

GREAT BRITAIN POLITICAL SCENE

Labour Reduces Tory Lead After Chancellors Debate in Britain

Half of respondents do not trust Alistair Darling, George Osborne or Vince Cable to manage the economy.

[LONDON – Mar. 31, 2010] – The governing Labour Party has gained two points and is now closer to the opposition Conservative Party as a General Election call is expected in Great Britain, a new Angus Reid Public Opinion poll has found.

The online survey of a representative national sample of 2,013 British adults—conducted immediately after the televised chancellors debate—also shows that half of respondents do not trust any of the three men who could steer the UK's economy after the next General Election.

Voting Intention

Across Great Britain, 37 per cent of decided voters and leaners (-2 since mid-March) would support the Conservative candidate in their constituency if a General Election were held tomorrow. The governing Labour Party remains in second place with 28 per cent (+2), followed by the Liberal Democrats with 22 per cent (+1). The United Kingdom Independence Party (UKIP) is fourth with five per cent (=), followed by the British National Party (BNP) with three per cent (-1), and the Green Party also with two per cent (=).

Regional Breakdowns

The South of England continues to be the best area for the Conservatives (44%), and the party maintains a double-digit lead over labour in Midlands and Wales (37% to 27%). The race in the North remains tight,

KEY FINDINGS

- **Voting Intention: Con. 37%, Lab. 28%, Lib-Dem 22%, UKIP 5%, BNP 3%, Grn. 2%, SNP 2%, PC 0%, Oth. 1%**
- **Respondents evenly divided on who they trust—Darling, Osborne or Cable—to manage the British Economy**

Full topline results are at the end of this release.

From March 30 to March 31, 2010, Angus Reid Public Opinion conducted an online survey among 2,013 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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with the Tories leading Labour by three points (34% to 31%). In Scotland, Labour is still first with 38 per cent, followed by the SNP with 25 per cent, In London, where the Conservatives had been consistently supported by two-in-five decided voters over the past two months, the situation has changed. Now Labour has a one-point edge over the Tories (36% to 35%).

Other Demographics

There was a noticeable drop for the Conservatives in two demographics. While the opposition party is still ahead amongst voters aged 35-54 (36%) and voters over the age of 55 (39%), the numbers represent a drop of four points and three points respectively from a fortnight ago. Labour is now virtually even with the Tories with voters aged 18 to 34 (Con. 33%, Lab. 32%). However, the double-digit lead for the Conservatives among female voters remains in place (37% to 25%).

Prospective Chancellors

At this point, none of the three men who could be responsible for all economic and financial matters after the General Election is making a big impact. Roughly the same proportions of respondents express trust in Alistair Darling (17%), George Osborne (17%) and Vince Cable (16%) to manage the British Economy, and half of Britons (50%) are undecided.

Analysis

As the election campaign is set to officially begin, the Tories have lost some momentum, which has been seized by Labour to propel the party to their best score of the year. The Liberal-Democrats also gained a point, and are still above the 20 per cent mark.

Despite having been the centre of attention for the past few days, due to discussions related to the latest budget and the subsequent televised debate, the current chancellor and the two shadow chancellors have yet to connect with a large proportion of the population. It will be important to review whether these allegiances begin to shift once the election is called, and some of the economic policy directives become clearer for voters.

Download Full Tables

http://www.visioncritical.com/wp-content/uploads/2010/03/table_voting07_bri.pdf

Download Full Methodology Statement

http://www.visioncritical.com/wp-content/uploads/2010/03/2010-03-31_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*

	Mar. 30-31	Mar. 15-16	Mar. 9-10
Conservative	37%	39%	39%
Labour	28%	26%	26%
Liberal Democrats	22%	21%	18%
United Kingdom Independence Party	5%	5%	6%
British National Party	3%	4%	3%
Green Party	2%	2%	3%
Scottish National Party	2%	2%	3%
Plaid Cymru	0%	1%	1%
Other	1%	1%	1%

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	Region					
	Great Britain	London	South of England	Midlands and Wales	North	Scotland
Conservative	37%	35%	44%	37%	34%	17%
Labour	28%	36%	20%	27%	31%	38%
Liberal Democrats	22%	18%	25%	22%	20%	18%
Scottish National Party	2%	0%	0%	0%	0%	25%
Other	11%	10%	11%	12%	14%	3%

GB Political Scene

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	Gender		Age		
	Male	Female	18-34	35-54	55+
Conservative	36%	37%	33%	36%	39%
Labour	30%	25%	32%	29%	24%
Liberal Democrats	19%	24%	23%	22%	21%
Other	15%	14%	12%	13%	16%

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GB Political Scene

Who do you trust the most to manage the British economy?

	Region					
	Great Britain	London	South of England	Midlands and Wales	North	Scotland
Alistair Darling	17%	17%	13%	15%	19%	29%
George Osborne	17%	18%	20%	16%	18%	9%
Vince Cable	16%	16%	17%	21%	12%	12%
Don't know	50%	49%	51%	48%	51%	50%

GB Political Scene

Who do you trust the most to manage the British economy?

	Gender		Age		
	Male	Female	18-34	35-54	55+
Alistair Darling	20%	14%	13%	17%	19%
George Osborne	20%	15%	13%	16%	22%
Vince Cable	20%	12%	13%	15%	20%
Don't know	40%	60%	61%	51%	40%

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GB Political Scene

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?

A good thing	21%
A bad thing	38%
Not sure	41%

GB Political Scene

If the General Election leads to a hung Parliament, what do you think the Liberal Democrats should do?

	GB	Lib-Dem Voters
Support a Labour government	22%	22%
Support a Conservative government	27%	18%
Refrain from supporting either party	31%	41%
Not sure	20%	19%

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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/>

- 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>**

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