

GREAT BRITAIN POLITICAL SCENE

# Conservatives Remain Ahead of Labour as UK Election Approaches

*Three-in-ten respondents believe that the 2010 General Election will lead to a hung Parliament.*

[LONDON – Mar. 11, 2010] – As the election call in the United Kingdom draws near, the opposition Conservative Party is holding on to a double-digit lead over the governing Labour Party, a new Angus Reid Public Opinion poll has found.

The online survey of a representative national sample of 2,003 British adults also shows that three-in-ten Britons believe that the upcoming ballot will return a hung Parliament.

## Voting Intention

Across Great Britain, 39 per cent of decided voters and leaners (-1 since mid-February) 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 (=), followed by the Liberal Democrats with 18 per cent (=).

The United Kingdom Independence Party (UKIP) is fourth with six per cent (=), 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.

## KEY FINDINGS

- **Voting Intention: Con. 39%, Lab. 26%, Lib-Dem 18%, UKIP 6%, BNP 3%, Grn. 3%, SNP 3%, PC 1%, Oth. 1%**
- **33% would like to see a Conservative government, but 31% actually predict a hung parliament**

Full topline results are at the end of this release.

*From March 9 to March 10, 2010, Angus Reid Public Opinion conducted an online survey among 2,003 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 (36%, +2), but the Scottish National Party (SNP) is now in second place with 28 per cent (+8), followed by the Tories (17%, -5) and the Lib-Dems (15%, -1). Labour and the Conservatives are tied in at 32 per cent in the North.

### **Other Demographics**

Two-in-five decided voters aged 35 to 54 and over the age of 55 (40%) would cast a ballot for the Tories. Labour is just four points behind amongst voters aged 18 to 34 (34% to 30%). The Conservatives lead Labour by ten points amongst men, and by 17 points amongst women.

### **Outcomes**

One third of Britons (33%) would prefer a Conservative majority after the 2010 General Election, while 22 per cent would rather have a Labour majority and 18 per cent favour a hung Parliament.

However, when asked about which outcome they actually expect to see when the election is over, the views change drastically. Only 12 per cent of Britons expect Labour to remain in power with a majority, while 28 per cent predict a Conservative government. Three-in-ten Britons (31%) foresee a hung Parliament.

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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*

	Mar. 9-10	Feb. 16-17	Feb. 9-10
Conservative	39%	40%	38%
Labour	26%	26%	25%
Liberal Democrats	18%	18%	20%
United Kingdom Independence Party	6%	6%	6%
British National Party	3%	4%	3%
Green Party	3%	2%	3%
Scottish National Party	3%	2%	2%
Plaid Cymru	1%	1%	1%
Other	1%	1%	1%

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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*

	Region					
	United Kingdom	London	South of England	Midlands and Wales	North	Scotland
Conservative	39%	41%	48%	43%	32%	17%
Labour	26%	28%	21%	21%	32%	36%
Liberal Democrats	18%	18%	18%	18%	20%	15%
Scottish National Party	3%	0%	0%	0%	0%	28%
Other	14%	13%	13%	18%	17%	4%

### 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*

	Gender		Age		
	Male	Female	18-34	35-54	55+
Conservative	37%	41%	34%	40%	40%
Labour	27%	24%	30%	26%	24%
Liberal Democrats	18%	19%	20%	16%	20%
Other	18%	16%	16%	18%	16%

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### GB Political Scene

Which of these outcomes would you personally prefer after the 2010 General Election?

	Region					
	United Kingdom	London	South of England	Midlands and Wales	North	Scotland
A Labour majority	22%	24%	16%	19%	28%	31%
A hung Parliament	18%	15%	17%	18%	19%	22%
A Conservative majority	33%	34%	42%	36%	25%	15%
Not sure	27%	28%	24%	27%	28%	31%

### GB Political Scene

And which of these outcomes do you think is more likely after the 2010 General Election?

	Region					
	United Kingdom	London	South of England	Midlands and Wales	North	Scotland
A Labour majority	12%	14%	9%	9%	15%	20%
A hung Parliament	31%	30%	30%	31%	32%	34%
A Conservative majority	28%	28%	30%	31%	26%	23%
Not sure	28%	28%	30%	29%	28%	23%

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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](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:*

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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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