

BRITISH POLITICAL SCENE

Labour Ahead, Tories at Lowest Level Since 2010 Election in Britain

Only a third of respondents are satisfied with the way David Cameron is handling his duties as Prime Minister.

[LONDON – 14 January 2013] – The Labour Party remains the first choice for voters in Britain as the governing Conservative Party has reached its lowest level since its electoral victory in 2010, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative sample of 2,015 British adults, 42 per cent of decided voters and leaners (unchanged since late November) would support the Labour candidate in their constituency if a General Election took place tomorrow.

The Tories are a distant second with 27 per cent (-1), followed by the United Kingdom Independence Party (UKIP) with 11 per cent (=) and the Liberal Democrats with 10 per cent (=).

Support is lower for the Scottish National Party (SNP) (3% nationally, 36% in Scotland), the Green Party (also 3%), the British National Party (BNP) (1%) and Plaid Cymru (also 1%).

This month, Labour posted particularly good numbers in the North (51%) and London (50%). The opposition party is also the first choice for voters in Midlands and Wales (46%). The Conservatives are still ahead in the South of England (34%), while Labour and the SNP are tied in Scotland (36% each).

More than half of respondents (57%) disapprove of the performance of Prime Minister David Cameron, while 32 per cent approve (-4). Only one-in-five Britons (20%, -2) approve of the way Deputy Prime Minister Nick Clegg is handling his duties, while 30 per cent (-1) are content with Labour leader Ed Miliband.

KEY FINDINGS

- **Voting Intention in GB: Labour 42% (=), Conservative 27% (-1), UKIP 11% (=), Lib-Dems 10% (=)**
- **Approval Ratings: Cameron 32% (-4), Clegg 20% (-2), Miliband 30% (-1)**

Full topline results are at the end of this release.

From January 10 to January 11, 2012, Angus Reid Public Opinion conducted an online survey among 2,015 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.

CONTACT:

Mario Canseco, Vice President, Angus Reid Public Opinion, 877-730-3570, mario.canseco@angus-reid.com

Download [Full Tables](#) / Download [Full Methodology Statement](#)

Consult our [surveys](#) / Follow us on [Twitter](#)

About Angus Reid Public Opinion

[Angus Reid Public Opinion](#) is a public affairs practice headed by Dr. Angus Reid: an industry visionary who has spent more than four decades asking questions to figure out what people feel, how they think and who they will vote for. A team of talented and experienced practitioners with a unique and profound understanding of global issues conduct high quality research throughout the world on a daily basis for corporations, governments, academic researchers, and non-profit organizations.

About Vision Critical®

[Vision Critical](#) is a global research and technology firm that creates software and services solutions for over 600 clients, including one third of the world's top 100 brands. The company has offices across North America, Europe and Australia as well as a Global Partner Program that provides other research companies and consultants with access to top-of-the-line technology. Its Sparq™ product is the most widely adopted community panel platform on the planet.

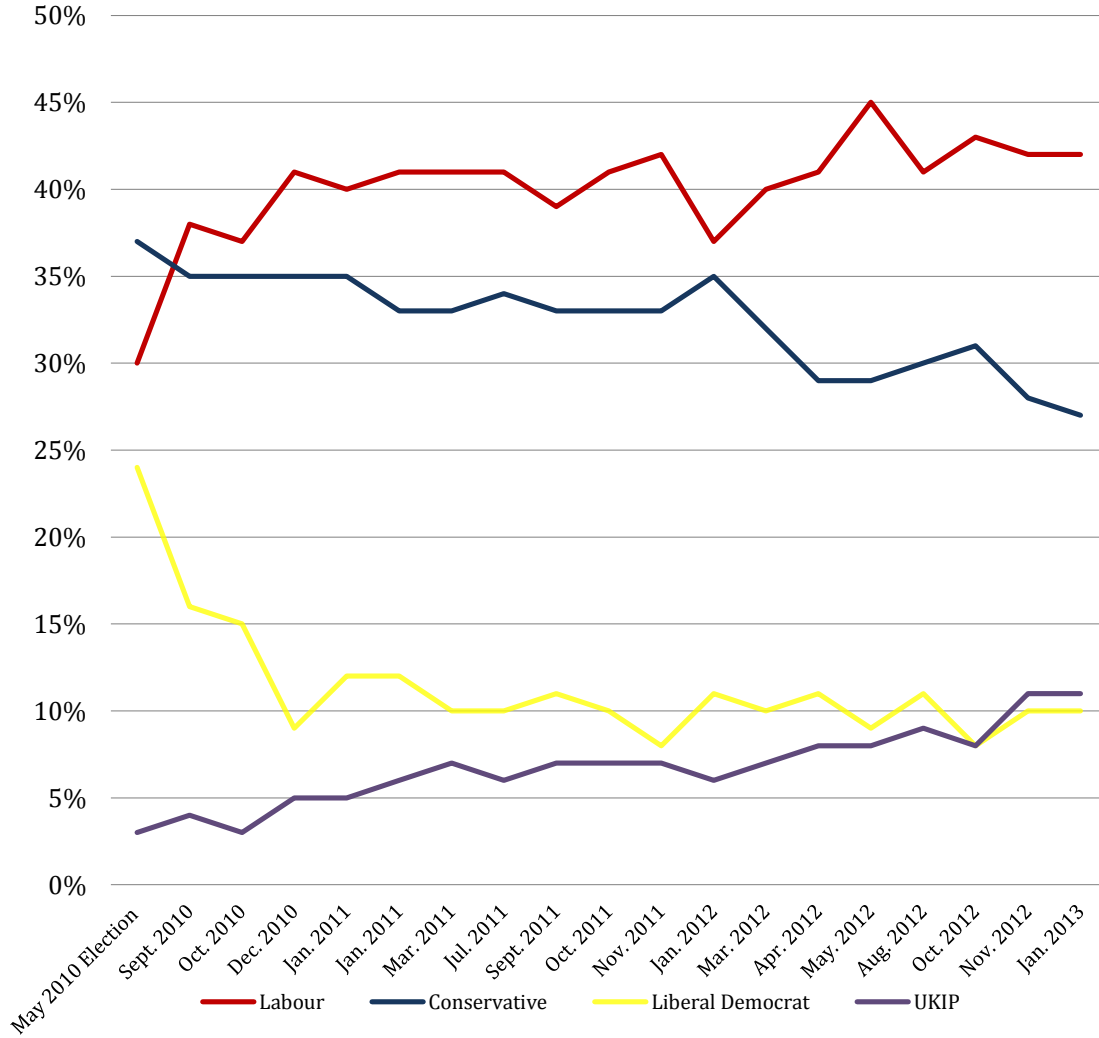
- 30 -

**For more information, please contact
our spokesperson listed in the footnote.**

CONTACT:

Mario Canseco, Vice President, Angus Reid Public Opinion, 877-730-3570, mario.canseco@angus-reid.com

If a General Election were held tomorrow, which one of the following parties would you be most likely to support in the constituency? – *Decided Voters with leaners*



British 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*

	Region					
	Total	London	South of England	Midlands and Wales	North	Scotland
Labour	42%	50%	29%	46%	51%	36%
Conservative	27%	29%	34%	26%	24%	13%
United Kingdom Independence Party (UKIP)	11%	7%	13%	12%	10%	5%
Liberal Democrats	10%	9%	15%	8%	9%	6%
Scottish National Party (SNP)	3%	0%	0%	0%	0%	36%
Green Party	3%	2%	5%	3%	2%	1%
British National Party (BNP)	1%	1%	2%	1%	2%	0%
Plaid Cymru	1%	0%	0%	3%	0%	0%
Other party	1%	0%	1%	1%	1%	1%

CONTACT:

Mario Canseco, Vice President, Angus Reid Public Opinion, 877-730-3570, mario.canseco@angus-reid.com

British 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*

	January 2013	November 2012	October 2012	August 2012
Labour	42%	42%	45%	41%
Conservative	27%	28%	29%	30%
United Kingdom Independence Party (UKIP)	11%	11%	8%	9%
Liberal Democrats	10%	10%	9%	11%
Scottish National Party (SNP)	3%	3%	3%	3%
Green Party	3%	3%	3%	3%
British National Party (BNP)	1%	1%	1%	2%
Plaid Cymru	1%	1%	1%	1%
Other party	1%	0%	1%	1%

CONTACT:

Mario Canseco, Vice President, Angus Reid Public Opinion, 877-730-3570, mario.canseco@angus-reid.com

British Political Scene

Do you approve or disapprove of David Cameron's performance as Prime Minister?

	Region					
	Great Britain	London	South of England	Midlands and Wales	North	Scotland
Approve	32%	30%	37%	31%	30%	24%
Disapprove	57%	62%	50%	58%	59%	69%
Not sure	11%	8%	13%	12%	12%	6%

British Political Scene

Do you approve or disapprove of David Cameron's performance as Prime Minister?

	Jan. 2013	Nov. 2012	Aug. 2012	May 2012	Apr. 2012	Mar. 2012	Jan. 2012	Nov. 2011	Oct. 2011
Approve	32%	36%	33%	33%	33%	36%	41%	37%	38%
Disapprove	57%	53%	56%	57%	59%	56%	50%	53%	54%
Not sure	11%	12%	11%	10%	8%	8%	9%	10%	8%

CONTACT:

Mario Canseco, Vice President, Angus Reid Public Opinion, 877-730-3570, mario.canseco@angus-reid.com

British Political Scene

Do you approve or disapprove of Nick Clegg's performance as Deputy Prime Minister?

	Region					
	Great Britain	London	South of England	Midlands and Wales	North	Scotland
Approve	20%	19%	23%	17%	20%	16%
Disapprove	66%	69%	62%	67%	67%	73%
Not sure	14%	13%	16%	15%	13%	12%

British Political Scene

Do you approve or disapprove of Nick Clegg's performance as Deputy Prime Minister?

	Jan. 2013	Nov. 2012	Aug. 2012	May 2012	Apr. 2012	Mar. 2012	Jan. 2012	Nov. 2011	Oct. 2011
Approve	20%	22%	19%	21%	20%	22%	24%	25%	25%
Disapprove	66%	62%	67%	67%	68%	68%	65%	62%	63%
Not sure	14%	16%	14%	12%	12%	10%	12%	13%	12%

CONTACT:

Mario Canseco, Vice President, Angus Reid Public Opinion, 877-730-3570, mario.canseco@angus-reid.com

British Political Scene

Do you approve or disapprove of Ed Miliband's performance as Leader of the Opposition?

	Region					
	Great Britain	London	South of England	Midlands and Wales	North	Scotland
Approve	30%	36%	22%	28%	38%	31%
Disapprove	48%	41%	55%	50%	42%	49%
Not sure	22%	23%	23%	22%	20%	20%

British Political Scene

Do you approve or disapprove of Ed Miliband's performance as Leader of the Opposition?

	Jan. 2013	Nov. 2012	Aug. 2012	May 2012	Apr. 2012	Mar. 2012	Jan. 2012	Nov. 2011	Oct. 2011	Sept. 2011
Approve	30%	31%	30%	32%	29%	29%	25%	31%	32%	32%
Disapprove	48%	43%	47%	47%	53%	54%	56%	49%	50%	46%
Not sure	22%	26%	23%	20%	18%	17%	19%	20%	18%	23%

CONTACT:

Mario Canseco, Vice President, Angus Reid Public Opinion, 877-730-3570, mario.canseco@angus-reid.com