

ICM Selected to Recruit Audiences for BBC2 and LBC Radio Debates

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ICM Research has been selected to recruit the audience for two debates on Britain's future in Europe. Both hour-long debates will be between Deputy Prime Minister Nick Clegg representing the Liberal Democrats, and Nigel Farage on behalf of UKIP.

In what is being called a "landmark" event, the first leaders' debate to be broadcast will be on LBC Radio on 26th March. Nick Ferrari will host the discussion in front of a live studio audience. The debate was prompted when the Deputy Prime Minister challenged the UKIP leader to a debate live on a LBC phone-in. He said: "I will challenge Nigel Farage to a public, open debate about whether we should be in or out of the EU, because that is now the choice facing this country and he is the leader of the party of 'out'; I am the leader of the party of 'in'. I think it's time we now have a proper, public debate so that the public can listen to the two sides of the argument and judge for themselves." Hosted by David Dimbleby, BBC Television's debate will be broadcast on BBC2 on 2nd April. Questions will come direct from the audience members. The participants will be carefully selected to represent the UK, with an equal number of people for and against British membership of the EU as well as a smaller number of Don't Knows. Martin Boon, Director at ICM, says: "This is an exciting project, and we're delighted to be recruiting the audience for these two ground-breaking debates. With the two politicians taking opposite views, it's vital that the participants are carefully selected to represent the population of the UK. We're sure both debates will be challenging, outspoken, informative and entertaining." For more information please visit: www.icmresearch.com | [@ICMResearch](https://twitter.com/ICMResearch) Follow Market Research World on Twitter or join in the conversation with our LinkedIn Group