

GREAT BRITAIN POLITICAL SCENE

Conservatives Gain, Labour Edges Closer to 30% Mark in Great Britain

More than 40 per cent of respondents say David Cameron is “intelligent”, but Gordon Brown is seen as more “compassionate” than last month.

[LONDON – Feb. 18, 2010] – Support for the opposition Conservative Party and the governing Labour Party increased in Great Britain, a new Angus Reid Public Opinion poll has found.

The online survey of a representative national sample of 2,002 British adults also provides a review of the three main political leaders across 18 positive and negative attributes, as well as ten tasks, and three curiosities.

Voting Intention

Across Great Britain, 40 per cent of decided voters and leaners (+2 since last week) would support the Conservative candidate in their constituency if a General Election were held tomorrow.

The governing Labour Party remains in second place with 26 per cent (+1), followed by the Liberal Democrats with 18 per cent (-2).

The United Kingdom Independence Party (UKIP) is fourth with six per cent (=), followed by the British National Party (BNP) with four per cent (+1), and the Green Party with two per cent (-1).

Regional Breakdowns

At least 40 per cent of decided voters and leaners in London, South of England and Midlands and Wales would support the Tories in the next General Election.

KEY FINDINGS

- **Voting Intention: Con. 40%, Lab. 26%, Lib-Dem 18%, UKIP 6%, BNP 4%, Grn. 2%, SNP 2%, PC 1%, Oth. 1%**
- **Intelligent: Brown 29%, Cameron 43%, Clegg 25%**
- **Compassionate: Brown 18%, Cameron 19%, Clegg 13%**

Full topline results are at the end of this release.

From February 16 to February 17, 2010, Angus Reid Strategies conducted an online survey among 2,002 randomly selected British adults who are Springboard UK panelists. The margin of error—which measures sampling variability—is +/- 2.2%. The results have been statistically weighted according to the most current education, age, gender and region data to ensure samples representative of the entire adult population of Great Britain. Discrepancies in or between totals are due to rounding.

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Labour remains on top in Scotland (34%), followed by the Tories with 22 per cent, the Scottish National Party (SNP) with 20 per cent, and the Lib-Dems with 16 per cent. Labour remains closer to the Tories in the North (Con. 35%, Lab. 32%).

The Lib-Dems stand at 23 per cent in the South of England, ahead of Labour by five points but still behind the Tories by a significant margin.

Other Demographics

The Conservatives remain the favourite choice for voters over the age of 55 (44%, ahead of the combined totals for Labour and the Lib-Dems in this group) and hold a 12-point lead over Labour amongst voters aged 34 to 54.

Labour is holding on to last week's gains among respondents aged 18 to 34. Once again, the two main parties are virtually tied (Con. 35%, Lab. 33%), with the Liberal Democrats a distant third (19%).

Attributes

Gordon Brown: The incumbent Prime Minister garners the highest proportion of responses in eight negative categories: **out of touch** (45%), **boring** (42%), **inefficient** (35%), **weak** (34%), **secretive** (28%), **foolish** (23%), **dishonest** (23%) and **uncaring** (17%).

Still, Brown made some gains following his appearance on Piers Morgan's talk show on ITV1. Compared to last month, more people are referring to Brown as **compassionate** (18%, +4), and fewer deem him **out of touch** (45%, -3), **boring** (42%, -4), **weak** (34%, -4), **inefficient** (35%, -4), **dishonest** (23%, -3) and **uncaring** (17%, -3).

David Cameron: The Conservative leader is ahead of his rivals in seven positive attributes: **intelligent** (43%), **in touch** (21%), **open** (20%), **efficient** (20%), **compassionate** (19%), **strong** (19%) and **exciting** (7%).

Cameron is also first in one negative trait, with 34 per cent of respondents branding him as **arrogant**. His ratings did not undergo a major shift since January, aside from a three-point increase in arrogant and a three-point drop in boring.

Nick Clegg: As was the case last month, the Liberal Democrat leader is ahead of his two main rivals as being **down to earth** (21%). However, the only other three attributes issues where Clegg gets more than 20 per cent are **intelligent** (25%), **weak** (21%), and **boring** (21%). Clegg is tied with Cameron for the top score on **honest** (18%).

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Tasks

Gordon Brown: While Brown trails Cameron on each one of the ten tasks that are reviewed, he did manage to win some points on babysitting kids (18%, +8), being part of a trivia quiz team (+5), and recommending a good book to read (+3).

David Cameron: A larger proportion of people than last month regard Cameron as the best person to represent the country on trade and security issues (31%, +4) and act as the head of the armed forces (29%, +4).

Nick Clegg: The Liberal Democrat leader does not reach the 20 per cent mark on any of the tasks at hand, but is slightly ahead of Brown on being the preferred person to have a beer with (17%) and a good teammate for sports (16%).

Curiosities

Aside from a five-point jump in the proportion of respondents who would like to read Gordon Brown's memoirs (26%), there was little movement on the three curiosities. Roughly half of respondents have no interest in finding out how the leaders were like in high school, or watching them on a reality TV show.

Download Full Tables

http://www.visioncritical.com/wp-content/uploads/2010/02/table_voting04_bri.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*

	Feb. 16-17	Feb. 9-10	Jan. 26-27
Conservative	40%	38%	40%
Labour	26%	25%	24%
Liberal Democrats	18%	20%	19%
United Kingdom Independence Party	6%	6%	5%
British National Party	4%	3%	4%
Green Party	2%	3%	3%
Scottish National Party	2%	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%	41%	46%	43%	35%	22%
Labour	26%	35%	18%	24%	32%	34%
Liberal Democrats	18%	16%	23%	14%	18%	16%
Scottish National Party	2%	0%	0%	0%	0%	20%
Other	14%	8%	13%	19%	15%	8%

GB Political Scene

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	Gender		Age		
	Male	Female	18-34	35-54	55+
Conservative	41%	39%	35%	39%	44%
Labour	28%	24%	33%	27%	21%
Liberal Democrats	15%	21%	19%	17%	19%
Other	16%	16%	13%	17%	16%

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Political Leaders

Here are some words that people may use to describe [Gordon Brown, David Cameron, Nick Clegg].
Please choose up to six words that you think describe him.

	Gordon Brown	David Cameron	Nick Clegg
Down to earth	17% (+1)	18% (=)	21% (=)
Arrogant	28% (+2)	34% (+3)	8% (-1)
Open	10% (+2)	20% (-2)	19% (-3)
Secretive	28% (=)	14% (-1)	6% (-1)
Efficient	11% (+1)	20% (-1)	12% (-1)
Inefficient	35% (-4)	11% (-1)	13% (=)
Compassionate	18% (+4)	19% (-1)	13% (=)
Uncaring	17% (-3)	13% (-2)	6% (+1)
Honest	15% (+1)	18% (+1)	18% (-1)
Dishonest	23% (-3)	16% (=)	5% (=)
Strong	13% (+1)	19% (-1)	6% (-1)
Weak	34% (-4)	12% (-2)	21% (+2)
Exciting	1% (-1)	7% (=)	3% (=)
Boring	42% (-4)	15% (-3)	21% (+1)
In touch	8% (=)	21% (-1)	15% (-2)
Out of touch	45% (-3)	25% (=)	17% (+2)
Intelligent	29% (+2)	43% (+1)	25% (-3)
Foolish	23% (-2)	11% (-1)	9% (+1)
None of the above	6% (+1)	12% (=)	29% (=)

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Political Leaders

Thinking about these three political leaders, which ONE of them would you prefer for each of the following?

	Gordon Brown	David Cameron	Nick Clegg
Having a beer with you at the local pub	15% (+2)	23% (+2)	17% (-3)
Babysitting your kids or a relative's kids	18% (+8)	25% (-4)	10% (-3)
Being part of your trivia quiz team	23% (+5)	29% (-2)	12% (-3)
Being on your sports team	6% (+1)	26% (-2)	16% (-1)
Giving you a good recommendation on a book to read	16% (+3)	21% (-2)	15% (-1)
Being the Prime Minister in the event of a terrorist attack	28% (+2)	32% (+2)	6% (=)
Representing the country at next round of climate change talks	22% (=)	31% (+4)	16% (=)
Negotiating with President Obama on trade and security issues	26% (=)	34% (=)	8% (-1)
Acting as head of the armed forces	18% (+2)	29% (+4)	7% (-2)
Representing the UK at the London 2012 Olympics	14% (+2)	30% (-1)	13% (+1)

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Political Leaders

And which ONE of these three political leaders would you be most likely to?

	Gordon Brown	David Cameron	Nick Clegg
Watch on a reality TV show	17% (+1)	16% (-1)	7% (=)
Read their memoirs	26% (+5)	16% (+1)	4% (-1)
Find out what they were like in school	20% (+1)	23% (+2)	8% (-1)

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Angus Reid Public Opinion is a 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), Springboard America (www.springboardamerica.com) and Springboard UK (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.

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.

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. More information on our electoral record can be found at:
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More information on the way Angus Reid conducts public opinion research can be found at
<http://www.visioncritical.com/what-we-do/practices/angus-reid-public-opinion/>

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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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