

Methodology

GfK interviewed a nationally representative sample of 1,938 GB adults online between 1st – 15th March, 2017

We weighted the data in the following ways to ensure a demographically and politically representative sample.

1. Interlocking weights on gender and age
2. Government office region
3. Social class
4. Political engagement
5. 2015 General Election vote
6. 2016 EU referendum result

As this was our first poll since 2005, we weighted directly to past vote for the 2015 General Election and 2016 EU referendum in the absence of any better solution. We may experiment with alternative solutions in the future but are comfortable weighting directly to past vote at this stage. Any further adjustments are likely to cause minimal impact.

Sources used:

- British Election Study 2015 for political engagement.
- ONS 2015 Mid-Year Population Estimates for demographics.
- 2015 General Election result and 2016 EU referendum result for past vote weighting.

Voting intention among “Likely voters”

In our voting intention calculation for this poll respondents had to be 8 out of 10 or more likely to vote if there was a General Election tomorrow and also have voted in the 2015 General Election. If they were aged under 21 they did not have to vote in the 2015 General Election as they may not have been old enough. We also excluded those saying ‘don’t know’, ‘would not vote’ or ‘rather not say’ from voting intention tables as standard.

This is admittedly a fairly basic way to calculate voting intention numbers. We are likely to experiment with more complex turnout models for voting intention polling in the future so this approach should be seen as a starting point rather than GfK’s settled approach to voting intention polling.