

2010 GENERAL ELECTION

Liberal Democrats Surge After First Televised Debate in Britain

Party gains ten points in a week, and is now tied with the Conservatives; Labour drops to its lowest share of the vote since January.

[LONDON – Apr. 19, 2010] – The performance of Nick Clegg in the first televised debate of the General Election campaign has catapulted the Liberal Democrats into a tie for first place with the Conservatives, a new Angus Reid Public Opinion poll has found.

The online survey of a representative national sample of 2,004 British adults also shows that the economy and immigration remain the most important issues for voters.

Voting Intention

Across Great Britain, 32 per cent of decided voters and leaners (-6) would support the Conservative candidate in their constituency in the 6 May General Election.

The Liberal Democrats are tied with the Tories at 32 per cent (+10) while the governing Labour Party has dropped to 24 per cent (-4)—its lowest level since late January.

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

KEY FINDINGS

- **Voting Intention: Con. 32%, Lib-Dem 32%, Lab. 24%, UKIP 4%, BNP 2%, Grn. 2%, SNP 2%, PC 1%, Oth. 1%**
- **Economy (32%) and Immigration (22%) are the most important issues facing the United Kingdom for voters**
- **Labour to Conservative Marginal Seats: Con. 32%, Lab. 30%, Lib-Dem 28%, Other 10%**
- **Liberal Democrat Held Seats: Lib-Dem 49%, Con. 28%, Lab. 9%, Other 14%**

Full topline results are at the end of this release.

From April 16 to April 19, 2010, Angus Reid Public Opinion conducted an online survey among 2,004 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

Regional Breakdowns

The swing to the Liberal Democrats was particularly pronounced in London, where the party is now first overall with 38 per cent, followed by Labour with 31 per cent and the Conservatives with 27 per cent. In the North, the perennial two-way tie between Labour and the Tories has now become a three-party fight, with the Lib-Dems edging both rivals by a two-point margin.

In Scotland, the Liberal Democrats are now three points ahead of Labour, with the Scottish National Party (SNP) at 23 per cent. The Tories are still holding the upper hand in the South of England (39%) and Midlands and Wales (35%).

Other Demographics

The big leads that the Conservatives had in the two gender demographics have vanished. Amongst males, the three main parties hold a similar proportion of the vote (Con. 30%, Lib-Dem 28%, Lab. 28%). Labour is only attracting one-in-five female voters (20%), while Lib-Dems (36%) and Tories (35%) are locked in a tight contest for first place.

The Liberal Democrats have become the most popular option for younger voters (34%), pushing the Tories to third place. The Conservatives have lost their edge amongst voters aged 55 and over—where they consistently garnered the support of 40 per cent of respondents—and are now just three points ahead of the Lib-Dems.

Issue Watch

Following the second week of the campaign, the economy is still the most important issue facing the United Kingdom for a third of respondents (32%, -2). Immigration is second on the list of concerns with 22 per cent (+3), followed by unemployment (10%, =), leadership (7%, -1) and crime (5%, +2).

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.

Labour to Conservative Marginal Seats

In the 150 marginal seats, the Conservatives are first among decided voters with 32 per cent, followed by Labour with 30 per cent, and the Liberal Democrats with 28 per cent. Since February, the Tories have lost 10 points in these seats, and are now at roughly the same level they had in the 2005 General Election. Labour is 13 points behind its 2005 total, while the Lib-Dems have gained 11 points.

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Liberal Democrat Held Seats

After what appeared to be a shaky February result, the Liberal Democrats are once again in command of these seats, with almost half of respondents (49%) expressing a willingness to support the Lib-Dem candidate. Labour has plummeted to single digits (9%) and the Conservatives are stable (28%).

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 271 seats in the House of Commons, followed by Labour with 193 seats and the Liberal Democrats with 153 seats. This scenario would leave the Tories 55 seats short of a majority.

Download Full Tables

http://www.visioncritical.com/wp-content/uploads/2010/04/table_voting10.pdf

Download Full Methodology Statement

http://www.visioncritical.com/wp-content/uploads/2010/04/2010-04-19_UK_Method.pdf

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2010 General Election

QUESTION ASKED IN APRIL: 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?

QUESTION ASKED IN MARCH: 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. 16-19	Apr. 9-12	Apr. 6-7	Mar. 31 – Apr. 1
Conservative	32%	38%	37%	38%
Liberal Democrats	32%	22%	22%	20%
Labour	24%	28%	26%	27%
United Kingdom Independence Party	4%	5%	5%	5%
British National Party	2%	3%	3%	4%
Green Party	2%	2%	2%	3%
Scottish National Party	2%	2%	2%	2%
Plaid Cymru	1%	1%	1%	1%
Other	1%	0%	1%	1%

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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? - *Decided Voters with Leaners*

	Region					
	Great Britain	London	South of England	Midlands and Wales	North	Scotland
Conservative	32%	27%	39%	35%	30%	19%
Liberal Democrats	32%	38%	34%	26%	32%	28%
Labour	24%	31%	17%	25%	30%	25%
Scottish National Party	2%	0%	0%	0%	0%	23%
Other	10%	4%	10%	14%	8%	5%

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? - *Decided Voters with Leaners*

	Gender		Age		
	Male	Female	18-34	35-54	55+
Conservative	30%	35%	28%	34%	34%
Liberal Democrats	28%	36%	34%	31%	31%
Labour	28%	20%	30%	21%	23%
Other	14%	9%	8%	14%	12%

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2010 General Election

What do you think is the most important issue facing the United Kingdom today?

	Apr. 16-19	Apr. 9-12	Apr. 6-7
Economy	32%	34%	35%
Immigration	22%	19%	19%
Unemployment	10%	10%	9%
Leadership	7%	8%	7%
Crime	5%	3%	4%
Political corruption / Sleaze	3%	3%	4%
Healthcare / NHS	3%	3%	3%
Taxation	3%	3%	3%
Terrorism	2%	3%	3%
Iraq / Afghanistan	2%	2%	2%
Environment	2%	2%	2%
Poverty	2%	2%	2%
Education	2%	2%	1%
Illegal Drugs	2%	1%	2%
Housing	1%	1%	1%
European Integration	1%	1%	1%
Energy / Electricity	1%	0%	0%
Other	1%	2%	2%

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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. 16-19	Feb. 16-19	<i>2005 General Election Results in these seats</i>
Conservative	32%	42%	33%
Labour	30%	28%	43%
Liberal Democrats	28%	15%	17%
Other parties	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. 16-19	Feb. 16-19	<i>2005 General Election Results in these seats</i>
Liberal Democrats	49%	39%	46%
Conservative	28%	33%	29%
Labour	9%	16%	19%
Other parties	14%	13%	6%

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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), 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:

<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/>

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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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