

2010 GENERAL ELECTION

# Labour Gains But Conservatives Keep Double Digit Lead in Britain

*The governing party gets a boost in London, but still trails the Tories across all demographic groups.*

[LONDON – Apr. 13, 2010] – As the United Kingdom prepares for the first ever televised debate featuring the three main party leaders, the opposition Conservative Party retains the upper hand over the governing Labour Party, a new Angus Reid Public Opinion poll has found.

The online survey of a representative national sample of 2,006 British adults also shows that the economy remains the most important issue for most Britons, while immigration has been identified as the main concern for voters who are currently supporting three minor parties.

## Voting Intention

Across Great Britain, 38 per cent of decided voters and leaners (+1) would support the Conservative candidate in their constituency in the 6 May General Election. The governing Labour Party is second with 28 per cent (+1), followed by the Liberal Democrats with 22 per cent (=). The United Kingdom Independence Party (UKIP) is fourth with five per cent (=), followed by the British National Party (BNP) with three per cent (=) and the Green Party also with two per cent (=).

## Regional Breakdowns

The South of England continues to be the best area for the Conservatives, who are close to garnering the support of half of decided voters (47%). Labour has gained four points in a week in Midlands and Wales, but still trails the Tories by a considerable margin (37% to 26%).

## KEY FINDINGS

- **Voting Intention: Con. 38%, Lab. 28%, Lib-Dem 22%, UKIP 5%, BNP 3%, Grn. 2%, SNP 2%, PC 1%**
- **Economy (34%) and Immigration (19%) are the most important issues facing the United Kingdom for voters**

Full topline results are at the end of this release.

*From April 9 to April 12, 2010, Angus Reid Public Opinion conducted an online survey among 2,006 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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In the North, the Tories are ahead of Labour by five points (35% to 30%). In Scotland, Labour remains in first place (36%), followed by the SNP with 24 per cent. In London, Labour had a good first week of the campaign, turning last week's six-point deficit to the Tories into a five-point lead (38% to 33%).

### **Other Demographics**

The Conservatives continue to gain amongst voters over the age of 55 (43%), but dropped slightly in the two other age groups. The Tories lead Labour by seven points amongst voters aged 35 to 54 (35% to 28%) and hold a slight edge amongst voters aged 18 to 34 (33% to 31%).

The Conservatives now lead by ten points amongst male voters (38% to 28%) and by nine points amongst female voters (37% to 28%). The proportion of men who would vote for other parties has dropped by four points in a week.

### **Issue Watch**

Following the first week of the campaign, the economy remains the most important issue facing the United Kingdom for more than a third of respondents (34%, -1). One-in-ten (10%, +1) are concerned about unemployment.. Immigration is still second on the list of important issues with 19 per cent (=).

More than a third of respondents who will vote for any one of the three major parties believe the economy is the most important issue facing the United Kingdom right now (Con. 39%, L-D 38%, Lab. 37%), but this view is only shared by 17 per cent of respondents who will vote for three "other parties" (UKIP, BNP and Greens).

In fact, two-in-five Britons who will vote for these three "other parties" (41%) say immigration is the most important issue facing the country right now, along with 21 per cent of Tory supporters, 16 per cent of Labour supporters, and 13 per cent of Liberal Democrat supporters. Unemployment is more of a concern for Labour voters, while Tories and Lib-Dems are more worried about leadership.

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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. 9-12	Apr. 6-7	Mar. 31 – Apr. 1	Mar. 30-31
<b>Conservative</b>	<b>38%</b>	<b>37%</b>	<b>38%</b>	<b>37%</b>
<b>Labour</b>	<b>28%</b>	<b>26%</b>	<b>27%</b>	<b>28%</b>
<b>Liberal Democrats</b>	<b>22%</b>	<b>22%</b>	<b>20%</b>	<b>22%</b>
<b>United Kingdom Independence Party</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>
<b>British National Party</b>	<b>3%</b>	<b>3%</b>	<b>4%</b>	<b>3%</b>
<b>Green Party</b>	<b>2%</b>	<b>2%</b>	<b>3%</b>	<b>2%</b>
<b>Scottish National Party</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>
<b>Plaid Cymru</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>
<b>Other</b>	<b>0%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>

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### 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*

	Region					
	Great Britain	London	South of England	Midlands and Wales	North	Scotland
Conservative	38%	33%	47%	37%	35%	20%
Labour	28%	38%	18%	30%	30%	36%
Liberal Democrats	22%	19%	23%	21%	24%	17%
Scottish National Party	2%	0%	0%	0%	0%	24%
Other	11%	10%	12%	12%	11%	3%

### 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	38%	37%	33%	35%	43%
Labour	28%	28%	31%	28%	25%
Liberal Democrats	20%	23%	23%	23%	19%
Other	14%	12%	13%	14%	13%

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### 2010 General Election

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

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

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## 2010 General Election

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

Party Support					
	Great Britain	Lab.	Con.	L-D	UKIP, BNP and Greens
Economy	34%	37%	39%	38%	17%
Immigration	19%	16%	21%	13%	41%
Unemployment	10%	12%	6%	9%	8%
Leadership	8%	5%	12%	10%	3%

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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](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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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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