

GREAT BRITAIN POLITICAL SCENE

Conservatives Drop Back, Labour Gains a Point in Britain

Governing party is now locked in a virtual tie with the Tories amongst respondents aged 18 to 34.

[LONDON – Feb. 11, 2010] – The Conservative Party remains popular in Great Britain but has lost support over the past fortnight, a new Angus Reid Public Opinion poll conducted in cooperation with PoliticalBetting.com has found.

Voting Intention

Across Great Britain, 38 per cent of decided voters and leaners (-2 since late January) would support the Conservative candidate in their constituency if a General Election were held tomorrow.

The governing Labour Party remains in second place with 25 per cent (+1), followed by the Liberal Democrats with 20 per cent (+1).

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

Labour remains on top in Scotland (30%, five points ahead of the Scottish National Party) and trails the Tories in the North (Con.35%, Lab. 30%).

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

KEY FINDINGS

- **Voting Intention: Con. 38%, Lab. 25%, Lib-Dem 20%, UKIP 6%, BNP 3%, Grn. 3%, SNP 2%, PC 1%, Oth. 1%**

Full topline results are at the end of this release.

From February 9 to February 10, 2010, Angus Reid Public Opinion 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.

CONTACT:

Andy Morris, Research Director, London, + 44-203-178-3952, andy.morris@angus-reid.com

Other Demographics

The Conservatives remain the favourite choice for voters over the age of 55 (43%, ahead of the combined totals for Labour and the Lib-Dems in this group) and hold a comfortable 14-point advantage over Labour amongst voters aged 34 to 54.

However, the governing party has made significant gains among respondents aged 18 to 34. In late January, the Tories held a seven-point edge over Labour in this group. This time around, the two parties are virtually tied (Lab. 32%, Con. 31%), with the Liberal Democrats a distant third (23%).

Download Full Tables

http://www.visioncritical.com/wp-content/uploads/2010/02/table_voting03_bri.pdf

Download Full Methodology Statement

http://www.visioncritical.com/wp-content/uploads/2010/02/2010-02-10_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*

	Feb. 9-10	Jan. 26-27	Jan. 8-10
Conservative	38%	40%	40%
Labour	25%	24%	24%
Liberal Democrats	20%	19%	20%
United Kingdom Independence Party	6%	5%	7%
British National Party	3%	4%	4%
Green Party	3%	3%	3%
Scottish National Party	2%	2%	2%
Plaid Cymry	1%	1%	1%
Other	1%	1%	0%

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	Region					
	United Kingdom	London	South of England	Midlands and Wales	North	Scotland
Conservative	38%	42%	45%	40%	35%	17%
Labour	25%	30%	17%	26%	30%	30%
Liberal Democrats	20%	20%	23%	15%	21%	19%
Scottish National Party	2%	0%	0%	0%	0%	25%
Other	14%	9%	15%	19%	14%	9%

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	Gender		Age		
	Male	Female	18-34	35-54	55+
Conservative	36%	40%	31%	39%	43%
Labour	26%	24%	32%	25%	21%
Liberal Democrats	20%	20%	23%	18%	20%
Other	18%	16%	14%	18%	16%

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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:
<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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