

SYNTHETIC SURVEY SHEET

OBJECT: TOWARDS THE CONSERVATIVE LEADERSHIP ELECTION

- **UNIVERSE OF REFERENCE: MEMBERSHIP**
- **TERRITORY: GREAT BRITAIN**
- **TYPE OF SAMPLE: PROBABILISTIC SAMPLE**
- **SAMPLE SIZE: 800 (raw data 805)**
- **INTERVIEWS: CATI (48%) – CAWI (52%)**
- **MARGIN OF ERROR (With a confidence level of 95%): + - 3,5%**
- **QUESTIONNAIRE: STRUCTURED**
- **FIELDWORK: August 2nd – August 12th, 2024**

CLIENT: FT Estates Ltd
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 was conducted in anticipation of the Conservative Party leadership election. To reach the theoretical sample, 805 subjects were interviewed, randomly selected from a list of 5,445 members identified in surveys conducted over the last 12 months based on statistically similar probabilistic samples. These individuals had previously consented to be contacted for future interviews. The random selection of the 805 subjects from this list of 5,445 was carried out using a simple random sampling method, ensuring that each individual had an equal probability of being selected.

Stratification variables

	Raw data	Weighted data
Great Britain	805	805
North	143	144
Midland	125	120
South	333	334
London	97	96
Wales	31	32
Scotland	76	80

Control variables

Gender	Raw data	Weighted data
Male	559	564
Female	246	241

Age class	Raw data	Weighted data
18/34 years	121	137
35/44 years	97	89
45/54 years	143	137
55/64 years	150	145
Over 64yo	294	298

Questionnaire structure and interview methods

A structured questionnaire was used for the interviews. The interviews were conducted by means of telephone (CATI 48%) and online (CAWI 52%).

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

To ensure the credibility and reliability of the data collected, a fictitious candidate named "Tom Evans" was included in the questionnaire. This was done to verify that respondents were providing thoughtful and accurate answers, and not responding randomly or carelessly. The inclusion of this fictitious candidate served as a control measure to assess the quality of the responses and to identify any potential biases or inconsistencies in the data.

How the membership database was built

The archive of membership sample units was constructed based on the results of surveys conducted over the past 12 months, all of which were based on probabilistic samples. These surveys identified a total of 5,445 members of the Conservative Party. The information contained in the archive meets quality criteria in terms of accuracy, particularly regarding the area of residence. All variables were verified during the interview to ensure the consistency and accuracy of the information collected.

The procedure for selecting sample units follows these steps:

1. Initial random selection of the units with a probability proportional to a measure of amplitude correlated with the resident population.
2. The 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 years old) present in the household who had 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 invitation email contained the following message:

“We are conducting a public 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 selected from an email database.”

Representativeness and data weighting

The entire sample of 805 Conservative Party members 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 August 2nd – August 12th, 2024.

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:

		Margin of error				
		respondents' frequencies				
		90%	80%	70%	60%	50%
		10%	20%	30%	40%	50%
Great Britain		2,1%	2,8%	3,2%	3,4%	3,5%
Region	North	4,9%	6,6%	7,5%	8,0%	8,2%
	Midland	5,3%	7,0%	8,0%	8,6%	8,8%
	South	3,2%	4,3%	4,9%	5,3%	5,4%
	London	6,0%	8,0%	9,1%	9,7%	10,0%
	Wales	10,6%	14,1%	16,1%	17,2%	17,6%
	Scotland	6,7%	9,0%	10,3%	11,0%	11,2%
Gender	Male	2,5%	3,3%	3,8%	4,1%	4,1%
	Female	3,7%	5,0%	5,7%	6,1%	6,2%
Age class	18/34 years	5,3%	7,1%	8,2%	8,7%	8,9%
	35/44 years	6,0%	8,0%	9,1%	9,7%	10,0%
	45/54 years	4,9%	6,6%	7,5%	8,0%	8,2%
	55/64 years	4,8%	6,4%	7,3%	7,8%	8,0%
	Over 64yo	3,4%	4,6%	5,2%	5,6%	5,7%
Education	Postgraduate Level, Bachelor'S Degree	2,9%	3,9%	4,5%	4,8%	4,9%
	A-Levels/Apprenticeship	3,6%	4,8%	5,5%	5,8%	6,0%
	Gcse/No Title	5,1%	6,8%	7,8%	8,4%	8,5%
Professional	Employed	2,7%	3,6%	4,1%	4,4%	4,5%
	Retired	3,4%	4,5%	5,1%	5,5%	5,6%
	Other Condition	13,1%	17,5%	20,1%	21,5%	21,9%
Income	Up to £60.000/year	3,4%	4,5%	5,2%	5,5%	5,6%
	Over £60,000/year	2,6%	3,5%	4,0%	4,3%	4,4%
Ref. 2016	Remain	3,3%	4,4%	5,0%	5,4%	5,5%
	Leave	3,1%	4,1%	4,7%	5,0%	5,1%

Final considerations

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. The use of an initial probabilistic sampling, combined with additional random selection, ensured the integrity of the sampling process and guaranteed that the sample was representative of the Conservative Party membership, minimizing potential biases.

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.

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Web site address: www.techneuk.com