

2010 GENERAL ELECTION

Conservatives Extend Lead As Britain's Campaign Nears End

Tories now hold a six-point advantage over the Liberal Democrats; Labour stagnant at 23%.

[LONDON – May 1, 2010] – The Conservative Party has extended its advantage in Britain a few days before the General Election, a new Angus Reid Public Opinion poll conducted for the *Sunday Express* has found.

The online survey of a representative national sample of 1,874 British adults shows that the Liberal Democrats are holding on to second place, while the governing Liberal Party is now 12 points behind the Tories.

Voting Intention

Across Great Britain, 35 per cent of decided voters and leaners (+2) would support the Conservative candidate in their constituency in the 6 May General Election. The Liberal Democrats are second with 29 per cent (-1) followed by the governing Labour Party with 23 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 (+1), the Green, the Scottish National Party (SNP) and Plaid Cymru all with one per cent.

Download Full Tables – Voting and Leaders

http://www.visioncritical.com/wp-content/uploads/2010/05/table_sunexpress02.pdf

Download Full Methodology Statement

http://www.visioncritical.com/wp-content/uploads/2010/05/2010-04-30_UK_Method.pdf

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KEY FINDINGS

- **Voting Intention: Con. 35%, Lib-Dem 29%, Lab. 23%, UKIP 5%, BNP 3%, Grn. 1%, SNP 1%, PC 1%, Oth. 1%**

Full topline results are at the end of this release.

From April 29 to April 30, 2010, Angus Reid Public Opinion conducted an online survey among 1,874 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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Apr. 9-12, Apr 16-19, Apr. 19-20 and Apr. 29-30 Question – 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?

Apr. 23-26 Question – A General Election will be held on the 6th of May. We are going to show you a ballot that includes all the candidates registered to run in your local constituency. Which one of these candidates will you be most likely to support on Election Day?

	Apr. 29-30	Apr. 23-26	Apr. 19-20	Apr. 16-19
Conservative	35%	33%	32%	32%
Liberal Democrats	29%	30%	33%	32%
Labour	23%	23%	23%	24%
United Kingdom Independence Party	5%	5%	4%	4%
British National Party	3%	2%	3%	2%
Green Party	1%	2%	2%	2%
Scottish National Party	1%	2%	2%	2%
Plaid Cymru	1%	0%	1%	1%
Other	1%	3%	0%	1%

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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/>

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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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