

## 2010 GENERAL ELECTION

# Clegg's Positive Momentum Gives Liberal Democrats Top Spot in Britain

*Two-thirds of respondents have a favourable opinion of the Lib-Dem leader; the rating for Cameron and Brown is considerably lower.*

[LONDON – Apr. 20, 2010] – The Liberal Democrats have jumped slightly ahead of the Conservatives as Britain prepares for the second debate of the General Election campaign, a new Angus Reid Public Opinion poll has found.

The online survey of a representative national sample of 1,953 British adults also shows that Lib-Dem leader Nick Clegg holds a momentum score that is considerably higher than that of Labour leader and Prime Minister Gordon Brown and Conservative leader David Cameron.

### Voting Intention

Across Great Britain, 33 per cent of decided voters and leaners (+1) would support the Liberal Democrat candidate in their constituency in the 6 May General Election.

The Conservatives are second with 32 per cent (=) while the governing Labour Party is third with 23 per cent (-1). The United Kingdom Independence Party (UKIP) is fourth with four per cent (=), followed by the British National Party (BNP) with three per cent (+1) and the Green Party with two per cent (=).

### Marginal Seats

The survey also includes an analysis of voters in 150 marginal seats—widely considered as the constituencies the Tories need to win in order to form a majority government—and the 63 seats won by the Liberal Democrats in the 2005 General Election, using the seat boundaries for this year's contest.

### KEY FINDINGS

- **Voting Intention: Lib-Dem 33%, Con. 32%, Lab. 23%, UKIP 4%, BNP 3%, Grn. 2%, SNP 2%, PC 1%, Oth. 0%**
- **Favourability Rating: Clegg 66%, Cameron 44%, Brown 33%**
- **Momentum Score: Clegg +51, Brown -15, Cameron -25,**

Full topline results are at the end of this release.

*From April 19 to April 20, 2010, Angus Reid Public Opinion conducted an online survey among 1,953 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.*

### CONTACT:

Andy Morris, Research Director, London, + 44-203-178-3952, [andy.morris@angus-reid.com](mailto:andy.morris@angus-reid.com)

### **Labour to Conservative Marginal Seats**

In the 150 marginal seats, the Conservatives are first among decided voters with 35 per cent, followed by the Liberal Democrats with 32 per cent, and Labour with 25 per cent. The Conservatives are slightly ahead of the result they had in the 2005 General Election, while the Lib-Dems are 15 points ahead of their 2005 level and Labour is 18 points behind.

### **Liberal Democrat Held Seats**

The Liberal Democrats are first with 44 per cent, followed by the Conservatives with 23 per cent and Labour with 19 per cent.

### **Seat Predictor**

The Angus Reid Public Opinion seat prediction model shows that, if these results were replicated in the General Election, the Conservatives would gain control of 270 seats in the House of Commons, followed by the Liberal Democrats with 186 seats, and Labour with 160 seats. This scenario would leave the Tories 56 seats short of a majority.

### **Tactical Voting**

The post-debate Liberal Democrat surge prompts a review of whether some voters will partake in tactical voting. Three-in-five Labour supporters (62%) say they would vote for whoever is best placed to prevent David Cameron becoming Prime Minister, and 35 per cent of Liberal Democrats would vote for whoever is best placed to prevent Gordon Brown becoming Prime Minister. It will be crucial to review whether some of these voters will end up supporting their second or third choice as election day draws near.

### **The Leaders**

Clegg heads to the second debate of the General Election campaign with particularly high ratings. Two-thirds of Britons (66%) have a favourable opinion of the Lib-Dem leader. Less than half of respondents (44%) hold a favourable opinion of Tory leader Cameron, and only one-third (33%) feel the same way about Labour leader Brown.

The momentum score for Clegg is an impressive +51 (57% of respondents say their opinion of the Lib-Dem leader has improved over the course of the past week, while 6% say it has worsened). Brown has a momentum score of -15, while Cameron appears to have had the worse week of the three main leaders (-25). Clegg (27%) is practically tied with Cameron (26%) when Britons are asked which of the three leaders would make the best prime minister. Brown is a distant third with 18 per cent.

---

#### **CONTACT:**

Andy Morris, Research Director, London, + 44-203-178-3952, [andy.morris@angus-reid.com](mailto:andy.morris@angus-reid.com)

When respondents are asked about nine qualities and characteristics, Clegg is ahead of his rivals in six of them. Respondents regard the Lib-Dem leader as having a vision for the UK (62%), understanding the problems of the people (54%), caring about the environment (53%), being honest and trustworthy (49%), generally agreeing with them on issues they care about (47%), and inspiring confidence (47%).

Cameron is ahead as being a strong and decisive leader (41%), while Brown edges his rivals as being someone who understands complex issues. On the economy, all leaders are faring poorly. Just three-in-ten respondents say Brown can manage the economy effectively, while the rating is lower for Cameron (27%) and Clegg (25%).

### **The Next Government**

One-in-four Britons (26%) would prefer to have a Conservative majority after the General Election, while 22 per cent would rather have a Lib-Dem majority government, and 17 per cent would like to see a Labour majority government.

A coalition encompassing Labour and the Liberal Democrats is supported by 17 per cent of Britons, and 14 per cent would prefer a coalition featuring the Conservatives and the Liberal Democrats. Less than one-in-twenty respondents (4%) would like to see a joint Conservative and Labour government, similar to the “grand coalitions” that have been in place in Germany or Austria.

### **The Parties**

The Liberal Democrats are seen as the best party to handle European Integration (21%), but the Conservatives are dominating on most of the other issues, such as crime (31%), immigration (30%), terrorism and defence (28%), economy and jobs (27%), education (26%), and Iraq and Afghanistan (23%). On the NHS, the Tories are tied with Labour (25%).

### **Tactical Voting**

The post-debate Liberal Democrat surge prompts a review of whether some voters will partake in tactical voting. Three-in-five Labour supporters (62%) say they would vote for whoever is best placed to prevent David Cameron becoming Prime Minister, and 35 per cent of Liberal Democrats would vote for whoever is best placed to prevent Gordon Brown becoming Prime Minister. It will be crucial to review whether some of these voters will end up supporting their second or third choice as election day draws near.

*Download Full Tables - Voting and Leaders*

[http://www.visioncritical.com/wp-content/uploads/2010/04/table\\_voting11.pdf](http://www.visioncritical.com/wp-content/uploads/2010/04/table_voting11.pdf)

---

#### **CONTACT:**

Andy Morris, Research Director, London, + 44-203-178-3952, [andy.morris@angus-reid.com](mailto:andy.morris@angus-reid.com)

*Download Full Tables – Tactical Voting*

[http://www.visioncritical.com/wp-content/uploads/2010/04/table\\_tactical01.pdf](http://www.visioncritical.com/wp-content/uploads/2010/04/table_tactical01.pdf)

*Download Full Methodology Statement*

[http://www.visioncritical.com/wp-content/uploads/2010/04/2010-04-20\\_UK\\_Method.pdf](http://www.visioncritical.com/wp-content/uploads/2010/04/2010-04-20_UK_Method.pdf)

**Follow us on Twitter: <http://twitter.com/AngusReidGlobal>**

---

**CONTACT:**

Andy Morris, Research Director, London, + 44-203-178-3952, [andy.morris@angus-reid.com](mailto:andy.morris@angus-reid.com)

### 2010 General Election

In the General Election that will take place on 6 May, which one of the following parties are you most likely to support in your constituency?

	Apr. 19-20	Apr. 16-19	Apr. 9-12	Apr. 6-7
Liberal Democrats	33%	32%	22%	22%
Conservative	32%	32%	38%	37%
Labour	23%	24%	28%	26%
United Kingdom Independence Party	4%	4%	5%	5%
British National Party	3%	2%	3%	3%
Green Party	2%	2%	2%	2%
Scottish National Party	2%	2%	2%	2%
Plaid Cymru	1%	1%	1%	1%
Other	0%	1%	0%	1%

**CONTACT:**

Andy Morris, Research Director, London, + 44-203-178-3952, [andy.morris@angus-reid.com](mailto:andy.morris@angus-reid.com)

### GB Political Scene – Labour to Conservative Marginal Seats

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*

	Apr. 19-20	Apr. 16-19	Feb. 16-19	<i>2005 General Election Results in these seats</i>
Conservative	35%	32%	42%	33%
Liberal Democrats	32%	28%	15%	17%
Labour	25%	30%	28%	43%
Other parties	8%	10%	15%	7%

### GB Political Scene – Liberal Democrat Held Seats

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*

	Apr. 19-20	Apr. 16-19	Feb. 16-19	<i>2005 General Election Results in these seats</i>
Liberal Democrats	44%	49%	39%	46%
Conservative	23%	28%	33%	29%
Labour	19%	9%	16%	19%
Other parties	14%	14%	13%	6%

**CONTACT:**

Andy Morris, Research Director, London, + 44-203-178-3952, [andy.morris@angus-reid.com](mailto:andy.morris@angus-reid.com)

### 2010 General Election

Do you have a favourable or unfavourable opinion of each of the following leaders?

	Favourable	Unfavourable	Not sure
Gordon Brown	33%	60%	7%
David Cameron	44%	48%	8%
Nick Clegg	66%	20%	14%

### 2010 General Election

Over the course of the past week, would you say your opinion of each of the following leaders has improved, stayed the same, or worsened?

	Improved	Stayed the same	Worsened	Not sure	<i>Momentum Score</i>
Gordon Brown	12%	57%	27%	4%	<b>-15</b>
David Cameron	13%	54%	38%	6%	<b>-25</b>
Nick Clegg	57%	29%	6%	7%	<b>+51</b>

**CONTACT:**

Andy Morris, Research Director, London, + 44-203-178-3952, [andy.morris@angus-reid.com](mailto:andy.morris@angus-reid.com)

### 2010 General Election

Thinking about who will form the government after the General Election, which of the following options would you prefer?

	Great Britain	Men	Women
A Conservative majority government	26%	28%	25%
A Labour majority government	17%	18%	15%
A Liberal Democrat majority government	22%	22%	21%
A Conservative and Liberal Democrat coalition government	14%	12%	16%
A Labour and Liberal Democrat coalition government	17%	17%	18%
A Conservative and Labour coalition government	4%	4%	5%

### 2010 General Election

Which of these leaders would make the best Prime Minister of the UK?

	Great Britain	Men	Women
Nick Clegg	27%	28%	25%
David Cameron	26%	28%	24%
Gordon Brown	18%	20%	16%
None of these	13%	14%	12%
Not sure	16%	10%	23%

**CONTACT:**

Andy Morris, Research Director, London, + 44-203-178-3952, [andy.morris@angus-reid.com](mailto:andy.morris@angus-reid.com)



### 2010 General Election

Thinking about the following qualities and characteristics, please say whether you think they apply to Gordon Brown / David Cameron / Nick Clegg. – *“Yes” listed*

	Gordon Brown	David Cameron	Nick Clegg
Is honest and trustworthy	30%	31%	49%
Has a vision for the UK	45%	57%	62%
Understands the problems of the people	31%	35%	54%
Can manage the economy effectively	30%	27%	25%
Is a strong and decisive leader	28%	41%	37%
Understands complex issues	42%	40%	37%
Generally agrees with you on issues you care about	27%	34%	47%
Inspires confidence	17%	36%	47%
Cares about the environment	31%	38%	53%

**CONTACT:**

Andy Morris, Research Director, London, + 44-203-178-3952, [andy.morris@angus-reid.com](mailto:andy.morris@angus-reid.com)

### 2010 General Election

Over the course of the past week, would you say your opinion of each of the following leaders has improved, stayed the same, or worsened?

	Labour	Conservative	Liberal Democrats	None of these	Not sure
Economy / Jobs	24%	27%	21%	10%	18%
Terrorism / Defence	22%	28%	12%	12%	25%
Education	22%	26%	23%	9%	20%
Iraq / Afghanistan	19%	23%	16%	15%	28%
The NHS	25%	25%	21%	9%	19%
Crime	18%	31%	18%	12%	22%
Immigration	14%	30%	20%	14%	21%
European Integration	14%	20%	21%	16%	29%

**CONTACT:**

Andy Morris, Research Director, London, + 44-203-178-3952, [andy.morris@angus-reid.com](mailto:andy.morris@angus-reid.com)

*Angus Reid Public Opinion is a practice of Vision Critical—a global research and technology company specialising 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.*

*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:*

*<http://www.visioncritical.com/record-of-accuracy>*

*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/>*

- 30 -

**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>**

---

**CONTACT:**

Andy Morris, Research Director, London, + 44-203-178-3952, [andy.morris@angus-reid.com](mailto:andy.morris@angus-reid.com)