

Practical 1. Avoiding quantitative language in qualitative reporting – the reasons why

Vote in Brexit referendum	Study A: Sample size 30 (15 Leave/ 15 Remain)	Study B (replicates A): Sample size 30 (15 Leave/ 15 Remain)	Study C (replicates study A) Sample size 40 (20 Leave/ 20 Remain)
	Themes arising - % of the two sub samples expressing each theme	Themes arising - % of the two sub samples expressing each theme	Themes arising - % of the two sub samples expressing each theme
Leave EU	Take control of our borders and laws (66%)	Take control of our borders and laws (53%)	Take control of our borders and laws (60%)
	Too much immigration (47%)	Too much immigration (47%)	Too much immigration (40%)
	Too much bureaucracy for business (40%)	Too much bureaucracy for business (20%)	Too much bureaucracy for business (45%)
	Control and improve our agricultural and fishing policies (7%) (0%)	Control and improve our agricultural and fishing policies (10%)
	Strengthen markets in addition to EU (27%)	Strengthen markets in addition to EU (20%)	Strengthen markets in addition to EU (30%)
Remain	Closer economic and legal relationship with European neighbours (93%)	Closer economic and legal relationship with European neighbours (60%)	Closer economic and legal relationship with European neighbours (50%)
	Will keep prices of goods and services lower (100%)	Will keep prices of goods and services lower (67%)	Will keep prices of goods and services lower (50%)
	Rights to live and work in other parts of the EU (33%)	Rights to live and work in other parts of the EU (27%)	Rights to live and work in other parts of the EU (25%)
	Easier to travel within the EU (100%)	Easier to travel within the EU (55%)	Easier to travel within the EU (50%)
 (0%)	Will jeopardise the Good Friday agreement – no border between Northern Ireland and Republic (7%)	Will jeopardise the Good Friday agreement – no border between Northern Ireland and Republic (10%)

Questions

1. Considering the percentage of people expressing different views across the three studies, why is it misleading to report the data numerically in this way?
2. What is the advantage of expressing the data thematically?
3. What reasons might there be that some themes are not represented in studies 1 and 2?
4. How would you report that **Too much immigration** was consistently and mainly found among **UK Independence Party voters** and **Closer economic and legal relationship with European neighbours** was consistently and mainly found among **Liberal Democrat Party voters**