SYNTHETIC SURVEY SHEET

OBJECT: VOTING INTENTIONS TO THE MAIN POLITICAL PARTIES

UNIVERSE OF REFERENCE: UK VOTERS
TERRITORY: UNITED KINGDOM
TYPE OF SAMPLE: PROBABILISTIC WITH TERRITORIAL STRATIFICATION
SAMPLE SIZE: 1624 (over sampling 124)
INTERVIEWS: CATI (52%) – CAWI (48%)
QUESTIONNAIRE: STRUCTURED
FIELDWORK: January 24th - January 25th

CLIENT: TECHNE DATA CONSULTING PUBLIC AFFAIRS LTD (SHORT NAME: TECHNE UK)
THE POLL HAS BEEN REALISED BY: TECHNE UK

TECHNE UK is a member of the British Polling Council and the Market Research Society and abides by their rules.

METHODOLOGY

Techne realizes the estimation on political consensus/voting intention on the basis of a representative probabilistic samples (simple random sample) with interviews territory-based according to the resident electoral population (data 2020).

The planned sample is represented by 1500 interviews, plus 124 over-sampling. The choice of over-sampling was based on the need to have a consistent number of cases in each weighting cell represented by the stratification between region or country and voting behavior in 2019 general elections.

PROBABILISTIC SAMPLE

COUNTRY OR REGION	PLANNED			REALIZED	
	Sample cases	Over sampling	Total	Raw data	Weighted data
United Kingdom	**1500**	**124**	**1624**	**1641**	**1641**
Great Britain	**1459**	**65**	**1524**	**1539**	**1596**
England	**1258**	**39**	**1297**	**1310**	**1377**
East of England	142		142	144	156
East Midlands	111		111	113	119
London	173		173	174	193
North East	61	39	100	101	63
North West	172		172	174	186
South East	209		209	211	230
South West	134		134	135	147
West Midlands	132		132	132	146
Yorkshire and The Humber	124		124	126	136
Wales	74	26	100	101	80
Scotland	127		127	128	140
Northern Ireland	41	59	100	102	45

Probabilistic samples, unlike non-probabilistic samples, do not have a predefined target for variables such as age, gender, education, profession or other kinds of indicators.
During the poll, Techne controls the work in progress to verify that cases are distributed within tolerance thresholds.

CONTROL VARIABLES

GENDER	TOLLERANCE		CASES	
	Min	Max	Raw data	Weighted data
Male	767	823	795	803
Female	801	857	846	838

AGE CLASS	TOLLERANCE		CASES	
	Min	Max	Raw data	Weighted data
18 - 34 years	433	475	457	461
35 - 44 years	246	278	261	263
45 - 54 years	264	296	286	287
55 - 64 years	234	264	256	248
Over 64 years	360	398	381	382

PROFESSIONAL ACTIVITY	TOLLERANCE		CASES	
	Min	Max	Raw data	Weighted data
Employed	1091	1157	1140	1144
Retired	374	412	384	389
Other condition	97	117	117	108
He prefers not to answer				

HOUSEHOLD'S ANNUAL GROSS INCOME	TOLLERANCE		CASES	
	Min	Max	Raw data	Weighted data
Less than 10.000 £ per year	69	87	78	79
10,000 £ - 19,999 £	237	269	254	256
20,000 £ - 29,999 £	294	328	327	316
30,000 £ - 39,999 £	239	271	252	258
40,000 £ - 49,999 £	206	236	223	223
50,000 £ - 59,999 £	137	161	147	150
60,000 £ - 69,999 £	85	105	92	96
70,000 £ - 99,999 £	143	167	153	156
Over 100,000 £ per year	97	117	107	100
He prefers not to answer			8	7

NUMBER OF INHABITANTS OF CITY	TOLLERANCE		CASES	
	Min	Max	Raw data	Weighted data
Over 1 million	436	478	459	462
500,000/1 million	157	183	160	172
100,000/500,000	308	344	331	329
50,000/100,000	114	136	134	127
Less than 50,000 and non urban areas	523	569	557	552

The data have been weighted according to the voting behavior of the respondents in: 2019 (General Elections at a region/country level) and 2016 (referendum on Brexit).

WEIGHTING VARIABLES

Which political party did you vote for at the 2019 General Elections?	Raw data		Weighted data	
	n	%	n	%
Conservative and Unionist Party	484	29%	485	30%
Labour Party	319	19%	357	22%
Liberal Democrats	148	9%	128	8%
Reform UK	50	3%	19	1%
Green Party	37	2%	26	2%
Scottish National Party	44	3%	43	3%
Plaid Cymru	13	1%	5	0%
Democratic Unionist Party	6	0%	8	1%
Sinn Féin	15	1%	6	0%
Social Democratic and Labour Party	13	1%	4	0%
Ulster Unionist Party	13	1%	3	0%
Alliance Party of Northern Ireland	6	0%	5	0%
Other party	32	2%	12	1%
I didn't vote	452	28%	533	32%
He prefers not to answer	9	1%	6	0%
Totale	1641	100%	1641	100%

Which political party did you vote for at Brexit Referendum in 2016?	Raw data		Weighted data	
	n	%	n	%
Remain	524	32%	557	34%
Leave	622	38%	601	37%
I didn't vote	481	29%	473	29%
He prefers not to answer	14	1%	10	1%
Totale	1641	100%	1641	100%

In probabilistic samples, it is possible to calculate the margin of error. With a confidence level of 95% - and considering the various variables considered - the following table follows:

	RESPONDENTS' FREQUENCIES				
	90%	80%	70%	60%	50%
	10%	20%	30%	40%	50%
UK	**1,5%**	**1,9%**	**2,2%**	**2,4%**	**2,4%**
GB	**1,5%**	**2,0%**	**2,3%**	**2,4%**	**2,5%**
EN	**1,6%**	**2,2%**	**2,5%**	**2,7%**	**2,7%**
Region or country					
East of England	4,9%	6,5%	7,5%	8,0%	8,2%
East Midlands	5,5%	7,4%	8,4%	9,0%	9,2%
London	4,5%	5,9%	6,8%	7,3%	7,4%
North East	5,9%	7,8%	8,9%	9,6%	9,8%
North West	4,5%	5,9%	6,8%	7,3%	7,4%
South East	4,0%	5,4%	6,2%	6,6%	6,7%
South West	5,1%	6,7%	7,7%	8,3%	8,4%
West Midlands	5,1%	6,8%	7,8%	8,4%	8,5%
Yorkshire and The Humber	5,2%	7,0%	8,0%	8,6%	8,7%
Wales	5,9%	7,8%	8,9%	9,6%	9,8%
Scotland	5,2%	6,9%	7,9%	8,5%	8,7%
Northern Ireland	5,8%	7,8%	8,9%	9,5%	9,7%
Number of inhabitants					
Over 1 million	2,7%	3,7%	4,2%	4,5%	4,6%
500,000 - 1 million	4,6%	6,2%	7,1%	7,6%	7,7%
100,000 - 500,000	3,2%	4,3%	4,9%	5,3%	5,4%
50,000 - 100,000	5,1%	6,8%	7,8%	8,3%	8,5%
Less than 50,000 and non urban areas	2,5%	3,3%	3,8%	4,1%	4,2%
Gender					
Male	2,1%	2,8%	3,2%	3,4%	3,5%
Female	2,0%	2,7%	3,1%	3,3%	3,4%
Age class					
18 - 34 years	2,8%	3,7%	4,2%	4,5%	4,6%
35 - 44 years	3,6%	4,9%	5,6%	5,9%	6,1%
45 - 54 years	3,5%	4,6%	5,3%	5,7%	5,8%
55 - 64 years	3,7%	4,9%	5,6%	6,0%	6,1%
Over 64 years	3,0%	4,0%	4,6%	4,9%	5,0%
Educational title					
Bachelor's degree/higher qualifications	2,4%	3,2%	3,7%	3,9%	4,0%
A-levels/Apprenticeship	2,3%	3,1%	3,5%	3,7%	3,8%
GCSE/No title	3,0%	4,0%	4,6%	4,9%	5,0%
Professional activity					
Employed	1,7%	2,3%	2,7%	2,8%	2,9%
Retired	3,0%	4,0%	4,6%	4,9%	5,0%
Other condition	5,4%	7,2%	8,3%	8,9%	9,1%
Socio-economic grade					
1/2/3/4	2,8%	3,8%	4,3%	4,6%	4,7%
5/6	3,3%	4,3%	5,0%	5,3%	5,4%
7/8/9/10	2,0%	2,6%	3,0%	3,2%	3,3%
General Elections 2019					
Conservative and Unionist Party	2,7%	3,6%	4,1%	4,4%	4,5%
Labour Party	3,1%	4,2%	4,8%	5,1%	5,2%
Liberal Democrats	5,2%	6,9%	7,9%	8,5%	8,7%
Green Party	11,4%	15,2%	17,5%	18,7%	19,0%
Referendum 2016					
Remain	2,5%	3,3%	3,8%	4,1%	4,2%
Leave	2,4%	3,2%	3,7%	3,9%	4,0%

A structured questionnaire has been used for the interviews. The interviews were conducted by means of telephone (CATI) and online (CAWI) interviews.

The Design frame has been defined on the basis of the survey's objectives, the information relating to the reference population and the operational constraints.

The sample units archive has been built using a database of telephone subscribers and a database of email addresses. The information contained in the archive meets quality criteria in terms of accuracy of the information reported, specifically with regard to the area of residence. However, all variables have been verified during the interview.

The sample unit selection archive contains the necessary information for proceeding with the contact and any other variables useful for defining the sample.

The procedure for selecting the sample units follows the following steps:

- first random selection of the units with probability proportional to a measure of amplitude correlated with the resident
- 4 selection lists are then randomly extracted from each virtual ballot box ($AN.1 + AN.2 + AN.3 + AN.4$). The interviews

With regards to the telephone interviews, it has been introduced a further element of randomness by interviewing the adult (over 18 yo) present at home, who had the birthday first.

As for the interviews carried out with the c.a.w.i. methodology, the invitations to participate were sent by email with a link connected to the survey management platform.

The text of the email contained the following message:

"We are conducting an opinion poll on the social and political situation in the UK. Participation is free and voluntary. In order to participate simply connect using the link below. It will take about 6 minutes to answer the questions. The given information will be used exclusively in aggregate and anonymous form without any kind of personal reference. The link to participate to the survey will last 4 hours from the time you received the email. His email address was randomly extracted from an email database. If you no longer want to participate to Techne surveys, simply use the appropriate unsubscribe link."

The sample frame has been extracted from:

- a database for c.a.t.i. interviews that contains around 27mln landline numbers;
- a database for c.a.w.i interviews that contains around 15mln email addresses;

C.a.w.i. interviews have been also implemented by a 3 mln mobile phones' addresses. The invitation to participate at the survey has been sent by means of a WhatsApp message.

As the sample is composed, the in-progress monitoring of the control variables (gender, age class, Household's annual gross income) is carried out to verify the dimensioning of the sample's cell within the tolerance ranges defined on the basis of the sampling error for each variable.

From a theoretical point of view, the selection list of sampling units should have the following requirements:

- be made up only of the units belonging to the population of reference at the time of the survey;
- include each unit of the population only once.

In the databases that are used, however, some units of the population could:

- not be contained and consequently not included in the sampling frame;
- not belong to the population of interest;
- be present more than once in the different databases.

Therefore, despite the procedures adopted and the in-progress controls carried out on the sample's composition and the correct random distribution of the interviews within the control variables, the sampling frame is a source of possible non-sampling errors.

The data source with which the targets' cases for each region/country and the tolerance ranges related to gender and age class variables were determined is the Office for National Statistics (ONS).

The tolerance ranges related to the Household's annual gross income variable were determined using Techne estimates based on Office for National Statistics (ONS) data.

All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimate provided by this poll, and a 2 in 3 chance that they lie within 2 points.

TECHNE UK is a member of the British Polling Council and abides by its rules.
Web site address: www.techneuk.com
For more information: spencerpitfield@techneuk.com