



MEMO

BES ALTERNATIVE VOTE REFERENDUM SURVEY DATA

Welcome to the BES Alternative Vote Referendum Study survey data. Similar to the 2010 BES Campaign Internet Panel Survey (CIPS), the 2011 AV referendum survey was conducted via internet by YouGov with Joe Twyman serving as study director. The survey is a pre-post design, with the pre-referendum wave being administered over the 30 days preceding the May 5, 2011 balloting. Every day during this period random sub-samples of respondents were contacted. The achieved average daily sample size is $N = 792$, and the overall pre-wave N is 22,124. The post-referendum wave went into the field the day after the referendum, and the $N = 18,556$ (retention rate = 83.9%).

Questionnaires: Pre- and post-wave questionnaires are available in this section of the BES website as .pdf files.

Weights: In addition to the overall pre- and post-wave weights, the pre-wave has weights for each of the daily sample replicates. Using these weights will allow researchers to study vote intentions and opinion dynamics over the 'short campaign'. Four sets of such weights are available: one- and two-day weights with and without a party identification component. Weight labels are self-explanatory.

Panel Components: All respondents in the 2011 AVRS were participants in the 2010 BES CIPS ($N = 11,191$) and/or monthly CPS surveys ($N = 10,933$). Data sets incorporating these longer term panels will be released in the future.

Acknowledgments: We thank BPIX and the McDougall Trust for their financial support of the AV Referendum Study, and Joe Twyman and YouGov for many invaluable contributions to the project. We also thank the ESRC for providing funds for the 2010 BES data that provide the basis for the longer term panels.

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