

SYNTHETIC SURVEY SHEET

OBJECT: TOWARDS THE CONSERVATIVE LEADERSHIP ELECTION

- **UNIVERSE OF REFERENCE: MEMBERSHIP**
- **TERRITORY: UNITED KINGDOM**
- **TYPE OF SAMPLE: PROBABILISTIC SAMPLE**
- **SAMPLE SIZE: 1,000 (raw data 1,002)**
- **INTERVIEWS: CATI (51%) – CAWI (49%)**
- **MARGIN OF ERROR (With a confidence level of 95%): + - 3,1%**
- **QUESTIONNAIRE: STRUCTURED**
- **FIELDWORK: July 16th - 19th**

CLIENT: COLLEGE GREEN GROUP
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.

Research design

The survey has been realized considering the coming Conservative Party leadership election and has been divided into two phases.

Phase one

In the first phase, a national survey was conducted on a stratified probabilistic sample of 5,835 cases, representative of the UK “electoral” population. This sample was selected using stratified sampling techniques to ensure adequate representation from all regions of the country.

Respondents were asked if they were members of the Conservative Party. Among the 5,835 respondents, 299 identified themselves as Conservative Party members. These 299 members were then administered a specific questionnaire related to the survey topics.

Phase two

In order to reach the sample of 1,000 cases, we proceeded with a second sampling. An additional 703 subjects were interviewed, randomly selected from a list of 5,127 individuals identified in surveys realised over the past 12 months. These 5,127 individuals had previously agreed to be contacted for future interviews.

The random selection of the 703 subjects from the list of 5,127 was carried out using a simple random sampling method, ensuring that everyone had an equal probability of being selected.

Stratification variables

	Sample cases	Raw data			Weighted data
		Sample 1	Sample 2	Total	Total
Great Britain	1,000	299	703	1002	1,002
England	861	260	620	880	863
East of England	99	37	111	148	99
East Midlands	69	25	74	99	70
London	119	37	90	127	119
North East	31	11	35	46	30
North West	89	28	68	96	89
South East	207	54	100	154	207
South West	109	25	34	59	109
West Midlands	79	25	66	91	79
Yorkshire and The Humber	59	18	42	60	60
Wales	40	13	34	47	40
Scotland	99	26	49	75	99

Control variables

Gender	Raw data	Weighted data
Male	503	702
Female	499	300

Age class	Raw data	Weighted data
18 - 34 yo	182	170
35 - 44 yo	107	111
45 - 54 yo	141	170
55 - 64 yo	190	180
Over 64 yo	382	371

Questionnaire structure and interviews' methods

A structured questionnaire was used for the interviews. The interviews were conducted by means of telephone (CATI 51%) and online (CAWI 49%).

The design frame was based on the survey's objectives, the information relating to the reference population, and operational constraints.

Sample units' archive

The sample units archive was 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, specifically regarding the area of residence. However, all variables were verified during the interview.

Sample unit selection procedure

The procedure for selecting the sample units follows these steps:

1. Initial random selection of the units with probability proportional to a measure of amplitude correlated with the resident population.
2. Selection lists are then randomly extracted from each virtual ballot box.

For telephone interviews, an additional element of randomness was introduced by interviewing the adult (over 18) present at home who has the nearest birthday.

For interviews conducted using the CAWI methodology, invitations to participate were sent via email with a link to the survey management platform. The email text contained the following message:

"We are conducting an opinion poll on the social and political situation in the UK. Participation is free and voluntary. To participate, simply connect using the link below. It will take about 6 minutes to answer the questions. The information provided will be used exclusively in aggregate and anonymous form without any personal reference. The link to participate in the survey will be active for 4 hours from the time you received the email. This email address was randomly extracted from an email database."

Representativeness and data weighting

The entire sample of 1,002 Conservative Party members (299 from the first phase and 703 from the second phase) was weighted to accurately reflect the distribution of Conservative Party members in the UK. Corrective weights were applied to compensate for any imbalances in the sample resulting from the combination of the two sampling phases.

The data were weighted using the characteristics that emerged from the survey conducted by Queen Mary University of London on the composition of Conservative Party membership ("Footsoldiers: Political Party Membership in the 21st Century" - Tim Bale, Paul Webb, and Monica Poletti - First published 2020 by Routledge).

Data collection

Interviews were conducted using a mixed-mode approach (telephone and online) to maximize response rates and ensure greater representativeness. Data collection took place between Jul 16th - 19th.

Margin of error

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% 10%	80% 20%	70% 30%	60% 40%	50% 50%
Great Britain	1,9%	2,5%	2,8%	3,0%	3,1%
North	4,1%	5,5%	6,3%	6,8%	6,9%
Midland	4,3%	5,7%	6,5%	7,0%	7,1%
South	3,1%	4,1%	4,7%	5,1%	5,2%
London	5,2%	7,0%	8,0%	8,5%	8,7%
Wales	8,6%	11,4%	13,1%	14,0%	14,3%
Scotland	6,8%	9,1%	10,4%	11,1%	11,3%
Gender					
Male	2,6%	3,5%	4,0%	4,3%	4,4%
Female	2,6%	3,5%	4,0%	4,3%	4,4%
Age class					
18 - 34 yo	4,4%	5,8%	6,7%	7,1%	7,3%
35 - 44 yo	5,7%	7,6%	8,7%	9,3%	9,5%
45 - 54 yo	5,0%	6,6%	7,6%	8,1%	8,3%
55 - 64 yo	4,3%	5,7%	6,5%	7,0%	7,1%
Over 64 yo	3,0%	4,0%	4,6%	4,9%	5,0%
Educational					
Bachelor's degree/higher qualifications	2,9%	3,9%	4,5%	4,8%	4,9%
A-levels/Apprenticeship	3,4%	4,6%	5,3%	5,6%	5,7%
GCSE/No title	3,3%	4,5%	5,1%	5,5%	5,6%
Professional activity					
Employed	2,5%	3,3%	3,8%	4,1%	4,2%
Retired	3,0%	3,9%	4,5%	4,8%	4,9%
Other condition	7,9%	10,6%	12,1%	12,9%	13,2%
Referendum 2016					
Remain	3,0%	4,0%	4,5%	4,8%	4,9%
Leave	2,6%	3,4%	3,9%	4,2%	4,3%

Conclusion

This research design enabled us to obtain a representative sample of Conservative Party members by combining an initial probabilistic sampling with additional random sampling from a list of previously identified and willing respondents. This approach ensured the integrity of the probabilistic sampling and the representativeness of the obtained results.

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