE)</li> <li>5. You are at risk of getting a fine if you don't register to vote (TRUE IN GB AND NI)</li> <li>6. One household member is able to register other members of the household (FALSE)</li> <li>7. You can register to vote online (TRUE IN GB; FALSE IN NI)</li> <li>8. If you were registered to vote for the May elections you were also registered to vote at the EU referendum (TRUE)</li> </ol>
15.	<p>⇒ <b>ASK ALL</b></p> <p>To what extent do you agree or disagree with each of the following.</p> <p>RANDOMISE – SINGLE RESPONSE PER ROW</p> <p><i>(Grid - Agree strongly, tend to agree, neither, tend to disagree, disagree strongly, Don't know).</i></p> <p>READ OUT (DO NOT READ OUT DK).</p> <ol style="list-style-type: none"> <li>1. You should be able to register to vote until the day before the election</li> <li>2. You should be able to register to vote in a polling station on the day of the election</li> <li>3. <b>[DO NOT ASK IN NORTHERN IRELAND]</b> Local government should be able to use other information they hold about me (for example my Council Tax record) to automatically update my details on the electoral register</li> <li>4. <b>[ASK NORTHERN IRELAND ONLY]</b> The Electoral Office for Northern Ireland should be able to update my details on the electoral register using any other publically held data</li> <li>5. It should be my responsibility, not the government's, to keep my electoral registration details up to date.</li> </ol>
16.	<p>⇒ <b>ASK ALL</b></p>

	<p>How much, if anything, did you feel you knew about what the 23rd June referendum was about? Would you say you knew...</p> <p><b>SINGLE CODE. READ OUT.</b></p> <ol style="list-style-type: none"> <li>1. A great deal</li> <li>2. A fair amount</li> <li>3. Not very much</li> <li>4. Nothing at all</li> </ol> <p>97. Don't know (DO NOT READ OUT)</p>
17.	<p>⇒ <b>ASK ALL</b></p> <p>For each of the following statements, would you say it was very easy, fairly easy, neither easy nor difficult, fairly difficult or very difficult to access information on....?</p> <p><i>(GRID - Very easy, Fairly easy, Neither easy nor difficult, Fairly difficult, Very difficult, Don't know).</i></p> <p><i>READ OUT (DO NOT READ OUT DK).</i></p> <p><b>CODE ONE FOR EACH. INCLUDE DON'T KNOW.</b></p> <ol style="list-style-type: none"> <li>1. How to cast your vote at the referendum</li> <li>2. What the referendum was for</li> <li>3. Information about what would happen in the event of a remain vote</li> <li>4. Information about what would happen in the event of a leave vote</li> </ol>
18.	<p><b>ASK ALL</b></p> <p>To what extent do you agree or disagree with the following statements?</p> <p><i>(GRID - Agree strongly, Tend to agree, Neither agree nor disagree, Tend to disagree, Disagree strongly, Don't Know).</i></p> <p><b>CODE ONE FOR EACH.</b></p> <p><b>READ OUT (DO NOT READ OUT DON'T KNOW).</b></p> <ol style="list-style-type: none"> <li>1. There was a lot of media coverage on the referendum</li> <li>2. I had enough information on how to cast my vote at the referendum</li> <li>3. I had enough information on the Remain and Leave campaigns to be able to make an informed decision on whether to vote Remain or Leave</li> <li>4. I had enough information about what would happen in the event of a Remain vote</li> <li>5. I had enough information about what would happen in the event of a Leave vote</li> <li>6. It was clear to me that there were two sets of electoral events - elections in May and the referendum in June</li> </ol>

<p>19.</p>	<p>⇒ <b>ASK THOSE WHO SAID THEY HAD ENOUGH INFO ON THE TWO CAMPAIGNS Q18 STATEMENT 3 = AGREE STRONGLY, TEND TO AGREE</b></p> <p>Where did you access information on the Remain and/or Leave campaigns?</p> <p>MULTICODE</p> <p>DO NOT PROMPT.</p> <ol style="list-style-type: none"> <li>1. Leaflet or flyer from a campaign/political party</li> <li>2. Leaflet about remaining</li> <li>3. Leaflet about leaving</li> <li>4. The Referendum Voting Guide booklet (produced by the Electoral Commission)</li> <li>5. The Government’s booklet (‘why the Government believes that voting to remain in the EU is the best decision for the UK’)</li> <li>6. Leaflet or flyer from another source</li> <li>7. Social media sources on remain</li> <li>8. Social media sources on leave</li> <li>9. Posters or billboards</li> <li>10. People talking about it</li> <li>11. Political parties’ website</li> <li>12. Campaigner or Candidate’s website</li> <li>13. On another specific website</li> <li>14. Friends and family</li> <li>15. TV</li> <li>16. Press</li> <li>17. Media (no detail)</li> <li>18. Councillor/ candidate/canvasser</li> <li>19. Internet (no detail)</li> <li>20. Radio</li> <li>21. News</li> <li>22. Polling station/place</li> <li>23. Polling card</li> <li>24. Other/somewhere else</li> <li>25. I didn’t find/see any information</li> <li>96. None of these</li> <li>97. Don’t know</li> </ol>
<p>20.</p>	<p>⇒ <b>ASK ALL</b></p> <p>Generally speaking, when it comes to receiving information about elections and referendums from campaigners, parties and candidates, what form of communication would you yourself most prefer?</p> <p>MULTICODE.</p> <p>DO NOT PROMPT.</p> <ol style="list-style-type: none"> <li>1. Email messages</li> </ol>

	<ol style="list-style-type: none"> <li>2. Leaflets or booklets through the door</li> <li>3. Online adverts</li> <li>4. News sources</li> <li>5. Social media (Facebook, Twitter etc.)</li> <li>6. TV or radio advertising</li> <li>7. TV broadcasts or news sources</li> <li>8. Referendum TV debates</li> <li>9. Billboards</li> <li>10. Personal contact with candidates</li> <li>11. Dedicated websites</li> <li>12. Just talking about it with friends and family</li> <li>13. I would not like any</li> <li>95. Other (PLEASE SPECIFY)</li> <li>97. Don't know</li> </ol>
<p><b>21.</b></p>	<p>⇒ <b>ASK ALL</b></p> <p>To what extent do you agree or disagree with the following statements?</p> <p><i>(GRID - Agree strongly, Tend to agree, Neither agree nor disagree, Tend to disagree, Disagree strongly, Don't Know)</i></p> <p>READ OUT (DO NOT READ OUT DON'T KNOW).</p> <ol style="list-style-type: none"> <li>1. The Referendum Voting Guide booklet from the Electoral Commission was helpful</li> <li>2. The Referendum Voting Guide booklet from the Electoral Commission was impartial</li> <li>3. The booklet from the UK Government to support the Remain vote was helpful</li> <li>4. The booklet from the UK Government to support the Remain vote was confusing</li> <li>5. The UK Government should not have sent the booklet supporting the Remain vote</li> <li>6. I was concerned about the role of the UK government in campaigning</li> <li>7. The conduct of the campaigns was fair and balanced</li> <li>8. The referendum was not covered in a fair and balanced way in media and broadcasting</li> </ol>
<p><b>22.</b></p>	<p><b>ASK ALL 'TEND TO DISAGREE/DISAGREE STRONGLY' AT STATEMENT AT Q20 'The conduct of the campaigns was fair and balanced'</b></p> <p>Why do you disagree that the conduct of the campaign was fair and balanced?</p> <p>[open, BMG to code after]</p>
<p><b>23.</b></p>	<p>⇒ <b>ASK ALL</b></p> <p>Generally speaking, how satisfied or dissatisfied are you with the procedures for voting in elections and referendums in Great Britain/Northern Ireland?</p> <ol style="list-style-type: none"> <li>1. Very satisfied</li> </ol>

	<ol style="list-style-type: none"> <li>2. Fairly satisfied</li> <li>3. Neither satisfied nor dissatisfied</li> <li>4. Fairly dissatisfied</li> <li>5. Very dissatisfied</li> </ol>
<p><b>24.</b></p>	<p>⇒ <b>ASK FAIRLY/VERY DISSATISFIED Q23/4,5</b></p> <p>Why do you say you were dissatisfied with the procedure for voting in elections and referendums?</p> <p>MULTICODE</p> <p>DO NOT READ OUT.</p> <p><b>Voting system</b></p> <ol style="list-style-type: none"> <li>1. The system is not fair</li> <li>2. Disagree with/don't like the voting system</li> <li>3. Lack of democracy within the system</li> <li>4. Confusion with multiple voting systems</li> </ol> <p><b>Voting procedure</b></p> <ol style="list-style-type: none"> <li>5. Voting process should be available online</li> <li>6. Voting system should be more secure</li> <li>7. Many people didn't get to vote/register</li> <li>8. Length of time it takes</li> <li>9. Everyone should vote/compulsory voting</li> <li>10. Voting should be spread over a few days</li> <li>11. Voting should be in in pen/a more permanent mark/ not pencil</li> <li>12. Issues with postal voting</li> <li>13. Outdated methods/paper based/ dropping ballots into the box</li> <li>14. Not enough polling stations to choose from</li> <li>15. Non-UK citizens are not able to vote</li> <li>16. Process is poorly represented/misrepresented</li> <li>17. Issues with secrecy/anonymity of voting</li> <li>18. The system is open to abuse</li> <li>19. Voters should be required to show identification</li> <li>20. Dislike the counting process</li> <li>21. Too many elections taking place on the same day</li> <li>22. Referendum should/have been held on the same day as other polls</li> <li>23. Referendum should not have been so close to May polls</li> <li>24. I am unhappy with the experience of voting at a polling station</li> <li>25. I am unhappy with the postal voting process</li> </ol> <p><b>Experience of voting</b></p> <ol style="list-style-type: none"> <li>26. Didn't receive a polling card</li> <li>27. Poor accessibility of polling stations</li> <li>28. Because of the outcome / dismay with election results</li> </ol> <p><b>Politicians / The political system</b></p> <ol style="list-style-type: none"> <li>29. Don't trust politicians/politicians don't fulfil their promises</li> <li>30. Need more options/opinions/choice</li> <li>31. Dislike politicians' behaviour</li> <li>32. May end up voting for people/<i>positions</i> I don't support</li> </ol>

	<p><b>Lack of information</b></p> <p>33. Not enough information/media coverage</p> <p>34. People don't/didn't understand what the elections were about/too complicated</p> <p><b>Other</b></p> <p>35. Should be simpler</p> <p>36. Corruption/fraud/fixed results</p> <p>37. Waste of money</p> <p>95. Other (PLEASE SPECIFY)</p> <p>97. Don't know</p>
25.	<p>⇒ <b>ASK ALL</b></p> <p>How confident, if at all, are you that the referendum was well run on 23rd June?</p> <p>SINGLECODE</p> <ol style="list-style-type: none"> <li>1. Very confident</li> <li>2. Fairly confident</li> <li>3. Not very confident</li> <li>4. Not at all confident</li> <li>5. Don't know (DO NOT READ OUT)</li> </ol>
26.	<p>⇒ <b>ASK CONFIDENT Q25/1,2</b></p> <p>Why do you say you are confident that the referendum was well run?</p> <p>DO NOT PROMPT. MULTICODE.</p> <ol style="list-style-type: none"> <li>1. Clear/concise ballot/easy to vote</li> <li>2. Quick easy voting</li> <li>3. There was a lot of information about the elections</li> <li>4. Tried and tested</li> <li>5. No negative feedback</li> <li>6. Voting system fair</li> <li>7. Trust the staff</li> <li>8. Accessible polling station</li> <li>9. Good staff attitude</li> <li>10. Personal involvement</li> <li>11. Professional conducted</li> <li>12. Received polling card/ballot papers in good time</li> <li>13. Everyone had the opportunity to vote</li> <li>14. Well canvassed</li> <li>15. Well organised</li> <li>16. Well publicised</li> <li>17. Results were in the media quickly</li> <li>18. Feel it was the right result</li> <li>19. High turnout</li> <li>20. Others</li> <li>96. None</li> <li>97. Don't know</li> </ol>

<p><b>27.</b></p>	<p>⇒ <b>ASK NOT CONFIDENT Q25/3,4</b></p> <p>Why do you say you are NOT confident that the referendum was well run?</p> <p>MULTICODE.</p> <p>DO NOT PROMPT.</p> <p><b>Lack of information</b></p> <ol style="list-style-type: none"> <li>1. Lack of information/publicity/don't know much/anything about it (general)</li> <li>2. Lack of information/publicity/don't know much/anything about it because of focus on May polls</li> <li>3. Information confusing/some people didn't understand what the vote was for</li> <li>4. Lack of information about the remain and leave campaigns</li> <li>5. Lack of information about what would happen as a result of a remain or leave vote</li> </ol> <p><b>Polling station/ballot issues</b></p> <ol style="list-style-type: none"> <li>6. Badly run/organised</li> <li>7. Low turnout</li> <li>8. Long wait for results</li> <li>9. Didn't receive a polling card/postal ballot papers</li> <li>10. Lack of time given to vote/ decide</li> <li>11. The counting process was not well verified</li> <li>12. I didn't know how to vote/what to do in the polling station/how to fill in my ballot paper</li> <li>13. I didn't understand the question on the ballot paper</li> <li>14. Should have been combined with other/May polls</li> </ol> <p><b>Politicians/political system</b></p> <ol style="list-style-type: none"> <li>15. Mistrust/don't stick to their promises/just in it for themselves</li> </ol> <p><b>Campaign issues</b></p> <ol style="list-style-type: none"> <li>16. Lack of canvassing/personal contact</li> <li>17. There was misinformation/stupid allegations as to what the vote was about</li> <li>18. TV/press coverage was biased/badly presented</li> <li>19. Little choice in who/what to vote for</li> <li>20. Coverage only focused on May</li> </ol> <p><b>General impression/word of mouth</b></p> <ol style="list-style-type: none"> <li>21. From what I have read/heard</li> <li>22. I did not witness what went on</li> <li>23. I had a bad impression</li> </ol> <p><b>Voting system and procedure</b></p> <ol style="list-style-type: none"> <li>24. Issues related to polls in May (hadn't been run well, didn't have enough time in between to organise the poll)</li> <li>25. People did not know the voting procedure (how to fill in the ballot paper/what to do in the polling station)</li> <li>26. People's opinions are not valued/vote will make no difference</li> <li>27. Outdated/unfair voting system</li> <li>28. Problems with casting my vote (either polling station or postal vote)</li> </ol> <p><b>Fraud/security</b></p> <ol style="list-style-type: none"> <li>29. Corruption/fraud/fixed result</li> </ol> <p><b>Other</b></p>
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	<p>30. Because of the outcome/dismay with the results  31. Disinterested/don't care about politics  32. Some did not have the opportunity to vote/had the opportunity taken away  33. Issues registering to vote  34. Didn't vote for personal reasons  35. Other  96. None  97. Don't know</p>
<b>28.</b>	<p>⇒ <b>ASK ALL</b></p> <p>From what you have seen, heard or experienced, do you think that voting at the polling station / (SCOTLAND: Polling Place) for the 23rd June referendum was...</p> <p>SINGLECODE</p> <p>READ OUT.</p> <ol style="list-style-type: none"> <li>1. Very convenient</li> <li>2. Fairly convenient</li> <li>3. Neither convenient nor inconvenient</li> <li>4. Fairly inconvenient</li> <li>5. Very inconvenient</li> <li>97. Don't know</li> </ol>
<b>29.</b>	<p>⇒ <b>ASK POLLING STATION VOTERS Q10/1</b></p> <p>Overall, how satisfied or dissatisfied were you with the process of voting at a polling station/(SCOTLAND: Polling Place)? Would you say...</p> <p>SINGLECODE</p> <p>READ OUT.</p> <ol style="list-style-type: none"> <li>1. Very satisfied</li> <li>2. Fairly satisfied</li> <li>3. Neither satisfied nor dissatisfied</li> <li>4. Fairly dissatisfied</li> <li>5. Very dissatisfied</li> <li>6. Don't know (DO NOT READ OUT)</li> </ol>
<b>30.</b>	<p>⇒ <b>ASK POLLING STATION VOTERS Q10/1</b></p> <p>Once you arrived at your polling station/(SCOTLAND: Polling Place), how easy or difficult was it for you to get inside to vote?</p> <p>SINGLECODE</p> <p>READ OUT.</p> <ol style="list-style-type: none"> <li>1. Very easy</li> <li>2. Fairly easy</li> <li>3. Neither easy nor difficult</li> <li>4. Fairly difficult</li> <li>5. Very difficult</li> </ol>

	97.Don't know (DO NOT READ OUT)
<b>31.</b>	<p>⇒ <b>IF ABOVE = DIFFICULT ASK Q30/4,5</b></p> <p>And why do you say it was difficult for you to get inside your polling station/(SCOTLAND: Polling Place)?</p> <p>MULTICODE</p> <p>DO NOT READ OUT</p> <p><b>Attempts/Ideas for codes:</b></p> <ol style="list-style-type: none"> <li>1. I queued/waited a long time to vote at the polling station/place</li> <li>2. The polling station was not accessible for my disability, I could not get in.</li> <li>3. The polling station was not easily accessible for my disability [eg narrow doorways for wheelchair users, no level access, too many steps etc]</li> <li>4. Accessing the polling station was possible with my disability, but it took much longer to get in/out than for other people [eg waiting for ramp, waiting for lift, longer way around]</li> <li>5. I was refused entry with my assistance dog</li> <li>6. I was challenged by staff for bringing someone to help me vote</li> <li>7. The polling station was not accessible with a pushchair</li> <li>8. Couldn't find how to get in/the entrance</li> <li>9. Unclear/No signage</li> <li>10. Was intimidated/put off by tellers/campaigners near the polling station</li> <li>11. Was intimidated/put off by people with no official role near the polling station</li> <li>95.Other (PLEASE SPECIFY)</li> </ol>
<b>32.</b>	<p>⇒ <b>ASK POLLING STATION VOTERS Q10/1</b></p> <p>Thinking back to when you went to vote at the polling station/(SCOTLAND: Polling Place), how useful, if at all, was the help or support available from polling station/(SCOTLAND: Polling Place) staff on how to vote? Was it ...</p> <p>SINGLECODE</p> <p>READ OUT.</p> <ol style="list-style-type: none"> <li>1. Very useful</li> <li>2. Fairly useful</li> <li>3. Not very useful</li> <li>4. Not at all useful</li> <li>5. Didn't use them/need them</li> <li>97.Don't know</li> </ol>
<b>33.</b>	<p>⇒ <b>ASK POLLING STATION VOTERS Q10/1</b></p> <p>And again thinking back to when you went to vote at the polling station/place, how useful, if at all were any written instructions on how to vote, such as a</p>

	<p>poster on display in the polling booth or guidance on the ballot paper(s)? Were they...</p> <p>SINGLECODE</p> <p>READ OUT.</p> <ol style="list-style-type: none"> <li>1. Very useful</li> <li>2. Fairly useful</li> <li>3. Not very useful</li> <li>4. Not at all useful</li> <li>5. Didn't use them/need them</li> <li>97. Don't know</li> </ol>
<b>34.</b>	<p><b>* ASK ALL IN NORTHERN IRELAND</b></p> <p>When you go to vote at a polling station you are required to present a form of ID before you receive a ballot paper. As far as you are aware, which, if any, of the following forms of ID can be used on polling day in order to vote?</p> <p>MULTICODE</p> <p>READ OUT.</p> <ol style="list-style-type: none"> <li>1. UK, Irish or EU Passport (VALID)</li> <li>2. UK, Irish or EEA (European) photographic driving license (VALID)</li> <li>3. Electoral identity card (VALID)</li> <li>4. Translink Senior or 60+ SmartPass (VALID)</li> <li>5. Student ID card</li> <li>6. Birth Certificate</li> <li>7. National Insurance Card</li> <li>8. Medical card</li> <li>9. Work pass</li> <li>10. Disabled blue badge parking permit</li> <li>96. None of these</li> <li>97. Don't know</li> </ol>
<b>35.</b>	<p>⇒ <b>ASK ALL POSTAL VOTERS Q10/2</b></p> <p>You already told me that you voted by post. Was this the first time you voted by post?</p> <p>SINGLECODE</p> <ol style="list-style-type: none"> <li>1. Yes</li> <li>2. No</li> </ol>
<b>36.</b>	<p><b>ASK ALL POSTAL VOTERS Q10/2</b></p> <p>People have many reasons for choosing to vote by post. Why did you decide to vote by post?</p> <p>MULTICODE</p>

	<p><b>DO NOT READ OUT</b></p> <ol style="list-style-type: none"> <li>1. It's more convenient to vote by post than in person</li> <li>2. I have difficulty getting to the polling station for health reasons</li> <li>3. I am often on holiday on polling day</li> <li>4. I have trouble getting transport to the polling station</li> <li>5. I am often away on business on polling day</li> <li>6. I have difficulty finding the time to vote on polling day</li> <li>7. I have registered to vote by post previously and never changed back to voting in person</li> <li>8. I have voted by post in the past and liked doing so</li> <li>9. Voting by post guarantees my vote</li> <li>10. Work as polling clerk</li> <li>11. A party or campaigner encouraged me to vote by post</li> <li>12. (Expected) Bad weather</li> <li>13. Family commitments</li> <li>14. Had no choice</li> <li>15. Polling station's too far away</li> <li>16. Was away/might have been away - unspecified</li> <li>95. Other</li> <li>97. Don't know</li> </ol>
<p><b>37.</b></p>	<p>⇒ <b>ASK ALL</b></p> <p>From what you have seen, heard or experienced, do you think that voting by post for the 23<sup>rd</sup> June referendum was...</p> <p>SINGLECODE</p> <p>READ OUT.</p> <ol style="list-style-type: none"> <li>1. Very convenient</li> <li>2. Fairly convenient</li> <li>3. Neither satisfied nor dissatisfied</li> <li>4. Fairly inconvenient</li> <li>5. Very inconvenient</li> <li>97. Don't know (DO NOT READ OUT)</li> </ol>
<p><b>38.</b></p>	<p>⇒ <b>ASK ALL POSTAL VOTERS Q10/2</b></p> <p>How easy or difficult was it to understand what you had to do in order to complete and return your postal vote? Would you say...</p> <p>SINGLECODE</p> <p>READ OUT.</p> <ol style="list-style-type: none"> <li>1. Very easy</li> <li>2. Fairly easy</li> <li>3. Neither easy nor difficult</li> <li>4. Fairly difficult</li> <li>5. Very difficult</li> <li>97. Don't know (DO NOT READ OUT)</li> </ol>

39.	<p>⇒ <b>ASK ALL POSTAL VOTERS Q10/2</b></p> <p>Thinking back to when you voted by post, how useful, if at all were any written instructions on how to vote and return your vote, such as guidance on the ballot paper? Were they...</p> <p>SINGLECODE</p> <p>READ OUT.</p> <ol style="list-style-type: none"> <li>1. Very useful</li> <li>2. Fairly useful</li> <li>3. Not very useful</li> <li>4. Not at all useful</li> <li>5. Didn't use them/need them</li> </ol> <p>97.Don't know (DO NOT READ OUT)</p>
40.	<p>⇒ <b>ASK ALL POSTAL VOTERS Q10/2</b></p> <p>Overall, how satisfied or dissatisfied were you with the process of voting by post? Would you say...</p> <p>SINGLECODE</p> <p>READ OUT.</p> <ol style="list-style-type: none"> <li>1. Very satisfied</li> <li>2. Fairly satisfied</li> <li>3. Neither satisfied nor dissatisfied</li> <li>4. Fairly dissatisfied</li> <li>5. Very dissatisfied</li> </ol> <p>97.Don't know (DO NOT READ OUT).</p>
41.	<p>⇒ <b>ASK ALL</b></p> <p>I am going to read you some statements relating to the rules on the money that political parties, organisations and other individuals use when campaigning. To what extent do you agree or disagree with the following statements?</p> <p><i>(GRID - Agree strongly, Tend to agree, Neither, Tend to disagree, Disagree strongly, Don't know).</i></p> <p>CODE ONE FOR EACH. READ OUT (DO NOT READ OUT DON'T KNOW).</p> <ol style="list-style-type: none"> <li>1. The spending and funding of political parties, candidates and other campaigning organisations at elections is open and transparent</li> <li>2. If a political party or other campaigner is caught breaking the rules, the authorities will take appropriate actions</li> <li>3. I can easily find out how much political parties, candidates and other organisations spent on campaigning and how they were funded</li> </ol>
42.	<p><b>ASK ALL</b></p> <p>What do you understand by the term "electoral fraud"?</p>

	<p>MULTICODE.</p> <p>DO NOT READ OUT.</p> <ol style="list-style-type: none"> <li>1. Someone using someone else’s vote</li> <li>2. Voting multiple times</li> <li>3. Cheating/corruption/vote rigging</li> <li>4. Ballot stuffing</li> <li>5. Deliberately miscounting votes</li> <li>6. When people not eligible but still do vote</li> <li>7. Spoiling/tampering of ballot papers</li> <li>8. Misuse of postal voting</li> <li>9. People being intimidated</li> <li>10. Casting a vote where not registered</li> <li>11. Missing/disposing of votes</li> <li>12. Others</li> <li>13. None</li> <li>97. Don't know</li> </ol>
<p><b>43.</b></p>	<p>⇒ <b>ASK ALL</b></p> <p>How much, if at all, do you think that electoral fraud took place at 23rd June referendum? Would you say that it happened...</p> <p>SINGLECODE</p> <p>READ OUT (DO NOT KNOW READ OUT DON'T KNOW).</p> <ol style="list-style-type: none"> <li>1. A lot</li> <li>2. A little</li> <li>3. Hardly at all</li> <li>4. Not at all</li> <li>97. Don't know</li> </ol>
<p><b>44.</b></p>	<p>⇒ <b>IF 'A LOT/A LITTLE' Q43/1,2</b></p> <p>Which one of the following best describes why you think electoral fraud or abuse took place on 23rd June?</p> <p>MULTICODE.</p> <p>READ OUT.</p> <ol style="list-style-type: none"> <li>1. General impression that fraud is a problem</li> <li>2. I saw stories in the media about electoral fraud</li> <li>3. [NOT NORTHERN IRELAND] Because you don't have to provide identification to vote</li> <li>4. Identity fraud is on the increase</li> <li>5. Postal voting is not secure</li> <li>6. People are registering other voters at the same address</li> <li>7. People are registering multiple times</li> <li>8. I heard from someone else that electoral fraud took place</li> <li>9. I have first-hand experience of electoral fraud</li> </ol>

	95.Other (PLEASE SPECIFY) 97.Don't know
<b>45.</b>	<p>⇒ <b>ASK ALL</b></p> <p>When it comes to being safe from fraud and abuse, would you say that...</p> <p>A. Voting in general is... B. Voting at a polling station/place is... C. Voting by post is...</p> <p><i>(GRID - Very safe, Fairly safe, Neither safe nor unsafe, Fairly unsafe, Very unsafe, Don't know)</i></p> <p>READ OUT (DO NOT READ OUT DON'T KNOW).</p>

**Q46**⇒ **ASK ALL VOTERS Q7/2**

In the referendum on 23rd June, voters were asked 'Should the United Kingdom remain a member of the European Union or leave the European Union?' Can you remember how you voted?

SINGLECODE

DO NOT READ OUT - Unprompted

1. Voted 'Remain'
2. Voted 'Leave'
3. Deliberately spoilt my ballot paper
4. Prefer not to say
5. Don't know

**INTERVIEWER READ OUT:**

I am now going to ask you a few questions for classification purposes only

<b>SEX:</b>	<b>DO NOT READ OUT</b> Male Female	1 2
<b>TENURE:</b>	Which of the following best describes the ownership of your home? Own outright Own with mortgage Council rent Private rent/other Refused	1 2 3 4 98

<b>WORKING STATUS:</b>	What is your employment status?	
	Full time	1
	Part time	2
	Not working but seeking work/temporarily unemployed	3
	Not working/not seeking work	4
	Retired	5
	Student	6
Refused	98	
<b>SOCIAL CLASS:</b>	AB	1
	C1	2
	C2	3
	DE	4
<b>AND WHICH OF THESE BEST DESCRIBES YOUR ETHNIC ORIGIN?</b>		
	White	1
	Mixed	2
	Asian or Asian British	3
	Black or Black British	4
	Chinese or other ethnic group	5
	Refused	98
<b>DISABILITY</b>	Do you consider yourself to have a disability?	
	Yes	1
	No	2
<b>RELIGION GB</b>	What is your religion?	
	Protestant	1
	Catholic	2
	Muslim	3
	Sikh	4
	Buddhist	5
	Hinduism	6
	Judaism	7
	Other	8
	Not religious	9
	Refuse	98

**NORTHERN IRELAND ONLY:** Which religion do you yourself belong to?

Roman Catholic	1
Presbyterian Church in Ireland	2
Church of Ireland	3
Methodist Church in Ireland	4
Other Protestant	5
Other (please specify)	95
.....	
No religion	7
Don't know	97
Refused	98

**NORTHERN IRELAND ONLY:** Which of these best describes your political views?

Republican	1
Nationalist	2
Unionist	3
Loyalist	4
Other	95
None	6
Don't know	97
Refused	98

**Thank, QC & Close**

Thank you very much for taking the time to answer my questions. Just to remind you my name is [INSERT INT NAME HERE] and I have been calling from BMG Research on behalf of the Electoral Commission.

Optional: If you want to check that BMG Research is a genuine market research agency you can do so by calling the MRS freephone number – 0500 396 999 (during office hours only). Alternatively you can visit [www.mrs.org.uk](http://www.mrs.org.uk)

In order to ensure BMG meets the standards set by the Market Research Society we are obliged to verify some answers given from a selection of respondents.

Would it be okay to take down your email address for quality control purposes?

- Yes [ENTER EMAIL]
- No [CLOSE]

Thank you once again for your time, goodbye.

**CLOSE**

With more than 25 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

BMG serves both the public and the private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of the most up to date technologies and information systems to ensure that market and customer intelligence is widely shared.

