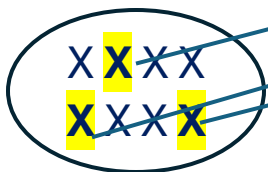


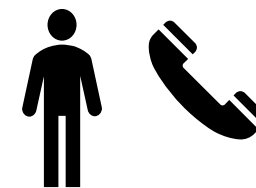


3 x focus groups  
with voters in  
different UK  
regions



Some of the people in the focus  
groups have 1-2-1 interviews a  
year later

15 x 1-2-1  
telephone  
interviews with  
voters



April 2015

July-August 2016

May 2015 UK General Election

June 2015 EU 'Brexit' referendum

