

SYNTHETIC SURVEY SHEET

OBJECT: TOWARDS THE CONSERVATIVE LEADERSHIP ELECTION

- **UNIVERSE OF REFERENCE: GB VOTERS**
- **TERRITORY: GREAT BRITAIN**
- **TYPE OF SAMPLE: PROBABILISTIC SAMPLE**
- **SAMPLE SIZE: 1,000 (raw data 1,003)**
- **INTERVIEWS: CATI (53%) – CAWI (47%)**
- **MARGIN OF ERROR (With a confidence level of 95%): + - 3,1%**
- **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 based on a representative probabilistic sample (simple random sample) with territorial stratification according to the resident electoral population in each area (2024 data). The theoretical sample is represented by 1,000 interviews: 1,003 interviews were conducted.

Stratification variables

	Raw data	Weighted data
Great Britain	1,003	1,003
North	245	245
Midland	167	167
South	334	334
London	119	119
Wales	51	51
Scotland	87	87

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 survey, Techne monitors the work in progress to ensure that cases are distributed within the tolerance thresholds corresponding to the margin of error for the control variables.

Control variables

Gender	Raw data	Weighted data
Male	559	564
Female	246	241

Age class	Raw data	Weighted data
18/34 years	493	491
35/44 years	510	512
45/54 years	237	280
55/64 years	153	162
Over 64yo	186	173

Questionnaire structure and interview methods

A structured questionnaire was used for the interviews. The interviews were conducted by means of telephone (CATI 53%) and online (CAWI 47%).

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

Weighting Variables

The data have been weighted according to the voting behavior of the respondents in the 2024 general elections (at a region/country level) and the 2016 Brexit referendum, as well as by gender, age group, and income.

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% 10%	80% 20%	70% 30%	60% 40%	50% 50%
Great Britain		1.9%	2.5%	2.8%	3.0%	3.1%
Region	North	3.8%	5.0%	5.7%	6.1%	6.3%
	Midland	4.6%	6.1%	7.0%	7.4%	7.6%
	South	3.2%	4.3%	4.9%	5.3%	5.4%
	London	5.4%	7.2%	8.2%	8.8%	9.0%
	Wales	8.2%	11.0%	12.6%	13.4%	13.7%
	Scotland	6.3%	8.4%	9.6%	10.3%	10.5%
Gender	Male	2.6%	3.5%	4.0%	4.3%	4.4%
	Female	2.6%	3.5%	4.0%	4.3%	4.3%
Age class	18/34 years	3.8%	5.1%	5.8%	6.2%	6.4%
	35/44 years	4.8%	6.3%	7.3%	7.8%	7.9%
	45/54 years	4.3%	5.7%	6.6%	7.0%	7.2%
	55/64 years	4.3%	5.7%	6.5%	7.0%	7.1%
	Over 64yo	3.8%	5.1%	5.8%	6.2%	6.4%
Education	Postgraduate Level. Bachelor'S Degree	2.6%	3.5%	4.0%	4.3%	4.4%
	A-Levels/Apprenticeship	3.7%	4.9%	5.6%	6.0%	6.1%
	Gcse/No Title	3.7%	5.0%	5.7%	6.1%	6.2%
Professional	Employed	2.3%	3.0%	3.5%	3.7%	3.8%
	Retired	3.7%	5.0%	5.7%	6.1%	6.2%
	Other Condition	6.7%	8.9%	10.2%	10.9%	11.1%
Income	Up to £60.000/year	2.1%	2.8%	3.2%	3.4%	3.5%
	Over £60.000/year	4.1%	5.5%	6.3%	6.7%	6.9%
GE 2024	Conservative	4.5%	6.0%	6.9%	7.4%	7.6%
	Labour	3.3%	4.4%	5.0%	5.4%	5.5%
	Liberal Democrats	6.2%	8.2%	9.4%	10.1%	10.3%
	Reform Uk	5.5%	7.3%	8.3%	8.9%	9.1%
GE 2019	Conservative	3.2%	4.3%	4.9%	5.3%	5.4%
	Labour	3.9%	5.2%	5.9%	6.3%	6.4%
	Liberal Democrats	6.7%	8.9%	10.2%	10.9%	11.2%
	Brexit Party	10.2%	13.6%	15.6%	16.7%	17.1%

Final considerations

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 (gender and age class).

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 population in each region or country. This phase determines 12 virtual ballot boxes, one for each territory (ballot box A1 + A2 + ... AN);
- 4 selection lists are then randomly extracted from each virtual ballot box (AN.1 + AN.2 + AN.3 + AN.4). The interviews are carried out primarily from the list of the ballot box AN.1. If the interviewee does not respond or refuses the interview, the system passes to the list of the ballot box AN.2 and then to the lists AN.3 and AN.4

With regards to the telephone interviews, it has been introduced a further element of randomness by interviewing the adult (+ 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. Participation is free and voluntary. In order to participate simply connect using the link below. It will take about 8 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.
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