

SYNTHETIC SURVEY SHEET

OBJECT: VOTING INTENTIONS TO THE MAIN POLITICAL PARTIES, JUDGMENTS ON THE GOVERNMENT'S ACTION AND EXPECTATIONS FOR 2022

UNIVERSE OF REFERENCE: UK VOTERS

TERRITORY: UNITED KINGDOM

TYPE OF SAMPLE: PROBABILISTIC WITH TERRITORIAL STRATIFICATION

SAMPLE SIZE: 2.036

INTERVIEWS: CATI (49%) – CAWI (51%)

QUESTIONNAIRE: STRUCTURED

FIELDWORK: DECEMBER 17th -28th 2021

CLIENT: BRIGHT BLUE

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

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 is a member of MRS (MARKET AND RESEARCH SOCIETY) and abides by its rules.

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 1,500 interviews, plus 500 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	1.500	500	2.000	2.036	2.036
Great Britain	1.459	330	1.789	1.818	1.981
England	1.258	50	1.308	1.313	1.708
East of England	142		142	143	192
East Midlands	111		111	112	149
London	173		173	174	239
North East	61	50	111	111	83
North West	172		172	172	230
South East	209		209	209	284
South West	133		133	134	181
West Midlands	133		133	133	180
Yorkshire and The Humber	124		124	125	169
Wales	74	140	214	230	99
Scotland	127	140	267	275	173
Northern Ireland	41	170	211	218	55

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. In this specific poll, professional activity was not included among the control variables because at the moment it is not possible to have a conjunctural confirmation of the effects of the Covid-19 pandemic on this variable. Consequently, the control variables were related to age, gender and annual gross income.

CONTROL VARIABLES

Gender	Tolerance		Cases	
	Min	Max	Raw data	Weighted data
Male	950	1.043	1.007	989
Female	993	1.088	1.029	1.047

Age class	Tolerance		Cases	
	Min	Max	Raw data	Weighted data
18 - 34 years	533	603	548	563
35 - 44 years	303	356	329	312
45 - 54 years	324	379	338	339
55 - 64 years	306	358	357	358
Over 64 years	444	508	464	463

Household's annual gross income	Tolerance		Cases	
	Min	Max	Raw data	Weighted data
Less than 10,000 £ per year	89	173	165	162
10,000 £ - 19,999 £	291	343	324	323
20,000 £ - 29,999 £	360	418	396	406
30,000 £ - 39,999 £	294	347	328	343
40,000 £ - 49,999 £	203	282	232	209
50,000 £ - 59,999 £	127	207	143	144
60,000 £ - 69,999 £	63	135	89	82
70,000 £ - 99,999 £	164	225	169	185
Over 100,000 £ per year	98	152	109	103

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

WEIGHTING VARIABLES

Which political party did you vote for at the 2019 General Elections?	Raw data		Weighted data	
	n	%	n	%
Conservative and Unionist Party	511	25,1%	598	29,4%
Labour Party	393	19,3%	440	21,6%
Liberal Democrats	140	6,9%	158	7,8%
Reform UK	33	1,6%	28	1,4%
Green Party	38	1,9%	37	1,8%
Scottish National Party	84	4,1%	53	2,6%
Plaid Cymru	15	0,7%	7	0,3%
Democratic Unionist Party	38	1,9%	10	0,5%
Sinn Féin	21	1,0%	8	0,4%
Social Democratic and Labour Party	23	1,1%	5	0,2%
Ulster Unionist Party	15	0,7%	4	0,2%
Alliance Party of Northern Ireland	25	1,2%	6	0,3%
Other party	24	1,2%	18	0,9%
I didn't vote	596	29,3%	597	29,3%
He prefers not to answer	80	3,9%	67	3,3%
Totale	2.036	100,0%	2.036	100,0%

Which political party did you vote for at the 2019 European Elections?	Raw data		Weighted data	
	n	%	n	%
Conservative and Unionist Party	101	5,0%	65	3,2%
Labour Party	114	5,6%	100	4,9%
Liberal Democrats	132	6,5%	144	7,1%
Reform UK	196	9,6%	225	11,1%
Green Party	75	3,7%	87	4,3%
Scottish National Party	43	2,1%	25	1,2%
Plaid Cymru	16	0,8%	7	0,3%
UKIP	12	0,6%	24	1,2%
Democratic Unionist Party	36	1,8%	5	0,2%
Sinn Féin	21	1,0%	5	0,2%
Social Democratic and Labour Party	16	0,8%	3	0,1%
Ulster Unionist Party	12	0,6%	2	0,1%
Alliance Party of Northern Ireland	19	0,9%	5	0,2%
Other party	24	1,2%	36	1,8%
I didn't vote	1.117	54,9%	1.206	59,2%
He prefers not to answer	102	5,0%	97	4,8%
Totale	2.036	100,0%	2.036	100,0%

Which political party did you vote for at Brexit Referendum in 2016?	Raw data		Weighted data	
	n	%	n	%
Remain	694	34,1%	691	33,9%
Leave	726	35,7%	745	36,6%
I didn't vote	533	26,2%	530	26,0%
He prefers not to answer	83	4,1%	69	3,4%
Totale	2.036	100,0%	2.036	100,0%

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:

		Unweighted Sample	Weighted Sample	RESPONDENTS' FREQUENCIES											
				5% 95%	10% 90%	15% 85%	20% 80%	25% 75%	30% 70%	35% 65%	40% 60%	45% 55%	50% 50%		
	UK	2.036	2.036	0,9%	1,3%	1,6%	1,7%	1,9%	2,0%	2,1%	2,1%	2,2%	2,2%		
	GB	1.818	1.981	1,0%	1,4%	1,6%	1,8%	2,0%	2,1%	2,2%	2,3%	2,3%			
	EN	1.313	1.708	1,2%	1,6%	1,9%	2,2%	2,3%	2,5%	2,6%	2,6%	2,7%			
Region or country	East of England	143	192	3,6%	4,9%	5,9%	6,6%	7,1%	7,5%	7,8%	8,0%	8,2%			
	East Midlands	112	149	4,0%	5,6%	6,6%	7,4%	8,0%	8,5%	8,8%	9,1%	9,2%			
	London	174	239	3,2%	4,5%	5,3%	5,9%	6,4%	6,8%	7,1%	7,3%	7,4%			
	North East	111	83	4,1%	5,6%	6,6%	7,4%	8,1%	8,5%	8,9%	9,1%	9,3%			
	North West	172	230	3,3%	4,5%	5,3%	6,0%	6,5%	6,8%	7,1%	7,3%	7,4%			
	South East	209	284	3,0%	4,1%	4,8%	5,4%	5,9%	6,2%	6,5%	6,6%	6,7%			
	South West	134	181	3,7%	5,1%	6,0%	6,8%	7,3%	7,8%	8,1%	8,3%	8,4%			
	West Midlands	133	180	3,7%	5,1%	6,1%	6,8%	7,4%	7,8%	8,1%	8,3%	8,4%			
	Yorkshire and The Humber	125	169	3,8%	5,3%	6,3%	7,0%	7,6%	8,0%	8,4%	8,6%	8,7%			
	Wales	230	99	2,8%	3,9%	4,6%	5,2%	5,6%	5,9%	6,2%	6,3%	6,4%			
	Scotland	275	173	2,6%	3,5%	4,2%	4,7%	5,1%	5,4%	5,6%	5,8%	5,9%			
	Northern Ireland	218	55	2,9%	4,0%	4,7%	5,3%	5,7%	6,1%	6,3%	6,5%	6,6%			
Number of inhabitants of city	Over 1 million	446	550	2,0%	2,8%	3,3%	3,7%	4,0%	4,3%	4,4%	4,5%	4,6%			
	500,000 - 1 million	176	195	3,2%	4,4%	5,3%	5,9%	6,4%	6,8%	7,0%	7,2%	7,4%			
	100,000 - 500,000	512	462	1,9%	2,6%	3,1%	3,5%	3,8%	4,0%	4,1%	4,2%	4,3%			
	50,000 - 100,000	190	154	3,1%	4,3%	5,1%	5,7%	6,2%	6,5%	6,8%	7,0%	7,1%			
	Less than 50,000 and non urban areas	712	674	1,6%	2,2%	2,6%	2,9%	3,2%	3,4%	3,5%	3,6%	3,7%			
Gender	Male	1.007	989	1,3%	1,9%	2,2%	2,5%	2,7%	2,8%	2,9%	3,0%	3,1%			
	Female	1.029	1.047	1,3%	1,8%	2,2%	2,4%	2,6%	2,8%	2,9%	3,0%	3,1%			
Age class	18 - 34 years	548	563	1,8%	2,5%	3,0%	3,3%	3,6%	3,8%	4,0%	4,1%	4,2%			
	35 - 44 years	329	312	2,4%	3,2%	3,9%	4,3%	4,7%	5,0%	5,2%	5,3%	5,4%			
	45 - 54 years	338	339	2,3%	3,2%	3,8%	4,3%	4,6%	4,9%	5,1%	5,2%	5,3%			
	55 - 64 years	357	358	2,3%	3,1%	3,7%	4,1%	4,5%	4,8%	4,9%	5,1%	5,2%			
	Over 64 years	464	463	2,0%	2,7%	3,2%	3,6%	3,9%	4,2%	4,3%	4,5%	4,5%			
Highest educational title:	Higher Degree - Postgraduate Degree - Master - Doctorate	262	256	2,6%	3,6%	4,3%	4,8%	5,2%	5,5%	5,8%	5,9%	6,0%			
	First Degree - Undergraduate Degree - Bachelor	584	569	1,8%	2,4%	2,9%	3,2%	3,5%	3,7%	3,9%	4,0%	4,1%			
	Tertiary Education	367	374	2,2%	3,1%	3,7%	4,1%	4,4%	4,7%	4,9%	5,0%	5,1%			
	Secondary Education	711	723	1,6%	2,2%	2,6%	2,9%	3,2%	3,4%	3,5%	3,6%	3,7%			
	Primary Education - No title	59	61	5,6%	7,7%	9,1%	10,2%	11,0%	11,7%	12,2%	12,5%	12,7%			
Professional activity	Self employed	169	168	3,3%	4,5%	5,4%	6,0%	6,5%	6,9%	7,2%	7,4%	7,5%			
	Employees	1.123	1.111	1,3%	1,8%	2,1%	2,3%	2,5%	2,7%	2,8%	2,9%	2,9%			
	Retired	452	456	2,0%	2,8%	3,3%	3,7%	4,0%	4,2%	4,4%	4,5%	4,6%			
	Other condition	292	300	2,5%	3,4%	4,1%	4,6%	5,0%	5,3%	5,5%	5,6%	5,7%			
Socio-economic grade	1 - 2	112	106	4,0%	5,6%	6,6%	7,4%	8,0%	8,5%	8,8%	9,1%	9,2%			
	3 - 4	313	316	2,4%	3,3%	4,0%	4,4%	4,8%	5,1%	5,3%	5,4%	5,5%			
	5 - 6	561	580	1,8%	2,5%	3,0%	3,3%	3,6%	3,8%	3,9%	4,1%	4,1%			
	7 - 8	714	701	1,6%	2,2%	2,6%	2,9%	3,2%	3,4%	3,5%	3,6%	3,7%			
	9 - 10	255	255	2,7%	3,7%	4,4%	4,9%	5,3%	5,6%	5,9%	6,0%	6,1%			
General Elections 2019 vote	Conservative and Unionist Party	511	598	1,9%	2,6%	3,1%	3,5%	3,8%	4,0%	4,1%	4,2%	4,3%			
	Labour Party	393	440	2,2%	3,0%	3,5%	4,0%	4,3%	4,5%	4,7%	4,8%	4,9%			
	Liberal Democrats	140	158	3,6%	5,0%	5,9%	6,6%	7,2%	7,6%	7,9%	8,1%	8,2%			
	Reform UK	33	28	7,4%	10,2%	12,2%	13,6%	14,8%	15,6%	16,3%	16,7%	17,0%			
	Green Party	38	37	6,9%	9,5%	11,4%	12,7%	13,8%	14,6%	15,2%	15,6%	15,9%			
	Scottish National Party	84	53	4,7%	6,4%	7,6%	8,6%	9,3%	9,8%	10,2%	10,5%	10,6%			
	Plaid Cymru	15	7	11,0%	15,2%	18,1%	20,2%	21,9%	23,2%	24,1%	24,8%	25,2%			
	Other party	146	51	3,5%	4,9%	5,8%	6,5%	7,0%	7,4%	7,7%	7,9%	8,1%			
	I would not go to vote	596	597	1,7%	2,4%	2,9%	3,2%	3,5%	3,7%	3,8%	3,9%	4,0%			
Ref 2016 vote	Remain	694	691	1,6%	2,2%	2,7%	3,0%	3,2%	3,4%	3,5%	3,6%	3,7%			
	Leave	726	745	1,6%	2,2%	2,6%	2,9%	3,1%	3,3%	3,5%	3,6%	3,6%			

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

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.