

INVOICE

Invoice to:

Britain Stronger in Europe Campaign

Populus Limited

phone
fax
email
www

Invoice Number:
Purchase Order:
Invoice Date: 29-04-2016
Project Number:

Description of Services	Amount	VAT	Rate
Full Amount EU Polling Q2 - April	£118,000.00	£23,600.00	20%
TERMS : 25 Days	£118,000.00	£23,600.00	
TOTAL INCLUDING VAT	£141,600.00		

Bank details for BACS payments

Registered in England
Number

VAT number



Regulated Spend Workings

Populus

Supplier	Product/Service Provided	Dates Delivered	Invoice Number	Category	Original Cost £	Proportion/Appportionment	Sub-Total	Product / Service Life (Weeks)	Final Regulated Spend £	Explanatory Notes
Populus	Polling April	Apr-16	IP73	Market research	£ 141,600	53%	£ 75,520	10	£ 75,520	We have included 53% of April polls, as polls conducted in first 2 weeks of April were only partially relied upon for election addresses and regulated period activities.
	Polling May	May-16	IP74	Market research	£ 120,000	100%	£ 120,000	10	£ 120,000	Weekly and daily tracker polls
	Polling June	Jun-16	IP75	Market research	£ 92,700	100%	£ 92,700	10	£ 92,700	Weekly and daily tracker polls. 100% as polls stopped on Referendum day.
	Consultancy									
	April	Apr-16	IP76	Market research	£ 15,000	53%	£ 7,950	10	£ 7,950	16 days during regulated period
	May	May-16	IP77	Market research	£ 15,000	100%	£ 15,000	10	£ 15,000	
	June	Jun-16	IP78	Market research	£ 15,000	77%	£ 11,500	10	£ 11,500	23 Days of Regulated period
	Focus Groups									
	April	Apr-16	IP79	Market research	£ 24,000	100%	£ 24,000	10	£ 24,000	
	May	May-16	IP80	Market research	£ 24,000	100%	£ 24,000	10	£ 24,000	
	June	Jun-16	IP81	Market research	£ 24,000	100%	£ 24,000	10	£ 24,000	All focus groups took place during the regulated period
TOTAL					£ 471,300		£ 394,670		£ 394,670	