

## GREAT BRITAIN POLITICAL SCENE

# British Liberal Democrats Get Bounce After Conference

*The Conservatives maintain their double-digit lead over Labour.*

[LONDON – Mar. 17, 2010] – The Liberal Democrats have increased their standing among British voters just days after their Federal Spring Conference in Birmingham, 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 respondents are divided when asked what the Liberal Democrats should do if this year's General Election leads to a hung Parliament.

### Voting Intention

Across Great Britain, 39 per cent of decided voters and leaners (= 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 (=), followed by the Liberal Democrats with 21 per cent (+3). The United Kingdom Independence Party (UKIP) is fourth with five per cent (-1), followed by the British National Party (BNP) with four per cent (+1), and the Green Party also 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. Labour remains ahead in Scotland (37%, +1), followed by the Scottish National Party (SNP) with 23 per cent (-5), the Tories (20%, +3) and the Lib-Dems (16%, +1). The Conservatives hold a five-point lead over Labour in the North.

### KEY FINDINGS

- **Voting Intention: Con. 39%, Lab. 26%, Lib-Dem 21%, UKIP 5%, BNP 4%, Grn. 2%, SNP 2%, PC 1%, Oth. 1%**
- **27% want the Lib-Dems to buttress a Tory government in a hung Parliament; 22% want them to support Labour**

Full topline results are at the end of this release.

*From March 15 to March 16, 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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## Other Demographics

Two-in-five decided voters aged 35 to 54 (40%) would cast a ballot for the Tories, along with 42 per cent of those over the age of 55. As was the case last week, Labour is four points behind the Conservatives among voters aged 18 to 34 (33% to 29%). The Tories maintain double-digit leads over Labour among male and female voters.

## Outcomes

One third of Britons (33%, =) would prefer a Conservative majority after the 2010 General Election, while 21 per cent (-1) would rather have a Labour majority and 20 per cent (+2) favour a hung Parliament.

When asked about which outcome they actually expect to see when the election is over, only 10 per cent of Britons (-2) expect Labour to remain in power with a majority, while 28 per cent (=) predict a Conservative government. The proportion of respondents who foresee a hung Parliament (37%) increased by six points in a week.

In all, 38 per cent of respondents believe a hung Parliament would be a bad thing for the UK, while 21 per cent think the situation would be positive. Two-in-five Britons (41%) hold no strong views one way or the other.

The public is divided on how the Liberal Democrats should approach Parliament if no party controls a majority of the seats in the House of Commons. Three-in-ten (31%) would want the Lib-Dems to refrain from supporting a party, 27 per cent would consent to the Lib-Dems buttressing a Conservative government, and 22 per cent would welcome a deal to support a Labour government.

The decided voters who will support the Lib-Dems in this year's General Election are more likely to want the party to refrain from supporting anyone else in Parliament (41%), just as likely to back a Labour government as the entire population (22%) and clearly less likely to back a deal to support the Tories (18%).

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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. 15-16	Mar. 9-10	Feb. 16-17
Conservative	39%	39%	40%
Labour	26%	26%	26%
Liberal Democrats	21%	18%	18%
United Kingdom Independence Party	5%	6%	6%
British National Party	4%	3%	4%
Green Party	2%	3%	2%
Scottish National Party	2%	3%	2%
Plaid Cymru	1%	1%	1%
Other	1%	1%	1%

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	Region					
	United Kingdom	London	South of England	Midlands and Wales	North	Scotland
Conservative	39%	43%	42%	42%	37%	20%
Labour	26%	30%	17%	23%	32%	37%
Liberal Democrats	21%	16%	27%	22%	16%	16%
Scottish National Party	2%	0%	0%	0%	0%	23%
Other	13%	11%	14%	13%	15%	4%

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	Gender		Age		
	Male	Female	18-34	35-54	55+
Conservative	38%	40%	33%	40%	42%
Labour	28%	23%	29%	27%	22%
Liberal Democrats	19%	23%	20%	19%	23%
Other	15%	14%	18%	14%	13%

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<b>GB Political Scene</b>		
Which of these outcomes would you personally prefer after the 2010 General Election?		
	<b>Mar. 15-16</b>	<b>Mar. 9-10</b>
<b>A Labour majority</b>	<b>21%</b>	<b>22%</b>
<b>A hung Parliament</b>	<b>20%</b>	<b>18%</b>
<b>A Conservative majority</b>	<b>33%</b>	<b>33%</b>
<b>Not sure</b>	<b>26%</b>	<b>27%</b>

<b>GB Political Scene</b>		
And which of these outcomes do you think is more likely after the 2010 General Election?		
	<b>Mar. 15-16</b>	<b>Mar. 9-10</b>
<b>A Labour majority</b>	<b>10%</b>	<b>12%</b>
<b>A hung Parliament</b>	<b>37%</b>	<b>31%</b>
<b>A Conservative majority</b>	<b>28%</b>	<b>28%</b>
<b>Not sure</b>	<b>26%</b>	<b>28%</b>

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<b>GB Political Scene</b>	
If the General Election leads to a hung Parliament, do you think it would be a good thing or a bad thing for the UK?	
<b>A good thing</b>	<b>21%</b>
<b>A bad thing</b>	<b>38%</b>
<b>Not sure</b>	<b>41%</b>

<b>GB Political Scene</b>		
If the General Election leads to a hung Parliament, what do you think the Liberal Democrats should do?		
	<b>GB</b>	<b>Lib-Dem Voters</b>
<b>Support a Labour government</b>	<b>22%</b>	<b>22%</b>
<b>Support a Conservative government</b>	<b>27%</b>	<b>18%</b>
<b>Refrain from supporting either party</b>	<b>31%</b>	<b>41%</b>
<b>Not sure</b>	<b>20%</b>	<b>19%</b>

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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:*

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

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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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