

## GREAT BRITAIN POLITICAL SCENE

# Tories Maintain Large Advantage, Lib-Dems Drop Back in Britain

*Governing Labour continues to trail the Tories by double-digits.*

[LONDON – Dec. 10, 2009] – Britain's political scene has not changed dramatically over the past month, a new Angus Reid Public Opinion poll conducted in cooperation with PoliticalBetting.com has found.

### Voting Intention

Across Great Britain, 40 per cent of decided voters and leaners (+1 since late November) would support the Conservative candidate in their constituency if a General Election were held tomorrow.

The governing Labour Party remains in second place with 23 per cent (+1), followed by the Liberal Democrats with 19 per cent (-2).

The United Kingdom Independence Party (UKIP) is fourth with seven per cent (+1), followed by the British National Party (BNP) at four per cent (unchanged), and the Green Party with three per cent (unchanged).

### Regional Breakdowns

The Conservatives are holding on to a large share of the vote in the South of England (46%), where support for Labour increased slightly this fortnight to 17 per cent, six points behind the Lib-Dems. In Scotland, Labour is ahead of the Scottish National Party (SNP) by nine points (42% to 33%).

### Other Demographics

There is no gender gap for the Tories at this point. The Conservatives hold an 18-point lead among male voters, and a 16-point advantage among female voters. The Tories are also ahead among voters aged 55 and over (43% to 21% for Labour).

### KEY FINDINGS

- **Voting Intention: Con. 40%, Lab. 23%, Lib-Dem 19%, UKIP 7%, BNP 4%, Grn. 3%, SNP 3%, PC 1%, Oth. 1%**

Full topline results are at the end of this release.

*From December 8 to December 10, 2009, Angus Reid Public Opinion conducted an online survey among 2,002 adults who are members of Springboard UK. The margin of error—which measures sampling variability—is +/- 2.2%. The results have been statistically weighted according to the most current data for age, gender, region, social grade and newspaper readership to ensure a sample representative of the entire adult population of Great Britain.*

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The governing party has managed to surpass the Lib-Dems among voters aged 18 to 34 (25% to 22%), but almost two-in-five in this group (38%) will support the Conservatives.

*Download Full Tables*

[http://www.visioncritical.com/wp-content/uploads/2009/12/table\\_uk\\_1210.pdf](http://www.visioncritical.com/wp-content/uploads/2009/12/table_uk_1210.pdf)

*Download Full Methodology Statement*

[http://www.visioncritical.com/wp-content/uploads/2009/12/2009-12-10\\_UK\\_Method.pdf](http://www.visioncritical.com/wp-content/uploads/2009/12/2009-12-10_UK_Method.pdf)

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### GB Political Scene

If a General Election were held tomorrow, which one of the following parties would you be most likely to support in your constituency? - *Decided Voters with Leaners*

	Dec. 8-10	Nov. 20-23	Nov. 4-6
Conservative	40%	39%	38%
Labour	23%	22%	24%
Liberal Democrats	19%	21%	20%
United Kingdom Independence Party	7%	6%	6%
British National Party	4%	5%	4%
Green Party	3%	3%	3%
Scottish National Party	3%	2%	2%
Plaid Cymry	1%	1%	1%
Other	1%	1%	1%

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	Region					
	United Kingdom	London	South of England	Midlands and Wales	North	Scotland
Conservative	40%	39%	46%	43%	37%	14%
Labour	23%	24%	17%	20%	26%	42%
Liberal Democrats	19%	21%	23%	17%	19%	7%
Scottish National Party	3%	0%	0%	0%	0%	33%
Other	16%	16%	14%	19%	18%	4%

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	Gender		Age		
	Male	Female	18-34	35-54	55+
Conservative	40%	39%	38%	37%	43%
Labour	22%	23%	25%	24%	21%
Liberal Democrats	18%	20%	22%	18%	19%
Other	20%	18%	15%	21%	17%

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*Angus Reid Public Opinion is the public affairs practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995*

*Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.*

*Angus Reid Public Opinion polls are conducted using the Angus Reid Forum ([www.angusreidforum.com](http://www.angusreidforum.com)), Springboard America ([www.springboardamerica.com](http://www.springboardamerica.com)) and Springboard UK ([www.springboarduk.com](http://www.springboarduk.com)) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.*

*Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election.*

<http://bit.ly/4zxfIS>

*Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.*

*More information on the way Angus Reid conducts public opinion research can be found at*

<http://bit.ly/3z0uII>

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**For more information, please contact  
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:**

**<http://www.visioncritical.com/category/global-opinions-and-trends>**

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